



Chapter 4

Community-Wide Survey



Community-wide Survey

The purpose of the Community-wide Survey (Survey) was to understand the attitudes and interests of residents in this town as it related to the delivery of a variety of parks and recreation department services. Additionally, several questions were posed to better understand the resident's use of the parks and recreation programs and facilities.

The survey sample of 2,000 was selected from a list utilizing water utility billing addresses from the Town of Munster water department that included 7,628 households. This list of all water utility bills was culled to randomly select 2,000 survey recipients.

Additionally, to provide the opportunity for residents that did not receive a survey via U.S. Mail, 200 additional copies of the survey were made available at the Parks and Recreation Department and other locations within the Town.

The 4 page (8 ½ x 11) questionnaire was designed jointly by Planning Resources, the Parks and Recreation Department, and Readex Research. All material production, addressing, mailing, and tabulation were handled by Readex Research.

Survey kits that included the questionnaire, a personalized introductory cover letter on "Munster Matters" letterhead, signed by the director of parks and recreation for the Town of Munster; and a stamped reply envelope addressed to Readex were mailed to 2,000 sample members on January 25, 2018. All the survey information was included in an outgoing "Munster Matters" envelope.

On February 2nd, Readex mailed reminder postcards to the 2,000 sample members reminding them to complete and return their surveys.

After 32 days, on February 26, 2018, the survey was closed for tabulation with 366 responses from the sample of 2,000 – a 19% response rate based on the net effective mailout of 1,928 (72 of the original kits were returned as



undeliverable).

The margin for error for percentages based on 366 responses is a ± 5.0 percentage points at the 95% confidence level. The margin of error for percentages based on smaller sample sizes will be larger.

The responses were tabulated, and the report referenced in the Appendix was prepared by Readex in accordance with accepted research standards and practices.

Summarized Survey Results

The following is a summary of the community-wide Survey (Survey) results.

- 56% of the respondents were female
- 74% of the respondents were >45 years old
- The top five most important items to consider when planning for the next 5-years include:
 - o Maintaining existing parks and facilities was considered important or very important to more than 90% of all respondents
 - o Improving trails was considered important or very important to 66% of respondents
 - o Ensuring all parks/facilities comply with ADA (Americans with Disabilities Act) was important or very important to 65% of respondents
 - o Improving restrooms in parks was important or very important to 60%
 - o Acquiring land/green space was important or very important to 58% of respondents

Important Improvements

When considering any improvements or developments in the parks and recreation sector that depends on the public to fund or provide the capital for the improvements it is vital to assess the public's willingness to fund those improvements or capital expenditures. This question was included: "Would you support future funding for the areas you rated a 4 or 5 in the prior question?"

- 67% responded yes or maybe
- 22% responded no or not sure; and,
- 11% indicted no answer

Programming

Several questions pertaining to programming were included in the questionnaire. More than 50% of the respondents were either satisfied or very satisfied with:

- Youth sports
- Community events/special events
- Youth education
- Trips and travel
- Continuing education
- Adult 50+ programs
- Summer camps

The satisfied or very satisfied levels fell to 50% or below on:

- Summer camps
- Summer enrichment
- Centennial/Billy Casper golf programs
- Wellness and fitness

The satisfied or very satisfied levels fell to 38% or below on:

- Aquatics
- Adult sports

Information Delivery

An additional category of interest to the administration and staff of the Munster Parks and Recreation Department included the ways and means the Department delivered its information and program offerings to the Town's residents. A series of questions related to the delivery vehicle and satisfaction with the vehicle were included in the questionnaire. The question regarding the how the residents received their information about Department activities included:

- 82% received their information via the seasonal program brochure
- 16% received their information via town recreation staff

In addition to how they received the information they were asked to rate how satisfied they were with the information they received. Again, the scale of satisfied or very satisfied was utilized.

- 87% were satisfied or very satisfied with the seasonal program brochure while only 3% were either dissatisfied or not at all satisfied with the seasonal program brochure
- 73% were satisfied or very satisfied with mailers/flyers, while only 6% were dissatisfied or not at all satisfied
- 65% were either satisfied or very satisfied while only 8% were dissatisfied or not at all satisfied with Banners in the Parks

Region

The survey was distributed randomly throughout the Town of Munster. It was of interest however as to the area of the Town for each respondent. The Town was subdivided by major geographical or physical barriers such as railroads, highways, creeks or rivers into six sub areas (see map on following page). Responses were tabulated by area as follows:

- 30% of respondents were Area 4 (east central)
- 21% of respondents were Area 6 (southeast)
- 17% of respondents were Area 2 (northeast)
- 13% of respondents were Area 1 (northwest)
- 10% of respondents were Area 3 (west central)
- 5% of respondents were in Area 5 (southwest)

Age

The age distribution of the respondents is also important to consider. The respondent's age was separated into four age categories while the questionnaire included seven age category options. No respondents were under 24 years old and so few were under 34 years old, these categories were combined for purposes of cross tabulation of the responses.

Nearly half (50.5%) of the female respondents were <54 while 49.5% were over 55. Male respondents were significantly older 62% were >55 while 38% were <54.

When analyzing programs and various priorities, age can be a noteworthy factor and must be carefully considered.

Appendix

The entire survey and all data tables are included in the Appendix to the Master Plan

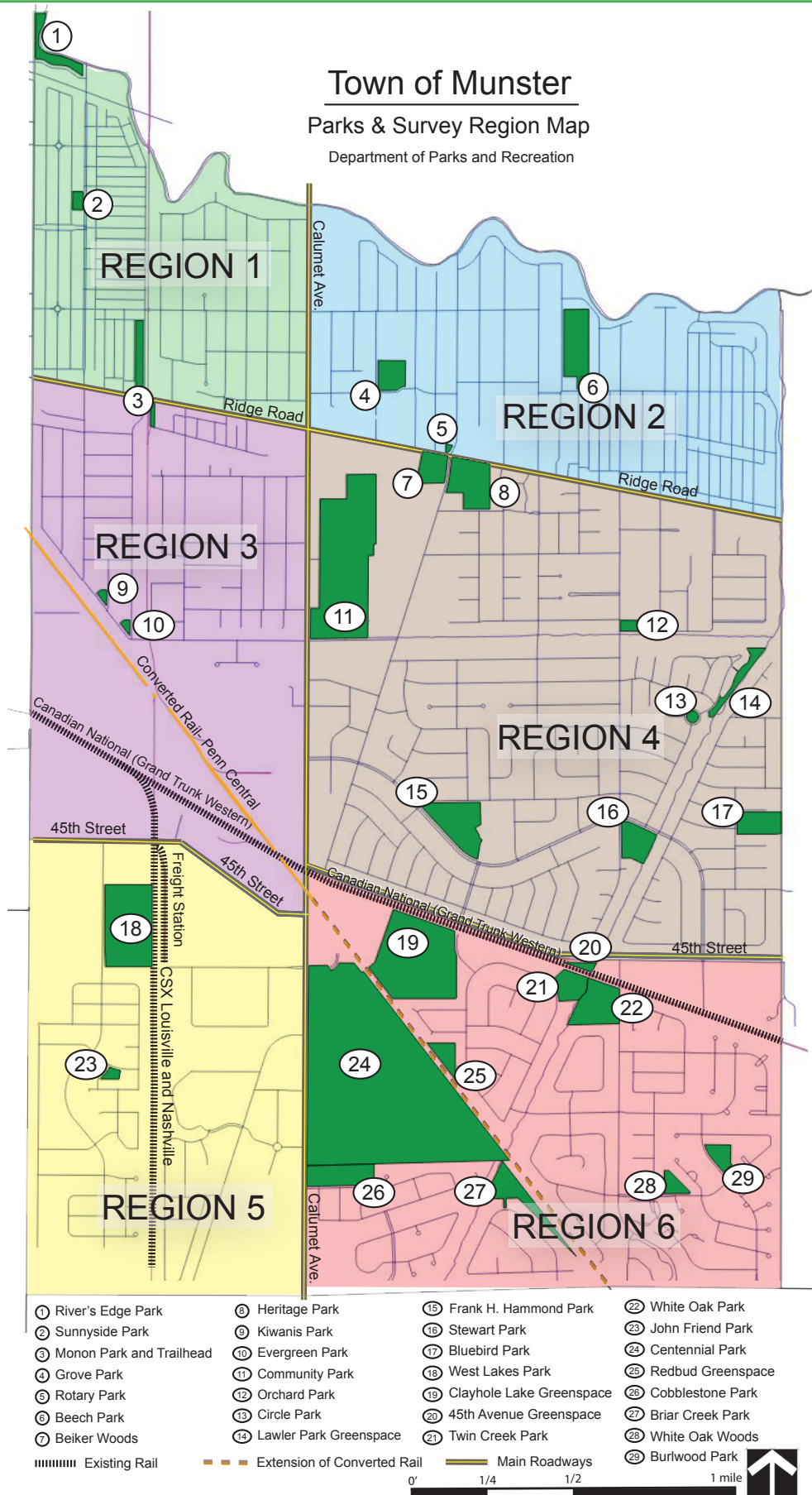


Figure 13: Map of Munster and its Survey Areas for Public Participation