

# *2010 Community Survey*

## Findings Report



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Submitted to the

# *City of Kettering Parks, Recreation and Cultural Arts Department*

## *Kettering, Ohio*

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by

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*Section 1:*  
*Executive Summary*

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## *2010 Community Survey* Executive Summary Report

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### **Overview of the Methodology**

The City of Kettering Parks, Recreation and Cultural Arts Department conducted a Community Survey during September of 2010. The purpose of the survey was to establish priorities for providing recreational and art programming and services for the community. The survey was designed to obtain statistically valid results from households throughout the City of Kettering. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with City of Kettering officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

Leisure Vision mailed surveys to a random sample of 2,000 households throughout the City of Kettering and in the surrounding area. Approximately three days after the surveys were mailed, each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 400 completed surveys from City of Kettering households. This goal was accomplished, with a total of 402 surveys having been completed. The results of the random sample of 402 households have a 95% level of confidence with a precision of at least +/-4.9%.

The following pages summarize major survey findings.

## Major Survey Findings

- **Participation in City Recreation or Arts Programs.** Fifty-one percent (51%) of households have participated in City of Kettering recreation or arts programs during the past 12 months. This is significantly higher than the national benchmarking average of 30%.

Of the 51% of households that have participated in City recreation or arts programs during the past 12 months, 98% rated the quality of the programs as either excellent (57%) or good (41%). This is higher than the national benchmarking average (88%) of households who rated the quality of programs as either excellent or good.

The most frequently mentioned reasons that households participate in City recreation or arts programs are: location of program/facility (69%), quality of program/facility (50%), and fees charged for the class (40%).

- **Organizations Used for Recreation and Arts Activities.** The organizations used by the highest percentage of households for recreation and arts activities are: Metro Parks (59%), Kettering Recreation Complex (52%), Frazee Pavilion (51%), and churches (37%).

- **Need for Youth Arts and Recreation Programs.** The youth arts and recreation programs that the highest percentage of households have a need for are: youth sports leagues (51%), special events for youth and families (43%), swimming lessons for youth (42%), and youth instructional sports camps (39%).

- **Most Important Youth Arts and Recreation Programs.** Based on the sum of their top four choices, the youth arts and recreation programs that households rated as the most important are: youth sports leagues (13%), special events for youth and families (8%), youth instructional sports camps (7%), and swimming lessons for youth (7%).

- **Youth Arts and Recreation Programs Participated in Most Often at City Facilities.** Based on the sum of their top four choices, the youth arts and recreation programs that households participate in most often at City of Kettering facilities are: youth sports leagues (12%), swimming lessons for youth (8%), special events for youth and families (6%), and youth instructional sports camps (6%).

- **Need for Adult Arts and Recreation Programs.** The adult arts and recreation programs that the highest percentage of households have a need for are: attend live concert band performances (62%), adult fitness programs (54%), community special events (51%), and exercise classes (43%).

2010 Community Survey for the City of Kettering Parks, Rec & Cultural Arts Dept.

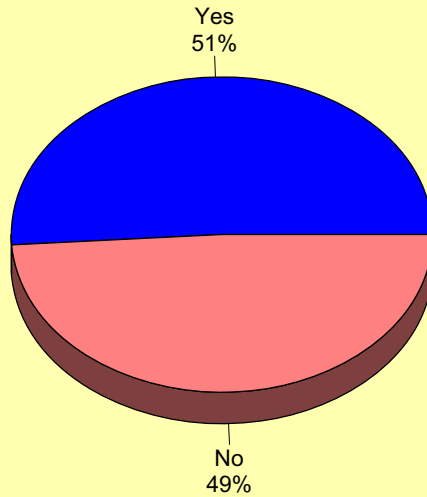
- **Most Important Adult Arts and Recreation Programs.** Based on the sum of their top four choices, the adult arts and recreation programs that households rated as the most important are: attend live concert band performances (44%), adult fitness programs (40%), community special events (32%), and exercise classes (31%).
- **Adult Arts and Recreation Programs Participated in Most Often at City Facilities.** Based on the sum of their top four choices, the adult arts and recreation programs that households participate in most often at City of Kettering facilities are: attend live concert band performances (36%), community special events (28%), adult fitness programs (26%), and exercise classes (15%).
- **Reasons Preventing Households from Using City Parks, Recreation and Arts Facilities or Programs More Often.** The most frequently mentioned reasons preventing households from using City of Kettering parks, recreation and arts facilities or programs more often are: “program times are not convenient” (24%), “fees are too high” (19%) and “I do not know what is being offered” (14%).
- **Times Households Are Interested in the City Offering Programs and Activities.** The times that the highest percentage of households are interested in the City of Kettering Parks, Recreation and Cultural Arts Department offering programs and activities are: weekday evenings before 8pm (49%), Saturday mornings (44%), Saturday afternoons (44%), and Sunday afternoons (39%).
- **Ways Respondents Learn about the Parks, Recreation and Cultural Arts Department.** The most frequently mentioned ways that respondents learn about the City of Kettering Parks, Recreation and Cultural Arts Department are: Activities Guide - brochure (77%), from family and friends (30%), City of Kettering website (28%), and Dayton Daily Newspaper (27%).
- **City Parks Where Households Would Like to See Additional Programming.** The City parks where households would like to see additional programming take place are: Delco Park (52%), Indian Riffle Park (40%), Civic Commons/Lincoln Park (34%), Wenzler Park (17%), and Kennedy Park (16%).
- **Level of Satisfaction with the Overall Value Received from the Parks, Recreation and Cultural Arts Department.** Seventy-three percent (73%) of households are either very satisfied (44%) or somewhat satisfied (29%) with the overall value they receive from the City of Kettering Parks, Recreation and Cultural Arts Department. Only 5% of households are either somewhat dissatisfied (3%) or very dissatisfied (2%) with the Parks, Recreation and Cultural Arts Dept. In addition, 14% of households rated it as “neutral”, and 8% indicated “don’t know”.

*Section 2:*  
*Charts and Graphs*

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**Q2. Have Any Members of Your Households Participated in Recreation or Arts Programs Offered by the City of Kettering During the Past 12 Months?**

by percentage of respondents

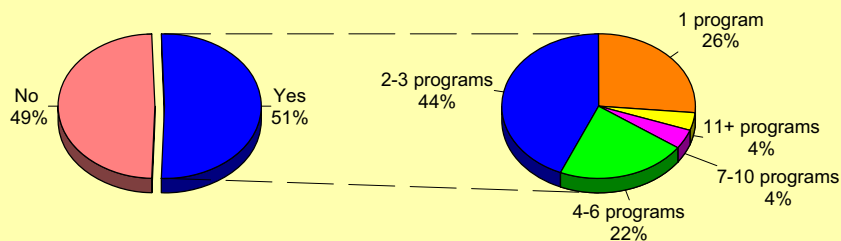


Source: Leisure Vision/ETC Institute (October 2010)

**Q2. Have Any Members of Your Households Participated in Recreation or Arts Programs Offered by the City of Kettering During the Past 12 Months?**

by percentage of respondents

**Q2a. Number of Different Recreation and Arts Programs Participated in During the Past 12 Months**

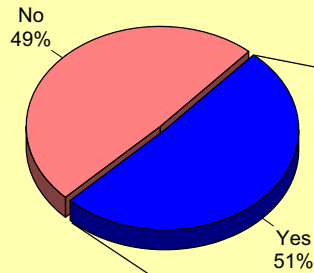


Source: Leisure Vision/ETC Institute (October 2010)



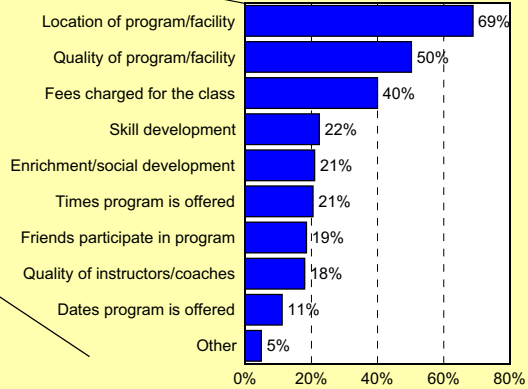
**Q2. Have Any Members of Your Households Participated in Recreation or Arts Programs Offered by the City of Kettering During the Past 12 Months?**

by percentage of respondents



**Q2b. Reasons Households Participate in City Recreation/Arts Programs**

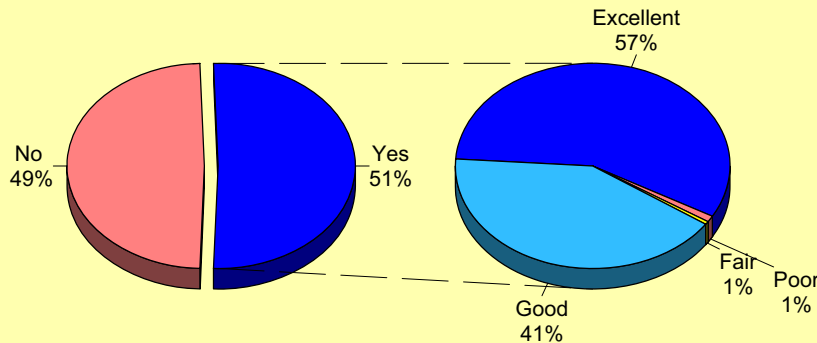
(sum of top 3 choices)



Source: Leisure Vision/ETC Institute (October 2010)

**Q2. Have Any Members of Your Households Participated in Recreation or Arts Programs Offered by the City of Kettering During the Past 12 Months?**

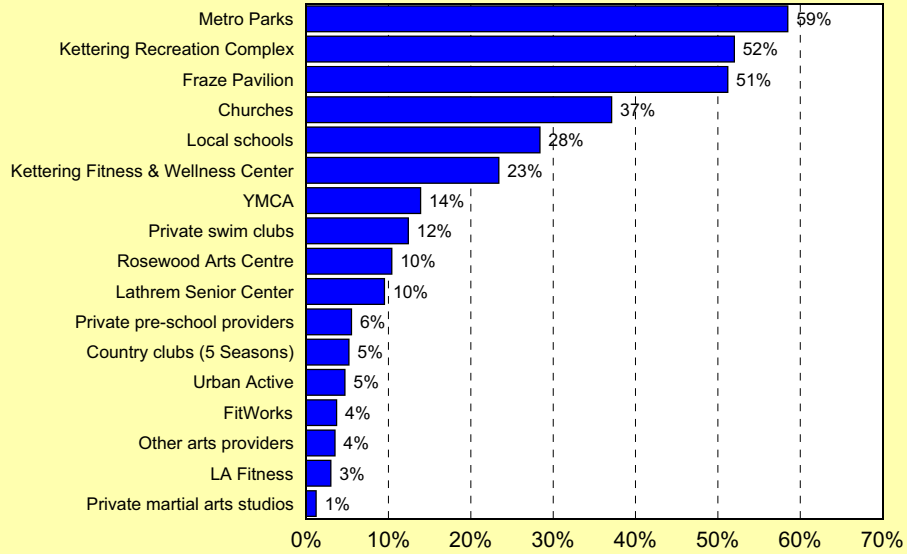
by percentage of respondents



Source: Leisure Vision/ETC Institute (October 2010)

### Q3. Organizations Used for Indoor and Outdoor Recreation Activities During the Past 12 Months

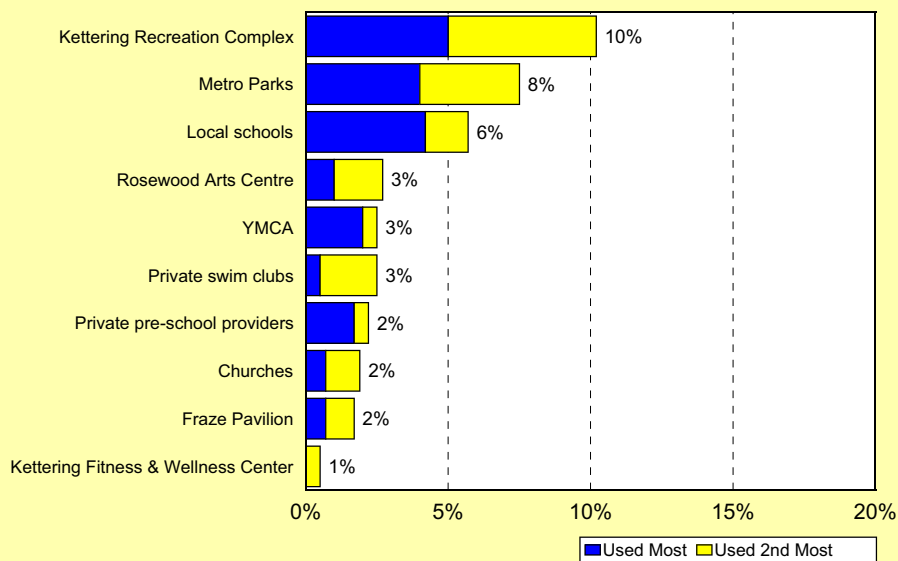
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (October 2010)

### Q4. Organizations That Household Members Ages 11 & Under Use the Most for Recreation and Arts Programs and Services

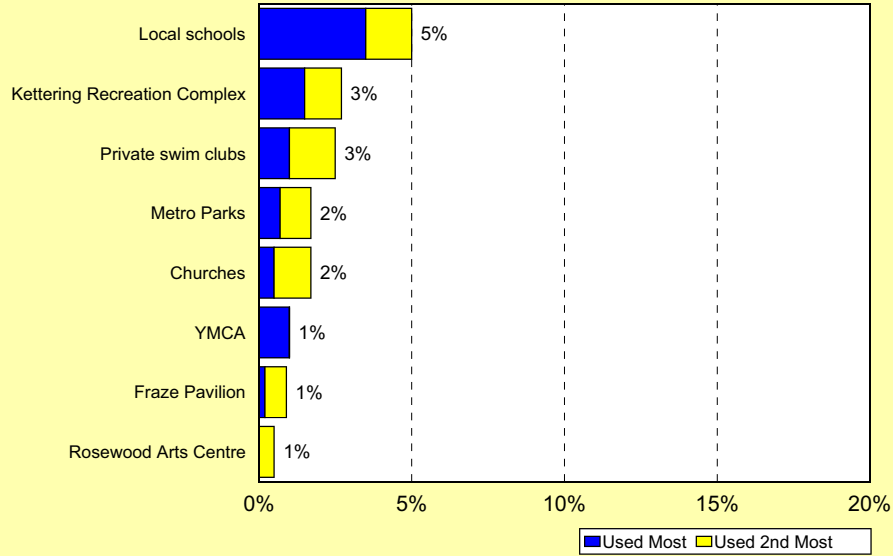
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute (October 2010)

**Q4. Organizations That Household Members Ages 12 to 17 Use the Most for Recreation and Arts Programs and Services**

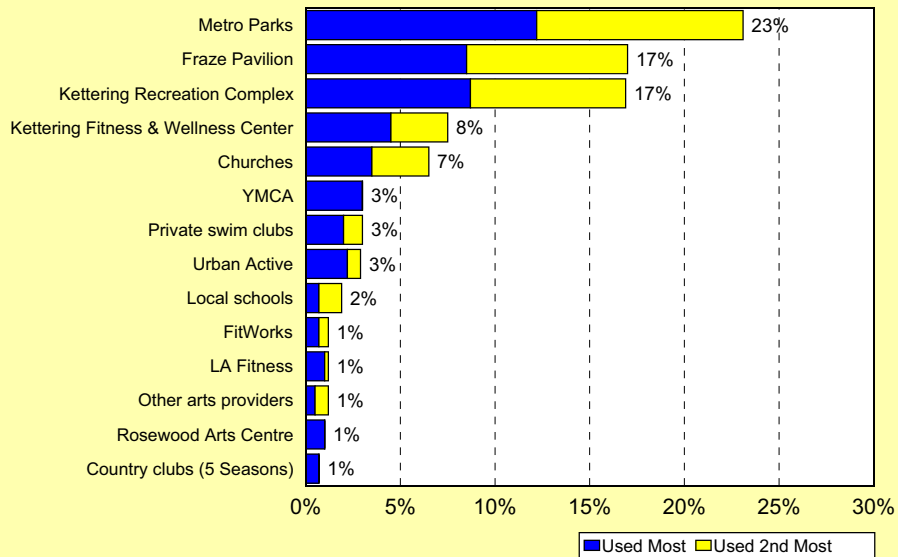
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute (October 2010)

**Q4. Organizations That Household Members Ages 18 to 54 Use the Most for Recreation and Arts Programs and Services**

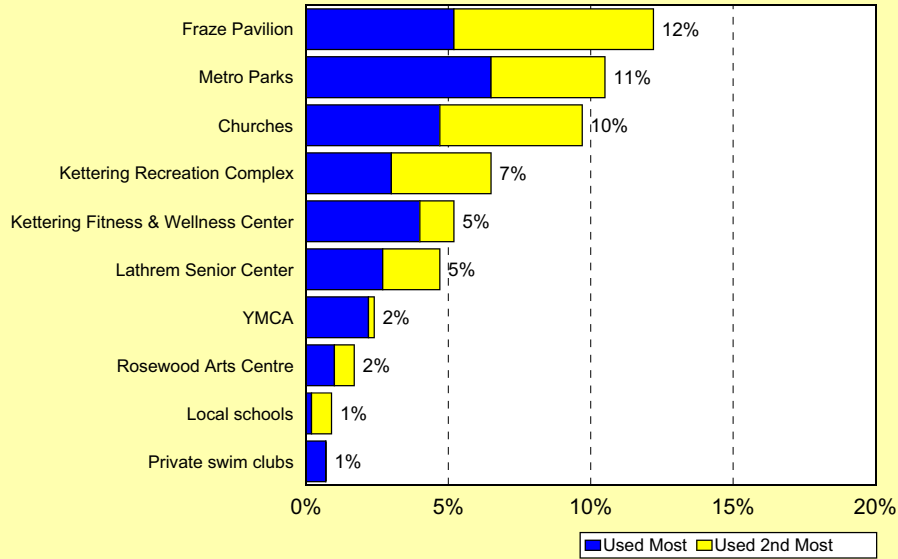
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute (October 2010)

### Q4. Organizations That Household Members Ages 55+ Use the Most for Recreation and Arts Programs and Services

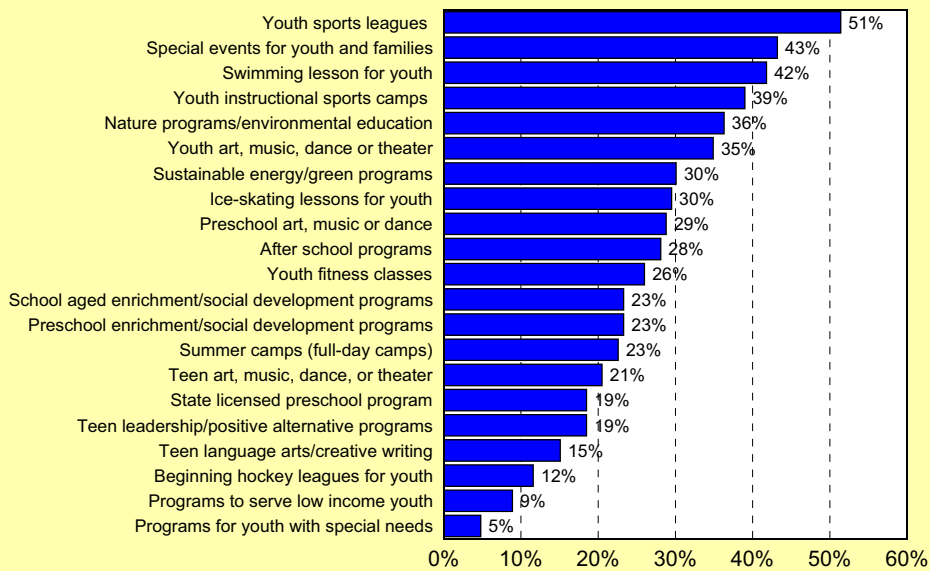
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute (October 2010)

### Q5. Households That Have a Need for YOUTH Arts and Recreation Programs

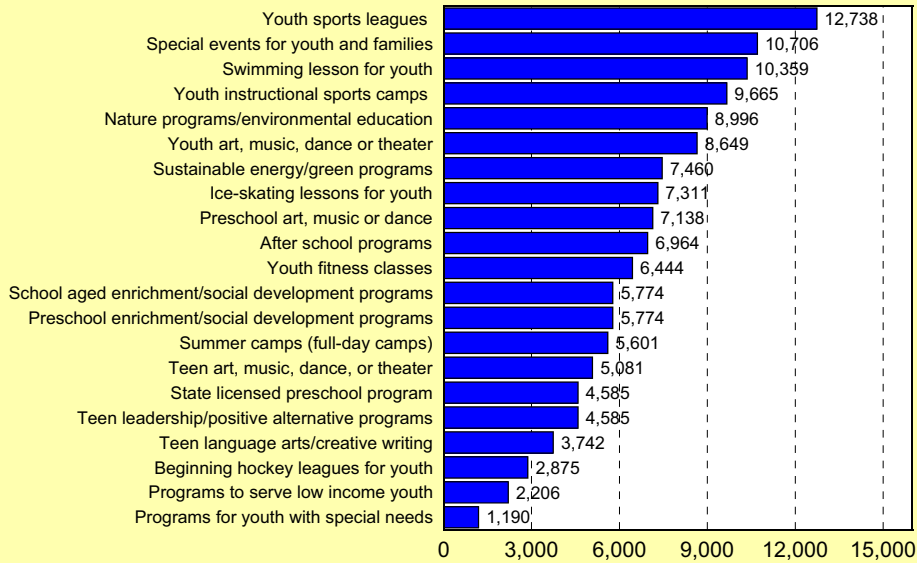
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (October 2010)

### Q5a. Estimated Number of Households in the City of Kettering That Have a Need for YOUTH Arts and Recreation Programs

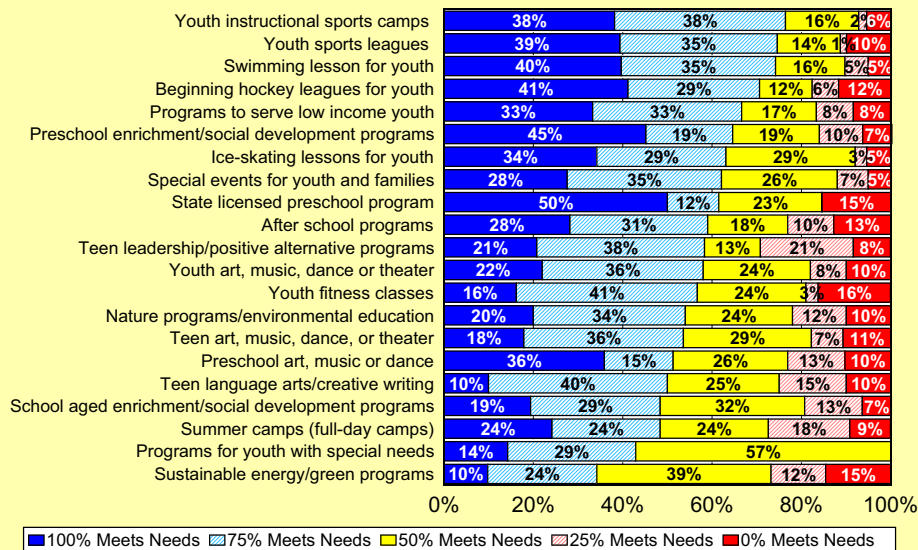
by number of households based on 24,783 households in the City of Kettering



Source: Leisure Vision/ETC Institute (October 2010)

### Q5b. How Well YOUTH Arts and Recreation Programs in the City of Kettering Meet the Needs of Households

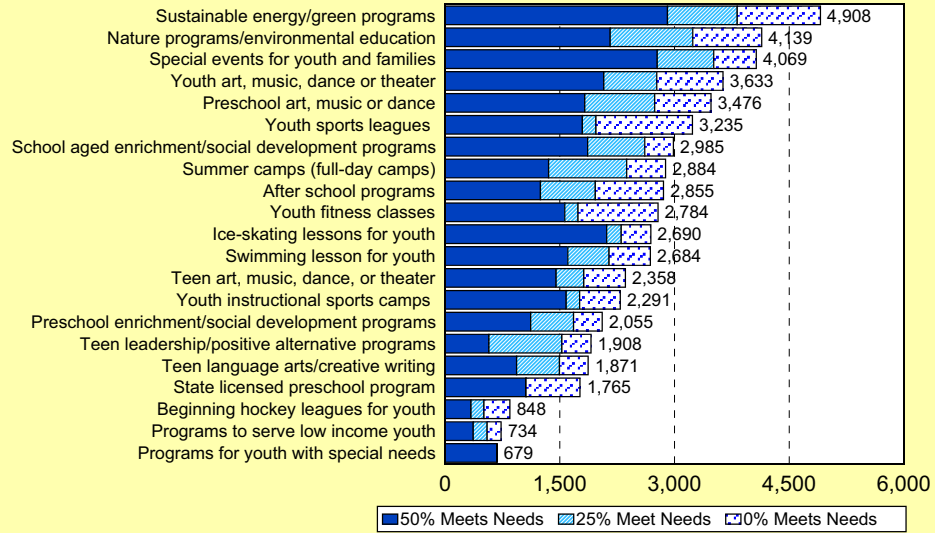
by percentage of households that have a need for programs



Source: Leisure Vision/ETC Institute (October 2010)

### Q5c. Estimated Number of Households in the City of Kettering Whose Needs for YOUTH Arts and Recreation Programs Are Only Being 50% Met or Less

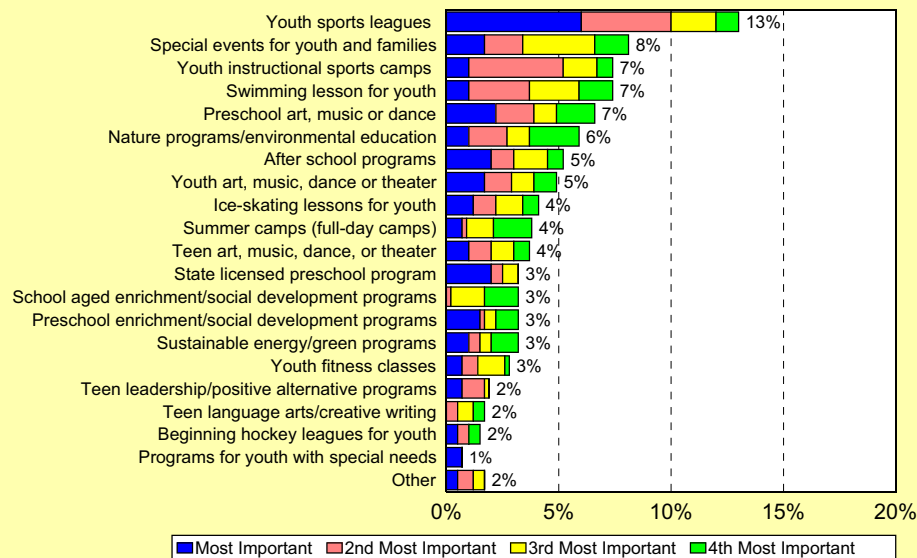
by number of households based on 24,783 households in the City of Kettering



Source: Leisure Vision/ETC Institute (October 2010)

### Q6. YOUTH Arts and Recreation Programs That Are Most Important to Households

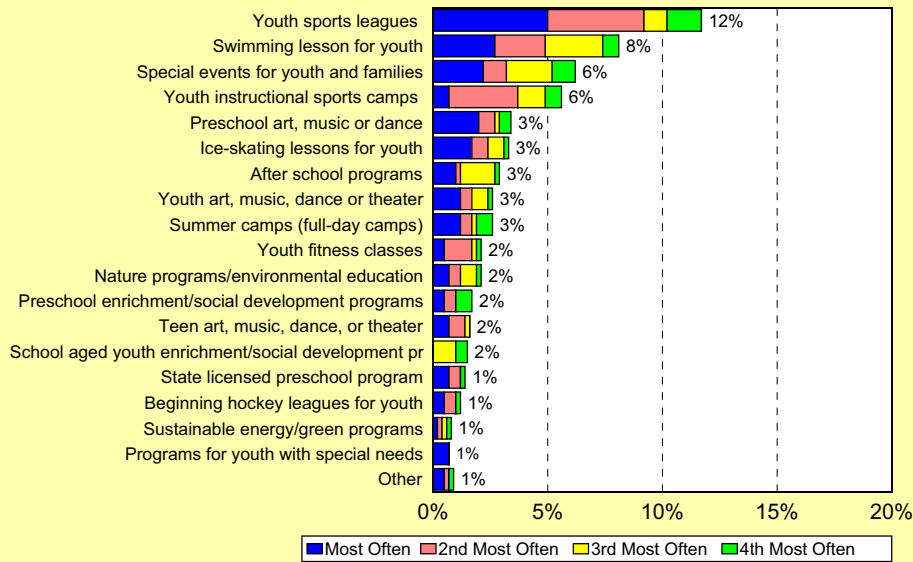
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (October 2010)

### Q7. YOUTH Arts and Recreation Programs That Households Currently Participate in Most Often at City of Kettering Facilities

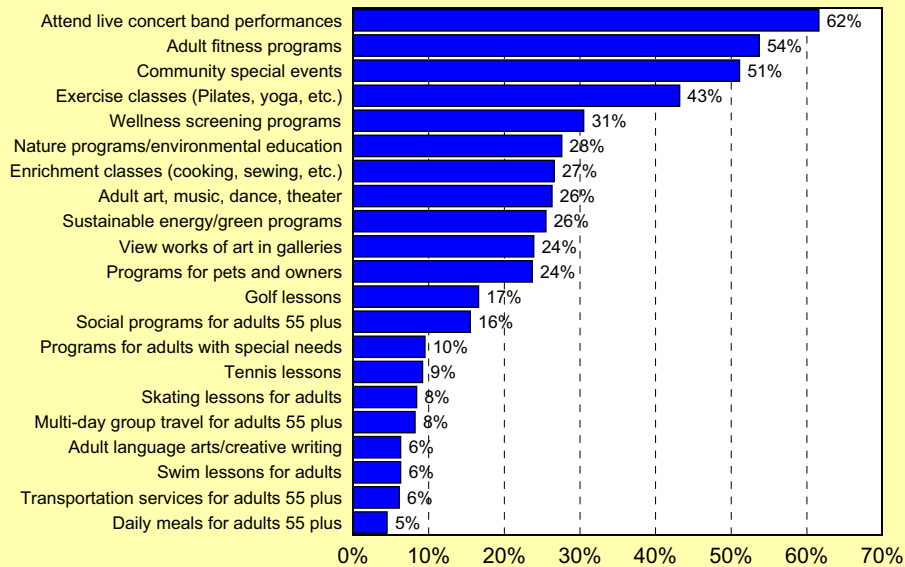
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (October 2010)

### Q8. Households That Have a Need for ADULT Arts and Recreation Programs

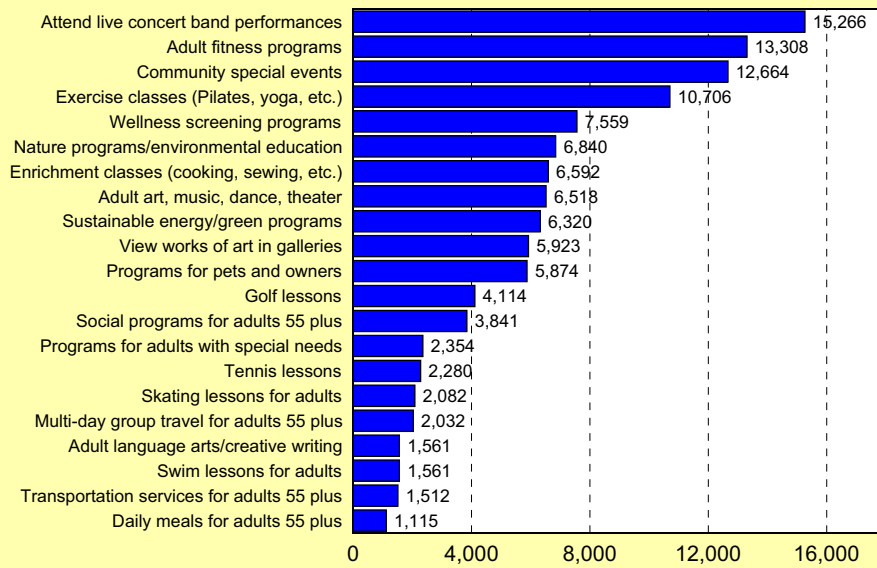
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (October 2010)

### Q8a. Estimated Number of Households in the City of Kettering That Have a Need for ADULT Arts and Recreation Programs

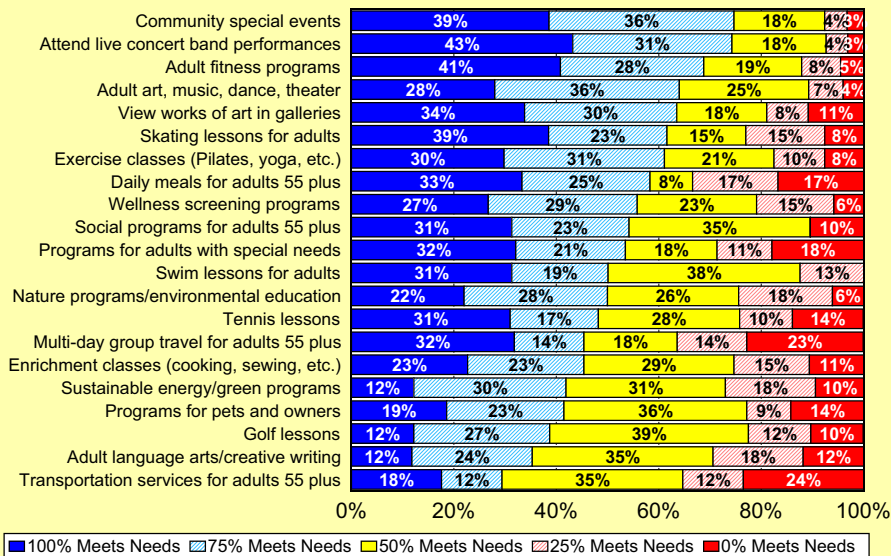
by number of households based on 24,783 households in the City of Kettering



Source: Leisure Vision/ETC Institute (October 2010)

### Q8b. How Well ADULT Arts and Recreation Programs in the City of Kettering Meet the Needs of Households

by percentage of households that have a need for programs

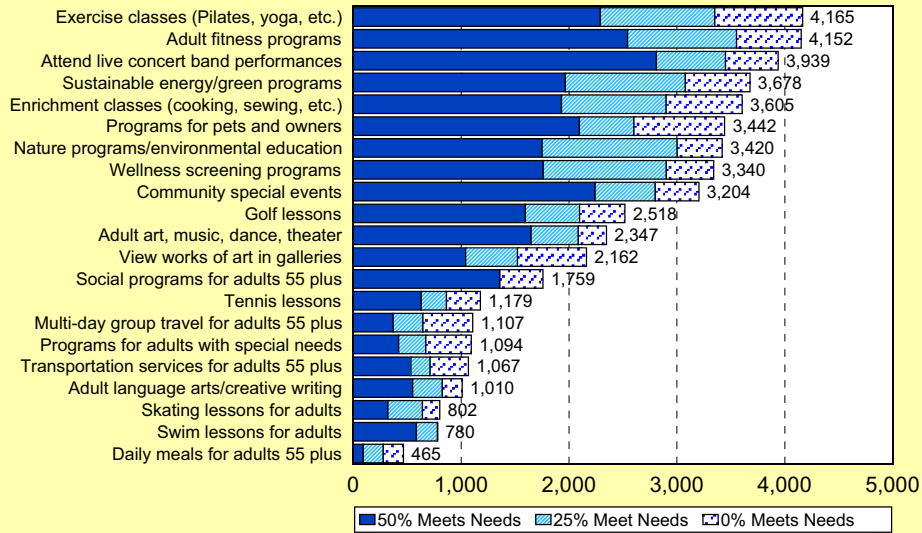


Source: Leisure Vision/ETC Institute (October 2010)



### Q8c. Estimated Number of Households in the City of Kettering Whose Needs for ADULT Arts and Recreation Programs Are Only Being 50% Met or Less

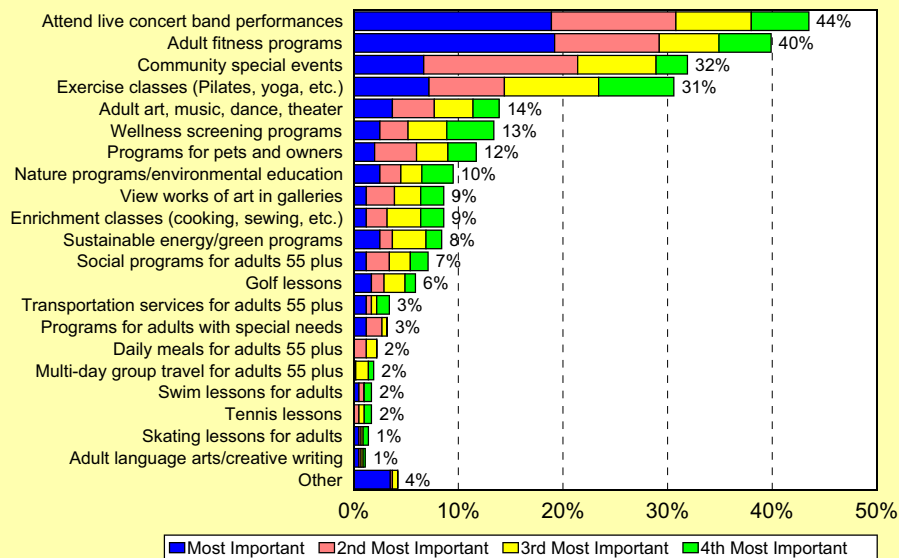
by number of households based on 24,783 households in the City of Kettering



Source: Leisure Vision/ETC Institute (October 2010)

### Q9. ADULT Arts and Recreation Programs That Are Most Important to Households

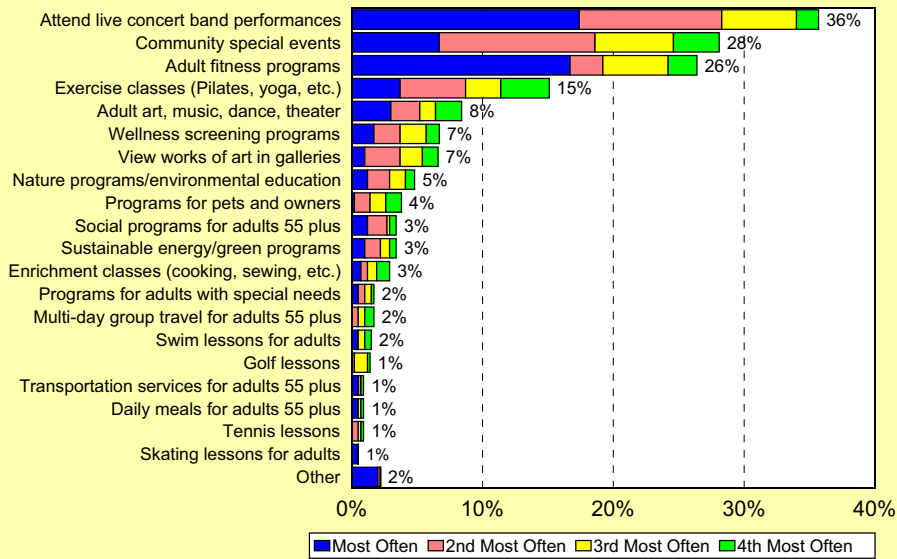
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (October 2010)

### Q10. ADULT Arts and Recreation Programs That Households Currently Participate in Most Often at City of Kettering Facilities

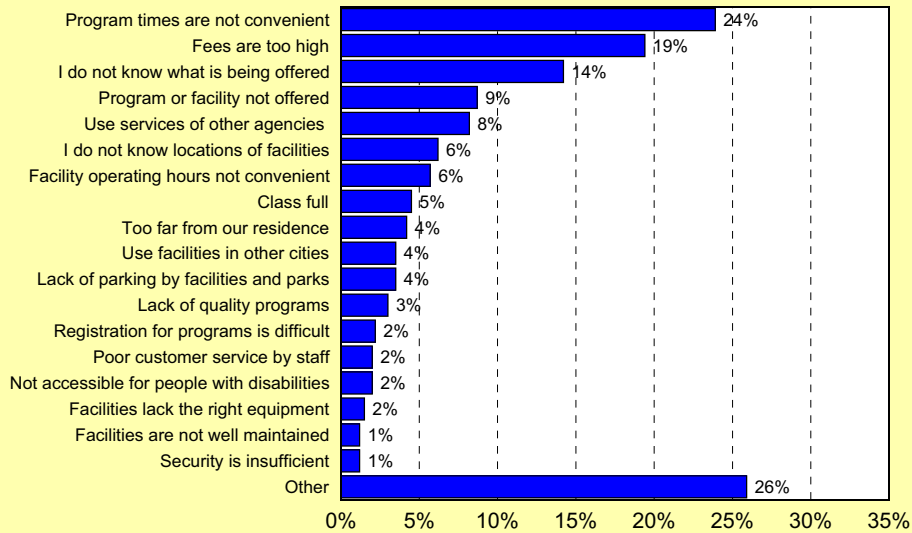
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (October 2010)

### Q11. Reasons Preventing Households from Using City of Kettering Parks, Recreation and Arts Facilities or Programs More Often

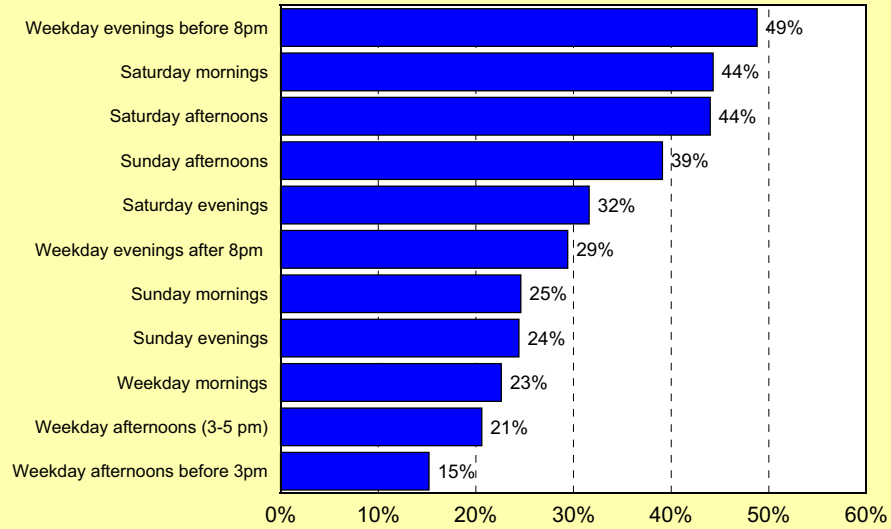
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (October 2010)

**Q12. Times Households Are Interested in Kettering Parks, Recreation and Cultural Arts Department Offering Programs & Activities**

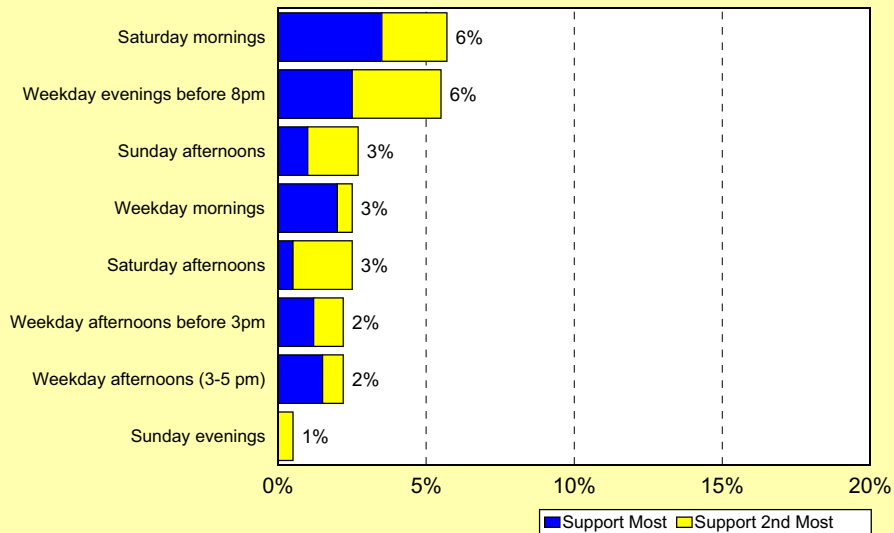
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (October 2010)

**Q13. Times That Household Members Ages 5 & Under Most Support the Kettering Parks, Recreation and Cultural Arts Department Offering Programs & Activities**

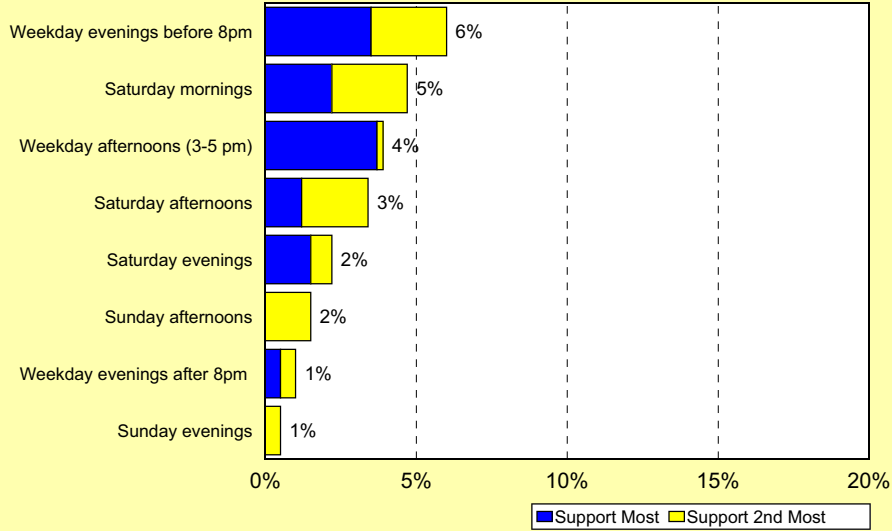
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute (October 2010)

**Q13. Times That Household Members Ages 6 to 11 Most Support the Kettering Parks, Recreation and Cultural Arts Department Offering Programs & Activities**

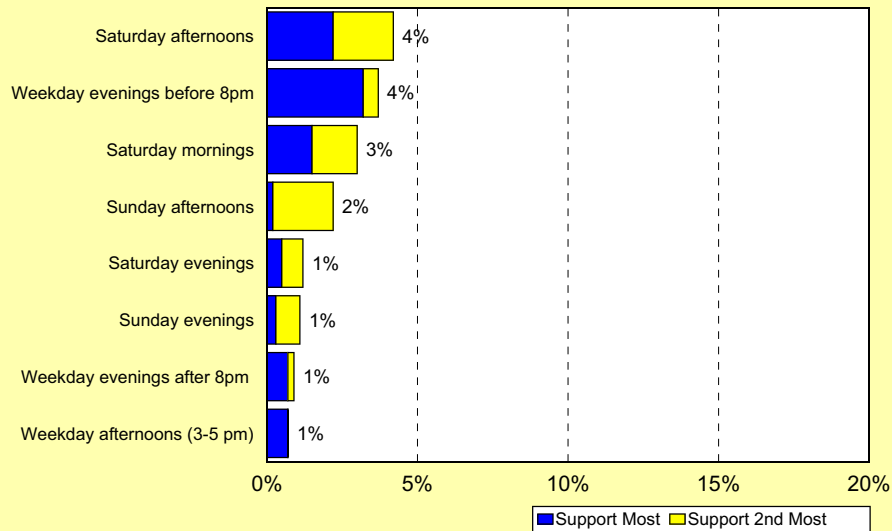
by percentage of respondents who selected the item as one of their top two choices



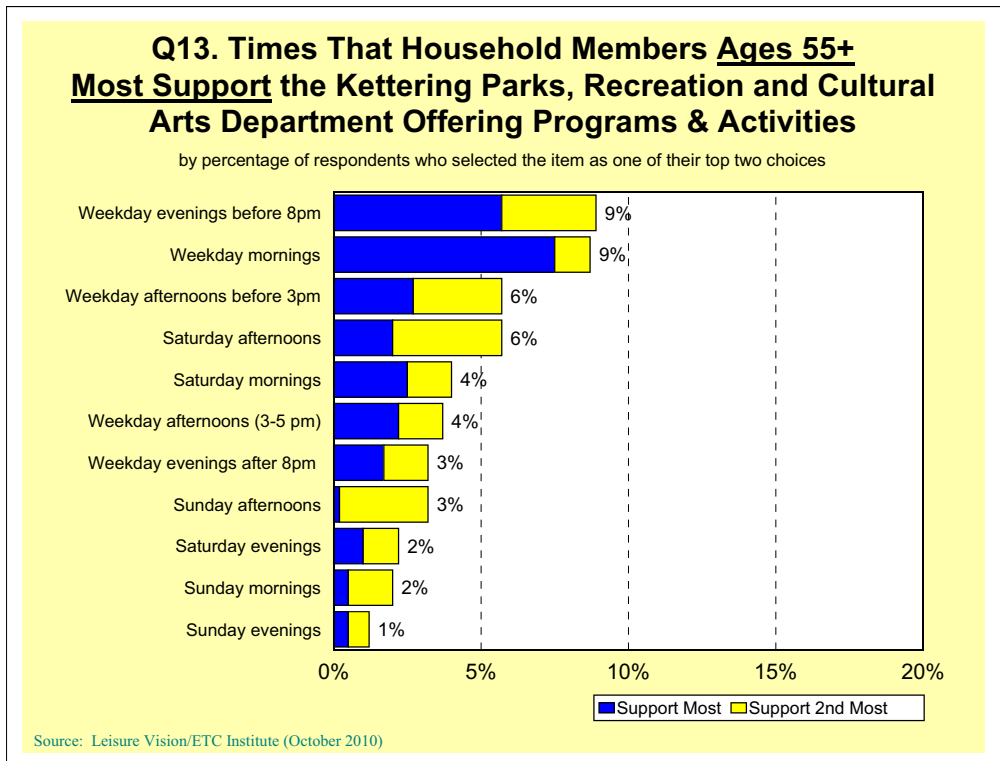
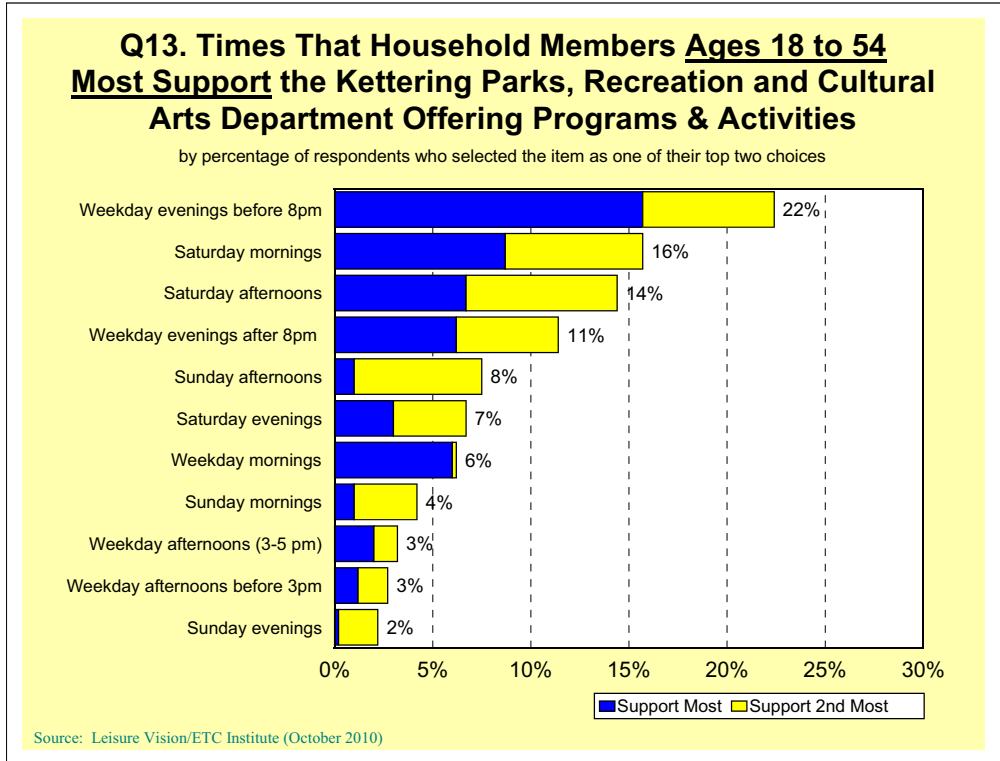
Source: Leisure Vision/ETC Institute (October 2010)

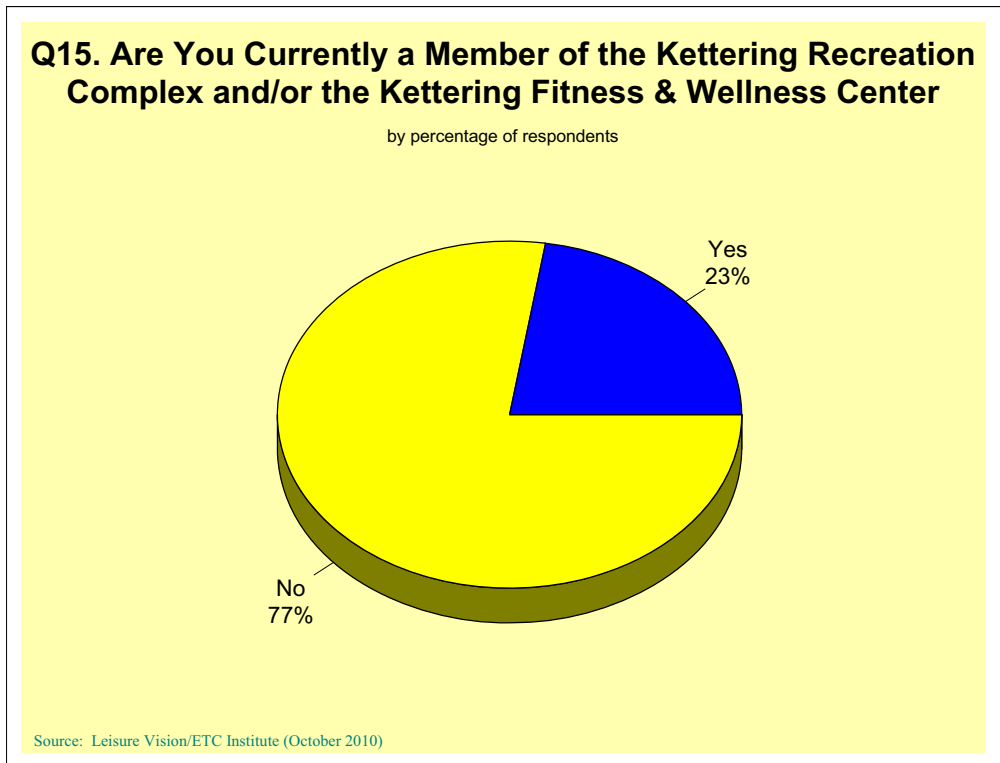
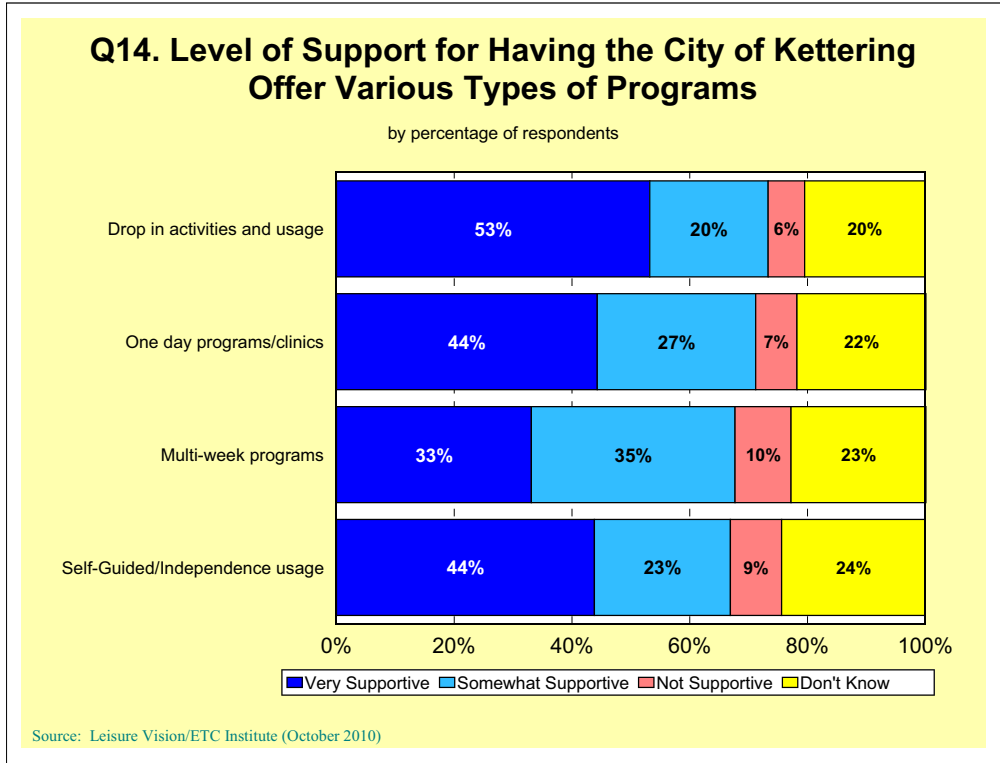
**Q13. Times That Household Members Ages 12 to 17 Most Support the Kettering Parks, Recreation and Cultural Arts Department Offering Programs & Activities**

by percentage of respondents who selected the item as one of their top two choices



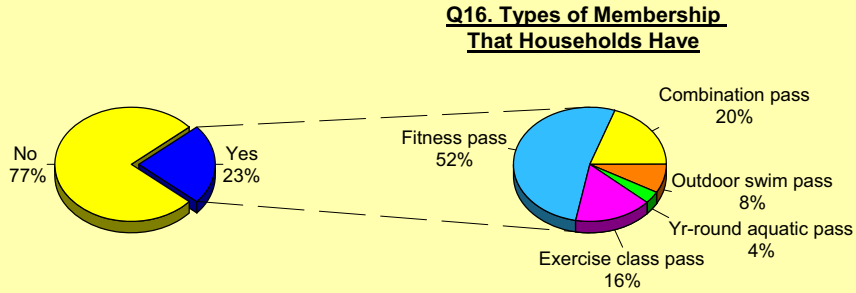
Source: Leisure Vision/ETC Institute (October 2010)





**Q15. Are You Currently a Member of the Kettering Recreation Complex and/or the Kettering Fitness & Wellness Center**

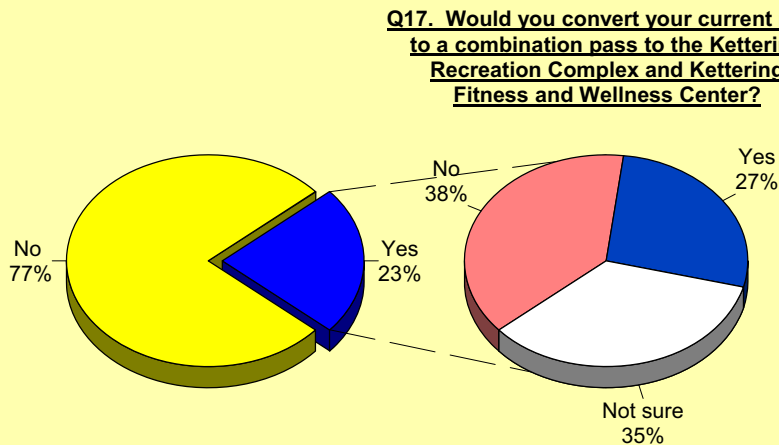
by percentage of respondents



Source: Leisure Vision/ETC Institute (October 2010)

**Q15. Are You Currently a Member of the Kettering Recreation Complex and/or the Kettering Fitness & Wellness Center**

by percentage of respondents

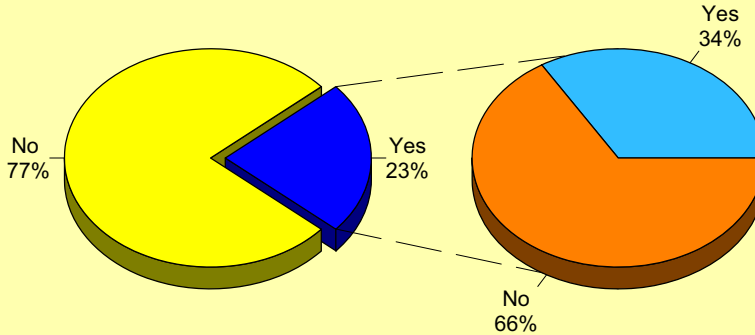


Source: Leisure Vision/ETC Institute (October 2010)

### Q15. Are You Currently a Member of the Kettering Recreation Complex and/or the Kettering Fitness & Wellness Center

by percentage of respondents

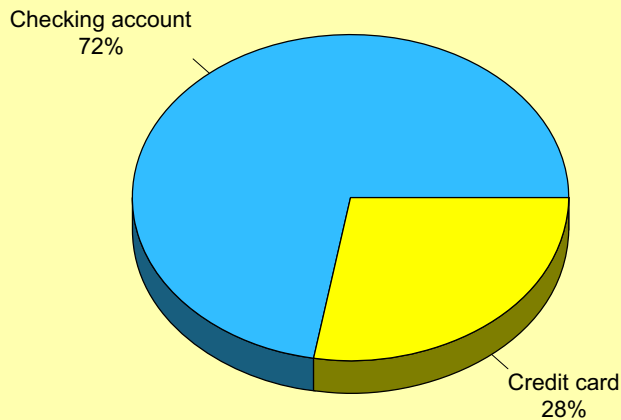
#### Q18. Would You Prefer that 1/12th of the Cost of the Annual Pass be Automatically Deducted Monthly from your Checking or Credit Card Account?



Source: Leisure Vision/ETC Institute (October 2010)

### Q19. How Would You Prefer Your Monthly Payments Be Automatically Paid?

by percentage of respondents that would prefer 1/12th of the costs of an annual pass for the Kettering Recreation Complex and/or Kettering Fitness and Wellness Center be automatically deducted from their checking or credit card account

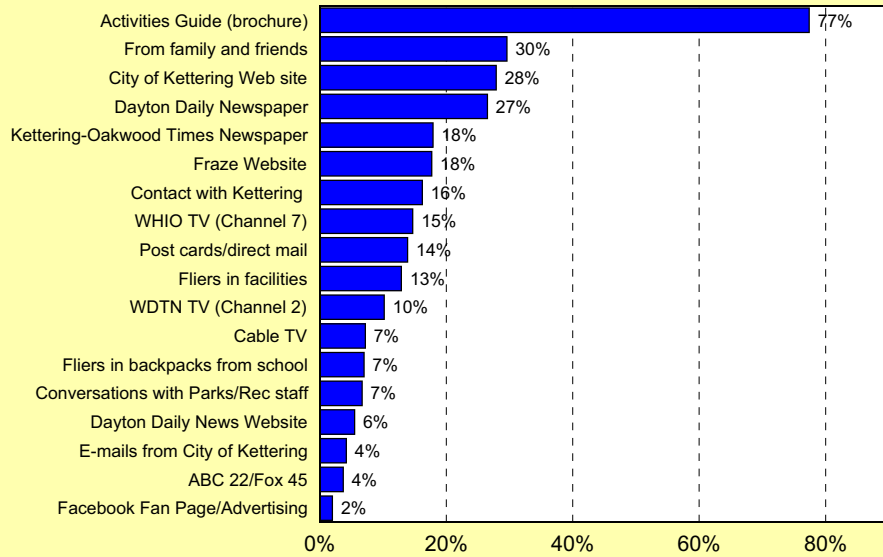


Source: Leisure Vision/ETC Institute (October 2010)



### Q20. Ways Respondents Learn About the City of Kettering Parks, Recreation and Cultural Arts Department

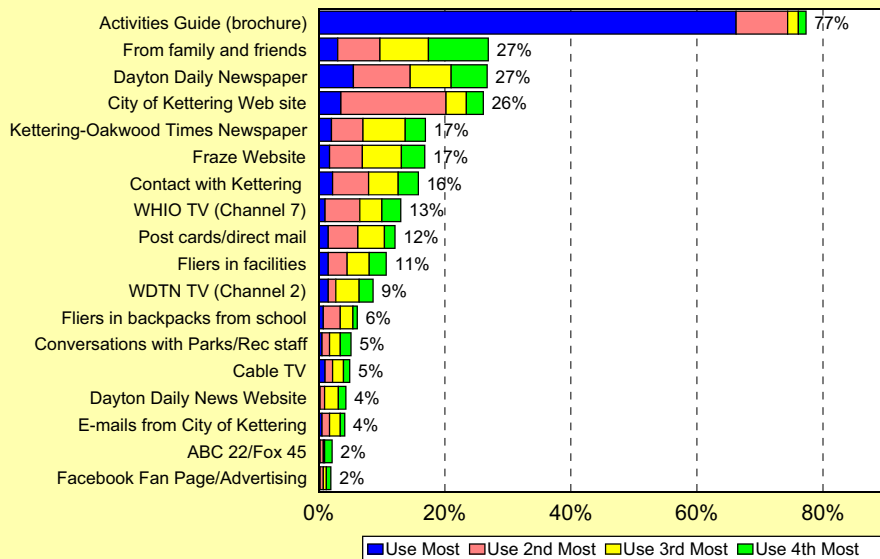
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (October 2010)

### Q20a. Ways Respondents Use the Most to Learn About the City of Kettering Parks, Recreation and Cultural Arts Department

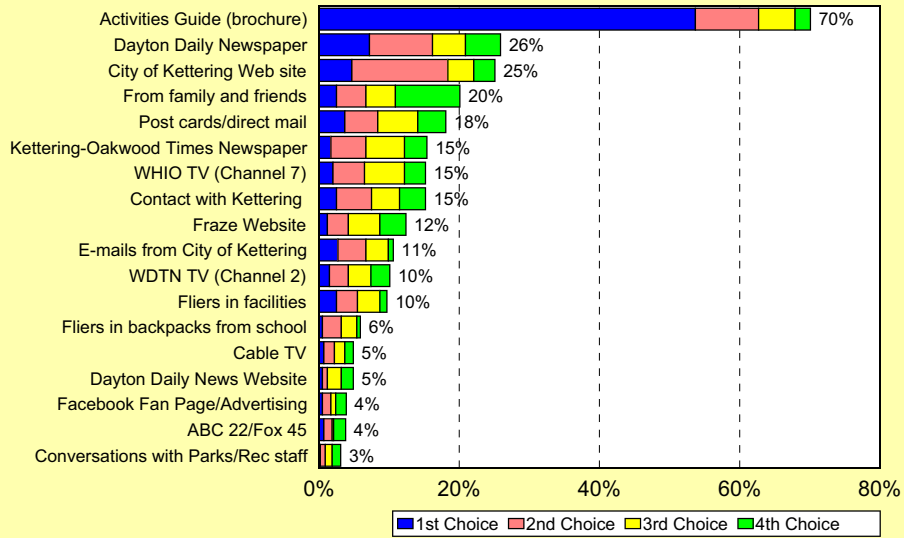
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (October 2010)

### Q20b. Ways Respondents Would Be Most Likely See Information About New Programs Promoted by the City of Kettering Parks, Recreation and Cultural Arts Department

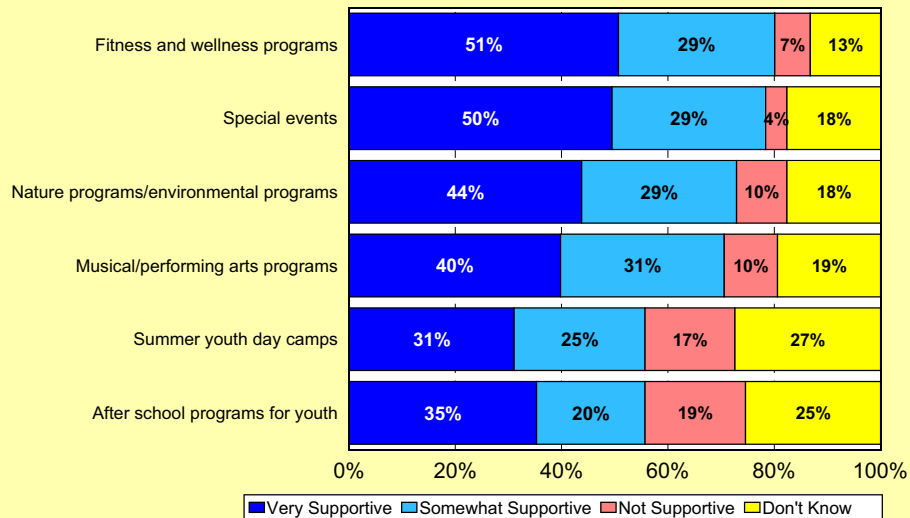
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (October 2010)

### Q21. Level of Support for the City of Kettering Developing Various Types of New Programming and/or Increasing Current Levels of Programming

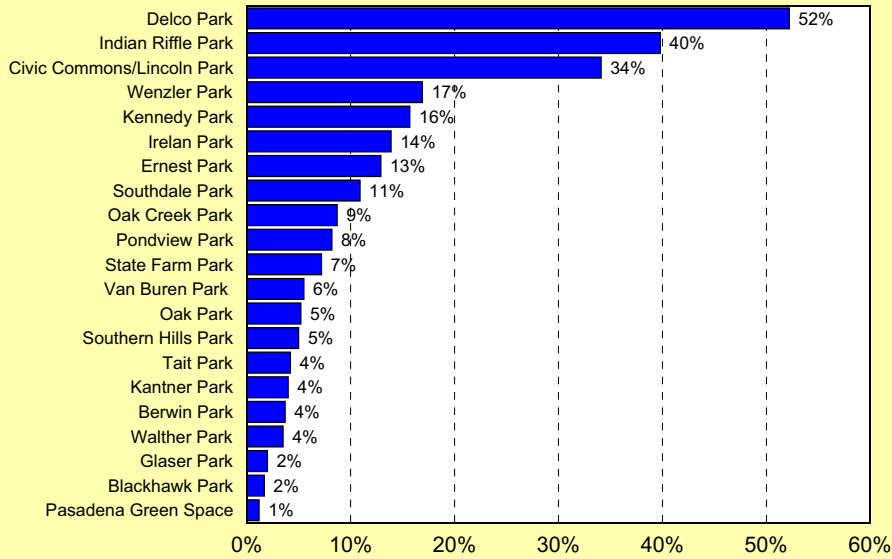
by percentage of respondents



Source: Leisure Vision/ETC Institute (October 2010)

### Q22. City of Kettering Parks Where Households Would Like to See Additional Outdoor Programming Take Place

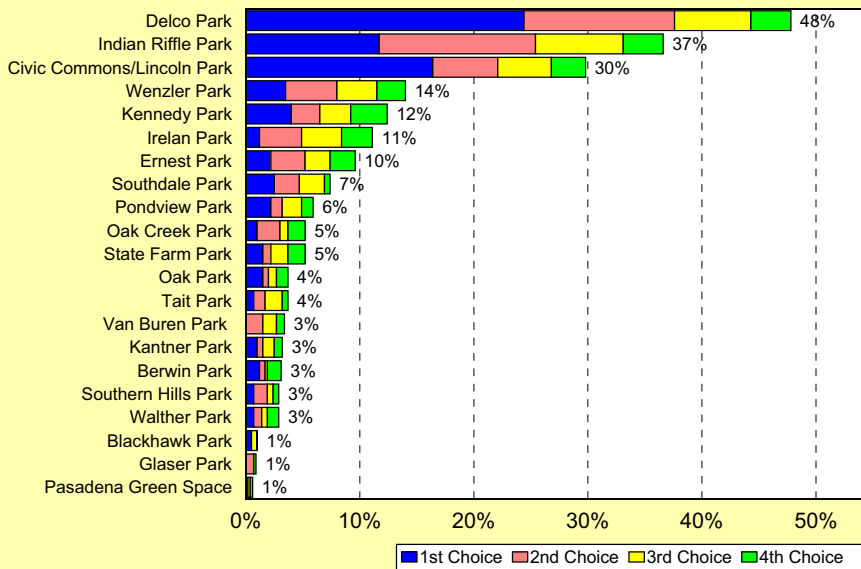
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (October 2010)

### Q23. City of Kettering Parks Where Households Would Most Like to See Additional Outdoor Programming Take Place

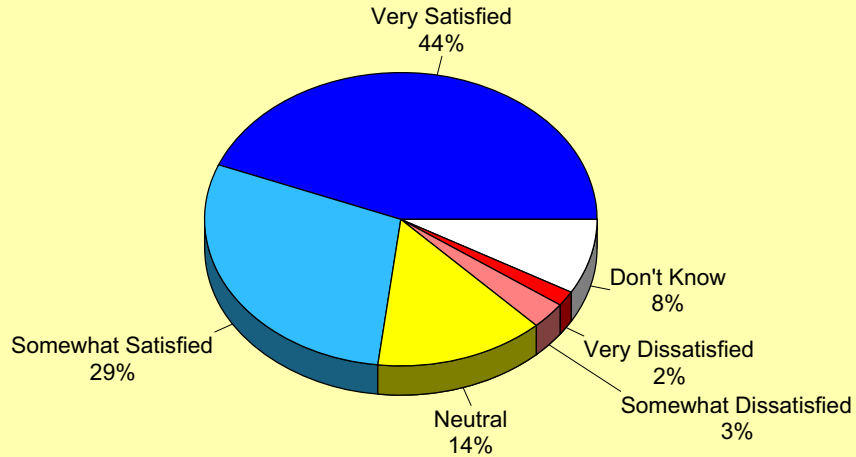
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (October 2010)

### Q24. Level of Satisfaction with the Overall Value Households Receive from the City of Kettering Parks, Recreation, and Cultural Arts Department

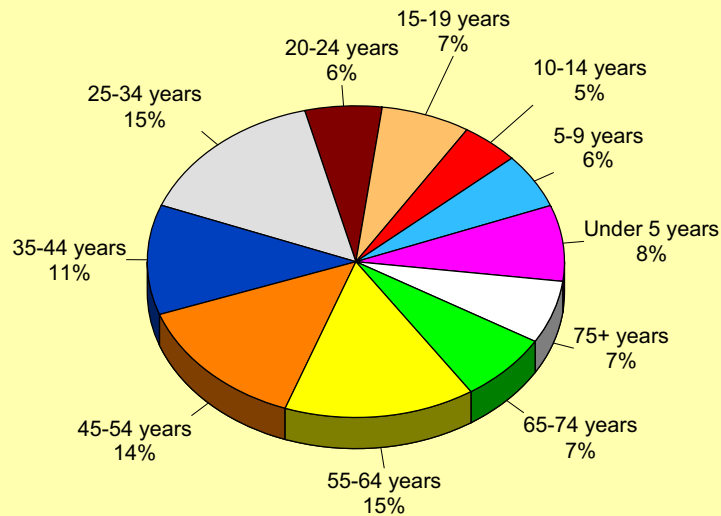
by percentage of respondents



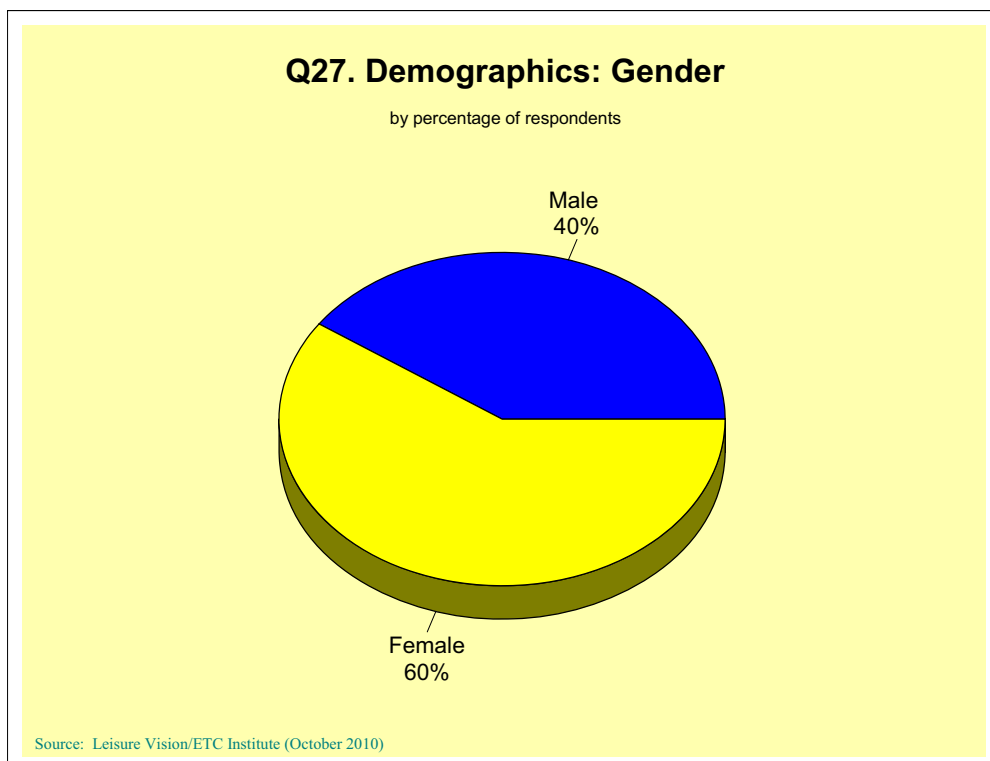
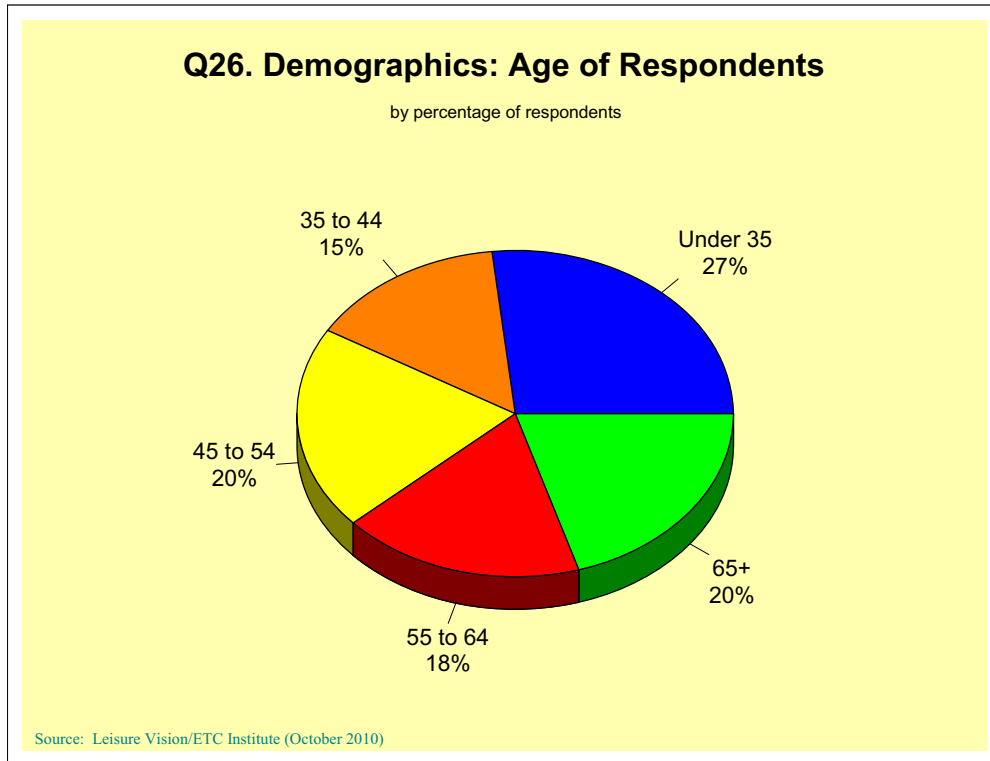
Source: Leisure Vision/ETC Institute (October 2010)

### Q25. Demographics: Ages of People in Household

by percentage of household occupants

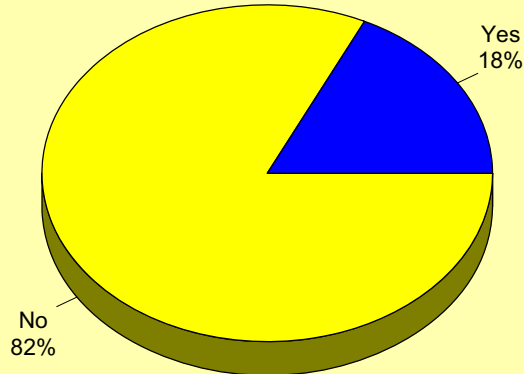


Source: Leisure Vision/ETC Institute (October 2010)



**Q29. Demographics: Are You Interested in Serving a One-Year Term on an Advisory Committee to Work with the City of Kettering Parks, Recreation and Cultural Arts Department to Assist with Programming, Event and Activity Planning?**

by percentage of respondents

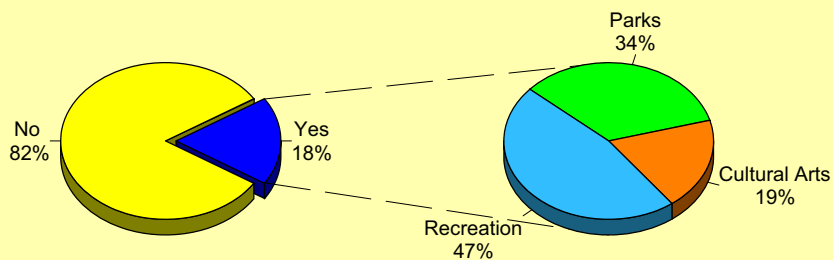


Source: Leisure Vision/ETC Institute (October 2010)

**Q29. Demographics: Are You Interested in Serving a One-Year Term on an Advisory Committee to Work with the City of Kettering Parks, Recreation and Cultural Arts Department to Assist with Programming, Event and Activity Planning?**

by percentage of respondents

**Q29a. What Area Are You Most Interested in Serving?**



Source: Leisure Vision/ETC Institute (October 2010)