Project Website Findings

Executive Summary

PROS Consulting conducted an online survey to gain a better understanding of the characteristics, preferences, and satisfaction levels of Sioux Falls Parks & Recreation Department ("Department") youth users for the Department's 2025 Master Plan. The survey responses were able to give insight into what youth in the City wanted to see prioritized and funded, as well as their satisfaction with the Department.

There were a few key takeaways from the survey. For one, major sports like soccer, basketball, and volleyball all had high responses when asked about how desired they are; some more niche activities and programs (like rugby or mountain biking) had lower usage by comparison. Another important point is that **only 22% of respondents (98 out of 441 who answered) said that they had attended a Department program in the past year**, with some of the key reasoning being that the things they want are not offered or that they do not know what is offered by the Department.

Additionally, some data was collected that may help the Department reach these youth participants. For example, 41% of respondents (or 140 respondents total) said that they **did not participate in programs due to being unaware of said programs**. To mitigate this, respondents clarified that they prefer social media, word of mouth, or email to find out about these programs and activities. Additionally, over half of respondents said they primarily attend parks or facilities when with a friend, indicating that participants may be easier to reach if you can reach their friends or group of friends as well.

METHODOLOGY

This online survey was powered by SurveyMonkey, and was open for just over six weeks, from the week of late March 25th through May 16th, 2025 and received a total of 445 responses.

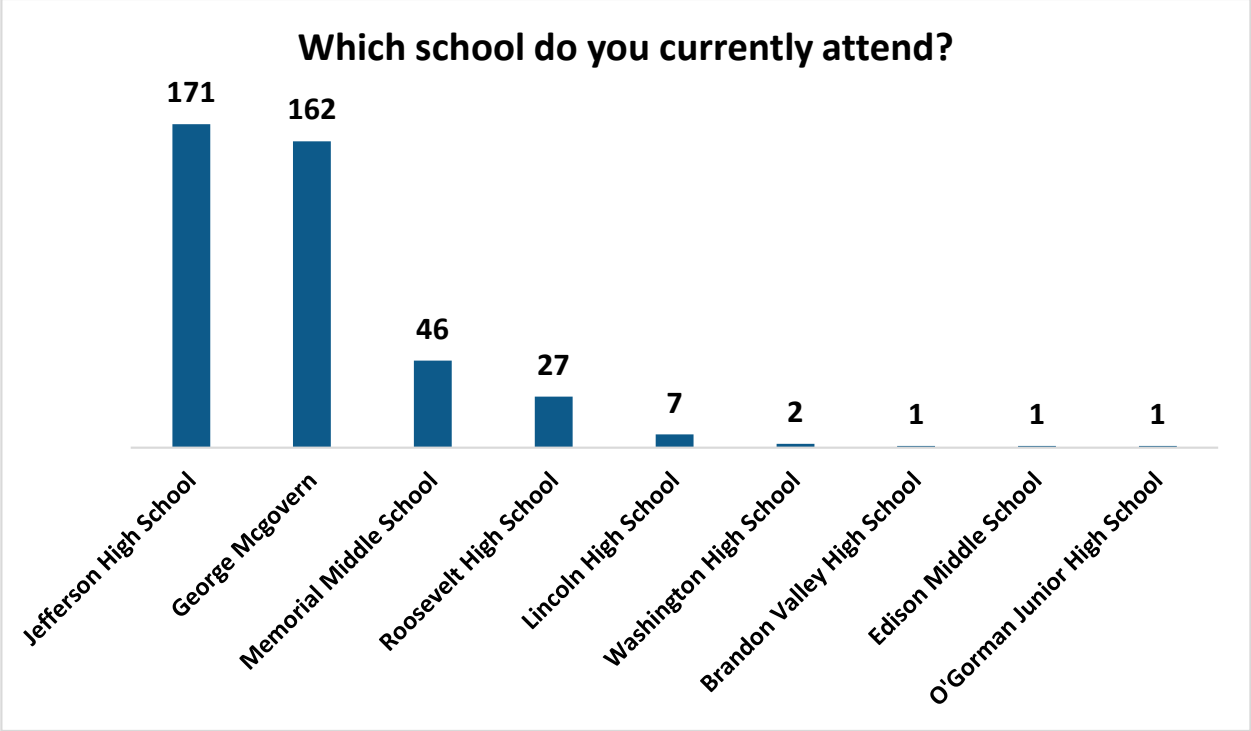
At the same time, survey respondents had the option to skip certain questions, which led to many questions having a high number of skipped responses. However, each question was analyzed individually, meaning that skipped responses were not considered.

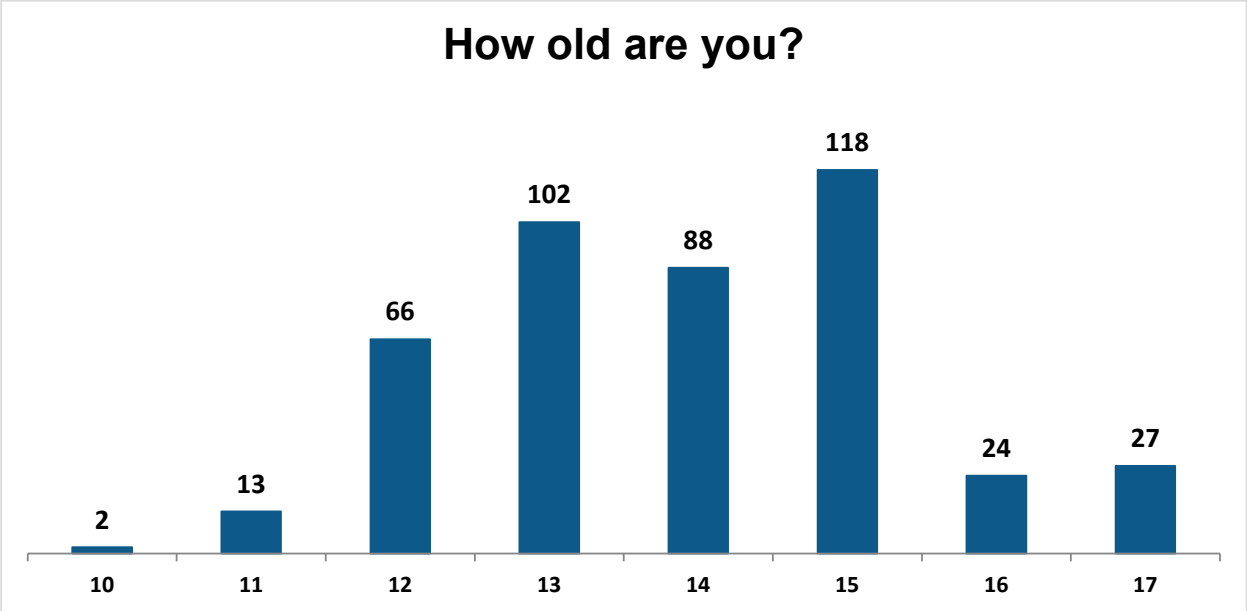
Please note the language used in this document is not always word for word with the survey. Some questions or responses were shortened for the sake of brevity.

Survey Findings

DEMOGRAPHICS

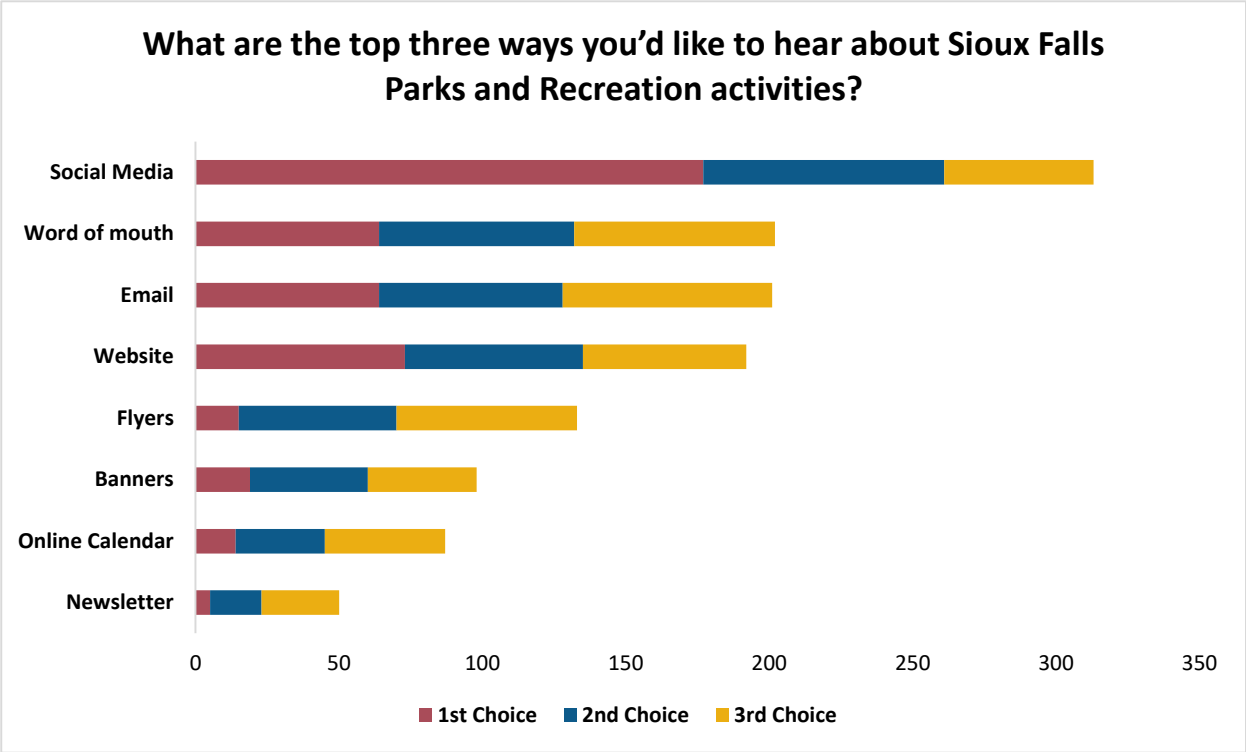
Demographically, the survey was answered by youth respondents ages 10 through 17; no other demographics questions were asked other than the first question which asked which school they attended. The results of both demographics questions can be found below.





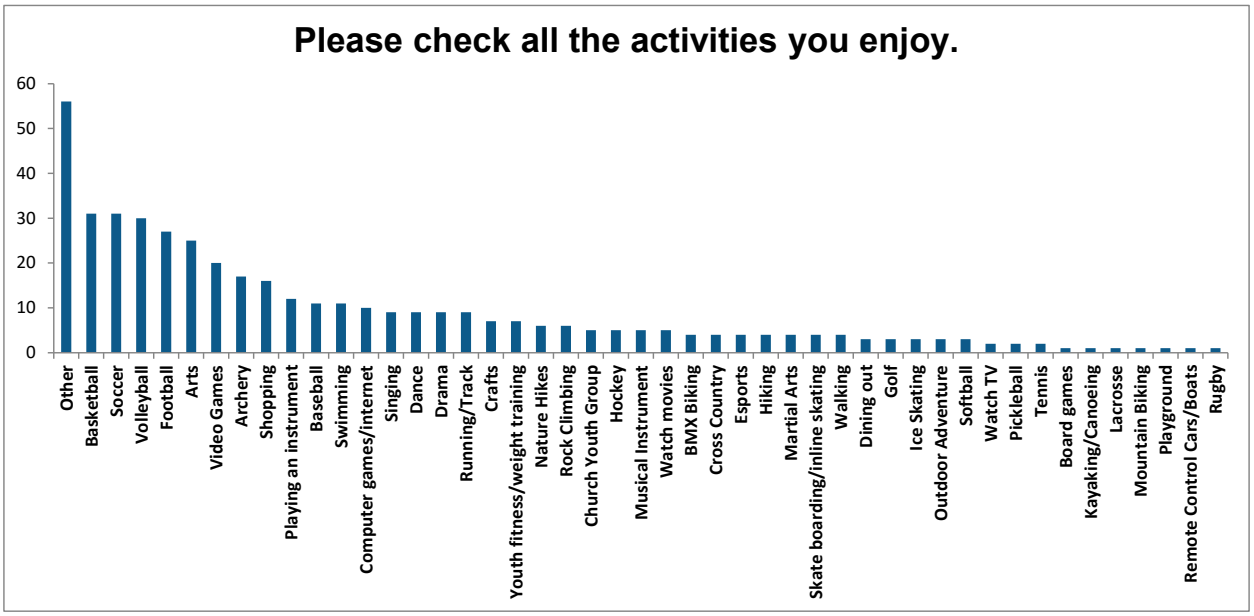
OVERALL ACTIVITY PARTICIPATION

After the demographisc questions, respondents were asked to clarify the top three methods that they prefer to hear about Department activities and offerings. The most chosen answers included **social media** (313 total responses), **word of mouth** (202 total responses), **email** (201 total responses), and the **Department website** (192 total responses).



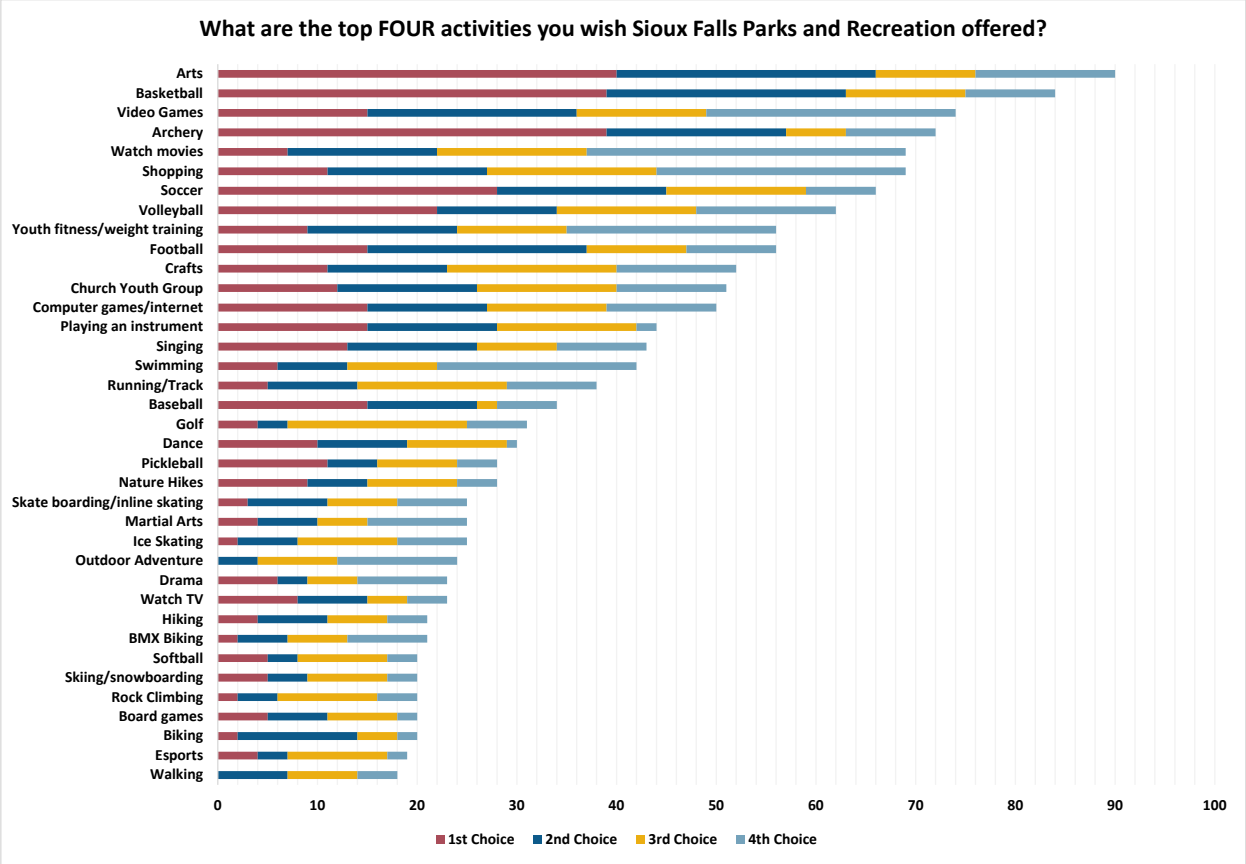
OVERALL ACTIVITY PARTICIPATION

When asked about the activities that they enjoy (not limited to Department offerings), respondents mostly answered a mixture of **'Other'** (56), **'Basketball'** (31), **'Soccer'** (31), **'Volleyball'** (30), **'Football'** (27), **'Arts'** (25), and **'Video Games'** (20). The full results of this question, along with the open ended responses provided with 'Other' answers, can be found in **Appendix A**.



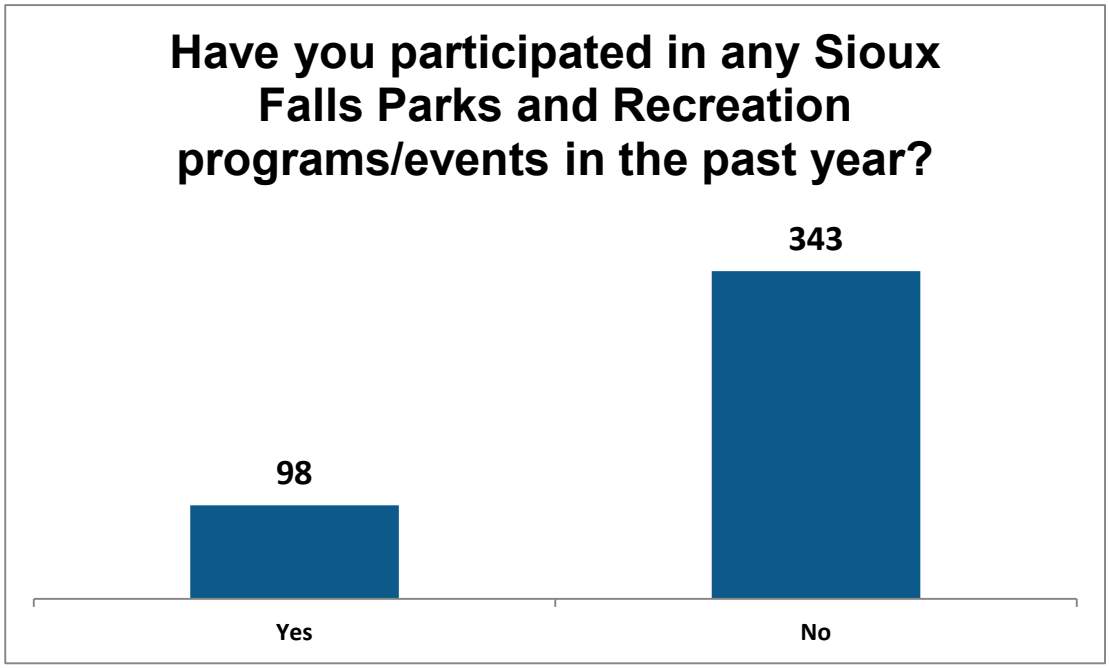
DESIRED ACTIVITIES

Respondents were then asked which four activities that they wished were offered by the Department. 'Arts' (For the full results of this question, please see **Appendix A**.



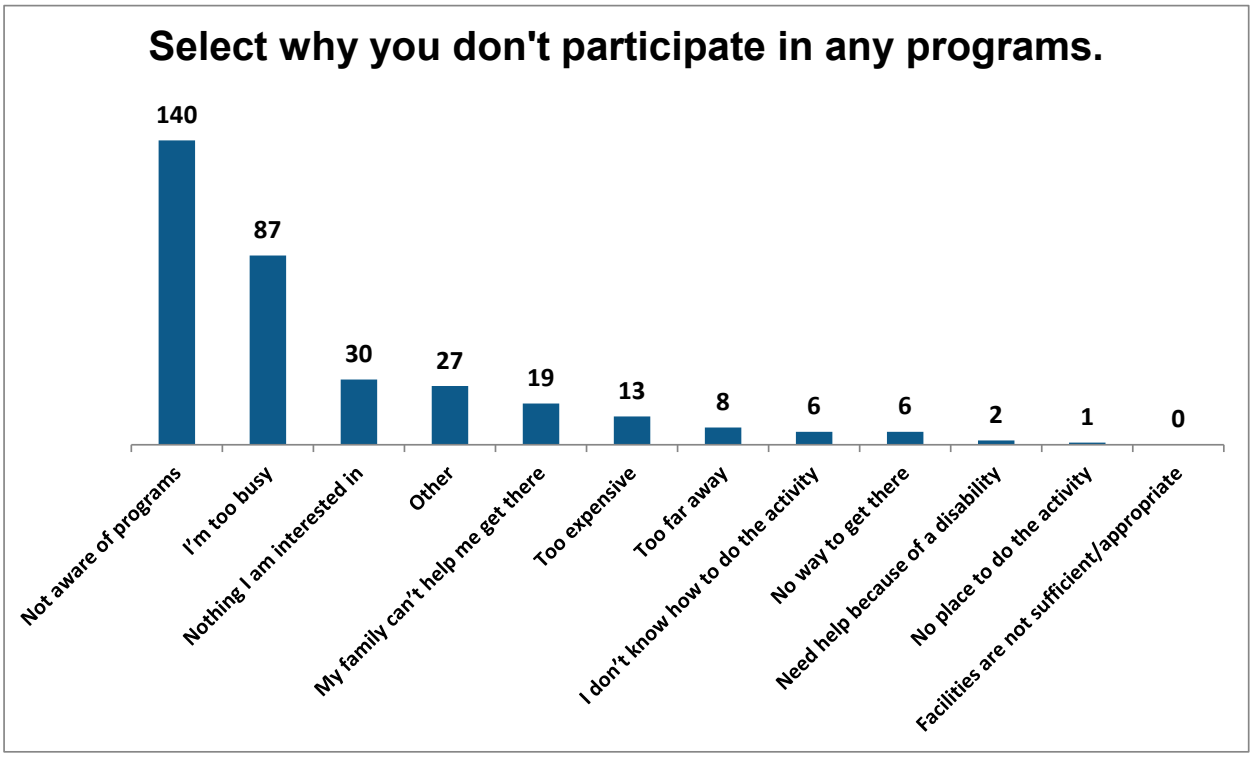
PROGRAM AND EVENT PARTICIPATION

Respondents were asked if they had participated in any Department prorams and/or events in the past year; 98 respondents said **yes,** while 343 said **no.**



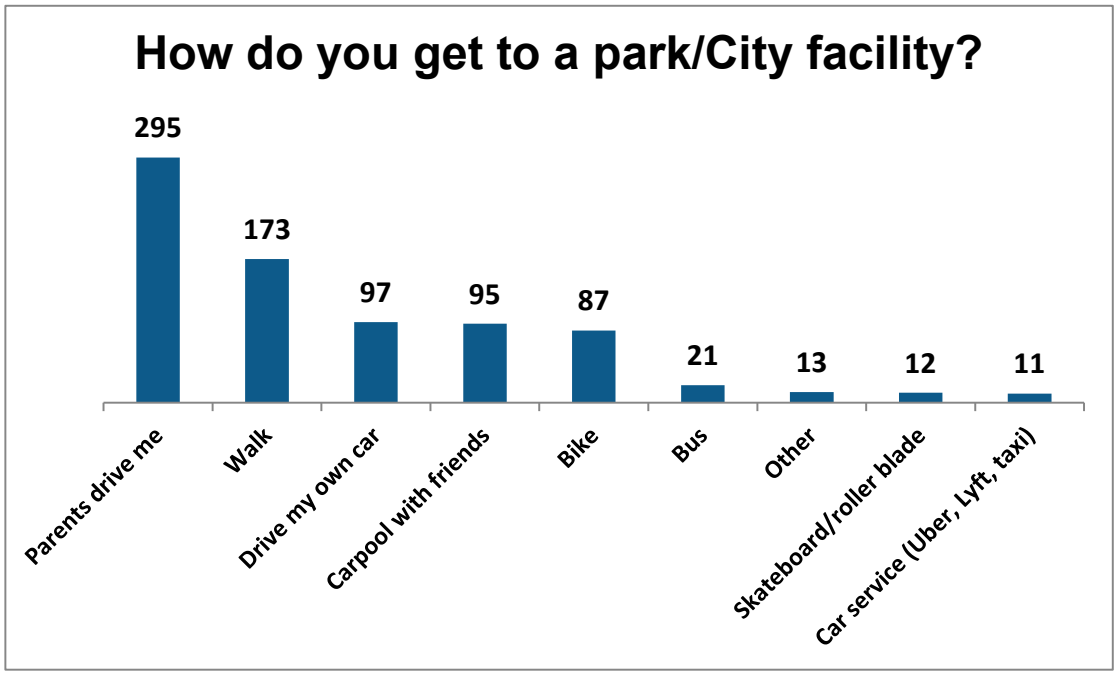
REASONS RESPONDENTS DID NOT USE FACILITIES/PROGRAMS

When asked why they did not participate in any Department programs, most respondents claimed that they were **not aware of programs offered** (140 total responses), they were **too busy** (87 total responses)., or that the **Department had no program offerings that they were interested in** (30 total responses).



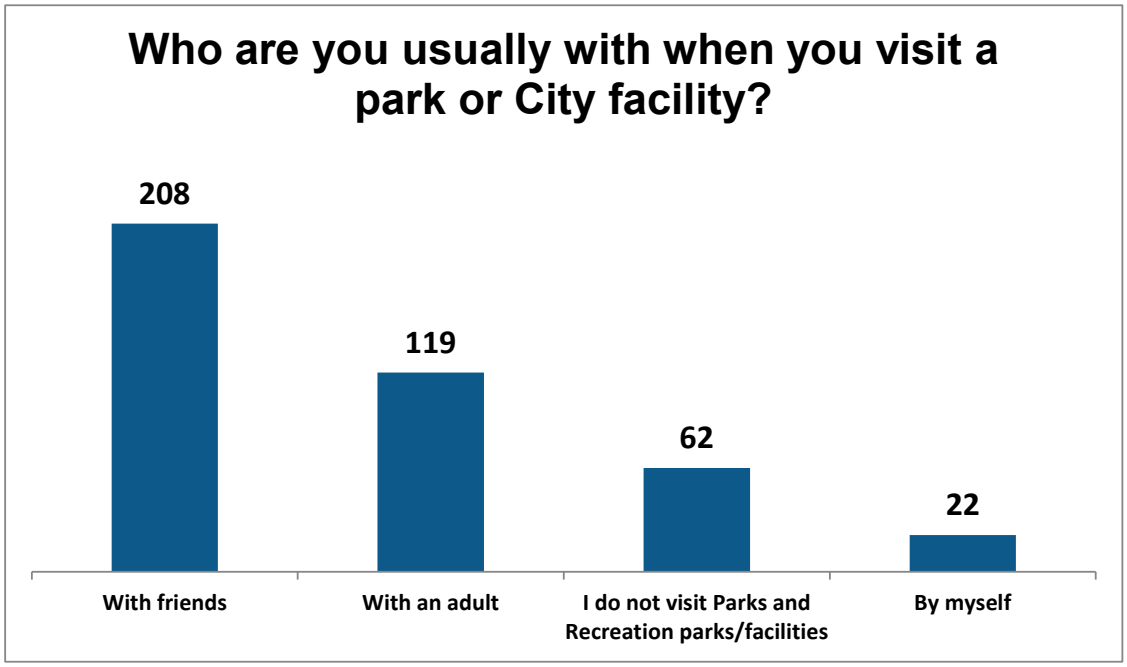
TRANSPORTATION METHODS

Respondents were also asked how they got to Department or City parks and facilities. 295 respondents said that **their parents drive them**, 173 said that **they walk there**, 97 **drive their own car**, and 95 **carpool with friends** to parks or faciltiies.



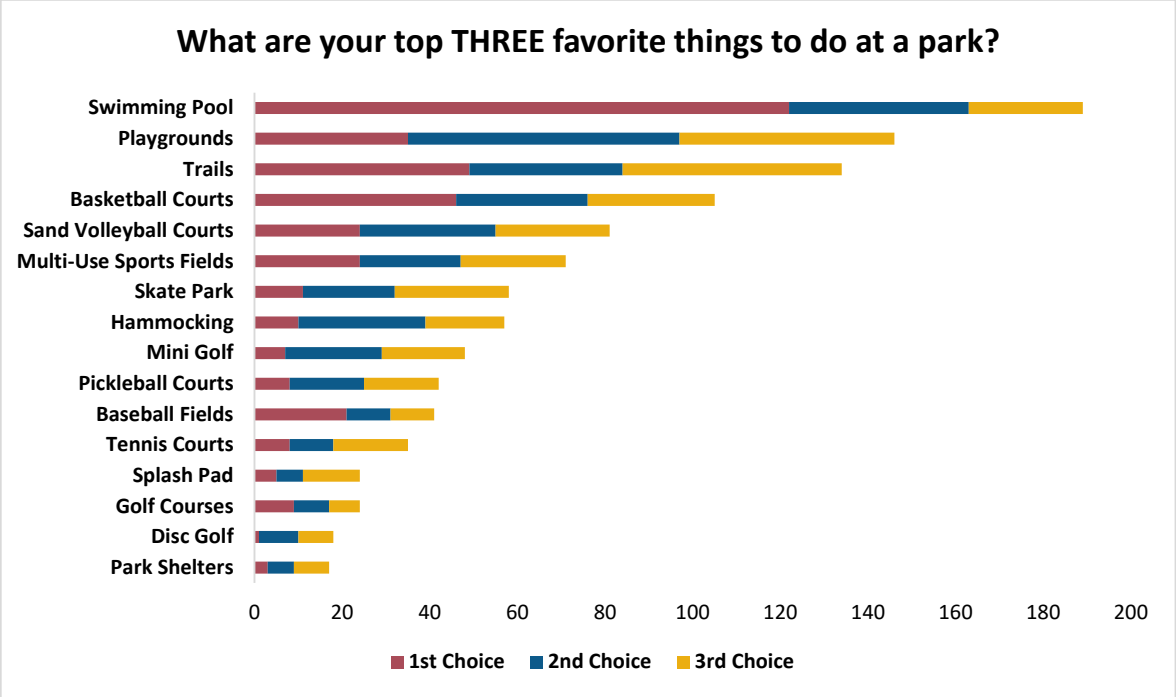
TRANSPORTATION METHODS

Additionally, respondents were asked who they are usually with when attending Department or City parks and facilities. 208 respondents **go with friends**, 119 **go with an adult**, 62 **said they do not visit parks and facilities**, and 22 said **they go by themselves**.



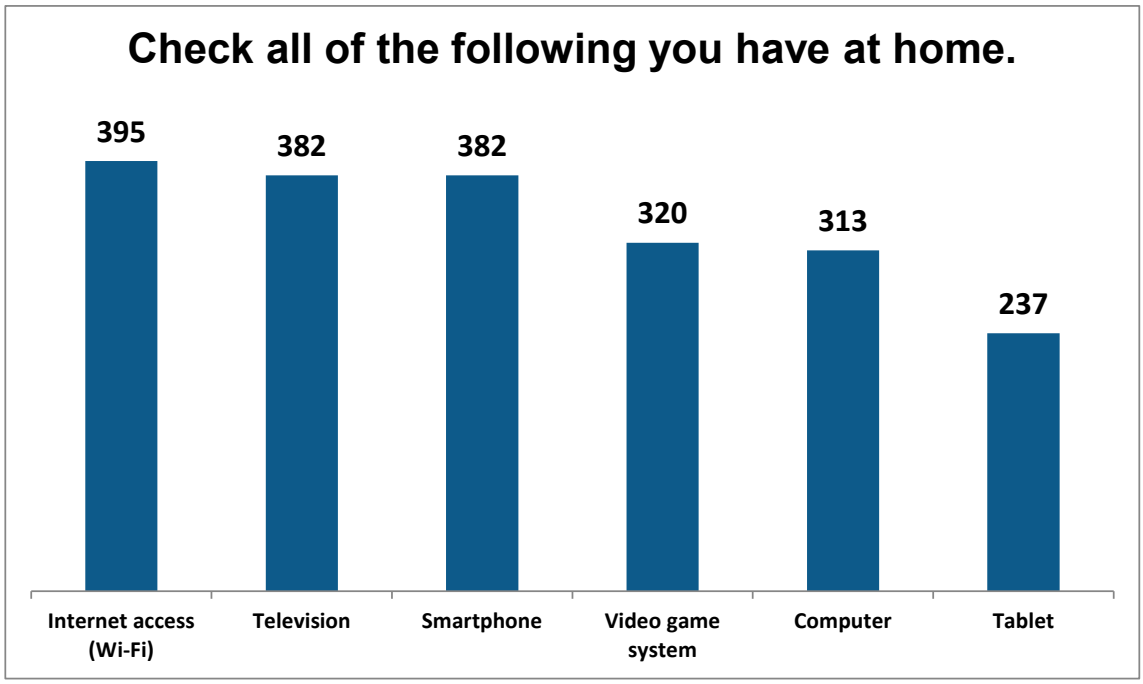
FAVORITE PARK ACTIVITIES

Survey respondents were then asked to list their three favorite things to do at a park; the answers with the most total responses included utilizing **swimming pools** (189), **playgrounds** (146), **trails** (134), and **basketball courts** (105).



AVAILABILITY OF HOME ELECTRONICS

Lastly, respondents were asked to check everything that they have available at home from the responses below. The three most common amenities included **internet access** (395), **television** (382), and **smartphones** (382).



KEY FINDINGS

1. **Activity Preferences**
    - Popular activities: Soccer, basketball, volleyball, football, arts, and video games.
    - Less popular: Niche activities like rugby or mountain biking.
    - Desired activities (not currently offered): Arts and others (see Appendix A).
2. **Participation**
    - Only 22% (98/441) participated in Department programs/events in the past year.
    - Reasons for non-participation: Lack of awareness (41%, 140 respondents), no appealing programs (30 respondents), or being too busy (87 respondents).
3. **Communication Preferences**
    - Preferred methods to learn about programs: Social media (313), word of mouth (202), email (201), and Department website (192).
4. **Social Context**
    - Over half attend parks/facilities with friends (208), followed by with an adult (119), alone (22), or not at all (62).
5. **Transportation**
    - Most common: Driven by parents (295), walking (173), driving own car (97), or carpooling with friends (95).
6. **Favorite Park Activities**
    - Top activities: Swimming pools (189), playgrounds (146), trails (134), and basketball courts (105).
7. **Home Amenities**
    - Most common: Internet access (395), television (382).

Appendix A

Full Responses Data

OVERALL ACTIVITY PARTICIPATION: FULL RESPONSE DATA

Answer Choices	Responses	
Other	12.87%	56
Basketball	7.13%	31
Soccer	7.13%	31
Volleyball	6.90%	30
Football	6.21%	27
Arts	5.75%	25
Video Games	4.60%	20
Archery	3.91%	17
Shopping	3.68%	16
Playing an instrument	2.76%	12
Baseball	2.53%	11
Swimming	2.53%	11
Computer games/internet	2.30%	10
Singing	2.07%	9
Dance	2.07%	9
Drama	2.07%	9
Running/Track	2.07%	9
Crafts	1.61%	7
Youth fitness/weight training	1.61%	7
Nature Hikes	1.38%	6
Rock Climbing	1.38%	6
Church Youth Group	1.15%	5
Hockey	1.15%	5
Musical Instrument	1.15%	5
Watch movies	1.15%	5
BMX Biking	0.92%	4
Cross Country	0.92%	4
Esports	0.92%	4
Hiking	0.92%	4
Martial Arts	0.92%	4
Skate boarding/inline skating	0.92%	4
Walking	0.92%	4
Dining out	0.69%	3
Golf	0.69%	3
Ice Skating	0.69%	3
Outdoor Adventure	0.69%	3
Softball	0.69%	3
Watch TV	0.46%	2
Pickleball	0.46%	2
Tennis	0.46%	2
Board games	0.23%	1
Kayaking/Canoeing	0.23%	1
Lacrosse	0.23%	1
Mountain Biking	0.23%	1
Playground	0.23%	1
Remote Control Cars/Boats	0.23%	1
Rugby	0.23%	1
Biking	0.00%	0
Disc Golf	0.00%	0
School Activities	0.00%	0
Skiing/snowboarding	0.00%	0
Sledding	0.00%	0
	Answered	**435**
	Skipped	**10**

DESIRED ACTIVITIES: FULL RESPONSE DATA

	1st Choice	2nd Choice	3rd Choice	4th Choice	Total
Arts	40	26	10	14	90
Basketball	39	24	12	9	84
Video Games	15	21	13	25	74
Archery	39	18	6	9	72
Shopping	11	16	17	25	69
Watch movies	7	15	15	32	69
Soccer	28	17	14	7	66
Volleyball	22	12	14	14	62
Football	15	22	10	9	56
Youth fitness/weight training	9	15	11	21	56
Crafts	11	12	17	12	52
Church Youth Group	12	14	14	11	51
Computer games/internet	15	12	12	11	50
Playing an instrument	15	13	14	2	44
Singing	13	13	8	9	43
Swimming	6	7	9	20	42
Running/Track	5	9	15	9	38
Baseball	15	11	2	6	34
Golf	4	3	18	6	31
Dance	10	9	10	1	30
Nature Hikes	9	6	9	4	28
Pickleball	11	5	8	4	28
Ice Skating	2	6	10	7	25
Martial Arts	4	6	5	10	25
Skate boarding/inline skating	3	8	7	7	25
Outdoor Adventure	0	4	8	12	24
Watch TV	8	7	4	4	23
Drama	6	3	5	9	23
BMX Biking	2	5	6	8	21
Hiking	4	7	6	4	21
Biking	2	12	4	2	20
Board games	5	6	7	2	20
Rock Climbing	2	4	10	4	20
Skiing/snowboarding	5	4	8	3	20
Softball	5	3	9	3	20
Esports	4	3	10	2	19
Dining out	4	3	5	6	18
Walking	0	7	7	4	18
Kayaking/Canoeing	3	2	5	7	17
Hockey	3	6	2	5	16
Playground	1	5	6	4	16
Tennis	4	4	3	5	16
Sledding	2	6	4	2	14
Mountain Biking	2	2	5	3	12
Musical Instrument	4	4	0	3	11
Remote Control Cars/Boats	3	1	4	3	11
Disc Golf	2	1	3	3	9
Cross Country	2	1	1	4	8
School Activities	0	0	4	3	7
Rugby	1	1	1	1	4
Lacrosse	1	0	1	1	3
				Answered	**439**
				Skipped	**6**

FAVORITE PARK ACTIVITIES: FULL RESPONSE DATA

	1st Choice	2nd Choice	3rd Choice	Total
Swimming Pool	122	41	26	189
Playgrounds	35	62	49	146
Trails	49	35	50	134
Basketball Courts	46	30	29	105
Sand Volleyball Courts	24	31	26	81
Multi-Use Sports Fields	24	23	24	71
Skate Park	11	21	26	58
Hammocking	10	29	18	57
Mini Golf	7	22	19	48
Pickleball Courts	8	17	17	42
Baseball Fields	21	10	10	41
Tennis Courts	8	10	17	35
Golf Courses	9	8	7	24
Splash Pad	5	6	13	24
Disc Golf	1	9	8	18
Park Shelters	3	6	8	17
			Answered	**413**
			Skipped	**32**

'Other' Responses Data

OVERALL ACTIVITY PARTICIPATION: 'OTHER' RESPONSES

archery, arts, musical instrument, singing, crafts, drama, outdoor adventure
Video Games, Watch movies, computer games/ internet, BMX biking, dining out, Skiing/snowboarding
Horseback riding
Football Basketball Track
Flag Football
Crochet
Photography
I like to play soccer
singing
Singing
horseback riding
Driving
Anything outside <3
fishing
Football, watch movies, sledding
Gymnastics
I don't play sports
Playing an instrument, video games, swimming, soccer
Archery, Arts, Playing an Instrument, Singing, Biking, Watch TV, Board Games, Computer Games/Internet, Crafts, Dining Out, Golf, Ice Skating, Martial Arts, Musical Instrument, Sledding, Softball, Swimming, Video Games, Volleyball, Walking, Watching Movies
watch movies, dining out, basketball, archery, drama, soccer, sledding, nature hikes, computer games, crafts, dis golf, lacrosse, esports, rock climbing
basketball, football, Martial arts
hunting
basketball, soccer, shopping,
Walking, Volleyball, Basketball, Biking, Crafts, Skating, Arts
wrestling
archery, art, watching TV, computer games, crafts, shopping, swimming, video games, volleyball, watching movies.
Volleyball, nature hikes, ice skating,
Cheer
Track
singing, drama, dance, tv, photography, RC vehicles, school activities, shopping, walking, movies, and video games.
Volleyball
arts, craft, playing an instrument, watching movies
farming
archery, rugby, art, instruments
shooting/ trap
Sledding, Biking, Computer games

Arts, Playing an instrument, Singing, Biking, Watching TV, Church Youth Group, Crafts, Dance, Musical instrument, Running/Track, School Activities, Video Games, Volleyball, Walking, and Watching Movies.
bodybuilding
Drawing, walks, games
Dancing
soccer and track
Wrestling
Video Games
Reading
Horse Riding
Soccer
Ninja Warrior
fishing and hunting

TRANSPORTATION METHODS: 'OTHER' RESPONSES

ride my bus to my bus stop then walk
I don't
my family
I drive my e-bike
My brother drove me to the park too
I don't go
never been there
mostly walking
mom drives me
I don't go to any of those places
drive

REASONS RESPONDENTS DID NOT USE FACILITIES/PROGRAMS: 'OTHER' RESPONSES

I really don't care
I'm too lazy
I have better things to do.
I never hear about them
i got here when the sports were done because I moved here
I play sports
this is my first school year
didn't know it existed
I just moved here
Sports
Never heard of the program before.
i don't like to join it.
my parents wont bring me
I don't play sports

I don't know where that is
I go to New York for summer
I dont have time.
Busy with baseball and nothing i’m interested in.
too many options
rugby with Mr shayne Richard boysen
I don't care for it
Didn't know there was a recreation
I am new here
I moved here
I Don't Care
didn't know about it