

CITY OF KIRKLAND

SURVEY OF
INDOOR RECREATION NEEDS

Conducted November 2001

Prepared for

**Kirkland Parks and Recreation
City of Kirkland
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INTRODUCTION AND METHODOLOGY

Kirkland Parks and Recreation is evaluating the indoor recreation participation and needs of its citizens to determine what additional indoor facilities and programs the community would support. As part of this evaluation process, the City of Kirkland contracted with Carolyn Browne Associates, a local community involvement and marketing research firm, to conduct a Survey of Indoor Recreation Needs. Demographic data for each respondent and his or her household was also collected.

The survey was done through telephone interviews with randomly selected Kirkland households. Those called were asked if there was at least one member in the household who had used any indoor recreation facilities within the last year. Of the 750 calls where someone agreed to be interviewed, 400, or 53%, qualified and completed the survey. The sample of Kirkland residents was obtained using randomly selected names from the current Cole Directory for the area.

Telephone interviews for the survey were conducted in November 2001. Interviewers were instructed to ask to speak with an adult member of the household and to target about the same proportion of men and women. The data collection was done from the supervised telephone bank of Consumer Opinion Service's Burien offices. Calls were monitored and validated throughout the data collection process. MR Data of Bellevue did the computer tabulation of the survey responses. Carolyn Browne Associates completed the questionnaire design, coordinated the data collection and coding, analyzed the data, and prepared this report.

Prior to the development of the survey questionnaire, a focus group discussion was conducted with a representative group of Kirkland citizens who had used indoor recreation facilities.

Many questions were asked in an open-end format with no suggested responses supplied by the interviewers. Thus, the responses for many of the questions accurately reflect what was on peoples' minds at the time they were surveyed. For many of the tables, the question is followed by a statement in parenthesis, "Multiple responses," indicating that people were allowed to answer the questions without any prompting or suggestions. Responses were coded based upon the patterns in the answers. The responses that did not fit into coding patterns (in other words, where few respondents had the same response) are listed for each question in the Appendix of this report.

The random sample of 400 individuals provides data that is projectable to the total population from which it is drawn (in this case, Kirkland households where someone had experience using indoor recreation facilities in the past year), with an error range of +/- 5% and a 95% confidence. For sample sizes of 200 (for certain population segments compared in this report), the responses will be accurate, at the same confidence level, with an error range of +/- 7.1%. Where data is reported based on sample sizes of less than 200, care should be taken in drawing conclusions because the error range increases sharply as the sample size drops below 200.

DEFINITIONS AND REPORT ORGANIZATION

Tables in this report include data for the total of Kirkland residents who completed the survey, those with and without children, those under 45 years of age, and those 45 years of age and older. The four demographic sub-categories were selected and used for comparative purposes throughout the report. When analyzed, these categories consistently displayed the greatest number of significant differences among the answers supplied by the respondents.

For purposes of clarity, the following terms, shown in Italics, are used in this report:

Total sample/total residents/respondents – all of the Kirkland residents who qualified and were interviewed for this survey.

Children in the household – have at least one child under 18

No children in the household – do not have any children under 18

Short-time resident – lived in Kirkland 10 years or less

Long-time resident – lived in Kirkland 11 or more years

Younger respondent/resident – under 45 years of age

Older respondent/resident – 45 years of age or older

The Detailed Survey Results include tables that document the information contained in each section. Detailed Survey Tabulations, which include cross-tabulations of the survey questions, are in a separate, bound volume at the City of Kirkland.

Individual responses to the open-end questions and a copy of the survey questionnaire are in the Appendix.

EXECUTIVE SUMMARY

MAJOR THEMES

- Of the total Kirkland residents, just over half - 53% - qualified to be interviewed for the indoor recreation survey, which means they are an adult head of a household where at least one person used some type of indoor recreation facility, in or out of the city, public or private, within the last year.
- Overall, those who are most interested in using indoor recreation facilities tend to be younger and have children.
- There is a strong interest in a broad range of indoor activities, but, by far, the most important items are fitness equipment and an indoor swimming pool:

<u>Suggested Indoor Activity</u>	<u>Important to someone in household</u>
• Fitness equipment	80%
• Swimming pool	80
• Classrooms/meeting rooms	55
• Running track	51
• Tennis	48
• Basketball	44
• Soccer	41
• Golf cages	39
• Volleyball	36
• Rock climbing	36
• Children's play area	35
• Baseball batting cages	34
• Activities for teens	27
• Softball pitching	17

- Currently, nearly half (46%) of those surveyed are traveling five or more miles to get to the indoor recreation facility they are using that is farthest from their home.
- A majority of respondents (61%) are going to a large, indoor multi-use facility for their activities, and 37% are traveling five or more miles to get to this facility.
- The typical respondent is spending an average (median) of \$300 per year for family indoor recreation activities; and 29% say they are spending \$500 or more.
- Respondents slightly favor a large, multi-use facility over smaller facilities when asked if they would support a bond issue for a facility that would match their needs. However, between 64% and 76% of those surveyed said they would be at least somewhat willing to vote for a bond issue for any one of the three alternatives presented:
 - 76% Large, centrally located multi-use facility
 - 72% Moderate size, multi-use facilities in the north and south areas of the city
 - 64% Indoor courts and small indoor facilities in several locations

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- When asked about how much more they might be willing to pay in additional property taxes for a bond issue for an indoor facility they wanted, only 15% they said were unwilling to pay anything, while 65% said they would pay something more, and 37% said they were willing to pay \$20 or more.
- A majority (57%) said they were “very willing” to pay class or special program fees; 45% were “very willing” to pay annual membership fees, and 31% were “very willing” to pay fees for childcare (the latter reflects the number of people responding to the survey who do not have children).
- Compared to the general population of the City of Kirkland, those who participate in indoor recreation activities are more likely to be in the 35 to 54 age range, live in households with three or more people, and have children.

DETAILED
SURVEY RESULTS
AND
SUPPORTING TABLES

AWARENESS OF INDOOR RECREATION FACILITIES IN KIRKLAND (Table 1)

Many residents are unaware of any indoor facilities provided by the City of Kirkland for residents, and some confuse facilities that are run by other organizations. When asked, 58% of those surveyed named at least one indoor recreation facility in Kirkland that they believe is provided by the City to the residents.

The three most frequently named facilities are run by the City of Kirkland, including: North Kirkland Community Center (22%), Kirkland Teen Center (22%), and the Senior Center (21%). However, some of the facilities named are run by other organizations: facilities at public schools (12%; some of these are in partnership with the City), Juanita Pool (11%), and the Boys and Girls Club (11%).

TABLE 1. AWARENESS OF INDOOR RECREATION FACILITIES IN KIRKLAND					
Question/ Response	Total Sample <i>(Base=400)</i>	Age of Respondent		Children	
		Under 45 <i>(Base=191)</i>	45 and Over <i>(Base=206)</i>	Yes <i>(Base=156)</i>	No <i>(Base=235)</i>
Q1. What indoor recreation facilities are you aware of that are currently provided by the City of Kirkland to the public? <i>(Open-end, multiple responses; do not add to 100%)</i>					
North Kirkland Community Ctr.	22%	27%	18%	33%	15%
Kirkland Teen Center	22	24	19	30	17
Senior Center	21	12	30	15	24
Gyms/rooms at public schools	12	11	13	17	8
Juanita Pool	11	13	9	14	10
Boys and Girls Club	11	9	11	17	7
St. Edward's Pool	2	2	2	3	2
Other mentions	9	7	10	8	8
Don't know	42	43	41	32	49

HOUSEHOLD PARTICIPATION IN INDOOR RECREATION *(Table 2)*

Use of specific indoor recreation facilities

Given a list of six indoor recreation facilities, the most frequently used ones included: fitness room (68%), swimming pool (48%), and classrooms and meeting rooms (41%). These were popular with all age groups. A smaller proportion had used sports courts (31%), children's play areas (22%) and sports cages (11%). These latter activities were more popular with the younger, compared with the older, survey respondents.

Residents with children, compared with those who do not have children, are considerably more likely to use indoor recreation facilities.

Fitness room facilities are primarily used by adults in the household (86% of the households who used a fitness room). Adults are also the primary users of sports courts (62% of the households), and classrooms and meeting rooms (60%).

As would be expected, children are the primary users of children's play areas (86% of the households who used this facility). Children and adults tend to use both indoor swimming pools (44%), and sports cages (33%).

While most Kirkland residents are using indoor facilities inside the city, a great number are also going out of the city to participate in the indoor activities that are most important to them. The most frequently used facilities that are in another city include: classrooms and meeting rooms (51% of those who are using these facilities), swimming pools (46%), fitness rooms (41%), children's play areas (35%) and sports courts (32%).

Distances traveled to indoor recreation facilities

About half of those surveyed (46%) are traveling five or more miles to go to the indoor recreation facility that is farthest from their home. Younger people (54% compared with 38% of the older residents), and those with children (56% compared with 41% of those who do not have children) are more willing to travel five or more miles to go to an indoor recreation facility (that is farthest from their home).

Activities done at a large multi-use indoor recreation facility

Six out of 10 (61%) people surveyed said they go to a large, multi-use facility to do some of the indoor activities that are important to them. Those with children are somewhat more likely to use a large facility (66% compared to 58% of those without children).

While over half (56%) are traveling less than five miles to use this facility, 37% are traveling five miles or more (7% say they aren't sure of the mileage).

Money spent for using indoor recreation facilities

The average (median) amount spent by Kirkland families that are participating in indoor recreation activities is \$300 per year, but 29% say they are spending \$500 or more per year.

TABLE 2. HOUSEHOLD PARTICIPATION IN INDOOR RECREATION					
Question/ Response	Total Sample (Base=400)	Age of Respondent		Children	
		Under 45 (Base=191)	45 and Over (Base=206)	Yes (Base=156)	No (Base=235)
Q2. Have any household members used any of these facilities in the last six months? (Multiple responses; do not add to 100%)					
Fitness room	68%	69%	67%	62%	72%
Indoor swimming pool	48	51	46	62	39
Classrooms/meeting rooms	41	42	40	55	32
Sports courts	31	36	27	39	27
Children's play area	22	32	13	42	8
Sports cages	11	16	7	21	6
None of those mentioned	4	3	5	1	5
Q2c. For the indoor facility you used that is farthest from your home, about how many miles, each way, did you have to travel to get to the facility?					
Less than 2 miles	22%	18%	25%	15%	26%
2 to 4 miles	25	22	28	26	23
5 to 7 miles	24	25	22	27	22
8 or more miles	22	29	16	29	19
Not sure	7	6	9	3	10
Median miles traveled	3.0	6.0	3.0	6.0	3.0
Q3a. Did you do any indoor activities at a large, multi-use facility?					
Yes	61%	63%	59%	66%	58%
No	34	32	36	29	37
Not sure/not familiar with term	5	5	5	5	5
Q3b. About how many miles, each way, is this multi-use facility from your home?	(Base=263)	(Base=129)	(Base=131)	(Base=111)	(Base=147)
Less than 2 miles	27%	24%	29%	23%	29%
2 to 4 miles	29	28	31	33	26
5 to 7 miles	20	21	18	17	22
8 or more miles	17	20	14	19	16
Not sure	7	7	8	8	7
Median miles traveled	3.0	3.0	3.0	3.0	3.0

TABLE 2. HOUSEHOLD PARTICIPATION IN INDOOR RECREATION - CONTINUED					
Question/ Response	Total Sample (Base=400)	Age of Respondent		Children	
		Under 45 (Base=191)	45 and Over (Base=206)	Yes (Base=156)	No (Base=235)
Q4. About how much money would you estimate your family spends for the use of indoor recreation facilities in an average year?					
Nothing	11%	7%	15%	5%	14%
Less than \$100	15	18	13	21	12
\$101 – 250	17	17	18	15	18
\$251 – 500	21	23	19	21	21
\$501 – 1,000	12	11	12	12	11
More than \$1,000	17	17	16	20	16
Don't know	7	7	7	6	8
Median amount spent	\$300	\$300	\$300	\$300	\$300

TABLE 3. INDOOR FACILITIES USE: ADULT/CHILD AND INSIDE/OUTSIDE KIRKLAND					
Question/ Response	Who Used the Facility?			Inside or Outside Kirkland	
	Adult	Child	Both	Inside*	Outside*
Q2b. For each facility, was the facility used by an adult, a child or both? Q2b. For each facility, was the facility inside or outside the City of Kirkland? (Base for each is shown in parenthesis)					
Fitness room (272)	86%	2%	12%	65%	41%
Indoor swimming pool (193)	46	10	44	61	46
Classrooms/meeting rooms	60	16	24	54	51
Sports courts (125)	62	15	23	76	32
Children's play area (87)	1	86	13	76	35
Sports cages (45)	40	27	33	84	16

* Some respondents are using facilities both inside and outside the city.

INTEREST IN INDOOR RECREATION (Table 4)

Specific indoor activities of interest

Participants were read a list of 14 indoor recreation activities (the list was rotated to eliminate bias), and asked if anyone in their household was interested in the activity.

By a wide margin, the most popular recreation interests are fitness equipment (80%) and a swimming pool (80%). However, all of the activities named were of interest to at least a significant portion of the respondents:

<u>Suggested Indoor Activity</u>	<u>Important to someone in household</u>
• Fitness equipment	80%
• Swimming pool	80
• Classrooms/meeting rooms	55
• Running track	51
• Tennis	48
• Basketball	44
• Soccer	41
• Golf cages	39
• Volleyball	36
• Rock climbing	36
• Children's play area	35
• Baseball batting cages	34
• Activities for teens	27
• Softball pitching	17

These activities are important to all age groups and to all who have or do not have children. However, the degree of interest for most of the indoor activities tends to be somewhat higher among younger respondents and among those with children.

In addition to the activities suggested to the respondents, some also suggested that yoga (6%), racquetball (6%), aerobics (6%), dancing (3%) and martial arts (3%) were also important indoor activities.

Large facilities vs. smaller facilities

Overall, the respondents were evenly divided regarding whether a large, multi-use facility or smaller facilities would best meet the indoor recreation needs of the city: 38% preferred a large facility, 42% preferred smaller facilities, and 7% thought both were important (13% had no opinion).

The large facility was seen as somewhat more important to those in the under 45 age group (42% vs. 34% of those respondents who were 45 and older).

TABLE 4. INTEREST IN SPECIFIC INDOOR RECREATION ACTIVITIES					
Question/ Response	Total Sample (Base=400)	Age of Respondent		Children	
		Under 45 (Base=191)	45 and Over (Base=206)	Yes (Base=156)	No (Base=235)
Q5a. Is anyone in your household interested in the following indoor activities? (Multiple responses; do not add to 100%; arranged in order of highest level of interest)					
Fitness equipment	80%	82%	78%	80%	81%
Swimming pool	80	84	77	92	73
Classrooms/meeting rooms	55	56	56	65	49
Running track	51	53	48	50	51
Tennis	48	57	39	58	42
Basketball	44	55	35	62	33
Soccer	41	56	28	67	25
Golf cages	39	42	36	37	41
Volleyball	36	46	28	46	30
Rock climbing	36	52	21	50	27
Children's play area	35	48	23	62	17
Baseball batting cages	34	46	23	52	23
Activities for teens	27	28	27	48	14
Softball pitching	17	29	15	24	13
None of the activities named	2	1	3	--	3
Q5b. Is there an indoor activity not named that is important to someone in your household? (Multiple open-end responses; do not add to 100%)					
Yoga	6%				
Racquetball	6				
Aerobics	6				
Dancing/dance classes	3				
Martial arts	3				
Other mentions: See Appendix					
No	64				
Q6. Do you believe the indoor recreation needs of the community would best be met by a large facility or smaller facilities throughout the city?					
Large, multi-use facility	38%	42%	34%	39%	38%
Smaller facilities	42	35	49	40	45
Both	7	10	4	10	4
Not sure	13	13	13	11	13

WILLINGNESS TO PAY FOR NEW FACILITIES *(Tables 5, 6 and 7)*

Support for possible bond issues

Two-thirds (65%) of those surveyed said they are willing to pay at least some amount more in property taxes for an indoor recreation facility they would like to see built; 37% would be willing to pay \$20 or more, and 23% said that \$50 or more would be acceptable.

Younger households and households with children are generally more willing to support a bond issue for indoor recreation facilities. Forty-four percent (44%) of the respondents who are under 45 said they would be willing to vote for a bond issue that would raise their property taxes by \$20 or more a year in contrast to only 29% of the 45 and older respondents who said they would be willing to do so. Among those with children, 46% agreed that \$20 or more would be an acceptable amount, compared to only 31% of those without children in the household.

Type of facility preferred for a bond issue

A bond issue for a large, centrally located multi-use facility had the highest level of support among the respondents: 45% said they would be "very likely" and 31% would be "somewhat likely" to vote for this. There was less support for a moderate size, multi-use facility in the north and south portions of the city (30% said they would be "very" and 42% would be "somewhat likely" to vote for it) and for indoor courts and small indoor facilities in several locations in the city (29% claimed they were "very" and 35% claimed "somewhat likely" to vote for it).

Support for a large, multi-use center was stronger among the younger respondents (51% vs. 40% of the older respondents) and among those with children (53% vs. 40% of those without children). There were no significant differences among these demographic groups for the other two choices.

Willingness to pay fees

A majority (57%) said they would be "very willing" and 26% would be "somewhat willing" to pay for class or special program fees. However only 45% said they were "very willing" to pay annual memberships with rates for individuals, families and Kirkland residents (32% are "somewhat willing" to pay these fees), and 31% said they would be "very willing" to pay fees for childcare (20% are "somewhat willing"). It should be noted, however, that many people in the phone survey may have made the comments about paying for childcare based upon whether this was a relevant fee for them (i.e., if they have children).

TABLE 5. WILLINGNESS TO PAY FOR FACILITIES					
Question/ Response	Total Sample (Base=400)	Age of Respondent		Children	
		Under 45 (Base=191)	45 and Over (Base=206)	Yes (Base=156)	No (Base=235)
Q7. If the city proposes an indoor recreation bond issue that you support, about how much more per year in property taxes seems acceptable to you?					
Nothing; not willing to have any increase in property taxes	15%	8%	21%	6%	20%
\$1 - \$9	14	11	18	12	16
\$10 - \$19	14	18	11	19	11
\$20 – 49	14	16	11	15	13
\$50 or more	23	28	18	31	18
Don't know	20	19	21	17	22
Q8. Very likely to vote for the following bond issues:					
Large, multi-use facility	45%	51%	40%	53%	40%
Moderate-size, multi-use facilities in the north and south	30	33	27	32	28
Indoor courts and small facilities in several locations	29	33	26	32	28
Q9. Very willing to pay any of the following types of fees? (In order of highest proportion of very willing)					
Class or special program fee	57%	58%	58%	59%	56%
Annual membership fee	45	47	44	46	45
Childcare	31	35	28	44	23

TABLE 6. SUPPORT FOR SUGGESTED BOND ISSUES				
Q8. Please tell me if you would be very, somewhat or not at all likely to vote for a bond issue for the following suggested facilities improvements. (List was rotated to eliminate bias)				
Suggested Bond Issue:	Likely to Support			Not sure
	Very	Somewhat	Not at all	
Large, centrally located, multi-use facility	45%	31%	20%	4%
Moderate size, multi-use facilities in the north and the south	30	42	24	4
Indoor courts and small indoor facilities in several locations	29	35	30	6

TABLE 7. WILLINGNESS TO PAY ADDITIONAL FEES				
Q9. Please tell me if you are very, somewhat or not at all willing to pay any of the following types of fees: (List was rotated to eliminate bias)				
Suggested Fee	Willing to Pay			Not sure
	Very	Somewhat	Not at all	
Class or special program fee	57%	26%	13%	4%
Annual membership with rates for individuals, families and Kirkland residents	45	32	18	5
Childcare	31	20	43	6

DEMOGRAPHICS OF RESPONDENTS (Table 13)

Carolyn Browne Associates completed a Survey of Public Attitudes for the city in September 2001 (a copy is available at City Hall). There are many instances where there were significant demographic differences in the populations for the two surveys.

SEX OF RESPONDENT

Interviewers were instructed to interview approximately an even number of men and women. Of the total respondents, 45% are male and 55% are female.

EMPLOYMENT

Just over half (53%) of the respondents are employed full time, and 16% are employed part-time.

AGE

The median age of the respondents is 50 years. Over half (55%) of the respondents are in the 35 to 54 age range, compared to 41% of the population sampled in the Kirkland Survey of Attitudes.

HOUSEHOLD MEMBERS

Forty-five percent (45%) of those surveyed have three or more people in their household in contrast to 32% of those surveyed for the Kirkland Survey of Attitudes. Some 17% of the respondents are one-person households, 38% have two people in the household, 18% have three, and 27% have four or more in the household.

CHILDREN

While only 27% of residents sampled for the Kirkland Survey of Attitudes have children in the household, 40% of those who qualified for the indoor recreation survey have children.

Among those who have children, 40% have children under six years of age, 58% have elementary-school age children (6 to 12), and 33% have teenagers (13 to 17).

TYPE OR RESIDENCE

Eighty percent (80%) of those surveyed live in a single-family home; 13% reside in a condominium, and 7% are in apartments.

OWN OR RENT

Eighty-five percent (85%) are homeowners, and 15% rent their homes.

YEARS AS A KIRKLAND RESIDENT

The median number of years living in Kirkland is 12. For those under 45, the median number of years in Kirkland is 7, while the median for those 45 and older is 19 years. Those with children have lived in Kirkland an average of 11 years, compared to 15 years for those without children.

NEIGHBORHOOD

Kirkland residents strongly identify with their neighborhoods. All but 3% of those surveyed gave the name of the neighborhood in which they reside. Residents were sampled from neighborhoods throughout the city. A detailed listing of the neighborhoods is provided in Table 8.

TABLE 8. DEMOGRAPHICS OF RESPONDENTS					
	Total Sample <i>(Base=400)</i>	Age of Respondent		Children	
		Under 45 <i>(Base=191)</i>	45 and Over <i>(Base=206)</i>	Yes <i>(Base=156)</i>	No <i>(Base=235)</i>
Sex of respondent					
Male	45%	50%	41%	44%	45%
Female	55	50	59	56	55
Q10. Employment status					
Full time	53%	61%	46%	53%	54%
Part time	16	20	12	23	12
Not employed/retired	31	19	42	24	34
Q11. Age of respondent					
	<i>(Base=397)</i>	<i>(Base=191)</i>	<i>(Base=206)</i>	<i>(Base=155)</i>	<i>(Base=234)</i>
Under 35	19%	40%	--	18%	20%
35 – 44	29	60	--	52	15
45 – 54	25	--	48	29	23
55 – 64	12	--	24	--	20
Over 65	15	--	28	1	22
Median Age	50 years	40 years	60 years	40 years	60 years
Q12a. Number in household					
	<i>(Base=398)</i>	<i>(Base=191)</i>	<i>(Base=206)</i>	<i>(Base=155)</i>	<i>(Base=235)</i>
One	17%	13%	22%	--	29%
Two	38	28	48	4	60
Three	18	20	15	31	9
Four or more	27	39	15	65	2
Q12b. Children in household					
	<i>(Base=391)</i>	<i>(Base=189)</i>	<i>(Base=200)</i>	<i>(Base=156)</i>	<i>(Base=235)</i>
None	60%	43%	77%	--	--
One	16	20	12	40	--
Two	18	27	9	45	--
Three or more	6	10	2	15	--
Q12c. Ages of children (multiple responses; do not add to 100%)					
	<i>(Base=156)</i>	<i>(Base=108)</i>	<i>(Base=47)</i>		
Under 6	40%	51%	15%		
6 – 12	58	62	51		
13 - 17	33	18	14		
Q13. Type of residence					
	<i>(Base=400)</i>	<i>(Base=191)</i>	<i>(Base=206)</i>	<i>(Base=156)</i>	<i>(Base=235)</i>
Single family	80%	79%	80%	94%	70%
Condominium	13	12	15	3	20
Apartment	7	9	5	3	10
Q14. Own or rent					
	<i>(Base=399)</i>	<i>(Base=190)</i>	<i>(Base=206)</i>	<i>(Base=156)</i>	<i>(Base=235)</i>
Own	85%	77%	91%	93%	79%
Rent	15	23	9	7	21

TABLE 8. DEMOGRAPHICS OF RESPONDENTS - CONTINUED					
	Total Sample <i>(Base=400)</i>	Age of Respondent		Children	
		Under 45 <i>(Base=191)</i>	45 and Over <i>(Base=206)</i>	Yes <i>(Base=156)</i>	No <i>(Base=235)</i>
Q15. Years as a resident					
2 years or less	11%	17%	4%	7%	13%
3 – 4 years	10	16	7	8	13
5 – 10 years	22	31	14	31	16
11 – 15	18	17	19	29	11
16 – 25	21	13	28	15	25
26 or more years	18	6	28	10	22
Median years	12 years	7 years	19 years	11 years	15 years
Q16. Neighborhood					
Houghton/Central Houghton	18%	14%	22%	17%	19%
Downtown (Central)	13	10	15	6	17
North Rose Hill	11	13	10	15	8
Norkirk	8	9	7	8	8
South Rose Hill	7	6	7	7	6
Bridle Trails	6	7	5	9	5
Highlands	6	6	6	10	3
South Juanita	5	8	3	6	5
Totem Lake	4	5	4	3	6
Market	4	4	4	3	4
Lakeview	3	3	3	1	4
North Juanita	2	2	1	2	2
Everest	1	1	2		2
Other neighborhoods	9	11	8	10	8
Don't know	3	3	3	3	3

Appendix:

Individual Responses to Open-End Questions
Survey Questionnaire

CITY OF KIRKLAND
ADDITIONAL RESPONSES FROM OPEN-END QUESTIONS
(Number of responses, beyond one, shown in parenthesis)

Q1. What indoor recreation facilities are you aware of that are currently provided by the City of Kirkland to the public?

Miller Marshall's Art, Library, Kirkland Parks & Rec., Fire Stations, Columbia Health Club, Woman's Rotary, Evergreen Hospital, School gyms

Q5B. Is there an indoor activity I did not mention that is important to someone in your household? What is it?

Water aerobics (5), wrestling (3), computer classes (3), weight lifting (2), pickle ball (2), miniature golf, ping pong, knitting classes, handball, indoor obstacle course for pets, indoor putt putt classes, gymnastics, senior exercise program, skate boarding, bowling, indoor bike riding, roller blading, treadmills, hockey, Bridge, radio operator, disaster relief, pool, theater, Tai-Chi, children's story time, croquet, squash. Indoor skate park, indoor Skate park, steam room, Bingo, baseball pitching, boxing equipment, target shooting, polishing rocks, Ice skating, arts and crafts, roller-skating, darts, quilting, jogging/walking paths

Q16. In what neighborhood do you live?

Everest (4), west of Market, Yarrow Bay, 106th, Hidden Hills, Sable Wood, Moss Bay (2), Forbes Creek, Conifer Ridge, East Market, North Kirkland, South Kirkland, Kingsgate, Rose Hill, Park Place, Hillcrest, Lake Washington, North Downtown

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INTERVIEWER _____
START _____
STOP _____
TOTAL _____

Person Called: _____

Phone: _____

KIRKLAND PARKS & COMMUNITY SERVICES

**Indoor Recreation Needs Survey
October 2001**

Hello, I'm _____ and I'm calling for the City of Kirkland to learn more about public attitudes concerning indoor recreation facilities and services. I am with Consumer Opinion Services, a local marketing research firm. Has anyone in your household participated in any indoor activities at a gym, health club, private club or community center in Kirkland or elsewhere in the last year? (IF YES) Are you a male/female head of the household? (IF NOT, ASK TO SPEAK WITH A MALE OR FEMALE HEAD OF THE HOUSEHOLD OR FIND OUT AN APPROPRIATE TIME TO CALL BACK TO TALK WITH THAT PERSON.)

1. What indoor recreation facilities are you aware of that are currently provided by the City of Kirkland to the public?

2a. I am going to read a list of indoor recreation facilities. Please tell me if you, or any member of your household have used these facilities within the last six months. First, how about _____ (ROTATE LIST)

	Facility	Child	Adult	Both	In City	Out of City
01	Indoor swimming pool	1	2	3	1	2
02	Fitness room	1	2	3	1	2
03	Sports courts	1	2	3	1	2
04	Children's play area	1	2	3	1	2
05	Classrooms/meeting rooms	1	2	3	1	2
06	Sports cages	1	2	3	1	2

(IF NONE, SKIP TO QUESTION 3)

2b. For each of the facilities you named, can you please tell me if these facilities were used by adults or children, and if the facility was within or outside the City of Kirkland. (RE-READ LIST, BEGINNING WITH FIRST ITEM NAMED)

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2c. For the indoor facility you used that is FARTHEST from you home, about how many miles, each way, did you have to travel to get to the facility? Was it:

- 1 Less than 2 miles
- 2 2 to 4 miles
- 3 5 to 7 miles
- 4 8 or more miles
- 5 Not sure (DON'T READ)

3a. Did you do any indoor activities at a large, multi-use facility?

- 1 Yes
- 2 No – SKIP TO QUESTION 4
- 3 Not sure
- 4 Not familiar with term

3b. About how many miles, each way, is this multi-use facility from your home?

- 1 Less than 2 miles
- 2 2 to 4 miles
- 3 5 to 7 miles
- 4 8 or more miles
- 5 Not sure (DON'T READ)

4. About how much money would you estimate your family spends for the use of indoor recreation facilities in an average year?

- \$ _____
- 08 Nothing
 - 09 Don't know

5a. I am going to read a list of **indoor** activities. I would like you to tell me if anyone in your household has an interest in the activity? (ROTATE LIST; MARK ALL THAT APPLY; DO NOT READ CODE 15)

01	Badmitton	08	Golf cages
01	Baseball batting cages	09	Running track
02	Basketball	10	Softball pitching
03	Children's play area	11	Swimming pool
04	Classrooms/meeting rooms	12	Activities for teens
05	Fitness equipment.	13	Tennis
06	Rock climbing	14	Volleyball
07	Soccer	15	None of the activities named

5b. Is there an indoor activity I did not mention that is important to someone in your household? What is it?

Yes: _____

09 No

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6. In general, do you believe the indoor recreation needs of the community would best be met by a large, centrally located multi-use facility or by smaller facilities located throughout the city?

- 1 Large, multi-use facility
- 2 Smaller facilities
- 3 Both
- 4 Not sure

7. Providing the indoor facilities wanted by Kirkland residents may require a bond issue. Every million dollars acquired through a bond issue represents about \$5 per year in additional property tax on a \$300,000 house. If the city proposes an indoor recreation bond issue that you support, about how much more per year in property taxes seems acceptable to you? (IF THEY DO NOT OWN THEIR HOME, ASK) "If you were a homeowner, about how much more per year would you think you'd be willing to pay for a project you favor?

- \$ _____
- 50 \$50 or more
 - 60 Nothing; I am not willing to have any increase in property taxes
 - 99 Don't know

8. Please tell me if you would be very, somewhat or not at all likely to vote for a bond issue for the following suggested facilities improvements. First, how about _____, would you be very, somewhat or not at all likely to support a bond issue for this? (ROTATE LIST)

Suggested Bond Issue:	Likely to Support			Not sure
	Very	Somewhat	Not at all	
A large, centrally located multi-use facility that will include a pool, gym, courts, meeting rooms and other facilities	1	2	3	4
Moderate size, multi-use facilities located in the north and south areas of the city that will include gyms, courts and meeting rooms	1	2	3	4
Gyms, indoor courts and other small indoor facilities located in several locations in the community	1	2	3	4

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9. Some have suggested the use of fees for helping to pay for recreation facilities. Please tell me if you are very, somewhat or not at all willing to pay any of the following types of fees. pay. First, _____ (ROTATE LIST); are you very, somewhat or not at all willing to pay this type of fee?

Suggested Fee:	Willingness to pay			Not sure
	Very	Somewhat	Not at all	
Annual membership fee, with rates for individuals, families and non-Kirkland residents	1	2	3	4
Class or special program fee	1	2	3	4
Childcare	1	2	3	4

Now, I would like to ask a few questions about your demographics and habit patterns for comparative purposes. Your answers will in no way be identified with your name.

10. Are you currently employed full or part-time?

- 1 Yes – full time
- 2 Yes – part time
- 3 No

11. What is your age? _____

12a. How many people, including yourself, are in your household? _____

12b. How many children under 18 years of age are in your household? _____

12c. And, what are the ages of the children in your household?

- 1 Under 6
- 2 6 – 12
- 3 13 – 17
- 4 Refused

13. Do you reside in a single family home, an apartment or a condominium?

- 1 Single family
- 2 Apartment
- 3 Condominium

14. And, do you own or rent your residence?

- 1 Own
- 2 Rent

15. How many years have you been a resident of Kirkland? _____

16. Finally, in what neighborhood do you reside?

Sex of respondent:

- 1 Male
- 2 Female