

Community Attitude and Interest Survey

City of Fairfax Parks and Recreation Department

Draft (November 24, 2013)

The Center for Social Science Research, George Mason University

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The Center for Social Science Research (CSSR) is a multidisciplinary research center within the College of Humanities and Social Sciences of George Mason University in Fairfax, Virginia. The Center draws on faculty from various disciplines—sociology, political science, psychology, communication, and others—who bring their expertise to bear on some of the most pressing social, behavioral, and political problems facing contemporary society. The CSSR provides a platform that brings together social science theories and methods to conduct state-of-the-art research on important social problems and basic social science questions. Studies employ a range of quantitative and qualitative research methods including survey research, focus groups, interviews, analysis based on leading social indicators and the exploration of virtual world environments. Particular emphasis is placed on:

Survey Research

CSSR operates a survey research lab specializing in web-based survey instruments and Computer-Assisted Telephone Interviewing (CATI). Formerly the Northern Virginia Survey Research Laboratory, the survey center has been in operation since 1987. The recently upgraded lab has 15 PC-based interviewing stations with a fully featured, web-based CATI system, which allows for sophisticated questionnaire design, including skips and branching, randomization of question or response order, piping, voice capture, sample and quote management, including scheduling callbacks, recording call attempts, automatic time zone adjustment, and quality assurance, including productivity reports and call monitoring.

Community Participation and Action-Based Research

CSSR is committed to working with students, residents, organizations, municipalities, counties, and other groups to assist in the improvement of the quality of life and living situations of Northern Virginia's diverse populations and communities. CSSR is strengthening its community-university partnerships by using a community-based strategy that combines research, action, collaboration and capacity building. CSSR strives to engage the "community" through an entire research and implementation process including problem identification, research instrument development, data collection, data analysis, data interpretation, presentation of findings, and the implementation of action plans. We believe that by working on an issue collaboratively, each partner brings different skills, strengths, perspectives, and resources that when combined, can more effectively meet the goals of the community. On behalf of the community, the University brings resources, expertise in research methods, data collection and analysis, and training that builds capacity while enabling groups to meet their long term goals.

Digital Social Science Research

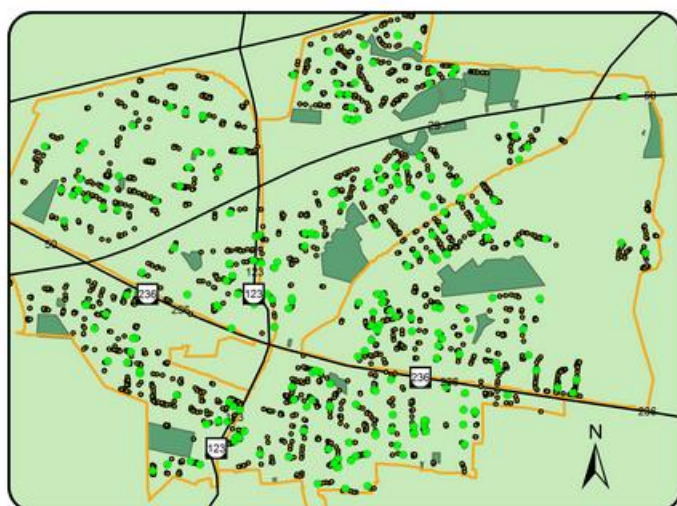
CSSR has begun a new research program in the exploration of Virtual Worlds, immersive, online, 3D graphic social environments. CSSR aims to become a leader in the innovative adaptation of surveys, in conducting social-psychological experiments, and in educating and training to these new environments.

CSSR is a member of the National Consortium of Social Science Research Centers and Institutes, the Association of Academic Survey Research Organizations, and the Virtual Worlds Consortium.

1. SURVEY DATA COLLECTION METHODOLOGY

A random sample of Fairfax City residents was purchased from a national list vendor, Scientific Telephone Samples. This sample included names, addresses and telephone numbers of 2,500 City residents, as well as age and ethnicity of head of household. A multi-mode approach was used to collect data. First, postcards were sent to each address. The postcard introduced the survey and included a link to an online version of the survey at <http://cssr.gmu.edu>. Residents were informed that they would also receive a mail version of the survey, if they chose not to complete the survey online. The postcard also included a unique survey registration number that residents were asked to enter at the start of the survey. Two weeks later, after culling out those residents who had already completed the survey based on their survey registration numbers, each address was called and reminded about the online survey. They were also notified at that time that the paper version of the survey would go in the mail shortly. At this point approximately 215 surveys had been completed online and paper versions were mailed to the remaining 2,285 addresses. A prepaid return envelope was included with the survey. As of September 20, 2013 an additional 242 surveys had been received by mail yielding a preliminary realized sample of 457 and a response rate of approximately 18.3%.

Listed samples tend to overrepresent older respondents so the initial sample was supplemented after September 20, 2013 with an additional sample of all 408 listed households in the City with a head of household under the age of forty. As of October 10, 2013 there were a total of 585 complete surveys (response rate = 20.1%) and a total of 668 complete and partial surveys (response rate = 23.0%). In 265 cases the responses could be linked to a specific household address. The map below indicates that responses were provided from across the City, while statistical tests comparing those households with addresses to those without indicate no significant differences in the use and intensity of use of City facilities and programs.



2. TOP LINE SURVEY RESULTS

Have you or any member of your household visited any of the parks and/or recreation facilities in the City of Fairfax and/or George Mason University recreation facilities during the past 12 months?

86.8%	Yes (please answer Questions 1a and 1b)	Weighted	88.3%	Yes
13.2%	No (please skip to Question 4)		11.7%	No

Comparable 2007 responses

72.0%	Yes
28.0%	No

Approximately how often did you or members of your household visit those facilities in the City of Fairfax during the past year?

22.0%	1 to 5 visits	15.0%	11-19 visits	1.2%	Don't know
13.9%	6 to 10 visits	47.9%	20 or more visits		

Weighted

16.3%	1 to 5 visits	16.2%	11-19 visits	0.5%	Don't know
14.0%	6 to 10 visits	52.6%	20 or more visits		

Overall, how would you rate the physical condition of the facilities you have visited?

31.3%	Excellent	61.9%	Good	5.8%	Fair	1.0%	Poor
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Weighted

30.0%	Excellent	65.4%	Good	4.1%	Fair	0.5%	Poor
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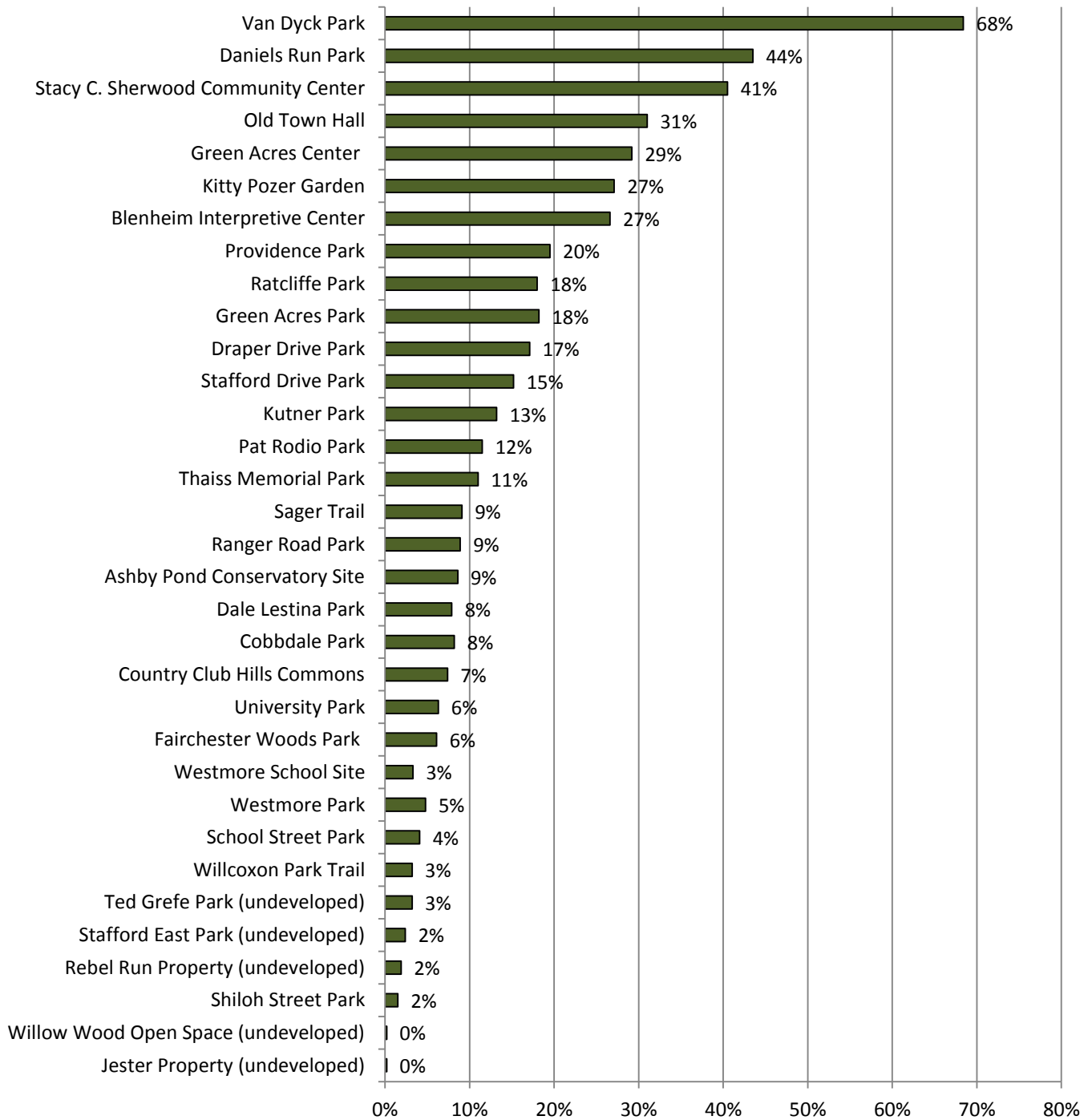
Comparable 2007 responses (Overall rating of quality of parks)

38.0%	Excellent	51.0%	Good	10.0%	Fair	1.0%	Poor
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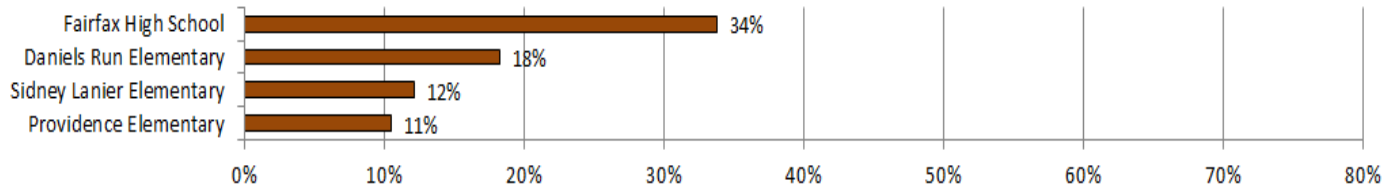
		Parks Visited				
		In last 12 months	In last 12 months*	1 st most often	2 nd most often	3 rd most often
29	Van Dyck Park	68.0%	68.4%	18.0%	17.5%	13.5%
6	Daniels Run Park	43.5%	43.5%	12.1%	8.5%	6.9%
43	Oak Marr RECenter & Park	40.6%	41.8%	7.2%	2.8%	5.1%
23	Stacy C. Sherwood Community Center	39.8%	40.5%	4.7%	5.5%	7.6%
42	Fairfax County Parks	38.3%	39.0%	3.1%	4.8%	3.9%
35	Fairfax High School	33.8%	34.4%	4.7%	3.9%	5.1%
38	Northern Virginia Regional Parks	32.8%	33.1%	1.2%	3.7%	4.7%
14	Old Town Hall	30.7%	31.0%	1.0%	3.3%	4.7%
10	Green Acres Center	28.5%	29.2%	8.4%	3.7%	4.4%
12	Kitty Pozer Garden	27.2%	27.1%	0.4%	2.4%	2.9%
2	Blenheim Interpretive Center	26.4%	26.6%	8.2%	2.2%	3.4%
16	Providence Park	19.2%	19.5%	3.1%	0.9%	2.5%
34	Daniels Run Elementary	18.3%	18.4%	1.0%	0.9%	1.5%
18	Ratcliffe Park	17.9%	18.0%	3.1%	3.1%	2.2%
9	Green Acres Park	17.5%	18.2%	2.9%	2.2%	2.9%
7	Draper Drive Park	16.9%	17.1%	2.9%	3.7%	3.2%
25	Stafford Drive Park	14.8%	15.2%	2.0%	4.4%	1.7%
13	Kutner Park	13.0%	13.2%	2.5%	1.5%	1.0%
39	Cross County Trail	12.6%	13.0%	1.0%	0.7%	2.9%
37	Sidney Lanier Elementary	12.2%	12.5%	0.6%	1.8%	0.7%
47	GMU Trails and Paths	12.1%	12.5%	0.6%	0.2%	1.7%
15	Pat Rodio Park	11.3%	11.5%	1.4%	0.9%	2.0%
27	Thaiss Memorial Park	11.1%	11.0%	1.0%	2.2%	1.5%
36	Providence Elementary	10.5%	11.0%	0.6%	1.1%	0.2%
41	Civic Association Parks/Pools	10.1%	10.2%	0.8%	0.2%	0.7%
20	Sager Trail	9.3%	9.1%	0.4%	2.2%	2.2%
17	Ranger Road Park	8.7%	8.9%	1.4%	1.1%	1.0%
44	GMU Recreation & Aquatic Ctr. (RAC)	8.7%	8.6%	2.3%	1.3%	0.7%
1	Ashby Pond Conservatory Site	8.5%	8.6%	0.61%	2.2%	1.2%
3	Cobbdale Park	7.6%	8.2%	2.0%	1.8%	0.7%
5	Dale Lestina Park	7.6%	7.9%	1.2%	0.7%	1.5%
4	Country Club Hills Commons	7.0%	7.4%	0.8%	1.8%	0.5%
28	University Park	6.2%	6.3%	0.4%	0.4%	0.5%
8	Fairchester Woods Park	5.8%	6.1%	0.6%	1.8%	1.5%
40	Gateway Regional Park	5.2%	5.2%	0.0%	0.2%	0.2%
30	Westmore Park	4.7%	4.8%	0.8%	0.7%	0.7%
31	Westmore School Site	4.7%	3.3%	1.0%	0.4%	0.5%
46	GMU Recreational Fields	4.7%	4.8%	0.4%	0.7%	0.0%
21	School Street Park	4.1%	4.1%	0.0%	0.4%	0.2%
45	GMU Athletic & Fitness Center (AFC)	3.7%	3.7%	0.6%	0.7%	0.2%
26	Ted Grefe Park (undeveloped)	3.3%	3.2%	0.6%	0.0%	0.5%
32	Willcoxon Park Trail	3.3%	3.2%	0.2%	0.4%	0.5%
24	Stafford East Park (undeveloped)	2.1%	2.4%	0.0%	0.0%	0.0%
19	Rebel Run Property (undeveloped)	1.9%	1.9%	0.0%	0.0%	0.0%
22	Shiloh Street Park	1.4%	1.5%	0.0%	0.4%	0.2%
11	Jester Property (undeveloped)	0.2%	0.2%	0.0%	0.0%	0.0%
33	Willow Wood Open Space (undeveloped.)	0.2%	0.2%	0.2%	0.0%	0.0%

* Weighted

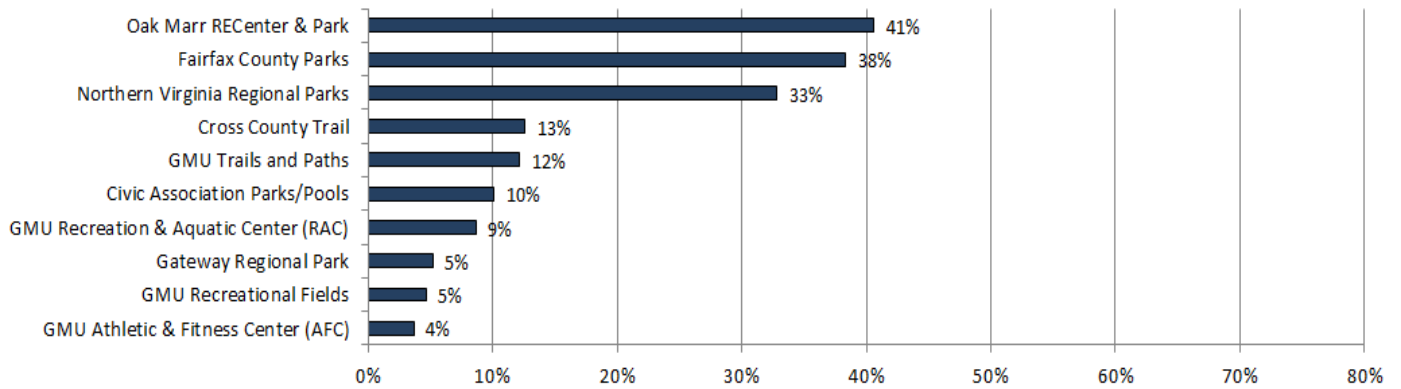
City of Fairfax Parks and Facilities Visited by Fairfax City Residents in Last 12 Months (weighted)



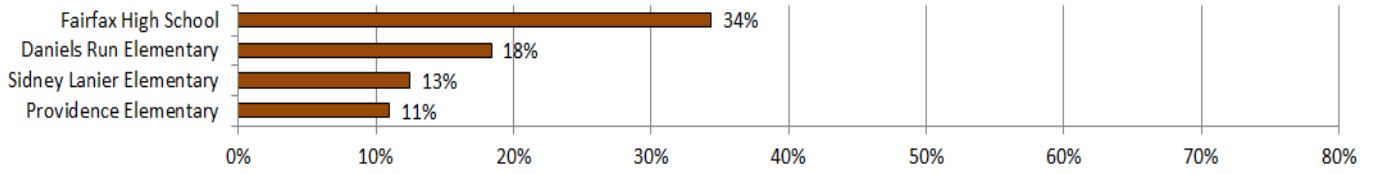
School Outdoor Athletic Fields Visited by Fairfax City Residents in Last 12 Months



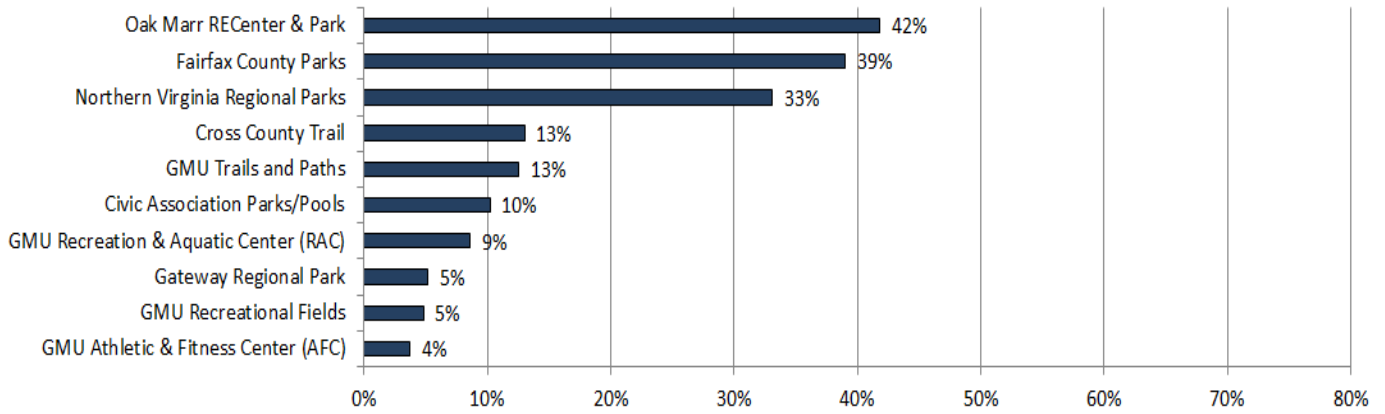
Other Area Parks and Facilities Visited by Fairfax City Residents in Last 12 Months



School Outdoor Athletic Fields Visited by Fairfax City Residents in Last 12 Months (weighted)



Other Area Parks and Facilities Visited by Fairfax City Residents in Last 12 Months (Weighted)



Have you or members of your household participated in any recreational programs offered by the City of Fairfax over the past 12 months?

32.8% Yes (please answer Question 4a) 67.2% No (please skip to Question 5)

33.8% Yes (please answer Question 4a) 66.2% No (please skip to Question 5) (Weighted)

How would you rate the quality of the programs in which you and members of your household participated?

47.8% Excellent 47.3% Good 3.2% Fair 1.6% Poor

49.3% Excellent 46.3% Good 3.0% Fair 1.0% Poor (weighted)

Have you or members of your household participated in any Special Events or Cultural Arts activities offered by the City of Fairfax over the past 12 months?

64.8% Yes 35.2% No

65.4% Yes 34.6% No (weighted)

Which events did you or your family members attended?

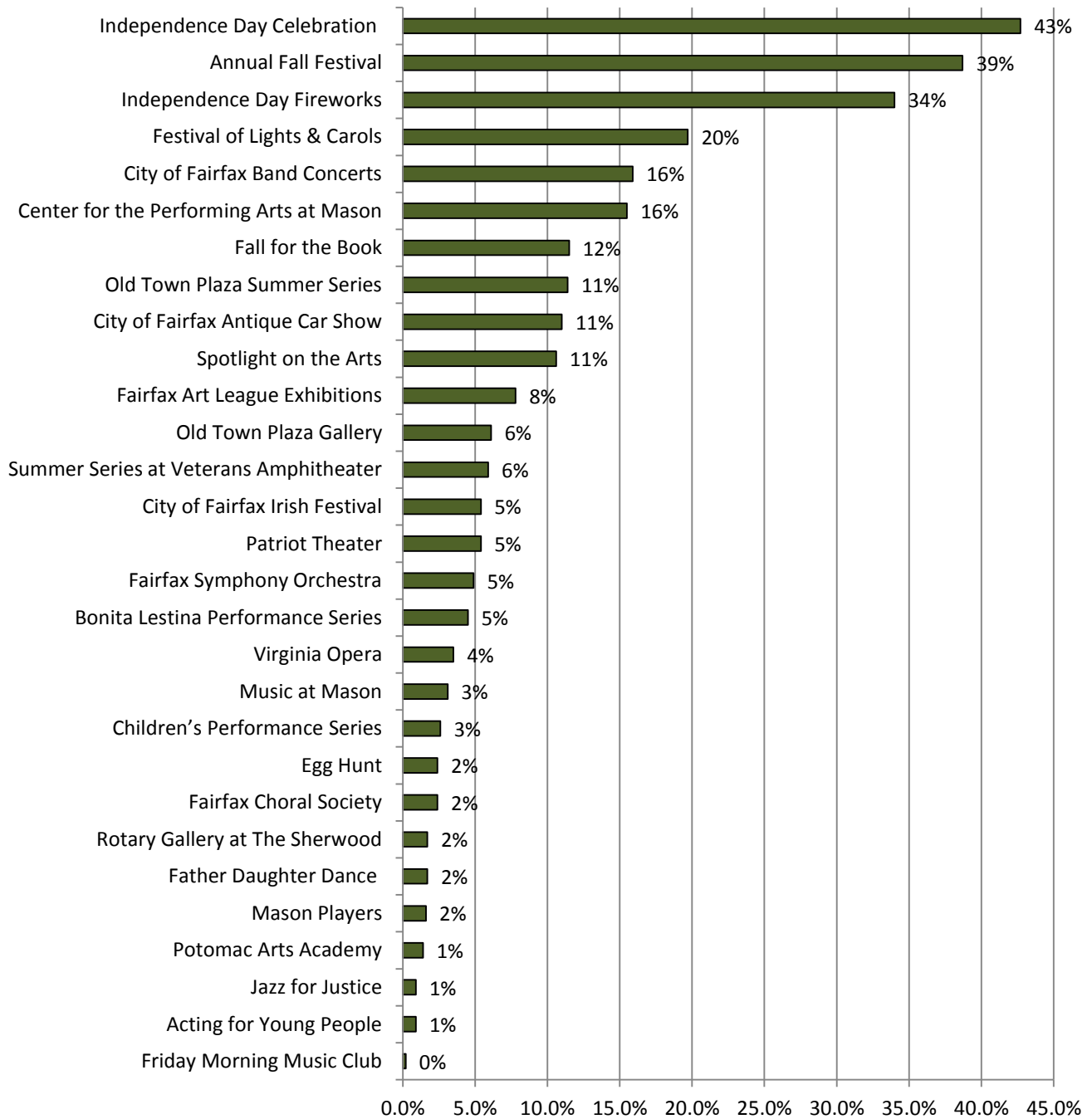
Raw	Wgt*		Raw	Wgt*	
42.7%	43.5%	Independence Day Celebration	4.9%	4.8%	Fairfax Symphony Orchestra
38.7%	39.5%	Annual Fall Festival	4.5%	4.5%	Bonita Lestina Performance Series
34.0%	34.2%	Independence Day Fireworks	3.5%	3.3*	Virginia Opera
19.7%	20.3%	Festival of Lights & Carols	3.1%	3.2%	Music at Mason
15.9%	15.6%	City of Fairfax Band Concerts	2.6%	2.8%	Children's Performance Series
15.5%	15.4%	Center for the Performing Arts at Mason	2.4%	2.5%	Fairfax Choral Society
11.5%	11.1%	Fall for the Book	2.4%	2.5%	Egg Hunt
11.4%	11.0%	Old Town Plaza Summer Series	1.7%	1.8%	Father Daughter Dance
11.0%	12.0%	City of Fairfax Antique Car Show	1.7%	1.7%	Rotary Gallery at The Sherwood
10.6%	10.5%	Spotlight on the Arts	1.6%	1.5%	Mason Players
7.8%	7.8%	Fairfax Art League Exhibitions	1.4%	1.3%	Potomac Arts Academy
6.1%	6.0%	Old Town Plaza Gallery	0.9%	0.8%	Acting for Young People
5.9%	6.1%	Summer Series at Veterans Amphitheater	0.9%	1.0%	Jazz for Justice
5.4%	5.8%	Patriot Theater	0.2%	0.2%	Friday Morning Music Club
5.4%	5.6%	City of Fairfax Irish Festival			

How would you rate the quality of the events in which you and members of your household participated?

59.9% Excellent 38.4% Good 0.8% Fair 0.8% Poor

60.4% Excellent 38.0% Good 0.8% Fair 0.8% Poor (weighted)

Fairfax City Residents' Participation in Special Events or Cultural Arts Activities in the Last 12 Months



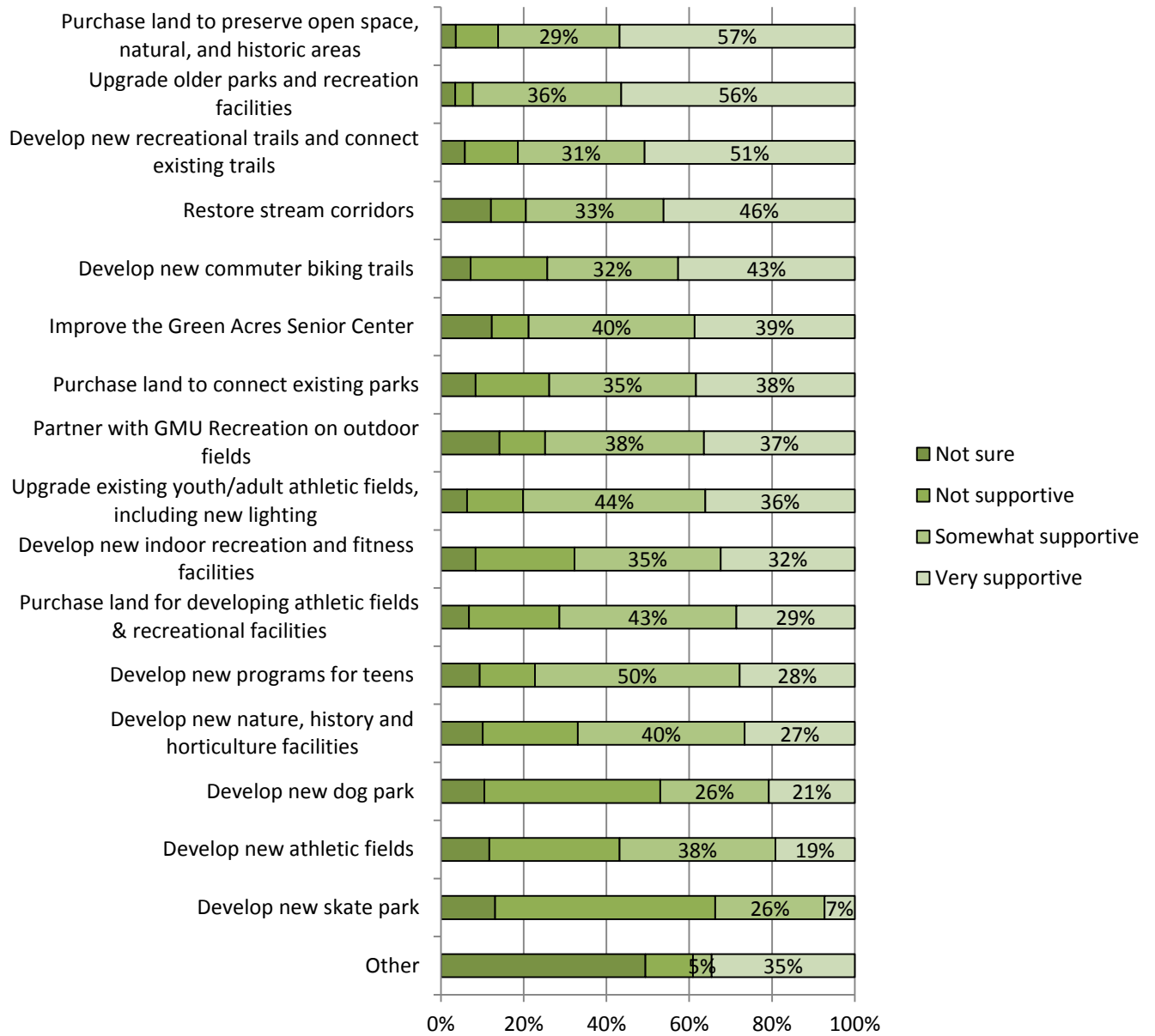
The following are actions that the City of Fairfax could take to improve the parks and recreation services in the City. Please indicate whether you would be very supportive, somewhat supportive, or not supportive of each action by circling the number next to the action.

		Not sure	Not supportive	Somewhat supportive	Very supportive
(A)	Purchase land to preserve open space, natural, and historic areas	3.6%	10.2%	29.3%	56.8%
(D)	Upgrade older parks and recreation facilities	3.5%	4.2%	35.9%	56.4%
(G)	Develop new recreational trails and connect existing trails	5.8%	12.8%	30.6%	50.8%
(I)	Restore stream corridors	12.1%	8.4%	33.3%	46.2%
(H)	Develop new commuter biking trails	7.2%	18.5%	31.6%	42.7%
(O)	Improve the Green Acres Senior Center	12.3%	8.9%	40.1%	38.7%
(C)	Purchase land to connect existing parks	8.4%	17.8%	35.4%	38.4%
(P)	Partner with GMU Recreation on outdoor fields	14.2%	11.0%	38.4%	36.5%
(E)	Upgrade existing youth/adult athletic fields, including new lighting	6.3%	13.6%	44.0%	36.1%
(M)	Develop new indoor recreation and fitness facilities	8.4%	23.9%	35.3%	32.4%
(B)	Purchase land for developing athletic fields & recreational facilities	6.8%	21.8%	42.8%	28.6%
(N)	Develop new programs for teens	9.4%	13.3%	49.5%	27.8%
(J)	Develop new nature, history and horticulture facilities	10.1%	23.0%	40.3%	26.6%
(L)	Develop new dog park	10.5%	42.5%	26.2%	20.8%
(F)	Develop new athletic fields	11.7%	31.5%	37.6%	19.2%
(K)	Develop new skate park	13.1%	53.2%	26.4%	7.3%
(Q)	Other	49.4%	11.5%	4.5%	34.6%

The following are actions that the City of Fairfax could take to improve the parks and recreation services in the City. Please indicate whether you would be very supportive, somewhat supportive, or not supportive of each action by circling the number next to the action (Weighted)

		Not sure	Not supportive	Somewhat supportive	Very supportive
(A)	Purchase land to preserve open space, natural, and historic areas	3.5%	10.2%	29.1%	57.2%
(D)	Upgrade older parks and recreation facilities	3.3%	4.2%	35.6%	56.9%
(G)	Develop new recreational trails and connect existing trails	5.5%	12.5%	31.0%	51.0%
(I)	Restore stream corridors	11.8%	8.4%	33.1%	46.7%
(H)	Develop new commuter biking trails	7.1%	17.9%	31.9%	43.1%
(O)	Improve the Green Acres Senior Center	12.6%	9.3%	39.6%	38.4%
(C)	Purchase land to connect existing parks	8.2%	17.7%	35.8%	38.2%
(P)	Partner with GMU Recreation on outdoor fields	14.1%	11.1%	38.5%	36.6%
(E)	Upgrade existing youth/adult athletic fields, including new lighting	6.5%	13.6%	43.4%	36.5%
(M)	Develop new indoor recreation and fitness facilities	8.2%	24.0%	35.1%	32.7%
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(N)	Develop new programs for teens	9.5%	13.6%	49.2%	27.6%
(J)	Develop new nature, history and horticulture facilities	10.1%	22.7%	41.1%	26.1%
(L)	Develop new dog park	10.2%	42.7%	26.1%	21.0%
(F)	Develop new athletic fields	12.0%	31.2%	37.5%	19.4%
(K)	Develop new skate park	12.9%	53.5%	26.4%	7.2%
(Q)	Other	49.0%	11.5%	4.5%	35.0%

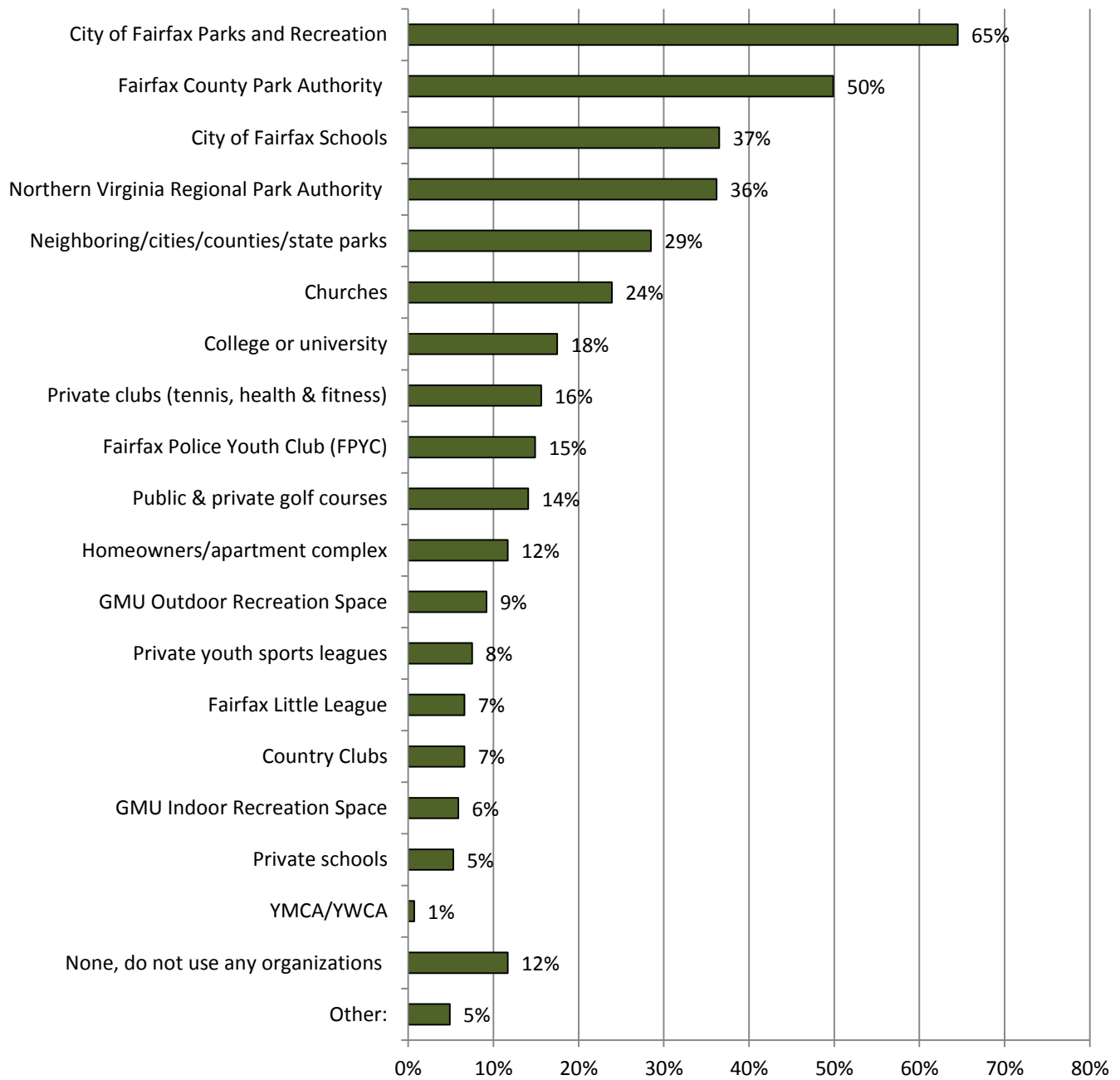
Level of Support among City Residents for Actions to Improve City Parks and Recreation Services



From the following list, please check ALL the organizations that you and members of your household use for Parks and Recreation programs and/or facilities in any location.

		Use the organization		
		Ever	Most often	2 nd most often
(01)	City of Fairfax Parks and Recreation	64.5%	39.4%	18.7%
(03)	Fairfax County Park Authority	49.9%	13.2%	14.7%
(02)	City of Fairfax Schools	36.5%	6.8%	14.0%
(04)	Northern Virginia Regional Park Authority	36.2%	4.1%	11.2%
(10)	Neighboring/cities/counties/state parks	28.5%	2.3%	7.9%
(07)	Churches	23.9%	4.7%	5.6%
(11)	College or university	17.5%	0.6%	3.5%
(08)	Private clubs (tennis, health & fitness)	15.6%	5.6%	3.3%
(15)	Fairfax Police Youth Club (FPYC)	14.9%	7.0%	3.7%
(12)	Public & private golf courses	14.1%	2.1%	5.4%
(13)	Homeowners/apartment complex	11.7%	2.3%	2.3%
(17)	GMU Outdoor Recreation Space	9.2%	1.0%	0.5%
(06)	Private youth sports leagues	7.5%	0.4%	1.4%
(09)	Country Clubs	6.6%	2.7%	0.9%
(16)	Fairfax Little League	6.6%	2.1%	1.4%
(18)	GMU Indoor Recreation Space	5.9%	1.6%	1.6%
(05)	Private schools	5.3%	0.4%	0.9%
(14)	YMCA/YWCA	0.7%	0.0%	0.2%
(19)	Other:	4.9%	2.5%	1.2%
(20)	None, do not use any organizations	11.7%	1.2%	1.4%

Organizations that Fairfax City Residents Use for Parks and Recreation Programs and Facilities



Please indicate if you or any member of your household has a need for each of the parks and recreational facilities listed below by circling the number for how well your need is being met.

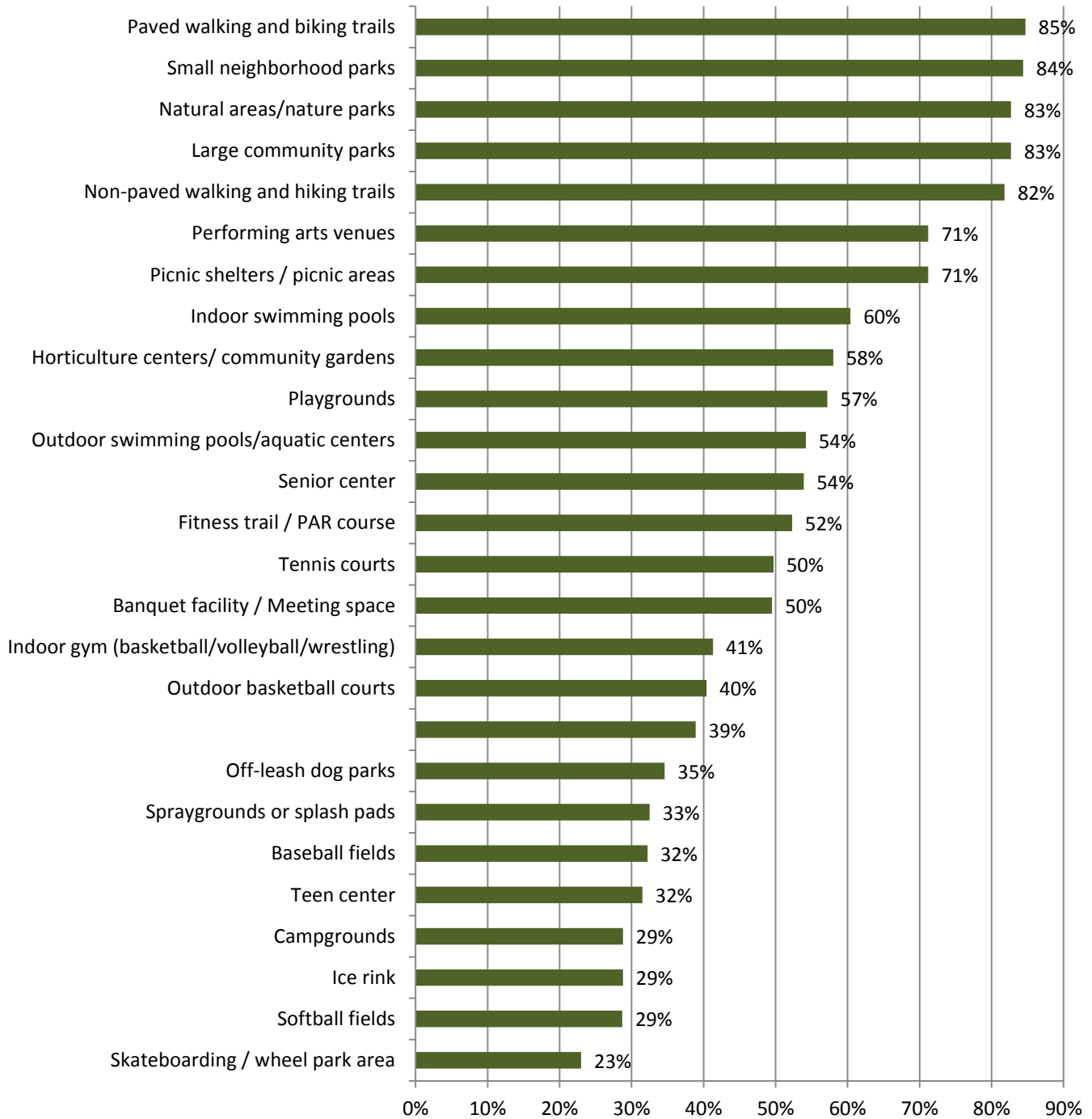
Type of Facility	How Well Are Your Needs Being Met by Facilities?			
	Do Not Need	Need is not met at all	Need is somewhat met	Need is completely met
J. Paved walking and biking trails	15.3%	14.4%	65.0%	20.5%
A. Small neighborhood parks	15.6%	2.9%	36.3%	60.8%
B. Large community parks	17.3%	2.6%	41.3%	56.1%
K. Natural areas/nature parks	17.3%	12.6%	63.0%	24.4%
I. Non-paved walking and hiking trails	18.2%	10.5%	67.9%	21.5%
H. Picnic shelters / picnic areas	28.8%	6.8%	51.8%	41.5%
T. Performing arts venues	28.8%	6.3%	49.0%	44.6%
S. Indoor swimming pools	39.6%	38.3%	36.4%	25.2%
L. Horticulture centers/ community gardens	42.0%	38.2%	41.9%	19.9%
G. Playgrounds	42.8%	2.3%	46.8%	50.8%
O. Outdoor swimming pools/aquatic centers	45.8%	30.0%	32.9%	37.1%
V. Senior center	46.1%	11.1%	63.2%	25.7%
Z. Fitness trail / PAR course	47.7%	29.7%	53.2%	17.1%
P. Tennis courts	50.3%	13.3%	54.1%	32.5%
W. Banquet facility / Meeting space	50.5%	7.7%	44.8%	47.6%
R. Indoor gym (basketball/volleyball/wrestling)	58.7%	29.5%	51.2%	19.3%
Q. Outdoor basketball courts	59.6%	11.7%	56.1%	32.2%
C. Rectangular fields for lacrosse, soccer, football, or field hockey	61.1%	5.5%	47.2%	47.2%
M. Off-leash dog parks	65.4%	67.2%	20.3%	12.4%
Y. Spraygrounds or splash pads	67.5%	66.7%	21.8%	11.5%
E. Baseball fields	67.8%	5.4%	44.3%	50.3%
U. Teen center	68.5%	35.8%	47.2%	17.0%
D. Ice rink	71.2%	29.5%	24.2%	46.3%
X. Campgrounds	71.2%	51.0%	29.7%	19.3%
F. Softball fields	71.3%	4.8%	47.6%	47.6%
N. Skateboarding / wheel park area	77.0%	11.9%	39.0%	49.2%

* Final three columns exclude those who say "do not need" a particular type of facility.

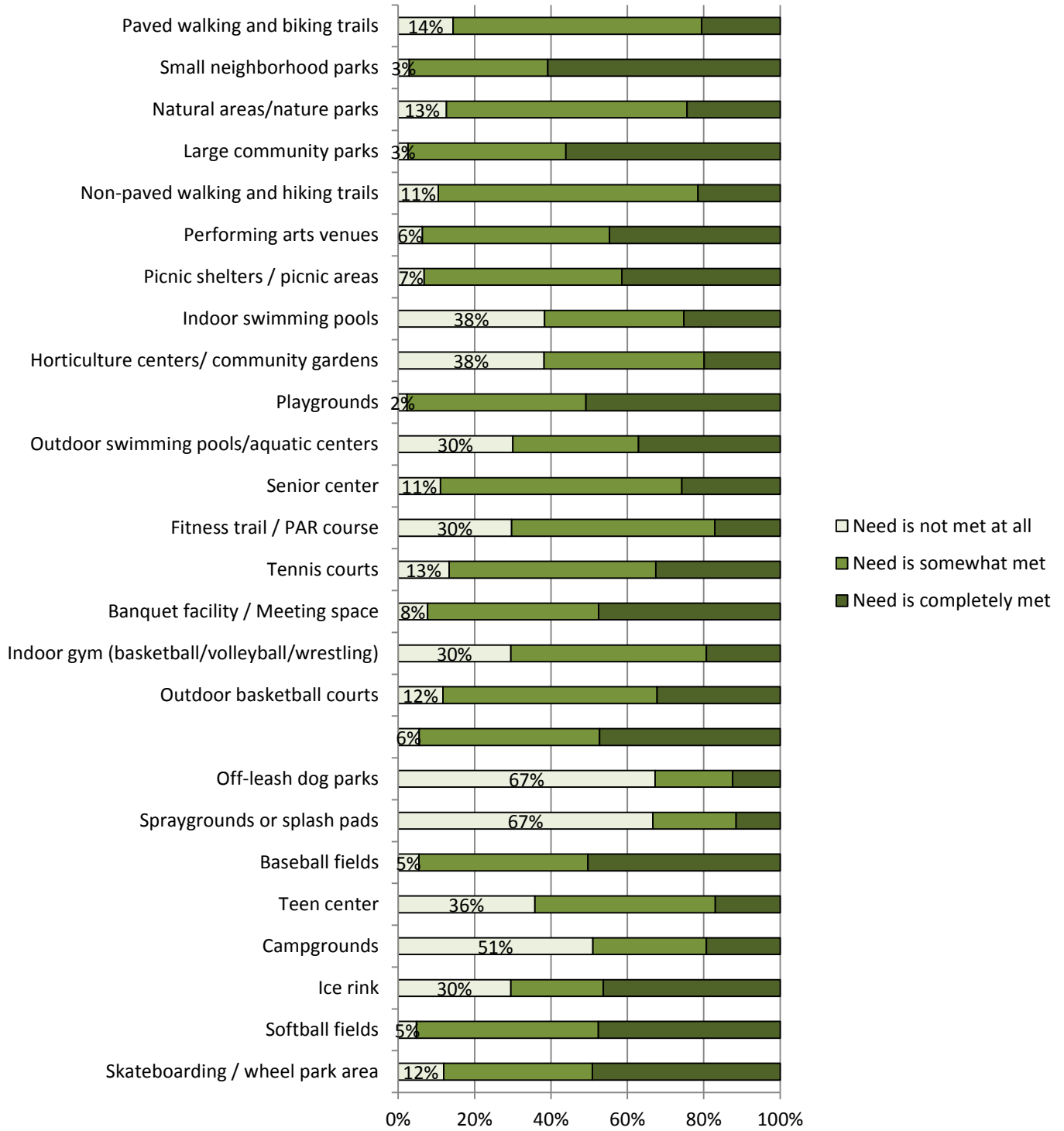
Please indicate if you or any member of your household has a need for each of the parks and recreational facilities listed below by circling the number for how well your need is being met (weighted estimates of unmet need).

Type of Facility	How Well Are Your Needs Being Met by Facilities?			
	Need is not met at all	Need is somewhat met	Need is completely met	No Need
A. Small neighborhood parks	511	6,404	11,147	4,215
J. Paved walking and biking trails	2,843	11,817	3,258	4,359
B. Large community parks	495	7,330	9,757	4,695
I. Non-paved walking and hiking trails	2,080	11,817	3,513	4,867
K. Natural areas/nature parks	2,348	10,572	4,471	4,886
H. Picnic shelters / picnic areas	878	8,224	6,452	6,723
T. Performing arts venues	735	7,649	6,420	7,473
S. Indoor swimming pools	5,078	4,966	3,497	8,736
G. Playgrounds	335	6,324	6,659	8,959
O. Outdoor swimming pools/aquatic centers	3,593	4,040	4,823	9,821
L. Horticulture centers/ community gardens	4,743	5,222	2,363	9,949
Z. Fitness trail / PAR course	3,354	6,132	1,916	10,875
P. Tennis courts	1,693	5,973	3,433	11,178
W. Banquet facility / Meeting space	719	4,439	4,887	12,232
V. Senior center	1,102	6,579	2,363	12,233
Q. Outdoor basketball courts	1,246	5,509	2,731	12,791
Y. Spraygrounds or splash pads	5,653	1,629	926	14,069
M. Off-leash dog parks	5,254	1,629	703	14,691
E. Baseball fields	511	3,593	3,481	14,692
U. Teen center	2,906	3,513	1,038	14,820
X. Campgrounds	3,593	2,012	1,150	15,522
D. Ice rink	2,236	1,661	2,779	15,601
N. Skateboarding / wheel park area	655	2,156	2,603	16,863
C. Rectangular fields for lacrosse, soccer, football, or field hockey	495	4,966	4,328	17,449
R. Indoor gym (basketball/volleyball/wrestling)	2,890	5,094	1,533	17,849
F. Softball fields	511	3,178	2,651	19,112

Percent of Fairfax City Residents Who Need Various Types of Facilities



Degree to Which Facilities Meet Needs of Fairfax City Residents



Please indicate if you or any member of your household has a need for each of the parks and recreational facilities listed below by circling the number for how well your need is being met.

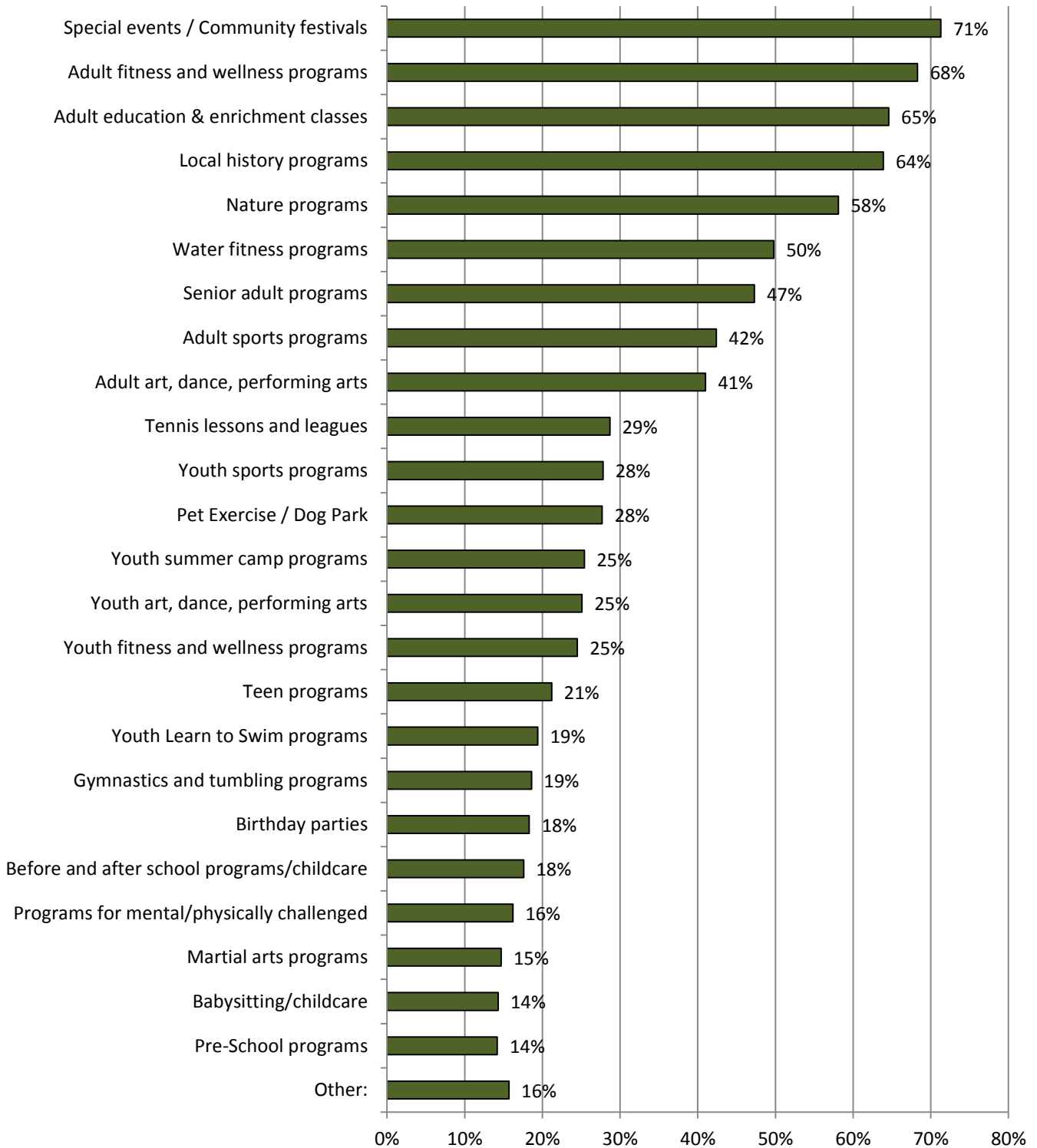
Type of Program	How Well Are Your Needs Being Met by Programs?			
	Do Not Need Program	Need is not met at all	Need is somewhat met	Need is completely met
S. Special events / Community festivals	28.7%	5.8%	42.5%	51.8%
I. Adult fitness and wellness programs	31.7%	16.4%	65.2%	18.4%
X. Adult education & enrichment classes	35.4%	18.2%	64.2%	17.6%
U. Local history programs	36.1%	11.9%	61.8%	26.3%
T. Nature programs	41.9%	26.2%	62.2%	11.6%
J. Water fitness programs	50.2%	39.9%	44.7%	15.4%
N. Senior adult programs	52.7%	18.7%	64.6%	16.7%
M. Adult sports programs	57.6%	29.2%	52.8%	18.1%
L. Adult art, dance, performing arts	59.0%	14.4%	65.9%	19.7%
W. Tennis lessons and leagues	71.3%	42.5%	46.6%	11.0%
F. Youth sports programs	72.2%	5.6%	44.4%	50.0%
Q. Pet Exercise / Dog Park	72.3%	68.3%	23.2%	8.5%
E. Youth summer camp programs	74.6%	7.7%	46.9%	45.4%
K. Youth art, dance, performing arts	74.9%	11.0%	64.6%	24.4%
G. Youth fitness and wellness programs	75.5%	12.9%	58.1%	29.0%
R. Teen programs	78.8%	36.4%	51.4%	12.1%
A. Youth Learn to Swim programs	80.6%	32.3%	40.4%	27.3%
V. Gymnastics and tumbling programs	81.4%	22.3%	57.4%	20.2%
P. Birthday parties	81.7%	17.2%	55.9%	26.9%
D. Before and after school programs/childcare	82.4%	31.1%	43.3%	25.6%
O. Programs for mental/physically challenged	83.8%	36.6%	46.3%	17.1%
H. Martial arts programs	85.3%	24.3%	48.6%	27.0%
C. Babysitting/childcare	85.7%	45.2%	35.6%	19.2%
B. Pre-School programs	85.8%	29.2%	47.2%	23.6%
Y. Other:	84.3%	50.0%	20.0%	30.0%

* Final three columns exclude those who say "do not need" a particular type of program.

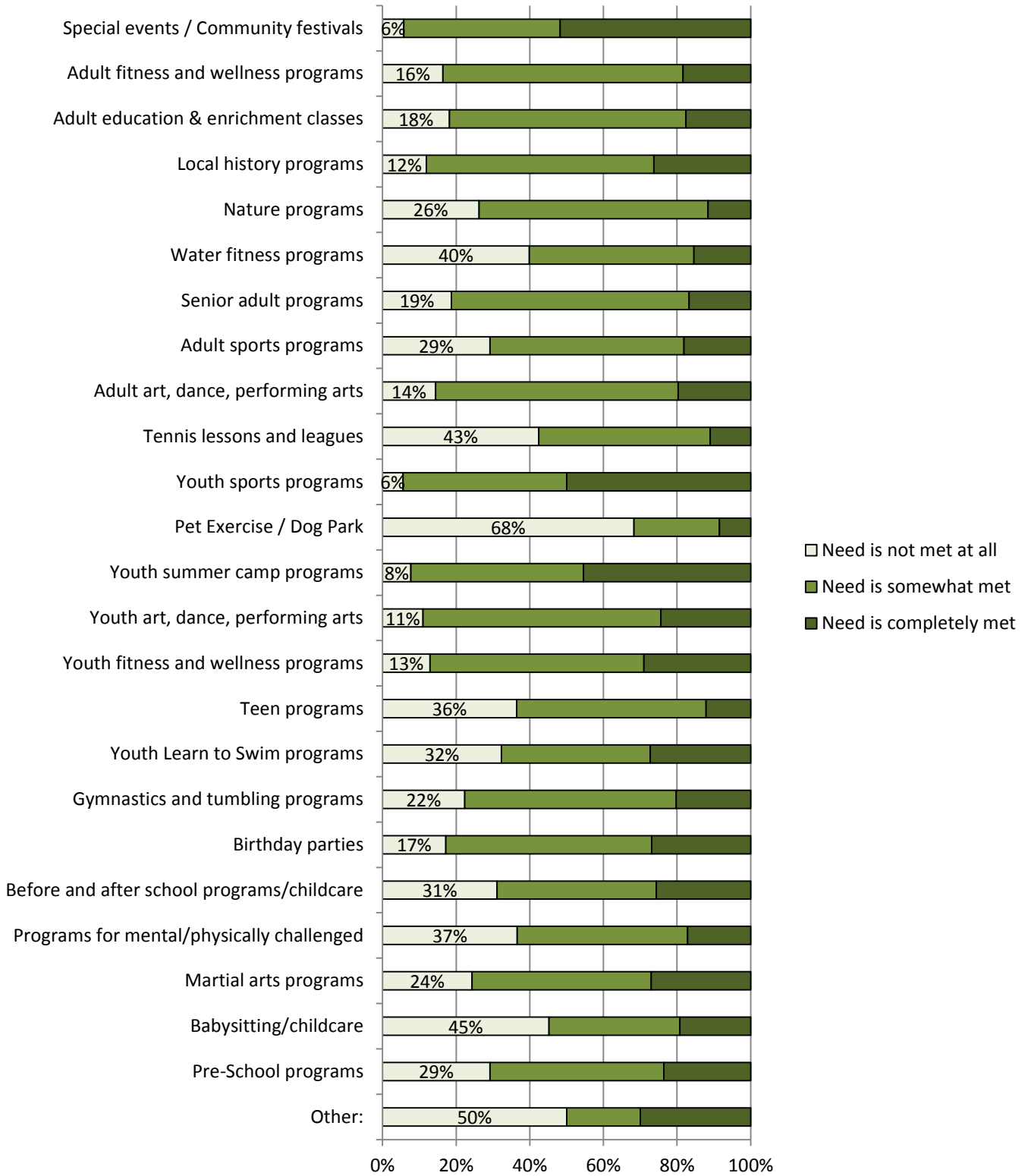
Please indicate if you or any member of your household has a need for each of the parks and recreational facilities listed below by circling the number for how well your need is being met (weighted estimates of unmet need).

Type of Program	How Well Are Your Needs Being Met by Programs?			
	Need is not met at all	Need is somewhat met	Need is completely met	
S. Special events / Community festivals	910	6,052	8,256	7,059
I. Adult fitness and wellness programs	2,284	9,230	2,268	8,495
U. Local history programs	1,421	8,464	3,481	8,911
X. Adult education & enrichment classes	2,555	8,256	2,156	9,310
T. Nature programs	3,194	7,841	1,262	9,980
J. Water fitness programs	4,024	4,360	1,565	12,328
M. Adult sports programs	2,938	4,823	1,517	12,999
N. Senior adult programs	1,741	5,557	1,262	13,717
L. Adult art, dance, performing arts	1,469	5,509	1,294	14,005
F. Youth sports programs	447	3,449	3,960	14,421
E. Youth summer camp programs	671	3,210	3,306	15,090
G. Youth fitness and wellness programs	814	4,120	1,932	15,411
W. Tennis lessons and leagues	3,210	3,002	575	15,490
K. Youth art, dance, performing arts	958	4,088	1,549	15,682
Q. Pet Exercise / Dog Park	4,535	1,309	271	16,162
R. Teen programs	2,108	2,811	543	16,815
A. Youth Learn to Swim programs	1,996	2,018	1,341	16,922
V. Gymnastics and tumbling programs	1,278	2,890	783	17,326
D. Before and after school programs/childcare	1,613	2,268	1,038	17,358
P. Birthday parties	1,022	2,715	1,150	17,390
C. Babysitting/childcare	2,028	1,373	591	18,285
H. Martial arts programs	1,006	1,916	974	18,381
B. Pre-School programs	1,102	1,836	830	18,509
O. Programs for mental/physically challenged	1,230	1,645	431	18,971
Y. Other:	447	192	256	21,382

Percent of Fairfax City Residents Who Need Various Types of Programs



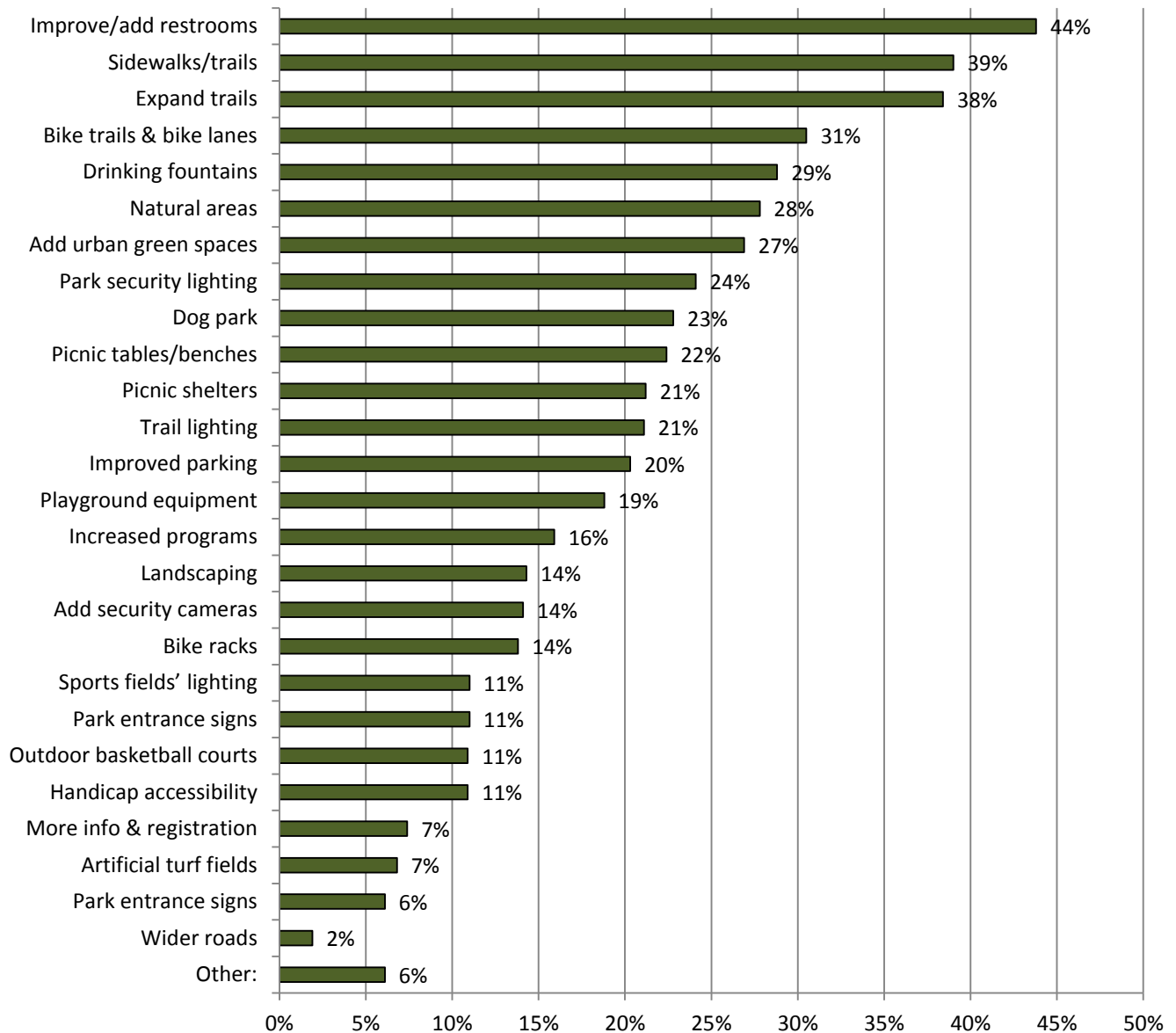
Degree to Which Programs Meet Needs of Fairfax City Residents



Listed below are potential improvements that could be made to the existing parks in the City of Fairfax. Please check ALL the improvements you would most like to have made to the existing parks in the City of Fairfax.

43.8%	Improve/add restrooms	22.4%	Picnic tables/benches	11.0%	Park entrance signs
39.0%	Sidewalks/trails	21.1%	Trail lighting	11.0%	Sports fields' lighting
38.4%	Expand trails	21.2%	Picnic shelters	10.9%	Handicap accessibility
30.5%	Bike trails & bike lanes	18.8%	Playground equipment	10.9%	Outdoor basketball courts
28.8%	Drinking fountains	14.3%	Landscaping	7.4%	More info & registration
27.8%	Natural areas	20.3%	Improved parking	6.8%	Artificial turf fields
26.9%	Add urban green spaces	15.9%	Increased programs	6.1%	Park entrance signs
24.1%	Park security lighting	14.1%	Add security cameras	1.9%	Wider roads
22.8%	Dog park	13.8%	Bike racks		

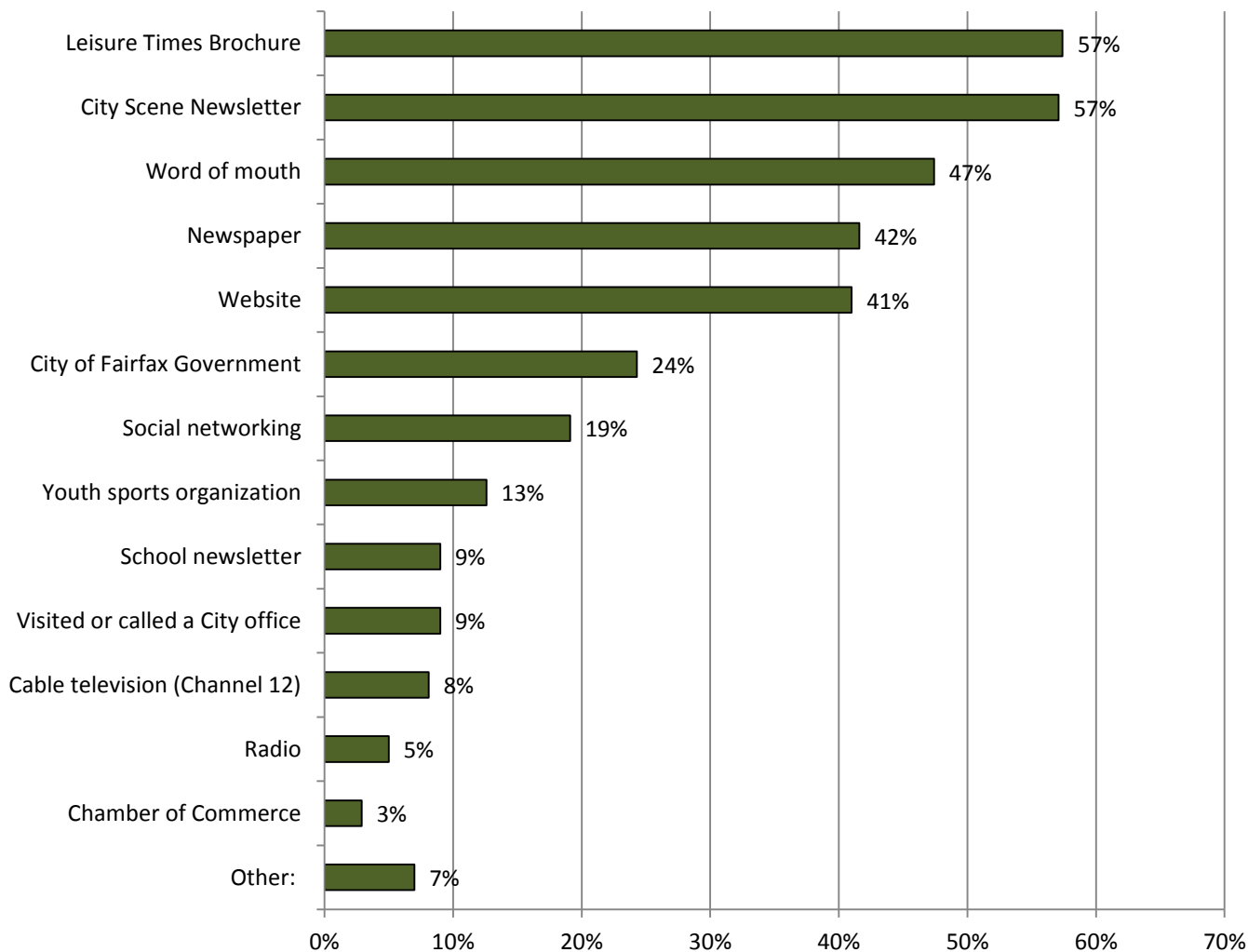
Improvements to Existing Parks Fairfax City Residents Would Like to See



Please check ALL the ways you learn about recreation or activities.

- 57.4% Leisure Times Brochure
- 57.1% City Scene Newsletter
- 47.4% Word of mouth
- 41.6% Newspaper
- 41.0% Website
- 24.3% City of Fairfax Government
- 19.1% Social networking
- 12.6% Youth sports organization
- 9.0% Visited or called a City office
- 9.0% School newsletter
- 8.1% Cable television (Channel 12)
- 5.0% Radio
- 2.9% Chamber of Commerce/Tourism
- 7.1% Other

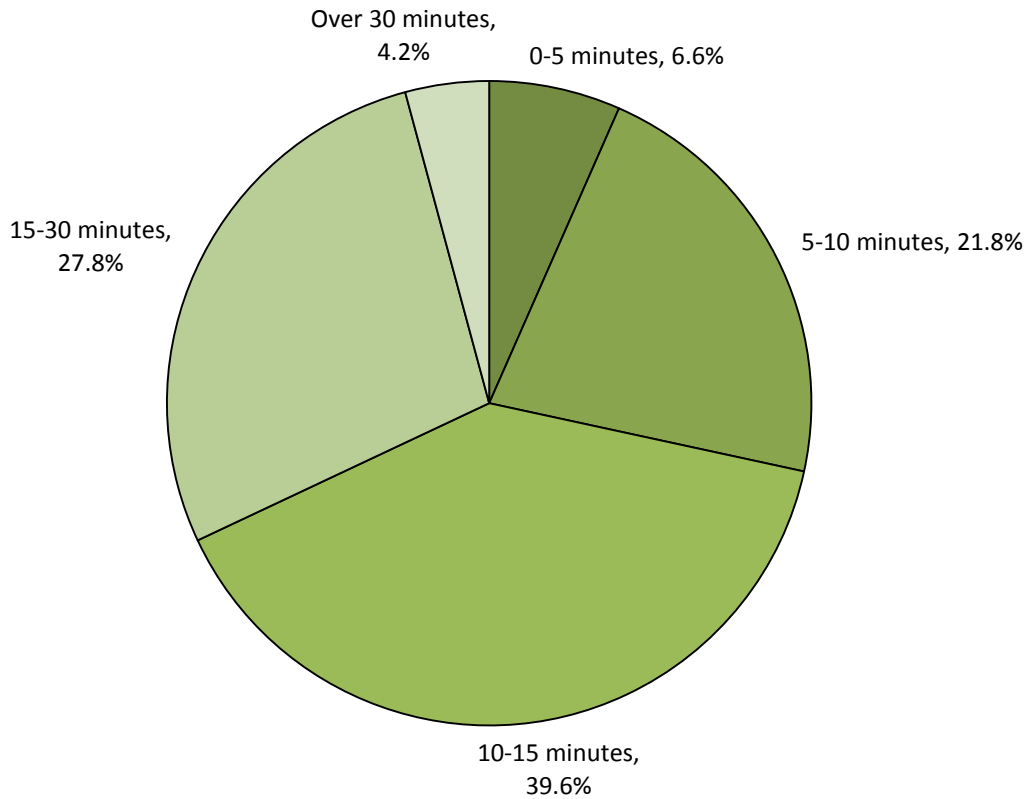
How Fairfax City Residents Learn about Recreation Facilities and Activities
 (multiple responses allowed so sum is greater than 100%)



How long are you willing to drive to attend programs or use park and recreation facilities?

6.6% 0-5 minutes 21.8% 5-10 minutes 39.6% 10-15 minutes 27.8% 15-30 minutes 4.2% Over 30 minutes

How Long Fairfax City Residents are Willing to Drive to Attend Programs or Facilities



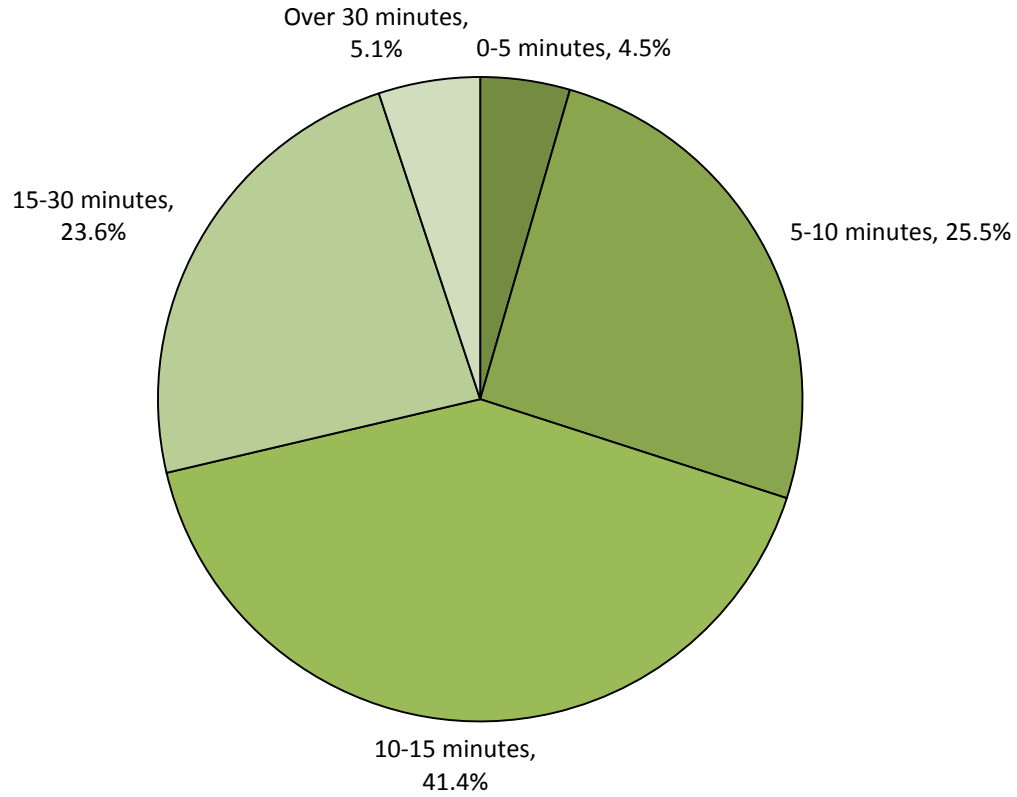
What time of day is most convenient for you or your household members to attend programs or use facilities?

0.2% midnight-6:00 am 19.0% 6:00 am-noon 33.7% Noon - 6:00 pm 45.3% 6:00 pm-9:00 pm 1.8% 9:00 pm-midnight

How long are you willing to drive to attend programs or use park and recreation facilities? (weighted)

4.5% 0-5 minutes 25.5% 5-10 minutes 41.4% 10-15 minutes 23.6% 15-30 minutes 5.1% Over 30 minutes

How Long Fairfax City Residents are Willing to Drive to Attend Programs or Facilities (weighted)



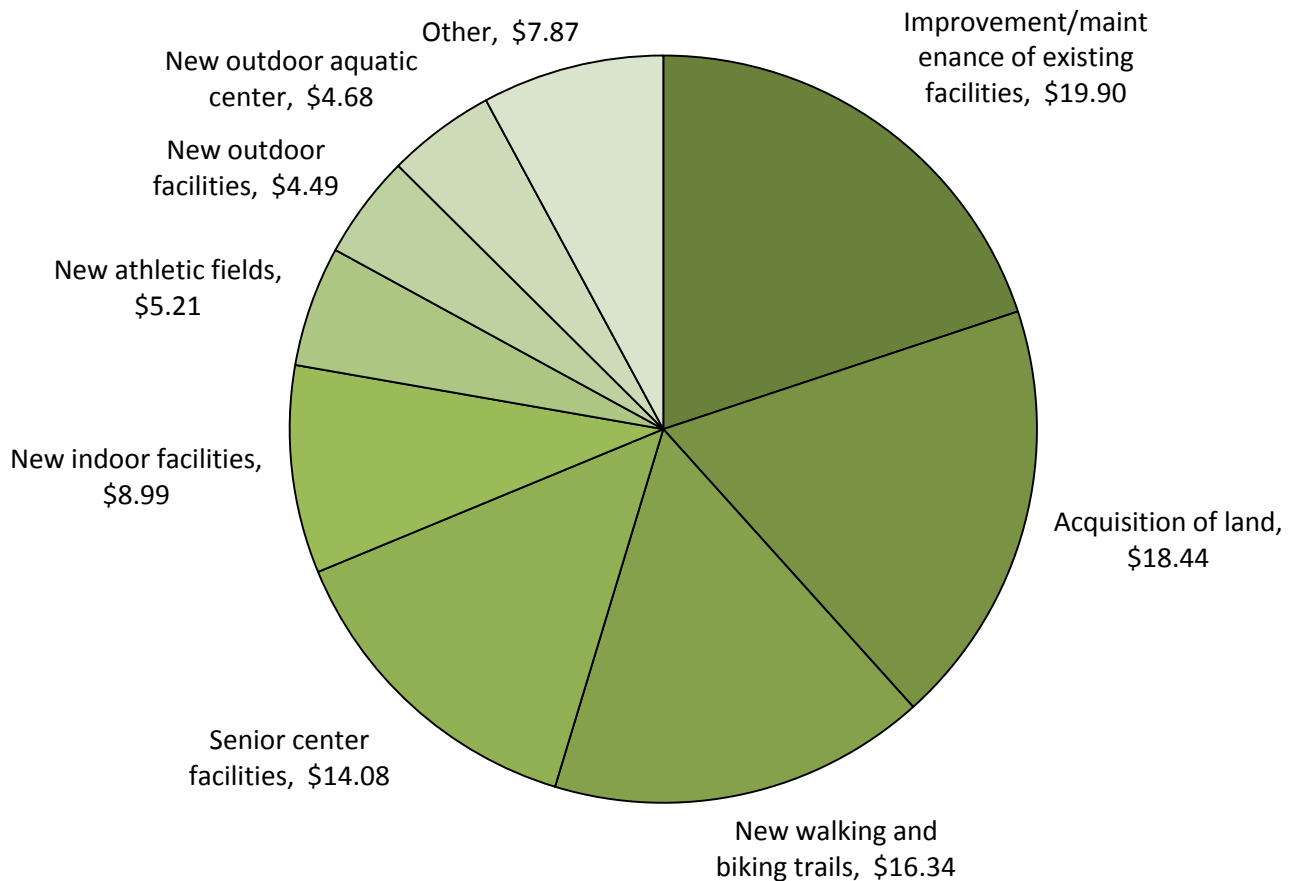
What time of day is most convenient for you or your household members to attend programs or use facilities?

0.2% midnight-6:00 am 16.5% 6:00 am-noon 28.6% Noon - 6:00 pm 50.5% 6:00 pm-9:00 pm 4.2% 9:00 pm-midnight

If you had \$100 in new funding, how would you allocate the \$100 among the following types of parks and recreation improvements in the City of Fairfax?

\$ 18.44	<u>Acquisition of land</u> for open space/green space / future park land
\$ 16.34	Development of <u>new walking and biking trails</u>
\$ 19.90	<u>Improvements/maintenance of existing parks, playgrounds, game courts and picnic areas</u>
\$ 5.21	Improvements/construction of <u>new athletic fields</u> (i.e. softball, soccer, baseball, football, etc.)
\$ 4.68	Development of a <u>new outdoor family aquatic center (swimming pool)</u>
\$ 4.49	Development of <u>new outdoor parks and recreation facilities</u> (i.e. playgrounds, shelters, etc.)
\$ 8.99	Development of <u>new indoor recreation facilities</u> (i.e. gyms, exercise equipment, pools, etc.)
\$ 14.08	Develop new or improve <u>senior center facilities</u> .
\$ 7.87	Other:
\$100.00	TOTAL

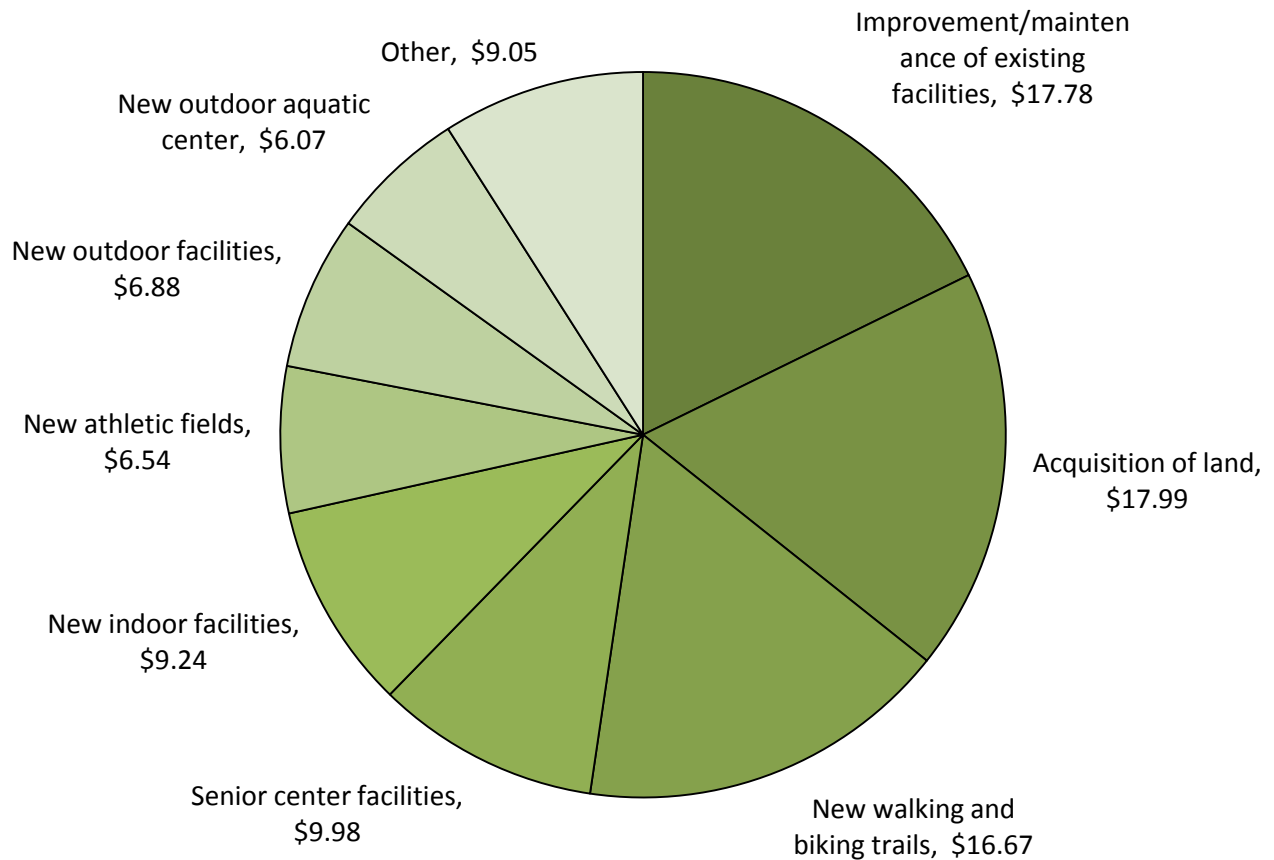
How Respondents Would Allocate \$100 Among Various Parks and Recreation Facilities in the City of Fairfax



If you had \$100 in new funding, how would you allocate the \$100 among the following types of parks and recreation improvements in the City of Fairfax?

- \$ 17.99 Acquisition of land for open space/green space / future park land
- \$ 16.67 Development of new walking and biking trails
- \$ 17.78 Improvements/maintenance of existing parks, playgrounds, game courts and picnic areas
- \$ 6.54 Improvements/construction of new athletic fields (i.e. softball, soccer, baseball, football, etc.)
- \$ 6.07 Development of a new outdoor family aquatic center (swimming pool)
- \$ 6.88 Development of new outdoor parks and recreation facilities (i.e. playgrounds, shelters, etc.)
- \$ 9.24 Development of new indoor recreation facilities (i.e. gyms, exercise equipment, pools, etc.)
- \$ 9.98 Develop new or improve senior center facilities.
- \$ 9.05 Other:
- \$100.00 TOTAL**

How Respondents Would Allocate \$100 Among Various Parks and Recreation Facilities in the City of Fairfax (weighted)



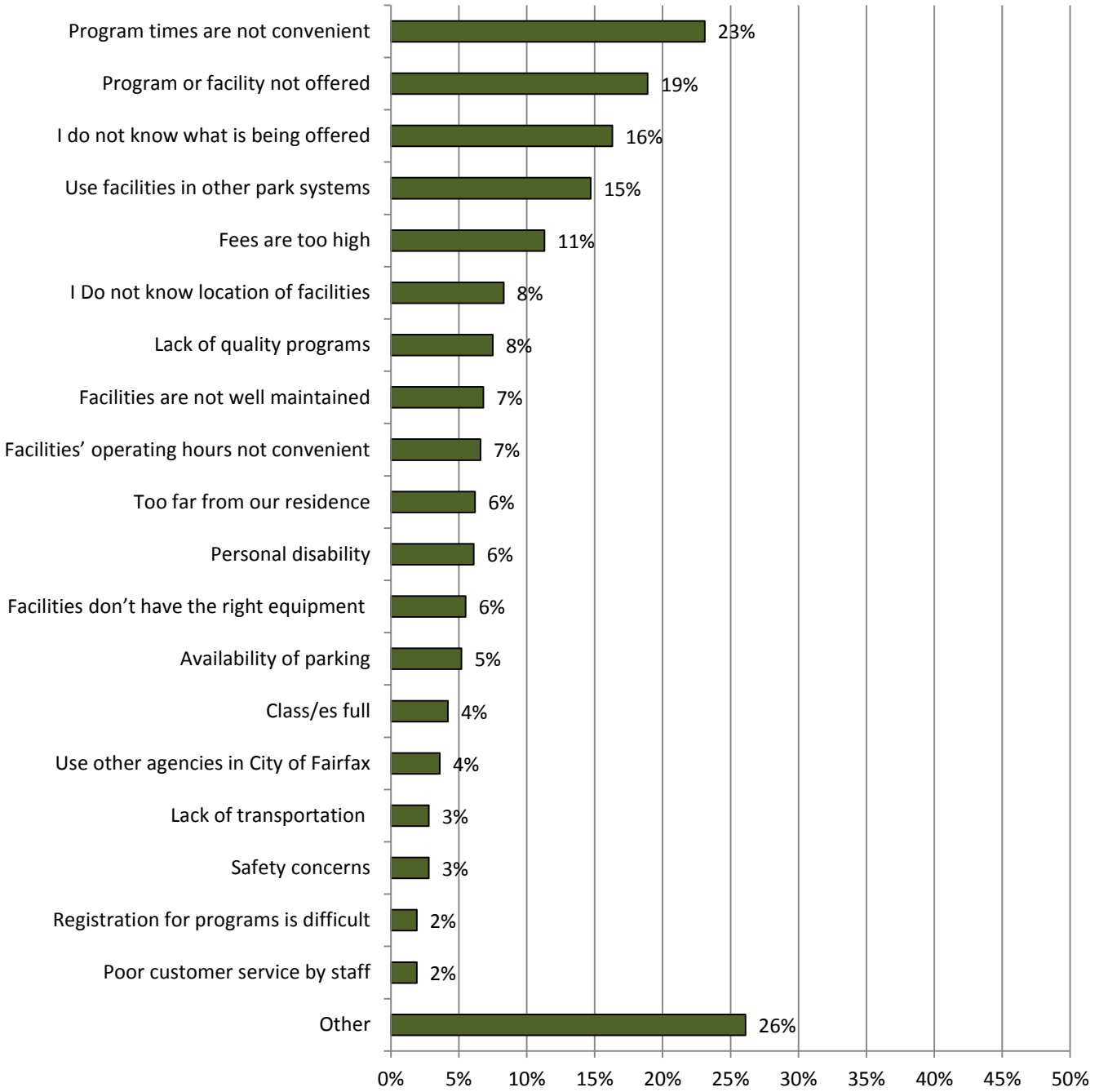
Please CHECK ALL the reasons that prevent you or other members of your household from using PARKS, RECREATION FACILITIES, TRAILS, EVENTS and PROGRAMS in the City of Fairfax more often.

23.1%	Program times are not convenient	6.1%	Personal disability
18.9%	Program or facility not offered	5.5%	Facilities don't have the right equipment
16.3%	I do not know what is being offered	5.2%	Availability of parking
14.7%	Use facilities in other park systems	4.2%	Class/es full
11.3%	Fees are too high	3.6%	Use other agencies in City of Fairfax
8.3%	I Do not know location of facilities	2.8%	Safety concerns
7.5%	Lack of quality programs	2.8%	Lack of transportation
6.8%	Facilities are not well maintained	1.9%	Poor customer service by staff
6.6%	Facilities' operating hours not convenient	1.9%	Registration for programs is difficult
6.2%	Too far from our residence	25.6%	Other

Word Cloud Representing “Other” Responses as to Why Fairfax City Residents Do Not Use Facilities and Programs More Often



Why Fairfax City Residents Do Not Use Facilities and Programs More Often



Demographics

Counting yourself, how many people live in your household?

1. 17.1% 2. 41.3% 3. 12.9% 4. 14.4% 5 or more 6.4%

1. 13.0% 2. 36.7% 3. 16.0% 4. 22.9% 5 or more 11.5% (weighted)

Your Gender: 49.7% Male 50.3% Female

48.7% Male 51.3% Female (weighted)

What is your age? 40% of sample is 65 or older (as compared to 14.9% in Census) average age = 61.4

18-24 1.1% 25-34 2.4% 35-44 13.5% 45-54 18.5%

55-64 25.7% 65-74 22.8% 75 or older 15.9%

18-24 7.9% 25-34 21.8% 35-44 18.1% 45-54 19.4% (weighted)

55-64 15.7% 65-74 10.0% 75 or older 7.1%

Please indicate if you are affiliated with George Mason University. (Check all that apply)

2.1% I am a student at GMU.

2.5% I am a faculty or staff member of GMU.

12.0% I am an alumnus of GMU.

83.4% No GMU affiliation

Are there any persons with disabilities living in your household?

11.7% Yes 88.3% No

7.7% Yes 92.3% No (weighted)

What is your race? (Mark "X" in one or more boxes)

88.9% White 1.4% Black, African Am. 0.5% American Indian or Alaska Native

0.9% Asian Indian 0.9% Japanese 0.0% Native Hawaiian

0.9% Chinese 0.9% Korean 0.0% Guamanian or Chamorro

0.0% Filipino 0.0% Vietnamese 0.0% Samoan

0.2% Other Asian – e.g., Hmong, Laotian, Thai Pakistani 0.0% Other Pacific Islander -- for example, Fijian or Tongan

___ Some other race -- Print race. 3.0%

What is your race? (weighted)

83.9% White 2.7% Black, African Am. 0.7% American Indian or Alaska Native

1.0% Asian Indian 2.8% Japanese 0.0% Native Hawaiian

0.8% Chinese 2.8% Korean 0.0% Guamanian or Chamorro

0.0% Filipino 0.0% Vietnamese 0.0% Samoan

0.2% Other Asian – e.g., Hmong, Laotian, Thai Pakistani 0.0% Other Pacific Islander -- for example, Fijian or Tongan

___ Some other race -- Print race. 6.2%

Are you of Hispanic, Latino or Spanish origin? 4.5% Yes 95.5% No

Are you of Hispanic, Latino or Spanish origin? 8.1% Yes 91.9% No