Program Interest Survey Results
May 15, 2014
Data Collection Hierarchy

- Needs Assessment
  - Biennial
  - Random sampling representational of community
  - Measures demographics, needs and priorities of services, programs and facilities

- Program Evaluation
  - Quarterly
  - Program participants
  - Measures satisfaction with program content, leader, facility, value, etc.
Data Collection Hierarchy

• Experience Surveys
  • On-going
  • Currently facility users, variable frequency
  • Measures satisfaction with facility and customer service
  • Being adapted for all services areas

• Program Interest
  • Annually
  • Representative of participants with high interest
  • Tool to further define programming needs by user group, location, and time of day
Overview

• 8-week data collection
• Available in-person at recreation centers and online
• Promoted via social media, ACPS, City eNews, listservs and HOAs
• 934 responses received
• 53.4% of households with youth
• 85.1% of households with adults
• 88.1% Alexandria residents
Youth Age Group

- Ages 0-5
- Ages 6-11
- Ages 12-17
Youth Program Preferences

Aquatics
Sports Leagues*
Sports Classes*
Gymnastics
Dance*
Family Events
School Break Camps
Music*
Out of School Time
Fun with Nature
Creative Arts*
Performing Arts*
Martial Arts*
Open Play*
Teen Programs
Youth Other*
Fitness
Technology*
Cooking*
Therapeutic Recreation
Fitness Room

* new, more detailed category
Before/After School Program Interest

If transportation is provided to host site?

Yes 62%
No 38%

Before School

Yes 31%
No 69%

After School

Yes 94%
No 6%
Youth Time Preferences

- Weekday Mornings: 10%
- Weekday Afternoons: 20%
- Weekday Evenings: 25%
- Weekend Mornings: 30%
- Weekend Afternoons: 15%
- Weekend Evenings: 5%
Adult Age Group

- Ages 18-34
- Ages 35-54
- Ages 55 & up
Adult Program Preferences

- Fitness Classes*
- Fitness Room Use
- Aquatics
- Aqua Exercise
- Cooking*
- Dance*
- Adult Other*
- Creative Arts*
- Continuing Education
- Travel Programs
- Music*
- Performing Arts*
- Nature for Adults
- Open Play*
- Programs with Dogs
- Sports Leagues*
- Social Events/Sports*
- Technology*
- Sports Classes*
- Aquatics
- Fitness Room Use
- Aquatics

* new, more detailed category
Adult Time Preferences

- Weekday Mornings: 22%
- Weekday Afternoons: 9%
- Weekday Evenings: 40%
- Weekend Mornings: 13%
- Weekend Afternoons: 11%
- Weekend Evenings: 6%
Impact of Location on Interest

- Yes: 76%
- No: 24%

Location Preference:
- Chinquapin: 60%
- Charles Houston: 56%
- Mount Vernon: 50%
- Durant Arts Center: 48%
- Charles Barrett: 40%
- Lee Center: 34%
- William Ramsay: 28%
- Cora Kelly: 16%
- Nannie J. Lee: 12%
- George Washington: 12%
- Douglas MacArthur: 10%
- Francis C. Hammond: 10%
- Seasonal Outdoor Pools: 10%
- Patrick Henry: 10%
- Jefferson-Houston: 6%
- School not listed: 6%
- Nature Center: 6%
- George Mason: 6%
- John Adams: 6%
- James K. Polk: 6%
- Park not listed: 6%
- Field/Court not listed: 6%

City of Alexandria, Virginia
Results Guide Programming

Example 1: Adults interested in Fitness Classes at Charles Houston also like...

<table>
<thead>
<tr>
<th>Activity</th>
<th>Attendance</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aquatics</td>
<td>17.7%</td>
<td>14</td>
</tr>
<tr>
<td>Aqua Exercise</td>
<td>13.9%</td>
<td>11</td>
</tr>
<tr>
<td>Cooking</td>
<td>13.9%</td>
<td>11</td>
</tr>
<tr>
<td>Dance</td>
<td>15.2%</td>
<td>12</td>
</tr>
<tr>
<td>Creative Arts (ex: crafts, painting, writing)</td>
<td>11.4%</td>
<td>9</td>
</tr>
<tr>
<td>Travel Programs</td>
<td>13.9%</td>
<td>11</td>
</tr>
<tr>
<td>Continuing Education (ex: language, business)</td>
<td>8.9%</td>
<td>7</td>
</tr>
<tr>
<td>Social Events/Sports</td>
<td>2.5%</td>
<td>2</td>
</tr>
<tr>
<td>Nature for Adults</td>
<td>7.6%</td>
<td>6</td>
</tr>
<tr>
<td>Programs with Dogs</td>
<td>5.1%</td>
<td>4</td>
</tr>
<tr>
<td>Fitness Room Use</td>
<td>38.0%</td>
<td>30</td>
</tr>
</tbody>
</table>
Results Guide Programming

**Example 2:** Youth Ages 6-11 who prefer Chinquapin have high interest in after school programs

Interest in programs Before/After School if transportation provided

- Yes 82.8%
- No 17.2%

Interest in programs After School

- Yes 91.7%
- No 8.3%
Program Interest
Survey Results
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