

# Davie County

## High School

## Re-Purposing Project

## Public Survey

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Findings Report

**Submitted to Davie County, NC:**

ETC Institute  
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Olathe, Kansas  
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**April 2017**





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# Davie County High School Re-Purposing Project Public Survey Executive Summary

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## Overview

ETC Institute administered a needs assessment survey for Davie County during the spring of 2017. The survey was administered as part of the County's efforts to seek input regarding the re-purposing of Davie County High School. The survey and its results will guide the County as they conduct a master plan for a proposed new park to be located at the current high school in the near future. The survey will also help the County better understand the priorities of the community and the results will help guide future improvements regarding the development of recreation and parks.

## Methodology

ETC Institute mailed a survey packet to a random sample of households in Davie County. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it on-line at [bit.do/daviecountysurvey](http://bit.do/daviecountysurvey).

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Davie County from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 300 residents. The goal was exceeded with a total of 686 residents completing the survey. The overall results for the sample of 686 households have a precision of at least +/-3.74% at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

The major findings of the survey are summarized below and on the following pages.

## Indoor Facilities

Respondents were given a list of potential indoor recreation features that could be included within existing or new space. Respondents were then asked to indicate approximately how often members of their household would use each potential feature. Based on the sum of “several times per week”, “a few times per month”, and “at least once a month” responses respondents indicated they would most use the following four facilities: indoor running and walking track (68%), indoor aquatics and swimming center (61%), weight room/cardiovascular equipment area (53%), and aerobics, fitness, and dance space (50%).

Respondents were also asked to rate the four potential features members of their household would be most likely to use if it was included in the Davie County High School property re-purposing. Based on the sum of respondents’ top four choices, the four most important facilities to residents were: indoor running and walking track, indoor aquatics and swimming center, weight room and cardiovascular equipment area, and interactive playground area.

## Outdoor Facilities

Respondents were given a list of potential outdoor recreation features that could be incorporated into the outdoor space of the high school site. Respondents were then asked to indicate approximately how often members of their household would use each potential feature. Based on the sum of “several times per week”, “a few times per month”, and “at least once a month” responses respondents indicated they would most use the following four facilities: farmer’s market (73%), walking trail and biking trails (73%), greenway connection (50%), and nature center (47%).

Respondents were also asked to rate the four potential features members of their household would be most likely to use if it was included in the Davie County High School property re-purposing. Based on the sum of respondents’ top four choices, the four most important facilities to residents were: walking trail and biking trails, farmer’s market, dog park, and adventure course.

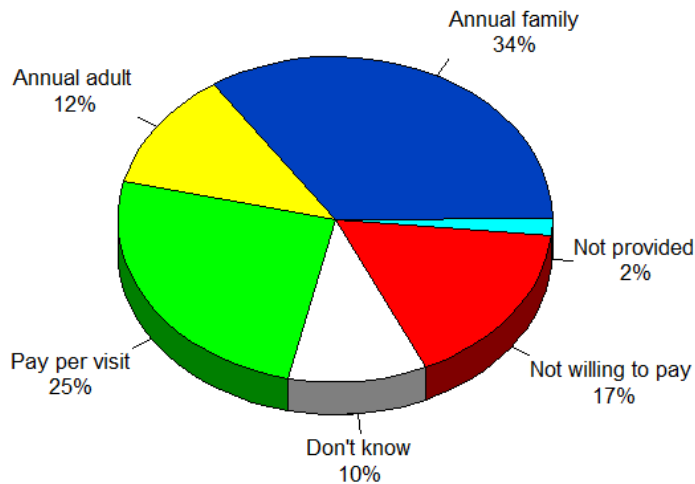
## Regional Attractions

Respondents were given a list of potential niche features that could be incorporated into the re-purposing of the high school site. Respondents were then asked to indicate approximately how often members of their household would use each potential feature. Based on the sum of “several times per week”, “a few times per month”, and “at least once a month” responses respondents indicated they would most use the following four facilities: active adult playground and exercise equipment (44%), obstacles and fitness challenge facilities (33%), indoor multiuse field (24%), and Ninja Warrior facilities (23%).

Respondents were also asked to rate the four potential features members of their household would be most likely to use if it was included in the Davie County High School property re-purposing. Based on the sum of respondents’ top four choices, the four most important facilities to residents were: active adult playground and exercise equipment, obstacles and fitness challenge facilities, indoor multiuse field, and cycling track.

## Pricing and Cost Evaluations

Davie County residents were asked multiple questions regarding the operating costs of a recreational park complex/center that has the features they most preferred. Residents were informed that the cost of operating a recreational park complex/center would need to be covered in part by user fees. The chart on the following page shows the distribution of respondents regarding the types of passes they would be most interested in purchasing.



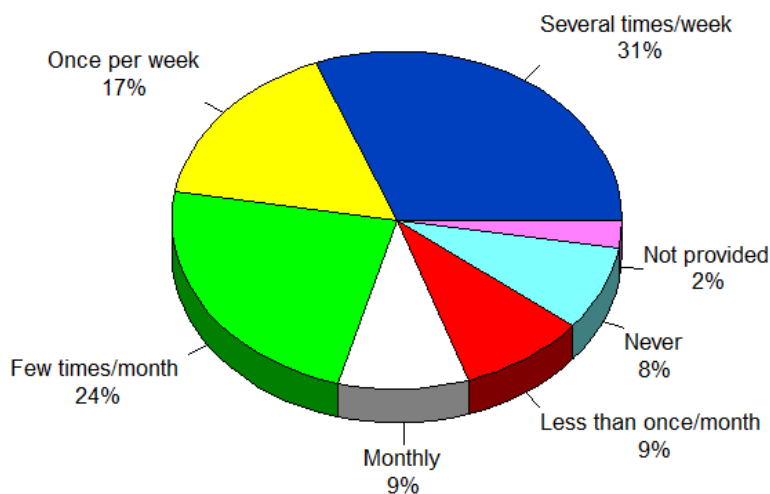
Thirty-four percent (34%) of respondents indicated they would prefer to pay to use a community center by purchasing an annual family pass. Respondents who would prefer to purchase an annual family pass were asked to indicate the maximum amount they would be willing to pay per month for their pass. A majority (61%) of respondents indicated they would pay less than \$50 per month, 29% would be willing to pay \$50-\$59 per month, 4% would pay \$60-\$69 per month, 5% would pay \$70 per month, and 1% of respondents who indicated they would purchase an annual family pass did not indicate a dollar amount.

Twelve percent (12%) of respondents indicated they would prefer to pay to use a community center by purchasing an annual adult pass. A majority (53%) of respondents indicated they would pay less than \$25 per month, 25% would be willing to pay \$25-\$34 per month, 4% would pay \$35-\$44 per month, and 6% would pay \$45 per month.

Twenty-five percent (25%) of respondents indicated they would prefer to pay to use a community center by paying per visit. A majority (54%) of respondents indicated they would pay less than \$8 per day, 23% would be willing to pay \$8-\$8.49 per day, 7% would pay \$8.50-\$8.99 per day, 5% would pay \$9-\$9.49 per day, 7% would pay \$9.50 or more per day, and 4% of respondents who indicated they would use a potential recreation park complex/center did not provide an answer.

## Additional Findings

Respondents were asked to indicate how often their household would visit a recreational complex/community center if the Davie High School property is re-purposed with the recreation, fitness, and community programs they most prefer. There were a variety of responses given ranging from several times per week to never. The chart below shows the distribution among the responses.



Respondents were asked to indicate what priority the re-purposing of Davie County High School into a recreational park complex/community center compared to other issues in the County. Forty-three percent (43%) of respondents indicated that the re-purposing of Davie County High School is either a “very high” (18%) or “high” (25%) priority compared to other issues in the County. Twenty-nine percent (29%) of respondents think it is a “medium” priority, 22% percent think it is “low” priority, and 6% indicated they did not know.

## Conclusions

Most of the potential features that respondents indicated they would use most often were the same as the facilities respondents indicate they would be most likely to use. Developing the types of programs and amenities respondents indicated as those they would be most likely to use would likely benefit the largest number of residents in Davie County. In order to ensure residents become users of the potential recreational park complex/community center the features respondents indicated they would be most likely to use must be included.

Although 17% of respondents indicated they would not be willing to pay to use a potential recreational park complex/community center 81% of respondents indicated they would either purchase an annual family pass, an annual adult pass, or pay per visit to use the potential recreation park/community center. The numbers regarding the maximum amount respondents would be willing to pay for the three types of passes are very promising. Although most respondents selected the cheapest option for each type of pass, nearly one out of every three respondents selected the second tier cost option. Further understanding the amount residents would pay to use the potential recreation park/community center will give valuable insight into the types of features that are feasible for the re-purposed site. Another promising sign is the number of respondents who indicated they would visit a recreational complex/community center with the types of recreation, fitness, and community programs they most prefer several times per week. Nearly 70% of respondents indicated they would use the re-purposed site at least a few times per month. Respondents indicated there is interest in re-purposing Davie County High School, and they also gave promising feedback on their usage and willingness to pay.

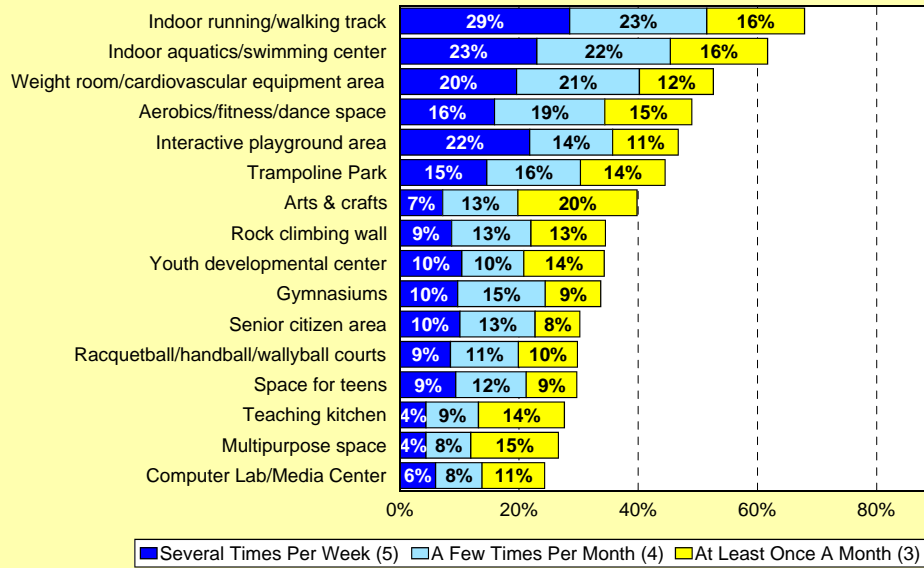
# Section 1

## *Charts and Graphs*

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### Q1. How Often Households Would Use Various Potential Features Included in Indoor Recreation

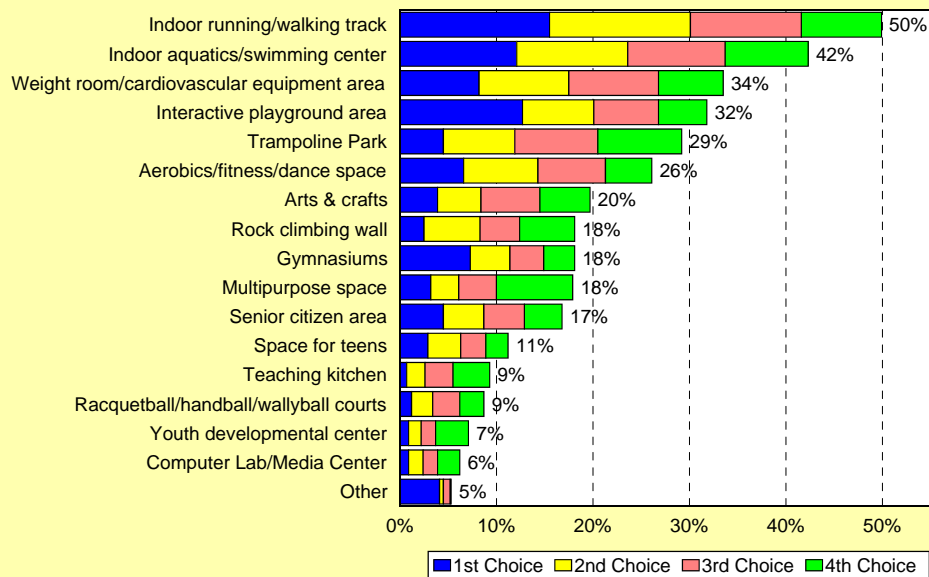
by percentage of respondents who would use each feature at least once a month



Source: ETC Institute (2017)

### Q2. Potential Features Household Would be Most Likely to Use

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

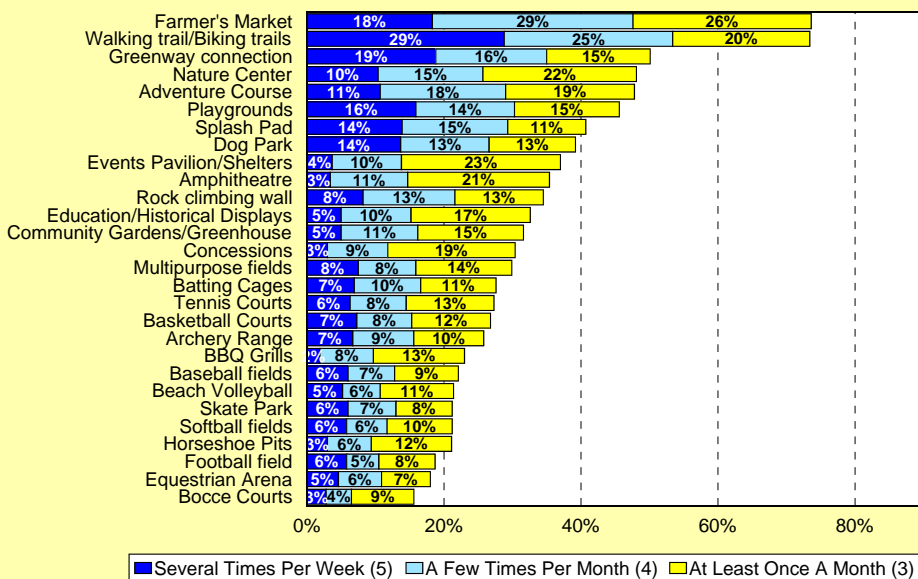


Source: ETC Institute (2017)



### Q3. How Often Households Would Use Various Potential Features Incorporated in Outdoor Space

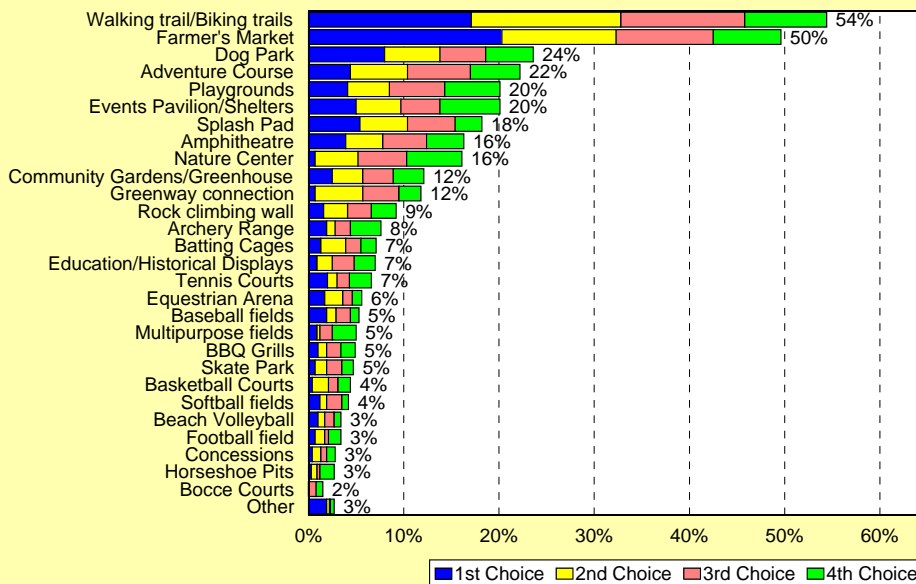
by percentage of respondents who would use each feature at least once a month



Source: ETC Institute (2017)

### Q4. Potential Features Household Would be Most Likely to Use

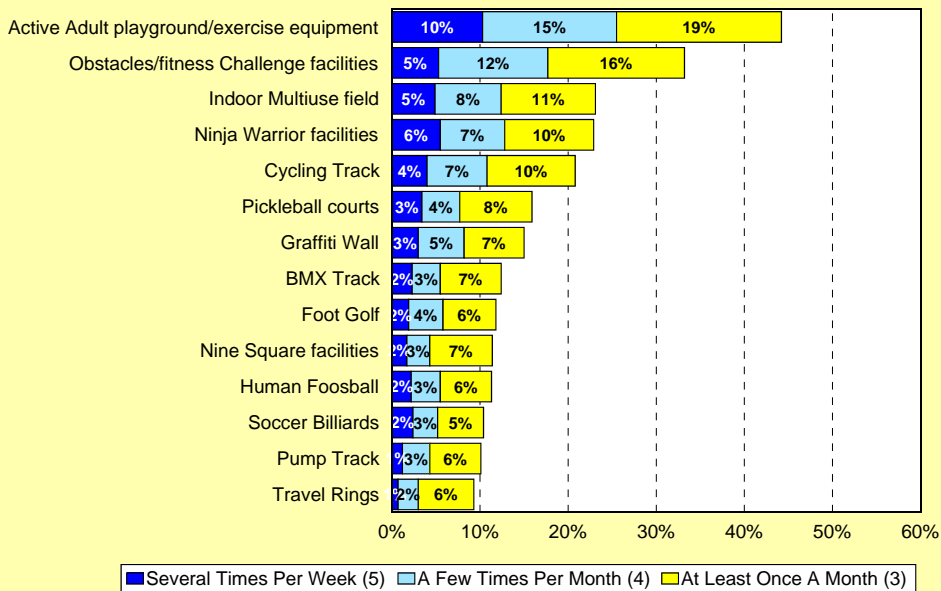
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2017)

### Q5. How Often Households Would Use Various Potential Features Incorporated in Repurposing of High School

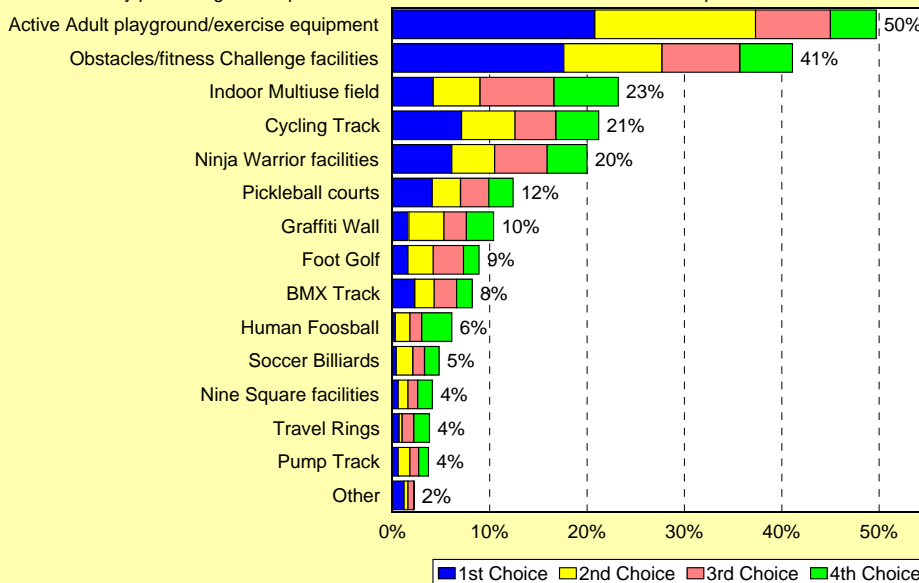
by percentage of respondents who would use each feature at least once a month



Source: ETC Institute (2017)

### Q6. Potential Features Household Would be Most Likely to Use

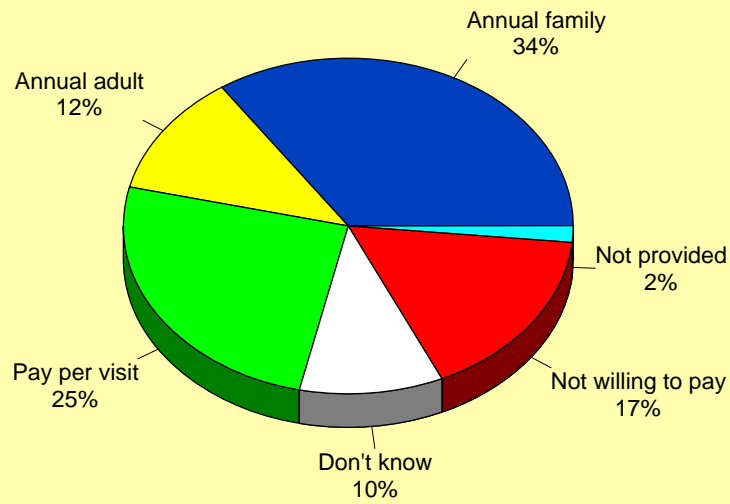
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2017)

### Q7. Preferred Way of Paying to Use a Community Center

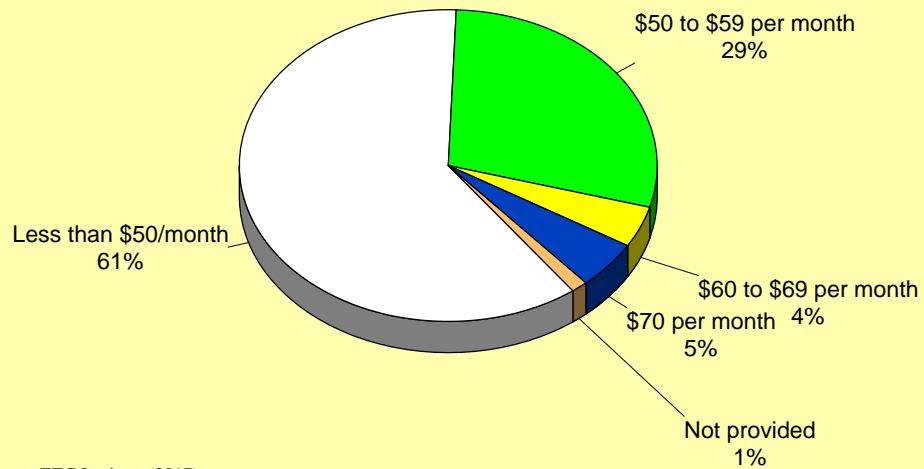
by percentage of respondents



Source: ETC Institute (2017)

### Q8a. Maximum Amount Willing to Pay for a Family Pass

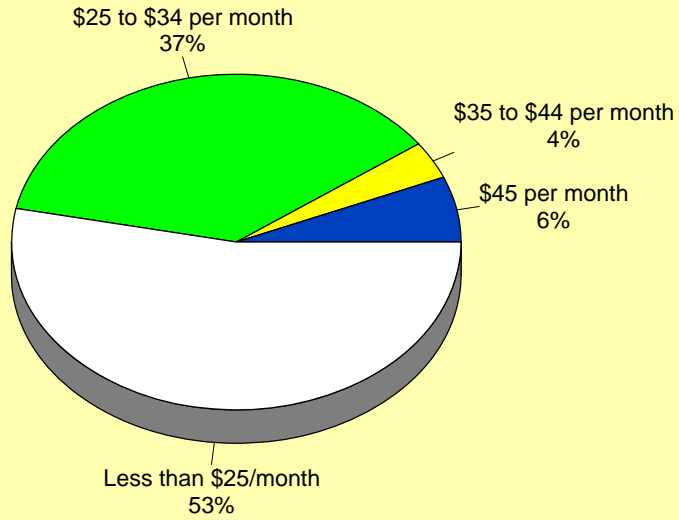
by percentage of respondents who chose this method



Source: ETC Institute (2017)

### Q8b. Maximum Amount Willing to Pay for an Individual Adult Pass

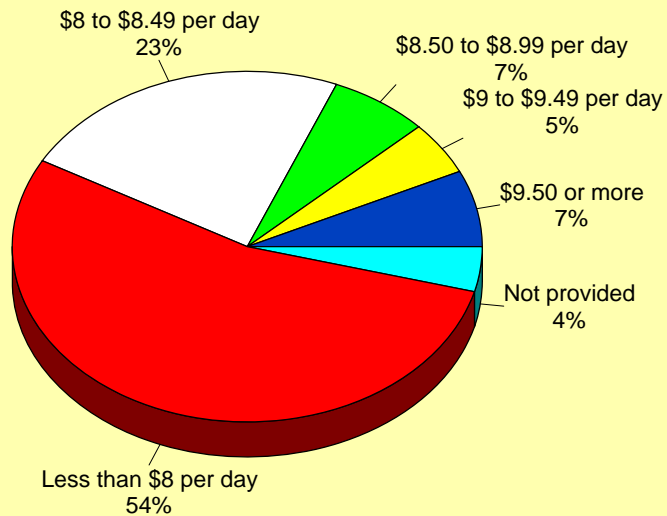
by percentage of respondents who chose this method



Source: ETC Institute (2017)

### Q8c. Maximum Amount Willing to Pay for a Daily Adult Fee

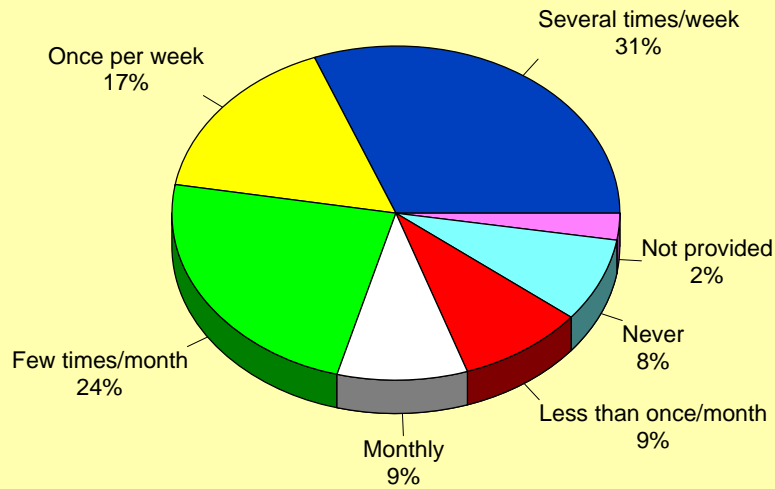
by percentage of respondents who chose this method



Source: ETC Institute (2017)

### Q9. How Often Households Would Visit Recreational Complex/Community Center

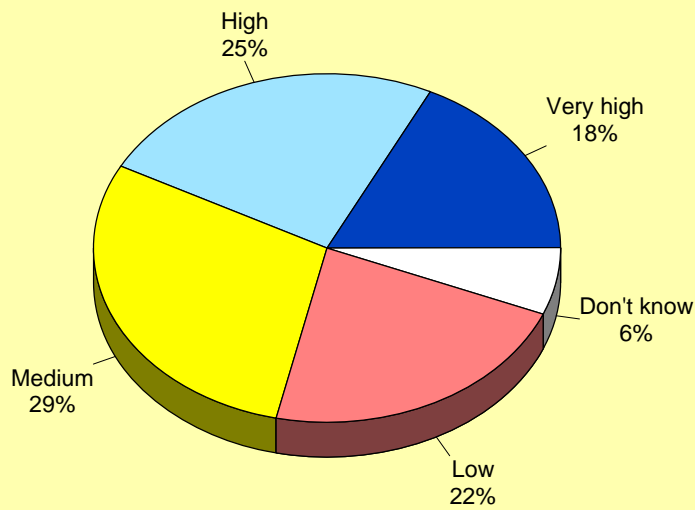
by percentage of respondents



Source: ETC Institute (2017)

### Q10. Priority of Re-Purposing of Davie County High School Into Recreational Park Complex/Community Center

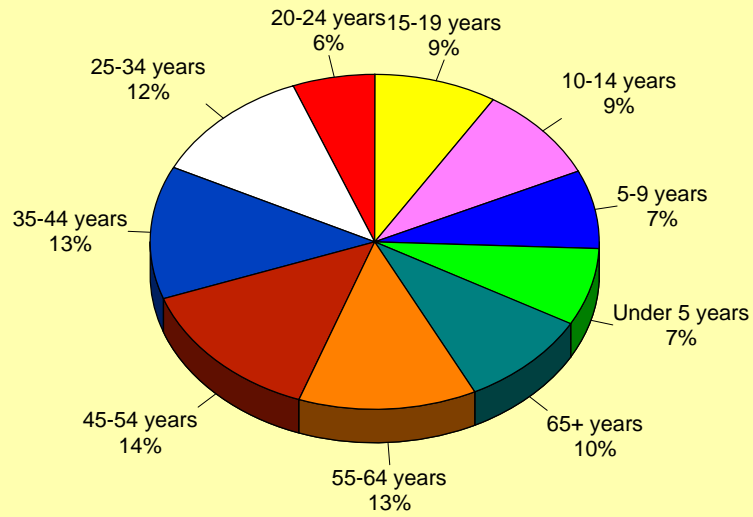
by percentage of respondents



Source: ETC Institute (2017)

### Q11. Demographics: Ages of People in Household

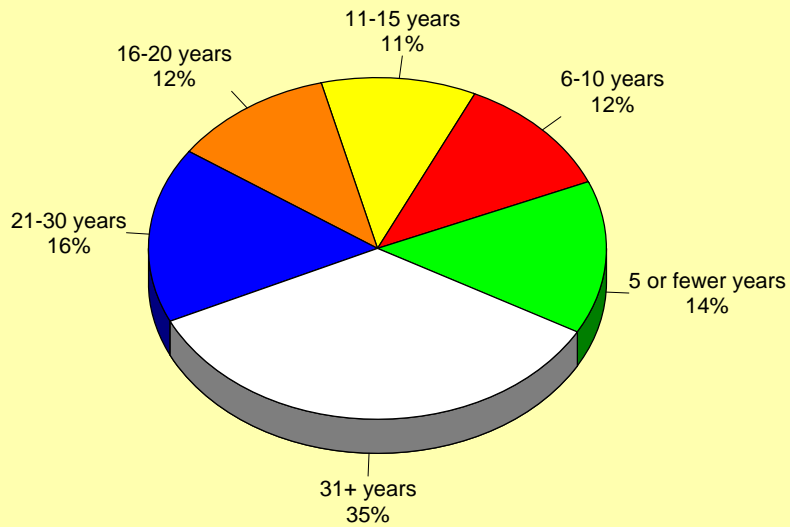
by percentage of respondents



Source: ETC Institute (2017)

### Q12. Demographics: How many years have you lived in Davie County?

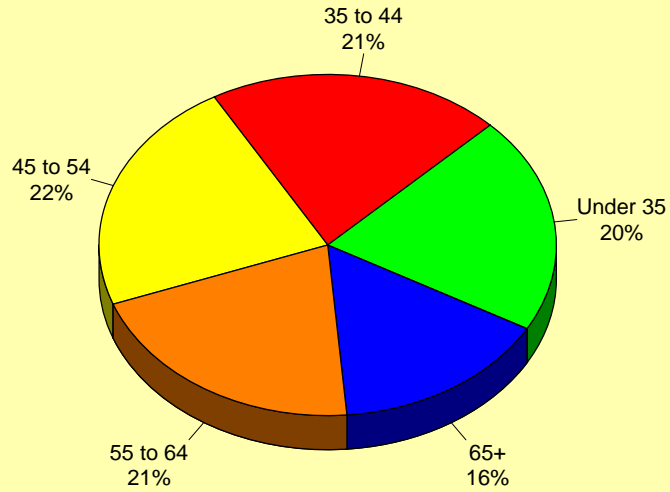
by percentage of respondents



Source: ETC Institute (2017)

### Q13. Demographics: What is your age?

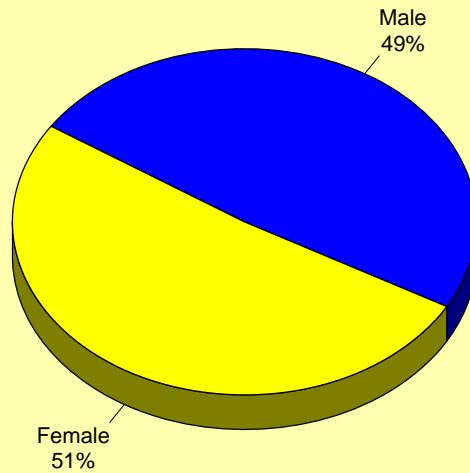
by percentage of respondents



Source: ETC Institute (2017)

### Q14. Demographics: Gender

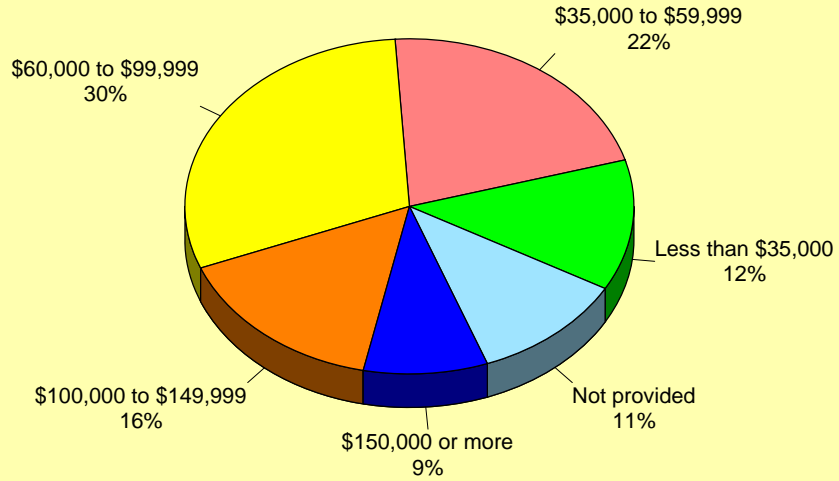
by percentage of respondents



Source: ETC Institute (2017)

### Q15. Demographics: Total Annual Household Income

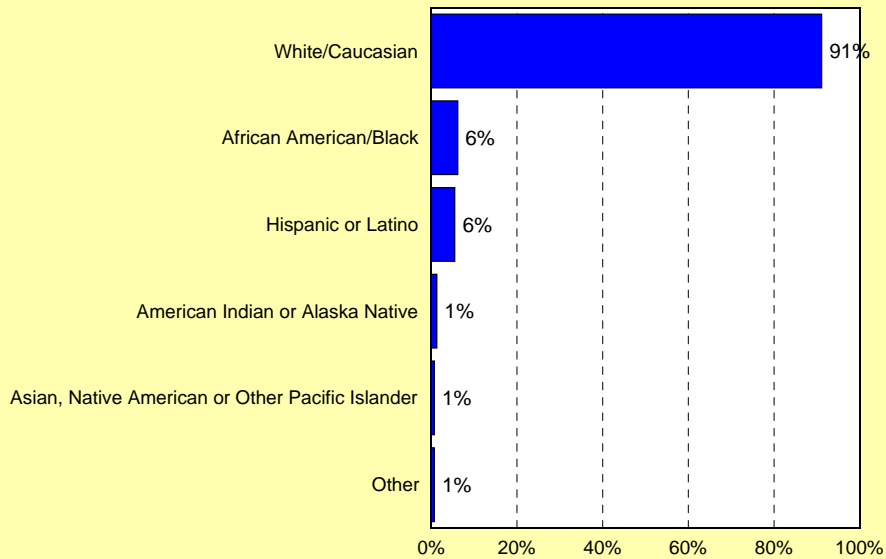
by percentage of respondents



Source: ETC Institute (2017)

### Q16. Demographics: What is your race/ethnicity?

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)



## **Section 2**

### ***Tabular Data***

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**Q1. Listed below are potential features that could be included as indoor recreation within existing or new space. For each one, please indicate approximately how often you and members of your household would use each of these features. (without "not provided")**

(N=686)

	Several times per week	A few times per month	At least once a month	Less than once a month	Seldom or never
Q1-1. Gymnasium for basketball, volleyball, etc..	9.7%	14.7%	9.3%	14.1%	52.1%
Q1-2. Space for teens	9.4%	11.8%	8.5%	9.6%	60.8%
Q1-3. Multipurpose space (with warming kitchen) for classes, meetings, receptions, & birthday parties	4.4%	7.5%	14.7%	35.2%	38.1%
Q1-4. Aerobics/fitness/dance space	15.9%	18.5%	14.6%	14.9%	36.1%
Q1-5. Arts & crafts studios	7.2%	12.6%	20.0%	20.6%	39.5%
Q1-6. Teaching kitchen	4.4%	8.8%	14.3%	16.0%	56.4%
Q1-7. Weight room/cardiovascular equipment area	19.6%	20.6%	12.4%	13.5%	33.9%
Q1-8. Senior citizen area	10.1%	12.6%	7.5%	9.9%	59.8%
Q1-9. Indoor running/walking track	28.5%	23.0%	16.4%	10.8%	21.2%
Q1-10. Youth development center	10.4%	10.4%	13.5%	11.7%	54.0%
Q1-11. Rock climbing wall	8.7%	13.3%	12.5%	17.5%	48.0%
Q1-12. Racquetball/handball/wallyball courts	8.5%	11.4%	9.9%	15.5%	54.7%
Q1-13. Indoor aquatics/swimming center	23.0%	22.4%	16.3%	12.0%	26.3%
Q1-14. Interactive playground area for young children with features such as tunnels, slides, moon walk, etc..	21.8%	13.9%	11.0%	11.0%	42.4%
Q1-15. Trampoline park	14.6%	15.7%	14.2%	13.3%	42.2%
Q1-16. Computer lab/Media center	6.0%	7.8%	10.5%	14.1%	61.6%
Q1-17. Other	30.8%	16.5%	9.9%	1.1%	41.8%

**Q1. Other**

<u>Q1-17. Other</u>	<u>Number</u>	<u>Percent</u>
A place for teenagers to do things with their friends	1	1.8 %
ALL PURPOSE FOR ALL AGES	1	1.8 %
An outside pool and aquatic center	1	1.8 %
Arcade/game room, with modern consoles and/or high-end gaming	1	1.8 %
BMX track, man made mountain bike track	1	1.8 %
Ballroom dance	1	1.8 %
Batting cage	2	3.6 %
Bicycle and hiking trails	1	1.8 %
Bicycle facilities, 200m velodrome, Mountain bike trails, pump track	1	1.8 %
Bowling alley	2	3.6 %
CONFERENCE ROOM	1	1.8 %
Childcare	1	1.8 %
Daycenter for the homeless in Davie County	1	1.8 %
Disc golf course	1	1.8 %
Disc golf course, baseball fields	1	1.8 %
Dog park	3	5.5 %
Equestrian activities	1	1.8 %
Equine center	1	1.8 %
Event Space (large)	1	1.8 %
Fun stuff	1	1.8 %
GYMNASTICS TRAINING	1	1.8 %
Gallery space for Davie County artists	1	1.8 %
INDOOR MOUNTAIN BIKE PARK	1	1.8 %
Meeting rooms for clubs (ex. games, computer, book club, etc..)	1	1.8 %
Offer the gym to Davidson County Community College to use	1	1.8 %
Outdoor aquatic center	1	1.8 %
Outdoor pool/splash park	1	1.8 %
Outdoor walking & biking trail	1	1.8 %
Pickle ball	2	3.6 %
Raze the current high school	1	1.8 %
Rope course, disc golf course	1	1.8 %
Softball/baseball fields	1	1.8 %
Splash pad, water play area	1	1.8 %
THEATER	1	1.8 %
Tennis courts	1	1.8 %
Use as a meeting area for large group presentations	1	1.8 %
YOGA	1	1.8 %
Youth confidence and team and leadership building	1	1.8 %
a safe place where our cheerleaders can come and practice	1	1.8 %
a veterans' and homeless help center	1	1.8 %
mountain bike trails, disc golf course	1	1.8 %
outdoor amphitheater	2	3.6 %
school	2	3.6 %
skateboard park	3	5.5 %
soccer fields	1	1.8 %
soccer fields, baseball fields, outdoor walking/tuning trails	1	1.8 %
Total	55	100.0 %

**Q2. Which FOUR of the features listed above in Question 1 would you and members of your household be MOST likely to USE if it was included in the Davie County High School property re-purposing?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Gymnasium for basketball, volleyball, etc.	50	7.3 %
Space for teens	20	2.9 %
Multipurpose space (with warming kitchen) for classes, meetings, receptions, & birthday parties	22	3.2 %
Aerobics/fitness/dance space	45	6.6 %
Arts & crafts studios	27	3.9 %
Teaching kitchen	5	0.7 %
Weight room/cardiovascular equipment area	56	8.2 %
Senior citizen area	31	4.5 %
Indoor running/walking track	106	15.5 %
Youth development center	6	0.9 %
Rock climbing wall	17	2.5 %
Racquetball/handball/wallyball courts	8	1.2 %
Indoor aquatics/swimming center	83	12.1 %
Interactive playground area for young children with features such as tunnels, slides, moon walk, etc.	87	12.7 %
Trampoline Park	31	4.5 %
Computer Lab/Media Center	6	0.9 %
Other	28	4.1 %
<u>None chosen</u>	<u>58</u>	<u>8.5 %</u>
Total	686	100.0 %

**Q2. Which FOUR of the features listed above in Question 1 would you and members of your household be MOST likely to USE if it was included in the Davie County High School property re-purposing?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Gymnasium for basketball, volleyball, etc.	28	4.1 %
Space for teens	23	3.4 %
Multipurpose space (with warming kitchen) for classes, meetings, receptions, & birthday parties	20	2.9 %
Aerobics/fitness/dance space	53	7.7 %
Arts & crafts studios	31	4.5 %
Teaching kitchen	13	1.9 %
Weight room/cardiovascular equipment area	64	9.3 %
Senior citizen area	29	4.2 %
Indoor running/walking track	100	14.6 %
Youth development center	9	1.3 %
Rock climbing wall	40	5.8 %
Racquetball/handball/wallyball courts	15	2.2 %
Indoor aquatics/swimming center	79	11.5 %
Interactive playground area for young children with features such as tunnels, slides, moon walk, etc.	51	7.4 %
Trampoline Park	51	7.4 %
Computer Lab/Media Center	10	1.5 %
Other	3	0.4 %
<u>None chosen</u>	<u>67</u>	<u>9.8 %</u>
Total	686	100.0 %

**Q2. Which FOUR of the features listed above in Question 1 would you and members of your household be MOST likely to USE if it was included in the Davie County High School property re-purposing?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Gymnasium for basketball, volleyball, etc.	24	3.5 %
Space for teens	18	2.6 %
Multipurpose space (with warming kitchen) for classes, meetings, receptions, & birthday parties	27	3.9 %
Aerobics/fitness/dance space	48	7.0 %
Arts & crafts studios	42	6.1 %
Teaching kitchen	20	2.9 %
Weight room/cardiovascular equipment area	64	9.3 %
Senior citizen area	29	4.2 %
Indoor running/walking track	79	11.5 %
Youth development center	10	1.5 %
Rock climbing wall	28	4.1 %
Racquetball/handball/wallyball courts	19	2.8 %
Indoor aquatics/swimming center	69	10.1 %
Interactive playground area for young children with features such as tunnels, slides, moon walk, etc.	46	6.7 %
Trampoline Park	59	8.6 %
Computer Lab/Media Center	10	1.5 %
Other	5	0.7 %
<u>None chosen</u>	<u>89</u>	<u>13.0 %</u>
Total	686	100.0 %

**Q2. Which FOUR of the features listed above in Question 1 would you and members of your household be MOST likely to USE if it was included in the Davie County High School property re-purposing?**

<u>Q2. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Gymnasium for basketball, volleyball, etc.	22	3.2 %
Space for teens	16	2.3 %
Multipurpose space (with warming kitchen) for classes, meetings, receptions, & birthday parties	54	7.9 %
Aerobics/fitness/dance space	33	4.8 %
Arts & crafts studios	36	5.2 %
Teaching kitchen	26	3.8 %
Weight room/cardiovascular equipment area	46	6.7 %
Senior citizen area	27	3.9 %
Indoor running/walking track	57	8.3 %
Youth development center	23	3.4 %
Rock climbing wall	39	5.7 %
Racquetball/handball/wallyball courts	17	2.5 %
Indoor aquatics/swimming center	59	8.6 %
Interactive playground area for young children with features such as tunnels, slides, moon walk, etc.	34	5.0 %
Trampoline Park	60	8.7 %
Computer Lab/Media Center	16	2.3 %
Other	1	0.1 %
<u>None chosen</u>	<u>120</u>	<u>17.5 %</u>
Total	686	100.0 %

**SUM OF TOP 4 CHOICES**

**Q2. Which FOUR of the features listed above in Question 1 would you and members of your household be MOST likely to USE if it was included in the Davie County High School property re-purposing? (top 4)**

<u>Q2. Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
Gymnasium for basketball, volleyball, etc.	124	18.1 %
Space for teens	77	11.2 %
Multipurpose space (with warming kitchen) for classes, meetings, receptions, & birthday parties	123	17.9 %
Aerobics/fitness/dance space	179	26.1 %
Arts & crafts studios	136	19.8 %
Teaching kitchen	64	9.3 %
Weight room/cardiovascular equipment area	230	33.5 %
Senior citizen area	116	16.9 %
Indoor running/walking track	342	49.9 %
Youth development center	48	7.0 %
Rock climbing wall	124	18.1 %
Racquetball/handball/wallyball courts	59	8.6 %
Indoor aquatics/swimming center	290	42.3 %
Interactive playground area for young children with features such as tunnels, slides, moon walk, etc.	218	31.8 %
Trampoline Park	201	29.3 %
Computer Lab/Media Center	42	6.1 %
Other	37	5.4 %
None chosen	58	8.5 %
Total	2468	



**Q3. Listed below are potential features that could be incorporated into the outdoor space of the high school site. For each one, please indicate approximately how often you and members of your household would use each of these features. (without "not provided")**

(N=686)

	Several times per week	A few times per month	At least once a month	Less than once a month	Seldom or never
Q3-1. Events pavilion/Shelters	3.7%	10.1%	23.2%	34.7%	28.3%
Q3-2. Amphitheatre	3.4%	11.3%	20.7%	28.9%	35.7%
Q3-3. Concessions	3.0%	8.8%	18.6%	27.4%	42.3%
Q3-4. BBQ grills	1.9%	7.8%	13.3%	28.8%	48.3%
Q3-5. Community gardens/Greenhouse	5.0%	11.2%	15.4%	22.0%	46.4%
Q3-6. Farmer's market	18.3%	29.3%	26.0%	13.4%	13.0%
Q3-7. Nature center	10.4%	15.3%	22.4%	21.8%	30.1%
Q3-8. Education/Historical displays	5.0%	10.2%	17.4%	25.9%	41.5%
Q3-9. Equestrian arena	4.6%	6.3%	7.1%	10.4%	71.6%
Q3-10. Dog park	13.7%	12.9%	12.6%	12.0%	48.9%
Q3-11. Rock climbing wall	8.2%	13.4%	12.8%	16.7%	48.8%
Q3-12. Adventure course (Rope, Zip line)	10.7%	18.3%	18.8%	18.6%	33.6%
Q3-13. Walking trail/Biking trails (greenway, gravel, boardwalk)	28.8%	24.6%	20.0%	9.9%	16.7%
Q3-14. Greenway connection	18.8%	16.2%	15.1%	14.0%	36.0%
Q3-15. Splash pad	13.9%	15.4%	11.4%	11.9%	47.4%
Q3-16. Beach volleyball	5.2%	5.5%	10.7%	16.0%	62.6%
Q3-17. Skate park	6.0%	7.0%	8.2%	11.6%	67.2%
Q3-18. Playgrounds (inclusive play)	15.9%	14.4%	15.2%	11.9%	42.5%
Q3-19. Archery range	6.7%	8.9%	10.2%	11.5%	62.7%

**Q3. Listed below are potential features that could be incorporated into the outdoor space of the high school site. For each one, please indicate approximately how often you and members of your household would use each of these features. (without "not provided")**

	Several times per week	A few times per month	At least once a month	Less than once a month	Seldom or never
Q3-20. Bocce courts	2.8%	3.7%	9.1%	12.8%	71.6%
Q3-21. Horseshoe pits	3.0%	6.4%	11.7%	17.8%	61.0%
Q3-22. Multipurpose fields	7.5%	8.4%	14.0%	19.7%	50.4%
Q3-23. Basketball courts	7.3%	8.0%	11.5%	15.1%	58.1%
Q3-24. Baseball fields	6.0%	6.8%	9.3%	13.4%	64.6%
Q3-25. Football fields	5.8%	4.7%	8.2%	12.9%	68.3%
Q3-26. Softball fields	5.8%	5.9%	9.5%	13.0%	65.8%
Q3-27. Batting cages	6.9%	9.7%	11.0%	13.7%	58.7%
Q3-28. Tennis courts	6.3%	8.2%	12.8%	15.6%	57.1%
Q3-29. Other	48.3%	31.0%	10.3%	0.0%	10.3%

**Q3. Other**

Q3-29. Other	Number	Percent
A multipurpose location where our Ram's Cheerleaders can practice	1	3.4 %
A place for Teenagers to gather	1	3.4 %
ALL OUTSIDE LEAGUE SPORTS	1	3.4 %
DUCK POND	1	3.4 %
Disc golf course	3	10.3 %
Gun range	1	3.4 %
Lacrosse wall	1	3.4 %
Lake	1	3.4 %
MOVIE THEATER	1	3.4 %
Miniature golf	1	3.4 %
Mountain Bike Trails (single track)	1	3.4 %
Outdoor pool in summer like Tanglewood	1	3.4 %
Pickle ball	1	3.4 %
Public pool	1	3.4 %
Raze the current high school	1	3.4 %
Should be a second high school	1	3.4 %
field games	1	3.4 %
fish pond	1	3.4 %
fun stuff	1	3.4 %
mountain bike trails, disc golf course	1	3.4 %
outdoor pool	2	6.9 %
running track	1	3.4 %
skating rink	1	3.4 %
soccer fields	3	10.3 %
Total	29	100.0 %

**Q4. Which FOUR of the features listed above in Question 3 would you and members of your household be MOST likely to USE if it was included in the Davie County High School property re-purposing?**

Q4. Top choice	Number	Percent
Events pavilion/Shelters	34	5.0 %
Amphitheatre	27	3.9 %
Concessions	3	0.4 %
BBQ grills	7	1.0 %
Community gardens/Greenhouse	17	2.5 %
Farmer's market	139	20.3 %
Nature center	5	0.7 %
Education/Historical displays	6	0.9 %
Equestrian arena	12	1.7 %
Dog park	55	8.0 %
Rock climbing wall	11	1.6 %
Adventure course (Rope, Zip line)	30	4.4 %
Walking trail/Biking trails (greenway, gravel, boardwalk)	117	17.1 %
Greenway connection	5	0.7 %
Splash pad	37	5.4 %
Beach volleyball	7	1.0 %
Skate park	5	0.7 %
Playgrounds (inclusive play)	28	4.1 %
Archery range	13	1.9 %
Horseshoe pits	2	0.3 %
Multipurpose fields	6	0.9 %
Basketball courts	3	0.4 %
Baseball fields	13	1.9 %
Football fields	5	0.7 %
Softball fields	8	1.2 %
Batting cages	9	1.3 %
Tennis courts	14	2.0 %
Other	13	1.9 %
None chosen	55	8.0 %
Total	686	100.0 %

**Q4. Which FOUR of the features listed above in Question 3 would you and members of your household be MOST likely to USE if it was included in the Davie County High School property re-purposing?**

Q4. 2nd choice	Number	Percent
Events pavilion/Shelters	32	4.7 %
Amphitheatre	27	3.9 %
Concessions	6	0.9 %
BBQ grills	6	0.9 %
Community gardens/Greenhouse	22	3.2 %
Farmer's market	82	12.0 %
Nature center	31	4.5 %
Education/Historical displays	11	1.6 %
Equestrian arena	13	1.9 %
Dog park	40	5.8 %
Rock climbing wall	17	2.5 %
Adventure course (Rope, Zip line)	41	6.0 %
Walking trail/Biking trails (greenway, gravel, boardwalk)	108	15.7 %
Greenway connection	34	5.0 %
Splash pad	34	5.0 %
Beach volleyball	5	0.7 %
Skate park	8	1.2 %
Playgrounds (inclusive play)	30	4.4 %
Archery range	6	0.9 %
Bocce courts	1	0.1 %
Horseshoe pits	4	0.6 %
Multipurpose fields	2	0.3 %
Basketball courts	12	1.7 %
Baseball fields	7	1.0 %
Football fields	7	1.0 %
Softball fields	5	0.7 %
Batting cages	18	2.6 %
Tennis courts	7	1.0 %
Other	2	0.3 %
None chosen	68	9.9 %
Total	686	100.0 %

**Q4. Which FOUR of the features listed above in Question 3 would you and members of your household be MOST likely to USE if it was included in the Davie County High School property re-purposing?**

Q4. 3rd choice	Number	Percent
Events pavilion/Shelters	28	4.1 %
Amphitheatre	31	4.5 %
Concessions	4	0.6 %
BBQ grills	10	1.5 %
Community gardens/Greenhouse	22	3.2 %
Farmer's market	70	10.2 %
Nature center	35	5.1 %
Education/Historical displays	16	2.3 %
Equestrian arena	7	1.0 %
Dog park	33	4.8 %
Rock climbing wall	17	2.5 %
Adventure course (Rope, Zip line)	45	6.6 %
Walking trail/Biking trails (greenway, gravel, boardwalk)	89	13.0 %
Greenway connection	26	3.8 %
Splash pad	34	5.0 %
Beach volleyball	7	1.0 %
Skate park	11	1.6 %
Playgrounds (inclusive play)	40	5.8 %
Archery range	11	1.6 %
Bocce courts	5	0.7 %
Horseshoe pits	2	0.3 %
Multipurpose fields	9	1.3 %
Basketball courts	7	1.0 %
Baseball fields	10	1.5 %
Football fields	3	0.4 %
Softball fields	11	1.6 %
Batting cages	11	1.6 %
Tennis courts	9	1.3 %
Other	1	0.1 %
None chosen	82	12.0 %
Total	686	100.0 %

**Q4. Which FOUR of the features listed above in Question 3 would you and members of your household be MOST likely to USE if it was included in the Davie County High School property re-purposing?**

Q4. 4th choice	Number	Percent
Events pavilion/Shelters	43	6.3 %
Amphitheatre	27	3.9 %
Concessions	6	0.9 %
BBQ grills	10	1.5 %
Community gardens/Greenhouse	22	3.2 %
Farmer's market	49	7.1 %
Nature center	40	5.8 %
Education/Historical displays	15	2.2 %
Equestrian arena	7	1.0 %
Dog park	34	5.0 %
Rock climbing wall	18	2.6 %
Adventure course (Rope, Zip line)	36	5.2 %
Walking trail/Biking trails (greenway, gravel, boardwalk)	59	8.6 %
Greenway connection	16	2.3 %
Splash pad	19	2.8 %
Beach volleyball	5	0.7 %
Skate park	8	1.2 %
Playgrounds (inclusive play)	40	5.8 %
Archery range	22	3.2 %
Bocce courts	5	0.7 %
Horseshoe pits	10	1.5 %
Multipurpose fields	17	2.5 %
Basketball courts	9	1.3 %
Baseball fields	6	0.9 %
Football fields	9	1.3 %
Softball fields	5	0.7 %
Batting cages	11	1.6 %
Tennis courts	16	2.3 %
Other	3	0.4 %
None chosen	119	17.3 %
Total	686	100.0 %

**SUM OF TOP 4 CHOICES**

**Q4. Which FOUR of the features listed above in Question 3 would you and members of your household be MOST likely to USE if it was included in the Davie County High School property re-purposing? (top 4)**

<u>Q4. Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
Events pavilion/Shelters	137	20.0 %
Amphitheatre	112	16.3 %
Concessions	19	2.8 %
BBQ grills	33	4.8 %
Community gardens/Greenhouse	83	12.1 %
Farmer's market	340	49.6 %
Nature center	111	16.2 %
Education/Historical displays	48	7.0 %
Equestrian arena	39	5.7 %
Dog park	162	23.6 %
Rock climbing wall	63	9.2 %
Adventure course (Rope, Zip line)	152	22.2 %
Walking trail/Biking trails (greenway, gravel, boardwalk)	373	54.4 %
Greenway connection	81	11.8 %
Splash pad	124	18.1 %
Beach volleyball	24	3.5 %
Skate park	32	4.7 %
Playgrounds (inclusive play)	138	20.1 %
Archery range	52	7.6 %
Bocce courts	11	1.6 %
Horseshoe pits	18	2.6 %
Multipurpose fields	34	5.0 %
Basketball courts	31	4.5 %
Baseball fields	36	5.2 %
Football fields	24	3.5 %
Softball fields	29	4.2 %
Batting cages	49	7.1 %
Tennis courts	46	6.7 %
Other	19	2.8 %
<u>None chosen</u>	<u>55</u>	<u>8.0 %</u>
Total	2475	



**Q5. Listed below are potential niche features that could be incorporated into the re-purposing of the high school site as regional attractions. For each one, please indicate approximately how often you and members of your household would use each of these features.**

(N=686)

	Several times per week	A few times per month	At least once a month	Less than once a month	Seldom or never	Not provided
Q5-1. Traveling rings	0.6%	1.9%	5.2%	5.8%	69.1%	17.3%
Q5-2. Obstacle/fitness challenge facilities	4.8%	11.2%	14.0%	16.6%	43.6%	9.8%
Q5-3. Pump track	1.0%	2.6%	4.8%	9.2%	65.9%	16.5%
Q5-4. BMX track	2.0%	2.8%	6.0%	8.7%	67.3%	13.1%
Q5-5. Cycling track	3.5%	6.0%	8.7%	11.4%	58.2%	12.2%
Q5-6. Active adult playground/exercise equipment	9.5%	14.0%	17.2%	14.3%	37.0%	8.0%
Q5-7. Pickle ball courts	2.9%	3.6%	7.0%	10.5%	61.2%	14.7%
Q5-8. Nine square facilities	1.5%	2.2%	6.0%	7.0%	68.1%	15.3%
Q5-9. Foot golf	1.6%	3.4%	5.1%	9.0%	66.0%	14.9%
Q5-10. Human foosball	1.9%	2.8%	5.0%	7.4%	67.8%	15.2%
Q5-11. Soccer billiards	2.0%	2.3%	4.4%	8.2%	67.6%	15.5%
Q5-12. Graffiti wall	2.6%	4.5%	5.8%	6.3%	66.9%	13.8%
Q5-13. Indoor multiuse field	4.2%	6.4%	9.2%	8.3%	57.6%	14.3%
Q5-14. Ninja warrior facilities	4.8%	6.4%	8.9%	8.2%	59.3%	12.4%
Q5-15. Other	36.8%	31.6%	15.8%	5.3%	10.5%	0.0%

**Q5. Listed below are potential niche features that could be incorporated into the re-purposing of the high school site as regional attractions. For each one, please indicate approximately how often you and members of your household would use each of these features. (without "not provided")**

(N=686)

	Several times per week	A few times per month	At least once a month	Less than once a month	Seldom or never
Q5-1. Traveling rings	0.7%	2.3%	6.3%	7.1%	83.6%
Q5-2. Obstacle/fitness challenge facilities	5.3%	12.4%	15.5%	18.4%	48.3%
Q5-3. Pump track	1.2%	3.1%	5.8%	11.0%	78.9%
Q5-4. BMX track	2.3%	3.2%	6.9%	10.1%	77.5%
Q5-5. Cycling track	4.0%	6.8%	10.0%	13.0%	66.3%
Q5-6. Active adult playground/exercise equipment	10.3%	15.2%	18.7%	15.5%	40.3%
Q5-7. Pickle ball courts	3.4%	4.3%	8.2%	12.3%	71.8%
Q5-8. Nine square facilities	1.7%	2.6%	7.1%	8.3%	80.4%
Q5-9. Foot golf	1.9%	3.9%	6.0%	10.6%	77.6%
Q5-10. Human foosball	2.2%	3.3%	5.8%	8.8%	79.9%
Q5-11. Soccer billiards	2.4%	2.8%	5.2%	9.7%	80.0%
Q5-12. Graffiti wall	3.0%	5.2%	6.8%	7.3%	77.7%
Q5-13. Indoor multiuse field	4.9%	7.5%	10.7%	9.7%	67.2%
Q5-14. Ninja warrior facilities	5.5%	7.3%	10.1%	9.3%	67.7%
Q5-15. Other	36.8%	31.6%	15.8%	5.3%	10.5%

**Q5. Other**

<u>Q5-15. Other</u>	<u>Number</u>	<u>Percent</u>
Adult Yoga	1	5.3 %
BOWLING	1	5.3 %
Disc golf course	4	21.1 %
Disc golf/Ultimate Frisbee	1	5.3 %
Frisbee golf	3	15.8 %
Frisbee/disc golf	1	5.3 %
Fun stuff	1	5.3 %
Raze the current high school	1	5.3 %
Should be a second high school	1	5.3 %
Walking course with stretching positions	1	5.3 %
Walking track	1	5.3 %
Zip lining, drive in movie, a place for teenagers	1	5.3 %
mountain bike trails, disc golf course	1	5.3 %
skateboard park	1	5.3 %
Total	19	100.0 %

**Q6. Which FOUR of the features listed above in Question 5 would you and members of your household be MOST likely to USE if it was included in the Davie County High School property re-purposing?**

Q6. Top choice	Number	Percent
Traveling rings	5	0.7 %
Obstacle/fitness challenge facilities	121	17.6 %
Pump track	4	0.6 %
BMX track	16	2.3 %
Cycling track	49	7.1 %
Active adult playground/exercise equipment	143	20.8 %
Pickle ball courts	28	4.1 %
Nine square facilities	4	0.6 %
Foot golf	11	1.6 %
Human foosball	2	0.3 %
Soccer billiards	3	0.4 %
Graffiti wall	12	1.7 %
Indoor multiuse field	29	4.2 %
Ninja warrior facilities	42	6.1 %
Other	8	1.2 %
None chosen	209	30.5 %
Total	686	100.0 %

**Q6. Which FOUR of the features listed above in Question 5 would you and members of your household be MOST likely to USE if it was included in the Davie County High School property re-purposing?**

Q6. 2nd choice	Number	Percent
Traveling rings	2	0.3 %
Obstacle/fitness challenge facilities	69	10.1 %
Pump track	8	1.2 %
BMX track	14	2.0 %
Cycling track	38	5.5 %
Active adult playground/exercise equipment	113	16.5 %
Pickle ball courts	20	2.9 %
Nine square facilities	7	1.0 %
Foot golf	18	2.6 %
Human foosball	10	1.5 %
Soccer billiards	12	1.7 %
Graffiti wall	25	3.6 %
Indoor multiuse field	33	4.8 %
Ninja warrior facilities	30	4.4 %
Other	3	0.4 %
None chosen	284	41.4 %
Total	686	100.0 %

**Q6. Which FOUR of the features listed above in Question 5 would you and members of your household be MOST likely to USE if it was included in the Davie County High School property re-purposing?**

Q6. 3rd choice	Number	Percent
Traveling rings	8	1.2 %
Obstacle/fitness challenge facilities	55	8.0 %
Pump track	6	0.9 %
BMX track	16	2.3 %
Cycling track	29	4.2 %
Active adult playground/exercise equipment	53	7.7 %
Pickle ball courts	20	2.9 %
Nine square facilities	7	1.0 %
Foot golf	21	3.1 %
Human foosball	8	1.2 %
Soccer billiards	8	1.2 %
Graffiti wall	16	2.3 %
Indoor multiuse field	52	7.6 %
Ninja warrior facilities	37	5.4 %
Other	4	0.6 %
None chosen	346	50.4 %
Total	686	100.0 %

**Q6. Which FOUR of the features listed above in Question 5 would you and members of your household be MOST likely to USE if it was included in the Davie County High School property re-purposing?**

Q6. 4th choice	Number	Percent
Traveling rings	11	1.6 %
Obstacle/fitness challenge facilities	37	5.4 %
Pump track	7	1.0 %
BMX track	11	1.6 %
Cycling track	30	4.4 %
Active adult playground/exercise equipment	32	4.7 %
Pickle ball courts	17	2.5 %
Nine square facilities	10	1.5 %
Foot golf	11	1.6 %
Human foosball	21	3.1 %
Soccer billiards	10	1.5 %
Graffiti wall	19	2.8 %
Indoor multiuse field	45	6.6 %
Ninja warrior facilities	28	4.1 %
None chosen	397	57.9 %
Total	686	100.0 %

**SUM OF TOP 4 CHOICES**

**Q6. Which FOUR of the features listed above in Question 5 would you and members of your household be MOST likely to USE if it was included in the Davie County High School property re-purposing? (top 4)**

Q6. Sum of Top 4 Choices	Number	Percent
Traveling rings	26	3.8 %
Obstacle/fitness challenge facilities	282	41.1 %
Pump track	25	3.6 %
BMX track	57	8.3 %
Cycling track	146	21.3 %
Active adult playground/exercise equipment	341	49.7 %
Pickle ball courts	85	12.4 %
Nine square facilities	28	4.1 %
Foot golf	61	8.9 %
Human foosball	41	6.0 %
Soccer billiards	33	4.8 %
Graffiti wall	72	10.5 %
Indoor multiuse field	159	23.2 %
Ninja warrior facilities	137	20.0 %
Other	15	2.2 %
None chosen	209	30.5 %
Total	1717	

**Q7. Assuming the cost of OPERATING a recreational park complex/community center would need to be covered by some user fees, which ONE of the following would be your preferred way of paying to use a community center if it had the features you most preferred?**

Q7. Your preferred way of paying to use a community center if it had the features you most preferred

	Number	Percent
Annual family pass	234	34.1 %
Annual adult pass	81	11.8 %
Pay per visit	175	25.5 %
Don't know	72	10.5 %
I'm not willing to pay to use the center	114	16.6 %
Not provided	10	1.5 %
Total	686	100.0 %

**Q8a. Once again, assuming a portion of the cost of OPERATING a recreational park complex/center would need to be covered in part by user fees, please tell me the MAXIMUM amount you would be willing to pay per month for a family pass to use a community center if it had the features you most preferred.**

Q8a. Maximum amount you would be willing to pay per month for a family pass	Number	Percent
\$70 per month	12	5.1 %
\$60-\$69 per month	10	4.3 %
\$50-\$59 per month	67	28.6 %
Less than \$50 per month	142	60.7 %
Not provided	3	1.3 %
Total	234	100.0 %

**Q8a. What amount less than \$50 would you pay?**

Q8a. What amount less than \$50 would you pay	Number	Percent
0	1	0.7 %
3	1	0.7 %
5	2	1.4 %
6	1	0.7 %
7	1	0.7 %
10	16	11.3 %
13	1	0.7 %
15	4	2.8 %
20	19	13.4 %
25	28	19.7 %
30	30	21.1 %
35	7	4.9 %
40	22	15.5 %
45	7	4.9 %
50	2	1.4 %
Total	142	100.0 %

**Q8b. From the following list, please tell me the MAXIMUM amount you would be willing to pay per month for an individual adult pass to use a recreational park complex/community center if it had the features you most preferred.**

Q8b. Maximum amount you would be willing to pay per month for an individual adult pass

	Number	Percent
\$45 per month	5	6.2 %
\$35-\$44 per month	3	3.7 %
\$25-\$34 per month	30	37.0 %
Less than \$25 per month	43	53.1 %
Total	81	100.0 %

**Q8b. What amount less than \$25 would you pay?**

Q8b. What amount less than \$25 would you pay	Number	Percent
5	1	2.3 %
10	17	39.5 %
13	1	2.3 %
15	10	23.3 %
19	1	2.3 %
20	13	30.2 %
Total	43	100.0 %



**8c. From the following list, please tell me the MAXIMUM amount you would be willing to pay for a daily adult fee to use a recreational park complex/community center if it had the features you most preferred.**

Q8c. Maximum amount you would be willing to pay for a daily adult fee	Number	Percent
\$9.50 or more per day	12	6.9 %
\$9.00-\$9.49 per day	10	5.7 %
\$8.50-\$8.99 per day	12	6.9 %
\$8.00-\$8.49 per day	40	22.9 %
Less than \$8.00 per day	94	53.7 %
Not provided	7	4.0 %
Total	175	100.0 %

**Q8c. What amount less than \$8.00 would you pay?**

Q8c. What amount less than \$8 would you pay	Number	Percent
0	2	2.1 %
2	3	3.2 %
3	3	3.2 %
4	4	4.3 %
5	69	73.4 %
6	9	9.6 %
7	3	3.2 %
8	1	1.1 %
Total	94	100.0 %

**Q9. If the Davie High School property is re-purposed into a recreational complex/community center and it has the recreation, fitness, and community programs you prefer, which ONE of the following statements represents how often you or other members of your household would visit the center?**

Q9. How often you or other members of your household would visit the center	Number	Percent
Several times per week	212	30.9 %
Once per week	113	16.5 %
A few times a month	161	23.5 %
Monthly	63	9.2 %
Less than once a month	64	9.3 %
Never	56	8.2 %
Not provided	17	2.5 %
Total	686	100.0 %

**Q10. Compared to other issues in Davie County, what priority is the re-purposing of Davie County High School into a recreational park complex/community center?**

Q10. What priority is the re-purposing of Davie County High School into a recreational park complex/community center	Number	Percent
Very high priority	122	17.8 %
High priority	168	24.5 %
Medium priority	201	29.3 %
Low priority	153	22.3 %
Don't know	42	6.1 %
Total	686	100.0 %

**Q11. How many persons in your household (counting yourself) are?**

	Mean	Sum
number	3.08	2109
Under 5 years	0.23	158
5-9 years	0.23	155
10-14 years	0.29	195
15-19 years	0.27	185
20-24 years	0.18	120
25-34 years	0.37	251
35-44 years	0.39	270
45-54 years	0.44	303
55-64 years	0.39	268
65+ years	0.30	204

**Q12. How many years have you lived in Davie County?**

Q12. How many years have you lived in Davie

County	Number	Percent
5 or less	97	14.3 %
6 to 10	80	11.8 %
11 to 15	73	10.7 %
16 to 20	79	11.6 %
21 to 30	113	16.6 %
31+	238	35.0 %
Total	680	100.0 %

**Q13. What is your age?**

<u>Q13. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	141	20.6 %
35-44	142	20.7 %
45-54	153	22.3 %
55-64	142	20.7 %
65+	107	15.6 %
Not provided	1	0.1 %
Total	686	100.0 %

**Q14. Your gender:**

<u>Q14. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	335	48.8 %
Female	351	51.2 %
Total	686	100.0 %

**Q15. What is your total annual household income?**

<u>Q15. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$35K	85	12.4 %
\$35K-\$59,999	148	21.6 %
\$60K-\$99,999	205	29.9 %
\$100K-\$149,999	109	15.9 %
\$150K+	60	8.7 %
Not provided	79	11.5 %
Total	686	100.0 %

**Q16. What is your race/ethnicity?**

Q16. Your race/ethnicity	Number	Percent
White/Caucasian	614	91.1 %
African American/Black	42	6.2 %
Hispanic or Latino	37	5.5 %
American Indian or Alaska Native	9	1.3 %
Asian, Native Hawaiian or Other Pacific Islander	5	0.7 %
Other	5	0.7 %
Total	712	

Number of Cases = 674

Number of Responses = 712

Average Number Of Responses Per Case = 1.1

Number Of Cases With At Least One Response = 674

**Q16. Other**

Q16. Other	Number	Percent
English American	1	25.0 %
Mixed races	1	25.0 %
NATIVE AMERICAN, WHITE/BLACK AMERICAN	1	25.0 %
White, Indian	1	25.0 %
Total	4	100.0 %

## **Section 3**

# ***Survey Instrument***

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# DAVIE COUNTY NORTH CAROLINA

## Davie County Government

February 2017

Dear Davie County resident:

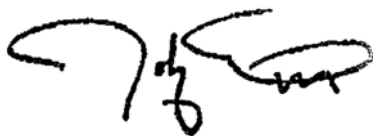
The Davie County Recreation and Parks Department is conducting a master plan for our proposed new park to be located at the current high school in the near future. To best understand the priorities of our citizens, and for future improvements regarding development of recreation and parks, we are conducting a master plan survey for the facility and programming that will occur at this site. Your household was randomly selected to receive this survey, and your response is extremely important. We know that your time is valuable, and appreciate you answering each question in order for us to make the most informed decisions. Because of your input, we will have a resident driven approach that will span across all age groups.

Please return your completed survey within the next 10-15 days using the pre-postage paid envelope provided. We will compile and analyze the survey data and then present the results to our elected officials. Individual responses to the survey are kept confidential and will not be released to anyone other than to compile the results. If you would rather complete the survey online instead of mailing it back in, you can do so by going to [www.daviecounty2017recsurvey.org](http://www.daviecounty2017recsurvey.org).

By completing the survey, your name will be included in a drawing to win a free Fitbit. The winner will be drawn from all Davie County residents who complete the survey, and will be notified by the County. Only one entry per household will be eligible.

If you have any questions please email [RecTeam@DavieCountyNC.gov](mailto:RecTeam@DavieCountyNC.gov). Thank you for participating in this important survey for our community so we can make decisions that will positively impact the lives of our residents. Also, thank you for allowing your opinion to be heard!

Sincerely,



John K Eller  
Davie County Manager



## DAVIE COUNTY HIGH SCHOOL RE-PURPOSING PROJECT PUBLIC SURVEY

**Davie County would greatly appreciate your input regarding the re-purposing of Davie County High School at the intersection of S. Salisbury St. and Southwood Dr. Your household was one of a limited number selected at random to receive this survey, therefore, it is very important that you participate. This survey will take approximately 10 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope within the next two weeks. Or you may fill out the survey on-line at: [bit.do/daviecountysurvey](http://bit.do/daviecountysurvey)**

- 1. Listed below are potential features that could be included as indoor recreation within existing or new space. For each one, please indicate approximately how often you and members of your household would use each of these features.**

Potential Features	Several Times Per Week	A Few Times Per Month	At Least Once a Month	Less Than Once a Month	Seldom or Never
01. Gymnasium for basketball, volleyball, etc.	5	4	3	2	1
02. Space for teens	5	4	3	2	1
03. Multipurpose space (with warming kitchen) for classes, meetings, receptions, and birthday parties	5	4	3	2	1
04. Aerobics/fitness/dance space	5	4	3	2	1
05. Arts and crafts studios	5	4	3	2	1
06. Teaching kitchen	5	4	3	2	1
07. Weight room/cardiovascular equipment area	5	4	3	2	1
08. Senior citizen area	5	4	3	2	1
09. Indoor running/walking track	5	4	3	2	1
10. Youth development center	5	4	3	2	1
11. Rock climbing wall	5	4	3	2	1
12. Racquetball/handball/wallyball courts	5	4	3	2	1
13. Indoor aquatics/swimming center	5	4	3	2	1
14. Interactive playground area for young children with features such as tunnels, slides, moon walk, etc.	5	4	3	2	1
15. Trampoline Park	5	4	3	2	1
16. Computer Lab/Media Center	5	4	3	2	1
17. Other: _____	5	4	3	2	1

- 2. Which FOUR of the features listed above would you and members of your household be MOST likely to USE if it was included in the Davie County High School property re-purposing? [Please write the numbers in the space below for your 1st, 2nd, 3rd, and 4th choices by using the numbers from the list in Question #1 above.]**

1<sup>st</sup> Most Likely: \_\_\_\_\_ 2<sup>nd</sup> Most Likely: \_\_\_\_\_ 3<sup>rd</sup> Most Likely: \_\_\_\_\_ 4<sup>th</sup> Most Likely: \_\_\_\_\_



3. Listed below are potential features that could be incorporated into the outdoor space of the high school site. For each one, please indicate approximately how often you and members of your household would use each of these features.

Potential Features	Several Times Per Week	A Few Times Per Month	At Least Once a Month	Less Than Once a Month	Seldom or Never
01. Events Pavilion/Shelters	5	4	3	2	1
02. Amphitheatre	5	4	3	2	1
03. Concessions	5	4	3	2	1
04. BBQ Grills	5	4	3	2	1
05. Community Gardens/Greenhouse	5	4	3	2	1
06. Farmer's Market	5	4	3	2	1
07. Nature Center	5	4	3	2	1
08. Education/Historical Displays	5	4	3	2	1
09. Equestrian Arena	5	4	3	2	1
10. Dog Park	5	4	3	2	1
11. Rock climbing wall	5	4	3	2	1
12. Adventure Course (Rope, Zip line)	5	4	3	2	1
13. Walking trail/Biking trails (greenway, gravel, boardwalk)	5	4	3	2	1
14. Greenway connection	5	4	3	2	1
15. Splash Pad	5	4	3	2	1
16. Beach Volleyball	5	4	3	2	1
17. Skate Park	5	4	3	2	1
18. Playgrounds (inclusive play)	5	4	3	2	1
19. Archery Range	5	4	3	2	1
20. Bocce Courts	5	4	3	2	1
21. Horseshoe Pits	5	4	3	2	1
22. Multipurpose fields	5	4	3	2	1
23. Basketball Courts	5	4	3	2	1
24. Baseball fields	5	4	3	2	1
25. Football field	5	4	3	2	1
26. Softball fields	5	4	3	2	1
27. Batting Cages	5	4	3	2	1
28. Tennis Courts	5	4	3	2	1
29. Other: _____	5	4	3	2	1

4. Which **FOUR** of the features listed above would you and members of your household be **MOST** likely to **USE** if it was included in the Davie County High School property re-purposing? [Please write the numbers in the space below for your 1st, 2nd, 3rd, and 4th choices by using the numbers from the list in Question #3 above.]

1<sup>st</sup> Most Likely: \_\_\_\_\_ 2<sup>nd</sup> Most Likely: \_\_\_\_\_ 3<sup>rd</sup> Most Likely: \_\_\_\_\_ 4<sup>th</sup> Most Likely: \_\_\_\_\_

5. Listed below are potential niche features that could be incorporated into the re-purposing of the high school site as regional attractions. For each one, please indicate approximately how often you and members of your household would use each of these features.

Potential Features	Several Times Per Week	A Few Times Per Month	At Least Once a Month	Less Than Once a Month	Seldom or Never
01. Traveling Rings	5	4	3	2	1
02. Obstacle/fitness Challenge facilities	5	4	3	2	1
03. Pump Track	5	4	3	2	1
04. BMX Track	5	4	3	2	1
05. Cycling Track	5	4	3	2	1
06. Active Adult playground/exercise equipment	5	4	3	2	1
07. Pickleball courts	5	4	3	2	1
08. Nine Square facilities	5	4	3	2	1
09. Foot Golf	5	4	3	2	1
10. Human Foosball	5	4	3	2	1
11. Soccer Billiards	5	4	3	2	1
12. Graffiti Wall	5	4	3	2	1
13. Indoor Multiuse field	5	4	3	2	1
14. Ninja Warrior facilities	5	4	3	2	1
15. Other: _____	5	4	3	2	1

6. Which **FOUR** of the features listed above would you and members of your household be **MOST** likely to USE if it was included in the Davie County High School property re-purposing? [Please write the numbers in the space below for your 1st, 2nd, 3rd, and 4th choices by using the numbers from the list in Question #5 above.]

1<sup>st</sup> Most Likely: \_\_\_\_\_ 2<sup>nd</sup> Most Likely: \_\_\_\_\_ 3<sup>rd</sup> Most Likely: \_\_\_\_\_ 4<sup>th</sup> Most Likely: \_\_\_\_\_

7. Assuming the cost of OPERATING a recreational park complex/community center would need to be covered by some user fees, which ONE of the following would be your preferred way of paying to use a community center if it had the features you most preferred?

- \_\_\_\_\_ (1) Annual family pass [Answer question #8a]
- \_\_\_\_\_ (2) Annual adult pass [Skip to question #8b]
- \_\_\_\_\_ (3) Pay per visit [Skip to question #8c]
- \_\_\_\_\_ (4) Don't know [Skip to question #9]
- \_\_\_\_\_ (5) I'm not willing to pay to use the center [Skip to question #9]

8a. Once again, assuming a portion of the cost of OPERATING a recreational park complex/center would need to be covered in part by user fees, please tell me the MAXIMUM amount you would be willing to pay per month for a **family pass** to use a community center if it had the features you most preferred. [Note: Skip to question #8b if there is only one person in the household.]

- \_\_\_\_\_ (1) \$70 per month
- \_\_\_\_\_ (2) \$60 - \$69 per month
- \_\_\_\_\_ (3) \$50 - \$59 per month
- \_\_\_\_\_ (4) Less than \$50 per month (Write in the appropriate amount you would pay) \$\_\_\_\_\_

**8b. From the following list, please tell me the MAXIMUM amount you would be willing to pay per month for an individual adult pass to use a recreational park complex/community center if it had the features you most preferred.**

- \_\_\_ (1) \$45 per month
- \_\_\_ (2) \$35 - \$44 per month
- \_\_\_ (3) \$25 - \$34 per month
- \_\_\_ (4) Less than \$25 per month (Write in the appropriate amount you would pay) \$\_\_\_\_\_

**8c. From the following list, please tell me the MAXIMUM amount you would be willing to pay for a daily adult fee to use a recreational park complex/community center if it had the features you most preferred.**

- \_\_\_ (1) \$9.50 or more per day
- \_\_\_ (2) \$9.00 - \$9.49 per day
- \_\_\_ (3) \$8.50 - \$8.99 per day
- \_\_\_ (4) \$8.00 - \$8.49 per day
- \_\_\_ (5) Less than \$8.00 per day (Write in the appropriate amount you would pay) \$\_\_\_\_\_

**9. If the Davie High School property is re-purposed into a recreational complex/community center and it has the recreation, fitness, and community programs you prefer, which ONE of the following statements represents how often you or other members of your household would visit the center?**

- |                                |                                |
|--------------------------------|--------------------------------|
| ___ (1) Several times per week | ___ (4) Monthly                |
| ___ (2) Once per week          | ___ (5) Less than once a month |
| ___ (3) A few times a month    | ___ (6) Never                  |

**10. Compared to other issues in Davie County, what priority is the re-purposing of Davie County High School into a recreational park complex/community center?**

- |                            |                      |
|----------------------------|----------------------|
| ___ (1) Very high priority | ___ (4) Low priority |
| ___ (2) High priority      | ___ (9) Don't know   |
| ___ (3) Medium priority    |                      |

**DEMOGRAPHICS**

**11. How many persons in your household (counting yourself) are?**

- |               |     |               |     |               |     |
|---------------|-----|---------------|-----|---------------|-----|
| Under 5 years | ___ | 20 - 24 years | ___ | 55 - 64 years | ___ |
| 5 - 9 years   | ___ | 25 - 34 years | ___ | 65+ years     | ___ |
| 10 - 14 years | ___ | 35 - 44 years | ___ |               |     |
| 15 - 19 years | ___ | 45 - 54 years | ___ |               |     |

**12. How many years have you lived in Davie County? \_\_\_\_\_ years**

**13. What is your age? \_\_\_\_\_ years**

**14. Your gender: \_\_\_\_\_ (1) Male \_\_\_\_\_ (2) Female**

**15. What is your total annual household income?**

- |  |  |
|--|--|
| <input type="checkbox"/> (1) Under \$35,000      | <input type="checkbox"/> (4) \$100,000 - \$149,999 |
| <input type="checkbox"/> (2) \$35,000 - \$59,999 | <input type="checkbox"/> (5) \$150,000 or more     |
| <input type="checkbox"/> (3) \$60,000 - \$99,999 |  |

**16. What is your race/ethnicity?**

- |   |   |
|---|---|
| <input type="checkbox"/> (1) White/Caucasian        | <input type="checkbox"/> (4) American Indian or Alaska Native                 |
| <input type="checkbox"/> (2) African American/Black | <input type="checkbox"/> (5) Asian, Native Hawaiian or Other Pacific Islander |
| <input type="checkbox"/> (3) Hispanic or Latino     | <input type="checkbox"/> (6) Other: _____                                     |

**This concludes the survey. Thank you for your time.**

**Please return your completed survey in the enclosed return-reply envelope addressed to:**

**ETC Institute  
725 W. Frontier Circle  
Olathe, KS 66061**

**Your response will remain completely confidential**

The address information printed to the right will ONLY be used to help identify areas with special interests.