



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.

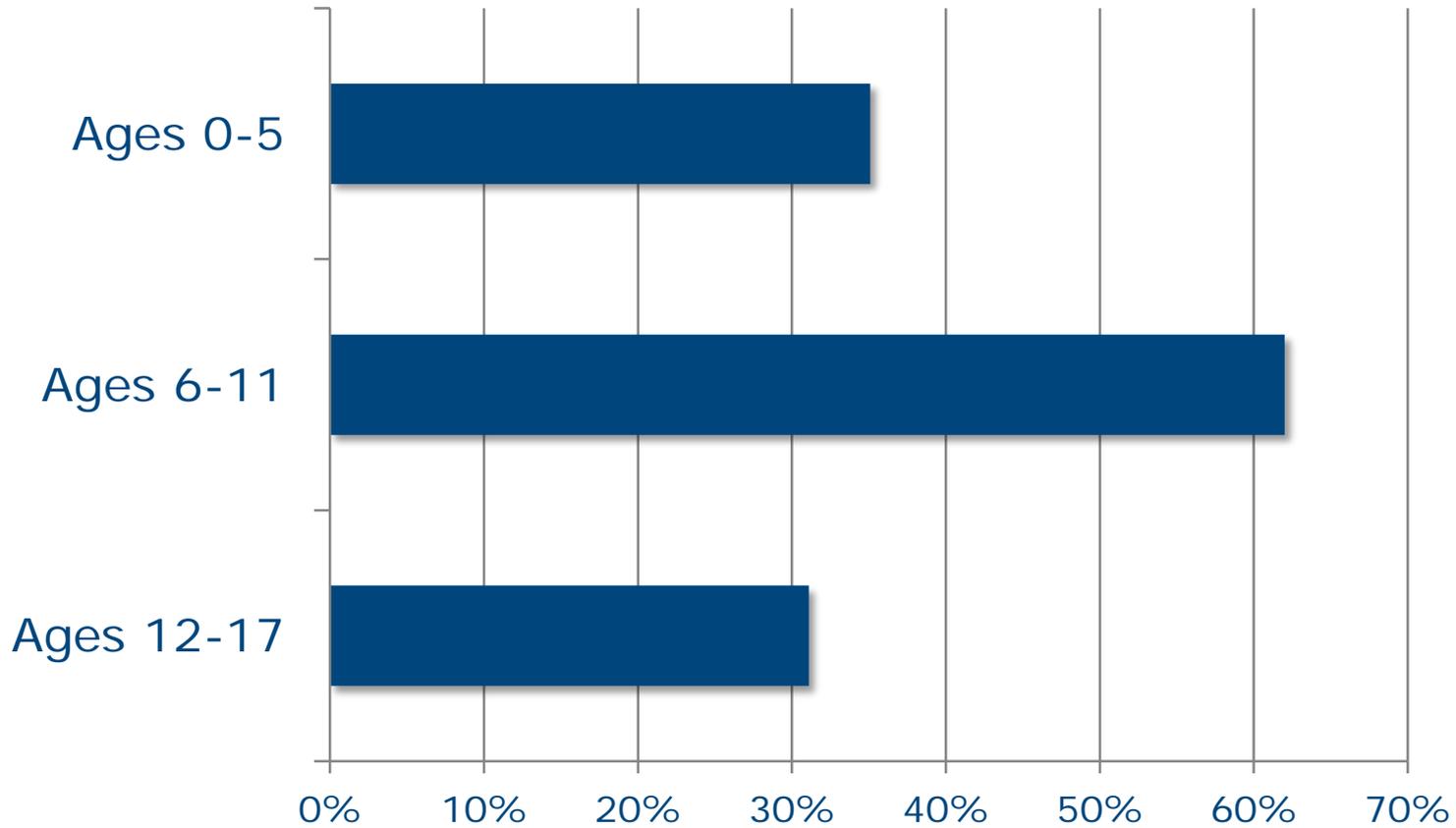
Data Collection Hierarchy

- 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

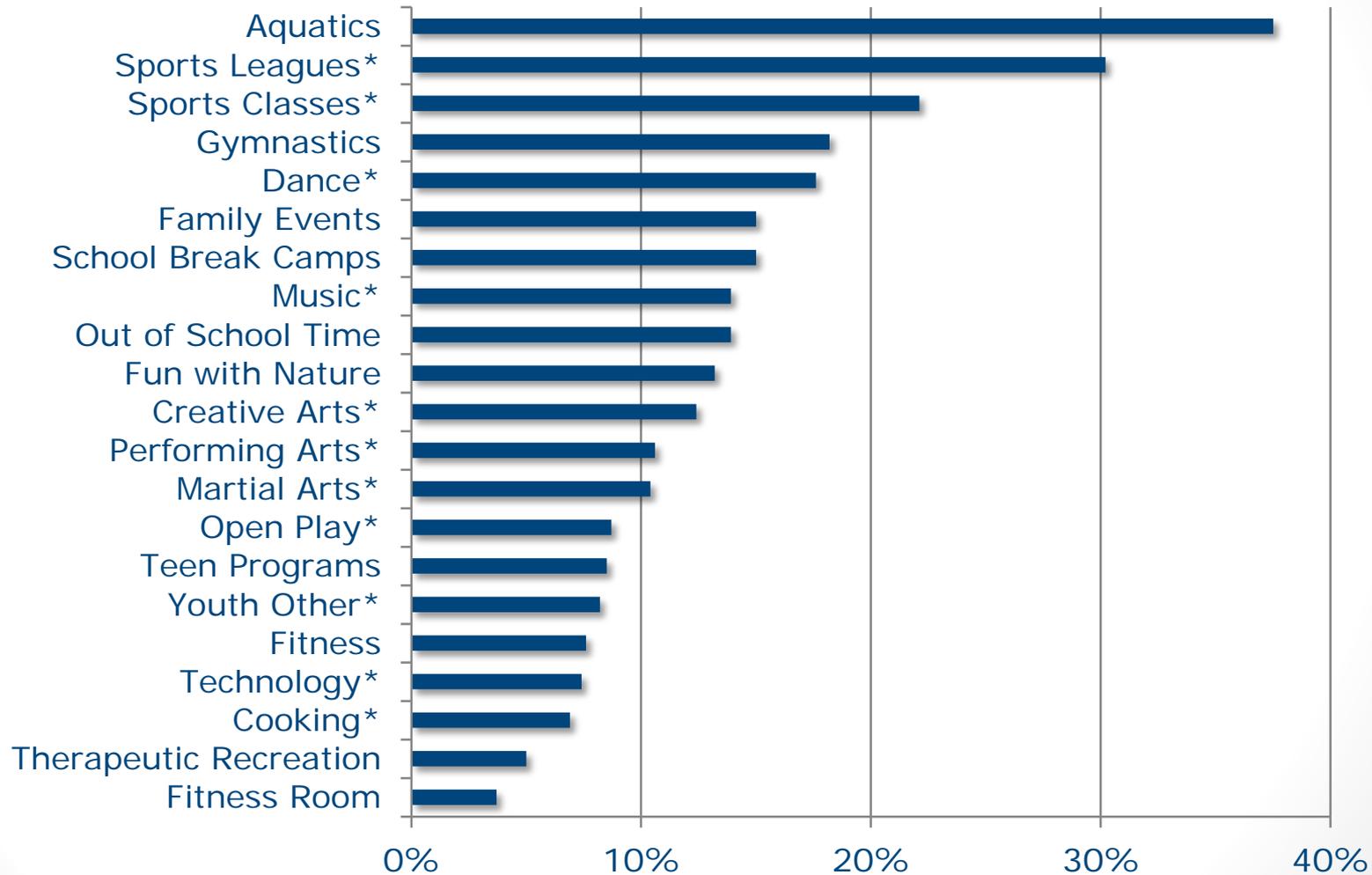
Overview

- 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



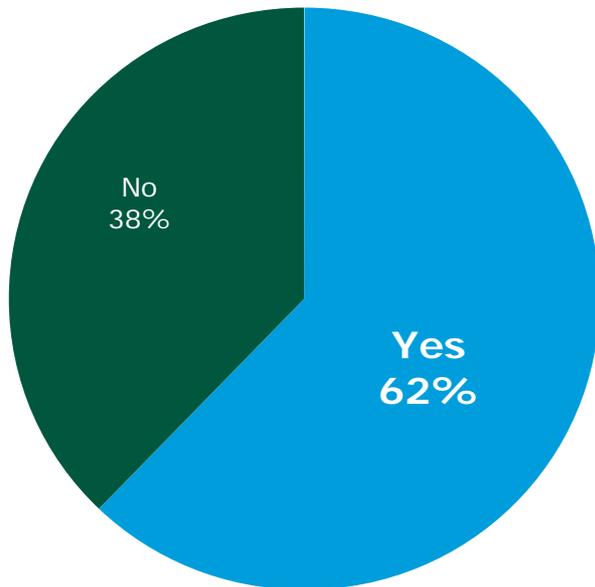
Youth Program Preferences



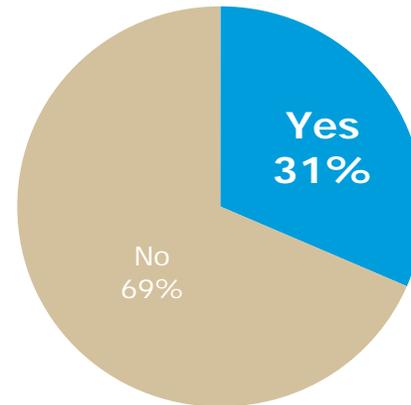
* new, more detailed category

Before/After School Program Interest

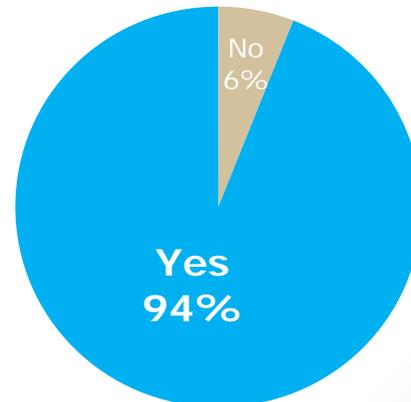
If transportation is provided to host site?



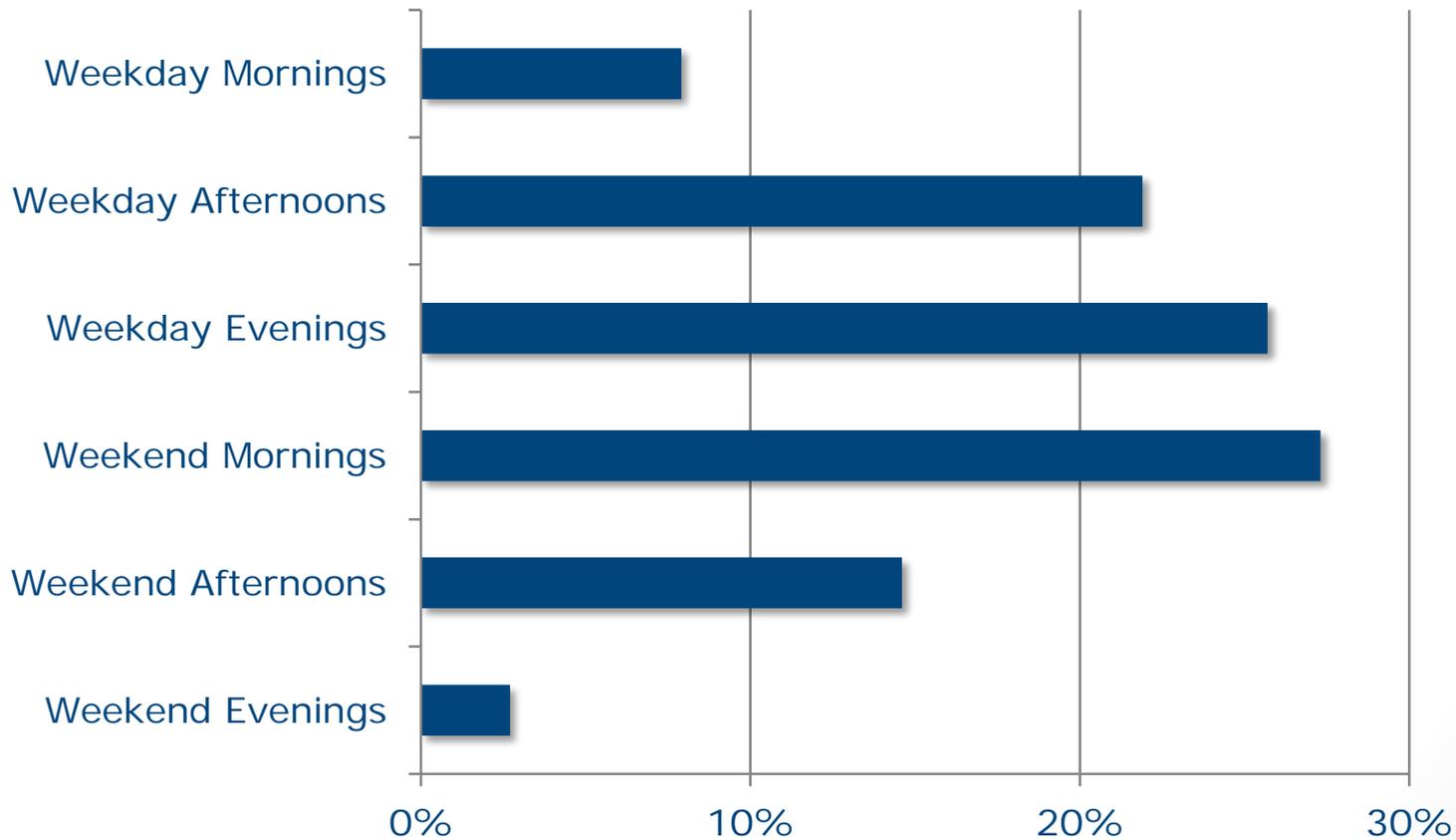
Before School



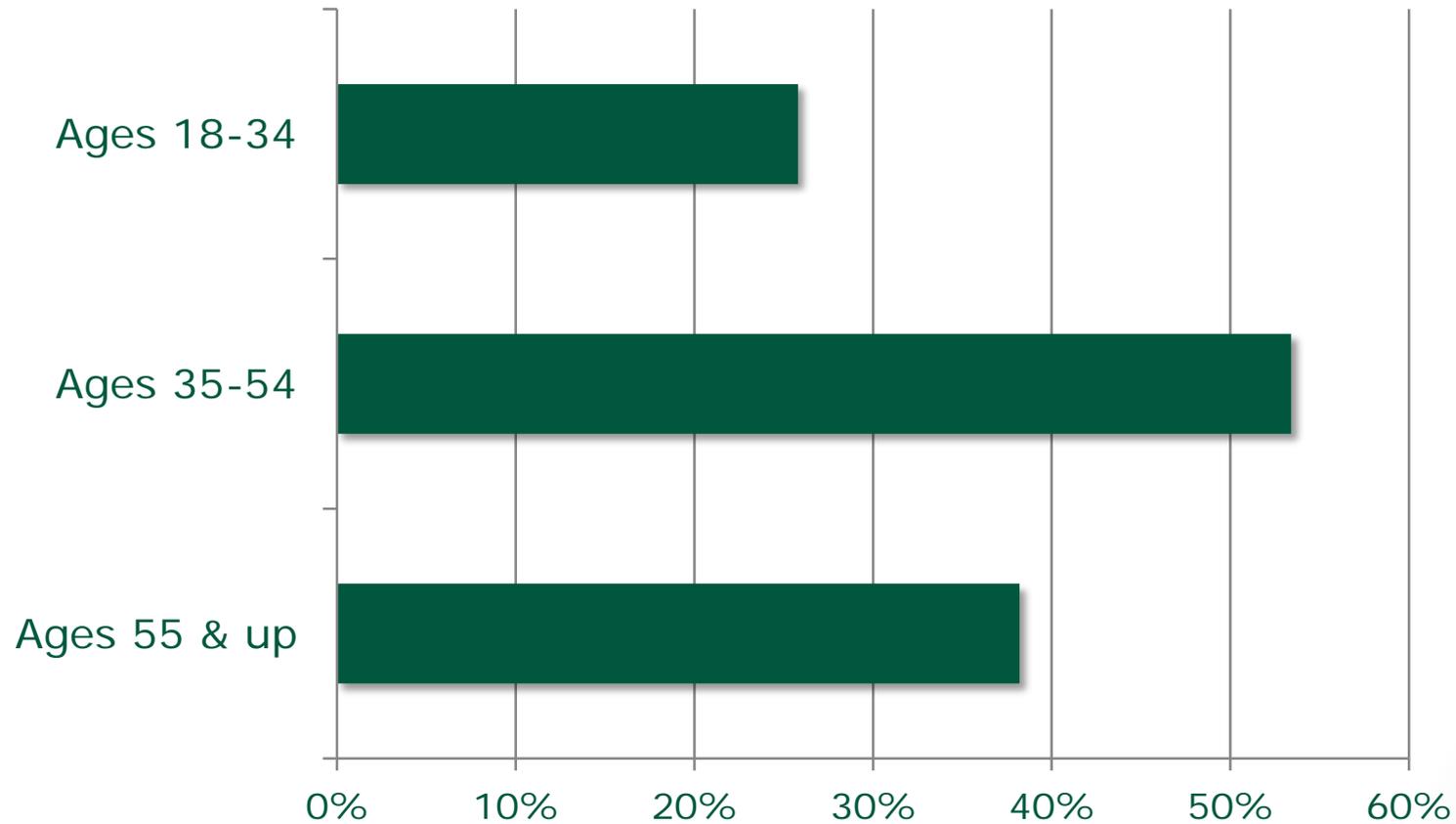
After School



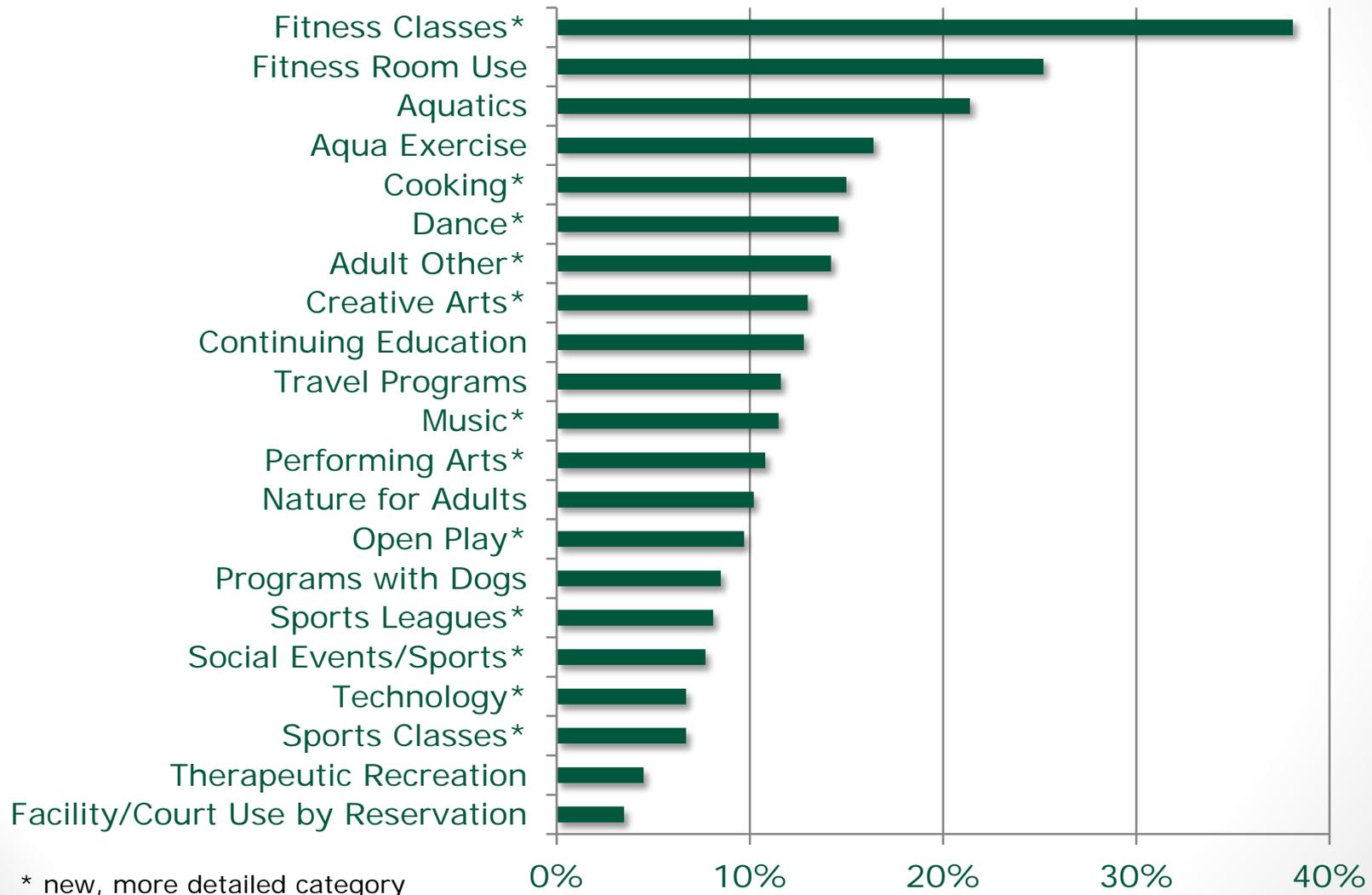
Youth Time Preferences



Adult Age Group

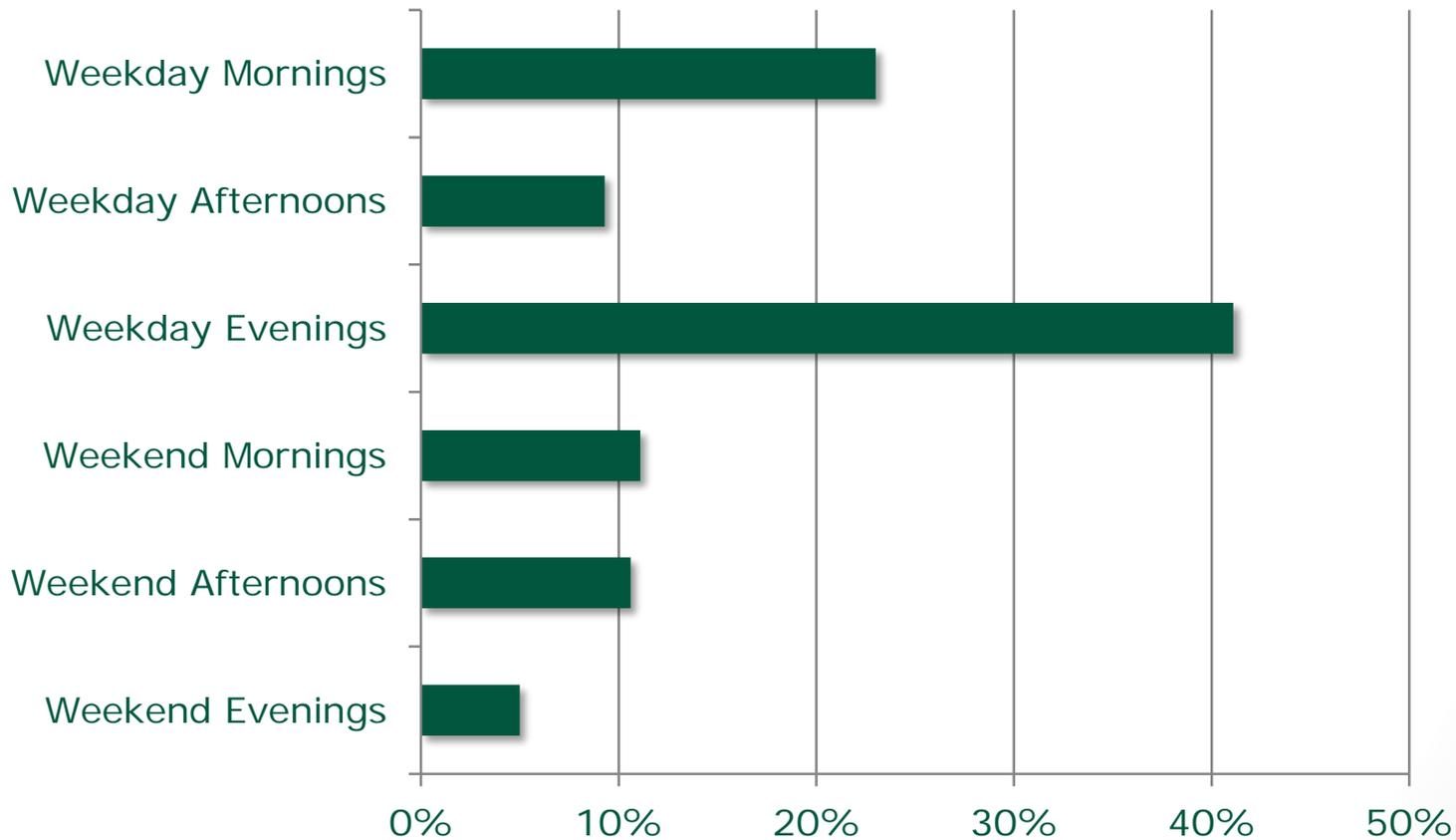


Adult Program Preferences



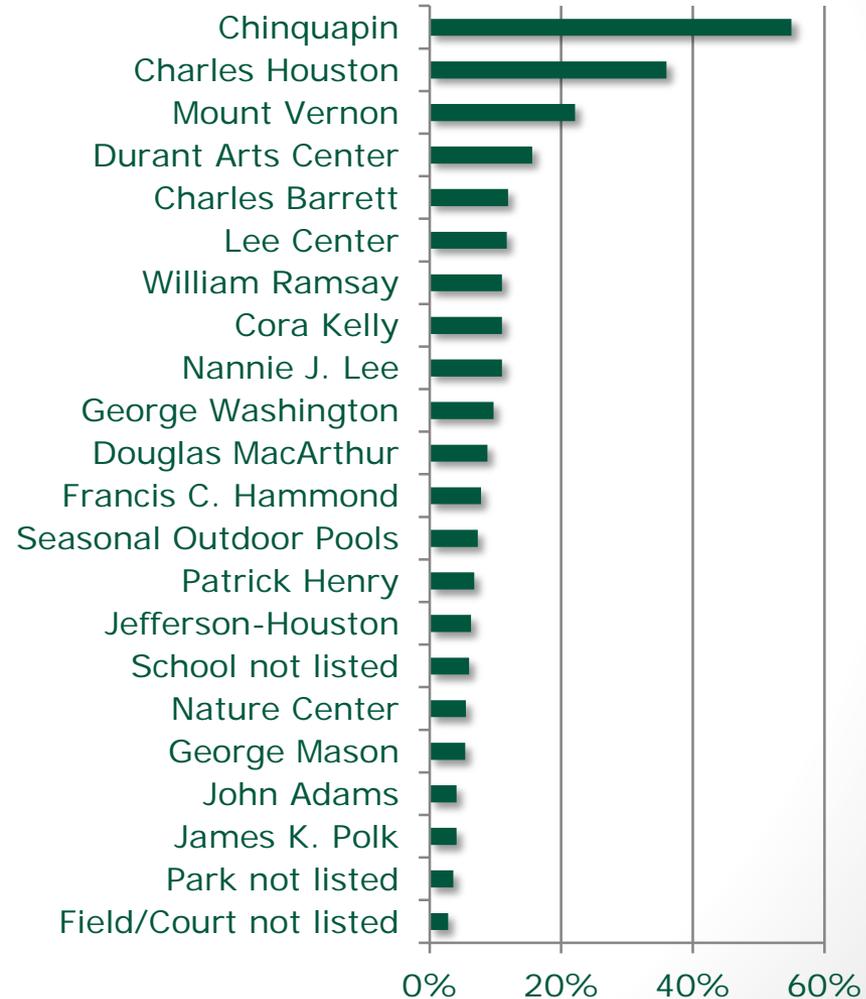
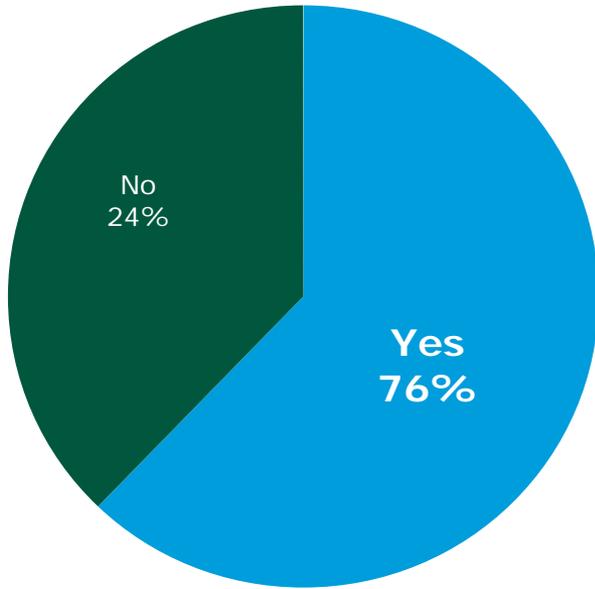
* new, more detailed category

Adult Time Preferences



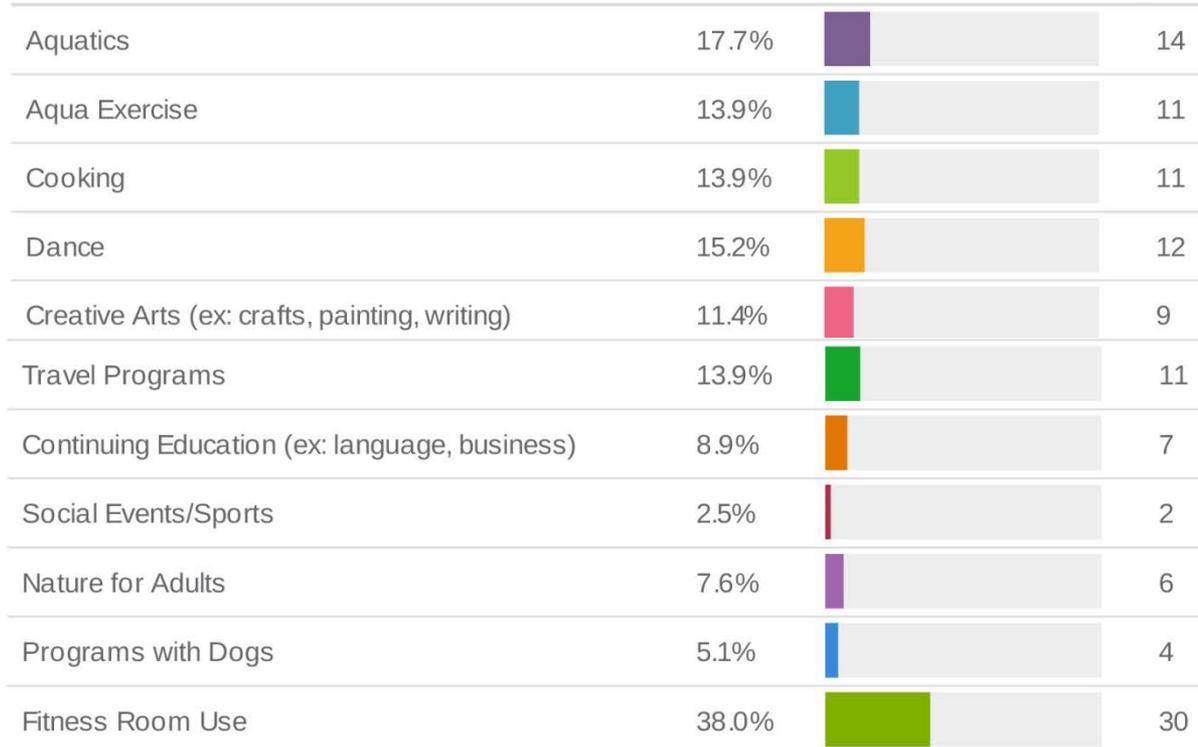
Impact of Location on Interest

Location Preference



Results Guide Programming

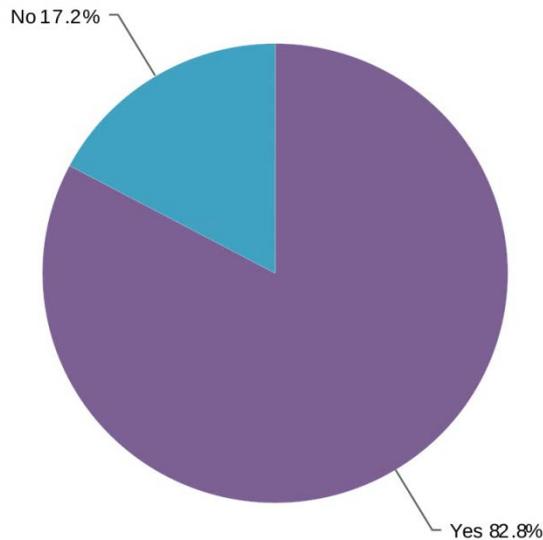
Example 1: Adults interested in Fitness Classes at Charles Houston also like...



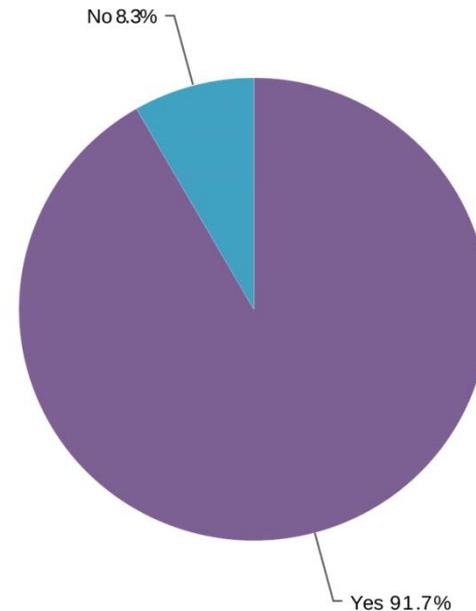
Results Guide Programming

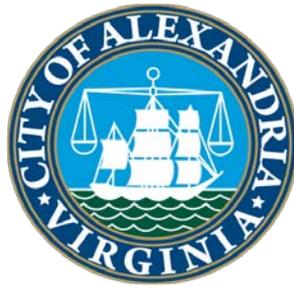
Example 2: Youth Ages 6-11 who prefer Chinquapin have high interest in after school programs

Interest in programs Before/After School if transportation provided



Interest in programs After School





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Kelly Gilfillen, Marketing Manager
703.746.4644