

# City of Kettering Community Survey

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Findings Report

**Submitted to City of Kettering:**

ETC Institute  
725 W. Frontier Lane,  
Olathe, Kansas  
66061

**April 2017**





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# The City of Kettering Community Survey

## Executive Summary

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### Overview

ETC Institute administered a community survey for the City of Kettering during the spring of 2017. The survey was administered as part of the City of Kettering's Parks, Recreation and Cultural Arts Department's efforts to provide quality services that the citizens of Kettering need and value. The survey and its results will guide the City of Kettering in taking a resident-driven approach to making decisions that will enrich the future of the community and positively affect the lives of all its residents.

### Methodology

ETC Institute mailed a survey packet to a random sample of households in the City of Kettering. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it on-line at [www.KetteringPRCA.org](http://www.KetteringPRCA.org).

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the City of Kettering from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. The goal was exceeded with a total of 607 residents completing the survey. The overall results for the sample of 607 households have a precision of at least +/-3.98% at the 95% level of confidence.

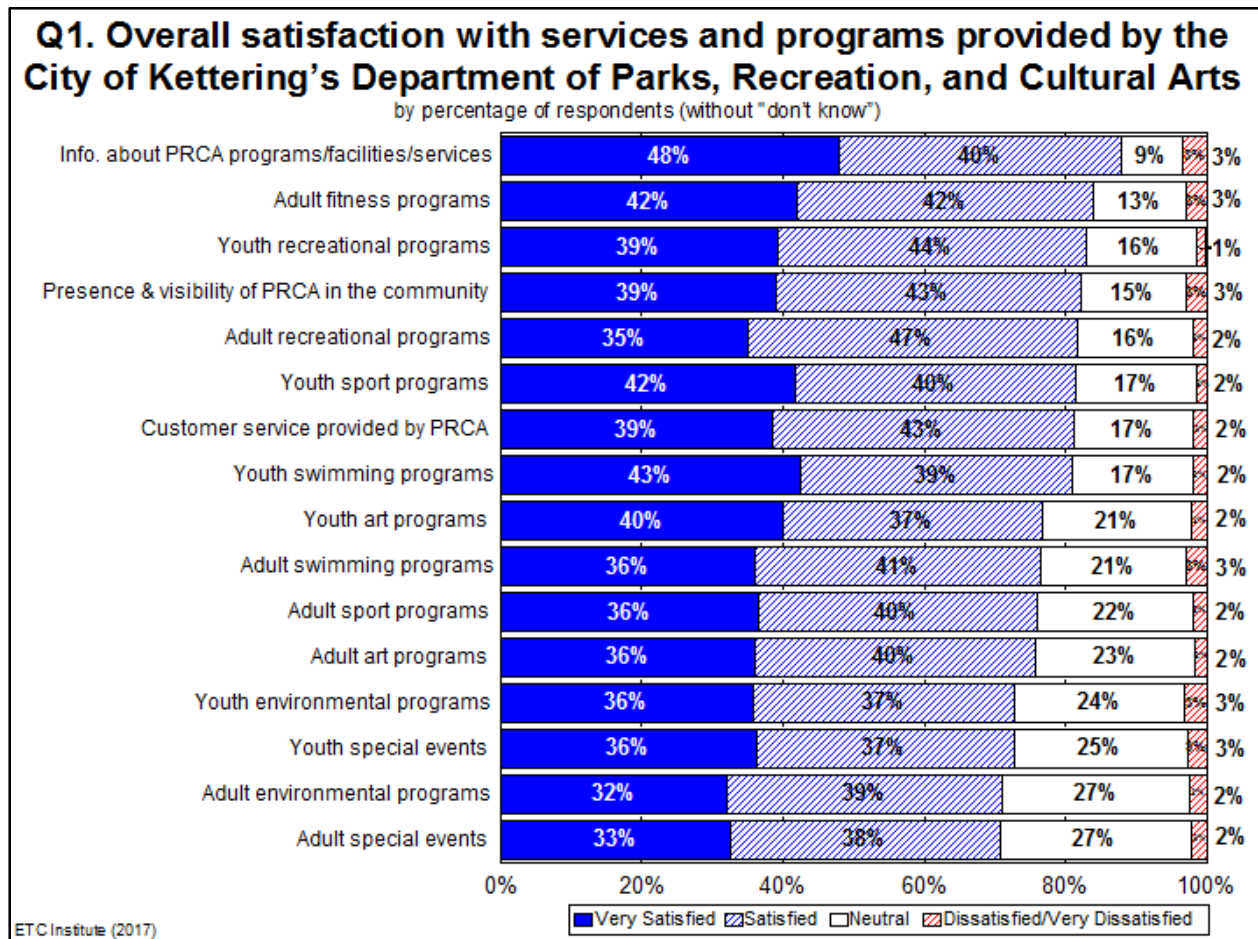
This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Importance-Satisfaction Analysis which indicates priority actions for the City to address based upon the survey results (Section 2)
- Tabular data showing the overall results for all questions on the survey (Section 3)
- A copy of the survey instrument (Section 4)

The major findings of the survey are summarized below and on the following pages.

## Overall Satisfaction

Based on the sum of “very satisfied” and “somewhat satisfied” responses 84% of respondents are satisfied with the overall value their household receives from the City of Kettering Parks, Recreation, and Cultural Arts Department. Since 1998, ETC Institute has conducted household surveys for numerous parks and recreation issues in more than 400 communities in 49 states. Based on the results of these surveys the City of Kettering compares favorably to the national results. Nationally, 63% of respondents indicated they were either “very satisfied” or “somewhat satisfied” with the overall value they have received from their parks and recreation department which is 21% less than the City of Kettering. The chart below shows how respondents rated their overall satisfaction with programs provided by the City of Kettering’s Department of Parks, Recreation and Cultural Arts.



## Benefits and Impact on the Community

When asked to indicate the most important benefits received from the City of Kettering Parks, Recreation, and Cultural Arts Department 75% of respondents indicated it keeps the household healthy and physically active. The other most common responses include: supports the community (54%), gets the household out of the house (48%) and provides opportunities for youth activities (47%).

Respondents were then asked to indicate the ways they think the City of Kettering Parks, Recreation, and Cultural Arts Department has the most impact on the Kettering Community. Eighty-eight percent (88%) of respondents believe the City of Kettering Parks, Recreation, and Cultural Arts Department makes Kettering a desirable place to live, 69% think the department enhances the quality of life, 53% think the department strengthens neighborhoods, and 52% of respondents think the department is a good investment of tax dollars.

## **Park Facilities and Priorities**

Respondents were asked to indicate the reasons they visit Kettering Parks. Seventy-one percent (71%) of respondents indicated they use walking paths, 66% enjoy the outdoors, 60% exercise, and 50% use playgrounds. Five percent (5%) of respondents indicated they do not use parks.

According to respondents the most used parks in the City of Kettering within the past 12 months are: Delco Park (67%), Lincoln Park (55%), and Indian Riffle Park (50%). Eight percent (8%) of respondents indicated they did not visit any parks within the past 12 months. After the three most used parks (Delco, Lincoln, and Indian Riffle Parks) there was a sharp drop off in use. The fourth most used park was Ernst Park with only 23% of respondents indicating they had used the park within the past 12 months.

Thirty-seven percent (37%) of respondents indicated they visit Kettering parks a few times per year (summer/seasonally), 31% indicated they visit once per month, 19% indicated they visit at least once per week, 7% visit once or twice per year, and 5% never visit Kettering parks.

The park facilities provided by the City of Kettering's Department of Parks, Recreation, and Cultural Arts that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: neighborhood parks (94%), playgrounds (91%), walking and biking trails (90%), and shelters and picnic areas (87%).

## **Usage of Recreation and Cultural Arts Facilities**

The most used Recreation and Cultural Art facilities include Frazee Pavilion (69%) and Kettering Recreation Complex (68%). The third most used facility was the Kettering Fitness and Wellness Center (39%). Ten percent (10%) of respondents indicated they had not visited any of the 10 Recreation and Cultural Art facilities that were listed. Of those who have visited a Recreation or Cultural Art facility within the past 12 months 36% visit a few times per year (summer/seasonally), 28% visit at least once per week, 27% visit at least once per month, and 7% visit once or twice per year.

Thirty-five percent (35%) of respondents indicated they have registered for a Parks, Recreation, and Cultural Arts program or participated in a drop in program during the past 12 months.

## **Communication**

Of the 84% of respondents who have seen the Parks, Recreation, and Cultural Arts Activities Guide 90% of those indicated they think the information in the PRCA Activities Guide is easy to find. Five percent (5%) indicated the information is not easy to find, and 5% indicated "don't know" which suggests they have not utilized the Activities Guide. When asked which

publications they read most residents either read Reach Magazine (69%) or Dayton Daily News (67%), only 14% read the Dayton City Paper which was the third most selected publication.

Thirty-one percent (31%) of respondents indicated they have used the PlayKettering web page. Of those who have used the web page 60% use it a few times per year, 23% use it once a month, 15% use it once a year or less, and 2% use it at least once per week. A comparable number of respondents indicated they use the PlayKettering web page for each of the four reasons that were given on the survey. Fifty percent (50%) of respondents indicated they use the web page to register for a class or program, 46% use the web page to get information about facilities (hours of operation, fees), 44% use the web page to get information about events, and 42% of respondents use the web page to get information about programs and classes offered.

Most (69%) of respondents indicated they visit Facebook on a weekly basis, the next most visited social media sites include Pinterest (20%) and Instagram (18%). Nearly one out of every four respondents (24%) indicated they do not use any form of social media. Based on these responses, it appears that those respondents who do use social media once a week typically use Facebook. Any City communication efforts that utilize social media would be best delivered via Facebook.

Respondents were asked to indicate which electronic device they use most often to search for information regarding programs, faculties, and events offered by the City of Kettering Parks, Recreation, and Cultural Arts Department. A majority (60%) of respondents use their cell phone which was followed by laptops (45%), tablets (33%), and desktops (32%). Eight percent (8%) of respondents indicated they do not use any electronic devices.

## **Sports Programs and Fitness**

Only 22% of households in the City of Kettering participate in a youth and or adult sports program with the City of Kettering Parks, Recreation, and Cultural Arts Department. Of those who do participate leagues, skill development programs, and drop in programs are the types of sports programs that appeal to households the most.

Only 9% of respondents indicated they do not work out, when asked to indicate where they work out most respondents were evenly split among home (29%), outdoors (23%), a City facility (21%), and an other facility (18%). Sixty-six percent of respondents indicated they do cardio, 46% participate in strength/weights, 28% do flexibility workouts, 17% participate in group exercise, and 20% of respondents who indicated they work out participate in some other form of exercise.

Over half (56%) of respondents indicated they would be interested in working out in group classes. Of those 56% who are interested 60% would be interested in mind/body (yoga, Pilates), 58% would be interested in aerobics/cardio, and 44% would be interested in strength training. The two most important things to respondents when selected a place to work out are: a convenient location (69%) and price (36%).

## Cultural Arts

Seven percent (7%) of respondents indicated their household participates in or attends any programs at Rosewood Arts Centre. Of those who do participate in programs at Rosewood Arts Centre 45% participate in youth art classes and free family events, and 42% participate in adult arts classes. Theatre performances (11%) were the least most participated in or attended activity at Rosewood Arts Centre. The most common reason preventing households from participating or using Rosewood Arts Centre is time (45%) followed by no interest in art activities (33%).

Although only 7% of respondents participate or attend any programs at Rosewood Arts Centre 95% of respondents indicate they believe a community arts facility provides value for the community of Kettering.

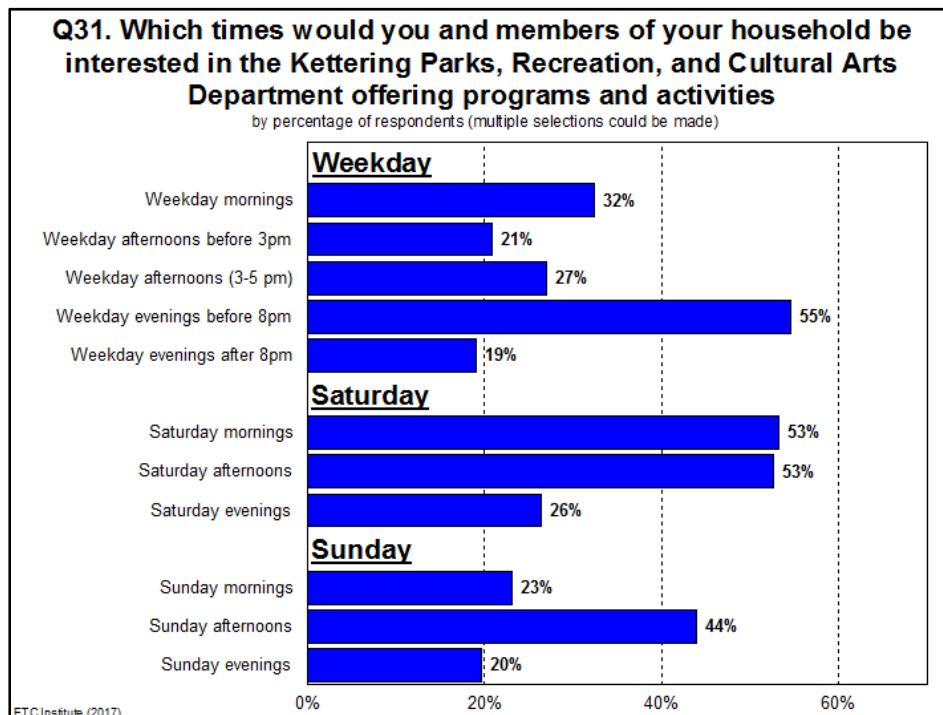
## Recreation and Environmental Programs

The two types of adult recreational programs that most interested respondents are: cooking classes (54%) and hobby classes (53%). The two most interesting youth recreation programs are: seasonal special events (57%) and parent/child activities (53%).

Respondents were asked to indicate what type of adult and youth nature programs they would like to see offered in Kettering. Gardening and landscaping (63%) was by far the most selected program for adults and science and nature education was very popular for youth.

## Scheduling Preference

Respondents were asked to indicate what times their household would be interested in the Kettering Parks, Recreation, and Cultural Arts Department offering programs and activities. The chart below shows what percentage of respondents selected each time.



## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on services and programs provided by the City of Kettering’s Department of Parks, Recreation and Cultural Arts and the level of satisfaction with each service or program. By identifying services and programs of high importance and low satisfaction, the analysis identified which will have the most impact on overall satisfaction over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 2 of this report.

**Overall Priorities for the City.** This analysis reviewed the importance of and satisfaction with services and programs provided by the City of Kettering’s Department of Parks, Recreation and Cultural Arts. Based on the results of this analysis, ETC Institute recommends that the City focus on youth recreational programs over the next two years in order to raise the City’s overall satisfaction rating.

The table below shows the importance-satisfaction rating for all 16 services and programs that were rated.

<b>2017 Importance-Satisfaction Rating City of Kettering Services Provided by PRCA</b>						
<b>Category of Service</b>	<b>Most Important %</b>	<b>Most Important Rank</b>	<b>Satisfaction %</b>	<b>Satisfaction Rank</b>	<b>Importance-Satisfaction Rating</b>	<b>I-S Rating Rank</b>
<b>High Priority (IS .10-.20)</b>						
Youth recreational programs	61%	1	83%	3	0.1050	1
<b>Medium Priority (IS &lt;.10)</b>						
Youth sport programs	38%	3	81%	6	0.0705	2
Adult fitness programs	40%	2	84%	2	0.0642	3
Adult recreational programs	33%	4	82%	5	0.0608	4
Youth art programs	22%	6	77%	9	0.0508	5
Adult special events	16%	10	71%	16	0.0469	6
Youth environmental programs	15%	11	73%	13	0.0412	7
Youth special events	15%	12	73%	14	0.0399	8
Availability of information about PRCA programs, facilities & services	32%	5	88%	1	0.0384	9
Presence & visibility of PRCA in the community	21%	7	82%	4	0.0381	10
Customer service provided by PRCA	20%	8	81%	7	0.0376	11
Youth swimming programs	19%	9	81%	8	0.0369	12
Adult environmental programs	9%	15	71%	15	0.0246	13
Adult art programs	9%	14	76%	12	0.0218	14
Adult swimming programs	9%	13	77%	10	0.0216	15
Adult sport programs	7%	16	76%	11	0.0175	16



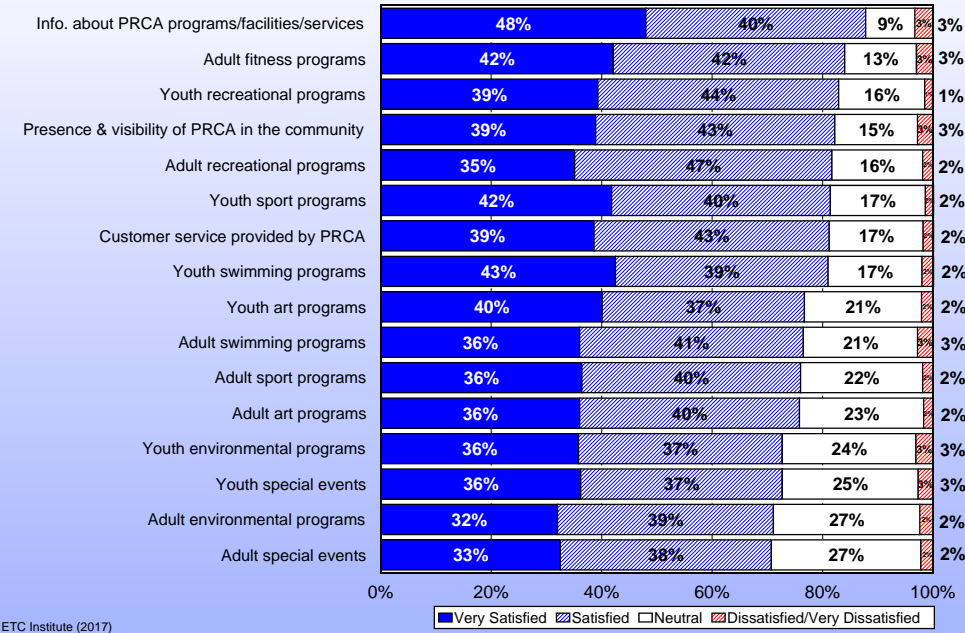
# Section 1

## *Charts and Graphs*

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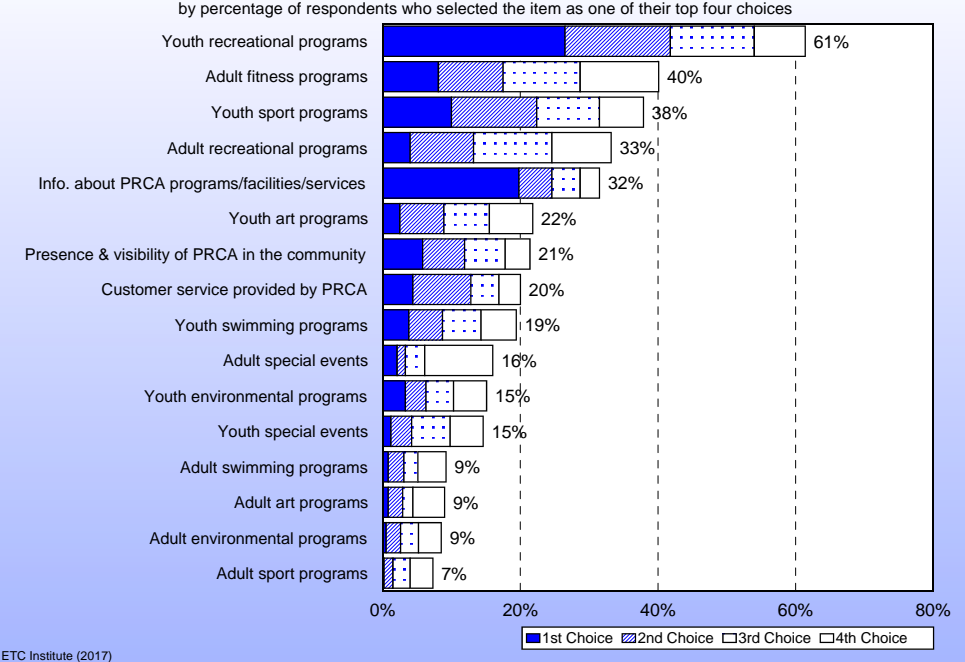
### Q1. Overall satisfaction with services and programs provided by the City of Kettering's Department of Parks, Recreation, and Cultural Arts

by percentage of respondents (without "don't know")



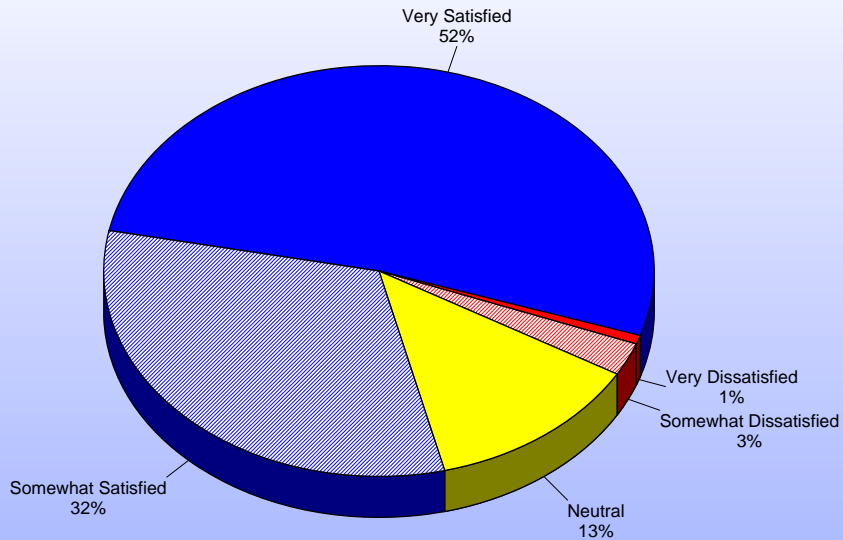
### Q2. Which services and programs are most important for the City of Kettering to Provide?

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



**Q3. Overall satisfaction with the value your household receives from the City of Kettering Parks, Recreation, and Cultural Arts Program**

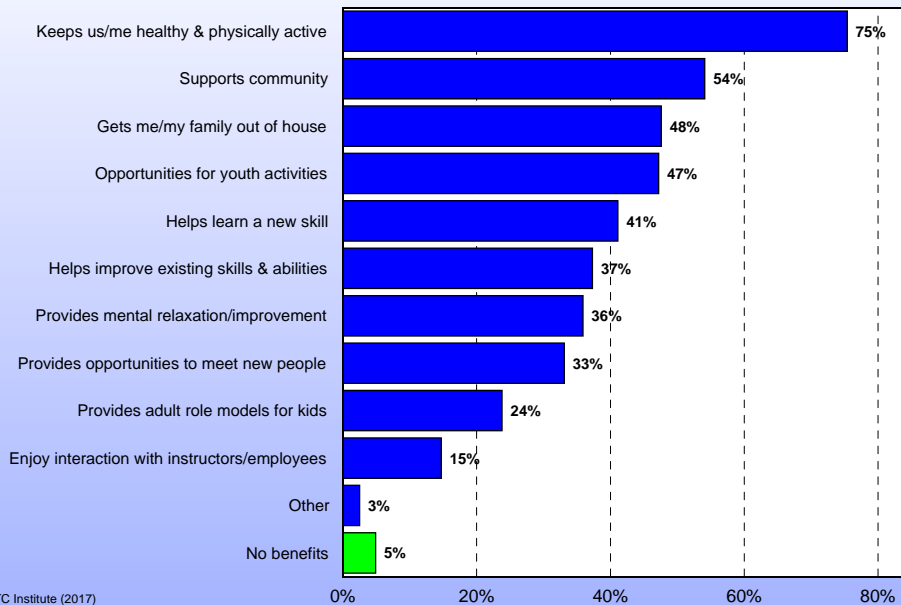
by percentage of respondents



ETC Institute (2017)

**Q4. Which benefits do your and or your family feel are the most important benefits you receive from the City of Kettering Parks, Recreation, and Cultural Arts Department**

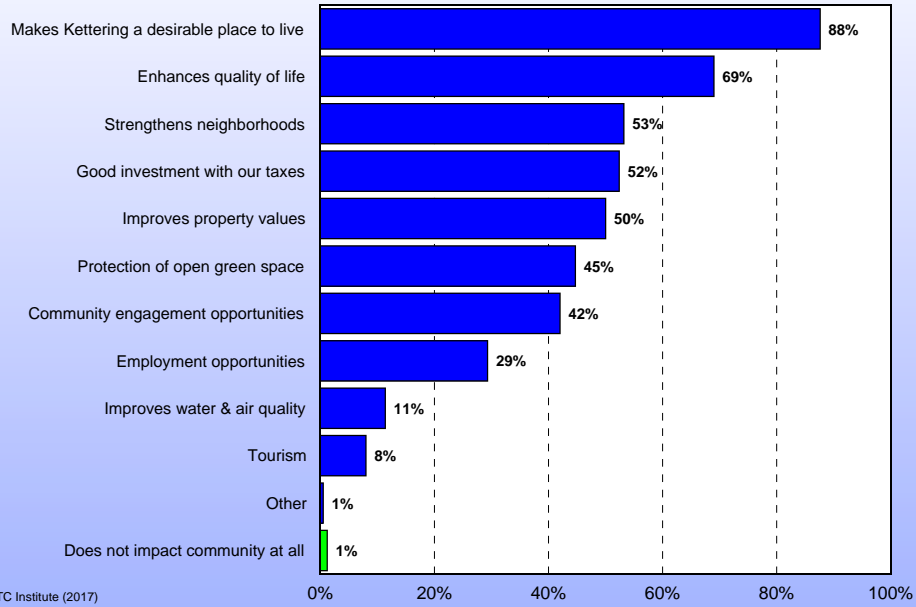
by percentage of respondents (multiple selections could be made)



ETC Institute (2017)

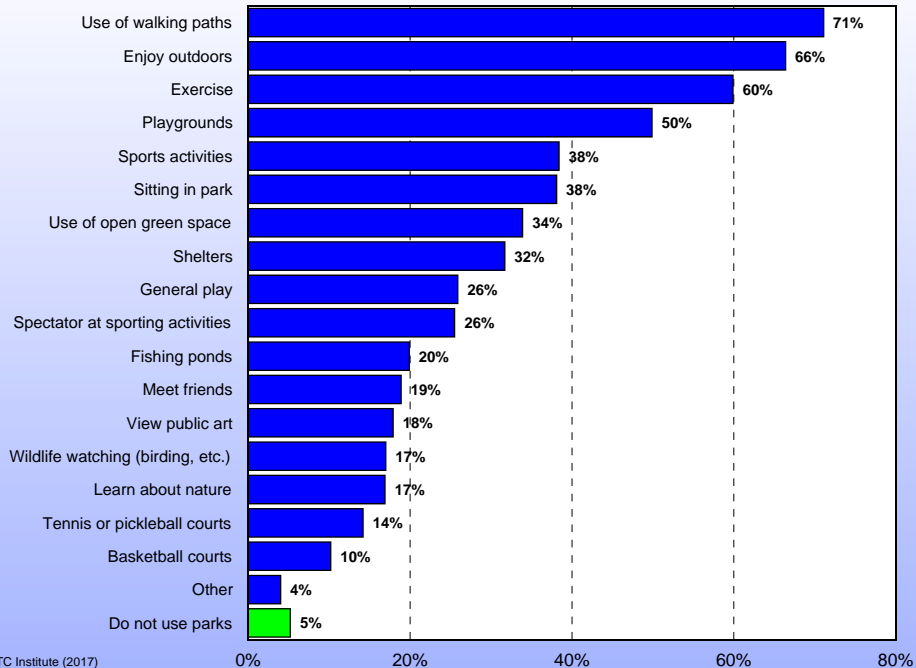
### Q5. Which of the following ways do you think the City of Kettering Parks, Recreation, and Cultural Arts Department has the most impact on the Kettering Community

by percentage of respondents (multiple selections could be made)



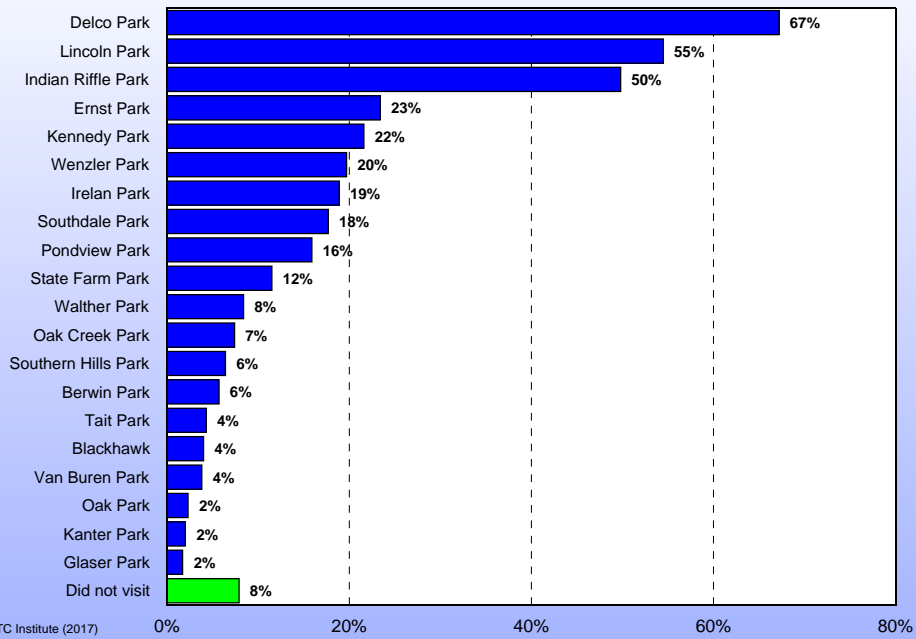
### Q6. Which of the following reasons do you visit Kettering Parks

by percentage of respondents (multiple selections could be made)



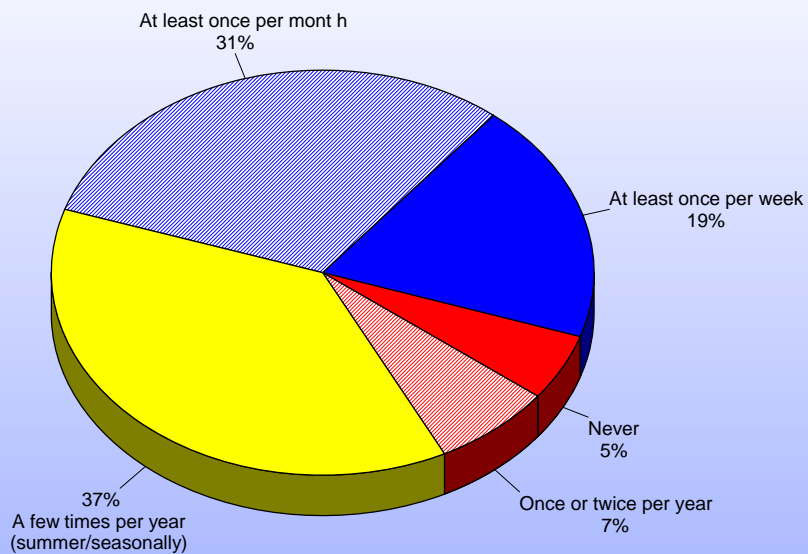
### Q7. Which of the following Kettering Parks have you used during the past 12 months

by percentage of respondents (multiple selections could be made)



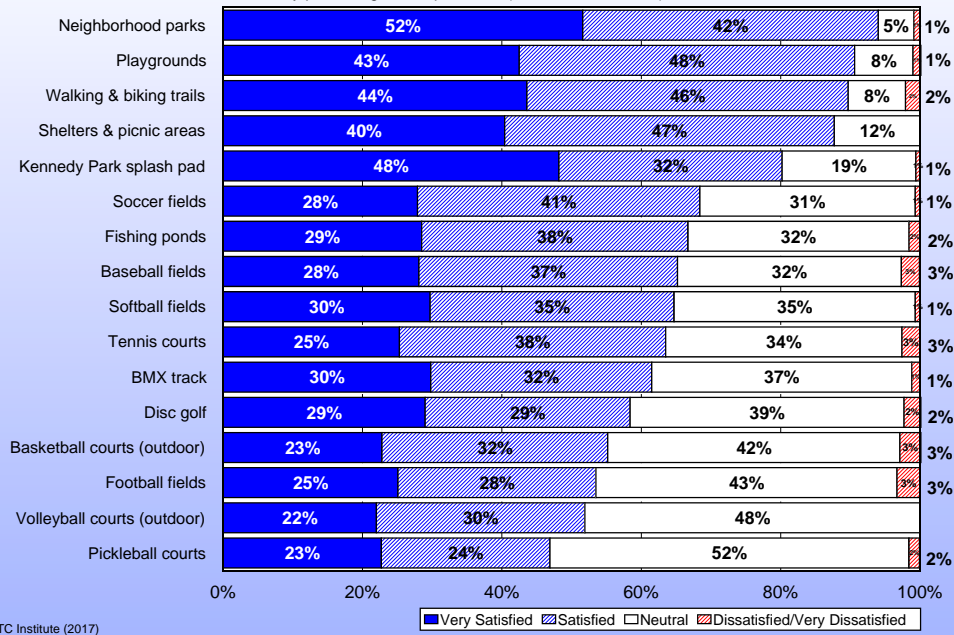
### Q8. How frequently do you visit Kettering Parks

by percentage of respondents (without "not provided")



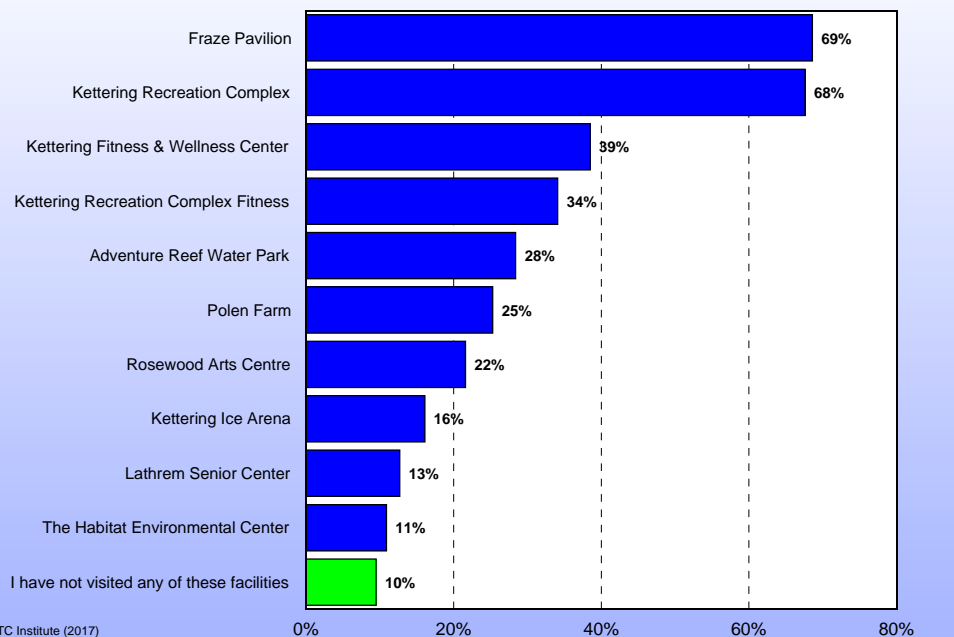
### Q9. Overall satisfaction with park facilities provided by the City of Kettering's Department of Parks, Recreation, and Cultural Arts

by percentage of respondents (without "don't know")



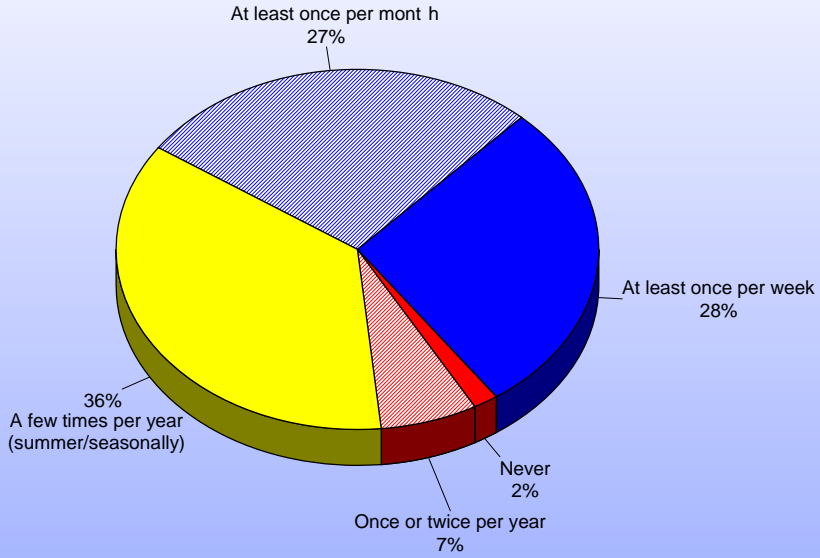
### Q10. Recreation and Cultural Arts facilities that respondents have used for recreation and arts activities during the last 12 months

by percentage of respondents (multiple selections could be made)



**Q11. On average, how frequently did you visit Kettering Parks, Recreation, and Cultural Arts Facilities last year**

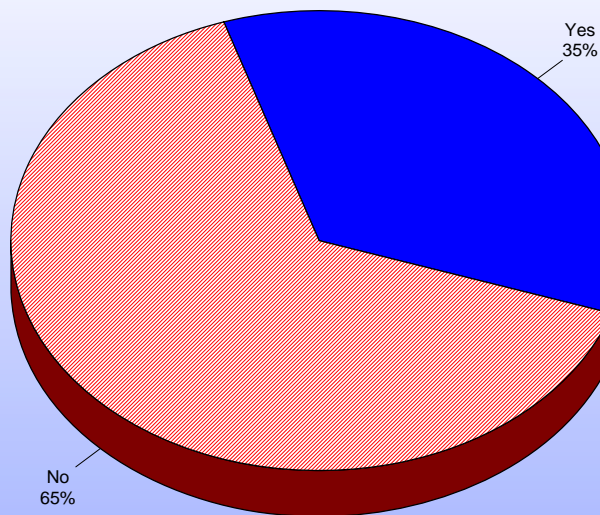
by percentage of respondents who have visited a facility during the past 12 months (without "not provided")



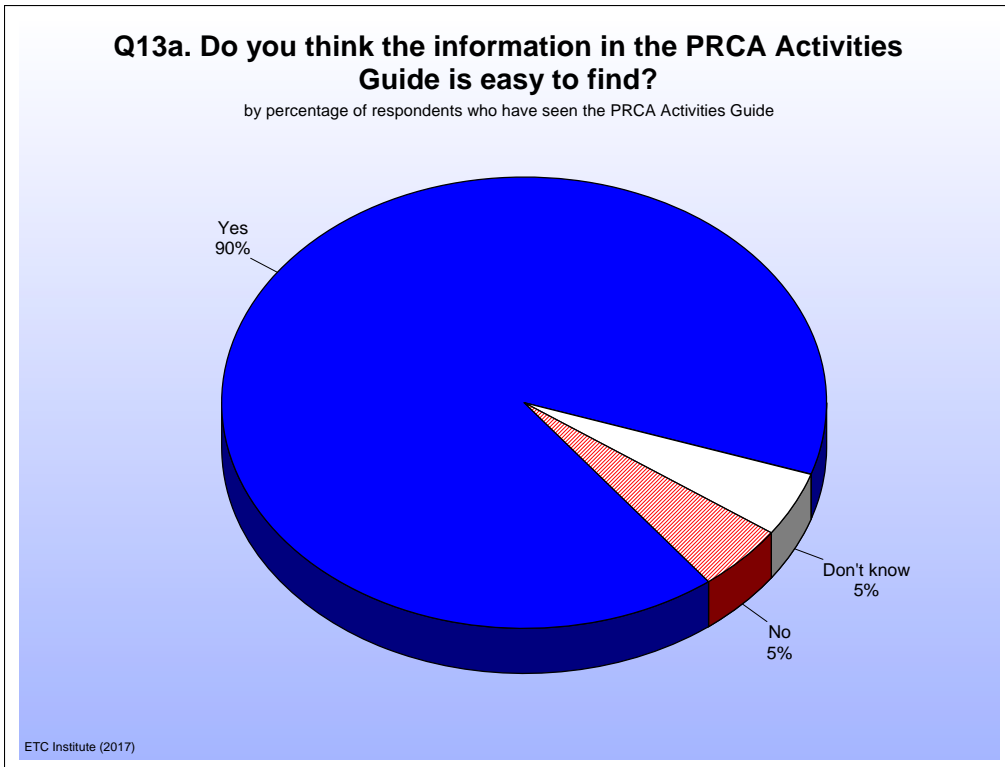
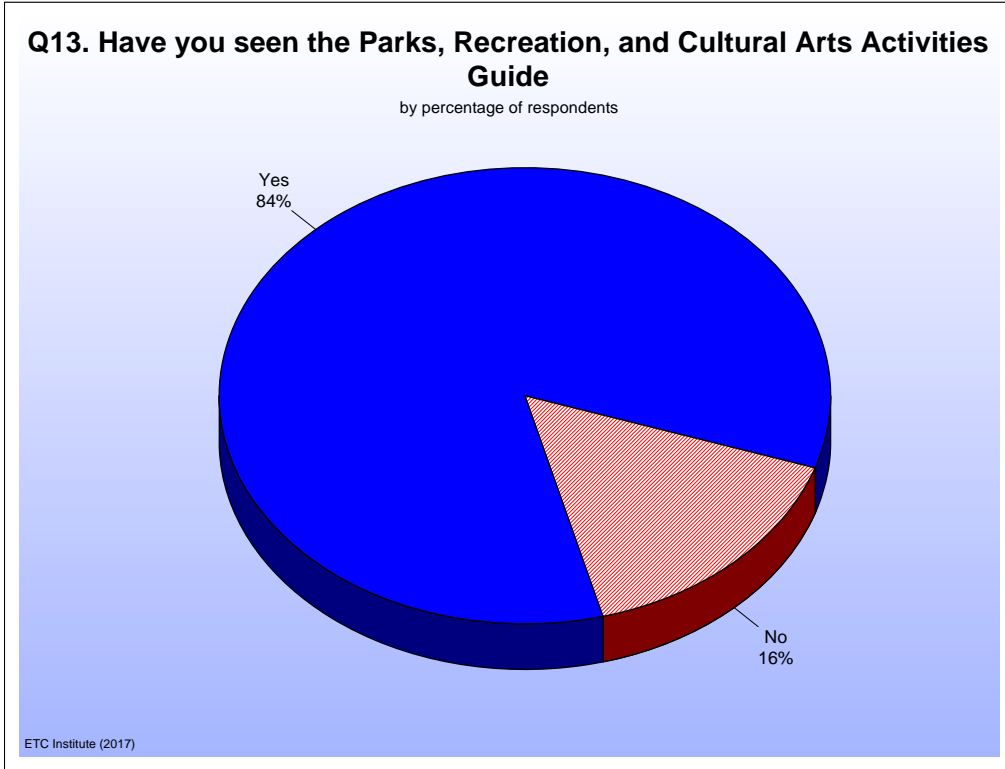
ETC Institute (2017)

**Q12. Have you registered for a Parks, Recreation, and Cultural Arts program or participated in a drop in program in the last 12 months**

by percentage of respondents

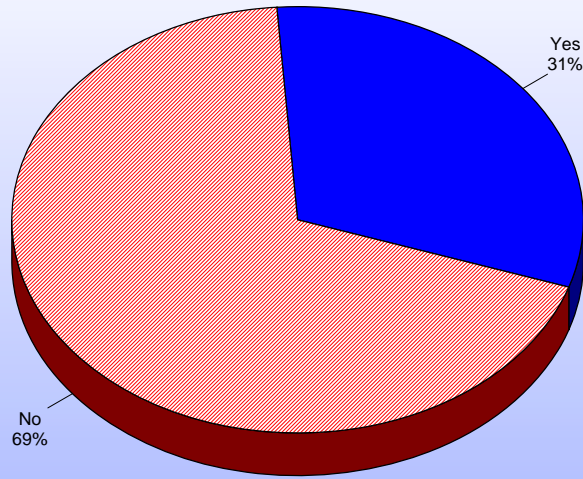


ETC Institute (2017)



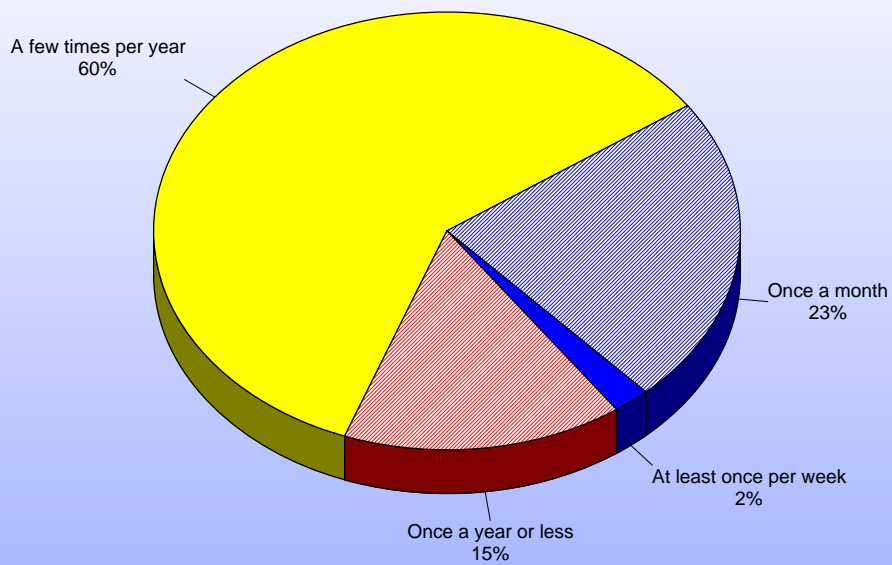


**Q14. Have you used the PlayKettering web page**  
by percentage of respondents

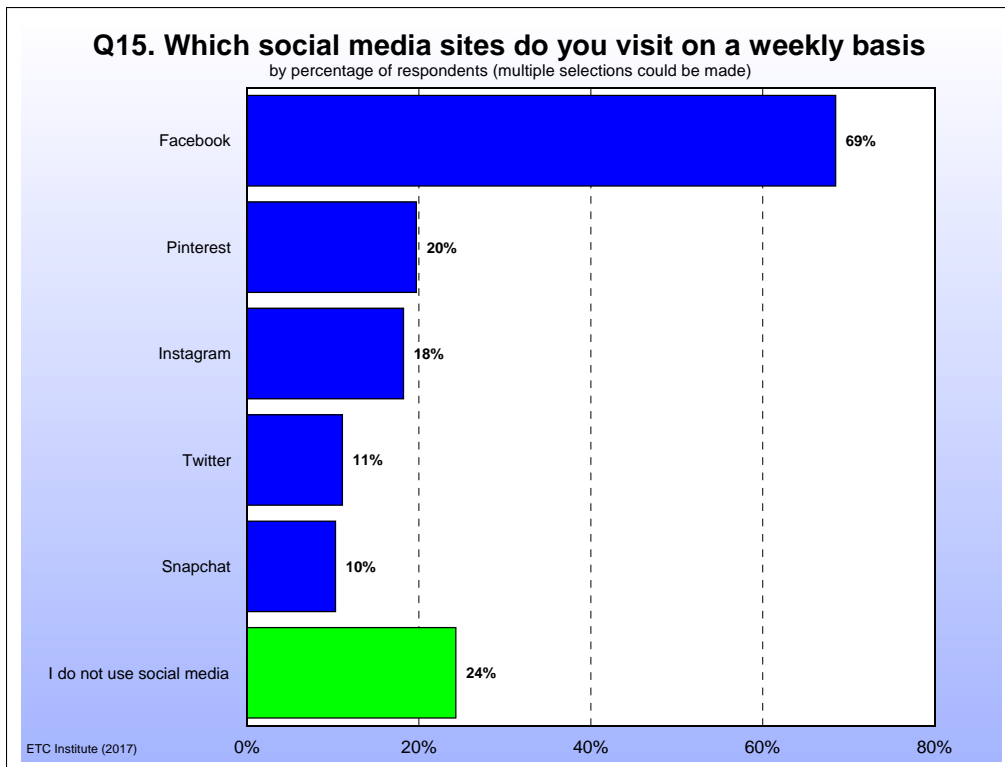
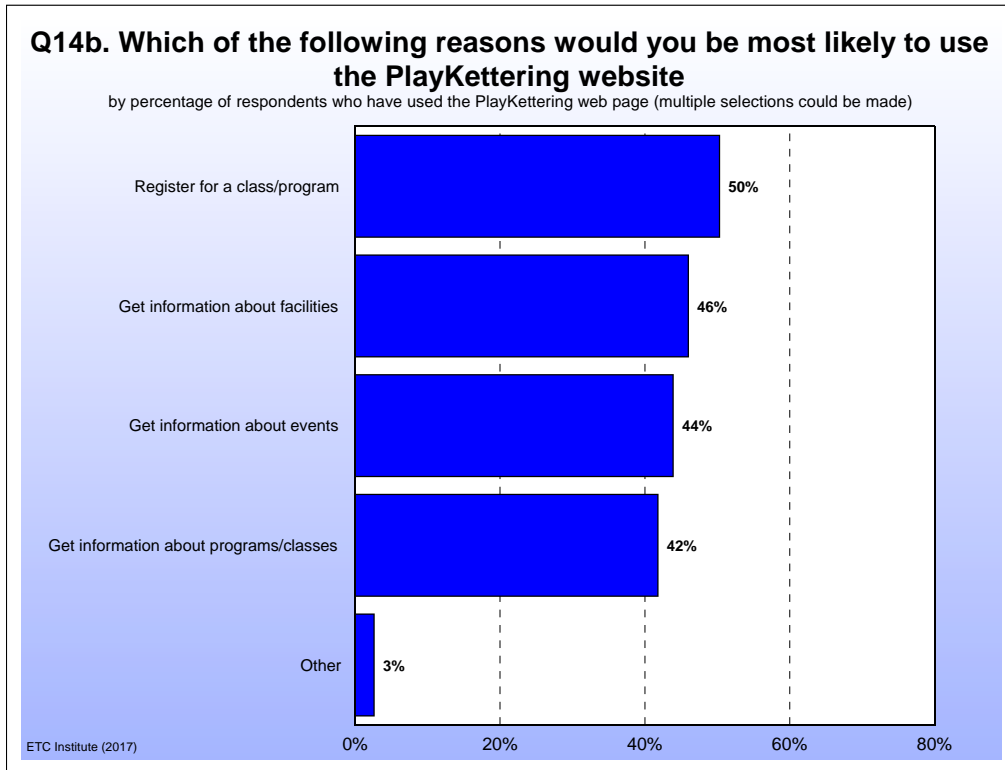


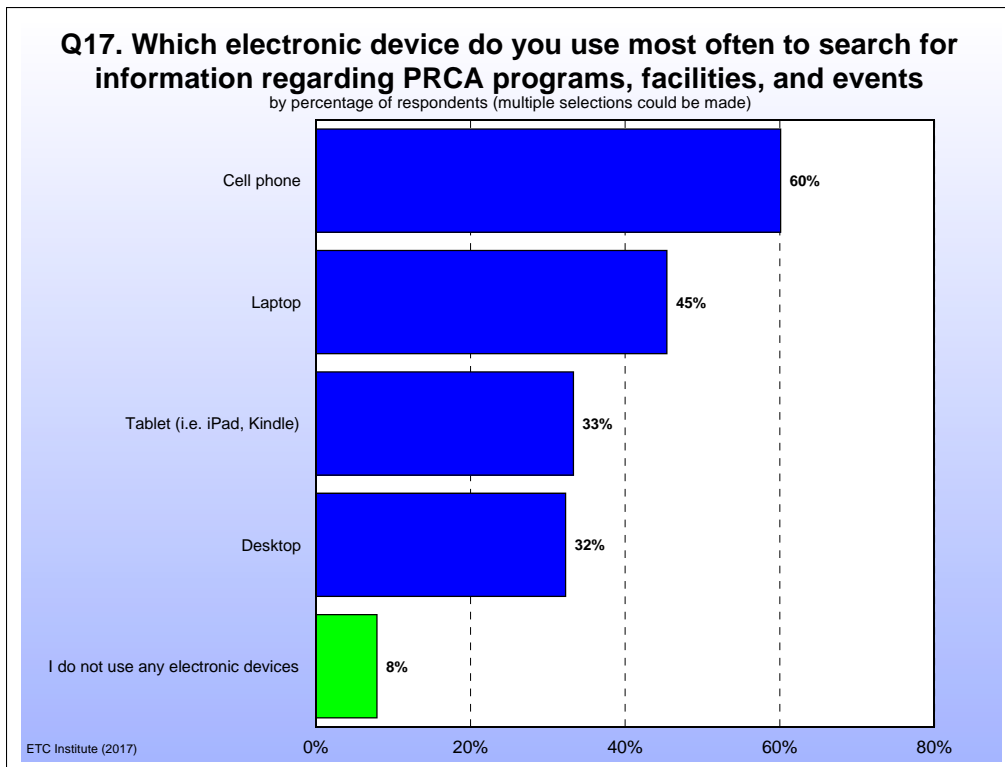
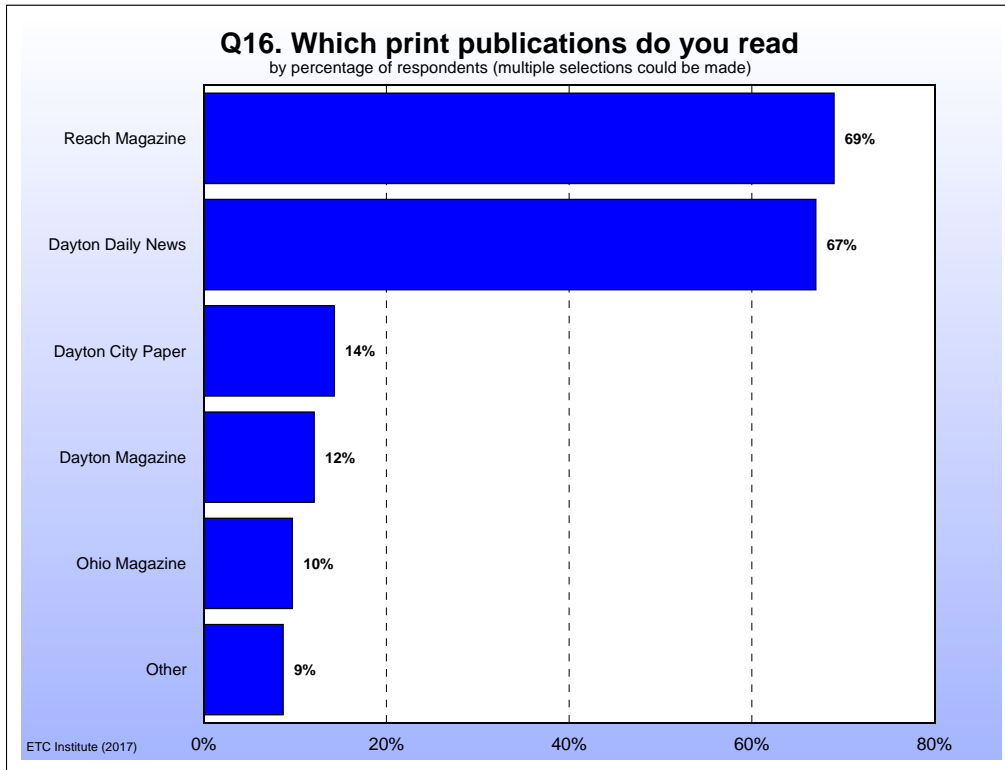
ETC Institute (2017)

**Q14a. How often do you visit the PlayKettering website**  
by percentage of respondents who have used the PlayKettering web page (without "not provided")

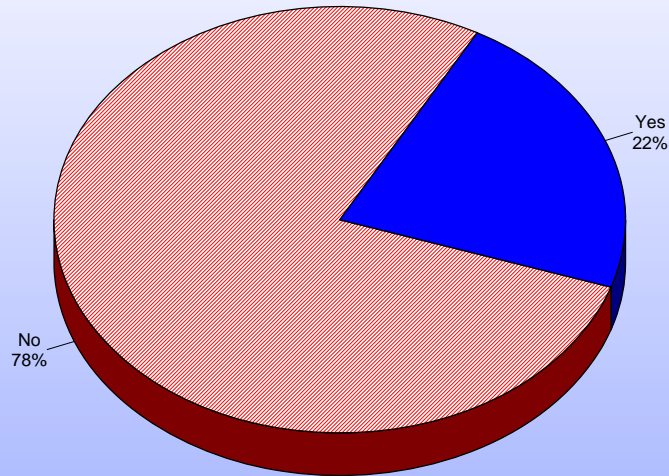


ETC Institute (2017)





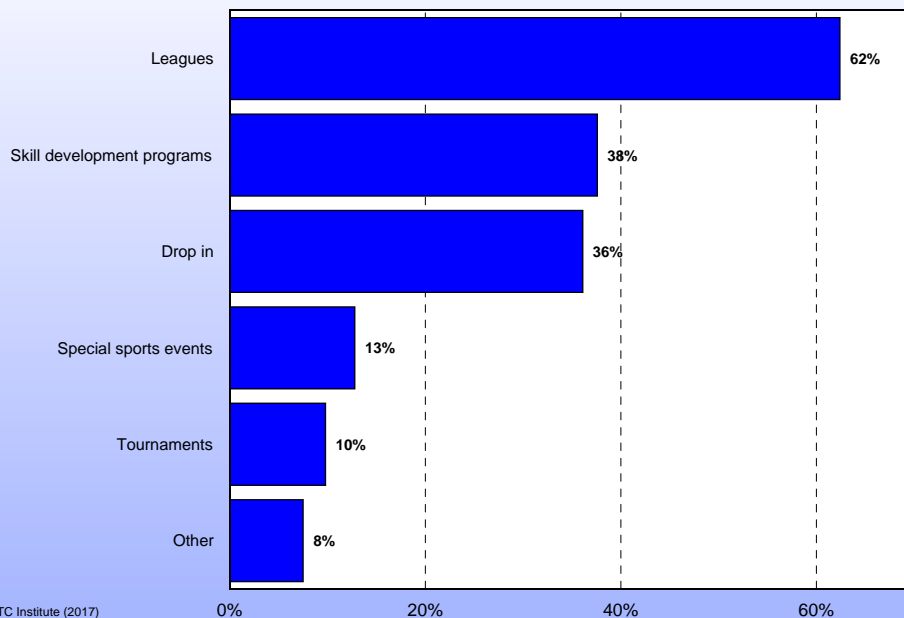
**Q19. Does your household participate in a youth and or adult sports program with the City of Kettering Parks, Recreation, and Cultural Arts Department**  
by percentage of respondents



ETC Institute (2017)

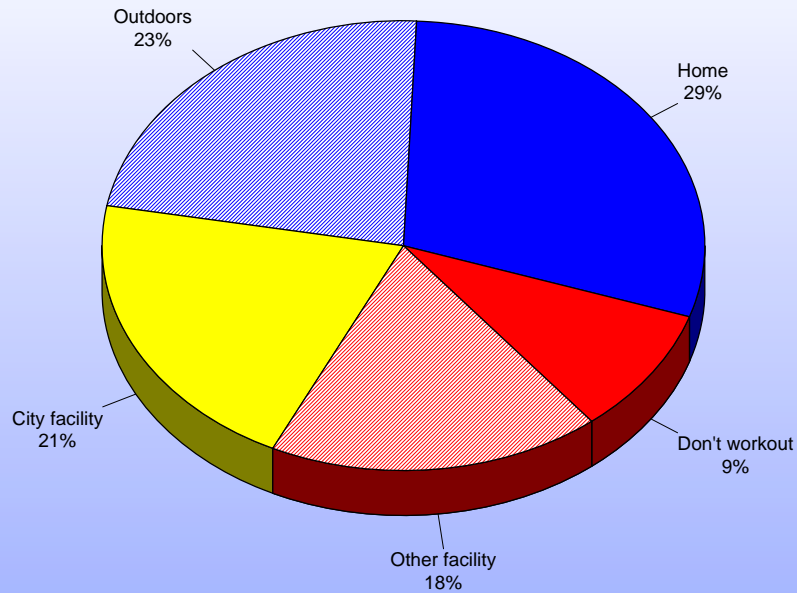
**Q19a. Which of the following types of sports programs appeal to your household most?**

by percentage of respondents who participated in a youth and or adult sports program with PRCA (three selections could be made)



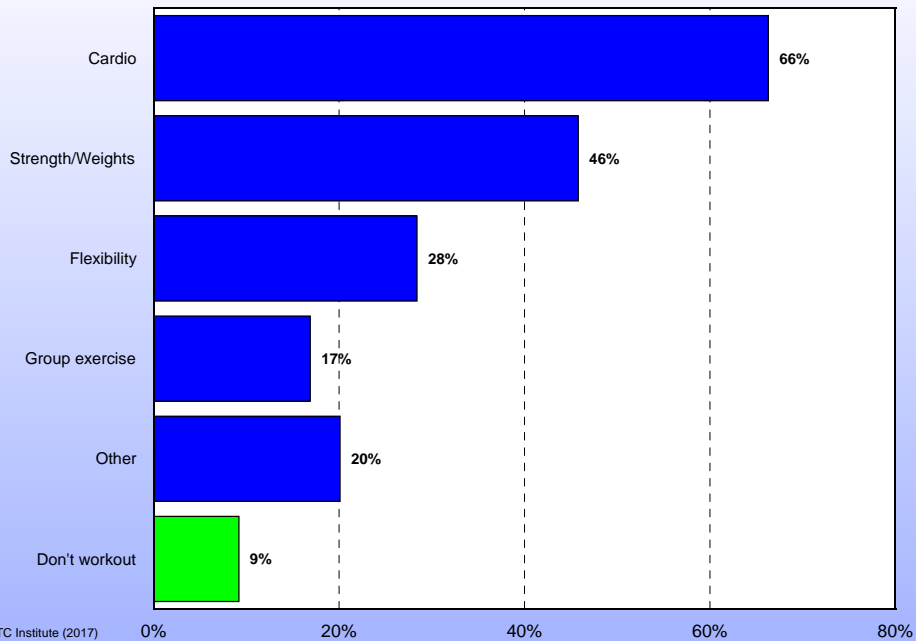
ETC Institute (2017)

**Q20. If you exercise/workout, where do you workout most**  
by percentage of respondents (without "not provided")



ETC Institute (2017)

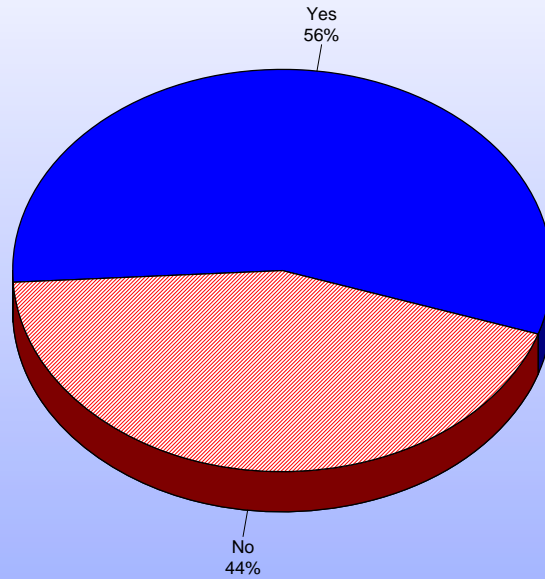
**Q21. If you exercise/workout, which of the following types of exercises do you typically do?**  
by percentage of respondents (multiple selections could be made)



ETC Institute (2017)

### Q22. Would you be interested in working out in group classes?

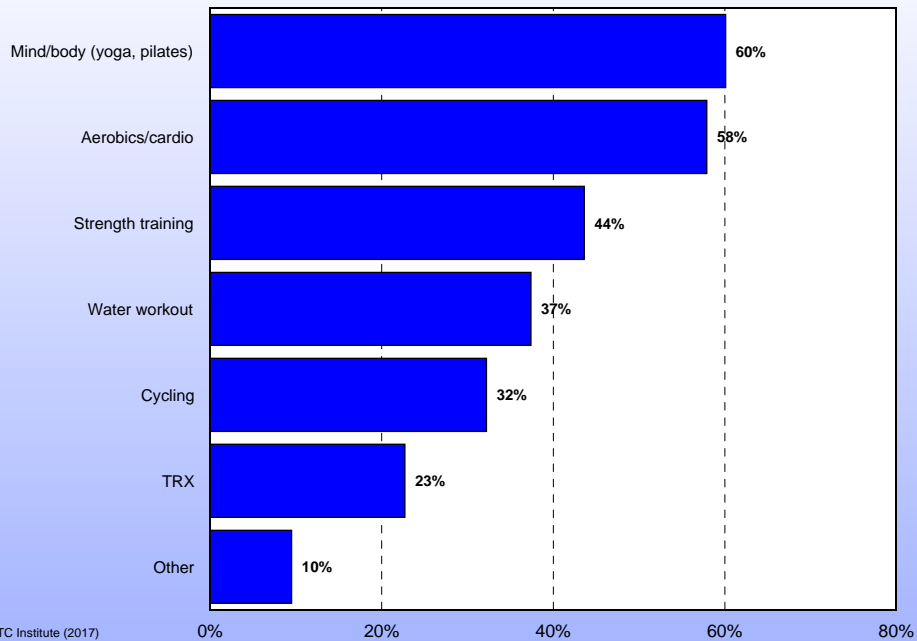
by percentage of respondents (without "don't know")



ETC Institute (2017)

### Q22a. Which of the following types of group exercise would you be interested in doing

by percentage of respondents who would be willing to workout in group classes (multiple selections could be made)



ETC Institute (2017)

**CITY OF KETTERING**

PARKS, RECREATION &amp; CULTURAL ARTS DEPARTMENT

February 19, 2017

Dear Kettering Resident:

***Your response to the enclosed survey is very important...***

The City of Kettering is conducting a comprehensive survey of parks, recreation and cultural arts needs in our community. The results of this survey will be used to help establish priorities for the City.

Your household was one of a limited number selected at random to receive this survey, therefore, it is very important that you participate.

***We appreciate your time...***

We realize that this survey will take approximately 15 minutes to complete, but each question is important. The time you invest in completing this survey will aid the City in taking a resident-driven approach to making decisions that will enrich the future of our community and positively affect the lives of all its residents.

***Please complete and return your survey within the next two weeks...***

We have selected ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the City later this year. **Your responses will remain confidential.** Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If you would like to take the survey over the web, the address is [www.KetteringPRCA.org](http://www.KetteringPRCA.org).

If you have any questions, please feel free to contact Parks, Recreation and Cultural Arts Administration Office, 937-296-2454.

Thank you for your participation in this important effort.

Sincerely,

Mary Beth Thaman, Director

# City of Kettering Community Survey

Your input is an important part of the City of Kettering’s Parks, Recreation and Cultural Arts Department’s ongoing effort to provide quality services that the citizens of Kettering need and value. **This survey will take only 10-15 minutes to complete.** The survey is for randomly selected City of Kettering residents. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. Or you may complete it on-line by going to [www.KetteringPRCA.org](http://www.KetteringPRCA.org)  
 Thank you for your valuable input!

**Do you live in the City of Kettering?**

- \_\_\_\_\_ (1) Yes [Please continue with the survey.]  
 \_\_\_\_\_ (2) No [Please discontinue the survey. This survey is only for residents of the City of Kettering.]

**Satisfaction with Services Provided by PRCA**

1. Services and programs provided by the City of Kettering's Department of Parks, Recreation and Cultural Arts (PRCA) are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”.

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Availability of information about PRCA programs, facilities and services	5	4	3	2	1	9
02.	Customer service provided by PRCA	5	4	3	2	1	9
03.	Presence and visibility of PRCA in the community	5	4	3	2	1	9
04.	Youth recreational programs	5	4	3	2	1	9
05.	Youth art programs	5	4	3	2	1	9
06.	Youth sport programs	5	4	3	2	1	9
07.	Youth environmental programs	5	4	3	2	1	9
08.	Youth swimming programs	5	4	3	2	1	9
09.	Youth special events	5	4	3	2	1	9
10.	Adult recreational programs	5	4	3	2	1	9
11.	Adult art programs	5	4	3	2	1	9
12.	Adult sport programs	5	4	3	2	1	9
13.	Adult fitness programs	5	4	3	2	1	9
14.	Adult environmental programs	5	4	3	2	1	9
15.	Adult swimming programs	5	4	3	2	1	9
16.	Adult special events	5	4	3	2	1	9

2. Which FOUR of the items listed above do you think are MOST IMPORTANT for the City of Kettering to provide? [Write in the numbers below using the numbers from the list in Question 1.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_

3. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”, with the overall value your household receives from the City of Kettering Parks, Recreation & Cultural Arts Department.

- |                              |                                 |
|------------------------------|---------------------------------|
| _____ (5) Very Satisfied     | _____ (2) Somewhat Dissatisfied |
| _____ (4) Somewhat Satisfied | _____ (1) Very Dissatisfied     |
| _____ (3) Neutral            | _____ (9) Don't Know            |



**4. Which of the following do you and or your family feel are the MOST IMPORTANT benefits you receive from the City of Kettering Parks, Recreation & Cultural Arts Department? (Check all that apply)**

- (01) Helps improve existing skills and abilities
- (02) Helps learn a new skill
- (03) Keeps us/me healthy & physically active
- (04) Provides opportunities to meet new people
- (05) Supports the community
- (06) Enjoy interaction with instructors/ employees
- (07) Provides mental relaxation/improvement
- (08) Provides adult role models for kids
- (09) Gets me/my family out of the house
- (10) Opportunities for youth activities
- (11) Other: \_\_\_\_\_
- (12) No benefits

**5. In which of the following ways do you think the City of Kettering Parks, Recreation & Cultural Arts Department has the most impact on the Kettering community? (Check all that apply)**

- (01) Employment opportunities
- (02) Tourism
- (03) Improves property values
- (04) Makes Kettering a desirable place to live
- (05) Improves water and air quality
- (06) Enhances the quality of life
- (07) Community engagement opportunities
- (08) Protection of open green space
- (09) Strengthens neighborhoods
- (10) Good investment with our taxes
- (11) Other: \_\_\_\_\_
- (12) Does not impact the community at all

**Park Facilities and Priorities**

**6. For which of the following reasons do you visit Kettering Parks? (Check all that apply)**

- (01) Sports Activities
- (02) Use of walking paths
- (03) Shelters
- (04) Sitting in park
- (05) Playgrounds
- (06) Use of open green space
- (07) General play
- (08) Meet friends
- (09) Enjoy the outdoors
- (10) Exercise
- (11) Fishing Ponds
- (12) Spectator at sporting activities
- (13) Basketball courts
- (14) Tennis or Pickleball courts
- (15) Learn about nature
- (16) Wildlife watching (birding, etc.)
- (17) View Public Art
- (18) Other: \_\_\_\_\_
- (19) Do not use the parks

**7. Which of the following Kettering Parks have you used during the last 12 months?**

(Check all that apply)

- (01) Berwin Park
- (02) Blackhawk
- (03) Delco Park
- (04) Ernst Park
- (05) Glaser Park
- (06) Indian Riffle Park
- (07) Irelan Park
- (08) Kanter Park
- (09) Kennedy Park
- (10) Lincoln Park
- (11) Oak Creek Park
- (12) Oak Park
- (13) Pondview Park
- (14) Southdale Park
- (15) Southern Hills Park
- (16) State Farm Park
- (17) Tait Park
- (18) Van Buren Park
- (19) Walther Park
- (20) Wenzler Park
- (21) Did not visit

**8. How frequently do you visit Kettering parks?**

- (1) At least once per week
- (2) At least once per month
- (3) A few times per year (summer/seasonally)
- (4) Once or twice per year
- (5) Never

**9. Park facilities provided by the City of Kettering's Department of Parks, Recreation and Cultural Arts (PRCA) are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Neighborhood parks	5	4	3	2	1	9
02.	Walking and biking trails	5	4	3	2	1	9
03.	Softball Fields	5	4	3	2	1	9
04.	Baseball Fields	5	4	3	2	1	9
05.	Soccer Fields	5	4	3	2	1	9
06.	Football Fields	5	4	3	2	1	9
07.	Playgrounds	5	4	3	2	1	9
08.	Shelters and picnic areas	5	4	3	2	1	9
09.	Kennedy Park Splash Pad	5	4	3	2	1	9
10.	BMX Track	5	4	3	2	1	9
11.	Fishing Ponds	5	4	3	2	1	9
12.	Disc Golf	5	4	3	2	1	9
13.	Basketball Courts (outdoor)	5	4	3	2	1	9
14.	Tennis Courts	5	4	3	2	1	9
15.	Pickleball Courts	5	4	3	2	1	9
16.	Volleyball Courts (outdoor)	5	4	3	2	1	9

**Usage of Recreation and Cultural Arts Facilities**

**10. From the following list, please check ALL the Recreation and Cultural Art facilities that you and members of your household have used for recreation and arts activities during the last 12 months.**

- |   |  |
|---|--|
| <input type="checkbox"/> (01) Kettering Recreation Complex        | <input type="checkbox"/> (07) Polen Farm                                 |
| <input type="checkbox"/> (02) Lathrem Senior Center               | <input type="checkbox"/> (08) The Habitat Environmental Center           |
| <input type="checkbox"/> (03) Kettering Ice Arena                 | <input type="checkbox"/> (09) Frazee Pavilion                            |
| <input type="checkbox"/> (04) Rosewood Arts Centre                | <input type="checkbox"/> (10) Kettering Recreation Complex Fitness       |
| <input type="checkbox"/> (05) Kettering Fitness & Wellness Center | <input type="checkbox"/> (11) I have not visited any of these facilities |
| <input type="checkbox"/> (06) Adventure Reef Water Park           |  |

**11. [Only if you have visited a facility in Q#10] On average, how frequently did you visit Kettering Parks, Recreation, and Cultural Arts Facilities last year?**

- (1) At Least Once Per Week
- (2) At least once per month
- (3) A few times per year (summer time/seasonally)
- (4) Once or twice per year
- (5) Never

**12. Have you registered for a Parks, Recreation and Cultural Arts program or participated in a drop in program in the last 12 months?**

- (1) Yes
- (2) No

**Communication****13. Have you seen the Parks, Recreation and Cultural Arts (PRCA) Activities Guide?**

\_\_\_ (1) Yes (Answer Q13a) \_\_\_ (2) No (Go to Q14)

**13a. Do you think the information in the PRCA Activities Guide is easy to find?**

\_\_\_ (1) Yes \_\_\_ (2) No \_\_\_ (9) Don't know

**14. Have you used the PlayKettering web page? \_\_\_(1) Yes (Answer Q14a-b) \_\_\_(2) No – (Go to Q15)****14a. How often do you visit the PlayKettering website?**\_\_\_ (1) At least once a week \_\_\_ (3) A few times per year  
\_\_\_ (2) Once a month \_\_\_ (4) Once a year or less**14b. Which of the following reasons would you be most likely to use the PlayKettering website?**\_\_\_ (1) Register for a class/program  
\_\_\_ (2) Get information about events  
\_\_\_ (3) Get information about facilities (hours of operation, fees)  
\_\_\_ (4) Get information about programs and classes offered  
\_\_\_ (5) Other: \_\_\_\_\_**15. Which social media sites do you visit on a weekly basis? (Check all that apply)**\_\_\_ (1) Snapchat \_\_\_ (3) Instagram \_\_\_ (5) Facebook  
\_\_\_ (2) Twitter \_\_\_ (4) Pinterest \_\_\_ (6) I do not use Social Media**16. Which print publications do you read? (Check all that apply)**\_\_\_ (1) Dayton Magazine \_\_\_ (3) Dayton Daily News \_\_\_ (5) Ohio Magazine  
\_\_\_ (2) Reach Magazine \_\_\_ (4) Dayton City Paper \_\_\_ (6) Other: \_\_\_\_\_**17. Which electronic device do you use most often to search for information regarding our programs, facilities and events? (Check all that apply)**\_\_\_ (1) Cell phone \_\_\_ (4) Desktop  
\_\_\_ (2) Laptop \_\_\_ (5) I do not use any electronic devices  
\_\_\_ (3) Tablet (i.e. iPad, Kindle)**Sports Programs/Fitness****18. Are there any sports programs that you think should be offered by the City of Kettering Parks, Recreation and Cultural Arts Department that are not currently offered? If YES, describe the program you would like to see offered in the space provided below.**

\_\_\_\_\_

**19. Does your household participate in a youth and or adult sports program with the City of Kettering Parks, Recreation and Cultural Arts Department?**

\_\_\_ (1) Yes – (Answer Q19a) \_\_\_(2) No – (Go to Q20)

**19a. If YES to #19: Which of the following types of sports programs appeal to your household most? (Select up to 3)**\_\_\_ (1) Leagues \_\_\_ (4) Tournaments  
\_\_\_ (2) Special sports events \_\_\_ (5) Drop in  
\_\_\_ (3) Skill development programs \_\_\_ (6) Other: \_\_\_\_\_

**20. If you exercise/workout, where do you work out most? (Select one)**

- (1) Home  
 (2) Outdoors  
 (3) City facility  
 (4) Other facility: \_\_\_\_\_  
 (5) Don't workout

**21. If you exercise/workout, which of the following types of exercises do you typically do? (Check all that apply.)**

- (1) Strength/Weights  
 (2) Cardio  
 (3) Flexibility  
 (4) Group Exercise  
 (5) Other: \_\_\_\_\_  
 (6) Don't workout

**22. Would you be interested in working out in group classes?**

- (1) Yes  
 (2) No (Go to Q23)  
 (9) Don't know (Go to Q23)

**22a. If Yes: which of the following types of group exercise would you be interested in doing?**

- (1) Water workout  
 (2) Strength training  
 (3) Aerobics/cardio  
 (4) Mind/body (yoga, Pilates)  
 (5) Cycling  
 (6) TRX  
 (7) Other: \_\_\_\_\_  
 (8) None of these

**23. Which TWO of the following are MOST IMPORTANT to you when selecting a place to workout?**

- (1) Convenient location  
 (2) Types of equipment  
 (3) Availability of group exercise  
 (4) Cleanliness  
 (5) Guidance/helpfulness of staff  
 (6) Music  
 (7) Having a friend or "workout buddy"  
 (8) Price  
 (9) None – I don't workout

**Cultural Arts****24. Are you or other members of your household currently participating in any programs at Rosewood Arts Centre?**

- (1) Yes – (Answer Q24a)  
 (2) No – (Answer Q24b)

**24a. [IF YES TO #24] Which of the following activities have you or other family members participated in or attended? (Check all that apply)**

- (1) Youth Arts Classes (i.e. painting, parent and child clay, theatre, etc.)  
 (2) Adult Arts Classes (i.e. wheel pottery, glass, photography, creative writing, etc.)  
 (3) Rosewood Art Gallery  
 (4) Dance Recitals  
 (5) Theatre Performances (i.e. Kettering Children's Theatre)  
 (6) Free Family Events (i.e. Art on the Commons, Art on the Playground, Suburbicon, etc.)  
 (7) Public Art Events (i.e. Bike the Arts)

**24b. [IF NO TO #24] What prevents you from participating or using Rosewood Arts Centre?**

(Please select up to three choices)

- (01) Time  
 (02) Cost  
 (03) Access  
 (04) Location  
 (05) No one to go with  
 (06) No interest in art activities  
 (07) Don't know how to begin  
 (08) Do not offer art programs I am interested in  
 (09) Did not know the City had a community art facility  
 (10) Other: \_\_\_\_\_

**25. Do you believe a community arts facility provides value for the community of Kettering?**

\_\_\_ (1) Yes (Answer Q25a)    \_\_\_ (2) No (Go to Q26)

**25a. [If YES to #25] Which of the following benefits do you think Rosewood Arts Centre provides to the community of Kettering? (Check all that apply)**

- \_\_\_ (01) Opportunities to socialize with friends or family  
 \_\_\_ (02) Stress relief and improvements to one's well being  
 \_\_\_ (03) Opportunities to learn new things  
 \_\_\_ (04) Opportunities to experience creativity and expression  
 \_\_\_ (05) Community gathering space  
 \_\_\_ (06) Opportunities to be introduced to the arts  
 \_\_\_ (07) Enhancements to the quality of life in Kettering  
 \_\_\_ (08) Gives more meaning to life  
 \_\_\_ (09) Let's residents be transformed by a remarkable artistic experience  
 \_\_\_ (10) Helps residents learn about their own culture and other cultures  
 \_\_\_ (11) Let's residents explore their own creativity  
 \_\_\_ (12) Let's residents share their creative experiences with others  
 \_\_\_ (13) Other: \_\_\_\_\_

**Recreation Programs****26. Which of the following types of adult recreational programs would most interest you? (Check all that apply)**

- \_\_\_ (1) Cooking classes  
 \_\_\_ (2) Instruction classes  
 \_\_\_ (3) Hobby classes  
 \_\_\_ (4) Home Décor classes  
 \_\_\_ (5) Adult special events (dinners, trivia nights)  
 \_\_\_ (6) Adult sports leagues

**27. Which of the following types of youth recreational programs would most interest you?**

(Check all that apply)

- \_\_\_ (1) Parent/child activities  
 \_\_\_ (2) Seasonal special events  
 \_\_\_ (3) Preschool classes  
 \_\_\_ (4) Homeschool programs  
 \_\_\_ (5) After school programs  
 \_\_\_ (6) Teen programs (ages 12-15)

**Environmental Education****28. Which of the following types of adult environmental programs would most interest you? (Check all that apply)**

- \_\_\_ (01) Sustainability (i.e. recycling)  
 \_\_\_ (02) Gardening/Landscaping  
 \_\_\_ (03) Wildlife  
 \_\_\_ (04) Tree ID classes  
 \_\_\_ (05) Rain garden construction  
 \_\_\_ (06) Landscaping for energy conservation  
 \_\_\_ (07) Tree fostering program  
 \_\_\_ (08) Community gardens  
 \_\_\_ (09) Family fishing events  
 \_\_\_ (10) Campfire programs  
 \_\_\_ (11) Night hikes  
 \_\_\_ (12) None of these

**29. What type of youth nature programs would you like to see offered in Kettering Parks?**

(Check all that apply)

- \_\_\_ (01) Fishing  
 \_\_\_ (02) Gardening  
 \_\_\_ (03) Wildlife  
 \_\_\_ (04) Green space practices  
 \_\_\_ (05) Science and nature education  
 \_\_\_ (06) Preschool science programs  
 \_\_\_ (07) After school programs  
 \_\_\_ (08) Camps  
 \_\_\_ (09) Home school programs  
 \_\_\_ (10) Clubs  
 \_\_\_ (11) Badge programs  
 \_\_\_ (12) Combined art and nature programs  
 \_\_\_ (13) Conservation programs  
 \_\_\_ (14) None of these

**30. If there are other nature/environmental programs that you would like to see offered at the Habitat Environmental Center, please list them below.**

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**Scheduling Preferences**

**31. From the following list, please check ALL the times that you and members of your household would be interested in the Kettering Parks, Recreation and Cultural Arts Department offering programs and activities. (Check all that apply)**

- |   |   |
|---|---|
| <input type="checkbox"/> (01) Weekday mornings              | <input type="checkbox"/> (07) Saturday afternoons |
| <input type="checkbox"/> (02) Weekday afternoons before 3pm | <input type="checkbox"/> (08) Saturday evenings   |
| <input type="checkbox"/> (03) Weekday afternoons (3-5 pm)   | <input type="checkbox"/> (09) Sunday mornings     |
| <input type="checkbox"/> (04) Weekday evenings before 8pm   | <input type="checkbox"/> (10) Sunday afternoons   |
| <input type="checkbox"/> (05) Weekday evenings after 8pm    | <input type="checkbox"/> (11) Sunday evenings     |
| <input type="checkbox"/> (06) Saturday mornings             |   |

**32. Please check the length of time that you would prefer to participate in a class or program. (Check all that apply)**

- (1) One-day workshop or event (Example Saturday)
- (2) Drop in programs scheduled weekly
- (3) Multiple week class for one hour for 4 weeks
- (4) Multiple week class for one hour 6-8 weeks
- (5) 2-3 day class, program or workshop (Example Friday night, Saturday, Sunday)

**Demographics**

**33. What is your age? \_\_\_\_\_**

**34. Counting yourself, how many people in your household are:**

- |                   |                  |                  |                  |
|-------------------|------------------|------------------|------------------|
| Under age 5 _____ | Ages 15-19 _____ | Ages 35-44 _____ | Ages 65-74 _____ |
| Ages 5-9 _____    | Ages 20-24 _____ | Ages 45-54 _____ | Ages 75+ _____   |
| Ages 10-14 _____  | Ages 25-34 _____ | Ages 55-64 _____ |                  |

**35. Which of the following best describes your annual household income?**

- (1) Under \$50,000     (2) \$50,000-\$99,999     (3) \$100,000-\$149,999     (4) \$150,000+

**36. Your gender:**     (1) Male     (2) Female

**37. Please share any additional comments that could assist the City of Kettering Parks Recreation, and Cultural Arts Department in serving the community.**

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**This concludes the survey. Thank you for your time.**

**Please return your completed survey in the enclosed return-reply envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061**

Your responses will remain completely confidential.  
The address information to the right will ONLY be used to help identify areas with special interests.