

# **Minneapolis Park and Recreation Board**

2019 Residential Study

The Morris Leatherman Company

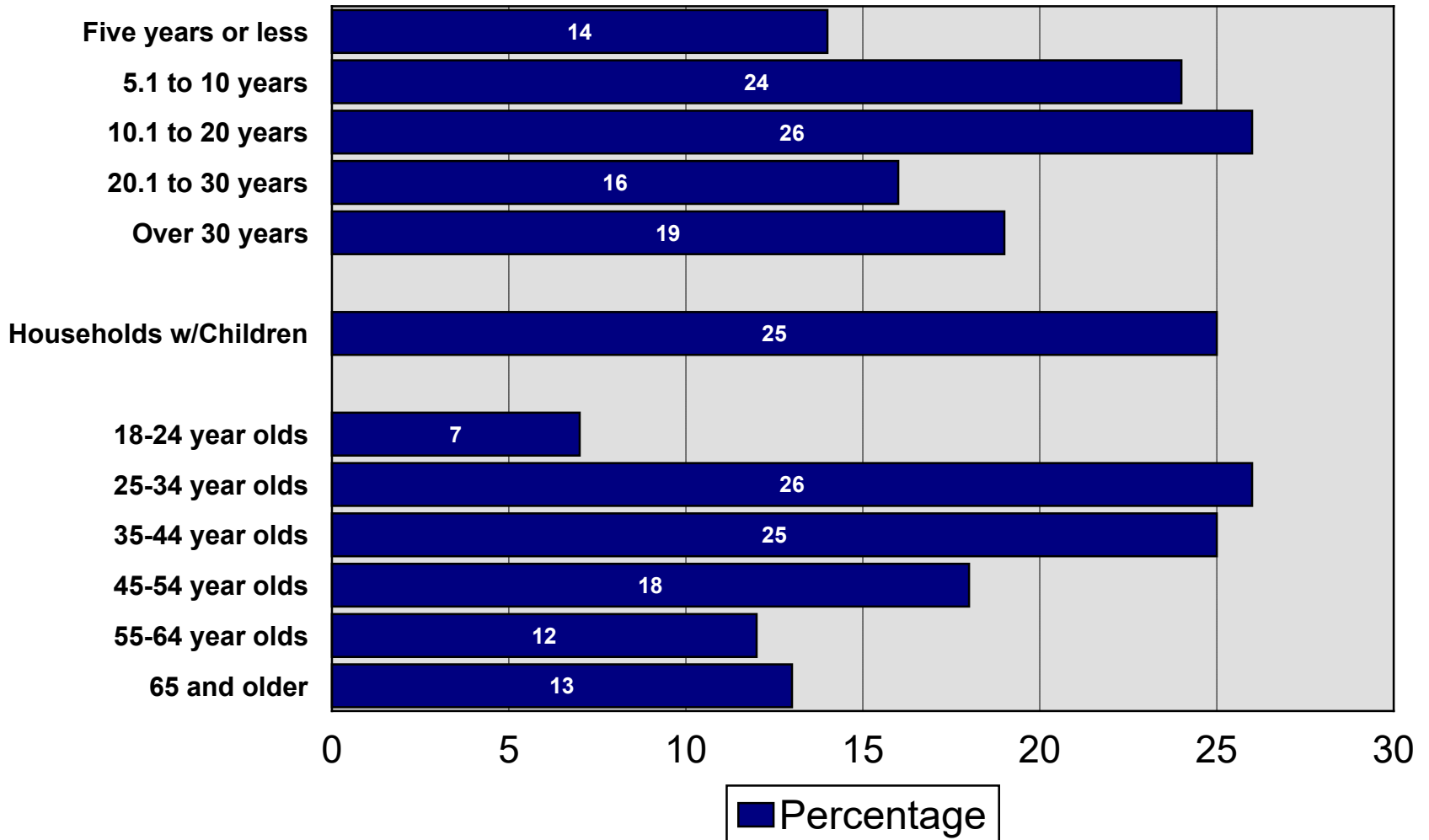
# Survey Methodology

2019 Minneapolis Park and Recreation Board

- ) 500 random sample of City of Minneapolis residents
- ) Telephone interviews conducted between August 12th and 29th, 2019
- ) Average interview time of 23 minutes
- ) Non-response rate of 4.5%
- ) Sample projectable within +/- 4.5% in 95 out of 100 cases

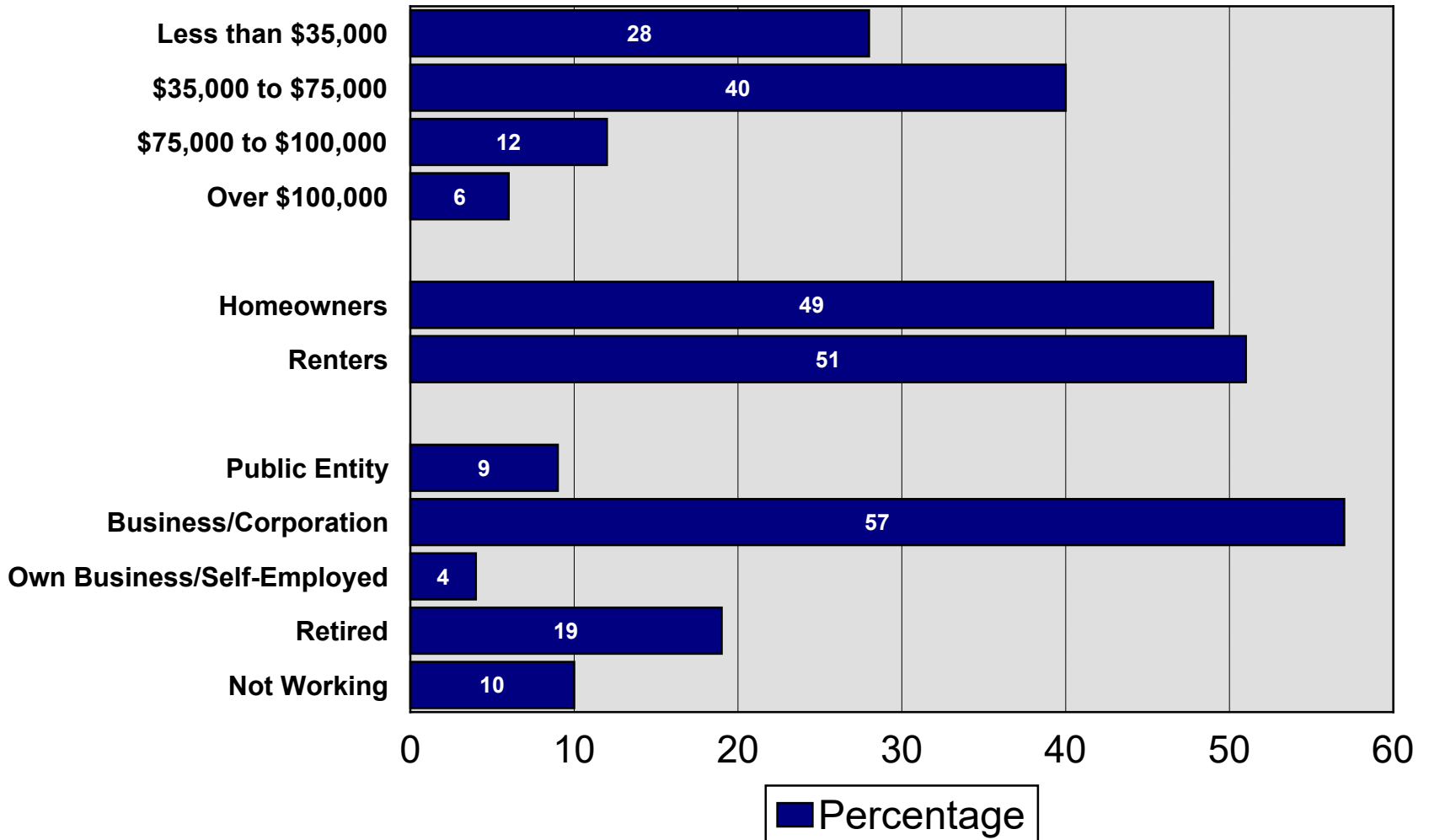
# Demographics I

## 2019 Minneapolis Park and Recreation Board



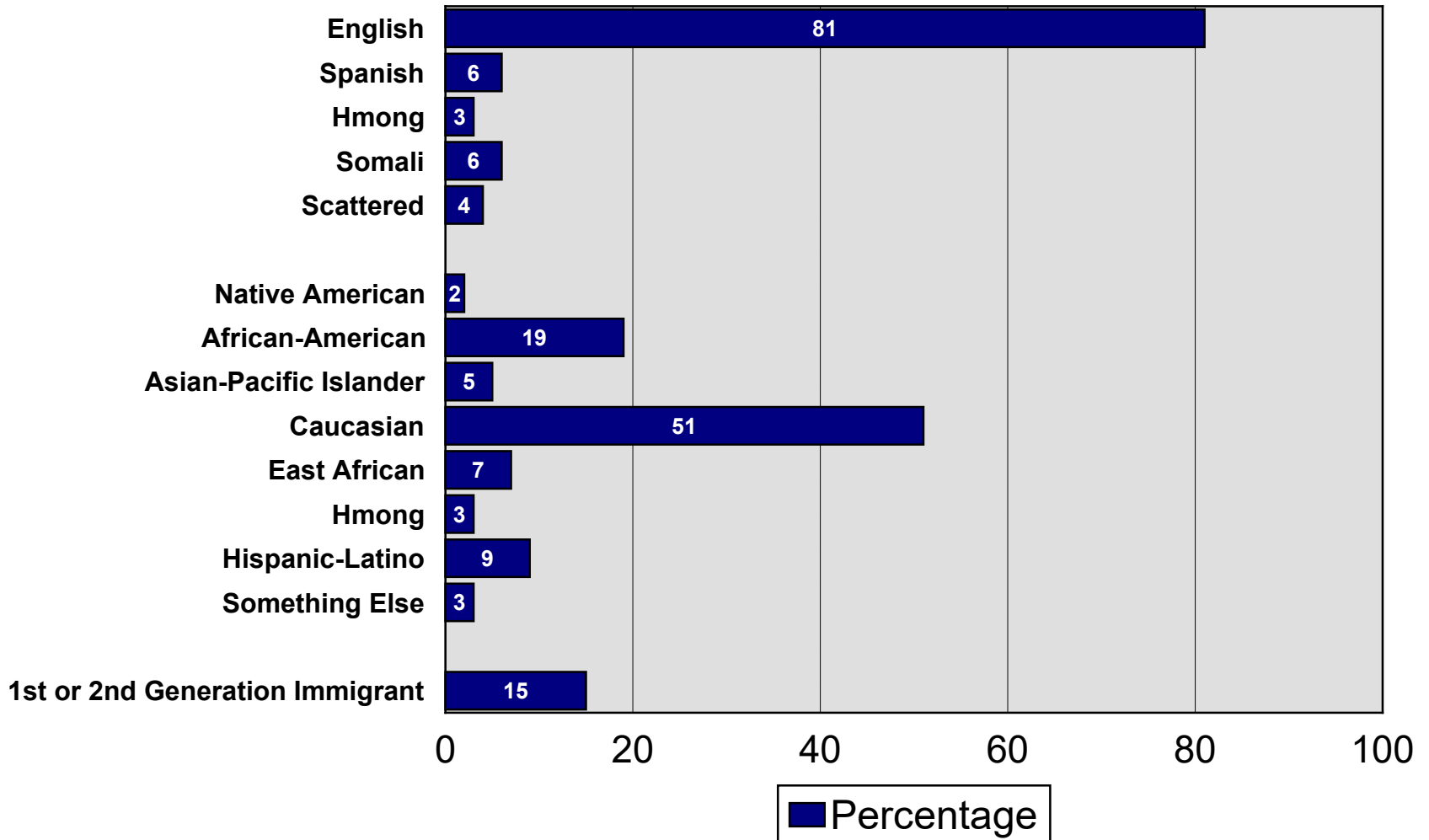
# Demographics II

## 2019 Minneapolis Park and Recreation Board



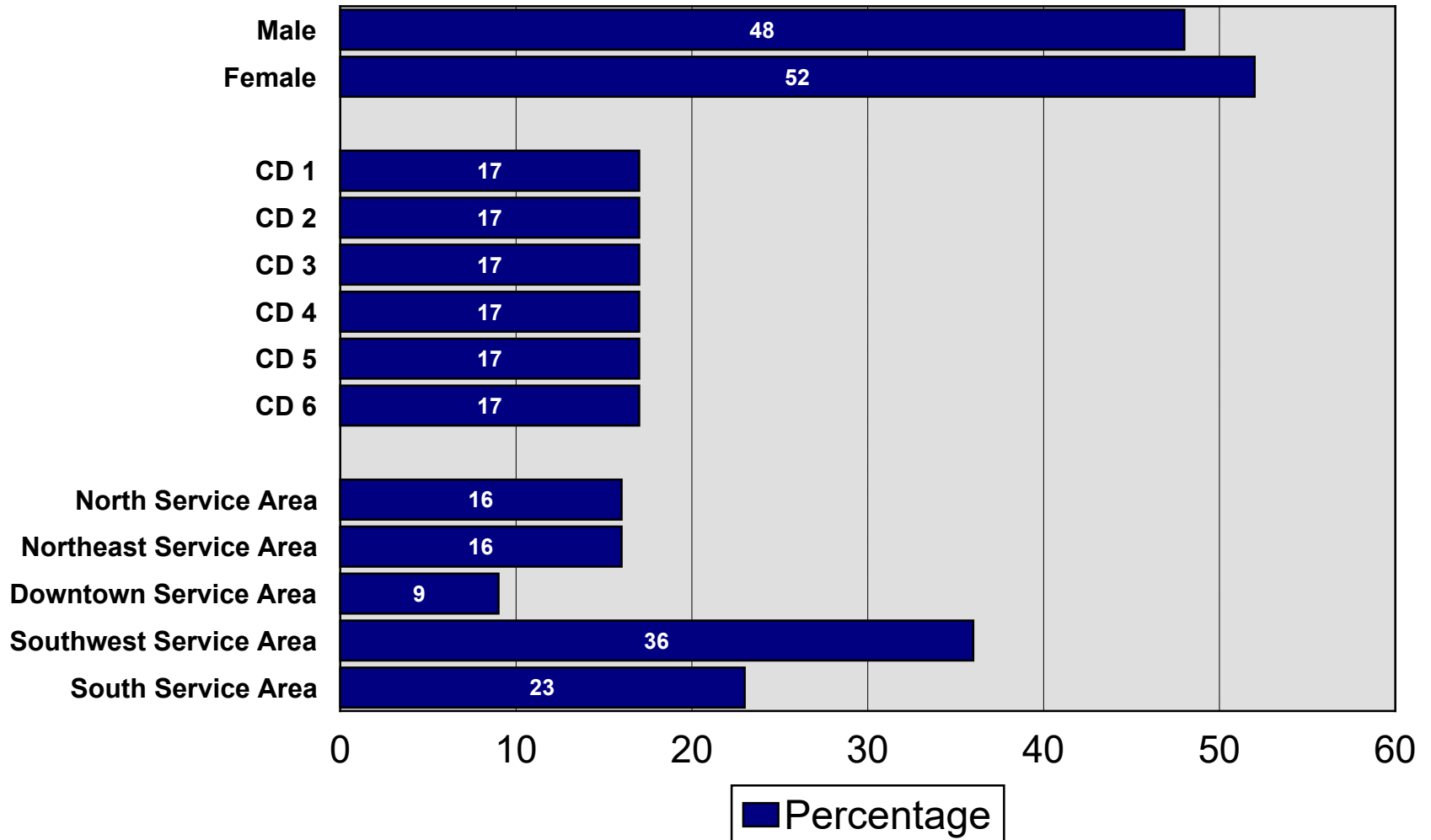
# Demographics III

## 2019 Minneapolis Park and Recreation Board



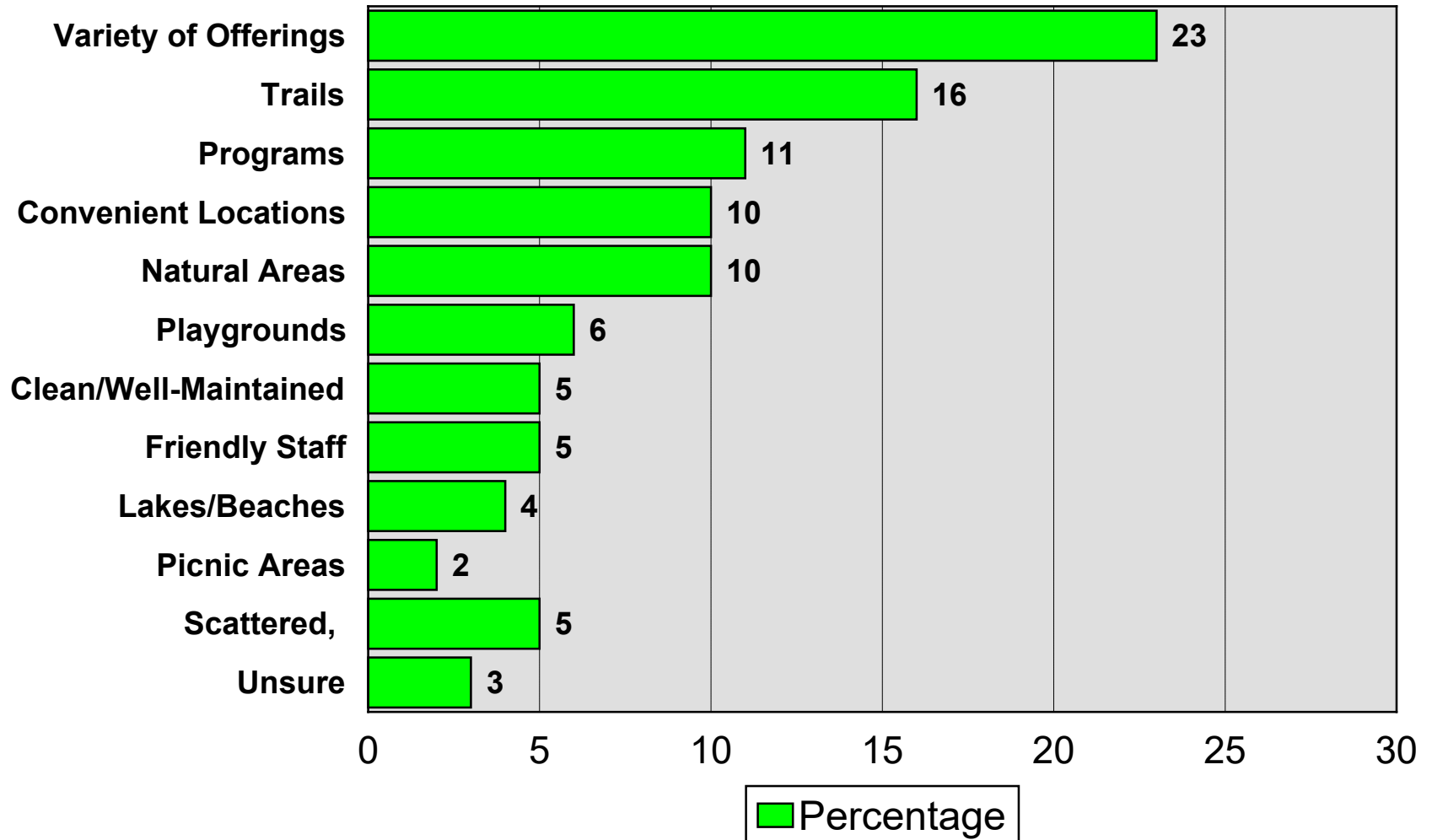
# Demographics IV

## 2019 Minneapolis Park and Recreation Board



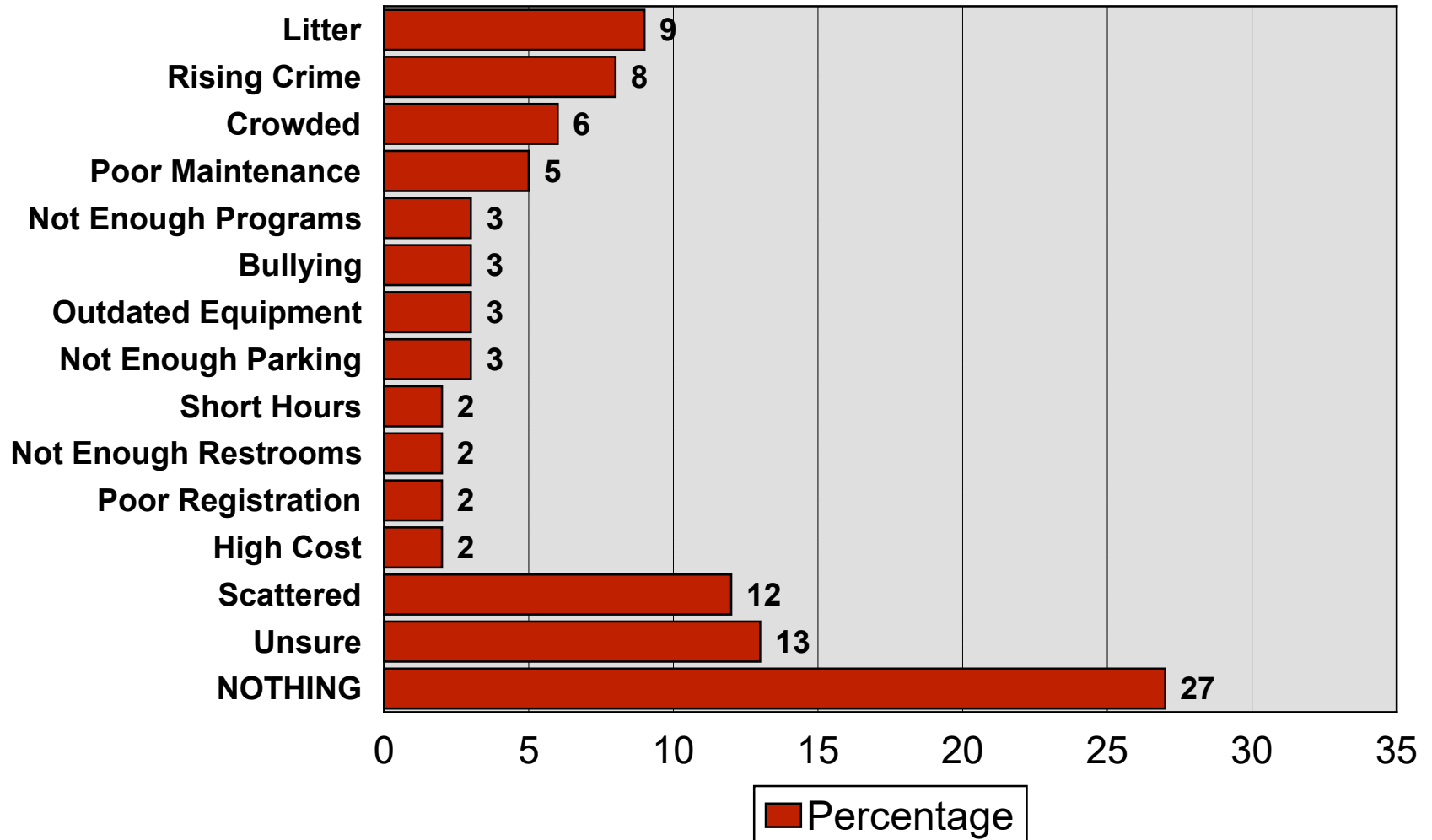
# Like Most about Minneapolis Parks

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# Like Least about Minneapolis Parks

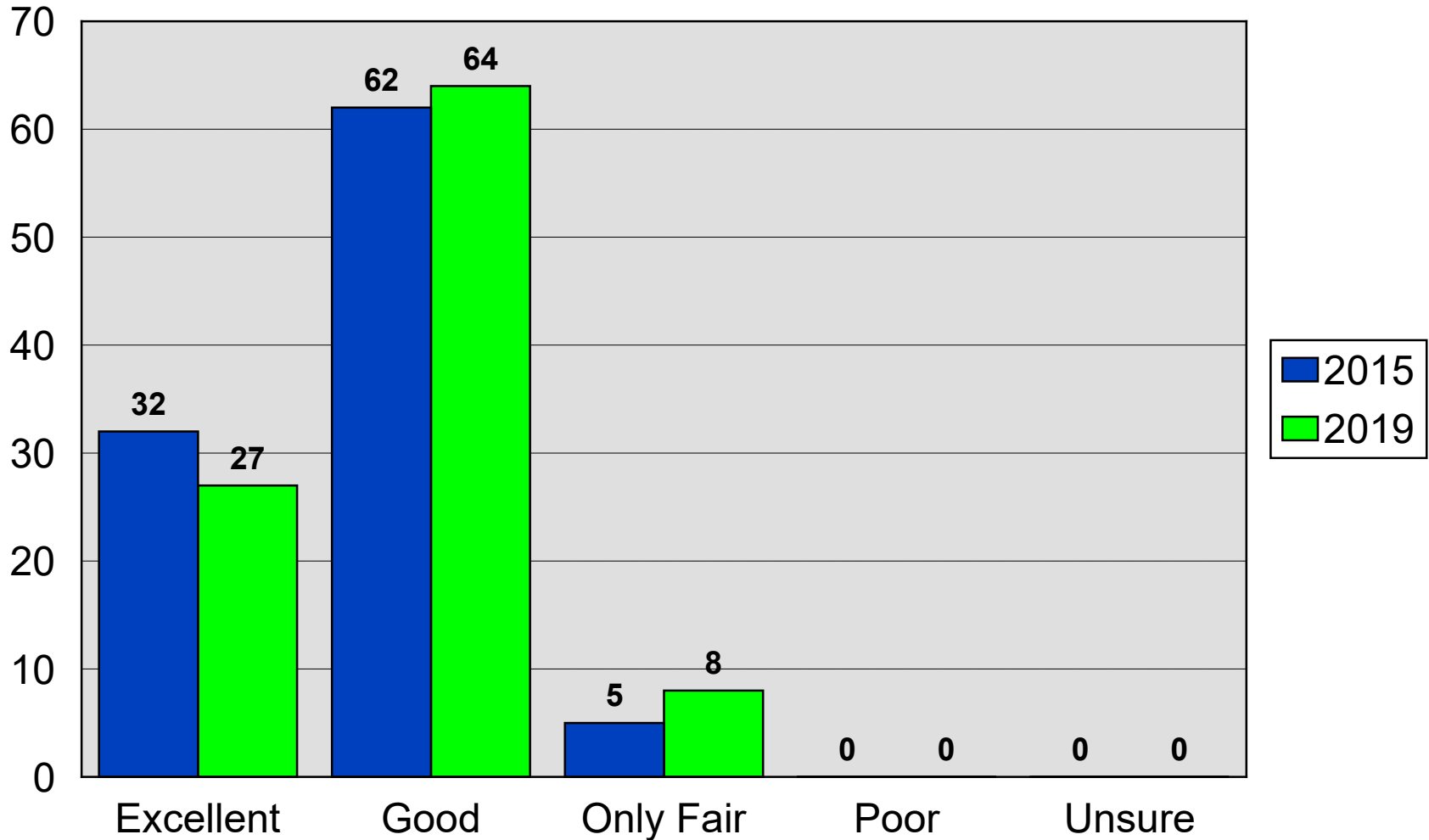
2019 Minneapolis Park and Recreation Board





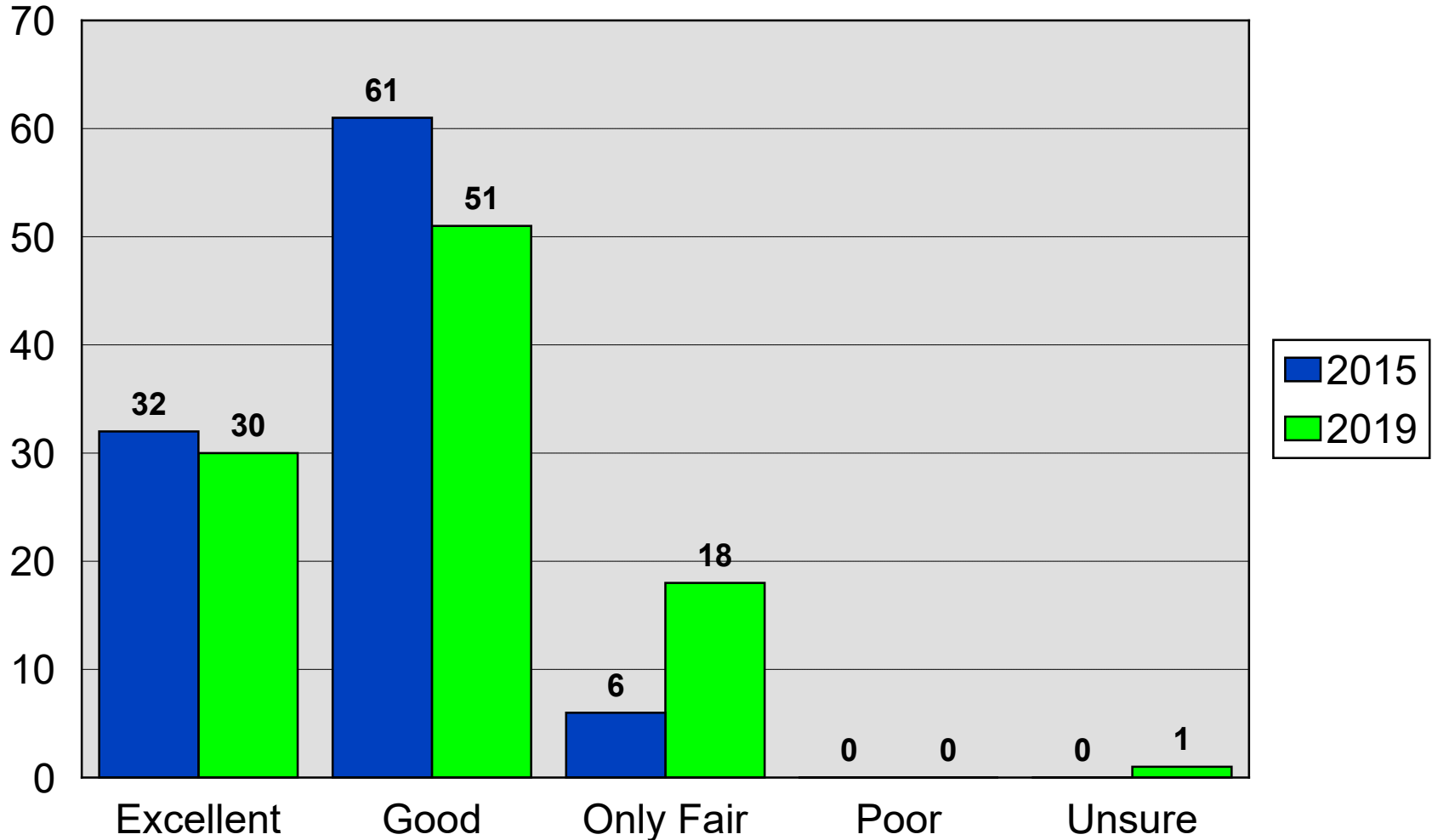
# Overall Impression

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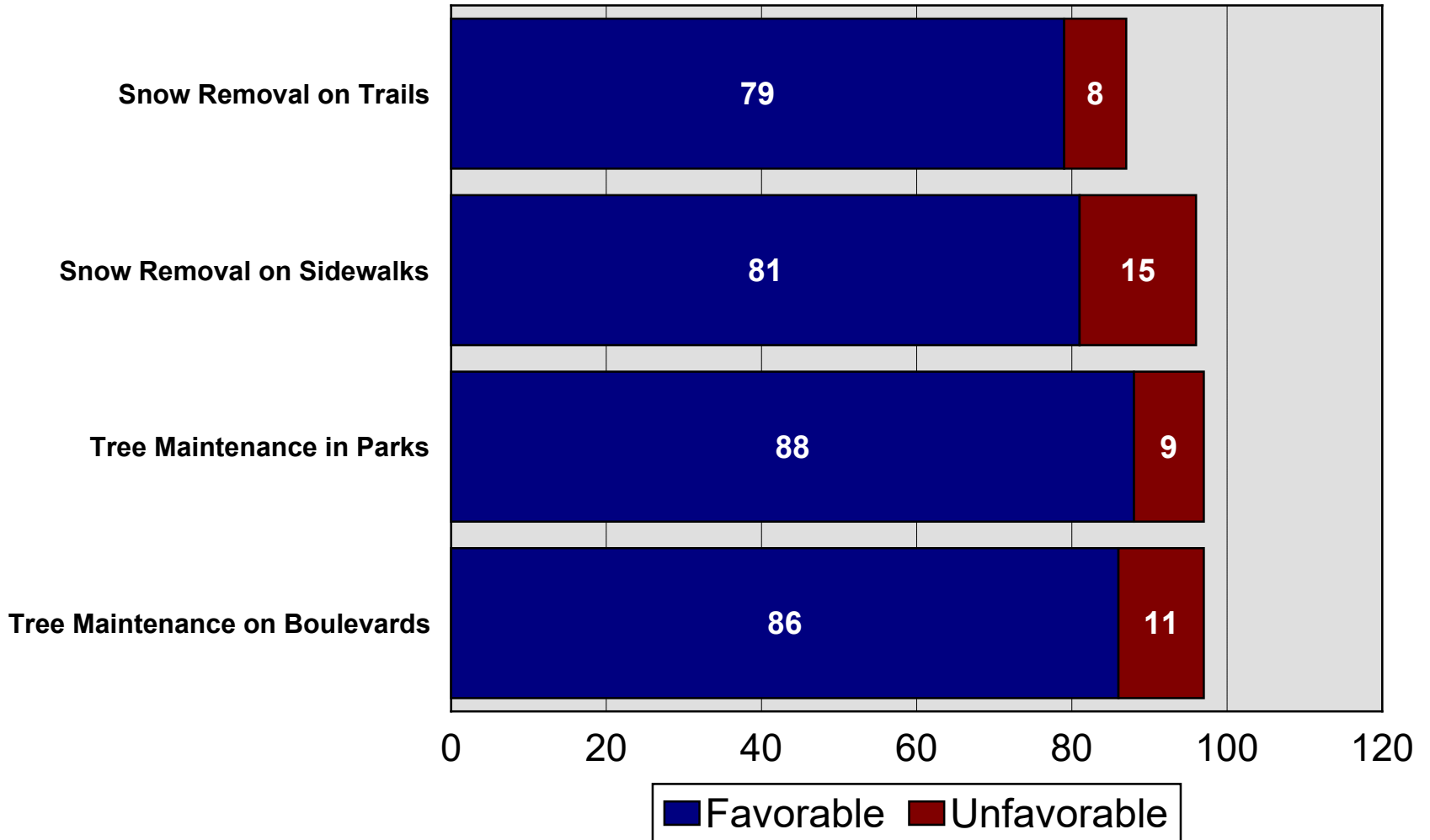
# Appearance and Maintenance

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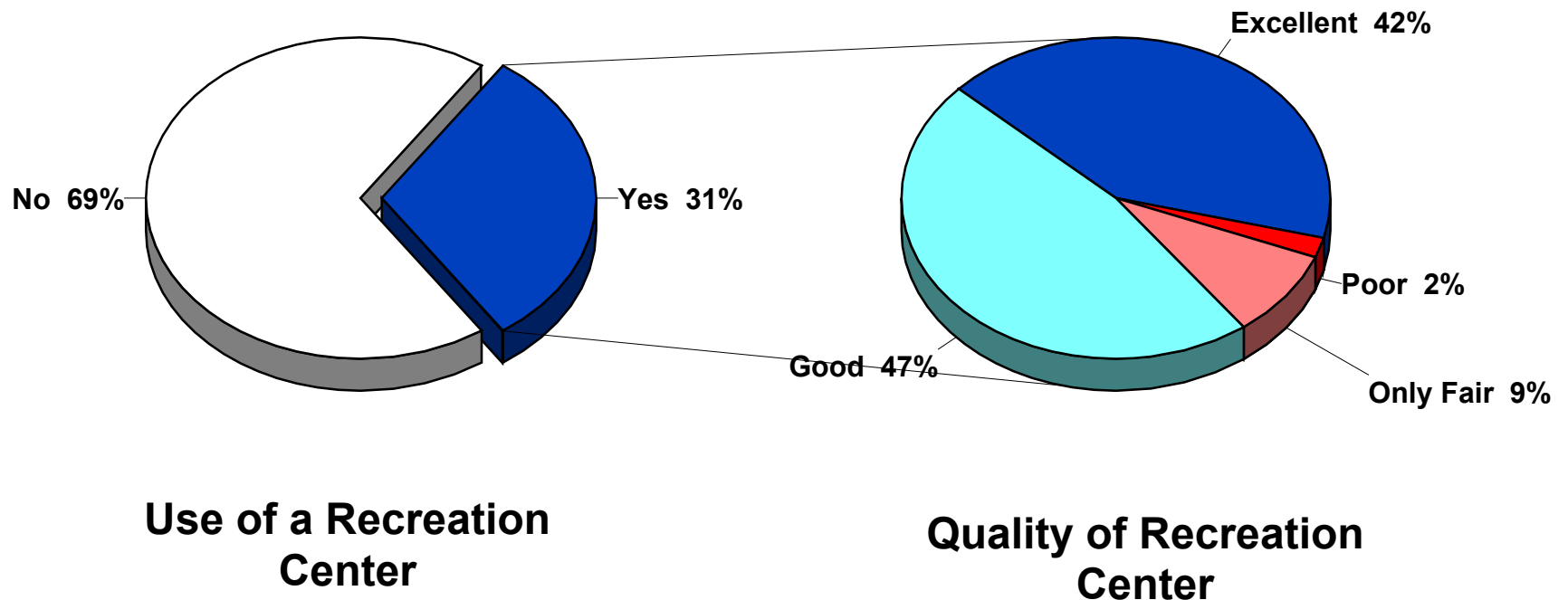
# Service Ratings

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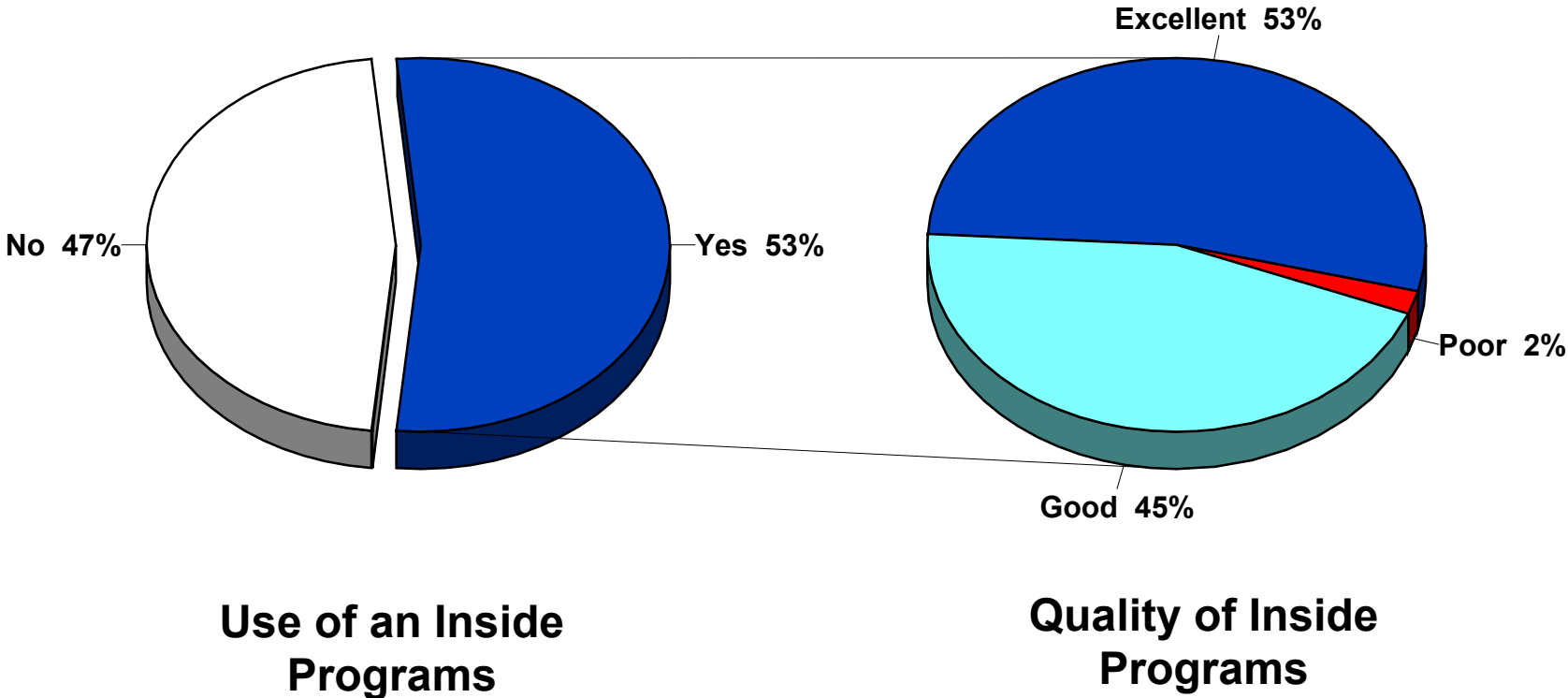
# Recreation Centers

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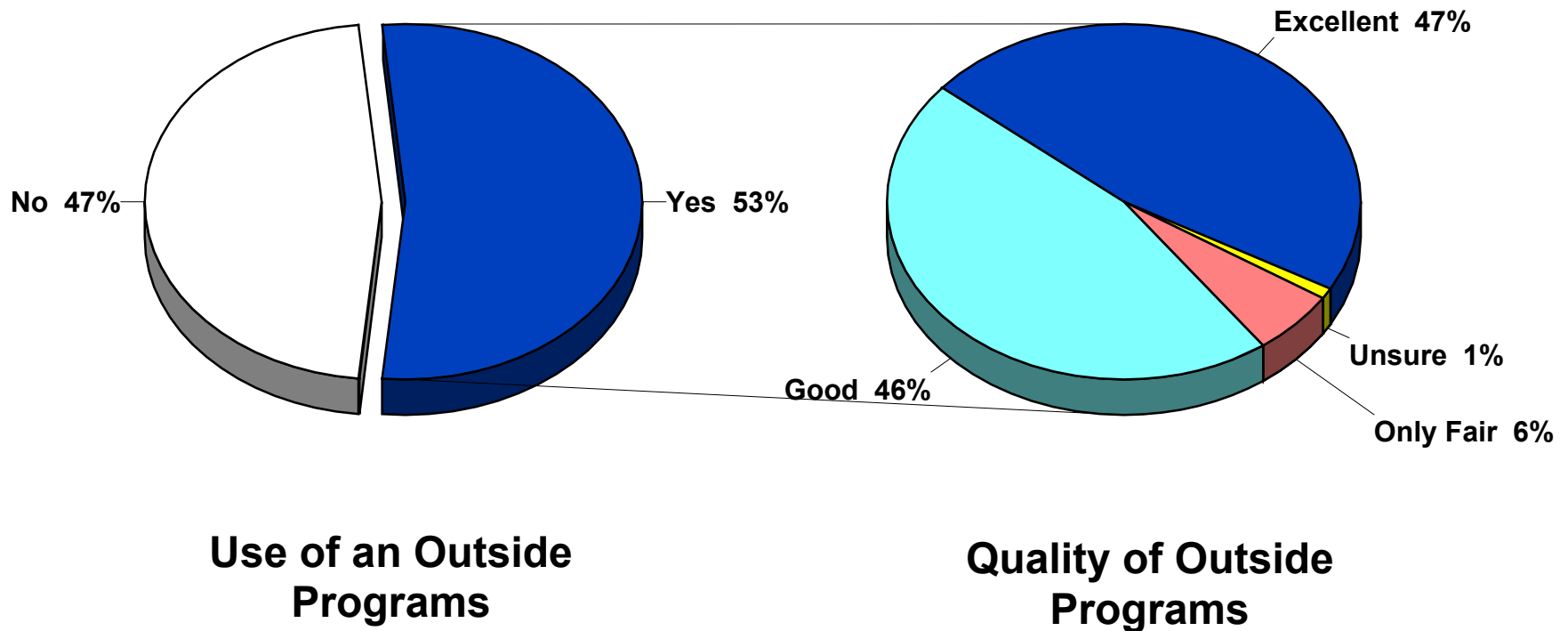
# Recreation Center Inside Programs

2019 Minneapolis Park and Recreation Board  
(Recreation Center Users)



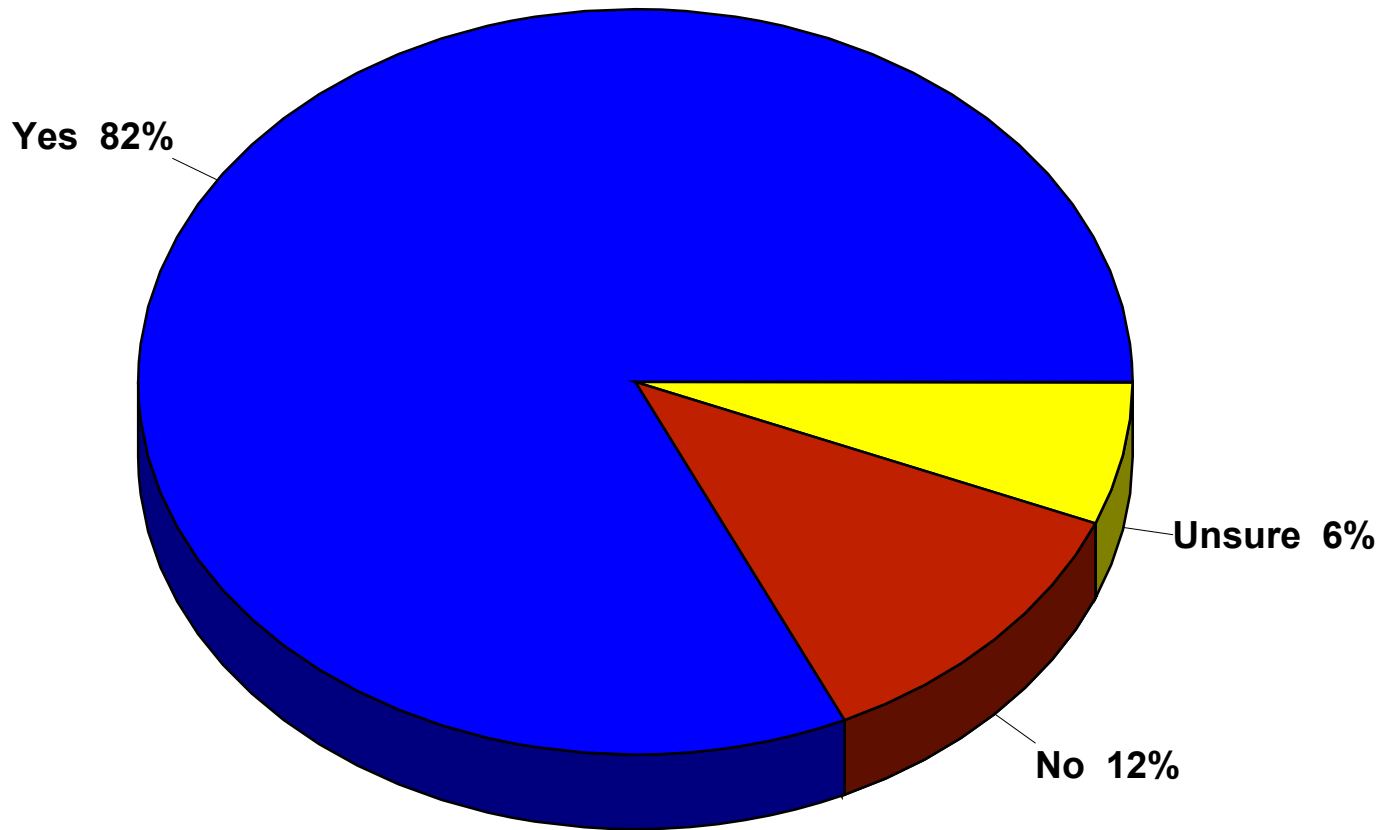
# Recreation Center Outside Programs

2019 Minneapolis Park and Recreation Board  
(Recreation Center Users)



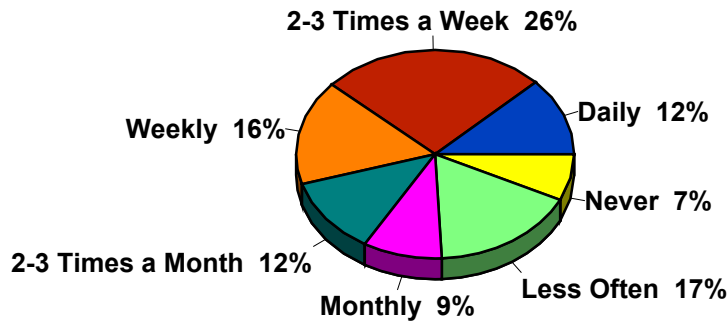
# Recreation Centers Meet Needs of Household

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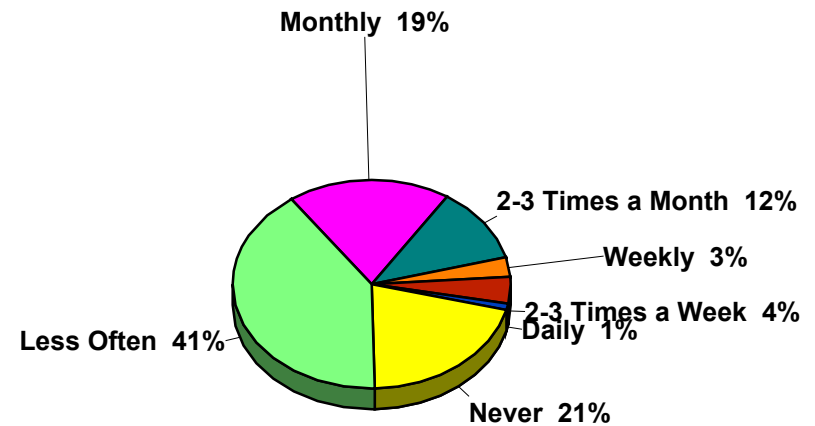


# Use of....

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**Neighborhood Parks**

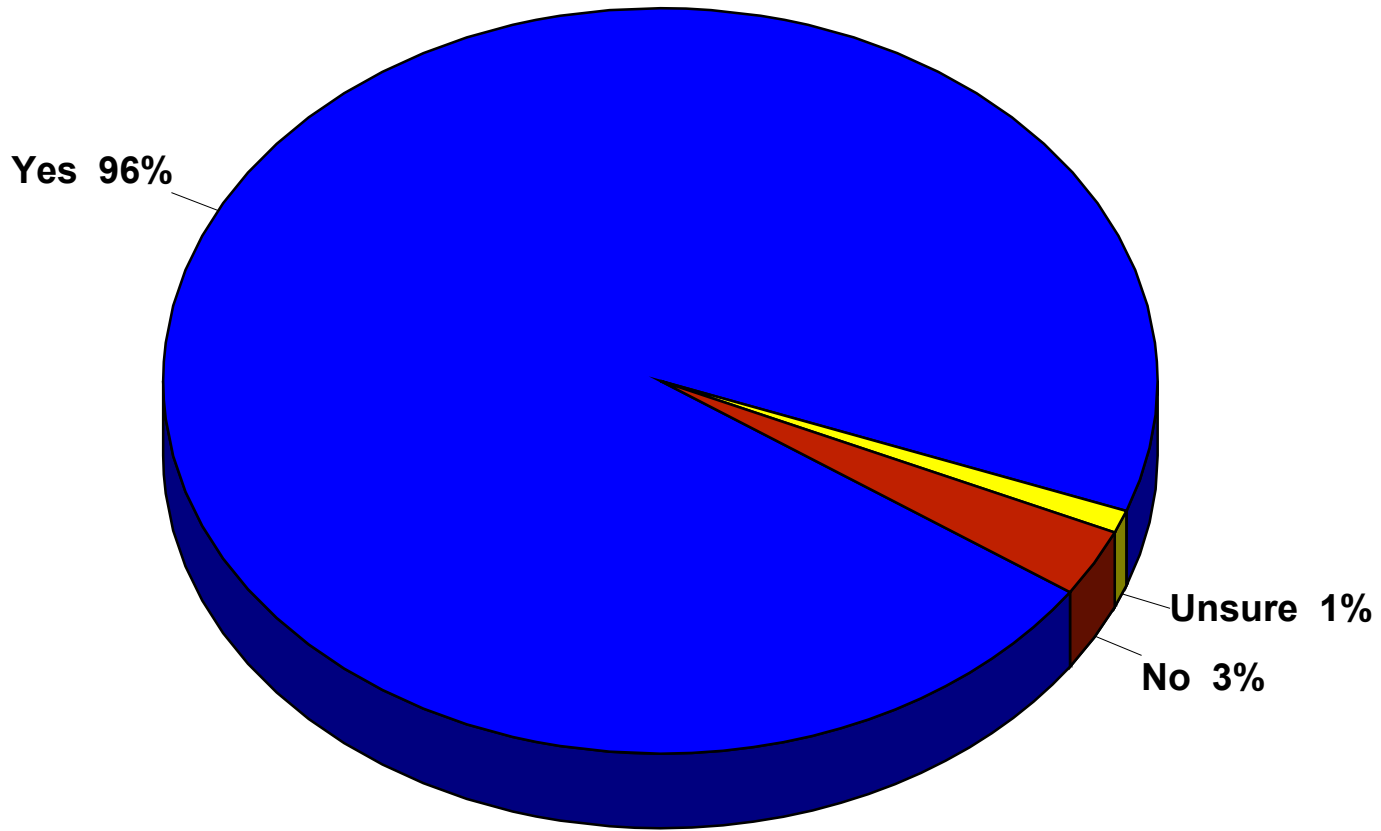


**Regional Parks**



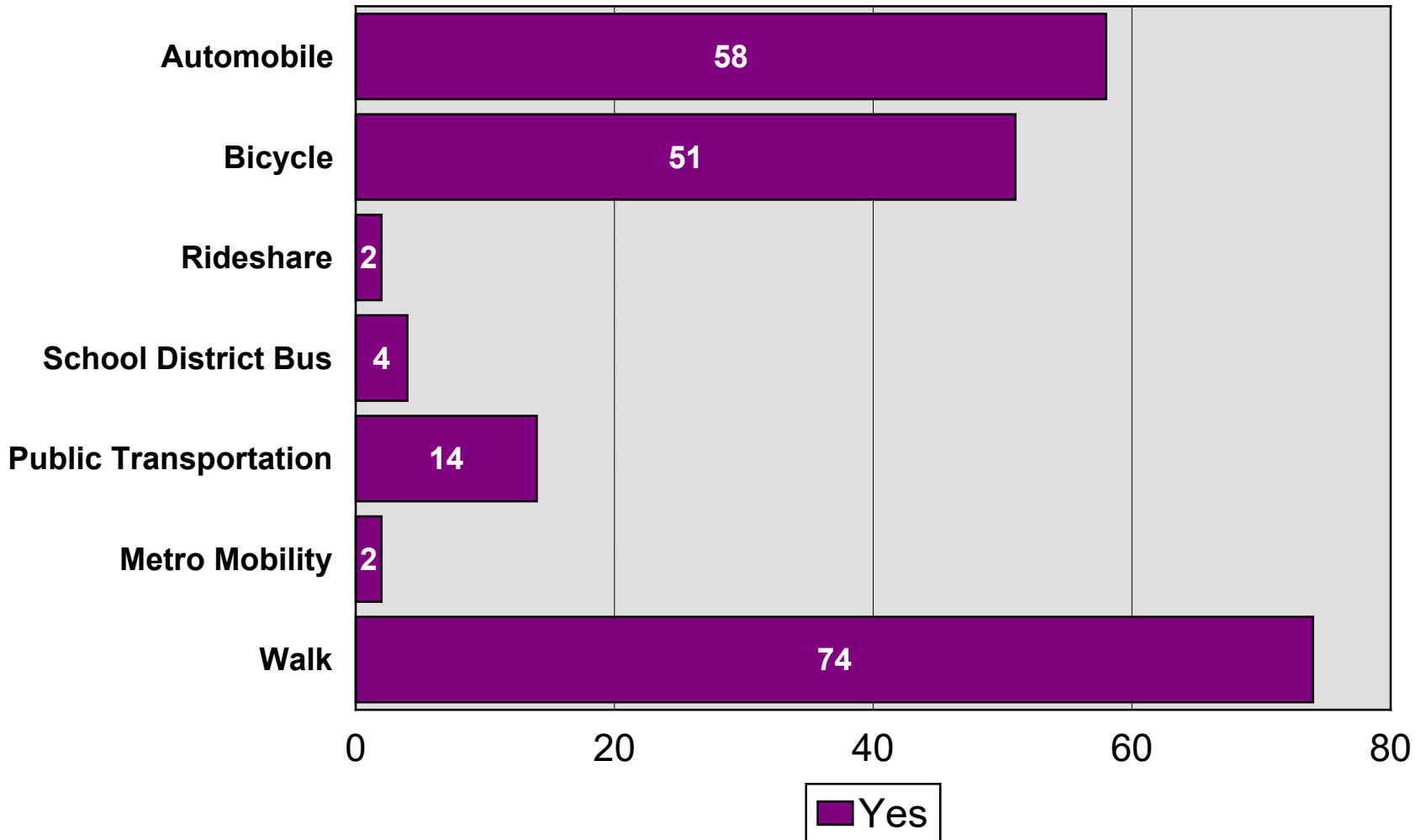
# Existing Facilities Meet Needs of Household

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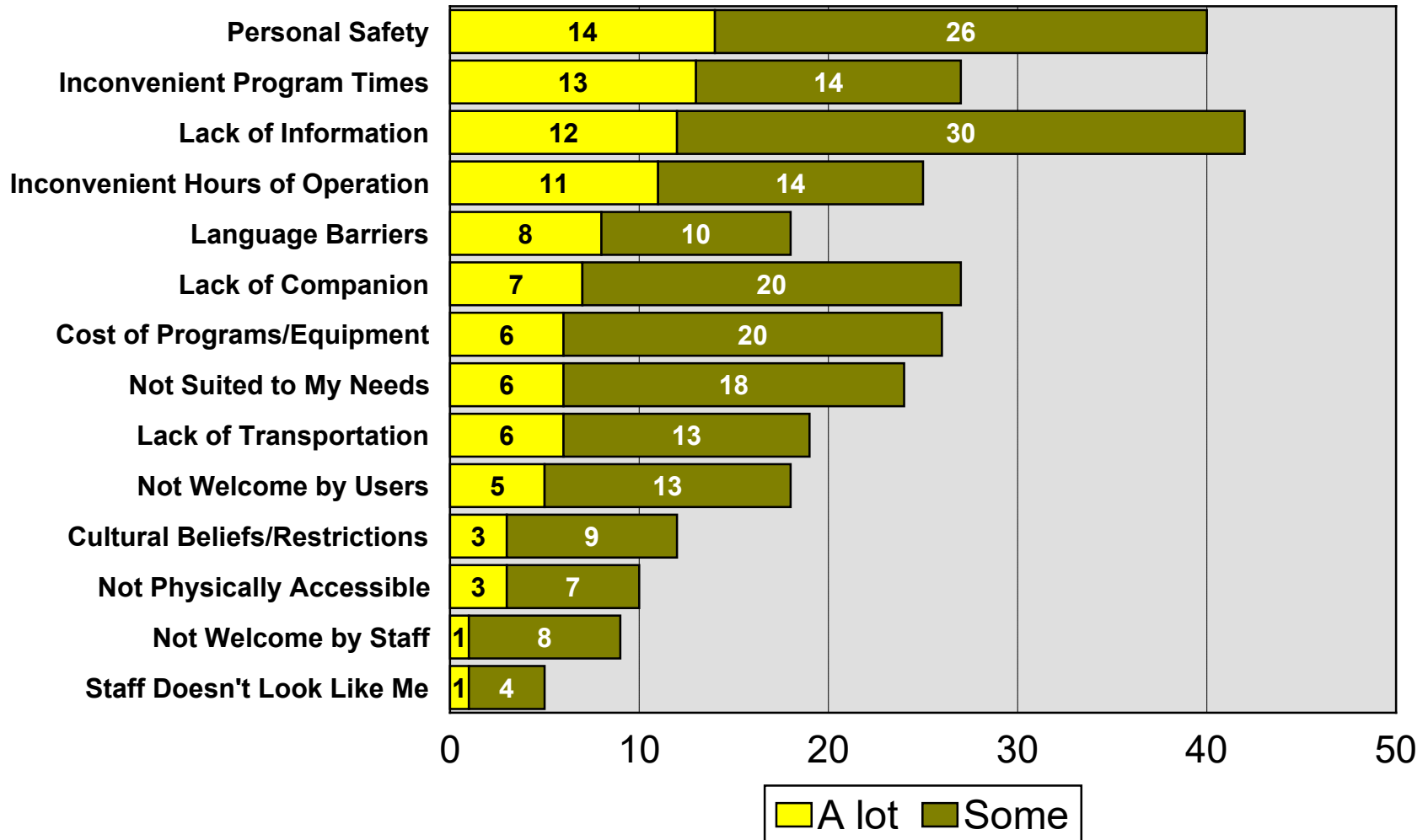
# Getting to Minneapolis Parks

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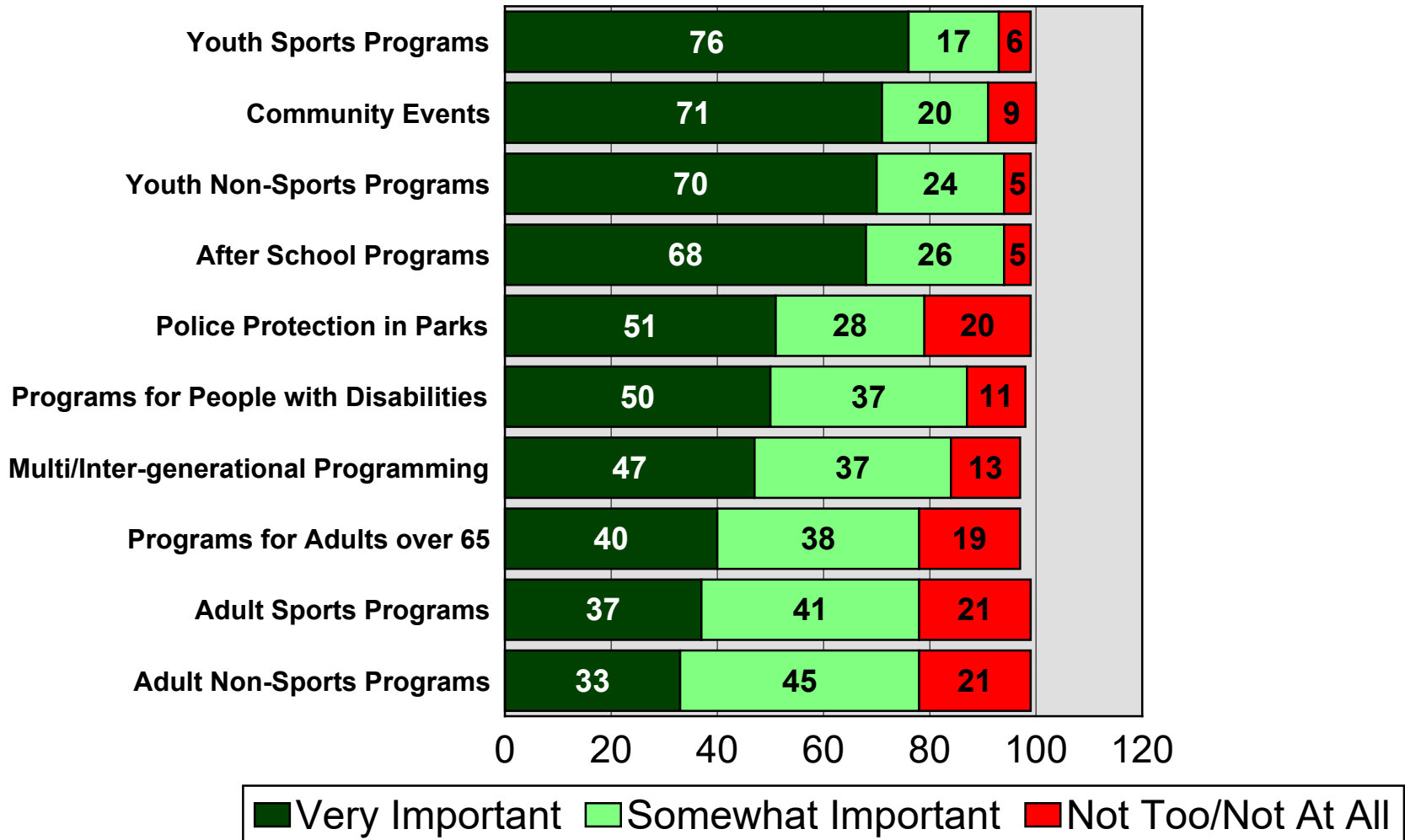
# Limit Use of Programs & Facilities

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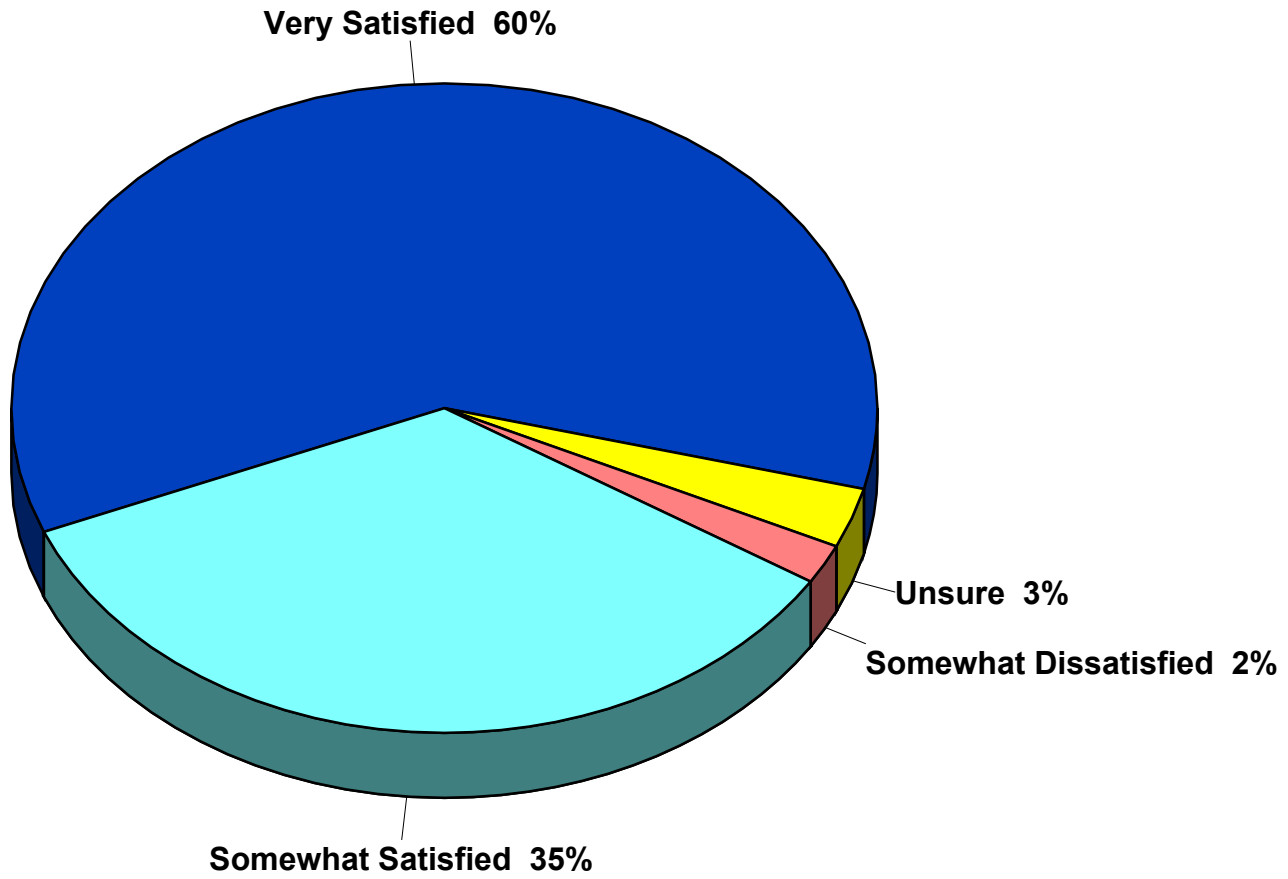
# Importance of Current Services

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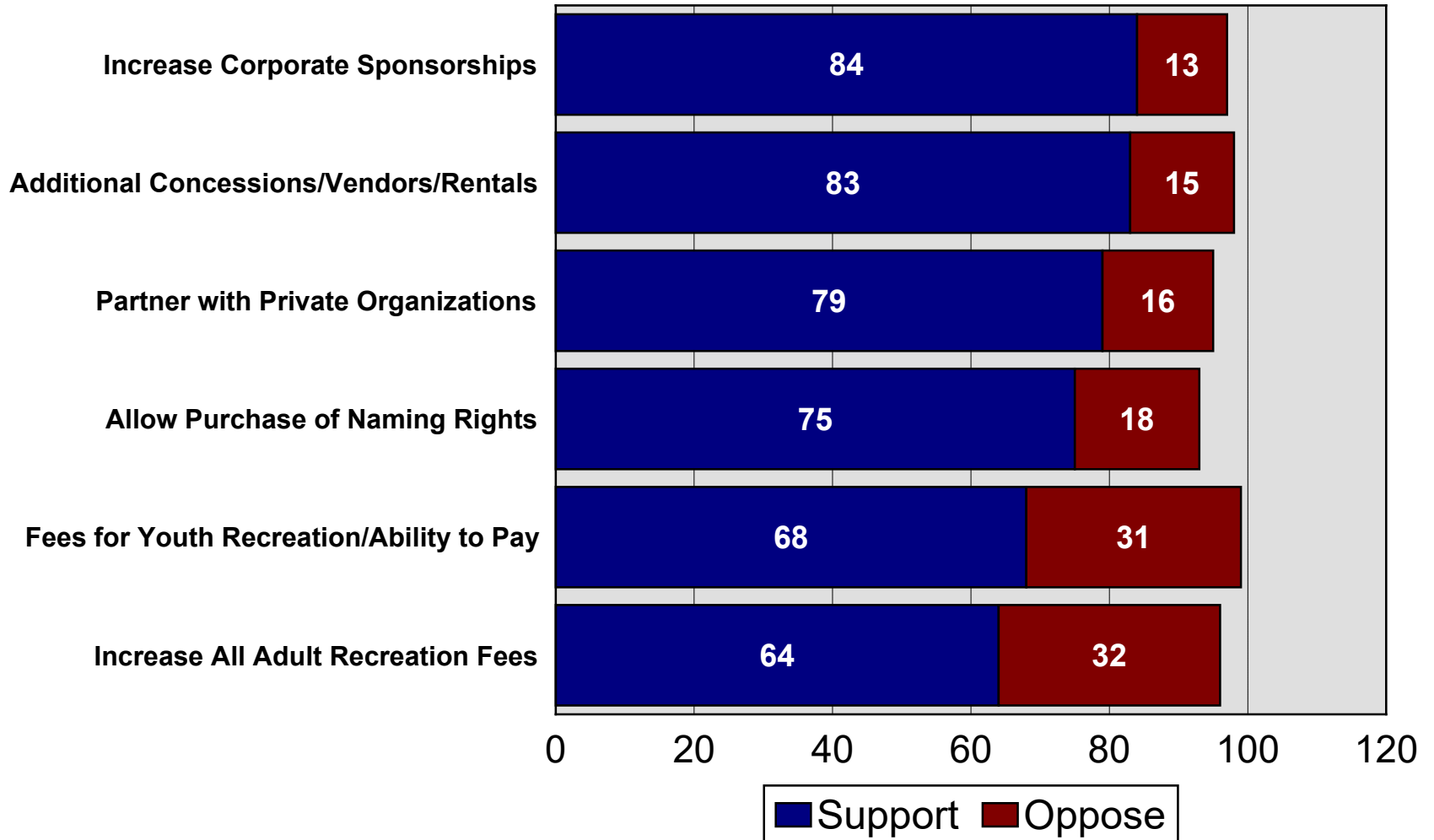
# Satisfaction with Current Programs and Activities

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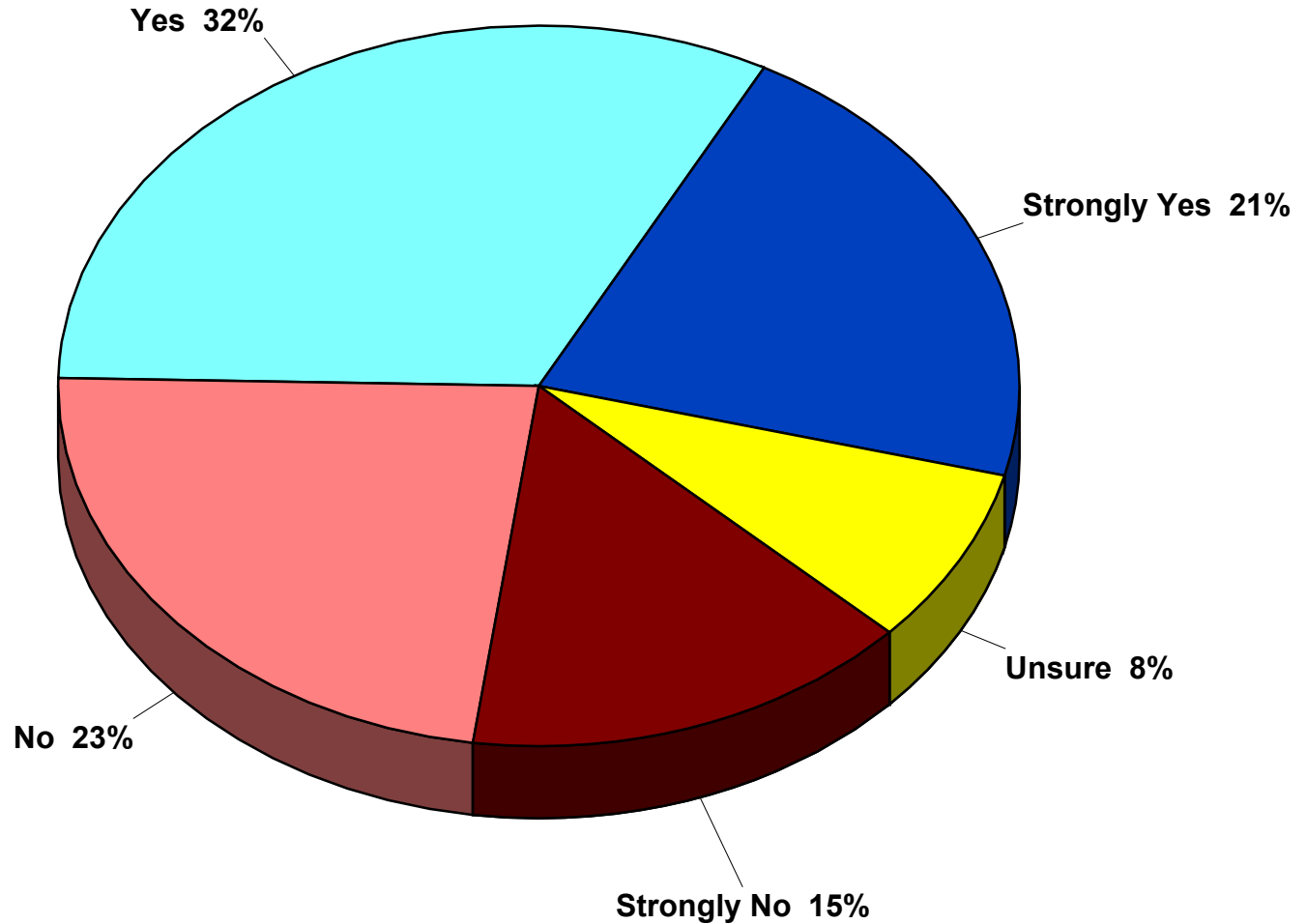
# Revenue Generating Proposals

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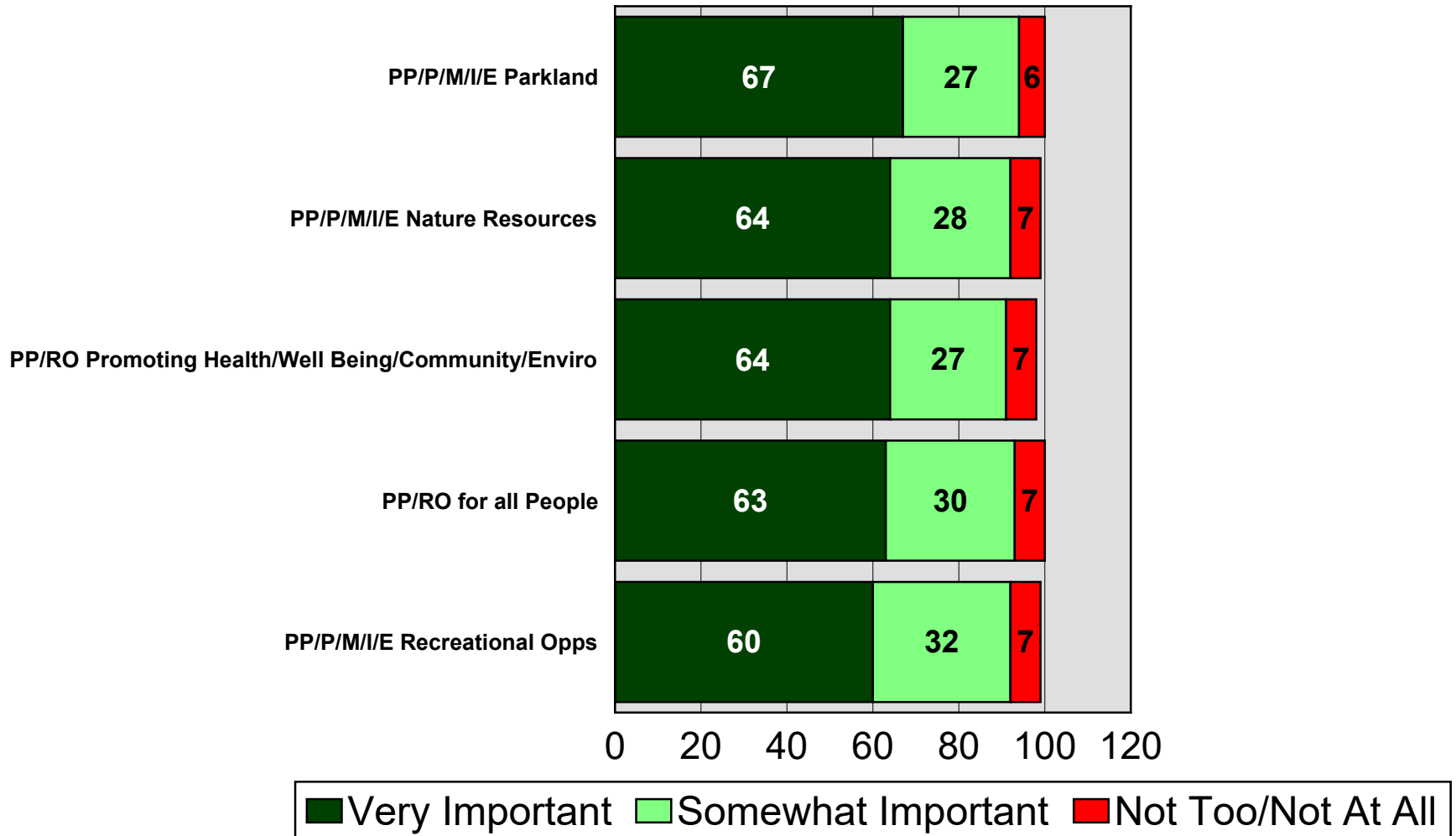
# Pay Higher Fee for Higher End Amenities

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# Importance for MPRB to Focus on Statement

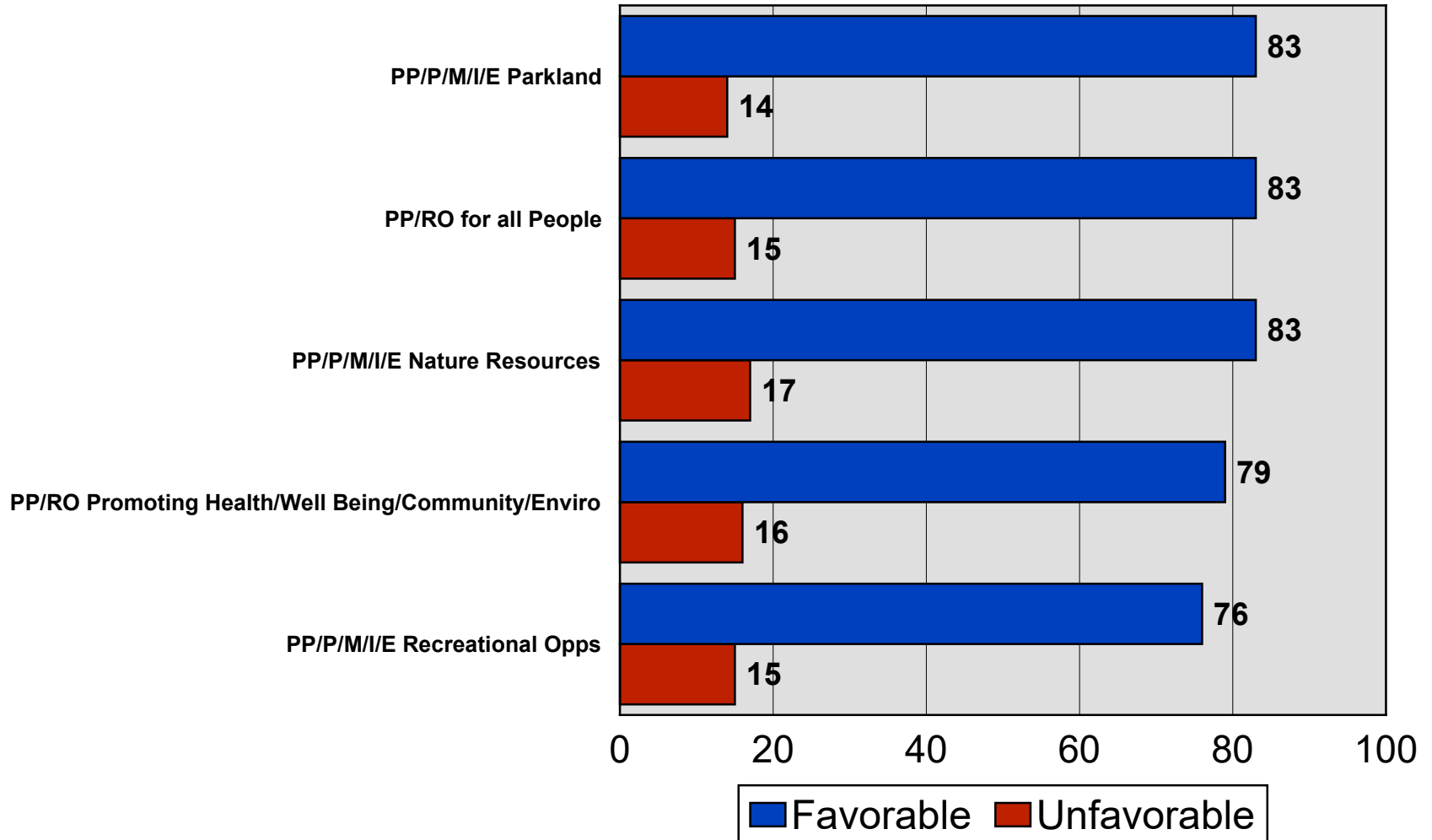
## 2019 Minneapolis Park and Recreation Board





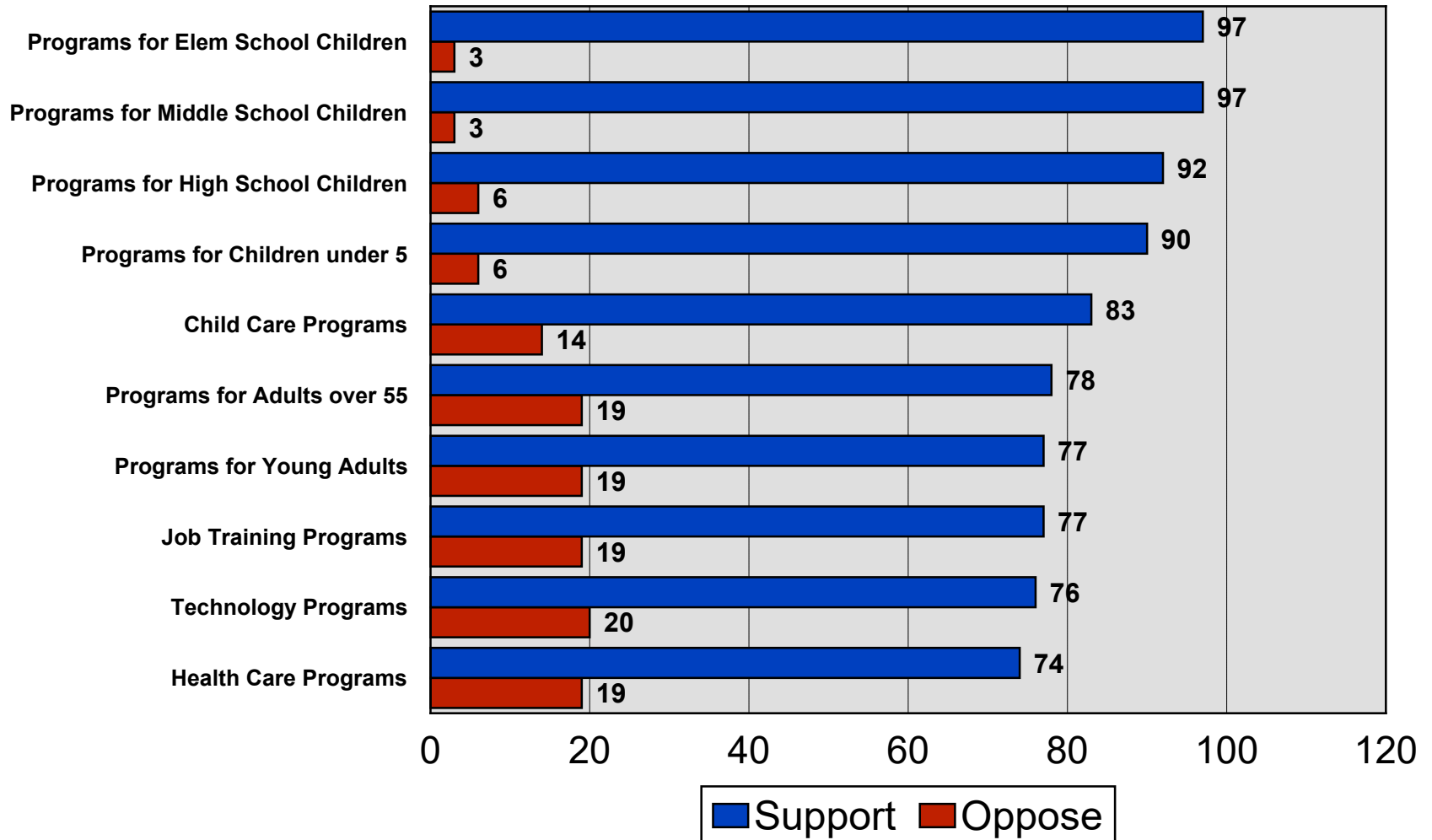
# Rating MPRB on Achieving Statement

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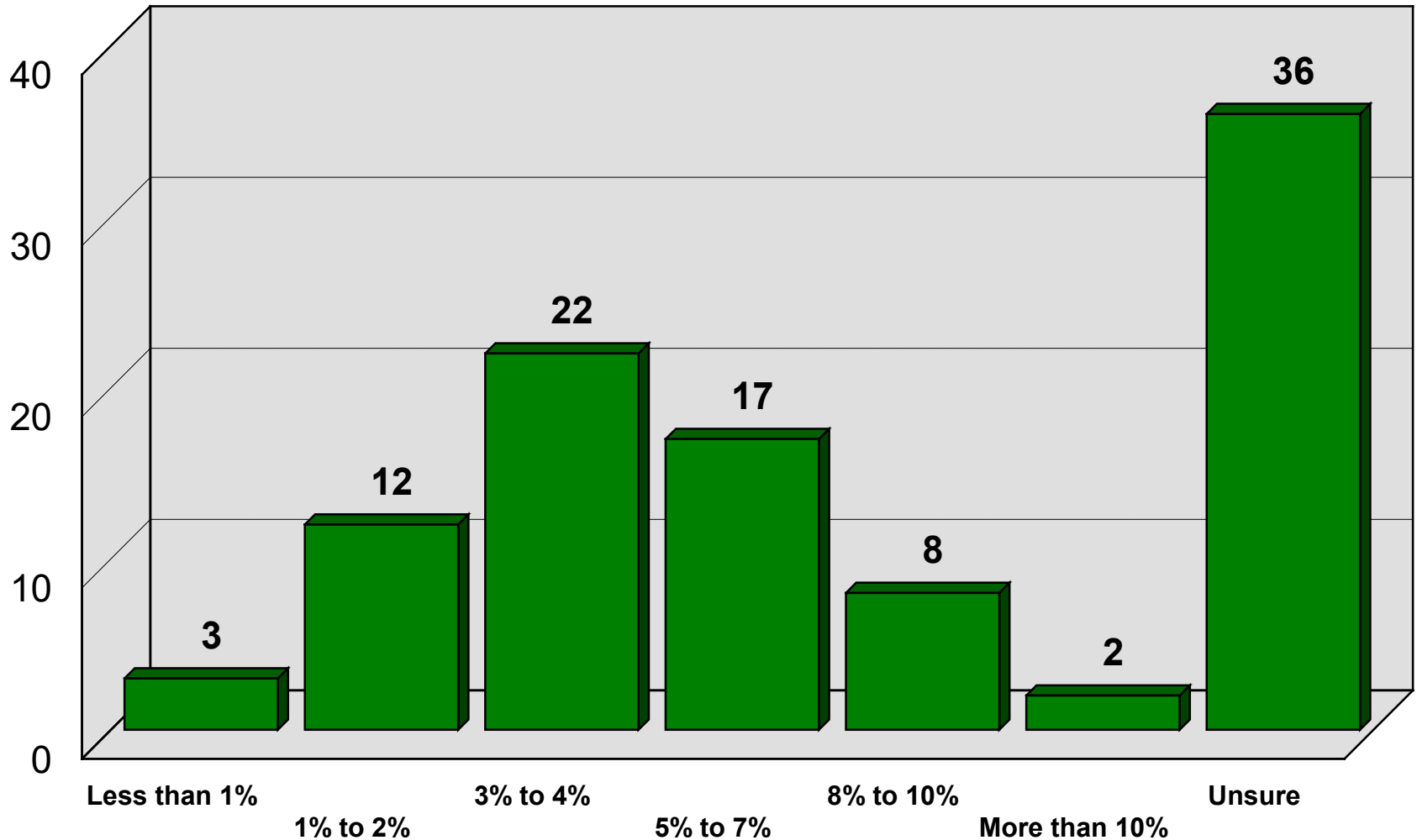
# More Financial Investment from MPRB

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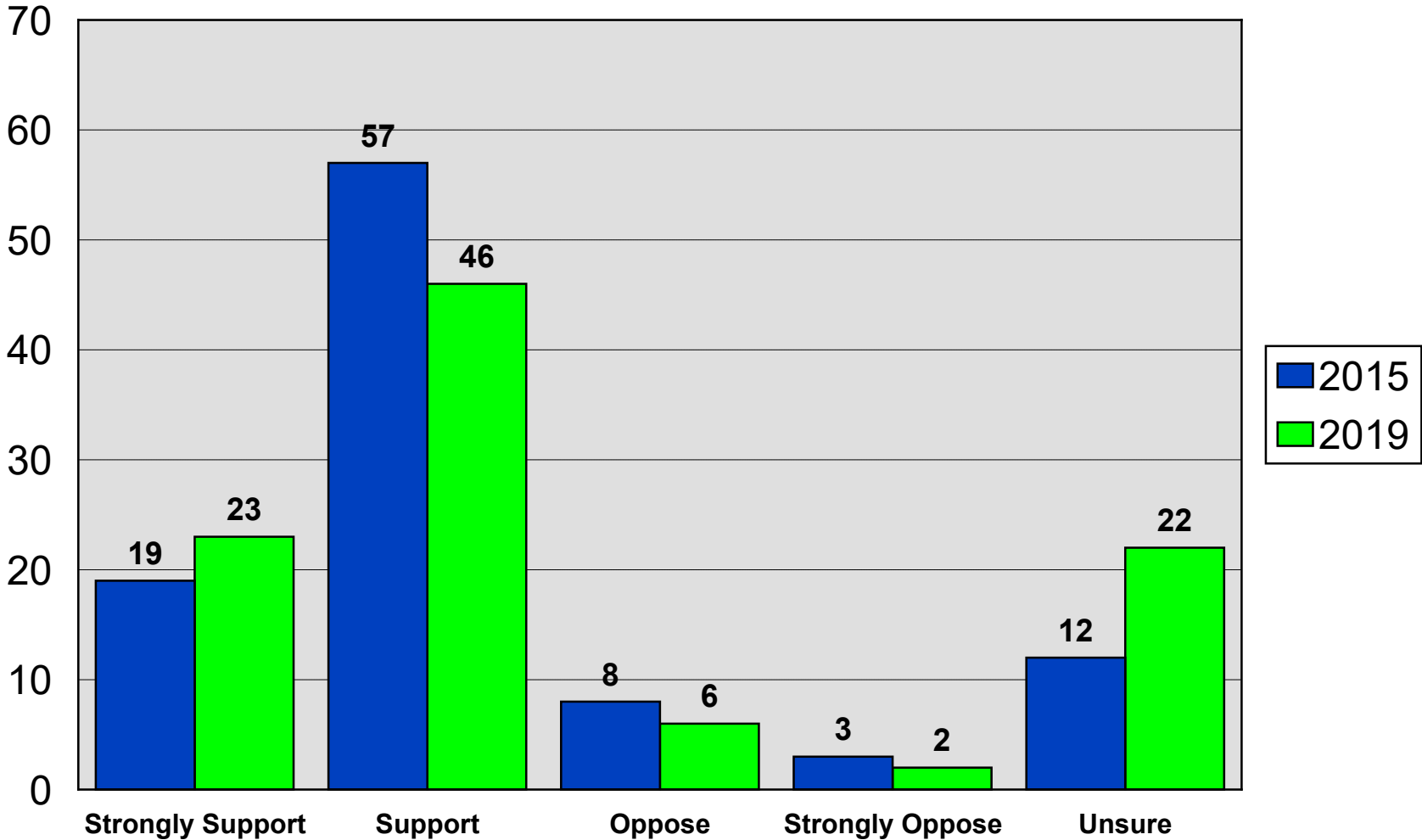
# Percent of Property Taxes to MPRB

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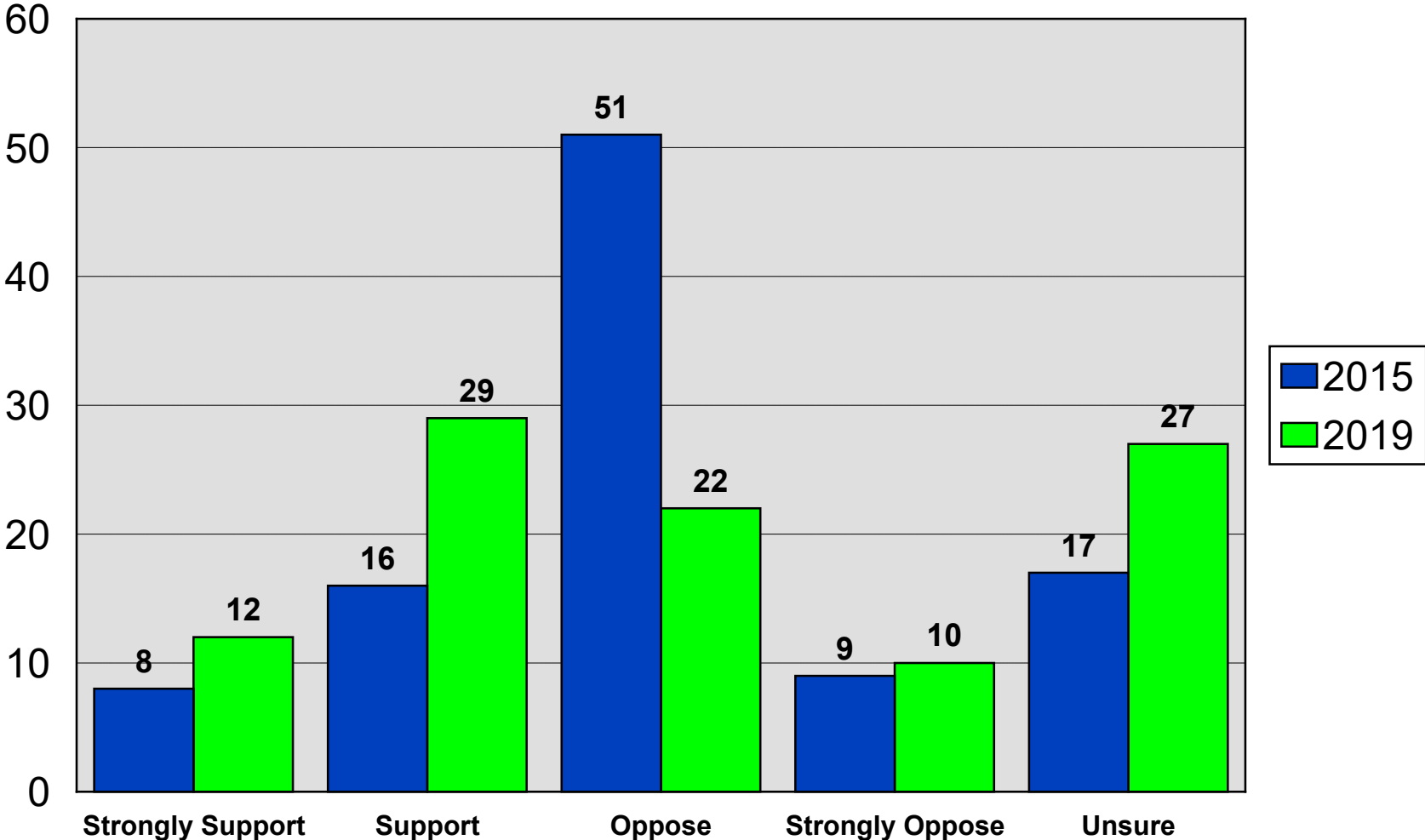
# Tax Increase to Maintain MPRB Services and Programs

## 2019 Minneapolis Park and Recreation Board



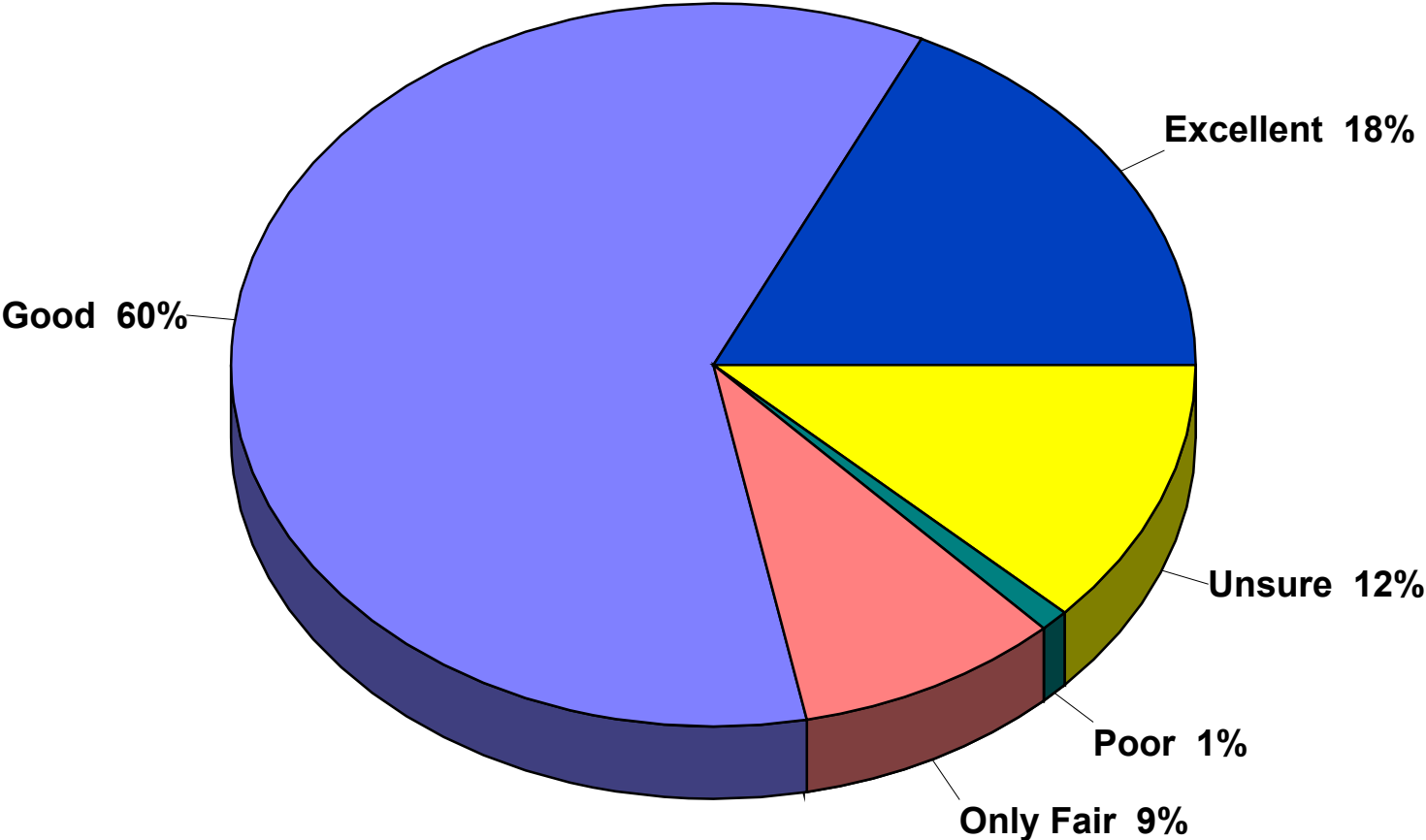
# Tax Increase to Enhance MPRB Services and Programs

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# Value of Facilities and Services for Taxes Paid

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# Prefer to Receive Information

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