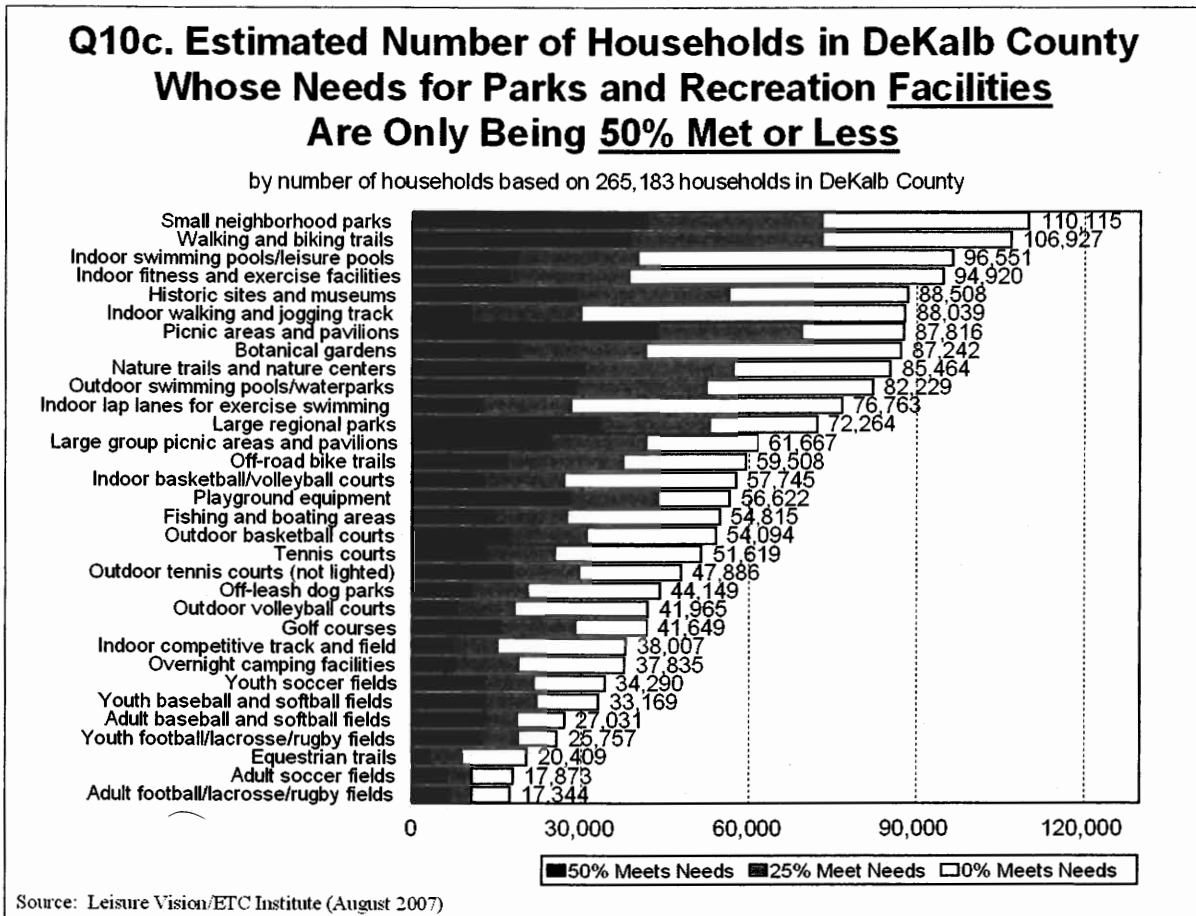


**DeKalb County Households with Their Facility Needs Being 50% Met or Less**

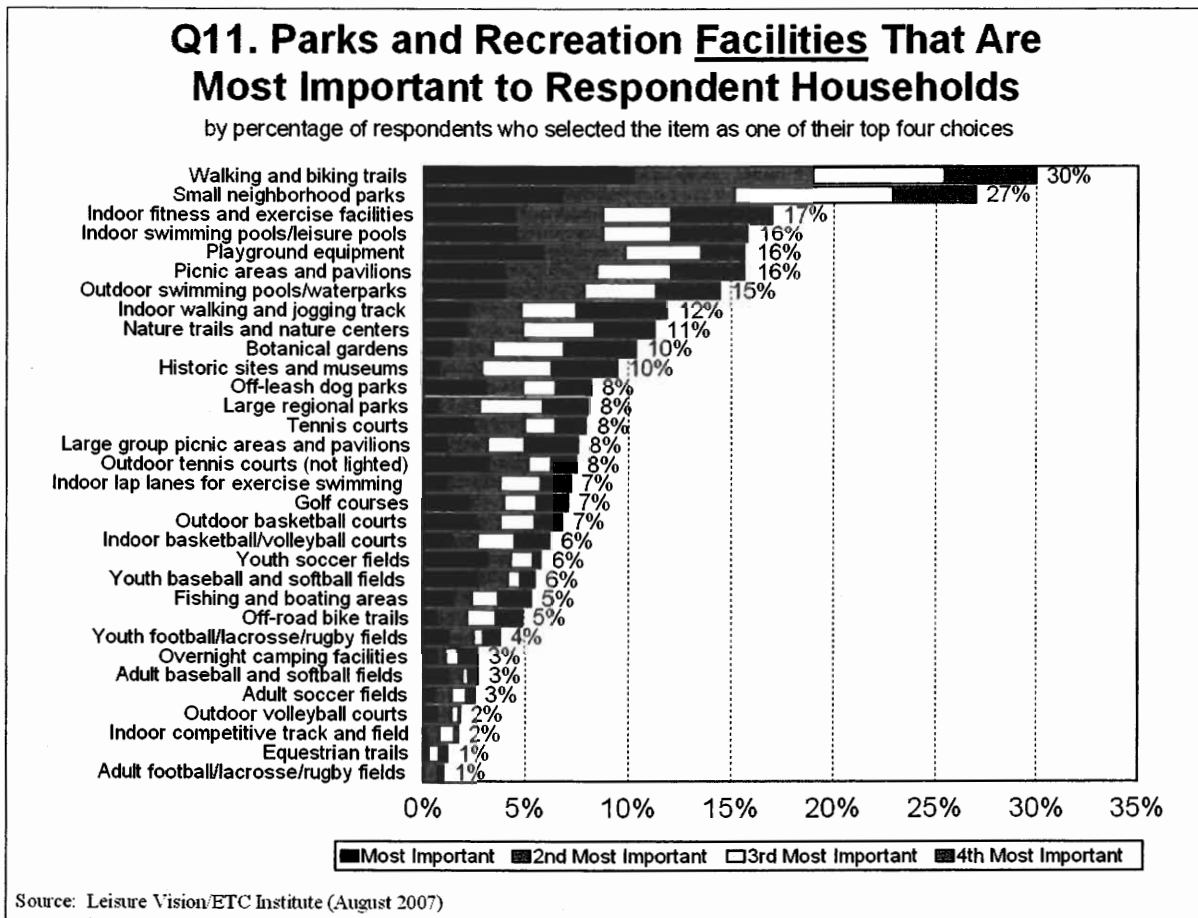
From the list of 32 parks and recreation facilities, respondent households that have a need for facilities were asked to indicate how well those facilities meet their needs. The graph below shows the estimated number of households in DeKalb County whose needs for facilities are only being 50% met or less, based on 265,183 households in the County.



### Most Important Parks and Recreation Facilities

From the list of 32 parks and recreation facilities, respondents were asked to select the four that are most important to their household. The following summarizes key findings:

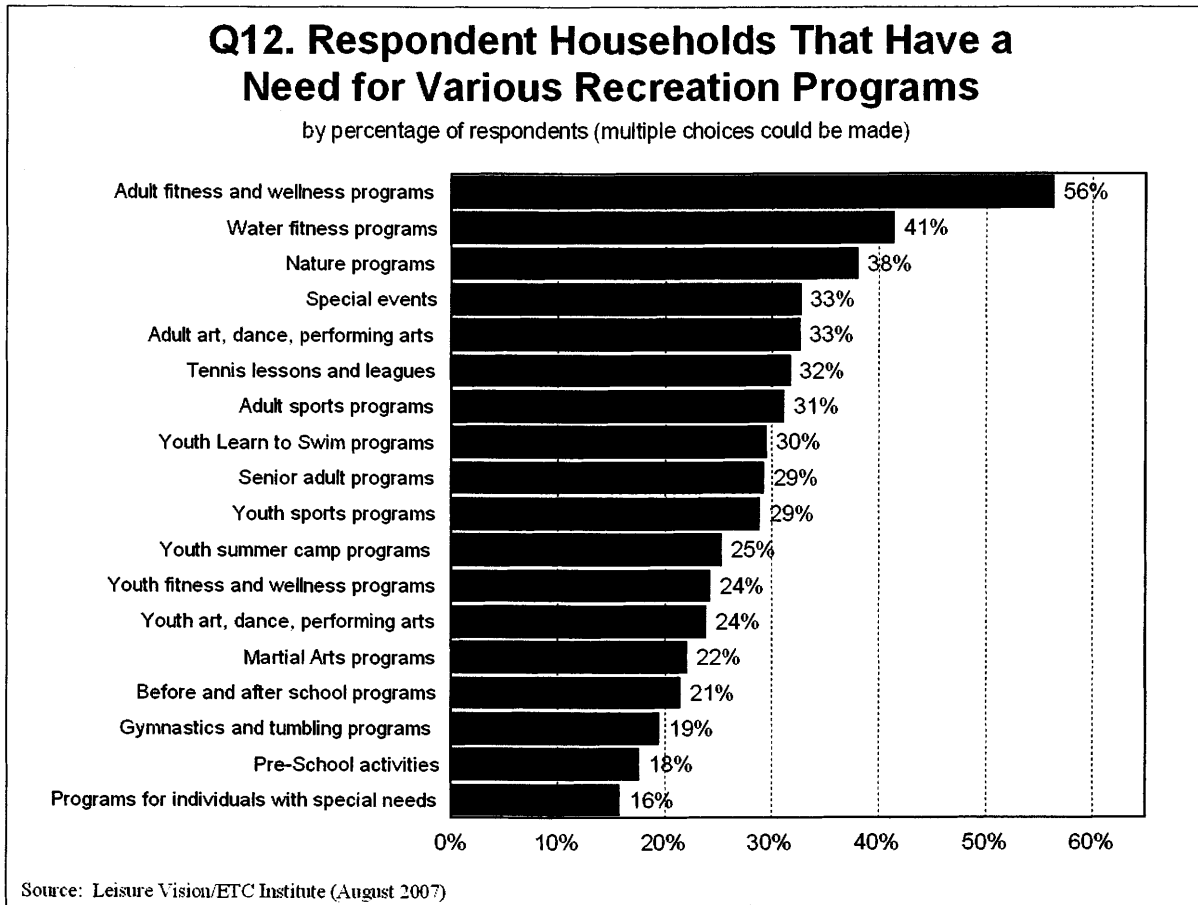
- **Based on the sum of their top four choices, the facilities that respondents rated as the most important are: walking and biking trails (30%), small neighborhood parks (27%) and indoor fitness and exercise facilities (17%).** It should also be noted that walking and biking trails had the highest percentage of respondents rate it as their first choice as the most important facility.



***Need for Recreation Programs***

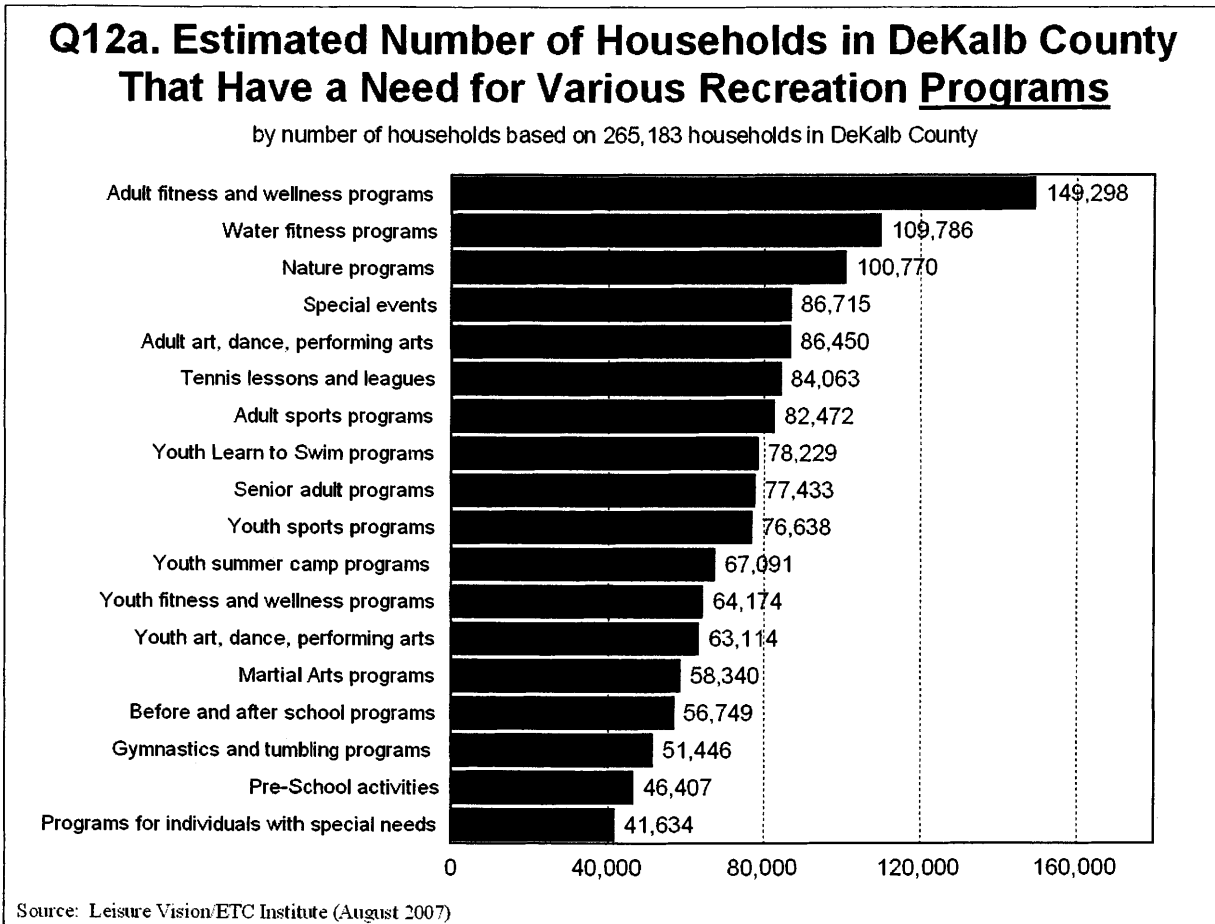
From a list of 18 recreation programs, respondents were asked to indicate which ones they and members of their household have a need for. The following summarizes key findings:

- **The programs that the highest percentage of respondent households have a need for include: adult fitness and wellness programs (56%), water fitness programs (41%), nature programs (38%), special events (33%) and adult art, dance, performing arts (33%).**



***Need For Recreation Programs in DeKalb County***

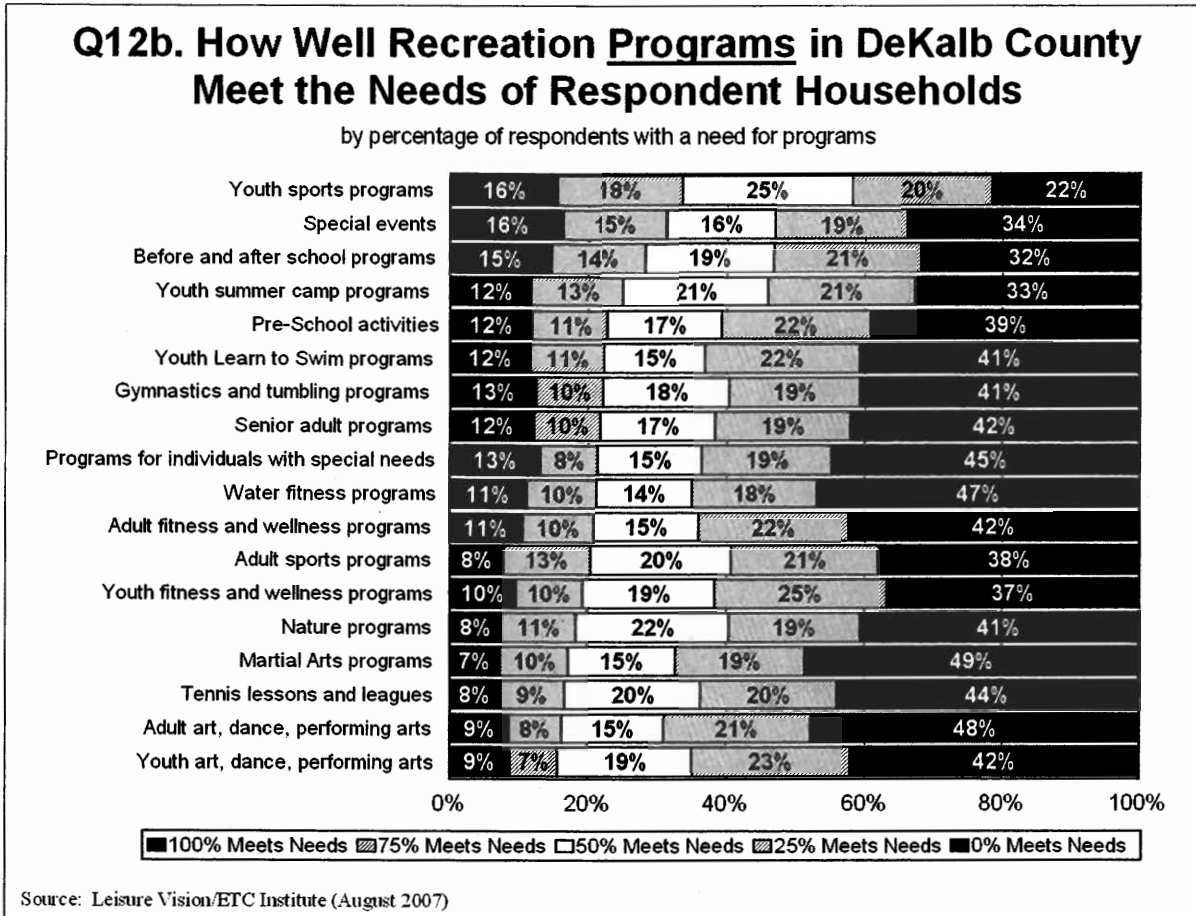
From the list of 18 recreation programs, respondents were asked to indicate the ones that their household has a need for. The graph below shows the estimated number of households in DeKalb County that have a need for various recreation programs, based on 265,183 households in the County.



***How Well Recreation Programs Meet Needs***

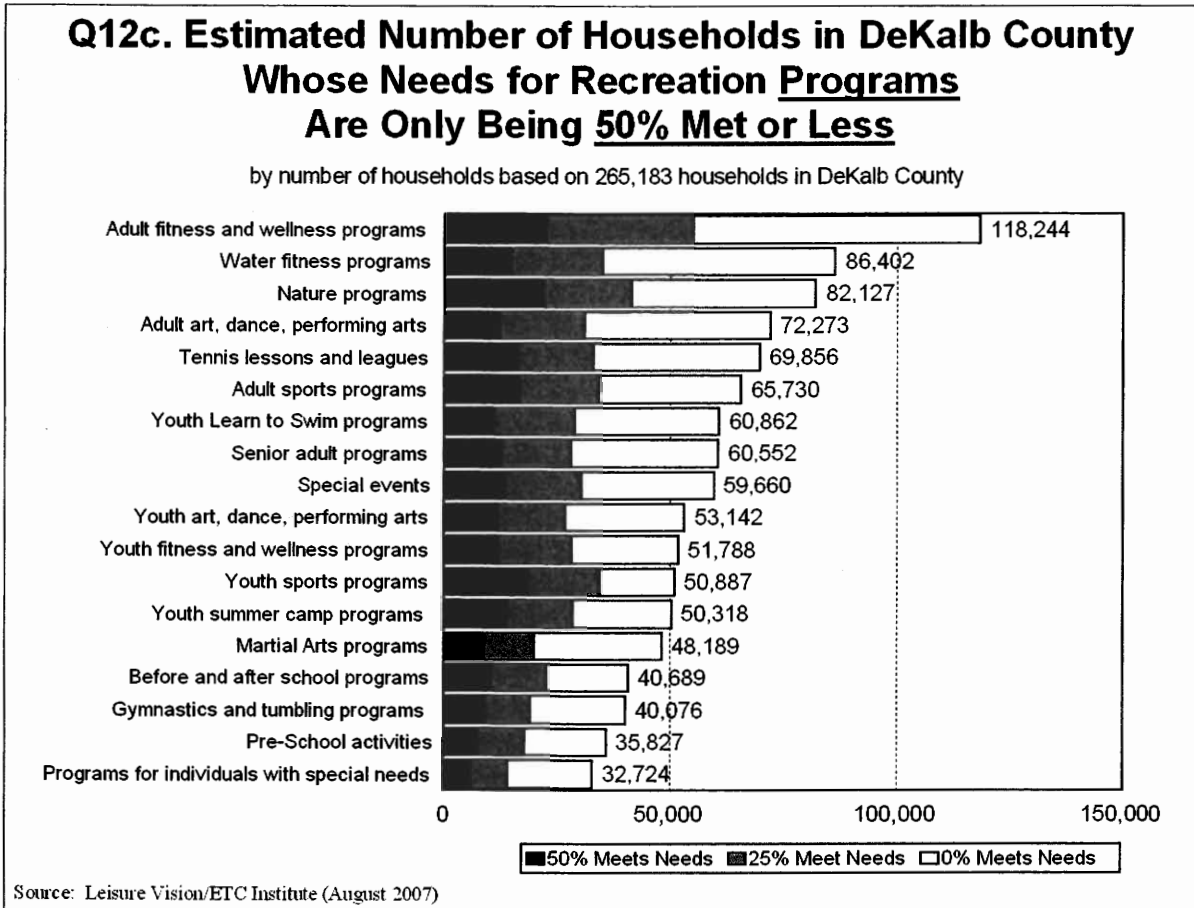
From the list of 18 recreation programs, respondent households that have a need for programs were asked to indicate how well those programs meet their needs. The following summarizes key findings:

- For all 18 programs, less than 20% of respondents indicated that the program completely meets the needs of their household.



***DeKalb County Households with Their Program Needs Being 50% Met or Less***

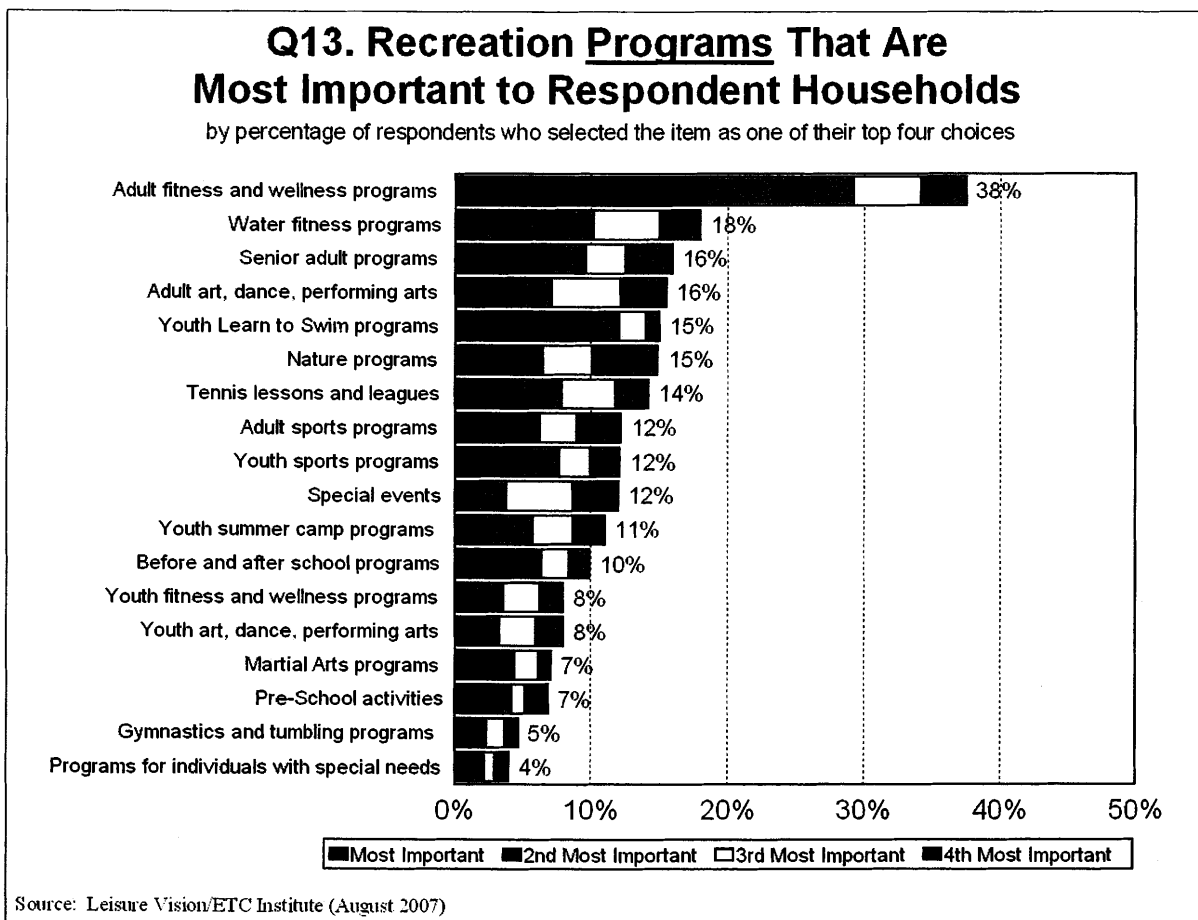
From the list of 18 recreation programs, respondent households that have a need for programs were asked to indicate how well those programs meet their needs. The graph below shows the estimated number of households in DeKalb County whose needs for programs are only being 50% met or less, based on 265,183 households in the County.



### ***Most Important Recreation Programs***

From the list of 18 recreation programs, respondents were asked to select the four that are most important to their household. The following summarizes key findings:

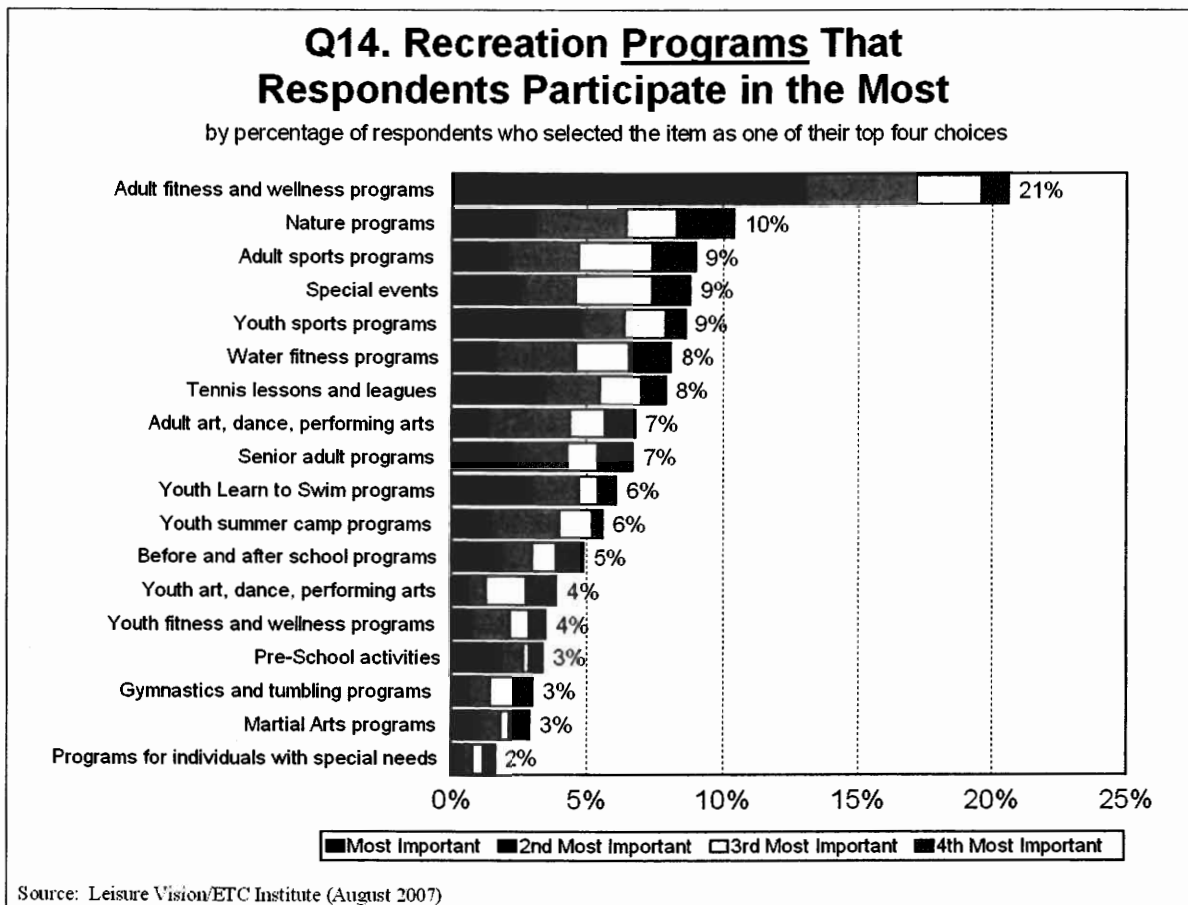
- **Based on the sum of their top 4 choices, the programs that respondents rated as the most important are: adult fitness and wellness programs (38%), water fitness programs (18%), senior adult programs (16%) and adult art, dance, performing arts (16%).** It should also be noted that adult fitness and wellness programs had the highest percentage of respondents select it as their first choice as the most important program.



## Recreation Programs Participated in Most

From the list of 18 recreation programs, respondents were asked to select the four that they participate in most. The following summarizes key findings:

- **Based on the sum of their top 4 choices, the programs that respondent households participate in the most are: adult fitness and wellness programs (21%) and nature programs (10%).** It should also be noted that adult fitness and wellness programs had the highest percentage of respondents select it as their first choice as the most important program.

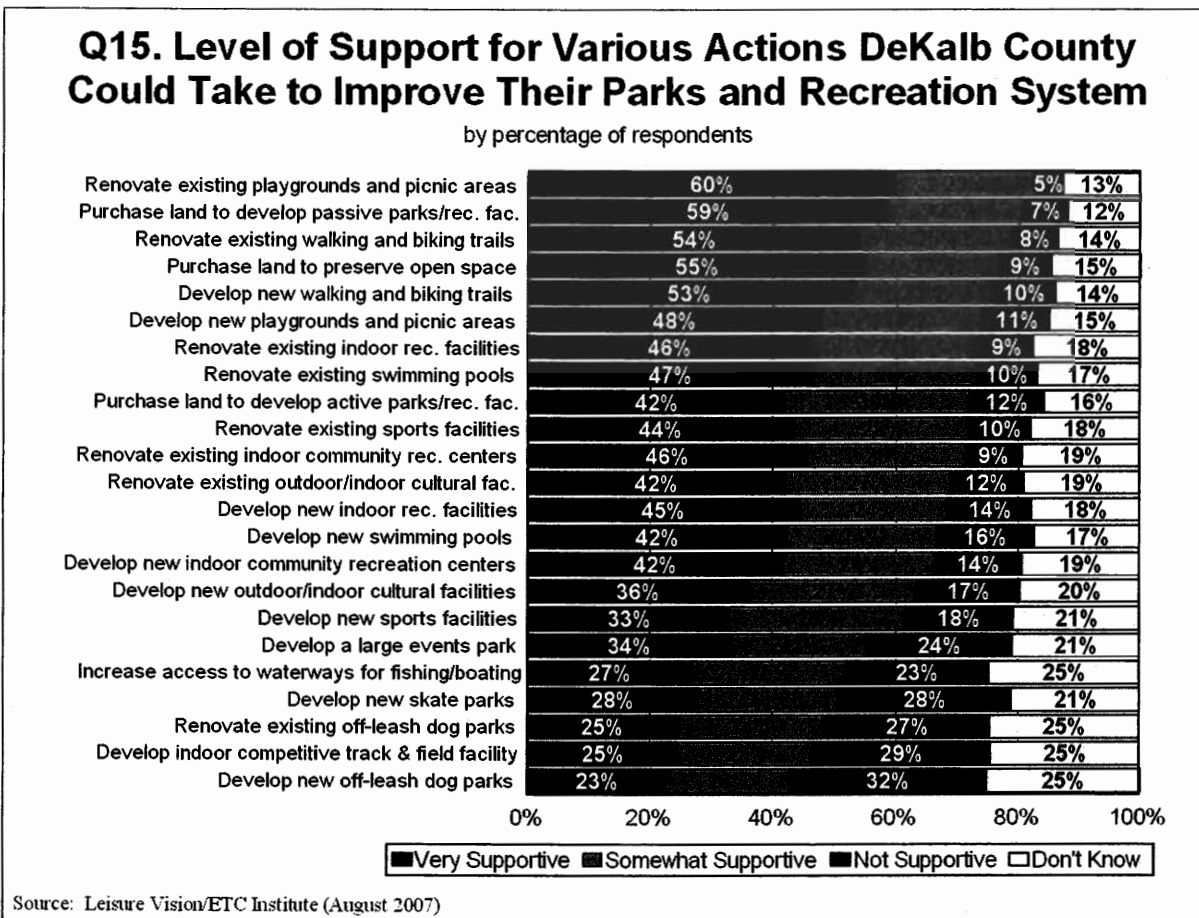




**Level of Support for Actions to Improve the Parks and Recreation System**

From a list of 23 actions that DeKalb County could take to improve the parks and recreation system, respondents were asked to indicate their level of support for each one. The following summarizes key findings:

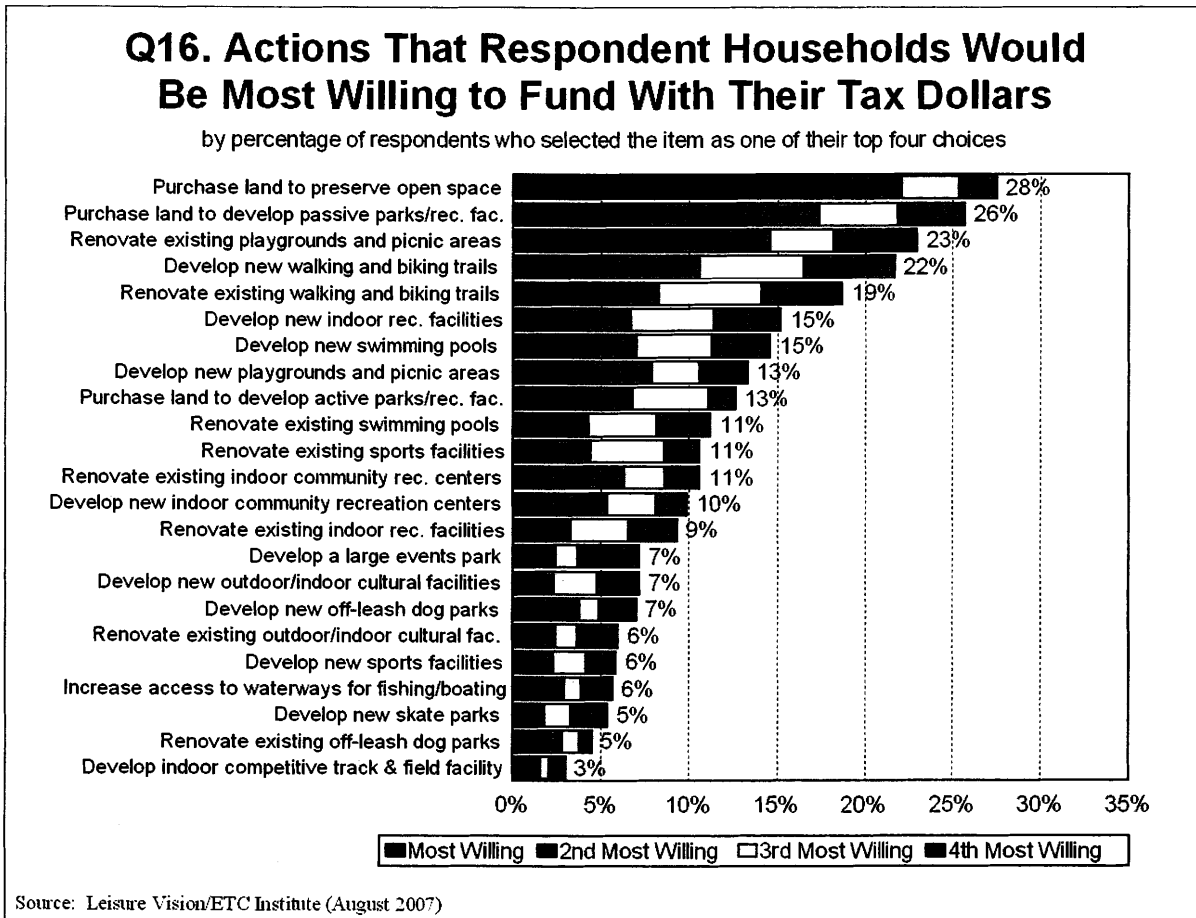
- There are five actions that over 50% of respondents are very supportive of DeKalb County taking: renovate existing playgrounds and picnic areas (60%), purchase land to develop passive parks/recreation facilities (59%), purchase land to preserve open space (55%), renovate existing walking and biking trails (54%), and develop new walking and biking trails (53%).



### Actions That Respondents Are Most Willing to Fund with Tax Dollars

From the list of 23 actions that DeKalb County could take to improve the parks and recreation system, respondents were asked to indicate which four actions they would be most willing to fund with their tax dollars. The following summarizes key findings:

- **Based on the sum of their top four choices, the actions that respondents would be most willing to fund include: purchase land to preserve open space (28%), purchase land to develop passive parks/recreation facilities (26%), renovate existing playgrounds and picnic areas (23%) and develop new walking and biking trails (22%).** It should also be noted that purchase land to preserve open space had the highest percentage of respondents select it as their first choice as the action they would be most willing to fund with their tax dollars.



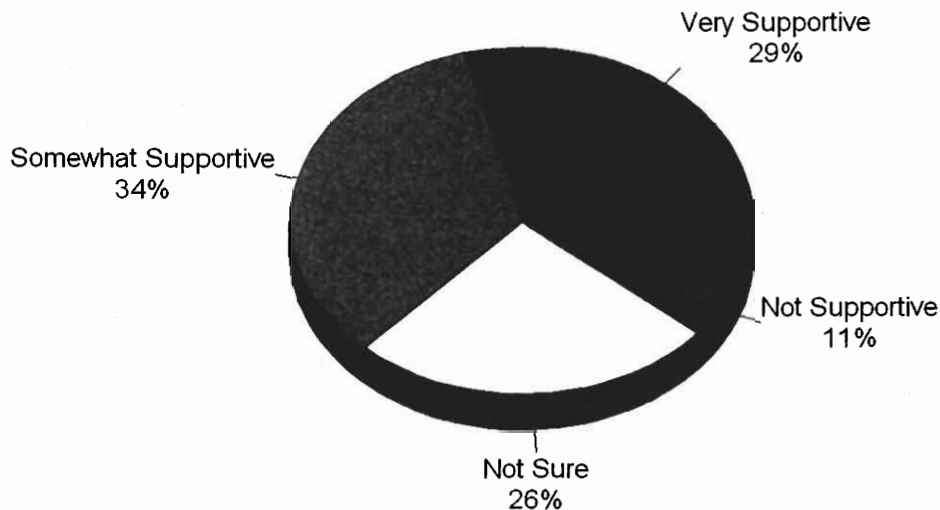
### ***Level of Support for Implementing or Increasing Fees***

Respondents were asked to indicate their level of support for implementing or increasing the fees for recreation and cultural facilities, programs, and services to help pay for increased operating expenses. The following summarizes key findings:

- **Sixty-three percent (63%) of respondents are either very supportive (29%) or somewhat supportive (34%) of implementing or increasing the fees for recreation and cultural facilities, programs, and services to help pay for increased operating expenses.** In addition, 11% indicated they were not supportive and 26% indicated “not sure”.

#### **Q17. Level of Support for Implementing or Increasing the Fees for Recreation and Cultural Facilities, Programs, and Services to Help Pay for Increased Operating Expenses**

by percentage of respondents

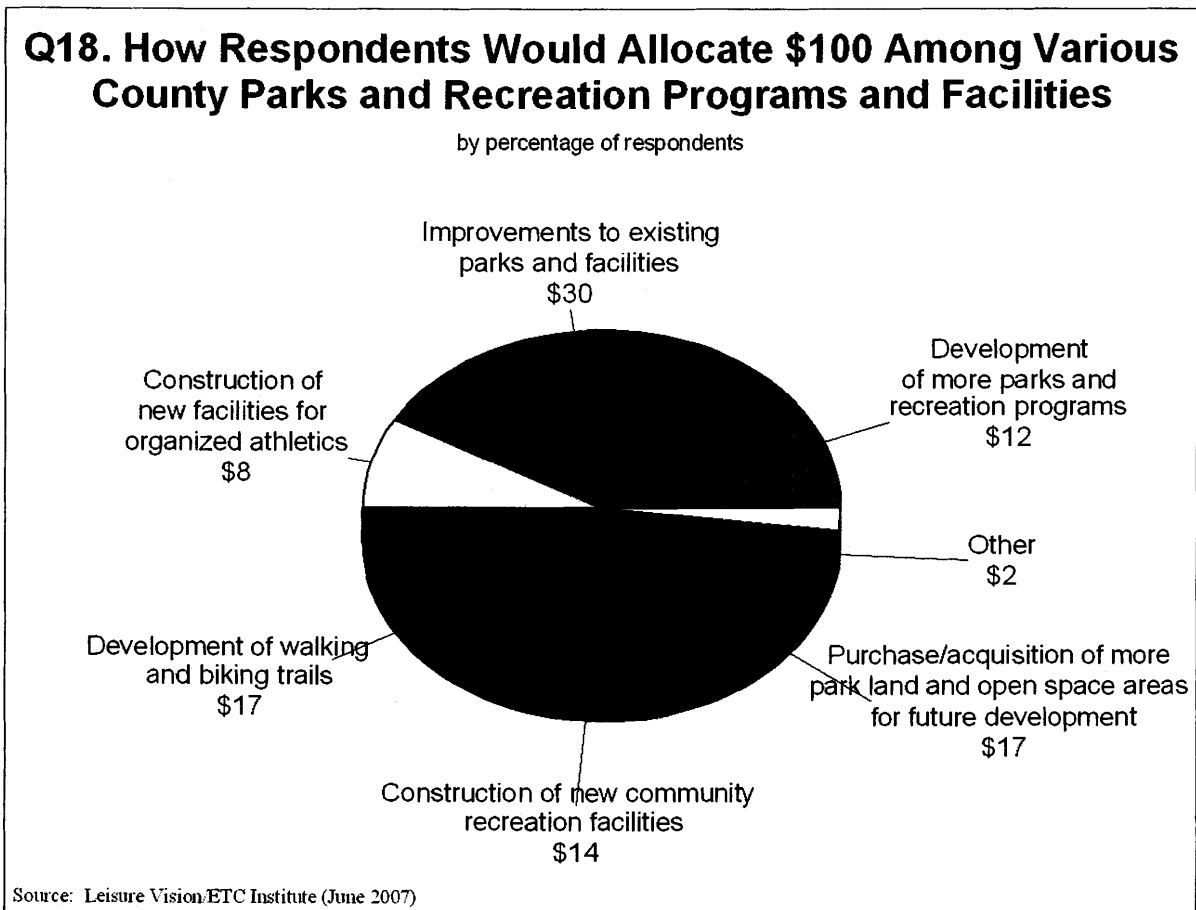


Source: Leisure Vision/ETC Institute (August 2007)

### *Allocation of Funds Among Various Parks & Recreation Programs & Facilities*

Respondents were asked to indicate how they would allocate \$100 in funds among various DeKalb County parks and recreation programs and facilities. The following summarizes key findings:

- **Respondents indicated they would allocate \$30 out of every \$100 to improvements to existing parks and facilities.** The remaining \$70 were allocated as follows: development of walking and biking trails (\$17), purchase/acquisition of more park land and open space areas for future development (\$17), construction of new community recreation facilities (\$14), development of more parks and recreation programs (\$12), construction of new facilities for organized athletics (\$8), and other (\$2).



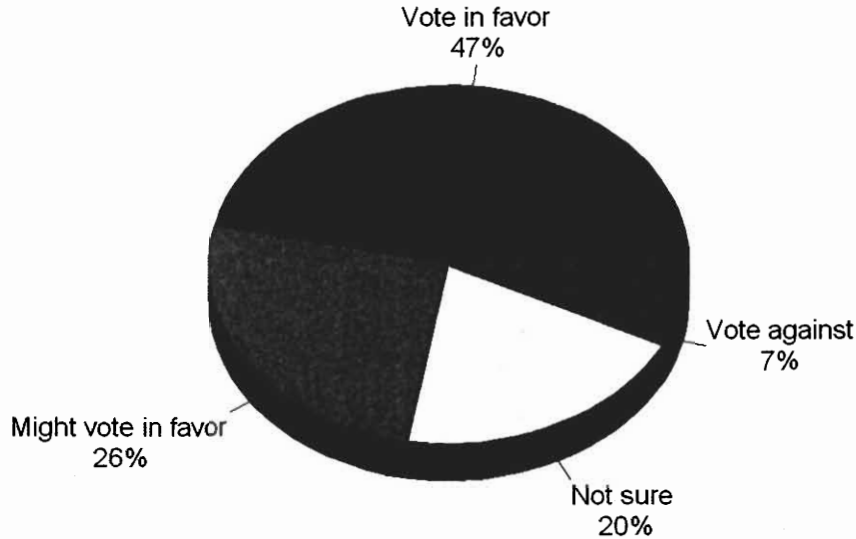
### ***How Respondent Would Vote in a Bond Referendum***

Respondents were asked to indicate how they would vote in an election if a bond referendum was held to fund the acquisition, improvement, and development of the types of parks, trails, green space, and recreation facilities that are most important to respondent household. The following summarizes key findings:

- **Seventy-three percent (73%) of respondents indicated they would either vote in favor (47%) or might vote in favor (26%) on a bond referendum to fund the acquisition, improvement, and development of the types of parks, trails, green space, and recreation facilities that are most important to respondent households. In addition, 7% indicated they would “vote against” and 20% indicated “not sure”.**

**Q19. How Respondent Would Vote on a Bond Referendum to Fund the Acquisition, Improvement, and Development of the Types of Parks, Trails, Green Space, and Recreation Facilities That Are Most Important to Their Household**

by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2007)

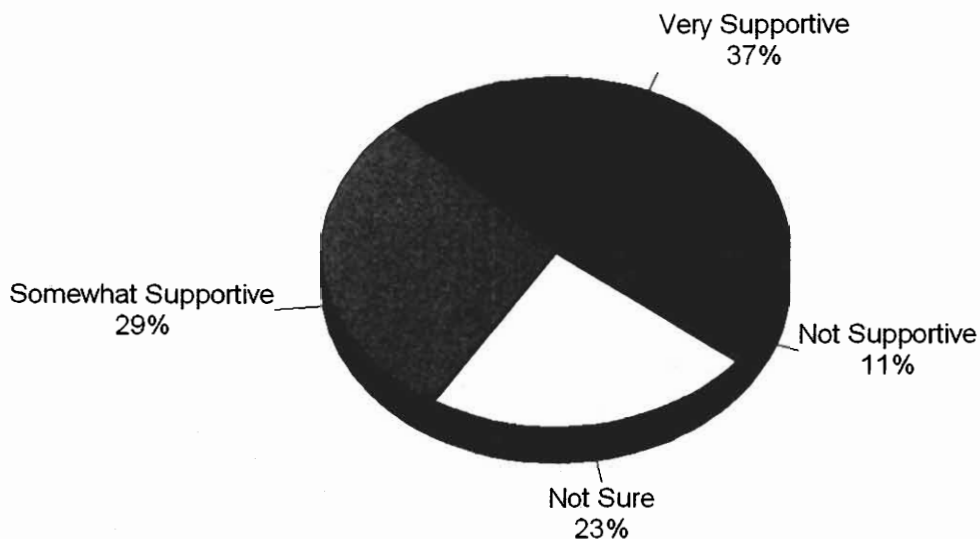
### ***Support for a Dedicated Funding Source***

Respondents were asked if they would support a dedicated DeKalb County funding source consisting of a special tax or user fee from parks and recreation facilities and programs that would only be used to fund operations and improvements to the parks and recreation system in the County. The following summarizes key findings:

- **Sixty-six percent (66%) of respondents indicated they were either very supportive (37%) or somewhat supportive (29%) of supporting a dedicated DeKalb County funding source consisting of a special tax or user fee from parks and recreation facilities and programs that would only be used to fund operations and improvements to the parks and recreation system in the County.** In addition, 11% indicated they were “not supportive” and 23% indicated “not sure”.

**Q20. Level of Support for a Dedicated DeKalb County Funding Source Consisting of a Special Tax or User Fee From Parks & Recreation Facilities & Programs That Would Only Be Used to Fund Operations & Improvements to the Parks and Recreation System in the County**

by percentage of respondents

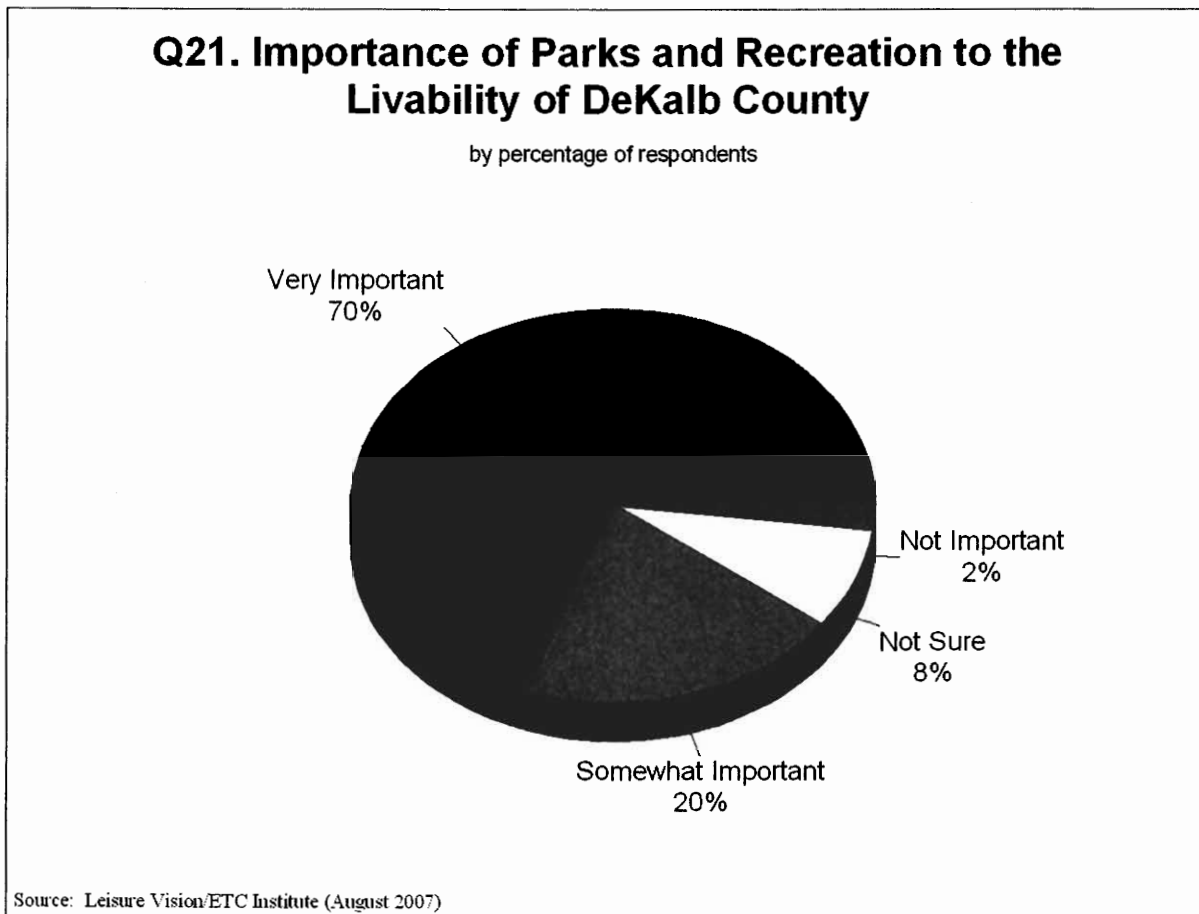


Source: Leisure Vision/ETC Institute (August 2007)

### ***Importance of Parks and Recreation to the Livability of DeKalb County***

Respondents were asked to indicate how important parks and recreation is to the livability of DeKalb County. The following summarizes key findings:

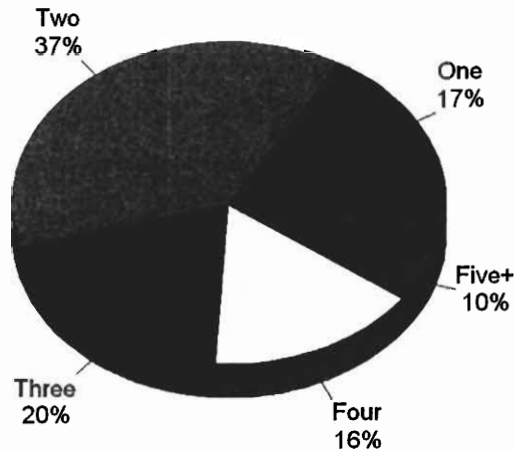
- **Ninety percent (90%) of respondents indicated that parks and recreation is either very important (70%) or somewhat important (20%) to the livability of DeKalb County. Only 2% of respondents indicated that parks and recreation is not important to the livability of DeKalb County, and 8% indicated “not sure”.**



**Demographics**

**Q1. Demographics: Number of People in Household**

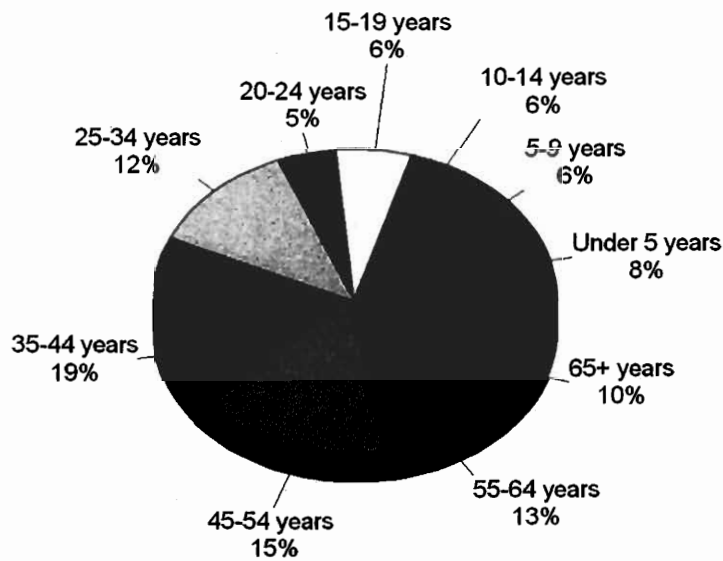
by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2007)

**Q2. Demographics: Ages of People in Household**

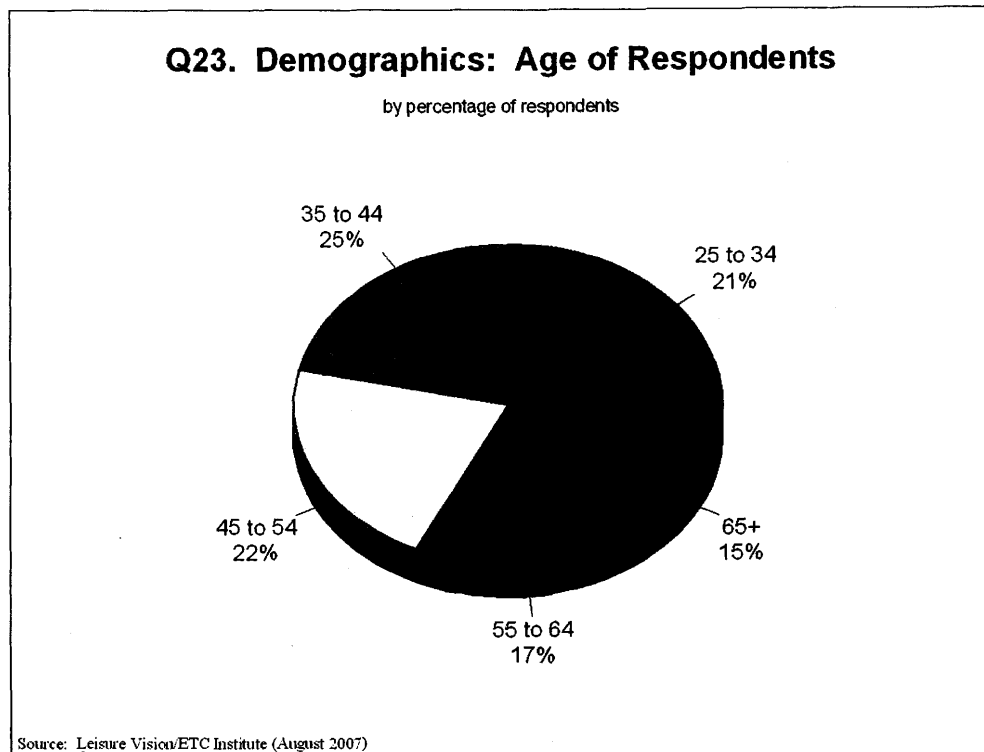
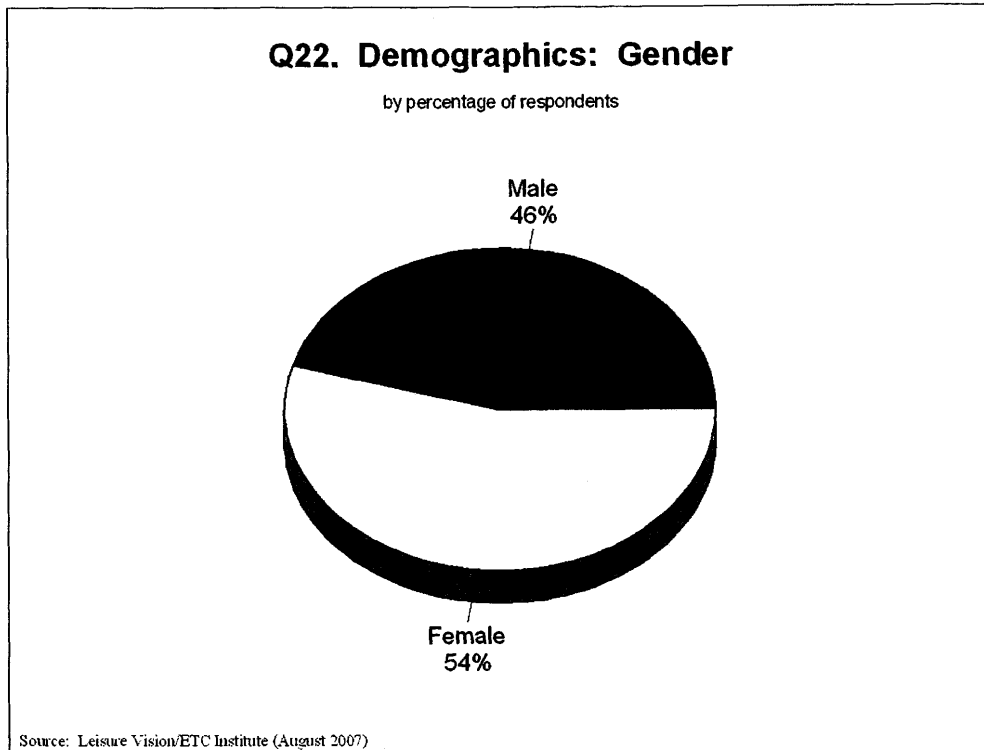
by percentage of household occupants



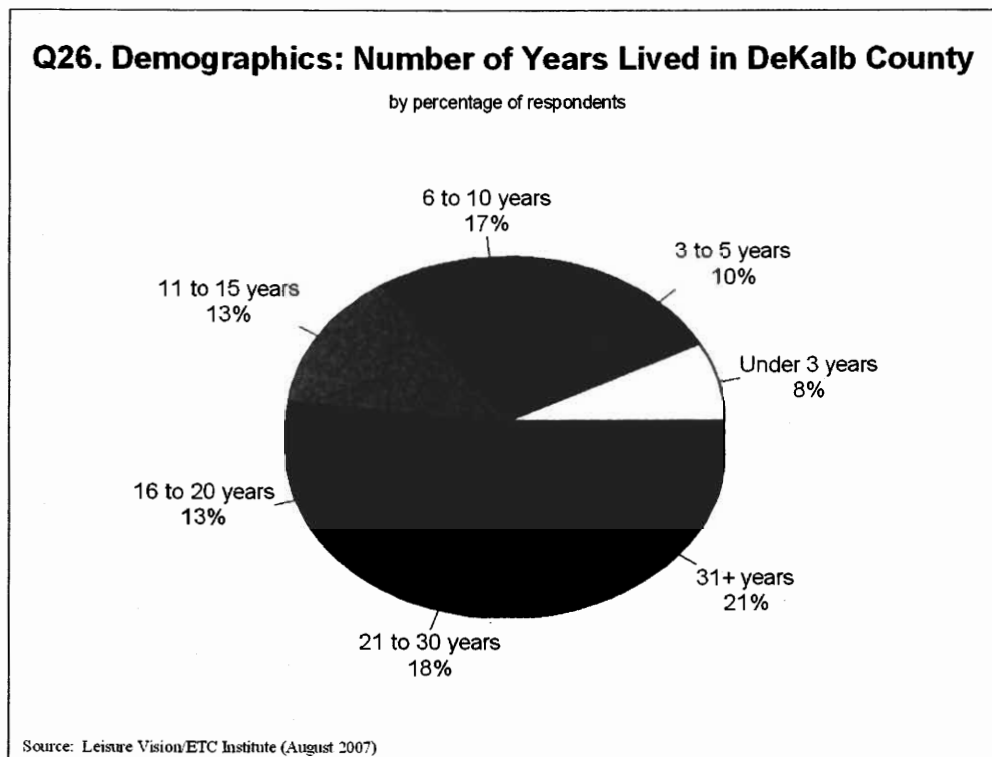
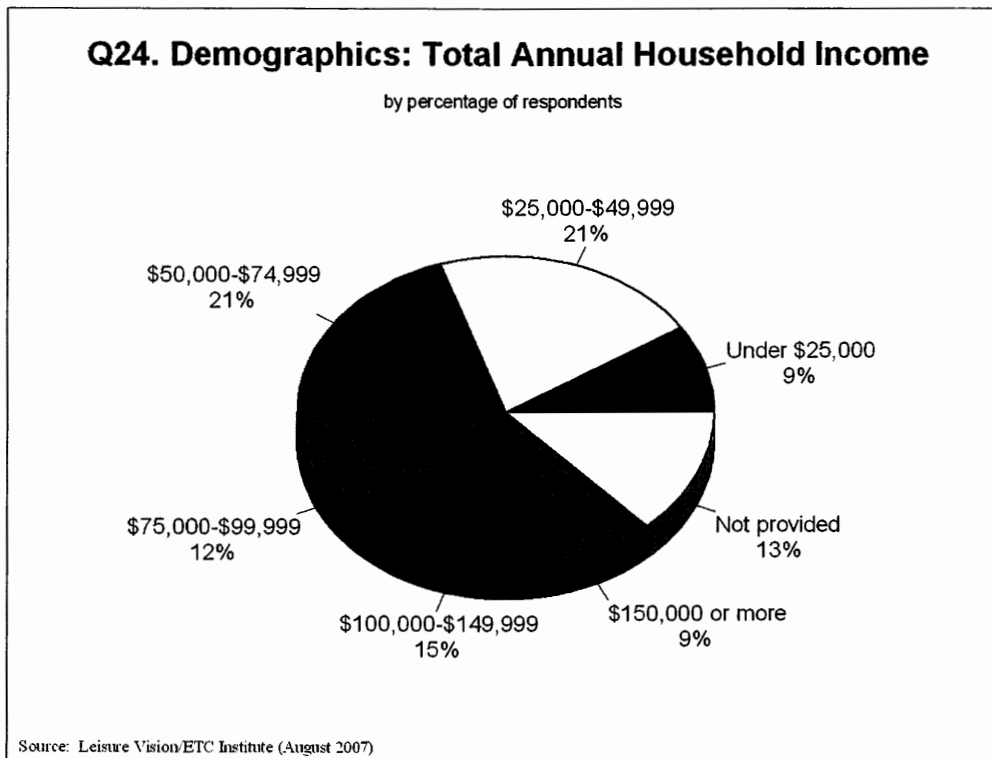
Source: Leisure Vision/ETC Institute (August 2007)



**Demographics (Continued)**



**Demographics (Continued)**



**Demographics (Continued)**

