

OREM CITY

OREM PARKS AND RECREATION 2021



SURVEY METHODOLOGY



Sampling frame of **adults from the Orem City utility database, supplemented with likely renters and young residents from the Utah Voter File**, were invited to participate in the survey via **email**.

22%

In total, **11,537** emails were sent to randomly selected households and **2,548** residents responded. This results in an **overall qualified response rate of 22%**.

± 2.3

2,548 interviews among a population of approximately 70k adult residents (see Orem Utah Census Quick Facts) results in a **margin of error for the survey of plus or minus 2.3 percentage points**.



1

Majority of respondents say the CARE Tax should be used to “upgrade existing parks”

Eighty percent said the tax should be used to upgrade existing parks; 20% expressed interest in using it to build new parks.

2

Orem Parks usage has recently grown among residents and is currently high

Nearly two-thirds of respondents said they visit Orem parks at least once a month. Possibly a combination of new pandemic habits, and new arrivals.

3

Walkability of parks is most important to respondents

Parks such as City Center, Bonneville, and SCERA remain popular. To nearly three fourths of respondents, a park's walkability from their house is "very important."

4

Respondents reported a mix of formal/informal recreation facilities usage

While past the ownership rate for the Orem Fitness Center increased from 2017 to this year, it remained at 41%. Most respondents reported a mix of doing recreational activities at other facilities and using trails.

5

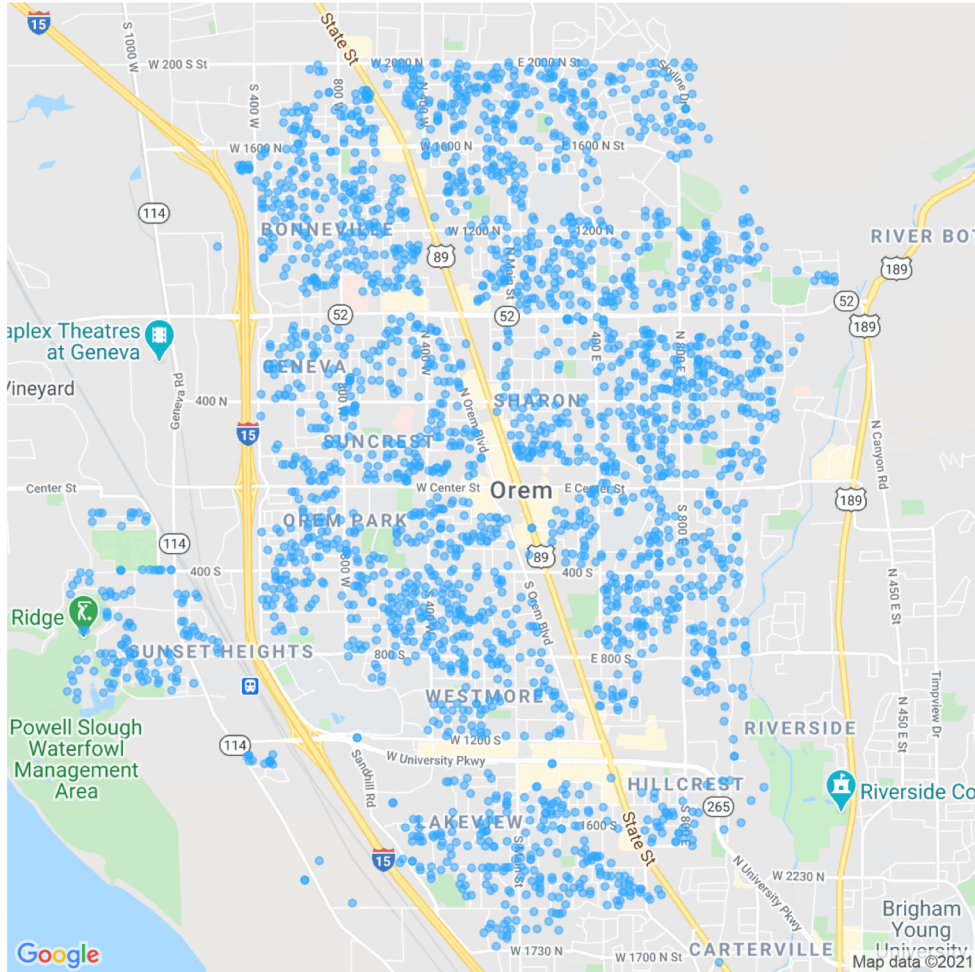
City trail usage has also increased so that almost half of respondents use trails a few times a month or more often

Most respondents use Orem trails either for walking or jogging (63%) or for recreational biking (30%)

FINDINGS TO REMEMBER

SAMPLE GEOGRAPHIC DISTRIBUTION

Using address information from our sample, we were able to map a rough geographic distribution of our respondents' location. While our sample composition is not entirely representative on all factors, our sample does represent a wide geographic subset of the Orem metropolitan area.



From our original sample of 11,537, **2,697** opened our invitation email to the survey. Of those, **2,548** responded that they lived in Orem and went on to complete or partially complete the survey.

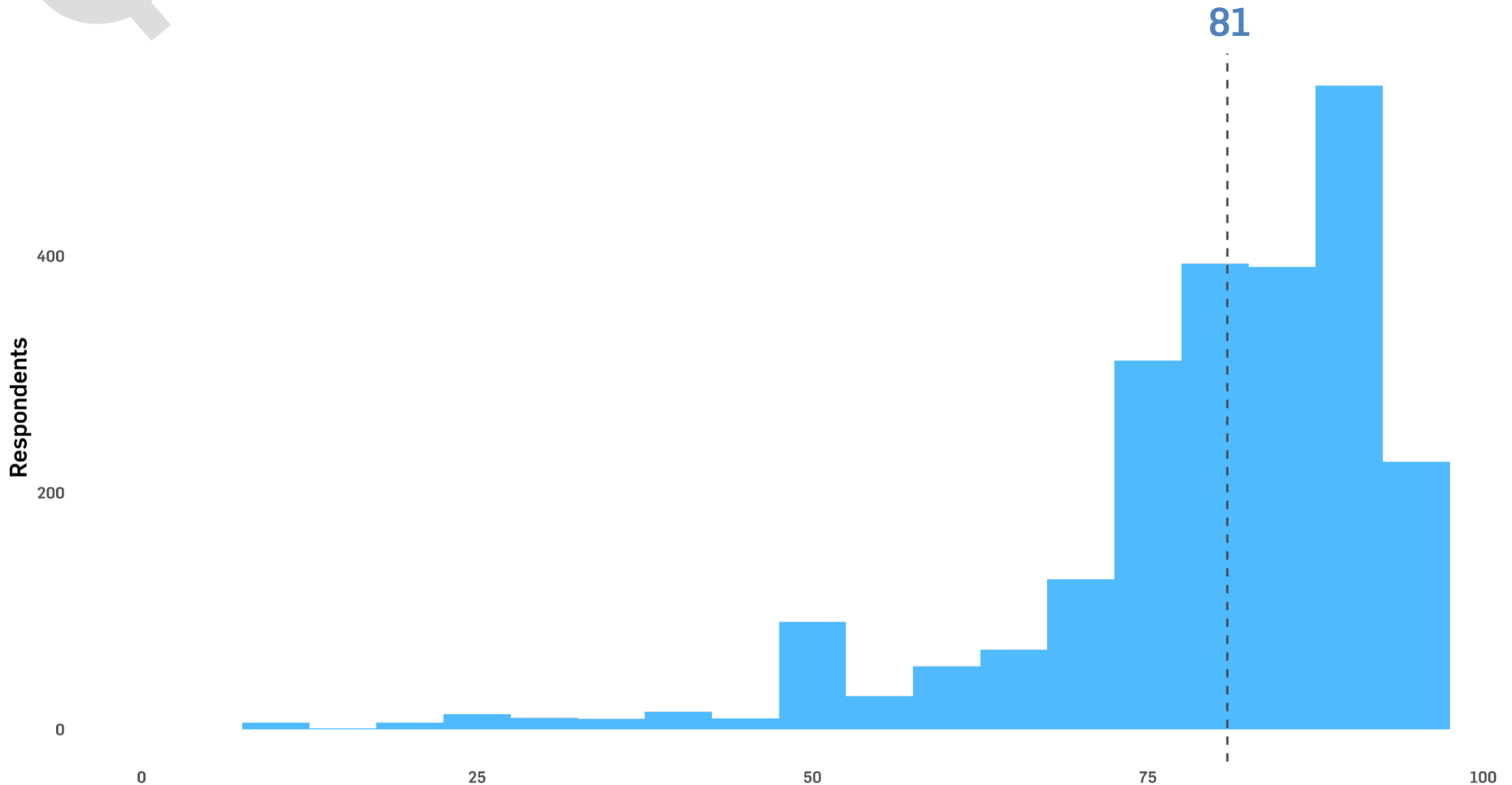
Mapping their responses shows that our sample is geographically representative of the entire Orem area.

OREM QUALITY OF LIFE

The vast majority of residents still report high levels of life quality in Orem. The average is stead and even slowly increasing – from 77 in 2015, to 80 in 2017, to 81 in our latest iteration.



“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?” (n = 2,470)



CITY DIRECTION, PRIORITIES

CARE TAX OPINIONS

Regarding the CARE Tax, the majority of Orem residents say tax funds would be better used upgrading and maintaining existing recreational facilities and spaces rather than building new ones. This is consistent with findings from 2014, when we first studied Orem residents' preferences for CARE tax spending.



“The portion of the CARE tax dedicated to recreation helps to provide budget for spending on parks, fields, and recreational facilities in Orem City. In your opinion, which of the following is a better use of the recreation portion of CARE tax funds?” (n = 2,351)

**Upgrading and maintaining
existing parks, fields, and facilities**

**Building new parks, fields, and
facilities**

80%

20

CARE TAX OPINIONS BY AGE

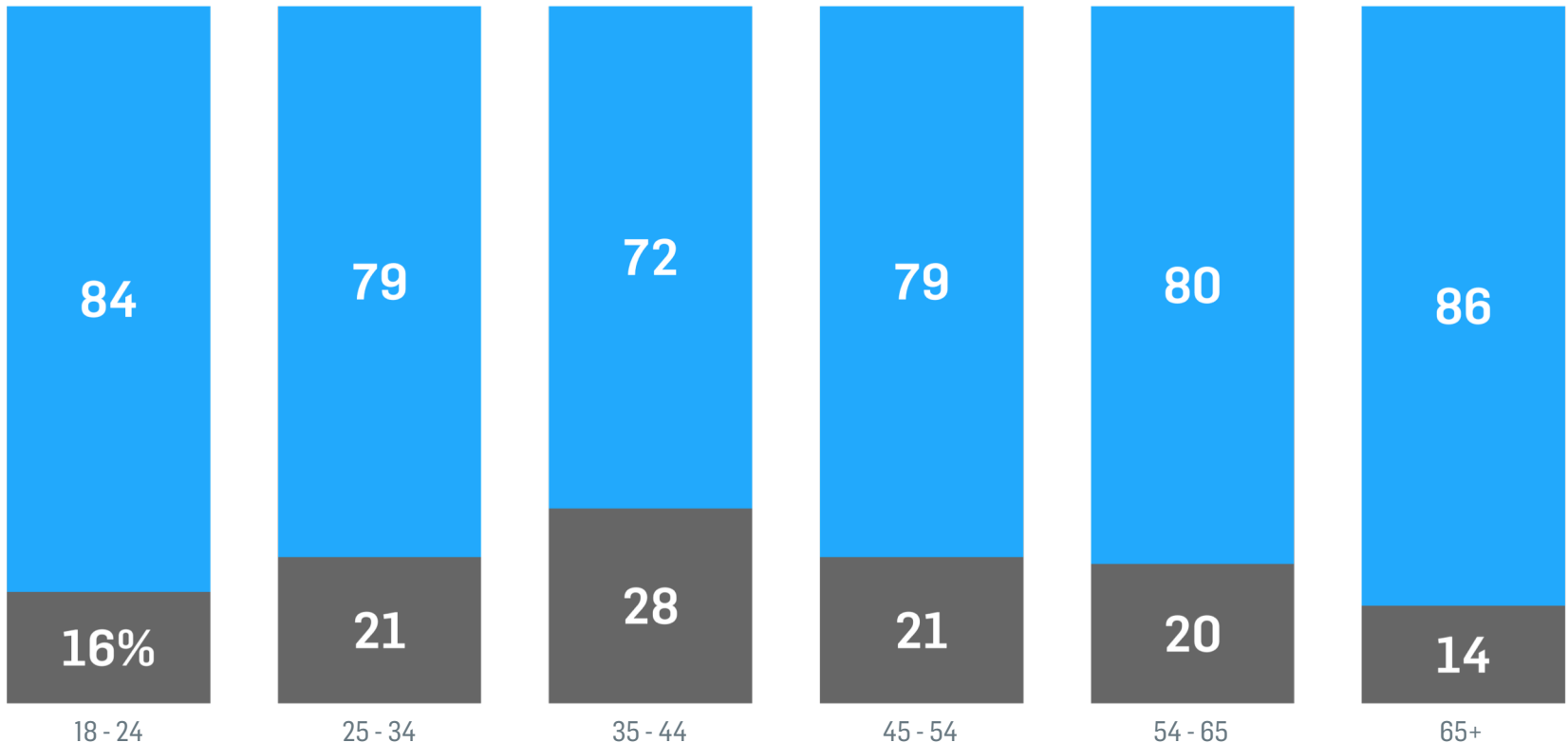
CARE Tax opinions as reported in the previous slide are mostly consistent across age groups, with the exception of middle-aged respondents who are slightly more willing to say the CARE tax should be used to build new recreational amenities. This might be due in part to the fact that they are more likely to be parents.



“The portion of the CARE tax dedicated to recreation helps to provide budget for spending on parks, fields, and recreational facilities in Orem City. In your opinion, which of the following is a better use of the recreation portion of CARE tax funds”? (n = 2,351)

Upgrading and maintaining existing parks, fields, and facilities

Building new parks, fields, and facilities



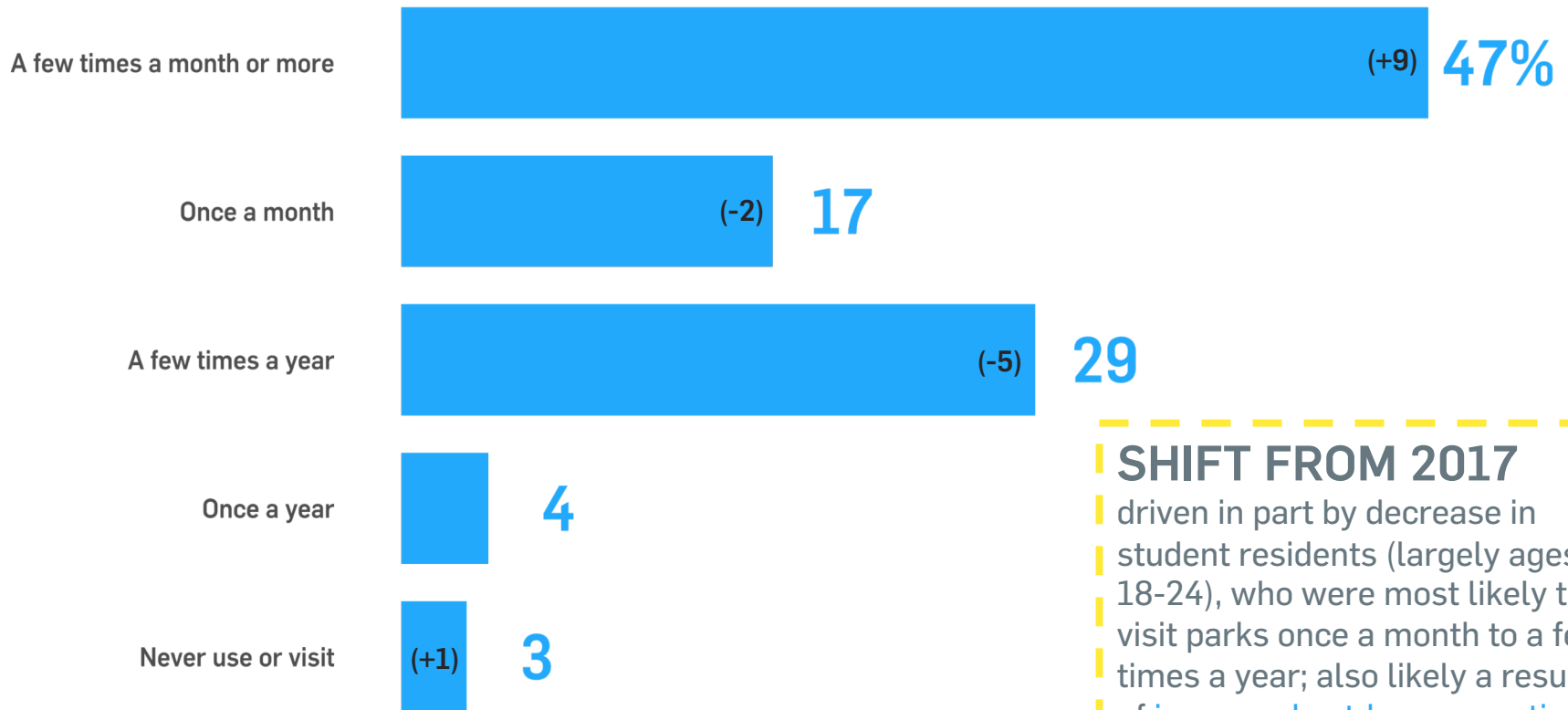
OREM CITY PARKS

PARK USE FREQUENCY

Nearly 2 in 3 Orem City residents visit city parks at least once a month. This represents a 7-percentage point change from 2017.



“How often do you use or visit Orem City parks?” (n = 2,239)



SHIFT FROM 2017

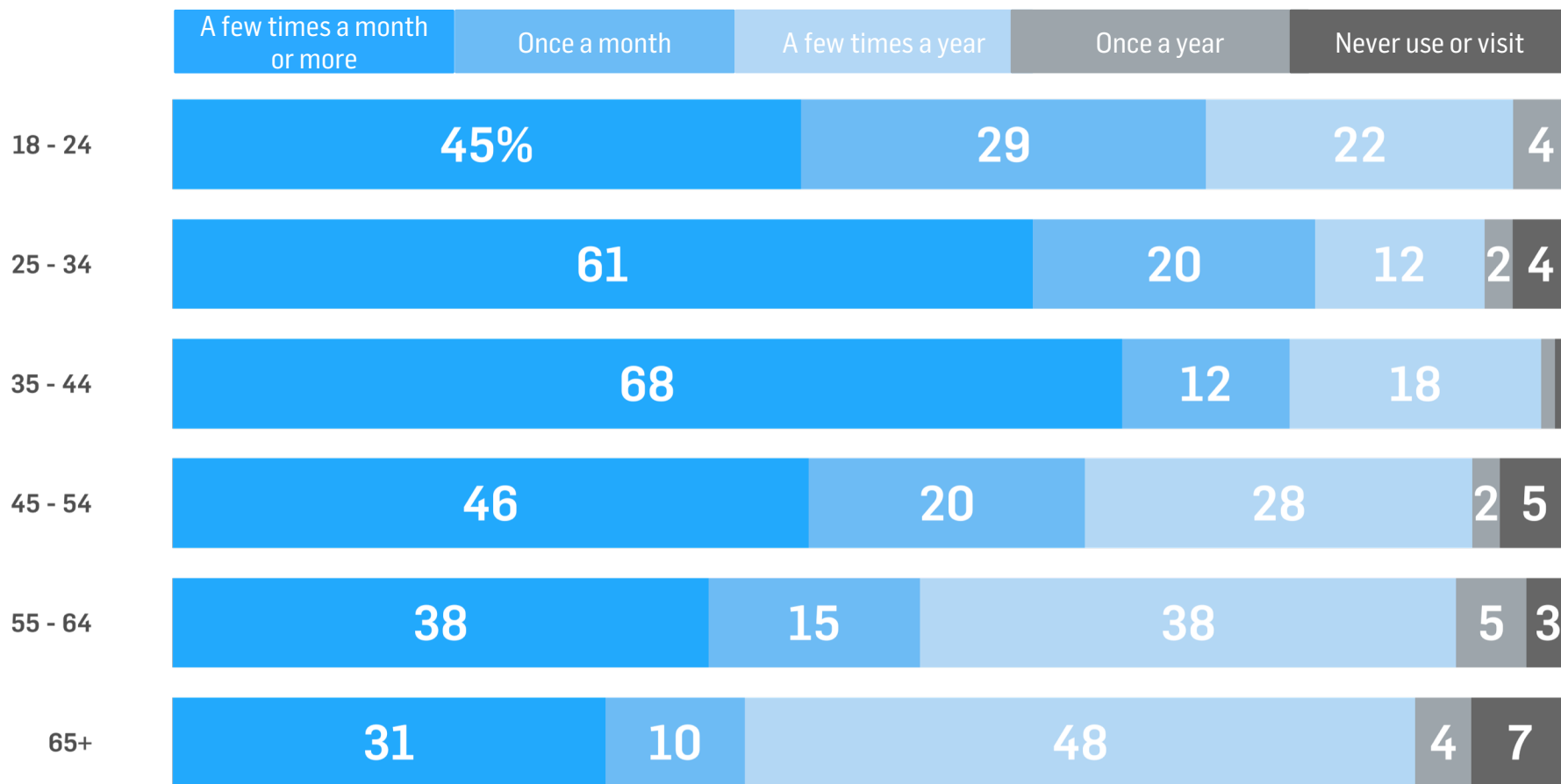
driven in part by decrease in student residents (largely ages 18-24), who were most likely to visit parks once a month to a few times a year; also likely a result of [increased outdoor recreation during the COVID-19 pandemic](#).

PARK USE FREQUENCY BY AGE RANGE

Not unlike the previous iteration, younger residents in general are more likely to use Orem City parks more frequently. That is especially true for middle-aged residents (likely parents), around 80 percent of which use Orem parks at least once a month.



“How often do you use or visit Orem City parks?” (n = 2,239)



ADEQUATE PARKS, TRAILS, & REC AVAILABILITY

A solid majority of residents agree that the city provides enough parks and recreation programs. Only 42% of residents agree, however, that the city provides enough trails. The number of people who strongly agree that the city provides an adequate amount of parks has declined since 2017, potentially as a result of the increased park use over the past year.



“Do you agree or disagree with each of the following statements: the City of Orem provides an adequate amount of...” (n = 2,244)

Strongly agree

Somewhat agree

Neither

Somewhat disagree

Strongly disagree

Parks

28%
(-13)

46
(+8)

16
(+8)

9
(+3)

Recreation Programs

24

42
(+1)

27
(+1)

5

Trails

10
(-4)

32
(+3)

30
(+5)

23

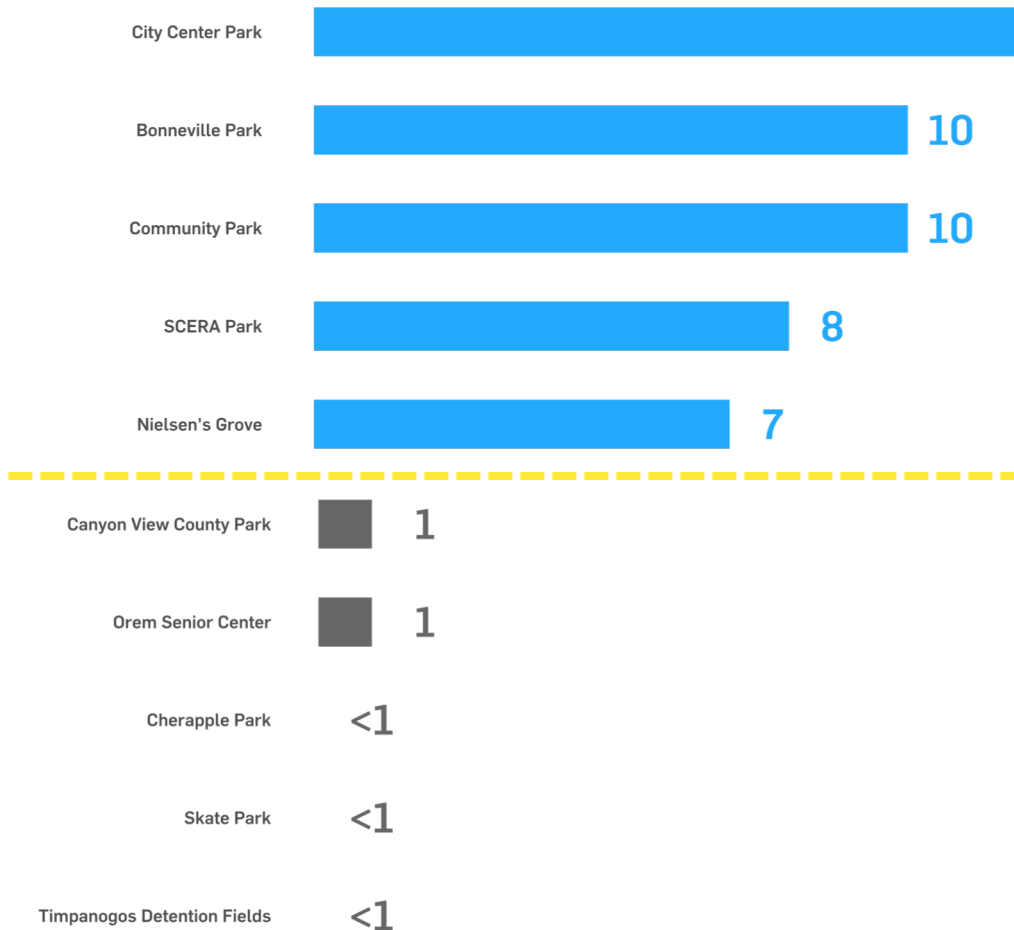
5

INDIVIDUAL PARK USAGE

The patterns from 2017 have remained relatively consistent with only two noticeable exceptions: Orem Fitness Center is no longer the most popular recreational facility, and Community Park has also increased significantly in relative standing, being now more popular than SCERA Park or Nielsen's Grove.



“Which Orem City park, field, or recreational facility does your household use most often?”
(n = 2,173)



TOP 5

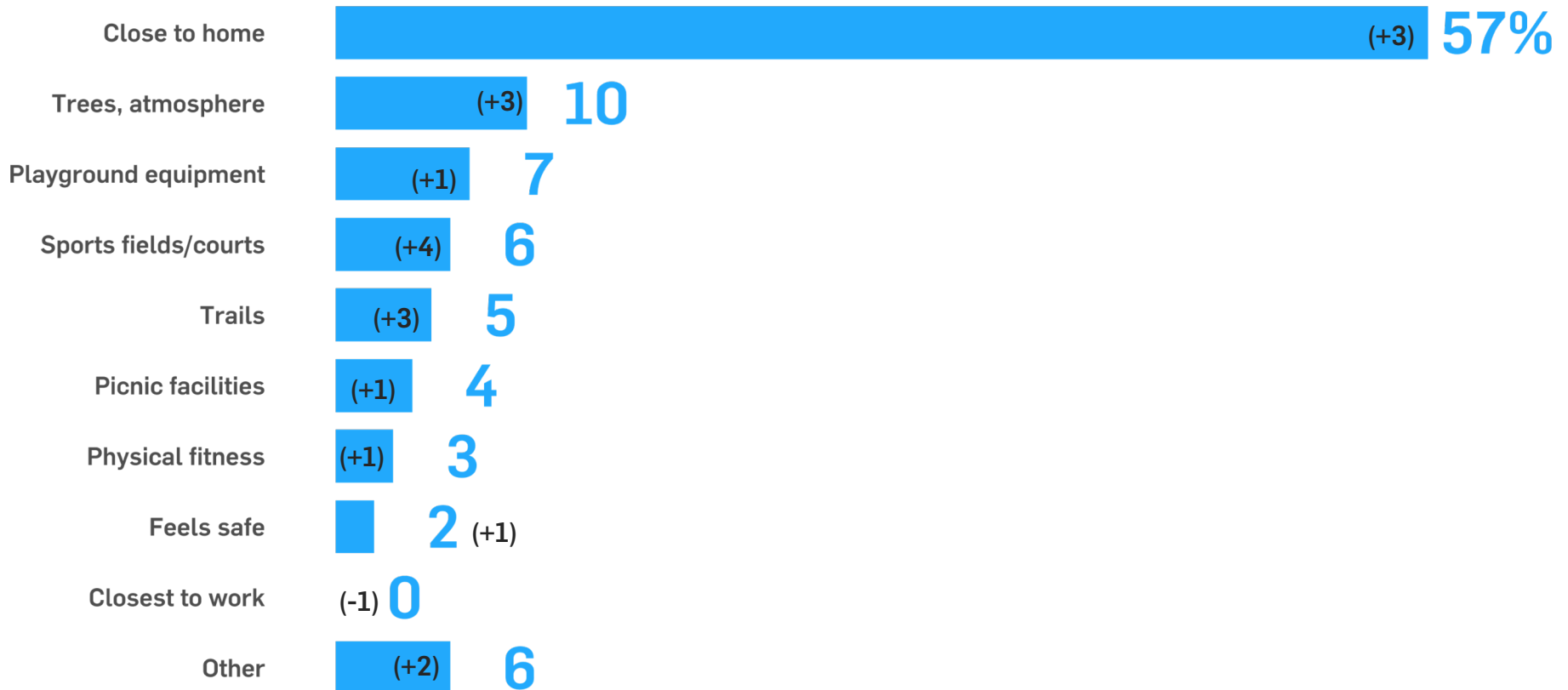
BOTTOM 5

PARK CHOICE REASONING

Proximity to a park remains the most important reason residents reported for using the park(s) that they use. The relative importance of various factors have stayed fairly consistent since 2017.



"What is the most important reason that you use your most utilized park most often?"
(n = 2,181)

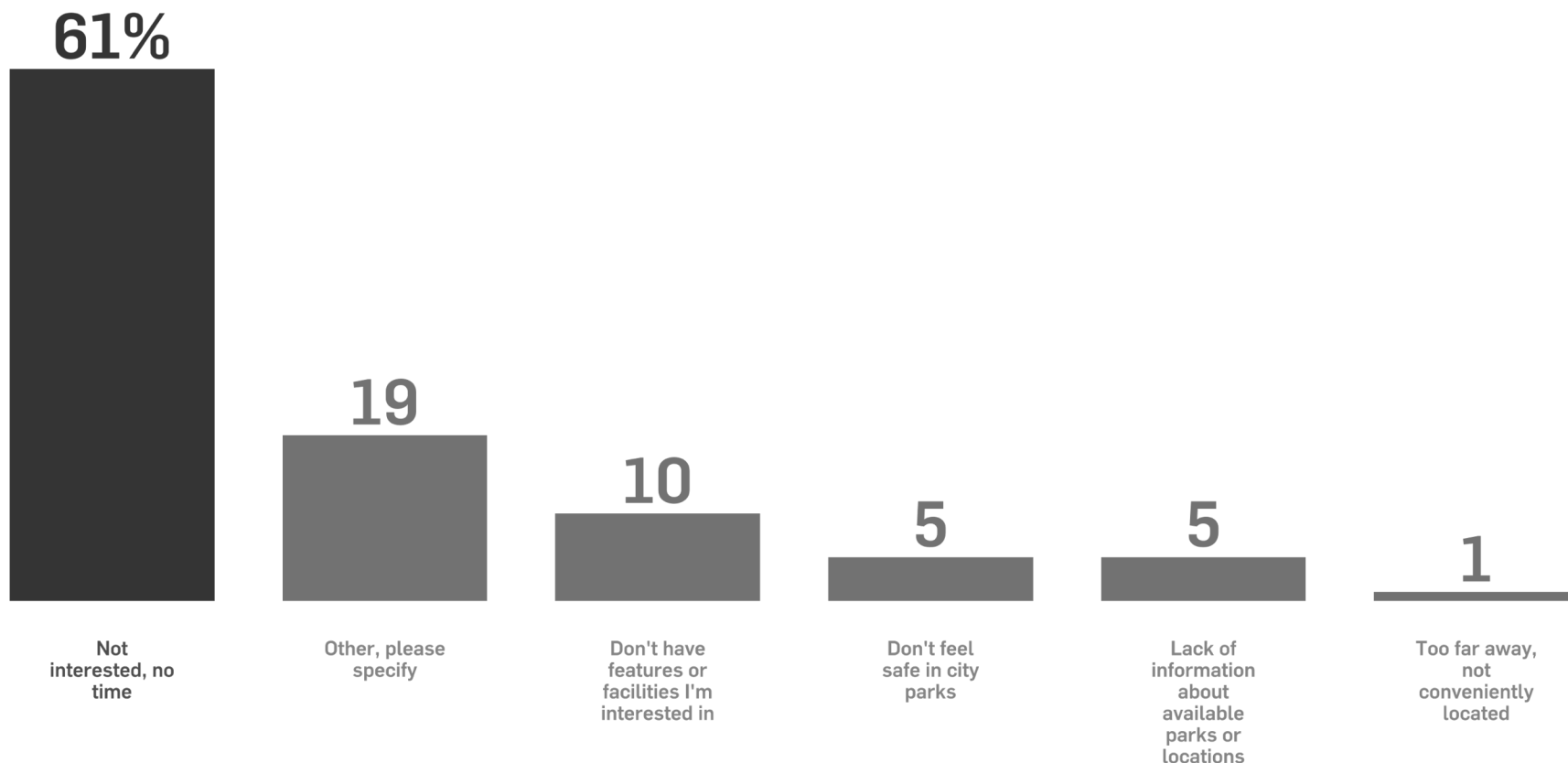


REASONS FOR NOT USING PARKS

A relatively miniscule proportion of residents reported not using parks at all. Still, the solid majority of those mentioned not being interested or not having the time. But other factors – such as lack of facilities, safety concerns, or lack of information – were also selected.



"Which of the following reasons best explains why you do not use or visit Orem City Parks?"
(n = 46)

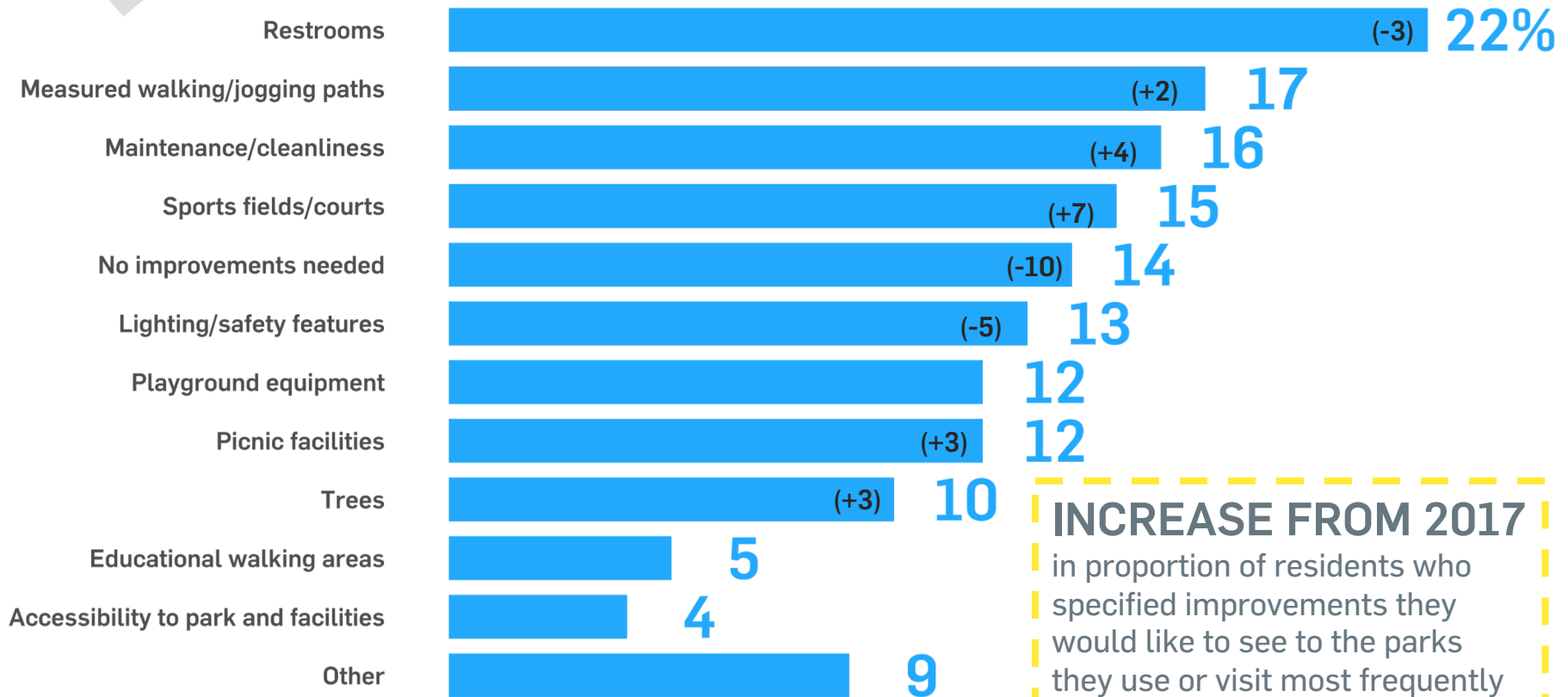


PARK IMPROVEMENTS

"Restrooms" remains the most commonly-requested improvements to parks, though it is down 3 percentage points from the 2017 survey. Maintenance/cleanliness upgrades and sports facilities have gained significantly in popular request since 2017.



"What improvements should be made to your most utilized park? Select up to three"
(n = 2,138)



INCREASE FROM 2017

in proportion of residents who specified improvements they would like to see to the parks they use or visit most frequently (i.e., decline in "no improvements needed" responses).

ALTERNATIVE PARKS

We asked respondents about alternative parks that they visit outside of Orem. Generally, the word Provo came up most often, but various specific parks in Provo that were mentioned include Vivian Park, Bridal Veils, and certain trails.

"Which community parks, fields, or recreational facilities outside of Orem if any, do you use most often for recreation?" (n = 1,448)



PARKS THAT OREM SHOULD EMULATE

Below are selected verbatim responses from the question shown below. Various names of nearby parks are mentioned explicitly, and disparate reasons include shaded areas, places to sit, and accessibility to all kinds of visitors.



"Are there any parks, fields, or recreational facilities in other cities that you think Orem should emulate? Why?" (n = 1,247)

Provo's pool and kid play area. It beats Orem's even after renovations. It's not even close.

Draper dog park, it has good seating and is also a more natural-looking dog park like Orem's.

New Vineyard park with splash past and basketball courts

There is a park in St George... where the playground equipment is on the inside of a smaller track. I love that the kids can play on the playground while the adults walk around the track- all while being able to keep an eye on the kids.

Adventure Heights in Spanish Fork... Even the City Center Park in Orem, the All Together park, is a good blueprint to follow, with the exception that it needs shade and a few more places for parents to sit.

The new pickleball facility in Spanish fork

Spanish Fork has a park more helpful to people with disabilities. Many would use them if they were more available.

Trailside Park in Park City, this park has so many amazing things to offer the community and help promote healthy lifestyles.

No, I like Orem's parks ... they are well cared for and easily accessible

My kids love a park up in Bountiful called Creekside Park. The water features are really fun in the summer, but year round the trails they've built among the trees is incredible.

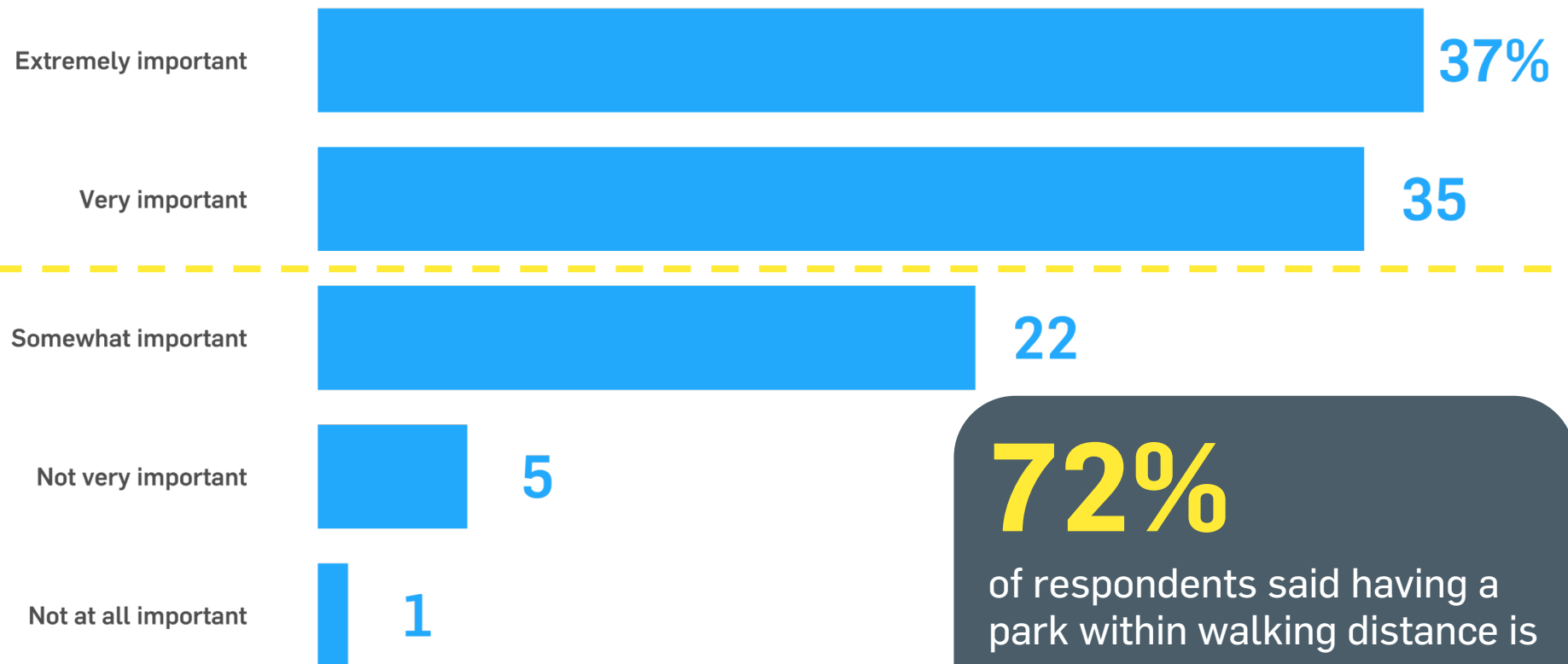
Murdoch Canal or any other separate from automobile traffic

WALKING DISTANCE OF PARKS

Most residents still say that having a park within walking distance is at least "very" if not "extremely" important. This proportion has in fact increased by 14 percentage points since 2017.



"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)?" (n = 2,104)



72%

of respondents said having a park within walking distance is "very", if not "extremely" important (+14 since 2017)

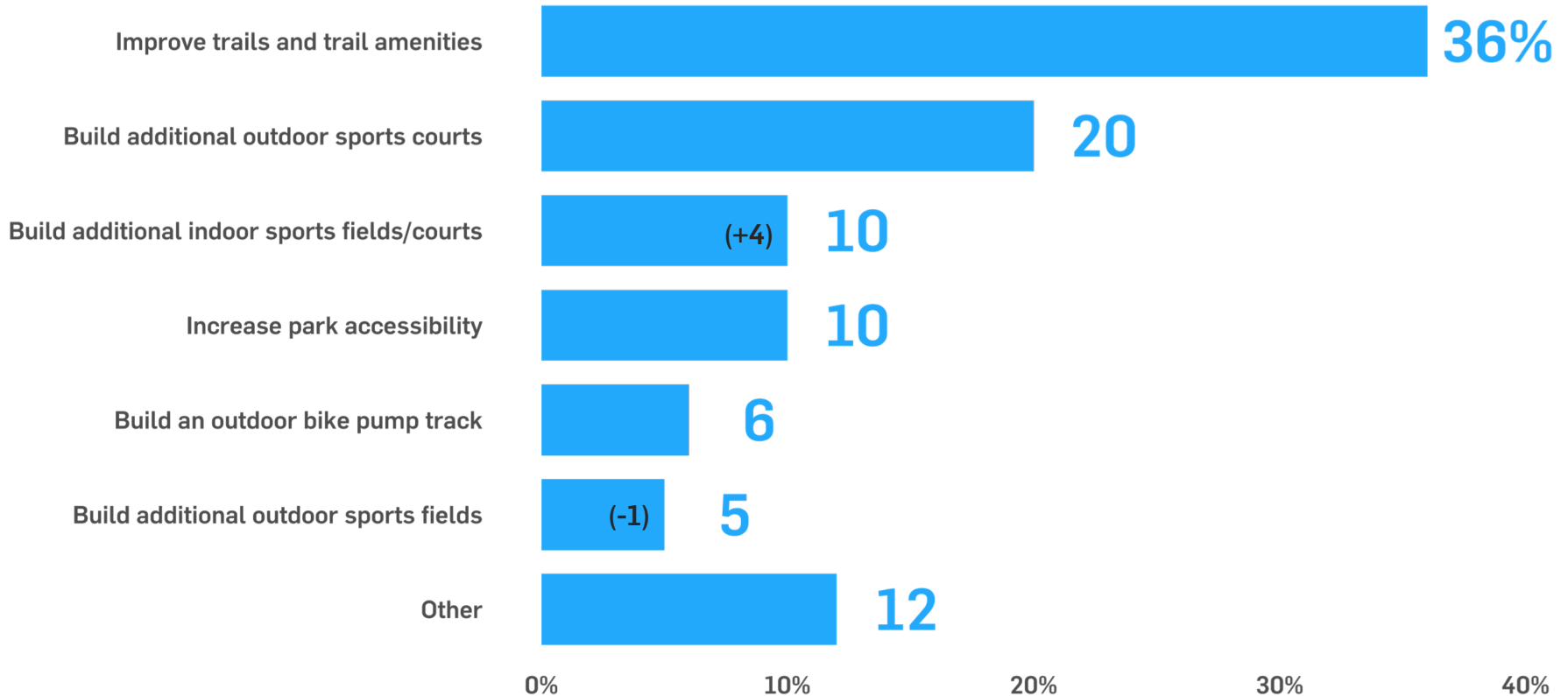
OREM FITNESS CENTER & RECREATION

RECREATIONAL IMPROVEMENTS

Respondents could only select one option, and over a third selected improving trails and trail amenities. Building additional outdoor sports courts was also selected by 1 in 5 respondents. Many of the response options were new, but we have shown changes from the 2017 survey results where applicable.



“If Orem were to provide upgraded or expanded recreational opportunities and you had to choose just one, which of the following options would you prefer?” (n = 2,259)”



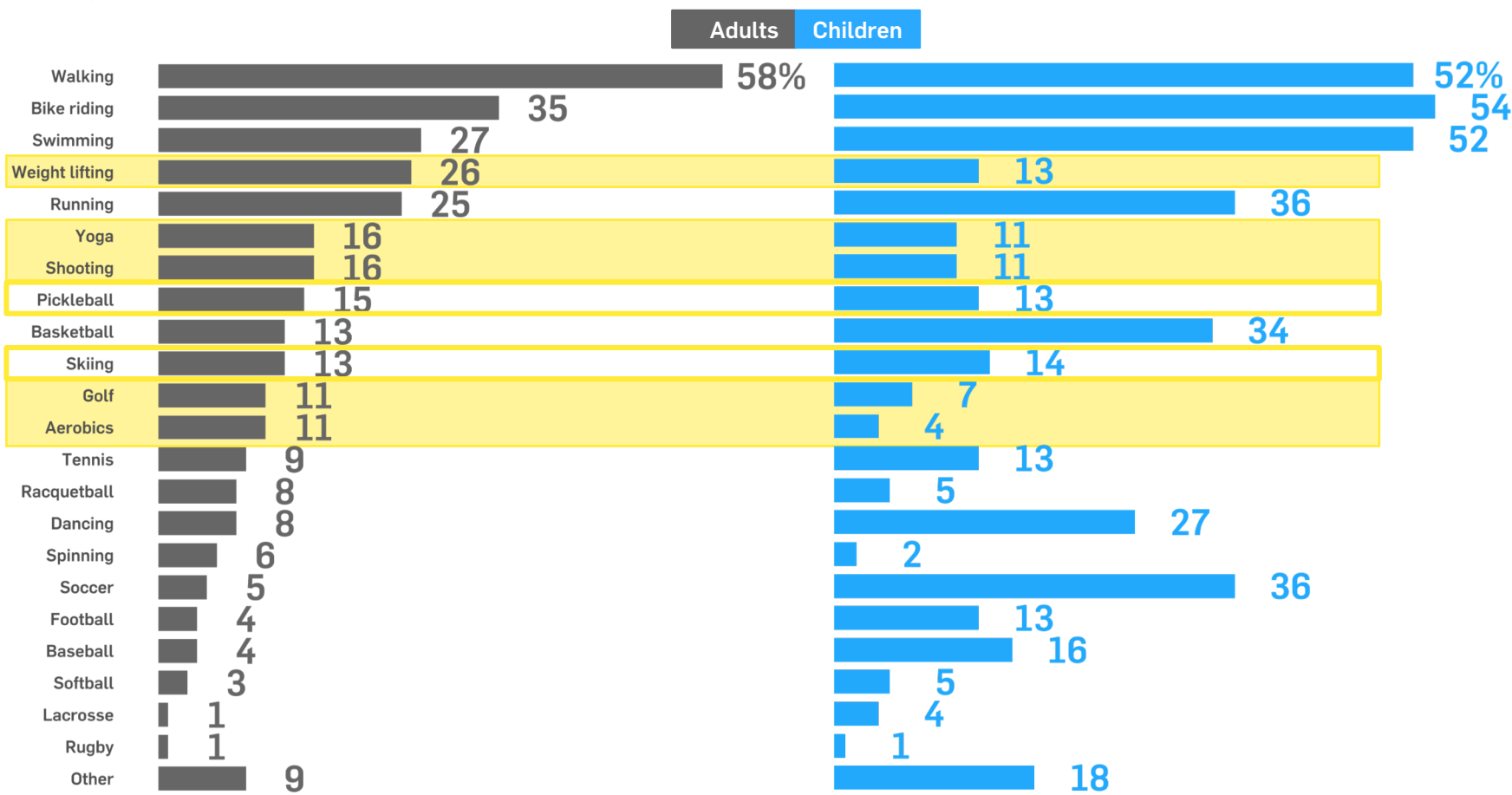
HOUSEHOLD RECREATIONAL ACTIVITIES

Children have higher participation rates in general in recreational activities (especially in organized sports), but activities such as weightlifting, yoga, shooting, aerobics, and golf appear to be more popular among adults. Pickleball and skiing, while popular among a smaller proportion of respondents, are the activities with the most participation parity for all ages.



"For the adults in your household, what sports or other activities do they regularly do for exercise or recreation? Please select all that apply." (n = 1,808)

"For the children under 18 in your household, what sports or other activities do they regularly do for exercise or recreation? Please select all that apply." (n = 828 respondents with children under 18 in household)

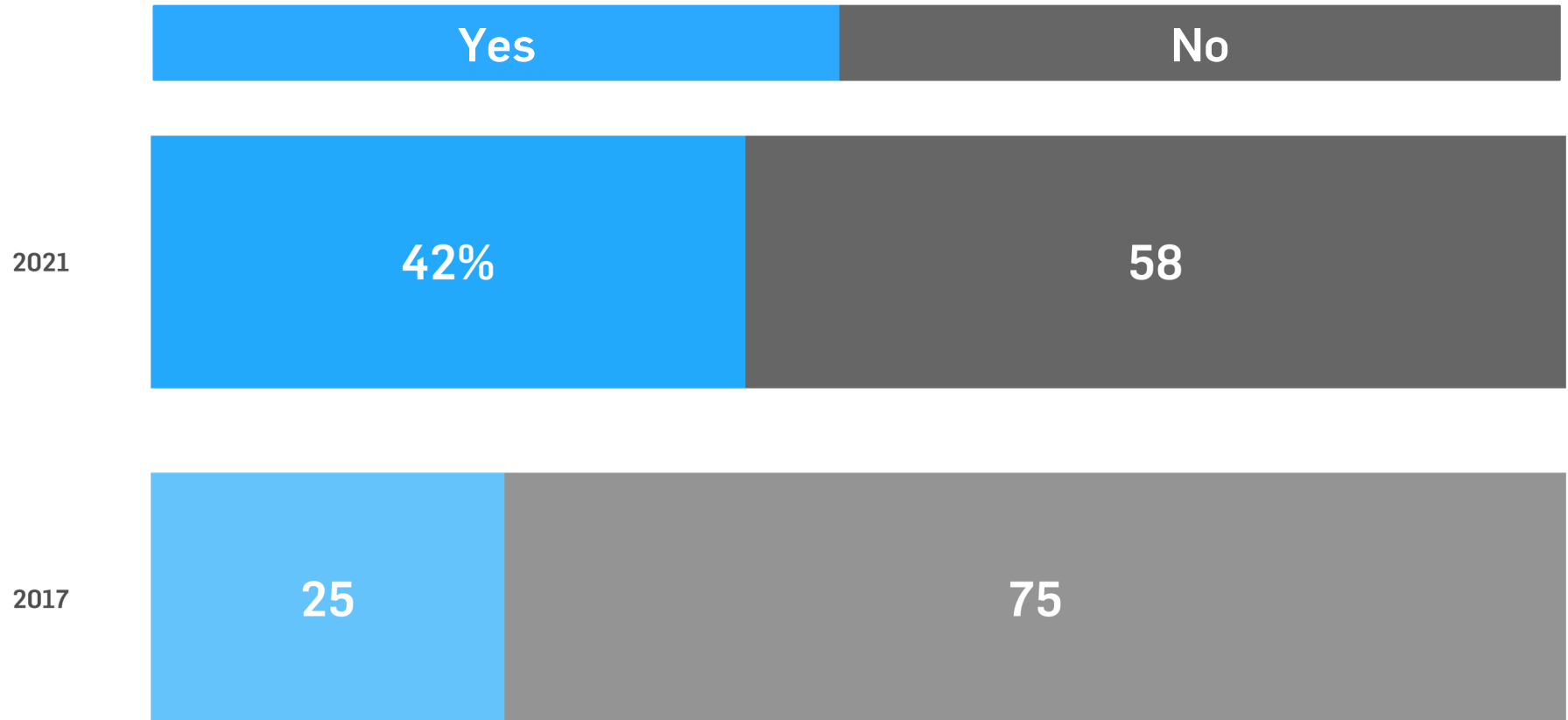


FITNESS CENTER [FORMER] PASS OWNERSHIP

Ownership of Fitness Center passes has increased significantly – by about 17 percentage points since our 2017 survey. Though the question text does not tease out the distinction between current and past usage of the fitness center, it is encouraging that the enthusiasm and market for fitness center usage has increased.



“Do [or did] you have a pass to the [former] Orem Fitness Center[, either prior to the facilities being closed for renovation or to access the temporary fitness facilities while the Orem Family Fitness Center was being completed]?” (n = 2,099 in 2021 survey)

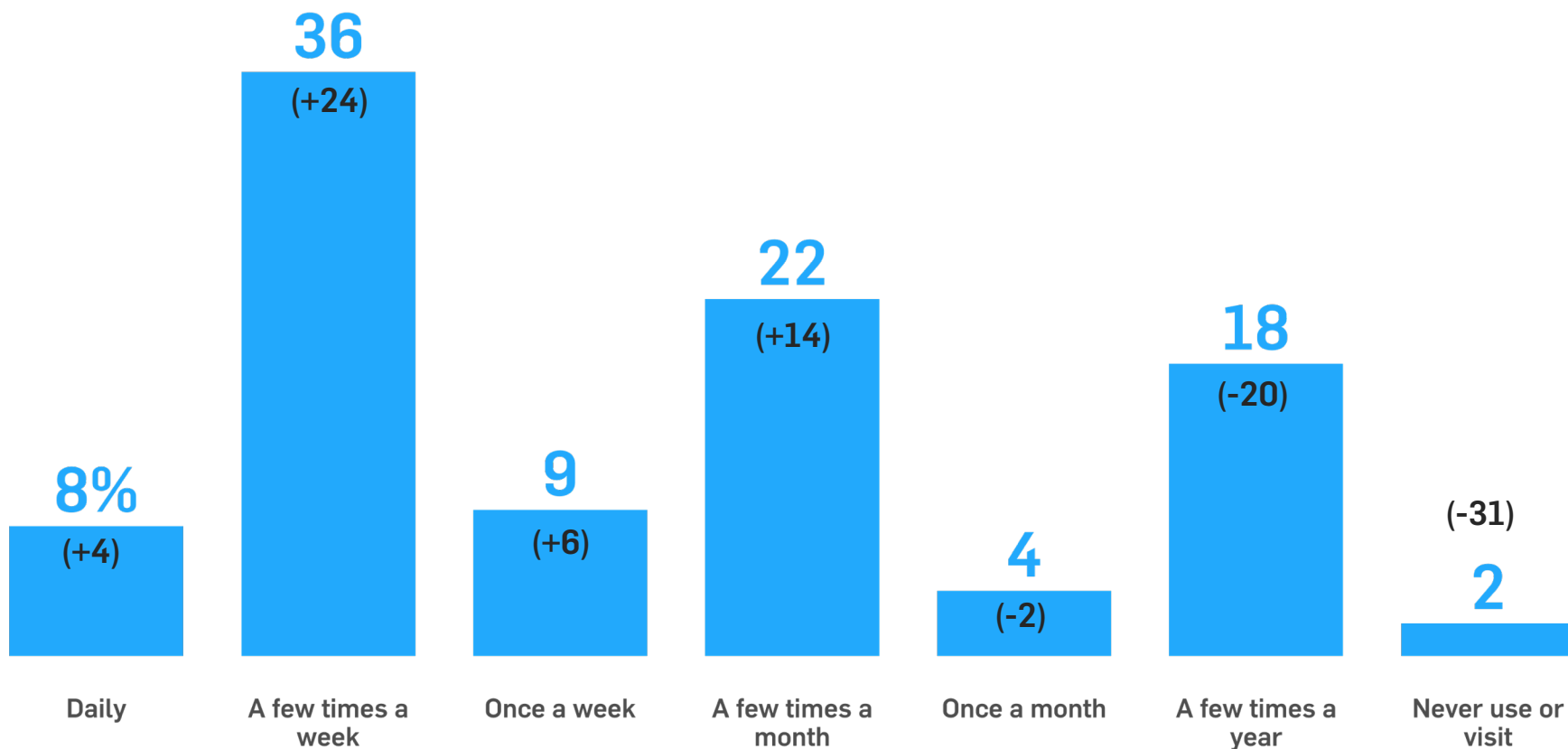


USAGE FREQUENCY

The significant change in Orem Fitness Center usage from 2017 to now is born out in this frequency question. The proportion of those who use (or used) the Fitness Center multiple times a week has tripled, and the proportion of those who say they visit a few times a year or less frequently has shrunk considerably.



How often did you use or visit the former Orem Fitness Center? (n = 933)



NON-PARTICIPATION REASONS

Similar patterns of reasons given appear in this survey as with 2017; namely, lack of interest, or admission fees. Aside from these, certain “Other” reasons persist, including the Fitness Center being too busy, that a respondents had only recently moved to Orem, or would rather exercise outside.



“Which of the following reasons best explains why you did not use the former Orem Fitness Center?” (n = 1,148)


**“OTHER” REASONS
INCLUDE**

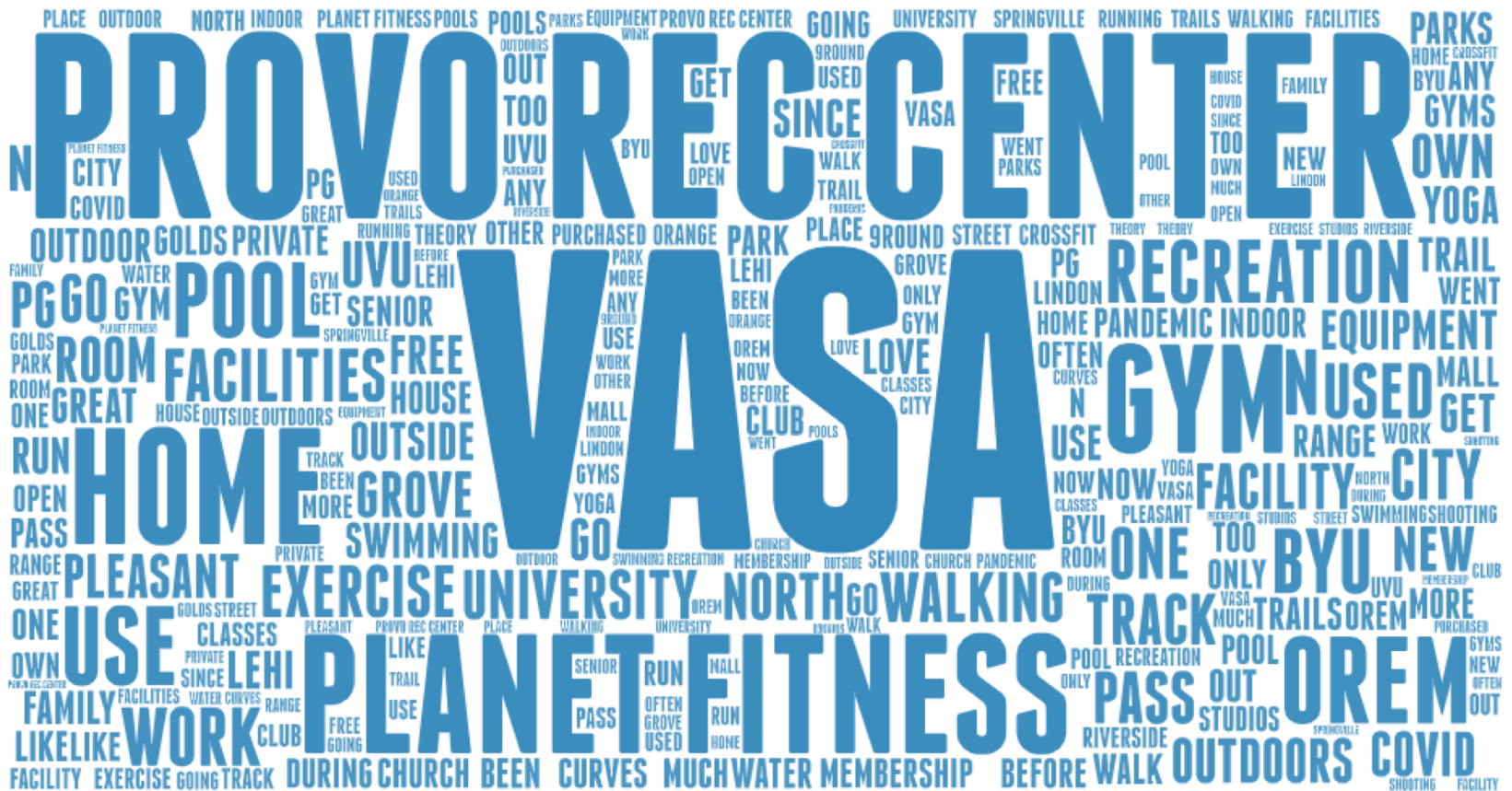
- “Too busy/crowded”
- “Only recently moved to Orem”
- “Would rather exercise outside”



ALTERNATIVE FITNESS CENTERS

When asked about alternative fitness centers that residents use instead of the Orem Fitness Center, a mix of formal and informal options were brought up. Among formal fitness centers, VASA, the Provo Rec Center, and Planet Fitness were mentioned most often. People also mentioned their own homes, trails, and personal fitness regimens.

 “Which gym or fitness facility other than the Orem Fitness Center, if any, do you use most often?” (n = 1,687)



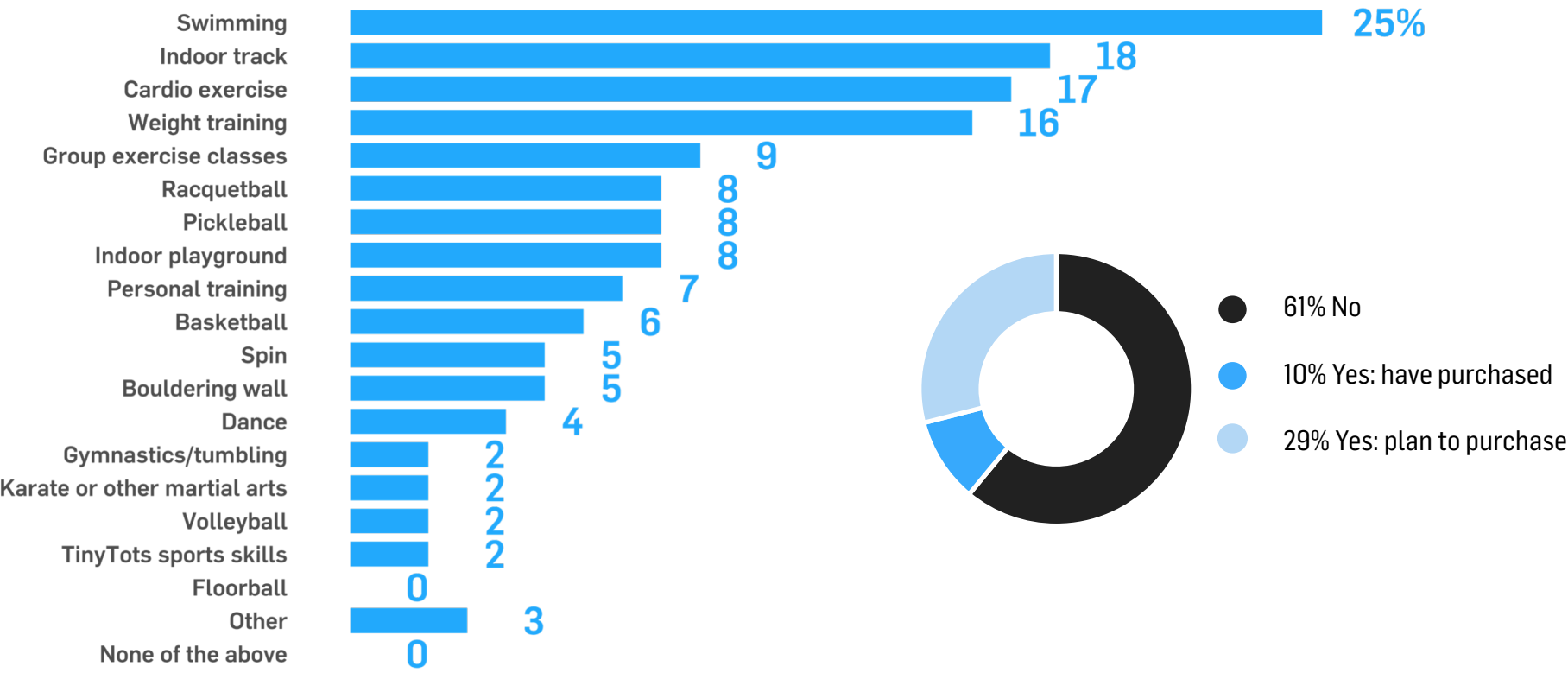
PLANNED FUTURE FITNESS CENTER USAGE

We asked about planned future fitness center participation once the center is open for use. Swimming remains the most popular option as was observed in 2017. Indoor track, cardio exercise, and weight training have all grown in relative popularity, even above certain sports that used to be popular on this ranking.



“Which fitness/recreation activities do you or members of your household plan on participating in once the new Orem Family Fitness Center is open for use? Select all that apply.” (n = 824)

“Have you purchased, or do you plan to purchase a pass to the new Orem Family Fitness Center for the grand re-opening of the remodeled facilities in March?” (n=2,055)



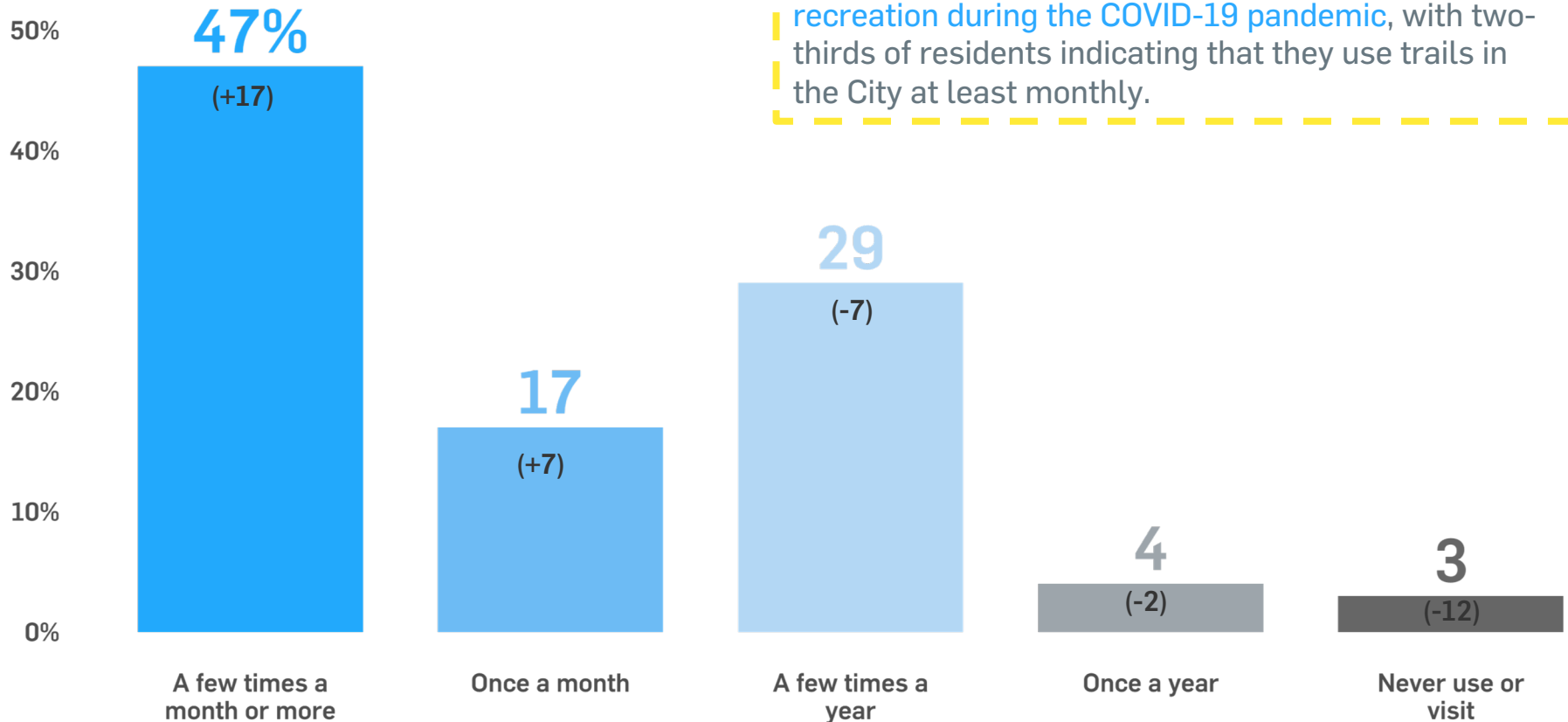
CITY TRAIL USE

OVERALL USAGE

Almost half of respondents used Orem trails a few times a month or more. Only 3% never use or visit Orem trails.



How often do you or members of your household use trails in Orem? (n = 2,239)



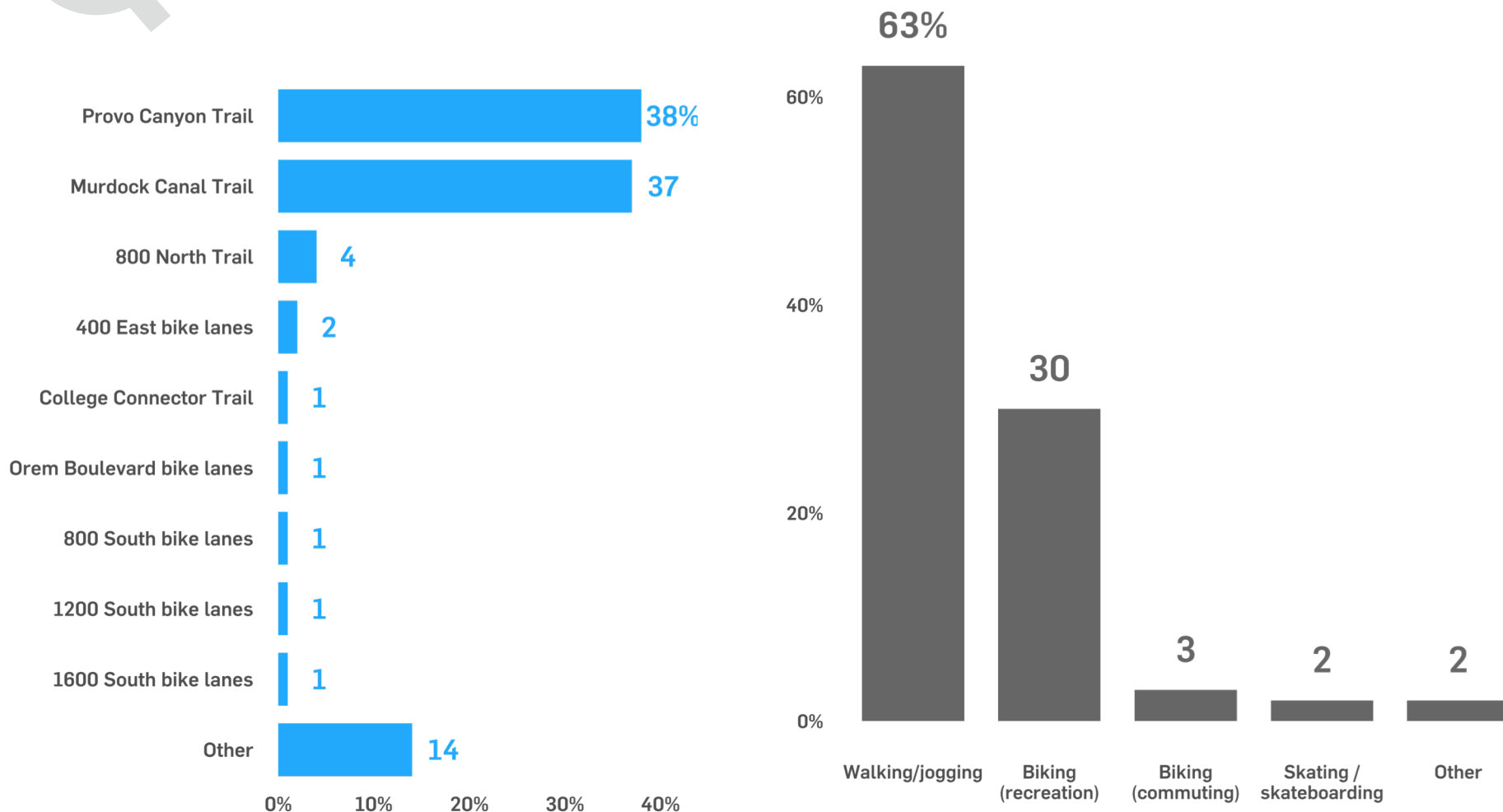
REASONS FOR TRAIL USE

The Provo Canyon Trail and Murdock Canal Trail are the most-used trails for Orem residents. A majority of respondents use trails for walking, and 30% use them for recreational biking.



Which Orem trail or bike path do you use most often? (n = 1,595)

Which of the following reasons best explains why you use the trails in Orem? (n = 1,656)

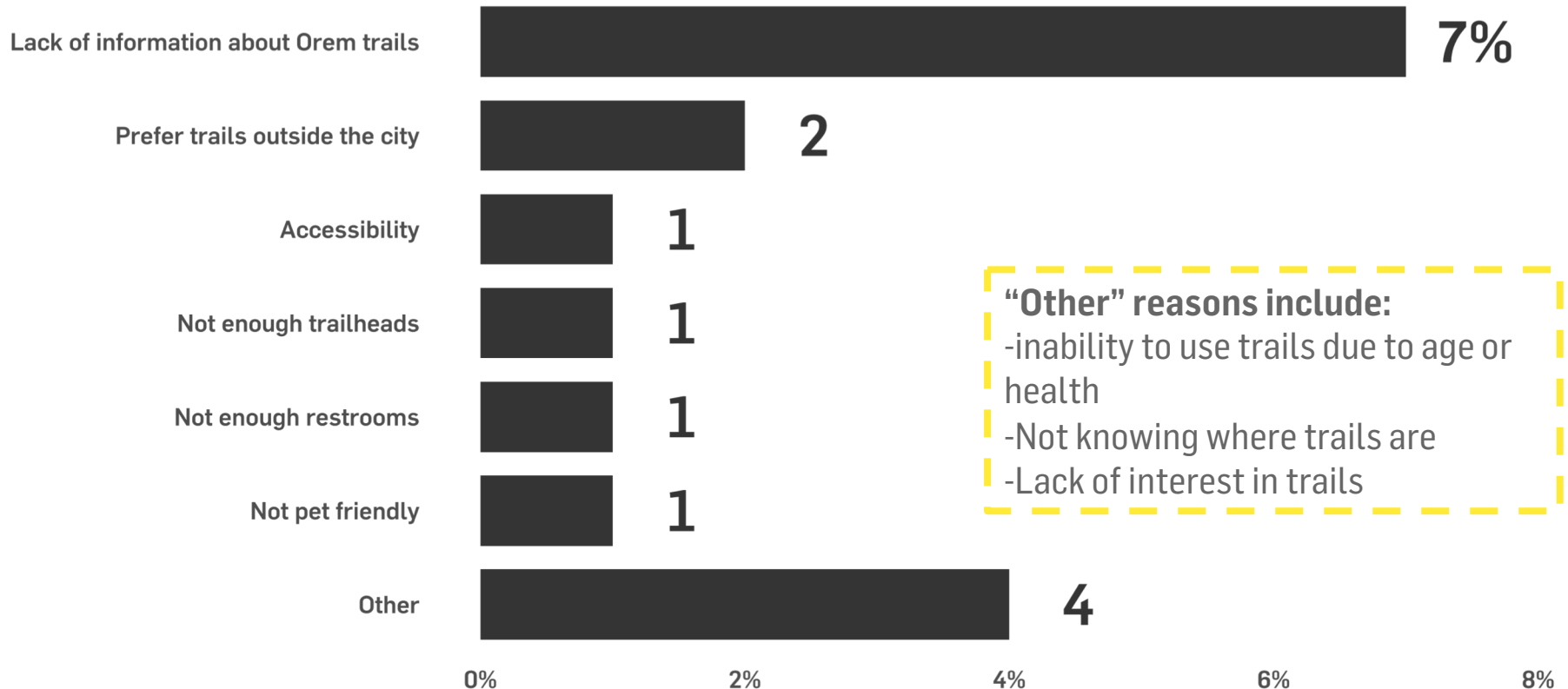


WHY RESPONDENTS DON'T USE TRAILS

Of those who do not use trails in Orem, 7% say it is due to a lack of information about trails.



Which of the following reasons best explain why you do not use the trails in Orem? Select up to three. (n = 394)

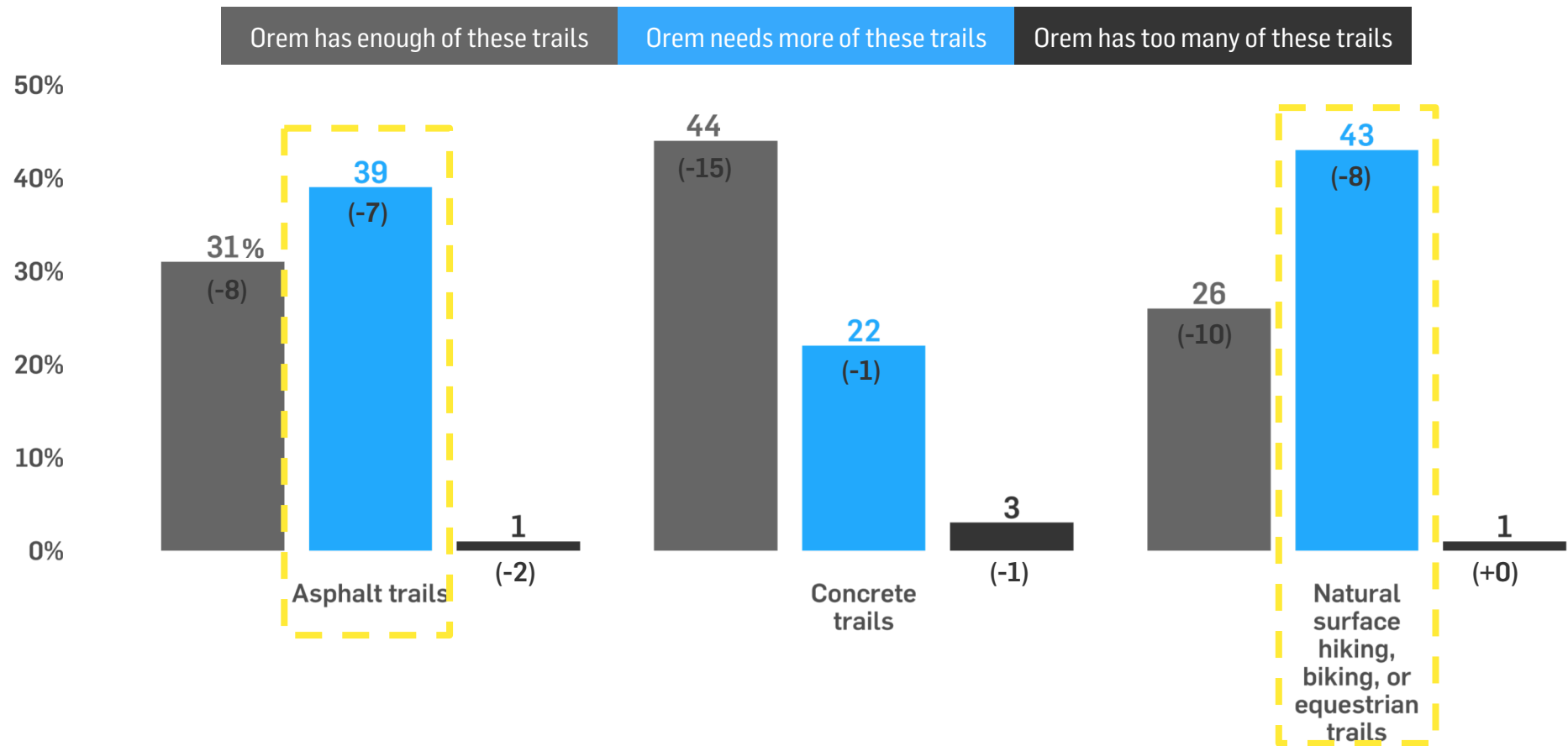


TRAIL TYPE PREFERENCE

Residents generally prefer more natural surface and asphalt trails. 44% of residents say Orem has enough concrete 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. (n = 1,753/1,817)

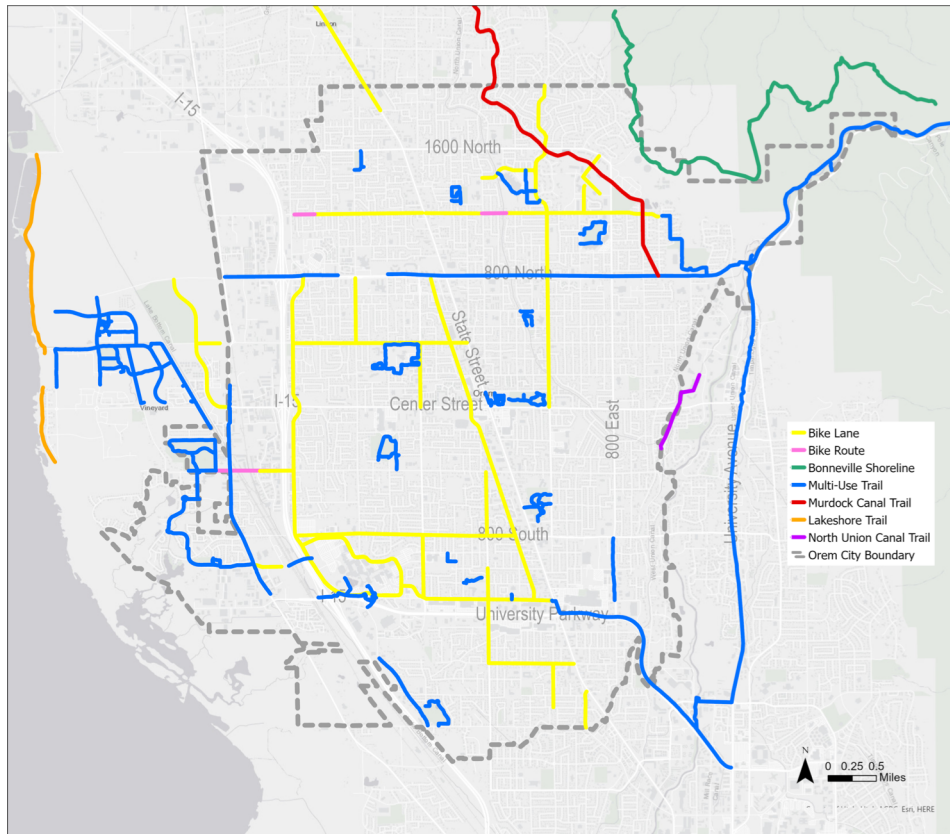


NEW TRAIL PREFERENCE

Almost an equal proportion of respondents want new trails for recreation to be added along the North Union Canal and Bonneville Shoreline trail systems. 19% had other ideas of where to put new trails.



If Orem were to increase the number of trails for recreation in the city, where would you most like to see new trails added? (n = 1,646)



42%

Extend the North Union Canal trail system

39%

Extend the Bonneville Shoreline trail system

19%

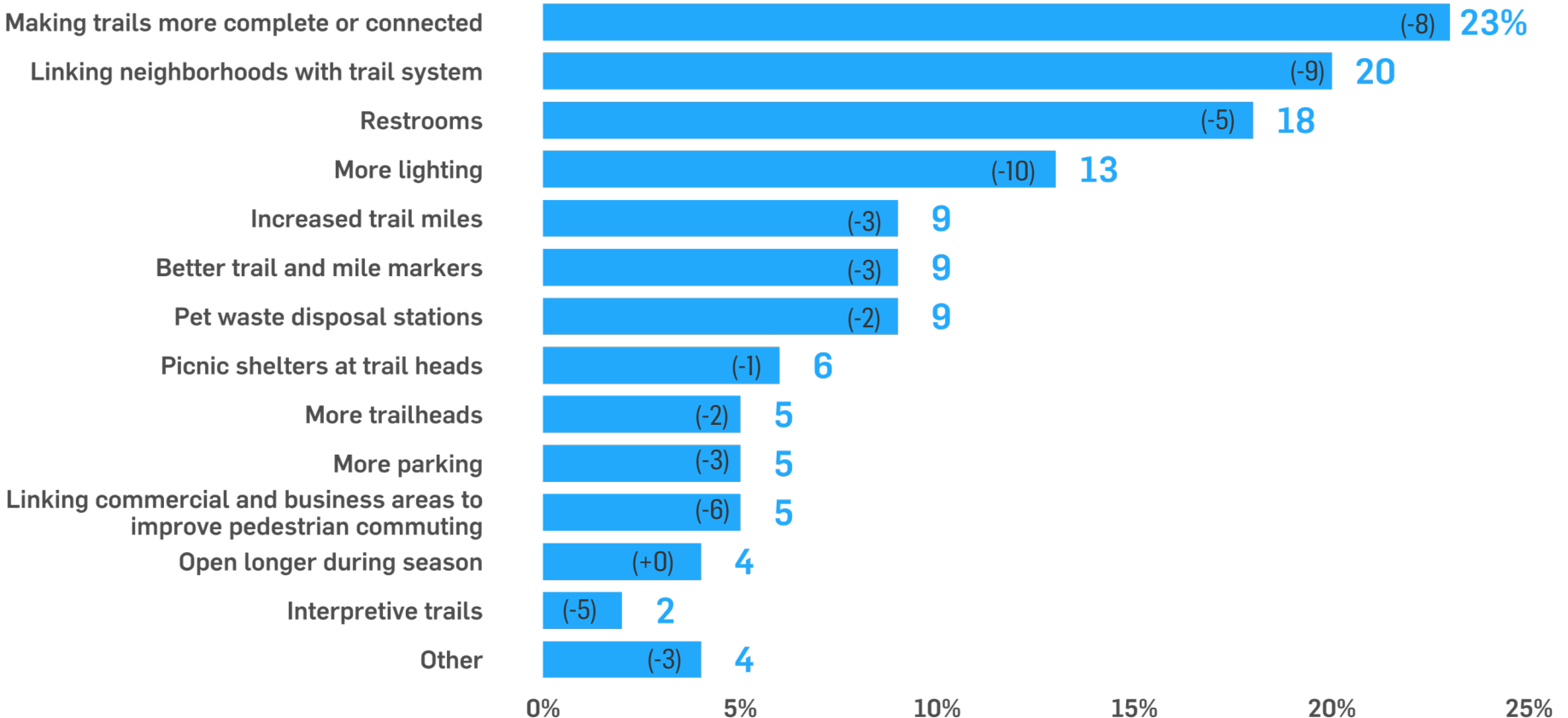
Other, including requests for bike paths, trails connecting existing trails to neighborhoods, and the expansion of the Lakeshore and Murdock Canal trails

TRAIL IMPROVEMENTS

Trail connection, using trails to link neighborhoods, and restrooms 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. (n = 3,338)

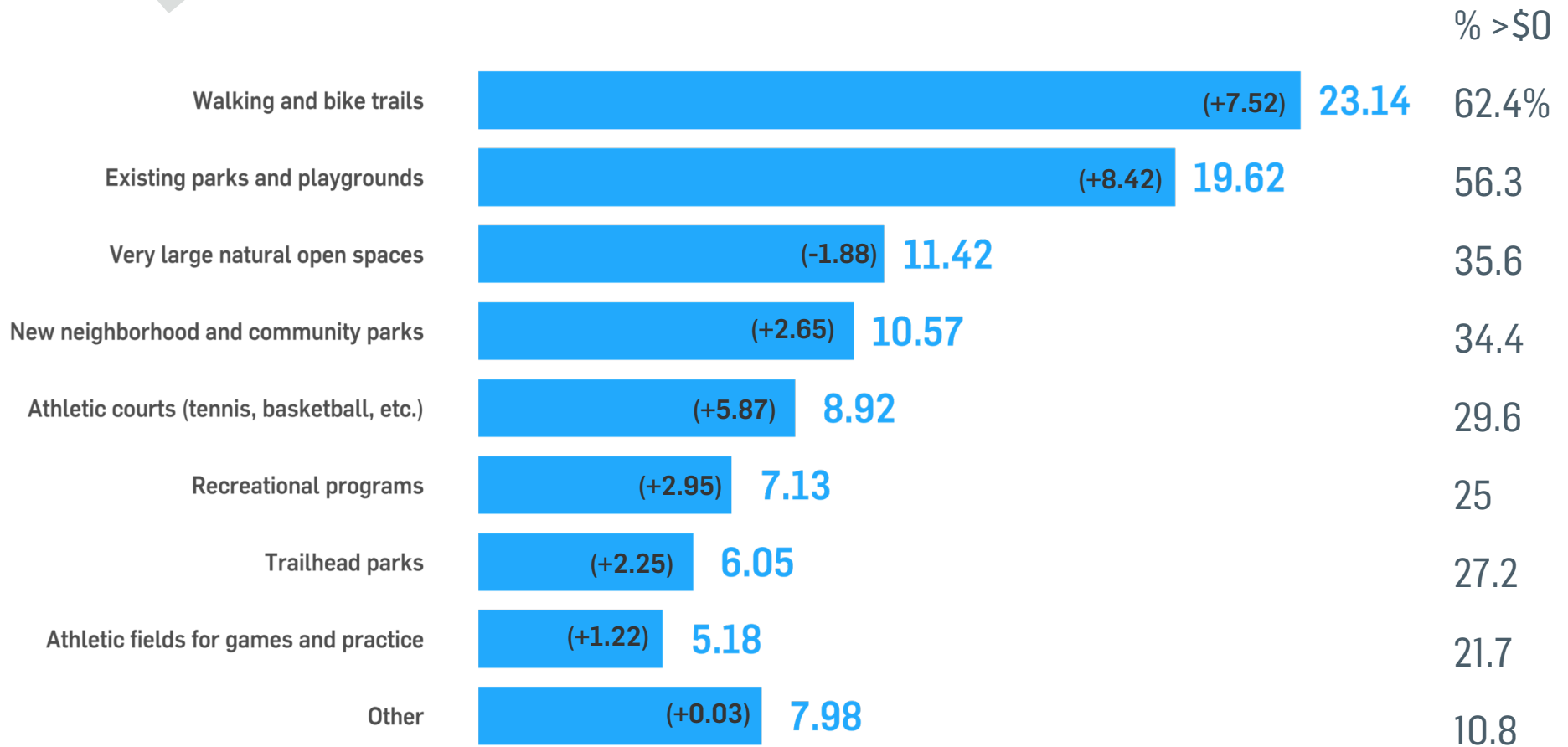


TOTAL FUNDING ALLOCATION

Residents' preferences are to upgrade walking and bike trails in addition to funding existing parks and playgrounds. Athletic fields for games and practice are the least-supported amenities.



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? (n = 1,905)



NEW ACTIVITY PREFERENCE

Top words mentioned by respondents include “park,” “trail,” “bike,” and “court.”

Please suggest up to five (5) recreational activities, programs, or facilities not currently offered by the City that you feel are most needed in the Orem community. (n = 2,079)

“More bike lanes or multi-use sidewalks”

“Big ,open,
quiet natural
spaces”

“More pickleball courts”

“More dog parks or
dog-friendly
sections of parks”

“More indoor sports facilities for winter time”

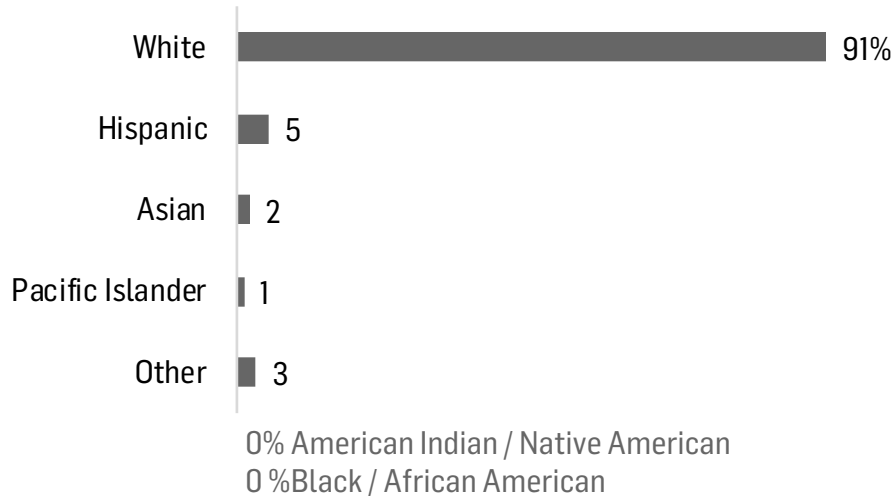


DEMOGRAPHICS

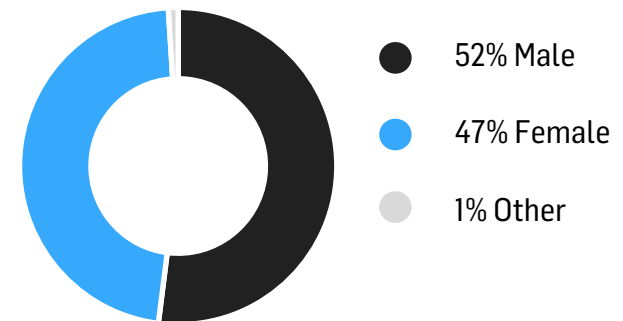
RESPONDENT DEMOGRAPHICS

A majority of survey respondents are white. 68% of respondents either have a four year college degree or post graduate degree. Only 6% of respondents fell in the 18-24 year old age group.

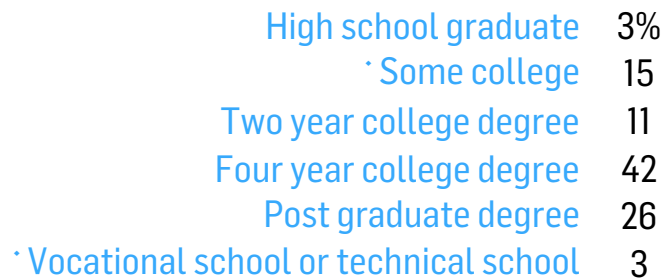
RACE (n = 1,826)



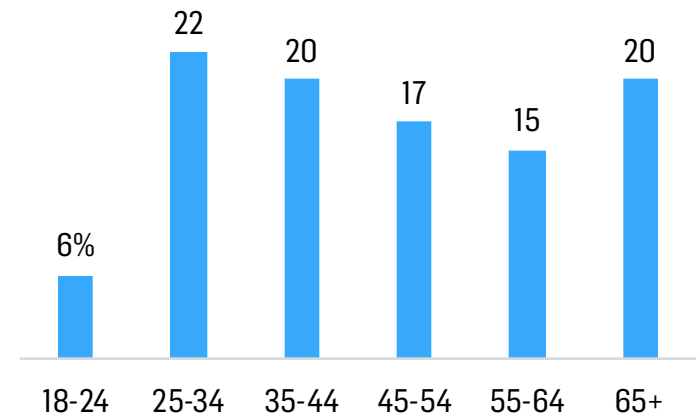
GENDER (n = 1,839)



EDUCATION (n = 1,827)



AGE GROUPS (n = 1,772)



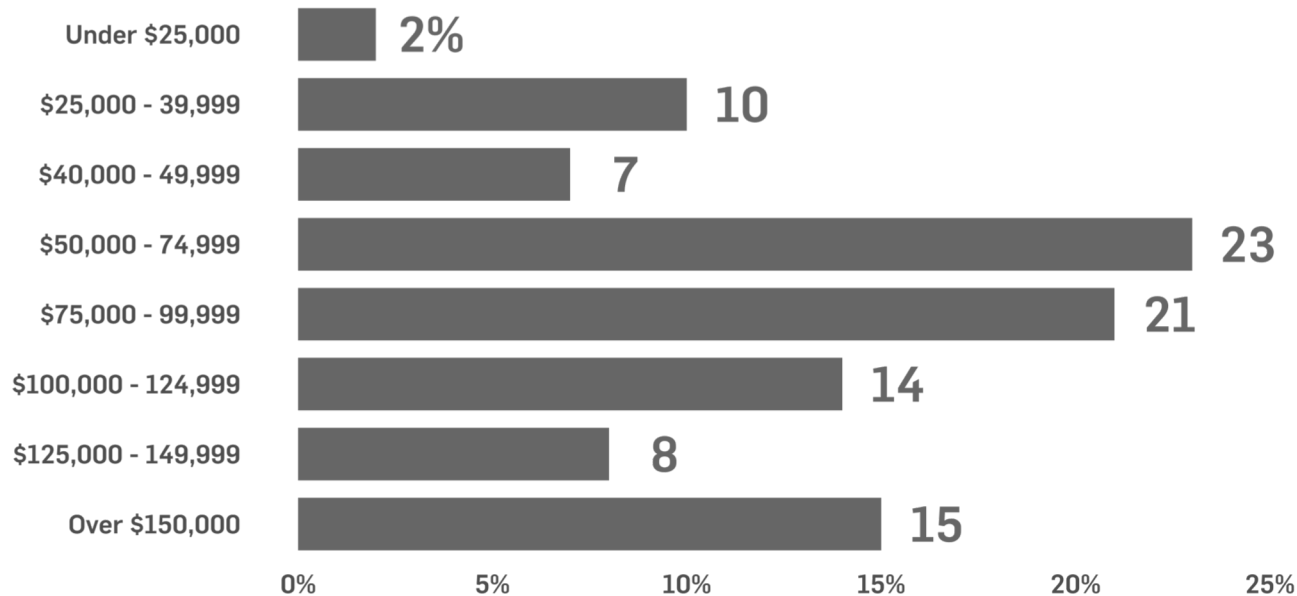
RESPONDENT DEMOGRAPHICS

Over half of respondents are employed by someone else. 79% are either married or living with a partner. 12% are making less than \$40,000 per year, and 37% are making over \$100,000. Compared to 2017 data, our updated panel recruits are significantly less likely to be student residents. This is a direct function of our sampling frame.

EMPLOYMENT STATUS (n = 1,830)

Employed by someone else	55%
Retired	19
Self-employed	14
Homemaker	8
Unemployed	2
Student	2

INCOME (n = 1,692)



MARITAL STATUS (n = 1,812)

79%

of respondents are
married or living
with a partner

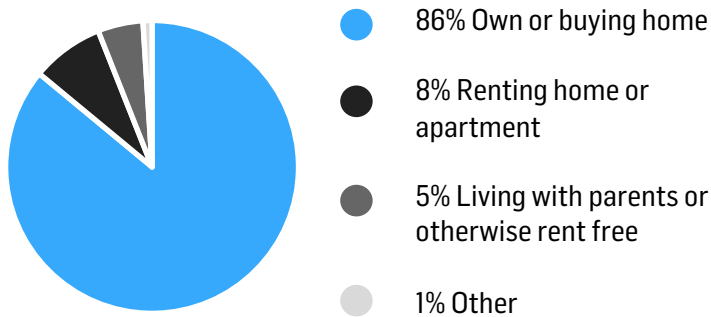
21%

of respondents are
either single,
widowed, or
divorced

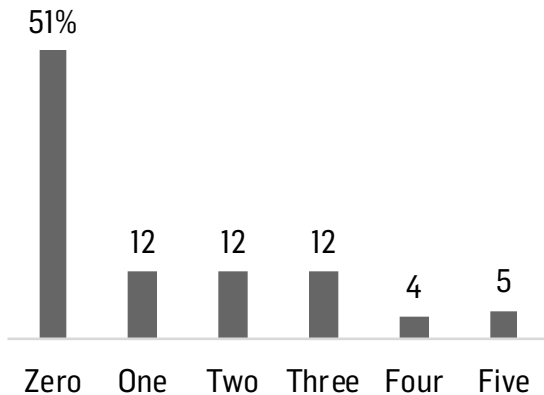
RESPONDENT DEMOGRAPHICS

86% of respondents own or are buying their own home. 31% of respondents have lived in Orem for over 30 years, while 23% have lived in Orem for less than 5 years. Half of respondents live in households without kids under 18.

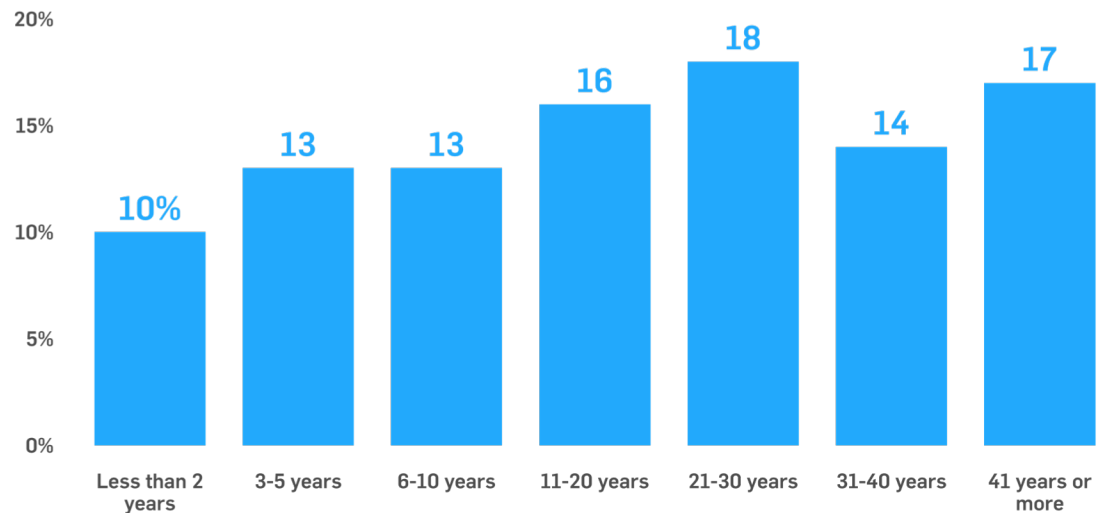
OWN VS. RENT (n = 1,859)



CHILDREN IN HOUSEHOLD (n = 1,844)



TIME LIVED IN OREM (n = 1,855)





Kyrene Gibb | Partner, Vice President of Research
kyrene@y2analytics.com | 801.406.7877