2025 Community Survey Results

June 9, 2026

Presented by aQityRESEARCH

Findings are based on a communitywide survey of n=456 Glenview Park District (GPD) residents.

Dates data collection: March 12th through April 29th, 2026.

Randomly sampled households received survey invitations via email and/or USPS delivery (postcards or paper questionnaires). All respondents were given three options to complete the survey (online, by mail, or by phone).

- Most completed the survey online (n=413) or by mailing a completed hard copy questionnaire (n=43). No one opted for a phone interview.

The respondent sample was weighted to match US Census figures for households within GPD boundaries by region, gender, age, race/ethnicity, and presence of children under age 18 in the household.

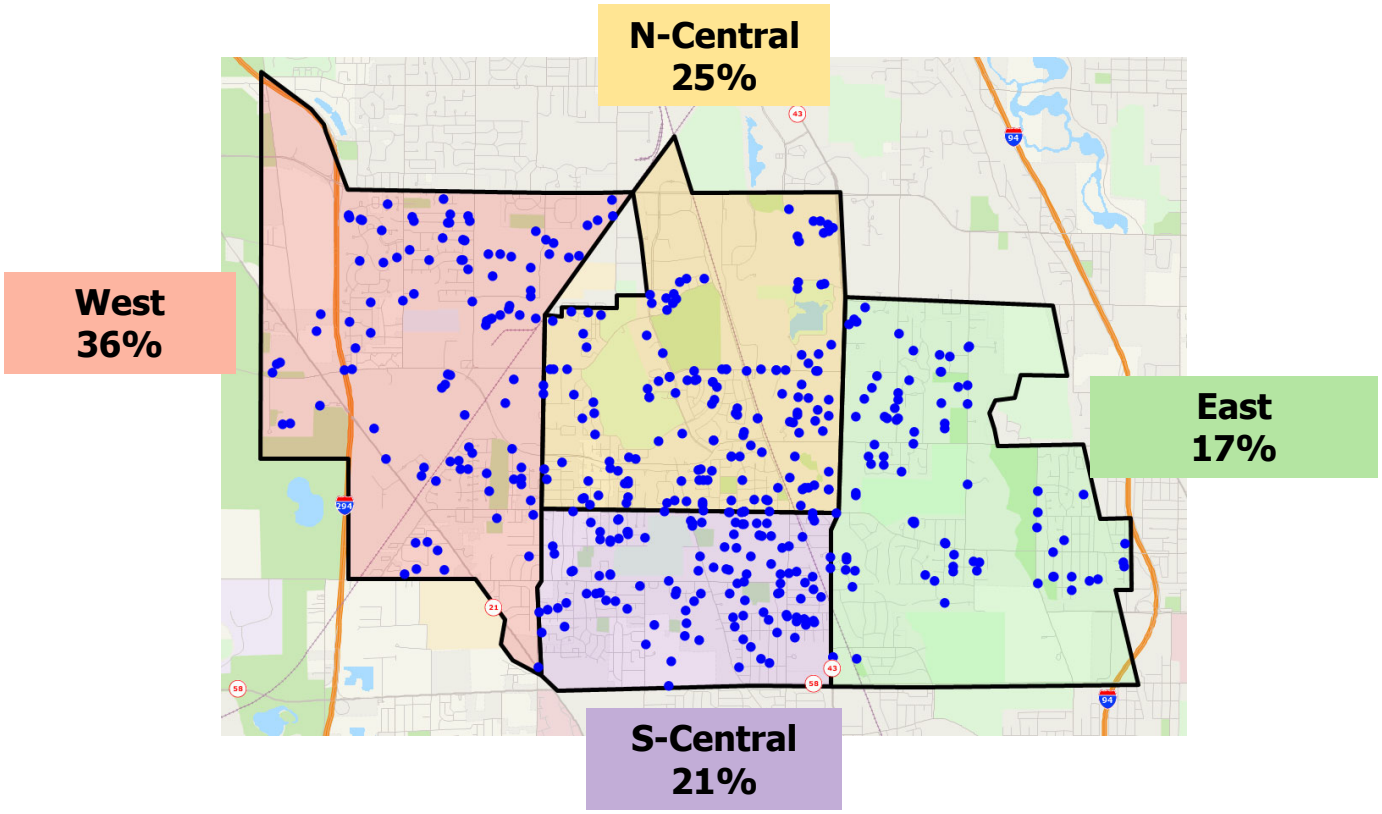
The maximum margin of error for a sample of n=456 respondents is +/- 4.5% (at the 95% confidence level).

Gender *	
Male	45%
Female	53
Other/Prefer to self-describe	2
Race (multiple responses) *	
White	77%
Asian	17
Other/Multi	10
Hispanic/Latino Ethnicity *	
% Yes	4%
Children in Household Under 18? *	
% Yes	31%

Age *	
Under 45	28%
45-54	19
55-64	17
65+	36
Mean (avg.) for ages 18+	*57.3*
Length of residence in GPD	
< 5 years	20%
5-9 yrs.	23
10-19 yrs.	15
20-29 yrs.	16
30+ yrs.	26
Mean (avg.)	*18.9*

* Respondent sample weighted to align with US Census data for GPD.

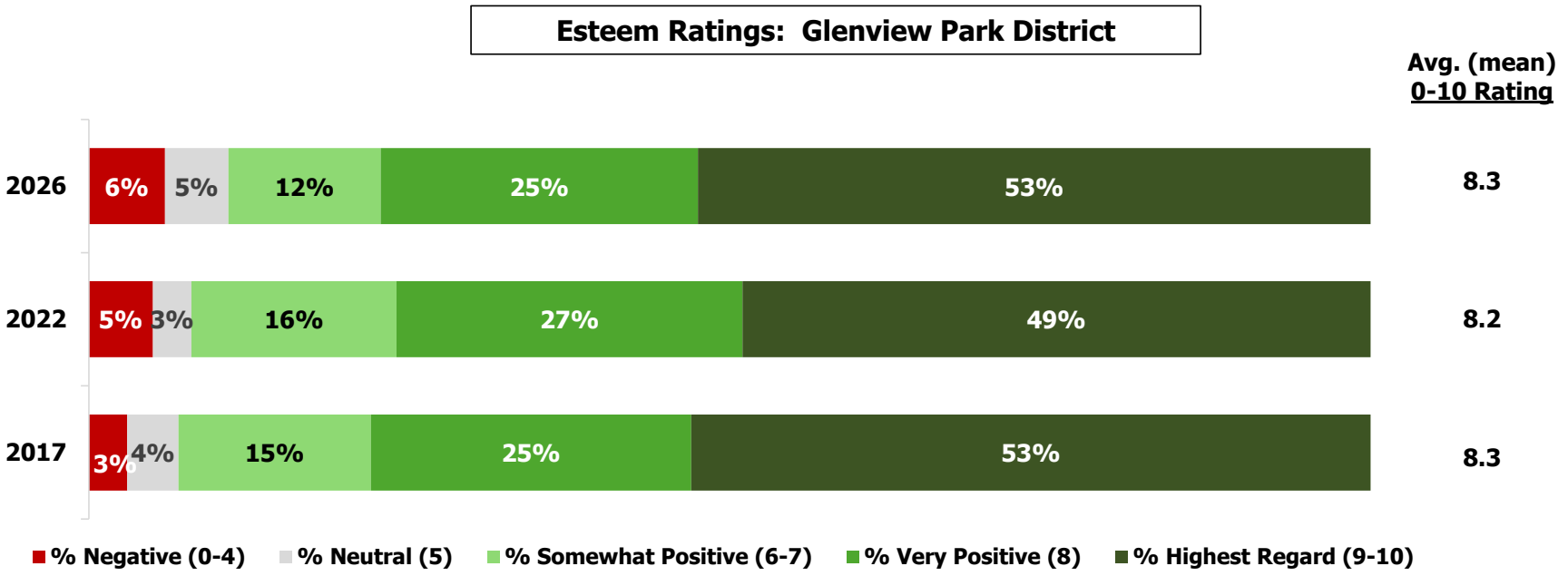
Sample Demographics: Regional Distribution*



* Respondent sample weighted to align with US Census data for BGPD.

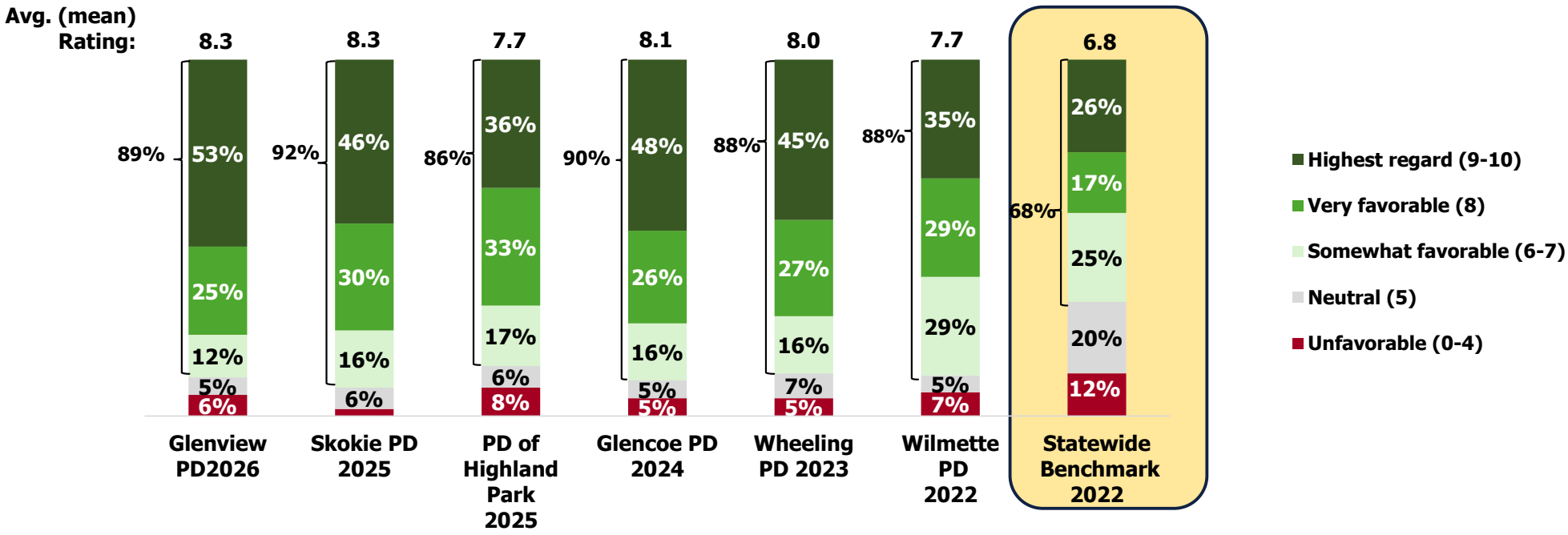
GPD Overall Esteem

Esteem Ratings: Glenview Park District



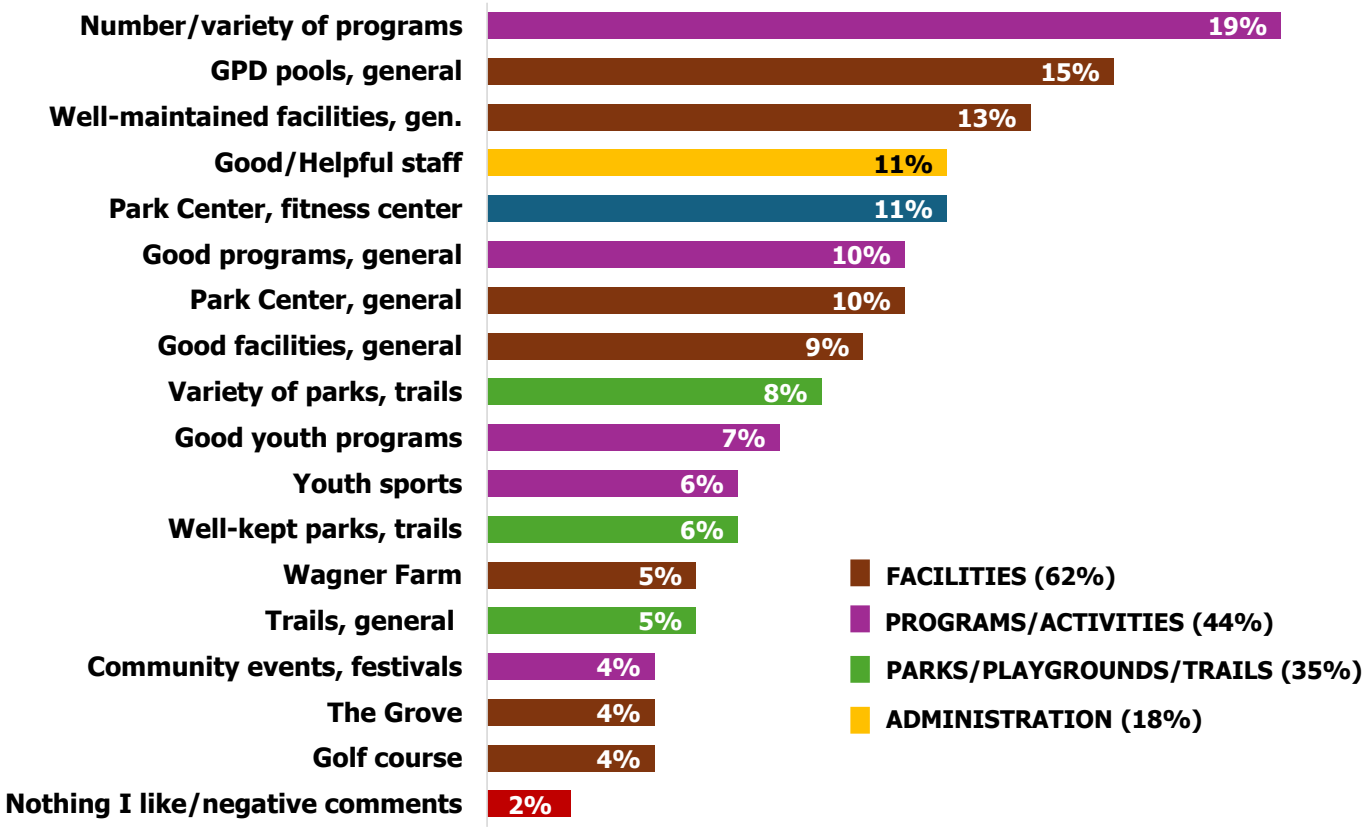
Q2. Please rate your overall opinion of the Glenview Park District. (0=completely dislike, 5=neutral, 10=highest regard). .

Benchmark Comparisons: Overall Esteem Ratings



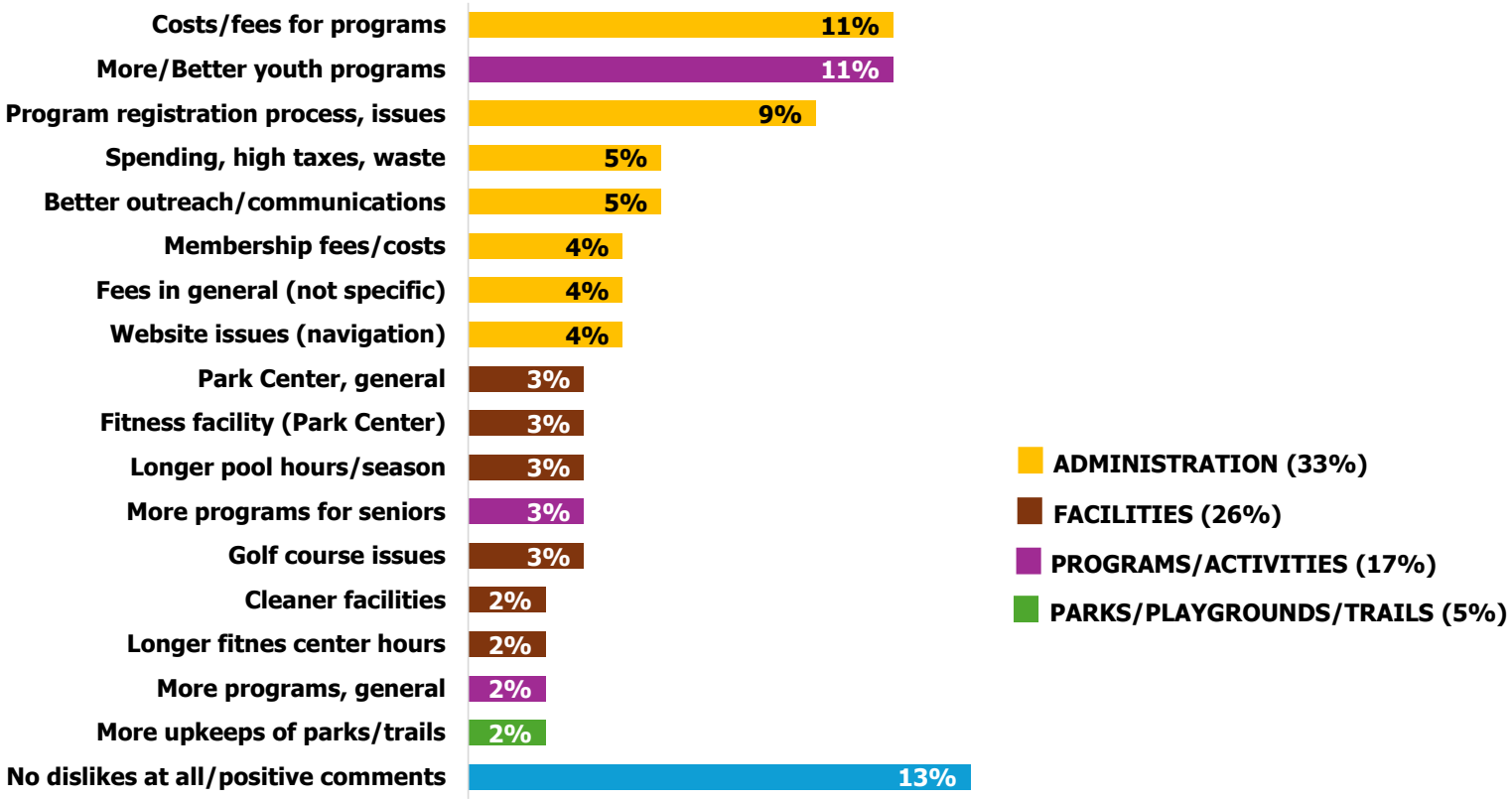
Note: Responses below 3% are not shown.

Like Most About/Strengths of GPD
(most frequent open-ended responses, n=416 answering)



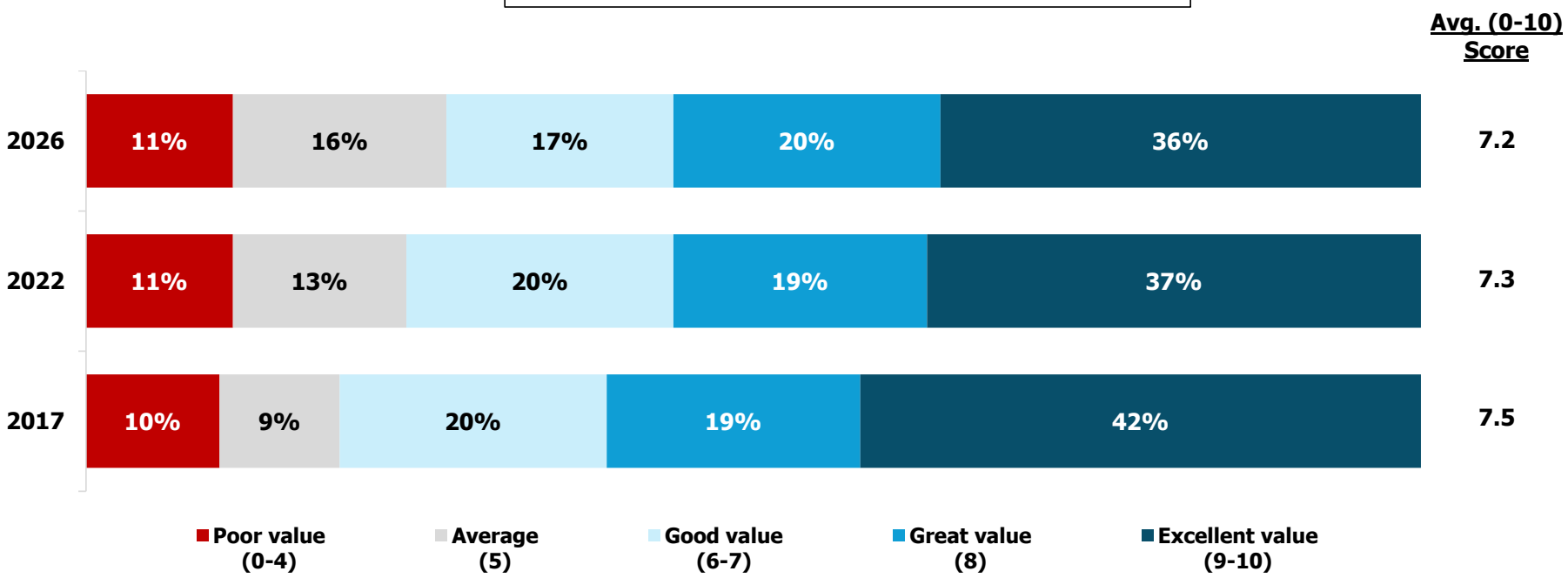
*Q3. What do you **like** most about the Glenview Park District, or what does it do particularly well? Please be specific. If you need more space, please add your response to a blank piece of paper.*

Weaknesses/Dislikes About GPD
(most frequent open-ended responses, n=371 responding)



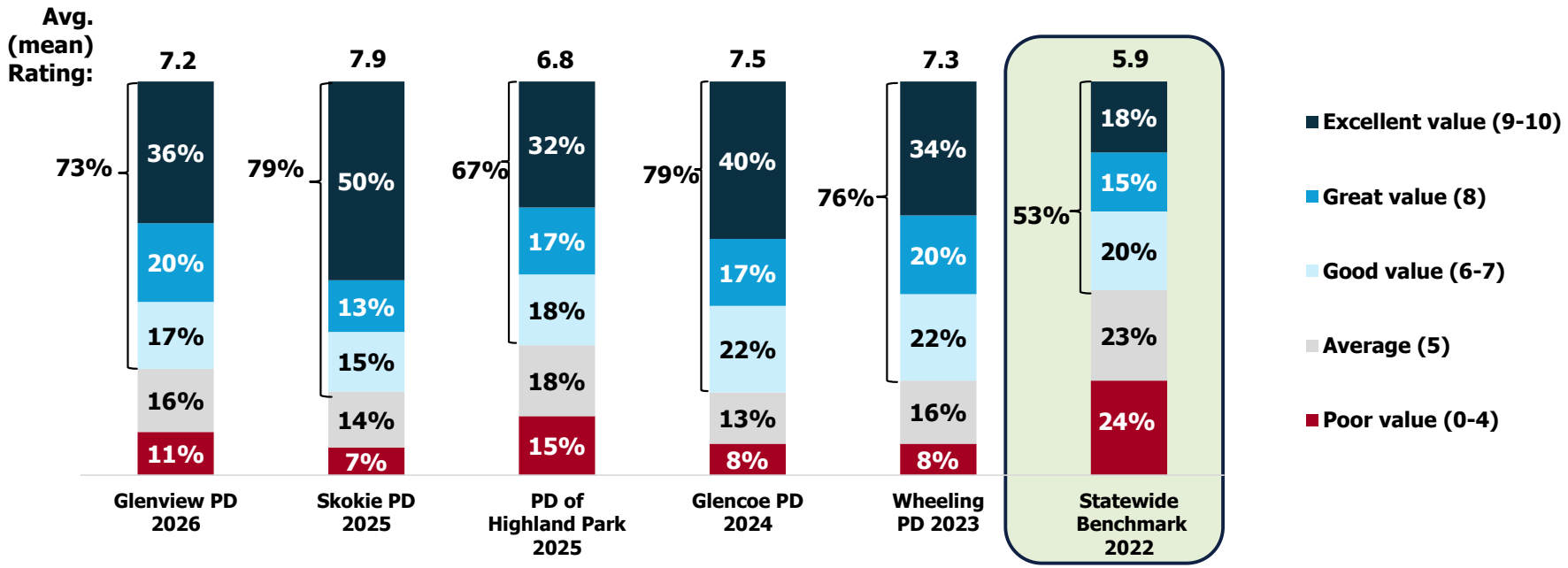
*Q4. What do you **dislike** most about the Glenview Park District, or what do you think it could do better? Please be specific. Again, add your response to a blank piece of paper if needed.*

Overall Value of GPD (0-10 scale)



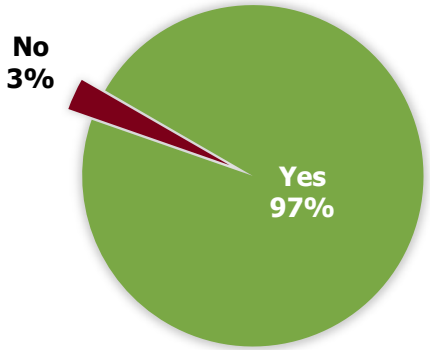
Q24. As you may know, about 7.8% of your property taxes goes to the Glenview Park District. Thinking about the programs, parks, facilities, and services that the Park District provides, please rate the overall value that the Park District represents given its share of property taxes.

Benchmark Comparisons: Overall Value Ratings



* 2022 IAPD statewide survey tested a 5% share to park districts as the statewide average. For the comparisons to individual agencies/communities close to Glenview Park District, the value ratings for Skokie Park District were based on a 3.8% share of property taxes, a 5.8% share for PD of Highland Park, an 8% share for the Glencoe PD, and a 7% share for Wheeling PD.

Used or Visited an GPD Park or Facility in Past 12 Months?



Visited or Used Facility/Park/School	% Reporting (n=456)	% change from 2022
Park Center NET	73%	*(+10%)*
(Park Center General)	*(34%)*	*(+ 4%)*
(Fitness Center)	*(52%)*	*(+11%)*
(Splash Landings)	*(26%)*	*(+10%)*
(East Wing Glenview Senior Center)	*(14%)*	*(+6%)*
Flick Park NET	63%	*(+ 3%)*
(Flick Park)	*(52%)*	*(-2%)*
(Flick Pool)	*(41%)*	*(+9%)*
Gallery Park	55%	(no change)
Historic Wagner Farm	51%	*(+1%)*
The Grove	38%	(-9%)
Jackman Park	36%	(+ 4%)
Roosevelt Park NET	36%	
(Roosevelt Park)	*(27%)*	*(no change)*
(Roosevelt Outdoor Pool)	*(26%)*	*(+ 3%)*
Glenview Ice Center	27%	*(+11%)*
Johns Park	26%	*(- 6%)*
Glenview Park Golf Club	26%	*(+ 4%)*
Glenview Prairie Club	24%	*(+10%)*
Attea Middle School	18%	*(+ 4%)*
Community Park West NET	22%	*(no change)*
(Community Park West)	16%	*(- 6%)*
(Dog Park/Community Bark West)	11%	*n.a.*
Willow Park	12%	*n.a.*
Sleepy Hollow Park	10%	*(- 4%)*
Cole Park	10%	*(- 2%)*
Kent Fuller Air Station/Tyner Center	9%	*(- 3%)*
Glenview Tennis Club	9%	*n.a.*
Crowley Park	9%	*(- 3%)*
Swenson Park	8%	*(- 6%)*
Cunliff Park	8%	*n.a.*

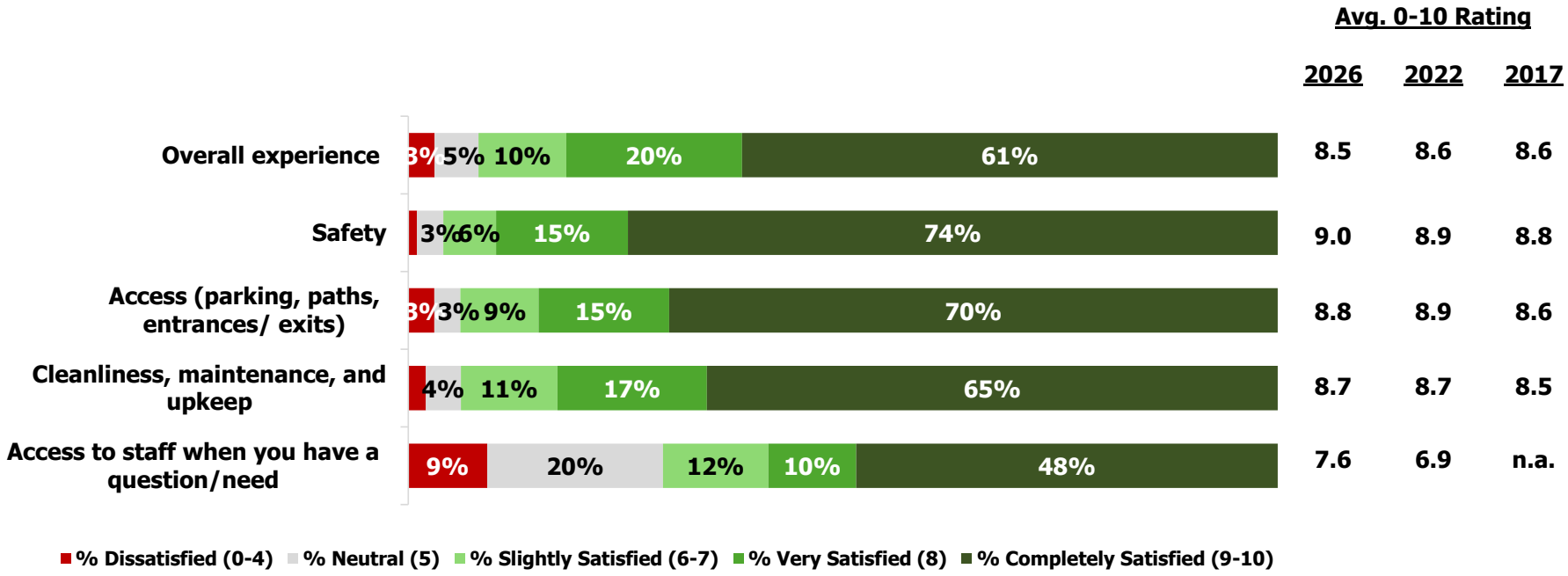
Q5. Have you visited any Glenview Park District parks, playgrounds, athletic fields, or facilities in the past 12 months?

GPD Park/Facility Usage and Satisfaction

Facility/Park/School	Region			
	West	N-Central	S-Central	East
Overall (row) % of Users (n=456)	36%	25%	21%	17%
Park Center NET	35%	29%	20%	16%
(Park Center General)	36%	24%	20%	20%
(Fitness Center)	36%	33%	17%	14%
(Splash Landings)	32%	31%	24%	13%
(East Wing Glenview Senior Center)	40%	24%	11%	25%
Flick Park NET	38%	26%	22%	14%
(Flick Park)	43%	26%	21%	10%
(Flick Pool)	32%	30%	20%	18%
Gallery Park	32%	34%	21%	13%
Historic Wagner Farm	30%	22%	24%	23%
The Grove	40%	19%	27%	15%
Jackman Park	25%	26%	29%	20%
Roosevelt Park NET	24%	33%	29%	14%
(Roosevelt Park)	22%	38%	30%	9%
(Roosevelt Outdoor Pool)	20%	32%	31%	17%
Glenview Ice Center	42%	22%	22%	13%
Johns Park	22%	21%	43%	14%
Glenview Park Golf Club	23%	32%	27%	19%
Glenview Prairie Club	33%	34%	19%	14%
Attea Middle School	40%	29%	16%	15%
Community Park West NET	33%	23%	36%	9%
(Community Park West)	35%	21%	34%	10%
(Dog Park/Community Bark West)	37%	23%	33%	7%
Willow Park	77%	7%	8%	9%
Sleepy Hollow Park	20%	35%	31%	15%
Cole Park	10%	17%	11%	61%
Kent Fuller Air Station/Tyner Center	25%	39%	26%	9%
Glenview Tennis Club	20%	35%	12%	33%
Crowley Park	14%	14%	69%	3%
Swenson Park	14%	16%	63%	8%

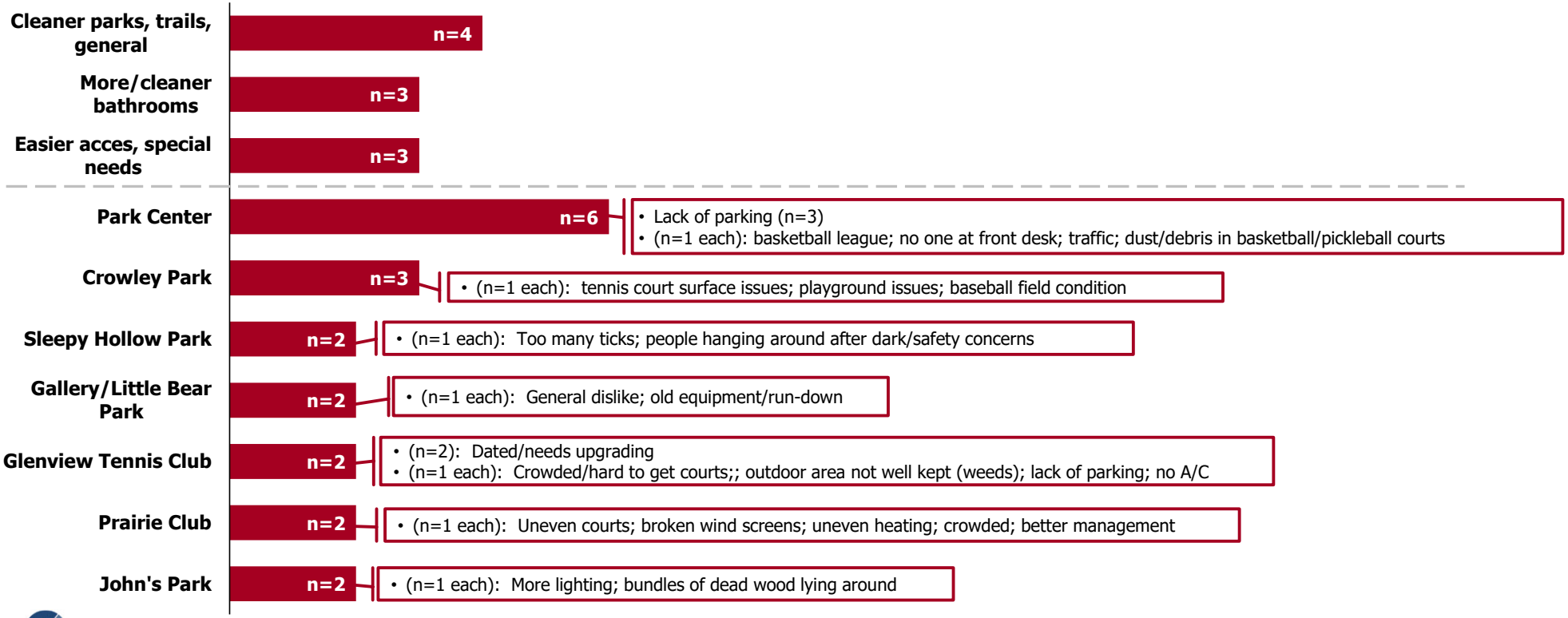
Higher than average draw from region (statistically meaningful at 95% level)

2026 Satisfaction with GPD Parks and Facilities (n=404+ recent users/visitors who responded)



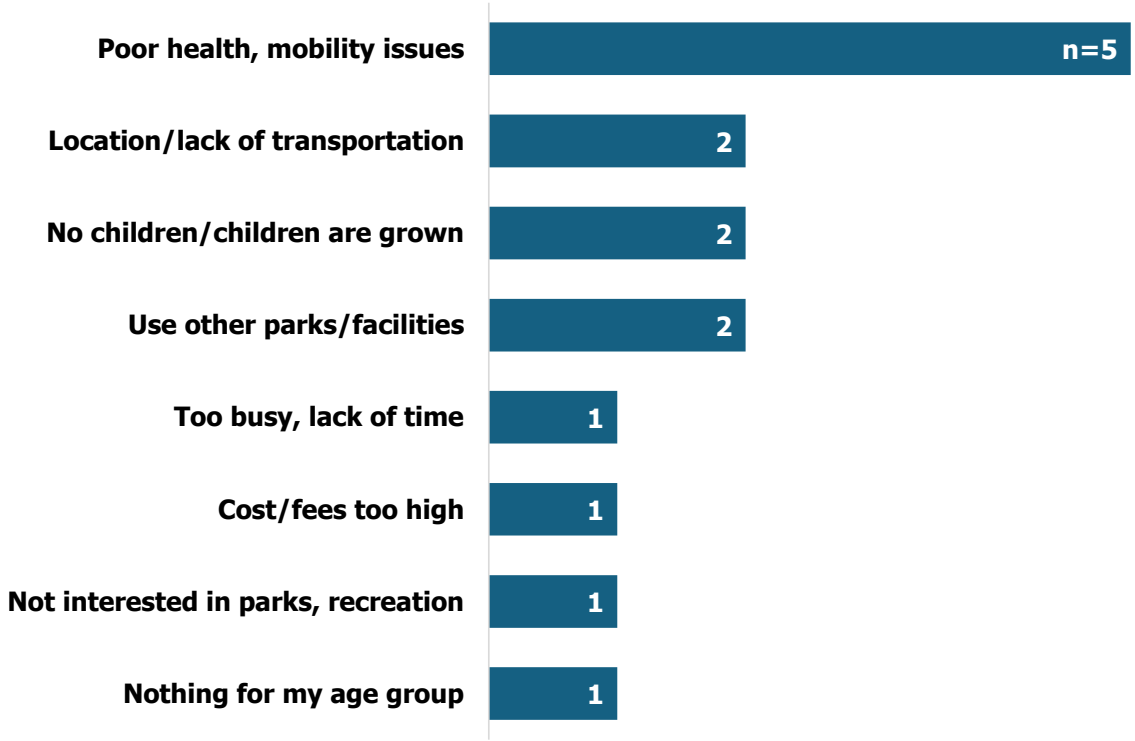
Q9. Thinking about those parks and facilities you recently visited, please rate your overall satisfaction with the following (on a 0 to 10 scale). NOTE: Responses under 3% are not labeled.

Reasons for Dissatisfaction with Parks or Facilities (n=58, top multiple open-ended comments)



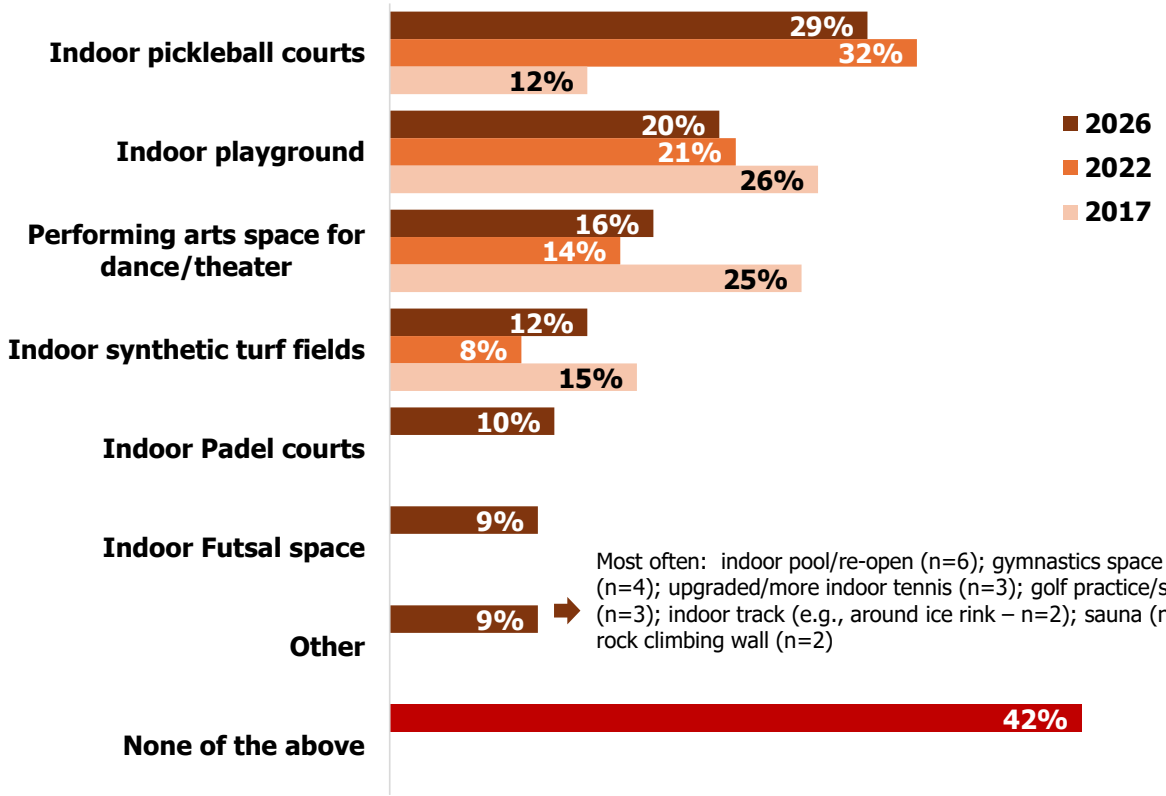
Q10. If you are dissatisfied with any Park District park or facility, please indicate which one(s) and describe why below.

Reasons for Non-Usage of GPD Parks or Facilities (n=12, multiple responses)



Q12. If you have not visited or used a Park District park or facility recently, why not? Select all that apply.

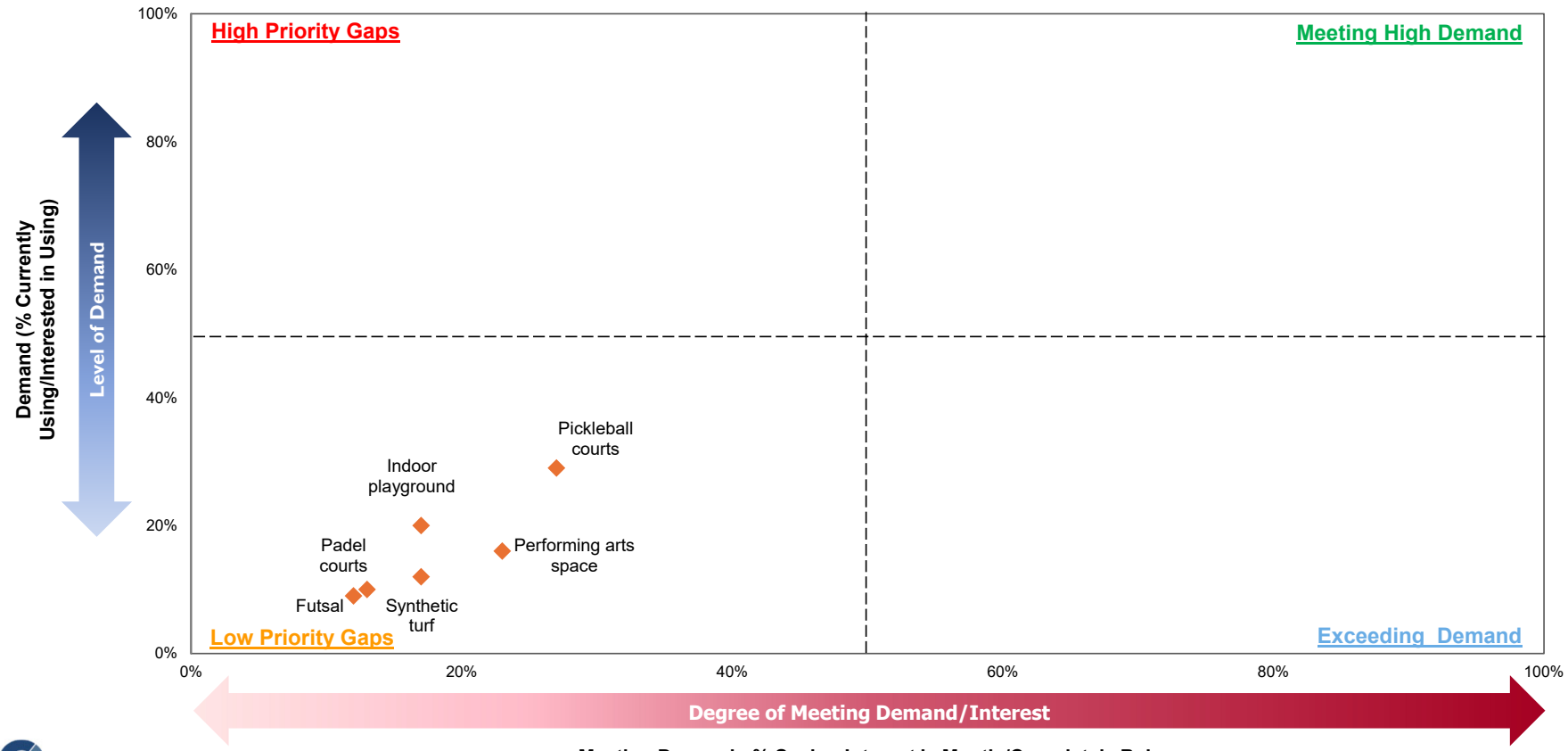
Indoor Facilities of Interest/Need Among Residents (% "Yes")



Most often: indoor pool/re-open (n=6); gymnastics space (n=4); basketball courts (n=4); upgraded/more indoor tennis (n=3); golf practice/simulator (n=3); splash pad (n=3); indoor track (e.g., around ice rink – n=2); sauna (n=2); indoor dog park (n=2); rock climbing wall (n=2)

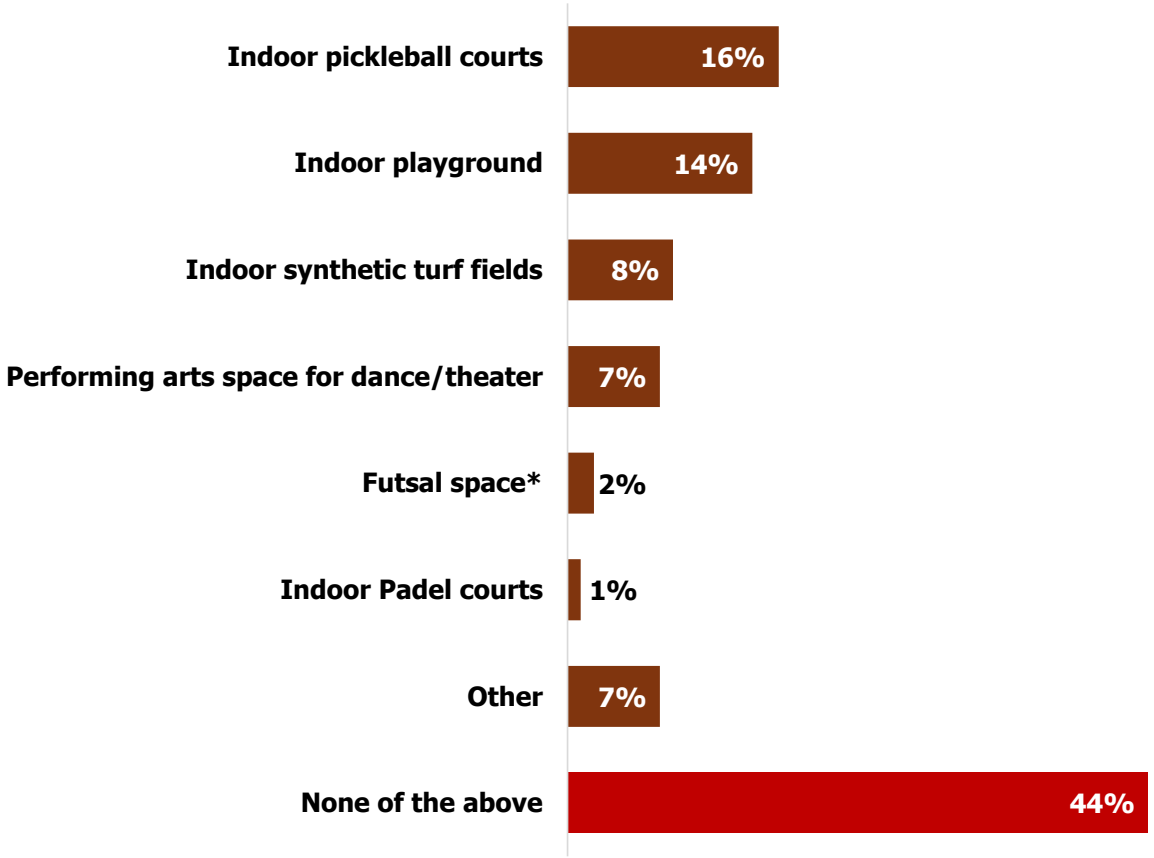
Q11. Please indicate if you or any household member uses or has a need or interest in the following indoor recreational facilities.

Gap Analysis: Demand and Availability of Indoor Facilities/Amenities



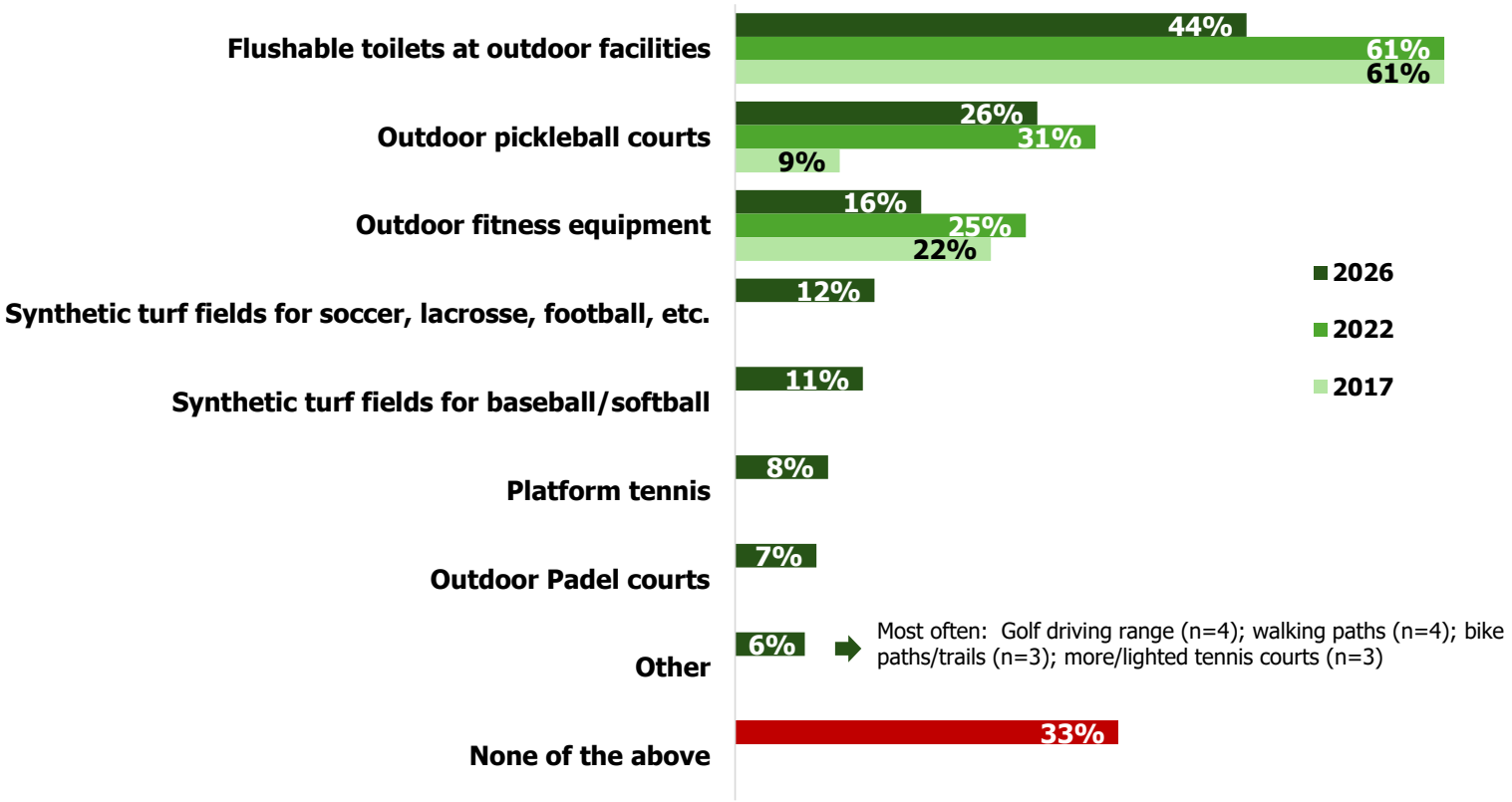
Meeting Demand: % Saying Interest is Mostly/Completely Being Met (scores of 4+ on a 1-5 scale)

Top Priority for GPD: Indoor Facilities (2026)



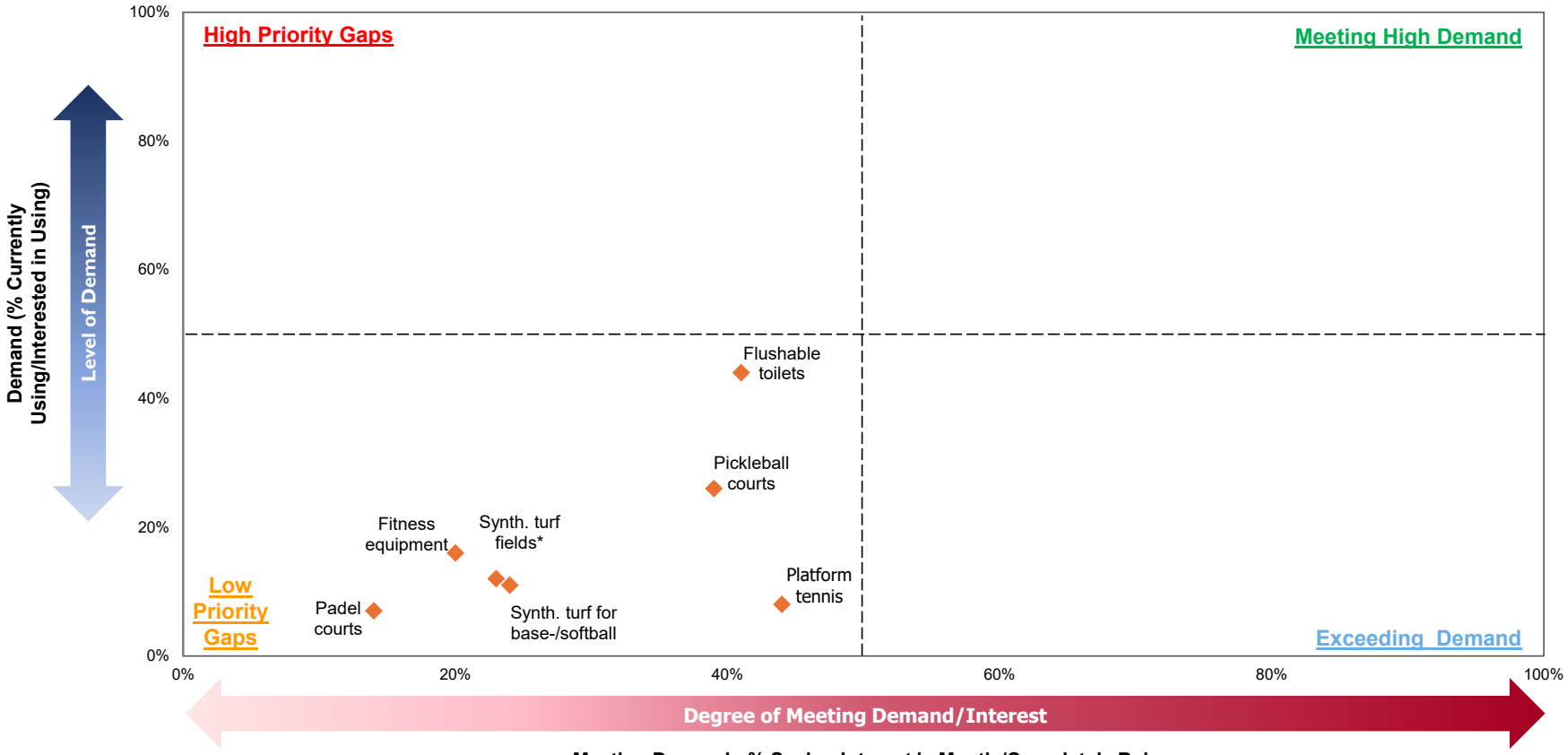
Q11. Below, please indicate if you or any household member uses or has a need or interest in the following indoor recreational facilities.

Outdoor Facilities of Interest/Need Among Residents (% "Yes")



Q13. Next, please indicate below if you or any household member uses or has a need or interest in the following outdoor recreational facilities.

Gap Analysis: Demand and Availability of Outdoor Facilities/Amenities



Meeting Demand: % Saying Interest is Mostly/Completely Being Met (scores of 4+ on a 1-5 scale)

* For soccer, lacrosse, football, etc.

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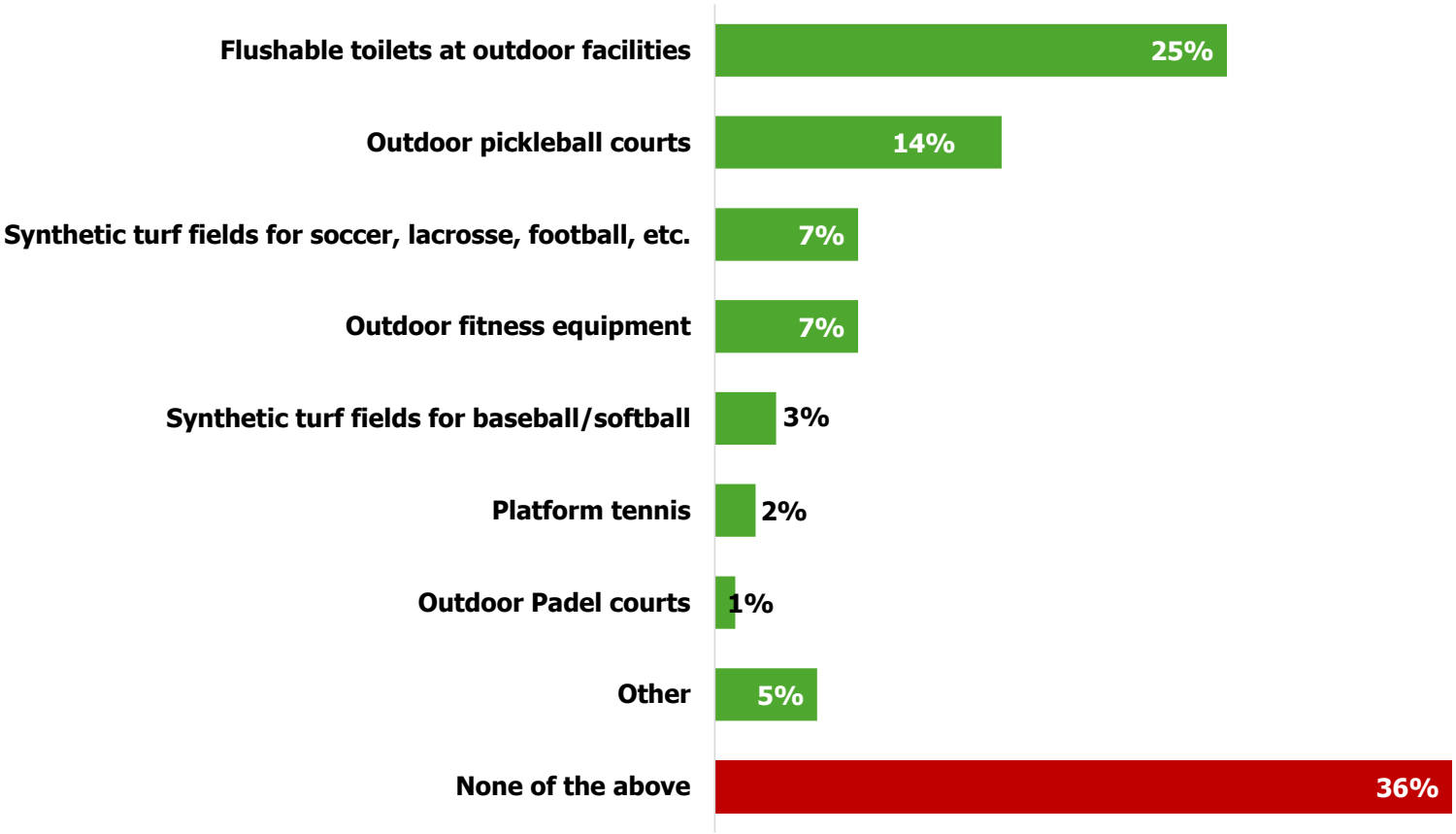
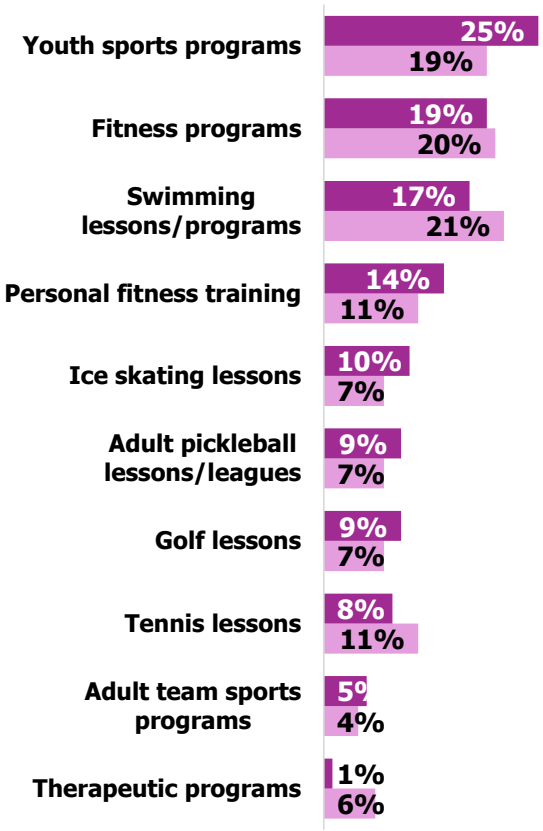
Top Priority for GPD: Outdoor Facilities (2026)

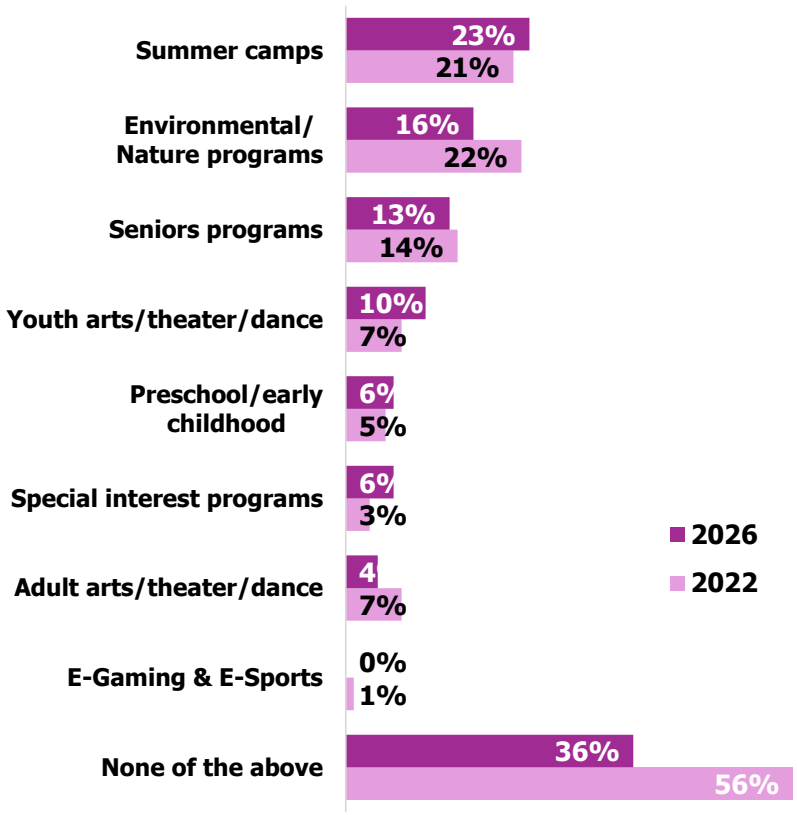


Q14. Of the outdoor facilities listed above, please select the one that you think should be a top priority for the Park District to provide, add, or improve.

Recent GPD Program Participation – Fitness/Athletics

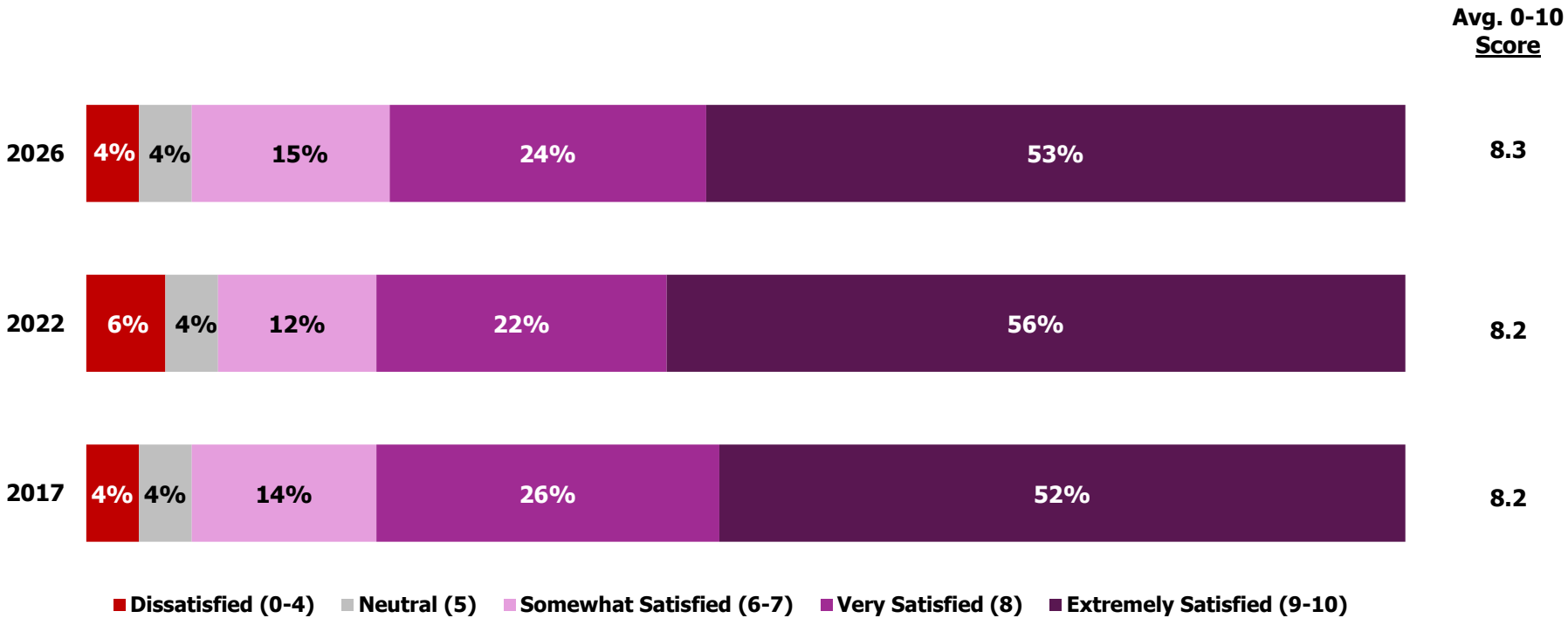


Recent GPD Program Participation – General Interest/Non-Athletics



Q16. Please indicate if you or any household member has participated in these Park District programs in the past 12 months.

Satisfaction with GPD Programs (n=316 recent program/event participants)



Q22. Thinking about the Park District programs or events in which you or any household members recently participated, how would you rate your overall satisfaction?

Comparison of GPD Core Values Tested in 2026 and 2022 Communitywide Surveys

2026 Survey Wording	2022 Survey Wording
Customer Experience: Consistently strive to meet or exceed its customers' expectations and create value for its residents.	**Customer Experience:** The District will consistently strive to meet or exceed its customers' expectations and create value for all residents.
Fiscal Responsibility: District decisions will be guided by sound financial principles. Services will be provided in a cost-effective manner to maximize value to the taxpayer and benefits to the community.	**Fiscal Responsibility:** District decisions will be guided by sound financial principles. Services will be provided in a cost-effective manner to maximize value to the taxpayer and benefits to the community.
Safety & Proactive Risk Management: Strive to provide safe parks, recreation programs and facilities that balance the need to minimize risk while preserving the fundamental nature of the recreation experience.	**Safety:** The District will strive to provide safe parks, recreation, recreation programs and facilities, balancing the need to minimize risk while preserving the fundamental nature of the recreational experience.
Diverse Programming: Recognizing the social, cultural and economic diversity of the community, offer a wide range of innovative recreational opportunities and facilities reflective of the community's interests.	**Diverse Programming:** Recognizing the community's social, cultural and economic diversity, the District will offer a wide range of innovative recreational options/facilities reflecting the community's interests.
Stewardship and Sustainability: Be a community leader in sustainability and committed to environmental conservation and historical stewardship through developing, maintaining, and preserving land, facilities, and programming.	**Stewardship and Sustainability:** The District will respect the importance of historical, environmental and conservation significance in developing, maintaining, and preserving land and facilities.
Inclusion, Diversity, Equity and Accessibility (IDEA): Demonstrate its commitment to embracing and leveraging diversity, removing barriers, ensuring equity, fostering a culture of inclusion and belonging, and maintaining an inclusive environment in providing access to programs, events, facilities, services and employment opportunities.	**Accessibility:** The District is committed to maintaining an environment which is inclusive in providing access to its program events, facilities, services and employment opportunities.
Employer of Choice: Establish and implement philosophies, policies, and practices to attract, develop, and retain highly dedicated, diverse and talented employees who enjoy a work environment where each person is welcomed and valued for their unique talents, backgrounds and perspectives.	**Employer of Choice:** The District will establish philosophies and practices designed to attract, train, and retain highly dedicated and talented employees.

2026 Perceived Importance: GPD Core Values

Customer Experience: Consistently strive to meet or exceed its customers' expectations and create value for its residents.

Fiscal Responsibility: District decisions will be guided by sound financial principles. Services will be provided in a cost-effective manner to maximize value to the taxpayer and benefits to the community.

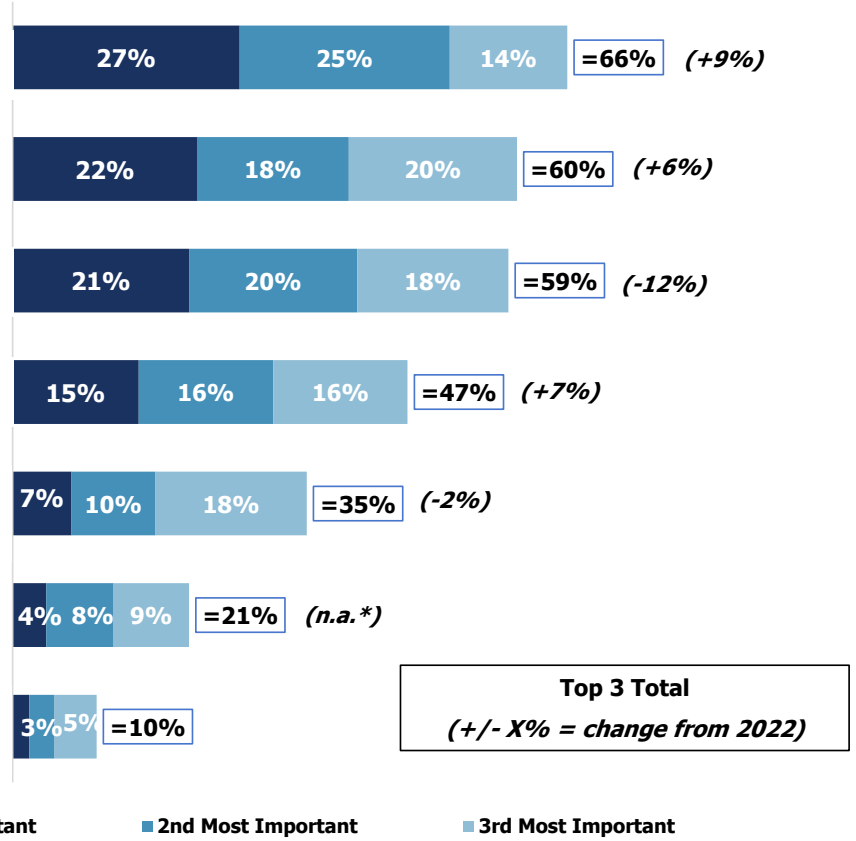
Safety & Proactive Risk Management: Strive to provide safe parks, recreation programs and facilities that balance the need to minimize risk while preserving the fundamental nature of the recreation experience.

Diverse Programming: Recognizing the social, cultural and economic diversity of the community, offer a wide range of innovative recreational opportunities and facilities reflective of the community's interests.

Stewardship and Sustainability: Be a community leader in sustainability and committed to environmental conservation and historical stewardship through developing, maintaining, and preserving land, facilities, and programming.

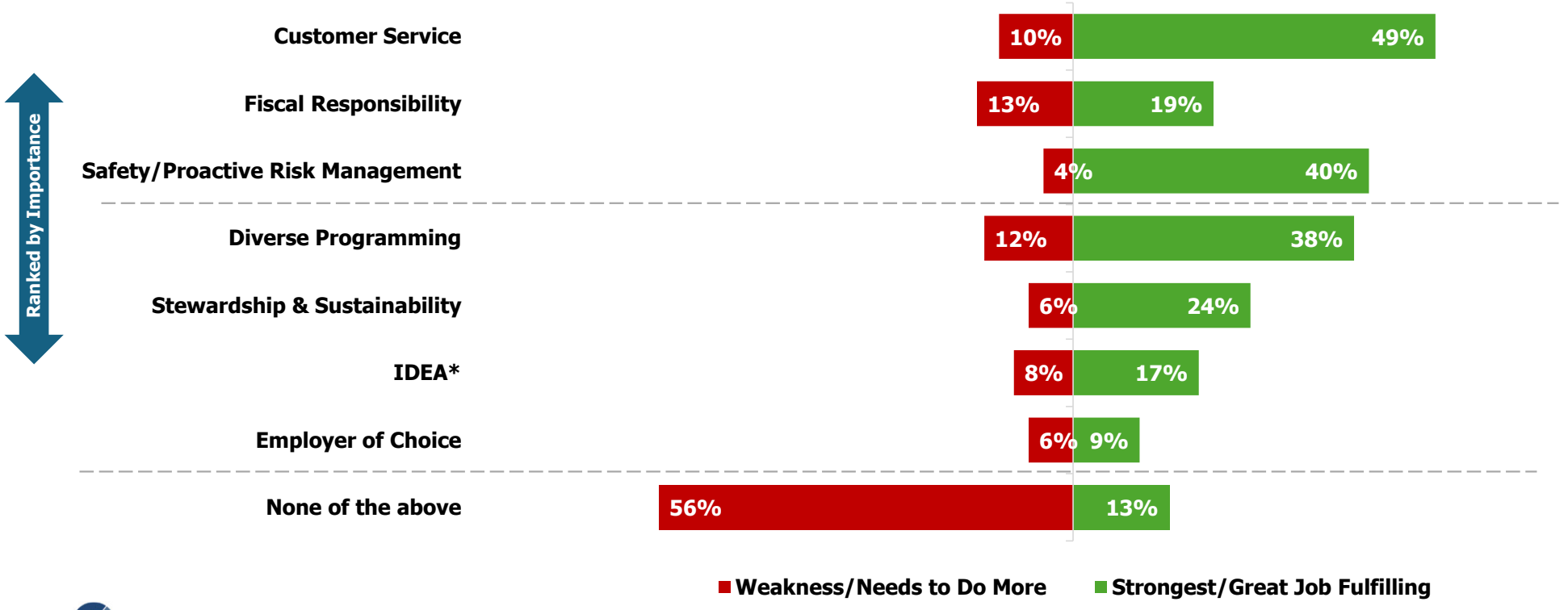
Inclusion, Diversity, Equity and Accessibility (IDEA): Demonstrate its commitment to embracing and leveraging diversity, removing barriers, ensuring equity, fostering a culture of inclusion and belonging, and maintaining an inclusive environment in providing access to programs, events, facilities, services and employment opportunities. *

Employer of Choice: Establish and implement philosophies, policies, and practices to attract, develop, and retain highly dedicated, diverse and talented employees who enjoy a work environment where each person is welcomed and valued for their unique talents, backgrounds and perspectives.



NOTE: Sum of percentages may not equal total due to rounding, and responses <3% are not shown.
** Significant wording change vs. 2022 survey/core value definitions (see next page).*

2026 Assessment of GPD's Performance on Core Values: % "Weakest/Needs to Do More" vs. % "Strongest/Great Job Fulfilling"



Questions / Discussion