

Survey Comparison

Overview

The Whitestown Parks & Recreation Department had both a Statistically Valid Survey (distributed by ETC Institute) and an Online Community Survey (powered by SurveyMonkey) conducted to better prioritize community needs. The Online Community Survey mirrored the ETC Statistically Valid Survey allowing those who weren't randomly selected to partake in the Statistically Valid Survey a chance to participate in the community engagement process and give their input.



ETC Institute administered the Statistically Valid Survey to residents of Whitestown. The survey, cover letter and postage-paid return envelope were mailed to a random sample of households, looking to match the demographics of the town. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Whitestown from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The Online Community Survey mirrored the questions from the ETC Statistically Valid Survey allowing those who weren't randomly selected to partake in the Statistically Valid Survey a chance to participate in the community engagement process and give their input.

 Statistically Valid Survey	 SurveyMonkey Online Survey
<ul style="list-style-type: none"> • 355 households (Goal of 350) • Precision rate of at least +/- 5.2% at the 95% level of confidence • Residents were able to return the survey by mail, by phone or completing it online • Only scientific & defensible method to understand community needs • Translation services available in multiple languages including Spanish 	<ul style="list-style-type: none"> • 144 responses • No precision rate or level of confidence due to there being no selection criteria for respondents • Asked same questions as the Statistically Valid Survey • Provides further insight on community expectations • Available in English

Overall, the findings from the Online Community Survey are fairly similar to the Statistically Valid Survey results, with some noted exceptions. Below are some of the key takeaways from both the surveys.

The following sections present a side-by-side comparison of survey results. All areas of congruence (in terms of order or response percentage range) are shaded in each table;

green identifies responses over 5% higher than statistically valid survey

white indicates a score within 5% of the statistically valid survey

orange identifies responses over 5% below the statistically valid survey

Key Survey Comparisons

PARK/FACILITY USAGE

The three most visited parks were the same for both surveys. The higher percentages of park usage for the Online Community Survey indicates a higher number of current park users participating in that survey when compared to the Statistically Valid version.

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. Main Street Park (66%)	1. Main Street Park (87%)
2. Panther Park (36%)	2. Panther Park (49%)
3. Big Four Trail Linear Park (29%)	3. Big Four Trail Linear Park (30%)
4. Anson Park (27%)	4. Gateway Park (26%)
5. Gateway Park (20%)	5. Anson Park (25%)

USAGE BARRIERS

The five most common barriers to usage were the same in both surveys with higher percentages seen in the Online Community Survey.

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. Not aware of parks or trails locations (37%)	1. Not aware of parks or trails locations (48%)
2. Lack of features we want to use (27%)	2. Lack of features we want to use (44%)
3. Use parks/trails in other cities (22%)	3. Use parks/trails in other cities (38%)
4. Too far from home (13%)	4. Too far from home (20%)
5. Lack of restrooms (11%)	5. Lack of restrooms (15%)

ORGANIZATIONS USED FOR RECREATION

The top four organizations used for recreation were the same on both surveys. The only differences in top five rankings between the two surveys were:

- Places of worship ranked 7th on the Online Community Survey (29%)
- Private & non-profit youth sports ranked 7th on the Statistically Valid Survey (19%)

 Statistically Valid Survey	 Online Community Survey
1. Zionsville parks (53%)	1. Zionsville Parks (75%)
2. Whitestown Parks & Recreation Department (45%)	2. Whitestown Parks and Recreation Department (57%)
3. Homeowner associations' facilities (36%)	3. Homeowner associations' facilities (40%)
4. Private workout facilities (30%)	4. Private workout facilities (38%)
5. Places of worship (28%)	5. Private & non-profit youth sports (32%)

CURRENT MARKETING

Respondents from both surveys indicated Whitestown social media was the most frequent way they learn about Department programs. All told, four of the top five responses were the same in both surveys, just in slightly different orders. While Email/eBlasts from Town ranked 5th in the Online Community Survey, it was 6th in the Statistically Valid version at a much lower percentage (19%)

 Statistically Valid Survey	 Online Community Survey
1. Whitestown social media (58%)	1. Whitestown social media (77%)
2. Friends & neighbors (47%)	2. Whitestown Connection Facebook Group (65%)
3. Whitestown Connection Facebook Group (43%)	3. Town website (37%)
4. Town website (32%)	4. Friends & neighbors (30%)
5. Banners at parks or Town facilities (30%)	5. Email/eBlasts from Town (28%)

EVENT PARTICIPATION

The top four responses were the same on both surveys, with the participation rate being much higher across the board in the Online Community Survey. This again is an indication of Online Survey Participants being made up of a larger percentage of current users of the system.

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. Farmer’s Market (61%)	1. Farmer’s Market (80%)
2. Independence Day (50%)	2. Independence Day (64%)
3. Summer Concert Series (29%)	3. Summer Concert Series (46%)
4. Halloween (26%)	4. Halloween (38%)
5. Brewfest (18%)	5. Viking Fest (25%)

EVENT QUALITY

Overall, the responses regarding event quality were quite high on both surveys, however, there were some notable differences in the rankings. *(The percentages shown are a combination of “Excellent” and “Good” responses.)*

- Brewfest ranked 2nd in the Statistically Valid Survey and last in the Online Community Survey (72%)
- Viking Fest ranked 4th in the Statistically Valid Survey, but 6th in the Online Community Survey at a substantially lower rating (76%).
- Movies in the Park was the most participated in event on both surveys, but ranked second to last in event quality on both surveys (80% Statistically Valid, 74% Online Community).

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. Independence Day (98%)	1. Movies in the Park (100%)
2. Brewfest (95%)	2. Independence Day (98%)
3. Summer Concert Series (92%)	3. Summer Concert Series (94%)
4. Viking Fest (91%)	4. Halloween (93%)
5. Movies in the Park (90%)	5. Easter (91%)

EVENT PARTICIPATION BARRIERS

The top five responses are similar in both surveys, with the Online Community Survey having much higher percentages.

 Statistically Valid Survey	 Online Community Survey
1. I don't know what is offered (32%)	1. I don't know what is offered (40%)
2. Too busy/not interested (25%)	2. Too busy/not interested (32%)
3. Program times are not convenient (9%)	3. Use programs of other agencies (20%)
4. Lack of quality events (5%)	4. Program times are not convenient (19%)
5. Lack of programs (5%)	5. Lack of quality events (16%)

FACILITY/AMENITY NEED

Four of the top five responses show up in both surveys, with Multi-use paved trails and Indoor aquatic center being #1 and #2 in both the Statistically Valid and Online Community versions. The percentages of "need" was substantially higher on the Online Community Survey with 18 of the 31 listed facilities/amenities being listed as a need by more than half of respondents, compared to only 5 out of 31 on the Statistically Valid version.

 Statistically Valid Survey	 Online Community Survey
1. Multi-use paved trails (70%)	1. Multi-use paved trails (90%)
2. Indoor aquatic center (55%)	2. Indoor aquatic center (85%)
3. Indoor fitness (54%)	3. Large community parks (82%)
4. Restrooms (52%)	4. Restrooms (81%)
5. Indoor walking/jogging track (51%)	5. Indoor fitness (76%)

PROGRAM NEEDS

Adult fitness and wellness programs were the most selected program type not currently offered by the department on both surveys. We again see much higher percentages across the board from the Online Community Survey, with 8 of the 32 listed programs being selected by over half of respondents, compared to only 2 of 32 by the Statistically Valid Survey respondents.

 Statistically Valid Survey	 Online Community Survey
1. Farmer’s Market (71%)	1. Farmer’s Market (91%)
2. Adult fitness and wellness programs (54%)	2. Community special events (77%)
3. Community special events (45%)	3. Adult fitness and wellness programs (74%)
4. Outdoor environmental/nature camps & programs (31%)	4. Water fitness programs/lap swimming (58%)
5. Adult sports leagues (30%)	5. Swim lessons (56%)

MOST ATTENTION OVER NEXT 5 YEARS

Four of the top five responses were the same on both surveys, just in completely different orders. The Online Community Survey Respondents had substantially more interest in addressing both Quality number of outdoor amenities and the Amount of available indoor recreation space

 Statistically Valid Survey	 Online Community Survey
1. Connectivity of trails and pathways (46%)	1. Quality number of outdoor amenities (55%)
2. Availability of info about programs/facilities (31%)	2. Amount of available indoor recreation space (53%)
3. Amount of available indoor recreation space (28%)	3. Connectivity of trails and pathways (46%)
4. Amount of open greenspace (19%)	4. Maintenance of parks/facilities (33%)
5. Quality number of outdoor amenities (18%)	5. Availability of info about programs/facilities (32%)

MOST WILLING TO FUND IMPROVEMENTS

The five improvements respondents were most willing to fund were the same on both surveys.

<u>Statistically Valid Survey</u>	<u>Online Community Survey</u>
1. Develop additional trails/connectivity of trails (54%)	1. Develop additional trails/connectivity of trails (66%)
2. Add more trees/shade structures to parks (46%)	2. Add more trees/shade structures to parks (58%)
3. Improve existing trail system (40%)	3. Improve existing trail system (41%)
4. Develop new areas for leisure games/activities (20%)	4. Develop new areas for leisure games/activities (37%)
5. Develop new outdoor exercise/fitness area (19%)	5. Develop new outdoor exercise/fitness area (36%)

DEMOGRAPHICS COMPARISON

DEMOGRAPHICS - GENDER

Females were overrepresented in the Online Survey when compared to the Statistically Valid Survey.

	<u>Statistically Valid Survey</u>	<u>Online Community Survey</u>
Male	48%	24%
Female	51%	75%
Non-binary/Prefer to self-describe	1%	1%

AGE OF HOUSEHOLD MEMBERS

This chart identifies a remarkable similarity in the representation of ages between the two surveys.

	<u>Statistically Valid Survey</u>	<u>Online Community Survey</u>
0-17 years	30%	32%
18-34 years	20%	23%
35-54 years	30%	30%
55-74 years	17%	14%
75+ years	3%	1%

YEARS LIVED IN WHITESTOWN

There is an overrepresentation of “new” Town of Whitestown Residents (5 years or less) and an underrepresentation of those who have lived there for 11-15 years in the Online Survey when compared to the Statistically Valid version.

	 Statistically Valid Survey	 Online Community Survey
5 years or less	47%	59%
6-10 years	24%	27%
11-15 years	16%	6%
16-20 years	6%	5%
21-30 years	2%	1%
31+ years	5%	2%

RACE/ETHNICITY (SELECT ALL THAT APPLY)

There was an overrepresentation of “White” respondents of the online survey compared to the Statistically Valid version and Town demographics. The online survey also had zero respondents who identified as “Black or African American”.

	 Statistically Valid Survey	 Online Community Survey
White	80%	91%
Asian or Asian Indian	9%	7%
Hispanic, Spanish, Latino/a/x	6%	3%
Black or African American	6%	0%
American Indian or Alaskan Native	1%	0%
Native Hawaiian or other Pacific Islander	1%	0%
Other	1%	0%

HOUSEHOLD INCOME

The online survey responses indicate a substantial over representation of more affluent households and much lower representation of low-income households compared to the Statistically Valid Survey.

	 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
Under \$30k	12%	2%
\$30k to \$59,999	15%	4%
\$60k to \$99,999	22%	25%
\$100k to \$129,999	28%	26%
\$130k+	19%	43%

Findings

After analyzing the data collected from both surveys there are several key findings that rose to the surface:

- The higher percentages of usage/participation shown in the Online Survey can be attributed to the fact that the Online Survey is generally taken by current, engaged users of the park/facility/system etc., while the random selection of the statistically-valid survey means a higher likelihood of non-users giving their feedback and is a better representation of the community as a whole.
- The Online Survey showed substantial overrepresentation in white, female participants, who have lived in Whitestown for less than 5 years and have an annual household income of over \$130,000 a year when compared to the Statistically Valid Survey.
- Lack of awareness and features were the top two barriers to participation in both surveys, indicating a need for added amenities and increased and/or better marketing practices.
- Responses in both surveys indicated residents are Zionsville Parks more than Whitestown Parks.
- Both surveys indicate that in general, the community believes the Department put on high quality events.
- Farmer’s Market was the most participated in event by respondents of both surveys. However, it ranked second to last on the Statistically Valid Survey and last on the Online Community Survey in terms of event quality.
- The fact that there were no Black or African American respondents to the Online Community Survey should be noted as it could indicate an opportunity to better reach this growing and historically underserved demographic.