City of Carroll Community Survey

Findings Report

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2019

Submitted to the City of Carroll

By:
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Contents

Executive Summary i

Section 1: Charts and Graphs 1

Section 2: Tabular Data..... 37

Section 3: Survey Instrument 83

The City of Carroll
Community Interest and Opinion Survey
Executive Summary

Overview

ETC Institute administered a community survey for the City of Carroll during summer 2019. The survey will help the City understand residents' priorities for the Carroll Recreation Center's programs and services within the community. The results of the survey will aid the City of Carroll Parks and Recreation in taking a resident-driven approach to making decisions that will enrich the future of the community and positively affect the lives of residents.

Methodology

ETC Institute mailed a survey packet to a random sample of households in the City of Carroll. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it on-line at www.cityofcarrollsurvey.org.

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 on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Carroll from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

A total of 392 residents completed the survey. The overall results for the sample of 392 households have a precision of at least +/-4.95 % at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Tabular data showing the overall results for all questions on the survey (Section 2)
- A copy of the survey instrument (Section 3)

The major findings of the survey are summarized on the following pages.

Overall Satisfaction with Major Categories of City Services

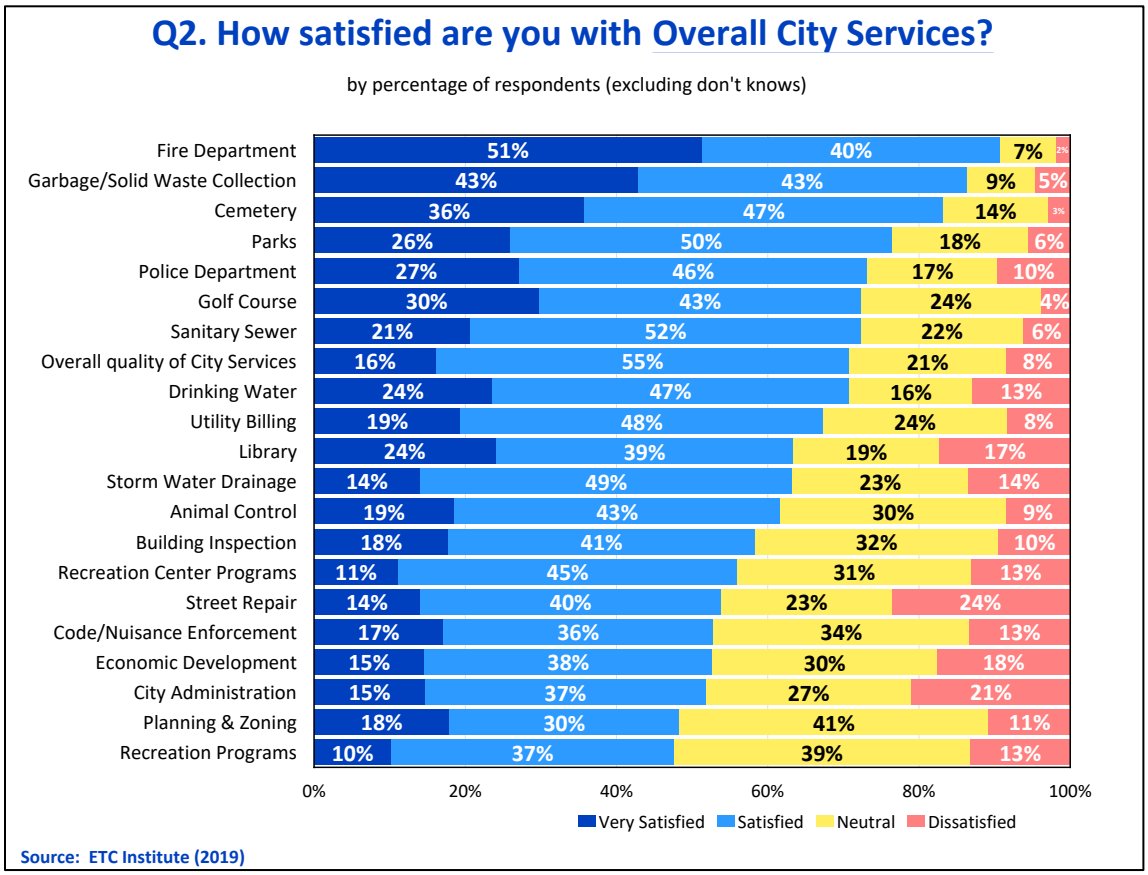
Quality of Life: The major categories of City services that had the highest rating, based upon the combined percentage of "excellent" and "good" responses among residents who had an opinion, were:

- Carroll as a place to raise children (93%)
- Carroll as a place to live (90%)
- Their neighborhood as a place to live (89%)
- Overall quality of life in Carroll (89%)

City Services: The highest levels of satisfaction with items that influence perceptions of the City, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were:

- Fire department (91%)
- Garbage/solid waste collection (86%)
- Cemetery (83%).

The chart below shows respondents satisfaction with the 21 aspects of city services assessed.

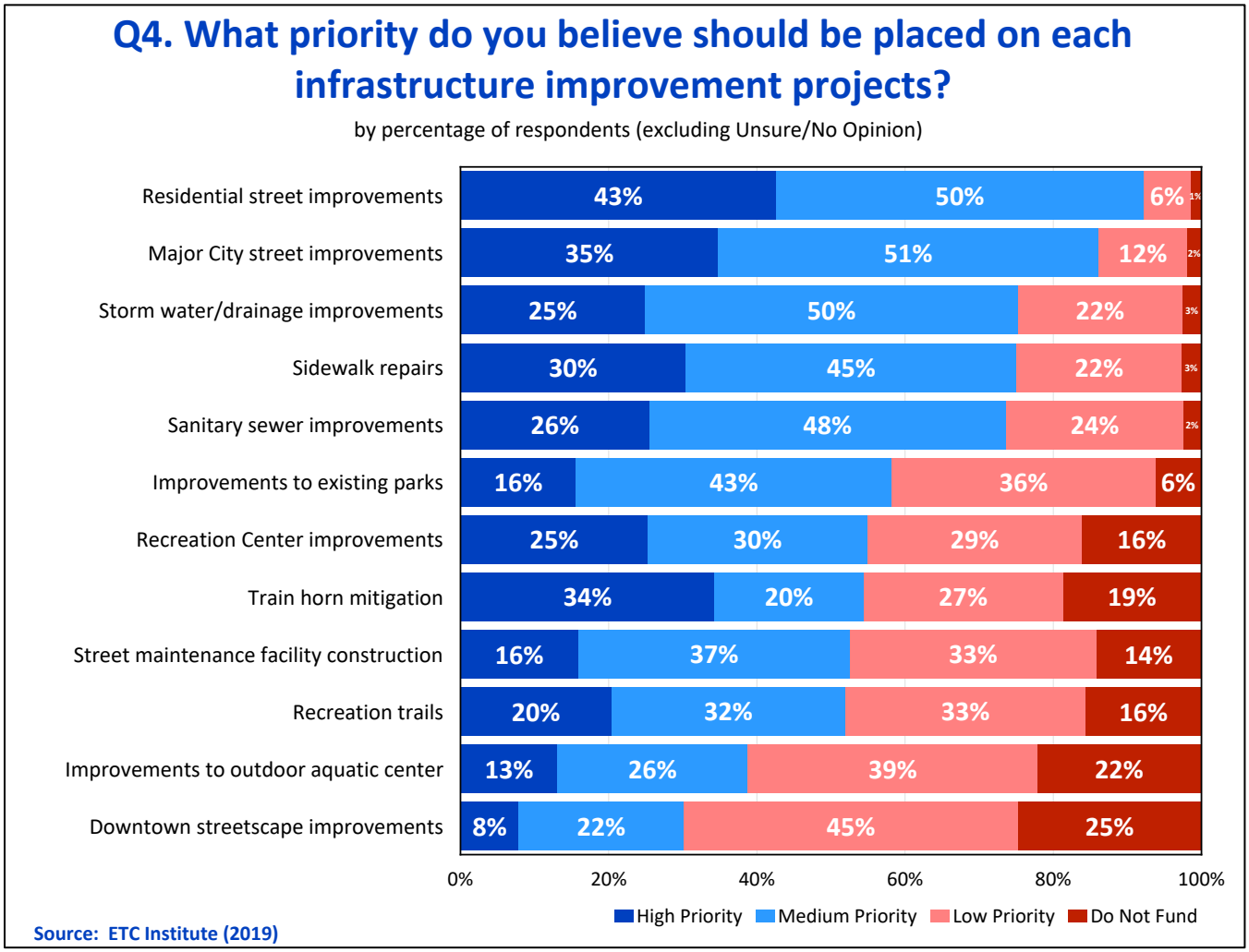


Carroll Government Performance: The highest overall ratings of the City of Carroll, based upon the combined percentage of "excellent" and "good" responses among residents was the leadership of City Manager & appointed staff. The lowest overall rating of the City of Carroll was the level of public involvement in local decision making. Overall, sixty-eight percent of respondents rate the quality of services provided by the City of Carroll as "excellent" and "good". This rating was the higher than the State of Iowa (62%) and the Federal Government (39%).

Infrastructure Improvement Priorities

Respondents were asked to identify what level of priority should be placed on infrastructure improvement projects. The items that respondents indicated should receive the highest priority from the City during the development of a five-year capital improvement program based upon the combined percentage "high priority" and "medium priority" were: residential street improvements (93%) and major city street improvements (86%). Improvements to outdoor aquatic center and downtown streetscape improvements were the improvements indicated as the lowest priority.

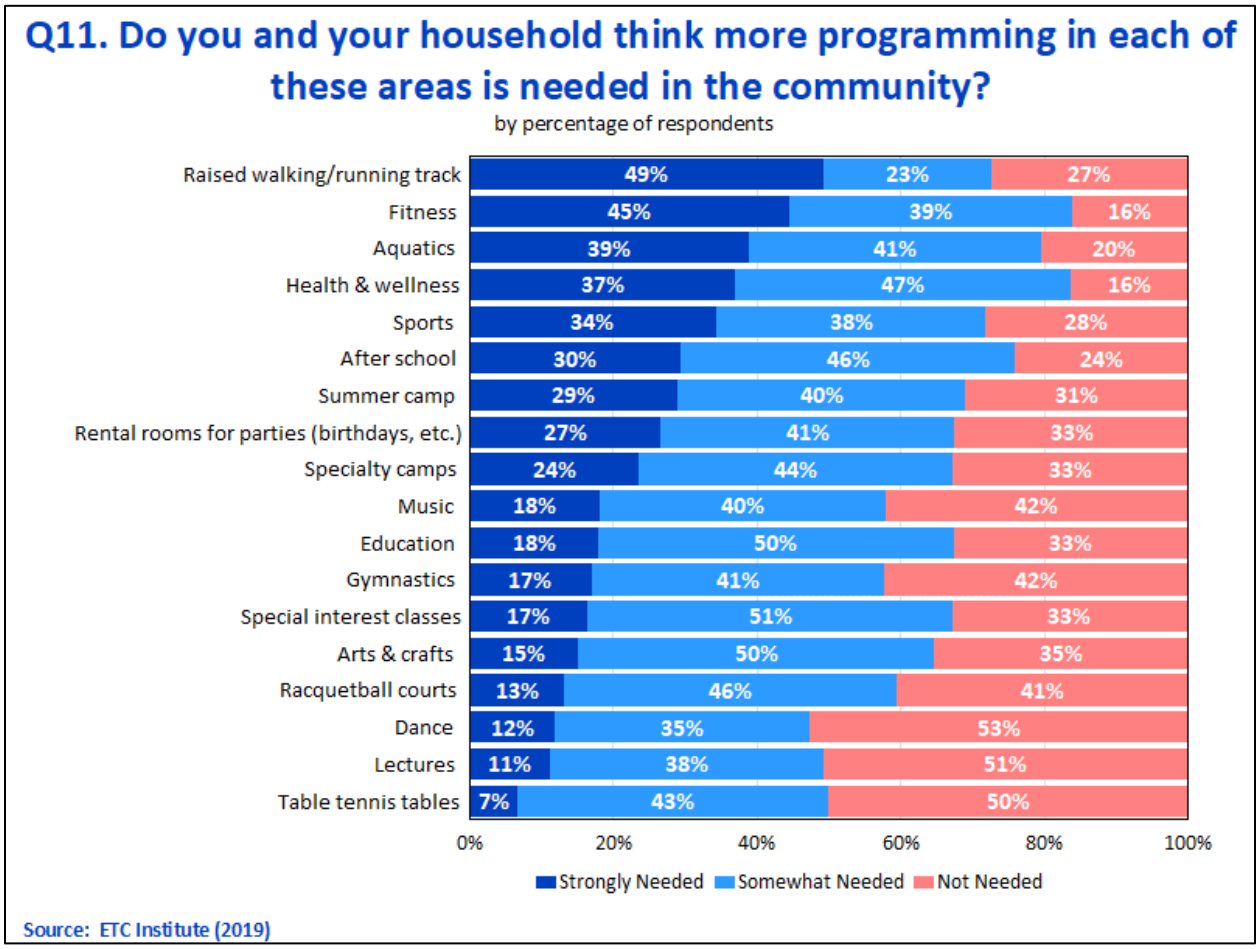
The chart below shows the level of priority for each infrastructure improvement assessed:



Program Needs and Priorities

Programming Needs. Respondents were asked to identify if their household think that more programing was "strongly needed", "somewhat needed" or "not needed" in the community. The two programs that received the highest levels of "strongly needed" and "somewhat needed" response were: raised walking/running track (49%) and fitness (45%).

The 18 programs that were assessed are shown in the chart below.

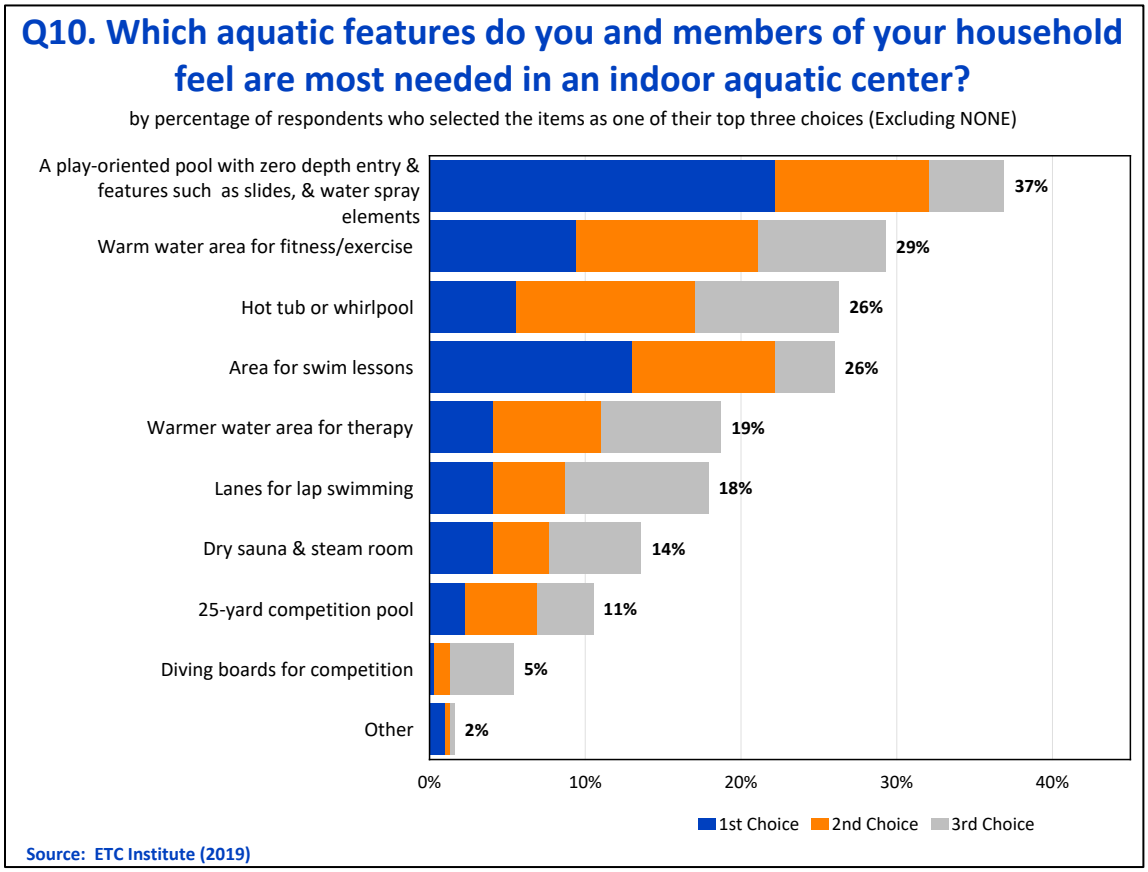


In addition to assessing the needs for each program, respondents were asked which programs they feel are most needed in a new recreation center. The most needed recreation program indicated by households was Health and wellness (28%).

Potential Indoor Aquatic Center: Respondents were asked to indicate what features are needed in an updated indoor aquatic center if Carroll residents were to support updates to the center. Based on the sum of respondents' top three choices, the two most important features to residents were:

- A play-oriented pool with zero depth entry & features such as slides, & water spray elements. (37%).
- Warm water area for fitness/exercise. (29%)

The percentage of residents who selected each feature as one of their top three choices is shown in the chart below.



Carroll Recreation Center

Fifty-six percent (56%) of respondents indicated their household utilized the Carroll Recreation Center within the last year. Of the respondents that utilized the recreation center 39% indicated they use it once a week or more. Thirty-three percent (33%) of respondents who indicated they had not utilized the Carroll Recreation Center in the last year because the center and its programs are too expensive. This was the number one reason respondents indicated they have not utilized the Center.

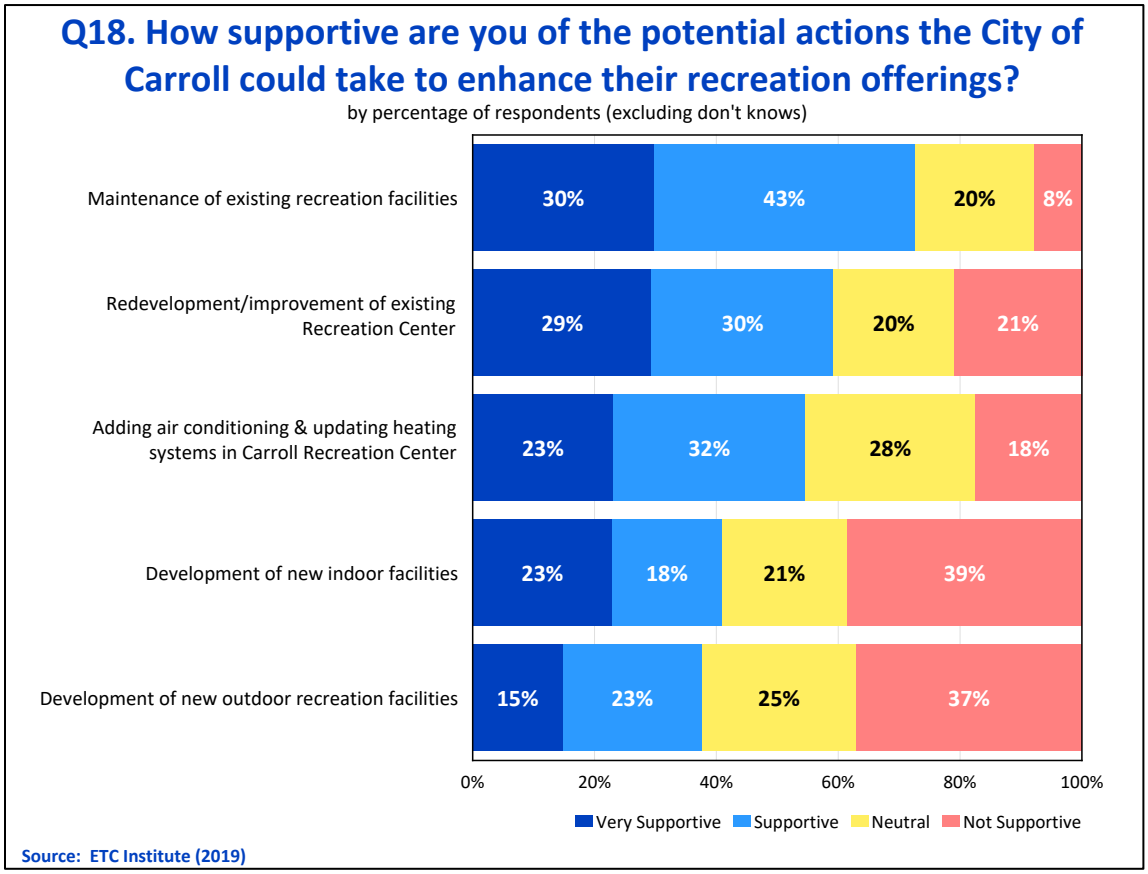
Operational Aspects: T operational aspects of the Carroll Recreation Center 92% of respondents indicated they were either "very satisfied" or "satisfied" with customer service and 91% were satisfied with the quality of instructors. The aspects most important to the enjoyment of the Carroll recreation center was the maintenance/cleanliness (53%).

Major Components: The highest levels of satisfaction based upon the combined percentage of "very satisfied" and "somewhat satisfied" responses, were: location (90%), parking (77%), weight room (76%) and gymnasium (74%). The indoor pool contributed most to the overall enjoyment of the Carroll Recreation Center according to respondents.

Potential Improvements

Respondents were asked to rate their support for five potential actions that the City of Carrol could take to enhance recreation offerings in the City. The action that received the highest levels of support based upon the combined percentage of "very supportive" and "supportive" responses was the maintenance of existing recreation facilities (73%).

The graph below shows the level of support for each of the five potential actions presented to respondents:



Funding Support: Respondents were asked what the maximum amount of additional property taxes they would be willing to pay, per year, to help support the development of an improved Recreation Center. Forty-five percent (45%) of respondents indicated they would support at least a $10 per year increase. Additionally, 46% of respondents were supportive of increasing the current family membership rate $10 per month to cover the additional costs needed to complete improvements to the Carroll Recreation Center.

Information Sources

Respondents were asked to which information sources their household utilizes to find out about Carroll recreation programs and services. The two most utilized information sources were: social media (42%) and the newspaper (30%). Twenty-three percent (23%) of respondents indicated they do not get any information regarding the recreation programs and services.

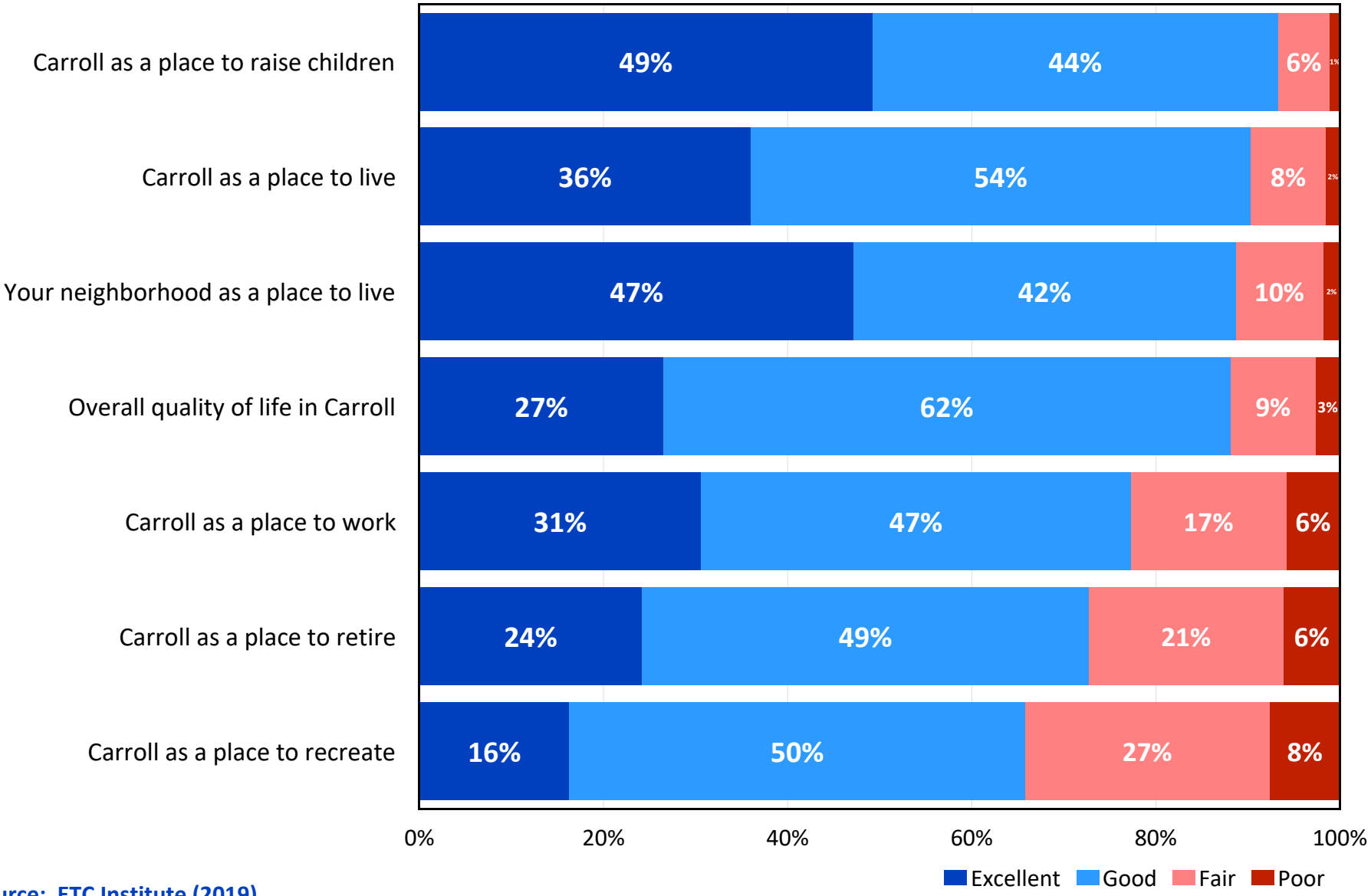
Additional Findings

- Forty-four percent (44%) of respondents indicated they use the Carroll Recreation Center for indoor recreation needs.
- Thirty-five percent (35%) of respondents feel the development of an updated recreation center is a high priority compared to other issues in Carroll.
- Sixty-nine percent of respondents “strongly agree” or “agree” that it is valuable to have a community recreation center.

Section 1
Charts and Graphs

Q1. How would you rate the following aspects of Quality of Life in the City of Carroll?

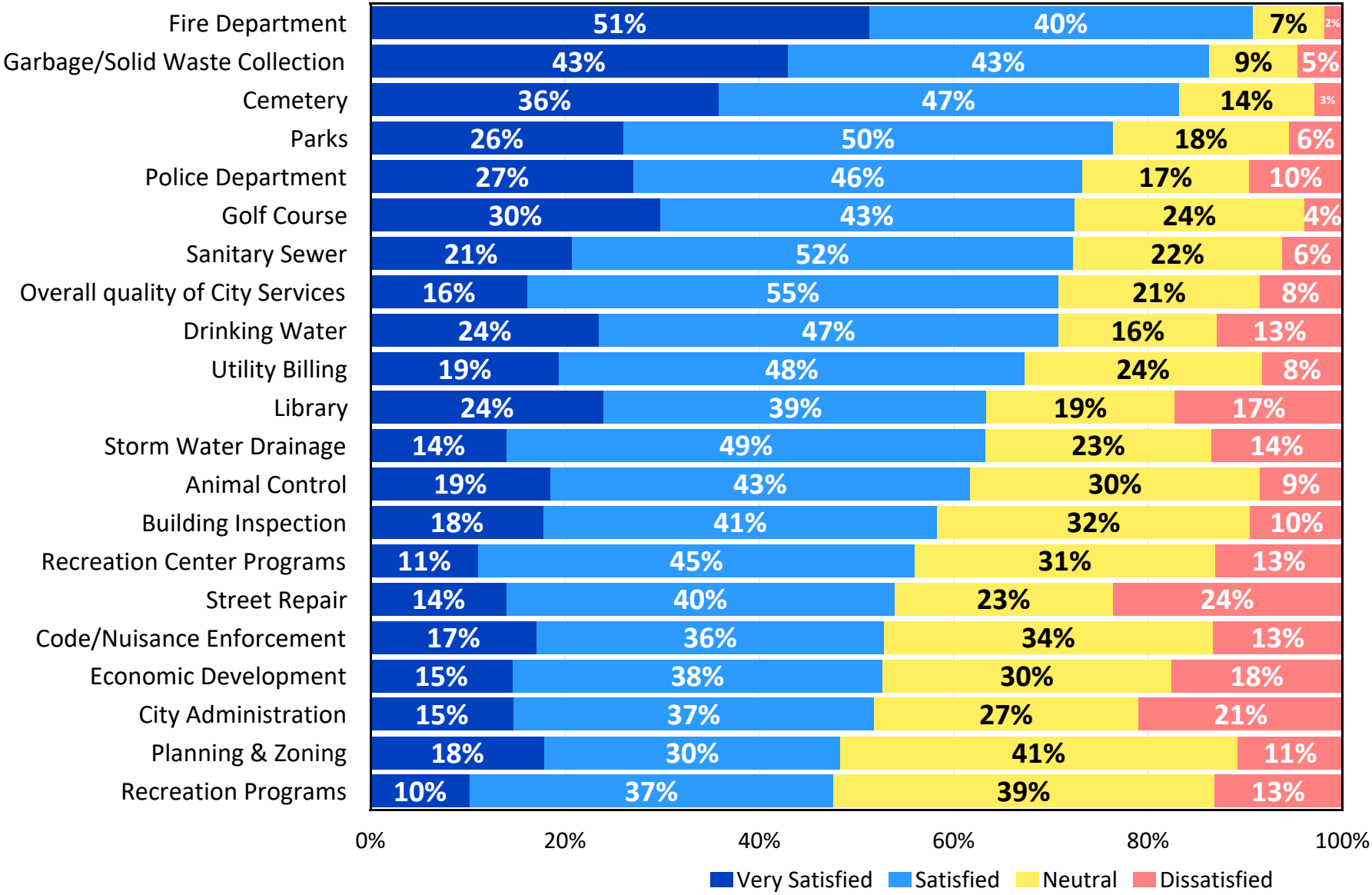
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q2. How satisfied are you with Overall City Services?

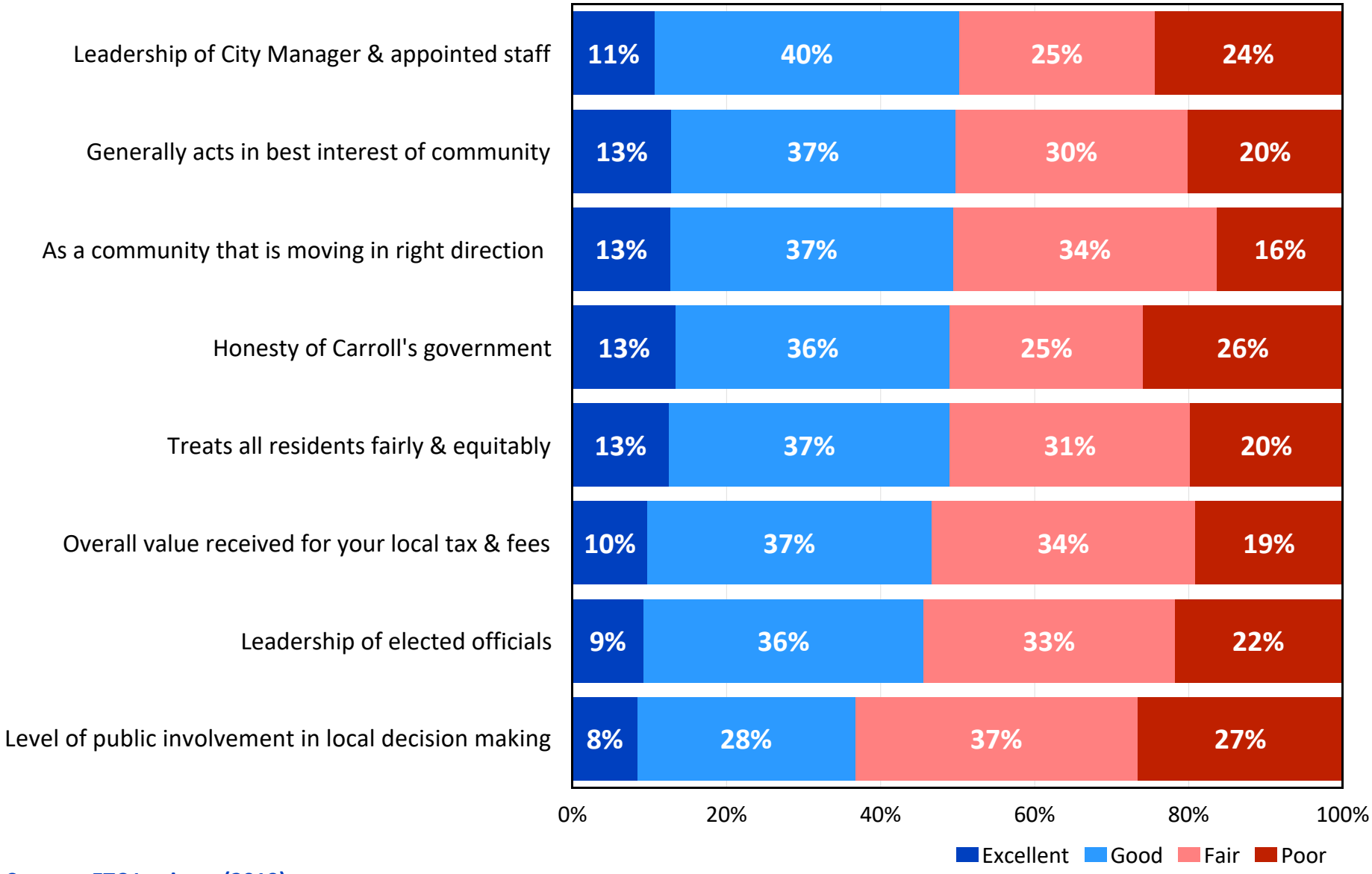
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q3. How would you rate the following categories of Carroll Government Performance?

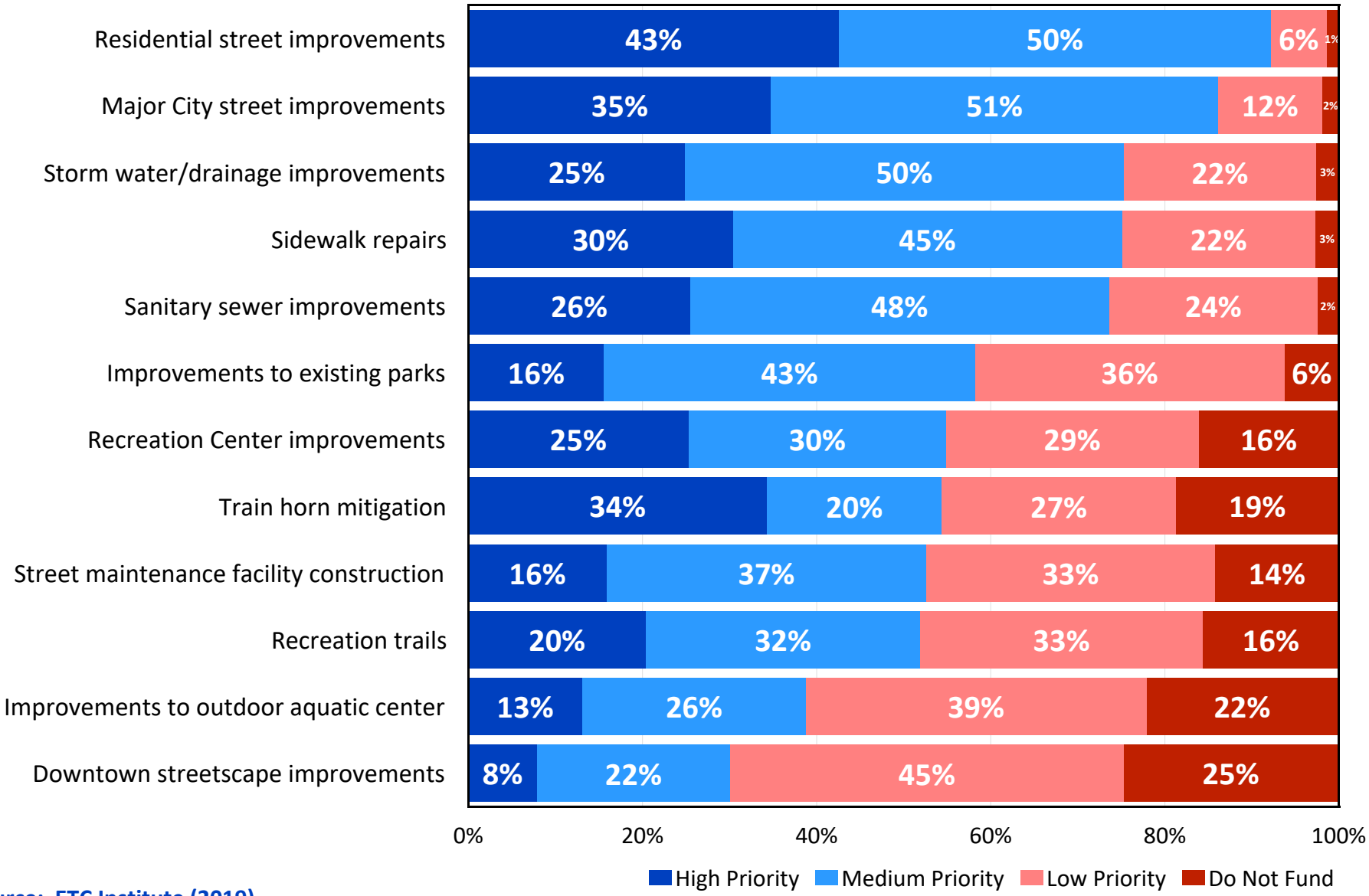
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q4. What priority do you believe should be placed on each infrastructure improvement projects?

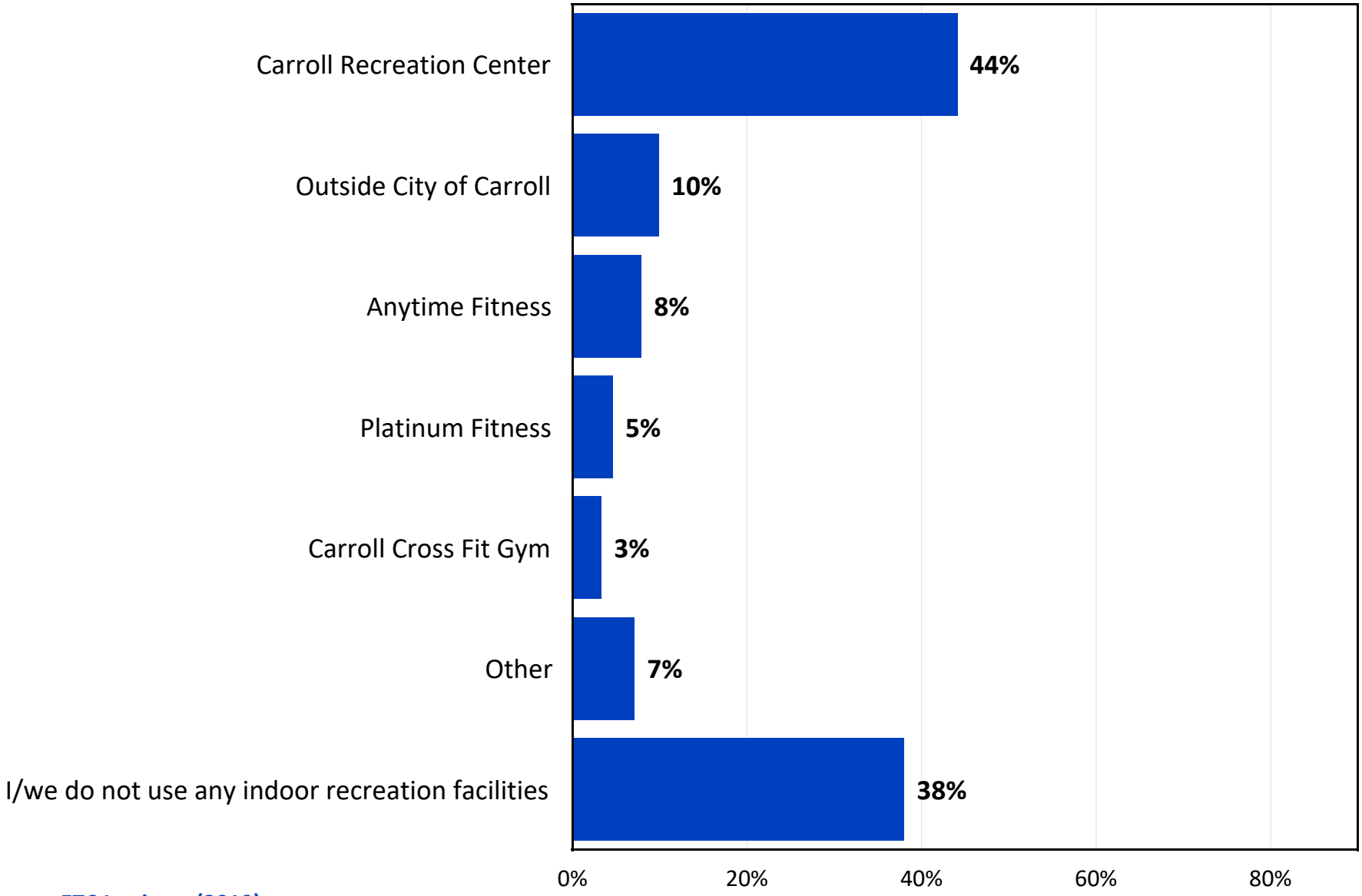
by percentage of respondents (excluding Unsure/No Opinion)



Source: ETC Institute (2019)

Q5. Where do you and members of your household currently go for your indoor recreation needs?

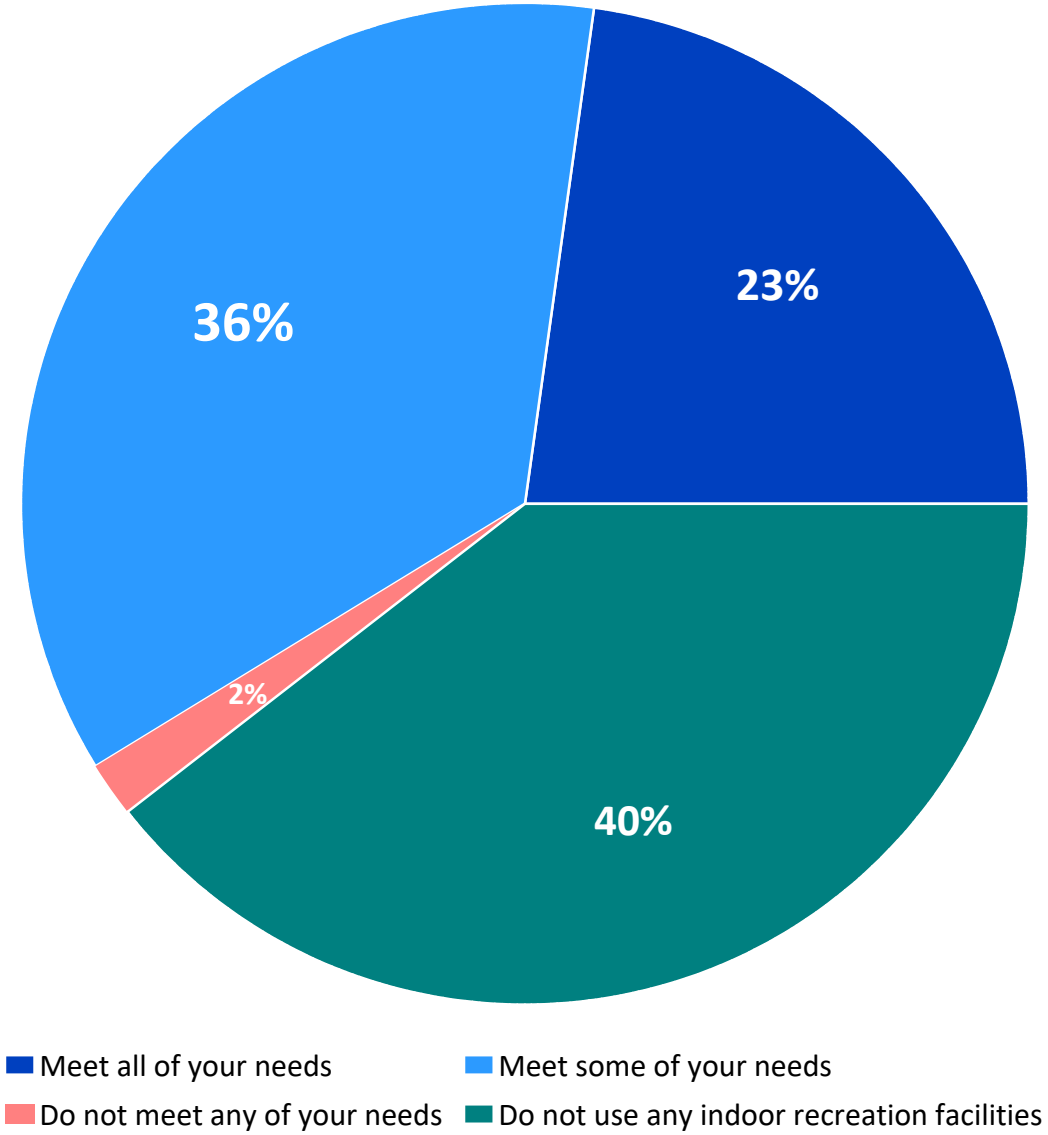
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q6. Which statement best represents how the indoor recreation facilities that you are currently using meet your household's needs?

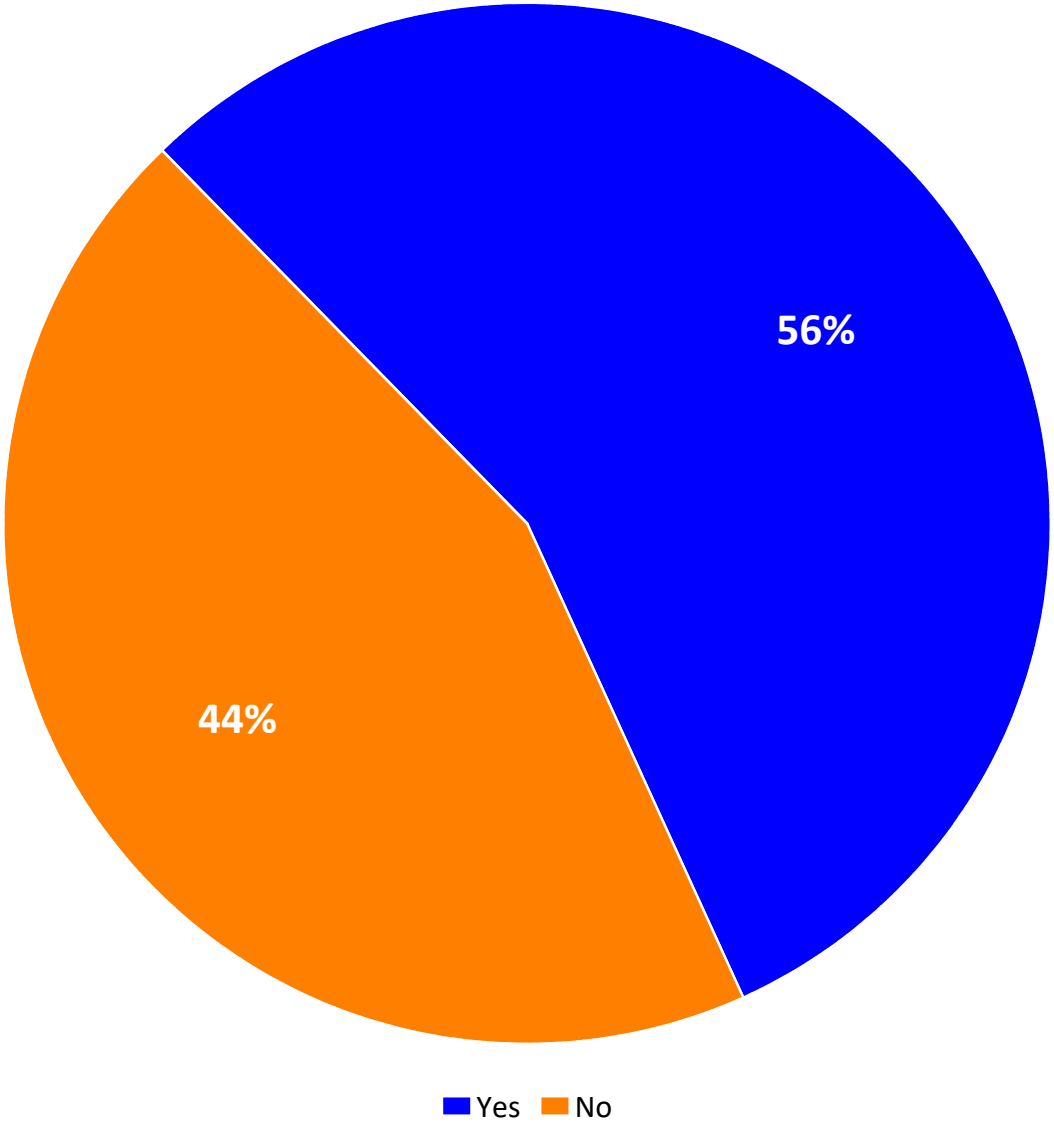
by percentage of respondents



Source: ETC Institute (2019)

Q7. Within the last year have you or members of your household utilized the Carroll Recreation Center?

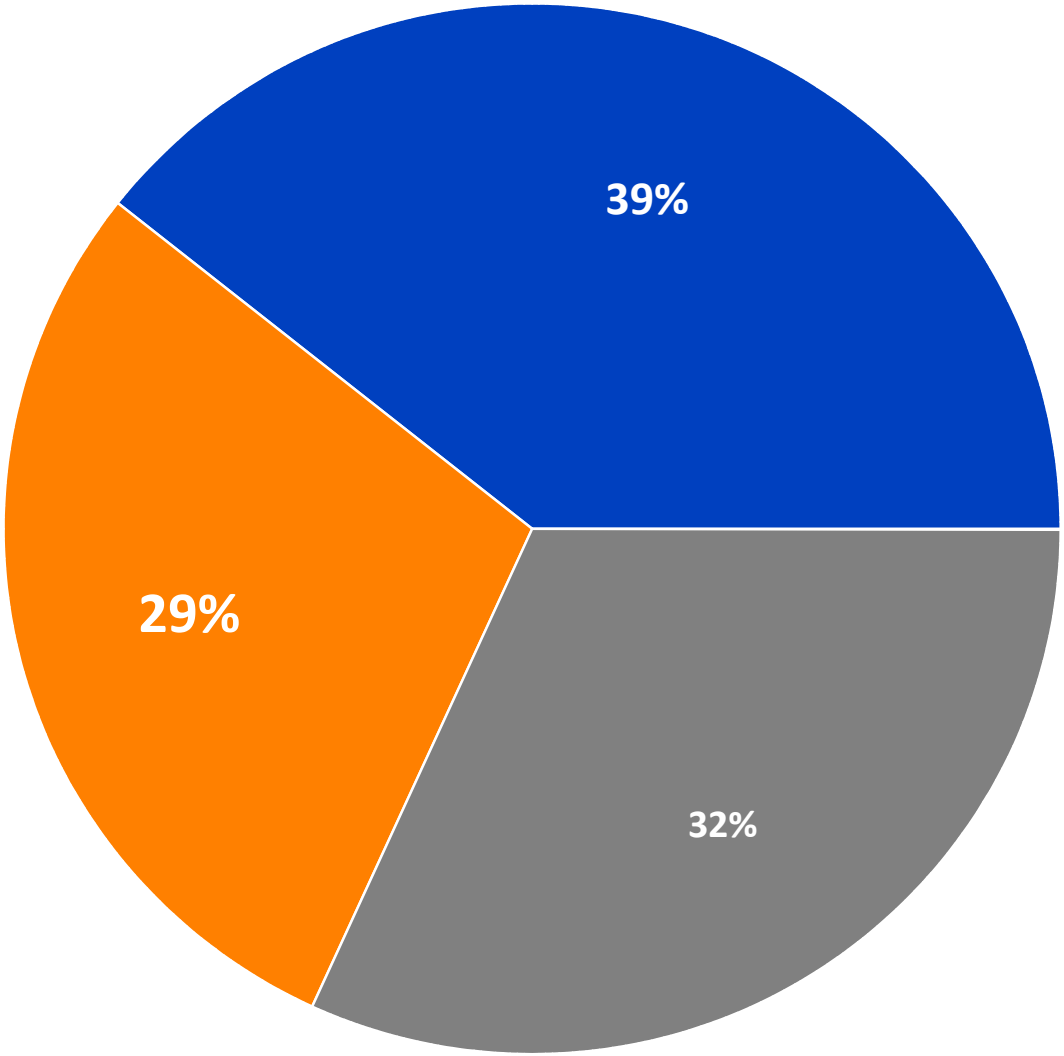
by percentage of respondents



Source: ETC Institute (2019)

Q7a. How often do you or your household use the Carroll Recreation Center?

by percentage of respondents who utilized the Carroll Recreation Center

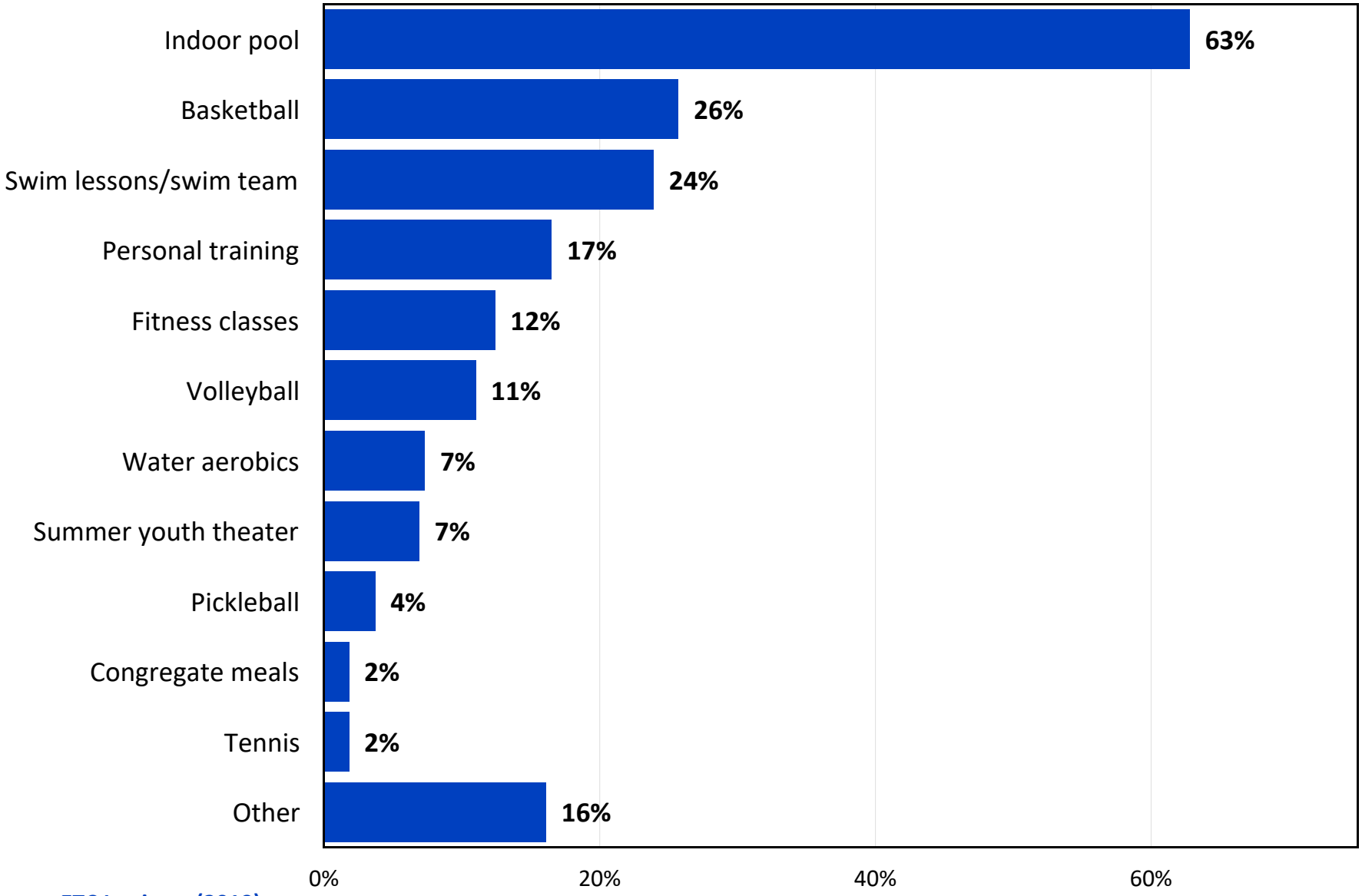


Use often (once a week or more) Use sometimes (once a month) Rarely (several times a year)

Source: ETC Institute (2019)

Q7b. What programs do you and members of your household take part in at the Carroll Recreation Center?

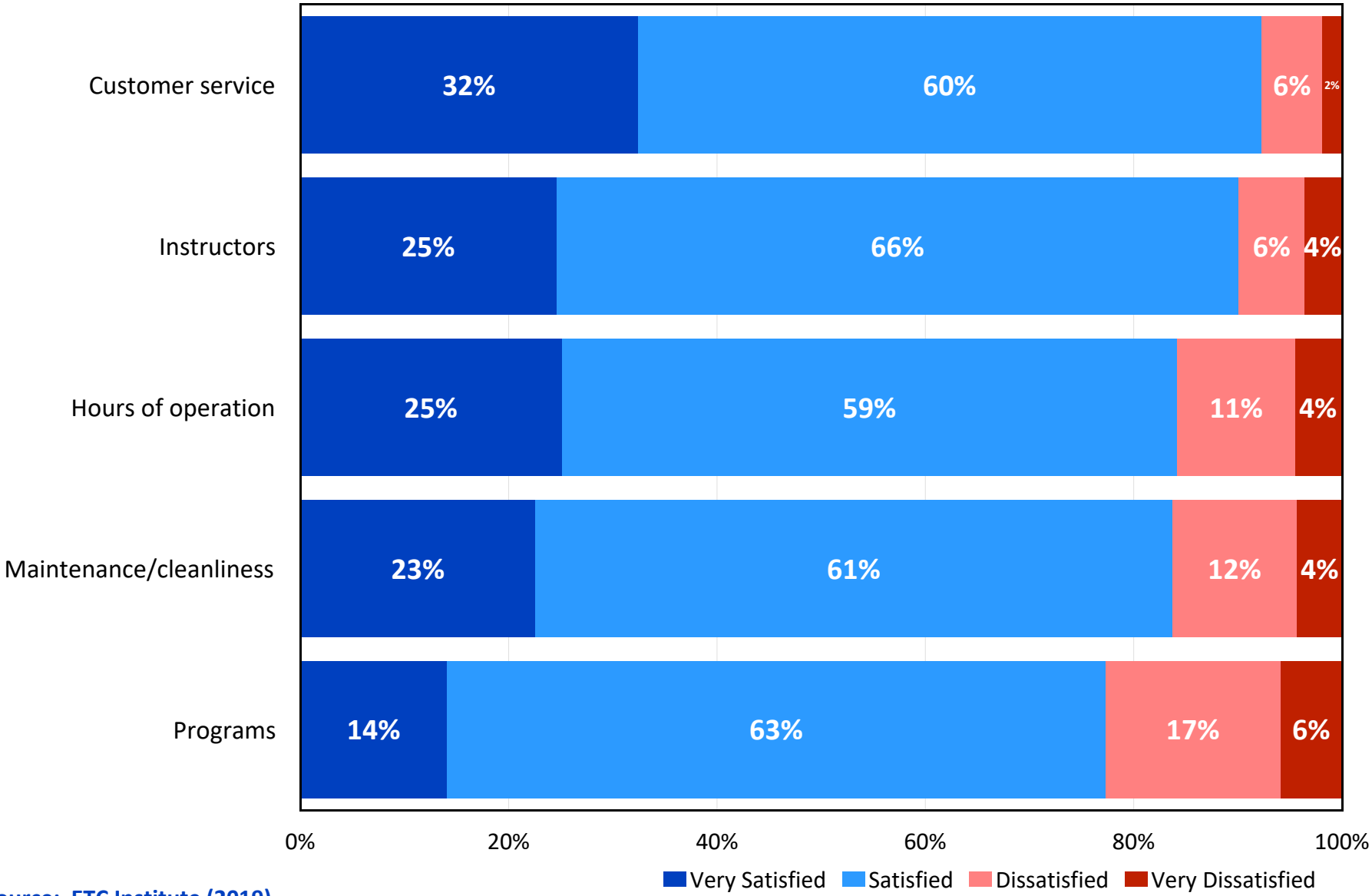
by percentage of respondents who utilized the Carroll Recreation Center (multiple choices could be made)



Source: ETC Institute (2019)

Q7-c. How satisfied are you with the following operational aspects of the Carroll Recreation Center ?

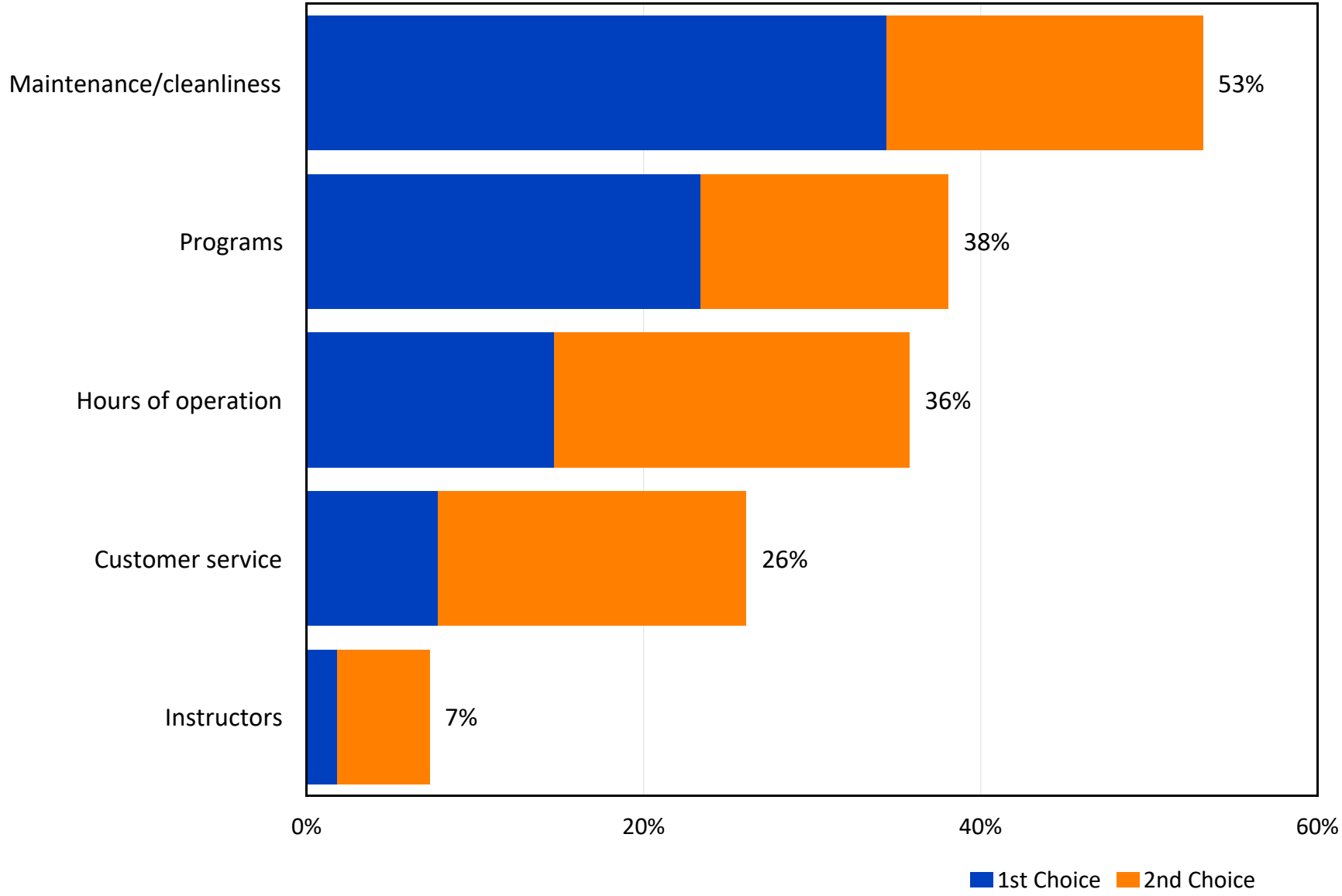
by percentage of respondents who utilized the Carroll Recreation Center



Source: ETC Institute (2019)

Q7d. Which operational aspects are most important to your enjoyment of the Carroll Recreation Center?

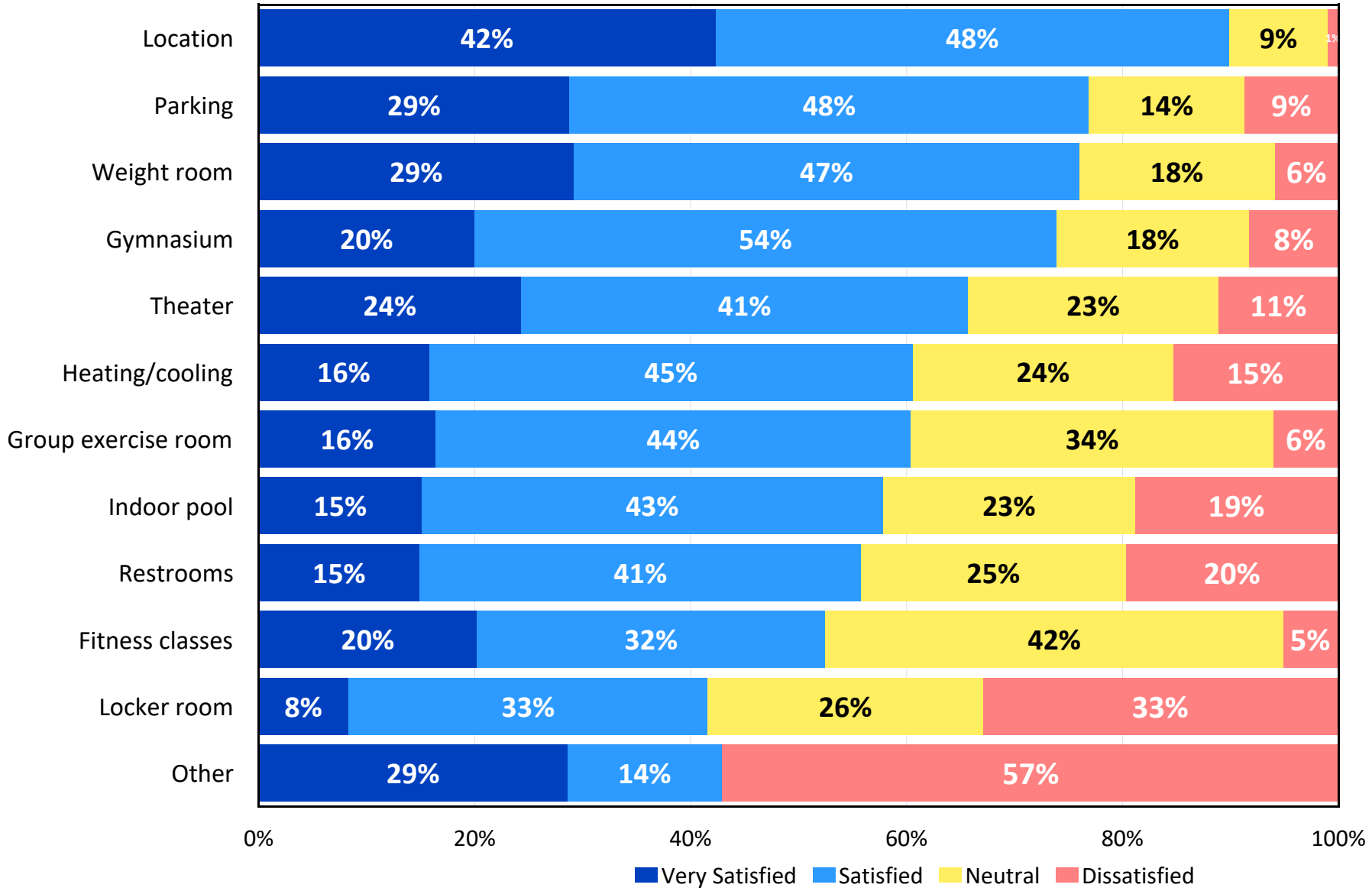
by percentage of respondents who utilized the Carroll Recreation Center and selected the items as one of their top two choices



Source: ETC Institute (2019)

Q7-e. How satisfied are you with the following major components of the Carroll Recreation Center?

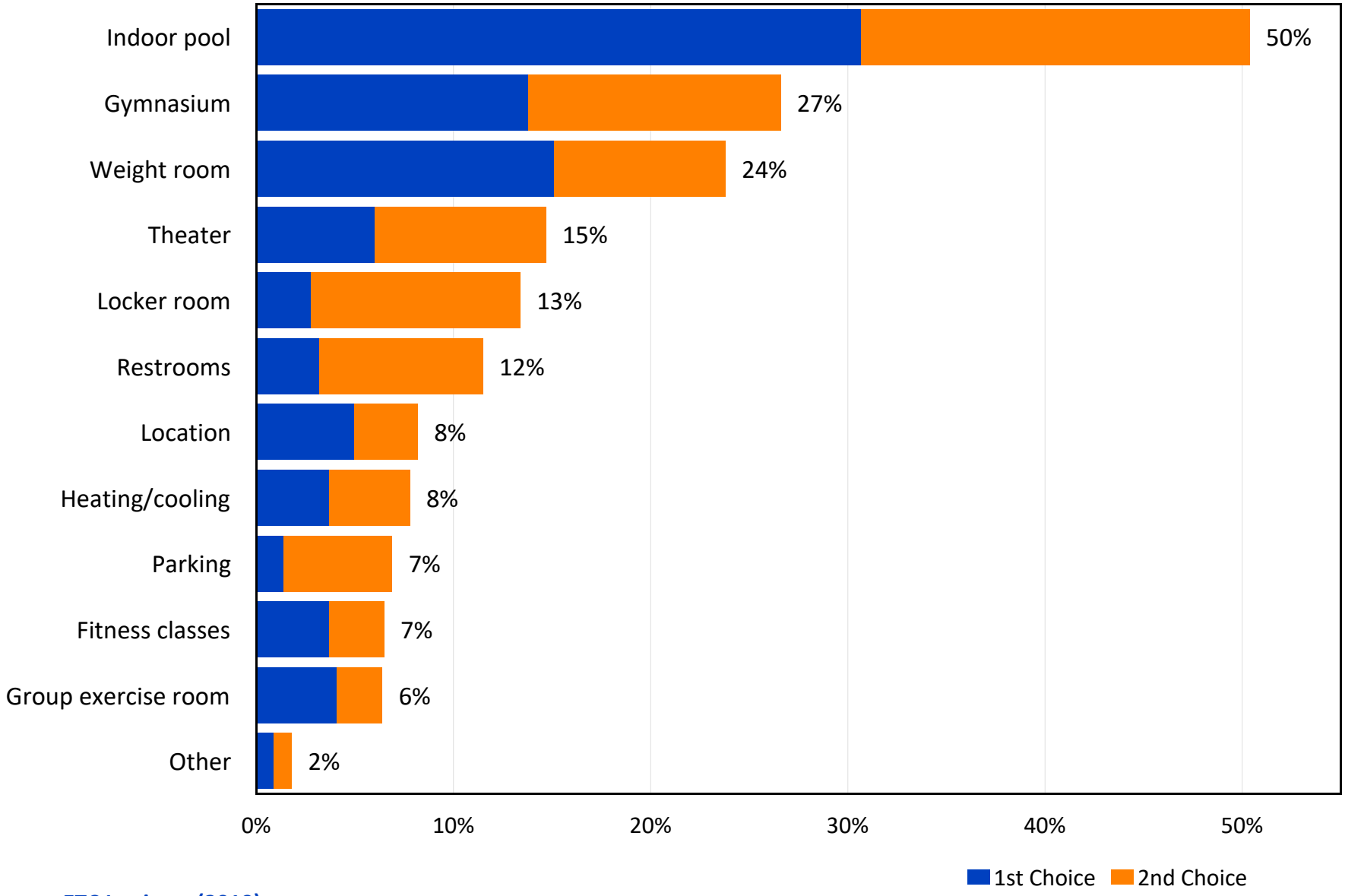
by percentage of respondents who utilized the Carroll Recreation Center



Source: ETC Institute (2019)

Q7f. Which major components are most important to your enjoyment of the Carroll Recreation Center?

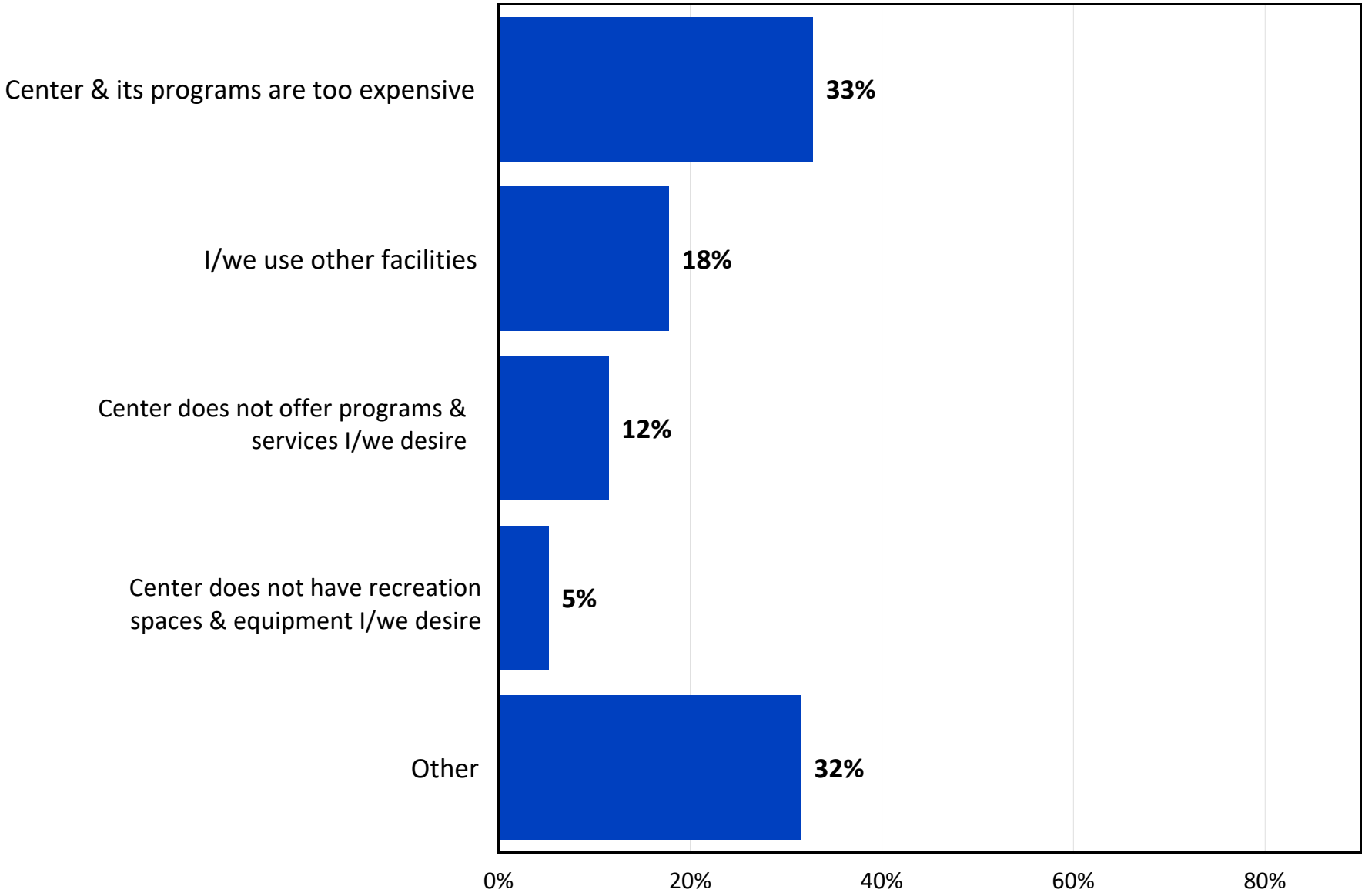
by percentage of respondents who utilized the Carroll Recreation Center and selected the items as one of their top two choices



Source: ETC Institute (2019)

Q8. Why have you and your household not utilized the Carroll Recreation Center within the last year?

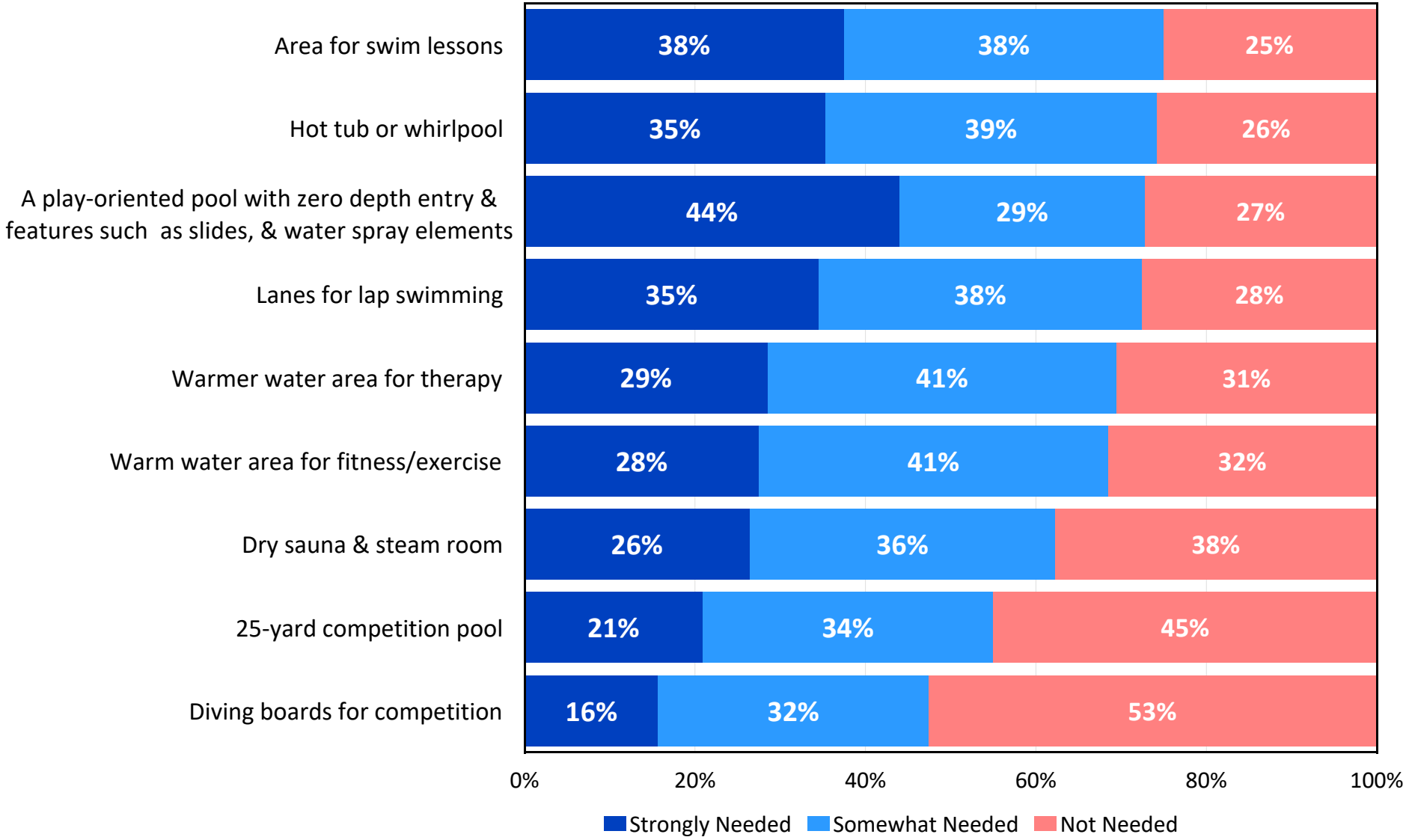
by percentage of respondents who did not utilize the Carroll Recreation Center (multiple choices could be made)



Source: ETC Institute (2019)

Q9. If Carroll residents were to support an update to the indoor aquatic center, which features you think are needed?

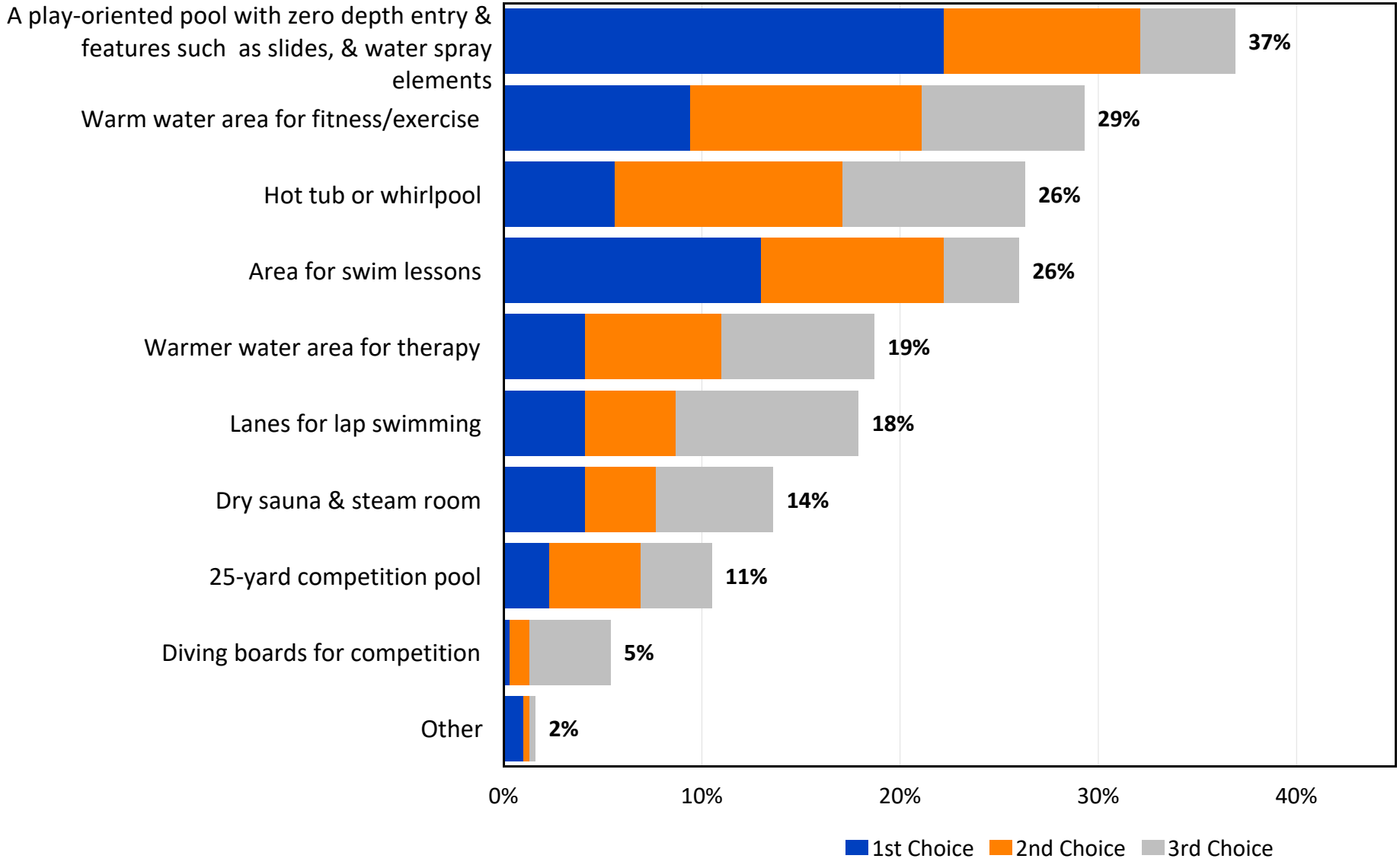
by percentage of respondents



Source: ETC Institute (2019)

Q10. Which aquatic features do you and members of your household feel are most needed in an indoor aquatic center?

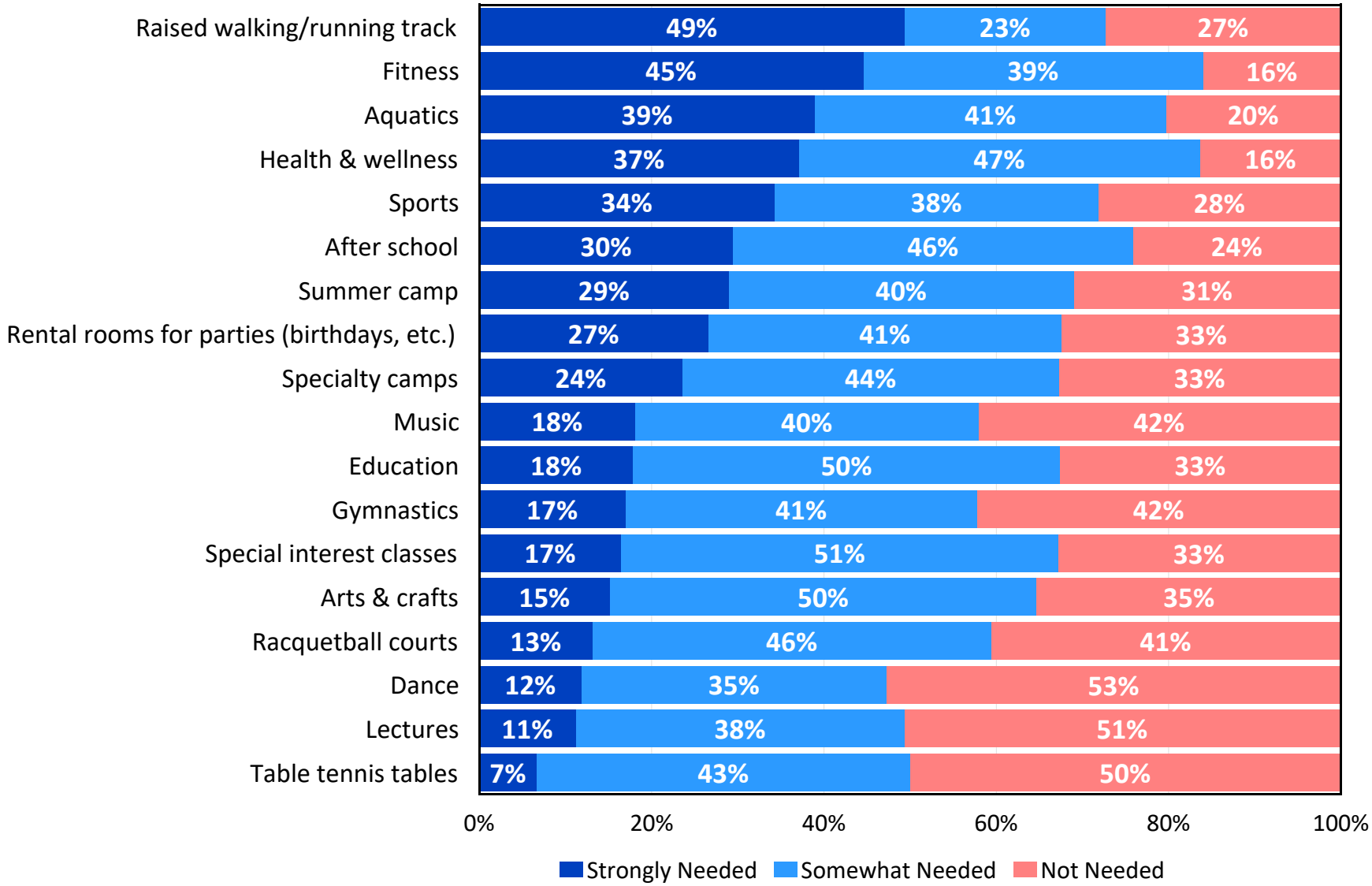
by percentage of respondents who selected the items as one of their top three choices (Excluding NONE)



Source: ETC Institute (2019)

Q11. Do you and your household think more programming in each of these areas is needed in the community?

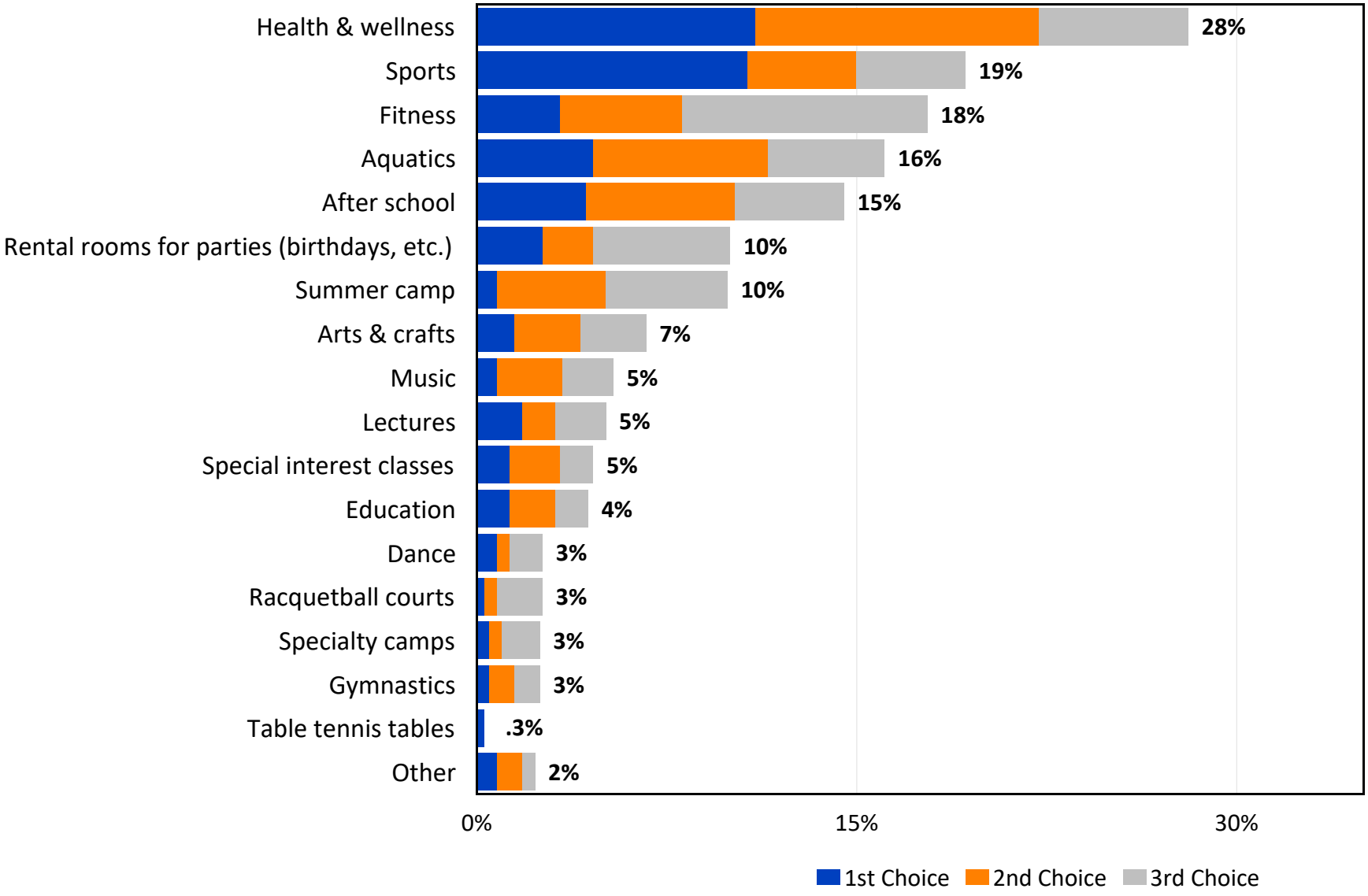
by percentage of respondents



Source: ETC Institute (2019)

Q12. Which recreation program areas do you and members of your household feel are most needed in an indoor aquatic center?

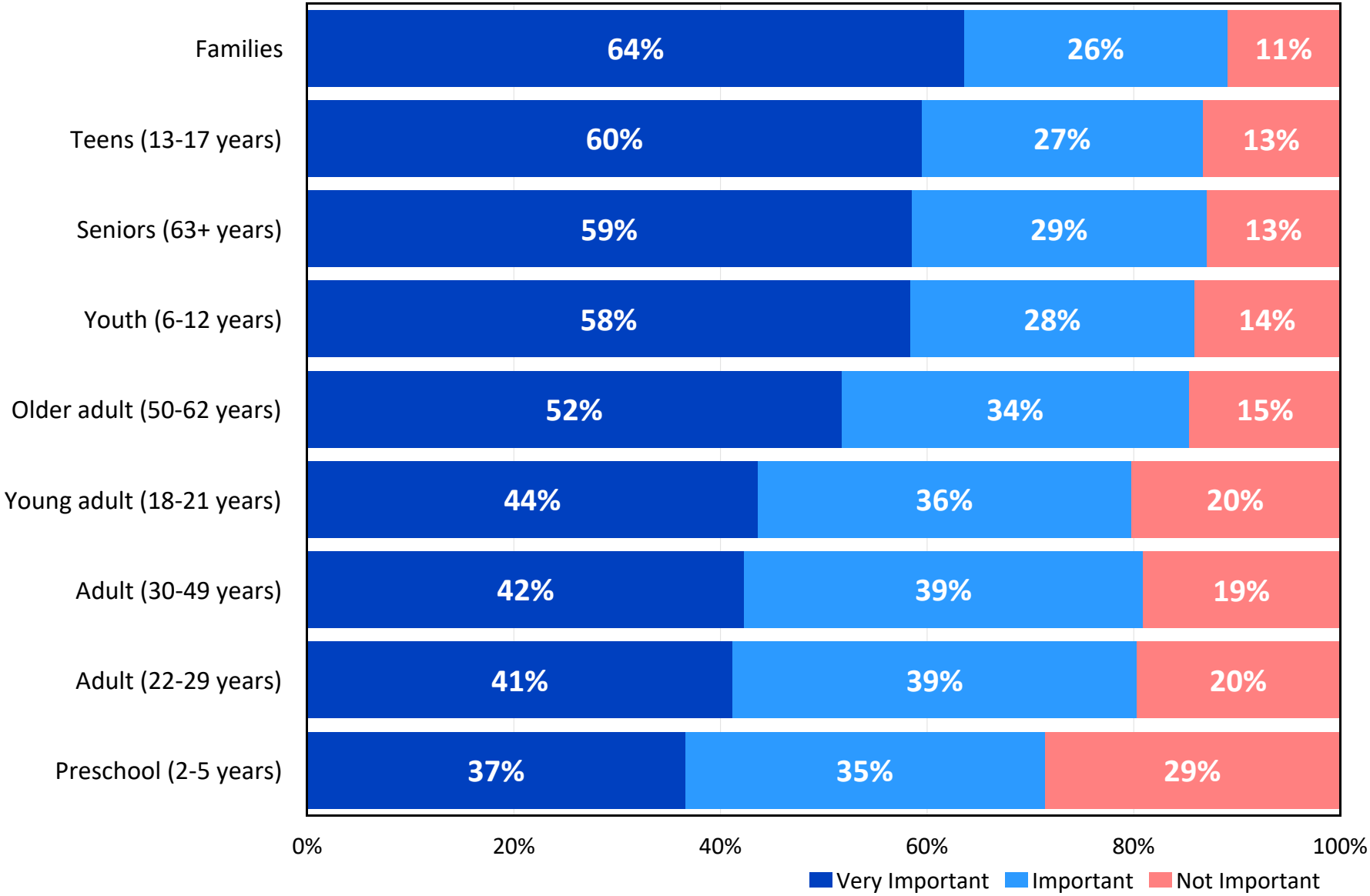
by percentage of respondents who selected the items as one of their top three choices (Excluding NONE)



Source: ETC Institute (2019)

Q13. How important do you and your household think it is to have increased emphasis at a new Carroll Recreation Center?

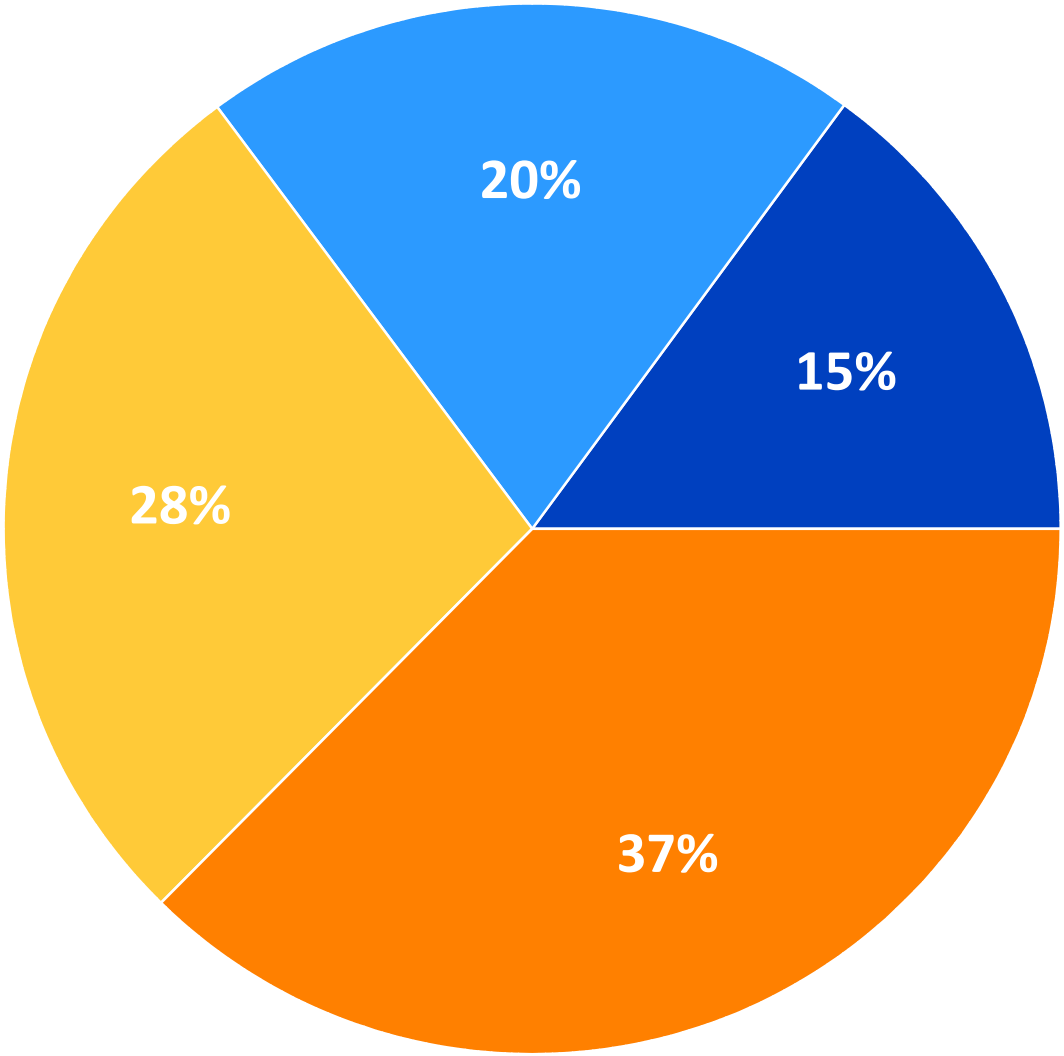
by percentage of respondents



Source: ETC Institute (2019)

Q14. Compared to other issues in Carroll, what priority is the development of an updated recreation center?

by percentage of respondents

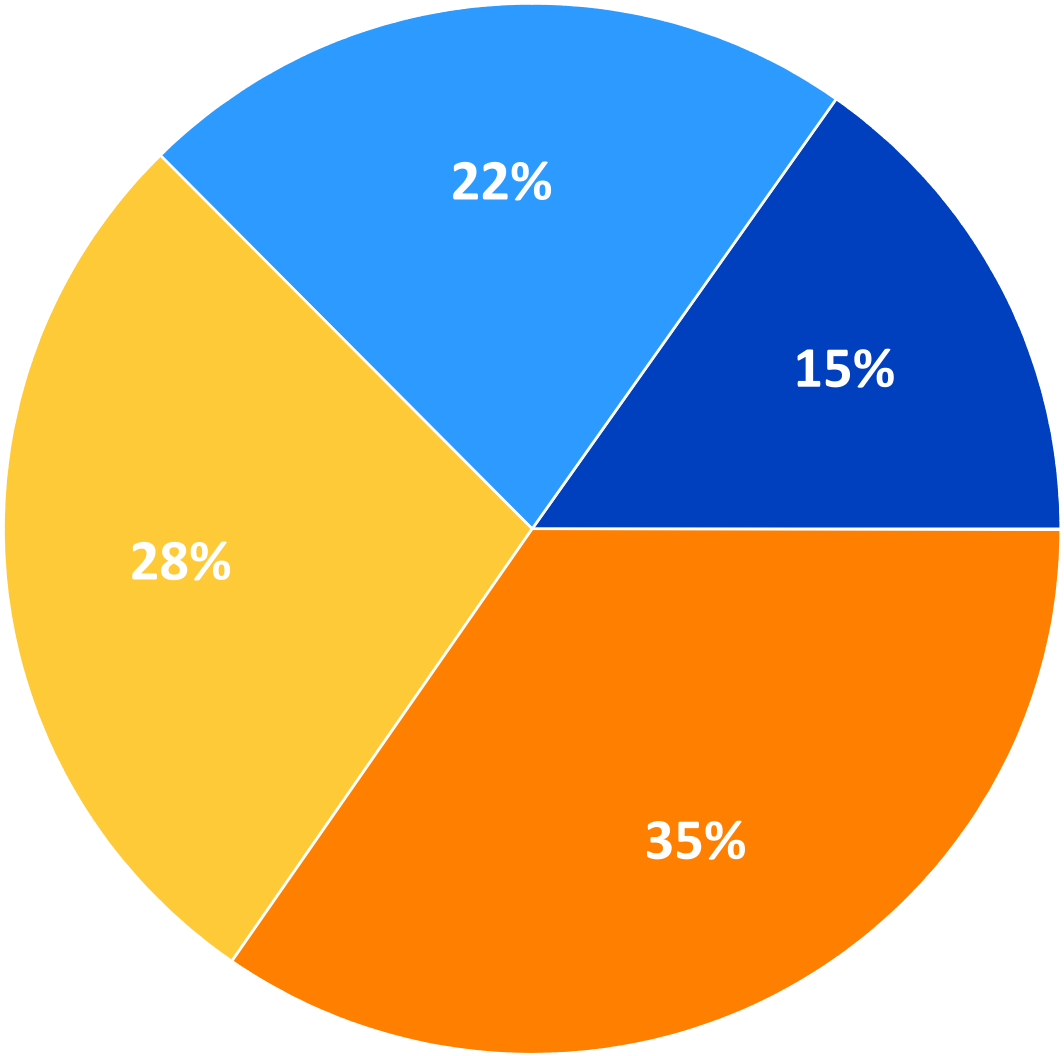


Very high priority | High priority | Medium priority | Low priority

Source: ETC Institute (2019)

Q15. How supportive are you of Carroll Parks and Recreation operating a licensed daycare inside an updated recreation center?

by percentage of respondents

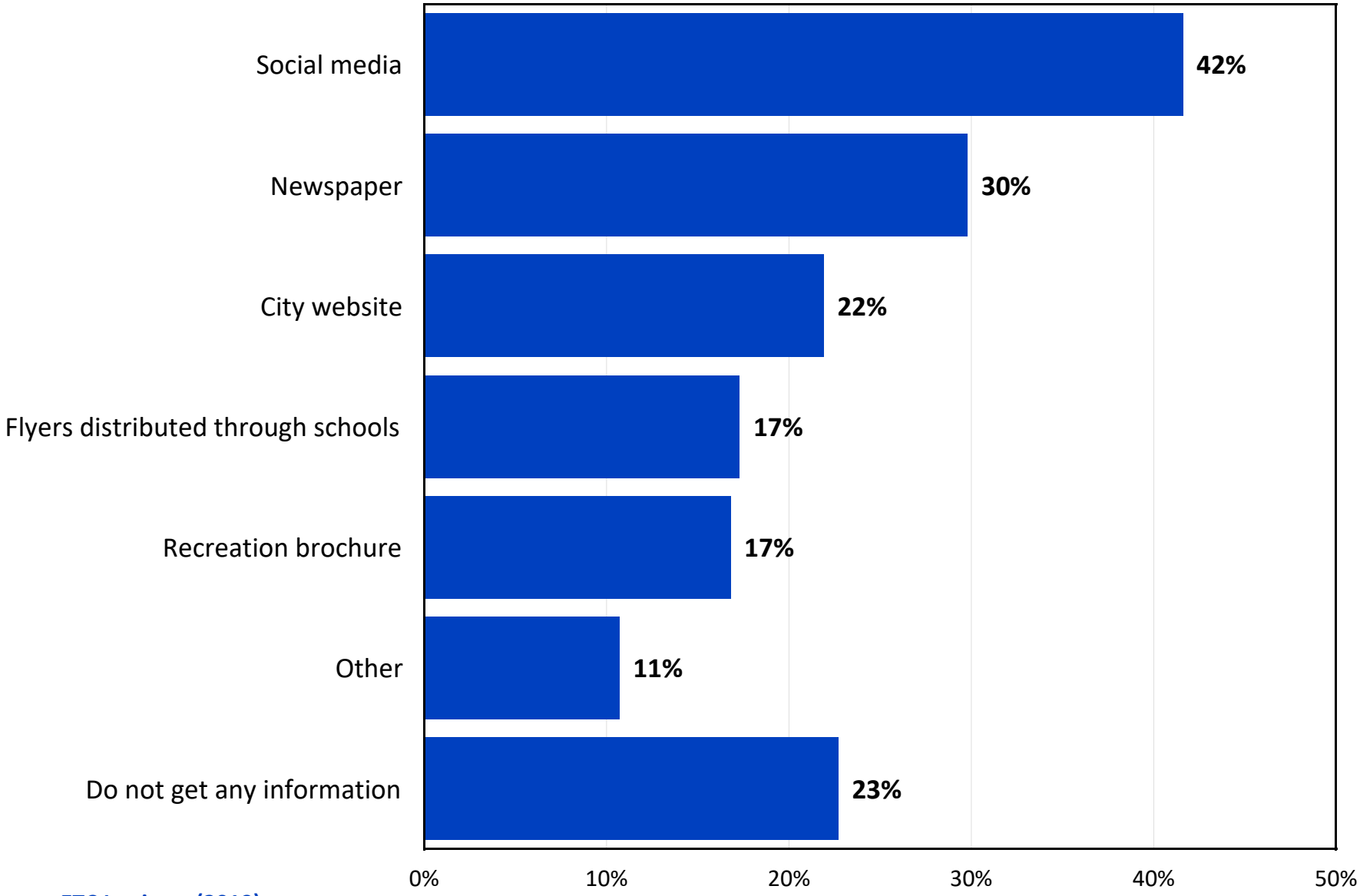


Very supportive Supportive Neutral Not supportive

Source: ETC Institute (2019)

Q16. How do you and your household find out about Carroll recreation programs and services.

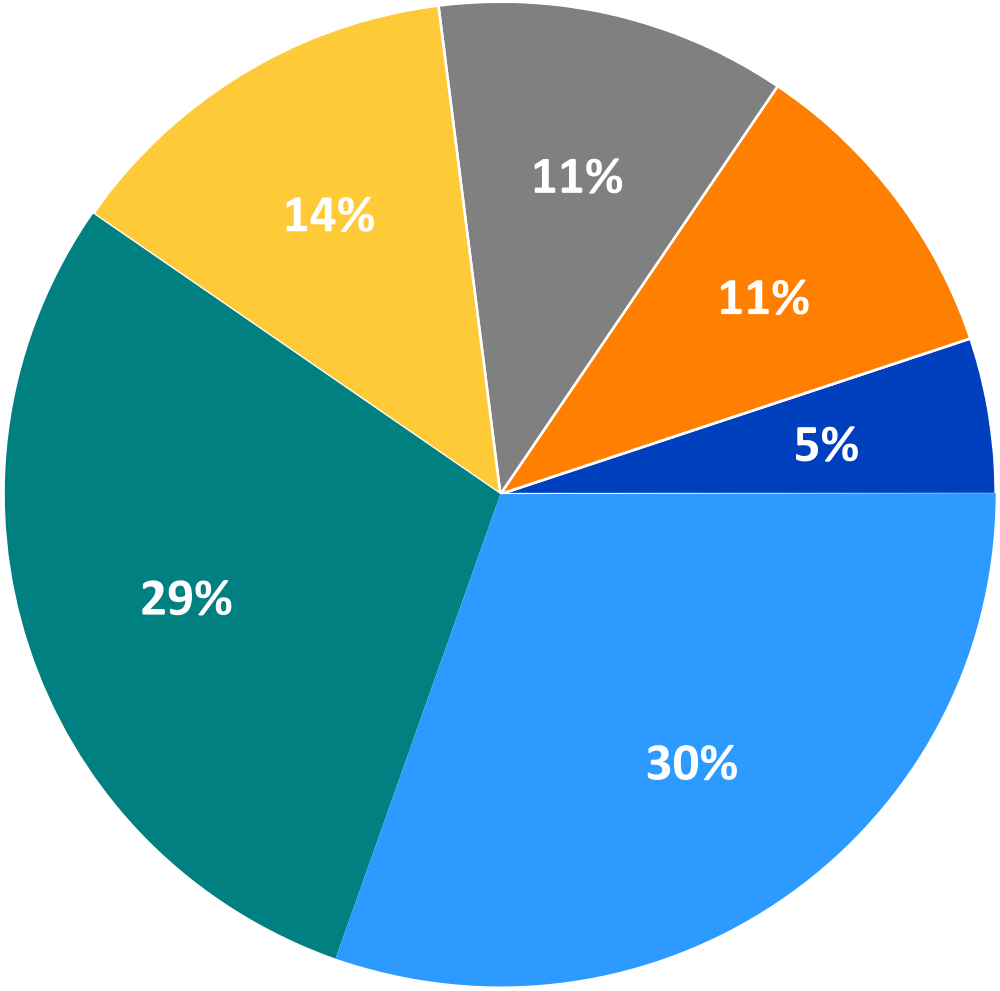
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q17. How often have you or members of your household visited or participated in the City of Carroll Parks and Recreation facilities or programs during the past 12 months?

by percentage of respondents

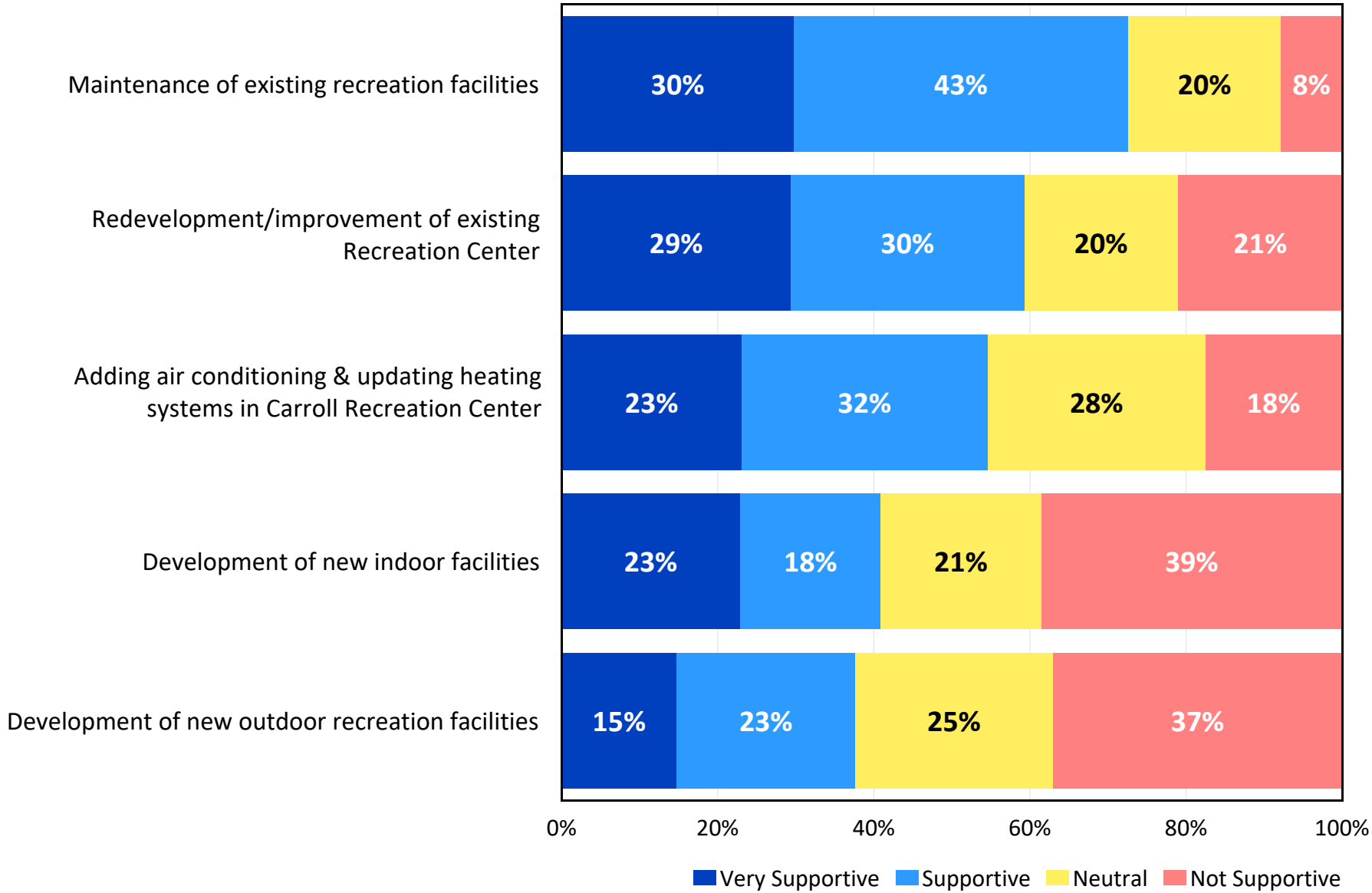


Daily | A few times per week | Weekly | Monthly | Once or twice a season | Never

Source: ETC Institute (2019)

Q18. How supportive are you of the potential actions the City of Carroll could take to enhance their recreation offerings?

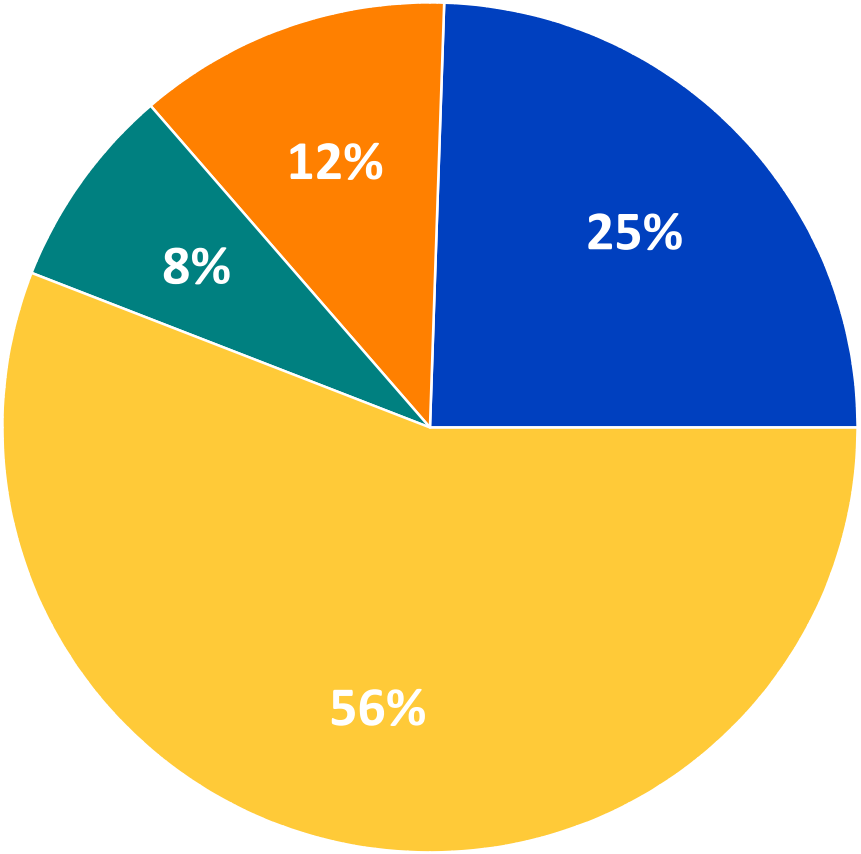
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q19. How much additional property taxes would you pay per year to help support the development of an improved Carroll Recreation Center that includes features most important to your household?

by percentage of respondents

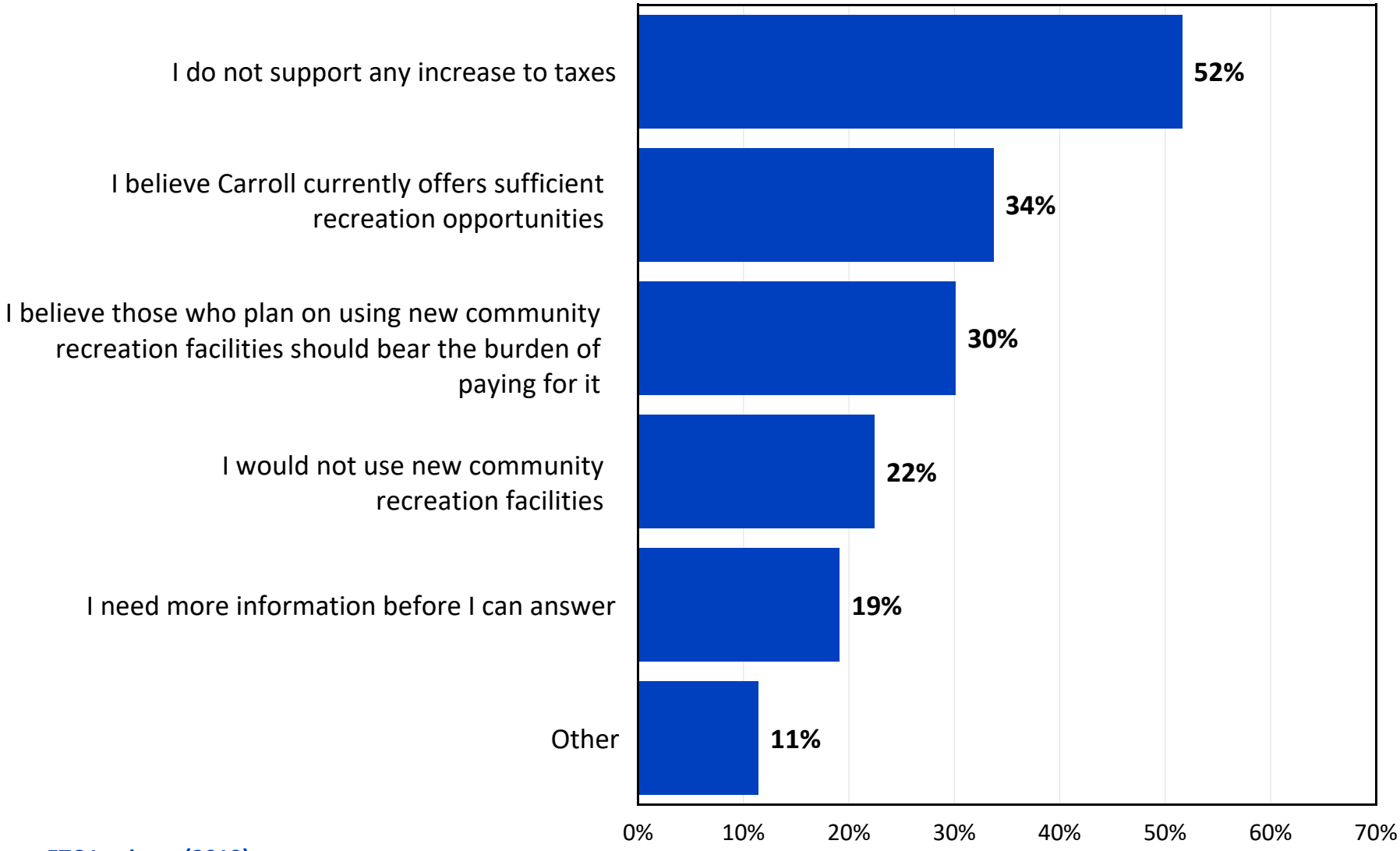


$10-$20 increase | $21-$30 increase | $31-$40 increase | I would not support any increase to property taxes

Source: ETC Institute (2019)

Q19a. Why did you answer "I would not support any increase to property taxes" or "Don't Know" to additional property taxes per year to help support the improvements?

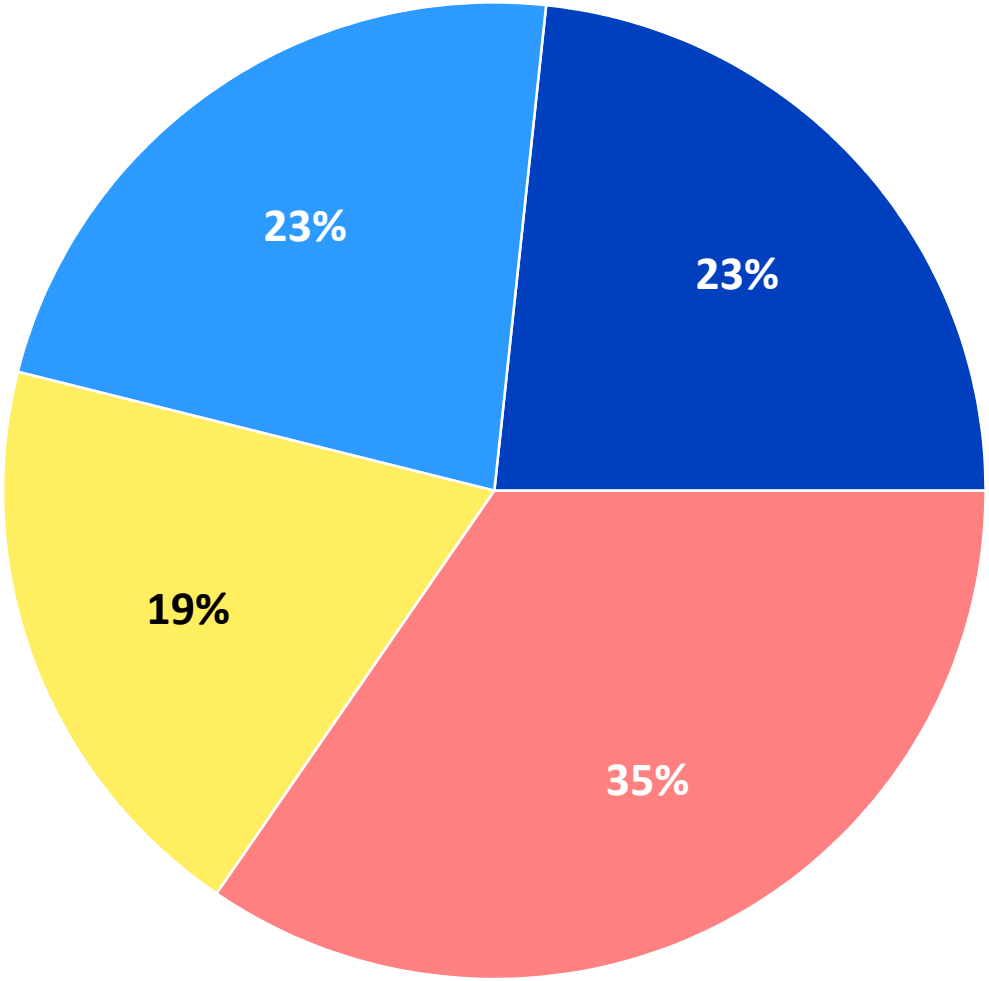
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q20. How supportive would you be of increasing the current family membership rate $10 per month to cover the additional costs needed to complete improvements to the Carroll Recreation Center?

by percentage of respondents

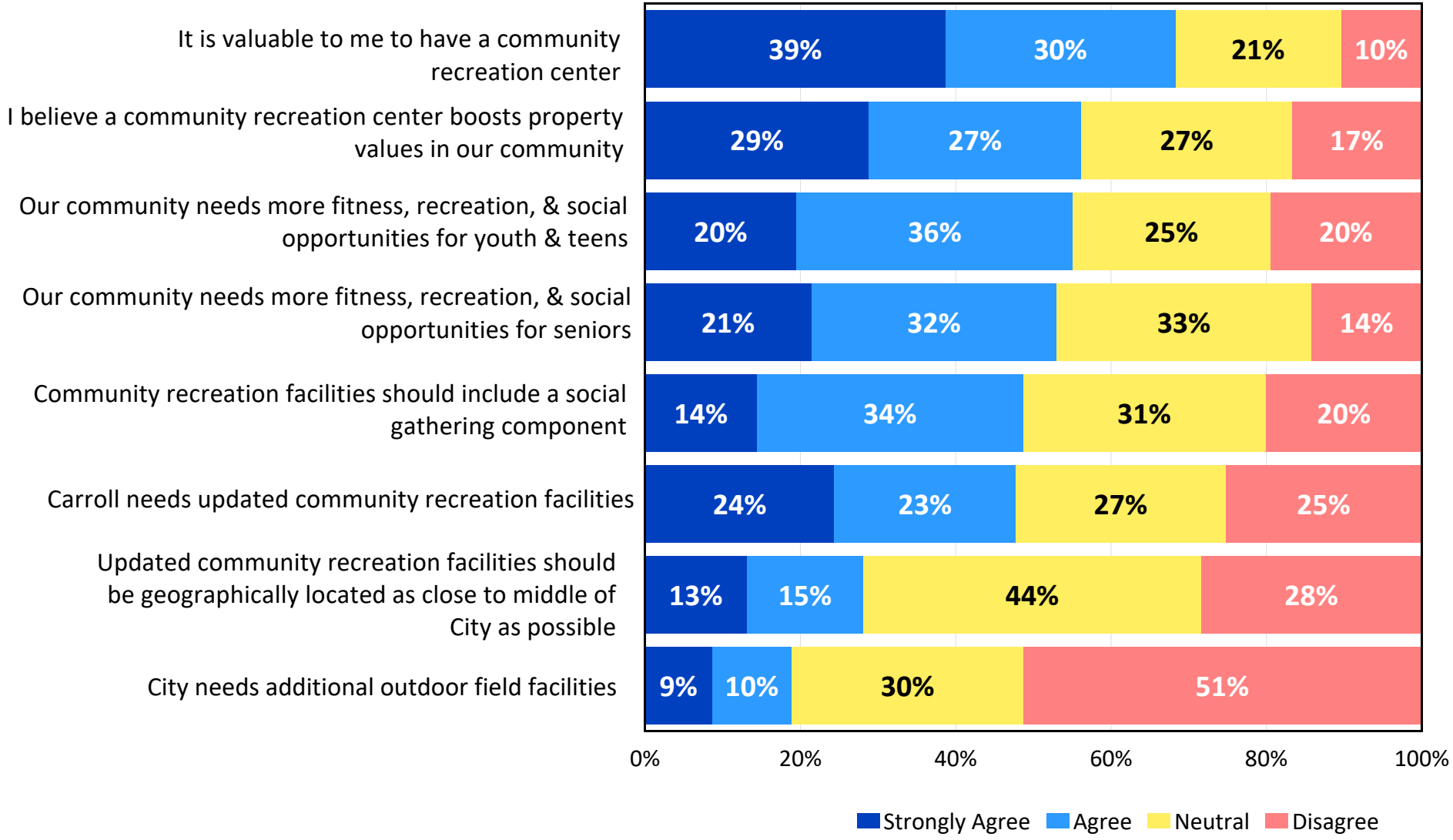


Very supportive Supportive Neutral Not supportive

Source: ETC Institute (2019)

Q21. What is your level of agreement with the following statements?

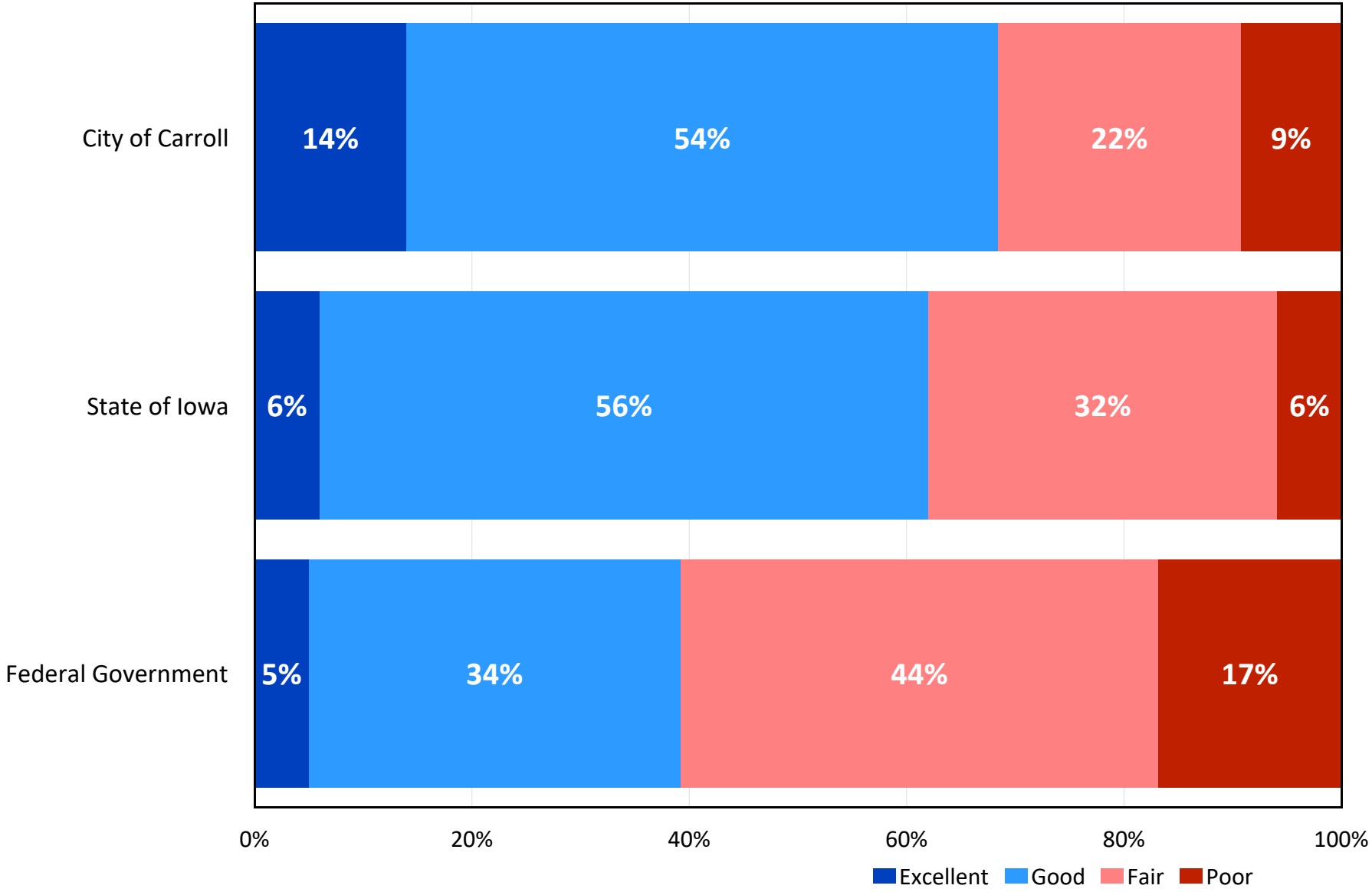
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q22. Overall, how would you rate the quality of services provided by each of the following?

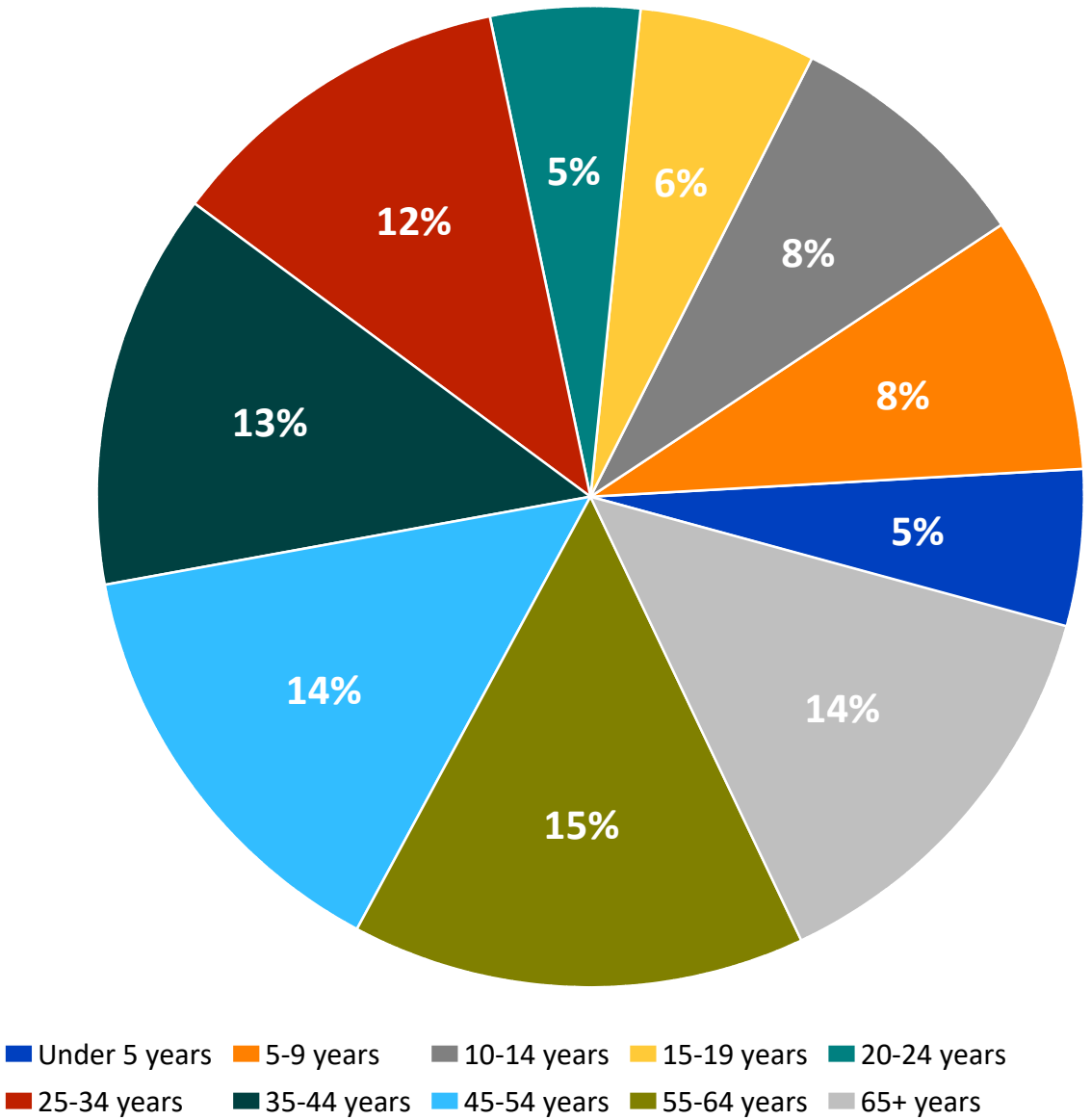
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q23. Demographics: Ages of People in Household

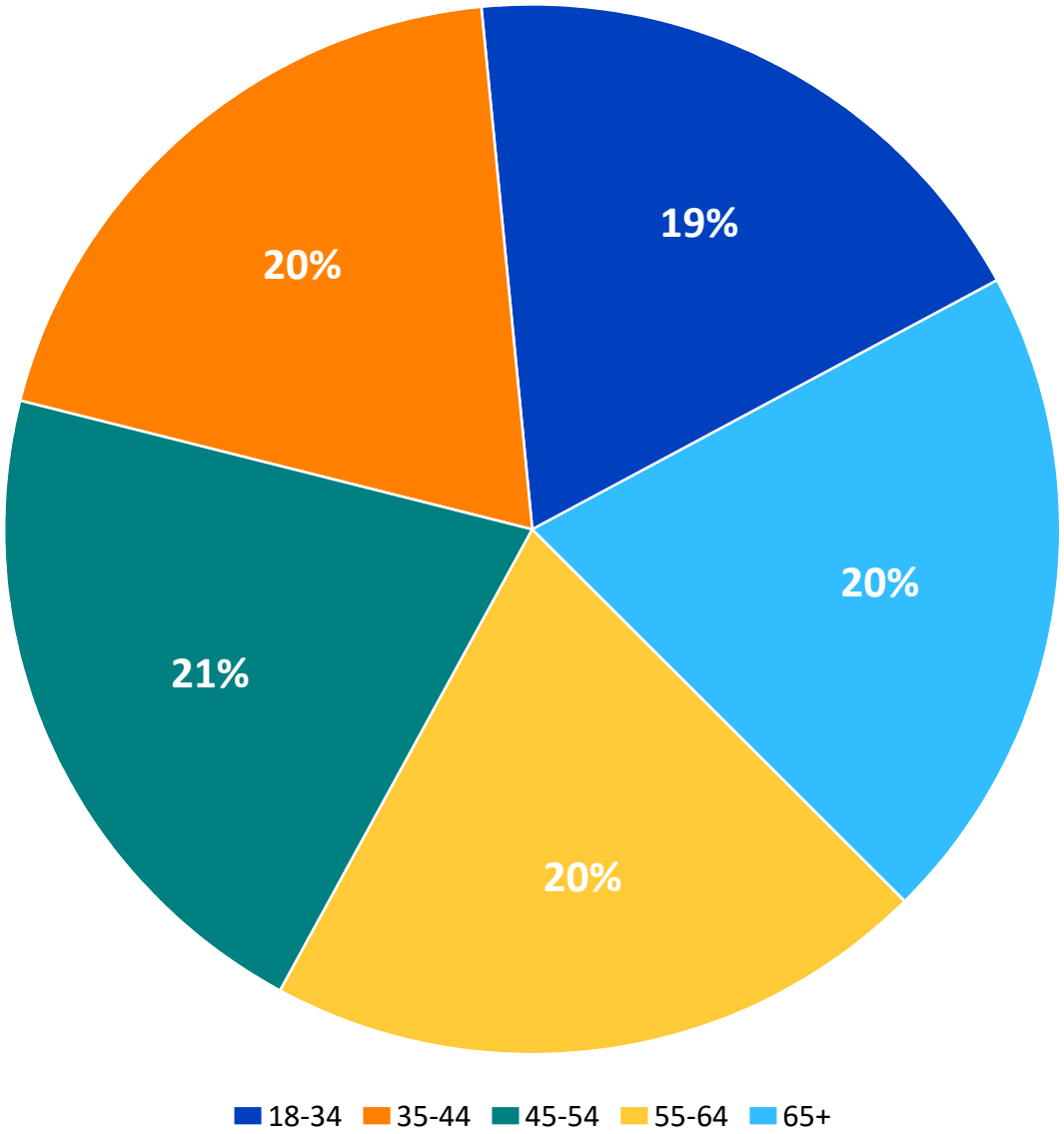
by percentage of household occupants



Source: ETC Institute (2019)

Q24. Demographics: What is your age?

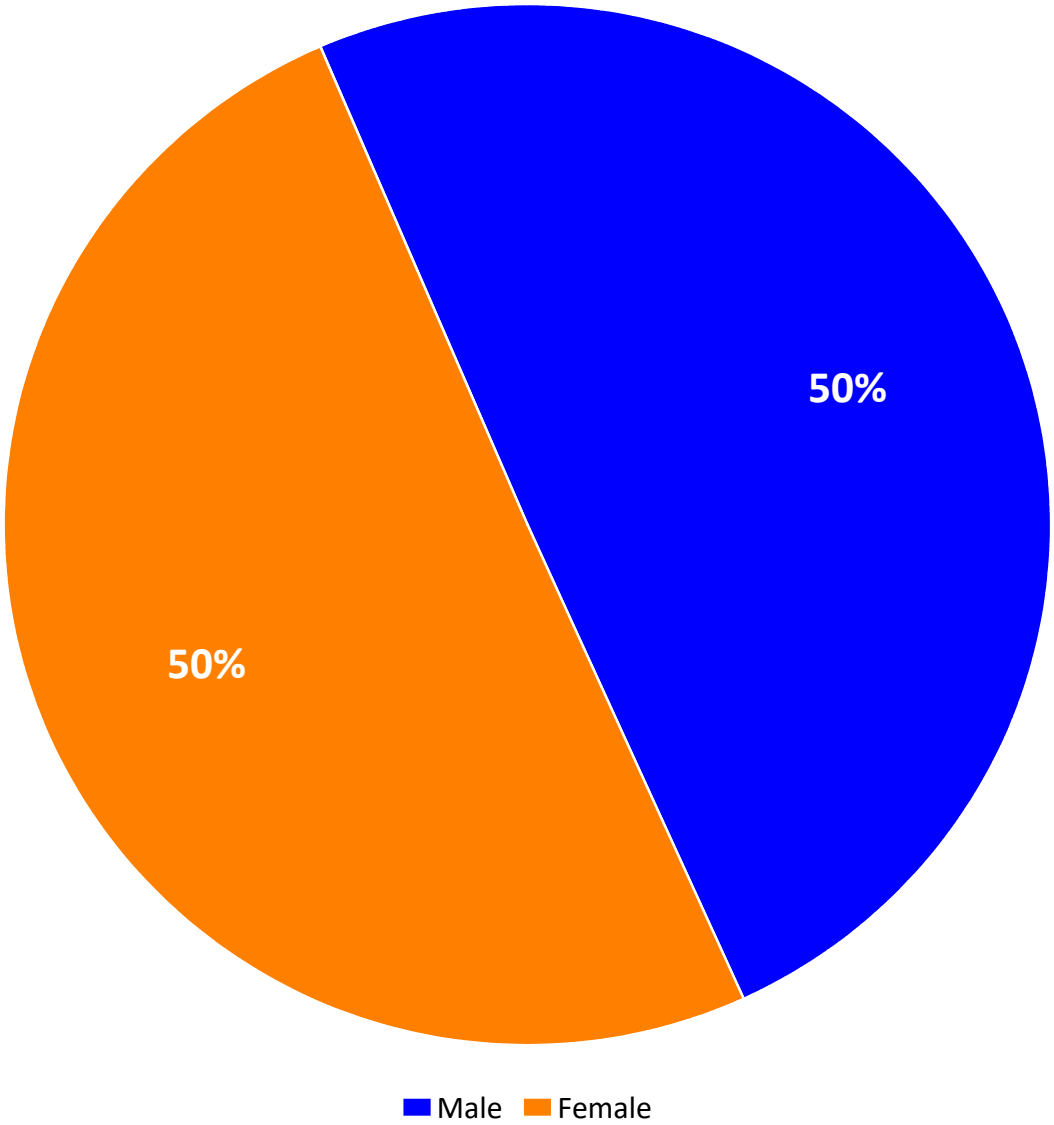
by percentage of respondents



Source: ETC Institute (2019)

Q25. Demographics: What is your gender?

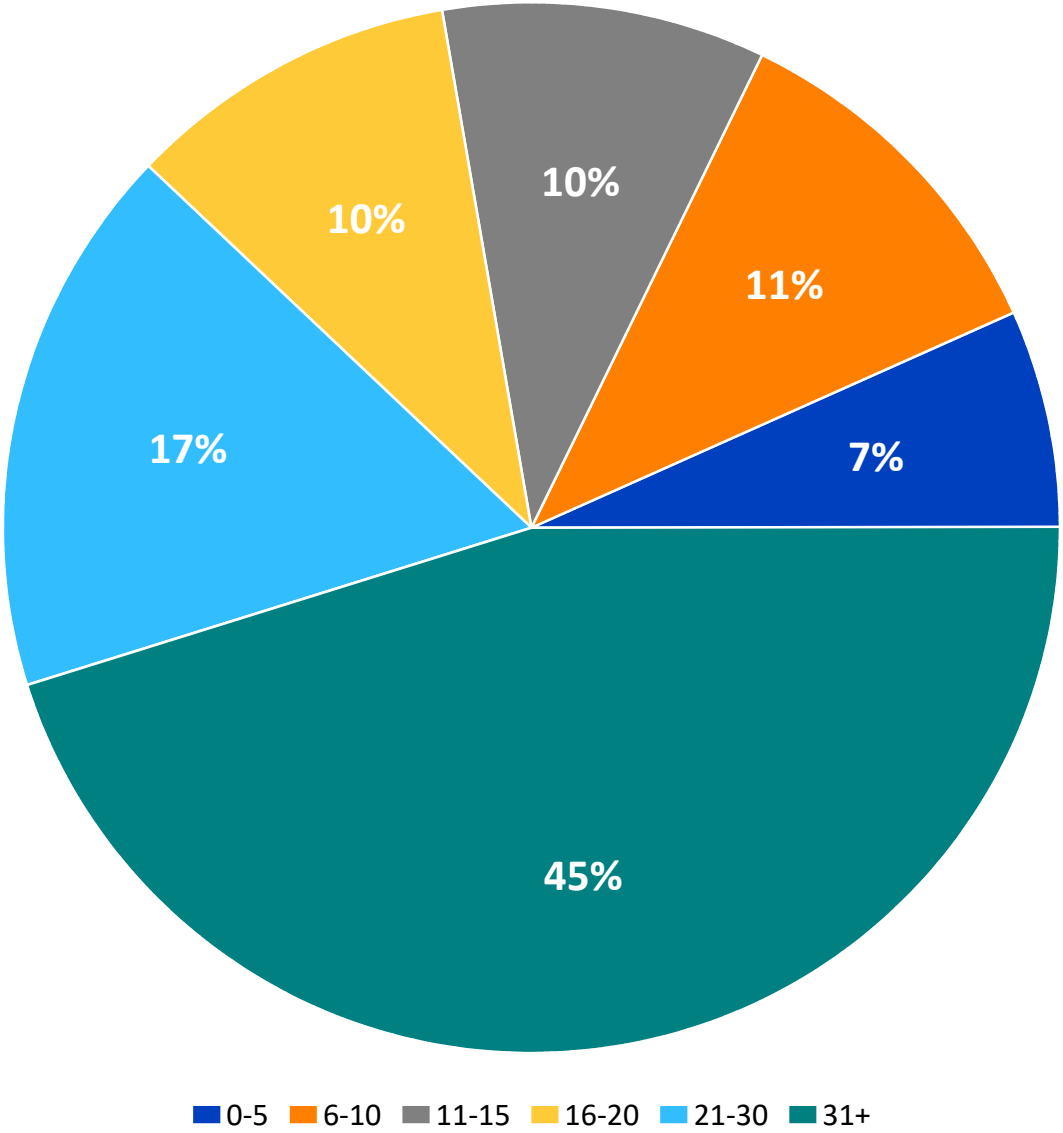
by percentage of respondents



Source: ETC Institute (2019)

Q26. Demographics: How many years have you lived in the City of Carroll?

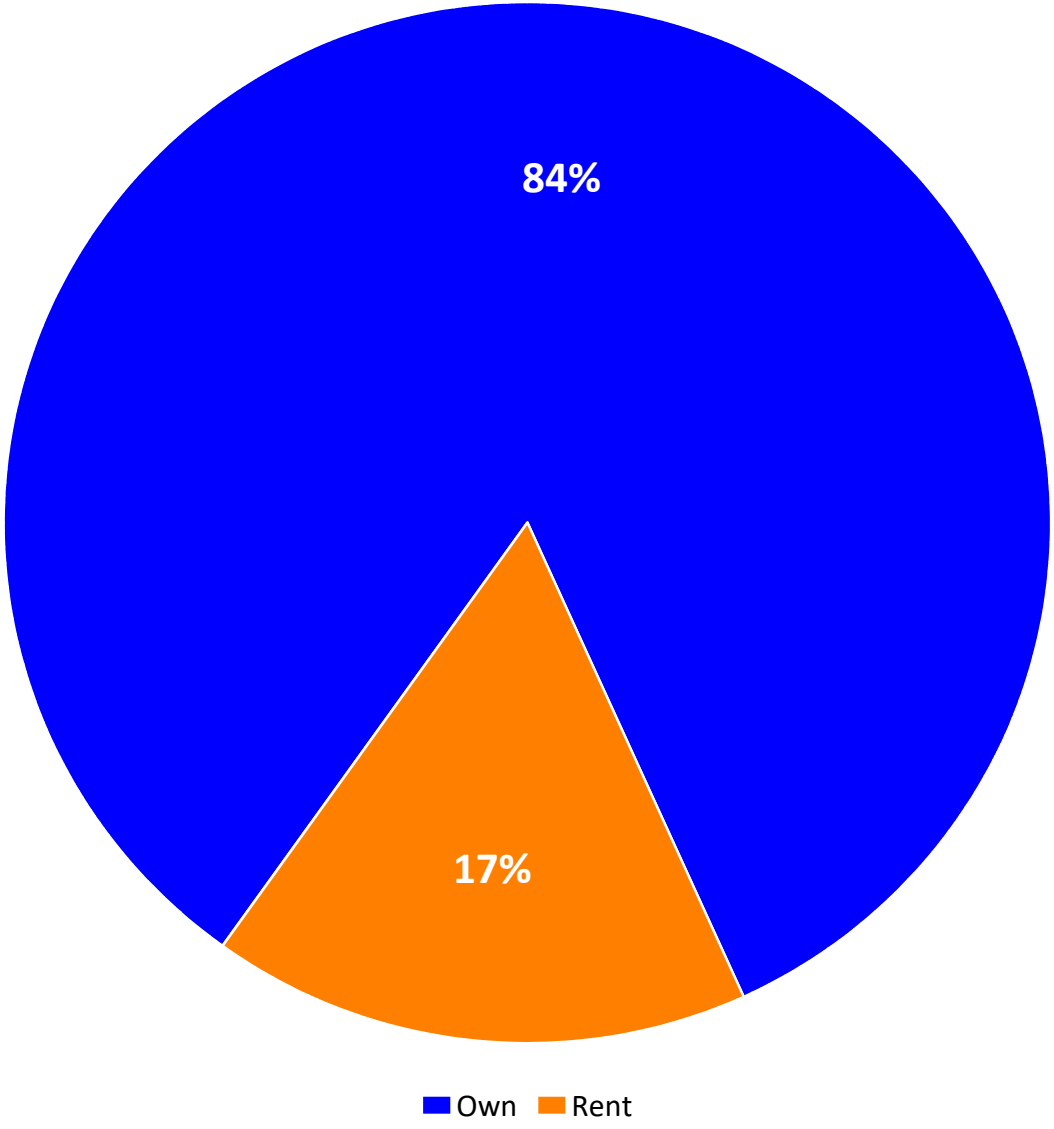
by percentage of respondents



Source: ETC Institute (2019)

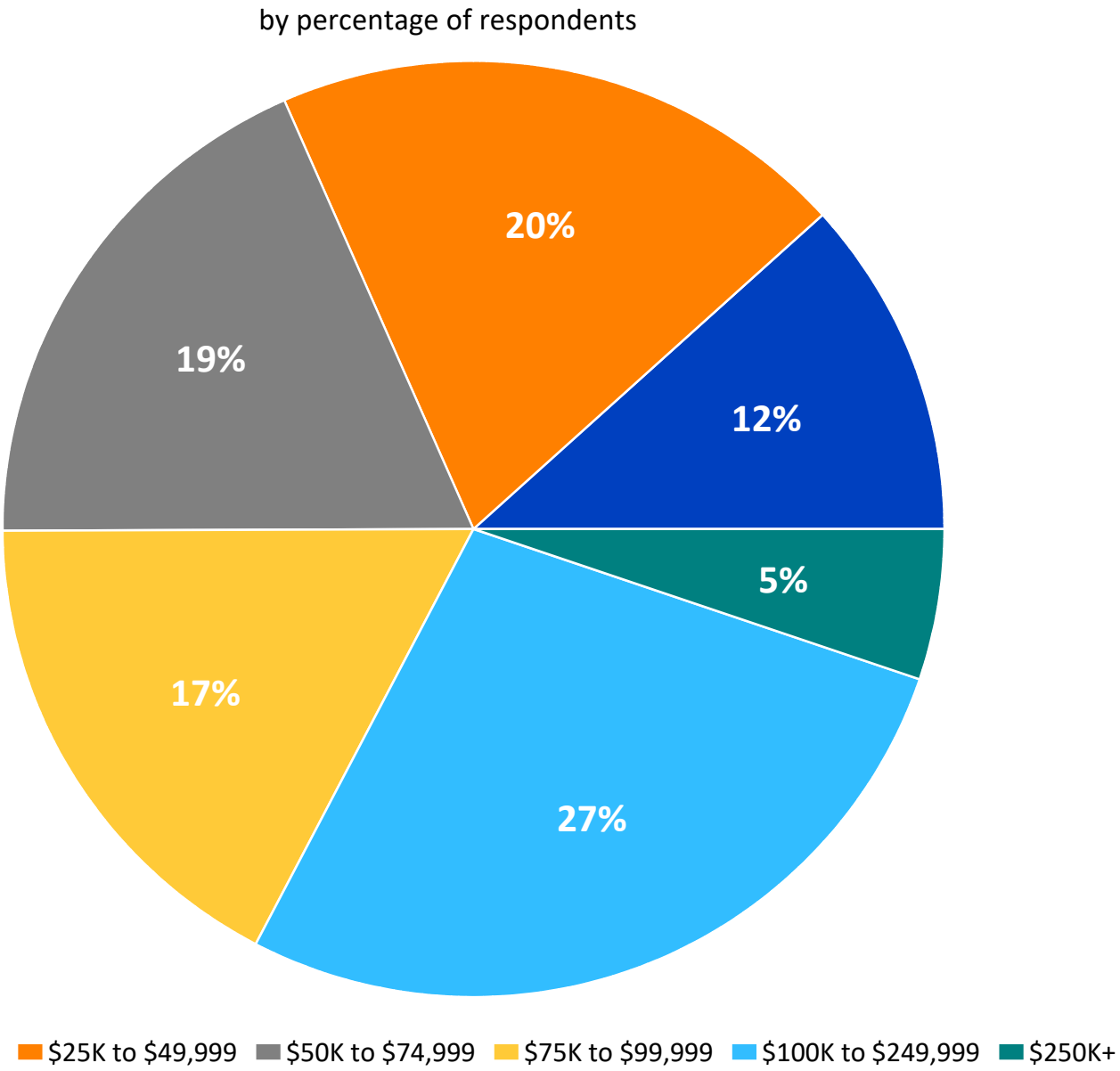
Q27. Demographics: Do you rent or own your home?

by percentage of respondents



Source: ETC Institute (2019)

Q28. Demographics: What is your total annual household income?



Source: ETC Institute (2019)

Section 2
Tabular Data

Q1. Please rate each of the following aspects of quality of life in the City of Carroll:

(N=392)

	Excellent	Good	Fair	Poor	Don't know
Q1-1. Carroll as a place to live	36.0%	54.3%	8.2%	1.5%	0.0%
Q1-2. Your neighborhood as a place to live	46.9%	41.3%	9.4%	1.8%	0.5%
Q1-3. Carroll as a place to raise children	47.2%	42.3%	5.4%	1.0%	4.1%
Q1-4. Carroll as a place to work	29.6%	45.2%	16.3%	5.6%	3.3%
Q1-5. Carroll as a place to retire	22.2%	44.4%	19.4%	5.6%	8.4%
Q1-6. Carroll as a place to recreate	15.3%	46.4%	25.0%	7.1%	6.1%
Q1-7. Overall quality of life in Carroll	26.3%	61.0%	9.2%	2.6%	1.0%

WITHOUT DON'T KNOW

Q1. Please rate each of the following aspects of quality of life in the City of Carroll: (without "don't know")

(N=392)

	Excellent	Good	Fair	Poor
Q1-1. Carroll as a place to live	36.0%	54.3%	8.2%	1.5%
Q1-2. Your neighborhood as a place to live	47.2%	41.5%	9.5%	1.8%
Q1-3. Carroll as a place to raise children	49.2%	44.1%	5.6%	1.1%
Q1-4. Carroll as a place to work	30.6%	46.7%	16.9%	5.8%
Q1-5. Carroll as a place to retire	24.2%	48.5%	21.2%	6.1%
Q1-6. Carroll as a place to recreate	16.3%	49.5%	26.6%	7.6%
Q1-7. Overall quality of life in Carroll	26.5%	61.6%	9.3%	2.6%

Q2. Please rate the quality of each of these City services.

(N=392)

	Very satisfied	Satisfied	Neutral	Dissatisfi-ed	Very dissatisfied	Don't know
Q2-1. Animal Control	16.6%	38.8%	26.8%	5.9%	1.8%	10.2%
Q2-2. Building Inspection	13.8%	31.4%	25.0%	5.1%	2.3%	22.4%
Q2-3. Cemetery	32.1%	42.6%	12.5%	1.5%	1.0%	10.2%
Q2-4. City Administration	14.0%	35.5%	26.0%	12.2%	7.9%	4.3%
Q2-5. Code/Nuisance Enforcement	15.1%	31.4%	29.8%	7.9%	3.8%	12.0%
Q2-6. Drinking Water	23.2%	46.7%	16.1%	9.2%	3.6%	1.3%
Q2-7. Economic Development	13.8%	36.0%	28.1%	12.2%	4.3%	5.6%
Q2-8. Fire Department	50.0%	38.5%	7.1%	1.3%	0.5%	2.6%
Q2-9. Garbage/Solid Waste Collection	42.1%	42.6%	8.9%	2.6%	2.0%	1.8%
Q2-10. Golf Course	23.7%	33.9%	18.9%	1.8%	1.3%	20.4%
Q2-11. Library	22.2%	36.5%	17.9%	9.7%	6.4%	7.4%
Q2-12. Parks	25.3%	49.0%	17.6%	2.8%	2.6%	2.8%
Q2-13. Planning & Zoning	14.3%	24.2%	32.7%	4.6%	4.1%	20.2%
Q2-14. Police Department	26.5%	45.2%	16.8%	5.9%	3.6%	2.0%
Q2-15. Recreation Center Programs	9.9%	40.1%	27.6%	8.4%	3.3%	10.7%
Q2-16. Recreation Programs (not Rec Center)	8.7%	31.9%	33.4%	8.4%	2.8%	14.8%
Q2-17. Sanitary Sewer	19.4%	48.5%	20.2%	4.3%	1.5%	6.1%
Q2-18. Street Repair	13.8%	39.3%	22.2%	16.6%	6.6%	1.5%
Q2-19. Storm Water Drainage	13.3%	46.7%	21.9%	9.9%	2.8%	5.4%
Q2-20. Utility Billing	19.1%	47.2%	24.0%	5.9%	2.3%	1.5%
Q2-21. Overall quality of City services	16.1%	54.6%	20.7%	5.6%	2.8%	0.3%

WITHOUT DON'T KNOW

Q2. Please rate the quality of each of these City services. (without "don't know")

(N=392)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Animal Control	18.5%	43.2%	29.8%	6.5%	2.0%
Q2-2. Building Inspection	17.8%	40.5%	32.2%	6.6%	3.0%
Q2-3. Cemetery	35.8%	47.4%	13.9%	1.7%	1.1%
Q2-4. City Administration	14.7%	37.1%	27.2%	12.8%	8.3%
Q2-5. Code/Nuisance Enforcement	17.1%	35.7%	33.9%	9.0%	4.3%
Q2-6. Drinking Water	23.5%	47.3%	16.3%	9.3%	3.6%
Q2-7. Economic Development	14.6%	38.1%	29.7%	13.0%	4.6%
Q2-8. Fire Department	51.3%	39.5%	7.3%	1.3%	0.5%
Q2-9. Garbage/Solid Waste Collection	42.9%	43.4%	9.1%	2.6%	2.1%
Q2-10. Golf Course	29.8%	42.6%	23.7%	2.2%	1.6%
Q2-11. Library	24.0%	39.4%	19.3%	10.5%	6.9%
Q2-12. Parks	26.0%	50.4%	18.1%	2.9%	2.6%
Q2-13. Planning & Zoning	17.9%	30.4%	40.9%	5.8%	5.1%
Q2-14. Police Department	27.1%	46.1%	17.2%	6.0%	3.6%
Q2-15. Recreation Center Programs	11.1%	44.9%	30.9%	9.4%	3.7%
Q2-16. Recreation Programs (not Rec Center)	10.2%	37.4%	39.2%	9.9%	3.3%
Q2-17. Sanitary Sewer	20.7%	51.6%	21.5%	4.6%	1.6%
Q2-18. Street Repair	14.0%	39.9%	22.5%	16.8%	6.7%
Q2-19. Storm Water Drainage	14.0%	49.3%	23.2%	10.5%	3.0%
Q2-20. Utility Billing	19.4%	47.9%	24.4%	6.0%	2.3%
Q2-21. Overall quality of City services	16.1%	54.7%	20.7%	5.6%	2.8%

Q3. Please rate each of the following categories of Carroll government performance:

(N=392)

	Excellent	Good	Fair	Poor	Don't know
Q3-1. Overall value received for your local tax & fees	9.4%	36.0%	33.4%	18.6%	2.6%
Q3-2. As a community that is moving in right direction	12.2%	35.5%	33.2%	15.8%	3.3%
Q3-3. Level of public involvement in local decision making	7.9%	26.8%	34.7%	25.3%	5.4%
Q3-4. Leadership of elected officials	8.7%	34.2%	30.6%	20.4%	6.1%
Q3-5. Leadership of City Manager & appointed staff	9.7%	35.7%	23.0%	21.9%	9.7%
Q3-6. Honesty of Carroll's government	12.0%	31.9%	22.4%	23.2%	10.5%
Q3-7. Treats all residents fairly & equitably	11.5%	33.4%	28.6%	18.1%	8.4%
Q3-8. Generally acts in best interest of community	12.2%	35.2%	28.8%	19.1%	4.6%

WITHOUT DON'T KNOW

Q3. Please rate each of the following categories of Carroll government performance: (without "don't know")

(N=392)

	Excellent	Good	Fair	Poor
Q3-1. Overall value received for your local tax & fees	9.7%	36.9%	34.3%	19.1%
Q3-2. As a community that is moving in right direction	12.7%	36.7%	34.3%	16.4%
Q3-3. Level of public involvement in local decision making	8.4%	28.3%	36.7%	26.7%
Q3-4. Leadership of elected officials	9.2%	36.4%	32.6%	21.7%
Q3-5. Leadership of City Manager & appointed staff	10.7%	39.5%	25.4%	24.3%
Q3-6. Honesty of Carroll's government	13.4%	35.6%	25.1%	25.9%
Q3-7. Treats all residents fairly & equitably	12.5%	36.5%	31.2%	19.8%
Q3-8. Generally acts in best interest of community	12.8%	36.9%	30.2%	20.1%

Q4. The City is developing a five-year capital improvements program. What priority do you believe should be placed on each of the following infrastructure improvement projects?

(N=392)

	High priority	Medium priority	Low priority	Do not fund	Unsure/no opinion
Q4-1. Major City street improvements	33.4%	49.2%	11.5%	1.8%	4.1%
Q4-2. Residential street improvements	40.6%	47.2%	6.1%	1.3%	4.8%
Q4-3. Downtown streetscape improvements	7.7%	21.4%	43.6%	23.7%	3.6%
Q4-4. Storm water/drainage improvements	22.2%	44.9%	19.6%	2.3%	11.0%
Q4-5. Sanitary sewer improvements	22.2%	41.8%	20.9%	2.0%	13.0%
Q4-6. Street maintenance facility construction	14.0%	32.4%	29.3%	12.5%	11.7%
Q4-7. Sidewalk repairs	28.6%	42.1%	20.9%	2.6%	5.9%
Q4-8. Train horn mitigation	31.9%	18.6%	25.0%	17.3%	7.1%
Q4-9. Improvements to existing parks	14.8%	40.3%	33.7%	5.9%	5.4%
Q4-10. Recreation trails	19.6%	30.4%	31.4%	15.1%	3.6%
Q4-11. Improvements to outdoor aquatic center	12.5%	24.5%	37.2%	20.9%	4.8%
Q4-12. Recreation Center improvements	24.0%	28.1%	27.6%	15.3%	5.1%

WITHOUT NOT SURE/NO OPINION

Q4. The City is developing a five-year capital improvements program. What priority do you believe should be placed on each of the following infrastructure improvement projects? (without "unsure/no opinion")

(N=392)

	High priority	Medium priority	Low priority	Do not fund
Q4-1. Major City street improvements	34.8%	51.3%	12.0%	1.9%
Q4-2. Residential street improvements	42.6%	49.6%	6.4%	1.3%
Q4-3. Downtown streetscape improvements	7.9%	22.2%	45.2%	24.6%
Q4-4. Storm water/drainage improvements	24.9%	50.4%	22.1%	2.6%
Q4-5. Sanitary sewer improvements	25.5%	48.1%	24.0%	2.3%
Q4-6. Street maintenance facility construction	15.9%	36.7%	33.2%	14.2%
Q4-7. Sidewalk repairs	30.4%	44.7%	22.2%	2.7%
Q4-8. Train horn mitigation	34.3%	20.1%	26.9%	18.7%
Q4-9. Improvements to existing parks	15.6%	42.6%	35.6%	6.2%
Q4-10. Recreation trails	20.4%	31.5%	32.5%	15.6%
Q4-11. Improvements to outdoor aquatic center	13.1%	25.7%	39.1%	22.0%
Q4-12. Recreation Center improvements	25.3%	29.6%	29.0%	16.1%

Q5. Where do you and members of your household currently go for your indoor recreation needs?

Q5. Where do you currently go for your indoor recreation needs	Number	Percent
Carroll Recreation Center	173	44.1 %
Anytime Fitness	31	7.9 %
Platinum Fitness	18	4.6 %
Carroll Cross Fit Gym	13	3.3 %
Outside City of Carroll	39	9.9 %
Other	28	7.1 %
I/we do not use any indoor recreation facilities	149	38.0 %
Total	451	

Q5-6. Other

Q5-6. Other	Number	Percent
BOWLING ALLEY, MOVIE THEATER, LIBRARY	1	3.6 %
Carroll Municipal Golf Course	1	3.6 %
Church gym	1	3.6 %
Disabled at this time	1	3.6 %
FITNESS WORLD	1	3.6 %
HOME GYM	7	25.0 %
Hospital	1	3.6 %
KUEMPER	1	3.6 %
KUEMPER FIELD HOUSE	1	3.6 %
PARK SHELTER HOUSES	1	3.6 %
POLICE DEPT GYM	1	3.6 %
PRIVATE VENUE	1	3.6 %
SCHOOLS AND HOME	1	3.6 %
SHOPPING OUTSIDE CARROLL	1	3.6 %
SWAN LAKE	1	3.6 %
TRAILS	1	3.6 %
The college kids have memberships in the city they go to school in	1	3.6 %
The store to get my steps in	1	3.6 %
Trails	1	3.6 %
WALK AT WALMART	1	3.6 %
WORK	1	3.6 %
WORK OUTSIDE	1	3.6 %
Total	28	100.0 %

Q6. Which ONE of the following statements best represents how the indoor recreation facilities that you are currently using meet your and your household's needs?

Q6. How does indoor recreation facilities meet your household's needs	Number	Percent
Meet all of your needs	87	22.2 %
Meet some of your needs	136	34.7 %
Do not meet any of your needs	7	1.8 %
Do not use any indoor recreation facilities	150	38.3 %
Not provided	12	3.1 %
Total	392	100.0 %

WITHOUT NOT PROVIDED

Q6. Which ONE of the following statements best represents how the indoor recreation facilities that you are currently using meet your and your household's needs? (without "not provided")

Q6. How does indoor recreation facilities meet your household's needs	Number	Percent
Meet all of your needs	87	22.9 %
Meet some of your needs	136	35.8 %
Do not meet any of your needs	7	1.8 %
Do not use any indoor recreation facilities	150	39.5 %
Total	380	100.0 %

Q7. Within the last year, have you or members of your household utilized the Carroll Recreation Center?

Q7. Have you utilized Carroll Recreation Center within last year	Number	Percent
Yes	218	55.6 %
No	174	44.4 %
Total	392	100.0 %

Q7a. How would you classify yourself and household as users of the Carroll Recreation Center?

Q7a. How would you classify yourself & your household as users of Carroll Recreation Center	Number	Percent
Use often (once a week or more)	86	39.4 %
Use sometimes (once a month)	63	28.9 %
Rarely (several times a year)	69	31.7 %
Total	218	100.0 %

Q7b. Please CHECK ALL of the programs that you and members of your household take part in at the Carroll Recreation Center.

Q7b. All programs you take part in at Carroll Recreation Center	Number	Percent
Basketball	56	25.7 %
Indoor pool	137	62.8 %
Summer youth theater	15	6.9 %
Volleyball	24	11.0 %
Congregate meals	4	1.8 %
Personal training	36	16.5 %
Swim lessons/swim team	52	23.9 %
Water aerobics	16	7.3 %
Fitness classes	27	12.4 %
Pickleball	8	3.7 %
Tennis	4	1.8 %
Other	35	16.1 %
Total	414	

Q7b-12. Other

Q7b-12. Other	Number	Percent
AUDITORIUM	1	2.9 %
All Strings Attached Concerts	1	2.9 %
CONCERTS	1	2.9 %
DANCE LESSONS, SOCCER, BASEBALL	1	2.9 %
EXERCISE EQUIPMENT	1	2.9 %
Exercise	1	2.9 %
Grandchildren, youth sports and pools	1	2.9 %
Health reason utilized the indoor pool	1	2.9 %
KIDS PROGRAMS	1	2.9 %
MEETINGS	1	2.9 %
Racquetball	2	5.9 %
SAUNA	1	2.9 %
SOCCER	3	8.8 %
School plays	1	2.9 %
Special health	1	2.9 %
TRAINING ROOM	1	2.9 %
TREADMILL AND WEIGHTS	1	2.9 %
Treadmills	2	5.9 %
WALKING IN GYM	1	2.9 %
WEIGHT ROOM	5	14.7 %
Walking	5	14.7 %
Weight and cardio rooms	1	2.9 %
Total	34	100.0 %

Q7c. Please rate your overall satisfaction with the following operational aspects of the Carroll Recreation Center on a scale of 4 to 1 where 4 means "very satisfied" and 1 means "very dissatisfied." If you don't use, please indicate 9 for "don't use."

(N=218)

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	N/A or don't use
Q7c-1. Maintenance/cleanliness	21.6%	58.3%	11.5%	4.1%	4.6%
Q7c-2. Customer service	30.7%	56.9%	5.5%	1.8%	5.0%
Q7c-3. Programs	11.9%	53.7%	14.2%	5.0%	15.1%
Q7c-4. Hours of operation	23.4%	55.0%	10.6%	4.1%	6.9%
Q7c-5. Instructors	16.1%	42.7%	4.1%	2.3%	34.9%

WITHOUT DON'T USE

Q7c. Please rate your overall satisfaction with the following operational aspects of the Carroll Recreation Center on a scale of 4 to 1 where 4 means "very satisfied" and 1 means "very dissatisfied." If you don't use, please indicate 9 for "don't use." (without "n/a or don't use")

(N=218)

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied
Q7c-1. Maintenance/cleanliness	22.6%	61.1%	12.0%	4.3%
Q7c-2. Customer service	32.4%	59.9%	5.8%	1.9%
Q7c-3. Programs	14.1%	63.2%	16.8%	5.9%
Q7c-4. Hours of operation	25.1%	59.1%	11.3%	4.4%
Q7c-5. Instructors	24.6%	65.5%	6.3%	3.5%

Q7d. Which TWO of the operational aspects listed in Question 7c are MOST IMPORTANT to your enjoyment of the Carroll Recreation Center?

Q7d. Top choice	Number	Percent
Maintenance/cleanliness	75	34.4 %
Customer service	17	7.8 %
Programs	51	23.4 %
Hours of operation	32	14.7 %
Instructors	4	1.8 %
None chosen	39	17.9 %
Total	218	100.0 %

Q7d. Which TWO of the operational aspects listed in Question 7c are MOST IMPORTANT to your enjoyment of the Carroll Recreation Center?

Q7d. 2nd choice	Number	Percent
Maintenance/cleanliness	41	18.8 %
Customer service	40	18.3 %
Programs	32	14.7 %
Hours of operation	46	21.1 %
Instructors	12	5.5 %
None chosen	47	21.6 %
Total	218	100.0 %

SUM OF TOP 2 CHOICES

Q7d. Which TWO of the operational aspects listed in Question 7c are MOST IMPORTANT to your enjoyment of the Carroll Recreation Center? (top 2)

Q7d. Sum of Top 2 Choices	Number	Percent
Maintenance/cleanliness	116	53.2 %
Customer service	57	26.1 %
Programs	83	38.1 %
Hours of operation	78	35.8 %
Instructors	16	7.3 %
None chosen	39	17.9 %
Total	389	

Q7e. Please rate your overall satisfaction with the following major components of the Carroll Recreation Center on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied." If you don't use, please indicate 9 for "don't use."

(N=218)

	Very satisfied	Satisfied	Neutral	Dissatisfi-ed	Very dissatisfied	N/A or don't use
Q7e-1. Gymnasium	16.5%	44.5%	14.7%	5.5%	1.4%	17.4%
Q7e-2. Restrooms	14.2%	39.0%	23.4%	17.0%	1.8%	4.6%
Q7e-3. Locker room	7.3%	29.4%	22.5%	23.9%	5.0%	11.9%
Q7e-4. Heating/cooling	14.7%	41.7%	22.5%	10.6%	3.7%	6.9%
Q7e-5. Location	40.4%	45.4%	8.7%	0.5%	0.5%	4.6%
Q7e-6. Parking	27.5%	45.9%	13.8%	5.0%	3.2%	4.6%
Q7e-7. Theater	20.2%	34.4%	19.3%	6.0%	3.2%	17.0%
Q7e-8. Indoor pool	13.3%	37.6%	20.6%	13.3%	3.2%	11.9%
Q7e-9. Weight room	22.9%	36.7%	14.2%	3.2%	1.4%	21.6%
Q7e-10. Group exercise room	8.7%	23.4%	17.9%	2.3%	0.9%	46.8%
Q7e-11. Fitness classes	9.2%	14.7%	19.3%	1.4%	0.9%	54.6%
Q7e-12. Other	28.6%	14.3%	0.0%	14.3%	42.9%	0.0%

WITHOUT DON'T USE

Q7e. Please rate your overall satisfaction with the following major components of the Carroll Recreation Center on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied." If you don't use, please indicate 9 for "don't use." (without "n/a or don't use")

(N=218)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7e-1. Gymnasium	20.0%	53.9%	17.8%	6.7%	1.7%
Q7e-2. Restrooms	14.9%	40.9%	24.5%	17.8%	1.9%
Q7e-3. Locker room	8.3%	33.3%	25.5%	27.1%	5.7%
Q7e-4. Heating/cooling	15.8%	44.8%	24.1%	11.3%	3.9%
Q7e-5. Location	42.3%	47.6%	9.1%	0.5%	0.5%
Q7e-6. Parking	28.8%	48.1%	14.4%	5.3%	3.4%
Q7e-7. Theater	24.3%	41.4%	23.2%	7.2%	3.9%
Q7e-8. Indoor pool	15.1%	42.7%	23.4%	15.1%	3.6%
Q7e-9. Weight room	29.2%	46.8%	18.1%	4.1%	1.8%
Q7e-10. Group exercise room	16.4%	44.0%	33.6%	4.3%	1.7%
Q7e-11. Fitness classes	20.2%	32.3%	42.4%	3.0%	2.0%
Q7e-12. Other	28.6%	14.3%	0.0%	14.3%	42.9%

Q7e-12. Other

Q7e-12. Other	Number	Percent
Interested in the pool and lap swimming	1	14.3 %
MAINTENANCE	1	14.3 %
PARKING WHEN SPORTS ARE GOING ON	1	14.3 %
Sauna	1	14.3 %
Socials for seniors	1	14.3 %
THEATER	1	14.3 %
Youth programs	1	14.3 %
Total	7	100.0 %

Q7f. Which TWO of these major components in Question 7e are MOST IMPORTANT to your enjoyment of the Carroll Recreation Center?

Q7f. Top choice	Number	Percent
Gymnasium	30	13.8 %
Restrooms	7	3.2 %
Locker room	6	2.8 %
Heating/cooling	8	3.7 %
Location	11	5.0 %
Parking	3	1.4 %
Theater	13	6.0 %
Indoor pool	67	30.7 %
Weight room	33	15.1 %
Group exercise room	9	4.1 %
Fitness classes	8	3.7 %
Other	2	0.9 %
None chosen	21	9.6 %
Total	218	100.0 %

Q7f. Which TWO of these major components in Question 7e are MOST IMPORTANT to your enjoyment of the Carroll Recreation Center?

Q7f. 2nd choice	Number	Percent
Gymnasium	28	12.8 %
Restrooms	18	8.3 %
Locker room	23	10.6 %
Heating/cooling	9	4.1 %
Location	7	3.2 %
Parking	12	5.5 %
Theater	19	8.7 %
Indoor pool	43	19.7 %
Weight room	19	8.7 %
Group exercise room	5	2.3 %
Fitness classes	6	2.8 %
Other	2	0.9 %
None chosen	27	12.4 %
Total	218	100.0 %

SUM OF TOP 2 CHOICES

Q7f. Which TWO of these major components in Question 7e are MOST IMPORTANT to your enjoyment of the Carroll Recreation Center? (top 2)

Q7f. Sum of Top 2 Choices	Number	Percent
Gymnasium	58	26.6 %
Restrooms	25	11.5 %
Locker room	29	13.3 %
Heating/cooling	17	7.8 %
Location	18	8.3 %
Parking	15	6.9 %
Theater	32	14.7 %
Indoor pool	110	50.5 %
Weight room	52	23.9 %
Group exercise room	14	6.4 %
Fitness classes	14	6.4 %
Other	4	1.8 %
None chosen	21	9.6 %
Total	409	

Q8. If you and your household have not utilized the Carroll Recreation Center within the last year, please check ALL the reasons why.

Q8. Why have you not utilized Carroll Recreation Center within last year	Number	Percent
Center does not have recreation spaces & equipment I/we desire	9	5.2 %
Center & its programs are too expensive	57	32.8 %
Center does not offer programs & services I/we desire	20	11.5 %
I/we use other facilities	31	17.8 %
Other	55	31.6 %
Total	172	

Q8-4. Other facilities

Q8-4. Other facilities	Number	Percent
ANYTIME FITNESS	7	35.0 %
CROSSFIT	2	10.0 %
GLIDDEN POOL	1	5.0 %
HOME GYM EQUIPMENT AND SAUNA	1	5.0 %
HOT YOGA AT CROSSFIT GYM	1	5.0 %
IN HOUSE FACILITY	1	5.0 %
Platinum Fitness	3	15.0 %
USE BIKE TRAIL TO BIKE AND WALK	1	5.0 %
USE OUTDOOR FACILITIES	1	5.0 %
WALK AT WALMART	1	5.0 %
WORK OUT AT PLACE OF EMPLOYMENT	1	5.0 %
Total	20	100.0 %

Q8-5. Other

Q8-5. Other	Number	Percent
24 HOURS PLEASE	1	2.1 %
Age	1	2.1 %
COST DON'T LIKE CROWDS	1	2.1 %
Can barely walk so really can't use the items they have there but the pool	1	2.1 %
DO NOT USE/NEED	1	2.1 %
Do not participate in Rec Center type activities	1	2.1 %
Don't take the time	1	2.1 %
Don't want to use	1	2.1 %
ELDERLY, CANNOT GET TOO MUCH	1	2.1 %
Exercise equipment in our home and on outside trails	1	2.1 %
HAVE NO NEED	1	2.1 %
I DO ON MY OWN, NOT ENOUGH TIME	1	2.1 %
I HAVE EXERCISE EQUIPMENT AT HOME	1	2.1 %
I HAVE LIVED HERE FOR 3 WEEKS	1	2.1 %
I WALK OUTSIDE	1	2.1 %
I do not have time to utilize your facilities	1	2.1 %
I left rec center for a 24 hour facility and have not returned	1	2.1 %
Just don't use	1	2.1 %
Kids are older. I just walk	1	2.1 %
My wife is in a nursing home. I visit her many hours	1	2.1 %
NO CONTROL OVER CHILDREN, NOT A DAYCARE	1	2.1 %
NO INTEREST IN REC CENTER	1	2.1 %
NO TIME	1	2.1 %
Not interested	5	10.4 %
Not interested, we walk and bike for exercise	1	2.1 %
Not open when I work out	1	2.1 %
OLD AGE	1	2.1 %
Only outdoor activities	1	2.1 %
PARKS AND REC DIRECTOR IS AN IMBECILE	1	2.1 %
PLAN TO VISIT	1	2.1 %
PREFER NOT TO EXERCISE IN GROUPS	1	2.1 %
THE LOCKER ROOM AND SAUNA ROOM IS ALWAYS DIRTY	1	2.1 %
Times of many classes do not work with work schedule	1	2.1 %
Time	1	2.1 %
Too busy	1	2.1 %
Too old	1	2.1 %
USE HOME EXERCISE EQUIPMENT	1	2.1 %
Uses too much chlorine in pool I get headaches from it	1	2.1 %
Use home equipment and outdoors	1	2.1 %
We are snowbirds, exercise doing housework and yard work	1	2.1 %
WE DO NOT ENJOY INSIDE RECREATION	1	2.1 %
WE NEED A PLACE JUST FOR WALKING	1	2.1 %
WORK FOUR JOBS TO KEEP MY HOME	1	2.1 %
WORK OUTSIDE	1	2.1 %
Total	48	100.0 %

Q9. If Carroll residents were to support an update to the INDOOR aquatic center, please indicate which features you think are needed using a scale of 1 to 3, where 3 is "strongly needed" and 1 is "not needed" in the INDOOR aquatic center.

(N=392)

	Strongly needed	Somewhat needed	Not needed	Don't know
Q9-1. Area for swim lessons	28.1%	28.1%	18.6%	25.3%
Q9-2. A play-oriented pool with zero depth entry & features such as slides, & water spray elements	35.5%	23.2%	21.9%	19.4%
Q9-3. Warm water area for fitness/exercise	21.4%	31.9%	24.5%	22.2%
Q9-4. Warmer water area for therapy	21.4%	30.9%	23.0%	24.7%
Q9-5. 25-yard competition pool	14.5%	23.7%	31.4%	30.4%
Q9-6. Diving boards for competition	10.7%	21.7%	36.0%	31.6%
Q9-7. Hot tub or whirlpool	27.3%	30.1%	19.9%	22.7%
Q9-8. Lanes for lap swimming	25.3%	27.8%	20.2%	26.8%
Q9-9. Dry sauna & steam room	19.1%	26.0%	27.3%	27.6%
Q9-10. Other	90.0%	10.0%	0.0%	0.0%

WITHOUT DON'T KNOW

Q9. If Carroll residents were to support an update to the INDOOR aquatic center, please indicate which features you think are needed using a scale of 1 to 3, where 3 is "strongly needed" and 1 is "not needed" in the INDOOR aquatic center. (without "don't know")

(N=392)

	Strongly needed	Somewhat needed	Not needed
Q9-1. Area for swim lessons	37.5%	37.5%	24.9%
Q9-2. A play-oriented pool with zero depth entry & features such as slides, & water spray elements	44.0%	28.8%	27.2%
Q9-3. Warm water area for fitness/exercise	27.5%	41.0%	31.5%
Q9-4. Warmer water area for therapy	28.5%	41.0%	30.5%
Q9-5. 25-yard competition pool	20.9%	34.1%	45.1%
Q9-6. Diving boards for competition	15.7%	31.7%	52.6%
Q9-7. Hot tub or whirlpool	35.3%	38.9%	25.7%
Q9-8. Lanes for lap swimming	34.5%	38.0%	27.5%
Q9-9. Dry sauna & steam room	26.4%	35.9%	37.7%
Q9-10. Other	90.0%	10.0%	0.0%

Q9-10. Other

Q9-10. Other	Number	Percent
Able to use sauna when pool is not open	1	10.0 %
Areas for seniors with disabilities	1	10.0 %
BETTER SEATING	1	10.0 %
Better ventilation for the pool area	1	10.0 %
CLEANING OF SAUNA	1	10.0 %
Doctor's advice	1	10.0 %
MORE HOURS TO SWIM	1	10.0 %
SLIDE	1	10.0 %
TREADMILL IN THE POOL	1	10.0 %
ZERO DEPTH FOR YOUNG KIDS	1	10.0 %
Total	10	100.0 %

Q10. Which THREE of the aquatic features listed in question 9 do you and members of your household feel are MOST NEEDED in an indoor aquatic center?

Q10. Top choice	Number	Percent
Area for swim lessons	51	13.0 %
A play-oriented pool with zero depth entry & features such as slides, & water spray elements	87	22.2 %
Warm water area for fitness/exercise	37	9.4 %
Warmer water area for therapy	16	4.1 %
25-yard competition pool	9	2.3 %
Diving boards for competition	1	0.3 %
Hot tub or whirlpool	22	5.6 %
Lanes for lap swimming	16	4.1 %
Dry sauna & steam room	16	4.1 %
Other	4	1.0 %
None chosen	133	33.9 %
Total	392	100.0 %

Q10. Which THREE of the aquatic features listed in question 9 do you and members of your household feel are MOST NEEDED in an indoor aquatic center?

Q10. 2nd choice	Number	Percent
Area for swim lessons	36	9.2 %
A play-oriented pool with zero depth entry & features such as slides, & water spray elements	39	9.9 %
Warm water area for fitness/exercise	46	11.7 %
Warmer water area for therapy	27	6.9 %
25-yard competition pool	18	4.6 %
Diving boards for competition	4	1.0 %
Hot tub or whirlpool	45	11.5 %
Lanes for lap swimming	18	4.6 %
Dry sauna & steam room	14	3.6 %
Other	1	0.3 %
None chosen	144	36.7 %
Total	392	100.0 %

Q10. Which THREE of the aquatic features listed in question 9 do you and members of your household feel are MOST NEEDED in an indoor aquatic center?

Q10. 3rd choice	Number	Percent
Area for swim lessons	15	3.8 %
A play-oriented pool with zero depth entry & features such as slides, & water spray elements	19	4.8 %
Warm water area for fitness/exercise	32	8.2 %
Warmer water area for therapy	30	7.7 %
25-yard competition pool	14	3.6 %
Diving boards for competition	16	4.1 %
Hot tub or whirlpool	36	9.2 %
Lanes for lap swimming	36	9.2 %
Dry sauna & steam room	23	5.9 %
Other	1	0.3 %
None chosen	170	43.4 %
Total	392	100.0 %

SUM OF TOP 3 CHOICES

Q10. Which THREE of the aquatic features listed in question 9 do you and members of your household feel are MOST NEEDED in an indoor aquatic center? (top 3)

Q10. Sum of Top 3 Choices	Number	Percent
Area for swim lessons	102	26.0 %
A play-oriented pool with zero depth entry & features such as slides, & water spray elements	145	37.0 %
Warm water area for fitness/exercise	115	29.3 %
Warmer water area for therapy	73	18.6 %
25-yard competition pool	41	10.5 %
Diving boards for competition	21	5.4 %
Hot tub or whirlpool	103	26.3 %
Lanes for lap swimming	70	17.9 %
Dry sauna & steam room	53	13.5 %
Other	6	1.5 %
None chosen	133	33.9 %
Total	862	

Q11. Listed below are various recreation program areas that could possibly have increased emphasis at a new Carroll Recreation Center. For each one, please indicate whether you and your household think more programming in each of these areas is needed in the community using a scale of 1 to 3, where 3 is "strongly needed" and 1 is "not needed."

(N=392)

	Strongly needed	Somewhat needed	Not needed	Don't know
Q11-1. Sports	26.5%	29.1%	21.7%	22.7%
Q11-2. Lectures	8.2%	27.8%	36.7%	27.3%
Q11-3. Health & wellness	29.6%	37.2%	13.0%	20.2%
Q11-4. Raised walking/running track	40.6%	19.1%	22.4%	17.9%
Q11-5. Education	13.3%	36.7%	24.2%	25.8%
Q11-6. Dance	8.9%	26.5%	39.5%	25.0%
Q11-7. Music	13.8%	30.4%	31.9%	24.0%
Q11-8. Arts & crafts	11.5%	37.5%	26.8%	24.2%
Q11-9. Special interest classes	12.0%	36.7%	23.7%	27.6%
Q11-10. After school	22.2%	34.9%	18.1%	24.7%
Q11-11. Summer camp	21.4%	29.6%	23.0%	26.0%
Q11-12. Specialty camps	17.1%	31.6%	23.7%	27.6%
Q11-13. Rental rooms for parties (birthdays, etc.)	20.7%	31.9%	25.3%	22.2%
Q11-14. Gymnastics	12.2%	29.3%	30.4%	28.1%
Q11-15. Aquatics	29.3%	30.6%	15.3%	24.7%
Q11-16. Fitness	34.9%	30.9%	12.5%	21.7%
Q11-17. Racquetball courts	8.9%	31.4%	27.6%	32.1%
Q11-18. Table tennis tables	4.6%	29.6%	34.2%	31.6%
Q11-19. Other	81.8%	9.1%	9.1%	0.0%

WITHOUT DON'T KNOW

Q11. Listed below are various recreation program areas that could possibly have increased emphasis at a new Carroll Recreation Center. For each one, please indicate whether you and your household think more programming in each of these areas is needed in the community using a scale of 1 to 3, where 3 is "strongly needed" and 1 is "not needed." (without "don't know")

(N=392)

	Strongly needed	Somewhat needed	Not needed
Q11-1. Sports	34.3%	37.6%	28.1%
Q11-2. Lectures	11.2%	38.2%	50.5%
Q11-3. Health & wellness	37.1%	46.6%	16.3%
Q11-4. Raised walking/running track	49.4%	23.3%	27.3%
Q11-5. Education	17.9%	49.5%	32.6%
Q11-6. Dance	11.9%	35.4%	52.7%
Q11-7. Music	18.1%	39.9%	41.9%
Q11-8. Arts & crafts	15.2%	49.5%	35.4%
Q11-9. Special interest classes	16.5%	50.7%	32.7%
Q11-10. After school	29.5%	46.4%	24.1%
Q11-11. Summer camp	29.0%	40.0%	31.0%
Q11-12. Specialty camps	23.6%	43.7%	32.7%
Q11-13. Rental rooms for parties (birthdays, etc.)	26.6%	41.0%	32.5%
Q11-14. Gymnastics	17.0%	40.8%	42.2%
Q11-15. Aquatics	39.0%	40.7%	20.3%
Q11-16. Fitness	44.6%	39.4%	16.0%
Q11-17. Racquetball courts	13.2%	46.2%	40.6%
Q11-18. Table tennis tables	6.7%	43.3%	50.0%
Q11-19. Other	81.8%	9.1%	9.1%

Q11-19. Other

Q11-19. Other	Number	Percent
AIR CONDITIONED GYM	1	9.1 %
Early childhood	1	9.1 %
MOVIES, GAME NIGHT	1	9.1 %
PICKLEBALL COURTS	2	18.2 %
PROFESSIONAL TRAININGS	1	9.1 %
Pickleball	3	27.3 %
Senior social programs	1	9.1 %
Theater	1	9.1 %
Total	11	100.0 %

Q12. Which THREE of the recreation program areas listed in question 11 do you and members of your household feel are MOST NEEDED at a new recreation center?

Q12. Top choice	Number	Percent
Sports	42	10.7 %
Lectures	7	1.8 %
Health & wellness	43	11.0 %
Raised walking/running track	77	19.6 %
Education	5	1.3 %
Dance	3	0.8 %
Music	3	0.8 %
Arts & crafts	6	1.5 %
Special interest classes	5	1.3 %
After school	17	4.3 %
Summer camp	3	0.8 %
Specialty camps	2	0.5 %
Rental rooms for parties (birthdays, etc.)	10	2.6 %
Gymnastics	2	0.5 %
Aquatics	18	4.6 %
Fitness	13	3.3 %
Racquetball courts	1	0.3 %
Table tennis tables	1	0.3 %
Other	3	0.8 %
None chosen	131	33.4 %
Total	392	100.0 %

Q12. Which THREE of the recreation program areas listed in question 11 do you and members of your household feel are MOST NEEDED at a new recreation center?

Q12. 2nd choice	Number	Percent
Sports	17	4.3 %
Lectures	5	1.3 %
Health & wellness	44	11.2 %
Raised walking/running track	40	10.2 %
Education	7	1.8 %
Dance	2	0.5 %
Music	10	2.6 %
Arts & crafts	10	2.6 %
Special interest classes	8	2.0 %
After school	23	5.9 %
Summer camp	17	4.3 %
Specialty camps	2	0.5 %
Rental rooms for parties (birthdays, etc.)	8	2.0 %
Gymnastics	4	1.0 %
Aquatics	27	6.9 %
Fitness	19	4.8 %
Racquetball courts	2	0.5 %
Other	4	1.0 %
None chosen	143	36.5 %
Total	392	100.0 %

Q12. Which THREE of the recreation program areas listed in question 11 do you and members of your household feel are MOST NEEDED at a new recreation center?

Q12. 3rd choice	Number	Percent
Sports	17	4.3 %
Lectures	8	2.0 %
Health & wellness	23	5.9 %
Raised walking/running track	20	5.1 %
Education	5	1.3 %
Dance	5	1.3 %
Music	8	2.0 %
Arts & crafts	10	2.6 %
Special interest classes	5	1.3 %
After school	17	4.3 %
Summer camp	19	4.8 %
Specialty camps	6	1.5 %
Rental rooms for parties (birthdays, etc.)	21	5.4 %
Gymnastics	4	1.0 %
Aquatics	18	4.6 %
Fitness	38	9.7 %
Racquetball courts	7	1.8 %
Other	2	0.5 %
None chosen	159	40.6 %
Total	392	100.0 %

SUM OF TOP 3 CHOICES

Q12. Which THREE of the recreation program areas listed in question 11 do you and members of your household feel are MOST NEEDED at a new recreation center? (top 3)

Q12. Sum of Top 3 Choices	Number	Percent
Sports	76	19.4 %
Lectures	20	5.1 %
Health & wellness	110	28.1 %
Raised walking/running track	137	34.9 %
Education	17	4.3 %
Dance	10	2.6 %
Music	21	5.4 %
Arts & crafts	26	6.6 %
Special interest classes	18	4.6 %
After school	57	14.5 %
Summer camp	39	9.9 %
Specialty camps	10	2.6 %
Rental rooms for parties (birthdays, etc.)	39	9.9 %
Gymnastics	10	2.6 %
Aquatics	63	16.1 %
Fitness	70	17.9 %
Racquetball courts	10	2.6 %
Table tennis tables	1	0.3 %
Other	9	2.3 %
None chosen	131	33.4 %
Total	874	

Q13. Listed below are different age groups that could possibly have increased emphasis at a new Carroll Recreation Center. For each of the groups, please indicate whether you and your household think it is important using a scale of 1 to 3, where 3 is "very important" and 1 is "not important" for the community center to serve this group.

(N=392)

	Very important	Somewhat important	Not important	Don't know
Q13-1. Preschool (2-5 years)	27.0%	25.8%	21.2%	26.0%
Q13-2. Youth (6-12 years)	44.4%	20.9%	10.7%	24.0%
Q13-3. Teens (13-17 years)	45.7%	20.9%	10.2%	23.2%
Q13-4. Young adult (18-21 years)	33.2%	27.6%	15.3%	24.0%
Q13-5. Adult (22-29 years)	30.9%	29.3%	14.8%	25.0%
Q13-6. Adult (30-49 years)	31.6%	28.8%	14.3%	25.3%
Q13-7. Older adult (50-62 years)	39.5%	25.8%	11.2%	23.5%
Q13-8. Seniors (63+ years)	46.4%	22.7%	10.2%	20.7%
Q13-9. Families	47.7%	19.1%	8.2%	25.0%

WITHOUT DON'T KNOW

Q13. Listed below are different age groups that could possibly have increased emphasis at a new Carroll Recreation Center. For each of the groups, please indicate whether you and your household think it is important using a scale of 1 to 3, where 3 is "very important" and 1 is "not important" for the community center to serve this group. (without "don't know")

(N=392)

	Very important	Somewhat important	Not important
Q13-1. Preschool (2-5 years)	36.6%	34.8%	28.6%
Q13-2. Youth (6-12 years)	58.4%	27.5%	14.1%
Q13-3. Teens (13-17 years)	59.5%	27.2%	13.3%
Q13-4. Young adult (18-21 years)	43.6%	36.2%	20.1%
Q13-5. Adult (22-29 years)	41.2%	39.1%	19.7%
Q13-6. Adult (30-49 years)	42.3%	38.6%	19.1%
Q13-7. Older adult (50-62 years)	51.7%	33.7%	14.7%
Q13-8. Seniors (63+ years)	58.5%	28.6%	12.9%
Q13-9. Families	63.6%	25.5%	10.9%

Q14. Compared to other issues in Carroll, what priority is the development of an updated recreation center?

Q14. What priority is development of an updated recreation center	Number	Percent
Very high priority	56	14.3 %
High priority	75	19.1 %
Medium priority	103	26.3 %
Low priority	140	35.7 %
Not provided	18	4.6 %
Total	392	100.0 %

WITHOUT NOT PROVIDED

Q14. Compared to other issues in Carroll, what priority is the development of an updated recreation center? (without "not provided")

Q14. What priority is development of an updated recreation center	Number	Percent
Very high priority	56	15.0 %
High priority	75	20.1 %
Medium priority	103	27.5 %
Low priority	140	37.4 %
Total	374	100.0 %

Response Percent = 95.4 %

Q15. How supportive are you of Carroll Parks and Recreation operating a licensed daycare inside an updated recreation center?

Q15. How supportive are you of Carroll Parks & Recreation operating a licensed daycare inside an updated recreation center	Number	Percent
Very supportive	52	13.3 %
Supportive	75	19.1 %
Neutral	95	24.2 %
Not supportive	41	10.5 %
Not at all supportive	76	19.4 %
Don't know	53	13.5 %
Total	392	100.0 %

WITHOUT DON'T KNOW

Q15. How supportive are you of Carroll Parks and Recreation operating a licensed daycare inside an updated recreation center? (without "don't know")

Q15. How supportive are you of Carroll Parks & Recreation operating a licensed daycare inside an updated recreation center	Number	Percent
Very supportive	52	15.3 %
Supportive	75	22.1 %
Neutral	95	28.0 %
Not supportive	41	12.1 %
Not at all supportive	76	22.4 %
Total	339	100.0 %

Q16. Please CHECK ALL the ways you and your household find out about Carroll recreation programs and services.

Q16. Ways you find out about Carroll recreation programs & services	Number	Percent
Newspaper	117	29.8 %
Flyers distributed through schools	68	17.3 %
City website	86	21.9 %
Social media	163	41.6 %
Recreation brochure	66	16.8 %
Other	42	10.7 %
Do not get any information	89	22.7 %
Total	631	

Q16-6. Other facilities

Q16-6. Other	Number	Percent
EMAIL	11	26.2 %
I GO TO REC	4	9.5 %
Outdoor sign	2	4.8 %
RADIO	11	26.2 %
REC	1	2.4 %
Utility bill	1	2.4 %
WORD OF MOUTH	11	26.2 %
Water bill	1	2.4 %
Total	42	100.0 %

Q17. How often have you or members of your household visited or participated in the City of Carroll Parks and Recreation facilities or programs during the past 12 months?

Q17. How often have you visited or participated in City Parks & Recreation facilities or programs during past 12 months	Number	Percent
Daily	19	4.8 %
A few times per week	40	10.2 %
Weekly	43	11.0 %
Monthly	51	13.0 %
Once or twice a season	111	28.3 %
Never	115	29.3 %
Not provided	13	3.3 %
Total	392	100.0 %

WITHOUT NOT PROVIDED

Q17. How often have you or members of your household visited or participated in the City of Carroll Parks and Recreation facilities or programs during the past 12 months? (without "not provided")

Q17. How often have you visited or participated in City Parks & Recreation facilities or programs during past 12 months	Number	Percent
Daily	19	5.0 %
A few times per week	40	10.6 %
Weekly	43	11.3 %
Monthly	51	13.5 %
Once or twice a season	111	29.3 %
Never	115	30.3 %
Total	379	100.0 %

Q18. Using a scale of 1 to 5, where 5 means "very supportive" and 1 means "not at all supportive," please rate how supportive you are of the potential actions the City of Carroll could take to enhance their recreation offerings.

(N=392)

	Very supportive	Supportive	Neutral	Not supportive	Not at all supportive	Don't know
Q18-1. Development of new indoor facilities	20.4%	16.1%	18.4%	18.9%	15.6%	10.7%
Q18-2. Development of new outdoor recreation facilities	13.3%	20.4%	22.7%	18.4%	14.8%	10.5%
Q18-3. Maintenance of existing recreation facilities	27.6%	39.5%	18.1%	1.5%	5.6%	7.7%
Q18-4. Redevelopment/improvement of existing Recreation Center	27.0%	27.6%	18.1%	9.2%	10.2%	7.9%
Q18-5. Adding air conditioning & updating heating systems in Carroll Recreation Center	20.9%	28.6%	25.3%	5.9%	9.9%	9.4%

WITHOUT DON'T KNOW

Q18. Using a scale of 1 to 5, where 5 means "very supportive" and 1 means "not at all supportive," please rate how supportive you are of the potential actions the City of Carroll could take to enhance their recreation offerings. (without "don't know")

(N=392)

	Very supportive	Supportive	Neutral	Not supportive	Not at all supportive
Q18-1. Development of new indoor facilities	22.9%	18.0%	20.6%	21.1%	17.4%
Q18-2. Development of new outdoor recreation facilities	14.8%	22.8%	25.4%	20.5%	16.5%
Q18-3. Maintenance of existing recreation facilities	29.8%	42.8%	19.6%	1.7%	6.1%
Q18-4. Redevelopment/improvement of existing Recreation Center	29.4%	29.9%	19.7%	10.0%	11.1%
Q18-5. Adding air conditioning & updating heating systems in Carroll Recreation Center	23.1%	31.5%	27.9%	6.5%	11.0%

Q19. If an improved Carroll Recreation Center is developed that includes features you think are most important to your household, what is the maximum amount of additional property taxes you would be willing to pay per year (per $130,000) to help support the improvements?

Q19. Maximum amount of additional property taxes you would be willing to pay per year (per $130K) to help support improvements	Number	Percent
$10-$20 increase	81	20.7 %
$21-$30 increase	39	9.9 %
$31-$40 increase	26	6.6 %
I would not support any increase to property taxes	184	46.9 %
Don't know	62	15.8 %
Total	392	100.0 %

WITHOUT DON'T KNOW

Q19. If an improved Carroll Recreation Center is developed that includes features you think are most important to your household, what is the maximum amount of additional property taxes you would be willing to pay per year (per $130,000) to help support the improvements? (without "don't know")

Q19. Maximum amount of additional property taxes you would be willing to pay per year (per $130K) to help support improvements	Number	Percent
$10-$20 increase	81	24.5 %
$21-$30 increase	39	11.8 %
$31-$40 increase	26	7.9 %
I would not support any increase to property taxes	184	55.8 %
Total	330	100.0 %

Q19a. If you answered "I would not support any increase to property taxes" or "don't know" to Question 19, please indicate why you answered this way.

Q19a. Why did you answer "I would not support any increase to property taxes" or "don't know" to Question 19	Number	Percent
I need more information before I can answer	47	19.1 %
I would not use new community recreation facilities	55	22.4 %
I believe Carroll currently offers sufficient recreation opportunities	83	33.7 %
I believe those who plan on using new community recreation facilities should bear the burden of paying for it	74	30.1 %
I do not support any increase to taxes	127	51.6 %
Other	28	11.4 %
Total	414	

Q19a-6. Other facilities

Q19a-6. Other	Number	Percent
ALREADY TAXED ON NEW STADIUM	1	3.6 %
BETTER MAINTENANCE/CLEANING IS NEEDED	1	3.6 %
Bad timing-cause new jail, library, and football stadium	1	3.6 %
CAN'T AFFORD TAXES TO KEEP GOING UP	1	3.6 %
Carroll should look at working with hospital schools and YMCA	1	3.6 %
CITY SPENDS TOO MUCH MONEY	1	3.6 %
I RENT AN APARTMENT, DO NOT PAY TAXES	1	3.6 %
I think we have enough bills right now to pay for library	1	3.6 %
NEED ADVERTISEMENTS/INFO OF WHAT IS OFFERED	1	3.6 %
PROPERTY TAXES ARE ALREADY TOO HIGH	2	7.1 %
Raise money thru other sources like fund raisers	1	3.6 %
TAXES ARE ALREADY TOO HIGH	3	10.7 %
TAXES KEEP GOING UP EVERY YEAR	1	3.6 %
TAXPAYERS SHOULD NOT HAVE TO FUND FOR A FEW	1	3.6 %
The stadium was not a pass because it was to be neutral	1	3.6 %
There were only two users at ice rink the last time I was there	1	3.6 %
Tax increase to a bare minimum	1	3.6 %
Use the city slush fund and forget other projects	1	3.6 %
Use the 1% sales tax the city collects now for this	1	3.6 %
Wages are low here and families have a hard time paying bills	1	3.6 %
WE ARE ALREADY BUILDING A VERY EXPENSIVE LIBRARY AND CITY HALL	1	3.6 %
WE CAN GO ALL THE WAY TO THE NEW LIBRARY	1	3.6 %
WE DO NOT NEED A NEW CENTER, NO PROFIT	1	3.6 %
WE NEED A DECENT SHELTER HOUSE	1	3.6 %
We pay enough taxes in this small town	1	3.6 %
Total	28	100.0 %

Q20. How supportive would you be of increasing the current family membership rate of $10 per month to cover the additional costs needed to complete improvements to the Carroll Recreation Center?

Q20. How supportive would you be of increasing current family membership rate of $10 per month	Number	Percent
Very supportive	80	20.4 %
Supportive	78	19.9 %
Neutral	66	16.8 %
Not supportive	63	16.1 %
Not at all supportive	55	14.0 %
Don't know	50	12.8 %
Total	392	100.0 %

WITHOUT DON'T KNOW

Q20. How supportive would you be of increasing the current family membership rate of $10 per month to cover the additional costs needed to complete improvements to the Carroll Recreation Center? (without "don't know")

Q20. How supportive would you be of increasing current family membership rate of $10 per month	Number	Percent
Very supportive	80	23.4 %
Supportive	78	22.8 %
Neutral	66	19.3 %
Not supportive	63	18.4 %
Not at all supportive	55	16.1 %
Total	342	100.0 %

Q21. Please rate your level of agreement with the following statements using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree."

(N=392)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q21-1. It is valuable to me to have a community recreation center	37.0%	28.3%	20.4%	5.1%	4.8%	4.3%
Q21-2. I believe a community recreation center boosts property values in our community	26.8%	25.5%	25.3%	8.9%	6.6%	6.9%
Q21-3. Carroll needs updated community recreation facilities	22.4%	21.4%	25.0%	14.8%	8.4%	7.9%
Q21-4. Updated community recreation facilities should be geographically located as close to middle of City as possible	12.0%	13.8%	39.8%	16.3%	9.7%	8.4%
Q21-5. Community recreation facilities should include a social gathering component	13.3%	31.6%	28.8%	11.0%	7.7%	7.7%
Q21-6. Our community needs more fitness, recreation, & social opportunities for youth & teens	17.6%	32.1%	23.0%	9.2%	8.4%	9.7%
Q21-7. Our community needs more fitness, recreation, & social opportunities for seniors	18.9%	27.8%	28.8%	6.6%	5.9%	12.0%
Q21-8. City needs additional outdoor field facilities (e.g. soccer, lacrosse, baseball, softball, kickball)	7.7%	9.2%	26.5%	28.6%	17.1%	11.0%

WITHOUT DON'T KNOW

Q21. Please rate your level of agreement with the following statements using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree." (without "don't know")

(N=392)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q21-1. It is valuable to me to have a community recreation center	38.7%	29.6%	21.3%	5.3%	5.1%
Q21-2. I believe a community recreation center boosts property values in our community	28.8%	27.4%	27.1%	9.6%	7.1%
Q21-3. Carroll needs updated community recreation facilities	24.4%	23.3%	27.1%	16.1%	9.1%
Q21-4. Updated community recreation facilities should be geographically located as close to middle of City as possible	13.1%	15.0%	43.5%	17.8%	10.6%
Q21-5. Community recreation facilities should include a social gathering component	14.4%	34.3%	31.2%	11.9%	8.3%
Q21-6. Our community needs more fitness, recreation, & social opportunities for youth & teens	19.5%	35.6%	25.4%	10.2%	9.3%
Q21-7. Our community needs more fitness, recreation, & social opportunities for seniors	21.4%	31.6%	32.8%	7.5%	6.7%
Q21-8. City needs additional outdoor field facilities (e.g. soccer, lacrosse, baseball, softball, kickball)	8.6%	10.3%	29.8%	32.1%	19.2%

Q22. Overall, how would you rate the quality of services provided by each of the following?

(N=392)

	Excellent	Good	Fair	Poor	Don't know
Q22-1. City of Carroll	13.3%	51.5%	21.2%	8.7%	5.4%
Q22-2. State of Iowa	5.4%	50.3%	28.8%	5.4%	10.2%
Q22-3. Federal Government	4.3%	29.6%	38.0%	14.5%	13.5%

WITHOUT DON'T KNOW

Q22. Overall, how would you rate the quality of services provided by each of the following? (without "don't know")

(N=392)

	Excellent	Good	Fair	Poor
Q22-1. City of Carroll	14.0%	54.4%	22.4%	9.2%
Q22-2. State of Iowa	6.0%	56.0%	32.1%	6.0%
Q22-3. Federal Government	5.0%	34.2%	44.0%	16.8%

Q23. Including yourself, how many persons in your household are...

	Mean	Sum
number	2.53	975
Under 5 years	0.13	49
5-9 years	0.21	82
10-14 years	0.21	82
15-19 years	0.15	56
20-24 years	0.12	46
25-34 years	0.30	114
35-44 years	0.33	126
45-54 years	0.37	141
55-64 years	0.37	143
65+ years	0.35	136

Q24. What is your age?

Q24. Your age	Number	Percent
18-34	72	18.4 %
35-44	76	19.4 %
45-54	81	20.7 %
55-64	78	19.9 %
65+	78	19.9 %
Not provided	7	1.8 %
Total	392	100.0 %

WITHOUT NOT PROVIDED

Q24. What is your age? (without "not provided")

Q24. Your age	Number	Percent
18-34	72	18.7 %
35-44	76	19.7 %
45-54	81	21.0 %
55-64	78	20.3 %
65+	78	20.3 %
Total	385	100.0 %

Q25. Your gender:

Q25. Your gender	Number	Percent
Male	193	49.2 %
Female	195	49.7 %
Not provided	4	1.0 %
Total	392	100.0 %

WITHOUT NOT PROVIDED

Q25. Your gender: (without "not provided")

Q25. Your gender	Number	Percent
Male	193	49.7 %
Female	195	50.3 %
Total	388	100.0 %

Q26. How many years have you lived in the City of Carroll?

Q26. How many years have you lived in City of Carroll	Number	Percent
0-5	25	6.4 %
6-10	43	11.0 %
11-15	37	9.4 %
16-20	39	9.9 %
21-30	64	16.3 %
31+	172	43.9 %
Not provided	12	3.1 %
Total	392	100.0 %

WITHOUT NOT PROVIDED

Q26. How many years have you lived in the City of Carroll? (without "not provided")

Q26. How many years have you lived in City of Carroll	Number	Percent
0-5	25	6.6 %
6-10	43	11.3 %
11-15	37	9.7 %
16-20	39	10.3 %
21-30	64	16.8 %
31+	172	45.3 %
Total	380	100.0 %

Q27. Do you rent or own your home?

Q27. Do you rent or own your home	Number	Percent
Own	324	82.7 %
Rent	64	16.3 %
Not provided	4	1.0 %
Total	392	100.0 %

WITHOUT NOT PROVIDED

Q27. Do you rent or own your home? (without "not provided")

Q27. Do you rent or own your home	Number	Percent
Own	324	83.5 %
Rent	64	16.5 %
Total	388	100.0 %

Q28. What is your total annual household income?

Q28. What is your total annual household income	Number	Percent
Under $25K	39	9.9 %
$25K to $49,999	66	16.8 %
$50K to $74,999	62	15.8 %
$75K to $99,999	58	14.8 %
$100K to $249,999	92	23.5 %
$250K+	17	4.3 %
Not provided	58	14.8 %
Total	392	100.0 %

WITHOUT NOT PROVIDED

Q28. What is your total annual household income? (without "not provided")

Q28. What is your total annual household income	Number	Percent
Under $25K	39	11.7 %
$25K to $49,999	66	19.8 %
$50K to $74,999	62	18.6 %
$75K to $99,999	58	17.4 %
$100K to $249,999	92	27.5 %
$250K+	17	5.1 %
Total	334	100.0 %

Section 3
Survey Instrument

City of Carroll

112 E. 5th Street Carroll, Iowa 51401-2799 (712) 792-1000 FAX: (712) 792-0139

A Few Minutes of Your Time Will Help Make Carroll a Better Place to Live, Work and Play!

Dear Carroll Resident:

Your response to the enclosed survey is extremely important…
The City of Carroll is developing a recreation facility feasibility study and survey that will guide the future of the recreation services in our community over the next 5, 10 and 20 years. Public input is crucial to the plan's development. In addition to public workshops, focus groups and citizen interviews, the City of Carroll is also conducting a Community Interest and Opinion Survey to better understand our residents' priorities for the Carroll Recreation Center's programs and services within the community. Your household is one of a limited number selected at random to receive this survey, so we hope that you will be able to participate.

We appreciate your time…
We realize that this survey will take approximately 10-15 minutes to complete, but each question is important. The time you invest in completing this survey will aid the City of Carroll Parks and Recreation in taking a resident-driven approach to making decisions that will enrich the future of our community and positively affect the lives of its residents.

Please complete and return your survey within the next two weeks…
We have selected ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the City of Carroll. **Your responses will remain confidential.** Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If you would prefer to take the survey by web, the address is www.cityofcarrollsurvey.org.

If you have any questions, please feel free to contact Jack Wardell with the Carroll Parks and Recreation Department at 712-792-1000. The Community Interest and Opinion Survey is a tool that will benefit all residents. Please take this opportunity to let your voice be heard!

Sincerely,

Eric P. Jensen
Mayor

1869 Carroll 2019
150 YEARS

The City of Carroll would like your input to help determine overall city priorities for the community, in particular for the Carroll Recreation Center. This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. We greatly appreciate your time.

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1. Please rate each of the following aspects of quality of life in the City of Carroll:

	Quality of Life	Excellent	Good	Fair	Poor	Don't Know
1.	Carroll as a place to live	4	3	2	1	9
2.	Your neighborhood as a place to live	4	3	2	1	9
3.	Carroll as a place to raise children	4	3	2	1	9
4.	Carroll as a place to work	4	3	2	1	9
5.	Carroll as a place to retire	4	3	2	1	9
6.	Carroll as a place to recreate	4	3	2	1	9
7.	The overall quality of life in Carroll	4	3	2	1	9

2. Please rate the quality of each of these City services.

	Overall City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Animal Control	5	4	3	2	1	9
02.	Building Inspection	5	4	3	2	1	9
03.	Cemetery	5	4	3	2	1	9
04.	City Administration	5	4	3	2	1	9
05.	Code/Nuisance Enforcement	5	4	3	2	1	9
06.	Drinking Water	5	4	3	2	1	9
07.	Economic Development	5	4	3	2	1	9
08.	Fire Department	5	4	3	2	1	9
09.	Garbage/Solid Waste Collection	5	4	3	2	1	9
10.	Golf Course	5	4	3	2	1	9
11.	Library	5	4	3	2	1	9
12.	Parks	5	4	3	2	1	9
13.	Planning & Zoning	5	4	3	2	1	9
14.	Police Department	5	4	3	2	1	9
15.	Recreation Center Programs	5	4	3	2	1	9
16.	Recreation Programs (not Rec Center)	5	4	3	2	1	9
17.	Sanitary Sewer	5	4	3	2	1	9
18.	Street Repair	5	4	3	2	1	9
19.	Storm Water Drainage	5	4	3	2	1	9
20.	Utility Billing	5	4	3	2	1	9
21.	Overall quality of City services	5	4	3	2	1	9

3. Please rate each of the following categories of Carroll government performance:

	Government Performance	Excellent	Good	Fair	Poor	Don't Know
1.	Overall value received for your local tax dollars and fees	4	3	2	1	9
2.	As a community that is moving in the right direction	4	3	2	1	9
3.	The level of public involvement in local decision making	4	3	2	1	9
4.	Leadership of elected officials	4	3	2	1	9
5.	Leadership of City Manager and appointed staff	4	3	2	1	9
6.	Honesty of Carroll's government	4	3	2	1	9
7.	Treats all residents fairly and equitably	4	3	2	1	9
8.	Generally acts in the best interest of the community	4	3	2	1	9

4. The City is developing a five-year capital improvements program. What priority do you believe should be placed on each of the following infrastructure improvement projects?

		High Priority	Medium Priority	Low Priority	Do Not Fund	Unsure/No Opinion
01.	Major City street improvements	4	3	2	1	9
02.	Residential street improvements	4	3	2	1	9
03.	Downtown streetscape improvements	4	3	2	1	9
04.	Storm water/drainage improvements	4	3	2	1	9
05.	Sanitary sewer improvements	4	3	2	1	9
06.	Street maintenance facility construction	4	3	2	1	9
07.	Sidewalk repairs	4	3	2	1	9
08.	Train horn mitigation	4	3	2	1	9
09.	Improvements to existing parks	4	3	2	1	9
10.	Recreation trails	4	3	2	1	9
11.	Improvements to the outdoor aquatic center	4	3	2	1	9
12.	Recreation Center improvements	4	3	2	1	9

5. Where do you and members of your household currently go for your indoor recreation needs? *[Check all that apply.]*

____(1) Carroll Recreation Center
____(2) Anytime Fitness
____(3) Platinum Fitness
____(4) Carroll Cross Fit Gym
____(5) Outside the City of Carroll
____(6) Other: _____
____(7) I/We do not use any indoor recreation facilities

6. Which ONE of the following statements best represents how the indoor recreation facilities that you are currently using meet your and your household's needs?

____(1) Meet all of your needs
____(2) Meet some of your needs
____(3) Do not meet any of your needs
____(4) Do not use any indoor recreation facilities

7. Within the last year have you or members of your household utilized the Carroll Recreation Center?

____(1) Yes *[Answer Q7a-f.]* ____(2) No *[Skip to Q8.]*

7a. How would you classify yourself and household as users of the Carroll Recreation Center?

____(1) Use often (once a week or more)
____(2) Use sometimes (once a month)
____(3) Rarely (several times a year)
____(4) Never

7b. Please CHECK ALL of the programs that you and members of your household take part in at the Carroll Recreation Center.

____(01) Basketball
____(02) Indoor Pool
____(03) Summer Youth Theater
____(04) Volleyball
____(05) Congregate Meals
____(06) Personal Training
____(07) Swim Lessons/Swim Team
____(08) Water Aerobics
____(09) Fitness Classes
____(10) Pickleball
____(11) Tennis
____(12) Other: _____

7c. Please rate your overall satisfaction with the following operational aspects of the Carroll Recreation Center on a scale of 4 to 1 where 4 means "Very Satisfied" and 1 means "Very Dissatisfied," if you don't use, please indicate "9" for Don't Use.

	How satisfied are you with the...	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	N/A or Don't Use
1.	Maintenance/Cleanliness	4	3	2	1	9
2.	Customer Service	4	3	2	1	9
3.	Programs	4	3	2	1	9
4.	Hours of Operation	4	3	2	1	9
5.	Instructors	4	3	2	1	9

7d. Which TWO of the operational aspects listed in Question 7c are MOST IMPORTANT to your enjoyment of the Carroll Recreation Center? *[Write in your answers below using the numbers from the list in Question 7c.]*

1st: ____ 2nd: ____

7e. Please rate your overall satisfaction with the following major components of the Carroll Recreation Center on a scale of 5 to 1 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," if you don't use, please indicate "9" for Don't Use.

	How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A or Don't Use
01.	Gymnasium	5	4	3	2	1	9
02.	Restrooms	5	4	3	2	1	9
03.	Locker Room	5	4	3	2	1	9
04.	Heating/Cooling	5	4	3	2	1	9
05.	Location	5	4	3	2	1	9
06.	Parking	5	4	3	2	1	9
07.	Theater	5	4	3	2	1	9
08.	Indoor Pool	5	4	3	2	1	9
09.	Weight Room	5	4	3	2	1	9
10.	Group Exercise Room	5	4	3	2	1	9
11.	Fitness Classes	5	4	3	2	1	9
12.	Other: _____	5	4	3	2	1	9

7f. Which TWO of these major components (in 7e above) are the MOST IMPORTANT to your enjoyment of the Carroll Recreation Center? *[Write in your answers below using the numbers from the list in Question 7e.]*

1st: ____ 2nd: ____

8. If you and your household have not utilized the Carroll Recreation Center within the last year, please CHECK ALL the reasons why.

____(1) The center does not have the recreation spaces and equipment I/we desire
____(2) The center and its programs are too expensive
____(3) The center does not offer the programs and services I/we desire
____(4) I/We use other facilities (*Please Specify*): _____
____(5) Other: _____

9. If Carroll residents were to support an update to the INDOOR aquatic center, please indicate which features you think are needed using a scale of 1 to 3, where 3 is "Strongly Needed" and 1 is "Not Needed" in the INDOOR aquatic center.

	Need for…	Strongly Needed	Somewhat Needed	Not Needed	Don't Know
01.	Area for swim lessons	3	2	1	9
02.	A play-oriented pool with zero depth entry and features such as slides, and water spray elements	3	2	1	9
03.	Warm water area for fitness/exercise	3	2	1	9
04.	Warmer water area for therapy	3	2	1	9
05.	25-yard competition pool	3	2	1	9
06.	Diving boards for competition	3	2	1	9
07.	Hot tub or whirlpool	3	2	1	9
08.	Lanes for lap swimming	3	2	1	9
09.	Dry sauna and steam room	3	2	1	9
10.	Other: _____	3	2	1	9

10. Which THREE of the aquatic features listed in question 9 do you and members of your household feel are MOST NEEDED in an indoor aquatic center? *[Write in your answers below using the numbers from the list in Question 9, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ NONE

11. Listed below are various recreation program areas that could possibly have increased emphasis at a new Carroll Recreation Center. For each one, please indicate whether you and your household think more programming in each of these areas is needed in the community using a scale of 1 to 3, where 3 is "Strongly Needed" and 1 is "Not Needed."

	Programs	Strongly Needed	Somewhat Needed	Not Needed	Don't Know
01.	Sports	3	2	1	9
02.	Lectures	3	2	1	9
03.	Health and Wellness	3	2	1	9
04.	Raised walking/running track	3	2	1	9
05.	Education	3	2	1	9
06.	Dance	3	2	1	9
07.	Music	3	2	1	9
08.	Arts and Crafts	3	2	1	9
09.	Special Interest Classes	3	2	1	9
10.	After School	3	2	1	9
11.	Summer Camp	3	2	1	9
12.	Specialty Camps	3	2	1	9
13.	Rental rooms for parties (birthdays, etc.)	3	2	1	9
14.	Gymnastics	3	2	1	9
15.	Aquatics	3	2	1	9
16.	Fitness	3	2	1	9
17.	Racquetball Courts	3	2	1	9
18.	Table Tennis Tables	3	2	1	9
19.	Other: _____	3	2	1	9

12. Which THREE of the recreation program areas listed in question 11 do you and members of your household feel are MOST NEEDED at a new recreation center? *[Write in your answers below using the numbers from the list in Question 11, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ NONE

13. Listed below are different age groups that could possibly have increased emphasis at a new Carroll Recreation Center. For each of the groups, please indicate whether you and your household think it is important using a scale of 1 to 3, where 3 is "Very Important" and 1 is "Not Important" for the community center to serve this group.

	Age Groups	Very Important	Somewhat Important	Not Important	Don't Know
1.	Preschool (2-5 years)	3	2	1	9
2.	Youth (6-12 years)	3	2	1	9
3.	Teens (13-17 years)	3	2	1	9
4.	Young Adult (18-21 years)	3	2	1	9
5.	Adult (22-29 years)	3	2	1	9
6.	Adult (30-49 years)	3	2	1	9
7.	Older Adult (50-62 years)	3	2	1	9
8.	Seniors (63+ years)	3	2	1	9
9.	Families	3	2	1	9

14. Compared to other issues in Carroll, what priority is the development of an updated recreation center?

____(1) Very high priority
____(2) High priority
____(3) Medium priority
____(4) Low priority

15. How supportive are you of Carroll Parks and Recreation operating a licensed daycare inside an updated recreation center?

____(1) Very supportive
____(2) Supportive
____(3) Neutral
____(4) Not supportive
____(5) Not at all supportive
____(9) Don't know

16. Please CHECK ALL the ways you and your household find out about Carroll recreation programs and services.

____(1) Newspaper
____(2) Flyers distributed through schools
____(3) City web site
____(4) Social media
____(5) Recreation brochure
____(6) Other: _____
____(7) Do not get any information

17. How often have you or members of your household visited or participated in the City of Carroll Parks and Recreation facilities or programs during the past 12 months?

____(1) Daily
____(2) A few times per week
____(3) Weekly
____(4) Monthly
____(5) Once or twice a season
____(6) Never

18. Using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Not at All Supportive," please rate how supportive you are of the potential actions the City of Carroll could take to enhance their recreation offerings.

	Potential Actions	Very Supportive	Supportive	Neutral	Not Supportive	Not at All Supportive	Don't Know
1.	Development of new indoor facilities	5	4	3	2	1	9
2.	Development of new outdoor recreation facilities	5	4	3	2	1	9
3.	Maintenance of existing recreation facilities	5	4	3	2	1	9
4.	Redevelopment/improvement of the existing Recreation Center	5	4	3	2	1	9
5.	Adding air conditioning and updating the heating systems in the Carroll Recreation Center	5	4	3	2	1	9

During the November 2019 elections, the City of Carroll is considering requesting voter approval to complete improvements to the Carroll Recreation Center. The overall project cost is estimated to be between 8 to 12 million dollars. It is estimated to cover debt payments, the average homeowner in Carroll with an assessed home value of $130,000 could see a property tax increase of approximately $19.91 per year.

19. If an improved Carroll Recreation Center is developed that includes features you think are most important to your household, what is the maximum amount of additional property taxes you would be willing to pay per year (per $130,000) to help support the improvements?

____(1) $10-$20 increase
____(2) $21-$30 increase
____(3) $31-$40 increase
____(4) I would not support any increase to property taxes [Go to Q19a]
____(9) Don't Know [Go to Q19a]

19a. If you answered "I would not support any increase to property taxes" or "Don't Know" on Question 19, please indicate why you answered this way. [Check all that apply]

____(1) I need more information before I can answer
____(2) I would not use new community recreation facilities
____(3) I believe Carroll currently offers sufficient recreation opportunities
____(4) I believe those who plan on using new community recreation facilities should bear the burden of paying for it
____(5) I do not support any increase to taxes
____(6) Other: _____

20. How supportive would you be of increasing the current family membership rate $10 per month to cover the additional costs needed to complete improvements to the Carroll Recreation Center?

____(1) Very supportive
____(2) Supportive
____(3) Neutral
____(4) Not supportive
____(5) Not at all supportive
____(9) Don't know

21. Please rate your level of agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	It is valuable to me to have a community recreation center	5	4	3	2	1	9
2.	I believe a community recreation center boosts property values in our community	5	4	3	2	1	9
3.	Carroll needs updated community recreation facilities	5	4	3	2	1	9
4.	Updated community recreation facilities should be geographically located as close to the middle of our City as possible	5	4	3	2	1	9
5.	Community recreation facilities should include a social gathering component	5	4	3	2	1	9
6.	Our community needs more fitness, recreation, and social opportunities for youth and teens	5	4	3	2	1	9
7.	Our community needs more fitness, recreation, and social opportunities for seniors	5	4	3	2	1	9
8.	The City needs additional outdoor field facilities (e.g. soccer, lacrosse, baseball, softball, kickball)	5	4	3	2	1	9

22. Overall, how would you rate the quality of services provided by each of the following?

	City/State/Federal Government	Excellent	Good	Fair	Poor	Don't Know
1.	The City of Carroll	4	3	2	1	9
2.	State of Iowa	4	3	2	1	9
3.	Federal Government	4	3	2	1	9

Demographics

23. Including yourself, how many persons in your household are...

Under 5 years: ____ 15-19 years: ____ 35-44 years: ____ 65+ years: ____
5-9 years: ____ 20-24 years: ____ 45-54 years: ____
10-14 years: ____ 25-34 years: ____ 55-64 years: ____

24. What is your age? _____ years

25. Your gender: ____(1) Male ____(2) Female

26. How many years have you lived in the City of Carroll? _____ years

27. Do you rent or own your home? ____(1) Own ____(2) Rent

28. What is your total annual household income?

____(1) Under $25,000 ____(3) $50,000 to $74,999 ____(5) $100,000 to $249,999
____(2) $25,000 to $49,999 ____(4) $75,000 to $99,999 ____(6) $250,000 or more

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope:
Addressed to: ETC Institute, 725 W. Frontier Circle, Olathe, Kansas 66061

Your responses will remain completely confidential. The address information printed to the right will only be used to help identify areas with special interests. Thank you.