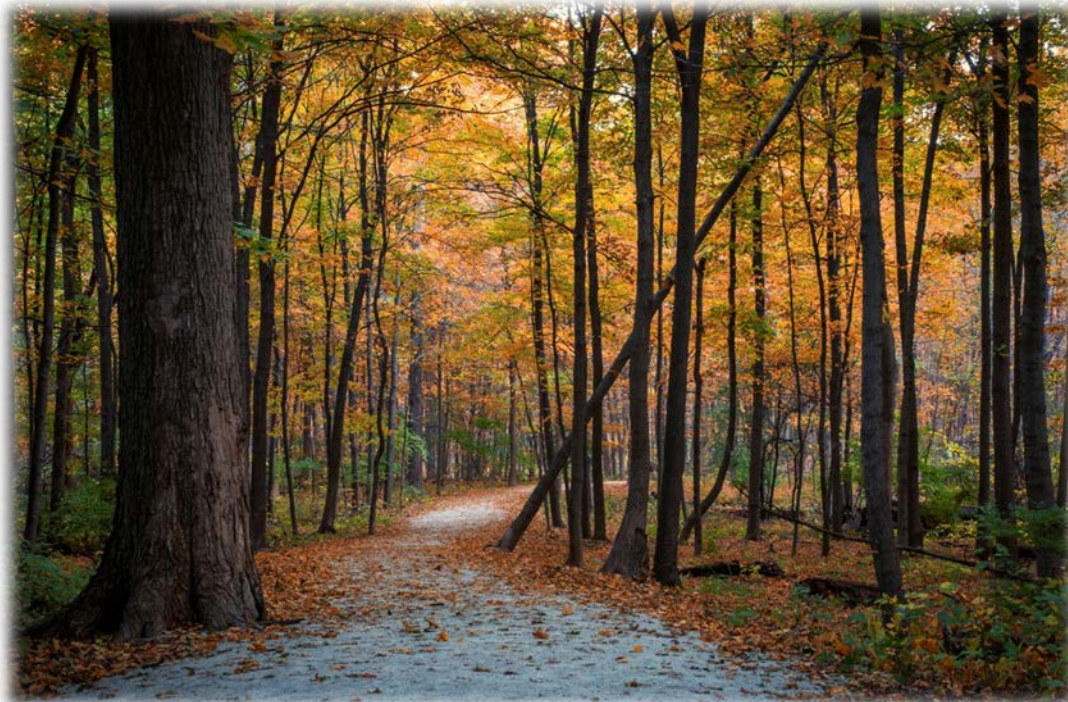




# Presentation of Major Findings



Prepared by  
Public Research Group, LLC  
1280 Iroquois Avenue  
Suite 110  
Naperville, IL 60563

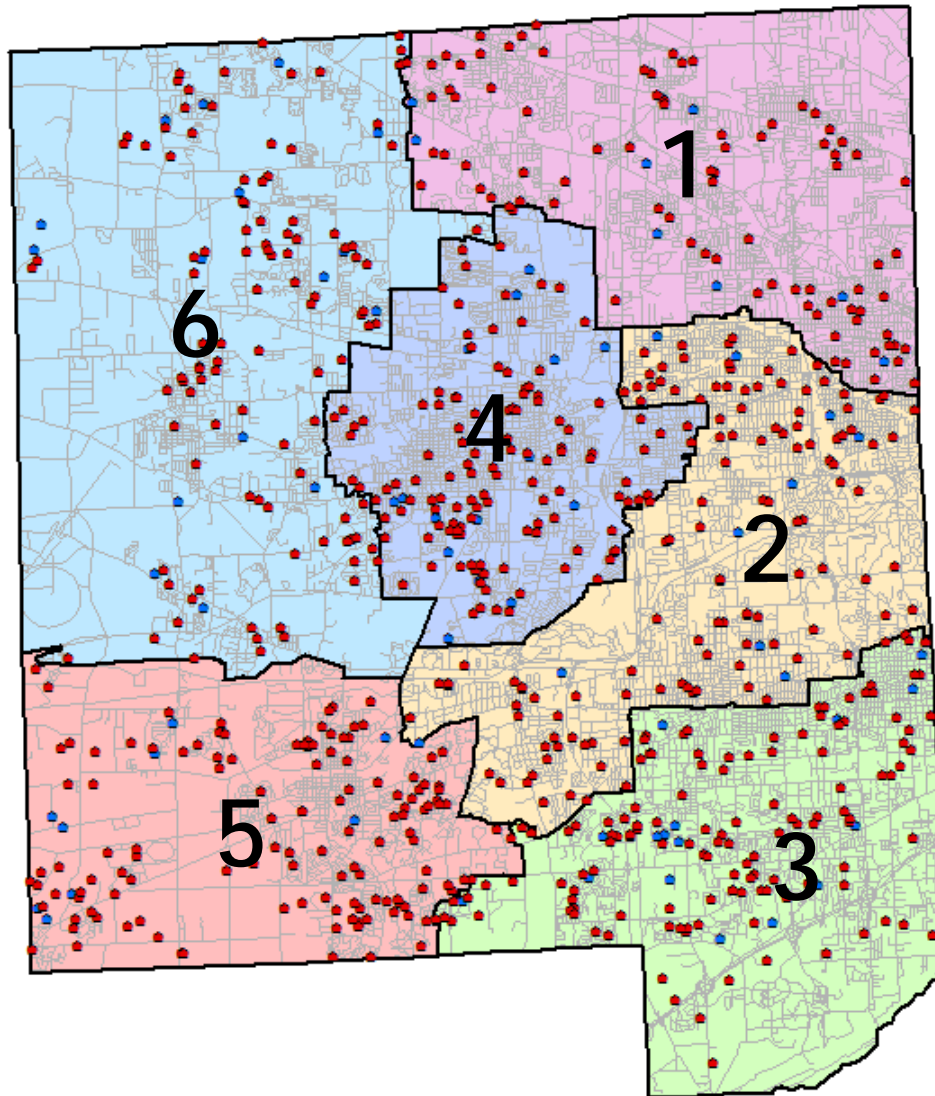
April 24, 2018



- There were a total of 782 completed surveys from the random sample of 10,000 residents which provides a 95% confidence level with +/- 3.5% confidence interval which compares favorably against our past Forest Preserve survey body of work.
  - Forest Preserve District of Kane County (95% confidence level with +/- 3.5%)
  - Forest Preserves of Cook County (95% confidence level with +/- 3%)

Only 385 responses were needed to provide for the industry standard of 95% confidence level with +/- 5% which was doubled for this survey.

- The survey allowed for over 170,000 possible data points to be analyzed from the 782 responses based on the 215 variable combinations from the 25 questions.
- Demographics responses provided a representative sample that compares favorably to the 2010 U.S. Census data for the County. The survey responses included slightly more Male participants (53%) than Female (47%) with a slightly older age of 43.2 years.



## Map Legend

- Mail Response
- Email Response

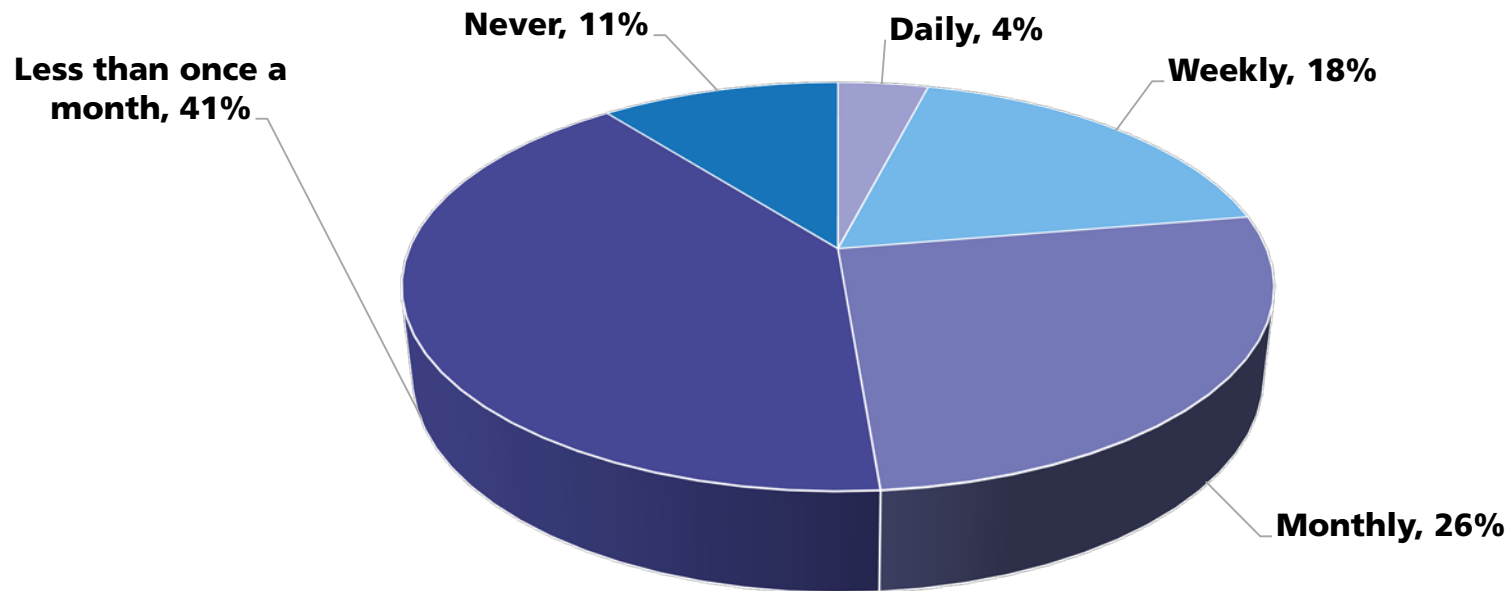
The completed survey responses have a good geographic distribution across the County removing location bias from the survey findings.



- 90% of the respondents believe that the **protection of natural areas** is the most important value for the District to achieve.
- Nearly one out of two respondents visit a preserve at least once a month. The most common traveling distance is between 3-10 miles.
- Only 11% have never visited a preserve.
- The most common activities were trail use (76%), enjoying nature (63%) and sitting/relaxation (40%).
- Many respondents are satisfied with the way the preserves are now and the highest ranking priorities for the future were to focus on the restoration of natural areas, maintaining the District in its current state and building trail connections.



### 1: How often do you visit DuPage County forest preserves?

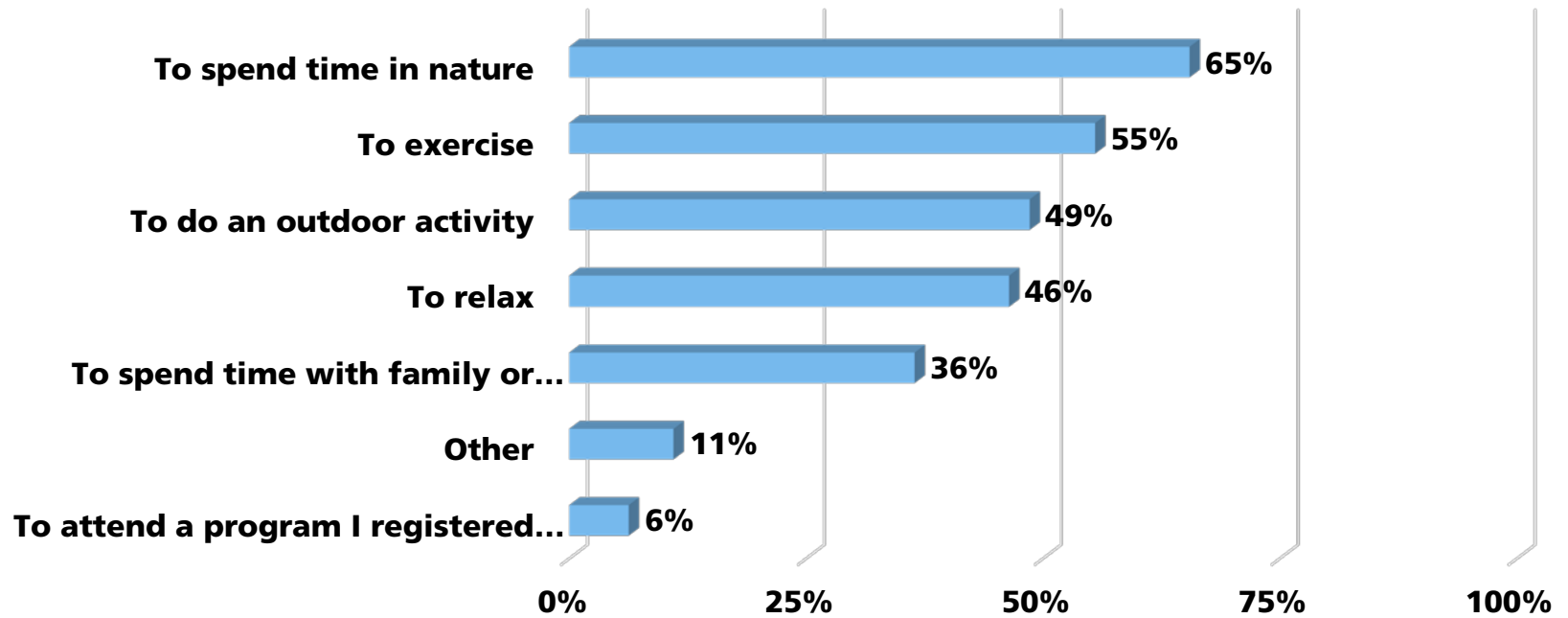


2017 Random Survey (774 Responses)

The data shows that visitation is relatively high. Question 2 was a follow-up for the 11% of the respondents who have “Never” used the DuPage forest preserves with the number one reason was that they “Don’t know what there is to do there”.



### 3: Why do you visit DuPage forest preserves?



2017 Random Survey (782 Responses)

Question 3 continues the exploration into the use of the forest preserves. The top three responses were “To spend time in nature” (65%), “To exercise” (55%), and “To do an outdoor activity” (49%).



**4: Which of the following activities have you done at a DuPage forest preserve in the past 12 months?**

**The highest used activities were:**

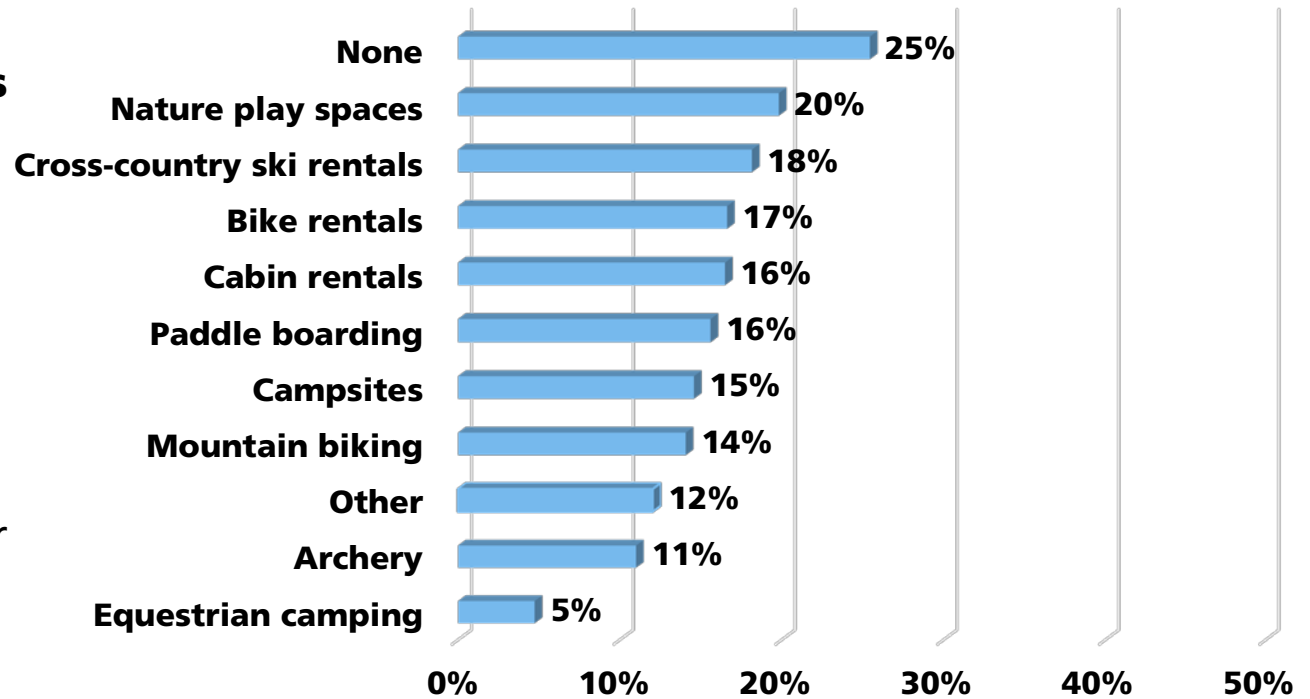
- Trail use (76%)
- Enjoying nature (63%)
- Sitting/relaxation(40%)

**The least used activities were:**

- Attending a history, culture, or art program (2%)
- Volunteer work (2%)
- Horseback riding(1%)

The most used activity currently are trails. The future activities are none, nature based play experience and rentals opportunities.

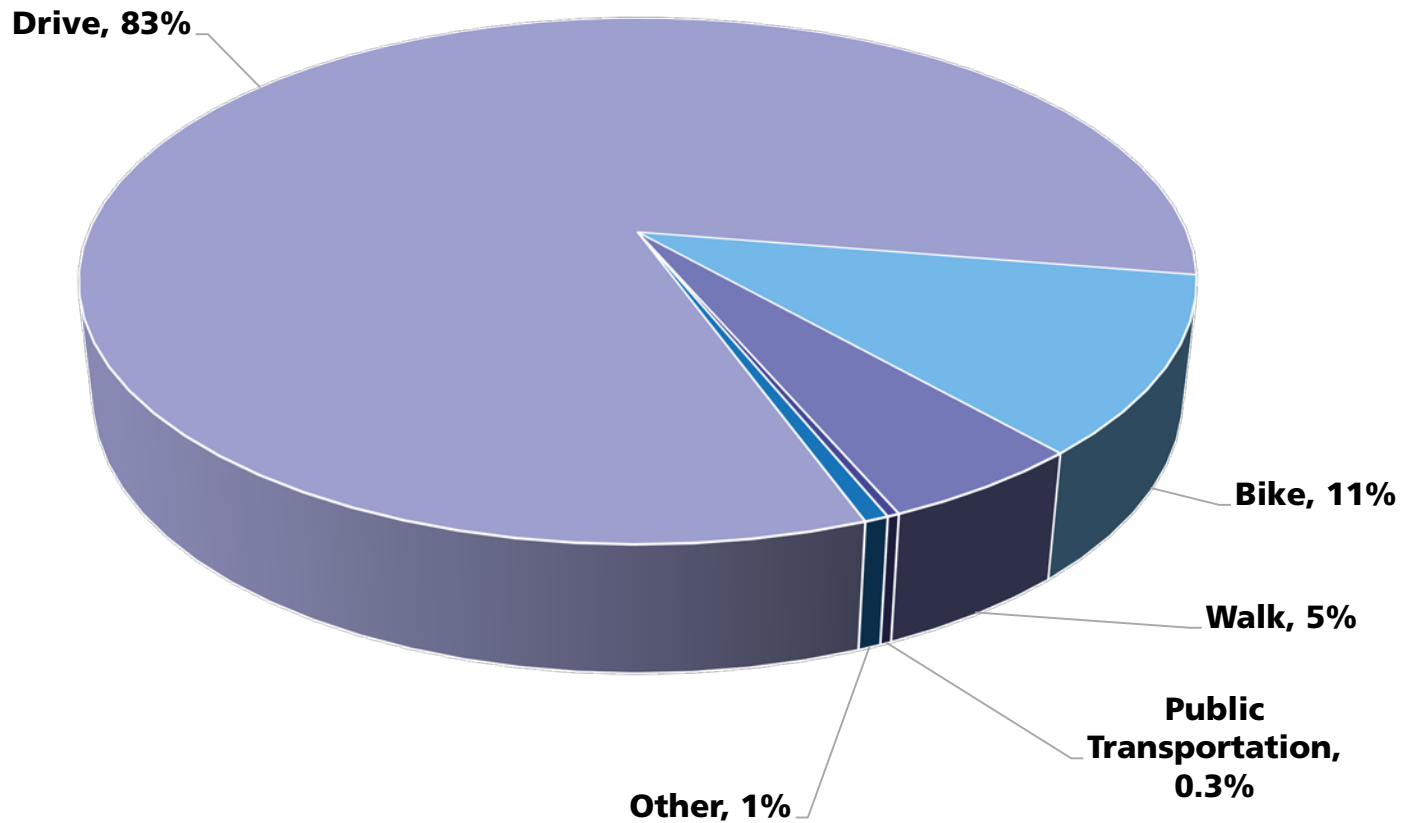
**11: Which of the following would you like to do, see or see more of at DuPage forest preserves?**



2017 Random Survey (782 Responses)



### 6: How do you usually get to a DuPage forest preserve?



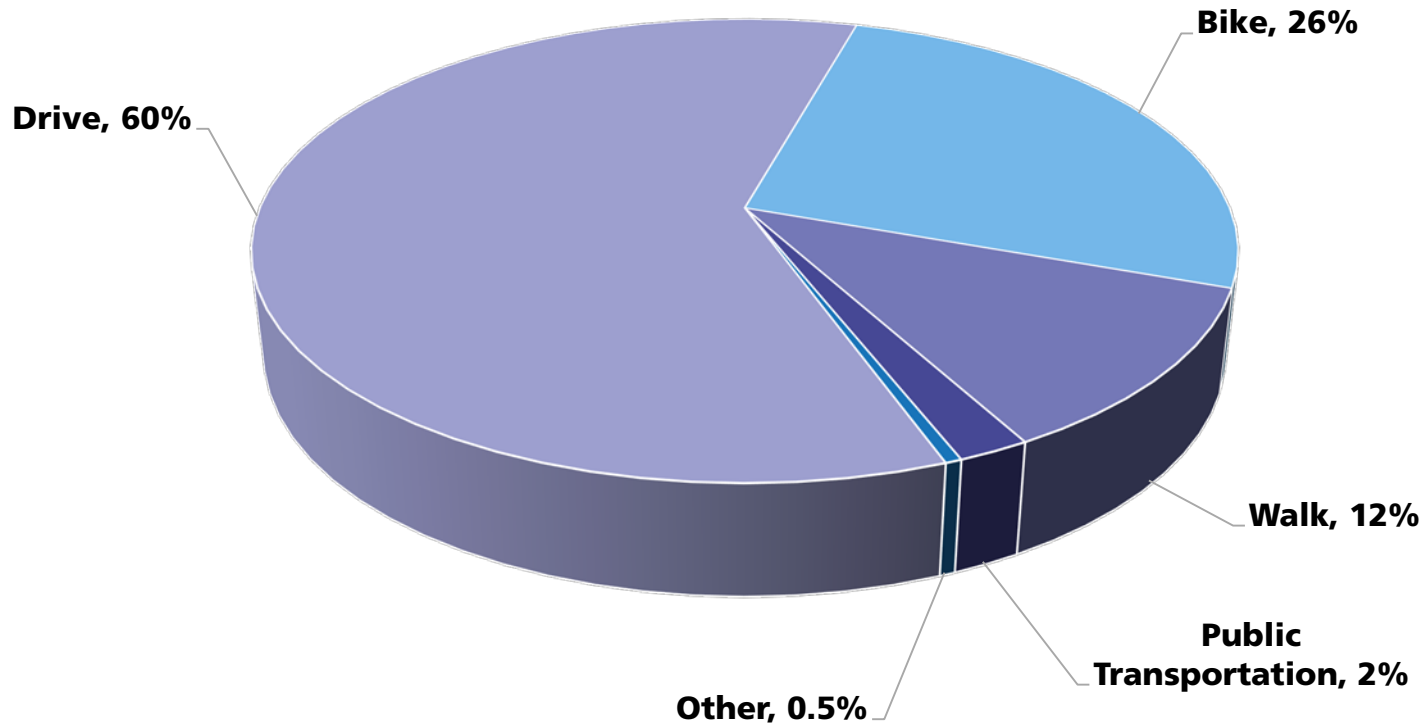
2017 Random Survey (671 Responses)

The majority of respondents currently drive to a forest preserve.





### 7: How would you prefer to get to a DuPage forest preserve?

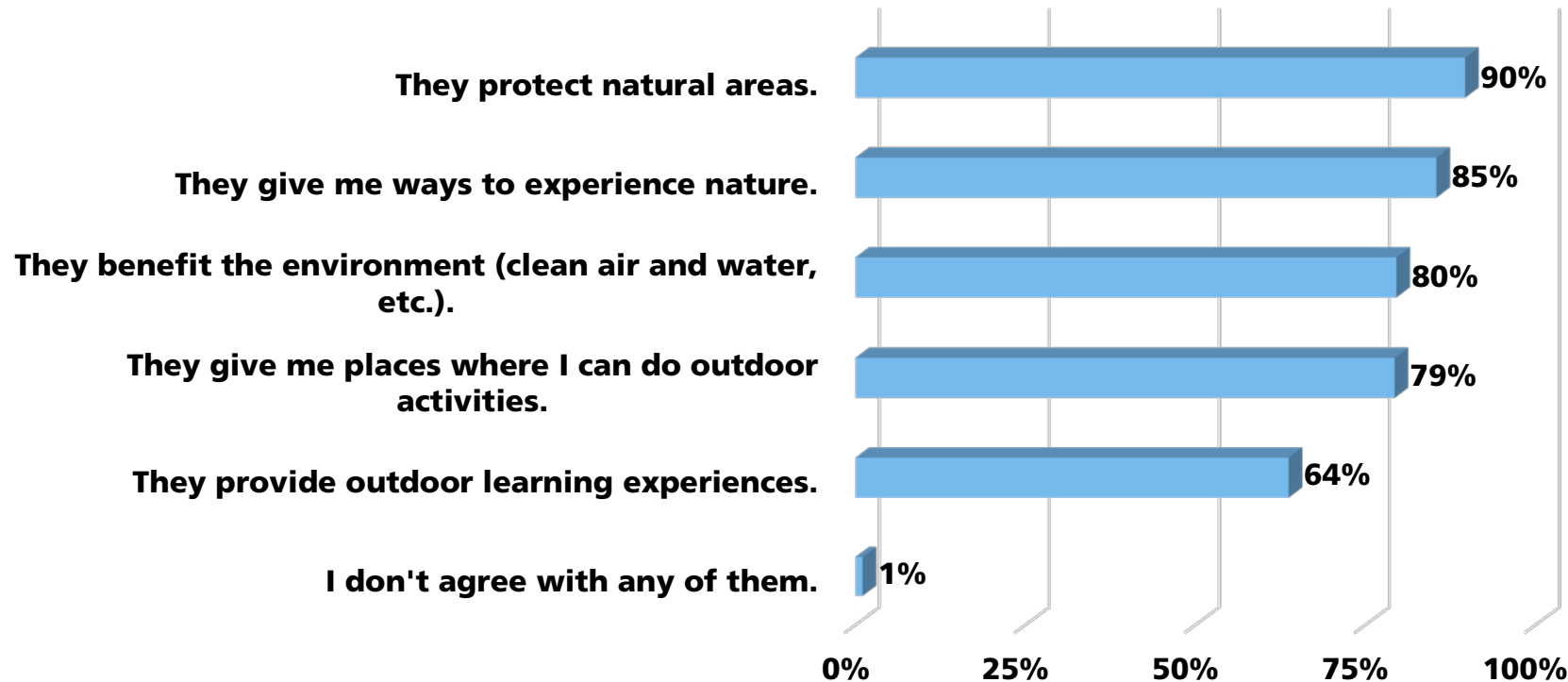


2017 Random Survey (644 Responses)

The majority of respondents would still prefer to drive to a forest preserve, but the number of biking and walking responses doubled from the previous question.



## 12: Which of the following statements about DuPage forest preserves do you agree with?

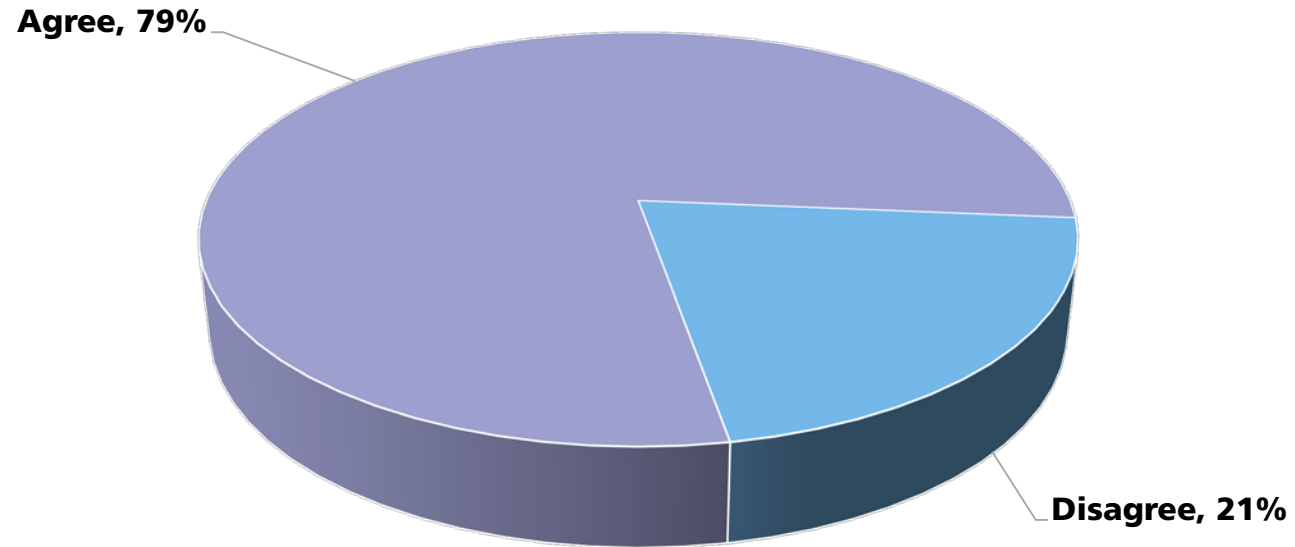


2017 Random Survey (782 Responses)

Only 8 out of the 782 respondents did not agree with any of the statements. 90% of respondents indicated they agreed with the statement "They protect natural areas".



### 14: DuPage forest preserves increase the value of my home?



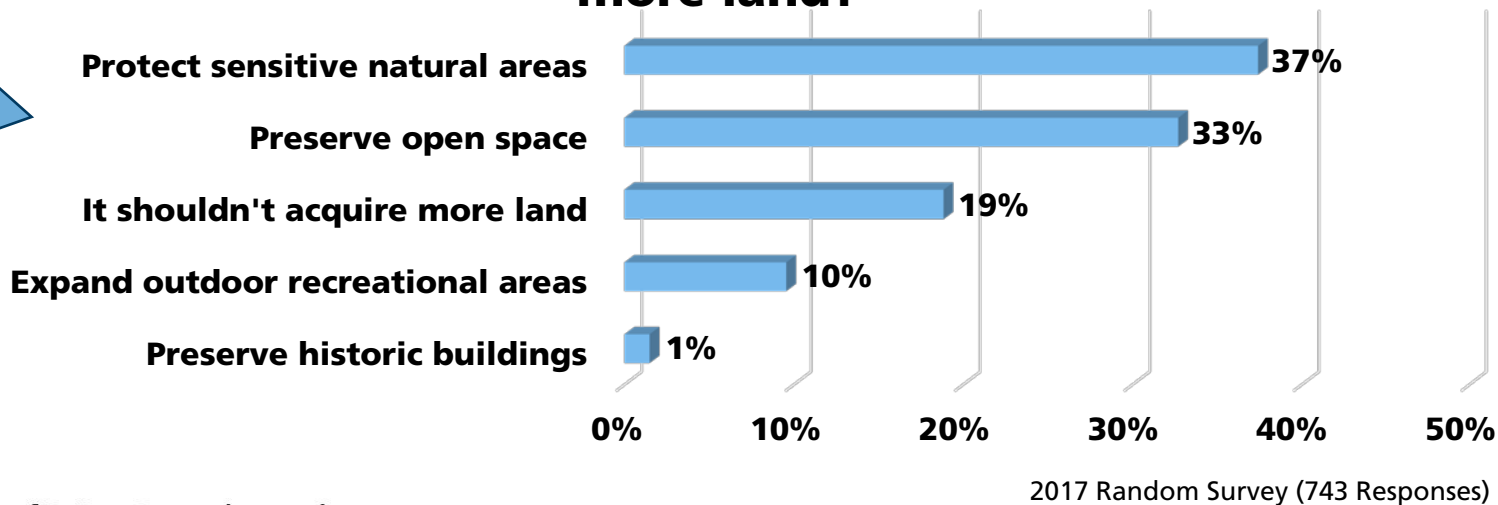
2017 Random Survey (728 Responses)

The majority of respondents felt the forest preserves increase their home values. This data is consistent with research that shows natural areas and open spaces increase property values. A 2001 study conducted in Portland, Oregon found that large natural forest areas had a greater positive impact on nearby property prices than did small urban parks, specialty parks such as playgrounds or skate parks, and golf courses. Homes located within 1,500 feet of natural forest areas enjoyed statistically significant property premiums, an average of \$10,648.

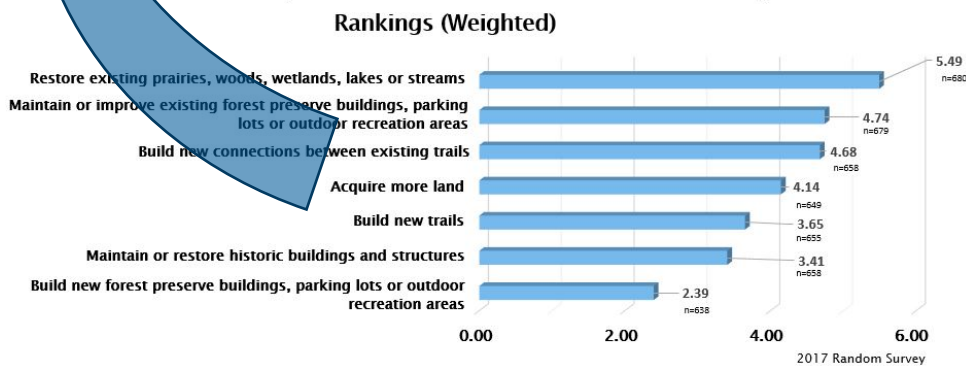
(<http://atfiles.org/files/pdf/Economic-Benefits-Active.pdf>)



### 16: What is the most important reason the Forest Preserve District of DuPage County should acquire more land?



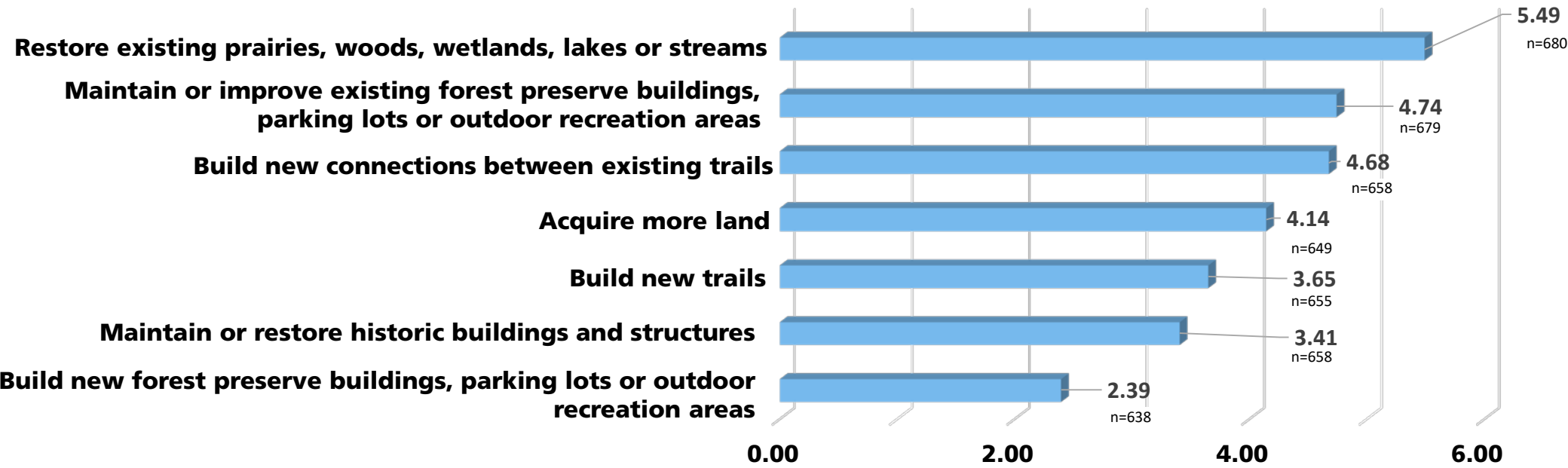
15: Considering the Forest Preserve District of DuPage County does not have unlimited resources, what should it focus on over the next five years?



In terms of future priorities, acquiring land was not a top three choice. However, “The protection of sensitive natural areas” (37%) was their first choice if land was to be acquired.



### 15: Considering the Forest Preserve District of DuPage County does not have unlimited resources, what should it focus on over the next five years? Rankings (Weighted)



2017 Random Survey

The respondents clearly ranked the choices related to restoring, maintaining & improving and connecting existing resources at the top of their lists.