



Coconino County Parks and Recreation Citizen Survey 2008

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Cataract Lake Recreation Area



Executive Summary

- ☞ Seventy-eight percent of Coconino County residents are aware of their Parks and Recreation department. Two-thirds (63%) have visited a county park in the last 12 months. Of the remaining one-third who did not visit within the last year, 28 percent have visited a county park in the past.
- ☞ Respondents reported visiting Fort Tuthill the most, with 49 percent saying they have visited this park in the last 12 months. Nineteen percent visited Peaks View Park and 17 percent visited Sawmill Park.
- ☞ County residents who have visited a county park within the last year rate the physical condition of the parks positively. Sixteen percent say the parks are in “excellent” condition and 43 percent rate them as “above average” condition.
- ☞ When asked why they had never visited a county park, the most common reason given by non-visitors was that parks are too far from their home (31%). The second-most common explanation for not visiting was lack of time (26%).
- ☞ Two-thirds (66%) of respondents say they use parks or recreation facilities not owned by the county, such as school gymnasiums, sports fields, national parks, campgrounds, city parks, and church or club facilities.
- ☞ When asked to rank their interest in various types of parks, residents rated “natural areas and open spaces” highest, followed by “corridor trails.”
- ☞ When asked to rank their interest in new recreation programs, residents strongly preferred “nature education” and “adventure camps.”
- ☞ County residents were presented with four options regarding future funding for the Coconino County Parks and Recreation Department. When asked to rate (on a 1 to 5 scale) their interest in funding options, residents strongly prefer the County continue current general fund levels and identify additional revenue-generating methods (3.68 average rating). Residents’ second choice for funding is to have the County continue its current funding patterns with no change (3.08 average rating).

Methodology

Coconino County Parks and Recreation Department, in collaboration with Pros Consulting, is undertaking an organizational master plan. As part of this plan, Pros Consulting commissioned the Social Research Laboratory at Northern Arizona University to conduct a telephone survey of County residents. The survey focused on understanding perspectives residents have of county parks, experiences and use of county parks, and desired programs. The survey also explored support for various types of funding options. The survey was conducted between February 16 and February 24, 2008, with 603 randomly-selected Coconino County residents, 18 years of age and older.

Social Research Laboratory and Pros Consulting personnel collaboratively developed the survey instrument. Once written, the survey instrument was thoroughly pre-tested before data collection was initiated. The survey utilized a random-digit dial (RDD) sampling technique to generate a representative sample of households living in Coconino County. RDD produces a more representative sample of the population than other sampling methods because all households with working telephones have an equal chance of being contacted. Listed and unlisted residential households have similar probabilities of being included in the RDD study. Potential respondents were screened for living within County boundaries and for considering the County to be their primary place of residence. Calling took place every day of the week, with morning, afternoon and evening shifts. The average length of the survey was approximately 12 minutes.

Margin of Error

The “sampling error” associated with an 603-person survey drawn from a population the size of Coconino County is +/- 3.97 percent at a 95 percent confidence level. “Sampling error” is a social science term that describes the probable difference between interviewing everyone in a given population and interviewing a sample drawn from that population. The percentages obtained in telephone surveys such as these are estimates of what the percentage would be if the entire population had been surveyed.

Survey Implementation

Once a phone contact was initiated, trained interviewers introduced the survey to potential respondents by identifying the name of the calling center and the purpose of the survey. Respondents were assured that nothing was being sold or solicited, and they were guaranteed confidentiality of responses. Respondents were asked for their consent to take the survey and told the survey would take approximately 10 to 12 minutes to complete.

Every effort was made to obtain the highest possible completion rate. Several techniques were employed to achieve this goal. Survey fielding utilized an

established pattern of callbacks to minimize non-sampling errors that occur from certain types of people not being available at particular times of the day. Also, a refusal conversion process helped to maintain the integrity of the original sampling framework and minimize non-response bias in sampling.

In the refusal conversion process, declined interviews were reattempted using a prescribed call-back schedule. The first time a respondent declined to participate in the survey, the respondent was coded as a “soft-refusal.” The telephone number was returned to the sample database and called again by a skilled “refusal converter,” an interviewer specially trained to convert refusals into completed interviews. If a respondent refused a second time, they were coded as a “medium refusal” and re-contacted by a skilled interviewer in an attempt to complete the interview. If the respondent refused a third time, they were coded as a “hard refusal” and their number was removed from the sample database. Telephone numbers that were busy, rang without answer, or answered by an answering machine were called a minimum of ten times at different hours of different days before being removed from the sample database. Once “dead,” another phone number in the sample was substituted for the original number. This “call-back” procedure minimized the possibility of nonrandom bias from entering into the data.

Quality Control

The Social Research Laboratory utilized several quality checks in the collection of data. All interviewers were thoroughly trained in telephone surveying methodology prior to interviewing. After several general training sessions, interviewers received training specific to this project and remained in practice mode until maximum proficiency was reached. Once an interviewer was prepared to administer the survey, supervisors performed frequent and regular monitoring of calls and data collection. Supervisors trained to check on the accuracy and validity of data collection completed a “supervisor call-back” of randomly selected calls. Each calling shift held a pre-shift meeting that prepped interviewers on updates and changes in survey procedures. Interviewer meetings were held regularly and meetings with calling center staff were also held throughout the fielding of the survey to address questions that may have arisen.

Study Limitations

The goal of this study was to interview a representative sample of adults from households within Coconino County, Arizona. However, despite the use of rigorous scientific methodology, all telephone sample studies face certain challenges and limitations. Only households that contain a working telephone were capable of participating in the study. Other types of survey methodologies were not used to reach residents who may not have a working telephone in the home. Random-digit dial (RDD) telephone sampling generates telephone numbers that are both listed and unlisted. Since telephone companies’

boundaries for telephone exchange areas are not necessarily coterminous with geopolitical boundaries such as counties, telephone companies are not exact in assigning phone numbers within a defined geographical region.

The survey was administered in English and Spanish, the two languages most commonly spoken languages in the county. In an effort to account for RDD telephone sampling, non-English/Spanish speaking respondents, and other types of sampling error, ratio-estimation adjustments were made to the final dataset after fielding was completed. Survey data was weighted by gender, race, age and residence (in Flagstaff / out of Flagstaff) to compensate for differential participation.

To better understand weighting, it is important to first present what “unweighted” data is. The data collected from survey respondents are called raw, or “unweighted” data. Data users should be aware that population estimates derived from unweighted data, for all respondents and other subgroups represented by the survey, will be biased because some subgroups of the survey population are under- or over-represented in the respondent group. Statisticians use available information about the entire survey population (often US Census data) to develop weights for respondents. When the weights are applied correctly in data analyses, survey findings can be generalized to the entire survey population.

When the data collected from survey respondents are adjusted to represent the population from which the sample was drawn, the resulting data are called weighted data. The weighting process involves computing and assigning a weight to each survey respondent. The weight indicates the number of respondents in the survey population the respondent represents. Information about demographic characteristics, such as gender, race, supervisory status, age, and agency size, are used to develop the weights. The weight does not change a respondent's answer; rather, it gives appropriate relative importance to the answer.

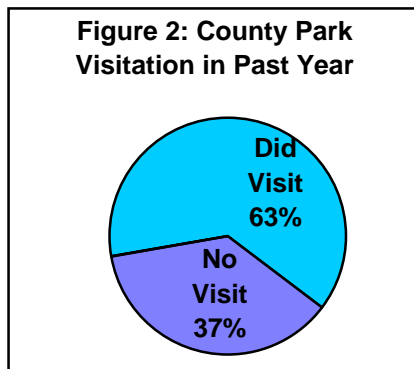
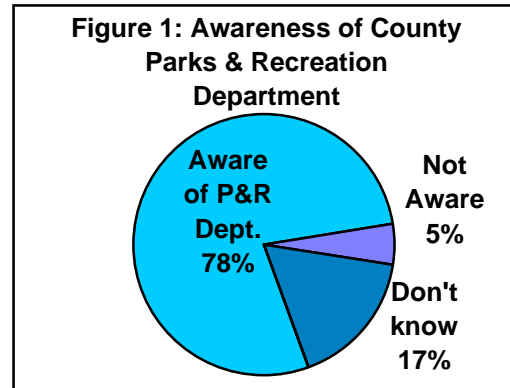
Weighted data are essential in generalizing findings from survey respondents to the population covered by the survey. If weights are not used in data analyses, estimates for the agencies and subgroups covered by the survey will be biased because some population subgroups are under- or over-represented in the respondent group. The study weights adjust for the differences between the survey population and respondent group.

Report of Survey Results

Awareness and Use of County Parks

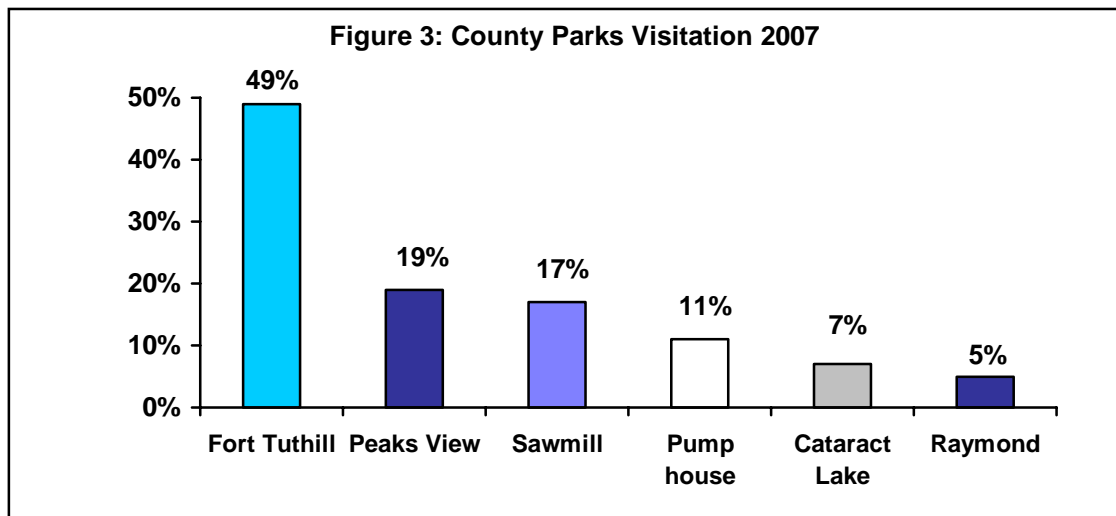
Most (78%) Coconino County residents are aware of the Parks and Recreation Department. Twenty-two percent of residents were either not aware (5%) or don't know (17%) about this department (see Figure 1). Flagstaff residents are more aware of this department (82%) than residents outside of Flagstaff (75% - also referred to as "County" residents.)

Awareness also varies by income levels, with those earning above \$50,000 more knowledgeable (83% - 88%) about the department than those earning less than \$25,000 (74%). Similarly, residents who identify themselves as "white" are more likely to be aware of the department (86%) than "non-whites" (70% average).



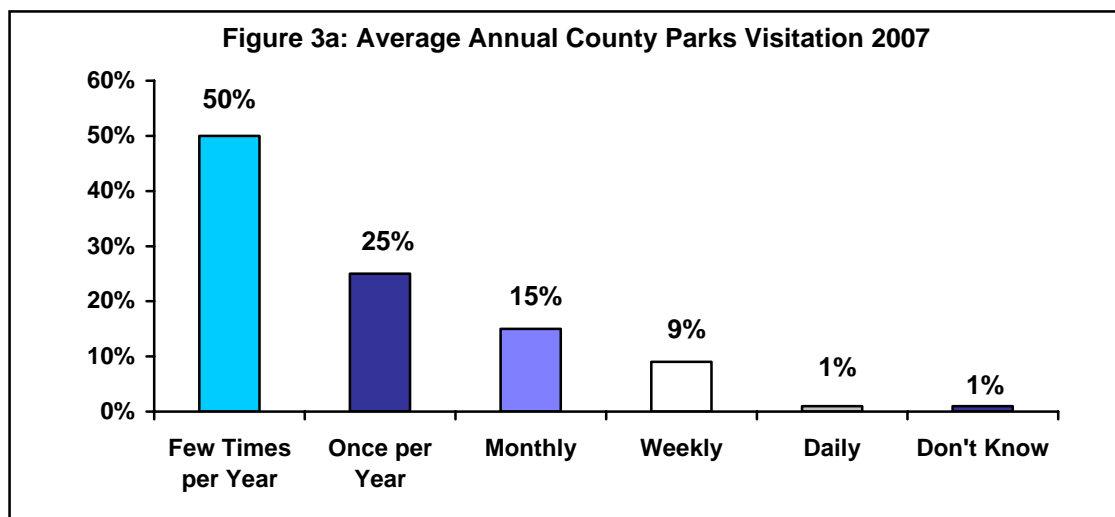
County residents were asked which county parks they had visited in the past year. Two-thirds (63%) of respondents have visited at least one park in that time period (Figure 2). The most-visited park was Fort Tuthill; 49 percent of residents stated they had visited the park in the last year (Figure 3). Peaks View Park is the next most visited park with nearly one-in-five residents visiting last year (19%), followed by Sawmill (17%), Pumphouse Greenway (11%), Cataract Lake (7%), and Raymond Park (5%).

Cataract Lake (7%), and Raymond Park (5%).



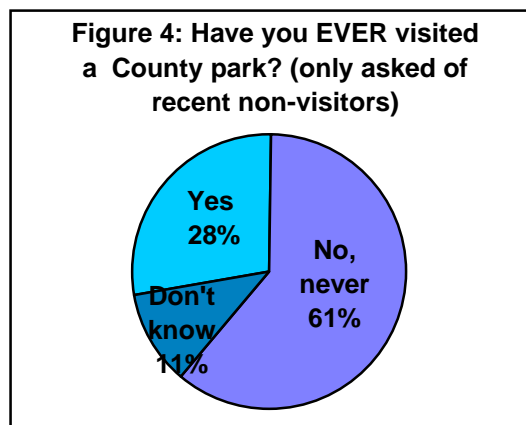
While residents overall visit Fort Tuthill most, there are significant differences among population sub-groups. County residents were less than half (31%) as likely to visit Fort Tuthill as Flagstaff residents (68%). This may be due to proximity and access. Among racial groups, Fort Tuthill is the most visited park (53% for white and 44% for non-white) but non-whites are much more likely to spend time at Peaks View (25%) than white residents (16%).

To better understand visitation patterns, park visitors were asked how often, on average, they visited county parks in the last 12 months. Over half of residents (50%) report visiting a “few times” last year and 25 percent visited “once.” However, many residents use county parks frequently with 15 percent visiting “monthly,” nine percent visiting “weekly,” and one percent visiting “daily” (see Figure 3a). Younger people (under age 35) and Flagstaff residents are most likely to visit weekly (12%, 10%). Older people (65 and over) and County residents are less likely to visit weekly (2%, 6%).



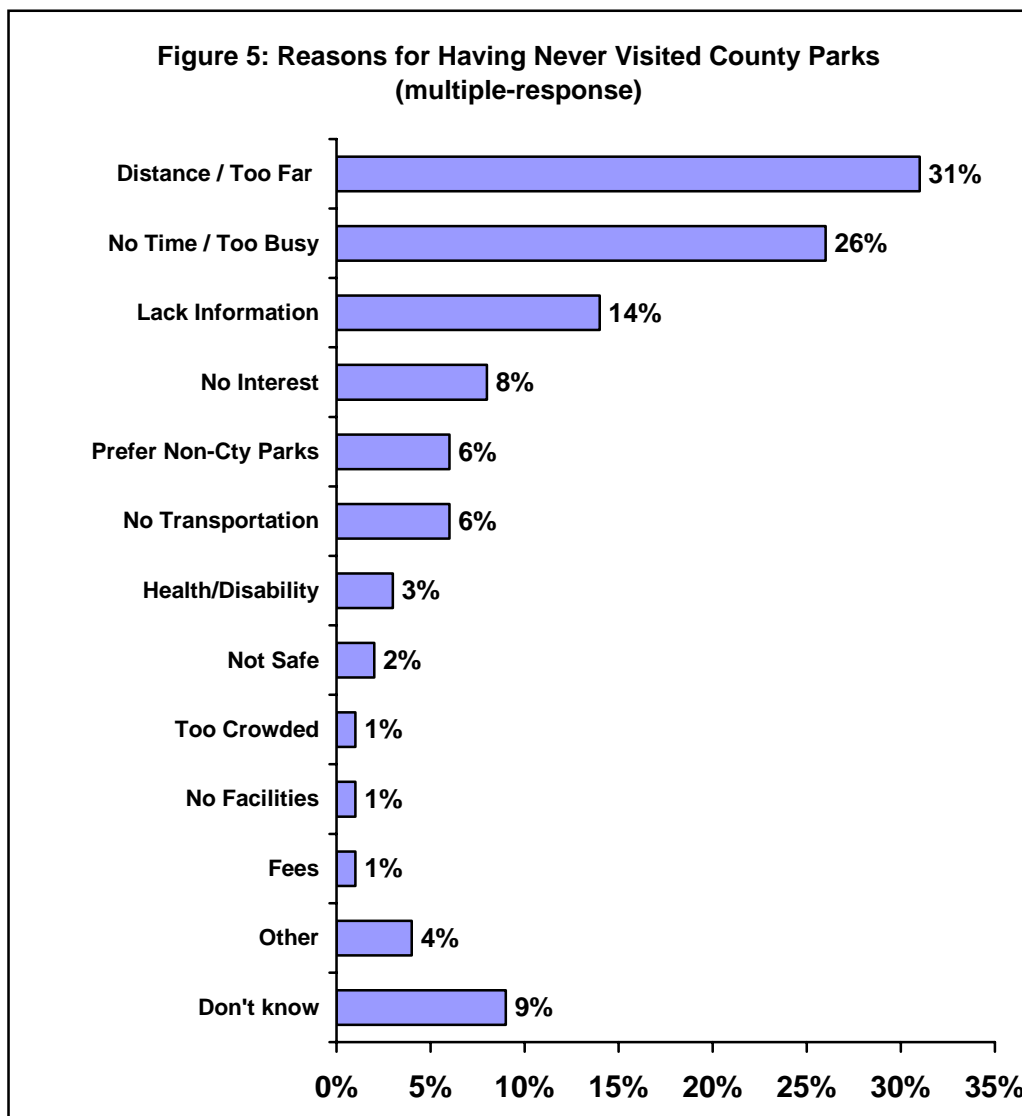
Non-visitors

Residents who said they had not visited any county park in the last year (n=221) were asked if they had **ever** visited any county park. Over one-quarter (28%) said they have visited a county park at some point in time. However, nearly two-thirds (61%) of this subgroup have never visited a county park. Eleven percent of residents “don’t know” if they have ever visited a county park or not (Figure 4). Non-white residents are more likely to have never visited a county park (68% of 2007 non-visitors) than white residents



(55% of 2007 non-visitors).

Since the Parks and Recreation department is interested in understanding both visitors and non-visitors, respondents who had never visited a county park (n=135) were asked why they had not visited. Respondents could provide multiple reasons. The highest number of residents report that the parks are too far away (31%) or that they are too busy to visit a county park (26%). Fourteen percent say that they lack knowledge about the parks while eight percent shared they are not interested in parks or recreation. Six percent of non-visitors say they prefer non-county parks and six percent lack transportation to get to a park. Some residents don't visit due to poor health or disability (3%) while a small number don't feel safe at the parks (2%). Some residents don't know why they haven't visited (9%). See Figure 5.

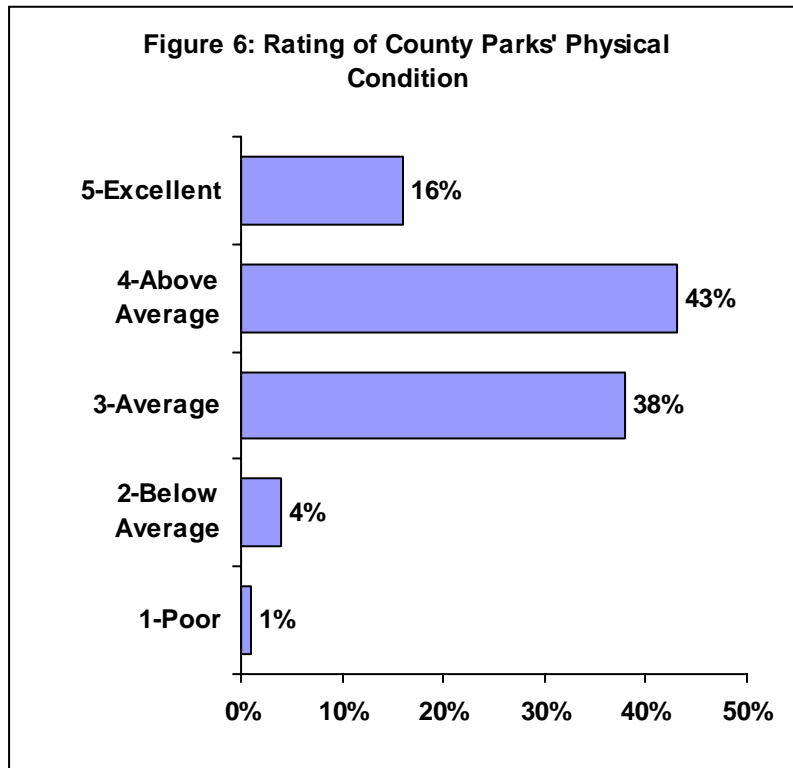


Taking a closer look at this question, issues related to disability access, safety, crowding and lack of facilities were only voiced by women. Males and younger respondents (under 35) did not identify with these concerns. Other differences in non-visitation include issues of time and distance. Nearly twice as many males (38%) said their reason for never visiting a county park was because they were too busy as compared to 14% of females. County residents reported lack of time (28%) as a factor slightly more than Flagstaff residents (20%). Distance is a major factor for County residents and was presented as a reason for not visiting by 40 percent of County respondents versus one percent of Flagstaff residents. This is confirmed by seven percent of County residents noting that they don't have transportation to visit parks as compared to just one percent of Flagstaff residents.

Condition of Parks

Residents who have visited a county park within the last year were asked to rate the physical condition of the park(s) on a scale from one to five, with one being "poor," three being "average," and five being "excellent" condition.

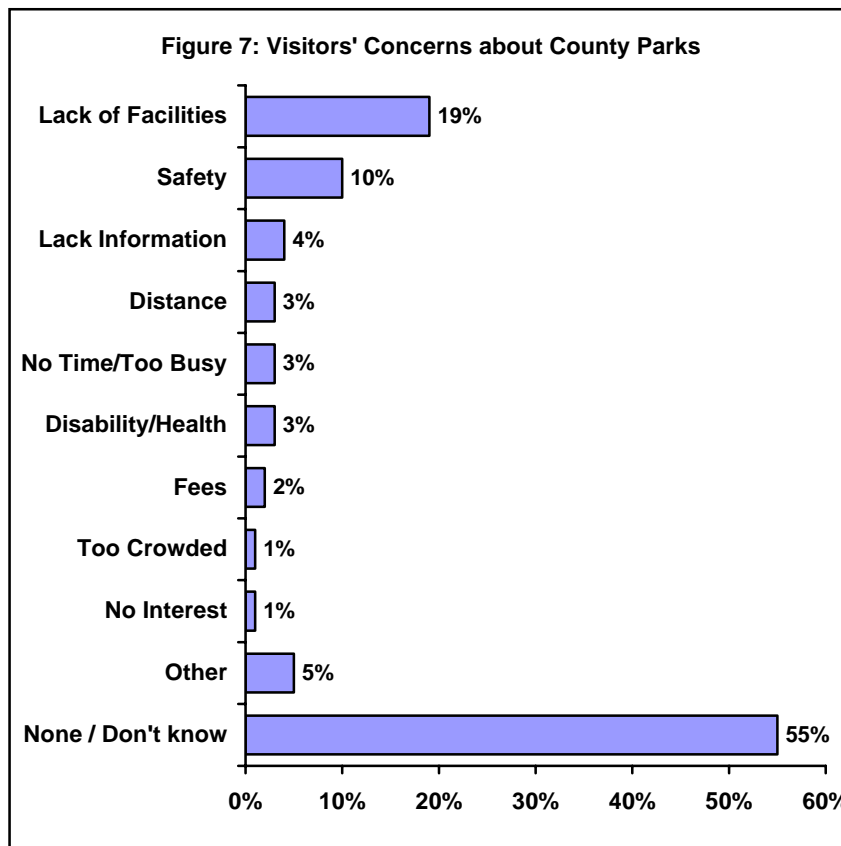
Forty-three percent of respondents reported that the parks were "above average" in condition, while 38 percent said they were in "average" condition (Figure 6). Nearly one-in-five rated the condition of parks as "excellent" (16%). A small percentage rated the condition of the parks as "below average" (4%) or "poor" (1%). Overall, recent visitors gave the county parks an average rating of 3.69, reflecting a slightly positive impression.



Men and women gave similar average ratings for park conditions with women slightly more positive in their scoring than men (3.64 vs. 3.74, respectively). However, differences become more evident when comparing age groups and being inside/outside of Flagstaff. Younger park visitors (under 35) gave a lower average rating (3.62) than older visitors (65 or over: 4.01). Likewise, County residents rated park conditions with a 3.62 as compared to Flagstaff residents who gave an average rating of 3.74.

As a follow-up question, residents who had visited County parks in the past year were asked what, if any, concerns they have regarding Coconino County Parks. Respondents were allowed to mention multiple concerns. Over half (55%) report that they have no concerns or don't know of any issues. Nineteen percent say a lack of facilities and attractions are an issue. Males, young people and County residents are more concerned with facilities than other sub-groups.

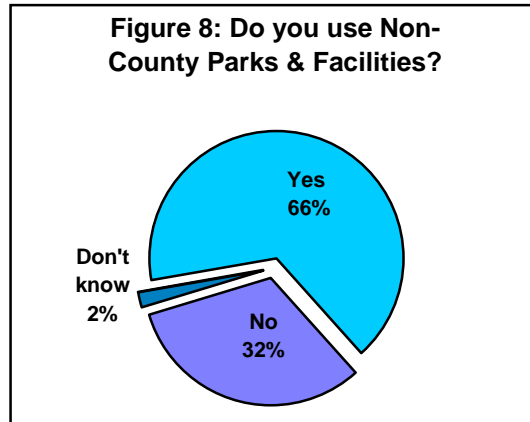
Ten percent of respondents don't feel safe in the parks. Safety was a much bigger concern for women (14%) than men (5%) and Flagstaff residents (12%) than County residents (7%). Lack of information about the parks, distance and time were concerns for a smaller number of residents (4%, 3% and 3%, respectively). Disability and poor health were listed by three percent of residents, and park fees by two percent. The least frequent responses to this question were "not interested in parks or recreation" and "crowded," each of which were mentioned by one percent of 2007 park visitors (see Figure 7). Five percent responded that they had an "other" reason (i.e., not a listed concern).



Non-County Park & Facility Use

All respondents were asked about their use of parks and recreation facilities that are not owned by Coconino County. These types of facilities include school gymnasiums, sports fields, national parks, campgrounds, city parks, facilities run by churches, clubs, etc.

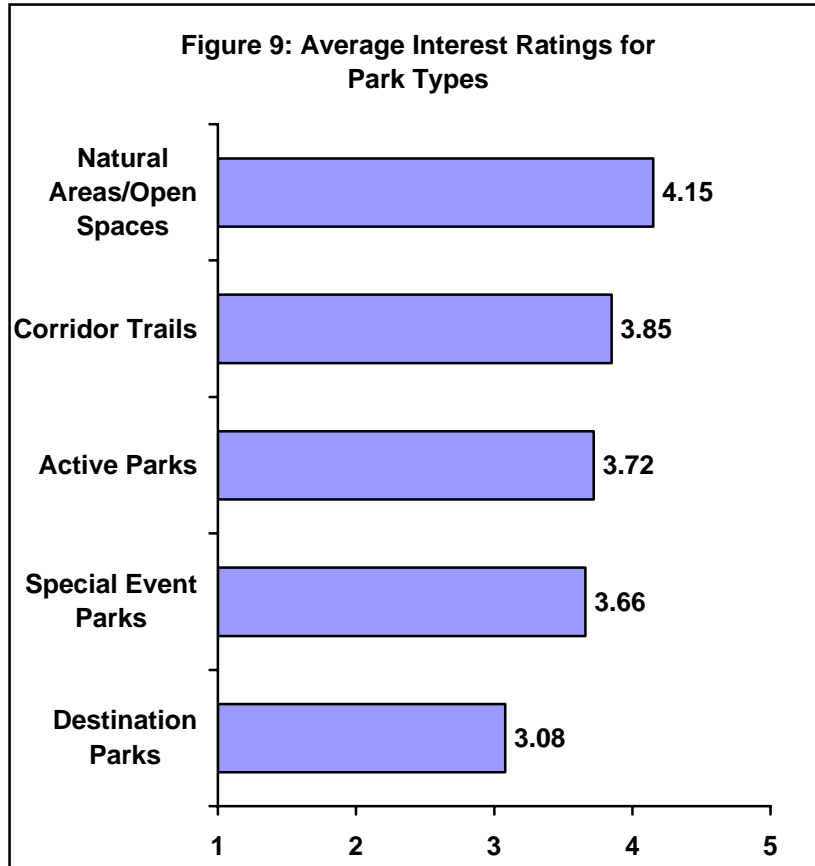
Two-thirds (66%) of respondents said that they used other parks or recreation facilities not owned by the county. One-third said they did not use non-county recreation facilities (Figure 8). Middle and upper income groups are more likely to use non-county parks (68% and 85% respectively) than lower income groups (58%). Flagstaff residents report using non-county parks at a higher rate (70%) than County residents (62%). White residents (77%) use non-County facilities much more than non-white residents (50%).



When asked how often they used non-county facilities, most respondents said either monthly (30%) or a few times a year (41%). Only 15 percent said they used the facilities weekly, and even fewer said they used non-county facilities daily (5%), once a year (8%), or that they didn't know (1%).

Recreation Needs and Preferences

In order to explore the recreation and outdoor needs and priorities of county residents, respondents were asked to rank their interest in various types of parks, including active parks, natural areas and open spaces, special event facility parks, corridor trails, and destination parks. The types of parks were presented in random order and residents were asked to rate their interest in each on a scale from one to five where one means “not at all interested” and five means “very interested.”



More than half (55%) of the respondents were “very interested” and only four percent were “not interested at all” in **natural areas and open spaces**. The average overall rating of interest for natural areas and open spaces was 4.15, highest of all park types (Figure 9). This park type rated highly among resident groups.

Corridor trails were of slightly less interest than natural areas. Forty-four

percent of respondents indicated that they were “very interested” in this kind of park and only seven percent were “not at all interested.” The average overall rating of interest for corridor parks was 3.85. Older and upper income groups were more interested in this type of park.

Regarding **active parks**, including parks used for camping, swimming, sledding, riding horses, skateboarding, biking, and riding off-road vehicles, over one-third (37%) of residents were “very interested;” nine percent said they were “not at all interested” in active parks. The average overall rating of interest for active parks was 3.72. Younger residents (18-34) expressed strong interest in this park type.

The interest level of residents for **special event facility parks** was very similar to that of active parks: 32 percent were “very interested,” while seven percent had

“no interest at all” in a special event facility park. The average overall rating of interest for special event facility parks was 3.66.

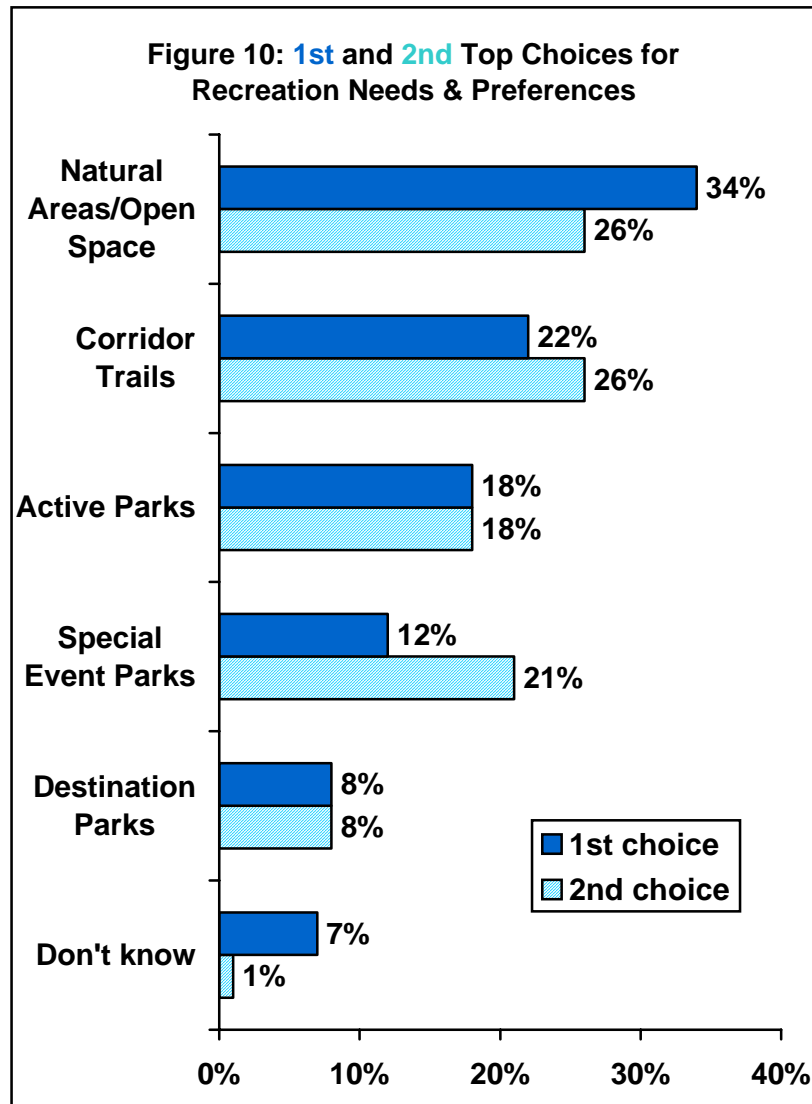
Finally, **destination parks**, were, relatively speaking, of little interest to respondents. Only 19 percent were “very interested” and 18 percent had “no interest at all.” The average overall rating of interest for destination parks was 3.08, the lowest of all park types.

The interest levels of residents was confirmed when they were asked to identify their two top preferences for park types (Figure 10).

Over one-third (34%) of county residents surveyed indicated that natural areas and open spaces were their top choice. Corridor trails were next most popular park type. Twenty-two percent of respondents said that this park type was their favorite.

Destination parks were the least popular among respondents when asked to list their top choice.

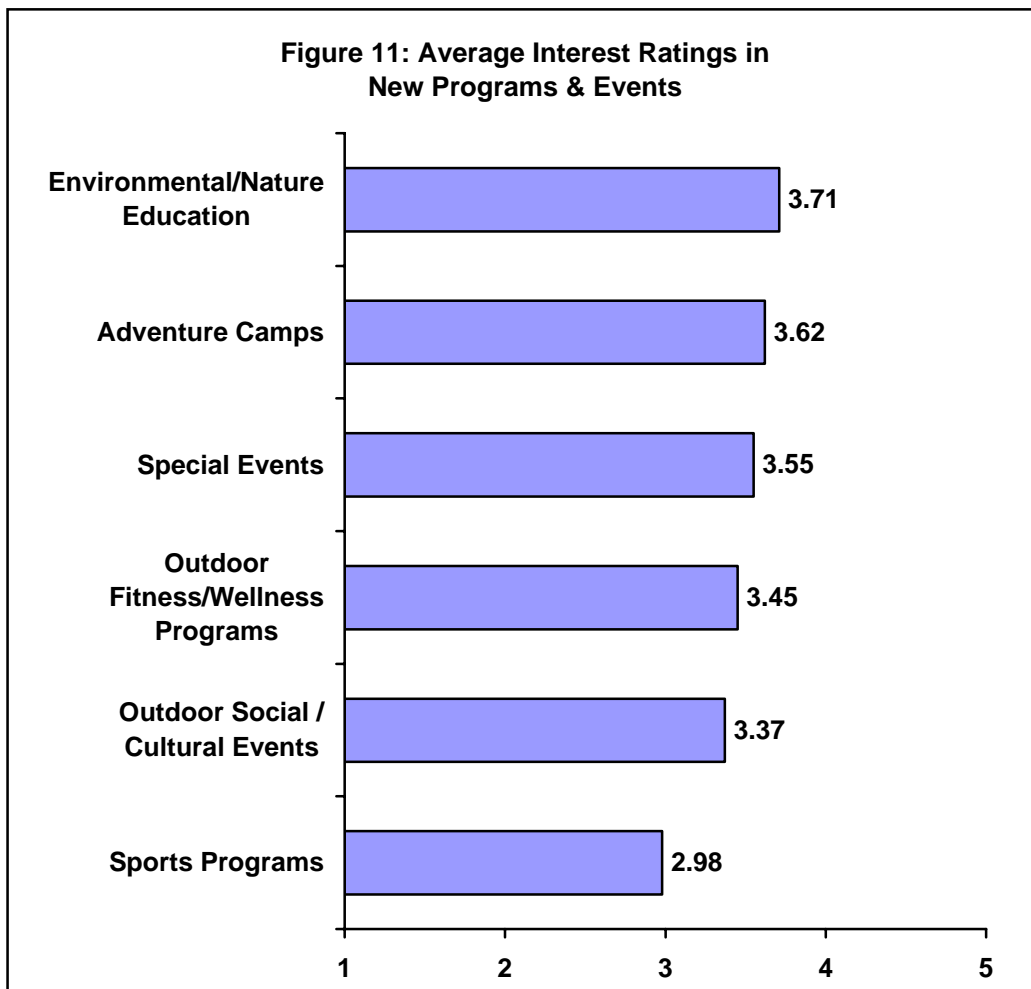
When listing their second choice, natural areas and open spaces and corridor trails again topped the list, with 26 percent each. Destination parks were, once again, the least popular park type (8% first and second choice).



New Programs & Events

As part of an organizational, long-term planning process, County Parks and Recreation wants to explore what new programs county residents may like to see in the future. Residents were presented with a series of recreation programs and events. Programs and events were presented randomly in order to eliminate order effects. Each resident was asked to rate their own and their household's interest in each of the different items on a scale from one to five, with one indicating "not at all interested" and five indicating "very interested."

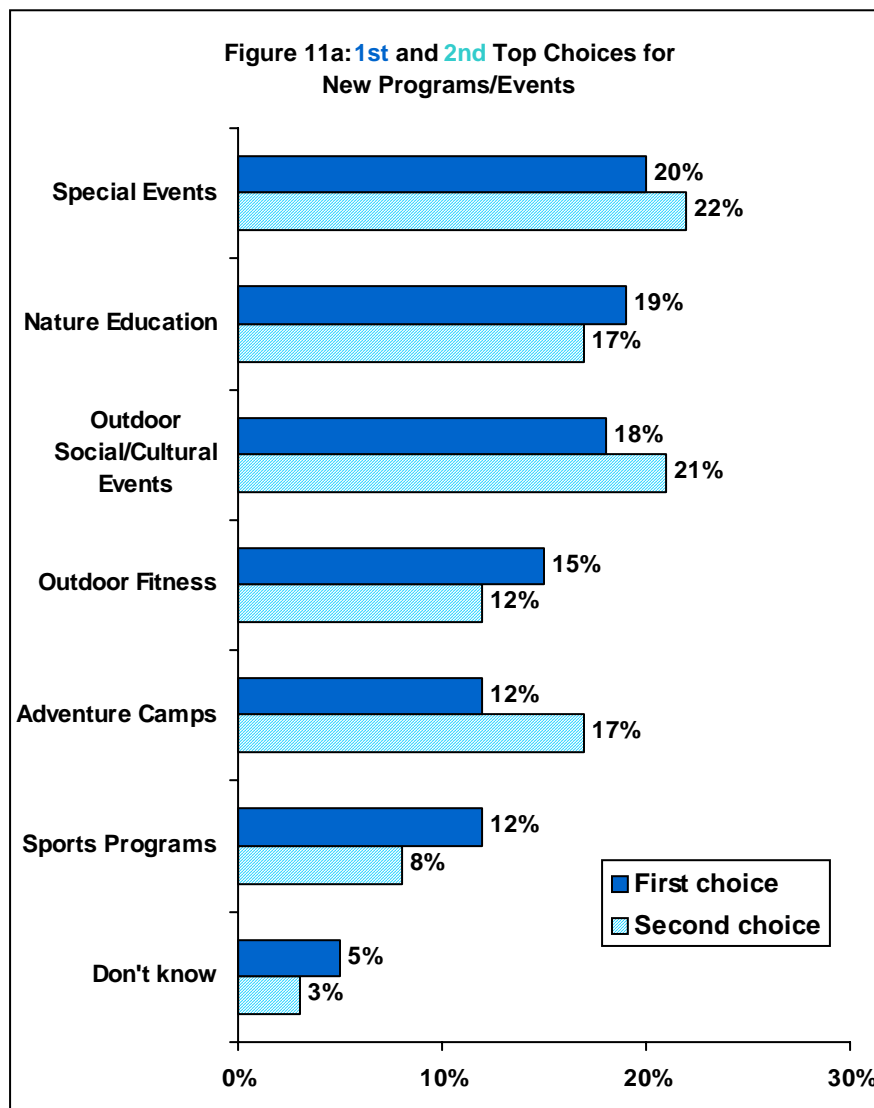
Figure 11 presents the average interest ratings for each of the new programs and events. The top three were environmental/nature education, adventure camps and special events. After rating each program or event, residents were asked to identify which program would be their first and second priority/interest.



As indicated in Figure 11a, special events rated the highest among residents (20%) followed closely by environmental/nature education (19%). Outdoor social and cultural events are the top interest for 18 percent of residents with a nearly

equal number of residents preferring outdoor fitness programs (15%). An equal percentage of residents selected adventure camps (12%) and sports programs (12%). Five percent of residents were unable to say which program or event they prefer. Comparing County and Flagstaff residents, we find that County residents gave higher average ratings to nature environment/education (3.73 vs. 3.69), adventure camps (3.69 vs. 3.55), outdoor fitness (3.59 vs. 3.30) and social/cultural events (3.51 vs. 3.22) than did Flagstaff residents. These differences are mirrored in the white and non-white average responses where non-white groups gave higher ratings than white respondents for nature education (4.00 vs. 3.52), adventure camps (3.85 vs. 3.48), outdoor fitness (3.99 vs. 3.07) and social/cultural events (3.94 vs. 2.95).

Once residents had selected their top choices, they were queried as to their second preference. As reflected in Figure 11a, these are very similar to the first choice.



Exploring Funding Options

County residents were asked several questions regarding future funding for the Coconino County Parks and Recreation Department. In order to assess levels of support for different funding options, residents were presented with a number of possible scenarios and asked to rate their level of support on a scale from one to five, where one means “Don’t support at all,” and five means “Strongly support.”

Before presenting the funding options in random order, residents were informed that: “Currently the County Parks and Recreation Department receives approximately 25 percent of its operations and maintenance funding from the County’s general tax fund and 75 percent of its funding from the net proceeds of the County Fair and County Horse Races. As the Department adds new parks and facilities additional funding will be needed to support operations and maintenance requirements.” A total of four different funding options were explored.

Option A presented the following scenario: “The County Parks and Recreation Department should continue current county general fund levels and identify additional revenue-generating methods, for example, user fees, paid special events, or increased tourist attractions to meet future financial requirements.”

When suggested that the current county general fund levels should be continued and additional revenue-generating methods should be identified to meet future financial requirements, 28 percent “strongly supported” this proposition. An additional 35 percent responded with a “somewhat support” and 21 percent indicated a “slight support”. Only 16 percent of respondents said that they didn’t support the proposition: eight percent were “not very supportive” and eight percent were “not at all supportive” (see Figure 12).

Option B presented the following scenario: “The County should increase county taxes to meet its future parks and recreation department financial needs.”

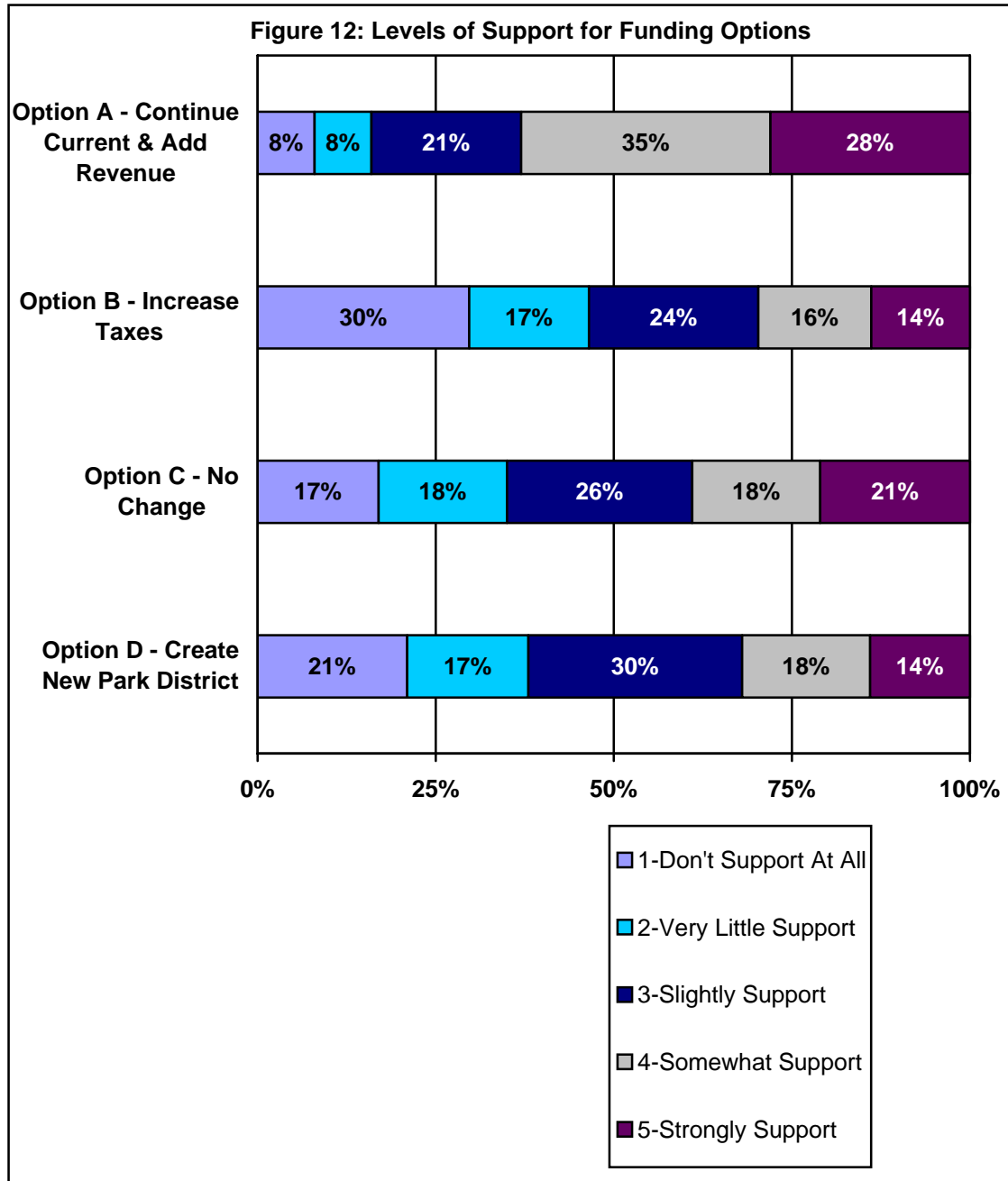
When it was suggested that the County should increase county taxes to meet its future parks and departmental financial needs 14 percent “strongly supported” this proposition and nearly one-third (30%) did “not support it at all.”

Option C presented the following scenario: “The County Parks and Recreation Department should continue its current funding patterns with no change.”

When it was suggested that the country parks and recreation department should continue its current funding patterns with no change, one-in-five (21%) “strongly supported” this option. Slightly less respondents did “not support at all” (17%). However, most respondents indicated weaker support levels with ratings of 4, 3, and 2 (18%, 26%, and 18%, respectively).

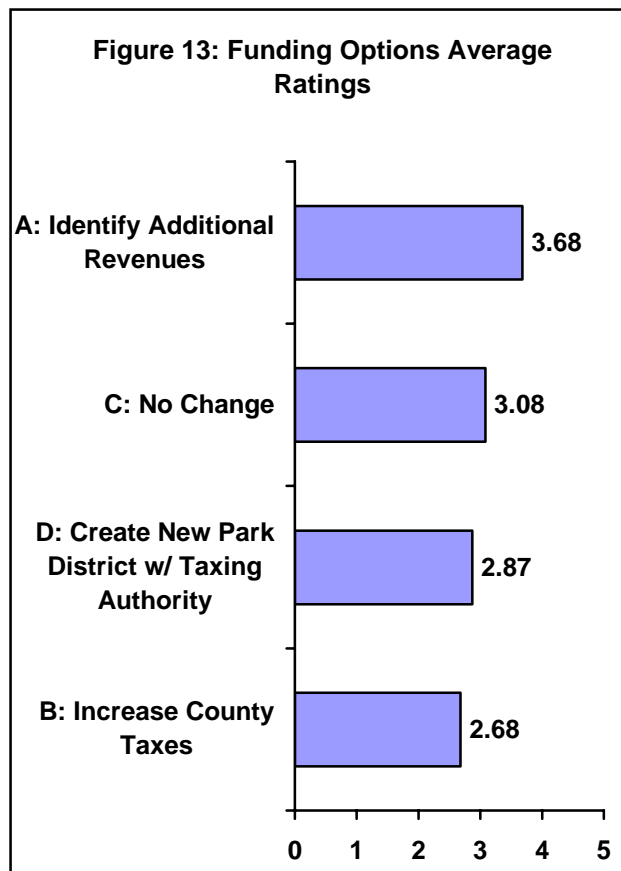
Option D presented the following scenario: “The county parks and recreation department should create a new park district with taxing authority to develop, operate and maintain a county park system.”

Last, when it was suggested that the county parks and recreation department should create a new park district with taxing authority, only 14 percent “strongly supported” this proposition while a 21 percent did “not support it at all.” Remaining residents spread fairly evenly across the other rating levels with 18 percent at a “4” rating, 30 percent at a “3” rating and 17 percent at a “2” rating.



Option A (Identify additional revenue-generating methods) received the highest average rating (3.68) of all four funding options (Figure 13).

The support for this option was substantially higher than support for any of the other three options. While there was very little difference between men and women in average levels of support for this option, younger residents (<35 = 3.78 average vs. 3.62 for 35+) and non-white residents (3.81) were more likely than white residents (3.64) to support Option A. Likewise, higher income residents (\$75k+= 4.02, \$50k-\$75k=3.99 indicate stronger support for this option than lower income residents (>\$50k=3.53).



Option C (No change to current funding patterns) received the second highest average rating (3.08). Females are more likely to support (3.20 average rating) this option than males (2.95). Age and income show no consistent pattern of support but race and residency does vary levels of support. Residents self-identifying as a race other than white (3.22) and residing in the County (3.18), are more likely to support than white residents (2.98) and Flagstaff residents (2.96).

Option D (Create new park district with taxing authority) ranked third in the average ratings (2.87). This rating suggests less than neutral or slightly unwilling to support this option. When examining levels of support, gender and age show some differences. Males are more supportive on average (2.93) than females (2.80), and younger residents have higher average support ratings (3.22) than middle-aged residents (2.64). Residents at the lowest income range are more supportive of a new district (3.22 average) as compared to the middle (2.64) and highest income ranges (2.80). Whites are least likely to support this option (2.49) as compared to other racial groups (3.42).

Option B (Increase county taxes) received the lowest average level of support (2.68). This rating suggests little to no support, with some respondents not supportive at all. Men are more likely to support an increase in county taxes (2.72 average rating) than women (2.65). There is some differences among age groups for this option (18-34=3.02, 35-64=2.47, 65+=2.54) but variation in

support levels among income and racial groups. Income groups are split with the lowest income group presenting slightly lower average support (2.71) versus middle income (2.79) and highest income group (2.86). Non-white residents are much more likely to support increasing taxes (3.17 average) as compared to white residents (2.37). County residents also favor increasing county taxes to support parks (2.81 average rating) over Flagstaff residents (2.54).

Annotated Survey

Awareness & Use

1. To the best of your knowledge, does Coconino County have a Parks and Recreation Department?

	Frequency	Percent
Yes	470	78%
No	28	5%
Don't know	102	17%
Total	600	100%

2. Now I would like to ask you about Coconino County's parks. First, please let me know if you have visited any of these parks in the last 12 months, that is, since January 2007? (Presentation order of parks was randomized)

Summary Table of County Park Visitation	Frequency	Park Percent	Percent of Total Visits
Fort Tuthill	292	49%	45%
Peaks View	117	19%	18%
Sawmill	104	17%	16%
Pumphouse Greenway	67	11%	10%
Cataract Lake	39	7%	6%
Raymond	33	5%	5%
Total			100%

a. Have you visited **Cataract Lake County Park** in Williams in the past year? (which includes picnic ramadas, campground, fishing)

	Frequency	Percent
Yes	39	7%
No	560	93%
Don't know	1	--
Total	600	100%

b. Have you visited **Fort Tuthill County Park** outside of Flagstaff in past year?
(which includes Pine Mountain Amphitheater, picnic ramadas, playground, trails, campground, fair, horse races, concerts, rodeos)

	Frequency	Percent
Yes	292	49%
No	305	51%
Don't know	3	1%
Total	600	101%

c. Have you visited **Peaks View County Park** outside of Flagstaff in Doney Park in past year? *(which includes soccer fields, picnic ramadas)*

	Frequency	Percent
Yes	117	19%
No	482	80%
Don't know	2	--
Total	600	99%

d. Have you visited **Pumphouse Greenway** in Kachina Village in past year?
(which includes trails and wildlife viewing)

	Frequency	Percent
Yes	67	11%
No	528	88%
Don't know	6	1%
Total	600	100%

e. Have you visited **Raymond County Park** in Kachina Village in past year?
(which includes picnic ramadas, playground, basketball court)

	Frequency	Percent
Yes	33	5%
No	564	94%
Don't know	3	1%
Total	600	100%

f. Have you visited **Sawmill County Park** in past year? (next to the Police Department / Jail; which includes picnic ramadas, walking paths, exhibits, Willow Bend Environmental Education Center)

	Frequency	Percent
Yes	104	17%
No	490	82%
Don't know	6	1%
Total	600	100%

3. [If “yes” to at least one park in visit question] On average, how often did you visit County parks in the last 12 months? [Read list]

	Frequency	Percent
Daily/almost daily	4	1%
Weekly	32	9%
Monthly	56	15%
A few times	189	50%
Once	92	25%
Don't know	2	1%
Total	376	101%

Non-visitors

4. [If “no” to visiting any parks in visit questions], Have you ever visited any of the County parks? [If “yes”, skip to Q6]

	Frequency	Percent
Yes	61	28%
No	135	61%
Don't know	25	11%
Total	221	100%

5. [If “no” to visiting any parks in visit questions], What are the reasons you have NEVER visited a County park? Please select all that apply.

	Frequency	Percent
Distance to park	51	28%
Don't have enough time / too busy	42	23%
Lack of knowledge about parks	23	13%
Not interested in parks or recreation	13	7%
Prefer non-county parks	10	5%
Lack of transportation	9	5%
Poor health / disability	5	3%
Do not feel safe in parks	4	2%
Lack of facilities or attractions at park	1	1%
Lack of money for park fees	1	1%
Parks too crowded	2	1%
Don't know / no reason	14	8%
Other reason	7	4%
Total	182	100%

Condition of Parks

6. Now I would like to ask you to think about the **physical condition** of the Coconino County Parks you have visited. On a scale from 1 to 5 with 1 being poor, 3 being average and 5 being excellent, How would you rate the overall physical condition of the Coconino County Parks and Recreation Department parks you have visited? (*Read list, one answer*)

	Frequency	Percent
1 - Poor	2	1%
2 - Below average	16	4%
3 - Average	163	38%
4 - Above average	185	43%
5 - Excellent	67	16%
Total	434	101%

7. What concerns do you and your household have regarding Coconino County parks? Please select all that apply.

	Frequency	Percent
Lack of facilities or attractions at park	89	19%
Do not feel safe in parks	42	9%
Lack knowledge / information about park	17	4%
Distance to park	14	3%
Don't have enough time	12	3%
Poor health / disability	11	2%
Lack of money for park fees	9	2%
Parks too crowded	5	1%
Not interested in parks or recreation	3	1%
Lack of transportation	1	--
Other reason	21	5%
Don't know / no reason	240	52%
Total	465	101%

8. Do you use other parks or recreation facilities that are **not owned by Coconino County**? [Interviewer note: Examples of recreation facilities in Coconino County that are not operated by the County are school gymnasiums and sports fields; national parks and campgrounds; your City's parks; or facilities run by churches, homeowners' associations, clubs, YMCA and other private organizations.]

	Frequency	Percent
Yes	393	66%
No	193	32%
Don't know	14	2%
Total	600	100%

9. On average, how often do you use **non-Coconino County** facilities for recreation?

	Frequency	Percent
Daily/almost daily	21	5%
Weekly	57	15%
Monthly	118	30%
A few times a year	162	41%
Once a year	31	8%
Don't know	3	1%
Total	392	100%

Recreation Needs & Preferences

10. Coconino County Parks and Recreation is exploring the recreation and outdoor needs and priorities of County residents. I'm going to read a list and description of different types of parks and recreation activities. Thinking about you and your household, please rate your interest in each of these different types of parks on a scale from 1 to 5, where 1 means, "not at all interested" and 5 means "very interested".

First, I'd like to describe: [presentation of options randomly rotated]

a. **ACTIVE PARKS** – these are large, recreationally-diverse, heavily-used parks for uses like camping, ball sports, swimming, sledding, riding horses, skateboarding, biking, or riding off-highway vehicles. On a scale from 1 to 5, how would you rate you and your household's interest in this kind of park?

	Frequency	Percent
1 - Not at all interested	51	9%
Interest level 2	55	9%
Interest level 3	121	20%
Interest level 4	149	25%
5 - Very interested	218	37%
Total	594	100%

b. NATURAL AREAS AND OPEN SPACES - these are lands specifically managed to preserve, and sometimes restore, natural environments. Open space land may be used for low-impact recreation purposes like picnics, walking nature trails, wildlife viewing, and outdoor education. On a scale from 1 to 5, how would you rate you and your household's interest in this kind of park?

	Frequency	Percent
1 - Not at all interested	26	4%
Interest level 2	30	5%
Interest level 3	102	17%
Interest level 4	112	19%
5 - Very interested	328	55%
Total	599	100%

c. SPECIAL EVENT FACILITY PARKS – these are parks that host unique gatherings or celebrations such as concerts, dancing, music, plays, amusements, races, festivals or carnivals. On a scale from 1 to 5, how would you rate you and your household's interest in this kind of park?

	Frequency	Percent
1 - Not at all interested	43	7%
Interest level 2	59	10%
Interest level 3	149	25%
Interest level 4	157	26%
5 - Very interested	190	32%
Total	598	100%

d. **CORRIDOR TRAILS** – these are trails along streams, washes, mountain ridges, or through woodlands that link to trailheads or other parks. On a scale from 1 to 5, how would you rate you and your household’s interest in this kind of park?

	Frequency	Percent
1 - Not at all interested	44	7%
Interest level 2	51	9%
Interest level 3	116	19%
Interest level 4	125	21%
5 - Very interested	260	44%
Total	596	100%

e. **DESTINATION PARKS** – these are parks that feature a variety of outdoor recreation facilities, including RV campsites that help support tourism. On a scale from 1 to 5, how would you rate you and your household’s interest in this kind of park?

	Frequency	Percent
1 - Not at all interested	107	18%
Interest level 2	100	17%
Interest level 3	143	24%
Interest level 4	128	22%
5 - Very interested	115	19%
Total	594	100%

11. From the previous question, what would be your top two (2) preferred parks?

a. **First** preferred park type

	Frequency	Percent
Active parks	109	18%
Natural areas/ Open spaces	204	34%
Special event parks	70	12%
Corridor trails	129	22%
Destination parks	50	8%
Don't know	39	7%
Total	600	101%

b. **Second** preferred park type

	Frequency	Percent
Active parks	95	18%
Natural areas/ Open spaces	138	26%
Special event parks	110	21%
Corridor trails	139	26%
Destination parks	40	8%
Don't know	5	1%
Total	527	100%

New Programs

12. Now I'd like to explore your and your household's interest in NEW Recreation Programs and Events. I'm going to read a list of recreation activities. Thinking about you and your household, please rate your interest in each of these different types of parks on a scale from 1 to 5, where 1 means, "not at all interested" and 5 means "very interested."

First, I'd like you to rate your interest in: [presentation of options randomly rotated]

a. **COMPETITIVE OR TEAM SPORTS PROGRAMS:**

How would you rate you and your household's interest in this kind of activity?

	Frequency	Percent
1 - Not at all interested	140	23%
Interest level 2	90	15%
Interest level 3	129	22%
Interest level 4	124	21%
5 - Very interested	118	20%
Total	600	101%

b. OUTDOOR FITNESS AND WELLNESS CLASSES OR EVENTS:

How would you rate you and your household's interest in this kind of activity?

	Frequency	Percent
1 - Not at all interested	68	11%
Interest level 2	73	12%
Interest level 3	138	23%
Interest level 4	159	27%
5 - Very interested	160	27%
Total	599	100%

c. OUTDOOR SOCIAL OR CULTURAL PROGRAMS LIKE DANCES, POW WOWS OR HERITAGE DAYS:

How would you rate you and your household's interest in this kind of activity?

	Frequency	Percent
1 - Not at all interested	66	11%
Interest level 2	84	14%
Interest level 3	174	29%
Interest level 4	112	19%
5 - Very interested	164	27%
Total	600	100%

d. SPECIAL EVENTS LIKE CONCERTS, COUNTY FAIR, OR RODEOS:

How would you rate you and your household's interest in this kind of activity?

	Frequency	Percent
1 - Not at all interested	50	8%
Interest level 2	64	11%
Interest level 3	172	29%
Interest level 4	135	23%
5 - Very interested	179	30%
Total	600	101%

e. ENVIRONMENTAL / NATURE EDUCATION:

How would you rate you and your household's interest in this kind of activity?

	Frequency	Percent
1 - Not at all interested	49	8%
Interest level 2	58	10%
Interest level 3	129	22%
Interest level 4	141	24%
5 - Very interested	222	37%
Total	600	100%

f. ADVENTURE CAMPS OR NATURE PROGRAMS THAT EXPLORE THE OUTDOORS

How would you rate you and your household's interest in this kind of activity?

	Frequency	Percent
1 - Not at all interested	55	9%
Interest level 2	72	12%
Interest level 3	105	18%
Interest level 4	177	30%
5 - Very interested	189	32%
Total	600	101%

13. Of all these programs, what would be your top two new program priorities?

a. First preferred program

	Frequency	Percent
Sports programs	75	12%
Outdoor fitness/wellness classes	90	15%
Outdoor social/cultural programs	105	18%
Special events	119	20%
Environmental/nature education	111	19%
Adventure camps	72	12%
Don't know	29	5%
Total	600	100%

b. **Second** preferred program

	Frequency	Percent
Sports programs	43	8%
Outdoor fitness/wellness classes	66	12%
Outdoor social/cultural programs	116	21%
Special events	120	22%
Environmental/nature education	95	17%
Adventure camps	93	17%
Don't know	15	3%
Total	548	100%

Exploring Funding Options

14. Currently, the Coconino County Parks and Recreation Department receives approximately 25% of its operations and maintenance funding from the County's general tax fund and 75% of its funding from the net proceeds of the County Fair and County Horse Races. As the Department adds new parks and facilities additional funding will be needed to support operations and maintenance requirements.

Now I'd like to read some statements regarding future funding for the Coconino County Parks and Recreation Department. After hearing each statement and based on your household's needs, please rate your level of support for each one on a scale from 1 to 5, where 1 means "Don't support at all" and 5 means "Strongly support."

First, [Randomly rotate presentation of options]

A. The county parks and recreation department should continue current county general fund levels and identify additional revenue-generating methods, for example, user fees, paid special events, or increased tourist attractions, to meet future financial requirements.

How would you rate your level of support for this statement on a scale from 1 to 5 with 1 being "Don't support at all" and 5 being "Strongly support?"

	Frequency	Percent
1 - Don't support at all	46	8%
Support level 2	48	8%
Support level 3	121	21%
Support level 4	208	35%
5 - Strongly support	169	28%
Total	593	100%

B. The county should increase county taxes to meet its future parks and recreation department financial needs.

	Frequency	Percent
1 - Don't support at all	175	30%
Support level 2	98	17%
Support level 3	140	24%
Support level 4	95	16%
5 - Strongly support	83	14%
Total	592	101%

C. The county parks and recreation department should continue its current funding patterns with no change.

	Frequency	Percent
1 - Don't support at all	96	17%
Support level 2	109	18%
Support level 3	148	26%
Support level 4	102	18%
5 - Strongly support	121	21%
Total	576	101%

D. The county parks and recreation department should create a new park district with taxing authority to develop, operate and maintain a county park system.

	Frequency	Percent
1 - Don't support at all	120	21%
Support level 2	100	17%
Support level 3	172	30%
Support level 4	103	18%
5 - Strongly support	80	14%
Total	575	100%

*Q15 was cut during data collection due to time limit constraints.

Demographics

Now, I'd like to ask you some questions so we can classify your answers.

16. How many years have you lived in Coconino County?

	Frequency	Percent
Up to 1 year	35	6%
1 yr up to 5 years	69	12%
5 yrs up to 10 years	91	16%
10 yrs up to 20 years	135	23%
20 years or more	255	43%
Total	587	100%

17. Including yourself, how many people live in your household?

	Frequency	Percent
1 person	85	14%
2 to 5 people	434	73%
6 to 10 people	62	10%
11 to 20 people	13	2%
More than 20 people	3	--
Total	597	99%

18. Which of the following categories best matches you?

	Frequency	Percent
White, non-Hispanic	325	56%
Hispanic	70	12%
Native American	160	28%
Asian	4	1%
Black	2	--
Other	17	3%
Total	578	100%

19. Which of the following income groups includes your total family income in 2007 before taxes?

	Frequency	Valid Percent
Under \$25k	100	19%
\$25-\$50k	171	32%
\$50-\$75k	127	24%
\$75-\$100k	75	14%
\$100k+	63	12%
Total	535	101%

20. What is your age?

	Frequency	Percent
18-24	74	12%
25-34	148	25%
35-44	88	15%
45-54	125	21%
55-64	92	16%
65-74	46	8%
75+	22	4%
Total	597	101%

21. What is your gender?

	Frequency	Percent
Male	294	49%
Female	306	51%
Total	600	100%

Demographic Crosstabulations

		Total	Gender		Age			Residence		Income			Race	
			Male	Female	18-34	35-64	65+	County	Flag-staff	< 50k	50k-75k	> 75k	White	Non-white
Does Coconino County have a Parks & Rec department?	Yes	78%	78%	79%	79%	79%	77%	75%	82%	74%	83%	88%	86%	70%
	No	5%	3%	6%	2%	6%	4%	5%	5%	7%	3%	3%	4%	6%
	Don't know	17%	19%	15%	19%	14%	19%	21%	13%	19%	14%	9%	11%	24%
Parks visited in 2007:														
Fort Tuthill		49%	48%	50%	43%	53%	46%	31%	68%	43%	42%	66%	53%	44%
Peaks View		19%	21%	18%	27%	16%	12%	19%	20%	15%	28%	22%	16%	25%
Sawmill		17%	15%	19%	17%	16%	26%	10%	25%	14%	16%	28%	19%	16%
Pumphouse Greenway		11%	12%	11%	14%	9%	11%	7%	16%	13%	13%	8%	11%	11%
Cataract Lake		7%	7%	6%	3%	8%	13%	7%	6%	7%	7%	7%	9%	4%
Raymond		5%	7%	4%	7%	4%	4%	4%	7%	8%	4%	3%	5%	5%
How often did you visit County parks in the last year? [2007 visitors]	Daily / almost daily	1%	1%	1%	0%	1%	4%	0%	2%	1%	0%	0%	1%	0%
	Weekly	9%	11%	6%	12%	7%	2%	6%	10%	13%	8%	4%	7%	11%
	Monthly	15%	14%	16%	16%	15%	13%	12%	17%	17%	9%	18%	17%	13%
	A few times	50%	51%	50%	44%	54%	53%	42%	56%	50%	60%	41%	56%	41%
	Once	25%	21%	28%	28%	22%	24%	40%	14%	19%	23%	36%	18%	35%
	Don't know	1%	1%	0%	0%	0%	3%	0%	1%	1%	0%	1%	0%	1%
Have you ever visited any of the County parks? [2007 non-visitors]	Yes	28%	25%	30%	22%	30%	34%	24%	37%	28%	17%	39%	31%	23%
	No	61%	69%	54%	66%	62%	46%	66%	47%	64%	62%	57%	55%	68%
	Don't know	11%	6%	16%	12%	8%	20%	10%	16%	8%	22%	3%	13%	9%

		Total	Gender		Age			Residence		Income			Race	
			Male	Female	18-34	35-64	65+	County	Flag-staff	< 50k	50k-75k	> 75k	White	Non-white
What are the reasons you have never visited a County park? [multiple-response, asked of those who have never visited a County park]	Distance to parks	31%	27%	35%	28%	34%	39%	40%	1%	25%	49%	32%	42%	21%
	Too busy	26%	38%	14%	36%	20%	7%	28%	20%	38%	8%	14%	8%	44%
	Lack of information	14%	13%	15%	20%	13%	3%	11%	25%	19%	8%	12%	15%	13%
	Not interested	8%	9%	8%	7%	7%	17%	7%	12%	6%	6%	24%	17%	0%
	Prefer non-County parks	6%	6%	5%	2%	10%	3%	5%	8%	5%	3%	11%	11%	0%
	No transportation	6%	11%	1%	14%	0%	3%	7%	1%	1%	23%	0%	1%	12%
	Health / disability	3%	0%	6%	0%	4%	10%	3%	3%	3%	6%	0%	4%	2%
	Parks are not safe	2%	0%	4%	0%	2%	0%	1%	5%	4%	0%	0%	0%	5%
	Parks too crowded	1%	0%	2%	0%	2%	0%	0%	5%	2%	0%	0%	0%	2%
	Parks lack facilities/ attractions	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	5%	1%	0%
	Fees too high	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%
	Other reason	4%	2%	7%	3%	5%	9%	3%	9%	2%	1%	10%	5%	2%
	Don't know	9%	3%	14%	6%	9%	15%	7%	15%	13%	0%	2%	5%	13%

		Total	Gender		Age			Residence		Income			Race		
			Male	Female	18-34	35-64	65+	County	Flag-staff	< 50k	50k-75k	> 75k	White	Non-white	
Rating of physical condition of County parks you have visited: Scale of 1 (poor) to 5 (excellent) [2007 visitors]		3.69	3.64	3.74	3.62	3.67	4.01	3.62	3.74	3.69	3.63	3.64	3.72	3.66	
What concerns do you have regarding County parks? [multiple-response, asked of 2007 visitors]	Parks lack facilities / attractions	19%	22%	16%	23%	19%	11%	21%	18%	18%	23%	21%	19%	20%	
	Parks are not safe	10%	5%	14%	10%	9%	11%	7%	12%	10%	10%	7%	10%	10%	
	Lack of information	4%	7%	0%	5%	3%	1%	7%	1%	3%	0%	8%	2%	7%	
	Distance to parks	3%	2%	4%	1%	5%	2%	5%	2%	4%	2%	4%	4%	1%	
	Too busy	3%	2%	3%	4%	2%	1%	2%	3%	3%	2%	0%	3%	2%	
	Health / disability	3%	1%	4%	5%	1%	1%	4%	1%	5%	1%	0%	1%	5%	
	Fees too high	2%	2%	2%	1%	4%	0%	1%	3%	3%	2%	1%	2%	1%	
	Parks too crowded	1%	1%	1%	0%	2%	2%	1%	1%	1%	1%	1%	2%	2%	0%
	Not interested	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	0%	
	Other reason	5%	6%	4%	6%	5%	4%	2%	7%	6%	4%	4%	6%	4%	
None / don't know	55%	54%	55%	47%	58%	67%	53%	56%	50%	60%	56%	58%	52%		

		Total	Gender		Age			Residence		Income			Race	
			Male	Female	18-34	35-64	65+	County	Flag-staff	< 50k	50k-75k	> 75k	White	Non-white
Do you use non-County parks and rec facilities?	Yes	66%	65%	66%	58%	71%	67%	62%	70%	55%	68%	85%	77%	50%
	No	32%	32%	32%	39%	27%	28%	37%	27%	44%	29%	12%	20%	48%
	Don't know	2%	3%	2%	3%	2%	5%	1%	3%	1%	3%	3%	3%	2%
How often do you use non-County facilities?	Daily / almost daily	5%	5%	6%	2%	6%	12%	3%	8%	5%	3%	6%	6%	3%
	Weekly	15%	16%	14%	19%	13%	10%	10%	19%	11%	21%	13%	15%	13%
	Monthly	30%	36%	24%	32%	31%	20%	31%	29%	24%	32%	39%	31%	30%
	A few times	41%	39%	43%	41%	39%	51%	43%	40%	46%	40%	35%	42%	38%
	Once	8%	4%	12%	7%	10%	5%	13%	3%	14%	3%	7%	5%	15%
	Don't know	1%	1%	1%	0%	1%	2%	0%	2%	0%	1%	1%	1%	1%

		Total	Gender		Age			Residence		Income			Race	
			Male	Female	18-34	35-64	65+	County	Flag-staff	< 50k	50k-75k	> 75k	White	Non-white
Rate your interest in the following park types, on a scale of 1 (not at all interested) to 5 (very interested):														
Natural areas / open spaces		4.15	4.13	4.16	4.25	4.10	4.06	4.12	4.18	4.05	4.32	4.25	4.13	4.19
Corridor trails		3.85	3.97	3.73	3.96	3.83	3.53	3.75	3.96	3.71	3.87	4.13	3.83	3.86
Active parks		3.72	3.78	3.66	4.07	3.65	2.90	3.88	3.54	3.82	3.79	3.71	3.45	4.12
Special event parks		3.66	3.59	3.72	3.76	3.61	3.55	3.57	3.75	3.76	3.65	3.46	3.53	3.86
Destination parks		3.08	3.06	3.09	3.22	3.04	2.74	3.29	2.84	3.23	2.87	3.20	2.89	3.38
Most-preferred park type	Natural areas	34%	35%	33%	31%	35%	39%	33%	35%	35%	35%	33%	37%	31%
	Corridor trails	22%	22%	21%	21%	22%	21%	23%	20%	20%	21%	28%	21%	23%
	Active parks	18%	20%	17%	20%	17%	14%	17%	20%	13%	23%	22%	20%	17%
	Special event parks	12%	10%	14%	10%	13%	13%	7%	16%	11%	12%	8%	12%	9%
	Destination parks	8%	8%	9%	12%	7%	5%	11%	5%	13%	6%	3%	5%	13%
	Don't know	7%	6%	7%	6%	5%	9%	9%	4%	7%	4%	6%	5%	8%
Second most-preferred park type	Natural areas	26%	27%	26%	21%	29%	34%	26%	26%	24%	28%	29%	26%	28%
	Corridor trails	26%	29%	24%	22%	29%	29%	26%	27%	24%	23%	29%	29%	19%
	Special event parks	21%	15%	26%	24%	19%	20%	24%	18%	23%	19%	21%	17%	26%
	Active parks	18%	21%	15%	28%	13%	8%	18%	18%	22%	19%	13%	16%	22%
	Destination parks	8%	6%	9%	5%	10%	8%	5%	10%	6%	10%	8%	11%	4%
	Don't know	1%	2%	0%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%

	Total	Gender		Age			Residence		Income			Race		
		Male	Female	18-34	35-64	65+	County	Flag-staff	< 50k	50k-75k	> 75k	White	Non-white	
Rate your interest in the following program types, on a scale of 1 (not at all interested) to 5 (very interested):														
Environmental / Nature Education	3.71	3.70	3.73	3.80	3.68	3.56	3.73	3.69	3.74	3.80	3.75	3.52	4.00	
Adventure Camps	3.62	3.63	3.61	3.70	3.64	3.32	3.69	3.55	3.86	3.55	3.44	3.48	3.85	
Special Events	3.55	3.50	3.60	3.41	3.62	3.66	3.42	3.69	3.54	3.70	3.37	3.47	3.64	
Outdoor Fitness / Wellness Programs	3.45	3.41	3.49	3.72	3.37	2.98	3.59	3.30	3.55	3.57	3.31	3.07	3.99	
Outdoor Social / Cultural Events	3.37	3.33	3.41	3.57	3.27	3.20	3.51	3.22	3.51	3.45	3.07	2.95	3.94	
Sports Programs	2.98	2.95	3.01	3.16	2.90	2.79	2.95	3.02	2.97	3.13	3.03	2.76	3.31	
Most-preferred program type	Special Events	20%	18%	21%	11%	24%	25%	14%	26%	22%	16%	18%	25%	12%
	Env./Nature ed.	19%	16%	21%	19%	19%	16%	18%	19%	20%	23%	14%	22%	15%
	Outdoor Soc/Cult	18%	23%	12%	25%	14%	10%	20%	15%	16%	17%	18%	11%	26%
	Outdoor Fit/Well	15%	14%	16%	18%	13%	14%	17%	12%	15%	15%	16%	11%	20%
	Adventure Camps	12%	12%	12%	12%	11%	15%	13%	10%	12%	12%	12%	13%	10%
	Sports Programs	12%	11%	14%	14%	13%	9%	13%	11%	14%	8%	15%	12%	13%
	Don't know	5%	5%	4%	1%	6%	11%	4%	5%	2%	7%	7%	6%	3%
Second most-preferred program type	Special events	22%	25%	19%	21%	24%	16%	20%	25%	20%	25%	17%	23%	20%
	Outdoor Soc/Cult	21%	19%	23%	23%	17%	40%	26%	16%	22%	25%	22%	15%	30%
	Env./Nature ed.	17%	20%	15%	16%	18%	18%	14%	21%	14%	15%	24%	19%	15%
	Adventure Camps	17%	21%	13%	18%	17%	13%	17%	17%	21%	10%	18%	18%	16%
	Sports Programs	8%	9%	7%	9%	8%	2%	7%	8%	7%	14%	6%	7%	7%
	Don't know	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	1%	3%	2%

	Total	Gender		Age			Residence		Income			Race	
		Male	Female	18-34	35-64	65+	County	Flag-staff	< 50k	50k-75k	> 75k	White	Non-white
Rate your support for the following funding options, on a scale of 1 (don't support at all) to 5 (strongly support):													
A: Identify additional revenue-generating methods	3.68	3.68	3.69	3.78	3.63	3.62	3.76	3.60	3.53	3.99	4.02	3.64	3.81
B: Increase County taxes	2.68	2.72	2.65	3.02	2.47	2.54	2.81	2.54	2.71	2.79	2.86	2.37	3.17
C: No change	3.08	2.95	3.20	3.15	3.08	2.90	3.18	2.96	3.05	3.11	3.16	2.98	3.22
D: Create new park district with taxing authority	2.87	2.93	2.80	3.22	2.64	2.80	3.02	2.69	3.01	2.87	2.82	2.49	3.42