

EPIC ▪ MRA

4710 W. Saginaw Highway
Suite 2C

Lansing, MI 48917

P: 517-886-0860

P: 800-545-8249

F: 517-886-9176

E: info@epicmra.com

W: www.epicmra.com

Plymouth Community Survey

Report on a Parks and Recreation Survey

Executive Summary and Demographic Analysis

- Educational
- Political
- Industrial
- Consumer

- Market
- Research
- Analysis

September/October 2017

TABLE OF CONTENTS

METHODOLOGY	3
EXECUTIVE SUMMARY	5
First test on the question of combining recreational facilities and programs – Q.4	6
Second test on the question of combining recreational facilities and programs – Q.33	7
Demographic breakouts of the 1st and 2nd tests on the question of combining programs.....	9
KEY FINDINGS	12
Importance of Parks and Recreation to the Plymouth Community – Q.2/Q.3.....	12
Participation in Recreation/Fitness in the Plymouth Community – Q.5 through Q.8.....	13
Quantity of Parks, Fields, and Programs Available in the Plymouth Community – Q.9/Q.10	14
Use of Recreational Facilities in the Plymouth Community – Q.11 through Q.23.....	15
Awareness, Use, and Value of PARC – Q.24 through Q.26	18
The Perceived Financial Benefit to the Plymouth Community – Q.27/Q.28	19
Sidewalks and Dog Parks in the Plymouth Community – Q.29/Q.30.....	20
The Future of Hilltop Golf Course – Q.31/Q.32.....	22
Communication Methods Preferred by Plymouth Community residents – Q.34	23
FREQUENCY OF SURVEY RESULTS	25

METHODOLOGY

EPIC • MRA administered live telephone interviews with 300 adult residents of Plymouth City and Plymouth Township; including 225 respondents from Plymouth Township and 75 respondents from Plymouth City, which was increased by 25 respondents to provide a subsample of a total of 100 interviews from Plymouth City. The interviews were conducted from September 7th through September 11th, 2017. Respondents were included in the sample if they confirmed that they were adult residents meeting the gender quota, and living in Plymouth Township or Plymouth City.

Respondents for the interviews were selected utilizing an interval method of randomly selecting records of households of people who are residents of the two communities. Thirty percent of the respondents contacted had cell phone only telephones. The sample was stratified so every area of the community is represented in the sample according to its contribution to the adult population of area surveyed.

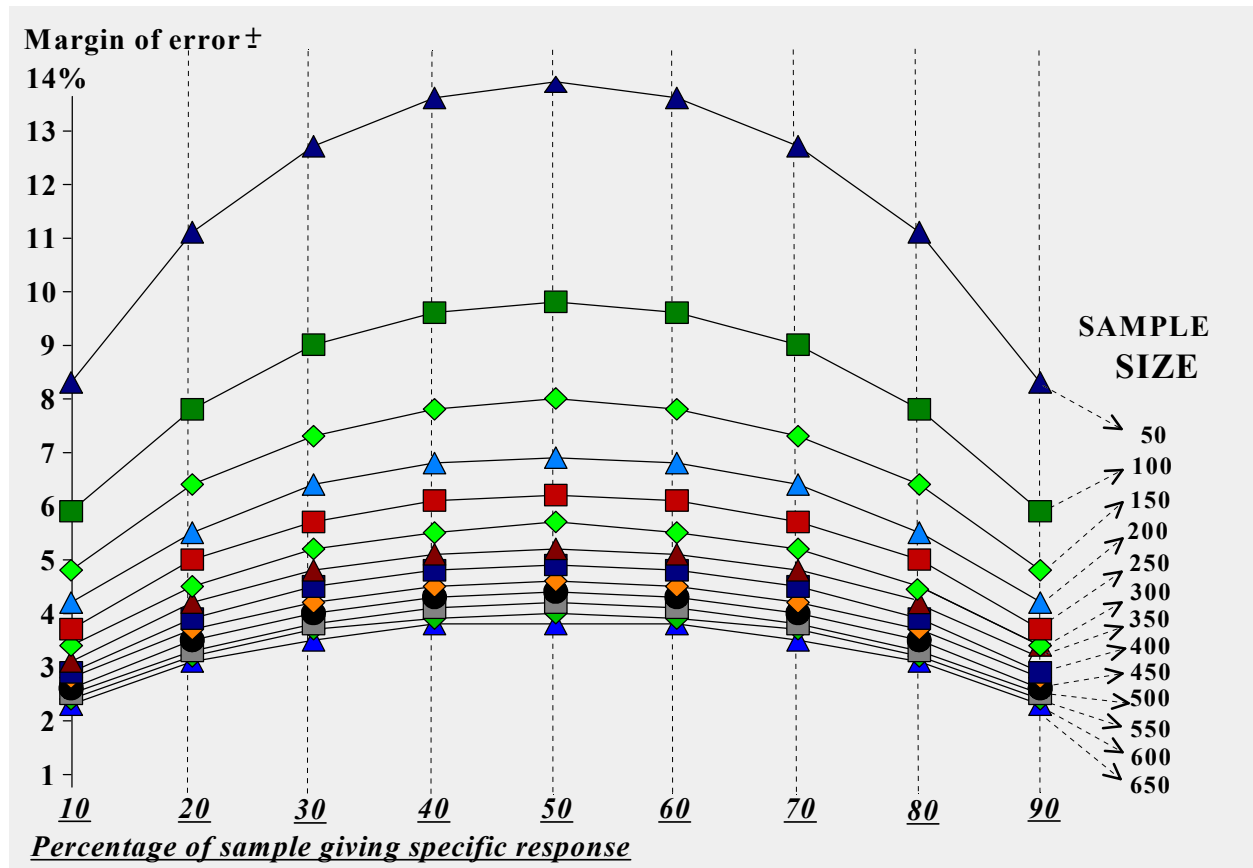
Generally, in interpreting survey results, all surveys are subject to error; that is, the results of the survey may differ from that which would have been obtained if the entire population was interviewed. The size of the sampling error depends on the total number of respondents asked a specific question. The table on the next page represents the estimated sampling error for different percentage distributions of responses based on sample size.

For example, when all respondents were asked how interested they are in seeing a community dog park developed, 49 percent of all 300 respondents said they were very interested (20%) or somewhat interested (29%), in seeing that happen (Question #30). As indicated in the chart on the next page, this percentage would have a sampling error of plus or minus 5.7 percent. That means that with repeated sampling, it is very likely (95 out of every 100 times), that the percentage for the entire population would fall between 43.3 percent and 54.7 percent, hence the margin of error ± 5.7 percent. The margin of error for the 225 respondents from Plymouth Township is $\pm 6.6\%$ and the margin of error for the 100 respondents from Plymouth City (including an oversample of 25) is ± 9.8 percent.

EPIC ▪ MRA SAMPLING ERROR BY PERCENTAGE (AT 95 IN 100 CONFIDENCE LEVEL)

Percentage of sample giving specific response

	<u>10</u>	<u>20</u>	<u>30</u>	<u>40</u>	<u>50</u>	<u>60</u>	<u>70</u>	<u>80</u>	<u>90</u>
SAMPLE SIZE	% margin of error ±								
700	2.2	3.0	3.3	3.7	3.6	3.7	3.3	3.0	2.2
650	2.3	3.1	3.5	3.8	3.8	3.8	3.5	3.1	2.3
600	2.4	3.2	3.7	3.9	4	3.9	3.7	3.2	2.4
550	2.5	3.3	3.8	4.1	4.2	4.1	3.8	3.3	2.5
500	2.6	3.5	4	4.3	4.4	4.3	4	3.5	2.6
450	2.8	3.7	4.2	4.5	4.6	4.5	4.2	3.7	2.8
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
350	3.1	4.2	4.8	5.1	5.2	5.1	4.8	4.2	3.1
300	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
250	3.7	5	5.7	6.1	6.2	6.1	5.7	5	3.7
200	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
150	4.8	6.4	7.3	7.8	8	7.8	7.3	6.4	4.8
100	5.9	7.8	9	9.6	9.8	9.6	9	7.8	5.9
50	8.3	11.1	12.7	13.6	13.9	13.6	12.7	11.1	8.3



EXECUTIVE SUMMARY

Clearly, both City and Township residents are very satisfied with, and active within, the parks and recreational programming in the Plymouth Community; and they believe that their recreational facilities and programs enhance the economy, property values, and quality of life in the community.

Nearly half of the Plymouth Community has at least one member of the household that pays dues or fees to a recreational or fitness facility, and nearly one third of the Plymouth Community has at least one member of the household that participates in a recreational or athletic program offered through a league or association.

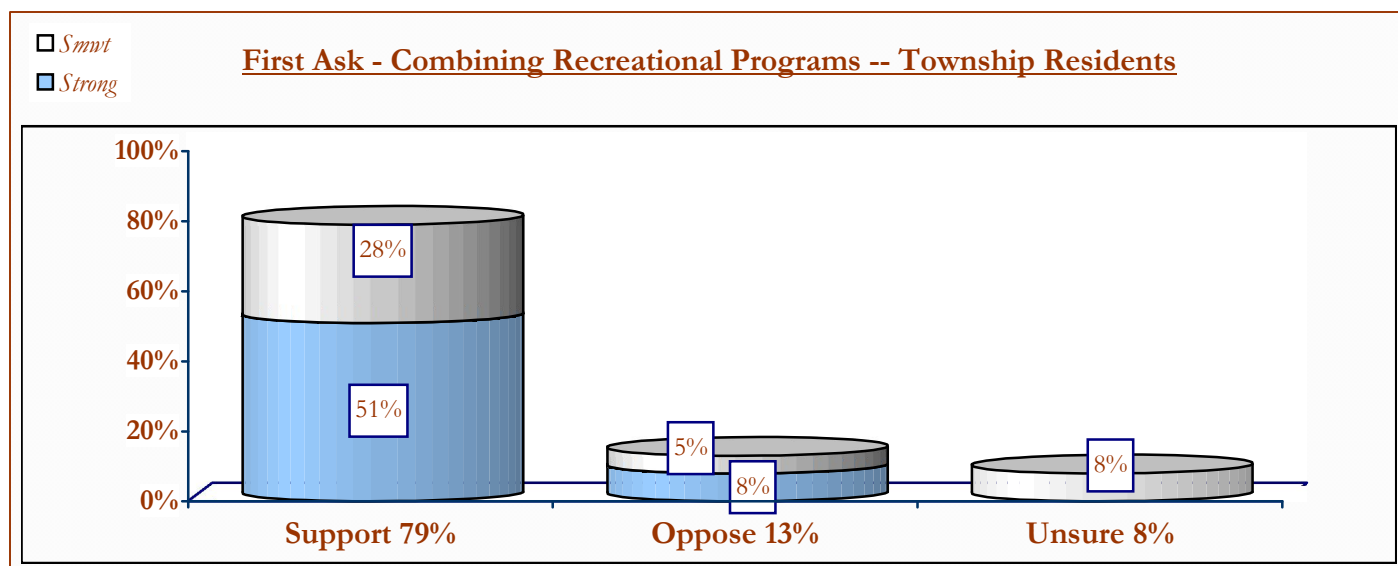
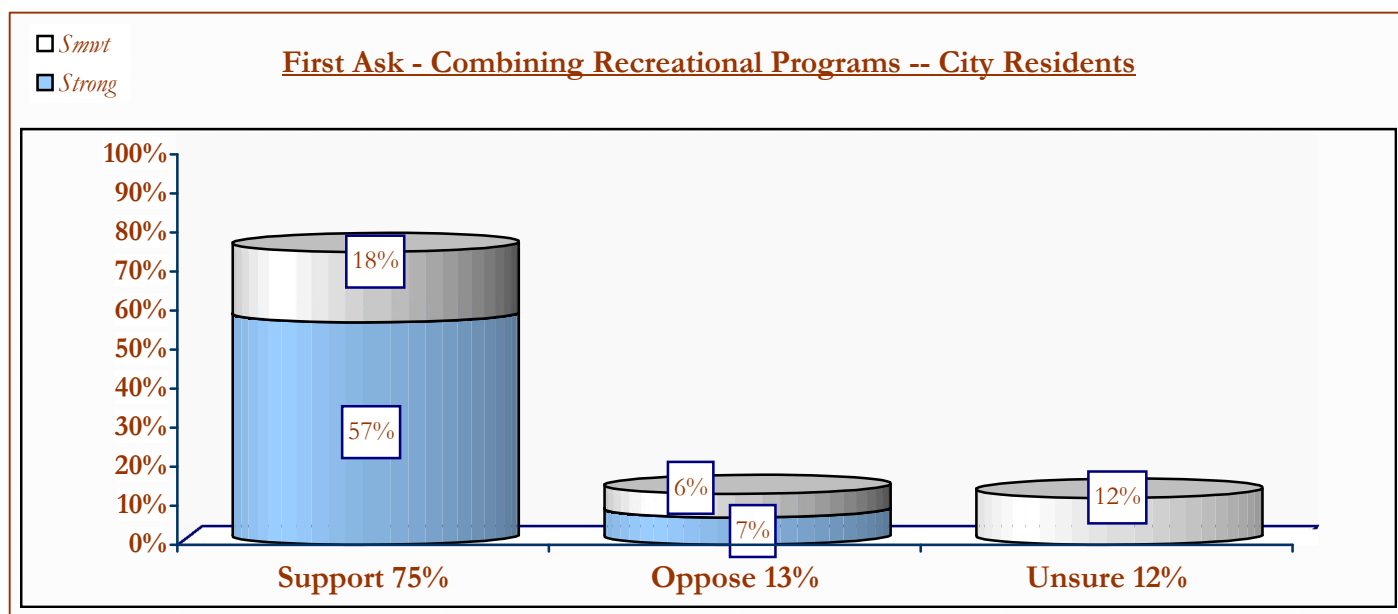
Three out of every four survey respondents said recreational facilities and programs are important to them and their family, and nine out of ten respondents said it is important to maintain parks and recreational areas for the Plymouth Community.

The most potentially divisive topic covered in this survey of the Plymouth Community was the idea of combining the Parks and Recreational facilities and offerings of both municipalities, and was described to respondents as follows:

“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.”

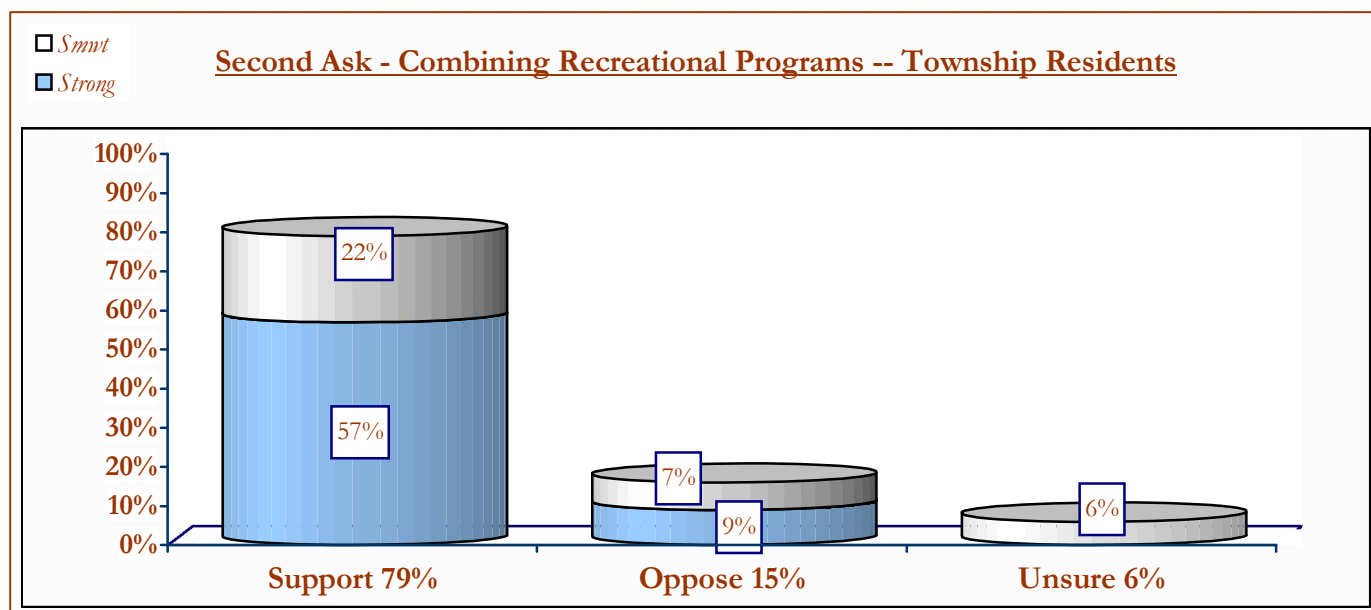
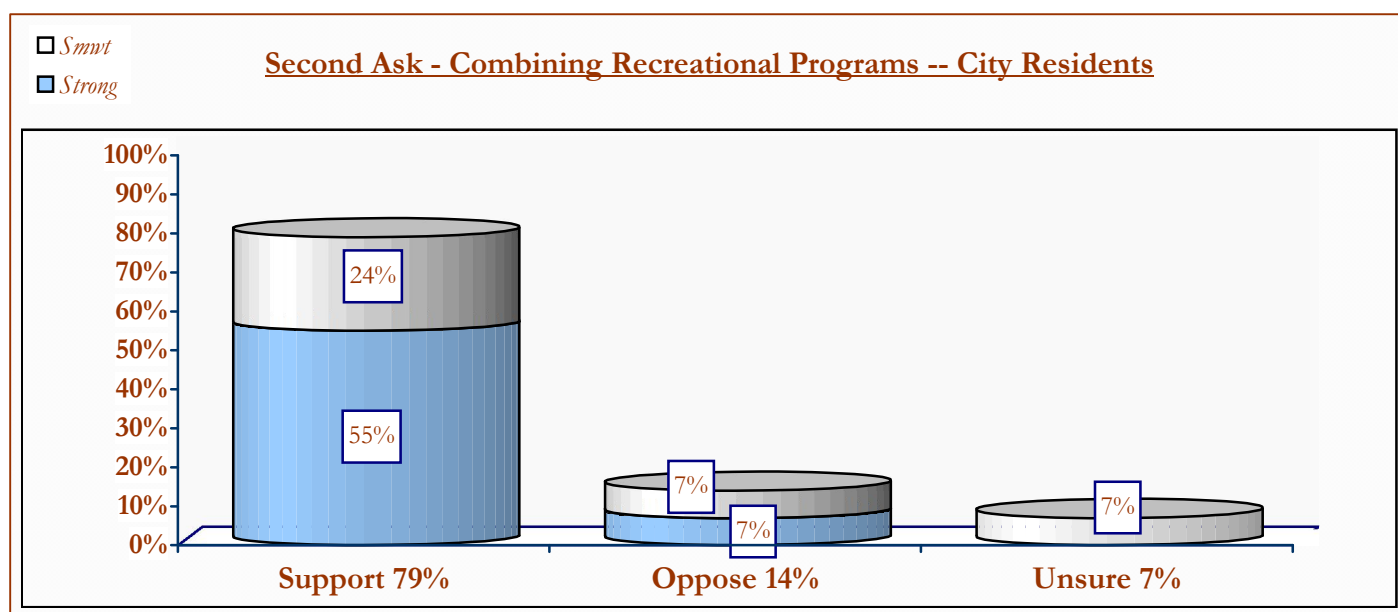
First test on the question of combining recreational facilities and programs – Q.4

On the first test on the question of combining recreational facilities and programs between Plymouth City and Township, a 75 to 13 percent majority of City residents said they support the idea (57 percent strongly), with a 79 to 13 percent majority of Township residents expressing the same opinion (51 percent strongly).



Second test on the question of combining recreational facilities and programs – Q.33

On the second test on the question of combining recreational facilities and programs, a 79 to 14 percent majority of City residents said they support the idea (55 percent strongly), with a 79 to 15 percent majority of Township residents offering the same response (57 percent strongly). That reflects a four-point increase in support among City residents, and no change among Township residents, except for a slight movement towards “strongly support”.



In short: three of every four City residents, and nearly eight in every ten Township residents, said they support combining parks and recreational services when first asked. In a final test of the question at the end of the survey- after hearing descriptions of, and responding to questions about, the parks and recreational facilities currently offered in the community - eight in ten repeated their support for the idea in both the City and the Township. These findings indicate solid and unwavering support of the concept of combining the parks and recreational services offered by both municipalities into one “regional” offering. Residents that “strongly oppose” the idea remain in the single digits in terms of the percentage of the population that they represent; and while their opinion on the matter is unlikely to change, it can easily be overcome with the resounding support of the community as a whole.

Demographic breakouts of the 1st and 2nd tests on the question of combining programs

The following table shows the total support and opposition on the question of combining recreational facilities and programs, as well as the movement toward support from the first to the second test:

Combine programs	1 ST TEST		2 ND TEST		MOVE TO <u>SUPP</u>
	<u>SUPP</u>	<u>OPP</u>	<u>SUPP</u>	<u>OPP</u>	
Among all residents	78%	13%	79%	15%	+1%
Plymouth City Residents	75%	13%	79%	14%	+4%
Plymouth Township Residents	79%	13%	79%	15%	+0%
How important to family:					
Important	84%	9%	85%	10%	+1%
Smwt/Not Important	57%	27%	58%	29%	+1%
Parks and Rec:					
Need more	84%	11%	87%	11%	+3%
Have enough	77%	14%	77%	16%	+0%
Use PARC:					
Yes	84%	10%	87%	8%	+3%
No	73%	15%	72%	19%	-1%
Dog Park:					
Interested	88%	6%	88%	6%	+0%
Not interested	68%	22%	70%	24%	+2%
Hilltop Golf Course:					
Keep open	82%	10%	83%	12%	+1%
Close/repurpose	84%	13%	84%	13%	+0%
Unsure	64%	20%	64%	22%	+0%
Preferred source of information:					
City website	76%	21%	72%	25%	-4%
Township website	72%	28%	68%	28%	-4%
Email	83%	9%	85%	10%	+2%
Social media	85%	7%	93%	7%	+8%
Direct mail	80%	11%	81%	11%	+1%
Observer/Eccentric	79%	7%	80%	12%	+1%
Other sources	77%	14%	80%	16%	+3%

Combine programs	1ST TEST		2ND TEST		MOVE TO
	<u>SUPP</u>	<u>OPP</u>	<u>SUPP</u>	<u>OPP</u>	<u>SUPP</u>
Children in household:					
No children	75%	17%	75%	19%	+0%
One child	80%	10%	80%	16%	+0%
Two children	88%	2%	88%	2%	+0%
Three or more	67%	22%	79%	15%	+12%
Age groups:					
Age 18-34	81%	6%	87%	10%	+6%
Age 35-49	79%	9%	83%	10%	+4%
Age 50-64	83%	12%	80%	12%	-3%
Age 65 & older	71%	23%	70%	24%	-1%
Years in Plymouth:					
5 years or less	85%	7%	90%	7%	+5%
6 to 15 years	84%	9%	84%	8%	+0%
16 years or longer	74%	16%	75%	19%	+1%
A lifetime	83%	14%	79%	11%	-4%
Gender:					
Men	74%	17%	76%	16%	+2%
Women	81%	11%	81%	13%	+0%
Age range:					
Age 18-49	80%	8%	85%	10%	+5%
Age 50 and over	76%	18%	74%	18%	-2%
Gender/age:					
Men age 18-49	83%	3%	91%	2%	+8%
Men age 50 & over	68%	26%	66%	26%	-2%
Women age 18-49	78%	11%	80%	15%	+2%
Women age 50 & over	86%	9%	84%	10%	-2%

The highest percentage increase in support from the first to the second test came from:

- 12 percent: Has three or more children
- 8 percent: Prefers getting info from social media
- 8 percent: Men age 18-49
- 6 percent: Age 18-34
- 5 percent: Lived in Plymouth 5 years or less
- 5 percent: Age 18-49
- 4 percent: Plymouth City residents
- 4 percent: Age 35-49
- 3 percent: Need more parks and recreational facilities
- 3 percent: Uses PARC
- 3 percent: Prefers getting info from other sources
- 2 percent: Not interested in a dog park
- 2 percent: Prefers getting info from email
- 2 percent: Women age 18-49

The highest percentage decrease in support from the first to the second test came from:

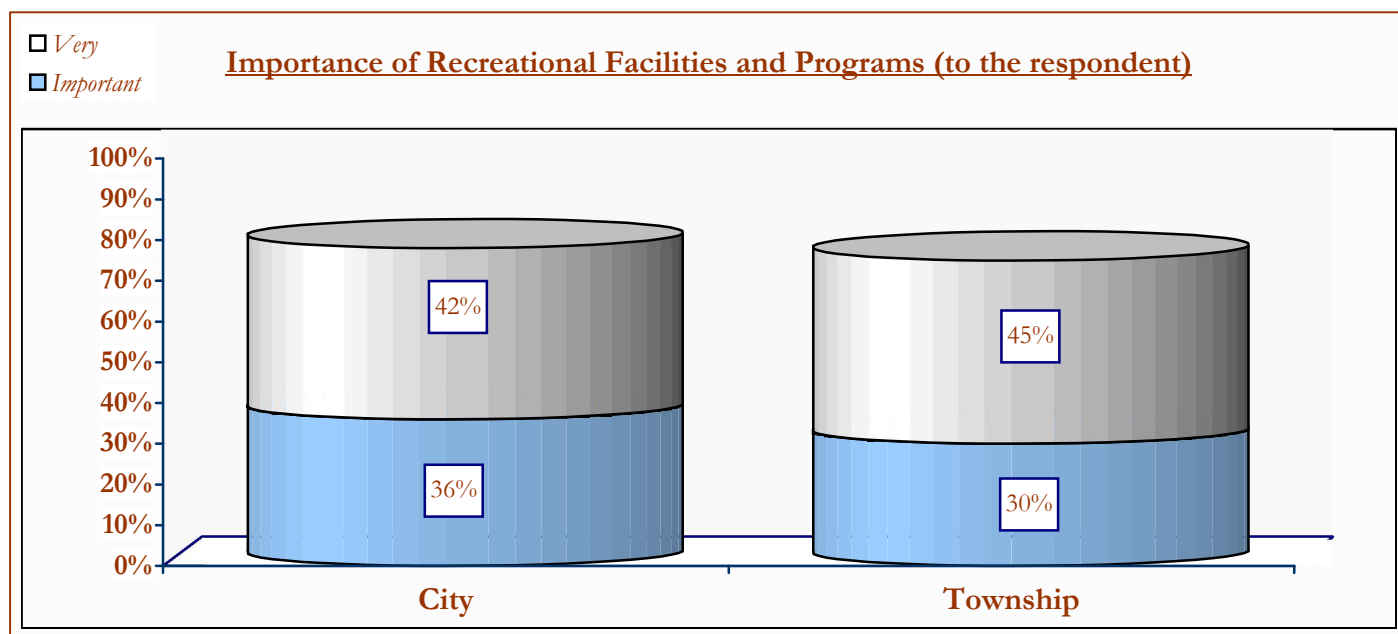
- 4 percent: Prefers getting info from city website
- 4 percent: Prefers getting info from township website
- 4 percent: Lived in Plymouth a lifetime
- 3 percent: Age 50-64
- 2 percent: Age 50 and over
- 2 percent: Men age 50 and over
- 2 percent: Women age 50 and over

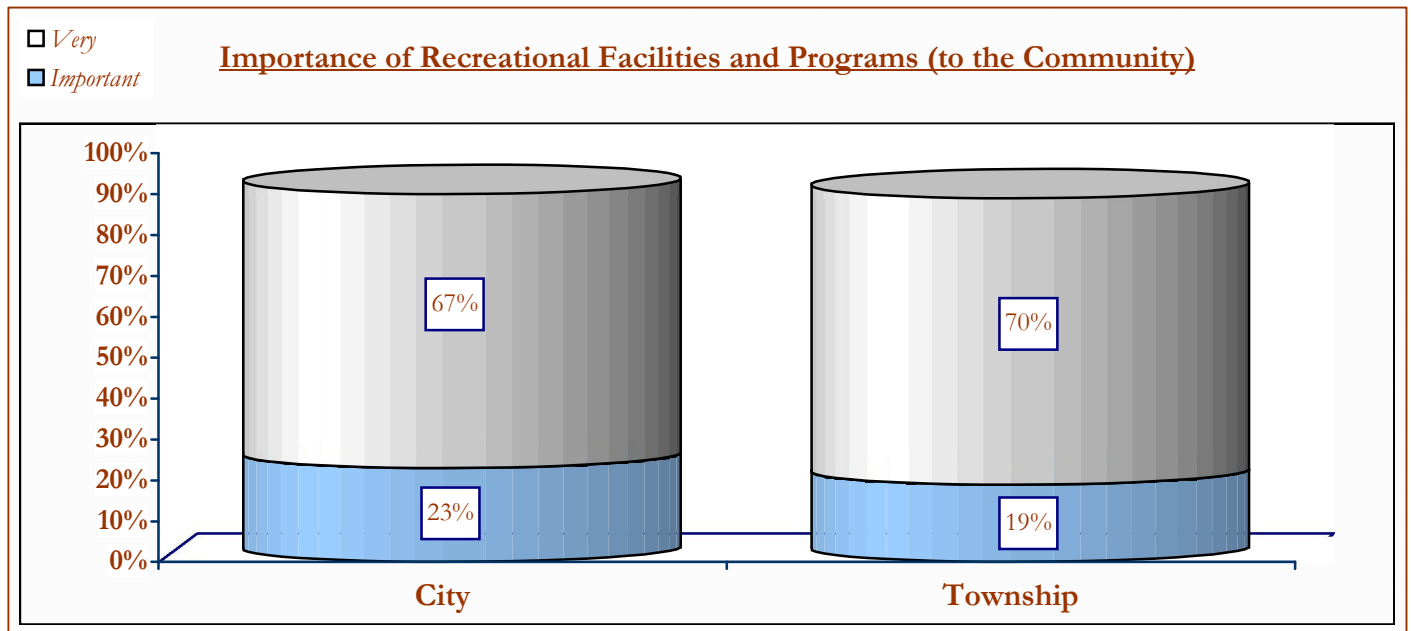
KEY FINDINGS

Importance of Parks and Recreation to the Plymouth Community – Q.2/Q.3

Respondents were asked how important recreational facilities and programs are to the respondent and their family. Seventy-eight percent of Plymouth City residents, and 75 percent of Plymouth Township residents, said it was important.

When asked how important it is that the City and Township maintain parks and recreational areas for the Plymouth Community, 90 percent of Plymouth City and 89 percent of Plymouth Township residents said it was important.





Participation in Recreation/Fitness in the Plymouth Community – Q.5 through Q.8

Respondents were asked if they or other members of their household currently pay a membership or fees to a recreational or fitness facility. Forty-eight percent of City households, and 44 percent of Township households said yes. Of those, 88 percent of City respondents and 83 percent of Township respondents said the facility where their households pay memberships are at private businesses. Ten percent of both City and Township respondents pay memberships or fees to facilities operated by municipal government; such as the city or township.

Thirty percent of City households, and 27 percent of Township households, said they participate in a recreational or athletic program organized by a League or Association. Among those households, participation in Soccer clearly tops the list, with 33 percent of City respondents and 18 percent of Township respondents saying they, or other household members, participate in Soccer.

Other top activities, cited by respondents, included:

- 8 percent of City respondents and 11 percent of Township residents participate in Hockey.
- 8 percent of City respondents and 7 percent of Township residents participate in Baseball.
- 6 percent of City respondents and 7 percent of Township residents participate in Golf.
- 6 percent of City respondents and 6 percent of Township residents participate in Basketball.
- 5 percent of City respondents and 6 percent of Township residents participate in Swimming.
- 6 percent of City respondents and 3 percent of Township residents participate in Softball.
- 2 percent of City respondents and 5 percent of Township residents participate in Volleyball.

Quantity of Parks, Fields, and Programs Available in the Plymouth Community – Q.9/Q.10

Respondents asked if there are enough parks and/or sports fields to support the current community recreational programs, if more are needed, or if there are too many. Twenty-two percent of City residents (11% “much more”) and 21 percent of Township residents (6% much more) said more are needed; with 67 percent of City residents and 62 percent of Township residents saying there are enough provided currently. Among those respondents that felt that more offerings were needed, Soccer once again topped the list, with 15 percent of City residents and 8 percent of Township residents saying more soccer fields are needed.

Other additional recreational or athletic programs “needed”, as cited by respondents, included:

- 7 percent of City residents and 9 percent of Township residents said a community pool for swimming is needed.
- 7 percent of City residents and 2 percent of Township residents said a community recreation center is needed.
- 5 percent of City residents and 4 percent of Township residents said more basketball courts are needed.
- 5 percent of City residents and 5 percent of Township residents said more green-space and nature areas are needed.
- 3 percent of City residents and 6 percent of Township residents said more walking and hiking trails are needed.
- 2 percent of City residents and 7 percent of Township residents said more biking trails are needed.
- 5 percent of City residents and 3 percent of Township residents said more baseball fields are needed.

Use of Recreational Facilities in the Plymouth Community – Q.11 through Q.23

Respondents were read a list of parks and recreational facilities available to members of the Plymouth Community, and asked if they, or any members of their household, had visited the named facility within the past six months. The names of facilities were read to each respondent, in a randomly rotated fashion, in order to eliminate any potential positional bias (the order in which the questions were presented). The most visited park/facility in the Plymouth Community was Kellogg Park, with an astonishing 92 percent of City residents and 85 percent of Township residents saying that household members had visited Kellogg Park in the past six months.

The remaining parks and recreational facilities were visited by members of the Plymouth Community, in order, as follows:

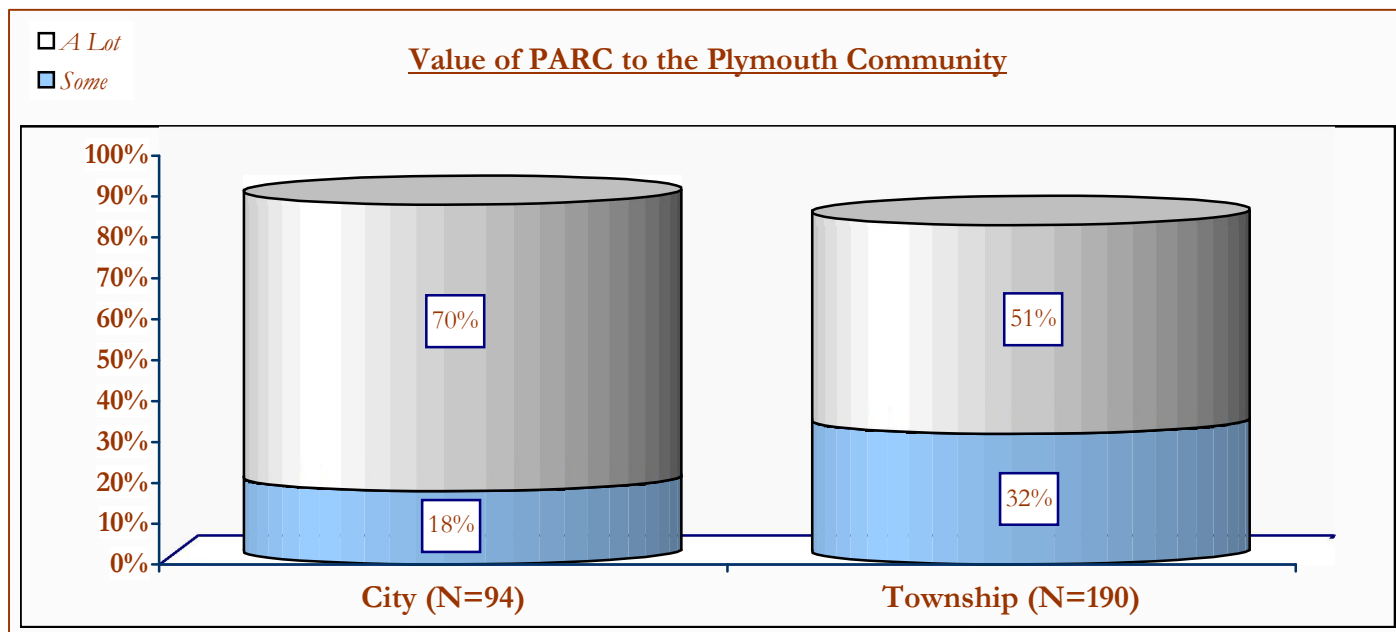
- 74 percent of City residents and 67 percent of Township residents said household members visited Hines Park.
- 52 percent of City residents and 74 percent of Township residents said household members visited Plymouth Township Park/McClumpha Park.
- 71 percent of City residents and 56 percent of Township residents said household members had visited any City or Township Neighborhood Park.
- 64 percent of City residents and 34 percent of Township residents said household members visited Plymouth Cultural Center and Ice Arena.
- 33 percent of City residents and 21 percent of Township residents said household members visited Plymouth Community Arts Council.
- 17 percent of City residents and 24 percent of Township residents said household members visited Miller Woods Nature Area.
- 21 percent of City residents and 19 percent of Township residents said household members visited Hilltop Golf Course.
- 24 percent of City residents and 18 percent of Township residents said household members visited I-275 or M-14 Bike Paths.
- 15 percent of City residents and 16 percent of Township residents said household members visited Plymouth Township Park Baseball Diamonds.
- 11 percent of City residents and 12 percent of Township residents said household members visited Don Massey Baseball/Softball Field.
- 9 percent of City residents and 12 percent of Township residents said household members visited Lake Pointe Soccer Park.
- 8 percent of City residents and 8 percent of Township residents said household members visited Senior Citizen Friendship Station.

<u>Facility Name</u>	<u>City Users</u>	<u>Township Users</u>
Kellogg Park	92%	85%
Hines Park	74%	67%
ANY City of Township Neighborhood Park	71%	56%
Plymouth Cultural Center and Ice Arena	64%	34%
Plymouth Township (McClumpha) Park	52%	74%
Plymouth Community Arts Council	33%	21%
I-275 or M-14 Bike Paths	24%	18%
Hilltop Golf Course	21%	19%
Miller Woods Nature Area	17%	24%
Plymouth Township Park Baseball Diamonds	15%	16%
Don Massey Baseball/Softball Field	11%	12%
Lake Pointe Soccer Park	9%	12%
Senior Citizen Friendship Station	8%	8%

Awareness, Use, and Value of PARC – Q.24 through Q.26

An overwhelming majority of Plymouth Community residents are aware of the Plymouth Arts and Recreation Complex, also known as PARC, located in the old Central Middle School located in Downtown Plymouth (94 percent of City residents and 84 percent of Township residents).

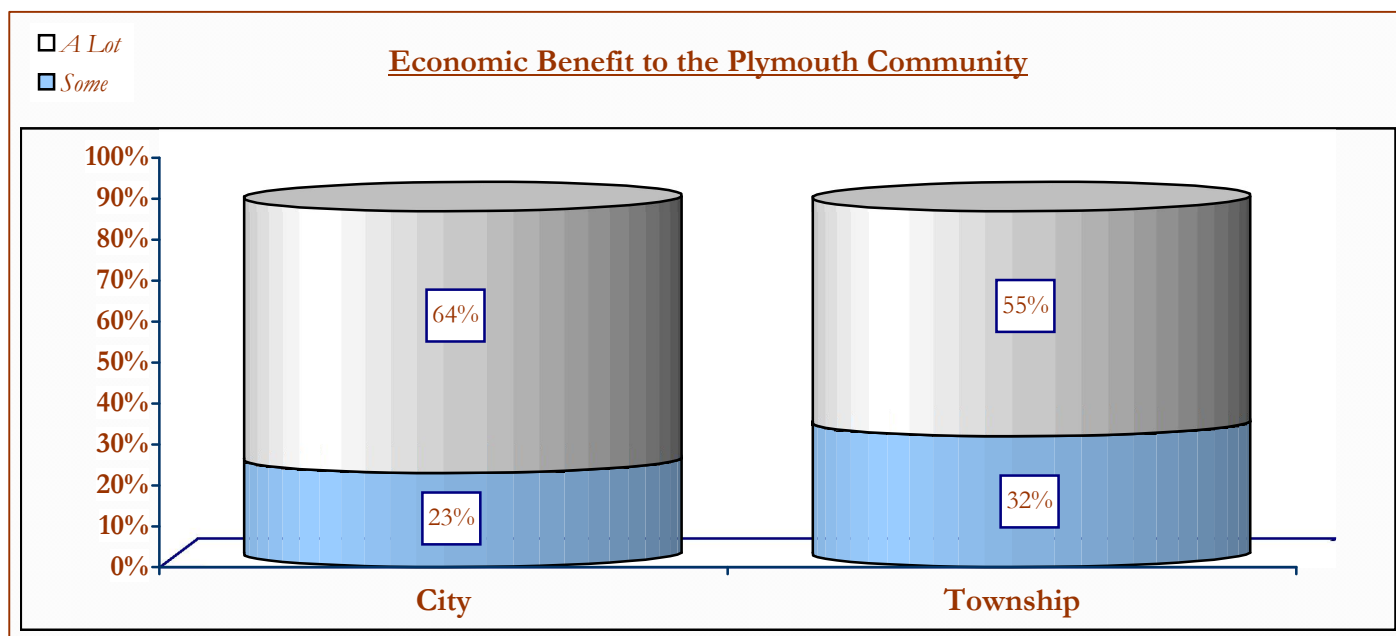
Of those, 51 percent of City residents and 43 percent of Township residents said family members had participated in an event or program located at PARC at some point. Again, of those aware, 70 percent of City residents and 51 percent of Township residents said PARC adds “a lot of value” to the Plymouth Community by offering Arts and Recreational programming; while only 1% of City residents and 6% of Township residents said it added “no value at all”.

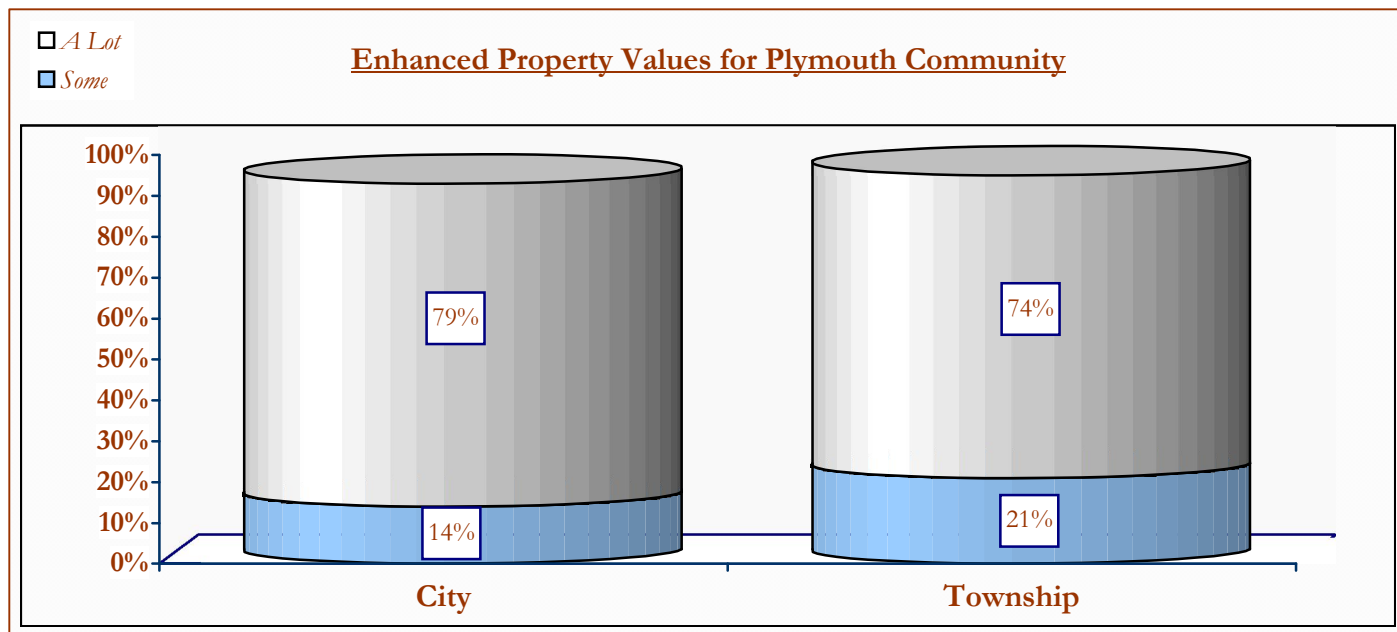


The Perceived Financial Benefit to the Plymouth Community – Q.27/Q.28

The majority of residents feel that parks, events, and recreational activities add a realized financial value to the Plymouth Community. Specifically, 64 percent of City residents and 55 percent of Township residents said they believe that recreational activities, special events and parks provide “a lot” of economic benefit to the Plymouth Community.; while only 2% of each said “no value at all”.

Similarly, 79 percent of City residents and 74 percent of Township residents said that having maintained parks and green spaces enhance the property values of the homes in the Plymouth community; while on 3% of City residents and 2% of Township residents said “no value at all”.

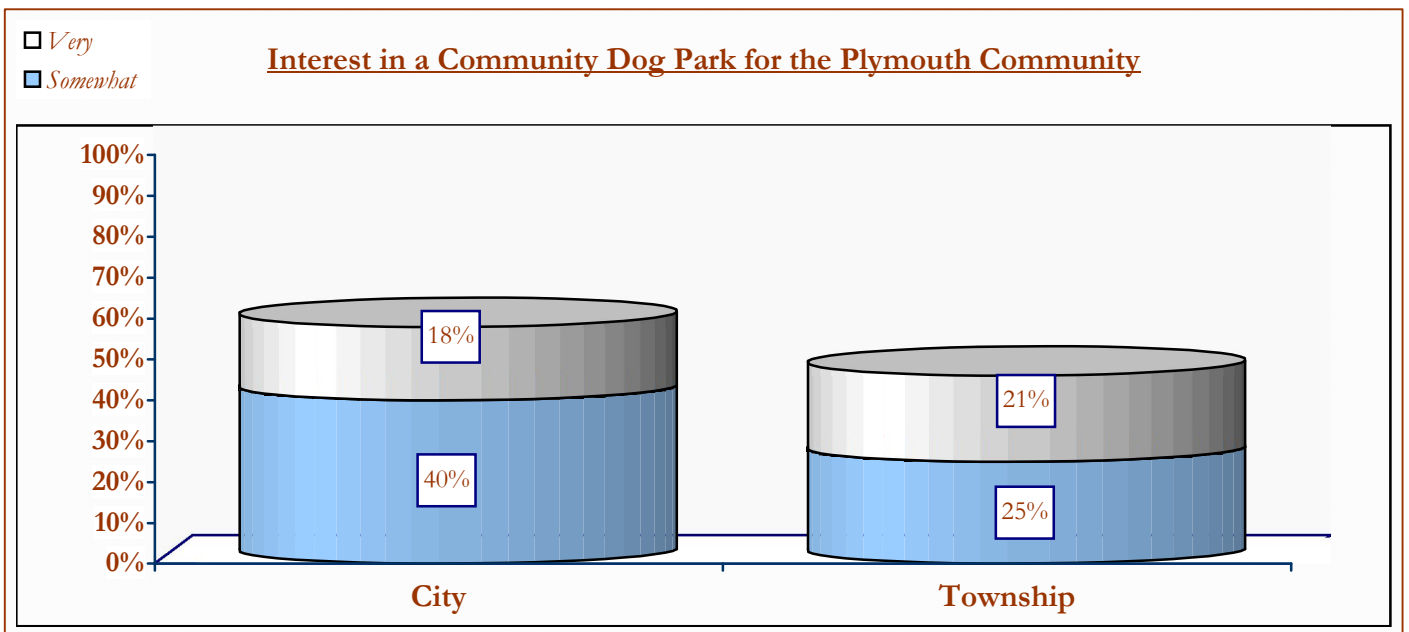
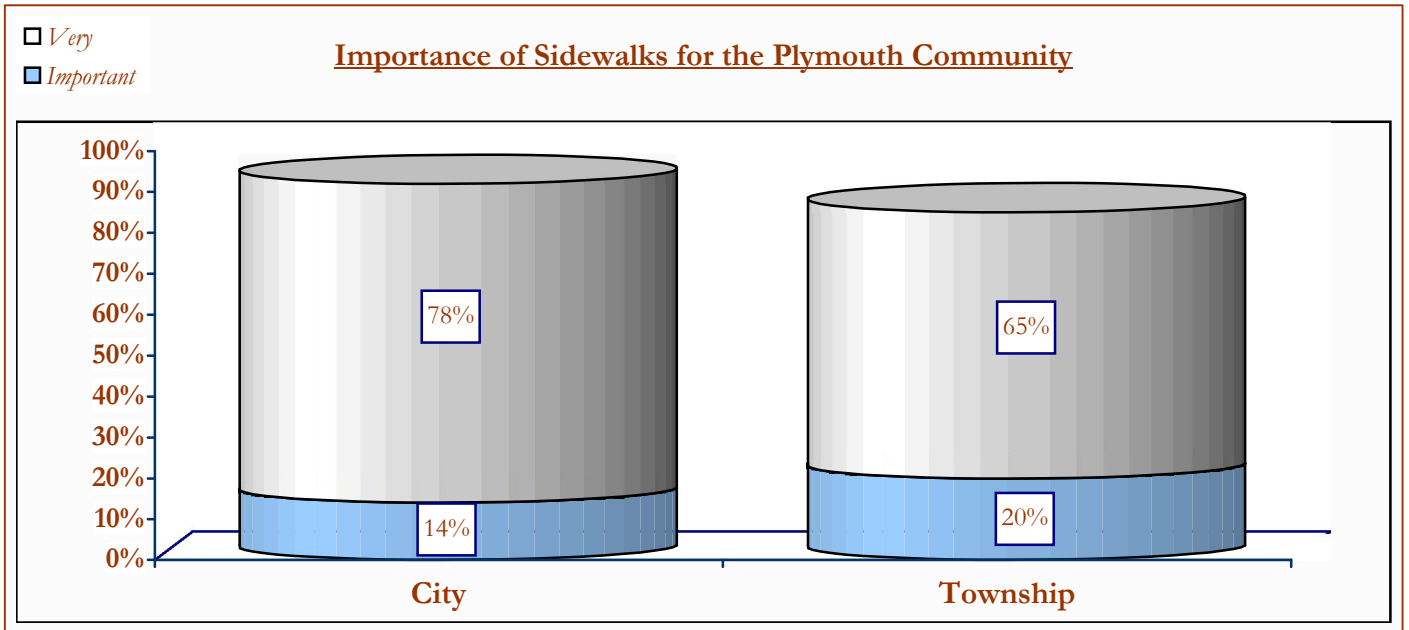




Sidewalks and Dog Parks in the Plymouth Community – Q.29/Q.30

When asked, 92 percent of City residents said that having sidewalks and the walk-ability of the community is important (78 percent very important) to their recreational enjoyment, with 85 percent of Township residents (65 percent very important) offering the same opinion. A mere 3% of both City and Township residents felt the sidewalks and the walk-ability of the community was “not at all” important.

The potential of developing a Community Dog Park generated somewhat mixed interest from respondents. A 58 percent majority of City residents were interested (18 percent very interested), and 46 percent of Township residents were interested (21 percent very interested) in seeing a dog park developed; but 31% of City residents and 40% of Township residents were “not interested at all”.



The Future of Hilltop Golf Course – Q.31/Q.32

Upon hearing of the discussion in the community about the future of Hilltop Golf Course,

39 percent of City residents and 47 percent of Township residents said they would prefer seeing Hilltop Golf Course kept open as a golf course, with 29 percent of City residents and 29 percent of Township residents saying they prefer seeing Hilltop closed and repurposed for other recreational uses. Among those that prefer the golf course to be closed and repurposed for community use, 15 percent of City residents and 10 percent of Township residents said it should be used for green space/nature, which was the most offered suggested use from respondents. Other notable suggestions included:

- 13 percent of Township residents and 3 percent of City residents said Hilltop should be used for parks.
- 12 percent of Township residents and 5 percent of City residents said Hilltop should be used for walking and hiking trails.
- 8 percent of City residents and 5 percent of Township residents saying it should be used for a community pool/swimming.
- 8 percent of City residents and 5 percent of Township residents said it should be used for Soccer fields.
- 6 percent of Township residents and 4 percent of City residents said it should be used for a dog park.
- 6 percent of Township residents and 3 percent of City residents said it should be used for a child's play area.
- 6 percent of City residents and 4 percent of Township residents said it should be used for a Community Recreation Center.
- 6 percent of City residents and 4 percent of Township residents said it should be used for multi-purpose sports fields.

Despite the relatively low N-sizes, it is worthy of note, and perhaps unsurprising, that, to a large degree, the suggested uses for a potentially repurposed Hilltop Golf Course mirrored much of what residents of the Plymouth Community cited in Q.10; which asked, in an open-ended fashion, “What additional recreational or athletic program(s) that are currently not offered in the Plymouth Community would you like to see offered?”

Communication Methods Preferred by Plymouth Community residents – Q.34

All respondents were asked what their preferred methods of receiving information regarding Recreational or Special events were. “Email” (40% for City residents vs. 31% for Township residents) and “Direct Mail” (27% for BOTH City and Township residents) were the top most cited sources by both City and Township residents. The “Observer-Eccentric Newspaper” was rated a distant third (7% for City residents vs. 8% for Township residents) and “Facebook or other social media” was the fourth-most cited source of information (5% for BOTH City and Township residents).

With the current societal movement toward electronic media over traditional paper mail and pamphlets, the Plymouth Parks and Recreation department could see potentially substantial savings by limiting, or perhaps even eliminating, the number of pamphlets and brochures printed seasonally. When taken as a whole, electronic media (including the City and Township Websites, email, Social Media, Twitter, Text, etc.) was cited as the most-preferred method of communication by the majority of City residents (55% total) as well as a near-majority of Township residents (47% total); compared to paper communications (Direct mail, flyers, newsletters, posters, leaflets, etc.) being cited by only 32% (total) of City residents and 35% (total) of Township residents.

Further analysis also suggests that the residents of the Plymouth Community that are most engaged in Parks and Recreation activities in the area (Frequent users, those with children in the household, residents under the age of 50) cited BOTH forms of communication as top-of-mind “preferred” methods, meaning that the elimination of one (print media) in favor of moving toward the other (electronic media) would still effectively reach the Parks and Recreation department’s target audience.

#####

FREQUENCY OF SURVEY RESULTS

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

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
25%	100%	---	City of Plymouth
75%	---	100%	Plymouth Township

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]

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
44%	42%	45%	Very Important
32%	36%	30%	Important
76%	78%	75%	TOTAL IMPORTANT
18%	16%	19%	Somewhat important
6%	6%	6%	Not at all
---	---	---	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]

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
69%	67%	70%	Very Important
20%	23%	19%	Important
89%	90%	89%	TOTAL IMPORTANT
8%	7%	9%	Somewhat important
3%	3%	2%	Not at all
---	---	---	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]

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
53%	57%	51%	Strongly support
25%	18%	28%	Somewhat support
78%	75%	79%	TOTAL SUPPORT
13%	13%	13%	TOTAL OPPOSE
5%	6%	5%	Somewhat oppose
8%	7%	8%	Strongly oppose
9%	12%	8%	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]

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
14%	16%	14%	Yes, respondent
12%	13%	11%	Yes, other members of the household
19%	19%	19%	Yes, both
45%	48%	44%	TOTAL CURRENTLY PAYS
54%	52%	54%	No members of the household ----- GO TO Q.7
1%	---	2%	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?

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
N=134	N=48	N=98	
10%	10%	10%	Municipal Government
84%	88%	83%	Private business
4%	2%	5%	Both/More than one (<i>volunteered</i>)
2%	---	2%	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]**

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
5%	5%	6%	Yes, respondent
18%	19%	17%	Yes, other members of the household
5%	6%	4%	Yes, both
28%	30%	27%	<i>TOTAL CURRENTLY PARTICIPATES</i>
72%	70%	73%	No members of the household ----- GO TO Q.9
---	---	---	Undecided/Refused ----- GO TO Q.9

8A-C. 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]**

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
<u>N=84</u>	<u>N=30</u>	<u>N=61</u>	
22%	33%	18%	Soccer
10%	8%	11%	Hockey
8%	8%	7%	Baseball
7%	6%	7%	Golf
6%	6%	6%	Basketball
6%	5%	6%	Swimming
5%	2%	5%	Volleyball
4%	6%	3%	Softball
4%		5%	Gymnastics
2%	4%	2%	Cross Country-Running
2%	3%	1%	CYO Athletics (Catholic Youth Org.)
2%	3%	2%	YMCA
2%	---	3%	Bowling
2%	---	2%	Lacrosse
1%	2%	1%	Dance
1%	2%	1%	Flag Football
1%	2%	1%	Gym-Exercise
1%	2%	---	Synchronized Swimming
1%	2%	---	Yoga
1%	---	2%	Cheerleading
1%	---	2%	Detroit Athletic Club
1%	---	1%	Dog Park
1%	---	1%	Kiwanis Club
1%	---	2%	Little League
1%	---	1%	Paddle Ball
1%	---	1%	Schoolcraft College Exercise Club
1%	---	2%	SPLITZ
1%	---	2%	Tennis
1%	---	1%	VA Hospital

---	2%	---	Childs Art
---	2%	---	Cross Country-Skiing
---	2%	---	Martial Arts
---	2%	---	T Ball
---	---	1%	Adventure Guides
---	---	1%	Computer Classes
---	---	1%	Cross Fit
---	---	1%	Dance
---	---	1%	Figure Skating
---	---	1%	Football
---	---	1%	Music
---	---	1%	STRIDE
---	---	1%	Track-Field
---	---	---	Other (<i>less than 1% each</i>)/Undecided/Refused

Please note: totals may not equal 100% due to rounding

__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]**

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
7%	11%	6%	Much more needed
14%	11%	15%	Somewhat more needed
21%	22%	21%	TOTAL MORE NEEDED
64%	67%	62%	Enough ----- GO TO INTRO TO Q.11
1%	1%	2%	Too many ----- GO TO INTRO TO Q.11
14%	10%	15%	Undecided/Refused ----- GO TO INTRO TO Q.11

10A-C. 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]**

TOT N=64	CTY N=22	TWP N=48	
10%	15%	8%	Soccer-Fields
8%	7%	9%	Community Pool-Swimming
6%	7%	2%	Community Recreation Center
5%	5%	4%	Basketball-Courts
5%	5%	5%	Green Space-Nature
5%	3%	6%	Trails-Walking Hiking
5%	2%	7%	Trails-Biking
4%	5%	3%	Baseball-Fields
4%	2%	5%	Tennis-Courts
4%	---	5%	Adult Programs
3%	6%	2%	Youth Programs
3%	5%	2%	Lacrosse-Fields
3%	4%	3%	Ice Rink
3%	3%	2%	Parks
3%	2%	3%	Gym-Weights
3%	2%	4%	Multi Purpose Fields
3%	2%	3%	Softball-Fields
2%	2%	2%	Hockey
2%	---	2%	Dog Park
2%	---	2%	Pickleball
1%	5%	---	Skate Park
1%	2%	1%	Football-Fields
1%	2%	1%	Senior Programs
1%	---	1%	Art
1%	---	1%	Dodge Ball
1%	---	1%	Girls Programs
1%	---	1%	Golf-Courses
1%	---	1%	None
---	2%	---	Archery
---	2%	---	Climbing Wall
10%	10%	10%	Other (<i>less than 1% each</i>)/Undecided/Refused

Please note: totals may not equal 100% due to rounding

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]

11. Hines Park.			
TOT	CTY	TWP	
69%	74%	67%	Yes
31%	26%	33%	No
---	---	---	Undecided/Refused

12. I-275 or M-14 Bike Paths			
TOT	CTY	TWP	
19%	24%	18%	Yes
81%	75%	82%	No
---	1%	---	Undecided/Refused

13. Kellogg Park			
TOT	CTY	TWP	
87%	92%	85%	Yes
13%	8%	15%	No
---	---	---	Undecided/Refused

14. Plymouth Township Park (McClumpha Park)			
TOT	CTY	TWP	
69%	52%	74%	Yes
31%	48%	26%	No
---	---	---	Undecided/Refused

15. Hilltop Golf Course			
TOT	CTY	TWP	
20%	21%	19%	Yes
80%	79%	81%	No
---	---	---	Undecided/Refused

16. Plymouth Cultural Center and Ice Arena			
TOT	CTY	TWP	
41%	64%	34%	Yes
59%	36%	66%	No
---	---	---	Undecided/Refused

17. Lake Pointe Soccer Park

TOT	CTY	TWP	
11%	9%	12%	Yes
89%	91%	88%	No
---	---	---	Undecided/Refused

18. Plymouth Township Park Baseball Diamonds

TOT	CTY	TWP	
16%	15%	16%	Yes
84%	85%	84%	No
---	---	---	Undecided/Refused

19. Don Massey Baseball / Softball Field

TOT	CTY	TWP	
12%	11%	12%	Yes
88%	89%	88%	No
---	---	---	Undecided/Refused

20. Plymouth Community Arts Council

TOT	CTY	TWP	
24%	33%	21%	Yes
75%	67%	78%	No
1%	---	1%	Undecided/Refused

21. Miller Woods Nature Area

TOT	CTY	TWP	
22%	17%	24%	Yes
78%	83%	76%	No
---	---	---	Undecided/Refused

22. Senior Citizen Friendship Station

TOT	CTY	TWP	
8%	8%	8%	Yes
92%	92%	92%	No
---	---	---	Undecided/Refused

23. Any City or Township Neighborhood Park

TOT	CTY	TWP	
60%	71%	56%	Yes
40%	29%	44%	No
---	---	---	Undecided/Refused

__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?

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
87%	94%	84%	Yes, aware
13%	6%	16%	Not aware ----- GO TO Q.27
---	---	---	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?

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
<u>N=260</u>	<u>N=94</u>	<u>N=190</u>	
45%	51%	43%	Yes
55%	49%	57%	No
---	---	---	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]**

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
<u>N=260</u>	<u>N=94</u>	<u>N=190</u>	
56%	70%	51%	A lot
28%	18%	32%	Some
7%	8%	7%	Only a little
5%	1%	6%	No value at all
4%	3%	4%	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]**

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
58%	64%	55%	A lot
29%	23%	32%	Some
6%	5%	6%	Only a little
2%	2%	2%	No value at all
5%	6%	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]**

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
76%	79%	74%	A lot
19%	14%	21%	Some
3%	4%	3%	Only a little
2%	3%	2%	No value at all
---	---	---	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]**

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
68%	78%	65%	Very Important
18%	14%	20%	Important
86%	92%	85%	TOTAL IMPORTANT
10%	5%	12%	Somewhat important
4%	3%	3%	Not at all
---	---	---	Undecided/Refused

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

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
20%	18%	21%	Very interested
29%	40%	25%	Somewhat interested
49%	58%	46%	TOTAL INTERESTED
12%	10%	12%	Only a little interested
38%	31%	40%	Not interested at all
1%	1%	2%	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?

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
45%	39%	47%	Keep open as a golf course ----- GO TO Q.33
29%	29%	29%	Close Hilltop Golf Course and repurpose the property ----- ASK Q.32
26%	32%	24%	Undecided/Refused ----- GO TO Q.33

32A-C. 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]**

<u>TOT</u> <u>N=87</u>	<u>CTY</u> <u>N=29</u>	<u>TWP</u> <u>N=65</u>	
12%	15%	10%	Green Space-Nature
11%	3%	13%	Parks
10%	5%	12%	Trails-Walking Hiking
6%	8%	5%	Community Pool-Swimming
6%	8%	5%	Soccer-Fields
6%	4%	6%	Dog Park
6%	3%	6%	Kids Play Area
5%	6%	4%	Community Recreation Center
5%	6%	4%	Multi Purpose Fields
5%	3%	6%	Trails-Biking
4%	5%	4%	Housing Developments
3%	4%	2%	Baseball-Fields
2%	3%	2%	Skate Park
2%	1%	2%	Golf-Courses
2%	---	2%	Disc Golf
2%	---	2%	None
1%	4%	---	Music-Theatre Stage
1%	3%	---	Ice Rink
1%	1%	1%	Lacrosse-Fields
1%	1%	1%	Tennis-Courts
1%	---	2%	Business Developments
1%	---	2%	Gym-Weights
1%	---	1%	Pickleball
1%	---	1%	Sledding Hill
1%	---	1%	Splash Pad
1%	---	1%	Volleyball Courts
---	2%	---	Youth Programs
---	1%	---	Basketball-Courts
---	1%	---	Girls Programs
---	---	1%	Dodge Ball
---	---	1%	Running Track

5% | 9% | 4% | Other (*less than 1% each*)/Undecided/Refused
Please note: totals may not equal 100% due to rounding

__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]**

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
56%	55%	57%	Strongly support
23%	24%	22%	Somewhat support
79%	79%	79%	<i>TOTAL SUPPORT</i>
15%	14%	15%	<i>TOTAL OPPOSE</i>
7%	7%	6%	Somewhat oppose
8%	7%	9%	Strongly oppose
6%	7%	6%	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]**

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
33%	40%	31%	E-Mail
27%	27%	27%	Direct Mail
8%	7%	8%	Observer-Eccentric Newspaper
5%	5%	5%	Facebook or other social media
5%	2%	7%	Plymouth Township Website (Plymouth Township Parks and Rec. Website)
4%	6%	3%	City of Plymouth Website (City of Plymouth Parks and Rec. Website)
3%	2%	3%	Word of Mouth
3%	1%	4%	Newsletter
2%	2%	2%	Flyers
2%	1%	2%	TV
1%	1%	1%	Phone Calls
1%	1%	1%	Plymouth Voice Newspaper
1%	1%	1%	Plymouth-Canton Patch Newspaper
1%	1%	1%	Text Message
1%	---	1%	Radio
1%	---	2%	Township Leaflet
---	1%	---	Posters
---	1%	---	The Detroit Free Press
---	1%	---	The Detroit News
---	1%	---	Twitter
1%	1%	1%	Other (<i>less than 1% each</i>)/Undecided/Refused

Please note: totals may not equal 100% due to rounding

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?

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
62%	61%	62%	None
11%	10%	12%	One
19%	21%	19%	Two
8%	8%	7%	Three or More

__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]

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
21%	12%	24%	18 to 34 years ----- (1983 to 1999)
24%	31%	22%	35 to 49 ----- (1968 to 1982)
25%	30%	24%	50 to 64 ----- (1953 to 1967)
29%	25%	30%	65 and over ----- (1952 or before)
1%	2%	---	Undecided/Refused

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

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
9%	11%	9%	5 years or less
22%	13%	26%	6 to 15 years
60%	63%	59%	Over 16 years
9%	13%	6%	All of their life (<i>volunteered</i>)
---	---	---	Undecided/Refused

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

<u>TOT</u>	<u>CTY</u>	<u>TWP</u>	
48%	49%	47%	Male
52%	51%	53%	Female