

**The City of Vacaville and
The Sports Management Group:
Results of an Online Survey About Vacaville's
Parks and Recreation System**

March 13, 2012

*Introduction, Graphic Summary,
and Text of Responses to Open-Ended Questions*
(with text of questionnaire)

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Introduction to Online Results

● Research background and objectives

In May 2011, The Sports Management Group, on behalf of the City of Vacaville, California, commissioned Strategic Research Associates (SRA) to conduct two surveys of Vacaville residents aged 18 and older. In the first, 400 City of Vacaville residents were interviewed by telephone about their views on local recreation and park issues; the results from this survey were presented in January 2012. On January 23, 2012, the city posted a follow-up Internet survey, using the telephone survey's 65 questions (some slightly rewritten for online use), on its website and invited community residents to complete it. The last responses from the online survey were accepted on February 10. This report summarizes the online survey's results and compares them to outcomes from the telephone survey.

The primary survey objectives were to measure current use of Vacaville park and recreation facilities, explore perceptions about the city's existing park and recreation system, evaluate the degrees of support for additional funding of some proposed park system changes, measure behaviors regarding Vacaville recreation activities, and test voter reactions to potential tax extension proposals.

While the telephone survey sample was representative of the community – respondents were randomly selected and the results weighted so that gender-by-age proportions in the sample would match those in the target population – the online sample is not. Online respondents – much more likely than those in the telephone sample to be frequent park users – selected themselves for participation rather than being randomly chosen. Inferential statistical tests and margin-of-error calculations are not applicable to data generated by the online sample. (The relatively large online sample size does not diminish the self-selectivity bias.)

● Notes on the conduct of an online survey with 306 respondents

- **Method:** Using local media, the City of Vacaville invited adult residents to participate in a survey posted on the city's website. Between January 23 and February 10, 2012, 313 surveys were completed online. Among them, 278 individual IP addresses were represented, indicating that some surveys were submitted from the same household. Allowing (at the city's request) a maximum of five submissions per household, seven interviews were randomly eliminated from addresses exceeding the limitation, producing the final sample total of 306.
- **Administration:** SRA managed the collection, storage, and analysis of all online survey data.
- **Weighting:** Unlike the telephone survey sample, to which weights were applied to correct for sample imbalances, the online sample was not weighted.
- **Questionnaire:** The online questionnaire employed the same 65 questions used in the telephone version. (A few of the questions were slightly rewritten to work better in an online format.) Six questions were unaided, requiring respondents to answer in their own words rather than to choose among a list of options. Because of skip patterns, some respondents were not required to answer every question.

Introduction to Online Results (Cont.)

● Presentation of results

- This volume is divided into sections. The presentation includes, in order, *Contents of this Report*, *Introduction to Online Results*, and *Graphic Summary*. Appendices include a *Verbatim Responses* section listing word-for-word online responses to all unaided survey questions and a *Questionnaire* section displaying an annotated copy of the questionnaire with baseline results.
- Regarding the charts displayed in the *Graphic Summary*:
 - Responses to unaided questions were categorized and coded, with the coded results included in quantitative summaries.
 - All percentages are shown rounded to integer digits to enhance ease of review and interpretation. Because of this rounding, totals may not always seem to sum to 100%, but displayed values are nevertheless correct. Chart bar lengths reflect exact (unrounded) values, which is why two bars marked with the same value may sometimes vary slightly in length. Chart labels shown in uppercase identify a list of response options to a single question (or a list of background category measurements), while those in lowercase identify a set of different survey questions, the results for which are to be compared.
 - Figures 1 in the *Graphic Summary Preface* (“*Summary of Respondent Background Characteristics*”) provides summary background category information, listing percent-of-total outcomes for categories representing gender, age, parental status, household income, location of residence, and frequency of park system use. Figure 2 compares the composition of the online sample with the weighted telephone’s. Figures 36 to 43 in the *Graphic Summary Addendum* (“*Respondent Background Characteristics*”) provide additional background details.
 - *Graphic Summary* Figures 3 through 35 describe the results of the online survey, with comparisons to telephone survey outcomes.



Summary of Respondent Background Characteristics

Graphic Summary Preface



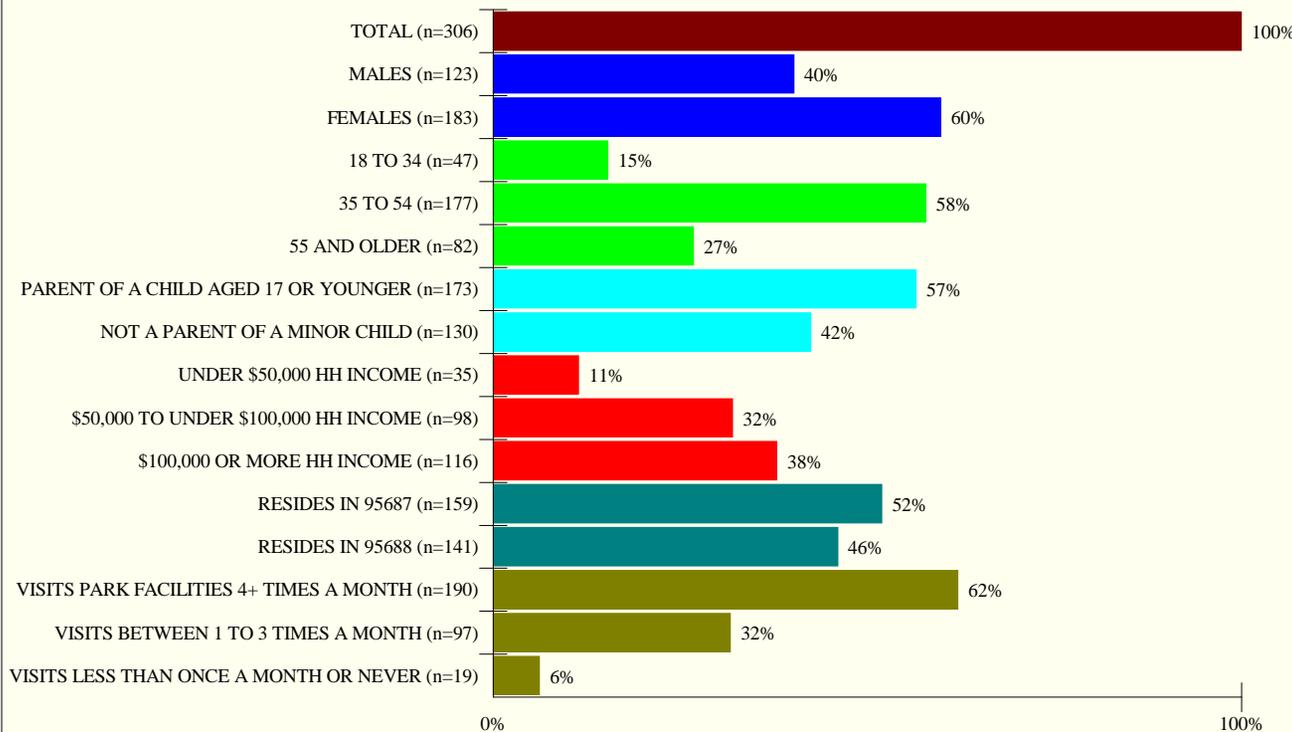
Figure 1

Composition of Online Sample

Percent of Total Sample by Background Category

Base for chart: Total online sample (n=306)

Percent of Total Online Sample



Notes

In late 2011, 410 City of Vacaville adult residents were interviewed by telephone about their views on local recreation and park issues. The results of this survey were presented in January 2012. That same month, the city posted a follow-up Internet survey, using questions from the telephone survey, on its website and invited community residents to complete it. The results from 306 online respondents who did so are described in this report.

Unlike the telephone survey sample, the online sample is not representative – respondents selected themselves rather than being randomly chosen – and inferential statistical tests are not applicable to data generated by it. (The relatively large online sample size does not diminish this bias.)

Online sub-sample sizes are listed at left for categories representing gender, age, parental status, annual household income, location of residence, and frequency (within the past six months) of visiting Vacaville's parks and recreation facilities.*

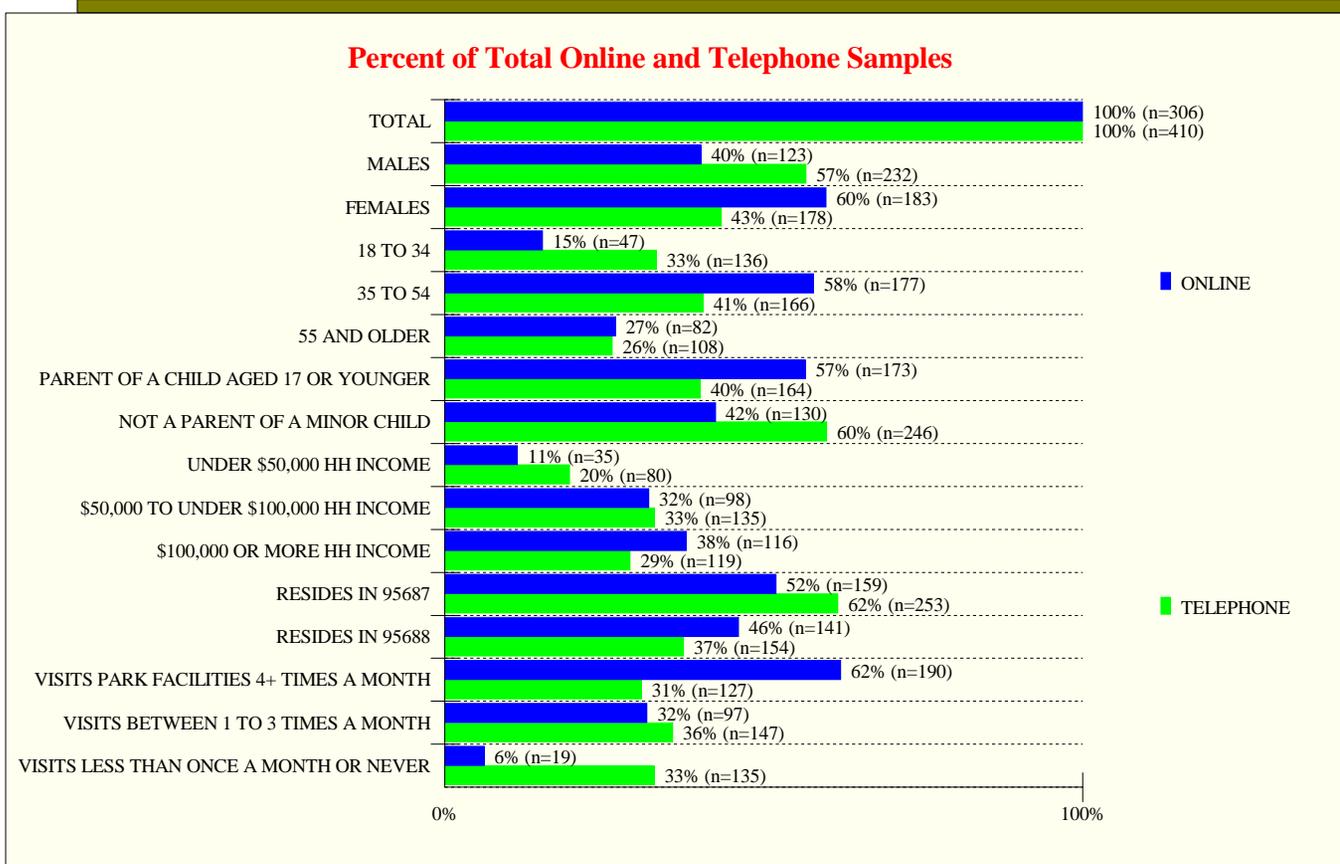
* For analysis of the telephone survey, weights were applied to ensure that sample gender-by-age proportions would match those in the target population's. Online survey results were not weighted.

Figure 2

Comparison of Online and Telephone Sample Compositions

Percent of Total Sample Base by Background Category

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples



Notes

This chart compares the online sample's demographic background composition with the (weighted) telephone survey sample's. For example, 40% of online respondents were male and 60%, female, compared with the telephone sample's 57% and 43%.*

As the chart shows, online respondents were much more likely than those in the telephone sample to be frequent park users. (Online sample members were twice as likely as their telephone survey counterparts to report visiting Vacaville parks and recreation facilities at least four times a month.) They were also more likely to be female, middle-aged (aged 35 to 54), a parent or guardian of at least one child living in Vacaville, and relatively affluent.**

* All telephone survey results shown in this report, including the percentages in this paragraph, were calculated from weighted data. The online sample was not weighted.

** Figures 36 to 43 in the *Graphic Summary Addendum*, showing additional background measurement details, indicate that online respondents were also more likely than telephone survey respondents to be consistent voters and to participate in recreational activities.

Percentages (and counts) exclude those not reporting information about parental status, income, location, and park visiting frequency.

Current Use of Vacaville Park and Recreation Facilities

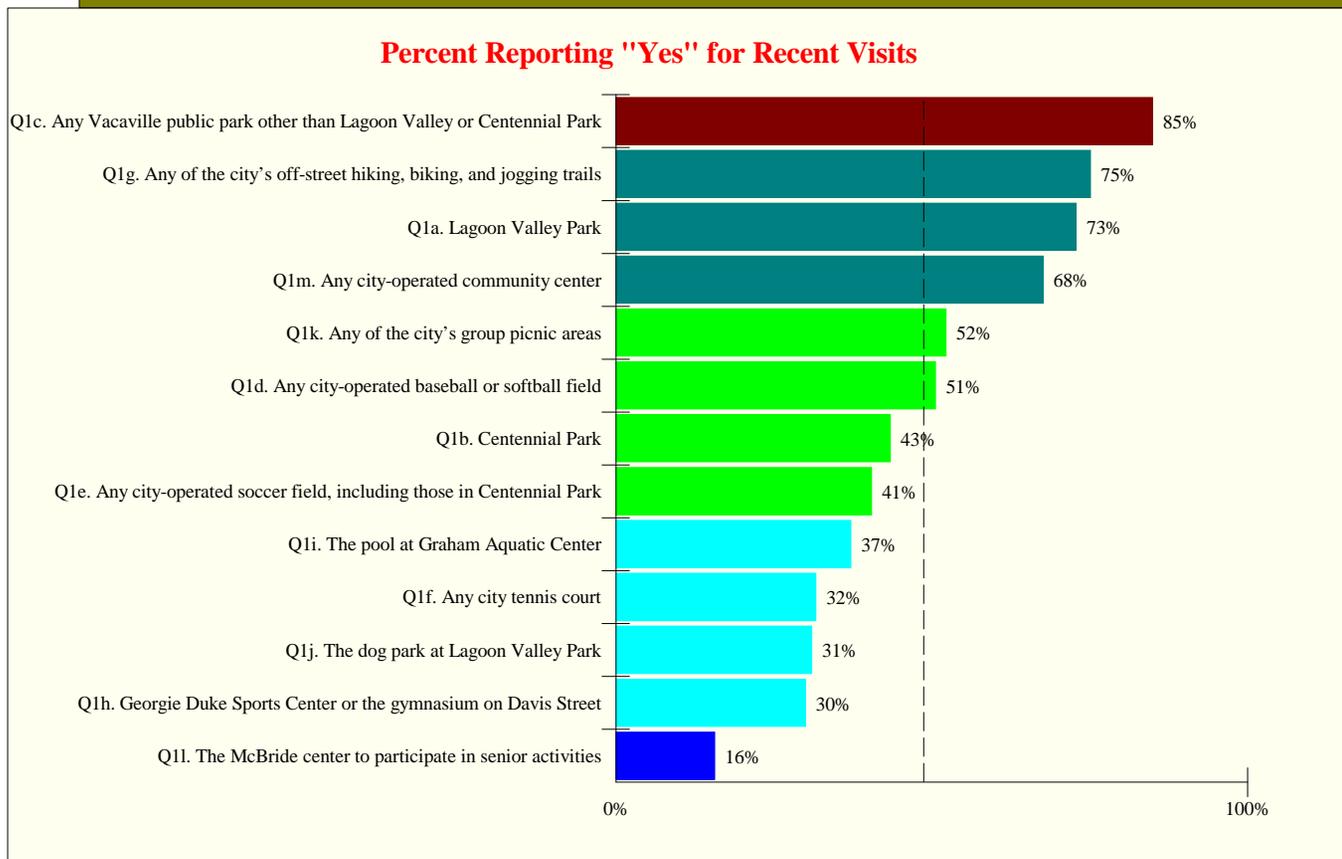
Graphic Summary Section One

Figure 3

Recent Use of Vacaville Park and Recreation Facilities

Q1a-m. "Now, we're asking about your personal use of park and recreation facilities available within the City of Vacaville. First, within the last six months, do you recall ever having personally visited any of the following locations?"

Base for chart: Total online sample (n=306) for each question



Notes

Online respondents identified, among the 13 park-related locations listed, those visited within the last six months. The percentages having visited the locations are shown, with bars color-coded to indicate degrees of distance above or below the dashed line (the average outcome). This was observed:

- **Well above-average visiting rate (burgundy):** Eighty-five percent (85%) reported having recently visited a Vacaville public park other than Lagoon Valley or Centennial Parks.
- **Above-average visiting rates (turquoise):** Three-quarters (75%) had used the city's hiking, biking, and jogging trails; 73%, Lagoon Valley Park; and 68%, a city-operated community center.
- **Average visiting rates (green):** These four locations placed in the middle of the rank-ordering. Fifty-two percent (52%) had visited a city group picnic area; 51%, a city baseball or softball field; 43%, Centennial Park; and 41%, a city soccer field, including those in Centennial Park.

Less than four in ten had visited any of the other five locations.

The next chart compares these results to those from the telephone survey.

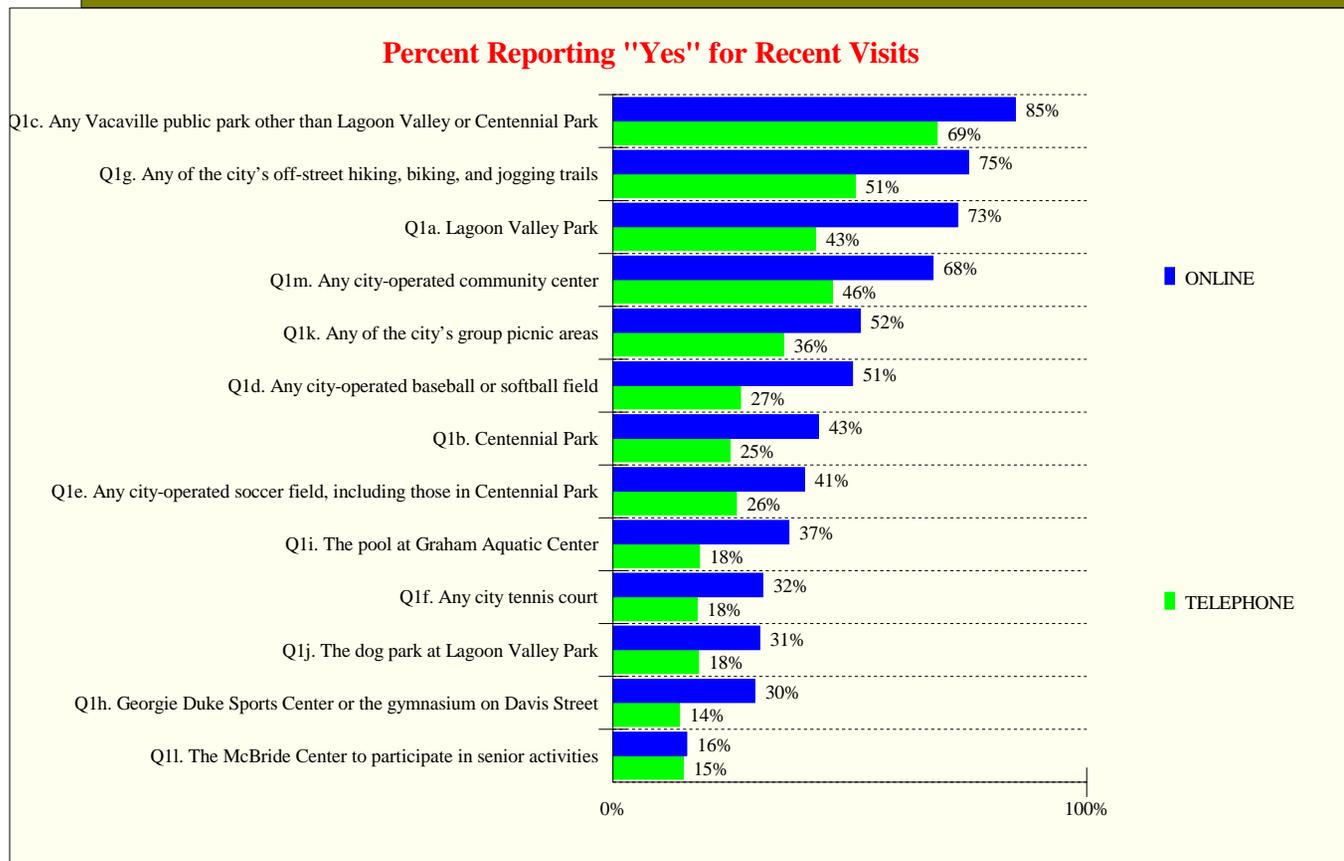
The dashed line indicates the average outcome.

Figure 4

Recent Use of Vacaville Park and Recreation Facilities by Survey

Q1a-m. "Now, we're asking about your personal use of park and recreation facilities available within the City of Vacaville. First, within the last six months, do you recall ever having personally visited any of the following locations?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples for each question



Notes

Online and telephone survey respondents produced roughly similar visiting-rate rank-orderings, but online respondents – more frequent park visitors, as noted in Figure 2 – were likelier than their telephone survey counterparts to have visited 12 of the 13 locations listed.* (The one exception was for the McBride Center.)

* The chart's average visiting percentage over the 13 locations was 49% for the online survey and 31% for the telephone one.

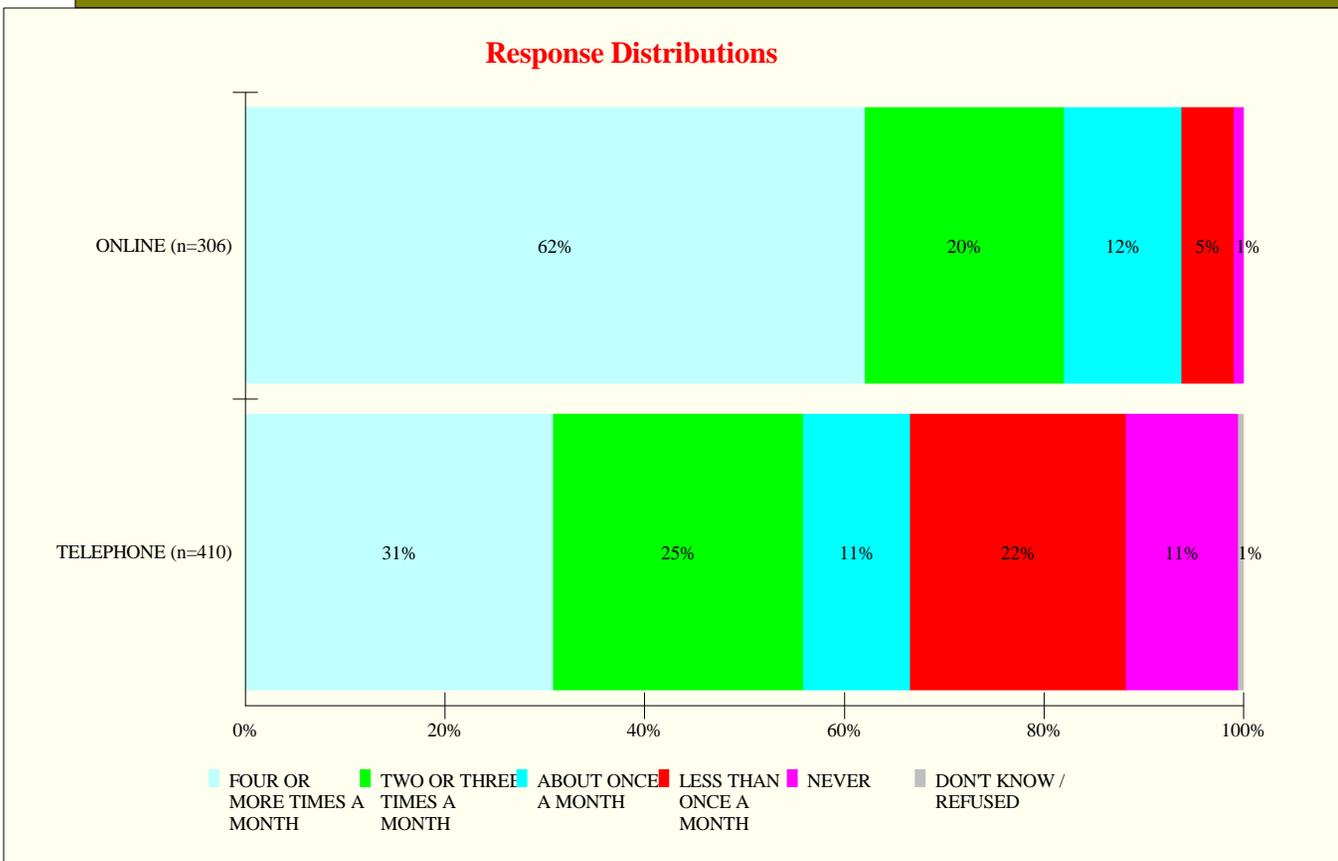
Items are rank-ordered using online percentages.

Figure 5

Frequency of Visiting Vacaville Park and Recreation Facilities by Survey

Q2. "Within the last six months, about how often have you visited any of the city's recreational facilities or parks? Four or more times a month, two or three times a month, about once a month, or less than once a month?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples



Notes

Among the 306 online respondents, a majority (62%) said that, within the last six months, they had been visiting Vacaville park and recreational facilities "four or more times a month," while one-quarter (20%) reported "two or three times a month," and 17%, a lower visiting rate. Only 1% had failed to visit any of the 13 Vacaville park facility locations tested in Q1a-m within the last six months.

As shown, telephone survey respondents were much less likely than their online counterparts to report frequent visits to Vacaville's facilities.

Segment percentages sum to 100% within each bar.

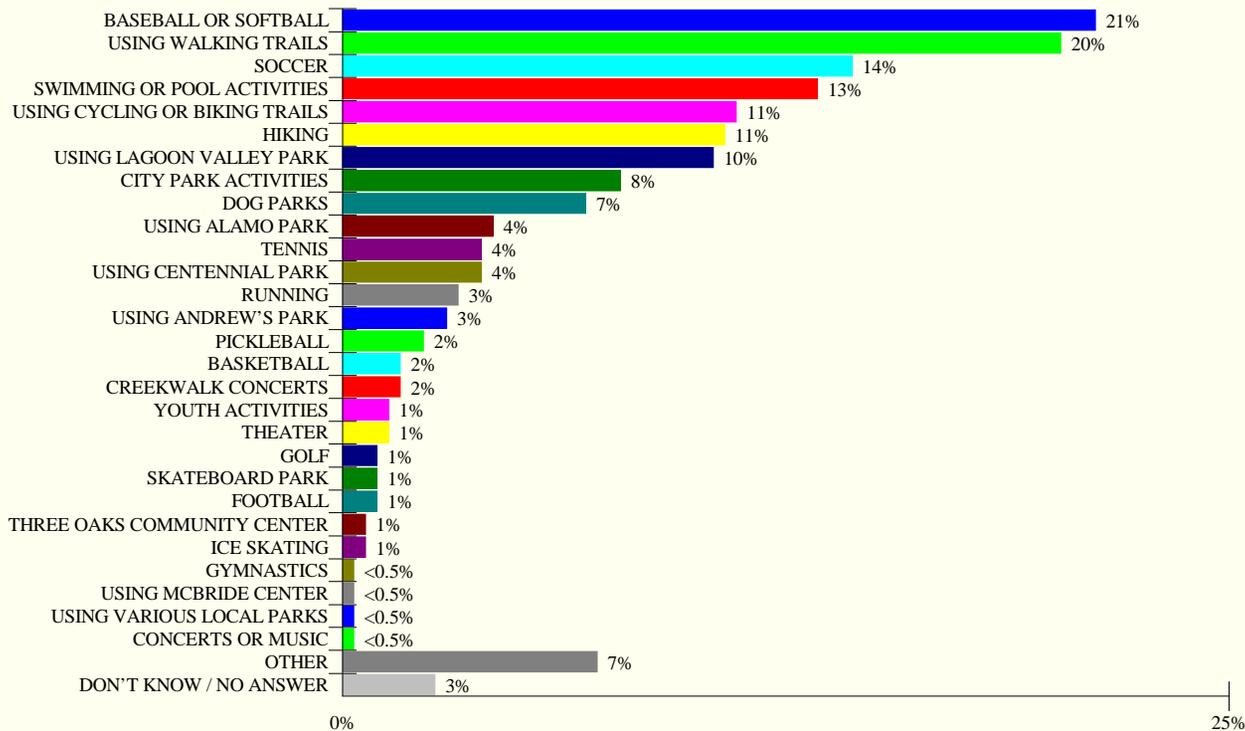
Figure 6

Favorite Vacaville-Area Recreational Activity

Q3. "What would you consider to be your personal favorite Vacaville-area recreational activity?"

Base for chart: Total online sample (n=306)

Categorization of Unaided Responses



Notes

Online respondents were asked to identify, unaided, their favorite Vacaville-area recreational activity.* Twenty-one percent (21%) cited baseball or softball; 20%, using the walking trails; 14%, soccer; 13%, swimming or pool activities; 11%, using cycling or biking trails; 11%, hiking; and 10%, using Lagoon Valley Park. Other (categorized) responses are listed.

The next chart examines differences in outcomes to Q3 by survey

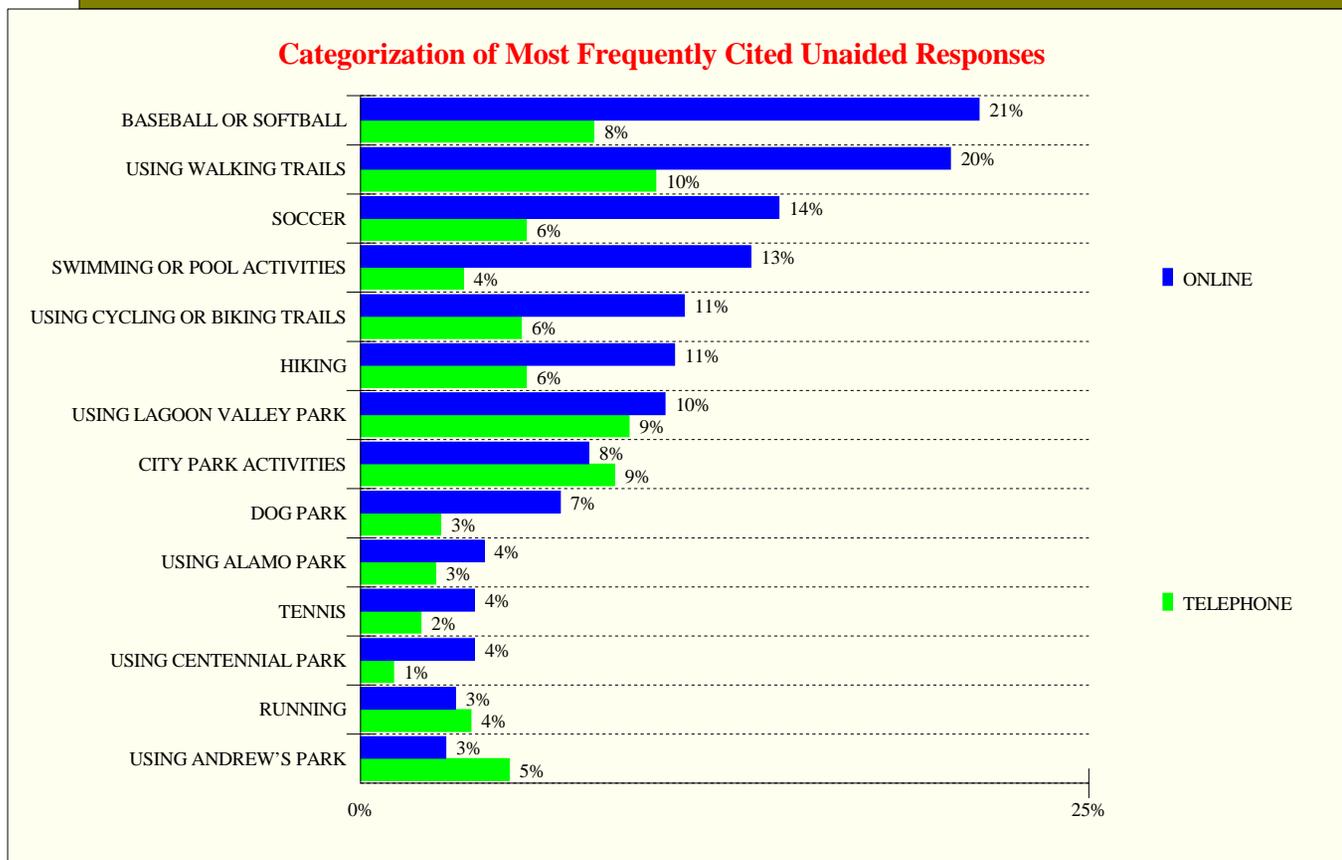
* The term "unaided" means that respondents were required to answer in their own words from memory rather than choosing among a list of options.

Figure 7

Favorite Vacaville-Area Recreational Activity by Survey

Q3. "What would you consider to be your personal favorite Vacaville-area recreational activity?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples



Notes

Online respondents were much more likely than their telephone survey counterparts to cite baseball or softball, use of walking trails, soccer, swimming activities, use of cycling or biking trails, hiking, dog parks, and use of Centennial Park.

Answers are rank-ordered using online percentages. Verbatim responses to Q3 are listed in this volume's appendix.

Perceptions About Vacaville's Existing Park and Recreation System

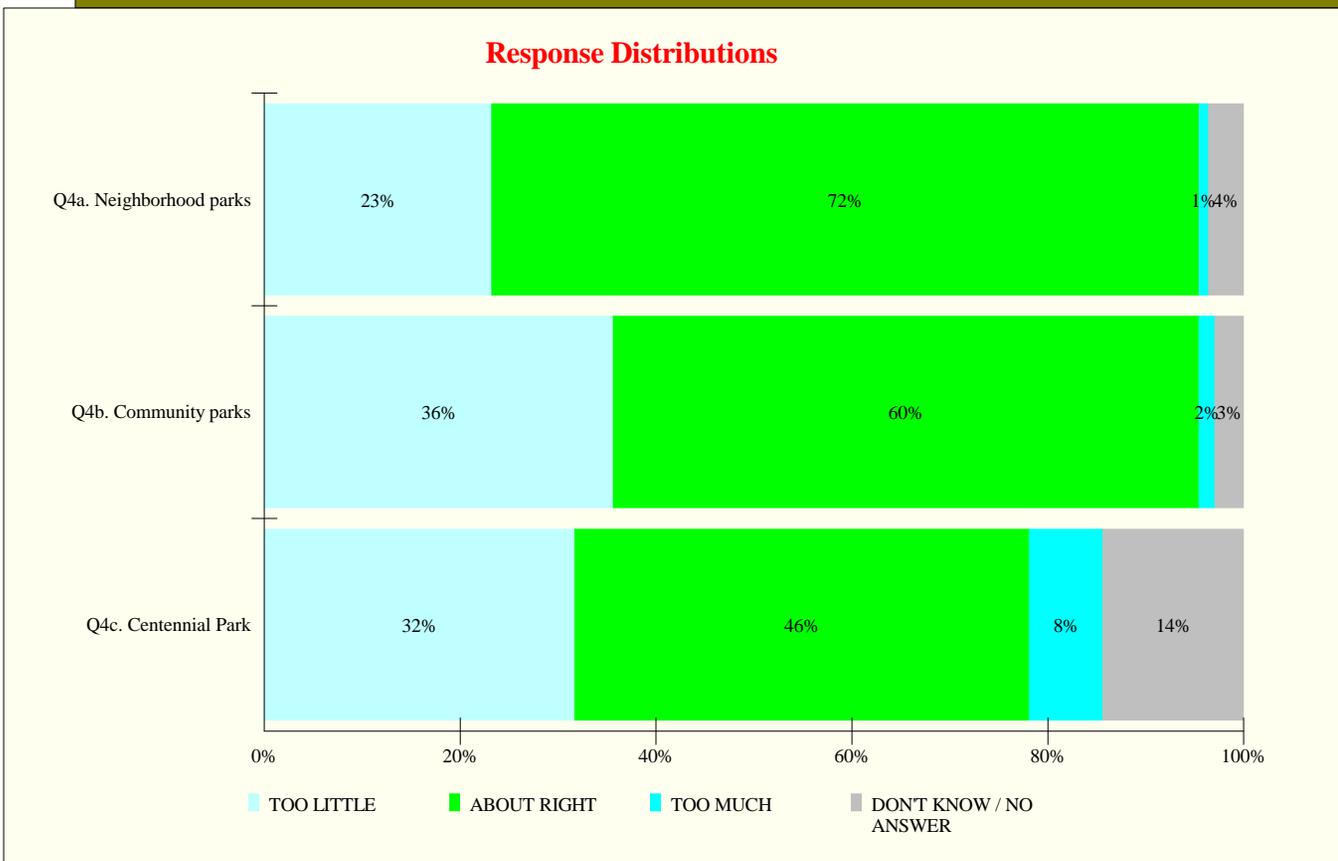
Graphic Summary Section Two

Figure 8

Perceptions About Vacaville Park System Land Allocation

Q4a-c. "Vacaville has three basic categories of public parks and we would like to ask if you think there is the right amount of land in each category available for Vacaville residents. . . . Do you think the total amount of land currently developed for each in Vacaville is too much, about right, or too little?"

Base for chart: Total online sample (n=306) for each question



Notes

Online respondents judged whether the right amount of land has been allocated to each of Vacaville's three categories of public parks. This was found:

- **Neighborhood parks:** Three in four (72%) said the amount of land allocated is "about right," while 23% recommended more and 1%, less.
- **Community parks:** The majority (60%) rated themselves satisfied with the current allocation of land, but 36% would add more and 2%, less.
- **Centennial Park:** Forty-six percent (46%) said the allocation is "about right," while 32% would add more and 8%, less. Among 133 online respondents reporting (for Q1b) having recently visited Centennial Park, 44% were happy with the current amount of land allocation, while 50% said it is "too little" and 4%, "too much."

The next chart compares these results to those from the telephone survey.

Segment percentages sum to 100% within each bar.

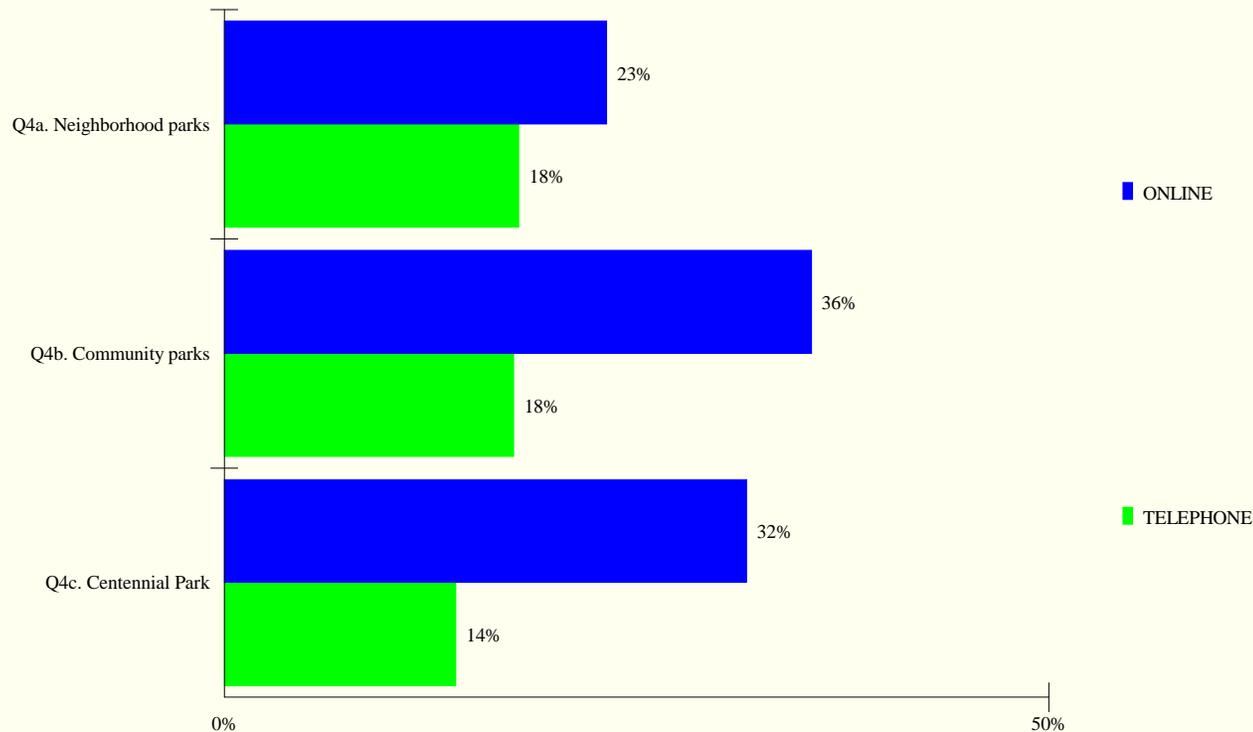
Figure 9

Perceptions About Vacaville Park System Land Allocation by Survey

Q4a-c. "Vacaville has three basic categories of public parks and we would like to ask if you think there is the right amount of land in each category available for Vacaville residents. . . . Do you think the total amount of land currently developed for each in Vacaville is too much, about right, or too little?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples for each question

Percent Reporting "Too Little"



Notes

Online respondents were twice as likely as telephone's to say that "too little" land had been allocated to community parks and to Centennial Park, and marginally more likely to say the same about neighborhood parks.



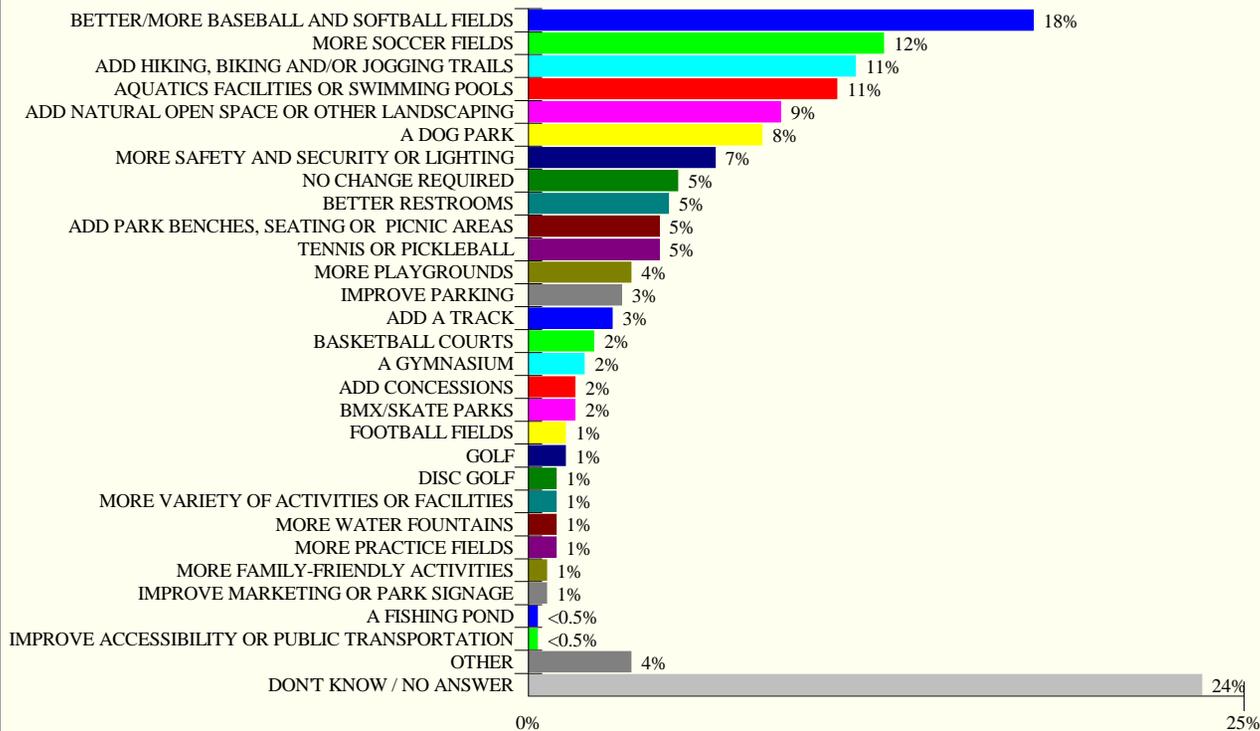
Figure 10

Recommendations About Expanding Centennial Park

Q5. "The city is considering future expansion of Centennial Park. What suggestions, if any, would you make to the city about how to improve or add to Centennial Park?"

Base for chart: Total online sample (n=306)

Categorization of Unaided Responses



Notes

To improve Centennial Park, 18% recommending adding or upgrading baseball or softball fields; 12%, adding soccer fields; 11%, add hiking, biking or jogging trails; 11%, adding aquatics facilities or swimming pools; 9%, adding natural open space or other landscaping; 8%, adding a dog park; and 8%, improving safety and security. Other less frequently cited responses are listed in the chart.

Results from the online and telephone surveys are compared in the next chart.

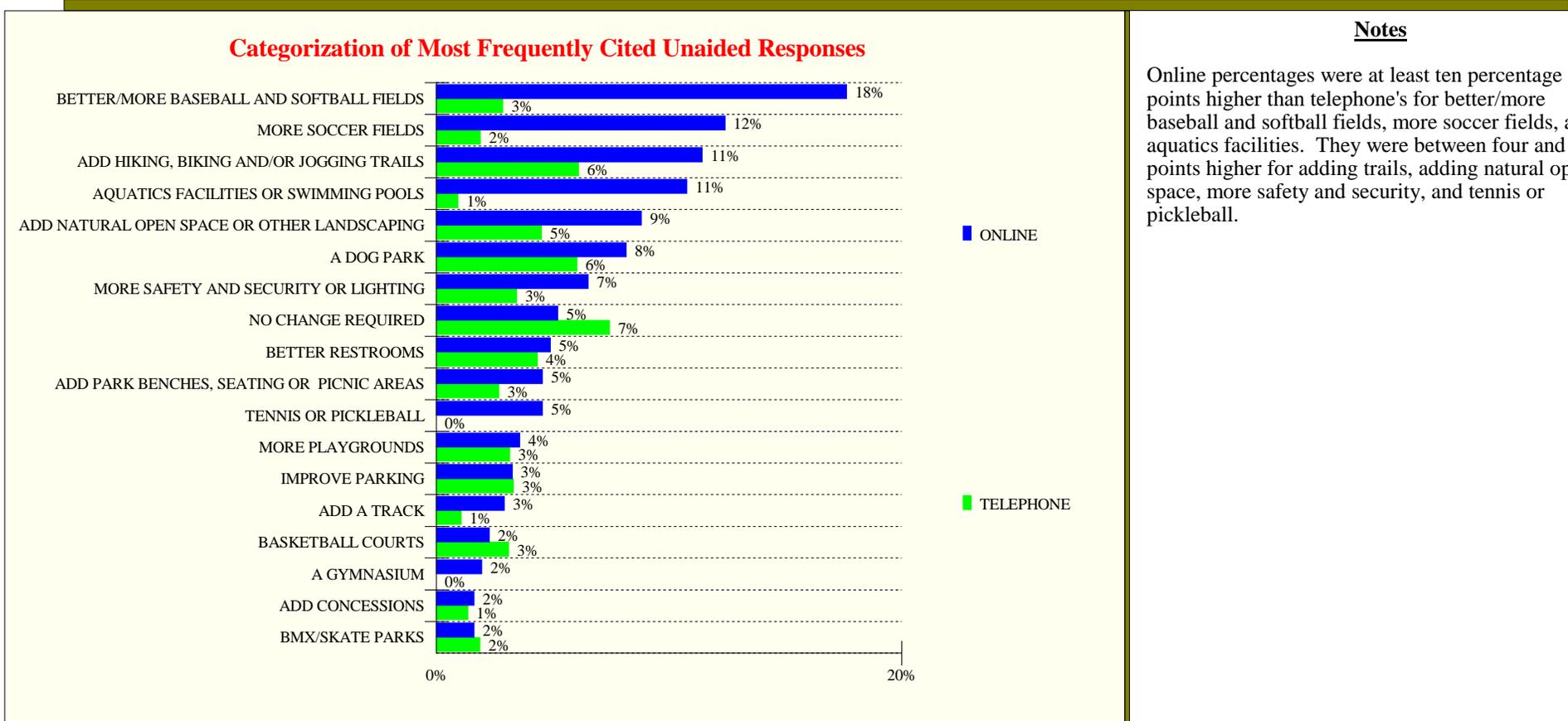


Figure 11

Recommendations About Expanding Centennial Park by Survey

Q5. "The city is considering future expansion of Centennial Park. What suggestions, if any, would you make to the city about how to improve or add to Centennial Park?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples



Notes

Online percentages were at least ten percentage points higher than telephone's for better/more baseball and softball fields, more soccer fields, and aquatics facilities. They were between four and five points higher for adding trails, adding natural open space, more safety and security, and tennis or pickleball.

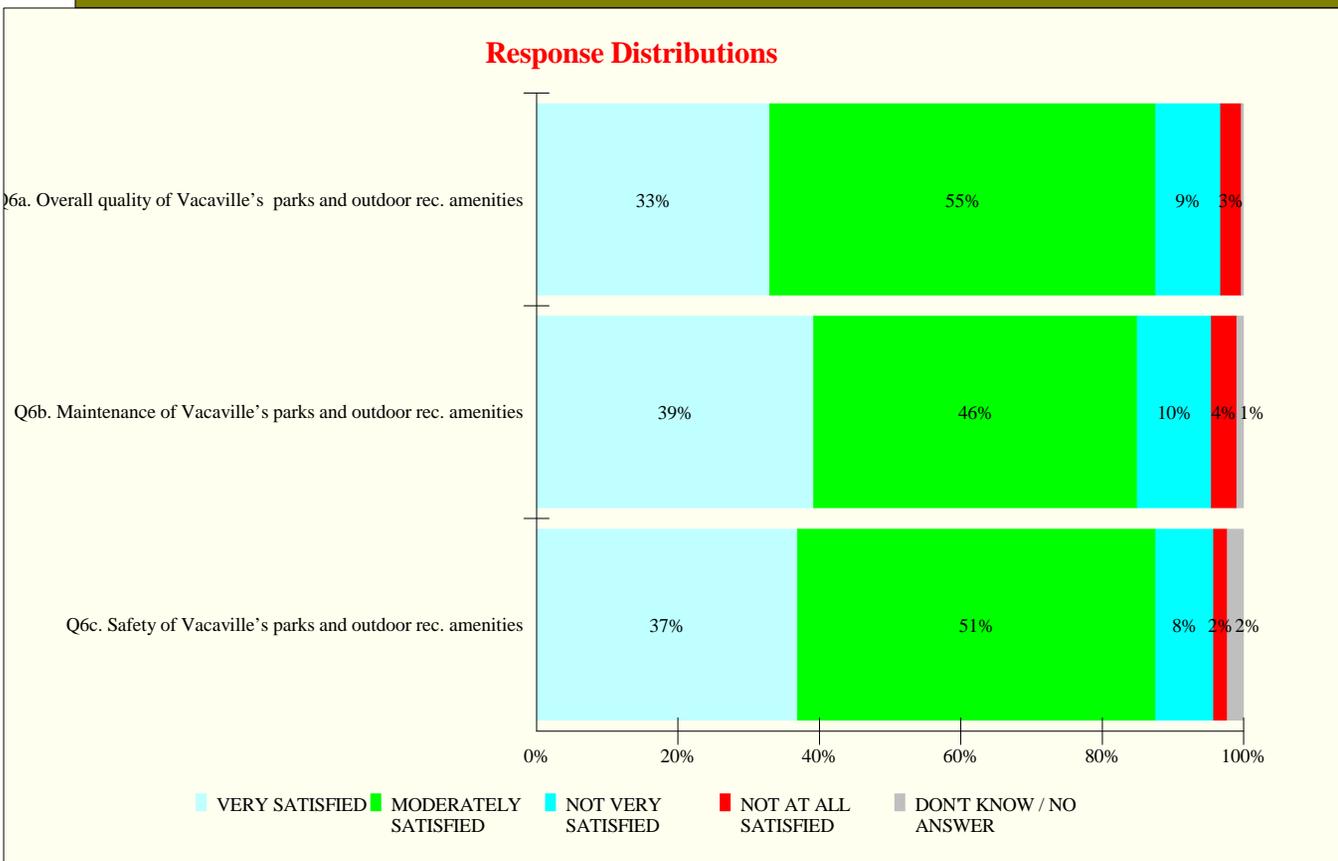
Answers are rank-ordered using online percentages. Verbatim responses to Q5 are listed in this volume's appendix.

Figure 12

Overall Satisfaction with Vacaville Parks and Outdoor Recreation Amenities

Q6a-c. "How satisfied are you with each of the following? Very, moderately, not very or not at all satisfied?"

Base for chart: Total online sample (n=306) for each question



Notes

Online respondents rate their level of satisfaction with elements of Vacaville's current park system, producing these outcomes:

- **The overall quality of Vacaville's parks and outdoor recreation amenities:** One-third (33%) rated themselves "very satisfied" and most of the rest (55%), "moderately" so.
- **The maintenance of Vacaville's parks and outdoor recreation amenities:** Four in ten (39%) said they were "very satisfied" and 46%, "moderately."
- **The safety of Vacaville's parks and outdoor recreation amenities:** Thirty-seven percent (37%) judged themselves "very satisfied," and 51%, "moderately."

The results were not as favorable as the ones generated from the telephone sample, as the next chart shows.

Segment percentages sum to 100% within each bar.

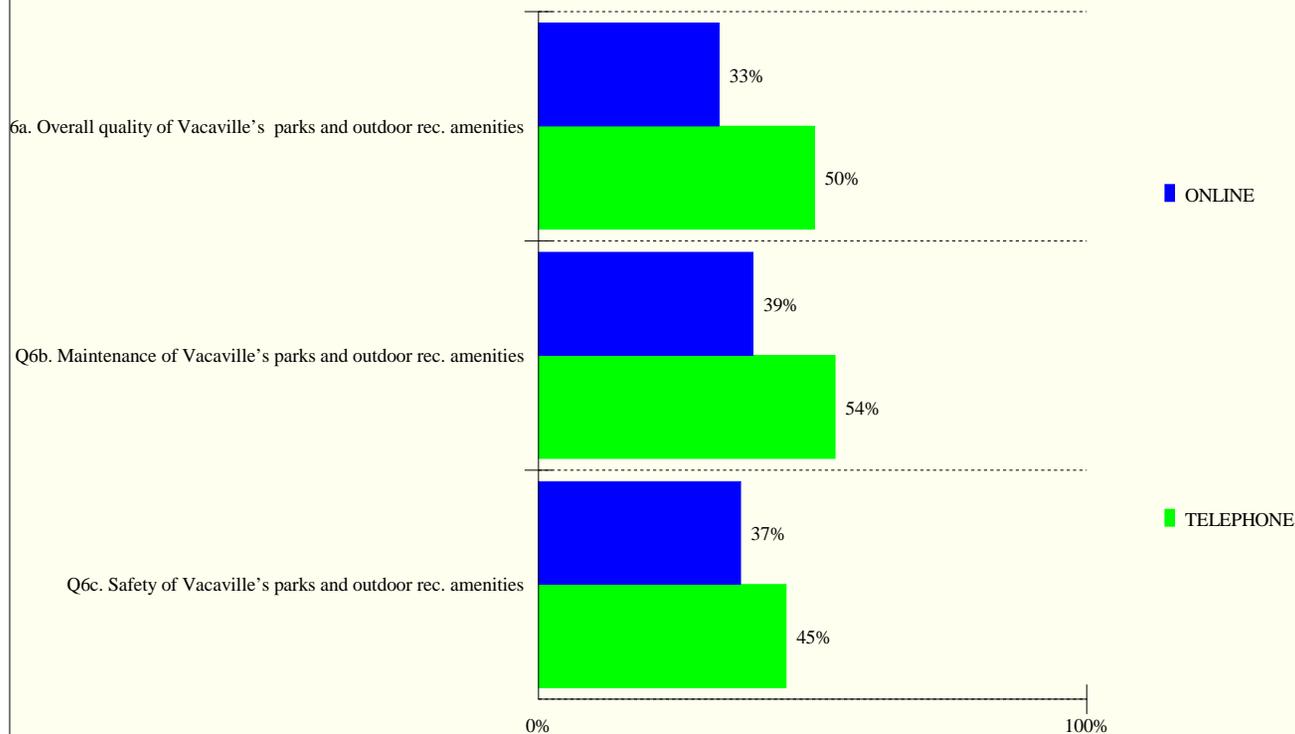
Figure 13

Overall Satisfaction with Vacaville Parks and Outdoor Recreation Amenities by Survey

Q6a-c. "How satisfied are you with each of the following? Very, moderately, not very or not at all satisfied?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples for each question

Percent Reporting "Very Satisfied"



Notes

In each of the three satisfaction measurement areas, online respondents – more likely to be frequent park users – were less willing than telephone's to rate themselves "very satisfied." Survey outcome percentage point differences were especially large for overall quality (17 points) and for maintenance (15 points).

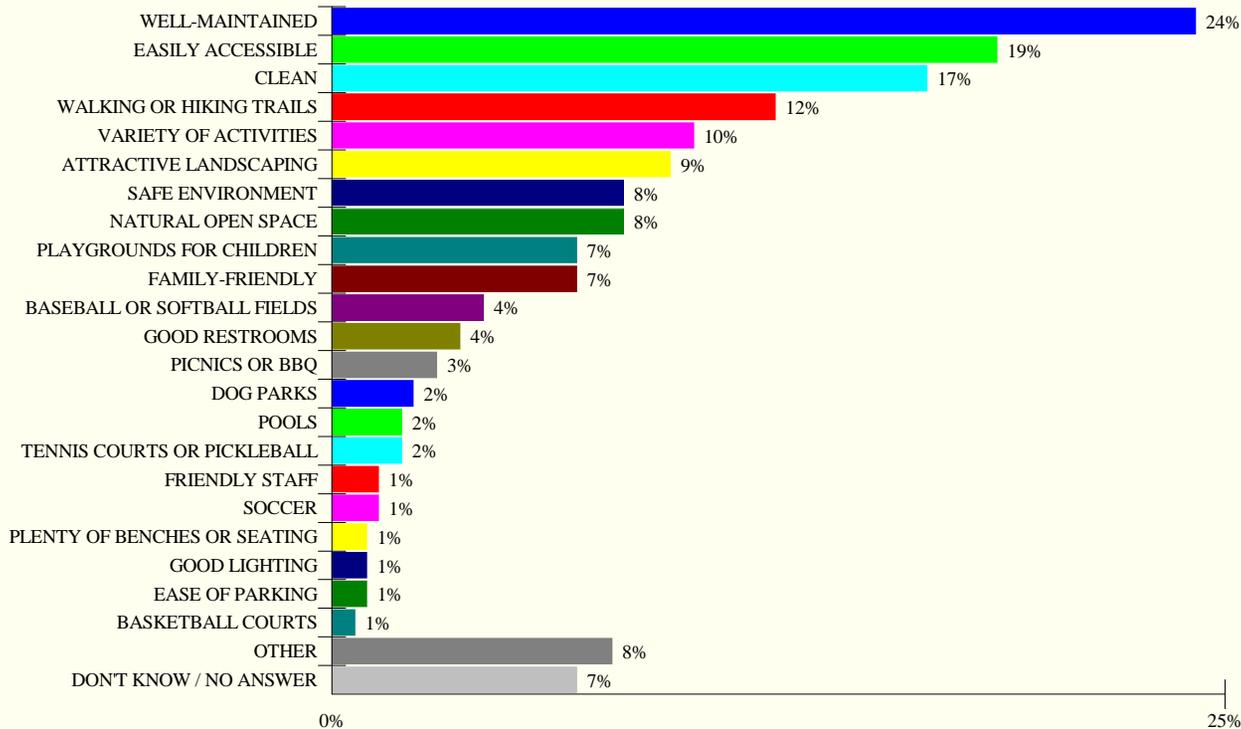
Figure 14

The Most Liked Characteristic of Vacaville's Parks and Recreation Facilities

Q7. "Think for a second about Vacaville's parks and recreation facilities. In your own words, can you describe what you tend to like most, if anything, about the city's parks and recreation facilities?"

Base for chart: Total online sample (n=306)

Categorization of Unaided Responses



Notes

Respondents were asked to identify, unaided, the characteristic(s) liked most about Vacaville's park system. Twenty-four percent (24%) noted the well-maintained state of the park system; 19%, its easy accessibility; 17%, its cleanliness; 12%, its walking or hiking trails; and 10%, the variety of activities. Less frequently cited answers are listed.

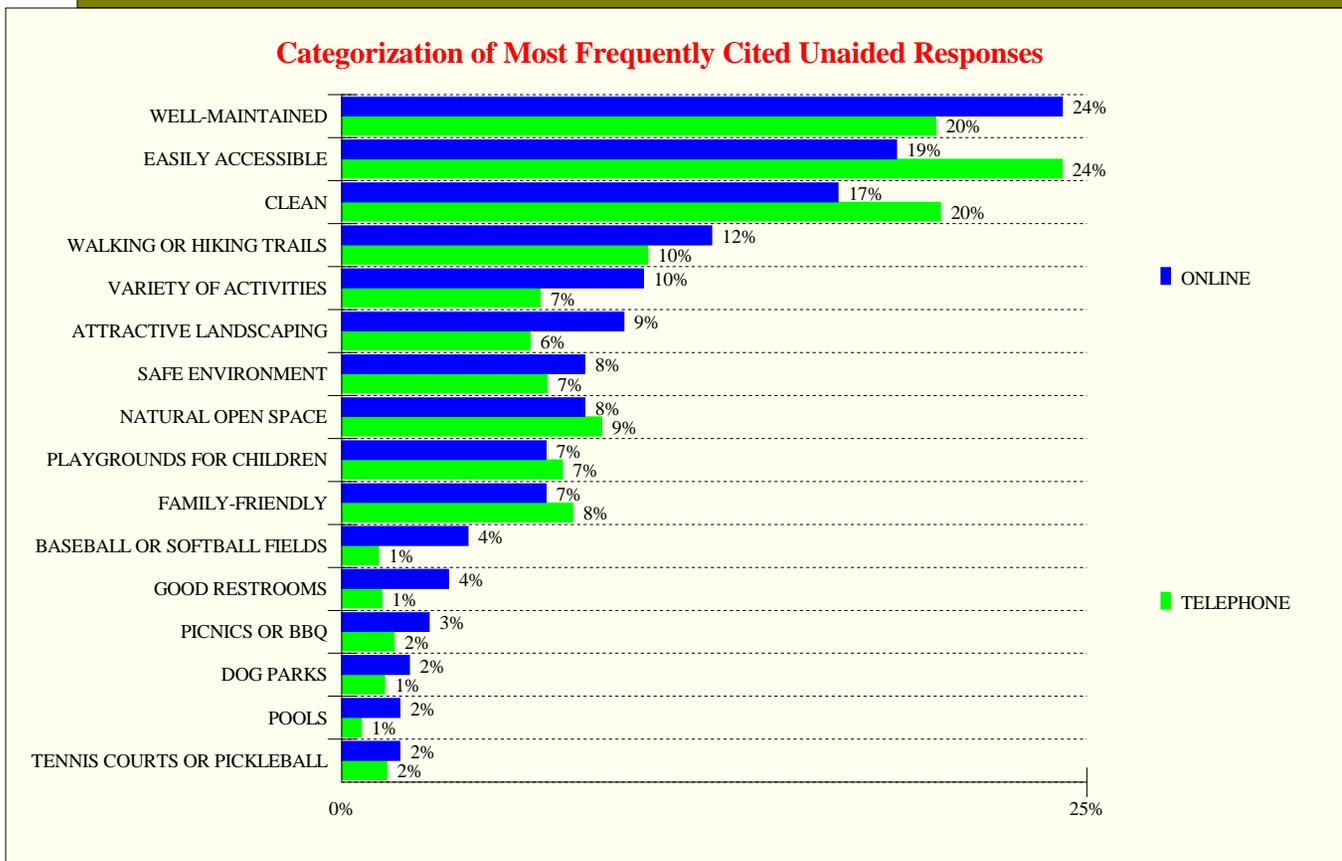
The next chart compares these results to the telephone survey's.

Figure 15

The Most Liked Characteristic of Vacaville's Parks and Recreation Facilities by Survey

Q7. "Think for a second about Vacaville's parks and recreation facilities. In your own words, can you describe what you tend to like most, if anything, about the city's parks and recreation facilities?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples



Notes

Online and telephone survey respondents, asked to identify what they liked most about Vacaville's park system, produced only minor response distribution differences. Online respondents were slightly more likely than those from the telephone survey to cite the park system's well-maintained state, variety of activities, attractive landscaping, and baseball or softball fields. Telephone survey respondents were slightly more likely to note park system accessibility and cleanliness.

Answers are rank-ordered using online percentages. Verbatim responses to Q7 are listed in this volume's appendix.

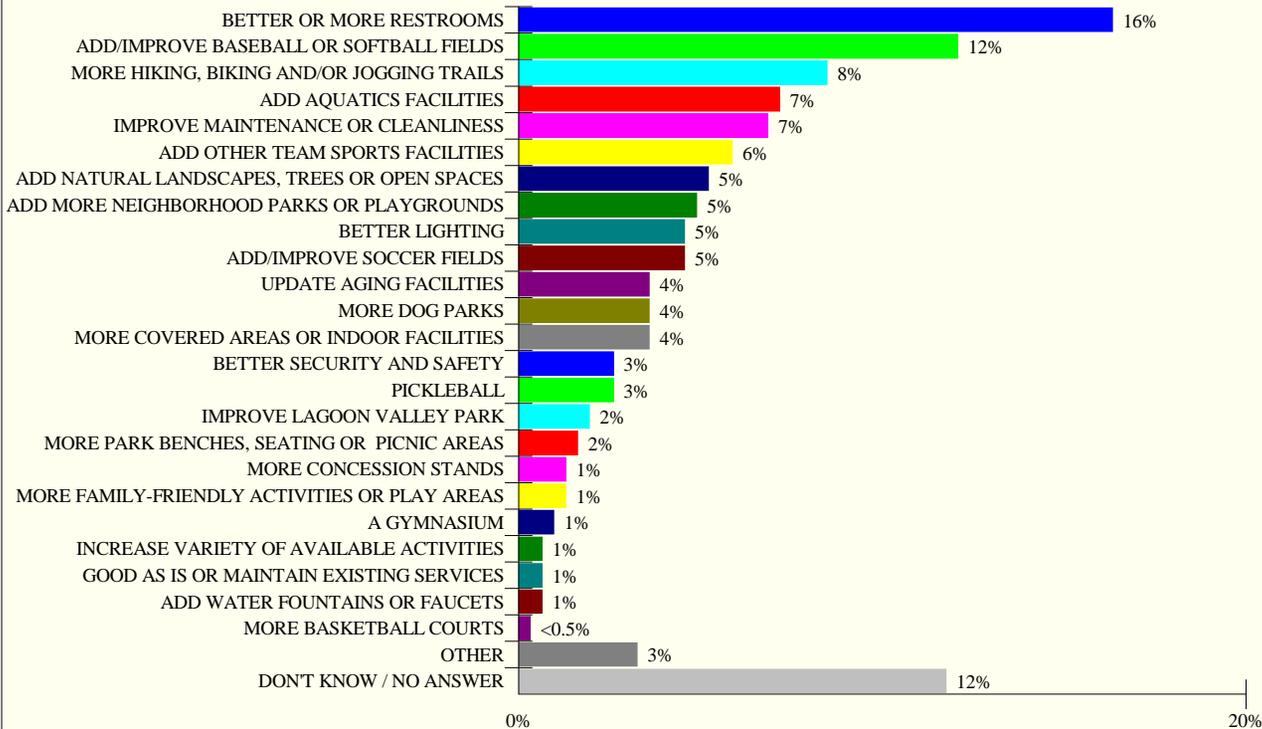
Figure 16

The Most Desirable Improvement or Addition

Q8. "What one improvement or addition to Vacaville's parks and recreation facilities would you most like to see happen? And this could be any type of land or building improvement."

Base for chart: Total online sample (n=306)

Categorization of Unaided Responses



Notes

Like their telephone survey counterparts, online respondents were most likely to recommend better or more restrooms (16%). Twelve percent (12%) wanted to add to or improve baseball or softball fields; 8%, have more hiking, biking and/or jogging trails; 7%, add aquatics facilities; 7%, improve maintenance or cleanliness; 6%, add other team sports facilities; 5%, add natural landscapes, trees or open spaces; 5%, add more neighborhood parks or playgrounds; 5%, provide better lighting; and 5%, add or improve soccer fields. Less frequently mentioned answers are listed.

A comparison of these results with those from the telephone survey follows next.

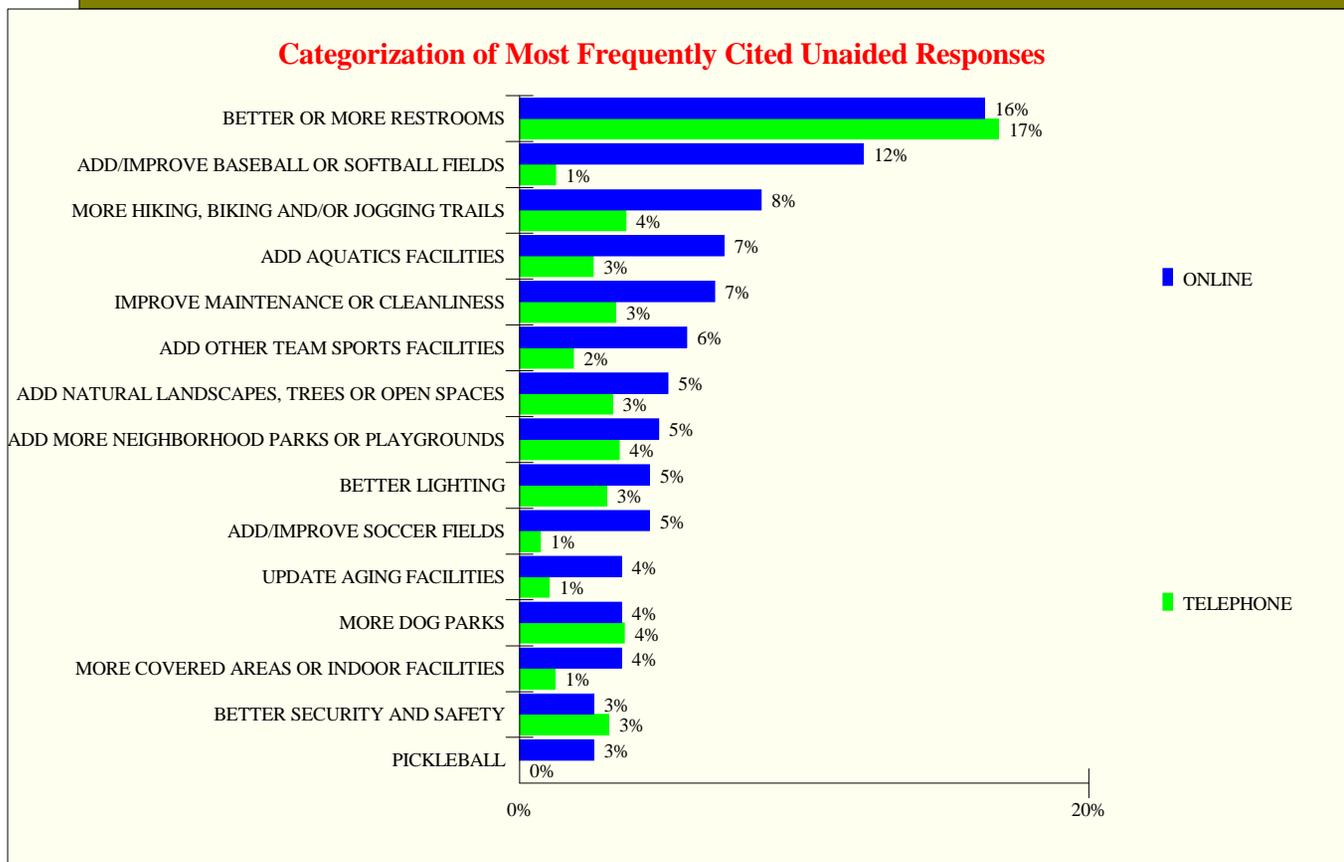
* These results – listing the one or two top-of-mind improvements respondents could remember first, not necessarily the ones of most interest or importance – vary from Figure 18's, listing average ratings for 14 proposed park system changes.

Figure 17

The Most Desirable Improvement or Addition by Survey

Q8. "What one improvement or addition to Vacaville's parks and recreation facilities would you most like to see happen? And this could be any type of land or building improvement."

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples



Notes

The dominant recommended-change response in both the online and telephone surveys was to improve the quality and number of restrooms. (In each sample, about one in six offered this suggestion.) Online respondents, however, were much more enthusiastic about recommending improvements to baseball or softball fields, and a little more enthusiastic about adding trails, adding aquatic facilities, improving maintenance or cleanliness, adding fields for other team sports, and adding or improving soccer fields.

Answers are rank-ordered using online percentages. Verbatim responses to Q8 are listed in this volume's appendix.

Support for Additional Funding of Park System Changes

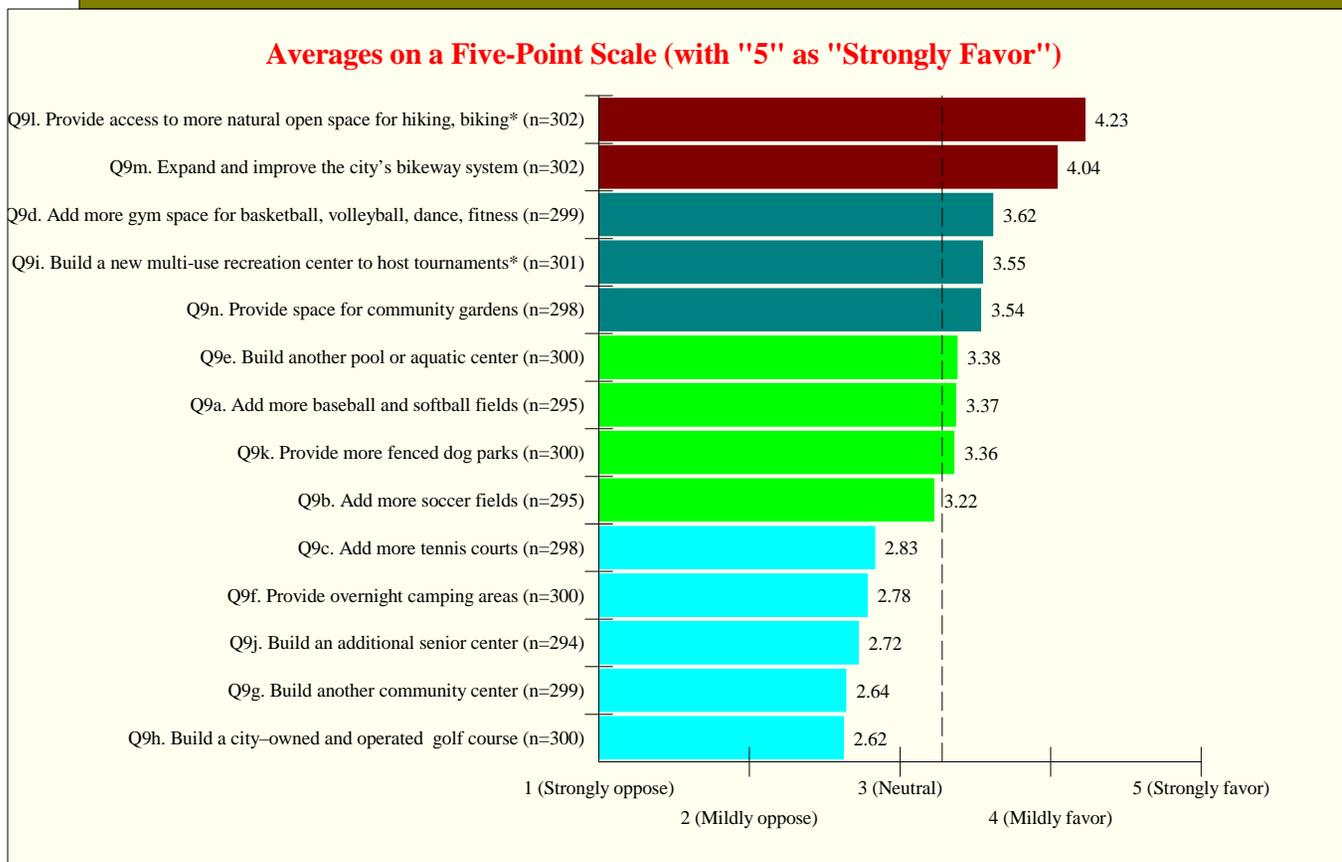
Graphic Summary Section Three

Figure 18

Levels of Support for Additional Public Funding of Park System Changes (1)

Q9a-n. "The City of Vacaville is collecting opinions about potential changes to the park system. These changes could require additional public funding for purchasing land, construction, and maintenance. . . . Would you tend to strongly favor, mildly favor, be neutral to, mildly oppose, or strongly oppose additional public funding to each of the following?"

Base for chart: Total online sample (n=306), excluding "don't know's" for each question; sub-sample sizes are listed



Notes

Online respondents rated (using a five-point scale) their degree of support or opposition to additional public funding to support each of 14 potential park system changes. Average outcomes are listed, with bars color-coded to show degrees of distance above or below the dashed line (the grand average). This was observed:

- **Highest average scores, relative to other test items (burgundy):** As a group, respondents were enthusiastic about providing access to more natural open space for hiking biking, horseback riding and other open-space activities, and expanding and improving the city's bikeway system. As the next chart shows, more than seven in ten "strongly" or "mildly" favored each.
- **Relatively strong scores (turquoise):** Three other options – to add more gym space for basketball, volleyball, dance, and fitness, to build a new multi-use recreation center large enough to host indoor sports tournaments, to provide space for community gardens – received very favorable scores. Between 53% and 56% said they "strongly" or "mildly" favor each.
- **Relatively average scores (green):** Four options – to build another pool or aquatic center, to add more baseball and softball fields, to provide more fenced dog parks, and add more soccer fields – produced mid-rank scores, with 37% to 46% favoring each.

Respondents were less likely to support additional funding for bottom five options listed (with blue).

The next two charts expand on these online results, while Figures 21 and 22 compare online and telephone survey results.

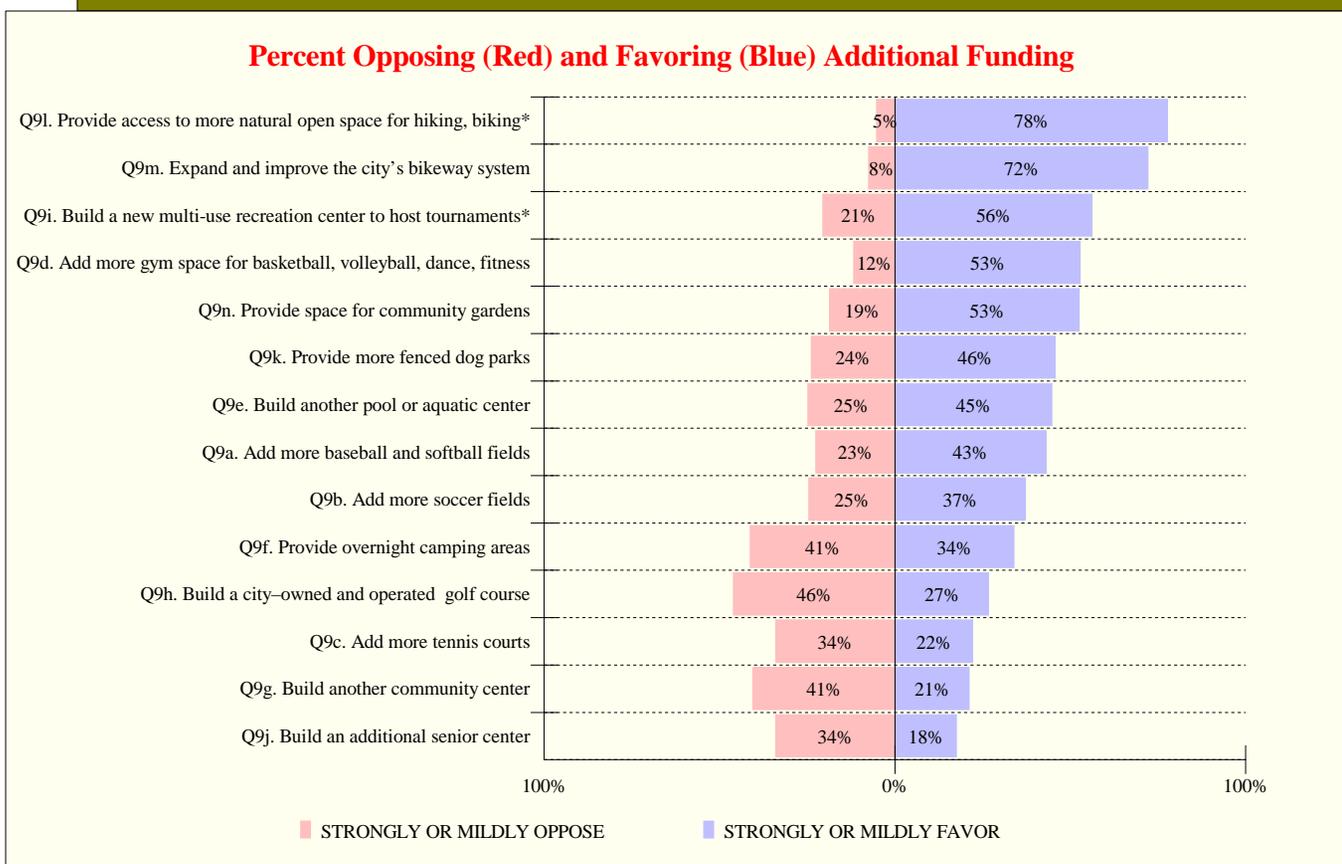
The dashed line indicates the total sample average. An asterisk indicates a statement abridged from the questionnaire's wording.

Figure 19

Levels of Support for Additional Public Funding of Park System Changes (2)

Q9a-n. "The City of Vacaville is collecting opinions about potential changes to the park system. These changes could require additional public funding for purchasing land, construction, and maintenance. . . . Would you tend to strongly favor, mildly favor, be neutral to, mildly oppose, or strongly oppose additional public funding to each of the following?"

Base for chart: Total online sample (n=306) for each question



Notes

The blue bars, at left, display the percentages "strongly" or "mildly" favoring public funding to support the options listed, while those in red show the opposite.

Online respondents were relatively supportive of the nine highest-ranking options listed (through adding more soccer fields), with "favor" percentages at least 10 points higher than those for "oppose." They were, however, more likely to oppose than to favor the five lowest-ranked options: providing overnight camping areas, building a city-owned and operated golf course, adding more tennis courts, building another community center, and building an additional senior center.

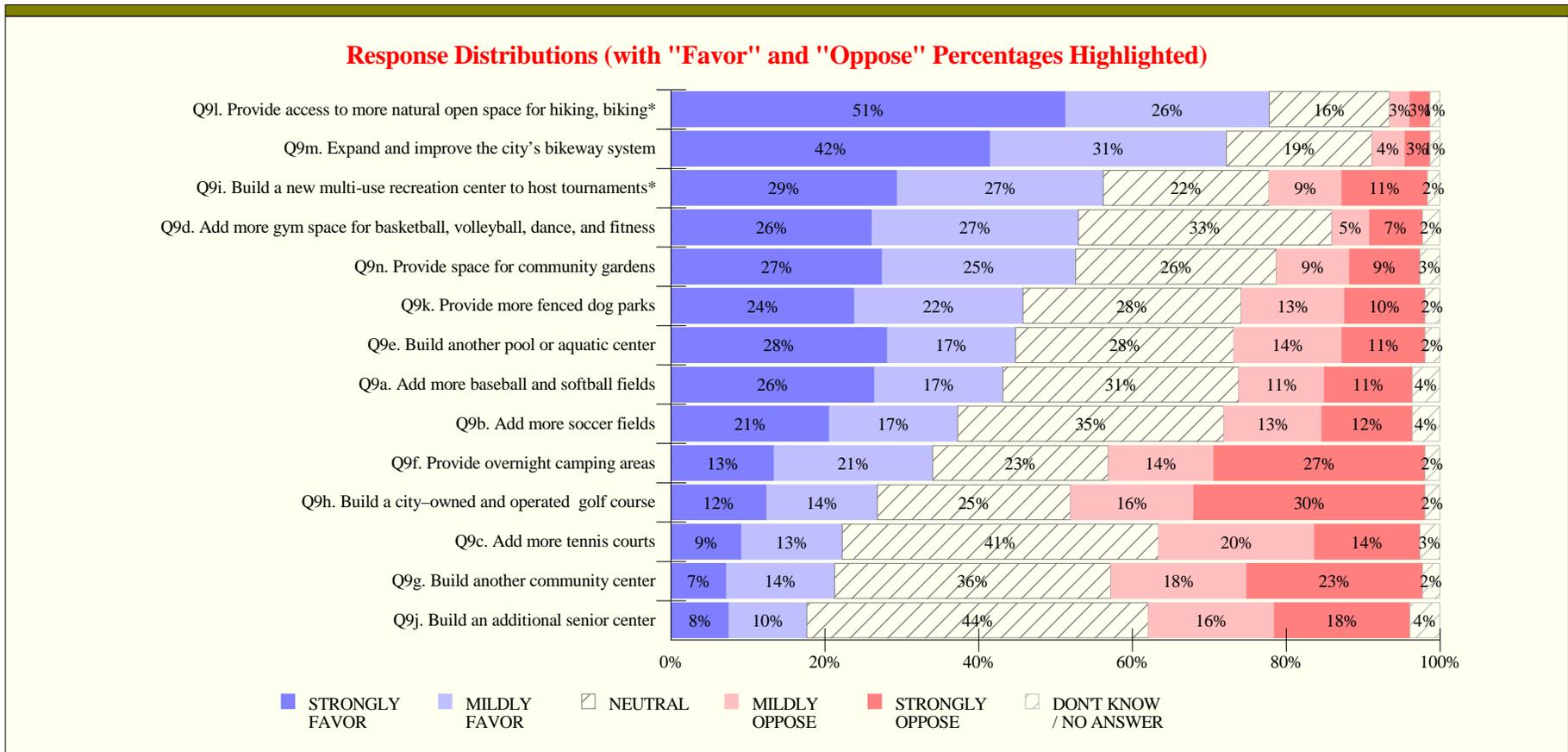
Online response distributions for Q9a-n are shown next.

Figure 20

Levels of Support for Additional Public Funding of Park System Changes (3)

Q9a-n. "The City of Vacaville is collecting opinions about potential changes to the park system. These changes could require additional public funding for purchasing land, construction, and maintenance. . . . Would you tend to strongly favor, mildly favor, be neutral to, mildly oppose, or strongly oppose additional public funding to each of the following?"

Base for chart: Total online sample (n=306) for each question



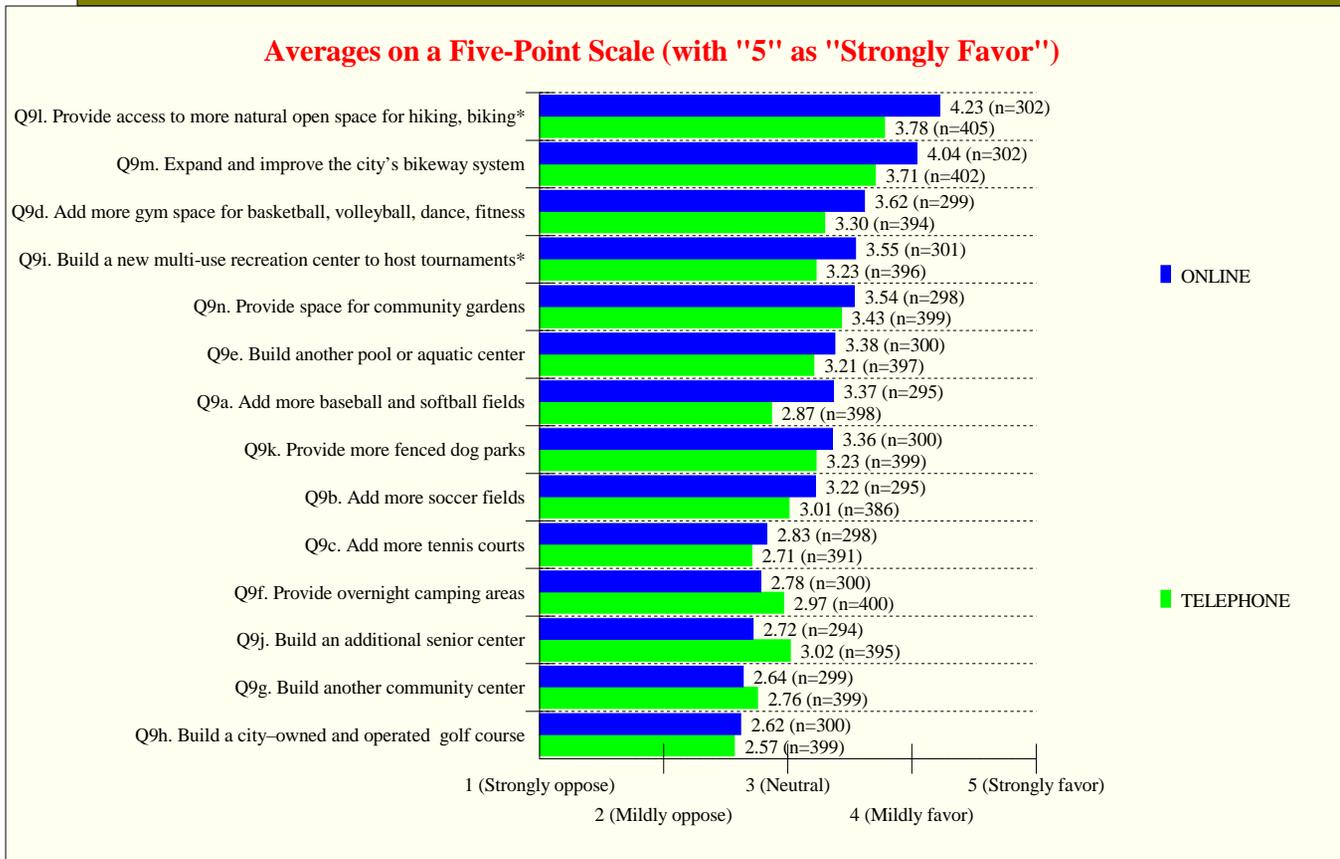
Segment percentages sum to 100% within each bar. The rank-ordering, matching the previous chart's, uses combined "strongly/mildly" favor percentages.

Figure 21

Levels of Support for Additional Public Funding of Park System Changes by Survey

Q9a-n. "The City of Vacaville is collecting opinions about potential changes to the park system. These changes could require additional public funding for purchasing land, construction, and maintenance. . . . Would you tend to strongly favor, mildly favor, be neutral to, mildly oppose, or strongly oppose additional public funding to each of the following?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples, excluding "don't know's" for each question; sub-sample sizes are listed



Notes

Online respondents produced higher rating averages than their telephone survey counterparts on 11 of the 14 tested items. The online-minus-telephone rating gaps were widest for (in order of gap size) adding more baseball and softball fields, providing access to more natural open space, expanding the city's bikeway system, adding more gym space, and building a new multi-use recreation center.

Online respondents were less enthusiastic than those for telephone about building a senior center, providing overnight camping areas, and building a community center.

The next chart compares "favor" and "oppose" outcomes produced by the two sample groups.

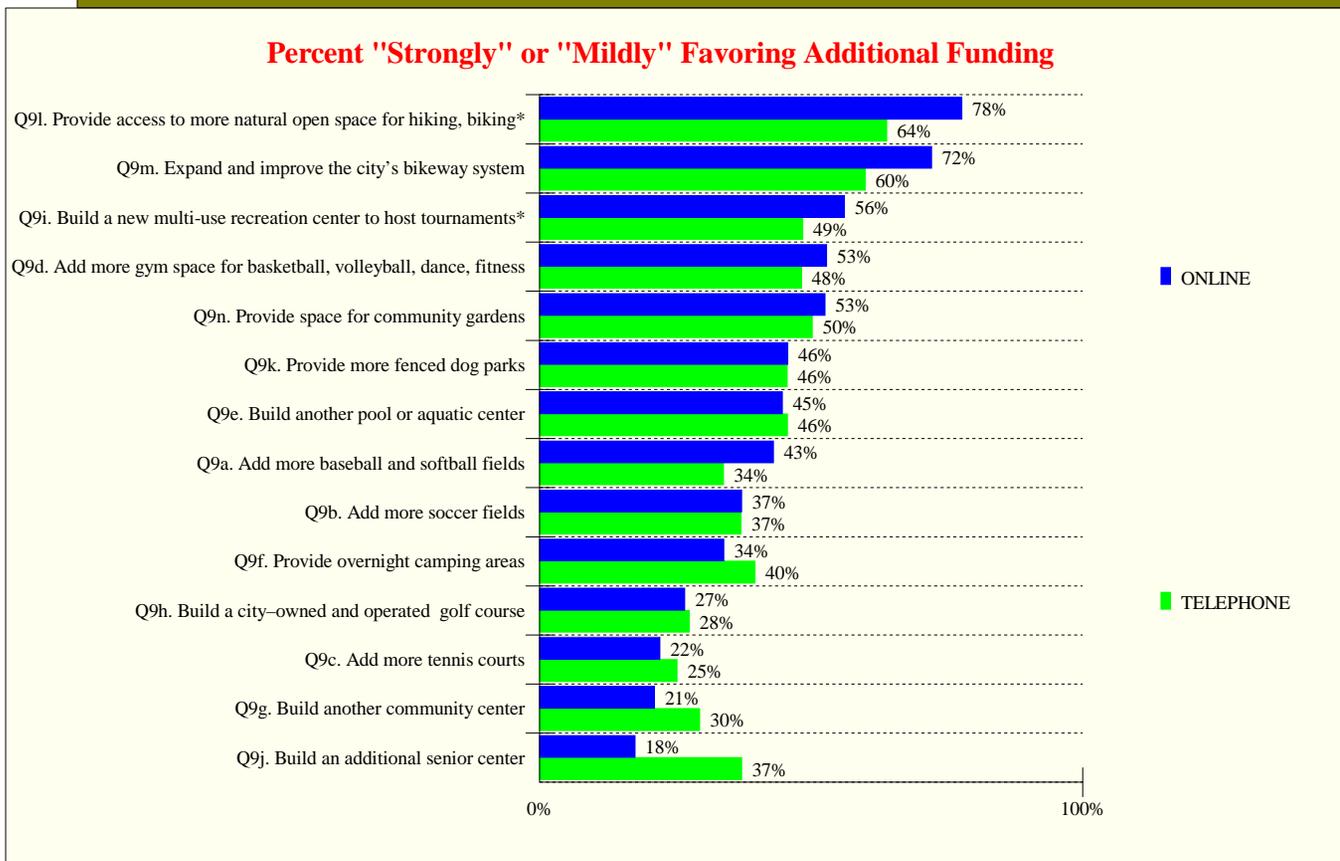
Items are rank-ordered using online percentages. An asterisk indicates a statement abridged from the questionnaire's wording.

Figure 22

Levels of Support for Additional Public Funding of Park System Changes by Survey (2)

Q9a-n. "The City of Vacaville is collecting opinions about potential changes to the park system. These changes could require additional public funding for purchasing land, construction, and maintenance. . . . Would you tend to strongly favor, mildly favor, be neutral to, mildly oppose, or strongly oppose additional public funding to each of the following?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples for each question



Notes

The "favor" percentage for online respondents was at least nine points higher than telephone's for providing access to more natural open space, expanding the city's bikeway system, and adding more baseball and softball fields, while it was at least eight points lower for building another community center and building a senior center. Other, smaller differences are shown.

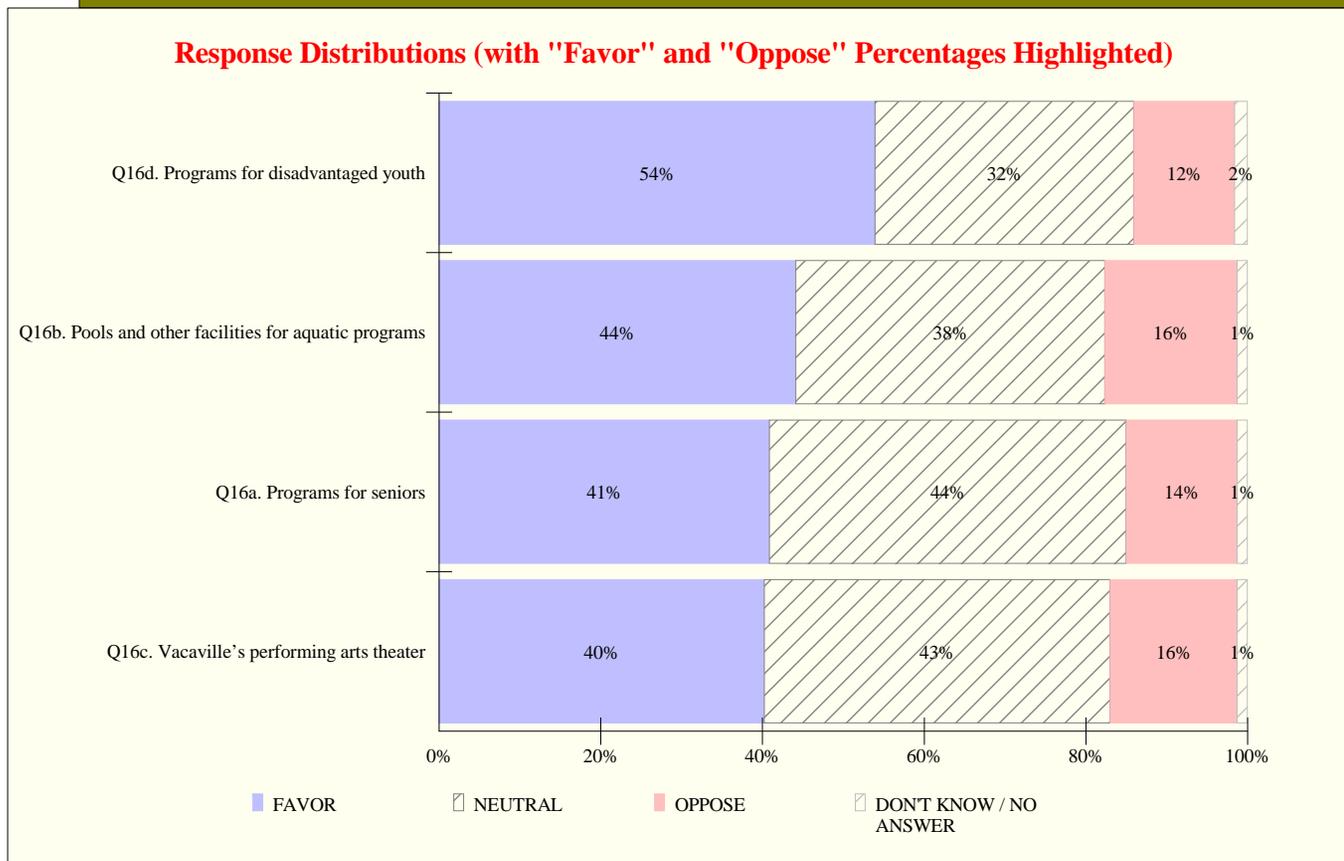
Items are rank-ordered using online percentages. An asterisk indicates a statement abridged from the questionnaire's wording.

Figure 23

Levels of Support for Other Types of Funding

Q16a-d. "Do you tend to favor, be neutral to, or oppose allocating additional city funds to support each of the following?"

Base for chart: Total online sample (n=306) for each question



Notes

Among online respondents (as well as respondents in the telephone survey), those favoring the additional public funding of each option greatly outnumbered those opposed. Enthusiasm was still muted, however, with less than half supporting each of three lower-ranked programs.

Segment percentages sum to 100% within each bar. Items are rank-ordered using "favor" percentages.

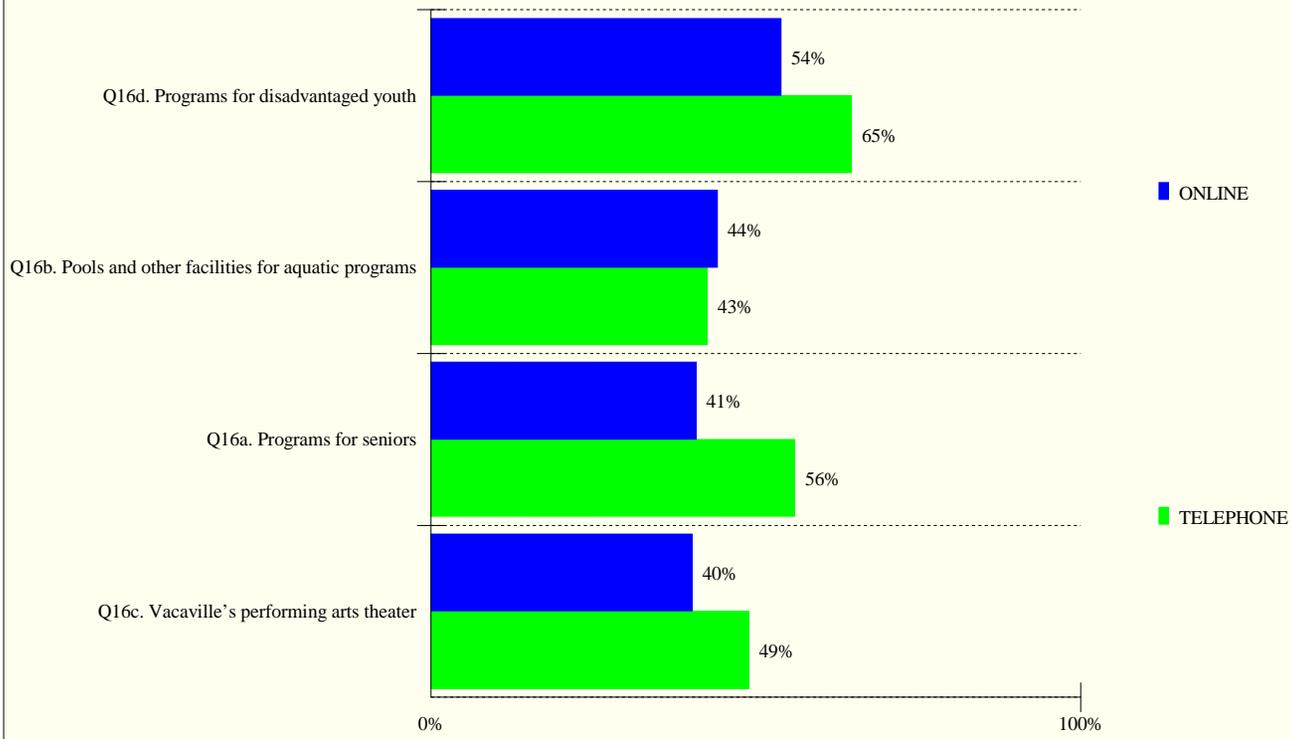
Figure 24

Levels of Support for Other Types of Funding by Survey

Q16a-d. "Do you tend to favor, be neutral to, or oppose allocating additional city funds to support each of the following?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples for each question

Percent Favoring Additional Funding



Notes

Online respondents were less likely than those for telephone to favor additional public funding for programs for disadvantaged youth, programs for seniors, and Vacaville's performing arts theater.

Answers are rank-ordered using online percentages.

Behaviors and Perceptions About Vacaville Recreation Activities

Graphic Summary Section Four

Figure 25

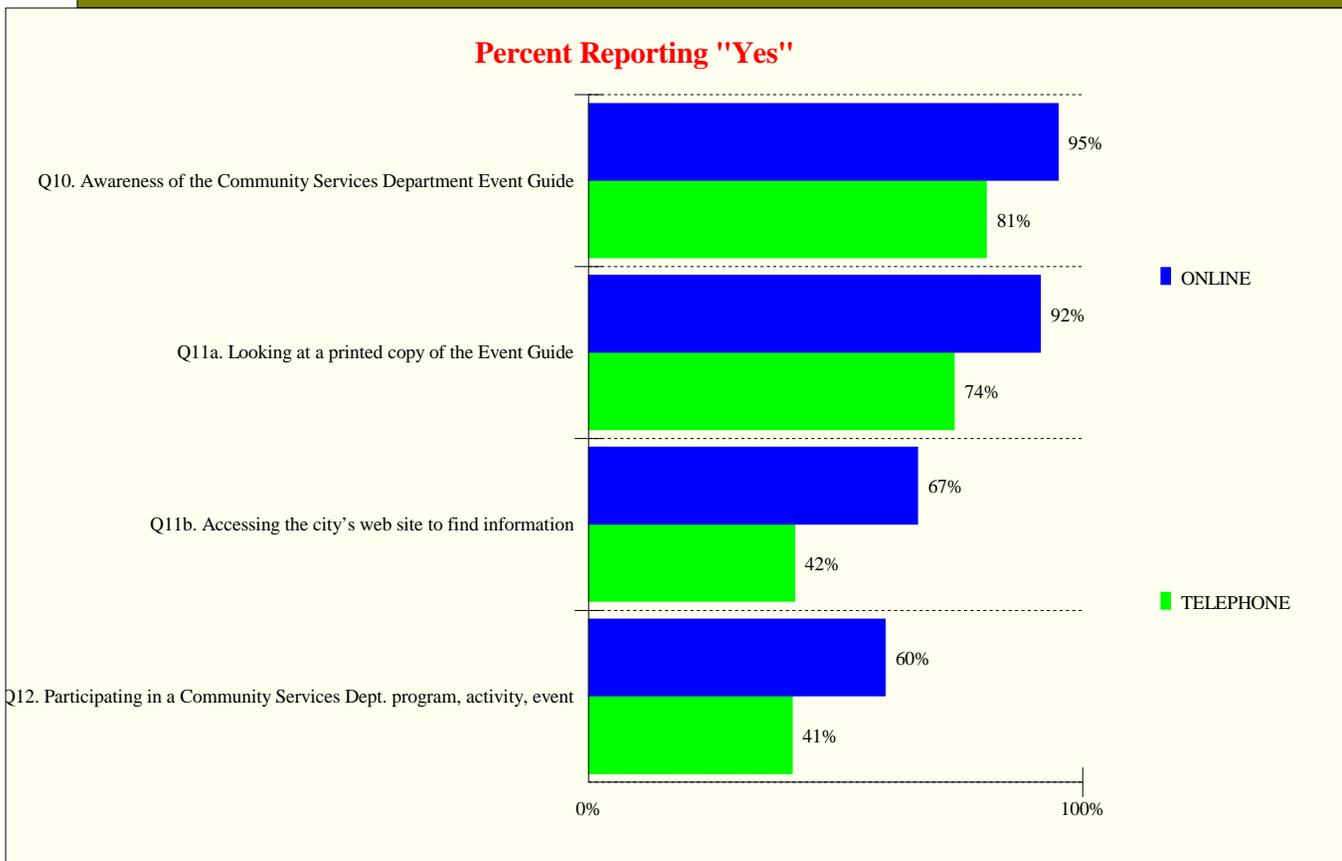
Engagement in City Recreational Activities by Survey

Q10. "Are you aware that the City of Vacaville publishes and distributes the Community Services Department Event Guide, listing all recreational programs offered by the city?"

Q11a-b. "Within the last 12 months, do you recall doing any of the following?"

Q12. "Within the last twelve months, have you personally participated in any program, activity, or event offered by Vacaville's Community Services Department?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples for each question



Notes

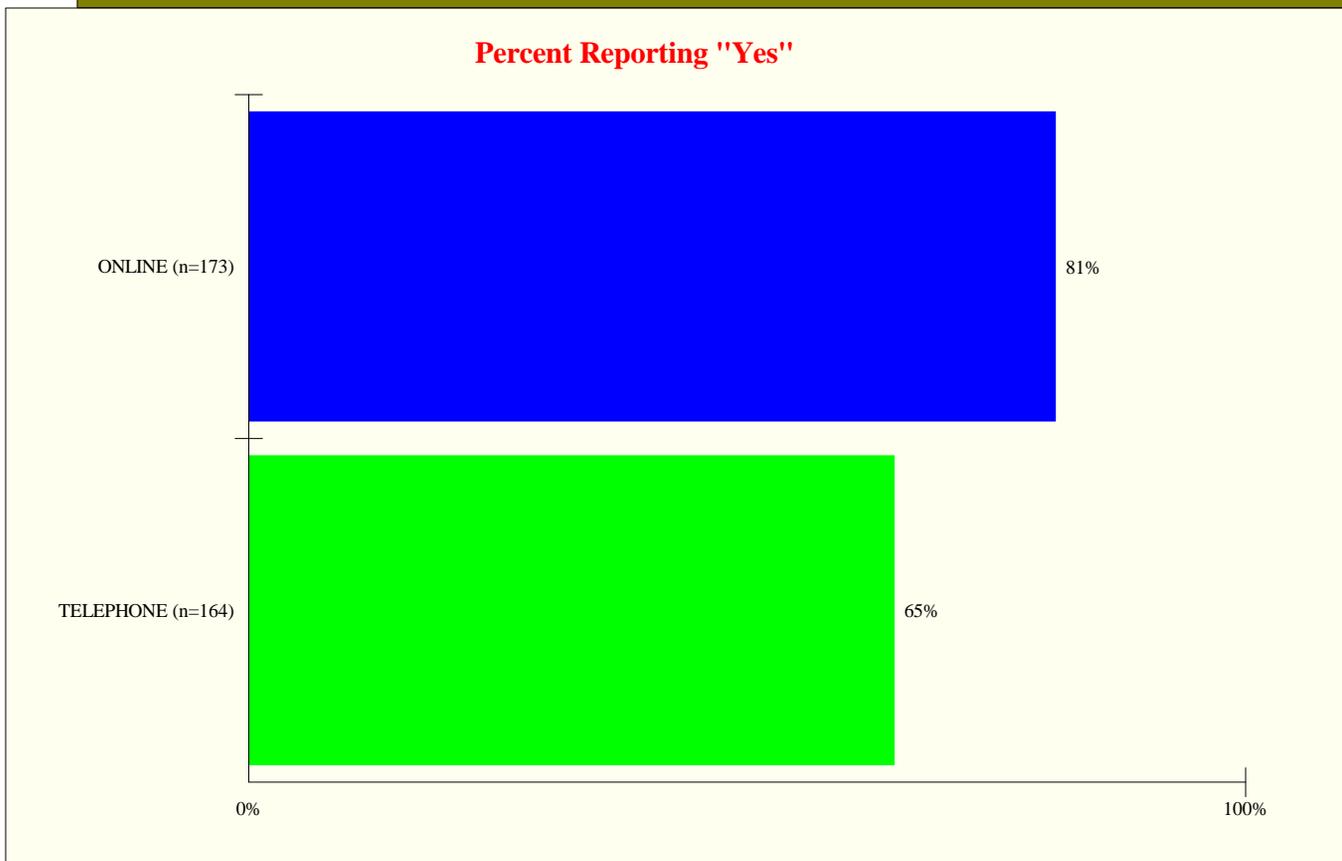
Online respondents were more likely than those from the telephone survey to claim awareness and use of the Community Services Department Event Guide. They were also more likely to have accessed the city's web site to get recreational information and to have participated in a city program, activity, or event.

Figure 26

Participation by a Child in City Programs or Activities by Survey

Q14. "Within the last twelve months, has at least one of your children aged 17 or younger participated in any program, activity, or event offered by Vacaville's Community Services Department?"

Base for chart: Parents or guardians of children aged 17 or younger; survey sub-sample sizes are listed



Notes

Parents or guardians were asked if one or more of their children had participated in any program, activity, or event offered by Vacaville's Community Services Department within the past 12 months. Eight in ten (81%) of online respondents said "yes," versus 65% in the telephone survey.

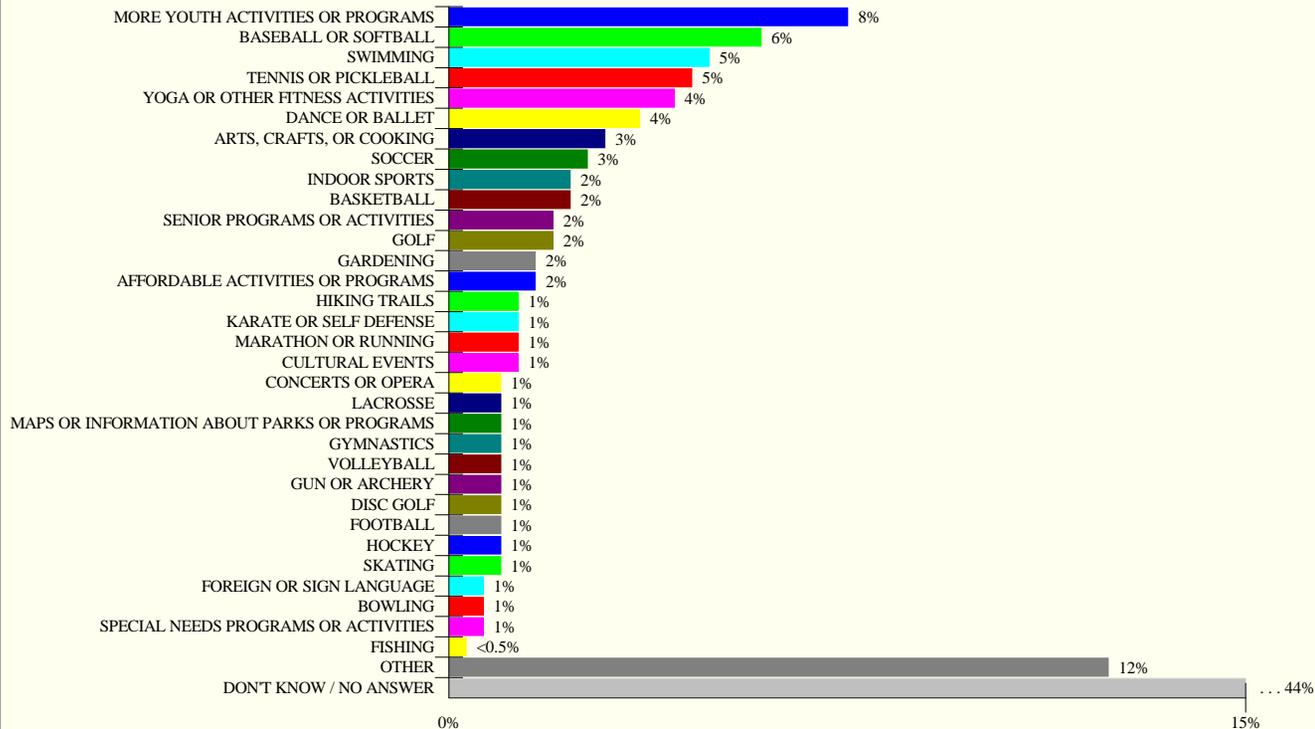
Figure 27

Recommendations for Recreational Activities the City Should Offer

Q15. "What recreational programs, activities, or events would you like the city to offer that it doesn't offer now?"

Base for chart: Total online sample (n=306)

Categorization of Unaided Responses



Notes

Asked to specify, unaided, the recreational programs, activities, or events they would like to see offered by the city, 8% recommended adding youth activities or programs; 6%, baseball or softball; 5%, swimming; 5%, tennis or pickleball; 4%, yoga or similar fitness activities; and 4%, dance or ballet. The chart lists other, less frequently mentioned answers.

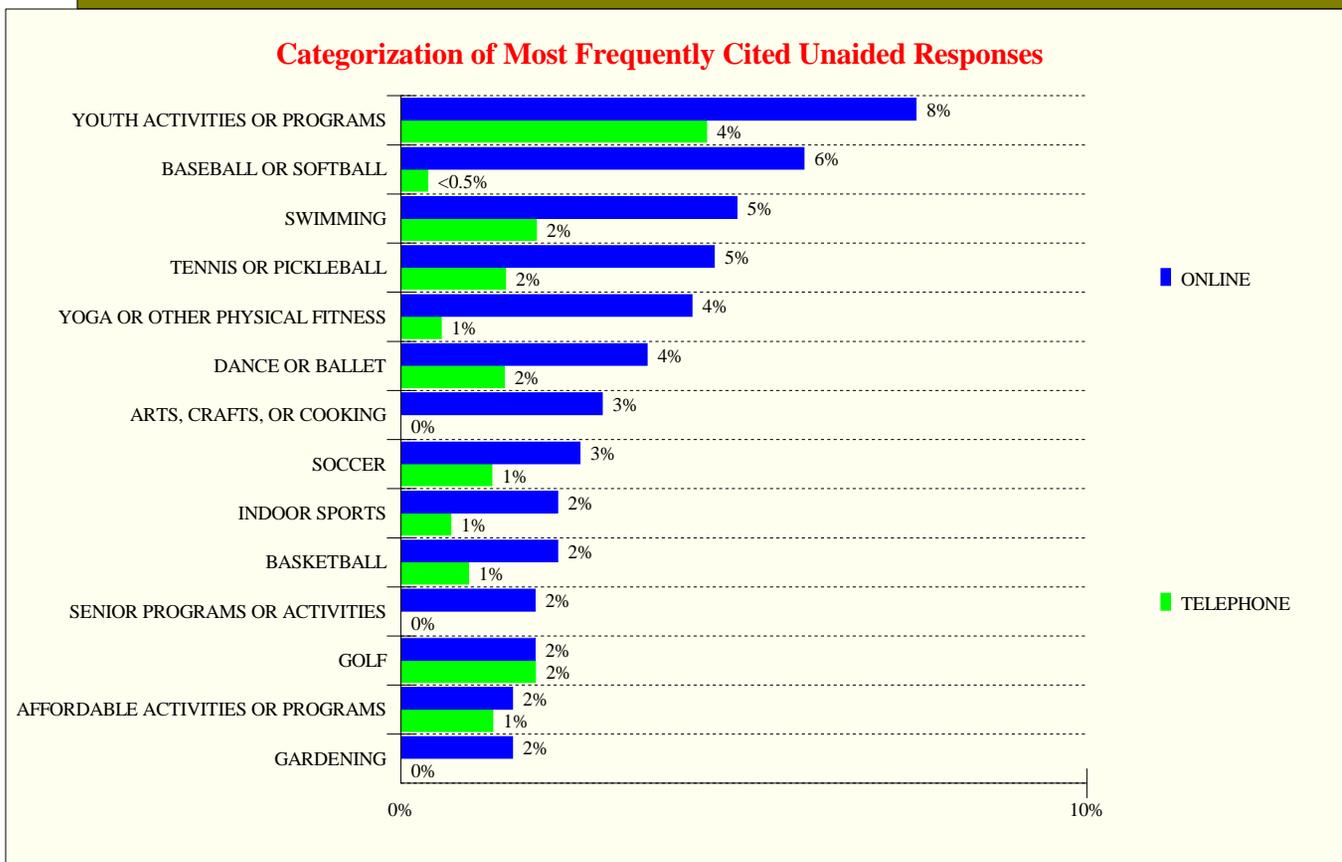
The next chart compares these results to those from the telephone survey.

Figure 28

Recommendations for Recreational Activities the City Should Offer by Survey

Q15. "What recreational programs, activities, or events would you like the city to offer that it doesn't offer now?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples



Notes

As shown, online respondents – on average, likelier than their telephone survey counterparts to be frequent park users – were better able to make recommendations about additional programs, activities, or events the city should be offering.

Answers are rank-ordered using online percentages. Verbatim responses to Q15 are listed in this volume's appendix.

Voter Reactions to Potential Tax Extension Proposals

Graphic Summary Section Five

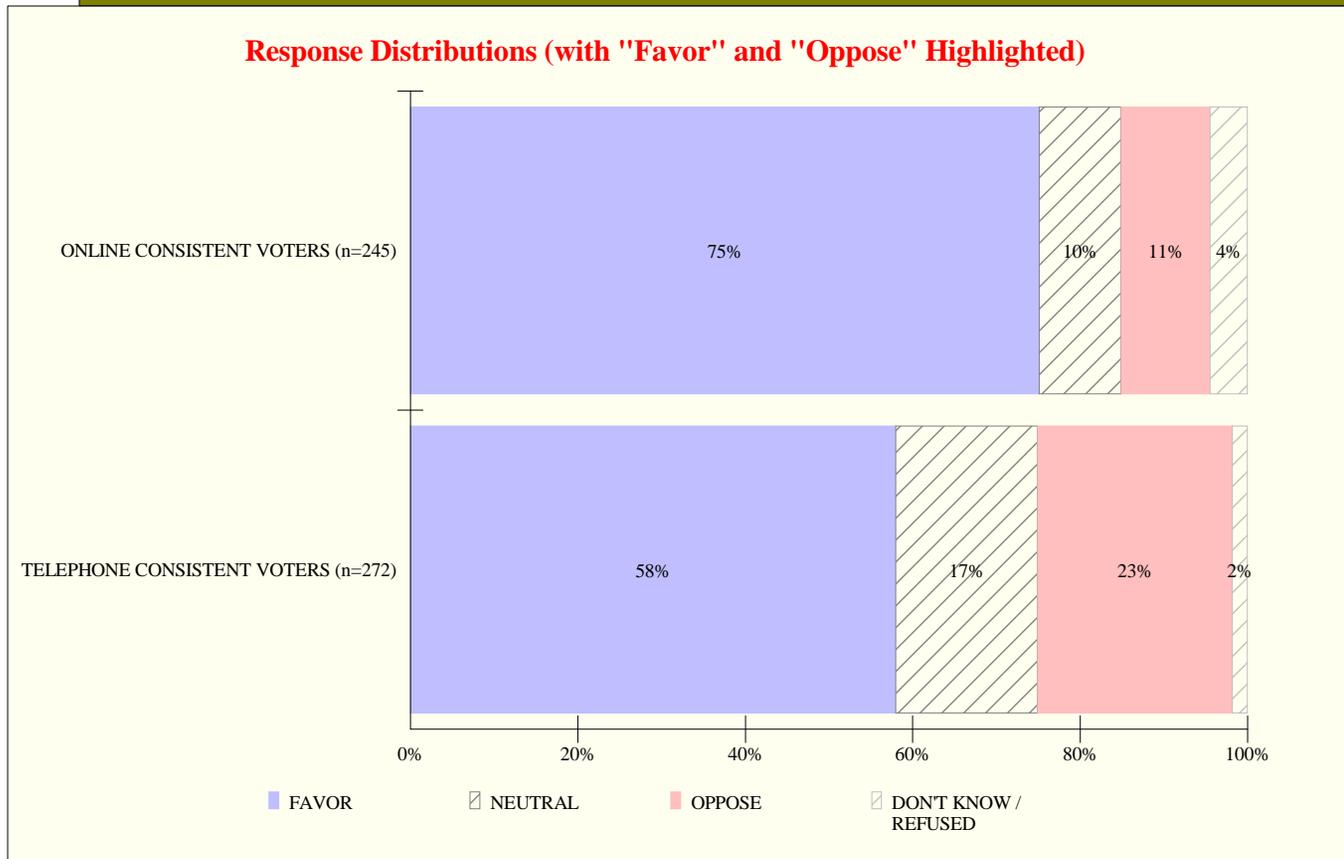


Figure 29

Perception Among Voters About Extending Measure I by Survey

Q18. "In 1988, Vacaville voters approved Measure I, which authorized a general tax used to fund the construction of the Ulatis Cultural Center complex, the ball fields at Arlington Park and Centennial Park, the operation of Vacaville's Performing Arts Theater, and the on-going maintenance of streets. The tax will expire in 2013. Before then, the city may ask voters to extend the general tax to maintain funding for existing and new community facilities and services. Would you tend to favor, be neutral to, or oppose extending this tax measure?"

Base for chart: Registered voters reporting, for D1, voting "always" or "most of the time"; survey sub-sample sizes are listed



Notes

Among the online sample's 245 consistent voters – those registered to vote and voting "always" or "most of the time" in Vacaville municipal elections (as shown in Figure 39) – 75% said they would "favor" extending the tax measure and 11%, "oppose" it. Ten percent (10%) described themselves as "neutral."

Online consistent voters were 1.3 times more likely than those in the telephone survey to support the extension, and about half as likely to report "oppose."

The next four charts list the reasons given by respondents for favoring or opposing the tax extension.

Segment percentages sum to 100% within each bar.

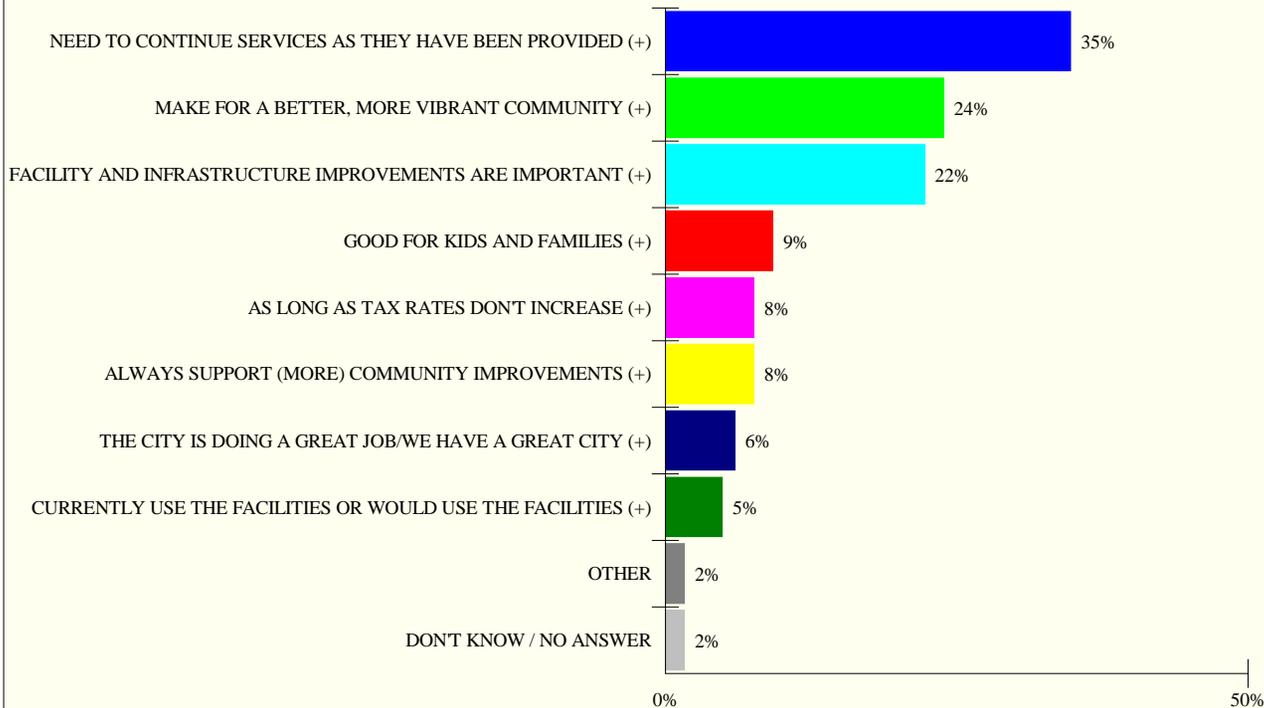
Figure 30

Reasons for Favoring Extension of Measure I

Q19. "And why do you say that you would likely favor extending this tax measure?"

Base for chart: Registered voters voting "always" or "most of the time" and favoring extension for Q18 (n=184)

Categorization of Unaided Responses



A "+" indicates an argument favoring the extension.

Notes

Consistent voters were asked to explain, unaided, why they would "favor," "oppose," or "be neutral to" the tax extension. This chart summarizes the answers given by online survey respondents supporting the extension, while the next compares these outcomes with the telephone sample's. Figure 32 and 33 examine reasons why some were less enthusiastic about the extension.

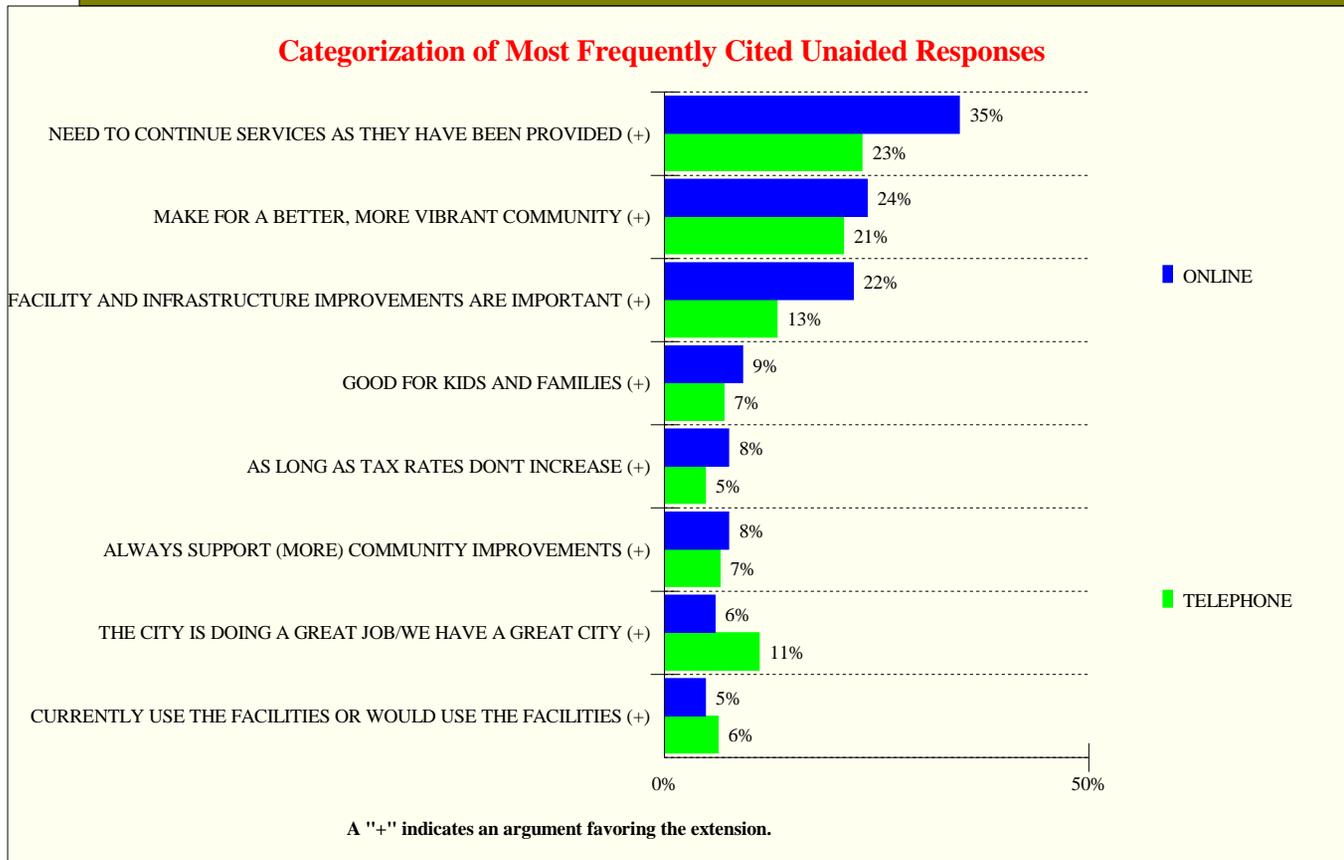
Among 184 online respondents favoring an extension, 35% said that services need to be continued as in the past; 24%, that the extension would make for a better or more vibrant community; 22%, that facility and infrastructure improvements are important; 9%, that the extension benefits children and families; 8%, that they would favor it as long as taxes do not increase; and 8%, that they typically support community improvements. Several other less frequently mentioned answers are listed.

Figure 31

Reasons for Favoring Extension of Measure I by Survey Year

Q19. "And why do you say that you would likely favor extending this tax measure?"

Base for chart: Registered voters voting "always" or "most of the time" and favoring extension for Q18 (n=184 for online; n=158, weighted, for telephone)



Notes

Online respondents supporting the extension were much more likely than their telephone survey counterparts to cite, as reasons, a desire to have services continue as in the past and a belief that facility and infrastructure improvements are important. Other differences were relatively minor.

Answers are rank-ordered using online percentages. Verbatim responses to Q19 are listed in this volume's appendix.

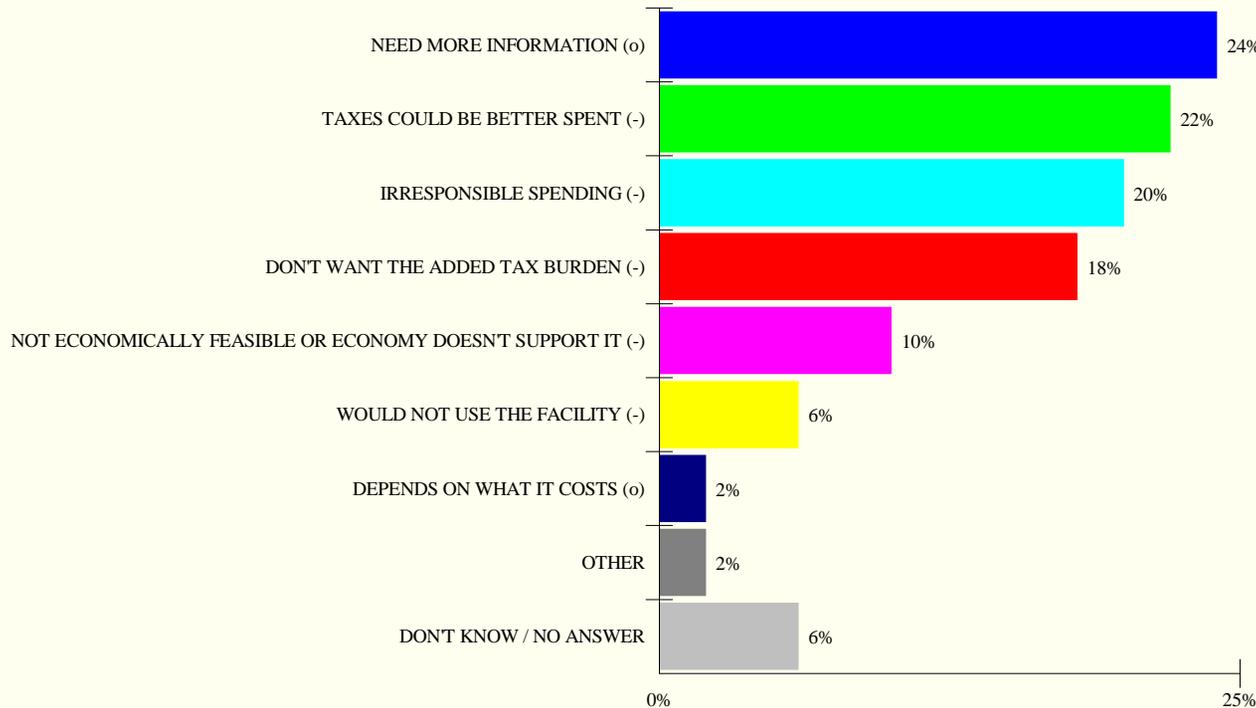
Figure 32

Reasons for Not Favoring Extension of Measure I

Q19. "And why do you say that you would likely <be neutral to / oppose> extending this tax measure?"

Base for chart: Registered voters voting "always" or "most of the time" and neutral to or opposing extension for Q18 (n=50)

Categorization of Unaided Responses



A "o" indicates a "neutral" reason and "-" indicates an unfavorable one.

Notes

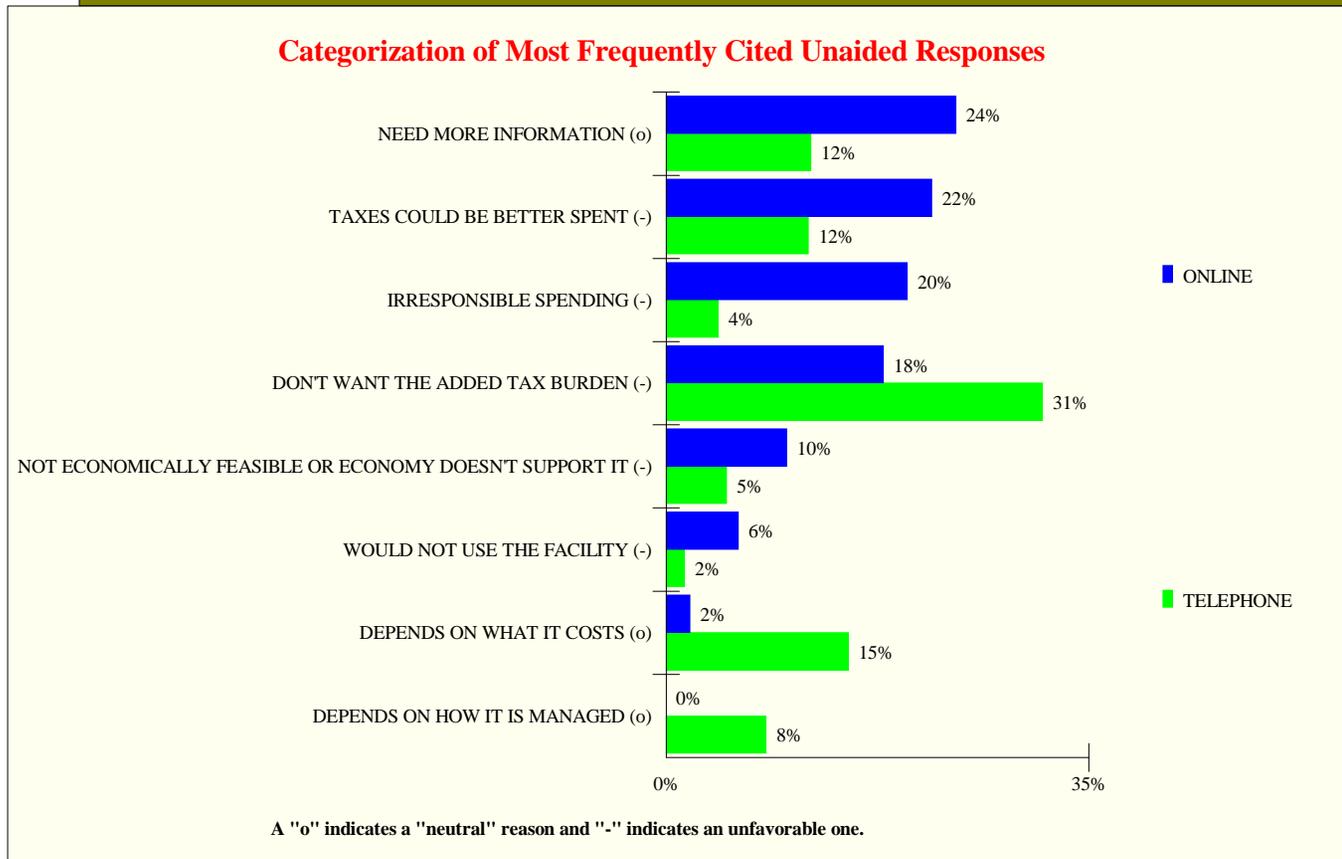
Among the online survey's 50 consistent voters not supporting the tax extension, 24% reasoned that they would need more information; 22%, that taxes could be better spent elsewhere; 20%, that they were concerned about irresponsible spending; 18%, that they want to avoid an added tax burden; and 10%, that the extension is not economically feasible under current conditions. Less often cited answers are listed.

Figure 33

Reasons for Not Favoring Extension of Measure I by Survey

Q19. "And why do you say that you would likely <be neutral to / oppose> extending this tax measure?"

Base for chart: Registered voters voting "always" or "most of the time" and neutral to or opposing extension for Q18 (n=50 for online; n=109, weighted, for telephone)



Notes

Among those not supporting the tax extension, online respondents were much more likely than telephone's to cite, as justification for their position, a need for more information, a desire to spend taxes more wisely, and a desire to avoid irresponsible spending. Conversely, respondents in the telephone survey were much likelier to say they want to avoid an additional tax burden.

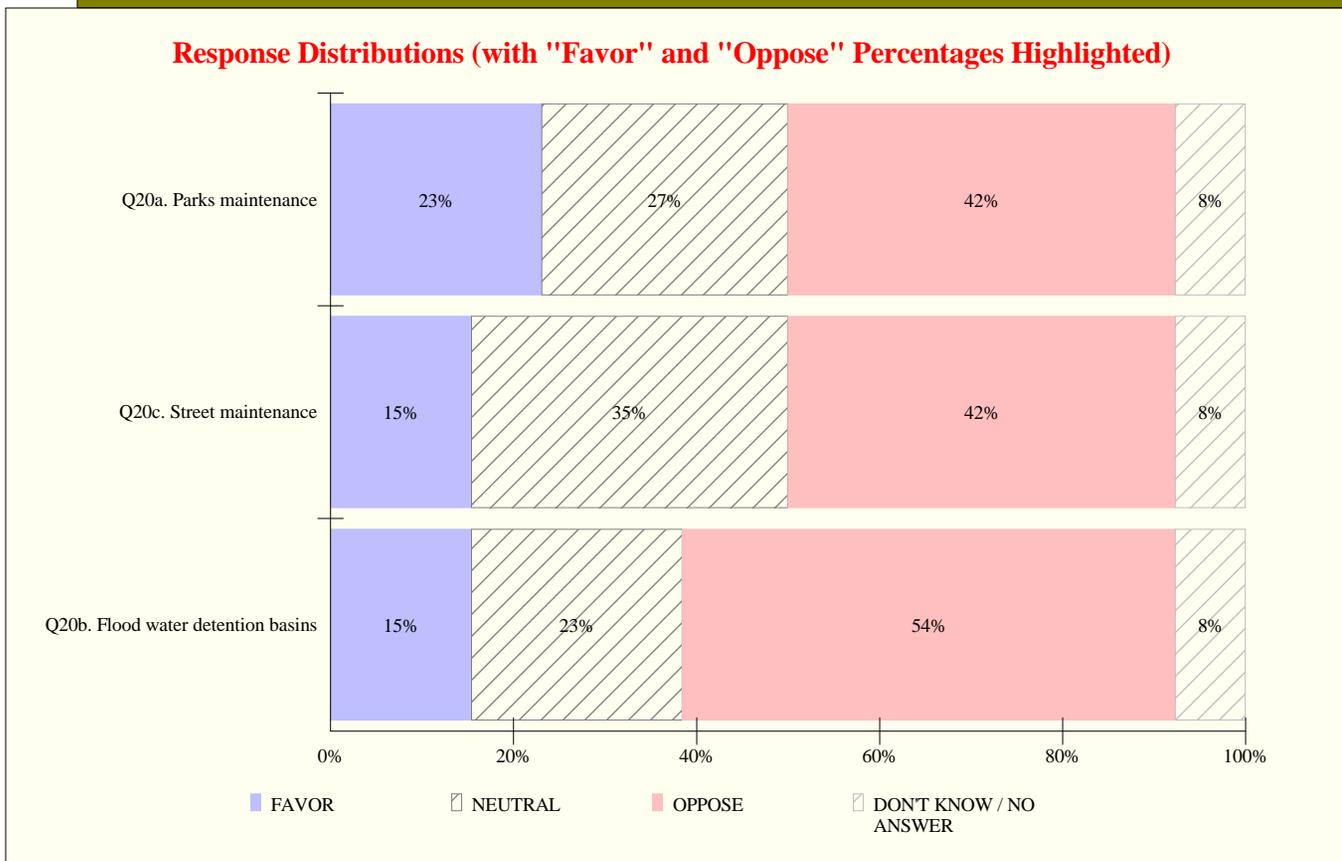
Answers are rank-ordered using online percentages. Verbatim responses to Q19 are listed in this volume's appendix.

Figure 34

Anticipated Positions on Various Tax Extension Measures

Q20a-c. "Would you tend to favor, be neutral to, or oppose a different measure that would help fund each of the following?"

Base for chart: Registered voters voting "always" or "most of the time" and opposing extension for Q18 (n=26)



Notes

The 29 consistent voters in the online survey opposing a tax extension were asked how they would react to a different measure covering, in turn, each of the three areas listed. Only one in four (23%) said they would support a measure incorporating parks maintenance; fewer would support ones incorporating street maintenance or flood water detention basins.

The next chart compares these results to the telephone survey's.

Segment percentages sum to 100% within each bar. Items are rank-ordered using "favor" percentages.

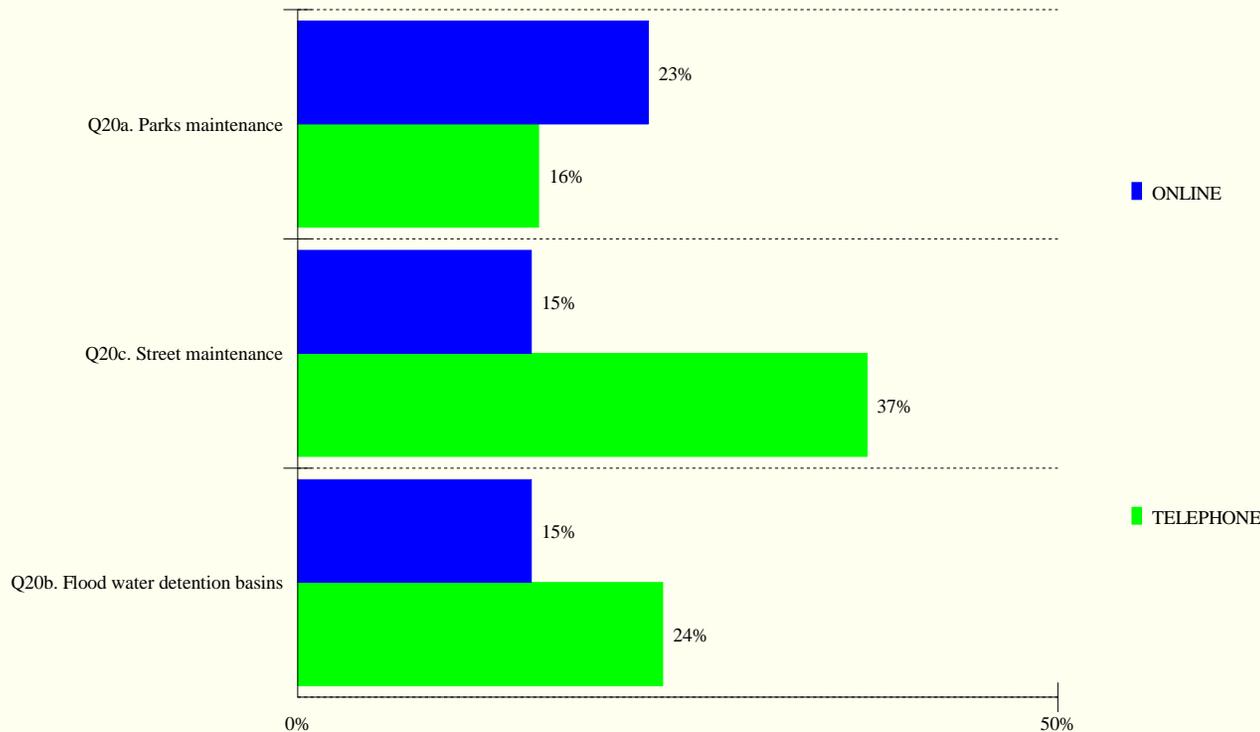
Figure 35

Anticipated Positions on Various Tax Extension Measures by Survey

Q20a-c. "Would you tend to favor, be neutral to, or oppose a different measure that would help fund each of the following?"

Base for chart: Registered voters voting "always" or "most of the time" and opposing extension for Q18 (n=26 for online; n=63, weighted, for telephone)

Percent Favoring Each Measure



Notes

Among those answering this question – 26 online and 63 telephone survey respondents, all consistent voters opposing the proposed tax extension – those from the online sample were more likely than telephone's to favor a measure addressing park maintenance, while the reverse was true for measures incorporating street maintenance or flood water detention basins.*

* The small sub-samples make conclusions about Q20a-c unreliable.

The item rank-ordering matches the previous chart's.

Respondent Background Characteristics

*Graphic Summary Addendum
(Additional Background Measurement Results)*



Figure 36

Gender and Age by Survey

S1. "First, what is your gender?"
S3. "Please indicate your age category."

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples



Segment percentages sum to 100% within each bar.

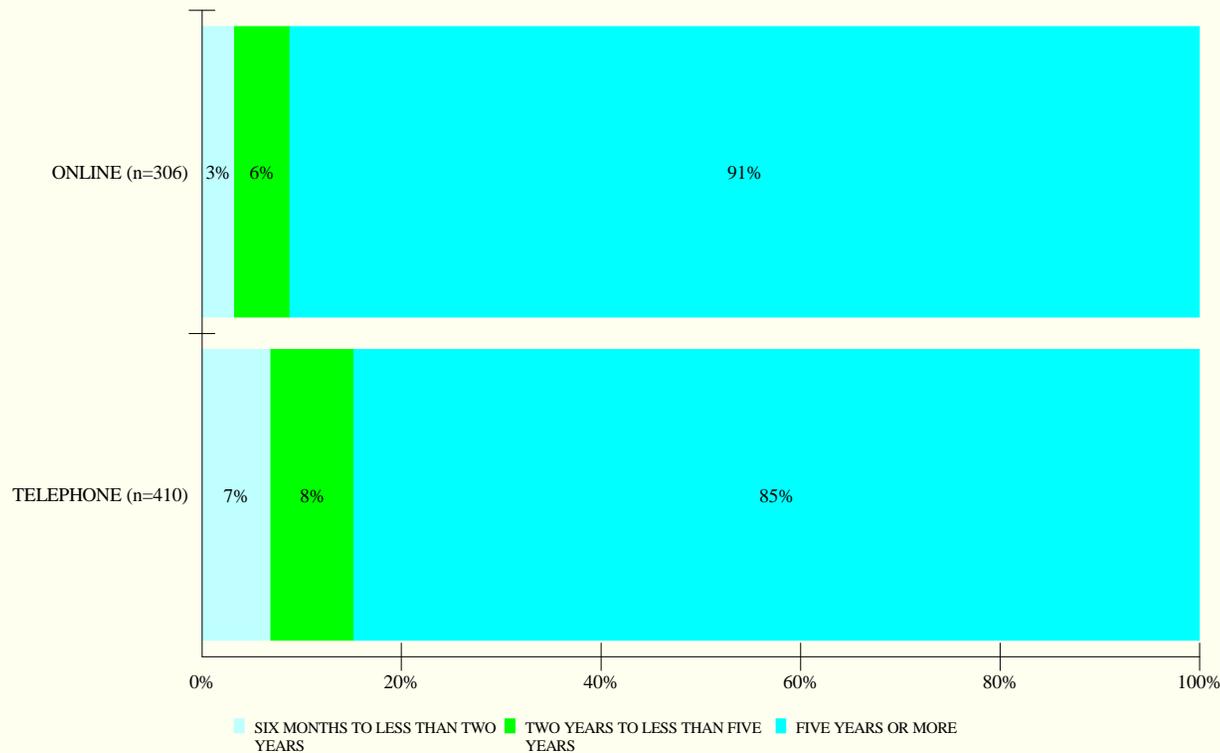
Figure 37

Length of Time Residing in Vacaville by Survey

S4. "How long have you lived in the city of Vacaville? Less than six months, six months to less than two years, two years to less than five years, or five years or more?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples

Response Distributions



Notes

Interviewees were required to have lived in Vacaville for at least six months.

Segment percentages sum to 100% within each bar.

Figure 38

Parental Status by Survey

Q13a-b. "Are you the parent or guardian of at least one child aged as listed and currently living in Vacaville? Yes or no?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples

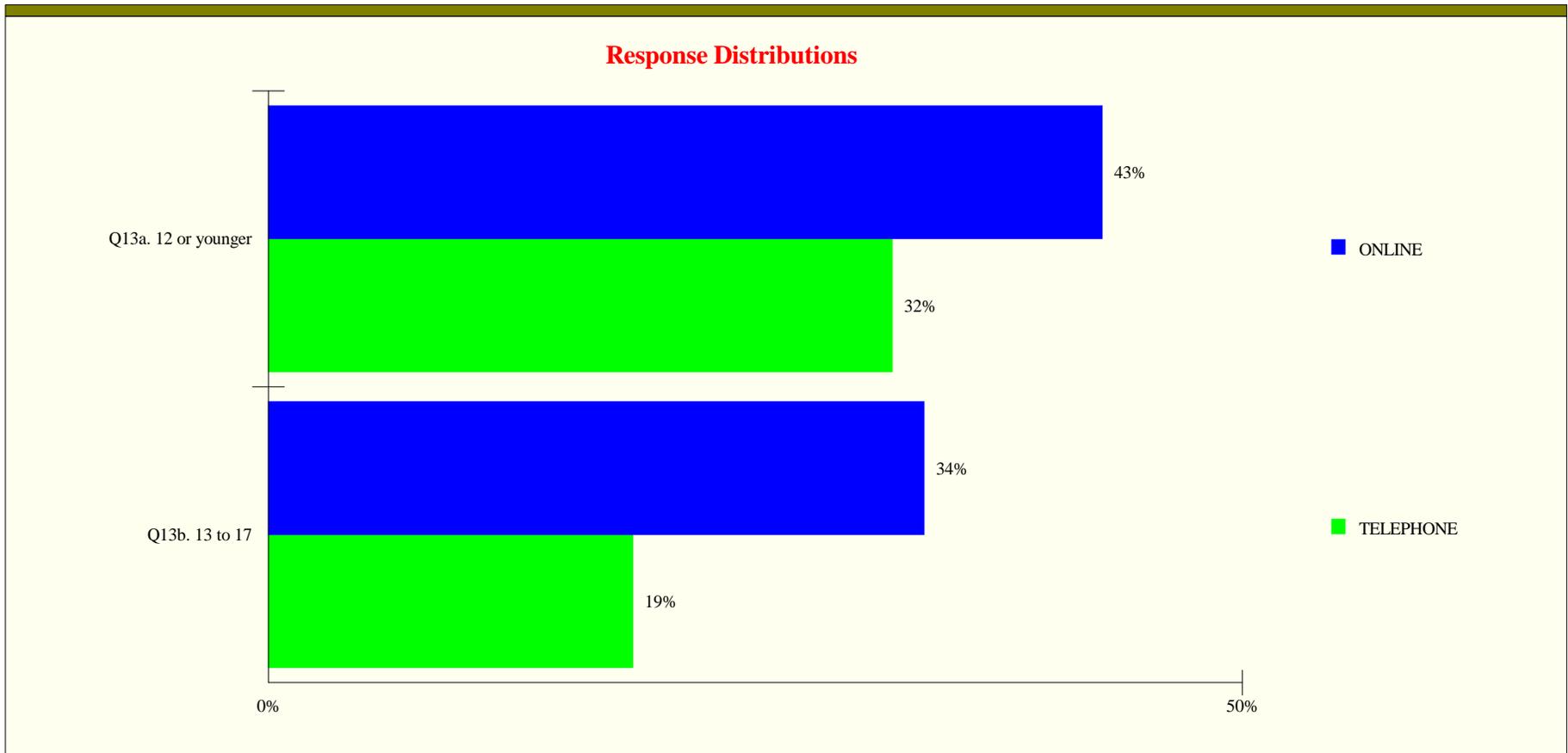
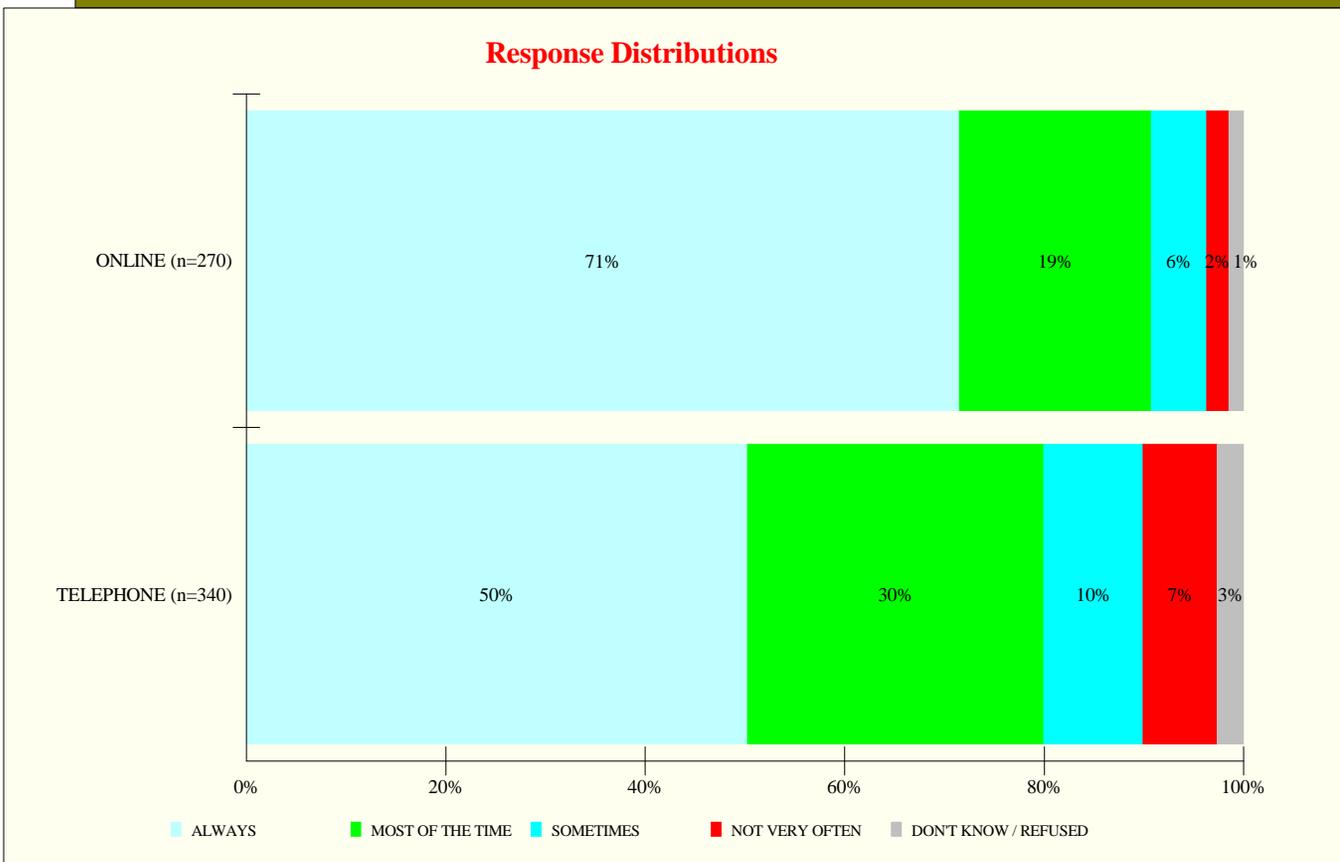


Figure 39

Frequency of Voting by Survey

D1. "How often do you vote in City of Vacaville municipal elections? Always, most of the time, sometimes, or not very often?"

Base for chart: Those reporting, for Q17, being currently registered to vote; survey sub-sample sizes are listed



Notes

For both surveys, consistent voters were defined to be those voting either "always" or "most of the time."

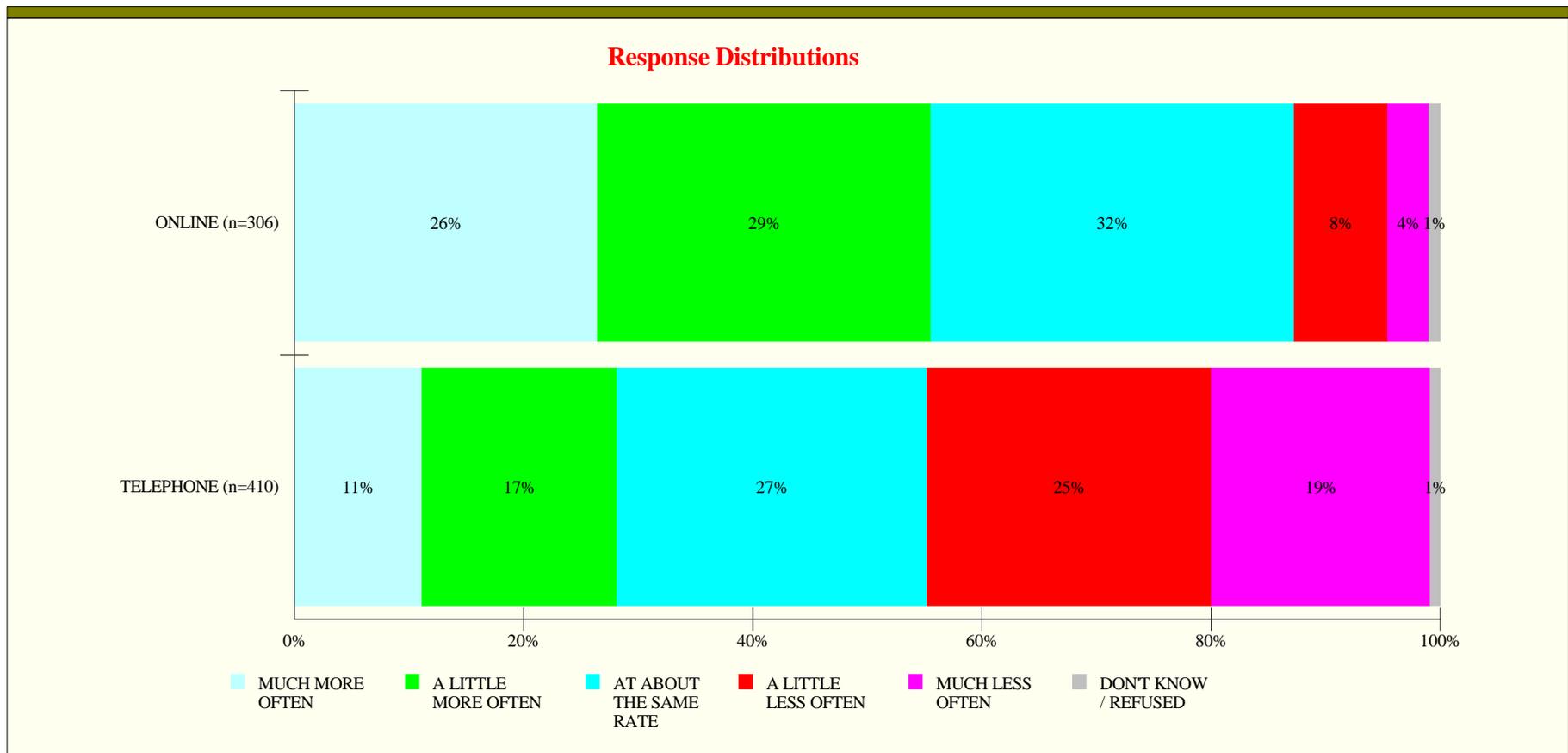
Segment percentages sum to 100% within each bar.

Figure 40

Relative Participation in Recreational Activities by Survey

D2. "Compared to other adults you know, do you think you participate in recreational activities of any type much more often, a little more often, at about the same rate, a little less often, or much less often than average?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples



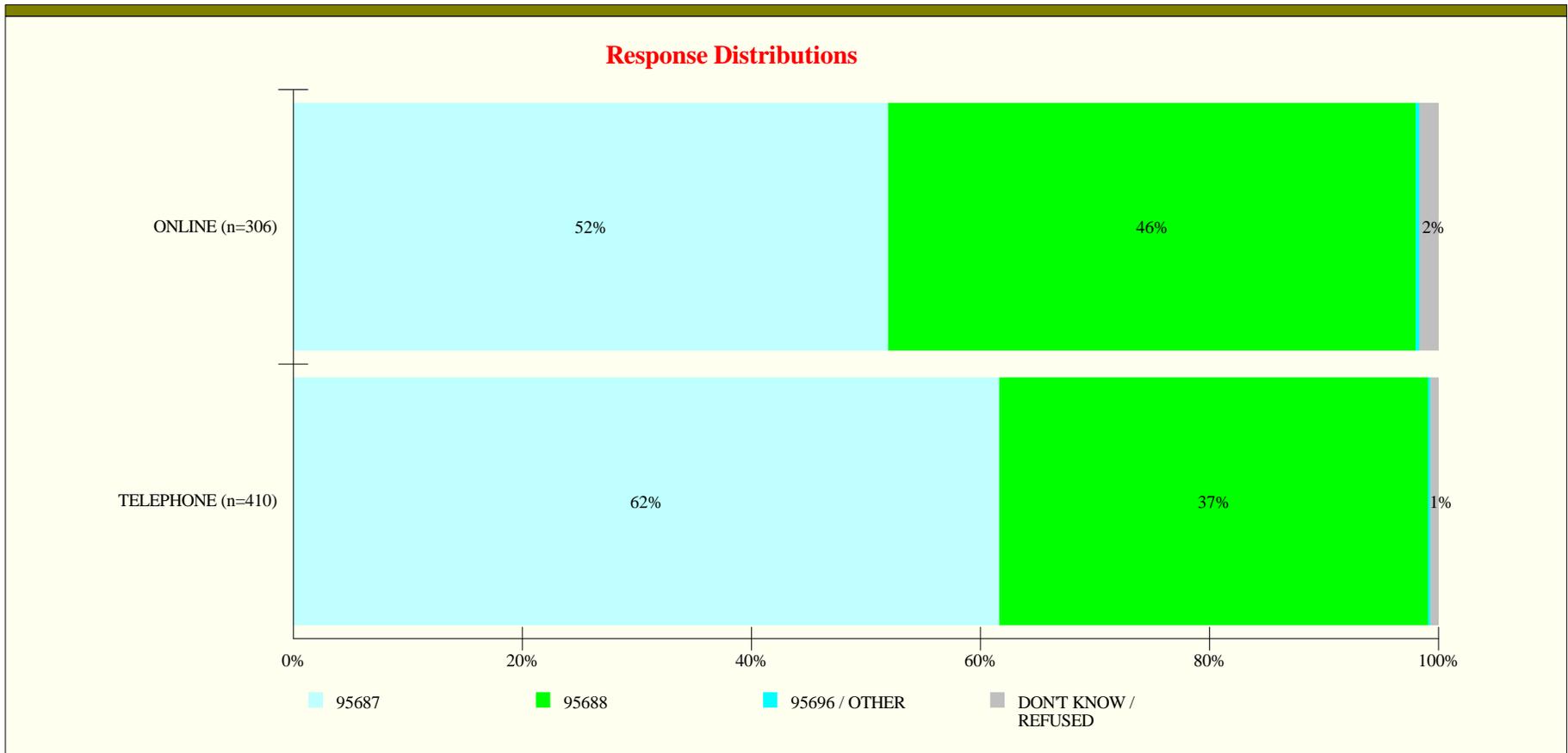
Segment percentages sum to 100% within each bar.

Figure 41

Location of Residence by Survey

D3. "What is the zip code of your primary home?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples



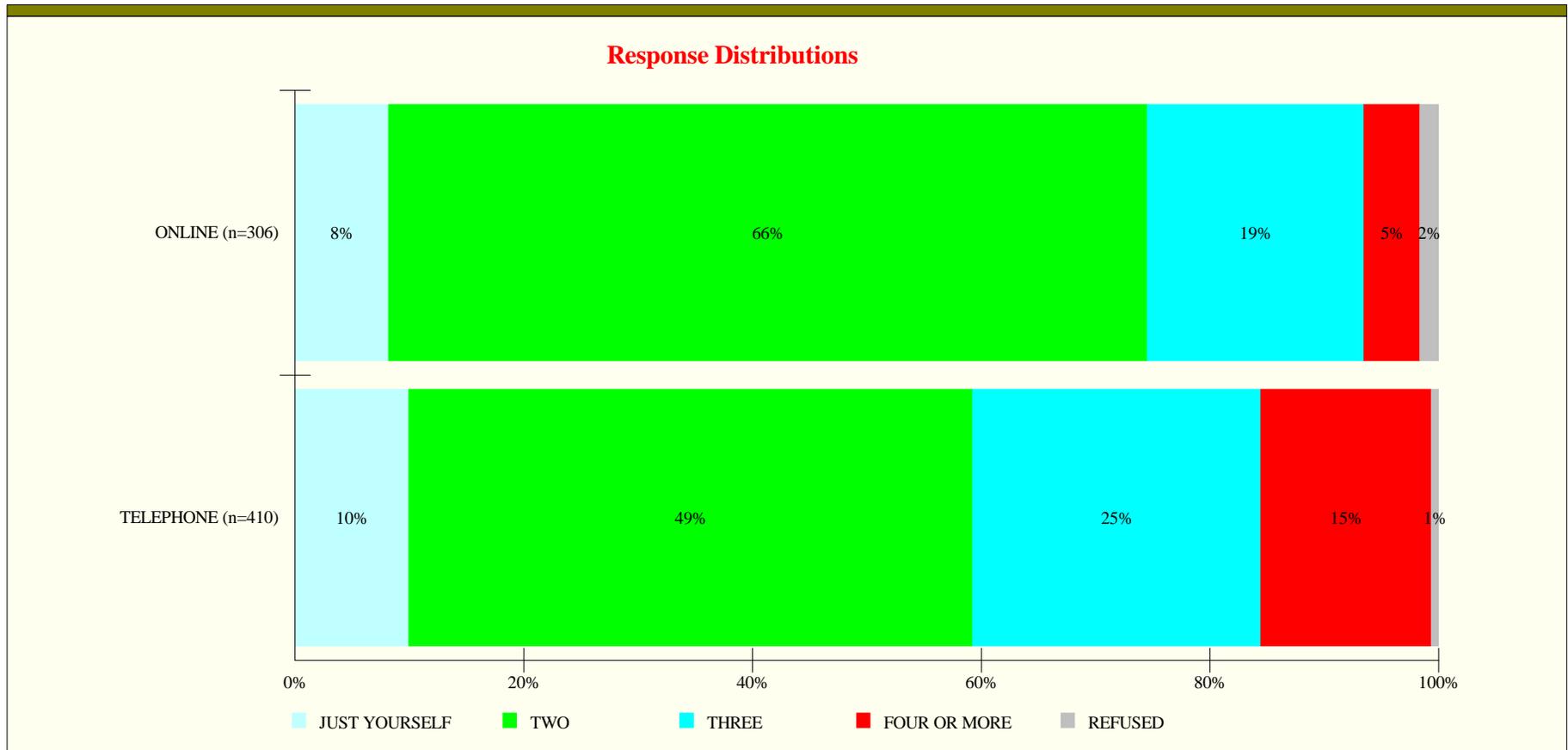
Segment percentages sum to 100% within each bar.

Figure 42

Number of Adults in the Household by Survey

D4. "How many adults aged 18 or older, including yourself, currently live in your household? Just yourself, two, three, or four or more?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples



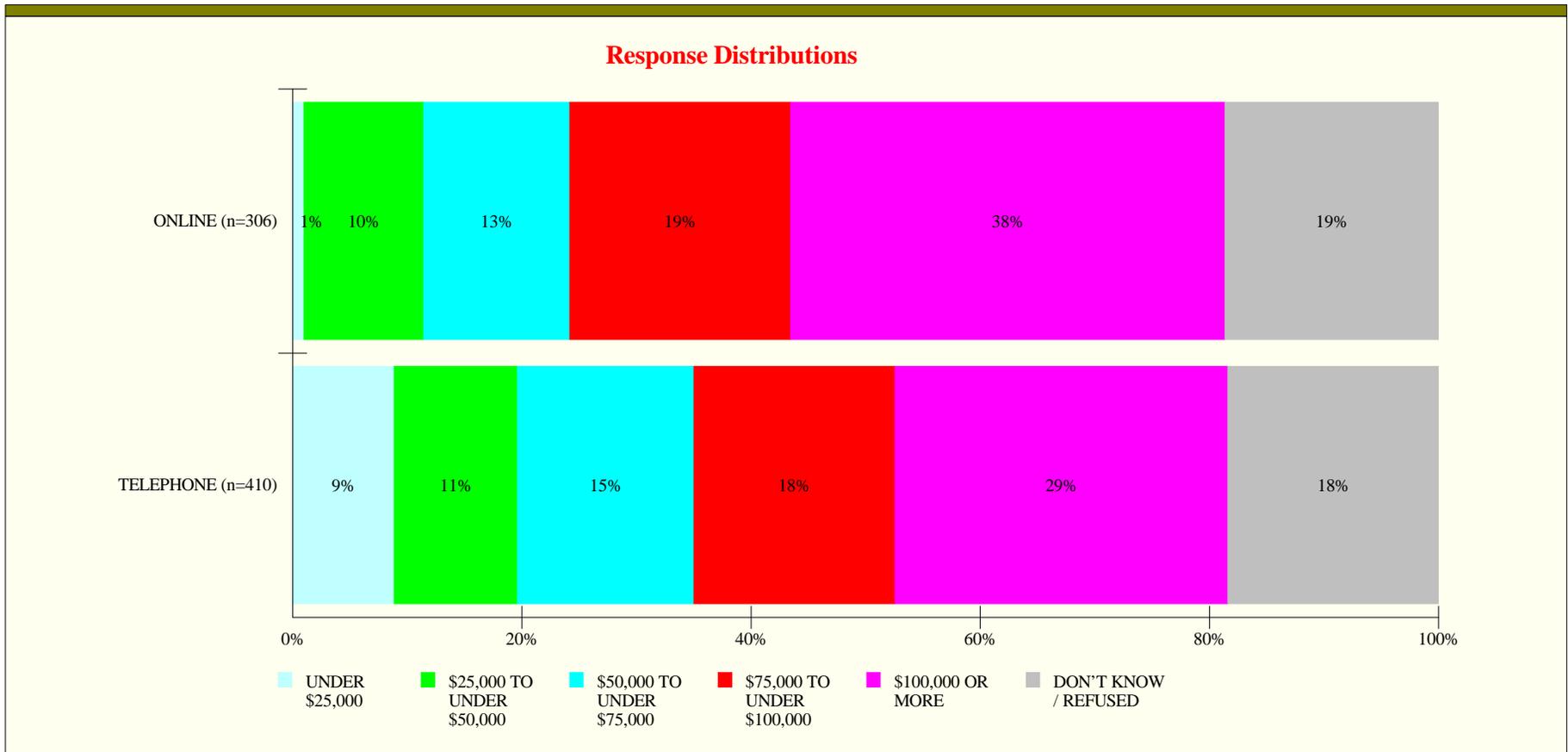
Segment percentages sum to 100% within each bar.

Figure 43

Total Annual Household Income by Survey

D5. "What Is the total annual household income for all members in your household, aged 18 and over?"

Base for chart: Total online (n=306) and telephone (n=410, weighted) samples



Segment percentages sum to 100% within each bar.