



## PUBLIC OPINION SURVEY



### Willowbrook Wildlife Center Master Planning Public Opinion Survey

The Forest Preserve District of DuPage County is embarking on a master planning process for Willowbrook Wildlife Center in Glen Ellyn, IL. The Forest Preserve District has operated Willowbrook as a wildlife rehabilitation and education center since 1956. In 1981 the Center’s operations were expanded to include live animal exhibits to support the education mission of the Center. Over the past 28 years Willowbrook’s programs and services have continued to grow in diversity and demand while the physical structures have remained basically unchanged.

The master planning process for Willowbrook will kick-off in the fall of 2009. We would like your input to help us prioritize the scope of visitor services and amenities for the site. Please take a few minutes to give us your thoughts.

Thank you for your time and input. [160 Total responses as of 2 Oct 2009](#)

1. Please provide the zip code for your home address: Zip code: **50 unique zip codes**
2. How many persons are in your household? **Average 3.45 persons**
3. Please indicate the number of persons in your household in each age category:
 

<b>31</b> Under 5	<b>26</b> 15 – 19 years	<b>72</b> 55 – 64 years
<b>22</b> 5 – 9 years	<b>66</b> 20 – 34 years	<b>42</b> 65 and over
<b>27</b> 10 – 14 years	<b>149</b> 35 – 54 years	

4. Approximately how many times do you or a member of your family visit Willowbrook each year?

**Warm Weather Months (Apr – Sep)**

**89 responses**

0 Times **8/9%**

1-3 Times **46/52%**

4-6 Times **14/16%**

More than 6 times **21/23%**

**Cold Weather Months (Oct – Mar)**

**76 responses**

0 Times **16/21%**

1-3 Times **41/53%**

4-6 Times **7/9%**

More than 6 times **12/17%**

5. How many times have arrived at Willowbrook by car, and had difficulty finding a parking place?

**77**

6. How did you first discover Willowbrook? **Comments on attached spreadsheet.**



## Appendix

7. Please rate the following services and amenities as to how important they would be to your visitor experience at Willowbrook. You may add additional services and amenities that you would like to see considered in the Master Planning process.

Important	Not Important	Services and Amenities
34*	0*	Live animal exhibits
19*	14*	Creative play spaces
34*	0*	Natural areas
137/90%	12/8%	Ability to observe wildlife rehabilitation areas
23*	11*	Interactive exhibits
13*	21*	Picnic area
7/5%	143/93%	Ability to purchase meals on site
141/92%	9/6%	Interaction with volunteer raptor educators
112/73%	36/24%	Resting areas throughout the property
31/20%	120/78%	Water play area for kids
84/55%	64/42%	Reference library
30/20%	121/80%	Meeting rooms for rent
48/31%	100/65%	Beverages for sale on site
145/95%	3/2%	Information Desk
70/46%	79/52%	Gift shop
140/92%	10/7%	Educational programs for young children
88/58%	58/38%	Adult only programming
61/40%	83/54%	Additional parking
66/43%	78/51%	Evening access to the exhibits
84/55%	65/42%	Bike access to Willowbrook
123/80%	5/3%	Naturalistic animal enclosures
76/50%	41/27%	Expand the Center to accommodate more visitors
<p>*These results are from paper surveys.            Electronic responses are not retrievable due to a programming error.            Additional suggestions on attached spreadsheet.</p>		

8. Would you be willing to pay an admission fee? **88/58% Yes**      **62/41% No**
9. Would you be likely to pay a membership fee that includes free admission?  
**94/62% Yes**      **55/36% No**
10. The Forest Preserve District will be conducting community focus groups for the Master Plan development of Willowbrook Wildlife Center. Would you like to receive an invitation to one of these focus groups?  
**55/36% Yes**      **95/62% No**

If yes, please provide an email address where we can send you an invitation.

[List of emails on attached spreadsheet.](#)

Thank you for participating in our survey.