

City of Auburn

Parks & Recreation

Special Events

Survey Methods Final Project
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EXECUTIVE SUMMARY

Reason for the study

We conducted this study for Auburn City Parks and Recreation to gather citizen feedback regarding special events. A recent survey for Parks and Rec showed that citizens want more downtown events. Our research explores ideas to pitch to downtown merchants, event locations and the interests of Auburn city residents. This survey gathers information regarding the size of events, types of events and event audiences of Auburn city functions. We included questions about age-related events, such as children's festivals and adult-only nights, and holiday-themed gatherings. We also explored when Auburn residents are most likely to attend an event, and received feedback on past events.

How data were collected

We collected data through a Qualtrics survey. We distributed the survey through various social media channels, seeking responses from Auburn city residents and families. By reaching out to contacts in the Auburn community, we encouraged the gathering of responses from a diverse local audience. We also invited residents to share the survey on their personal social media accounts.

When data were collected

The data were collected over a time period of about a week. As soon as we received approval from our client, we disseminated the survey across social media.

Sampling

Sampling is the science of systematically drawing a valid group of objects from a population reliably. For our survey, we employed nonprobabilistic sampling, or more specifically convenience sampling. Convenience sampling occurs when you select participants or messages because they are available. Our survey was made available to any population we could reach within the Auburn community using social media accounts. The universe of our survey is the Auburn community. Within that community, our population is specifically Auburn city residents. Our sampling frame includes city residents who have or who plan to attend Auburn city events. Our sample includes the actual residents who responded to our survey. Our total sample size 214 respondents. Our total sample size only included current Auburn residents is 169 respondents.

Brief description of method

Content analysis is a systematic, objective and quantitative method for researching messages. When we first met with the client, we analyzed the results from previous Parks and Rec surveys. These surveys showed that Auburn residents wanted more specific types of city events. Most of our questions measured manifest content, such as the number of events citizens have attended in the past and where events were located. We measured latent content through questioning how attendees felt about past events. We also included questions that measured citizen's attitudes toward events with alcohol or events geared specifically for children. Ranking questions measured manifest and latent content, showing what events people labeled as important but also revealing their attitudes toward certain functions. We measured symbols and words units of analysis by questioning if Auburn residents have seen advertising for Parks and Rec events. We measured time and space units of analysis by questioning how much time Auburn residents spend at city events and how much time they would be willing to give to city events. We measured theme units of analysis by exploring the attitudes that Auburn residents have toward specific types of city events. We developed a category system by filtering our respondents as either a resident of Auburn or a non-resident. Our categories reflected our survey's purpose by focusing on Auburn city events and the details of those events. We disseminated our survey through various social media platforms.

Major Findings

Over half of our respondents were ages 18-25 and 36-50. Though majority of respondents have only attended two or less Auburn city events in the past six months, they found them enjoyable and 80 percent were likely to recommend an event to another individual. Ninety-four percent of respondents prefer non-ticketed events and majority say parking is relatively accessible for downtown events.

Lit Review

The parks and recreation industry can be beneficial to the community they serve. The industry can provide recreational experiences by providing leisure opportunities, promote wellness and exercise, and promote inclusion. One of the most important benefits that city parks and recreation can bring to a community is economic development. The industry can draw tourism to the city through their events which generates revenue for hotels, restaurants, local retail stores and convenience stores. The City of Auburn Parks and Recreation gets their inspiration for their events directly from the citizens of Auburn. They engage in dialogue with them through focus groups, directly at events or via email, social media and surveys. They build their events calendar based on the events that they tell them they want to see.

Our client is trying to address the issue of whether or not the citizens of Auburn are enjoying or attending the events put on by City of Auburn Parks and Recreation. Our client is looking for answers to the general research questions of 1) what types of events to hold, 2) where

to hold events, 3) what time of year to hold the events, 4) to hold a ticketed or free event and 5) parking for the event. By continuing to find the answers to these questions, City of Auburn Parks and Recreation will have a better understanding of what events to hold to make their audience happy.

Method

We conducted research by first selecting who our target audience for the survey would be. We chose our audience through the convenience sampling technique. This means that we chose the audience based on the criteria that Whitney Morris set in place. Morris wanted to know how the residents of Auburn felt about past events and future events. Because of this, we only targeted residents of Auburn. We surveyed both students and non-students of Auburn University with the main target being non-students since they would most likely be attending the events. We also wanted all age groups to answer the survey to get an idea of who was attending events and to get ideas of what events to put on in the future.

The survey was conducted using a questionnaire made in Qualtrics. The survey featured questions that would be helpful to understanding how the citizens of Auburn felt about events put on by the City of Auburn Parks and Recreation. The questions asked about location of the events, parking for the events, age for the events (family friendly/not family friendly), what they thought of past events, if they would attend a ticketed event and what types of events they would like to see in the future. The questions ranged from multiple choice to open ended. We sent the draft to Morris and after a couple of edits we distributed it. Next, we collected pretest data by sending the survey to 15 people to make sure it worked and everyone understood the questions.

We reached our target audience through a couple different ways. The link to the survey was posted on our social media and the City of Auburn Parks and Recreation's social media. The link was then shared by people and so on. This helped us reach the both younger half of our audience and the older half as well as students and non-students. The questionnaire was sent to residents of Auburn through email and was encouraged to be forwarded to other residents of Auburn. The link to the survey was also featured on the City of Auburn Parks and Recreation's website, as well as in a press release that was sent out. Overall, we had 214 responses.

The way we decided to send out the survey had advantages and disadvantages. By issuing the survey electronically, we were able to reach a good portion of our target audience. However, we weren't able to reach the audience that does not use technology.

Results

[QUESTION 1] N=214

Are you a resident of Auburn, AL?

Yes:	78.97% n=169
No:	21.03% n= 45

Interpretations: We had a total of 214 respondents for the survey. In order to filter out the results we used this qualifier question to allow the 78.97% of respondents who reported that they were residents of Auburn to continue the survey. The 21.03% of respondents that reported they were not residents of Auburn were filtered out to ensure an effective sample group for the survey.

[QUESTION 2] N=175

Are you a current student at Auburn University?

Yes:	34.86% n=61
No:	65.14% n=114

Interpretations: This question was used to see which percentage of respondents were living in Auburn, AL and not attending the university. We hoped to have a higher number of respondents that were not students that might have a higher chance of attending events put on by City of Auburn Parks and Recreation Special Events. Our results showed exactly this with 65.14% of respondents not being students and only 34.86% being students.

[QUESTION 3] N=175

Select your age group.

18-25:	38.29% n=67
26-35:	17.71% n= 31
36-50:	27.43% n= 48
50+:	16.57% n=29

Interpretations: This question found that the 18-25 age group range accounted for 38.29% of respondents which could closely correlate with the Auburn student demographic. The 26-50+ age range could account for young parents and adults as well as middle aged adults that would possibly be bringing children to City of Auburn Parks and Recreation events.

[QUESTION 4] N=175

How many City of Auburn events have you attended in the past six months?

0:	34.29% n=60
1-2:	38.29% n=67
3-5:	22.29% n=39
6+:	5.14% n=9

Interpretations: This question was used in order to evaluate how many people were actually attending City of Auburn events. The results showed that 34.29% of respondents had not been to a City of Auburn Event in the past six months. 38.29% of respondents had only been to one or two events in the past six months and 22.29% had been to three to five events. Only 5.14% (which accounted for only nine respondents) had been to more than six events in the past six months.

[QUESTION 5] N=116

If you have attended a city of Auburn event in the past year, which one(s) did you attend?

Daddy Daughter Date Night:	11.21% n=13
Easter Egg Hunt:	12.93% n=15
Bark in the Park:	22.41% n=26
Auburn City Fest:	51.72% n=60
Spring Concert Series:	29.31% n=34
Summer Night Downtown/ Art Walk:	62.07% n=72
Fall Family Fun Day:	12.07% n=14
Fall Concert Series:	28.45% n=33
Downtown Trick-or-Treat:	30.17% n=35
Holiday Art Sale:	23.28% n=27

Interpretations: The most attended event was the Summer Night Downtown/ Art Walk event which 62.07% of respondents attended. The second most attended event was the Auburn City Fest event, attended by 52.72% of respondents. The Downtown Trick-or-Treat event was attended by 30.17% of respondents, Spring Concert Series was attended by 29.31%, Fall Concert Series was attended by 28.45%. The Holiday Art Sale, Bark in the Park, Easter Egg Hunt, Fall Family Fun Day, and Daddy Daughter Date Night were all attended by less than 24% of respondents.

[QUESTION 6]

By selecting a circle on the scale below (towards which description you feel best fits), how would you describe the last City of Auburn Event you attended.

N=140

Enjoyable:	50.71% n=71
Not Enjoyable:	2.14% n=3
In-Between:	47.14% n=66

N=137

Entertaining:	44.53% n=61
Not Entertaining:	2.92% n=4
In-Between:	52.56% n=72

N=140

Would Attend Again:	47.14% n=66
Would Not attend again:	2.86% n=4
In-Between:	50.01% n=70

Interpretations:

The first category of this question asked whether respondents found City of Auburn events enjoyable or not enjoyable. 50.71% reported they found events enjoyable, 2.14% reported that events were not enjoyable, and 47.14% fell somewhere in between.

The second category asked whether respondents found events entertaining or not entertaining and 44.53% found events entertaining, 2.92% found events not entertaining, and 52.56% fell somewhere in between.

The third category asked whether respondents would or would not attend events again. 47.14% of respondents would attend events again, 2.86% would not attend and 50.01% fell somewhere in between.

[QUESTION 7] N=173

In the past 30 days, have you heard or seen advertising for a City of Auburn Event?

Yes:	67.63% n=117
No:	32.37% n=56

Interpretations: This question was used to determine how effective advertising is for any City of Auburn Events by asking if respondents had seen or heard advertising in the past 30 days. 67.63% of respondents had seen or heard advertising, and 32.37% reported that they had not seen or heard any advertising for events.

[QUESTION 8] N=169

Where have you seen advertising for City of Auburn Events?

Social Media:	77.30% n=109
Auburn Magazine:	4.96% n=7
Newspaper:	22.70% n=32
Flyers around Auburn:	29.08% n=41
Word of Mouth:	26.24% n=37
Other:	19.86% n=28
Banners at Rec Center	
Emails	
Water Bill Newsletter	
OANow.com	
Radio	
City Website	
Street Signs	
Auburn-Opelika Tourism Site	

Interpretations: In determining which communication channels are the most effective in disseminating information about city of Auburn events, 77.30% reported they had seen advertising via social media. 29.08% of respondents had seen advertising on flyers around Auburn, 26.24% heard about events via word of mouth, 22.70% saw advertising in Auburn newspapers, and 4.96% saw advertising in the Auburn Magazine. 19.86% of respondents reported they saw advertising in other communication channels such as banners at the Auburn Recreation & Wellness Center, Emails, Water Bill Newsletter, OANow.com, and local radio stations.

[QUESTION 9] N=173

Would you rather attend a ticketed or non-ticketed event?

Ticketed Event:	6.36 % n=11
Non-Ticketed Event:	93.64 % n=162

Interpretations: This question asked respondents whether they would prefer to purchase tickets for events or have events be non-ticketed. 93.64% of respondents reported that they would prefer the event to be non-ticketed and 6.36% reported that they would rather the event be non-ticketed.

[QUESTION 10] N=172

What is the maximum you are willing to pay for a City of Auburn Event?

I would not pay for a city event:	16.28 % n=28
\$5:	33.14% n=57
\$10:	28.49% n=49
\$15:	11.05% n=19
\$20+:	11.05% n=19

Interpretations: A total of 33.714% of respondents are willing to pay \$5 for a City of Auburn event, 28.49% would pay \$10, 16.28% wouldn't pay for a city event, 11.05% would pay \$15 and 11.05% would pay \$20+.

[QUESTION 11] N=169

Rank the following from most important (1) to least important (7) by clicking and dragging the event preference in the order that most applies to you.

The event is free

1	47.34% n=80
2	21.30% n=36
3	13.61% n=23
4	7.10% n=12
5	5.33% n=9
6	3.55% n=6
7	1.78% n=3

The event serves alcohol

1	6.51% n=11
2	21.30% n=36
3	14.20% n=24
4	12.43% n=21
5	10.65% n=18
6	8.28% n=14
7	26.23% n=45

The event features live music

1	18.34% n=31
2	24.85% n=42
3	27.22% n=46
4	14.20% n=24
5	7.69% n=13
6	6.51% n=11
7	1.18% n=2

The event is kid-friendly

1	19.53% n=33
2	10.65% n=18
3	7.69% n=13
4	12.43% n=21
5	16.57% n=28
6	13.61% n=23
7	19.53% n=33

The event is downtown

1	5.33% n=9
2	14.20% n=24
3	20.12% n=34
4	27.81% n=47
5	20.12% n=34
6	10.06% n=17
7	2.37% n=4

The event is at a park

1	1.78% n=3
2	4.73% n=8
3	11.24% n=19
4	20.12% n=34
5	24.85% n=42
6	28.99% n=49
7	8.28% n=14

The event is holiday themed

1	1.18% n=2
2	2.96% n=5
3	5.92% n=10
4	5.92% n=10
5	14.79% n=25
6	28.99% n=49
7	40.24% n=68

Interpretations: This question was asked to determine which aspects of events people enjoyed the most. What we found from this question is that the majority of people felt that the event being free was the most important. The aspect that people found was the least important was the event being holiday themed.

[QUESTION 12] N=174

Which event category do you prefer?

Adult (18 and older) events:	48.28% n=84
Family-friendly events:	50.00% n=87
Children's events:	1.72% n=3

Interpretations: In determining which events people preferred more, 50.00% reported they would prefer family-friendly events, 48.28% prefer adult (18 and older) events, and only 1.72% prefer children's events.

[QUESTION 13] N=173

**What types of events would you like to see from City of Auburn Parks and Recreation?
(select all that apply)**

Art-centered events (ex. Art Walk, Sips and Strokes: painting and wine):	51.45% n=89
Craft Beer Festivals:	55.49% n=96
Nighttime events:	71.10% n=123
Daytime Events:	52.02% n=90
Concerts:	69.36% n=120
Seasonal Events (ex. Mardi Gras Event, St. Patrick's Day Festival):	69.94% n=121
BYOB Events (provide your own alcohol):	44.51% n=77
Other:	5.78% n=10

Fitness Related

Real Art centered events- not paint by number examples provided above

Bicycle themed

No alcohol!!!

Fair

Interpretations: This question focused on which types of events people wished to see from City of Auburn Parks and Recreation. Nighttime events was the most popular option with 71.10%, 69.36% want to see more concerts held by City of Auburn Parks and Recreation, 69.94% want to see more seasonal events (such as Mardi Gras Event, St. Patrick's Day Festival), 51.45% Art-centered events, 52.02% reported they want to see daytime events, and 44.51% want BYOB Events (provide your own alcohol). A small portion of 5.78% wished to see other events such as Fitness related events, Real Art Centered events, Non-alcoholic events, and county fair type events.

[QUESTION 14] N=175

We need more children's events. (select one that applies)

Strongly agree:	18.86% n=33
Somewhat agree:	25.71% n=45
Neither agree nor disagree:	41.14% n=72
Somewhat disagree:	6.86% n=12
Strongly disagree:	7.43% n=13

Interpretations: A total of 18.86% of respondents felt that we need more children's events, while 25.71% somewhat agreed that we need more children's events. Only 7.43% strongly disagreed that we need more children's events and 6.86% somewhat disagreed. 41.14% of respondents felt indifferent about whether or not we need more children's events.

[Question 15]: N=175

We need more adult events. (select one that applies)

Strongly agree:	41.14% n=72
Somewhat agree:	35.43% n=62
Neither agree nor disagree:	18.86% n=33

Somewhat disagree:	2.86% n=5
Strongly disagree:	1.71% n=3

Interpretations: The majority (41.14%) of respondents felt that we need more adult events, while 35.43% somewhat agreed that we need more adult events. Only 1.71% strongly disagreed that we need more adult events and 2.86% somewhat disagreed. A total of 18.86% of respondents felt indifferent about whether or not we need more adult events.

[Question 16] N=173

By selecting a circle on the scale below (towards which description you feel best fits) how would you describe street closures for block parties in downtown Auburn.

Convenient				Inconvenient	
30.05% n=52	27.17% n=47	26.01% n=45	10.98% n=19	5.78% n=10	

Interpretations: The majority of respondents did not find street closures for block parties in downtown to be inconvenient. Only 5.78% found street closures to actually be an inconvenience.

[Question 17]: N=172

By selecting a circle on the scale below (towards which description you feel best fits) how would you describe parking for City of Auburn events?

Accessible				Inaccessible	
9.30% n=16	11.63% n=20	22.67% n=39	25.00% n=43	31.40% n=54	

Interpretations: Only 9.30% of respondents found parking for City of Auburn events to be accessible and 31.40% found parking to be inaccessible.

[Question 18]: N=143

Where do you park for events in downtown Auburn?

- Where I find one, I don't mind walking
- On campus
- First Possible spot
- Wherever I can find a spot
- Bank

Interpretations: This question was an open ended question in order to hear from respondents about where they park for events in downtown Auburn. Respondents reported that they usually park wherever they can find a space, in the bank parking lot, on campus, and some reported that they didn't mind walking.

[Question 19]: N=172

Choosing one of the options below, at which location would you prefer to attend a City of Auburn event?

Downtown Auburn:	71.51% n=123
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City of Auburn Parks: 28.49% n=49

Interpretations: The majority (71.51%) of respondents to attend a City of Auburn event in Downtown Auburn while only 28.49% prefer to attend events located at City of Auburn parks.

[Question 20]: N=150

Which City of Auburn Park do you visit the most?

Kiesel Park: 39.33% n=59

Town Creek Park: 56.67% n=85

Moore's Mill Park: 11.33% n=17

Hickory Dickory Park: 16.00% n=24

Interpretations: There are several parks at which City of Auburn Parks and Recreation holds events, 56.67% reported that they visit Town Creek Park the Most. After Town Creek Park, 39.33% reported that they visit Kiesel Park the most, 16.00% visit Hickory Dickory Park the most, and 11.33% visit Moore's Mill Park the most.

[Question 21]: N=172

Which types of events would you prefer to attend at one of the previously stated parks?

Family "Day in the Park" Events: 38.37% n=66

Charity Concerts: 46.51% n=80

Festival Events: 76.16% n=131

Art Events: 44.77% n=77

Vendor Events: 40.28% n=71

Interpretations: The majority (76.16%) of respondents prefer Festival Events at a park. The second preferred option was Charity Concerts with 46.51%. Vendor Events, Art Events, and Family "Day at the Park" Event were also very popular event options to have in a City of Auburn park.

[Question 22]: N=174

When would you most likely attend a City of Auburn event?

Fall: 77.59% n=135

Winter: 19.54% n=34

Spring: 88.51% n=154

Summer: 45.40% n=79

Interpretations: The most popular seasons that people would most likely attend a City of Auburn event are Spring (88.51%) and Fall (77.59%).

[Question 23]: N=172

How would you like to hear about events being held in Auburn?

Email: 57.14% n=100

Direct Mail:	17.44% n=30
Flyer:	23.84% n=41
Social Media:	89.95% n=153
Other:	5.81% n=10
Radio	
City email	
O-A news	
P&R Brochure	
Newspaper and Open Line	

Interpretations: Social Media was the most popular choice for how respondents would like to hear about events being held in auburn with 89.95%. The second most popular choice was Email with 57.14%, followed by Flyers (23.84%), Direct Mail (17.44%), and other (5.81%). Respondents that chose other provided different forms of information sources they would like to hear about events from including radio, city email, O-A News, P&R Brochure, Newspaper and Open Line.

[Question 24]: N=174

I'm likely to recommend an event put on by City of Auburn Parks and Recreation Special events.

Strongly agree:	40.23% n=70
Somewhat agree:	38.51% n=67
Neither agree nor disagree:	17.24% n=30
Somewhat disagree:	1.15% n=2
Strongly disagree:	2.87% n=5

Interpretations: Most people either strongly agreed (40.23%) or somewhat agreed (38.51%) that they would recommend an event put on by City of Auburn Parks and Recreation Special Events. Only a total of 4.37% reported that they were unlikely to recommend an event, and 17.24% reported that they were neutral.

Discussion

I. Interpretations

After gathering collecting the data, results were interpreted based on the majority of responses for each survey question. Over half of the respondents were ages 18-25 and 36-50, meaning over half were not Auburn University students but local young adults.

The majority of the respondents have attended less than two events in the past six months. 34.29 percent attended zero events and 38.29 percent attended one to two events. Everyone who responded that they had been to at least one event seemed satisfied with the events because 80 percent would recommend an event to a friend or family member, but as with every organization and event, there is always room for improvement.

About 94 percent of respondents prefer non-ticketed events; however, the answers varied if the event has to be ticketed. 16.28 percent said they would still not pay for a ticketed event. As far as types of events, hosting more family-friendly or adult only events received the most responses.

When asked if street closures downtown were inconvenient, the same number of responses was given to both convenient and inconvenient, and many people seem to understand the parking issue. Many responses stated that they simply walked to downtown events or found the first available parking spot. Even with the parking issue, seventy percent of respondents would rather have events downtown.

When events are held at local parks, over half of the respondents chose Town Creek Park over Kiesel, Moores Mill, and Hickory Dickory parks. Respondents also chose that they would rather have festival events at parks as well as other family park events, charity concerts, art events, or vendor events, and they are more likely to attend events scheduled in the spring, summer, or fall.

II. Recommendations

With the survey findings in mind, a few recommendations have been noted based on the responses and observations.

Since 77.3 percent of respondents receive information about events through social media and prefer to get event information that way, it could be beneficial to continue to build and strengthen their social media presence. This can be accomplished by boosting the City of Auburn's Facebook page by paying Facebook to get their name out there. If boosting their followers is not an option, they city can continue to post more about events Auburn Parks and Recreation is hosting. Another option would be to break away from the city's Facebook page and creating a separate Facebook page solely for Auburn Parks and Recreation.

About 94 percent of respondents would like to have non-ticketed events only. At times this might be impossible to do, but if an event would need to be ticketed, the city could ask local business to sponsor the event, which would be a form of advertising for them.

As many respondents were satisfied with the events, there is still plenty of room for event improvements. To find out how to make these events more enjoyable, entertaining, and encourage returners, another survey could be conducted to pinpoint exactly what residents are looking for in a specific event. This type of survey would need to be a more in-depth survey, leaving room for additional feedback at the end of the survey.

Since respondents said they would like to see festivals and other events at local parks, hosting more park events at popular parks, such as Town Creek Park, will further encourage residents to visit these parks. In doing so, this will also allow residents to become open to more park events rather than mostly downtown events.

III. Limitations

The limitations of this project were simple obstacles. As college students, we do not know too many adults, but we were thankful that the limited number of adults we do know were able to help send out the survey to their friends.

The amount of time the survey was open was also limited to about one week. If it could have been open for another week and distributed to more residents around the community, that would have allowed for more responses and created more accurate data.

IV. Ideas for future research

As far as ideas for future research, adjusting some of the questions would have been beneficial, especially with questions regarding parking. One of the questions asked about where people park downtown, if they park downtown, and respondents wrote in their questions. Condensing the question to several options instead of having a write-in would have made the data collected more accurate and efficient.

This survey was targeted more towards college students, young adults, and young families around Auburn. One of our limitations was the difficulty of getting responses other than college students when the survey was first released. If the survey could have been open for another week or so, that could have helped with collecting more data from Auburn residents.

Along with distribution, it would have been helpful to reach other local businesses downtown and ask them to send out the survey to their customers via email, paper handouts, or online through their social media. Also, the local park directors could have been contacted to send out the survey via the same vehicles the business owners would.

This survey was thorough and attained the goal of understanding a general idea of what Auburn residents are looking for regarding events put on by the city, but to gather more specific feedback regarding just one event, location, or obstacle, there would need to be additional research beyond this particular survey. Even as people are leaving these events, they could be surveyed about their experiences at the park or event.

Appendices

Figure 1

Are you a resident of Auburn, Alabama?

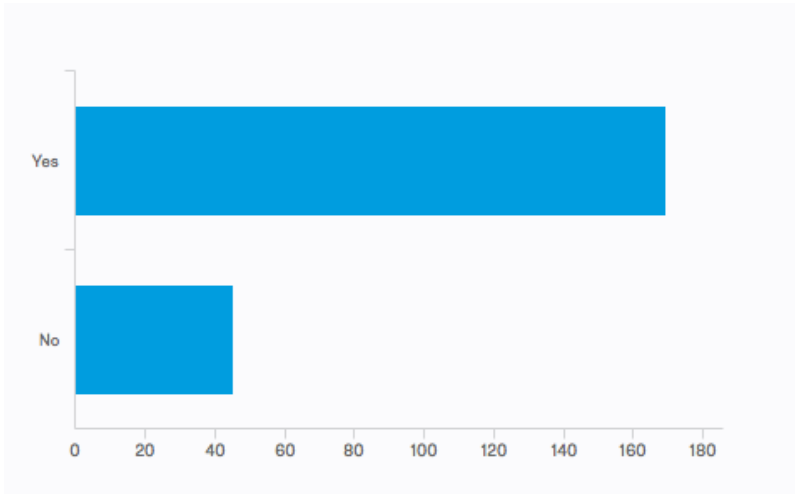
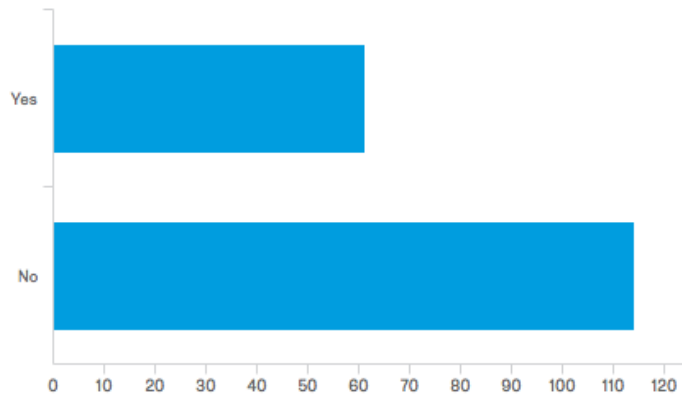


Figure 2

current



Are you a student of Auburn University?

Figure 3

Select your age group.

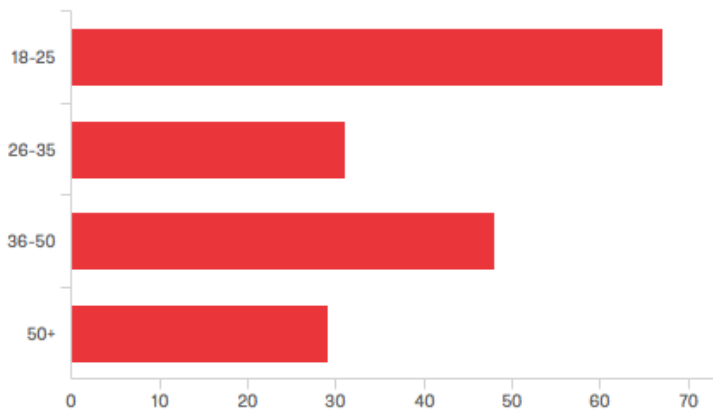


Figure 4

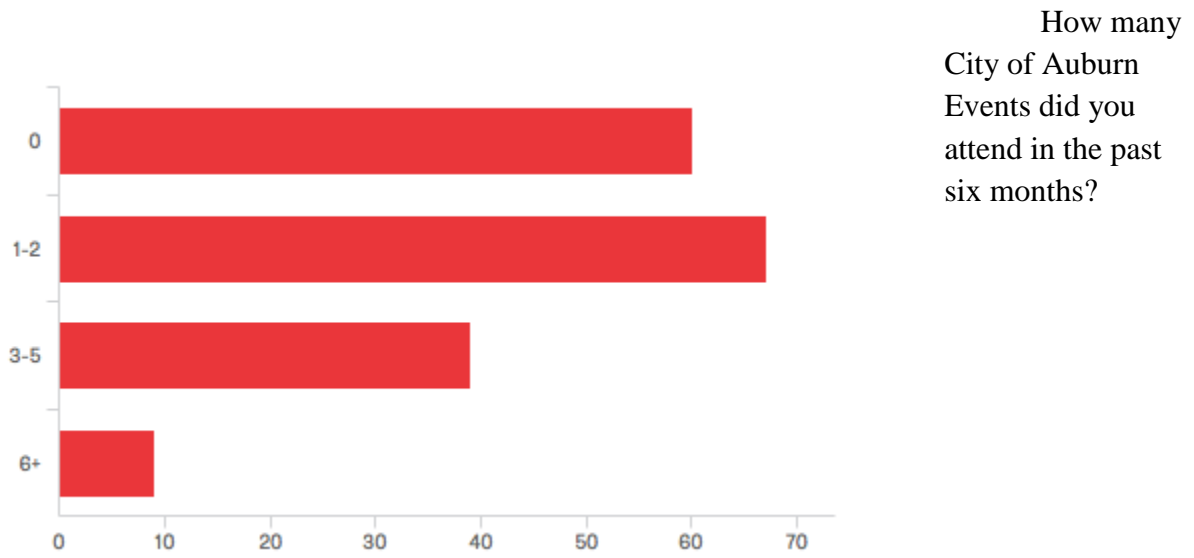


Figure 5

If you have attended a City of Auburn event in the past year, which one(s) did you attend?

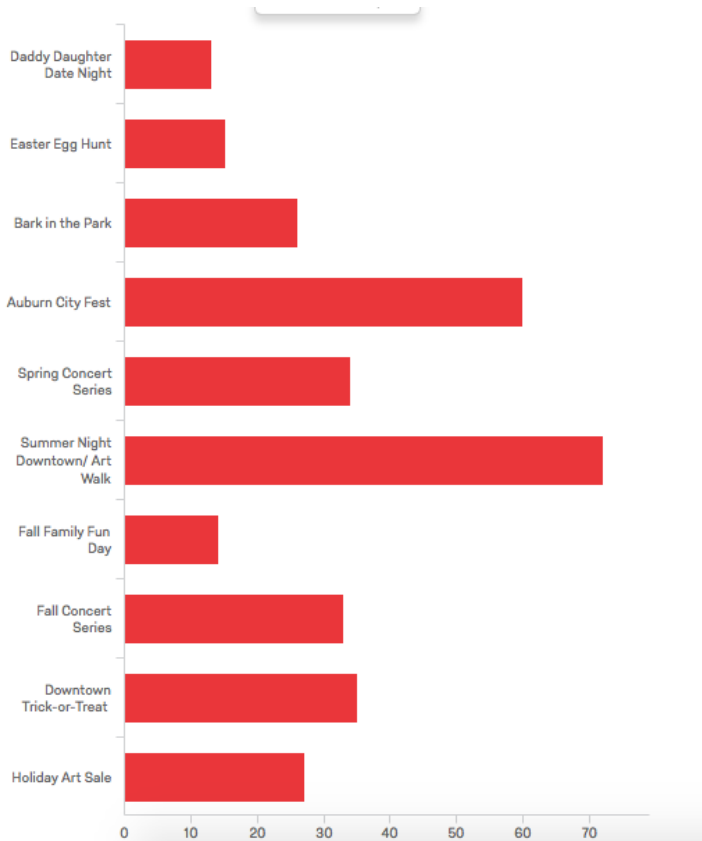


Figure 6

By selecting a circle on the scale below (towards which description you feel best fits), how would you describe the event you last attended in Auburn.

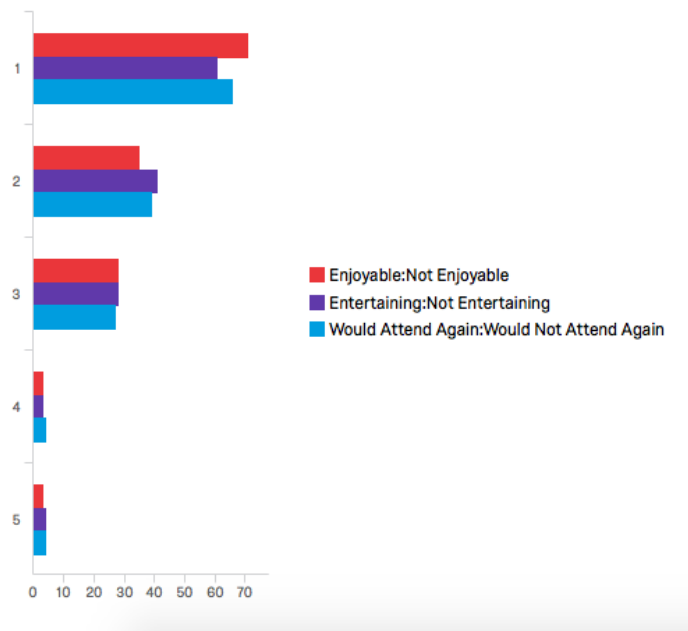


Figure 7

In the past 30 days have you seen or heard advertising for City of Auburn events?

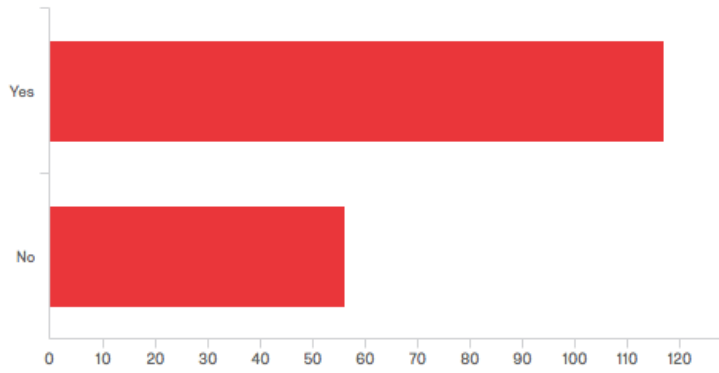


Figure 8

Where have you seen advertising for City of Auburn events?

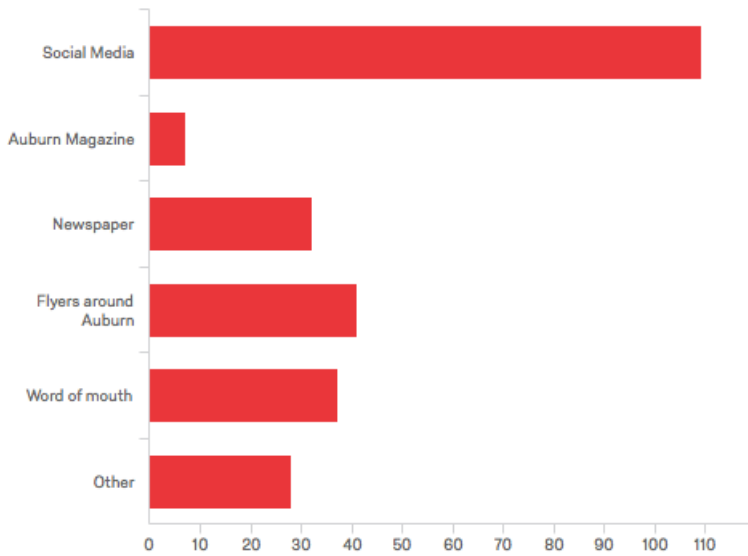


Figure 9

Would you rather attend a ticketed or non-ticketed event?

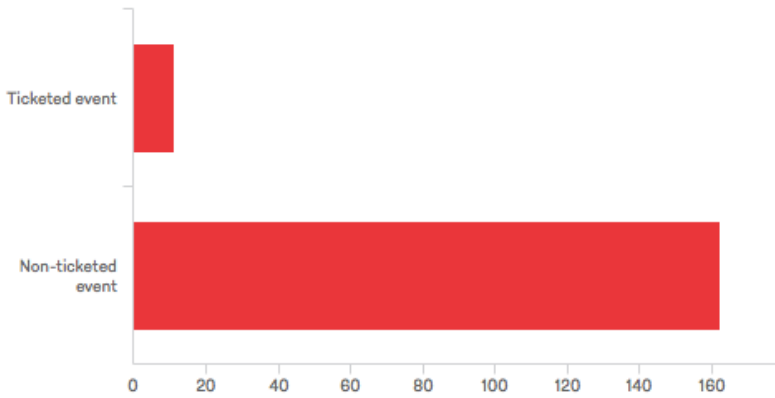


Figure 10

What is the maximum price you are willing to pay for an event?

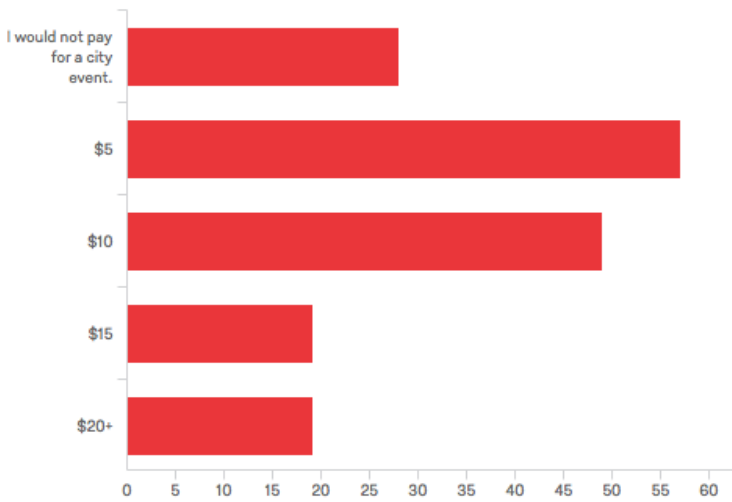
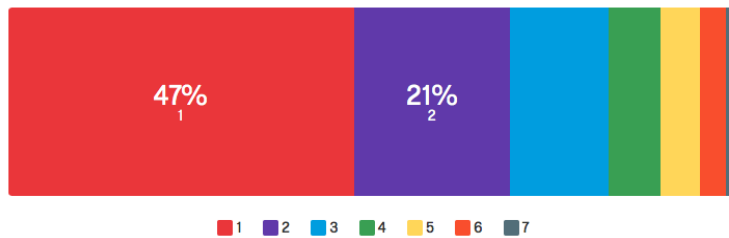


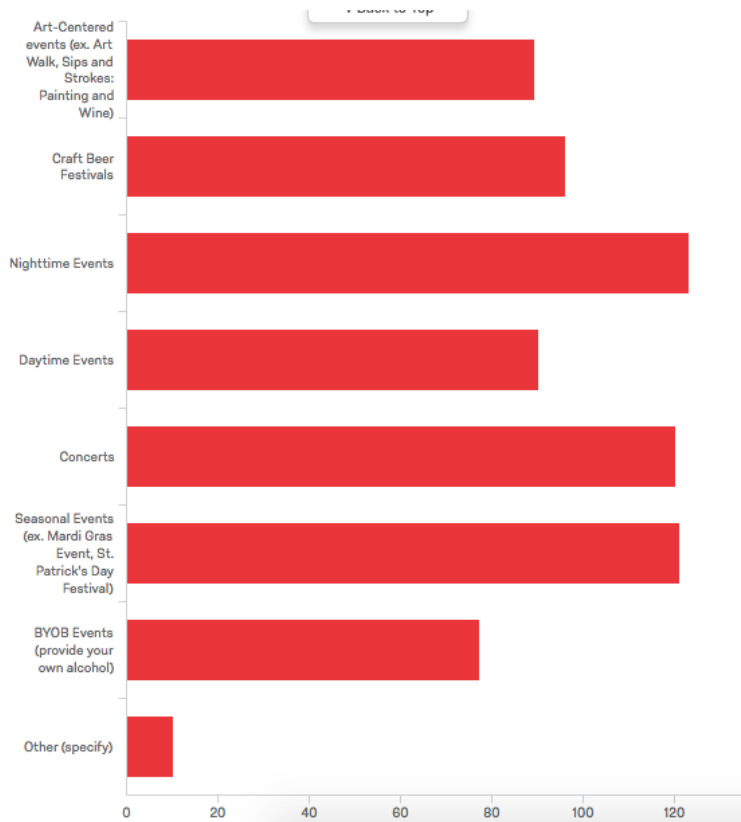
Figure 11

Rank the following from most important (1) to least important (7) by clicking and dragging the event preference in the order that most applies to you.



	1	2	3	4	5	6	7
1. The event is free.	47.34% 80	21.30% 36	13.61% 23	7.10% 12	5.33% 9	3.55% 6	1.78% 3
2. The event serves alcohol	6.51% 11	21.30% 36	14.20% 24	12.43% 21	10.65% 18	8.28% 14	26.63% 45
3. The event features live music.	18.34% 31	24.85% 42	27.22% 46	14.20% 24	7.69% 13	6.51% 11	1.18% 2
4. The event is kid-friendly.	19.53% 33	10.65% 18	7.69% 13	12.43% 21	16.57% 28	13.61% 23	19.53% 33
5. The event is downtown.	5.33% 9	14.20% 24	20.12% 34	27.81% 47	20.12% 34	10.06% 17	2.37% 4
6. The event is at a park.	1.78% 3	4.73% 8	11.24% 19	20.12% 34	24.85% 42	28.99% 49	8.28% 14
7. The event is holiday themed.	1.18% 2	2.96% 5	5.92% 10	5.92% 10	14.79% 25	28.99% 49	40.24% 68

Figure 12



Which event category do you prefer?

Recreation?

Figure 13
Which types of events would you like to see from Auburn Parks and Recreation?

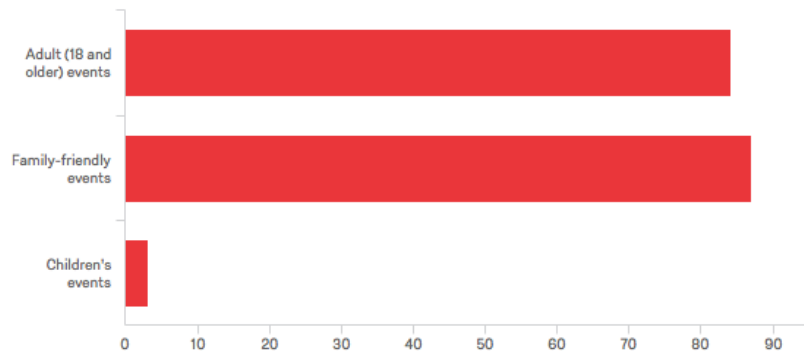


Figure 14

We need more children's events. (select the response applies)

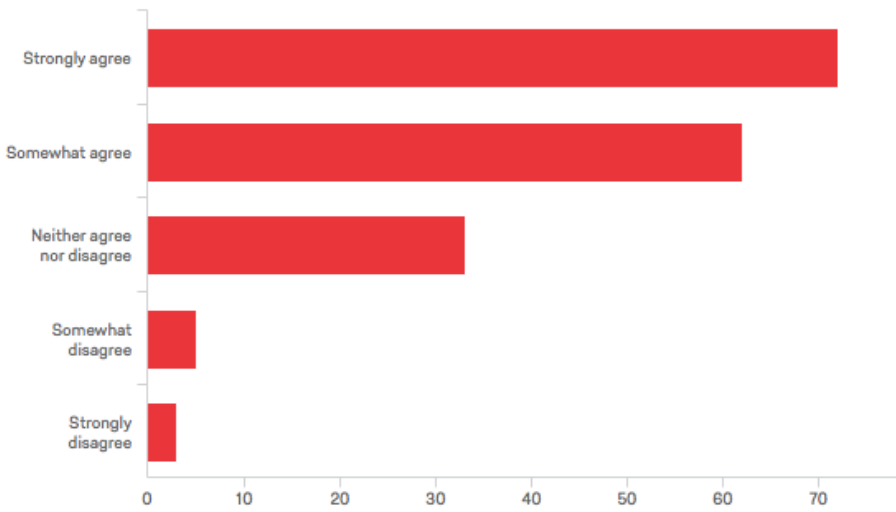


Figure 15

We need more adult events. (select the response that applies)

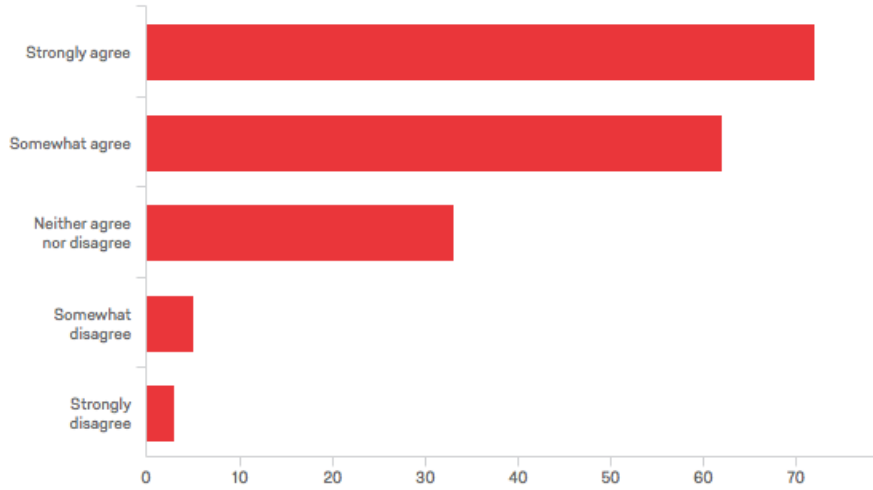


Figure 16

By selecting a circle on the scale below (towards which description you feel best fits), how would you describe street closures for block parties in downtown Auburn?

best fits), how would you describe street closures for block parties in downtown Auburn?

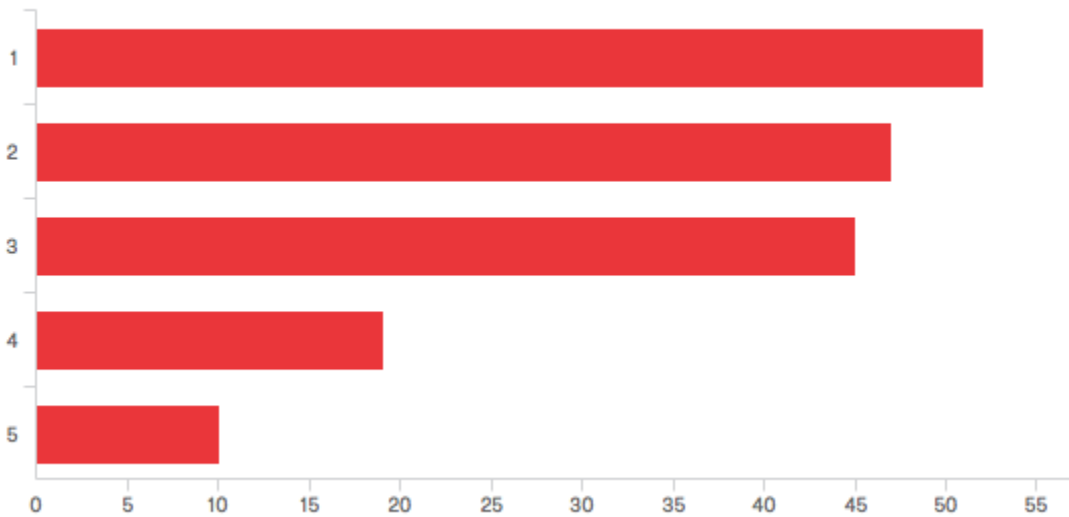


Figure 17

By selecting a circle on the scale below (towards which description you feel best fits), how would you describe parking for City of Auburn events?

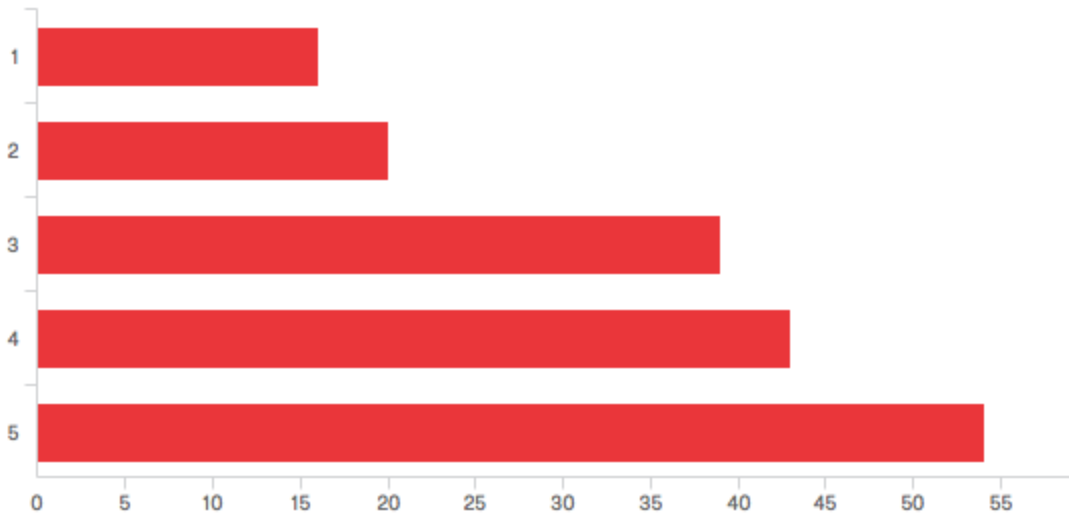


Figure 19

Choosing one of the options below, at which location would you prefer to attend a City of Auburn event?

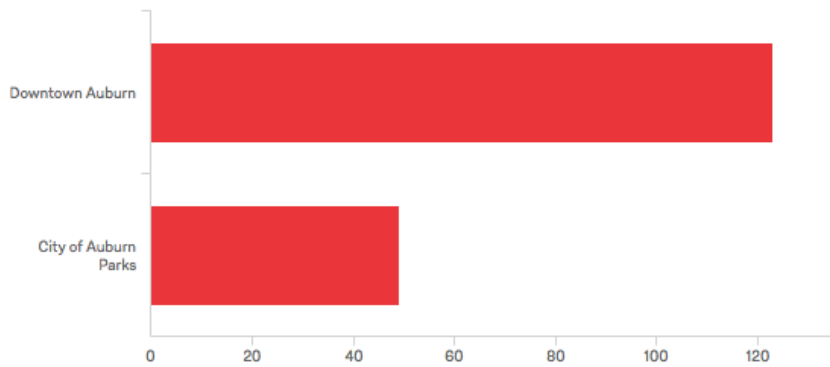


Figure 20

Which City of Auburn park do you visit the most? (select all that apply)

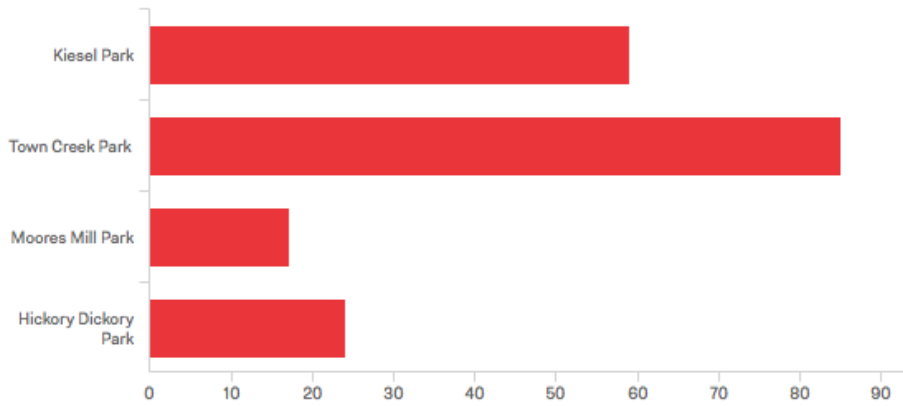


Figure 21

Which types of events would you prefer to attend at one of the previously stated parks?

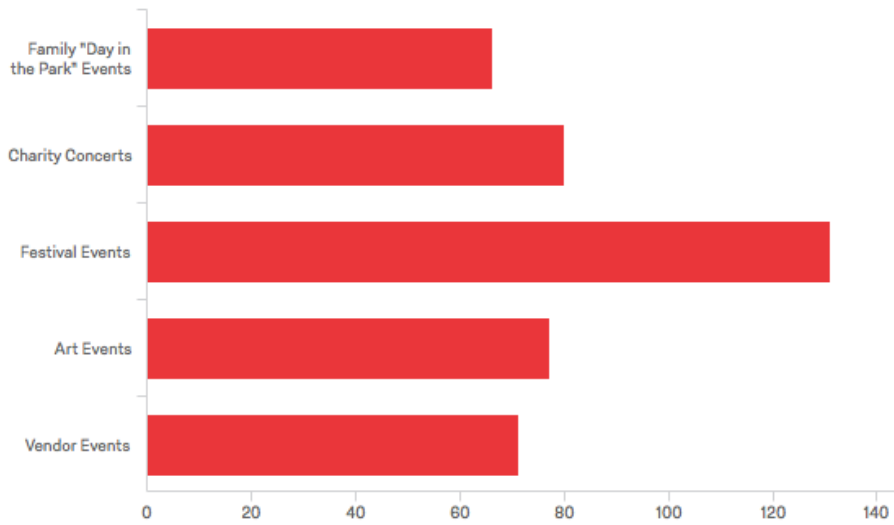


Figure 22

When would you most likely attend a City of Auburn event?

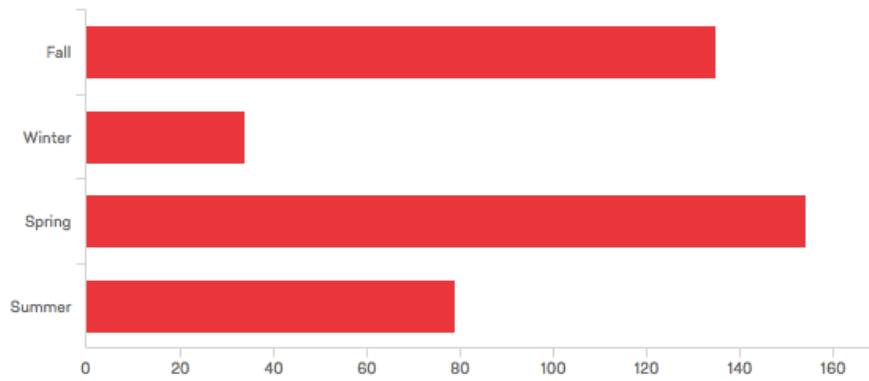


Figure 23

How would you like to hear about events being held in Auburn?

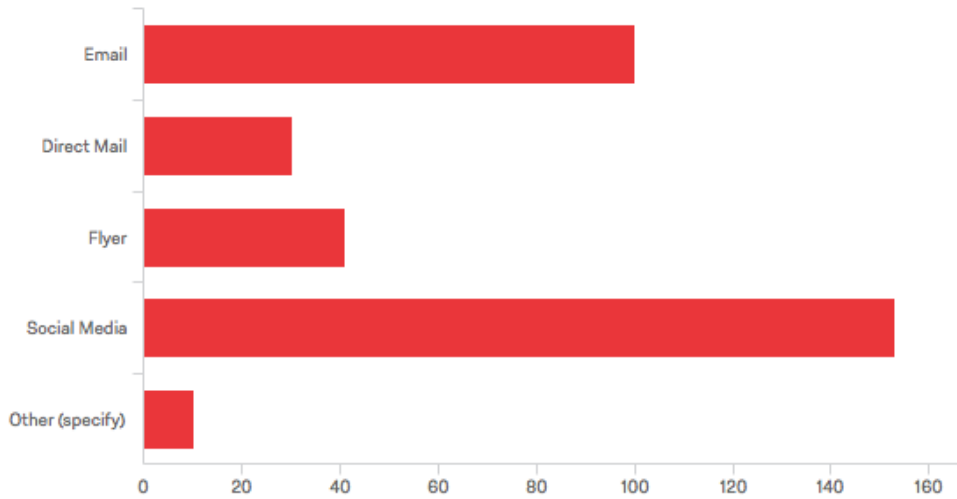
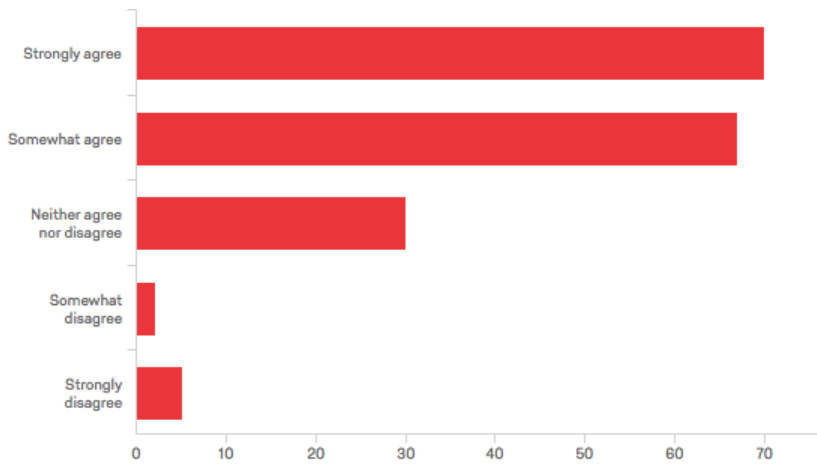


Figure 24

I am likely to recommend an event put on by City of Auburn Parks and Recreation to a friend or family member.



Citations

Auburn, Alabama Parks and Recreation Special Events

<https://www.auburnalabama.org/parks/>

Survey Instrument

Qualtrics

https://auburn.qualtrics.com/jfe/form/SV_4JidxRU11h4aK57

The survey is now closed.