

PARKS AND COMMUNITY SERVICES

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January 31, 2008

TO: Recreation and Parks Commission

FROM: Anne Brunette, Community Partnership Coordinator

RE: Parks and Facilities Master Plan phone survey results

Last year the city conducted a Citizens Satisfaction survey about all city services. The residents of Davis consistently ranked parks and recreation facilities and opportunities as meeting or exceeding their expectations. A copy of that survey can be found at:

<http://www.cityofdavis.org/story/?story=2007CitywideSurvey>

The reason that parks and recreations consistently rank high is through the efforts of the department and commission to continually ask the public what they like and what they would like to see for the future. A previous parks and recreation facilities phone survey was used to develop and implement the 1998 Parks and Facilities Master Plan. As a first step to updating the master plan the city and commission again asked citizens what they liked and what they wanted for the future. Attached is the Final Report for the Park and Facilities Master Plan phone survey. This survey is a statistically valid survey of the opinions of the residents of Davis regarding parks, greenbelts and recreational opportunities.

This survey will be one of the key tools that will be used in the updating of the Master Plan. Other surveys that have been conducted include:

- ✚ Building user's survey
- ✚ Field and Pool users' survey
- ✚ Celebrate Davis intercept survey
- ✚ Web base park survey
- ✚ Youth Survey

In addition to surveys there will be public outreach meetings to hear the opinions of the community. All of the information is intended to provide working tools that help the public identify future needs and priorities for improvements or additions to our parks, greenbelts and programming.





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CITY OF DAVIS PARKS AND COMMUNITY
SERVICES DEPARTMENT SURVEY

Final Report

December 2007

City of Davis: Parks and Community Services Department Survey

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Overview and Research Objectives

The City of Davis commissioned Godbe Research to conduct a survey to gather resident opinion on a number of issues relating to local parks and community services. The *Research Objectives* are to:

- Identify the top leisure activities that Davis residents engage in;
- Prioritize the recreational facilities for future planning based on resident-perceived importance and participation in various sports or activities and usage of local parks and sites or facilities for recreation;
- Determine top priorities for improvement and investment in the future, and
- Identify differences in opinions due to demographic characteristics.

This report begins with an *Executive Summary*, which includes a summary of key findings from the survey, as well as conclusions and recommendations.

The *Key Findings* section offers a question-by-question analysis of the survey. The discussion is organized into the following sections:

- Top Leisure Activities
- Important Sports or Recreational Activities
- Important Recreational Facilities or Sites
- Top Park Benefits
- Participation in Sports or Recreational Activities
- Usage of Recreational Facilities or Sites
- Importance Usage Matrix
- Improvements to Parks and Recreation System
- Investments in Parks and Facilities
- Resident Group for Priority in Expansion of Parks and Recreation

Appendix A presents *Additional Respondent Information*.

Appendix B includes a detailed *Research Methodology*, which explains the methods and procedures used to conduct this research. This section also includes a guide on how to interpret the detailed crosstabulation tables presented in Appendix E.

Appendix C provides the *Topline Report* with overall survey results.

Appendix D presents the complete *Questionnaire* used for the study.

Appendix E presents the complete *Crosstabulation Tables*.

Methodology Overview		GODBE RESEARCH Gain Insight
➤ Data Collection	Telephone Interviewing	
➤ Universe	49,072 Adult residents in the City of Davis	
➤ Fielding Dates	October 1 to 7, 2007	
➤ Interview Length	20 minutes	
➤ Sample Size	400	
➤ Margin of Error	± 4.9%	

Survey Methodology

A total of 400 respondents completed the survey representing a total universe of approximately 49,072 adult residents in the City of Davis, producing a margin of error of plus or minus 4.9 percent. Interviews were conducted from October 1 through October 7, 2007, and the average interview lasted 20 minutes.

Sample & Weighting

The respondents for this study were selected using random digit dialing (RDD), which randomly selects phone numbers from the active residential phone exchanges within the area of the study. Interviewers first asked potential respondents a series of questions referred to as "Screeners," which were used to ensure that the person lived in the City of Davis and was at least 18 years old. Another screener was used to correct one of the inherent tendencies of RDD method to over-sample older residents and women. RDD samples typically over-represent women and older residents because they are often more likely to be at home during the early evening or on the weekend and also are more likely to answer the telephone. In order to correct this bias, interviewers asked to speak to the youngest adult male currently available in the household. If an adult male was not available at the time of the call, the interviewer asked to speak to the youngest adult female currently available.

Once collected, the data were compared with the U.S. Census data to examine possible differences between the sample and the population of adult residents in the County on major demographic variables. After examining the demographic characteristics, the data were weighted by age and ethnicity to mirror the characteristics of the adult population in the City.

Randomization of Questions

To avoid the problem of systematic position bias - where the order in which a series of questions is asked could systematically influence the answers - several questions in this survey were randomized such that respondents were not consistently asked the questions in the same order. The series of items in Questions 3, 4, 6, 7, 8, and 9 were randomized to avoid such systematic position bias.



This section of the report presents a summary of important findings from the 2007 parks and recreation survey.

Executive Summary I

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- Top leisure activities
 - 38% Outdoor activities, like walking, hiking or wildlife viewing
 - 30% Active outdoor sports and recreational activities
- Most important sports and recreational activities
 - 91% - Biking
 - 94% - Walking, hiking or wildlife viewing
- Most important recreational sites and facilities
 - 95% - Neighborhood parks
 - 92% - Walking or hiking trails
- Most important benefits of parks
 - 65% - Provide opportunities to enjoy nature or outdoors
 - 61% - Improve health and wellness
 - 59% - Protect natural environment
 - 57% - Connect people, build stronger families and neighborhoods

Based on the objectives of this study, Godbe Research is pleased to offer the following summary of findings to the City of Davis Parks and Community Services Department:

Top Leisure Activities

“Outdoor activities like walking, hiking, or wildlife viewing” (38%) and “Active outdoor sports or recreational activities” (30%) were identified as the top leisure activities for the residents of Davis. When compared to some of their younger counterparts, substantially more of those between the ages of 45 and 54 years liked participating in active outdoor sports or recreation. Substantially more of the homeowners liked outdoor activities, and more of those having children in the household liked active outdoor sports or recreation.

Important Sports and Recreational Activities

Of the 24 sports and recreational activities tested, Davis residents attributed the highest importance to “Biking” (91%) and “Walking, hiking, or wildlife viewing” (94%). To a lesser extent, “Recreational swimming” (78%), “Jogging” (77%), and “Soccer” (63%) were the next most important activities. Looking at the subgroups, biking was more important to the active adults (18 to 64 years old) and to those having children in the household. With respect to walking or hiking, it was more important to the East Davis than South Davis residents.

Important Recreational Sites and Facilities

When presented with a list of recreational facilities and sites, “Neighborhood parks” (95%) and “Walking or hiking trails” (92%) emerged as the most important to Davis residents. “Greenbelt” (86%) and “Open space” (87%) were in the next tier of importance. Those between the ages of 25 and 54 years, owning a home, having children in the household, and residing in West or Central Davis attributed more importance to neighborhood parks.

Important Benefits of Parks

As for the benefits of parks, these were rated the most important: “Provide opportunities to enjoy nature outdoors,” (65%), “Improve health and wellness” (61%), “Protect the natural environment” (59%), and “Connect people together, build stronger families and neighborhoods” (57%).

Executive Summary II

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- Sports and recreational activities with most frequent participation
 - 92% - Walking, hiking, or wildlife viewing
 - 88% - Biking
- Most frequently used recreational sites or facilities
 - 91% - Neighborhood parks
 - 90% - Walking or hiking trails
- Top priorities for planning efforts
 - Sports and recreation activities – Biking, walking, recreational swimming, jogging, soccer, basket ball, dog walking, and tennis
 - Recreational facilities and sites – Neighborhood parks, walking or hiking trails, greenbelt, open space, public swimming pools, and sports fields

Sports and Recreational Activities with Most Frequent Participation

The frequency of participation in a sport or recreation activity has a direct relationship to its perceived importance. Therefore, not surprisingly, the most important activities, “Walking, hiking, or wildlife viewing” and “Biking” were also the activities that the highest number of respondents reported participating in at least a few times a year (92% and 88% respectively). Likewise, “Jogging” and “Recreational swimming” were among the next tier of activities with the most frequent participation were also relatively less important than the top two rated activities. In terms of subgroup differences, the female residents and homeowners reported participating in walking or hiking more frequently, while biking was a more popular activity among those between the ages of 18 to 54 years and among the residents of West and Central Davis. Residents having children at home reportedly participate in both activities more frequently than those who do not have children at home.

Most Frequently Used Recreational Sites or Facilities

Similar to the sports and recreational activities, the more frequently used local parks and facilities or sites for recreation were more important to the residents and vice versa. “Neighborhood parks” (91%) and “Walking or hiking trails” (90%) were the facilities that over 90 percent of the respondents had used at least a few times a year. Women used walking or hiking trails more frequently, while the 18-to-54-year-old residents used neighborhood parks more frequently than their senior counterparts. Additionally, both these facilities were used more frequently by those having children in the household.

Top Priorities for Planning Efforts

From the matrix plotting the importance of various sports, recreational activities and local parks or recreational sites and the usage reported for each one of them, several areas emerged as priorities for planning efforts. The sports and activities that were relatively high in importance as well as usage are: biking, walking or hiking, recreational swimming, jogging, soccer, basket ball, dog walking, and tennis. With respect to local parks and recreational sites or facilities, the top priorities for planning are neighborhood parks, walking or hiking trails, greenbelt, open space, public swimming pools, and sports fields.

Executive Summary III

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- **Most important improvements**
 - 84% - Expanding the greenbelt system
 - 83% - Acquiring natural areas
- **Most important investments**
 - 84% - Open space and natural areas
 - 83% - Small neighborhood parks
 - 77% - Expanding the greenbelt system
- **Highest rated group for priority in expansion efforts**
 - 35% - Children
 - 30% - Teens

Important Improvements to Parks and Recreation System

When respondents were asked to rate the importance of nine possible improvements to the Davis parks and recreation system, “Expanding the greenbelt system” (84%) and “Acquiring natural areas” (83%) were the top choices. Both of these improvements were more important to women than to their male counterparts. Besides this, expansion of the greenbelt system was more important to the 35-to-44-year-old residents, the homeowners, and to those living in Central Davis.

Important Investments in Parks and Recreation Facilities

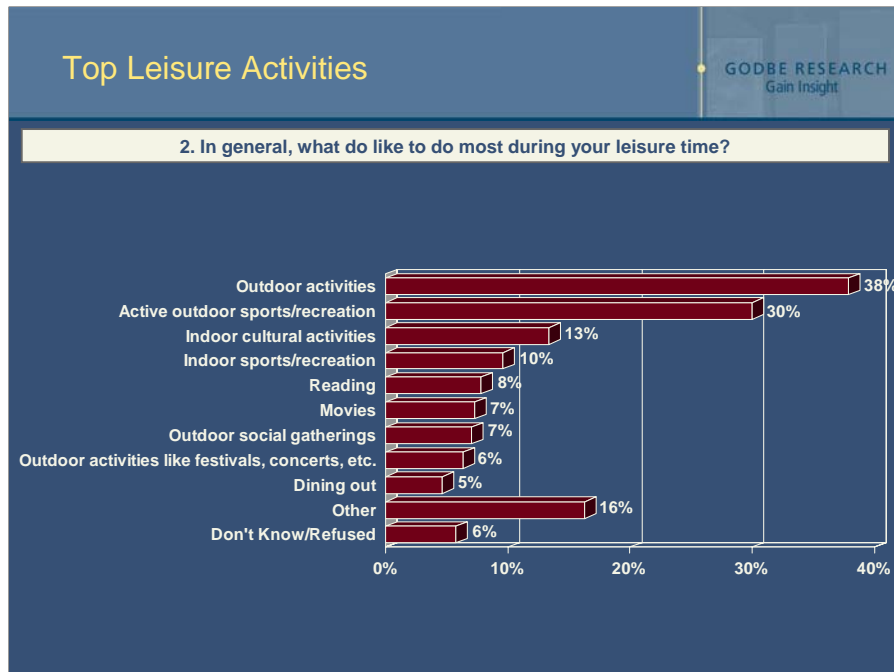
Out of the various park types and facilities in which the Davis Parks and Community Services Department might invest, “Open space and natural areas” (84%), “Small neighborhood parks” (83%), and “Expanding the greenbelt system” (77%) were rated as the most important by Davis residents. At least one of these top three facilities were more important to women, homeowners, and to those living in West or Central Davis.

Resident Group for Priority in Expansion Efforts

Finally, when the respondents were asked to indicate the resident group whose needs should receive the highest priority for the expansion of current recreational programs, 35 percent cited “Children” and 30 percent cited “Teens.”



The Key Findings section of the report offers a question-by-question analysis of the survey along with the differences in results observed across important respondent subgroups.



With the first substantive question in the survey, the respondents were asked to indicate what they like to do the most during their leisure time. This question was designed to gauge what Davis residents like to do in their own words (i.e., not prompted with multiple choices), and where the City's parks and recreational facilities and programs might fit into these residents' lifestyle and serve their most important past-times.

As shown in the chart above, 38 percent of the respondents stated that they liked "Outdoor activities like walking, hiking, or wildlife viewing," while 30 percent of the respondents mentioned "Active outdoor sports and recreational activities." Few of the other leisure activities mentioned by less than 15 percent of the respondents were "Indoor cultural activities" (13%), "Indoor sports or recreation" (10%), and "Reading" (8%).

		Gender		Homeownership Status		Children in the Household	
		Male	Female	Own	Rent	Yes	No
Total		177	223	176	213	158	241
Outdoor activities like hiking etc.		35.1%	40.2%	48.1%	30.3%	38.7%	37.2%
Active outdoor sports or recreational activities		28.0%	31.5%	35.4%	26.4%	41.0%	22.8%
Indoor cultural activities		13.6%	13.3%	12.3%	14.7%	11.2%	14.9%
Indoor sports or recreational activities		7.6%	11.2%	9.6%	9.1%	4.9%	12.7%

	Age					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Total	147	79	61	55	27	29
Outdoor activities like hiking etc.	27.3%	35.9%	41.2%	52.1%	57.9%	47.3%
Active outdoor sports or recreational activities	25.1%	27.7%	36.6%	47.7%	25.4%	19.5%
Indoor cultural activities	13.1%	9.8%	11.8%	17.6%	16.7%	18.8%
Indoor sports or recreational activities	6.5%	18.3%	4.9%	10.7%	9.5%	10.1%

In addition to looking at the overall results for a particular question, it is also useful to examine the responses given by the participants from different demographic and behavioral groups. Throughout this report, the segmentation cuts in which the City of Davis is particularly interested are included, with statistically significant differences in any segment called out. For percentages and means broken down by other segments not explicitly discussed in this detailed portion of the report, please see Appendix E.

Gender

The leisure activities reported by the male and the female respondents were statistically comparable.

Age

Overall, the older respondents liked active outdoor sports and recreational activities more than the younger age groups. More specifically, a significantly higher percentage of the 45-to-54-year-old than the 18-to-24-year-old respondents reported that they liked “Active outdoor sports or recreational activities” and “Outdoor activities like walking, hiking, or wildlife viewing” in their leisure time.

Homeownership Status

A significantly higher percentage of the homeowners than renters stated that they liked “Outdoor activities like walking, hiking, or wildlife viewing” during their leisure time.

Children in the Household

“Active outdoor sports or recreational activities” was a favorite leisure activity for the residents having children in the household, while “Indoor sports or recreational activities” were more popular among those not having children at home.

		Length of Residence				
		Less than 1 year	1 to 4 years	5 to 9 years	10 to 15 years	15 years or more
Total		47	135	84	43	91
Outdoor activities like hiking etc.		34.4%	28.7%	44.6%	47.9%	42.4%
Active outdoor sports or recreational activities		23.4%	27.1%	33.5%	44.8%	27.3%
Indoor cultural activities		5.4%	18.4%	8.8%	15.4%	13.8%
Indoor sports or recreational activities		7.4%	12.6%	8.2%	8.4%	8.3%

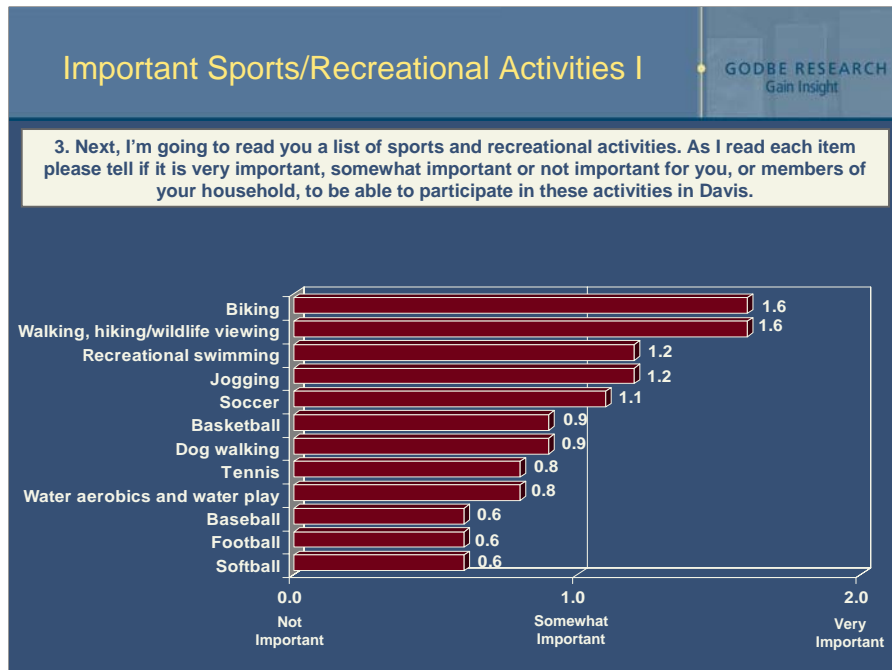
		Area of Residence					
		West Davis	South Davis	North Central	East Davis	East Davis Mace	Central Davis
Total		101	75	39	28	11	66
Outdoor activities like hiking etc.		44.9%	29.1%	50.0%	48.6%	27.5%	35.9%
Active outdoor sports or recreational activities		32.8%	41.7%	28.0%	32.7%	48.7%	28.0%
Indoor cultural activities		8.9%	12.1%	4.7%	13.3%	8.0%	27.9%
Indoor sports or recreational activities		10.8%	4.6%	3.7%	7.8%	3.3%	15.9%

Length of Residence

The leisure activities reported by the respondents who had lived in Davis for different durations were statistically comparable.

Area of Residence

When compared to the West Davis residents, a significantly higher percentage of those living in Central Davis reported “Indoor cultural activities, like theater, musical or art performances” as their favorite leisure activities.



With the next question in the survey, the respondents were given a list of 24 specific sports and recreational activities and were asked to rate the importance of each sport or recreational activity to them or to members of their household. The responses to this question were coded such that mean scores could be calculated (“Very Important” = +2, “Somewhat Important” = +1, “Not Important” = 0).

The chart above shows that five of the 24 sports and recreational activities tested were rated as at least “Somewhat Important” by the residents of Davis. In particular, the average respondent attributed the highest importance to “Biking” and “Walking, hiking, or wildlife viewing,” each with a mean score of 1.6. “Recreational swimming” (1.2), “Jogging” (1.2), and “Soccer” (1.1) were ranked next in the order of importance.

To put these mean scores into perspective, the percentage breakdown for one of the most important recreational activities, “Biking,” was 71 percent “Very Important,” 20 percent “Somewhat Important,” and nine percent “Not Important.”



Outside of the top tier of important sports, the activities like competitive swimming, horseback riding, badminton, skateboarding, and warm water aerobics received relatively lower importance ratings. Finally, “Roller hockey” (0.3), “Playing bocce ball” (0.3), “Lacrosse” (0.3), and “Cricket” (0.2) were the least important sports and recreational activities for the residents of Davis.

Again, to put these mean scores into perspective, the least important sport “Cricket” was rated as “Very Important” by three percent, “Somewhat Important” by eleven percent, and “Not Important” by 84 percent. Two percent of the respondents did not know or provided no answer.

		Gender		Homeownership Status		Children in the Household	
		Male	Female	Own	Rent	Yes	No
3P. Biking		1.6	1.6	1.6	1.7	1.7	1.6
3L. Walking, hiking or Wildlife Viewing		1.5	1.7	1.7	1.6	1.6	1.6
3K. Recreational Swimming		1.1	1.4	1.3	1.2	1.3	1.1
3M. Jogging		1.2	1.2	1.1	1.2	1.0	1.2
3F. Soccer		1.0	1.1	1.1	1.0	1.3	0.9

	Age					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
3P. Biking	1.7	1.7	1.7	1.7	1.5	1.0
3L. Walking, hiking or Wildlife Viewing	1.5	1.8	1.7	1.7	1.7	1.6
3K. Recreational Swimming	1.1	1.3	1.5	1.3	1.1	1.1
3M. Jogging	1.2	1.4	1.0	1.2	1.0	0.7
3F. Soccer	1.1	1.1	1.3	1.2	0.8	0.5

Gender

The activities “Recreational swimming” and “Walking, hiking, or wildlife viewing” were significantly more important to the women than the men.

Age

Biking, jogging, and soccer were more important to the younger residents than to their older counterparts. In particular, “Biking” was rated as significantly more important by the 18-to-64-year-old than by the 65-years-and-older respondents. Likewise, “Jogging” was more important to the 18-to-24-year-old and “Soccer” was more important to the 35-to-44-year-old than to the senior respondents. In addition to this, when compared to the 18-to-24-year-old respondents, “Walking, hiking, or wildlife viewing” was more important to the 25-to-34-year-old and “Recreational swimming” was more important to the 35-to-44-year-old respondents.

Homeownership Status

The importance to each of the top five sports and recreational activities as rated by the homeowners and renters was statistically comparable.

Children in the Household

Biking, recreational swimming, and soccer were more important to the residents having children in the household, while jogging was more important to those who did not have any children living at home.

		Length of Residence				
		Less than 1 yr	1 to 4 yrs	5 to 9 yrs	10 to 15 yrs	15 yrs or more
3P. Biking		1.7	1.7	1.7	1.7	1.4
3L. Walking, Hiking or Wildlife Viewing		1.4	1.6	1.6	1.9	1.6
3K. Recreational Swimming		0.9	1.2	1.3	1.5	1.2
3M. Jogging		1.0	1.4	1.1	1.1	1.0
3F. Soccer		0.8	1.2	1.2	1.2	0.9

		Area of Residence					
		West Davis	South Davis	North Central	East Davis	East Davis Mace	Central Davis
3P. Biking		1.7	1.5	1.6	1.8	1.5	1.8
3L. Walking, Hiking or Wildlife Viewing		1.7	1.4	1.4	1.9	1.8	1.7
3K. Recreational Swimming		1.3	0.9	1.2	1.5	1.0	1.2
3M. Jogging		1.2	0.9	0.9	1.3	1.3	1.2
3F. Soccer		1.0	0.7	0.9	1.0	1.3	1.2

Length of Residence

Biking and soccer were more important for the recent residents of Davis, while walking, hiking, or wild-life viewing and recreational swimming were more important to longer residents. More specifically, the respondents who had lived in Davis for 1 to 4 years rated “Biking” and “Soccer” as significantly more important than the respondents who had lived in the City for 15 years or more. Conversely, when compared to the respondents who had lived in Davis for less than a year, “Recreational swimming” was more important to those who had lived in the City for 5 to 15 years and “Walking, hiking, or wildlife viewing” was more important to those who had lived there for 10 to 15 years. In addition to these, “Jogging” was rated as significantly more important by those who had lived in Davis for 1 to 4 years than by those who had lived there for less than 1 year and for 15 years or more.

Area of Residence

“Walking, hiking, or wildlife viewing” were more important to the East Davis residents than to those who live in South Davis. Similarly, “Recreational swimming” was more important to the East and West Davis residents than to the South Davis residents. Moreover, for the East Davis residents, “Water aerobics and water play,” emerged as one of the top five rated activity (mean score = 1.2, not tabulated above; see Appendix E for detailed crosstabulation tables).



Following the list of sports and recreational activities, the respondents were read a list of local parks and facilities or sites for recreation, and were asked to rate the importance of each of these to their household. Here again, the responses were coded such that mean scores could be calculated (“Very Important” = +2, “Somewhat Important” = +1, and “Not Important” = 0).

As illustrated in the chart above, “Neighborhood parks” and “Walking or hiking trails” were rated the highest in importance with a mean score of 1.7. Next in the order of importance were “Greenbelt” (1.6), “Open space” (1.5), “Public swimming pools” (1.4), and “Children’s play areas” (1.4). On the other hand, “Batting cages” and “Private swimming pools” were ranked the lowest in importance, with mean scores of 0.8 and 0.7, respectively.

To put these mean scores into perspective, the most important facility or site for recreation, “Neighborhood parks” was rated as “Very Important” by 77 percent, “Somewhat Important” by 18 percent, and “Not Important” by four percent. By contrast, the percentage breakdown for the least important facility or site, “Private swimming pools” was 20 percent “Very Important,” 32 percent “Somewhat Important,” 46 percent “Not Important,” and three percent “Don’t Know/No Answer.”

		Gender		Homeownership Status		Children in the Household	
		Male	Female	Own	Rent	Yes	No
4A. Neighborhood parks		1.7	1.7	1.8	1.7	1.8	1.7
4O. Walking or Hiking Trails		1.6	1.7	1.7	1.6	1.6	1.7
4B. Greenbelt		1.6	1.6	1.8	1.5	1.7	1.5
4D. Open space		1.4	1.5	1.6	1.4	1.5	1.5
4I. Public swimming pools		1.3	1.5	1.5	1.3	1.6	1.2
4C. Children's play areas		1.3	1.4	1.5	1.3	1.7	1.2

	Age					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
4A. Neighborhood parks	1.6	1.9	1.9	1.9	1.7	1.7
4O. Walking or Hiking Trails	1.6	1.7	1.8	1.8	1.8	1.4
4B. Greenbelt	1.4	1.7	1.8	1.8	1.7	1.4
4D. Open space	1.3	1.5	1.6	1.6	1.6	1.5
4I. Public swimming pools	1.2	1.5	1.7	1.6	1.3	1.3
4C. Children's play areas	1.2	1.4	1.8	1.5	1.3	1.3

Gender

“Public swimming pools” were significantly more important to the female respondents than to their male counterparts.

Age

When compared to the 18-to-24-year-old respondents, “Neighborhood parks” and “Greenbelts” were more important to the 25-to-54-year-olds and “Public swimming pools” were more important to the 35-to-54-year-old respondents. In addition to this, “Children’s play areas” were more important to the 35-to-44-year-old than to the 18-to-34-year-old respondents.

Homeownership Status

Each of the top six parks and recreational facilities, except walking or hiking trails was significantly more important to the homeowners than renters.

Children in the Household

Respondents having children in the household rated neighborhood parks, greenbelt, open space, public swimming pools and children’s play areas as significantly more important than those who did not have children living in the household.

		Length of Residence				
		Less than 1 year	1 to 4 years	5 to 9 years	10 to 15 years	15 years or more
4A. Neighborhood parks		1.7	1.6	1.8	1.8	1.8
4O. Walking or Hiking Trails		1.6	1.7	1.6	1.8	1.5
4B. Greenbelt		1.4	1.5	1.8	1.9	1.6
4D. Open space		1.2	1.4	1.7	1.6	1.6
4I. Public swimming pools		1.3	1.2	1.6	1.7	1.4
4C. Children's play areas		1.2	1.2	1.5	1.5	1.5

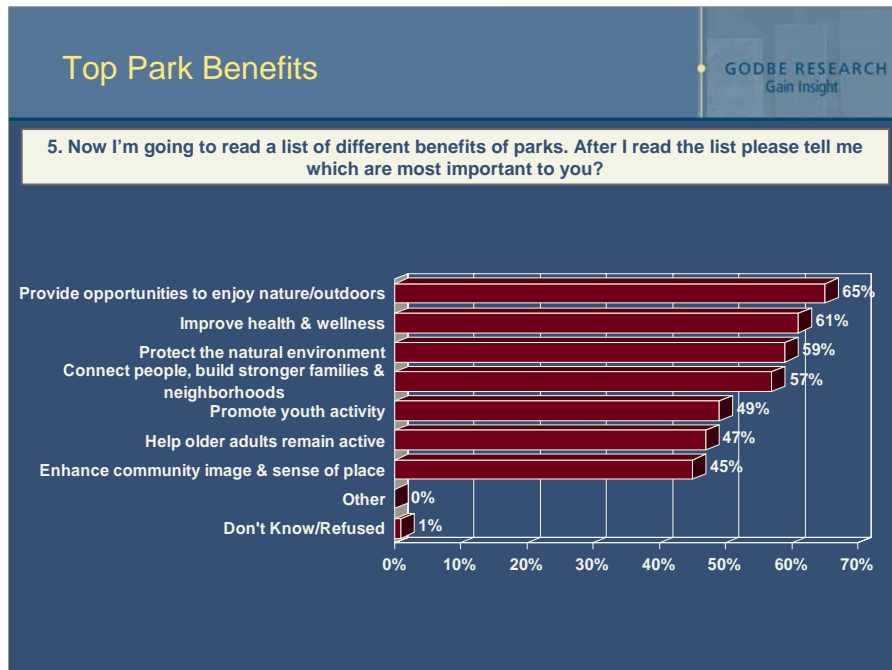
		Area of Residence					
		West Davis	South Davis	North Central	East Davis	East Davis Mace	Central Davis
4A. Neighborhood parks		1.8	1.6	1.5	1.9	1.8	1.9
4O. Walking or Hiking Trails		1.7	1.5	1.4	1.7	1.7	1.7
4B. Greenbelt		1.7	1.4	1.6	1.8	1.9	1.8
4D. Open space		1.6	1.2	1.5	1.8	1.3	1.5
4I. Public swimming pools		1.5	1.1	1.3	1.7	1.2	1.3
4C. Children's play areas		1.5	1.1	1.3	1.6	1.3	1.3

Length of Residence

Three of the top six parks and recreational facilities were more important to the longer than the short-term residents. More specifically, when compared to the respondents who had lived in Davis for 4 years or less, “Greenbelt,” “Open space,” and “Public swimming pools” were significantly more important to those who had lived in Davis for 5 to 15 years.

Area of Residence

When compared to the South Davis residents, “Children’s play areas,” “Open Space,” and “Public swimming pools” were significantly more important to the residents of West Davis and East Davis, while “Neighborhood parks” and “Greenbelt” were more important to the residents of Central Davis. In addition to this, the West and Central Davis residents rated “Neighborhood parks” as significantly more important than the residents of North Central areas in Davis.



Next, the respondents were read a list of different benefits of parks and were asked to indicate the ones that were the most important to them. This question was asked in a multiple-response format, where the respondents were allowed to choose more than one answer from the list of predetermined choices.

As illustrated in the chart above, the most important benefits of parks reported were, “Provide opportunities to enjoy nature outdoors” (65%), “Improve health and wellness” (61%), “Protect the natural environment” (59%), and “Connect people together, building stronger families, and neighborhoods” (57%).

		Gender		Homeownership Status		Children in the Household	
		Male	Female	Own	Rent	Yes	No
Total		177	223	176	213	158	241
Provide opportunities to enjoy nature/outdoors		58.1%	70.0%	67.8%	62.4%	62.1%	66.7%
Improve health and wellness		57.6%	64.0%	68.6%	55.6%	61.8%	60.9%
Protect the natural environment		56.5%	61.3%	59.2%	59.9%	54.8%	62.2%
Connect people together, building stronger families and neighborhoods		57.8%	56.5%	59.6%	53.5%	64.3%	52.2%

	Age					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Total	147	79	61	55	27	29
Provide opportunities to enjoy nature/outdoors	64.2%	53.5%	69.8%	65.2%	80.1%	70.4%
Improve health and wellness	58.7%	53.1%	65.3%	64.7%	74.7%	65.4%
Protect the natural environment	67.6%	38.0%	58.3%	60.4%	76.0%	55.3%
Connect people together, building stronger families and neighborhoods	55.8%	44.9%	64.6%	62.2%	66.9%	59.2%

Gender

When compared to the male respondents, a significantly higher percentage of the female respondents chose “Provide opportunities to enjoy nature/outdoors” as an important benefit of parks.

Age

When compared to the 25-to-34-year-old respondents, a higher percentage of the 18-to-24 and 55-to-64-year-old respondents selected “Protect the natural environment” as an important benefit of parks.

Homeownership Status

The response, “Improve health and wellness” was cited as an important park benefit by a significantly higher percentage of the homeowners than renters.

Children in the Household

The response “Connect people together, building stronger families and neighborhoods” was chosen by a significantly higher percentage of the respondents having children in the household than by those not having any.

		Length of Residence				
		Less than 1 yr	1 to 4 yrs	5 to 9 yrs	10 to 15 yrs	15 yrs or more
Total		47	135	84	43	91
Provide opportunities to enjoy nature/outdoors		47.0%	63.9%	70.5%	62.7%	70.9%
Improve health and wellness		50.0%	56.3%	62.2%	69.0%	69.5%
Protect the natural environment		48.4%	59.0%	66.5%	50.8%	62.2%
Connect people together, building stronger families & neighborhoods		40.7%	52.2%	67.8%	51.1%	65.7%

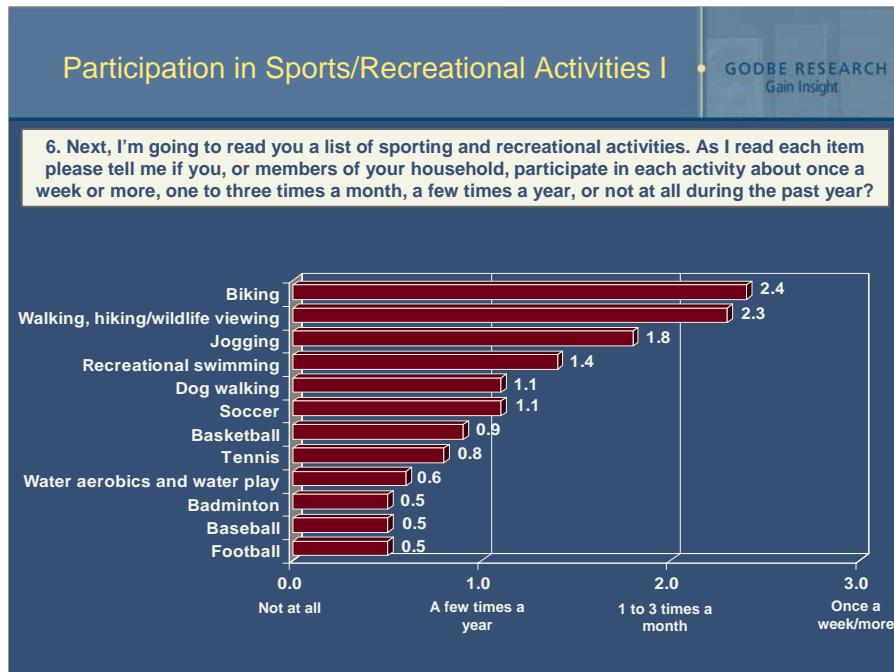
	Area of Residence					
	West Davis	South Davis	North Central	East Davis	East Davis Mace	Central Davis
Total	101	75	39	28	11	66
Provide opportunities to enjoy nature/outdoors	77.4%	46.7%	66.2%	55.9%	73.3%	71.4%
Improve health and wellness	65.7%	54.2%	63.0%	75.8%	71.1%	64.1%
Protect the natural environment	66.3%	44.9%	65.5%	50.1%	48.7%	53.4%
Connect people together, building stronger families & neighborhoods	63.6%	49.2%	47.4%	71.7%	49.1%	50.2%

Length of Residence

Overall, the responses given by respondents with different lengths of residence in Davis were statistically comparable.

Area of Residence

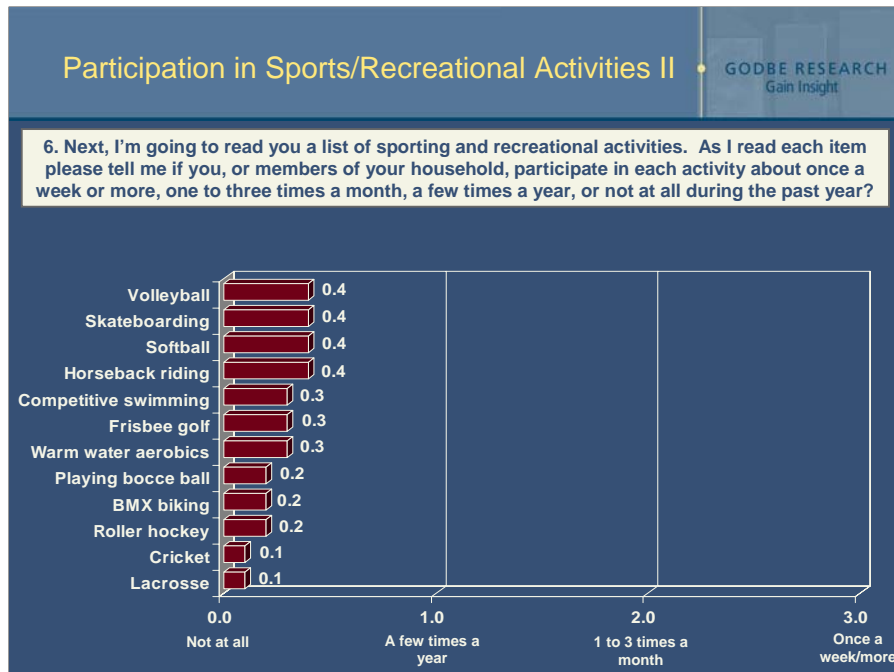
A significantly higher percentage of the West Davis than the South Davis residents reported "Provide opportunities to enjoy nature or outdoors" as an important benefit of parks.



After identifying the importance, the respondents were presented the list of the same 24 sports and recreational activities as tested in Q3 and were asked to indicate the frequency at which they or members of their household participated in each of the activity. The responses to this question were recoded to compute mean scores: "Once a week or more" = +3, "One to three times a year" = +2, "A few times a year" = +1, and "Not at all" = 0.

As illustrated in the chart above, "Biking" and "Walking, hiking, or wildlife viewing" were the top activities in terms of frequency of participation, with mean scores of 2.4 and 2.3, respectively. Few of the other sports and recreational activities that the respondents reported participating in at least a few times a year were, "Jogging" (1.8), "Recreational swimming" (1.4), "Dog walking" (1.1), and "Soccer" (1.1).

To put these mean scores in perspective, the percentage breakdown for participation in the top activity "Biking" was 68 percent "Once a week or more," thirteen percent "One to three times a year," six percent "A few times a year," and twelve percent "Not at all."



On the other hand, the sports or recreational activities in which the Davis residents participated the least often were, "Playing bocce ball" (0.2), "BMX biking" (0.2), "Roller hockey" (0.2), "Cricket" (0.1), and "Lacrosse" (0.1).

Again, to get a better perspective of the mean scores, the percentage breakdown of one of the least frequently participated activities "Lacrosse" was one percent "Once a week or more," zero percent "One to three times a year," three percent "A few times a year," and 96 percent "Not at all."

		Gender		Homeownership Status		Children in the Household	
		Male	Female	Own	Rent	Yes	No
6P. Biking		2.4	2.4	2.4	2.5	2.5	2.3
6L. Walking/hiking/wildlife viewing		2.0	2.5	2.5	2.1	2.4	2.2
6M. Jogging		1.7	1.8	1.6	2.0	1.7	1.9
6K. Recreational Swimming		1.3	1.4	1.5	1.2	1.6	1.2
6U. Dog walking		1.1	1.2	1.5	0.8	1.4	1.0
6F. Soccer		1.1	1.1	1.1	1.2	1.6	0.8

	Age					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
6P. Biking	2.5	2.4	2.5	2.5	2.0	1.2
6L. Walking/hiking/wildlife viewing	2.0	2.5	2.4	2.5	2.4	2.2
6M. Jogging	2.1	2.1	1.7	1.7	1.1	0.6
6K. Recreational Swimming	1.2	1.6	1.8	1.4	1.1	0.9
6U. Dog walking	0.9	1.0	1.4	1.6	1.1	1.0
6F. Soccer	1.2	1.2	1.7	1.0	0.6	0.5

Gender

Of the top six recreational activities, the female respondents reported more frequent participation in “Walking, hiking, or wildlife viewing” than the male respondents.

Age

In the subgroup comparisons, the 18-to-54-year-old respondents reported more frequent participation in “Biking” and “Jogging” than the senior respondents. In addition to this, walking was a more popular activity among the 25-to-34 and 45-to-54-year-old respondents than among the 18-to-24-year-old respondents. “Recreational swimming” garnered higher usage ratings from the 35-to-44 than from the 18-to-24 and 65-years-and-older respondents. Similarly, “Dog walking” was an activity that the 45-to-54-year-old respondents participated in more frequently than their 18-to-24-year-old counterparts. Finally, the 35-to-44-year-old respondents participated in “Soccer” more frequently than the 55-years-and-older respondents.

The average 18-to-24-year-old was also more frequent participants in active sports, including basketball, badminton and tennis (mean scores of 1.2, 1.1, and 1.0, respectively. Not tabulated above; see Appendix E for detailed crosstabulation tables).

Homeownership Status

When compared to the renters, the homeowners reported more frequent participation in walking, hiking, or wildlife viewing, recreational swimming, and dog walking.

Children in the Household

The frequency of participation in biking, walking, hiking, or wildlife viewing, recreational swimming, dog walking, and soccer as reported by the respondents having children in the household was significantly higher than that reported by the respondents not having children at home.

		Length of Residence				
		Less than 1 year	1 to 4 years	5 to 9 years	10 to 15 years	15 years or more
6P. Biking		2.4	2.5	2.5	2.2	2.1
6L. Walking, Hiking or Wildlife Viewing		2.3	2.1	2.4	2.6	2.3
6M. Jogging		2.0	2.1	1.7	1.6	1.3
6K. Recreational Swimming		1.5	1.2	1.4	1.7	1.2
6U. Dog walking		0.4	1.1	1.3	1.4	1.3
6F. Soccer		0.8	1.4	1.3	1.3	0.7

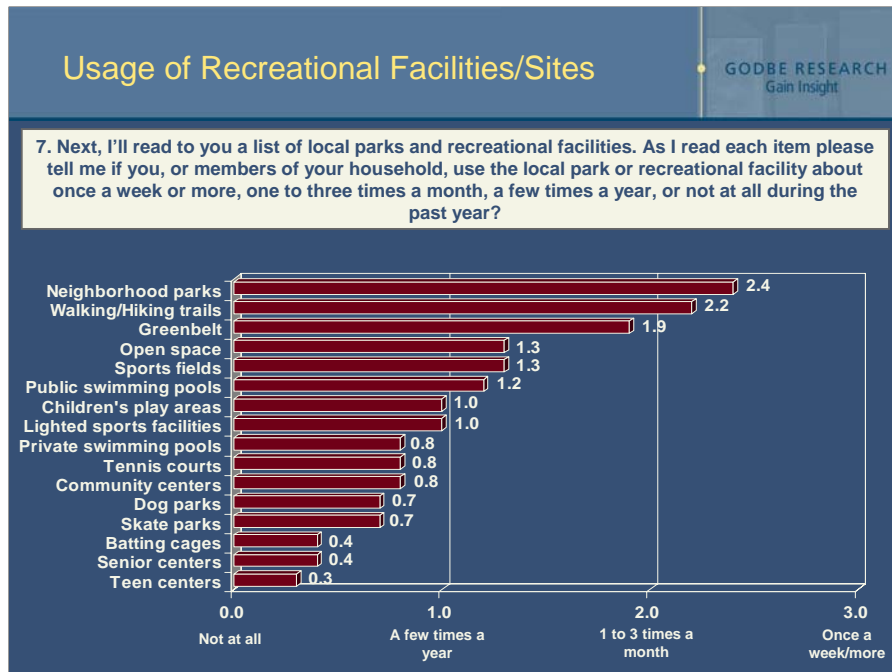
		Area of Residence					
		West Davis	South Davis	North Central	East Davis	East Davis Mace	Central Davis
6P. Biking		2.5	2.0	2.2	2.4	2.5	2.6
6L. Walking, Hiking or Wildlife Viewing		2.5	2.3	2.1	2.7	2.6	2.1
6M. Jogging		1.9	1.6	1.4	1.6	2.0	1.8
6K. Recreational Swimming		1.6	1.2	1.1	1.5	1.1	1.2
6U. Dog walking		1.4	1.1	0.9	1.6	1.0	1.0
6F. Soccer		1.2	0.9	1.0	1.2	0.9	1.1

Length of Residence

Biking and jogging were more popular among recent Davis residents (less than 5 years), while walking was a more popular activity among the residents who had stayed in the City for a longer time (10 to 15 years). In addition to this, “Dog walking” was a less frequent activity for those who had lived in Davis for less than a year than for the remaining respondent groups. Finally, the respondents who had lived in Davis for 1 to 9 years reported a more frequent participation in “Soccer” than those who had lived there for more than 15 years.

Area of Residence

The residents of West and Central Davis reported a more frequent participation in “Biking,” when compared to the residents of South Davis.



Similar to the sports and recreational activities, the respondents were presented with the same list of local parks and recreational facilities as in Q4 to identify the ones that the Davis residents used the most frequently. Here again, the responses were recoded to compute mean scores: "Once a week or more" = +3, "One to three times a year" = +2, "A few times a year" = +1, and "Not at all" = 0.

As seen from the chart above, the most frequent use was reported for "Neighborhood parks" (2.4), "Walking or hiking trails" (2.2), and "Greenbelt" (1.9). On the other hand, the most infrequently used facilities were, "Batting cages" (0.4), "Senior centers" (0.4), and "Teen centers" (0.3).

To put these mean scores into perspective, the percentage breakdown for "Neighborhood parks" was 62 percent "Once a week or more," 21 percent "One to three times a year," nine percent "A few times a year," and nine percent "Not at all." By contrast, the "Teen center" was used by one percent of the respondents "Once a week or more," six percent "One to three times a month," twelve percent "A few times a year," 81 percent "Not at all," and one percent "Don't Know/No Answer."

Only two respondents reported not participating in any of the sports and recreational activities or using the local parks and recreational sites or facilities. Lack of interest was mentioned as a reason for non-participation or non-usage.

		Gender		Homeownership Status		Children in the Household	
		Male	Female	Own	Rent	Yes	No
7A. Neighborhood parks		2.3	2.4	2.4	2.3	2.7	2.1
7O. Walking or Hiking Trails		2.0	2.2	2.2	2.1	2.3	2.1
7B. Greenbelt		1.8	2.0	2.4	1.6	2.2	1.8
7D. Open space		1.3	1.4	1.5	1.3	1.5	1.2
7K. Sports fields		1.3	1.3	1.5	1.2	1.8	0.9
7I. Public swimming pools		1.0	1.3	1.2	1.1	1.5	0.9

	Age					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
7A. Neighborhood parks	2.3	2.6	2.6	2.4	2.2	1.7
7O. Walking or Hiking Trails	2.1	2.3	2.3	2.2	2.2	1.7
7B. Greenbelt	1.5	2.3	2.2	2.3	2.1	1.6
7D. Open space	1.2	1.5	1.5	1.5	1.4	0.9
7K. Sports fields	1.1	1.4	1.8	1.5	0.9	0.5
7I. Public swimming pools	1.0	1.3	1.6	1.3	0.8	0.4

Gender

The women reported more frequent use of “Public swimming pools” and “Walking or hiking trails” than the men.

Age

When compared to the 65-years-and-older respondents, the 18-to-54-year-old respondents reported using the “Neighborhood parks” more frequently. “Greenbelt” was used more frequently by the 25-to-54 than by the 18-to-24-year-old respondents. Additionally, “Public swimming pools” and “Sports fields” were used more frequently by the 25-to-54-year-old than by the senior respondents. Likewise, these two facilities were used more frequently by the 35-to-44-year-old than by the 18-to-24 and 55-to-64-year-old respondents.

Homeownership Status

“Greenbelt” and “Sports fields” was used more frequently by the homeowners than renters.

Children in the Household

Each of the top six parks and recreational facilities were used significantly more frequently by the respondents having children in the household than by those not having any. In addition, those with children in the household were also more frequent users of children’s play areas and community centers (mean scores of 1.7 and 1.0, respectively; not tabulated above).

		Length of Residence				
		Less than 1 year	1 to 4 years	5 to 9 years	10 to 15 years	15 years or more
7A. Neighborhood parks		2.2	2.4	2.6	2.6	2.1
7O. Walking or Hiking Trails		2.2	2.1	2.3	2.2	2.1
7B. Greenbelt		1.4	1.6	2.1	2.5	2.1
7D. Open space		1.2	1.3	1.4	1.5	1.5
7K. Sports fields		0.8	1.4	1.4	1.6	1.1
7I. Public swimming pools		1.0	1.1	1.3	1.6	1.0

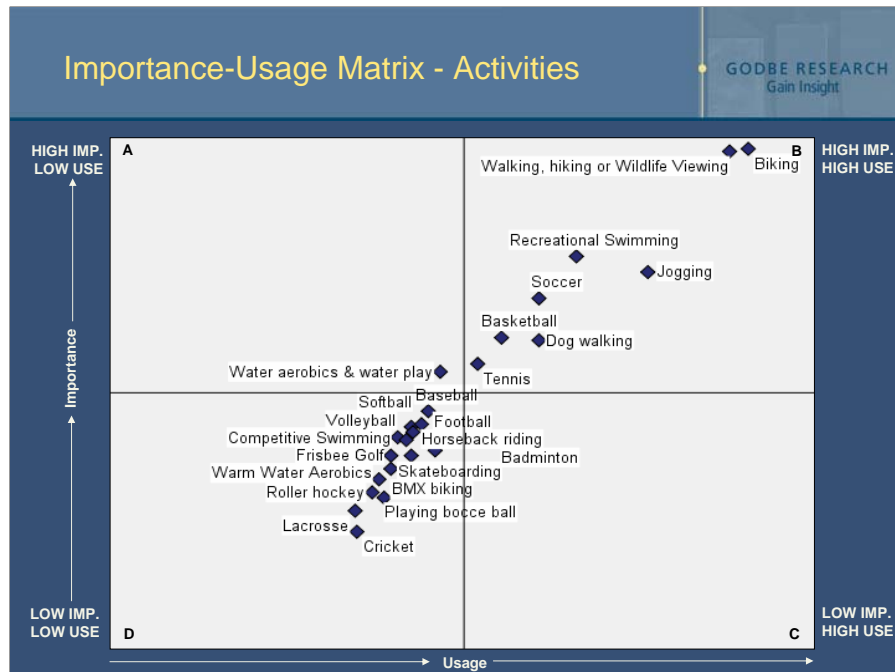
		Area of Residence					
		West Davis	South Davis	North Central	East Davis	East Davis Mace	Central Davis
7A. Neighborhood parks		2.5	2.1	2.0	2.7	2.6	2.5
7O. Walking or Hiking Trails		2.3	2.2	2.1	2.3	2.5	2.1
7B. Greenbelt		2.0	1.8	2.2	2.4	2.6	2.2
7D. Open space		1.7	0.8	1.6	1.6	1.7	1.4
7K. Sports fields		1.5	1.3	1.3	1.4	1.0	1.3
7I. Public swimming pools		1.4	0.9	1.2	1.3	1.0	1.1

Length of Residence

Overall, the long-term residents (5 year or more) reported more frequent use of “Greenbelts” than the recent residents (less than 5 years). When compared to the respondents who had lived in Davis for 15 years or more, those who had lived there for 5 to 9 years reported a more frequent use of “Neighborhood parks” and those who had lived there for 10 to 15 years reported a more frequent use of “Public swimming pools.” Finally, “Sports fields” were used more frequently by the residents who had lived in Davis for less than 1 year than by those who had lived there for 10 to 15 years.

Area of Residence

When compared to the residents of South Davis, those living in West, North Central, East, and Central Davis reported a more frequent use of “Open space.”



The average importance and participation in sports and recreational activities together allows us to derive which sports and recreational activities warrant the most attention for future planning efforts. To that end, Godbe Research presents the above importance-usage matrix.

In the figure above, the mean importance score for each of the 24 sports and recreational activities tested are plotted along the vertical axis, such that the most important sports are near the top of the figure, while the less important sports appear toward the bottom of the graph. Similarly, the average respondent's self-rated participation in each of the sports or recreational activities appear along the horizontal axis, ranging from "Not at all" on the left to "Once a week or more" on the right. Please note that the above chart displays "relative" low/high importance/use. For example, an item in the low importance/low use quadrant has relatively low importance and low use in comparison to the other activities.

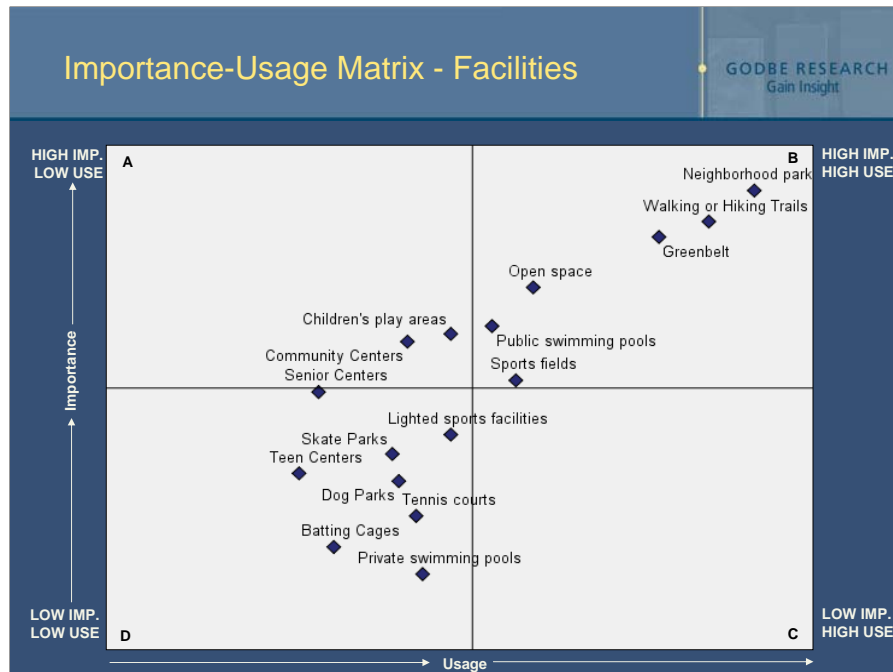
The matrix divides the 24 sports and recreational activities into the following four quadrants:

Quadrant B: Items in this quadrant – biking, walking, hiking, or wildlife viewing, recreational swimming, jogging, soccer, basket ball, dog walking, and tennis are relatively high in both importance and resident usage ratings. As such, the parks and recreational facilities relating to these activities should receive the **highest priority attention** in improvement and maintenance efforts.

Quadrant A: Sports and recreational activities in this quadrant were rated relatively low in usage but are relatively high in resident importance. The only case that falls in this quadrant is "Water aerobics and water play." The facilities relating to this sport might be considered **moderate priority** in planning efforts, as they are used less those in Quadrant B.

Quadrant C: None of the tested sports and recreational activities was categorized in Quadrant C, which represents activities that have low importance and high usage ratings.

Quadrant D: Baseball, softball, football, volleyball, competitive swimming, horseback riding, badminton, frisbee golf, warm water aerobics, skateboarding, BMX biking, roller hockey, bocce ball, lacrosse, and cricket appearing in this quadrant received relatively low importance ratings and are also lower in resident expressed usage when compared to other sports and recreational activities. Therefore, these might be considered the **lowest priority** for improvement efforts.



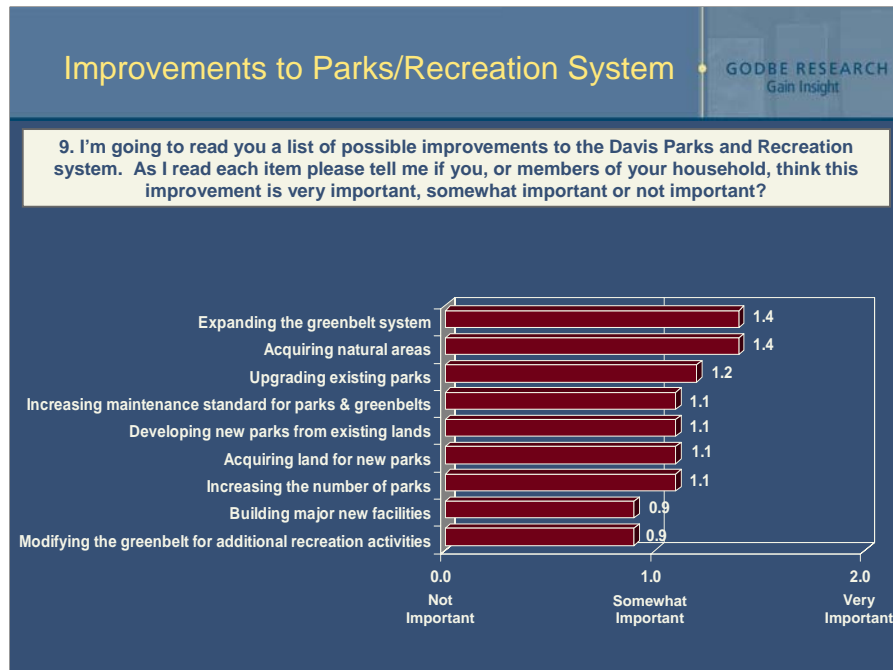
Similar to the sports and recreational activities, the above diagram illustrates an importance-usage matrix for the local parks and recreation facilities tested in Q4 and Q7 in the survey. Again, the 16 parks and recreational sites were classified in the following four quadrants.

Quadrant B: The parks and recreational facilities in this quadrant were rated relatively high in importance as well as usage. The facilities that are categorized in the quadrant are neighborhood parks, walking or hiking trails, greenbelt, open space, public swimming pools, and sports fields. These facilities should receive the **highest priority** attention in the department's planning efforts.

Quadrant A: The items in this quadrant - children's play areas, community centers, and the borderline case of senior centers were rated relatively low in usage but are high in resident importance. As such, these might be considered to be the **second priority** for improvement and maintenance efforts.

Quadrant C: None of the tested parks and recreational facilities were categorized in Quadrant C, which represents facilities that have low importance and high usage ratings.

Quadrant D: This quadrant presents the facilities that were rated as relatively low in importance as well as usage. Therefore, these would be the **lowest priority** for improvement efforts. The facilities in this quadrant are lighted sports facilities, skate parks, teen centers, dog parks, tennis courts, batting cages, and private swimming pools.



Following the importance and usage of sports, parks and recreational facilities, the respondents were presented with a list of possible improvements to the Davis Parks and Recreation system. After reading each item, the respondents were asked to indicate if the improvement was very, somewhat or not important to them or to members of their household. The scale used to compute average importance is similar to the one used in previous questions (Q3 and Q4).

Overall, the respondents attributed the highest importance to “Expanding the greenbelt system” and “Acquiring natural areas,” each with a mean score of 1.4. Few of the other improvements that the respondents thought were at least somewhat important were, “Upgrading existing parks” (1.2), “Increasing maintenance standards for parks and greenbelts” (1.1), “Developing new parks from existing lands” (1.1), “Acquiring new land for parks” (1.1), and “Increasing the number of parks” (1.1). Relatively, the least important improvements were, “Building major new facilities” and “Modifying the greenbelt for additional recreation activities,” each with a mean score of 0.9.

In terms of percentages, 51 percent thought that “Expanding the greenbelt system” was very important, 33 percent thought it was somewhat important, and 14 percent thought it was not important. By contrast, “Building major new facilities” was rated as very important by 25 percent, somewhat important by 42 percent, and not important by 32 percent of the respondents.

		Gender		Homeownership Status		Children in the Household	
		Male	Female	Own	Rent	Yes	No
9F. Expanding the greenbelt system		1.3	1.4	1.5	1.3	1.4	1.4
9H. Acquiring natural areas		1.3	1.4	1.4	1.4	1.4	1.3
9C. Upgrading existing parks		1.1	1.3	1.3	1.1	1.4	1.1
9I. Increasing maintenance service standards		1.1	1.1	1.2	1.1	1.2	1.1
9B. Developing new parks from existing lands		1.1	1.1	1.1	1.1	1.1	1.1
9A. Acquiring land for new parks		1.1	1.1	1.1	1.1	1.0	1.1
9D. Increasing the number of parks		1.1	1.1	1.0	1.1	1.1	1.1

	Age					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
9F. Expanding the greenbelt system	1.2	1.5	1.6	1.4	1.4	1.2
9H. Acquiring natural areas	1.3	1.4	1.5	1.5	1.4	1.2
9C. Upgrading existing parks	1.1	1.3	1.5	1.4	1.1	1.1
9I. Increasing maintenance service standards	1.1	1.0	1.3	1.2	1.0	1.1
9B. Developing new parks from existing lands	0.9	1.2	1.3	1.2	1.1	1.1
9A. Acquiring land for new parks	1.1	1.1	1.1	1.0	1.2	1.0
9D. Increasing the number of parks	1.1	1.0	1.0	1.1	1.0	0.9

Gender

The women attributed significantly more importance than men to the improvements, “Expanding the greenbelt system,” “Acquiring natural areas,” and “Upgrading existing parks.”

Age

When compared to the 18-to-24-year-old respondents, “Expanding the greenbelt system” and “Upgrading existing parks” were rated as significantly more important by the 35-to-44-year-old respondents.

Homeownership Status

“Expanding the greenbelt system” was significantly more important to the homeowners than to renters.

Children in the Household

The respondents having children in the household rated “Upgrading existing parks” as significantly more important than those not having children in their household.

		Length of Residence				
		Less than 1 year	1 to 4 years	5 to 9 years	10 to 15 years	15 years or more
9F. Expanding the greenbelt system		1.4	1.4	1.3	1.7	1.3
9H. Acquiring natural areas		1.4	1.3	1.4	1.5	1.4
9C. Upgrading existing parks		1.1	1.1	1.4	1.4	1.2
9I. Increasing maintenance service standard for parks & greenbelts		1.2	1.0	1.2	1.3	1.0
9B. Developing new parks from existing lands		0.8	1.2	1.1	1.2	1.1
9A. Acquiring land for new parks		1.1	1.1	1.1	1.0	1.1
9D. Increasing the number of parks		1.2	1.1	1.0	1.0	1.1

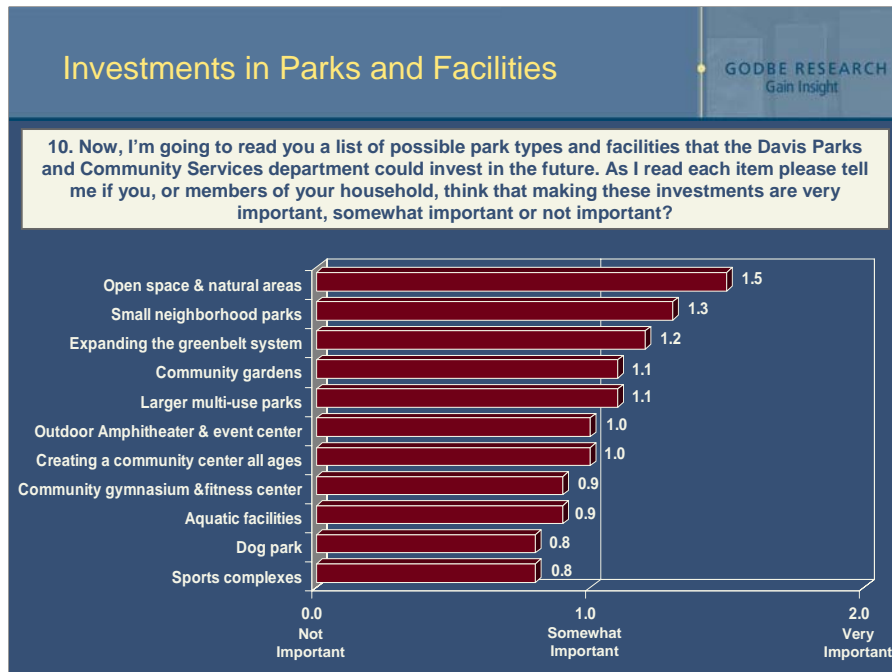
Length of Residence

When compared to the respondents who had lived in Davis for 5 to 9 years, the 10-to-15-year residents attributed significantly more importance to “Expanding the greenbelt system.” Similarly, the 5-to-9-year residents attributed more importance to “Upgrading existing parks” than the less-than-5-year residents. Finally, “Developing new parks from existing lands” was significantly more important to the 1-to-4-year residents than to those who have lived in Davis for a less than a year.

		Area of Residence					
		West Davis	South Davis	North Central	East Davis	East Davis Mace	Central Davis
9F. Expanding the greenbelt system		1.4	1.3	1.4	1.3	1.7	1.6
9H. Acquiring natural areas		1.5	1.2	1.2	1.4	1.4	1.4
9C. Upgrading existing parks		1.4	1.2	1.1	1.4	1.5	1.0
9I. Increasing maintenance service standard for parks and greenbelts		1.2	1.0	1.1	0.9	0.6	1.1
9B. Developing new parks from existing lands		1.2	0.9	1.0	1.2	1.1	1.2
9A. Acquiring land for new parks		1.2	0.9	0.8	1.1	0.5	1.4
9D. Increasing the number of parks		1.1	0.9	0.7	1.1	1.0	1.2

Area of Residence

When compared to the North Central Davis residents, those living in West and Central Davis attributed more importance to “Increasing the number of parks.” Similarly, “Acquiring land for new parks” and “Expanding the greenbelt system” were more important to the Central than South Davis residents. Likewise, the Central Davis residents also attributed more importance to “Acquiring land for new parks” than the North Central and East Davis Mace residents.



In addition to the improvements to current parks, the respondents were presented with a list of projects for the Parks and Community Services department to invest in the future and were asked to rate the importance of each of them. The scale used to identify average importance was similar to the previous questions (Q3, Q4, and Q9).

Overall, Davis residents attributed the highest importance to investment in “Open space and natural areas” (1.5), followed by “Small neighborhood parks” (1.3), and “Expanding the greenbelt system” (1.2). As opposed to this, investments in “Dog parks” and “Sports complexes” garnered relatively the lowest importance ratings, each with a mean score of 0.8.

In terms of percentages, the top investment option “Open spaces and natural areas” was rated as “Very Important” by 62 percent, “Somewhat Important” by 22 percent, and “Not Important” by 15 percent of the respondents. Conversely, the percentage breakdown for one of the least important facility, “Sports complexes,” was 20 percent “Very Important,” 39 percent “Somewhat Important,” 40 percent “Not Important,” and one percent “Don’t Know/No Answer.”

		Gender		Homeownership Status		Children in the Household	
		Male	Female	Own	Rent	Yes	No
10D. Open space and natural areas		1.4	1.6	1.5	1.5	1.5	1.5
10A. Small neighborhood parks		1.3	1.4	1.3	1.4	1.3	1.3
10E. Expanding the greenbelt system		1.1	1.3	1.4	1.1	1.3	1.2
10I. Community gardens		1.0	1.3	1.1	1.2	1.1	1.1
10B. Larger multi-use parks		1.1	1.1	1.1	1.1	1.1	1.1

		Age					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
10D. Open space and natural areas		1.5	1.5	1.6	1.5	1.4	1.2
10A. Small neighborhood parks		1.3	1.5	1.3	1.4	1.4	1.0
10E. Expanding the greenbelt system		1.1	1.4	1.4	1.3	1.3	1.1
10I. Community gardens		1.1	1.2	1.1	1.2	1.0	0.9
10B. Larger multi-use parks		1.2	1.1	1.2	1.2	1.0	0.9

Gender

When compared to the men, the women attributed significantly more importance to investments in “Open space and natural areas,” “Expanding the greenbelt system,” and “Community gardens.”

Age

The importance attributed to investments in each of the top five parks and recreational facilities was statistically comparable across the various age groups.

Homeownership Status

Investments in “Expanding the greenbelt system” were significantly more important to the homeowners than the renters.

Children in the Household

The respondents having children and not having any children in the household gave statistically comparable importance ratings to each of the top five facilities for investment in the future.

		Length of Residence				
		Less than 1 year	1 to 4 years	5 to 9 years	10 to 15 years	15 years or more
10D. Open space and natural areas		1.5	1.4	1.5	1.6	1.4
10A. Small neighborhood parks		1.4	1.3	1.3	1.2	1.4
10E. Expanding the greenbelt system		1.3	1.2	1.2	1.5	1.2
10I. Community gardens		1.3	1.1	1.1	1.1	1.1
10B. Larger multi-use parks		0.9	1.2	1.2	1.1	0.9

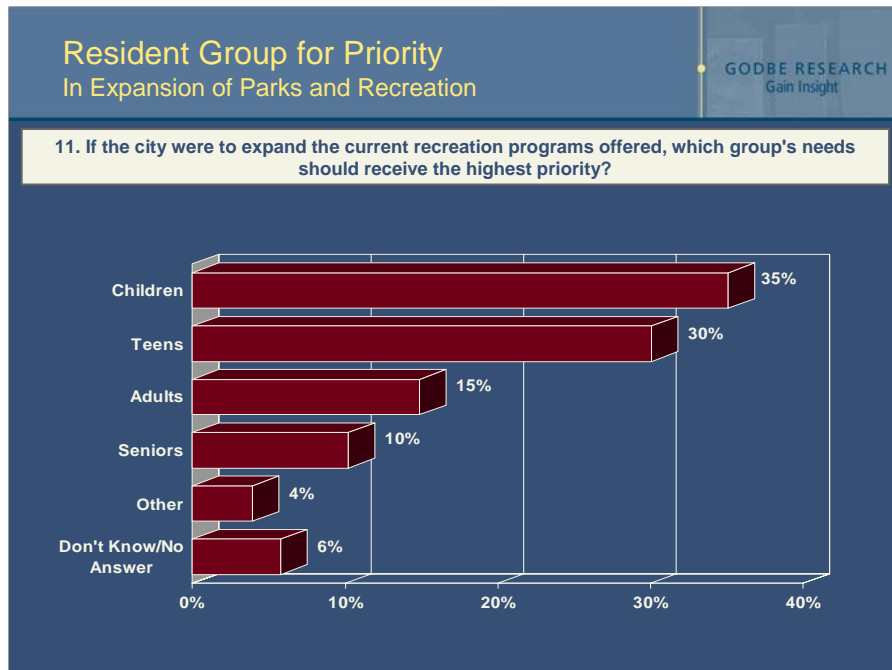
		Area of Residence					
		West Davis	South Davis	North Central	East Davis	East Davis Mace	Central Davis
10D. Open space and natural areas		1.6	1.1	1.2	1.5	1.5	1.6
10A. Small neighborhood parks		1.4	1.2	1.0	1.2	1.8	1.4
10E. Expanding the greenbelt system		1.3	1.2	1.1	1.2	1.2	1.5
10I. Community gardens		1.1	0.9	0.8	1.4	1.1	1.2
10B. Larger multi-use parks		1.3	0.9	0.8	1.0	0.9	1.1

Length of Residence

The respondents who had lived in Davis for 1 to 4 years attributed significantly more importance to investments in “Larger multi-use parks,” when compared to the respondents who had lived in the City for more than 15 years.

Area of Residence

When compared to the South Davis residents, those living in West and Central Davis attributed more importance to investments in “Open space and natural areas.” Likewise, investments in “Small neighborhood parks” were significantly more important to the West Davis than North Central Davis residents.



With the final question in the survey, the respondents were asked to indicate the resident group whose recreational needs should receive the highest priority for expansion of current programs offered.

As illustrated in the chart above, 35 percent of the respondents stated that the recreational needs of "Children" should received the highest priority, while 30 percent thought that the needs of "Teens" should be the top priority for program expansion. Less than 20 percent of the respondents chose the needs of other resident groups like "Adults" (15%) and "Seniors" (10%).

		Gender		Homeownership Status		Children in the Household	
		Male	Female	Own	Rent	Yes	No
Total		177	223	176	213	158	241
Children		35.3%	34.9%	40.4%	29.3%	49.5%	25.5%
Teens		34.2%	26.8%	28.5%	32.9%	27.9%	31.5%
Adults		10.6%	18.3%	10.1%	19.6%	6.8%	20.2%
Seniors		9.3%	11.0%	8.6%	11.6%	6.8%	12.6%

	Age					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Total	147	79	61	55	27	29
Children	29.0%	41.3%	44.6%	33.6%	26.8%	35.3%
Teens	34.7%	19.7%	29.5%	31.9%	36.5%	28.2%
Adults	15.3%	26.1%	4.3%	19.8%	2.7%	7.6%
Seniors	16.8%	2.3%	6.3%	3.2%	16.8%	14.4%

Gender

A significantly higher percentage of the female than the male respondents stated that the recreational needs for “Adults” in the City should be a priority for expansion of current recreational programs.

Age

When compared to the 35-to-44-year-old, a significantly higher percentage of the 25-to-34-year-old respondents reported that the “Adults” should receive priority in the expansion of recreational programs. Besides this, a significantly higher percentage of the 18-to-24 than the 25-to-34-year-old respondents chose the recreational needs for “Seniors” as the top priority.

Homeownership Status

The recreational needs of “Adults” were chosen by a significantly higher percentage of the renters than homeowners.

Children in the Household

A higher percentage of the respondents having children in the household chose the recreational needs for “Children” as a high priority for expansion efforts, whereas a higher percentage of the respondents not having children at home stated that the recreational needs for “Adults” should receive priority for program expansion.

		Length of Residence				
		Less than 1 year	1 to 4 years	5 to 9 years	10 to 15 years	15 years or more
Total		47	135	84	43	91
Children		28.7%	25.4%	43.5%	45.3%	40.1%
Teens		37.7%	34.1%	26.7%	27.1%	24.6%
Adults		20.0%	18.2%	14.0%	13.2%	8.9%
Seniors		13.6%	13.8%	6.0%	5.0%	9.6%

		Area of Residence					
		West Davis	South Davis	North Central	East Davis	East Davis Mace	Central Davis
Total		101	75	39	28	11	66
Children		25.3%	43.1%	36.3%	26.0%	48.0%	33.7%
Teens		32.9%	32.2%	22.7%	34.1%	27.5%	19.3%
Adults		13.3%	7.6%	23.9%	22.8%	4.7%	22.7%
Seniors		15.3%	8.3%	9.6%	2.6%	10.4%	13.6%

Length of Residence

Looking at the responses given by the residents who had lived in Davis for different durations, no significant differences were found.

Area of Residence

Similarly, the responses given by the residents of different areas in Davis were statistically comparable.