

COMMUNITY NEEDS ASSESSMENT SURVEY RESULTS

OVERVIEW

In the spring of 2022, the Fox Valley Park District engaged Evanston-based aQity Research & Insight to conduct a comprehensive Community Survey and provide officials with a snapshot of the District's perception and performance when viewed through the lens of residents.

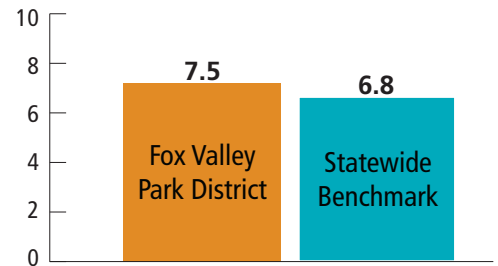
The 34-question survey covered FVPD parks and trails, facilities, and programs and events, along with specifics (cleanliness, customer service, usage frequency, etc.) about each area.

About a fourth of respondents were part of an independent survey panel, while the remaining residents received invitations sent by aQity to about 7,400 households throughout the District. The random household sample was weighted to match U.S. Census data for the portions of Aurora, North Aurora, Montgomery, and DuPage and Will Counties within FVPD boundaries by region, age, gender, race, ethnicity, and percentage of households with children.

91%

of community households have visited a Fox Valley Park District park, trail or facility in past two years!

ESTEEM RATING



Eighty percent rate the FVPD favorably, including 29% who gave it the highest scores (9 or 10)



MOST USED SOURCES FOR INFORMATION

FVPD Website

Digital Playbook

Social Media

Mail

Word of Mouth

Email

TOP 10

PROGRAM AREAS IN HIGHEST INTEREST/DEMAND

1. Fitness
2. Pools/Aquatics
3. Arts & Crafts Programs
4. Programs/Activities for Ages 18-59
5. Environmental/Nature Programs
6. Sports/Athletics
7. Programs/Activities for Ages 60+
8. Theatre & Dance Programs
9. Gymnastics
10. Early Childhood Programs

TOP 3 THINGS

RESIDENTS LIKE THE MOST

1. Parks & Trails
2. Programming
3. Facilities