Two top priorities for Orem City residents are upgrading the fitness center and developing more public trails. Other suggestions could be included in a fitness center upgrade plan.

46% of residents either use the fitness center or the recreation programs or both (also more likely to have children). 42% of the city use trails, but not the fitness center. Overall between the fitness center and trails, 88% of residents have their rec desires addressed.

The #1 reason for using a park facility is its proximity to home.

A significant portion of Orem City residents are opposed to most improvements for financial reasons.

Quantity of bathrooms are a concern for many residents, particularly on city trails and at SCERA Park.

FINDINGS TO REMEMBER
Sampling frame of Orem City resident panelists were invited to participate in the survey via email.

In total, 6741 emails were sent to our panelists and 813 complete interviews were collected. This results in an overall response rate of 12%. Given natural panel attrition, this is a healthy response rate, comparable to what we would see in a telephone survey.

813 interviews among a population of approximately 62k adult residents results in a margin of error for the survey of plus or minus 3.4 percentage points.
All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in Orem?

The vast majority of Orem residents have a broadly positive view of the quality of life in Orem. We asked the same question in 2015 and the average was 77. Now it’s 80.
PARK QUALITY
If Orem were to provide upgraded or expanded recreational opportunities, which of the following options would you prefer?

**RECREATIONAL IMPROVEMENTS**

Orem residents would prefer to upgrade/remodel the Orem Fitness Center by a wide margin. However there is a significant portion of residents who are opposed to all improvements.

**TOP 5**

1. Do nothing/lower my taxes (46 respondents)
2. Paths/trailheads/green space (25)
3. Park improvements/playgrounds (10)
4. New fitness center (10)
5. Dog park (6)
Do you agree or disagree with each of the following statements: the City of Orem provides an adequate amount of…

Most residents believe the city provides a sufficient number of parks and recreation programs, but many believe there could be more trails.

<table>
<thead>
<tr>
<th>AMOUNT OF PARKS, TRAILS, AND REC PROGRAMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks</td>
</tr>
<tr>
<td>Recreation programs</td>
</tr>
<tr>
<td>Trails</td>
</tr>
</tbody>
</table>

28% TOTAL DISAGREE
PARK USE PATTERNS
Most Orem City residents visit city parks at least once a month.

How often do you use or visit Orem City parks?

57% at least monthly

- A few times a month or more: 38%
- Once a month: 19%
- A few times a year: 34%
- Once a year: 4%
- Never use or visit: 2%
Younger residents are much more likely to use Orem City parks frequently.

**How often do you use or visit Orem City parks?**

- A few times a month or more
- Once a month
- A few times a year
- Once a year
- Never use or visit
Orem Fitness Center was the most popular park or facility, followed by City Center Park, SCERA Park, and Bonneville Park.

Which Orem City park, field, or recreational facility does your household use most often?

**TOP 5**

- Orem Fitness Center: 13
- City Center Park: 11
- Bonneville Park: 9
- SCERA Park: 9
- Nielsen’s Grove: 7

**BOTTOM 5**

- Springwater Park: 1
- Senior Citizen Park: 1
- Foothill Park: 1
- Hillcrest Park: 1
- Skate Park: 0
Most residents choose to visit a particular park due to its proximity to home.

**Q**

*What is the most important reason that you use your most utilized park most often?*

- Close to home: 54%
- DK/Skipped: 17%
- Trees, atmosphere: 7%
- Playground equipment: 6%
- Other, please specify: 4%
- Picnic facilities: 3%
- Physical fitness: 2%
- Trails: 2%
- Sports fields/courts: 2%
- Closest to work: 1%
- Feels safe: 1%
The most commonly requested improvement overall are restrooms. 46% of SCERA Park users request restroom improvements, including 40% of those SCERA users who use city parks at least a few times a month.
### Improvements by Park

The breakdown of most commonly requested improvement by park is similar, with restrooms and lighting/safety features appearing most frequently.

#### What improvements should be made to your most utilized park?

<table>
<thead>
<tr>
<th>Restrooms</th>
<th>Lighting and Safety Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Park, Windsor Park, City Center Park, SCERA Park, Bonneville Park, Mt. Timpanogos Park, Cascade Park, Sharon Park, Senior Citizen Park, SCERA Park Pools</td>
<td>Canyon Park, Lakeside Sports Park, Westmore Park, Cherry Hill Park, Orchard Park, Springwater Park, Sharon Park</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Playground Equipment</th>
<th>Paths</th>
<th>Sports Fields</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geneva Park, Northridge Park, Westmore Park, Nielsen’s Grove</td>
<td>Windsor Park, Hillcrest Park, Foothill Park</td>
<td>Geneva Park</td>
</tr>
</tbody>
</table>

*Geneva Park, Westmore Park, Windsor Park, and Sharon Park had multiple improvements tied for most requested.*
Most residents say that having a park within walking distance is “extremely” or “very” important. These residents are more likely than others to say they attend a certain park because it is close to home.

Thinking more generally, in your opinion how important is it to have public parks within walking distance of your home (i.e. within half a mile or 10 minutes)?

- Extremely important: 30%
- Very important: 36%
- Somewhat important: 22%
- Not very important: 6%
- Not at all important: 3%

58% choose a park due to distance.
SPORTS AND RECREATION
Those between the ages of 35-54 are most likely to have had someone in their household participate in sports and recreation programs.

**Q** Have you or any members of your household participated in any Orem sports or recreation programs in the past 12 months?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>30%</td>
<td>70%</td>
</tr>
<tr>
<td>25-34</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>35-44</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>45-54</td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td>55-64</td>
<td>22%</td>
<td>78%</td>
</tr>
<tr>
<td>65+</td>
<td>27%</td>
<td>73%</td>
</tr>
</tbody>
</table>
REC PROGRAM USAGE MUCH HIGHER W/ KIDS

Relatively, those with children in the home are significantly more likely to have participated. Overall, 72% of those who responded “Yes” have children in their household.

Q Have you or any members of your household participated in any Orem sports or recreation programs in the past 12 months?

27 POINT DIFFERENCE
Swimming lessons, basketball, and baseball / T-ball are the most popular programs overall.

Which of the following Orem sports or recreation programs have you or members of your household participated in during the past 12 months? Select all that apply.
Those without children in their home have lower rates of participation overall. But personal training stands out as an activity that has slightly more popularity among those without children.

**Which of the following Orem sports or recreation programs have you or members of your household participated in during the past 12 months? Select all that apply.**
Those without children in their home have lower rates of participation overall. But personal training stands out as an activity that has slightly more popularity among those without children.

Which of the following Orem sports or recreation programs have you or members of your household participated in during the past 12 months? Select all that apply.

**ALL RESIDENTS**
- Swimming lessons - 1
- Basketball - 2
- Baseball/T-ball - 3
- Boy Scout merit badges - 4
- Flag football - 5
- Weight training - 6
- Personal training - 7
- Summer day camp - 8
- Softball - 9
- Swim team - 10
- Racquetball - 11
- Fishing - 12
- Dance - 13
- Track - 14
- Volleyball - 15
- Tennis - 16
- Sports camp - 17
- Hunting education classes - 18
- Concealed carry classes - 19
- Lacrosse - 20
- Wrestling - 21
- Fitness competitions - 22
- Lifeguard/CPR Certification - 23
- Pickleball - 24
- Floorball - 25
- Adapted T-Ball - 26

**WITHOUT CHILDREN**
- Basketball
- Personal training
- Baseball/T-ball
- Flag football
- Weight training
- Swimming lessons
- Summer day camp
- Fishing
- Softball
- Racquetball
- Boy Scout merit badges
- Hunting education classes
- Concealed carry classes
- Lacrosse
- Wrestling
- Track
- Fitness competitions
- Volleyball
- Tennis
- Swim team
- Pickleball
- Dance
- Lifeguard/CPR Certification
- Adapted T-Ball
- Sports camp
- Floorball
Most non-participants state that they are either too busy or have no interest in the city’s programming. However, some respondents stated that they simply did not know about the programs.

Which of the following reasons best explains why you do not participate in Orem City sports or recreation programs? Select up to three.

- Too busy/no time (54)
- Didn’t know about programs (37)
- Poor health/age/lack of senior options (36)
- Kids too old/no kids (33)
- Prefer other activities (21)

**TOP 5**

1. Too busy/no time (54)
2. Didn’t know about programs (37)
3. Poor health/age/lack of senior options (36)
4. Kids too old/no kids (33)
5. Prefer other activities (21)
OREM FITNESS CENTER
Usage of the fitness center is considerably higher among recreation participants, suggesting both sets of programming appeal to similar residents. 46% of residents utilize either the fitness center or recreation programs.

**Do you have a pass to the Orem Fitness Center?**

<table>
<thead>
<tr>
<th>Yes</th>
<th>25%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>72%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Yes</th>
<th>43%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>57%</td>
</tr>
</tbody>
</table>
OVERALL USAGE

While most residents do not have a pass to the Fitness Center, 38% say they use it a few times per year, and 29% say they use it more frequently.

**Q** How often do you use the Orem Fitness Center?

![Bar chart showing usage frequency]

- **Daily**: 4%
- **A few times a week**: 12%
- **Once a week**: 3%
- **A few times a month**: 8%
- **Once a month**: 2%
- **A few times a year**: 38%
- **Never use or visit**: 33%
Fitness Center use is highest among 35-44 year old residents and lowest among seniors.

How often do you use the Orem Fitness Center?
Swimming was the most common activity residents report participating in at the Fitness Center, while Barre was the least popular activity.

**FITNESS CENTER ACTIVITIES**

Which of the following activities do you do while at the Orem Fitness Center? Select all that apply.

- Swimming: 30%
- Walking/running on indoor track: 17%
- Exercising on cardio equipment: 14%
- Weight training: 11%
- Racquetball: 10%

**TOP 5**

- Swimming
- Walking/running on indoor track
- Exercising on cardio equipment
- Weight training
- Racquetball

**BOTTOM 5**

- Pilates
- Silver Sneakers
- Step
- Tai Chi
- Barre
Lack of interest or time was the most commonly cited reason for not using the Fitness Center.

Which of the following reasons best explains why you do not use the Orem Fitness Center?

- Not interested, no time: 9%
- Other, please specify: 4
- Admission fees and passes are too expensive: 4
- Membership at another club or gym that meets my fitness needs: 4
- Too far away, not conveniently located: 3
- Doesn’t have features or facilities I’m interested in: 3
- Facilities are outdated: 2
- Poor quality of facilities: 2
- Lack of information about the Fitness Center: 2
- Lack of transportation to get to the Fitness Center: 0
- Poor quality of classes or programs: 0
The most popular potential upgrades to the Fitness Center are turning the Fitness Center into a more versatile Community Center and upgrades to the appearance.

If you knew the City was planning to making the following upgrades to the Orem Fitness Center, how much more likely would you be to use or visit the Fitness Center?

58% TOTAL MORE LIKELY
A climbing wall, additional changing rooms, and repurposed Racquetball courts were less compelling upgrades.

If you knew the City was planning to making the following upgrades to the Orem Fitness Center, how much more likely would you be to use or visit the Fitness Center?

- Climbing wall
- Family accessible changing rooms
- New pool changing rooms
- Replacing some Racquetball courts
CITY TRAIL USE
The vast majority of Orem City residents use trails at least a few times a year.

How often do you or members of your household use trails in Orem?
Of the 54% of residents who do not participate in recreation programs or use the Orem Fitness Center, the vast majority use trails at least a few times a year.

**OVERALL USAGE**

How often do you or members of your household use trails in Orem? [Among only those who utilize neither recreation programs nor the Orem Fitness Center]

- 78% Use trails at least a few times a year
- 22% Use trails less than a few times a year
Residents generally prefer more natural surface and asphalt trails.

Please indicate whether you would like Orem to increase the number of each of the following types of trails in the city, or if you think the current number of each type of trails is sufficient.
TRAIL IMPROVEMENTS

Trail connection, restrooms, and lighting stand out as the primary trail improvements residents desire.

Which, if any, of the following improvements should be made to the trails in Orem? Select up to three.
Residents’ preferences are to upgrade the Orem Fitness Center, improve walking and biking trails, and further develop large natural open spaces.

**Q** Suppose you had $100 to spend on additional parks, recreational programs, facilities, or trails in Orem. How would you divide your $100 among the various projects, exhibits, events, and performances that could be funded?

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upgrading Orem Fitness Center</td>
<td>$19.56</td>
</tr>
<tr>
<td>Walking and bike trails</td>
<td>$15.62</td>
</tr>
<tr>
<td>Large natural open spaces</td>
<td>$13.50</td>
</tr>
<tr>
<td>Existing parks and playgrounds</td>
<td>$11.20</td>
</tr>
<tr>
<td>New recreation center</td>
<td>$9.91</td>
</tr>
<tr>
<td>Other</td>
<td>$7.95</td>
</tr>
<tr>
<td>New neighborhood and community parks</td>
<td>$7.92</td>
</tr>
<tr>
<td>Recreational programs</td>
<td>$4.18</td>
</tr>
<tr>
<td>Athletic fields</td>
<td>$3.96</td>
</tr>
<tr>
<td>Trailhead parks</td>
<td>$3.80</td>
</tr>
<tr>
<td>Athletic courts</td>
<td>$3.05</td>
</tr>
</tbody>
</table>