

EPIC-MRA PLYMOUTH PARKS AND REC POLL – SEPT 2017 – FINAL

SAMPLE: 1=Cell/2=Land DATE: _____ / _____ / _____ **PHONE:** _____

JURIS: _____ **INTERVIEWER:** _____

INTRO: Hello, this is **(NAME)** from **EPIC-MRA**, a survey research firm located in Lansing. We're conducting a random survey of residents in your area regarding Parks and Recreation Services on behalf of the joint efforts of Plymouth Township and the City of Plymouth.

This is **NOT** a sales call, you will not be asked for a donation, you will not be called again because you participated in this survey, and all of your responses will be held strictly confidential. May I please take a few minutes of your time to include the opinions of your household?

We need to have a balance of men and women in this survey, and we also need to have young residents represented. May I please speak to the youngest adult **[MALE/FEMALE, depending on specified quota]** age 18 or older, who is home now?

IF YES: REPEAT INTRO FOR NEW RESPONDENT AND CONTINUE

IF NO, ASK: "Is there any other adult **[MALE/FEMALE, depending on specified quota]** 18 years or older, who is at home right now?" **IF NOT, TERMINATE**

__01. In what city or township do you reside? [DO NOT READ – CODE BEST RESPONSE – IF RESPONDENT SAYS “PLYMOUTH” PROBE TO SEPCIFY CITY/TOWNSHIP]

- (1) City of Plymouth
- (2) Plymouth Township
- (3) Other Jurisdiction/Undecided/Refused - **THANK AND TERMINATE INTERVIEW**

READ TO ALL RESPONDENTS:

Thank you. Before we begin, for the purposes of this survey, we would like to define the following terms:

- The definition of "Green Spaces" is: an area of grass, trees, or other vegetation set apart for recreational purposes.
- The definition of "Recreation" is: an activity done for enjoyment when one is not working.
- The definition of “The Plymouth Community” includes the residents of both the City of Plymouth and Plymouth Township.

First of all ...

[ROTATE Q.2 AND Q.3]

__02. How important are recreation facilities and programs to you and your family? Would you say they are ... **[READ 1 THROUGH 4]**

- (1) Very Important
- (2) Important
- (3) Somewhat important
- (4) Not at all
- (5) Undecided/Refused

__03. How important is it that the City and the Township maintain parks and recreational areas for the Plymouth Community? Would you say it is ... **[READ 1 THROUGH 4]**

- (1) Very Important
- (2) Important
- (3) Somewhat important
- (4) Not at all
- (5) Undecided/Refused

Currently, the City of Plymouth and Township each have their own park facilities and recreational programs that charge non-resident fees to each other's residents.

There has been some discussion among community officials about the potential of combining parks and recreational services to serve both Township and City residents equally. Should these services be combined, residents of both communities would pay identical fees for all park facilities and recreational programs within the Plymouth Community.

If this were to happen...

__04. Would you support or oppose the City and Township combining resources to provide recreational opportunities for the community? **[IF SUPPORT/OPPOSE, ASK: "Would that be strongly or somewhat?" AND CODE BEST RESPONSE]**

- (1) Strongly support
- (2) Somewhat support
- (3) Somewhat oppose
- (4) Strongly oppose
- (5) Undecided/Refused

__05. Do you, or does any member of your household, currently pay a membership or fees to a recreational or fitness facility?

[PROBE FOR BEST RESPONSE]

- (1) Yes, respondent
- (2) Yes, other members of the household
- (3) Yes, both
- (4) No members of the household ----- **GO TO Q.7**
- (5) Undecided/Refused ----- **GO TO Q.7**

__06. Is the facility operated by a municipal government, such as a city or township, or by a private business?

- (1) Municipal Government
- (2) Private business
- (3) Both/More than one (*volunteered*)
- (4) Undecided/Refused

__07. Do you or any members of your household participate in a Recreational or Athletic Program organized by a League or Association? **[PROBE FOR BEST RESPONSE]**

- (1) Yes, respondent
- (2) Yes, other members of the household
- (3) Yes, both
- (4) No members of the household ----- **GO TO Q.9**
- (5) Undecided/Refused ----- **GO TO Q.9**

What Recreational or Athletic Program(s) do you or other members of your household participate in?

[WRITE RESPONSES AS STATED FOR UP TO THREE PROGRAMS – PROBE WITH: “Are there any others?” UNTIL THREE RESPONSES MENTIONED OR UNPRODUCTIVE]

8A: _____

8B: _____

8C: _____

__09. Do you believe that the Plymouth Community has enough parks and /or sports fields to support the current community recreational programs, are more needed, or are there too many parks and /or sports fields to support the current community recreational programs? **[IF MORE NEEDED, ASK: “Would that be much more, or only somewhat more?” AND CODE BEST RESPONSE]**

- (1) Much more needed
- (2) Somewhat more needed
- (3) Enough ----- **GO TO INTRO TO Q.11**
- (4) Too many ----- **GO TO INTRO TO Q.11**
- (5) Undecided/Refused ----- **GO TO INTRO TO Q.11**

What additional recreational or athletic program(s) that are currently not offered in the Plymouth Community would you like to see offered? **[WRITE RESPONSES AS STATED FOR UP TO THREE PROGRAMS – PROBE WITH: “Are there any others?” UNTIL THREE RESPONSES MENTIONED OR UNPRODUCTIVE]**

10A: _____

10C: _____

10B: _____

INTRO TO Q.11:

Now I would like to read a list of recreational facilities to you. For each, please tell me if you or any other members of your household have visited that facility within the past six months. The first one is...

[READ AND ROTATE Q.11 THROUGH Q.23]		<u>YES</u>	<u>NO</u>	<u>UND/ REF</u>
__ 11.	Hines Park	(1)	(2)	(3)
__ 12.	I-275 or M-14 Bike Paths	(1)	(2)	(3)
__ 13.	Kellogg Park	(1)	(2)	(3)
__ 14.	Plymouth Township Park (McClumpha Park)	(1)	(2)	(3)
__ 15.	Hilltop Golf Course	(1)	(2)	(3)
__ 16.	Plymouth Cultural Center and Ice Arena	(1)	(2)	(3)
__ 17.	Lake Pointe Soccer Park	(1)	(2)	(3)
__ 18.	Plymouth Township Park Baseball Diamonds	(1)	(2)	(3)
__ 19.	Don Massey Baseball / Softball Field	(1)	(2)	(3)
__ 20.	Plymouth Community Arts Council	(1)	(2)	(3)
__ 21.	Miller Woods Nature Area	(1)	(2)	(3)
__ 22.	Senior Citizen Friendship Station	(1)	(2)	(3)
__ 23.	Any City or Township Neighborhood Park	(1)	(2)	(3)

__24. Are you aware of the Plymouth Arts and Recreation Complex, also known as PARC, located in the old Central Middle School located in Downtown Plymouth?

- (1) Yes, aware
- (2) Not aware ----- **GO TO Q.27**
- (3) Undecided/Refused ----- **GO TO Q.27**

__25. Have you or any member of your family ever participated in an event or program located at PARC?

- (1) Yes
- (2) No
- (3) Undecided/Refused

__26. How much value do you think that PARC adds to the Plymouth Community by offering Arts and Recreational programming? Would you say ... **[READ 1 THROUGH 4]**

- (1) A lot
- (2) Some
- (3) Only a little
- (4) No value at all
- (5) Undecided/Refused

[ROTATE Q.27 AND Q.28]

__27. How much of an economic benefit do you believe that Recreational Activities, Special Events and Parks provide to the Plymouth Community? Would you say ... **[READ 1 THROUGH 4]**

- (1) A lot
- (2) Some
- (3) Only a little
- (4) No benefit at all
- (5) Undecided/Refused

__28. How much do you believe that maintained parks and green spaces enhance the property values of homes in the Plymouth Community? Would you say ... **[READ 1 THROUGH 4]**

- (1) A lot
- (2) Some
- (3) Only a little
- (4) No enhancement to property values at all
- (5) Undecided/Refused

__29. How important do you feel sidewalks and the walk-ability of the community is to your recreational enjoyment? Would you say ... **[READ 1 THROUGH 4]**

- (1) Very important
- (2) Somewhat important
- (3) Only a little important
- (4) Not important at all
- (5) Undecided/Refused

__30. How interested are you in seeing a Community Dog Park developed? Would you say you are ... **[READ 1 THROUGH 4]**

- (1) Very interested
- (2) Somewhat interested
- (3) Only a little interested
- (4) Not interested at all
- (5) Undecided/Refused

__31. There has been some discussion in the community about the future of Hilltop Golf Course. Would you prefer to see Hilltop kept open as a golf course, or closed and repurposed for other recreational uses?

- (1) Keep open as a golf course ----- **GO TO Q.33**
- (2) Close Hilltop Golf Course and repurpose the property ----- **ASK Q.32**
- (3) Undecided/Refused ----- **GO TO Q.33**

If Hilltop Golf Course was closed, what would you like to see developed on that property? **[WRITE RESPONSES AS STATED FOR UP TO THREE USES – PROBE WITH: “Are there any others?” UNTIL THREE RESPONSES MENTIONED OR UNPRODUCTIVE]**

32A: _____

32B: _____

32C: _____

__33. Now that you have had a chance to think about some of the Parks and Recreational opportunities that are offered to the Plymouth Community, thinking about the potential of combining parks and recreational services to serve both Township and City residents equally, which would in turn allow all residents to pay identical fees for all park facilities and recreational programs within the Plymouth Community, let me ask you again: would you support or oppose the City and Township combining resources to provide recreational opportunities for the community? **[IF SUPPORT/OPPOSE, ASK: “Would that be strongly or somewhat?” AND CODE BEST RESPONSE]**

- (1) Strongly support
- (2) Somewhat support
- (3) Somewhat oppose
- (4) Strongly oppose
- (5) Undecided/Refused

__34A-C. What is your preferred method to receive information regarding Recreational or Special Events in the Plymouth Community? **[DO NOT READ - CODE FOR UP TO THREE RESPONSES – PROBE WITH: “Are there any others?” UNTIL THREE RESPONSES MENTIONED OR UNPRODUCTIVE]**

- (01) City of Plymouth Website (City of Plymouth Parks and Rec. Website)
- (02) Plymouth Township Website (Plymouth Township Parks and Rec. Website)
- (03) E-Mail
- (04) Facebook or other social media
- (05) Twitter
- (06) Direct Mail
- (07) Word of Mouth
- (08) TV
- (09) Radio
- (10) The Detroit News
- (11) The Detroit Free Press
- (12) Observer-Eccentric Newspaper
- (13) Plymouth-Canton Patch Newspaper
- (14) Plymouth Voice Newspaper
- (15) None – No Preference (*volunteered*)
- (16) Other Newspaper (*please specify*): _____
- (17) Other source of information (*please specify*): _____
- (99) Undecided/Refused

Finally I would like to ask you a few questions for statistical purposes only.

__35. How many school age children, 18 years old or younger, live in your household? **[WRITE NUMBER BELOW – IF “Undecided/Refused”, CODE “9”]**

OF CHILDREN: _____

__36. Could you please tell me in what year you were born? **[IF REFUSED, ASK: ‘Would you please tell me into which of the following categories your age would fall? Please stop me when I get to a category that applies to you.’ AND READ 1 TO 4]**

[RECORD YEAR HERE ____ AND THEN CODE BELOW]

- (1) 18 to 34 years ----- **(1983 to 1999)**
- (2) 35 to 49 ----- **(1968 to 1982)**
- (3) 50 to 64 ----- **(1953 to 1967)**
- (4) 65 and over ----- **(1952 or before)**
- (5) Undecided/Refused

__37. For how many years have you lived in the City/Township? **[DO NOT READ - CODE BEST RESPONSE]**

- (1) 5 years or less
- (2) 6 to 15 years
- (3) Over 16 years
- (4) All of their life **(VOLUNTEERED)**
- (5) Undecided/Refused

__38. Sex of respondent **(BY OBSERVATION ONLY)**

- (1) Male
- (2) Female

THANK RESPONDENT FOR HIS OR HER TIME AND TERMINATE