

CUMULATIVE SURVEY RESULTS

PROJECT 3600902

RAYMOND TURCO & ASSOCIATES

JUNE 2004

MY NAME IS _____ AND I'M WITH RAYMAR RESEARCH. OUR FIRM IS CONDUCTING A SURVEY ON ISSUES THAT AFFECT YOUR COMMUNITY. MY QUESTIONS SHOULD ONLY TAKE ABOUT 10 MINUTES, AND YOUR RESPONSES WILL BE CONFIDENTIAL. WOULD YOU CARE TO PARTICIPATE?

AREA	AREA I22%
	AREA II38%
	AREA III23%
	AREA IV17%
SEX	MALE47%
	FEMALE53%

1. FIRST, HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE QUALITY OF PARKS AND RECREATION IN HURST?

VERY SATISFIED51%
SATISFIED45%
DISSATISFIED1%
VERY DISSATISFIED0%
NO OPINION3%

2. AND HOW LONG HAVE YOU LIVED IN THE CITY?

UNDER 1 YEAR4%
1 - 3 YEARS15%
4 - 7 YEARS17%
8 - 10 YEARS9%
10 - 20 YEARS17%
OVER 20 YEARS39%
REFUSE TO ANSWER0%

3. PLEASE TELL ME HOW SATISFIED OR DISSATISFIED YOU ARE WITH RECREATIONAL SERVICES PROVIDED BY HURST FOR PEOPLE IN THE FOLLOWING AGE GROUPS . .

	VS	S	D	VD	NO
A) YOUNG CHILDREN (UNDER AGE 6)	28%	39%	1%	0%	32%
B) CHILDREN, AGES 6 - 12	23%	42%	2%	0%	32%
C) CHILDREN, AGES 13 - 18	18%	36%	5%	0%	41%
D) ADULTS, AGES 19 - 45	24%	49%	5%	0%	22%
E) ADULTS, AGES 46 - 65	23%	46%	3%	0%	28%
F) ADULTS OVER THE AGE OF 65	19%	36%	4%	1%	41%

4. IN YOUR PART OF TOWN, WHAT ONE RECREATIONAL FACILITY WOULD YOU SAY THE CITY IS LACKING?
 Pool/water park/natatorium (19%), recreation center/gym (19%), multi-use trails (19%), parks/picnic areas/restrooms (6%)

5. AND WHAT ONE ACTIVITY OR PROGRAM WOULD YOU LIKE TO SEE HURST'S PARKS AND RECREATION DEPARTMENT OFFER?
 Senior/disabled activities (14%), swimming-related/competitive swim (9%),

arts/crafts/music (8%), entertainment-related (8%)

6. IN THE PAST 12 MONTHS, HAVE YOU OR ANYONE IN YOUR HOUSEHOLD				
	YES	NO	DON'T	REM
A) VISITED OR USED A MUNICIPAL PARK OR PARK FACILITY	83%	17%	0%	
B) VISITED OR USED A MUNICIPAL ATHLETIC FIELD	40%	59%	0%	
C) PARTICIPATED IN A YOUTH ATHLETIC LEAGUE	18%	82%	0%	
D) PARTICIPATED IN AN ADULT ATHLETIC LEAGUE	8%	92%	0%	
E) PARTICIPATED IN ANY CLASS OR PROGRAM OFFERED BY THE HURST PARKS AND RECREATION DEPT.	31%	69%	0%	
F) VISITED THE CITY RECREATION CENTER	66%	34%	0%	
G) USED A MUNICIPAL HIKE AND BIKE TRAIL	32%	68%	0%	
H) UTILIZED A MUNICIPAL FACILITY FOR A MEETING	14%	85%	0%	
I) USED A MUNICIPAL TENNIS COURT	15%	85%	0%	
J) VISITED THE CITY AQUATIC CENTER	50%	50%	0%	
K) VISITED A CITY PARK PAVILION	50%	49%	1%	
L) VISITED A CITY PLAYGROUND	63%	37%	0%	

7. THE CITY IS CURRENTLY IN THE PROCESS OF UPDATING ITS MASTER DEVELOPMENT PLAN FOR ITS PARK AND RECREATION SYSTEM. WHEN COMPLETED, THE PLAN WOULD MAKE RECOMMENDATIONS FOR ADDITIONAL FACILITIES AND OTHER SERVICES. PLEASE TELL ME HOW IMPORTANT OR UNIMPORTANT YOU THINK IT WOULD BE TO EITHER BUILD OR CONSTRUCT ADDITIONAL _____ IN HURST?

	VI	I	U	VU	NO
A) BASEBALL FIELDS	10%	36%	33%	10%	11%
B) ADULT SOFTBALL FIELDS	6%	31%	41%	8%	13%
C) YOUTH SOFTBALL FIELDS	9%	43%	29%	7%	11%
D) SOCCER FIELDS	10%	40%	33%	6%	11%
E) TENNIS COURTS	8%	38%	37%	5%	13%
F) FOOTBALL FIELDS	6%	35%	38%	7%	14%
G) VOLLEYBALL COURTS	9%	50%	25%	5%	13%
H) BASKETBALL COURTS	9%	50%	25%	4%	11%
I) HORSESHOE PITS	7%	36%	38%	7%	12%
J) DISC GOLF COURSE	9%	37%	32%	7%	15%
K) JOGGING/BIKING TRAILS	22%	56%	15%	3%	5%
L) RENTAL PICNIC/REUNION PAVILIONS	14%	51%	24%	4%	7%
M) IN-LINE HOCKEY RINK	9%	38%	33%	9%	11%
N) EXERCISE STATIONS ALONG TRAILS	10%	51%	24%	5%	9%
O) RACQUETBALL OR HANDBALL COURTS	10%	40%	36%	6%	8%
P) PLAYGROUNDS	17%	54%	21%	4%	5%
Q) PICNIC TABLES	17%	56%	18%	4%	5%
R) NATATORIUM	22%	42%	25%	4%	8%
S) AMPHITHEATER	13%	48%	27%	5%	7%
T) DOG PARK	16%	37%	34%	8%	6%
U) NATURAL HABITAT/NATURE AREAS	19%	52%	21%	3%	4%
V) GYMNASIUMS	11%	48%	30%	4%	7%
W) SHUFFLEBOARD COURTS	5%	33%	44%	9%	9%
X) BIRD WATCHING FACILITIES	9%	38%	38%	9%	7%
Y) RECREATION CENTER	17%	47%	28%	4%	5%
Z) MEETING SPACE	7%	41%	37%	7%	8%
AA) PARK RESTROOMS	31%	50%	13%	2%	5%
AB) BMX BICYCLE COURSE	6%	39%	40%	8%	7%
AC) SKATEBOARD PARK	9%	44%	34%	7%	6%
AD) INDOOR ARCHERY RANGE	7%	33%	41%	10%	9%

8. FROM THE LIST I JUST READ, WHAT WOULD YOU CONSIDER TO BE THE MOST IMPORTANT RECREATIONAL FACILITY TO CONSTRUCT?

Natatorium (14%), jogging/biking trails (14%), recreation center (9%), park restrooms (7%), dog park (6%), playgrounds (6%)

9. USING A SCALE OF EXCELLENT, GOOD, FAIR OR POOR, AND BASED ON WHATEVER IMPRESSIONS YOU MAY HAVE, HOW WOULD YOU RATE HURST IN TERMS OF . . .

	E	G	F	P	NO
A) THE NUMBER OF PARKS IN THE CITY	44%	44%	10%	0%	1%
B) HAVING PARKS CONVENIENTLY LOCATED FOR PEOPLE IN ALL AREAS	38%	44%	12%	2%	4%
C) THE OVERALL QUALITY OF CITY PARKS	41%	49%	8%	0%	1%
D) THE OVERALL SAFETY OF CITY PARKS	35%	49%	9%	1%	5%
E) THE MAINTENANCE OF CITY PARKS	38%	52%	7%	1%	2%
F) THE VARIETY OF RECREATIONAL FACILITIES WITHIN PARKS	22%	51%	20%	3%	5%
G) THE NUMBER OF ATHLETIC FIELDS IN THE CITY	24%	49%	11%	1%	15%
H) HAVING ATHLETIC FIELDS CONVENIENTLY LOCATED FOR PEOPLE IN ALL AREAS	23%	50%	10%	3%	14%
I) THE OVERALL QUALITY OF CITY ATHLETIC FIELDS	31%	49%	5%	1%	14%
J) THE MAINTENANCE OF CITY ATHLETIC FIELDS	29%	50%	5%	0%	15%
K) THE NUMBER OF PRACTICE FIELDS IN THE CITY	14%	36%	13%	5%	32%
L) HAVING PRACTICE FIELDS CONVENIENTLY LOCATED FOR PEOPLE IN ALL AREAS	13%	38%	14%	5%	31%
M) THE OVERALL QUALITY OF PRACTICE FIELDS	14%	40%	9%	4%	33%
N) THE OVERALL SAFETY OF PRACTICE FIELDS	16%	41%	8%	2%	34%
O) THE OVERALL QUALITY OF THE RECREATION CENTER	37%	47%	5%	1%	10%
P) THE VARIETY OF CLASSES AND PROGRAMS OFFERED BY THE PARKS & RECREATION DEPARTMENT	34%	47%	8%	1%	10%
Q) THE OVERALL QUALITY OF PARKS & RECREATION CLASSES AND PROGRAMS	28%	47%	8%	1%	17%
R) THE AMOUNT OF HIKE AND BIKE TRAILS IN CITY	6%	31%	22%	11%	30%
S) HAVING HIKE AND BIKE TRAILS CONVENIENTLY LOCATED FOR PEOPLE IN ALL AREAS	6%	29%	21%	12%	31%
T) THE OVERALL QUALITY OF HIKE AND BIKE TRAILS IN THE CITY	8%	36%	16%	6%	34%
U) THE OVERALL QUALITY OF PLAYGROUNDS IN CITY	23%	56%	11%	1%	9%
V) THE NUMBER OF CITY TENNIS COURTS	12%	38%	14%	4%	32%
W) THE OVERALL QUALITY OF CITY TENNIS CTS	13%	43%	10%	1%	32%
X) THE OVERALL QUALITY OF THE AQUATIC CENTER	33%	43%	6%	2%	17%
Y) THE OVERALL SAFETY OF THE AQUATIC CENTER	32%	44%	4%	1%	19%

10. THE PARKS AND RECREATION DEPARTMENT IS FUNDED BY VARIOUS SOURCES, INCLUDING THE TAXES AND FEES YOU PAY AS A RESIDENT OF HURST PAYS. BASED ON YOUR EXPERIENCE TO DATE, WOULD YOU SAY THAT FOR THE MONEY YOU PAY, THE SERVICES THEY PROVIDE ARE A

GREAT VALUE41%
GOOD VALUE44%
FAIR VALUE12%
POOR VALUE2%
NO OPINION1%

11. PLEASE TELL ME WHICH CITY PARKS YOU GENERALLY VISIT? (PROBE: ANY

OTHERS?)

Chisholm (62%), Central (24%), Redbud (11%), Hurst Community (11%)

12. THESE NEXT STATEMENTS DEAL WITH BEAUTIFICATION EFFORTS IN THE CITY. HOW STRONGLY DO YOU AGREE OR DISAGREE WITH EACH . . .

	SA	A	D	SD	NO
A) I AM SATISFIED WITH HOW STREETS AND INTERSECTIONS ARE LANDSCAPED IN HURST	13%	64%	18%	3%	2%
B) I BELIEVE THE CITY SHOULD PLANT MORE TREES AND LANDSCAPING ALONG STREETS AND INTERSECTIONS	13%	49%	34%	1%	3%
C) I DO NOT BELIEVE THAT LANDSCAPING CITY STREETS AND INTERSECTIONS IS ALL THAT IMPORTANT	2%	25%	64%	7%	1%
D) I WOULD LIKE TO SEE MORE PUBLIC ART IN HURST	6%	48%	33%	4%	9%
E) IMPROVED LANDSCAPING OF CITY STREETS WILL HELP TO IMPROVE OUR CITY IMAGE	16%	68%	14%	0%	2%
F) I SUPPORT THE CITY DEVELOPING "GATEWAYS TO THE CITY" SO THAT PEOPLE KNOW THEY ARE COMING INTO HURST	15%	64%	16%	1%	5%

13. HOW LIKELY OR UNLIKELY WOULD YOU OR A MEMBER OF YOUR FAMILY BE TO UTILIZE THE FOLLOWING FACILITIES IF AVAILABLE IN HURST?

	VL	L	U	VU	NO
A) SKATEBOARD PARK	9%	14%	37%	38%	2%
B) DOG PARK	19%	25%	29%	26%	1%
C) BMX PARK	5%	18%	40%	35%	2%
D) A NATATORIUM	19%	41%	24%	14%	2%
E) ADDITIONAL MEETING SPACE	5%	29%	43%	20%	4%
F) PUBLIC RESTROOMS	25%	55%	12%	6%	1%
G) RECREATION CENTER	25%	59%	9%	5%	2%

14. HOW STRONGLY WOULD YOU SUPPORT OR OPPOSE THE FOLLOWING PROJECTS BEING FUNDED BY THE CITY IN THE NEXT FIVE TO TEN YEARS . . .

	SS	S	O	SO	NO
A) RENOVATE AND REDEVELOP NEIGHBORHOOD PARKS	24%	62%	11%	1%	2%
B) CONSTRUCT AN ADDITIONAL RECREATION CENTER	21%	47%	24%	3%	6%
C) EXPAND COMMUNITY MEETING SPACE	7%	41%	38%	5%	9%
D) CONSTRUCTION OF A DOG PARK	15%	39%	35%	7%	4%
E) CONSTRUCTION OF RESTROOMS IN SMALL NEIGHBORHOOD PARKS	23%	61%	11%	2%	2%
F) CONSTRUCTION OF A NATATORIUM	19%	47%	28%	3%	3%
G) CONSTRUCTION OF A SKATEBOARD PARK IN THE CITY	9%	41%	37%	9%	5%
H) EXPAND THE CITY'S TRAIL SYSTEM	20%	57%	16%	3%	4%

15. I'M GOING TO READ YOU A LIST OF STATEMENTS. PLEASE TELL ME HOW STRONGLY

YOU AGREE OR DISAGREE WITH EACH . . .

	SA	A	D	SD	NO
A) I'M SATISFIED WITH THE RECREATIONAL FACILITIES IN HURST	22%	69%	6%	1%	2%
B) I AM WILLING TO PAY ADDITIONAL CITY TAXES TO SEE THE QUALITY OF PARKS UPGRADED	6%	47%	35%	7%	5%
C) THE EXISTING PARK SYSTEM IS ADEQUATE	8%	67%	20%	0%	5%
D) THE CITY SHOULD IMPROVE THE EXISTING PARKS AND NOT DEVELOP ANY NEW ONES	6%	54%	33%	1%	5%
E) I HAVE ADEQUATE AVENUES TO VOICE MY CONCERNS ABOUT RECREATION IN HURST	6%	75%	10%	1%	8%
F) I AM SATISFIED WITH THE CURRENT LANDSCAPING IN CITY MEDIANS AND INTERSECTIONS	6%	61%	29%	3%	2%

16. IN THE PAST YEAR, HOW OFTEN WOULD YOU SAY YOU VISITED THE PARKS AND RECREATION DEPARTMENT WEB PAGE ON THE CITY'S WEB SITE, *WWW.CI.HURST.TX.US*?

DAILY	0%
WEEKLY	4%
MONTHLY16%
RARELY OR NEVER81%
REFUSE TO ANSWER	0%

17. FROM WHICH OF THE FOLLOWING SOURCES DO YOU GET INFORMATION ABOUT RECREATIONAL ACTIVITIES IN HURST? (CIRCLE ALL THAT APPLY)

FT WORTH STAR TELEGRAM 34%	PARKS/RECREATION OFFICE24%
SCHOOL BROCHURES/FLYRS 29%	INTERNET HOME PAGE22%
CITY CABLE CHANNEL . 13%	SIGNS37%
RECREATION BROCHURES . 80%	WORD OF MOUTH53%
(HURST HAPPENINGS)	OTHER _____	. 4%
CITY NEWSLETTER80%		
(HURST HIGHLIGHTS)		

18. THESE LAST FEW QUESTIONS ARE JUST FOR CLASSIFICATION PURPOSES. WHICH OF THE FOLLOWING AGE GROUPS DO YOU COME UNDER?

LESS THAN 25 YEARS	3%
25 - 35 YEARS12%
35 - 45 YEARS23%
45 - 55 YEARS19%
55 - 65 YEARS19%
OVER 65 YEARS22%
REFUSED TO ANSWER	2%

19. PLEASE TELL ME IF YOU HAVE CHILDREN UNDER THE AGE OF 18 AT HOME (IF YES: IN WHICH OF THE FOLLOWING GROUPS DO THEY COME UNDER?

(CIRCLE ALL THAT APPLY)

NO CHILDREN62%
UNDER 617%
6 - 1219%
13 - 1819%
REFUSE TO ANSWER	0%

20. DO YOU BELONG TO AN ATHLETIC ASSOCIATION IN THE CITY OF HURST?

YES14%
NO86%

THAT'S THE END OF OUR SURVEY BUT COULD I CHECK TO SEE IF I DIALED THE CORRECT NUMBER. I DIALED _____. AND COULD I HAVE YOUR FIRST NAME, ONLY IN CASE MY SUPERVISOR HAS TO VERIFY THIS INTERVIEW? _____. THANK YOU AND HAVE A NICE EVENING.

CALLER INI. _____ SHEET NUMBER _____ ZIPCODE _____ SURVEY LENGTH _____