



Mail Survey Results
Executive Summary
Hampshire Township Park District

January 2023

Summary of Approach

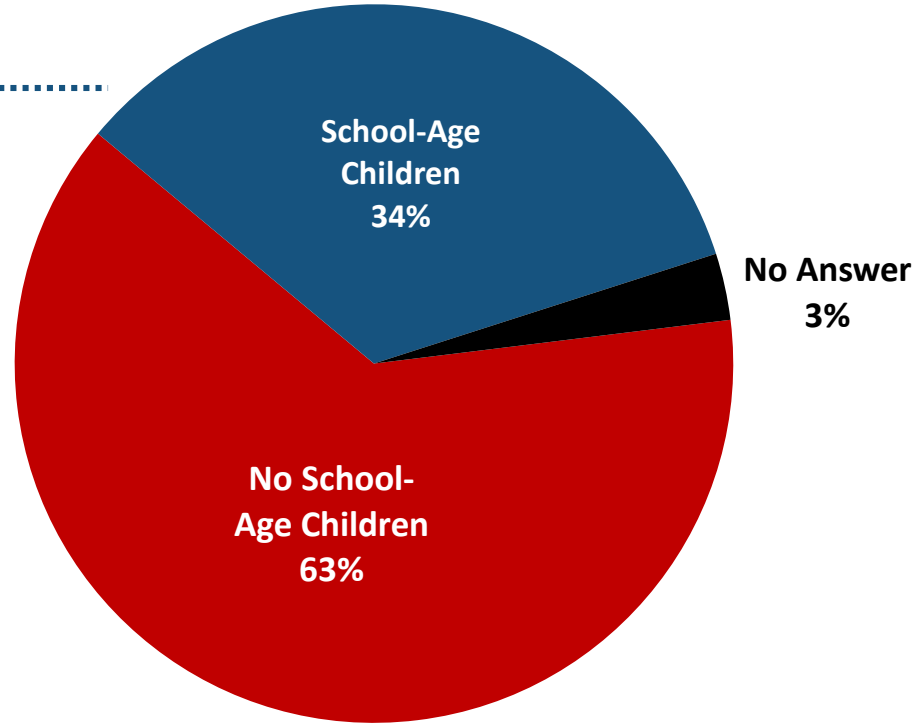
- Survey mailed to 3,627 households within Hampshire Township Park District.
- A total of 18 questions.
- Expected 8%-17% response rate.
- 665 replied prior to preparation of the crosstabs, representing a response rate of 18%.
- 59% of respondents had at least one person in their household who was identified as a likely voter.
- The mail survey is not a scientific poll and is not a predictor of a ballot measure's likely success or failure.
- The survey results provide a general undertone of the electorate.

School-Age Children in the Household

Do you have any children of the following ages in your household?

Breakdown of Those with School-Age Children

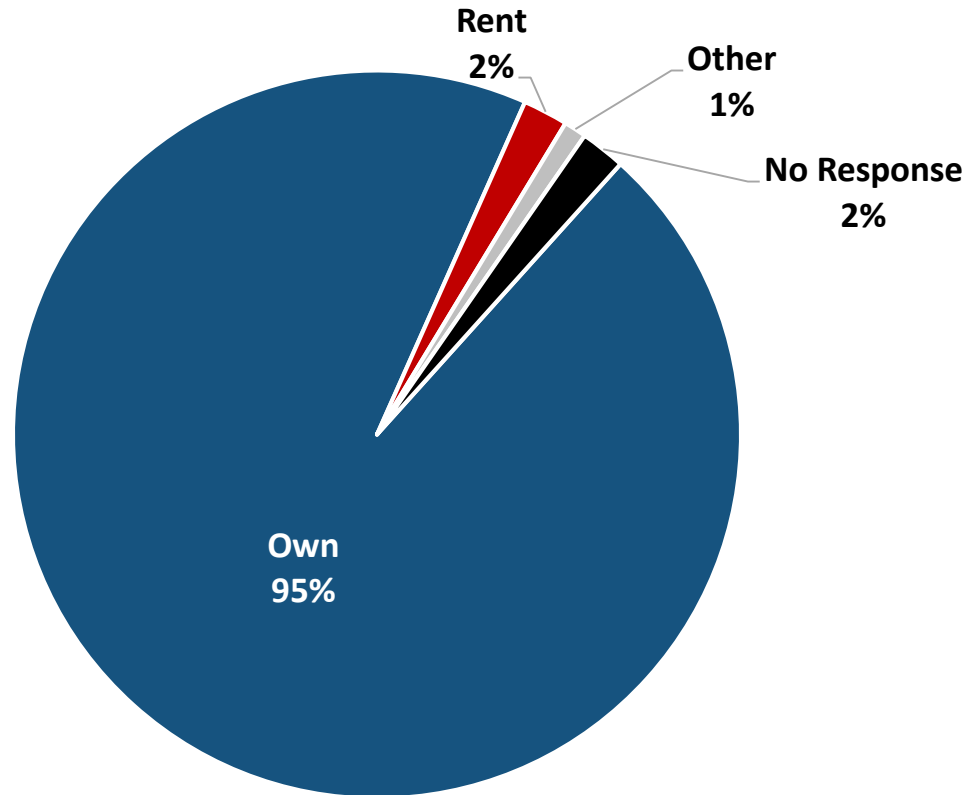
Under 5 Years Old	20%
5-8 Years Old	28%
9-12 Years Old	25%
13-17 Years Old	27%



Percentages may not equal 100% due to rounding.

Home Ownership

Do you own or rent your residence?



Percentages may not equal 100% due to rounding.

Parks and Recreation Facilities Usage

Which of the following local parks and recreation facilities have you or your family members used in the past 24 months/two years?

Parks & Recreation Facilities	Usage in Last Two Years
Ralph Seyller Memorial Park	58%
Bruce Ream Memorial Park	54%
Fred Rackow Park	26%
Gary D. Wright Elementary School Gym	14%
Dorothy J. Schmidt Memorial Park	12%
Hampshire Park District Meeting Room	11%
Little People Playtime	8%
Catherine B. Seyller Community Room	8%
No Answer	27%

Percentages may not equal 100% due to rounding.



Most Popular Proposed Programs & Events

Which programs and events, if any, at the proposed Hampshire Township Park District Recreation Center, would you—or other members of your immediate family—likely participate in, if offered?

Walk/Jog	44%
Community Events	40%
Fitness Classes (Youth & Adult)	35%
Adult Open Gym	33%
Health & Wellness Programs	31%
Yoga/Pilates	30%
Cardio Classes	29%
Weight Training	28%
Group Exercise Programs	28%
Adult/Senior Ed Classes	27%
Arts & Crafts	27%
Family Fun Nights	26%
Holiday Events/Parties	26%
Senior Fitness Programs	26%

Rentals (Bridal, B-Day, etc.)	25%
Open Gym	24%
Adult Sports Programs	21%
Birthday Parties	21%
Bingo	21%
Ice Cream Socials	20%
Continuing Education Classes	19%
After-School Programs	19%
Game Nights/Card Games	19%
Beginner Fitness	19%
Aerobics	18%
Private Parties	17%
Circuit Training	17%
Dog Obedience Courses	17%

Pickleball League/Tournaments	15%
Summer Camps	15%
Craft Clubs	15%
Basketball Leagues	14%
Camps	14%
Coffee Chats	14%
Dance (Ballet, Jazz, Hip Hop)	14%
Silver Sneakers	14%
Kids' Night Out (Preteen/Teen)	14%
Gardening Club	14%
Book Club	13%
Volleyball	13%
Trivia Nights	13%
Indoor Soccer League	12%

Percentages may not equal 100% due to rounding.



Most Popular Proposed Programs & Events (cont.)

Which programs and events, if any, at the proposed Hampshire Township Park District Recreation Center, would you—or other members of your immediate family—likely participate in, if offered?

Parent & Tot Classes	12%
Cornhole League	12%
Soccer	12%
Music Classes	12%
Teen Programs	12%
Boot Camps	12%
Banquets	12%
Meditation	11%
Speed/Agility Fitness Training	11%
Basketball Tournaments	10%
Meetings	10%
Social Clubs (Bridge, Bunco, etc.)	10%
Baseball Batting Cages	10%
Photography	10%

T-Ball	9%
Flag Football	9%
Martial Arts	9%
Tumbling Programs	9%
Dances	8%
Contests	8%
Floor Hockey League	8%
Badminton	8%
Babysitting Courses	7%
Sports Team Rentals	7%
Cheer	6%
Tournaments	5%
Rehearsal Space	5%
Chess	4%
Baton	2%

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Priority on Parts of Funding Proposal

On a scale of 1 to 5, with 1 being “Low Priority” and 5 being “High Priority,” what priority should be placed on funding each of the following amenities at the proposed new community recreation center?

Priority on Funding Parts of Possible Proposal	Low Priority (1)	(2)	(3)	(4)	High Priority (5)	(4) + (5)
Fitness room with cardio and weight-training equipment	20%	6%	12%	16%	36%	52%
Indoor synthetic turf field with surrounding walk/jog track	20%	5%	13%	18%	34%	52%
Gymnasium (50' x 84') with two cross courts	19%	7%	17%	19%	29%	48%
Dedicated outdoor special events park adjacent to the indoor recreation center	19%	8%	15%	22%	26%	48%
Dividable multipurpose room	20%	9%	22%	18%	21%	39%
Family changing rooms	23%	11%	21%	17%	18%	35%
Lobby/lounge area	28%	17%	20%	14%	12%	26%

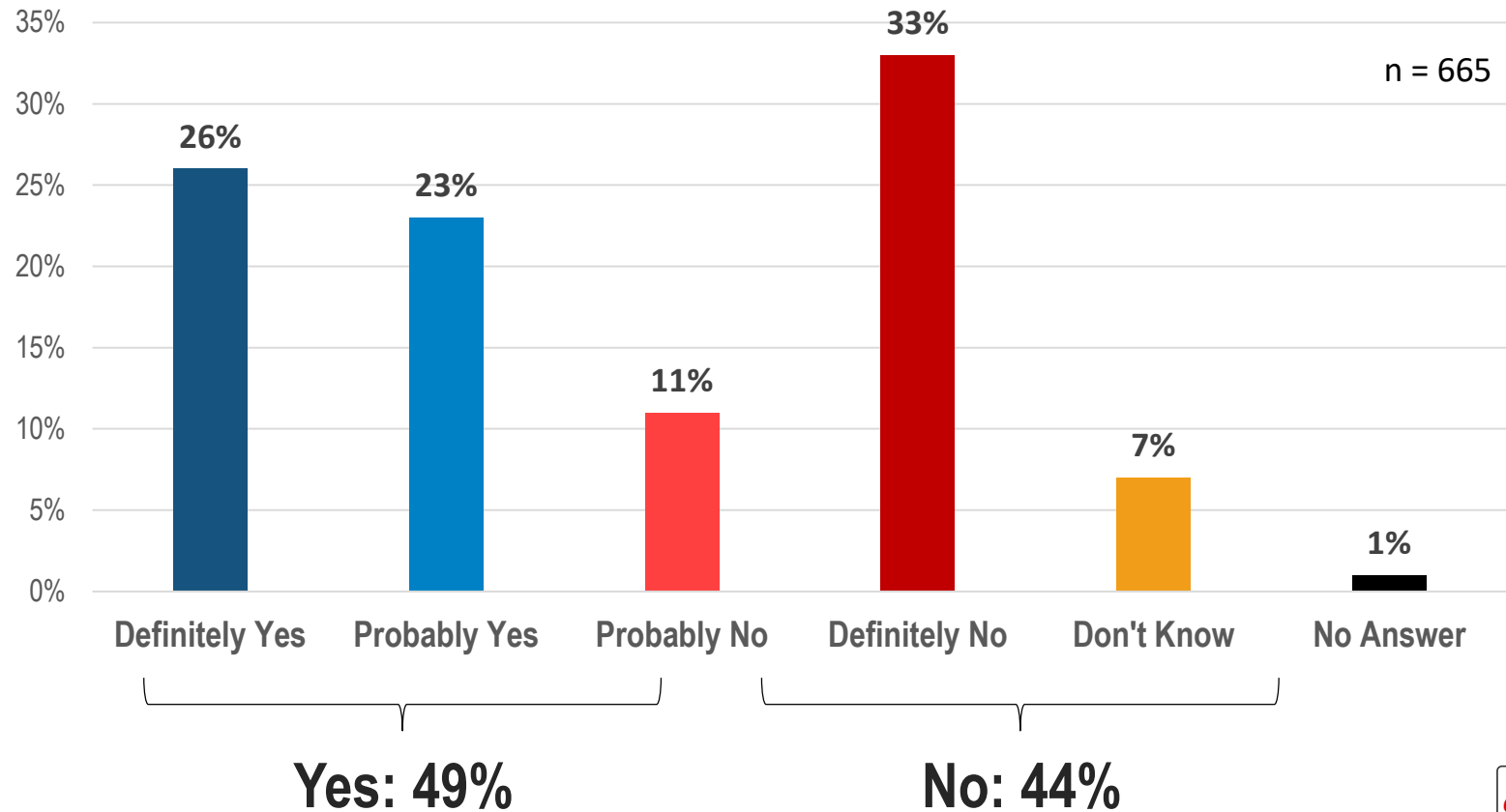
Percentages may not equal 100% due to rounding and not presenting percentages tied to no answer.



Ballot Question

If a local election were held today, would you vote “yes” in favor of, or “no” to oppose, increasing Hampshire Township Park District’s limiting rate by 41 cents to fund construction of a new community recreation center, including an indoor synthetic turf field with walk/jog track, a gymnasium with two cross courts, a dedicated fitness space, a dividable multipurpose room, an outdoor playground, and a dedicated outdoor events park?

NOTE: Previous mail surveys conducted by BYB on behalf of public entities in Illinois have consistently identified support levels for proposed referenda that were below the final results at the ballot box.

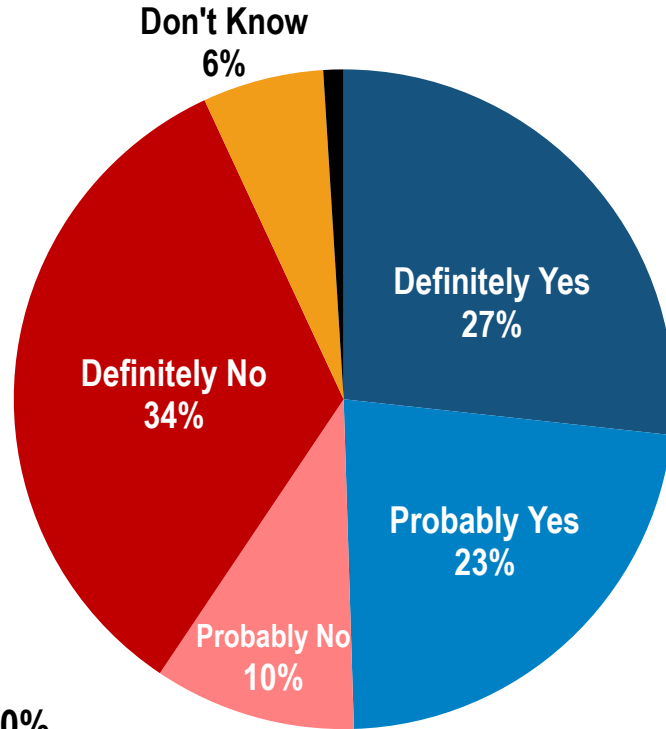


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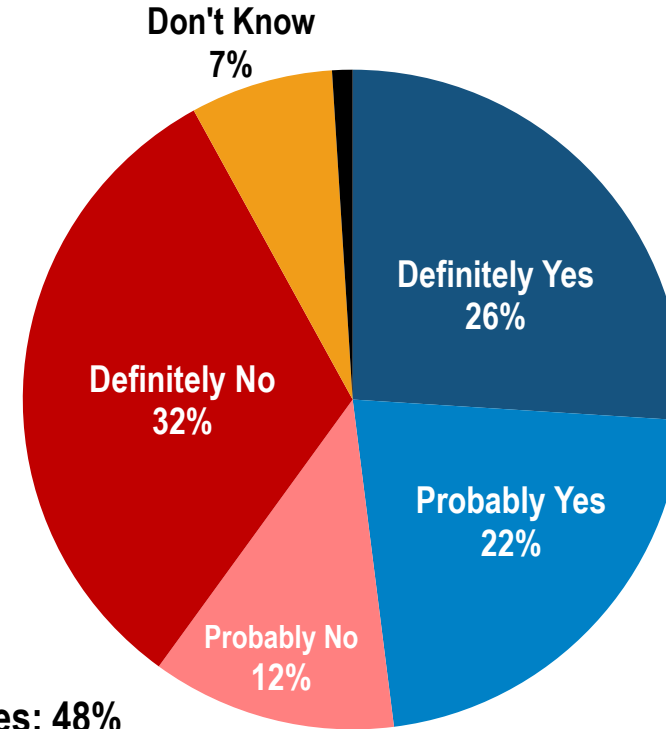
Support for Bond Proposal: Likely Vs. Unlikely Voter

Likely (from File)



Yes: 50%
No: 44%
n: 393

Unlikely (from File)



Yes: 48%
No: 44%
n: 272

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