

Regional Sports Park Community Survey

Findings Report



Submitted to

Clark County, Nevada



by

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Contents

Executive Summary.....	Section 1
Charts and Graphs	Section 2
Cross-Tabular Data by Level of Support for a Ballot Measure to Build Facilities & Household Type.....	Section 3
Cross-Tabular Data by Frequency of Visiting a Regional Sports Park & Location of Residence	Section 4
Cross-Tabular Data by Frequency of Visiting a Public Park or Recreation Facility in Clark County & Gender.....	Section 5
Survey Instrument	Section 6

Section 1:
Executive Summary

Regional Sports Park Community Survey

Executive Summary Report

Overview of the Methodology

Leisure Vision conducted a Regional Sports Park Community Survey for Clark County during the fall of 2010. The purpose of the survey was to gather input to help determine sports, parks, aquatics, and tourism amenities to develop in a regional sports complex located in Southwest Clark County. The survey was designed to obtain statistically valid results from households throughout Clark County. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with Clark County officials, as well as members of the JWZ Landscape Architecture and Ballard*King and Associates project teams, in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

Leisure Vision mailed surveys to a random sample of 7,500 households throughout Clark County. Approximately three days after the surveys were mailed, each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 1,500 completed surveys. This includes at least 500 surveys from the southwest area of Clark County, and at least 1,000 surveys from a random distribution throughout the rest of Clark County. These goals were accomplished, with a total of 1,644 surveys having been completed, including 590 from households in the southwest area of Clark County, and 1,054 from the rest of Clark County. The results of the random sample of 1,644 households have a 95% level of confidence with a precision of at least +/-2.4%.

The following pages summarize major survey findings.

Major Survey Findings

- **Frequency of Visiting Parks and Recreation Facilities in the County.** Eighty-six percent (86%) of households have visited a public park or recreational facility in Clark County in the past 12 months. This includes 29% of households that visited parks and facilities at least a few times a week, 11% that have visited once a week, 18% that have visited a few times a month, 7% that have visited once a month, and 21% that have visited a few times a year.
- **Use of Sports Related Facilities.** The sports related facilities that the highest percentage of households have used during the past 12 months are: walking and jogging trails (56%), picnic areas/shelters (51%), playgrounds (49%), water parks (26%), community/recreation centers (24%), biking trails (24%), and soccer fields (24%).
- **Most Important Facilities to Develop at the Regional Sports Park.** Based on the sum of their top three choices, the facilities that households feel are the most important to develop at a Regional Sports Park in the southwest Las Vegas valley are: recreational swimming facility and lake (28%), indoor multi-use sports field facility (23%), youth soccer complex (18%), youth baseball complex (18%), and basketball complex (13%).
- **Frequency of Visiting a Regional Sports Park.** Eighty-seven percent (87%) of households indicated they would visit a Regional Sports Park if it had the types of facilities that are most important to their household. This includes 34% of households that would visit the Regional Sports Park at least a few times a week, 13% that would visit once a week, 19% that would visit a few times a month, 6% that would visit once a month, and 15% that would visit a few times a year.
- **Level of Support for Regional Sports Park Hosting Tournaments.** Eighty-one percent (81%) of households are either very supportive (56%) or somewhat supportive (25%) of the Regional Sports Park hosting regional and national sports tournaments. Only 8% of households are not supportive of the Regional Sports Park hosting regional and national sports tournaments, and 11% indicated “not sure”.

- **Most Important Attractions and Amenities to Develop at the Regional Sports Park.** Based on the sum of their top three choices, the attractions and amenities that households feel are most important to develop in the Regional Sports Park are: water park (47%), farmer's market (33%), recreational swimming facility (24%) and miniature golf (18%).

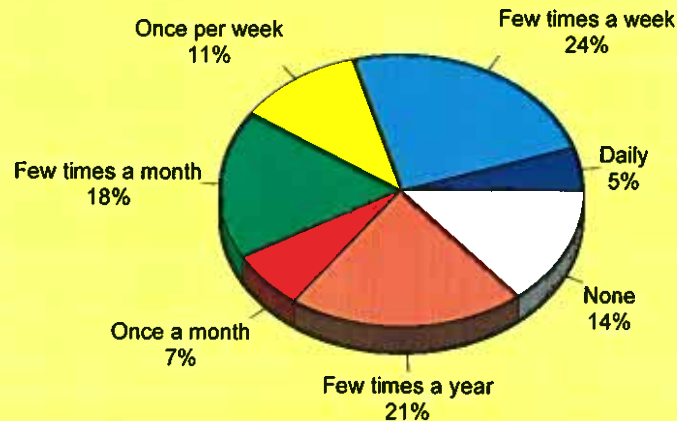
- **Level of Support for a Ballot Measure to Build the Most Preferred Facilities.** Fifty-six percent (56%) of respondents are either very supportive (25%) or somewhat supportive (31%) of a ballot measure to build the facilities they identified as the most important to their household if it meant their local taxes might increase. Twenty-five percent (25%) of households are not supportive of a ballot measure to build facilities, and 19% indicated "not sure".

Section 2:
Charts and Graphs

Regional Sports Park Community Survey for Clark County

Q1. How Often Did You or Members of Your Household Visit a Public Park or Recreational Facility in Clark County in the Past 12 Months?

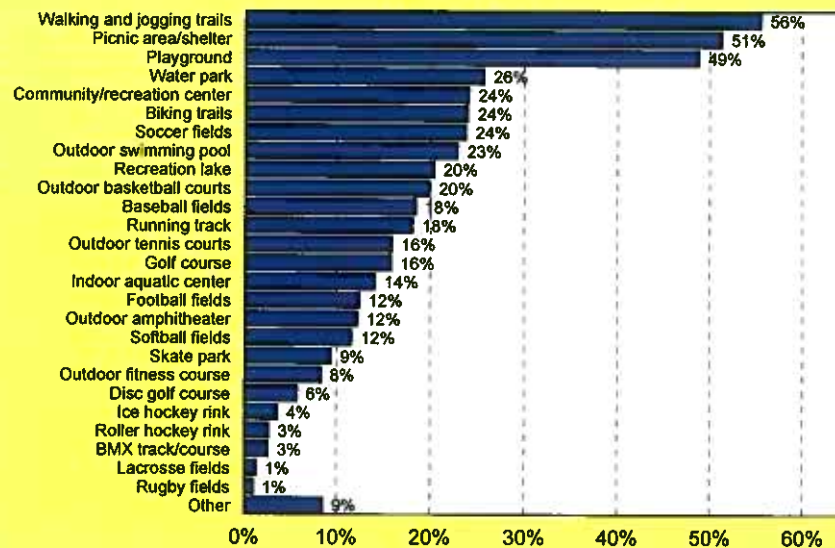
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2010)

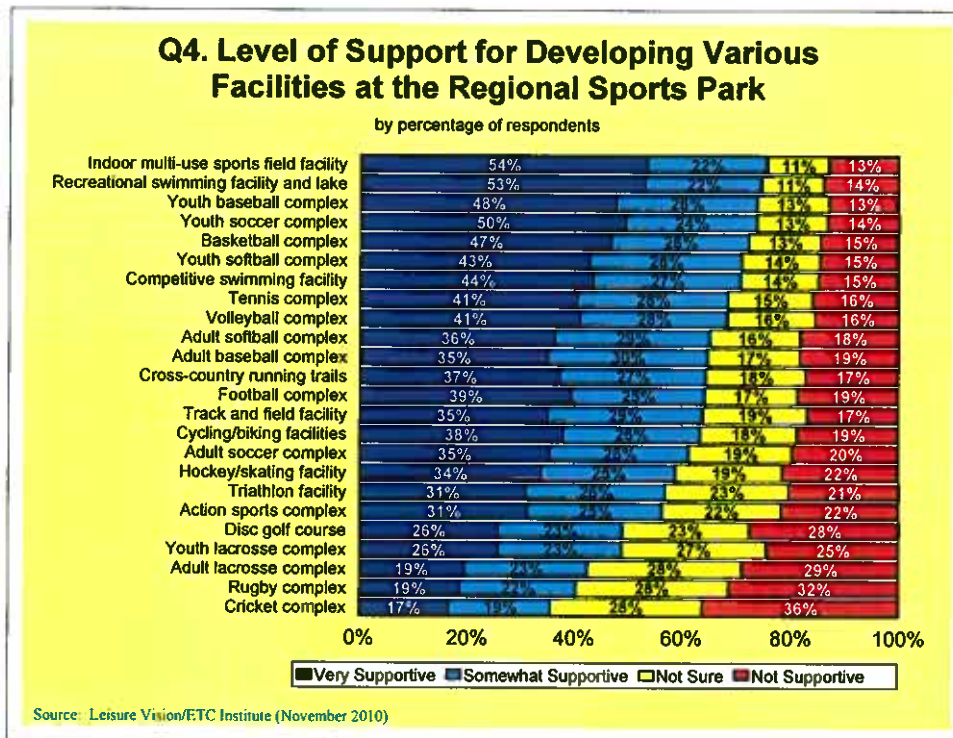
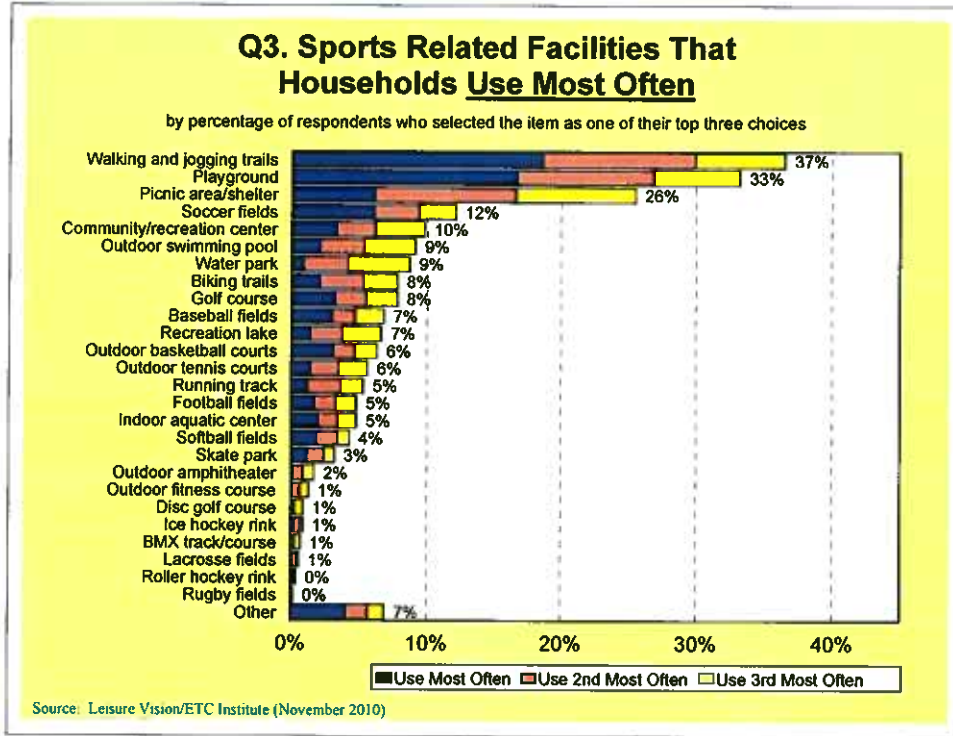
Q2. Sports Related Facilities That Households Have Used or Visited During the Past 12 Months

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (November 2010)

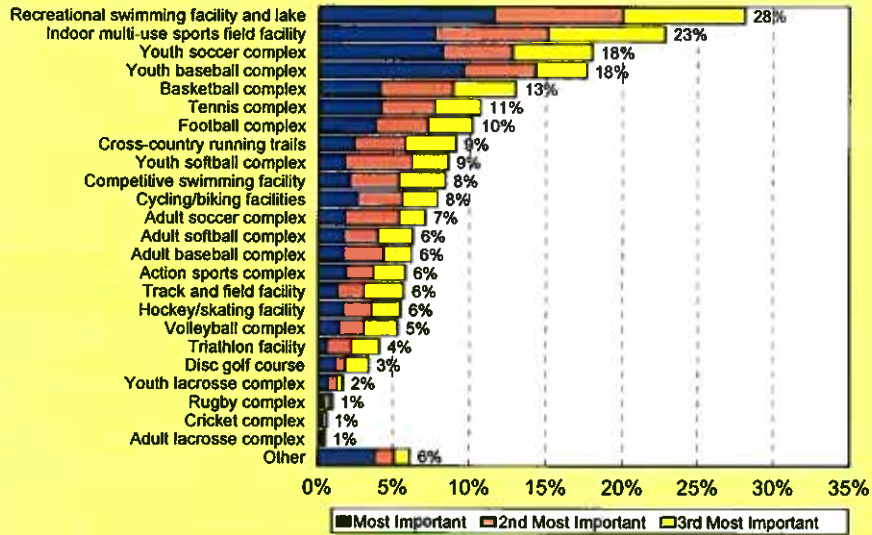
Regional Sports Park Community Survey for Clark County



Regional Sports Park Community Survey for Clark County

Q5. Facilities That Households Feel Are Most Important to Develop at the Regional Sports Park

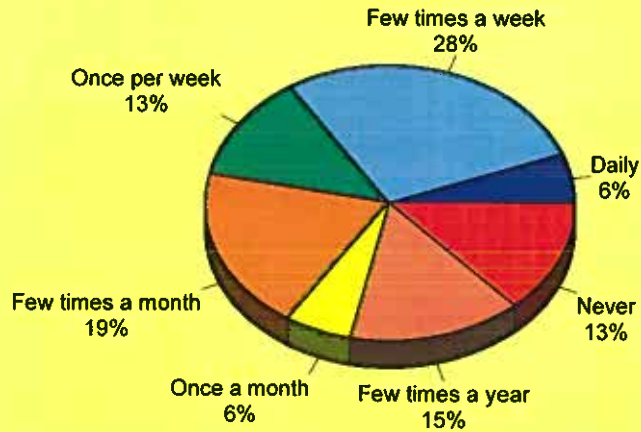
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (November 2010)

Q6. How Frequently Respondents Would Visit a Regional Sports Park if it Were Developed with the Types of Facilities That Are Most Important to Their Household

by percentage of respondents

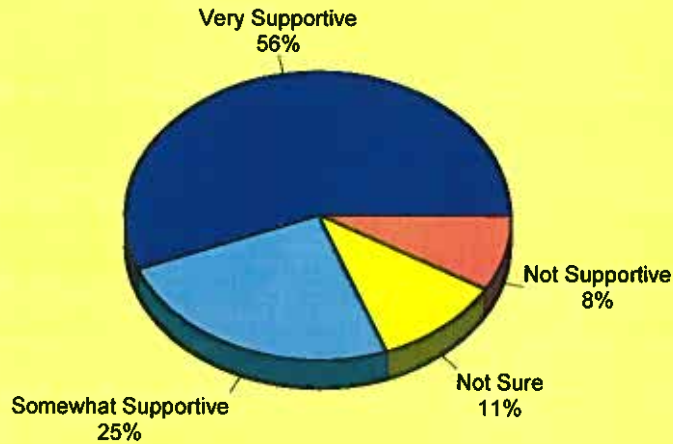


Source: Leisure Vision/ETC Institute (November 2010)

Regional Sports Park Community Survey for Clark County

Q7. Level of Support for the Regional Sports Park Hosting Regional and National Sports Tournaments

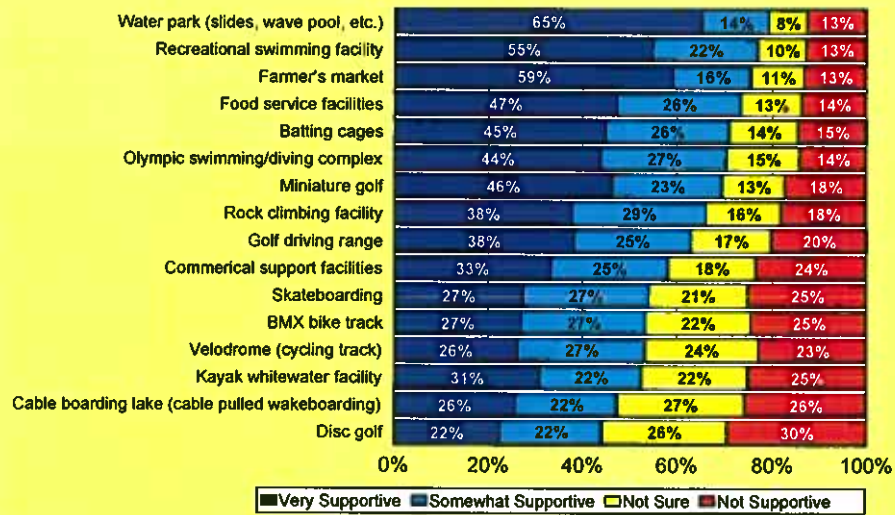
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2010)

Q8. Level of Support for Various Attractions and Amenities That Could Be Developed within or in Conjunction with the Regional Sports Park

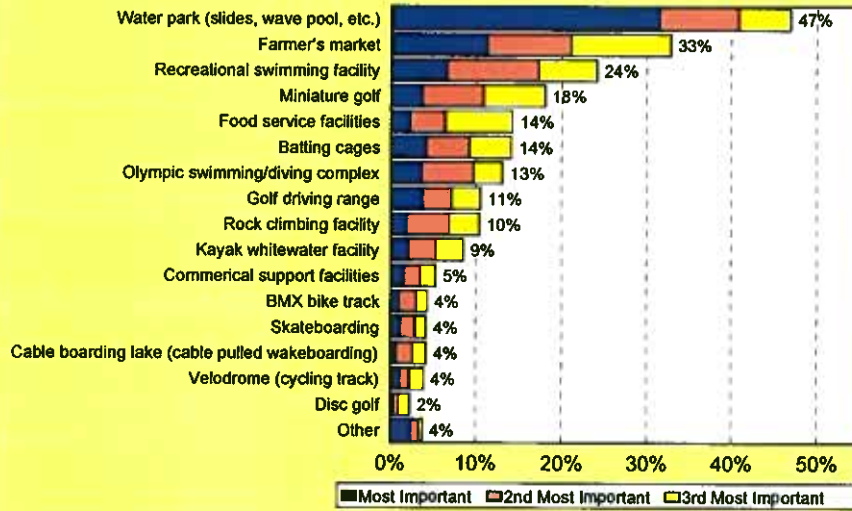
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2010)

Q9. Attractions and Amenities That Households Feel Are Most Important to Develop within or in Conjunction with the Regional Sports Park

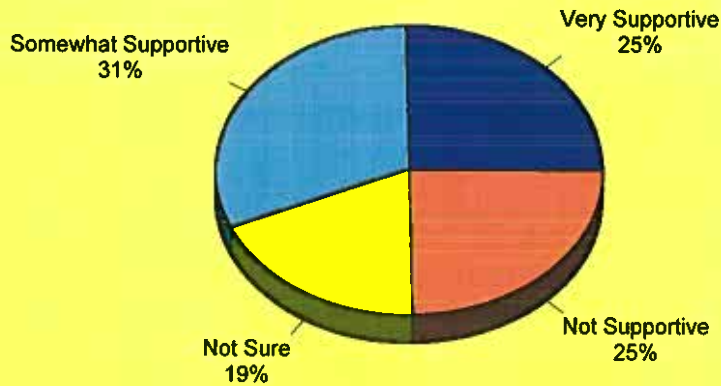
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (November 2010)

Q10. How Supportive Would You Be of a Ballot Measure to Build the Facilities You Identified in the Previous Questions if it Meant Your Local Taxes Might Increase?

by percentage of respondents

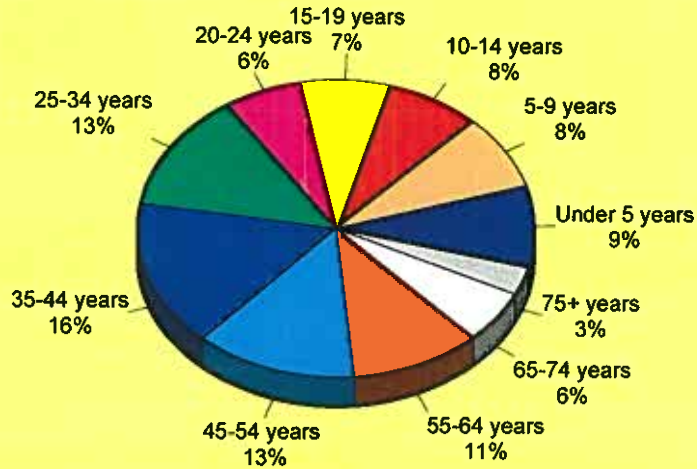


Source: Leisure Vision/ETC Institute (November 2010)

Regional Sports Park Community Survey for Clark County

Q11. Demographics: Ages of People in Household

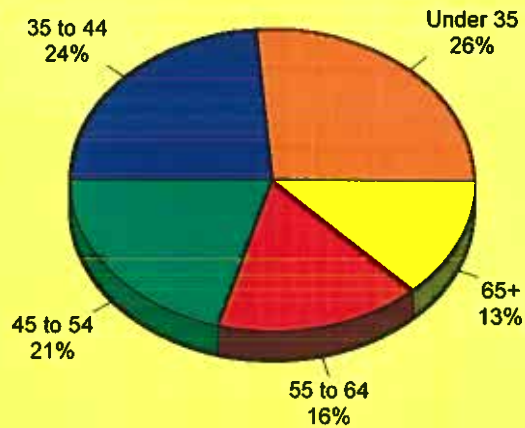
by percentage of household occupants



Source: Leisure Vision/ETC Institute (November 2010)

Q12. Demographics: Age of Respondents

by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2010)

Regional Sports Park Community Survey for Clark County

