

# Parks & Recreation Master Plan Update



## Appendix C4: Telephone Survey



Town of  
Yucca Valley



# **Research Network Ltd**

Facts for Business Decisions

## **RESIDENT TELEPHONE SURVEY YUCCA VALLEY, CALIFORNIA**

**OCTOBER, 2007**

Prepared for:

**The Town of Yucca Valley**

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## I. INTRODUCTION

Research Network Ltd. offers for your review the results of the resident survey conducted for The Town of Yucca Valley, California. The resident survey was conducted as part of the Parks and Recreation Master Plan Update. The purpose of the survey was to obtain statistically valid, community-wide input on a variety of issues related to the Master Plan.

The resident survey is one of several methods being undertaken to involve the community in the Parks and Recreation Master Plan Update process. Other methods include public workshops, and interviews with organized sports organizations. The purpose of gathering community input through a variety of methods is to ensure that the Park and Recreation Master Plan Update is as inclusive as possible and that it reflects the views, preferences, and recreating patterns of Yucca Valley residents.

This document is presented in ten sections. Sections four through nine include analysis and graphics for each of the following subject areas.

### ***Executive Summary***

The Executive Summary includes a review of key findings from the survey.

### ***Methodology***

The Methodology section details the methods used to design and implement the survey.

### ***Community Opinions***

The Community Opinions section presents a detailed analysis of each survey inquiry. This discussion includes analysis and graphics for each of the following subject areas:

- One Feature that Makes Yucca Valley Desirable
- One Improvement Wanted in Yucca Valley

### ***Recreation Use/Benefits***

The Recreation Facilities or Programs Usage section presents a detailed analysis of each survey inquiry. This discussion includes analysis and graphics for each of the following subject areas:

- Recreation Information Sources Used
- Recreation Benefits Desired
- Frequency of Recreation Facility Usage
- Frequency of Joshua Tree National Park Usage
- Park Most Often Used in Last Year
- Frequency of Recreation Activities Participation
- Frequency of Recreation Program Participation

- Rating Town Recreation Facilities Maintenance

**Recreation Needs**

The Recreation Needs section presents a detailed analysis of each survey inquiry. This discussion includes analysis and graphics for each of the following subject areas:

- Preferred Type of Area Improvements
- One New Recreation Facility Desired
- One New Recreation Program Desired
- Willingness to Pay Additional Annual Amount

**Museum Awareness/Use**

The Museum Awareness/Use section presents a detailed analysis of each survey inquiry. This discussion includes analysis and graphics for each of the following subject areas:

- Awareness of Name Hi-Desert Nature Museum
- Reason Not Visited Hi-Desert Nature Museum
- Reported Visitation of Hi-Desert Nature Museum

**Cultural Facility Needs**

The Cultural Facility Needs section presents a detailed analysis of each survey inquiry. This discussion includes analysis and graphics for each of the following subject areas:

- Propensity to Use Performing Arts Center
- Propensity to Use Art Galleries, Art Festivals
- Propensity to Use New Museum/Interpretive Center

**Demography**

The Respondent Demography section presents the results of the following demographic questions included in the survey:

- Age Distribution of Population
- Household Composition
- Tenure in Yucca Valley
- Employment in Yucca Valley
- Ethnicity
- Household Income

**Appendices**

Included in the Appendix to this report are two Appendices:

- The survey questionnaire
- The tabulations of the responses to the survey



## II. EXECUTIVE SUMMARY

### Highlights

After a careful review of the responses to the Yucca Valley resident survey, Research Network Ltd. has gleaned the following highlights.

**One Desirable Feature** Three of every ten residents polled (28%) identified “Small Town Atmosphere” as the one feature that makes Yucca Valley a desirable place to live while an additional 21% reported “Climate.” Similarly, an additional 7% of households polled volunteered the feature “Air Quality” and 6% more cited “Open Space.” One of every twenty respondents (5%) volunteered “Quiet/Peaceful” as the feature while “No Traffic” (4%) and “Affordable Housing” (3%) were also reported.

**One Desired Change** When asked what improvement they would make in Yucca Valley, 15% of the households polled stated that they would “Create New Parks and Recreation Facilities” while 10% of respondents would “Repair Streets”. An additional 8% of those interviewed stated they would “Increase Street Signalization” and an equal share would “Limit Growth.” “Preserve Open Space” was a volunteered response by 7% of the households polled. One in twenty respondents (5%) stated that they would “Add More/Better Shopping” and an equal share would “Widen or Connect Streets.”

**Recreation Sources** Nearly four of every ten residents polled (39%) stated that they get their recreation program and facility information from the Town of Yucca Valley while an additional 24% reported using the Newspaper. Nearly one of every ten respondents (9%) stated that they use Postings at Recreation Sites as their information source while 8% reported using the Telephone Book. The Town of Yucca Valley Website was reportedly used by 7% of respondents as their information source while 6% reported using the Internet. An additional 5% refer to the Town Brochure and 4% stated that such information is gathered from the library.

**Recreation Benefits** More than one-third of the households polled (35%) stated that they seek physical fitness, health and well being benefits from their recreation choices. An equal share of respondents (35%) replied that opportunities to gather and socialize with others is the primary benefit they seek from recreation. Together, these two benefits were identified by 70% of those polled. The benefit of learning opportunities for hobby, self-improvement or career development was cited by 18% of those polled while the benefit from recreational opportunities to give back to the

community through volunteer work was a priority for 13% of the Town's responding residents.

**Recreation Facility Use** One third (33%) of the sample of telephone respondents described themselves as a "Frequent User" of parks and recreation facilities (patrons of facilities at least three times per month). Four of every ten residents (40%) were "Moderate Users" (patrons of facilities at least two to twenty-four times annually) of recreation facilities during the past year. The remainder (27%) was labeled "Light/Non Users" (patrons of facilities once per year and non-users).

**Joshua Tree Use** Frequent users of Joshua Tree National Park represented 4% of the sample of telephone respondents while an additional 28% were "Moderate Users" (patrons at least two to twenty-four times annually) during the last year. The remainder (68%) was labeled "Light/Non Users" (patrons once per year and non-users.)

**Most Used Facility** The recreation facilities reportedly most often used by households polled included the Community Center (42%), Joshua Tree National Park (12%), Yucca Valley High School (4%), Machris Park (4%), Jacobs Park (2%), Boys and Girls Club (2%), South Park (2%), Big Bear (2%), and the Library (2%).

**Recreation Activities** The tested activities cited as being undertaken by the largest portion of Yucca Valley residents surveyed were Biking/Walking//Running/Horse Riding/Hiking on Unpaved Trails for Recreation or Fitness (46%), Picnicking in Developed Sites (43%), Swimming in Public Pools for Recreation or Lessons (20%), and Use of Senior and Mature Adult Services and Programs (20%). Use of Play Equipment/Tot Lots in Public Parks was reported by 16% of respondents followed by Outdoor Basketball: Informal Play for Youth or Adults (12%) and Tennis: Adults or Youth (10%). The remaining activities tested were reportedly conducted by less than one of every ten resident households.

**Programs Use** When asked about frequency of recreation program use, 15% of the sample of telephone respondents described themselves as a "Frequent User" (patrons of programs at least three times per month.) Less than one of every five residents (17%) was a "Moderate User" (patrons at least two to twenty-four times annually) of recreation programs during the past year. The remainder (68%) was labeled "Light/Non Users" (patrons of programs once per year and non-users).

**Program Participation** The tested programs cited as being undertaken by the largest portion of Yucca Valley residents surveyed were Special

Community Events (25%), Music, Drama or Performing Arts Classes (15%), Arts, Crafts, or Cooking Lessons (14%), Fitness, Gymnastic or Wellness Classes (13%), Parenting, Early Childhood Development Lessons or Classes (8%).

**Facilities Maintenance** When asked to describe their satisfaction with the maintenance of recreation and parks facilities in the Town of Yucca Valley, 95% of those polled stated they are either “very” or “somewhat satisfied.”

**Preferred Improvement** The tested type of improvement receiving the largest response was “Open Space Preservation and Enjoyment, chosen by more than one-third of households polled (34%). The next most often chosen category, “Arts and Cultural, Museum, or Performing Arts Facilities and Programs,” was chosen by nearly three of every ten households (29%). “Active Sports Facilities and Programs” was the selection of more than one in five residents (22%) interviewed while the final tested category, “Classes, Lessons, and Community Events” garnered a 14% response rate.

**One Desired Facility** The response most often reported was a desire for no additional new recreation facilities, volunteered by nearly one of every five respondents (19%). The recreation facilities cited as most desired by Yucca Valley residents surveyed were Swimming Pool for Recreation or Lessons (11%), Golf Course/Driving Range (5%), Bike Trails (4%), Walking/Running/Jogging Paths (4%), Gymnasium (3%), Picnic Facilities (3%), More/Better Parks (3%), Performing Arts Center (3%), Off-Road Vehicle Facilities (3%), and Dog Park (3%).

**One Desired Program** The response most often reported was a desire for no new recreation programs, volunteered by nearly one of every four respondents (24%). The recreation program types most often mentioned included Arts or Crafts Instruction or Lessons (10%), Dance Instruction or Classes (6%), Swimming Lessons (3%), Aerobics, Spinning, or Fitness Instruction or Classes (3%), Cooking Instruction or Classes (3%), Yoga, Meditation, or Stress Relief Instruction or Classes (3%), and Gymnastics Instruction or Classes (3%).

**Propensity to Pay** Three of every four households polled (75%) stated they are “somewhat” or “very” willing to support a \$12 per year tax increase to fund new parks and recreation facilities and programs. Nearly one in five respondents (18%) stated they are “not at all” willing to support such an increase.

**Museum Awareness** Two of every three Yucca Valley respondents polled (66%) reported having visited the Hi-Desert Nature Museum. An

additional 13% of households stated they had never heard the name “Hi-Desert Nature Museum” and an equal share cited they recognize the name and where the museum is located. The smallest response category, 8%, was for residents who had heard the name and knew nothing else.

**Reasons Not Visited** Nearly three of every four respondents (74%) stated they either had no time or were not interested in visiting the Museum. An additional 8% of those responding to this inquiry stated their disability or illness prevented such a visit and an additional 5% volunteered “don’t know what’s there.”

**Visits in Last Year** When asked how frequently they had visited the Hi-Desert Museum in the past year, 2% of the sample of telephone respondents described themselves as a “Frequent User” of the Hi-Desert Museum (patrons at least three times per month). Three of every ten residents (30%) was a “Moderate User” (patrons at least two to twenty-four times annually) of the Hi-Desert Museum during the past year. The remainder (68%) was labeled “Light/Non Users” (patrons once per year and non-users). Half of the polled Yucca Valley household stated they had not visited the Museum in the past year.

**Proposed Facility Use** Respondents polled reported high likelihood of using all of the tested types of facilities, with the highest share of residents (85%) stating they would use a Performing Arts Center and the smallest share (78%) stating they would visit Art Galleries, Art Festivals and Events.

**Demography** Key demographic characteristics (household composition and ethnicity) of households interviewed were compiled and reviewed against comparable benchmark data from the 2000 Census to conclude that the sample of respondents polled is a statistically reliable representation of the Town of Yucca Valley as a whole.

### III. METHODOLOGY

**Purpose of the Survey** Research Network Ltd. was retained to design and implement a resident telephone survey among current households of The Town of Yucca Valley to assess resident attitudes and opinions relevant to the Parks and Recreation Master Plan Update. The subject areas of interest within the resident telephone survey included:

- One Feature that Makes Yucca Valley Desirable
- One Improvement Wanted in Yucca Valley
- Recreation Information Sources Used
- Recreation Benefits Desired
- Frequency of Recreation Facility Usage
- Frequency of Joshua Tree National Park Usage
- Park Most Often Used in Last Year
- Frequency of Recreation Activities Participation
- Frequency of Recreation Program Participation
- Rating Town Recreation Facilities Maintenance
- Preferred Type of Area Improvements
- One New Recreation Facility Desired
- One New Recreation Program Desired
- Willingness to Pay Additional Annual Funding
- Awareness of Name Hi-Desert Nature Museum
- Reported Visitation of Hi-Desert Nature Museum
- Reason Not Visited Hi-Desert Nature Museum
- Propensity to Use Performing Arts Center
- Propensity to Use Art Galleries, Art Festivals
- Propensity to Use New Museum/Interpretive Center
- Age Distribution of Population
- Tenure in Yucca Valley
- Employment in Yucca Valley
- Ethnicity
- Household Composition
- Household Income

**Sample Design** A total of 300 interviews were completed with adult household heads living in The Town of Yucca Valley. These respondents were contacted through the use of a random digit dial sample. This sample methodology compensates for the incidence of unlisted telephone numbers.

Such a methodology, however, introduces to the sample telephone numbers of non-residential locations as well as residential locations not in Yucca Valley, since telephone prefixes do not respect jurisdictional boundaries. Therefore, within the design of the survey instrument, a screening question was implemented to eliminate those contacts that did not constitute residents of The Town of Yucca Valley.

When contact was made with a respondent, the interviewer confirmed eligibility for participation in the survey with a question confirming that their home was located within one of the zip codes present in The Town of Yucca Valley.

These ten-minute interviews were conducted via telephone by professional interviewers during the August 2007 fielding of the resident telephone survey using direct-entry computer technology. Skilled supervisors of the field organization edited all interviews conducted among Yucca Valley residents and 10% were validated for accuracy.

**Margin of Error**

A random sample survey is designed to interview a fraction of the households in a community with the desired outcome being that this survey group represents the opinions of those who were not surveyed. Such a random sample may, however, produce results that differ from those responses that would have been received if all households were interviewed. These differences are primarily generated as a result of what is known as “sample error.” The degree of sample error is primarily determined by:

- The total number of completed interviews
- The number of possible responses to each question
- The distribution of responses to each question

The sample error for a sample size of 300 ranges from  $\pm 2.5\%$  (for a question with two response categories, distributed 5%/95%) to  $\pm 5.8\%$  (for a question with two response categories, distributed 50%/50%) at the 95% confidence level. This means that if we were to survey every household in Yucca Valley, we are confident that, 95% of the time, the results for a question (with two potential responses and a 50%/50% response distribution) would differ by less than 5.8 percentage points from the results derived from this sample.

The margin of error accrues to produce an answer range. For example, if a question derives a “blue” response from 50% of those asked the question, a random sample assumes that, 95% of the time, the actual percent of the entire population from which the sample is taken who would respond “blue” is between 44.2% and 55.8%.

It should be kept in mind that the margin of error may increase when subgroups of the full sample are being considered. This becomes important when comparing data for population subgroups based on categories such as sub-area, age, presence of children, or income. For example, the 95% confidence interval for a subgroup of 100 respondents yields an error range from  $\pm 4.4\%$  to  $\pm 10\%$ . Results for subgroups

are only highlighted when we have a high degree of confidence that the differences that distinguish a subgroup from the overall sample are statistically reliable.

**Questionnaire Design** The objectives of the design of the questionnaire not only accommodated those subject areas discussed previously, the questionnaire design included question wording and question order or rotation to mitigate bias in the inquiries. For example, the order of questions in a series can influence the responses given. To mitigate this, the order or position of such questions in a series was rotated.

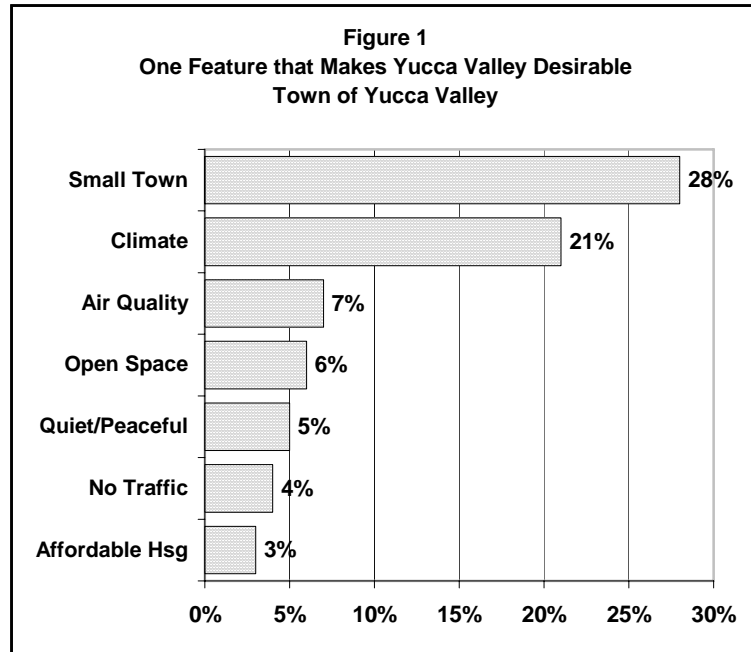
All responses collected during the interviews were computer-processed and tabulations between question answers and selected subgroups were made. These tabulations are included in the Appendix to this report.

Within the following analysis, the responses to each question by the entire sample of residents will be discussed and presented. In addition, the analysis will provide insight into those subgroups of the total sample that provided responses that differed significantly from the total sample. Only those subgroups with response differences that are deemed statistically significant will be highlighted.

## IV. COMMUNITY OPINIONS

### ONE FEATURE THAT MAKES YUCCA VALLEY DESIRABLE (Appendix Table 10)

To develop an understanding of the characteristics that residents value in Yucca Valley, respondents were asked to volunteer what one feature makes Yucca Valley a desirable place to live. No prelisted responses were provided. The response categories with the largest share of responses are presented in Figure 1.



As Figure 1 reveals, nearly three of every ten residents polled (28%) identified “Small Town Atmosphere” as the one feature while an additional 21% reported “Climate.” Similarly, an additional 7% of households polled volunteered the feature “Air Quality” and 6% more cited “Open Space”. One of every twenty respondents (5%) volunteered “Quiet/Peaceful” as the feature while “No Traffic” (4%) and “Affordable Housing” (3%) were also reported. Remaining responses garnered less than a 3% response rate.

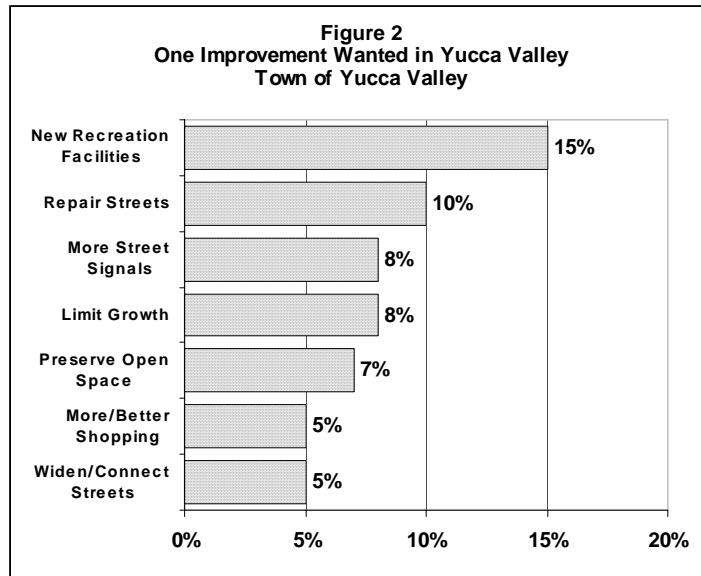
Examining these responses by selected subgroups of respondents, the following significant differences in response patterns were noted:

- ✓ Residents of the Town less than 7 years or for more than 20 years were most likely to report “Small Town Atmosphere” (32% and 35%, respectively vs. 18% among residents of the Town for 7 to 20 years).
- ✓ “Climate” was a feature more often reported by households with a head 65 years or older (29% vs. 17% among those with a younger head), resulting in this response being the largest among such households.



ONE IMPROVEMENT WANTED IN YUCCA VALLEY (Appendix Table 11)

To amplify our understanding of the valued community characteristics and concerns in Town, a question was posed to identify what one improvement or change each respondent would make in Yucca Valley. No prelisted responses were provided. The response categories with the largest share of responses are presented in Figure 2.



As Figure 2 reveals, 15% of the households polled stated that they would “Create New Parks and Recreation Facilities” while 10% of respondents would “Repair Streets”. An additional 8% of those interviewed stated they would “Increase Street Signalization” and an equal share would “Limit Growth.” “Preserve Open Space” was a volunteered response by 7% of the households polled. One in twenty respondents (5%) stated that they would “Add More/Better Shopping” and an equal share would “Widen or Connect Streets.”

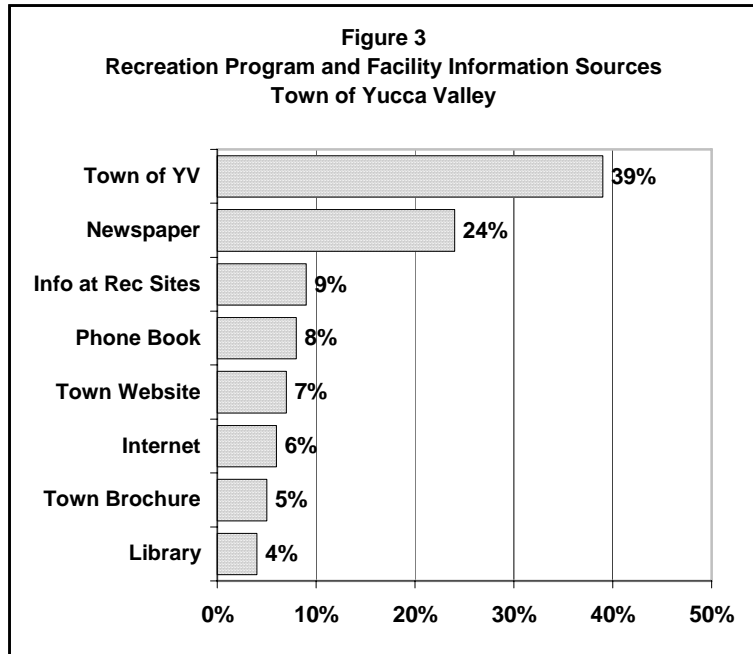
Examining these responses by selected subgroups of respondents, the following significant differences in response patterns were noted:

- ✓ Respondents who most often stated they would “Create New Parks and Recreation Facilities” were those households with a head under 45 years of age (26% vs. 4% among those with a head 65 years or older.)
- ✓ Those interviewed who stated they would “Limit Growth” were most often found among households with a head 45 years or older (10% vs. 0% among those with a head under 45 years.)

## V. RECREATION FACILITIES OR PROGRAMS USAGE

### RECREATION INFORMATION SOURCES (Appendix Table 12)

To document how residents obtain information about Yucca Valley recreation or parks programs or facilities, a question was posed to identify where they get that information. Respondents were required to volunteer a description of the information source that they use. No prelisted responses were provided. The response categories with the largest share of responses are presented in Figure 3.



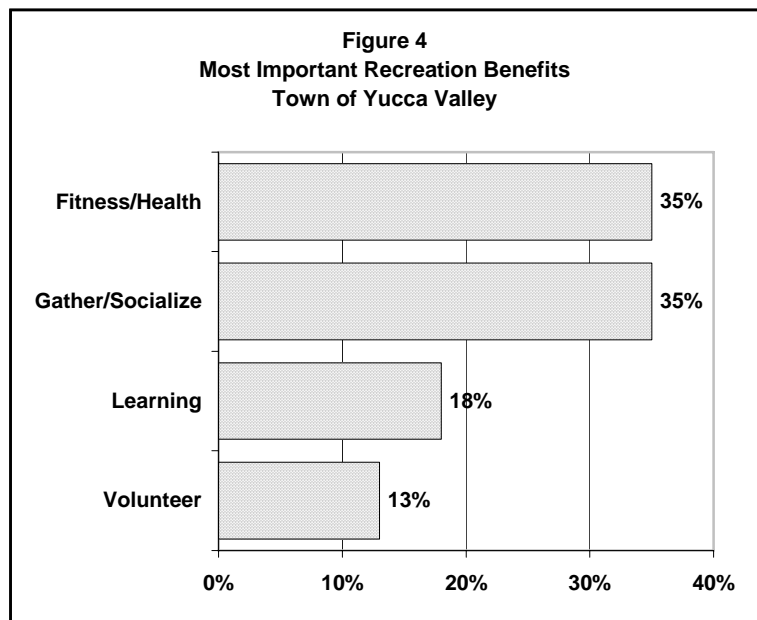
As Figure 3 reveals, nearly four of every ten residents polled (39%) stated that they get their recreation program and facility information from the Town of Yucca Valley while an additional 24% reported using the Newspaper. Nearly one in ten respondents (9%) stated they obtain their information from Postings at Recreation Sites and a comparable share of households polled (8%) reported use of the Telephone Book. The Town of Yucca Valley website was reportedly used by 7% of respondents as their information source while 6% reported using the Internet. An additional 5% refer to the Town Brochure and 4% stated that such information is gathered from the library. Remaining responses garnered less than a 4% response rate.

Examining these responses by selected subgroups of respondents, the following significant differences in response patterns were noted:

- ✓ Residents of the Town for seven to twenty years were most likely to report use of the Town of Yucca Valley as an information source (46% vs. 35% among remaining respondents).
- ✓ Residents living North of Hwy. 62 were more likely to report use of the Newspaper as an information source (28% vs. 19% among those living South of Hwy. 62). Reported users of the Newspaper were also more likely to be found among households with a head 45 years or older (28% vs. 11% among those with a younger head.)

**RECREATION BENEFITS DESIRED** (*Appendix Table 13*)

To amplify our understanding of recreating patterns in the Town, a question was posed to identify the reasons residents choose the recreation activities they do. These reasons or benefits are aimed at understanding why the residents choose the recreation activities by identifying the benefits they seek from such activities. Yucca Valley residents polled



were asked to identify which of the four prelisted benefits they felt is most important when they or their household members seek recreation or leisure opportunities. The four benefit categories and the share of responses each received are presented in Figure 4.

As Figure 4 reveals, more than one-third of the households polled (35%) stated that they seek physical fitness, health and well being benefits from their recreation choices. An equal share of respondents (35%) replied that opportunities to gather and socialize with others is the primary benefit they seek from recreation. Together, these two benefits were identified by 70% of those polled. The benefit of learning opportunities for hobby, self-improvement or career development was cited by 18% of those polled while the

benefit from recreational opportunities to give back to the community through volunteer work was a priority for 13% of the Town’s responding residents.

The text table that follows compares these recreation benefit responses from Yucca Valley residents to statistics derived from eleven other California municipalities where similar work has been conducted by Research Network Ltd.

Most Important Benefits in Recreation Opportunities Yucca Valley vs. Eleven Selected California Municipalities				
	Yucca Valley	Eleven Selected California Municipalities		
		Lowest Response	Highest Response	Median
Health/Fitness	35%	31%	54%	45%
Gather/Socialize	35%	19%	36%	29%
Learning	18%	13%	28%	17%
Volunteer	13%	7%	16%	9%

As the table illustrates, the residents polled in Yucca Valley identified health and fitness benefits as most important to their recreation choices less often than the average (35% vs. 45% on average among other cities surveyed.) The proportion of Yucca Valley respondents polled that cited opportunities to gather or socialize as their most important recreation benefit was above the norm of other cities polled on this subject (35% vs. 29% on average among other cities surveyed.)

Yucca Valley residents interviewed were more likely to seek opportunities to give back to the community through volunteer work than the average of other cities polled (13% vs. 9%). Similarly, Yucca Valley residents are more likely to seek learning opportunities for hobby, self-improvement or career development (18% vs. 17% average).

Examining these responses by selected subgroups of respondents, the following significant differences in response patterns were noted:

- ✓ Motivation to derive health and fitness benefits from recreation activities was most often reported by households with a head less than 65 years (38% vs. 27% among those with a head 65 or older).

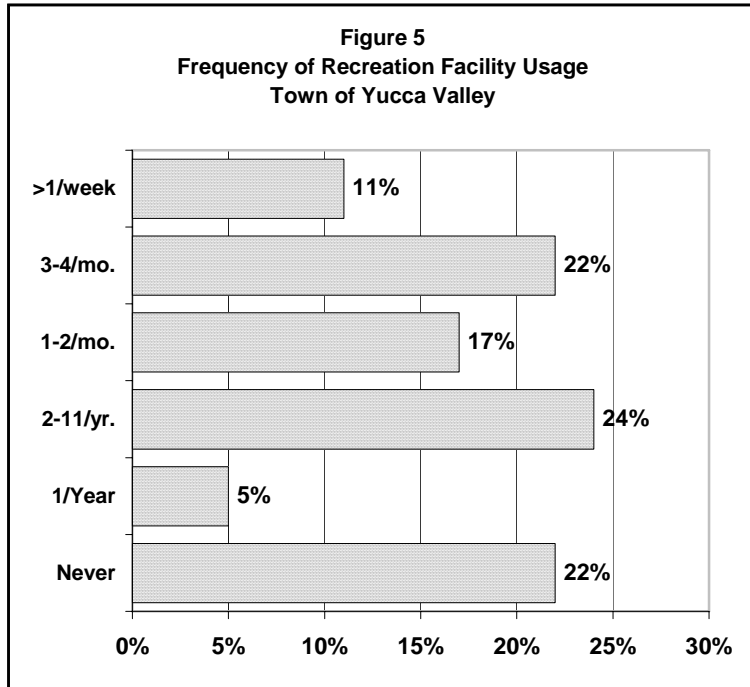
RECREATION FACILITY USAGE

Frequency of Recreation Facility Usage (Appendix Table 14)

Parks and recreation facility usage characteristics were explored in a general framework in the resident telephone survey based upon a question probing overall facility usage in or outside of Yucca Valley. The usage frequency of the total sample of respondents is presented in Figure 5.

Figure 5 illustrates that 33% of the sample of telephone respondents described themselves as a “Frequent User” of parks and recreation facilities (patrons of facilities at least three times per month; top two bars in Figure 5).

Four of every ten residents (40%) was a “Moderate User” (patrons of facilities at least two to twenty-four times annually) of



recreation facilities during the past year. The remainder (27%) was labeled “Light/Non Users” (patrons of facilities once per year and non-users).

The following text table compares these current facility usage responses from Yucca Valley residents to statistics derived from twenty-eight other surveys of California municipalities where Research Network Ltd performed similar work.

As the table illustrates, the share of residents polled in Yucca Valley identifying themselves to be frequent users of parks was well below average (33% frequent users vs. 44% on average among other cities surveyed) while the share who reported no recreation facility use in the past year was above average.

Frequency of Recreation Facility Usage Yucca Valley vs. Twenty-eight Selected California Municipalities				
	Yucca Valley	Twenty-eight Selected California Municipalities		
		Lowest Response	Highest Response	Median
Frequent Users	33%	19%	58%	44%
Never Use Parks	22%	6%	40%	14%

An examination of reported recreation facility use among Yucca Valley residents revealed the following *statistically significant differences*<sup>1</sup> in the share of frequent users among examined subgroups of the total sample. Such frequent users were most often found among:

- ✓ Respondents reporting a head of household less than 45 years (48%),
- ✓ Households with children less than 18 years (47%),
- ✓ Residents of the Town for twenty years or less (36%).

More than one of every five resident households polled (22%) stated they did not use recreation facilities at all in the last year. Such non-users of recreation facilities were more likely to be found among:

- ✓ Respondents reporting a household head 65 years or over (31%),
- ✓ Residents reporting an annual household income of less than \$30,000 (28%),
- ✓ Households without children less than 18 years of age (26%).

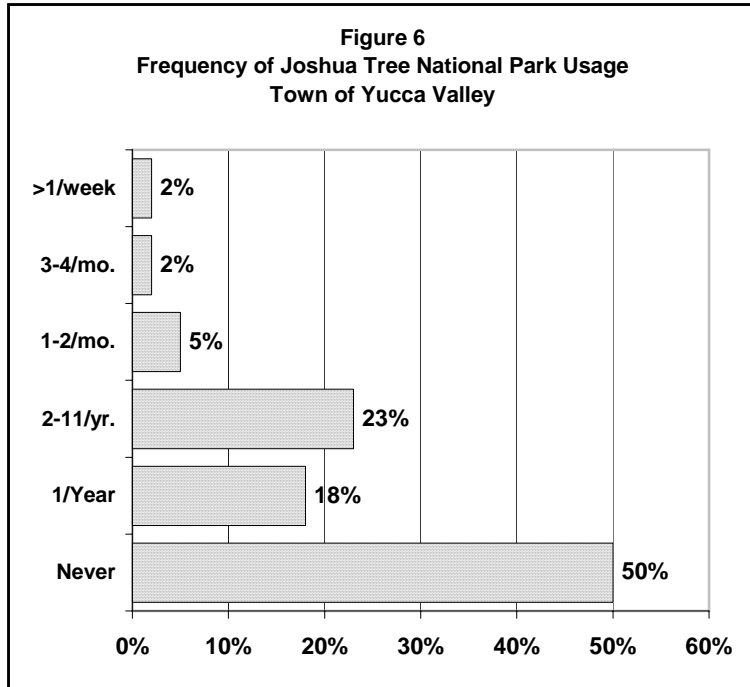
Frequency of Joshua Tree National Park Usage (Appendix Table 15)

Visitation to Joshua Tree National Park was explored in a general framework in the resident telephone survey based upon a question probing usage during the past year. The visitation frequency of the total sample of respondents is presented in Figure 6 on the following page.

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<sup>1</sup> This analysis compares the total sample of 300 households to subgroups of the total and highlights those differences in the response patterns that are statistically significant based upon the number of interviews in each subgroup analyzed.

Figure 6 illustrates that 4% of the sample of telephone respondents described themselves as a “Frequent User” of Joshua Tree National Park in the past year (patrons least three times per month; top two bars in Figure 6).



Nearly three of every ten residents (28%) were “Moderate Users” (patrons of Joshua Tree at least two

to twenty-four times annually) during the past year. The remainder (68%) was labeled “Light/Non Users” (patrons of Joshua Tree once per year and non-users).

An examination of reported recreation facility use among Yucca Valley residents revealed the following *statistically significant differences*<sup>2</sup> in the share of users of Joshua Tree National Park among examined subgroups of the total sample. Users of the Park were more often found among:

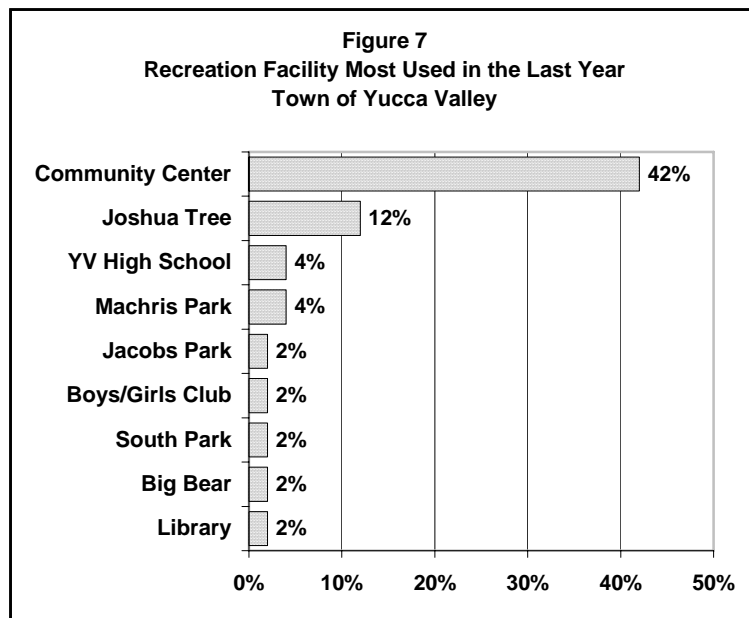
- ✓ Residents living North of Highway 62 (54% vs. 44% among those living South of the Highway),
- ✓ Households with a head under 65 years (53% vs. 42% among those with an older head),
- ✓ Those polled who reported an annual household income of \$30,000 or more (55% vs. 41% among those with lowers incomes.)

Fifty percent of Yucca Valley households polled stated they did not visit Joshua Tree National Park at all in the last year.

<sup>2</sup> This analysis compares the total sample of 300 households to subgroups of the total and highlights those differences in the response patterns that are statistically significant based upon the number of interviews in each subgroup analyzed.

Recreation Facility or Park Most Often Used in the Last Year (Appendix Table 16)

Yucca Valley residents polled were queried about the park or recreation facility that their household members most often used during the last year. The park names were not read to the respondents and respondents were asked to include facilities in or outside of Yucca Valley in their response. Figure 7 illustrates the nine recreation facilities most often cited by those polled,



representing 72% of the responses received. The remaining parks mentioned that are not listed in Figure 7 each garnered less than 2% of the responses received.

An examination of reported recreation facility use among Yucca Valley residents revealed the following *statistically significant differences*<sup>3</sup> in the share of frequent users among examined subgroups of the total sample:

- ✓ Community Center was reported most often by households with a head 45 years or older (48% vs. 28% among those with a younger head), and among households without children under 18 years (47% vs. 33% among those with children).

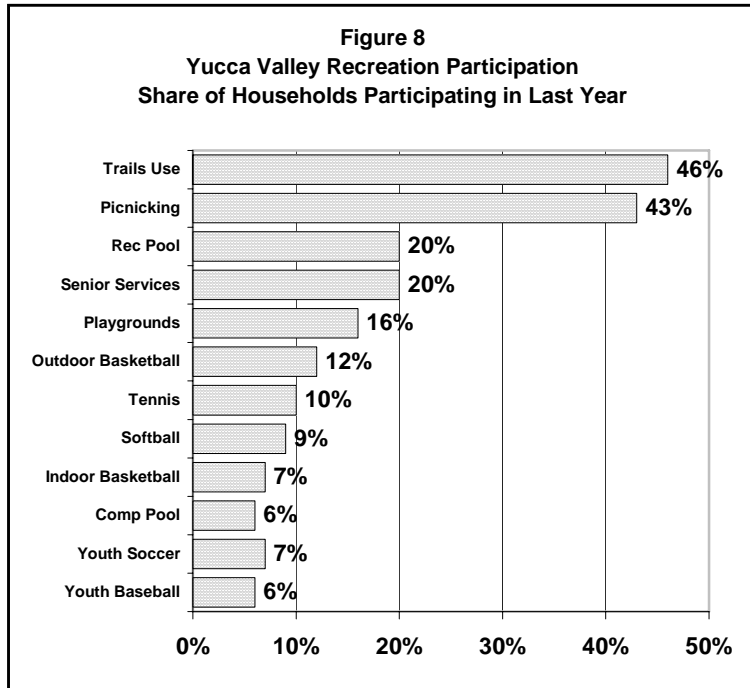
Recreation Activities Participation (Appendix Tables 17 to 28)

The resident telephone survey solicited household members' behavior in performing an array of twelve recreation activities during the last year. Each respondent was queried regarding the number of members of their household who had conducted each activity during the past year.

<sup>3</sup> This analysis compares the total sample of 300 households to subgroups of the total and highlights those differences in the response patterns that are statistically significant based upon the number of interviews in each subgroup analyzed.



The activities in Figure 8 are ranked by the share of the households surveyed who reported participation in each activity at least once in the last year. As Figure 8 reveals, the tested activities cited as being undertaken by the largest portion of Yucca Valley residents surveyed were Biking/Walking/Running/ Horse Riding/Hiking on Unpaved Trails (46%) and Picnicking in Developed



Sites (43%). One in five polled households (20%) reported participation in Swimming in Public Pools for Recreation or Lessons and an equal share stated that one or more household members had used Senior and Mature Adult Services and Programs. The activities reported next most often included use of Play Equipment, Tot Lots (16%), Outdoor Basketball: Informal Play for Youth or Adults (12%) and Tennis: Adults or Youth (10%).

The remaining activities outlined in Figure 8 were reportedly conducted by less than one of every ten resident households. These activities included Organized Softball League Games for Youth or Adults (9%), Organized Indoor Basketball League Games for Youth or Adults (7%), Swimming in Public Pools for Competitive Events (6%), Organized Soccer League Games for Youth (7%), and Organized Baseball League Games for Youth (6%).

The data presented in Figure 8 may appear counter intuitive to representatives of organized sports leagues for youth and to elected officials who regularly host comments or testimony from them. To confirm the validity of the Figure 8 participation levels, it is important to recognize the demography of the Town's population. Specifically, youth

ages 5 to 14 (the prime ages for youth sports) constituted approximately 15% of the total Town population as of the 2000 Federal Census. Thus, if every child in this age group were enrolled in, for instance, youth soccer, the percent of participation on Figure 8 would be at least 15%. However, not all children in this age group participate in all sports, some participate in none, and some outside of this age group also participate.

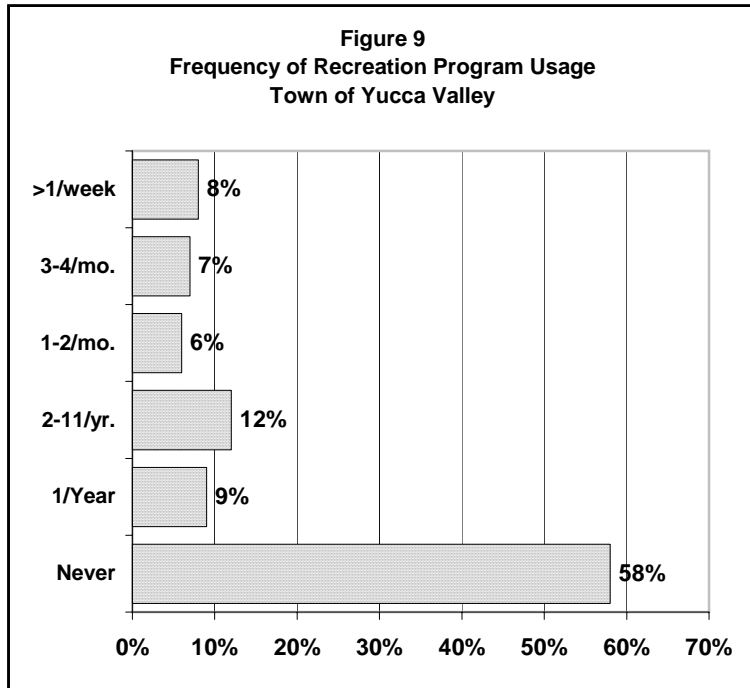
Examining the activities tested with the greatest participation in Figure 8 by subgroups of respondents, it was noted that:

- ✓ Walking/Jogging/Running/Hiking on Public Trails for Recreation or Fitness was most often reported among households with a head under 65 years (57% vs. 26% among those with an older head), among households with children under 18 years (65% vs. 38% among households without), and among households earning \$30,000 or more annually (57% vs. 31% among households with lower incomes).
- ✓ Picnicking was most often reported among residents of Yucca Valley for six years or less (50% vs. 39% among households with longer tenure), by households with a head less than 65 years (51% vs. 26% among those with an older head), among respondents with children under 18 years (63% vs. 35% among those without), and among households reporting an income of \$30,000 or more annually (51% vs. 39% among those with lower incomes).
- ✓ Swimming in Public Pools for Recreation or Lessons was more often reported among those respondents who reported the household head's age to be less than 45 years (34% vs. 20% norm), and among residents with children less than 18 years (39% vs. 12% among those without).

#### Frequency of Recreation Program Usage (*Appendix Table 32*)

Parks and recreation program usage characteristics were explored in a general framework in the resident telephone survey based upon a question probing overall program usage in or outside of Yucca Valley. The usage frequency of the total sample of respondents is presented in Figure 9.

Figure 9 illustrates that 15% of the sample of telephone respondents described themselves as a “Frequent User” of parks and recreation programs (patrons of programs at least three times per month; top two bars in Figure 9).



Less than one of every five residents (17%) was a “Moderate User” (patrons of programs at least two to

twenty-four times annually) of recreation programs during the past year. The remainder (68%) was labeled “Light/Non Users” (patrons of programs once per year and non-users).

The following text table compares these current program usage responses from Yucca Valley residents to statistics derived from nineteen other surveys of California municipalities where Research Network Ltd performed similar work.

As the table illustrates, the share of residents polled in Yucca Valley identifying themselves to be frequent users of programs was below average (15% frequent users vs. 23% on average among other cities surveyed) while the share who reported no recreation program use in the past year was above average.

Frequency of Recreation Program Usage Yucca Valley vs. Nineteen Selected California Municipalities				
	Yucca Valley	Nineteen Selected California Municipalities		
		Lowest Response	Highest Response	Median
Frequent Users	15%	13%	30%	23%
Never Use Parks	58%	31%	82%	48%

An examination of reported recreation program use among Yucca Valley residents revealed no *statistically significant differences*<sup>4</sup> in the share of frequent users among examined subgroups of the total sample.

Nearly six of every ten resident households polled (58%) stated they did not use recreation programs at all in the last year. Such non-users of recreation programs were more likely to be found among:

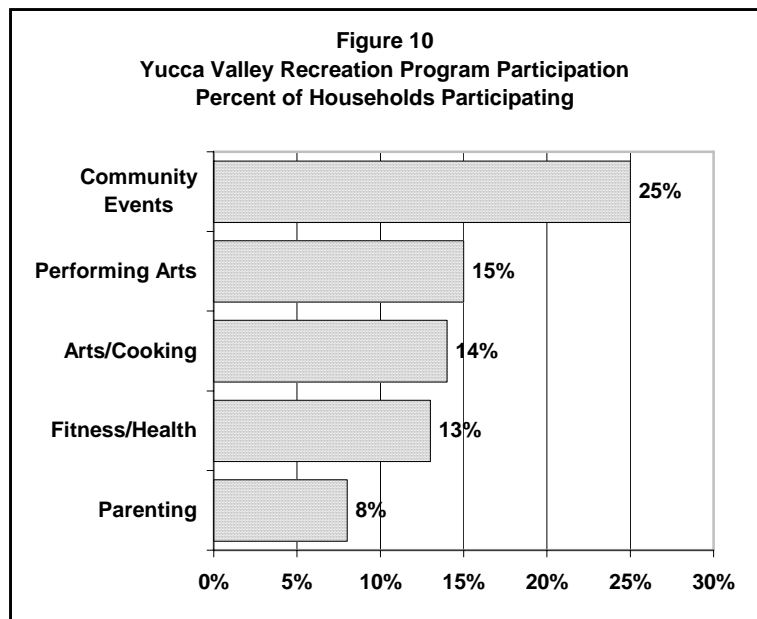
- ✓ Respondents reporting a household head 65 years or over (65%),
- ✓ Residents reporting an annual household income of less than \$30,000 (65%).

Recreation Programs Participation (Appendix Tables 33 – 37)

The resident telephone survey solicited household members’ participation in a menu of five recreation program types. Each respondent was queried regarding whether any of the members of their household had participated in each type of program during the past year.

Percent of Households Participating in Recreation Programs

The activities in Figure 10 are ranked by the share of the households surveyed that reported participation in each type of program. As Figure 10 reveals, the tested programs cited as being undertaken by the largest portion of Yucca Valley residents surveyed were Special Community Events (25%), Music, Drama or Performing Arts Classes



<sup>4</sup> This analysis compares the total sample of 300 households to subgroups of the total and highlights those differences in the response patterns that are statistically significant based upon the number of interviews in each subgroup analyzed.

(15%), Arts, Crafts, or Cooking Lessons (14%), Fitness, Gymnastic or Wellness Classes (13%), Parenting, Early Childhood Development Lessons or Classes (8%).

An examination of reported recreation program use among Yucca Valley residents revealed the following *statistically significant differences*<sup>5</sup> among examined subgroups of the total sample:

- ✓ Households reporting participation in Special Community Events were most often found among residents of the Town for over 6 years (29% vs. 19% among those with less tenure); by households with children under 18 years (33% vs. 22% among households without); by households with a head less than 65 years (28% vs. 18% among those with an older head); and by those reporting a household income of \$30,000 or more (31% vs. 17% among those with lower incomes.)
- ✓ Residents interviewed who most often reported participation in Music/Dance/Performing Arts programs were more often noted among those with children less than 18 years (23% vs. 11% among those without) and among households with a head less than 65 years (18% vs. 8% among those with an older head).

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<sup>5</sup> This analysis compares the total sample of 300 households to subgroups of the total and highlights those differences in the response patterns that are statistically significant based upon the number of interviews in each subgroup analyzed.

Rating Town Recreation Facilities Maintenance (Appendix Table 30)

Respondents polled were asked to describe their satisfaction with the maintenance of recreation and parks facilities in the Town of Yucca Valley using a scale of “Very Satisfied,” “Somewhat Satisfied,” “Somewhat Dissatisfied,” and “Very Dissatisfied.”

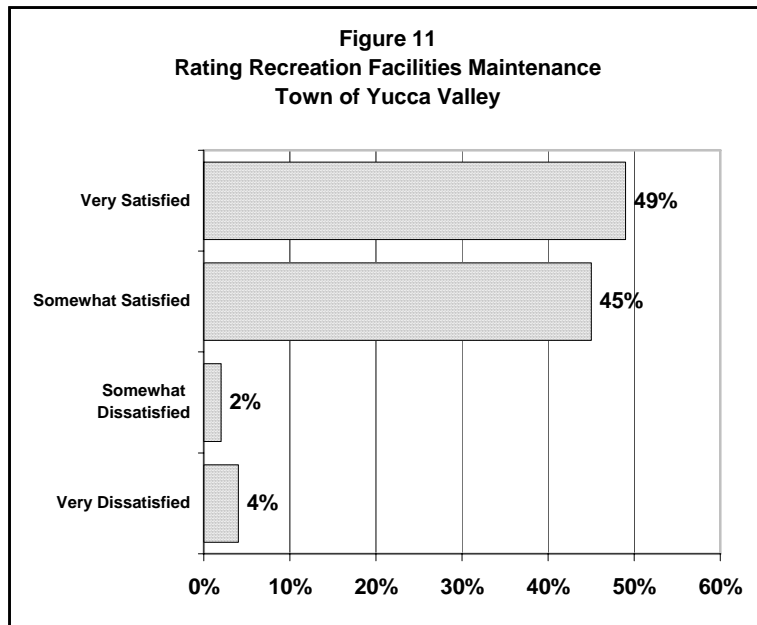


Figure 11 illustrates the fact that 95% of households polled stated that they are either “very” or “somewhat” satisfied with recreation facilities maintenance in Yucca Valley.

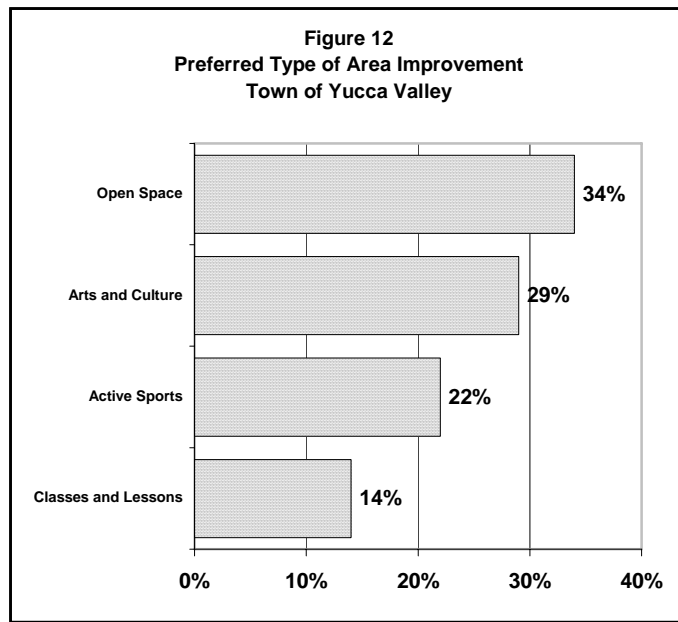
## VI. RECREATION NEEDS

### RECREATION FACILITY NEEDS

#### Preferred Type of Area Improvements (Appendix Table 30)

Respondents were asked to consider the needs of their household and to choose which one of four described types of area improvements they would most like to see in the Town of Yucca Valley.

As Figure 12 reveals, the type of improvement receiving the largest response was “Open Space Preservation and Enjoyment, chosen by more than



one-third of households polled (34%). The next most often chosen category, “Arts and Cultural, Museum, or Performing Arts Facilities and Programs,” was chosen by nearly three of every ten households (29%). “Active Sports Facilities and Programs” was the selection of more than one in five residents (22%) interviewed while the final tested category, “Classes, Lessons, and Community Events” garnered a 14% response rate.

An examination of reported recreation program use among Yucca Valley residents revealed the following *statistically significant differences*<sup>6</sup> among examined subgroups of the total sample:

- ✓ Open Space Preservation and Enjoyment was more often chosen by households with a head 45 years or older (40% vs. 20% among households with a head under 45 years.)

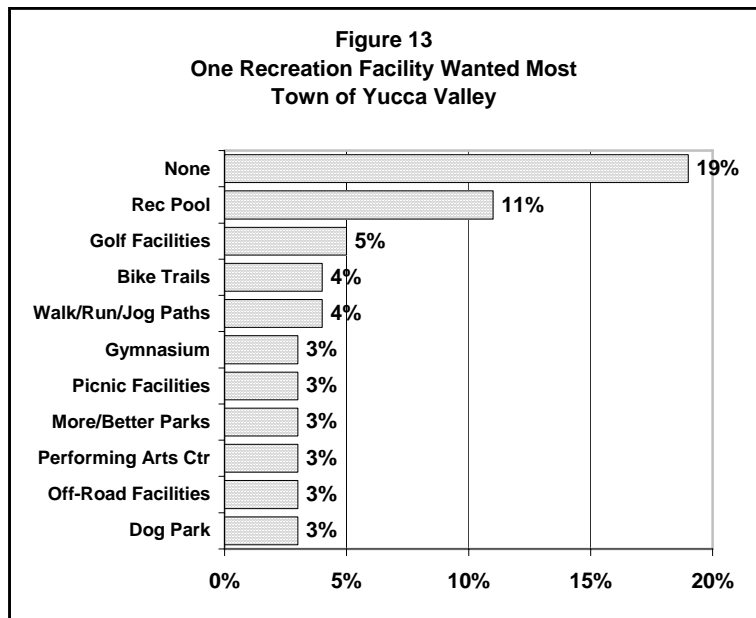
<sup>6</sup> This analysis compares the total sample of 300 households to subgroups of the total and highlights those differences in the response patterns that are statistically significant based upon the number of interviews in each subgroup analyzed.

- ✓ Active Sports Facilities and Programs was most often selected by households with a head under 45 years (37% vs. 18% among those with an older household head); and among households with children less than 18 years (35% vs. 15% among those without.)

One Recreation Facility Respondents Want (Appendix Table 31)

Respondents were asked to volunteer **one** recreation facility their household would **MOST** like to see added in the Town. This inquiry was asked in an unprompted form with all responses being volunteered by respondents and recorded verbatim. The intent of the question was not a referendum of priority on what recreation facilities should be added or improved. Rather, this probe was intended to confirm the importance of those twelve existing recreation activities tested in the survey.

As Figure 13 reveals, the response most often reported was a desire for no additional new recreation facilities, volunteered by nearly one of every five respondents (19%). These households with no desire for no new facilities were more often found among households with a head 65 years or older (39% vs. 11% among those with a younger head) and among households without children under 18 years present (25% vs. 7% among those with children).

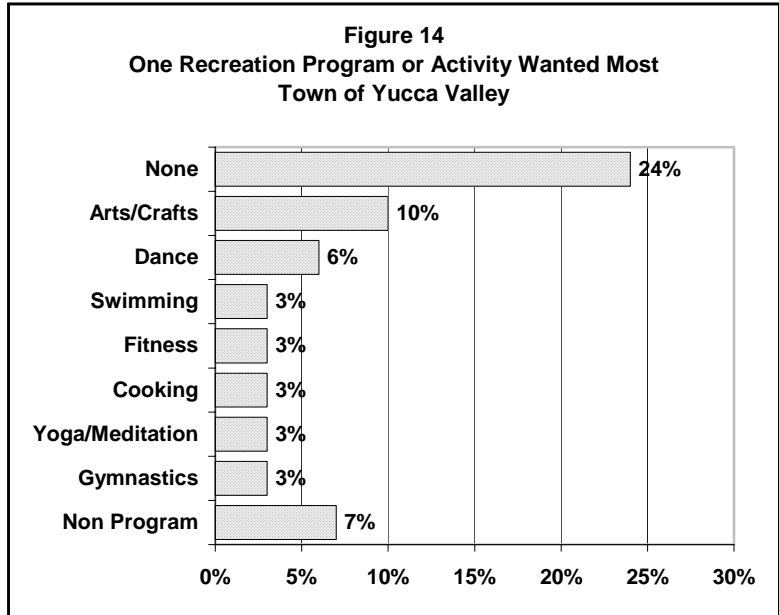


The recreation facilities cited as most desired by Yucca Valley residents surveyed were Swimming Pool for Recreation or Lessons (11%), Golf Course/Driving Range (5%), Bike Trails (4%), Walking/Running/Jogging Paths (4%), Gymnasium (3%), Picnic Facilities (3%), More/Better Parks (3%), Performing Arts Center (3%), Off-Road Vehicle Facilities (3%), and Dog Park (3%). All remaining mentions received a response volume that was less than 3% of those polled.



**RECREATION PROGRAM NEEDS**

**One Recreation Program Respondents Want (Appendix Table 38)**



Respondents were asked to volunteer **one** recreation program their household would **MOST** like to see added in the Town. This inquiry was asked in an unprompted form with all responses being volunteered by respondents and recorded verbatim. The intent of the question was not a referendum of

priority on what recreation programs should be added or improved. Rather, this probe was intended to confirm the importance of those five existing recreation program types specifically tested in the survey.

As Figure 14 reveals, the response most often reported was a desire for no new recreation programs, volunteered by nearly one of every four respondents (24%). These households with no desire for no new facilities were more often found among households with a head 65 years or older (40% vs. 17% among those with a younger head); among those who have lived in Yucca Valley for seven years or longer (30% vs. 15% among newer residents); and among households without children under 18 years present (32% vs. 7% among those with children).

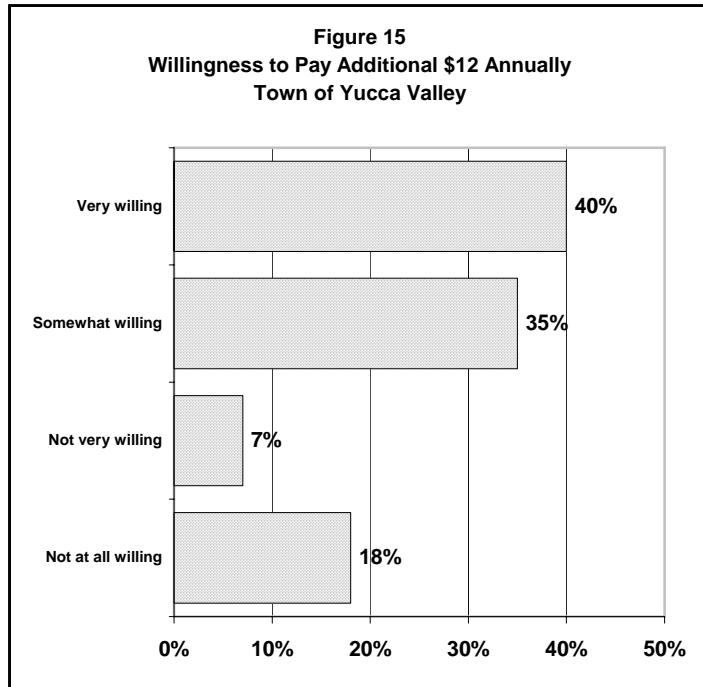
The recreation program types most often mentioned included Arts or Crafts Instruction or Lessons (10%), Dance Instruction or Classes (6%), Swimming Lessons (3%), Aerobics, Spinning, or Fitness Instruction or Classes (3%), Cooking Instruction or Classes (3%), Yoga, Meditation, or Stress Relief Instruction or Classes (3%), and Gymnastics Instruction or Classes (3%). Respondents volunteering recreation facility suggestions

rather than programs represented 7% of the total. All other response categories garnered less than a 3% response rate.

**RECREATION IMPROVEMENTS FUNDING**

**Willingness to Pay Additional Annual Amount** (Appendix Table 39)

Respondents were asked to consider the current \$18 annual property tax used to fund parks and recreation facilities and services and, further, to weigh their level of support for an increase in this property tax of \$12 to support those recreation facilities or programs they would like to see added in Yucca Valley. Response categories included “Very willing,” “Somewhat willing,” “Not very willing,” and “Not at all willing.”



As Figure 15 reveals, three of every four households polled (75%) stated they are “somewhat” or “very” willing to support the described tax increase. Nearly one in five respondents (18%) stated they are “not at all” willing to support such an increase. Those polled who were more likely to express willingness to support the tax increase included:

- ✓ Households with a head under 45 years (90% were “somewhat/very” willing vs. 76% among those with a head 45 to 64 years and 62% among those with a head 65 years or older.)
- ✓ Those polled who reported having children less than 18 years (92% were “somewhat/very” willing vs. 67% among households without children.)

Those polled who were most likely to state they are “not at all” willing to support the tested tax increase included:

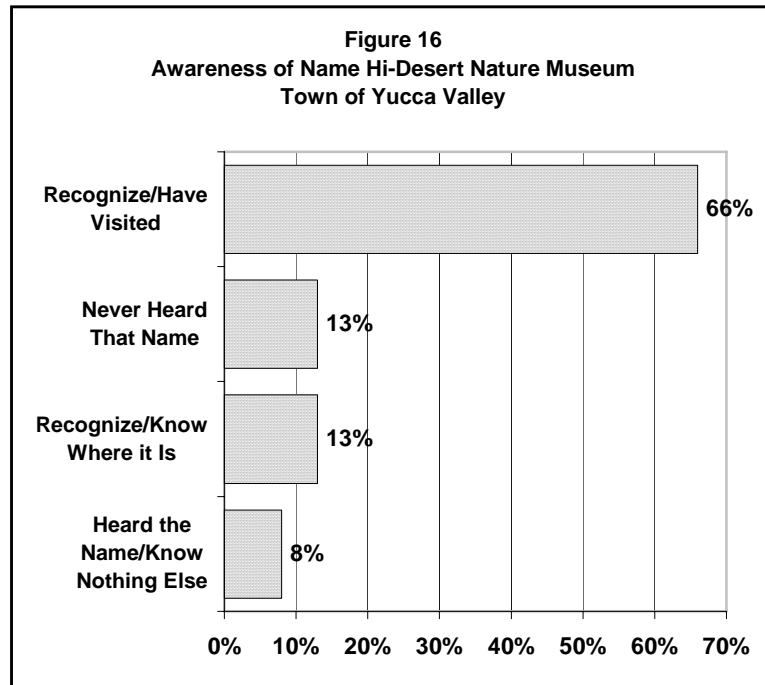
- ✓ Residents interviewed with a head 65 years or older (38% vs. 24% among those with a head 45 to 64 and 10% among those with a head under 45 years.)
- ✓ Respondents reporting no children less than 18 years (33% vs. 8% among households with children.)
- ✓ Those polled who stated they seldom or never used recreation facilities in the last year (29% vs. 16% among frequent users of facilities.)

## VII. MUSEUM AWARENESS/USE

### Awareness of Name Hi-Desert Nature Museum (Appendix Table 40)

Respondents were asked to describe their response to the mention of the name “Hi-Desert Nature Museum” using possible responses of “Never heard that name,” “Heard the Name/Know Nothing Else,” “Recognize the name/know where it is,” or “Recognize the name/have visited.”

As Figure 16 reveals, two of every three Yucca Valley respondents polled (66%) reported having visited the Hi-Desert Nature Museum. An additional 13% of households stated they had never heard the name “Hi-Desert Nature Museum” and an equal share cited they recognize the name and where the museum is



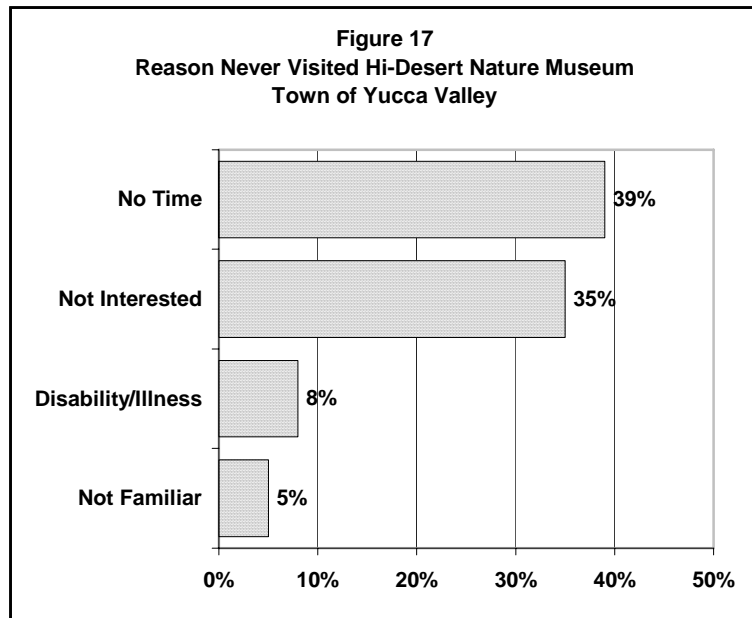
located. The smallest response category, 8%, was for residents who had heard the name and knew nothing else.

Examining those respondents who stated that they have visited the Museum, it was noted that they were more likely to be found:

- ✓ Among residents of Yucca Valley for more than 20 years (85% have visited vs. 70% among residents for 7 to 20 years and 47% among those living in Town for less than 7 years.)
- ✓ Among those polled who reported a household income of \$30,000 or more (70% have visited vs. 59% among those with lower incomes.)

Reason Not Visited Hi-Desert Nature Museum (Appendix Table 42)

Among those Yucca Valley respondents who stated they had heard or recognize the name “Hi-Desert Museum” and have never visited the Museum, a probing question was included to solicit the reasons for not visiting the Museum. This inquiry was asked in an unprompted form with all responses being volunteered by respondents and recorded verbatim.



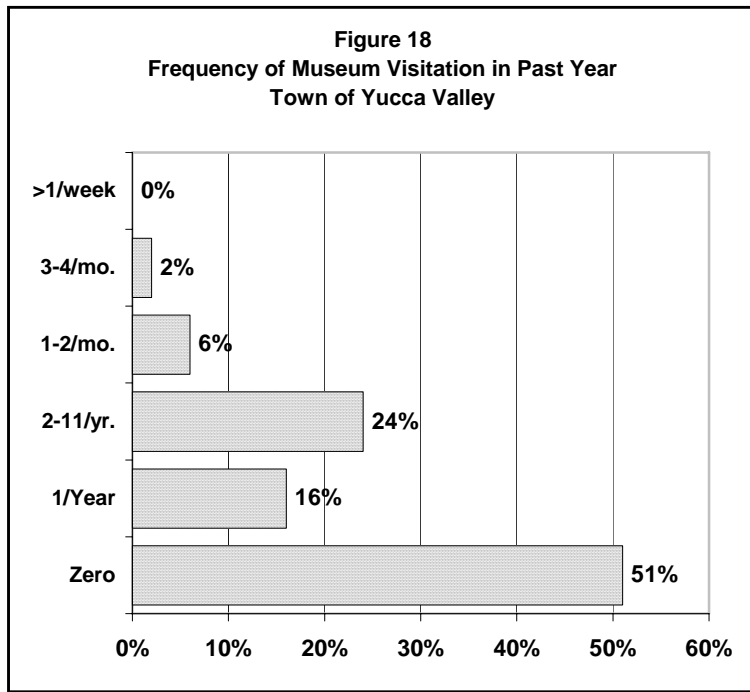
As Figure 17 illustrates, nearly three of every four respondents (74%) stated they either had no time or were not interested in visiting the Museum. An additional 8% of those responding to this inquiry stated their disability or illness prevented such a visit and an additional 5% volunteered “don’t know what’s there.” Remaining responses garnered less than a 3% response rate.

Reported Visitation of Hi-Desert Nature Museum in Past Year (Appendix Table 41)

Hi-Desert Museum visitation characteristics were explored in a general framework in the resident telephone survey based upon a question probing frequency of visitation during the last year. The museum visitation frequency of the total sample of respondents is presented in Figure 18.

Figure 18 illustrates that 2% of the sample of telephone respondents described themselves as a “Frequent User” of the Hi-Desert Museum (patrons of the museum at least three times per month; top two bars in Figure 18).

Three of every ten residents (30%) was a “Moderate User” (patrons of the museum at least two to twenty-four times



annually) of the Hi-Desert Museum during the past year. The remainder (68%) was labeled “Light/Non Users” (patrons of the museum once per year and non-users). Half of the polled Yucca Valley households stated they had not visited the Museum in the past year. Such non-users were most often found among:

- ✓ Households with a head under 45 years (64% vs. 47% among those with an older head.)
- ✓ Respondents reporting living in Yucca Valley for six years or less (66% vs. 43% among those with longer tenure.)
- ✓ Those polled who reported an annual income less than \$30,000 (61% vs. 47% among those with higher incomes.)

## VI. CULTURAL FACILITY NEEDS

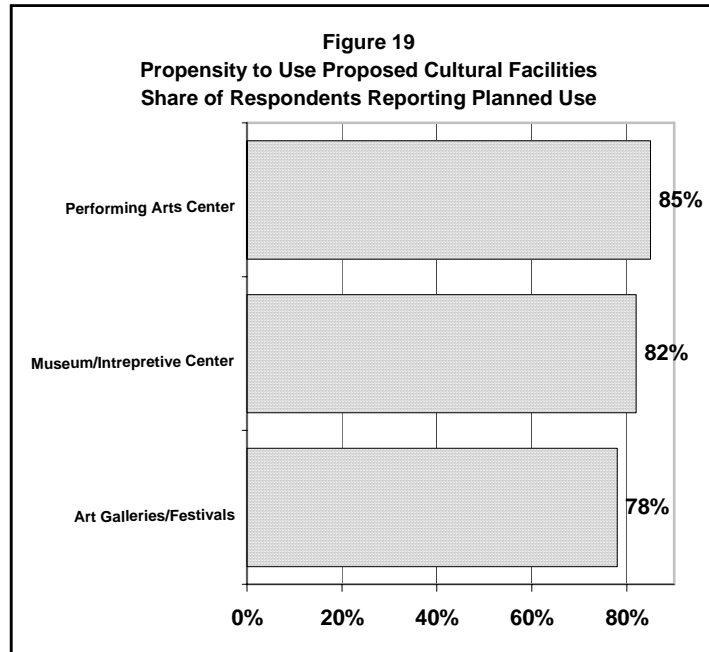
### Propensity to Use Proposed Cultural Facilities (Appendix Tables 43 to 45)

Respondents were asked a series of three questions probing their propensity to use cultural facilities that may be built in Yucca Valley. The three types of facilities tested were a Performing Arts Center (presenting music or theater events.) Art Galleries, Art Festivals and Events, and a new Museum or Interpretive Center.

As Figure 19 reveals, respondents polled reported high likelihood of using all of the tested types of facilities, with the highest share of residents (85%) stating they would use a Performing Arts Center and the smallest share (78%) stating they would visit Art Galleries, Art Festivals and Events.

Reported non-use of such potential facilities in Yucca

Valley were most often reported by households with a head 65 years or older (all three facility types.)

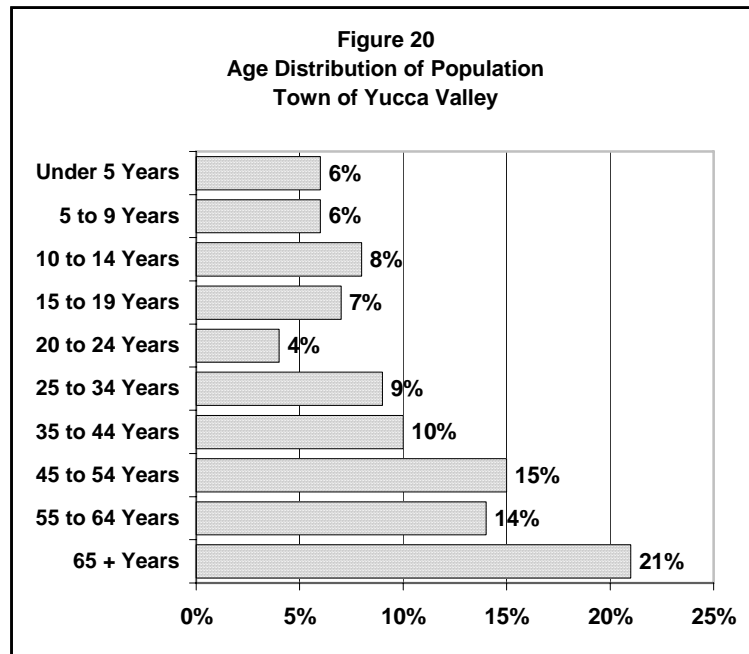


## IX. RESPONDENT DEMOGRAPHY

A collection of related demographic inquiries was also included in this survey of Yucca Valley residents. The table on the following page presents selected demographic characteristics of Yucca Valley residents polled during this survey compared with 2000 Federal Census data.

### AGE DISTRIBUTION OF POPULATION (Appendix Table 7)

Through our historical project experience, we have documented the relationship between parks and recreation usage and age of the population. In the context of this Yucca Valley community-wide survey, we collected the age of each of the members of households polled to facilitate development of an understanding of



recreation preferences in this community that might be attributable to age. Figure 20 presents the age distribution of residents of those Yucca Valley households interviewed.

As Figure 20 reveals, residents of Yucca Valley of preschool age represent 6% of the population while youth ages 5 to 14 (the prime age group for organized sports) constituted 14% of the population. Adults age 20 to 54 comprised an additional 38% of the residents while more than one of every three residents (35%) are 55 years or older. Based on this survey, the average age of the population is 44 years. It is also noteworthy that the average age is higher among residents living North of Hwy. 62 (48 years) than among residents living South of Hwy. 62 (42 years.)



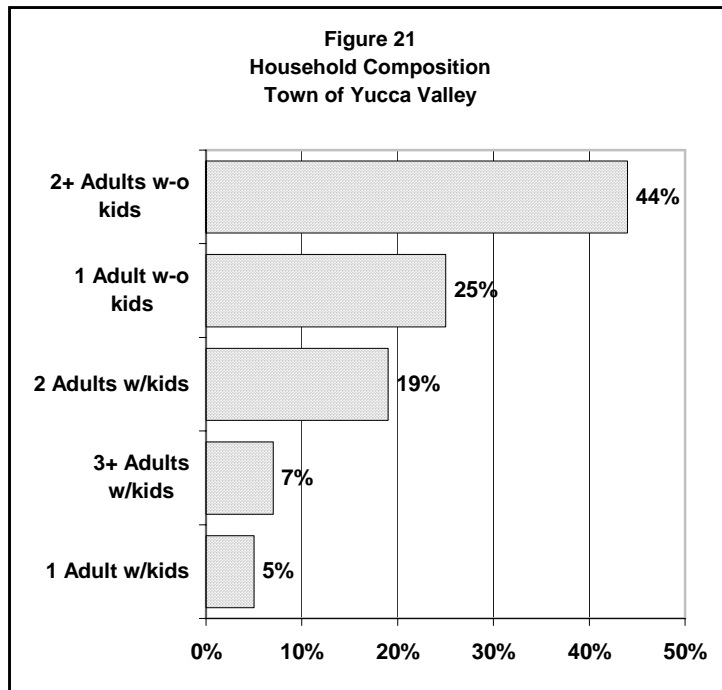
DEMOGRAPHIC CHARACTERISTICS RECREATION NEEDS ASSESSMENT SURVEY TOWN OF YUCCA VALLEY				
	2000 CENSUS	CURRENT SURVEY		
		TOTAL	NORTH	SOUTH
<b>Percent of Population by Age:</b>				
Under 5 years	6%	6%	5%	6%
5 to 9 years	7%	6%	4%	6%
10 to 14 years	8%	8%	10%	7%
15 to 19 years	7%	7%	6%	8%
20 to 24 years	5%	4%	3%	4%
25 to 34 years	9%	9%	8%	9%
35 to 44 years	13%	10%	7%	13%
45 to 54 years	12%	15%	16%	13%
55 to 64 years	10%	14%	19%	11%
65 years and over	23%	21%	21%	23%
Median Age	41.6	44.0	48.0	42.0
<b>Household Description:</b>				
1 adult w-o children	30%	25%	27%	24%
2 or more adults w-o children	NA	44%	46%	43%
Subtotal Households w-o children	69%	69%	73%	67%
1 adult w/children	NA	5%	5%	3%
2 adults w/children	NA	19%	16%	22%
3 or more adults w/children	NA	7%	5%	7%
Subtotal Households w/children	31%	31%	27%	33%
<b>Tenure in Yucca Valley:</b>				
3 years or less	NA	22%	18%	23%
4 to 10 years	NA	26%	25%	30%
11 to 15 years	NA	11%	11%	11%
16 to 20 years	NA	12%	16%	9%
Over 20 years	NA	29%	30%	27%
Median Tenure (years)	NA	12.0	14.0	10.0
<b>Ethnicity (Census data is for householders; survey data is for respondents):</b>				
Non-Hispanic White	87%	80%	80%	80%
Hispanic/Latino	7%	13%	12%	13%
Non-Hispanic Black/African American	2%	2%	2%	3%
Non-Hispanic Native American	1%	2%	2%	2%
Non-Hispanic Other	3%	3%	4%	2%
Mean Household Size (people per household):	2.38	2.50	2.40	2.60
Median Household Income:	\$30,420	\$41,000	\$34,900	\$51,000

Source: U.S. Census Bureau, 2000  
Research Network Ltd., 8/07

HOUSEHOLD COMPOSITION (Appendix Table 8)

Through our historical project experience, we have documented the relationship between parks and recreation usage and age and number of members of the household. In the context of this Yucca Valley community-wide survey, we collected the age of each of the members of households polled to facilitate an understanding of recreation preferences in this community that might be attributable to the composition of the household. Figure 21 presents the distribution of households polled based upon the number and age of the household members.

As Figure 21 illustrates, nearly seven of every ten Yucca Valley households polled reported having no children under the age of 18 years (69%). On Figure 21, these “childless” households are presented as the top two bars on the chart. The remaining three bars on the bottom of the chart comprise the components of the group of households who reported having children less than 18 years.

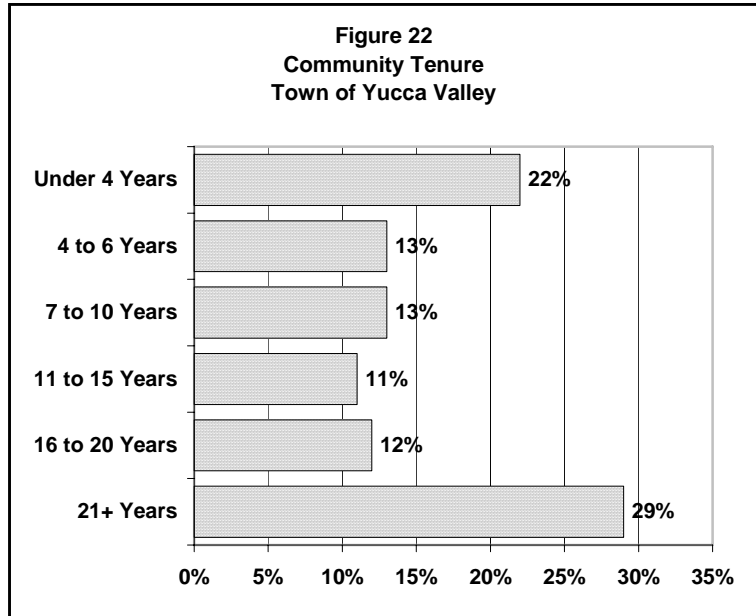


The distribution of households surveyed with and without children less than 18 years is comparable to the benchmark data from the 2000 Census, validating the representative nature of this sample of resident respondents.

The evaluation and analysis of these various segments of the Yucca Valley population further aids in an understanding of recreation facility and program needs, attitudes, and preferences.

TENURE IN YUCCA VALLEY (Appendix Table 9)

To amplify our understanding of recreating patterns in the Town, a question was posed to identify the length of residence of those residents polled. In this way, we are able to evaluate recreating pattern differences that may be attributable to length of tenure in the community. Figure 22 reveals the distribution of Yucca Valley households based upon the length of time they have been a resident in the community.



As Figure 22 reveals, greater than one in five Yucca Valley households have lived in Town for less than four years (22%). Conversely, nearly three of every ten respondents reported living in Yucca Valley for more than 20 years (29%.)

Employment in Yucca Valley (Appendix Tables 46 to 47)

To amplify our understanding of the lifestyle dynamics of Yucca Valley, this survey asked a question to determine the share of employees in households polled who are employed in Yucca Valley vs. some other location. Figure 23 presents the summary of responses to that inquiry.

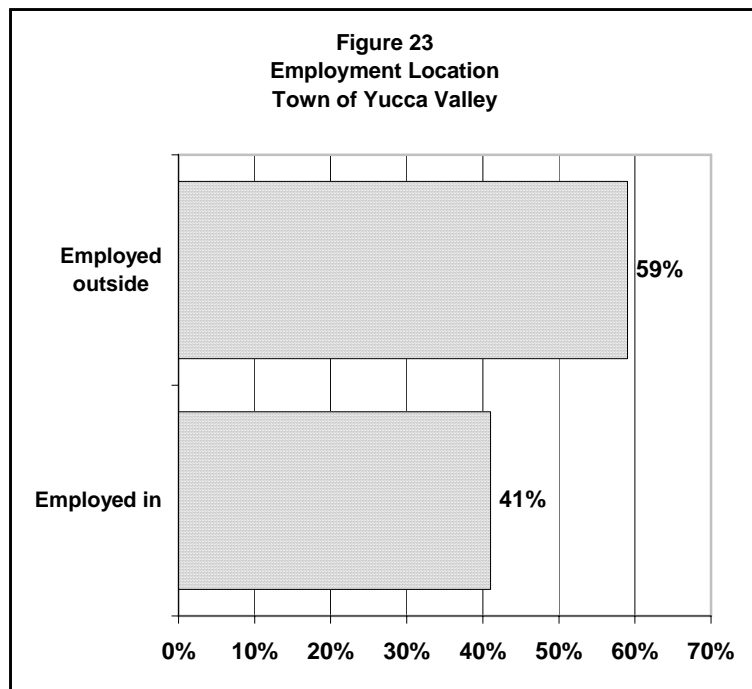
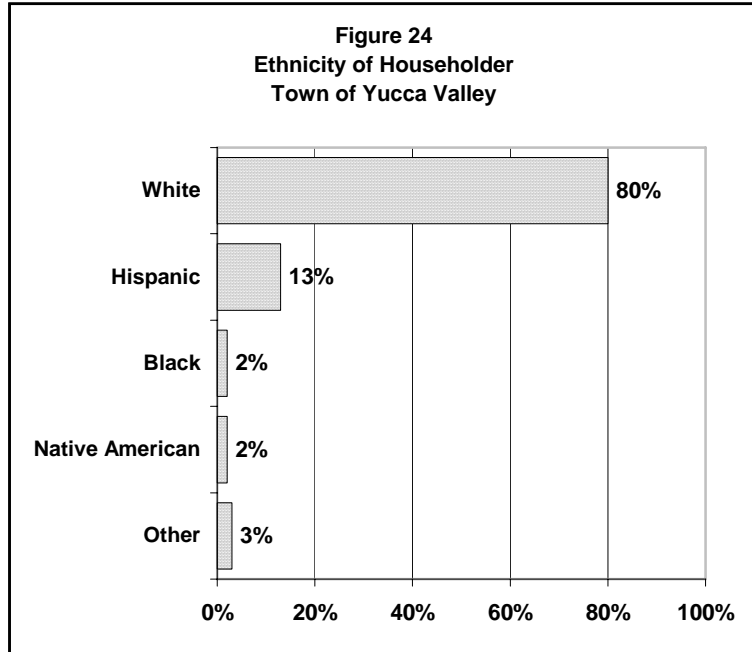


Figure 23 illustrates that 59% of the reported employees resident in households polled stated that they were employed at a location outside of Yucca Valley. Thus, the share of employees in households polled who had jobs in Town is 41%.

Householder Ethnicity (Appendix Tables 48 to 49)

Through our historical project experience, we have documented the relationship between parks and recreation usage and ethnicity of the population. In the context of this Yucca Valley community-wide survey, we collected the ethnicity of the respondent (or householder) for each of the households polled to provide an understanding

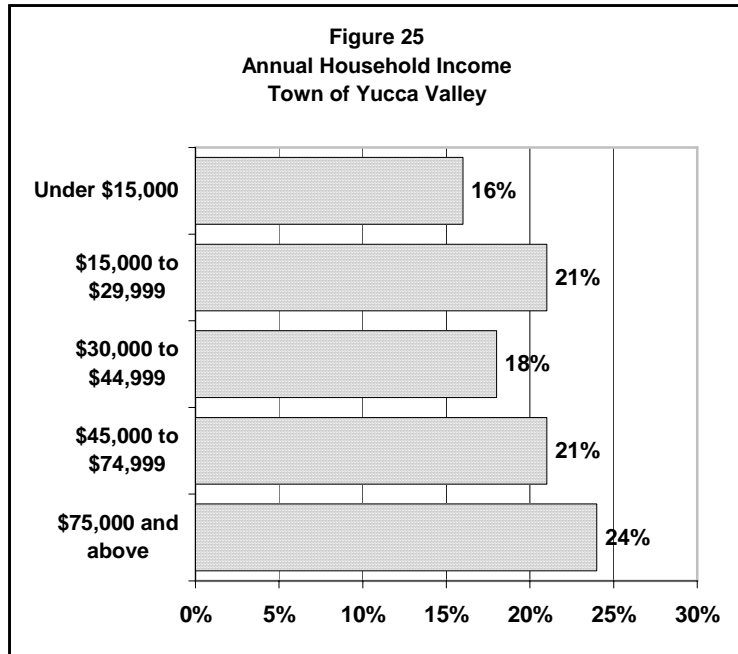


of recreation preferences in this community that might be attributable to ethnicity. Figure 24 presents the distribution of householders of those Yucca Valley households interviewed by the race or ethnic group they reported.

Figure 24 illustrates that 80% of the respondents described themselves as White while an additional 13% were Hispanic/Latino. Those polled who described themselves as Black/African American constituted 2% of the total and a comparable share of residents interviewed described themselves as Native American. A comparison of this distribution of ethnicity for resident respondents to benchmark data from the 2000 Census reveals comparable results with a modest emerging trend of declining White householders and expanding Hispanic households. This comparison confirms the statistical reliability of the sample of respondents surveyed in Yucca Valley to be representative of the Town as a whole.

Household Income (Appendix Table 50)

We have documented in prior experience the relationship between parks and recreation usage and household income. In the context of this Yucca Valley community-wide survey, we collected the annual household income of households polled to provide an understanding of recreation preferences in this community that might be attributable to household



income. Figure 25 presents the annual household income distribution of those Yucca Valley households interviewed. The median income calculated from the survey stood at \$41,000, up substantially from the \$30,400 median figure reported seven years earlier in the 2000 Census.

**APPENDIX**