

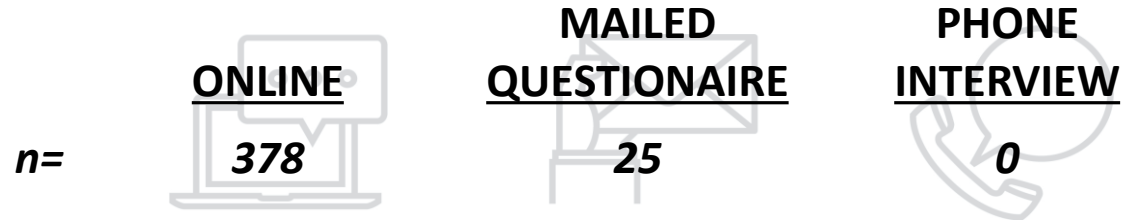
# COMMUNITY SURVEY FOR THE PARK DISTRICT OF HIGHLAND PARK

**AUGUST 2025**

*aQity Research & Insights*

*Evanston, IL*

- **These results are based on a survey of n=403 residents within the Park District of Highland Park (PDHP) boundaries, conducted between May 20<sup>th</sup> and June 25<sup>th</sup>, 2025.**
- **Survey invitations were sent via email and USPS to a sample of PDHP households within the five communities. Respondents had the option to reply online, by hard copy (printed/mailed questionnaires), or by phone.**



- **The respondent data for the n=403 surveys were weighted to match US Census targets for Highland Park by region, gender, age, race/ethnicity, homeownership vs. renter status, and presence of children under age 18 in the household.**
- **The maximum margin of error for a sample of n=403 respondents is +/- 4.9% (at the 95% confidence level).\***

Gender *	
Male	44%
Female	54%
Other/self-describe	2%
Race *	
White	87%
African American/Black	3%
Asian	8%
Other/Multi	7%
Hispanic/Latino Ethnicity *	
% Yes	13%
Child(ren) Under 18 in Household? *	
% Yes	32%
Household (HH) Income	
<\$75,000	12%
\$75,000-\$124,999	15%
\$125,000-\$199,999	16%
\$200,000-\$299,999	19%
\$300,000+	24%
Refused/NA	14%

Length of PDHP Residence	
< 5 years	23%
5-9 yrs.	19%
10-19 yrs.	16%
20-29 yrs.	13%
30-44 yrs.	16%
45+ yrs.	11%
<i>Mean/average</i>	<i>19.0 yrs.</i>
Age (adults)*	
Under 35	13%
35-44	15%
45-59	26%
60 to 69	19%
70+	26%
<i>Mean/average age</i>	<i>56.6</i>

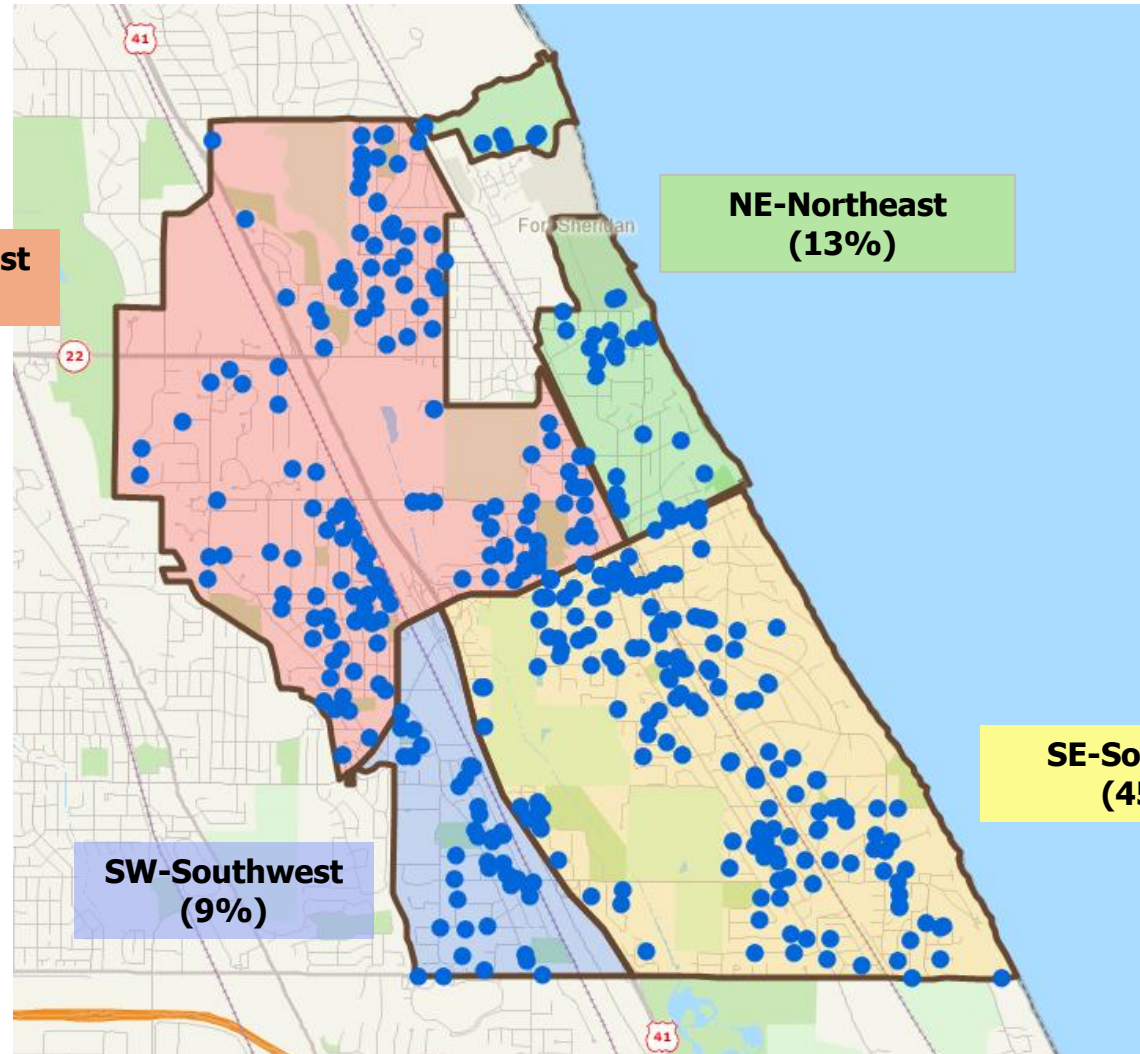
**Regional Distribution of  
n=403 Respondents \***

**NW-Northwest  
(33%)**

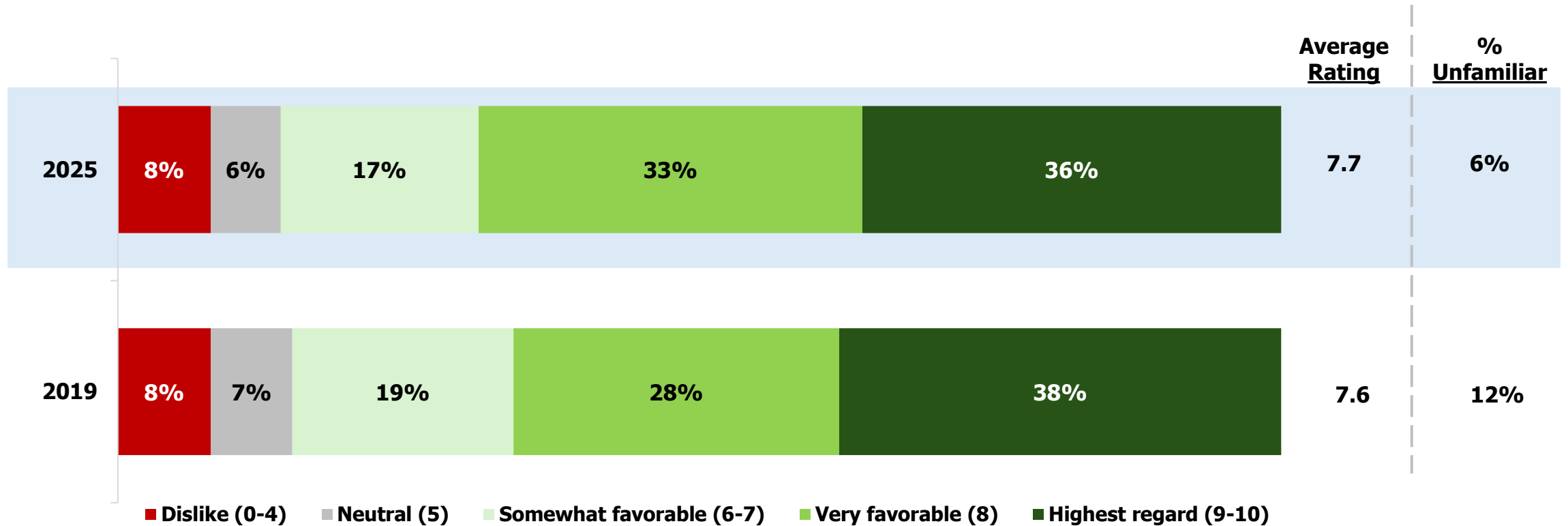
**NE-Northeast  
(13%)**

**SE-Southeast  
(45%)**

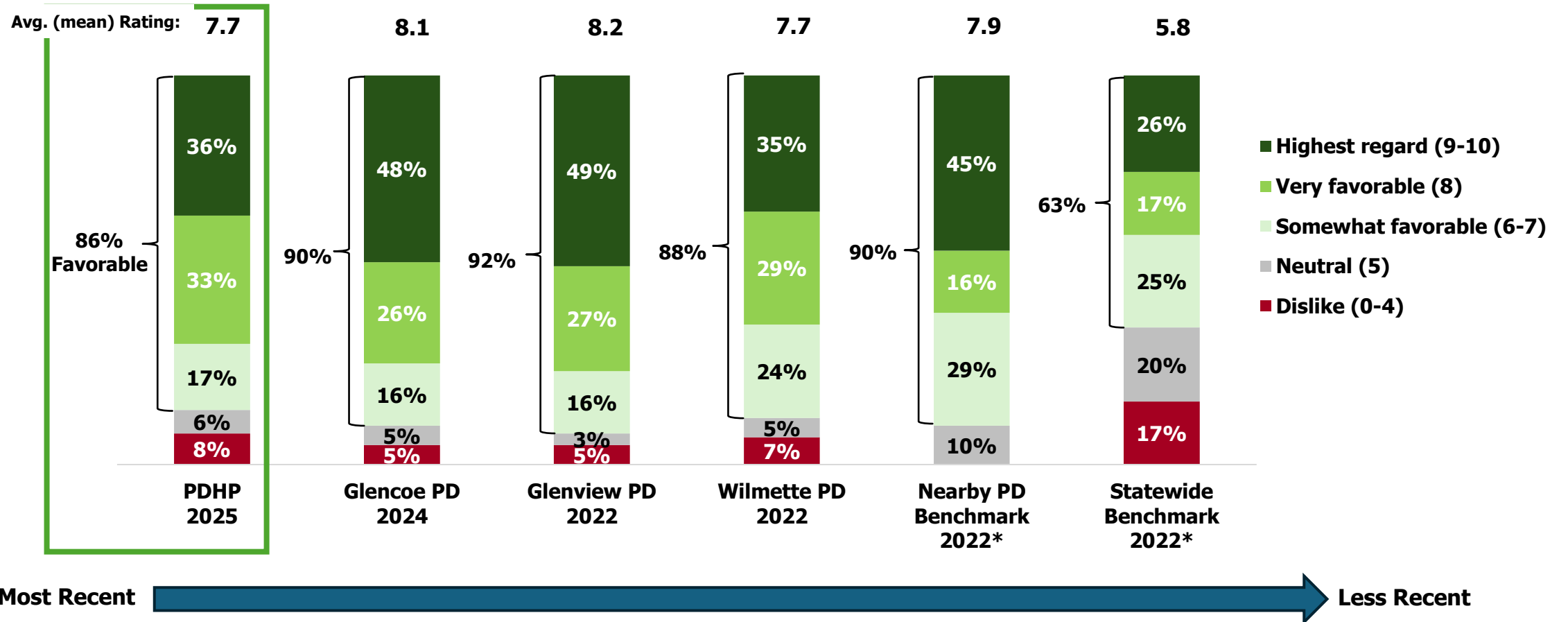
**SW-Southwest  
(9%)**



Overall Esteem (0-10 scale) with Park District of Highland Park

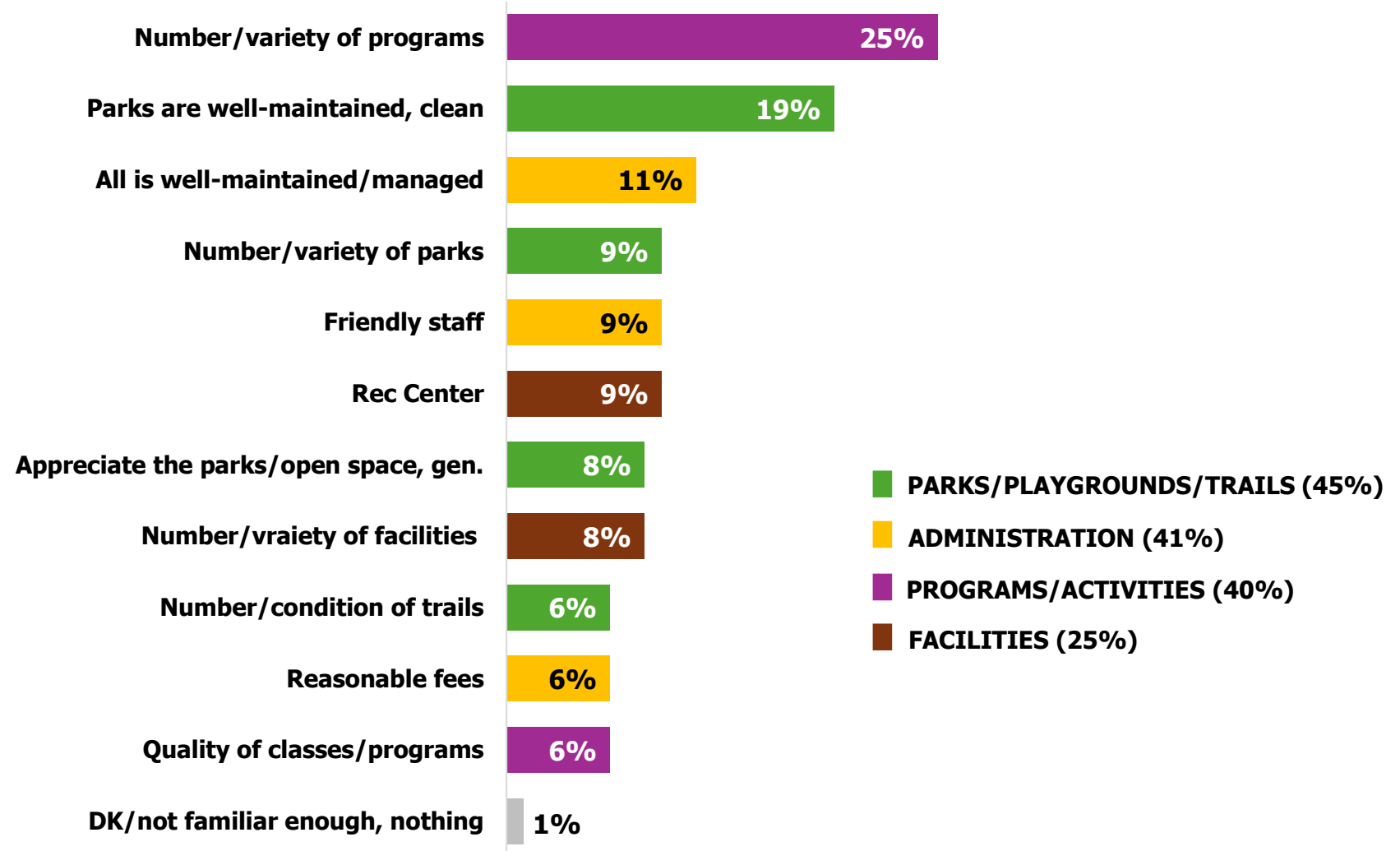


### Overall Esteem (0-10 scale): Benchmark Comparisons

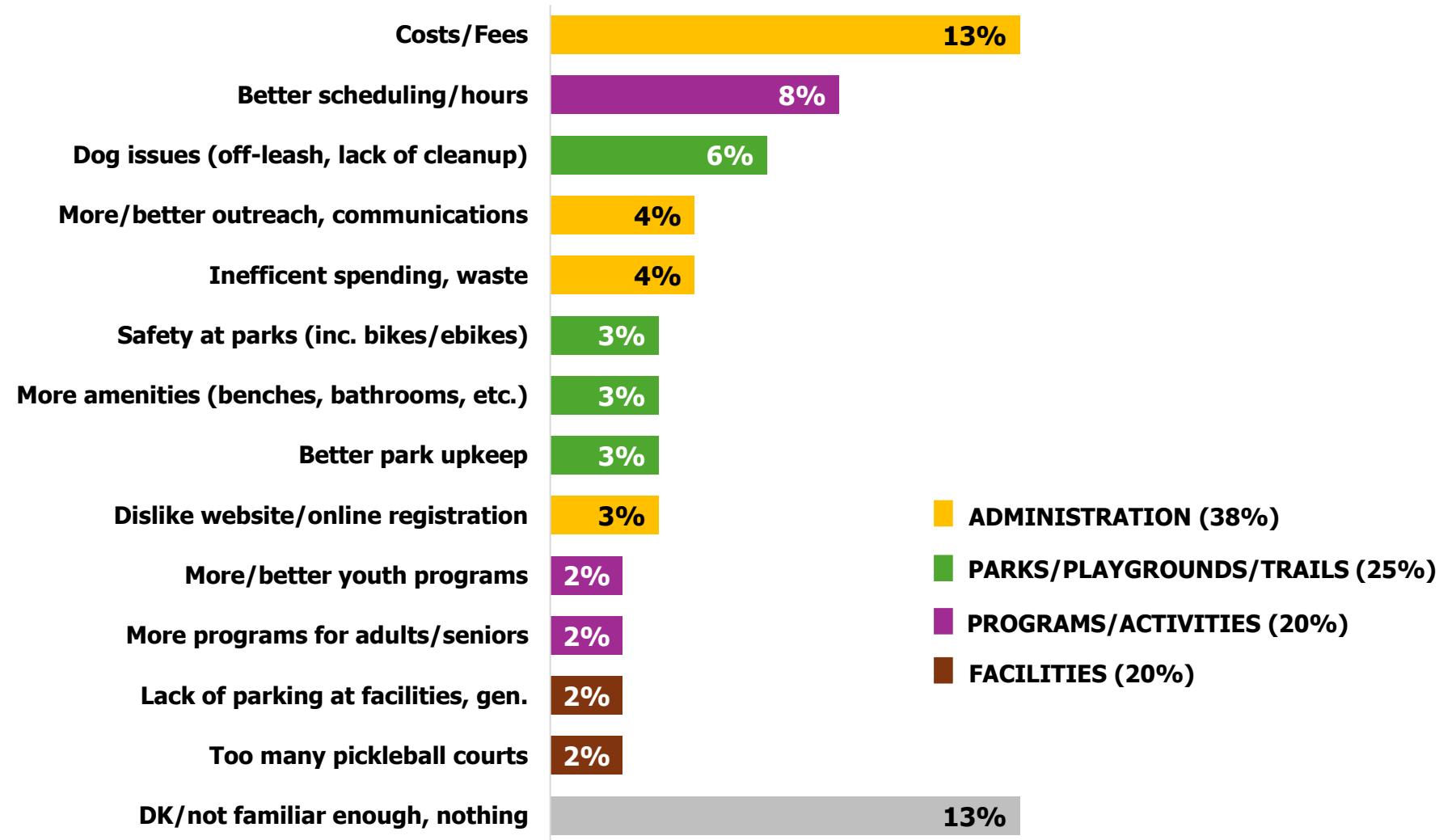


\* 2022 IAPD statewide survey results. Benchmark comparisons with neighboring park districts/agencies include Highland Park, Highwood, Lake Forest, Lake Bluff, Deerfield, Northbrook, Glenview, Wilmette, Kenilworth, and Winnetka.

**Positives for PDHP**  
**(top multiple open-ended responses, n=346)**

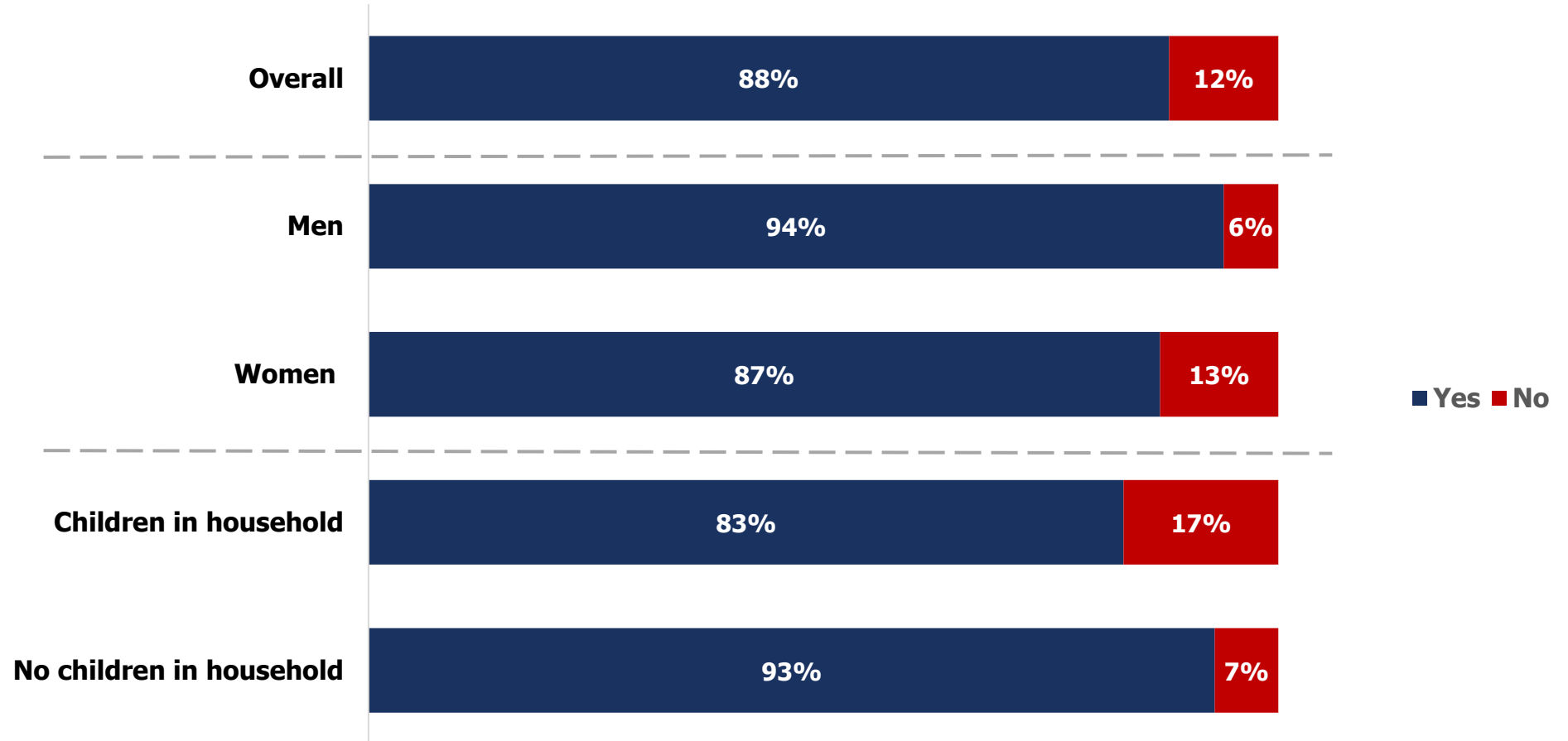


**Dislikes/Improvements for PDHP  
(top multiple open-ended responses, n=319)**



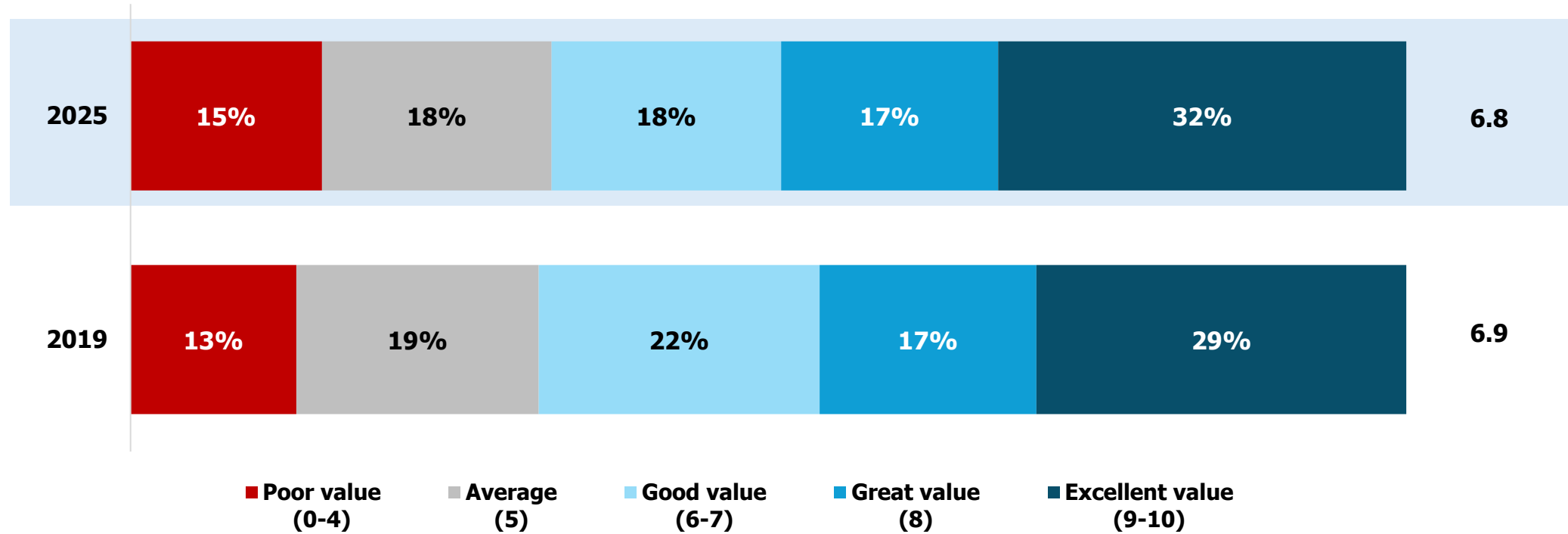


**Does Your Household Feel Properly Represented/Included Within the PDHP's Offerings?**



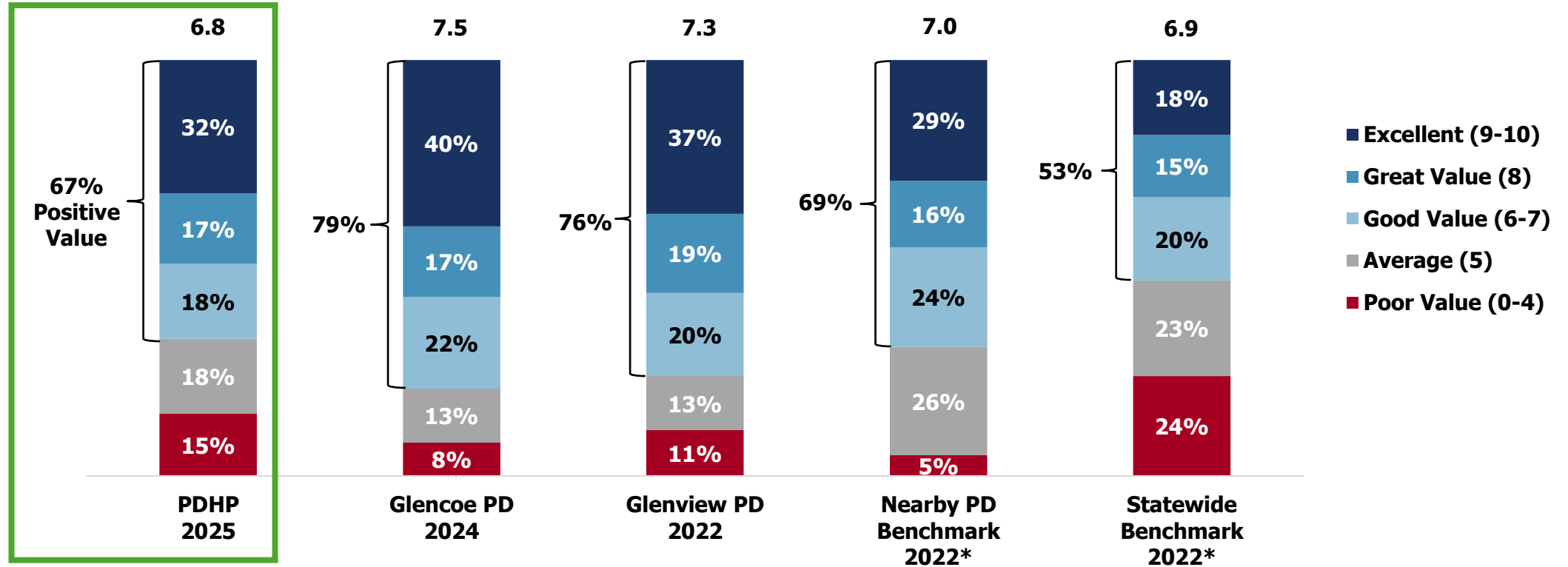
**Value of PDHP Offerings (0-10 scale)**

**Avg. (0-10)  
Score**



### Overall Value (0-10 scale): Benchmark Comparisons

Avg.  
(mean)  
Rating:

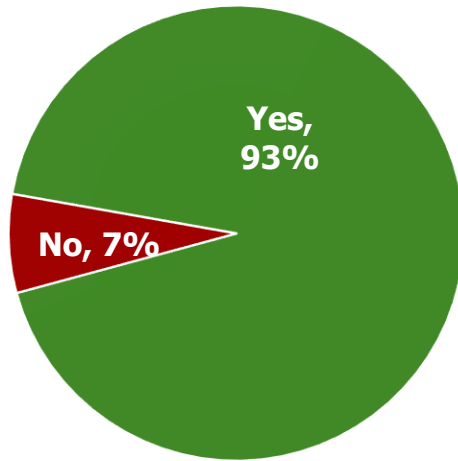


Most Recent

Less Recent

\* 2022 IAPD statewide survey tested a 5% share to park districts as the statewide average. Benchmark comparisons with neighboring park districts/agencies include Highland Park, Highwood, Lake Forest, Lake Bluff, Deerfield, Northbrook, Glenview, Wilmette, Kenilworth, and Winnetka. Glencoe PD tested an 8% property tax share. Glenview PD tested a 7.8% property tax share.

**Usage of PDHP Park/Facility in Past Year**



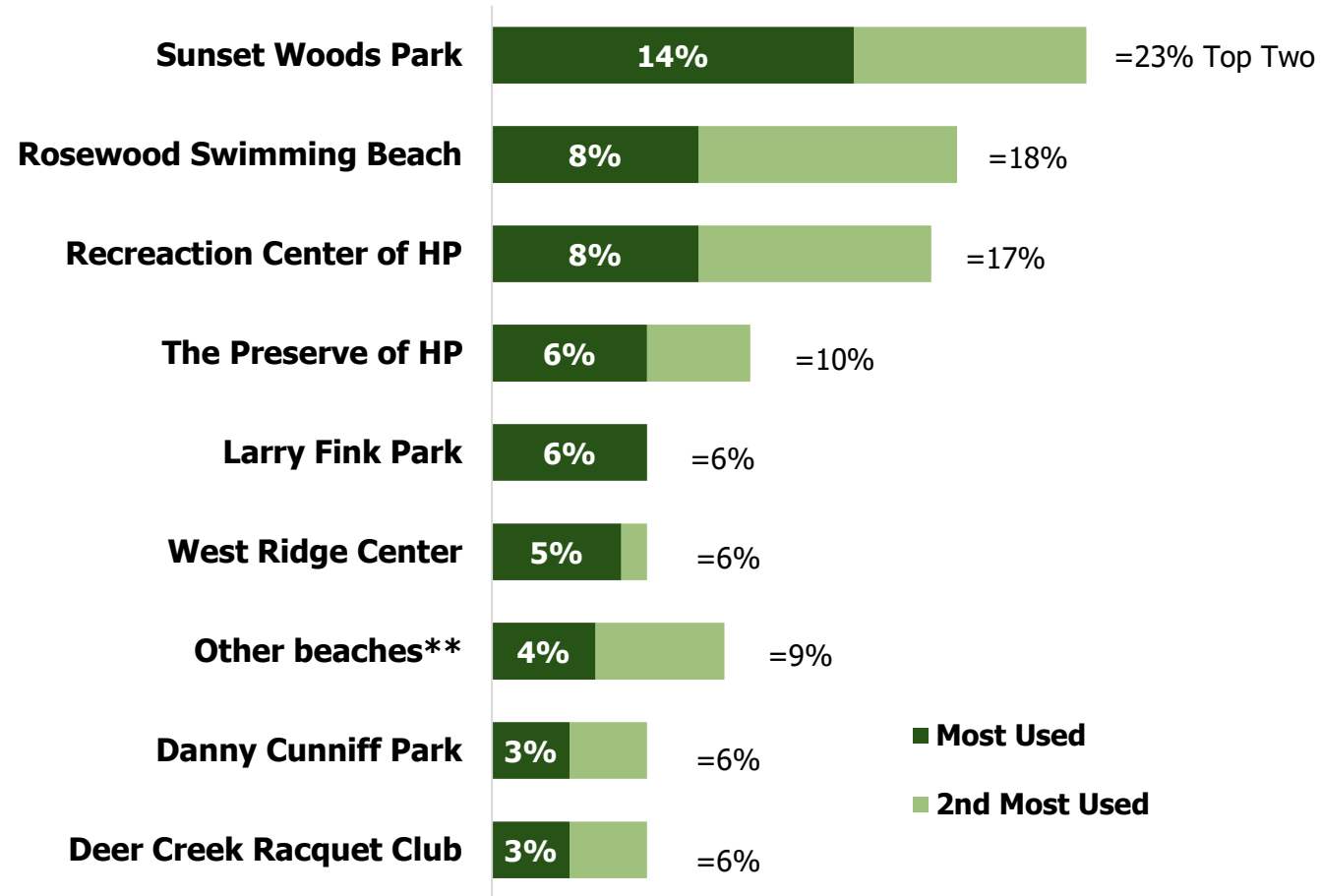
Locations Visited or Used in Past Year (top responses*)	% Reporting (n=371)
<b><u>PARKS/TRAILS/OPEN SPACE</u></b>	<b>NET: 96%</b>
Sunset Woods Park	73%
Rosewood Swimming Beach	58%
The Preserve of Highland Park	42%
Danny Cuniff Park	34%
Other beaches (Millard, Moraine, Park Ave.)	33%
Larry Fink Park	27%
Other neighborhood park (various)	27%
West Ridge Park	24%
Dog beach at Moraine Park	19%
Olson Park	14%
Dog park at Larry Fink Park	12%
Dog park (winter) at HP Golf Learning Center	4%
<b><u>FACILITIES</u></b>	<b>NET: 87%</b>
Recreation Center of Highland Park	63%
Heller Nature Center	30%
Hidden Creek Aqua Park	30%
West Ridge Center	25%
Centennial Ice Arena (skating, gymnastics)	22%
Park Ave. Boating Facility/North Shore Yacht Club	21%
Deer Creek Racquet Club	19%
HP Golf Learning Center (driving range)	19%
Sunset Valley Golf Club	18%
River's Edge Adventure Mini Golf	9%

### Significant Differences: Facility and Park Usage by Region

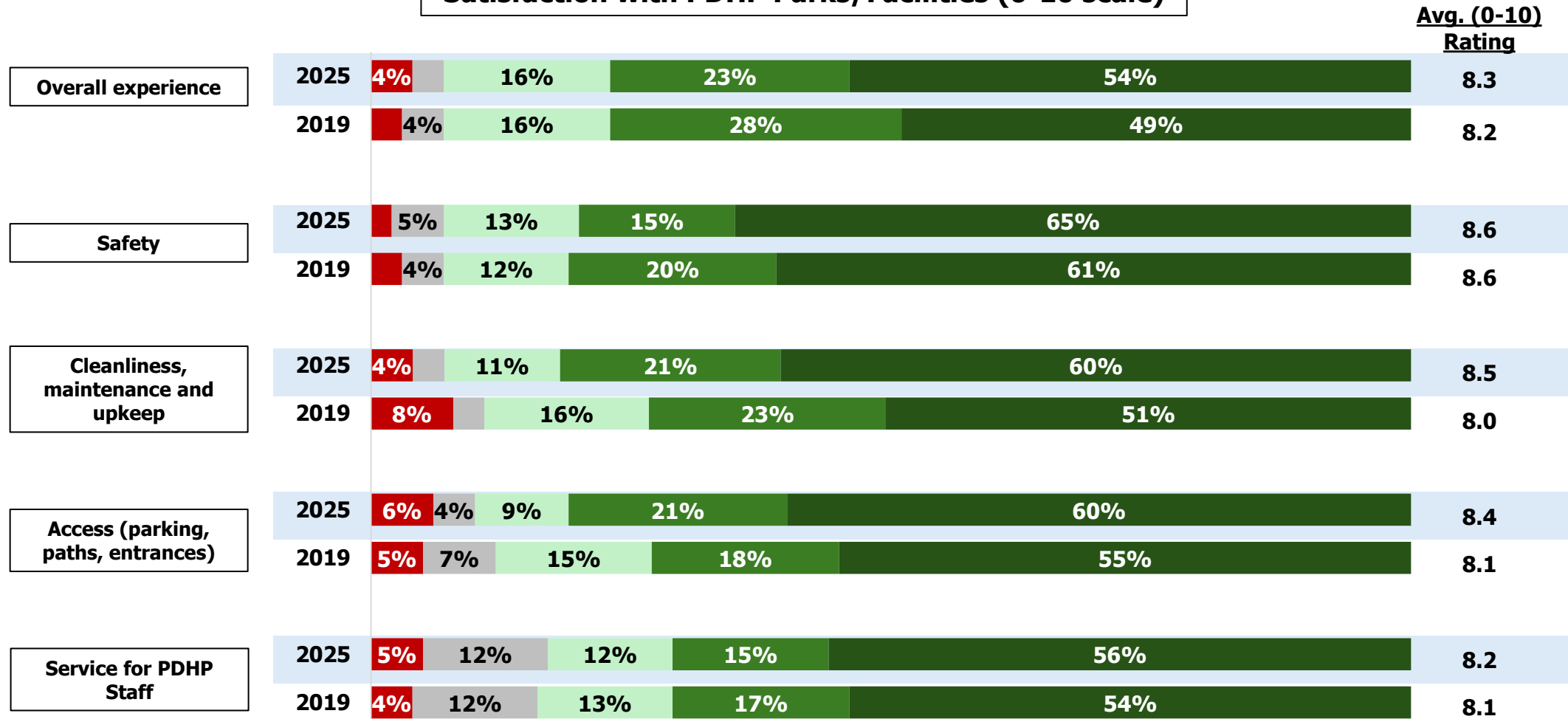
PDHP Parks/Facilities Recently Visited/Used (top responses)	n	Region			
		NE	NW	SE	SW
<b>Overall (row) % of Respondents</b>	<b>403</b>	<b>13%</b>	<b>33%</b>	<b>45%</b>	<b>9%</b>
<b><u>PARKS/TRAILS/OPEN SPACE</u></b>					
Sunset Woods Park	266	10%	38%	45%	7%
Rosewood Swimming Beach	229	9%	30%	54%	7%
The Preserve of Highland Park	163	10%	44%	43%	4%
Danny Cuniff Park	140	13%	38%	43%	7%
Other beaches (Millard/Moraine/Park Ave.)	108	14%	34%	45%	7%
Larry Fink Park	88	0%	24%	65%	12%
Other neighborhood parks	117	16%	41%	35%	8%
West Ridge Park	88	9%	34%	31%	26%
<b><u>FACILITIES</u></b>					
Recreation Center of Highland Park	223	14%	34%	46%	6%
Heller Nature Center	118	12%	36%	41%	11%
Hidden Creek Aqua Park	133	11%	27%	51%	10%
West Ridge Center	96	9%	30%	43%	18%
Centennial Ice Arena	85	14%	37%	44%	6%
Park Ave. Boating Facility/NS Yacht Club	62	21%	38%	31%	11%
Deer Creek Racquet Club	65	6%	24%	65%	5%
HP Golf Learning Center (driving range)	60	4%	51%	40%	4%
Sunset Valley Golf Club	57	18%	31%	48%	3%

○ = statistically higher regional response at the 95% confidence level

**Most Frequently Used PDHP Parks/Facilities: Top Responses\***

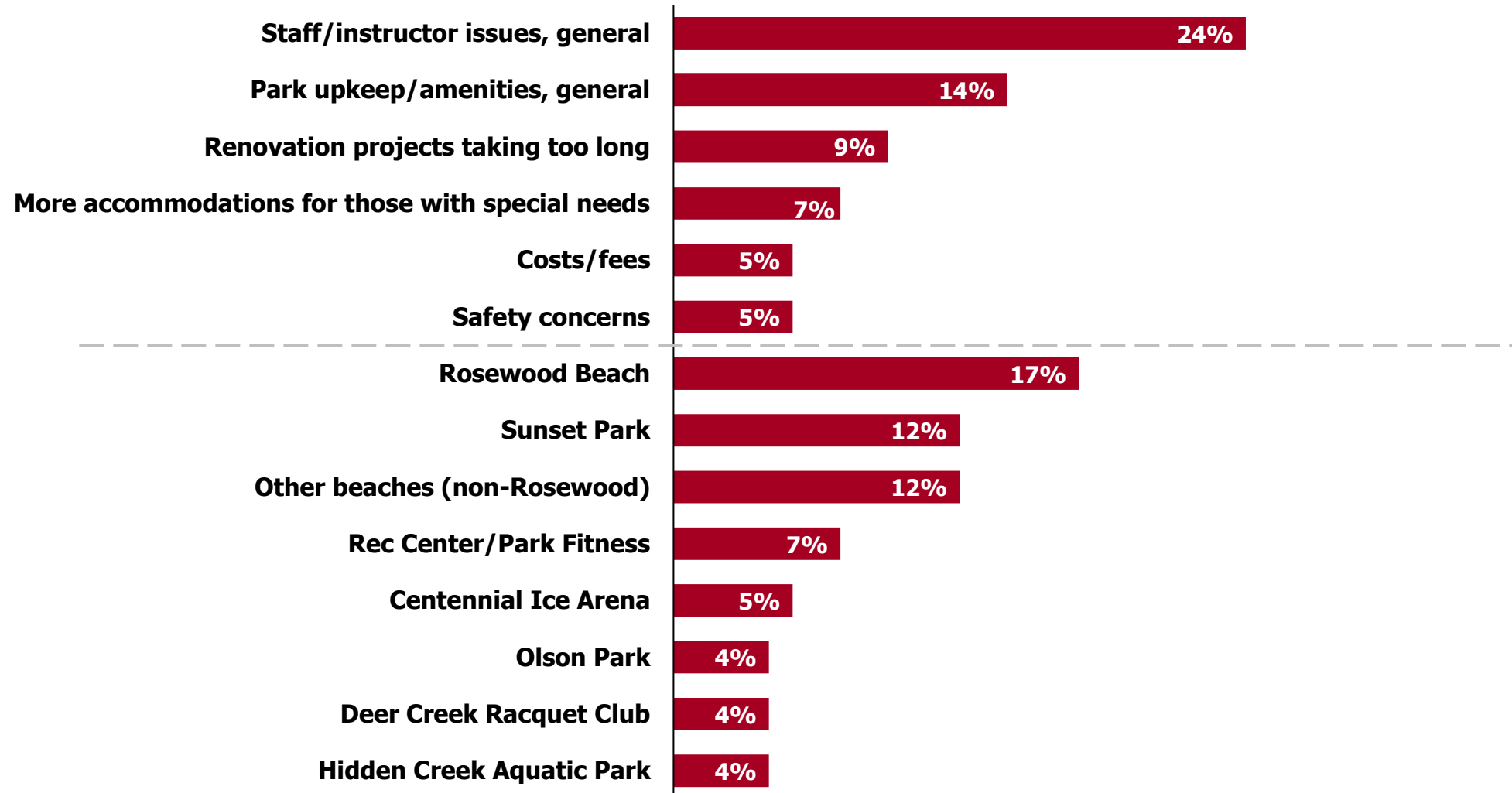


Satisfaction with PDHP Parks/Facilities (0-10 scale)



■ Dissatisfied (0-4)
 ■ Neutral (5)
 ■ Somewhat Satisfied (6-7)
 ■ Very Satisfied (8)
 ■ Completely Satisfied (9-10)

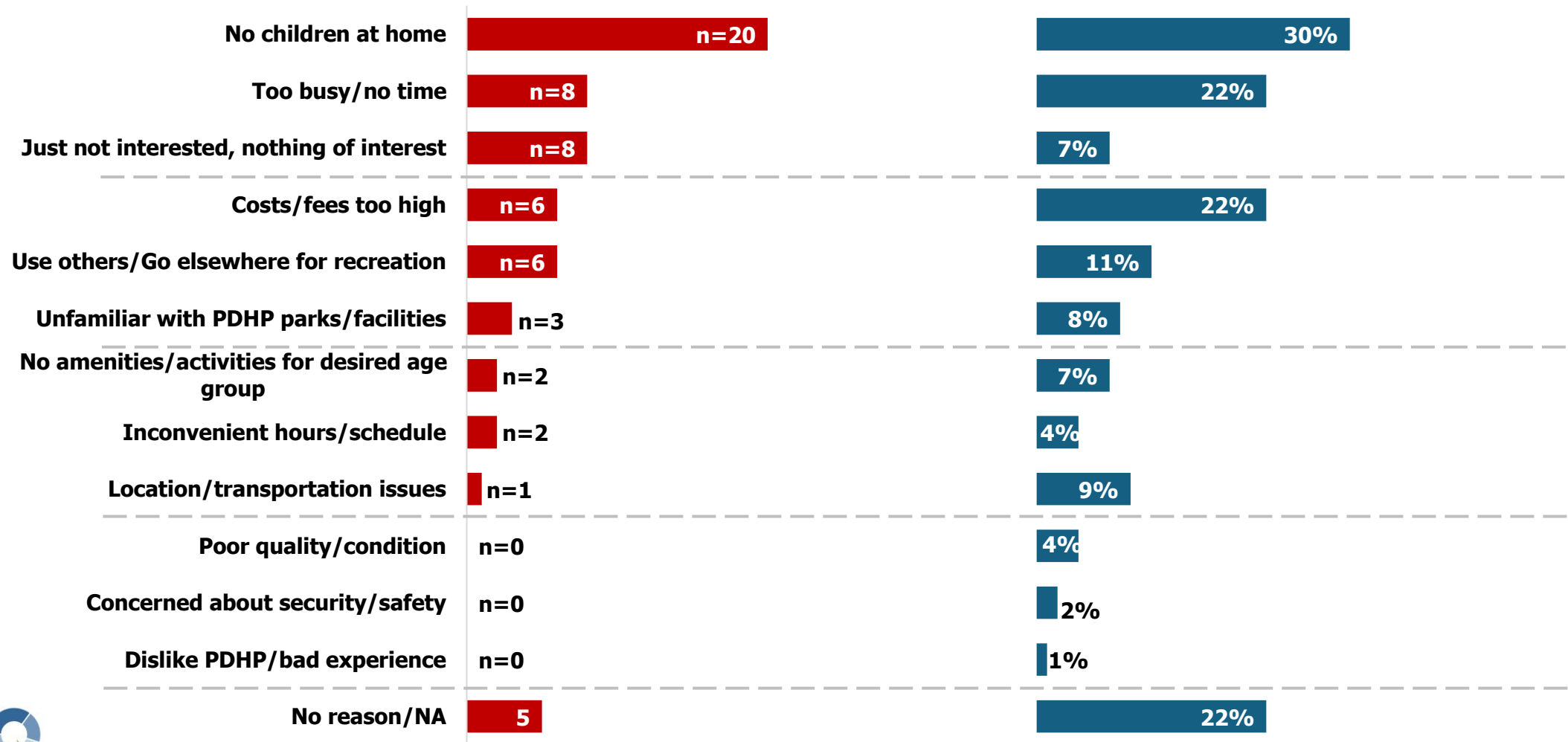
**Top Reasons for Dissatisfaction: PDHP Facility/Park/Staff Experience (n=73 respondents)**



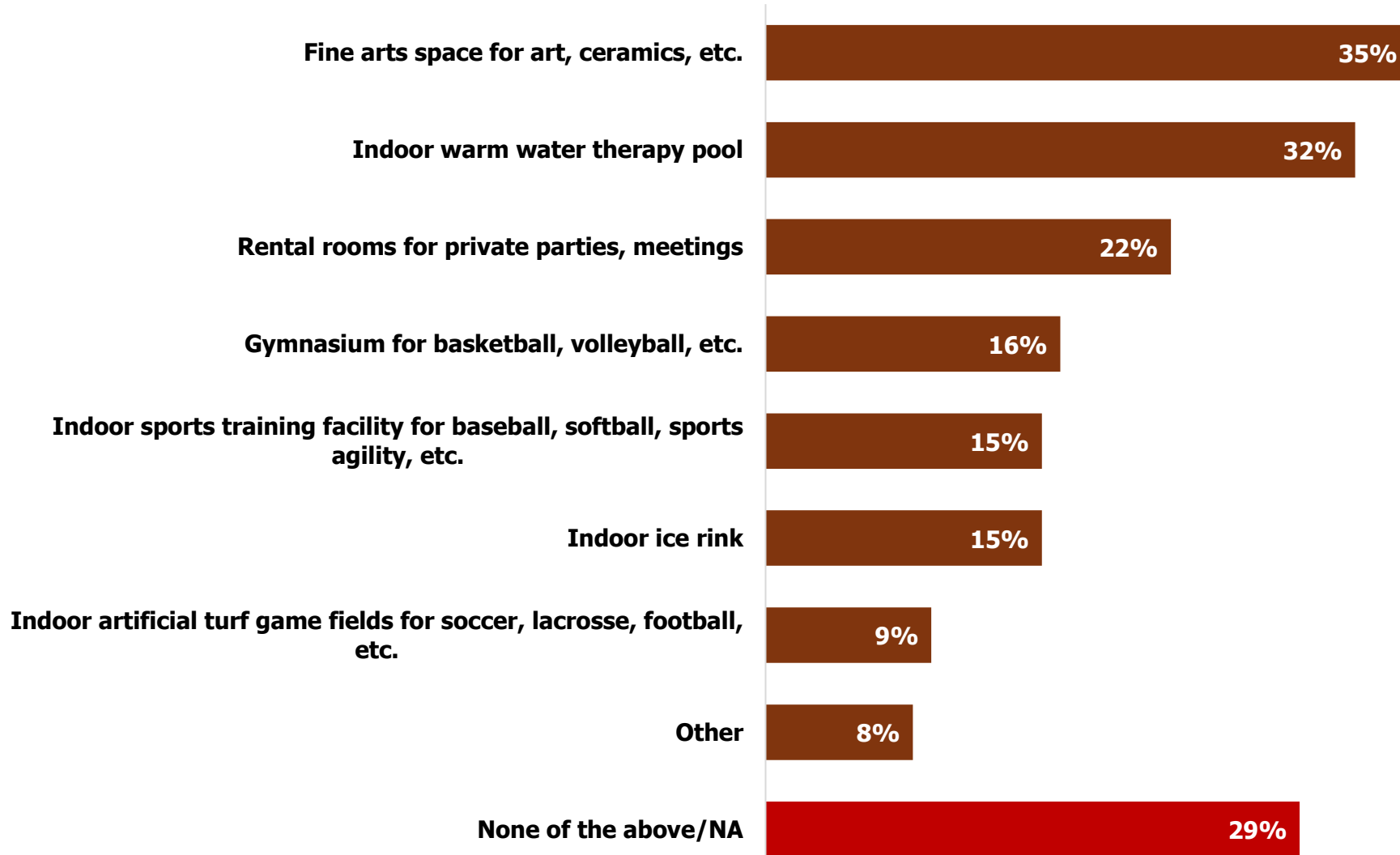


**Q9. Why haven't you used/visited PDHP locations in the past 12 months? (multiple responses from n=32 **non-users/non-visitors**)**

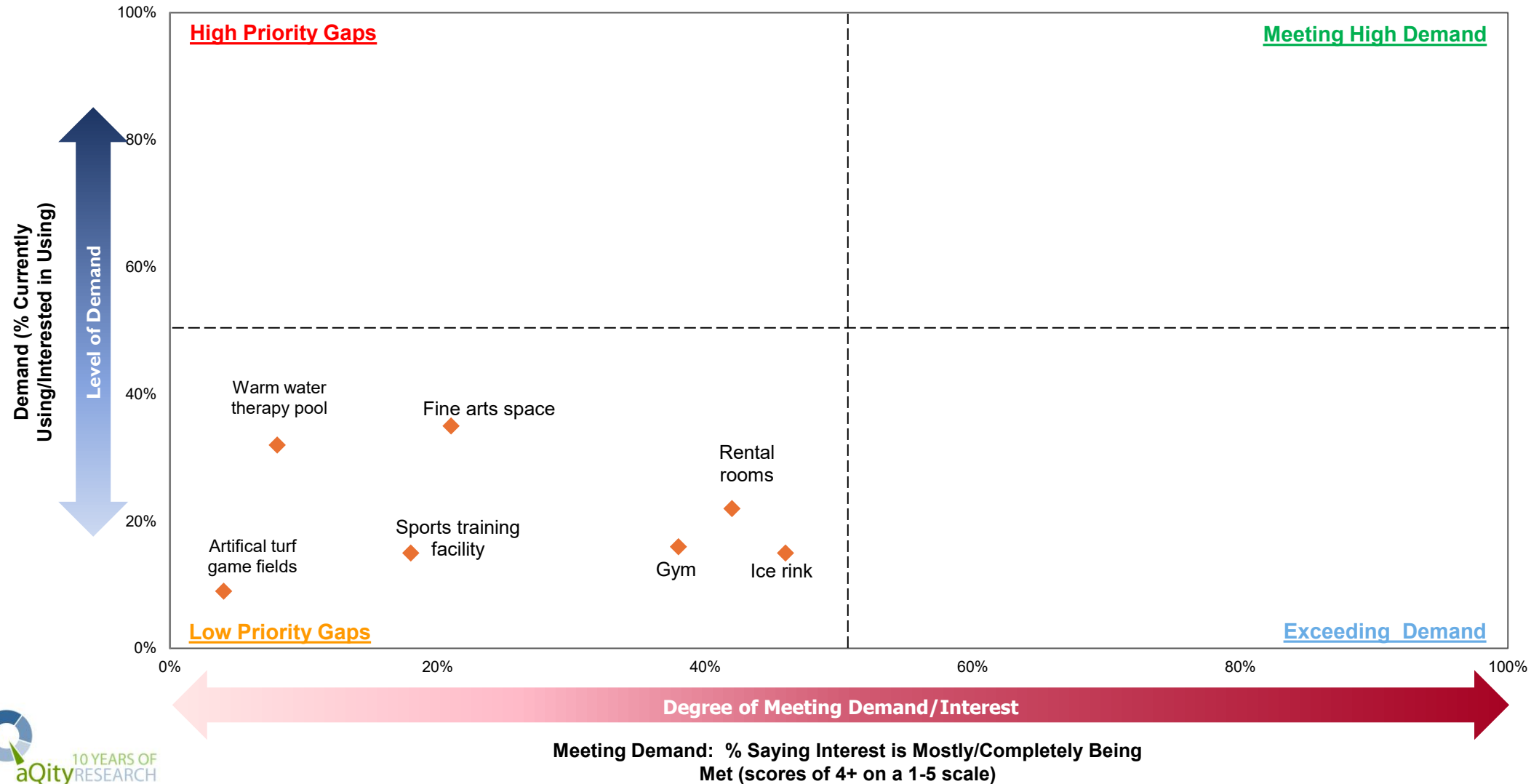
**Q9. Why haven't you used/visited PDHP locations more often in the past 12 months? (multiple responses from n=369 **recent users**)**



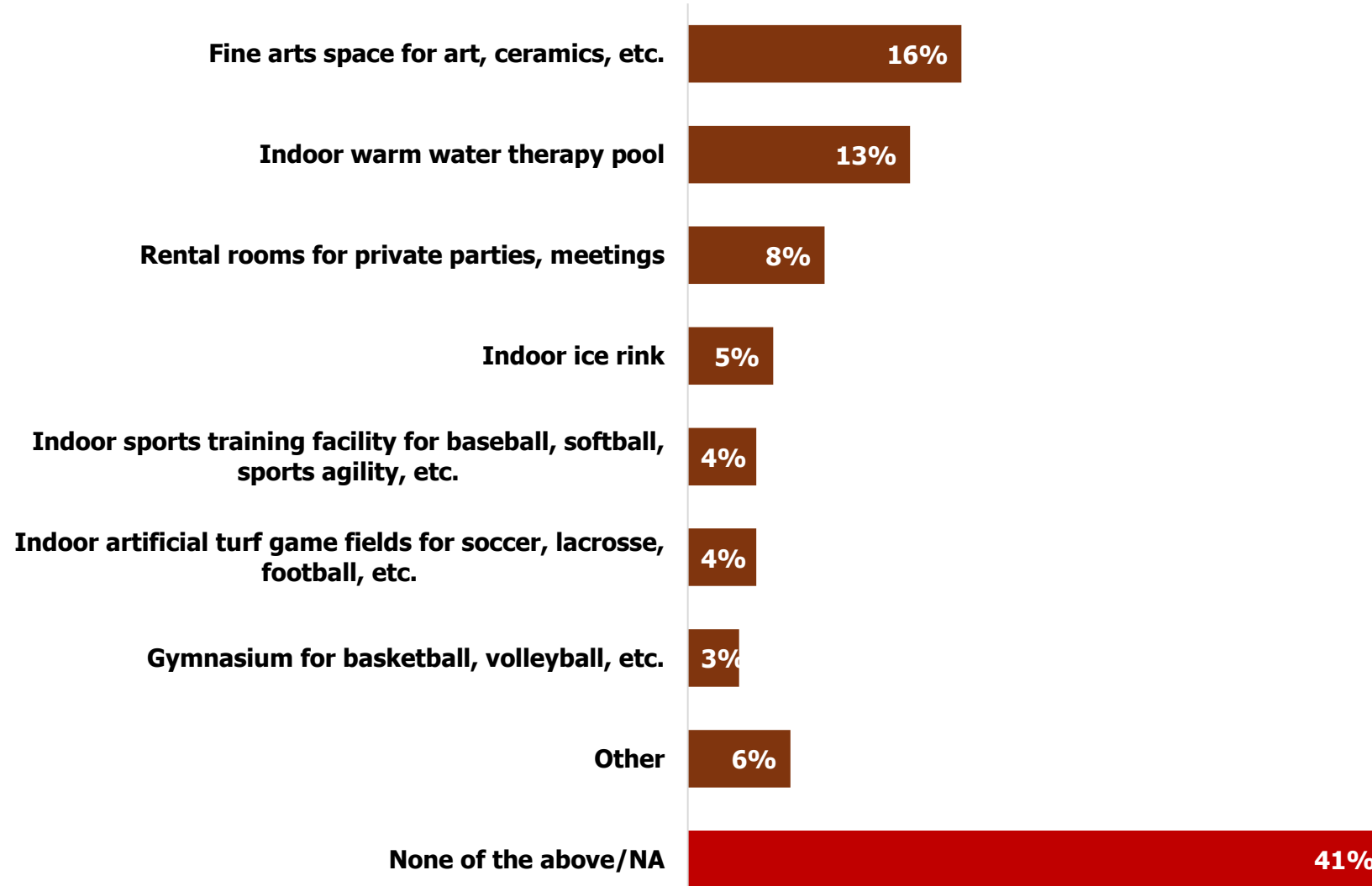
**Level of Demand/Need for Indoor Facilities**



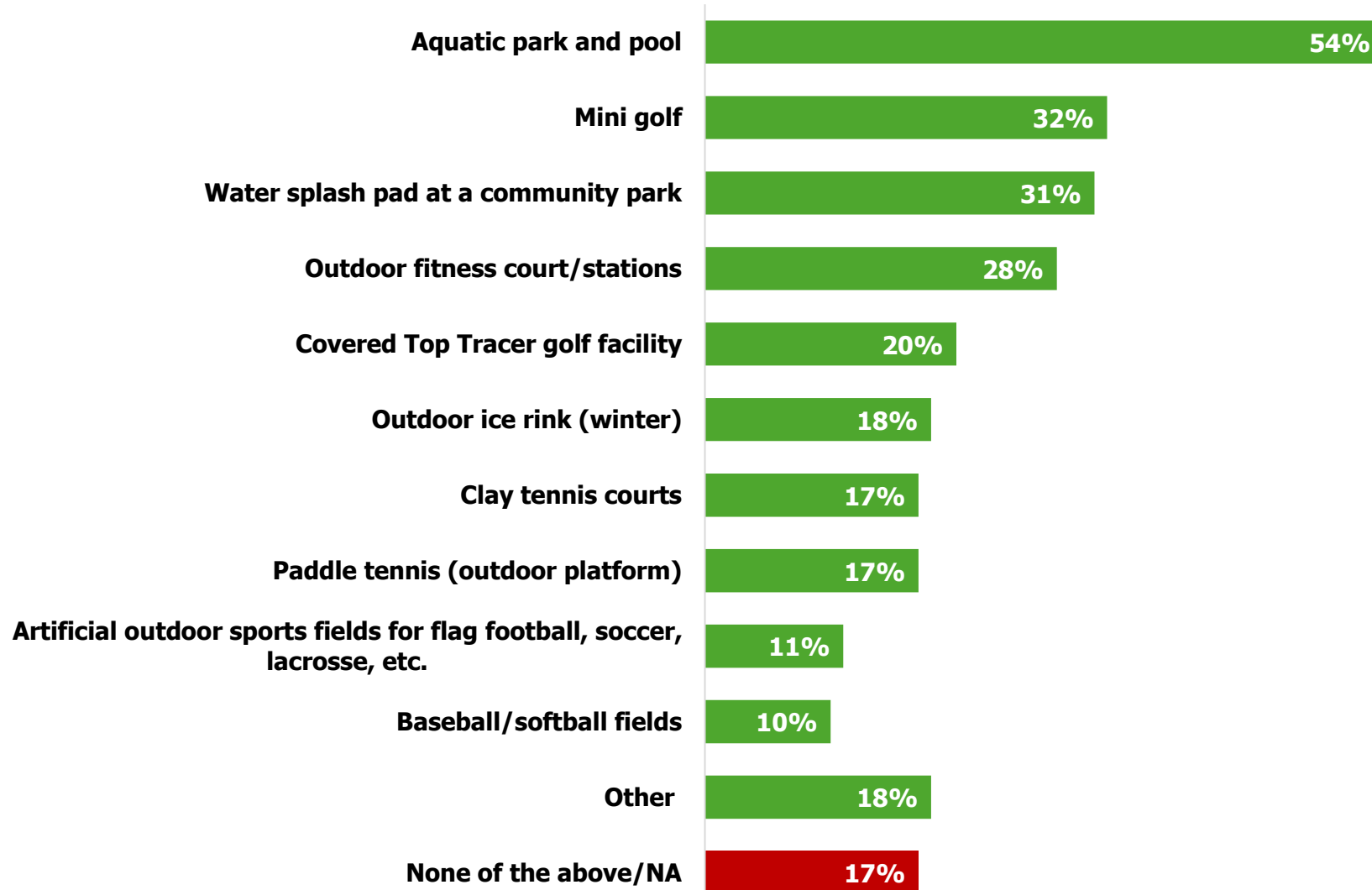
## Gap Analysis: Demand and Availability of Indoor Facilities



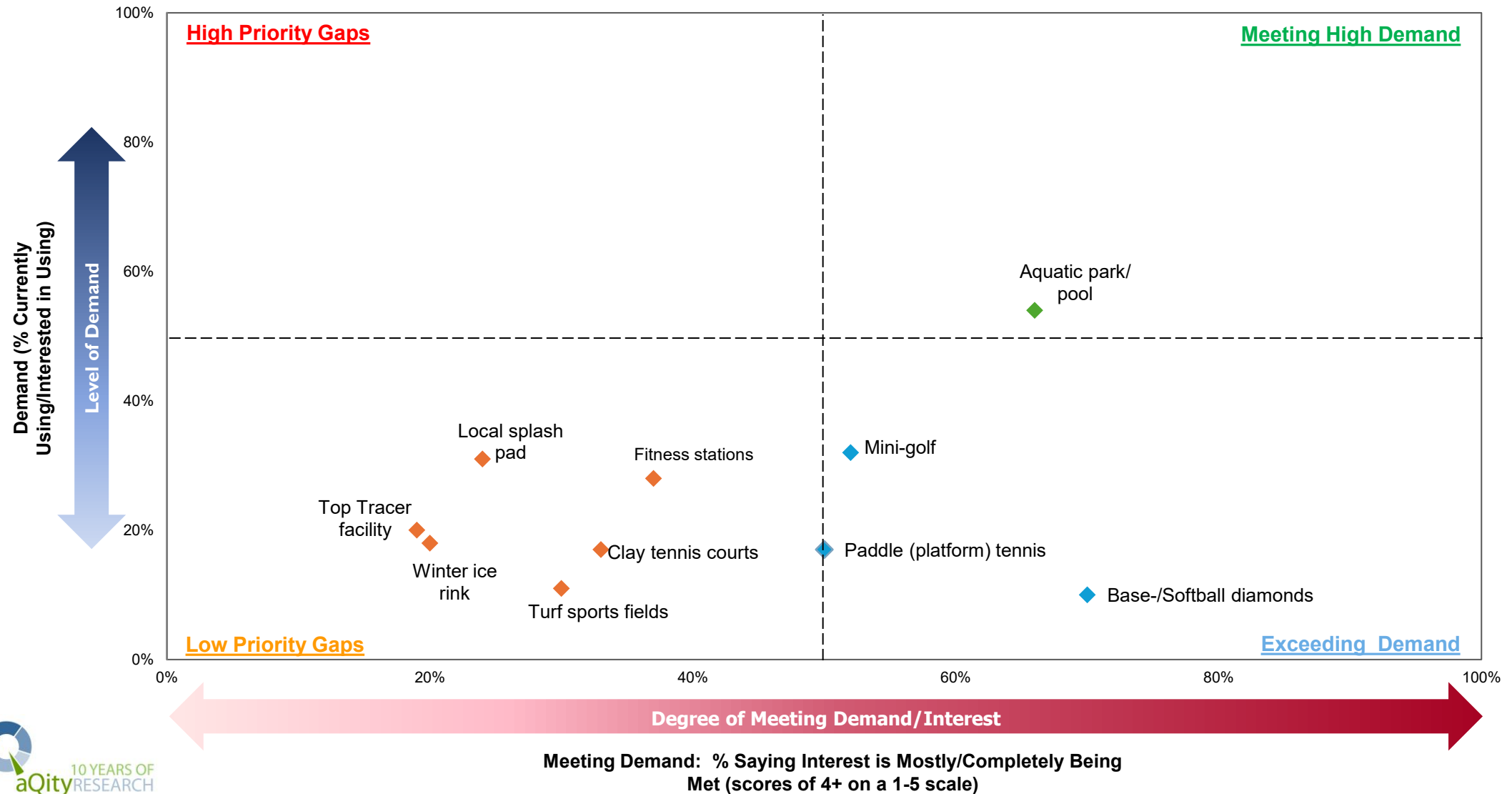
**Top Priority for Indoor Facilities**



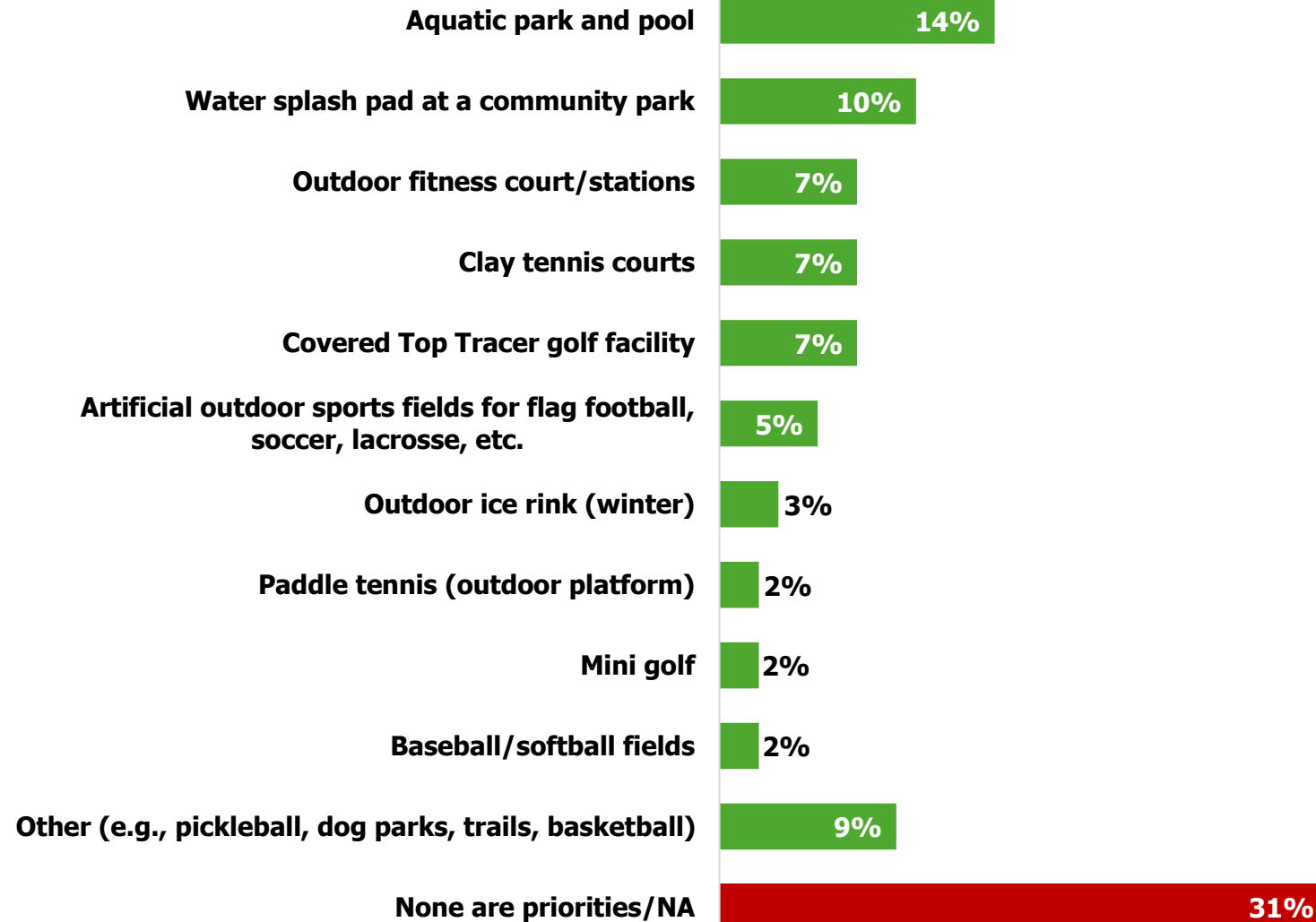
**Level of Demand/Need for Outdoor Facilities**



Gap Analysis: Demand and Availability of Outdoor Facilities



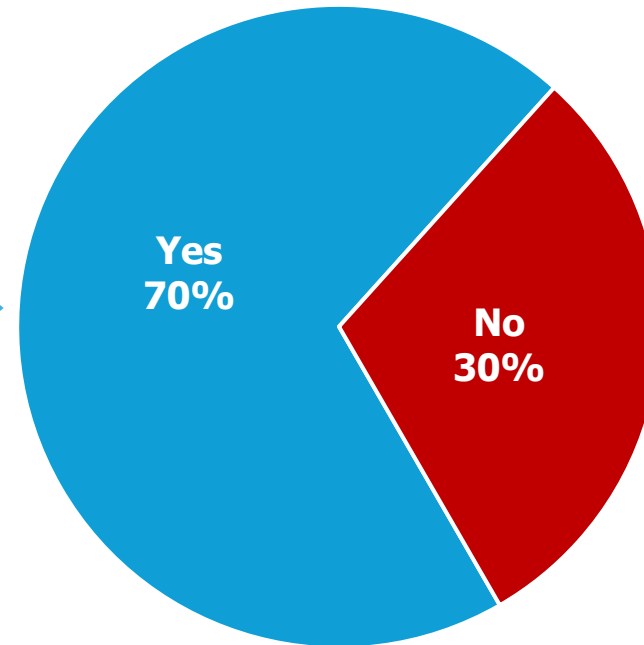
**Top Priority for Outdoor Facilities**



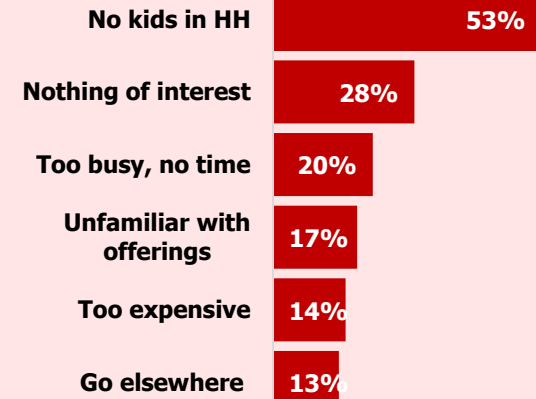
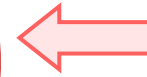
**Program/Event Participation in Past Year**

Especially...

- Ages 35-60 (84%)
- Lived in Highland Park 10-19 years (87%)
- HH income \$200k-\$299k (89%)
- Children in household (92%, vs. 61% of those without children)

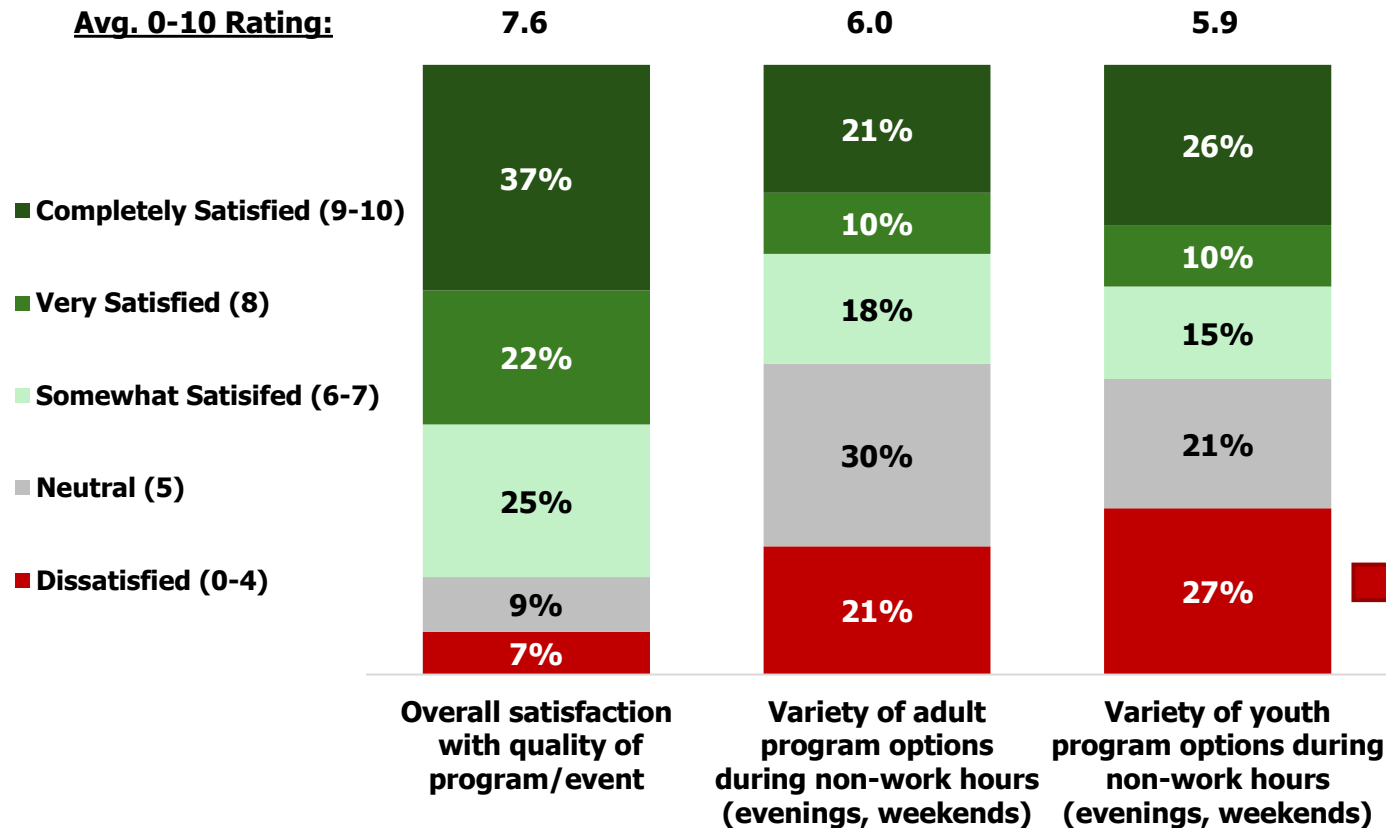


**Reasons for Not Participating in Programs/Events (n=111)**

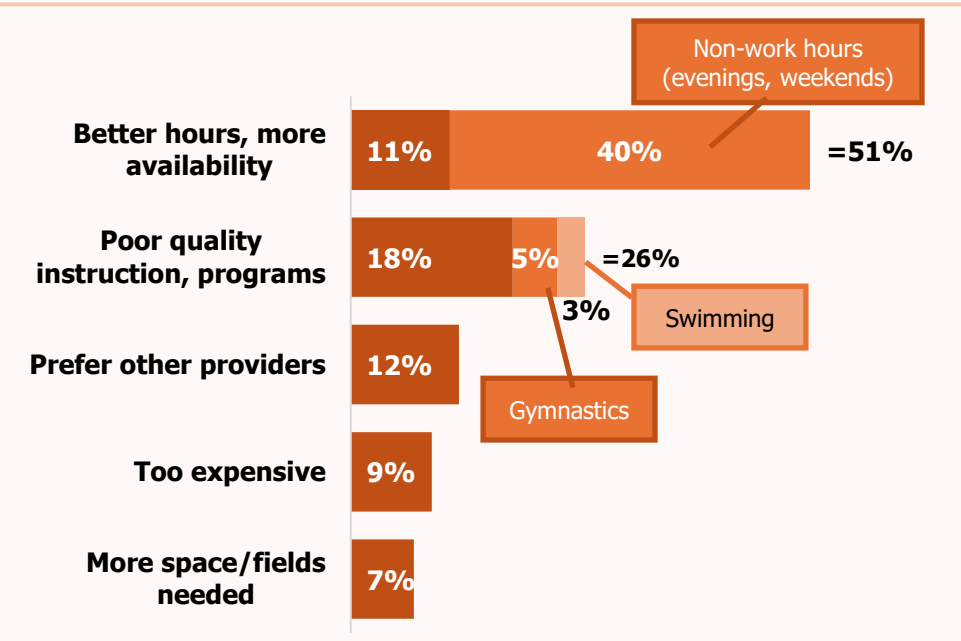




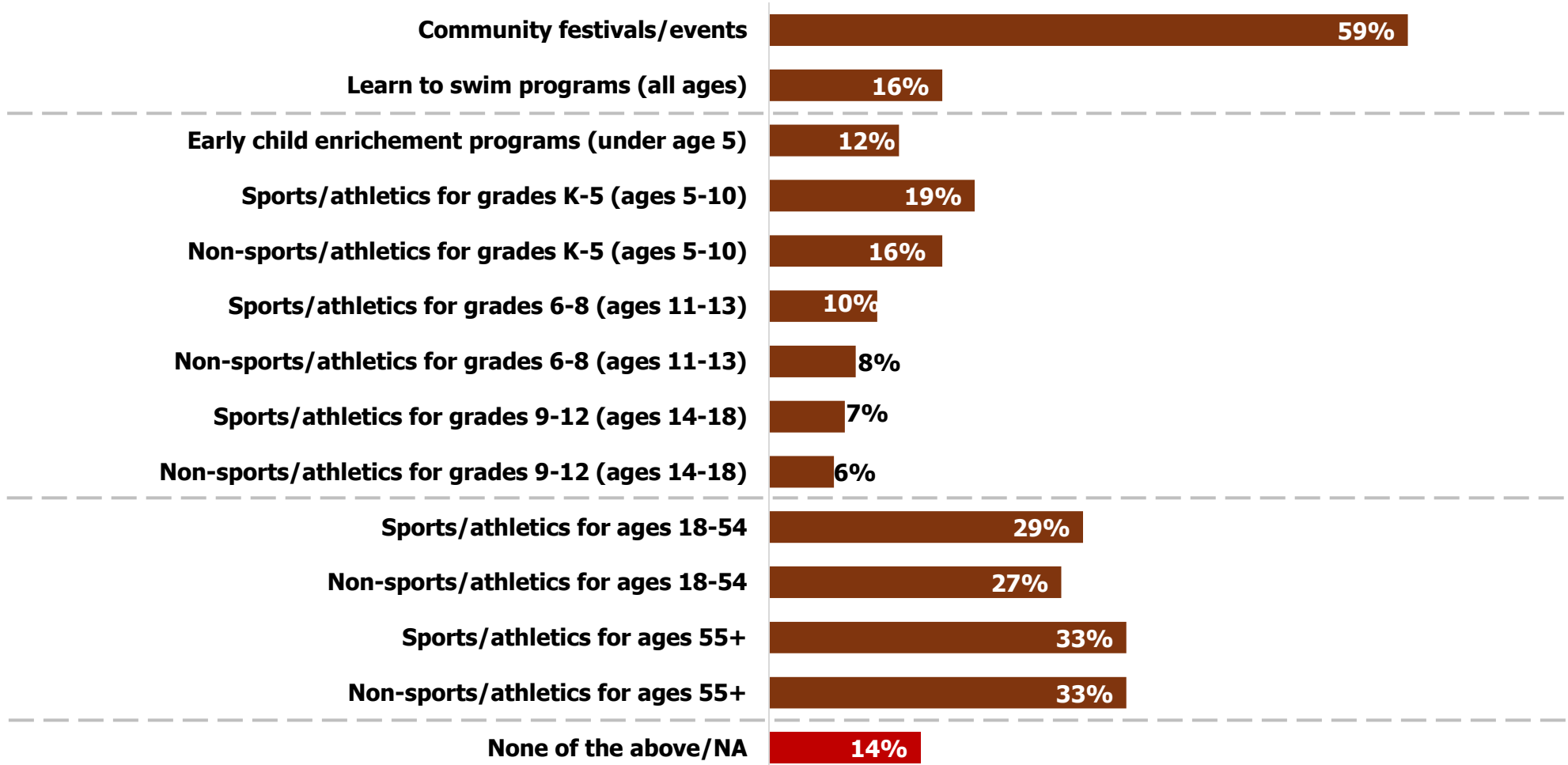
### Satisfaction with PDHP Programs/Events (0-10 scale)



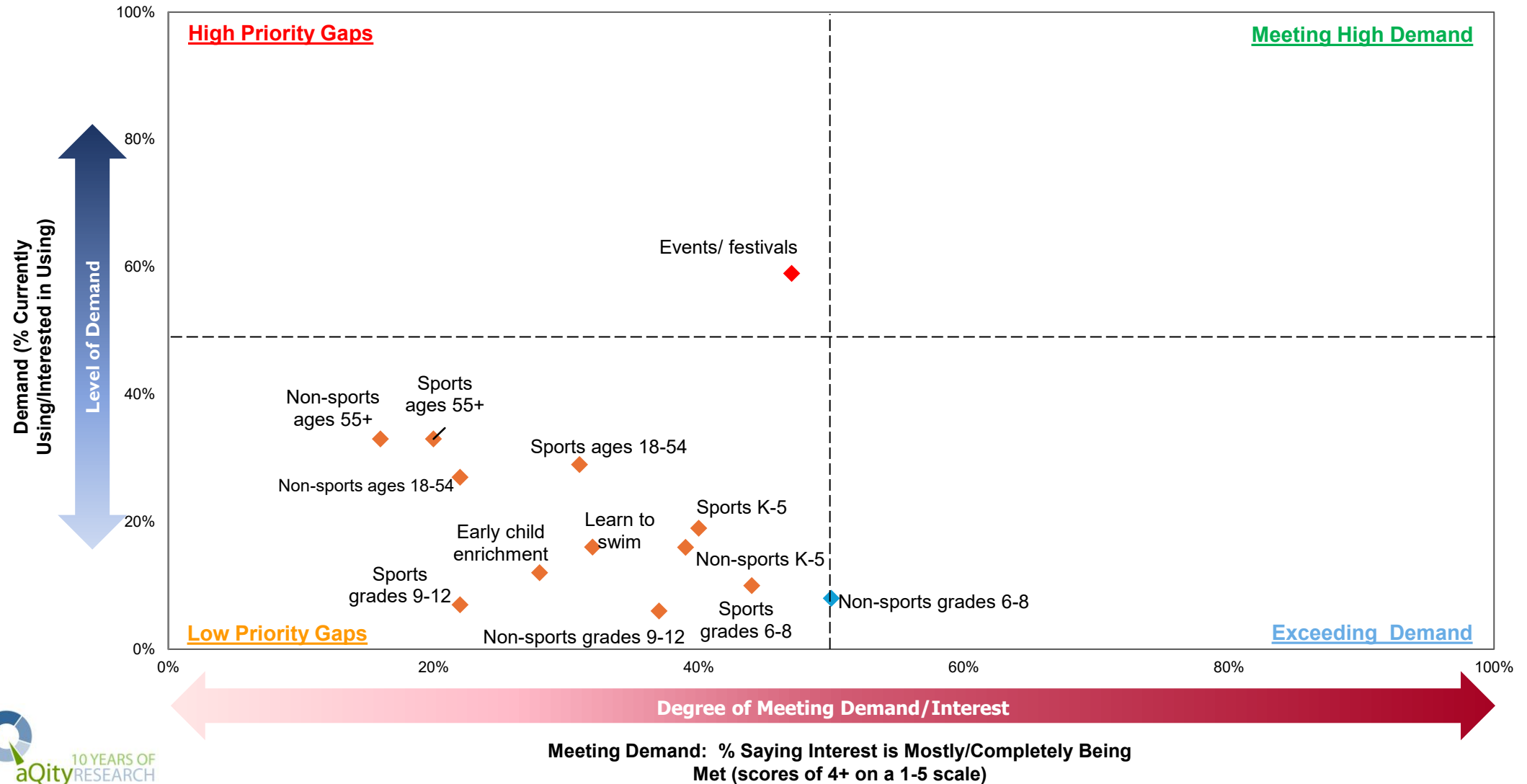
### Reasons for Dissatisfaction with PDHP Programs/Events (n=91)



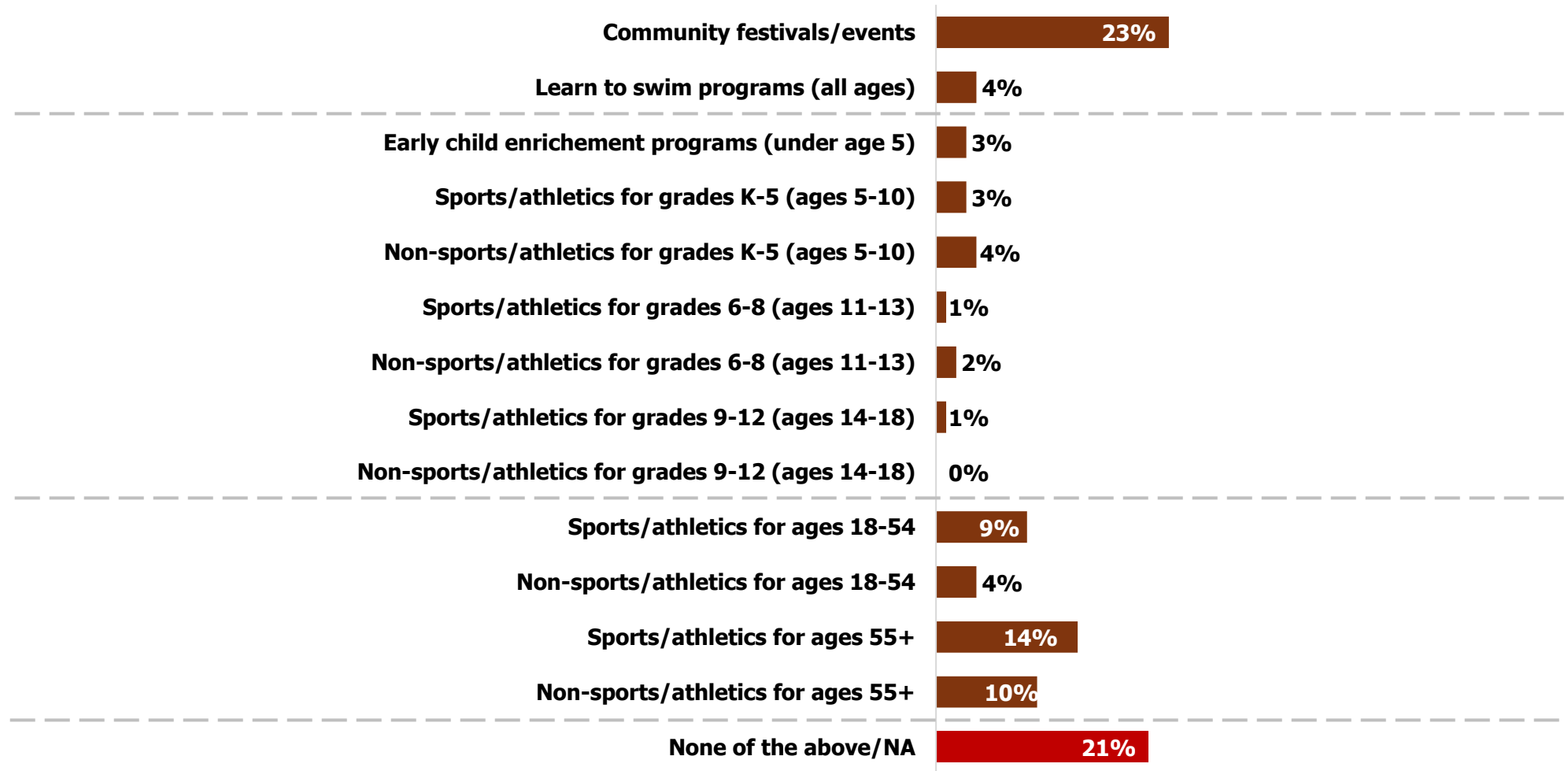
**Level of Demand/Need for Program Options**



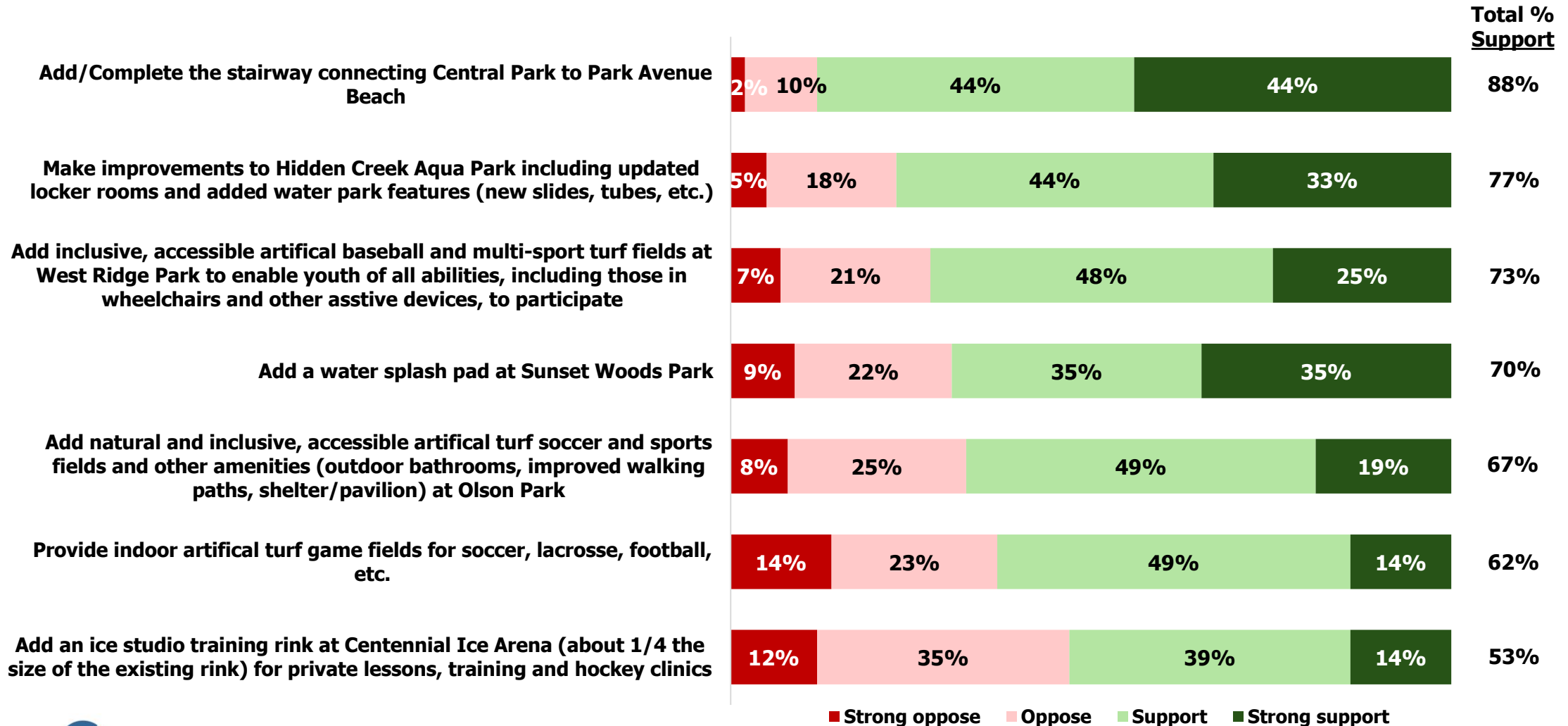
### Gap Analysis: Demand and Availability of Program Options



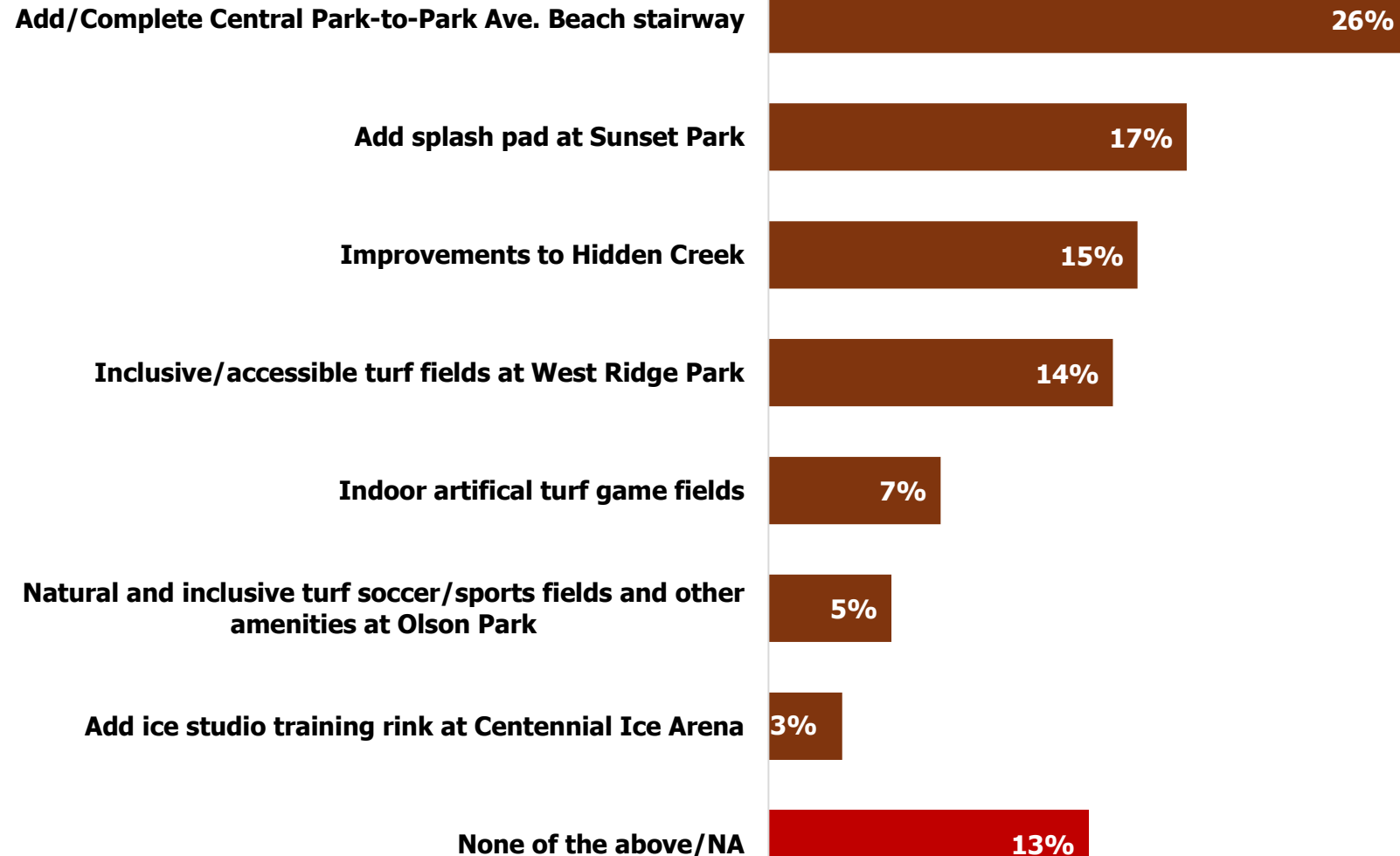
**Top Priority for Program Options**



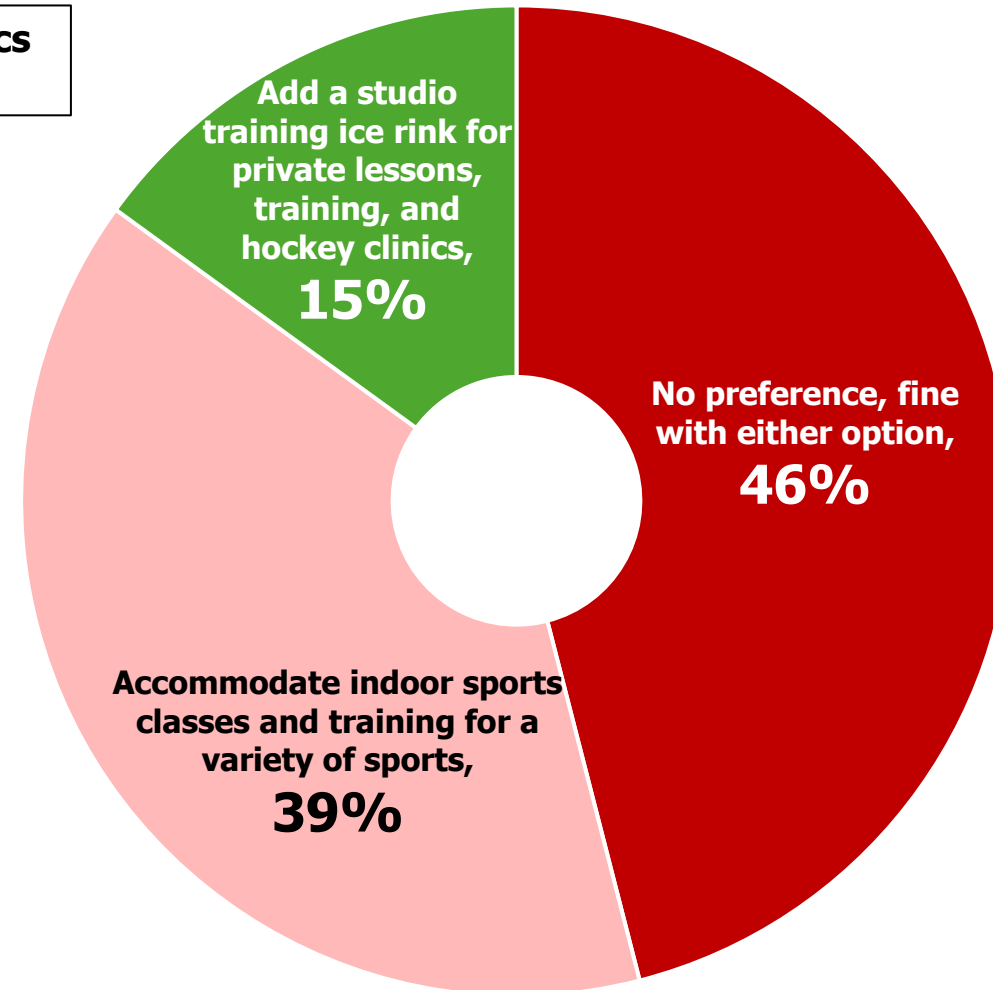
**Support/Opposition: Unfunded New/Improved Rec Facilities**



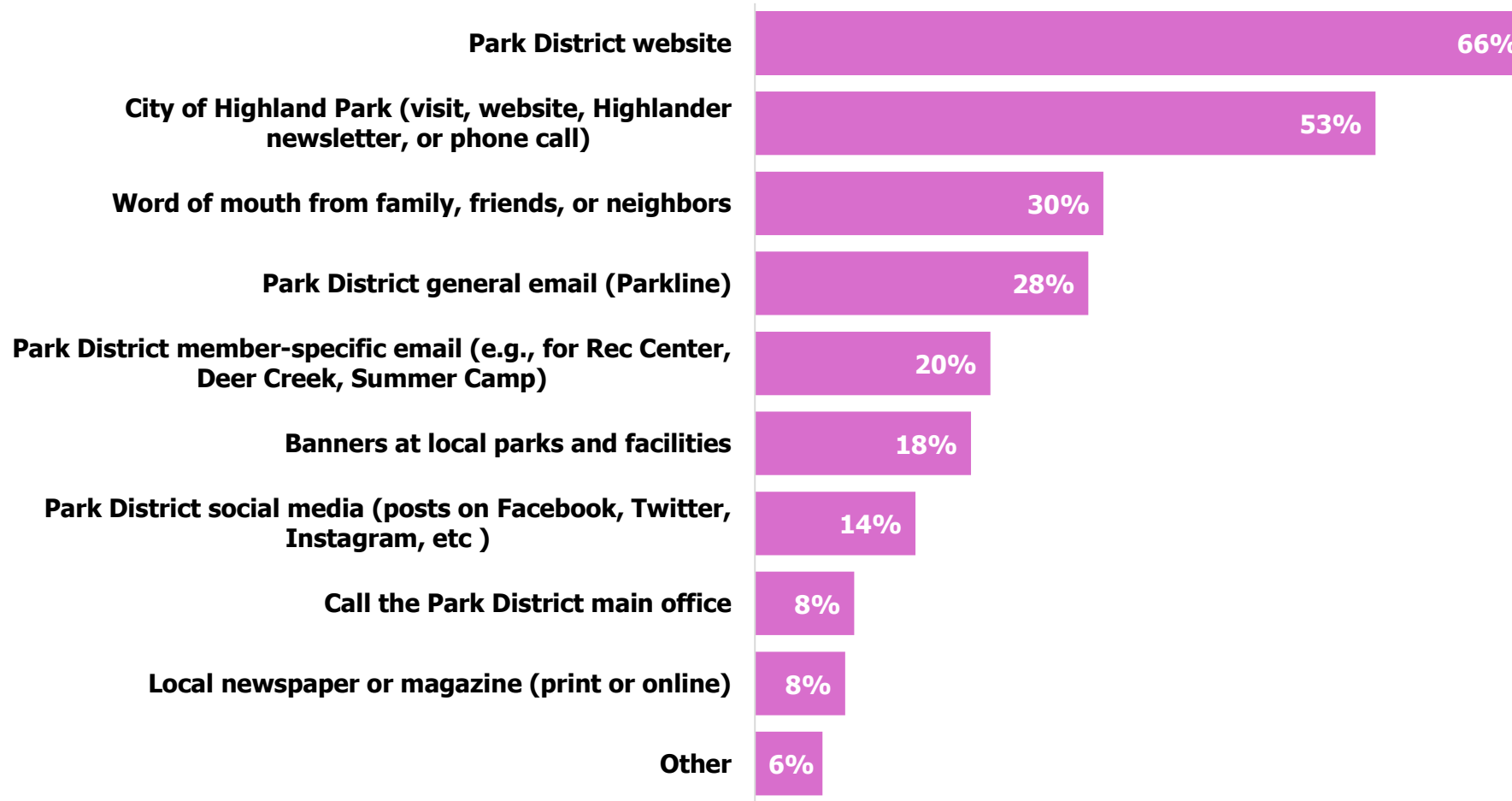
Top Facility/Capital Improvement Priority



**Preference for Former Gymnastics  
Studio at Centennial Ice Arena**

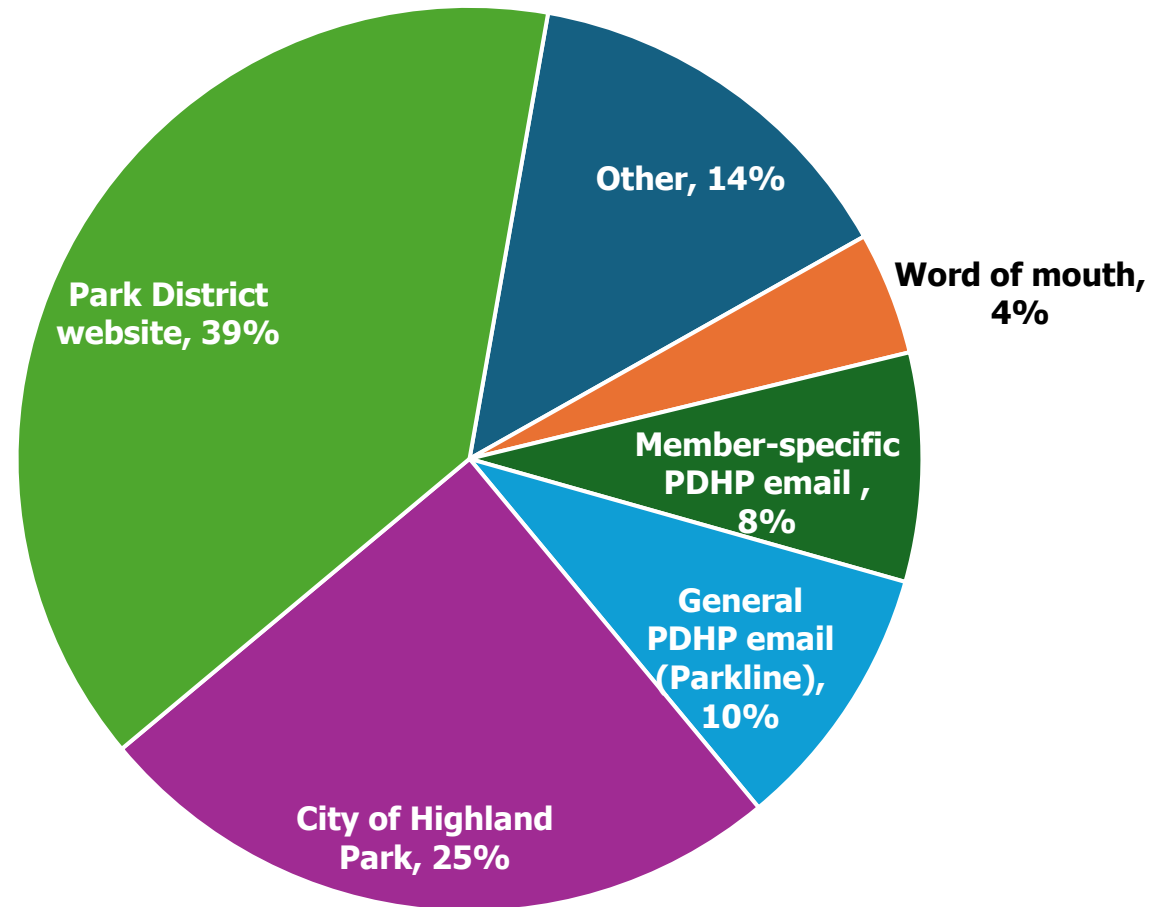


**Sources of Information about PDHP**





**Preferred Source of Park District Information**



**While resident opinions about the PDHP remain very positive, several improvement opportunities remain:**

- **Perception/Image**
- **Programming**
- **Outdoor Amenities**
- **Indoor Amenities/Facilities**

# Questions / Discussion