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CITY OF

BLOOMINGTON

PARKS & RECREATION

2025 COMMUNITY SURVEY RESULTS

Supplement B
Community Survey Results

January 2026



Conducted by

aQity 10 YEARS OF
RESEARCH

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The findings in this report are based on a communitywide survey of n=405 Bloomington residents. The dates of data collection were November 15th, through December 21st, 2025.

All sampled residents were sent survey invitations by email (from a 3rd-party database) and/or by postcard or printed mail questionnaires (with a prepaid return envelope). Each invitation offered three options (with instructions) for their response:

- n=371 completed the survey online.
- n=34 completed a printed survey (sent and returned by USPS).
- No one opted to complete the survey by phone.

Based on their self-reported demographics, the respondent sample was weighted to match US Census figures for Bloomington by region, gender, age, race/ethnicity, homeowner vs. renter status, and presence of children under age 18 in the household. These targets were adjusted to focus more on permanent Bloomington residents, and slightly less on students at Indiana University.

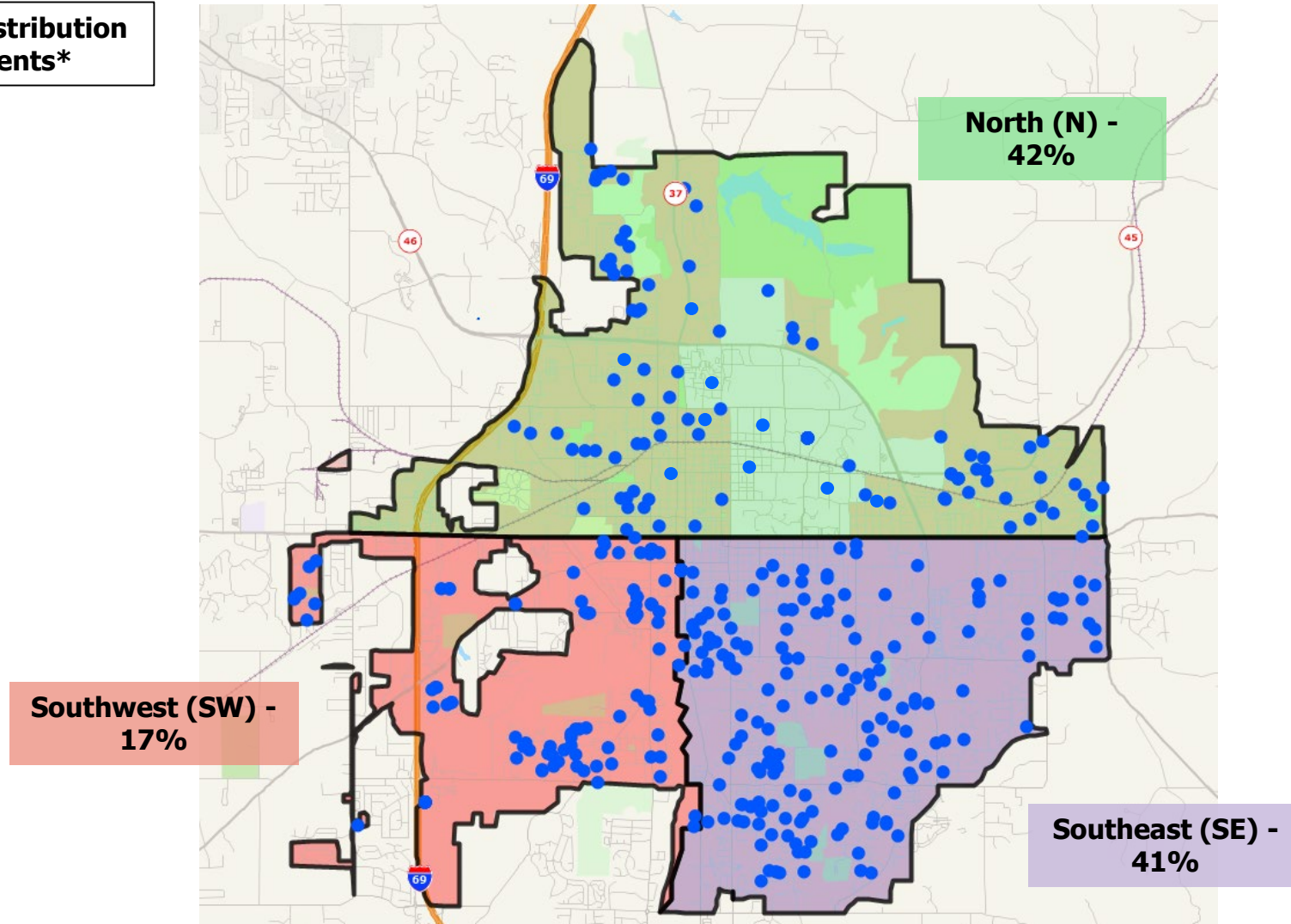
The maximum margin of error for a sample of n=405 respondents is +/- 4.9% (at the 95% confidence level).*

Percentages in this report may not always add to 100%, due to rounding.

Gender *	
Male	46%
Female	51
Other/prefer to self-describe	3
Race (multiple responses) *	
White	85%
African American/Black	5
Asian	9
Other/Multi	6
Hispanic/Latino Ethnicity *	
% Yes	5
Children in Household Under 18? *	
% Yes	15
Own vs. Rent Home *	
Own	50%
Rent	50
Dorm	<1%

Age *	
Under 30	22%
30-34	27
35-44	15
45-59	16
60+	21
<i>Mean (avg.) for ages 18+</i>	<i>42.8</i>
Length of residence in Bloomington	
Less than 5 years	25%
5-9 yrs.	17
10-19 yrs.	24
20-29 yrs.	15
30+ yrs.	20
<i>Mean (avg.)</i>	<i>16.7</i>

**Regions and Distribution
of Respondents***



* Respondent sample weighted to align with US Census tract/block group data for Bloomington (adjusted for permanent residents)

Summary: Key Findings

**Overall Opinions of the
Bloomington Parks &
Recreation
Department (BPRD)
Are Very Positive****➤ Across several key metrics, the Department receives strong ratings from City residents.**

- On an overall 0-10 esteem scale, 90% have a positive opinion (scores of 6+), including 39% who hold the Department in highest regard (scores of 9+). < pg. 12 >
 - Only 3% have a negative opinion, and the remaining 7% are neutral (less familiar, no strong opinion).
 - The average rating is 7.9 (very strong) and is generally consistent among all subgroups.
- Parks and other outdoor amenities (playgrounds, trails, etc.) are the top strength for the BPRD, especially the level of upkeep and the trail network. < pp. 13-16 >
 - Programs and activities/events rank second among top strengths (especially the variety and quality large events), followed by administrative matters (good decision-making, efforts to address upkeep and safety at parks and facilities).
- Virtually all (91%) feel their household and its interests are included and represented across the Department's offerings. < pp. 22-23 >
 - At least 87% of all groups agree, with slightly less agreement among ages 45-59 and long-term residents (who tend to feel the Department should offer more adult programming/activities, better outreach, and lower fees).
- Virtually all report a household member visiting a BPRD park (90%) or facility (63%) in the past year, and users are very satisfied with these locations overall (with average scores of 8.0+ on all attributes, including safety and upkeep). < pp. 26, 27, 31-32 >
- Nearly half (47%) report recent participation in a BPRD program event, again with very strong satisfaction (8.4 average). < pp. 59-60 >
- When told that less than 2% of one's property taxes goes to the BPRD, residents rate the Department a great value. On a 0-10 scale, 78% say it is at least a good value (scores of 6+), including 48% calling it an excellent value (scores of 9+). < pg. 24 >
 - Only 8% rate it a poor value. Its average rating of 7.7 is very strong, and all groups tend to give positive value ratings (no less than a 6.6 average).

**Despite Favorable
Responses Overall,
Some Concerns and
Improvement
Opportunities Remain**

➤ **Safety in the parks and on trails is clearly the top concern among residents.**

- Most often these are associated with the number of unhoused people at many City parks and trails, most often more popular locations (Switchyard Park, B-Line Trail, Seminary Park, Peoples Park, etc.). Observing active drug use or finding needles is also mentioned. < pp. 31-37 >
 - Some respondents express these concerns but feel unable to offer a solution.
- Addressing safety issues is also among top improvements sought from BPRD staff/administration (along with better communication overall on general topics). < pp. 17-27 >
- Other dislikes about City parks and facilities usually center around added upkeep and maintenance (e.g., cleaner parks, restroom facilities, more natural areas with native plants, facility upgrades in general – all 4% to 6% each).
- While no subgroups groups are dissatisfied with the Department or think it represents a poor value, lower satisfaction scores tend to come from: < pp. 12, 24 >
 - Non-white adults (lower esteem, lower value ratings).
 - The youngest residents under age 35 and/or renters.
 - These segments also tend to reflect non-participants in Department programs or events.
- Top suggestions for encouraging greater usage of parks and facilities are scattered, mostly centered around added/improved park amenities (more/better parking, benches, bathrooms), more park and trail locations/connections, better park upkeep, and a wider range of programs/events (usually larger community events, music/concerts, food events). < pg. 38 >
- Non-participants of BRPD programs/events represent 53% overall, including most renters, men, newer residents, those in the N region, and Hispanic/Latino adults. The biggest barriers are not having children (suggesting a perception that programs focus mostly on youth and young families) followed by a lack of time or awareness of such programs/events. < pp. 59, 61 >
 - The Parks & Recreation website and the printed program guide are the most preferred information sources among non-participants, but word-of-mouth from friends and neighbors is close behind. < pp. 73-76 >

The Most Popular Amenities and Facilities Are Already Deemed Readily Available and Meeting Residents' Demand

- **A majority of respondents express an interest, desire or demand for trails, open natural areas, and amenities (benches, garbage cans, drinking fountains) in parks and along trails.**

- Each is seen as being in good supply and easily reachable currently, as are all other features tested (pools and/or spray and splash pads, ice rinks, pickleball and tennis courts, basketball courts, baseball diamonds and sports fields).

< pp. 41-49 >

- **When asked about their willingness-to-pay higher user fees and/or property taxes to improve key facilities, a majority (68%+) support paying more for upgrades at:**

< pp. 51-56 >

- Bryan Pool (78% support overall, including the highest level of "strong" support at 27%).
- Frank Southern Center Ice Arena (76% support, 23% "strong")
- Winslow Sports Park (75% support, but only 18% "strong")
- Twin Lakes Rec Center/Sports Park (73% support, with the lowest level of "strong" support at 15%).
- Mills Pool (68% total support). While this option receive lower overall support, it has a relatively high level of "strong" support at 23%.

- **Still, 24% feel none of these are priorities for the Department, most often the oldest and more long-term City residents, and those without young children.**

- **When given three options for upgrades to the Bloomington public pools, a majority (53%) support improving one of the pools and converting the other to a spray/splash facility.**

< pg. 57 >

- A third (33%) favor a new aquatic center/outdoor pool to **replace both** of the existing pools, and 12% prefer improving one pool and closing the other altogether.

**Priorities for Program
Options Center on
Maintaining/
Expanding Popular
Community Events,
and More Variety for
Adult Activities**

- **City program and event participants (47% overall) include nearly two-thirds of those with children under 18, and residents in the SW region. The more “connected” City residents (homeowners, 30+ year residents) are likewise among the more frequent attendees.** < pg. 59 >
- **The Farmers’ Markets are by far the most preferred event, followed closely by outdoor concerts. Both are also seen in sufficient supply and availability.** < pp. 63-71 >
- **The other program options garnering reasonable interest – which also represent gaps or opportunities for the Department -- largely center around adult activities, including:**
 - Sports and non-sports for ages 18-59
 - Including a range of sports (basketball, volleyball, hockey pickleball), as well as visual and performing arts (e.g., live theater and musicals, dance performances) and adult recreation/enrichment (classes, hobbies and arts/crafts).
 - Programs for active adults ages 60+
 - Often arts and crafts; gentle fitness/cardio/low impact exercise; learning classes; social events).
 - Natural resources education
 - Nature hikes with naturalists; plant and tree identification; birding; education on recycling; youth nature programs.
 - Gardening and orchard programs
 - Growing tips; how to start a garden; composting tips; more community gardens; added youth programs in this area.
- **Children’s program options are in less demand and considered sufficient for the level of interest, though non-sports activities for teens (recreation/enrichment activities and visual/performing arts programs) represent a slight gap.**

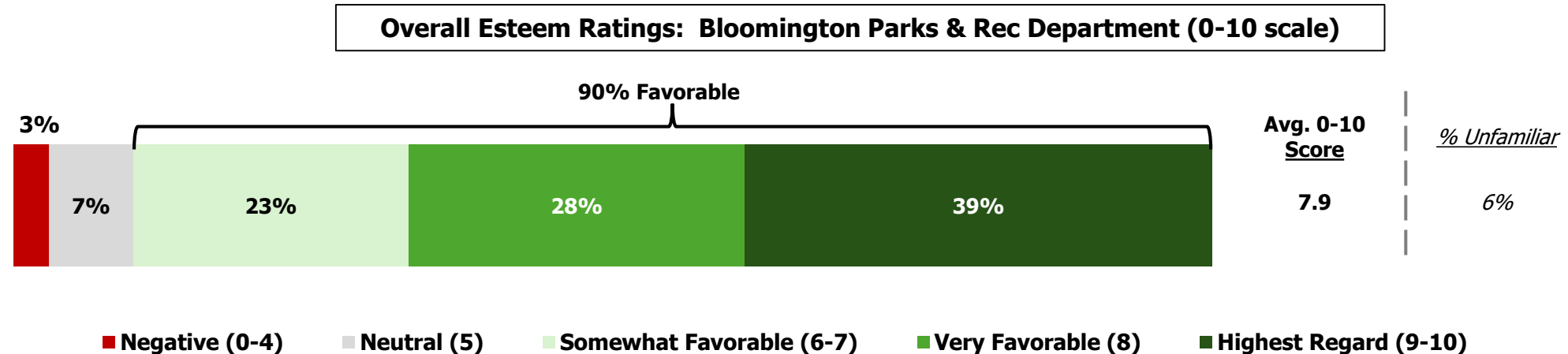
I. Overall Opinions of Bloomington Parks & Recreation Department: Strengths, Improvements Sought, and Value

Overall, City residents have a very positive opinion about the Bloomington Parks & Recreation Department (BPRD). Nine out of ten give favorable esteem ratings (6+ on a 0-10 scale), including 39% who hold the BPRD in highest regard (scores of 9+).

By comparison, only 3% have a negative opinion overall, which translates to a 30:1 favorable-to-unfavorable ratio.

The remaining 7% gave neutral ratings (generally familiar but no strong opinion), and 6% overall are completely unfamiliar with the Department.

- The average rating of 7.9 is considered very positive. This strong opinion is generally consistent across all subgroups, with the oldest residents giving the highest ratings (8.3 from those age 60+, vs. 7.5 from those under 30), as do white residents (8.0 average, vs. 7.1 from non-white adults). Note that even these lower-than average ratings are still favorable.
- Those who are most likely to report being unfamiliar with the District 6% are the newest residents (13% of those who moved here in the past 5 years), and ages 35 to 44 (12% unfamiliar).



When asked (in an open-ended question) what they like most about the Department or what it does especially well, most residents (60%) express appreciation for the parks and outdoor options (e.g., trails, open space, playgrounds).

Nearly half (46%) also mention something about the Department itself – its decision-making, attention to maintaining its assets, communication, staff service, etc.

Just over a third (36%) cite the programs and events that the Department hosts or provides.

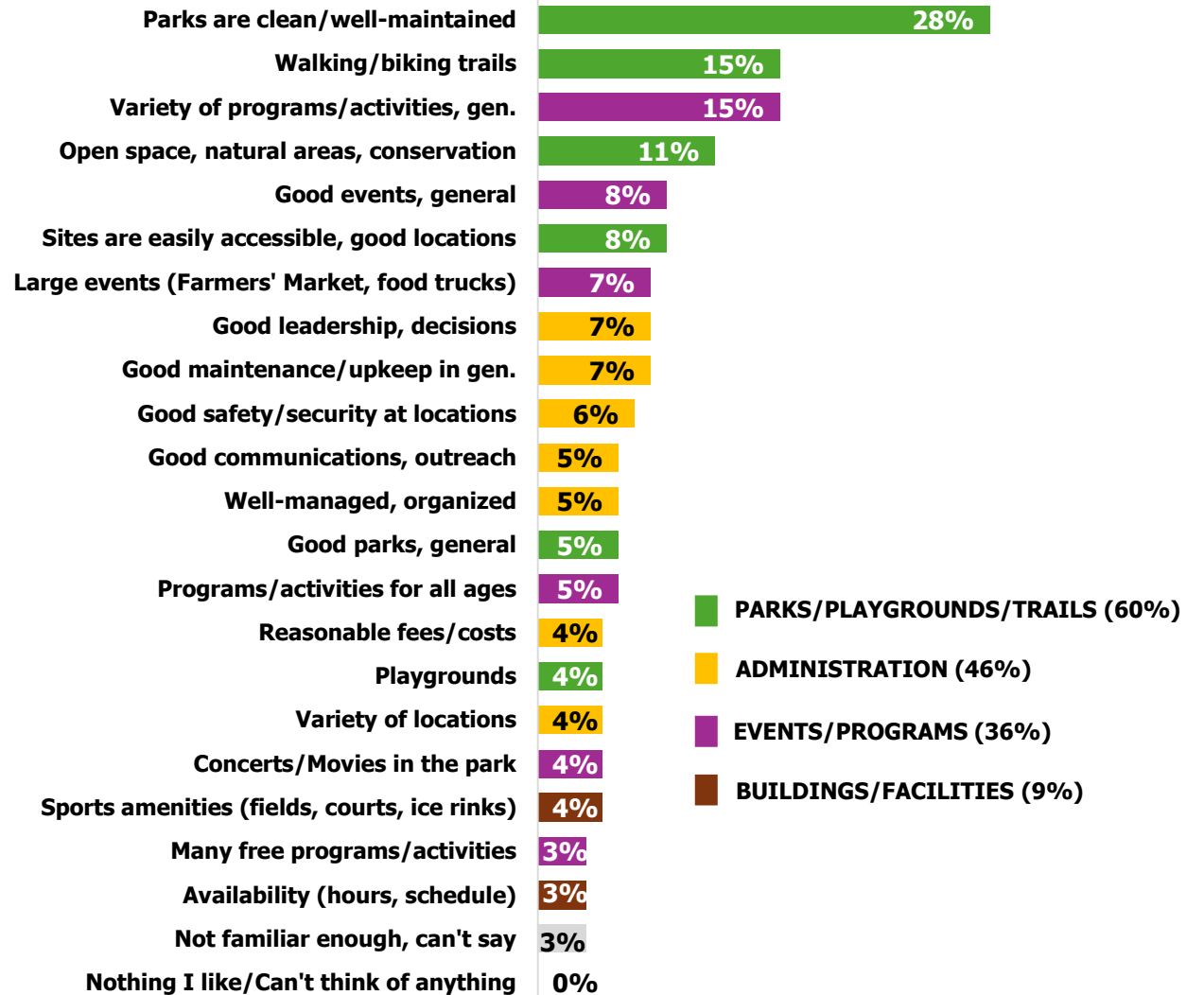
- Most cite the wide range of activities and options available to all ages, along with appreciation for larger community events (Farmers' Market, concerts and movies in the park, food events, etc.).

The BPRD facilities garner 9% of the responses, mostly the sports amenities along with the availability/ample access.

Sample verbatims are provided on the next few pages.

Top Likes/Strengths of BPRD

(most frequent multiple open-ended responses, n=382)



Parks/Playgrounds/Trails (NET = 60%)

"I've appreciated some of the new obstacle course/parkour playground equipment that is more appealing to older children and even adults, like the warped wall that was recently added to Bryan Park."

"They do a great job of utilizing all park spaces. The parks are neat and clean. I think the parks are one of the best attributes of Bloomington"

"I think that the parks Bloomington maintains are gorgeous and lovely places to be."

"The parks are clean, easily accessible, and often within walking distance of most places. I deeply appreciate the effort put in to creating more wildlife habitat, and the focus on native flora."

"The improvements to Griffy were fantastic in terms of hiking. I thought that was incredibly well thought-out and provided a good quiet place to be in Bloomington."

"I love the park renovations that are happening. The new playground equipment is wonderful, as are the options for outdoor gatherings (shelters, sport courts, dog parks, bench swings, etc.)."

"Cares deeply about maintaining quality parks and free play areas for all children of the city."

"Good trail signage."

"Excellent upkeep of existing parks. I very much enjoy the B-Line and appreciate the work Bloomington does to keep them growing and usable."

"I really enjoy the dog parks provided!"

"I think there is a diversity of parks in town, all with their own unique qualities."

"While I don't have children,...I live near Griffy Lake and really enjoy the work that has gone into improving those trails over the years! I also think the playground at Lower Cascades is great for my nieces and nephews."

"I like how inclusive and environmentally friendly the new parks have been."

"The playgrounds for pre-school through middle school are wonderful, and the playing fields for sports are nice. We go to Griffy Lake and Twin Lakes a lot. The Switchyard is a great addition to the park system."

"We love the huge range of parks available in a pretty small city. We love the trails and hiking available and the natural areas the city cares for. "

"The trail network is wonderful... especially the recent expansions of paved pathways."

"Parks are easily accessible with ample free parking. The landscaping is beautiful and well kept. Switchyard Park stands out as a shining example. It has activities for almost anyone no matter their age or interests. The native plantings and prairie area show the cities commitment to preserving the cities natural habitat."

"I love the waterfalls, scenery, and enjoy the picnic areas. My kids love the playgrounds and enjoy having birthdays at the parks. I love they stay clean and kept up well."

Administration/Management (NET =46%)

"I love how many free or low-cost events parks and recreation offers to the community. It really helps with community building with our neighbors."

"I like the fact that you're doing this survey . It makes our voices heard. Thank you so much, I really appreciated this."

"There is always something to do and so many free or affordable options."

"The garden plots that are available for rent are fabulous. The people working seem to be very nice."

"Communication with the community is very good. Any issues by the community receive immediate attention."

"More than just parks. The department does an excellent job bring people to parks through programs all listed in a wonderful booklet twice a year."

"It's inviting for any residents of Bloomington to participate."

"The people working seem to be very nice. I like that these spaces are open to anyone and there's constantly events happening that are typically free. It feels accessible."

"Parks and Rec does a great job letting people know about things, posting upcoming events and things in the parks and facilities in town."

"I appreciate that the Parks and Recreation Department strives to build and sustain an inclusive community experience. All are welcome, and facilities strive to accommodate every resident's needs."

"The staff has always been friendly and helpful."

"I most like the wide array of opportunities it offers, with something for everyone to enjoy."

"Plenty of free programs, good advertising in a variety of ways, activities/events for all ages in various locations, great accessibility."

"Fee free access, free parking, clean and safe."

Events/Programs (NET = 36%)

"Wide variety of activities for all ages"

"I enjoy going to the farmers' markets hosted at various parks throughout the year, especially in winter."

"I love the farmers' market, too!! I always feel welcome and included."

"Food Truck Fridays are wonderful, the highlight of our week!"

"The summer camps spark incredible creativity and joy in my children every year."

"The Farmers' Market is one of the main reasons I stay in Bloomington. It's exceptional! I am impressed with all the other activities and events throughout the year."

"Such a wide variety of diverse programs for all ages! A mix of indoor, outdoor activities is also wide-reaching. Parks & Rec also not self-contained. It is appreciated that it works with and combines efforts with other community organizations in its programming. The event staff seems enthusiastic & hard-working."

"The various events that are hosted. I like that there are adult specific events as well as events for kids."

I like the events Bloomington Parks & Recreation organizes celebrating our city. I particularly enjoyed a public art walking tour I recently attended organized by Bloomington Parks & Recreation."

"I also really appreciate the variety of classes Bloomington maintains at the pool and ice-skating rink. I have especially enjoyed the ice-skating classes for adults."

"Great programs like concerts in the park, Frank Southern Ice Arena events, TBall, Movies in the Park, Farmers' Market, Summer Camps, dog events like Howl at the Moon. Great variety! Something for everyone."

Facilities (NET = 9%)

"We love the pools and the ice rink! It's cool that those are both included in the parks system."

"The wide array of facilities provided by Bloomington Parks & Recreation is unmatched."

"Cascades Golf Course is one of my favorites in the area."

"I also am a member of Twin Lakes and enjoy going there."

"Many options, Twin Lakes indoor track & exercise area."

"They improved Frank Southern Ice Arena with Pick-Up Open Hockey."

When asked what respondents dislike most or what improvements they would like to see, nearly half (47%) give responses related to the overall administration of the system.

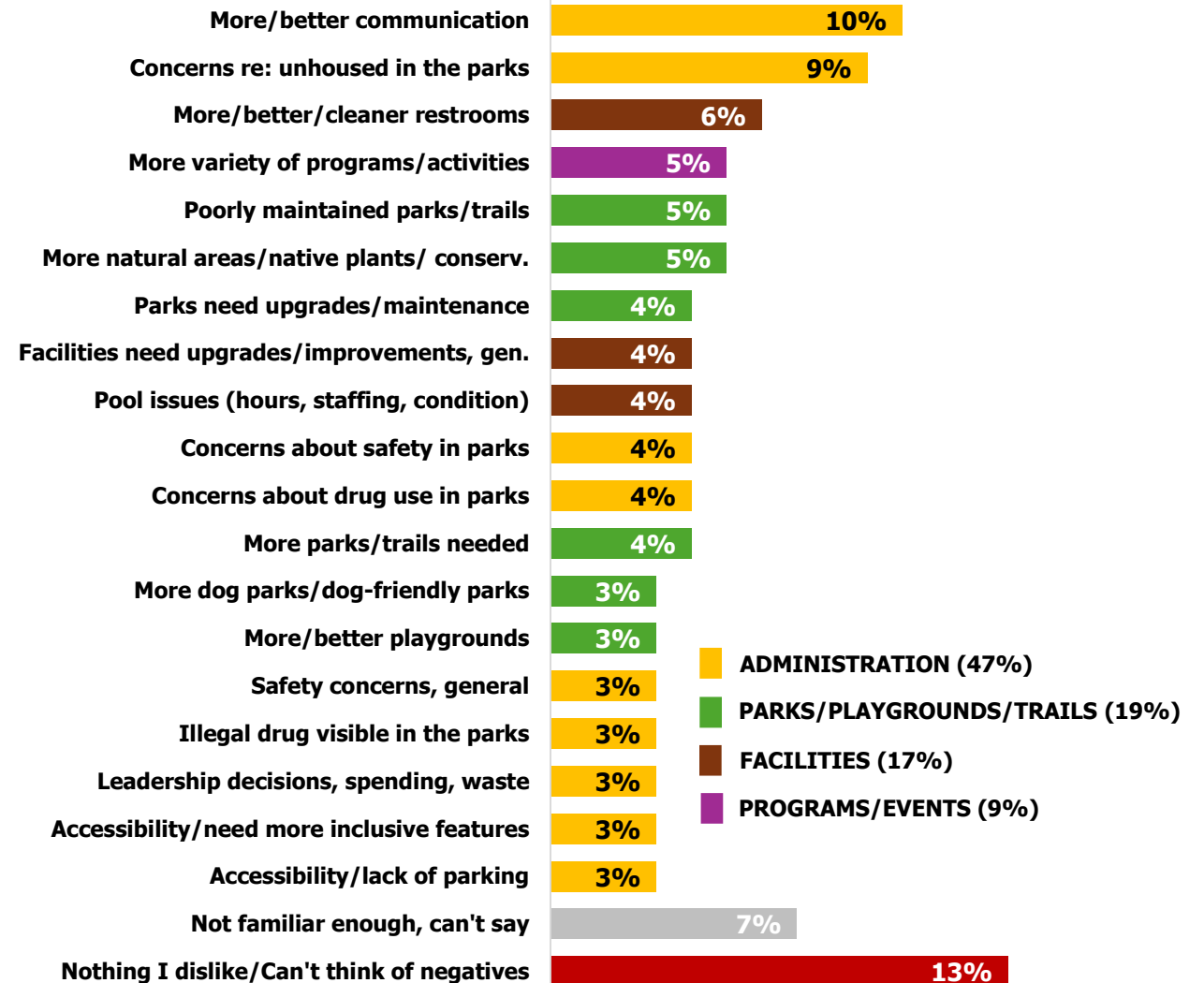
- Most often they seek more outreach and communication about the parks, facilities, and program/event options, followed by multiple responses concerning personal safety in the parks and trails.
- This latter theme of safety is repeated in other survey questions in this report.

Far fewer (19%) express issues with physical park and open areas, mostly around more maintenance and upkeep (often dog waste), requests for more natural areas, along with other features (added trails, more dog parks/friendly areas, more playgrounds, etc.).

About as many (17%) cite the facilities, usually seeking cleaner restrooms, upgrades in general, and scattered concerns about the pools.

Only 9% gave suggestions for programming and events (usually wider variety in general). Again, sample responses are on the next few pages.

Top Dislikes/Improvements Sought From BPRD
(most frequent multiple open-ended responses, n=344)



Administration/Management (NET = 47%)

"Seminary Park is a gathering place for homeless persons. This is a complex issue, but it makes the area feel unsafe for others."

"Switchyard Park is so nice but there are scary people who lurk around the bathroom doors and hang out throughout the park, so I prefer not to take my grandkids there."

"Drug use, garbage, unhoused encampments, and isolated settings don't always leave me feeling safe to enjoy a park on my own."

"Safety patrols should, in my opinion, be more noticeable."

"Unfortunately, our family had a not so positive experience when our 5-year-old was playing and sitting in the sand area digging pit and found a used syringe."

"Some of the parks feel unsafe because of the unhoused people. I have also found needles at multiple parks."

"Would have liked to have been notified of openings when waitlisted for group exercise class in summer."

"When I research new parks, I haven't been completely impressed by the information I find on the parks website for each park."

"In general, the communication from the Parks department is pretty atrocious and seems dated. I do not use social media, and the website does contain useful information and cannot be searched."

"I don't like how expensive many programs are and how limited the number of spots are for any free programs (such as cooking classes)."

"Particularly in winter, there are limited indoor spaces that are free and accessible to all."

"Increasing trend of events held in public spaces (specifically Switchyard Park) that are not free. If the fees are destined to cover specific costs, this information should be disclosed upfront and be completely transparent."

"More accessible events for disabled or immunocompromised people."

"I do not like how the upkeep on some older parks are being ignored. Like Cascades Park has lots of chipped paint, discoloration, etc. but I do appreciate the new parks being build like Bryan Park, I think we can't lose focus on old parks because there are new ones."

"A lot of effort is poured into Switchyard and Bryan. Put a little more time and effort into smaller neighborhood parks."

"The lack of parking near the entrance of the dog park stops me from going to Switchyard Dog Park, even though it's awesome."

Parks/Playgrounds/Trails (NET = 19%)

"More dog waste trash bins would be great! B-Line has several but places like Jackson Creek only have a couple."

"Need more doggy bags, especially SE walking trail. Need more dog disposal stations."

"Park trash cans need to be emptied more. Especially in the summer. All parks smell like hot garbage."

"I don't like the people that let their dogs run loose. Also, not picking up after their dogs."

"Occasionally some of the playground equipment is damaged or inoperable."

"Better quality ramps at Bryan Park. The wood ramps over wet or uneven areas are ageing prematurely and don't feel like a high-quality long-term investment."

"Better signs for hiking trails."

"The trails at Griffy Lake could be better marked. I've accidentally wandered off a few of them."

"Not enough parking at Switchyard park."

"I hate the not slip strips on the wooden boardwalks. Always wakes up my kids when they are in strollers."

"Bike trails aren't always clean and it's unsafe where they cross roads due to lack of speed bumps on the roads."

"I wish there were better and more outdoor exercise equipment stations at the parks."

"We don't have nearly enough bike paths!"

"More parks on the east side."

Facilities (NET = 17%)

"The only thing we dislike is the cost of the pools. We live in walking distance of Bryan Park and love walking to the pool several times a week during the summer. The increasing cost each year has become a barrier to enjoying the pool as much as we would like. Last year we could only afford 3 season passes for our household of 4, the fourth person went only on a free days or sporadically and paid for day passes. We save every month all year long in anticipation of buying the passes, but the last few years the increase has been significant."

"The pools close way too soon."

"Mills Pool should be open on the weekends through August, as it was forever, because it serves the less fortunate kiddos in the area."

"Having more public pools would be better because Bryan pool is so crowded."

"Restrooms at popular parks are sometimes unclean and poorly maintained regularly."

"I wish restrooms could be open year-round in places like Olcott Park for folks using the park in the colder months."

"Not enough pickleball courts."

"Twin Lakes Rec Center needs repairs (upstairs windows) and needs to be deep cleaned. There are large amounts of cobwebs and dust (one of my allergies) that should've been removed at least annually. Some of the equipment in the cardio room seems to not work. It is a nice facility otherwise."

"A decent amount of Twin Lakes weight machines were damaged last time I was there."

"Evening classes at Twin Lakes when facility is packed with kids sports and there's no parking."

"Manage tennis nets better, clean courts more often, care for the wind screens. Keep nets up or down based on weather."

"We wish the ball fields at Winslow would be updated and appropriate drains added so half of the baseball season didn't have to be cancelled due to rain."

"I feel that the way they maintain and allow for use of their facilities leaves a lot to be desired, especially the Winslow Baseball Complex."

"I wish there was an indoor pool included in the parks system so we could swim year-round for exercise."

"I think adding some indoor options for kids during winter months would be great."

"I've thought for a long time that Bloomington needs a better senior center than the one at college mall."

Programs/Activities (NET = 9%)

"I would like to see more programming around getting outside to learn about the outdoors. For example, walks at different parks to learn how to identify tree and native plant species. Love that stuff."

"Limited number of programming options for adults. There seems to be only one opportunity for each thing, and it makes it hard to accommodate schedules."

"Seems activities are focused on families with kids or artistic types. The activities do not seem to be inclusive to other demographics."

"Do better with offering outdoor programs for older age participants 50+ only instead of mixing age of participants. For events that might require a slightly slower pace of participation, like hikes, etc."

"The Farmer's Market has not been handled as well in the last few years and has lost its touch. Each year I see less and less local farmers and more food vendors, additionally I remember when dogs were not allowed and now every time I attend, I am bombarded with people's pets. I love pets but the market is not the place for them."

"Lack of cheap pickup sports."

"I also wish some of the movie events were expanded or the option to vote for movies was presented."

"I wish there were more recreational community events."

"I wish you had more adult sports leagues/classes like tennis!"

"Popular summer camps fill up within minutes, which is incredibly frustrating."

"Some programs feel overcrowded, reducing the quality of participant experience."

"As someone who doesn't participate in sports, I feel there isn't a lot going on. There are nice places to walk, but I don't find myself visiting many parks or facilities in Bloomington."

Virtually all residents (91%) feel that their household and its interests are sufficiently represented and included by the Department's recreational offerings.

This sentiment is generally held across all subgroups and regions, as at least 87% of all segments likewise agree.

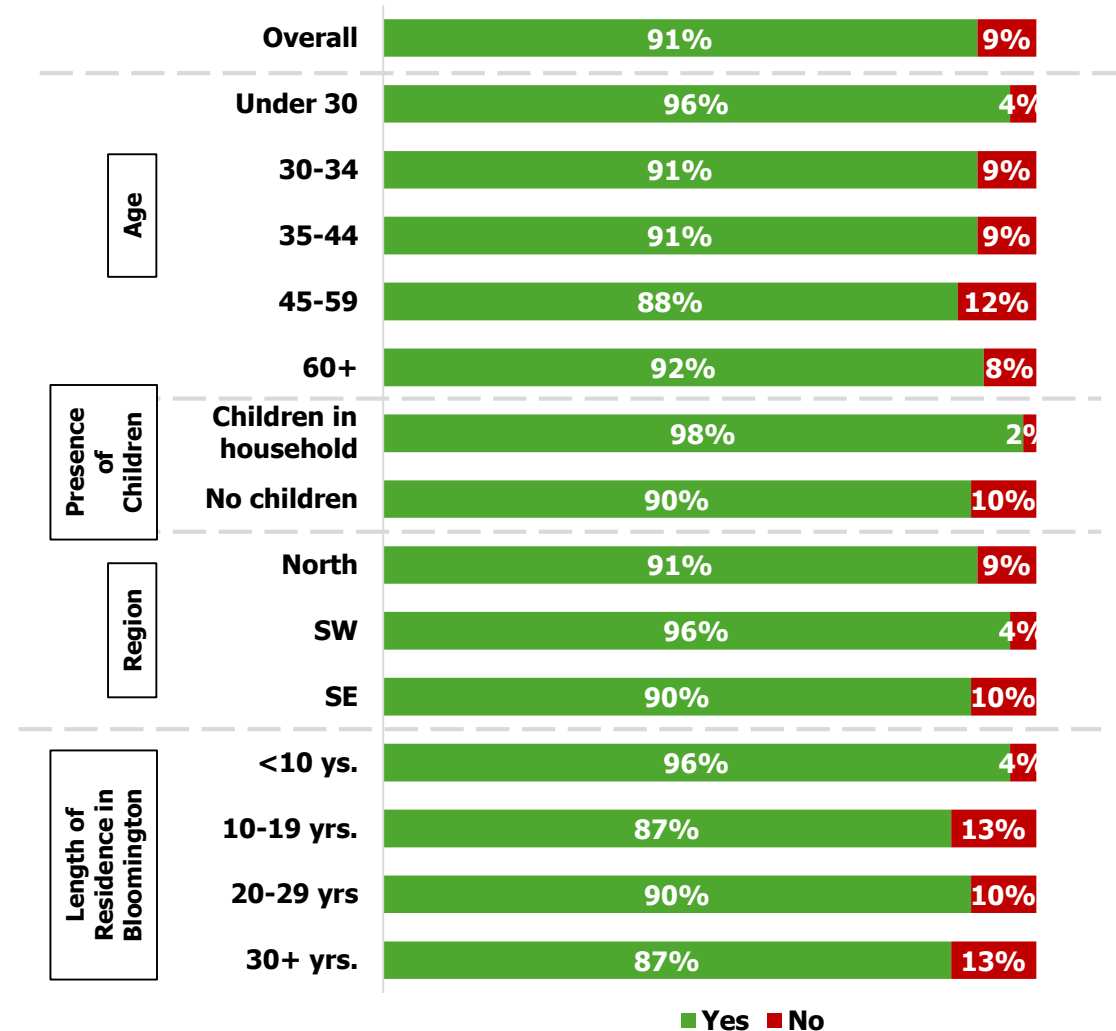
Any disagreement tends to come from residents ages 45-59, those without children, longer-term Bloomington residents, and households outside of the SW region.

➤ Those who disagree give a wide range of reasons for feeling this way. The most frequent include:

- More programs/options for seniors (n=6) or adults in general (n=3).
- Better outreach and communication of offerings, events (n=3).
- Lower costs/fees (n=3).
- Events and activities that reflect broader ethnic and cultural diversity in the community (n=3).
- More events/activities for families in general (n=3).

➤ Examples of these and other open-ended reasons are on the next page.

Is Your Household/Its Interests Included and Represented by BP&R?



"Better/more advertising. Target programming for ages 65+."

"The older population should have a much better senior center in a city the size of Bloomington. I feel that seniors aren't well served by Bloomington Parks & Recreation."

"As a little old lady, I would like more volunteer opportunities."

"Offer free classes in summer for seniors in physical fitness, health in winter. Bring back a dedicated senior center which was turned into charter school! We used to take all kinds of classes, have lunches, play cards, there was even a piano! Bloomington needs a senior center, and it is shameful, there is none!"

"More senior/handicapped programs."

"Having some activities geared towards older aged participants, 50+."

"Look outside of the downtown demographics. Activities for empty nesters, more diversity in music genres, less focus on making a buck."

"I don't really know what you do but it seems like there's mostly stuff for kids and seniors."

"Cost for low-income people."

"Lower costs for community rentals."

"Far more offerings for people of color need to be given throughout the year, not just to commemorate special occasions and holidays. Still further, given the large financial divide in Bloomington, more programming needs to be made accessible to lower income individuals and families, e.g., discounted membership rates at TLRC."

"More women and African American focused events."

"Include events that reflect diverse cultural backgrounds and community traditions."

"There is a lack of understanding or marketing on what Parks and Recs have to offer. I didn't even know there were initiatives in place to better represent households' interests. I feel Bloomington as a whole is very catered to students. I would love to see other programs that are more widely known for Bloomington residents who are not students."

"Ensure that program schedules are communicated clearly through multiple channels in order to make them as convenient as possible for households."

"Offering more family-friendly events and activities that appeal to different ages in our household."

"Offer more events or programs that are specifically tailored to families."

"Offer more programs for families with children of different age groups."

"A lot of our parks lack good pedestrian access or require a car to get to there safely. For example, you can't get to Cascades Park without either walking on a street for almost a mile or driving a car through the park to park at the north end. You could cross the creek earlier than a mile to the path on the other side, but the bridge has stairs and is too narrow for any sort of ambulatory assistance and the path is just dirt and grass that isn't well maintained and full of tree roots. When your 3 options are drive, walk on a street with vehicular traffic and blind curves, or narrow foot bridge with stairs leading to an unpaved path, I don't think you can argue that its accessible."

"Improving accessibility, adding safer walking paths, and updating facilities would better match our needs and interests."

"Offer programs that cater to people with disabilities or those with special needs so that they can feel included."

"Greater variety of programs for teenagers and young adults, available on a regular basis."

"Make safer. Reduce needles and drug paraphernalia in parks."

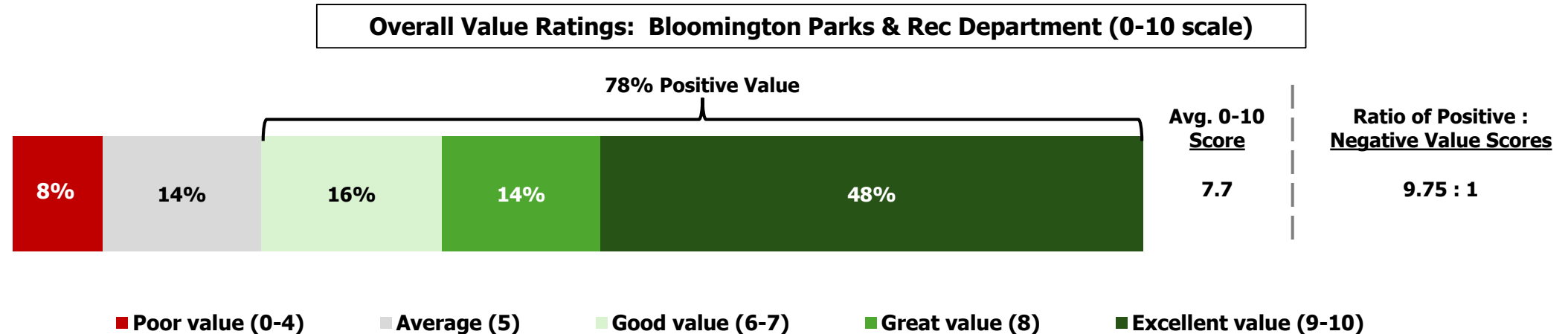
"The spurious conditions under which events are cancelled, are an ongoing source of frustration for me and most of the people that I frequent events with. Music in the park is canceled because it's supposedly too hot (even though the park is open/used freely for other activities), cancellations of indoor events due to cold temperatures (in the absence of accumulated snow), cancellations due to small amounts of snow which lingers for weeks without additional cancellations. It's crazy."

"I wish the breadth of programs available increased. While I understand resources differ compared to the variety IU can offer, I feel like there should be more potential for overlap. Sports & Rec only seems to offer Tae Kwon Do, for example, while one can explore any of two dozen martial arts at IU. How hard would it be to arrange something of an affiliate program to get some of the IU talent to take a side gig to spread these opportunities?"

When informed that less than 2% of their property taxes goes to the Parks & Recreation Department, residents give the BPRD very strong value ratings overall.

Nearly four out of five (78%) feel this share of property taxes represents at least a good value, including nearly half (48%) who rate it an excellent value (scores of 9+ on a 0-10 scale) By comparison, only 8% consider it a “poor” value, with the remaining 14% rating it “average”. The average value score is a positive 7.7.

- All subgroups give favorable value ratings, including those offering lower-than-average scores such as:
 - Non-white residents (6.6 average), renters (7.4), and non-BPRD program participants (7.2)
- The highest scores come from homeowners (8.0 average), recent BPRD participants (8.3), and white adults (7.7).

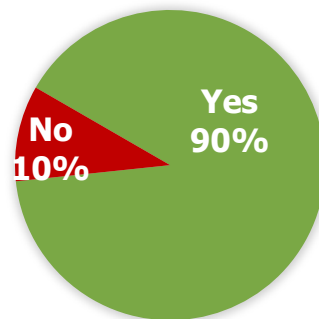


II. Usage and Satisfaction with City Parks and Recreational Facilities

Overall, nine out of ten respondents report that someone in their household used or visited a City park in the past year.

- By far, the B-Line Trail and both Switchyard and Bryan Parks were the most popular destinations (each cited by a majority of respondents). Nearly half (48%) also report going to Griffy Lake Nature Preserve, and 40% used the Clear Creek Trail.
- Those less likely to report recent usage include residents aged 30-34 (19% did not visit any location), those in the N region (15%), non-white adults (21%, vs. 9% of white residents), and non-program participants (18%).
- Still, this means that at least 79% of all subgroups and regions visited a City park last year.

Used or Visited Bloomington Parks & Recreation Locations in Past Year



Bloomington Parks & Recreation Locations Visited or Used in Past Year	% Reporting (n=405)
<i>B-Line Trail</i>	73%
<i>Switchyard Park</i>	69%
<i>Bryan Park</i>	55%
<i>Griffy Lake Nature Preserve</i>	48%
<i>Bloomington Rail Trail</i>	40%
<i>Clear Creek Trail</i>	36%
<i>Lower Cascades Park</i>	32%
<i>Jackson Creek Trail</i>	30%
<i>Cascades Park Trail</i>	29%
<i>Olcott Park</i>	24%
<i>Upper Cascades Park & Trail</i>	23%
<i>Leonard Springs Nature Park</i>	20%
<i>Sherwood Oaks Park</i>	18%
<i>Winslow Woods Park</i>	16%
<i>Peoples Park</i>	15%
<i>RCA Community Park</i>	14%
<i>(Rev. Ernest D.) Butler Park</i>	12%
<i>Rogers Family Park</i>	11%
<i>Seminary Park</i>	8%
<i>Park Ridge East Park</i>	8%
<i>Hopewell Commons</i>	8%
<i>Park Ridge Park & Polly Grimshaw Trail</i>	7%
<i>Building Trades Park</i>	7%
<i>Latimer Woods</i>	7%
<i>Southeast Park</i>	7%
<i>Waldron Hill Buskirk Park</i>	6%
<i>Crestmont Park</i>	6%
<i>Ferguson Dog Park</i>	6%
<i>Highland Village Park</i>	6%
<i>Schmalz Farm Park</i>	5%

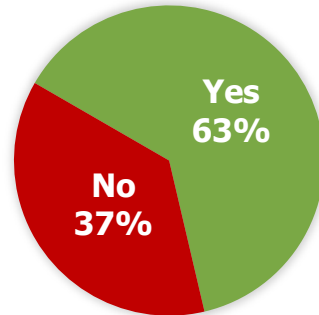
Top responses only. All other parks/nature areas/sports fields mentioned by <5%.

Nearly two-thirds (63%) also report a household member using a City recreational facility in the previous 12 months.

Specific facility usage was more scattered (no dominant choice(s)), suggesting that many respondents go to multiple locations. Bryan Park Pool received the highest response (24%), and many of the facilities or amenities at Switchyard Park were used by 11% to 18% overall.

About as many also report going to TLR, Southern Center, Cascades Golf Course, and Winslow Sports Complex (11% to 17% each).

Used or Visited Bloomington Parks & Recreation Facilities in Past Year



Bloomington Parks & Recreation Facilities Visited or Used in Past Year	% Reporting (n=405)
<i>Bryan Park Pool</i>	24%
<i>Switchyard Park spray pad</i>	18%
<i>Switchyard Park dog park</i>	17%
<i>Twin Lakes Recreation</i>	17%
<i>Frank Southern Center/Ice Arena</i>	14%
<i>Cascades Golf Course</i>	13%
<i>Winslow Sports Complex</i>	12%
<i>Cemeteries (White Oak, Rose Hill)</i>	11%
<i>Switchyard Park skate park</i>	11%
<i>Community garden plots</i>	8%
<i>Mills Pool</i>	7%
<i>Banneker Community Center</i>	6%
<i>Twin Lakes Sport Park</i>	5%
<i>Ferguson Dog Park</i>	6%
<i>Highland Village Park</i>	6%
<i>Schmalz Farm Park</i>	5%

Top responses only. All other facilities mentioned by <5%.

Many of the most popular City parks/open spaces (B-Line Trail, Switchyard) and facilities (Bryan Park Pool, TLR, Southern Ice Arena) attract residents from all parts of Bloomington (no meaningful regional differences).

- Some of the parks attract a disproportionate number of respondents from specific areas. For example, while the SE region includes 41% of the overall population, a majority (52%+) of visitors to Olcott Park, Winslow Woods Park, Jackson Creek Trail, Sherwood Oaks Park, and Bryan Park come from the SE area.
- The recreational facilities tested tend to draw evenly from all parts of the City, though nearly two-thirds (65%) of those reporting usage of Cascades Golf Course come from the N region (which represents 42% of the overall population).

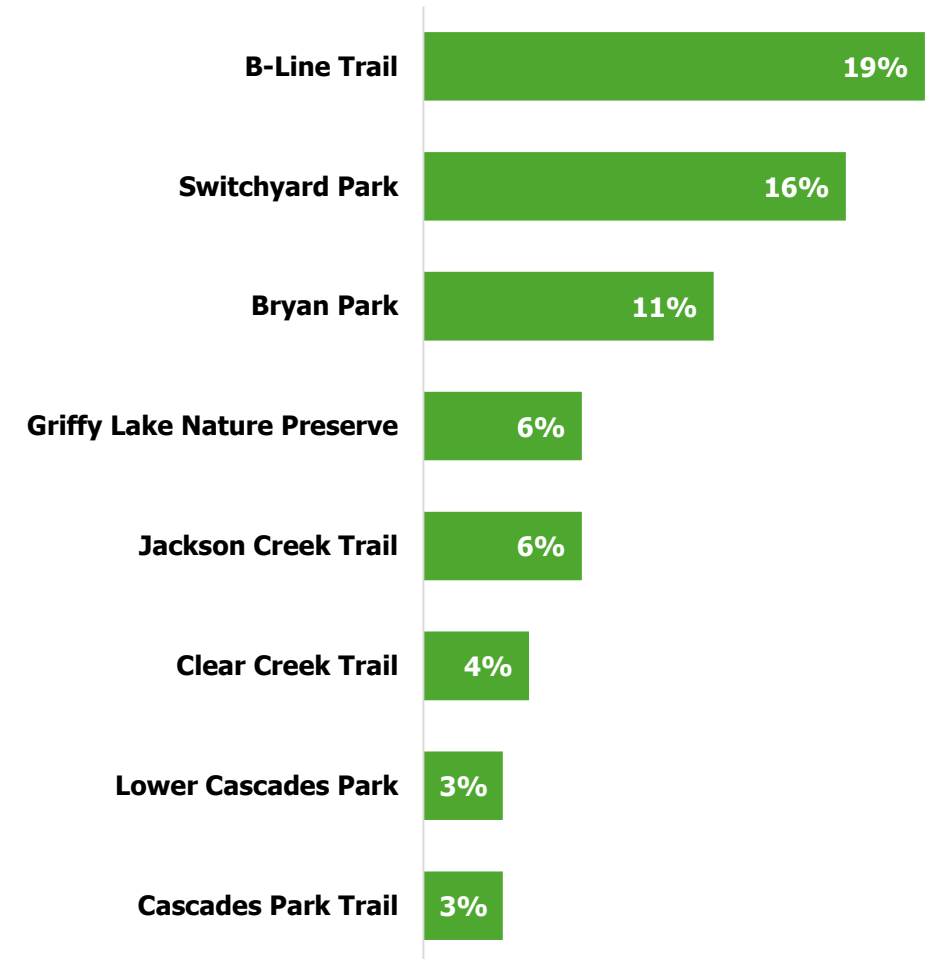
Significant Differences: Park And Facility Usage by Region

BP&R Parks/Nature Areas/Sports Fields Recently Visited/Used (top responses)		n	Region		
			North	South east	South west
Overall (row) % of Respondents		405	42%	41%	17%
Parks/Open Areas	<i>PARKS/NATURE AREAS/FACILITIES</i>				
	B-Line Trail	299	39%	43%	18%
	Switchyard Park	290	40%	41%	19%
	Bryan Park	252	29%	52%	8%
	Griffy Lake Nature Preserve	205	46%	37%	17%
	Bloomington Rail Trail	173	37%	43%	20%
	Clear Creek Trail	159	31%	47%	22%
	Lower Cascades Park	145	50%	30%	20%
	Jackson Creek Trail	136	25%	60%	15%
	Cascades Park Trail	128	48%	29%	23%
	Olcott Park	129	22%	66%	12%
	Upper Cascades Park & Trail	106	44%	35%	21%
	Leonard Springs Nature Park	94	35%	36%	29%
	Sherwood Oaks Park	90	23%	56%	21%
	Winslow Woods Park	84	28%	62%	10%
Facilities	Bryan Park Pool	115	33%	49%	18%
	Switchyard Park Spray Pad	91	42%	36%	22%
	Switchyard Park Dog Park	74	36%	42%	22%
	Twin Lakes Recreation	78	36%	46%	18%
	Frank Southern Center/Ice Arena	65	41%	38%	21%
	Cascades Golf Course	49	65%	26%	9%

○ = statistically higher regional response at the 90% confidence level

Multiple visits in the past year are likewise more likely to occur along the B-Line Trail and in both Switchyard and Bryan Parks.

Top Locations Receiving the Most Self-Reported Visits

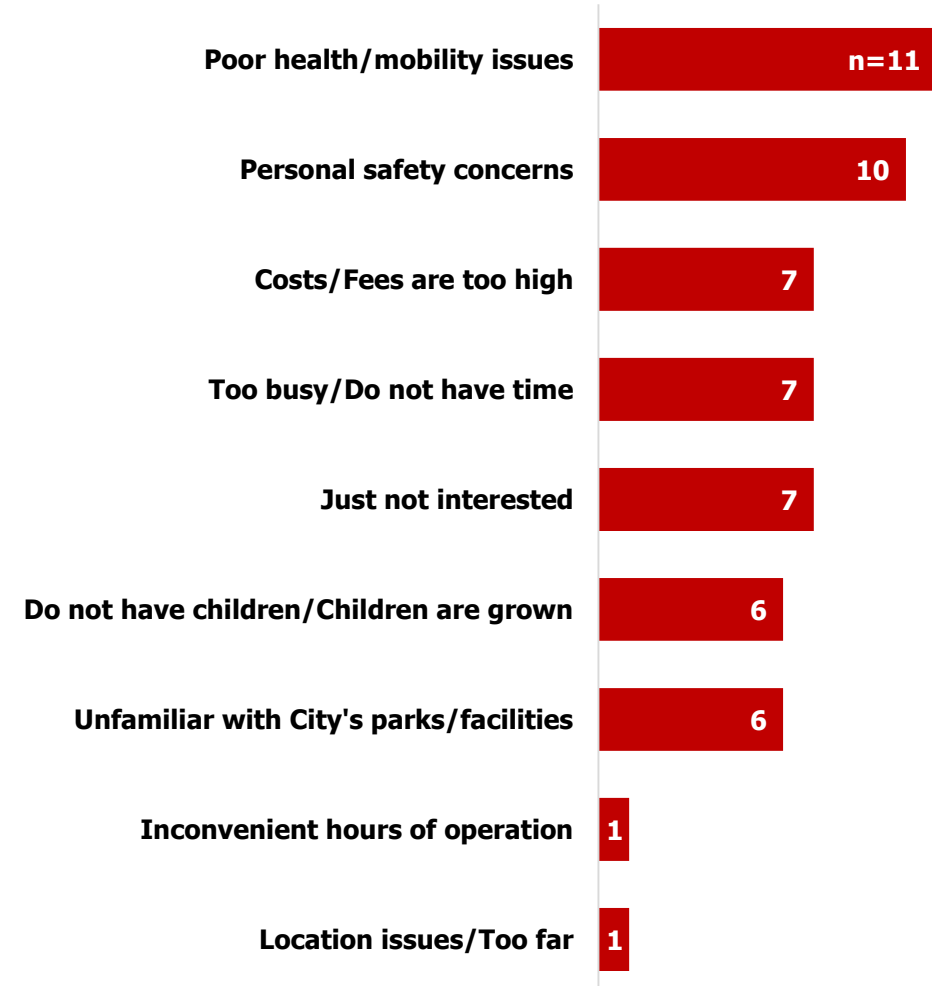


2% Each: Olcott Park; Park Ridge Park & Polly Grimshaw Trail; Sherwood Oaks Park; Upper Cascades Park & Trail; Bryan Park Pool; Cascades Golf Course; Frank Southern Center/Ice Arena; Twin Lakes Recreation; Winslow Sports Complex.

Among the relatively few who report no visits to City parks or facilities (n=30 overall), the biggest barriers are personal health or mobility issues, and concerns about safety at these locations.

- Open-ended feedback from other questions usually attribute safety concerns to the presence of unhoused people in City parks or witnessing drug use in public.
- Others cite the costs/fees needed to use some of these facilities, a lack of interest and/or time, a sense that the Department is more focused on younger families (from those without children), and/or a generally lack of awareness of these parks and facilities.
- Note that each of these are cited by relatively few respondents.

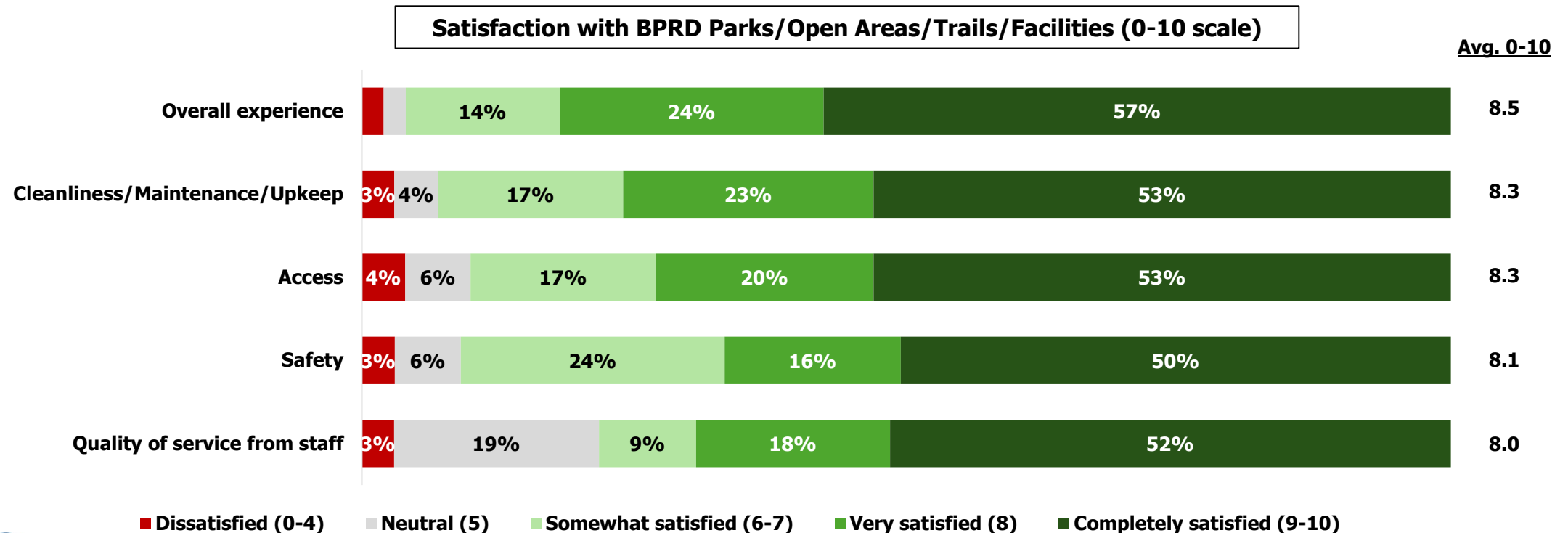
**Most Frequent Reasons/Barriers Attributed to Non-Usage
(multiple responses, close-ended options)**



Among recent users/visitors, satisfaction with the City parks and recreational facilities is very strong.

Across most attributes, 90%+ are at least somewhat satisfied, including a majority (50%+) who are completely satisfied with each. The highest ratings are given to one's overall experience, the cleanliness/upkeep of these locations, and accessibility.

- Staff service also earns high albeit slightly lower marks, mostly due to the large number of "neutral" responses. These are most likely coming from park users who do not see or interact with staff (and therefore cannot offer an opinion on their service).



The oldest residents (ages 60+) are consistently the most satisfied with the City parks and facilities, across all attributes. White residents likewise are especially happy with the accessibility, staff service, and (along with Hispanic residents) the upkeep and maintenance of these locations.

Lower scores tend to come from younger adults, residents of color, and non-program participants. However, these segments still express high levels of satisfaction, as no group gives average ratings below a positive 6.7 rating.

Significant Differences: Satisfaction with BPRD Parks/Open Areas/Trails/Facilities (0-10 scale)

Attribute	Avg. 0-10 Rating	Lower than Avg. Ratings	Higher than Avg. Ratings
Overall experience	8.5	- Ages 35-59 (8.3) - Year-round residents (8.5)	- Ages 60+ (8.8) - Seasonal residents (9.1, n=13)
Cleanliness, maintenance and upkeep	8.3	- Ages 30-34 (8.1) - Non-white adults (7.6)	- Ages 60+ (8.8) - White (8.4) and Hispanic/Latino adults (9.0, n=12)
Accessibility (parking, paths, entrances, ramps/ADA, etc.)	8.3	- Ages 35-44 (8.0) - Lived in Bloomington 10-19 yrs. (8.0) - Non-white adults (7.6) - Non-program participants (8.0)	- Ages 60+ (8.9) - Lived in Bloomington 30+ yrs. (8.6) - White adults (8.4) - Program participants (8.6)
Safety	8.1	- Under 30 (7.9), ages 30-59 (8.0) - Non-participants (7.8) - Permanent residents (8.0)	- Ages 60+ (8.7) - Program participants (8.4) - Seasonal residents (8.9, n=14)
Quality of service from Department staff	8.0	- Under age 30 (7.8) - Non-white adults (6.7) - Non-participants (7.8)	- Ages 60+ (8.5) - White adults (8.1) - Program participants (8.3)

Respondents giving lower scores to any attribute tested (6 or lower on the 0-10 satisfaction scale) were asked with which BRPD locations they are dissatisfied, and why (see next few pages).

Most respondents identified a specific location, usually Switchyard Park, the B-Line Trail, and Seminary Park (three of the most popular destinations overall, as reported earlier).

For all three, lower satisfaction is most often due to perceived safety concerns at these sites, often attributed to houseless persons in these parks, and other safety concerns (evidence of drug use, lack of lighting, etc.).

Similar safety concerns carry into some of the other parks and trails tested (Peoples Park, Rail Trail, etc.).

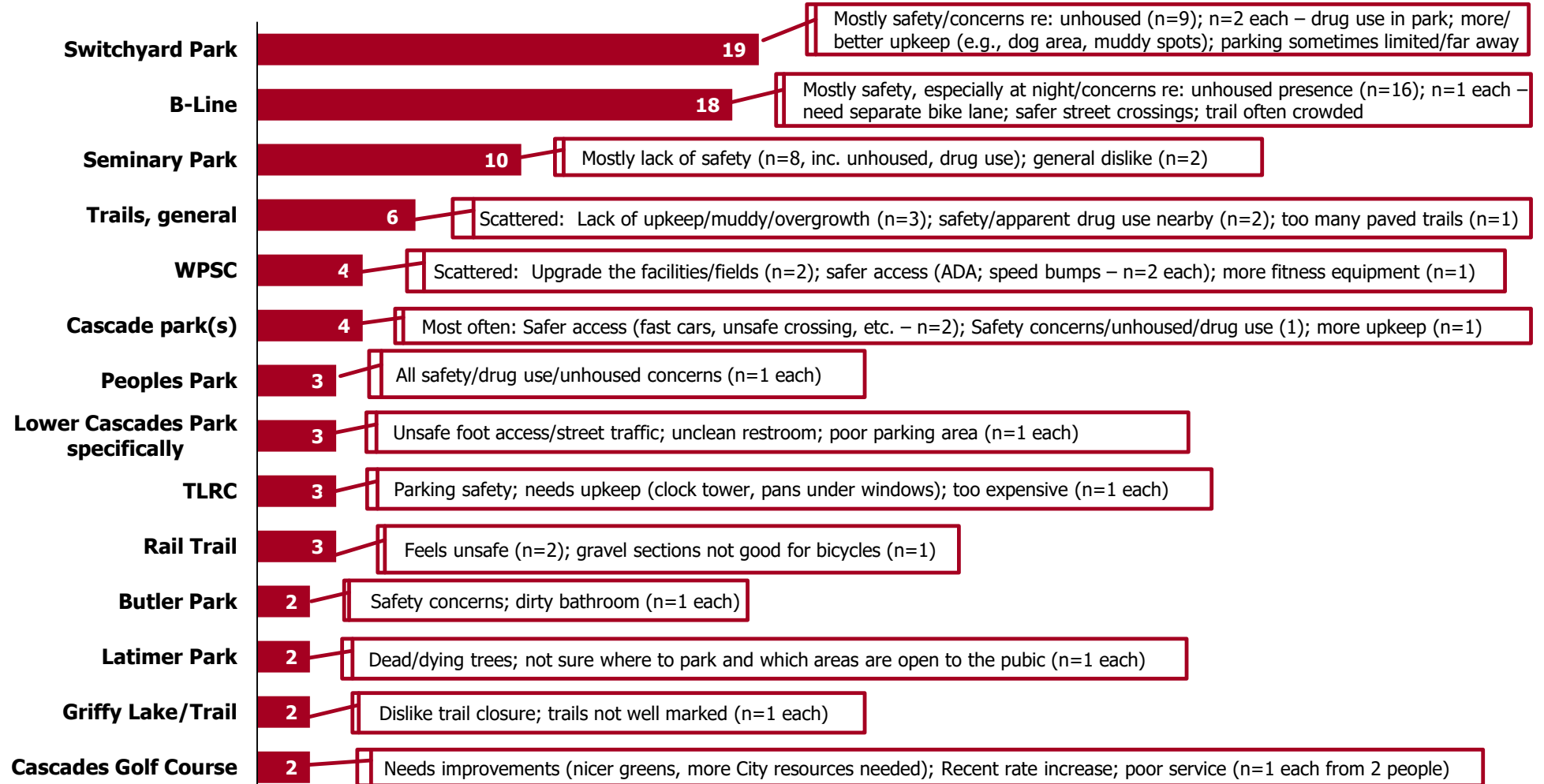
- A few cite other safety concerns more related to access points on busy streets or a need for safer road crossings (e.g., at Winslow Sports Park, Lower Cascade Park, Twin Lakes Recreation Center).
- Beyond safety, a few residents (single responses) are concerned about upkeep at some locations (e.g., better landscaping/weed removal; trail upkeep; cleaner bathrooms).

A few also expressed general concerns – echoing issues of safety and better upkeep – at BRPD properties in general.

- Three respondents cited issues with Department staff (see page 36).

Top Reasons for Dissatisfaction: Bloomington Parks & Rec Parks/Open Areas/Trails/Facilities n=89 respondents, multiple responses)

Most Frequent Specific Sites



"I wish Switchyard Park felt safer. I don't go there because I don't feel safe."

"Switchyard and Seminary Park. Unsafe due to homeless population."

"Switchyard, needles and other drug paraphernalia found."

"Parking too far from Switchyard Dog Park entrance. I would go all the time if there was a closer lot to the entrance."

"Too many homeless and drug people on B line trail."

"B-Line trail lacks light at night."

"B-Line has a lot of shady characters, especially for women."

"Seminary Park isn't even a park it's a homeless encampment. Too many homeless and drug people on B-Line Trail."

"Trails near the river are poorly maintained and sometimes muddy after rain."

"Walking or biking trails that are not properly maintained, with the growth of vegetation and the presence of the debris."

"Winslow Sports Park needs to be updated - cleaned up, made shinier. It needs drains installed on the fields that flood most often and more ADA parking spots. We often cannot get an ADA parking spot there."

"Winslow tennis courts need better upkeep and maintenance."

"Peoples Park and Switchyard Park have many unhoused. I want to provide support for this population but am also concerned about safety."

"Cleanliness in and around bathrooms are the biggest issue. This summer we visited Lower Cascades by the playground and the toilets were filled...there is also trash around places like Butler Park restrooms."

"Twin Lakes: track clock doesn't work, aluminum pans lining track under windows."

"Rail Trail and B-Line sometimes feel unsafe for solo female runners."

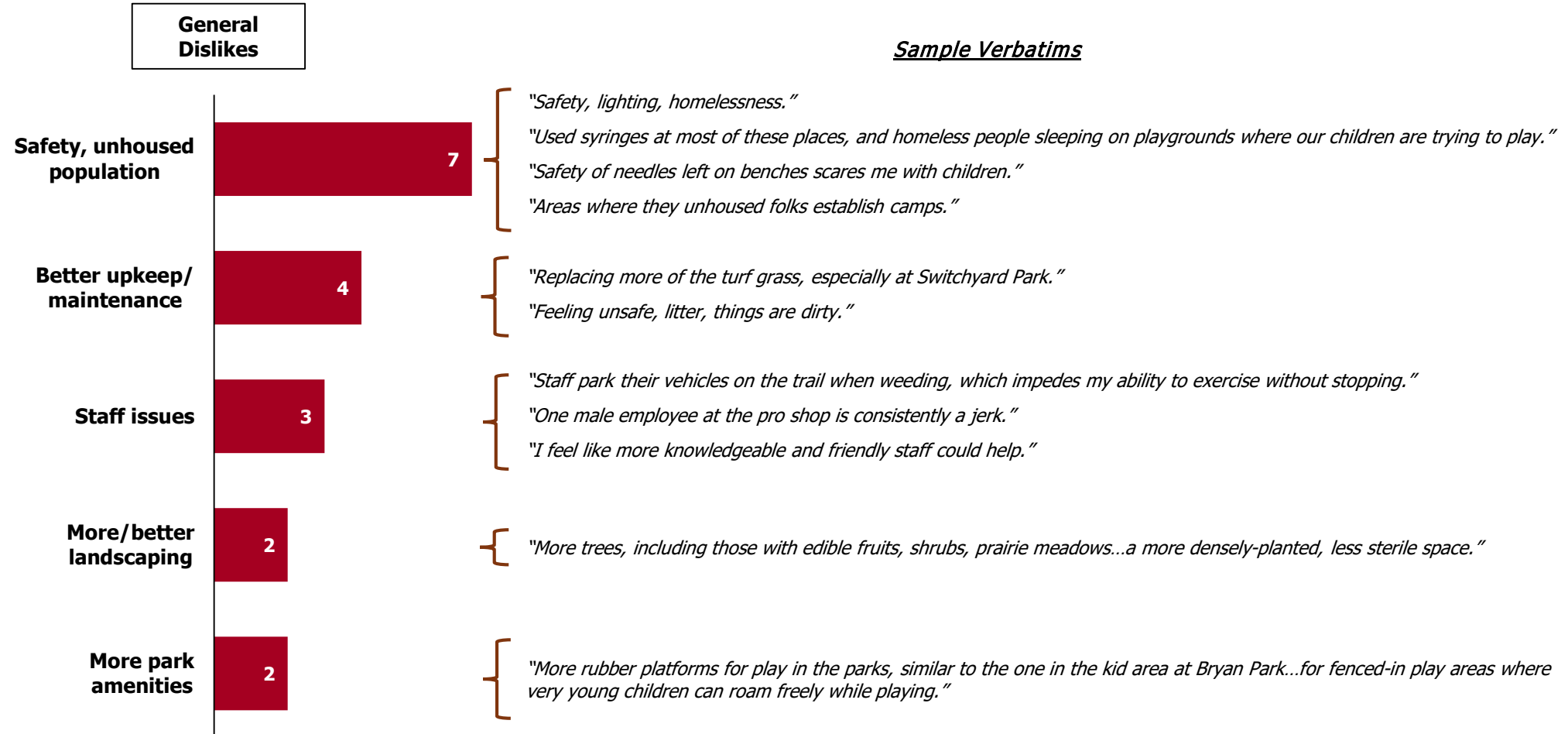
"Bloomington Rail Trail, coursing is done with gravel not suitable for biking."

"I love Latimer but I'm so confused by public access. Where to park, am I allowed to be here, etc."

"The changes the City has made to Griffy Trail are not satisfactory at all, specifically the closure of the most beloved trail by the residents of my neighborhood. There was no reason to close our trail."

"Cascades Golf Course needs an investment into making the greens better. The fringes were great until late July and August. The City has to allow for watering and chemicals so the staff can do their jobs."

Top Reasons for Dissatisfaction: Bloomington Parks & Rec Parks/Open Areas/Trails/Facilities n=89 respondents, multiple responses)

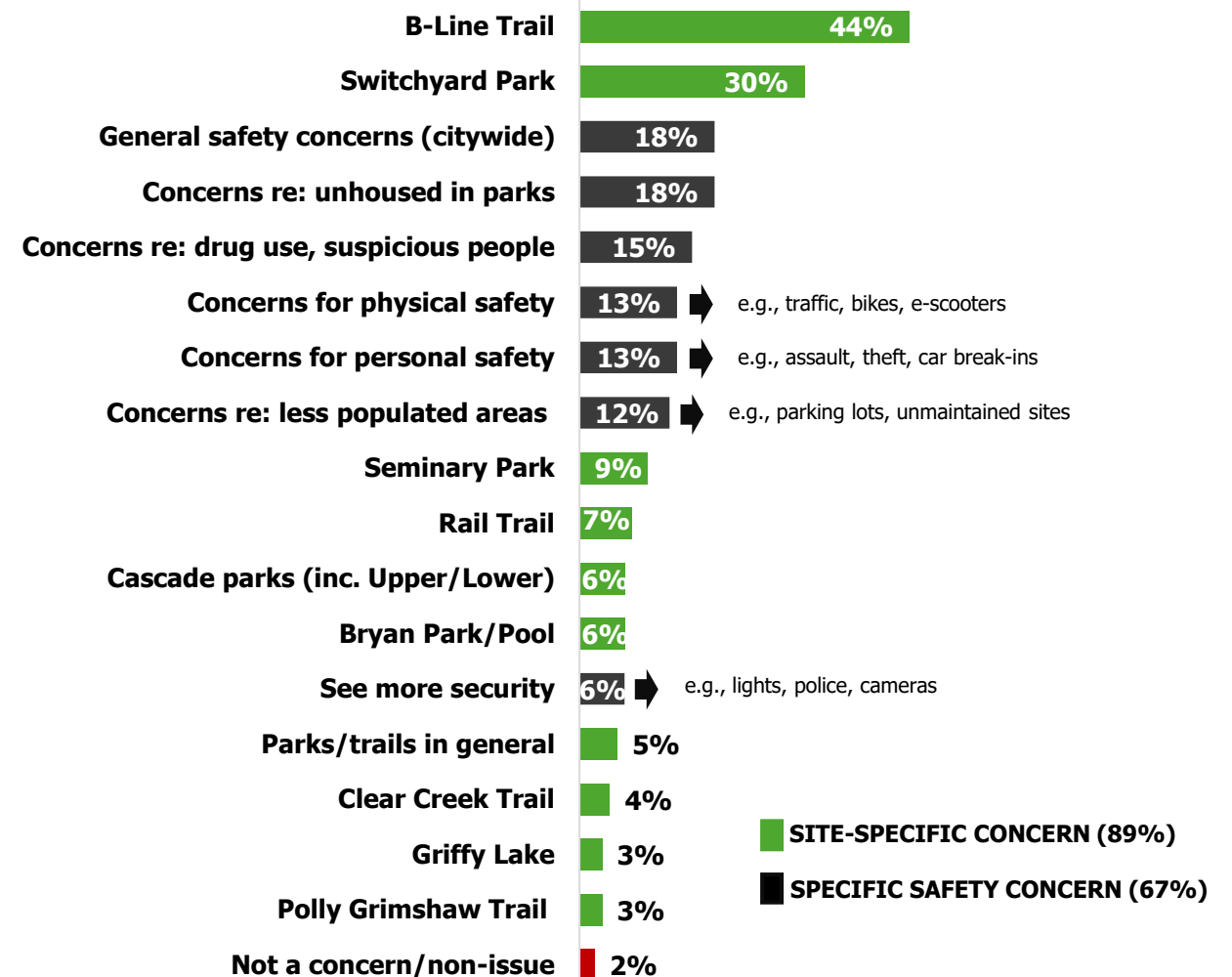


Regarding safety and City parks, concerns are highest along the B-Line Trail and Switchyard Park (the two most popular destinations. Seminary Park ranks third (cited by 9% overall), followed by the Rail Trail, the Cascade parks, and the Bryan Park Pool.

When asked about specific types of concerns, again the presence of unhoused individuals and public illegal drug use are cited most often (by roughly 15% to 18%).

- Note that concerns over one's physical safety from vehicles or bikes/e-scooters are cited about as often (13%).

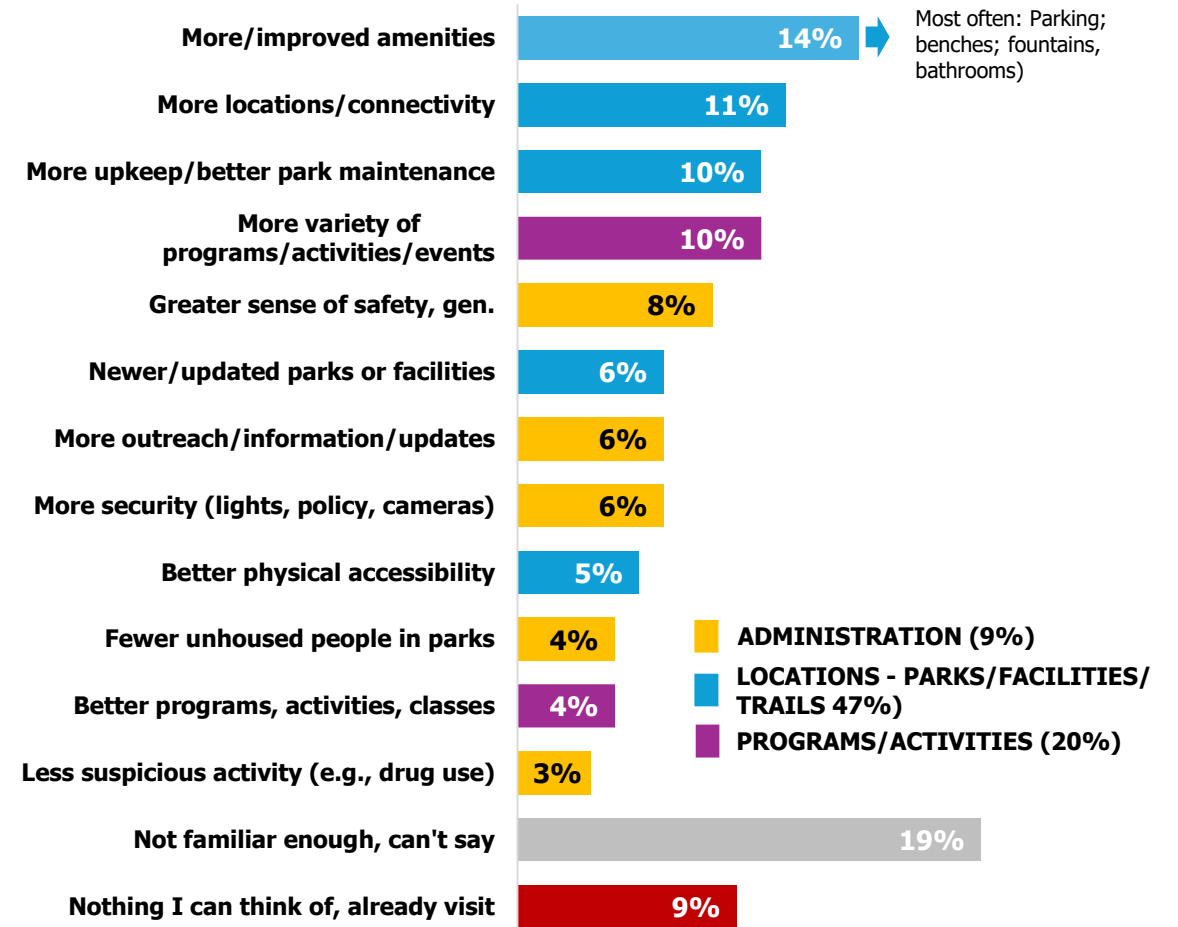
Locations/Types of Safety Concerns
(most frequent multiple open-ended responses, n=224)



When asked what would encourage more usage, the top responses usually center around:

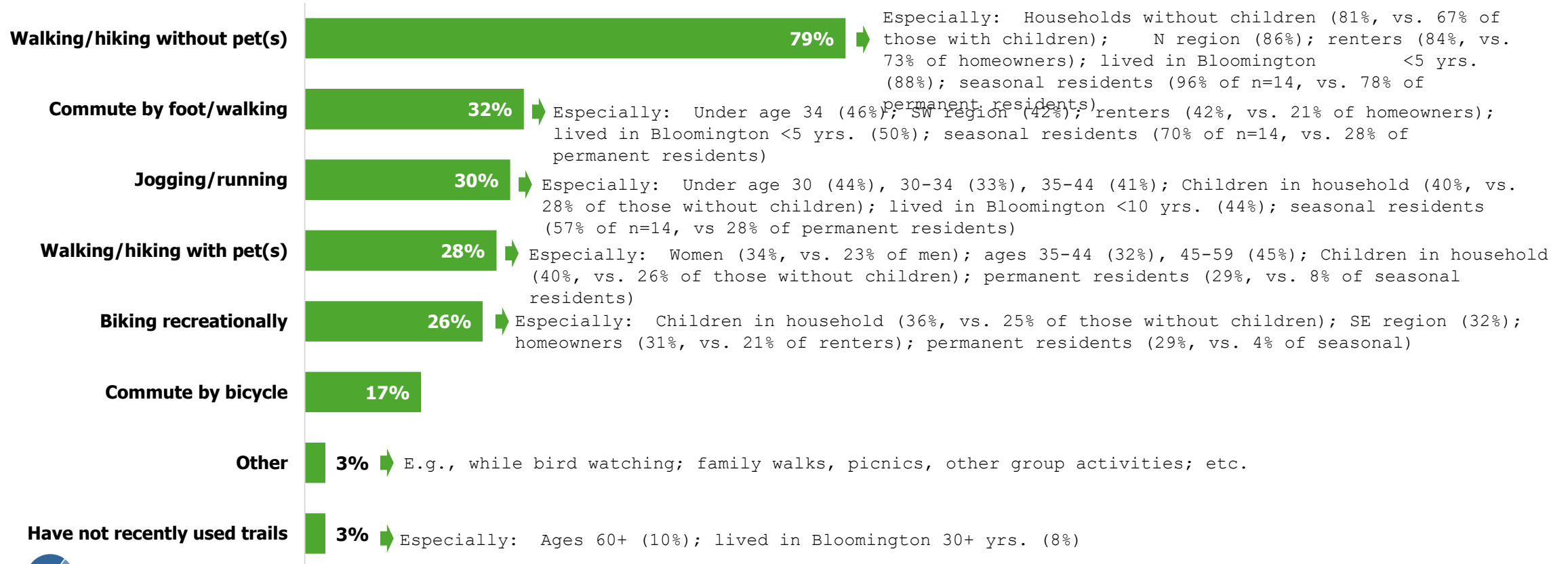
- **Improvements to the physical spaces/facilities (more amenities, more options, better upkeep and maintenance), or more variety of programs/events.**
- **Administrative suggestions (ensuring more safety and/or security, less presence of the unhoused or drug usage), and better communication of the parks, facilities, and activities.**

Top Factors to Increase Greater Usage/participation
(most frequent multiple open-ended responses, n=309)



Recent visitors to City paths and trails use them mostly for casual walking (with about one in four including a pet). Nearly a half use the trails to commute either by foot (32%) or bicycle (17%). The rest use the trails for jogging or recreational biking.

Top Trail Activities/Usages
(most frequent responses, n=374)



III. Demand Assessment: Recreational Facilities/Amenities

From a list of recreational features, a majority express a desire, interest or demand for:

- Trails for walking, hiking and biking (75%, especially women, SE residents, and newer Bloomington residents – see next page).
- Natural open space (61%, again especially popular among women and younger residents, along with Hispanic/Latino adults).
- Passive amenities/features in parks and near trails (60%, especially from women and SW area residents).

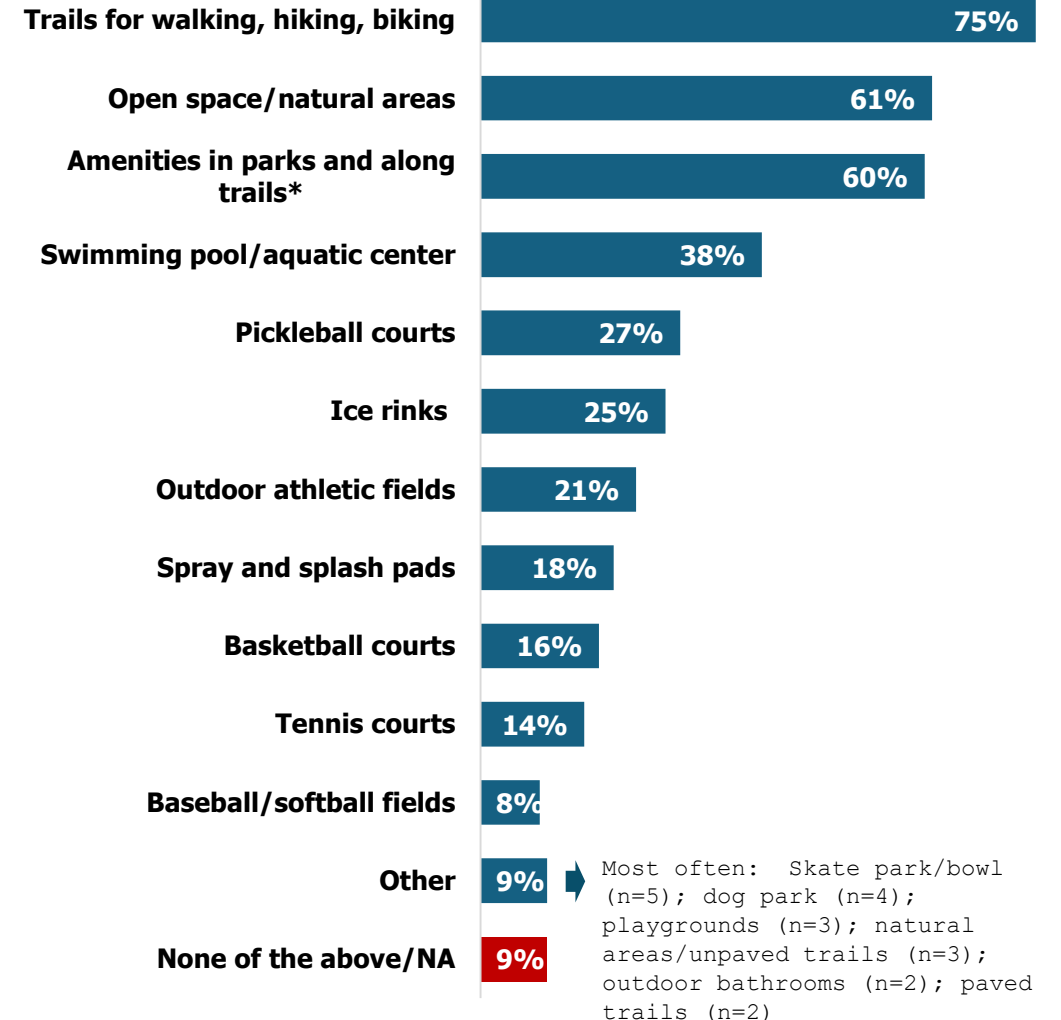
Nearly two out of five (38%) seek a swimming pool/aquatic center (mostly women, households with children under age 18, and SW residents). Note that 18% are also interested in spray/splash options (again, largely those with children).

Roughly one in five seek:

- Pickleball courts (27%, especially in the SE region).
- An ice rink (25%, with strongest interest from the youngest adults and newest Bloomington residents, along with women).

Those interested in the remaining features (lower demand) are profiled on the next two pages.

Level of Demand/Interest: Recreational Facilities



Significant Differences: Demand/Interest in Amenities/Facilities

	Overall	Most Likely to Express Demand/Interest
Trails for walking, biking, hiking	75%	- Women (80%, vs. 69% of men) - SE region (80%) - Lived in Bloomington <5 yrs. (80%), 5-9 yrs. (86%), 20-29 yrs. (82%) - Program participants (88%, vs. 64% of non-participants) - White adults (77%, vs. 54% of non-white residents)
Open space/natural areas	61%	- Women (67%, vs. 51% of men) - Under age 30 (76%) - Hispanic/Latino residents (81%, vs. 60% of non-Hispanic/Latino adults)
Amenities in parks and along trails	60%	- Women (69%, vs. 50% of men) - SW region (73%) - Lived in Bloomington 20-29 yrs. (68%)
Swimming pool/aquatic center	38%	- Women (48%, vs. 25% of men) - Ages 35-44 (55%) - Children in household (61%, vs. 34% of those without children) - SW region (48%) - Lived in Bloomington 20-29 yrs. (52%)
Pickleball courts	27%	- SE region (33%) - Lived in Bloomington 20-29 yrs. (37%) - Seasonal residents (57% of n=16, vs. 25% of permanent residents)
Ice rinks	25%	- Women (31%, vs. 18% of men) - Under age 30 (45%), 35-44 (31%) - Lived in Bloomington <5 yrs. (34%) - White adults (29%) - Seasonal residents (60% of n=16, vs. 23% of permanent residents)
Outdoor athletic fields	21%	- Under age 30 (31%), 35-44 (30%) - Children in household (48%, vs. 16% of those without children) - Lived in Bloomington 20-29 yrs. (29%)

Significant Differences: Demand/Interest in Amenities/Facilities (cont'd)

	Overall	Most Likely to Express Demand/Interest
Spray and splash pads	18%	- Ages 35-44 (33%), 45-59 (24%) - Children in household (46%, vs. 13% of those without children) - Lived in Bloomington 20-29 yrs. (29%)
Basketball courts	16%	- Ages 35-44 (22%) - Children in household (35%, vs. 13% of those without children)
Tennis courts	14%	- Ages 35-59 (18%)
Baseball/softball fields	8%	- Children in household (14%, vs. 7% of those without children) - Lived in Bloomington 20+ yrs. (12%)
None of the above/NA	9%	- N region (13%) - Lived in Bloomington 10-19 yrs. (20%) - Non-program participants (16%, vs. 1% of participants)

Respondents who report use or interest in each amenity/option were also asked how well those interests are currently being met on a 1-5 scale, either by the City of Bloomington Parks & Recreation Department or any other source/provider.

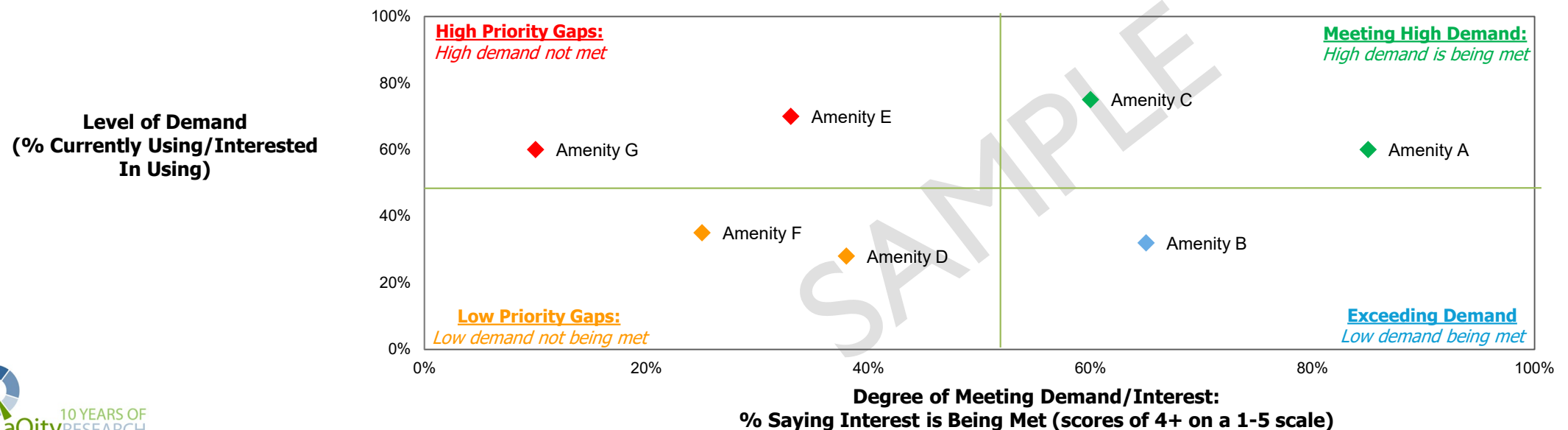
- A score of "4" means their interests are mostly met, and a "5" means they are completely met.

The results are reported on the following pages using a scatter plot that shows both:

- Overall demand for each amenity (vertical axis) based on the % who indicate usage or interest
- And the % with scores of "4" or "5" who report that this "interest" is currently being met (horizontal axis) using the 1-5 scale.

In the example below, options A and C in the upper right quadrant are in high demand and sufficient supply, while amenities E and G (upper left) represent opportunity (high demand not currently being met).

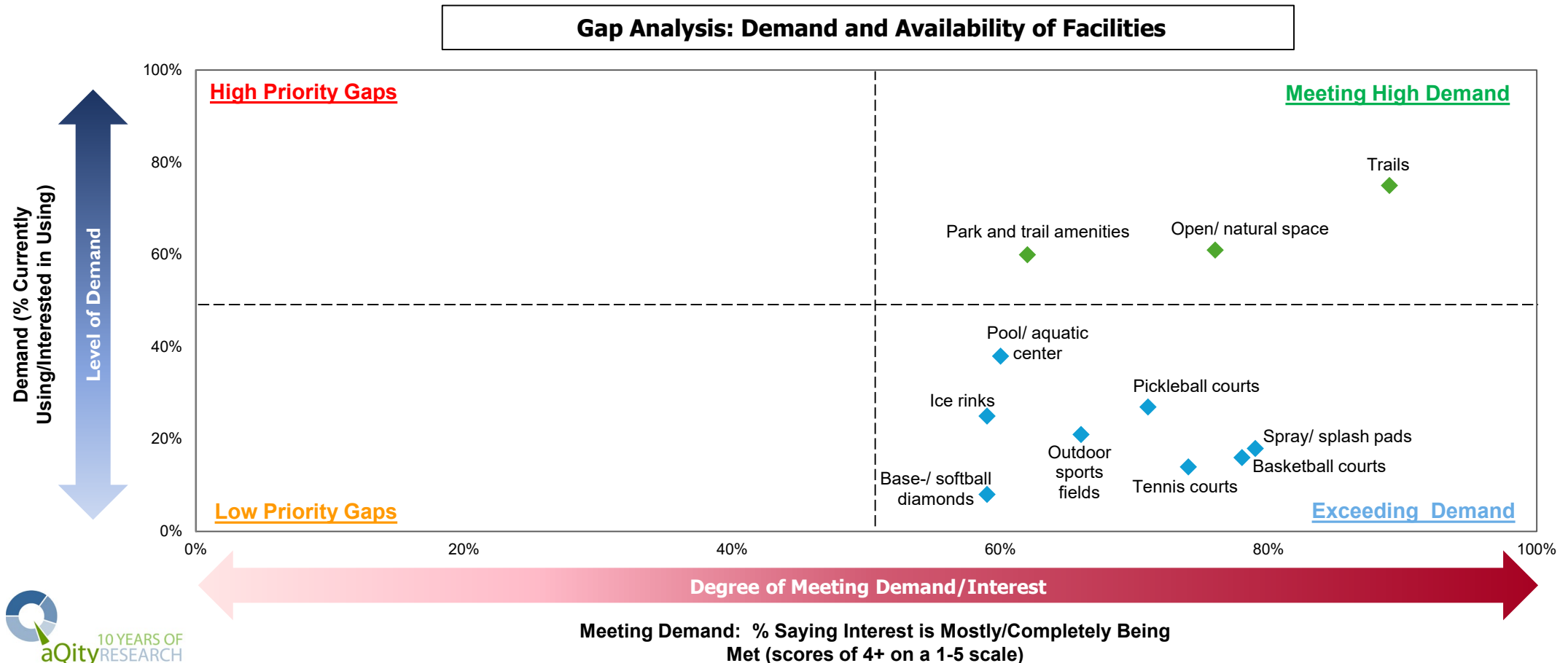
- Options to the bottom (B, D, and F) are in lower demand.



Residents interested in each of the amenities/facilities tested feel that all are relatively available currently, regardless of the level of demand.

This includes trails – registering the highest interest/demand overall – which are considered the most abundantly available.

- At least 59% who are interested in any amenity feel that each is readily accessible/easy to find.



Regarding the two biggest priorities that residents seek from the Department, the clear choice is trails, but passive park and trail amenities now ranks a close second (well ahead of natural open spaces).

- At least 28% include each of these among their top two priorities.
- Older adults and/or those without children tend to favor trails, while younger residents (under age 35) and renters are most interested in passive park/trail amenities along with open space (see next page).

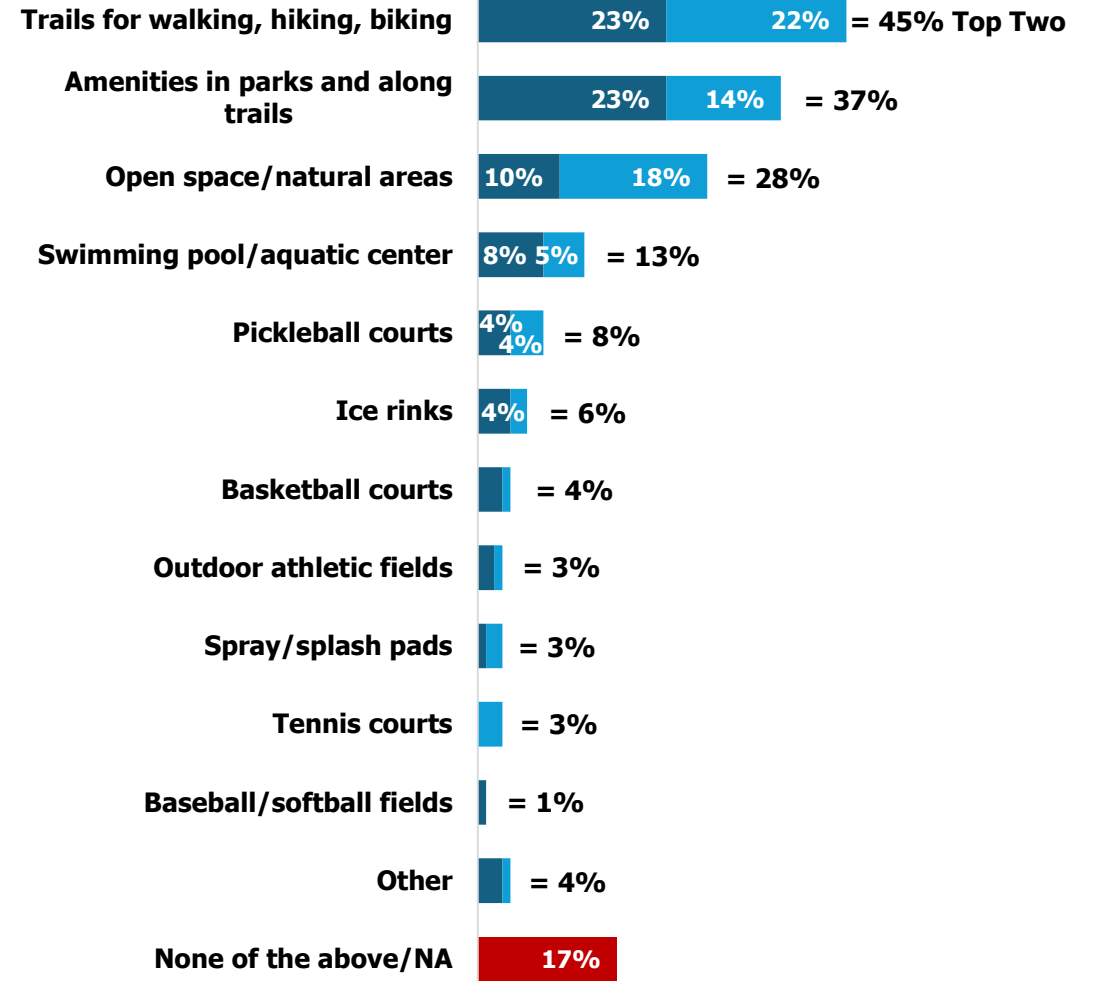
Half as many (13%) cite a swimming pool/aquatic facility as a top priority (especially women and long-term Bloomington residents).

Pickleball courts were mentioned by 8% overall (most popular among adults in the SE region).

The remaining items each receive lower responses.

Note that nearly one in five (17%) feel none of these are important (most often men, homeowners, non-BPRD program participants, and those in the N region).

Top Two Priorities for Amenities/Facilities



Significant Differences: Top Two Priorities for Amenities/Facilities

(50%)	Most Likely to Select as Top Priority	Most Likely to Select as Two Top Priorities (combined)
Trails for walking, hiking, biking	23% Overall - Ages 60+ (34%) - Lived in Bloomington <10 yrs. (30%) - White adults (25%, vs. 3% of non-white residents)	45% Overall - No children in household (47%, vs. 34% of those with children) - N (50%) and SE regions (48%) - Lived in Bloomington <5 yrs. (51%), 5-9 yrs. (62%) - White adults (46%, vs. 24% of non-white residents) - Program participants (53%, vs. 38% of non-participants)
Amenities in parks and along trails	23% Overall - Women (27%, vs. 18% of men) - Ages 30-34 (31%) - Renters (29%, vs. 17% of homeowners)	37% Overall - Ages 30-34 (45%) - SW region (50%) - Renters (43%, vs. 29% of homeowners)
Open space/natural areas	10% Overall - Under age 30 (17%) - No children in household (11%, vs. 4% of those with children) - Renters (15%, vs. 6% of homeowners) - Program participants (14%, vs. 7% of non-participants)	18% Overall - Women (33%, vs. 22% of men) - Under age 30 (45%) - No children in household (29%, vs. 20% of those with children) - Lived in Bloomington 20-29 yrs. (34%) - Permanent residents (29%, vs. 15% of n=16 seasonal)
Swimming pool/aquatic park	8% Overall - Women (12%, vs. 4% of men) - Under age 30 (15%) - Lived in Bloomington 20-29 yrs. (17%)	13% Overall - Women (18%, vs. 7% of men) - Lived in Bloomington 20-29 yrs. (30%), 30+ yrs. (17%)
Pickleball courts	4% Overall - SE region (8%) - Lived in Bloomington 30+ yrs. (8%)	8% Overall - SE region (11%) - Seasonal residents (31% of n=16, vs. 6% of permanent residents)

Significant Differences: Top Two Priorities for Amenities/Facilities (cont'd)

(50%)	Most Likely to Select as Top Priority	Most Likely to Select as Two Top Priorities (combined)
Ice rinks	4% Overall - SE region (7%) - Lived in Bloomington <5 yrs. (7%)	6% Overall - Lived in Bloomington <5 yrs. (10%)
Basketball courts	3% Overall - Men (5%, vs. 1% of women) - Non-program participants (4%, vs. 1% of participants)	4% Overall - Men (7%, vs. 2% of women) - Under age 30 (8%) - Non-program participants (7%, vs. 2% of participants)
Outdoor athletic fields	2% Overall - Ages 35-44 (7%) - Children in household (9%, vs. 1% of those without children) - Homeowners (4%, vs. 0% of renters)	3% Overall - Ages 35-44 (9%) - Children in household (15%, vs. 1% of those without children) - Homeowners (7%, vs. 0% of renters)
Spray/splash pads	1% Overall - Children in household (7%, vs. 0% of those without children)	3% Overall - Ages 35-44 (10%) - Children in household (14%, vs. 1% of those without children) - Lived in Bloomington 20-29 yrs. (10%)
Tennis courts	0% Overall < no statistically meaningful differences >	3% Overall - Ages 35-44 (7%) - SE region (6%)

Significant Differences: Top Two Priority for Amenities/Facilities (cont'd)

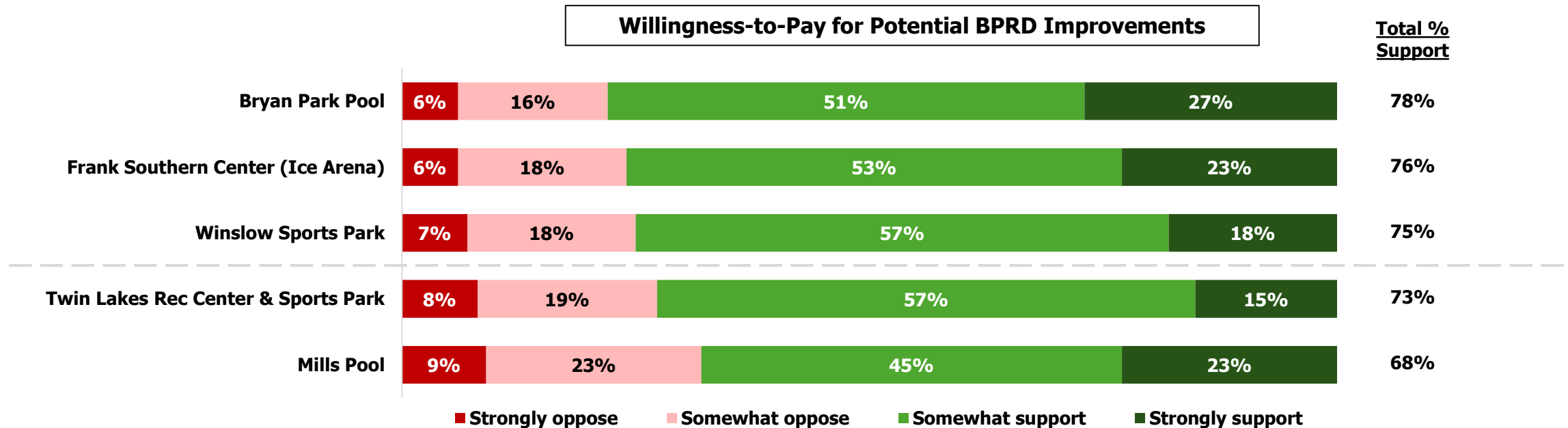
(50%)	Most Likely to Select as Top Priority	Most Likely to Select as Two Top Priorities (combined)
Baseball/softball fields	0% Overall <i>< no statistically meaningful differences ></i>	1% Overall <i>< no statistically meaningful differences ></i>
None of the above/NA	17% Overall - Men (22%, vs. 14% of women) - Ages 30-34 (22%), 45+ (20%) - N region (24%) - Homeowners (21%, vs. 13% of renters) - Lived in Bloomington 10-19 yrs. (24%) - Non-participants (28%, vs. 5% of participants)	

IV. Willingness-to-Pay Questions: Possible Capital Improvements

Respondents were given options of possible improvements to existing aging facilities and asked whether they support spending on those improvements knowing that they would mean higher property taxes and/or user fees. In this context (and without more specifics on the actual tax or fee impact), at least two thirds express support for each option.

Responses were fairly consistent across the board, with improvements to Bryan Park Pool receiving the most support.

- Note that while overall support is about even for improvements to Bryan Park Pool, Southern Center, Winslow Sports Park, and Twin Lakes (73 to 78% each), those latter options receive more “not strong” support while Bryan Park Pool receives the highest level of “strong” support.
- Likewise, while improvements to Mills Pool received less overall support (68%), this option enjoys a fairly high level of “strong” support.



Those most willing to pay for Bryan Park Pool upgrades include the newest local residents (moved here less than 5 years ago), along with those in the N or SE regions. The oldest adults (ages 60+) are more divided, more likely to express either strong opposition or not strong support. Still, no more than 34% of any subgroup oppose this option.

For the Frank Southern Ice Arena, white adults and seasonal residents express the highest willingness-to-pay, while nearly half of non-white adults are opposed.

Significant Differences: Willingness-to-Pay for Potential BPRD Improvements

	Most Likely to Be Opposed		Most Likely to Support	
Bryan Park Pool	<u>Overall Opposed (22%)</u>		<u>Overall Support (78%)</u>	
	- Lived in Bloomington 5-9 yrs. (34%)		- Lived in Bloomington <5 yrs. (84%), 20-29 yrs. (85%)	
	<u>Strongly Opposed (6%)</u> - Ages 60+ (11%)	<u>Somewhat Opposed (16%)</u> - Under age 30 (24%) - Lived in Bloomington 5-9 yrs. (30%) - Non-program participants (21%)	<u>Somewhat Support (51%)</u> - Ages 30-59 (56%), 60+ (53%) - N region (58%) - Lived in Bloomington <5 yrs. (60%), 20-29 yrs. (59%)	<u>Strongly Support (27%)</u> - SE region (33%) - Program participants (33%)
Frank Southern Center (Ice Arena)	<u>Overall Opposed (24%)</u>		<u>Overall Support (76%)</u>	
	- Non-white adults (49%) - Permanent residents (26%)		- White adults (77%), non-Hispanic/Latino (77%) - Seasonal residents (100%, n=16)	
	<u>Strongly Opposed (6%)</u> <i>< no statistically meaningful differences ></i>	<u>Somewhat Opposed (18%)</u> - Non-white adults (36%) - Permanent residents (19%)	<u>Somewhat Support (53%)</u> - Lived in Bloomington 10-19 yrs. (60%) - Seasonal residents (76% of n=16)	<u>Strongly Support (23%)</u> - Under age 30 (32%) - White adults (26%)

Men, households with children, and those in the N and SE regions are most supportive of improvements to Winslow Sports Park. Non-white adults are again more divided on this option.

For TRC and Sports Park, young adults (ages 30-34) and those without children tend to be most in favor, along with the most long-term local residents.

Significant Differences: Willingness-to-Pay for Potential BPRD Improvements (cont'd)

	Most Likely to Be Opposed		Most Likely to Support	
Winslow Sports Park	<u>Overall Opposed (25%)</u>		<u>Overall Support (75%)</u>	
	- Women (30%) - SW region (38%) - Non-white adults (44%) - Permanent residents (27%)		- Men (84%) - N (78%) and SE regions (77%) - White adults (76%) - Seasonal residents (91% of n=16)	
	<u>Strongly Opposed (7%)</u>	<u>Somewhat Opposed (18%)</u>	<u>Somewhat Support (57%)</u>	<u>Strongly Support (18%)</u>
	- Ages 60+ (14%) - Lived in Bloomington 30+ yrs. (13%)	- Women (23%) - Permanent residents (19%)	- Men (65%) - No children in household (59%) - N region (64%) - Renters (63%)	- Children in household (27%) - SE region (24%) - Homeowners (23%) - White adults (22%)
Three Lakes Rec Center & Sports Park	<u>Overall Opposed (27%)</u>		<u>Overall Support (73%)</u>	
	- Children in household (41%) - Permanent residents (28%)		- No children in household (75%) - Seasonal residents (91% of n=16)	
	<u>Strongly Opposed (8%)</u>	<u>Somewhat Opposed (19%)</u>	<u>Somewhat Support (57%)</u>	<u>Strongly Support (15%)</u>
	- Ages 35-44 (15%), 60+ (14%) - Children in household (14%)	- Non-white adults (36%) - Permanent residents (19%)	- Ages 30-34 (69%) - No children in household (60%) - N region (66%) - Lived in Bloomington <5 yrs. (67%) - Seasonal residents (86% of n=16)	- Lived in Bloomington 30+ yrs. (23%) - White adults (19%)

For improvements to Mills Pool, willingness-to-pay appears to be highest among the youngest adults (under age 30, as well as more middle-age-to-older residents (35+ as not-strong supporters)), and white residents.

Again, the oldest residents ages 60+ are more divided in both the “strongly oppose” and “somewhat support” camps. Non-white adults also tend to be opposed to paying more.

Significant Differences: Willingness-to-Pay for Potential BPRD Improvements (cont’d)

	Most Likely to Be Opposed		Most Likely to Support	
Mills Pool	<u>Overall Opposed (31%)</u>		<u>Overall Support (69%)</u>	
	- Ages 35-44 (41%) - Lived in Bloomington 5-9 yrs. (42%), 30+ yrs. (39%) - Non-white adults (51%)		- Ages 45-59 (75%) - Lived in Bloomington <5 yrs. (77%), 20-29 yrs. (74%) - White adults (69%)	
	<u>Strongly Opposed (9%)</u>	<u>Somewhat Opposed (23%)</u>	<u>Somewhat Support (45%)</u>	<u>Strongly Support (23%)</u>
	- Ages 60+ (15%) - Lived in Bloomington 20-29 yrs. (17%)	- Ages 35-44 (31%) - Lived in Bloomington 5-9 yrs. (33%), 30+ yrs. (28%) - Non-white adults (39%)	- Ages 35-34 (54%), 45-59 (50%), 60+ (55%) - Lived in Bloomington 10-19 yrs. (53%) - White, non-Hispanic adults (47%)	- Under age 30 (35%) - Lived in Bloomington 20-29 yrs. (37%)

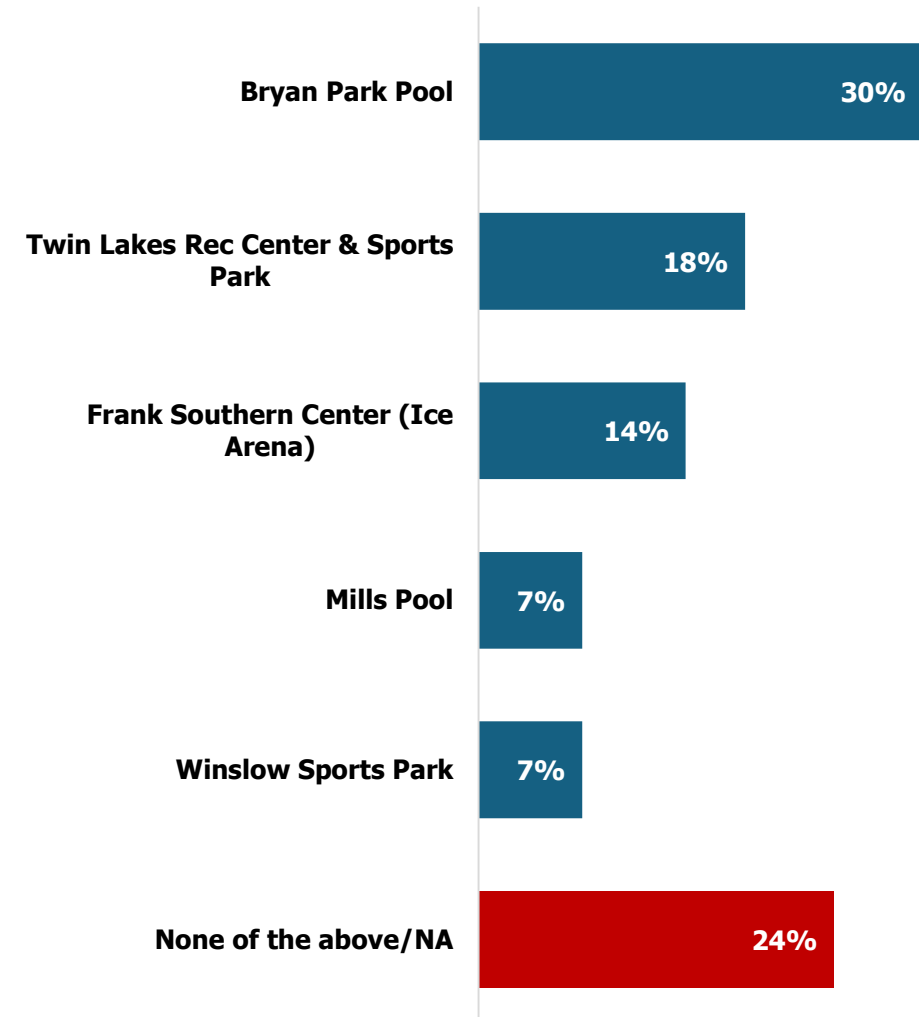
When asked to cite their #1 priority for facility improvements, a small plurality identifies Bryan Park Pool upgrades (30%), but the second highest response is “none of these are important” (24%).

- Newer local residents and households in the SE region tend to most support improvements to Bryan Park Pool (see next page).
- Those who feel that none of these represent a priority are most likely to be ages 60+, households without any children under 18, longer term residents, and those not involved in BPRD programs or events.

Upgrades to Twin Lakes Rec Center & Sports Park and/or Frank Southern Center garner some support as a top priority (18% and 14%, respectively).

But only 7% each include Mills Pool and Winslow Sports Park as top priorities warranting higher taxes and/or fees.

Top Priority BPRD Facility Improvement



Significant Differences: Top Priority BPRD Facility Improvement

	Overall	Most Likely to Express Demand/Interest
Bryan Park Pool	30%	- SE region (36%) - Lived in Bloomington <5 yrs. (43%)
Twin Lakes Rec Center & Sports Park	18%	- Men (27%, vs. 11% of women) - Lived in Bloomington 5-9 yrs. (29%), 10-29 yrs. (21%) - Program participants (22%, vs. 13% of non-participants)
Frank Southern Center (Ice Arena)	14%	- Under age 30 (29%), 45-59 (19%) - Renters (19%, vs. 10% of homeowners) - Lived in Bloomington <5 yrs. (23%)
Mills Pool	7%	- SW region (12%) - Lived in Bloomington 20-29 yrs. (17%) - Program participants (11%, vs. 4% of non-participants)
Winslow Sports Park	7%	- Ages 45-59 (13%) - Children in household (16%, vs. 5% of those without children)
None of the above/NA	24%	- Ages 60+ (36%) - No children in household (26%, vs. 13% of those with children) - Lived in Bloomington 10-19 yrs. (29%), 30+ yrs. (29%) - Non-program participants (31%, vs. 16% of participants)

When residents are told about the major repairs needed for both Bloomington public pools and offered options to address these facility needs, a slight majority favors investing in improvements at one location and then converting the other pool to a spray pad/splash playground facility (especially women and those in the SW).

A third (33%) favor replacing both pools with an entirely new aquatic center (especially slightly younger adults), while 12% would improve one pool and close the other (with about one in five men and adults ages 30-34). Very few (2%) would close both pools.

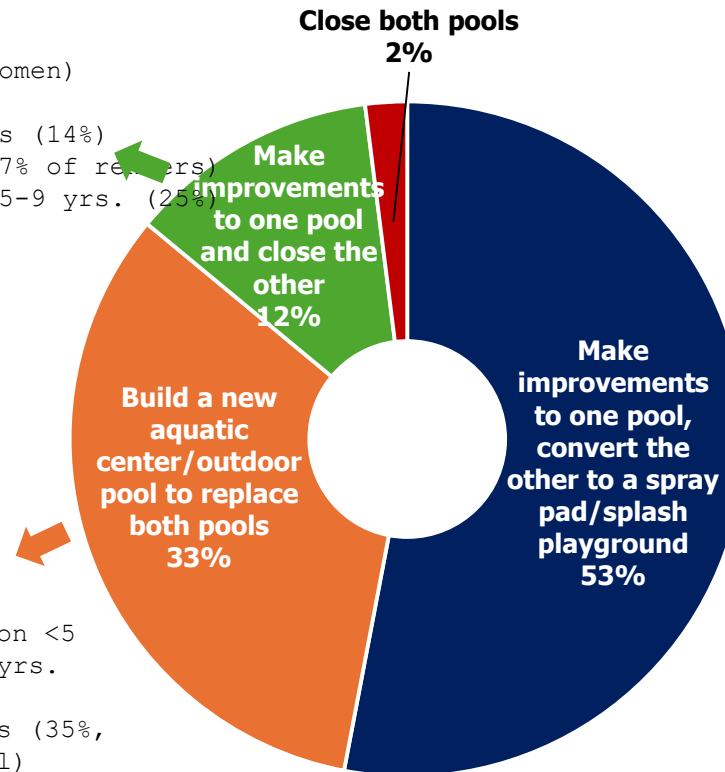
**Preferred Improvement/
Replacement Options
for BPRD Pools**

Especially:

- Men (19%, vs. 4% of women)
- Ages 30-34 (18%)
- N (12%) and SE regions (14%)
- Homeowners (15%, vs. 7% of renters)
- Lived in Bloomington 5-9 yrs. (25%)

Especially:

- Ages 35-44 (44%)
- Lived in Bloomington <5 yrs. (40%), 20-29 yrs. (52%)
- Permanent residents (35%, vs. 16% of seasonal)



Especially:

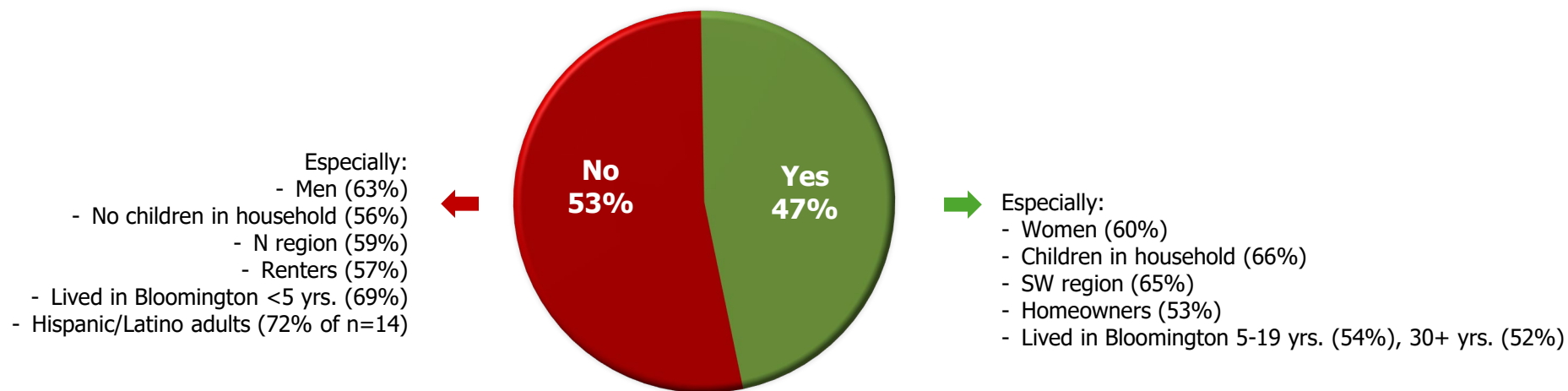
- Women (65%, vs. 40% of men)
- SW region (65%)
- Seasonal residents (72% of n=15, vs. 52% of permanent residents)

V. BPRD Program and Event Participation, Satisfaction

Nearly half of the respondents report at least one household member participating in a Department program or attending an event in the past year. This includes nearly two-thirds of households with children, as well as residents in the SW region.

Non-participants tend to include men, newer residents and renters, those in the N region, as well as Hispanic/Latino adults.

Participated/Attended BPRD Program or Event



Among recent program participants and event attendees, satisfaction with these opportunities is very high and in line with the satisfaction scores for local parks and recreational facilities.

- Virtually all (94%) are at least somewhat satisfied, including a majority (54%) who are completely satisfied.
- The remaining 6% are either unhappy, or neutral (3% each). Only a few of those giving lower ratings gave reasons (varied) for their dissatisfaction:

"The adult kickball league's registration fee felt disproportionately expensive."

"Some much focus on inclusion has left me excluded for events."

"Farmers' Markets don't always have seating options as you browse."

"Twin Lakes and the YMCA could use better outside areas. Most parks need better shade, water fountains, and improvement overall."

The average 8.4 rating is very positive, and generally consistent. The lowest score is an average 8.1 from non-white adults (still very strong). The oldest residents ages 60+ tend to be most satisfied (average score of 8.8).

Overall Satisfaction with BPRD Programs/Events



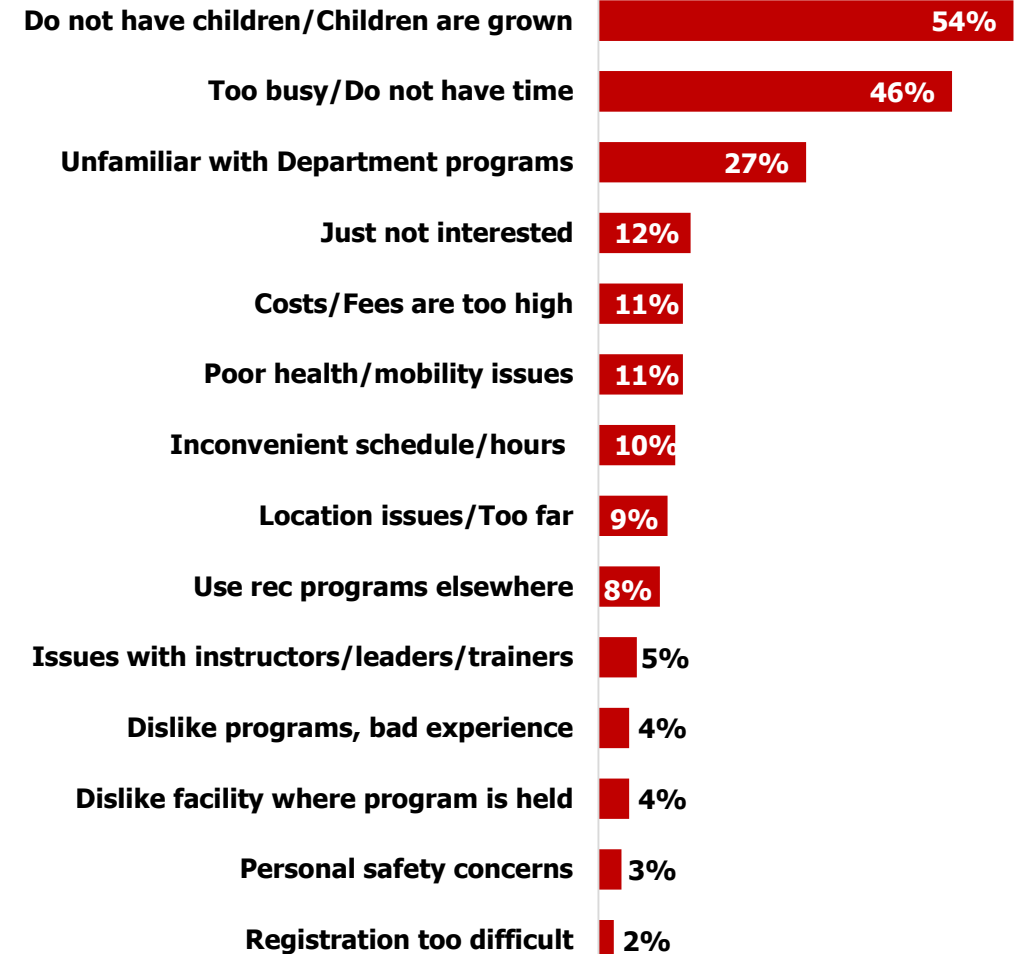
Among non-participants, most cite not having young children as their top reason for not taking advantage of these programs or activities. This suggests a perception that the current options are geared more toward youth and/or younger families.

Nearly half report that their busy schedules prevent them from attending these events/programs.

One in four are unfamiliar with the current offerings (especially those under age 30, residents in the N region, renters, and those who moved to Bloomington in the past 5 years).

The remaining reasons are cited far less often, with 12% reporting a simple lack of interest, and 11% citing the costs/fees associated with these activities (consistent across all segments/ages/regions).

Reasons for Non-Participation in BPRD Programs/Events
(multiple close-ended responses)



VI. Demand Assessment: Program/Event Opportunities

In terms of specific activities, demand is clearly centered around larger community events, especially the Farmers' Market and outdoor concerts.

- Three out of four (76%) express interest/demand for Farmers' Markets, especially the youngest and newest adults, those without children, and seasonal residents (see next two pages).
- Nearly as many (69%) seek outdoor concerts, which likewise appeal mostly to those under age 30 as well as 45- to 59-year-olds.

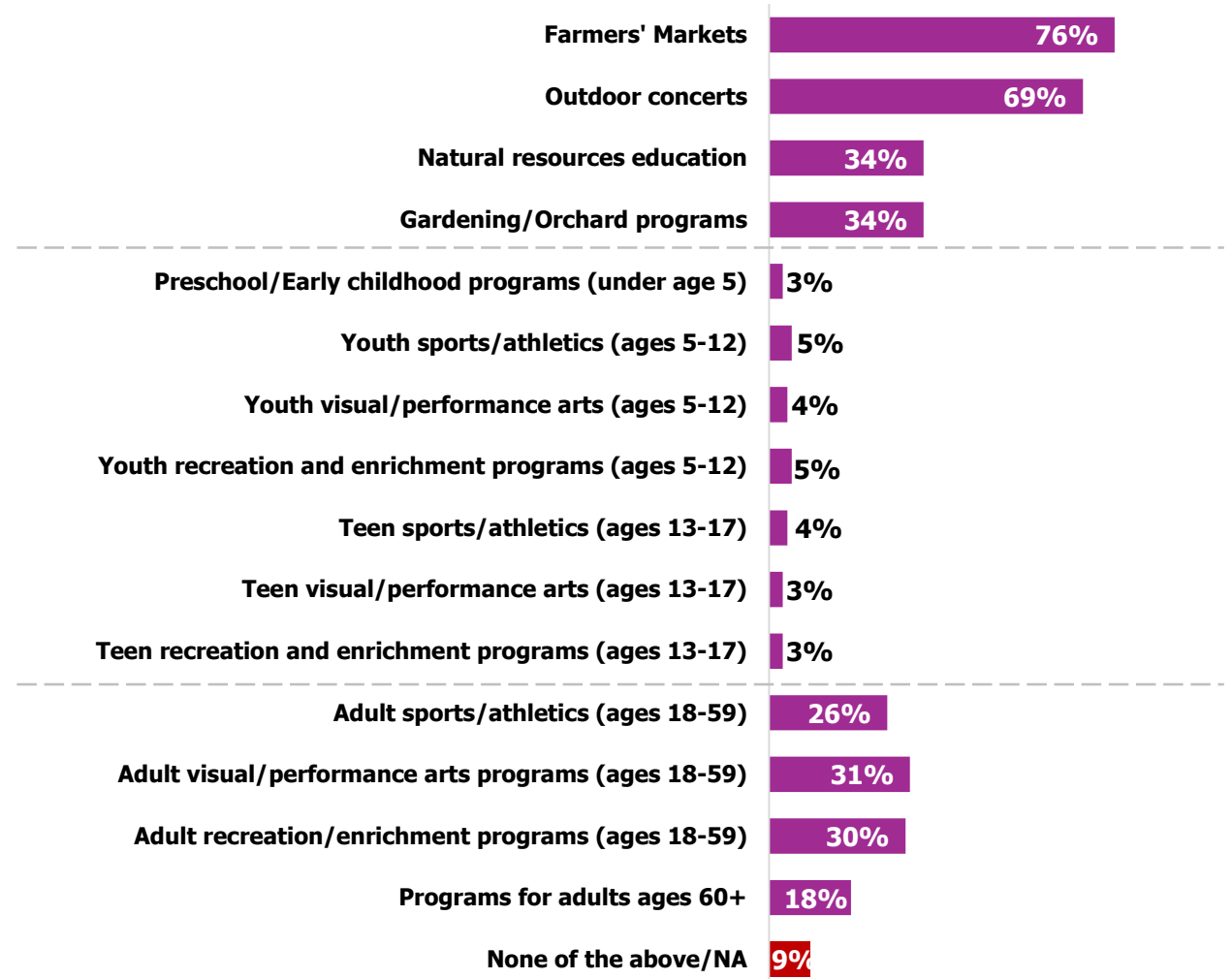
Roughly a third express interest for educational programs around natural resources (especially younger adults and those in the SW) and/or gardening and orchards (both younger and more middle-aged residents.

Note that demand is relatively low for various youth programs across diverse age ranges and types of activities.

However, adult programs garner reasonable demand and interest, especially for the 18 to 59 age group.

- Women in this cohort tend to express an interest in visual/performing arts programs as well as recreation and enrichment options. Newer residents and renters (many of whom are currently non-participants) tend to report a need for sports programs (an opportunity for the Department).

Demand/Interest in Programs/Events



Significant Differences: Demand/Interest in Programs/Events

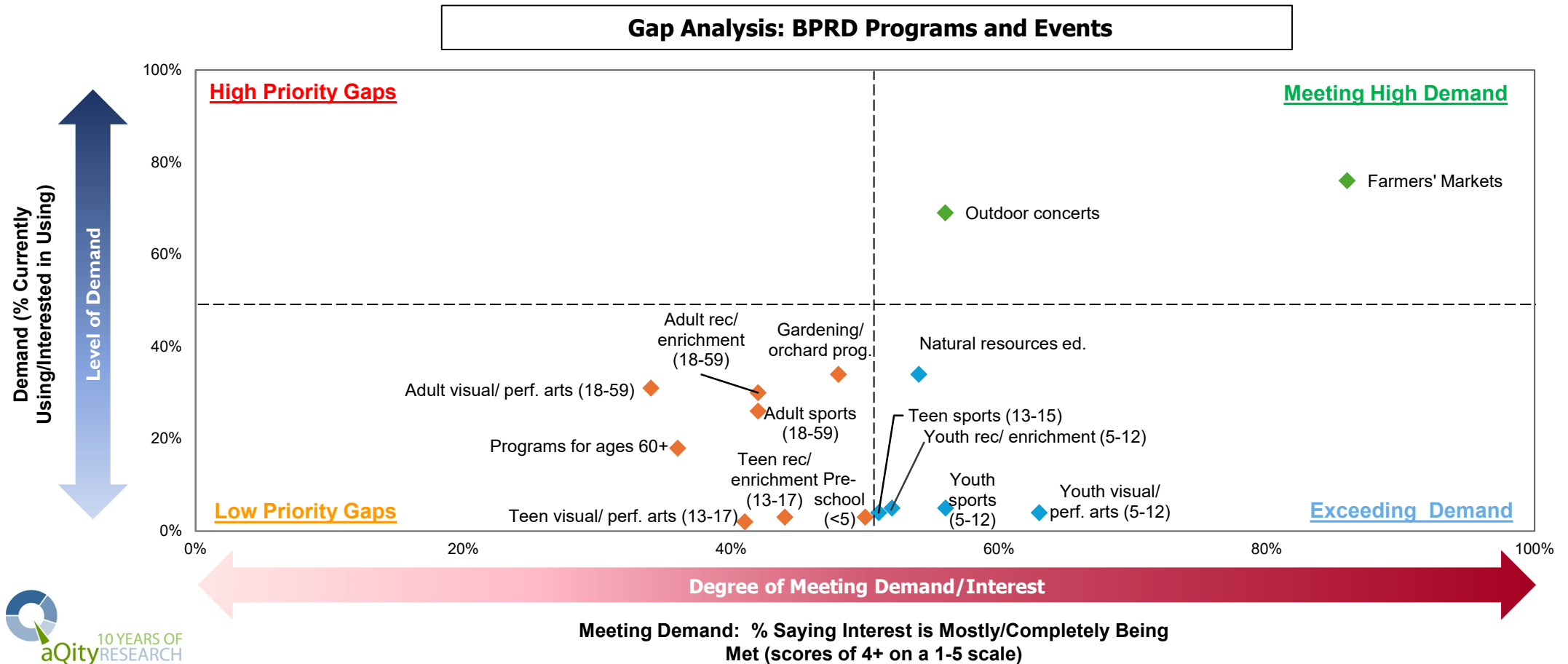
	Overall	Most Likely to Express Demand/Interest
Farmers' Markets	76%	- Under age 30 (91%) - No children in household (78%, vs. 67% of those with children) - Lived in Bloomington < 17 yrs. (84%) - Seasonal residents (93% of n=16, vs. 74% of permanent residents)
Outdoor concerts	69%	- Under age 30 (81%), 45-59 (77%) - Seasonal residents (85% of n=16, vs. 67% of permanent residents)
Natural resources education	34%	- Ages 30-34 (52%) - SW region (46%) - Lived in Bloomington <5 yrs. (39%), 10-19 yrs. (46%)
Gardening/orchard programs	34%	- Under age 35 (42%), 45-59 (38%)
Preschool/early childhood programs (under age 5)	3%	- Ages 35-44 (9%) - Children in household (23%, vs. 0% of those without children) - Homeowners (6%, vs. 1% of renters) - Hispanic/Latino adults (24%, vs. 2% of non-Hispanic/Latino residents)
Youth sports/athletics (ages 5-12)	5%	- Ages 35-44 (17%) - Children in household (36%, vs. 0% of those without children)
Youth visual/performance arts (ages 5-12)	4%	- Ages 35-44 (14%) - Children in household (26%, vs. 0% of those without children)
Youth recreation and enrichment programs (ages 5-12)	5%	- Ages 35-44 (15%) - Children in household (31%, vs. 0% of those without children)
Teen sports/athletics (ages 13-17)	4%	- Ages 35-44 (11%) - Children in household (25%, vs. 0% of those without children)
Teen visual/performance arts (ages 13-17)	3%	- Ages 35-44 (7%) - Children in household (13%, vs. 0% of those without children)
Teen recreation and enrichment programs (ages 13-17)	3%	- Ages 35-44 (11%) - Children in household (19%, vs. 0% of those without children)

Significant Differences: Demand/Interest in Programs/Events (cont'd)

	Overall	Most Likely to Express Demand/Interest
Adult sports/athletics (ages 18-59)	26%	- Under age 30 (33%), 45-59 (34%) - Renters (34%, vs. 18% of homeowners) - Lived in Bloomington <5 yrs. (38%), 20-29 yrs. (30%)
Adult visual/performance arts (ages 18-59)	31%	- Women (35%, vs. 23% of men) - Under age 30 (44%), 45-59 (42%) - Lived in Bloomington 5-9 yrs. (45%) - Non-Hispanic/Latino adults (32%, vs. 11% of Hispanic/Latino residents)
Adult recreation/enrichment programs (ages 18-59)	30%	- Women (35%, vs. 20% of men) - Under age 30 (41%), 35-59 (40%) - Renters (37%, vs. 23% of homeowners)
Programs for adults ages 60+	18%	- Ages 60+ (59%) - No children in household (20%, vs. 4% of those with children) - SE region (27%) - Homeowners (24%, vs. 10% of renters) - Lived in Bloomington 30+ yrs. (35%) - Permanent residents (19%, vs. 8% of seasonal residents)
None of the above/NA	9%	- N region (12%) - Lived in Bloomington 10-19 yrs. (16%) - Non-white adults (21%, vs. 7% of white residents) - Non-program participants (15%, vs. 1% of participants)

The good news is that residents most interested in larger events like the Farmers' Markets and outdoor concerts feel that this need is currently being met. Likewise, most of the youth options for ages 5-12, as well as education on natural resources appear to be readily available.

- The biggest "gaps" or unmet needs generally center around adult program options for both the 18-59 and 60+ age groups. Likewise, activities for local teens represent an opportunity (<50% saying those needs are currently being met).



When asked for priorities, residents most often want the Department to continue to provide and invest in the Farmers' Markets and outdoor concerts.

- Recall that these two activities are already deemed readily available from the gap analysis. The takeaway is that these residents certainly want these options to continue and likely expanded or provide more variety.

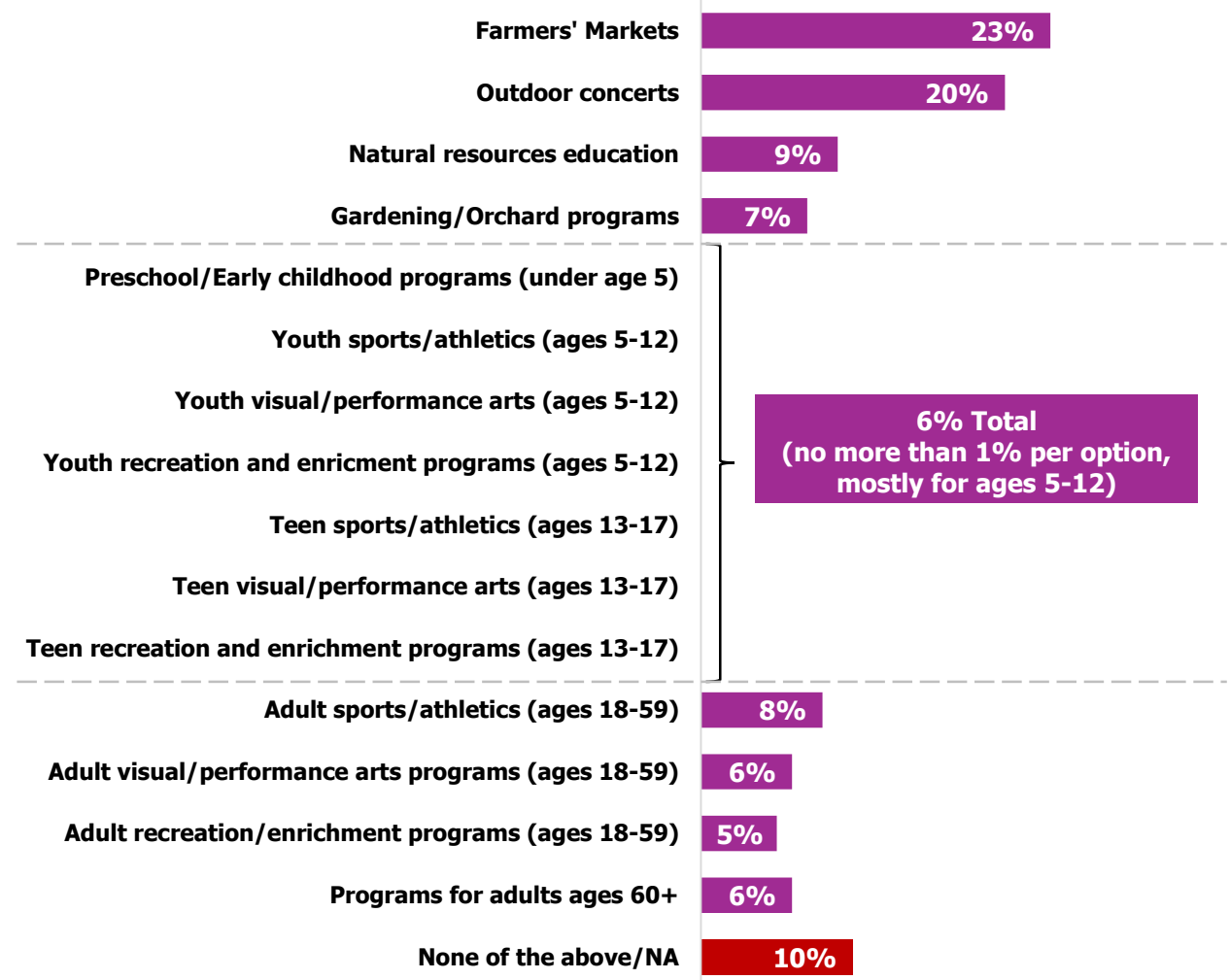
Beyond those top options, the remaining top choices each garnered 5% to 9% of the response (no clear third choice).

For adult programs, sports and athletics for ages 18-59 has a slight edge over the other categories tested. This tends to be the #1 choice among adult men, ages 30-34, renters, the newest Bloomington residents, and those in the N region (see next two pages).

- Note that 12% of current non-participants also identify this as their top priority (the most frequent choice for this group).

One out of ten express no interest in activities. Most of these are current non-participants, and adults ages 35-44 or 60+.

Significant Differences: Top Priority for Events/Programs



Significant Differences: Top Priority for Events/Programs

	Overall	Most Likely to Express Demand/Interest
Farmers' Markets	23%	- Men (27%, vs. 17% of women) - Ages 60+ (27%) - No children in household (25%, vs. 10% of those with children) - N region (32%) - Lived in Bloomington 30+ yrs. (29%)
Outdoor concerts	20%	- Lived in Bloomington 20-29 yrs. (29%) - White adults (23%, vs. 16% of non-white residents)
Natural resources education	9%	- Ages 30-34 (17%) - Lived in Bloomington 10-19 yrs. (16%) - White adults (11%, vs. 5% of non-white residents)
Gardening/orchard programs	7%	- Ages 30-34 (14%) - No children in household (8%, vs. 2% of those with children) - SW region (16%) - Lived in Bloomington 10-19 yrs. (14%)
Preschool/early childhood programs (under age 5)	1%	- Children in household (7%, vs. 0% of those without children)
Youth sports/athletics (ages 5-12)	1%	- Children in household (6%, vs. 0% of those without children)
Youth visual/performance arts (ages 5-12)	1%	- Children in household (7%, vs. 0% of those without children)
Youth recreation and enrichment programs (ages 5-12)	1%	- Children in household (6%, vs. 0% of those without children)
Teen sports/athletics (ages 13-17)	1%	- Children in household (7%, vs. 0% of those without children)
Teen visual/performance arts (ages 13-17)	<1%	< no statistically meaningful differences >
Teen recreation and enrichment programs (ages 13-17)	<1%	< no statistically meaningful differences >

Significant Differences: Top Priority for Events/Programs (cont'd)

	Overall	Most Likely to Express Demand/Interest
Adult sports/athletics (ages 18-59)	8%	- Men (12%, vs. 5% of women) - Ages 30-34 (13%) - No children in household (9%, vs. 3% of those with children) - N region (13%) - Renters (14%, vs. 2% of homeowners) - Lived in Bloomington <5 yrs. (16%) - Non-program participants (12%, vs. 3% of participants)
Adult visual/performance arts (ages 18-59)	6%	- Program participants (9%, vs. 4% of non-participants)
Adult recreation/enrichment programs (ages 18-59)	5%	- Under age 30 (12%) - No children in household (5%, vs. 2% of those with children) - SW region (12%) - Lived in Bloomington 20-29 yrs. (13%) - Program participants (8%, vs. 2% of non-participants)
Programs for adults ages 60+	6%	- No children in household (7%, vs. 1% of those with children) - Lived in Bloomington 30+ yrs. (13%)
None of the above/NA	10%	- Ages 35-44 (15%), 60+ (13%) - Lived in Bloomington 10-18 yrs. (18%) - Non-program participants (16%, vs. 3% of participants)

For the top priorities focused on broader community events and programs, respondents seek a range of options. Those most focused on the Farmers' Market often request bigger spaces and more vendors, or multiple locations. Fans of outdoor concerts most often want more events with a wider variety of music styles.

**Specific Suggestions for Top-Priority BPRD Events
(most frequent open-ended responses)**

	Famers’ Markets	Outdoor Concerts	Nature Education	Garden/Orchard Programs
	n=9: Bigger space for more vendors	n=12: More/maintain wide variety of music	n=8: More nature hikes with naturalists/experts	n=13: Education, growing tips, getting started
	n=6: More locations, or rotate locations	n=9: More often/more concerts	n=7: Plant ID/ education	n=8: More community gardens
	n=4: More info/publicity	n=6: More local bands/talent	n=5: Bird watching	n=3: Youth education/programs
	n=4: More music, entertainment	n=5: Food options, drinks, BYOB	n=4: Education on sustainability/recycling	n=3: Education on composting
	n=4: Easier access (traffic, allow dogs)	n=4: More quality, popular/known acts	n=4: More youth education/programs	
	n=2: More parking	n=3: More/better seating	n=3: How to ID/remove invasive species	
	n=2: Add arts and crafts, booths	n=3: Earlier times/performances	n=2: Tree planting	
	n=2: More kids’ activities	n=2 each: More info/publicity; add more Movies in the Park; More multi-cultural/international music; lower cost or fee concerts;	n=2: Wildlife education/ID	
	n=2: Cooking demos			
Single responses:	E.g., more food trucks; easier vendor participation; provide places to sit/eat; more shade; lower vendor fees; etc.	(E.g., bigger concerts/events; more shad; more parking; add theater performances; more dancing space)	(E.g., local history; river cleanup; hiking groups; info on pollinators, etc.)	(E.g., more on plant ID; info on pollinators)

Likewise, adult programming options vary across the options tested. The top sports programs for ages 18-59 include several activities (with base-/softball and volleyball being mentioned most often). Performance arts requests tend to focus on theater and dance, while adult recreational and enrichment suggestions are widespread (many single responses).

For those ages 60+, various arts and crafts programs, light/low-impact fitness activities, and learning opportunities are the top suggestions.

**Specific Suggestions for Adult Programs/Activities
(most frequent open-ended responses)**

	Adult Sports/Athletics (18-59)	Adult Visual/Performance Arts (18-59)	Adult Recreation/Enrichment (18-59)	Programs for Adults ages 60+
	n=3: Baseball/softball	n=7: Live theatre/plays/musicals	n=3: Makers' workshop, woodshop	n=6: Arts, crafts, painting, stitching, pottery, etc.
	n=3: Volleyball	n=4: Dance performances	n=2: Classes/Learning (cooking, specific topics)	n=6: General fitness, cardio, low impact
	n=2: Pickleball	n=3: Arts and crafts (pottery, painting)	n=2: Arts and crafts (painting)	n=5: Classes/Learning (languages, specific topics, technology)
	n=2: Yoga	n=3: Music, concerts, recitals	n=2: Walking group	N=3: Social events
	n=2: Ice hockey (inc. summer)	n=2: Outdoor performance venue	n=2: Social events, gatherings	N=2: Board games, cards
				N=2: Walking group
				N=2: Aqua-exercise, warm water
Single responses:	E.g., kickball; dodgeball; basketball; tennis; soccer)	(E.g., movies; martial arts; interactive displays/museums/experience)	(E.g., poetry slams; ice skating lessons; biking; food events; outdoor movies; bird watching; nature programs; running/jogging group, etc.)	(E.g., pickleball; maker's workshop; hobby clubs; day trips; martial arts/Tai Chi)

VII. BPRD Information Sources and Preferences

Bloomington residents rely on multiple sources when seeking information about the BPRD, its events, programs, facilities, etc.

At least half rely on word-of-mouth from other residents, or both digital information on the Department's website, or from the printed seasonal program guide (50%+ each).

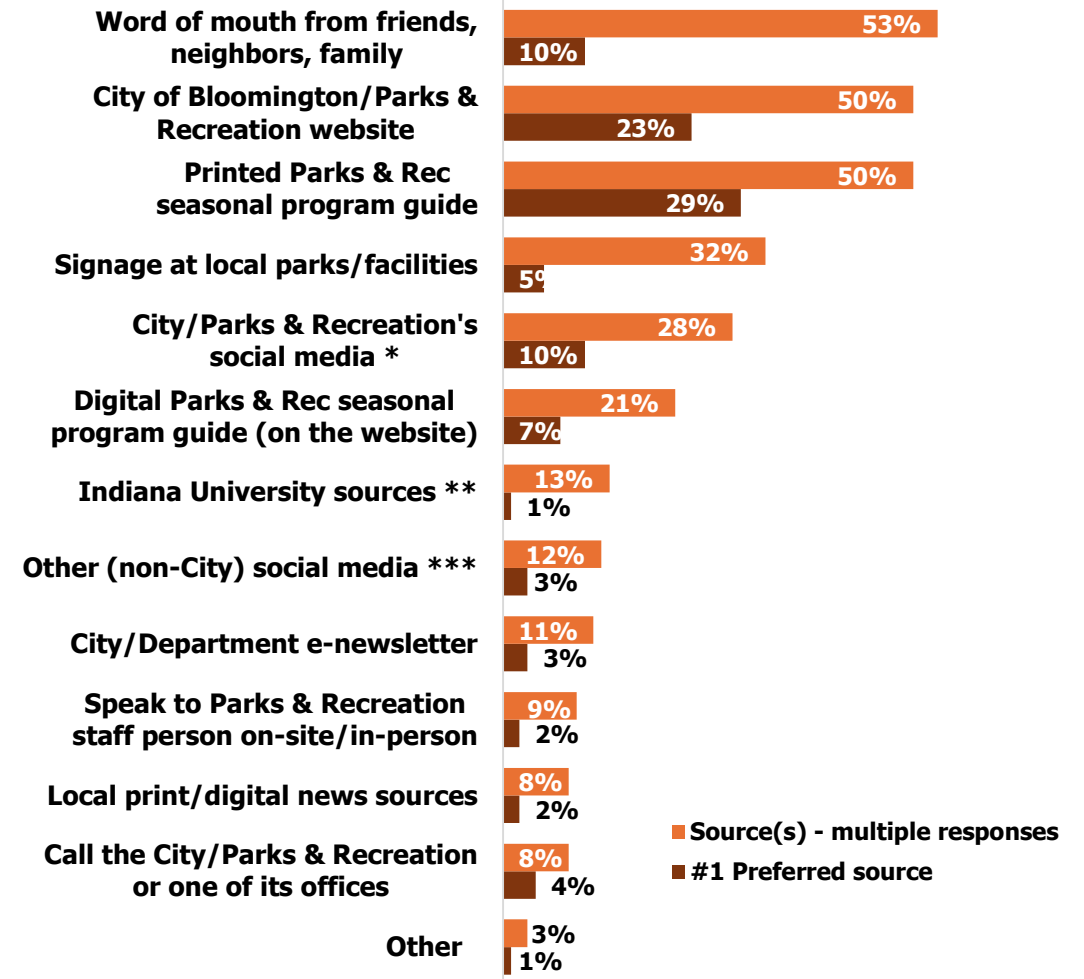
However, the printed program guide followed by the website are clearly to two most preferred sources (29% and 23%, respectively). Word of mouth is mentioned far less often as one's preferred source (10% -- tied with the BPRD's social media pages.

- The website tends to be relied on largely by newer residents who moved here in the past 5 years (34% top preferred source, vs. 23% overall – see next page).
- The printed guide is a top choice among women, older adults (ages 45+), homeowners, and long-term residents.

In addition to the top three sources, at least one in four also:

- Refer to signage at the parks and facilities (32% -- especially ages 30-34 and those without children);
- Look to Department's social media posts (23% -- especially women and younger residents), with another 12% going to non-City social media for Parks and Rec information.

Most Frequent and Preferred Sources for BPRD Information



Significant Differences: Sources of BPRD Information

	Most Likely to Cite as a BPRD Information Source	Most Likely to Cite as <u>Preferred</u> Source
Word of Mouth	53% Overall - Program participants (40%, vs. 16% of non-participants)	10% Overall - Lived in Bloomington <5 yrs. (15%), 20+ yrs. (14%) - Non-program participants (14%, vs. 6% of participants)
City of Bloomington/Parks & Recreation website	50% Overall - Ages 35-44 (59%) - SW region (65%) - Lived in Bloomington <5 yrs. (63%) - White adults (52%, vs. 30% of non-white residents)	23% Overall - N region (30%) - Lived in Bloomington <5 yrs. (34%) - Non-Hispanic/Latino adults (24%, vs. 8% of Hispanic/Latino residents)
<u>Printed</u> Parks & Rec seasonal program guide	50% Overall - Women (59%, vs. 39% of men) - Ages 45-59 (58%), 60+ (70%) - SW (54%) and SE regions (58%) - Homeowners (59%, vs. 40% of renters) - Lived in Bloomington 5-9 yrs. (6%), 30+ yrs. (65%) - White adults (55%, vs. 38% of non-white residents)	29% Overall - Women (33%, vs. 22% of men) - Ages 45-59 (36%), 60+ (45%) - SW region (38%) - Homeowners (36%, vs. 21% of renters) - Lived in Bloomington 5-9 yrs. (39%), 30+ yrs. (34%) - White adults (33%, vs. 17% of non-white residents) - Program participants (38%, vs. 20% of non-participants)
Signage at local parks/facilities	32% Overall - Ages 30-34 (43%) - No children in household (34%, vs. 19% of those with children)	5% Overall - Men (9%, vs. 2% of women) - Ages 30-34 (11%) - No children in household (6%, vs. 2% of those with children) - Lived in Bloomington 10-19 yrs. (14%)

Significant Differences: Sources of BPRD Information

	Most Likely to Cite as a BPRD Information Source	Most Likely to Cite as <u>Preferred</u> Source
City/Parks & Recreation social media *	28% Overall - Women (37%, vs. 17% of men) - Ages 35-44 (38%) - Children in household (39%, vs. 25% of those without children) - Homeowners (17%, vs. 6% of renters) - Permanent residents (30%, vs. 7% of seasonal residents) - Program participants (40%, vs. 16% of non-participants)	10% Overall - Women (14%, vs. 5% of men) - Under age 45 (13%) - SW region (15%) - Lived in Bloomington 5-9 yrs. (18%)
<u>Digital</u> Parks & Rec seasonal program guide (on the website)	21% Overall - Ages 35-44 (32%), 45-59 (27%) - Children in household (34%, vs. 19% of those without children)	7% Overall - Ages 35-44 (10%)
Indiana University sources **	13% Overall - Men (17%, vs. 8% of women) - N region (19%) - Renters (17%, vs. 10% of homeowners) - Lived in Bloomington <5 yrs. (18%) - White adults (12%, vs. 1% of non-white residents)	1% Overall
Other (non-City) social media ***	12% Overall	3% Overall
City/Department e-newsletter	11% Overall - Lived in Bloomington 20-29 yrs. (20%)	3% Overall - SE region (6%)
Speak to Parks & Recreation staff person on-site/in-person	9% Overall - Ages 45-59 (16%) - Lived in Bloomington 10-19 yrs. (14%)	2% Overall

Significant Differences: Sources of BPRD Information

	Most Likely to Cite as a BPRD Information Source	Most Likely to Cite as <u>Preferred</u> Source
Local print/digital news source	8% Overall - Ages 60+ (22%) - No children in household (9%, vs. 1% of those with children) - SE region (13%) - Lived in Bloomington 30+ yrs. (20%) - White adults (10%, vs. 3% of non-white residents)	2% Overall - Ages 60+ (6%) - SE region (4%)
Call the City/Parks & Recreation or one of its offices	8% Overall - Ages 30-34 (13%) - Homeowners (12%, vs. 4% of renters)	4% Overall - Non-program participants (7%, vs. 1% of participants) - N region (6%)

APPENDIX: Questionnaire and Topline Results



Full Topline Results

Statistically valid: Based on n=405 responses collected Nov. 15, 2025 through Dec. 21, 2025

Public: Based on n=385 responses collected Dec. 22, 2025 through Jan. 22, 2026

NOTE: Percentages may not sum due to rounding (+/-1%)

Q1. How many years have you lived in Bloomington?

	Stat valid	Public
Total Answering	405	385
Less than 5 years	25%	14%
5-9 years	17%	17%
10-19 years	24%	21%
20-29 years	15%	17%
30+ years	20%	31%
Mean	16.70	23.01
Median	11.00	18.00

Q2. Which of the following best describes you?

	Stat valid	Public
Total Answering	403	385
I am a permanent, year-round resident of Bloomington, IN	92%	97%
I am a seasonal resident of Bloomington, IN	8%	3%

Q3. Please give your overall opinion of Bloomington Parks & Recreation using the scale below.

	Stat valid	Public
Total Answering	381	370
Highest regard (9-10)	39%	41%
Great (8)	28%	26%
Good (6-7)	23%	22%
Neutral (5)	7%	6%
Dislike (0-4)	3%	5%
Mean	7.95	7.88
Median	8.00	8.00
Unfamiliar	6%	4%

Q4. What do you like most about Bloomington Parks & Recreation?

Coding of open-ended questions is in progress; results will be included in the full analysis.

Q5. What do you dislike most about Bloomington Parks & Recreation?

Coding of open-ended questions is in progress; results will be included in the full analysis.

Q6. Do you believe that your household and its interests are properly represented and included in Bloomington Parks & Recreation's programs?

	Stat valid	Public
Total Answering	403	376
Yes	91%	89%
No	9%	11%

Q6A. How could Bloomington Parks & Recreation better represent your household and its interests?

Coding of open-ended questions is in progress; results will be included in the full analysis.

Q7. Select which Bloomington Parks & Recreation parks, natural areas, and trails that you or household members have visited in the past 12 months.

	Stat valid	Public
Total Answering	405	384
PARKS	90%	98%
B-Line Trail	73%	80%
Bloomington Rail Trail	40%	52%
Bryan Park	55%	72%
Broadview Park	4%	2%
Building Trades Park	7%	12%
(Rev. Ernest D.) Butler Park	12%	19%
Cascades Park Trail	29%	39%
Clear Creek Trail	36%	48%
Crestmont Park	6%	5%
Ferguson Dog Park	6%	11%
Grippy Lake Nature Preserve	48%	65%
Highland Village Park	6%	3%
Hopewell Commons	8%	13%
Jackson Creek Trail	30%	47%
Latimer Woods	7%	12%
Leonard Springs Nature Park	20%	34%
Lower Cascades Park	32%	46%
Olcott Park	24%	43%
Park Ridge Park and Polly Grimshaw Trail	7%	8%
Park Ridge East Park	8%	9%
Peoples Park	15%	20%
RCA Community Park	14%	30%
Rogers Family Park	11%	23%
Schmalz Farm Park	5%	10%
Seminary Park	8%	7%
Sherwood Oaks Park	18%	26%
Southeast Park	7%	16%
Switchyard Park	69%	82%
Upper Cascades Park and Trail	23%	31%
Waldron Hill Buskirk Park	6%	11%
Wapehani Mountain Bike	4%	12%
Winslow Woods Park	16%	26%
FACILITIES	63%	84%
Allison-Jukebox Community Center	3%	4%
Banneker Community Center	6%	15%
Bryan Park Pool	24%	37%
Cascades Golf Course	13%	16%
Cemeteries (White Oak, Rose Hill)	11%	20%
Community Garden plots	8%	12%
Frank Southern Center/ Ice Arena	14%	29%
Mills Pool	7%	12%
Skate Park at Upper Cascades Park	4%	6%

Switchyard Park skate park	11%	15%
Switchyard Park spray pad	18%	32%
Switchyard Park dog park	17%	25%
Twin Lakes Recreation	17%	32%
Twin Lakes Sports Park	5%	12%
Winslow Sports Complex	12%	29%
Have not visited facilities	10%	2%

Q8. Which Bloomington Parks & Recreation location do you use most often?

	Stat valid	Public
Total Answering	367	368
B-Line Trail	19%	12%
Bloomington Rail Trail	1%	2%
Bryan Park	11%	7%
Broadview Park	<1%	<1%
Building Trades Park	-	1%
(Rev. Ernest D.) Butler Park	1%	1%
Cascades Park Trail	3%	1%
Clear Creek Trail	4%	4%
Crestmont Park	<1%	-
Ferguson Dog Park	1%	1%
Griffy Lake Nature Preserve	6%	6%
Highland Village Park	1%	<1%
Jackson Creek Trail	6%	5%
Latimer Woods	<1%	<1%
Leonard Springs Nature Park	1%	<1%
Lower Cascades Park	3%	3%
Olcott Park	2%	3%
Park Ridge Park and Polly Grimshaw Trail	2%	1%
Park Ridge East Park	1%	-
RCA Community Park	<1%	1%
Rogers Family Park	1%	4%
Schmalz Farm Park	<1%	<1%
Seminary Park	<1%	<1%
Sherwood Oaks Park	2%	1%
Southeast Park	<1%	1%
Switchyard Park	16%	11%
Upper Cascades Park and Trail	2%	<1%
Wapehani Mountain Bike	1%	1%
Winslow Woods Park	<1%	2%
Banneker Community Center	<1%	<1%
Bryan Park Pool	2%	2%
Cascades Golf Course	2%	3%
Cemeteries (White Oak, Rose Hill)	1%	1%
Community Garden plots	<1%	2%
Frank Southern Center/ Ice Arena	2%	8%
Mills Pool	<1%	1%
Switchyard Park skate park	-	<1%
Switchyard Park spray pad	<1%	1%
Switchyard Park dog park	1%	1%
Twin Lakes Recreation	2%	7%
Twin Lakes Sports Park	<1%	<1%
Winslow Sports Complex	2%	2%

Q9. If you haven't visited any Bloomington Parks & Recreation locations recently, why not?

	Stat valid	Public
Total Answering	30	6
Do not have children/ children are grown	13%	50%
Unfamiliar with City's parks/ facilities	17%	-
Poor health or mobility	39%	33%
Personal safety concerns	25%	50%
Cost/ Fees are too high	27%	-
Location issues, lack of transportation	4%	-
Too busy/ don't have time	16%	-
Nothing of interest offered	23%	-
Inconvenient hours of operation	1%	-
Other	10%	33%

Q10A. Overall experience - Rate your overall satisfaction with these parks, playgrounds, nature areas, trails, sports fields or facilities.

	Stat valid	Public
Total Answering	372	373
Completely satisfied (9-10)	57%	46%
Very satisfied (8)	24%	26%
Somewhat satisfied (6-7)	14%	16%
Neutral (5)	2%	5%
Dissatisfied (0-4)	2%	7%
Mean	8.52	8.00
Median	9.00	8.00

Q10B. Cleanliness, maintenance, and upkeep - Rate your overall satisfaction with these parks, playgrounds, nature areas, trails, sports fields or facilities.

	Stat valid	Public
Total Answering	373	371
Completely satisfied (9-10)	53%	43%
Very satisfied (8)	23%	22%
Somewhat satisfied (6-7)	17%	22%
Neutral (5)	4%	2%
Dissatisfied (0-4)	3%	10%
Mean	8.30	7.77
Median	9.00	8.00

Q10C. Access - Rate your overall satisfaction with these parks, playgrounds, nature areas, trails, sports fields or facilities.

	Stat valid	Public
Total Answering	372	368
Completely satisfied (9-10)	53%	48%
Very satisfied (8)	20%	22%
Somewhat satisfied (6-7)	17%	17%
Neutral (5)	6%	7%
Dissatisfied (0-4)	4%	6%
Mean	8.30	8.03
Median	9.00	8.00

Q10D. Safety - Rate your overall satisfaction with these parks, playgrounds, nature areas, trails, sports fields or facilities.

	Stat valid	Public
Total Answering	372	371
Completely satisfied (9-10)	50%	37%
Very satisfied (8)	16%	21%
Somewhat satisfied (6-7)	24%	25%
Neutral (5)	6%	5%
Dissatisfied (0-4)	3%	11%
Mean	8.11	7.47
Median	9.00	8.00

Q10E. Quality of service provided by staff - Rate your overall satisfaction with these parks, playgrounds, nature areas, trails, sports fields or facilities.

	Stat valid	Public
Total Answering	367	363
Completely satisfied (9-10)	52%	45%
Very satisfied (8)	18%	17%
Somewhat satisfied (6-7)	9%	13%
Neutral (5)	19%	21%
Dissatisfied (0-4)	3%	4%
Mean	8.03	7.69
Median	9.00	8.00

Q11. If you are unhappy with a park, playground, nature area, trail, sports field or facility, which one(s) and why?

Coding of open-ended questions is in progress; results will be included in the full analysis.

Q12. What would make you most likely to visit and use Bloomington Parks & Recreation's parks, trails, natural areas, and facilities more often?

Coding of open-ended questions is in progress; results will be included in the full analysis.

Q13. How do you and household members typically use those trails?

	Stat valid	Public
Total Answering	374	376
Walking or hiking (no pets)	79%	76%
Walking or hiking (with pets)	28%	39%
Jogging/ running	30%	27%
Commuting by foot/ walking	32%	23%
Commuting by bicycle	17%	20%
Bicycling recreationally	26%	37%
Other	3%	7%
Have not recently used any trails	3%	2%

Q14. Indicate below if you have ever been concerned with your safety at these locations with regard to...

	Stat valid	Public
Total Answering	374	367
Personal safety from others due to being alone	46%	55%
Physical safety from traffic, running into bicyclists or other users due to limited sight lines, etc.	25%	21%
Property theft	17%	16%
Risk of injury from falling or tripping	11%	10%
None of the above	38%	31%

Q14A. At which Bloomington Parks & Recreation location(s) have you had safety concerns?

Coding of open-ended questions is in progress; results will be included in the full analysis.

Q15A. Indicate if you use or have an interest in the following facilities.

	Stat valid	Public
Total Answering	405	384
Outdoor athletic fields	21%	30%
Swimming pool/ aquatic center	38%	56%
Spray and splash pads	18%	28%
Ice rinks	25%	34%
Basketball courts	16%	21%
Pickleball courts	27%	30%
Tennis courts	14%	20%
Amenities in parks and along trails	60%	74%
Trails for walking, hiking, biking	75%	85%
Open space/ natural areas	61%	68%
Baseball/ Softball fields	8%	12%
Other	9%	14%
None of the above	9%	2%

Q15B. TOP 2 BOX SCORE - Select how well the demand or interest in each type of facility is currently being met.

	Stat valid	Public
Total Answering	375	347
Outdoor athletic fields	66%	50%
Swimming pool/ aquatic center	60%	58%
Spray and splash pads	79%	80%
Ice rinks	59%	43%
Basketball courts	78%	63%
Pickleball courts	71%	58%
Tennis courts	74%	59%
Amenities in parks and along trails	62%	68%
Trails for walking, hiking, biking	89%	87%
Open space/ natural areas	76%	79%
Baseball/ Softball fields	59%	40%
Other	46%	30%

Q16. Rank the ONE amenity that you think are most important.

	Stat valid	Public
Total Answering	404	341
Outdoor athletic fields	2%	7%
Swimming pool/ aquatic center	8%	11%
Spray and splash pads	1%	1%
Ice rinks	4%	13%
Basketball courts	3%	1%
Pickleball courts	4%	4%
Tennis courts	<1%	2%
Amenities in parks and along trails	23%	15%
Trails for walking, hiking, biking	23%	25%
Open space/ natural areas	10%	10%
Baseball/ Softball fields	1%	2%
Other	3%	8%
None are priorities	17%	-

Q16. Rank the TWO amenities that you think are most important.

	Stat valid	Public
Total Answering	404	341
Outdoor athletic fields	3%	9%
Swimming pool/ aquatic center	13%	19%
Spray and splash pads	3%	4%
Ice rinks	6%	16%
Basketball courts	4%	3%
Pickleball courts	8%	8%
Tennis courts	3%	4%
Amenities in parks and along trails	37%	36%
Trails for walking, hiking, biking	45%	48%
Open space/ natural areas	28%	28%
Baseball/ Softball fields	1%	4%
Other	4%	10%
None are priorities	17%	-

Q17A. Bryan Park Pool - Do you support or oppose this renovation, even if it means higher user fees or taxes?

	Stat valid	Public
Total Answering	396	359
SUPPORT	78%	81%
OPPOSE	22%	19%
Strongly support	27%	33%
Somewhat support	51%	48%
Somewhat oppose	16%	10%
Strongly oppose	6%	9%

Q17B. Mills Pool - Do you support or oppose this renovation, even if it means higher user fees or taxes?

	Stat valid	Public
Total Answering	394	343
SUPPORT	69%	69%
OPPOSE	31%	31%
Strongly support	23%	22%
Somewhat support	45%	47%
Somewhat oppose	23%	19%
Strongly oppose	9%	12%

Q17C. Frank Southern Center (Ice Arena) - Do you support or oppose this renovation, even if it means higher user fees or taxes?

	Stat valid	Public
Total Answering	389	355
SUPPORT	76%	76%
OPPOSE	24%	24%
Strongly support	23%	31%
Somewhat support	53%	44%
Somewhat oppose	18%	15%
Strongly oppose	6%	9%

Q17D. Winslow Sports Park - Do you support or oppose this renovation, even if it means higher user fees or taxes?

	Stat valid	Public
Total Answering	382	350
SUPPORT	75%	70%
OPPOSE	25%	30%
Strongly support	18%	18%
Somewhat support	57%	53%
Somewhat oppose	18%	20%
Strongly oppose	7%	10%

Q17E. Twin Lakes Rec Center & Sports Park - Do you support or oppose this renovation, even if it means higher user fees or taxes?

	Stat valid	Public
Total Answering	391	359
SUPPORT	73%	68%
OPPOSE	27%	32%
Strongly support	15%	21%
Somewhat support	57%	46%
Somewhat oppose	19%	21%
Strongly oppose	8%	11%

Q18. Which of those facilities do you support improving or renovating the most, even if it means higher fees or taxes?

	Stat valid	Public
Total Answering	396	366
Bryan Park Pool	30%	32%
Mills Pool	7%	9%
Frank Southern Center (Ice Arena)	14%	24%
Winslow Sports Park	7%	7%
Twin Lakes Rec Center & Sports Park	18%	14%
None of the above	24%	14%

Q19. Both of Bloomington Parks & Recreation's outdoor pools need major repairs and improvements. Which of the options below do you prefer?

	Stat valid	Public
Total Answering	388	364
Build a new aquatic center/ outdoor pool to replace both pools	33%	28%
Make improvements to one pool and convert the other to a spray pad/splash playground	53%	63%
Make improvements to one pool and close the other	12%	8%
Close both pools	2%	2%

Q20. Have you or household members participated in Bloomington Parks & Recreation recreational programs or community events in the past year?

	Stat valid	Public
Total Answering	405	383
Yes	47%	73%
No	53%	27%

Q22. Rate your overall satisfaction with the Bloomington Parks & Recreation programs.

	Stat valid	Public
Total Answering	225	278
Completely satisfied (9-10)	54%	45%
Very satisfied (8)	26%	24%
Somewhat satisfied (6-7)	13%	20%
Neutral (5)	3%	7%
Dissatisfied (0-4)	3%	4%
Mean	8.41	7.66
Median	9.00	8.00

Q21. Why haven't you participated in a Bloomington Parks & Recreation recreational program or event recently? Select all that apply.

	Stat valid	Public
Total Answering	179	105
Do not have children/children are grown	54%	62%
Unfamiliar with Department programs	27%	15%
Poor health or mobility	11%	9%
Dislike the programs, had a bad experience	4%	1%
Cost/ Fees are too high	11%	7%
Issues with the instructors, trainers, leaders	5%	-
Use recreational programs elsewhere	8%	15%
Dislike the facility where program is held	4%	-
Location issues, lack of transportation	9%	3%
Too busy/ don't have time	46%	30%
Nothing of interest offered	12%	14%
Inconvenient schedule/ days/ times	10%	8%
Registration too difficult	2%	1%
Personal safety concerns	3%	5%
Other	8%	9%

Q23. If you are dissatisfied with any Bloomington Parks & Recreation program/ event, please indicate which one(s) and why

Coding of open-ended questions is in progress; results will be included in the full analysis.

Q24A. Including yourself, how many people live in your household?

	Stat valid	Public
Total Answering	405	383
One (I live alone)	31%	20%
Two	40%	35%
Three	12%	13%
Four	8%	23%
Five or more	9%	9%
Mean	2.27	2.71
Median	2.00	2.00

Q24B. under age 18? - How many people in your household are...

	Stat valid	Public
Total Answering	404	385
None	85%	59%
One	7%	11%
Two	5%	22%
Three	2%	7%
Four or more	1%	1%
Mean	1.82	1.96
Median	2.00	2.00

Q24C. age 60 or older? - How many people in your household are...

	Stat valid	Public
Total Answering	405	385
None	71%	64%
One	15%	16%
Two	13%	19%
Three or more	-	1%
Mean	1.46	1.56
Median	1.00	2.00

Q25A. Select which types of programs you use or have an interest in.

	Stat valid	Public
Total Answering	405	382
Outdoor concerts	69%	73%
Farmers' Markets	76%	84%
Natural resources education	34%	40%
Gardening/ Orchard	34%	38%
Preschool/ Early childhood programs (under age 5)	3%	6%
Youth sports/ athletics (ages 5-12)	5%	22%
Youth visual/ performance arts programs (ages 5-12)	4%	13%
Youth recreation and enrichment programs (ages 5-12)	5%	15%
Teen sports/ athletics (ages 13-17)	4%	16%
Teen visual/ performance arts programs (ages 13-17)	2%	11%
Teen recreation and enrichment programs (ages 13-17)	3%	14%
Adult sports/ athletics (ages 18-59)	26%	26%
Adult visual/ performance arts programs (ages 18-59)	31%	28%
Adult recreation and enrichment programs (ages 18-59)	30%	36%
Programs for adults ages 60+	18%	26%
None of the above	9%	2%

Q25B. TOP 2 BOX SCORE - Select how well the demand or interest in each type of program is currently being met.

	Stat valid	Public
Total Answering	374	370
Outdoor concerts	56%	62%
Farmers' Markets	86%	86%
Natural resources education	54%	53%
Gardening/ Orchard	48%	56%
Preschool/ Early childhood programs (under age 5)	50%	32%
Youth sports/ athletics (ages 5-12)	56%	43%
Youth visual/ performance arts programs (ages 5-12)	63%	33%
Youth recreation and enrichment programs (ages 5-12)	52%	49%
Teen sports/ athletics (ages 13-17)	51%	37%
Teen visual/ performance arts programs (ages 13-17)	41%	28%
Teen recreation and enrichment programs (ages 13-17)	44%	40%
Adult sports/ athletics (ages 18-59)	42%	34%
Adult visual/ performance arts programs (ages 18-59)	34%	36%
Adult recreation and enrichment programs (ages 18-59)	42%	37%
Programs for adults ages 60+	36%	31%

Q25B. AVERAGE SCORE - Select how well the demand or interest in each type of program is currently being met.

	Stat valid	Public
Total Answering	374	370
Outdoor concerts	3.66	3.69
Farmers' Markets	4.28	4.29
Natural resources education	3.59	3.51
Gardening/ Orchard	3.43	3.54
Preschool/ Early childhood programs (under age 5)	3.51	3.14
Youth sports/ athletics (ages 5-12)	3.65	3.27
Youth visual/ performance arts programs (ages 5-12)	3.60	3.16
Youth recreation and enrichment programs (ages 5-12)	3.47	3.49
Teen sports/ athletics (ages 13-17)	3.51	2.98
Teen visual/ performance arts programs (ages 13-17)	3.31	3.00
Teen recreation and enrichment programs (ages 13-17)	3.32	3.15
Adult sports/ athletics (ages 18-59)	3.23	3.04
Adult visual/ performance arts programs (ages 18-59)	3.12	3.14
Adult recreation and enrichment programs (ages 18-59)	3.33	3.21
Programs for adults ages 60+	3.20	2.99

Q26. Which one of those program options do you feel should be the top priority for Bloomington Parks & Recreation to add, improve, or expand?

	Stat valid	Public
Total Answering	403	351
Outdoor concerts	20%	19%
Farmers' Markets	23%	18%
Natural resources education	9%	9%
Gardening/ Orchard	7%	6%
Preschool/ Early childhood programs (under age 5)	1%	2%
Youth sports/ athletics (ages 5-12)	1%	12%
Youth visual/ performance arts programs (ages 5-12)	1%	1%
Youth recreation and enrichment programs (ages 5-12)	1%	3%
Teen sports/ athletics (ages 13-17)	1%	4%
Teen visual/ performance arts programs (ages 13-17)	<1%	1%
Teen recreation and enrichment programs (ages 13-17)	<1%	2%
Adult sports/ athletics (ages 18-59)	8%	5%
Adult visual/ performance arts programs (ages 18-59)	6%	2%
Adult recreation and enrichment programs (ages 18-59)	5%	6%
Programs for adults ages	6%	12%
None of the above	10%	-

Q27. What specific activities/ program(s) should the Parks & Rec Department offer for the priority selected?

Coding of open-ended questions is in progress; results will be included in the full analysis.

Q28. Please rate the overall value that Bloomington Parks & Recreation represents given its share of property taxes.

	Stat valid	Public
Total Answering	402	382
Excellent value (9-10)	48%	56%
Great value (8)	14%	14%
Good value (6-7)	16%	10%
Average value (5)	14%	12%
Poor value (0-4)	8%	8%
Mean	7.71	7.91
Median	8.00	9.00

Q30. What sources do you use to find out about Bloomington Parks & Recreation services?

	Stat valid	Public
Total Answering	402	380
City of Bloomington/ Parks & Recreation website	50%	61%
Printed Parks & Rec seasonal program guide	50%	73%
Digital Parks & Rec seasonal program guide (on the website)	21%	23%
Call the City/ Parks & Recreation or one of its facilities	8%	6%
Speak to a Parks & Recreation staff person on-site/ in person	9%	8%
City/ Department e-newsletter	11%	11%
Signage at local parks/ facilities	32%	36%
Word of mouth from friends, neighbors, family, etc.	53%	57%
City/ Parks & Recreation's social media (e.g., Department posts on Facebook, Instagram)	28%	32%
Other (non-City) social media (e.g., Facebook, Instagram, Twitter/ X, Reddit, TikTok, etc.)	12%	13%
Local print or digital news sources	8%	11%
Indiana University sources (e-newsletters, websites, recreational/ sports groups and teams, etc.)	13%	10%
Other source	3%	4%

Q31. Select your one most preferred source when seeking information about Bloomington Parks & Recreation.

	Stat valid	Public
Total Answering	396	371
City of Bloomington/ Parks & Recreation website	23%	23%
Printed Parks & Rec seasonal program guide	29%	40%
Digital Parks & Rec seasonal program guide (on the website)	7%	5%
Call the City/ Parks & Recreation or one of its facilities	4%	1%
Speak to a Parks & Recreation staff person on-site/ in person	2%	1%
City/ Department e-newsletter	3%	2%
Signage at local parks/ facilities	5%	4%
Word of mouth from friends, neighbors, family, etc.	10%	4%
City/ Parks & Recreation's social media (e.g., Department posts on Facebook, Instagram)	10%	14%
Other (non-City) social media (e.g., Facebook, Instagram, Twitter/ X, Reddit, TikTok, etc.)	3%	2%
Local print or digital news sources - which one(s)?	2%	2%
Indiana University sources (e-newsletters, websites, recreational/ sports groups and teams, etc.)	1%	1%
Other source	1%	2%

Q32. In what year were you born? (AGE SHOWN BELOW)

	Stat valid	Public
Total Answering	401	-
<35	48%	-
35-44	14%	-
45-54	11%	-
55-64	9%	-
65+	17%	-
Mean	42.79	-
Median	35.00	-

Q33. Please select your gender

	Stat valid	Public
Total Answering	402	382
Male	46%	36%
Female	51%	61%
Prefer to self-describe:	3%	3%

Q29. Do your own or rent your current residence?

	Stat valid	Public
Total Answering	403	382
Own	50%	85%
Rent	50%	15%
Live in a dorm	1%	<1%

Q34. Which of the following identifies your ethnicity?

	Stat valid	Public
Total Answering	405	383
American Indian or Alaska Native	1%	1%
Asian	9%	4%
Black/ African American	5%	1%
Middle Eastern or North African	2%	<1%
Native Hawaiian or Other Pacific Islander	3%	-
White	85%	92%
Other	3%	5%

Q35. Are you of Hispanic, Latino, or Spanish ethnicity?

	Stat valid	Public
Total Answering	394	378
Yes	5%	3%
No	95%	97%

QFINAL. Do you have any final comments for the Bloomington Parks and Recreation?

Coding of open-ended questions is in progress; results will be included in the full analysis.

REGION

	Stat valid	Public
Total Answering	405	N/A
North	42%	N/A
SE	41%	N/A
SW	17%	N/A