

Research Network Ltd.

Facts for Business Decisions

RECREATION NEEDS ASSESSMENT SURVEY PASADENA, CALIFORNIA

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Prepared for:

The City of Pasadena

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I. Introduction

Research Network Ltd. offers for your review the results of this resident survey conducted for the City of Pasadena, California. This document is presented in the following section. Each section discussion includes analysis and graphics for each of the following subject areas.

Executive Summary

The Executive Summary includes a review of key findings from the survey.

Methodology

The Methodology section details the methods used to design and implement the survey.

Community Perceptions

The Community Perceptions section offers a detailed analysis of each of the following survey inquiries.

- T One Feature Like Best about Living in Pasadena
- T One Change Would Like to Make in Pasadena

Recreation Use

The Recreation Facilities or Programs Usage section offers a detailed analysis of each of the following survey inquiries.

- T Frequency of Recreation Facility Usage
- T Park Most Often Used in Last Year
- T Recreation Program Most Often Used
- T Recreation Activities Participation
- T Sources of Recreation Access Information

Recreation Needs

The Recreation Facility and Program Needs section presents a detailed analysis of each of the following survey inquiries.

- T One Facility Respondent Wants
- T One Program, Class or Activity Respondent Wants

Demography

The Respondent Demography section presents a detailed analysis of each of the following survey inquiries.

- T Household Description
- T Age Distribution of Population
- T Tenure in Pasadena

Appendices

Included in the Appendix to this report are two Appendices:

- T The survey questionnaire
- T The tabulations of the results

II. Executive Summary

Highlights

After a careful review of the responses to the Pasadena Recreation Needs Survey, Research Network Ltd. has gleaned the following highlights.

Best Feature of Pasadena

The most frequently stated “best feature of living in Pasadena” was “small town atmosphere” (17%). The next largest response categories volunteered were “feeling part of a community” (13%), “proximity to shopping” (12%), “arts and culture” (11%), and “open space” (9%).

One Change Desired in City

The largest response category was “improve schools/ education” (15%). This was followed with “increase street signalization” or “widen or connect street” (each at 9%), “stop or control growth/new construction” (7%), and “create new parks/athletic fields” or “more/better/cheaper parking” (6%).

Recreation Info Sources

Four of every ten Pasadena households (41%) reported using the Internet to obtain information about Pasadena recreation or parks programs or facilities. The second largest response category (36%) was “City of Pasadena.” An additional 11% stated they use the “telephone book” and 10% refer to the “newspaper.”

Recreation Facility Usage

Nearly half of Pasadena households reported being a frequent user of recreation facilities (46% using such facilities at least three times per month.) Such frequent users were more often found among households with a head under 51 years (55%), those with children (71%), residents of the City for 20 years or less (51%) and among respondents who identified themselves as Hispanic (62%).

Most Used Recreation Facility

The recreation facilities reportedly most often used included Victory Park (19%), Brookside Park (19%), Eaton Canyon Park (6%), Robinson Park (6%), and Villa Parke, Memorial Park, Central Park, Huntington Library and Gardens, and McDonald Park (each receiving 4% of the responses.)

Recreation Activities Usage

Of activities tested in the survey, the largest share of the population reported participation during the past year in Walking/Jogging/Running (76%), Use of Trails or Open Space (67%), Attendance at Special Community Recreation Events (64%), Picnicking/Barbecuing (58%), Bicycling (38%), Playgrounds/Tot Lots (29%), Recreational Swimming (26%), Tennis (16%), Skating/Skateboarding (14%), Informal Soft-

ball/Baseball (14%), Informal Basketball (12%), and Informal Soccer (12%.)

Recreation Program Usage

Of program types tested in the survey, the largest share of the population reported participation during the past year in Lessons or Classes in Music, Drama, Arts, or Crafts (23%), Programs or Classes in Parenting, Child Care or Before and After School Care (21%), and Lessons or Classes in Fitness, Gymnastics, or Martial Arts (14%.)

Most Used Programs

The programs, services or activities cited as being undertaken by the largest portion of Pasadena residents under 18 years included Parks (27%), Soccer (9%), Baseball or Softball (7%), and Basketball (5%).

The programs, services or activities cited as being undertaken by the largest portion of Pasadena residents as a family included Parks (32%), Hiking/Walking (22%), Soccer (5%), Movies (3%), Music Instruction or Classes (3%) and Dining Out (3%.)

The programs, services or activities cited as being undertaken by the largest portion of Pasadena residents 65 years or older included Walking/Hiking (20%), Senior Center (10%), Aerobics, Spinning, Fitness Instruction or Classes (6%), and Library (5%).

The programs, services or activities cited as being undertaken by the largest portion of Pasadena residents 18 to 64 years of age included Walking/Hiking (15%), Parks (8%), Aerobics, Spinning, Fitness Instruction or Classes (7%), and Movies/Theater/ Concerts (5%).

Respondents reported most often participating in these programs at locations within the City of Pasadena (\pm 90%).

One Desired New Facility

Those new facility ideas most often reported by residents included Bicycling or Jogging Paths (9%), Swimming Pool for Recreation or Lessons (7%), Soccer Fields, Golf Facilities, Performing Arts Center, Outdoor Basketball Courts or Tennis Courts (each volunteered by 3% of the respondents.) One in four households (26%) reported desiring no new recreation facilities.

One Desired New Program

Those new program ideas most often reported by residents included Music Instruction or Classes (6%), Outdoor Concerts (5%), Arts or Crafts Instruction or Classes, Swim Activities, Lessons or Facilities (each garnering 4% of responses), Camps for School-Age Children During School Recess or Vacation Periods and More/Better Parks (each receiving 3% of

responses.) Three of every ten households (30%) stated they desire no new recreation programs.

III. Methodology

Purpose of Survey

Research Network Ltd. was retained to design and implement a resident telephone survey among current households of the City of Pasadena and its environs to assess their recreational needs and current recreation use patterns. The subject areas of interest within the resident telephone survey included:

- T One Feature Like Best about Living in Pasadena
- T One Change Would Like to Make in Pasadena
- T Frequency of Recreation Facility Usage
- T Park Most Often Used in Last Year
- T Recreation Program Most Often Used
- T Participation rates for 26 Recreational Activities
- T Sources of Recreation Access Information
- T One Facility Respondent Wants
- T One Program, Class or Activity Respondent Wants
- T Demographic Characteristics of Respondents

Sample Design

A total of 450 interviews were completed with adult household heads living in the City of Pasadena. These respondents were contacted through the use of a random digit dial sample. The random digit dial sample was compiled by identifying telephone prefixes known to be active in the City of Pasadena. With these prefixes, the final four digits for a list of phone numbers were randomly generated. This sample methodology compensates for the incidence of unlisted telephone numbers.

Such a methodology, however, introduces to the sample telephone numbers of non-residential locations as well as residential locations not in Pasadena, since telephone prefixes do not respect jurisdictional boundaries. Therefore, within the design of the survey instrument, a series of screening questions was implemented to eliminate those contacts that did not constitute residents of the City of Pasadena.

When contact was made with a respondent, the interviewer confirmed eligibility for participation in the survey with two questions: 1) was the home located within the City of Pasadena (based on electric utility service provider) and, 2) was the respondent an adult residing in the home.

These 19-minute Interviews were conducted via telephone by professional interviewers during the February/March 2005 fielding of the resident telephone survey using direct-entry computer technology. All interviews conducted among Pasadena residents were edited by skilled supervisors of the field organization and 10% were validated for accuracy.

Margin of Error

A random sample survey is designed to interview a fraction of the households in a community with the desired outcome being that this survey group represents the opinions of those who were not surveyed. Such a random sample may, however, produce results that differ from those responses that would have been received if all households were interviewed. These differences are primarily generated as a result of what is known as "sample error." The degree of sample error is primarily determined by:

- T The total number of completed interviews
- T The number of responses to each question
- T The distribution of responses to each question

The sample error for a sample size of 450 ranges from $\pm 2.0\%$ (for a question with two responses, distributed 5%/95%) to $\pm 4.7\%$ (for a question with two responses distributed 50%/50%) at the 95% confidence level. This means that if we were to survey every household in Pasadena, we are confident that, 95% of the time, the results for a question (with two potential responses and a 50%/50% response distribution) would differ by less than ± 4.7 percentage points from the results derived from this sample.

This margin of error accrues to produce an answer range. For example, if a question derives a "blue" response from 50% of those asked the question, a random sample assures that, 95% of the time, the actual percent of the entire population from which the sample is taken who would respond "blue" is between 45.3% and 54.7%.

It should be kept in mind that the margin of error may increase when subgroups of the full sample are being considered. This becomes important when comparing data for population subgroups based on categories such as age, presence of children, or income. For example, the 95% confidence interval for a subgroup of 100 respondents yields an error range from $\pm 4.4\%$ to $\pm 10\%$. Results for subgroups are only highlighted when we have a high degree of confidence that the differences that distinguish a subgroup from the overall sample are statistically reliable.

Questionnaire Design

The objectives of the design of the questionnaire not only accommodated those subject areas discussed previously, the questionnaire design included question wording and question order or rotation to mitigate bias in the inquiries. For example, the order of questions in a series can influence the responses given. To mitigate this, the order or position of such questions in a series were rotated.

Response Analysis

All responses collected during the interviews were computer-processed and tabulations between question answers and selected subgroups were made. These tabulations are included in the Appendix to this report.

Within the following analysis, the responses to each question by the entire sample of residents will be discussed and presented. In addition, the analysis will provide insight into those subgroups of the total sample who provided responses that differed significantly from the total sample. Only those subgroups with response differences that are deemed statistically significant will be highlighted.

IV. COMMUNITY PERCEPTIONS

ONE FEATURE LIKE BEST ABOUT LIVING IN PASADENA (*Appendix Table 7*)

Pasadena residents polled were asked to describe the one feature they like best about living in Pasadena. Responses to this inquiry were unprompted. Figure 1 displays those response categories volunteered by 2% or more of those polled.

As Figure 1 reveals, the largest response category was the feature “Small Town Atmosphere” volunteered by 17% of the residents. The next largest group of respondents (13%) cited “Feeling Part of a Community” while 12% stated they best like the “Proximity to Shopping.” Further, 11% described “Arts and Culture” as what they best like about living in Pasadena while 9% volunteered “Open Space.” These top five response categories, in aggregate, represent the responses of 61% of those polled.

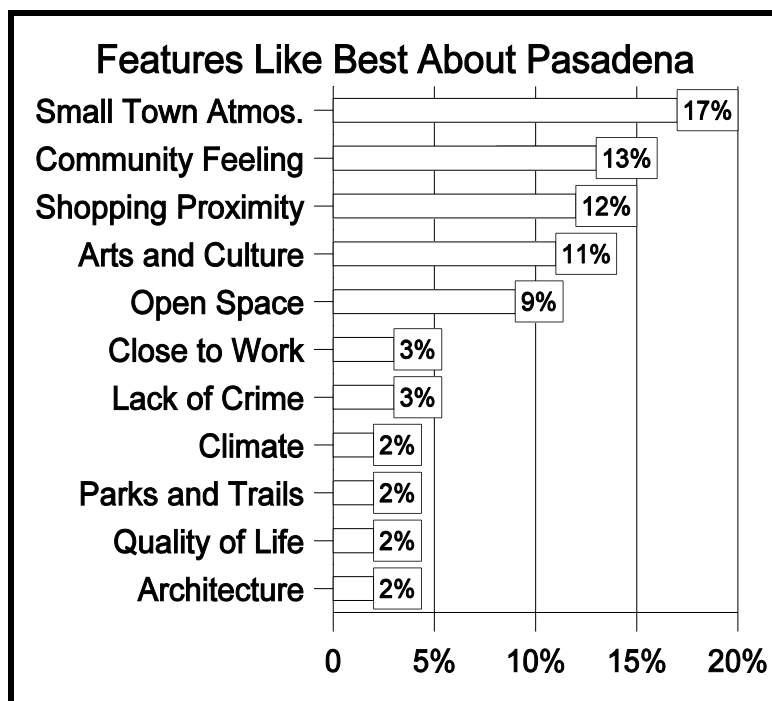


Figure 1

Additional response categories included “Close to Work” (3%), “Lack of Crime” (3%), “Climate” (2%), “Parks, Bike, Jog Trails” (2%), “Quality of Life” (2%) and “Architecture” (2%). Remaining responses not outlined in Figure 1 garnered less than a 2% response rate.¹

ONE CHANGE WOULD MAKE IN PASADENA (*Appendix Table 8*)

¹ Responses receiving less than a 2% response rate but greater than one response included “quality education,” “access to freeways,” “Old Town,” “heritage/history,” “responsive City government,” “no traffic,” “recreation/sports facilities,” “clean city,” “beautiful/pretty City,” “location,” “convenient City,” “good neighborhood,” “church,” “air quality,” “safety/feels safe,” “affordable housing.”

Pasadena residents polled were asked to describe the one change or improvement they would make in the Pasadena community if they were a City official. Responses to this inquiry were unprompted. Figure 2 displays those response categories volunteered by 2% or more of those polled.

As Figure 2 reveals, the largest response category was “Improve Schools/Education” volunteered by 15% of the residents. The next largest group of respondents (9%) cited “Increase Street Signalization” and “Widen or Connect Streets” while 7% stated they

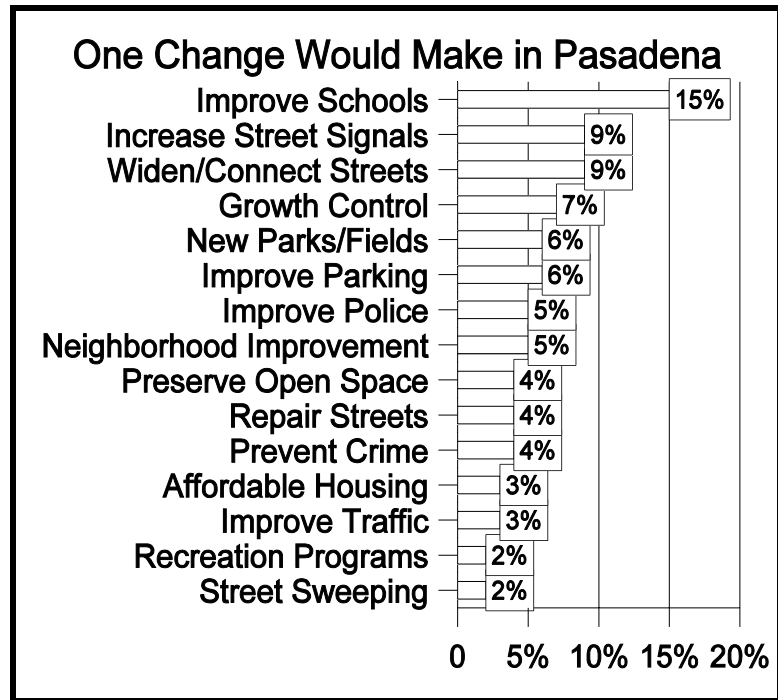


Figure 2

would like to “Stop or Control Growth/New Construction.” Further, 6% would like to “Create New Parks/Athletic Fields” and an equal share suggested “More/Better/Cheaper Parking.” These top six response categories, in aggregate, represent the responses of 52% of those polled.

An additional 5% advocated “Improve Police Service” and “Reverse Neighborhood Decline” while 4% of the respondents preferred “Preserve More Open Space,” “Repair Streets,” or “Crime Prevention.” Moreover, 3% of those polled stated “More Affordable Housing” or “Traffic/Transportation Improvements” and 2% volunteered “Provide Recreation Programs” or “Improve Street Sweeping.”

Remaining responses not outlined in Figure 2 garnered less than a 2% response rate.²

² Responses receiving less than a 2% response rate but greater than one response included “address homeless,” “improve public transportation,” “add more/better shopping,” “improve landscaping along main highways,” “decrease/control rent,” “historic preservation,” “install street trees in neighborhood,” “expand senior services,” “install/repair curbs, gutters and sidewalks,” “expand library services,” “improve fire protection services,” “encourage new/more business.”

V. RECREATION FACILITIES OR PROGRAMS USAGE

PARKS AND RECREATION INFORMATION SOURCES USED (Appendix Table 9)

Pasadena residents polled were asked where they obtain information about Pasadena recreation or parks programs or facilities. Responses to this inquiry were unprompted. Figure 3 displays those response categories volunteered by 2% or more of those polled.

As Figure 3 illustrates, the response category receiving the largest volume of responses (41%) was "Internet." The second largest response category (36%) was "City of Pasadena." Together, these two response groups were volunteered by more than three out of every four residents interviewed (77%.)

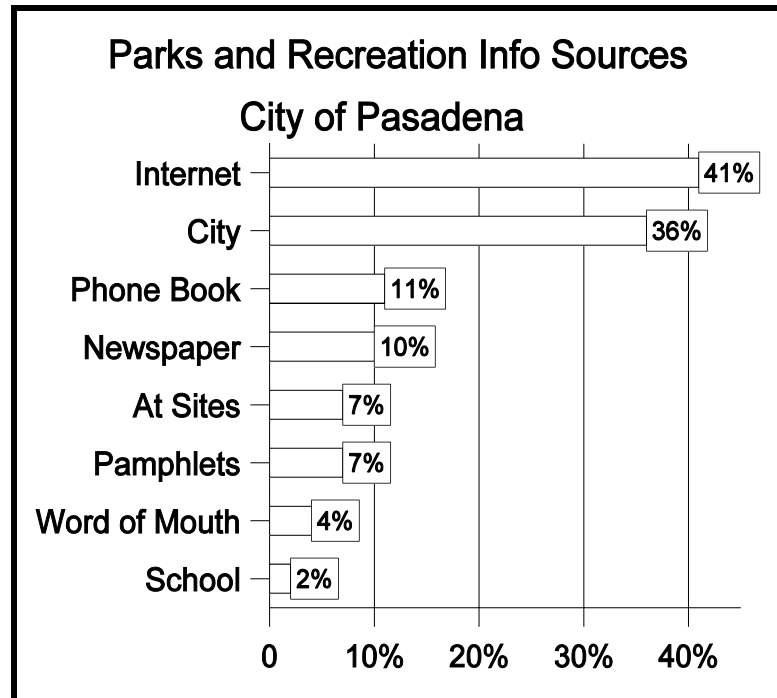


Figure 3

An additional 11% of respondents stated they use the "Telephone Book" for such information while 10% refer to the "Newspaper." Information obtained "At the Recreation Sites" and "Flyers/Booklets/Pamphlets/Mailed Materials" each was volunteered by 7% of those polled. "Friends/Neighbors/Word of Mouth" was identified by 4% of the respondents as an information source while 2% stated they receive information from "School."

An examination of reported recreation information sources among Pasadena residents revealed the following *statistically significant differences*³ in the sources reported among examined subgroups of the total sample:

- T Households with a head under 36 years were most likely to report “Internet” as the recreation information source (68% vs. 40% among those with a head 36 to 65 years and 13% among those with a head 66 years or older.)
- T Households with a head over 36 years were most likely to report “City of Pasadena” as the recreation information source (40% vs. 25% among those with a head under 36 years.)
- T Households with a head over 50 years were most likely to report “Newspaper” as the recreation information source (16% vs. 6% among those with a head under 51 years.)

FREQUENCY OF RECREATION FACILITY USAGE

Frequency of Recreation Facility Usage (Appendix Table 10)

Parks and recreation facility usage characteristics were explored in a general framework in the resident telephone survey based upon a question probing overall facility usage in or outside of Pasadena. The usage frequency of the total sample of respondents is presented in Figure 4 and the table on the following page.

Figure 4 illustrates that 46% of the sample of telephone respondents described themselves as a “Frequent User” of parks and recre-

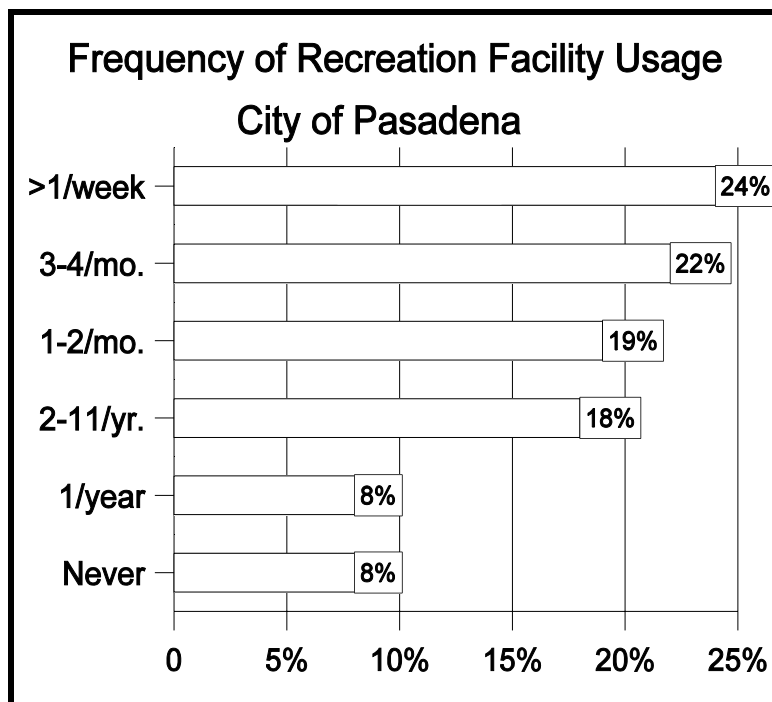


Figure 4

³ This analysis compares the total sample of 450 households to subgroups of the total and highlights those differences in the response patterns that are statistically significant based upon the number of interviews in each subgroup analyzed.

ation facilities (patrons of facilities at least 3 times per month; top two bars in Figure 4).

Frequency of Recreation Facility Usage in Past Year City of Pasadena			
	Total Sample	Hhlds w/children	Hhlds w-o children
More than once a week	24%	40%	17%
Once per week or 3 to 4 times per month	22%	31%	18%
"Frequent Users"	46%	71%	35%
Once or twice a month	19%	15%	21%
Several times per year	18%	12%	21%
"Moderate Users"	37%	27%	42%
Once a year	8%	2%	11%
No Use	8%	0%	12%
"Light/Non-Users"	17%	2%	23%
Note: May not sum due to rounding.			

More than one of every three residents polled by telephone (37%) were "Moderate Users" (patrons of facilities at least 2 to 24 times annually) of recreation facilities during the past year. The remainder (17%) was labeled "Light/Non Users" (patrons of facilities once per year and non-users).

As the text table above illustrates, the profile of reported recreation facility usage varies considerably between households with or without children under 18 years or age. While "frequent users" constituted 71% of those households with children, this compares to 35% of households without children who reported using recreation facilities frequently.

The following text table compares these facility usage responses from Pasadena residents to statistics derived from twenty other California municipalities where similar work has been conducted by Research Network Ltd.

Frequency of Recreation Facility Usage Pasadena vs. Twenty Selected California Municipalities				
	Pasadena 2005	Twenty Selected California Municipalities		
		Lowest Response	Highest Response	Median
Frequent Users	46%	26%	58%	42%
Never Use Parks	8%	6%	40%	14%

As the table illustrates, the share of residents polled in Pasadena identifying themselves to be frequent users of parks was just above average (46% frequent users vs. 42% on average among other cities surveyed). Further, Pasadena respondents who reported no use of such facilities (at 8%) represented one of the lowest levels we have historically documented.

An examination of reported recreation use among Pasadena residents revealed the following *statistically significant differences*⁴ in the share of frequent users among examined subgroups of the total sample:

- T Households with children less than 18 years (71% frequent users vs. 35% among households without children).
- T Respondents reporting a head of household less than 51 years (55% frequent users vs. 35% frequent users among those over 50 years.)
- T Residents polled who reported living in Pasadena for twenty years or less (51% frequent users vs. 37% among those living in the City for more than twenty years.)
- T Respondents reporting their ethnicity as Hispanic (62% frequent users vs. 44% among those identifying themselves as Non-Hispanic White and 23% among those identifying themselves as Asian/Pacific Islander.)

Eight percent of Pasadena households polled stated they did not use recreation facilities at all in the last year. Such non-users of recreation facilities were more likely to be found among:

⁴ This analysis compares the total sample of 450 households to subgroups of the total and highlights those differences in the response patterns that are statistically significant based upon the number of interviews in each subgroup analyzed.

- T Respondents reporting a household head over 65 years (22% non-users vs. 4% among those less than 66 years.)
- T Households without children less than 18 years of age (12% non-users vs. 0% among those with children.)
- T Respondents reporting their ethnicity to be Non-Hispanic White or Black (12% non-users vs. 2% among those identifying themselves as Hispanic or Asian/Pacific Islander.)

Recreation Facility or Park Most Often Used in the Last Year (Appendix Table 11)

Respondents were queried about the park or recreation facility that their household members most often used during the past year. The park names were not read to the respondents. Figure 5 illustrates the top eleven parks most often cited by those polled, representing 78% of the responses received. All but one of these top eleven responses were City of Pasadena facilities; the exception being Huntington Library and Gardens in San Marino. The remaining parks mentioned (not included in the Figure) each garnered less than 3% of the responses received.

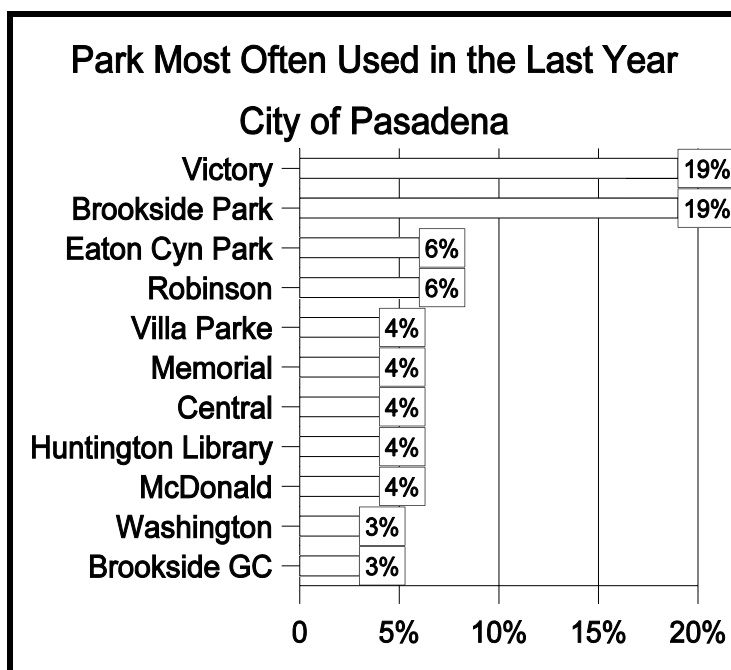


Figure 5

Examining parks usage by subgroups of respondents, it was noted that:

- T Victory Park was more often cited as the most used facility by households with a head 36 to 50 years of age (32% vs. 13% among the remaining respondents); by respondents reporting one or more children under 18 years (32% vs. 13% among remaining respondents); and by those polled who described their ethnicity as Hispanic (29% vs. 15% among remaining respondents.)
- T Brookside Park was most often cited as the most used facility by respondents describing their ethnicity as Non-Hispanic Black (33% vs. 16% among remaining respondents.) This group of

respondents was also most likely to report use of Robinson Park (21% vs. 3% among remaining respondents) and use of Central Park (21% vs. 2% among remaining respondents.)

FREQUENCY OF RECREATION ACTIVITIES

Recreation Activities Participation (Appendix Tables 12-34)

The resident telephone survey solicited household members’ behavior in performing an array of twenty-three recreation activities. Each respondent was queried regarding whether any of the members of their household had conducted each activity during the past year. Further, they were asked to estimate how often in the past year each member engaged in the activity.

Percent of Population Participating in Recreation Activities

The activities in Figures 6 and 7 are ranked by the share of the population surveyed who reported participation in each activity. As Figure 6 reveals, the tested activities cited as being undertaken by the largest portion of Pasadena residents surveyed were Walking/Jogging/Running for Recreation or Exercise (76%), Passive Use of Nature Trails or Open Space (67%), Attendance at Special Community Recreation Events (64%), Picnicking/Barbecuing (58%), Bicycling (38%), Use of Play Equipment, Tot Lots (29%), and Swimming in Public Pools for Recreation, Exercise or Lessons (26%).

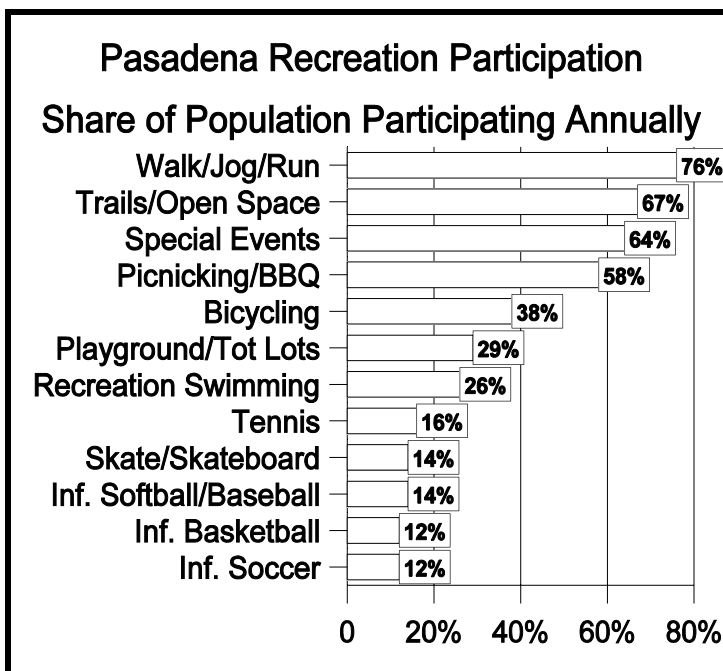


Figure 6

The remaining activities outlined in Figure 6 as well as those displayed in Figure 7 were reportedly conducted by less than one of every seven households. These activities included Tennis (16%),

Roller Blading/Skateboarding (14%), Informal Softball or Baseball (14%), Informal Indoor Basketball (12%), Informal Soccer (12%), Organized Youth Soccer League Games (11%), Organized Youth Baseball League Games (10%), Organized Indoor Youth Basketball League Games (9%), Football: Organized League Games for Youth (8%), Horse Riding (8%), Recreation Activities or Facilities Serving the Needs of Individuals with Disabilities (7%), Organized Adult Football (7%), Organized Indoor Adult Basketball League Games (6%), Organized Adult Soccer League Games (5%), Organized Adult Softball League Games (5%) and Organized Youth Softball League Games (4%).

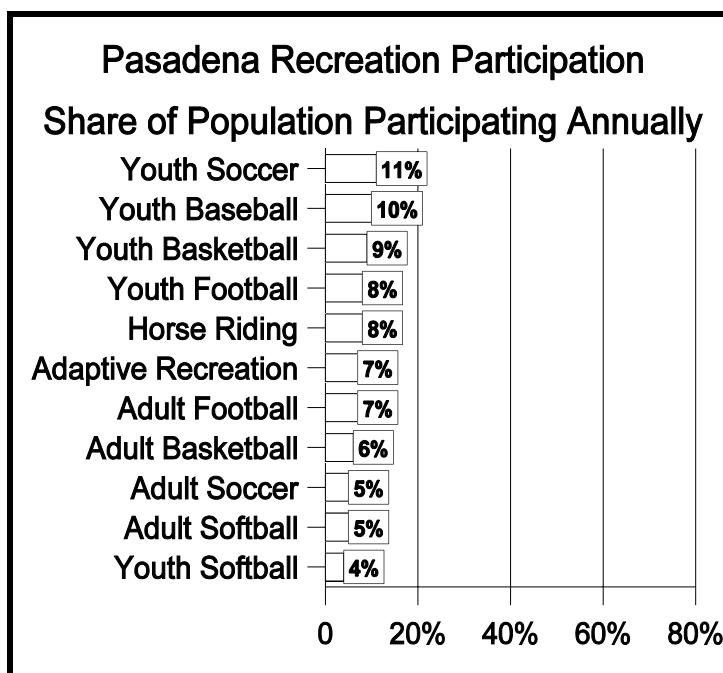


Figure 7

The data presented in Figures 6 or 7 may, in some cases, appear counter intuitive to representatives of organized sports leagues for youth and to elected officials who regularly host comments or testimony from them. To confirm the validity of the Figure 6 and 7 participation levels, it is important to recognize the demography of the City's population. Specifically, youth ages 5 to 17 (the prime ages for youth sports) constitute approximately 16% of the total population. Thus, if every child in this age group was enrolled in, for instance, youth soccer, the percent of participation on Figure 3 would be 16%. However, not all children in this age group are participating in all sports and some participate in none.

It is also relevant to compare the activity participation rates outlined in Figures 6 and 7 to similar "benchmark" data collected every five years by California State Department of Parks. On the following page, the most recent State Parks survey, conducted in 1997 for the entire State, revealed the participation rates among respondents to questions similar to those included in the Pasadena research. Although not identical, the California State Parks survey, provides contextual benchmark

evidence of recreation participation trends that can be valuable in understanding Pasadena resident recreating patterns.

Percent of Population Participating in Selected Recreation Activities California State Parks Survey, 1997 and City of Pasadena Resident Survey		
Recreation Activity	California State Parks, 1997	City of Pasadena
Walking (Recreational)*	85%	76%
Picnicking in Developed Sites*	65%	58%
Swimming in Outdoor Pools*	48%	26%
Bicycling (on Paved Surface)*	43%	38%
Use of Play Equipment/Tot Lots	40%	29%
Softball and Baseball*	26%	19%
Basketball	18%	15%
Soccer	14%	16%

Source: *Public Opinions and Attitudes on Outdoor Recreation in California*, 1997, Research Network Ltd.
 * Pasadena Survey combined Walking/Jogging/Running; Picnicking/Barbecuing was the subject; Softball and Baseball were two questions; Swimming was in Public Pools for Recreation.

Examining the activities tested with the greatest participation in Figure 6 by subgroups of respondents, it was noted that:

- T Walking/Jogging/Running for Recreation or Fitness response rates were comparable among all subgroups of the sample surveyed.
- T Passive Use of Trails or Open Space was more often reported among households reporting a head under 66 years (57% vs. 43% among those with a head over 65) and among respondents with one or more children under 18 years (75% vs. 60% among those without children).
- T Adaptive Recreation response rates were comparable among all subgroups of the sample surveyed.
- T Picnicking was most often reported among respondents who identified a household head less than 51 years (68% vs. 40% among those more than 50 years); among households with children (70% vs. 48% among households without children), and among respondents identifying

their ethnicity as Non-Hispanic Black or Hispanic (71% vs. 48% among Non-Hispanic White or Asian/Pacific Islander respondents).

- T Bicycling was most often reported among respondents with a household head less than 51 years (46% vs. 22% of those with a head more than 50 years) and among respondents with children (48% vs. 28% among those without children.)
- T Use of Play Equipment or Tot Lots was more often reported among those respondents who reported the household head's age to be less than 51 (36% vs. 15% of households with a head more than 50 years); among households with children under 18 years (48% vs. 11% among those without children).
- T Swimming in public pools for recreation, exercise or lessons was most often cited among respondents reporting a household head less than 66 years (30% vs. 6% for those headed by a member more than 65 years); among those with children (39% vs. 14% among those without children), and among respondents identifying their ethnicity as Hispanic (34% vs. 23% among remaining respondents.)

Per Capita Recreation Activity Participation

In addition to the portion of the surveyed population participating in each activity, the survey compiled the frequency of usage for each activity **as well as** the number of members in each household who participated. Using these factors, a calculation was completed that yielded an average annual per capita participation rate for each activity. This calculation began with an assessment of the number of times an activity was conducted in a year (based on the frequency reported by each household member). This total participation amount was then divided by the total population resident in the households surveyed (including those members who did not participate in the activity). This calculation yields a per capita rate for the year that can then be applied to the total population to estimate the participation that occurs from the entire City population base today or in the future.

Figures 8 and 9 report the per capita participation rate per year for the recreation activities tested in Pasadena. For example, each of the members of the respondent households represented in the Pasadena sample picnicked/barbecued, on average, 6.2 times during the past year.

As Figure 8 depicts, the activities rising to the top of the list of per capita participation rates differ somewhat from the order described in Figure 6 and 7. For instance, while picnicking/barbecuing was an activity conducted by the fourth largest share of the surveyed population (58%), the rate of picnicking/ barbecuing participation per capita (6.2) ranks seventh among the tested activities. These differences are explained by the fact that the per capita rates accommodate frequency of participation, which is not measured in the household member activity percentages.

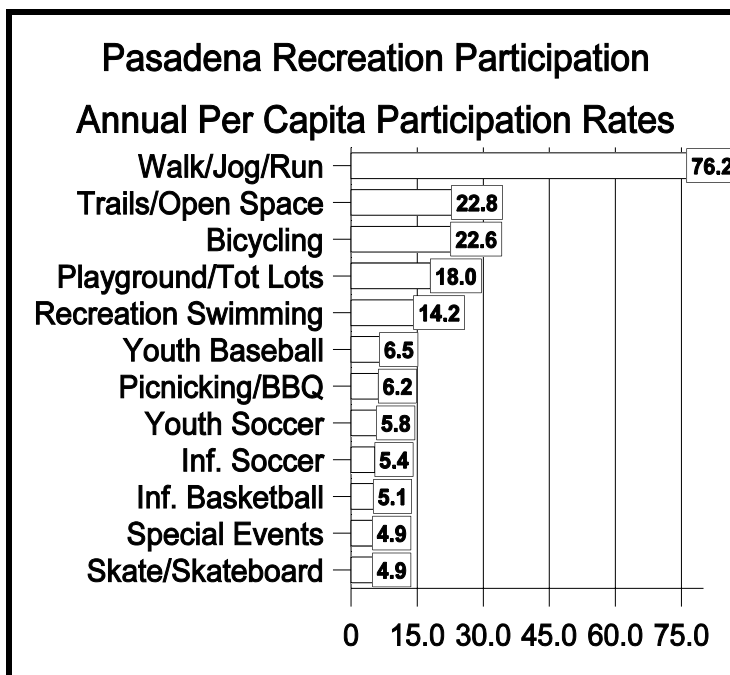


Figure 8

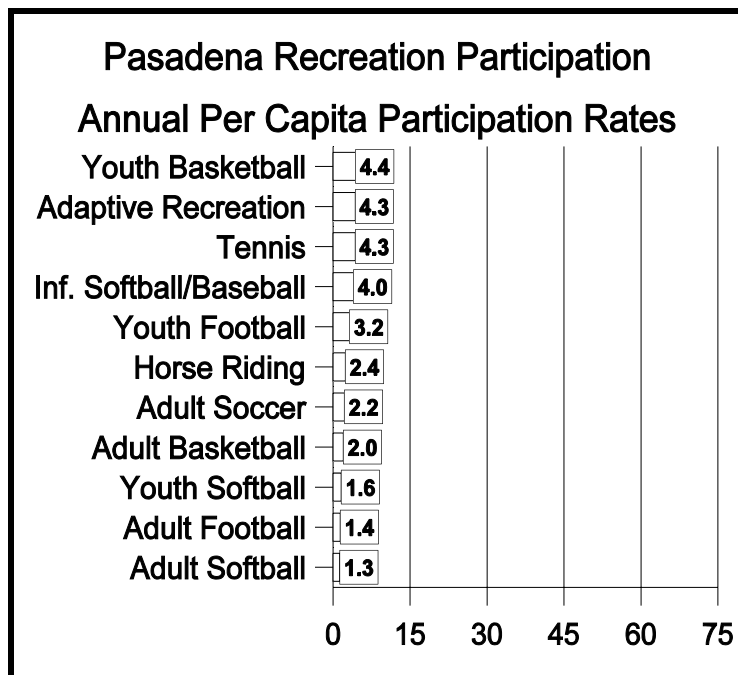


Figure 9

The purpose of these per capita participation rates is to provide a foundation for the assessment of demand for specific types of recreational facilities. As such, the ranking of these rates is not necessarily representative of the particular facility needs priority list that will evolve throughout the planning process since they do not accommodate supply and other aspects of ensuing analyses. Thus, the fact that a particular recreation activity may not rank highly on Figures 8 and 9 should not be construed to imply that such an activity has little importance in the commu-

nity. Rather, the data collected from this survey must be viewed in the context of other valuable inputs to the process which include, but are not limited to, public workshops and questionnaires completed by community organizations.

FREQUENCY OF RECREATION PROGRAM USAGE

Frequency of Recreation Program Usage (Appendix Table 35-37)

Respondents were also queried regarding how often members of their household participate in three types of organized recreation programs offered in or outside the City of Pasadena. Program types tested were defined to include Lessons or Classes in Music, Drama, Arts, or Crafts; Programs or Classes in Parenting, Child Care or Before and After School Care; and Lessons or Classes in Fitness, Gymnastics, or Martial Arts. The distribution of responses to recreation program usage frequency in the respondent households is presented in Figure 10 and in the text table on the following page.

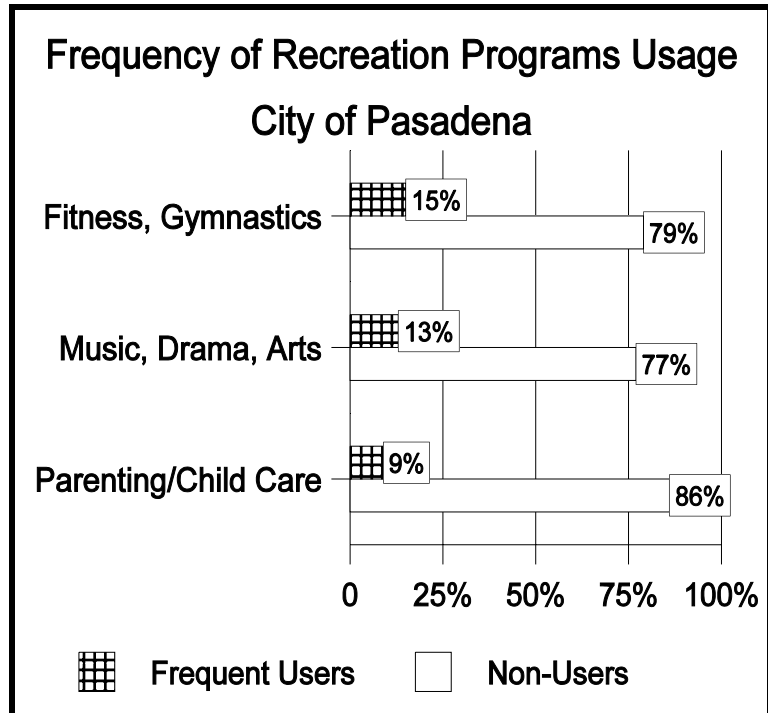


Figure 10

As Figure 10 and the text table reveal, "Frequent Users" (patrons of programs at least 3 times per month) comprised 15% of the entire sample of households polled regarding usage of Fitness, Gymnastics or Martial Arts Programs; 13% of the respondents to use of Music, Drama, Arts, or Crafts Classes or Lessons; and 9% of those polled about participation in Parenting, Child Care or Before and After School Care Programs.

Frequency of Recreation Programs Usage City of Pasadena			
	Music, Drama, Arts	Parenting, Child Care	Fitness, Gymnastics, Martial Arts
More than Once a Week	5%	5%	9%
Once a Week or 3 to 4 Times Per Month	8%	4%	7%
"Frequent Users"	13%	9%	15%
Once or Twice a Month	3%	1%	3%
Several Times a Year	6%	2%	2%
"Moderate Users"	8%	3%	5%
Once a Year	2%	2%	1%
No Use	77%	86%	79%
"Light/Non Users"	79%	88%	80%
Note: May not sum due to rounding.			

"Moderate Users" (patrons of programs 2 to 24 times annually) constituted an additional 3% to 8% of the households interviewed and the remainder (79% to 88%) was labeled "Light/Non Users" (patrons of programs once per year and non-users).

Approximately eight out of ten Pasadena residents polled (79% to 88%) reported not using the types of programs tested at all. Such non-users were more often found in the following respondent groups.

- T Respondents least likely to have participated in Music, Drama, Arts or Crafts Lessons or Classes included households without children under 18 years (82% non-users vs. 70% among households with children.)
- T Those polled who were least likely to have participated in Parenting, Child Care or Before and After School Care Programs included households with a head over 50 years (94% non-users vs. 81% among those with a head under 51 years); households without children (95% non-users vs. 76% among households with children); among respondents describing their ethnicity as Non-Hispanic White or Asian/Pacific Islander (93% non-users vs. 77% among those of Non-Hispanic Black or Hispanic ethnicities.)

Percent of Population Participating in Recreation Programs

The activities in Figure 11 are ranked by the share of the population surveyed who reported participation in each type of program. As Figure 11 reveals, the tested programs cited as being undertaken by the largest portion of Pasadena residents surveyed included Lessons or Classes in Music, Drama, Arts, or Crafts (23%); Programs or Classes in Parenting, Child Care or Before and After School Care (21%); and Lessons or Classes in Fitness, Gymnastics, or Martial Arts (14%).

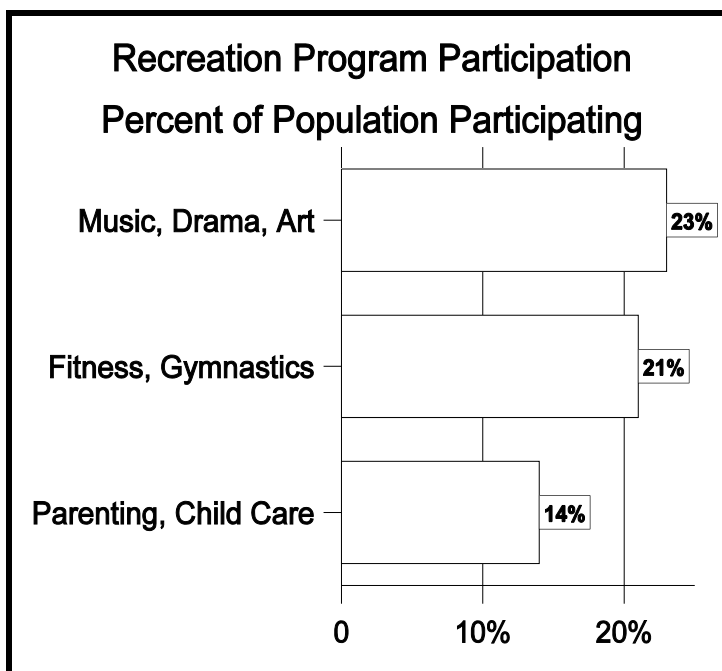


Figure 11

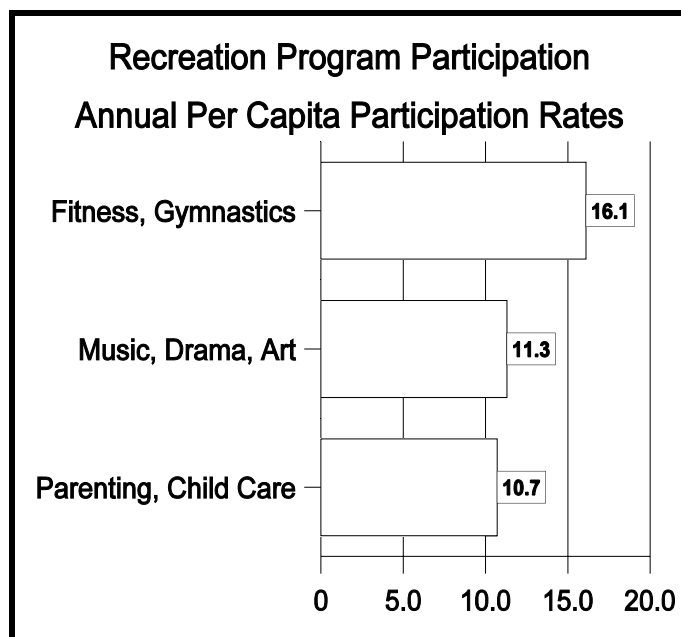


Figure 12

Per Capita Program Participation

In addition to the portion of the surveyed population participating in each tested program type, the survey compiled the frequency of usage for each program type **as well as** the number of members in each household who participated. Using these factors, a calculation was completed that yielded an average annual per capita participation rate for each type of program.

Figure 12 reports the per capita participation rate per year for the recreation program types tested in Pasadena. For example, each of the members of the

respondent households represented in the Pasadena sample participated in Parenting, Child Care or Before and After School Care programs, on average, 10.7 times during the past year.

As Figure 12 depicts, the ranking of program types by per capita participation rate differs somewhat from the order described in Figure 11. For instance, while Music, Drama, Arts was a program type conducted by the largest share of the surveyed population (23%), the rate of participation per capita in this program type (11.3) ranks second among the tested program types. These differences are explained by the fact that the per capita rates accommodate frequency of participation, which is not measured in the share of household members participating.

The purpose of these per capita participation rates is to provide a foundation for the assessment of demand for specific types of recreational programs.

RECREATION ACTIVITIES USED BY AGE OF HOUSEHOLD MEMBER (*Appendix Tables 39-46*)

Residents of Pasadena interviewed in this survey were further probed regarding recreation program usage using inquiries that solicited the type of recreation program, service or activity members of their household most often use. Responses to these questions were unprompted. These inquiries were segregated by four qualifying descriptions of the users: 1) household members under 18 years of age, 2) program use as a family activity, 3) household members 65 years or older, and 4) household members 18 to 64 years of age. Additionally, respondents were asked whether that program or activity was most often performed in the City of Pasadena or somewhere else.

Recreation Activities Most Used by Members Under 18 Years (*Appendix Table 39-40*)

Most frequently received responses regarding programs used by household members under 18 years of age are displayed in Figure 13. Figure 13 illustrates the top ten most often cited activities by those polled, representing 70% of the responses received.

As Figure 13 reveals, the programs, services or activities cited as being undertaken by the largest portion of Pasadena residents under 18 years included Parks (27%), Soccer (9%), Baseball or Softball (7%), Basketball (5%), Swimming Lessons (4%), Before or After School Day Care (4%), Camps for School-age Children During School Recess or Vacation Periods (4%), Reading

Language, Spelling or Writing Instruction or Classes (4%), Aerobics, Spinning, or Fitness Instruction or Classes (3%), and Martial Arts Classes (3%). The remaining activities mentioned each garnered less than 3% of the responses received.

Respondents were subsequently asked whether the stated activities were most often performed in the City of Pasadena or somewhere else. Nine out of every ten respondents (90%) stated the activities were usually performed in the City.

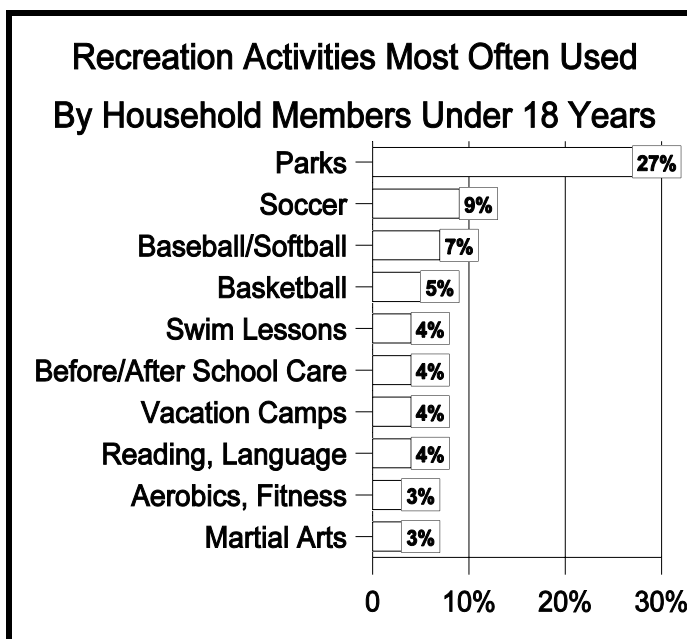


Figure 13

Recreation Activities Most Used by Members as a Family (Appendix Tables 41-42)

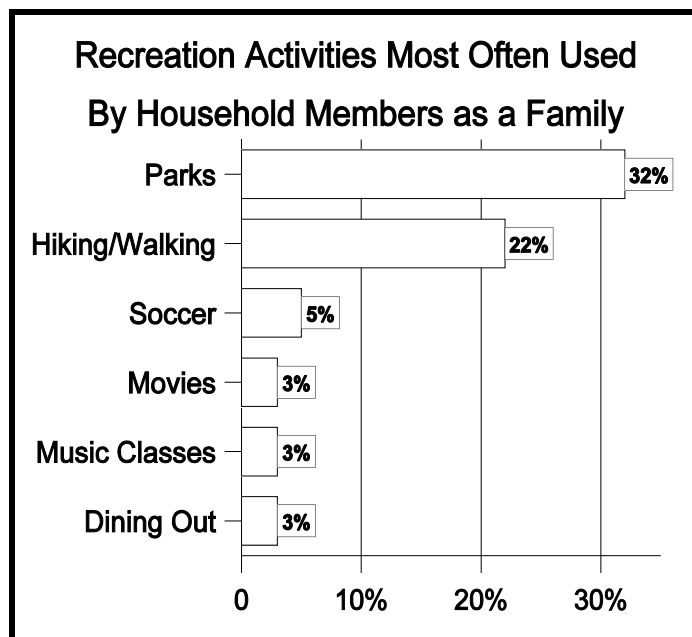


Figure 14

Most frequently received responses regarding programs used by household members as a family are displayed in Figure 14. Figure 14 illustrates the top six most often cited activities by those polled, representing 66% of the responses received. As Figure 14 reveals, the programs, services or activities cited as being undertaken by the largest portion of Pasadena residents as a family included Parks (32%), Hiking/Walking (22%), Soccer (5%), Movies (3%), Music Instruction or Lessons (3%), and Dining Out (3%). The remaining activities mentioned each garnered less than 3% of the responses received.

Respondents were subsequently asked whether the stated activities were most often performed in the City of Pasadena or somewhere else. Nearly nine out of every ten respondents (86%) stated the activities were usually performed in the City.

Recreation Activities Most Used by Members 65 Years or Older (Appendix Tables 43-44)

Most frequently received responses regarding programs used by household members 65 years of age or older are displayed in Figure 15. Figure 15 illustrates the top eight most often cited activities by those polled, representing 51% of the responses received. As Figure 15 reveals, the programs, services or activities cited as being undertaken by the largest portion of Pasadena residents 65 years or older included Walking/Hiking (20%), Senior Center (10%), Aerobics, Spinning, Fitness Instruction or Classes (6%), Library (5%), Reading, Language, Spelling or Writing Instruction or Classes (4%), Golf (3%), Outdoor Concerts (3%), and Bicycling (3%.) The remaining activities mentioned each garnered less than 3% of the responses received.

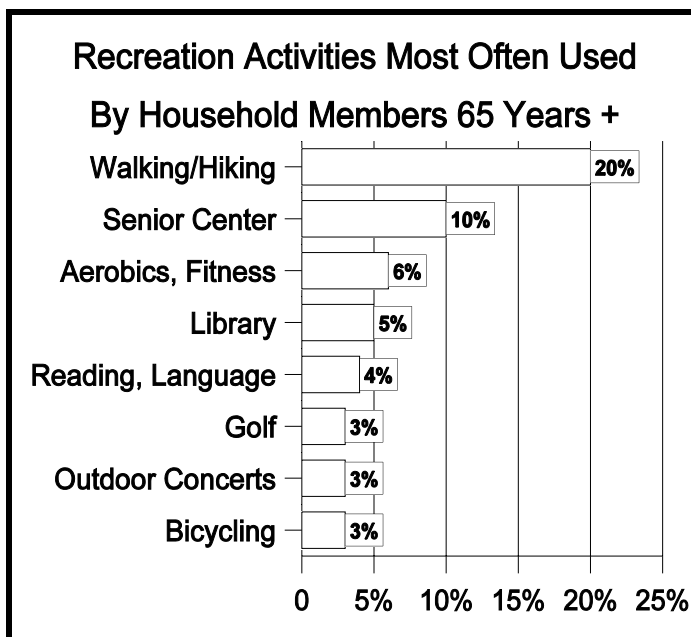


Figure 15

Respondents were subsequently asked whether the stated activities were most often performed in the City of Pasadena or somewhere else. Nearly nine out of every ten respondents (89%) stated the activities were usually performed in the City.

Recreation Activities Most Used by Members 18 to 64 Years (Appendix Tables 45-46)

Most frequently received responses regarding programs used by household members 18 to 64 years of age are displayed in Figure 16. Figure 16 illustrates the top ten most often cited activities by those polled, representing 57% of the responses received. As Figure 16 reveals, the programs, services or activities cited as being undertaken by the largest portion of Pasadena residents 18 to 64 years included Walking/Hiking (15%), Parks (8%), Aerobics, Spinning, Fitness Instruction or Classes (7%), Movies/Theater/Concerts (5%), Basketball (4%), Bicycling (4%), Outdoor Concerts (4%), Golf (4%), Swim Lessons (3%) and Tennis (3%.) The remaining activities mentioned each garnered less than 3% of the responses received.

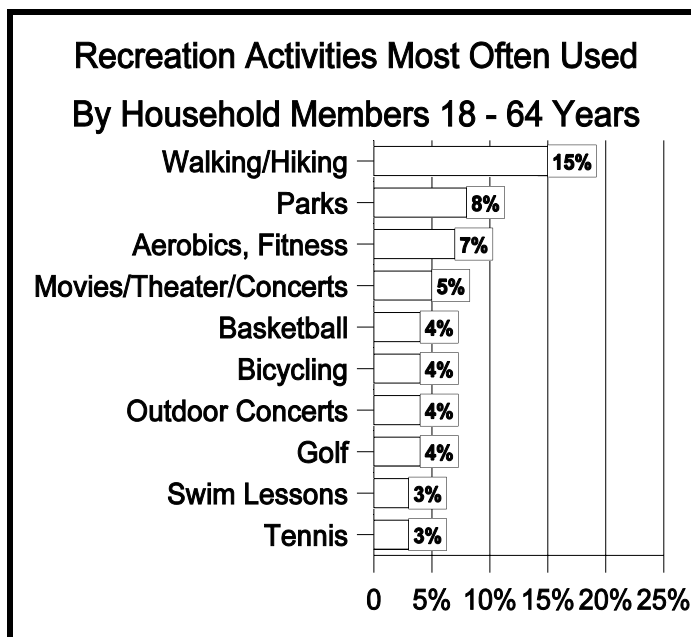


Figure 16

Respondents were subsequently asked whether the stated activities were most often performed in the City of Pasadena or somewhere else. Nearly nine out of every ten respondents (86%) stated the activities were usually performed in the City.

VI. RECREATION FACILITY AND PROGRAM NEEDS

RECREATION FACILITY NEEDS

One Facility Respondents Want (Appendix Table 38)

Respondents were asked to volunteer **one** facility their household would **MOST** like to see added in the City. Responses to this were unprompted. The top response results of this area of inquiry are presented in Figure 17.

The answers garnering the largest number of responses from Pasadena residents included a Desire for No New or Improved Facilities (26%), a Desire for New or Improved Bicycling or Jogging Paths (9%) and a Swimming Pool for Recreation or Lessons (7%).

The fourth largest volume of responses was Soccer Fields, Golf Facilities, Performing Arts Center, Outdoor Basketball Courts, or Tennis Courts (each volunteered by 3% of the respondents). The remaining responses received less than 3% of the responses⁵.

Examining the preferred new facilities cited by those polled, we noted the following differences among subgroups of respondents:

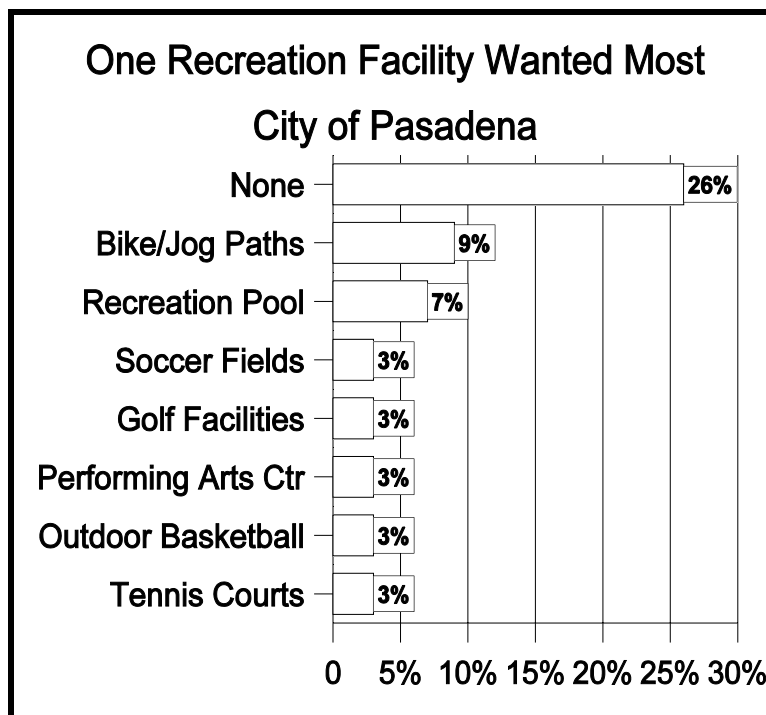


Figure 17

⁵ Responses receiving less than 3% and greater than one response included gymnasium, skating facilities, community center for classes, more parks, hiking/walking trails/paths, teen and youth club programs and facilities, senior facilities and programs, playground/tot lots, equestrian facilities, classes/lessons, picnic facilities, fine arts center, indoor basketball courts, football fields, open space, rock climbing wall, indoor swimming pool, fitness center, library, bandshell/outdoor concert stage, volleyball, swimming pool for competition, roller hockey facilities, Rose Bowl improvements, meeting facilities.

Respondents Who Desire No New Facilities

- T Respondents with a household head over 50 years were more likely to have stated that they Desire No New Programs (33% vs. 18% among those under 51 years.)
- T Households without children under 18 years were more likely to have stated that they Desire No New Programs (30% vs. 15% among those with children.)

RECREATION PROGRAM NEEDS

One Program, Class or Activity Wanted (Appendix Table 47)

Those polled were queried regarding what one program, class or activity their household would most like to see added in Pasadena. Responses to this inquiry were unprompted. The answers garnering the largest volumes of responses are presented in Figure 18.

As Figure 18 illustrates, residents polled most often stated a Desire for No New Programs (30%). The next largest increment of respondents expressed a desire for Music Instruction or Classes (6%) followed by the response category, Outdoor Concerts, volunteered by 5% of those polled. The next two categories each garnered 4% of the responses: Arts or Crafts Instruction or Classes and Swim Activities, Lessons or Facilities. Tied at 3% were Camps for School-age Children During School Recess or Vacation Periods and More/better Parks. The remaining response categories displayed on Figure 18 each posted a 2% response rate including Walking/Hiking/Jogging/Running, Holiday/Seasonal Celebrations or Fairs, Dance Instruction or Classes, Yoga,

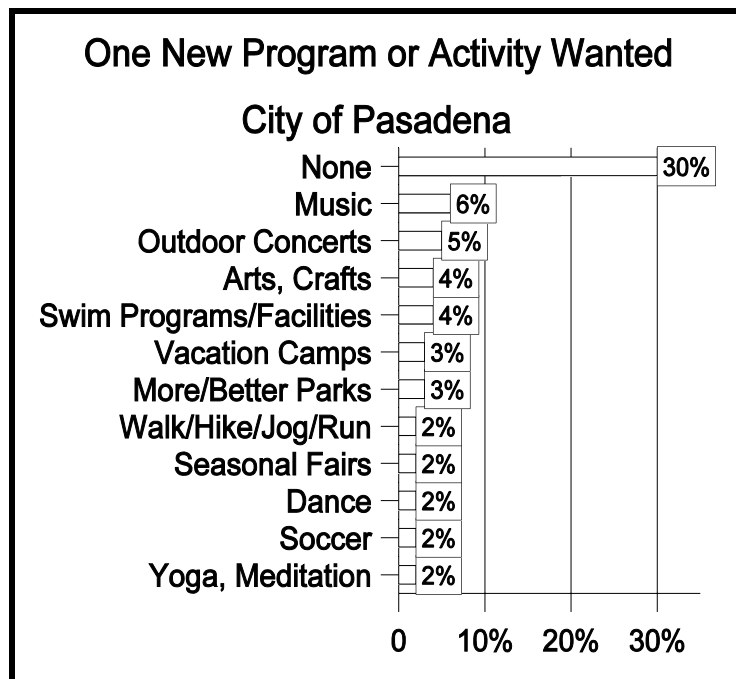


Figure 18

Meditation, or Stress Relief Instruction or Classes and Soccer ⁶.

Examining the preferred new programs cited by those polled, we noted the following differences among subgroups of respondents:

Respondents Who Desire No New Programs

- T Residents describing themselves as Non-Hispanic White were more likely to have stated that they Desire No New Programs (38% vs. 20% among respondents of other ethnicities).
- T Respondents with a household head over 50 years were more likely to have stated that they Desire No New Programs (39% vs. 22% among those under 51 years.)
- T Households without children under 18 years were more likely to have stated that they Desire No New Programs (35% vs. 16% among those with children.)

⁶ Other response categories garnering less than 2% of the responses (but greater than one response) included aerobics, spinning, or fitness instruction or classes, before or after school day care, plays, adult day care, pre-school care, dog park, basketball, early childhood development classes, baseball or softball, gymnastics instruction or classes, science or nature instruction or classes, bicycling, parenting classes, golf, reading, language, spelling or writing instruction or classes, martial arts classes, tennis, personal development or business instruction or classes, and cooking instruction or classes.

VII. RESPONDENT DEMOGRAPHY

A collection of related demographic inquiries was also included in the survey of Pasadena residents.

Household Description (Appendix Table 5)

One of the most meaningful of the demographic characteristics is the household description. As Figure 19 illustrates, three of every ten households in Pasadena (29%) can be described as households with children less than 18 years of age. The most common household described contains two or more adults without children less than 18 years (37%) followed by a one adult household without children (34%). These current Survey findings are statistically consistent with the figures available for the City from the 2000 Federal Census which revealed that 29% of the City households reported children less than 18 years and 71% were without children.

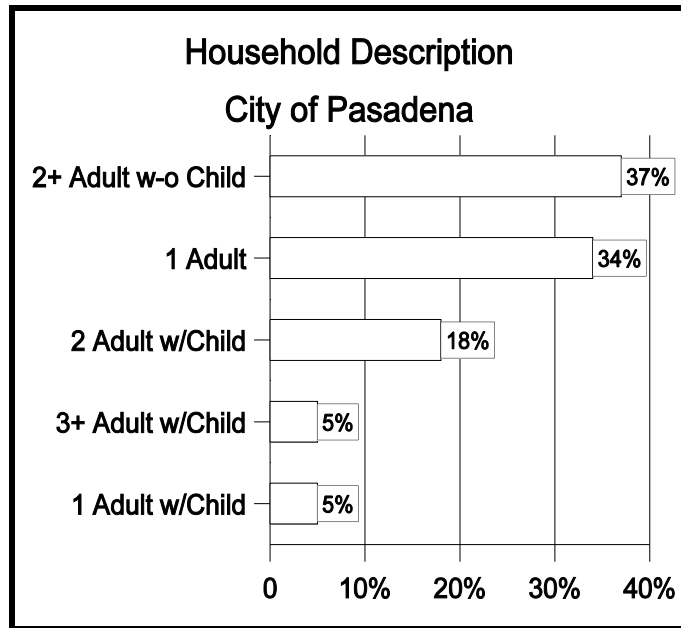


Figure 19

Households with children less than 18 years were more often reported by:

- T respondents also citing a household head less than 51 years of age (47% vs. 7% among households with a head more than 50 years).
- T respondents describing their ethnicity as Hispanic (56% vs. 20% among respondents of other ethnicities).
- T those polled who also used parks frequently (45% vs. 3% among those who seldom or never use parks).

Age Distribution of Population (Appendix Table 3)

To identify the distribution of the City population by age, the survey compiled data on the age of all household members included in the survey. The results of this investigation are presented in Figure 20. As Figure 20 reveals, Pasadena residents more than 55 years comprise 25% of the population compared to 18% under the age of 16 years. This group of children less than 16 years is logically divided into the pre-school-age group (8%) and the school-age group (10%). This school-age group is most relevant to parks and recreation facility and program planning since it

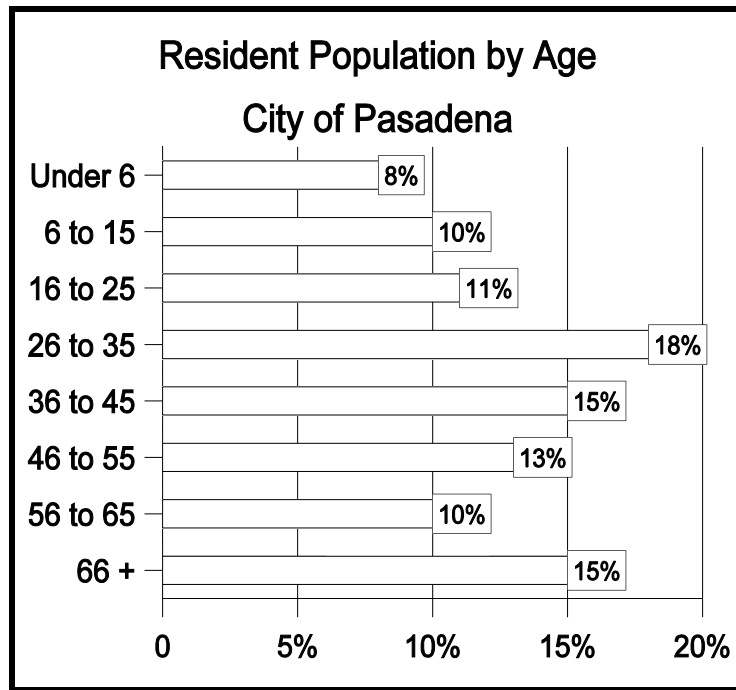


Figure 20

is this group who is targeted consumers of organized sports and other programs aimed at youth.

Tenure in Pasadena (Appendix Table 6)

Respondents were asked to state the number of years they have lived in the City of Pasadena. The response categories and volumes of answers received are displayed in Figure 21. As Figure 21 reveals, approximately one in five Pasadena households (19%) reported having lived in the City for three years or less. An additional fourth (26%) of the residents attested to City residency for four to ten years. The average tenure of those polled was 14 years, with significantly different median tenure figures reported from:

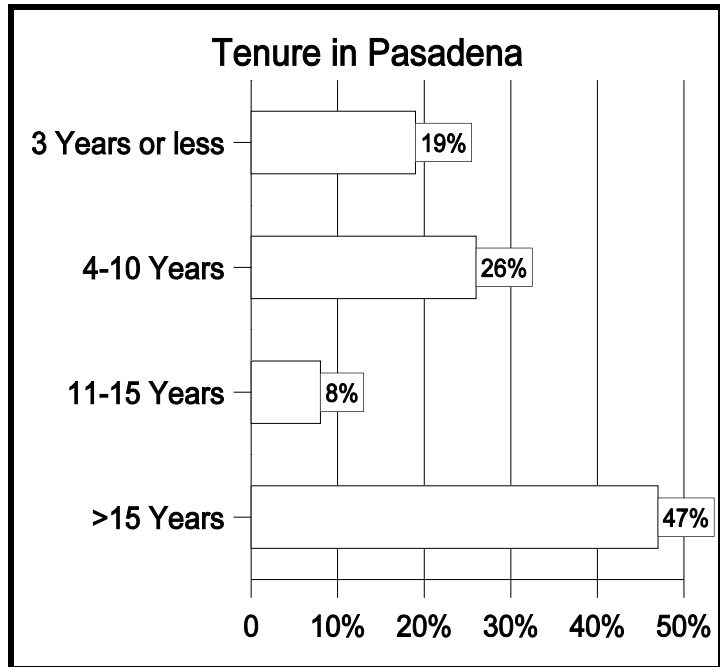


Figure 21

- T Households without children less than 18 years (15 years vs. 10 years for those with.)
- T Infrequent users of recreation facilities (28 years vs. 11years for frequent users.)
- T Respondents reporting a head of household more than 50 years of age (24 years among heads 51 to 65 years and 39 years among heads 66 or older vs. 4 years for those 35 and under and 11 years for those heads 36 to 50 years.)

The table on the following page presents the demography of those Pasadena residents polled in total compared with the 2000 Census data.

DEMOGRAPHIC CHARACTERISTICS RECREATION NEEDS SURVEY CITY OF PASADENA				
	2000 CENSUS	CURRENT SURVEY		
		TOTAL	W/KIDS	W-O KIDS
Household Description:				
1 adult w-o children	34%	34%	47%	NA
2 or more adults w-o children	NA	37%	53%	NA
Subtotal Households w-o children	71%	71%	100%	NA
1 adult w/children	NA	5%	NA	18%
2 adults w/children	NA	18%	NA	63%
3 or more adults w/children	NA	5%	NA	19%
Subtotal Households w/children	29%	29%	100%	100%
Tenure in Pasadena				
3 years or less	NA	19%	18%	20%
4 to 10 years	NA	26%	33%	23%
11 to 15 years	NA	8%	7%	8%
16 to 20 years	NA	9%	19%	6%
Over 20 years	NA	38%	22%	44%
Median Tenure (years)	NA	14.0	10.0	15.0
Ethnicity (Census data is for householders; survey data is for respondents)				
Hispanic/Latino	22%	23%	44%	14%
White	50%	51%	35%	57%
Black/African American	14%	14%	13%	16%
Asian/Pacific Islander	11%	12%	8%	13%
Other	3%	*%	0%	*%
Household Size, Age, Income				
Mean Household Size (people per household)	2.5	2.3	3.7	1.7
Median Age of Population (years)	34.5	37.0	24.0	52.0
Median Income (\$000)	46.0	59.3	67.8	57.2

Source: US Dept. of Commerce, City of Pasadena, Research Network Ltd., 3/2005

APPENDIX