

2021 Community Survey

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Research Methodology

The final sample for the 2021 Community Survey consisted of a total of 400 residents of Stark County. The general population statistics derived from the sample size provide a precision level of plus or minus 4.9% within a 95% confidence interval. CMOR collaborated with Stark Parks to design survey questions to meet the needs of the organization.

Data Collection began on October 11 and ended on October 21, 2021. Most calling took place between the evening hours of 5:15 pm and 9:15 pm. Some interviews were conducted during the day and on some weekends to accommodate respondent schedules. The interviews took an average of 17.8 minutes.





Executive Summary

The Center for Marketing and Opinion Research (CMOR) conducted a community survey on behalf of Stark Parks in the fall of 2021 to measure image and awareness of Stark Parks and park related services. The final sample consisted of 400 community residents who were demographically representative of the adult population of the county.

Park Use

- Nearly three quarters of respondents, 72.6%, had visited a park or trail in the past year. The most common reason for not visiting a park or trail was COVID-19 followed by a not having enough time and not being interested in the parks.
- Of those who had visited a park or trail in the past year, the majority had visited a Stark Park (80%) or a city or township park (82%). The most common reason for visiting a park or trail was to hike or walk (77%) followed by sightseeing (39%) and to exercise or jog (37%).
- A third of park visitors, 33%, report visiting the park at least once a week while an additional 42% visit the park at least once a month. Less than a sixth, 16%, visit the park about once every three months and the remaining 9% visit once or twice a year.
- Park visitors were also asked how their park usage has changed as a result of COVID-19. Over a quarter of park visitors, 28%, said that they have visited the parks more as a result of COVID-19 while slightly more, 31%, indicated that their park usage has decreased since COVID.
- A quarter of respondents, 25%, indicated that there was something that kept them from visiting the park as much as they want to. The most common barriers reported were not having enough time, the respondent had limited mobility, and they had transportation issues.
- All respondents were also asked what Stark Parks could do to encourage more visitors. Nearly a third, 31%, of respondents indicated that Stark Parks was currently doing a good job and there was nothing else they could suggest. Things that respondents did suggest to encourage more visitation include having activities that fit their interests, improvements to the parks overall, and keeping the parks clean and maintained.





Summary Table: Park Use			
		%	N
Visited a Park or Trail in Last Year	Yes	72.6%	400
	No	27.4%	
Reason for Not Visiting a Park <i>(open end – top 3)</i>	COVID	30.7%	101
	Not enough time	23.8%	
	Disinterested	16.8%	
Parks Visited <i>(of park visitors)</i>	Stark Parks	80.2%	290
	A city or township park	81.7%	
	The Towpath Trail	50.0%	
	Other Park	29.0%	
Park Visited Most Often <i>(open end – top 3)</i>	Towpath Trail	18.1%	265
	Sippo Lake Park	12.8%	
	City/Township Park	11.7%	
Like Most about Park <i>(open end – top 3)</i>	Proximity	14.8%	270
	Trails	14.4%	
	Peaceful	10.7%	
Reasons for Visiting Stark County Park <i>(% yes)</i>	Hike or walk	76.6%	290
	Sightsee	39.1%	
	Exercise or jog	36.7%	
	Bike	24.1%	
	Other reason	19.6%	
	Educational programming	7.0%	
How Often Visit a Park in Past Year <i>(of park visitors)</i>	Daily	7.6%	290
	At least once a week	25.8%	
	At least once a month	42.1%	
	About once every three months	15.5%	
	Once or twice a year	9.1%	
Change in Park Use Due to COVID	Increased	27.6%	290
	Stayed the same	41.4%	
	Decreased	31.0%	
Anything Prevents from Visiting	Yes	25.1%	400
	No	74.9%	
What Prevents from Visiting Parks	Not enough time	20.7%	92
	Limited mobility	14.1%	
	No transportation	10.9%	
How Stark Parks Can Encourage More Visits	Currently doing a good job	31.1%	302
	Activities that fit my interests	19.9%	
	Improvements to the parks	15.2%	



Park Perception

- Most respondents, 86%, had a favorable opinion of Stark Parks with 53% having a very favorable opinion. Only a small percentage of respondents, 3%, had an unfavorable opinion. Park visitors were more likely than non-visitors to have a favorable opinion of Stark Parks.
- All respondents were also asked what they think are Stark Parks' most important contributions to the community. The most common responses included an appreciation of nature, having a place for recreation, and the green space.
- Next, respondents were given a list of eight statements and were asked how they agreed or disagreed with each. Most respondents agreed that "Stark Parks are clean and well-maintained", that "It is important to support Stark Parks with local tax dollars" and "I feel safe when visiting Stark Parks and trails." Less than half of respondents agreed that "I can have input into the future plans of Stark Parks."

Summary Table: Park Perception			%	N
Opinion of Stark Parks	Very favorable	Combined Favorability: 85.6%	52.5%	400
	Somewhat favorable		33.1%	
	Somewhat unfavorable	1.3%		
	Very unfavorable	1.7%		
	No opinion	11.3%		
Stark Parks Contributions <i>(open end – top 3)</i>	Nature appreciation		19.6%	347
	Place of recreation		17.9%	
	Green space		9.2%	
Agreement with Statements about Stark Parks <i>(% agree)</i>	Clean and well-maintained		83.5%	396
	Important to support with local tax dollars		79.2%	396
	I feel safe when visiting Stark Parks or trails		78.9%	397
	There are enough parks/trails in my area		71.5%	399
	Uses tax dollars wisely		61.6%	399
	Responsive to community concerns		59.8%	398
	There are enough amenities at Stark Parks		58.6%	398
	I can have input into future plans of Stark Parks		46.9%	398



Stark Park Programming

- Less than one-sixth, 15%, of respondents reported participating in a program or activity offered by Stark Parks in the past year. The most common programs and activities utilized were themed trail walks, group sports, and seasonal programming.
- Respondents were also asked what types of educational or recreational programs that they or their households would be most interested in. Respondents were most interested in guided nature walks, wildlife programming, and kids' programs.
- Nearly a fifth of respondents, 20%, had ideas for improvements for park features, services or programming. The most common improvements mentioned were park cleaning and maintenance, increased security and safety, and better advertising and communication.
- Less than half of respondents reported that they would be willing to pay a fee to participate in large events that include concessions and parking. A third of respondents would be willing to pay a fee to participate in a single or stand-alone programs such as hikes, archery and workshops.

Summary Table: Stark Park Programming			
		%	N
Participated in Stark Parks Programs	Yes	14.9%	400
	No	85.1%	
Programs Participated In <i>(open end – top 3)</i>	Trail walks with a theme	21.2%	52
	Group sports	13.5%	
	Seasonal	11.5%	
Programs Interested In <i>(open end – top 3)</i>	Guided nature walks	24.7%	223
	Wildlife	9.0%	
	Kids programs	8.1%	
Have Ideas for Improvements	Yes	19.6%	400
	No	80.4%	
Ideas for Improvements <i>(open end – top 3 categories)</i>	Park Cleaning / Maintenance	11.6%	69
	Security / Safety	10.1%	
	Advertising / Communication	10.1%	
Willing to Pay fee to Participate	Single or standalone programs	33.1%	400
	Large events that include concessions and parking	43.8%	398



Stark Parks Awareness

- A quarter of respondents, 25%, indicated that they had heard something, either in the news or out in the community, positive or negative, about Stark Parks in the past year. For those who had heard something about Stark Parks, 60% heard something positive such as current improvements and 28% heard something negative such as eminent domain, crime, and land acquisition.
- Respondents were also asked if they had heard of Stark Parks in any of eight different ways. Less than half of respondents, 44%, had heard of Stark Parks from family or friends while approximately a third had heard of Stark Parks through a newsletter or something mailed, the newspaper, and social media.
- The preferred method for receiving information about Stark Parks was the Stark Parks newsletter.
- If Stark Parks were to offer a texting service for park-related reminders, news, and announcements, nearly two-thirds of residents, 62%, indicated that they would be interested in this service with 28% being very likely to use the text service.

Summary Table: Stark Parks Awareness			
		%	N
Heard Info about Stark Parks	Yes	24.9%	400
	No	75.1%	
Tone of Information Heard about Stark Parks	Positive	60.2%	100
	Negative	28.3%	
	Neutral	11.5%	
How Heard about Stark Parks	Family or friends	44.0%	400
	Newsletter or something mailed	37.0%	
	Newspapers	32.0%	
	Social media	31.5%	
	Internet or Stark Parks website	27.0%	
	Radio	20.5%	
	An event in the community	20.0%	
	Billboards	13.0%	
Other	2.5%		
Preferred Information Source for Stark Parks	Stark Parks newsletter	45.2%	388
	Local newspapers	12.6%	
	Stark Parks website	12.2%	
	Social media sites	11.2%	
	Word of mouth	6.8%	
	Eblasts or e-newsletter	6.7%	
	Text messaging	2.6%	
	Meetings or community forums	1.8%	
Other	0.9%		
Likelihood of Using Text Reminders	Very likely	28.3%	400
	Somewhat likely	34.0%	
	Not at all likely	37.7%	





Support of Stark Parks

- Two thirds of respondents, 66%, reported that they usually support Stark Park levies while just a small percentage, 3%, reported that they generally oppose Stark Park levies. The remaining 32% said that they don't remember how they voted or indicated that they don't vote on park levies. The most common reason for supporting the levy was that the Parks benefit the community.
- Nearly two-thirds of respondents, 64%, feel that Stark Parks does an excellent or good job in showing responsibility with tax dollars, while just 3% feel that Stark Parks does a poor job using tax dollars. A notable percentage, 21%, had no opinion on this item.
- Respondents were given a list of four different ways that Stark Parks could invest tax dollars and were asked which area they would most like to see Stark Parks invest in. Respondents were most interested in maintaining existing parks and facilities. They were least interested in acquiring land for future parks.

Summary Table: Support of Stark Parks			
		%	N
Past Levy Support	Supported	65.6%	400
	Opposed	2.7%	
	Don't remember/Don't vote on park levies	31.7%	
Reason for Support (open end – top 3)	Benefits the community	31.1%	241
	Maintenance and improvements	14.5%	
	Preserve green space and nature	12.4%	
How Well Stark Parks Does in Showing Responsibility with Tax Dollars	Excellent	20.6%	400
	Good	43.0%	
	Fair	11.9%	
	Poor / Very poor	3.4%	
	No opinion	21.1%	
How Most Like to See Stark Parks Invest Tax Dollars	Maintaining existing parks and facilities	60.7%	396
	Developing new parks and facilities	17.6%	
	Programming and services	13.4%	
	Acquiring land for future parks	8.2%	





Communication

- The internet is the most common source of information about news and events in Stark County. Newspapers, friends and family members, and social media were also common sources of information.
- A third of residents reported not reading the newspaper at all. Nearly a third read the newspaper online on a laptop or computer or in print or hardcopy. Less than a third read the newspaper on a mobile device.
- More than two-thirds of residents listen to traditional AM/FM radio and more than a third listen to online or streaming radio. A much smaller percentage of respondents, 13%, indicated that they do not listen to the radio.
- Even fewer respondents, 8%, reported not watching TV. The percentage was nearly even with those who watch traditional broadcast TV or cable (58%) and a streaming service (62%).
- Facebook and YouTube are the most popular social media platforms in Stark County.

Summary Table: Communication			
		%	N
Main Information Source about Stark County	Internet	19.4%	398
	Newspapers	18.6%	
	Friends and family members	18.0%	
	Social media	16.3%	
	Mailings	13.3%	
	Radio	5.9%	
	Television	4.3%	
	Magazines	2.1%	
	Other	2.2%	
How Read the Newspaper	Print or hardcopy	31.4%	400
	Online on a laptop or computer	32.9%	
	On a mobile device	29.8%	
	Don't read the newspaper	33.7%	
How Listen to Radio	AM/FM radio	68.1%	400
	Online/Streaming radio	39.0%	
	Don't listen to radio	12.5%	
How Watch TV	Traditional broadcast TV or cable	58.3%	400
	Streaming service	61.6%	
	Don't watch TV	8.3%	
Social Media Use	Facebook	71.7%	400
	YouTube	64.4%	
	Instagram	35.9%	
	Pinterest	30.3%	
	TikTok	25.1%	
	Twitter	25.0%	
	SnapChat	24.4%	
	LinkedIn	19.7%	
	None	12.8%	





Eminent Domain

- About half of residents have read or heard about the issue of eminent domain in Stark County, with 40% only hearing or reading a little. Slightly more than half, 51%, have heard nothing at all about eminent domain in the county.
- The majority of respondents, 70%, felt that “there are times when it is OK to use eminent domain to rebuild or improve an area” as opposed to “It is never OK to use eminent domain to rebuild or improve an area.”

Summary Table: Eminent Domain			
		%	N
Amount of Info Read or Heard about Eminent Domain	A lot	9.3%	400
	Only a little	39.9%	
	Nothing at all	50.7%	
View of Eminent Domain	There are times when it is okay to use	70.2%	398
	It is never okay to use eminent domain	29.8%	



Survey Results

Park Use

Nearly three quarters of respondents, 72.6%, visited a Stark County park or trail in the past year while the remaining 27.4% did not. Groups of respondents more likely to have visited a park or trail in the past year include respondents ages 25 to 44, those with children in the home, Massillon and Canton residents, those who are employed full-time, and college graduates.

The 27.4% of respondents who had not visited a park or trail were asked why they had not visited a park or trail in the past year. This was an open-ended question in which the respondents could give one response. The most common reason for not visiting a park or trail was COVID-19 followed by a not having enough time and not being interested in the parks. Other reasons for not visiting a park or trail were medical reasons, having limited mobility, being elderly, having a lack of transportation, and they recreate somewhere else.

Visited a Park or Trail in Last Year

Have you visited a park or trail in Stark County during the last year?



Reason for Not Visiting Visit			
	N	% of non-visitors	% of all respondents
COVID	31	30.7%	7.8%
Not enough time	24	23.8%	6.0%
Disinterested	17	16.8%	4.3%
Medical reasons	8	7.9%	2.0%
Limited mobility	6	5.9%	1.5%
Elderly	5	5.0%	1.3%
No transportation	4	4.0%	1.0%
Recreate elsewhere	4	4.0%	1.0%
New to area	1	1.0%	0.3%
Weather	1	1.0%	0.3%
Total	101	N=101	N=400

Why have you not visited a Stark County park or trail in the last year?



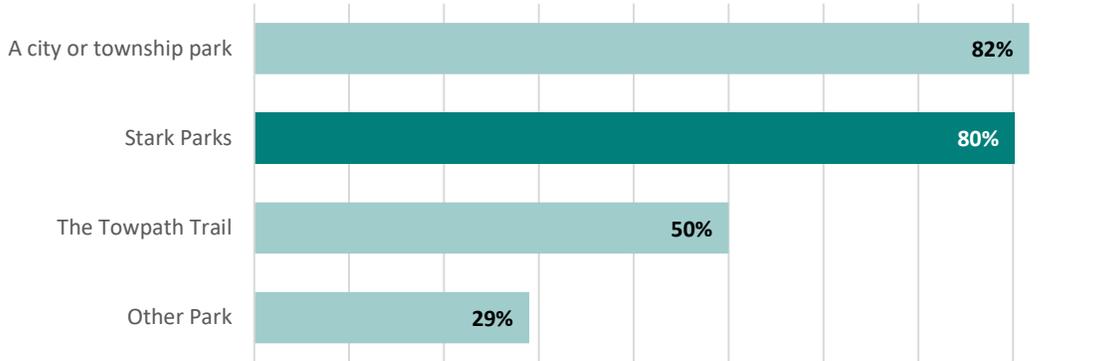
Visited a Park or Trail by select demographics (* indicates significant relationship)			
		Yes	No
All respondents		72.6%	27.4%
Demographic	Subgroup		
Gender	Male	73.8%	26.2%
	Female	71.3%	28.7%
Age*	18-24	73.9%	26.1%
	25-44	86.4%	13.6%
	45-64	66.9%	33.1%
	65 and over	63.2%	36.8%
Children in Household*	Yes	83.3%	16.7%
	No	68.4%	31.6%
Living Arrangement	Own	71.8%	28.2%
	Rent/Other arrangement	73.4%	26.6%
City / Township*	Alliance	54.5%	45.5%
	Canton	77.1%	22.9%
	Massillon	83.0%	17.0%
	Other	70.3%	29.7%
Race	White	73.9%	26.1%
	Non-white	62.5%	37.5%
Employment Status*	Full time	80.5%	19.5%
	Part time	60.0%	40.0%
	Retired	64.9%	35.1%
	Unemployed	71.1%	28.9%
	Other	74.5%	25.5%
Marital Status	Single	73.4%	26.6%
	Divorced / Separated	71.2%	28.8%
	Widowed	71.9%	28.1%
	Married	73.0%	27.0%
Education Attainment*	High School or less	66.2%	33.8%
	Some College	71.9%	28.1%
	College Grad or more	79.4%	20.6%
Voter Registration Status	Registered	74.2%	25.8%
	Not registered	64.3%	35.7%
Urban / Rural	Large city	65.3%	34.7%
	Suburb near large city	71.6%	28.4%
	Small city or town	76.6%	23.4%
	Rural area	67.4%	32.6%
Question: Have you visited a park or trail in Stark County during the last year?			



The 72.6% of respondents who indicated that they had visited a park or trail in Stark County in the past year were given a list of four park options and asked if they had visited each. Of those who had visited a park or trail in the past year, the majority had visited a **Stark Park** (80%) or a **city or township park** (82%), half had visited the **Towpath Trail** and over a quarter, 29%, had visited **another park** (when asked to specify the other park, the majority of responses given were either a Stark Park or city or township park).

Parks Visited

Which of the following have you visited during the last year?



Other Park Visited		
	N	%
STARK PARKS	21	26.9%
Sippo Lake Park	7	9.0%
Quail Hollow	5	6.4%
Petros Lake	3	3.8%
Middle Branch Trail	2	2.6%
Hoover Trail	1	1.3%
Walborn Reservoir	1	1.3%
Stark Parks (nonspecific)	2	2.6%
OTHER PARKS	57	73.1%
City/Township park	11	14.1%
Monument Park	8	10.3%
Cuyahoga Valley National Park	4	5.1%
Berlin Lake	3	3.8%
Price Park	3	3.8%
Cleveland Metroparks	2	2.6%
Lincoln Park	2	2.6%
Silver Park	2	2.6%
State parks	2	2.6%
Veterans Park	2	2.6%
MISCELLANEOUS	18	23.1%
Total	78	100.0%



Parks Visited by select demographics (* indicates significant relationship)					
		City/ Township	Stark Parks	Towpath	Other Park
All respondents		81.7%	80.2%	50.0%	29.0%
Demographic	Subgroup				
Gender	Male	83.7%*	81.4%	53.9%*	27.1%
	Female	80.4%*	79.2%	47.0%*	30.9%
Age	18-24	85.3%	79.4%	48.6%	20.6%*
	25-44	87.3%	83.3%	60.8%	31.4%*
	45-64	82.1%	78.9%	47.9%	36.8%*
	65 and over	70.0%	76.7%	36.7%	16.7%*
Children in Household	Yes	86.7%	85.7%	51.1%	27.8%
	No	80.2%	78.2%	49.7%	29.4%
Living Arrangement	Own	84.4%	79.8%	46.2%	25.4%
	Rent/Other arrangement	78.4%	81.2%	56.0%	33.6%
City / Township	Alliance	91.7%	53.8%*	46.2%	41.7%*
	Canton	79.5%	85.5%*	40.5%	38.6%*
	Massillon	84.2%	71.8%*	60.5%	31.6%*
	Other	82.1%	81.4%*	52.6%	22.4%*
Race	White	83.1%*	80.8%	50.8%	28.5%
	Non-white	70.0%*	74.2%	45.2%	33.3%
Employment Status	Full time	93.5%*	80.5%	58.1%	29.8%
	Part time	95.8%*	91.7%	54.2%	30.4%
	Retired	71.6%*	81.1%	35.1%	23.3%
	Unemployed	55.6%*	69.2%	44.4%	37.0%
	Other	75.6%*	81.0%	54.8%	26.8%
Marital Status	Single	84.6%	83.3%	55.6%	31.9%
	Divorced / Separated	70.7%	81.0%	59.5%	33.3%
	Widowed	70.8%	62.5%	43.5%	26.1%
	Married	85.1%	81.3%	44.4%	25.9%
Education Attainment	High School or less	76.7%	79.1%	48.8%	30.6%
	Some College	84.8%	80.6%	45.7%	35.9%
	College Grad or more	83.0%	80.4%	54.5%	22.1%
Voter Registration Status	Registered	82.5%	80.8%	50.2%	29.3%
	Not registered	77.3%	76.1%	48.9%	26.7%
Urban / Rural	Large city	77.4%	78.1%	50.0%	40.6%
	Suburb near large city	84.2%	88.1%	54.9%	27.7%
	Small city or town	82.0%	75.8%	47.3%	30.2%
	Rural area	79.3%	72.4%	44.8%	17.2%
Question: Which of the following have you visited during the last year?					



The 72.6% of respondents who had visited a park or trail were asked which park or trail that they visited most often and next most often. This was an open-ended question in which the respondent could give two responses. In terms of the park or trail visited MOST often, more than half, 55.5%, named a Stark Parks park or trail with the Towpath trail, Sippo Lake Park and Quail Hollow named most often. Non-Stark Park parks named most often were city/township parks, Monument Park, Price Park, Metzger Park, and Silver Park.

Parks Visited Most and Second Most Often				
	# First Responses	% First Responses	# Total Responses	% All Respondents
STARK PARKS	147	55.5%	196	74.0%
Towpath Trail	48	18.1%	69	26.0%
Sippo Lake Park	34	12.8%	52	19.6%
Quail Hollow	12	4.5%	15	5.7%
Petros Lake	6	2.3%	12	4.5%
Hoover Trail	5	1.9%	8	3.0%
Tam O' Shanter	4	1.5%	7	2.6%
Wilderness Center	4	1.5%	4	1.5%
Middle Branch Trail	3	1.1%	4	1.5%
Walborn Reservoir	3	1.1%	7	2.6%
Iron Horse Trail	2	0.8%	2	0.8%
West Branch Trail	1	0.4%	1	0.4%
Deer Creek Reservoir	0	0.0%	1	0.4%
Fichtner Park and Trail	0	0.0%	1	0.4%
Stark Parks (nonspecific)	25	9.4%	34	12.8%
OTHER PARKS	118	45.5%	212	80.0%
City/Township park	31	11.7%	72	27.2%
Monument Park	17	6.4%	27	10.2%
Price Park	11	4.2%	18	6.8%
Metzger Park	10	3.8%	12	4.5%
Silver Park	9	3.4%	11	4.2%
Stadium Park	7	2.6%	7	2.6%
Cuyahoga Valley National Park	5	1.9%	7	2.6%
Veterans Park	5	1.9%	5	1.9%
Reservoir (nonspecific)	3	1.1%	3	1.1%
Arboretum Park	2	0.8%	2	0.8%
Butler Rodman Park	2	0.8%	5	1.9%
Cleveland Metroparks	2	0.8%	2	0.8%
Lincoln Park	2	0.8%	4	1.5%
Massillon Reservoir	0	0.0%	2	0.8%
Weis Park	0	0.0%	2	0.8%
MISCELLANEOUS	12	4.5%	28	10.6%
Total	265	(n=265)	408	(n=265)

Which park or trail do you visit MOST often?



As a follow-up to what park or trail they visited most often, park visitors were asked what they liked most about the park or trail they visited most often. Once again this was an open-ended question in which the respondent could give one response. The most common responses included the proximity to the park, the trails, the park/trail is peaceful, and the scenery.

Like Most about Park		
	N	%
Proximity	40	14.8%
Trails	39	14.4%
Peaceful	29	10.7%
Scenery	27	10.0%
Well maintained	18	6.7%
Water features	16	5.9%
Nature	14	5.2%
Fishing	12	4.4%
Kid friendly	10	3.7%
Long trails	8	3.0%
Open spaces	8	3.0%
Playground	7	2.6%
Exercising areas	7	2.6%
Educational	6	2.2%
Paved path	5	1.9%
Love the parks	5	1.9%
Family time	4	1.5%
Wildlife	4	1.5%
Dog friendly	4	1.5%
Biking	4	1.5%
Safe	2	0.7%
Swimming	1	0.4%
Total	270	100.0%

What do you like most about this park or trail?

Like Most about Park by Type of Park		
	Stark	Other
Scenery	17.4%	2.6%
Trails	15.9%	12.9%
Proximity	15.9%	12.1%
Peaceful	11.6%	10.3%
Fishing	5.8%	1.7%
Water features	5.8%	6.9%
Nature	4.3%	3.4%
Well maintained	4.3%	10.3%
Long trails	3.6%	2.6%
Wildlife	2.9%	0.0%
Open spaces	2.9%	3.4%
Paved path	2.2%	1.7%
Biking	2.2%	0.9%
Educational	2.2%	2.6%
Family time	0.7%	2.6%
Safe	0.7%	0.9%
Kid friendly	0.7%	7.8%
Exercising areas	0.7%	5.2%
Dog friendly	0.0%	3.4%
Playground	0.0%	6.0%
Swimming	0.0%	0.9%
Love the parks	0.0%	1.7%
Total	(n=143)	(n=117)



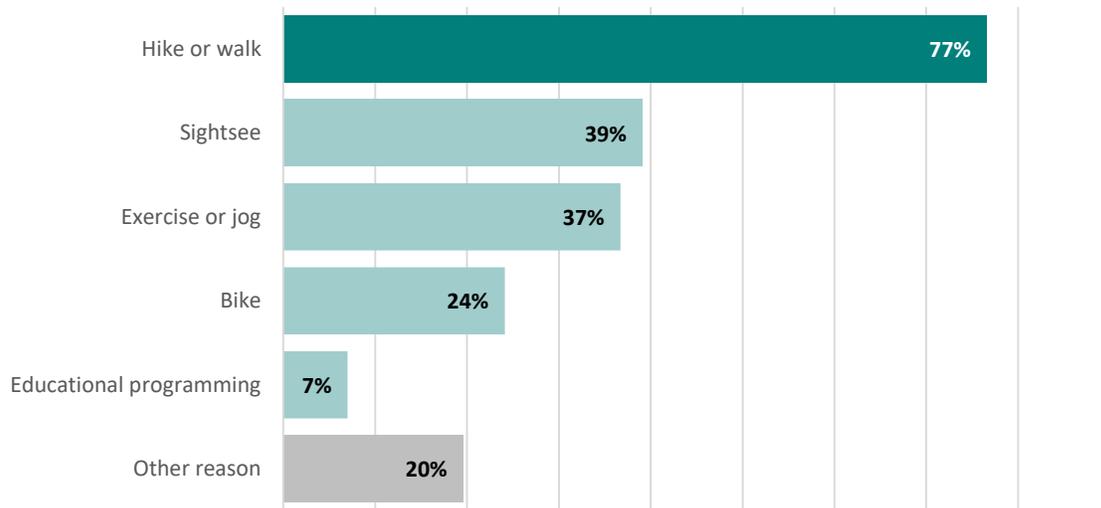


Next, park/trail visitors were given a list of five reasons and asked if they had visited a Stark County Park for any of the five reasons.

More than three-quarters of park/trail visitors, 76.6%, had visited the park to **hike or walk**. More than a third of park/trail visitors visited the park to **sightsee** (39.1%) or **exercise or jog** (36.7%). Nearly a quarter, 24.1%, visited the park to **bike** and just 7% visited for **educational programming**. One in five park/trail visitors reported visiting the park for another reason. The most common other reasons were fishing, to play/visit the playground, and to walk the dog.

Reason for Visiting a Stark County Park

In the last year, have you visited a Stark County Park for any of the following reasons?



Other Reason for Visiting a Stark County Park		
	N	%
Fishing	9	15.5%
Play/Playground	8	13.8%
Walk dog(s)	7	12.1%
Picnic/Cookout	4	6.9%
Birthday party	4	6.9%
Sporting event	3	5.2%
Photography	2	3.4%
Feed ducks	2	3.4%
Memorial service	2	3.4%
MISCELLANEOUS	17	29.3%
Total	58	100.0%





Reason for Visiting a Stark County Park by select demographics (* indicates significant relationship)						
		Hike or Walk	Sightsee	Exercise or Jog	Bike	Educational Program
All respondents		76.6%	39.1%	36.7%	24.1%	7.0%
Demographic	Subgroup					
Gender	Male	77.3%	38.6%	39.3%	31.2%*	7.8%
	Female	75.8%	39.9%	34.5%	16.9%*	6.1%
Age	18-24	73.5%	32.4%	48.5%*	30.3%	8.8%*
	25-44	82.2%	47.1%	43.6%*	25.5%	12.7%*
	45-64	74.7%	34.7%	27.7%*	23.2%	2.1%*
	65 and over	71.7%	36.7%	32.8%*	20.0%	5.0%*
Children in Household	Yes	77.8%	44.4%	33.0%	27.8%	16.7%*
	No	76.1%	37.1%	38.6%	22.8%	3.0%*
Living Arrangement	Own	79.1%	35.5%	35.3%	28.3%*	7.5%
	Rent/Other arrangement	72.6%	44.8%	38.8%	18.1%*	6.0%
City / Township	Alliance	84.6%	69.2%	15.4%	0.0%	8.3%
	Canton	70.2%	41.0%	34.9%	20.5%	4.8%
	Massillon	68.4%	28.9%	34.2%	21.1%	13.2%
	Other	81.4%	37.8%	39.7%	28.4%	6.5%
Race	White	78.8%*	41.0%	35.4%	24.6%	7.7%
	Non-white	58.1%*	23.3%	50.0%	20.0%	0.0%
Employment Status	Full time	81.3%	39.5%	44.4%	32.3%*	9.7%
	Part time	83.3%	50.0%	41.7%	29.2%*	12.5%
	Retired	72.6%	35.1%	28.8%	16.2%*	4.1%
	Unemployed	57.7%	33.3%	25.9%	22.2%*	0.0%
	Other	78.0%	42.9%	34.1%	12.2%*	7.3%
Marital Status	Single	80.0%*	38.5%	42.9%	19.8%	0.0%*
	Divorced / Separated	73.8%*	52.4%	31.7%	21.4%	2.4%*
	Widowed	47.8%*	34.8%	21.7%	17.4%	0.0%*
	Married	80.0%*	36.3%	36.3%	29.6%	14.2%*
Education Attainment	High School or less	69.8%	44.2%	29.1%	17.4%*	7.1%
	Some College	76.3%	41.9%	40.2%	17.4%*	5.4%
	College Grad or more	82.1%	32.7%	40.2%	34.8%*	8.8%
Voter Registration Status	Registered	79.7%*	39.0%	37.1%	26.4%*	7.7%
	Not registered	60.0%*	40.0%	35.6%	11.1%*	4.4%
Urban / Rural	Large city	71.0%*	38.7%	22.6%	19.4%*	12.5%
	Suburb near large city	85.1%*	36.3%	44.6%	34.7%*	7.9%
	Small city or town	69.8%*	39.1%	32.8%	17.2%*	5.5%
	Rural area	82.8%*	48.3%	41.4%	24.1%*	6.9%

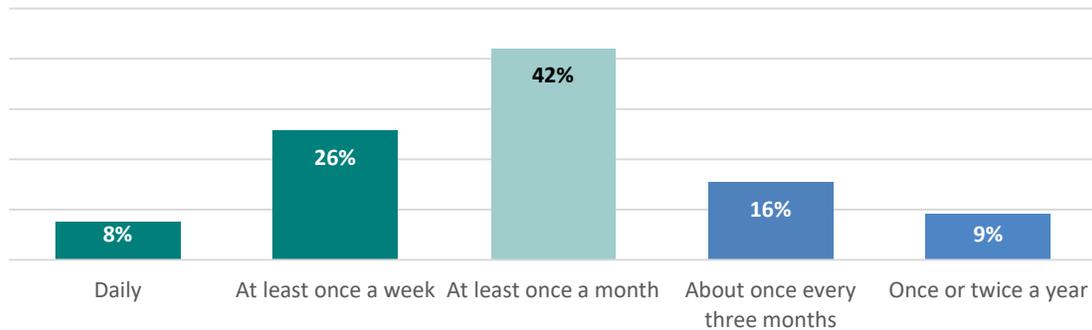
Question: In the last year, have you visited a Stark County Park for any of the following reasons?



Park/Trail visitors were also asked how often they visited a park in the past year and whether or not their park usage had increased or decreased due to the COVID pandemic. A third of park visitors, 34%, indicated that they had visited the park at least once a week with 8% visiting daily. Less than half, 42%, reported visiting park at least once a month while the remaining quarter of respondents had visited a park about once every three months (16%) or once or twice a year (9%).

How Often Visit a Park in Past Year

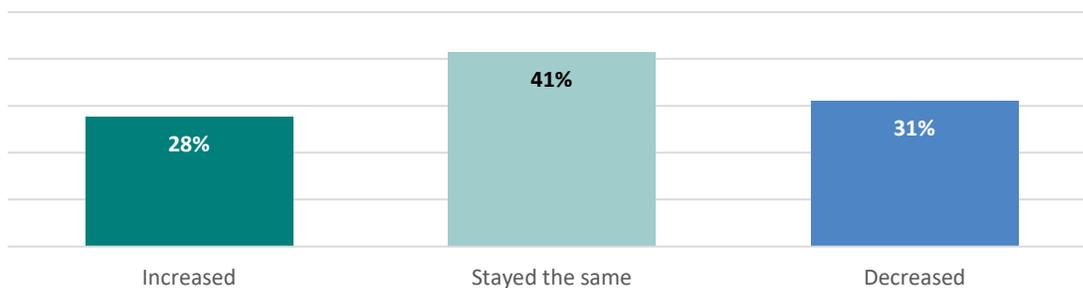
About how often would you say you visited a park in the last year?



More than a quarter, 28%, of park/trail visitors reported that they visited the park more often during the COVID-19 pandemic while slightly more, 31%, visited the park less due to COVID-19. The remaining 41% of park/trail visitors did not change their park usage. Groups of respondents more likely to have **increased** their park usage during COVID-19 include respondents ages 18 to 44 (especially those ages 18 to 24), suburban residents, those who are employed, registered voters, and college graduates. Groups of respondents more likely to have **decreased** their park usage during COVID-19 include Massillon and Canton residents, retirees, non-registered voters and those with a high school diploma or less education.

Change in Park Use Due to COVID

During the COVID-19 pandemic, did your use of parks increase, decrease, or stay the same?



Change in Park use Due to COVID by select demographics (* indicates significant relationship)				
		Increased	Stayed the Same	Decreased
All respondents		27.6%	41.4%	31.0%
Demographic	Subgroup			
Gender	Male	28.6%	42.1%	29.3%
	Female	26.8%	40.9%	32.2%
Age*	18-24	41.2%	29.4%	29.4%
	25-44	32.7%	35.6%	31.7%
	45-64	27.7%	42.6%	29.8%
	65 and over	11.5%	55.7%	32.8%
Children in Household	Yes	30.8%	33.0%	36.3%
	No	26.4%	45.2%	28.4%
Living Arrangement	Own	30.6%	41.0%	28.3%
	Rent/Other arrangement	23.1%	42.7%	34.2%
City / Township*	Alliance	0.0%	61.5%	38.5%
	Canton	26.2%	33.3%	40.5%
	Massillon	20.5%	33.3%	46.2%
	Other	32.3%	46.5%	21.3%
Race	White	27.4%	43.2%	29.3%
	Non-white	29.0%	25.8%	45.2%
Employment Status*	Full time	40.3%	33.9%	25.8%
	Part time	45.8%	25.0%	29.2%
	Retired	10.8%	54.1%	35.1%
	Unemployed	14.8%	55.6%	29.6%
	Other	16.7%	42.9%	40.5%
Marital Status	Single	34.4%	40.0%	25.6%
	Divorced / Separated	19.0%	42.9%	38.1%
	Widowed	13.6%	36.4%	50.0%
	Married	28.1%	43.0%	28.9%
Education Attainment*	High School or less	15.1%	41.9%	43.0%
	Some College	28.0%	45.2%	26.9%
	College Grad or more	36.3%	38.1%	25.7%
Voter Registration Status*	Registered	28.5%	43.9%	27.6%
	Not registered	22.2%	28.9%	48.9%
Urban / Rural	Large city	22.6%	32.3%	45.2%
	Suburb near large city	36.6%	39.6%	23.8%
	Small city or town	21.7%	44.2%	34.1%
	Rural area	27.6%	44.8%	27.6%
Question: During the COVID-19 pandemic, did your use of parks increase, decrease, or stay the same?				



A quarter of respondents, 25%, indicated there was something that kept them from visiting the park as much as they want to. This was an open-ended question in which the respondent could give one response. The most common barriers reported were not having enough time (21%), having limited mobility (14%), having transportation issues (11%), poor health (9%), and a long drive to get to the park (9%).

All respondents were also asked what Stark Parks could do to encourage more visitors. This was an open-ended question in which the respondent could give one response. Nearly a third, 31%, of respondents indicated that Stark Parks was currently doing a good job and there was nothing else they could suggest. Additional responses to encourage more visitation include having activities that fit their interests (20%), improvements to the parks overall (15%), keeping the parks clean and maintained (15%), improving safety measures (8%), and publicizing more what is available (7%).

Anything Prevents from Visiting

Is there anything that makes it difficult for you or prevents you from visiting Stark Parks as often as you would like?



What Prevents from Visiting Parks		
	N	%
Not enough time	19	20.7%
Limited mobility	13	14.1%
No transportation	10	10.9%
Health concerns	8	8.7%
Long drive to get to park	8	8.7%
Covid	5	5.4%
Not feeling safe	5	5.4%
Elderly	4	4.3%
Weather	4	4.3%
Limited access for wheelchairs/strollers	4	4.3%
Fishing is not up to par	4	4.3%
Violation of leash laws	2	2.2%
Disinterested	1	1.1%
Playground equipment needed	1	1.1%
Parking lot drawbacks	1	1.1%
Not maintained	1	1.1%
Lack of restrooms	1	1.1%
Hours parks are open	1	1.1%
Total	92	100.0%



How Stark Parks Can Encourage More Visits		
	N	%
Currently doing a good job	94	31.1%
Activities that fit my interests	60	19.9%
Improvements	46	15.2%
Cleaned and maintained	44	14.6%
Safety measures	23	7.6%
Publicize	20	6.6%
More locations	5	1.7%
Public transportation	3	1.0%
Extend hours	2	0.7%
Wheelchair/stroller friendly	2	0.7%
Accessibility	2	0.7%
No new locations	1	0.3%
	302	100.0%

In your opinion, what is the most important thing that Stark Parks can do to encourage you to visit more often?



Anything Prevents from Visiting by select demographics (* indicates significant relationship)			
		Yes	No
All respondents		25.1%	74.9%
Demographic	Subgroup		
Gender	Male	27.2%	72.8%
	Female	23.1%	76.9%
Age	18-24	28.3%	71.7%
	25-44	18.8%	81.2%
	45-64	28.2%	71.8%
	65 and over	27.4%	72.6%
Children in Household*	Yes	18.5%	81.5%
	No	27.9%	72.1%
Living Arrangement	Own	22.1%	77.9%
	Rent/Other arrangement	29.7%	70.3%
City / Township	Alliance	9.1%	90.9%
	Canton	27.5%	72.5%
	Massillon	31.9%	68.1%
	Other	23.9%	76.1%
Race	White	24.4%	75.6%
	Non-white	30.6%	69.4%
Employment Status	Full time	20.9%	79.1%
	Part time	17.5%	82.5%
	Retired	28.1%	71.9%
	Unemployed	42.1%	57.9%
	Other	25.5%	74.5%
Marital Status	Single	25.2%	74.8%
	Divorced / Separated	27.6%	72.4%
	Widowed	34.4%	65.6%
	Married	22.3%	77.7%
Education Attainment	High School or less	28.7%	71.3%
	Some College	25.8%	74.2%
	College Grad or more	20.6%	79.4%
Voter Registration Status	Registered	25.2%	74.8%
	Not registered	24.3%	75.7%
Urban / Rural*	Large city	28.6%	71.4%
	Suburb near large city	16.4%	83.6%
	Small city or town	29.3%	70.7%
	Rural area	32.6%	67.4%
Question: <i>Is there anything that makes it difficult for you or prevents you from visiting Stark Parks as often as you would like?</i>			

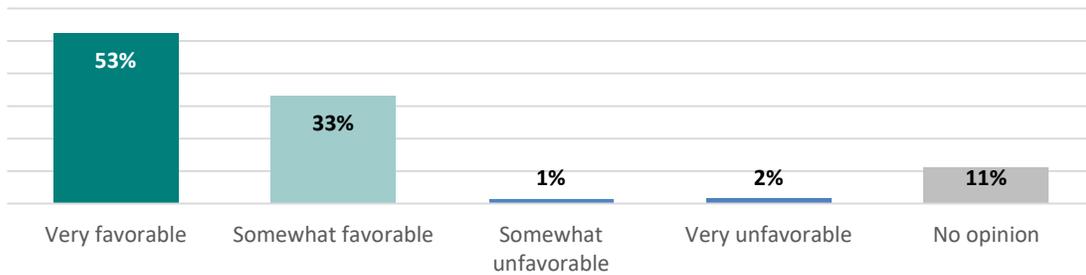


Park Perception

Most respondents, 86%, had a favorable opinion of Stark Parks with 53% having a very favorable opinion. Only a small percentage of respondents, 3%, had an unfavorable opinion. Park visitors were more likely than non-visitors to have a very favorable opinion of Stark Parks, 59% of park visitors compared to 36% of non-visitors. The most common reasons given for having an unfavorable opinion of Stark Parks was that they are a waste of taxpayers' money, although this response was given by only two respondents.

Opinion of Stark Parks

Thinking now about the Stark County Park District also known as Stark Parks, would you say you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of Stark Parks or do you not have an opinion?



Reason for Unfavorable Opinion		
	N	%
Waste taxpayer money	2	50.0%
Use of eminent domain	1	25.0%
Not well maintained	1	25.0%
Total	4	100.0%



Opinion of Stark Parks by select demographics (* indicates significant relationship)		Very Favorable	Somewhat	Unfavorable	No Opinion
All respondents		52.5%	33.1%	3.0%	11.3%
Demographic	Subgroup				
Gender	Male	54.2%	32.6%	3.2%	10.0%
	Female	50.7%	34.0%	2.9%	12.4%
Age	18-24	50.0%	28.3%	8.7%	13.0%
	25-44	52.1%	38.5%	1.7%	7.7%
	45-64	50.0%	35.2%	3.5%	11.3%
	65 and over	57.9%	25.3%	2.1%	14.7%
Children in Household	Yes	52.8%	36.1%	2.8%	8.3%
	No	52.6%	32.1%	3.1%	12.2%
Living Arrangement	Own	55.4%	33.5%	2.9%	8.3%
	Rent/Other	47.5%	32.9%	3.2%	16.5%
City / Township	Alliance	54.5%	27.3%	0.0%	18.2%
	Canton	49.5%	36.7%	0.9%	12.8%
	Massillon	44.7%	38.3%	6.4%	10.6%
	Other	55.7%	30.8%	3.6%	10.0%
Race*	White	54.3%	32.7%	2.3%	10.8%
	Non-white	40.4%	36.2%	8.5%	14.9%
Employment Status	Full time	53.9%	35.7%	2.6%	7.8%
	Part time	53.8%	35.9%	2.6%	7.7%
	Retired	53.1%	33.6%	0.9%	12.4%
	Unemployed	47.4%	31.6%	7.9%	13.2%
	Other	49.1%	25.5%	5.5%	20.0%
Marital Status	Single	51.6%	30.6%	2.4%	15.3%
	Divorced / Separated	48.3%	39.7%	3.4%	8.6%
	Widowed	60.6%	24.2%	6.1%	9.1%
	Married	52.4%	35.1%	2.7%	9.7%
Education Attainment	High School or less	46.2%	31.5%	4.6%	17.7%
	Some College	53.1%	32.8%	3.1%	10.9%
	College Grad or more	57.0%	35.2%	2.1%	5.6%
Voter Registration	Registered	57.9%	31.2%	2.4%	8.5%
	Not registered	27.1%	41.4%	5.7%	25.7%
Urban / Rural	Large city	38.8%	44.9%	2.0%	14.3%
	Suburb near large city	56.7%	31.9%	2.8%	8.5%
	Small city or town	52.7%	30.5%	3.6%	13.2%
	Rural area	53.5%	34.9%	2.3%	9.3%
Visited Park*	Yes	59.2%	31.8%	3.1%	5.9%
	No	35.5%	36.4%	2.7%	25.5%

Question: Thinking now about the Stark County Park District also known as Stark Parks, would you say you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of Stark Parks?



All respondents were also asked what they think are Stark Parks' most important contributions to the community. This was an open-ended question. The most common response, given by 20% of respondents, was an appreciation of nature. Other responses included, in order of importance, having a place for recreation, the green space, parks being well maintained, allowing for an opportunity to relax from day to day living, and being a safe environment.

Stark Parks Contributions		
	N	%
Nature appreciation	68	19.6%
Place of recreation	62	17.9%
Green space	32	9.2%
Well maintained	26	7.5%
Relaxation from day-to-day living	24	6.9%
Safe environment	19	5.5%
Many experiences offered	17	4.9%
Brings people together	17	4.9%
Family time	15	4.3%
Opportunity for learning	15	4.3%
Gives people something to do	14	4.0%
Adds value to community	12	3.5%
Accessibility	11	3.2%
Free	9	2.6%
Positive place for kids	6	1.7%
Total	347	100.0%

What do you think are Stark Parks most important contributions to the community?

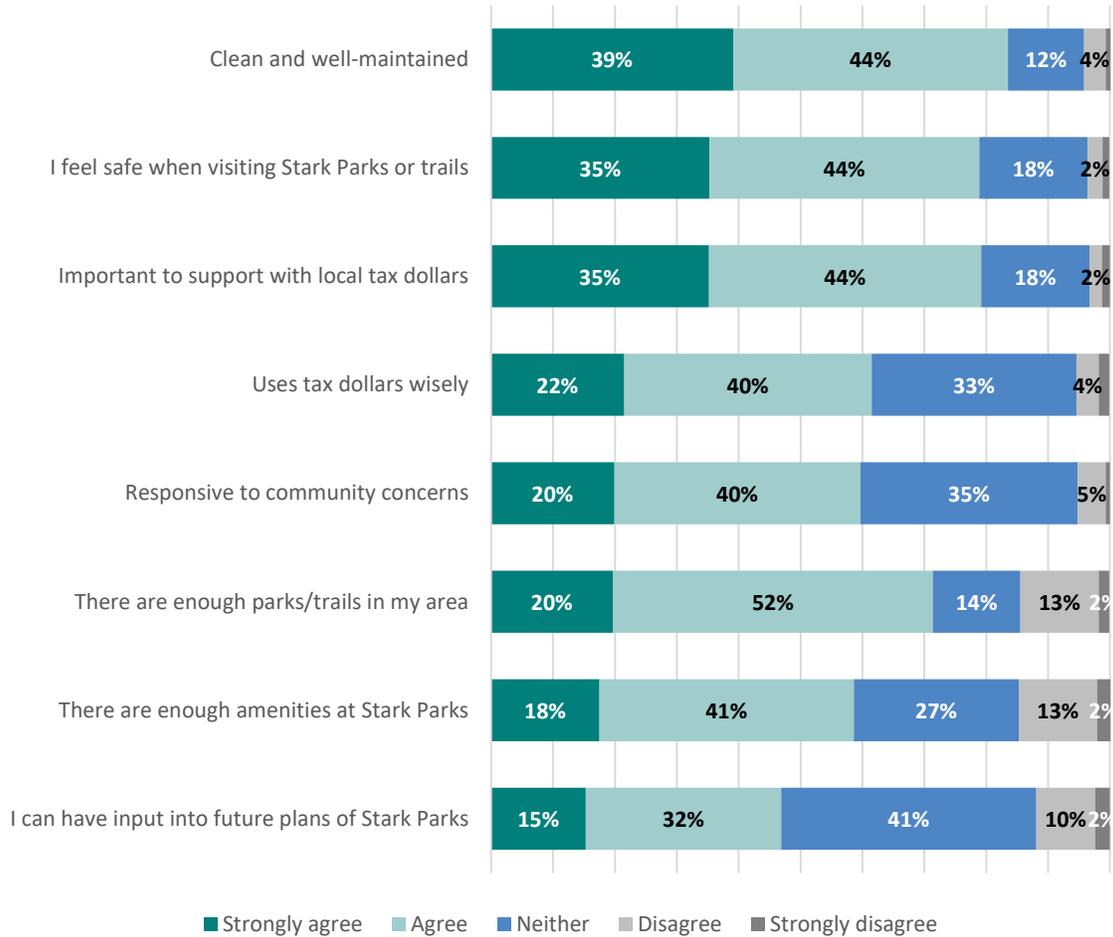




Next, respondents were given a list of eight statements and were asked how they agreed or disagreed with each. Each statement is discussed in more detail below.

Agreement with Statements about Stark Parks

How much do you agree or disagree with the following statements?



- ✓ **STARK PARKS CLEAN AND WELL MAINTAINED:** Most respondents, 83.5%, agreed that “Stark Parks are clean and well-maintained”, with 39% strongly agreeing. Only a small percentage of respondents, 4%, disagreed with this statement. Groups of respondents more likely to agree with this statement include park visitors, homeowners, registered voters, and retired respondents.
- ✓ **IMPORTANT TO SUPPORT WITH TAX DOLLARS:** More than three-quarters of respondents, 79.2%, agreed that “I feel safe when visiting Stark Parks and trails”, with 35% strongly agreeing. Only a small percentage of respondents, 3%, disagreed with this statement. Groups of respondents more likely to agree with this statement include park visitors, males, registered voters, and white residents.
- ✓ **FEEL SAFE AT STARK PARKS:** More than three-quarters of respondents, 78.9%, agreed that “It is important to support Stark Parks with local tax dollars”, with 20% strongly agreeing. Only a small percentage, 4%, disagreed with this statement. Groups of respondents more likely to agree with this statement include park visitors, homeowners, suburban residents, registered voters, and white residents.
- ✓ **ENOUGH PARKS IN MY AREA:** Less than three-quarters of respondents, 71.5%, agreed that “There are enough parks and trails in my area”, with 35% strongly agreeing. Nearly one in six respondents, 14%, disagreed with this statement. Groups of respondents more likely to agree with this statement include park visitors, white residents, registered voters, and those who are employed full-time.
- ✓ **USE TAX DOLLARS WISELY:** Less than two-thirds of respondents, 61.6%, agreed that “Stark Parks uses tax dollars wisely”, with 22% strongly agreeing. Just a small percentage of respondents, 5%, disagreed with this statement. Groups of respondents more likely to agree with this statement include park visitors, registered voters, and white residents.
- ✓ **RESPONSIVE TO CONCERNS:** More than half of respondents, 59.8%, agreed that “Stark Parks is responsive to community concerns”, with 20% strongly agreeing. Just a small percentage of respondents, 5%, disagreed with this statement. Groups of respondents more likely to agree with this statement include park visitors, registered voters, and white residents.
- ✓ **ENOUGH AMENITIES:** More than half, 58.6%, agreed that “There are enough amenities like restrooms at Stark Parks”, with 18% strongly agreeing. Less than one-sixth of respondents, 15%, disagreed with this statement. Groups of respondents more likely to agree with this statement include park visitors, males, residents ages 45 to 64, registered voters, and those who are employed.
- ✓ **CAN HAVE INPUT:** Less than half, 46.9%, agreed that “I can have input into the future plans of Stark Parks if I want to”, with 15% strongly agreeing. More than one-tenth of respondents, 12%, disagreed with this statement. Groups of respondents more likely to agree with this statement include park visitors, males, registered voters, and those with a high school diploma or less education.



Agreement with Statements by select demographics (% agree) (* indicates significant relationship)					
		Clean/ Maintained	Important to Support	Feel Safe Visiting	Enough Parks in My Area
All respondents		83.5%	79.2%	78.9%	71.5%
Demographic	Subgroup				
Gender	Male	85.3%	85.1%*	83.0%	71.2%
	Female	82.0%	74.4%*	75.5%	71.5%
Age	18-24	76.1%	76.1%	75.6%	73.9%
	25-44	82.1%	78.4%	83.1%	66.1%
	45-64	82.3%	80.0%	76.6%	76.8%
	65 and over	91.2%	80.9%	78.5%	69.1%
Children in Household	Yes	84.3%	78.1%	78.7%	66.1%
	No	83.7%	80.1%	79.3%	73.2%
Living Arrangement	Own	87.8%*	79.2%	84.0%*	72.5%
	Rent/Other arrangement	76.6%*	79.1%	71.5%*	69.2%
City / Township	Alliance	72.7%	68.2%	73.9%*	66.7%
	Canton	79.6%	80.6%	76.6%*	71.3%
	Massillon	80.9%	70.2%	74.5%*	72.3%
	Other	87.2%	81.7%	81.4%*	72.1%
Race	White	87.4%*	81.3%*	81.9%*	73.8%*
	Non-white	54.2%*	65.3%*	58.3%*	54.2%*
Employment Status	Full time	86.9%*	82.0%	84.9%	78.6%*
	Part time	71.8%*	75.0%	75.0%	57.5%*
	Retired	90.1%*	82.5%	78.4%	72.6%*
	Unemployed	75.7%*	70.3%	67.6%	51.4%*
	Other	72.7%*	72.7%	74.1%	70.9%*
Marital Status	Single	78.9%	78.2%	75.6%	71.8%
	Divorced / Separated	84.7%	81.4%	78.0%	67.2%
	Widowed	75.0%	81.8%	75.0%	74.2%
	Married	87.9%	78.0%	81.9%	72.4%
Education Attainment	High School or less	78.9%	76.2%	71.9%	73.6%
	Some College	81.9%	78.3%	77.3%	69.5%
	College Grad or more	89.3%	81.9%	85.8%	70.9%
Voter Registration Status	Registered	88.0%*	82.9%*	82.9%*	74.8%*
	Not registered	63.8%*	62.3%*	59.4%*	55.7%*
Urban / Rural	Large city	77.1%	76.6%	83.0%	72.9%
	Suburb near large city	87.1%	82.7%	80.6%	73.8%
	Small city or town	83.7%	78.3%	75.4%	68.1%
	Rural area	81.0%	75.0%	81.8%	75.0%
Visited Park	Yes	88.3%*	83.7%*	87.6%*	75.2%*
	No	70.8%*	67.6%*	55.7%*	62.0%*

Question: How much do you agree or disagree with the following statements?



Agreement with Statements by select demographics (% agree) (* indicates significant relationship)					
		Uses Tax Dollars Wisely	Responsive to Concerns	Enough Amenities	Can Have Input
All respondents		61.6%	59.8%	58.6%	46.9%
Demographic	Subgroup				
Gender	Male	66.7%	59.5%	65.1%*	51.1%*
	Female	56.9%	60.1%	52.9%*	43.5%*
Age	18-24	65.2%	53.3%	52.2%*	50.0%
	25-44	55.1%	58.1%	59.0%*	47.9%
	45-64	63.1%	61.3%	61.0%*	43.3%
	65 and over	66.3%	62.8%	57.4%*	49.5%
Children in Household	Yes	57.8%	59.6%	62.4%	52.3%
	No	63.1%	60.1%	57.7%	44.9%
Living Arrangement	Own	66.1%	62.3%	62.2%	45.4%
	Rent/Other arrangement	54.4%	55.7%	53.8%	49.0%
City / Township	Alliance	60.9%	50.0%	65.2%	39.1%
	Canton	49.5%	56.5%	53.7%	43.5%
	Massillon	66.0%	56.3%	50.0%	47.9%
	Other	66.8%	62.9%	62.0%	49.1%
Race	White	66.0%*	63.3%*	59.7%	47.3%
	Non-white	30.6%*	34.7%*	49.0%	43.8%
Employment Status	Full time	61.8%	64.7%	67.8%*	44.7%
	Part time	61.5%	61.5%	62.5%*	57.5%
	Retired	65.8%	61.6%	57.1%*	55.8%
	Unemployed	47.4%	42.1%	48.6%*	37.8%
	Other	60.0%	52.7%	41.8%*	32.7%
Marital Status	Single	54.8%	54.0%	55.6%	45.5%
	Divorced / Separated	61.0%	60.3%	57.6%	50.0%
	Widowed	69.7%	71.0%	58.1%	48.5%
	Married	65.0%	61.4%	61.2%	47.0%
Education Attainment	High School or less	55.4%	55.4%	58.3%	51.6%*
	Some College	60.5%	57.5%	53.1%	46.5%*
	College Grad or more	67.9%	65.7%	63.8%	43.3%*
Voter Registration Status	Registered	66.0%*	64.4%*	61.2%*	49.8%*
	Not registered	40.0%*	37.1%*	45.6%*	33.3%*
Urban / Rural	Large city	50.0%	44.9%	50.0%	40.4%
	Suburb near large city	66.4%	66.2%	60.0%	46.4%
	Small city or town	59.9%	61.1%	58.4%	50.6%
	Rural area	63.6%	51.2%	63.6%	40.9%
Visited Park	Yes	65.2%*	64.1%*	63.1%*	50.3%*
	No	52.3%*	48.1%*	46.3%*	37.6%*

Question: How much do you agree or disagree with the following statements?



Stark Parks Programming

Less than one-sixth, 14.9%, of respondents reported participating in a program or activity offered by Stark Parks in the past year. Groups of respondents more likely to participate in Stark Park programs and activities include respondents ages 18 to 44, those with children, and respondents who are employed part-time.

The 14.9% who had participated in a Stark Park program or activity were asked which program or activity they participated in. This was an open-ended question in which the respondent could give one answer. The most common programs and activities utilized were trail walks with a theme (21.2% of program participants), group sports (13.5%), seasonal programming (11.5%), fishing (7.7%), and kid's programs (7.7%).

Participated in Stark Parks Programs

Have you participated in any programs or activities offered by Stark Parks in the past year?



Programs Participated In			
	N	% of program participants	% of all respondents
Trail walks with a theme	11	21.2%	2.8%
Group sports	7	13.5%	1.8%
Seasonal	6	11.5%	1.5%
Fishing	4	7.7%	1.0%
Kids programs	4	7.7%	1.0%
Food	3	5.8%	0.8%
Park clean-up	3	5.8%	0.8%
Entertainment	3	5.8%	0.8%
Camping	2	3.8%	0.5%
Biking	2	3.8%	0.5%
Online education	2	3.8%	0.5%
Wildlife	2	3.8%	0.5%
Lake activities	2	3.8%	0.5%
Library	1	1.9%	0.3%
Total	52	(n=52)	(n=400)

What programs or activities would that be?



Participated in Stark Parks Programs by select demographics (* indicates significant relationship)			
		Yes	No
All respondents		14.9%	85.1%
Demographic	Subgroup		
Gender	Male	15.7%	84.3%
	Female	14.4%	85.6%
Age*	18-24	19.6%	80.4%
	25-44	24.6%	75.4%
	45-64	10.6%	89.4%
	65 and over	7.4%	92.6%
Children in Household*	Yes	27.5%	72.5%
	No	10.4%	89.6%
Living Arrangement	Own	13.3%	86.7%
	Rent/Other arrangement	17.6%	82.4%
City / Township	Alliance	18.2%	81.8%
	Canton	13.8%	86.2%
	Massillon	14.9%	85.1%
	Other	15.3%	84.7%
Race	White	14.5%	85.5%
	Non-white	18.8%	81.3%
Employment Status*	Full time	18.8%	81.2%
	Part time	23.1%	76.9%
	Retired	8.8%	91.2%
	Unemployed	5.3%	94.7%
	Other	18.2%	81.8%
Marital Status	Single	14.6%	85.4%
	Divorced / Separated	16.9%	83.1%
	Widowed	12.1%	87.9%
	Married	14.6%	85.4%
Education Attainment	High School or less	16.9%	83.1%
	Some College	15.6%	84.4%
	College Grad or more	12.8%	87.2%
Voter Registration Status	Registered	16.4%	83.6%
	Not registered	8.6%	91.4%
Urban / Rural	Large city	16.3%	83.7%
	Suburb near large city	15.6%	84.4%
	Small city or town	12.5%	87.5%
	Rural area	20.9%	79.1%
Question: <i>Have you participated in any programs or activities offered by Stark Parks in the past year?</i>			



All respondents, regardless of whether they had participated in programs and activities in the past, were asked what types of educational or recreational programs that they or their households would be most interested in.

A significant portion of respondents, 44%, were not able to answer this question. Respondents who were able to answer were most interested in guided nature walks (24.7% of answering respondents), wildlife programming (9.0%), kid's programs (8.1%), fishing (7.2%), science (6.7%), community building (6.3%), health and fitness programming (5.8%), birdwatching (4.9%), and seasonal programming (4.5%).

Programs Interested In		
	N	%
Guided nature walks	55	24.7%
Wildlife	20	9.0%
Kids programs	18	8.1%
Fishing	16	7.2%
Science	15	6.7%
Community building	14	6.3%
Health and fitness	13	5.8%
Birdwatching	11	4.9%
Seasonal	10	4.5%
History	8	3.6%
Volunteer	6	2.7%
Entertainment	5	2.2%
Group sports	5	2.2%
Running	5	2.2%
Park clean-up	4	1.8%
Arts and crafts	4	1.8%
Food	3	1.3%
Lake activities	3	1.3%
Good programs currently	3	1.3%
Camping	2	0.9%
Library	2	0.9%
Biking	1	0.4%
Total	223	100.0%

What, if any, types of educational or recreational programs would you or your household be most interested in?





Next, all respondents were asked if they had any ideas for improvements to park features, services, or programming. One in five respondents were able to offer improvements. Because of the wide variety, the ideas and suggestions are listed verbatim in the table below. The ideas and suggestions covered the following topics: fishing, security and safety, restrooms, enforcement of current rules, park cleanliness and maintenance, concerts and events, advertising and communication, and programming.

Have Ideas for Improvements

Do you have any ideas for improvements for park features, services or programming?



Ideas for Improvements (responses are verbatim)
Fishing
Add some more fish
Fishing derby
Fishing tournaments
More parks with fishing
Stock the ponds with better fish
Security / Safety
Always be a security guard walking the parks to protect the elderly
Cameras for Safety
I liked to see canton police on bikes more often, people use electric bikes and the pretty fast and the cops would help curve that
I think more bike trails and working with police, fire dept to sponsor bike for kids' safety/giveaway programs would be great to get younger generations back outside
Maybe a security guard here and there
Maybe cameras and fix rest rooms the portable pots came in handy
More Park rangers posted inside the park
Restrooms
Bathrooms, more signs for the pathways, more lighting, a dog relief area
Better restroom facilities; programs on the history of the area; better trail signage; providing street addresses for the parks and trailheads that one can enter into a GPS to find easier (not longitudes and latitudes)
Increase the number of restrooms in the trail areas
More restrooms
More restrooms and better maintained
More restrooms inside instead of port a potty's and they're out of toilet paper often
Rules Enforcement
Enforcement of leash laws
Having people follow the rules, enforcement to supervise, tidying up, reducing litter



Park Cleaning / Maintenance
Hire more people to do the landscaping and maintain the parks
Cleaning graffiti
Better park cleaning programs, more amenities like basketball courts, tennis courts, better playground equipment, better gazebos
Get rid of the muddy trails. I like how they are paving the trails, that makes it nicer and it's better for bicycles. A park ranger on the trails would make me feel safer.
Jackson Park needs to maintain their bathrooms way more often and keep it cleaner.
Just more waste baskets for people to not litter.
Keep trails cleaned, crushed limestone tamped down (if not paved)
To have citizens help clean the parks
Concerts / Events
Band shelter and free concerts. They do this quite well in New Philadelphia during the summer months.
Concerts or bands
Doing festivals depending what holiday it is.
Advertising / Communication
Better advertisement
Mailers
More advertising for people to know what is actual going with the parks
More community input
Try to make mailings or emails to people that sign up for things, to keep informed
Use mailers to let residents know of all the events taking place at each park per month
Promotion of outdoor events
Other Programs
Adult and/or child walking staff reward program for completing 10 or more hikes
Allowing people to do more activities so everyone can have fun doing something that they like.
An evening running group that runs together once a week which does not meet anymore. Good programming for grandson with disabilities. Good relations with park. Thursday Evening running group.
Coyote and Owl Calling. Night Hikes.
Dog park in Jackson
Fall/Spring hiking sprees
Free group activities
More flowers and more programs for kids
More games and playgrounds for safety
More urban legends and haunted tours in the fall.
Offer free haunted houses or free day at the garden center
Organize a nature scavenger hunt to get kids involved in during the summer.
Provide more classes on nature and things surrounding it
Someone to teach you different plants and trees as walking would be fun and anything around us fish and so on
They should teach safety to kids and always have more help for the senior citizens, programs about wildlife for the inner-city kids at all parks and have different themes during the week or all seasons





Miscellaneous
Adding a splash pad.
Allow vendors to offer drinks and healthy snacks
An interactive app/map system parkgoers can refer to as they explore the park
Better connections between trails, more tunnels/bridges to avoid major street intersections
Equipment for disabled kids
Handicap accessible amenities
More handicap-accessible areas and get rid of the geese
More interactive signage
More play areas for kids. Maybe a movie in the park on a projector once a week during warm months to bring families together to enjoy a family movie together under the stars.
More skateparks
More things to do
Soccer
Something on the end of Stark County
Update and fix old features
Using tax dollars for setting up a way for people to vote on events at the parks. Do what's best for city. They need a lot more for the kids. Basketball tournament. Keep kids from doing foolishness in the summer.
Wheelchair trails paved

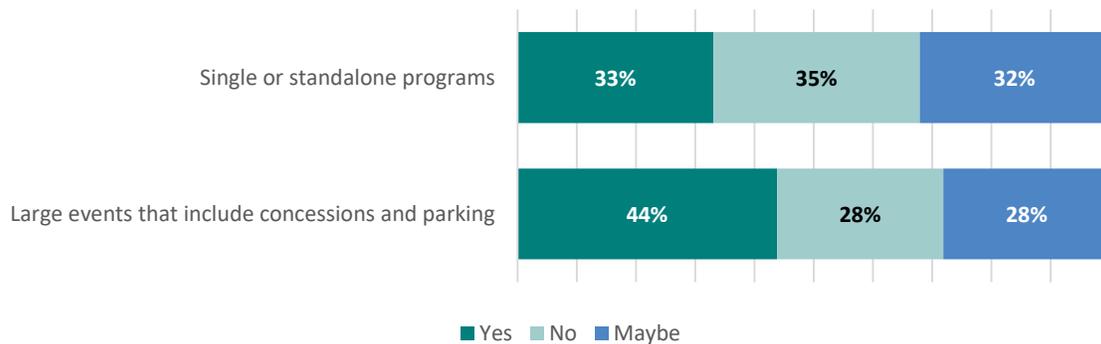


Respondents were next asked if they would be willing to pay a fee to participate in different types of programming and activities. A third of respondents, 33%, reported that they would be willing to pay a fee to participate in a single or standalone program such as hikes, archery, or workshops while an additional 32% said that they might be interested. Groups of respondents more likely to be willing to pay a fee

Less than half of respondents, 44%, reported that they would be willing to pay a fee to participate in a large event that includes concessions and parking while an additional 28% said that they might be interested. Groups of respondents more likely to be willing to pay a fee for this type of programming include respondents ages 18 to 44, those with children in the household, renters, respondents who are employed full-time, and those who are single or divorced.

Willing to Pay a Fee to Participate

Would you be willing to pay a fee to participate in either of the following types of programs or activities?



Willing to Pay Fee to Participate by select demographics (% yes) (* indicates significant relationship)			
		Single Programs	Large Events
All respondents		33.1%	43.8%
Demographic	Subgroup		
Gender	Male	35.4%	46.8%
	Female	31.3%	41.1%
Age	18-24	42.2%	60.9%*
	25-44	39.3%	55.9%*
	45-64	30.3%	40.8%*
	65 and over	25.3%	24.7%*
Children in Household	Yes	39.8%	57.4%*
	No	31.0%	39.0%*
Living Arrangement	Own	28.6%*	35.8%*
	Rent/Other	40.5%*	56.1%*
City / Township	Alliance	31.8%	59.1%
	Canton	37.6%	50.9%
	Massillon	38.3%	51.1%
	Other	29.7%	37.3%
Race	White	31.9%*	42.0%
	Non-white	42.9%*	56.3%
Employment Status	Full time	38.6%	51.3%*
	Part time	32.5%	42.5%*
	Retired	28.1%	31.5%*
	Unemployed	29.7%	43.2%*
	Other	32.7%	50.9%*
Marital Status	Single	36.6%	47.6%*
	Divorced / Separated	32.8%	57.6%*
	Widowed	31.3%	39.4%*
	Married	31.4%	37.5%*
Education Attainment	High School or less	34.6%	44.6%
	Some College	35.7%	51.6%
	College Grad or more	29.1%	35.7%
Voter Registration Status	Registered	32.2%	42.2%
	Not registered	37.1%	50.7%
Urban / Rural	Large city	37.5%	53.1%
	Suburb near large city	30.0%	37.9%
	Small city or town	34.7%	48.5%
	Rural area	32.6%	34.9%
Visited Park	Yes	35.9%*	47.1%
	No	26.4%*	34.9%
Question: <i>Would you be willing to pay a fee to participate in either of the following types of programs or activities?</i>			





Stark Parks Awareness

A quarter of respondents, 25%, indicated that they had heard or seen something, either in the news or out in the community, about Stark Parks in the past year. Groups of respondents more likely to have heard or seen something about the parks included suburban residents, respondents who are employed full-time, registered voters, and college graduates.

More than half, 60%, of those who had heard something about Stark Parks in the past year had heard something **positive** about the Parks. The most common positive things mentioned about the park included favorable information in general, information promoting the parks, and current improvements. The most common source of positive information was the newspaper, followed by social media, the news, and word of mouth. More than a quarter, 28%, of those who had heard or seen something about the parks had heard or seen something **negative** about the parks. The most common negative information heard or seen was information about eminent domain and crime. The most common sources of negative information were signs and word of mouth.

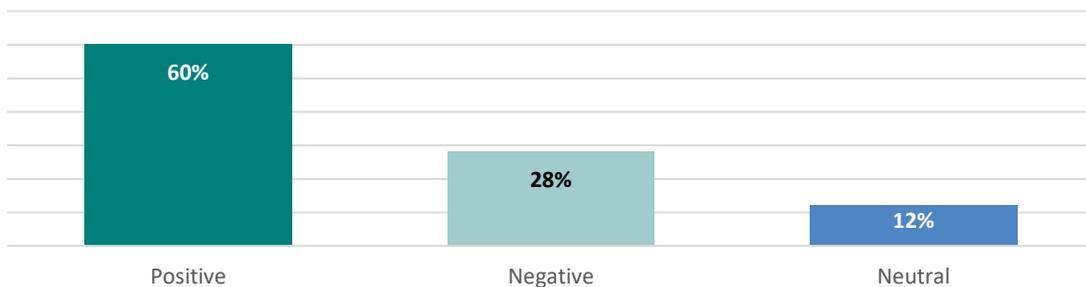
Heard Info about Stark Parks

Have you heard or seen anything, either in the news or out in the community, positive or negative, about Stark Parks in the past year?



Tone of Information Heard

How would you classify what you have heard or seen about Stark Parks?



Positive Information Heard		
	N	%
Favorable information	18	38.3%
Promoting Stark Parks	13	27.7%
Current improvements	8	17.0%
Acquiring land	4	8.5%
Current changes taking place	2	4.3%
Park levy on ballot	2	4.3%
Total	47	100.0%



Where Heard Positive Info		
	N	%
Newspaper	18	37.5%
Social media	5	10.4%
News	5	10.4%
Word of mouth	5	10.4%
Newsletter	4	8.3%
Mail	4	8.3%
Radio	3	6.3%
Internet	2	4.2%
A park	2	4.2%
Total	48	100.0%

Negative Information Heard		
	N	%
Eminent domain	9	36.0%
Crime	4	16.0%
Acquiring land	3	12.0%
Description of parks	3	12.0%
Disagreeing with current decisions	2	8.0%
Current improvements	1	4.0%
Attempt to defund the parks	1	4.0%
Previous levy	1	4.0%
Park levy on ballot	1	4.0%
Total	25	100.0%

Where Heard Negative Info		
	N	%
Signs	6	25.0%
Word of mouth	6	25.0%
Newspaper	5	20.8%
Social media	4	16.7%
News	2	8.3%
Radio	1	4.2%
Total	24	100.0%



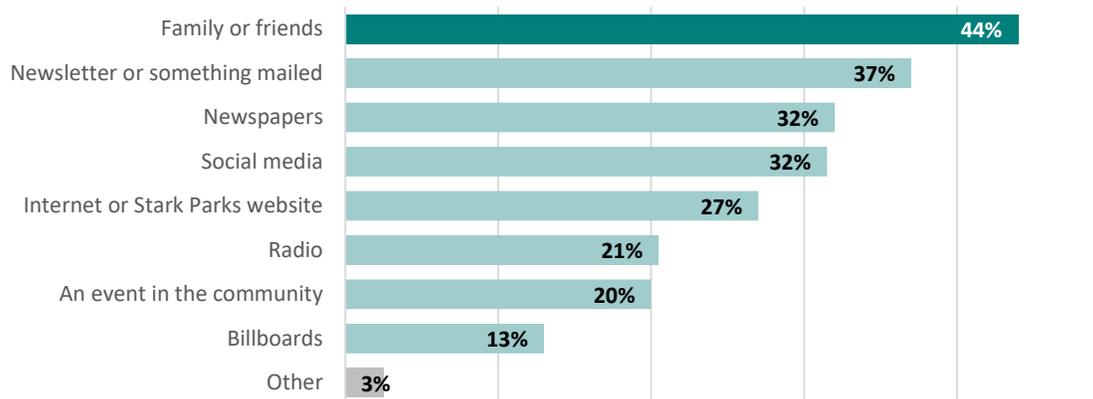
Heard Info about Stark Parks by select demographics (* indicates significant relationship)			
		Yes	No
All respondents		24.9%	75.1%
Demographic	Subgroup		
Gender	Male	26.7%	73.3%
	Female	23.6%	76.4%
Age	18-24	26.7%	73.3%
	25-44	22.9%	77.1%
	45-64	23.9%	76.1%
	65 and over	27.7%	72.3%
Children in Household	Yes	28.7%	71.3%
	No	23.7%	76.3%
Living Arrangement	Own	28.2%	71.8%
	Rent/Other arrangement	20.3%	79.7%
City / Township*	Alliance	18.2%	81.8%
	Canton	18.5%	81.5%
	Massillon	17.0%	83.0%
	Other	30.2%	69.8%
Race	White	25.6%	74.4%
	Non-white	20.4%	79.6%
Employment Status*	Full time	30.5%	69.5%
	Part time	27.5%	72.5%
	Retired	28.9%	71.1%
	Unemployed	2.6%	97.4%
	Other	14.5%	85.5%
Marital Status	Single	20.3%	79.7%
	Divorced / Separated	20.3%	79.7%
	Widowed	31.3%	68.8%
	Married	28.1%	71.9%
Education Attainment*	High School or less	18.5%	81.5%
	Some College	24.0%	76.0%
	College Grad or more	32.1%	67.9%
Voter Registration Status*	Registered	27.6%	72.4%
	Not registered	12.9%	87.1%
Urban / Rural	Large city	18.4%	81.6%
	Suburb near large city	25.7%	74.3%
	Small city or town	23.4%	76.6%
	Rural area	34.9%	65.1%
Question: <i>Have you heard anything, either in the news or out in the community, positive or negative, about Stark Parks in the past year?</i>			



Next, respondents were given a list of eight different methods and asked if they had heard about Stark Parks in any of the eight ways. Each method is discussed in more detail below.

How Heard about Stark Parks

People hear about organizations in different ways. Please let me know if you have heard about Stark Parks in each of the following ways by indicating yes or no after each option.



- **Family or friends**- Less than half of respondents, 44%, had heard of Stark Parks through family or friends. Groups of respondents more likely to have heard of Stark Parks this way include ages 18 to 44 (especially 18-24), those with children in the household, and those who are employed part-time.
- **Newsletter or something mailed**- More than a third, 37%, had heard of Stark Parks through newsletters or something mailed. Groups more likely to have heard of Stark Parks this way include ages 45 and over (especially 65 and over), those without children in the home, homeowners, suburban residents, retirees, married respondents, college graduates, and registered voters.
- **Newspapers**- Less than a third, 32%, had heard of Stark Parks through newspapers. Groups more likely to have heard of Stark Parks this way include ages 65 and over, homeowners, suburban residents, retirees, those who are widowed or married, college graduates, and registered voters.
- **Social media**- Less than a third, 32%, had heard of Stark Parks through social media. Groups more likely to have heard of Stark Parks this way include ages 18 to 44, those with children in the home, and Alliance residents.
- **Internet/website**- More than a quarter, 27%, had heard of Stark Parks through the internet/Stark Parks website. Groups more likely to have heard of Stark Parks this way includes those with children in the home, and those with some college or more education.
- **Radio**- Less than a quarter, 21%, had heard of Stark Parks through radio. Groups more likely to have heard of Stark Parks this way includes males, those with children in the home, and registered voters.
- **Community Event**- One-fifth, 20%, had heard of Stark Parks through a community event. Groups more likely to have heard of Stark Parks this way include those with children in the home and non-white respondents.
- **Billboards**- Less than one-sixth of respondents, 13%, had heard of Stark Parks through billboards. There were no statistically significant differences in demographic groups for this item.



How Heard about Stark Parks by select demographics (* indicates significant relationship)					
		Family or Friends	Newsletter/ Mailing	Newspaper	Social Media
All respondents		44.0%	37.0%	32.0%	31.5%
Demographic	Subgroup				
Gender	Male	41.9%	37.7%	32.6%	30.9%
	Female	46.2%	36.1%	31.6%	32.1%
Age	18-24	60.9%*	26.1%*	28.9%*	34.8%*
	25-44	49.6%*	24.6%*	23.9%*	39.0%*
	45-64	41.5%*	41.5%*	28.9%*	32.4%*
	65 and over	32.6%*	51.6%*	47.4%*	20.0%*
Children in Household	Yes	57.4%*	25.0%*	27.8%	43.5%*
	No	38.9%*	41.8%*	34.0%	26.7%*
Living Arrangement	Own	42.7%	46.3%*	37.5%*	29.0%
	Rent/Other arrangement	44.9%	22.8%*	24.1%*	34.8%
City / Township	Alliance	50.0%	13.0%*	17.4%*	50.0%*
	Canton	41.3%	26.9%*	23.1%*	35.2%*
	Massillon	36.2%	36.2%*	25.5%*	19.1%*
	Other	46.4%	44.6%*	39.2%*	30.6%*
Race	White	43.8%	39.8%*	32.8%	30.7%
	Non-white	45.8%	16.3%*	27.1%	37.5%
Employment Status	Full time	46.4%*	39.2%*	31.2%*	37.0%
	Part time	52.5%*	20.0%*	23.1%*	40.0%
	Retired	34.5%*	48.2%*	43.0%*	22.8%
	Unemployed	35.1%*	18.9%*	18.9%*	29.7%
	Other	54.5%*	32.7%*	27.3%*	27.3%
Marital Status	Single	46.0%	28.2%*	25.0%*	29.3%
	Divorced / Separated	42.4%	27.1%*	24.1%*	32.2%
	Widowed	31.3%	40.6%*	42.4%*	25.0%
	Married	44.9%	45.4%*	37.0%*	34.1%
Education Attainment	High School or less	41.5%	28.7%*	24.8%*	27.9%
	Some College	45.7%	36.4%*	28.9%*	34.1%
	College Grad or more	44.7%	45.4%*	41.1%*	32.6%
Voter Registration Status	Registered	44.5%	41.2%*	35.5%*	32.1%
	Not registered	41.4%	17.1%*	15.7%*	28.6%
Urban / Rural	Large city	37.5%	22.4%	20.4%	36.7%
	Suburb near large city	40.0%	38.6%	36.4%	31.2%
	Small city or town	50.3%	37.1%	31.7%	32.1%
	Rural area	39.5%	46.5%	32.6%	25.0%

Question: People hear about organizations in different ways. Please let me know if you have heard about Stark Parks in each of the following ways by indicating yes or no after each option.



How Heard about Stark Parks by select demographics (continued)					
		Internet/ Website	Radio	Community Event	Billboards
All respondents		27.0%	20.5%	20.0%	13.0%
Demographic	Subgroup				
Gender	Male	29.5%	26.7%*	22.0%	15.8%
	Female	25.5%	14.9%*	18.3%	10.1%
Age	18-24	26.1%	21.7%	28.3%	15.2%
	25-44	33.3%	23.1%	21.2%	13.6%
	45-64	24.6%	22.5%	21.8%	13.4%
	65 and over	24.2%	12.8%	11.7%	10.6%
Children in Household	Yes	35.2%*	27.5%*	27.5%*	13.9%
	No	24.3%*	18.1%*	17.1%*	12.8%
Living Arrangement	Own	25.7%	22.4%	21.2%	13.8%
	Rent/Other arrangement	29.1%	17.7%	18.4%	12.0%
City / Township	Alliance	27.3%	13.0%	27.3%	0.0%
	Canton	31.2%	14.7%	19.4%	13.0%
	Massillon	14.9%	25.5%	12.8%	12.8%
	Other	27.9%	23.0%	21.2%	14.4%
Race	White	27.3%	21.6%	18.2%*	13.4%
	Non-white	27.1%	12.5%	33.3%*	8.3%
Employment Status	Full time	31.8%	24.0%	23.4%	14.4%
	Part time	23.1%	25.0%	28.2%	5.0%
	Retired	22.1%	17.5%	15.0%	14.9%
	Unemployed	16.2%	18.4%	13.2%	8.1%
	Other	34.5%	16.4%	20.0%	14.5%
Marital Status	Single	26.0%	17.9%	21.0%	11.3%
	Divorced / Separated	25.4%	13.8%	22.0%	5.1%
	Widowed	18.8%	31.3%	15.2%	21.9%
	Married	30.3%	22.2%	20.0%	15.7%
Education Attainment	High School or less	19.4%*	19.4%	18.6%	13.8%
	Some College	31.3%*	25.8%	21.9%	12.5%
	College Grad or more	31.2%*	16.4%	19.1%	12.1%
Voter Registration Status	Registered	28.7%	22.4%*	20.3%	13.0%
	Not registered	21.4%	10.1%*	18.6%	12.9%
Urban / Rural	Large city	24.5%	22.4%	14.6%	8.2%
	Suburb near large city	29.8%	24.1%	19.1%	12.9%
	Small city or town	26.9%	17.4%	22.2%	13.2%
	Rural area	25.0%	16.3%	20.5%	18.2%

Question: People hear about organizations in different ways. Please let me know if you have heard about Stark Parks in each of the following ways by indicating yes or no after each option.

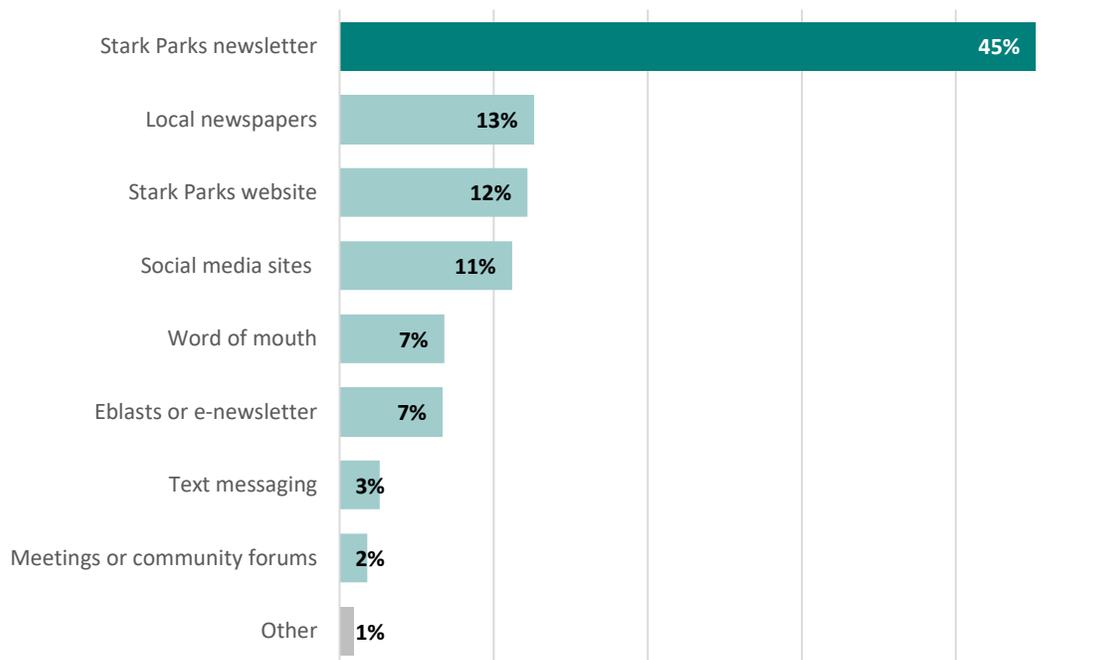


Respondents were also asked how they would prefer to receive information about Stark Parks given eight different options. The most preferred method for receiving information about Stark Parks was through the Stark Parks newsletter. Nearly half of respondents, 45%, preferred to hear from Stark Parks this way. Groups of respondents more likely to prefer to hear from Stark Parks through the newsletter include respondents ages 65 and over, those without children in the household, homeowners, suburban residents, retirees, married respondents, those with some college education, and registered voters.

Other preferred ways to receive information about Stark Parks include, in order of importance, local newspapers (13%), Stark Parks website (12%), social media sites (11%), word of mouth (7%), eblasts or e-newsletters (7%), text messaging (3%), and meetings or community forums (2%).

Preferred Info Source for Stark Parks

How would you PREFER to receive information about Stark Parks?



Preferred Info Source by select demographics (* indicates significant relationship)					
		Newsletter	Newspapers	Website	Social Media
All respondents		45.2%	12.6%	12.2%	11.2%
Demographic	Subgroup				
Gender*	Male	45.1%	15.8%	10.3%	9.8%
	Female	45.8%	9.9%	14.3%	12.3%
Age*	18-24	22.7%	20.5%	11.4%	15.9%
	25-44	36.2%	11.2%	15.5%	13.8%
	45-64	48.2%	9.2%	7.8%	12.8%
	65 and over	62.2%	14.4%	15.6%	2.2%
Children in Household*	Yes	35.5%	7.5%	15.0%	18.7%
	No	48.6%	14.6%	11.4%	7.9%
Living Arrangement*	Own	53.2%	11.6%	11.2%	9.4%
	Rent/Other arrangement	33.5%	14.2%	14.2%	13.5%
City / Township*	Alliance	28.6%	9.5%	19.0%	19.0%
	Canton	38.0%	14.8%	15.7%	11.1%
	Massillon	48.9%	20.0%	6.7%	6.7%
	Other	49.8%	10.3%	10.8%	10.8%
Race	White	46.9%	12.5%	11.7%	10.8%
	Non-white	30.4%	13.0%	17.4%	13.0%
Employment Status*	Full time	46.3%	12.8%	10.7%	8.1%
	Part time	27.5%	7.5%	20.0%	22.5%
	Retired	56.0%	13.8%	11.9%	9.2%
	Unemployed	31.6%	21.1%	10.5%	13.2%
	Other	42.6%	7.4%	13.0%	13.0%
Marital Status*	Single	34.5%	16.0%	10.1%	12.6%
	Divorced / Separated	47.4%	10.5%	10.5%	12.3%
	Widowed	35.5%	19.4%	29.0%	12.9%
	Married	53.1%	9.5%	11.2%	9.5%
Education Attainment*	High School or less	33.6%	18.0%	12.5%	14.1%
	Some College	53.5%	9.4%	9.4%	10.2%
	College Grad or more	47.8%	10.3%	14.0%	9.6%
Voter Registration Status*	Registered	48.0%	12.8%	12.1%	10.6%
	Not registered	31.3%	11.9%	13.4%	13.4%
Urban / Rural	Large city	38.8%	16.3%	10.2%	18.4%
	Suburb near large city	44.8%	17.9%	13.4%	6.0%
	Small city or town	47.0%	7.3%	12.2%	12.8%
	Rural area	45.2%	11.9%	11.9%	11.9%
Question: How would you PREFER to receive information about Stark Parks?					



Preferred Info Source by select demographics (continued)

		Word of Mouth	Eblasts/ E-Newsletter	Text Messaging	Meetings/ Forums
All respondents		6.8%	6.7%	2.6%	1.8%
Demographic	Subgroup				
Gender*	Male	8.7%	5.4%	2.2%	2.7%
	Female	4.9%	7.9%	2.5%	1.0%
Age*	18-24	11.4%	4.5%	4.5%	4.5%
	25-44	7.8%	10.3%	3.4%	1.7%
	45-64	7.8%	7.1%	3.5%	2.1%
	65 and over	2.2%	2.2%	0.0%	1.1%
Children in Household*	Yes	4.7%	10.3%	6.5%	0.9%
	No	7.9%	5.4%	1.1%	2.1%
Living Arrangement*	Own	2.6%	7.7%	2.6%	1.3%
	Rent/Other arrangement	12.9%	5.2%	2.6%	2.6%
City / Township*	Alliance	9.5%	4.8%	9.5%	0.0%
	Canton	12.0%	4.6%	1.9%	0.0%
	Massillon	0.0%	6.7%	8.9%	0.0%
	Other	5.2%	8.5%	.9%	3.3%
Race	White	6.7%	6.4%	2.3%	1.7%
	Non-white	8.7%	8.7%	4.3%	2.2%
Employment Status*	Full time	8.1%	9.4%	3.4%	1.3%
	Part time	5.0%	10.0%	2.5%	2.5%
	Retired	1.8%	4.6%	.9%	0.9%
	Unemployed	21.1%	0.0%	2.6%	0.0%
	Other	5.6%	5.6%	3.7%	5.6%
Marital Status*	Single	16.0%	4.2%	2.5%	2.5%
	Divorced / Separated	3.5%	10.5%	0.0%	3.5%
	Widowed	0.0%	3.2%	0.0%	0.0%
	Married	3.4%	7.8%	3.9%	1.1%
Education Attainment*	High School or less	12.5%	3.9%	2.3%	1.6%
	Some College	5.5%	5.5%	2.4%	3.1%
	College Grad or more	2.9%	10.3%	2.9%	1.5%
Voter Registration Status*	Registered	4.7%	7.5%	2.8%	1.2%
	Not registered	17.9%	3.0%	1.5%	4.5%
Urban / Rural	Large city	6.1%	6.1%	2.0%	0.0%
	Suburb near large city	10.4%	6.0%	1.5%	0.0%
	Small city or town	5.5%	7.3%	3.7%	2.4%
	Rural area	2.4%	7.1%	2.4%	7.1%

Question: How would you PREFER to receive information about Stark Parks?



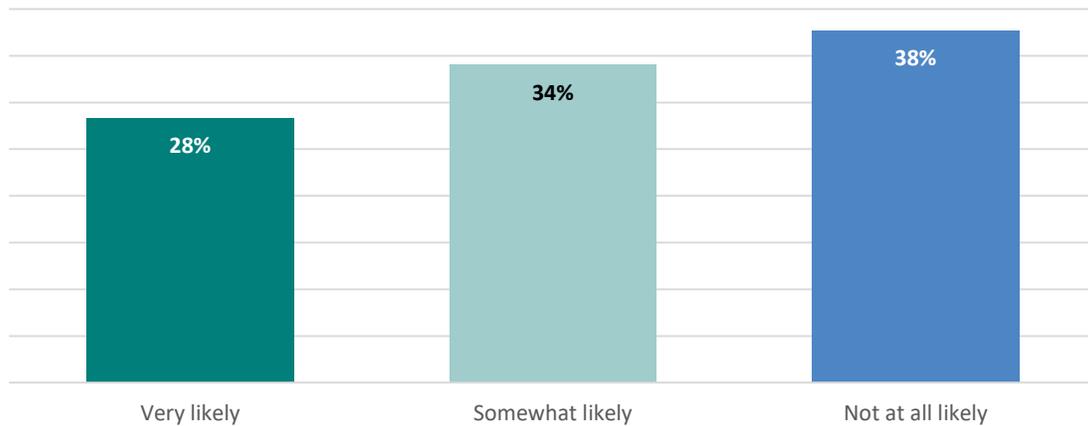


All respondents were asked how likely they would be to use a texting service offered by Stark Parks that shares park related reminders, news, and announcements if the service were available. More than a quarter of respondents, 28.3%, indicated that they would be very likely to use the texting service if it were available while an additional 34.0% indicated that they would be somewhat likely to use the service. Combined, nearly two-thirds, 62.3%, of respondents were at least somewhat likely to use the Stark Parks texting service. More than one-third of respondents, 37.7%, were not at all likely to use the service.

Groups of respondents more likely to use the text reminders for park-related reminders, news, and announcements include respondents under the age of 65, those with children in the home, renters, residents of Alliance or Canton, those who are employed, and respondents who are divorced or separated.

Likelihood of Using Text Reminders

If Stark Parks were to offer a texting service for park-related reminders, news, and announcements, how likely would you be to use this service?



Likelihood of Using Text Reminders by select demographics (* indicates significant relationship)				
		Very	Somewhat	Not at All
All respondents		28.3%	34.0%	37.7%
Demographic	Subgroup			
Gender	Male	29.5%	31.1%	39.5%
	Female	27.4%	36.5%	36.1%
Age*	18-24	26.1%	45.7%	28.3%
	25-44	34.7%	37.3%	28.0%
	45-64	35.9%	31.0%	33.1%
	65 and over	9.6%	28.7%	61.7%
Children in Household*	Yes	47.7%	31.2%	21.1%
	No	20.9%	35.2%	43.9%
Living Arrangement*	Own	20.3%	38.2%	41.5%
	Rent/Other arrangement	39.9%	27.8%	32.3%
City / Township*	Alliance	22.7%	50.0%	27.3%
	Canton	41.3%	33.0%	25.7%
	Massillon	23.9%	37.0%	39.1%
	Other	23.4%	32.0%	44.6%
Race	White	26.7%	35.2%	38.1%
	Non-white	40.8%	24.5%	34.7%
Employment Status*	Full time	34.0%	36.6%	29.4%
	Part time	33.3%	38.5%	28.2%
	Retired	19.5%	25.7%	54.9%
	Unemployed	18.9%	43.2%	37.8%
	Other	29.1%	36.4%	34.5%
Marital Status*	Single	25.2%	36.6%	38.2%
	Divorced / Separated	42.4%	39.0%	18.6%
	Widowed	31.3%	28.1%	40.6%
	Married	25.4%	31.9%	42.7%
Education Attainment	High School or less	28.5%	33.8%	37.7%
	Some College	32.0%	35.9%	32.0%
	College Grad or more	25.5%	31.9%	42.6%
Voter Registration Status	Registered	28.7%	34.1%	37.2%
	Not registered	27.1%	32.9%	40.0%
Urban / Rural	Large city	40.8%	38.8%	20.4%
	Suburb near large city	27.9%	31.4%	40.7%
	Small city or town	25.7%	35.9%	38.3%
	Rural area	25.0%	29.5%	45.5%
Question: <i>If Stark Parks were to offer a texting service for park-related reminders, news, and announcements, how likely would you be to use this service?</i>				





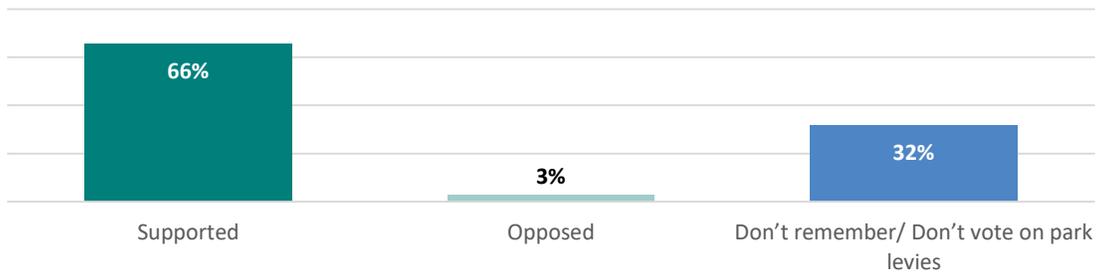
Support of Stark Parks

Nearly two-thirds of respondents, 65.6%, reported that they usually support Stark Parks levies while only a small percentage of respondents, 3%, reported that they generally oppose Stark Park levies. The remaining 32% of respondents don't remember how they voted or don't vote in park levies.

The most common reasons for supporting Stark Park levies are that it benefits the community, to support park maintenance and improvements, and to preserve green space and nature. Groups of respondents more likely to support Stark Park levies included respondents ages 45 and over, homeowners, suburban residents, white respondents, those who are employed full-time or retired, married respondents, college graduates, and park visitors.

Past Levy Support

In the past have you usually supported Stark Parks levies or opposed them?



Reasons for Support		
	N	%
Benefits the community	75	31.1%
Maintenance and improvements	35	14.5%
Preserve green space and nature	30	12.4%
Enjoy the great outdoors	29	12.0%
Recreational activities	22	9.1%
Parks are essential	21	8.7%
Patrons of the parks	14	5.8%
Fiscally responsible	11	4.6%
Do not support totally	4	1.7%
Total	241	100.0%

What is the main reason you support Stark Park levies?

Reasons for Opposing		
	N	%
No more taxes	4	57.1%
Eminent domain practices	2	28.6%
Unfamiliar with issue	1	14.3%
Total	7	100.0%

What is the main reason you oppose Stark Park levies?



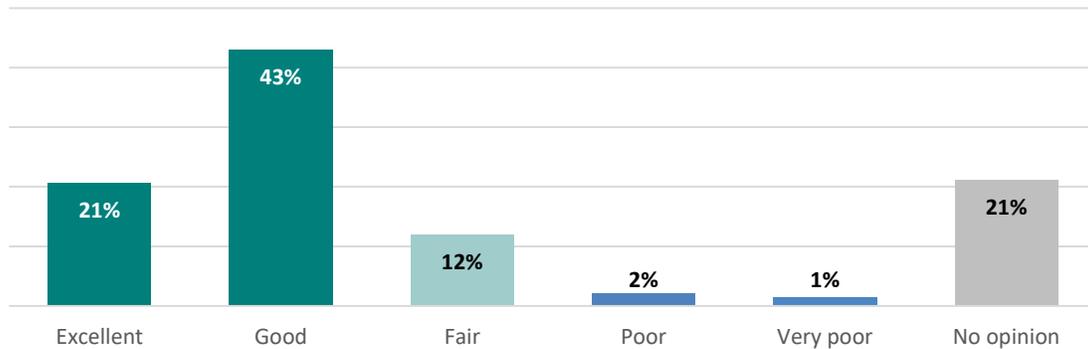
Past Levy Support by select demographics (* indicates significant relationship)				
		Supported	Opposed	Don't Know/ Vote
All respondents		65.6%	2.7%	31.7%
Demographic	Subgroup			
Gender	Male	69.5%	3.2%	27.4%
	Female	62.8%	1.9%	35.3%
Age*	18-24	47.8%	6.5%	45.7%
	25-44	55.1%	2.5%	42.4%
	45-64	71.8%	0.7%	27.5%
	65 and over	76.8%	5.3%	17.9%
Children in Household	Yes	62.4%	0.9%	36.7%
	No	67.2%	3.1%	29.6%
Living Arrangement*	Own	71.8%	3.3%	24.9%
	Rent/Other arrangement	56.0%	1.9%	42.1%
City / Township*	Alliance	39.1%	4.3%	56.5%
	Canton	58.7%	0.9%	40.4%
	Massillon	61.7%	6.4%	31.9%
	Other	72.5%	2.7%	24.8%
Race*	White	69.2%	1.7%	29.1%
	Non-white	41.7%	8.3%	50.0%
Employment Status*	Full time	70.1%	2.6%	27.3%
	Part time	55.0%	2.5%	42.5%
	Retired	79.8%	3.5%	16.7%
	Unemployed	37.8%	5.4%	56.8%
	Other	49.1%	1.8%	49.1%
Marital Status*	Single	49.2%	0.8%	50.0%
	Divorced / Separated	61.0%	1.7%	37.3%
	Widowed	66.7%	9.1%	24.2%
	Married	77.3%	3.2%	19.5%
Education Attainment*	High School or less	50.8%	2.3%	46.9%
	Some College	66.7%	1.6%	31.8%
	College Grad or more	78.0%	4.3%	17.7%
Voter Registration Status*	Registered	74.5%	2.1%	23.3%
	Not registered	24.3%	4.3%	71.4%
Urban / Rural*	Large city	41.7%	4.2%	54.2%
	Suburb near large city	71.6%	2.1%	26.2%
	Small city or town	68.3%	2.4%	29.3%
	Rural area	61.4%	4.5%	34.1%
Visited Park*	Yes	70.8%	2.1%	27.1%
	No	51.8%	4.5%	43.6%
Question: <i>In the past have you usually supported Stark Parks levies or opposed them?</i>				



Nearly two-thirds of respondents, 63.6%, feel that Stark Parks does a favorable job in showing responsibility with tax dollars, with 21% rating the job that Stark Parks does with being responsible as excellent. Just a small percentage, 3%, felt that Stark Parks does a poor or very poor job using tax dollars. The most common reason for giving Stark Parks a poor rating in this area was a perception that Stark Parks is not transparent with their budget. A notable percentage, 21%, had no opinion on this item.

How Well Stark Parks Does with Tax Dollars

How well do you think Stark Parks does in showing responsibility with tax dollars



Reason for Poor Rating		
	# of responses	% of responses
Not transparent with budget	3	30.0%
Parks are not maintained	2	20.0%
No improvements seen	2	20.0%
Unnecessary equipment	2	20.0%
Security has not improved	1	10.0%
Total	10	100.0%



Perception of Responsibility with Tax Dollars by select demographics (* indicates significant relationship)					
		Excellent/ Good	Fair	Poor	No Opinion
All respondents		63.6%	11.9%	3.4%	21.1%
Demographic	Subgroup				
Gender	Male	67.0%	9.4%	4.2%	19.4%
	Female	60.2%	13.9%	2.9%	23.0%
Age	18-24	44.7%	17.0%	4.3%	34.0%
	25-44	62.7%	16.1%	5.1%	16.1%
	45-64	66.5%	7.7%	3.5%	22.4%
	65 and over	68.4%	10.5%	1.1%	20.0%
Children in Household	Yes	64.2%	11.9%	4.6%	19.3%
	No	63.5%	12.2%	3.1%	21.2%
Living Arrangement	Own	65.5%	11.3%	2.9%	20.4%
	Rent/Other arrangement	60.8%	12.7%	3.8%	22.8%
City / Township	Alliance	72.8%	9.1%	0.0%	18.2%
	Canton	59.1%	14.5%	4.5%	21.8%
	Massillon	58.4%	12.5%	6.3%	22.9%
	Other	65.9%	10.8%	2.7%	20.6%
Race*	White	66.8%	10.2%	2.6%	20.5%
	Non-white	39.6%	22.9%	10.4%	27.1%
Employment Status	Full time	63.4%	9.2%	5.2%	22.2%
	Part time	71.8%	12.8%	0.0%	15.4%
	Retired	68.4%	13.2%	0.0%	18.4%
	Unemployed	56.7%	16.2%	5.4%	21.6%
	Other	52.7%	12.7%	7.3%	27.3%
Marital Status	Single	58.8%	13.7%	4.8%	22.6%
	Divorced / Separated	72.4%	5.2%	3.4%	19.0%
	Widowed	59.4%	9.4%	9.4%	21.9%
	Married	64.1%	13.6%	1.6%	20.7%
Education Attainment	High School or less	54.7%	15.4%	4.6%	25.4%
	Some College	63.3%	9.4%	3.9%	23.4%
	College Grad or more	71.7%	10.6%	2.1%	15.6%
Voter Registration Status*	Registered	69.7%	10.3%	2.4%	17.6%
	Not registered	35.7%	18.6%	7.1%	38.6%
Urban / Rural	Large city	57.1%	12.2%	4.1%	26.5%
	Suburb near large city	66.7%	11.3%	4.3%	17.7%
	Small city or town	64.1%	11.4%	3.0%	21.6%
	Rural area	59.1%	15.9%	2.3%	22.7%
Visited Park*	Yes	68.3%	10.3%	3.4%	17.9%
	No	51.4%	15.6%	2.8%	30.3%

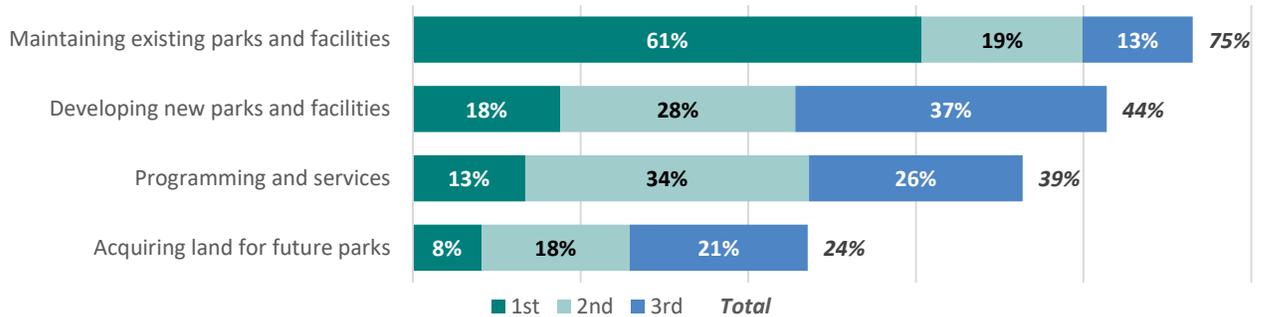
Question: How well do you think Stark Parks does in showing responsibility with tax dollars?



Respondents were asked how they would most like to see Stark Parks invest tax dollars given four different options. Nearly two-thirds, 61%, were most interested in investing tax dollars in maintaining existing parks and facilities. Respondents were much less interested in the other three options: developing new parks and facilities (18%), investing in programming and services (13%), and acquiring land for future parks (8%).

How Most Like to See Stark Parks Invest Tax Dollars

Thinking about how tax dollars are invested in Stark Parks, which of the following ways would you MOST like to see Stark Parks invest tax dollars? Which of the following ways would you NEXT like to see?



When asked which parks or trails needed additional improvement, more than three-quarters of respondents were not able to name a park or trail that needed improvement. Those who were able to name a park or trail that needed improvement, the most common responses were, in order of importance, city/township parks, Monument Park, Sippo Lake, and the Towpath.

Parks Needing Improvements		
STARK PARKS	37	37.8%
Sippo Lake	9	9.2%
Towpath	8	8.2%
Hoover Trail	3	3.1%
Stark Parks (nonspecific)	3	3.1%
Tam O' Shanter	3	3.1%
Fichtner Park	2	2.0%
Middle Branch Trail	2	2.0%
Petros Lake	2	2.0%
Quail Hollow	2	2.0%
Cook's Lagoon	1	1.0%
Deer Creek Reservoir	1	1.0%
West Branch Trail	1	1.0%
OTHER PARKS	61	62.2%
City/Township park	28	28.6%
Monument Park	10	10.2%
Waterworks	4	4.1%
Extending trails to include more areas	3	3.1%
Butler Rodman	2	2.0%
Price Park	2	2.0%
Reservoir (nonspecific)	2	2.0%
Stadium Park	2	2.0%
Vassar	2	2.0%
MISCELLANEOUS	6	6.1%
Total	98	100.0%

Which parks or trails, if any, do you think most need additional improvements?



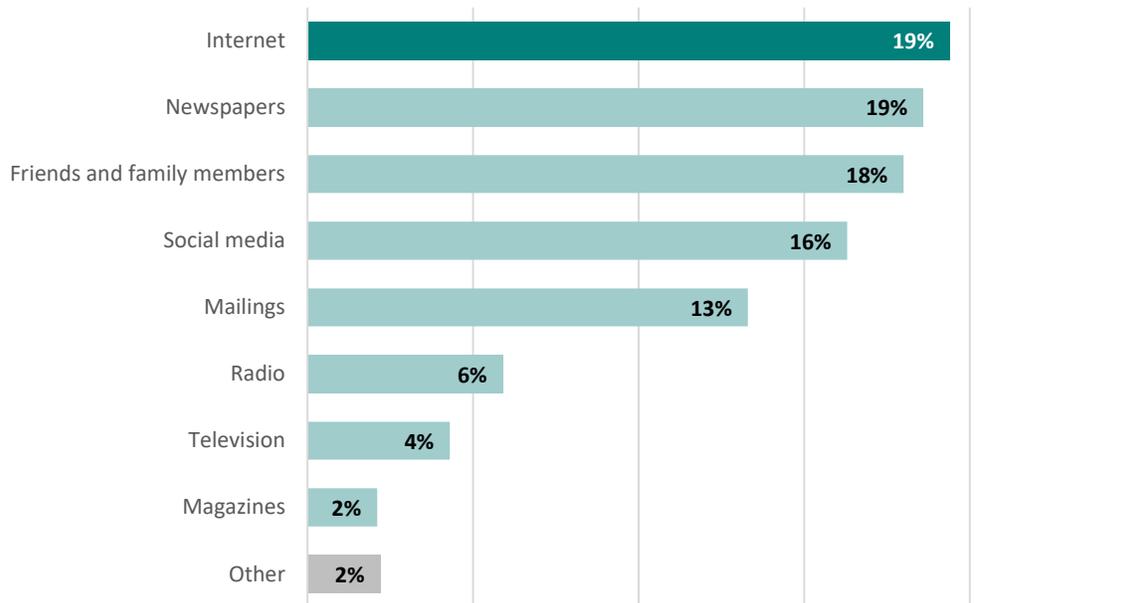


Communication

The internet was the most common source of information about current news and events in Stark County, given by 19.4% of respondents. Closely following the internet were newspapers (18.6%), friends and family members (18.0%), and social media (16.3%). Other main sources of information about affairs and events in Stark County include, in order of importance, mailings (13.3%), radio (5.9%), television (4.3%), and magazines (2.1%).

Main Information Source about Stark County

Where do you get MOST of your information about STARK COUNTY current affairs and events?



A third of residents, 33.7%, reported not reading the newspaper at all. Nearly a third read the newspaper online on a laptop or computer (32.9%) or in print or hardcopy (31.4%). Less than a third, 29.8%, read the newspaper on a mobile device.

How Read the Newspaper

Do you read the newspaper in any of the following ways?

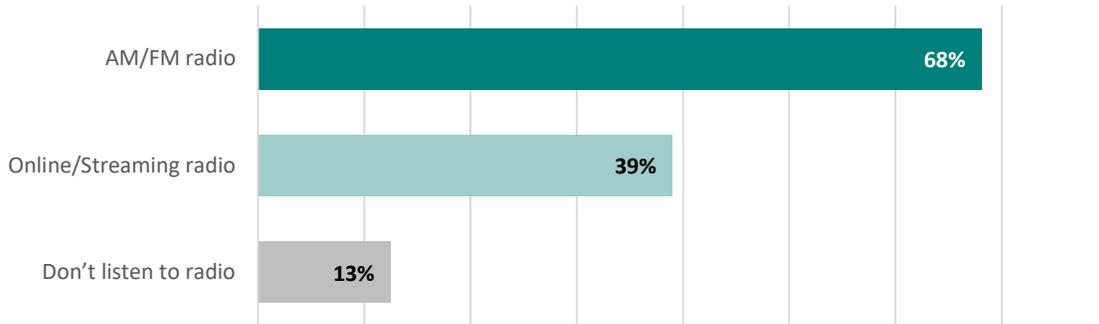




A much smaller percentage of respondents, 12.5%, indicated that they do not listen to the radio. More than two-thirds of residents, 68.1%, listen to traditional AM/FM radio and more than a third, 39.0%, listen to online or streaming radio.

How Listen to Radio

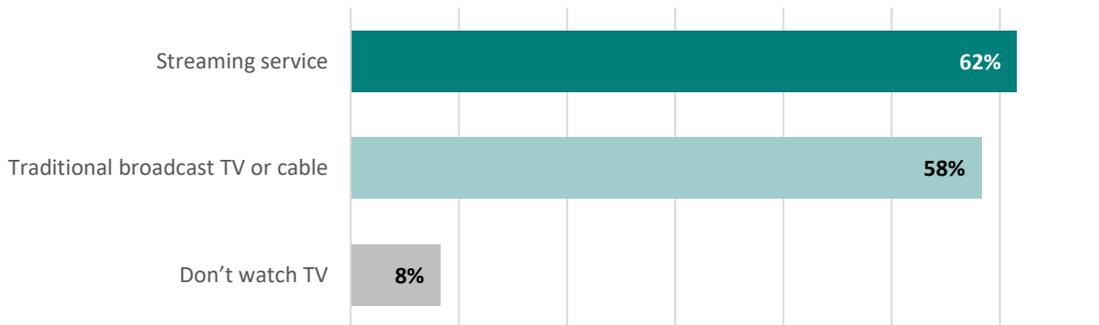
Do you listen to the radio in any of the following ways?



Even fewer respondents, 8%, reported not watching TV. The percentage was nearly even with those who watch traditional broadcast TV or cable (58%) and a streaming service (62%).

How Watch TV

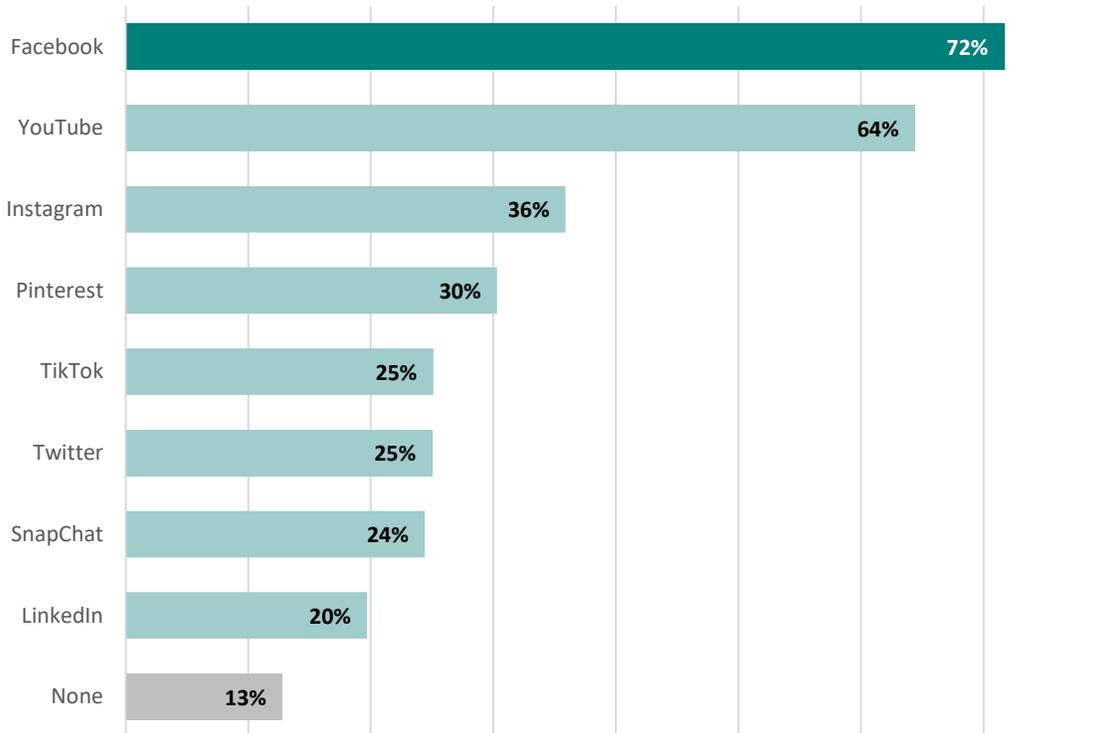
Do you watch TV in any of the following ways?



Facebook and YouTube are the most popular social media platforms in Stark County, used by 72% and 64% of respondents, respectively. Other social media platforms used, in order of importance, include Instagram (36%), Pinterest (30%), TikTok (25%), Twitter (25%), SnapChat (24%) and LinkedIn (20%). A small portion of respondents, 13%, reported not being on social media at all.

Social Media Use

Do you ever use any of the following social media platforms?



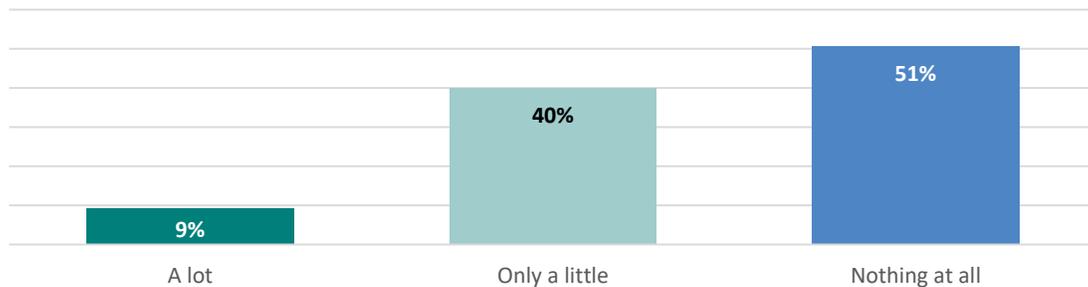


Eminent Domain

More than half of respondents, 50.7%, have not read or heard anything about eminent domain in Stark County. Less than half, 39.9%, have heard or read a little about eminent domain and less than one in ten, 9.3%, reported that they heard a lot about eminent domain. Groups of respondents more likely to have heard or read about the issue of eminent domain in the county include males, respondents ages 65 and over, homeowners, suburban residents, those who are retired, non-married respondents, and those who have not graduated from college.

Amount of Info Read/Heard about Eminent Domain

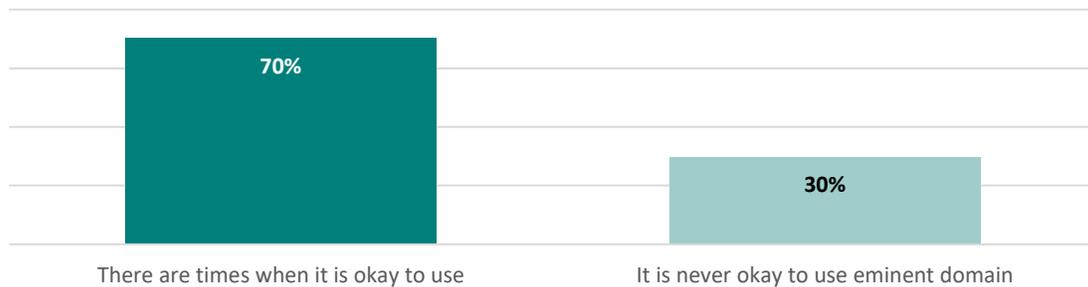
How much have you read or heard about the issue of eminent domain in Stark County?



The majority respondents, 70%, felt that there are times when it is OK to use eminent domain to rebuild or improve an area while the remaining 30% felt that it is never OK to use eminent domain to rebuild or improve an area.

View of Eminent Domain

Which of the following statements comes closest to your view on eminent domain?



Amount of info Read/Heard about Eminent Domain by select demographics (* indicates significant relationship)				
		A Lot	Only a Little	Nothing at All
All respondents		9.3%	39.9%	50.7%
Demographic	Subgroup			
Gender*	Male	13.6%	42.4%	44.0%
	Female	5.8%	37.5%	56.7%
Age*	18-24	15.2%	34.8%	50.0%
	25-44	8.5%	35.0%	56.4%
	45-64	4.9%	40.1%	54.9%
	65 and over	13.7%	48.4%	37.9%
Children in Household	Yes	13.0%	37.0%	50.0%
	No	7.3%	41.3%	51.4%
Living Arrangement*	Own	8.3%	47.3%	44.4%
	Rent/Other arrangement	10.1%	29.1%	60.8%
City / Township*	Alliance	8.7%	26.1%	65.2%
	Canton	7.3%	30.3%	62.4%
	Massillon	10.6%	36.2%	53.2%
	Other	10.4%	46.8%	42.8%
Race	White	9.1%	40.6%	50.3%
	Non-white	10.4%	35.4%	54.2%
Employment Status*	Full time	9.8%	43.1%	47.1%
	Part time	12.5%	45.0%	42.5%
	Retired	11.4%	44.7%	43.9%
	Unemployed	7.9%	21.1%	71.1%
	Other	1.8%	29.1%	69.1%
Marital Status*	Single	11.4%	31.7%	56.9%
	Divorced / Separated	5.2%	31.0%	63.8%
	Widowed	3.1%	40.6%	56.3%
	Married	10.3%	48.1%	41.6%
Education Attainment*	High School or less	10.1%	30.2%	59.7%
	Some College	6.2%	37.2%	56.6%
	College Grad or more	12.0%	51.4%	36.6%
Voter Registration Status*	Registered	10.9%	42.4%	46.7%
	Not registered	1.4%	28.6%	70.0%
Urban / Rural	Large city	8.2%	34.7%	57.1%
	Suburb near large city	9.2%	46.1%	44.7%
	Small city or town	8.9%	37.5%	53.6%
	Rural area	14.0%	34.9%	51.2%
Question: How much have you read or heard about the issue of eminent domain in Stark County?				



View of Eminent Domain by select demographics (* indicates significant relationship)			
		Times When Okay	Never Okay
All respondents		70.2%	29.8%
Demographic	Subgroup		
Gender*	Male	74.7%	25.3%
	Female	66.3%	33.7%
Age	18-24	66.7%	33.3%
	25-44	73.5%	26.5%
	45-64	66.9%	33.1%
	65 and over	72.6%	27.4%
Children in Household	Yes	72.9%	27.1%
	No	69.9%	30.1%
Living Arrangement	Own	70.6%	29.4%
	Rent/Other	70.3%	29.7%
City / Township	Alliance	68.2%	31.8%
	Canton	69.4%	30.6%
	Massillon	59.6%	40.4%
	Other	73.2%	26.8%
Race	White	70.9%	29.1%
	Non-white	64.6%	35.4%
Employment Status	Full time	72.2%	27.8%
	Part time	65.0%	35.0%
	Retired	69.3%	30.7%
	Unemployed	62.2%	37.8%
	Other	76.4%	23.6%
Marital Status	Single	69.9%	30.1%
	Divorced / Separated	78.0%	22.0%
	Widowed	59.4%	40.6%
	Married	69.4%	30.6%
Education Attainment	High School or less	66.2%	33.8%
	Some College	68.5%	31.5%
	College Grad or more	75.0%	25.0%
Voter Registration*	Registered	72.6%	27.4%
	Not registered	59.4%	40.6%
Urban / Rural	Large city	77.6%	22.4%
	Suburb near large city	68.1%	31.9%
	Small city or town	69.3%	30.7%
	Rural area	71.4%	28.6%

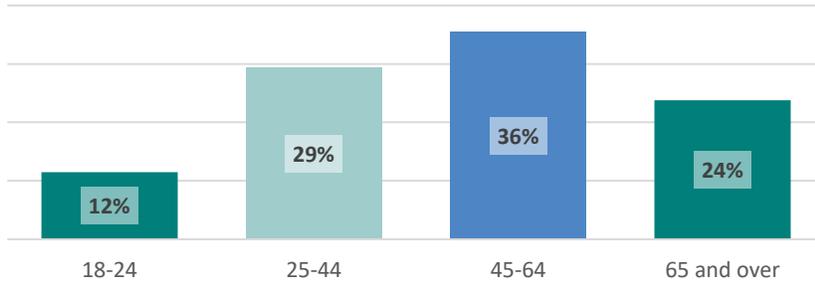
Question: Eminent domain is the process by which governments take control of property after paying compensation in order to use the land for other purposes to benefit the public good. Which of the following statements comes closest to your view on eminent domain?





Respondent Demographics

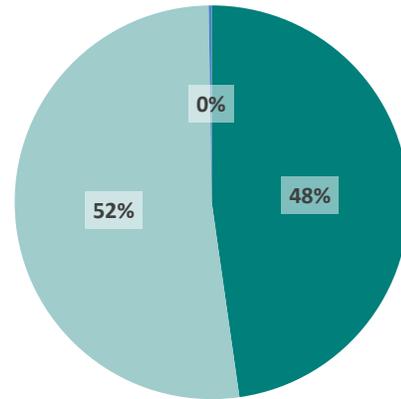
Age of Respondent



Age	#	%
18 to 24	46	11.5%
25 to 44	117	29.3%
45 to 64	142	35.5%
65 and over	95	23.8%
Total	N=400	100.0%

Respondent Gender

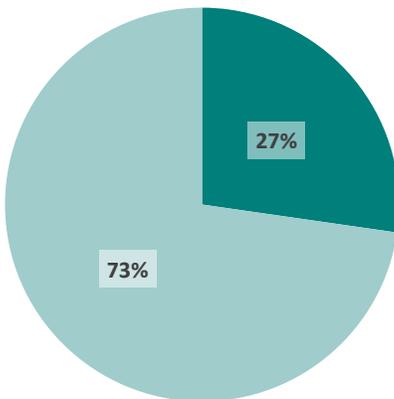
Male Female Other



Gender	#	%
Male	191	47.8%
Female	208	52.0%
Other	1	0.3%
Total	N=400	100.0%

Children in Household

Yes No



Children	#	%
Yes	108	27.3%
No	288	72.7%
Total	N=396	100.0%

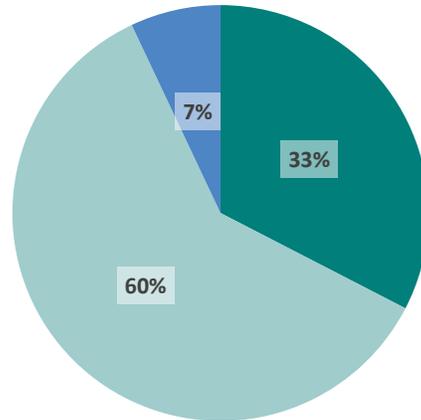




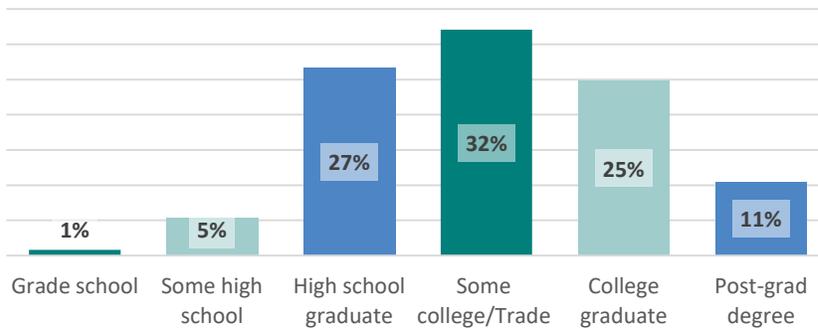
Own or Rent

■ Rent ■ Own ■ Other

Own or Rent	#	%
Rent	130	32.6%
Own	241	60.4%
Other arrangement	28	7.0%
Total	N=399	100.0%



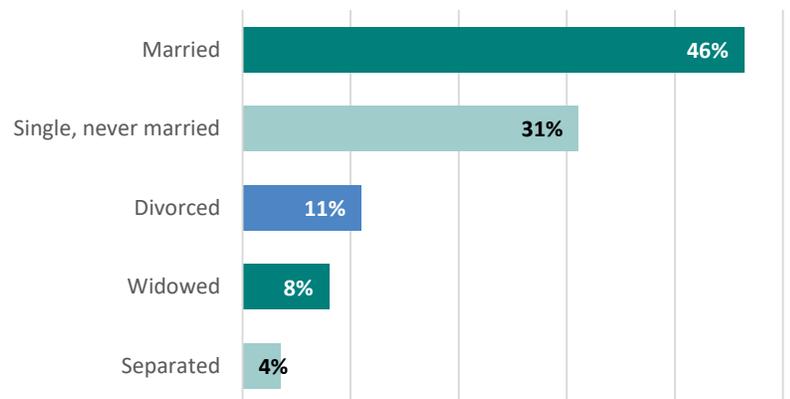
Education Attainment



Education Attainment	#	%
Grade school	3	0.8%
Some high school	21	5.3%
High school graduate	106	26.6%
Some college/Trade	128	32.1%
College graduate	99	24.8%
Post-grad degree	42	10.5%
Total	N=399	100.0%

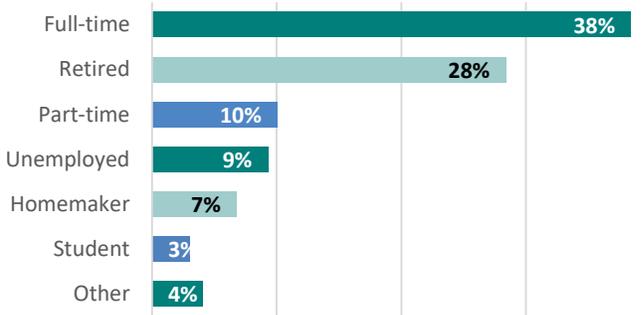
Marital Status

Marital Status	#	%
Married	185	46.4%
Single, never married	124	31.1%
Divorced	44	11.0%
Widowed	32	8.0%
Separated	14	3.5%
Total	N=399	100.0%





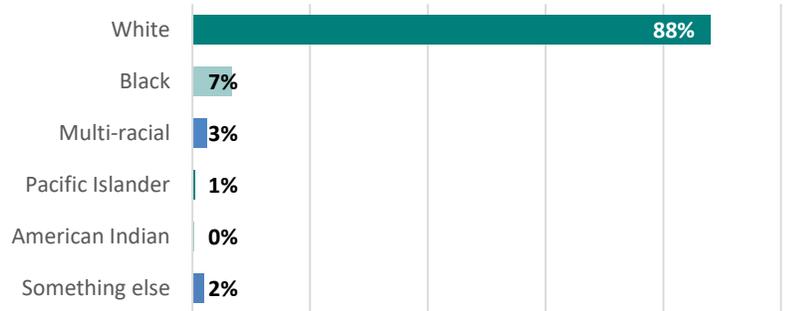
Employment Status



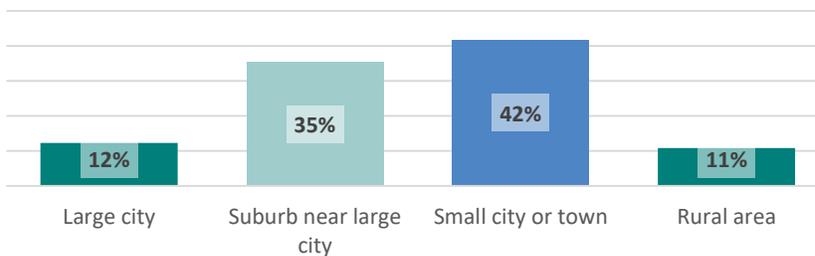
Employment Status	#	%
Full-time	153	38.4%
Retired	113	28.4%
Part-time	40	10.1%
Unemployed	37	9.3%
Homemaker	27	6.8%
Student	12	3.0%
Other	16	4.0%
Total	N=398	100.0%

Race

Race	#	%
White	352	88.0%
Black	27	6.8%
Multi-racial	10	2.5%
Pacific Islander	2	0.5%
American Indian	1	0.3%
Something else	8	2.0%
Total	N=400	100.0%



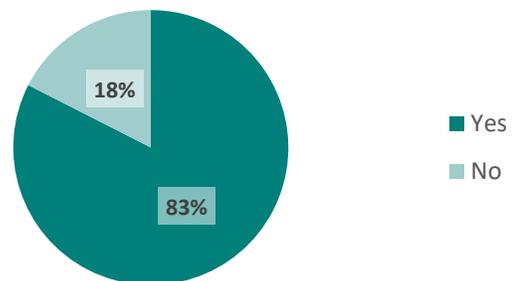
Urban / Rural



Urban / Rural	#	%
Large city	49	12.3%
Suburb near large city	141	35.3%
Small city or town	167	41.8%
Rural area	43	10.8%
Total	N=400	100.0%

Registered to Vote

Registered to Vote	#	%
Yes	330	82.5%
No	70	17.5%
Total	N=400	100.0%





City / Township	#	%
Alliance	22	5.5%
Beach City	1	0.3%
Bethlehem Township	2	0.5%
Brewster	4	1.0%
Canal Fulton	7	1.8%
Canton	109	27.3%
Canton Township	5	1.3%
East Canton	3	0.8%
East Sparta	1	0.3%
Greentown	1	0.3%
Hartville	6	1.5%
Hills and Dales	1	0.3%
Jackson Township	48	12.0%
Lake Township	11	2.8%
Lawrence Township	3	0.8%
Lexington Township	1	0.3%
Louisville	13	3.3%
Magnolia	1	0.3%
Marlboro Township	4	1.0%
Massillon	47	11.8%
Minerva	3	0.8%
Navarre	4	1.0%
Nimishillen	4	1.0%
North Canton	25	6.3%
North Lawrence	1	0.3%
Osnaburg Township	4	1.0%
Perry Heights	3	0.8%
Perry Township	14	3.5%
Pike Township	4	1.0%
Plain Township	30	7.5%
Richville	1	0.3%
Sugar Creek Township	3	0.8%
Tuscarawas Township	3	0.8%
Uniontown	7	1.8%
Washington Township	3	0.8%
Waynesburg	1	0.3%
Total	N=400	100.0%

Zip Code	#	%
44216	1	0.2%
44410	1	0.2%
44601	29	7.2%
44608	4	1.0%
44613	3	0.7%
44614	10	2.5%
44626	4	1.0%
44631	1	0.2%
44632	8	2.0%
44641	16	4.0%
44643	2	0.5%
44646	55	13.7%
44647	19	4.7%
44657	3	0.7%
44662	4	1.0%
44666	1	0.2%
44669	1	0.2%
44685	14	3.5%
44688	1	0.2%
44702	1	0.2%
44703	7	1.7%
44704	5	1.2%
44705	22	5.5%
44706	12	3.0%
44707	14	3.5%
44708	30	7.5%
44709	35	8.7%
44710	7	1.7%
44714	10	2.5%
44717	1	0.2%
44718	19	4.7%
44720	40	10.0%
44721	15	3.7%
44730	7	1.7%
Total	N=75	100.0%





Survey Questions

PARK USE AND PERCEPTION

- Have you visited a park or trail in Stark County during the last year?
 IF YES: Which of the following have you visited during the last year? Please indicate “yes,” “no” or “not sure” after each.
 - A Stark County District Park, also known as Stark Parks
 - A city or township park
 - The Towpath Trail
 - None of those parks
 - Something not mentioned – What would that be?
- IF NO: *Why have you not visited a Stark County park or trail in the last year?*

Park Visitors:

- Which park or trail do you visit most often? Which park or trail do you visit next most often?
 - What do you like most about these parks or trails?
- In the last year, have you visited a Stark County Park for any of the following reasons?
 Please say yes or no after each:
 - Biking
 - Hike or walk
 - Exercise or jog
 - Educational programming
 - Sightseeing
 - Have you visited the park for any other reason? (if yes, what would that be?)
- About how often would you say you visited a park in the last year?
 - Daily
 - At least once a week
 - At least once a month
 - About once every three months
 - Once or twice a year
- During the COVID-19 pandemic, did your use of parks increase, decrease, or stay the same?



Everyone:

- Thinking now about the Stark County Park District also known as Stark Parks, would you say you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of Stark Parks? IF UNFAVORABLE: Why is that?
- What do you think are Stark Parks most important contributions to the community?
- How much do you agree or disagree with the following statements?
 - Stark Parks is responsive to community concerns
 - Stark Parks are safe
 - Stark Parks are clean and well-maintained
 - Stark Parks uses tax dollars wisely
 - There are enough parks and trails in my area
 - There are enough amenities like restrooms at Stark Parks
 - It is important to support Stark Parks with local tax dollars
 - I can have input into the future plans of Stark Parks if I want to
 - I feel safe when visiting one of the Stark Parks or trails
- Is there anything that makes it difficult for you or prevents you from visiting Stark Parks as often as you would like? IF YES: What would that be?
- In your opinion, what is the most important thing that Stark Parks can do to encourage you to visit more often?

PROGRAM QUESTIONS

- Have you participated in any programs or activities offered by Stark Parks in the past year?
IF YES: What programs or activities would that be?
- What types of educational or recreational programs would you or your household be most interested in?
- Would you be willing to pay a fee to participate in either of the following types of programs or activities?
 - Single or stand along programs such as hikes, archery, workshops.
 - Large events that include concessions and parking
- Do you have any ideas for improvements for park features, services or programming? IF YES: what would that be?

SUPPORT OF STARK PARKS

- In the past have you usually supported Stark Parks levies or opposed them? Why is that? (either support or oppose)
- How well do you think Stark Parks does in showing responsibility with tax dollars? Would you say excellent, good, fair, poor, very poor, or do you not an opinion on that?
- Thinking about how tax dollars are invested in Stark Parks, which of the following ways would you MOST like to see Stark Parks invest tax dollars? Next? Next?
 - Developing new parks and facilities
 - Maintaining existing parks and facilities
 - Acquiring land for future parks
 - Programming and services
- Which parks or trails do you think most need additional improvements?
- Have you heard anything, either in the news or out in the community, positive or negative, about Stark Parks in the past year? IF YES: What would that be? Where did you hear that?





COMMUNICATION

- Where do you get MOST of your information about STARK COUNTY current affairs and events: newspapers, television, magazines, radio, friends and family members, mailings, the internet, social media or some other source? (rotate)
- People hear about organizations in different ways. Please let me know if you have heard about Stark Parks in each of the following ways by indicating yes or no after each option. You may choose as many as you like.
 - Radio
 - Newspapers or magazine
 - Billboards
 - Family or friends
 - Internet or Stark Parks website
 - Social media
 - At an event in the community
 - Newsletter or something mailed to you
 - Something else not mentioned?
- How would you PREFER to receive information about Stark Parks? READ LIST, SELECT ONE RESPONSE
 - Stark Parks newsletter
 - Local newspapers
 - Meetings or community forums
 - Stark Parks website
 - Eblasts or e-newsletter
 - Social media sites such as Facebook or Twitter
 - Word of mouth
 - Text messaging
 - Something else I didn't mention
- If Stark Parks were to offer a texting service for park-related reminders, news, and announcements, how likely would you be to use this service? Very, likely, not at all?
- Do you read the newspaper in any of the following ways?
 - Print or hardcopy
 - Online on a laptop or computer
 - On a mobile device such as a cell phone, iPad, or a tablet
 - Don't read newspaper
- Do you listen to the radio in any of the following ways?
 - AM/FM radio
 - Online/Streaming radio
 - Don't listen to radio
- Do you ever use any of the following social media platforms? (rotate)
 - Facebook
 - LinkedIn
 - Twitter
 - YouTube
 - Instagram
 - Pinterest
 - SnapChat
 - TikTok





EMINENT DOMAIN

- How much have you read or heard about the issue of eminent domain in Stark County– a lot, only a little, or nothing at all?
- Eminent domain is the process by which governments take control of property after paying compensation in order to use the land for other purposes to benefit the public good. Which of the following statements comes closest to your view on eminent domain?
 - There are times when it is O.K. to use eminent domain to rebuild or improve an area
 - It is never OK to use eminent domain to rebuild or improve an area

DEMOGRAPHICS

- Now just a few more questions and we will be done... In what year were you born?
- What is your PRESENT marital status-Single- never married, divorced, separated, widowed, or married?
- What is the highest grade of school or year of college you have completed?
- *Which of the following best describes the place where you now live...a large city, a suburb near a large city, a small city or town, or a rural area?*
- Do you rent or own your current residence?
- Are there children in your household under 18 years of age?
- Are you currently employed?
 - IF YES: Are you employed full time - 35 hours or more per week or employed part-time - 34 or fewer hours per week?
 - IF NO: Are you retired, homemaker-not employed outside the home, student not working or unemployed?
- And, what is your race, how would you classify yourself....
- Right now, are you registered to vote if you want to?
- What city or township do you live in?
- What is your zip code?
- Do you identify as male, female, or something else?

