

# 2011 Community Survey for The Quad City Botanical Center

## Executive Summary Report

### Overview and Methodology

The Quad City Botanical Center conducted a Community Survey during May and June of 2011. The purpose of the survey was gather input to help determine future planning for the Botanical Garden. The survey was designed to obtain statistically valid results from households throughout the Quad City area encompassing Rock Island County, Illinois and Scott County, Iowa. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with City of the Board of Directors of the Quad City Botanical Center in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future Botanical Garden.

The five-page survey was mailed to a random sample of 2,000 households in the Quad City area. Approximately three days after the surveys were mailed, each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 400 completed surveys, with 175-225 being from Rock Island County, Illinois and 175-225 being from Scott County, Iowa. This goal was accomplished, with a total of 415 surveys having been completed. Of this 415 surveys, 215 households were in Rock Island County, Illinois and the remaining 200 were in Scott County, Iowa. The results of the random sample of 517 households have a 95% level of confidence with a precision of at least +/-4.8%.

The following pages summarize major survey findings:

## Major Findings

- **Reasons Respondents Visit Quad City Botanical Center.** “To attend special events” (29%) is the most frequently mentioned reason respondents indicated that they visit the Quad City Botanical Center. Other frequently mentioned reasons that respondents visit the Quad City Botanical Center are: to attend private events (25%) and to learn about plants/plant collections (23%).
- **ALL Facilities & Programs Households Have Used.** There are five facilities and programs that at least 40% of respondents have used at the Quad City Botanical Center including: Butterfly Garden (53%), Sun Garden Atrium (43%), Koi Fish Pond (42%), Wildflower Garden (40%), and Gift Shop (40%). The least mentioned facility and program respondents indicated that they used at the Quad City Botanical Center is: Motor coach travel club trip (6%).
- **Exhibits that Respondent Households Indicated Visiting Most Often.** Based on the sum of their top three choices, the exhibits that respondent households indicated they have visited the most often include: Butterfly Garden (38%), Sun Garden Atrium (34%), and Gift Shop (30%).
- **Most Important Experiences Households Gain From Visiting.** Education about plants (49%) was the most frequently mentioned experience respondent households gain from visiting the Quad City Botanical Center. Other frequently mentioned experiences include: relaxation and escape (41%) and entertainment (41%). The least mentioned important experience households gain from visiting the Quad City Botanical Center was: rental options (6%).
- **Reasons Household Hasn’t Used Center or Doesn’t Use More Often.** The most frequently mentioned reason that respondent households indicated that they have not used to botanical center or do not use it more often is: not enough time (52%). The next most frequently mentioned reasons were: I do not think there is enough to do (15%) and too expansive (15%).
- **ALL Attractions Respondents Would Visit with Children.** There were three attractions that respondents indicated they would visit with their children if the Quad City Botanical Center developed a special children’s garden including: Eagles’ nest climbing towers/scenic overlook (58%), cave exploration (51%), and sand and water play area (50%).

- **Experiences Respondents Would Like Added to Child's Life.** The three most frequently mentioned experiences that respondents would like added to their child's life include: planting plants (59%), imaginative play (51%), and building with sand, sticks, and other natural materials (49%).
- **Exhibits, Facilities, and Programs that Respondents Would Visit or Use.** There are two exhibits, facilities, and programs that 50% of respondents indicated they would visit or use at the Botanical Center: potential home gardening exhibits (50%) and more seasonal and flower displays (50%). The least indicated exhibit, facility, and program that respondents would visit or use at the Botanical Center is: adult/singles events (19%).
- **Exhibits, Facilities and Programs Respondents Would Visit or Use the Most Often.** Based on the sum of their top three choices, the exhibits, facilities, and programs respondents would visit or use the most often include: potential home gardening exhibits (34%), concert and performing arts series (27%), and more seasonal and flower displays (27%).
- **Ways Respondents Learn About the Quad City Botanical Center.** The most frequently mentioned ways that respondents learn about the Quad City Botanical Center are: word of mouth (52%), newspaper (51%), and television (37%).
- Over half (52%) of respondents (who indicated that they had visited the Botanical Center) have visited the Botanical Center at least 3-4 times in the past 5 years. Twenty-one percent (21%) of respondents have visited the Botanical Center at least 5-9 times in the past 5 years.
- Thirty-four percent (34%) of respondents indicated that they know that the Quad City Botanical Center is governed by a non-profit organization of local citizens and does not receive any local tax dollars.
- Thirty-eight percent (38%) of respondents know that membership at Quad Cities Botanical Center is open to any resident of Iowa or Illinois in the great Quad City area and that members at the Quad City Botanical Center receive free admission to the Center and many other privileges.
- Fifty-eight percent (58%) of respondents indicated that they would visit the Botanical Center at least 2-3 times per year if it had the features most important to their household. Additionally, 77% indicated that they would visit the Botanical Center at least one time per year if they built a Children's Garden with features most

important to their household.

- Eighty-four percent (84%) of respondents indicated that the maximum amount they would be willing to pay for an adult pass, if the improvements made to the Quad City Botanical Center included the things that are most important to their family, was at least \$3-\$6. It should also be noted that 50% of respondents indicated that they were willing to pay at least \$7-\$9 per visit.
- Sixty-two percent (62%) of respondents indicated that they think it is either “very important” (25%) or “somewhat important” (37%) to expand the Botanical Center. Only 7% indicated that it was “not important”.