

TERR-1

**LOWER MAKEFIELD TOWNSHIP
RECREATIONAL DEVELOPMENT SURVEY RESULTS**

4-29-96

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SECTION 1:

OVERVIEW

Three hundred questionnaires were mailed to a randomly generated sample of all Lower Makefield Township tax payers. The survey was conducted through two mailings to the potential respondents. The first went to all three hundred residents in the sample, while the second followed two weeks later as a reminder to the non-respondents of the first mailing.

The overall response rate was 33%, or 100 returns. Since an acceptable return rate for an unsolicited questionnaire is about 10%, we judged the return rate obtained in this survey to be quite acceptable.

The following pages include the survey results and our interpretation of the data.

SECTION 2:

STATEMENT RESULTS

The following is the list of all statements presented to the township residents. The responses are sorted by mean.

Definitions of the categories are as follows

MEAN	The sum of the observations divided by the total number of observations.
STD. ERR	(Standard Error) Measures the variability of the mean.
STD. DEV	(Standard Deviation) The difference of each observed occurrence from the mean of the occurrences.

The responses answers range from a rating of 6, Strongly Agree, to 1, Strongly Disagree.

Statement	Mean	Std. Err	Std. Dev	Strongly Disagree	Strongly Agree
Parks can be enjoyed by people of all ages.	5.32	0.13	1.29	6.0%	84.0%
Increased recreational development will raise our local taxes.	4.14	0.13	1.29	12.1%	36.4%
I would like to see more recreational programming by the township.	3.95	0.15	1.43	13.4%	34.1%
LMT needs a community center.	3.84	0.15	1.52	19.4%	32.6%
LMT should participate in a regional recreation program.	3.76	0.16	1.60	21.7%	34.1%
There is a shortage of parking spaces available at the Macclesfield Park location.	3.71	0.17	1.49	16.5%	29.1%
A neighborhood park would be a good place for teens to gather.	3.68	0.13	1.33	16.2%	22.2%
There should be concession stands at township recreational events.	3.66	0.16	1.53	26.6%	24.5%
Parks and recreational facilities must pay for themselves.	3.57	0.14	1.35	19.6%	19.6%
The township already provides adequate recreational facilities.	3.56	0.13	1.29	19.6%	44.3%
Recreational organizations (YMS, PAA, LMAA) have too much influence in LMT.	3.46	0.16	1.45	24.1%	21.7%
Township sponsored leagues should not have to pay for field use.	3.44	0.16	1.54	22.0%	24.2%
LMT should float a bond to pay for additional recreational development.	3.34	0.17	1.65	33.0%	26.8%
The township supervisors understand the recreational needs of the community.	3.26	0.14	1.27	24.7%	12.9%
LMT should hire a full time Parks and Recreation Director.	3.24	0.16	1.55	29.2%	17.7%
I favor a tax increase dedicated to recreational development.	2.81	0.15	1.47	42.4%	13.1%
The township already spends too much money on recreation.	2.73	0.13	1.24	38.6%	26.8%
LMT recreational facilities should be open to everyone, even if they are non-residents.	2.63	0.16	1.56	52.1%	13.2%
Local parks are only for parents with small children.	2.05	0.12	1.22	62.9%	4.2%
A park is just a place for young people to loiter.	2.05	0.14	1.35	70.0%	7.0%

SECTION 2:

STATEMENT RESULTS (continued)

The following are the pertinent statements extracted from the total list on the previous page. These pertinent statements have been sorted by mean to establish the overall rating of each statement.

The same answer rankings apply: The questionnaire answers range from a rating of 6, Strongly Agree, to 1, Strongly Disagree. Everything above a 3.5 represents agreement and everything below 3.5 represents disagreement to the statement..

Agree to Slightly Agree

Statement	Mean	Std. Err	Std. Dev	Strongly Disagree	Strongly Agree
I would like to see more recreational programming by the township.	3.95	0.15	1.43	13.4%	34.1%
LMT should participate in a regional recreation program.	3.76	0.16	1.60	21.7%	34.1%
There is a shortage of parking spaces available at the Macclesfield Park location.	3.71	0.17	1.49	16.5%	29.1%
There should be concession stands at township recreational events.	3.66	0.16	1.53	26.6%	24.5%
Parks and recreational facilities must pay for themselves.	3.57	0.14	1.35	19.6%	19.6%
The township already provides adequate recreational facilities.	3.56	0.13	1.29	19.6%	44.3%

Disagree to Slightly Disagree

Statement	Mean	Std. Err	Std. Dev	Strongly Disagree	Strongly Agree
Recreational organizations (YMS, PAA, LMAA) have too much influence in LMT.	3.46	0.16	1.45	24.1%	21.7%
Township sponsored leagues should not have to pay for field use.	3.44	0.16	1.54	22.0%	24.2%
LMT should float a bond to pay for additional recreational development.	3.34	0.17	1.65	33.0%	26.8%
The township supervisors understand the recreational needs of the community.	3.26	0.14	1.27	24.7%	12.9%
LMT should hire a full time Parks and Recreation Director.	3.24	0.16	1.55	29.2%	17.7%
I favor a tax increase dedicated to recreational development.	2.81	0.15	1.47	42.4%	13.1%
The township already spends too much money on recreation.	2.73	0.13	1.24	38.6%	26.8%

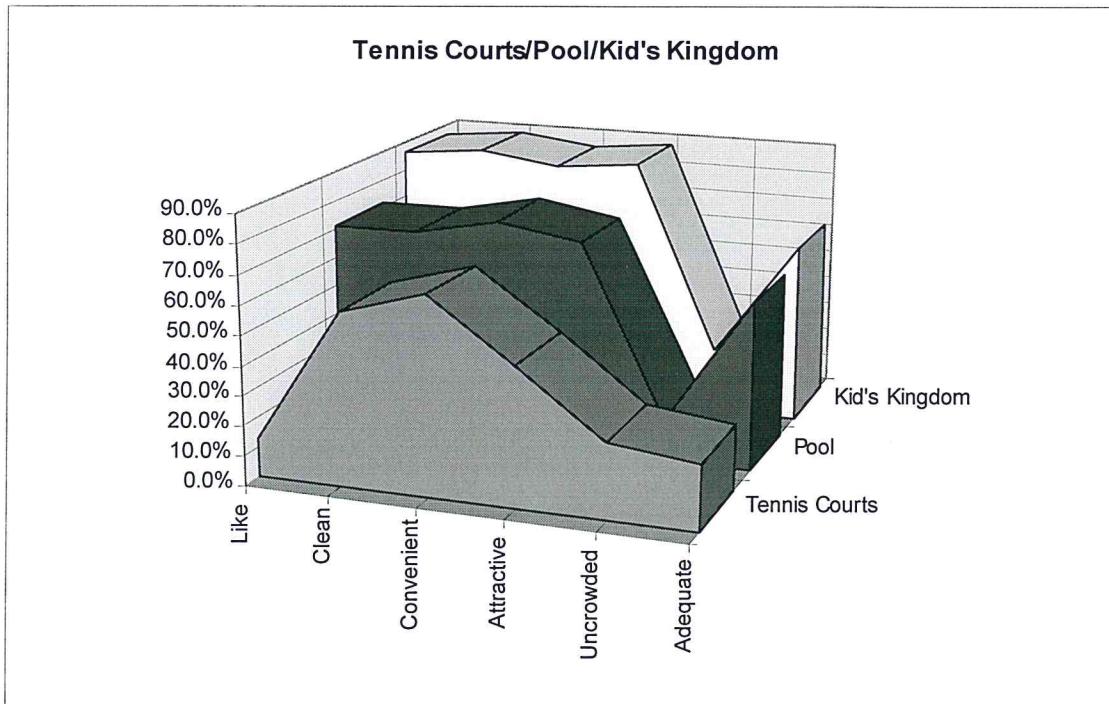
SECTION 3:

FACILITY COMPARISON

TENNIS COURTS (SCHULYER), POOL, and KID'S KINGDOM

The following information illustrates the perceptions of the township residents. A comparison was drawn between the tennis courts on Schulyer, the pool, and Kid's Kingdom. The percentages used for comparison are taken from the responses by the residents that felt strongly about a specific facility attribute.

	Like	Clean	Convenient	Attractive	Uncrowded	Adequate
Tennis Courts	13.3%	58.3%	66.7%	46.7%	25.9%	22.1%
Pool	71.2%	71.2%	77.3%	72.6%	13.8%	57.6%
Kid's Kingdom	86.5%	89.2%	85.4%	87.8%	21.6%	62.1%



SUMMARY

- Kid's Kingdom Very well liked, very clean, very convenient, very attractive, but substantially crowded and moderately inadequate.
- Pool Reasonably liked, clean, convenient and attractive. Substantially crowded and moderately adequate.
- Tennis Courts Unliked but clean and convenient. Moderately crowded and substantially inadequate.

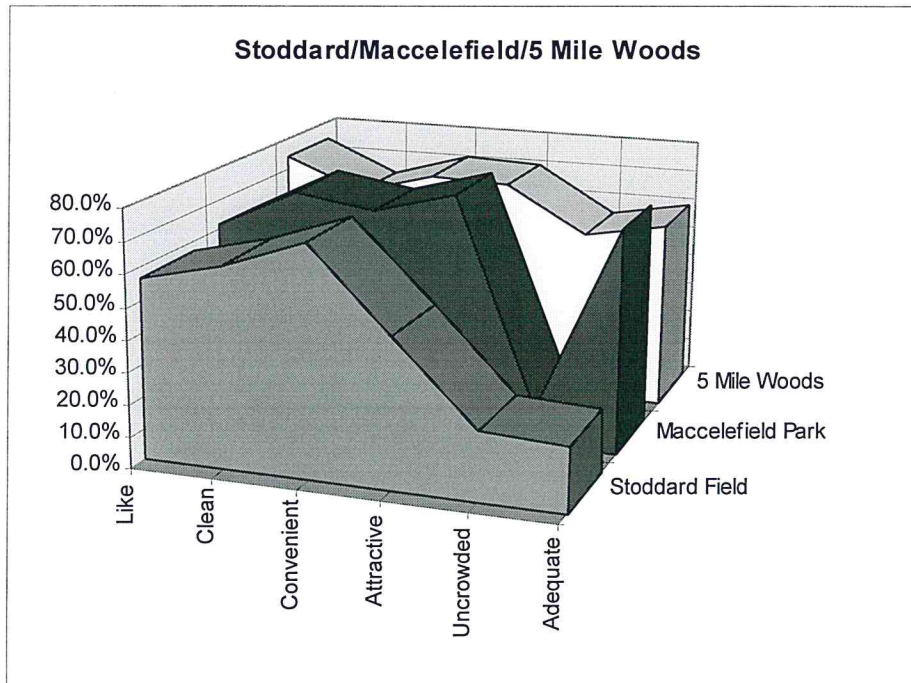
SECTION 3:

FACILITY COMPARISON (continued)

STODDARD FIELD, MACCLESFIELD PARK, and 5 MILE WOODS

The following information illustrates the perceptions of the township residents. A comparison was drawn between Stoddard Field, Macclesfield Park, and 5 Mile Woods. The percentages used for comparison are taken from the responses by the residents that felt strongly about a specific facility attribute.

	Like	Clean	Convenient	Attractive	Uncrowded	Adequate
Stoddard Field	57.0%	63.0%	72.3%	47.0%	21.5%	20.0%
Macclesfield Park	61.7%	74.2%	70.2%	77.6%	11.8%	71.2%
5 Mile Woods	74.2%	63.9%	70.9%	69.9%	54.8%	59.7%



SUMMARY

The percentage rankings associated with the facilities were generated by residents perceptions of the facilities.

- 5 Mile Woods Very well liked, clean, convenient, and attractive. Moderately crowded and moderately inadequate.
- Macclesfield Park Well liked, clean, convenient and attractive. Extremely crowded but moderately adequate.
- Stoddard Field Moderately liked, clean and convenient. Substantially crowded and substantially inadequate.

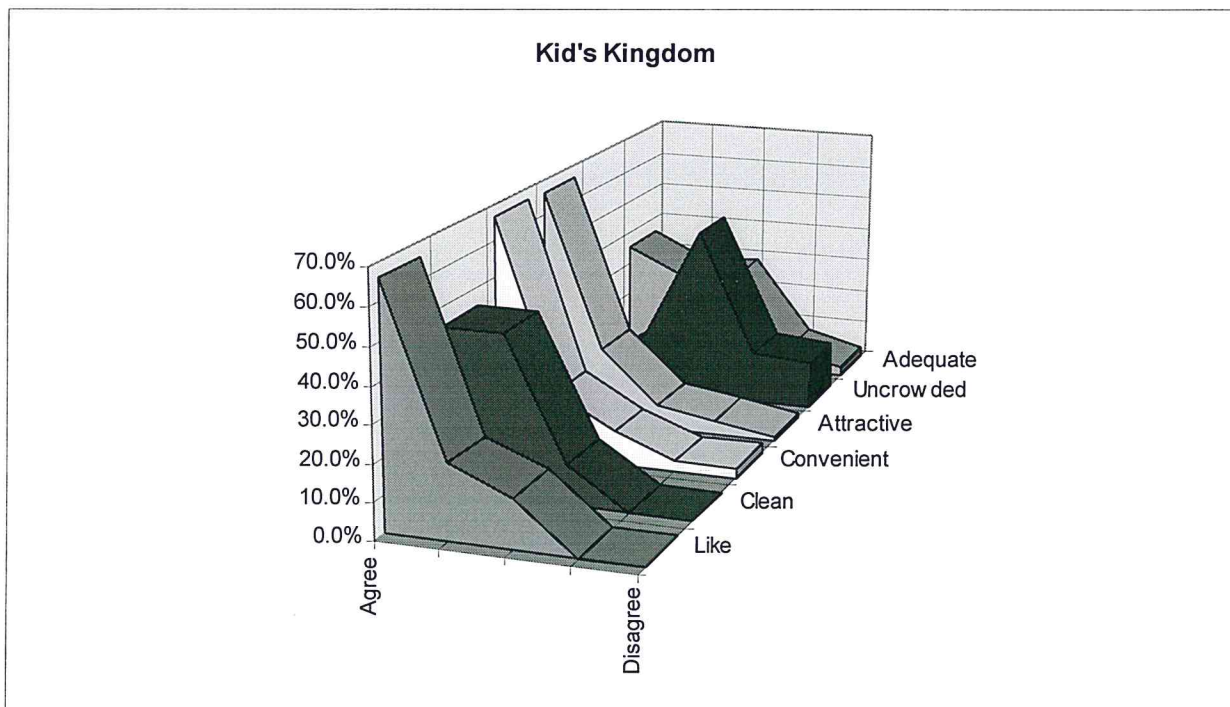
SECTION 3:

FACILITY REVIEW

KID'S KINGDOM

The following information illustrates the perceptions of Kid's Kingdom. The percentages below represent the responses by the residents regarding a specific facility attribute.

	Like	Clean	Convenient	Attractive	Uncrowded	Adequate
Agree	66.2%	44.6%	66.7%	66.2%	5.4%	35.1%
	20.3%	44.6%	18.7%	21.6%	16.2%	27.0%
	13.5%	10.8%	9.3%	6.8%	50.0%	28.4%
Disagree	0.0%	0.0%	2.7%	4.1%	14.9%	6.8%
	0.0%	0.0%	2.6%	1.3%	13.5%	2.7%



SUMMARY

Well liked, convenient, attractive, moderately clean, relatively crowded and marginally adequate.

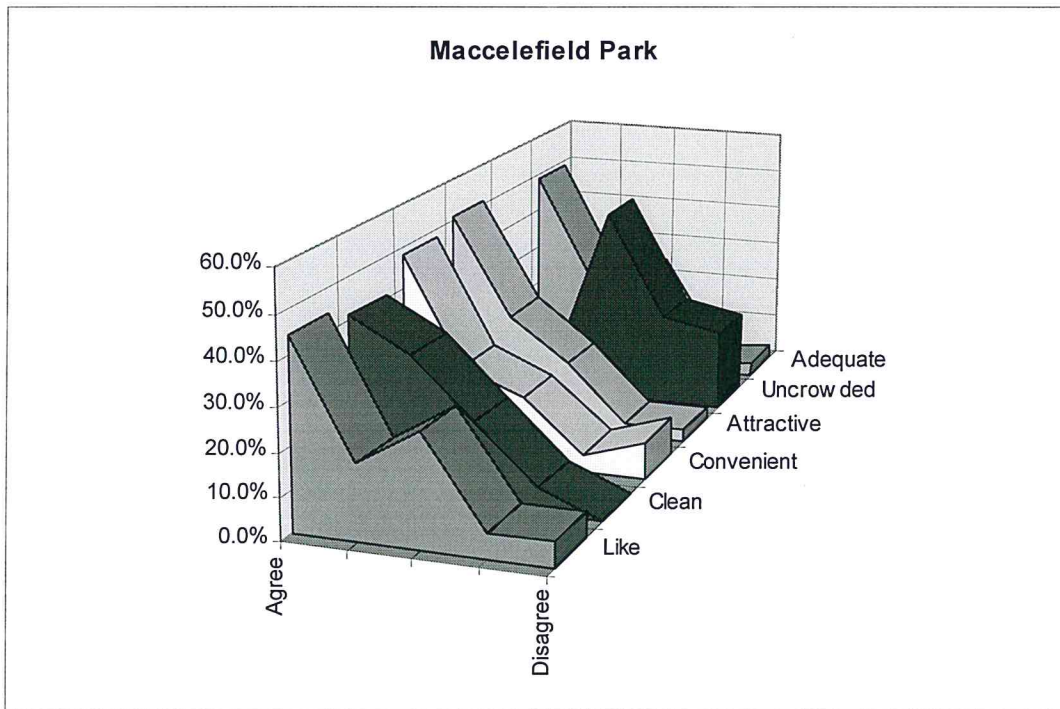
SECTION 3:

FACILITY REVIEW (continued)

MACCLESFIELD PARK

The following information illustrates the perceptions of Macclesfield Park. The percentages below represent the responses by the residents regarding a specific facility attribute.

	Like	Clean	Convenient	Attractive	Uncrowded	Adequate
Agree	44.1%	40.9%	47.8%	50.7%	5.9%	48.5%
	17.6%	33.3%	22.4%	26.9%	5.9%	22.7%
	26.5%	19.7%	16.4%	16.4%	47.1%	24.3%
Disagree	5.9%	6.1%	4.4%	3.0%	22.0%	1.5%
	5.9%	0.0%	9.0%	3.0%	19.1%	3.0%



SUMMARY

Generally liked, clean, convenient, attractive and adequate but relatively crowded.

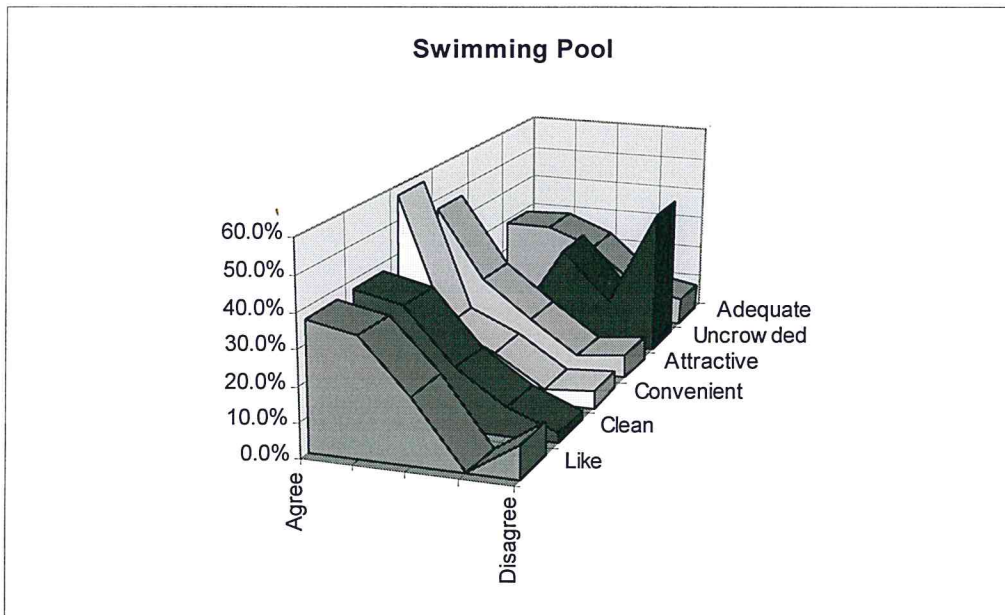
SECTION 3:

FACILITY REVIEW (continued)

SWIMMING POOL

The following information illustrates the perceptions of the swimming pool. The percentages below represent the responses by the residents regarding a specific facility attribute.

	Like	Clean	Convenient	Attractive	Uncrowded	Adequate
Agree	37.0%	37.0%	57.3%	46.6%	6.9%	28.8%
	34.2%	34.2%	20.0%	26.0%	6.9%	28.8%
	19.2%	17.9%	13.4%	15.1%	29.2%	23.2%
Disagree	0.0%	8.2%	4.0%	5.5%	13.9%	11.0%
	9.6%	2.7%	5.3%	6.8%	43.1%	8.2%



SUMMARY

Generally liked, adequate, and clean, very convenient, moderately attractive, but relatively crowded.

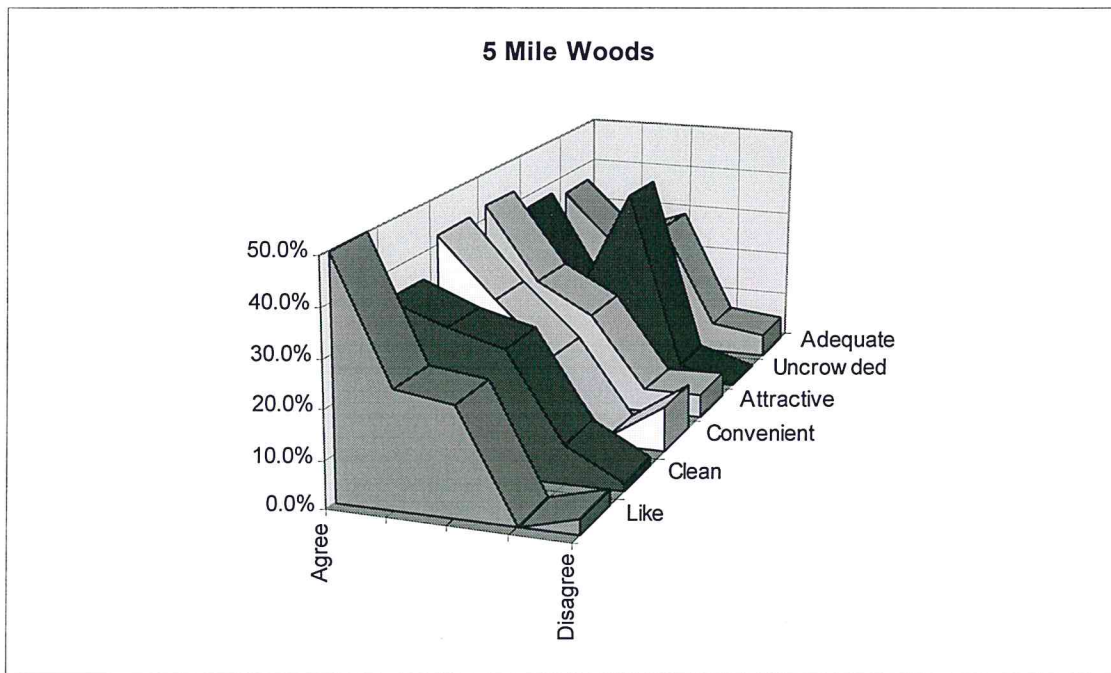
SECTION 3:

FACILITY REVIEW (continued)

5 MILE WOODS

The following information illustrates the perceptions of the 5 Mile Woods. The percentages below represent the responses by the residents regarding a specific facility attribute.

	Like	Clean	Convenient	Attractive	Uncrowded	Adequate
Agree	50.0%	34.4%	41.9%	42.9%	37.1%	35.5%
	24.2%	29.5%	29.0%	27.0%	17.7%	24.2%
	22.6%	26.3%	17.8%	20.5%	42.0%	29.0%
Disagree	0.0%	8.2%	1.6%	4.8%	3.2%	6.5%
	3.2%	1.6%	9.7%	4.8%	0.0%	4.8%



SUMMARY

Well liked, generally clean, adequate, moderately convenient and attractive, but relatively crowded.

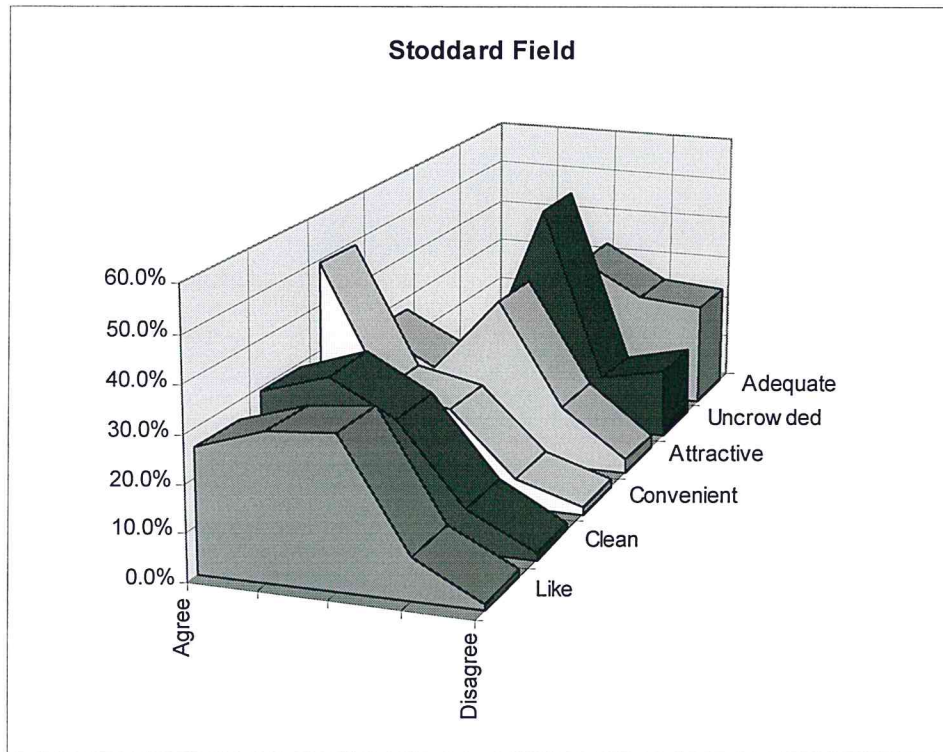
SECTION 3:

FACILITY REVIEW (continued)

STODDARD FIELD

The following information illustrates the perceptions of the Stoddard Field. The percentages below represent the responses by the residents regarding a specific facility attribute.

	Like	Clean	Convenient	Attractive	Uncrowded	Adequate
Agree	26.2%	29.2%	49.2%	27.3%	9.2%	9.2%
	30.8%	33.8%	23.1%	19.7%	12.3%	10.8%
	32.3%	26.3%	20.0%	36.4%	50.8%	32.3%
Disagree	9.2%	9.2%	6.2%	13.6%	12.3%	24.6%
	1.5%	1.5%	1.5%	3.0%	15.4%	23.1%



SUMMARY

Somewhat liked, somewhat clean, moderately convenient, somewhat attractive, relatively crowded, and less than adequate.

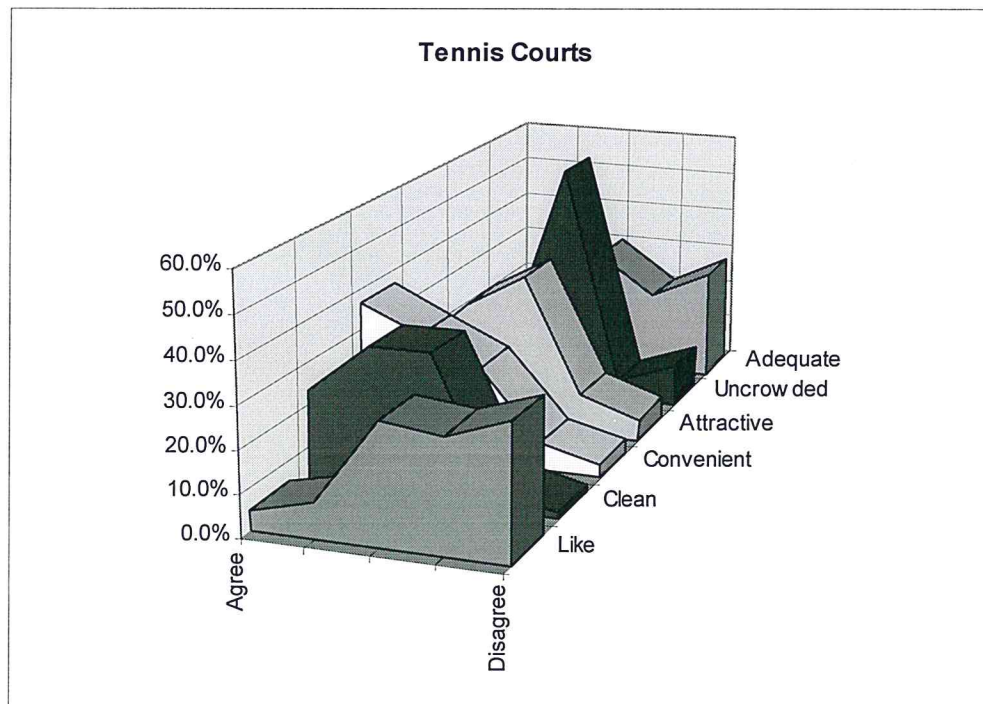
SECTION 3:

FACILITY REVIEW (continued)

TENNIS COURTS (Schulyer)

The following information illustrates the perceptions of the Tennis Courts. The percentages below represent the responses by the residents regarding a specific facility attribute.

	Like	Clean	Convenient	Attractive	Uncrowded	Adequate
Agree	5.0%	23.3%	36.7%	16.7%	12.1%	10.2%
	8.3%	35.0%	30.0%	30.0%	13.8%	11.9%
	28.3%	35.0%	23.3%	38.3%	58.6%	30.5%
Disagree	26.7%	5.0%	6.7%	10.0%	5.2%	20.3%
	31.7%	1.7%	3.3%	5.0%	10.3%	27.1%



SUMMARY

Disliked, somewhat clean, somewhat convenient, somewhat attractive, relatively crowded, and less than adequate.

SECTION 4:

NEW FACILITY PREFERENCES

We asked the residents to rank their preference of facilities they would like to have developed. We also asked them to rank the funding they were willing to assign to the development of those facilities. The responses are presented in order of most preferred to least preferred by mean.

Development Preferences

Walking/Bike Paths	4.4
Playgrounds	5.1
Tennis Courts	6.0
Picnic Areas	6.7
Baseball Fields	7.0
Basketball Courts	7.2
Soccer Fields	7.5
Community Center	8.1
Ice Skating Areas	8.2
Public Golf Course	8.4
Volleyball Courts	8.8
Pavilion	10.2
Football Fields	10.3
Lacrosse Fields	11.2
Skateboard\Roller blade	11.5
Concession Stands	12.0

Funding Preferences

Additional Baseball Fields	316
Public Golf Course	272
Walking/Bike Path	263
Ice Skating Areas	183
Community Center	175
Additional Play Grounds	139
Picnic Areas	120
Additional Tennis Courts	115
Basketball Court	107
Additional Soccer Fields	103
Pavilion	76
Skateboard\Roller Blade	68
Volleyball Courts	67
Football Fields	65
Lacrosse Fields	63
Concession Stands	47

SUMMARY

None of the development preferences matched the funding preferences but trends are visible. Residents do not agree on what to develop and what to fund but they do agree on what they do NOT want. Volleyball, Pavilion, Football, Lacrosse, Skateboard, and Concession Stand were ranked at the bottom of both lists.

Walking/Bike Paths are in the top three on both lists. Playgrounds, Tennis Courts, and Picnic Areas are strongly ranked in development but only moderately ranked in funding. Basketball and Soccer are moderately ranked for development but low on the funding preferences.

Baseball, Community Center, Ice Skating, and a Public Golf Course range from moderate to less preferred as development projects but were strongly preferred for funding.

SECTION 5:

DEMOGRAPHICS

Gender

Male	69%
Female	31%

Mean Age 47.5

Marital Status

Married	83.7%
Single	7.1%
Divorced	5.1%
Widowed	4.1%

Occupation

Manager	22.9%
Professional	20.9%
Other	16.7%
Self Employed	14.6%
Home Maker	10.4%
Teacher/Professor	9.4%
Tradesman	3.1%
Public Service	1.0%
Clerical	1.0%
Student	0.0%

Children

53% surveyed have at least one child, mean age 11.6 Gender 52.8% male, 47.2% female
42% have a second child, mean age 9.8 Gender 33.3% male, 66.7% female
13% have a third child, mean age 8.9 Gender 15.4% male, 84.6% female
2% have a fourth child, mean age 6.0 Gender 50.0% male, 50.0% female

Income

\$80,000 - \$ 99,999	20.0%
\$120,000 - \$149,999	18.8%
\$60,000 - \$ 79,999	17.6%
\$100,000 - \$119,999	14.1%
Below \$60,000	11.8%
Above \$210,000+	7.1%
\$150,000 - \$179,999	5.9%
\$180,000 - \$209,999	4.7%

Mean is 3.84 or approximately \$96,000.

Education

Bachelors Degree	34.8%
Masters Degree	29.3%
Graduate Degree Credits	12.0%
Some College Credits	9.8%
Vocational/Technical Degree	5.4%
Doctorate Degree	5.4%
High School/GED	3.3%

Mean at 4.5 is more than a Bachelors Degree and less than some graduate credits.

Recreational Organizations

69.1% do not belong to a recreational organization.

SECTION 6:

ORIGINAL DOCUMENTATION

SURVEY - FIRST MAILING

November 14, 1995

«FNAME» «LNAME»
«STREETNO» «ADRR2»
«ADDR3»

Dear «MR_LNAME»:

Dr. William Strahle, Leslie Ettlinger, and I are from Rider University in Lawrenceville New Jersey and, like you, are residents of the Lower Makefield Township. We are conducting a survey about the recreational development needs of our township. The goal of this research project is to provide practical information from Lower Makefield residents to assist the community leaders in generating an up-to-date recreational development plan.

You have been randomly selected to represent the opinions and concerns of the township in this regard. Your input is a vital part of this project. With this detailed information our community leaders can better focus the recreational budget to address the concerns of the community today and plan for the concerns of tomorrow.

It will take about 10 minutes to complete this survey. Your answers will be treated with complete confidence and will be used only to create a composite report.

We have enclosed a postage-paid return envelope for your use. If you have any questions or wish to speak to someone regarding this survey, please feel free to contact Dr. William Strahle at his Rider University office (609) 895-5512.

Thank you in advance for your valuable time. If you would like an executive summary of the survey results, please print your name and address on the back of the return envelope.

Sincerely,

Patrick M. Gunshenan

SECTION 6:

ORIGINAL DOCUMENTATION

SURVEY (continued)

This survey is about recreational development in Lower Makefield Township. The following statements have to do with your overall opinion. Please read each statement and circle the answer that best describes your first impression. The higher the number, the more you agree with the statement.

	Strongly Agree	Slightly Agree	Slightly Disagree	Strongly Disagree
Lower Makefield Township recreational facilities should be open to everyone, even if they are not township residents.	6	5	4	3 2 1
Lower Makefield Township needs a community center.	6	5	4	3 2 1
A park is just a place for young people to loiter.	6	5	4	3 2 1
Lower Makefield Township should float a bond to pay for additional recreational development.	6	5	4	3 2 1
Parks can be enjoyed by people of all ages.	6	5	4	3 2 1
Increased recreational development will raise our local taxes.	6	5	4	3 2 1
Lower Makefield Township should participate in a regional recreation program.	6	5	4	3 2 1
Recreational organizations (YMS, PAA, LMAA) have too much influence in Lower Makefield Township.	6	5	4	3 2 1
A neighborhood park would be a good place for teens to gather.	6	5	4	3 2 1
I would like to see more recreational programming by the township.	6	5	4	3 2 1
The township already provides adequate recreational facilities.	6	5	4	3 2 1
The township supervisors understand the recreational needs of the community.	6	5	4	3 2 1
I favor a tax increase dedicated to recreational development.	6	5	4	3 2 1
Local parks are only for parents with small children.	6	5	4	3 2 1
Lower Makefield Township should hire a full time Parks and Recreation Director.	6	5	4	3 2 1
Parks and recreational facilities must pay for themselves.	6	5	4	3 2 1
The township already spends too much money on recreation.	6	5	4	3 2 1
There is a shortage of parking spaces available at the Macclesfield Park location.	6	5	4	3 2 1
There should be concession stands at township recreational events.	6	5	4	3 2 1
Township sponsored leagues should not have to pay for field use.	6	5	4	3 2 1

SECTION 6:

ORIGINAL DOCUMENTATION

SURVEY (continued)

Please describe some of the existing recreational facilities in Lower Makefield Township, whether you visited them recently or not. *Your feelings can be based on personal experiences or the impression you have gotten from others.* Please indicate how you would describe each of the locations listed below by placing an "X" at the appropriate spot on the lines between each pair of opposites.

Kid's Kingdom

Like :__ :__ :__ :__ :__ :__ :Dislike
 Clean :__ :__ :__ :__ :__ :__ :Dirty
 Inconvenient :__ :__ :__ :__ :__ :__ :Convenient
 Unattractive :__ :__ :__ :__ :__ :__ :Attractive
 Crowded :__ :__ :__ :__ :__ :__ :Uncrowded
 Adequate :__ :__ :__ :__ :__ :__ :Inadequate

Five Mile Woods

Dislike :__ :__ :__ :__ :__ :__ :Like
 Clean :__ :__ :__ :__ :__ :__ :Dirty
 Convenient :__ :__ :__ :__ :__ :__ :Inconvenient
 Unattractive :__ :__ :__ :__ :__ :__ :Attractive
 Inadequate :__ :__ :__ :__ :__ :__ :Adequate
 Crowded :__ :__ :__ :__ :__ :__ :Uncrowded

Macclesfield Park

Inadequate :__ :__ :__ :__ :__ :__ :Adequate
 Clean :__ :__ :__ :__ :__ :__ :Dirty
 Inconvenient :__ :__ :__ :__ :__ :__ :Convenient
 Unattractive :__ :__ :__ :__ :__ :__ :Attractive
 Crowded :__ :__ :__ :__ :__ :__ :Uncrowded
 Like :__ :__ :__ :__ :__ :__ :Dislike

Stoddard Field (facility on Edgewood)

Uncrowded :__ :__ :__ :__ :__ :__ :Crowded
 Dirty :__ :__ :__ :__ :__ :__ :Clean
 Like :__ :__ :__ :__ :__ :__ :Dislike
 Unattractive :__ :__ :__ :__ :__ :__ :Attractive
 Adequate :__ :__ :__ :__ :__ :__ :Inadequate
 Inconvenient :__ :__ :__ :__ :__ :__ :Convenient

Lower Makefield Swimming Pool

Attractive :__ :__ :__ :__ :__ :__ :Unattractive
 Inconvenient :__ :__ :__ :__ :__ :__ :Convenient
 Like :__ :__ :__ :__ :__ :__ :Dislike
 Dirty :__ :__ :__ :__ :__ :__ :Clean
 Adequate :__ :__ :__ :__ :__ :__ :Inadequate
 Crowded :__ :__ :__ :__ :__ :__ :Uncrowded

Tennis Courts (at Revere and Schulyer)

Clean :__ :__ :__ :__ :__ :__ :Dirty
 Convenient :__ :__ :__ :__ :__ :__ :Inconvenient
 Unattractive :__ :__ :__ :__ :__ :__ :Attractive
 Crowded :__ :__ :__ :__ :__ :__ :Uncrowded
 Adequate :__ :__ :__ :__ :__ :__ :Inadequate
 Like :__ :__ :__ :__ :__ :__ :Dislike

In a number of neighboring communities, recreational facilities are lighted for evening use. Are you in favor of this practice? Yes ___ No ___

Why or why not? _____

If you are in favor of this practice, which Lower Makefield Township facilities should be lighted?

What days and times should these facilities be lighted?

SECTION 6:

ORIGINAL DOCUMENTATION

QUESTIONNAIRE (continued)

Listed below are the types of facilities typically found in municipalities like Lower Makefield Township. Based on your personal preferences, please rank them in the order you would like to see more of them developed within the township. Use "1" as the most desired and "16" as the least desired. (Please use the numbers 1 through 16 only once.)

Baseball Fields	___	Tennis Courts	___
Soccer Fields	___	Basketball Courts	___
Lacrosse Fields	___	Playgrounds	___
Volleyball Courts	___	Football Fields	___
Walking/Bike Paths	___	Skateboard\Roller Blade	___
Ice Skating Areas	___	Picnic Areas	___
Pavilion	___	Public Golf Course	___
Community Center	___	Concession Stands	___

Below you will find 16 types of facilities typically constructed in a township like Lower Makefield. Assume you have \$1000.00 in recreational funds available. Please choose the *best* way to distribute your money using all \$1000.00. For example, you may allocate the entire \$1000 to a single facility or may distribute the money evenly at \$62.50 per facility. (Your answers must total \$1000.)

Walking/Bike Path	\$ _____
Additional Tennis Courts	\$ _____
Concession Stands	\$ _____
Basketball Court	\$ _____
Lacrosse Field	\$ _____
Additional Soccer Fields	\$ _____
Volleyball Court	\$ _____
Football Field	\$ _____
Additional Baseball Fields	\$ _____
Skateboard\Roller blade	\$ _____
Ice Skating Area	\$ _____
Picnic Area	\$ _____
Pavilion	\$ _____
Public Golf Course	\$ _____
Community Center	\$ _____
Additional Playgrounds	\$ _____
TOTAL	\$1000.00

SECTION 6:

ORIGINAL DOCUMENTATION

SURVEY (continued)

The following statements are about you. They are for classification purposes only. This information will be kept confidential and will not be used in connection with you, personally, in any way.

Please indicate your gender.

Male Female

What is your age to your nearest birthday?

_____ years

Marital Status

Single Separated

Married Divorced

Widowed

Please enter the estimated driving time to the recreational facility nearest to your home.

_____ minutes

Please circle the choice that best describes your current occupation.

- Manager 1
- Self Employed 2
- Student 3
- Home Maker 4
- Professional (Doctor/Lawyer) 5
- Public Service 6
- Clerical 7
- Teacher/Professor 8
- Tradesman 9
- Other 10

Do you have children at home?

Yes No

If yes, please provide your children's gender and age:

- Boy Girl Age _____
- Boy Girl Age _____
- Boy Girl Age _____
- Boy Girl Age _____
- Boy Girl Age _____
- Boy Girl Age _____

Are you active in any Recreational Organizations? Yes No

If so, which one(s) _____

Please enter your combined household income.

- Below \$60,000 _____
- \$60,000 - \$ 79,999 _____
- \$80,000 - \$ 99,999 _____
- \$100,000 - \$119,999 _____
- \$120,000 - \$149,999 _____
- \$150,000 - \$179,999 _____
- \$180,000 - \$209,999 _____
- Above \$210,000+ _____

Please describe your educational background.

- High School/GED _____
- Some College Credits _____
- Vocational/Technical Degree _____
- Bachelor's Degree _____
- Graduate Degree Credits _____
- Masters Degree _____
- Doctorate Degree _____

In which development do you live?

How long have you lived in the township?
_____ years

Thank you for your assistance.

As a reminder, if you would like an executive summary of the survey results put your address on the back of the return envelope provided.

SECTION 6:

ORIGINAL DOCUMENTATION

REMINDER LETTER - SECOND MAILING

December 8, 1995

«FNAME» «LNAME»
«STREETNO» «ADDR2»
«ADDR3»

Dear «MR_LNAME»:

Hello again! You may remember that I forwarded you a SURVEY recently regarding your thoughts on several issues concerning Lower Makefield Township. If you have returned it, thank you for your response. If you misplaced it, I have enclosed a second copy for your convenience.

As residents of the Township, Professor Strahle and I are concerned about the recreational development in our neighborhoods. The results from this survey will provide a good first step in understanding where we are currently and where we should be. I hope that you will find the time to assist us in this effort.

As we promised in our first mailing, an executive summary of the results of this survey will be sent to you if you print your name on the enclosed return envelope. If you have any questions regarding the purpose of the survey, please feel free to call Professor Strahle's office at (609) 895-5512. Thank you again for your help.

Sincerely,

Patrick Gunshenan

SECTION 6:

ORIGINAL DOCUMENTATION

EXECUTIVE SUMMARY

INTRODUCTION

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Pertinent Statements sorted by mean

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OVERVIEW

Three hundred questionnaires were mailed to a randomly generated sample of all Lower Makefield Township tax payers. The survey was conducted through two mailings to the potential respondents. The first went to all three hundred residents in the sample, while the second followed two weeks later as a reminder to the non-respondents of the first mailing.

The overall response rate was 33%, or 100 returns. Since an acceptable return rate for an unsolicited questionnaire is about 10%, we judged the return rate obtained in this survey to be quite acceptable.

The following pages include the survey results and our interpretation of the data.

INTRODUCTION

«DATE»

«FNAME» «LNAME»

«STREETNO» «ADRR2»

«ADDR3»

Dear «MR_LNAME»:

Hello again! You may remember that you filled out a SURVEY regarding your thoughts on several issues concerning Lower Makefield Township recreational development. As we promised, the attached is an Executive Summary of the results of that survey.

If you have any questions regarding the survey, please feel free to call Professor Strahle's office at (609) 895-5512. Thank you again for your help.

Sincerely,

Patrick Gunshenan

SECTION 2:

STATEMENTS

The following are the pertinent statements extracted from the total list. These pertinent statements have been sorted by mean to establish the overall rating of each statement.

Definitions of the categories are as follows:

MEAN	The sum of the observations divided by the total number of observations.
STD. ERR	(Standard Error) Measures the variability of the mean.
STD. DEV	(Standard Deviation) The difference of each observed occurrence from the mean of the occurrences.

The survey results range from a rating of 6, Strongly Agree, to 1, Strongly Disagree. Everything above a 3.5 represents agreement and everything below 3.5 represents disagreement to the statement.

Agree to Slightly Agree

Question	Mean	Std. Err	Std. Dev	Strongly Disagree	Strongly Agree
I would like to see more recreational programming by the township.	3.95	0.15	1.43	13.4%	34.1%
LMT should participate in a regional recreation program.	3.76	0.16	1.60	21.7%	34.1%
There is a shortage of parking spaces available at the Macclesfield Park location.	3.71	0.17	1.49	16.5%	29.1%
There should be concession stands at township recreational events.	3.66	0.16	1.53	26.6%	24.5%
Parks and recreational facilities must pay for themselves.	3.57	0.14	1.35	19.6%	19.6%
The township already provides adequate recreational facilities.	3.56	0.13	1.29	19.6%	44.3%

Disagree to Slightly Disagree

Question	Mean	Std. Err	Std. Dev	Strongly Disagree	Strongly Agree
Recreational organizations (YMS, PAA, LMAA) have too much influence in LMT.	3.46	0.16	1.45	24.1%	21.7%
Township sponsored leagues should not have to pay for field use.	3.44	0.16	1.54	22.0%	24.2%
LMT should float a bond to pay for additional recreational development.	3.34	0.17	1.65	33.0%	26.8%
The township supervisors understand the recreational needs of the community.	3.26	0.14	1.27	24.7%	12.9%
LMT should hire a full time Parks and Recreation Director.	3.24	0.16	1.55	29.2%	17.7%
I favor a tax increase dedicated to recreational development.	2.81	0.15	1.47	42.4%	13.1%
The township already spends too much money on recreation.	2.73	0.13	1.24	38.6%	26.8%

SECTION 3:

FACILITY REVIEW

KID'S KINGDOM

The following information illustrates the perceptions of Kid's Kingdom. The percentages below represent the responses by the residents regarding a specific facility attribute.

	Like	Clean	Convenient	Attractive	Uncrowded	Adequate
Agree	66.2%	44.6%	66.7%	66.2%	5.4%	35.1%
	20.3%	44.6%	18.7%	21.6%	16.2%	27.0%
	13.5%	10.8%	9.3%	6.8%	50.0%	28.4%
	0.0%	0.0%	2.7%	4.1%	14.9%	6.8%
Disagree	0.0%	0.0%	2.6%	1.3%	13.5%	2.7%

SUMMARY: Well liked, convenient, attractive, moderately clean, relatively crowded and marginally adequate.

MACCLESFIELD PARK

The following information illustrates the perceptions of Macclesfield Park. The percentages below represent the responses by the residents regarding a specific facility attribute.

	Like	Clean	Convenient	Attractive	Uncrowded	Adequate
Agree	44.1%	40.9%	47.8%	50.7%	5.9%	48.5%
	17.6%	33.3%	22.4%	26.9%	5.9%	22.7%
	26.5%	19.7%	16.4%	16.4%	47.1%	24.3%
	5.9%	6.1%	4.4%	3.0%	22.0%	1.5%
Disagree	5.9%	0.0%	9.0%	3.0%	19.1%	3.0%

SUMMARY: Generally liked, clean, convenient, attractive and adequate but relatively crowded.

SWIMMING POOL

The following information illustrates the perceptions of the Swimming Pool. The percentages below represent the responses by the residents regarding a specific facility attribute.

	Like	Clean	Convenient	Attractive	Uncrowded	Adequate
Agree	37.0%	37.0%	57.3%	46.6%	6.9%	28.8%
	34.2%	34.2%	20.0%	26.0%	6.9%	28.8%
	19.2%	17.9%	13.4%	15.1%	29.2%	23.2%
	0.0%	8.2%	4.0%	5.5%	13.9%	11.0%
Disagree	9.6%	2.7%	5.3%	6.8%	43.1%	8.2%

SUMMARY: Generally liked, adequate, and clean, very convenient, moderately attractive, but relatively crowded.

5 MILE WOODS

The following information illustrates the perceptions of the 5 Mile Woods. The percentages below represent the responses by the residents regarding a specific facility attribute.

	Like	Clean	Convenient	Attractive	Uncrowded	Adequate
Agree	50.0%	34.4%	41.9%	42.9%	37.1%	35.5%
	24.2%	29.5%	29.0%	27.0%	17.7%	24.2%
	22.6%	26.3%	17.8%	20.5%	42.0%	29.0%
	0.0%	8.2%	1.6%	4.8%	3.2%	6.5%
Disagree	3.2%	1.6%	9.7%	4.8%	0.0%	4.8%

SUMMARY: Well liked, generally clean and adequate, moderately convenient and attractive, and but relatively crowded.

STODDARD FIELD

The following information illustrates the perceptions of the Stoddard Field. The percentages below represent the responses by the residents regarding a specific facility attribute.

	Like	Clean	Convenient	Attractive	Uncrowded	Adequate
Agree	26.2%	29.2%	49.2%	27.3%	9.2%	9.2%
	30.8%	33.8%	23.1%	19.7%	12.3%	10.8%
	32.3%	26.3%	20.0%	36.4%	50.8%	32.3%
	9.2%	9.2%	6.2%	13.6%	12.3%	24.6%
Disagree	1.5%	1.5%	1.5%	3.0%	15.4%	23.1%

SUMMARY: Somewhat liked, somewhat clean, moderately convenient, somewhat attractive, relatively crowded, and less than adequate.

TENNIS COURTS (Schulyer)

The following information illustrates the perceptions of the Tennis Courts. The percentages below represent the responses by the residents regarding a specific facility attribute.

	Like	Clean	Convenient	Attractive	Uncrowded	Adequate
Agree	5.0%	23.3%	36.7%	16.7%	12.1%	10.2%
	8.3%	35.0%	30.0%	30.0%	13.8%	11.9%
	28.3%	35.0%	23.3%	38.3%	58.6%	30.5%
	26.7%	5.0%	6.7%	10.0%	5.2%	20.3%
Disagree	31.7%	1.7%	3.3%	5.0%	10.3%	27.1%

SUMMARY: Disliked, somewhat clean, somewhat convenient, somewhat attractive, relatively crowded, and less than adequate.