2008
Recreation Survey Results
Overview and Methodology

• Conducted during fall of 2008
• Random sample of 4000 households countywide
• Surveys were mailed and conducted by telephone
• Goal of 800 returned surveys was far exceeded with 913 completed and returned
• +/- 3.3% margin of error
Key Iola Findings

• 33.2% of Iolans exercise 3 or more times weekly.
• 77% of Iola respondents chose walking as their #1 form of exercise.
• 62.9% of respondents rated the quality of Iola Recreation programming as excellent (14.4%) or good (48.5%)
• 29.6% of Iolans say that facility availability prevents them from exercising more often
• 54.8% of Iolans were very or somewhat supportive of a ½ cent sales tax increase for new facilities.
Q1. Demographics: Number of People in Household

by percentage of respondents

- Two: 47%
- One: 19%
- Three: 15%
- Four: 11%
- Five+: 8%

Source: Leisure Vision/ETC Institute (November 2008)
Q2. Demographics: Ages of People in Household

by percentage of household occupants

- 45-54 years: 17%
- 55-64 years: 15%
- 65-74 years: 14%
- 75+ years: 12%
- Under 5 years: 4%
- 5-9 years: 5%
- 10-14 years: 7%
- 15-19 years: 7%
- 25-34 years: 7%
- 35-44 years: 9%
- 20-24 years: 3%

Source: Leisure Vision/ETC Institute (November 2008)
Q3. Physical Recreation Activities Used in Allen County During the Past Year

by percentage of respondents (multiple choices could be made)

- Walking for exercise: 70%
- Using home exercise machines: 35%
- Bicycling: 27%
- Swimming: 27%
- Bowling: 20%
- Playing golf: 19%
- Weight lifting: 17%
- Playing basketball: 15%
- Exercise/aerobics classes: 14%
- Playing softball: 12%
- Dance: 10%
- Jogging: 10%
- Playing baseball: 9%
- Playing other organized sports: 8%
- Soccer: 8%
- Playing volleyball: 8%
- Tennis: 5%
- Skateboarding/Rollerblading: 4%
- Mountain/off-road biking: 2%
- Other: 12%
- None: 16%

Source: Leisure Vision/ETC Institute (November 2008)
Q4. Physical Recreation Activities Participated in Most Often During the Past Year

by percentage of respondents who have participated in physical recreation activities (sum of top 3 choices)

Walking for exercise 68%
Using home exercise machines 24%
Bicycling 17%
Swimming 15%
Playing golf 13%
Exercise/aerobics classes 10%
Bowling 9%
Weight lifting 8%
Playing softball 7%
Dance 6%
Jogging 6%
Playing basketball 6%
Playing baseball 6%
Playing other organized sports 3%
Soccer 3%
Playing volleyball 1%
Tennis 1%
Skateboarding/Rollerblading 1%
Mountain/off-road biking 1%
Other 10%

Source: Leisure Vision/ETC Institute (November 2008)
Q5. Overall, How Satisfied Are You with the Quality of the Physical Recreation Activities You Participate in?

by percentage of respondents who have participated in physical recreation activities

- Good: 46%
- Excellent: 16%
- Don't know: 7%
- Fair: 25%
- Poor: 6%

Source: Leisure Vision/ETC Institute (November 2008)
Q6. Approximately How Often Do You Participate in Physical Recreation Activities?

by percentage of respondents

- 3+ times per week: 29%
- Daily: 19%
- 1-2 times per week: 16%
- Several times a month: 9%
- Once per month: 8%
- A few times per year: 6%
- Never: 15%
- Don't know: 2%

Source: Leisure Vision/ETC Institute (November 2008)
Q7. Places Where Respondents Exercise

by percentage of respondents (multiple choices could be made)

- At my home: 60%
- On a street/road: 50%
- My local park/recreation facility: 23%
- On walking or biking trails: 17%
- Public golf course: 12%
- Local lakes or river: 11%
- Running track: 10%
- Out of Allen County lakes/rivers: 9%
- Private fitness club in Allen County: 9%
- Private country club: 8%
- Retail store (e.g., Wal-Mart): 8%
- USD 257 facility: 7%
- ACCC Red Barn: 5%
- Private fitness club outside Allen County: 1%
- Apartment complex: 1%
- None, do not exercise: 13%

Source: Leisure Vision/ETC Institute (November 2008)
Q8. Major Reasons Respondents Exercise at Their Current Location

by percentage of respondents (sum of top 3 choices)

- Location: 67%
- Ease of use: 58%
- Price: 21%
- Equipment available: 21%
- Privacy: 18%
- Other locations are not available: 12%
- My friends/family exercise there: 12%
- Television available to watch: 4%
- Quality of instructors/staff: 4%
- Child care available: 0%

Source: Leisure Vision/ETC Institute (November 2008)
Q9. Reasons Preventing Respondents From Exercising More Often

by percentage of respondents (multiple choices could be made)

- Lack of time: 48%
- Costs are too high: 20%
- Pain: 18%
- Facilities do not exist: 14%
- Don’t have anyone to exercise with: 12%
- Can’t afford to buy exercise equipment: 12%
- Facilities unavailable when needed: 11%
- Uncomfortable exercising with other people: 10%
- Embarrassed about my appearance: 7%
- Lack of child care: 6%
- Don’t know where to go to exercise: 6%
- Feel that others are in better shape than I am: 6%
- Lack knowledge on how to exercise: 3%
- Want instruction that is unavailable: 3%
- Don’t know how to use exercise machines: 3%
- Afraid to get started: 2%
- Don’t know what to wear: 1%
- Had a bad experience exercising: 0%
- Other: 12%
- None: 20%

Source: Leisure Vision/ETC Institute (November 2008)
Q10. How Often Do You Leave Allen County to Participate in Physical Recreation Activities?

by percentage of respondents

- Never: 60%
- A few times per year: 23%
- Once per month: 5%
- Several times a month: 7%
- 1-2 times per week: 3%
- 3+ times per week: 1%
- Don't know: 1%

Source: Leisure Vision/ETC Institute (November 2008)
Q11. Physical Recreation Activities That Respondents Participate in Outside of Allen County

by percentage of respondents (multiple choices could be made)

- Walking for exercise: 18%
- Swimming: 18%
- Playing golf: 11%
- Playing basketball: 4%
- Playing softball: 4%
- Bowling: 4%
- Dance: 4%
- Bicycling: 3%
- Playing other organized sports: 2%
- Playing baseball: 2%
- Mountain/off-road biking: 2%
- Weight lifting: 2%
- Jogging: 1%
- Playing volleyball: 1%
- Using home exercise machines: 1%
- Exercise/aerobics classes: 1%
- Soccer: 1%
- Skateboarding/Rollerblading: 1%
- Tennis: 1%
- Other: 11%

Source: Leisure Vision/ETC Institute (November 2008)
Q12. When You Leave Allen County to Participate in Physical Recreation Activities, Where Do You Go?

by percentage of respondents (multiple choices could be made)

- Chanute: 14%
- Kansas City Metro Area: 10%
- Burlington: 9%
- Wichita: 4%
- Yates Center: 4%
- Lawrence: 4%
- Fort Scott: 3%
- Garnett: 2%
- Topeka: 2%
- Other: 24%

Source: Leisure Vision/ETC Institute (November 2008)
Q13. What is the average one-way distance you travel to participate in physical recreation activities in Allen County?

by percentage of respondents

- None, don't participate in physical activities: 28%
- 1/2 mile or less: 17%
- 1/2 mile to 1 mile: 8%
- 1 to 3 miles: 13%
- 3 to 5 miles: 6%
- 5 to 10 miles: 6%
- More than 10 miles: 11%

Source: Leisure Vision/ETC Institute (November 2008)
Q14. What Additional Distance Would You Be Willing to Drive for New Physical Recreation Services Not Currently Available within Allen County?

by percentage of respondents

- None: 48%
- 1/2 mile or less: 3%
- 1/2 mile to 1 mile: 9%
- 1 to 3 miles: 9%
- 3 to 5 miles: 9%
- 5 to 10 miles: 14%
- More than 10 miles: 10%

Source: Leisure Vision/ETC Institute (November 2008)
Q15. What Is the Average One-Way Distance You Travel to Participate in Physical Recreation Activities Outside of Allen County?

by percentage of respondents

- None: 49%
- 5 miles or less: 3%
- 5 to 10 miles: 4%
- 10 to 15 miles: 4%
- 15 to 25 miles: 4%
- 25 to 50 miles: 11%
- More than 50 miles: 20%
- Not provided: 8%

Source: Leisure Vision/ETC Institute (November 2008)
Q16. Medical Conditions That Respondents Have

by percentage of respondents (multiple choices could be made)

- Arthritis: 32%
- Joint problems: 27%
- Back problems: 26%
- Heart disease: 15%
- Diabetes: 15%
- Physical difficulties walking: 15%
- Breathing limitations: 10%
- Cancer: 5%
- Other: 11%

Source: Leisure Vision/ETC Institute (November 2008)
Q17. How Would You Describe How You Feel About Your Age?

by percentage of respondents

I feel *younger* than my actual age
48%

I feel *older* than my actual age
11%

I feel the *same* as my actual age
39%

Don't know
2%

Source: Leisure Vision/ETC Institute (November 2008)
Q18. Potential Indoor Programming Spaces That Respondent Households Would Use

by percentage of respondents (multiple choices could be made)

- Walking and jogging track: 53%
- Exercise facility for adults over 50: 34%
- Leisure pool (water slides, sprays, etc.): 32%
- Water for therapeutic purposes: 31%
- Weight room area: 26%
- Lanes for lap swimming: 25%
- Aerobics/fitness/dance class space: 25%
- Arts and crafts room: 19%
- Space for meetings, etc.: 15%
- Rock climbing/bouldering wall: 14%
- Racquetball/handball courts: 14%
- Nature center: 14%
- Multi-court gymnasium: 14%
- Space for teens: 11%
- Child care area: 11%
- Spinning/cycling: 11%
- Indoor tennis: 9%
- Paint ball: 9%
- Deep water for diving/water polo: 6%
- Indoor soccer/lacrosse: 5%
- Classroom space: 5%
- Preschool program space: 5%
- 25 meter competition pool: 5%
- Skateboarding: 3%
- Other: 5%

Source: Leisure Vision/ETC Institute (November 2008)
Q19. Indoor Programming Spaces That Respondent Households Would Use Most Often

by percentage of respondents who selected it as one of their top four choices

- Walking and jogging track: 44%
- Exercise facility for adults over 50: 22%
- Leisure pool (water slides, sprays, etc.): 21%
- Water for therapeutic purposes: 16%
- Weight room area: 14%
- Lanes for lap swimming: 13%
- Aerobics/fitness/dance class space: 9%
- Arts and crafts room: 7%
- Multi-court gymnasium: 6%
- Racquetball/handball courts: 5%
- Nature center: 5%
- Space for meetings, etc.: 5%
- Rock climbing/bouldering wall: 5%
- Child care area: 4%
- Space for teens: 4%
- Indoor tennis: 3%
- Spinning/cycling: 3%
- Paint ball: 2%
- Deep water for diving/water polo: 2%
- Indoor soccer/lacrosse: 2%
- 25 meter competition pool: 1%
- Classroom space: 1%
- Preschool program space: 1%
- Skateboarding: 1%
- Other: 4%

Source: Leisure Vision/ETC Institute (November 2008)
Q20. If a New Indoor Recreation Center Was Developed with All the Program Spaces Most Important to Your Household, How Often Would You Use the Community Center?

by percentage of respondents

- Several times per week: 33%
- Once per week: 10%
- Once a month: 2%
- A few times per month: 8%
- A few times per year: 7%
- Never: 31%
- Daily: 6%
- Don't know: 3%

Source: Leisure Vision/ETC Institute (November 2008)
Q21. How Do You Feel the Operating Costs for a New Indoor Recreation Center Should Be Funded?

by percentage of respondents

- 100% through user fees: 39%
- Mostly from user fees: 27%
- Mostly from taxes: 23%
- 100% from taxes: 4%
- Don't know: 7%

Source: Leisure Vision/ETC Institute (November 2008)
Q22. Maximum Amount of Additional Property Taxes Respondents Would Pay to Fund a New Indoor Recreation Center with the Types of Program Spaces That Are Most Important to Their Household

by percentage of respondents

- None: 45%
- Over $50 per month: 1%
- $31 to $50 per month: 2%
- $21 to $30 per month: 6%
- $11 to $20 per month: 7%
- $6 to $10 per month: 16%
- $1 to $5 per month: 20%
- Don't know: 3%

Source: Leisure Vision/ETC Institute (November 2008)
Q23. To Help Fund a New Indoor Recreation Center, How Supportive Would You Be of a 1/2 Cent Sales Tax for a Period of 10 Years That Would Be Paid by Residents and Those Who Shop in Allen County?

by percentage of respondents

- Very Supportive: 30%
- Somewhat Supportive: 17%
- Not Sure: 17%
- Not Supportive: 36%

Source: Leisure Vision/ETC Institute (November 2008)
Q24. If Allen County Were Awarded 50% Funding by the State of Kansas for a New Indoor Recreation Center, Which of the Following Would You Support to Pay the 50% Locally Funded Portion of the Project?

by percentage of respondents

- 1/2 cent sales tax for 10 years to be paid by residents and visitors to Allen County: 37%
- Increase in property taxes for the amount I indicated I would support: 6%
- Don't know: 5%
- Neither - We don't need an indoor community center in Allen County: 38%

Source: Leisure Vision/ETC Institute (November 2008)
Q25. Would You Be Willing to Contribute Your Time, Labor or Expertise Toward the Project to Reduce the Overall Cost of a New Indoor Recreation Center?

by percentage of respondents

- Yes: 27%
- No: 69%
- Don't know: 4%

Source: Leisure Vision/ETC Institute (November 2008)
Q26. How Would Respondents Vote in an Election to Develop and Operate a New Indoor Recreation Center with the Types of Program Spaces Most Important to Their Household and for the Amount of Sales or Property Taxes They Would Support

by percentage of respondents

- Vote in Favor: 34%
- Might Vote in Favor: 21%
- Might Vote Against: 8%
- Vote Against: 34%
- Don't know: 3%

Source: Leisure Vision/ETC Institute (November 2008)
Q27. Have Respondent Households Participated in Recreation or Sports Programs Offered by the City of Iola or Humboldt Recreation Commission During the Past 12 Months

by percentage of respondents

- Yes: 24%
- Not provided: 2%
- No: 74%

Source: Leisure Vision/ETC Institute (November 2008)
Q27. Have Respondent Households Participated in Recreation or Sports Programs Offered by the City of Iola or Humboldt Recreation Commission During the Past 12 Months

by percentage of respondents

Q27a. Number of Recreation or Sports Programs Respondent Households Have Participated in Over the Past 12 Months

- No: 74%
- Yes: 24%
- Not provided: 2%
- 1 program: 39%
- 2 to 3 programs: 43%
- 4 to 6 programs: 11%
- 7 to 10 programs: 5%
- 11+ programs: 2%

Source: Leisure Vision/ETC Institute (November 2008)
Q27. Have Respondent Households Participated in Recreation or Sports Programs Offered by the City of Iola or Humboldt Recreation Commission During the Past 12 Months

by percentage of respondents

Q27c. How Respondent Households Rate the Overall Quality of the Recreation or Sports Programs They Have Participated in

- Good: 52%
- Excellent: 19%
- Fair: 22%
- Poor: 2%
- Not provided: 2%
- Don't know: 5%

Source: Leisure Vision/ETC Institute (August 2008)
Q28. Demographics: Age of Respondents

by percentage of respondents

- 45-54 years: 22%
- 35-44 years: 10%
- Under 35: 10%
- 55-64 years: 21%
- 65+ years: 37%

Source: Leisure Vision/ETC Institute (November 2008)
Q29. Demographics: Gender

by percentage of respondents

Male
50%

Female
50%

Source: Leisure Vision/ETC Institute (November 2008)