



Superior Indoor Space Survey

Key Points on
Indoor Space

September 22, 2014



Survey Methodology

- Extensive community participation in reviewing survey approach and questions.
- Important acknowledgement that this type of survey is not a referendum; rather, it is a planning tool to better understand complex issues.
- Survey used a postcard to invite participation, all households mailed one card with a password. A follow-up postcard was then sent to all non-responding households.
- Upon request, a paper survey was available as a substitute for the on-line version.
- Survey was designed to focus on the opinions of the “household” rather than just the individual respondent. Many of the survey questions contained this caveat.
- Town encouraged participation with email blasts, signs and other outreach.

Overall Response Rates and Demographics

Surveys were mailed to a total of 4,734 households using a mailing list provided by the Town. After accounting for undeliverable cards (221 were returned) the responses rate was 13%, with 600 survey completed surveys.

For the sample size 600, we estimate with 95% confidence that the actual responses are within plus or minus about 4% of the reported response on any given question.

Neighborhood:

- Rock Creek (north of Coalton): 51%
- Rock Creek (south of Coalton): 32%
- Sagamore: 3%
- Saddlebrooke at Rock Creek: 3%
- The Horizons: 3%
- The Ridge: 2%
- Original Town: 1%
- Calmante: 0%

Gender:

- Male: 40%
- Female: 60%

Age:

- Under 25: 1%
- 25 to 34: 8%
- 35 to 44: 33%
- 45 to 54: 32%
- 55 to 64: 20%
- 65 or over: 6%

Marital/family status:

- Single, no children: 6%
- Single with children: 7%
- Couple, no children: 8%
- Couple with children: 65%
- Empty nester: 14%

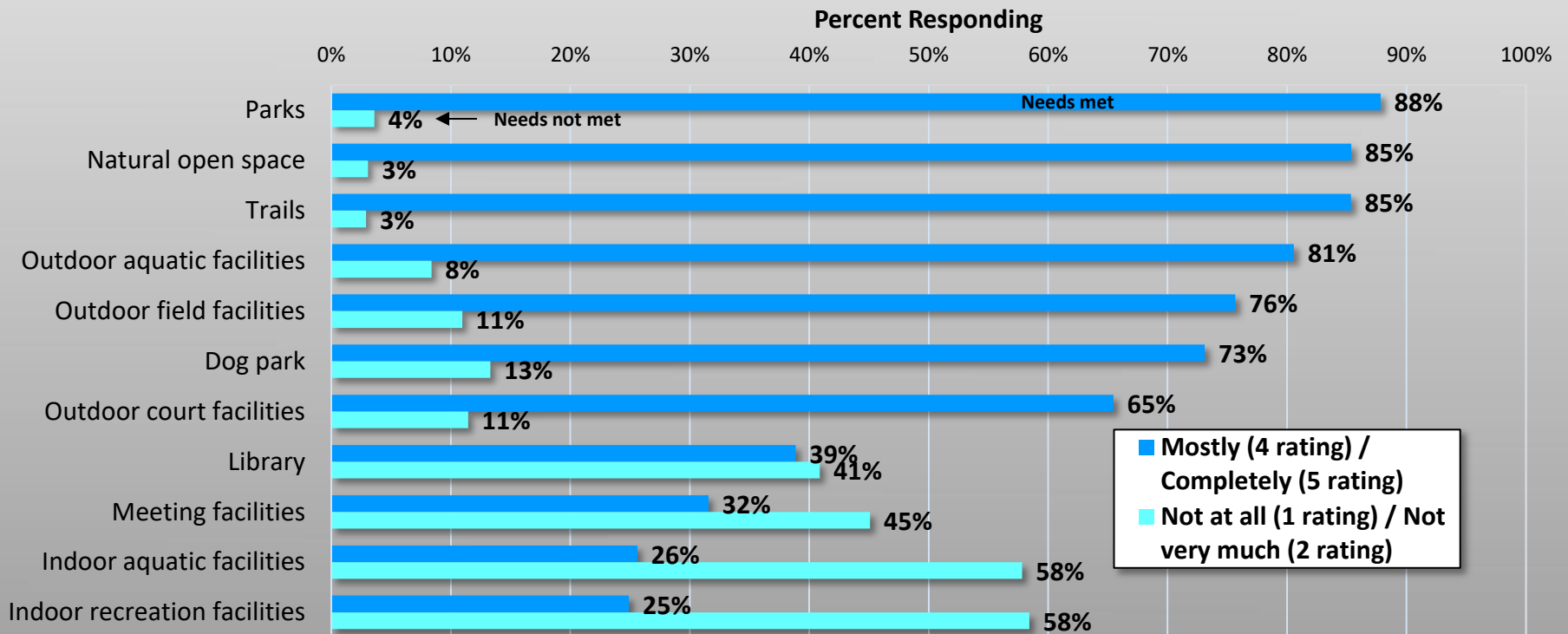
Homeowner Status

- Own: 92%
- Rent: 8%

“Meets needs” ratings of current services/facilities

Q: Considering ALL your nearby options, IN or NEAR Superior, how well do you think the following services and facilities CURRENTLY meet the needs of your household?

- Outdoor recreation facilities are rated highest (parks, natural open space, trails)
- Indoor recreation and aquatic facilities are currently rated insufficient, with over 50% of respondents indicating that their needs are not met

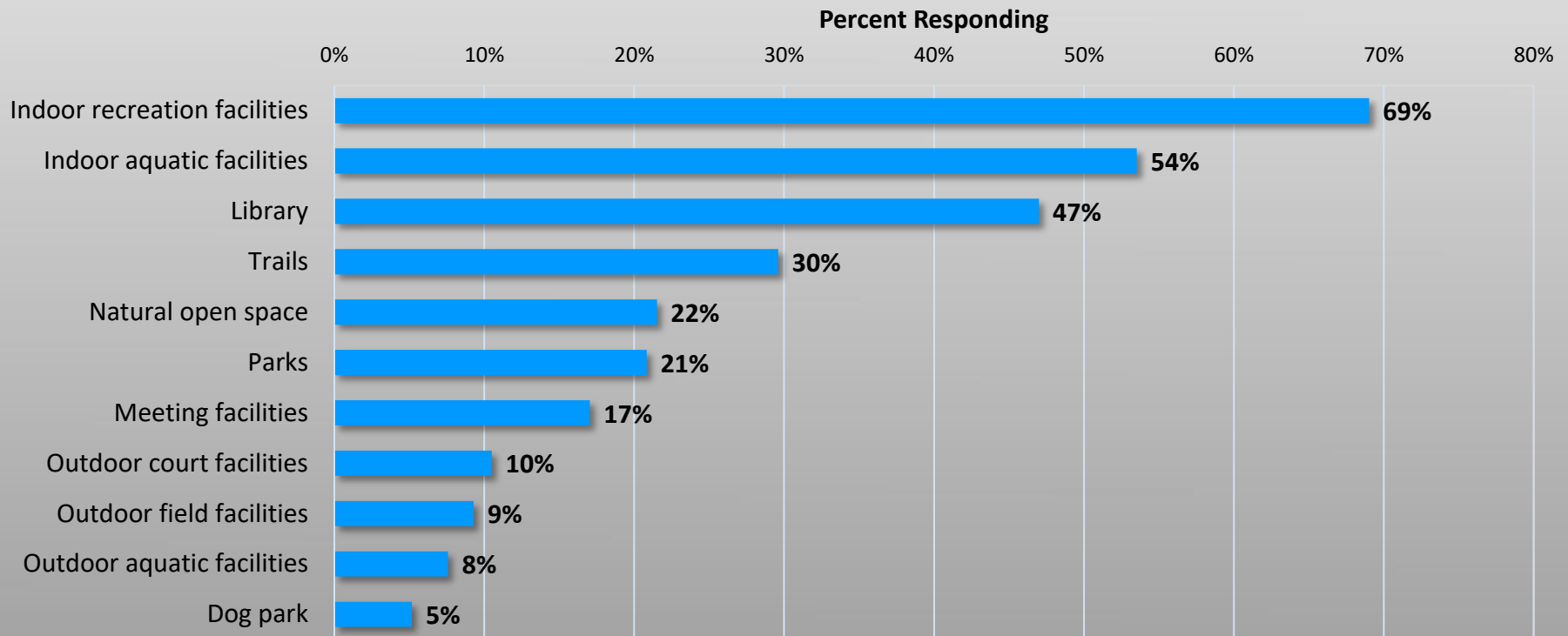


Source: 2014 Superior Recreation and Indoor Facilities Survey.

Top priorities to add/improve

Q: Which three types of facilities should be the HIGHEST PRIORITIES to add or improve IN SUPERIOR in order to better meet the needs of your household?

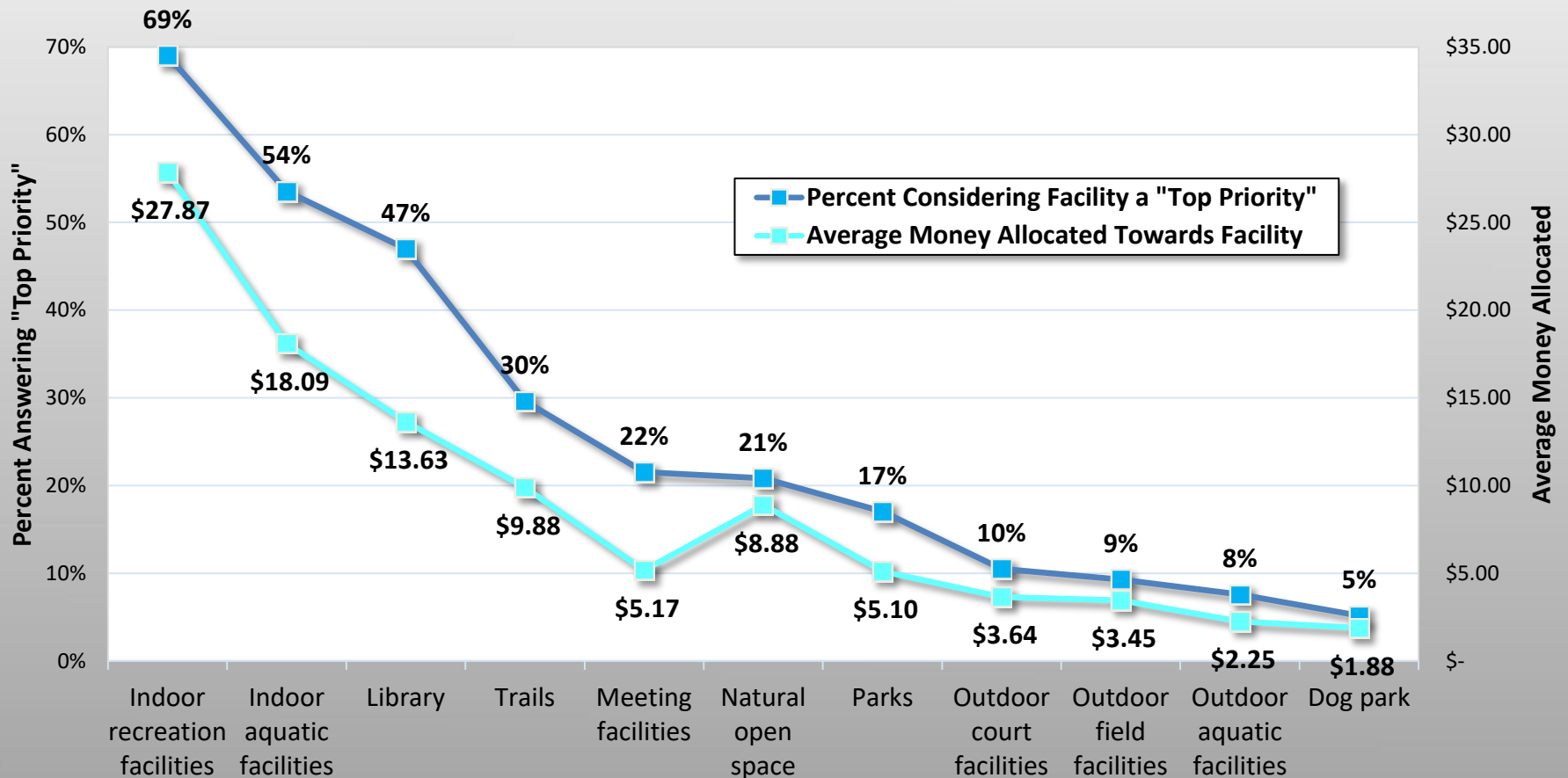
- By far, the top priority is indoor recreational facilities (69% of respondents), followed by indoor aquatic facilities (54%) and the library (47%)



Source: 2014 Superior Recreation and Indoor Facilities Survey.

Priority rankings vs. average money allocated

- Amount of money allocated mirrors the priority hierarchy identified earlier

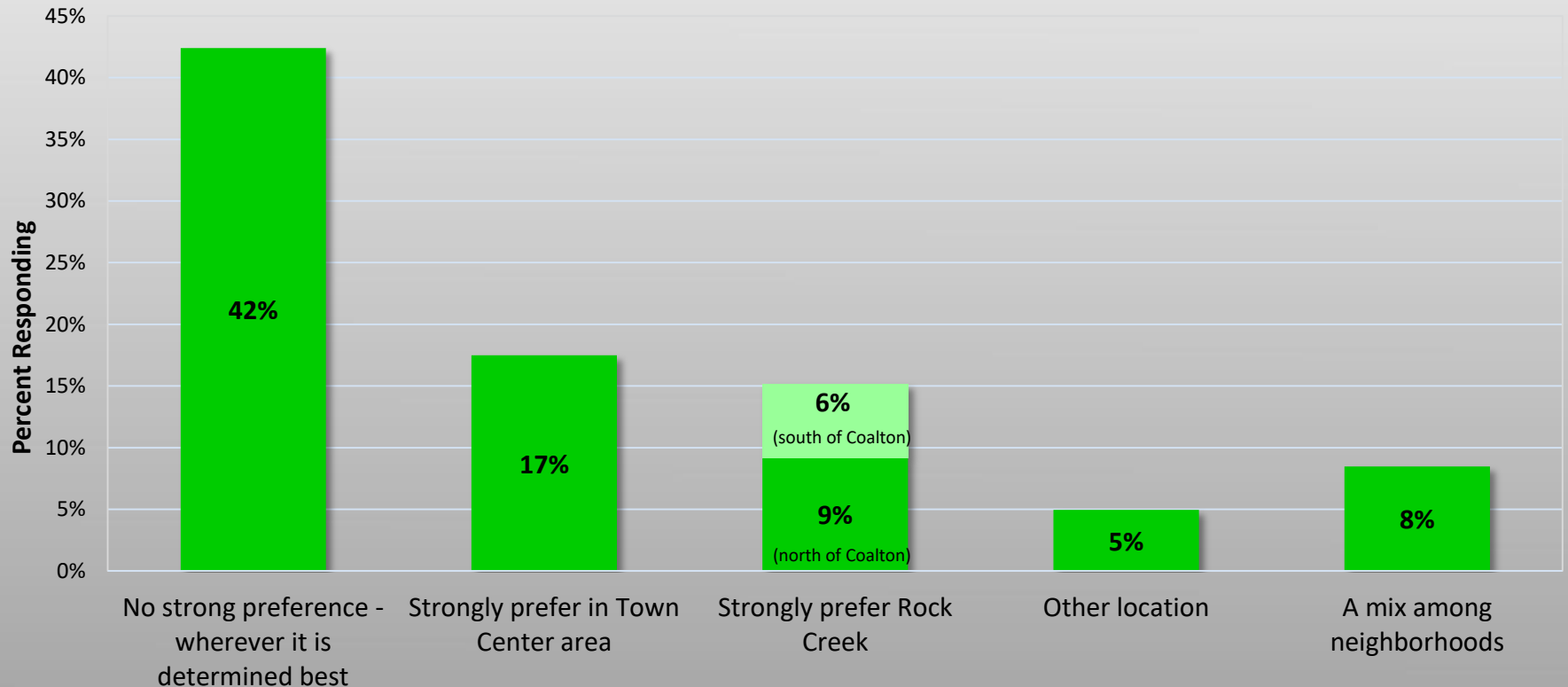


Source: 2014 Superior Recreation and Indoor Facilities Survey.



Preferred location for Superior indoor facility

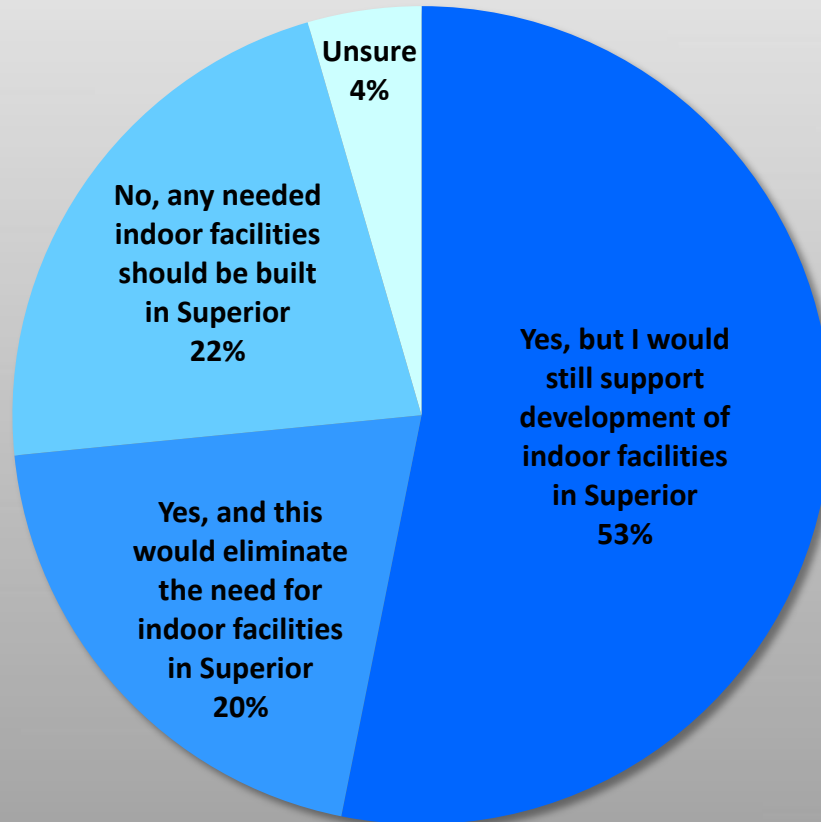
- About 4 in 10 respondents (42%) have no preference in facility location
- 17% prefer the Town Center, while 15% prefer the Rock Creek area



Source: 2014 Superior Recreation and Indoor Facilities Survey.

Potential indoor facilities partnership with Louisville

Would you support a partnership agreement with the City of Louisville where residents would have reciprocal access to community/recreational facilities?

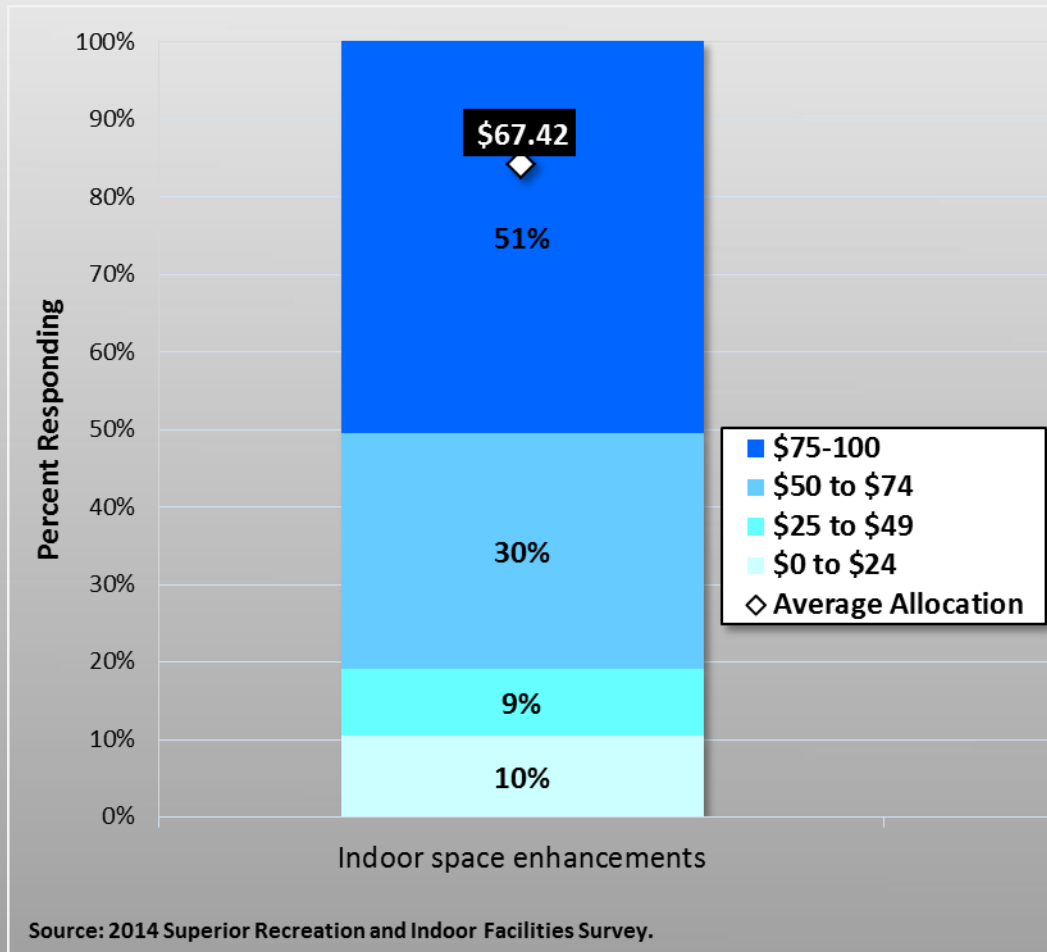


- A slight majority (53%) of respondents would support a partnership but would like to see expanded facilities in Superior
- Overall, about three-quarters of respondents approve of a partnership with Louisville
- 72% of respondents stated that they would be “very likely” to use a public Superior indoor recreation facility

Source: 2014 Superior Recreation and Indoor Facilities Survey.

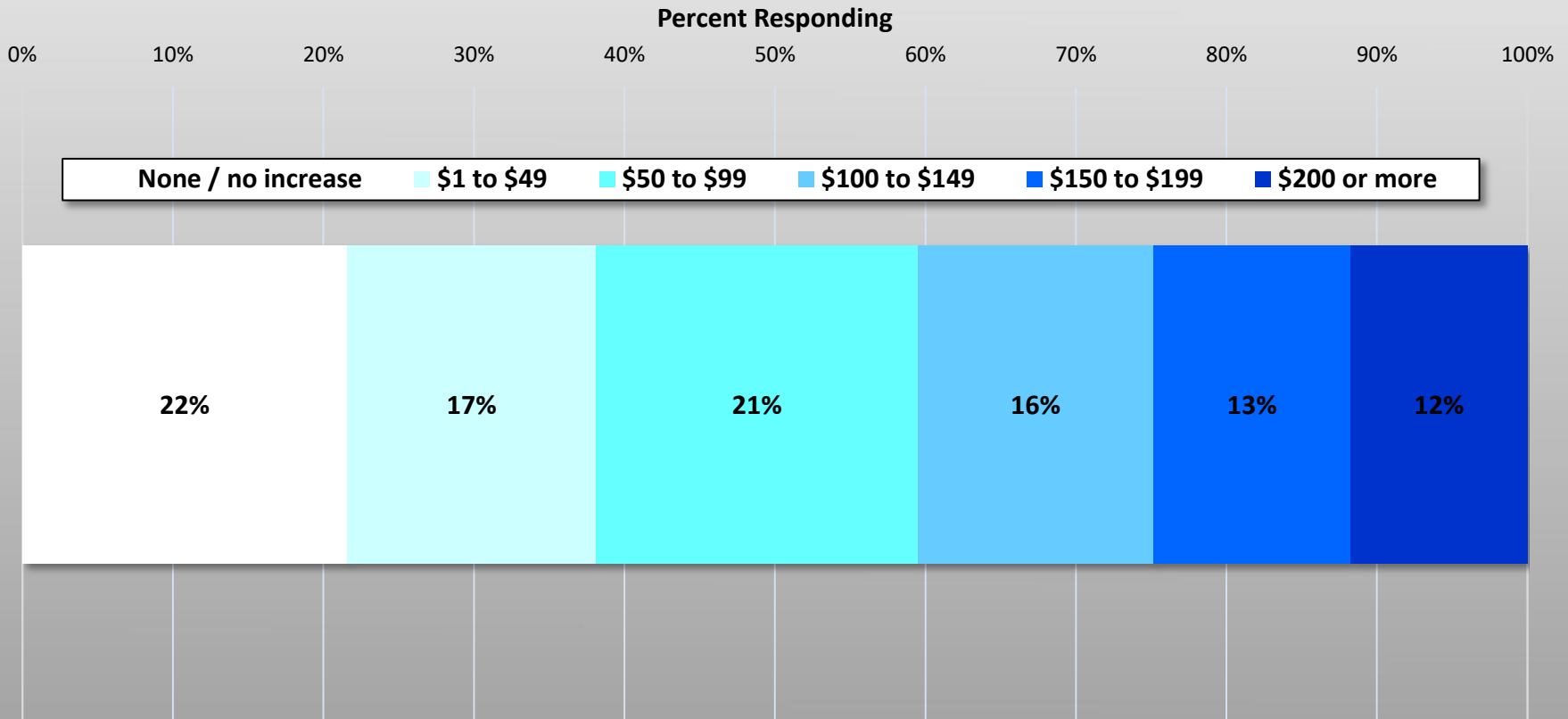
Allocation of funds for indoor

- When given allocation funds of \$100, respondents put a larger share (on average \$67) towards indoor facilities



Taxes for potential indoor facilities program

- Only about a quarter (22%) of respondents would not be willing to pay taxes annually for an indoor facilities program
- 38% would be willing to spend between \$1 and \$99 annually



Source: 2014 Superior Recreation and Indoor Facilities Survey.

DISCUSSION AND QUESTIONS