

Belle Isle Park Survey Results

INTRODUCTION

This report is prepared by Project for Public Spaces for the Belle Isle Conservancy and the Detroit Recreation Department in order to assist the City and its private supporters to set priorities for future improvements and programs in the park.

Preface

During the summer and early fall months of 2010, two separate surveys were carried out in Belle Isle Park, including an extensive survey among park users, and a remote survey of individual and organizational supporters of the park conducted online and distributed by relevant park-related organizations. Onsite surveys were collected by the participants in a Summer Youth Employment program supervised by the Recreation Department. Six hundred and seventy five interviews (on site surveys) were conducted in the park. One thousand five hundred and sixty two individuals responded to the remote survey distributed by park supporter organizations.

The surveys – onsite and offsite - were designed to provide attitudinal, usage, and basic demographic information along with information regarding physical and programmatic improvements park goers and supporters recommended for the park, and their willingness to volunteer time or resources and to participate in focus groups.

Presented here is a summary of selected findings for Belle Isle Park. The summary is based on the attached tables and figures, as well as on the attached lists of answers to

open ended questions about concerns and interests of park users. The report is divided into the following sections:

Current Use Patterns

- Time Factors
- Distance/Travel Factors
- Park Uses and Activities

Desired Improvements

- Priorities for Improvement
- Perceptions of Quality of Amenities and Services in the Park

Park Support

- Suggested Sources for Funding and Support

Demographics

- Gender
- Age
- Race
- Languages Spoken at Home
- Zip-Codes

Note: Only the tables that express what appear to be the most important results are summarized. For more detailed view readers can refer directly to the tables and arrays included in this document.

Executive Summary

The levels of participation in the survey were very encouraging and response rates were especially strong compared to other park surveys nationally reflecting the enthusiasm and care of the people of Detroit for Belle Isle. 1,562 respondents completed the remote survey and 675 park users were interviewed in the park (completed the onsite survey). A total of 2,237 surveys were collected, tabulated and analyzed in this study. There were significant demographic disparities between the onsite and remote survey groups, particularly in terms of age and ethnicity.

Despite this variation between the two groups, the same three improvements ranked among the top five most commonly selected “high priority” improvements for both the remote and onsite survey respondent groups: re-opening the aquarium, re-opening the canals for canoeing and kayaking, and re-opening the Boat Club for public use.

Responses to the survey were passionate and thorough, indicating a large and vocal group of people who are committed to the park’s improvement and well-being. Furthermore, an exceptionally high portion of survey respondents (nearly 30%) indicated that they would like to receive more information about getting involved and volunteering at Belle Isle Park.

Generally speaking, both groups found that the park was lacking places to buy food and drinks. Both groups also felt there wasn't enough "to do" for all potential users (kids, teens, or adults) in the park. They also hoped improvements would make the park cleaner, safer, and more accessible for pedestrians, bikes, and cars.

Interestingly, some survey responses regarding desired improvements in the park were focused on "bringing back" or "reviving" uses or activities that were suitable and popular in the past. However, the purpose and focus of this study is to build a direction and a vision for the future of the park, and its role as a major destination for the future of Detroit.

Current Use Patterns

Distance / Travel Factors

How did you get to the park?

Belle Isle Park has been designed and used for car cruising since its inception. It is not easily accessible on foot, by bicycle, or by transit and many respondents indicated that they used a combination of ways to get to the island, such as by bus and on foot. Transit options to the park appear to be very limited, while dedicated bike lanes for getting to the park are missing. While people can take the bus to the bridge, they have to walk the rest of the way. Furthermore, city buses are not equipped with bike racks. This situation reflects the concern that Belle Isle was not bike friendly, which came up frequently in the open response section about uses and activities.

Despite these obstacles, close to one quarter of people interviewed using Belle Isle Park (24.3%) got there on foot (6.5%), by bus (8.6%), or by bicycle (9.1%). The rest of park

users reported getting to the park by car (75.7%). More men came to the park on foot than women (8% vs. 5.2%) and more men came by bicycle (10.2% vs. 7.9%). These percentages are based on 675 onsite surveys conducted in Belle Isle Park.

Remote survey participants (who were not interviewed in the park) reported getting to the park mostly by car (88.2%), with about the same percentage of bicyclists as onsite respondents (9.6%). As in the park user interviews, twice as many men reported usually getting to the park on bicycle than women (13.6% vs. 6.4%). These percentages are based on 1562 surveys of park supporters collected online, and by park support organizations outside of Belle Isle Park.

Time Factors

How often do you visit the park? How long do you usually stay?

The people interviewed in the park report come here significantly more often than those who responded to the survey remotely.

Almost one third of surveyed park visitors (28.8%) report coming to the park every day, more men than women (respectively 36% and 26%). Another 34.7% come to the park at least once a week. This shows that a majority (63.5%) of current park users are also frequent users, coming to the park daily or weekly. A small number of those interviewed in the park report come to Belle Isle once a month (28.2%), and once a year (8.1%).

Remote survey respondents are not frequent users of the park, with the largest percentage visiting the park once a month (35.8%), or once a year (21.2%). Only 5.7% of remote survey respondents visit the park every day, while 9.4% say they never come to the park.

This finding has several repercussions: first, it shows that current park users are a dedicated and consistent presence in the park and their needs and priorities should be attended to without delay. On the other hand, it also shows that there is potentially a larger audience for the park that possibly is not using it currently because of access, attractions and activity obstacles. The remote survey findings may also be interpreted to suggest that there are a wider number of park supporters and advocates who care for the park vicariously even if they never become regular users of the park.

Visitors to Belle Isle Park come here to stay for significant amounts of time. Over half (50.2%) of visitors stay in the park between one and three hours, while another 34.5% spend over 3 hours in the park, of which close to 12% stay more than 6 hours. Thus current park users come often, and stay a long time.

Remote survey respondents mostly stay in the park 1 to 3 hours, and in that group the preference for that length of stay is even more pronounced (65.2%). A comparatively small percentage of remote survey respondents stay in the park more than 3 hours – 15% stay between 3 and 6 hours, and 6.2% stay more than 6 hours. Remote respondents come less often and stay in general a between 1 and 3 hours, which is a typical amount of time for urban parks countrywide.

Park Uses and Activities

Park Attendance

Cumulatively, the majority of actual park users (onsite survey respondents) come to the park with other people (69.8%), including friends (34.58%) and family (33.4%). A very small proportion of park visitors report coming with an organized group – 8.5%. Most of those coming to the park by themselves (30.2%) are men, while more women come to the park with friends and family.

Remote survey respondents mostly come to the park with family/spouse (52.5%). Only 13% of them say they visit the park by themselves. Contrary to expectations, very few remote respondents come to the park with an organized group (3.5%).

Here is a list of facilities in the park. How many times during the past year have you visited each of these?

This question was aimed at assessing quickly which of the existing facilities on Belle Isle are most used and known by the public. The facilities listed in the question for use evaluation include:

- Sunset Point
- Scott Fountain
- Picnic Shelters
- Conservatory/Gardens
- Dossin Museum
- Kid's Row- Playscape
- Athletic Fields
- Beach/Bathhouse
- Detroit Yacht Club
- Driving Range
- Nature Center
- Fishing Piers
- Blue Heron Lagoon/Nature Trail, and
- Forest Nature Trails

Park users and remote survey respondents report visiting different park facilities and with different frequency. Park users favor places to gather and family activities. These are the top five facilities visited by actual park users in descending order: Picnic Shelters (64.7%), Sunset Point (50.5%), Kid’s Row – Playscape (50%), Beach/Bathhouse (46.6%), and Scott Fountain (44.7%). Of these facilities, Picnic Shelters and Kid’s Row – Playscape are the ones visited most frequently, every day or once a week. The least visited facilities by park users are Forest Nature Trails (22.5%), Driving Range (21.1%) and Detroit Yacht Club¹ (only 20.7%).

Remote survey respondents, who in general visit the park less frequently, seek park destinations. They report visiting most the following park facilities: Scott Fountain (71%), Conservatory/Gardens (68.4%), Dossin Museum (49.9%), Picnic Shelters (47.3%), and Nature Center (45.2%). The Scott Fountain is also visited most frequently (every day or once a week), followed by the Detroit Yacht Club, which was reported the most as visited every day, showing that Detroit Yacht Club members are frequent users of Belle Isle, and finally Sunset Point.

Remote respondents visit the Driving Range (only 16.3% of respondents say they ever go there), Fishing Piers (21.3%), and Kid’s Row – Playscape (23.2%) the least.

¹ The Detroit Yacht Club is a private club that is not open to the general public (although it is for rental and is often used for the functions of other groups). Detroit Yacht Club members generally drive through Belle Isle and go directly to the Club. Since no on-site surveys were conducted on the grounds of the Detroit Yacht Club, the fact that 20.7% of on-site survey respondents reported visiting it actually demonstrates a surprisingly strong correlation between Detroit Yacht Club members and their guest and park users. The Detroit Yacht Club

Overall Scott Fountain and Picnic Shelters are the two facilities most visited by both park users and remote survey respondents.

Park Activities

Which of the following possible park activities might you engage in today? Please check which ones you either did, or are planning to do, in the park today.

Responses	ONSITE	REMOTE
Picnic	39.1%	68.1%
Exercise	31.1%	55.4%
Stroll/walk	29.0%	61.3%
Socialize	23.2%	45.3%
Use the Beach	19.9%	35.2%
Barbeque	19.0%	33.5%
Cruise in your car	18.0%	46.1%
Run/jog	14.9%	26.0%
Use Kids Row	14.7%	17.9%
Swim/Play in the water	12.2%	28.5%
Visit Conservatory	10.7%	60.1%
Use the giant slide	10.0%	22.7%
Use the waterslide	9.7%	14.7%
Games (ex. Frisbee)	8.0%	21.7%
Use Athletic Fields	6.8%	19.7%
Visit Nature Zoo	6.3%	48.6%
Walk your dog	6.3%	21.6%
Attend a special event	5.8%	51.0%
Fish	5.8%	15.7%
Sunbathe	4.2%	13.4%
Use Blue Heron Lagoon nature trail	3.7%	30.7%
Watch sports	3.3%	19.9%
Fly kites	2.8%	20.2%
Visit Dossin Museum	2.8%	47.9%
Kayak/Canoe	2.0%	27.3%
Visit Yacht Club	1.7%	33.6%

Despite a number of differences, park users and survey respondents report engaging in similar kinds of activities when in the park.

The most popular activity for park users is picnicking (39.1%), followed by exercise (31.1%), stroll/walk (29%), socialize (23.2%) and using a bench/sitting (19.9%). The least popular activities for park users are visiting the Dossin Museum (2.8%), kayaking/canoeing (2.0%) and visiting the Detroit Yacht Club (1.7%).

Picnicking and socializing are two activities women engage in the park more than men, 58.1% and 57%, respectively. Women also use kid's row, the beach, and the water slide more than men do. Men engage more in kayaking, watching sports, and visiting the Dossin Museum, although all three of these activities were reported by a small number of respondents.

The top five activities reported by remote survey respondents are picnicking (68%), walking/strolling (61.3%), visiting the Conservatory (60.1%), exercising (55.4%) and attending a special events (51%).

These results make picnicking the overall most popular activity in the park. They also confirm a hypothesis that remote survey respondents visit Belle Isle as a destination, often in order to attend a special event, or to visit a particular facility (Conservatory or Dossin Museum). The results also show that people, both current park users and remote survey respondents, use the park for the activities that it is currently designed and equipped to support.

Evaluation of the Current State of the Park

Please indicate whether you feel there are “too many,” “the right amount,” or “not enough” of each of the following things in the park.

What was LACKING, what was there TOO MUCH of

For both groups, not having enough places to buy food was the most commonly listed thing lacking from Belle Isle Park. Drinking fountains and restrooms were also in the top five things users felt were not common enough on the island.

Remote users felt more strongly that there was not enough security than onsite users did. This could be indicative of security being only a perceived problem in the park.

“Not Enough”

Onsite and offsite respondents most commonly found that there were too few of the following things in the park:

Responses	ONSITE	REMOTE
Places to buy food	82%	66%
Drinking Fountains	74%	60%
Restrooms	59%	58%
Things to Do	52%	40%
Benches	51%	50%
Park Security	37%	61%
Waste Receptacles	50%	59%

“Too many”

Among onsite respondents, a very small (almost insignificant) percent indicated that there was “too much” of anything in the park. However, the things remote respondents felt were too plentiful were, in descending order, parking areas, picnic shelters, entrances, play areas, and things to do.

57% of both remote users and onsite users indicated that there were enough parking spaces on the island.

Desired Improvements

MOST IMPORTANT Improvements

Survey respondents were asked to use an open-ended format to indicate what they thought was the most important improvement that should be made to the park. The free-responses from both onsite and remote survey respondents were generally consistent with each other. Both emphasized the need for more places to buy food and drinks.

Onsite respondents asked for more activities (generally for sports and exercise), for a cleaner and safer park with improved landscaping, and for paths and roads for all modes of travel (for pedestrians, for cars, and for bikes).

Remote respondents wanted more activities, specifically, more cultural activities and performances in the band shell. Restoring the fountain, cleaning the bathrooms, and getting rid of “partiers” were also listed as important improvements.

Desired Improvements

*-How much of a **priority** do you think the following improvements to Belle Isle should be given?*

*-What is the most **important** improvement that should be made to the park?*

Although these two questions may seem similar, the first question provides insight into the order of improvements that were listed for respondents to select from a list. The second question functions best as a way to enrich and confirm the first question with unlimited, unformatted open-responses.

*How much of a **priority** do you think the following improvements to Belle Isle should be given?*

Most Frequently Selected “High Priority” Improvements

For both the onsite and remote groups, the same three improvements ranked among the top five most commonly indicated “high priority” improvements for both the remote and onsite survey respondent groups: re-opening the aquarium, re-opening the canals for canoeing and kayaking, and re-opening the Boat Club for public use. Note that no limit was specified for the number of possible Belle Isle improvements that respondents could identify as “high priority.”

Top “High Priority Improvements”

The number and percentage of respondents who said the following improvements were of high priority:

<u>Responses</u>	ONSITE (# and % of respondents)		REMOTE (# and % of respondents)	
Re-open the Aquarium	256	38%	1107	71%
Re-open the canals for canoeing/kayaking	184	27%	896	57%
Re-open the Boat Club for public use	185	27%	728	47%

Create a physical fitness course	196	29%	640	41%
Re-open the golf course	165	24%	749	48%
Improve the Conservatory	98	20%	729	47%
Improve gardens, plantings and trees	121	24%	723	46%

Most Frequently Selected “Moderate” Priority Improvements

Improving the picnic shelters was the most commonly listed “moderate” priority improvement for both onsite (31%) and remote (37%) respondents.

“Low Priority” Improvements

“Lowest priority” was generally distributed evenly among the many possible improvements listed: no low priority improvement reached above about 20% for onsite respondents. Among remote respondents, two improvements were most frequently identified as low-priority: improving the radio control course (32%) and improving signage (31.7%).

Onsite and remote respondents had different opinions about signage. While remote users frequently listed it as a “low priority”, onsite users ranked signage among the top 5 most frequently selected “high priority” improvements.

Top 5 Lowest Priority Improvements (ONSITE)

- | | |
|---------------------------|-----|
| 1. Improve Flynn Pavilion | 21% |
| 2. Improve the Casino | 21% |
| 3. Improve Fishing Piers | 20% |
| 4. Improve Band Shell | 20% |
| 5. Improve Conservatory | 20% |

Top 5 Lowest Priority Improvements (REMOTE)

- | | |
|---------------------------|-------|
| 1. Improve Flynn pavilion | 39% |
| 2. Improve signage | 32% |
| 3. Carillon Tower | 30% |
| 4. Improve White House | 28.5% |
| 5. Improve Fishing Piers | 26% |

*What is the most **important** improvement that should be made to the park?*

The following analysis is a summary that resulted from processing hundreds of open response answers provided by both onsite and remote respondents. These verbatim responses are available in the appendix of the report. In order to provide some organizational framework for these responses, they were organized (loosely) into the following categories Uses and Activities, Comfort and Image, Sociability, Access and Linkages (categories which compose PPS' Place Diagram).

ONSITE SURVEY RESPONSES

Uses and Activities

The need for more places to buy food and drink was by far the most commonly listed important improvement. This was followed by the need to have more activities for both adults and children. Respondents suggested offering canoe rentals and opening the giant slide more frequently, as well as paint ball, go carts, and a putt-putt golf course. More sports facilities, including an indoor gym, a tennis court, and a play-scape for kids were also among the recommendations, as well as more “nature activities,” more swimming holes, and something to attract teenagers.

Comfort and Image

Concerns about the park’s cleanliness, restrooms, security, and landscaping were the most commonly listed important improvements. Park users also sought more shelter, and better picnic areas. The request to restore all old or abandoned buildings came up often, as well as security lighting to keep visitors safe. Respondents mentioned the need to restore the Scott Fountain, which was closed for repairs at the time that the survey was taken.

Sociability

Keeping the park open later and finding a way to use Belle Isle to “create jobs for citizens” appeared most often. Concerns about having activities where people of all ages could have something to do also came up frequently.

Access and Linkages

By and large, responses seemed to indicate the need to create access for all modes of transportation on the island. Bike trails, parking, and locks were mentioned as an important improvement. Some called for more parking.

REMOTE SURVEY RESPONSES

Uses and Activities

There seems to be a high demand for cultural programming on Belle Isle. Some responses mentioned hosting live music at the band shell. Several people said they would like to see equipment rentals offered on Belle Isle, such as bicycles and other athletic gear. Horseback riding was also mentioned in a few responses. A lack of places to buy food appeared frequently. Many were disappointed with the lack of dining and vending options on the island. Requests to reopen the Children's Zoo were almost as prevalent as requests to open the aquarium. These individuals claimed that it would give the park a main attraction that is appropriate for patrons of all ages.

Comfort and Image

Fixing the Scott Fountain was perhaps the most cited issue throughout the verbatim responses collected about this issue among remote respondents. Some individuals wrote that the park benches are dirty and are not maintained adequately. Several respondents also advocated for more trash cans to keep the park clean. Respondents were generally unhappy with the quality and quantity of the bathrooms. They also felt that the signage for the bathrooms is also inadequate.

Many listed a need for park security during all hours, especially in the evening. Blatant alcohol consumption and the preponderance of "partiers" were both mentioned as

consistent issues in terms of diminishing the area’s kid-friendly nature. Graffiti and dying lawns/fields were both listed as perpetual eyesores. Additionally, litter was frequently cited as a recurring problem.

Sociability

The need for organized athletics and activities at the Boat Club building as a means of making Belle Isle a healthy, social gathering place appeared throughout the open responses. Cleaning up the beach and offering seating to allow individuals to congregate by the water appeared frequently, as well.

Access and Linkages

People requested more pedestrian friendly paths that don’t interfere with bike lanes and/or vehicular traffic lanes. The concern that Belle Isle was not bike friendly came up frequently in the open response section. Some said that the parking on the island took up too much space on the island.

Suggested Sources for Funding and Support

Responders were asked to weigh in on ways to support and fund these improvements. This, too, was an open-ended question and no list of funding sources was offered in the survey form or interviews.

Definition of Terms: Free responses were broken down into the following categories.

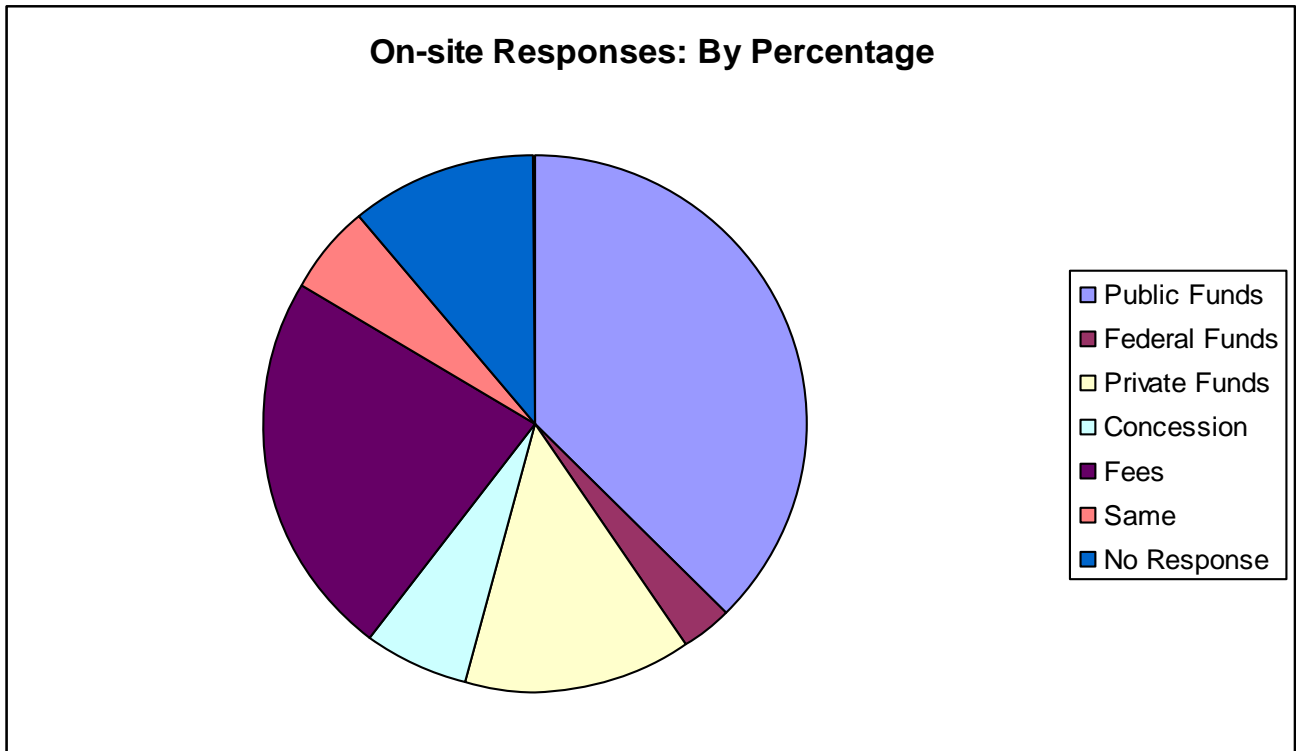
- *Public Funds* – City, County, and State

- *Federal Funds* – National level funding
- *Private Funds* – Donations, Fundraisers, Volunteer Work
- *Concessions* – Large festivals and events, food, etc.
- *Fees* - Bridge toll, entry per person, per car, parking fee, monthly & annual passes, payment for facilities, etc
- *Same as Currently* – No change to current funding structure
- *No Response/Unclassified* – Respondent did not choose to answer, wrote “I don’t know,” or gave an unclassifiable or unreadable answer.

On-Site Survey:

Response breakdown:

Public Funds	37%
Federal Funds	3.00%
Private Funds	13.50%
Concession	6.16%
Fees	23.00%
Same	5.10%
No Response	11.00%



Many on-site users indicated that “the city” and “taxes” should fund and support Belle Isle Park.

The second most commonly suggested revenue source was an entrance fee. Of those who suggested this fee, many said they’d pay around \$1 to enter. That this park is an island means its entrances could easily be controlled. Imposing a charge on parking was also a frequent suggestion.

Charitable Sources (like grants, private donations) were recommended as another funding and support strategy. Revenue from events or food concessions (like a concert series, etc.) was less common but still prevalent.

Remote Survey:

Response breakdown:

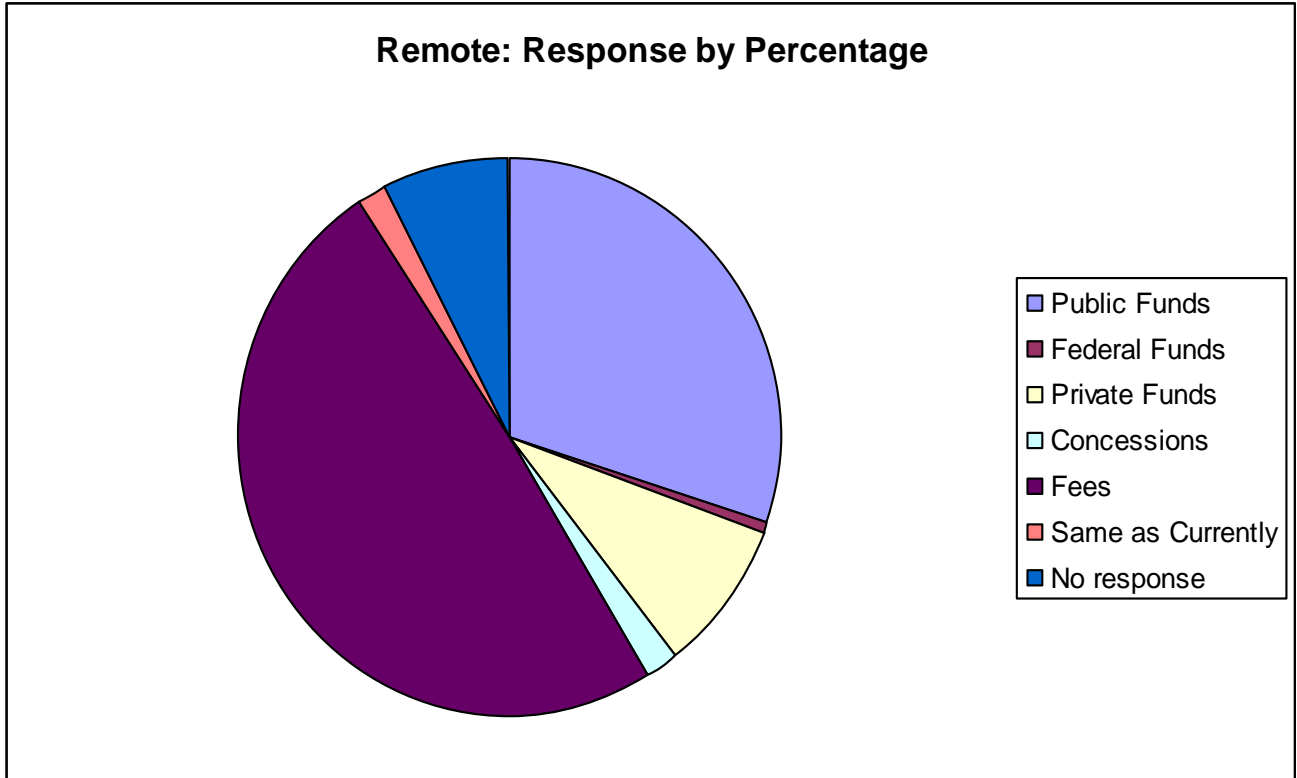
Public Funds	30%
Federal Funds	0.45%
Private Funds	9%
Concessions	1.75%
Fees	49.40%
Same as Currently	1.6%
No response/uncalculated	7.50%

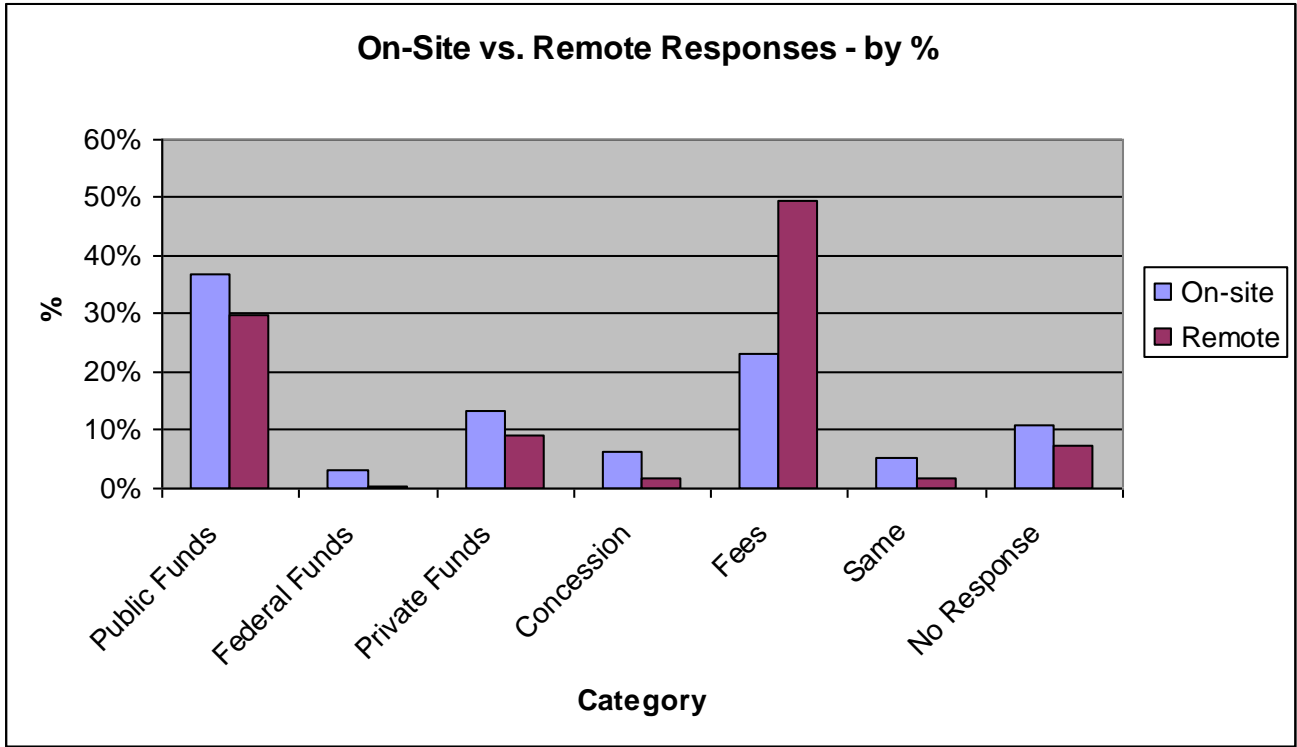
The idea of an entry fee was more commonly suggested among remote responders than among on-site users. Many suggested a fee of \$1, but, relative to onsite responders, more remote responders suggested they would be willing to pay about \$3-5 for entry. However, some said they wanted to charge a higher fee in order to keep undesirable users out of the park.

Others vehemently opposed the idea of paying any kind of fee. They insisted that the park remain free in order to serve all of Detroit (even if it means that maintenance, etc, was compromised).

Government/public support was also one of the most commonly listed methods of support and funding among the remote survey group. Very few, however, suggested seeking Federal funding.

Charitable sources and other private funds were mentioned less commonly among remote responders than among on-site responders.





Demographic Analysis

Summary: Comparison of Remote and Onsite Survey Responses

		ONSITE		REMOTE	
		Frequency	Percent %	Frequency	Percent %
Gender Distribution	Female	279	41	859	55
	Male	275	41	629	40
	Unusable Responses	121	18	74	5
Age Distribution	0-10	0	0	0	0
	10-20	29	5.6	30	2.1
	20-30	144	28	185	12.8
	30-40	106	20.6	240	16.7
	40-50	91	17.7	301	20.9
	50-60	66	12.8	342	23.8
	60-70	39	7.6	206	14.3

	70-80	17	3.3	60	4.2
	80-90	3	0.6	9	0.6
	90-100	0	0	1	0.1
	100-110	1	0.2	0	0
	Unusable Responses	18	3.5	66	4.6
Race/Ethnic Distribution	American Indian/Alaskan Native	12	2.3	31	2.2
	Asian	12	2.3	18	1.3
	Black or African American	395	74.2	418	29.9
	Hispanic or Latino	19	3.6	35	2.5
	Native Hawaiian/Other Pacific Islander	1	0.2	4	0.3
	White	115	21.6	943	67.4
	Of Middle Eastern Descent	1	0.2	11	0.8
Language Spoken at Home	Spanish	31	6	30	0.2
	English	439	89	1362	99
	Other	7	1	46	0.3
Geographic Distribution	48___ Zip Codes	483	99	1369	97
	All Other Zip Codes	3	0.6	33	3

Gender Distribution:

The gender distribution of onsite respondents was split evenly between male and female. Remote survey respondents were not as evenly distributed: nearly 60% of remote survey respondents indicated they were female.

Age Distribution:

Generally speaking, those who responded via remote survey were older than those surveyed in the park. Among the onsite users who participated in the survey, the largest constituency was the 20-30 year-old range (28%), while the largest constituency among the remote users who participated in the survey was the 50-60 year-old range (24%). (Note: Survey was done in June, July and early August during the weekday, and in late August on weekends and evenings, when there are a high number of young people using Belle Isle on summer vacation from school).

Race/Ethnic Distribution:

There was significant disparity between the distributions of ethnic groups between each group surveyed. A majority of onsite respondents (75%) indicated they were “Black or African American,” while among remote survey respondents, this group composed only 30%. Conversely, among onsite respondents, about 22% said they were “White,” while a majority, about 67%, of remote respondents indicated that they were “White.” It is not an exaggeration to say that the distribution of “White” and “Black” respondents was almost reversed in the remote and the onsite groups.

Languages Spoken at Home:

For both the remote and onsite groups, the vast majority of users spoke English (almost 90% among onsite respondents, and nearly 99% among remote respondents). The second most commonly spoken language was Spanish (6% onsite and 0.2% remote). There was a larger diversity of non-English languages spoken among remote respondents.

Geographic Distribution:

An overwhelming majority of park users (99% and 97% for onsite and remote survey respondents respectively) indicated that they lived in a “48__” zip code.

In the attached excel document, the data has been processed to list zip codes. This organization should make it very easy to produce a map.

ONSITE SURVEY RESPONSES

The distribution of responses in this section was calculated as a percentage of total usable answers.

GENDER

The distribution of female to male respondents for this group was fairly balanced: 50.4%, (279) indicated they were female while 49.6% (275) indicated they were male.

Question Participation

Of the total of 675 surveys administered to onsite respondents, 554 responded to this question (82%).

AGE

Analysis

The largest constituency among the onsite users who participated in the survey was the 20-30 year-old range (28%).

The second largest group was the 30-40 year-old range (21%), followed by the 40-50 year-old range (18%).

Note that no young children (infants to 10 year-olds) were included in the survey, but this might be better explained as a result of survey collection methodology than as an indication of actual age distribution.

Nearly 10% of users surveyed were seniors.

Age Group	Frequency	Percent
0-10	0	0
10-20	29	5.6
20-30	144	28
30-40	106	20.6
40-50	91	17.7
50-60	66	12.8
60-70	39	7.6
70-80	17	3.3
80-90	3	0.6
90-100	0	0
100-110	1	0.2

Question Participation Rate

Of the 675 onsite respondents, 514 (76%) provided a response to this open-ended

question.

Of those who responded, 18 responses were unusable (for example, instead of indicating a birth year, respondents entered a geographic location or another kind of unusable information). There were 496 usable responses.

RACE/ETHNICITY

A majority (74.2%) of onsite respondents identified themselves as “Black or African American.” This group was more than three times as prominent as the second most represented group surveyed onsite: “White” which composed 21.6% of respondents.

Ethnicity	Percent Response	Response Count
American Indian/Alaskan Native	2.3%	12
Asian	2.3%	12
Black or African American	74.2%	395
Hispanic or Latino	3.6%	19
Native Hawaiian/Other Pacific Islander	0.2%	1
White	21.6%	115
Of Middle Eastern Descent	0.2%	1

Question Participation Rate

532 survey respondents answered this question, and 143 skipped it.

LANGUAGES SPOKEN AT HOME

An overwhelming proportion of onsite respondents (almost 90%) indicated that they spoke English when at home.

Language	Frequency	Percent
Spanish	31	6%
English	439	89%
Other	7	1%

ZIP CODE

Almost all survey respondents (99%) listed a “48_ _ _” zip code. Only three onsite respondents listed a zip code that did not start with “48.”

REMOTE SURVEY RESPONSES

GENDER

57.7% of those who completed the remote survey were women, while 42.3% were men. This uneven split stands in contrast to the very balanced responses received from the onsite survey respondents.

Question Participation

1,488 provided a response to this question, while 74 skipped it.

AGE

The largest constituency among the remote users who participated in the survey was the 50-60 year-old range (24%). The second largest group was the 40-50 year-old range (21%), followed by the 30-40 year-old range (17%).

Age Group	Frequency	Percent
0-10	0	0
10-20	30	2.1
20-30	185	12.8
30-40	240	16.7
40-50	301	20.9
50-60	342	23.8
60-70	206	14.3
70-80	60	4.2
80-90	9	0.6
90-100	1	0.1

Question Participation

1,440 provided an answer to this question, and 66 skipped it.

RACE/ETHNICITY

About 30% of remote survey respondents indicated that they were “Black or African American.” A majority of remote survey respondents indicated they were “white:” 67.4%. All other ethnic groups were marginally represented in this group of survey

respondents: no other individual group comprised more than 2.5%.

Ethnicity	Percent	Frequency
American Indian or Alaskan Native	2.2%	31
Asian	1.3%	18
Black or African American	29.9%	418
Hispanic or Latino	2.5%	35
Native Hawaiian/Other Pacific Islander	0.3%	4
White	67.4%	943
Of Middle Eastern descent	0.8%	11

Question Participation

About 1,400 people chose to respond to this question, while 162 skipped it.

LANGUAGES SPOKEN AT HOME

Nearly all remote survey respondents reported speaking English at home. There was a large variety of other languages listed in addition to English. This sampling included languages as diverse as: American Sign Language, French, German, Chinese, Arabic, Swahili, Hindi, Romanian, Japanese, Polish, and Thai.

Language	Frequency	Percent
Spanish	30	.2%

English	1362	99%
All other	46	.3%

ZIP CODES

Almost 98% of remote survey respondents indicated that they lived in the “48_ _ _” region. In fact, there were only 33 out of all 1,411 responses that did not list a zip code that started with “48.”