



MARKET
& OPINION
RESEARCH
SERVICES



Seattle
Parks & Recreation

Seattle Parks and Recreation Survey Final Report - April 2017

Methodology

- Multi-modal Address-Based Sampling (ABS) survey of Seattle households conducted online and by phone
- Households were randomly sampled from a list of all residential addresses in Seattle
- All sampled households were mailed a postcard with a unique survey ID code inviting them to take the survey online or by phone
- The survey was offered in English and Spanish
- Reminders were made via Interactive Voice Response (IVR) telephone calls
- Residents were offered the option to take the interview over the phone with a live interviewer by calling an 888 number
- The survey was conducted November 18th – December 16th, 2016
- 513 total weighted residents (704 unweighted); Weighted Margin of Error: ± 4.3 percentage points
- Responses were weighted by key household demographics to better reflect the most recent Census estimates for residential households in the City of Seattle

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

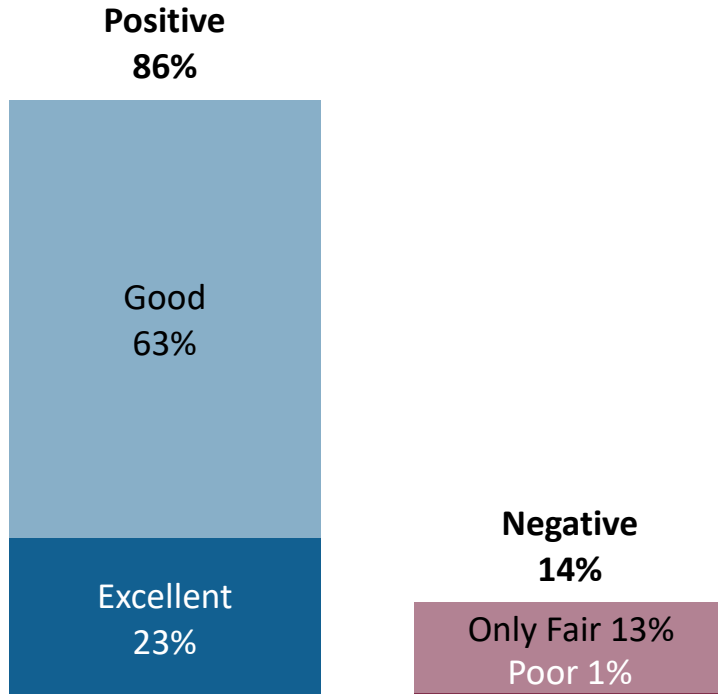


Importance & Usage

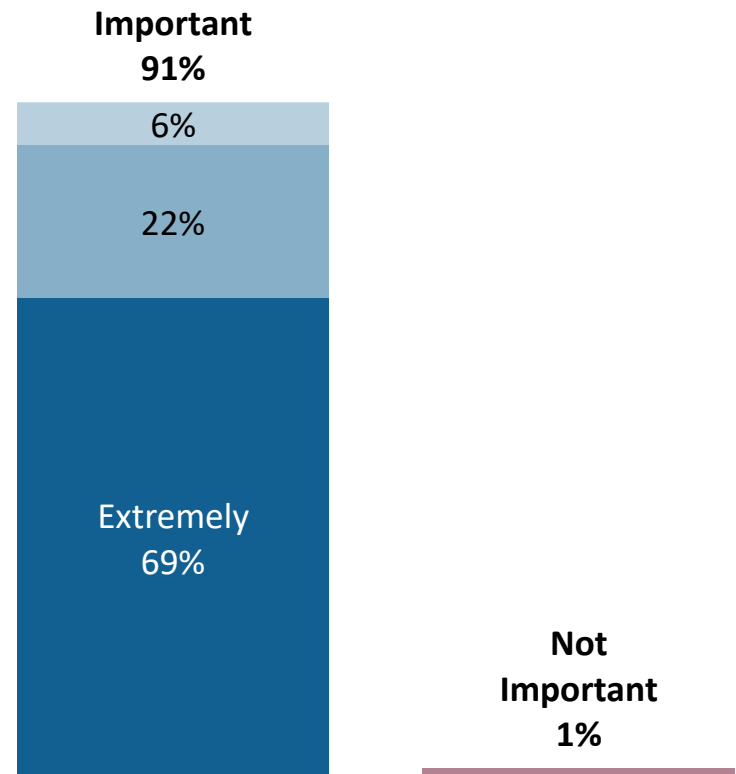
Importance of Parks to Quality of Life

Most residents rate Seattle's overall quality of life positively, although intensity (% "Excellent") is low. Almost all residents believe Seattle's parks and recreation system is important to their quality of life, with 7-in-10 saying the parks system is "extremely important" to their quality of life.

Quality of Life in Seattle



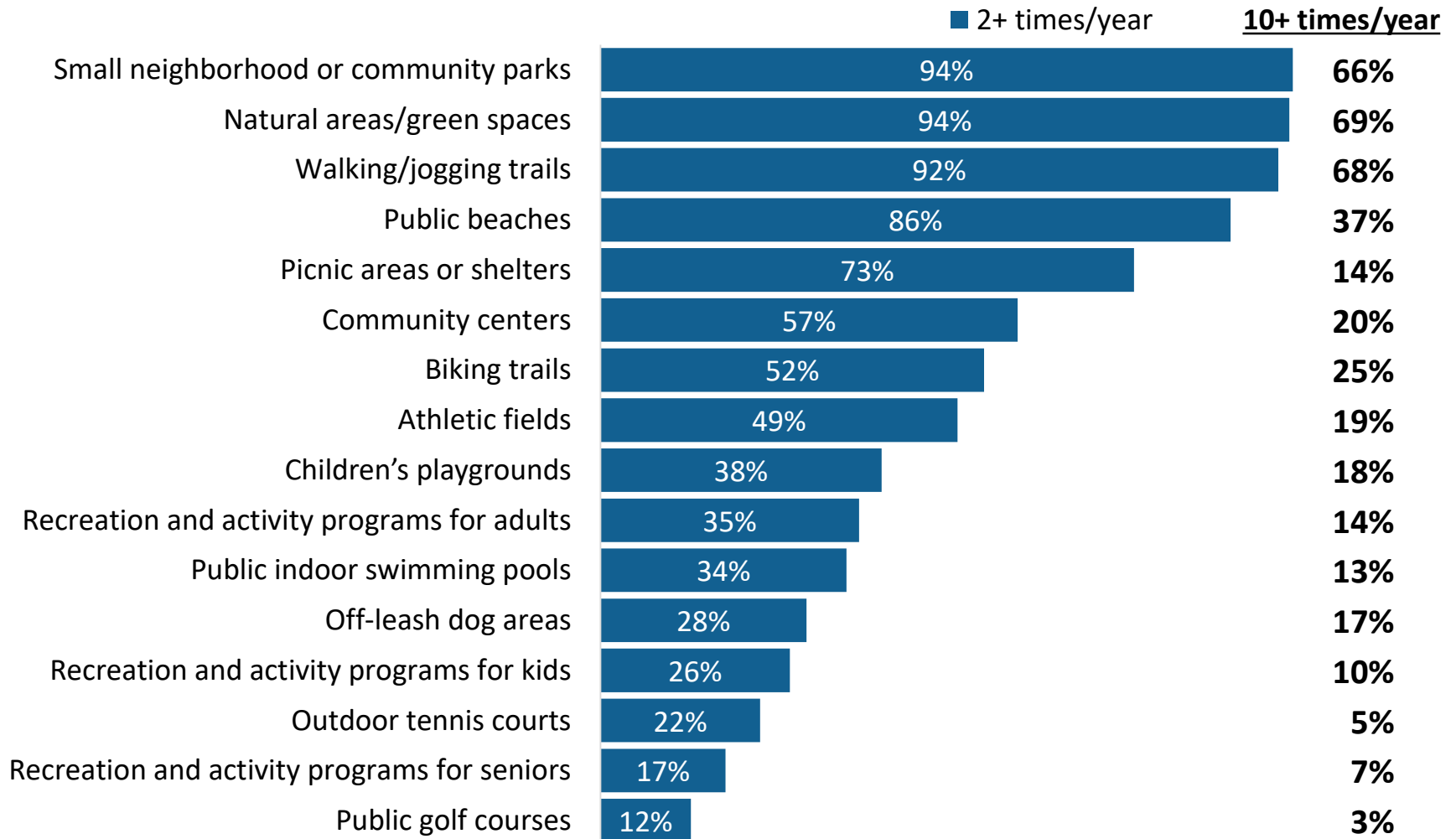
Importance of Parks



2. How would you rate the overall quality of life in Seattle?
3. How important do you think Seattle's parks and recreation system is to the quality of life here in Seattle?

Parks Usage

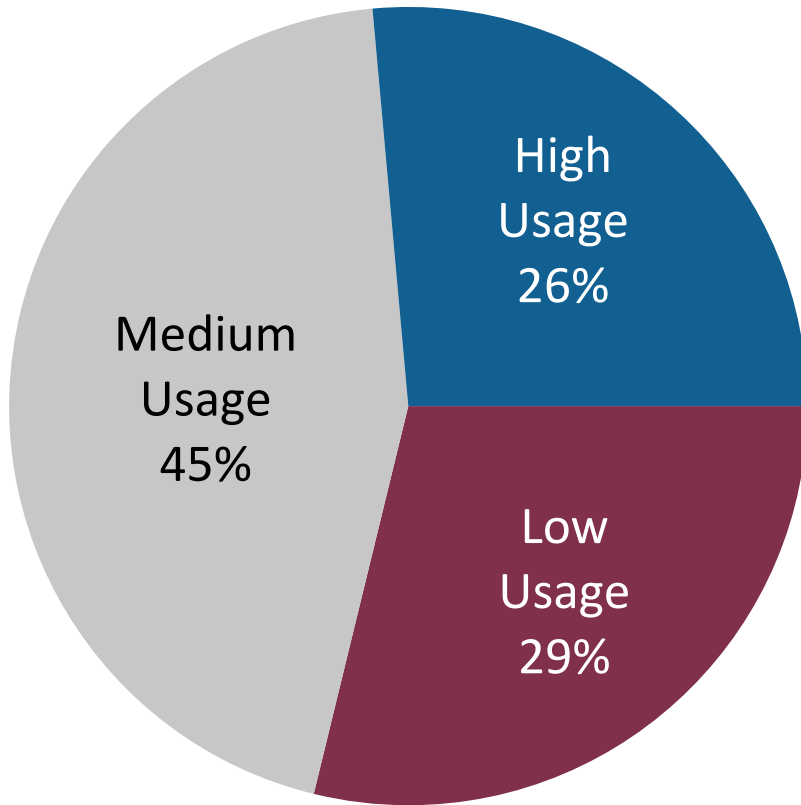
General use facilities/assets - neighborhood/community parks, natural areas/green spaces, and walking/jogging trails – are visited by most Seattle residents (92% or more) and are visited the most frequently.



21-36. For each of the following types of parks and recreation facilities, please indicate how often you or your family visit that type of park or facility.

Parks System Usage Segmentation

A usage segmentation was created based on how many different Seattle parks/facilities/programs a respondent's household uses 10 or more times a year. Under this segmentation, close to half (45%) of Seattle households are classified as Medium Usage, defined as visiting 3-5 types of Seattle parks/facilities 10 or more times a year, 29% of households are Low Usage, and 26% are High Usage.



High Usage (26%): Visit 6 or more types of Seattle parks/facilities 10 or more times a year

Medium Usage (45%): Visit 3-5 types of Seattle parks/facilities 10 or more times a year

Low Usage (29%): Visit fewer than 3 types of Seattle parks/facilities 10 or more times a year

Profile by Usage

High Usage Households (26%)

- *Half (47%) have 3 or more people (2.6 average)*
- *4 in 10 (39%) have kids under 18, two thirds (66%) of kids are 5-11 years old*
- *80% DO NOT have anyone age 65+ in household*
- *One-third (33%) have a dog*
- *33% are in South Seattle (vs. 21% overall)*
- *Half (52%) have \$75K+ total household income*

Medium Usage Households (45%)

- *Three-quarters (75%) have 2 or fewer people (2.1 average)*
- *Only 15% have kids under 18, majority (58%) of kids are under 5 years old*
- *Three-quarters (77%) DO NOT have anyone age 65+ in household*
- *One quarter (27%) have a dog*
- *42% have \$75K+ total household income*

Low Usage Households (29%)

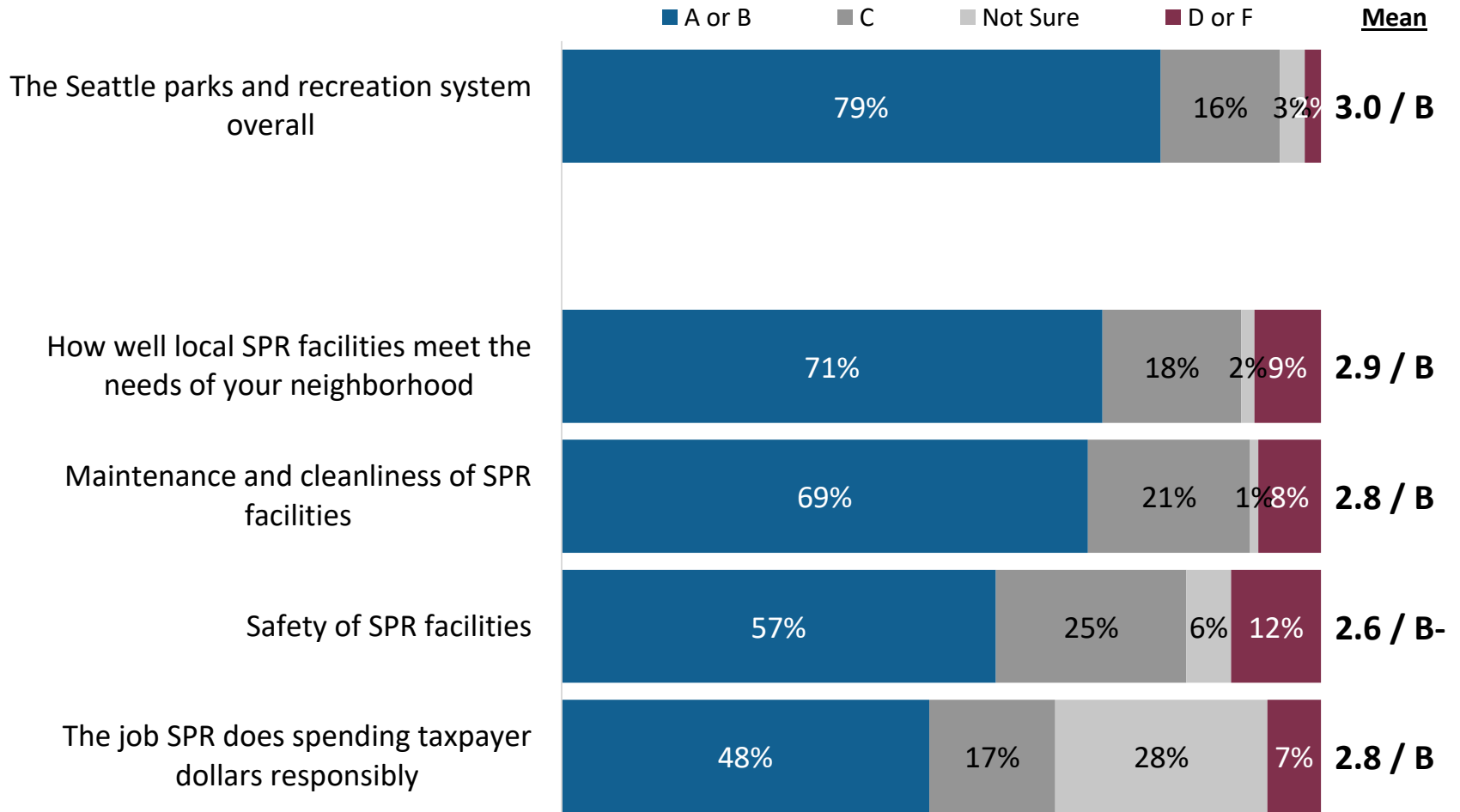
- *Most (89%) have 2 or fewer people (1.6 average)*
- *Only 8% have kids under 18, majority (54%) of kids are 12-17 years old*
- *One-third (33%) have someone age 65+ in household*
- *Only 15% have a dog*
- *Almost half (45%) have LESS than \$75K total household income*



Overall System & Attribute Grades

Seattle Parks & Recreation Grades

Nearly 8-in-10 residents give SPR's overall system an A or B grade, with a 3.0 (B) average grade. There is some concern among residents about the safety of SPR facilities (2.6 / B-) and residents are not well informed about SPR spending.

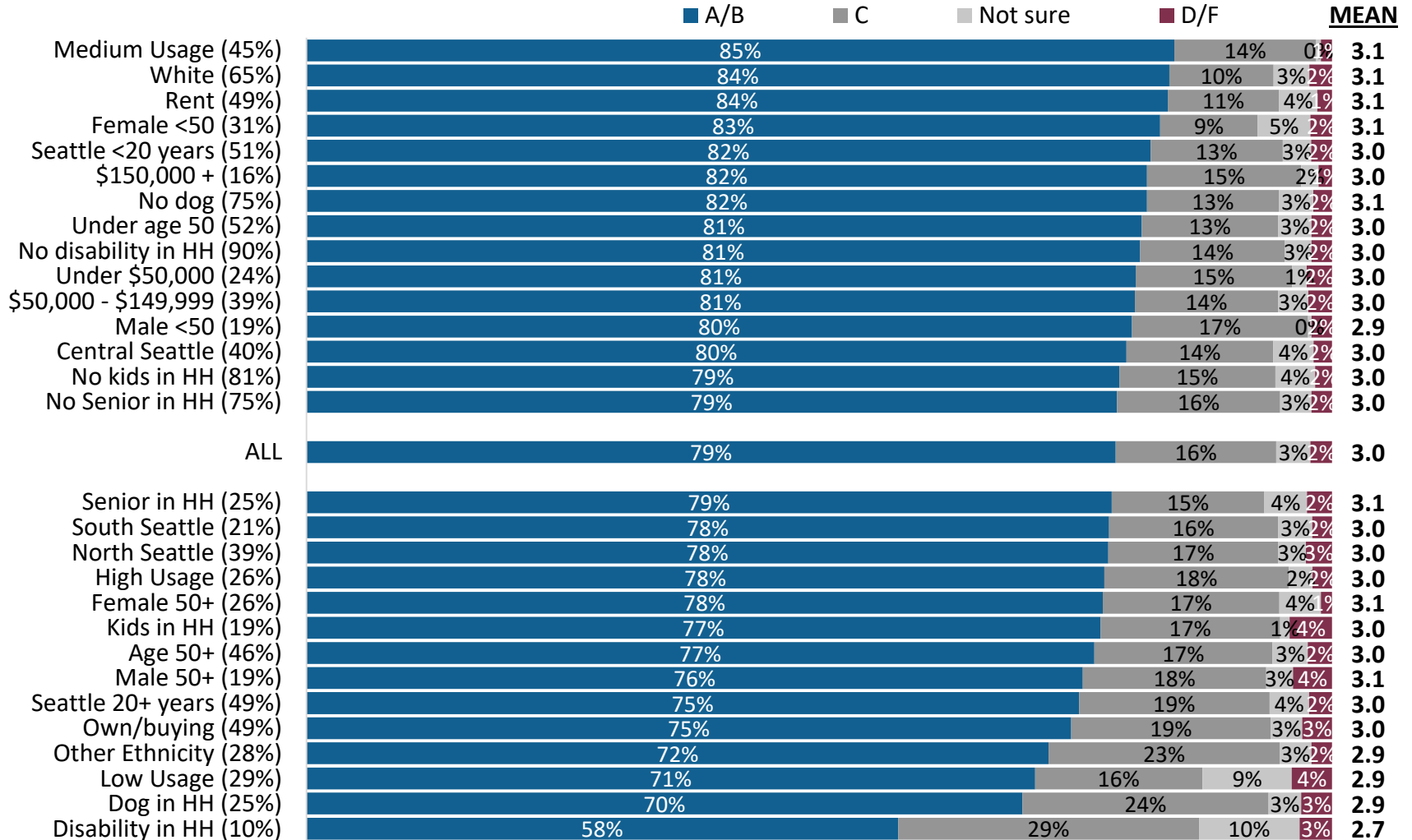


4-8. How would you grade the following aspects of Seattle's parks and recreation system?



Overall Grade by Subgroup

The overall SPR system grade is strong (B average) across all key subgroups, except households where there is a person with a disability (B- average). Below average grades (D or F) are in the low single digits across all subgroups.



4. How would you rate the Seattle parks and recreation system overall?



Reasons for Overall Grade

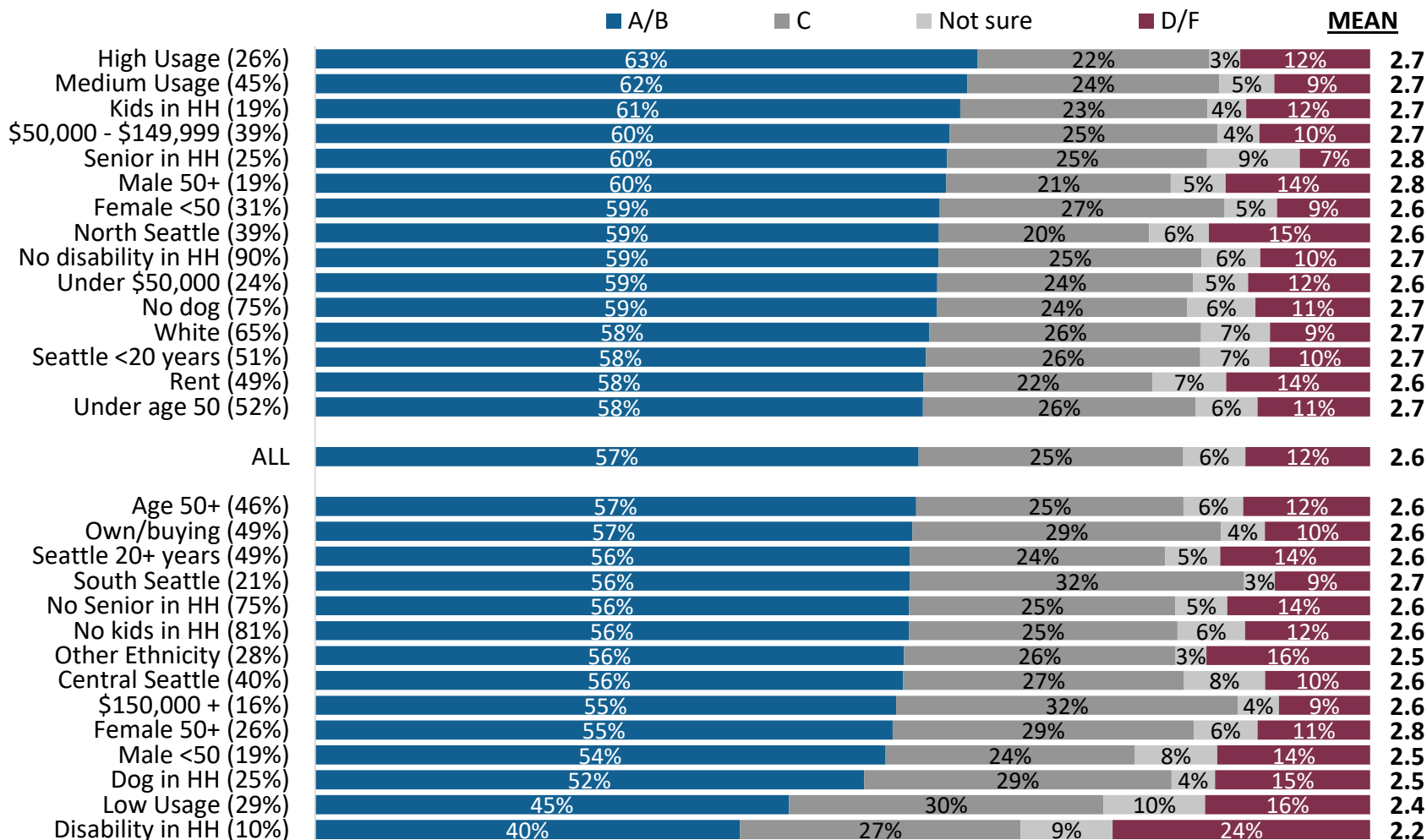
Maintenance/cleanliness is the top positive mention and the top negative mention about the overall parks system. One in five residents mention a safety-related concern.

9. What are the main reasons for the grade you gave for the Seattle parks and recreation system overall? (multi response)

Positives	
Parks are well-maintained/clean	22%
Enjoy the parks/parks are good/non-specific positive	21%
There are a lot of parks/facilities	14%
Programs/good/variety of programs/activities	4%
Good location/close proximity/accessible	4%
Good system overall/doing a good job	3%
Safe/parks feel safe	3%
Negatives	
Lack of maintenance/cleanliness	23%
Non-specific negative	19%
Safety concerns – including crime/graffiti/vandalism/theft/drugs	18%
Concerns about camping/homelessness	9%
Room for improvement	6%
More parks needed	6%
Bathrooms need attention	5%
Not enough variety of programs/activities	3%
Need more facilities for dogs	3%
Lack of resources	2%
Enforce dog policies	2%
Lack of staff/security personnel/no enforcement of rules	2%

Safety Grade by Subgroup

SPR gets a B- average grade for safety from most subgroups. Low Usage households and residents in households where there is a person with a disability have the highest concern about safety. High and Medium Usage households have the highest percentage of A/B grades for safety.



5. How would you rate the safety of Seattle parks and recreation facilities?



Reasons for Safety Grade

Homelessness/camping and illegal activities top the list of concerns about safety at parks and rec facilities.

10. What are the main reasons for the grade you gave for the safety of Seattle parks and recreation facilities? (multi response)

Positives

I feel safe	16%
Non-specific positive	4%
Parks are clean/well maintained	3%

Negatives

Homelessness/camping	31%
Illegal activities (drugs, theft, assault, guns, graffiti, alcohol, etc.)	31%
Non-specific negative	9%
Inadequate lighting/overgrown, dark areas	9%
I don't feel safe/I don't feel safe after dark/dusk	7%
Other people (aggressive people/mentally ill/harassment)	7%
Cleanliness/maintenance issues (litter/broken glass/bathrooms/feces)	7%
Absence of police/park staff	4%
Dogs off leash	2%
Female safety issues	2%
There is always room for improvement	1%
Depends on the park/some are safe and some are not	1%

Places Where Safety is an Issue

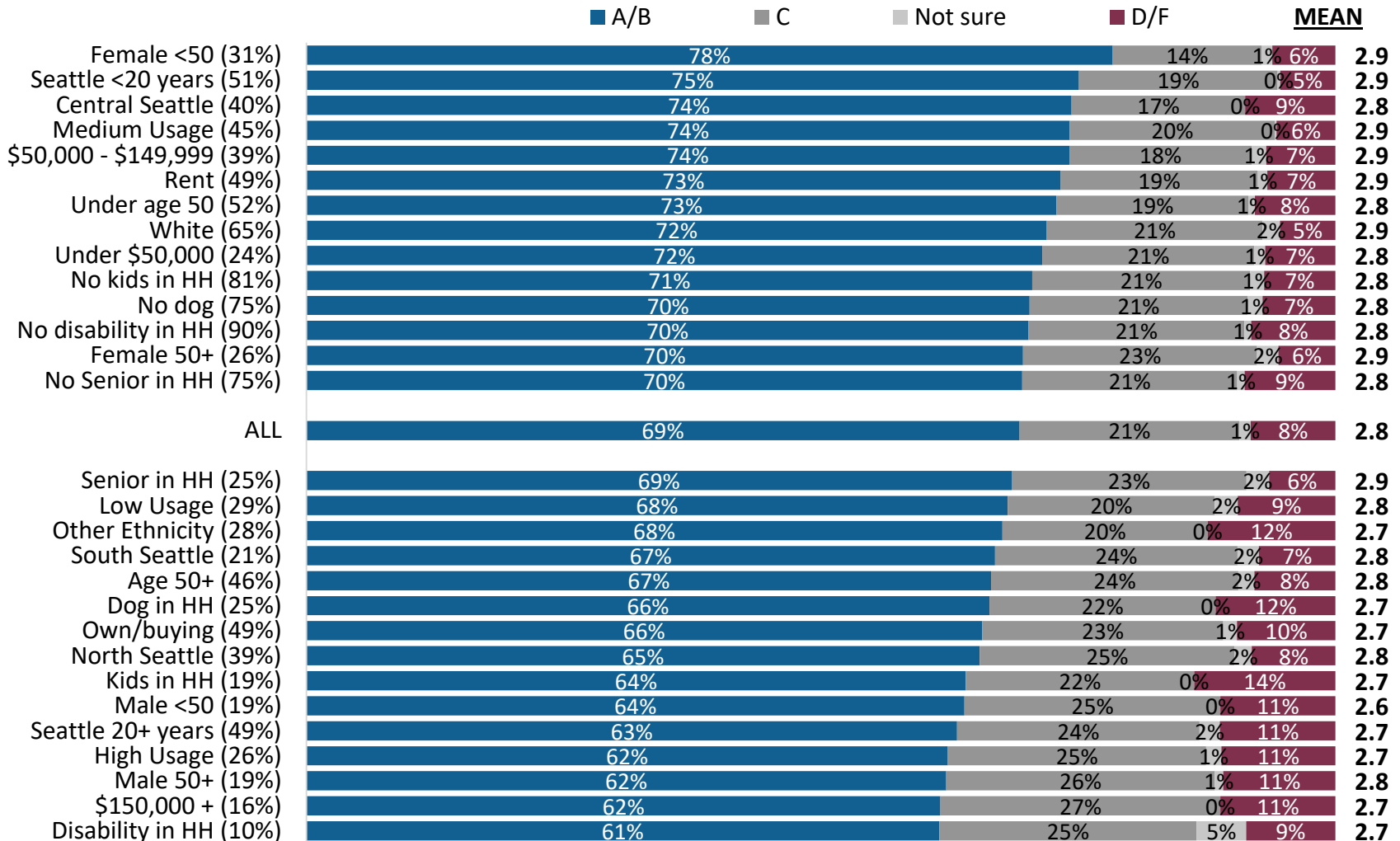
When asked where safety is an issue, most residents did not mention specific parks. Night-time safety concerns and homeless camps lead the broader top-of-mind areas where safety is an issue.

11. What are some specific places where you think safety is an issue? (n=426, MoE; ±4.7%)**	% of all
Types of Facilities/General	
At night	16%
Homeless camps	11%
Restrooms	6%
Trails	5%
Parking lots	3%
Parks/all parks	3%
Crime/muggings/car break-ins/attacks/illegal activity	3%
Specific Parks	
Cal Anderson	7%
Green Lake	5%
Downtown parks	5%
Woodland Park	3%
Seward Park	3%
Lincoln Park	3%
Discovery Park	3%
Volunteer Park	3%
Ravenna Park	3%

**Only asked of those that who gave a B or lower grade

Maintenance & Cleanliness Grade by Subgroup

Most subgroups give SPR a B or a B- grade for maintenance and cleanliness. High Usage households give SPR a lower maintenance and cleanliness grade, although it is still majority A/B grades.



6. How would you rate the maintenance and cleanliness of Seattle parks and recreation facilities?



Reasons for Maintenance & Cleanliness Grade

General cleanliness and restroom issues top the list of concerns about maintenance and cleanliness.

12. What are the main reasons for the grade you gave for the maintenance and cleanliness of parks and recreation facilities? (multi response)

Positives	
The parks are clean	18%
The parks are well maintained	11%
Good staff/hard working staff	5%
Garbage is regularly collected/picked up	4%
Non-specific positive	3%
Bathrooms are clean	2%
Trails are well maintained	2%
Negatives	
General cleanliness	27%
Restroom issues	19%
Garbage cans full/Not enough	10%
Homeless/camping	11%
Drug paraphernalia	7%
Non-specific negative	6%
The parks are not well maintained/regularly maintained	4%
Graffiti	3%
Dog poop	3%
There is always room for improvement	2%
Worn down facilities/need to be updated	2%
Poor landscaping	2%
Lack of funding	2%

Places Where Maintenance/Cleanliness is an Issue

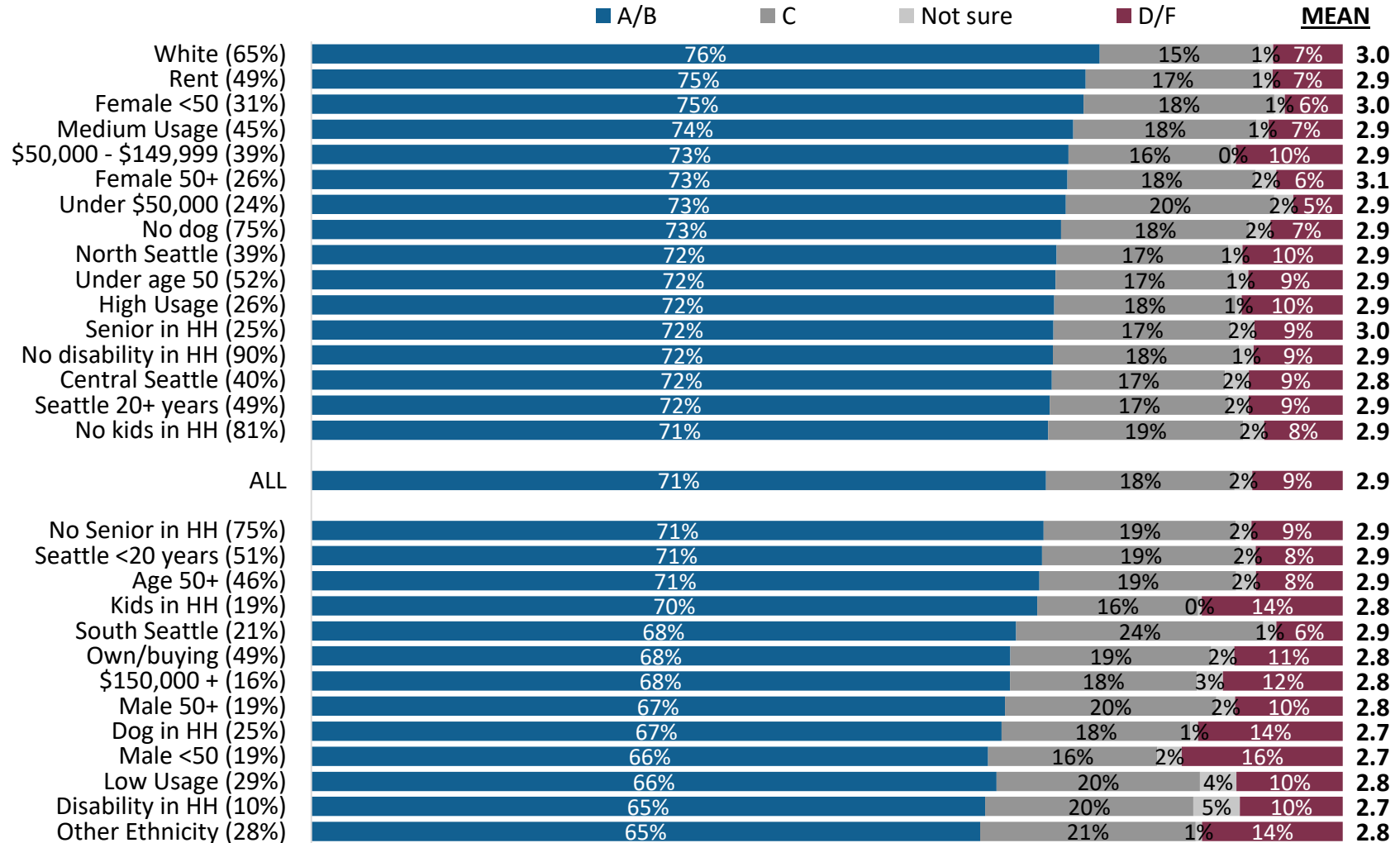
Restrooms top the list of specific places where residents think maintenance/cleanliness is an issue.

13. What are some places where you think <u>maintenance and cleanliness is an issue</u> ? (n=414, MoE; ±4.8%)**	% of all
Types of Facilities/General	
Restrooms	19%
Garbage/litter/trash/broken glass	4%
All parks/all over	4%
Trails (Burke-Gilman)	2%
The fields/playing fields/ball fields	2%
Summer season	2%
Specific Parks	
Cal Anderson Park	5%
Golden Gardens	5%
Green Lake	4%
Discovery Park	4%
Magnuson Park	3%
Gas Works Park	2%
Freeway Park	2%
Downtown parks	2%

**Only asked of those that who gave a B or lower grade

Meeting Neighborhood Needs Grade by Subgroup

Most subgroups give SPR a B grade for meeting the needs of their neighborhood. There is little statistical difference in the average grade by region of the city, although the A/B grades are somewhat lower in South Seattle.



Reasons for Meeting Neighborhood Needs Grade

Accessibility/convenience is the top positive about meeting neighborhood needs and the desire for more parks/facilities is the top concern.

14. What are the main reasons for the grade you gave for meeting the needs of your neighborhood? (multi response)

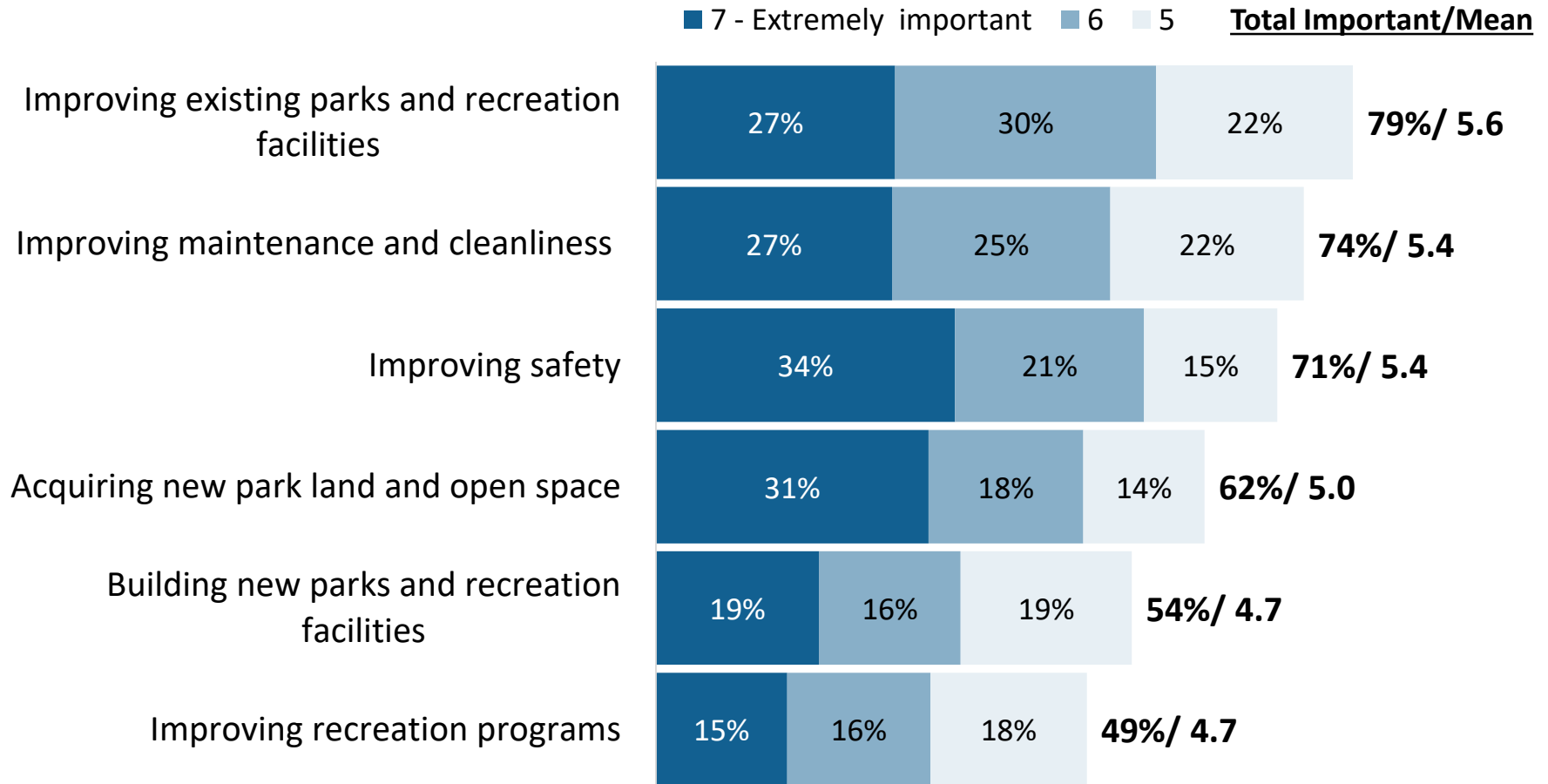
Positive Reasons	
Parks are near me/easy to access	20%
Non-specific positive	13%
Enjoy the diversity of options	5%
Parks get good use/are popular	4%
Programming/classes are good	4%
Good sports courts/fields	3%
Well maintained	2%
Good playgrounds	2%
Big/lots of space/good green space	2%
Negative Reasons	
Need more	22%
Non-specific negative	16%
Safety issues	8%
Parks are not near me/difficult to access	8%
Not clean/maintained	7%
Parks are crowded/noisy	3%
Homeless issues	3%
Drug use/paraphernalia	2%



Funding Priorities & Visitation

General Funding Priorities

A majority feel all 6 priorities tested are important to fund. Improving existing parks/facilities (79%), improving maintenance (74%), and improving safety (71%) are the top funding priorities. Intensity (% “extremely important”) is highest for improving safety.

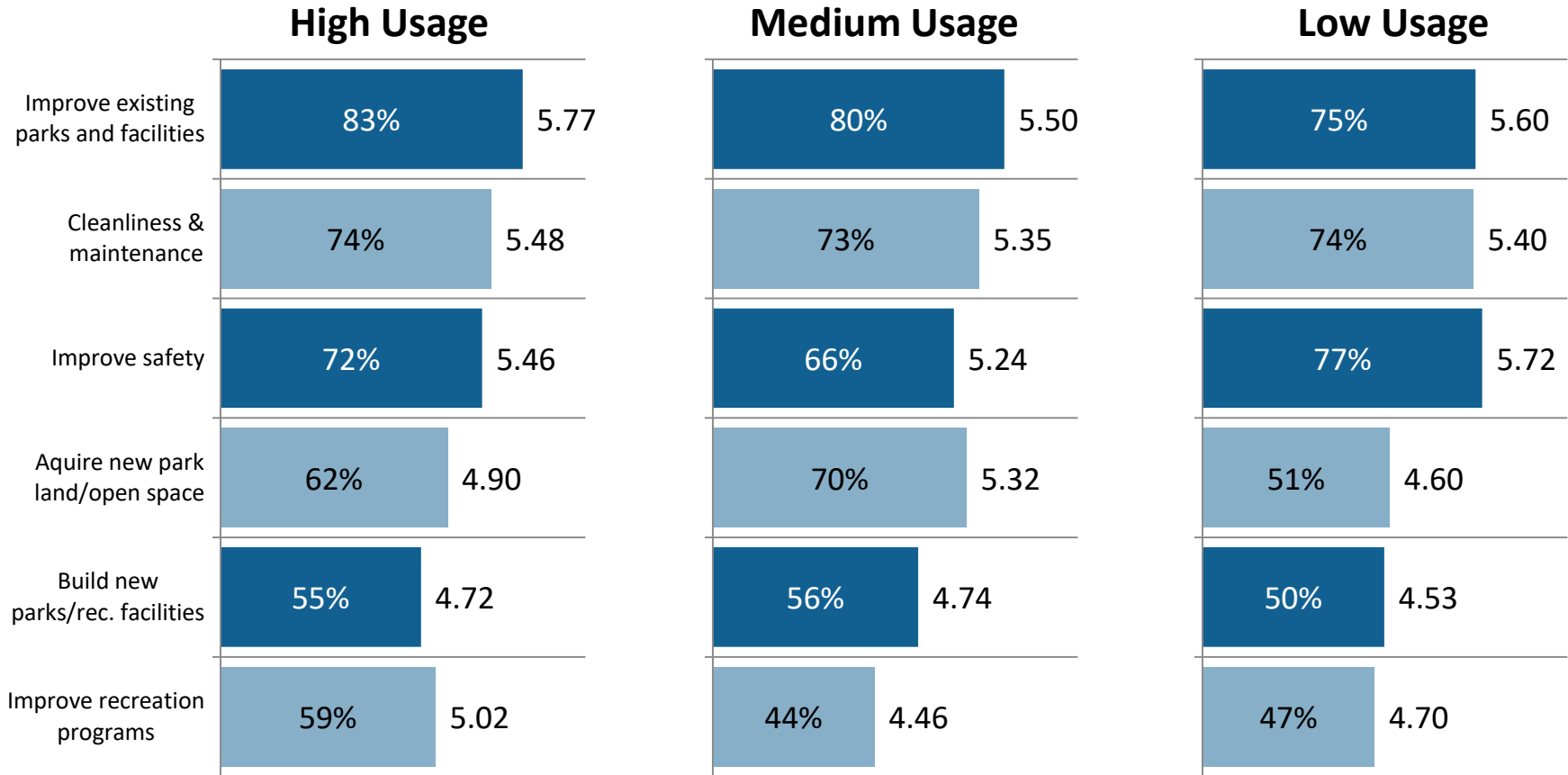


15-20. Seattle Parks and Recreation must prioritize limited funding to address system needs over the next 6 to 10 years. For each of the following, please indicate how important you feel it is to fund that project or issue.

General Funding Priorities – by Usage

High and Medium Usage households place the highest priority on funding to improve existing parks/facilities. Low Usage households place the highest priority on funding to improve safety. Medium Usage households place a higher priority on acquiring new park land than the other two groups.

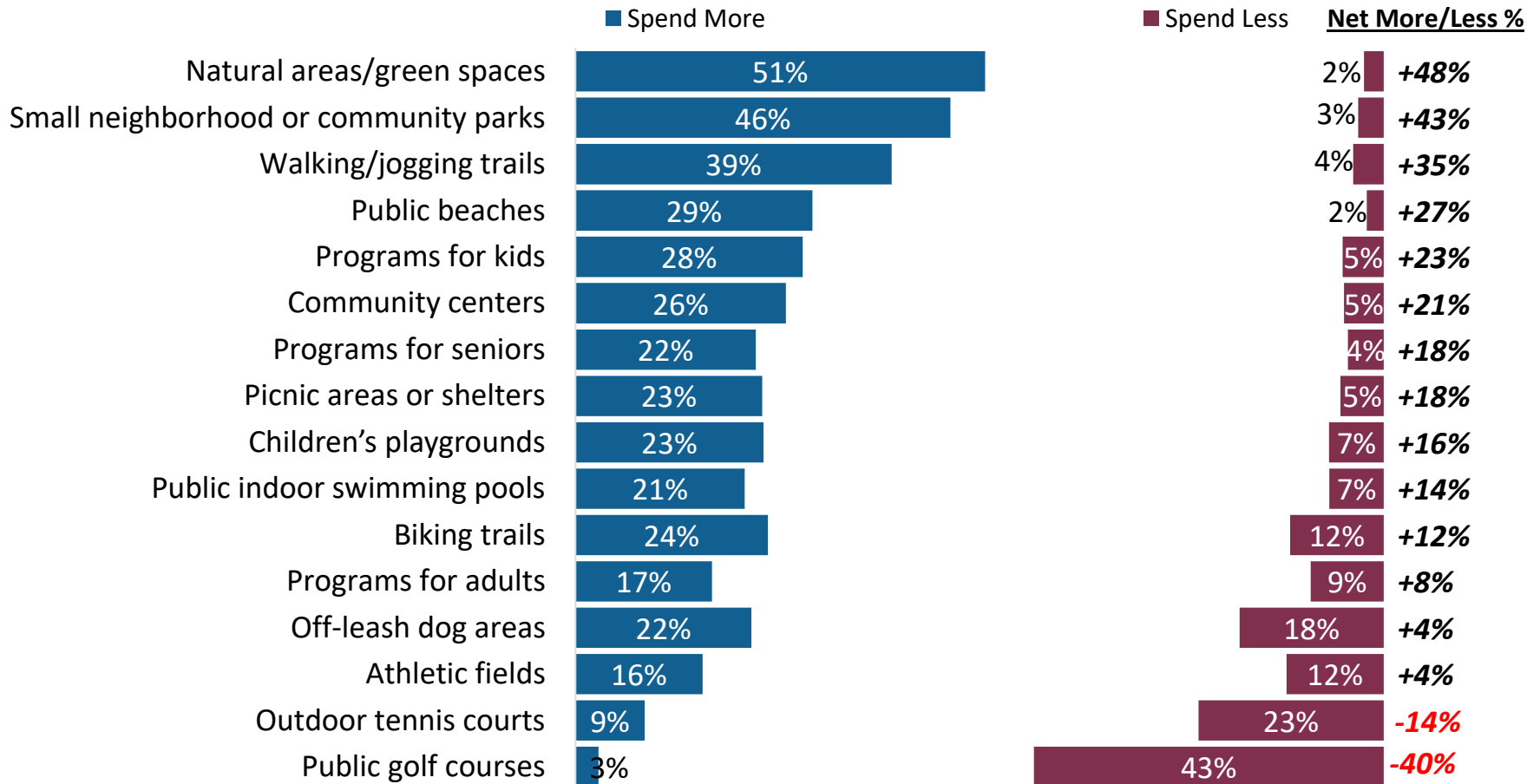
% Rated Important



15-20. Seattle Parks and Recreation must prioritize limited funding to address system needs over the next 6 to 10 years. For each of the following, please indicate how important you feel it is to fund that project or issue.

Relative Spending

Spending priorities for specific parks facilities/programs reflect overall usage patterns. A majority of residents support spending more on natural areas/green space and a plurality support spending more on neighborhood parks. Public golf courses are the only facility where there is a sizeable constituency for cutting spending.



21-36. For each of the following types of parks and recreation facilities, please indicate whether you think Seattle Parks and Recreation should spend more, spend less, or is spending the right amount on that type of park or facility.



Open Ends

Reasons for Visiting Seattle Parks (multiple responses)

Residents visit Seattle parks and recreation facilities for a variety of reasons, with general enjoyment of the outdoors and fitness leading the way. High Usage households are more likely to participate in organized activities/programs.

37. What are the main reasons you or your family visit Seattle parks and recreation facilities?	% of All	High Usage	Medium Usage	Low Usage
Enjoyment of outdoors/relaxation	72%	63%	78%	72%
Fitness/running/biking/walking	59%	58%	60%	59%
Socialize/friends & family/picnics	16%	19%	15%	14%
Hiking/forested areas/woods	14%	10%	17%	14%
Dog walking/off-leash area	9%	8%	12%	5%
Playgrounds/kids	9%	15%	8%	4%
Sports/athletics	8%	11%	8%	7%
Recreation/fun	6%	8%	5%	7%
Swimming	6%	13%	3%	2%
Classes/programs	5%	7%	5%	4%
Close by	4%	4%	5%	3%
Beach	3%	5%	2%	3%
Free/no cost	3%	4%	3%	2%

Suggestions to Increase Visitation

Safety/nuisance related concerns are the top actionable suggestion for things that would make respondents visit more often.

38. What, if anything, would make you visit more often?	% of all
External factors (weather, not enough time etc.)	16%
Improved safety	13%
Clean up the parks/clean/cleaner	6%
Increased classes/programming	5%
I already visit/visit often	5%
More dog parks	5%
More parks	4%
Proximity	4%
More/better swimming pools	4%
Reductions in homeless	3%
Leash law enforcement	3%
Get rid of drugs/drug paraphernalia	3%
More activities/events (unspecified)	3%
Better lighting	2%
Food/beverage vendors	2%
More/better parking	2%
More/better walking/running/hiking trails	2%
Easier access	2%
General better maintenance	2%
More/better sports fields/courts/areas	2%
More/better hours	2%

What Residents Want More Of

Almost half of residents did not offer a specific type of park or facility they would like to see more of. Among those offering a response, natural areas (10%) and off-leash dog parks (8%) top the list.

39. Is there any type of park or recreational facility you would like to see more of in Seattle?	% of all
None/don't know	46%
Green space/natural areas/beaches	10%
Dog parks/off-leash parks	8%
Swimming pools	6%
Trails (bike, hiking, running etc.)	5%
Sports fields/courts (basketball/baseball/soccer)	4%
Pocket parks/small neighborhood park	3%
Waterfront	2%
More parks/natural parks	1%
Bigger parks	1%
Community/recreation centers	1%
Tennis courts	1%
Community activities/programs/events	1%
Playground areas	1%
Picnic areas/tables	1%
Skate parks	1%
Safety/security/police	1%
Rock climbing	1%
Pickle ball courts	1%

Recreational Program Usage

Most residents (66%) do not currently participate in a recreational program. Of those that do, swimming-related programs top the list at 11%.

40. Thinking of the recreation programs in Seattle, is there a recreational program that you or your family currently participate in?	% of all
None/Don't know	66%
Swimming-related	11%
Swimming related	8%
Lap swimming	1%
Water exercise	1%
Youth swimming	1%
Exercise	6%
Hiking/walking/nature walks	2%
Soccer	2%
Rowing	1%
Dance related	1%
Yoga	1%
Basketball related	1%
Tennis	1%
After school programs	1%
Toddler gym	1%
Community classes/activities/programs	1%
Festivals/events	1%

Recreational Program Interest

Most residents (69%) do not give a specific recreational program they would like to see offered.

41. And are there any recreational programs that you or your family would be interested in participating in if it were offered?	% of all
None/Don't know	69%
Swimming	3%
Yoga	2%
Exercise	2%
Dance	2%
Guided tours/walks	1%
Art programs/classes/festivals	1%
Tennis	1%
Volleyball	1%
Bird watching	1%
Senior programming	1%
Pottery/ceramics	1%
Pickle Ball	1%
Tai Chi	1%
Canoe/kayak	1%
Gardening	1%
Running group/club	1%

Information Sources

A third of residents get their parks and recreation info by visiting the facilities themselves. Others refer to newspapers, the SPR website, and word of mouth.

42. What is your primary source of information about parks and recreation programs, activities and facilities in Seattle?	%
Visit/use parks	32%
Newspaper/other media	12%
Seattle Parks and Recreation website	11%
Word of mouth	11%
Internet in general	9%
Friends/family/co-workers	8%
Parks and Recreation program guide	5%
Social media in general	4%
Radio	1%
Facebook	1%
Television	1%
Twitter	0%
Other (Please specify):	3%
Don't know	3%



Summary of Findings

Summary

Most residents rate Seattle's quality of life positively and nearly all residents believe that Seattle's Parks & Recreation system is important to their quality of life.

Overall, Seattle's Parks and Recreation system gets positive (A or B) marks from nearly 4-in-5 residents.

SPR gets high marks for "meeting the needs of the neighborhood" and "maintenance and cleanliness" but lower marks for "safety." There is also a knowledge gap around SPR spending.

- Safety concerns are highest among Low Usage households, but it is not clear from the data if safety concerns have led to lower usage with this group or if the lower use has created a knowledge gap around safety at Seattle parks and recreation facilities.*
- Homelessness/camping, drugs, and illegal activities are the leading top-of-mind reasons for lower safety ratings.*
- Restroom-related issues top the list of specific maintenance and cleanliness concerns, followed by full garbage cans, drug paraphernalia, and homelessness/camping.*

Respondents believe improving existing facilities, improving maintenance, and improving safety should be SPR's top funding priorities.

By a large margin, natural areas/green space, small neighborhood parks, and walking/jogging trails are the most used by residents and consequently these are the facilities that residents are most likely to say SPR should spend more on.



Demographics

Key Household Demographics

	Overall	Usage		
	%	Low	Med	High
Own or Rent				
Own	49%	46%	47%	55%
Rent	49%	52%	51%	42%
Decline to answer	3%	3%	2%	3%
People in the HH				
1	36%	52%	33%	24%
2	37%	37%	42%	30%
3	12%	7%	13%	18%
4+	14%	5%	11%	29%
Children in HH				
None	81%	92%	85%	61%
1	9%	3%	9%	16%
2+	10%	5%	6%	23%
People w/Disability In HH				
None	90%	84%	95%	88%
1+	10%	16%	5%	12%
65+ Residents in HH				
None	75%	67%	77%	80%
1	17%	24%	13%	13%
2+	8%	8%	9%	7%

	Overall	Usage		
	%	Low	Med	High
Dog in Household				
No	74%	84%	72%	66%
Yes	25%	15%	27%	33%
Type of Dwelling				
Single-family detached	47%	38%	45%	59%
Single-family attached	5%	4%	6%	5%
Apt./condo w/ 2-4 units	6%	5%	8%	5%
Apt./condo w/ 5+ units	38%	49%	37%	28%
Other	2%	2%	2%	0%
Household Income				
Under \$25,000	10%	14%	10%	4%
\$25,000 - \$49,999	15%	18%	13%	13%
\$50,000 - \$74,999	12%	13%	13%	12%
\$75,000 - \$99,999	12%	14%	11%	13%
\$100,000 - \$149,999	15%	14%	14%	16%
\$150,000 - \$199,999	8%	4%	9%	11%
\$200,000 or more	8%	5%	8%	12%
Decline to answer	20%	18%	22%	19%

Key Respondent Demographics

	Overall	Usage		
	%	Low	Med	High
Gender				
Male	39%	38%	43%	32%
Female	58%	58%	54%	64%
Ref/Other	4%	4%	3%	4%
Age				
18-29	12%	9%	14%	13%
30-39	21%	21%	24%	17%
40-49	18%	14%	14%	30%
50-59	15%	13%	17%	15%
60-69	19%	23%	19%	15%
70+	11%	17%	10%	7%
Decline to answer	2%	2%	2%	3%
Years lived in Seattle				
Less than one year	3%	1%	3%	4%
1 to 4 years	16%	18%	17%	10%
5 to 9 years	14%	15%	13%	13%
10 to 19 years	19%	14%	18%	25%
20 years or more	49%	51%	49%	47%

	Overall	Usage		
	%	Low	Med	High
Highest Education				
High school or less/GED	2%	1%	3%	0%
AA/some college/trade	15%	16%	14%	16%
BA from a 4-year college	39%	39%	38%	39%
Graduate degree or higher	41%	38%	42%	41%
Decline to answer	4%	5%	3%	3%
Hispanic or Latino				
Yes	3%	3%	3%	3%
No	92%	90%	94%	91%
Decline to answer	5%	7%	4%	7%
Race				
White	65%	63%	68%	59%
Black/African/Afr-American	2%	1%	3%	3%
American Indian/AK Native	1%	2%	1%	0%
Asian/Pacific Islander	11%	11%	10%	14%
Other	13%	17%	11%	14%
Decline to answer	7%	6%	7%	10%

Contacts



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