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King County Parks

Levy Task Force Survey

Presentation of Results

TOPLINE REPORT
September 2012

- Telephone survey of King County residents
- Used Random Digit Dialing (RDD) to include all possible residential phone numbers in King County; Screened for adults 18+
- Conducted August 20th – 22nd, 2012
- 400 total interviews with a Margin of Error of ± 4.9 points at the 95% confidence interval. This means that if we were to conduct the survey 100 times, for 95 of those times, we could expect the results to be within ± 4.9 percentage points.
- Trained, professional interviewers

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ***King County Parks are viewed very favorable (82% Favorable). In addition, two thirds of County residents (65%) give a positive rating to ‘the King County Parks system’ and to the ‘condition of King County parks and trails’ (68%).***
- ***Woodland Park Zoo is the highest rated facility tested (85% Favorable). Other facilities are also well rated, including Marymoor Park (67% Favorable) and the Burke-Gilman Trail (61%), though a third of residents are unable to rate these items.***
- ***Both Parks Operations and Capital functions are important to a large majority of County residents, but Operations has a higher intensity (62% Very Important) than Capital (47%).***
- ***Open-space acquisition (65% Extremely Important) and Woodland Park Zoo funding (62%) are the top investment priorities for Parks. Building parks in underprivileged areas (55%), reducing the maintenance backlog (52%) and improving routine maintenance (48%) round out the top 5.***
- ***An Enhanced Operations package costing an average homeowner \$58.70 is Very Important (5 on a 5 scale) to a third (37%) and Somewhat Important (4 on a 5 scale) to another third (30%).***
- ***An Basic Operations package costing an average homeowner \$28.40 is Very Important to half of residents (46%), and Somewhat Important to another quarter (26%).***
- ***An Capital Funding package costing an average homeowner \$14.90 is Very Important to a third of residents (34%) and Somewhat Important to another third (34%).***

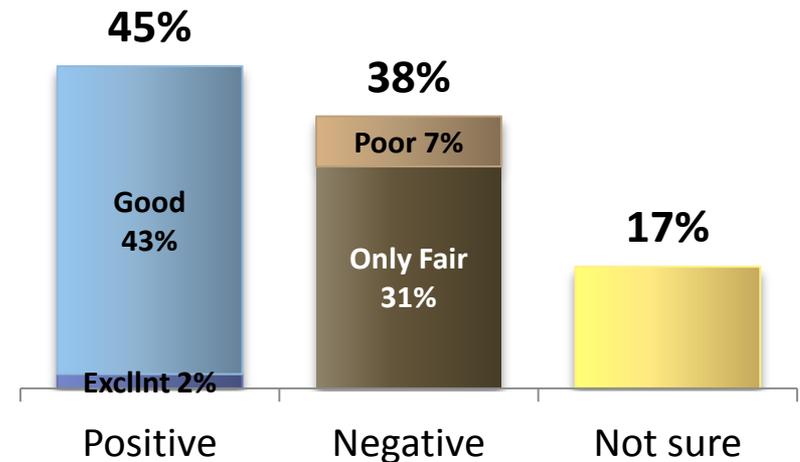
County and Parks Ratings



County Direction & Overall Rating

Do you feel things in King County are generally going in the right direction, or do you feel things have gotten off on the wrong track?

How would you rate King County Government overall - excellent, good, only fair, or poor, or are you not sure?



Park Ratings

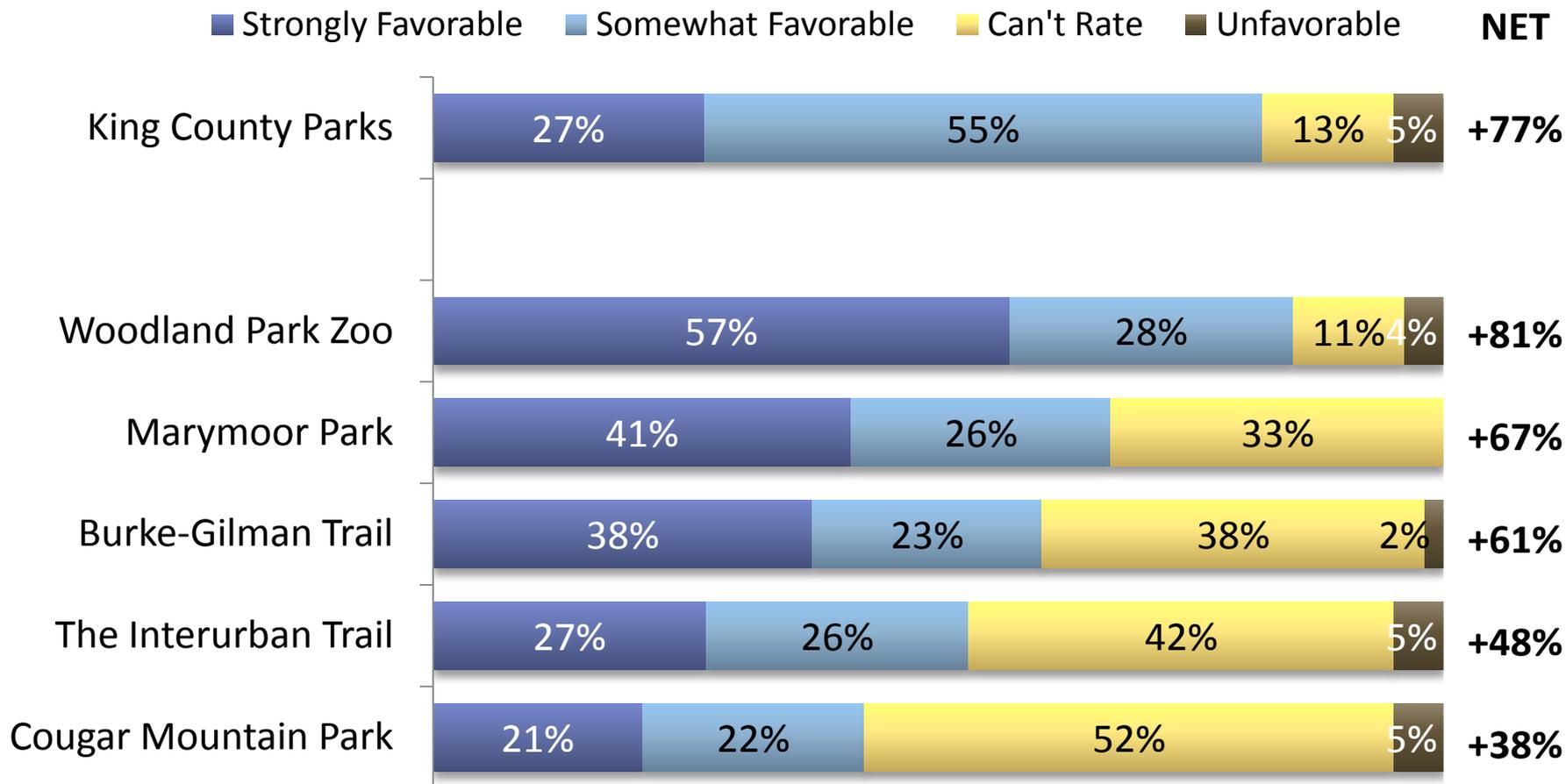
I'd like to ask you about the condition and performance of some items in the region. For each, use a scale of excellent, good, only fair, or poor. If you're not sure, please just say so.



Individual Park Favorable Ratings



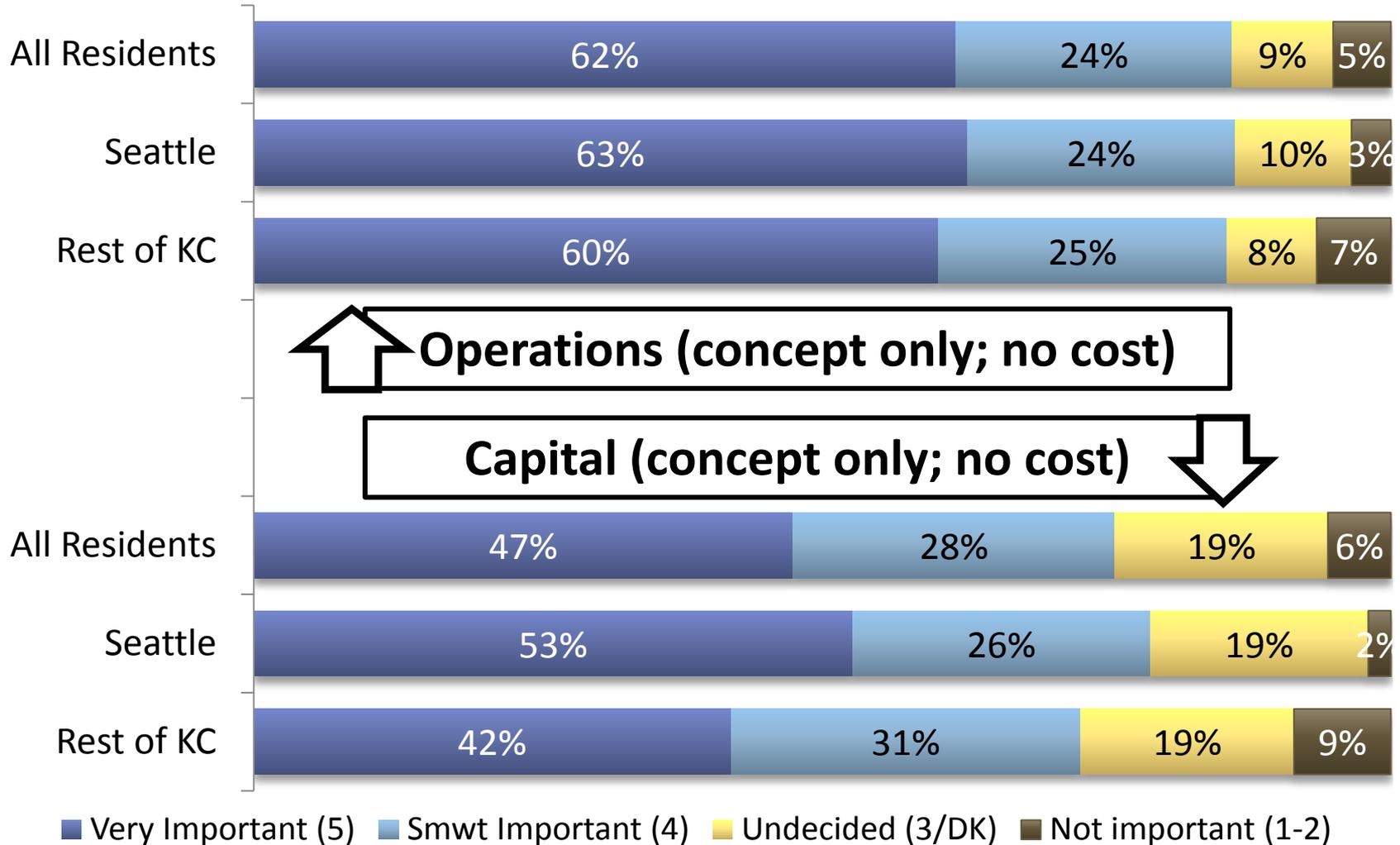
I'm going to read you a list of park facilities and agencies in King County. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one please just say so.



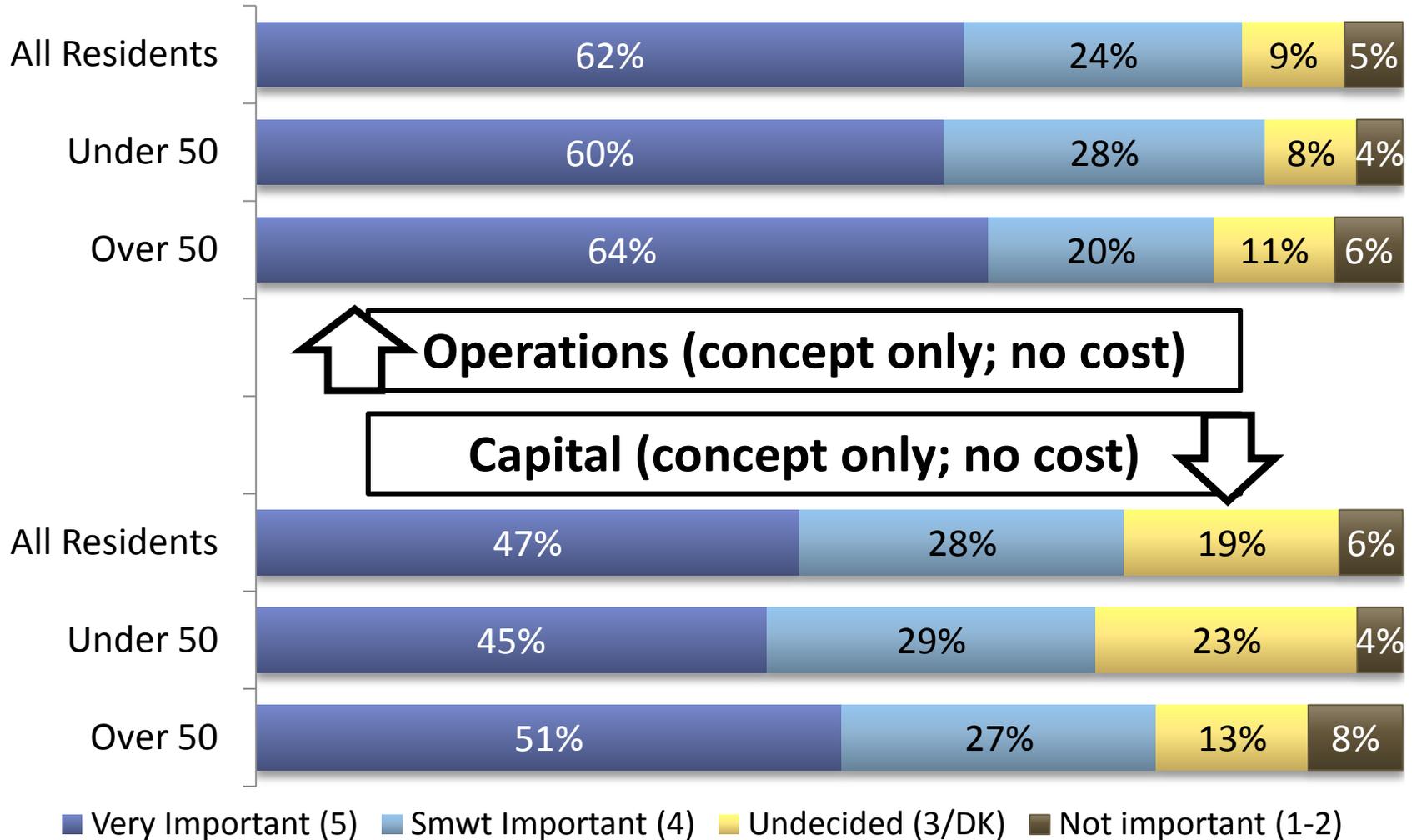
Priorities and Cost



Initial Ops & Capital Importance w/o Cost by Geography

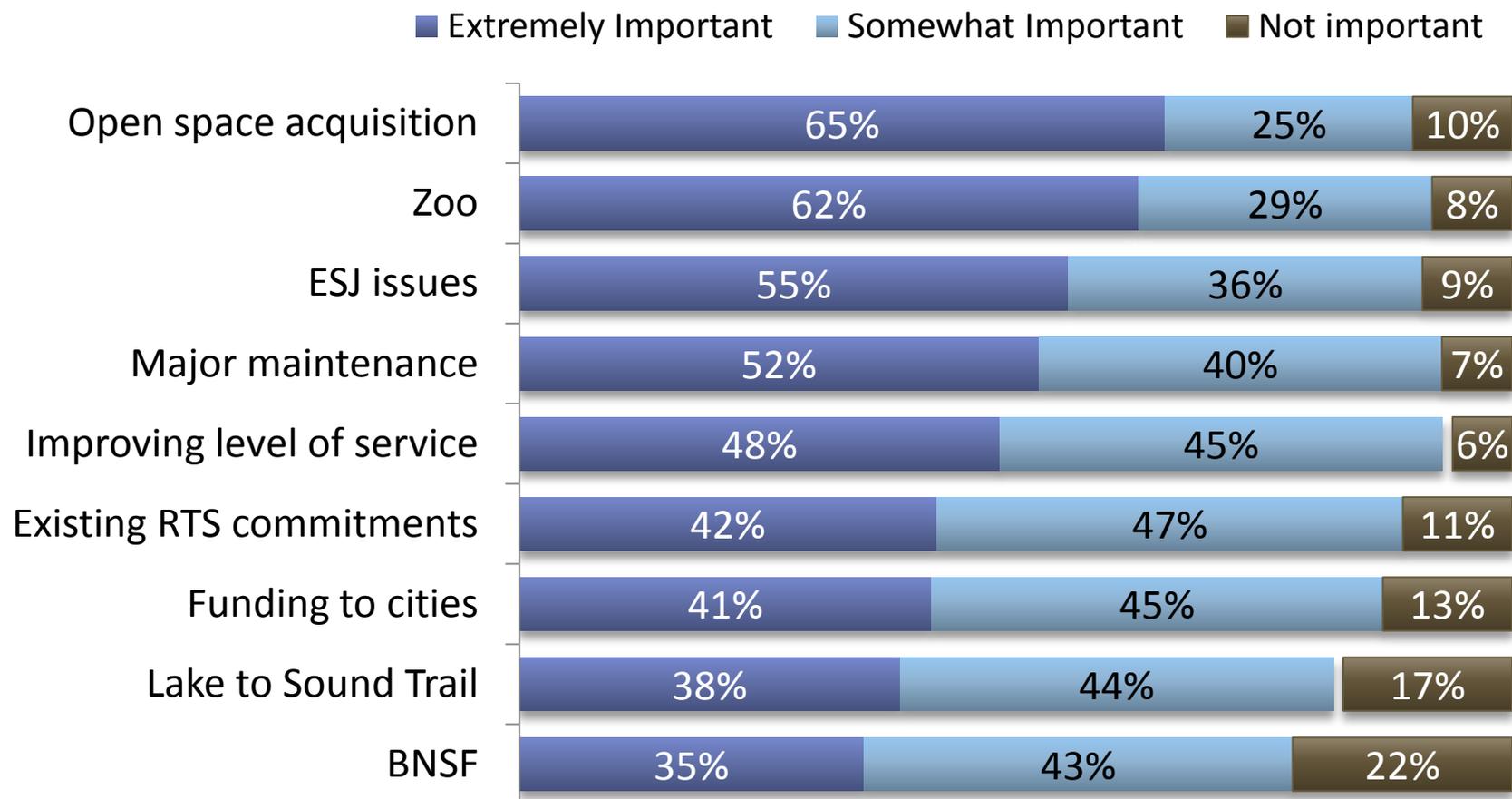


Initial Ops & Capital Importance w/o Cost by Generation



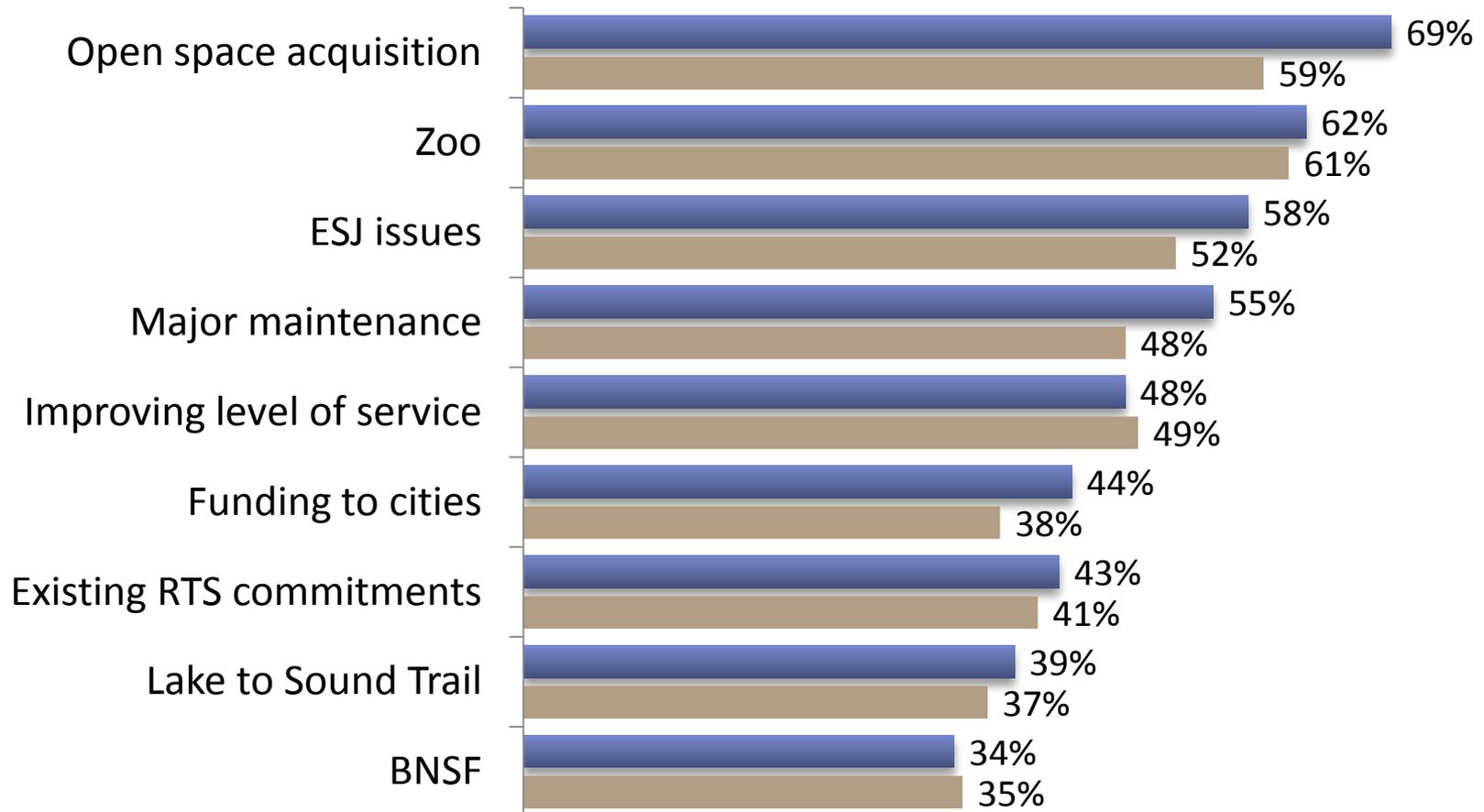
Investment Priorities – All Residents

I'd like to tell you some more about what King County Parks is considering in the next several years. For each item, please tell me if you feel that it is extremely important, somewhat important, or not important for King County Parks to invest in that item.

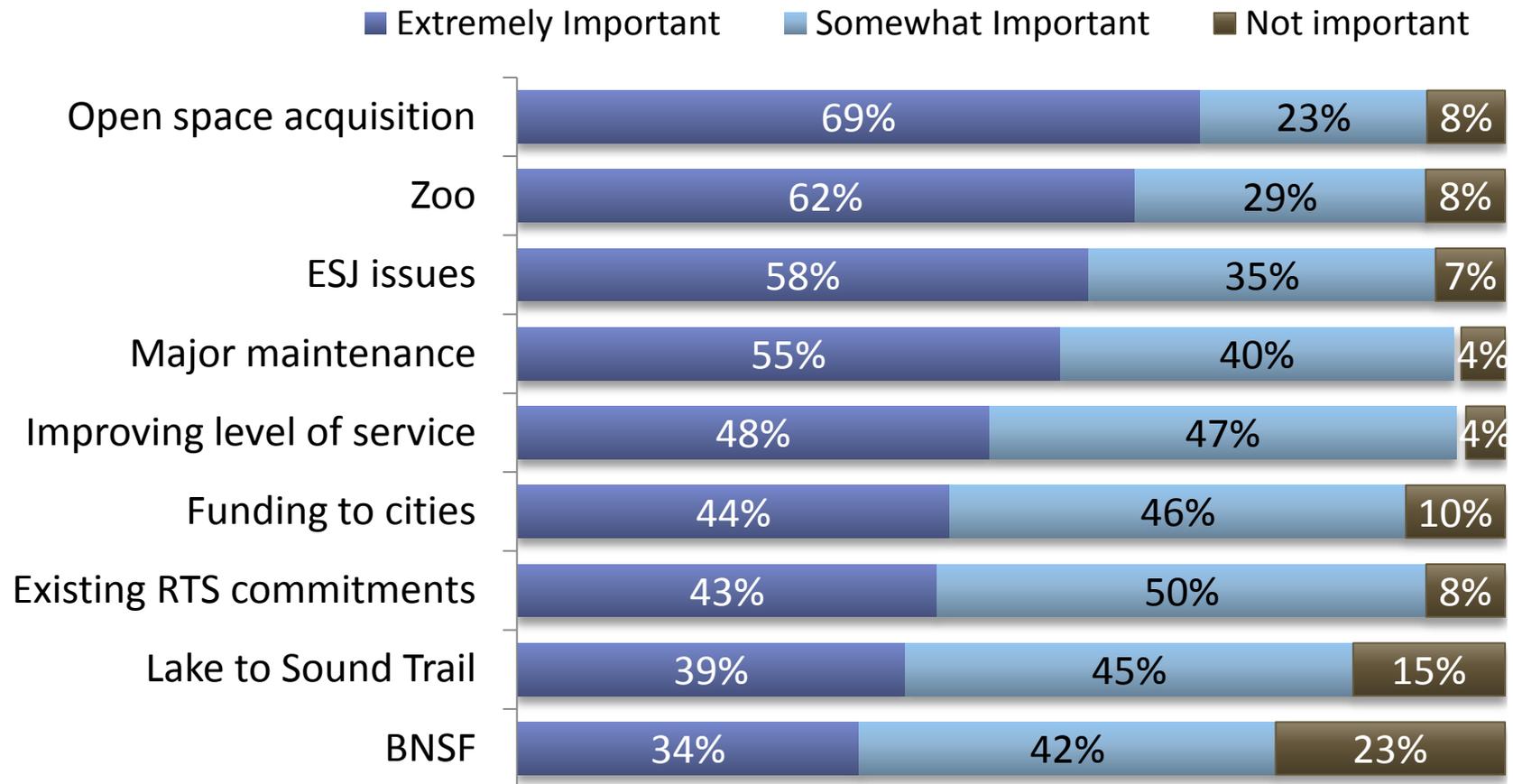


Investment Priorities

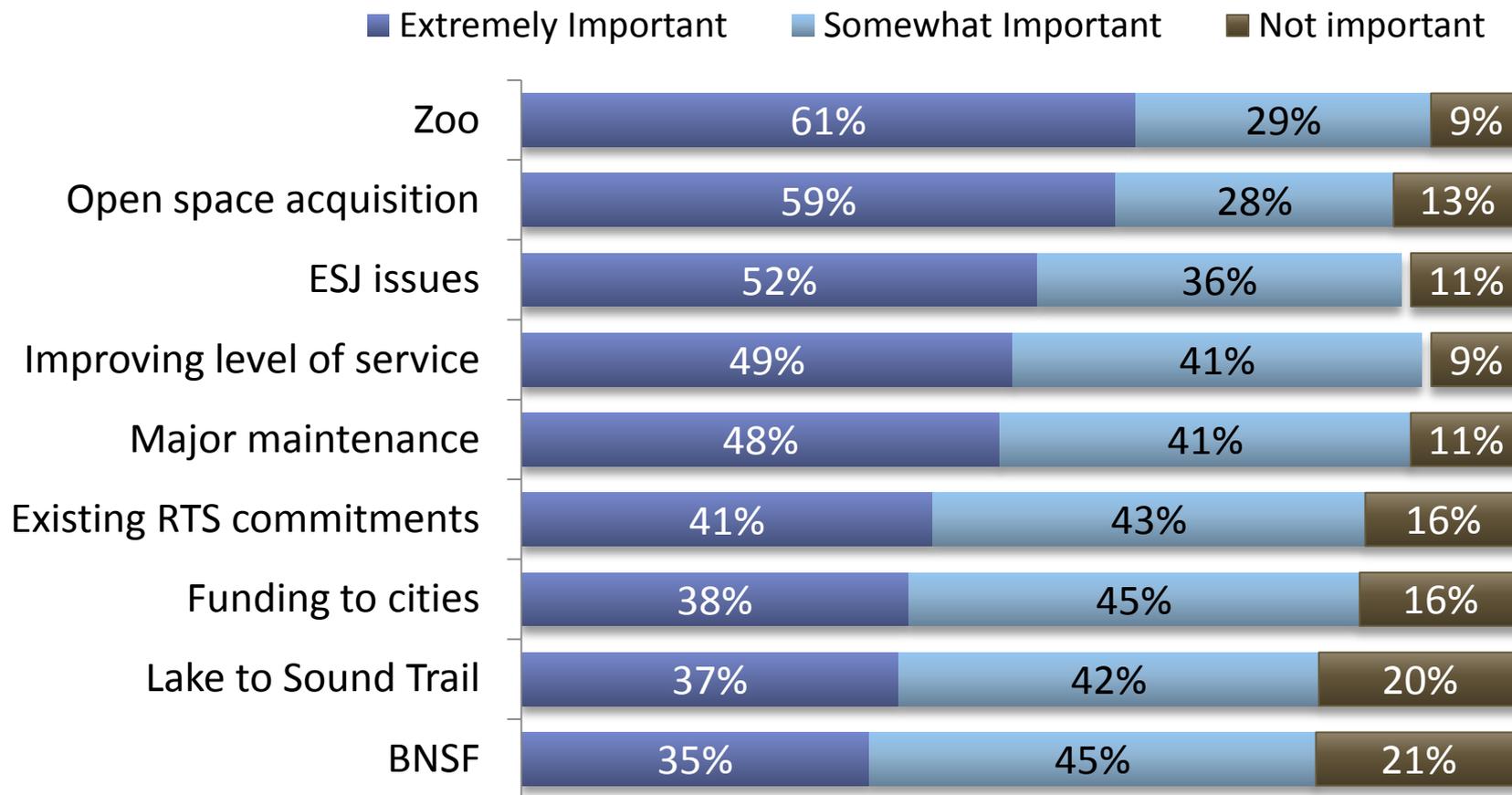
■ Under 50: Extremely Important ■ Over 50: Extremely Important



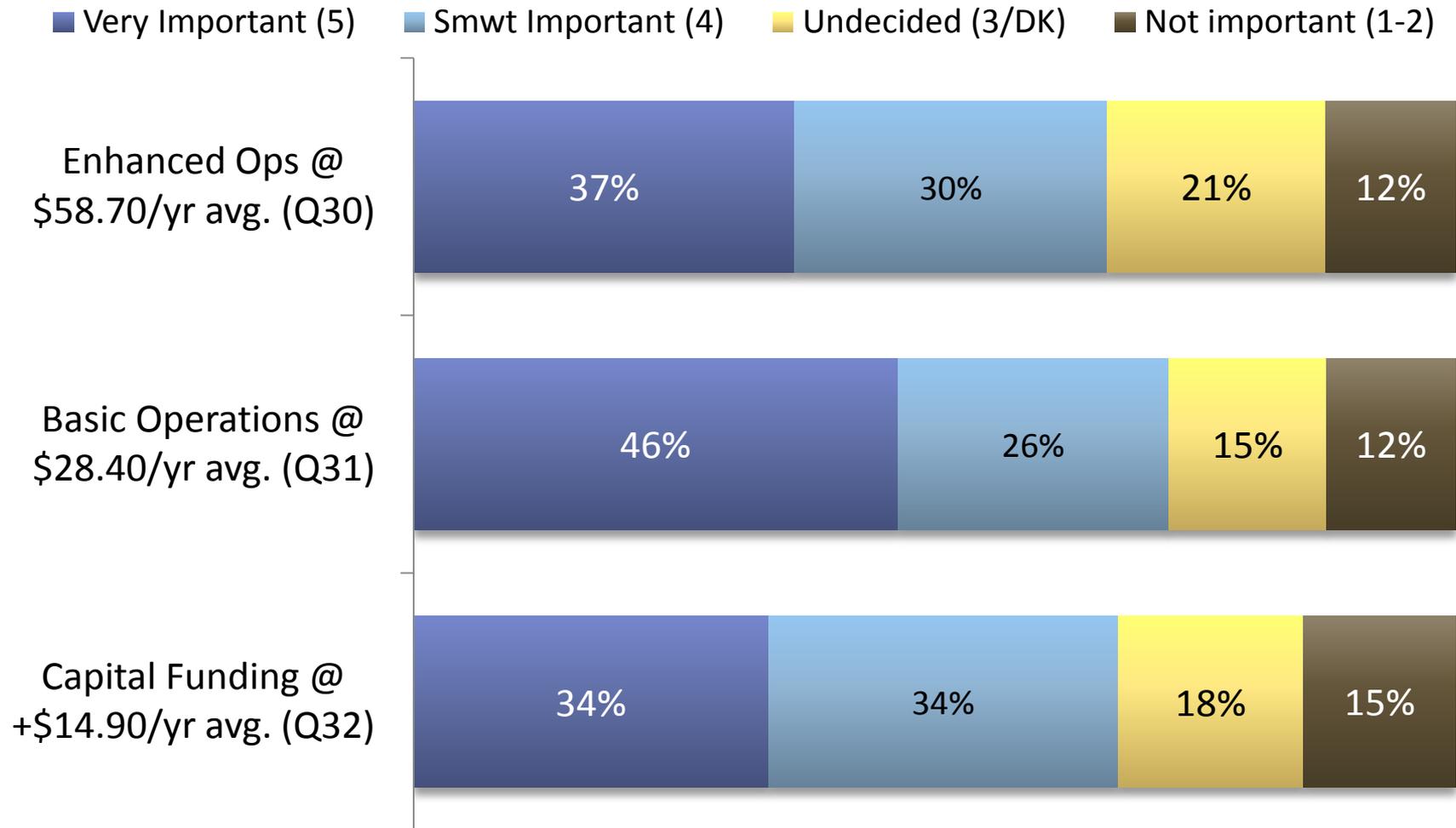
Investment Priorities for King County Residents Under 50



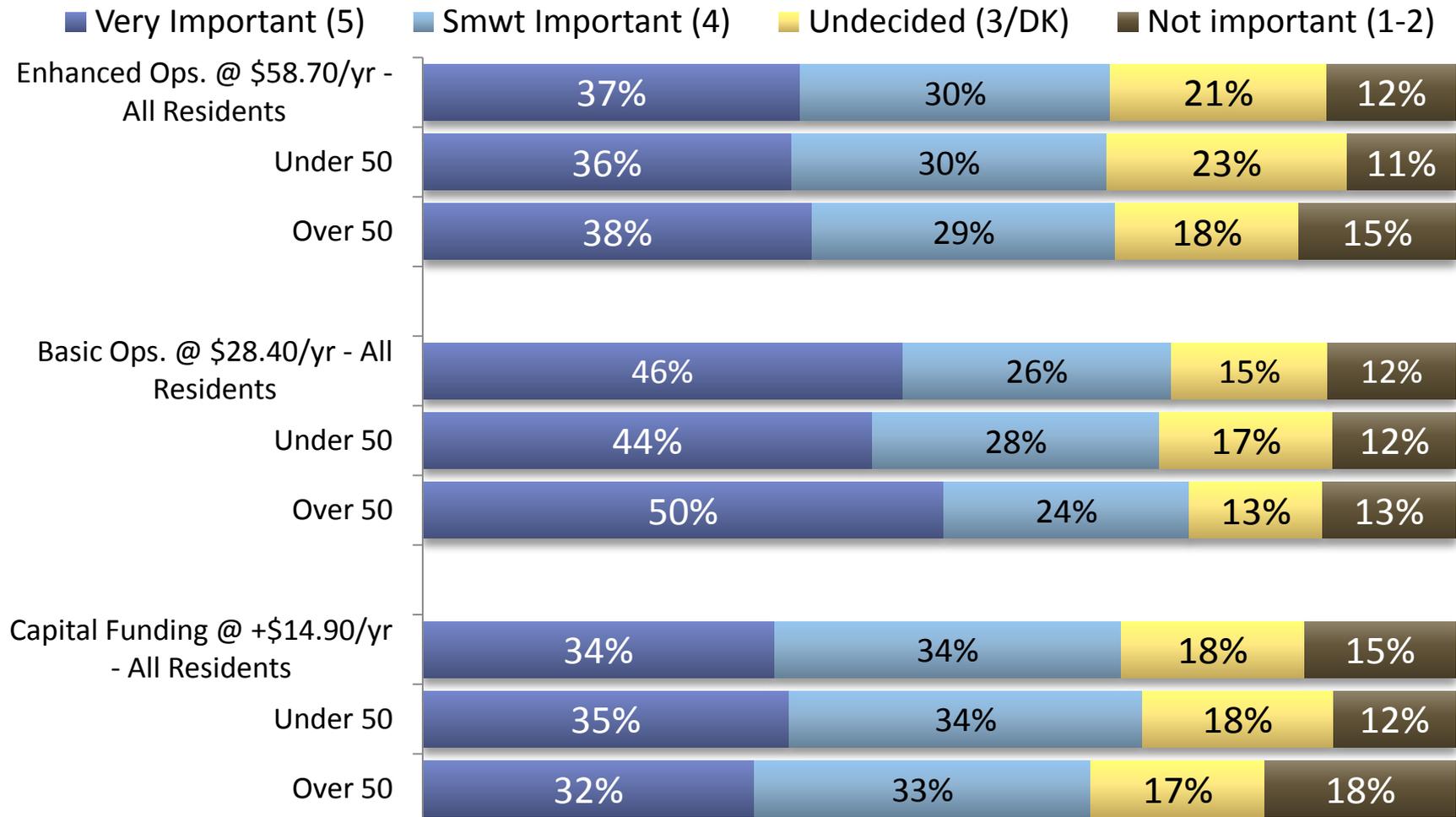
Investment Priorities for King County Residents Over 50



All King County Residents

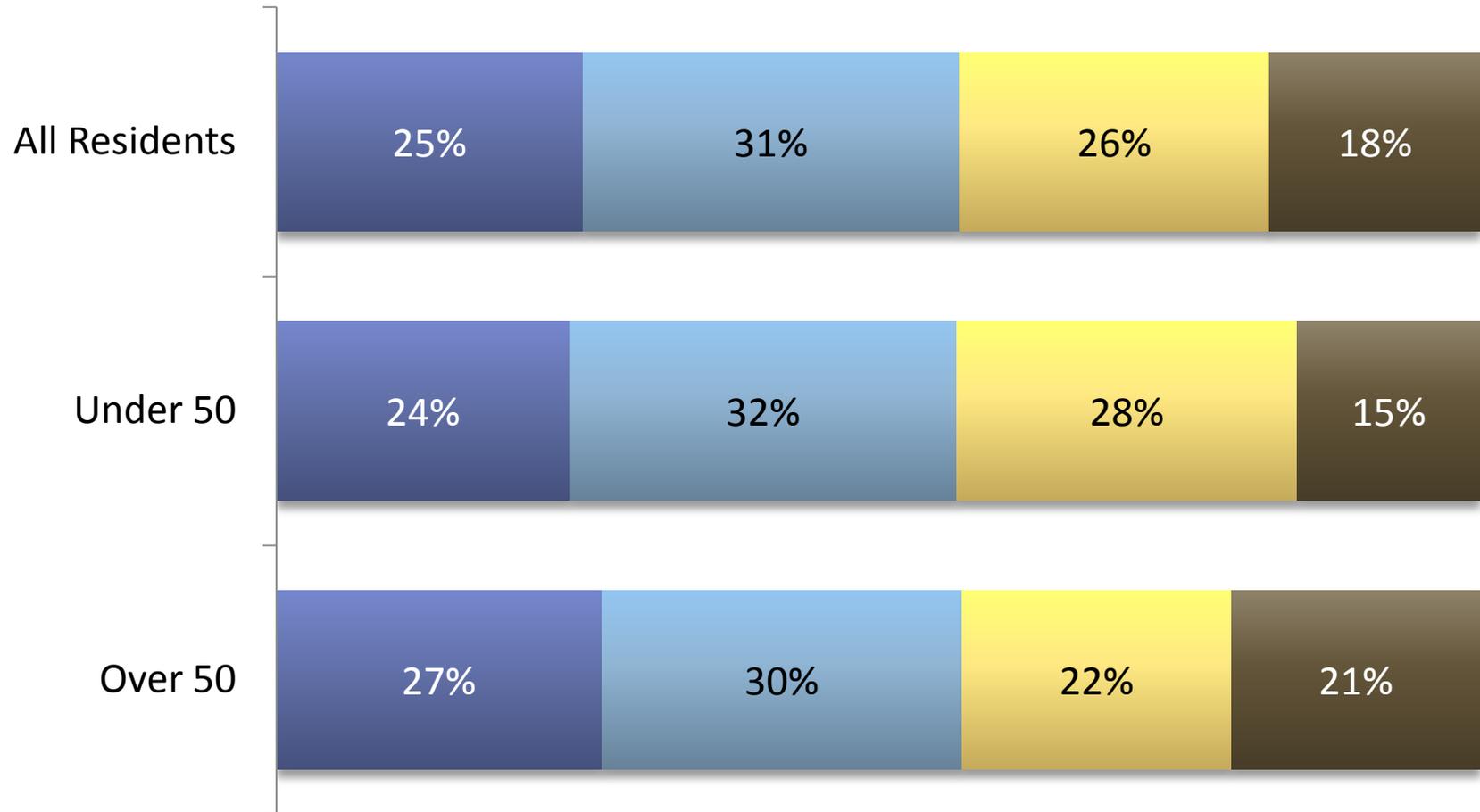


Operations & Capital Imp. w/ Cost by Generation



Combined Ops. + Capital Imp. w/ Cost by Generation

■ Very Imp. (5) for Both ■ Smwt Imp. (4+) for Either ■ Undecided (3+/DK) for Either ■ Not Imp. (1-2) for Either

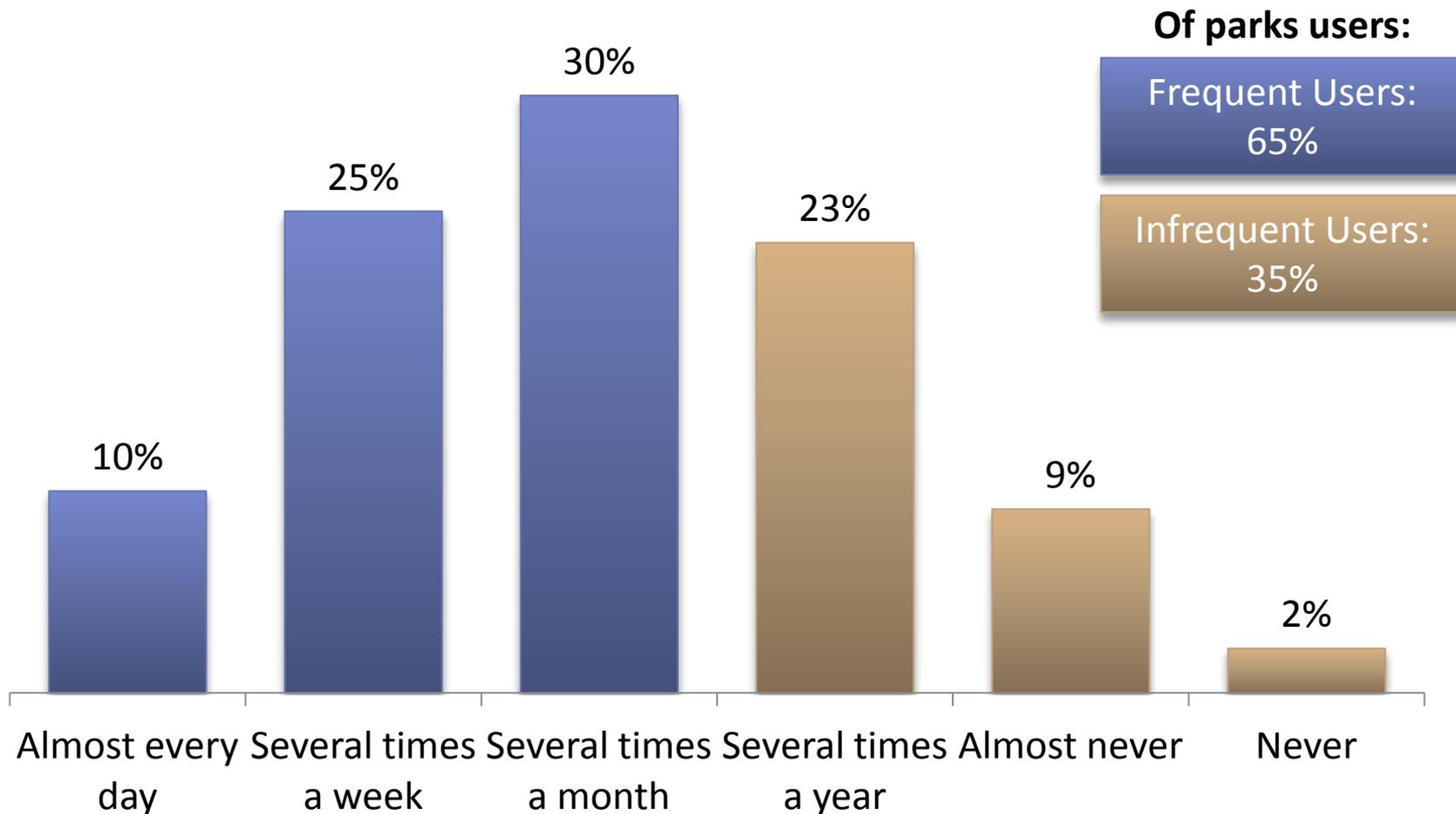


Park Usage and Behaviors



Frequency of Park Visits

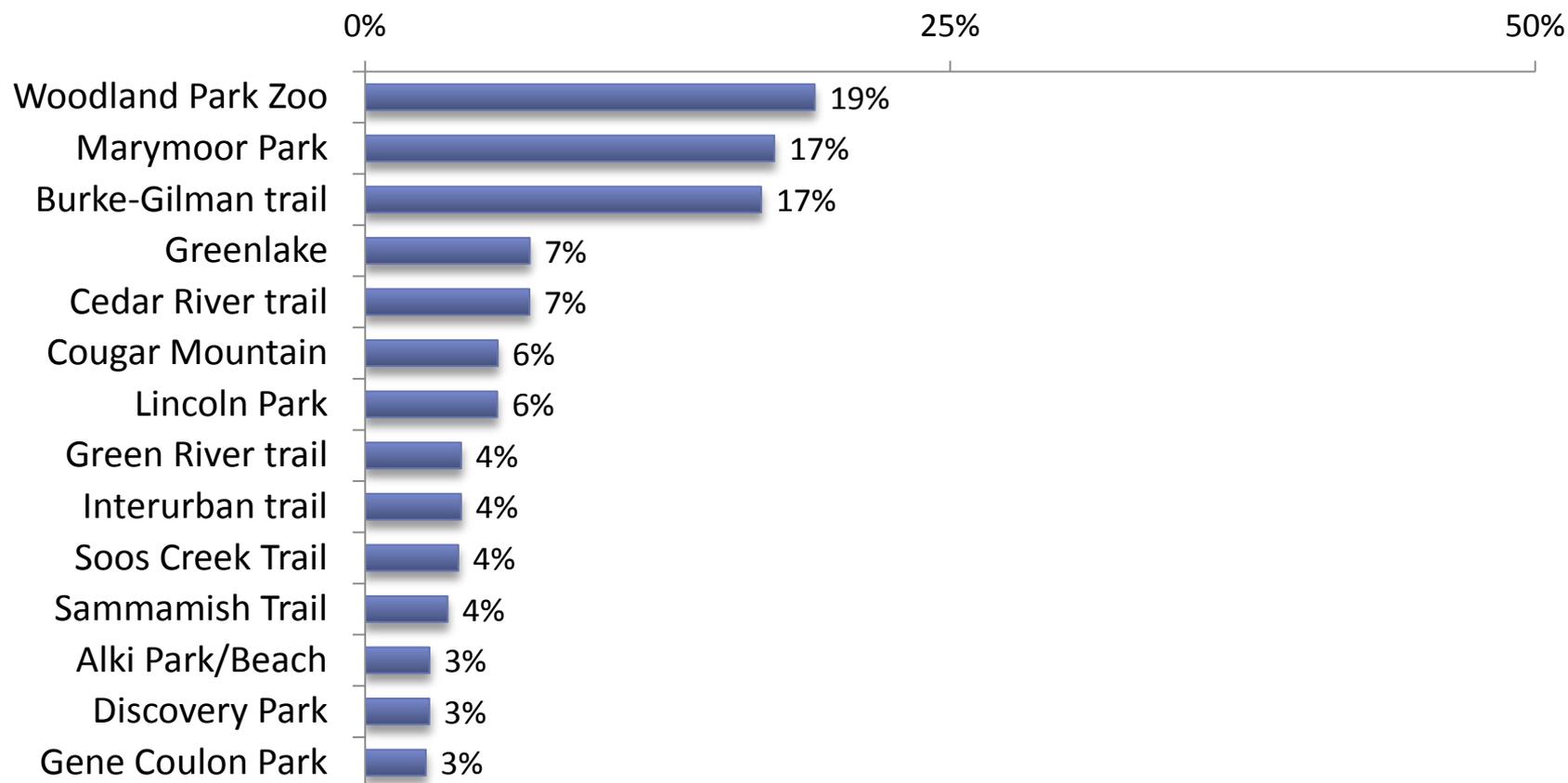
On average, how often would you say you visit a park, trail or recreation facility in King County? (**READ RESPONSES**)



Most-Visited Parks, Trails, Rec Facilities

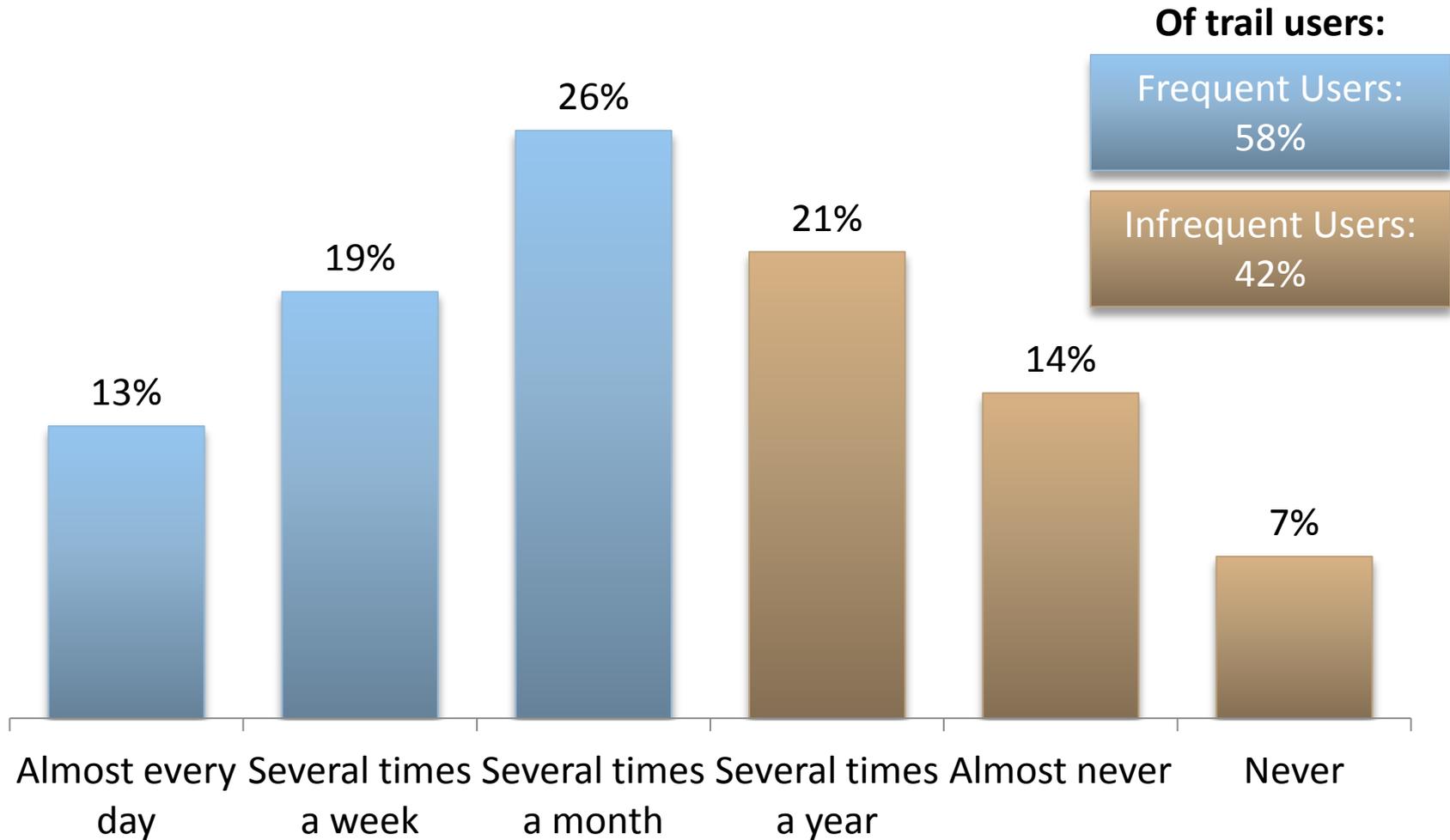
What are the two or three parks, trails or recreation facilities you visit most often? (TAKE UP TO 3 RESPONSES)

% of Parks Users Visiting Each – Top Mentions



Frequency of Trail Use for Walking/Biking

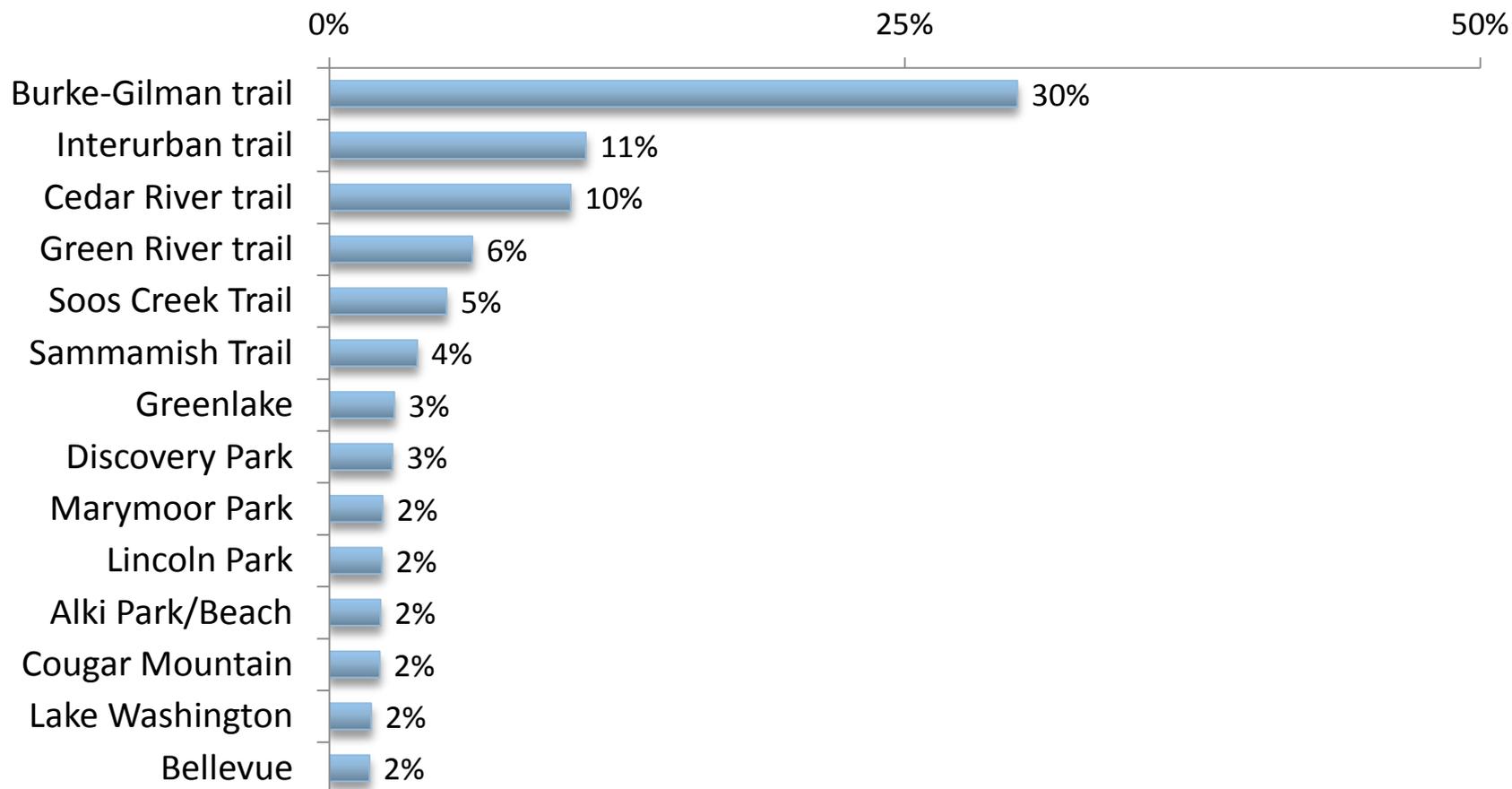
On average, how often would you say you use a trail for walking or biking (READ RESPONSES)



Most-Visited Trails

What are the one or two trails you visit most often? (RECORD VERBATIM; TAKE UP TO 2 RESPONSES)

% of Trail Users Visiting Each – Top Mentions



Demographic Information



Demographics

