

Mountain Recreation Community Survey Findings

BY ETC INSTITUTE

**Since 2006,
ETC Institute
Has,
In More Than
1,000 Cities
&
49 States,
Surveyed
More Than
3,000,000
Persons.**

**ETC Institute is a National Leader
in Market Research for Local
Governmental Organizations**

*For more than 35 years, our mission has
been to help municipal governments
gather and use survey data to enhance
organizational performance.*



Purpose



To gather objective feedback from residents to help understand recreation priorities for the community



To ensure Mountain Recreation is investing in the amenities and programs that matter most to the community



To develop priorities for investment based on our Priority Investment Ratings Analysis

Methodology

Survey Description

- Six-page survey

Method of Administration

- By mail and online to a random sample of households in the District

Sample Size

- 323 completed surveys

Margin of Error

- +/- 5.4% at the 95% level of confidence

2025 Mountain Recreation Survey Demographics
(based on combined U.S. Census Estimates for Edwards, Eagle, and Gypsum)

Q1. Including yourself, how many people in your household are...	Survey	Census
Under age 5	5.2%	4.4%
Ages 5-9	10.3%	6.5%
Ages 10-14	13.0%	8.7%
Ages 15-19	6.9%	8.2%
Ages 20-24	3.8%	4.5%
Ages 25-34	11.8%	13.2%
Ages 35-44	12.6%	16.3%
Ages 45-54	13.9%	12.7%
Ages 55-64	11.1%	11.6%
Ages 65+	10.2%	13.9%

Household Composition: Good Representation

2025 Mountain Recreation Survey Demographics
(based on combined U.S. Census Estimates for Edwards, Eagle, and Gypsum)

Q16. Your race/ethnicity (check all that apply)	Survey	Census
Asian or Asian Indian	1.5%	0.8%
Black or African American	1.2%	0.8%
American Indian or Alaska Native	1.2%	0.0%
White or Caucasian	91.3%	56.9%
Native Hawaiian or other Pacific Islander	0.3%	0.2%
Hispanic, Spanish, or Latino/a/x	30.0%	39.4%
Other	1.5%	-
<i>Two or more selections made *</i>	27.9%	22.8%
<i>White-Alone percentage is calculated at 63%</i>		
<i>Multiple options could be selected, totals will not add up to 100%</i>		

Race and Ethnicity: Good Representation

2025 Mountain Recreation Survey Demographics
(based on combined U.S. Census Estimates for Edwards, Eagle, and Gypsum)

Q18. Gender	Survey	Census
Man	49.2%	52.6%
Woman	50.5%	47.4%
I prefer to self-identify	0.3%	-
Q17. Income	Survey	Census
Under \$50K	14.0%	Median: \$106,373
\$50K to \$74,999	25.8%	
\$75K to \$124,999	24.0%	
\$125K to \$149,999	18.5%	
\$150K +	17.0%	

Gender and Income: Good Representation

What to Know

- In the past year usage and participate has been strong:
 - 65% of respondents visited the Gypsum Recreation Center
 - 49% have visited Edwards Field House in the past year
 - 50% have visited the Eagle Pool and Ice Rink in the past year
 - 34% of respondents have participated in or attended a special event or community event
 - 64% of respondents have participated in any programs offered
- Respondents indicated they prefer emails from the department, the Mountain Recreation website, and social media for getting information about Mountain Recreation

Top Priorities Based on PIR Analysis

FACILITIES & AMENITIES

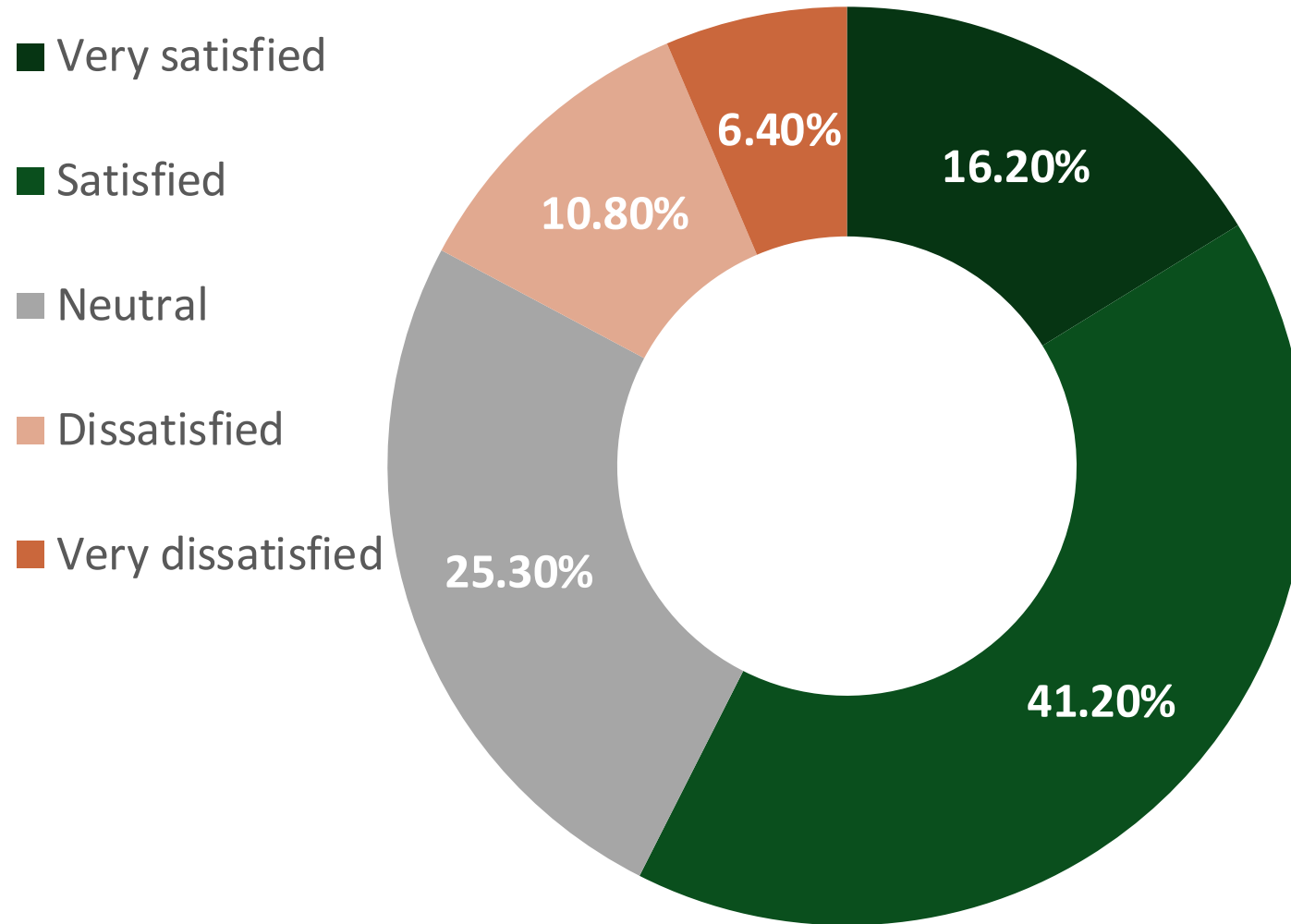
1. Indoor fitness and wellness spaces
2. Indoor ice skating/hockey space
3. Indoor pool space
4. Splash pads/interactive water play
5. Outdoor pickleball courts
6. Indoor pickleball courts
7. Indoor sporting practice facilities
8. Outdoor fitness equipment

PROGRAMS & ACTIVITIES

1. Swimming
2. Sports Leagues
3. Adult Enrichment
4. Drop-in Sports
5. Adult Outdoor Recreation
6. Active Older Adult Programs
7. Youth Outdoor Recreation

Usage and Ratings of the System

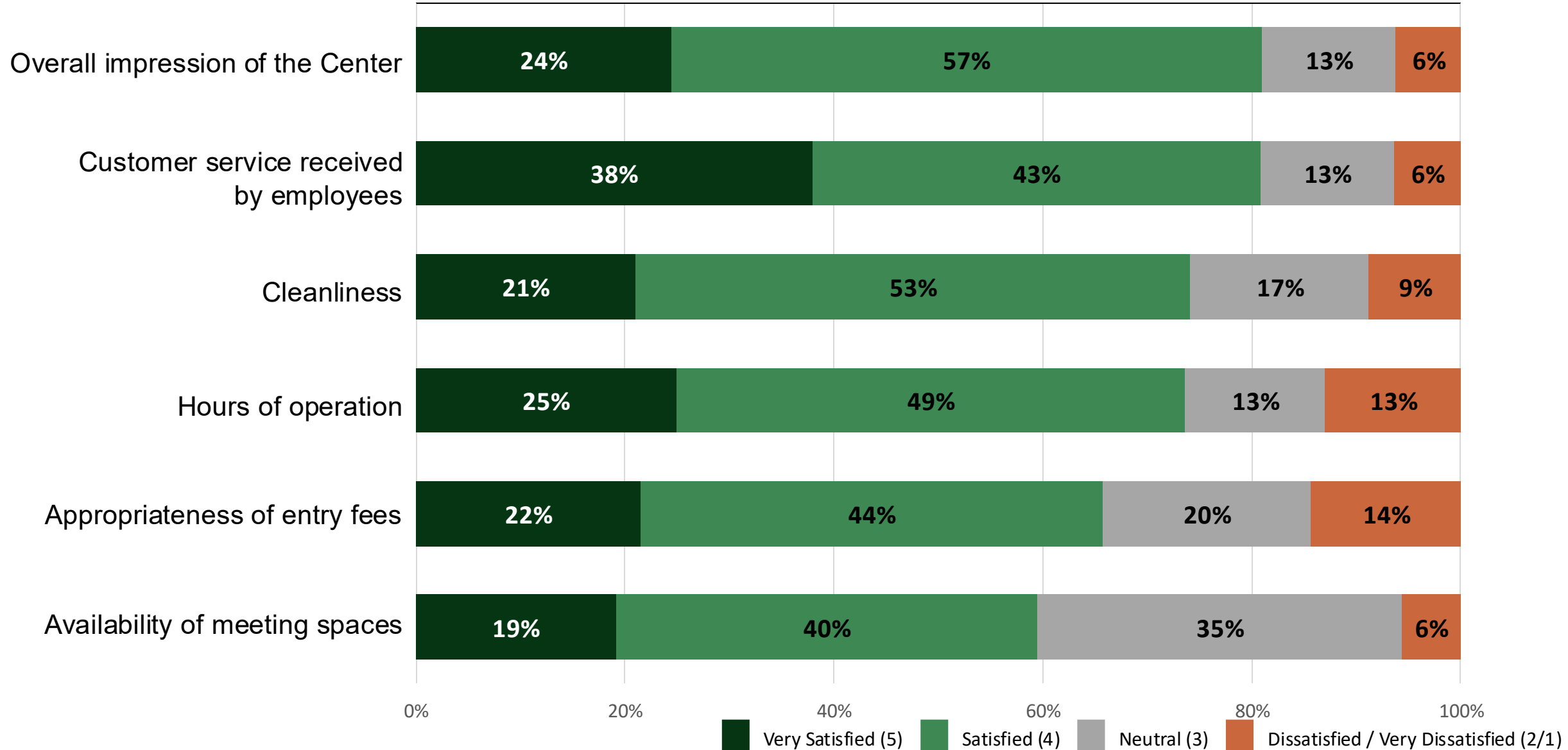
Q14. Please Rate Your Level Of Satisfaction With The Overall Value That Your Household Receives From The Services, Programs, And Facilities Provided By Mountain Recreation.
by percentage of respondents (excluding don't know)



Most respondents see the value Mountain Recreation provides and fewer than 1 in 5 respondents are dissatisfied

Q5a. Satisfaction with the Gypsum Recreation Center

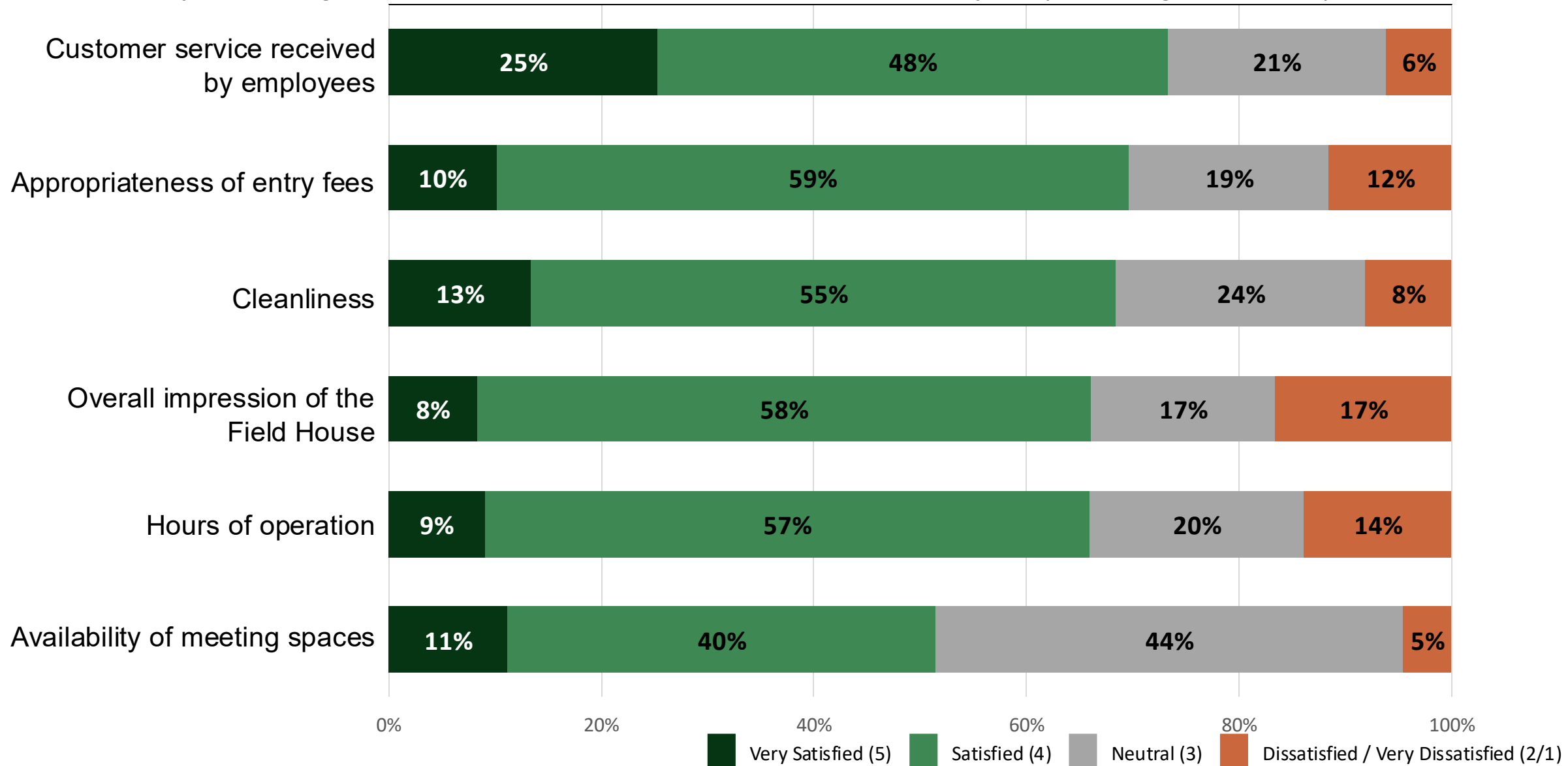
by percentage of respondents who have visited within the last year (excluding don't know)



Responses based on 65% of respondents who visited the Gypsum Recreation Center in the past year

Q5b. Satisfaction with the Edwards Field House

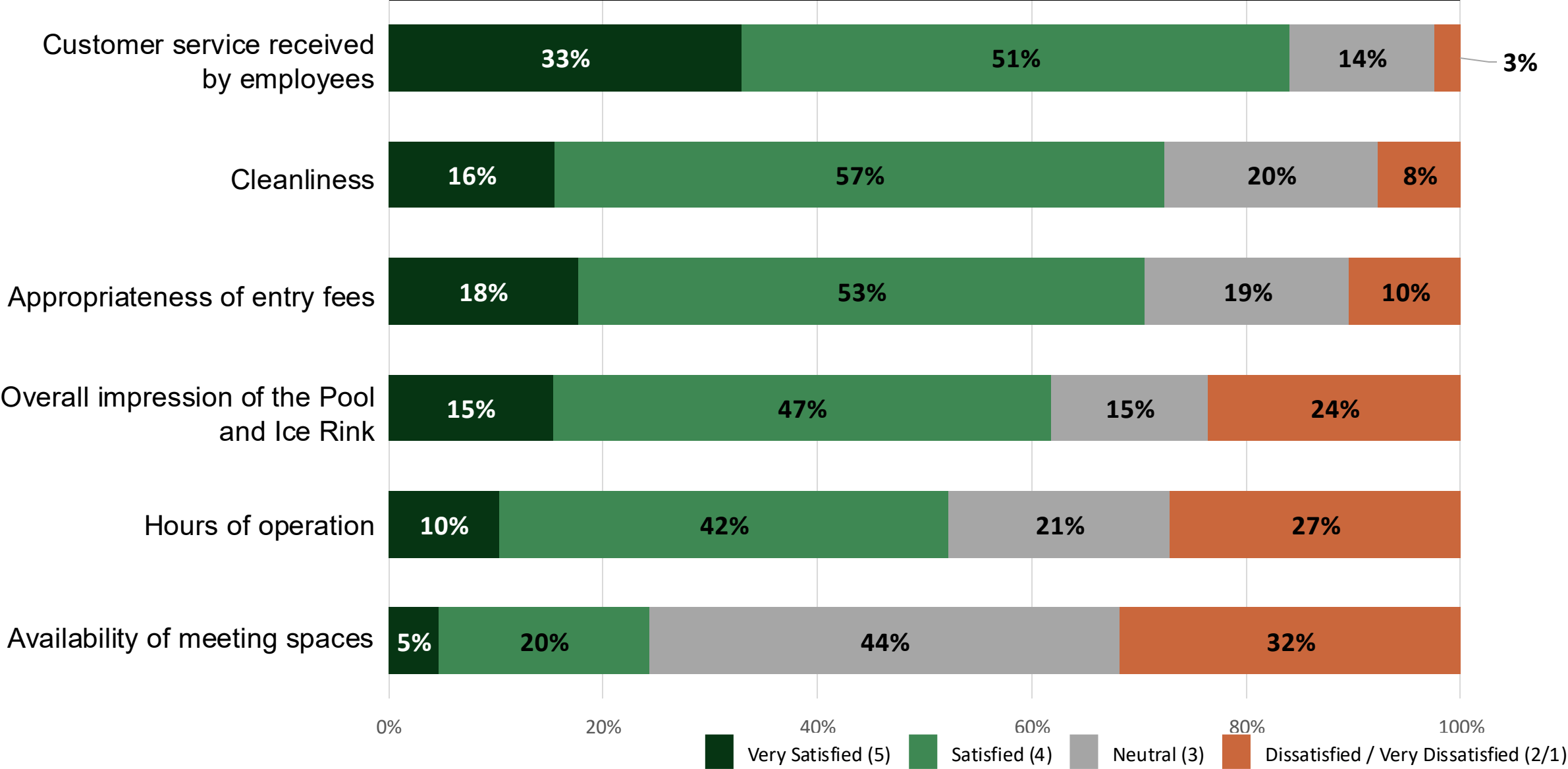
by percentage of respondents who have visited within the last year (excluding don't know)



Responses based on 49% of respondents who visited the Edwards Field House in the past year

Q5c. Satisfaction with the Eagle Pool and Ice Rink

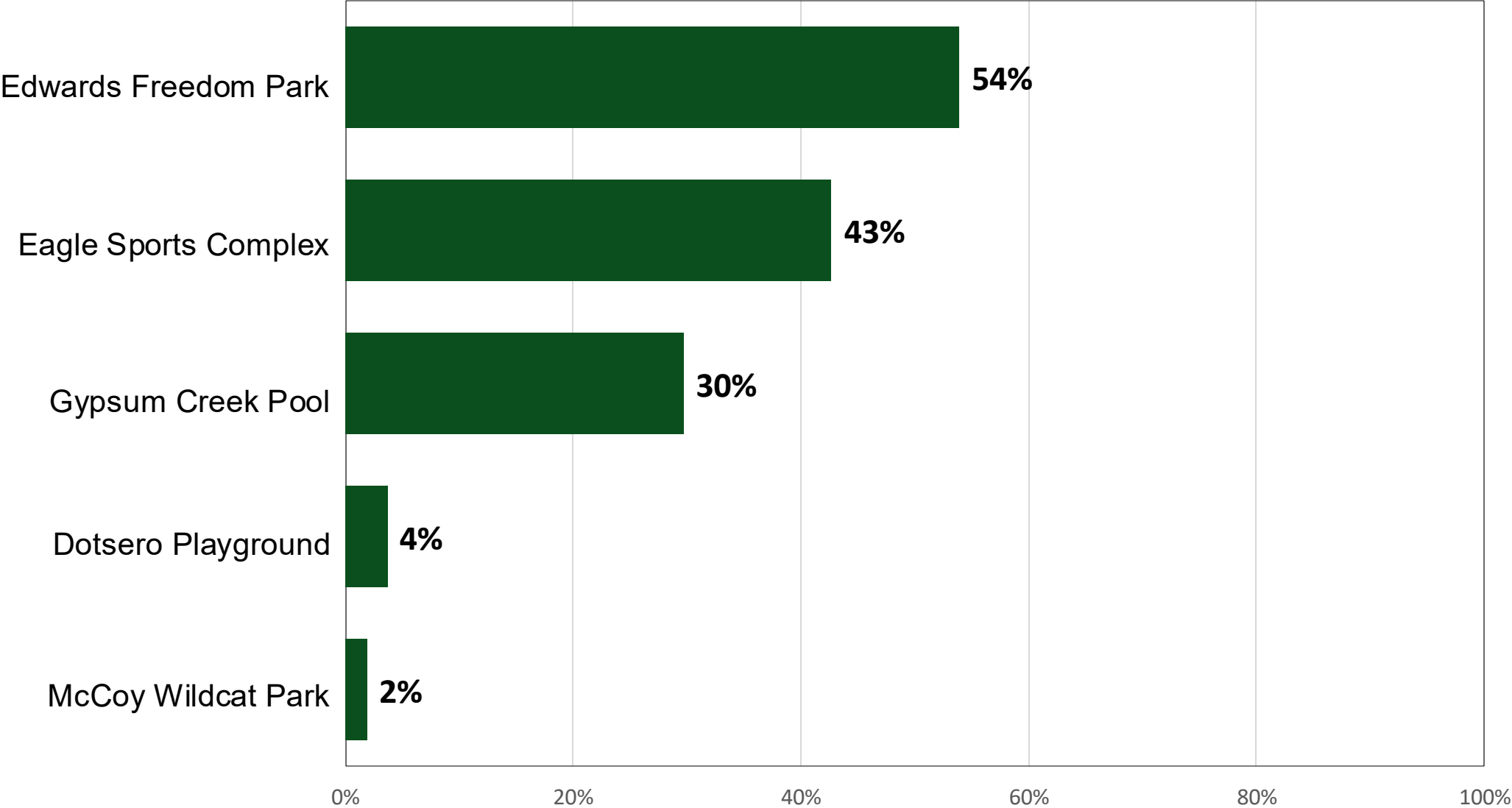
by percentage of respondents who have visited within the last year (excluding don't know)



Responses based on 50% of respondents who visited the Eagle Pool and Ice Rink in the past year

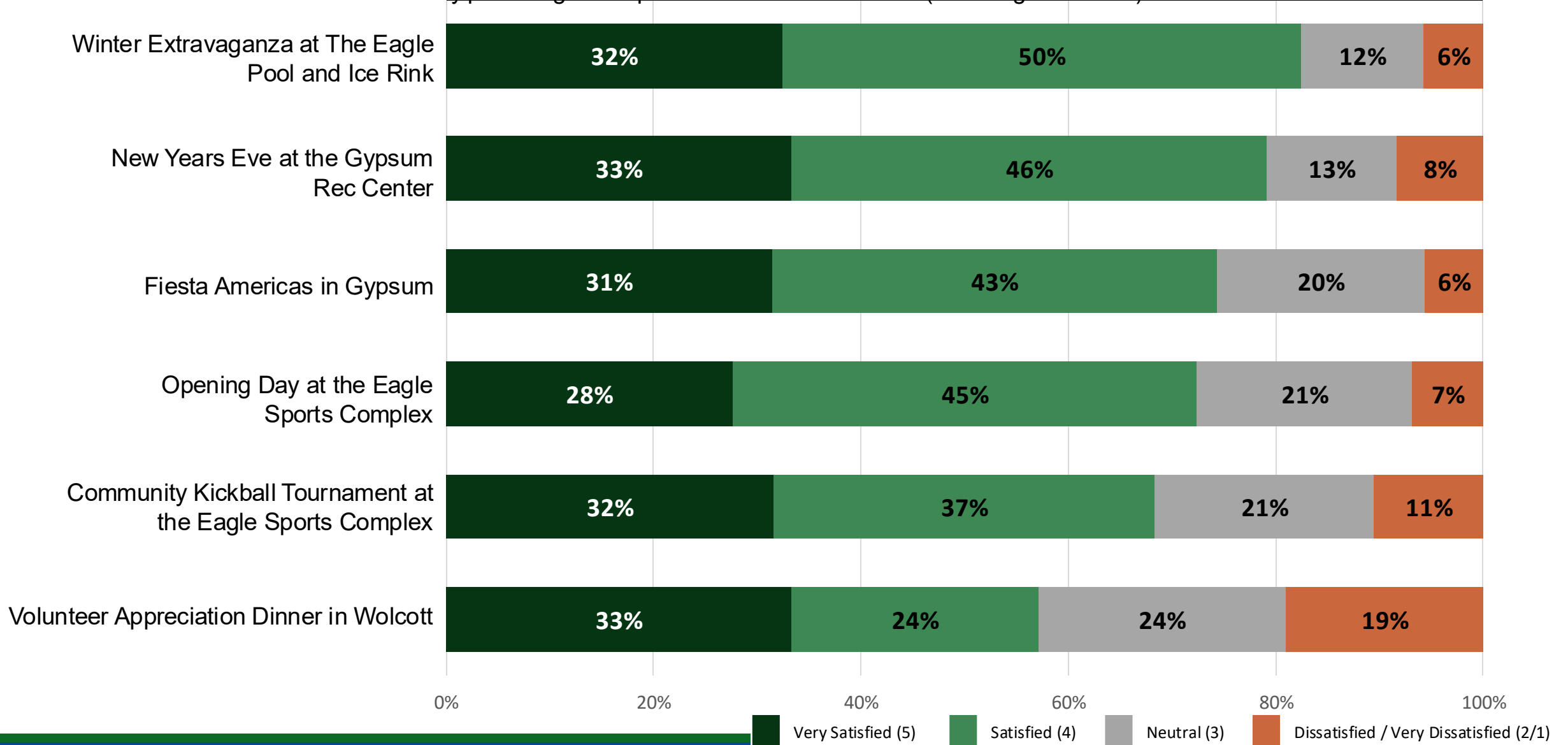
Q5d. Please Check ALL OTHER Facilities Listed Below You Or The Members Of Your Household Have Visited.

by percentage of respondents (multiple selections could be made)



Q6a. How Would You Rate Your Overall Satisfaction With The Special Event Or Community Events You And The Members Of Your Household Have Attended?

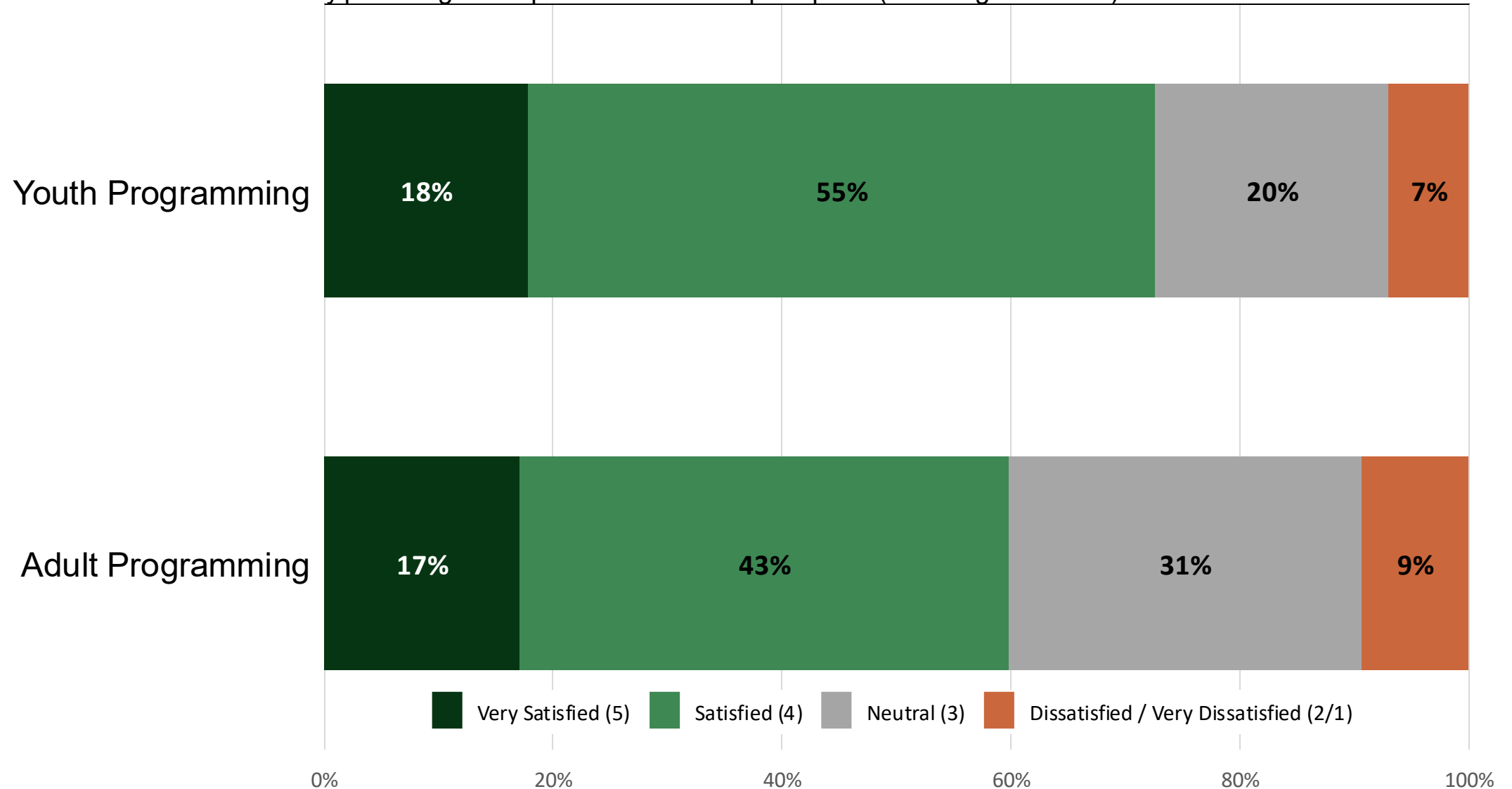
by percentage of respondents who have attended (excluding don't know)



Responses are based on 34% of respondents who participated in a special/community event in the past year

Q7a. Please Rate Your Satisfaction With Each Of The Programming Types You Or The Members Of Your Household Have Participated In During The Past Year.

by percentage of respondents who have participated (excluding don't know)



Responses are based on 64% of respondents who participated in any programs in the past year

Q2. Overall Satisfaction with Mountain Recreation Services

by percentage of respondents (excluding don't know)

How close facilities are located to your home



Availability of information about programs/facilities



Security at facilities



➡ Maintenance of facilities



Fees charged for programs



➡ Quality of programs for families with children



Fees charged to use recreation facilities



Ease of registering for classes



➡ Variety of programs offered



Ease of renting/reserving a facility



User friendliness of District's website



➡ Number of facilities offered in the District



➡ Schedule of when programs are offered (time/day)

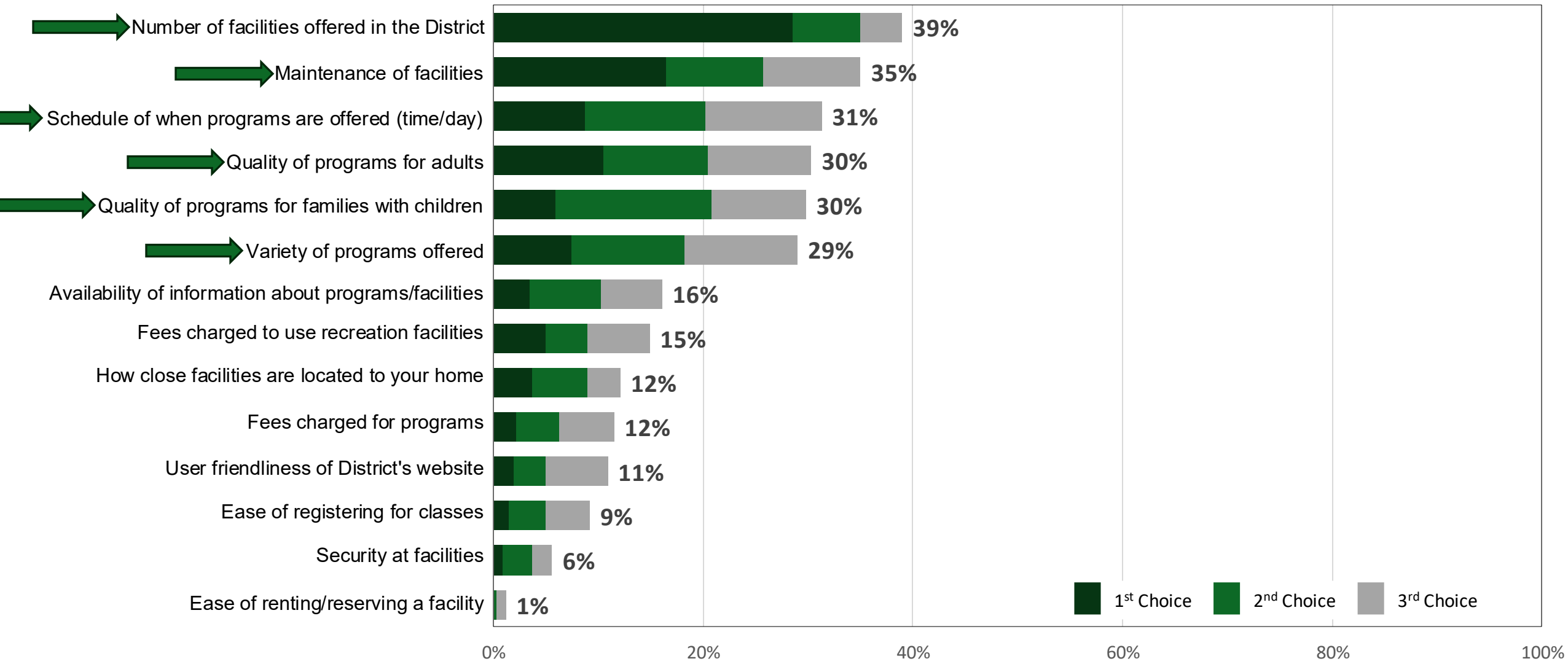


➡ Quality of programs for adults



Q3. Which THREE Of The Items Listed In Question 2 Do You Think Should Receive The MOST EMPHASIS From District Leaders Over The Next TWO Years?

by percentage of respondents who selected the item as one of their top three choices



2025 Importance-Satisfaction Rating

Mountain Recreation

Mountain Recreation Services



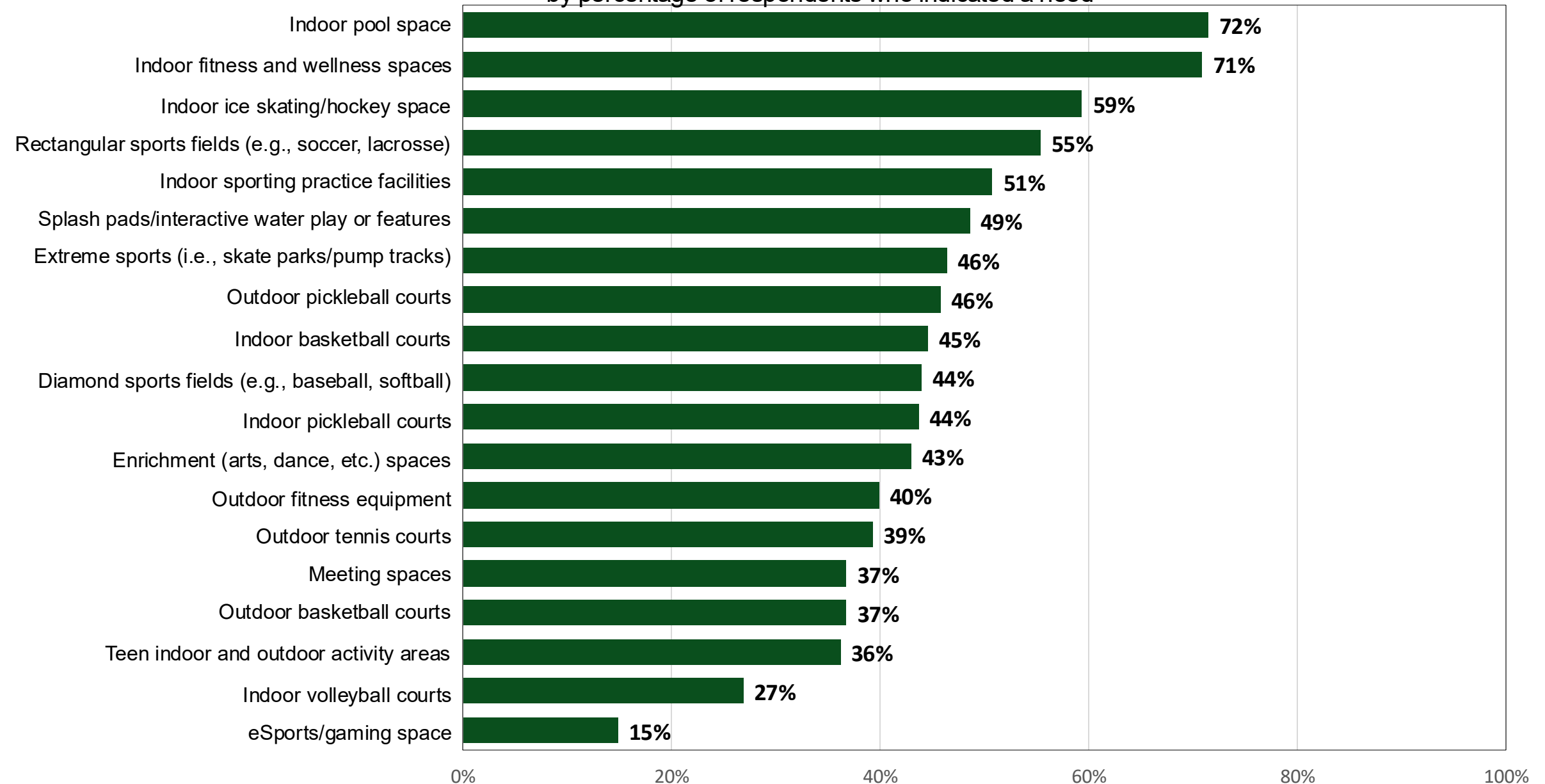
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Number of facilities offered in the District	39%	1	50%	12	0.1934	1
Quality of programs for adults	30%	4	46%	14	0.1645	2
Schedule of when programs are offered (time/day)	31%	3	50%	13	0.1559	3
Variety of programs offered	29%	6	58%	9	0.1224	4
Quality of programs for families with children	30%	5	64%	6	0.1079	5
Maintenance of facilities	35%	2	70%	4	0.1040	6
Fees charged to use recreation facilities	15%	8	61%	7	0.0577	7
User friendliness of District's website	11%	11	53%	11	0.0514	8
Availability of information about programs/facilities	16%	7	74%	2	0.0423	9
Fees charged for programs	12%	10	66%	5	0.0396	10
Ease of registering for classes	9%	12	61%	8	0.0357	11
How close facilities are located to your home	12%	9	78%	1	0.0269	12
Security at facilities	6%	13	72%	3	0.0159	13
Ease of renting/reserving a facility	1%	14	56%	10	0.0053	14

Amenity Priorities

UNMET NEEDS AND PRIORITIES FOR AMENITIES

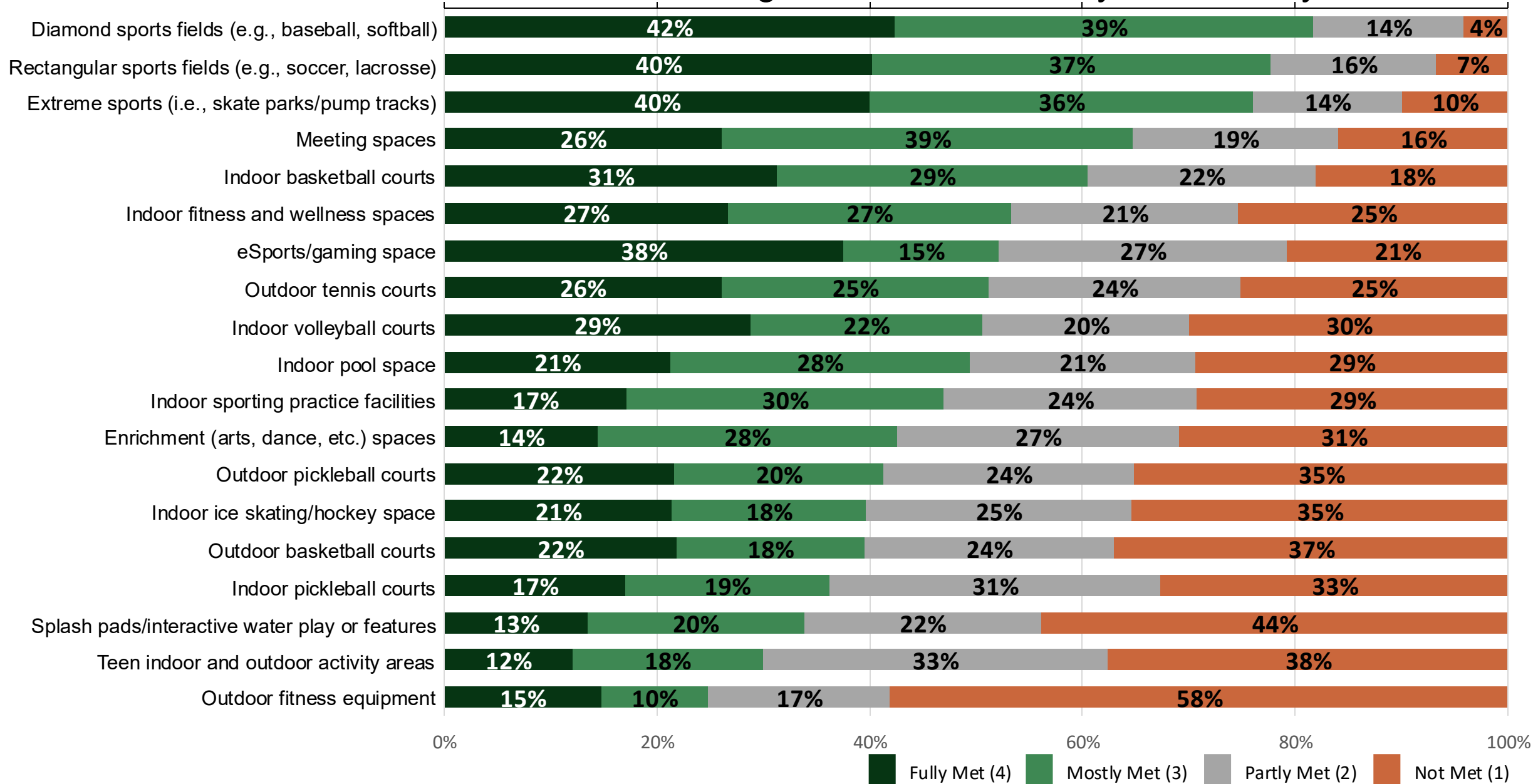
Q10. Need For Facilities And Amenities

by percentage of respondents who indicated a need



First, we determine the overall need for the amenities listed

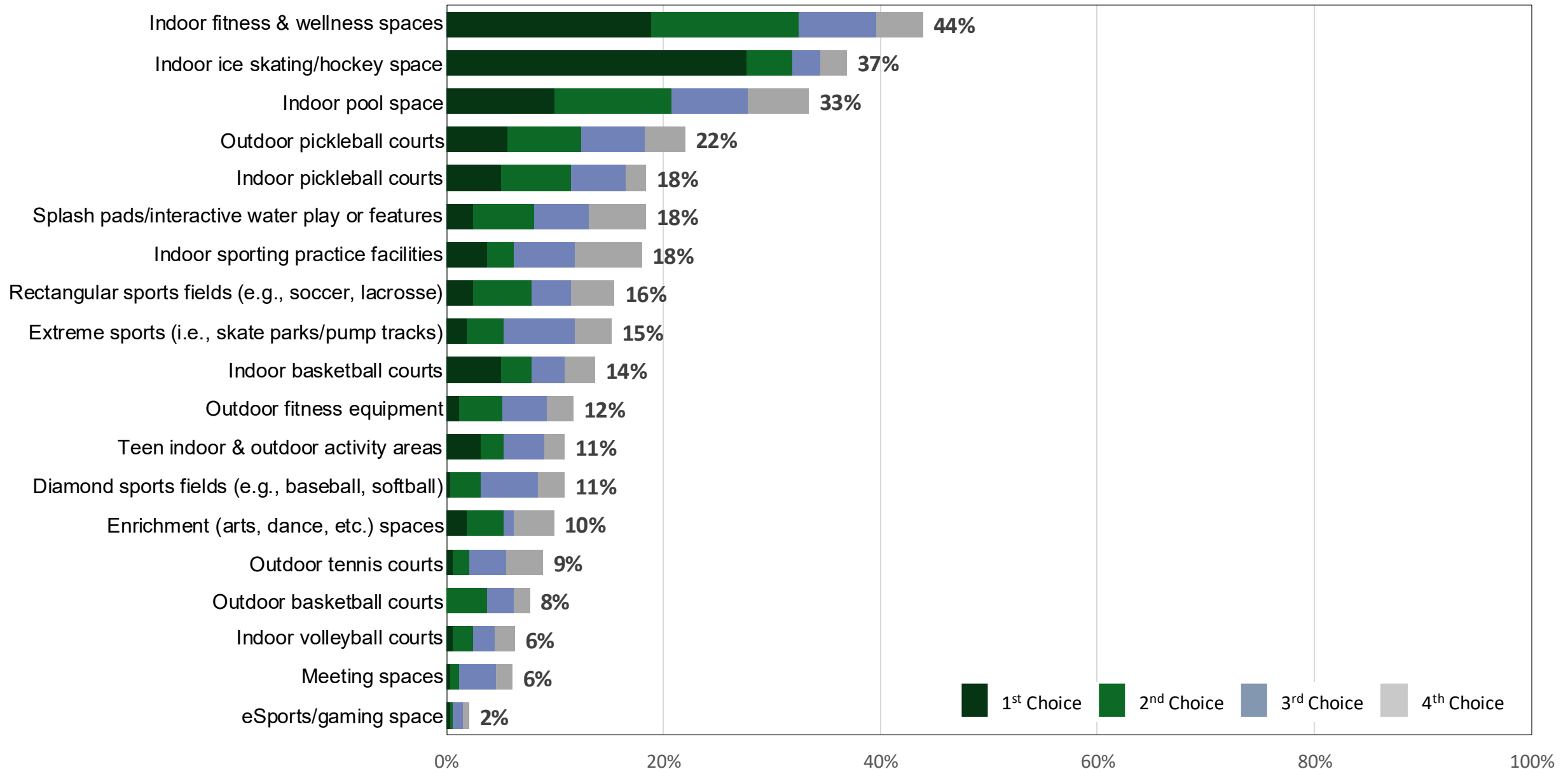
Q10. How Well Your Needs Are Being Met For Each Facility And Amenity



Those respondents who have a need are asked to indicate how well their needs are currently being met

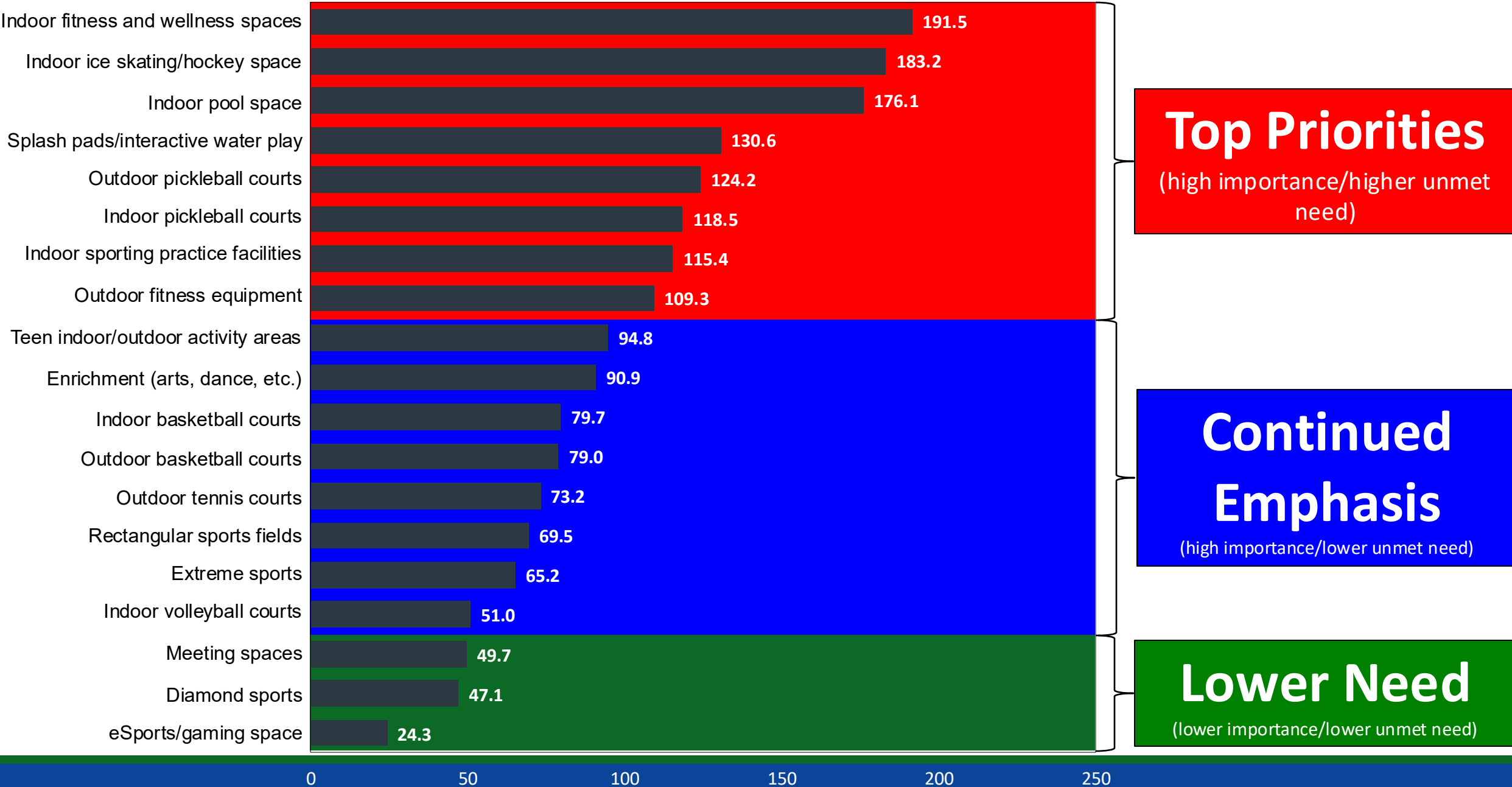
Q11. Which FOUR Facilities/Amenities From The List In Question 10 Are MOST IMPORTANT To Your Household?

by percentage of respondents who selected the item as one of their top four choices



The final piece of the Priority Investment Ratings is the important of the amenities to households

Top Priorities for Investment for Facilities And Amenities Based on Priority Investment Rating

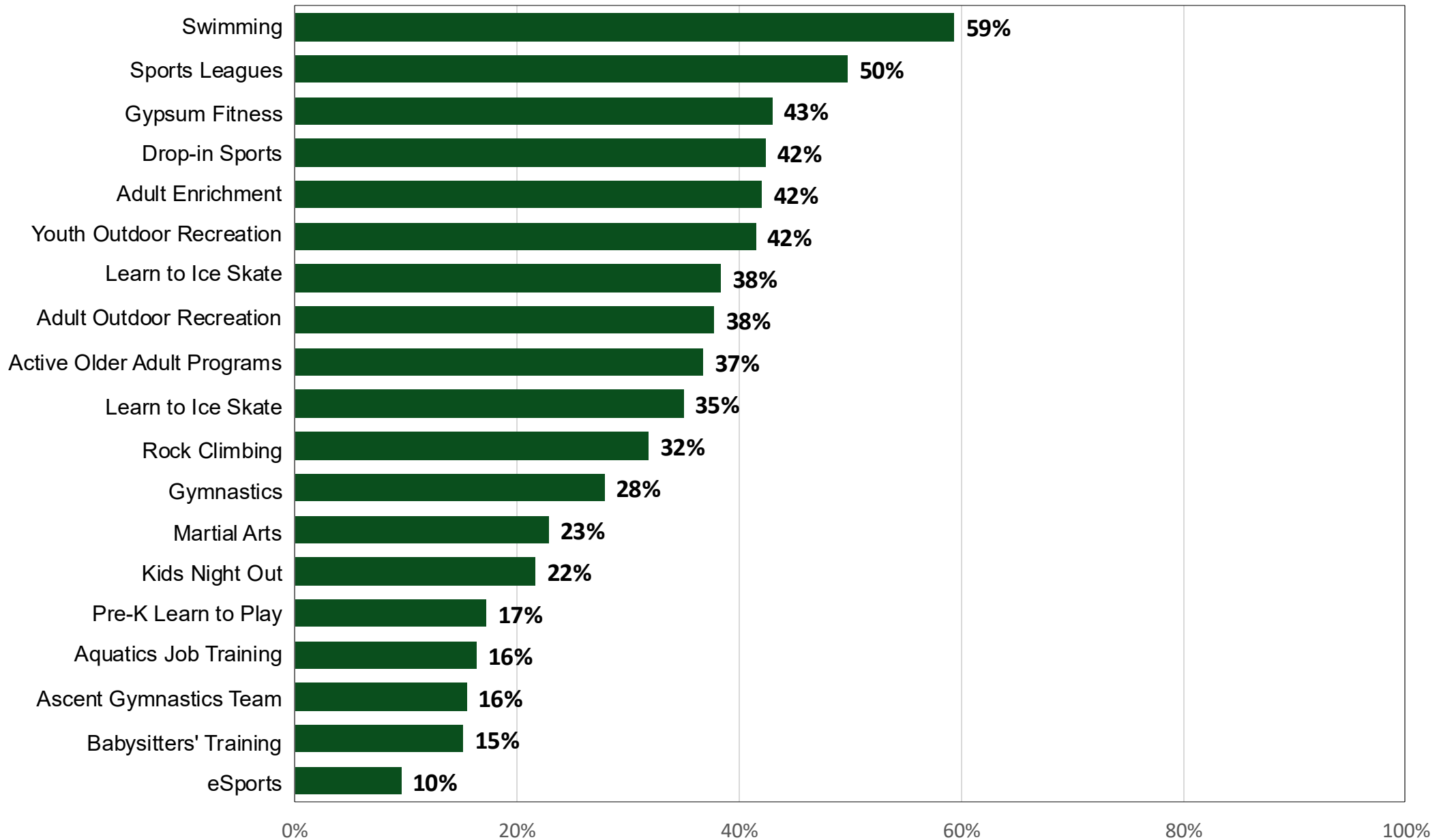


Program Priorities

UNMET NEEDS AND PRIORITIES FOR PROGRAMS

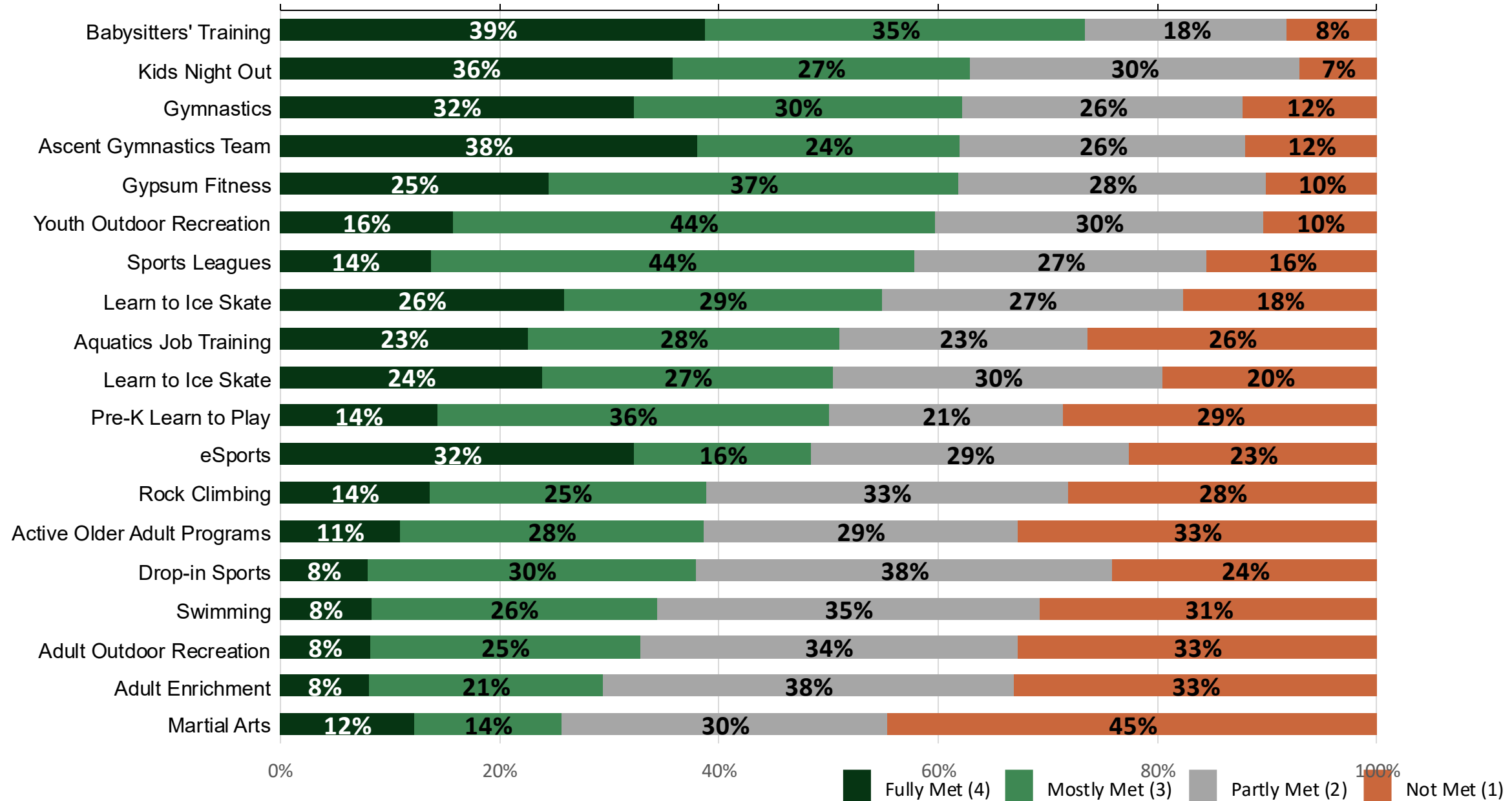
Q13. Need For Programs And Activities

by percentage of respondents who indicated a need



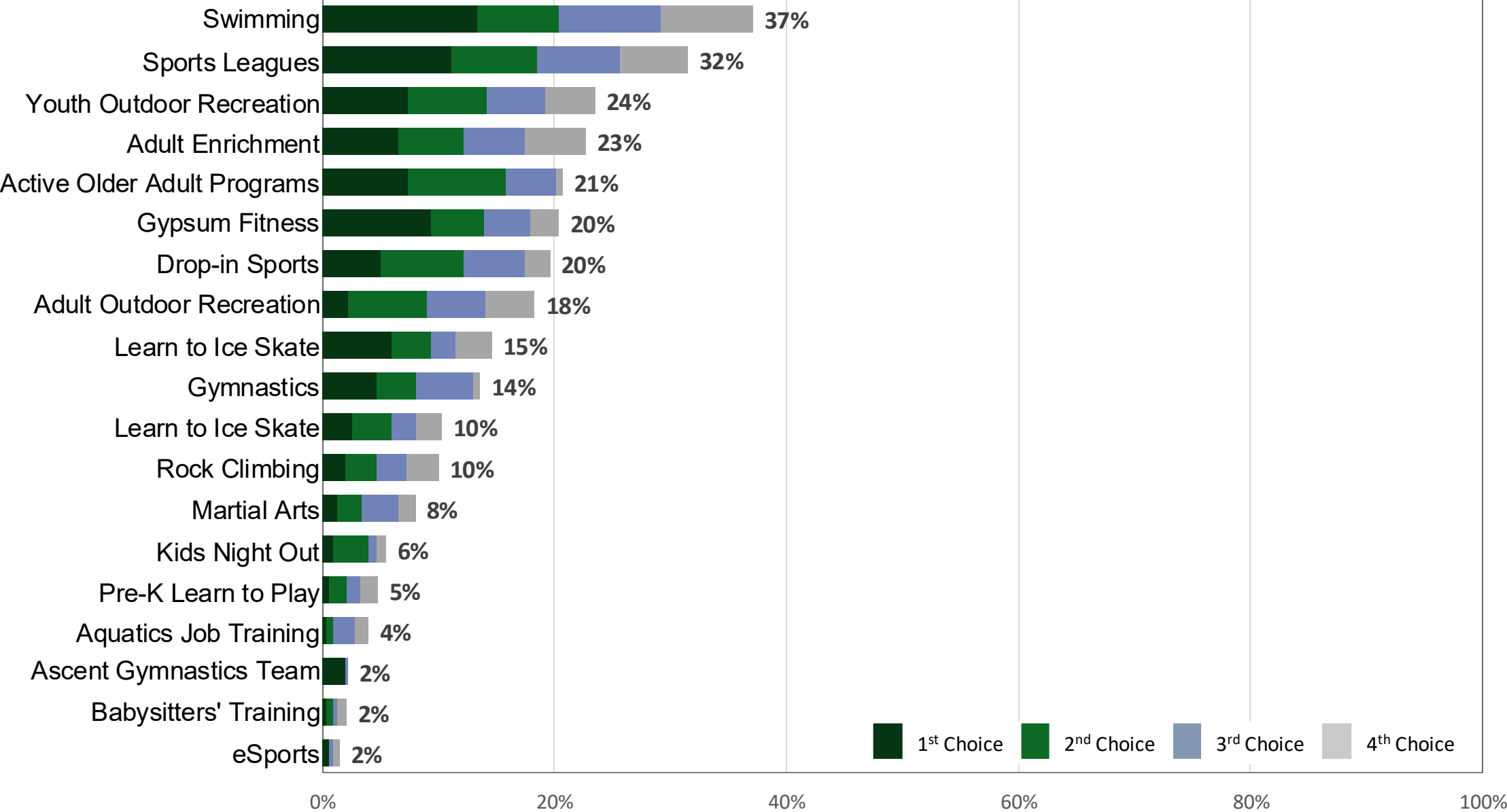
First, we determine the overall need for the programs listed

Q12. How Well Your Needs Are Being Met For Each Programs And Activities



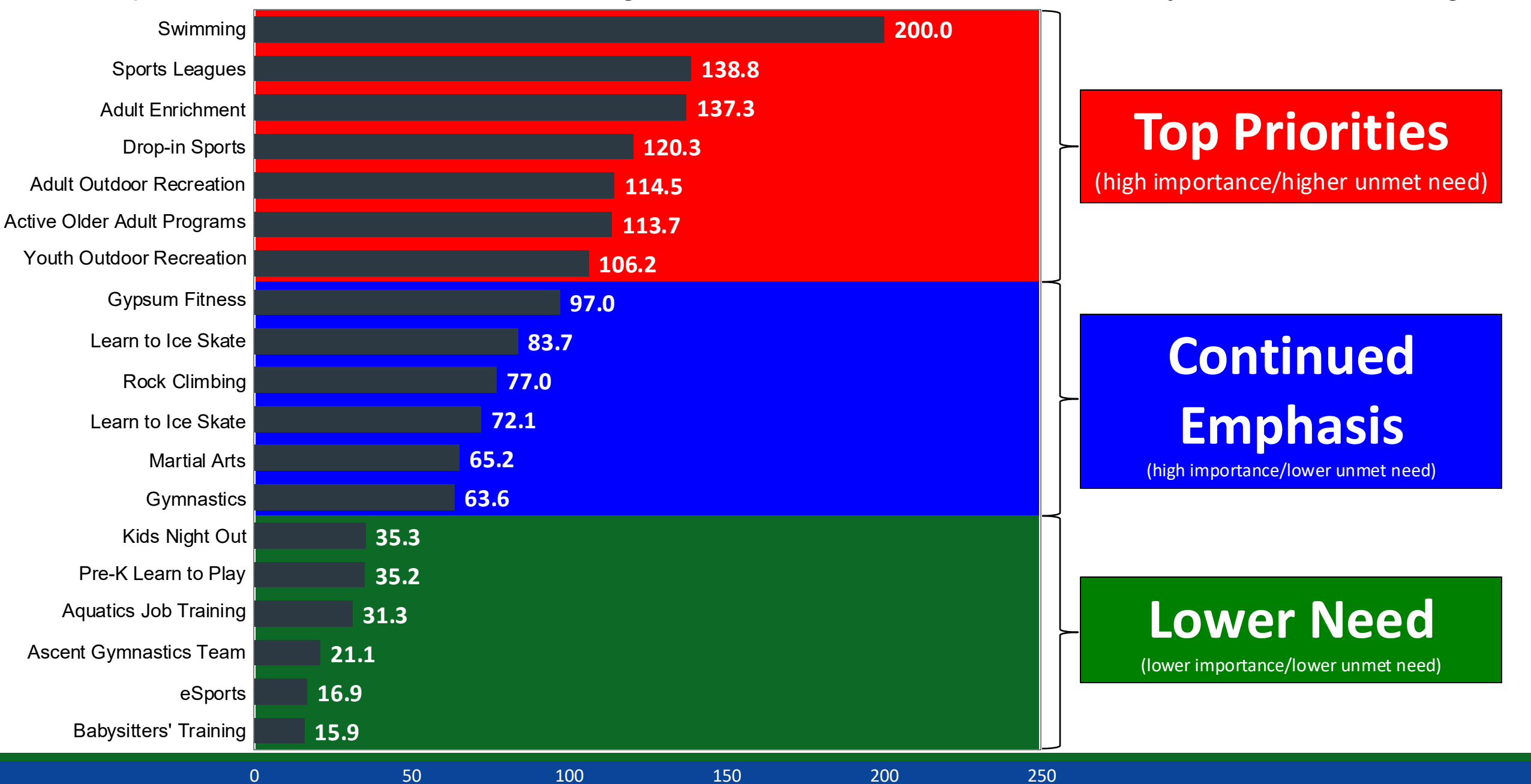
Those respondents who have a need are asked to indicate how well their needs are currently being met

Q13. Which FOUR Programs/Activities From The List In Question 12 Are MOST IMPORTANT To Your Household?
by percentage of respondents who selected the item as one of their top four choices



The final piece of the Priority Investment Ratings is the important of the programs to households

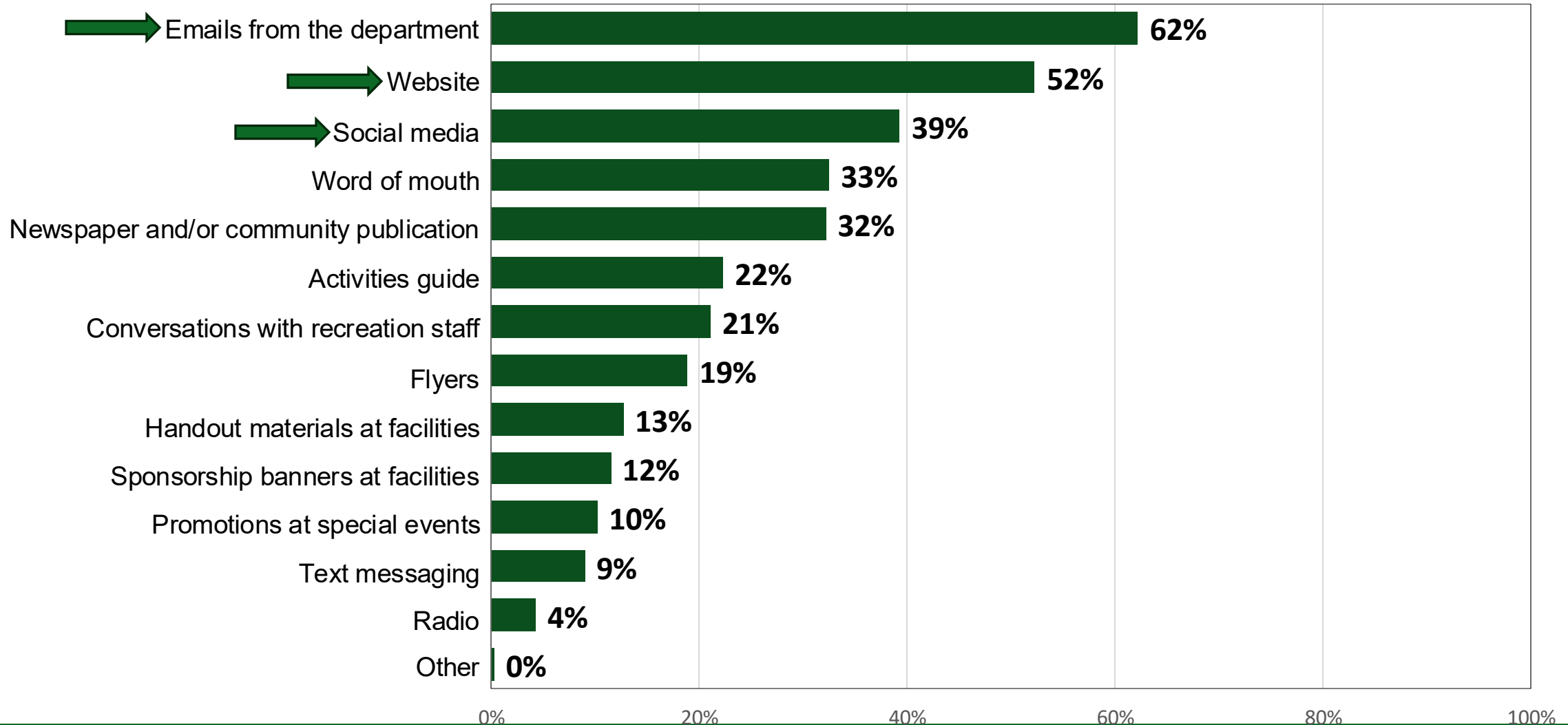
Top Priorities for Investment for Programs And Activities Based on Priority Investment Rating



Communication

Q8. From The Following List, Please CHECK ALL The Ways You Currently Learn Or Would Like To Learn About Mountain Recreation Facilities, Programs, Activities, And Events.

by percentage of respondents (multiple selections could be made)

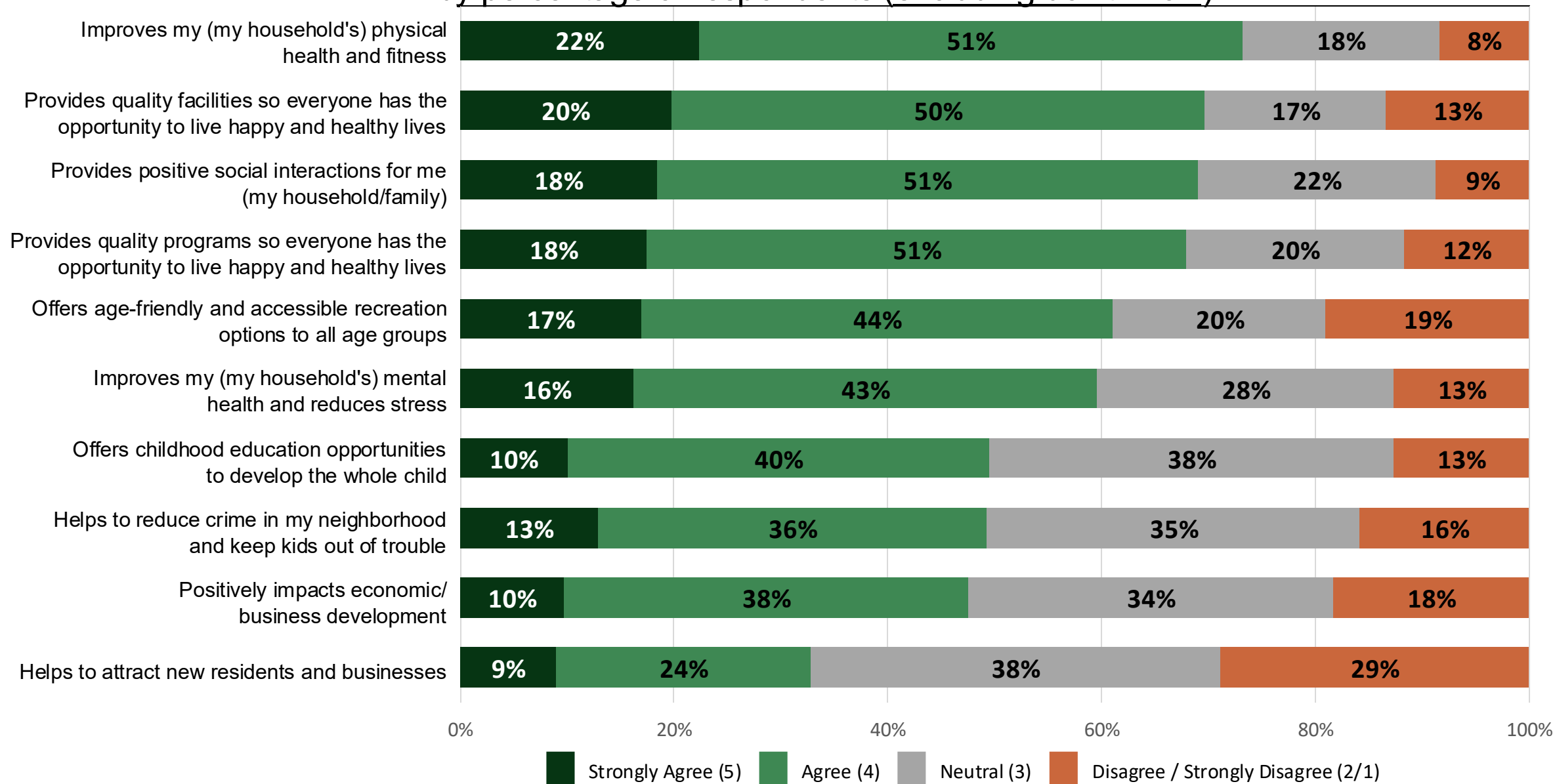


The most preferred sources are highlighted with arrows

Additional Findings

Q4. Please Rate Your Level Of Agreement With The Following Statements

by percentage of respondents (excluding don't know)



Questions?

THANK YOU