

SURVEY QUESTIONNAIRE

Project: Champaign Park District – Parks and Recreation Survey
Field Dates: December 2025
Universe: Champaign Park District residents
Language: English and Spanish
N = 400
Margin of Error = 5%

Final

ONLINE:

Greetings! The Champaign Park District (CPD) needs your input to better understand how you and your household use and experience our parks, trails, facilities, recreation, and cultural programs. By completing this survey, you will provide valuable feedback that will help shape our future strategic priorities and ensure we continue delivering high-quality services for the Champaign community. Please consider the perspectives of your entire household when responding. Your responses are confidential. Only de-identified, aggregated information will be included in the final report.

TELEPHONE:

Hello, may I speak with _____? [IF NOT AVAILABLE—SCHEDULE CALLBACK]

This is _____. Champaign Park District has asked us (Probolsky Research) to conduct a community survey. By completing this survey, you will provide valuable feedback that will help shape our future strategic priorities and ensure we continue delivering high-quality services for the Champaign community. Your participation is important. Your responses are anonymous.

1. In general, what do you think about parks, trails, facilities, recreation, and cultural programs in Champaign?
CAPTURE AND CODE: _____

2. How important are local parks, recreation programs and community events to your quality of life?

Important [NET]

1. *Extremely important*
2. *Very important*

Not important [NET]

3. *Somewhat important*
4. *Not at all important*
5. *Unsure [NOT READ]*

3. What aspects of your quality of life do you believe are improved through parks and recreation services?
Select all that apply.
[RANDOMIZE]

1. **Physical health**
2. **Mental health**
3. **Social connection**
4. **Youth development**
5. **Family bonding**
6. **Accessibility to nature**
7. **Cultural enrichment**
8. **Safety and security**

9. Other [CAPTURE AND CODE]: _____
10. Unsure [NOT READ]

Parks

Here are some questions about parks

4. Overall, how satisfied are you with the Champaign Park District?

Satisfied [NET]

1. *Very satisfied*
2. *Somewhat satisfied*

Unsatisfied [NET]

3. *Somewhat unsatisfied*
4. *Very unsatisfied*
5. Unsure [NOT READ]

Please rate your satisfaction with each of the following aspects of Champaign Park District.

Satisfied		Unsatisfied		5. Unsure
1. Strongly satisfied	2. Somewhat satisfied	3. Somewhat unsatisfied	4. Strongly unsatisfied	

[RANDOMIZE Q5 – Q9]

5. **Maintenance of parks and facilities**
6. **Quality of recreation programs**
7. **Staff helpfulness and professionalism**
8. **Cleanliness and safety of parks**
9. **Accessibility and inclusivity**
10. In a typical year, how often do you or members of your household utilize parks, open space, or trails in Champaign?
 1. **More than once a week**
 2. **Once a week or 3 to 4 times per month**
 3. **Once or twice a month**
 4. **Several times a year**
 5. **Once a year**
 6. **Never**
 7. Unsure [NOT READ]

[IF ANSWERED 'NEVER' and 'UNSURE' TO Q10]

11. If you answered never or unsure that you have not visited Champaign Park District parks, trails, or open space, please let us know what keeps you from using the park district. Please check all that apply.
 1. **Use another park district**
 2. **Not interested in what is offered**

3. **Use a private club**
4. **Lack of transportation**
5. **Time conflict**
6. **Too busy**
7. **Lack of convenient parking**
8. **Inconvenient location**
9. Other [CAPTURE AND CODE]: _____

[IF ANSWERED ANYTHING BUT 'NEVER' AND 'UNSURE' TO Q10]

- 12.** What is the name of the park, recreation center, open space, or trail in Champaign you use most?
CAPTURE AND CODE: _____

[IF ANSWERED ANYTHING BUT 'NEVER' AND 'UNSURE' TO Q10]

- 13.** How do you usually get to the park, recreation center, open space, or trail in Champaign that you use the most?
[RANDOMIZE]

1. **Car**
2. **Bus**
3. **Bike**
4. **Walk**
5. Other [CAPTURE AND CODE]: _____
6. Unsure [NOT READ]

[IF ANSWERED ANYTHING BUT 'NEVER' AND 'UNSURE' TO Q10]

- 14.** Which of these activities describes what you or other members of your household do when visiting a park?
Select all that apply.
[RANDOMIZE]

1. **Walking or jogging**
2. **Picnicking**
3. **Playground**
4. **Dog areas**
5. **Biking**
6. **Skateboarding**
7. **Boating or kayaking**
8. **Tennis**
9. **Pickleball**
10. **Splash pad**
11. **Youth sports**
12. **Adult sports leagues**
13. **Outdoor events**
14. Other [CAPTURE AND CODE]: _____
15. None [NOT READ]
16. Unsure [NOT READ]

Facilities

Champaign Park District operates facilities such as recreation centers, aquatic facilities, and cultural venues. We'd like to understand how often you use these facilities, your satisfaction with them, and your priorities for future improvements.

Here are some questions about facilities

15. In a typical year, how often do you or members of your household utilize Champaign Park District facilities?

- 1. More than once a week**
- 2. Once a week or 3 to 4 times per month**
- 3. Once or twice a month**
- 4. Several times a year**
- 5. Never**
6. Unsure [NOT READ]

[IF ANSWERED 'NEVER' TO Q15]

16. What keeps you from using the park district's facilities? Select all that apply.
[RANDOMIZE]

- 1. Not aware of facilities**
- 2. Use another park district**
- 3. Not interested in what is offered**
- 4. Use a private club**
- 5. Limited capacity/waitlist**
- 6. Program fees too expensive**
- 7. Lack of transportation**
- 8. Time conflict**
- 9. Quality of programs**
- 10. Too busy**
- 11. Lack of convenient parking**
- 12. Inconvenient location**
- 13. Cancellation**
14. Other [CAPTURE AND CODE]: _____
15. None [NOT READ]
16. Unsure [NOT READ]

[IF ANSWERED ANYTHING BUT 'NEVER' OR 'UNSURE' TO Q15]

17. Which facilities do you visit most often? Pick up to three.
[RANDOMIZE]

- 1. Children's Prairie Farm**
- 2. C-U Special Recreation Center**
- 3. Dodds Tennis Center**
- 4. Douglass Annex**
- 5. Douglass Community Center**
- 6. Hays Recreation Center**
- 7. Leonhard Recreation Center**
- 8. Martens Center**
- 9. Sholem Aquatic Center**
- 10. Springer Cultural Center**
- 11. Virginia Theatre**

18. How important is it for the Champaign Park District to invest in new or upgraded recreation facilities?

Important [NET]

1. *Very important*
2. *Somewhat important*

Not important [NET]

3. *Not very important*
4. *Not at all important*
5. Unsure [NOT READ]

- 19.** Champaign Park District has identified several potential projects. Which projects should be prioritized? Pick up to three.
[RANDOMIZE]

1. **Enhance Children's Prairie Farm**
2. **Renovate Leonhard Recreation Center**
3. **Restore or Rebuild Douglass Community Center and Annex**
4. **Repave Parkland Way at Dodds Park**
5. **Upgrade Concessions at the Virginia Theatre**
6. **Renovate the Dodds Tennis Center and Courts**
7. **Acquire land to increase parks and open space**
8. **Upgrade sports fields at Dodds Park**
9. **Upgrade Sholem Aquatic Center**
10. **Trail development and expansion**
11. Other [CAPTURE AND CODE]: _____
12. None [NOT READ]
13. Unsure [NOT READ]

- 20.** Which types of amenities should be added or enhanced in the Champaign Park District system?
Select all that apply.
[RANDOMIZE]

1. **Artificial turf sports fields**
2. **Natural turf sports fields**
3. **Trail connectivity**
4. **Indoor walking track**
5. **Indoor archery range**
6. **Ice rink**
7. **Large indoor sports complex**
8. **Additional dog parks**
9. **Aquatic facilities (e.g. pool, splash pad)**
10. **Multi-use community centers**
11. **Tennis courts**
12. **Pickleball courts**
13. **Outdoor fitness stations**
14. **Small neighborhood parks**
15. **Community gathering space**
16. **Additional nature and wildlife areas**
17. Other [CAPTURE AND CODE]: _____
18. None [NOT READ]
19. Unsure [NOT READ]

[IF ANSWERED 'LARGE INDOOR SPORTS COMPLEX' TO Q20]

21. What amenities should the large indoor sports complex include inside it?
[CAPTURE AND CODE]: _____

22. To build and maintain new parks and recreation facilities, Champaign Park District may need to increase tax revenue. Would you support an increase in taxes if it meant having access to new or improved facilities?

Support [NET]

1. *Strongly support*
2. *Somewhat support*

Oppose [NET]

3. *Somewhat oppose*
4. *Strongly oppose*
5. Unsure [NOT READ]

23. What is one thing you feel needs fixing right now to improve CPD facilities?
[CAPTURE AND CODE]: _____

Recreation and Cultural Programs:

Champaign Park District offers a variety of recreation and cultural programs, including classes, sports leagues, camps, fitness programs, and cultural arts opportunities. We'd like to learn which programs you participate in, what matters most when choosing programs, and what you would like to see added or expanded.

Here are some questions about recreation and cultural programs

24. In a typical year, how often do you or members of your household utilize Champaign Park District recreation and cultural programs?

1. **Once or twice a month**
2. **2 to 6 times a year**
3. **Once a year**
4. **Never**
5. Unsure [NOT READ]

25. Which of the following recreation and cultural programs provided by Champaign Park District, if any, have you participated in the past year? Select all that apply.
[RANDOMIZE]

1. **Adult and senior fitness classes**
2. **Adult sports & leagues**
3. **Aquatics and swim lessons**
4. **Drop-in and open gym sports**
5. **Outdoor education programs**
6. **Cultural arts programs**
7. **Preschool and afterschool programs**
8. **Senior center programs**
9. **Summer camps**
10. **Special Recreation programs**
11. **Flag football**
12. **Youth education programs**

13. Youth sports classes and leagues

- 14. Other [CAPTURE AND CODE]: _____
- 15. None [NOT READ]
- 16. Unsure [NOT READ]

26. What are the most important factors to you when deciding which Champaign Park District recreation and cultural programs to participate in? Select all that apply.
[RANDOMIZE]

- 1. **Location**
- 2. **Days/times availability**
- 3. **Quality of programs**
- 4. **Facilities**
- 5. **Pricing**
- 6. **Staffing**
- 7. **Instructors**
- 8. **Friends/family also attend same programs**
- 9. Other [CAPTURE AND CODE]: _____
- 10. None [NOT READ]
- 11. Unsure [NOT READ]

27. Which programs or activities should the Champaign Park District expand or add? Select all that apply.
[RANDOMIZE]

- 1. **Adult and senior fitness classes**
- 2. **Adult sports & leagues**
- 3. **Aquatics and swim lessons**
- 4. **Drop-in and open gym sports**
- 5. **Outdoor education programs**
- 6. **Cultural arts programs**
- 7. **Preschool and afterschool programs**
- 8. **Senior center programs**
- 9. **Lacrosse**
- 10. **Summer camps**
- 11. **Special Recreation programs**
- 12. **Flag football**
- 13. **Youth education programs**
- 14. **Youth sports classes and leagues**
- 15. Other [CAPTURE AND CODE]: _____
- 16. None [NOT READ]
- 17. Unsure [NOT READ]

28. What recreation and cultural programs would you like to see added, expanded, or improved in the Champaign Park District?
[CAPTURE AND CODE]: _____

Community Events:

Champaign Park District hosts and supports community events throughout the year that bring residents together. We'd like to understand which events you attend, what types of events are most important to you, and what influences your decision to participate.

Here are some questions about community events

- 29.** Which of the following community events in Champaign, if any, have you attended in the past year? Select all that apply.
[RANDOMIZE]

1. **Eggstravaganza**
2. **Spring Fling**
3. **Movies in the Park**
4. **Concerts in the Park**
5. **Touch-a-Truck**
6. **Lakeside Brews, Beats, & Eats**
7. **Flannel Fest**
8. **Holiday in Whoville**
9. **Halloween Events**
10. **Dia De Los Muertos**
11. **CUSR Cupcake 5k Run**
12. **Virginia Theatre events**
13. Other [CAPTURE AND CODE]: _____
14. Have not attended any
15. Unsure [NOT READ]

- 30.** To help develop new events in the future, which of the following types of community events are most important to you? Pick up to three.
[RANDOMIZE]

1. **Arts and culture**
2. **Seasonal and holiday events**
3. **Family and youth-oriented**
4. **Food and beverage**
5. **Recreation and wellness**
6. **Educational and environmental**
7. **Senior-oriented**
8. **Pet friendly**
9. Unsure [NOT READ]

- 31.** What are the most important factors to you when deciding which community events to attend? Select all that apply.
[RANDOMIZE]

1. **Affordability**
2. **Convenient location**
3. **Type of activities at event**
4. **Easy parking**
5. **Accessibility of venue**
6. **Family friendly**
7. **Food and beverage offerings**

8. **Available transportation to location**
9. Other: _____ [CAPTURE AND CODE]
10. Unsure [NOT READ]

General Marketing & Communication

Champaign Park District shares information about programs, facilities, and events through a variety of communication channels. We'd like to understand where you get your information and how we can best communicate with you in the future.

Here are some questions about general marketing. & communication

- 32.** Where do you most frequently get information about Champaign Park District? Pick up to three.
[RANDOMIZE]

1. **Social Media**
2. **Park District Website**
3. **Parks and Recreation Monthly E-Newsletter**
4. **Activity Flyers**
5. **Internet Searches**
6. **Family/Friends**
7. **Signs**
8. **Chambanamoms**
9. **Newspaper Ads**
10. **TV ads or appearances**
11. **Radio**
12. Other [CAPTURE AND CODE]: _____
13. Unsure [NOT READ]

- 33.** Please indicate which, if any, of these social apps and websites you use to get most of your information about Champaign Park District. Select all that apply.
[RANDOMIZE]

1. **Facebook**
2. **X (Twitter)**
3. **YouTube**
4. **Instagram**
5. **Threads**
6. **TikTok**
7. **Nextdoor**
8. **LinkedIn**
9. Other [CAPTURE AND CODE]: _____
10. None of these
11. **Unsure [NOT READ]**

The following questions are for demographic purposes only

- 34.** Which best describes your gender?

1. **Male**
2. **Female**

3. **An identity not listed**
4. Prefer not to answer [NOT READ]

35. Which of the following best describes your ethnic background?

1. **Latino/Hispanic**
2. **White/Caucasian**
3. **Black/African American**
4. **Asian/Pacific Islander**
5. **Other**
6. Prefer not to answer [NOT READ]

36. Which of the following age groups best describes you?

1. **18-29**
2. **30-39**
3. **40-49**
4. **50-64**
5. **65+**
6. Prefer not to answer [NOT READ]

37. Do you have any children under the age of 18 living in your home?

1. **Yes**
2. **No**
3. Prefer not to answer [NOT READ]

[IF ANSWERED 'YES' TO Q37]

38. How many children in the following age groups live in your home?

1. **Under age 6:** _____ [CAPTURE AND CODE]
2. **Ages 6 –12:** _____ [CAPTURE AND CODE]
3. **Ages 12 – 17:** _____ [CAPTURE AND CODE]
4. Prefer not to answer [NOT READ]

39. Do you have any individuals over the age of 65 living in your home?

1. **Yes**
2. **No**
3. Prefer not to answer [NOT READ]

40. How long have you lived in Champaign?

1. **0-2 years**
2. **3-5 years**
3. **6-10 years**
4. **11-19 years**
5. **20+ years**
6. Prefer not to answer [NOT READ]

41. Do you own or rent your residence?

1. **Own**
2. **Rent**
3. **Other**
4. Prefer not to answer [NOT READ]

42. What is the highest level of education you have completed?

1. **Some high school**
2. **High school**
3. **Some college**
4. **Associate degree**
5. **Bachelor's degree**
6. **Master's degree**
7. **Doctoral degree**
8. Prefer not to answer [NOT READ]

43. What is your household annual gross income?

1. **\$49,999 a year or less**
2. **\$50,000 - \$99,999 a year**
3. **\$100,000 - \$149,999 a year**
4. **\$150,000 - \$199,999 a year**
5. **\$200,000 - \$249,999 a year**
6. **\$250,000 or more a year**
7. Prefer not to answer [NOT READ]

Thank you for completing the survey. Your input helps shape the future of parks, trails, facilities, recreation, and cultural programs in our community. We appreciate your time and commitment to making the Champaign Park District even better. Once the project is complete, a summary of the results will be available on the Champaign Park District website for our community to review.

CROSS TABULATIONS:

Gender (Q34)

Male
Female

Age group (Q36)

18-29
30-39
40-49
50-64
65+

Ethnicity (Q35)

Latino/Hispanic
White/Caucasian
Black/African American
Asian/Pacific Islander
Other

Income level (Q43)

\$49,999 a year or less

\$50,000 - \$99,999 a year
\$100,000 - \$149,999 a year
\$150,000 - \$199,999 a year
\$200,000 - \$249,999 a year
\$250,000 or more a year

Years of Residency (Q40)

0-2 years
3-5 years
6-10 years
11-19 years
20+ years

Education Level (Q42)

College
Non-college

Own or rent (Q41)

Own
Rent
Other

Children in Home (Q37)

Yes
No

Mode

Phone [NET]

Landline
Mobile

Online [NET]

Email
Text Message

Language

English
Spanish

Phone [NET]

(Gender)

Male
Female

(Age group)

18-29
30-39
40-49
50-64
65+

(Ethnicity)

Latino/Hispanic
White/Caucasian
Black/African American
Asian/Pacific Islander
Other

Mobile

(Gender)

Male

Female

(Age group)

18-29

30-39

40-49

50-64

65+

(Ethnicity)

Latino/Hispanic

White/Caucasian

Black/African American

Asian/Pacific Islander

Other

Landline

(Gender)

Male

Female

(Age group)

18-29

30-39

40-49

50-64

65+

(Ethnicity)

Latino/Hispanic

White/Caucasian

Black/African American

Asian/Pacific Islander

Other

Online [NET] Mode

(Gender)

Male

Female

(Age group)

18-29

30-39

40-49

50-64

65+

(Ethnicity)

Latino/Hispanic

White/Caucasian

Black/African American

Asian/Pacific Islander

Other

Email

(Gender)

Male

Female

(Age group)

18-29

30-39

40-49

50-64

65+

(Ethnicity)

Latino/Hispanic

White/Caucasian

Black/African American

Asian/Pacific Islander

Other

Text

(Gender)

Male

Female

(Age group)

18-29

30-39

40-49

50-64

65+

(Ethnicity)

Latino/Hispanic

White/Caucasian

Black/African American

Asian/Pacific Islander

Other