



the olinger group



2009
Progress Survey

May 2010



Methodology

- Telephone survey - Average length of 10 minutes
 - 26,243 calls made
 - 750 agreed to be screened
 - 400 qualified to take the survey
- Respondents are:
 - At least 18 years old
 - Resident in one of the nine parish metro areas
 1. Orleans
 2. Jefferson
 3. Plaquemines
 4. St. Bernard
 5. St. Charles
 6. St. John
 7. St. James
 8. St. Tammany
 9. Tangipahoa
 - Have heard of City Park and visited City Park
- Surveys were completed April 15-22, 2010
- Parish profile pulled from Economic Development Intelligence System - <https://edis.commerce.state.nc.us/docs/countyProfile/LA/22071.pdf>
- Reporting identifies respondents who visited City Park or other area parks as VISITORS and also estimates VISITS to each venue based on reported number of visits by each visitor.
- Results from the 2007 City Park study referenced in this report refer to findings based on visits made from 2005 post-Katrina to August of 2007.



Executive Summary

- Total visits to City Park continues to increase during 2009, nearing 8 million.
 - City Park remains the primary park experience for area residents.
 - City Park visits are slightly greater (8.5%) than visits to all other metro area parks.
 - One-third of City Park visitors visit no other parks.
 - This year nearly all (97%) visitors to all other metro area parks also visit City Park.
- People continue to visit City Park primarily in groups with family and friends.
- Visitors give many reasons for visiting City Park. Eight percent (8%) or more of visitors mention:
 - Museum of Art - NOMA
 - Celebration in the Oaks (no longer number one)
 - Exercise (jogging, walking, bike riding, etc.)
 - Amusement rides
- More variation in reasons for visiting City Park means fewer activities account for 10+% in 2009 compared to past years .



Executive Summary

- The recovery of City Park is still perceived to be very important to the recovery of New Orleans and for their own personal recovery.
 - Visitors think City Park's Recovery is 50-80% complete.
 - City Park's recovery is equally important across parishes.
- Attendance continues to increase along with perceived recovery of City Park.
 - Orleans Parish residents who visit City Park do so on average nearly 18 times per years
- The closer people live to City Park, the more likely they are to visit.
- Because more than half of park visitors have no children and satisfaction with amusement rides remains high, recovery and development efforts may focus on adult activities.
- The evaluation of Celebration in the Oaks slipped to only 1/3 of respondents saying it is "better" than comparable offerings. Celebration was identified by fewer respondents than the new dog park as something City Park is doing right or well.



Executive Summary

- Most (90%) City Park visitors are “extremely satisfied” or “satisfied” with their overall park experience and particular activities, an increase from last year.
 - Satisfaction is greatest this year for the exercise paths with 66% of users saying they are extremely satisfied.
 - Children’s playgrounds and the Botanical Garden both have 97% “satisfied’ or “extremely satisfied’ users.
 - Satisfaction varies little across parish residents.
 - Satisfaction with City Park and number of visits increase together.
- City Park satisfaction scores are very high, approaching those pre-Katrina.
- The City Park website is not widely known and currently seldom used.
- Very few (7%) park visitors are members of Friends of City Park, a marginal increase from last year.