



HEALTH LEADERSHIP NETWORK

**OPINION RESEARCH AND SURVEY
OF PROPERTY OWNERS**

SEPTEMBER 2009

PREPARED FOR:
HEALTH LEADERSHIP NETWORK

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INTRODUCTION

PURPOSE

This report presents the findings of a scientific survey of registered voters and high school students in Lake County (the "County") by SCI Consulting Group (SCI).

The primary purposes of the study were to:

- a. Evaluate property owners' support, desires and priorities with respect to recreational opportunities that could be provided in the County.
- b. Preliminarily measure the level of financial and volunteer support for improving recreational opportunities in the County.

The survey was mailed in late May 2009. The information item included with each survey provided an overview of the Health Leadership Network, the purpose of the survey, and instructions for completing the survey. Two nearly identical versions of the survey were mailed. One asked whether voters would be willing to pay \$25 per year to a designated fund to provide more recreational programs, and the other asked whether voters would be willing to pay \$50 per year to such a fund. It should be noted that the actual proposed rates were not independently calculated for each voter and therefore the results presented in this report do not necessarily indicate whether a proposed funding measure for recreational programs in the County would be successful.

The survey asked voters to look over a list of recreational activities and, for each age group represented in their household, to mark the three activities in which their household members would be most likely to participate. The age groups included in the survey were Pre-school, Elementary School, Teens, Adults and Seniors.

Survey results were also divided into the following areas: West Shore, including Lakeport, Finley and Kelseyville; South Shore, consisting of Clearlake; North Shore, including Upper Lake, Lucerne and Glenhaven; and Middletown, including Middletown and Hidden Valley Lake.

After a brief overview of the methodology employed in the survey, this report presents a summary of the key survey findings.

SUMMARY OF RESULTS AND RECOMMENDATION

The survey showed that, when asked to mark the recreational programs by age group that members of their household would most likely attend, some patterns emerged. Elementary School aged children seem to desire the same types of programs throughout the County, while Teens showed more differing interests depending on the area where they live.

The survey found the overall weighted support for a fund for recreational programs for the two proposed annual rates as follows:

- The \$25.00 rate received a support of 64.0%
- The \$50.00 rate received a support of 56.6%

These results show that there currently is support in the County for a fund supporting recreational programs. Although there is support for recreational programs, the affordability of the amount to be paid into the fund is a key factor, as support declined materially as the proposed rate increased from \$25.00 to \$50.00.

The survey also showed that 48.3% of the respondents said they would be willing to volunteer to support local recreational programs. The Health Leadership Network and the County may want to work to find ways to tap into this pool of potential volunteers.

Based on these results, and as described in more detail in this report, SCI recommends that if the County would like to proceed with a funding measure for recreational programs, they consider an opinion research survey offering the programs found to be the most popular in this survey, at a rate less than \$50.00 per year.

METHODOLOGY

The survey was designed to measure the level of interest in different recreational programs throughout the County, as well as in specific geographical areas. It was not designed to be a scientific survey to measure the level of financial support for a ballot proceeding, but it does give some indication regarding the interest of the community in supporting recreational programs with financial resources as well as volunteer efforts.

SAMPLE

SCI created a sample pool comprised of registered voters in the County. Next, two sub-samples were created from this pool. Each sub-sample was designed to test different levels of support of the two different annual financial commitment levels of \$25 or \$50. The two sub-samples for this research project were created using a randomized, stratified approach designed to ensure responses for each option were received from each of the designated geographic areas in the County.

In addition, 200 surveys were distributed to high school students in order to ensure the desires of County youth would be included in the results.

DATA COLLECTION METHOD

Surveys were designed as a mail-based survey. In May 2009, 4,000 surveys were mailed to registered voters within the County. The survey included general information about the Health Leadership Network and a questionnaire with an enclosed postage-paid return envelope.

About 560 surveys have been received from those mailed, representing a response rate of approximately 14%. Another 105 surveys were received from those distributed to High School students. Based on SCI's experience with other similar projects, this quantity of responses is sufficient to provide an accurate measure of the level of interest in the recreational programs presented.

MARGIN OF ERROR

The margin of error measures how close the survey results are to the results that would have been obtained if everyone in the sampling pool had answered the survey. The overall statistical margin of error for the results presented in this report is about 3.76%. This margin of error means that there is a 95% certainty that the actual levels of support in the District are $\pm 3.76\%$ from the results presented in this report.

SURVEY FINDINGS

RECREATIONAL PROGRAM RANKINGS BY AGE GROUP

First, the survey asked respondents to consider the age group of the members of their household, and to mark the three recreational programs in which members of their household in each age group would be most likely to participate. The complete description of each activity, as listed on the survey, is shown in Appendix A.

Although the survey asked respondents to mark the top three choices for each age group, the top five responses for each age group are shown on the charts below. Charts showing the percent of people interested in each activity in each geographical area are shown in Appendix B.

OVERALL RECREATIONAL PRIORITIES BY AGE GROUP

The chart below shows the priorities by age group. Some activities, such as gymnastics, sports leagues, swimming and music seem to appeal more to younger age groups. Other programs, such as physical skill building, aerobics/physical fitness, outdoor activities and dance seem to appeal more to the older age groups. Other programs, such as skateboarding and trips to events, did not score as top priorities for any of the age groups.

FIGURE 1 – OVERALL RECREATIONAL PRIORITIES BY AGE GROUP

| Activity | Elementary | | | | |
|---------------------------|------------|--------|-------|--------|---------|
| | Pre-School | School | Teens | Adults | Seniors |
| Gymnastics | 4 | 4 | | | |
| Supervised play | 2 | | | | |
| Physical skill building | | | | 5 | 1 |
| Aerobics/physical fitness | | | | 2 | 2 |
| Martial arts | | | 5 | | |
| Sports leagues | | 1 | 2 | | |
| Summer day camp | | 5 | | | |
| Arts & crafts | 5 | | | | |
| Art classes | | | | | 3 |
| Water safety | 3 | | | | |
| Water activities | | | 3 | 3 | |
| Swimming | 1 | 2 | | | |
| Outdoor activities | | | 4 | 1 | 5 |
| Trips | | | | | |
| Skateboarding | | | | | |
| Dance | | | | 4 | 4 |
| Music | | 3 | 1 | | |

RECREATIONAL PRIORITIES BY AREA FOR PRE-SCHOOL

As shown in the chart below, all four geographic areas had similar priorities for pre-school recreation, with swimming coming out as the most popular in all areas and supervised play the second most popular in three of the four areas. Water safety and gymnastics also scored highly in all areas. Music is of more interest in South Shore and Middletown than in other areas, and summer day camp is of more interest in North Shore than the other areas.

FIGURE 2 – RECREATIONAL PRIORITIES BY AREA FOR PRE-SCHOOL

| Activity | West Shore | South Shore | North Shore | Middletown | Overall |
|---------------------------|------------|-------------|-------------|------------|---------|
| Gymnastics | 4 | 4 | 5 (tie) | 2 | 4 |
| Supervised play | 2 | 2 | 2 | | 2 |
| Physical skill building | | | | | |
| Aerobics/physical fitness | | | | | |
| Martial arts | | | | | |
| Sports leagues | | | | | |
| Summer day camp | | | 4 | | |
| Arts & crafts | 5 | | 3 | 5 | 5 |
| Art classes | | | | | |
| Water safety | 3 | 3 | 5 (tie) | 4 | 3 |
| Water activities | | | | | |
| Swimming | 1 | 1 | 1 | 1 | 1 |
| Outdoor activities | | | | | |
| Trips | | | | | |
| Skateboarding | | | | | |
| Dance | | | | | |
| Music | | 5 | | 3 | |

RECREATIONAL PRIORITIES BY AREA FOR ELEMENTARY SCHOOL

Sports leagues, swimming, and music were the most desired in most areas for Elementary School children, followed by gymnastics and summer day camp. West Shore residents are more interested in water safety than those in other areas, and North Shore residents are more interested in martial arts.

FIGURE 3 – RECREATIONAL PRIORITIES BY AREA FOR ELEMENTARY SCHOOL

| Activity | West Shore | South Shore | North Shore | Middletown | Overall |
|---------------------------|------------|-------------|-------------|------------|---------|
| Gymnastics | 3 | 5 | | 1 | 4 |
| Supervised play | | | | | |
| Physical skill building | | | | | |
| Aerobics/physical fitness | | | | | |
| Martial arts | | | 5 | | |
| Sports leagues | 1 | 1 | 1 | 3 | 1 |
| Summer day camp | | 4 | 4 | 2 | 5 |
| Arts & crafts | | | | | |
| Art classes | | | | | |
| Water safety | 5 | | | | |
| Water activities | | | | | |
| Swimming | 2 | 2 | 2 | 4 | 2 |
| Outdoor activities | | | | | |
| Trips | | | | | |
| Skateboarding | | | | | |
| Dance | | | | | |
| Music | 4 | 3 | 3 | 5 | 3 |

RECREATIONAL PRIORITIES BY AREA FOR TEENS

As shown in the figure below, teens are primarily interested in music, sports leagues, and water activities. Teens in West Shore are more interested in dance than those in other areas, and teens in North Shore are more interested in skateboarding.

FIGURE 4 – RECREATIONAL PRIORITIES BY AREA FOR TEENS

| Activity | West Shore | South Shore | North Shore | Middletown | Overall |
|---------------------------|------------|-------------|-------------|------------|---------|
| Gymnastics | | | | | |
| Supervised play | | | | | |
| Physical skill building | | | | | |
| Aerobics/physical fitness | | | | | |
| Martial arts | | 5 | 3 | | 5 |
| Sports leagues | 1 | 2 | | 3 | 2 |
| Summer day camp | | | | | |
| Arts & crafts | | | | | |
| Art classes | | | | | |
| Water safety | | | | | |
| Water activities | 4 | 3 | 1 | 4 | 3 |
| Swimming | | | 5 | | |
| Outdoor activities | 3 | 4 | | 5 | 4 |
| Trips | | | | 2 | |
| Skateboarding | | | 4 | | |
| Dance | 5 | | | | |
| Music | 2 | 1 | 2 | 1 | 1 |

RECREATIONAL PRIORITIES BY AREA FOR ADULTS

Adults in all areas are interested in outdoor activities, aerobics/physical fitness, and water activities. Adults in South Shore are less interested in dance than those in other areas, and adults in Middletown are less interested in physical skill building than those in other areas.

FIGURE 5 – RECREATIONAL PRIORITIES BY AREA FOR ADULTS

| Activity | West Shore | South Shore | North Shore | Middletown | Overall |
|---------------------------|------------|-------------|-------------|------------|---------|
| Gymnastics | | | | | |
| Supervised play | | | | | |
| Physical skill building | 5 | 5 | 5(tie) | | 5 |
| Aerobics/physical fitness | 2 | 1 | 4 | 2 | 2 |
| Martial arts | | | | | |
| Sports leagues | | | | | |
| Summer day camp | | | | | |
| Arts & crafts | | | | | |
| Art classes | | 4 | 5(tie) | 4 | |
| Water safety | | | | | |
| Water activities | 4 | 2 | 2 | 5 | 3 |
| Swimming | | | | | |
| Outdoor activities | 1 | 3 | 1 | 1 | 1 |
| Trips | | | | | |
| Skateboarding | | | | | |
| Dance | 3 | | 3 | 3 | 4 |
| Music | | | | | |

RECREATIONAL PRIORITIES BY AREA FOR SENIORS

Seniors in all areas are interested in physical skill building, aerobics/physical fitness, art classes and dance. Seniors in South Shore and North Shore are more interested in arts and crafts and less interested in outdoor activities than those in other areas.

FIGURE 6 – RECREATIONAL PRIORITIES BY AREA FOR SENIORS

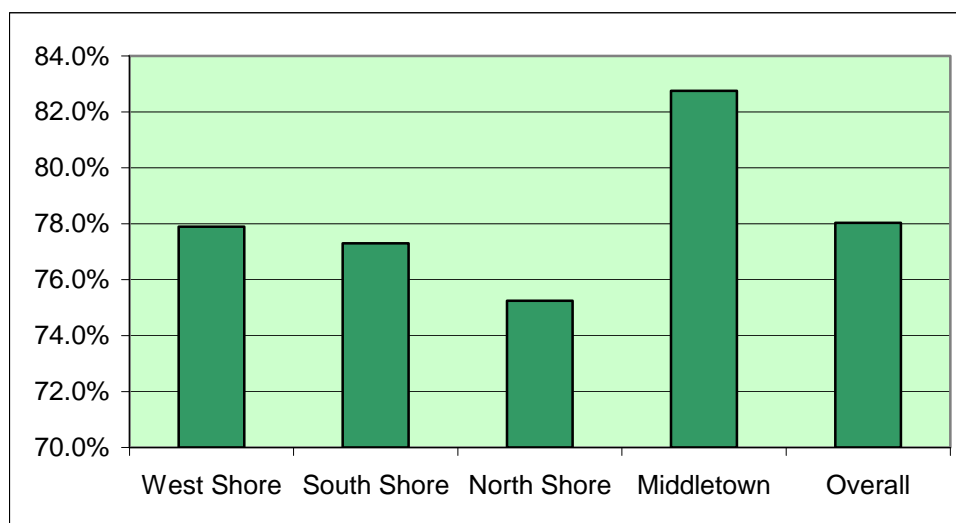
| Activity | West Shore | South Shore | North Shore | Middletown | Overall |
|---------------------------|------------|-------------|-------------|------------|---------|
| Gymnastics | | | | | |
| Supervised play | | | | | |
| Physical skill building | 1 | 1 | 1 | 1 | 1 |
| Aerobics/physical fitness | 2 | 2 | 4 | 2 | 2 |
| Martial arts | | | | | |
| Sports leagues | | | | | |
| Summer day camp | | | | | |
| Arts & crafts | | 5 | 5 | | |
| Art classes | 3 | 3 | 2 | 3 | 3 |
| Water safety | | | | | |
| Water activities | | | | | |
| Swimming | | | | | |
| Outdoor activities | 5 | | | 5 | 5 |
| Trips | | | | | |
| Skateboarding | | | | | |
| Dance | 4 | 4 | 3 | 4 | 4 |
| Music | | | | | |

Additional Survey Questions

After the survey responders made their choices from the list of activities, they were asked three additional questions.

The first of these was, "Would you be willing to pay for programs used by your household members?" 78% of the respondents said Yes to this question, and 22% said No. Those in Middletown were somewhat more likely to answer Yes to this question than those in other areas, and those in North Shore were more likely to say No. Below is a chart that shows the response by area:

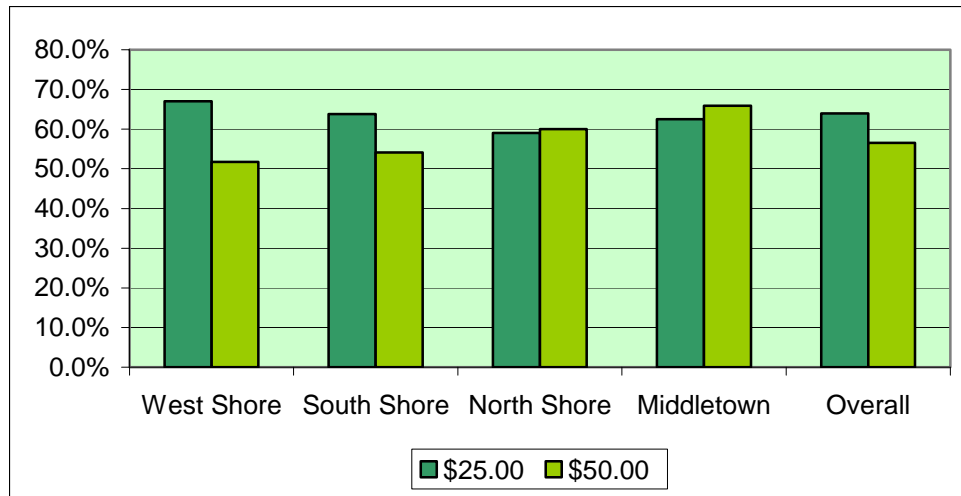
FIGURE 7 – RESPONSE BY AREA OF PEOPLE WILLING TO PAY FOR PROGRAMS



The next question was, "Would you be willing to pay ____ per year to a designated recreation fund to provide more recreational programs in your area?" Half of the surveys were printed with \$25.00 in the space above, and half were printed with \$50.00.

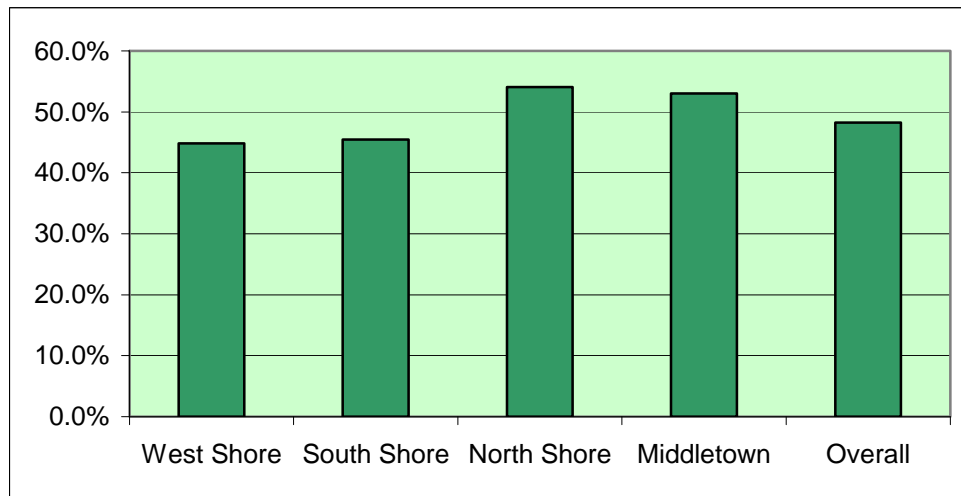
As shown in the chart below, overall, 64% of the respondents answered Yes when presented with a survey asking for \$25.00, and 56.6% said Yes when the survey said \$50.00. This result shows there may be support for a funding measure for recreational programs, but there is some price sensitivity. Residents in North Shore may be less willing to pay for recreational programs than those in other areas.

FIGURE 8 – RESPONSE BY AREA OF PEOPLE WILLING TO PAY \$25 OR \$50 FOR A RECREATIONAL FUND



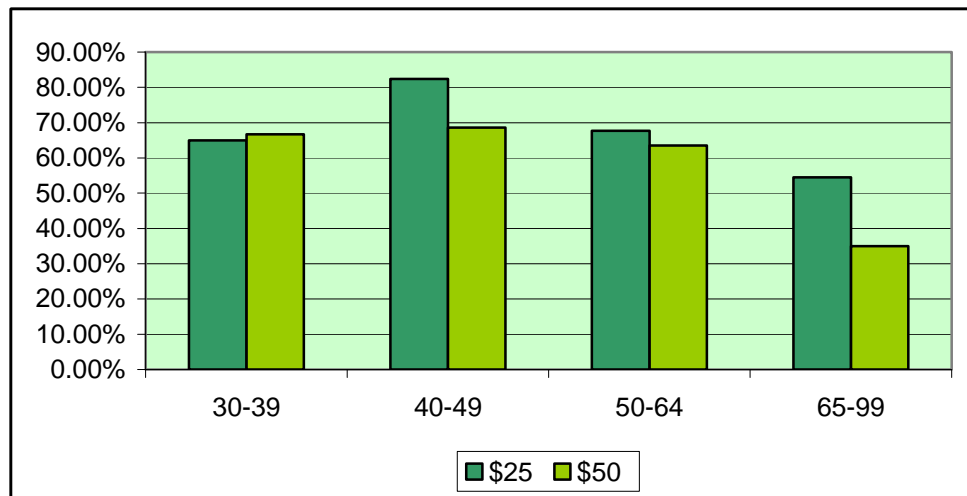
The last question was, “Would you be willing to volunteer your time to support local recreation programs?” Overall, 48.3% of the respondents were willing to volunteer their time, with residents of North Shore and Middletown being more inclined to say Yes to this question than those in other areas.

FIGURE 9 – RESPONSE BY AREA OF PEOPLE WILLING TO VOLUNTEER



The figure below presents an analysis of levels of support from registered voters by age groupings. This data demonstrates that support for the proposed funding measure is highest in the 40 to 49 age group and lowest in the 65-99 age group. The 40-49 and 65-99 age groups may also be more sensitive to changes in price than the other groups.

FIGURE 10 – SUPPORT BY RATE AND AGE



COMMENTS AND OTHER FINDINGS

The survey included a section for respondents to indicate their other opinions and feedback regarding the proposed funding measures. On the following two pages is a compilation of these comments.

FIGURE 11 – COMMENTS RECEIVED FROM “YES” SURVEY RESPONDENTS

| <u>Number of Comments</u> | <u>Comments</u> |
|---------------------------|--|
| 10 | Other ideas: Board/card games, spirituality for kids, gym/fitness center, science enrichment, water aerobics, walking trails, safe place to walk/bike, waterskiing, self defense against kidnappers/sex offenders. |
| 9 | I would not be able to volunteer my time. |
| 7 | I strongly support having these activities. |
| 5 | I might be willing to volunteer my time. |
| 4 | I would be willing to pay for programs used by my household members at a reasonable rate. |
| 4 | I would pay for programs used by my household if the price is reasonable. |
| 3 | Include programs for people with injuries/disabilities. |
| 3 | I am already a volunteer. |
| 2 | I would enjoy being able to participate in strength/flexibility/stretching/balance. |
| 2 | I would enjoy being able to participate in sailing/kayaking/canoeing/scuba diving. |
| 2 | I would enjoy being able to participate in hiking/mountain biking/bird watching/horseback riding. |
| 2 | I might pay for programs used by my household members. |
| 2 | I would like to take swimming classes in a clean pool/A pool in Lake County would be great. |
| 2 | Some of these programs are already offered. |
| 1 | It's hard to pick just three things. |
| 1 | My kids would want to participate in Skateboarding. |
| 1 | Programs should be open to everyone. |
| 1 | We have a problem keeping lifeguards in our county. |
| 1 | Where these are located is important so I don't have to drive out of town. |
| 1 | I would really like dance classes. |
| 1 | I would like to take art classes. |
| 1 | Bus trips to concerts or tours for adults would be a good idea. |
| 1 | I ran recreation programs for low-income children and taught swimming lessons for 8 years. |
| 1 | It would be neat to have a full music program for the community to enjoy. |
| 1 | I do not want to pay a fee to enjoy hiking and horseback riding. |
| 1 | A safe place to run or bike ride would be greatly appreciated. |
| 1 | Let's utilize our rural county for outdoor activities. |

FIGURE 12 – COMMENTS RECEIVED FROM “NO” SURVEY RESPONDENTS

| <u>Number of Comments</u> | <u>Comments</u> |
|-------------------------------|--|
| 7 | I cannot afford to pay money for this. |
| 4 | I already pay too much in taxes. |
| 4 | I am disabled/I would not benefit from this. |
| 2 | More activities like this would be great. |
| 2 | We would be willing to pay if it's a reasonable price. |
| 2 | I am on a fixed income. |
| 1 | Would like to see more free and low cost recreation activities for youth and adults. |
| 1 | I might be able to volunteer. |
| 1 | I might be able to pay \$25.00 a year. |
| 1 | We need more campgrounds. |
| 1 | It depends on how the funds will be managed. |
| 1 | As an ex-county employee, I know how the money will be wasted. |
| 1 | We need safe walking areas. |
| 1 | Have public tennis courts. |
| 1 | I would like to learn a foreign language. |
| 1 | Use existing funds to pay for this. |
| 1 | Have year round organized activities for young people around the lake. |
| 1 | I would be interested in swimming. |
| 1 | I might be willing to pay a little for programs used by my household members. |
| 1 | All of these activities should be done through school. |
| 1 | I would rather the county repair the roads. |
| 1 | Recreation is not a function of county, state or federal money. Stop wasting tax dollars. |
| 1 | I do not want to travel north for these activities. |
| 1 | I have a licensed day care facility that teaches children to grow food, create recipes, cook, etc. |

RECOMMENDATIONS

The survey respondent pool included registered voters throughout the county, as well as high school students. This survey found that voters are interested in various recreational programs, and they may be willing to pay an amount less than \$50 to support recreational programs in the area. Now that this survey has established the recreational programs that are most desired by members of the community, if the county or another entity desires to go forward with a funding measure, the results of this survey could be used to craft a suite of proposed services that would best fit the desires of the community.

SCI makes the following additional recommendations:

1) Some Types of Programs Are More Highly Desired Than Others.

This survey shows that the most desired recreational programs vary by age group. However, there are some programs, such as trips to events and skateboarding that did not score in the top five programs for any age group, and there are other programs such as sports leagues, outdoor activities and water activities that scored well among two or more age groups. Therefore, these results could be used to help craft a suite of activities that would appeal to a broad range of community members.

2) Respondents Are Supportive of Recreational Programs.

The survey findings indicate that registered voters and high school students in the county are interested in a wide range of recreational programs. It appears that voters may be willing to pay up to \$50 per year to support these programs.

3) Education and Outreach Recommendations.

An educational outreach and informational messaging approach is highly recommended to build community support. Many people say they are willing to volunteer to help recreational programs in their area, so it may be possible to draw from this volunteer pool to help educate the community about the importance of recreational programs and increased physical fitness.

APPENDIX A – ACTIVITIES AS LISTED ON THE SURVEY

1. Gymnastics Classes
2. Supervised Play
3. Physical skill building classes (strength/flexibility/stretching/balance)
4. Aerobics/physical fitness classes
5. Martial arts classes (karate/taekwando/judo)
6. Sports leagues (Little League/baseball/softball/soccer/volleyball/tennis/basketball)
7. Summer day camp
8. Arts and crafts
9. Art classes (painting/sculpture/pottery/drawing)
10. Water safety classes
11. Water activities (sailing/kayaking/canoeing/scuba diving)
12. Swimming classes
13. Outdoor activities (hiking/mountain biking/bird watching/horseback riding)
14. Trips (Major sporting events/snow skiing/concerts)
15. Skateboarding
16. Dance classes (ballroom/salsa/hip hop/folk/ballet/contemporary)
17. Music classes (Instrumental/singing/music appreciation)

APPENDIX B – RANKING OF ALL ACTIVITIES BY AGE GROUP AND AREA

Below are the charts showing the percentage of people interested in each activity listed on the survey, by age group and by area.

FIGURE 13 – PRIORITY RANKING FOR ALL PROGRAMS FOR PRE-SCHOOL

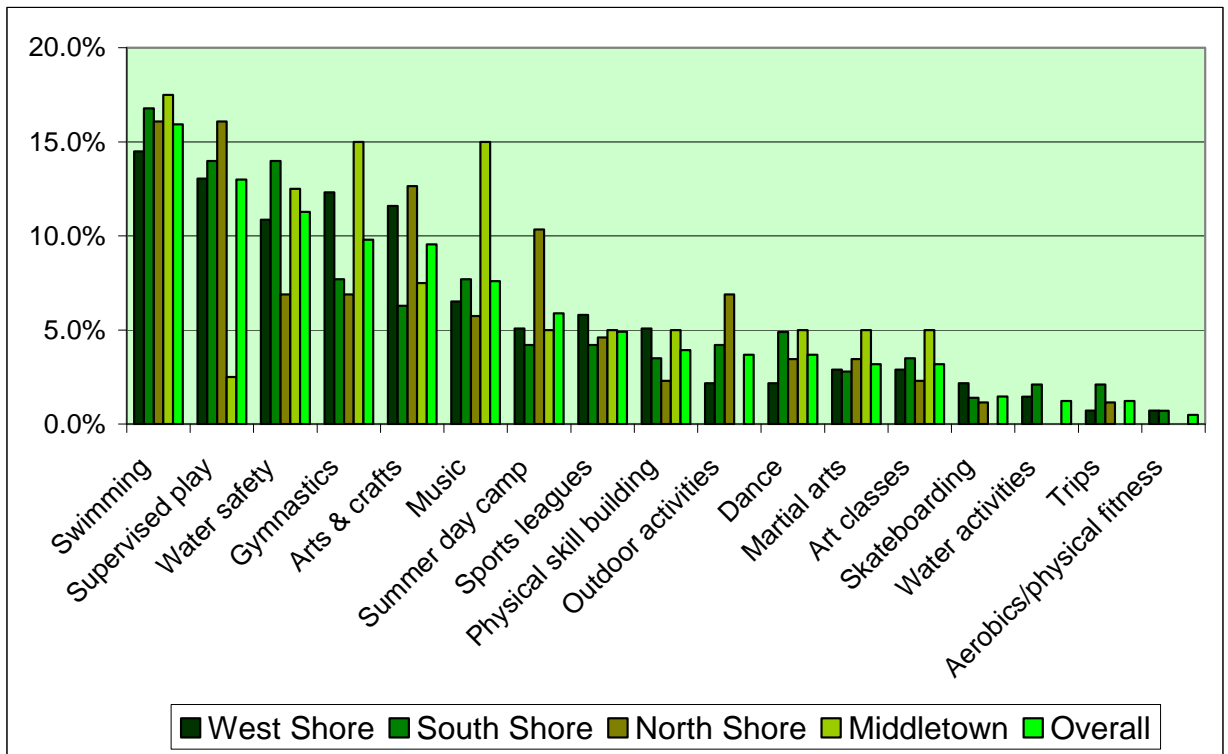


FIGURE 14 – PRIORITY RANKING FOR ALL PROGRAMS FOR ELEMENTARY SCHOOL

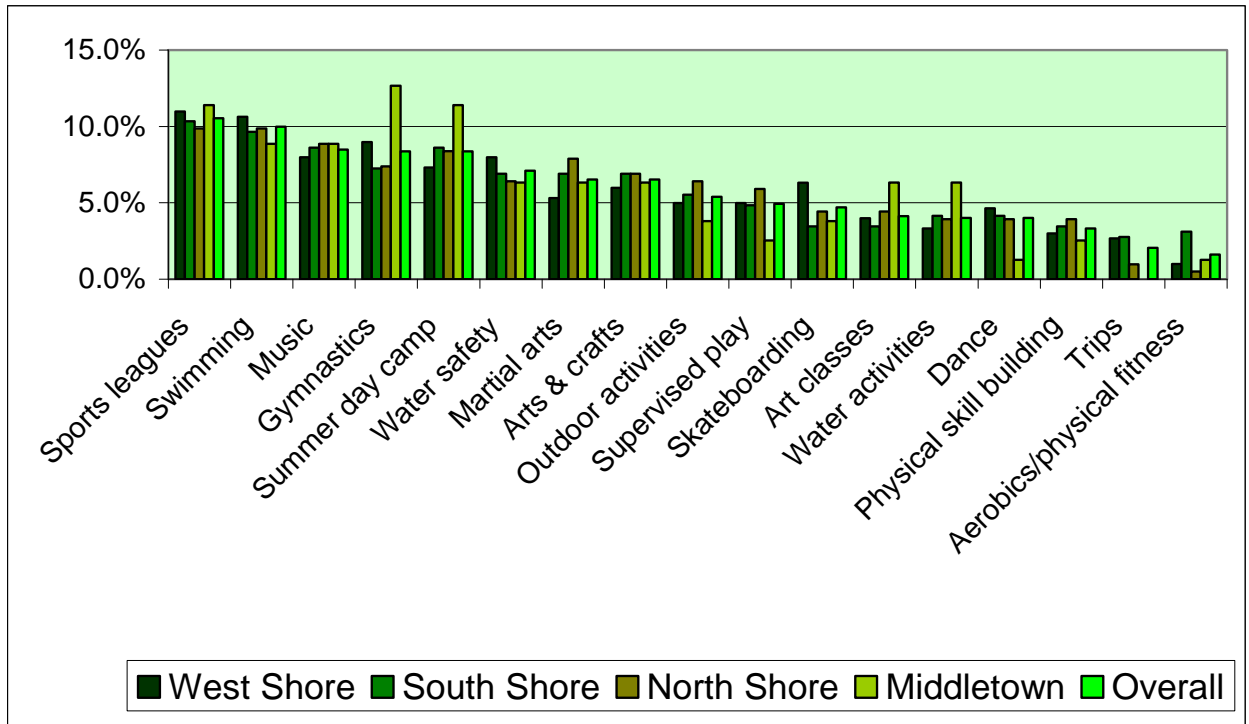


FIGURE 15 – PRIORITY RANKING FOR ALL PROGRAMS FOR TEENS

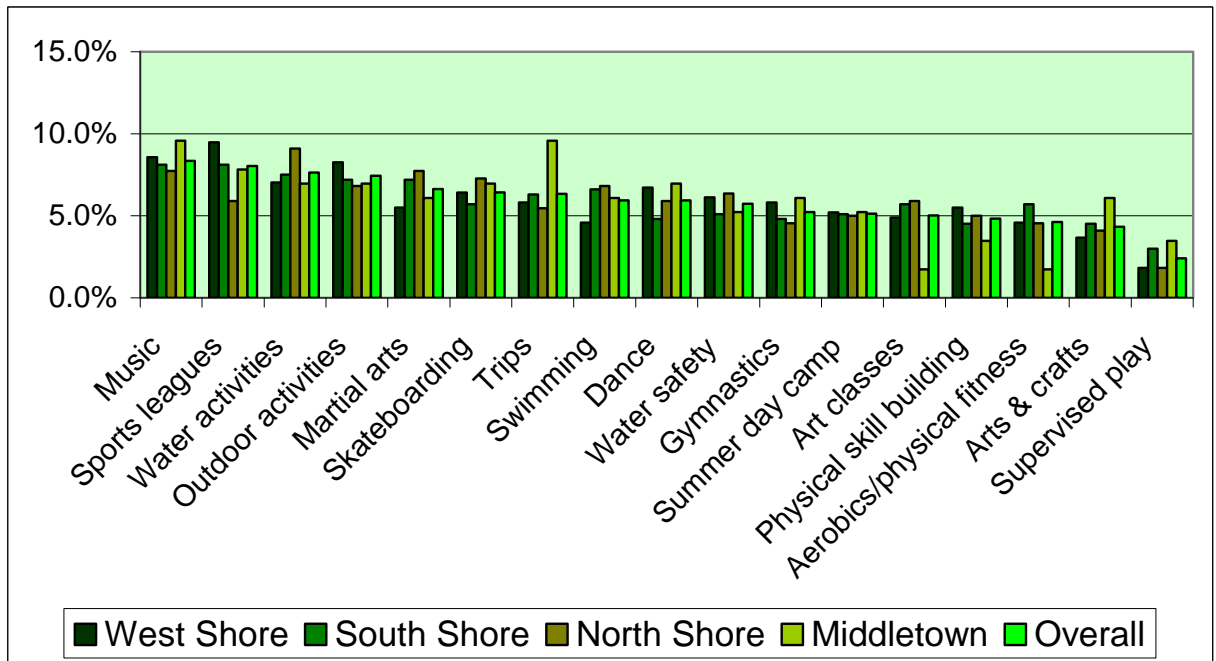


FIGURE 16 – PRIORITY RANKING FOR ALL PROGRAMS FOR ADULTS

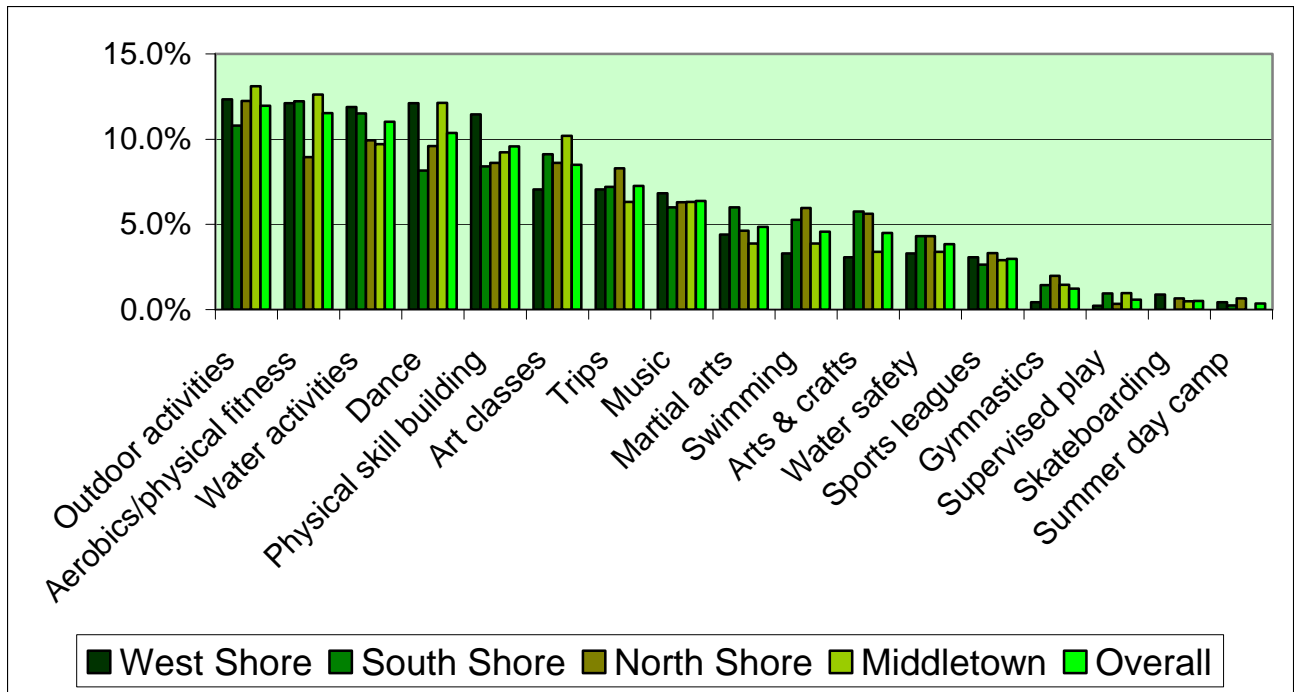


FIGURE 17 – PRIORITY RANKING FOR ALL PROGRAMS FOR SENIORS

