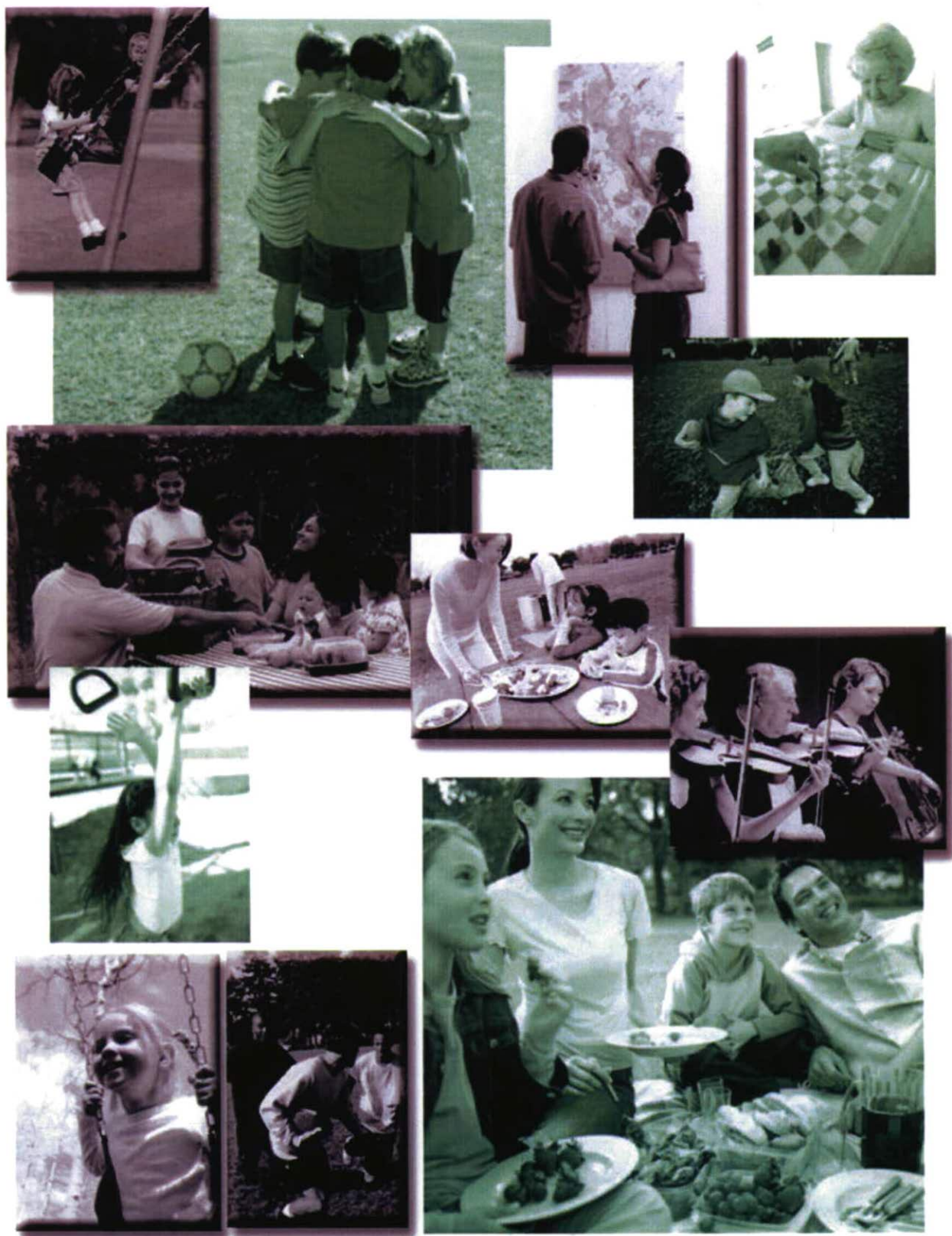




Clark County Parks & Recreation Dept. Community Survey September 2005



**Clark County Parks & Recreation Department
Community Survey**

**SURVEY OF CLARK COUNTY RESIDENTS
2005**

SUMMARY OF RESULTS

Report Prepared by:



Las Vegas, Nevada

DEPARTMENT OF PARKS AND RECREATION SURVEY OF CLARK COUNTY RESIDENTS - 2005

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DEPARTMENT OF PARKS AND RECREATION SURVEY OF CLARK COUNTY RESIDENTS - 2005

1. EXECUTIVE SUMMARY

During the month of September, 2005, 400 Clark County residents were interviewed by telephone regarding their awareness of Clark County Parks and Recreation facilities and programs. Questions were asked concerning such topics as their frequency of park use, quality ratings of parks and community services, and suggested priorities for future programs. Since most of the questions were similar to those asked during the "Clark County Parks & Community Services Survey" conducted in December 2002, important comparisons of various results offer opportunities to track trends or changes from prior years. Insights gained from this assessment of leisure behaviors and attitudes is intended to assist CCP&R in the planning process for future programs and facilities to better serve and benefit residents of Clark County. The survey responses are outlined and summarized below with more detailed, statistical descriptions of individual answers and comparisons presented in the result summary sections that follow. Methods and procedures are discussed in the final section of this report along with a copy of the survey questionnaire.

- **Respondent Demographics**- Researchers used a stratified sampling method for this survey to ensure that respondents represented the distribution of residents of the seven commission districts in Unincorporated Clark County, Nevada. This sample included responses from a variety of racial and ethnic backgrounds representing the diverse population of Clark County. Although over half of the respondents in the sample (57.3%) were female, it should be noted that the respondents were accepted as qualified to represent the opinions of an entire household in many cases. Respondents ranged in age from 18 to 89 with a mean age of 48. Household sizes ranged from a single individual to 8 residents. The most frequently reported household size was 2 people including the respondent (29.5%). Nearly half of the respondents (46.5%) indicated they had children under the age of 18 living in the home. About a third of respondents (37.0%) indicated that there was at least one person in the household aged 55 or older. The majority of respondents (61.3%) indicated that they were married or in a committed relationship. Half of the sample (55.3%) indicated that they had lived in Clark County for more than 10 years. Only 6% of the sample indicated that they had lived in Clark County less than one year, which differs from the population in general. This trend may be explained by the high number of respondents who opted out of the survey at the beginning because they felt they were too new to the area to have an informed opinion of county parks. It should be noted that this demographic profile reflects only those persons who were eligible to participate in the survey (i.e. those who visited a Clark County Park/facility within the last year) and therefore does not mirror the demographics for the population of Clark County as a whole.

- Park Usage-** In order to be included in the study, respondents must have indicated they visited Clark County Parks or Special Use facilities at least once during the last year. Many potential respondents indicated they would not be eligible to take the survey because they felt they were too old or too busy to go to parks or recreation centers. In addition, over 100 persons contacted said they visited parks outside of Clark County and thus were not included as survey participants. Desert Breeze Park (24.0%), Sunset Park (17.0%) and Alexander Villas Park (4.5%) were reported as the Clark County parks visited most frequently by respondents. These parks were also the most commonly mentioned in the 2002 parks survey. Approximately half of respondents (48.8%) indicated they visit Clark County parks at least twice a month. Nearly two-thirds of the sample (61.1%) reported being “frequent park users” as defined by visiting parks at least once a month. This is significantly higher than the 53.6% of respondents from the 2002 survey who were defined as frequent park users.
- Ratings for Physical Condition of Parks-** On the whole, respondents expressed satisfaction with the quality and condition of Clark County Parks, with 44.2% rating them as “excellent” and 45.8% as “good.” Respondents who indicated they felt the conditions at the parks were fair or poor were further probed for their reasons for the rating. The most commonly cited reason was that the parks were unclean or poorly maintained, noted by 60.7% of those who gave a negative or average rating of parks and recreation facilities. In 2002, the ratings were slightly different, however, the aggregate positive responses for both years remains at 90%.
- Recreation Centers and Cultural Facilities-** Nearly one-third of respondents (30%) indicated they use Clark County community centers or cultural facilities including senior centers. Desert Breeze Community Center (11.7%) was the most commonly attended, followed by Winchester Cultural Center (5.3%). Of those who visited community centers or cultural facilities, 92% rated them as “good” or “excellent.” Those who rated the centers as “fair” or “poor” pointed to litter at many sites, unpleasant odors, changes in rules, and outdated equipment as justification for their ratings. In this survey, frequent facility users actually rated them as excellent 5% less often than non-frequent users. Overall the ratings for these types of facilities have improved since 2002, when 32% said excellent compared to 45% in 2005.
- Clark County Museums-** In total, 22.0% of respondents reported visiting Clark County Museums during the last year. Approximately one of every five respondents (19%) indicated they visit the Clark County Museum while 3% indicated they visit the Cannon Aviation Museum. Most museum attendees (92.6%) rated them as “good” or “excellent.” Complaints about museums included a lack of content and a need for renovation/renewal.

- Safety Issues-** The vast majority of respondents polled (83.3%) indicated they felt safe when visiting Clark County Parks and recreation facilities, however this rating was down from the 88.8% of 2002 respondents who indicated they felt safe in county parks or recreational facilities. It is encouraging that more than 90% of respondents defined as frequent park users felt safe at Clark County parks and recreation centers. The most common reasons for feeling safe included: only attending parks during the day; presence of park security officers; parks built in good neighborhoods; and good lighting. The most commonly cited reasons given among the 8.5% of respondents who indicated they felt unsafe in Clark County parks were: the presence of homeless people, gangs or shootings, poor lighting; and generally feeling unsafe in any setting. Men and women had similar feelings of safety with barely any statistically significant differences in their responses.
- Quality of Life-** Half of respondents (49.3%) indicated they felt that Clark County parks and recreation facilities very much improved their quality of life. This figure was reduced from 2002, when 58% of respondents stated that Clark County parks and recreation facilities very much improved their quality of life. Of course, frequent park users were more likely to feel that these parks and facilities greatly improved their quality of life than non-frequent park users (54.1% vs. 41.6%).
- Expansion/Improvement of Programs-** Respondents were asked to assign priority to the expansion of programs on a scale of 1 to 5. More than half of respondents rated Activities for Seniors (58.3%), Youth Programs (56.5%), Construction of More Parks (51.8%), and Activities for Preschool Children (51.3%) with a score of 5, the highest level of priority. Some of the additional priorities named by respondents (not on the list provided by the interviewer) included building a quality zoo, better museums, increased security, construction of indoor facilities, and parks in wooded areas/more trees.
- Funding and Other Key Issues-** Respondents were asked to give their level of agreement from “Strongly agree” to “Strongly disagree” with regard to several statements about potential funding issues. Two-thirds (68%) agreed or strongly agreed with the statement that parks and recreation centers should use a sliding fee scale or charge for services based on the user’s ability to pay. Similarly, 63% agreed or strongly agreed with the statement that they were willing to pay more for Parks and Recreation Department sponsored programs. About half of respondents (51.5%) indicated a willingness to pay higher property taxes to fund new parks, community centers, cultural facilities, or conservation areas. Continuing to offer youth programs (such as after school recreation and school summer break programs) was seen as important by most (87%). Relatively few respondents (14.5%) strongly agreed that the department should consider public/private projects such as allowing private business to locate in County parks in order to finance other parks and recreations services, although some (35.8%) agreed that this should be considered. Most felt it was important (78.6%) for the Parks and Recreation Dept. to be nationally accredited for quality standards. Very many respondents (76.8%) would like the option to register for Parks and Recreation Dept. classes online through the internet if offered.

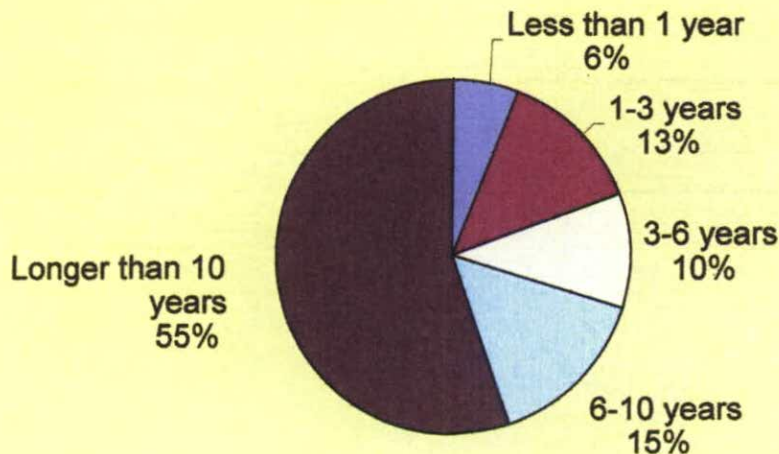
DEPARTMENT OF PARKS AND RECREATION SURVEY OF CLARK COUNTY RESIDENTS - 2005

2. SUMMARY OF RESULTS

Q_1. How long have you lived in Clark County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than six months	14	3.5	3.5	3.5
	6 months to one year	10	2.5	2.5	6.0
	1 to < 3 years	53	13.3	13.3	19.3
	3 to < 6 years	41	10.3	10.3	29.5
	6 to 10 years	60	15.0	15.0	44.5
	Longer than 10 years	221	55.3	55.3	99.8
	No Answer/Refused	1	.3	.3	100.0
Total		400	100.0	100.0	

Length of Residency in Clark County



Q_2. Have you visited any Clark County parks, recreation, cultural facilities, or museums in the past year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No [Interviewed Alternate Resident]	13	3.3	3.3	3.3
	Yes	387	96.8	96.8	100.0
	Total	400	100.0	100.0	

3. Which park do you frequent most often?

Name of Park	Frequency	% of Total
<i>Top 10 Parks</i>		
Desert Breeze Park	96	24.0
Sunset Park	68	17.0
Alexander Villas Park	18	4.5
Lone Mountain Park	15	3.8
Hollywood Park	14	3.5
Mountain Crest Park	11	2.8
Community Park	10	2.5
Desert Bloom Park	9	2.3
Winchester Comm.	8	2.0
Sunrise Park	8	2.0

All parks mentioned:

PARK	Frequency	PARK	Frequency
Alexander Villas Park	18	Maslow Park	2
Cannon School Park	3	Meyer Park	1
Cashman School Park	6	Molasky Family Park	3
Cesar E. Chavez Park	1	Mountain Crest Park	11
Community Park	10	Mountain View Park	2
Davis Park	1	Nellis Meadows Park	3
Desert Bloom Park	9	Orr School Park	3
Desert Breeze Park	96	Paradise Park	6
Desert Inn Mobile Estates Park	4	Paradise Vista Park	4
Duck Creek Park	6	Parkdale Park	1
Durango School Park	6	Potosi Park	4
Eldorado School Park	8	Prosperity Park	4
Gardens Park	2	Ridgebrook Park	5
Goett Family Park	1	Shadow Rock Park	1
Guinn School Park	4	Silverado Ranch Park	1
Harmony Park	4	Spotted Leaf Park	2
Harney School Park	3	Spring Valley Park	4
Hollywood Park	14	Stonewater Park	6
Inzalaco Park	1	Sunrise Park	8
Joe Shoong Park	5	Sunset Park	68
Laurelwood Park	4	West Flamingo Park	6
Lewis Family Park	5	Wetlands Park	2
Lone Mountain Park	15	Whitney Park	4
Lynwood Park	2	Willows Park	3
Magdalena's Family Park	1	Winchester Park	7
Martin Luther King Park	7	Winterwood Park	3

Parks not mentioned:

Grapevine Springs Park
Hidden Palms Park
Nevada Trails Park
Silver Bowl Sports Complex
Silvestri School Park
Von Tobel Park
Vo Tech School Park
West Flamingo Park

Q_3a. About how often did you use this park in the past year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a week or more	106	26.5	26.5	26.5
	Two or more times a month	89	22.3	22.3	48.8
	Once a month	51	12.8	12.8	61.5
	Six or seven times a year	49	12.3	12.3	73.8
	Less than six times a year	92	23.0	23.0	96.8
	Never	10	2.5	2.5	99.3
	Don't know	2	.5	.5	99.8
	Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

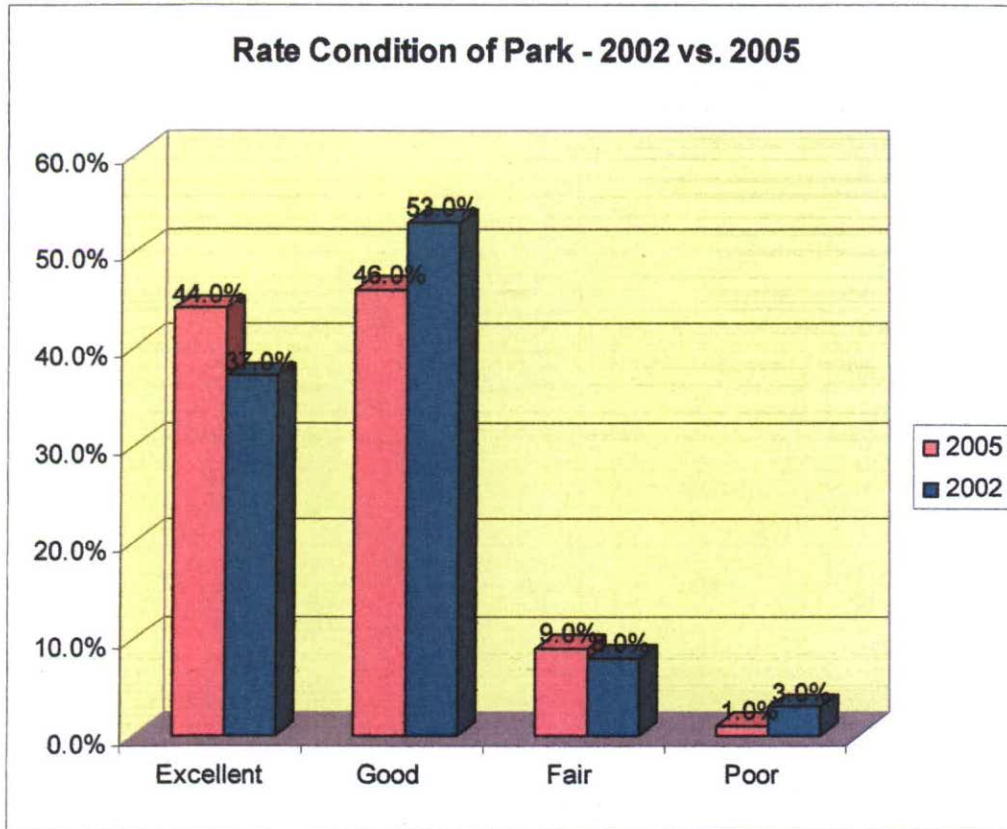
Q_3b. How would you rate the condition of this park you visit most often?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	172	43.0	44.2	44.2
	Good	178	44.5	45.8	90.0
	Fair	35	8.8	9.0	99.0
	Poor	3	.8	.8	99.7
	Refused	1	.3	.3	100.0
	Total	389	97.3	100.0	
Missing	System	11	2.8		
Total		400	100.0		

*Of those who did not refuse to answer or who did not answer "never" to the Q_3a (N=389).

**Aggregate positive rating: 90%

	CONDITION OF PARKS by FREQUENCY OF USE					Total
	Excellent	Good	Fair	Poor	DK/Refused	
<i>Respondent</i>						
Frequent User	45.9%	44.3%	8.9%	.4%	.4%	100%
Infrequent User	41.3%	48.3%	9.1%	1.4%	0.0%	100%



3b(2). Why do you rate this park fair or poor?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor Maintenance/Cleanliness	21	5.3	55.3	55.3
	Drugs	1	.3	2.6	57.9
	Gangs	1	.3	2.6	60.5
	Teens	1	.3	2.6	63.2
	Substandard Issues	7	1.8	18.4	81.6
	Bad Grass	2	.5	5.3	86.8
	Malfunctioning/Absent Water Equipment	2	.5	5.3	92.1
	Graffiti	1	.3	2.6	94.7
	None Specified	2	.5	5.3	100.0
	Total	38	9.5	100.0	
Missing	System	362	90.5		
Total		400	100.0		

*Of those answering "fair" or "poor" to Q_3b (N=38).

4. Which Clark County Recreation Center or Cultural Facility do you frequent most often?

Name of Center/Facility	Frequency	% of Total
Desert Breeze Community Center	47	11.7%
Winchester Cultural Center	21	5.3%
Whitney Community Center	9	2.3%
Hollywood Recreation Center	8	2.0%
Walnut Recreation Center	6	1.5%
Cambridge Recreation Center	5	1.3%
Parkdale Community Center	5	1.3%
Sunrise Community Center	5	1.3%
Helen Meyer Community Center	4	1.0%
Paradise Recreation Center	4	1.0%
West Flamingo Senior Center	4	1.0%
Cora Coleman Senior Center	3	<1.0%
<i>Total who used facilities = 121</i>		

Q_4a. How often did you use this recreation center or cultural facility in the last year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a week or more	30	7.5	24.8	24.8
	Two or more times a month	34	8.5	28.1	52.9
	Once a month	12	3.0	9.9	62.8
	Six or seven times a year	8	2.0	6.6	69.4
	Less than six times a year	27	6.8	22.3	91.7
	Never	8	2.0	6.6	98.3
	Don't know	2	.5	1.7	100.0
	Total	121	30.3	100.0	
Missing	System	279	69.8		
Total		400	100.0		

Q_4b. How would you rate the quality of this recreation center or cultural facility that you visit most often?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	51	12.8	45.1	45.1
	Good	53	13.3	46.9	92.0
	Fair	7	1.8	6.2	98.2
	Don't Know	2	.5	1.8	100.0
	Total	113	28.3	100.0	
Missing	System	287	71.8		
Total		400	100.0		

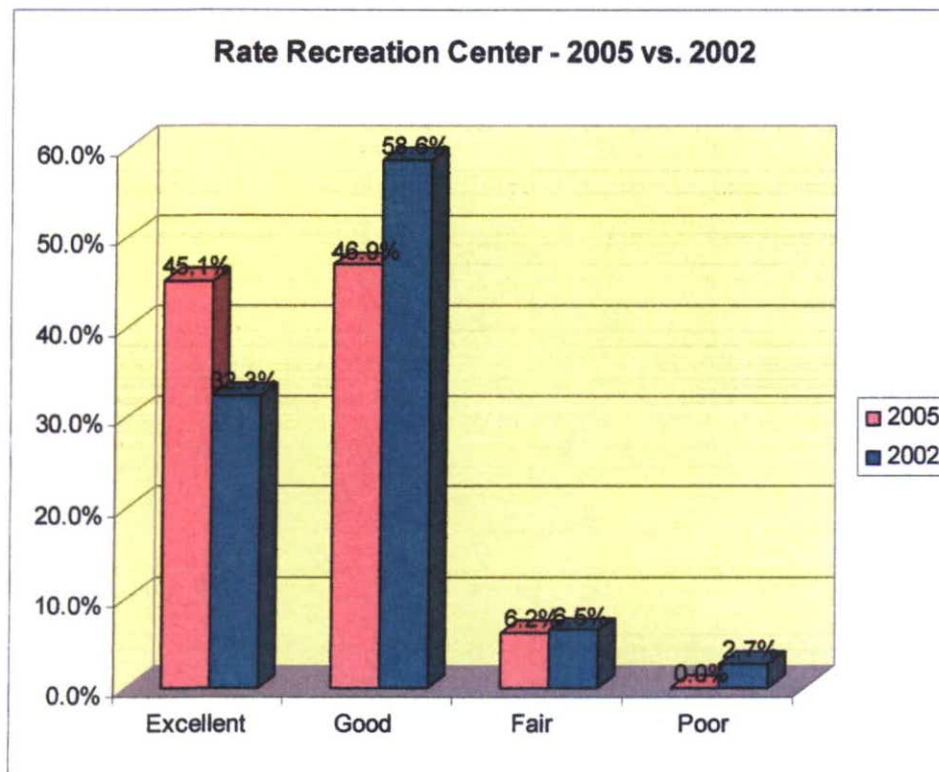
*Of those who did not refuse to answer or who did not answer "never" to Q_4a (N=113).

**Aggregate positive rating: 92%

Q4b. Comments re: those rated recreation/cultural centers as "fair" or "poor"

Trash, crowded	Sunrise always stinks and smells dirty
Rule changes	Older, could be upgraded
Needs more upkeep on park grounds	Because of dust
Looked very low key, metal chairs, very messy	

QUALITY OF CENTERS by FREQUENCY OF USE						
	Excellent	Good	Fair	Poor	DK/Refused	Total
<i>Respondent</i>						
Frequent User	43.4%	50.0%	5.3%	0%	1.3%	100%
Infrequent User	48.6%	40.5%	8.1%	0%	2.7%	100%



Q_5. Which Clark County museum do you frequent most often?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cannon Aviation Museum	12	3.0	3.0	3.0
	Clark County Museum	75	18.8	18.8	21.8
	Searchlight Museum	1	.3	.3	22.0
	None	293	73.3	73.3	95.3
	Don't know	18	4.5	4.5	99.8
	Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

Q_5a. About how often did you use this museum in the past year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a week or more	6	1.5	6.8	6.8
	Two or more times a month	5	1.3	5.7	12.5
	Once a month	6	1.5	6.8	19.3
	Six or seven times a year	8	2.0	9.1	28.4
	Less than six times a year	55	13.8	62.5	90.9
	Never	7	1.8	8.0	98.9
	Don't know	1	.3	1.1	100.0
	Total	88	22.0	100.0	
Missing	System	312	78.0		
Total		400	100.0		

*Of those who did not refuse to answer or who did not answer "none" or "Don't know" to the Q_5 (N=88).

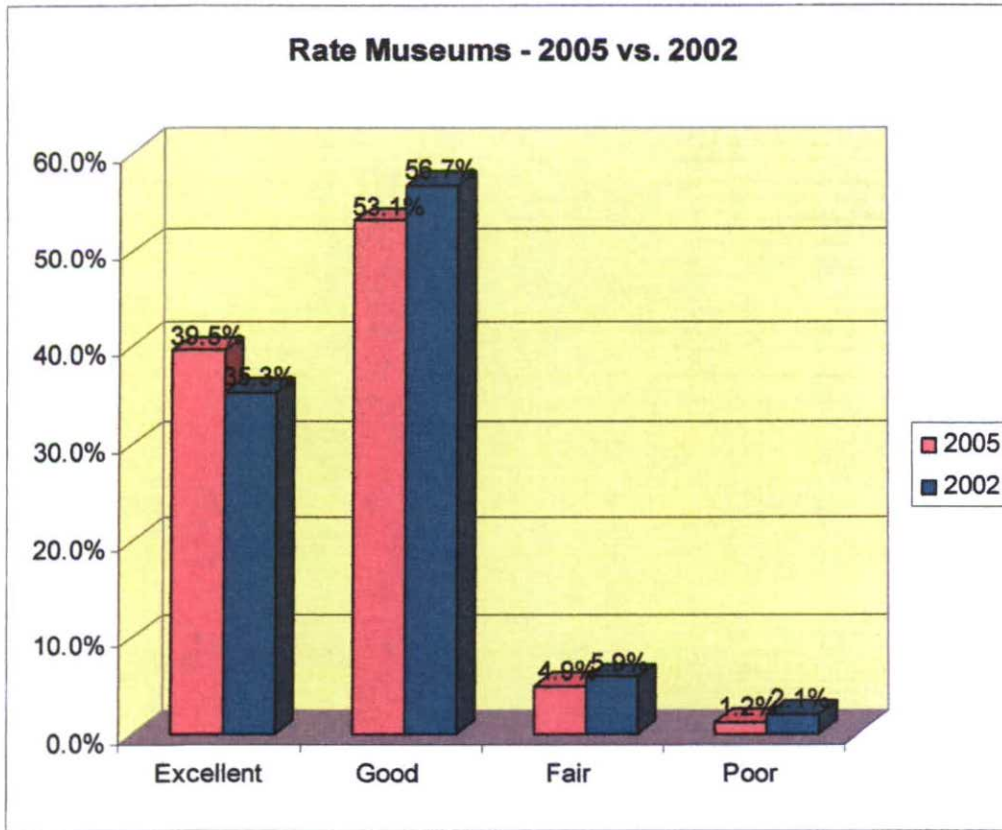
Q_5b. How would you rate the quality of this museum that you visit most often?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	32	8.0	39.5	39.5
	Good	43	10.8	53.1	92.6
	Fair	4	1.0	4.9	97.5
	Poor	1	.3	1.2	98.8
	Don't Know	1	.3	1.2	100.0
	Total	81	20.3	100.0	
Missing	System	319	79.8		
Total		400	100.0		

*Results for those who answered other than "never" to Q_5a (N=81) **Aggregate positive rating: 92.6%

Q5c. Comments re: those who rated museums "fair" or "poor"

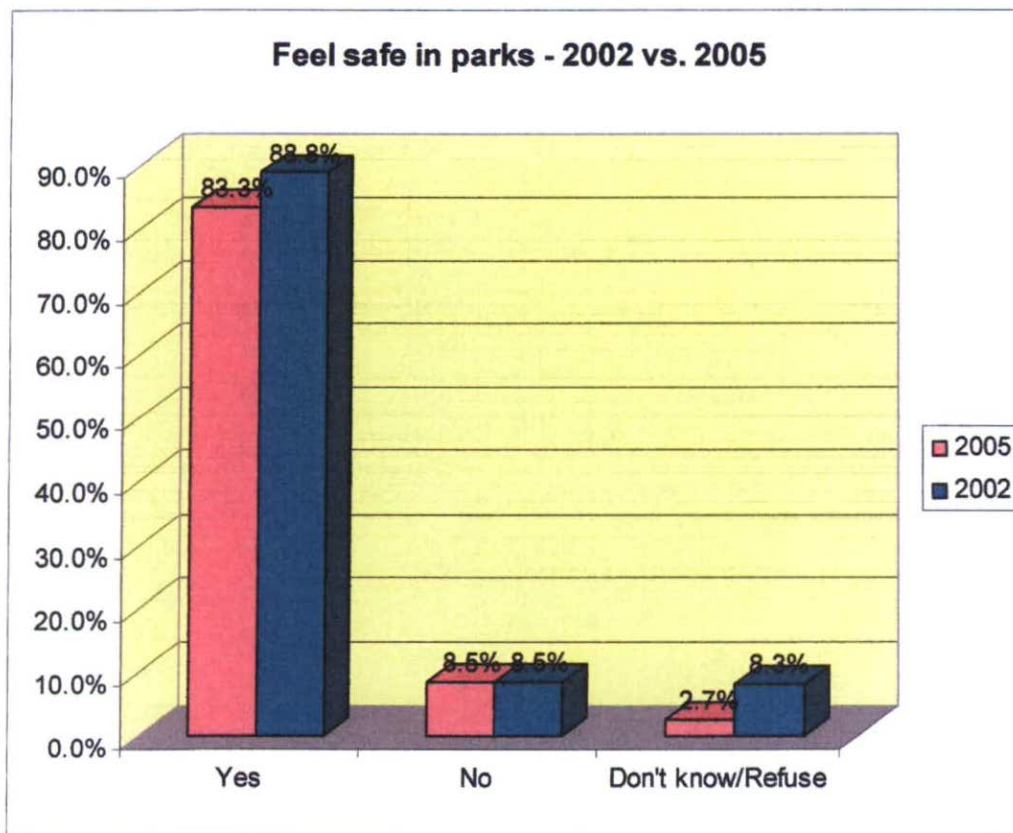
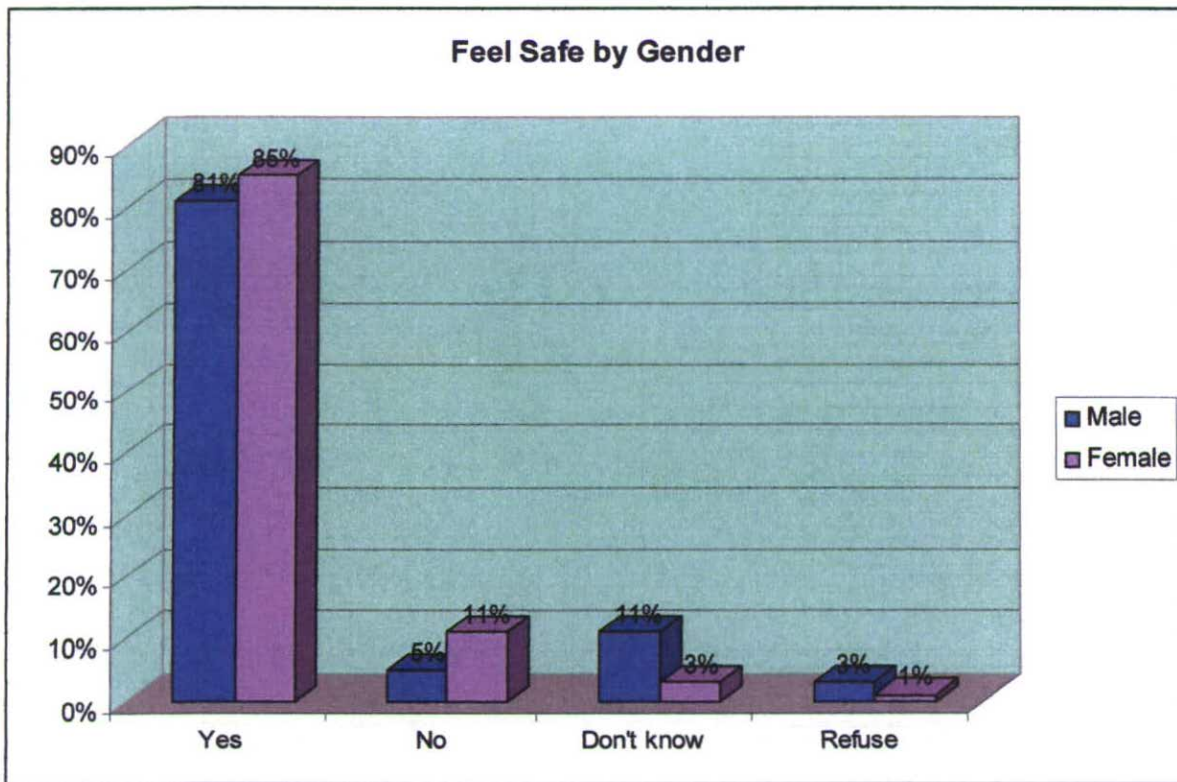
Outdated display items	No content
Need to expand	More variety, quality exhibits
In the middle of renovation at time of visit	



Q_6. Do you feel safe when visiting Clark County parks and facilities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	333	83.3	83.3	83.3
	No	34	8.5	8.5	91.8
	Don't Know	23	5.8	5.8	97.5
	Refused	10	2.5	2.5	100.0
	Total	400	100.0	100.0	

FEELING OF SAFETY by FREQUENCY OF USE					
	Yes	No	Don't know	Refused	Total
<i>Respondent</i>					
Frequent User	90.7%	5.3%	3.3%	.8%	100%
Infrequent User	71.4%	13.6%	9.7%	5.2%	100%



Q_6a. What makes you feel safe? (probe)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lighting	37	9.3	11.1	11.1
	General Feeling of Safety	42	10.5	12.6	23.7
	Park Safety/Security	30	7.5	9.0	32.7
	Brings a Protective Item (dog, gun, etc)	8	2.0	2.4	35.1
	Goes with Family or Friends	6	1.5	1.8	36.9
	Many (Pleasant) People Present	30	7.5	9.0	45.9
	Well Maintained	23	5.8	6.9	52.9
	Only Goes During the Day	49	12.3	14.7	67.6
	Uses Caution	6	1.5	1.8	69.4
	Open	9	2.3	2.7	72.1
	Neighborhood/Surroundings	39	9.8	11.7	83.8
	Never had a Problem in the past	22	5.5	6.6	90.4
	Familiarity	3	.8	.9	91.3
	Facilities	4	1.0	1.2	92.5
	God	1	.3	.3	92.8
	Not Many Teenagers	2	.5	.6	93.4
	Quiet	2	.5	.6	94.0
	Not Many "Bums" Around	1	.3	.3	94.3
	Don't Know/No Answer	19	4.8	5.7	100.0
	Total		333	83.3	100.0
Missing	System	67	16.8		
Total		400	100.0		

Q_6b. What makes you feel unsafe? (probe)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Crime	2	.5	5.9	5.9
	Presence of Drugs/Alcohol	1	.3	2.9	8.8
	Gangs/Shootings	7	1.8	20.6	29.4
	Homeless People Present	8	2.0	23.5	52.9
	Doesn't Feel Safe Anywhere	3	.8	8.8	61.8
	Presence of Teenagers	1	.3	2.9	64.7
	Area, Specific Parks	3	.8	8.8	73.5
	Frightening People	1	.3	2.9	76.5
	Poor Lighting	3	.8	8.8	85.3
	Won't Go to a Park at Night	1	.3	2.9	88.2
	General Feeling Unsafe Alone	2	.5	5.9	94.1
	Disability	1	.3	2.9	97.1
	Don't Know/No Answer	1	.3	2.9	100.0
Total	34	8.5	100.0		
Missing	System	366	91.5		
Total		400	100.0		

Q_7. How familiar are you with any of Clark County Parks and Recreation Department cultural and recreational programs or services?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Familiar	41	10.3	10.3	10.3
	Somewhat Familiar	140	35.0	35.0	45.3
	Not Very Familiar	125	31.3	31.3	76.5
	Not At all Familiar	92	23.0	23.0	99.5
	Don't Know	1	.3	.3	99.8
	Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

*Aggregate familiarity: 45.3%

Q_8. If you were interested in obtaining information about Clark County Parks and Recreation services and programs, which of the following sources would you be likely to use?

Source	Aggregate likelihood
Word of mouth	83.3%
Local Newspaper articles	70.1%
Direct mail to home	68.3%
Parks & Recreation Activity Guide	66.3%
Television ads	64.8%
Local Magazine	56.0%
Poster or flyer	52.8%
Radio Ads	48.3%
Internet	46.3%
Phone call to Parks & Recreation Office	44.3%
Cable Channel 4	33.6%

Q_8a. PARKS & RECREATION ACTIVITY GUIDE:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	121	30.3	30.3	30.3
	Somewhat likely	144	36.0	36.0	66.3
	Not very likely	70	17.5	17.5	83.8
	Not at all likely	58	14.5	14.5	98.3
	Don't Know	7	1.8	1.8	100.0
	Total	400	100.0	100.0	

*Aggregate likelihood: 66.3%

Q_8b. LOCAL MAGAZINES:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	76	19.0	19.0	19.0
	Somewhat likely	148	37.0	37.0	56.0
	Not very likely	95	23.8	23.8	79.8
	Not at all likely	73	18.3	18.3	98.0
	Don't Know	7	1.8	1.8	99.8
	Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

*Aggregate likelihood: 56.0%

Q_8c. LOCAL NEWSPAPER ARTICLES:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	125	31.3	31.3	31.3
	Somewhat likely	155	38.8	38.8	70.0
	Not very likely	59	14.8	14.8	84.8
	Not at all likely	55	13.8	13.8	98.5
	Don't Know	4	1.0	1.0	99.5
	Refused	2	.5	.5	100.0
	Total	400	100.0	100.0	

*Aggregate likelihood: 70.1%

Q_8d. TELEVISION ADS:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	105	26.3	26.3	26.3
	Somewhat likely	154	38.5	38.5	64.8
	Not very likely	70	17.5	17.5	82.3
	Not at all likely	63	15.8	15.8	98.0
	Don't Know	7	1.8	1.8	99.8
	Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

*Aggregate likelihood: 64.8%

Q_8e. RADIO ADS:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	68	17.0	17.0	17.0
	Somewhat likely	125	31.3	31.3	48.3
	Not very likely	101	25.3	25.3	73.5
	Not at all likely	99	24.8	24.8	98.3
	Don't Know	7	1.8	1.8	100.0
	Total	400	100.0	100.0	

*Aggregate likelihood: 48.3%

Q_8f. WORD OF MOUTH:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	199	49.8	49.8	49.8
	Somewhat likely	134	33.5	33.5	83.3
	Not very likely	34	8.5	8.5	91.8
	Not at all likely	29	7.3	7.3	99.0
	Don't Know	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

*Aggregate likelihood: 83.3%

Q_8g. INTERNET:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	105	26.3	26.3	26.3
	Somewhat likely	81	20.3	20.3	46.5
	Not very likely	88	22.0	22.0	68.5
	Not at all likely	121	30.3	30.3	98.8
	Don't Know	5	1.3	1.3	100.0
	Total	400	100.0	100.0	

*Aggregate likelihood: 46.3%

Q_8h. DIRECT MAIL TO YOUR HOME:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	148	37.0	37.0	37.0
	Somewhat likely	125	31.3	31.3	68.3
	Not very likely	52	13.0	13.0	81.3
	Not at all likely	72	18.0	18.0	99.3
	Don't Know	3	.8	.8	100.0
	Total	400	100.0	100.0	

*Aggregate likelihood: 68.3%

Q_8i. POSTER OR FLYER:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	70	17.5	17.5	17.5
	Somewhat likely	141	35.3	35.3	52.8
	Not very likely	98	24.5	24.5	77.3
	Not at all likely	84	21.0	21.0	98.3
	Don't Know	7	1.8	1.8	100.0
	Total	400	100.0	100.0	

*Aggregate likelihood: 52.8%

Q_8j. CABLE CHANNEL 4:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	45	11.3	11.3	11.3
	Somewhat likely	89	22.3	22.3	33.5
	Not very likely	76	19.0	19.0	52.5
	Not at all likely	176	44.0	44.0	96.5
	Don't Know	12	3.0	3.0	99.5
	Refused	2	.5	.5	100.0
	Total	400	100.0	100.0	

*Aggregate likelihood: 33.6%

Q_8k. Direct phone call to PARKS/RECREATION DEPARTMENT PHONEBOOK:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	64	16.0	16.0	16.0
	Somewhat likely	113	28.3	28.3	44.3
	Not very likely	97	24.3	24.3	68.5
	Not at all likely	120	30.0	30.0	98.5
	Don't Know	5	1.3	1.3	99.8
	Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

*Aggregate likelihood: 44.3%

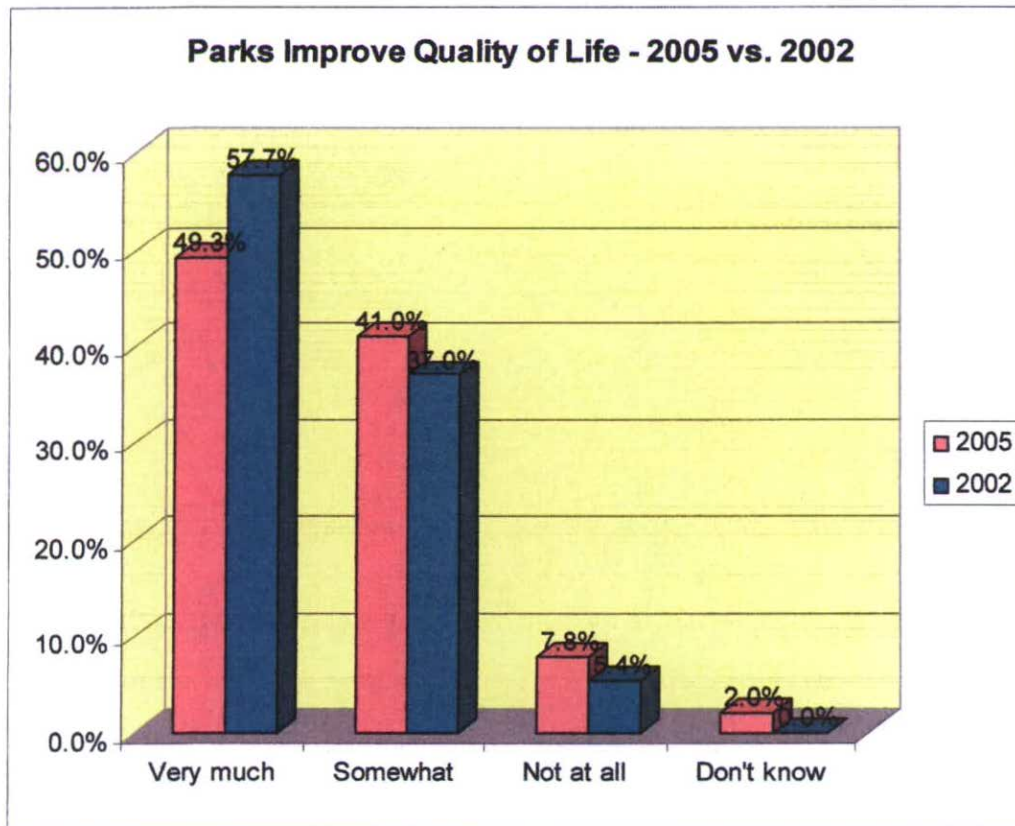
Q_8I. Are there any other information sources you might use? (probe)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Schools	15	3.8	3.8	3.8
	Senior Centers/Mailings	3	.8	.8	4.5
	Libraries	6	1.5	1.5	6.0
	Advertising at Park/Visit Park	14	3.5	3.5	9.5
	Pamphlets/Brochures	3	.8	.8	10.3
	Tourist Publications	1	.3	.3	10.5
	Newsletter	2	.5	.5	11.0
	Email	1	.3	.3	11.3
	Churches	2	.5	.5	11.8
	Chamber of Commerce	2	.5	.5	12.3
	Billboards	4	1.0	1.0	13.3
	Advertisement at Mall	1	.3	.3	13.5
	Skywriting	1	.3	.3	13.8
	None	342	85.5	85.5	99.3
	Don't Know/No Answer	3	.8	.8	100.0
	Total	400	100.0	100.0	

Q_9. How much do you think Clark County parks and recreation facilities in your community improve your quality of life?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Much	197	49.3	49.3	49.3
	Somewhat	164	41.0	41.0	90.3
	Not at all	31	7.8	7.8	98.0
	Don't Know	8	2.0	2.0	100.0
	Total	400	100.0	100.0	

*Aggregate improvement: 90.3%



PARKS IMPROVE QUALITY OF LIFE by FREQUENCY OF USE					
	Very much	Somewhat	Not at all	Don't know	Total
<i>Respondent</i>					
Frequent User	54.1%	41.1%	3.3%	1.6%	100%
Infrequent User	41.6%	40.9%	14.9%	2.6%	100%

Q_10. About how often have you or anyone in your household including children, participated in any recreation programs or classes that were sponsored by the Department of Parks and Recreation in the past year?

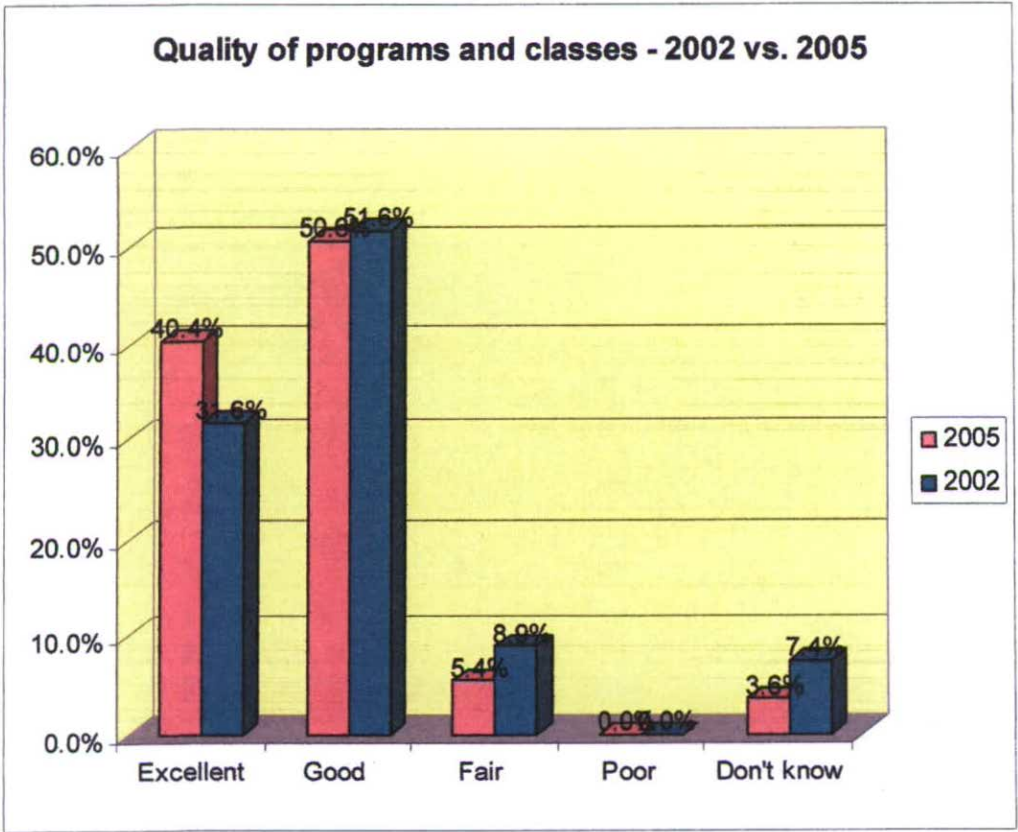
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a week or more	49	12.3	12.3	12.3
	Two or more times a month	19	4.8	4.8	17.0
	Once a month	19	4.8	4.8	21.8
	Six or seven times a year	21	5.3	5.3	27.0
	Less than six times a year	58	14.5	14.5	41.5
	Never	225	56.3	56.3	97.8
	Don't know	9	2.3	2.3	100.0
Total		400	100.0	100.0	

Q_10a. Overall, would you say that the quality of those programs or classes is excellent, good, fair, or poor?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	67	16.8	40.4	40.4
	Good	84	21.0	50.6	91.0
	Fair	9	2.3	5.4	96.4
	Don't Know	6	1.5	3.6	100.0
	Total	166	41.5	100.0	
Missing	System	234	58.5		
Total		400	100.0		

*Of those who did not answer "never" or "Don't know" to Q_10 (N=166).

**Aggregate positive rating: 91%



Q_11. About how often have you or anyone in your household including children, attended any concerts and/or special events that were sponsored by the department of parks and recreation in the past year?

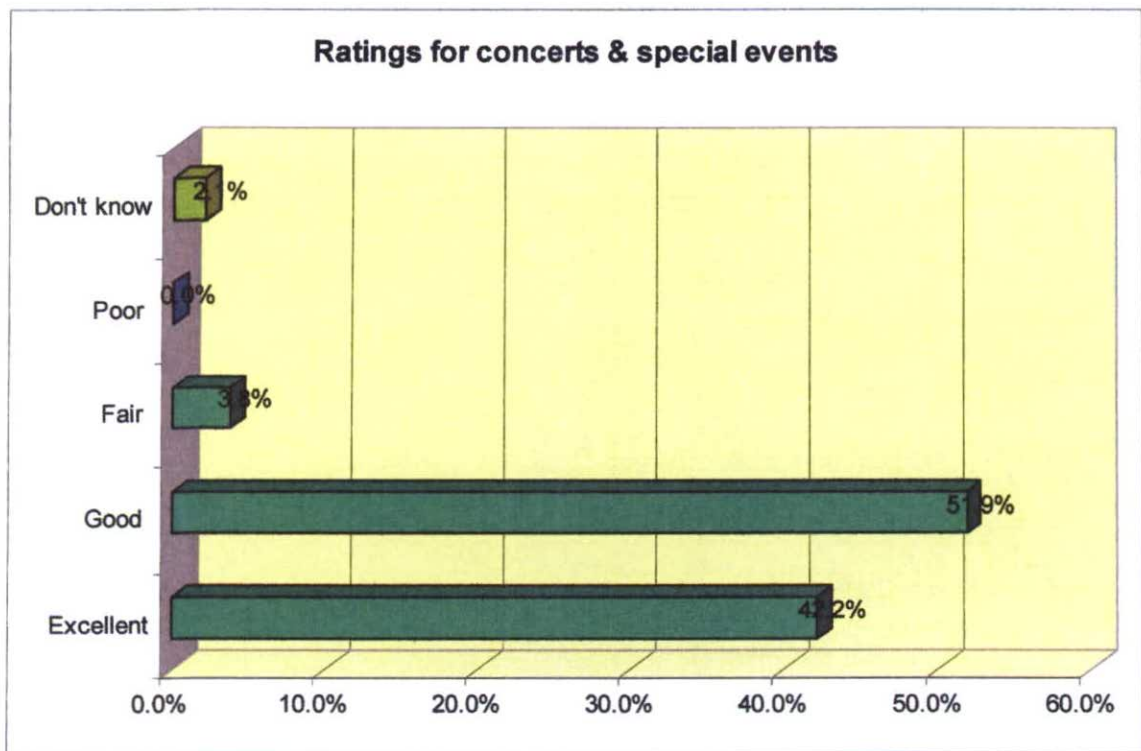
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	About once a month	25	6.3	6.3	6.3
	A few times a year	128	32.0	32.0	38.3
	Once a year	84	21.0	21.0	59.3
	Never	159	39.8	39.8	99.0
	Don't Know	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

Q_11a. Overall, would you say that the quality of those concerts or special events is excellent, good, fair, or poor?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	100	25.0	42.2	42.2
	Good	123	30.8	51.9	94.1
	Fair	9	2.3	3.8	97.9
	Don't Know	5	1.3	2.1	100.0
	Total	237	59.3	100.0	
Missing	System	163	40.8		
Total		400	100.0		

*Of those who did not answer "never" or "Don't know" to Q_11 (N=237).

**Aggregate positive rating: 94.1%



Q_12. We would like to know what, if anything, may prevent you from becoming more involved in Department of Parks & Recreation facilities. Are there any reasons you'd like to share with us?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too busy; don't have time	121	30.3	30.3	30.3
	work schedules don't permit	34	8.5	8.5	38.8
	Not in keeping with my religious beliefs	2	.5	.5	39.3
	Don't have the skills/don't like sports	2	.5	.5	39.8
	I don't have enough money for things like that	9	2.3	2.3	42.0
	People I know live too far away to go with me	4	1.0	1.0	43.0
	People I know don't have time to go with me	4	1.0	1.0	44.0
	People I know don't have enough money to go with me	1	.3	.3	44.3
	I don't have transportation to go	5	1.3	1.3	45.5
	The facilities are too crowded	9	2.3	2.3	47.8
	I don't know what is offered or available	30	7.5	7.5	55.3
	The program or facility locations are not convenient/too far	11	2.8	2.8	58.0
	I'm not interested in anything that is offered	8	2.0	2.0	60.0
	Health reasons/disabilities	30	7.5	7.5	67.5
	Other [Specify-See Q_12a]	22	5.5	5.5	73.0
	Nothing	95	23.8	23.8	96.8
	Don't know	7	1.8	1.8	98.5
	No Answer	6	1.5	1.5	100.0
	Total	400	100.0	100.0	

Q_12a. "Other" responses to Q_12:

- Safety/fear of crime (5)
- Age (4)
- Heat/weather (4)
- Uncomfortable around teenagers (1)
- Don't offer programs I want (2)
- Parking (1)
- Moving away from Clark County (1)
- Missing facilities (1)
- Other outlets for similar activities (2)
- Alcohol in the park (1)

Q_13. The next set of questions concern recreational and cultural services that might be expanded by the County in the future if additional funds become available. As I read this list of services, please tell me whether you think these types of services or improvements should be given a high, medium, or low priority on a scale of 1 to 5 for funding. It doesn't matter if you have used these services or not we simply want your opinion on prioritizing them.

**Expansion of Recreation and Cultural Services
Priority Rankings**

Rank	
1	Activities and programs for seniors
2	Teen scene/fun zones/youth programs
3	Construction of special facilities such as equestrian event centers or dog parks
4	Outdoor concerts, events, and festivals
5	Construction of more parks, playgrounds and picnic areas
6	Activities for pre-school children
7	Construction of more aquatic facilities, like swimming pools or spray parks
8	Construction of more walking, hiking, and biking trails
9	Construction of additional museums
10	Exercise or fitness programs
11	Construction of more athletic fields and outdoor sports courts
12	Computer skill classes
13	Outdoor recreation/adventure workshops
14	Field trips
15	Arts and crafts classes
16	Dance or music classes
17	Language classes
18	Martial arts instruction

Q_13a. EXERCISE OR FITNESS PROGRAMS:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	32	8.0	8.0	8.0
	2	29	7.3	7.3	15.3
	3	102	25.5	25.5	40.8
	4	70	17.5	17.5	58.3
	5	160	40.0	40.0	98.3
	Don't Know	6	1.5	1.5	99.8
	Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

*Mean Score: 3.76

**Series Rank: T-10/18

Q_13b. DANCE OR MUSIC CLASSES:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	47	11.8	11.8	11.8
	2	46	11.5	11.5	23.3
	3	120	30.0	30.0	53.3
	4	66	16.5	16.5	69.8
	5	109	27.3	27.3	97.0
	Don't Know	9	2.3	2.3	99.3
	Refused	3	.8	.8	100.0
	Total	400	100.0	100.0	

*Mean Score: 3.37
 **Series Rank: 16/18

Q_13c. COMPUTER SKILL CLASSES:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	34	8.5	8.5	8.5
	2	29	7.3	7.3	15.8
	3	97	24.3	24.3	40.0
	4	84	21.0	21.0	61.0
	5	142	35.5	35.5	96.5
	Don't Know	13	3.3	3.3	99.8
	Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

*Mean Score: 3.70
 **Series Rank: 12/18

Q_13d. LANGUAGE CLASSES:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	65	16.3	16.3	16.3
	2	46	11.5	11.5	27.8
	3	94	23.5	23.5	51.3
	4	78	19.5	19.5	70.8
	5	105	26.3	26.3	97.0
	Don't Know	10	2.5	2.5	99.5
	Refused	2	.5	.5	100.0
	Total	400	100.0	100.0	

*Mean Score: 3.29
 **Series Rank: 17/18

Q_13e. ARTS & CRAFTS CLASSES:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	44	11.0	11.0	11.0
	2	49	12.3	12.3	23.3
	3	111	27.8	27.8	51.0
	4	92	23.0	23.0	74.0
	5	99	24.8	24.8	98.8
	Don't Know	5	1.3	1.3	100.0
	Total	400	100.0	100.0	

*Mean Score: 3.39

**Series Rank: 15/18

Q_13f. MARTIAL ARTS INSTRUCTIONS:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	73	18.3	18.3	18.3
	2	75	18.8	18.8	37.0
	3	105	26.3	26.3	63.3
	4	64	16.0	16.0	79.3
	5	71	17.8	17.8	97.0
	Don't Know	12	3.0	3.0	100.0
	Total	400	100.0	100.0	

*Mean Score: 2.96

**Series Rank: 18/18

Q_13g. ACTIVITIES FOR PRE-SCHOOL CHILDREN:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	31	7.8	7.8	7.8
	2	24	6.0	6.0	13.8
	3	48	12.0	12.0	25.8
	4	82	20.5	20.5	46.3
	5	205	51.3	51.3	97.5
	Don't Know	9	2.3	2.3	99.8
	Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

*Mean Score: 4.04

**Series Rank: 6/18

Q_13h. TEEN SCENE/FUN ZONES/YOUTH PROGRAMS:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	4.8	4.8	4.8
	2	13	3.3	3.3	8.0
	3	44	11.0	11.0	19.0
	4	88	22.0	22.0	41.0
	5	226	56.5	56.5	97.5
	Don't Know	9	2.3	2.3	99.8
	Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

*Mean Score: 4.25

**Series Rank: 2/18

Q_13i. ACTIVITIES AND PROGRAMS FOR SENIORS:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	3.5	3.5	3.5
	2	16	4.0	4.0	7.5
	3	42	10.5	10.5	18.0
	4	93	23.3	23.3	41.3
	5	233	58.3	58.3	99.5
	Don't Know	2	.5	.5	100.0
	Total	400	100.0	100.0	

*Mean Score: 4.29

**Series Rank: 1/18

Q_13j. OUTDOOR RECREATION/ADVENTURE WORKSHOPS:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	30	7.5	7.5	7.5
	2	40	10.0	10.0	17.5
	3	124	31.0	31.0	48.5
	4	85	21.3	21.3	69.8
	5	107	26.8	26.8	96.5
	Don't Know	14	3.5	3.5	100.0
	Total	400	100.0	100.0	

*Mean Score: 3.52

**Series Rank: 13/18

Q_13k. FIELD TRIPS:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	45	11.3	11.3	11.3
	2	37	9.3	9.3	20.5
	3	113	28.3	28.3	48.8
	4	78	19.5	19.5	68.3
	5	116	29.0	29.0	97.3
	Don't Know	11	2.8	2.8	100.0
	Total	400	100.0	100.0	

*Mean Score: 3.47

**Series Rank: 14/18

Q_13l. OUTDOOR CONCERTS, EVENTS, AND FESTIVALS:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	3.5	3.5	3.5
	2	20	5.0	5.0	8.5
	3	68	17.0	17.0	25.5
	4	98	24.5	24.5	50.0
	5	197	49.3	49.3	99.3
	Don't Know	3	.8	.8	100.0
	Total	400	100.0	100.0	

*Mean Score: 4.12

**Series Rank: 4/18

Q_13m. CONSTRUCTION OF MORE WALKING, HIKING, AND BIKING TRAILS:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	28	7.0	7.0	7.0
	2	34	8.5	8.5	15.5
	3	62	15.5	15.5	31.0
	4	82	20.5	20.5	51.5
	5	190	47.5	47.5	99.0
	Don't Know	3	.8	.8	99.8
	Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

*Mean Score: 3.94

**Series Rank: 8/18

Q_13n. CONSTRUCTION OF MORE PARKS, PLAYGROUNDS AND PICNIC AREAS:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	4.8	4.8	4.8
	2	25	6.3	6.3	11.0
	3	62	15.5	15.5	26.5
	4	82	20.5	20.5	47.0
	5	207	51.8	51.8	98.8
	Don't Know	4	1.0	1.0	99.8
	Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

*Mean Score: 4.10

**Series Rank: 5/18

Q_13o. CONSTRUCTION OF MORE ATHLETIC FIELDS AND OUTDOOR SPORTS COURTS:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	27	6.8	6.8	6.8
	2	31	7.8	7.8	14.5
	3	91	22.8	22.8	37.3
	4	102	25.5	25.5	62.8
	5	140	35.0	35.0	97.8
	Don't Know	7	1.8	1.8	99.5
	Refused	2	.5	.5	100.0
	Total	400	100.0	100.0	

*Mean Score: 3.76

**Series Rank: T-11/18

Q_13p. CONSTRUCTION OF MORE AQUATIC FACILITIES, LIKE SWIMMING POOLS AND SPRAY PARKS:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	4.8	4.8	4.8
	2	26	6.5	6.5	11.3
	3	72	18.0	18.0	29.3
	4	95	23.8	23.8	53.0
	5	182	45.5	45.5	98.5
	Don't Know	5	1.3	1.3	99.8
	Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

*Mean Score: 4.00

**Series Rank: 7/18

13q. CONSTRUCTION OF SPECIAL FACILITIES SUCH AS EQUESTRIAN EVENT CENTERS OR DOG PARKS:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	2.8	2.8	2.8
	2	20	5.0	5.0	7.8
	3	66	16.5	16.6	24.4
	4	99	24.8	24.9	49.2
	5	202	50.5	50.8	100.0
	Total	398	99.5	100.0	
Missing	Don't Know	2	.5		
Total		400	100.0		

*Mean Score: 4.00

**Series Rank: 3/18

Q_13r. CONSTRUCTION OF ADDITIONAL MUSEUMS:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	28	7.0	7.0	7.0
	2	36	9.0	9.0	16.0
	3	94	23.5	23.5	39.5
	4	69	17.3	17.3	56.8
	5	161	40.3	40.3	97.0
	Don't Know	11	2.8	2.8	99.8
	Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

*Mean Score: 3.77

**Series Rank: 9/18

Q_13s. Are there any other programs or facilities that you would like to see added or expanded?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Zoo	4	1.0	1.0	1.0
	Specific Clubs/Sports	7	1.8	1.8	2.8
	Winter Activities	3	.8	.8	3.5
	Skate Facilities	3	.8	.8	4.3
	Shelters/Indoor Facilities	5	1.3	1.3	5.5
	Facilities for Seniors	10	2.5	2.5	8.0
	After School Programs	3	.8	.8	8.8
	Internet	2	.5	.5	9.3
	Programs for People with Disabilities	3	.8	.8	10.0
	Better Museums	6	1.5	1.5	11.5
	Fitness/Nutrition	4	1.0	1.0	12.5
	Increased Security	4	1.0	1.0	13.5
	Golf Courses	2	.5	.5	14.0
	Parks in Wooded Areas/Trees	4	1.0	1.0	15.0
	Pro Sports Arena	2	.5	.5	15.5
	Small Neighborhood Parks	2	.5	.5	16.0
	Religious Programs	1	.3	.3	16.3
	More Information about Events	2	.5	.5	16.8
	Free Programs	1	.3	.3	17.0
	Transportation	1	.3	.3	17.3
	Expand Existing Facilities	4	1.0	1.0	18.3
	Libraries	4	1.0	1.0	19.3
	Homeless Service	1	.3	.3	19.5
	Expanded Aviation Areas	1	.3	.3	19.8
	Classic Car Events	1	.3	.3	20.0
	Child Care	1	.3	.3	20.3
	Firearms Range	2	.5	.5	20.8
	Gay Awareness Classes	1	.3	.3	21.0
	Maintenance	2	.5	.5	21.5
	None/Don't Know	314	78.5	78.5	100.0
Total	400	100.0	100.0		

Q_14. I would like to ask your opinion about issues that will direct future decisions by the Department of Parks & Recreation. As I read the statements, please tell me whether you strongly agree, agree, disagree or strongly disagree with them.

Q_14a. "The Department should continue to offer youth programs such as after school recreation and school summer break programs."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	218	54.5	54.5	54.5
	Agree	130	32.5	32.5	87.0
	Disagree	31	7.8	7.8	94.8
	Strongly Disagree	12	3.0	3.0	97.8
	Don't Know	8	2.0	2.0	99.8
	No Answer/Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

*Aggregate agreement: 87%

Q_14b. "The Department should charge fees for programs based on a sliding scale according to a resident's ability to pay and income level"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	104	26.0	26.0	26.0
	Agree	168	42.0	42.0	68.0
	Disagree	84	21.0	21.0	89.0
	Strongly Disagree	29	7.3	7.3	96.3
	Don't Know	14	3.5	3.5	99.8
	No Answer/Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

*Aggregate agreement: 68%

Q_14c. "The Department should consider public/private projects such as allowing private business to locate in County parks in order to finance other parks and recreation services"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	58	14.5	14.5	14.5
	Agree	143	35.8	35.8	50.3
	Disagree	114	28.5	28.5	78.8
	Strongly Disagree	51	12.8	12.8	91.5
	Don't Know	32	8.0	8.0	99.5
	No Answer/Refused	2	.5	.5	100.0
	Total	400	100.0	100.0	

*Aggregate agreement: 50.3%

Q_14d. "I would be willing to pay higher property taxes to fund new parks, recreation, cultural facilities and open space conservation areas"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	45	11.3	11.3	11.3
	Agree	161	40.3	40.3	51.5
	Disagree	103	25.8	25.8	77.3
	Strongly Disagree	71	17.8	17.8	95.0
	Don't Know	16	4.0	4.0	99.0
	No Answer/Refused	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

*Aggregate agreement: 51.5%

Q_14e. "I am willing to pay a higher fee for Parks & Recreation Dept. sponsored programs."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	55	13.8	13.8	13.8
	Agree	197	49.3	49.3	63.0
	Disagree	88	22.0	22.0	85.0
	Strongly Disagree	47	11.8	11.8	96.8
	Don't Know	11	2.8	2.8	99.5
	No Answer/Refused	2	.5	.5	100.0
	Total	400	100.0	100.0	

*Aggregate agreement: 63%

Q_14f. "I would like the option to register for Parks & Recreation Dept. classes online through the Internet if offered."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	123	30.8	30.8	30.8
	Agree	184	46.0	46.0	76.8
	Disagree	56	14.0	14.0	90.8
	Strongly Disagree	12	3.0	3.0	93.8
	Don't Know	20	5.0	5.0	98.8
	No Answer/Refused	5	1.3	1.3	100.0
	Total	400	100.0	100.0	

*Aggregate agreement: 76.8%

Q_14g. "I think it is important for the Parks & Recreation Dept. to be nationally accredited for quality standards."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	80	20.0	27.6	27.6
	Agree	148	37.0	51.0	78.6
	Disagree	31	7.8	10.7	89.3
	Strongly Disagree	4	1.0	1.4	90.7
	Don't Know	24	6.0	8.3	99.0
	No Answer/Refused	3	.8	1.0	100.0
	Total	290	72.5	100.0	
Missing	System	110	27.5		
Total		400	100.0		

*Aggregate agreement: 78.6%

3. RESPONDENT DEMOGRAPHICS

Commission District	Number of Respondents	Percentage of Sample
A	73	18.3
B	57	14.3
C	60	15.0
D	45	11.3
E	49	12.3
F	60	15.0
G	56	14.0
Total	400	100%

Q_15. Respondent Age in Group: (cohorts)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	61	15.3	15.4	15.4
	30-39	77	19.3	19.4	34.8
	40-49	79	19.8	19.9	54.7
	50-59	70	17.5	17.6	72.3
	60-69	51	12.8	12.8	85.1
	70+	59	14.8	14.9	100.0
	Total	397	99.3	100.0	
Missing	System	3	.8		
Total		400	100.0		

Q_16. What racial/ethnic category would you say best describes you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Caucasian/White	285	71.3	71.3	71.3
	Black/African American	24	6.0	6.0	77.3
	Hispanic or Latino(a)	49	12.3	12.3	89.5
	Asian American	17	4.3	4.3	93.8
	Native American/American Indian	10	2.5	2.5	96.3
	Pacific Islander	7	1.8	1.8	98.0
	Don't Know	2	.5	.5	98.5
	No Answer/Refused	6	1.5	1.5	100.0
	Total	400	100.0	100.0	

Q_17. Are you currently...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed full-time	189	47.3	47.3	47.3
	Employed part-time	30	7.5	7.5	54.8
	Self-employed	26	6.5	6.5	61.3
	Not employed/student	27	6.8	6.8	68.0
	Retired	89	22.3	22.3	90.3
	Other	4	1.0	1.0	91.3
	Full Time Parent/Homemaker	24	6.0	6.0	97.3
	Disabled	6	1.5	1.5	98.8
	Unemployed- Job Seeking	1	.3	.3	99.0
	No Answer/Refused	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

Q_18. What is your current marital/relationship status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married or committed relationship	245	61.3	61.3	61.3
	Single/separated/divorced	113	28.3	28.3	89.5
	Widowed	39	9.8	9.8	99.3
	Don't Know [Do Not Read]	1	.3	.3	99.5
	No Answer/Refused [Do Not Read]	2	.5	.5	100.0
	Total	400	100.0	100.0	

Q_19. Counting yourself, how many people are currently living in your home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	52	13.0	13.3	13.3
	2	115	28.8	29.5	42.8
	3	71	17.8	18.2	61.0
	4	83	20.8	21.3	82.3
	5	47	11.8	12.1	94.4
	6	10	2.5	2.6	96.9
	7	9	2.3	2.3	99.2
	8	3	.8	.8	100.0
	Total	390	97.5	100.0	
Missing	98	10	2.5		
Total	400	100.0			

Q_20a. What are the ages of the other people in your household--- Are there any children under age 18?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	186	46.5	46.5	46.5
	No	200	50.0	50.0	96.5
	No answer/Refused	14	3.5	3.5	100.0
	Total	400	100.0	100.0	

Q_20b. What are the ages of the other people in your household---Are there any persons age 55 and over?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	148	37.0	37.0	37.0
	No	242	60.5	60.5	97.5
	No Answer/Refused	10	2.5	2.5	100.0
	Total	400	100.0	100.0	

Q_21. What is the highest level of education you have completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Some high school	48	12.0	12.0	12.0
	High school/trade school graduate	64	16.0	16.0	28.0
	Some college	105	26.3	26.3	54.3
	2 year college degree	23	5.8	5.8	60.0
	4 year college degree	86	21.5	21.5	81.5
	Post graduate/professional study	16	4.0	4.0	85.5
	Post graduate/professional degree	54	13.5	13.5	99.0
	Don't Know	1	.3	.3	99.3
	No Answer/Refused	3	.8	.8	100.0
	Total	400	100.0	100.0	

Q_22. Please tell me which category best describes your total annual household income:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$15,000	17	4.3	4.3	4.3
	\$15,000 - <\$25,000	29	7.3	7.3	11.5
	\$25,000 - <\$50,000	86	21.5	21.5	33.0
	\$50,000 - \$75,000	75	18.8	18.8	51.8
	\$75,000 - <\$100,000	55	13.8	13.8	65.5
	\$100,000 or more	41	10.3	10.3	75.8
	No Answer/Refused	97	24.3	24.3	100.0
	Total	400	100.0	100.0	

Q_23. Gender Observation:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	171	42.8	42.8	42.8
	Female	229	57.3	57.3	100.0
	Total	400	100.0	100.0	

Respondent Zip Code:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	80129	1	.3	.3	.3
	89001	1	.3	.3	.5
	89005	1	.3	.3	.8
	89012	2	.5	.5	1.3
	89014	12	3.0	3.0	4.3
	89015	11	2.8	2.8	7.0
	89016	1	.3	.3	7.3
	89030	7	1.8	1.8	9.0
	89031	17	4.3	4.3	13.3
	89032	13	3.3	3.3	16.5
	89052	1	.3	.3	16.8
	89074	10	2.5	2.5	19.3
	89081	2	.5	.5	19.8
	89084	1	.3	.3	20.0
	89101	2	.5	.5	20.5
	89102	9	2.3	2.3	22.8
	89103	11	2.8	2.8	25.5
	89104	10	2.5	2.5	28.0

89105	1	.3	.3	28.3
89106	4	1.0	1.0	29.3
89107	3	.8	.8	30.0
89108	16	4.0	4.0	34.0
89109	4	1.0	1.0	35.0
89110	19	4.8	4.8	39.8
89111	1	.3	.3	40.0
89113	2	.5	.5	40.5
89115	11	2.8	2.8	43.3
89117	22	5.5	5.5	48.8
89118	4	1.0	1.0	49.8
89119	6	1.5	1.5	51.3
89120	3	.8	.8	52.0
89121	35	8.8	8.8	60.8
89122	9	2.3	2.3	63.0
89123	8	2.0	2.0	65.0
89128	11	2.8	2.8	67.8
89129	10	2.5	2.5	70.3
89130	2	.5	.5	70.8
89131	9	2.3	2.3	73.0
89133	1	.3	.3	73.3
89134	4	1.0	1.0	74.3
89135	7	1.8	1.8	76.0
89141	3	.8	.8	76.8
89142	7	1.8	1.8	78.5
89143	1	.3	.3	78.8
89144	4	1.0	1.0	79.8
89145	8	2.0	2.0	81.8
89146	4	1.0	1.0	82.8
89147	25	6.3	6.3	89.0
89148	8	2.0	2.0	91.0
89149	9	2.3	2.3	93.3
89156	15	3.8	3.8	97.0
89198	1	.3	.3	97.3
89301	1	.3	.3	97.5
Don't Know/Refused	10	2.5	2.5	100.0
Total	400	100.0	100.0	

4. METHODOLOGY

Downey Research Associates was contracted by the Clark County Department of Parks and Recreation to conduct a study of the opinions and perceptions of Clark County residents with regard to parks and recreation facilities. The 400 telephone surveys were conducted at Strategic Surveys research facilities in two sessions: September 14, 2005 through September 20, 2005, and September 29, 2005 through October 1, 2005. This survey follows up a similar telephone study conducted by Downey Research Associates in December 2002. The following pages outline specific methodological procedures for this survey.

1. Sample Selection and Calling Procedures

A total sample of 400 surveys was procured from a sampling frame of 11,000 unique, potential respondents obtained from Passkey Systems of Las Vegas. The sampling frame was segmented by each of the seven commission districts in Clark County, Nevada. The average interview length per complete was approximately 17 minutes. Interviews were facilitated by In2View CATI technology, allowing interviewers to directly enter data into databases for analysis. Strategic Surveys' supervisory staff verified calls. Interviewers attempted to reach potential respondents a maximum of five times per record.

Table 1. Final Call Dispositions

Disposition	Count
Complete	400
Initial Refusal	1715
Mid-Terminate	7
Busy	85
Answering Machine	390
Continuous Ring	180
Not In Service	686
Business	220
Fax Machine	207
Cell Phone	10
Language Problem	115
Does Not Go To Clark County Parks	663
Not Qualified (Other Reasons)	203
Suing CC Parks	1
Requested Call Back	226
Total Calls	5108

2. Survey Instrument

Nancy Downey, in consultation with Clark County Department of Parks and Recreation, constructed a data-capture instrument. The instrument included 23 questions, many of which had multiple parts or follow up probes depending on initial responses. The instrument allowed the capture of verbatim responses to issues such as perceptions of safety, suggested improvements, and complaints about parks and facilities rated by respondents as “fair” or “poor.” Respondents were asked eight descriptive or demographic questions and a gender observation was recorded by the telephone interviewer. The collection of descriptive information provides for the delineation of respondent data among identifiable subgroups within the general population.

3. Respondent Screening

A series of screening variables were asked to ensure that the study included only respondents who, due to exposure and experience, were able offer opinions about Clark County Parks and Recreation facilities. Eligible respondents were required to be residents of unincorporated Clark County, at least 18 years of age, and must have visited a Clark County park or recreation facility during the past year. Interviews were politely terminated in such cases where respondents were not qualified or were ineligible to take the survey. Table 2 outlines explanations provided by 145 potential respondents for not attending Clark County parks and recreation facilities.

In some cases, respondents believed they had visited Clark County parks, when in reality they attended parks maintained by other jurisdictions such as the City of Las Vegas, or the State of Nevada. Responses for these interviews were recorded during the first session of data collection, September 14 through 20, 2005, (See Appendix). This warranted a second field session in order to ensure data of the utmost utility were procured. During the follow-up field session (September 29 through October 1, 2005) respondents who reported they visited only parks which were maintained by agencies other than Clark County Department of Parks and Recreation were politely screened out.

Table 2. Reasons Given for Not Visiting Clark County Parks and Recreation Facilities.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lack of Time	37	25.5	25.5	25.5
	Mobility Issues	9	6.2	6.2	31.7
	Age/Senior Status	16	11.0	11.0	42.8
	Health/Medical Reasons	8	5.5	5.5	48.3
	New to the Area	5	3.4	3.4	51.7
	Other Source of Similar Services	16	11.0	11.0	62.8
	Does Not Enjoy Parks/Activities	16	11.0	11.0	73.8
	No Company/Companion	12	8.3	8.3	82.1
	Heat/Weather	2	1.4	1.4	83.4
	No Reason	24	16.6	16.6	100.0
	Total	145	100.0	100.0	

4. Survey Administration

The survey was administered at Strategic Surveys' on-site research facility, located at 7930 W. Sahara Blvd, by a staff of 28 highly trained telephone interviewers. Interviews were conducted in the afternoon and evening hours of September 14 through September 20, 2005 and September 29 through October 1, 2005. Interviewers were supervised by Jason Gray (B.A. Boston University) and Amanda Dean (M.A. Grand Valley State University) of Strategic Surveys in consultation with Nancy Downey (M.A. University of Nevada, Las Vegas) of Downey Research Associates.

5. Computer Data Management

Survey response data were entered directly into electronic format via In2View technology which exports directly into SPSS (Statistical Package for the Social Sciences) for data analysis. Open-ended variables were subsequently post-coded in order to identify response patterns. Analysis was conducted by Nancy Downey and Amanda Dean. Results were compared to those of the 2002 Clark County Department of Parks and Recreation Survey as completed by Downey Research Associates.

6. Generalizations Regarding Park Usage

Although the intent of this survey was not to find the percentage of Clark County residents who use parks and related services, we were able to make some basic generalizations about the population group under study with regard to park usage. Since a total of 1063 persons spoke with interviewers during this survey period, an attempt was made to determine which kinds of parks were used (County vs. City/other) and the reasons why residents said they did not visit any parks. The following table outlines the percentages related to various categories of survey responses and indicates that approximately half (49.9%) of residents contacted visited some type of park during the past year, with 37.6% visiting parks under the jurisdiction of the Clark County Parks and Recreation Department. It should be noted that this may or may not be an accurate representation of all residents of Unincorporated Clark County since the survey questionnaire and sampling techniques were not originally designed to capture these types of data. This secondary analysis was completed at the request of the client after the main survey report was completed. It is recommended that future surveys include this information within the stated goals and that a target sample size of 1,000 be used in order to more accurately capture this data and facilitate generalizations to the larger population.

Survey Responses	Frequency	% of Total
Visited Clark County Parks during the past year and completed survey	400	37.6%
Visited City or other Parks during the past year and answered limited questions	130	12.3%
Did not visit any parks – declined to participate in survey but gave brief reason for not visiting parks	145	13.6%
Did not visit any parks in past year – not eligible to participate in survey	388	36.5%
<i>Total number of persons contacted who gave any survey responses</i>	1063	100%

APPENDIX

In session 1 of the data collection process, certain respondents who were not eligible for survey participation due to screening questions and survey parameters were asked a series of questions for comparison purposes. A total of 130 persons contacted indicated they frequented parks or facilities other than Clark County Park and Recreation parks and facilities. Although their responses were not included in the main report, some questions were tracked for comparison purposes only. These respondents typically rated the condition/quality of the City parks or others they visited similarly to Clark County park visitors and felt safe in the parks a little bit more often. When asked how much the parks in their communities improved their quality of life, they had the same opinions as those who used the Clark County parks and facilities.

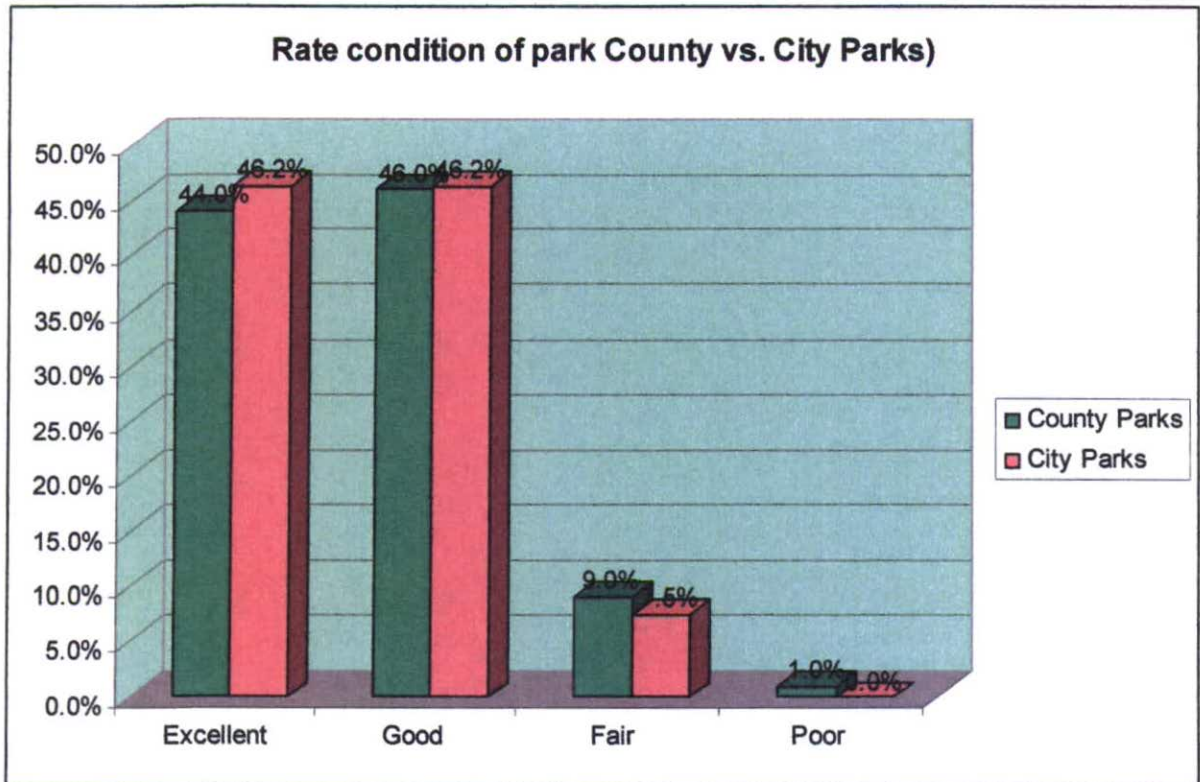
Appendix: Table 1 - Non-Clark County Parks and Frequency of Mention

Acacia	1	Harmon and Sandhill	1
Alexander and Craig	1	Hill Park	1
Aliante	3	Horizon Drive and 95	1
All American Park	1	Lorenzi Park	11
An San Park	1	Mission Hills	1
Angel Park	1	Northridge and Utah	1
Anthem Sun City	1	O'Callaghan	1
Arroyo Grande	2	Oxford Park	1
Avery Discovery Park	1	Paseo Verde/Valle Verde	1
Azure Park	1	Radick and Owens	1
Black Mountain Recreational Area	2	Rafael Rivera Park	1
Bob Baskin Park	1	Rampart and Vegas	1
Boca Park	1	Red Farm and Buffalo	2
Bonanza Park	1	Rodeo Par	1
Boulder City Parks	1	Royal Grande	1
Boys and Girls Clubs	1	Sammy Davis Park	1
Bruce Kent Park	1	Seastrand Park	2
Buffalo and Washington	2	Several City parks	1
Bunker Park	2	South Vallejo	1
Cambridge Park	1	Steward Park	1
Centennial Park	3	Stewart Park	1
Children's Memorial Park	2	Tule Springs Park	1
City View Park	1	Tom Spring	1
Crossing Park	1	Trail Canyon	1
Donald Romero Park	1	Trails Park	2
Durango & Lone Mountain	1	Twin Lakes & Washington	1
Durango and Ann Road	2	Valley of Fire	1
Durango and Warm Springs	1	Vista South	1
Firefighters Park	3	Wildwood Park	1
Fox Ridge Park	1	Woofer Park	2
Freedom Park	8	Unsure of City or other park name	35
		<i>Total number of respondents</i>	130

Appendix: Table 2 – Ratings for Non-Clark County Parks

How would you rate the condition of this park that you visit most often?

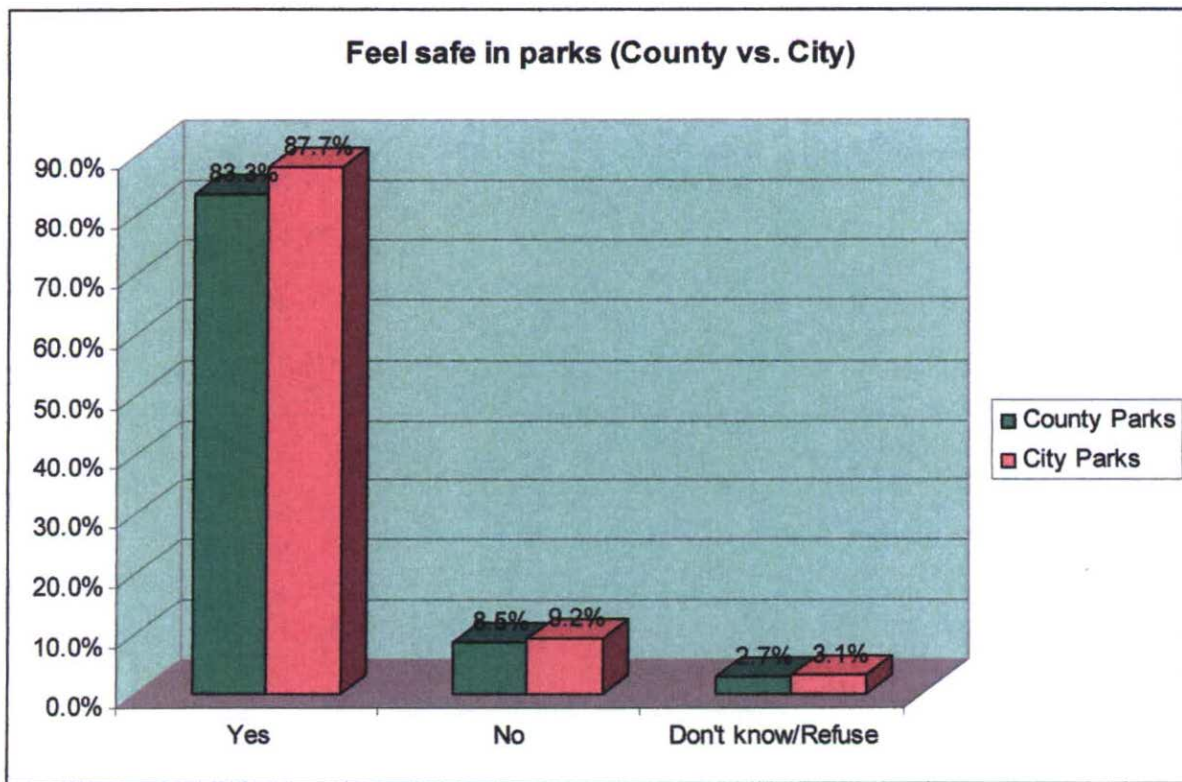
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	43	33.1	46.2	46.2
	Good	43	33.1	46.2	92.5
	Fair	7	5.4	7.5	100.0
	Total	93	71.5	100.0	
Missing	System	37	28.5		
Total		130	100.0		



Appendix: Table 3 – Feelings of Safety for Non-Clark County Parks Visitors

Do you feel safe when visiting other parks and facilities?

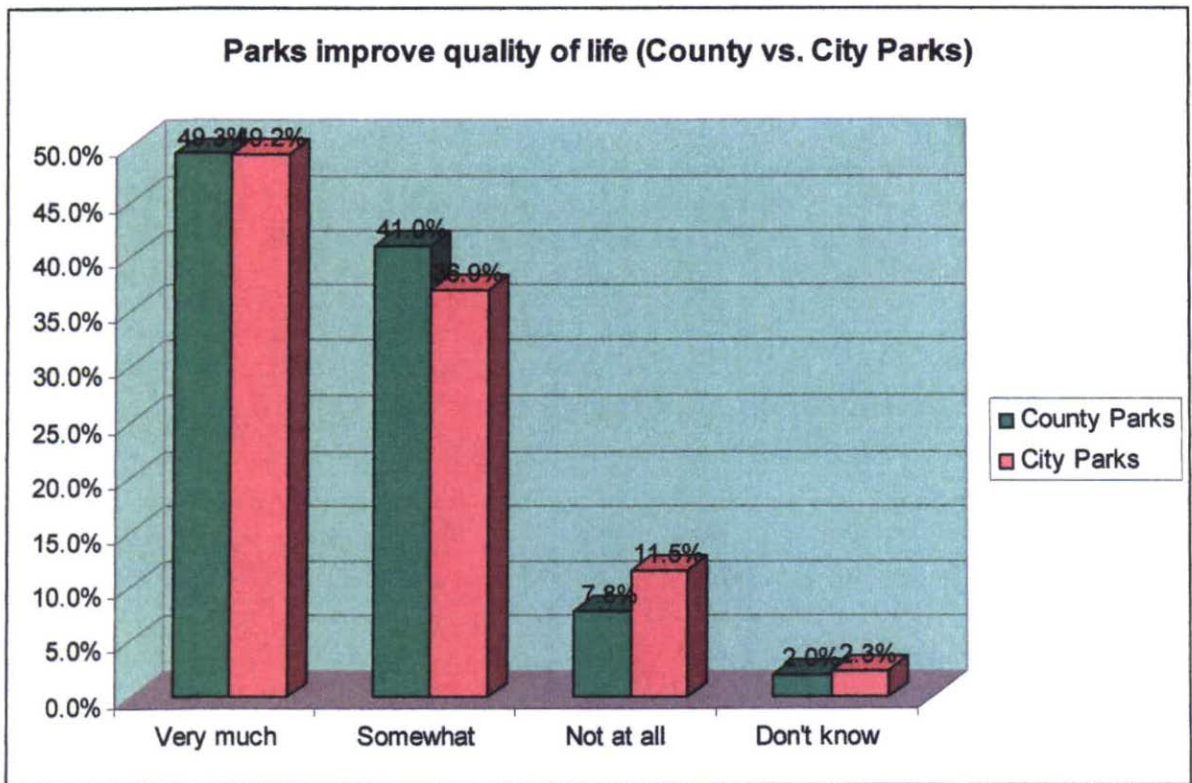
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	114	87.7	87.7	87.7
	No	12	9.2	9.2	96.9
	Don't Know	4	3.1	3.1	100.0
Total		130	100.0	100.0	

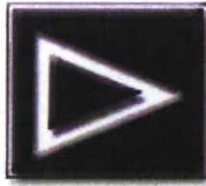


Appendix: Table 4 – Improve Quality of Life for Non-Clark County Parks Visitors

How much do you think parks and recreation facilities in your community improve your quality of life?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Much	64	49.2	49.2	49.2
	Somewhat	48	36.9	36.9	86.2
	Not at all	15	11.5	11.5	97.7
	Don't Know	3	2.3	2.3	100.0
	Total	130	100.0	100.0	





DOWNEY RESEARCH ASSOCIATES is a social and marketing research company based in Clark County, Nevada since 1991. The business is solely owned and operated by Nancy Lee Downey, who received a master of arts degree in Sociology from the University of Nevada, Las Vegas. She is an adjunct faculty member in the Sociology Department and the Women's Studies Department of UNLV. She has also taught at the Community College of Southern Nevada and serves as a survey research consultant for the Howard W. Cannon Center for Survey Research at UNLV. The company has completed numerous projects in a variety of areas over the past fifteen years, including telephone-based studies and focus groups on advertising awareness, customer satisfaction, risk assessment, legal issues, and criminal justice surveys, as well as corporate, county and state agency program evaluations.

Any questions regarding this research project, methodology, or summarized results should be directed to:

Nancy L. Downey, M.A.
DOWNEY RESEARCH ASSOCIATES
P. O. Box 19136 ♦ Las Vegas, NV 89132
(702) 736-7400 Fax (702) 736-7662

For more information about our company, please visit our web site at:

www.downeyresearch.com

- g. Internet
- h. Direct mail to your home
- i. Poster or flyer
- j. Cable Channel 4
- k. Direct phone call to Parks/Recreation Dept./phone book
- l. Are there any other sources that you might use? _____

9. How much do you think Clark County parks and recreation facilities in your community improve your quality of life? Would you say...

- 1 – Very much
- 2 – Somewhat
- 3 – Not at all 8 – DK 9 – Ref

10. About how often have you or anyone in your household including children, participated in any recreation programs or classes that were sponsored by the Department of Parks & Recreation in the past year? (These include such things as swim lessons, dance or crafts classes, Rec Trek, teen programs etc.)

- 1 – More than once a week
- 2 – Two or more times a month
- 3 – Once a month
- 4 – Six or seven times a year
- 5 – Less than six times a year
- 6 - Never >>>>>>>>>>>>>>>Skip to Q11
- 8 – DK 9 – Ref >>>>>>>>>>>>>>>Skip to Q11

10a. Overall, would you say that the quality of those programs or classes is excellent, good, fair, or poor?

- 1 – Excellent
- 2 – Good
- 3 – Fair
- 4 – Poor 8 – DK 9 - Ref

11. About how often have you or anyone in your household including children, attended any concerts and/or special events that were sponsored by the Department of Parks & Recreation in the past year? (These include such things as Govt. Center concerts, festivals, plays, etc.)

- 1 – About once a month
- 2 – A few times per year
- 3 – Once a year
- 4 – Never >>>>>>>>>>>>>>>Skip to Q12
- 8 – DK 9 – Ref >>>>>>>>>>>>>>>Skip to Q12

11a. Overall, would you say that the quality of those concerts or special events is excellent, good, fair, or poor?

- 1 – Excellent
- 2 – Good
- 3 – Fair
- 4 – Poor 8 – DK 9 - Ref

12. We would like to know what, if anything, may prevent you from becoming more involved in Department of Parks & Recreation activities or programs. Are there any reasons you'd like to share with us?

[INTERVIEWER: The following are some possible reasons – **DO NOT READ** them – only circle the response if it fits what the person states. Only write in the reasons if they do not fit in any general categories; select **ONE** main reason.]

- 1 – Too busy; don't have time
- 2 – work schedules don't permit
- 3 – not in keeping with my religious beliefs
- 4 – don't have the skills/don't like sports
- 5 – I don't have enough money for things like that
- 6 – people I know live too far away to go with me
- 7 – people I know don't have time to go with me
- 8 – people I know don't have enough money to go with me
- 9 – I don't have transportation to go

- 10 – the facilities are too crowded
 - 11 – I don't know what is offered or available
 - 12 – the program or facility locations are not convenient/too far away
 - 13 – I'm not interested in anything that is offered
 - 14 – Health reasons/disabilities
 - 15 - Other – specify: _____
- 00 - Nothing 88 – Don't know 99 – Refuse

The next set of questions concern recreational and cultural services that may be expanded by the County in the future. As I read this list of services, please tell me whether you think these types of services or improvements should be given a high priority, medium priority, or low priority for funding. It doesn't matter if you ever used these services, we simply want your opinion on prioritizing them, and if you don't know, you can tell me that too.

13. What about _____ (insert item here) _____? On a scale of 1-5, should they be a high priority (#5) medium priority (#3) or low priority (#1) for more funding? [REPEAT SCALE AS NEEDED]

- a. Exercise or fitness programs
- b. Dance or music classes
- c. Computer skill classes
- d. Language classes
- e. Arts and crafts classes
- f. Martial arts instruction
- g. Activities for pre-school children
- h Teen scene/fun zones/youth programs
- i. Activities and programs for seniors
- j. Outdoor recreation/adventure workshops
- k. Field trips
- l. Outdoor concerts, events, and festivals
- m. Construction of more walking, hiking, and biking trails
- n. Construction of more parks, playgrounds and picnic areas
- o. Construction of more athletic fields and outdoor sports courts
- p. Construction of more aquatic facilities, like swimming pools or spray parks
- q. Construction of special facilities such as equestrian event centers or dog parks
- r. Construction of additional museums
- s. Are there any other programs or facilities that you would like to see added or expanded?

14. Next I'd like to ask your opinion about issues that will direct future decisions by the Department of Parks & Recreation. As I read the statements, please tell me whether you strongly agree, agree, disagree or strongly disagree with them.

a. The Department should continue to offer youth programs such as after school recreation and school summer break programs.

- 1 – Strongly agree 3 – Disagree
- 2 – Agree 4 – Strongly Disagree 8 – DK 9 – Ref

b. The Department should charge fees for programs based on a sliding scale according to a resident's ability to pay and income level. *[same response categories]*

c. The Department should consider public/private projects such as allowing private business to locate in County parks in order to finance other parks and recreation services. *[same response categories]*

d. I would be willing to pay higher property taxes to fund new parks, recreation, cultural facilities and open space conservation areas. *[same response categories]*

e. I am willing to pay a higher fee for Parks & Recreation Dept. sponsored programs.

- f. I would like the option to register for Parks & Recreation Dept. classes online through the Internet if offered.
- g. I think it is important for the Parks & Recreation Dept. to be nationally accredited for quality standards.
[same response categories]

Finally, I'd like to ask you some brief background questions for statistical purposes only.

15. What is your age? _____ [99 – Ref]

16. What racial/ethnic category would you say best describes you?

- 1 – Caucasian/White
- 2 – Black/African American
- 3 – Hispanic or Latino(a)
- 4 – Asian American
- 5 – Native American/American Indian
- 6 – Pacific Islander 7 – Other: ____ 8 – DK 9 - Ref

17. Are you currently...

- 1 – Employed full-time
- 2 – Employed part-time
- 3 – Self-employed
- 4 – Not employed/student
- 5 – Retired
- 6 – Other: _____ 8 – DK 9 – Ref

18. What is your current marital/relationship status?

- 1 – Married or committed relationship
- 2 – Single/separated/divorced
- 3 – Widowed
- 8 – DK 9 – Ref

19. Counting yourself, how many people are currently living in your home? _____

20. What are the ages of the other people in your household?

- a. Are there any children under age 18? 1 – Yes 2 – No 9 – Ref
- b. Are there any persons age 55 and over? 1 – Yes 2 – No 9 – Ref

21. What is the highest level of education you have completed?

- 1 – Some high school
- 2 – High school/trade school graduate
- 3 – Some college
- 4 – 2 year college degree
- 5 – 4 year college degree
- 6 – Post graduate/professional study
- 7 – Post graduate/professional degree 9 – Refuse

22. I'm going to read several income brackets. Please tell me when I reach the bracket that best describes your annual household income before taxes.

- 1 – Under \$15,000
- 2 - \$15,000 - <\$25,000
- 3 - \$25,000 - <\$50,000
- 4 - \$50,000 - \$75,000
- 5 - \$75,000 - <\$100,000
- 6 - \$100,000 or more 8 – DK 9 – Ref

Those are all of our questions. Thank you so much for your time. Have a nice day/evening.