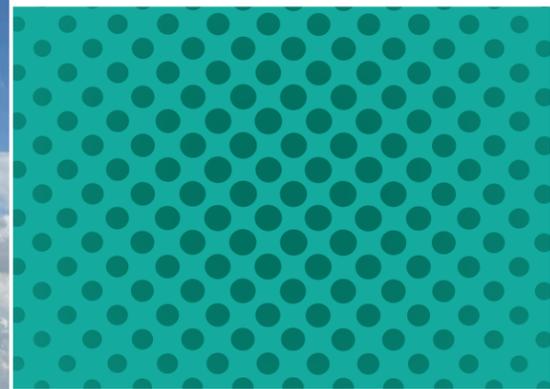




Appendix C



Statistically Valid Survey Results



Dubuque
Parks and Recreation
Comprehensive Plan

OVERVIEW

ETC Institute administered a community interest and opinion survey for the City of Dubuque during the Spring of 2025. The survey was administered as part of the City's efforts to plan the future for parks and recreation opportunities. The survey and its results will guide the City of Dubuque in making improvements to the City's existing and future parks, trails, and recreational programs to best serve the needs of residents. The survey will also help the City establish priorities for the future improvement of parks and recreation programs and services within the community.

METHODOLOGY

ETC Institute mailed a survey packet to a random sample of households in Dubuque. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at dubuquecommunitysurvey.org.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Dubuque from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The goal was to collect a minimum of 400 surveys from residents. The goal was exceeded with 406 surveys being collected. The overall results for the sample of 406 surveys have a precision of at least +/- 4.7 at the 95% level of confidence.

This report contains the following:

Charts showing the overall results of the survey

Priority Investment Rating (PIR) that identifies priorities for facilities and programs

Benchmarks comparing data from Dubuque to national averages

Importance-Satisfaction Analysis that sets priorities for improvements to parks

Tabular data showing the overall results for all questions on the survey

A copy of the cover letter and survey instrument

The major findings of the survey are summarized on the following pages.

MAJOR FINDINGS



Use of Parks and Facilities

Eighty-nine percent (89%) of respondents report visiting City of Dubuque parks or recreation facilities in the past year.



Barriers to Facilities Use

Respondents were asked to indicate all the reasons that prevent them and members of their household from visiting Dubuque parks and recreation facilities more often. The top three barriers were lack of features we want to use (19%), health-related concerns (16%), and old and outdated facilities (14%).



Program Participation

Thirty-six percent (36%) of respondents report participating in programs, special events, or activities offered by the City of Dubuque during the past 12 months. Most of these respondents (84%) rated the overall quality of these programs as either "good" (62%) or "excellent" (22%).



Barriers to Participation

Respondents were asked to identify why they do not participate in these programs or events more often. The top three barriers to participation they indicated were that they do not know what is offered (34%), too busy/not interested (22%), or program times are not convenient (15%).



Communication Methods

The three ways respondents most often learn about City of Dubuque Recreation and Arts Department programs and activities are word of mouth (58%), social media (Facebook, Instagram, X/Twitter) (56%), and City website/online brochure (38%). The three methods respondents prefer most are social media (Facebook, Instagram, X/Twitter) (59%), City website/online brochure (35%), and banners/signs around Dubuque (33%).



Support for Improvements

Respondents were asked to rate their level of support for actions the City of Dubuque could take to improve its parks and recreation system. The highest percentage of respondents supported (rating "supportive" or "very supportive") Improve existing parks infrastructure (96%), Improve existing large community parks (96%), and improve existing swimming pools (94%). The actions respondents are most willing to fund with additional tax dollars are to improve existing large community parks (30%), improve existing paved walking and biking trails (27%), and improve existing swimming pools (25%). Regarding various funding mechanisms that could be used to fund the actions they indicated they would be most willing to support are, grants from state (70%), corporate sponsorship and donations (61%), and creation of Friends of Dubuque Parks and Recreation group (27%).

RECREATION FACILITIES/AMENITIES NEEDS AND PRIORITIES

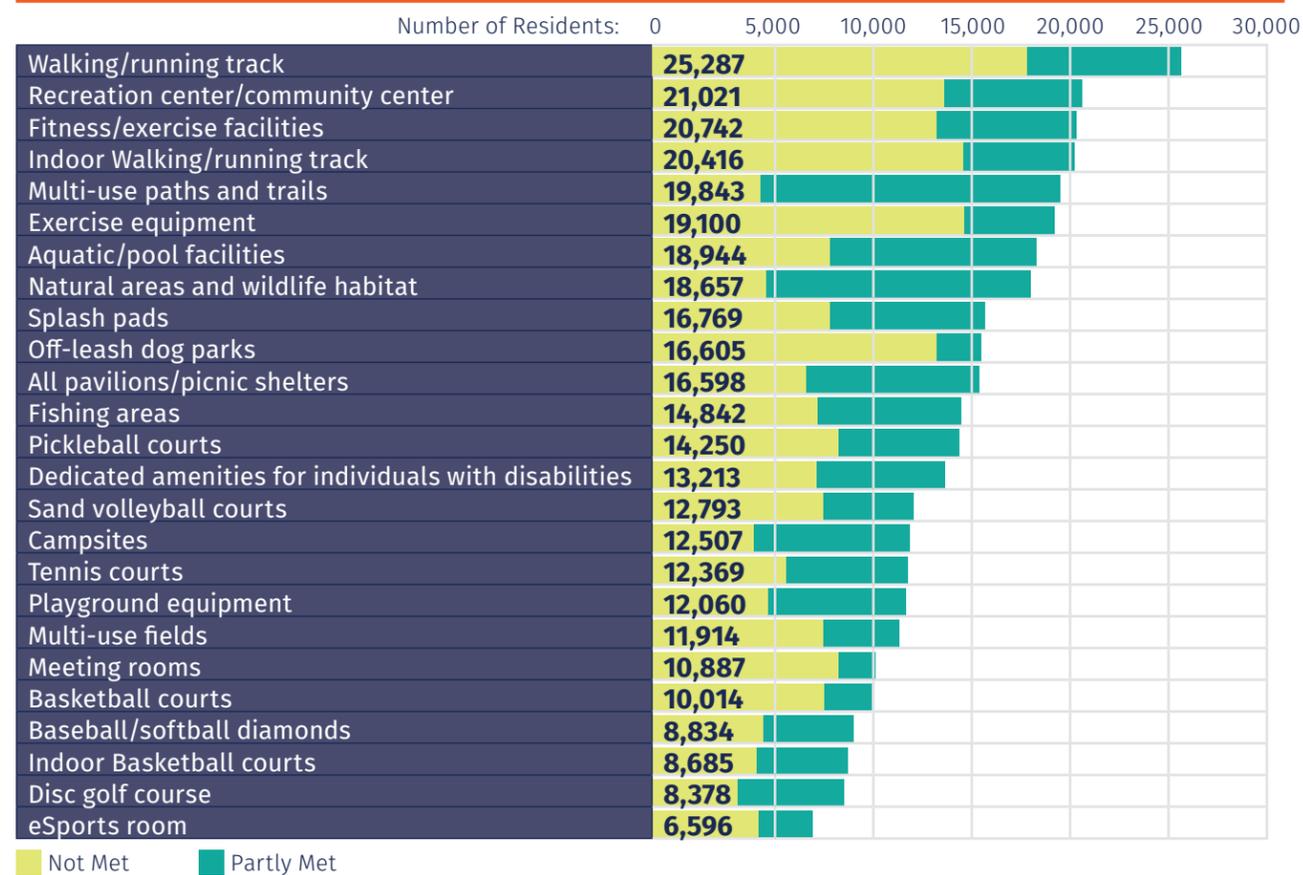
Amenity/Facility Needs: Respondents were asked to identify if their household had a need for 25 facilities/amenities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of residents in the community that had the greatest “unmet” need for various facilities/amenities.

The three amenities/facilities with the highest percentage of residents that have an unmet need:

- 1 **Walking/running track – 25,287 residents**
- 2 **Recreation center/community center – 21,021 residents**
- 3 **Fitness/exercise facilities – 20,742 residents**

The estimated number of residents that have unmet needs for each of the 25 facilities/amenities assessed is shown on the chart below.

Q10d. Estimated number of residents whose facility and amenity needs are only “partly met” or “not met” BY NUMBER OF RESPONDENTS WITH NEED BASED ON AN ESTIMATED 59,667 RESIDENTS



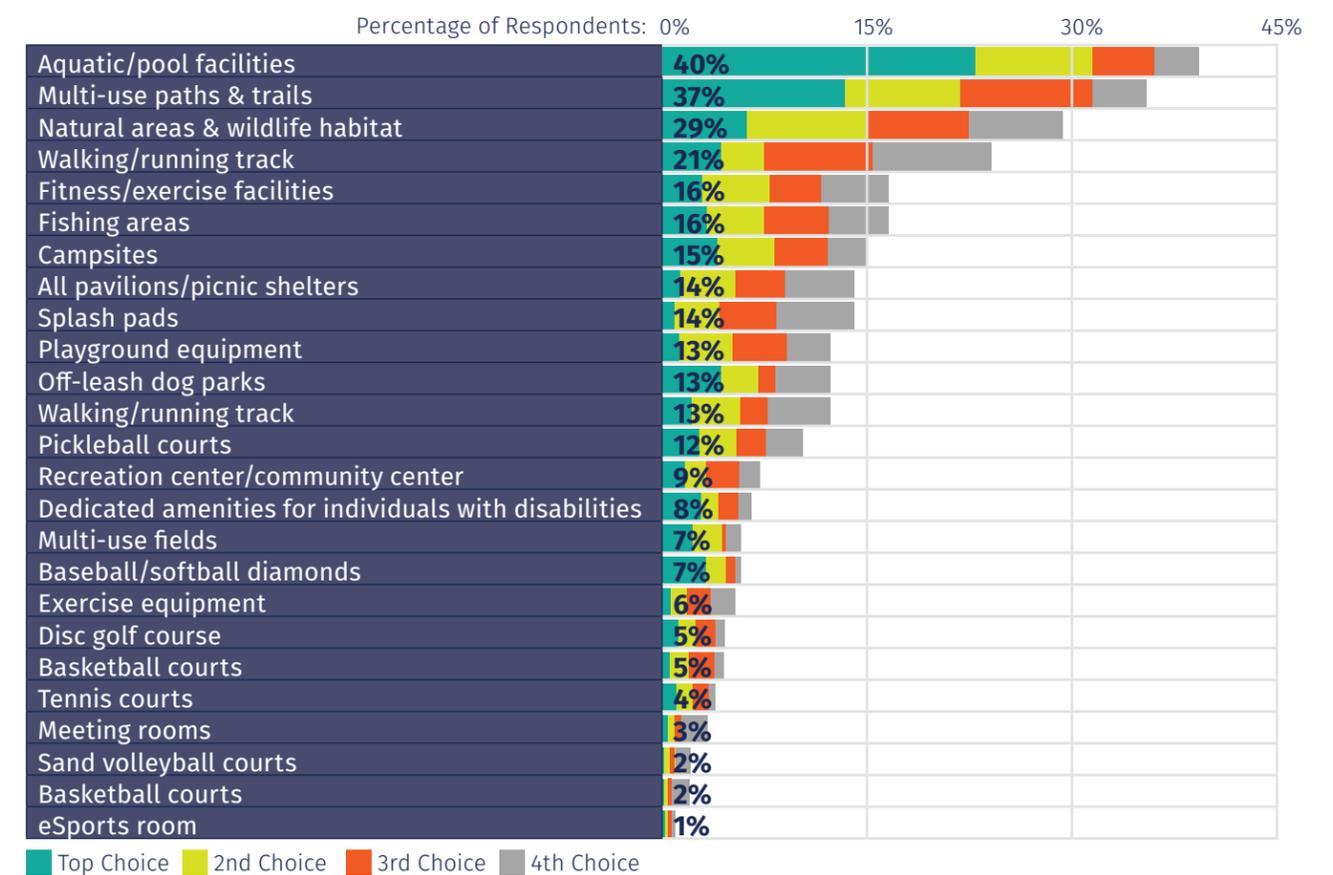
Amenities/Facilities Importance

In addition to assessing the needs for each amenity/facility, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents’ top four choices, these were the four amenities/facilities ranked most important to residents:

- 40% **Aquatic/pool facilities**
- 37% **Multi-use natural trails**
- 29% **Natural areas & wildlife habitat**
- 21% **Walking/running track**

The percentage of residents who selected each amenity/facility as one of their top four choices is shown on the chart below.

Q11. Which FOUR items are MOST IMPORTANT to your household? BY PERCENTAGE OF RESPONDENTS WHO SELECTED THE ITEMS AS ONE OF THEIR TOP FOUR CHOICES



Priorities for Facility Investments:

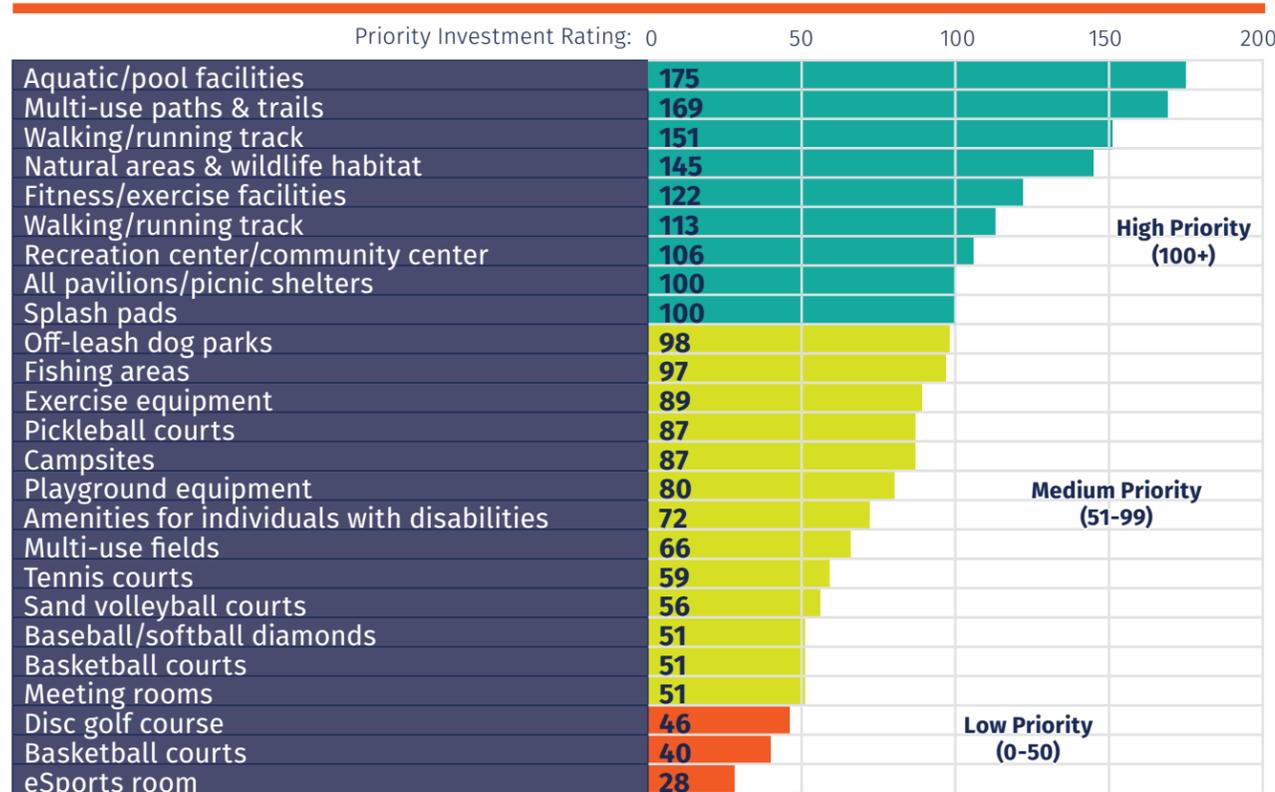
The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on amenities/facilities and (2) how many residents have unmet needs for the amenity/facility. [Details regarding the methodology for this analysis are provided in Section 3 of this report.]

Based the Priority Investment Rating (PIR), the following amenities/facilities were rated as high priorities for investment:

Aquatic/pool facilities (PIR=175)	Walking/running track (PIR=113)
Multi-use paths & trails (PIR=169)	Recreation center/community center (PIR=106)
Walking/running track (PIR=151)	All pavilions/picnic shelters (PIR=100)
Natural areas & wildlife habitat (PIR=145)	Splash pads (PIR=100)
Fitness/exercise facilities (PIR=122)	

The chart below shows the PIR for each of the 25 amenities/facilities assessed on the survey.

Top Priorities for Investment for Parks and Recreation Programs Based on Priority Investment Rating



RECREATION PROGRAM/ACTIVITY NEEDS AND PRIORITIES

Program Needs

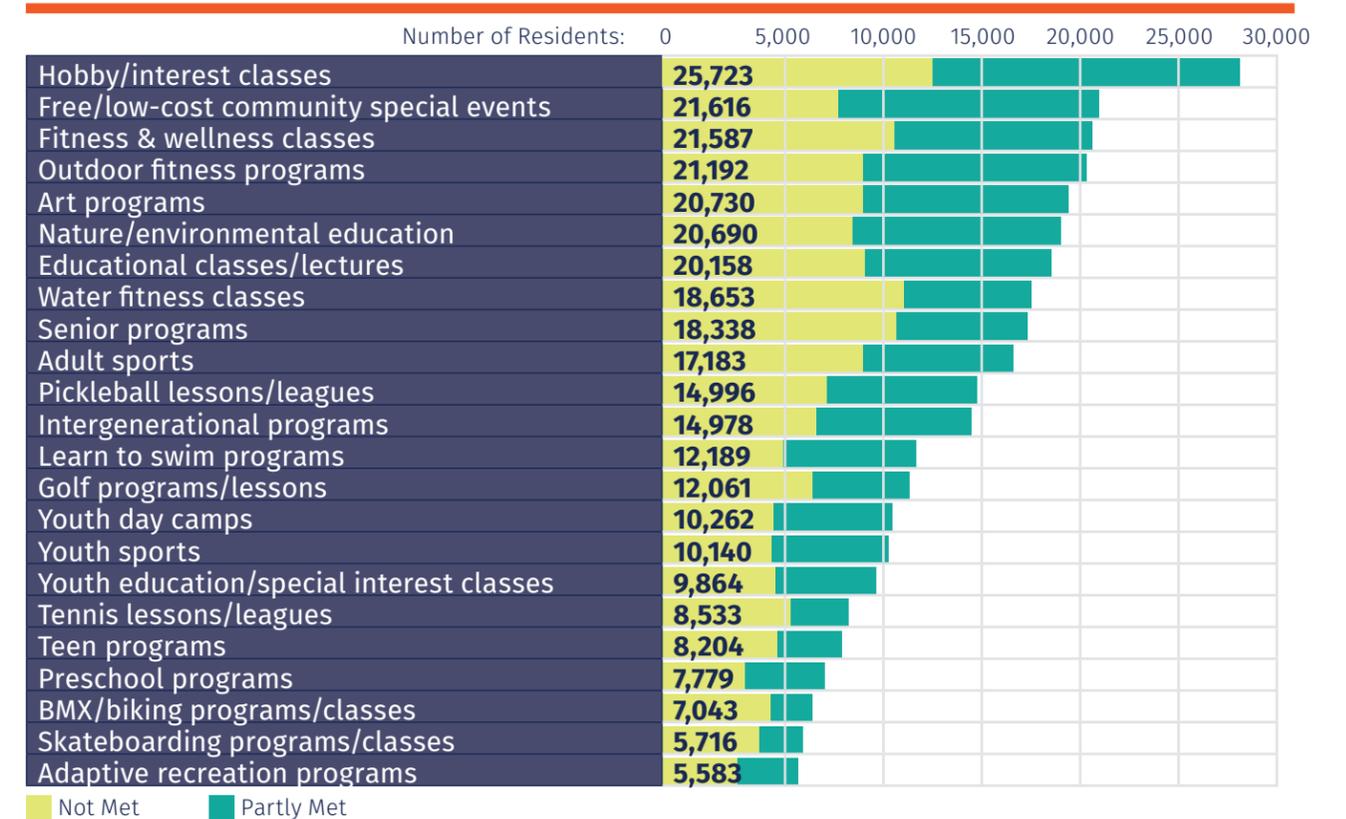
Respondents were asked to identify if their household had a need for 25 recreation programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of residents in the community that had the greatest “unmet” need for various programs.

The three programs with the highest number of residents that have an unmet need:

- 1 Hobby/interest classes – 25,723 residents**
- 2 Free/low-cost community special events – 21,616 residents**
- 3 Fitness & wellness classes – 21,587 residents**

The estimated number of residents that have unmet needs for each of the 23 programs assessed is shown on the chart below.

Q4d. Estimated number of residents whose program/activity needs are only “partly met” or “not met” BY NUMBER OF RESPONDENTS WITH NEED BASED ON AN ESTIMATED 59,667 RESIDENTS



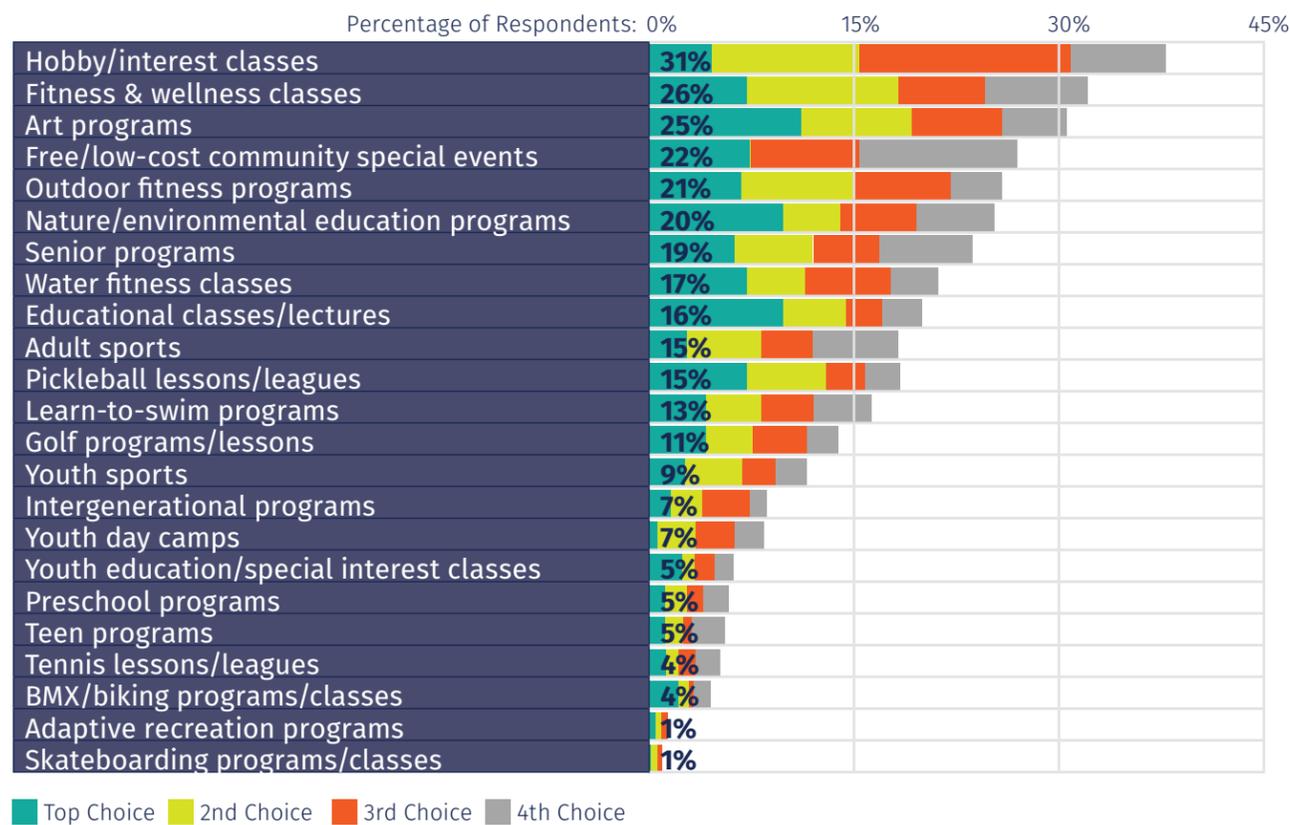
Programs Importance:

In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four programs ranked most important to residents:



The percentage of residents who selected each program as one of their top four choices is shown on the following page.

**Q5. Which FOUR items are MOST IMPORTANT to your household?
BY PERCENTAGE OF RESPONDENTS WHO SELECTED THE ITEMS AS ONE OF THEIR TOP FOUR CHOICES**



Priorities for Program Investments

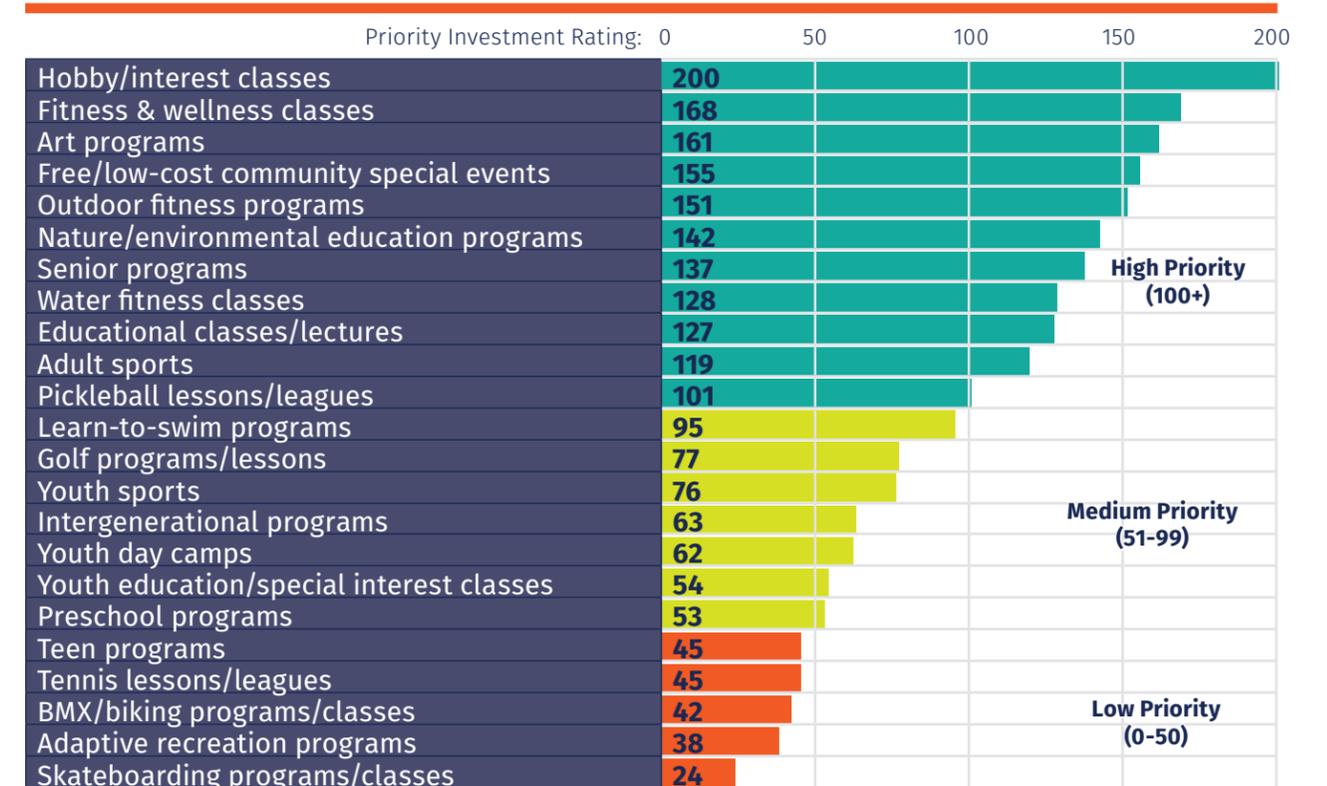
The PIR was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The PIR equally weighs (1) the importance that residents place on programs and (2) how many residents have unmet needs for the program.

Based the PIR, the following activities/programs were rated as high priorities for investment:

Hobby/interest classes (PIR=200)	Senior programs (PIR=137)
Fitness & wellness classes (PIR=168)	Water fitness classes (PIR=128)
Art programs (PIR=161)	Educational classes/lectures (PIR=127)
Free/low-cost community special events (PIR=155)	Adult sports (PIR=119)
Outdoor fitness programs (PIR=151)	Pickleball lessons/leagues (PIR=101)
Nature/environmental education programs (PIR=142)	

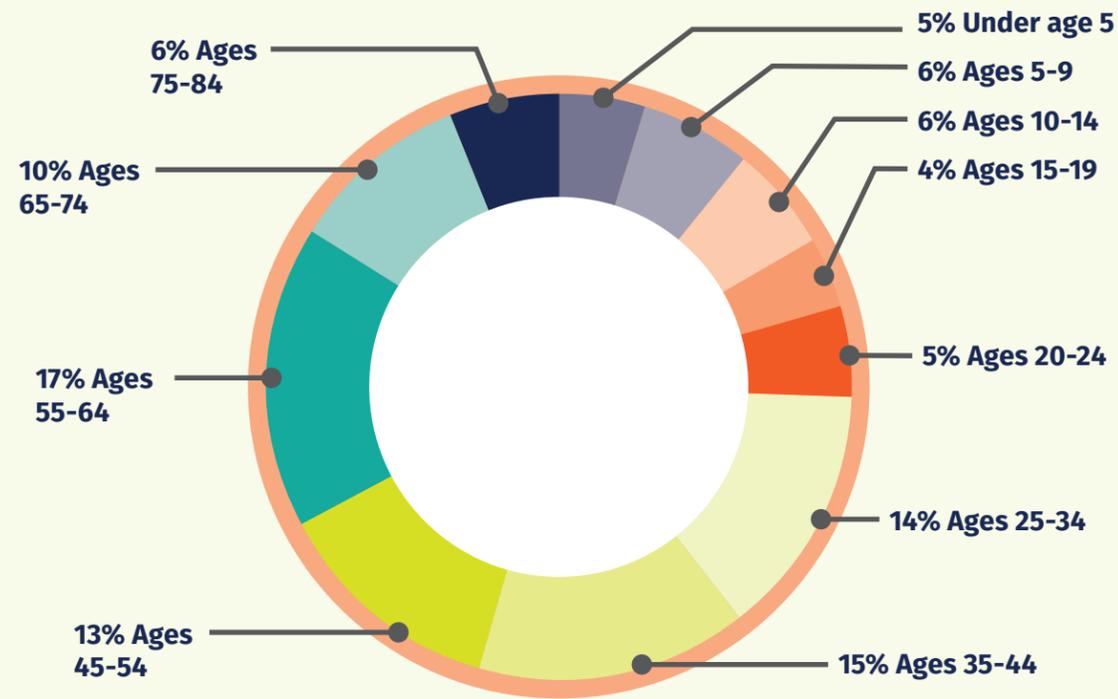
The chart below shows the PIR for each of the 23 programs assessed on the survey.

Top Priorities for Investment for Parks and Recreation Programs Based on Priority Investment Rating



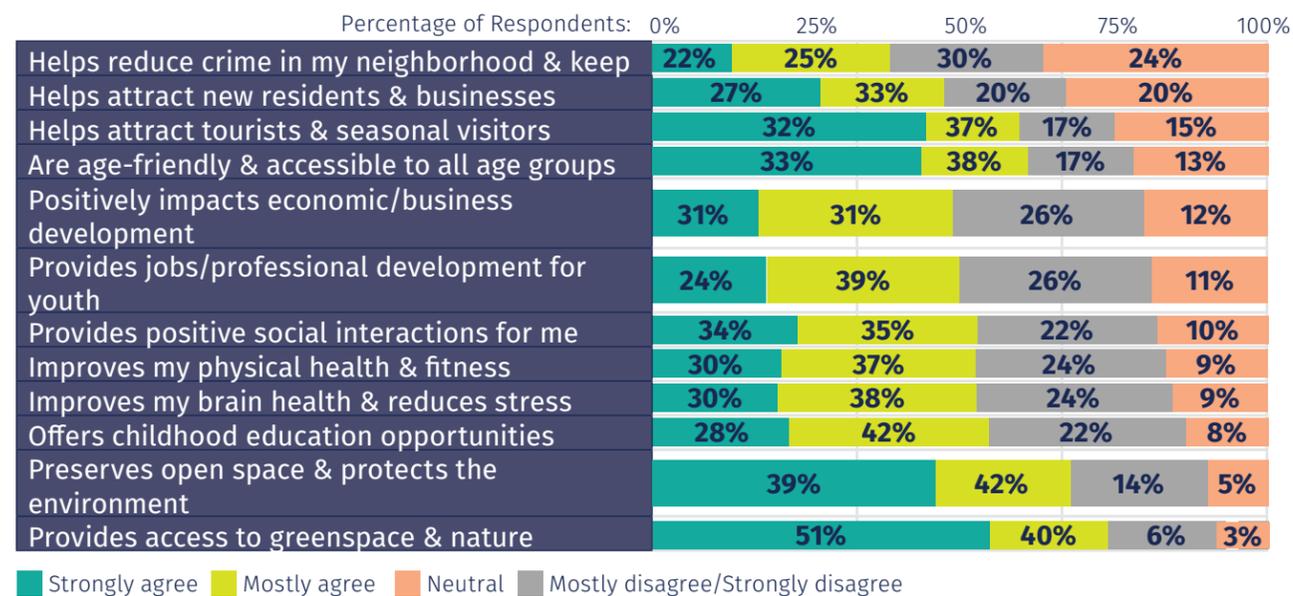
Q1. Counting yourself, how many people in your household are...

BY PERCENTAGE OF PERSONS IN HOUSEHOLD



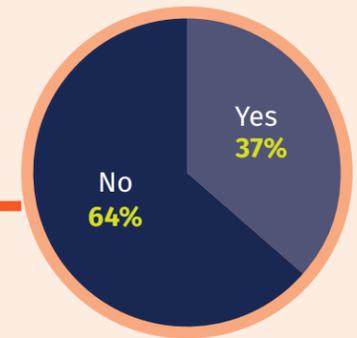
Q11. Which FOUR items are MOST IMPORTANT to your household?

BY PERCENTAGE OF RESPONDENTS WHO SELECTED THE ITEMS AS ONE OF THEIR TOP FOUR CHOICES



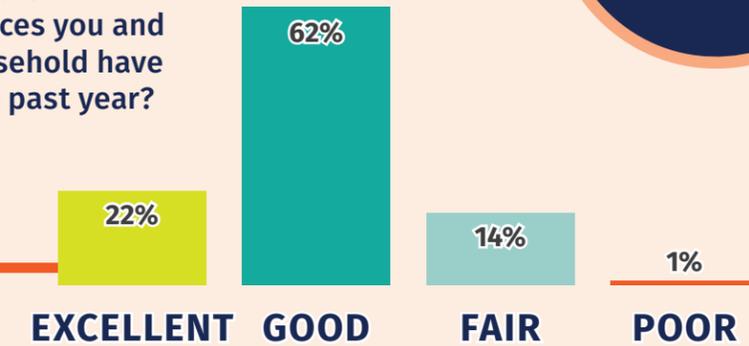
Q3. Have you and/or members of your household participated in any programs/activities/services offered by City of Dubuque Parks and Recreation (formerly called Leisure Services) during the past year?

BY PERCENTAGE OF RESPONDENTS (EXCLUDING "NOT PROVIDED")



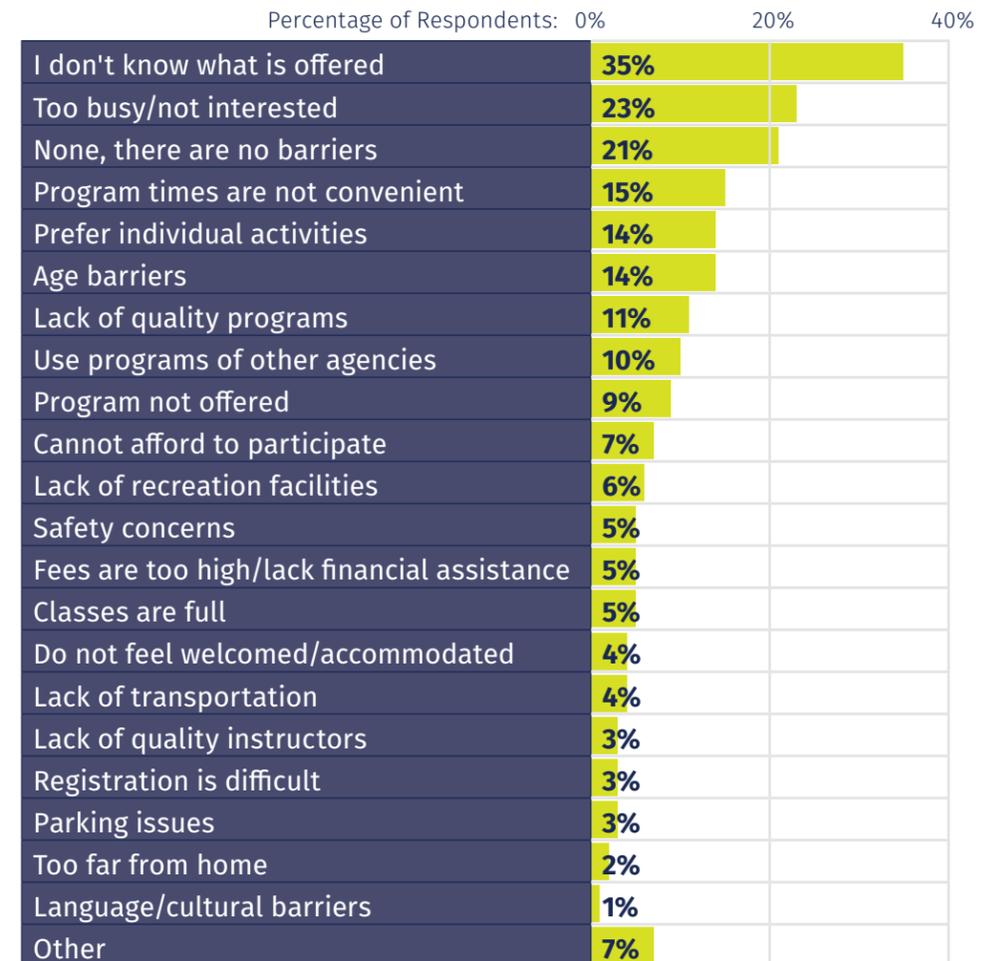
Q3a. How would you rate the programs/activities/services you and the members of your household have participated in during the past year? (without "not provided")

BY PERCENTAGE OF RESPONDENTS (EXCLUDING "PREFER NOT TO SAY")

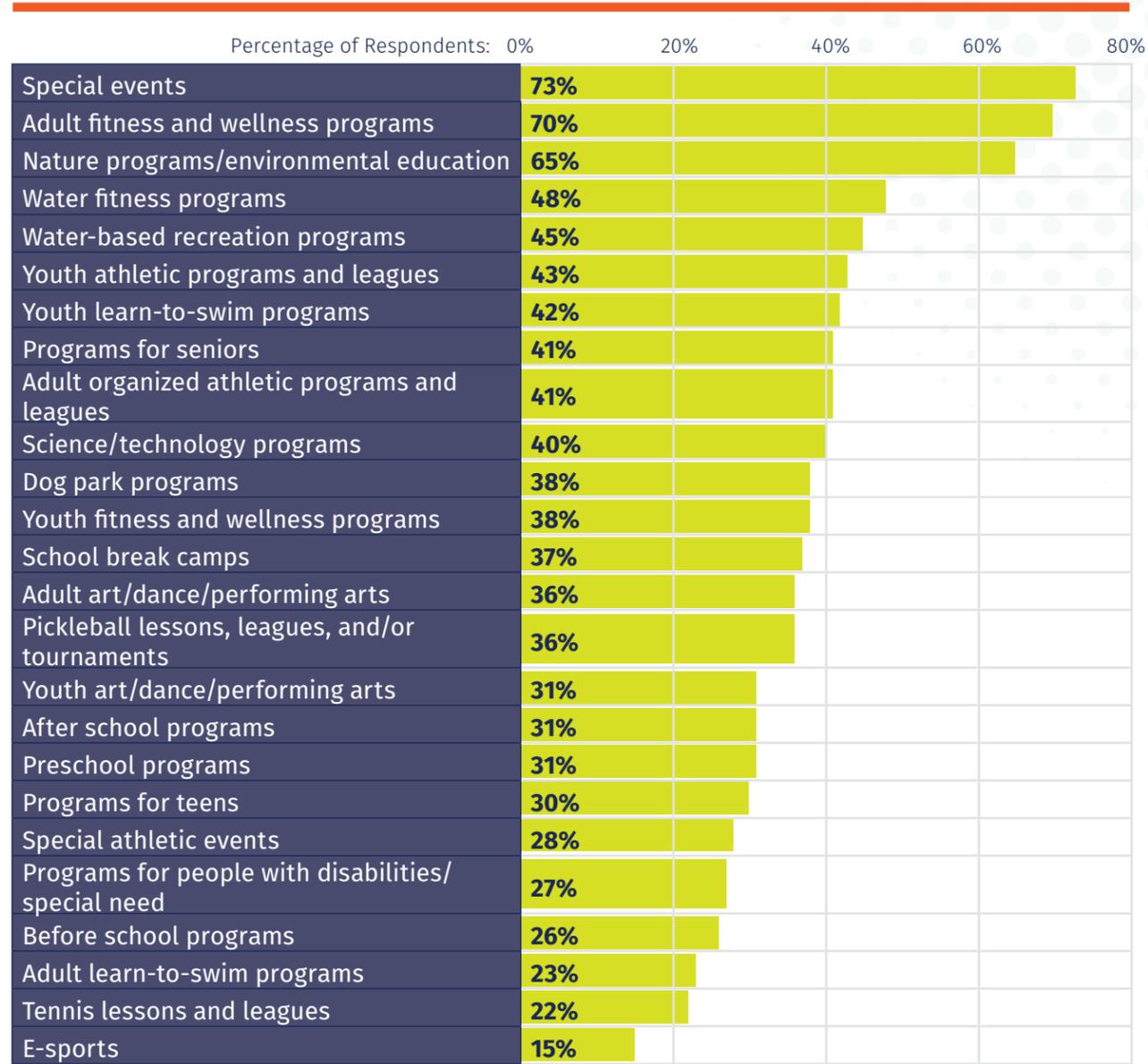


Q3b. Please CHECK ALL the reasons you have not participated or have not participated more often in Dubuque Parks & Recreation programs/activities/services.

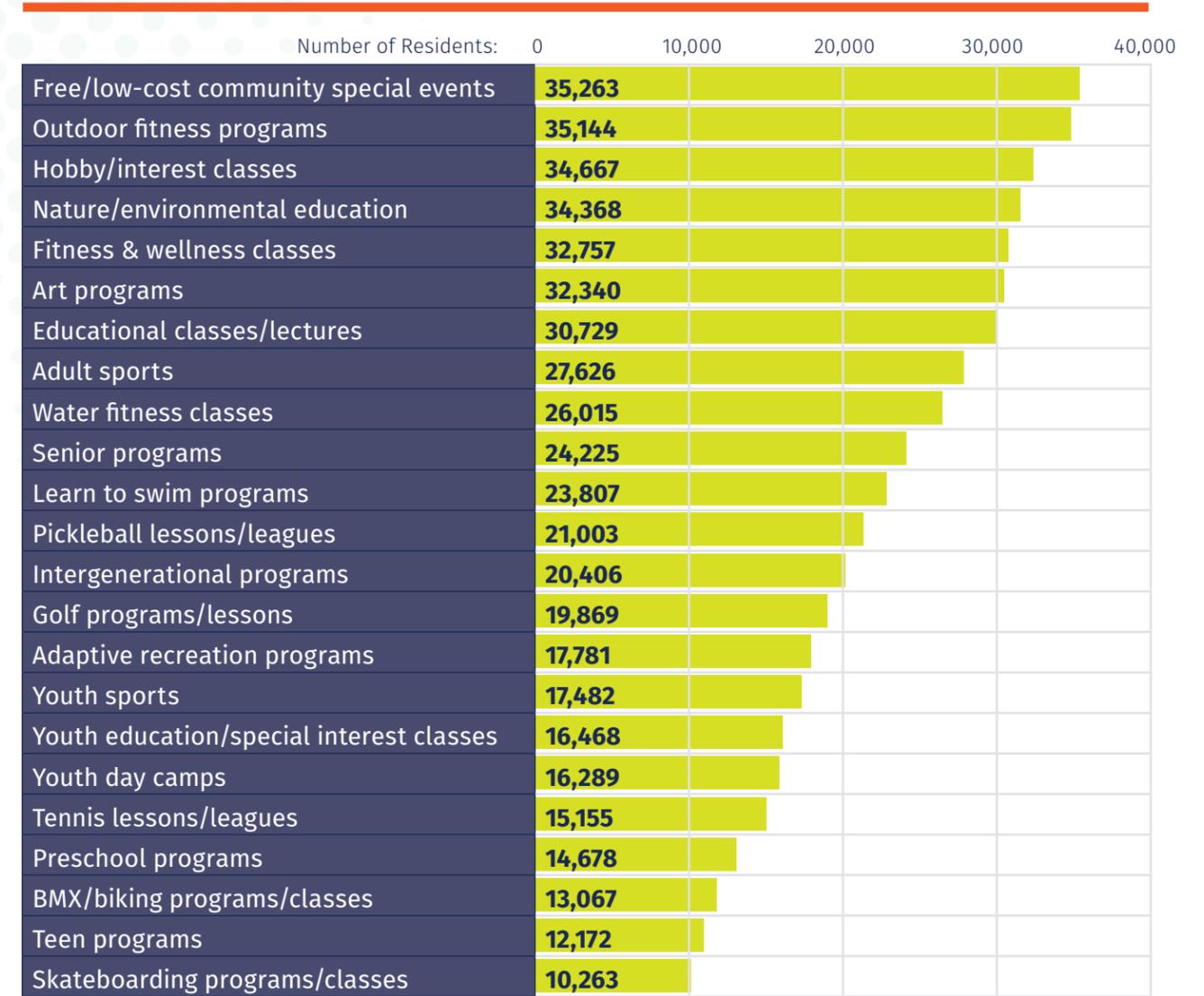
BY PERCENTAGE OF RESPONDENTS WHO SELECTED THE ITEMS AS ONE OF THEIR TOP FOUR CHOICES



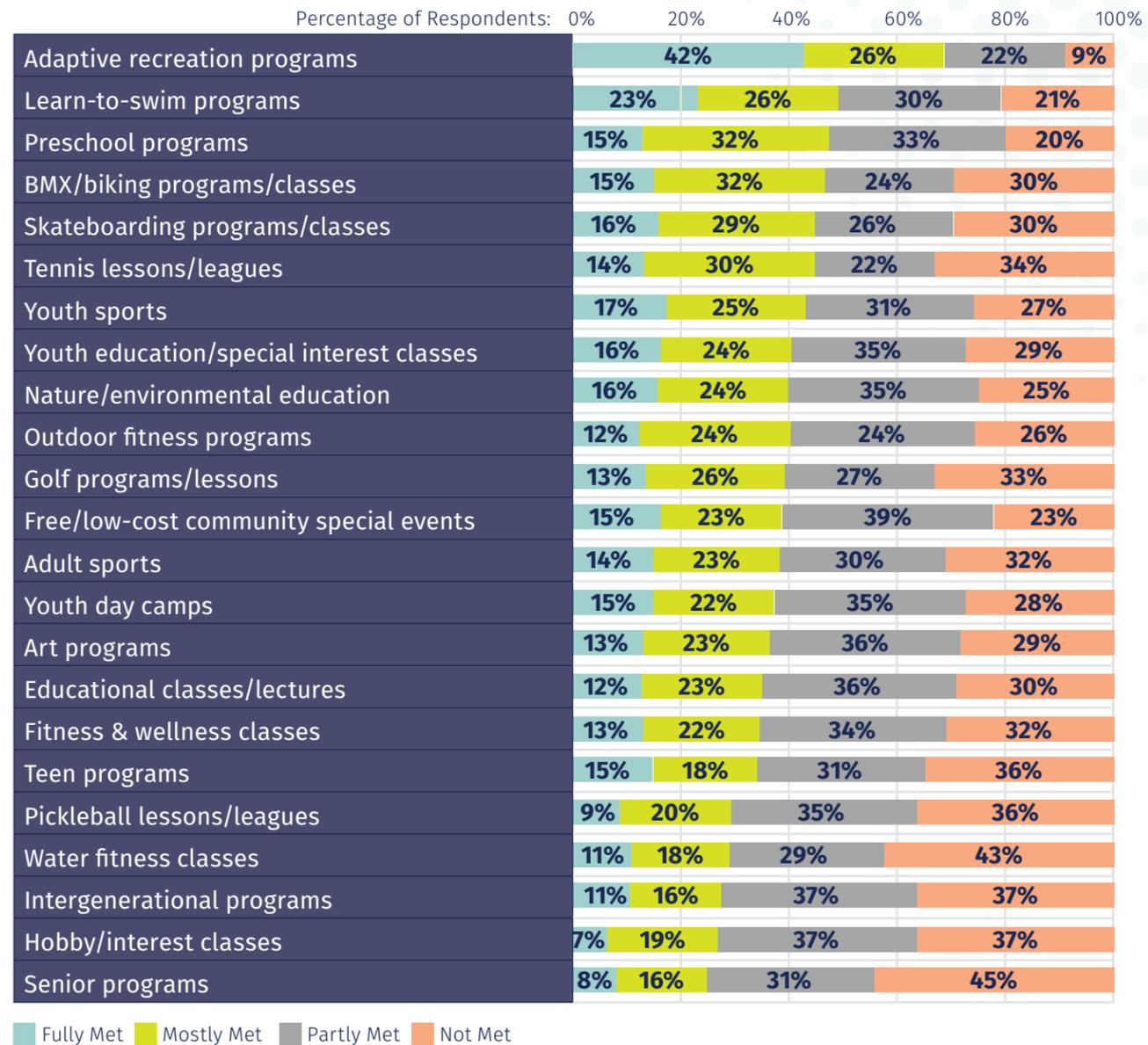
Q4. Need for Recreation Programs and Activities
BY PERCENTAGE OF RESPONDENTS WHO INDICATED NEED



Q4b. Estimated number of residents who have a need for Recreation
BASED ON AN ESTIMATED 59,667 RESIDENTS

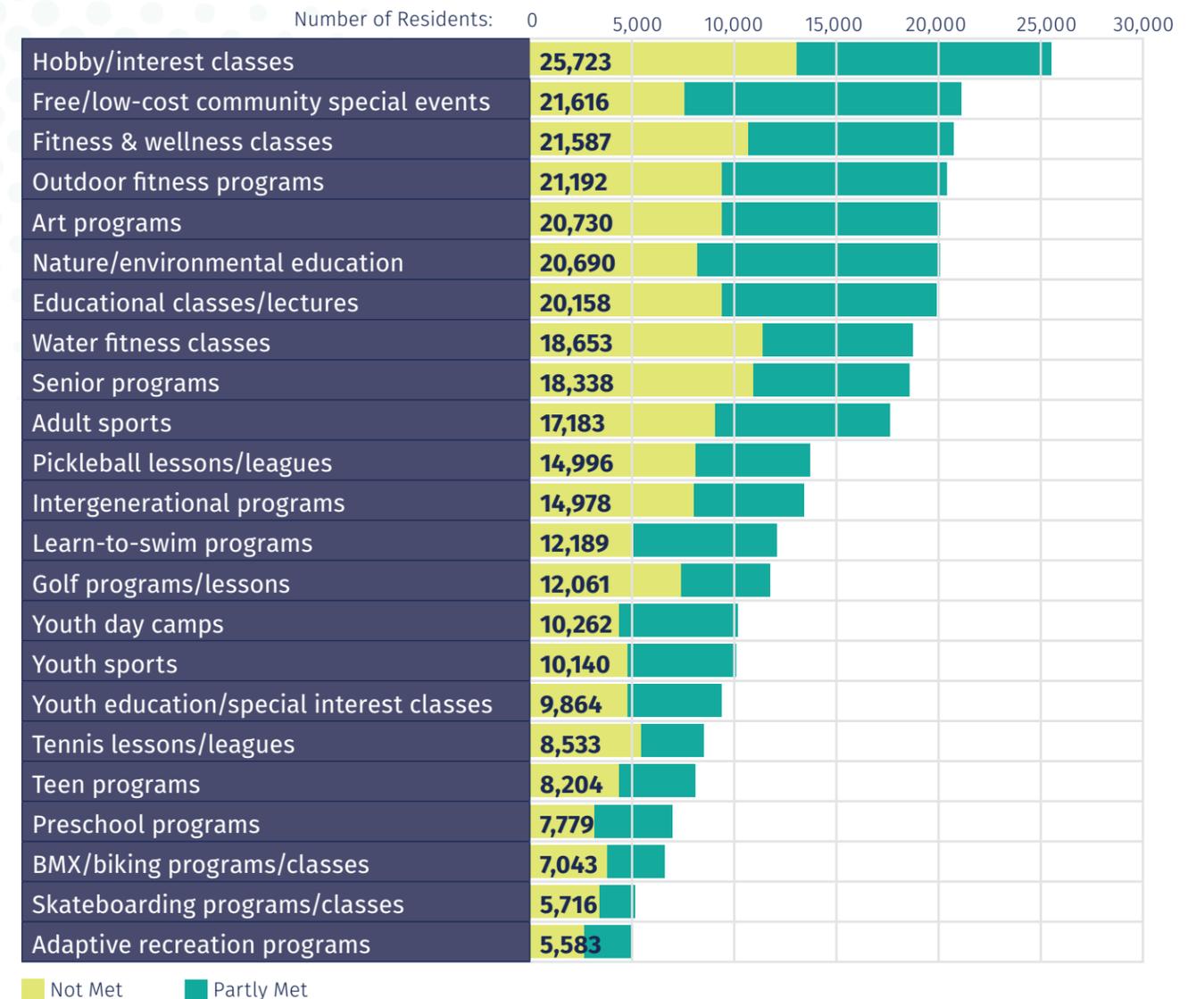


Q4c. Please indicate how well your needs are met for need for Programs and Activities
BY PERCENTAGE OF RESPONDENTS (EXCLUDING "NO NEED")



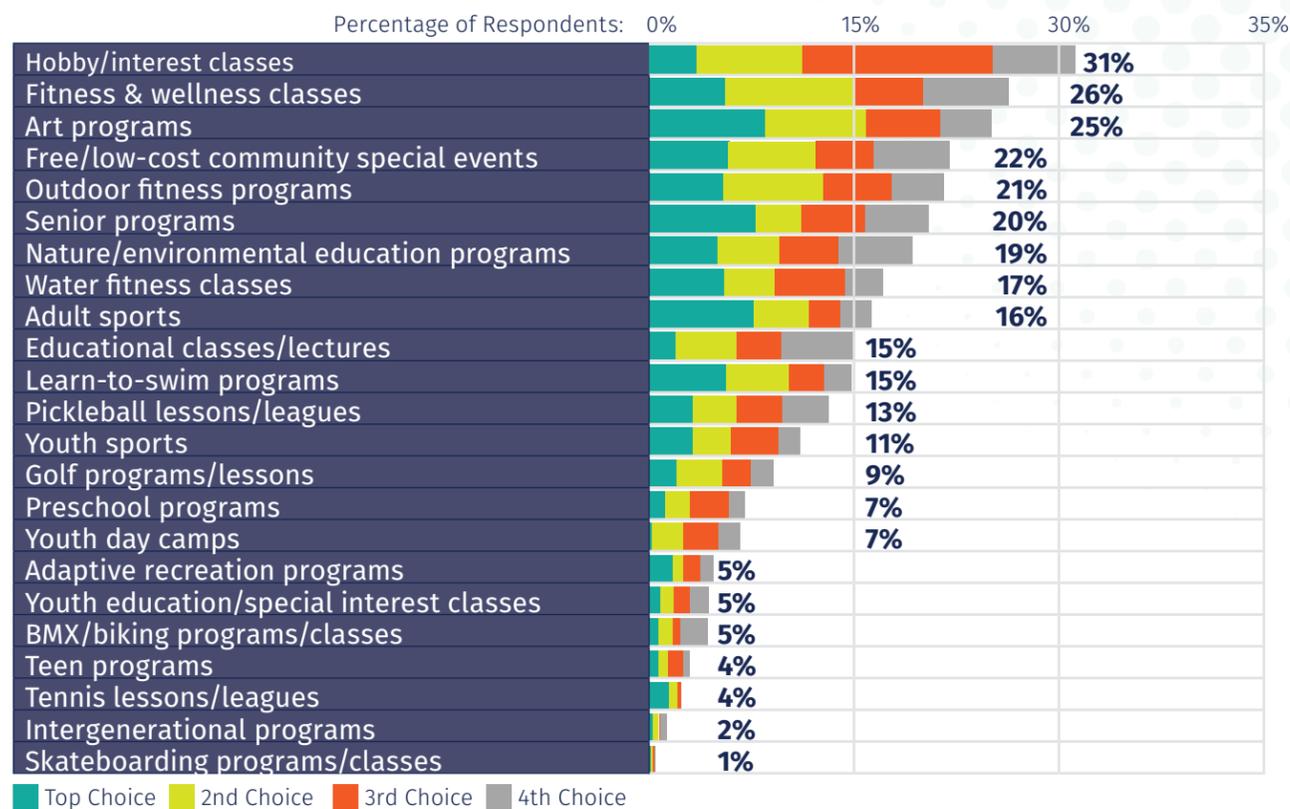
Q4d. Estimated number of residents whose program/activity needs are only "partly met" or "not met"

BY NUMBER OF RESPONDENTS WITH NEED BASED ON AN ESTIMATED 59,667 RESIDENTS



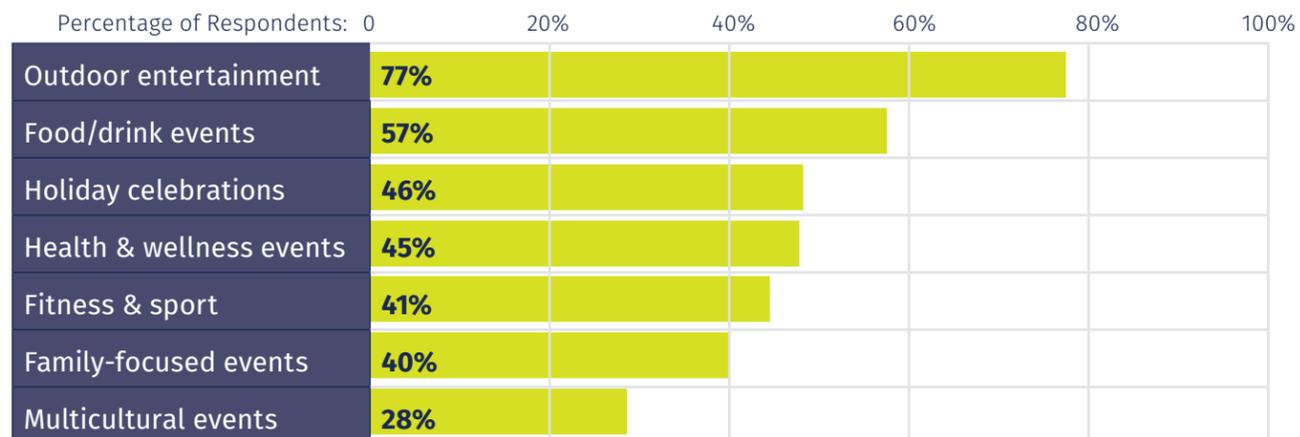
Q5. Which FOUR items are MOST IMPORTANT to your household?

BY PERCENTAGE OF RESPONDENTS WHO SELECTED THE ITEMS AS ONE OF THEIR TOP FOUR CHOICES



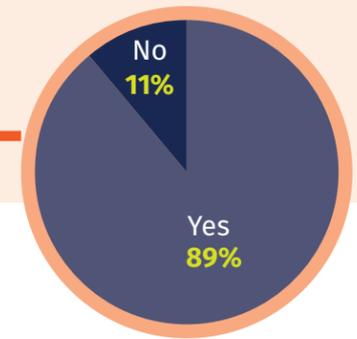
Q7. Please CHECK ALL the following single-day or multi-day event concepts you or members of your household would most enjoy or are interested in.

BY PERCENTAGE OF RESPONDENTS



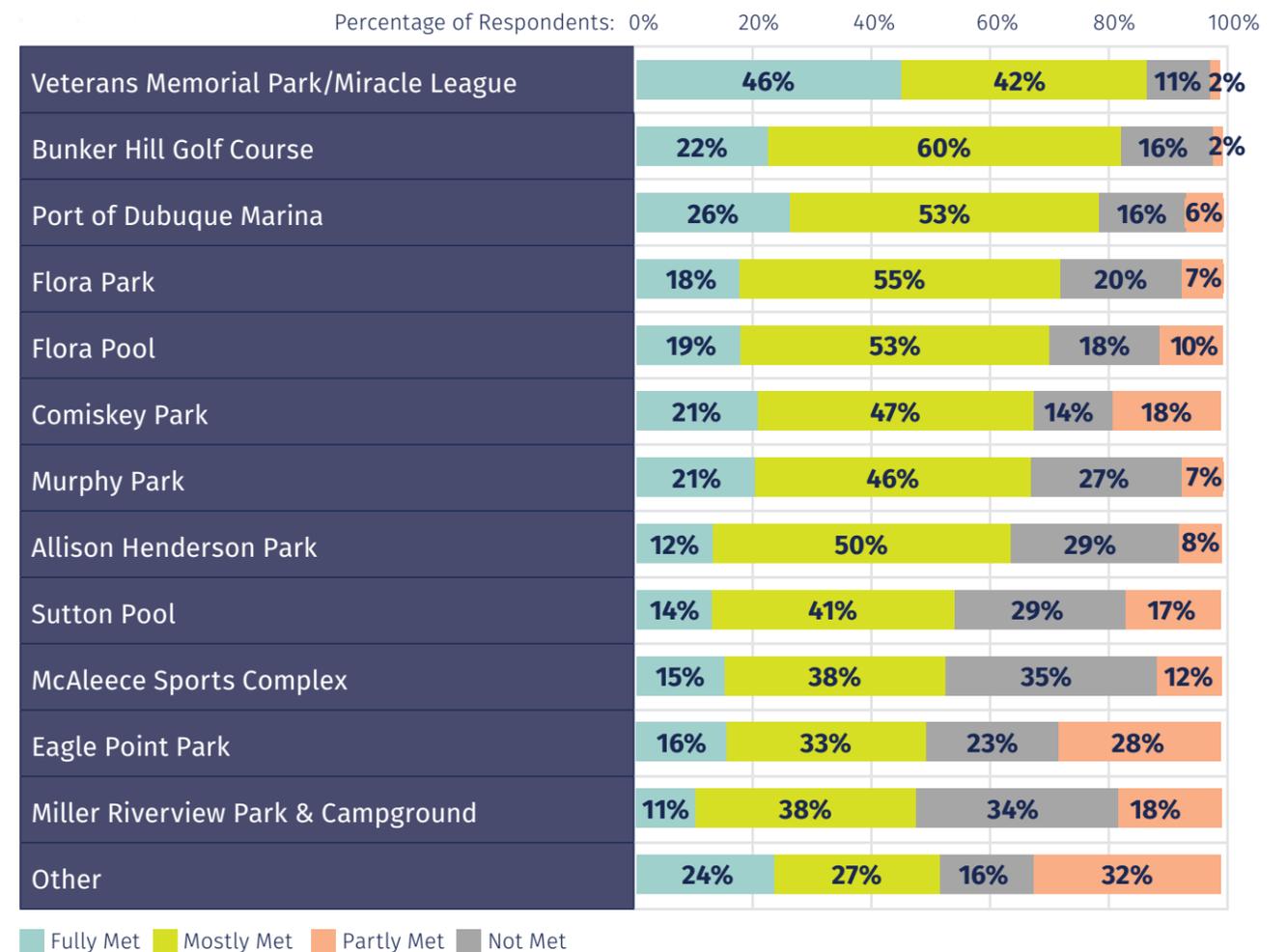
Q8. Have you and/or members of your household visited any City of Dubuque parks or recreation facilities during the past year?

BY PERCENTAGE OF RESPONDENTS



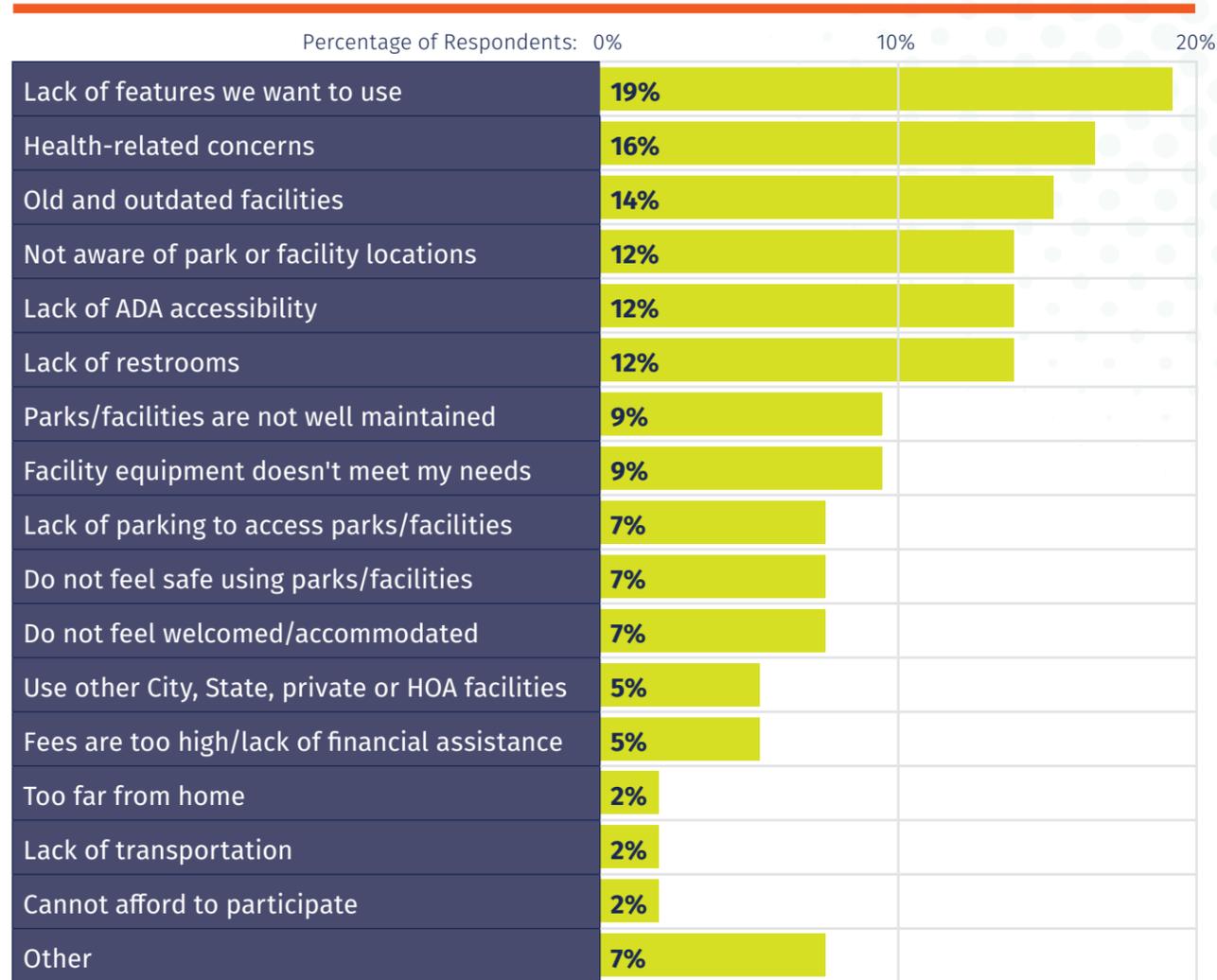
Q8a. Please rate the maintenance level and overall condition of each of the parks and recreation facilities listed below.

BY PERCENTAGE OF RESPONDENTS (WITHOUT "DON'T KNOW")



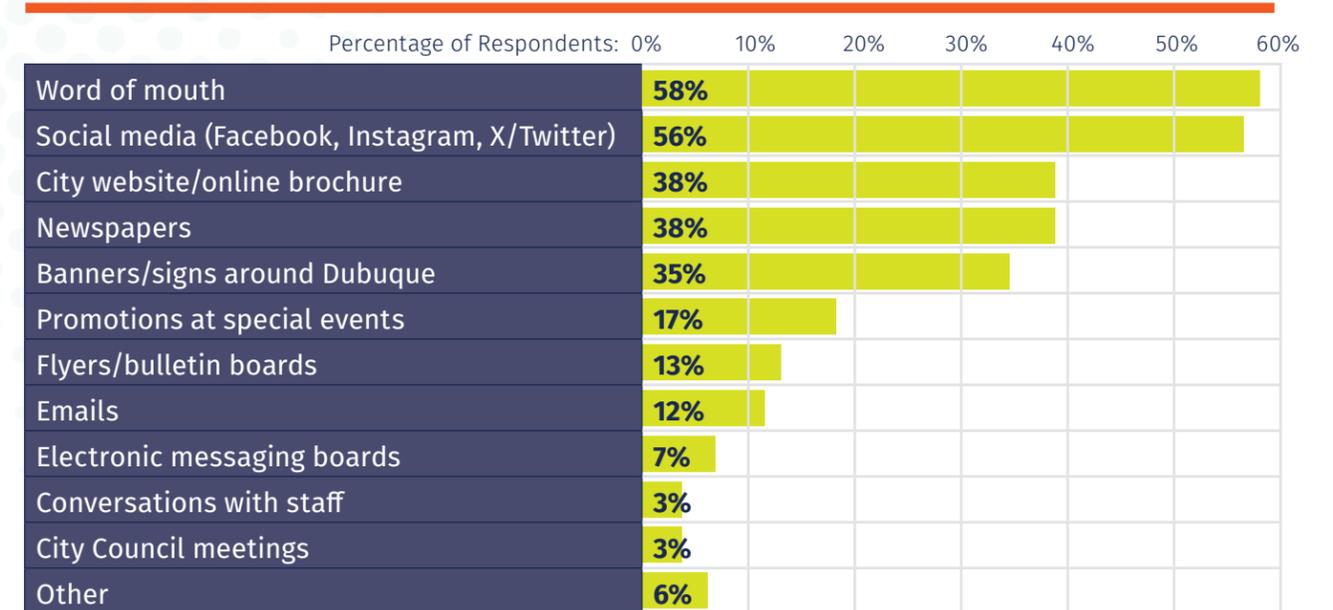
Q8b. Please CHECK ALL the reasons you have not visited or have not visited City of Dubuque parks or recreation facilities more often.

BY PERCENTAGE OF RESPONDENTS (WITHOUT "DON'T KNOW")



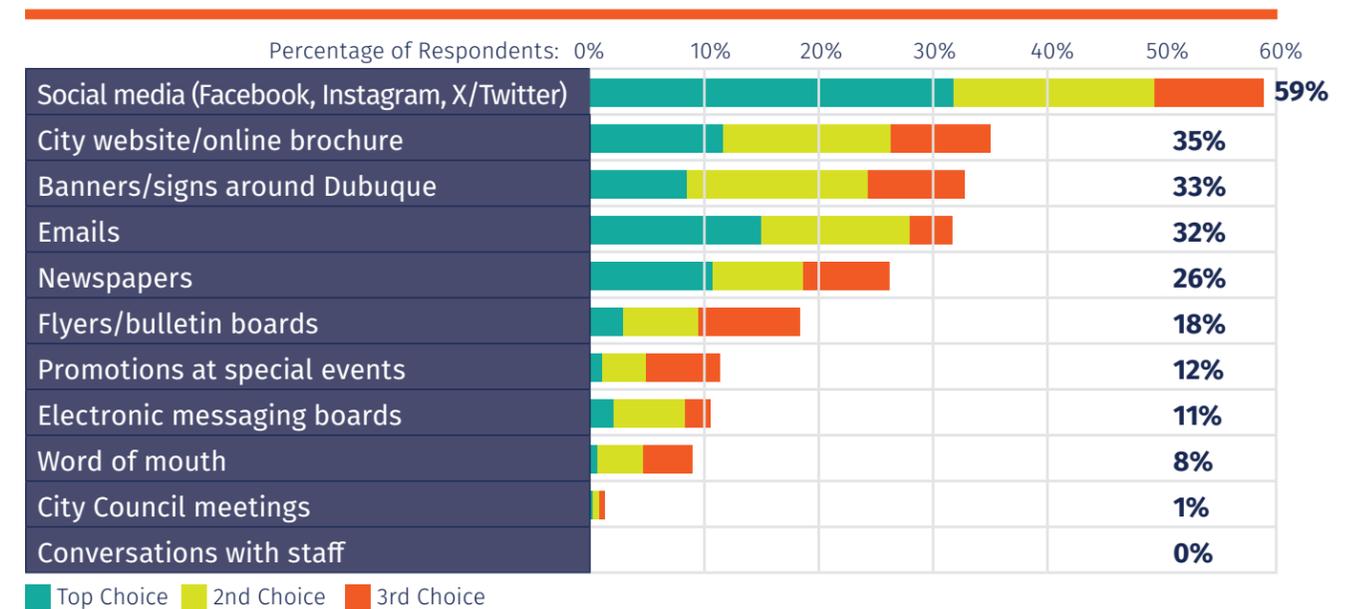
Q9. From the following list, please CHECK ALL the ways you learn about City of Dubuque parks, recreation facilities, programs, and events.

BY PERCENTAGE OF RESPONDENTS

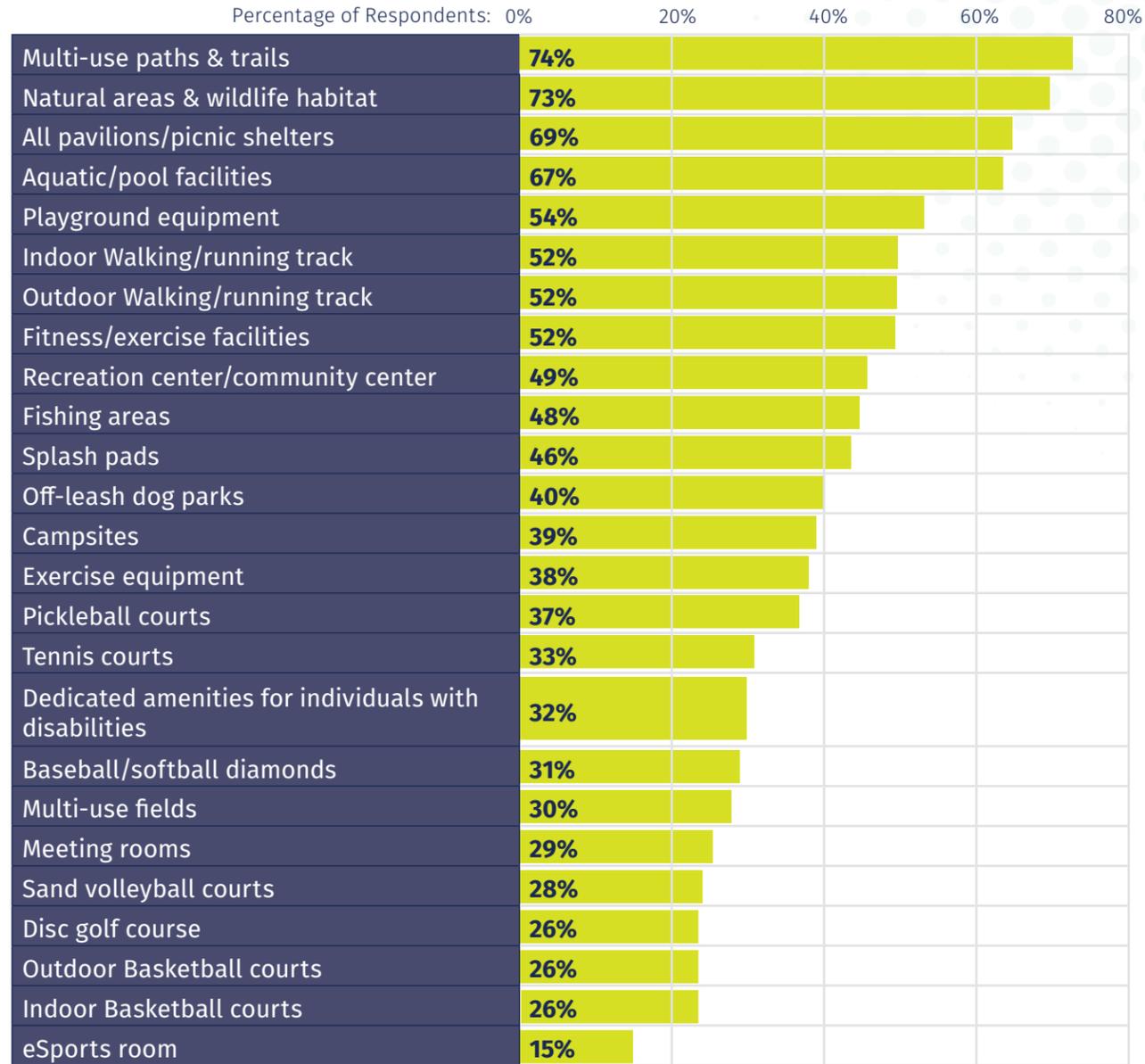


Q9a. Which THREE methods of communication would you MOST PREFER the City to use to communicate with you about Parks and Recreation services?

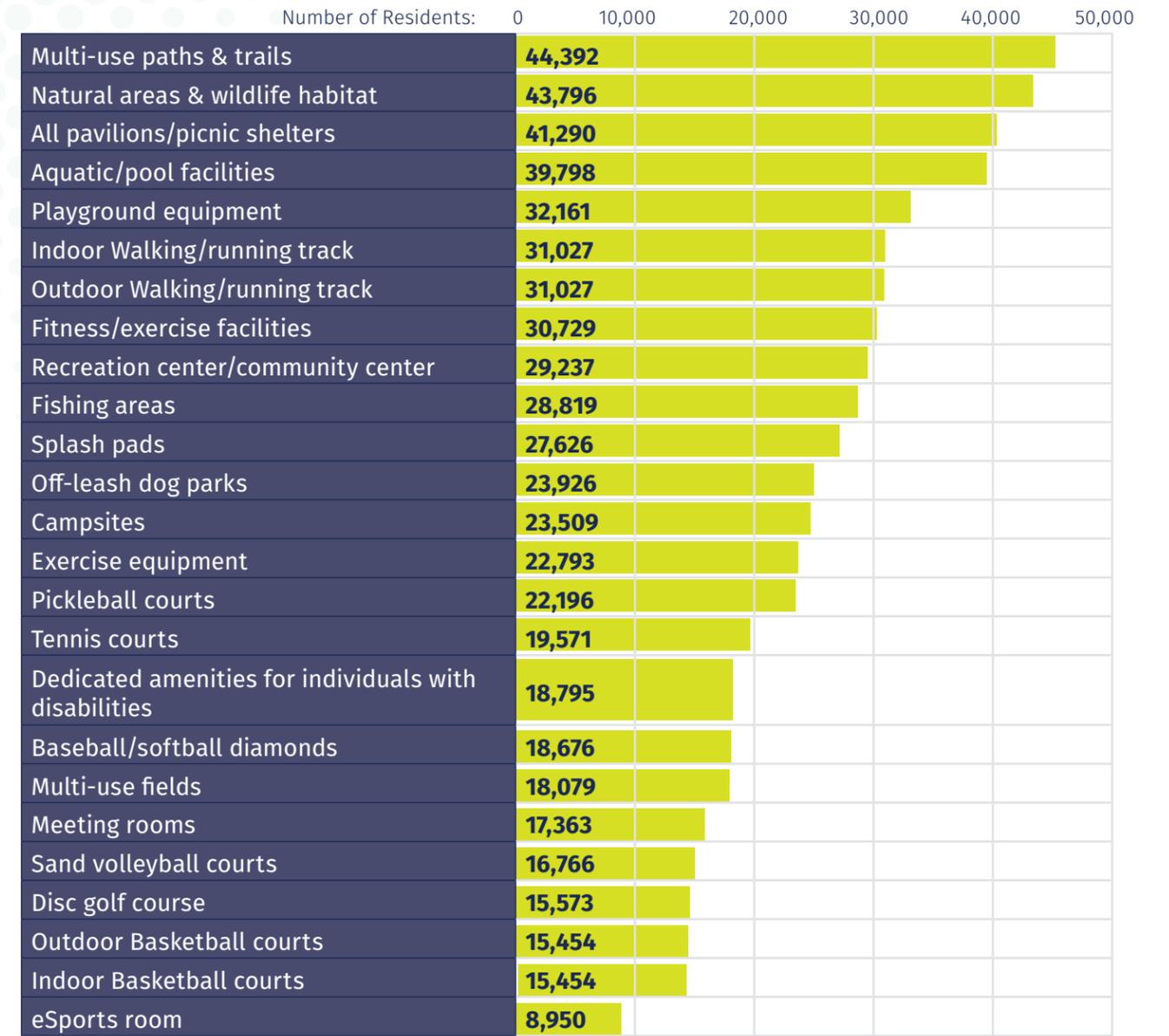
BY PERCENTAGE OF RESPONDENTS WHO SELECTED THE ITEMS AS ONE OF THEIR TOP THREE CHOICES



Q10. Need for Facilities and Amenities
BY PERCENTAGE OF RESPONDENTS WHO INDICATED NEED

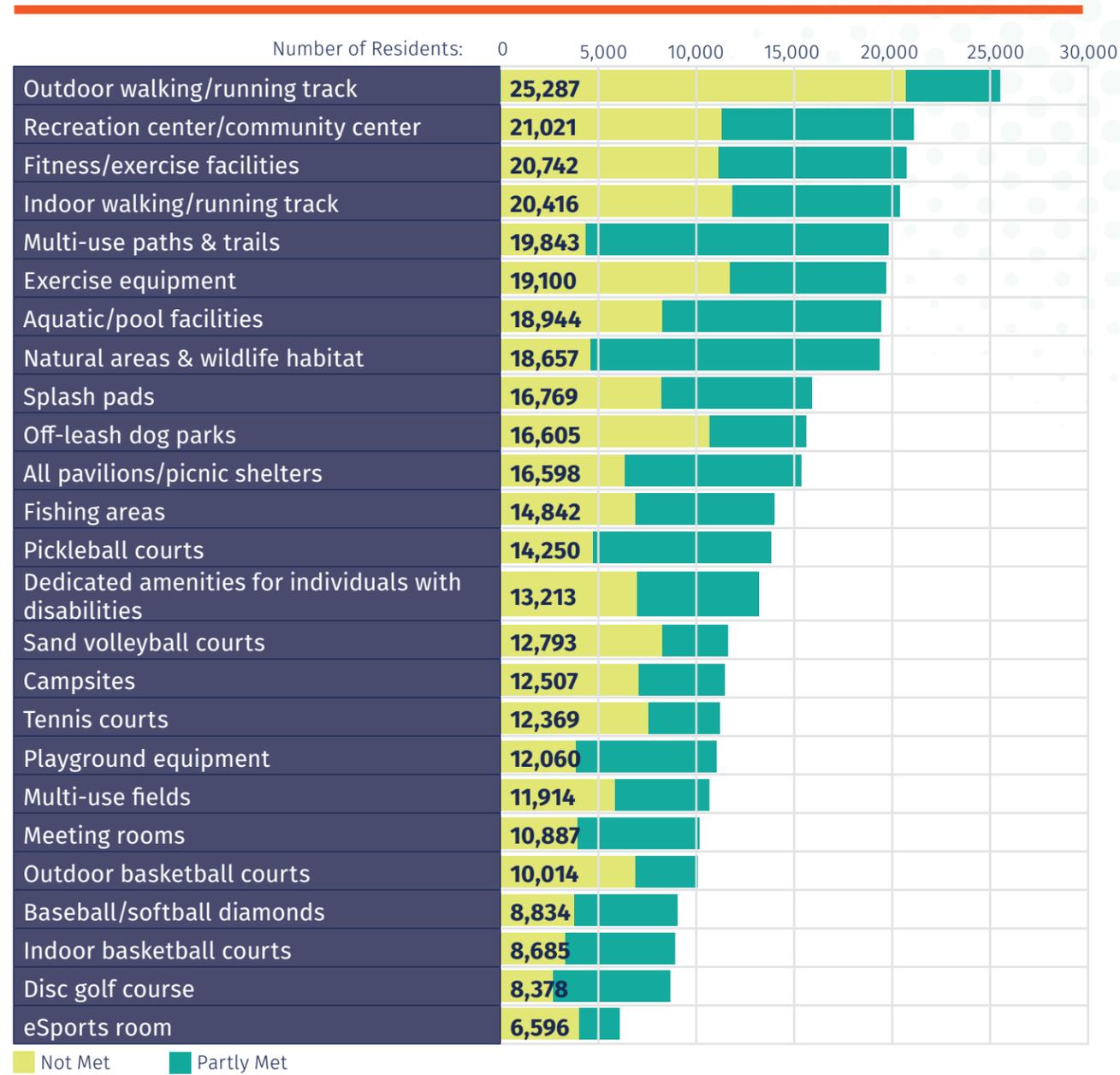


Q10b. Estimated number of residents who have a need for facilities & amenities
BY NUMBER OF RESPONDENTS BASED ON AN ESTIMATED 59,667 RESIDENTS



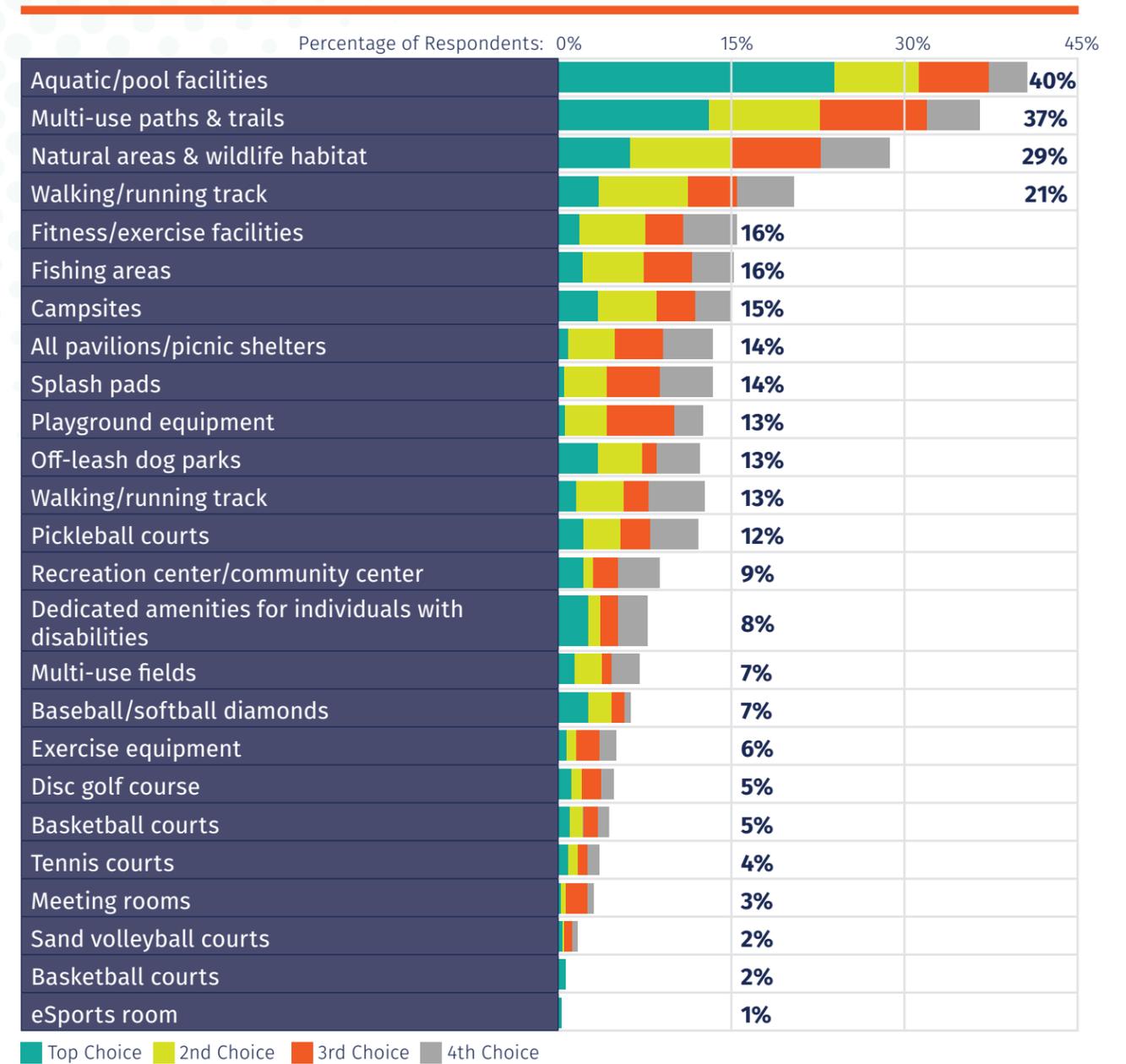
Q10d. Estimated number of residents whose facility and amenity needs are only “partly met” or “not met”

BY NUMBER OF RESPONDENTS WITH NEED BASED ON AN ESTIMATED 59,667 RESIDENTS



Q11. Which FOUR items are MOST IMPORTANT to your household?

BY PERCENTAGE OF RESPONDENTS WHO SELECTED THE ITEMS AS ONE OF THEIR TOP FOUR CHOICES

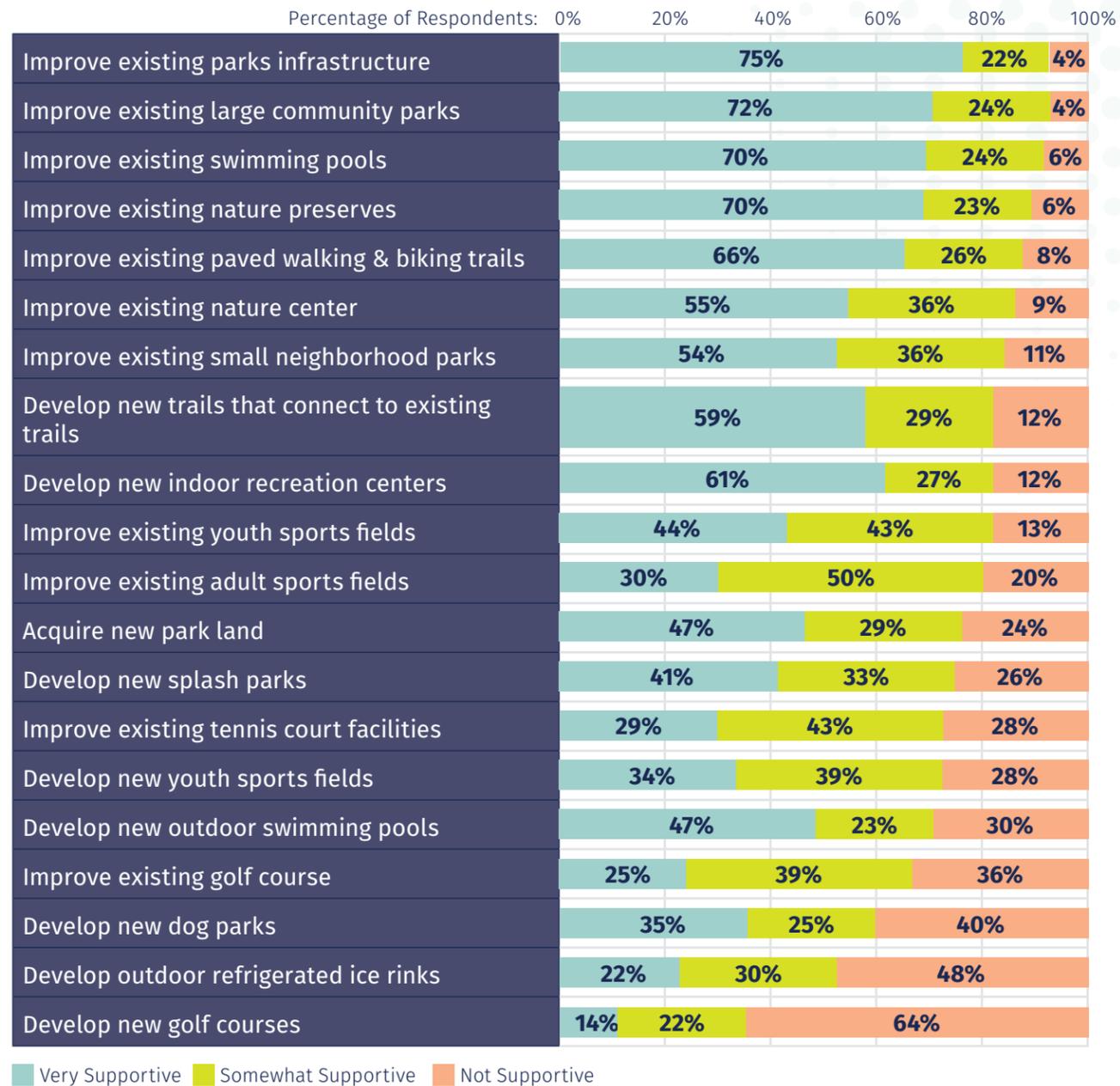


Legend: Top Choice (teal), 2nd Choice (yellow), 3rd Choice (orange), 4th Choice (grey)



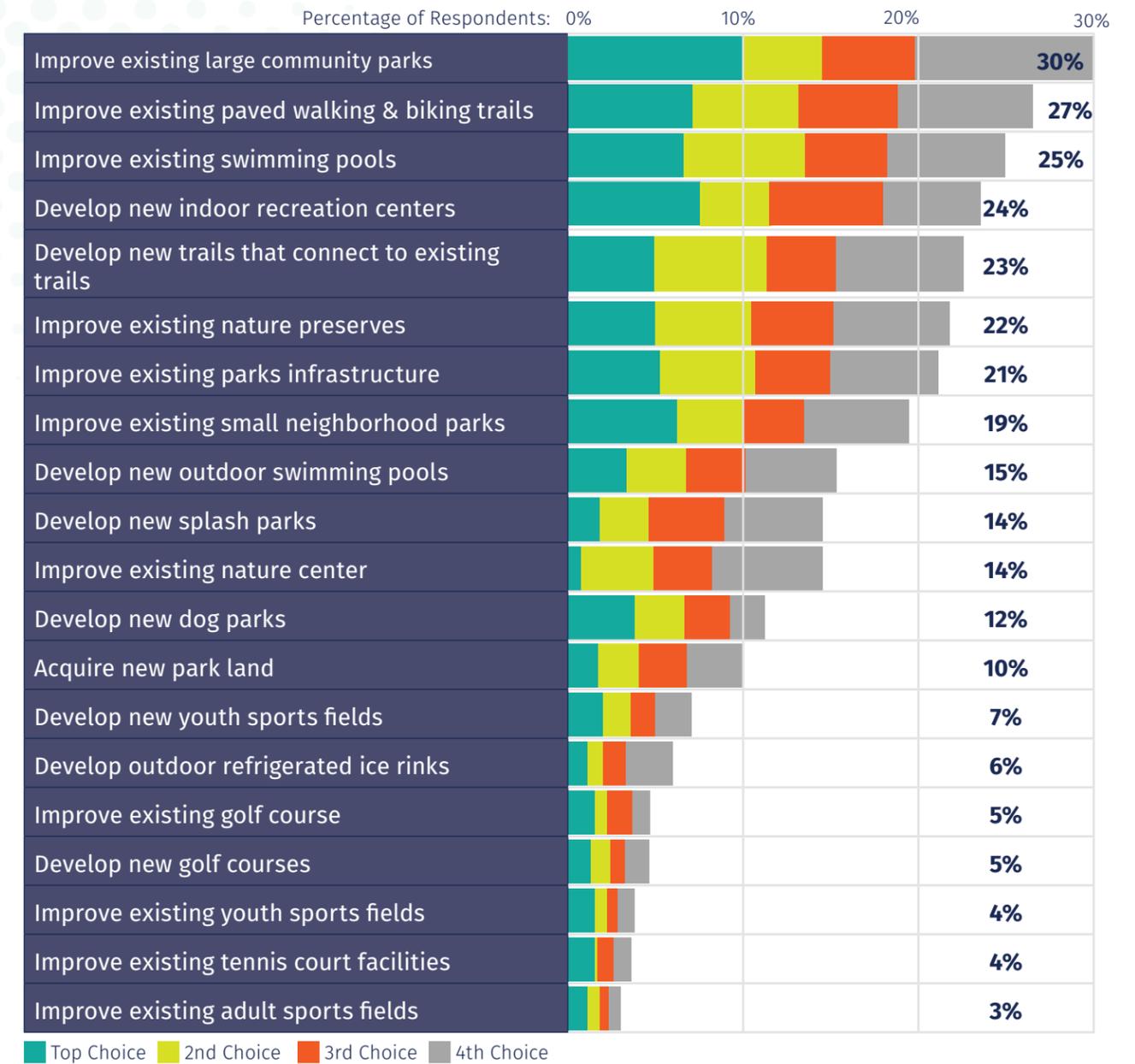
Q13. Listed below are actions the City of Dubuque could take to improve its parks and recreation system. Please indicate your support for each potential action.

BY PERCENTAGE OF RESPONDENTS (EXCLUDING "NO NEED")

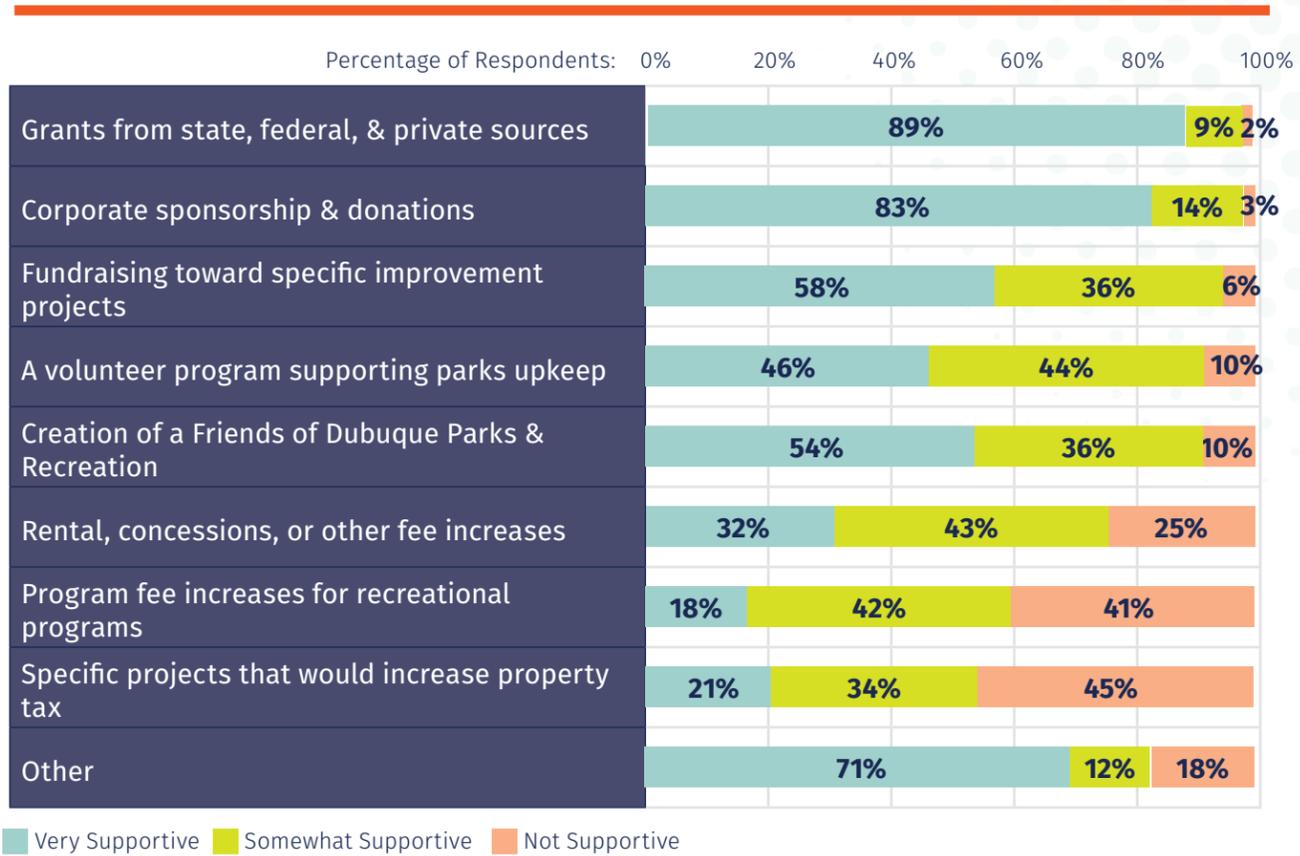


Q14. Which FOUR of the items listed in Question 13 would you be MOST WILLING to fund with additional tax dollars?

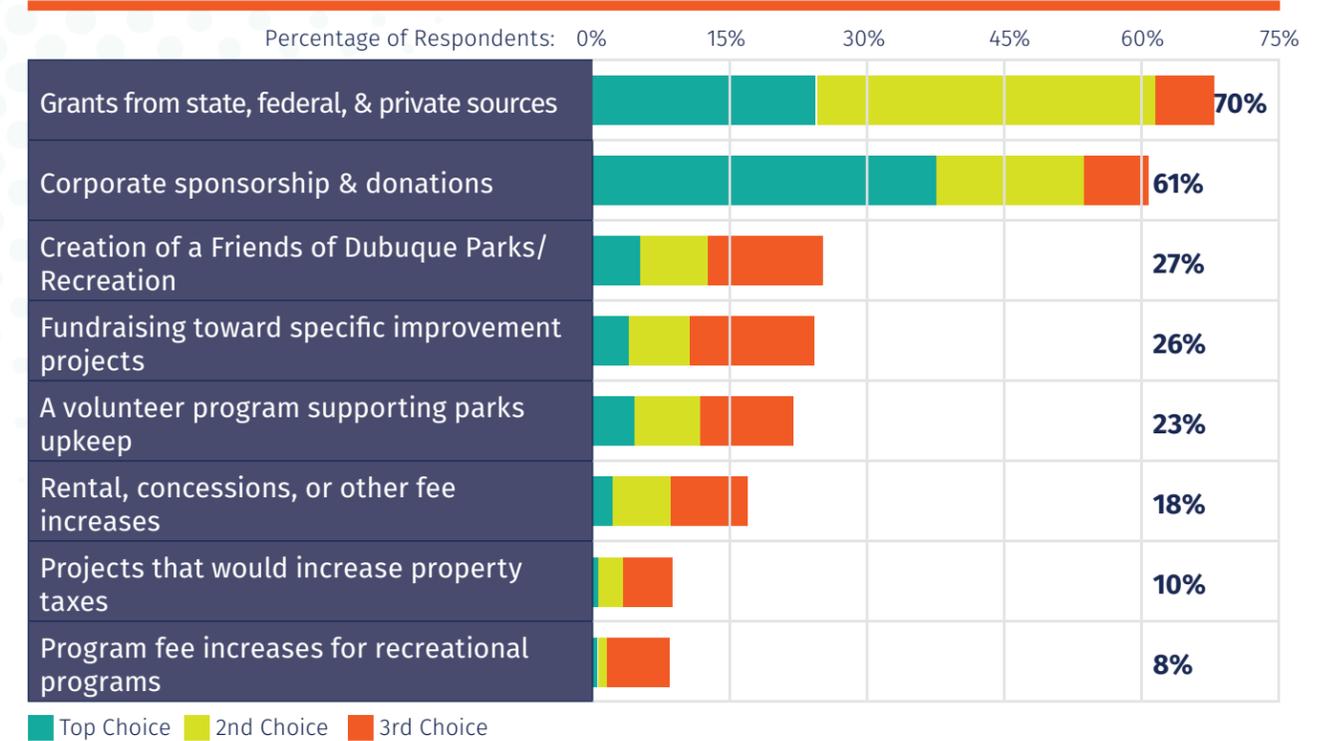
BY PERCENTAGE OF RESPONDENTS WHO SELECTED THE ITEMS AS ONE OF THEIR TOP FOUR CHOICES



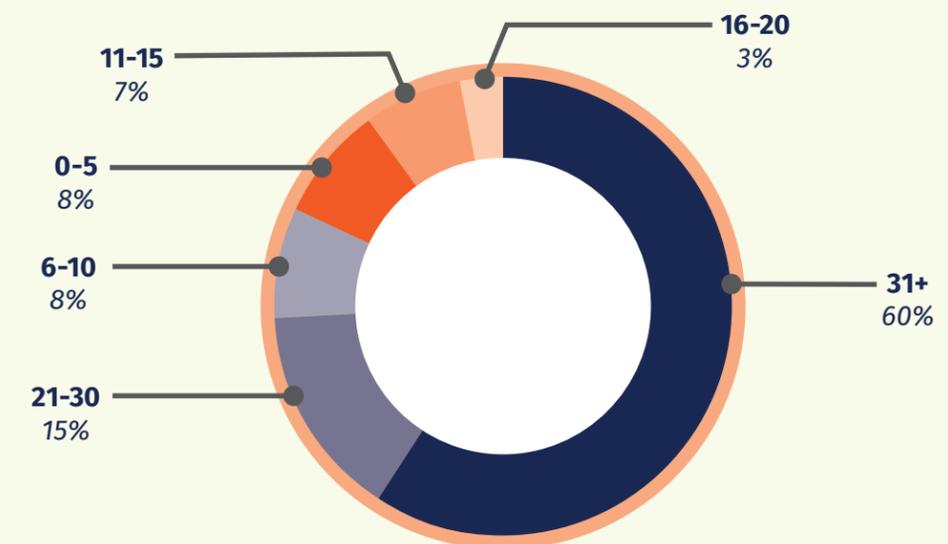
Q15. Listed below are various funding mechanisms that could be used to fund the actions you indicated you would be most willing to support in Question 14.
BY PERCENTAGE OF RESPONDENTS (WITHOUT "NOT SURE")



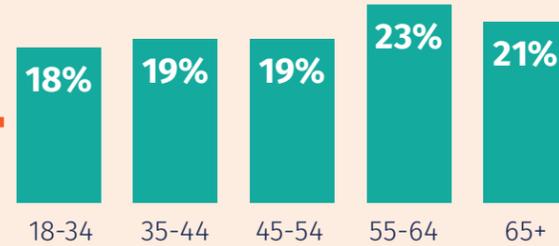
Q16. Which THREE of the items listed in Question 15 would you be MOST WILLING to support?
BY PERCENTAGE OF RESPONDENTS WHO SELECTED THE ITEMS AS ONE OF THEIR TOP THREE CHOICES



Q17. How many years have you lived in Dubuque? (without "not provided")
BY PERCENTAGE OF RESPONDENTS (WITHOUT "NOT PROVIDED")

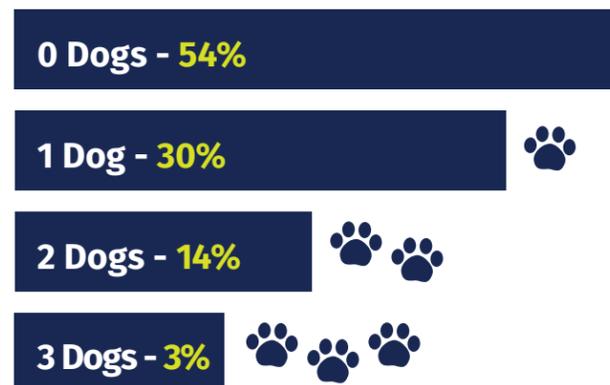


Q18. What is your age?
BY PERCENTAGE OF RESPONDENTS
(WITHOUT "NOT PROVIDED")



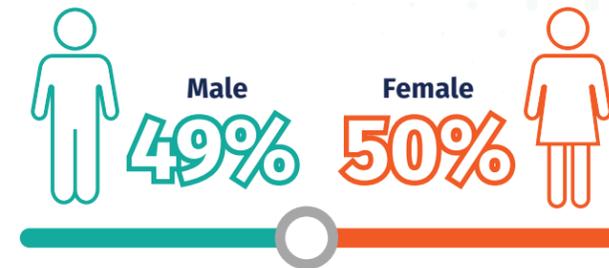
Do you have any dogs in the house?

122 RESPONSES

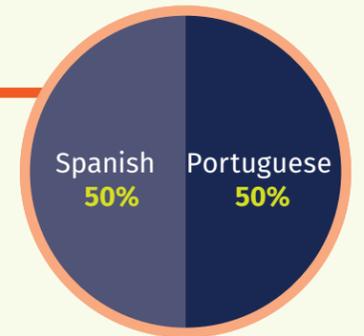


Q20. Your gender identity
BY PERCENTAGE OF RESPONDENTS
(WITHOUT "NOT PROVIDED")

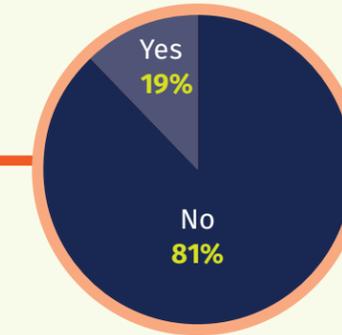
1% prefer to self describe



Q23a. What is the primary language spoken in your home?
BY PERCENTAGE OF RESPONDENTS WHO DID NOT INDICATE ENGLISH



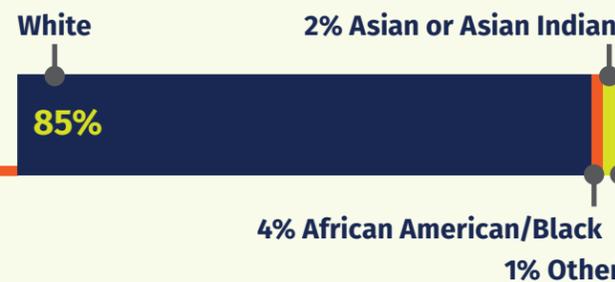
Q24. Does anyone in your household have a disability?
BY PERCENTAGE OF RESPONDENTS
(WITHOUT "NOT PROVIDED")



Q21. Are you or other members of your household of Hispanic or Latino Ancestry?
BY PERCENTAGE OF RESPONDENTS
(WITHOUT "NOT PROVIDED")



Q22. Which of the following best describes your race/ethnicity?
BY PERCENTAGE OF RESPONDENTS

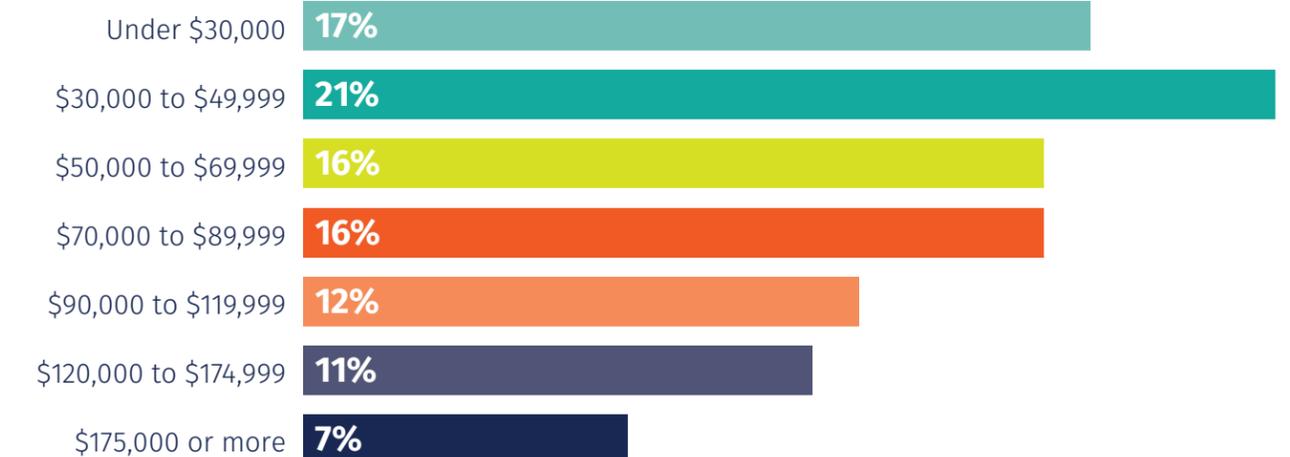


Q23. Is English the primary language spoken in your home?
BY PERCENTAGE OF RESPONDENTS
(WITHOUT "NOT PROVIDED")



What is your total annual household income?

111 RESPONSES



PRIORITY INVESTMENT RATINGS

The Priority Investment Rating (PIR) was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The PIR was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The PIR reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating (UNR) and the Importance Rating (IR) as shown in the equation below:

$$PIR = UNR + IR$$

For example, suppose the UNR for playgrounds is 26.5 (out of 100) and the IR for playgrounds is 52 (out of 100), the PIR for playgrounds would be 78.5 (out of 200).

How to Analyze the Charts:

High-Priority

Areas are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of residents.

Medium-Priority

Areas are those with a PIR of 51-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.

Low-Priority

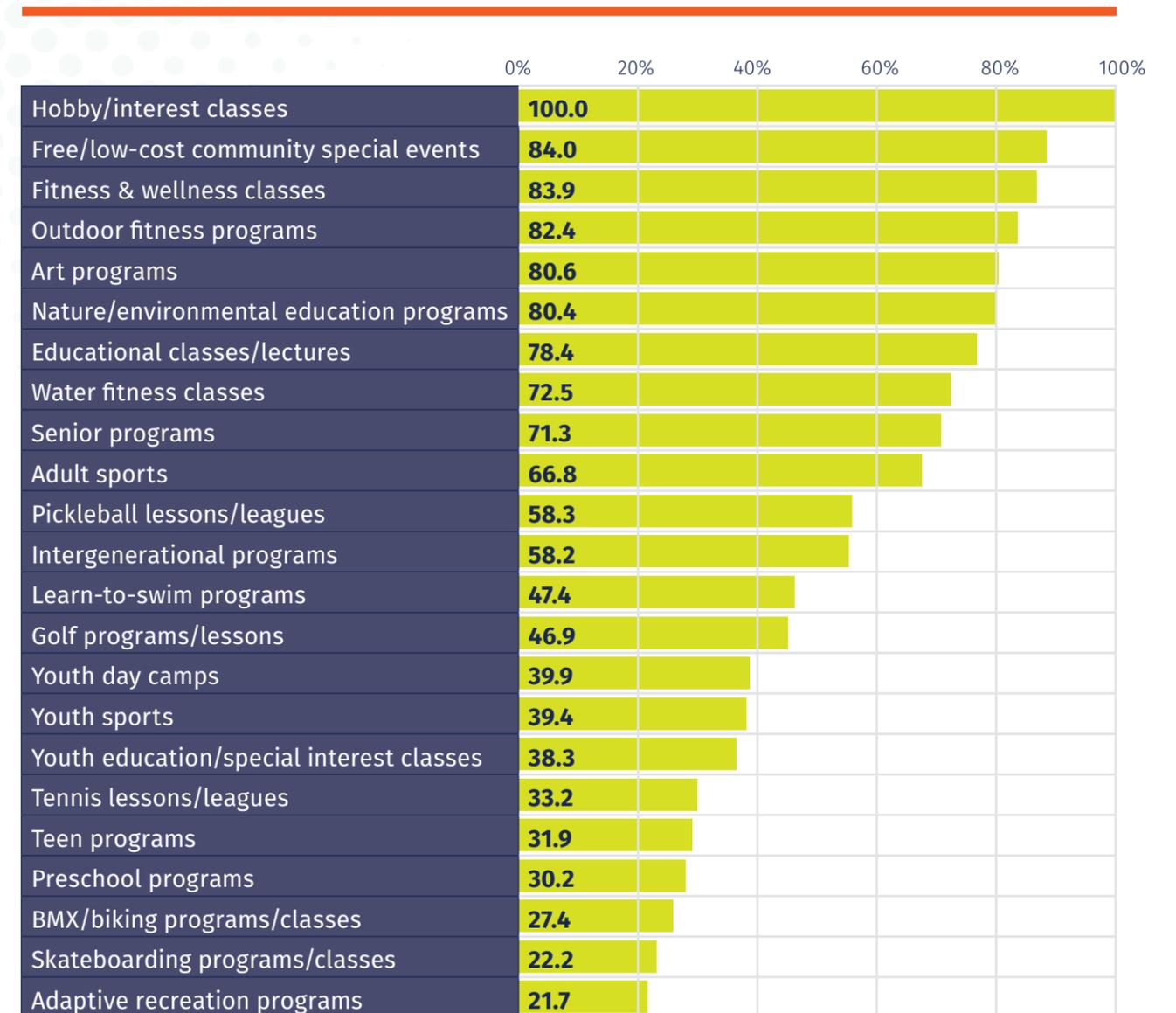
Areas are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the UNR, IR, and PIR for facilities and programs.

Unmet Needs Rating for Programs/Activities

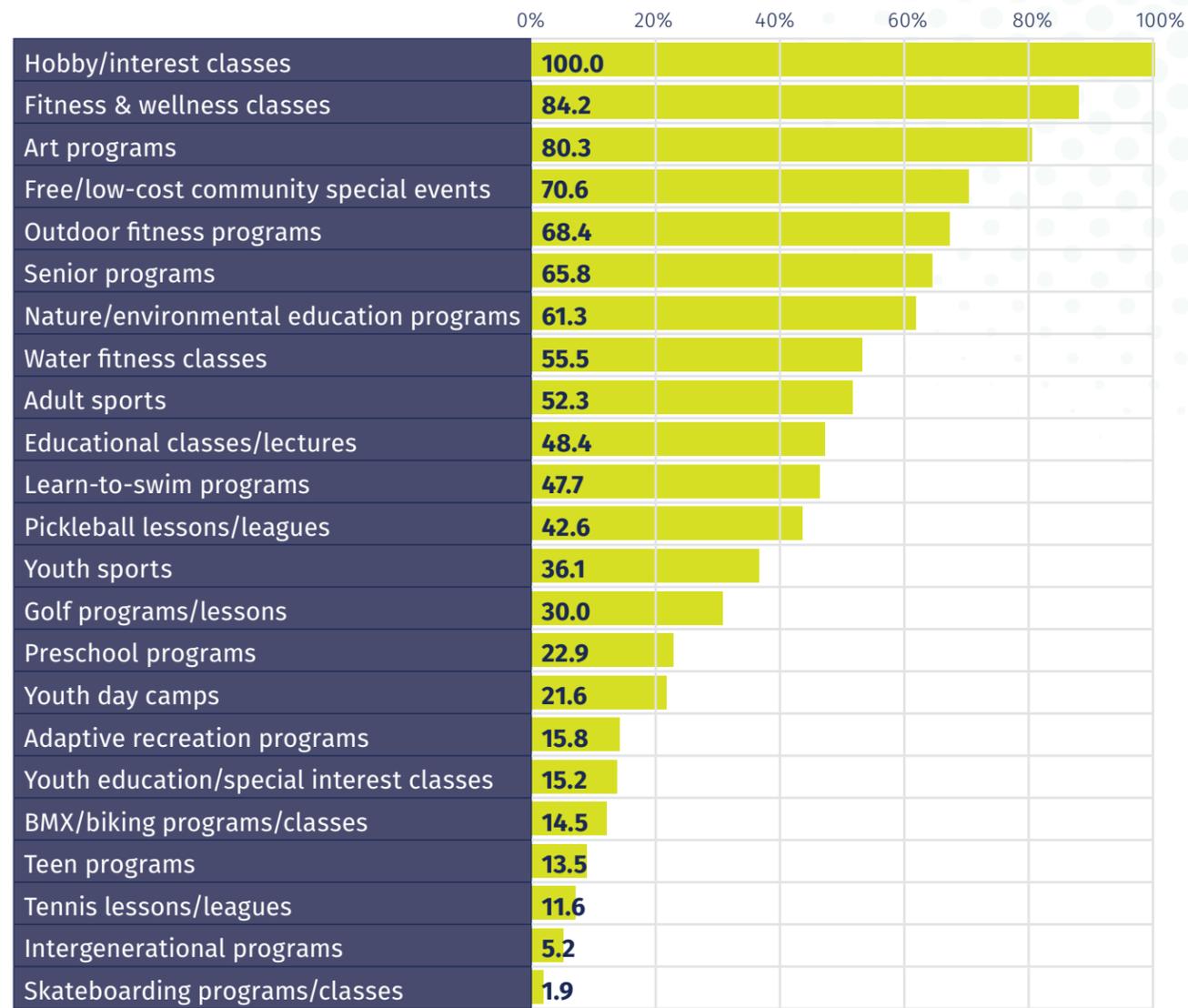
THE RATING FOR THE ITEM WITH THE MOST UNMET NEED=100

THE RATING OF ALL OTHER ITEMS REFLECTS THE RELATIVE AMOUNT OF UNMET NEED FOR EACH ITEM COMPARED TO THE ITEM WITH THE MOST UNMET NEED

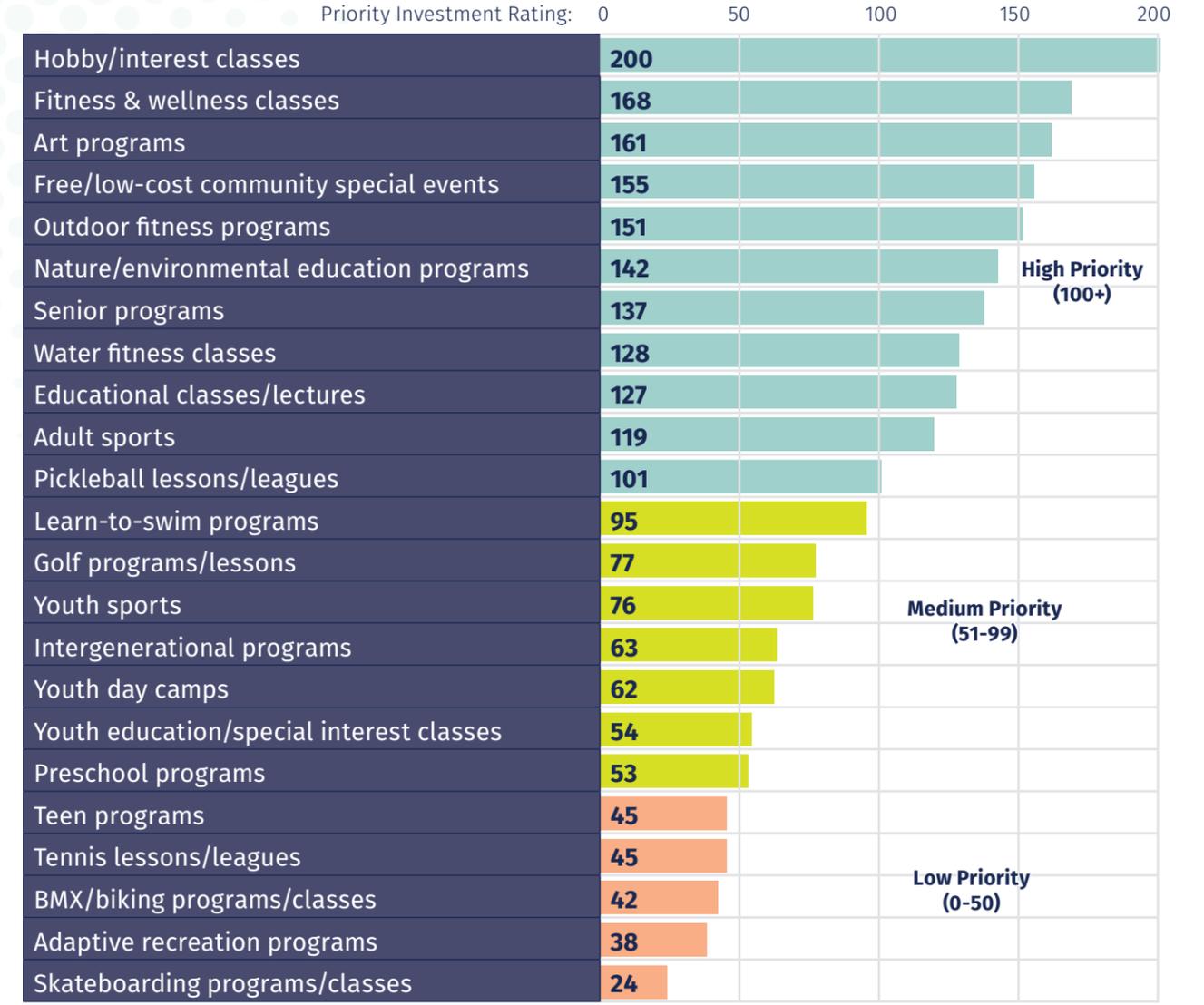


Importance Rating for Programs/Activities

THE RATING FOR THE ITEM RATED AS THE MOST IMPORTANT=100



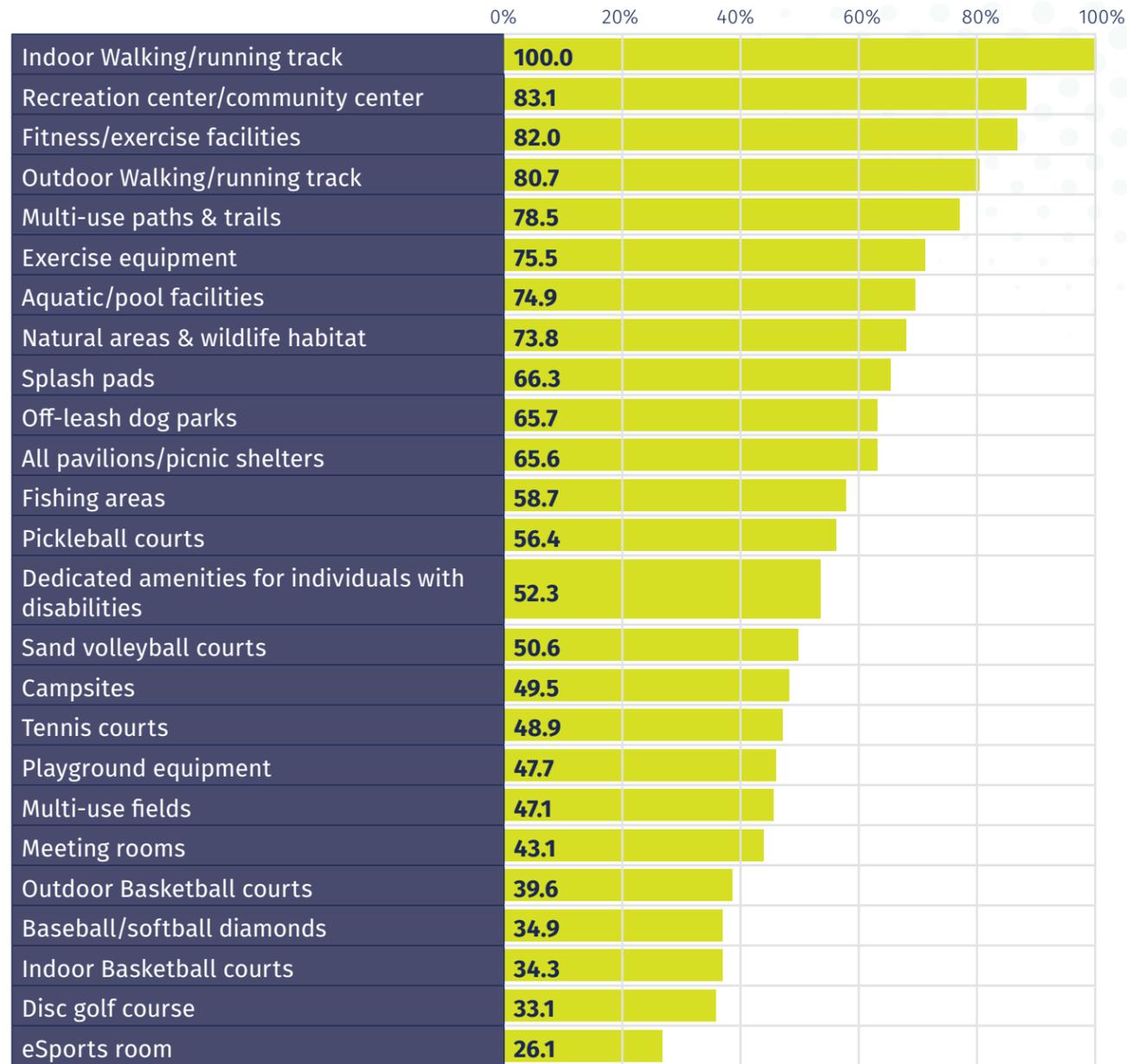
Top Priorities for Investment for Parks and Recreation Programs Based on Priority Investment Rating



Unmet Needs Rating for Facilities and Amenities

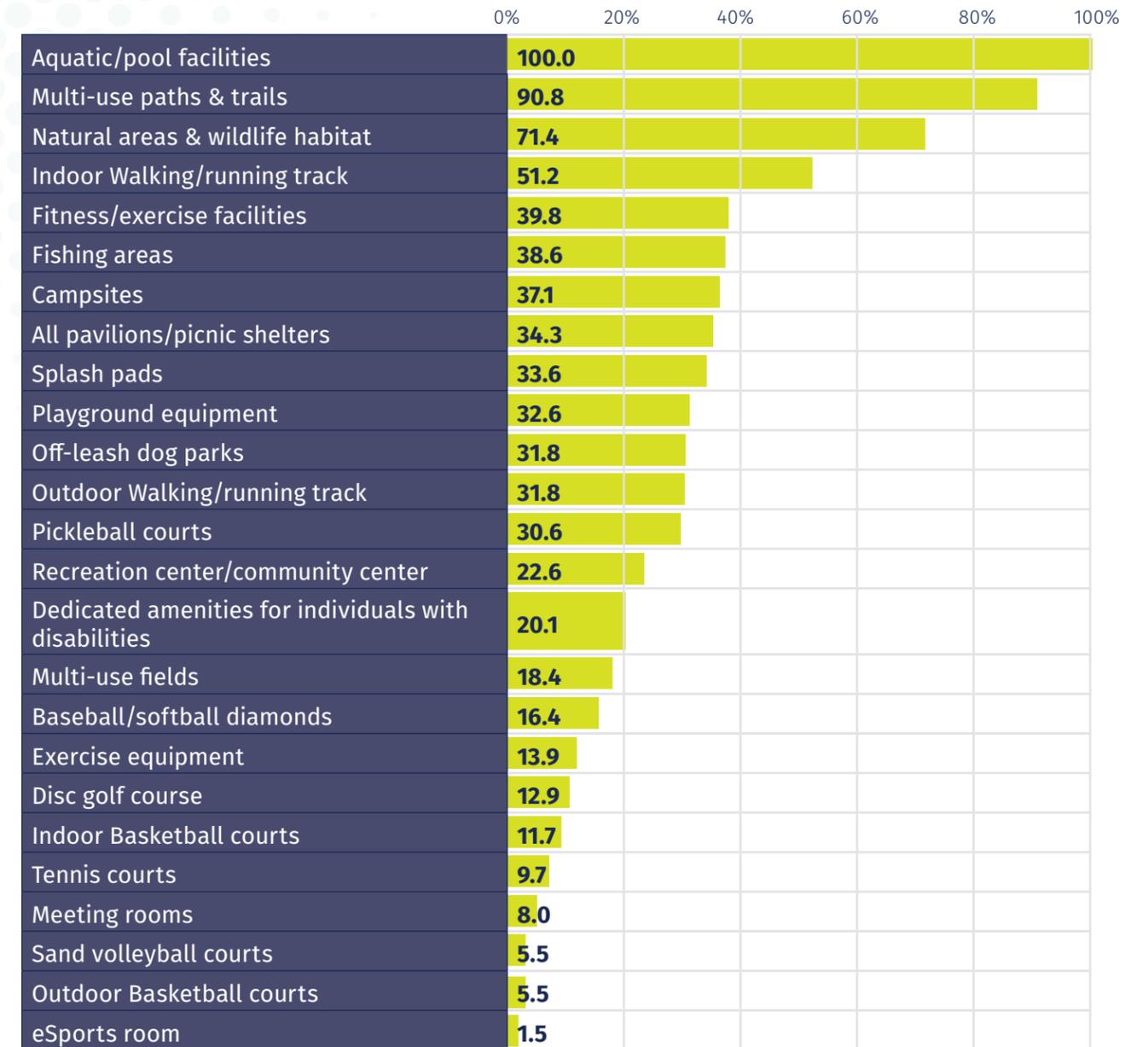
THE RATING FOR THE ITEM WITH THE MOST UNMET NEED=100

THE RATING OF ALL OTHER ITEMS REFLECTS THE RELATIVE AMOUNT OF UNMET NEED FOR EACH ITEM COMPARED TO THE ITEM WITH THE MOST UNMET NEED

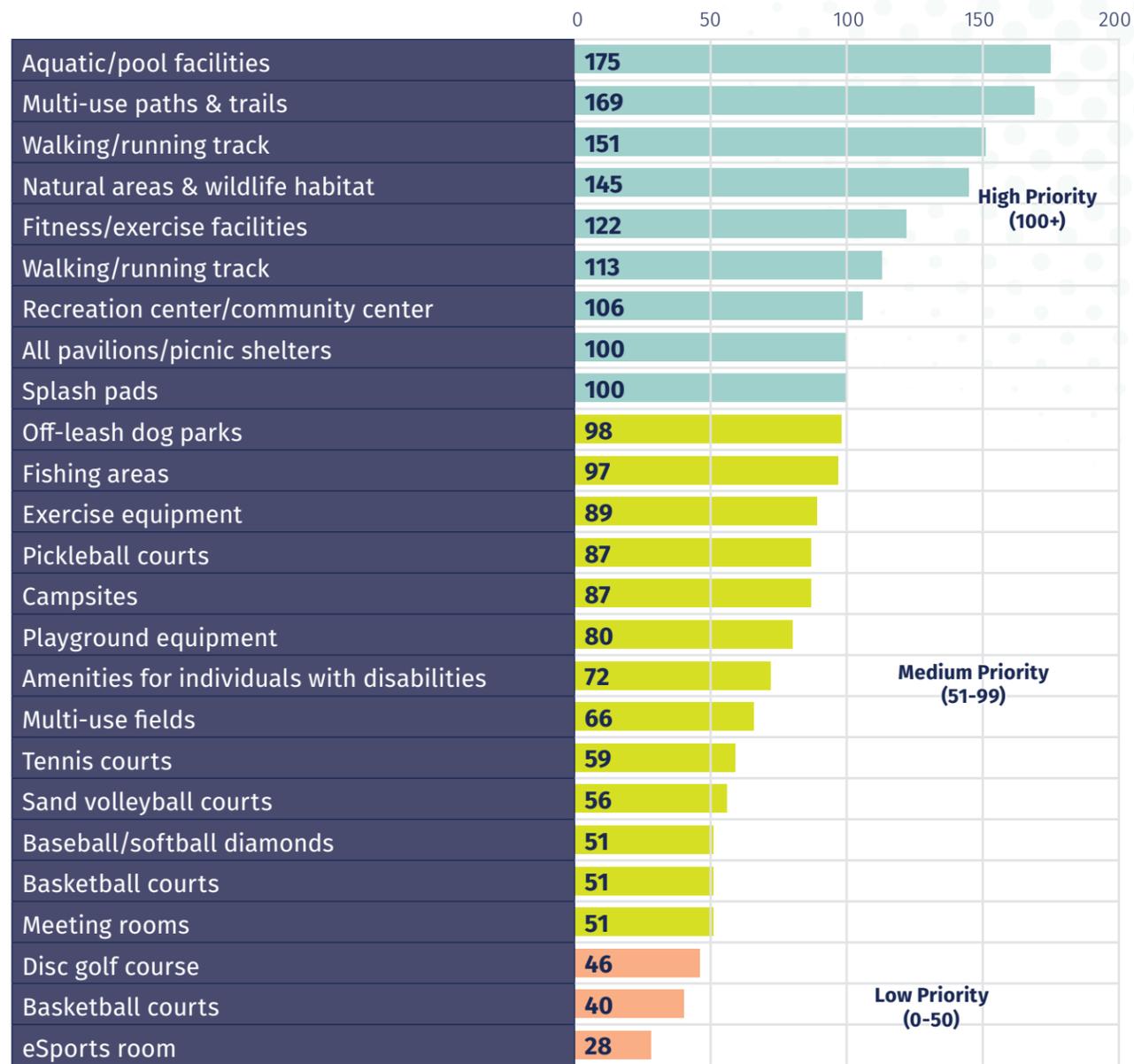


Importance Rating for Facilities and Amenities

THE RATING FOR THE ITEM RATED AS THE MOST IMPORTANT=100



Top Priorities for Investment for Facilities and Amenities Based on Priority Investment Rating



NATIONAL BENCHMARKING

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Dubuque is not Authorized without written consent from ETC Institute.

Have you or any members of your household visited any parks or recreation facilities or amenities in your community during the past year?
BY % OF RESPONDENTS

89%

Dubuque (2025)

81%

National Average

Overall condition of all the parks and recreation facilities and amenities you and the members of your households have visited over the past year.
BY % OF RESPONDENTS

Rated "Excellent"

22%

Dubuque (2025)

36%

National Average

Rated "Excellent" or "Good"

85%

Dubuque (2025)

85%

National Average

Have you or any members of your household participated in any recreation programs offered in your community during the past year?
BY % OF RESPONDENTS

37%

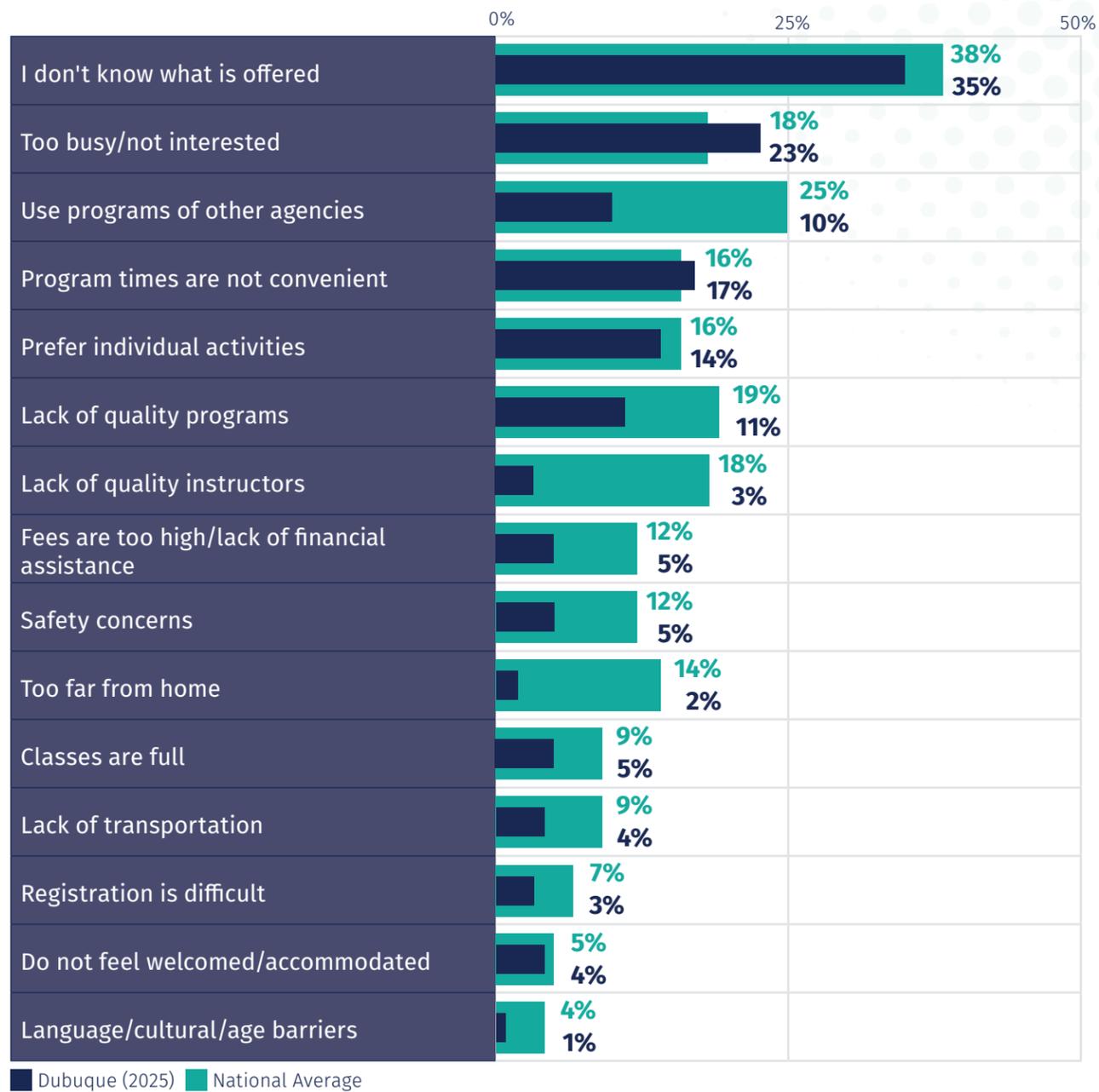
Dubuque (2025)

36%

National Average

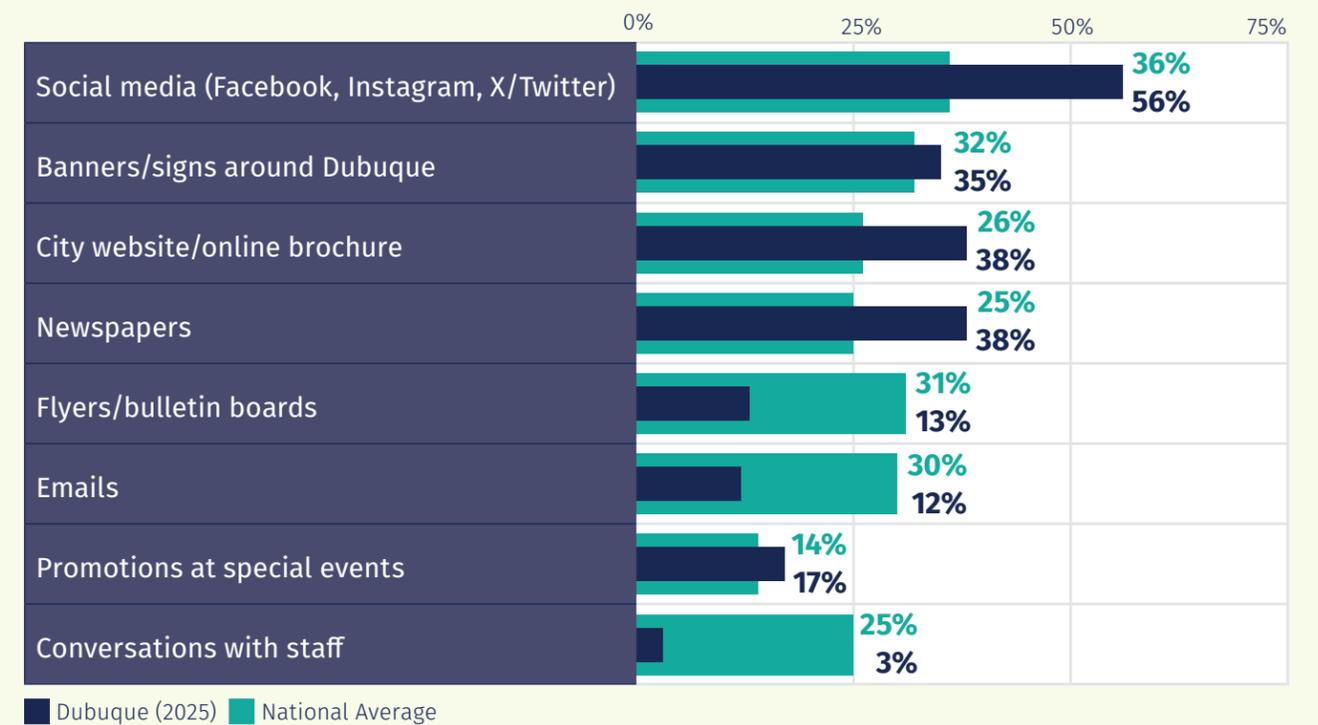
Barriers to Recreation Program Participation

BY % OF RESPONDENTS



Barriers to Recreation Program Participation

BY % OF RESPONDENTS

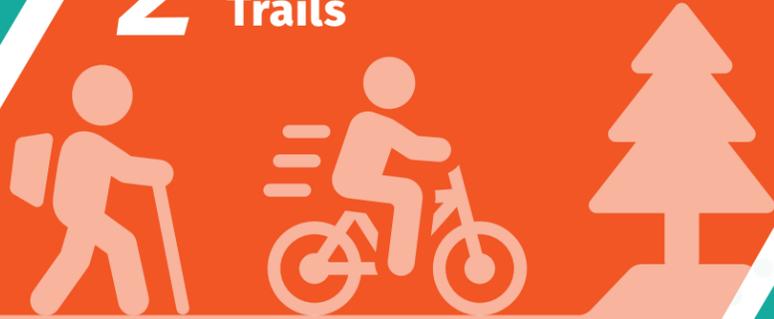


Top 10 Capital Needs Based on Statistically-Valid Survey

1 Aquatic/Pool Facilities



2 Multi-Use Paths and Trails



3 Walking/Running Track



4 Natural Areas and Wildlife Habitat



5 Fitness and Exercise Facilities (Indoor)



6 Recreation/Community Center



7 Pavillions/Picnic Shelters



8 Splash Pads



9 Off-Leash Dog Parks



10 Fishing Areas



Top 10 Program Needs Based on Statistically-Valid Survey

1 Hobby/Interest Classes



2 Fitness and Wellness Classes



3 Art Programs



4 Free/Low-Cost Special Events



5 Outdoor Fitness Programs



6 Nature/Environmental Education



7 Senior Programs



8 Water Fitness Classes



9 Education Classes / Lectures



10 Adult Sports

