

City of Brookfield: Parks, Recreation, and Forestry Department: 2010 Community Opinion Survey

Results Report

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Executive Summary

The following presents a summary of results from a mail survey of City of Brookfield households authorized by the Parks and Recreation Commission. The purpose of this survey was to identify Brookfield residents' perceptions and opinions about the current and future needs related to existing and future parks, enhancements, developments, and recreation programs. This information will provide the Parks, Recreation and Forestry Department with resident input related to ongoing and future planning and operations.

The Center for Urban Initiatives and Research (CUIR), an evaluation and applied research center located at the University of Wisconsin-Milwaukee, collaborated with the City of Brookfield Parks, Recreation, and Forestry Department in all phases of this project. This included survey design, administration, data collection, analysis, and preparation of this report.

The 2010 Parks, Recreation, and Forestry Opinion Survey was largely an update of a similar instrument used in 1998. The rationale for this was to make the two instruments essentially identical for the comparison of results, which is included in the full report. The 2010 survey consisted of twenty-five items which were mainly closed-ended, with one open-ended question.

The survey was mailed in a single mailing in mid-September 2010 to 3,000 randomly selected residents of the City of Brookfield — including both apartment dwellers and home-owners — using addresses provided by the City of Brookfield Assessor's Office. Only those with addresses within the City of Brookfield were used for this survey. A total of 568 completed surveys were returned by the October 28, 2010 closing date, for a response rate of 18.9% and a sampling error of plus or minus 4.03%.

Importance of Facilities, Services, and Programs to Household Quality of Life

Nearly nine out of ten respondents (86%) reported that the Parks, Recreation, and Forestry Department facilities, services and programs are “very” or “somewhat” important to their household's quality of life.

About Parks and Forestry

Satisfaction with Parks and Public Spaces in the City of Brookfield. Nearly nine of ten respondents were either “very” or “somewhat” satisfied with the parks and public spaces in the City of Brookfield.

Perceived Quality of Parks, Public Spaces, Recreational Areas, and Facilities. In terms of quality, Wirth Aquatic Center was rated highest by respondents, and the sand volleyball courts were the rated lowest.

Highest Rated

1. Wirth Aquatic Center
2. Skate Park
3. Nature Areas and Trails
4. Soccer Fields
5. Baseball / Softball Fields

Lowest Rated

1. Sand Volleyball Courts
2. Sledding Hills
3. Cross Country Ski Trails
4. Basketball Courts
5. Skating Rinks / Ponds

Frequency of Household Visits to Parks (Past 12 Months). Nine out of ten (89%) reported at least one visit to a City of Brookfield park during the past twelve months.

- About one-third (28%) reported 1 to 5 visits.
- Nearly one in five (17%) reported 6 to 10 visits.
- Two of five (41%) reported 10 or more visits.

Parks Visited in the City of Brookfield during the Past 12 Months. Wirth Park was the most visited park in Brookfield, while Westchester Park was the least visited park.

<u>Most Visited</u>	<u>Percent</u>	<u>Least Visited</u>	<u>Percent</u>
1. Wirth Park	80%	1. Westchester	<1%
2. Mitchell	72%	2. Cardinal	1%
3. Wirth Park South	32%	3. Brookfield Manor	1%
4. Beverly Hills	17%	4. Kinsey	1%
5. Soccer Park	17%	5. Ruby	3%

Park Closest to Home. In 2010, nearly one-third (29%) of respondents identified Wirth Park as the park closest to their home.

<u>Closest Park</u>	<u>Percent</u>
1. Wirth Park	29%
2. Mitchell	16%
3. Beverly Hills	7%
4. Lilly Heights	7%
5. Fairview	7%

Reasons for Park Visits. The most frequently identified reason to visit a park was for exercise or fitness, with three of five respondents (60%) including this reason in their response. Over half also reported that they visit the park to enjoy nature and the outdoors (54%) and self-directed or non-organized activities (50%). Other frequently reported reasons were personal relaxation and rest (48%) and attendance at a community special event or activity (43%).

Importance of Various Factors about Parks and Recreation Areas. Respondents were asked: “When you consider the quality of life in your neighborhood, please indicate how important each of the following statements about parks and recreation areas are to you.” A majority of respondents indicated “very” or “somewhat” important for each of the six factors, as shown below.

- Making neighborhoods more attractive places (92%)
- Protecting open space from development (90%)
- Providing play areas for our youth (87%)
- Preserving environmentally sensitive areas (86%)
- Offering recreational facilities for adults (76%)
- Creating areas where neighbors can get to know each other (65%)

Priorities for the Parks, Recreation, and Forestry Department. Across four issues, respondents were asked to select between two possible policies and actions of the City of Brookfield Parks, Recreation, and Forestry Department, identifying which they would prefer to prioritize and/or implement. Missing responses are not included in this analysis.

- A slight majority (56%) selected smaller neighborhood parks over the larger parks (44%).
- A vast majority of respondents selected maintenance/expansion of existing parks or recreational areas (89%) over development of vacant or undeveloped parklands (11%).
- Respondents also selected increased spending on the development of parks and recreational areas (77%) over increased spending for supervised recreational activities (23%) – a difference of three to one.
- A slight majority preferred to allow citizen groups and independent recreation organizations to develop, program, and maintain park and recreation areas (57%) rather than making the City of Brookfield solely responsible for maintenance and operation of all city-owned parks (43%).

Importance of Providing Various Parks, Public Spaces, and Recreational Areas. Respondents were asked to indicate how important the provision of various parks, public spaces, and recreational areas are to their households. The most important category of spaces was biking, walking, and running pathways, and the least important category was in-line skating facilities.

Most Important

1. Biking/Walking/Running Pathways
2. Nature Areas and Trails
3. Farmers' Market
4. Landscaping within Medians on Main Roads
5. Improved Maintenance of Public Trees

Least Important

1. In-line Skating Facilities
2. Skate Park / Facilities
3. Sand Volleyball Courts
4. Basketball Courts
5. Pet Exercise Areas

About Recreation

Satisfaction with Recreational Programs Offered by the City of Brookfield. Just over three-quarters of respondents (76%) were “very” or “somewhat” satisfied with the recreational programs offered by the City of Brookfield.

Participation in City-sponsored Recreational Programs during the Past 12 Months. About half (51%) reported household participation in one or more recreational programs sponsored by the City of Brookfield’s Parks, Recreation, and Forestry Department during past twelve months. Of those who participated:

- About two of five (38%) reported participating in 1 program.
- Almost one-quarter (23%) reported participating in 2 programs.
- Less than one in five (17%) reported participating in 3 programs.
- Under one-quarter (22%) reported participating in 4 or more programs.

Reasons for Non-Participation in City-Sponsored Recreational Programs. Among respondents who did not participate in any city-sponsored recreational program during the last twelve months, the most frequently indicated reason was being too busy (45%). Other reasons were cited by 21% as a reason for non-participation. Lack of interest was indicated by 19%, and lack of awareness of programs was indicated by 10%.

Of the respondents in who specified the “other” reason (or reasons) for non-participation, the most frequently response was age – respondents felt that they were too old for the existing programs (25%). Respondents also reported that they did not participate because their children are grown (22%).

Participation in Other Recreational Activities. When asked to identify the other (non-city) forms of organized recreation that they participate in, respondents most frequently indicated commercial recreation (33%). The second most frequent response was participation in membership organizations such as tennis, golf, or fitness centers (27%). About one in five respondents identified each of the following: cultural organizations (23%), churches (22%), community service organizations (22%), community sports organizations (21%), and schools (21%).

Under the “other” category, respondents most frequently indicated participation in activities sponsored activities by other communities (e.g., Waukesha, Menomonie Falls, Wauwatosa), making up 15% of responses. Respondents also reported participation in animal-related organizations.

More City-Sponsored Recreational Opportunities for Specific Groups. When asked to rate how many city-sponsored recreational activities are needed for various specific groups, the overall average response for all groups was “same amount.” Respondents were most supportive of increasing the number of recreation activities for families (45%). The full list is shown below, with the responses “a few more” and “many more” were combined into a single category (“more”).

<u>Group</u>	<u>Percent “More”</u>
Families	45%
Older Adults – Seniors 55+	43%
Individuals with Disabilities	42%
Youth – ages 13-18	42%
Adults – ages 37 -54	35%
Young Adults – ages 19-25	32%
Children – ages 6-12	30%
Pre-school Children – ages 2-5	30%
Adults – ages 26-36	24%

Perceptions about the Brookfield Parks, Recreation, and Forestry Department. Respondents were asked to indicate their level of agreement with several statements about actions the Brookfield Parks, Recreation, and Forestry Department should take related to various issues. Excluding all missing and “I don’t know” responses, 98% of respondents reported that the

Brookfield Parks, Recreation, and Forestry Department has programs which are offered at a fair price. For the full list, see below:

- Should rely more on user fees to fund its activities (68%)
- Should sponsor more community special events such as festivals/celebrations, arts/crafts shows, concerts, etc. (62%)
- Should offer more cultural arts programs and activities (57%)
- Should concentrate more on providing fewer programs of higher quality rather than a larger number of programs (56%)
- Should offer more outdoor recreation programming such as fishing, canoeing/kayaking, trips, etc. (50%)

Reasons for Participation in Any Recreational Program. The top three reasons for participation were enjoyment of the activities, convenient location, and affordable cost.

Reason

1. I/we like the activities
2. Convenient location
3. Affordable cost
4. Time of day offered
5. A chance to learn something new
6. Season available
7. A chance to be with our friends
8. Competition

Importance of Various Recreational Programs and Activities. The two most important programs or activities indicated by respondents were community special events, festivals, and celebrations, and summer programs/activities. The five most important and least important recreational programs are listed below.

Most Important

1. Community special events, festivals, and celebrations
2. Summer programs / activities
3. Adult programs / activities
4. Cultural arts programs / activities
5. Outdoor recreation programs / activities

Least Important

1. Youth programs / activities
2. Pre-school programs / activities
3. League sports for adults
4. Programs / activities offered during breaks in the school year
5. Weekend programs / activities

Sources of Information about City of Brookfield Recreational Activities. The most commonly identified source of information or announcements about City of Brookfield recreational activities in the past twelve months was mail, cited by 86% of respondents. Newspaper was identified second-most frequently, with mention from 49% of respondents, and word-of-mouth was third at 28%. The website was identified as an information source in 17% of responses.

Consistent with these results, the most frequently identified *main source* of information was mailings, in the form of brochures, newsletters, activity guides, or brochures (72%). Newspaper was the second-most identified main source at 17%, including the Brookfield NOW and Journal Sentinel newspapers. The website was cited as the main source of information for 4% of respondents.

About the Survey Respondents

Where They Live. Two-thirds of respondents reported living north of North Avenue.

- One-third (33%) live west of Calhoun Road and north of North Avenue.
- One-third (33%) live east of Calhoun Road and north of North Avenue.
- One in five (20%) live west of Calhoun Road and south of North Avenue.
- One in nine (11%) live east of Calhoun Road and south of North Avenue.

How Long a Resident of Brookfield. Virtually all respondents have been residents of the City of Brookfield for one or more years (98%), ranging from 1 year to 81 years. The mean value (average) of those who provided a response was 22.2 years, and the median value was 20 years, meaning half have lived in Brookfield less than 20 years, and half for more.

Who is in their Households. The median size of households was two members, with a range from 1 to 10 members.

- **Adults.** The median number of adults per household was two adults, with a range from 1 to 5 adults.
 - 14% have adults from 18 to 24 years of age.
 - One in four (25%) have adults from 25 to 44 years of age
 - Nearly half have members from 45 to 64 years of age (48%).
 - About two out of five households have members over 65 years (40%).
- **Children.** One-third (33%) reported having at least one child in their household. The median number of children per household with children was two children, with a range from 1 to 8 children. Just under half of households with children (46%) reported having children in more than one age group. Of the household with children:
 - About two of four (36%) have at least one child age 5 or younger.
 - Almost half (47%) have at least one child ages 6 to 12 years.
 - Half (51%) have at least one child ages 13 to 17 years.

Homeowner or Renter. Nearly all respondents reported being an owner of their current residence (95%), with only 4% of respondents reporting renting.

Introduction

The following presents the results of a mail survey of City of Brookfield households authorized by the Parks and Recreation Commission. The purpose of this survey was to gather perceptions and opinions from Brookfield residents about current and future needs related to existing and future parks, enhancements, developments, and recreation programs. In addition, this survey was an update of a previous community needs assessment conducted in 1998 and provide information about possibly changing perceptions and trends among Brookfield residents. This information will provide resident input to the Parks, Recreation and Forestry Department in ongoing and future planning and operations.

The Center for Urban Initiatives and Research (CUIR), an evaluation and applied research center located at the University of Wisconsin-Milwaukee, collaborated with the City of Brookfield Parks, Recreation, and Forestry Department in all phases of this project. This included survey design, administration, data collection, analysis, and preparation of this report.

The 2010 Parks, Recreation, and Forestry Opinion Survey was largely an update of a similar instrument used in 1998. The rationale for this was to make the two instruments essentially identical for the comparison of results. The 2010 survey consisted of twenty-five items which were mainly closed-ended, with one open-ended question (not analyzed, but responses as separate addendum). For a copy of the 2010 Parks, Recreation, and Forestry Opinion, see Appendix A.

Prior to the survey mailing, the City of Brookfield Parks, Recreation, and Forestry Department raised awareness of the survey, its timing, and its purpose through public notices to residents.

Based on figures from the 2005-2007 American Community Survey from the U.S. Census, the City of Brookfield has approximately 15,050 households. Assuming this total is the City of Brookfield community population, a sample size of 577 (rounded to 580) must be obtained in order to have a 95% confidence level with a confidence interval of plus or minus 4%. The actual mailing list provided by the City of Brookfield contained 14,400 household addresses, including households and apartments.

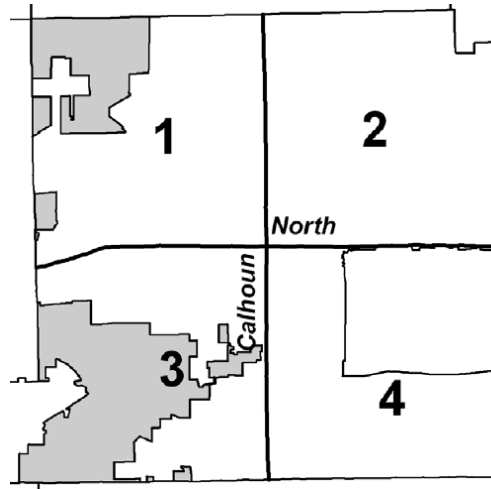
The survey was mailed in a single mailing in mid-September 2010 to 3,000 randomly selected residents of the City of Brookfield—including both apartment dwellers and home-owners—using addresses provided by the City of Brookfield Assessor's Office. Only those with addresses within the City of Brookfield were used for this survey. A total of 568 completed surveys were returned by the October 28, 2010, closing date, for a response rate of 18.9% and a sampling error of plus or minus 4.03%.

Notes about the report: Whenever possible and appropriate, the results from both 2010 and 1998 will be presented for comparison. This will include both frequencies (counts and percentages) and calculated mean scores, as available (excluding "don't know" and missing responses). The 1998 results were taken from the January 1999 report compiled by PSR, Ltd.

Survey Respondents

Respondents were asked four demographic questions.

Area of Residence. Respondents were asked to identify where they live within the City of Brookfield using general areas identified on a simple map on the survey (see below). The dividing lines are Calhoun Road (north to south) and North Avenue (east to west). This question was only asked in 2010.



As shown in Table 1, the quadrants north of North Avenue (1 and 2) were identified most frequently by respondents as the area in which he/she lived. One-third of respondents identified Quadrant 1 (west of Calhoun Road and north of North Avenue) and another third identified Quadrant 2 (east of Calhoun Road and north of North Avenue). One in five (19.9%) respondents reported living in Quadrant 3 (west of Calhoun Road and south of North Avenue), and one in nine (11.3%) reported Quadrant 4 (east of Calhoun Road and south of North Avenue).

Table 1: Area of Residence – 2010		
Area	Count	Percentage
① West of Calhoun Road, north of North Avenue	189	33.3%
② East of Calhoun Road, north of North Avenue	189	33.3%
③ West of Calhoun Road, south of North Avenue	113	19.9%
④ East of Calhoun Road, south of North Avenue	64	11.3%
Missing	13	2.3%
TOTAL	568	100%

Length of Residency in Brookfield. Respondents were asked to report how many years they have been a resident of the City of Brookfield, or to identify if they have been a resident for less than one year (2010 survey only). The majority of respondents have been residents of the City of Brookfield for one or more years (98.1%), ranging from 1 year to 81 years. The mean value (average) of those who provided a response was 22.2 years, and the median value was 20 years, meaning half have lived in Brookfield less than 20 years, and half for more. See Table 2.

Table 2: Length of Residency in Brookfield – 2010		
Years	Count	Percentage
Less than 1 year	7	1.2%
1 to 5 years	85	15.0%
6 to 15 years	139	24.5%
16 to 25 years	136	23.9%
26 to 40 years	110	19.4%
41 or more years	77	13.6%
Missing	14	2.5%
TOTAL	568	100%

Household Membership. Respondents were asked to identify whether they had adult and/or children household members in specific age ranges by entering the number of individuals in each age range live in their households. Rather than enter “0” (zero), many respondents simply left the items blank. To eliminate the large number of missing responses, the researchers recoded all non-responses to “0”. Responses are not comparable to 1998 results because of differing age ranges than used in 2010.

The median size of households was two members, with a range from 1 to 10 members. See Appendix B for a full display of household size and membership.

Adults. Table 3 shows frequencies of households with at least one adult member in the age range. Nearly half have members from 45 to 64 years of age (47.9%). Almost two of five households have members over 65 years (38.2%). One in four (24.5%) have adults from 25 to 44 years of age, and 13.9% have adults from 18 to 24 years of age. The median number of adults per household was two adults, with a range from 1 to 5 adults.

Table 3: Households with At Least 1 Adult Member in Age Range – 2010		
Age Range	Count	Percentage ¹
18 to 24 years	79	13.9%
25 to 44 years	139	24.5%
45 to 64 years	272	47.9%
Over 65 years	217	38.2%

¹ Percentage is calculated out of the full sample size of 568 respondents, and the total exceeds 100% because respondents could choose more than one category.

Children. About one third (32.6%, 185 respondents) reported having at least one child member in their household. Table 4 shows the frequencies of households with at least one child member in the age range. Of those with children, households were most likely to report child members between the ages of 13 and 17 years (50.8%), followed by ages 6 to 12 years (46.5%), and age 5 or younger (35.7%). Just under half of households with children (45.9%, 85 households) reported having children in more than one age group. The median number of children per household with children was two children, with a range from 1 to 8 children.

Table 4: Households with At Least One Child Member in Age Range – 2010		
Age Range	Count	Percentage ²
5 years or younger	66	35.7%
6 to 12 years	86	46.5%
13 to 17 years	94	50.8%

Owner, Renter, or Other. Respondents were asked whether they own or rent their current residence, with an additional option for other. Nearly all identified being an owner of their current residence (94.7%) while only 3.9% reported being a renter. These results are very similar to 1998, as shown in Table 5.

Table 5: Owner, Renter, or Other – 2010 and 1998				
	2010		1998	
Response	Count	Percentage	Count	Percentage
Own	538	94.7%	653	90.6%
Rent	22	3.9%	11	1.5%
Other	2	0.4%%	3	0.4%
Missing	6	1.1%	54	7.5%
TOTAL	568	100%	721	100%

Importance of Facilities, Services, and Programs to Household Quality of Life

Respondents were asked how important the Parks, Recreation, and Forestry Department facilities, services and programs are to the household’s quality of life. As shown in Table 6 on the next page, the most frequent response in 2010 was “somewhat important” at 48.9%, followed by 36.8% reporting “very important.” Less than 1 in 10 (8.5%) reported “not very important” and 1.8% indicated “not at all important.” Only 1.9% had no opinion.

In comparison to 1998 responses, the respondents in 2010 found the facilities, services, and programs of the Brookfield Parks, Recreation, and Forestry Department to be more important to their households’ quality of life. In 2010, slightly more than four out of five respondents

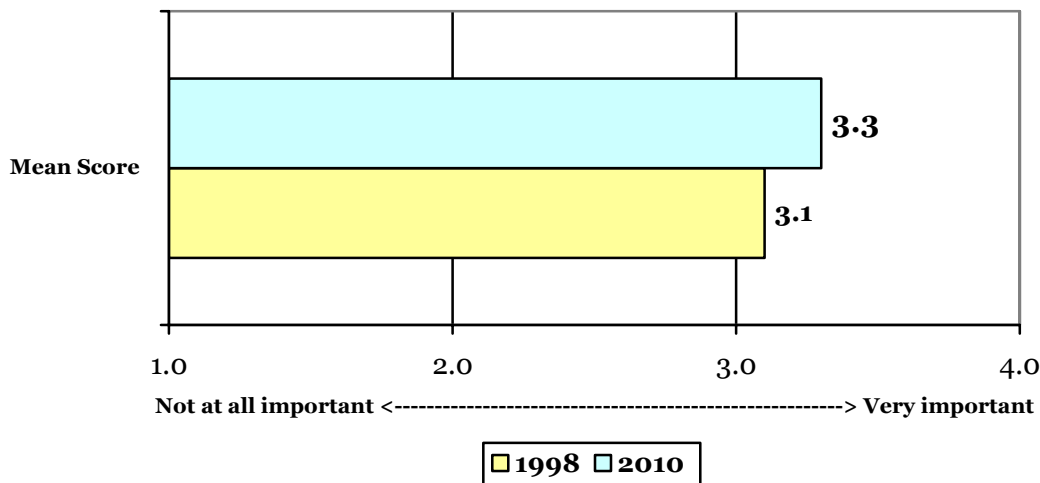
² Percentage is calculated out of households with children (185 respondents), and the total exceeds 100% because respondents could choose more than one category.

(85.7%) indicated that these were somewhat or very important, compared to three out of four (74.0%) in 1998.

Table 6: Importance of Facilities, Services, and Programs to Household Quality of Life – 2010 and 1998				
	2010		1998	
Response	<i>Count</i>	<i>Percentage</i>	<i>Count</i>	<i>Percentage</i>
Very Important	209	36.8%	188	26.1%
Somewhat Important	278	48.9%	345	47.9%
Not Very Important	48	8.5%	84	11.7%
Not At All Important	10	1.8%	32	4.4%
No Opinion	11	1.9%	35	4.9%
Missing	12	2.1%	37	5.1%
TOTAL	568	100%	721	100%

Another presentation of these results is shown in Figure 1 using mean scores. If the missing and “no opinion” responses are eliminated, and numerical values are assigned to the remaining responses³, a mean score, or average, can be calculated. As seen below, the mean score for 2010 survey respondents is 3.3, while the 1998 survey mean was 3.1. This confirms the above.

Figure 1: Mean Importance of Facilities, Services, and Programs to Household Quality of Life – 2010 and 1998



³ Values were assigned as follows: “Not at all important”=1, “not very important”=2, “somewhat important”=3 and “very important”=4.

Parks and Forestry Section

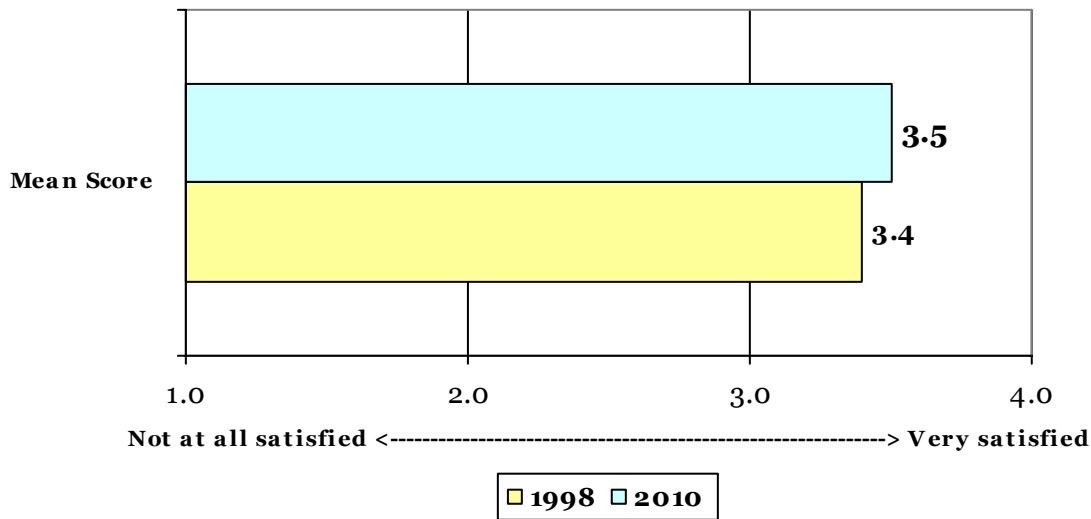
Satisfaction with Parks and Public Spaces: Respondents were asked to indicate their overall household satisfaction with the parks and public spaces in the City of Brookfield. The most frequent response in 2010 was “very satisfied” with 54.9% of responses. One-third (32.9%) indicated “somewhat satisfied.” Very few answered either “not very satisfied” or “not at all satisfied” (1.8% and 0.2%, respectively). No opinion was reported by 2.5% of respondents.

As shown in Table 7, the results from 1998 and 2010 are very similar. Eighty-six percent in 1998 were very or somewhat satisfied with the parks and public spaces in the City of Brookfield, with a slight increase in 2010 to 87.3%. The primary differences between the two comparison years are the increase in “very satisfied” responses and decrease in “somewhat satisfied” percentages from 1998 to 2010.

Table 7: Overall Household Satisfaction with Parks and Public Spaces in the City of Brookfield – 2010 and 1998				
	2010		1998	
Response	<i>Count</i>	<i>Percentage</i>	<i>Count</i>	<i>Percentage</i>
Very Satisfied	312	54.9%	286	39.7%
Somewhat Satisfied	184	32.4%	341	47.3%
Not Very Satisfied	10	1.8%	32	4.4%
Not At All Satisfied	1	0.2%	7	1.0%
No Opinion	14	2.5%	32	4.4%
Missing	47	8.3%	23	3.2%
TOTAL	568	100%	721	100%

Figure 2 (next page) shows the similarity across years using mean scores. The mean score for 2010 survey respondents is 3.5, while the mean for the 1998 survey was 3.4, showing a slight increase in satisfaction with parks and public spaces from 1998 to 2010.

Figure 2: Mean Satisfaction with Parks and Public Spaces in the City of Brookfield – 2010 and 1998



Perceived Quality of Parks, Public Spaces, Recreational Areas, and Facilities. Respondents were asked: “Based on your household’s use, please rate the quality of parks, public spaces, recreational areas, and facilities in the City of Brookfield.” Response options included “excellent,” “good,” “average,” “poor,” “don’t know” and “don’t use.”

In order to more easily present the findings, the ratings were converted to mean scores, excluding all of the “don’t know,” “don’t use,” and missing responses. The responses were valued as follows: “poor”=1, “average”=2, “good”=3 and “excellent”=4. For a full presentation of responses for both 1998 and 2010, see Appendix C.

As shown in Table 8a on the following page, there are both similarities and differences between the results in 1998 and 2010. Overall, the ratings of quality were higher in 2010 than in 1998, with a low of 2.66 and a high of 3.35 in 2010, compared to a low of 2.21 and a high of 3.11 in 1998 (responses on the “other” category were excluded). In addition, 17 of the 20 areas listed showed an increase in quality rating, from a slight raise of 0.02 to a large increase of .87 (excluding “other” and the categories not included in both surveys). Mean rating of parks, public spaces, recreational areas, and facilities decreased for only three specific categories, from .07 to .44.

Table 8: Mean Quality Ratings of Parks, Public Spaces, Recreation Areas, and Facilities in the City of Brookfield – 2010 and 1998

<i>Specific Area</i>	2010 Mean	1998 Mean	<i>Difference 1998-2010</i>
a. Flower Beds in Parks and Public Areas	3.02	2.65	0.37
b. Landscaping Within Medians on Main Roads	2.89	2.54	0.35
c. Trees Along Street Right-of-Ways	2.85	2.68	0.17
d. Undeveloped Natural Areas	2.91	2.61	0.30
e. Wirth Aquatic Center	3.35	2.58	0.77
f. Picnic Areas	3.05	2.68	0.37
g. Picnic Shelters	3.06	2.83	0.23
h. Nature Areas and Trails	3.10	2.71	0.39
i. Biking / Walking / Running Pathways	2.98	2.66	0.32
j. Cross Country Ski Trails	2.71	2.54	0.17
k. Senior / Community Center	3.03	2.27	0.77
l. Skating Rinks / Ponds	2.66	3.11	-0.44
m. Pet Exercise Areas	2.96	2.40	0.54
n. Tennis Courts	2.99	2.12	0.87
o. Basketball Courts	2.67	2.74	-0.07
p. Children’s Playground Areas	3.07	2.40	0.67
q. Open Play Areas	2.98	2.96	0.02
r. Baseball / Softball Fields	3.09	2.86	0.23
s. Soccer Fields	3.09	2.93	0.16
t. Sand Volleyball Courts	2.82	3.11	-0.29
u. Community Gymnasiums (Elmbrook School District Buildings)	3.04	n/a	-
v. Skate Park	3.12	n/a	-
w. Sledding Hills	2.78	n/a	-
x. Other ⁴	2.00	2.21	-0.21

For further information related to mean ratings, including highest and lowest as well as most improved or least improved by specific area, refer to Tables 8b, 8c, and 8d on the next page.

⁴ There were twelve responses to “Other” provided by respondents to the 2010 survey. No analysis is warranted; see Appendix D.

The five highest and lowest rated parks, public spaces, recreational areas, and facilities by mean score are described in the tables below:

Table 8b: Highest Rated - 2010	
<i>Specific Area</i>	<i>Mean Rating</i>
Wirth Aquatic Center	3.35
Skate Park	3.12
Nature Areas and Trails	3.10
Soccer Fields	3.09
Baseball / Softball Fields	3.09

Table 8c: Highest Rated - 1998	
<i>Specific Area</i>	<i>Mean Rating</i>
Sand Volleyball Courts	3.11
Skating Rinks / Ponds	3.11
Open Play Areas	2.96
Soccer Fields	2.93
Baseball / Softball Fields	2.86

Table 8d: Lowest Rated - 2010	
<i>Specific Area</i>	<i>Mean Rating</i>
Sand Volleyball Courts	2.82
Sledding Hills	2.78
Cross Country Ski Trails	2.71
Basketball Courts	2.67
Skating Rinks / Ponds	2.66

Table 8e: Lowest Rated - 1998	
<i>Specific Area</i>	<i>Mean Rating</i>
Cross Country Ski Trails	2.54 (tie)
Landscaping within Medians on Main Roads	2.54 (tie)
Pet Exercise Areas	2.40
Children's Playground Areas	2.40
Senior / Community Center	2.27
Tennis Courts	2.12

The five parks, public spaces, recreational areas, and facilities with the most improvement and the least improvement or decline in mean ratings from 1998 to 2010 by mean score are shown below:

Table 8f: Most Improvement	
<i>Specific Area</i>	<i>Mean Change</i>
Tennis Courts	0.87
Wirth Aquatic Center	0.77
Senior / Community Center	0.77
Children's Playground Areas	0.67
Pet Exercise Areas	0.55

Table 8g: Least Improvement / Decrease	
<i>Specific Area</i>	<i>Mean Change</i>
Soccer Fields	0.16
Open Play Areas	0.03
Basketball Courts	-0.07
Sand Volleyball Courts	-0.29
Skating Rinks / Ponds	-0.44

Frequency of Household Visits to Parks within the Past 12 Months. Respondents were asked to report the number of times that they or a member of their household have visited a park in the City of Brookfield within the past twelve months. There were four responses: none, 1 to 5 times, 6 to 10 times, and more than 10 times.

In 2010, the most frequent response category was 10 or more visits to a City of Brookfield park during the past twelve months, with two out of five respondents (40.7%). This was followed by the category of 1 to 5 times at 27.5%, and 6 to 10 times at 17.1%. About one in nine (10.9%) reported no visits to parks in the past twelve months.

Although the percentages by categories differ from 1998 to 2010, the results are consistent. There does seem to be an increase in the number of visits from 2010 respondent compared to the 1998 results, with 57.1% reporting six or more visits on the 2010 survey compared to 49.9% on the 1998 survey. In addition, the number who reported no park visits decreased from 14.3% in 1998 to 10.9% in 2010. See Table 9 below.

Table 9: Frequency of Household Visits to Parks in the City of Brookfield within the Past 12 Months – 2010 and 1998				
	2010		1998	
Frequency	<i>Count</i>	<i>Percentage</i>	<i>Count</i>	<i>Percentage</i>
None – did not go to any park	62	10.9%	103	14.3%
1 to 5 times	156	27.5%	245	34.0%
6 to 10 times	97	17.1%	93	12.9%
More than 10 times	231	40.7%	267	37.0%
Missing	22	3.9%	13	1.8%
TOTAL	568	100%	721	100%

Parks Visited in the City of Brookfield during the Past 12 Months. Twenty-four parks within the City of Brookfield were listed and respondents were asked to indicate each that they or a member of their household had visited in the past twelve months. Only for those who reported one or more visits to parks in the City of Brookfield were asked to answer this question, so the percentage is calculated out of 484 respondents.

In general, the results of percentages of parks visited within the City of Brookfield are fairly consistent from 1998 to 2010. For a full listing across both years and all parks, see Table 10a.

**Table 10a: Parks Visited in the City of Brookfield During
the Past 12 Months – 2010 and 1998**

Park	2010		1998	
	<i>Count</i>	<i>Percentage</i>	<i>Count</i>	<i>Percentage</i>
Beverly Hills	80	16.5%	84	11.7%
Brookfield Manor	4	0.8%	9	1.2%
Camelot	39	8.1%	57	7.9%
Canterbury	49	10.1%	92	12.8%
Cardinal	3	0.6%	2	0.3%
Dousman Stagecoach Inn site	45	9.3%	51	7.1%
Endicott	20	4.1%	54	7.5%
Fairview	42	8.7%	50	6.9%
Kinsey	5	1.0%	38	5.3%
Krueger	24	5.0%	52	7.2%
Lamplighter	42	8.7%	48	6.7%
Lilly Heights	53	11.0%	60	8.3%
Mary Knoll	22	4.5%	46	6.4%
McCoy	30	6.2%	80	11.1%
Mitchell	346	71.5%	106	14.7%
Mound Zion	19	3.9%	3	0.4%
Rolling Meadows	26	5.4%	21	2.9%
Ruby	14	2.9%	29	4.0%
Soccer Park	80	16.5%	145	20.1%
Three Meadows	16	3.3%	41	5.7%
Westchester	2	0.4%	8	1.1%
Weston Hills	19	3.9%	50	6.9%
Wirth Park	387	80.0%	546	75.7%
Wirth Park South	153	31.6%	246	34.1%

As shown in Tables 10b and 10c (next page), there are similarities and differences between the five parks reported most frequently visited between 1998 and 2010. Wirth Park was the most common for both survey years, with similar percentages (75.7% in 1998 and 80.0% in 2010). However, Mitchell Park was reported visited by 71.5% in 2010, but only 14.7% in 1998. Similar in percentage but different in the ranking was Wirth Park South, with 34.1% in 1998 and 31.6% in 2010. This is also true for Soccer Park, with 20.1% in 1998 and 16.5% in 2010.

Table 10b: Top Visited Parks - 2010		
<i>Park</i>	<i>Count</i>	<i>Percentage</i>
Wirth Park	387	80.0%
Mitchell	346	71.5%
Wirth Park South	153	31.6%
Beverly Hills	80	16.5%
Soccer Park	80	16.5%

Table 10c: Top Visited Parks - 1998		
<i>Park</i>	<i>Count</i>	<i>Percentage</i>
Wirth Park	546	75.7%
Wirth Park South	246	34.1%
Soccer Park	145	20.1%
Mitchell	106	14.7%
Canterbury	92	12.8%

In terms of least visited parks in the City of Brookfield, three of five are indicated in both 1998 and 2010, albeit with differing percentages and place. The parks of Westchester, Cardinal, and Brookfield Manor are on each years five least visited list. See Tables 10d and 10e below for the full listing.

Table 10d: Least Visited Parks - 2010		
<i>Park</i>	<i>Count</i>	<i>Percentage</i>
Westchester	2	0.40%
Cardinal	3	0.60%
Brookfield Manor	4	0.80%
Kinsey	5	1.00%
Ruby	14	2.90%

Table 10e: Least Visited Parks - 1998		
<i>Park</i>	<i>Count</i>	<i>Percentage</i>
Cardinal	2	0.30%
Mound Zion	3	0.40%
Westchester	8	1.10%
Brookfield Manor	9	1.20%
Rolling Meadows	21	2.90%

Park Closest to Respondent Home. All respondents were asked to identify the park that is closest to their homes. For a full listing, see Appendix E.

In 2010, Wirth Park was identified as closest to the respondents' homes by one-third (29.1%) of all 509 respondents who answered this question. This is very similar to results in 1998 with 31.1% of respondents. In contrast, Mitchell Park was identified in 15.6% of responses in 2010, compared to only 7.2% in 1998. Similar results were found for Beverly Hills Park, with 7.3% in 2010 and 7.2% in 1998. In 1998, 5.5% identified Lilly Heights as closest to their homes, compared to 7.3% in 2010. See Tables 10f and 10g below.

Table 10f: Closest Parks - 2010		
<i>Park</i>	<i>Count</i>	<i>Percentage</i>
Wirth Park	155	29.1%
Mitchell	83	15.6%
Beverly Hills	39	7.3%
Lilly Heights	39	7.3%
Fairview	36	6.8%

Table 10g: Closest Parks - 1998		
<i>Park</i>	<i>Count</i>	<i>Percentage</i>
Wirth Park	199	31.1%
Beverly Hills	46	7.2%
Lilly Heights	35	5.5%
Kinsey	34	5.3%
Lamplighter	30	5.0%

Reasons for Park Visits. Respondents were asked to indicate the reasons why members of their households have visited a park in the City of Brookfield. Since respondents could select more than one reason, the totals do not sum to 100%. For reporting purposes, results are only shown for respondents who reported one of more visits to parks in the City of Brookfield, so the percentage is calculated out of 484 respondents.

In 2010, the most frequently identified reason for a park visit was for exercise or fitness, with three of five respondents (59.9%). Over half also indicated other reasons for a park visit: to enjoy nature and the outdoors (54.3%) and self-directed or non-organized activities (52.3%). Other frequently reported reasons for a park visit were personal relaxation and rest (47.5%) and attendance at a community special event or activity (43.4%). See Table 11a.

There are differences between 1998 and 2010 results. The most frequently identified reason in 1998 was self-directed or non-organized activities at 48.7%, followed by attendance at a community special event or activity (47.6%). The percentages of respondents are similar across years, but the overall rank is different. For the reasons of exercise or fitness, enjoyment of nature and the outdoors, and personal relaxation and rest, the percentages in 2010 are much greater than those in 1998.

Table 11a: Reasons for Visiting Parks in the City of Brookfield – 2010 and 1998

Reason	2010		1998	
	<i>Count</i>	<i>Percentage</i>	<i>Count</i>	<i>Percentage</i>
Participated in an organized activity or program sponsored by the Parks, Recreation, & Forestry Department	139	28.7%	204	28.3%
Participated in an organized activity or program sponsored by an independent recreation organization (e.g., Brookfield Soccer, Elmbrook Little League, Brookfield Tennis Club, etc.)	132	27.3%	205	28.4%
Self-directed or non-organized activity (e.g., non-organized volleyball, basketball, tennis, soccer, baseball /softball, swim at the pool, visit a playground, ice skating, etc.)	253	52.3%	351	48.7%
Attended a community special event or activity such as Independence Days Fireworks, outdoor concerts / films, Jaycees Rummage Daze, Civil War Days, etc.	210	43.4%	343	47.6%
Personal relaxation and rest (e.g., sunbathe, eat a meal, etc.)	230	47.5%	233	32.2%
Exercise or fitness (e.g., running, walking, bicycling, etc.)	290	59.9%	274	38.0%
Enjoy nature and the outdoors (e.g., hiking, bird watching, etc.)	263	54.3%	248	34.4%
Attend a social gathering (e.g., picnic, reunion, etc.)	119	24.6%	134	18.6%
Other reason (<i>see below for specifics</i>)	46	9.5%	61	8.5%

Other Reasons for Park Visits. Of the 45 respondents in 2010 who specified the “other” reason for visiting a park in the City of Brookfield, most could have been categorized within the above list. However, the most frequently identified reason other than the above was dog exercise, such as running or walking. This was reported by 28.9%, or 13 respondents. Just over a quarter (26.7%) indicated “visit playground” and 13.3% indicated being a spectator at a sporting event. For a full list, see Appendix F.

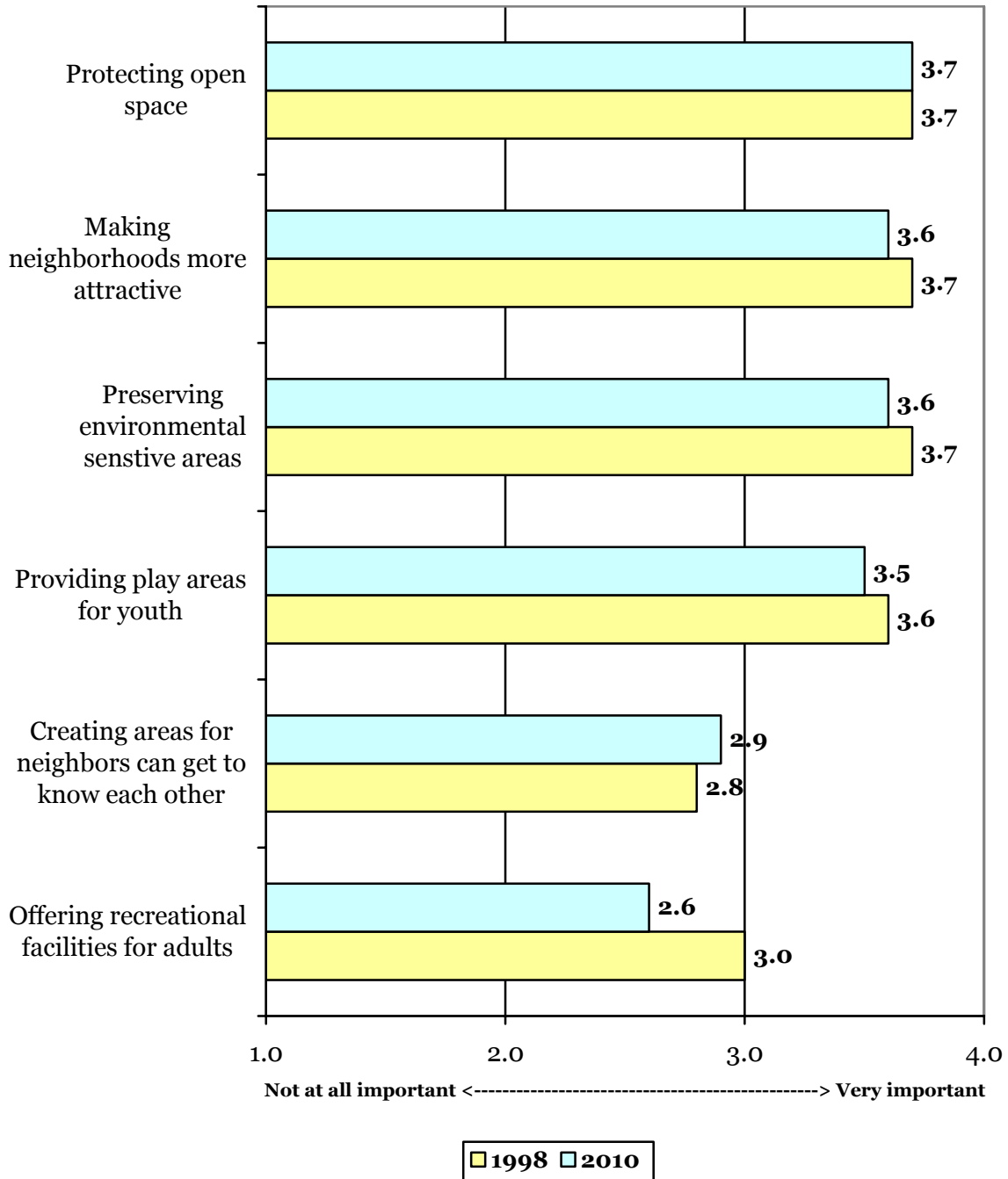
Importance of Various Factors about Parks and Recreation Areas. Respondents were asked: “When you consider the quality of life in your neighborhood, please indicate how important each of the following statements about parks and recreation areas are to you.” Response options in 2010 are “very important,” “somewhat important,” “not very important,” “not at all important,” and no opinion.⁵ For a full presentation of responses for both 2010 and 1998, see Appendix G.

The use and presentation of mean scores may make these results easier to understand. Responses for this item were assigned as follows: “Not at all important”=1, “not very important”=2, “somewhat important”=3 and “very important”=4. For 1998, there is no value for “not important,” but the rest are included. See Figure 3 on the following page.

In general, the mean importance of each statement related parks and recreational areas and quality of life are very similar from 1998 to 2010. The only exception would be the importance of offering recreational facilities for adults. In 1998, the mean score was 3.0, while in 2010 it was somewhat less at 2.6.

⁵ For the 1998 survey, the response options of “not very important” and no opinion were not included. As such, all comparisons should be taken with caution.

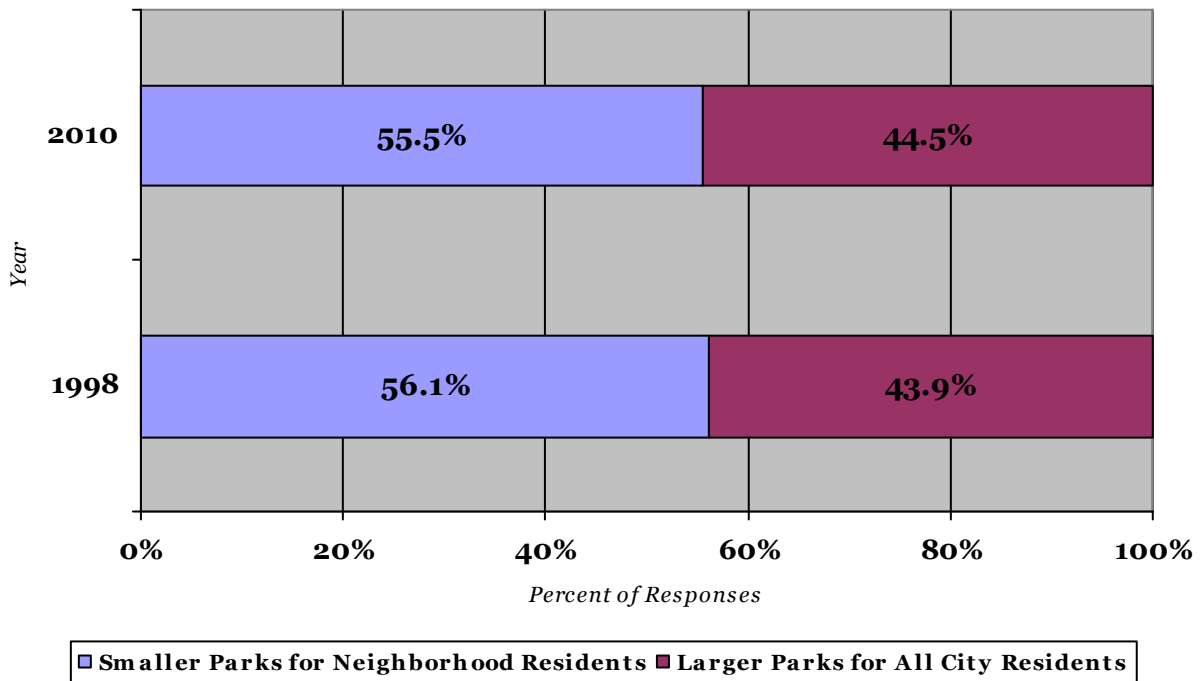
Figure 3: Mean Importance of Various Factors about Parks and Recreation Areas – 2010 and 1998



Priorities for the Parks, Recreation, and Forestry Department. Across four issues, respondents were asked to select between two options regarding possible policies and actions of the City of Brookfield Parks, Recreation, and Forestry Department for prioritization and implementation. Missing responses are not included in this analysis. For a full presentation of responses for both 1998 and 2010, see Appendix H.

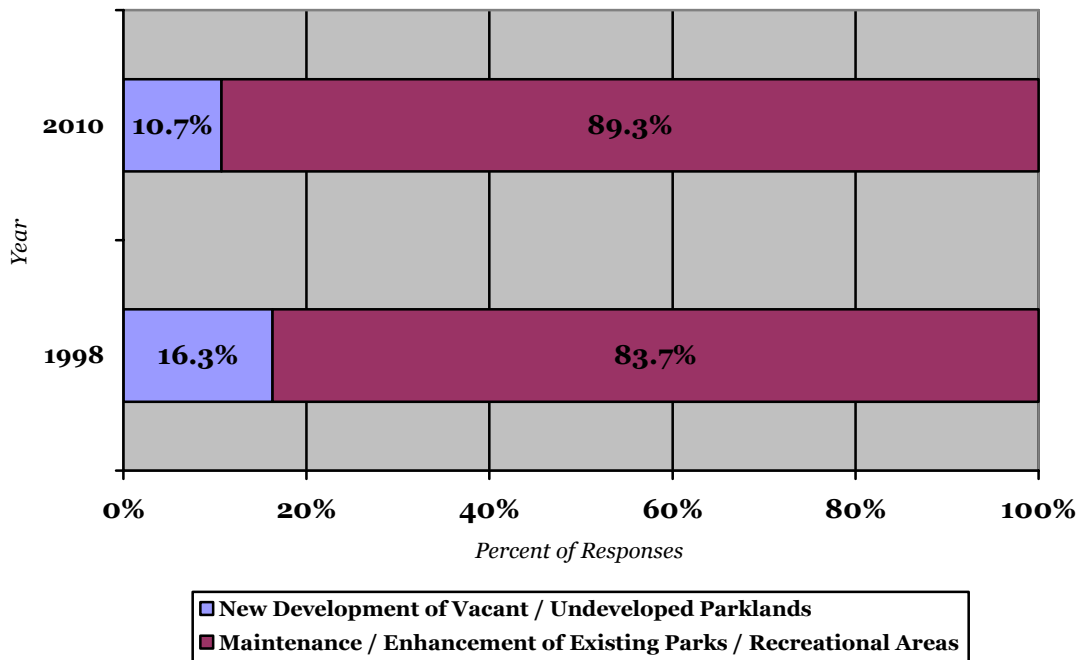
Smaller Parks in Neighborhoods or Larger Parks for All Citizens. Results for 2010 and 1998 are largely similar in regards to respondent preference for smaller neighborhood parks or larger parks. Respondents slightly favored smaller neighborhood parks (56.1% in 1998 and 55.5% in 2010) to larger parks. See Figure 4-A below.

Figure 4-A: Priorities: Smaller Parks for Neighborhood Residents OR Larger Parks for All City Residents - 2010 and 1998



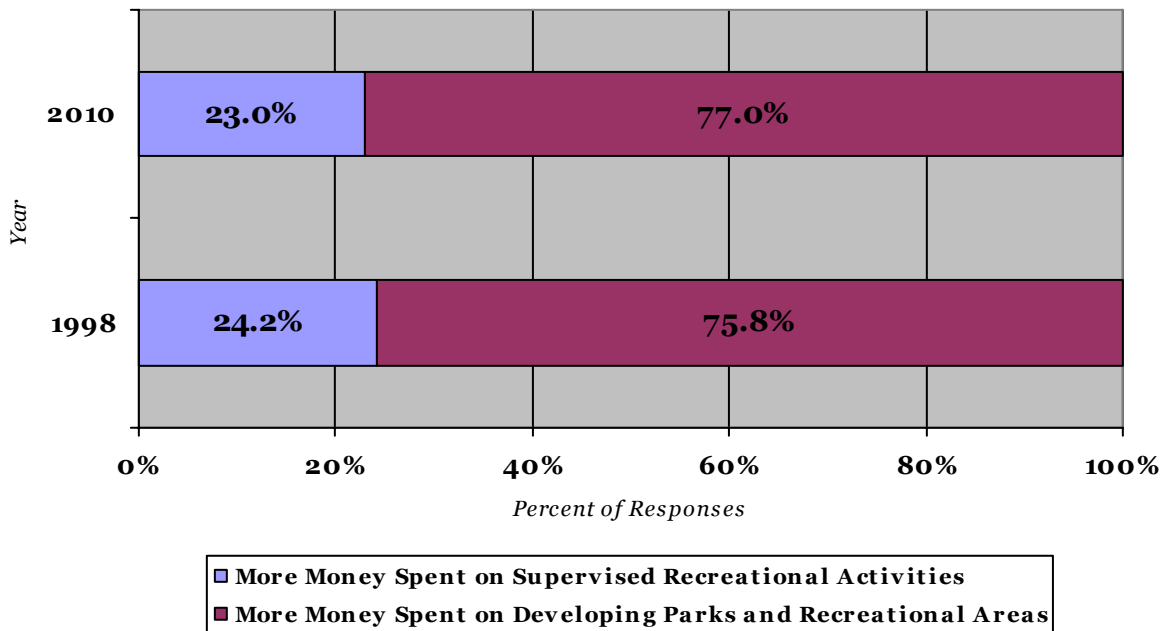
Development of Vacant or Undeveloped Parklands or Maintenance or Expansion of Existing Parks and Recreational Areas. There was some change in response between 1998 and 2010, but for all practical purposes the results are essentially the same. A vast majority of respondents selected maintenance or expansion of existing parks or recreational areas over development of vacant or undeveloped parklands. For 1998, 4 of 5 (83.7%) and 9 of 10 (89.3%) preferred to maintain or expand existing parks. Although these are somewhat different, the preference is clear for both years. See Figure 4-B.

Figure 4-B: Priorities: New Development of Vacant or Undeveloped Parklands OR Maintenance or Enhancement of Existing Park and Recreational Areas - 2010 and 1998



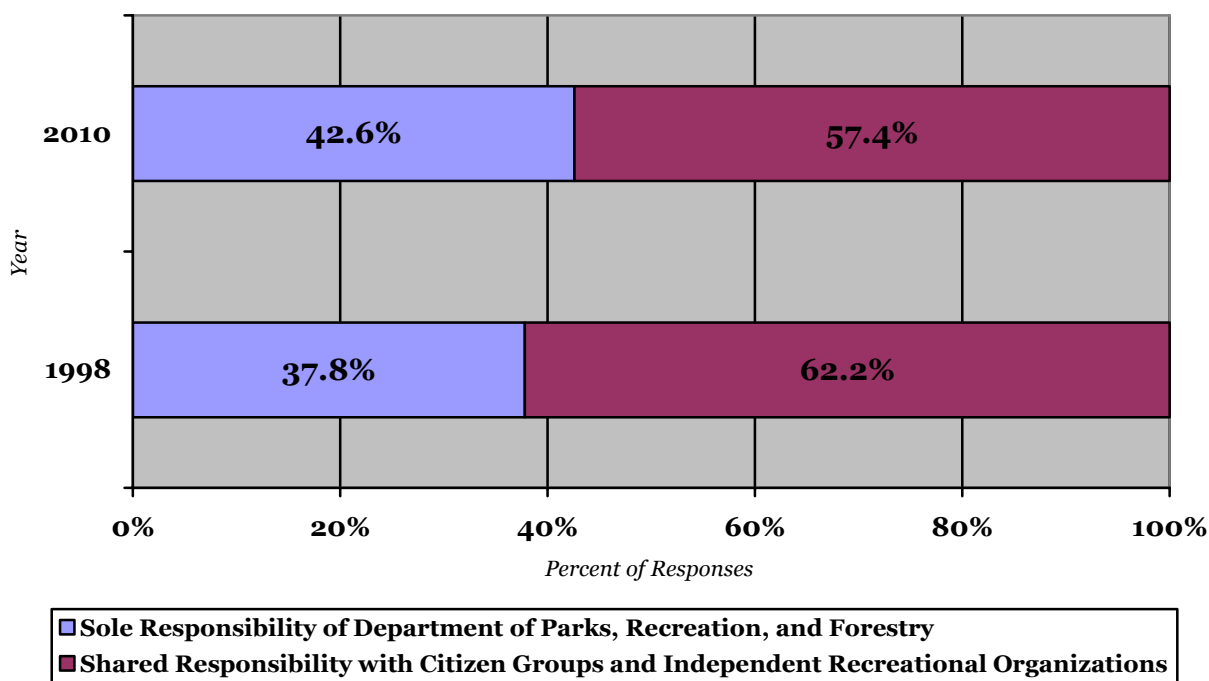
Spend More on Supervised Recreational Activities or Developing Parks and Recreational Areas. As shown in Figure 4-C, the results for both survey years are virtually identical. There is a clear prioritization for more spending on the development of parks and recreational areas rather than more spending for supervised recreational activities – at a rate of three to one. In 1998, 75.8% indicated more development of parks, and 77.0% indicated this in 2010.

Figure 4-C: Priorities: More Money Spent on Supervised Recreational Activities OR More Money Spent on Developing Parks and Recreational Areas - 2010 and 1998



Sole Responsibility or Shared Responsibility for Operation and Maintenance of City-Owned Parks and Recreational Areas. There is a slight difference between 1998 and 2010 in the percentages of responses per priority option. However, the overall results are the same. A majority of respondents in each year reported preference for citizen groups and independent recreation organizations to develop, program, and maintain park and recreation areas rather than making it solely the responsibility of the City of Brookfield (62.2% to 37.8% in 1998, and 57.4% to 42.6% in 2010). See Figure 4-D.

Figure 4-D: Priorities: Operation and Maintenance of All Parks is Sole Responsibility of Department of Parks, Recreation, and Forestry OR Shared Responsibility with Citizen Groups and Independent Recreational Organizations - 2010 and 1998



Importance of Providing Various Parks, Public Spaces, and Recreational Areas. Respondents were asked to indicate how important the provision of various parks, public spaces, and recreational areas are to their households. Response options included:

- “SO IMPORTANT – I would pay more to have it developed and/or expanded.”
- “VERY IMPORTANT – But I wouldn’t pay more to have it developed and/or expanded.”
- “NOT IMPORTANT TO ME – But nice to have in the community.”
- “I DON’T CARE ABOUT IT”

For reporting purposes, mean scores were calculated for responses for both 1998 and 2010 results, excluding all missing responses. Responses were recoded as follows: “so important”=4, “very important”=3, “not important to me”=2 and “I don’t care about it”=1. A full listing of responses with counts and percentages, including missing responses, for both 1998 and 2010 can be found in Appendix I.

As shown in Table 13a, the mean scores are very similar for each area when one compares 1998 with 2010. The means increased slightly in eleven areas, and decreased slightly in twelve areas. Further analysis of mean ratings follows on the next page.

Table 13a: Mean Importance of Providing Various Parks, Public Spaces, and Recreation Areas – 2010 and 1998

<i>Specific Area</i>	2010 Mean	1998 Mean	<i>Difference 1998-2010</i>
a. Flower Beds in Parks and Public Areas	2.71	2.72	0.00
b. Landscaping within Medians on Main Roads	2.85	2.79	0.06
c. Tree Planting along Street Right-of-Way	2.76	2.67	0.09
d. Improved Maintenance of Public Trees	2.81	2.72	0.09
e. Undeveloped Natural Areas	2.64	2.76	-0.12
f. Wirth Aquatic Center	2.67	2.68	-0.01
g. Picnic Areas	2.58	2.56	0.01
h. Picnic Shelters	2.54	2.49	0.05
i. Nature Areas and Trails	2.96	2.82	0.14
j. Biking / Walking / Running Pathways	3.06	2.91	0.15
k. Cross Country Ski Trails	2.16	2.28	-0.12
l. Senior / Community Center	2.53	2.43	0.09
m. Skating Rinks / Ponds	2.23	2.41	-0.18
n. Pet Exercise Areas	2.15	1.93	0.22
o. Cultural Arts Facilities	2.59	2.46	0.13
p. Tennis Courts	2.24	2.30	-0.06
q. Basketball Courts	2.13	2.19	-0.06
r. In-line Skating Facilities	1.78	1.91	-0.13
s. Skate Park / Facilities	1.89	1.69	0.20
t. Children's Playground Areas	2.74	2.82	-0.08
u. Open Play Areas	2.59	2.64	-0.05
v. Baseball / Softball Fields	2.49	2.56	-0.07
w. Soccer Fields	2.37	2.42	-0.05
x. Sand Volleyball Courts	2.05	2.10	-0.05
y. Public Garden / Botanical Gardens	2.55	n/a	-
z. Farmers' Market	2.93	n/a	-
aa. Sledding Hills	2.44	n/a	-
bb. Other (see Appendix J for 2010 list)	2.24	2.17	-

The most important area for both years was biking, walking, and running pathways. Nature areas and trails and landscaping within medians on public roads were also on the top five lists for both years. In 2010, the areas of farmer's market and improved maintenance of public trees rounded out the top five; while in 1998 the remaining areas were children's playground areas and undeveloped natural areas.

Table 13b: Most Important - 2010	
<i>Specific Area</i>	<i>Mean Rating</i>
Biking / Walking / Running Pathways	3.06
Nature Areas and Trails	2.96
Farmers' Market	2.93
Landscaping within Medians on Main Roads	2.85
Improved Maintenance of Public Trees	2.81

Table 13c: Most Important - 1998	
<i>Specific Area</i>	<i>Mean Rating</i>
Biking / Walking / Running Pathways	2.91
Children's Playground Areas	2.82
Nature Areas and Trails	2.82
Landscaping within Medians on Main Roads	2.79
Undeveloped Natural Areas	2.76

The least important areas for both 1998 and 2010 are the same, with differences in rank-order.

Table 13d: Least Important - 2010	
<i>Specific Area</i>	<i>Mean Rating</i>
In-line Skating Facilities	1.78
Skate Park / Facilities	1.89
Sand Volleyball Courts	2.05
Basketball Courts	2.13
Pet Exercise Areas	2.15

Table 13e: Least Important - 1998	
<i>Specific Area</i>	<i>Mean Rating</i>
Skate Park / Facilities	1.69
In-line Skating Facilities	1.91
Pet Exercise Areas	1.93
Sand Volleyball Courts	2.10
Basketball Courts	2.19

The areas with the most improvement and the least improvement (decline) in mean ratings from 1998 to 2010 by mean score are shown below. These are slight changes.

Table 13f: Most Improvement	
<i>Specific Area</i>	<i>Mean Change</i>
Pet Exercise Areas	0.22
Skate Park / Facilities	0.20
Biking / Walking / Running Pathways	0.15
Nature Areas and Trails	0.14
Cultural Arts Facilities	0.13

Table 13g: Least Improvement / Decrease	
<i>Specific Area</i>	<i>Mean Change</i>
Skating Rinks / Ponds	-0.18
In-line Skating Facilities	-0.13
Cross Country Ski Trails	-0.12
Undeveloped Natural Areas	-0.12
Children's Playground Areas	-0.08

Recreation Section

Satisfaction with Recreational Programs Offered by the City of Brookfield. Respondents were asked to indicate their overall household satisfaction with the recreational programs offered by the City of Brookfield. As shown in Table 14, the most frequent response in 2010 was “very satisfied” at 39.4%, followed by 37.0% reporting “somewhat satisfied.” Only 1.8% reported “not very satisfied” and 0.4% indicated “not at all satisfied.” It is important to note that 17.8% reported no opinion.

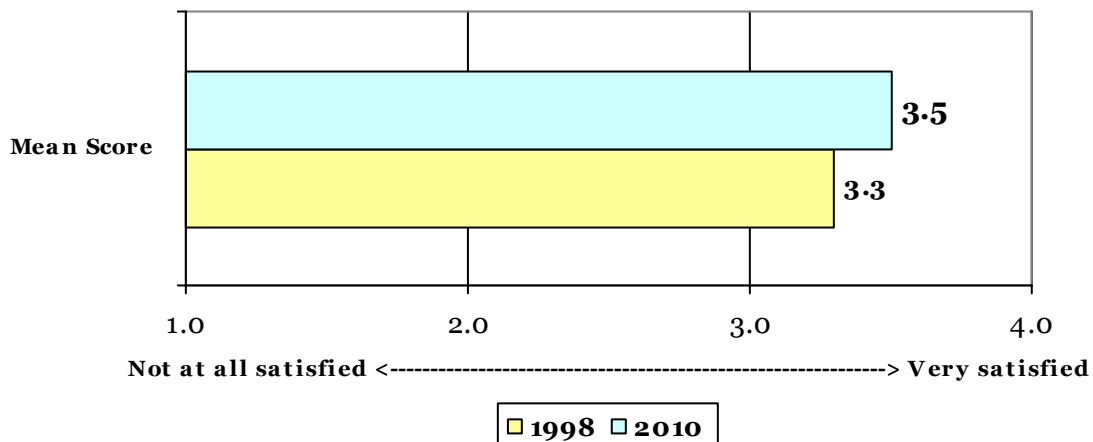
Consistent with earlier trends, the 2010 survey respondents were slightly more satisfied than the 1998 survey respondents with the recreational programs offered by the City of Brookfield. However, both years have about three of four answering either very or somewhat satisfied – 76.4% in 2010 and 74.6% in 1998.

Table 14: Overall Household Satisfaction with Recreational Programs Offered by the City of Brookfield – 2010 and 1998

	2010		1998	
<i>Response</i>	<i>Count</i>	<i>Percentage</i>	<i>Count</i>	<i>Percentage</i>
Very Satisfied	224	39.4%	214	29.7%
Somewhat Satisfied	210	37.0%	331	45.9%
Not Very Satisfied	10	1.8%	30	4.2%
Not At All Satisfied	1	0.4%	5	0.7%
No Opinion	101	17.8%	104	14.4%
Missing	21	3.7%	37	5.1%
TOTAL	568	100%	721	100%

As shown below in Figure 5, the mean score for 2010 survey respondents is 3.5, while the 1998 survey mean was 3.3, confirming the above.

Figure 5: Mean Satisfaction with Recreational Programs Offered by the City of Brookfield – 2010 and 1998



Participation in City-sponsored Recreational Programs during the Past 12 Months. Respondents were asked to report the number of recreational programs sponsored by the City of Brookfield’s Parks, Recreation, and Forestry Department that they or a member of their household have participated in during the past twelve months.

In 2010, the most frequent response was “none,” making up 46.8% of responses. When missing responses are excluded, about half (51.1%) participated in one or more city-sponsored programs. Of those who did participate in a recreational program, 37.8% participated in one program, 23.4% participated in two, 16.9% participated in three, and 21.9% participated in four or more programs.

Overall, the results between 1998 and 2010 show a very slight increase in participation in City-sponsored recreational programs during the previous twelve months. In both years, about half of respondents participated in one or more City-sponsored recreational program—50.8% in 1998 and 53.2% in 2010. Table 15, below, shows the complete results from both years.

Table 15: Number of Participations in Brookfield-sponsored Recreational Programs During the Past 12 Months by Household Members – 2010 and 1998				
	2010		1998	
Number	<i>Count</i>	<i>Percentage</i>	<i>Count</i>	<i>Percentage</i>
None – did not participate in any city-sponsored programs	266	46.8%	355	49.2%
1 program	105	18.5%	107	14.0%
2 programs	65	11.4%	94	13.0%
3 programs	47	8.3%	51	7.1%
4 or more programs	61	10.7%	90	12.5%
Missing	24	4.2%	24	3.3%
TOTAL	568	100%	721	100%

Reasons for Non-Participation in City-Sponsored Recreational Programs. For those respondents who reported no participation by a household member in any city-sponsored recreational program during the last twelve months, a follow-up question was asked to determine the reason or reasons why they had not. Since respondents could select more than one reason, the totals do not sum to 100%.

As shown in Table 16 on the next page, the most frequently indicated reasons for non-participation are similar in ranking across both years, but with variation of specific percentages of respondents. The top reason identified in both years was being too busy, with 64.8% of responses in 1998 and 44.7% in 2010. The next most cited reason for non-participation was “other,” with 23.7% of responses in 1998 and 20.7% in 2010. Lack of interest was indicated by 23.7% in 1998 and 18.8% in 2010, and lack of awareness of programs was indicated by 15.8% in 1998 and 10.2% in 2010.

Table 16: Reasons for Non-Participation in City-sponsored Recreational Programs During the Past 12 Months – 2010 and 1998

<i>Reason</i>	<i>2010</i> ⁶		<i>1998</i> ⁷	
	<i>Count</i>	<i>Percentage</i>	<i>Count</i>	<i>Percentage</i>
Not aware of any programs	27	10.2%	56	15.8%
Nothing interesting	50	18.8%	84	23.7%
Participated in the same program elsewhere	26	9.8%	50	14.1%
Program was full	4	1.5%	23	6.5%
Had a bad previous experience	5	1.9%	7	2.0%
Inconvenient times ⁸	35	13.2	-	-
Inconvenient location	9	3.4%	17	4.5%
Too expensive	4	1.5%	16	4.5%
Too busy	119	44.7%	230	64.8%
Other reason	55	20.9%	84	23.7%

Other Reasons for Non-Participation. Of the respondents in 2010 who specified “other” reason(s) for non-participation, most of those reasons could have been categorized along the above list. However, the most frequently identified reason other than the above was age, where respondents felt that they were too old for the existing programs (25.0%). Another stated reason was having grown children, which made up 21.7% of “other” responses. This may be an issue related to a lack of awareness of age-appropriate programming. For a full list, see Appendix K.

Participation in Other Recreational Activities. All respondents were asked to indicate what recreational activities offered by organizations other than the City of Brookfield that they had participated. Respondents could select more than one response, so totals do not sum to 100%.

The most frequently indicated non-city organization identified in 2010 was commercial recreation, making up 31.2% of respondents. Membership organizations such as tennis, golf, or fitness centers were the next most frequently identified type of organization (26.6%). About one in five respondents identified each of the following: cultural organizations (22.5%), churches (22.0%), community service organizations (21.5%), community sports organizations (21.1%), and schools (20.6%). See Table 17 on the next page.

Most responses are similar between 1998 and 2010. However, two responses had large differences: while nearly half of respondents (47.6%) identified commercial recreation in 1998, only one-third did in 2010 (31.2%); additionally, one-third identified school-sponsored activities in 1998 (32.9%) while only about one in five did so in 2010 (20.6%).

⁶ For 2010, the percentage is calculated out of 266 respondents who reported non-participation.

⁷ For 1998, the percentage is calculated out of 355 respondents who reported non-participation.

⁸ Not an option on 1998 survey.

Table 17: Participation in Other Recreational Activities – 2010 and 1998

Other Activity/Organization	2010		1998	
	<i>Count</i>	<i>Percentage</i>	<i>Count</i>	<i>Percentage</i>
Community service organizations (e.g., YMCA, Boy Scouts, Girl Scouts, etc.)	122	21.5%	175	24.3%
Membership organizations (e.g., Tennis, Golf, Health, Fitness Center, etc.)	151	26.6%	209	29.0%
Commercial recreation (e.g., Bowling, Movies, Miniature Golf, etc.)	177	31.2%	343	47.6%
Community sports organizations (e.g., Brookfield Soccer, Elmbrook Little League, Elmbrook Hockey, Brookfield Lacrosse, etc.)	120	21.1%	194	26.9%
Cultural organizations (e.g., Theatre groups, etc.)	128	22.5%	125	17.3%
Recreational activities offered through churches	125	22.0%	178	24.7%
Special interest groups (e.g., Garden Club, etc.)	65	11.4%	81	11.2%
School	117	20.6%	237	32.9%
Other ⁹	44	7.7%	-	-

Other Non-City Organizations for Recreational Activities. Most of the “other” responses provided in 2010 for other, non-city organizations for recreational activities were could have been categorized into the above options. Of the rest, the most frequently cited were activities sponsored by other communities or cities (e.g., Waukesha, Menomonie Falls, Wauwatosa), making up 15.2% of responses. Another example was animal-related organizations. For a full listing, see Appendix L.

More City-Sponsored Recreational Opportunities for Specific Groups. Respondents were asked to indicate if the City of Brookfield Parks, Recreation, and Forestry Department should increase or decrease the recreational opportunities for specific individuals or groups. Response options were “many more,” “a few more,” “same amount,” “fewer,” and “don’t know.”

Between the 1998 and 2010 versions of the survey, the age categories changed: in 1998, the category was “Adults – ages 37 to 60” while in 2010 the category was changed to “Adults – ages 37 to 54”; additionally, the 1998 category “Senior Citizens” was changed to “Older Adults – Seniors 55+” in the 2010 survey. As such, direct comparisons for these two categories should be treated with caution, because they are not exactly the same. In addition, there are high percentages of both “don’t know” and missing responses for each category; this creates another need for caution when comparing between and within the 1998 and 2010 surveys.

⁹ Not a category on 1998 survey.

Tables 18a and 18b (below) exclude the “don’t know” and missing responses. See Appendix M for a full listing of responses with all counts and percentages.

Table 18a: More City-Sponsored Recreational Opportunities Should Be Offered for Specific Groups – 2010

Group	Many More	A Few More	Same Amount	Fewer	TOTAL
a. Pre-school children – ages 2-5	27 (10.7%)	47 (18.6%)	160 (63.2%)	19 (7.5%)	253 (100%)
b. Children – ages 6-12	28 (10.3%)	55 (20.1%)	174 (63.7%)	16 (5.9%)	273 (100%)
c. Youth – ages 13-18	28 (9.8%)	93 (32.5%)	150 (52.4%)	15 (5.2%)	286 (100%)
d. Young Adults – ages 19-25	20 (7.9%)	62 (24.4%)	151 (59.4%)	21 (8.3%)	254 (100%)
e. Adults – ages 26-36	18 (7.3%)	41 (16.5%)	169 (68.1%)	20 (8.1%)	248 (100%)
f. Adults – ages 37-54 *	28 (10.2%)	69 (25.1%)	162 (58.9%)	16 (5.8%)	275 (100%)
g. Older Adults – Seniors 55+ *	28 (9.5%)	98 (33.2%)	156 (52.9%)	13 (4.4%)	295 (100%)
h. Families	31 (10.4%)	103 (34.6%)	151 (50.7%)	13 (4.4%)	298 (100%)
i. Individuals with Disabilities	26 (12.0%)	70 (32.4%)	111 (51.4%)	9 (4.2%)	216 (100%)

Table 18b: More City-Sponsored Recreational Opportunities Should Be Offered for Specific Groups – 1998

Group	Many More	A Few More	Same Amount	Fewer	TOTAL
a. Pre-school children – ages 2-5	47 (14.4%)	102 (31.3%)	156 (47.9%)	21 (6.4%)	326 (100%)
b. Children – ages 6-12	53 (14.3%)	143 (38.6%)	163 (44.1%)	11 (3.0%)	370 (100%)
c. Youth – ages 13-18	85 (23.7%)	135 (37.6%)	131 (36.5%)	8 (2.2%)	359 (100%)
d. Young Adults – ages 19-25	31 (9.7%)	73 (23.0%)	194 (61.0%)	20 (6.3%)	318 (100%)
e. Adults – ages 26-36	27 (8.4%)	61 (18.9%)	213 (66.1%)	21 (6.5%)	322 (100%)
f. Adults – ages 37-60 *	41 (11.4%)	95 (26.5%)	202 (56.3%)	21 (5.8%)	359 (100%)
g. Seniors Citizens *	35 (9.9%)	142 (40.3%)	162 (46.0%)	13 (3.7%)	352 (100%)
h. Families	58 (14.7%)	148 (37.6%)	178 (45.2%)	10 (2.5%)	394 (100%)
i. Individuals with Disabilities	42 (15.6%)	90 (33.5%)	128 (47.6%)	9 (3.3%)	269 (100%)

For the remaining presentations of results, the categories of “a few more” and “many more” have been combined into a single category of “more.”

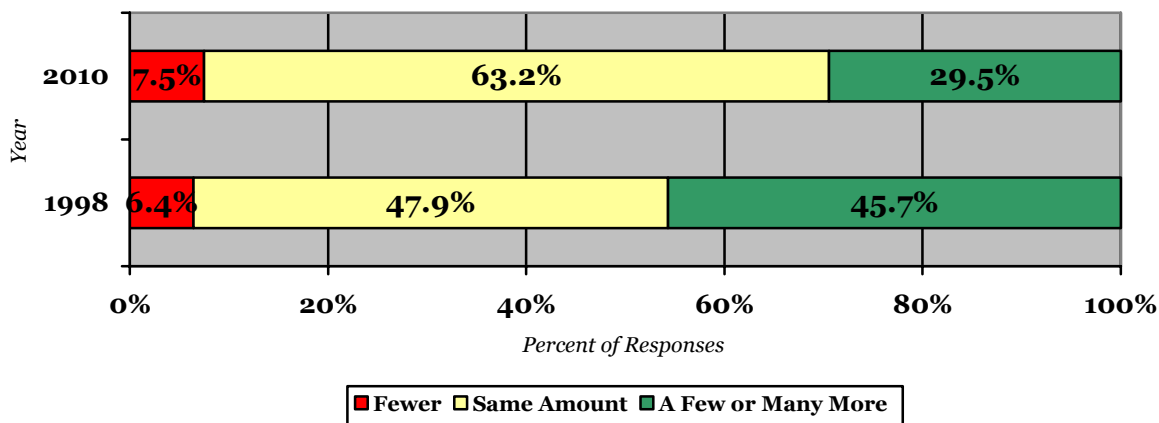
Overall, a majority of respondents in 2010 indicated their support for providing the same amount of recreational opportunities for all groups. In general, 1998 respondents were more likely to support providing more opportunities (either “a few more” or “many more”) than those in 2010. There are also differences between the two years in the rank order of percentages indicating “more” as shown below in Tables 18c and d.

Table 18c: More Opportunities - 2010	
Group	Percent “More”
Families	45.0%
Older Adults – Seniors 55+	42.7%
Individuals with Disabilities	42.4%
Youth – ages 13-18	42.3%
Adults – ages 37-54	35.3%
Young Adults – ages 19-25	32.3%
Children – ages 6-12	30.4%
Pre-school Children – ages 2-5	29.5%
Adults – ages 26-36	23.8%

Table 18d: More Opportunities - 1998	
Group	Percent “More”
Youth – ages 13-18	61.3%
Children – ages 6-12	52.9%
Families	52.3%
Senior Citizens	50.2%
Individuals with Disabilities	49.1%
Pre-school Children – ages 2-5	45.7%
Adults – ages 37-60	37.9%
Young Adults – ages 19-25	32.7%
Adults – ages 26-36	27.3%

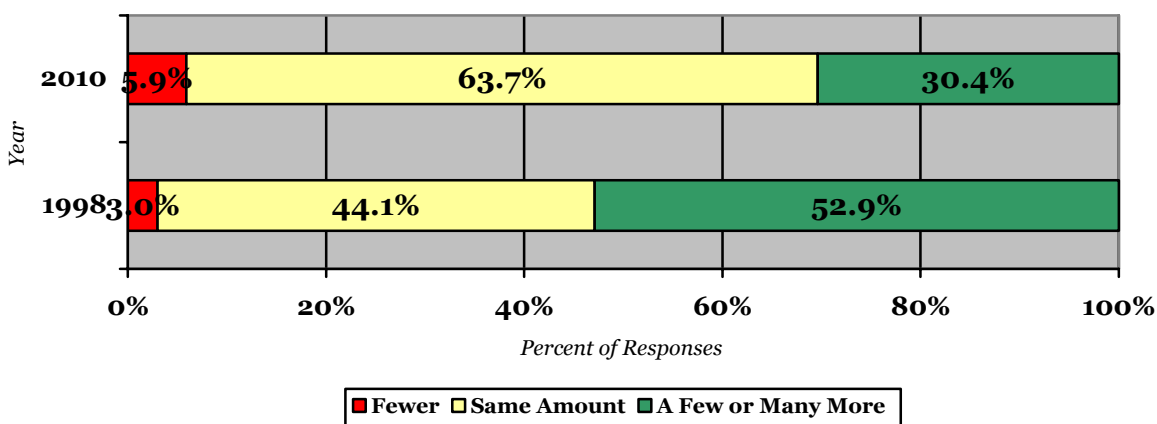
Pre-school Children. In terms of support for programming provided for Pre-school children, there are differences between 1998 and 2010. While the highest percentage of respondents in both years supported the “same amount” of opportunities, the actual percentages are significantly different. In 1998, 47.9% reported “same amount,” compared to 63.2% in 2010. In addition, many fewer reported “more” in 2010 than 1998—29.5% compared to 45.7%. The percentage of responses indicating “fewer” are very similar, with 7.5% in 2010 and 6.4% in 1998. See Figure 6a.

Figure 6a: More Recreational Opportunities for Pre-School Children: Ages 2-5



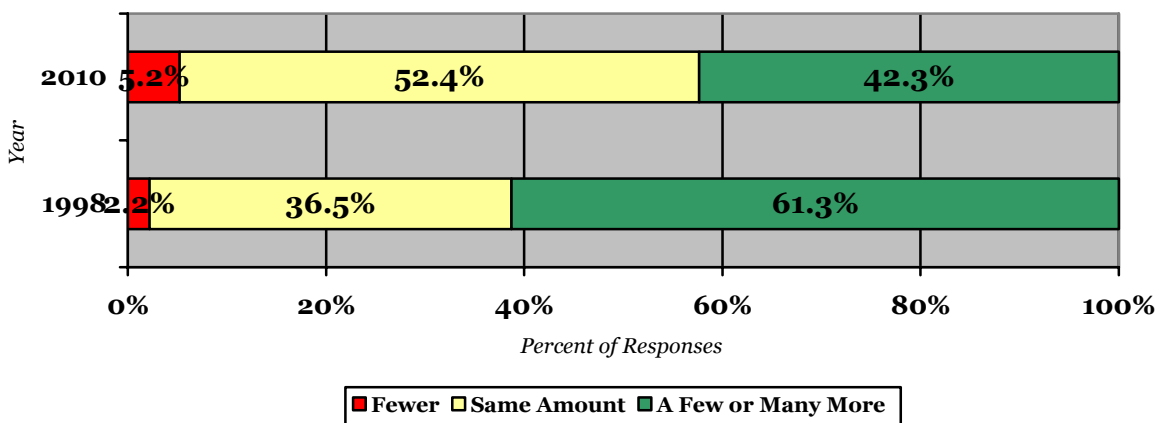
Pre-Teen Children. There are also many differences between 1998 and 2010 regarding opportunities for Pre-teens. While 52.9% of respondents indicated support for more programming in 1998, only 30.4% did in 2010. About two out of five (44.1%) in 1998 and three out of five (63.7%) in 2010 indicated “same amount.” For “fewer,” the percentages are more similar, with 3.0% in 1998 and 5.9% in 2010. See Figure 6b.

Figure 6b: More Recreational Opportunities for Pre-Teen Children: Ages 6-12



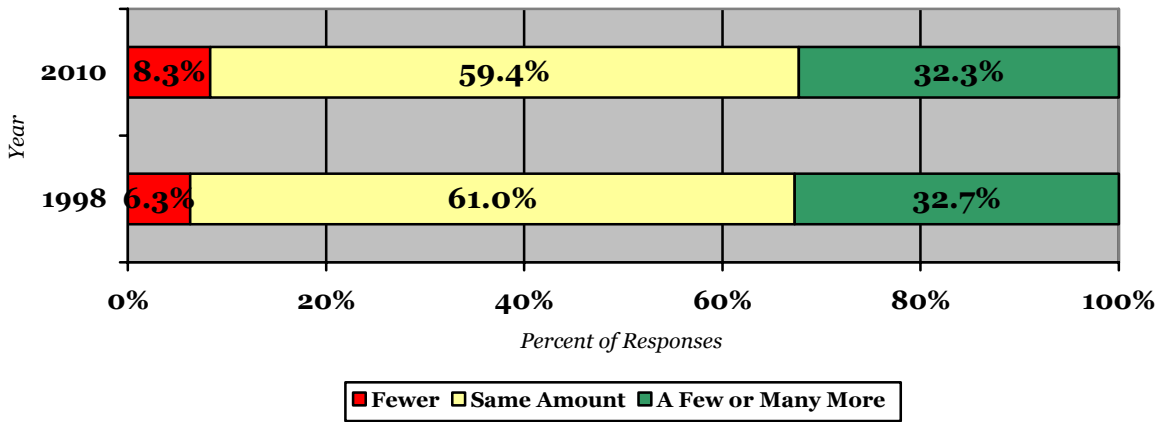
Teenaged Children. The differences in 1998 and 2010 results for Teenaged Children are fairly large. In 1998, 61.3% indicated “more” while only 42.3% did in 2010. In 1998, 36.5% indicated “same amount,” compared to 52.3% in 2010. The percentage of respondents indicating “fewer” are more similar, with 2.2% in 1998 and 5.2% in 2010. See Figure 6c.

Figure 6c: More Recreational Opportunities for Teenaged Youth: Ages 13-18



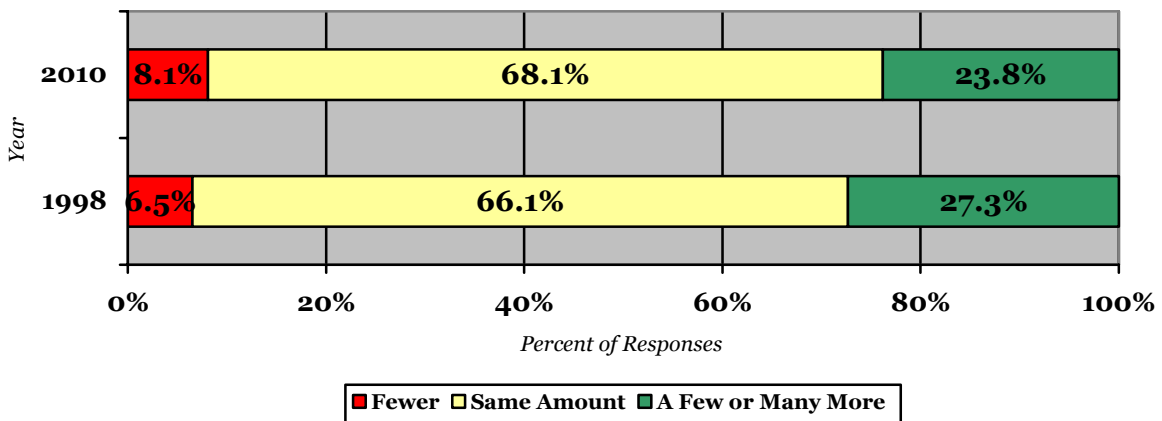
Young Adults. Results regarding more opportunities for Young Adults are quite similar in the 1998 and 2010 survey results. Only about one-third in both years supported “more” programming (32.7% in 1998 and 32.2% in 2010). About three out of six indicated “same amount,” with 61.0% in 1998 and 59.4% in 2010. The percentages of respondents who indicated “fewer” are also similar, with 6.3% in 1998 and 8.3% in 2010. See Figure 6d on the next page.

Figure 6d: More Recreational Opportunities for Young Adults: Ages 19-25



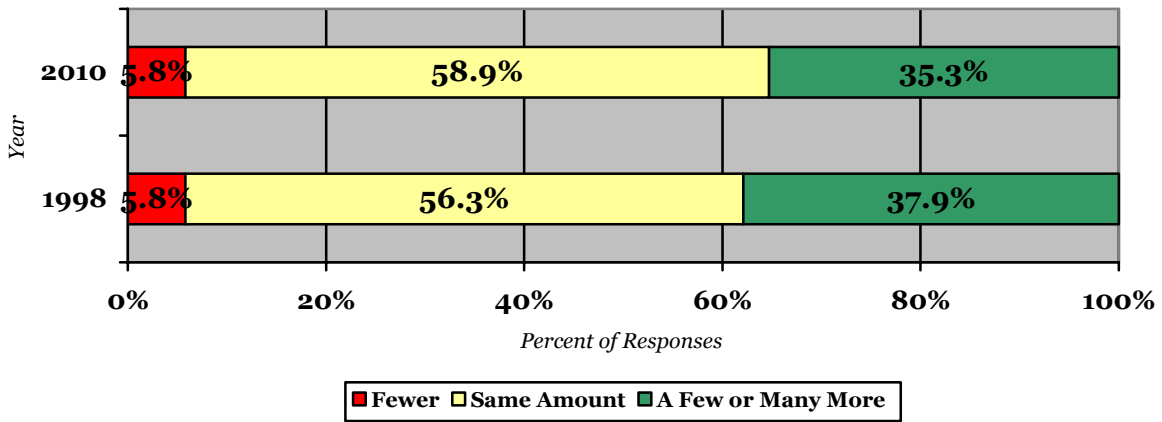
Adults Aged 26 to 36. As with the previous age range, the support for more opportunities for Adults between the ages of 26 and 36 years was very similar between 1998 and 2010. Only about one-quarter in either year supported more programming (27.3% in 1998 and 23.8% in 2010). Just over three in six indicated “same amount,” with 66.1% of respondents in 1998 and 68.1% in 2010. The percentages who indicated “fewer” are also similar, with 6.5% in 1998 and 8.1% in 2010. See Figure 6e.

Figure 6e: More Recreational Opportunities for Adults: Ages 26-36



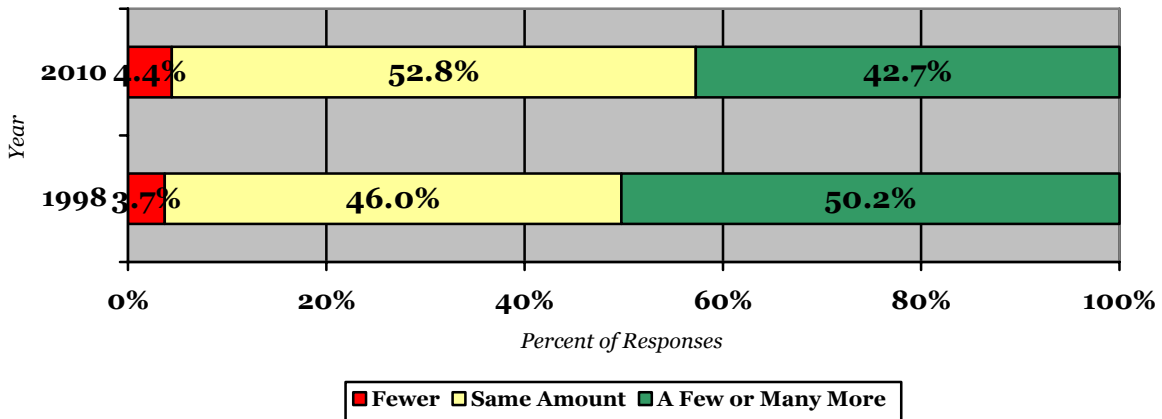
Adults Aged 37 to 54 / 60. As previously noted, this category uses different age ranges in 1998 and 2010. Direct comparisons are not applicable because of this, although the results are somewhat similar. See Figure 6f on the next page.

Figure 6f: More Recreational Opportunities for Adults: Ages 37-54 (2010) - 60 (1998)



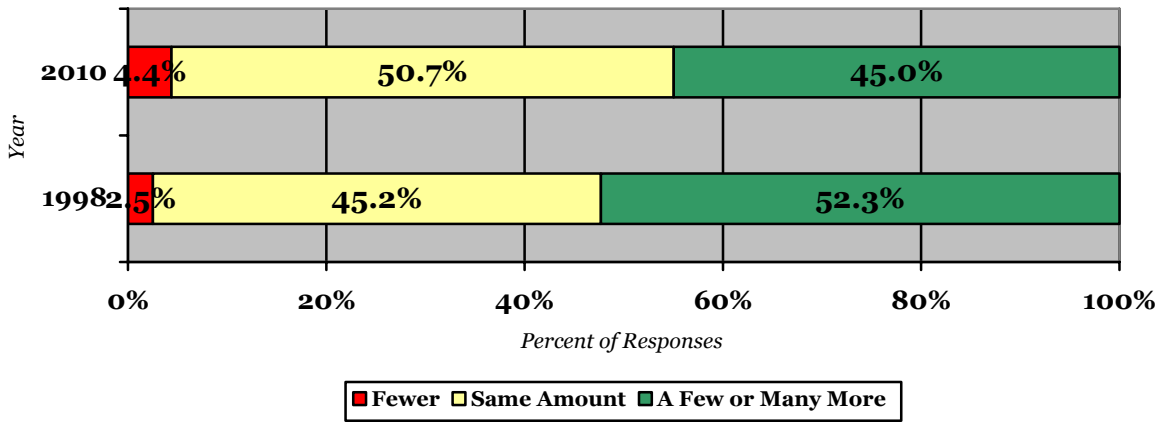
Adults Aged 55 / 60 and Older. Again, this category uses different age ranges in 1998 and 2010. Direct comparisons are not applicable because of this. See Figure 6g.

Figure 6g: More Recreational Opportunities for Adults: Ages 55+(2010) or Senior Citizens (1998)



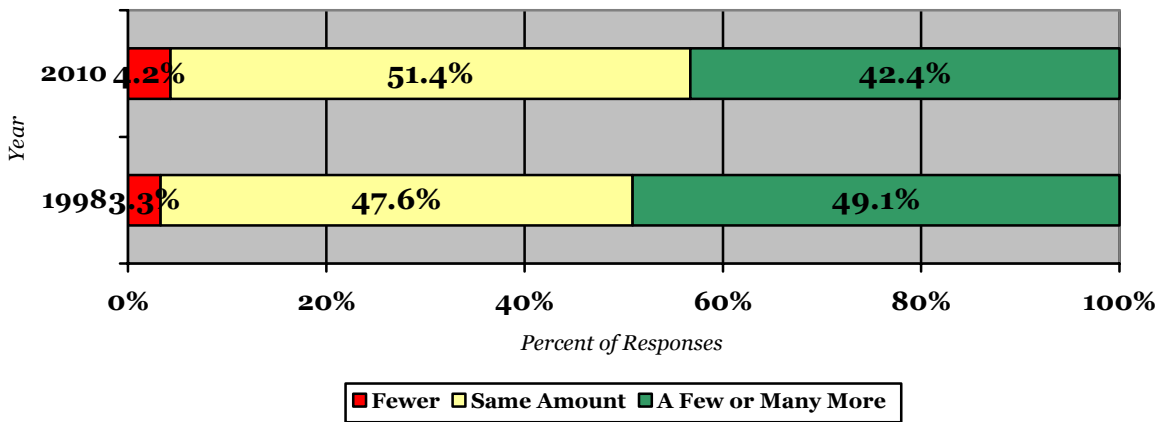
Families. In 1998, just over half of respondents (52.3%) supported providing more recreational opportunities for families, while just under half did so in 2010 (45.0%). For “same amount,” fewer than half indicated this choice in 1998 (45.2%) while about half (50.7%) did so in 2010. The percentages who indicated “fewer” are similar, with 2.5% in 1998 and 4.4% in 2010. See Figure 6h on the next page.

Figure 6h: More Recreational Opportunities for Families



Individuals with Disabilities. Regarding support for more or less recreational opportunities for individuals with disabilities, results differ somewhat between 1998 and 2010. In 1998, about half (49.1%) supported providing more opportunities, while just under half did so in 2010 (42.4%). Slightly less than half indicated support for the same amount of opportunities in 1998 (47.6%) and 2010 (51.4%). The percentages who indicated “fewer” are similar, with 3.3% in 1998 and 4.2% in 2010. See Figure 6h.

Figure 6i: More Recreational Opportunities for Individuals with Disabilities

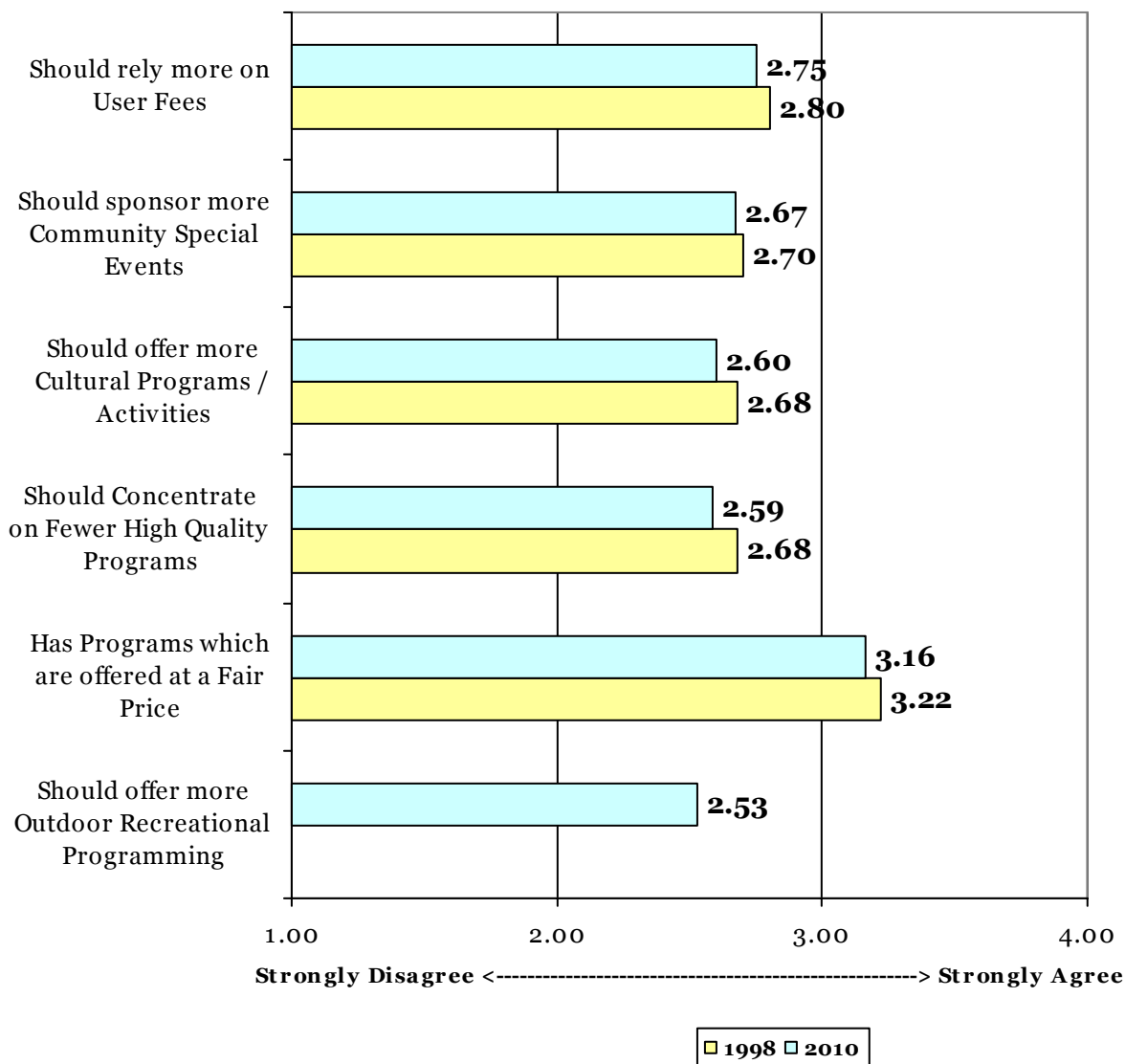


Perceptions about the Brookfield Parks, Recreation, and Forestry Department. Respondents were asked to indicate their level of agreement with several statements about actions the Brookfield Parks, Recreation, and Forestry Department should take related to various issues. Response options were “strongly agree,” “agree,” “disagree,” “strongly disagree,” and don’t know.

Responses were converted into mean scores, recoded as follows: “strongly agree”=4, “agree”=3, “disagree”=2 and “strongly disagree”=1. Missing and don’t know responses were not included. For a full listing of responses for both 1998 and 2010, see Appendix N.

As shown in the Figure 7, the levels of agreement (mean scores) across both years for all categories¹⁰ are very similar. In general, respondents in 1998 were slightly more likely to agree with each statement. For both 1998 and 2010, the most agreement was in regards to programs being offered at a fair price (3.22 out of 4 in 1998 and 3.16 out of 4 in 2010). There was also high agreement for both years regarding increased reliance on user fees.

Figure 7: Mean Agreement about the Brookfield Department of Parks, Recreation, and Forestry – 2010 and 1998



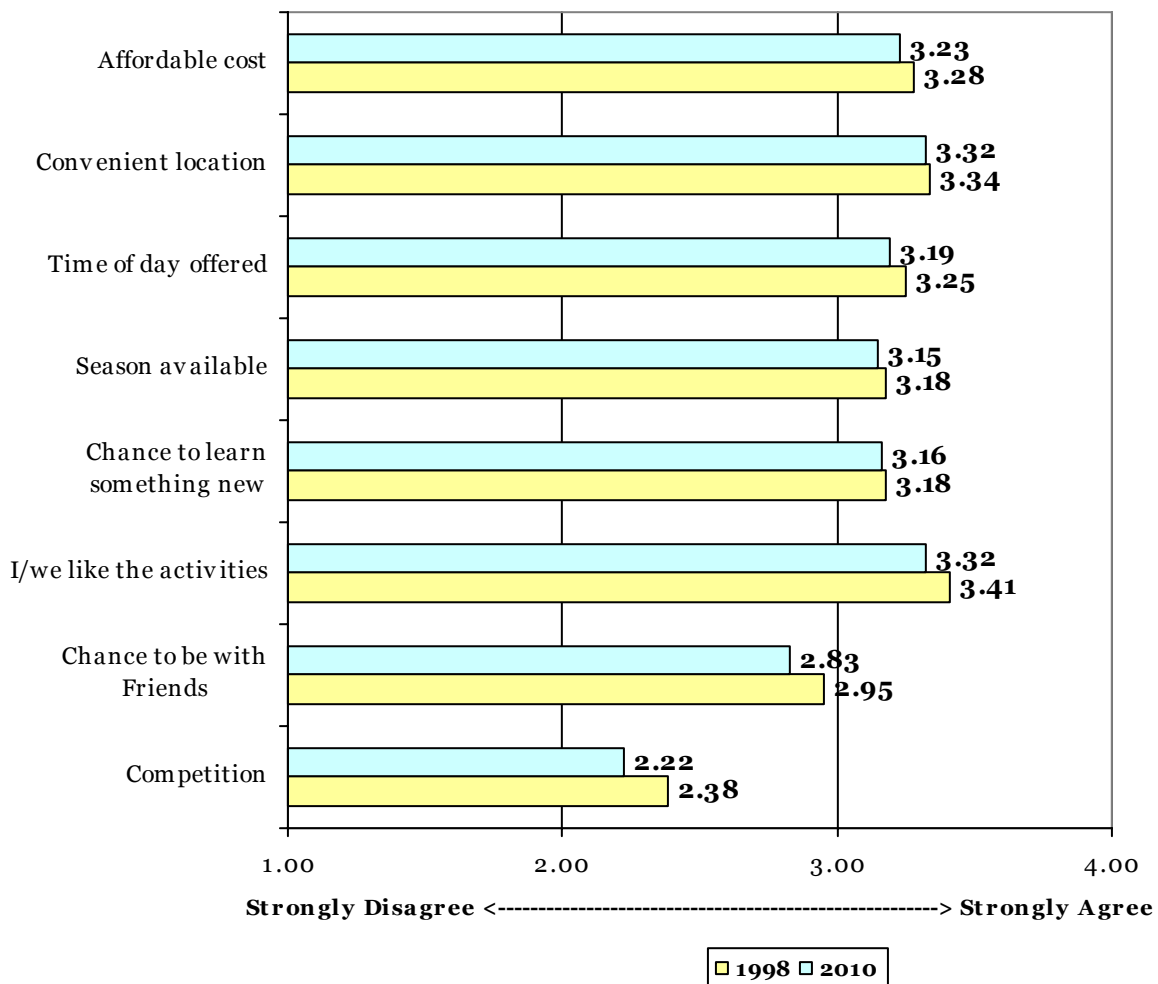
¹⁰ The statement regarding outdoor activities was not included on the 1998 survey.

Reasons for Household Participation in Any Recreational Program. Respondents were asked to indicate their level of agreement with several possible reasons why household members participate in any public or private recreational program(s). Response options were “strongly agree,” “agree,” “disagree,” “strongly disagree,” and “don’t know.” For a full listing of responses from 1998 and 2010, see Appendix O.

Responses were converted into mean scores, recoded as follows: “strongly agree”=4, “agree”=3, “disagree”=2 and “strongly disagree”=1. Missing and don’t know responses were not included.

As seen in Figure 8, the mean levels of agreement between 1998 and 2010 are very similar across each reason identified.¹¹ Agreement levels were slightly higher in 1998 than 2010 for each reason.

Figure 8: Mean Agreement with Reasons for Participation in Any Type of Recreational Activity - 2010 and 1998



¹¹ It should be noted that the “other” category is not actually comparable, as respondents may have given differing examples from year to year. For specific responses in the “other” category for 2010, see Appendix P.

Looking at both survey results, the rank order of agreement with reasons for participation in any type of public or private recreational activity are almost identical. Enjoyment of the activities, convenient location, and affordable cost were the three top reasons in both 1998 and 2010. See Tables 19a and 19b for a full listing, excluding “other”.

Table 19a: Reasons for Participation – 2010	
<i>Group</i>	<i>Mean Score</i>
I/we like the activities	3.32 (tie)
Convenient location	3.32 (tie)
Affordable cost	3.23
Time of day offered	3.19
A chance to learn something new	3.16
Season available	3.15
A chance to be with our friends	2.83
Competition	2.22

Table 19b: Reasons for Participation - 1998	
<i>Group</i>	<i>Mean Score</i>
I/we like the activities	3.41
Convenient location	3.34
Affordable cost	3.28
Time of day offered	3.25
Season available	3.18
A chance to learn something new	3.18
A chance to be with our friends	2.95
Competition	2.38

Importance of Various Recreational Programs and Activities. Respondents were asked to indicate how important various recreational programs and activities are to their households. Response options included:

- “SO IMPORTANT – I would pay more to have it developed and/or expanded.”
- “VERY IMPORTANT – But I wouldn’t pay more to have it developed and/or expanded.”
- “NOT IMPORTANT TO ME – But nice to have in the community.”
- “I DON’T CARE ABOUT IT.”

For reporting purposes, mean scores were calculated for responses for both 1998 and 2010 results, excluding all missing responses. Responses were recoded as follows: “so important”=4, “very important”=3, “not important to me”=2 and “I don’t care about it”=1. A full listing of responses with counts and percentages, including missing responses, for both 1998 and 2010 can be found in Appendix Q.

As shown in Table 20a on the next page, the mean scores are very similar for each program or activity when one compares 1998 with 2010. The means increased slightly for four programs or activities, and decreased slightly for eight programs or activities. However, note a decrease of nearly one-half point for youth programs, from 2.62 down to 2.15 from 1998 to 2010.

Table 20a: Mean Importance of Various Recreational Programs and Activities – 2010 and 1998

<i>Specific Program / Activity</i>	2010 Mean	1998 Mean	<i>Difference 1998-2010</i>
a. Pre-school programs / activities	2.24	2.21	0.03
b. Youth programs / activities	2.15	2.62	-0.47
c. Teen programs / activities	2.53	2.64	-0.11
d. Adult programs / activities	2.60	2.54	0.06
e. Senior programs / activities	2.55	2.46	0.09
f. Family programs / activities	2.52	2.57	-0.05
g. Community special events, festivals, celebrations	2.71	2.73	-0.02
h. Cultural arts programs / activities	2.59	2.56	0.03
i. League sports for youth	2.52	2.62	-0.10
j. League sports for adults	2.29	2.28	0.01
k. Summer programs / activities	2.66	2.73	-0.08
School year programs / activities	n/a	2.47	-
l. After-school programs / activities	2.35	2.47	-0.12
m. Programs / activities offered during breaks in the school year	2.31	2.44	-0.13
n. Weekend programs / activities	2.34	2.45	-0.11
p. Other (<i>see Appendix R for 2010 list</i>)	2.58	n/a	-

The two most important programs or activities for both years were community special events, festivals, and celebrations and summer programs / activities. The means are very similar, but the rank order is flipped from 1998 to 2010. The remaining three programs or activities differ, and the entire list can be seen in Tables 20b and 20c.

Table 20b: Most Important - 2010

<i>Specific Area</i>	<i>Mean Rating</i>
Community special events, festivals, celebrations	2.71
Summer programs / activities	2.66
Adult programs / activities	2.60
Cultural arts programs / activities	2.59
Outdoor recreation programs / activities	2.58

Table 20c: Most Important - 1998

<i>Specific Area</i>	<i>Mean Rating</i>
Summer programs / activities	2.73
Community special events, festivals, celebrations	2.73
Teen programs / activities	2.64
League sports for youth	2.62
Youth programs / activities	2.62

Four of the five least important recreational programs or activities are found in both the 1998 and 2010 lists. Those are youth programs / activities, league sports for adults, programs offered

during breaks in the school year, and weekend programs / activities. In 1998, senior programs and activities is included; while in 2010 pre-school programs / activities are included. See Table 20d and 20e below.

Table 20d: Least Important - 2010	
<i>Specific Area</i>	<i>Mean Rating</i>
Youth programs / activities	2.15
Pre-school programs / activities	2.24
League sports for adults	2.29
Programs / activities offered during breaks in the school year	2.31
Weekend programs / activities	2.34

Table 20e: Least Important - 1998	
<i>Specific Area</i>	<i>Mean Rating</i>
Pre-school programs / activities	2.21
League sports for adults	2.28
Programs / activities offered during breaks in the school year	2.44
Weekend programs / activities	2.45
Senior programs / activities	2.46

The areas with the most improvement and the least improvement (decline) in mean ratings from 1998 to 2010 by mean score are shown below. For all except youth programs / activities, these are slight changes.

Table 20f: Most Improvement	
<i>Specific Area</i>	<i>Mean Change</i>
Senior programs / activities	0.09
Adult programs / activities	0.06
Pre-school programs / activities	0.04
Cultural arts programs / activities	0.04
League sports for adults	0.01

Table 20g: Least Improvement / Decrease	
<i>Specific Area</i>	<i>Mean Change</i>
Youth programs / activities	-0.47
Programs / activities offered during breaks in the school year	-0.13
After-school programs / activities	-0.12
Weekend programs / activities	-0.11
Teen programs / activities	-0.10 (tie)
League sports for youth	-0.10 (tie)

Sources of Information about City of Brookfield Recreational Activities.

Respondents were asked to identify all of their sources of information or announcements about City of Brookfield recreational activities in the past twelve months. Respondents could select more than one reason, so totals do not sum to 100%.

As shown in Table 22, the most commonly identified source of information or announcements is the mailing, which was indicated by 85.7% of respondents. Newspaper was the second-most at 48.9%, and word-of mouth was third at 28.0%. A new category was added in 2010 – website – which was identified by 17.4% of respondents. Under the “other” category, the most frequently identified source was signs or signage, with 18 of 28 responses (64.3%).

Relatively speaking, there are few differences between 2010 and 1998 responses. Mailing was the most identified source for both years, with very similar percentages. Newspaper was the second-most identified on both, although there is a difference by about 10% between the two years, with fewer in 2010 than 1998. There was a slight decrease in use of word-of-mouth as a source, and a larger decrease for Cable/TV announcements.

Table 21: Sources of Information about City of Brookfield Recreational Activities – 2010 and 1998

Source	2010		1998	
	<i>Count</i>	<i>Percentage</i>	<i>Count</i>	<i>Percentage</i>
Newspaper	278	48.9%	420	58.3%
Website	99	17.4%	-	-
Word of mouth	159	28.0%	216	30.0%
Radio announcements	17	3.0%	19	2.6%
Cable / TV announcements	28	4.9%	63	8.7%
Mailing (newsletter, brochure, etc.)	487	85.7%	596	82.7%
From my child's school	69	12.1%	131	18.2%
Posters in Public Buildings	-	-	99	13.7%
Posters in Stores	-	-	87	12.1%
Other (<i>see Appendix S</i>)	29	5.1%	21	2.9%

Main Source of Information

A follow-up question was asked of respondents about the main source of information about City of Brookfield activities, to which 514 respondents provided one or more answers. Consistent with the above results, the most frequently identified main source of information was mailings, either in the form of brochures, newsletters, activity guides, or brochures, with 72.0% of all responses. Newspaper was the second-most identified main source at 16.8%, including the Brookfield NOW and Journal Sentinel newspapers. The website was identified by 3.6% of respondents as the main source for information. For a full listing, see Appendix T.

Comments or Suggestions

The final question on the survey asked respondents to provide any comments or suggestions regarding any park, recreational program, or facility experience. The responses were not analyzed for this report, but are attached as a separate document to this report.

Appendix A: 2010 Parks, Recreation, and Forestry Opinion Survey



Parks, Recreation, and Forestry Opinion Survey

Please check the box or fill in the lines, as appropriate.

I. PARKS AND FORESTRY

1. Overall, how satisfied are you and members of your household with the parks and public spaces in the City of Brookfield?

Very Satisfied	Somewhat Satisfied	Not very Satisfied	Not at all Satisfied	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Based on your household's use, please rate the quality of parks, public spaces, recreation areas, and facilities in the City of Brookfield:

	Excellent	Good	Average	Poor	Don't Know	Don't Use
a. Flower Beds in Parks and Public Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Landscaping within Medians on Main Roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Trees along Street Right-of-Ways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Undeveloped Natural Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Wirth Aquatic Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Picnic Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Picnic Shelters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Nature Areas and Trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Biking / Walking / Running Pathways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Cross Country Ski Trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Senior / Community Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Skating Rinks / Ponds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Pet Exercise Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Tennis Courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Basketball Courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. Children's Playground Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Open Play Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. Baseball / Softball Fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. Soccer Fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
t. Sand Volleyball Courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
u. Community Gymnasiums (Elmbrook School District Buildings)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v. Skate Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
w. Sledding Hills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
x. Other (specify): _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. About how many times have you or any member of your household visited a City of Brookfield park within the past 12 months?

- None – Did not go to any park - **SKIP TO QUESTION 5**
- 1 to 5 times
- 6 to 10 times
- More than 10 times

4. Which City of Brookfield park(s) did members of your household visit during the past 12 months?
(Check all that apply.)

- | | | |
|--|--|---|
| <input type="checkbox"/> Beverly Hills | <input type="checkbox"/> Kinsey | <input type="checkbox"/> Rolling Meadows |
| <input type="checkbox"/> Brookfield Manor | <input type="checkbox"/> Krueger | <input type="checkbox"/> Ruby |
| <input type="checkbox"/> Camelot | <input type="checkbox"/> Lamplighter | <input type="checkbox"/> Soccer Park |
| <input type="checkbox"/> Canterbury | <input type="checkbox"/> Lilly Heights | <input type="checkbox"/> Three Meadows |
| <input type="checkbox"/> Cardinal | <input type="checkbox"/> Mary Knoll | <input type="checkbox"/> Westchester |
| <input type="checkbox"/> Dousman Stagecoach Inn site | <input type="checkbox"/> McCoy | <input type="checkbox"/> Weston Hills |
| <input type="checkbox"/> Endicott | <input type="checkbox"/> Mitchell | <input type="checkbox"/> Wirth Park |
| <input type="checkbox"/> Fairview | <input type="checkbox"/> Mound Zion | <input type="checkbox"/> Wirth Park South |

5. Which one of the above parks is closest to your home? _____

6. Reasons why members of your household visited a City of Brookfield park: (Check all that apply.)

- Did not visit a City of Brookfield park
- Participated in an organized activity or program sponsored by the Parks, Recreation, & Forestry Department
- Participated in an organized activity or program sponsored by an independent recreation organization (i.e., Brookfield Soccer, Elmbrook Little League, Brookfield Tennis Club, etc.)
- Self-directed or non-organized activity (i.e., non-organized volleyball, basketball, tennis, soccer, baseball/softball, swim at the pool, visit a playground, ice skating, etc.)
- Attended a community special event or activity such as Independence Days Fireworks, outdoor concerts/films, Jaycees Rummage Daze, Civil War Days, etc.
- Personal relaxation and rest (i.e., sunbathe, eat a meal, etc.)
- Exercise or fitness (i.e., running, walking, bicycling, etc.)
- Enjoy nature and the outdoors (i.e., hiking, bird watching, etc.)
- Attend a social gathering (i.e., picnic, reunion, etc.)
- Other (please specify): _____

7. When you consider the quality of life in your neighborhood, please indicate how important each of the following statements about park and recreation areas are to you:

	Very important	Somewhat important	Not very important	Not at all important	No opinion
a. Protecting open space from development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Making neighborhoods more attractive places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Preserving environmentally sensitive areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Providing play areas for our youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Creating areas where neighbors can get to know each other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Offering recreational facilities for adults	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. The Parks, Recreation, & Forestry Department tries to provide quality services to all residents. It often has to make difficult choices on how to develop and operate parks.

Rows A through D below each have two options regarding the possible policies and actions. For each row, please indicate which option you would encourage the department to prioritize and implement.

(Please select only one response per row.)

A	Development/operation of the smaller parks used by neighborhood residents	<input type="checkbox"/>	OR	<input type="checkbox"/>	Development/operation of a few larger parks that are used by all city residents
B	Development of vacant or undeveloped parklands	<input type="checkbox"/>	OR	<input type="checkbox"/>	Maintenance and enhancement of existing park and recreational areas
C	Spending more money on supervised recreational activities	<input type="checkbox"/>	OR	<input type="checkbox"/>	Spending more money on developing parks and recreational areas
D	Maintaining sole responsibility for the operation and maintenance of all city-owned parks and recreational areas	<input type="checkbox"/>	OR	<input type="checkbox"/>	Encouraging citizen groups and independent recreation organizations to develop, program, and maintain park and recreation areas (i.e., Voigt Soccer Park and Sharon Lynne Wilson Center for the Arts)

9. The Parks, Recreation, & Forestry Department must make decisions about developing and improving parks, public spaces, and recreational areas and facilities. Please indicate how important it is to you and/or members of your household to have the following provided in Brookfield:

	SO IMPORTANT <i>I would pay more to have it developed and/or expanded</i>	VERY IMPORTANT <i>But I wouldn't pay more to have it developed and/or expanded</i>	NOT IMPORTANT TO ME <i>But nice to have in the community</i>	I DON'T CARE ABOUT IT
a. Flower Beds in Parks and Public Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Landscaping (trees/shrubs/flowers) within Medians on Main Roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Tree Planting along Street Right-of-Way	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Improved Maintenance of Public Trees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Undeveloped Natural Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Wirth Aquatic Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Picnic Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Picnic Shelters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Nature Areas and Trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Biking / Walking / Running Pathways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Cross Country Ski Trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Senior / Community Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Skating Rinks / Ponds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Pet Exercise Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Cultural Arts Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. Tennis Courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Basketball Courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. In-line Skating Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. Skate Park / Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
t. Children's Playground Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
u. Open Play Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v. Baseball / Softball Fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
w. Soccer Fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
x. Sand Volleyball Courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
y. Public Garden / Botanical Gardens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
z. Farmers' Market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
aa. Sledding Hills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
bb. Other (<i>specify</i>): _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

II. RECREATION

10. Overall, how satisfied are you and members of your household with the recreational programs offered by the Parks, Recreation, & Forestry Department in the City of Brookfield?

- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very Satisfied | Somewhat Satisfied | Not very Satisfied | Not at all Satisfied | No opinion |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

11. How many Brookfield Parks, Recreation, & Forestry Department sponsored programs have members of your household participated in during the last 12 months?

- None – Did not participate in any city-sponsored programs
- 1
- 2
- 3
- 4 or more

IF ANSWER IS 1 OR MORE PROGRAMS – SKIP TO QUESTION 13

12. If NONE to Question 11: Why haven't you or members of your household participated in any city-sponsored recreation programs in the past 12 months? (Check all that apply.)

- | | | |
|---|--|--|
| <input type="checkbox"/> Not aware of any programs | <input type="checkbox"/> Program was full | <input type="checkbox"/> Inconvenient location |
| <input type="checkbox"/> Nothing interesting | <input type="checkbox"/> Had a bad previous experience | <input type="checkbox"/> Too expensive |
| <input type="checkbox"/> Participated in the same program elsewhere | <input type="checkbox"/> Inconvenient times | <input type="checkbox"/> Too busy |

Other (please specify): _____

13. Do members of your household regularly participate in a recreation activity offered by: (Check all that apply)

- Community service organizations (i.e., YMCA, Boy Scouts, Girl Scouts, etc.)
- Membership organizations (i.e., Tennis, Golf, Health, or Fitness Center, etc.)
- Commercial recreation (i.e., Bowling, Movies, Miniature Golf, etc.)
- Community sports organizations (i.e., Brookfield Soccer, Elmbrook Little League, Elmbrook Hockey, Brookfield Lacrosse, etc.)
- Cultural organizations (i.e., Theatre groups, etc.)
- Recreational activities offered through churches
- Special interest groups (i.e., Garden Club, etc.)
- School

Other (please specify): _____

14. The Brookfield Parks, Recreation, & Forestry Department should provide more recreational opportunities for:

	Many More	A Few More	Same Amount	Fewer	Don't Know
a. Pre-school children – ages 2 – 5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Children – ages 6 – 12	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Youth – ages 13 – 18	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Young Adults – ages 19- 25	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Adults – ages 26 – 36	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Adults – ages 37 – 54	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Older Adults – Seniors 55+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Families	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Individuals with Disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. The members of our household think the Brookfield Parks, Recreation, & Forestry Department:

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
a. Should rely more on user fees to fund its activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Should sponsor more community special events such as festivals/celebrations, arts/crafts shows, concerts, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Should offer more cultural arts programs and activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Should concentrate more on providing fewer programs of higher quality rather than a larger number of programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Has programs which are offered at a fair price.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Should offer more outdoor recreation programming such as fishing, canoeing/kayaking, trips, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. The reason(s) members of our household participate in any type of public or private recreational program is:

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
a. Affordable cost	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Convenient location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Time of day offered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Season available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. A chance to learn something new	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. I/we like the activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Gives us a chance to be with our friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Competition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Other (specify): _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. As a resident of the City of Brookfield, how important are the following recreational programs and activities to you and the members of your household?

	SO IMPORTANT <i>I would pay more to have it developed and/or expanded</i>	VERY IMPORTANT <i>But I wouldn't pay more to have it developed and/or expanded</i>	NOT IMPORTANT TO ME <i>But nice to have in the community</i>	I DON'T CARE ABOUT IT
a. Pre-school programs / activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Youth programs / activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Teen programs / activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Adult programs / activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Senior programs / activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Family programs / activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Community special events, festivals, celebrations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Cultural arts programs / activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. League sports for youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. League sports for adults	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Summer programs / activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. After-school programs / activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Programs / activities offered during breaks in the school year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Weekend programs / activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Outdoor recreation programs / activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. Other (<i>please specify</i>): _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. In the past 12 months, where have you seen or heard announcements about City of Brookfield recreational activities? (*Check all that apply.*)

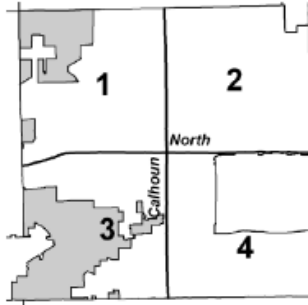
- | | | |
|--|---|---|
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Radio announcements | <input type="checkbox"/> Mailing (newsletter, brochure, etc.) |
| <input type="checkbox"/> Website | <input type="checkbox"/> Cable / TV announcements | <input type="checkbox"/> From my child's school |
| <input type="checkbox"/> Word of mouth | <input type="checkbox"/> Other (<i>please specify</i>): _____ | |

19. Which of the above is your main source of information about City of Brookfield recreational activities? _____

20. How important are Parks, Recreation, & Forestry Department facilities, services, and programs to the quality of life of you and members of your household?

- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very Important | Somewhat Important | Not very Important | Not at all Important | No opinion |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

21. Using the map below, please check the box for the numbered area in the City of Brookfield where you live:



- ① West of Calhoun Rd & North of North Avenue
- ② East of Calhoun Rd & North of North Avenue
- ③ West of Calhoun Rd & South of North Avenue
- ④ East of Calhoun Rd & South of North Avenue

22. How many years have you lived in the City of Brookfield?

- Less than 1 year *(Please check box.)* **OR** _____ Number of years *(Please fill in the blank.)*

23. Please indicate the number of persons living in your household, including yourself:

How many CHILDREN?

How many ADULTS?

- a. Age 5 or younger _____
- b. Age 6 to 12 _____
- c. Age 13 to 17 _____

- a. Age 18 to 24 years _____
- b. Age 25 to 44 years _____
- c. Age 45 to 64 years _____
- d. Age 65 or older _____

24. Do you own your home, rent, or some other situation?

- Own Rent Other

25. Please take one final look at your completed survey and tell us your comments or suggestions regarding any park, recreational program, or facility experience.



*Thank you for taking the time to complete this survey!
 Your participation will guide our planning activities for the future.
 Please place in the self-addressed postage-paid envelope provided and
 send via U.S. mail to the UWM Center for Urban Initiatives & Research.*

Appendix B: Household Membership of Respondents – 2010

Table 22: Household Membership of Respondents – 2010			
Households Overall	Members	Count	Percentage
	1	77	13.6%
	2	253	44.5%
	3	69	12.1%
	4	98	17.3%
	5	50	8.8%
	6	9	1.6%
	7	4	0.7%
	8	1	0.2%
	10	1	0.2%
	Missing (0)	6	1.1%
	TOTAL	568	100%
Adults	Members	Count	Percentage
18 to 24 years	0	489	86.1%
	1	47	8.3%
	2	25	4.4%
	3	6	1.1%
	4	1	0.2%
	TOTAL	568	100%
25 to 44 years	0	429	75.5%
	1	52	9.2%
	2	87	15.3%
	TOTAL	568	100%
45 to 64 years	0	296	52.1%
	1	76	13.4%
	2	196	34.5%
	TOTAL	568	100%
65 years or older	0	351	61.8%
	1	81	14.3%
	2	136	23.9%
	TOTAL	568	100%
Children	Members	Count	Percentage
5 years or younger	0	502	88.4%
	1	37	6.5%
	2	24	4.2%
	3	5	0.9%
	TOTAL	568	100%
6 to 12 years	0	482	84.9%
	1	47	8.3%
	2	26	4.6%
	3	12	2.1%
	5	1	0.2%
TOTAL	568	100%	
13 to 17 years	0	474	83.5%
	1	66	11.6%
	2	24	4.2%
	3	4	0.7%
	TOTAL	568	100%

Appendix C: Quality of Parks, Public Spaces, Recreation Areas, & Facilities

**Table 23a: Quality Ratings of Parks, Public Spaces, Recreation Areas, and Facilities
in the City of Brookfield – 2010**

<i>Specific Area</i>	Excellent	Good	Average	Poor	Don't Know	Don't Use	Missing	TOTAL
a. Flower Beds in Parks and Public Areas	123 (21.7%)	296 (52.1%)	97 (17.1%)	9 (1.6%)	13 (2.3%)	16 (2.8%)	14 (2.5%)	568 (100%)
b. Landscaping within Medians on Main Roads	116 (20.4%)	276 (48.6%)	125 (22.0%)	24 (4.2%)	5 (0.9%)	8 (1.4%)	14 (2.5%)	568 (100%)
c. Trees along Street Right-of-Ways	91 (16.0%)	288 (50.7%)	133 (23.4%)	18 (3.2%)	13 (2.3%)	9 (1.6%)	16 (2.8%)	568 (100%)
d. Undeveloped Natural Areas	113 (19.9%)	225 (39.6%)	114 (20.1%)	20 (3.5%)	46 (8.1%)	33 (5.8%)	17 (3.0%)	568 (100%)
e. Wirth Aquatic Center	164 (28.9%)	165 (29.0%)	28 (4.9%)	5 (0.9%)	36 (6.3%)	151 (26.6%)	19 (3.3%)	568 (100%)
f. Picnic Areas	100 (17.6%)	228 (40.1%)	69 (12.1%)	5 (0.9%)	24 (4.2%)	127 (22.4%)	15 (2.6%)	568 (100%)
g. Picnic Shelters	102 (18.0%)	207 (36.4%)	74 (13.0%)	3 (0.5%)	32 (5.6%)	131 (23.1%)	19 (3.3%)	568 (100%)
h. Nature Areas and Trails	133 (23.4%)	221 (38.9%)	70 (12.3%)	10 (1.8%)	35 (6.2%)	81 (14.3%)	18 (3.2%)	568 (100%)
i. Biking / Walking / Running Pathways	129 (22.7%)	200 (35.2%)	98 (17.3%)	21 (3.7%)	23 (4.0%)	79 (13.9%)	18 (3.2%)	568 (100%)
j. Cross Country Ski Trails	33 (5.8%)	51 (9.0%)	45 (7.9%)	15 (2.6%)	64 (11.3%)	333 (58.6%)	27 (4.8%)	568 (100%)
k. Senior / Community Center	54 (9.5%)	78 (13.7%)	40 (7.0%)	4 (0.7%)	45 (7.9%)	327 (57.6%)	20 (3.5%)	568 (100%)
l. Skating Rinks / Ponds	31 (5.5%)	75 (13.2%)	66 (11.6%)	14 (2.5%)	52 (9.2%)	303 (53.3%)	27 (4.8%)	568 (100%)
m. Pet Exercise Areas	59 (10.4%)	101 (17.8%)	42 (7.4%)	13 (2.3%)	38 (6.7%)	290 (51.1%)	25 (4.4%)	568 (100%)
n. Tennis Courts	53 (9.3%)	116 (20.4%)	51 (9.0%)	2 (0.4%)	31 (5.5%)	292 (51.4%)	23 (4.0%)	568 (100%)
o. Basketball Courts	30 (5.3%)	52 (9.2%)	50 (9.0%)	14 (2.5%)	41 (7.2%)	355 (62.5%)	26 (4.6%)	568 (100%)
p. Children's Playground Areas	97 (17.1%)	171 (30.1%)	70 (12.3%)	2 (0.4%)	13 (2.3%)	195 (34.3%)	20 (3.5%)	568 (100%)
q. Open Play Areas	69 (12.1%)	193 (34.0%)	66 (11.6%)	4 (0.7%)	26 (4.6%)	187 (32.9%)	23 (4.0%)	568 (100%)
r. Baseball / Softball Fields	76 (13.4%)	141 (24.8%)	46 (8.1%)	3 (0.5%)	24 (4.2%)	256 (45.1%)	22 (3.9%)	568 (100%)
s. Soccer Fields	66 (11.6%)	115 (20.2%)	39 (6.9%)	3 (0.5%)	30 (5.3%)	289 (50.9%)	26 (4.6%)	568 (100%)
t. Sand Volleyball Courts	23 (4.0%)	56 (9.9%)	32 (5.6%)	6 (1.1%)	61 (10.7%)	360 (63.4%)	30 (5.3%)	568 (100%)
u. Community Gymnasiums (Elmbrook School District Buildings)	63 (11.1%)	99 (17.4%)	42 (7.4%)	6 (1.1%)	42 (7.4%)	291 (51.2%)	25 (4.4%)	568 (100%)
v. Skate Park	44 (7.7%)	61 (10.7%)	19 (3.3%)	5 (0.9%)	50 (8.8%)	366 (64.4%)	23 (4.0%)	568 (100%)
w. Sledding Hills	52 (9.2%)	125 (22.0%)	78 (13.7%)	17 (3.0%)	28 (4.9%)	248 (43.7%)	20 (3.5%)	568 (100%)
x. Other	3 (7.7%)	1 (2.6%)	2 (5.1%)	7 (17.9%)	2 (5.1%)	24 (4.2%)	-	39 (100%)

Table 23b: Quality Ratings of Parks, Public Spaces, Recreation Areas, and Facilities in the City of Brookfield – 1998

<i>Specific Area</i>	Excellent	Good	Average	Poor	Don't Know	Don't Use	Missing	TOTAL
a. Flower Beds in Parks and Public Areas	65 (9.0%)	304 (42.2%)	202 (28.0%)	39 (5.4%)	62 (8.6%)	0 (0%)	49 (6.8%)	721 (100%)
b. Landscaping within Medians on Main Roads	62 (8.6%)	296 (41.1%)	234 (32.5%)	67 (9.3%)	24 (3.3%)	0 (0%)	38 (5.3%)	721 (100%)
c. Trees along Street Right-of-Ways	58 (8.0%)	310 (43.0%)	248 (34.4%)	30 (4.2%)	33 (4.6%)	0 (0%)	42 (5.8%)	721 (100%)
d. Undeveloped Natural Areas	63 (8.7%)	243 (33.7%)	194 (26.9%)	51 (7.1%)	85 (11.8%)	53 (7.4%)	32 (4.4%)	721 (100%)
e. Wirth Aquatic Center	58 (8.0%)	197 (27.3%)	146 (20.2%)	25 (3.5%)	103 (14.3%)	173 (24.0%)	19 (2.6%)	721 (100%)
f. Picnic Areas	68 (9.4%)	279 (38.7%)	147 (20.4%)	4 (0.6%)	61 (8.5%)	138 (19.1%)	24 (3.3%)	721 (100%)
g. Picnic Shelters	56 (7.8%)	242 (33.6%)	176 (24.4%)	10 (1.4%)	63 (8.7%)	150 (20.8%)	24 (3.3%)	721 (100%)
h. Nature Areas and Trails	49 (6.8%)	244 (33.8%)	158 (21.9%)	26 (3.6%)	80 (11.1%)	136 (18.9%)	28 (3.9%)	721 (100%)
i. Biking / Walking / Running Pathways	57 (7.9%)	245 (34.0%)	158 (21.9%)	73 (10.1%)	58 (8.0%)	104 (14.4%)	26 (3.6%)	721 (100%)
j. Cross Country Ski Trails	12 (1.7%)	68 (9.4%)	85 (11.8%)	38 (5.3%)	216 (30%)	269 (37.3%)	33 (4.6%)	721 (100%)
k. Senior / Community Center	61 (8.5%)	91 (12.6%)	33 (4.6%)	4 (0.6%)	197 (27.3%)	307 (42.6%)	28 (3.9%)	721 (100%)
l. Skating Rinks / Ponds	26 (3.6%)	111 (15.4%)	127 (17.6%)	40 (5.5%)	144 (20.0%)	246 (34.1%)	27 (3.7%)	721 (100%)
m. Pet Exercise Areas	8 (1.1%)	54 (7.5%)	68 (9.4%)	49 (6.8%)	189 (26.2%)	324 (44.9%)	29 (4.0%)	721 (100%)
n. Tennis Courts	44 (6.1%)	179 (24.8%)	99 (13.7%)	16 (2.2%)	108 (15.0%)	248 (34.4%)	27 (3.7%)	721 (100%)
o. Basketball Courts	16 (2.2%)	79 (11.0%)	98 (13.6%)	24 (3.3%)	162 (22.5%)	309 (42.9%)	33 (4.6%)	721 (100%)
p. Children's Playground Areas	99 (13.7%)	257 (35.6%)	97 (13.5%)	11 (1.5%)	55 (7.6%)	179 (24.8%)	23 (3.2%)	721 (100%)
q. Open Play Areas	63 (8.7%)	252 (35.0%)	116 (16.1%)	5 (0.7%)	74 (10.3%)	188 (26.1%)	23 (3.2%)	721 (100%)
r. Baseball / Softball Fields	79 (11.0%)	227 (31.5%)	81 (11.2%)	12 (1.7%)	79 (11.0%)	220 (30.5%)	23 (3.2%)	721 (100%)
s. Soccer Fields	102 (14.1%)	197 (27.3%)	49 (6.8%)	7 (1.0%)	91 (12.6%)	240 (33.3%)	35 (4.9%)	721 (100%)
t. Sand Volleyball Courts	22 (3.1%)	85 (11.8%)	52 (7.2%)	12 (1.7%)	207 (28.7%)	299 (41.5%)	44 (6.1%)	721 (100%)
u. Community Gymnasiums (Elmbrook School District Buildings)	Not on 1998							
v. Skate Park	Not on 1998							
w. Sledding Hills	Not on 1998							
x. Other	5 (20.8%)	5 (20.8%)	4 (16.7%)	10 (41.7%)	-	-	-	24 (100%)

Appendix D: Other Parks, Public Spaces, Recreation Areas, & Facilities – 2010

There were twelve responses to other parks, public spaces, recreation areas, and facilities provided by respondents to the 2010 survey. No analysis is warranted; those responses are provided below.

“Archery Range (at River Road)”

“Available civic areas”

“Library”

McCoy Field”

“More rest room stops”

“New bike path between Calhoun Rd. and Wirth Park is always underwater”

“New residents--haven't had an opportunity to use many”

“No more business building on Bluemound Avenue”

“Off road bike”

“Sidewalks and trails that are walkable in all four seasons”

“Too many dandelions in medians; grass much too long”

“Wooded areas”

“Would like some lighting on sledding hills for better safety”

Appendix E: Parks Closest to Home

Table 24: Parks Closest to Home – 2010 and 1998				
	2010		1998	
Park	<i>Count</i>	<i>Percentage</i>	<i>Count</i>	<i>Percentage</i>
Wirth Park	155	29.1%	199	31.1%
Mitchell	83	15.6%	23	3.6%
Beverly Hills	39	7.3%	46	7.2%
Lilly Heights	39	7.3%	35	5.5%
Fairview	36	6.8%	26	4.1%
Lamplighter	26	4.9%	32	5.0%
Canterbury	23	4.3%	20	3.1%
Wirth Park South	22	4.1%	30	4.7%
Camelot	21	3.9%	21	3.3%
Rolling Meadows	21	3.9%	16	2.5%
Mary Knoll	14	2.6%	27	4.2%
McCoy	10	1.9%	25	3.9%
Weston Hills	9	1.7%	28	4.4%
Mound Zion	7	1.3%	1	0.2%
Ruby	6	1.1%	9	1.4%
Soccer Park	6	1.1%	7	1.1%
Three Meadows	6	1.1%	20	3.1%
Dousman	1	0.2%	5	0.8%
Kinsey	1	0.2%	34	5.3%
Krueger	1	0.2%	3	0.4%
Brookfield Manor	-	-	1	0.2%
TOTAL	532	100%	640	100%

Appendix F: Other Reasons for Park Visits – 2010

Table 25: Other Reasons for Park Visits – 2010		
Other Reason	Count	Percentage
Dog Exercise / Park	13	28.9%
Visit Playground	12	26.7%
Spectator at Sports	6	13.3%
Exercise or Fitness	3	6.7%
Other	3	6.7%
Social / Family Gathering	3	6.7%
Community Event	2	4.4%
Other Activity or Event	2	4.4%
Nature	1	2.2%
TOTAL	45	100.0%

Appendix G: Importance of Factors about Parks and Recreation Areas

Table 26a: Importance of Factors about Parks and Recreation Areas to Neighborhood Quality of Life – 2010

<i>Statement</i>	<i>Very Important</i>	<i>Somewhat Important</i>	<i>Not Very Important</i>	<i>Not At All Important</i>	<i>No Opinion</i>	<i>Missing</i>	<i>TOTAL</i>
a. Protecting open space from development	395 (69.5%)	118 (20.8%)	19 (3.3%)	7 (1.2%)	4 (0.7%)	25 (4.4%)	568 (100%)
b. Making neighborhoods more attractive places	336 (59.2%)	185 (32.6%)	8 (1.4%)	3 (0.5%)	7 (1.2%)	29 (5.1%)	568 (100%)
c. Preserving environmentally sensitive areas	343 (60.4%)	146 (25.7%)	25 (4.4%)	14 (2.5%)	8 (1.4%)	32 (5.6%)	568 (100%)
d. Providing play areas for our youth	303 (53.3%)	192 (33.8%)	14 (2.5%)	17 (3.0%)	11 (1.9%)	31 (5.5%)	568 (100%)
e. Creating areas where neighbors can get to know each other	143 (25.2%)	224 (39.4%)	122 (21.5%)	35 (6.2%)	13 (2.3%)	31 (5.5%)	568 (100%)
f. Offering recreational facilities for adults	171 (30.1%)	263 (46.3%)	67 (11.8%)	18 (3.2%)	16 (2.8%)	33 (5.8%)	568 (100%)

The response options of “not very important” and no opinion were not included on the 1998 survey.

Table 26b: Importance of Factors about Parks and Recreation Areas to Neighborhood Quality of Life – 1998

<i>Statement</i>	<i>Very Important</i>	<i>Somewhat Important</i>	<i>Not Very Important</i>	<i>Not At All Important</i>	<i>No Opinion</i>	<i>Missing</i>	<i>TOTAL</i>
a. Protecting open space from development	559 (77.5%)	127 (17.6%)	-	18 (2.5%)	-	17 (2.5%)	721 (100%)
b. Making neighborhoods more attractive places	505 (70.0%)	181 (25.1%)	-	14 (1.9%)	-	21 (2.9%)	721 (100%)
c. Preserving environmentally sensitive areas	497 (68.9%)	183 (25.4%)	-	21 (2.9%)	-	20 (2.8%)	721 (100%)
d. Providing play areas for our youth	459 (63.7%)	215 (29.8%)	-	25 (3.5%)	-	22 (3.1%)	721 (100%)
e. Creating areas where neighbors can get to know each other	187 (25.9%)	352 (48.8%)	-	153 (21.2%)	-	29 (4.0%)	721 (100%)
f. Offering recreational facilities for adults	217 (30.1%)	388 (53.8%)	-	92 (12.8%)	-	24 (3.3%)	721 (100%)

Appendix H: Priorities for the Parks, Recreation and Forestry Department

Table 27: Priorities for Brookfield Department of Parks, Recreation, and Forestry – 2010 and 1998

A	<i>Priority Choice 1</i>	<i>Priority Choice 2</i>	<i>Missing</i>	<i>TOTAL</i>
	Development/operation of the smaller parks used by neighborhood residents	Development/operation of a few larger parks that are used by all city residents		
2010	288 (50.7%)	231 (40.7%)	49 (8.6%)	568 (100%)
1998	358 (49.7%)	280 (38.8%)	83 (11.5%)	721 (100%)
B	<i>Priority Choice 1</i>	<i>Priority Choice 2</i>	<i>Missing</i>	<i>TOTAL</i>
	Development of vacant or undeveloped parklands	Maintenance and enhancement of existing park and recreational areas		
2010	57 (10.0%)	477 (84.0%)	34 (6.0%)	568 (100%)
1998	109 (15.1%)	558 (77.4%)	54 (7.5%)	721 (100%)
C	<i>Priority Choice 1</i>	<i>Priority Choice 2</i>	<i>Missing</i>	<i>TOTAL</i>
	Spending more money on supervised recreational activities	Spending more money on developing parks and recreational areas		
2010	116 (20.4%)	388 (68.3%)	64 (11.3%)	568 (100%)
1998	147 (20.4%)	461 (63.9%)	113 (15.7%)	721 (100%)
D	<i>Priority Choice 1</i>	<i>Priority Choice 2</i>	<i>Missing</i>	<i>TOTAL</i>
	Maintaining sole responsibility for the operation and maintenance of all city-owned parks and recreational areas	Encouraging citizen groups and independent recreation organizations to develop, program, and maintain park and recreation areas (e.g., Voigt Soccer Park and Sharon Lynne Wilson Center for the Arts)		
2010	224 (39.4%)	302 (53.2%)	42 (7.4%)	568 (100%)
1998	246 (34.1%)	404 (56.0%)	71 (9.8%)	721 (100%)

Appendix I: Importance of Providing Various Parks, Recreation Areas, etc

Table 28a: Importance of Providing Various Parks, Public Spaces, and Recreation Areas – 2010

<i>Specific Area</i>	SO IMPORTANT <i>I would pay more to have it developed and/or expanded</i>	VERY IMPORTANT <i>But I wouldn't pay more to have it developed and/or expanded</i>	NOT IMPORTANT TO ME <i>But nice to have in the community</i>	I DON'T CARE ABOUT IT	<i>Missing</i>	TOTAL
a. Flower Beds in Parks and Public Areas	39 (6.9%)	322 (56.7%)	170 (29.9%)	12 (2.1%)	25 (4.4%)	568 (100%)
b. Landscaping within Medians on Main Roads	73 (12.9%)	326 (57.4%)	137 (24.1%)	10 (1.8%)	22 (3.9%)	568 (100%)
c. Tree Planting along Street Right-of-Way	70 (12.3%)	287 (50.5%)	163 (28.7%)	18 (3.2%)	30 (5.3%)	568 (100%)
d. Improved Maintenance of Public Trees	74 (13.0%)	300 (52.8%)	145 (25.5%)	15 (2.6%)	34 (6.0%)	568 (100%)
e. Undeveloped Natural Areas	73 (12.9%)	240 (42.3%)	183 (32.2%)	42 (7.4%)	30 (5.3%)	568 (100%)
f. Wirth Aquatic Center	86 (15.1%)	239 (42.1%)	168 (29.6%)	47 (8.3%)	28 (4.9%)	568 (100%)
g. Picnic Areas	35 (6.2%)	274 (48.2%)	196 (34.5%)	34 (6.0%)	29 (5.1%)	568 (100%)
h. Picnic Shelters	33 (5.3%)	264 (46.5%)	205 (36.1%)	37 (6.5%)	29 (5.1%)	568 (100%)
i. Nature Areas and Trails	125 (22.0%)	290 (51.1%)	109 (19.2%)	18 (3.2%)	26 (4.6%)	568 (100%)
j. Biking / Walking / Running Pathways	173 (30.5%)	246 (43.3%)	95 (16.7%)	24 (4.2%)	20 (3.3%)	568 (100%)
k. Cross Country Ski Trails	38 (6.7%)	135 (23.8%)	240 (42.3%)	127 (22.4%)	28 (4.9%)	568 (100%)
l. Senior / Community Center	64 (11.3%)	223 (39.3%)	191 (33.6%)	65 (11.4%)	25 (4.4%)	568 (100%)
m. Skating Rinks / Ponds	19 (3.3%)	172 (30.3%)	262 (46.1%)	86 (15.1%)	29 (5.1%)	568 (100%)
n. Pet Exercise Areas	48 (8.5%)	142 (25.0%)	196 (34.5%)	156 (27.5%)	26 (4.6%)	568 (100%)
o. Cultural Arts Facilities	65 (11.4%)	252 (44.4%)	159 (28.0%)	64 (11.3%)	28 (4.9%)	568 (100%)
p. Tennis Courts	24 (4.2%)	178 (31.3%)	242 (42.6%)	97 (17.1%)	27 (4.8%)	568 (100%)
q. Basketball Courts	19 (3.3%)	144 (25.4%)	263 (46.3%)	112 (19.7%)	30 (5.3%)	568 (100%)
r. In-line Skating Facilities	10 (1.8%)	63 (11.1%)	265 (46.7%)	202 (35.6%)	28 (4.9%)	568 (100%)
s. Skate Park / Facilities	12 (2.1%)	92 (16.2%)	260 (45.8%)	175 (30.8%)	29 (5.1%)	568 (100%)
t. Children's Playground Areas	91 (16.0%)	266 (46.8%)	139 (24.5%)	46 (8.1%)	26 (4.6%)	568 (100%)
u. Open Play Areas	37 (6.5%)	289 (50.9%)	164 (28.9%)	47 (8.8%)	31 (5.5%)	568 (100%)
v. Baseball / Softball Fields	41 (7.2%)	249 (43.8%)	186 (32.7%)	65 (11.4%)	27 (4.8%)	568 (100%)
w. Soccer Fields	33 (5.8%)	221 (38.9%)	199 (35.0%)	86 (15.1%)	29 (5.1%)	568 (100%)
x. Sand Volleyball Courts	15 (2.6%)	128 (22.5%)	264 (46.5%)	130 (22.9%)	31 (5.5%)	568 (100%)
y. Public Garden / Botanical Gardens	64 (11.3%)	234 (41.2%)	179 (31.5%)	65 (11.4%)	26 (4.6%)	568 (100%)
z. Farmers' Market	120 (21.1%)	295 (51.9%)	100 (17.6%)	30 (5.3%)	23 (4.0%)	568 (100%)
aa. Sledding Hills	39 (6.9%)	223 (39.3%)	210 (37.0%)	63 (11.1%)	33 (5.8%)	568 (100%)
bb. Other	11 (26.8%)	6 (14.6%)	6 (14.6%)	18 (43.9%)	-	41 (100%)

Table 28b: Importance of Providing Various Parks, Public Spaces, and Recreation Areas – 1998

<i>Specific Area</i>	SO IMPORTANT <i>I would pay more to have it developed and/or expanded</i>	VERY IMPORTANT <i>But I wouldn't pay more to have it developed and/or expanded</i>	NOT IMPORTANT TO ME <i>But nice to have in the community</i>	I DON'T CARE ABOUT IT	<i>Missing</i>	TOTAL
a. Flower Beds in Parks and Public Areas	67 (9.3%)	385 (53.4%)	213 (29.5%)	24 (3.3%)	32 (4.4%)	721 (100%)
b. Landscaping within Medians on Main Roads	84 (11.7%)	398 (55.2%)	188 (26.1%)	22 (3.1%)	29 (4.0%)	721 (100%)
c. Tree Planting along Street Right-of-Way	81 (11.2%)	340 (47.2%)	232 (32.2%)	37 (5.1%)	31 (4.3%)	721 (100%)
d. Improved Maintenance of Public Trees	74 (10.4%)	373 (51.7%)	206 (28.6%)	30 (4.2%)	38 (5.3%)	721 (100%)
e. Undeveloped Natural Areas	120 (16.6%)	315 (43.7%)	199 (27.6%)	41 (5.7%)	46 (6.4%)	721 (100%)
f. Wirth Aquatic Center	152 (21.1%)	242 (33.6%)	218 (30.2%)	76 (10.5%)	33 (4.6%)	721 (100%)
g. Picnic Areas	37 (5.1%)	363 (50.3%)	245 (34.0%)	47 (6.5%)	29 (4.0%)	721 (100%)
h. Picnic Shelters	42 (5.8%)	316 (43.8%)	272 (37.7%)	59 (8.2%)	32 (4.4%)	721 (100%)
i. Nature Areas and Trails	123 (17.1%)	352 (48.8%)	173 (24.0%)	37 (5.1%)	36 (5.0%)	721 (100%)
j. Biking / Walking / Running Pathways	177 (24.5%)	315 (43.7%)	160 (22.2%)	40 (5.5%)	29 (4.0%)	721 (100%)
k. Cross Country Ski Trails	60 (8.3%)	200 (27.7%)	294 (40.8%)	129 (17.9%)	38 (5.3%)	721 (100%)
l. Senior / Community Center	60 (8.3%)	264 (36.6%)	279 (38.7%)	86 (11.9%)	32 (4.4%)	721 (100%)
m. Skating Rinks / Ponds	61 (8.5%)	246 (34.1%)	292 (40.5%)	89 (12.3%)	33 (4.6%)	721 (100%)
n. Pet Exercise Areas	45 (6.2%)	132 (18.3%)	239 (33.1%)	271 (37.6%)	34 (4.7%)	721 (100%)
o. Cultural Arts Facilities	91 (12.6%)	244 (33.8%)	236 (32.7%)	112 (15.5%)	38 (5.3%)	721 (100%)
p. Tennis Courts	51 (7.1%)	222 (30.8%)	298 (41.3%)	119 (16.5%)	31 (4.3%)	721 (100%)
q. Basketball Courts	24 (3.3%)	205 (28.4%)	333 (46.2%)	125 (17.3%)	34 (4.7%)	721 (100%)
r. In-line Skating Facilities	22 (3.1%)	134 (18.6%)	293 (40.6%)	241 (33.4%)	31 (4.3%)	721 (100%)
s. Skate Park / Facilities	8 (1.1%)	84 (11.7%)	284 (39.4%)	310 (43.0%)	35 (4.9%)	721 (100%)
t. Children's Playground Areas	137 (19.0%)	332 (46.0%)	175 (24.3%)	43 (6.0%)	34 (4.7%)	721 (100%)
u. Open Play Areas	61 (8.5%)	359 (49.8%)	224 (31.1%)	43 (6.0%)	34 (4.7%)	721 (100%)
v. Baseball / Softball Fields	56 (7.8%)	327 (45.4%)	254 (35.2%)	52 (7.2%)	32 (4.4%)	721 (100%)
w. Soccer Fields	49 (6.8%)	284 (39.4%)	264 (36.6%)	92 (12.8%)	32 (4.4%)	721 (100%)
x. Sand Volleyball Courts	16 (2.2%)	185 (25.7%)	340 (47.2%)	149 (20.7%)	31 (4.3%)	721 (100%)
y. Public Garden / Botanical Gardens	Not on 1998					721 (100%)
z. Farmers' Market	Not on 1998					721 (100%)
aa. Sledding Hills	Not on 1998					721 (100%)
bb. Other	15 (13.8%)	24 (22.0%)	34 (31.2%)	36 (33.0%)		109 (100%)

Appendix J: Other Important Parks for Decisions – 2010

There were only fifteen responses to other important parks, public spaces, and recreational areas provided by respondents to the 2010 survey. No analysis is warranted; instead those responses are provided below.

“Band Shell or performance area other than city hall”

“Bike lanes/walking lane on Imperial Drive north of Capitol”

“Brookfield recreation preschool classes”

“Create bike lane”

“Creating more sidewalks in older parts of Brookfield”

“Deer control”

“Dog Parks”

“Dousman Stage Coach Inn Museum”

“Encourage the native plants to thrive in parks undeveloped areas - do not develop any more land”

“Expand Bike Trails”

“Fishing areas”

“Public spaces for cultural events”

“Rest rooms (more of)”

“Sidewalks to make area walkable”

“Wooded Area”

Appendix K: Other Reasons for Non-Participation – 2010

Table 29: Other Reasons for Non-Participation in City-sponsored Recreational Programs – 2010		
Other Reason	Count	Percentage
Age - Too Old	15	25.0%
Not Interested	13	21.7%
Grown Children	7	11.7%
Participated Elsewhere	5	8.3%
Health Issues	4	6.7%
Not Aware of Programs	3	5.0%
Difficulty in Registration	2	3.3%
Inconvenient Location	2	3.3%
No Children	2	3.3%
No Programs for My Age	2	3.3%
Other	2	3.3%
Cost	1	1.7%
Inconvenient Times	1	1.7%
Program was Full	1	1.7%
TOTAL	60	100%

Appendix L: Other Non-City Organizations for Recreational Activities - 2010

Table 30: Other Non-City of Brookfield Organizations for Recreational Activities – 2010		
<i>Other Reason</i>	<i>Count</i>	<i>Percentage</i>
Other City / County Organizations	5	15.2%
Animals / Pets Organizations	3	9.1%
Library	3	9.1%
Senior Center	3	9.1%
Farmer's Market	2	6.1%
Hiking / Walking / Biking	2	6.1%
Non-specific	2	6.1%
Other	2	6.1%
Sports Organizations	2	6.1%
Arts and Crafts	1	3.0%
Community Service Organizations	1	3.0%
Cultural Organization	1	3.0%
Employer	1	3.0%
Family / Friends	1	3.0%
Membership Organizations	1	3.0%
Music	1	3.0%
Neighborhood Groups	1	3.0%
Special Interest Groups	1	3.0%
TOTAL	33	100%

Appendix M: More City-Sponsored Opportunities for Specific Groups

There are high percentages of both “don’t know” and missing responses for both 2010 and 1998. In addition, here were differences in the age categories between 1998 and 2010 versions of the survey. In 1998, the category was “Adults – ages 37 to 60” while in 2010 the category was “Adults – ages 37 to 54”. Additionally, in 1998 the category was “Senior Citizens” while in 2010 the category was “Older Adults – Seniors 55+”.

Table 31a: More City-Sponsored Recreational Opportunities Should Be Offered for Specific Groups – 2010

Group	Many More	A Few More	Same Amount	Fewer	Don't Know	Missing	TOTAL
a. Pre-school children – ages 2 – 5	27 (4.8%)	47 (8.3%)	160 (28.2%)	19 (3.3%)	210 (37.0%)	105 (18.5%)	568 (100%)
b. Children – ages 6 – 12	28 (4.9%)	55 (9.7%)	174 (30.6%)	16 (2.8%)	196 (34.5%)	99 (17.4%)	568 (100%)
c. Youth – ages 13 – 18	28 (4.9%)	93 (16.4%)	150 (26.4%)	15 (2.6%)	186 (32.7%)	96 (16.9%)	568 (100%)
d. Young Adults – ages 19- 25	20 (3.5%)	62 (10.9%)	151 (26.6%)	21 (3.7%)	209 (36.8%)	105 (18.5%)	568 (100%)
e. Adults – ages 26 – 36	18 (3.2%)	41 (7.2%)	169 (29.8%)	20 (3.5%)	209 (36.8%)	111 (19.5%)	568 (100%)
f. Adults – ages 37 – 54 *	28 (4.9%)	69 (12.1%)	162 (28.5%)	16 (2.8%)	194 (34.2%)	99 (17.4%)	568 (100%)
g. Older Adults – Seniors 55+ *	28 (4.9%)	98 (17.3%)	156 (27.5%)	13 (2.3%)	196 (34.5%)	77 (13.6%)	568 (100%)
h. Families	31 (5.5%)	103 (18.1%)	151 (26.6%)	13 (2.3%)	173 (30.5%)	97 (17.1%)	568 (100%)
i. Individuals with Disabilities	26 (4.6%)	70 (12.3%)	111 (19.5%)	9 (1.6%)	249 (43.8%)	103 (18.1%)	568 (100%)

Table 31b: More City-Sponsored Recreational Opportunities Should Be Offered for Specific Groups – 1998

Group	Many More	A Few More	Same Amount	Fewer	Don't Know	Missing	TOTAL
a. Pre-school children – ages 2 – 5	47 (6.5%)	102 (14.1%)	156 (21.6%)	21 (2.9%)	294 (40.8%)	101 (14.0%)	721 (100%)
b. Children – ages 6 – 12	53 (7.4%)	143 (19.8%)	163 (22.6%)	11 (1.5%)	261 (36.2%)	90 (12.5%)	721 (100%)
c. Youth – ages 13 – 18	85 (11.8%)	135 (18.7%)	131 (18.2%)	8 (1.1%)	269 (37.3%)	93 (12.9%)	721 (100%)
d. Young Adults – ages 19- 25	31 (4.3%)	73 (10.1%)	194 (26.9%)	20 (2.8%)	299 (41.5%)	104 (14.4%)	721 (100%)
e. Adults – ages 26 – 36	27 (3.7%)	61 (8.5%)	213 (29.5%)	21 (2.9%)	298 (41.3%)	101 (14.0%)	721 (100%)
f. Adults – ages 37 – 60 *	41 (5.7%)	95 (13.2%)	202 (28.0%)	21 (2.9%)	264 (36.6%)	98 (13.6%)	721 (100%)
g. Seniors Citizens *	35 (4.9%)	142 (19.7%)	162 (22.5%)	13 (1.8%)	280 (38.8%)	89 (12.3%)	721 (100%)
h. Families	58 (8.0%)	148 (20.5%)	178 (24.7%)	10 (1.4%)	232 (32.2%)	95 (13.2%)	721 (100%)
i. Individuals with Disabilities	42 (5.8%)	90 (12.5%)	128 (17.8%)	9 (1.2%)	350 (48.5%)	102 (14.1%)	721 (100%)

Appendix N: Perceptions about Parks, Recreation, and Forestry

Table 32a: Perceptions about the Brookfield Parks, Recreation, and Forestry Department – 2010

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know	Missing	TOTAL
a. Should rely more on user fees to fund its activities	62 (10.9%)	249 (43.8%)	129 (22.7%)	25 (4.4%)	63 (11.1%)	40 (7.0%)	568 (100%)
b. Should sponsor more community special events such as festivals/celebrations, arts/crafts shows, concerts, etc.	41 (7.2%)	230 (40.5%)	145 (25.5%)	21 (3.7%)	88 (15.5%)	43 (7.6%)	568 (100%)
c. Should offer more cultural arts programs and activities	30 (5.3%)	196 (34.5%)	155 (27.3%)	18 (3.2%)	121 (21.3%)	48 (8.5%)	568 (100%)
d. Should concentrate more on providing fewer programs of higher quality rather than a larger number of programs	34 (6.0%)	196 (34.5%)	158 (27.8%)	21 (3.7%)	113 (19.9%)	46 (8.1%)	568 (100%)
e. Has programs which are offered at a fair price.	84 (14.8%)	344 (60.6%)	8 (1.4%)	2 (0.4%)	95 (16.7%)	35 (6.2%)	568 (100%)
f. Should offer more outdoor recreation programming such as fishing, canoeing / kayaking, trips, etc.	46 (8.1%)	138 (24.3%)	157 (27.6%)	31 (5.5%)	157 (27.6%)	39 (6.9%)	568 (100%)

Table 32b: Perceptions about the Brookfield Parks, Recreation, and Forestry Department – 1998

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know	Missing	TOTAL
a. Should rely more on user fees to fund its activities	112 (15.5%)	208 (42.7%)	135 (18.7%)	37 (5.1%)	80 (11.1%)	49 (6.8%)	721 (100%)
b. Should sponsor more community special events such as festivals/celebrations, arts/crafts shows, concerts, etc.	69 (9.6%)	295 (40.9%)	194 (26.9%)	26 (3.6%)	95 (13.2%)	42 (5.8%)	721 (100%)
c. Should offer more cultural arts programs and activities	68 (9.4%)	276 (38.3%)	152 (21.1%)	43 (6.0%)	134 (18.6%)	48 (6.7%)	721 (100%)
d. Should concentrate more on providing fewer programs of higher quality rather than a larger number of programs	71 (9.8%)	255 (35.4%)	196 (27.2%)	25 (3.5%)	128 (17.8%)	46 (6.4%)	721 (100%)
e. Has programs which are offered at a fair price.	151 (20.9%)	382 (53.0%)	20 (2.8%)	3 (0.4%)	120 (16.6%)	45 (6.2%)	721 (100%)
f. Should offer more outdoor recreation programming such as fishing, canoeing/kayaking, trips, etc.	NOT IN 1998						

Appendix O: Reasons for Participation in Any Type of Recreational Activity

In 2010, there was a response option of “don’t know.” In 1998, this was “not applicable.” For both versions, there are high percentages of these options, as well as missing.

Table 33a: Reasons for Household Participation in Any Recreational Program – 2010

Reason	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know	Missing	TOTAL
a. Affordable cost	126 (22.2%)	264 (46.5%)	27 (4.8%)	1 (0.2%)	72 (12.7%)	78 (13.7%)	568 (100%)
b. Convenient location	156 (27.5%)	274 (48.2%)	12 (2.1%)	2 (0.4%)	57 (10.2%)	66 (11.6%)	568 (100%)
c. Time of day offered	106 (18.7%)	264 (46.5%)	26 (4.6%)	2 (0.4%)	85 (15.0%)	85 (15.0%)	568 (100%)
d. Season available	82 (14.4%)	280 (49.3%)	18 (3.2%)	3 (0.5%)	88 (15.5%)	97 (17.1%)	568 (100%)
e. A chance to learn something new	96 (16.9%)	265 (46.7%)	26 (4.6%)	3 (0.5%)	82 (14.4%)	96 (16.9%)	568 (100%)
f. I/we like the activities	135 (23.8%)	266 (46.8%)	3 (0.5%)	1 (0.2%)	77 (13.6%)	86 (15.1%)	568 (100%)
g. Gives us a chance to be with our friends	53 (9.3%)	213 (37.5%)	97 (17.1%)	9 (1.6%)	104 (18.3%)	92 (16.2%)	568 (100%)
h. Competition	18 (3.2%)	99 (17.4%)	163 (28.7%)	61 (10.7%)	116 (20.4%)	111 (19.5%)	568 (100%)
i. Other	9 (11.8%)	5 (6.6%)	0 (0%)	1 (1.3%)	61 (80.3%)	-	76 (100%)

Table 33b: Reasons for Household Participation in Any Recreational Program – 1998

Reason	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Applicable	Missing	TOTAL
a. Affordable cost	191 (26.5%)	313 (43.4%)	24 (3.3%)	8 (1.1%)	119 (16.5%)	66 (9.2%)	721 (100%)
b. Convenient location	213 (29.5%)	323 (44.8%)	17 (2.4%)	3 (0.4%)	106 (14.7%)	59 (8.2%)	721 (100%)
c. Time of day offered	175 (24.3%)	321 (44.5%)	33 (4.6%)	4 (0.6%)	122 (16.9%)	66 (9.2%)	721 (100%)
d. Season available	129 (17.9%)	343 (47.6%)	31 (4.3%)	3 (0.4%)	139 (19.3%)	76 (10.5%)	721 (100%)
e. A chance to learn something new	143 (19.8%)	318 (44.1%)	38 (5.3%)	7 (1.0%)	151 (20.9%)	64 (8.9%)	721 (100%)
f. I/we like the activities	228 (31.6%)	310 (43.0%)	5 (0.7%)	1 (0.1%)	114 (15.8%)	63 (8.7%)	721 (100%)
g. Gives us a chance to be with our friends	102 (14.1%)	273 (37.9%)	107 (14.8%)	11 (1.5%)	163 (22.6%)	65 (9.0%)	721 (100%)
h. Competition	44 (6.1%)	140 (19.4%)	181 (25.1%)	64 (8.9%)	211 (29.3%)	81 (11.2%)	721 (100%)
i. Other	8 (25.8%)	13 (41.9%)	8 (25.8%)	2 (0.3%)	-	-	31 (100%)

Appendix P: Other Reasons for Participation in Recreational Activity - 2010

The most frequent reason given was for socialization or to meet friends (new or current). Exercise, fitness, or health reasons were also commonly cited.

Table 34: Other Reasons for Household Participation in Any Type of Recreational Activity – 2010		
Other Reason	Count	Percentage
Socialization / Friends	5	50%
Exercise / Fitness / Health Reason	3	30%
Fun	1	10%
School	1	10%
TOTAL	60	100%

Appendix Q: Importance of Various Recreational Programs and Activities

Table 35a: Importance of Various Recreational Programs and Activities – 2010

<i>Specific Program / Activity</i>	SO IMPORTANT <i>I would pay more to have it developed and/or expanded</i>	VERY IMPORTANT <i>But I wouldn't pay more to have it developed and/or expanded</i>	NOT IMPORTANT TO ME <i>But nice to have in the community</i>	I DON'T CARE ABOUT IT	<i>Missing</i>	TOTAL
a. Pre-school programs / activities	42 (7.4%)	134 (23.6%)	259 (45.6%)	90 (15.8%)	43 (7.6%)	568 (100%)
b. Youth programs / activities	61 (10.7%)	189 (33.3%)	212 (37.3%)	212 (37.3%)	65 (11.4%)	568 (100%)
c. Teen programs / activities	66 (11.6%)	206 (36.3%)	194 (34.2%)	58 (10.2%)	44 (7.7%)	568 (100%)
d. Adult programs / activities	45 (7.9%)	264 (46.5%)	174 (30.6%)	41 (7.2%)	44 (7.7%)	568 (100%)
e. Senior programs / activities	52 (9.2%)	239 (42.1%)	195 (34.3%)	49 (8.6%)	33 (5.8%)	568 (100%)
f. Family programs / activities	36 (6.3%)	255 (44.9%)	170 (29.9%)	58 (10.2%)	49 (8.6%)	568 (100%)
g. Community special events, festivals, celebrations	55 (9.7%)	310 (54.6%)	134 (23.6%)	37 (6.5%)	32 (5.6%)	568 (100%)
h. Cultural arts programs / activities	54 (9.5%)	255 (44.9%)	167 (29.4%)	51 (9.0%)	41 (7.2%)	568 (100%)
i. League sports for youth	56 (9.9%)	218 (38.4%)	192 (33.8%)	56 (9.9%)	46 (8.1%)	568 (100%)
j. League sports for adults	23 (4.0%)	179 (31.5%)	243 (42.8%)	75 (13.2%)	48 (8.5%)	568 (100%)
k. Summer programs / activities	72 (12.7%)	242 (42.6%)	163 (28.7%)	44 (7.7%)	47 (8.3%)	568 (100%)
School year programs / activities	NOT IN 2010					
l. After-school programs / activities	46 (8.1%)	176 (31.0%)	217 (38.2%)	84 (14.8%)	45 (7.9%)	568 (100%)
m. Programs / activities offered during breaks in the school year	47 (8.3%)	156 (27.5%)	231 (40.7%)	88 (15.5%)	46 (8.1%)	568 (100%)
n. Weekend programs / activities	34 (6.0%)	187 (32.9%)	227 (40.0%)	76 (13.4%)	44 (7.7%)	568 (100%)
o. Outdoor recreation programs / activities	47 (8.3%)	255 (44.9%)	169 (29.8%)	48 (8.5%)	49 (8.6%)	568 (100%)
p. Other	9 (19.6%)	7 (15.2%)	11 (23.9%)	19 (41.3%)	-	568 (100%)

Table 35b: Importance of Various Recreational Programs and Activities – 1998

<i>Specific Program / Activity</i>	SO IMPORTANT <i>I would pay more to have it developed and/or expanded</i>	VERY IMPORTANT <i>But I wouldn't pay more to have it developed and/or expanded</i>	NOT IMPORTANT TO ME <i>But nice to have in the community</i>	I DON'T CARE ABOUT IT	Missing	TOTAL
a. Pre-school programs / activities	49 (6.8%)	163 (22.6%)	333 (46.2%)	123 (17.1%)	53 (7.4%)	721 (100%)
b. Youth programs / activities	124 (17.2%)	241 (33.4%)	243 (33.7%)	70 (9.7%)	43 (6.0%)	721 (100%)
c. Teen programs / activities	125 (17.3%)	247 (34.3%)	235 (32.6%)	67 (9.3%)	47 (6.5%)	721 (100%)
d. Adult programs / activities	54 (7.5%)	311 (43.1%)	252 (35.0%)	55 (7.6%)	49 (6.8%)	721 (100%)
e. Senior programs / activities	55 (7.6%)	262 (36.3%)	291 (40.4%)	64 (8.9%)	49 (6.8%)	721 (100%)
f. Family programs / activities	75 (10.4%)	287 (39.8%)	241 (33.4%)	61 (8.5%)	57 (7.9%)	721 (100%)
g. Community special events, festivals, celebrations	84 (11.7%)	362 (50.2%)	186 (25.8%)	40 (5.5%)	49 (6.8%)	721 (100%)
h. Cultural arts programs / activities	94 (13.0%)	259 (35.9%)	239 (33.1%)	76 (10.5%)	53 (7.4%)	721 (100%)
i. League sports for youth	95 (13.2%)	280 (38.8%)	244 (33.8%)	53 (7.4%)	49 (6.8%)	721 (100%)
j. League sports for adults	34 (4.7%)	206 (28.6%)	340 (47.2%)	88 (12.2%)	53 (7.4%)	721 (100%)
k. Summer programs / activities	121 (16.8%)	296 (41.1%)	216 (30.0%)	42 (5.8%)	46 (6.4%)	721 (100%)
School year programs / activities	56 (7.8%)	265 (36.8%)	285 (39.5%)	64 (8.9%)	51 (7.1%)	721 (100%)
l. After-school programs / activities	73 (10.1%)	235 (32.6%)	288 (39.9%)	70 (9.7%)	55 (7.6%)	721 (100%)
m. Programs / activities offered during breaks in the school year	77 (10.7%)	227 (31.5%)	279 (38.7%)	87 (12.1%)	51 (7.1%)	721 (100%)
n. Weekend programs / activities	59 (8.2%)	265 (36.8%)	260 (36.1%)	84 (11.7%)	53 (7.4%)	721 (100%)
o. Outdoor recreation programs / activities	NOT IN 1998					
p. Other	5 (5.7%)	12 (13.6%)	36 (40.9%)	35 (39.8%)	-	88 (100%)

Appendix R: Other Important Programs or Activities - 2010

There were only eight responses to other important programs or activities provided by respondents to the 2010 survey. No analysis is warranted; instead those responses are provided below.

“Activities including those with special needs”

“Ban burning, improve air”

“Bus trip to Chicago, Madison Farmer's Markets, etc.”

“Dousman Stage Coach Inn Museum”

“Fishing clinics”

“Groups could be responsible for organizing and supervising activities by volunteers if space is provided by the parks.”

“Hiking trails and walkable neighborhoods with sidewalks”

“Synchronized swimming”

Appendix S: Other Sources of Information or Announcements - 2010

Table 36: Other Sources of Information about City of Brookfield Recreational Activities – 2010		
Other Source	<i>Count</i>	<i>Percentage</i>
Signs	18	64.3%
Library	3	10.7%
Mailing	3	10.7%
Senior Center	2	7.1%
Email	1	3.6%
Other	1	3.6%
TOTAL	28	100%

Appendix T: Main Sources of Information or Announcements - 2010

Table 37: Main Sources of Information about City of Brookfield Recreational Activities – 2010		
Other Source	<i>Count</i>	<i>Percentage</i>
Mailing	394	72.0%
Newspaper	92	16.8%
Website	20	3.7%
Word-of-Mouth	14	2.6%
School	12	2.2%
Signage	5	0.9%
Cable/TV	4	0.7%
Library	3	0.5%
Email	2	0.4%
Radio	1	0.2%
TOTAL	547	100%

Appendix U: Crosstab Analysis

In this section, all 2010 survey questions are submitted to crosstab analysis to determine whether there are any differences between groups. The four key groups considered include location, new residents (within 5 years), households with children, and senior households. More specifically, we use crosstab analysis to determine whether a key group is different from its counterpart group(s). For example, differences between respondents in households with children are compared with respondents from households without children.

Differences between groups will only be reported when statistically significant differences between the groups are discovered.¹² The following describes specifically how the groups are organized:

- **Location**: In the survey, a map of Brookfield was divided into four quadrants, and respondents were asked to report in which quadrant they lived. The four quadrants are defined by the intersecting streets of North Avenue and Calhoun Road.¹³ For a map of the quadrants please see page 11 of the full report. When a difference is found it should be interpreted in the following way: respondents from one quadrant were found to be more or less likely answer in a certain way compared with respondents from the other three quarters.
- **New Residents**: New residents are defined as those survey respondents who reported living in Brookfield five years or less. Respondents from this group's counterpart include those residents who reported living in Brookfield for six years or more.
- **Households with Children**: This self-explanatory group will be compared to those who did not report any children living in their household.
- **Senior Households**: This group of respondents is defined as a household with at least one senior citizen (age 65 and up). Its counterpart group is made up of respondents from households with no seniors.

A table listing all statistically significant differences can be found at the end of this section (see Table 38).

Importance of Facilities, Services, and Programs to Household Quality of Life (q20)

Respondents were asked how important the Parks, Recreation, and Forestry Department facilities, services, and programs are to the household's overall quality of life. No statistically significant differences between groups were found.

¹² Pearson's Chi-squared statistics are utilized, and only those survey questions with statistical differences between groups at the $p < 0.05$ level are reported.

¹³ Quadrant 1 lies in Brookfield's Northwest quarter; Quadrant 2 lies in the Northeast; Quadrant 3 lies in the Southwest; and Quadrant 4 is in the Southeast.

Parks and Forestry Section

Satisfaction with Parks and Public Spaces (q1). Respondents were asked to indicate their overall household satisfaction with the parks and public spaces in the City of Brookfield. No differences were found between the groups.

Perceived Quality of Parks, Public Spaces, Recreational Areas, and Facilities (q2). Respondents were asked: “Based on your household’s use, please rate the quality of parks, public spaces, recreational areas, and facilities in the City of Brookfield.” Response options included “excellent,” “good,” “average,” “poor,” “don’t know,” and “don’t use.” Respondents were able to rate twenty-four various parks and facilities.

Among the groups, significant differences were found only with respect to households with and without children. Respondents in households with children were slightly more likely to give a poor or average rating for skating rinks/ponds (2l).¹⁴

Frequency of Household Visits to Parks within the Past 12 Months (q3). Respondents were asked to report the number of times that they or a member of their household have visited a park in the City of Brookfield within the past twelve months. There were four responses: “none,” “1 to 5 times,” “6 to 10 times,” and “more than 10 times.”

New residents, households with children, and senior households were found to have differences in relation to their counter-part groups. New residents and households with children were *more* likely to attend more frequently than seasoned residents and households without children. Respondents from senior households were *less* likely than respondents from non-senior households to attend more frequently.

Parks Visited in the City of Brookfield during the Past 12 Months (q4). Twenty-four parks within the City of Brookfield were listed and respondents were asked to indicate each that they or a member of their household had visited in the past twelve months. Significant differences were found for all key groups.

- **Location:** Respondents from Quadrant 1 were *more* likely than respondents from other areas to visit Beverly Hills, Canterbury, and Mitchell Parks. Respondents from Quadrant 2 were *more* likely than other to visit Lilly Heights Park, and respondents from Quadrant 4 were *more* likely than others to visit the Dousman Stagecoach Inn site.
- **New Residents:** New residents were *more* likely than others to attend Wirth Park and Wirth Park South.
- **Households with Children:** Respondents from households with children were *more* likely than others to attend several parks; these parks are listed in the table at the end of this section in Table 38.
- **Senior Households:** Respondents from households with seniors were *less* likely than others to attend several parks (again, all of which are listed in the table at the end of this section).

¹⁴ A non-directional statistically significant difference also existed with respect to biking/running/walking pathways (q2i) for households with children. Respondents from households with children were more likely to give a rating of “good” or “poor.”

Park Closest to Respondent Home (q5). All respondents were asked to identify the park that is closest to their homes. Because this question is open-ended, it is omitted from the crosstab analysis.

Reasons for Park Visits (q6). Survey respondents were asked to indicate the reasons why members of their households have visited a park in the City of Brookfield. They could select more than one reason. No significant differences were found with respect to location, but some differences were found for the other groups.

New residents and respondents from households with children were *less* likely than their counterparts to indicate that they did not visit a Brookfield park in the past 12 months. The opposite holds for senior households; respondents from households with seniors were *more* likely than others to indicate that they did not attend a park in the past 12 months.

In reporting differences for the other reasons listed in the survey, two key groups are broken down into more detail:

- Households with Children: Among almost all the reasons listed (see Table 38), respondents from households with children were *more* likely to provide those reasons than their counterparts. There are three exceptions where no statistically significant differences were found: community special events, enjoying nature, and other reasons.
- Senior Households: Overall, senior household respondents were *less* likely to provide the listed reasons than their counterparts for almost all the reasons listed, except for three: community special events, social gatherings, and other.

Importance of Various Factors about Parks and Recreation Areas (q7). Respondents were asked: “When you consider the quality of life in your neighborhood, please indicate how important each of the following statements about parks and recreation areas are to you.” Response options in 2010 are “very important,” “somewhat important,” “not very important,” “not at all important,” and “no opinion.”

For this question only one significant difference was discovered. Respondents in households with children were *more* likely than others to report that “Creating areas where neighbors can get to know each other” was a “very” or “somewhat” important factor.

Priorities for the Parks, Recreation, and Forestry Department (q8). Across four issues, respondents were asked to select between two options regarding possible policies and actions of the City of Brookfield Parks, Recreation, and Forestry Department for prioritization and implementation. No significant differences were found for these questions.

Importance of Providing Various Parks, Public Spaces, and Recreational Areas (q9). Respondents were asked to indicate how important the provision of twenty-eight various parks, public spaces, and recreational areas are to their households. Response options included:

- “SO IMPORTANT – I would pay more to have it developed and/or expanded.”
- “VERY IMPORTANT – But I wouldn’t pay more to have it developed and/or expanded.”
- “NOT IMPORTANT TO ME – But nice to have in the community.”
- “I DON’T CARE ABOUT IT”

Significant differences were found for three key groups (Location was not a factor), and these are reported below:

- **New Residents**: In general, new residents were *more* likely to place importance on developing five park features/amenities compared with others. These characteristics include: Wirth Aquatic Center (9f), children’s playground areas (9t), open play areas (9u), farmer’s market (9z), and sledding hills (9aa).
- **Households with Children**: Some interesting differences were found with respect to respondents from households with children. First, they were *less* likely to place importance in developing landscaping (9b) and senior/community center (9l). However, they were *more* likely to place importance in eleven other categories (see Table 38 for all categories).
- **Senior Households**: Differences between senior and non-senior households were also interesting. Respondents from senior households were *more* likely than others to place importance in developing senior/community center (9l), but *less* likely in twelve other categories (see Table 38 for all categories).

Recreation Section

Satisfaction with Recreational Programs Offered by the City of Brookfield (q10).

Respondents were asked to indicate their overall household satisfaction with the recreational programs offered by the City of Brookfield. No significant differences were found for this question.

Participation in City-sponsored Recreational Programs during the Past 12 Months (q11).

Respondents were asked to report the number of recreational programs sponsored by the City of Brookfield’s Parks, Recreation, and Forestry Department that they or a member of their household have participated in during the past twelve months. Respondents from households with children participated *more* frequently than others. On the other hand, respondents from senior households participated *less* than their counterparts.

Reasons for Non-Participation in City-Sponsored Recreational Programs (q12).

For those respondents who reported no participation by a household member in any city-sponsored recreational program during the last twelve months, a follow-up question was asked to determine the reason or reasons why they had not. Respondents could select more than one reason. Differences were found for three key groups (excluding Location), and are detailed below:

- **New Residents**: New residents were *less* likely to give “nothing interesting” as a reason than others.
- **Households with Children**: Respondents from households with children were *less* likely to give reasons in the following categories for why they have not participated in Brookfield’s recreational programs: “not aware,” “nothing interesting,” “inconvenient times,” and (surprisingly) “too busy.”
- **Senior Households**: Respondents from senior households were *more* likely to report that the reason they did not participate in recreation programs was due to “nothing interesting” and give “other” reasons than their counterparts.

Participation in Other Recreational Activities (q13). All respondents were asked whether they participated in any recreational activities offered by organizations other than the City of Brookfield, and they were asked to indicate which organizations hosted the activities. Respondents could select more than one response. Several differences between groups were found:

- **Location:** Quadrant 4 had the highest proportion of respondents who indicated that they regularly participate in recreational activities organized by community sports organizations.
- **New Residents:** New residents are *more* likely to regularly participate in recreational activities offered by community service organizations and schools.
- **Households with Children:** Respondents from households with children were *more* likely than others to regularly participate in activities offered by various organizations (except cultural and special interest organizations). They were *less* likely than others to regularly participate via “other” organizations.
- **Senior Households:** Respondents from households with at least one senior citizen were *less* likely than their counterparts to regularly attend recreational activities offered by the various groups listed, excluding cultural organizations, churches, special interests, and “other” groups (no statistical differences were found for these).

More City-Sponsored Recreational Opportunities for Specific Groups (q14). Respondents were asked to indicate if the City of Brookfield Parks, Recreation, and Forestry Department should increase or decrease the recreational opportunities for specific individuals or groups. Response options were “many more,” “a few more,” “same amount,” “fewer,” and “don’t know.”

The only significant differences for this survey question were found with respect to households with children. Respondents in households with children were *more* likely than others to support more programming (“a few more” or “many more” programs) for pre-school children (ages 2-5), children (ages 6-12), young adults (ages 19-25), and families.

Perceptions about the Brookfield Parks, Recreation, and Forestry Department (q15). Respondents were asked to indicate their level of agreement with several statements about actions the Brookfield Parks, Recreation, and Forestry Department should take related to various issues. Response options were “strongly agree,” “agree,” “disagree,” “strongly disagree,” and “don’t know.” Statistically significant differences were found with respect to two key groups, households with children and senior households:

- **Households with Children:** Respondents in this group were *less* likely than their counterparts to support more reliance on user fees (15a), more cultural programs/activities (15c), and quality over quantity programming (15d). They were *more* likely than others to support more outdoor recreation programming (15f).
- **Senior Households:** Respondents from senior households were *more* likely to support more cultural programs/activities (15c) and quality over quantity programming (15d).

Reasons for Household Participation in Any Recreational Program (q16). Respondents were asked to indicate their level of agreement with several possible reasons why

household members participate in any public or private recreational program(s). Response options were “strongly agree,” “agree,” “disagree,” “strongly disagree,” and “don’t know.” No statistically significant differences were found among the key groups.

Importance of Various Recreational Programs and Activities (q17). Respondents were asked to indicate how important various recreational programs and activities are to their households. Response options included:

“SO IMPORTANT – I would pay more to have it developed and/or expanded.”

“VERY IMPORTANT – But I wouldn’t pay more to have it developed and/or expanded.”

“NOT IMPORTANT TO ME – But nice to have in the community.”

“I DON’T CARE ABOUT IT.”

Several differences between groups were discovered, detailed below:

- **New Residents:** New residents were *more* likely to place importance (“so important” and “very important”) on pre-school (17a), youth (17b), and weekend (17n) programs/activities. They were *less* likely to place importance on senior programs/activities (17e) than their counterpart group.
- **Households with Children:** Respondents in this group were *more* likely than their counterparts to express importance for almost every category listed (see Table 1 for the full list). However, respondents from households with children were *less* likely to find senior programs/activities (17e) important. Also, no significant differences were found with regarding cultural arts (17h) and other (17p) programs/activities.
- **Senior Households:** Respondents from senior households in general were *less* likely to find various program categories important, except for senior programs/activities (17e), which they were *more* likely to support. No differences for this group were found regarding cultural arts (17h) and other (17p) programs/activities.

Sources of Information about City of Brookfield Recreational Activities (q18). Respondents were asked to identify all of their sources of information or announcements about City of Brookfield recreational activities in the past twelve months. Respondents could select more than one reason. A few significant differences are highlighted below:

- **Location:** Respondents from Quadrant 2 were significantly *less* likely to report hearing announcements from schools than respondents from other quadrants.
- **New Residents:** New residents were *less* likely than their counterparts to hear announcements via newspapers, and *more* likely to hear them via website or from their child’s school.
- **Households with Children:** Respondents from households with children were *more* likely than others to hear announcements from website, word of mouth, mailings, and their child’s school, and *less* likely via newspaper.
- **Senior Households:** Respondents from senior households were *more* likely to hear announcements about recreational activities via newspapers and Cable television, and *less* likely via website.

Interpreting the Crosstabs Table

In the table, arrows in each cell indicate whether the group found in the column is more (↑) or less (↓) likely than its counterpart group to provide the particular answer described in the row.¹⁵ For example, if there is an up arrow for q3 (frequency of attending parks) in the households with children column, then respondents from that group were more likely than respondents from households without children to attend parks more frequently.

For the location variable, the quadrant with the highest percentage of respondents fulfilling the row characteristic is listed. For example, for q2 (parks attended in the past 12 months), if “Quad 1” is listed for q2a (Beverly Hills), then respondents from Quadrant 1 were most likely to attend Beverly Hills Park among all respondents.¹⁶

Table 38. Results of Crosstab Analysis

Area	Question	Location (4 Quads)	New Resident (5 yrs or less)	Households with Kids	Senior Households
Overall Satisfaction with Parks and Public Spaces	q1				
Quality of Parks, Public Spaces, Recreation Areas, and Facilities	q2a				
	q2b				
	q2c				
	q2d				
	q2e				
	q2f				
	q2g				
	q2h				
	q2i			*	
	q2j				
	q2k				
	q2l			↓	
	q2m				
	q2n				
	q2o				
	q2p				
	q2q				
	q2r				
	q2s				
	q2t				

¹⁵ In one instance, a non-directional difference exists, and is presented with an asterisk (*).

¹⁶ Reporting on question #18 is different, where Quadrant 2 had significantly less individuals compared with other groups on one item. In this case, the table indicates, “Quad 2↓.”

	q2u				
	q2v				
	q2w				
	q2x				
Frequency of Household Visits	q3		↑	↑	↓
Parks Visited	q4_Beverly_Hills	Quad 1		↑	↓
	q4_Brookfield_Manor				
	q4_Camelot			↑	↓
	q4_Canterbury	Quad 1		↑	↓
	q4_Cardinal				
	q4_Dousman	Quad 4			
	q4_Endicott			↑	↓
	q4_Fairview				
	q4_Kinsey				
	q4_Krueger			↑	↓
	q4_Lamplighter				
	q4_Lilly_Heights	Quad 2			
	q4_Mary_Knoll			↑	
	q4_McCoy			↑	↓
	q4_Mitchell	Quad 1		↑	↓
	q4_MoundZion				
	q4_Rolling_Meadows				
	q4_Ruby				
	q4_Soccer_Park			↑	↓
	q4_Three_Meadows			↑	↓
	q4_Westchester				
	q4_Weston_Hills			↑	
	q4_Wirth_Park			↑	↓
q4_Wirth_Park_South			↑	↓	
Reasons for Visiting Parks	q6_DNA		↓	↓	↑
	q6_Brookfield			↑	↓
	q6_Independ			↑	↓
	q6_SelfDirect			↑	↓
	q6_SpecEvent				
	q6_Relax			↑	↓
	q6_Exercise			↑	↓
	q6_Nature				↓
	q6_Social			↑	
	q6_Other				

Important Factors About Parks and Recreation Areas	q7a				
	q7b				
	q7c				
	q7d				
	q7e			↑	
	q7f				
Choices About Parks	q8_A				
	q8_B				
	q8_C				
	q8_D				
Importance of Various Park Characteristics	q9a				
	q9b			↓	
	q9c				
	q9d				
	q9e			↑	↓
	q9f		↑	↑	↓
	q9g			↑	↓
	q9h				
	q9i				↓
	q9j			↑	↓
	q9k				
	q9l			↓	↑
	q9m				
	q9n				
	q9o				
	q9p			↑	↓
	q9q			↑	↓
	q9r				
	q9s				
	q9t		↑	↑	↓
	q9u		↑	↑	↓
	q9v			↑	↓
	q9w			↑	↓
	q9x				
	q9y				
	q9z		↑		
q9aa		↑	↑	↓	
q9bb					

Overall Satisfaction with Recreational Programs	q10				
Frequency of Recreational Program Involvement	q11			↑	↓
Reasons for Not Participating	q12_NotAware			↓	
	q12_NoInterest		↓	↓	↑
	q12_SameElsewhere				
	q12_Full				
	q12_BadExp				
	q12_InconTime			↓	
	q12_InconLocate				
	q12_Expense				
	q12_Busy			↓	
	q12_Other				↑
Participation in Recreation Activity Organized by Other Groups	q13_ComServOrg		↑	↑	↓
	q13_Member			↑	↓
	q13_ComRec			↑	↓
	q13_ComSport	Quad 4		↑	↓
	q13_Culture				
	q13_Church			↑	
	q13_SpecInt				
	q13_School		↑	↑	↓
	q13_Other			↓	
More City-Sponsored Recreational Opportunities for Specific Groups	q14a			↑	
	q14b			↑	
	q14c			↑	
	q14d				
	q14e				
	q14f				
	q14g				
	q14h			↑	
	q14i				
Perceptions about the Brookfield Parks, Recreation, and Forestry Department	q15a			↓	
	q15b				
	q15c			↓	↑
	q15d			↓	↑
	q15e				
	q15f			↑	↓

Reasons for Household Participation in Any Recreational Program	q16a				
	q16b				
	q16c				
	q16d				
	q16e				
	q16f				
	q16g				
	q16h				
	q16i				
Importance of Various Recreational Programs and Activities	q17a		↑	↑	↓
	q17b		↑	↑	↓
	q17c			↑	↓
	q17d			↑	↓
	q17e		↓	↓	↑
	q17f			↑	↓
	q17g			↑	↓
	q17h				
	q17i			↑	↓
	q17j			↑	↓
	q17k			↑	↓
	q17l			↑	↓
	q17m			↑	↓
	q17n		↑	↑	↓
	q17o			↑	↓
q17p					
Sources of Information about City of Brookfield Recreational Activities	q18_Newspaper		↓	↓	↑
	q18_Website		↑	↑	
	q18_WordMouth			↑	
	q18_Radio				
	q18_CableTV				↑
	q18_Mailing			↑	
	q18_School	Quad 2↓	↑	↑	↓
	Q18_Other				
Overall Importance of Parks, Recreation and Forestry	q20				



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