

Community Attitude and Interest Survey

Executive Summary of Citizen Survey Results

Overview of the Methodology

The City of Rock Hill conducted a Community Attitude and Interest Survey during the fall of 2008 to establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the City of Rock Hill. The survey was administered by a combination of phone and mail.

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

Leisure Vision mailed surveys to a random sample of 1,000 households throughout the City of Rock Hill. Approximately three days after the surveys were mailed, each household that received a survey also received an electronic voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 200 completed surveys from City of Rock Hill residents. This goal was far exceeded, with a total of 288 surveys having been completed. The results of the random sample of 288 households have a 95% level of confidence with a precision of at least +/- 5.8%.

The following pages summarize major survey findings:

Major Survey Findings

- **City Parks Used in the Past Year.** Fifty-six percent (56%) of those surveyed have used at least one City park during the past year. The City parks used by the highest percentage of households during the past year include: Oakhaven Park (40%), Stroup Field (22%), and Oak Nature Trail (20%). Of the 56% of households that have used City parks, 72% rated them as either excellent (9%) or good (63%).

- **Recreation Facilities Used at City Parks in the Past Year.** Of the 56% of households that have used at least one City park during the past year, 51% have used playgrounds, 51% have used picnic areas and park shelters, and 42% have used wooded walking trails.

- **Participation in City Recreation Programs.** Nine percent (9%) of those surveyed have participated in recreation programs offered by the City of Rock Hill during the past year.

- **Ways Residents Learn About City Programs and Activities.** Sixty-one percent (61%) of those surveyed learn about City programs and activities through newspaper articles, and 41% learn about programs and activities from friends and neighbors.

- **Organizations Used for Recreation and Sports Programs.** The organizations used by the highest percentage of households for recreation and sports programs during the past year include: library (43%), neighboring cities (38%), and State of Missouri parks (30%).

- **Need for Parks and Recreation Facilities.** There are six parks and recreation facilities that at least 40% of households have a need for: walking paths (62%), fitness trails (53%), picnic areas and shelters (49%), indoor fitness facilities (44%), indoor running/walking track (43%), and playgrounds (40%).

- **Most Important Parks and Recreation Facilities.** Based on the sum of their top four choices, the parks and recreation facilities that households rated as the most important are: walking paths (43%), playgrounds (28%), and indoor fitness facilities (27%).

- **Benefits of Parks, Trails and Recreation Facilities That Are Most Important to Households.** Based on the sum of their top three choices, the benefits of parks, trails, and recreation facilities that are most important to households include: make Rock Hill a more desirable place to live (57%), increase property values (42%), and improve physical health and fitness (35%).

Community Attitude and Interest Survey for the City of Rock Hill

- **Benefits of Parks, Trails and Recreation Facilities That Are Most Important to the Future of the City of Rock Hill.** Based on the sum of their top three choices, the benefits of parks, trails, and recreation facilities that are most important to the future of the City of Rock Hill include: make Rock Hill a more desirable place to live (64%), increase property values (48%), and help attract new residents and businesses (41%).
- **Level of Support for the City Partnering with Neighboring Communities.** Eighty-one percent (81%) of those surveyed are either very supportive (65%) or somewhat supportive (16%) of the City of Rock Hill partnering with neighboring communities in providing recreational, sports, and cultural programs.
- **Reasons Preventing the Use of City Parks, Recreation, & Sports Facilities More Often.** The most frequently mentioned reasons preventing households from using City parks, recreation, and sports facilities more often include: I do not know what is being offered (48%), I do not know locations of parks (27%), and program or facility not offered (27%).
- **Potential Additions to City Parks.** The additions that households would most like to have made to City of Rock Hill parks include: garden/beautification/landscaping (51%), drinking fountains (34%), restrooms (33%) and picnic tables (33%).
- **Level of Satisfaction with the Overall Value Received from the City of Rock Hill.** Forty-four percent (44%) of those surveyed are either very satisfied (13%) or somewhat satisfied (31%) with the overall value their household receives from the City of Rock Hill. Twenty-one percent (21%) of those surveyed are either very dissatisfied (8%) or somewhat dissatisfied (13%) with the overall value their household receives from the City of Rock Hill. The remaining 35% indicated “neutral” or “don’t know”.
- **Importance of Making Improvements to the Parks and Recreation System.** Over three-fourths (76%) of those surveyed feel it’s either very important (29%) or somewhat important (47%) to make improvements to the parks and recreation system compared to other City priorities. Only 11% of those surveyed feel that it’s not important to make improvements to the parks and recreation system, and 13% indicated “not sure”.