

## APPENDIX E

# Community Needs Survey

---

### Introduction

Appendix E contains the following sections of Oakland County Parks and Recreation Commissions *Community Survey Final Report* (April 2010):

- Cover and Table of Contents
- Executive Summary pp. i-iv
- Section 1: Charts and Graphs – pp. 1-11
- Section 8: Survey Instrument – p. 767 and pp.1-7

This page left intentionally blank

# *Community Survey*

Final Report



---

Submitted to the

## *Oakland County Parks and Recreation Commission*

*Oakland County, Michigan*

---



by

**Leisure Vision**

(a division of ETC Institute)

725 W. Frontier

Olathe, KS 66061

(913) 829- 1215

April 2010

# Contents

Executive Summary.....	i
Section 1: Charts and Graphs .....	1
Section 2: Benchmarking Comparisons .....	18
Section 3: Cross-Tabular Data by Household Type & Number of Registered Voters in Households .....	26
Section 4: Cross-Tabular Data by Satisfaction with the Value Received from the Parks & Recreation Commission & Voting on Millage Renewal .....	175
Section 5: Cross-Tabular Data by Voting on a New Millage and Number of Years Willing to Fund a New Millage.....	326
Section 6: Cross-Tabular Data by Gender & Amount of Property Taxes Willing to Pay Per Month for a New Millage.....	477
Section 7: Cross-Tabular Data by Sufficient Parks and Green Space Areas & Age of Respondents .....	620
Section 8: Survey Instrument .....	767

---

## *2010 Community Survey* **Executive Summary Report**

---

### **Overview of the Methodology**

The Oakland County Parks and Recreation Commission conducted a Community Survey during February and March of 2010. The purpose of the survey was to gather input to help determine parks and recreation priorities for the community. The survey was designed to obtain statistically valid results from households throughout Oakland County. The survey was administered by phone.

Leisure Vision worked extensively with Oakland County Parks and Recreation Commission 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.

The goal was to obtain a total of at least 600 completed surveys from Oakland County households. This goal was accomplished, with a total of 602 surveys having been completed. The results of the random sample of 602 households have a 95% level of confidence with a precision of at least +/-4.0%.

The following pages summarize major survey findings.

## Major Survey Findings

- **Visiting Oakland County Parks and Recreation Sites.** The Oakland County parks and recreation sites visited by the highest percentage of households during the past 12 months are: Independence Oaks Park (17%), Addison Oaks Park (12%), Waterford Oaks Water Park (11%), Glen Oaks Golf Course (10%), and Red Oaks Water Park (10%).
- **Recreation Facilities Used at Oakland County Parks.** The recreation facilities used by the highest percentage of households at Oakland County Parks and Recreation Commission parks during the past 12 months are: walking, hiking, and biking trails (40%), picnicking areas (25%), nature trails (19%), swimming beaches and areas (19%), waterparks and waterslides (18%), and 18-hole golf courses (18%).
- **Physical Condition of Oakland County Parks and Recreation Sites.** Ninety-five percent (95%) of households that have visited Oakland County Parks and Recreation Commission parks and recreation sites rated the physical condition of the sites as either excellent (39%) or good (56%). In addition, 4% of households rated the Oakland County Parks and Recreation Commission parks and recreation sites as fair, and only 1% rated them as poor.
- **Parks and Green Space.** Fifty-one percent (51%) of respondents feel there are sufficient parks and green space areas within walking distance of their residence. In addition, 42% of respondents do not feel there are sufficient parks and green space areas within walking distance of their residence, and 7% indicated “not sure”.
- **Acquiring and Developing Open Space.** Based on the sum of their top two choices, the open space options that households most support are: “open space should be acquired and improved for passive use” (40%), “open space should be acquired and left undeveloped for future generations” (39%), and “open space should be acquired and improved for passive and active use” (37%).
- **Need for Parks and Recreation Facilities.** The parks and recreation facilities that the highest percentage of households have a need for are: walking, hiking and nature trails (66%), picnicking areas and shelters (51%), hard surface trails (42%), and indoor fitness and exercise facilities (37%).
- **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, hiking and nature trails (50%), picnicking areas and shelters (19%), hard surface trails (19%), and 18 and 9-hole golf courses (17%).

- **Facilities Participated in Most Often at Oakland County Parks and Recreation Facilities.** Based on the sum of their top four choices, the facilities that households participate in most often at Oakland County parks and recreation facilities are: walking, hiking and nature trails (42%), picnicking areas and shelters (17%), 18 and 9-hole golf courses (16%), and children's playgrounds (14%).
- **Need for Recreation Programs.** The recreation programs/activities that the highest percentage of households have a need for are: special events/festivals (38%), adult fitness and wellness programs (29%), nature and wildlife interpretive programs (25%), and family recreation programs (24%).
- **Most Important Recreation Programs.** Based on the sum of their top four choices, the recreation programs/activities that households rated as the most important are: special events/festivals (22%), adult fitness and wellness programs (21%), nature and wildlife interpretive programs (13%), and 50+ years active programs (12%).
- **Actions Most Willing to Fund with County Parks and Recreation Tax Dollars.** Based on the sum of their top four choices, the actions that respondents are most willing to fund with their County parks and recreation tax dollars are: fix-up/repair older park buildings/shelters/playgrounds (35%), purchase land to preserve open space and protect the environment (31%), purchase land to develop walking and hiking trails (27%), and develop new hard surface walking and biking trails that connect to regional trails (22%).
- **Ways Respondents Learn about Oakland County Programs and Activities.** The most frequently mentioned ways that respondents learn about Oakland County Parks and Recreation Commission programs and activities are: from friends and neighbors (38%), Oakland County Parks Brochure (36%), newspaper articles (35%), and Parks Website (26%).
- **Level of Satisfaction with the Overall Value Received from the Oakland County Parks and Recreation Commission.** Fifty-seven percent (57%) of respondents are either very satisfied (29%) or somewhat satisfied (28%) with the overall value their household receives from the Oakland County Parks and Recreation Commission. Only 8% of respondents are either somewhat dissatisfied (5%) or very dissatisfied (3%) with the Oakland County Parks and Recreation Commission. In addition, 26% of respondents rated the Parks and Recreation Commission as "neutral", and 9% indicated "don't know".

- **Voting to Renew an Annual Tax to Fund Operations and Capital Improvements.** Sixty-six percent (66%) of respondents would either vote in favor (56%) or might vote in favor (10%) of renewing the annual tax for funding operations and capital improvements for the Oakland County Park and Recreation Commission. In addition, 12% of respondents would vote against renewing the annual tax, and 22% indicated “not sure”.
- **Paying Additional Property Taxes for a Millage Dedicated to Open Space and Parkland Acquisitions and Trail Development.** Sixty-six percent (66%) of respondents would pay some amount of additional property taxes for a millage used only for open space and parkland acquisition and trail development and operations. This includes 27% who would pay \$30 or more per month, 20% who would pay \$20 to \$29 per month, and 19% who would pay \$1 to \$19 per month.
- **Number of Years Willing to Fund a Millage Dedicated to Open Space and Parkland Acquisitions and Trail Development.** Twenty-nine percent (29%) of respondents would fund a millage used only for open space and parkland acquisition and trail development and operations for 10 years. In addition, 9% would fund the millage for 6 to 9 years, 21% would fund the millage for 4 to 5 years, and 11% would fund the millage for 3 years.
- **Voting on a Millage Dedicated to Open Space and Parkland Acquisitions and Trail Development.** Fifty-seven percent (57%) of respondents would either vote in favor (45%) or might vote in favor (12%) of a millage used only for open space and parkland acquisition and trail development and operations. In addition, 23% of respondents would vote against the millage, and 20% indicated “not sure”.

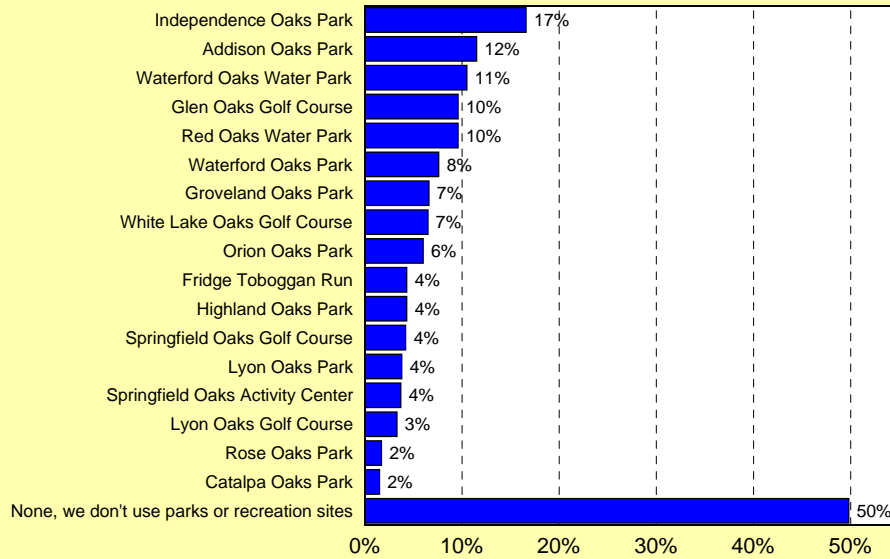


*Section 1:*  
*Charts and Graphs*

---

### Q1. Oakland County Parks and Recreation Sites That Households Have Visited Over the Past 12 Months

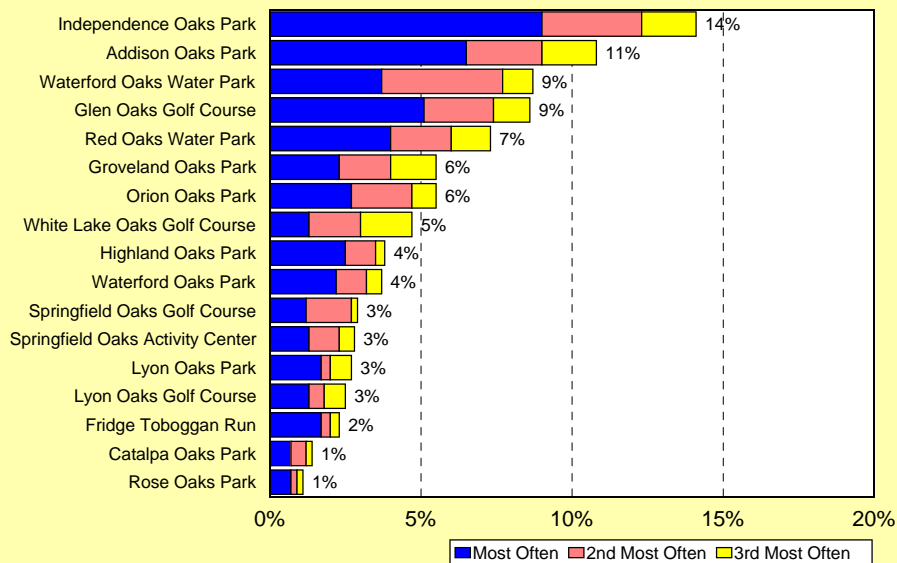
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (March 2010)

### Q2. Parks and Recreation Sites That Respondent Households Visit Most Often

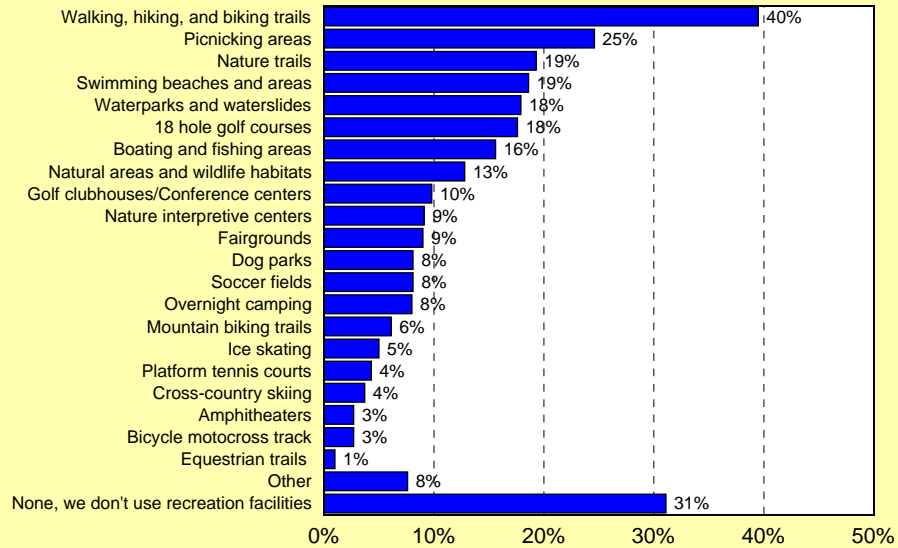
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (March 2010)

### Q3. Recreation Facilities That Households Have Used or Visited in Oakland County Parks and Recreation Commission Parks Over the Past 12 Months

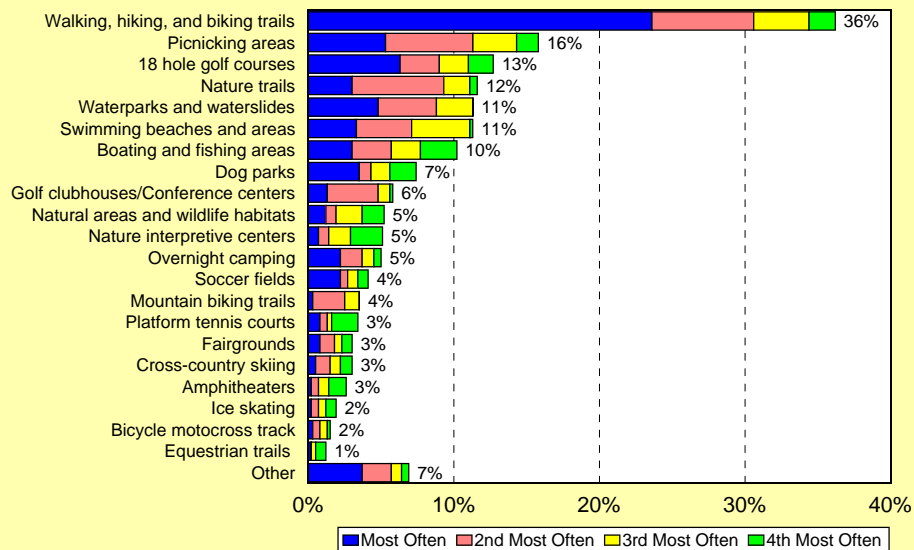
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (March 2010)

### Q4. Recreation Facilities That Households Have Used or Visited Most Often in Oakland County Parks and Recreation Commission Parks

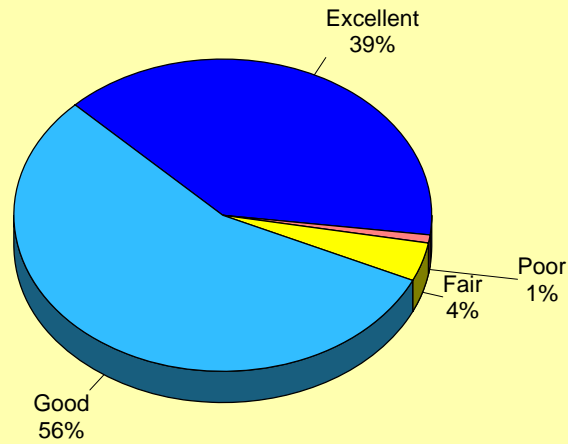
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (March 2010)

**Q5. How Respondents Rate the Physical Condition of All the Parks and Recreation Sites in the Oakland County Parks and Recreation Commission System They Have Visited**

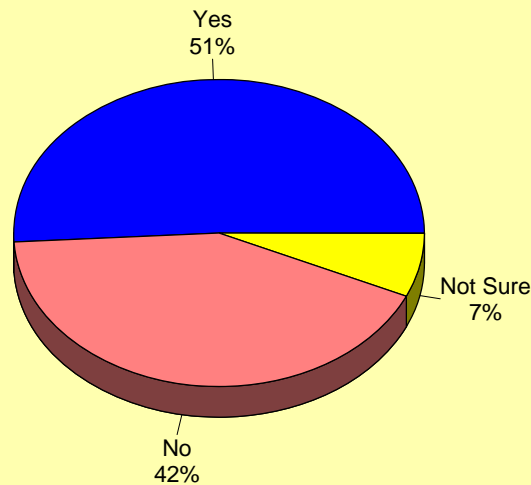
by percentage of respondents who provided a response



Source: Leisure Vision/ETC Institute (March 2010)

**Q6. Do You Feel There is Sufficient Parks and Green Space Areas Within Walking Distance of Your Residence?**

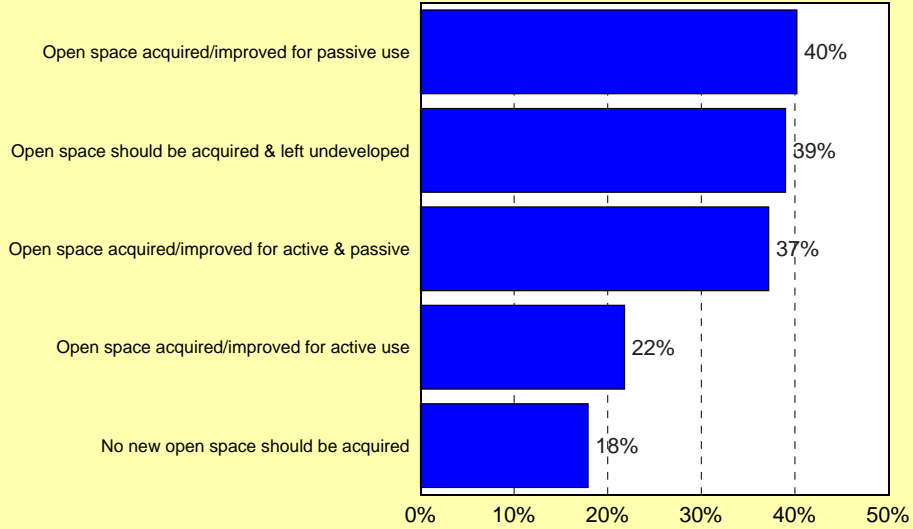
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2010)

### Q7. Open Space Options That Households Support the Most Regarding Acquiring and Developing Open Space for Parks and Recreation Purposes

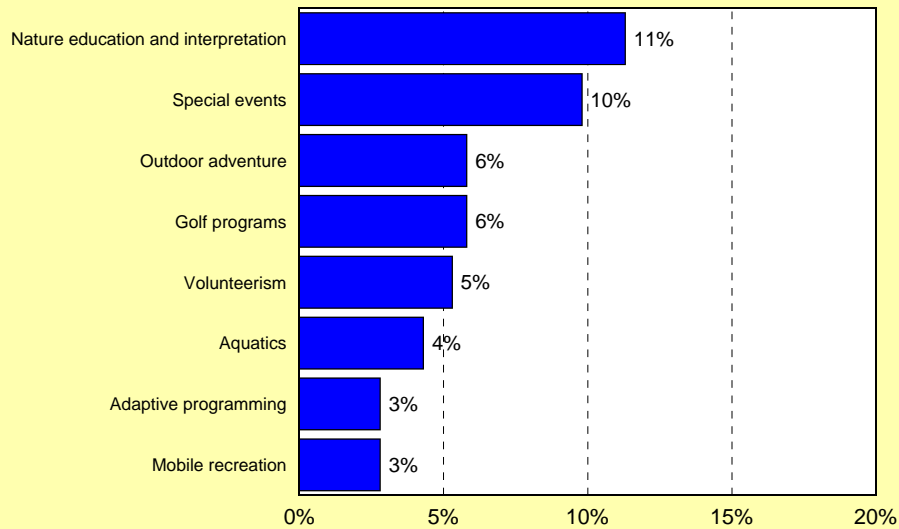
by percentage of respondents (sum of top 2 choices)



Source: Leisure Vision/ETC Institute (March 2010)

### Q8. Recreation Programs Provided by the Oakland County Parks and Recreation Commission That Households Have Participated in Over the Past 12 Months

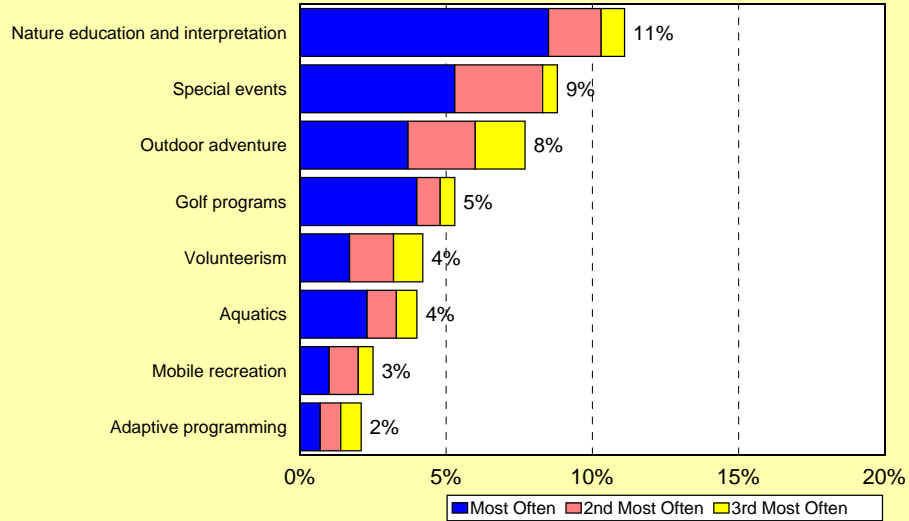
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (March 2010)

### Q9. Recreation Programs Provided by the Oakland County Parks and Recreation Commission That Households Use Most Often

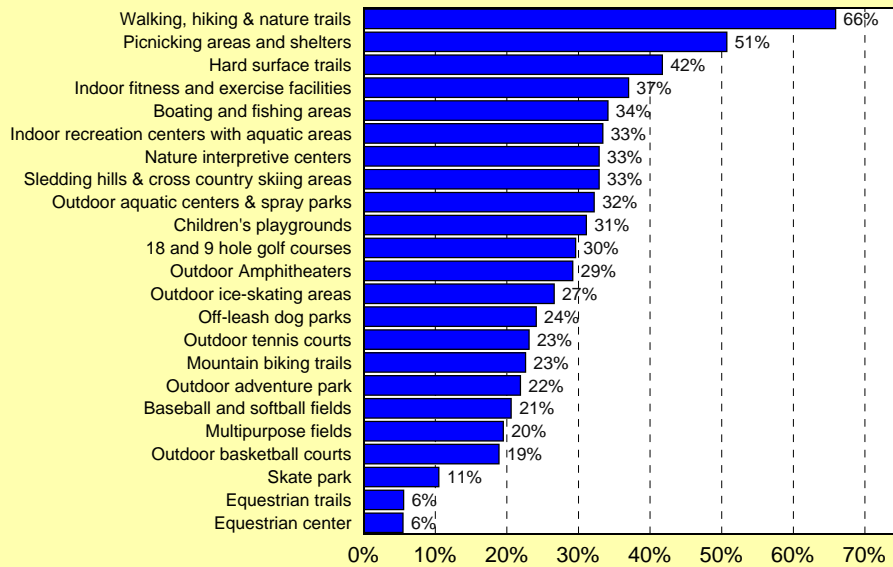
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (March 2010)

### Q10. Households That Have a Need for Various Parks and Recreation Facilities

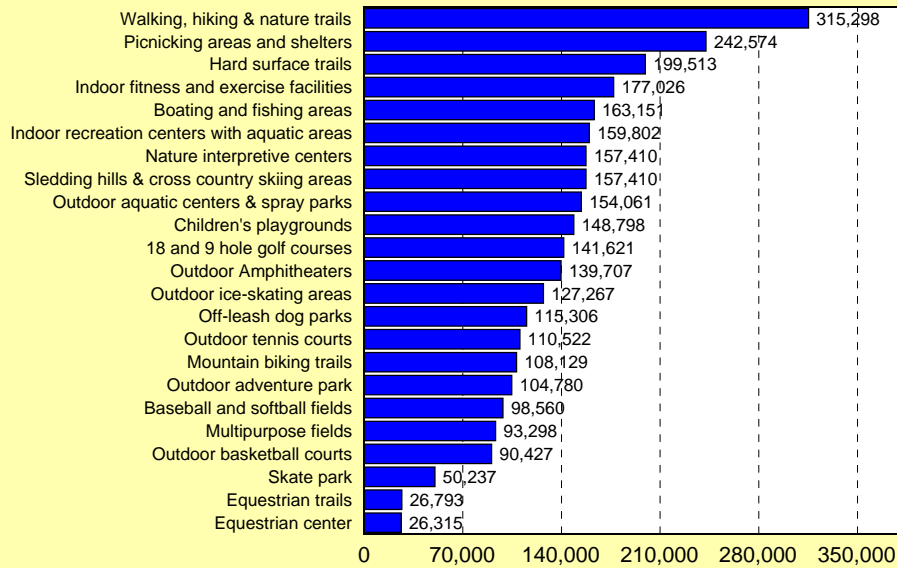
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (March 2010)

### Q10a. Estimated Number of Households in Oakland County That Have a Need for Various Parks and Recreation Facilities

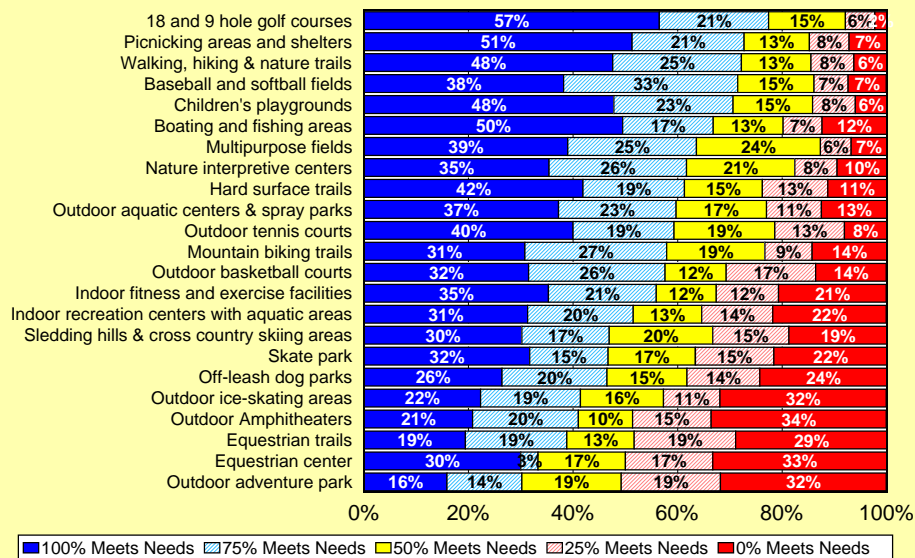
by number of households based on 478,449 households in Oakland County



Source: Leisure Vision/ETC Institute (March 2010)

### Q10b. How Well Parks and Recreation Facilities in Oakland County Meet the Needs of Households

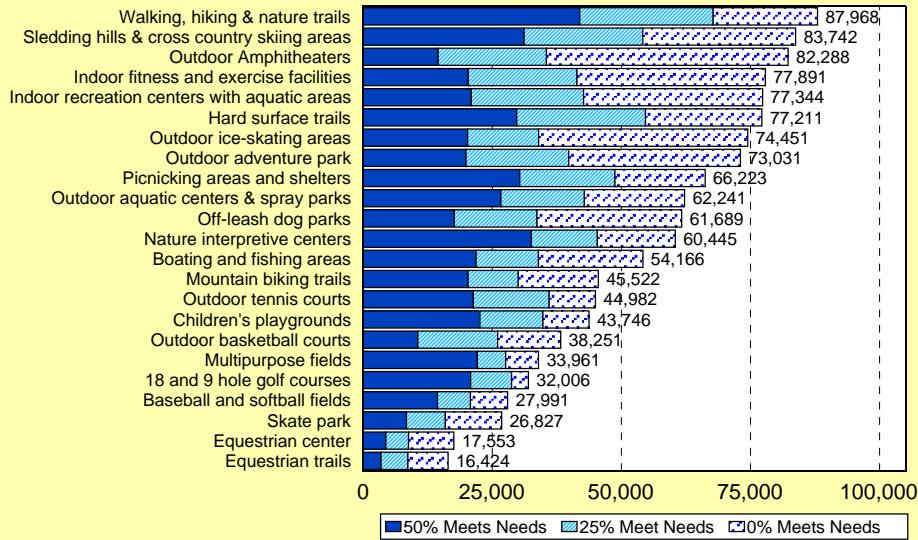
by percentage of respondents with a need for parks/facilities



Source: Leisure Vision/ETC Institute (March 2010)

### Q10c. Estimated Number of Households in Oakland County Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

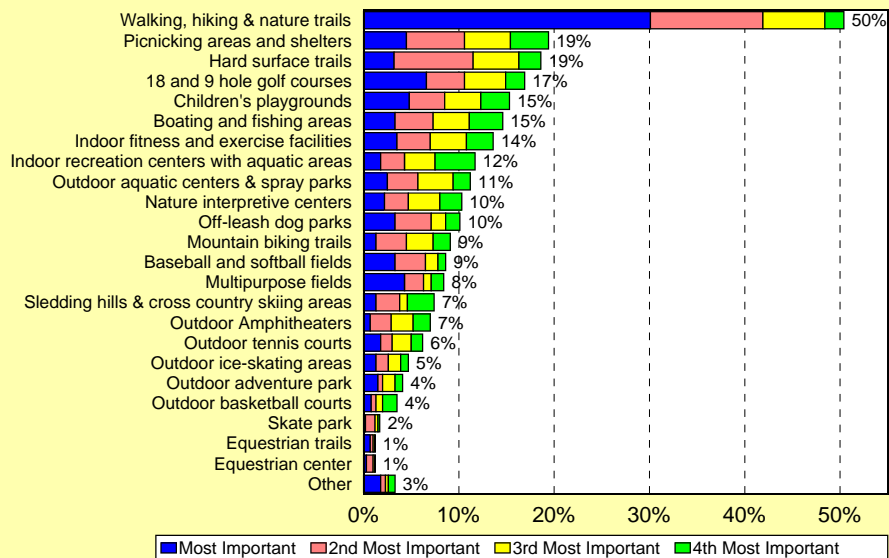
by number of households based on 478,449 households in Oakland County



Source: Leisure Vision/ETC Institute (March 2010)

### Q11. Parks and Recreation Facilities That Are Most Important to Households

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

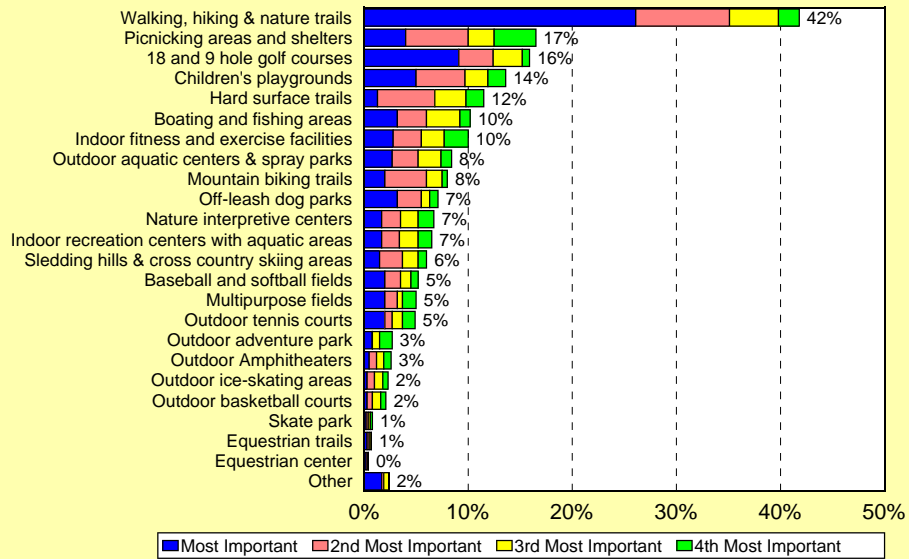


Source: Leisure Vision/ETC Institute (March 2010)



### Q12. Parks and Recreation Facilities That Households Currently Participate in Most Often at Oakland County Facilities

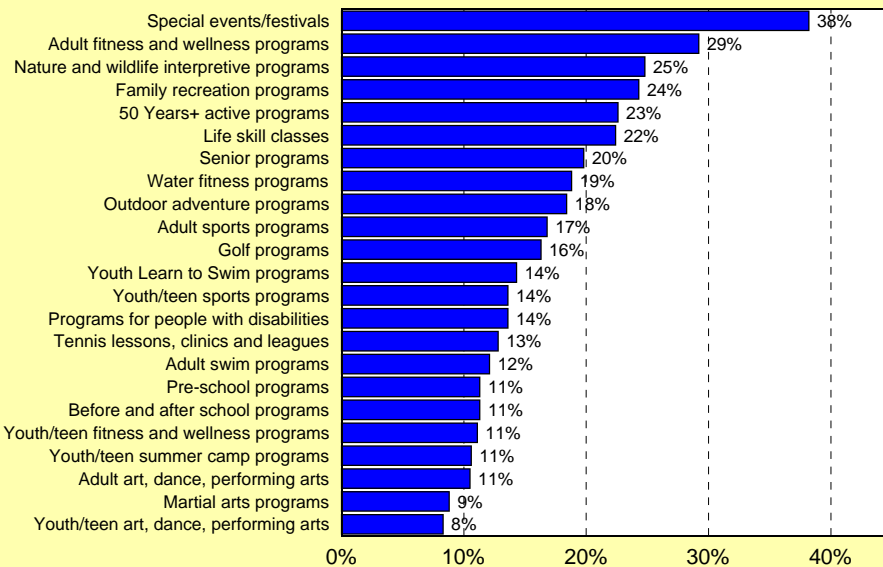
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (March 2010)

### Q13. Households That Have a Need for Various Recreation Programs

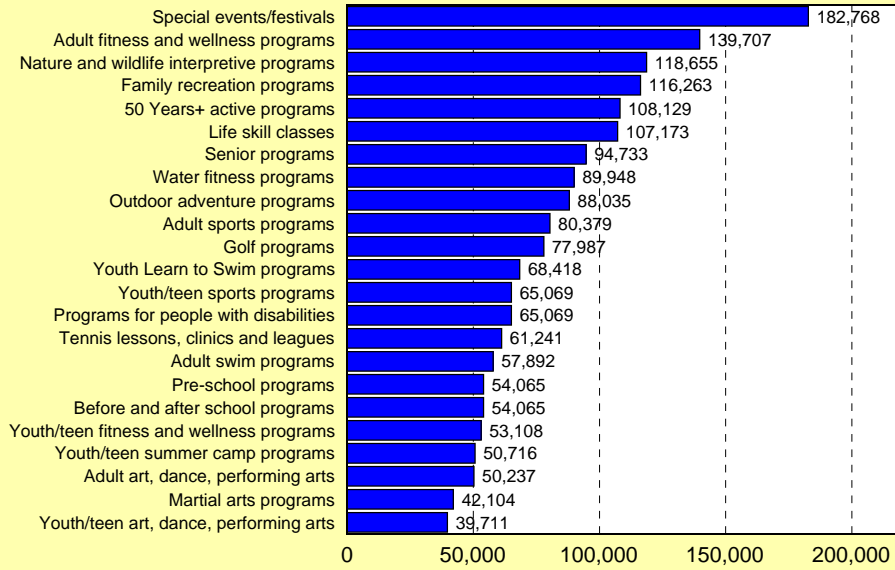
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (March 2010)

### Q13a. Estimated Number of Households in Oakland County That Have a Need for Various Recreation Programs

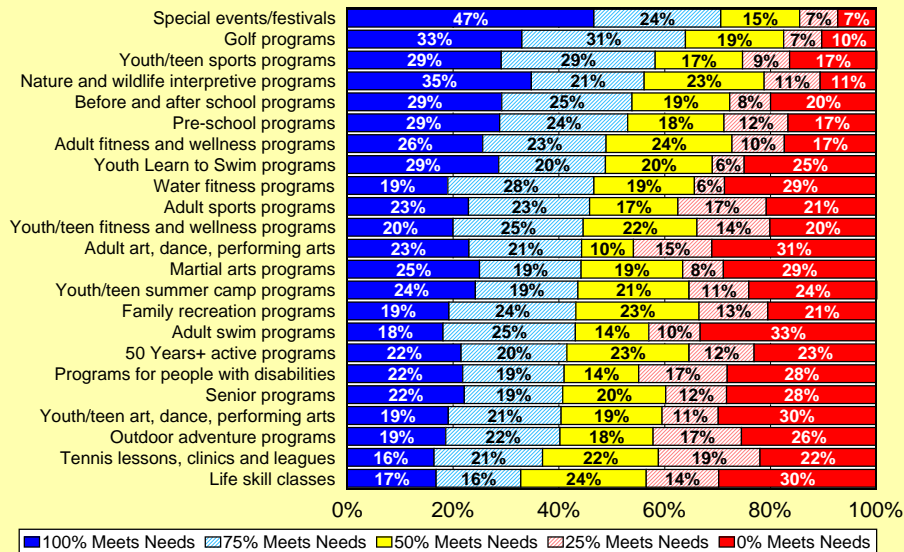
by number of households based on 478,527 households in Oakland County



Source: Leisure Vision/ETC Institute (March 2010)

### Q13b. How Well Recreation Programs in Oakland County Meet the Needs of Households

by percentage of respondents with a need for programs



Source: Leisure Vision/ETC Institute (March 2010)

*Section 8:*  
*Survey Instrument*

---

Phone: \_\_\_\_\_

Interviewer: \_\_\_\_\_

Hello, this is \_\_\_\_\_ calling on behalf of Oakland County Parks and Recreation. Oakland County Parks and Recreation would like your input to help determine parks and recreation priorities for our community. May I have a few minutes of your time?

---

1. From the following list, please tell me ALL the Oakland County parks and recreation sites you or members of your household have visited over the past 12 months.

- |                                 |  |
|---------------------------------|--|
| ____(01) Addison Oaks Park      | ____(10) Orion Oaks Park                                   |
| ____(02) Catalpa Oaks Park      | ____(11) Red Oaks Water Park                               |
| ____(03) Fridge Toboggan Run    | ____(12) Rose Oaks Park                                    |
| ____(04) Glen Oaks Golf Course  | ____(13) Springfield Oaks Activity Center                  |
| ____(05) Groveland Oaks Park    | ____(14) Springfield Oaks Golf Course                      |
| ____(06) Highland Oaks Park     | ____(15) Waterford Oaks Water Park                         |
| ____(07) Independence Oaks Park | ____(16) Waterford Oaks Park                               |
| ____(08) Lyon Oaks Park         | ____(17) White Lake Oaks Golf Course                       |
| ____(09) Lyon Oaks Golf Course  | ____(18) None, we do not use any parks or recreation sites |

2. From the list I just read, which THREE of the parks and recreation sites do you and members of your household visit the most often? [Please write in the numbers below for respondent's 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choices using the numbers in Question #1 above, or circle NONE.]

_____ 1 <sup>st</sup> Most Often	_____ 2 <sup>nd</sup> Most Often	_____ 3 <sup>rd</sup> Most Often	NONE
--	--	--	------

3. From the following list, please tell me ALL the Oakland County recreation facilities you or members of your household have used or visited in Oakland County Parks and Recreation Commission parks over the past 12 months.

- |   |  |
|---|--|
| ____(01) Walking, hiking, and biking trails | ____(13) Golf clubhouses/Conference centers            |
| ____(02) Nature trails                      | ____(14) 18 hole golf courses                          |
| ____(03) Equestrian trails                  | ____(15) Fairgrounds                                   |
| ____(04) Mountain biking trails             | ____(16) Soccer fields                                 |
| ____(05) Amphitheaters                      | ____(17) Natural areas and wildlife habitats           |
| ____(06) Waterparks and waterslides         | ____(18) Nature interpretive centers                   |
| ____(07) Boating and fishing areas          | ____(19) Cross-country skiing                          |
| ____(08) Swimming beaches and areas         | ____(20) Ice skating                                   |
| ____(09) Dog parks                          | ____(21) Overnight camping                             |
| ____(10) Bicycle motocross track            | ____(22) Other: _____                                  |
| ____(11) Picnicking areas                   | ____(23) None, we do not use any recreation facilities |
| ____(12) Platform tennis courts             |  |

4. From the list I just read, which FOUR of the parks and recreation facilities do you and members of your household visit the most often? [Please write in the numbers below for respondent's 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choices using the numbers in Question #3 above, or circle NONE.]

_____ 1 <sup>st</sup> Most Often	_____ 2 <sup>nd</sup> Most Often	_____ 3 <sup>rd</sup> Most Often	_____ 4 <sup>th</sup> Most Often	NONE
--	--	--	--	------



**10. Please tell me if YOU or any member of your HOUSEHOLD has a need for any of the following parks and recreational facilities.**

**(If the say yes, ask them to rate the parks and recreation facilities of this type in their CITY, VILLAGE, or TOWNSHIP on a scale of 5 to 1, where 5 means “100% Meets Needs” and 1 means “Does Not Meet Needs” of their household.)**

Type of Facility	Do You Have a Need for this Facility?		If YES You Have a Need, How Well Are Your Needs Being Met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
A. Multipurpose fields, i.e. soccer, football, lacrosse, cricket	Yes	No	5	4	3	2	1
B. Baseball and softball fields	Yes	No	5	4	3	2	1
C. Walking, hiking & nature trails	Yes	No	5	4	3	2	1
D. Hard surface trails, i.e. biking, rollerblading	Yes	No	5	4	3	2	1
E. Equestrian trails	Yes	No	5	4	3	2	1
F. Equestrian center	Yes	No	5	4	3	2	1
G. Mountain biking trails	Yes	No	5	4	3	2	1
H. Nature interpretive centers	Yes	No	5	4	3	2	1
I. Outdoor aquatic centers & spray parks	Yes	No	5	4	3	2	1
J. Boating and fishing areas	Yes	No	5	4	3	2	1
K. Picnicking areas and shelters	Yes	No	5	4	3	2	1
L. Off-leash dog parks	Yes	No	5	4	3	2	1
M. Skate park	Yes	No	5	4	3	2	1
N. Outdoor Amphitheaters	Yes	No	5	4	3	2	1
O. 18 and 9 hole golf courses	Yes	No	5	4	3	2	1
P. Outdoor tennis courts	Yes	No	5	4	3	2	1
Q. Outdoor basketball courts	Yes	No	5	4	3	2	1
R. Children's playgrounds	Yes	No	5	4	3	2	1
S. Outdoor ice-skating areas	Yes	No	5	4	3	2	1
T. Sledding hills & cross country skiing areas	Yes	No	5	4	3	2	1
U. Indoor fitness and exercise facilities	Yes	No	5	4	3	2	1
V. Indoor recreation centers with aquatic areas	Yes	No	5	4	3	2	1
W. Outdoor adventure park, i.e. kayaking, sailing, mountain biking	Yes	No	5	4	3	2	1
X. Other: _____	Yes	No	5	4	3	2	1

**11. From the list I just read, which FOUR of the facilities are *most important* to your household? [Write in the letters below from the list in Question #10 for respondent’s 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices, or circle ‘NONE’.]**

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

**12. From the list I just read, which FOUR of the facilities *do you currently participate in MOST OFTEN* at Oakland County parks and recreation facilities? [Write in the letters below from the list in Question #10 for respondent’s 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices, or circle ‘NONE’.]**

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

13. Please tell me if YOU or any member of your HOUSEHOLD has a need for each of the following recreation programs.

(If the say yes, ask them to rate the parks and recreation facilities of this type in their CITY, VILLAGE, or TOWNSHIP on a scale of 5 to 1, where 5 means “100% Meets Needs” and 1 means “Does Not Meet Needs” of their household.)

Type of Program	Do You Have a Need for this Program?		If YES You Have a Need, How Well Are Your Needs Being Met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
A. Youth Learn to Swim programs	Yes	No	5	4	3	2	1
B. Adult swim programs	Yes	No	5	4	3	2	1
C. Water fitness programs	Yes	No	5	4	3	2	1
D. Pre-school programs	Yes	No	5	4	3	2	1
E. Before and after school programs	Yes	No	5	4	3	2	1
F. Youth/teen summer camp programs	Yes	No	5	4	3	2	1
G. Youth/teen sports programs	Yes	No	5	4	3	2	1
H. Youth/teen fitness and wellness programs	Yes	No	5	4	3	2	1
I. Youth/teen art, dance, performing arts	Yes	No	5	4	3	2	1
J. Martial arts programs	Yes	No	5	4	3	2	1
K. Adult fitness and wellness programs	Yes	No	5	4	3	2	1
L. Life skill classes, i.e. cooking, computers, etc.	Yes	No	5	4	3	2	1
M. Tennis lessons, clinics and leagues	Yes	No	5	4	3	2	1
N. Adult art, dance, performing arts	Yes	No	5	4	3	2	1
O. Adult sports programs	Yes	No	5	4	3	2	1
P. 50 Years+ active programs	Yes	No	5	4	3	2	1
Q. Senior programs	Yes	No	5	4	3	2	1
R. Programs for people with disabilities	Yes	No	5	4	3	2	1
S. Family recreation programs	Yes	No	5	4	3	2	1
T. Golf programs, i.e. lessons, tournaments, etc.	Yes	No	5	4	3	2	1
U. Special events/festivals	Yes	No	5	4	3	2	1
V. Nature and wildlife interpretive programs	Yes	No	5	4	3	2	1
W. Outdoor adventure programs	Yes	No	5	4	3	2	1

14. From the list I just read, which FOUR of the programs are *most important* to your household? [Using the letters in Question #13 above, please write in the letters below for respondent’s 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices, or circle ‘NONE’.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

**15. I'm going to read you a list of actions the Oakland County Parks and Recreation Commission could take to improve the Parks and Recreation system. Please tell me whether you would be very supportive, somewhat supportive, or not supportive of each action.**

<u><i>How supportive are you of having Oakland County</i></u>	Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
(A) Purchase land to preserve open space and protect the environment .....	4	3	2	1
(B) Purchase land to develop walking and hiking trails .....	4	3	2	1
(C) Purchase land for developing athletic fields & recreational facilities.....	4	3	2	1
(D) Use greenways and floodplains to develop trails and support flood control projects .....	4	3	2	1
(E) Fix-up/repair older park buildings/ shelters/playgrounds .....	4	3	2	1
(F) Upgrade/improve existing aquatic centers/water areas/ golf courses .....	4	3	2	1
(G) Develop new hard surface walking and biking trails that connect to regional trails .....	4	3	2	1
(H) Develop equestrian trails .....	4	3	2	1
(I) Develop new indoor recreation centers with pools, fitness equip. gyms, walking tracks, etc.....	4	3	2	1
(J) Develop a special events park for festivals .....	4	3	2	1
(K) Develop new youth and adult athletic fields .....	4	3	2	1
(L) Develop an outdoor ice-skating facility/winter recreation center at Waterford Oaks County Park.....	4	3	2	1
(M) Develop County-wide outdoor adventure park, i.e. kayaking, sailing, mountain biking, rock climbing.....	4	3	2	1
(N) Develop new nature trails.....	4	3	2	1
(O) Develop new outdoor water spray parks .....	4	3	2	1
(P) Acquire and develop a new golf course .....	4	3	2	1
(Q) Develop new off-leash dog parks .....	4	3	2	1
(R) Develop an equestrian center .....	4	3	2	1
(S) Other: _____ .....	4	3	2	1

**16. From the list I just read, which FOUR of the actions would you be most willing to fund with your County parks and recreation tax dollars?** [Using the letters in the left hand column of Question #15 above, write in the letters below for respondent's 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices, or circle 'NONE'.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE



**17. Please tell me ALL the ways you learn about Oakland County Parks and Recreation Commission programs and activities.**

- |   |   |
|---|---|
| <input type="checkbox"/> (01) Oakland County Parks Brochure | <input type="checkbox"/> (07) School flyers/newsletter      |
| <input type="checkbox"/> (02) Parks Website                 | <input type="checkbox"/> (08) Conversations with Park staff |
| <input type="checkbox"/> (03) Newspaper articles            | <input type="checkbox"/> (09) Facebook                      |
| <input type="checkbox"/> (04) Radio                         | <input type="checkbox"/> (10) Twitter                       |
| <input type="checkbox"/> (05) Television                    | <input type="checkbox"/> (11) Flyers in mail                |
| <input type="checkbox"/> (06) From friends and neighbors    |   |

**18. Please rate your satisfaction on a scale of 5 to 1, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”, with the overall value your household receives from the Oakland County Parks and Recreation Commission.**

- |   |  |
|---|--|
| <input type="checkbox"/> (5) Very Satisfied     | <input type="checkbox"/> (2) Somewhat Dissatisfied |
| <input type="checkbox"/> (4) Somewhat Satisfied | <input type="checkbox"/> (1) Very Dissatisfied     |
| <input type="checkbox"/> (3) Neutral            | <input type="checkbox"/> (9) Don't Know            |

**19. Funding for operations and capital improvements for parks, trails, recreation facilities and services provided to the Oakland County Parks and Recreation Commission comes through a combination of user fees, dedicated millage, grants and donations. The major tax funding comes from a dedicated millage equal to an annual tax of less than \$25 on a \$200,000 home in Oakland County. This tax expires in 2011.**

**Our next election date is August 3, 2010. If an election was held to renew an annual tax of less than \$25 on a \$200,000 home for funding operations and capital improvements for the Oakland County Parks and Recreation Commission, how would you vote in the election?**

- |  |   |
|--|---|
| <input type="checkbox"/> (1) Vote in Favor       | <input type="checkbox"/> (3) Not Sure     |
| <input type="checkbox"/> (2) Might Vote in Favor | <input type="checkbox"/> (4) Vote Against |

**20. A new dedicated millage to be used ONLY for funding open space and parkland acquisition and trails development and operations could be established in Oakland County. From the following list, please tell me the MAXIMUM amount of additional property taxes you would be willing to pay if it was used ONLY for open space and parkland acquisition and trails development and operations in Oakland County.**

- |   |   |
|---|---|
| <input type="checkbox"/> (1) \$50 per year      | <input type="checkbox"/> (5) \$10-\$19 per year |
| <input type="checkbox"/> (2) \$40-\$49 per year | <input type="checkbox"/> (6) \$1-\$9 per year   |
| <input type="checkbox"/> (3) \$30-\$39 per year | <input type="checkbox"/> (7) Nothing            |
| <input type="checkbox"/> (4) \$20-\$29 per year |   |

**21. From the following list, please tell me the maximum number of years you would be willing to fund a dedicated millage for open space and parkland acquisition and trails development and operations before the tax would expire. [Please check ONE of the following.]**

- |   |  |
|---|--|
| <input type="checkbox"/> (1) 10 years or longer | <input type="checkbox"/> (4) 4-5 years           |
| <input type="checkbox"/> (2) 8-9 years          | <input type="checkbox"/> (5) 3 years             |
| <input type="checkbox"/> (3) 6-7 years          | <input type="checkbox"/> (6) Not willing to fund |

**22. If an election were held to fund a dedicated millage for open space and parkland acquisition and trails**

**development and operations in Oakland County for the amount of tax funding you indicated you would pay and for the length of time you indicated you would support, how would you vote in the election?**

\_\_\_\_ (1) Vote in Favor

\_\_\_\_ (3) Not Sure

\_\_\_\_ (2) Might Vote in Favor

\_\_\_\_ (4) Vote Against

**Demographics**

**23. Counting yourself, how many people in your household are?**

Under 5 years \_\_\_\_\_

15 - 19 years \_\_\_\_\_

35 - 44 years \_\_\_\_\_

65+ years \_\_\_\_\_

5 - 9 years \_\_\_\_\_

20 - 24 years \_\_\_\_\_

45 - 54 years \_\_\_\_\_

10 - 14 years \_\_\_\_\_

25 - 34 years \_\_\_\_\_

55 - 64 years \_\_\_\_\_

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

**25. Your gender: \_\_\_\_\_(1) Male \_\_\_\_\_(2) Female**

**26. What is your home zip code? \_\_\_\_\_**

**27. How many members of your household are registered voters? \_\_\_\_\_**

**28. What comes to mind when you hear "Oakland County Parks and Recreation"?**

---

---

**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 response will remain Completely Confidential  
The address information on the sticker to the right will  
ONLY be used to help identify areas with special interests