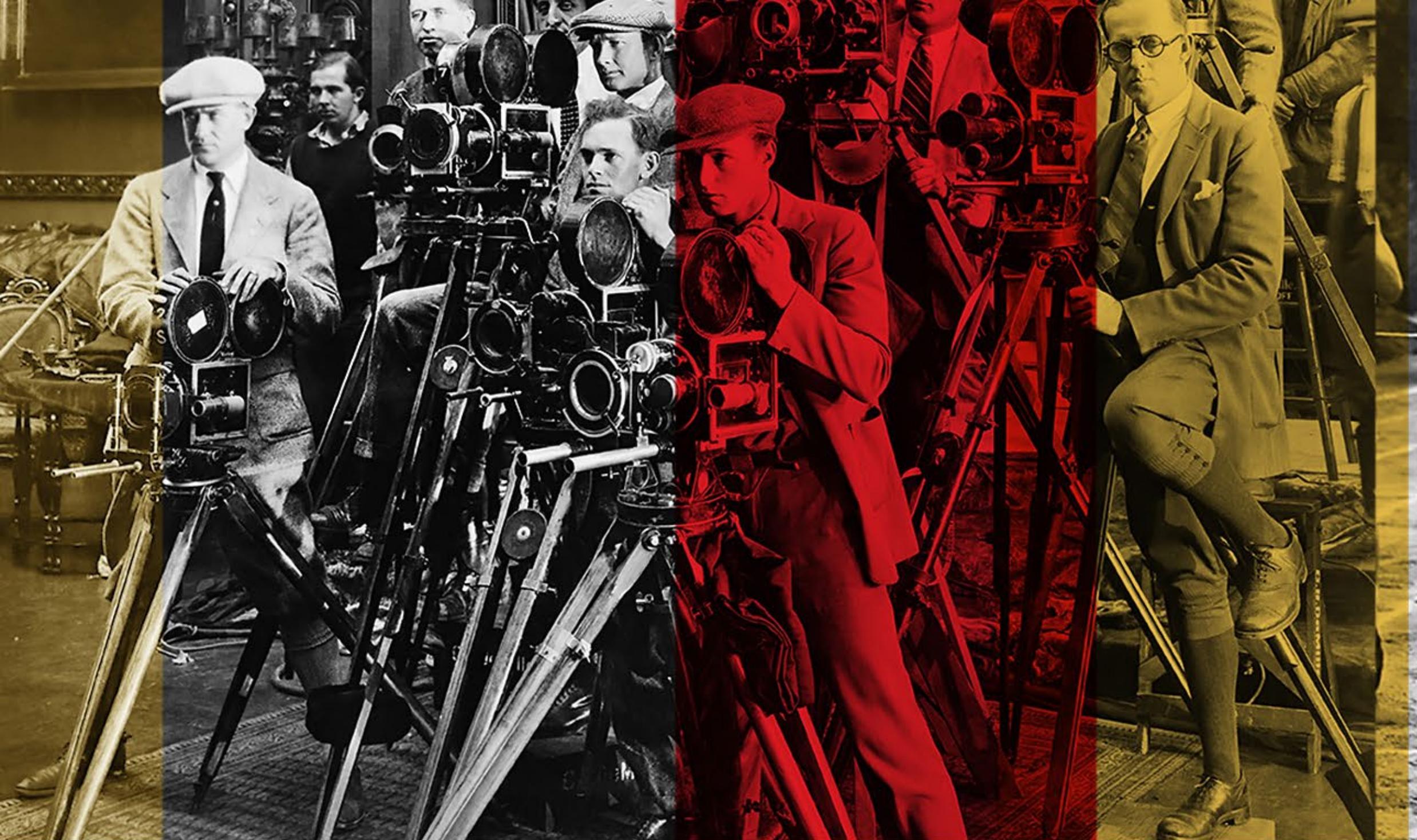




MindFire  
COMMUNICATIONS



# ROCK ISLAND COUNTY FOREST PRESERVE DISTRICT

Community Survey Findings

December 20, 2023

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# RESEARCH OBJECTIVES



- Understand the awareness and perceptions of the Rock Island County Forest Preserve District.
- Test brand loyalty and referral likelihood (Net Promoter Score).
- Better understand the behaviors and needs of Rock Island County residents.
- Understand what attributes Rock Island County residents associate with the Rock Island County Forest Preserve District.
- Identify issues and strategies to enhance the Rock Island County Forest Preserve District mission.



Goals	Executive Overview
Understand the awareness and perceptions of the Rock Island County Forest Preserve District.	The public considers the RICFP an asset to this community, even if they don't frequent the preserves. Outdoor amenities and conservation of land is valued.
Test brand loyalty and referral likelihood (Net Promoter Score).	There was a positive increase in NPS from 2017, with the exception of Niabi Zoo. People both locally and in surrounding communities are likely to promote the preserves.
Better understand the behaviors and needs of Rock Island County residents.	Social media and word of month are the top sources for RICFP updates and news. The community overall finds the preserves well-maintained and would like to see continued improvement.
Understand what attributes Rock Island County residents associate with the Rock Island County Forest Preserve District.	People want to learn about the RICFP conservation efforts first and foremost. Events and outdoor amenities are a major draw for most preserves and should be heavily promoted.
Identify issues and strategies to enhance the Rock Island County Forest Preserve District mission.	Invest in preserve photo shoots in 2024 for an updated view of all properties to promote updates and beauty of the properties. Clarify how funds are allocated amongst the preserves to avoid confusion.

# METHODOLOGY



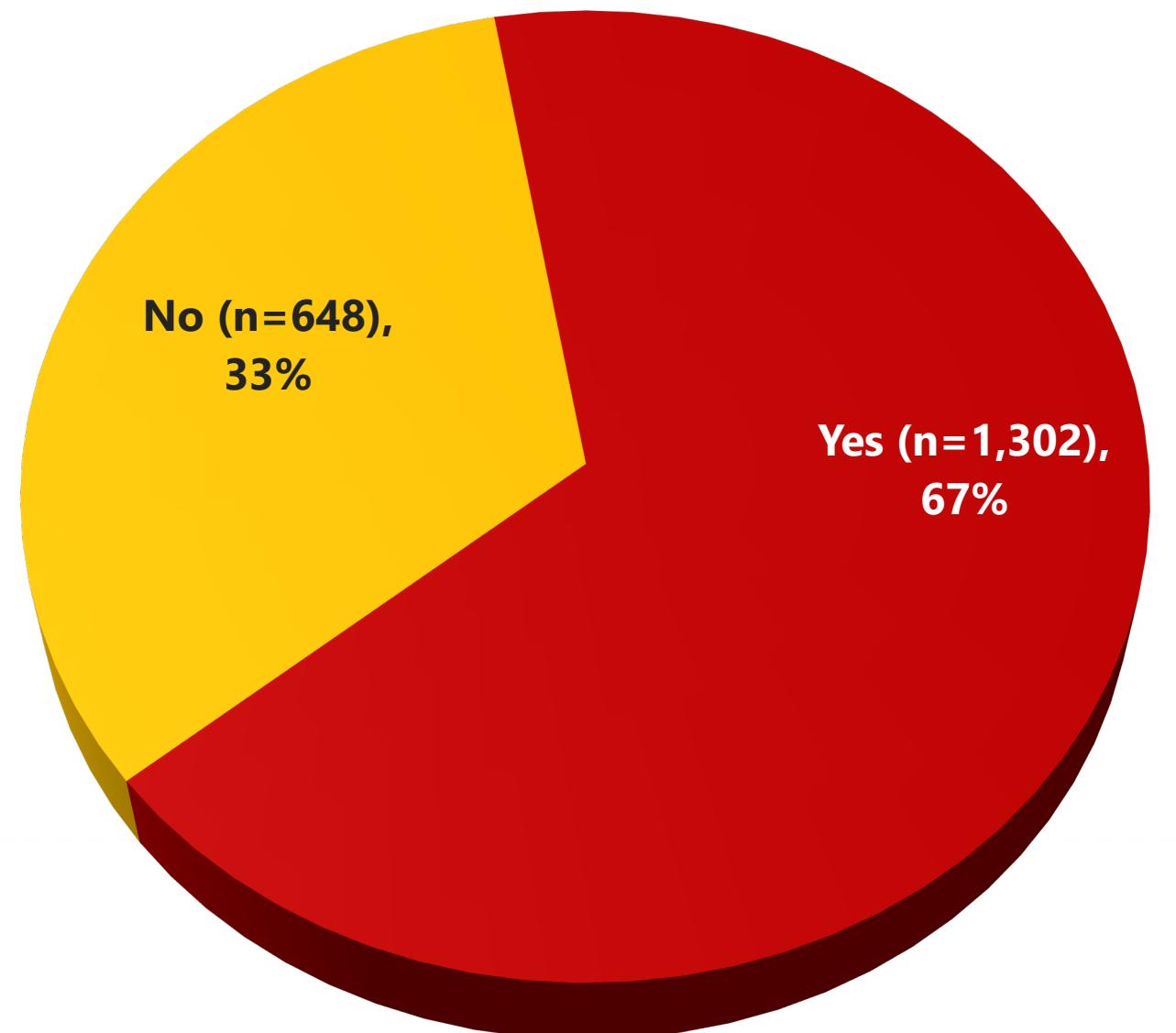
- Gathered online survey responses November 2 – 20, 2023.
- Survey was sent to the email list provided, purchased email list, shared on social media platforms and linked in press release.
- Confidence interval sample size of 1,950 = +/- 2.18
  - Confidence interval: a range of values so defined that there is a specified probability that the value of a parameter lies within it.

# COUNTY DEMOGRAPHICS



# ROCK ISLAND COUNTY RESIDENTS

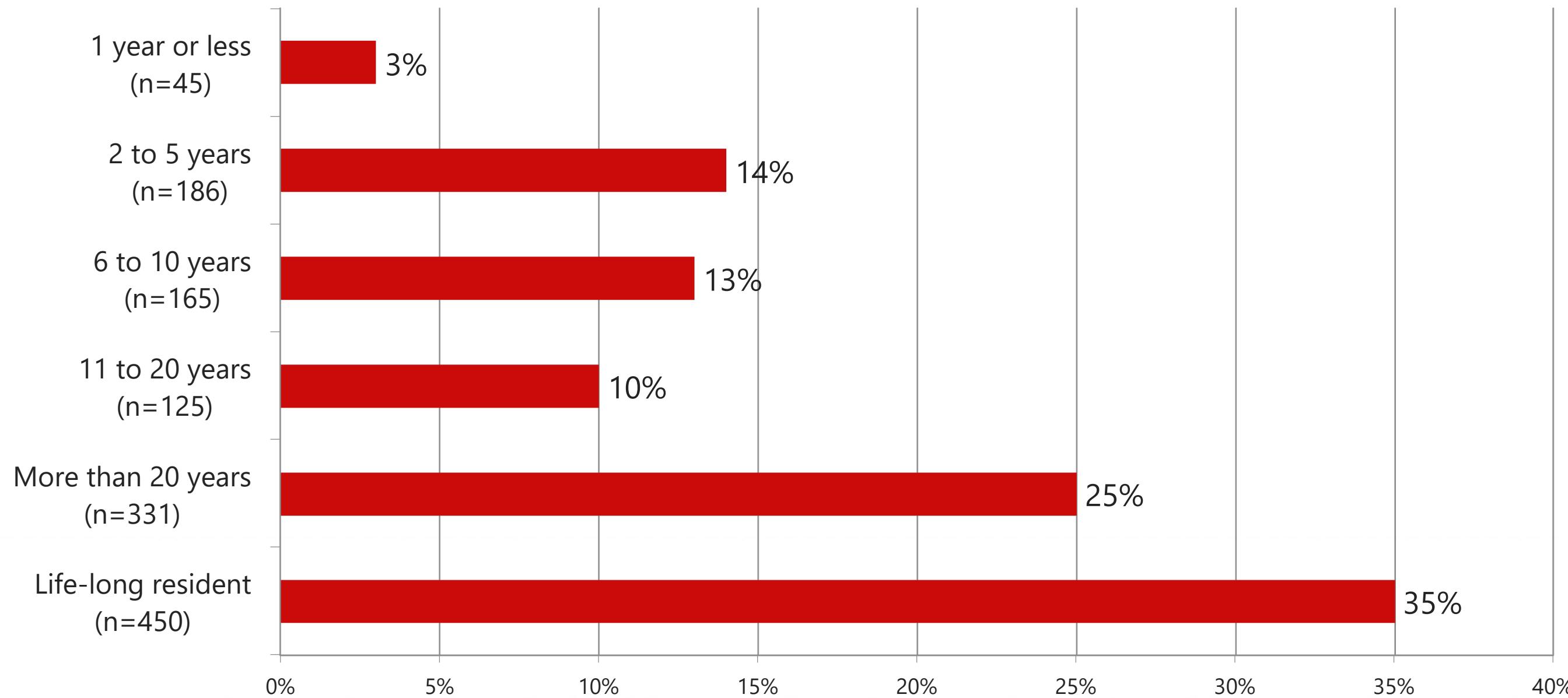
Are you a Rock Island County resident?



Base: All respondents, n= 1,950

# FOR THOSE WHO SAID THEY LIVE IN ROCK ISLAND COUNTY

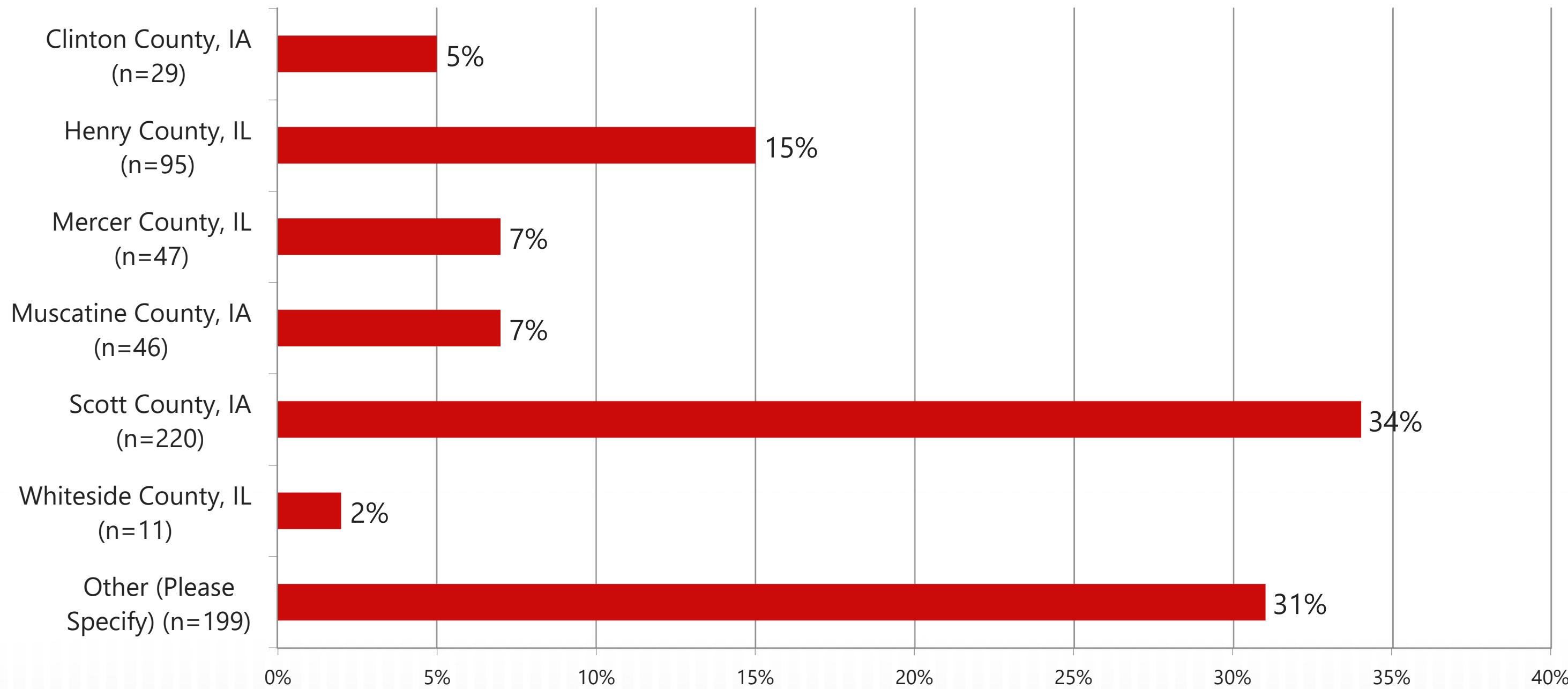
How long have you been a Rock Island County resident?



Base: All respondents, n=1,302

# THOSE WHO LIVE OUTSIDE ROCK ISLAND COUNTY

In which county do you reside?



Base: Non-Rock Island County Residents, n=647

## OTHER COUNTIES

In which county do you reside? Other (please specify)

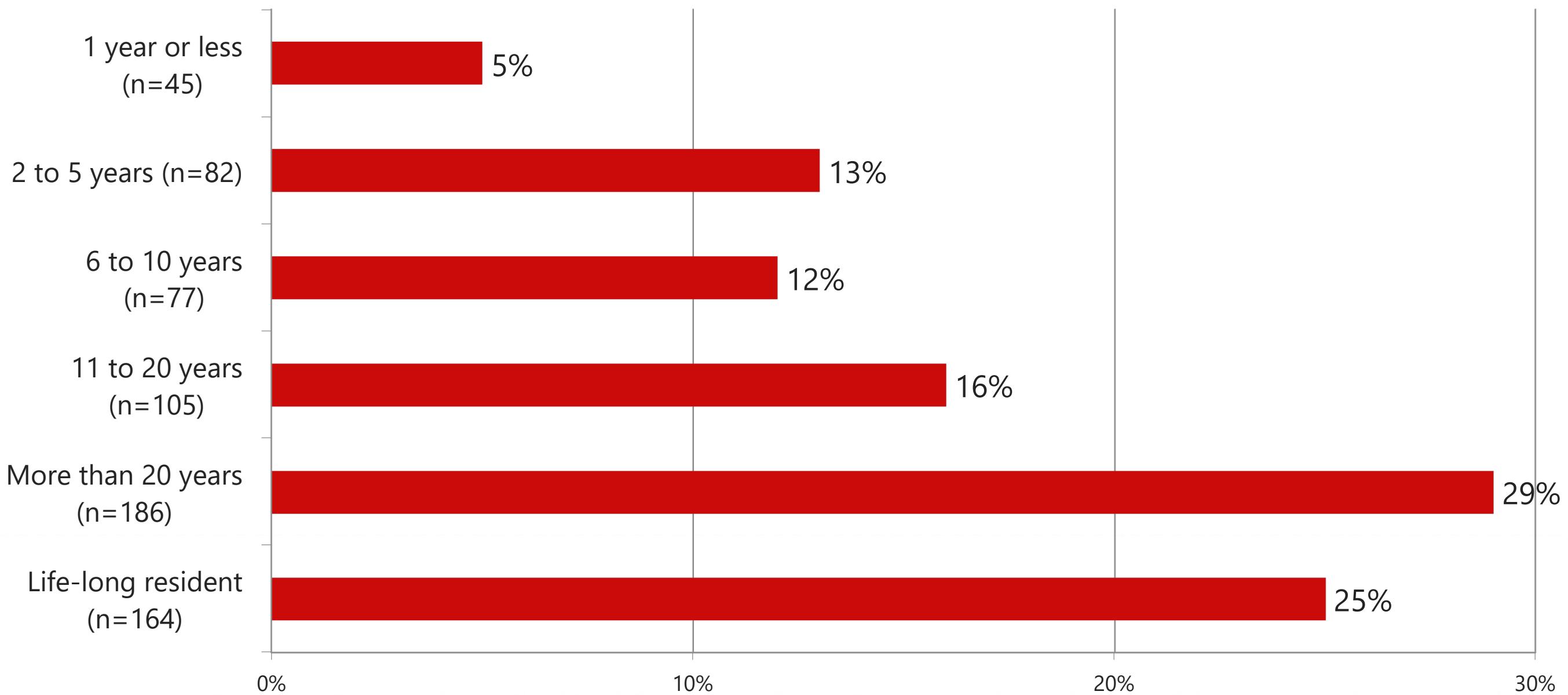


Sarasota County Florida Wichita, Kansas  
Rock County, Wisconsin Addison county Champaign, IL  
Stark County Jackson County, Iowa Dubuque County, IA Henry County, IL  
Jones Will County, Illinois Marshall Henry County, IA Marin Cerro Gordo  
Pennington County, South Dakota Hendricks County, In Iowa County Jonson County, IA  
Dane co Ogle County, IL DuPage County, IL Polk County, IA Mason, IL Lee County, IA  
LaSalle County, IL Cedar County, IA Texas Jones county, IA Naples FL Prairie Village, KS Washington County, Iowa Fulton County, IL  
DeKalb Henderson county, IL DuPage County, IL Polk County, IA Mason, IL Lee County, IA  
I live in Nashville now but grew up in RI Carroll County, IL Grundy county, IL Cochise County in Arizona. Jones County, IA Ohio  
Des Moines Co, IA Hardin County, TX Williamson McDough County Buchanan Kane County, IL  
Louisa County, IA Cook County, IL McLean County, IL Mine haha, SD Warren County, IL Kane County IL Texas  
Denver, CO Kankakee Tazewell McLean County, IL Mine haha, SD Warren County, IL Kane County IL Texas  
Knox County, IL Winnebago IL

Base: Non-Rock Island County Residents who selected other, n=199

# LENGTH OF RESIDENCY

How long have you been a resident of that county?



Base: Non-Rock Island County Residents, n=645

# OUTDOOR ACTIVITIES



# OUTDOOR ACTIVITIES

What kinds of outdoor activities do you and those in your household like to participate in? (Select all that apply)

Outdoor Activity	Percent	Frequency
Hiking	57%	1,105
Running/walking	57%	1,101
Wildlife watching/nature exploration	53%	1,028
Camping	51%	994
Zoos/animal exhibits	48%	934
Biking	42%	819
Fishing	42%	813
Boating/canoeing	41%	801
Swimming (pools and water parks)	41%	800
Picnicking	38%	749

Base: All respondents, n=1,947

# OUTDOOR ACTIVITIES (CONT.)

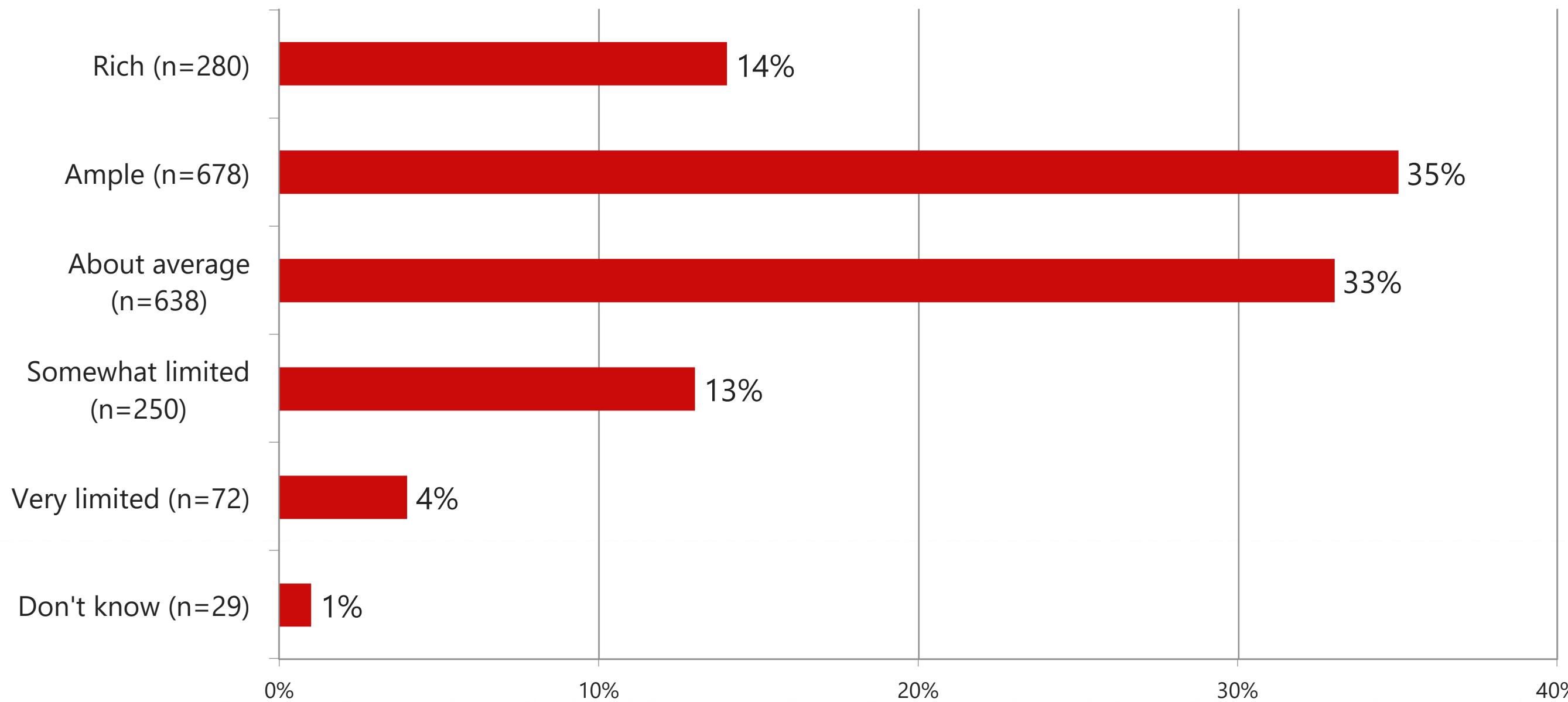
What kinds of outdoor activities do you and those in your household like to participate in? (Select all that apply)

Outdoor Activity	Percent	Frequency
Playgrounds	36%	709
Golf	26%	510
Dog parks	24%	472
Conservation education	21%	406
Baseball/softball	20%	396
Basketball	19%	374
Hunting	17%	338
Soccer	15%	284
Horseback riding	14%	269
Disc golf	11%	213

Base: All respondents, n=1,947

# AVAILABILITY OF PARKS AND FOREST PRESERVES

How would you describe the availability of parks and forest preserves for outdoor public recreation in your county?



Base: All Respondents, n=1,947

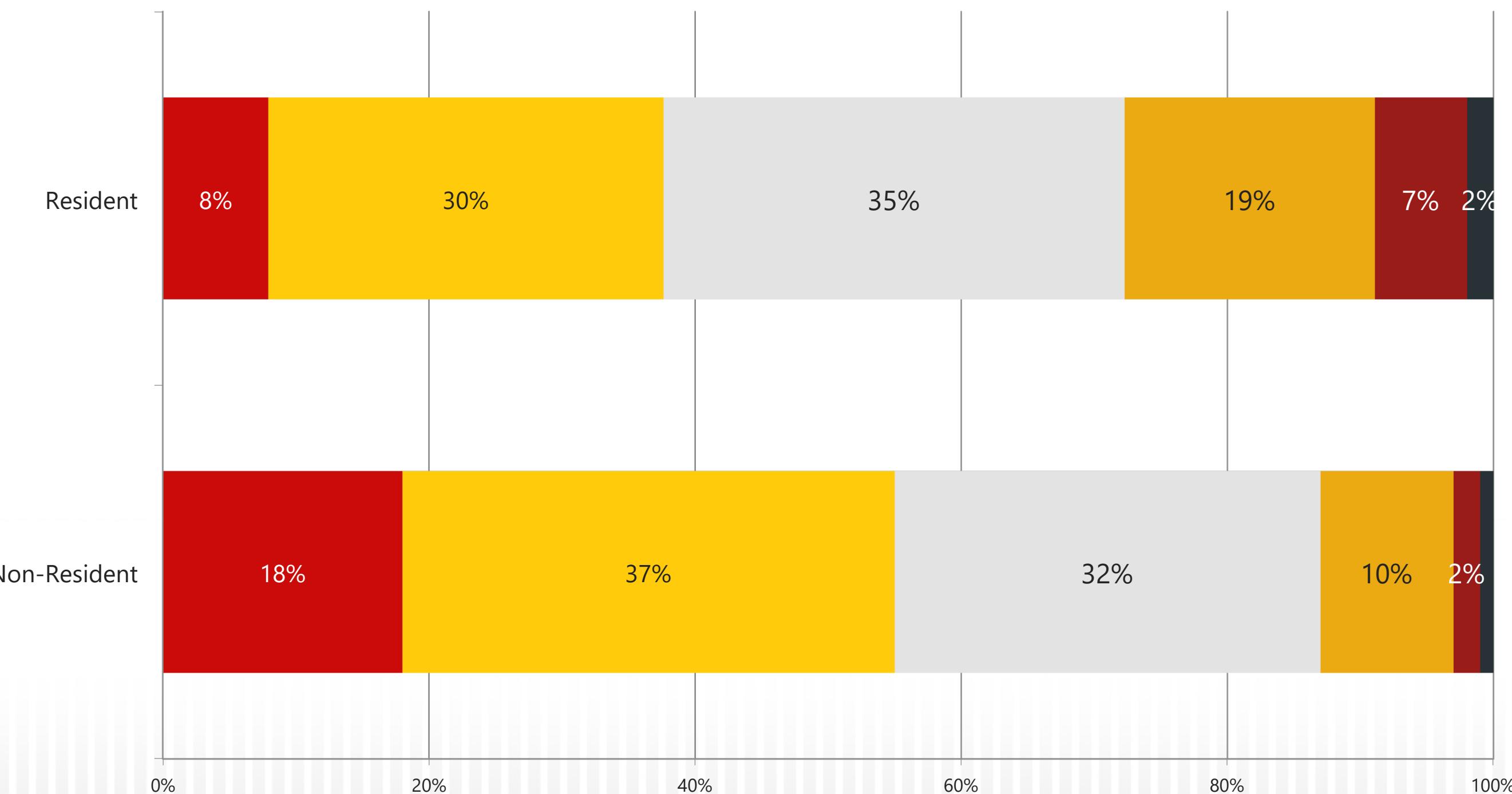
# ROCK ISLAND CO. RESIDENT VS. PARK/PRESERVE AVAILABILITY

Are you a Rock Island County resident?

How would you describe the availability of parks and forest preserves for outdoor public recreation in your county?



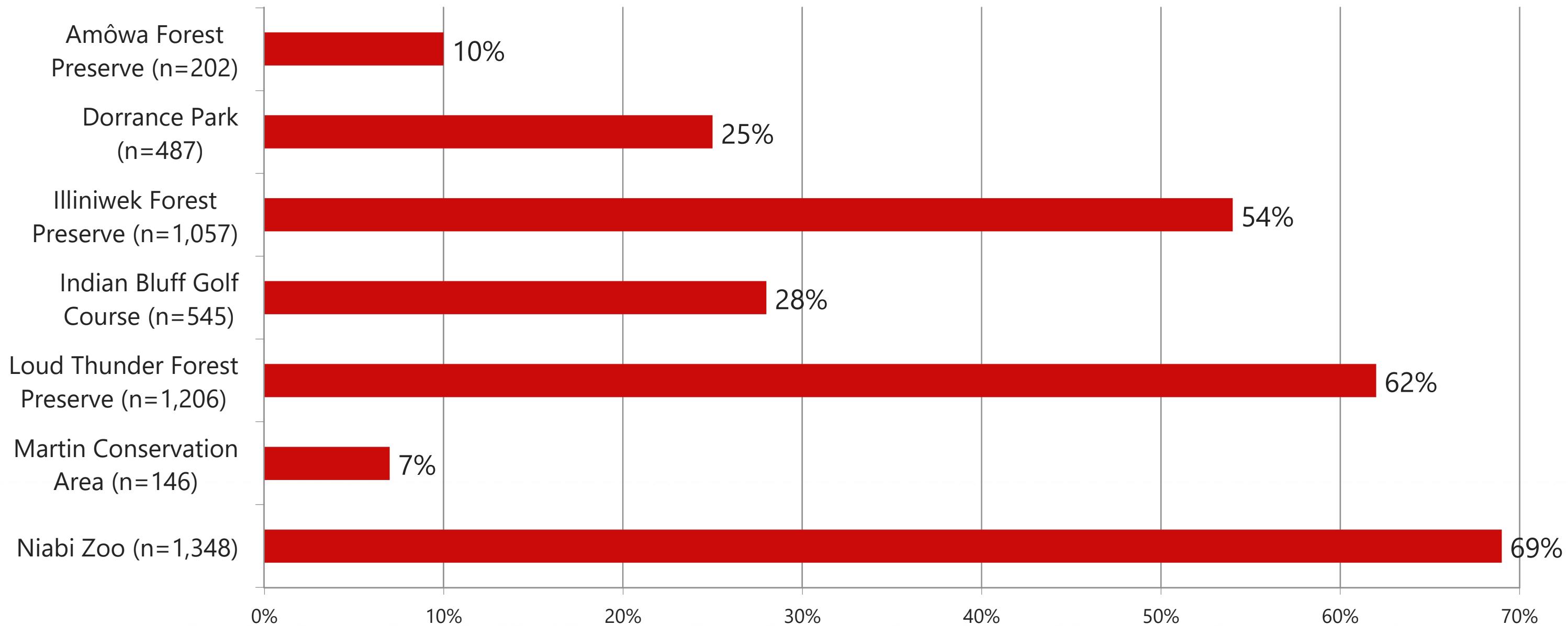
■ Rich   ■ Ample   ■ About Average   ■ Somewhat limited   ■ Very limited   ■ Don't know



Base: All respondents, n=1,947

# ATTENDING ROCK ISLAND COUNTY FOREST PRESERVES

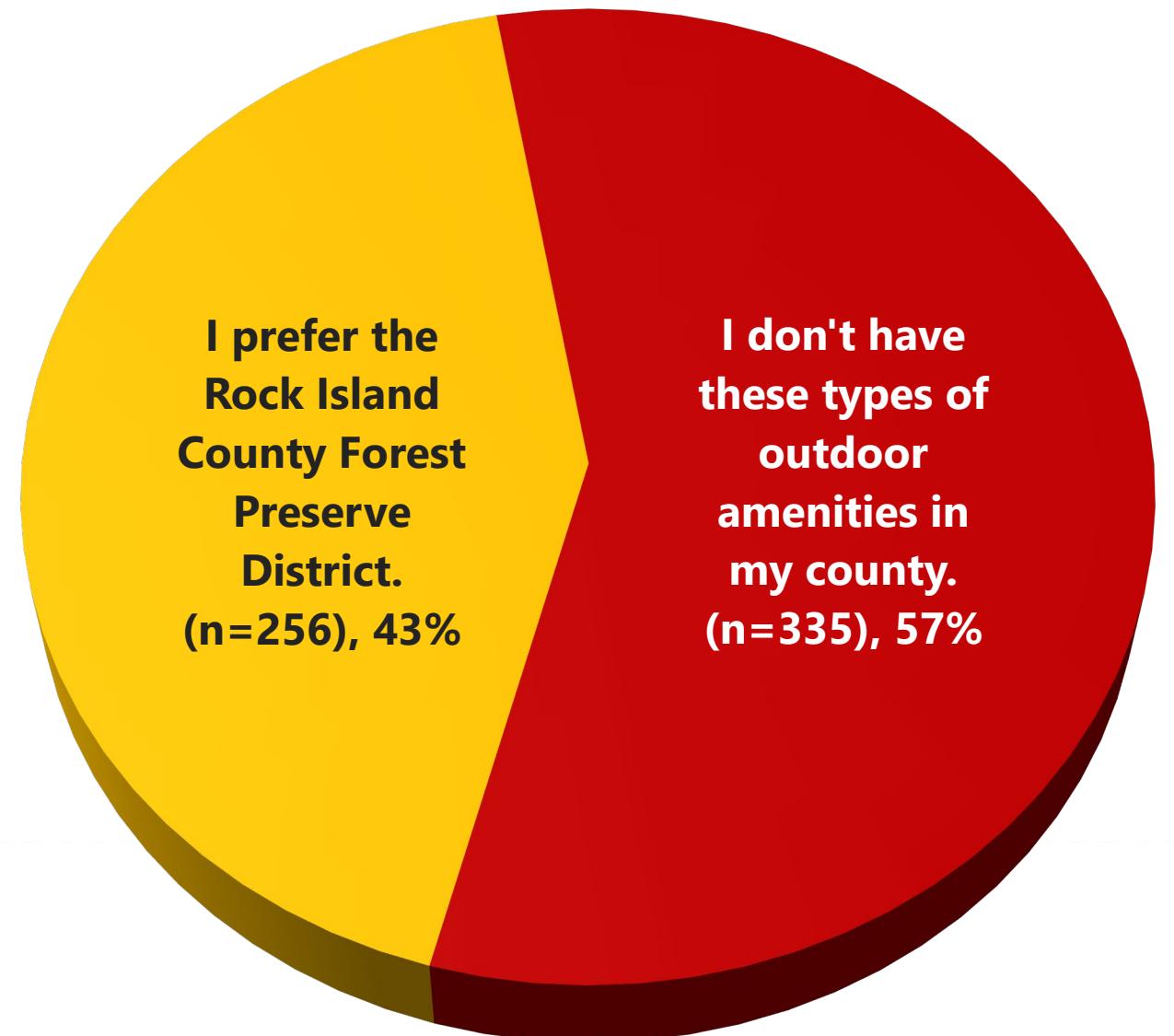
Have you been to any of the Rock Island County Forest Preserve locations? (Select all that apply)



Base: All Respondents, n=1,950

# WHY ROCK ISLAND COUNTY FOREST PRESERVE DISTRICT

Why do you come to Rock Island County Forest Preserve District?

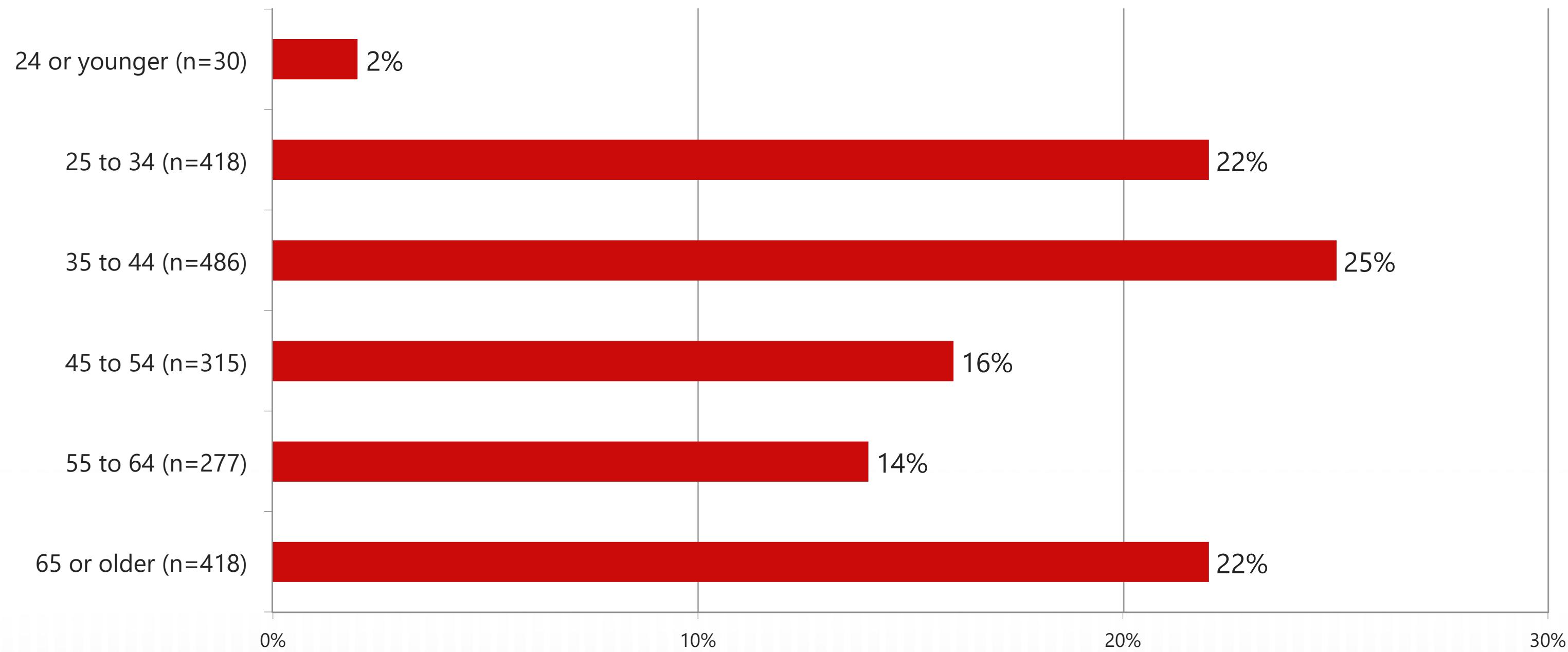


Base: All respondents outside of Rock Island County, n= 591

# RESPONDENT DEMOGRAPHICS

# AGE OF RESPONDENTS

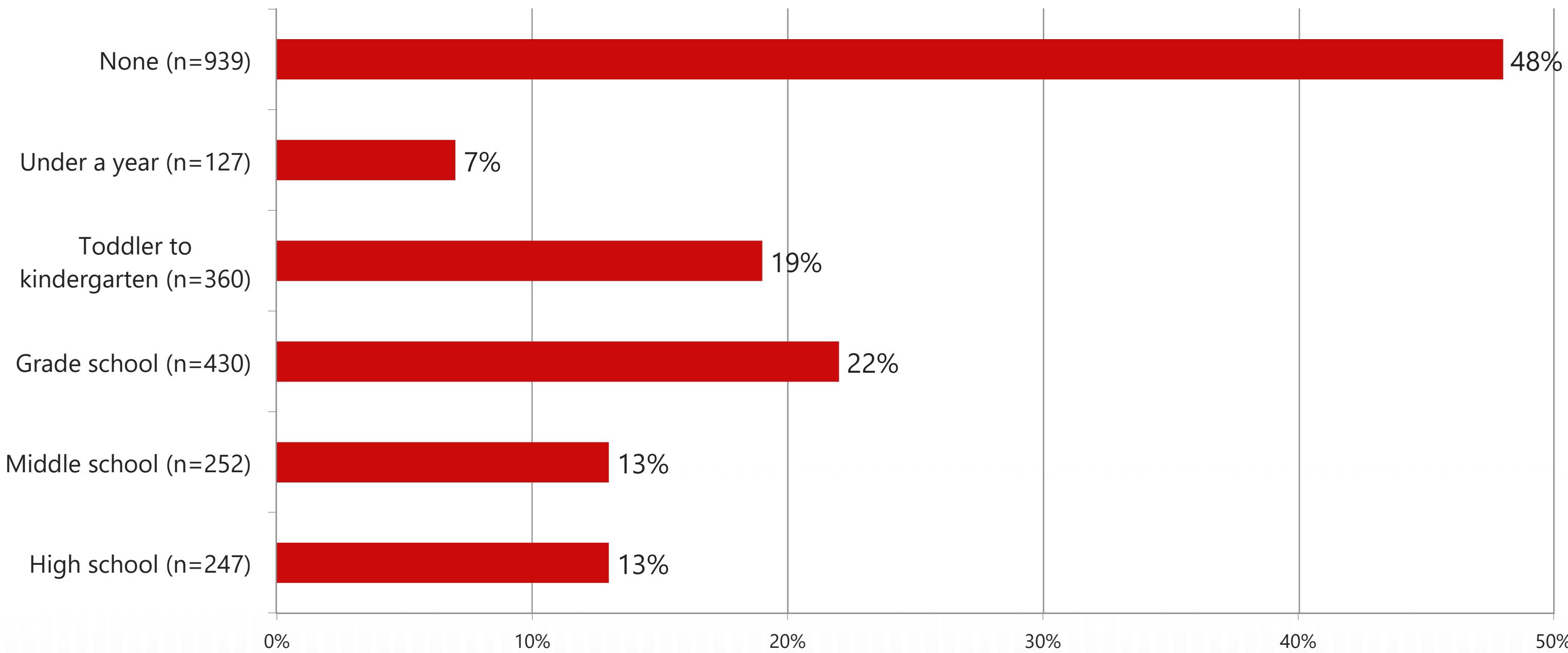
Which of the following represents your current age?



Base: All respondents, n=1,944

# CHILDREN IN HOUSEHOLD

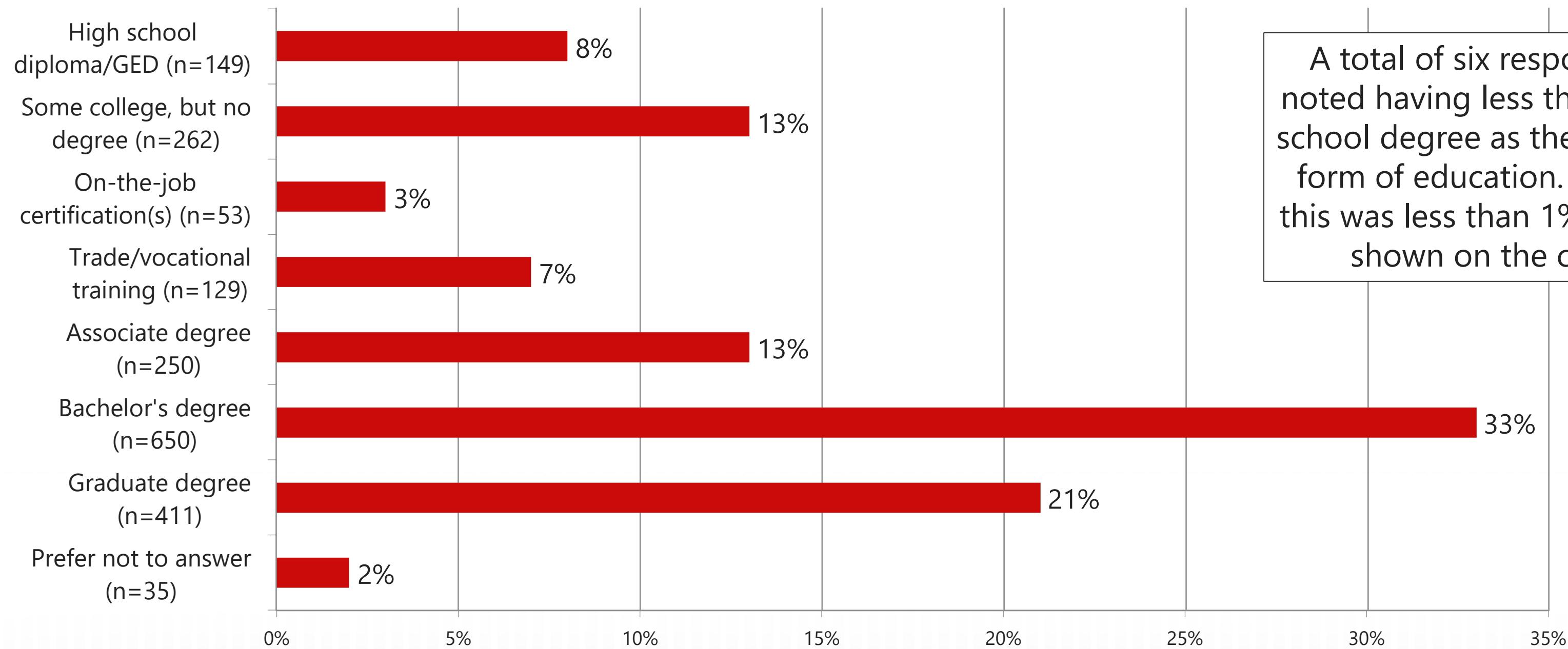
Do you have children living in your household in any of the following age groups? (Select all that apply)



Base: All respondents, n=1,937

# HIGHEST EDUCATION

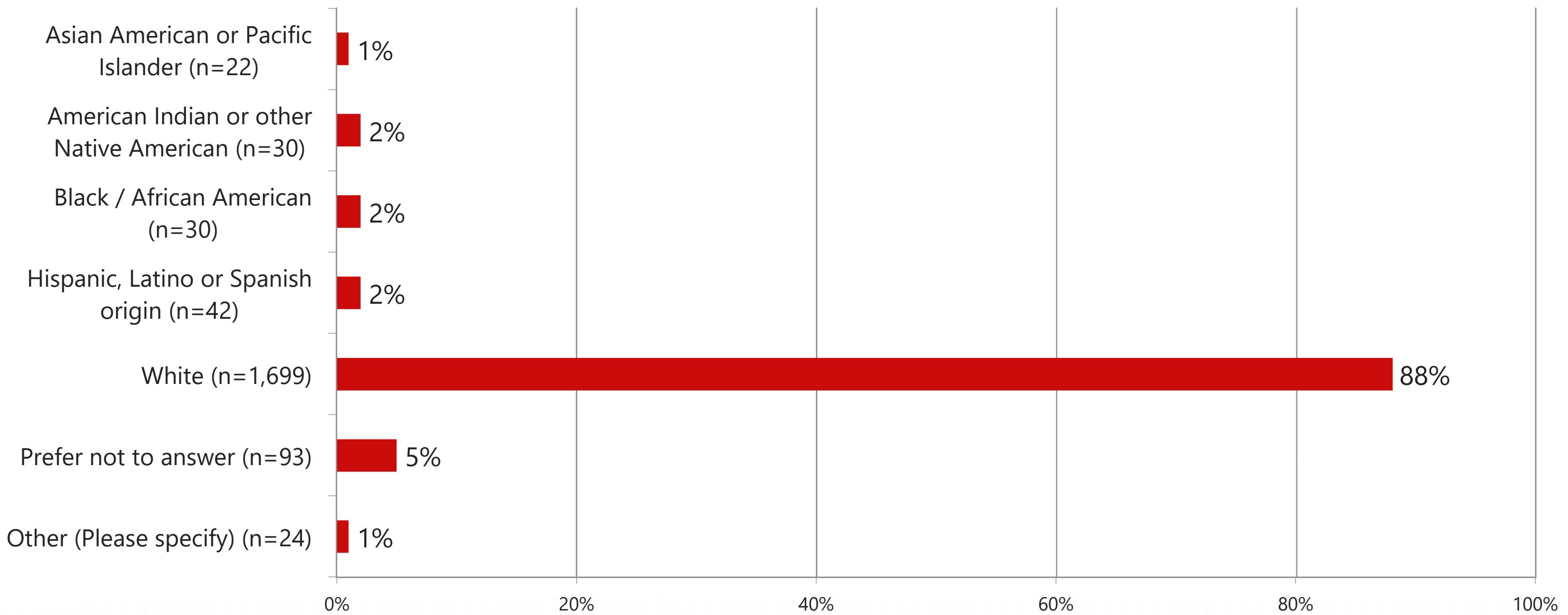
What is the highest level of education you have achieved?



Base: All respondents, n=1,945

# ETHNICITY

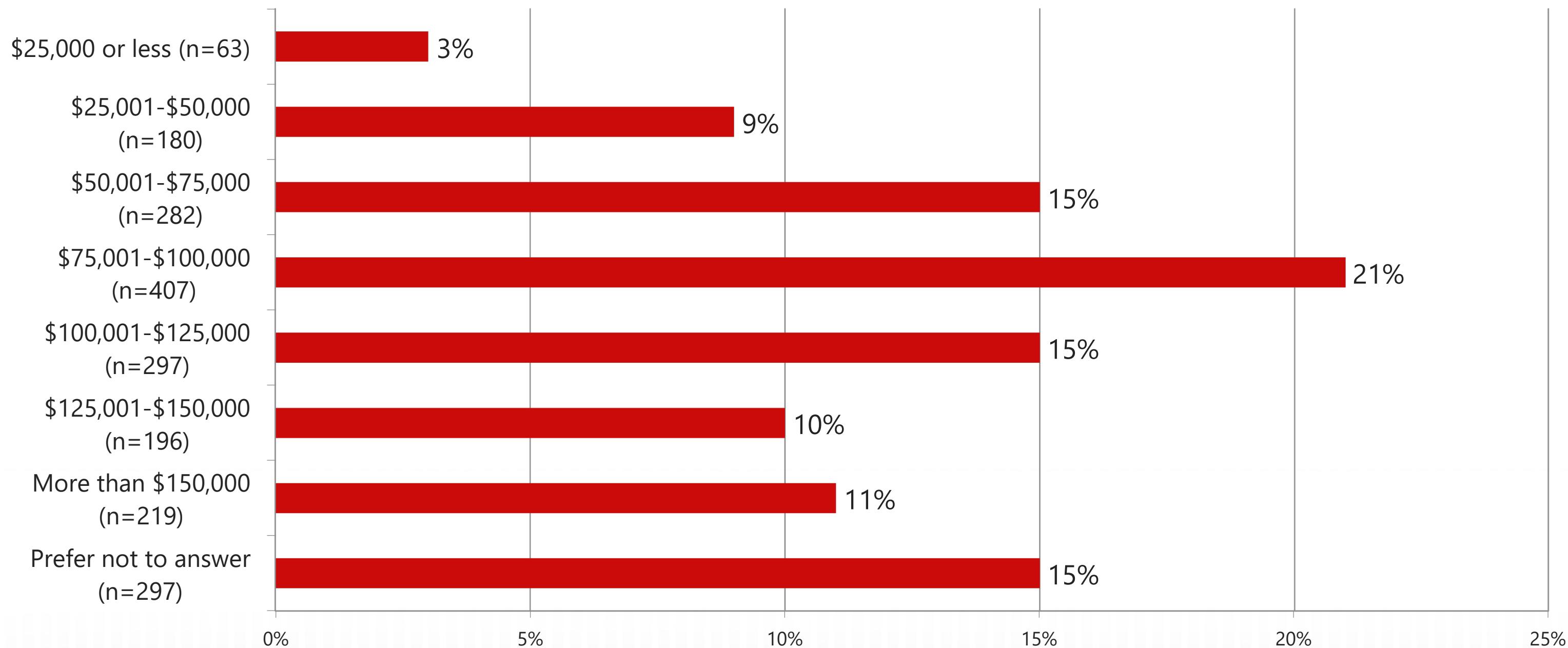
Which of the following best describes your ethnicity?



Base: All respondents, n=1,940

# HOUSEHOLD INCOME

What is your combined yearly household income?

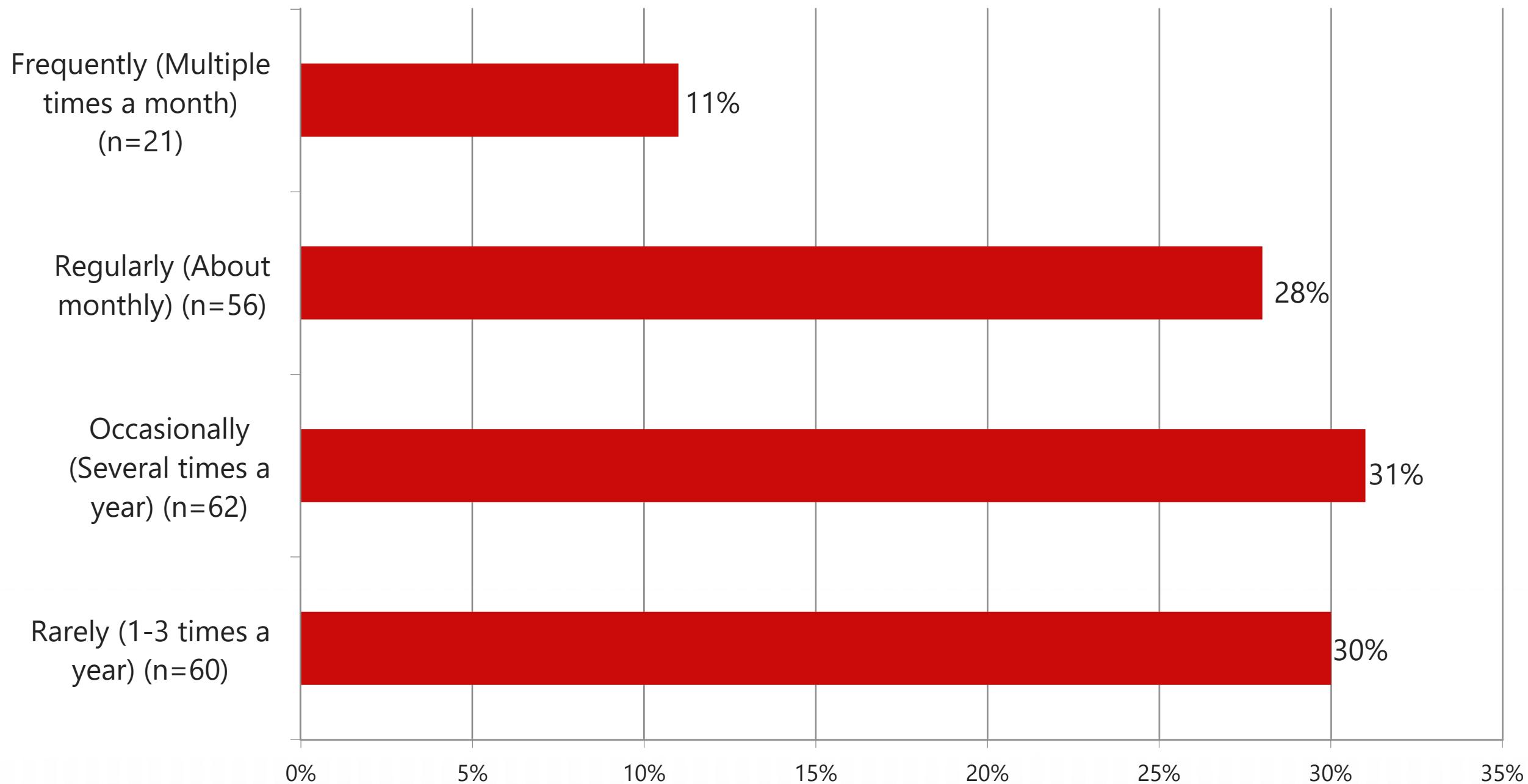


Base: All respondents, n=1,941

# AMÔWA FOREST PRESERVE

# VISITING AMÔWA FOREST PRESERVE

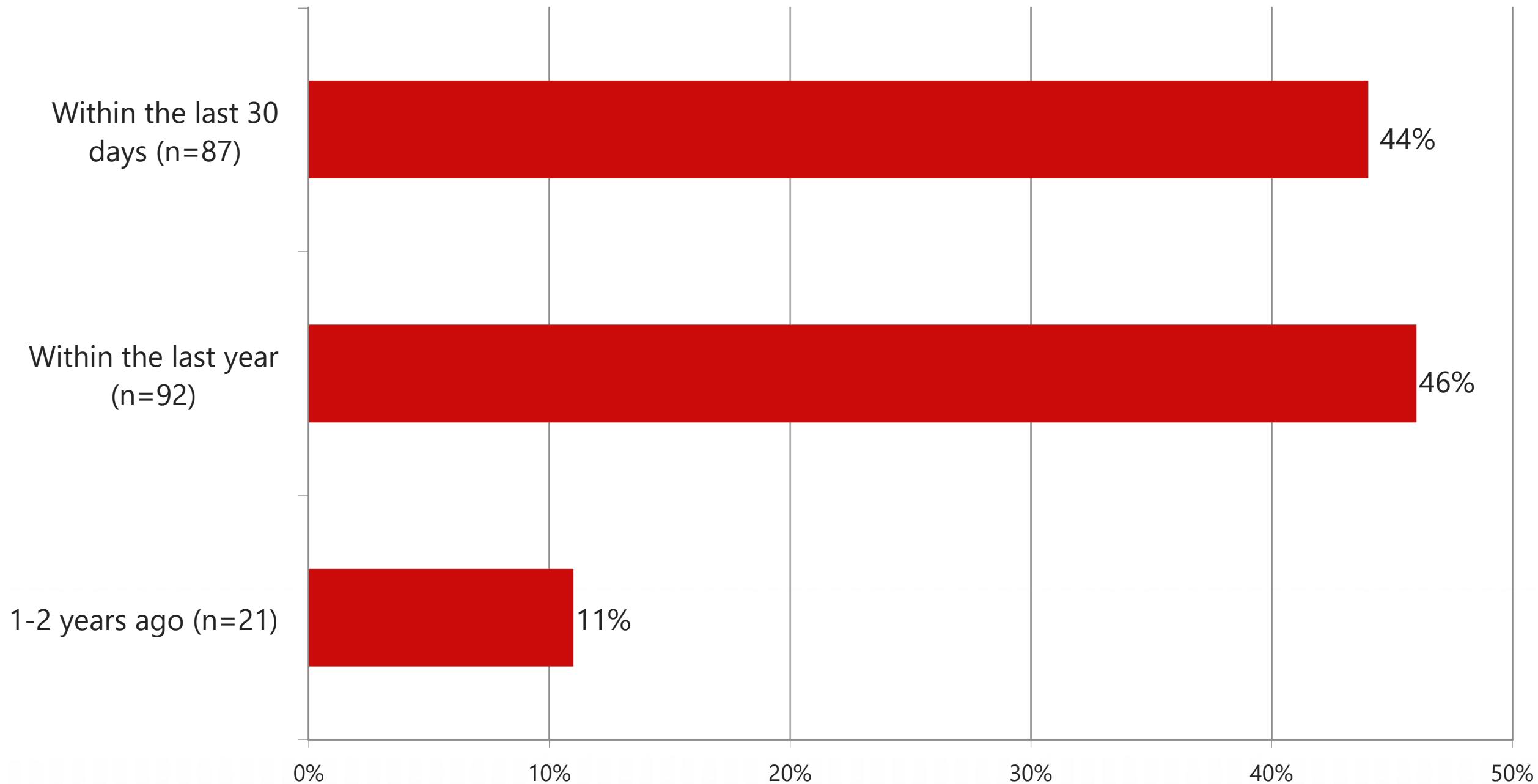
How often do you visit Amôwa Forest Preserve?



Base: All respondents who visited Amôwa Forest Preserve, n=203

# MOST RECENT VISIT TO AMÔWA FOREST PRESERVE

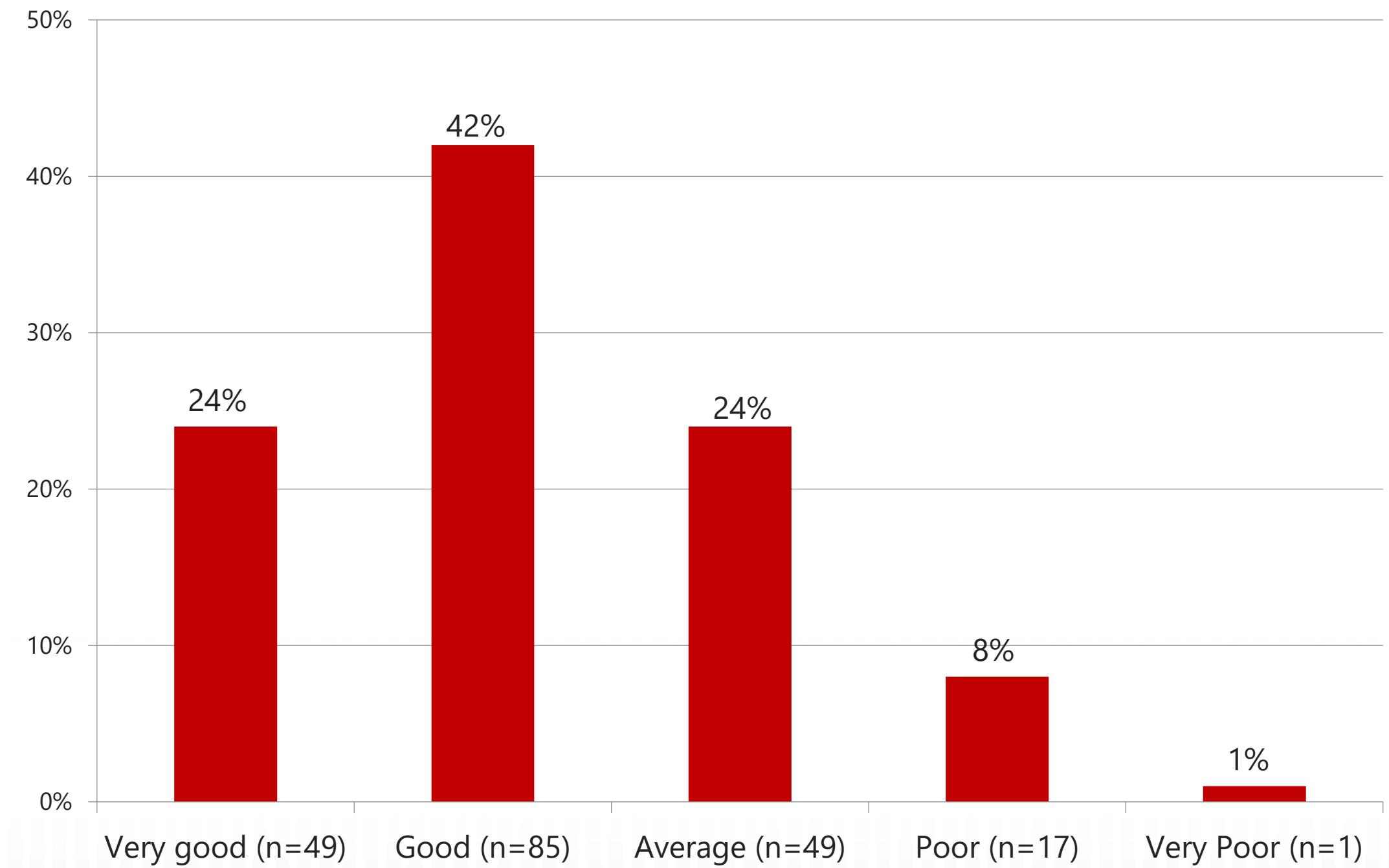
When was the last time you visited Amôwa Forest Preserve?



Base: All respondents who visited Amôwa Forest Preserve, n=203

# QUALITY OF EXPERIENCE

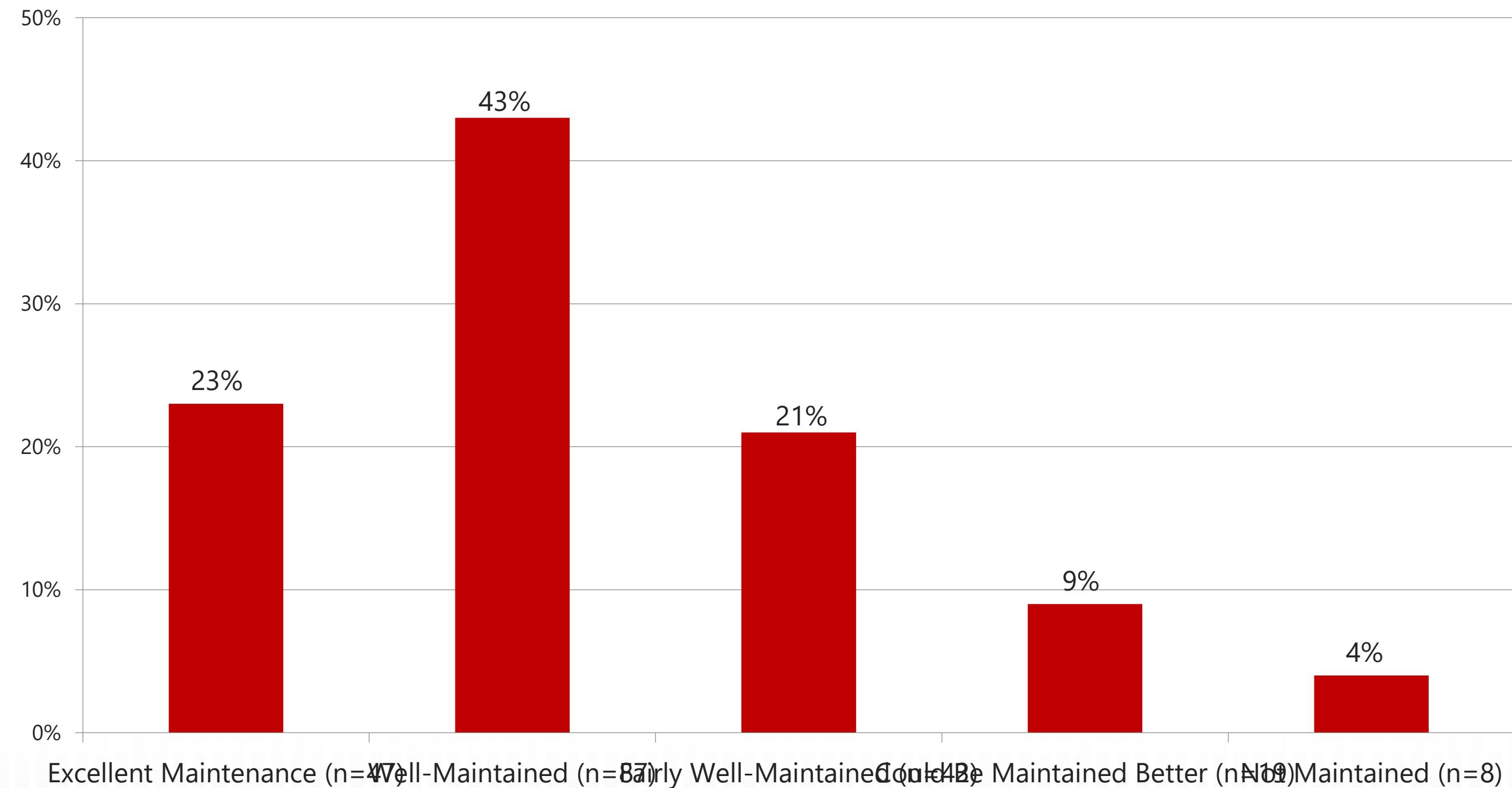
Please indicate the quality of your experience when visiting Amôwa Forest Preserve.



Base: All respondents who visited Amôwa Forest Preserve, n=201

# CONDITION OF AMÔWA FOREST PRESERVE

Overall, how would you describe the condition of Amôwa Forest Preserve?

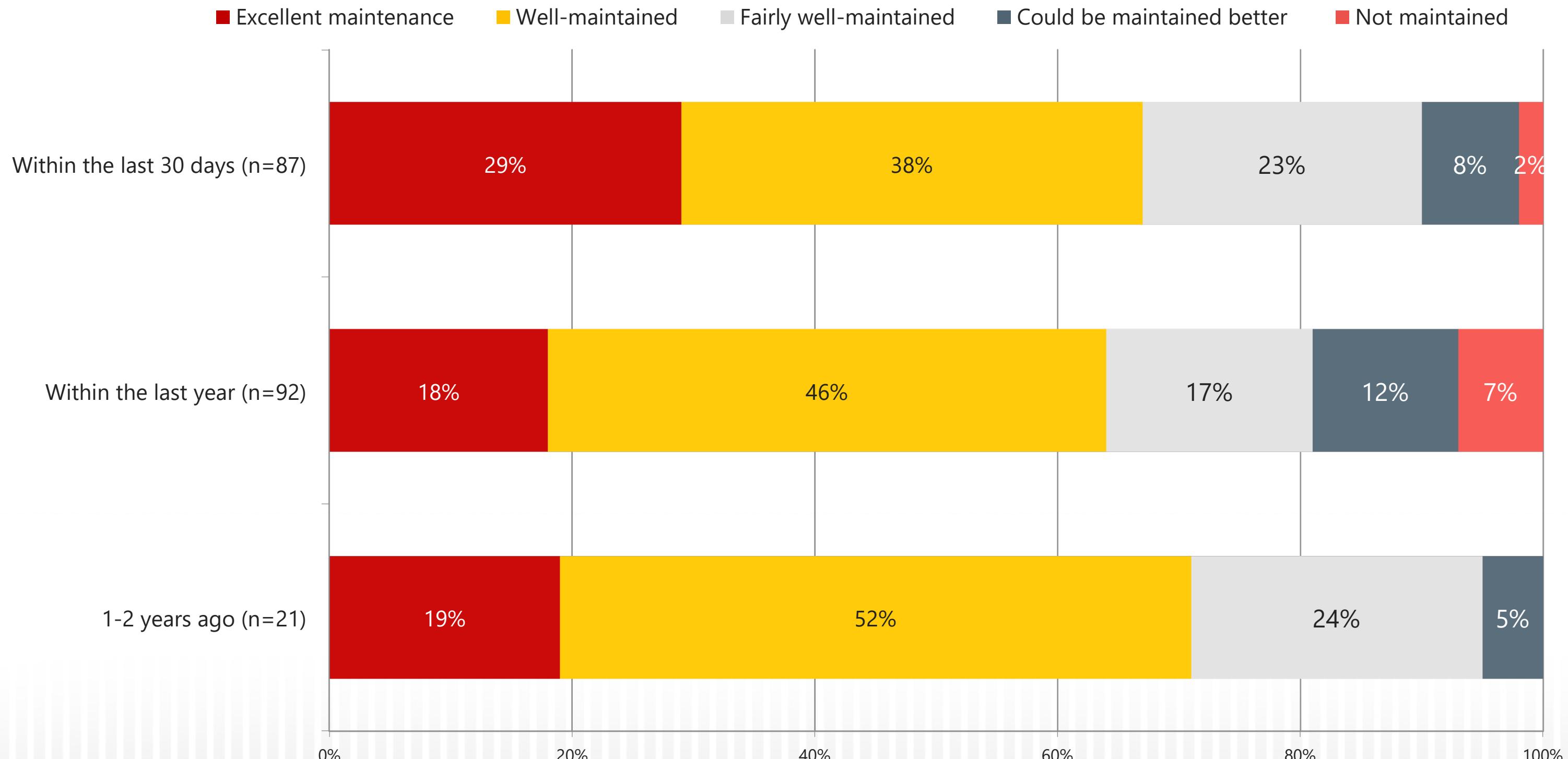


Base: All respondents who visited Amôwa Forest Preserve, n=201

# VISIT RECENCY VS. CONDITION

When was the last time you visited Amôwa Forest Preserve?

Overall, how would you describe the condition of Amôwa Forest Preserve?



Base: All respondents who visited Amôwa Forest Preserve, n=200

# IMPROVEMENTS AT AMÔWA FOREST PRESERVE

Specifically, what do you feel could be improved at Amôwa Forest Preserve?



Outdoor Recreation  
Advertiser  
Bumble Bees  
Educate  
Misuse of Property  
Wildflowers  
Hiking  
Prairie Awareness  
Still Undeveloped Opportunities  
Natural  
Need Signage  
Fields Family  
Explore  
Strengthen Patrol  
Maintenance  
Park  
Atvs & Motor Cycles Ignore Sign

# trail Park

Base: All respondents who visited Amôwa Forest Preserve, n=24. Top mentions.

# IMPROVEMENTS AT AMÔWA FOREST PRESERVE

Specifically, what do you feel could be improved at Amôwa Forest Preserve?



A total of 24 people provided an open-ended response to this question. Inductive analysis yielded three categories:

- 71%** Trails/Maintenance/More Development (n=17)
- 21%** Advertise/Awareness (n=5)
- 8%** Better Patrol (n=2)

Base: All respondents who visited Amôwa Forest Preserve, n=24. Top mentions

# IMPROVEMENTS AT AMÔWA FOREST PRESERVE

Specifically, what do you feel could be improved at Amôwa Forest Preserve?



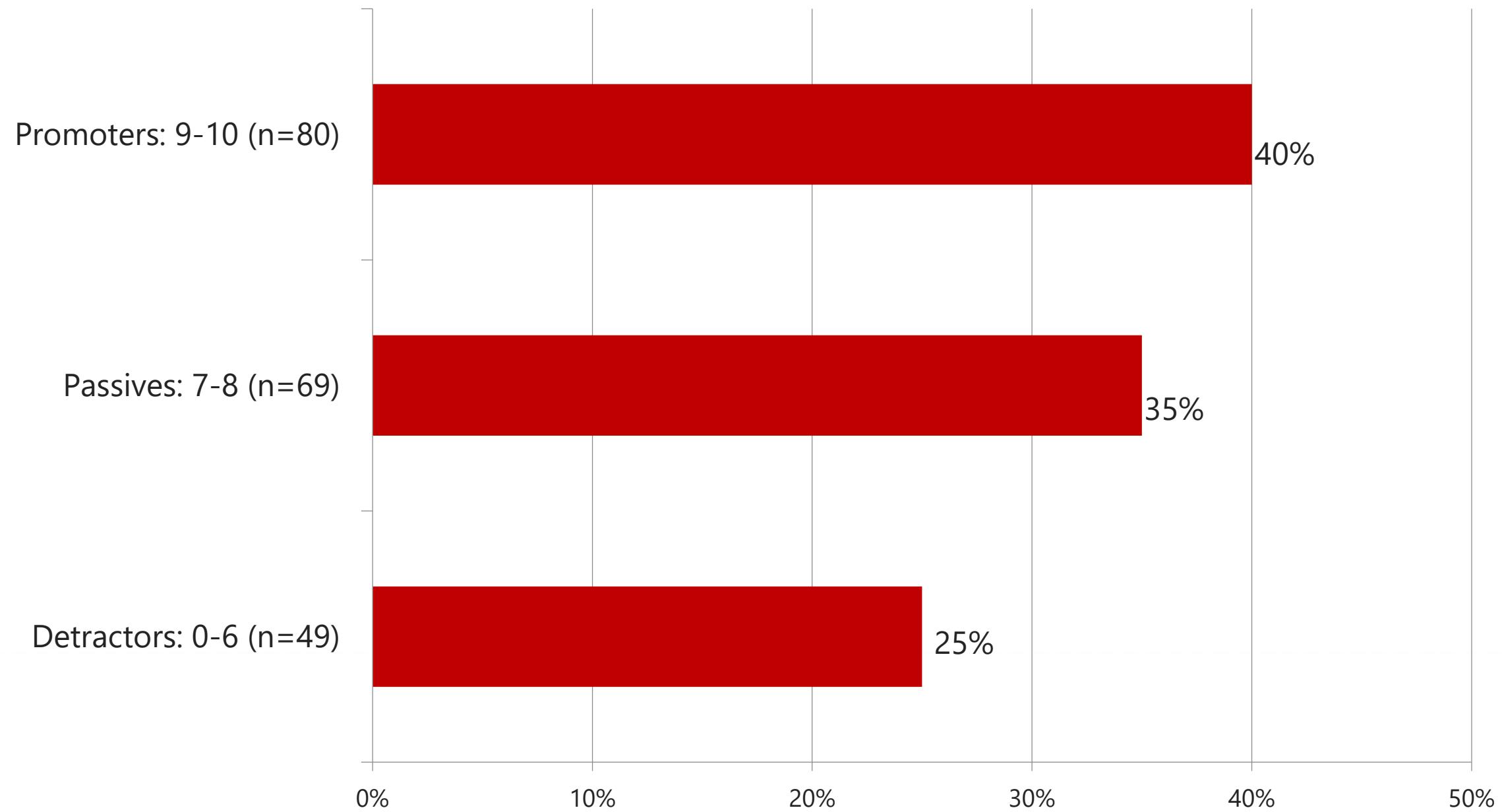
## Trails/Maintenance/More Development (71%)

- *Needs trails, nothing there! I live in area and walk there nearly every day.*
- *I thought there were trails at this park, but I guess I was wrong. All I found were new parking lots. At least mow some paths through the pasture fields from the parking lot so we can walk the dog without walking through knee high clover and thistles. Also, maybe you can get Timberline from Port Byron to donate or minimally charge some time to cut some trails into the brambles and brush to make a few trails in the woods. (Timberline has skid steers and other equipment with big cutters on the front that they use to clear power company rights-of-way that have grown over).*
- *At the time we visited, we could not find any clearly marked trails so basically did not stray much from the parking lot, although we did look for rusty-patched bumble bees and enjoyed some of the wildflowers. My husband uses a cane and sometimes a roll later so the park was not a good place for him to enjoy. Also, there were no benches or places to sit.*
- *When I went (earlier this summer), there was nothing there! When will it be hike able?*
- *Wasn't ready to be open - need developed opportunities for outdoor recreation*

Base: All respondents who visited Amôwa Forest Preserve, n=24. Top mentions

# NET PROMOTER SCORE: LIKELIHOOD TO RECOMMEND

How likely is it that you would recommend Amôwa Forest Preserve to a friend or colleague?



Net Promoter Score:  
**16**

Base: All respondents who visited Amôwa Forest Preserve, n=198

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Amôwa Forest Preserve to a friend or colleague?



Natural space  
Good experience

Hiking

**Beautiful**

Park has potential

Importance of protected areas

Relaxing

Diverse biodiversity  
Can't wait for the trails

Great place

Picnicking

Birdwatching

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=113. Top mentions.

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Amôwa Forest Preserve to a friend or colleague?



A total of 39 people provided an open-ended response to this question.

Inductive analysis yielded six categories:

- 31%** Relaxing / Beauty (n=12)
- 26%** Experience / Potential (n=10)
- 18%** Nature (n=7)
- 13%** Trails (n=5)
- 8%** Activities (n=3)
- 5%** History with the property (n=2)

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=39. Top mentions.

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Amôwa Forest Preserve to a friend or colleague?



## Relaxing / Beauty (31%)

- *It is a beautiful natural area that is wonderful place to hike. Not able to ride my horse there, but I can go to Loud Thunder to ride. Preservation of the trails is important to me at Amôwa.*
- *It is beautiful.*
- *The air is fresh, and the scenery is beautiful.*
- *Amôwa Forest Preserve has beautiful scenery, natural tranquility and simplicity.*
- *It's a beautiful property, and I know it will be amazing once completed*
- *Very beautiful and the trails are well kept*
- *Because I like the relaxing atmosphere here*
- *It's beautiful.*
- *It is a beautiful place.*
- *If you are in a bad mood, it is a good place to relax.*
- *Protecting the environment is a good thing.*
- *The beauty that we see and feel*

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=114. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

**(7 or 8)**

How likely is it that you would recommend Amôwa Forest Preserve to a friend or colleague?



Very memorable trips to this preserve

Pretty area

Some issues with thumping music in parked cars

Hiking

Signage for trails

Every place won't be perfect

Environment is beautiful

More resources to be devoted to conservation and management of invasive species

Like other places better

I enjoy outdoor activities

Better trails and activities

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=12. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

**(7 or 8)**

How likely is it that you would recommend Amôwa Forest Preserve to a friend or colleague?



A total of 12 people provided an open-ended response to this question.

Inductive analysis yielded 4 categories:

**33%** Dislikes (n=4)

**25%** Trails (n=3)

**25%** Environment (n=3)

**17%** Conservation / Management (n=2)

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=12. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

## (7 or 8)

How likely is it that you would recommend Amôwa Forest Preserve to a friend or colleague?



### Dislikes (33%)

- *We like other places better.*
- *Some issues with thumping music in parked cars. Beer bottles. But nice chance to look at native plants.*
- *Every place won't be perfect.*
- *Not everyone has the same hobby as me, and if I meet someone who has the same hobby, I might recommend it.*

### Environment (25%)

- *I think the environment is beautiful.*
- *It's a pretty area that's a nice break from the more populated areas nearby.*
- *I enjoy outdoor activities in the forest.*

### Trails (25%)

- *We went right after it opened, so there wasn't signage for trails, weren't sure where to go. The parking area was very nice.*
- *Would be nice to have better trails and activities*
- *We like to go out there hiking.*

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=12. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Amôwa Forest Preserve to a friend or colleague?



I wish it allowed for some hunting, even if just small game.

## Nothing there

Should have stayed private land

It's good, but not special

## Lack of trails

## Still being developed

There is nothing there but a parking lot

Just happened to find it

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=26. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Amôwa Forest Preserve to a friend or colleague?



A total of 26 people provided an open-ended response to this question.  
Inductive analysis yielded three categories:

- 42%** Not ready / Potential (n=11)
- 38%** Trails (n=10)
- 19%** Land (n=5)

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=26. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Amôwa Forest Preserve to a friend or colleague?



## Not ready / Potential (42%)

- *Huge potential just not ready yet*
- *Nothing there*
- *I've been there and found some related issues.*
- *Nothing to see or do yet*
- *It is a new park and is being developed.*
- *I know it's a new preserve, so I look forward to see it grow. I didn't understand the park's boundaries or amenities, but that parking lot is top notch.*
- *Newer park and in development process*
- *Will improve when developed*
- *It's good but not special. I'm really looking for a park/preserve that steps up above and beyond.*
- *Just happened to find it. Not very well publicized and never anyone around.*
- *Didn't get what the big deal was about it*

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=26. Top mentions.

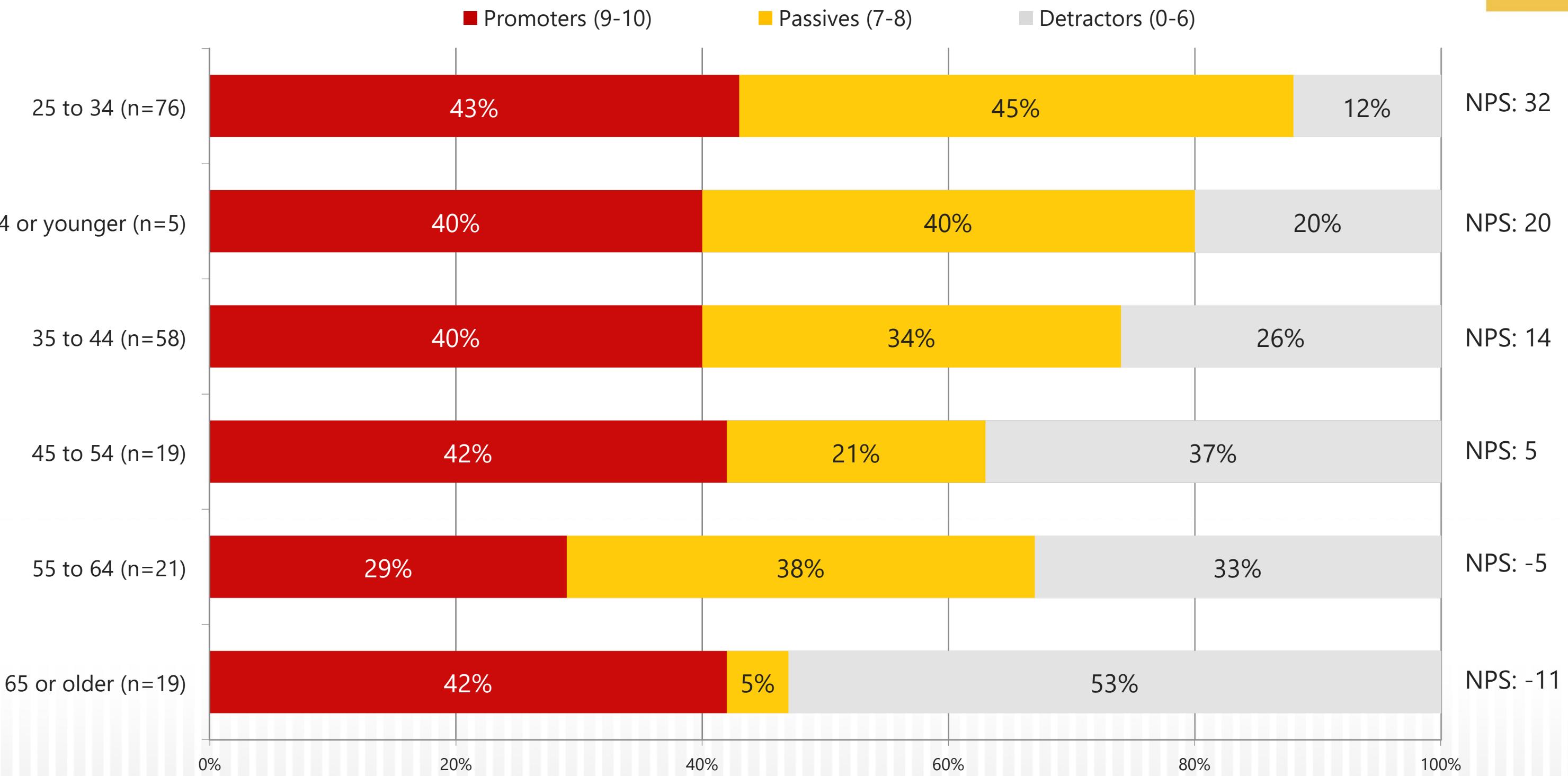


# NPS BY AGE

How likely is it that you would recommend Amôwa Forest Preserve to a friend or colleague?



Which of the following represents your current age?

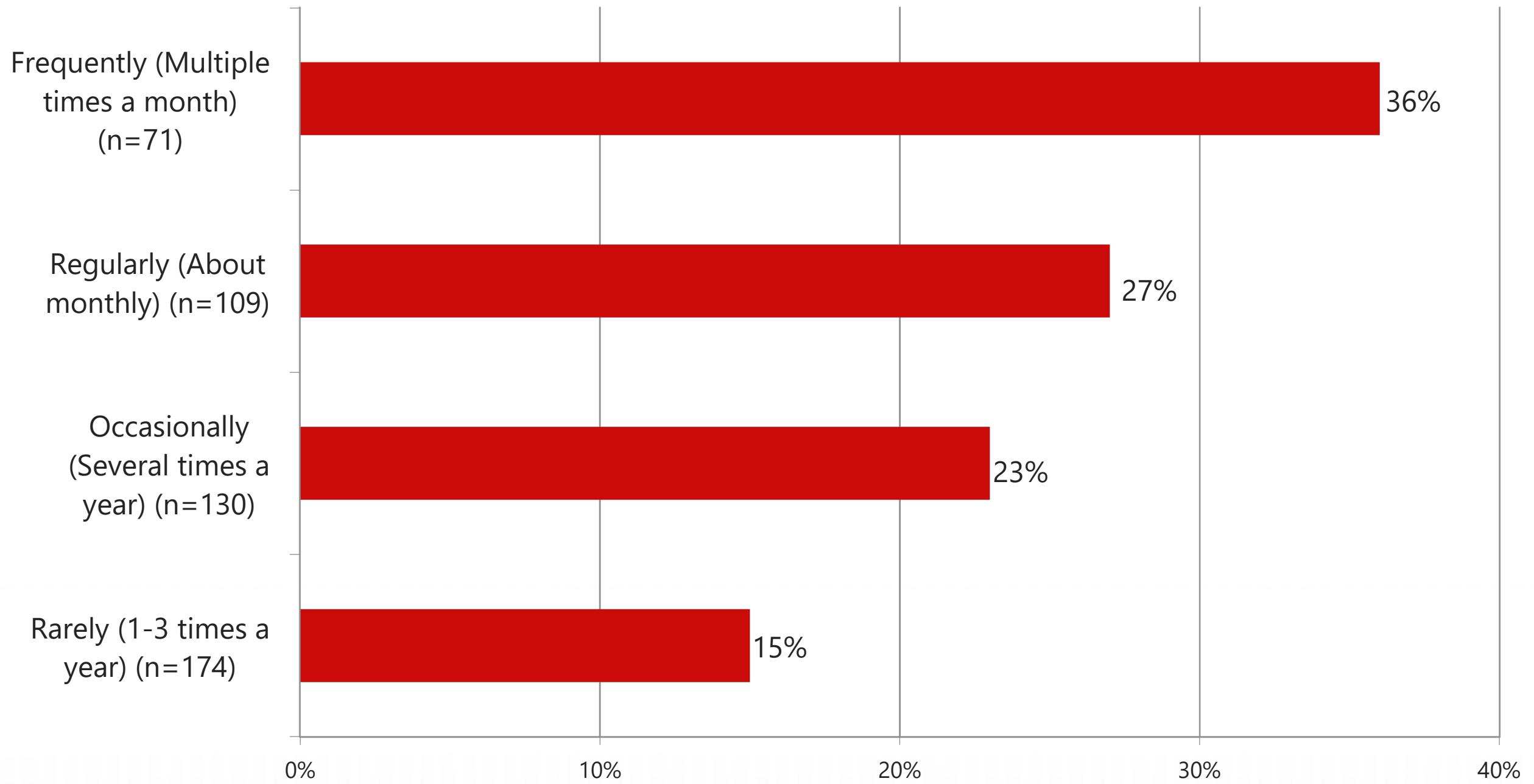


Base: All respondents who visited Amôwa Forest Preserve, n=198

# DORRANCE PARK

# VISITING DORRANCE PARK

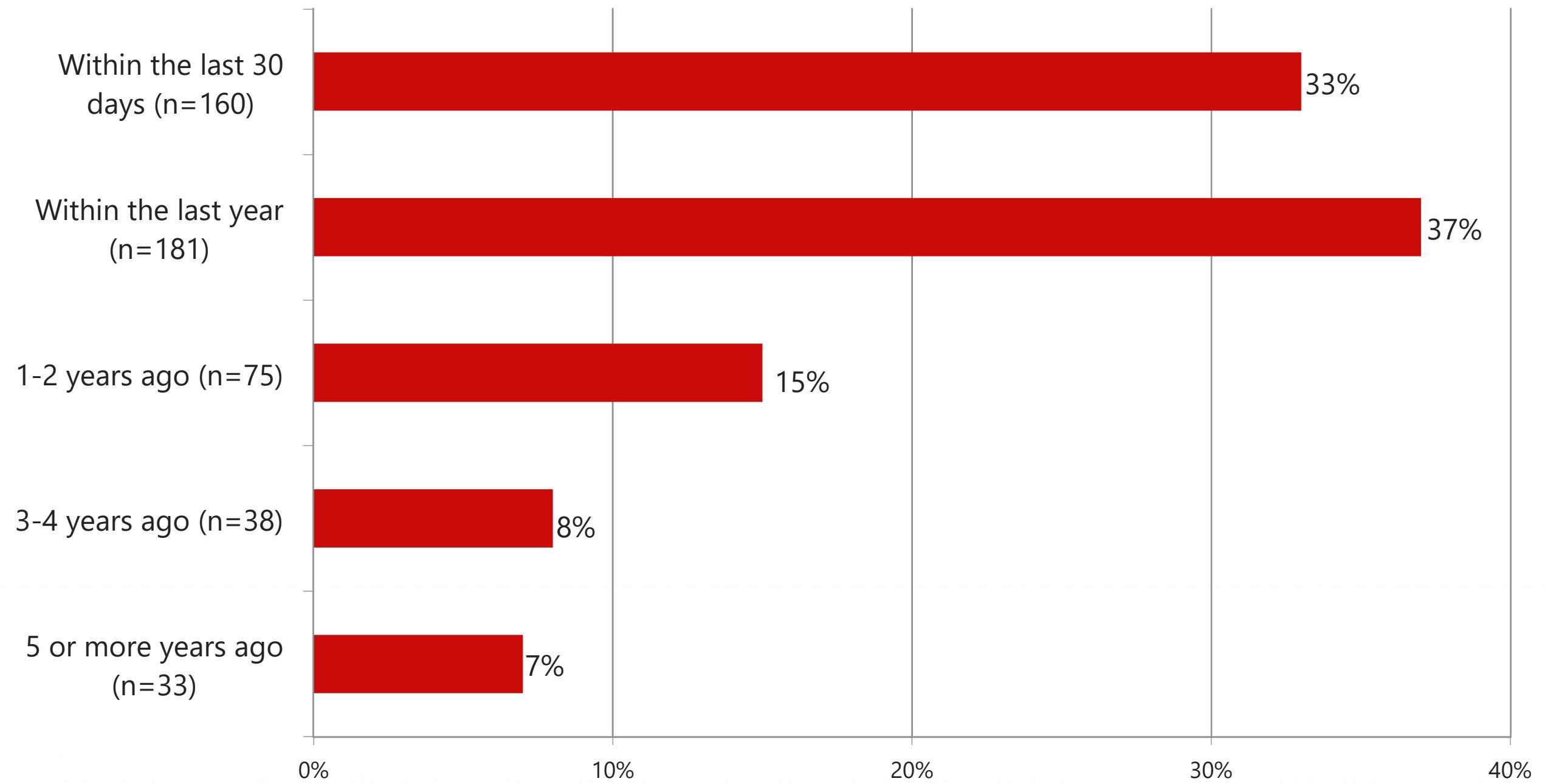
How often do you visit Dorrance Park?



Base: All respondents who visited Dorrance Park, n=484

# RECENT VISIT TO DORRANCE PARK

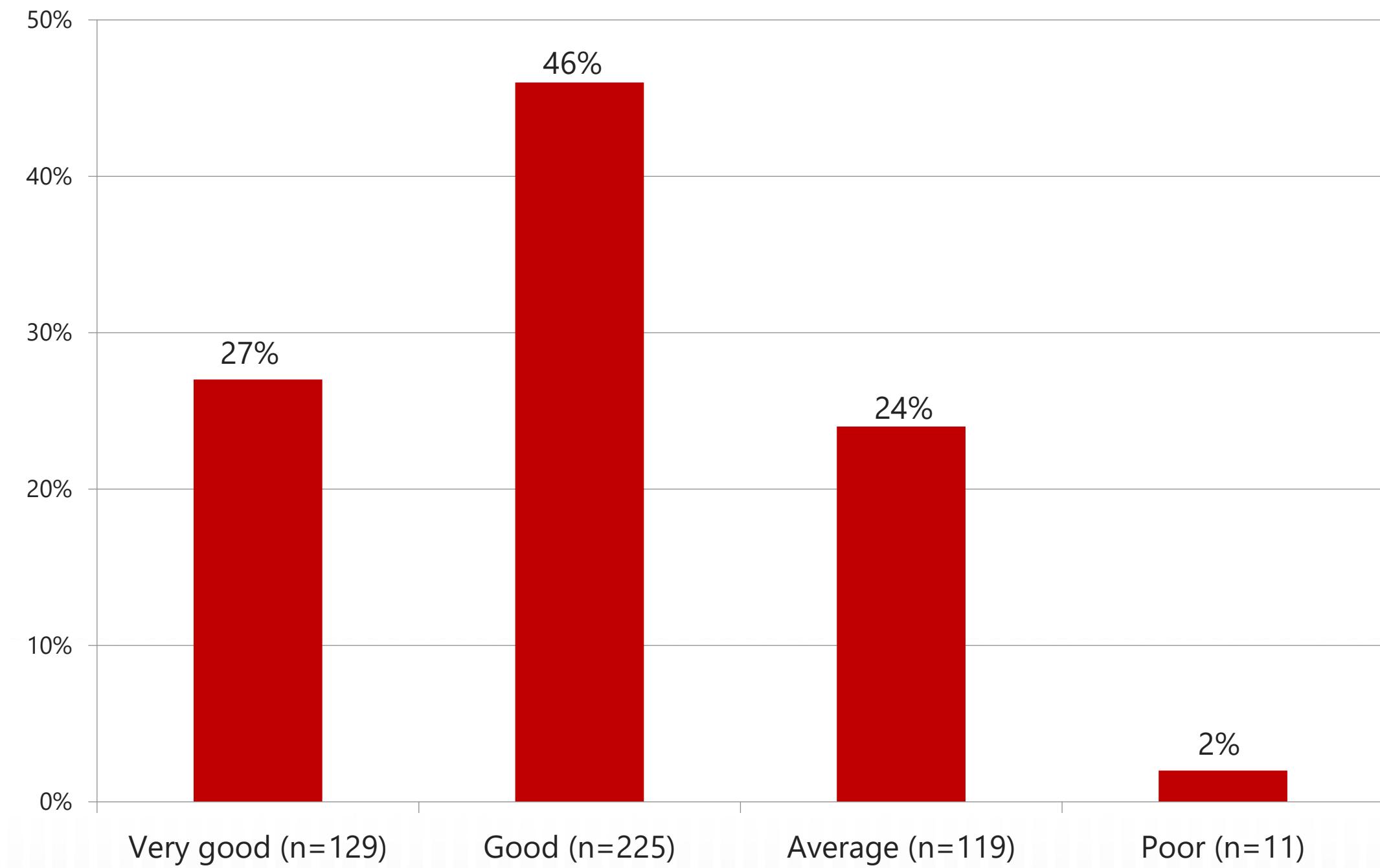
When was the last time you visited Dorrance Park?



Base: All respondents who visited Dorrance Park, n=487

# QUALITY OF EXPERIENCE

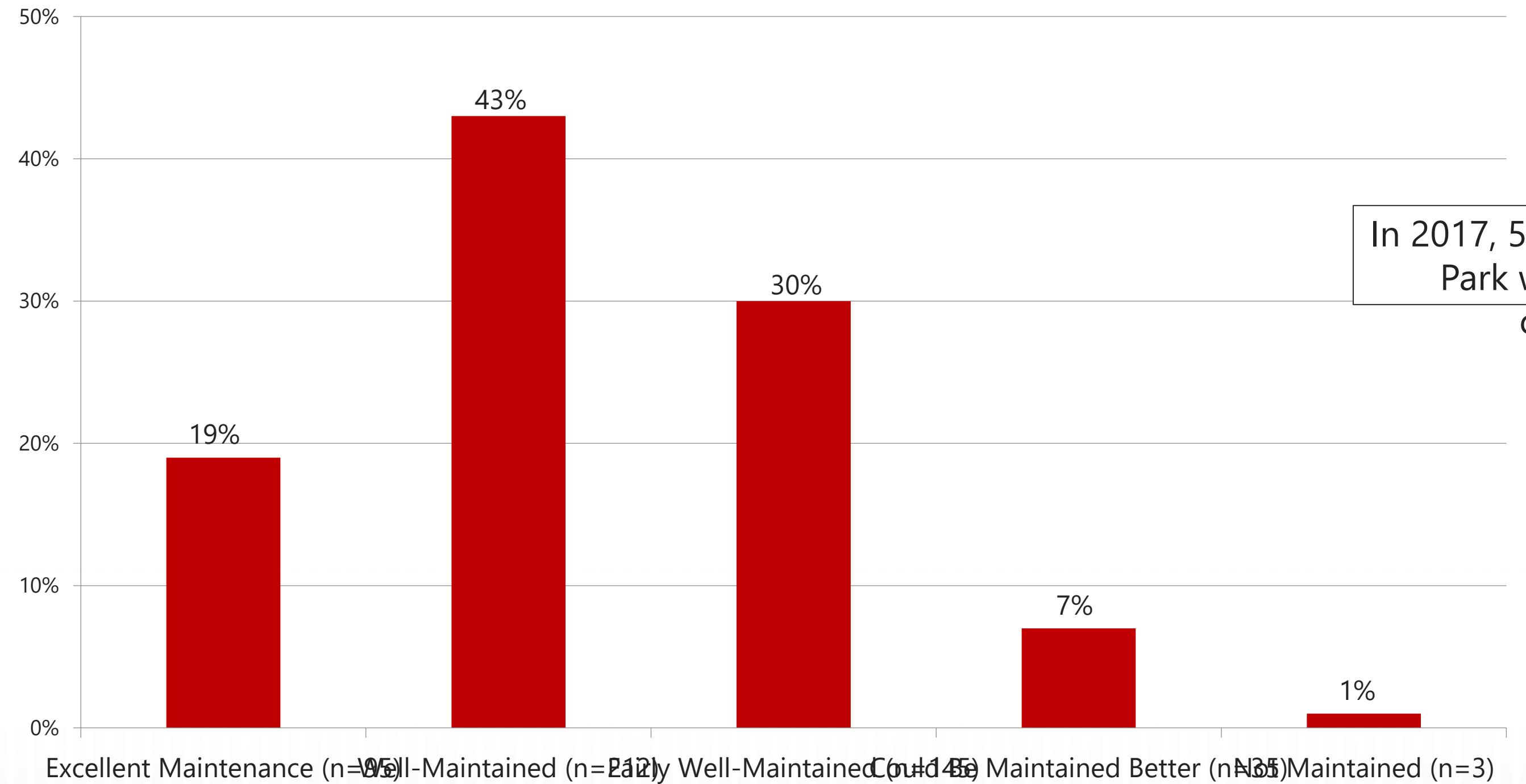
Please indicate the quality of your experience when visiting Dorrance Park.



Base: All respondents who visited Dorrance Park, n=486

# CONDITION OF DORRANCE PARK

Overall, how would you describe the condition of Dorrance Park?

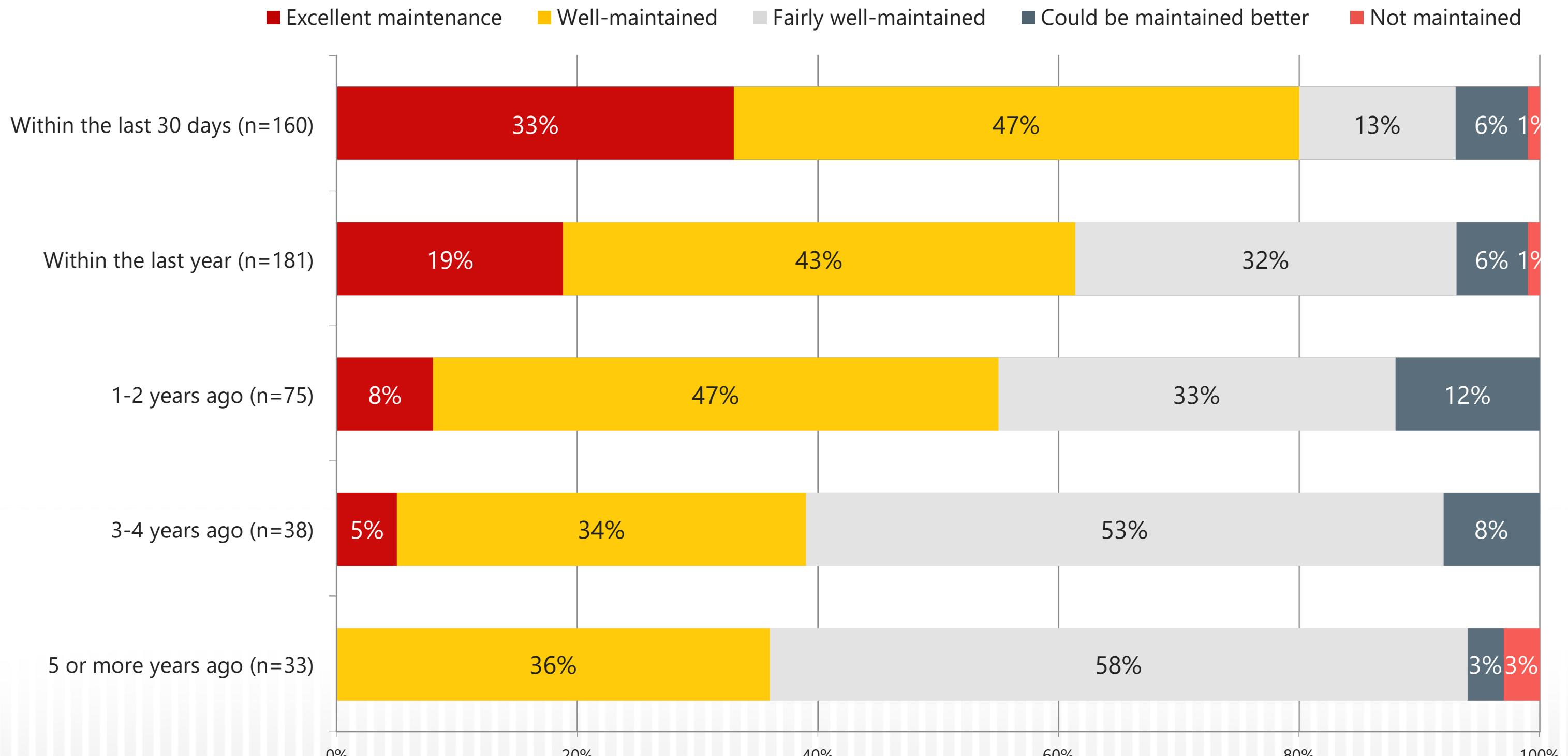


Base: All respondents who visited Dorrance Park, n=490

# VISIT RECENCY VS CONDITION

When was the last time you visited Dorrance Park?

Overall, how would you describe the condition of Dorrance Park?



Base: All respondents who visited Dorrance Park, n=487

# IMPROVEMENTS AT DORRANCE PARK

Specifically, what do you feel could be improved at Dorrance Park?



Invasives species control  
Trail Maintenance

# Bathrooms need work

More amenities  
Dog park area

Better parking

Sidewalks

Better lights for games  
More Bathrooms  
Not enough empty trash cans  
Lighting in bathrooms

More parking

Not much to do there  
Needs signage

Pickle ball  
More trails for mountain biking and hiking

Base: All respondents who visited Dorrance Park, n=31. Top mentions.

# IMPROVEMENTS AT DORRANCE PARK

Specifically, what do you feel could be improved at Dorrance Park?



A total of 31 people provided an open-ended response to this question. Inductive analysis yielded five categories:

- 39%** Trail Maintenance / Grounds (n=12)
- 32%** Bathroom Upgrades (n=10)
- 13%** Parking (n=4)
- 10%** Misc. (n=3)
- 6%** More amenities (n=2)

Base: All respondents who visited Dorrance Park, n=31. Top mentions.

# IMPROVEMENTS AT DORRANCE PARK

Specifically, what do you feel could be improved at Dorrance Park?



## Trail Maintenance / Grounds (39%)

- I live on the south side of Dorrance. My property butts up against the park. I am tired of more and more trees seemingly disappearing along the bike paths in my end of the park. It seems no one supervises the number of paths being cut into the forest which messes up the habitats for turkey, deer, and other wildlife. The under brush along the paths need to remain in place for food and shelter of the wildlife especially during the winter months. It seems the paths have grown wider and wider during the time frame they were cut thru the woods. I am not sure anyone really supervises the people clearing the bike paths.*
- Invasive species control, specifically honeysuckle and oriental bittersweet. The open oak woodland on the hill at the entrance of the park is in need of prescribed fire.*
- Need to mow like it used to be done. Lots of areas that used to be mowed have grown up in weeds. Only about 6 picnic tables in the park. Weeds are taller in front of the pavilion overlooking the ball diamonds.*

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=114. Top mentions.

# IMPROVEMENTS AT DORRANCE PARK

Specifically, what do you feel could be improved at Dorrance Park?



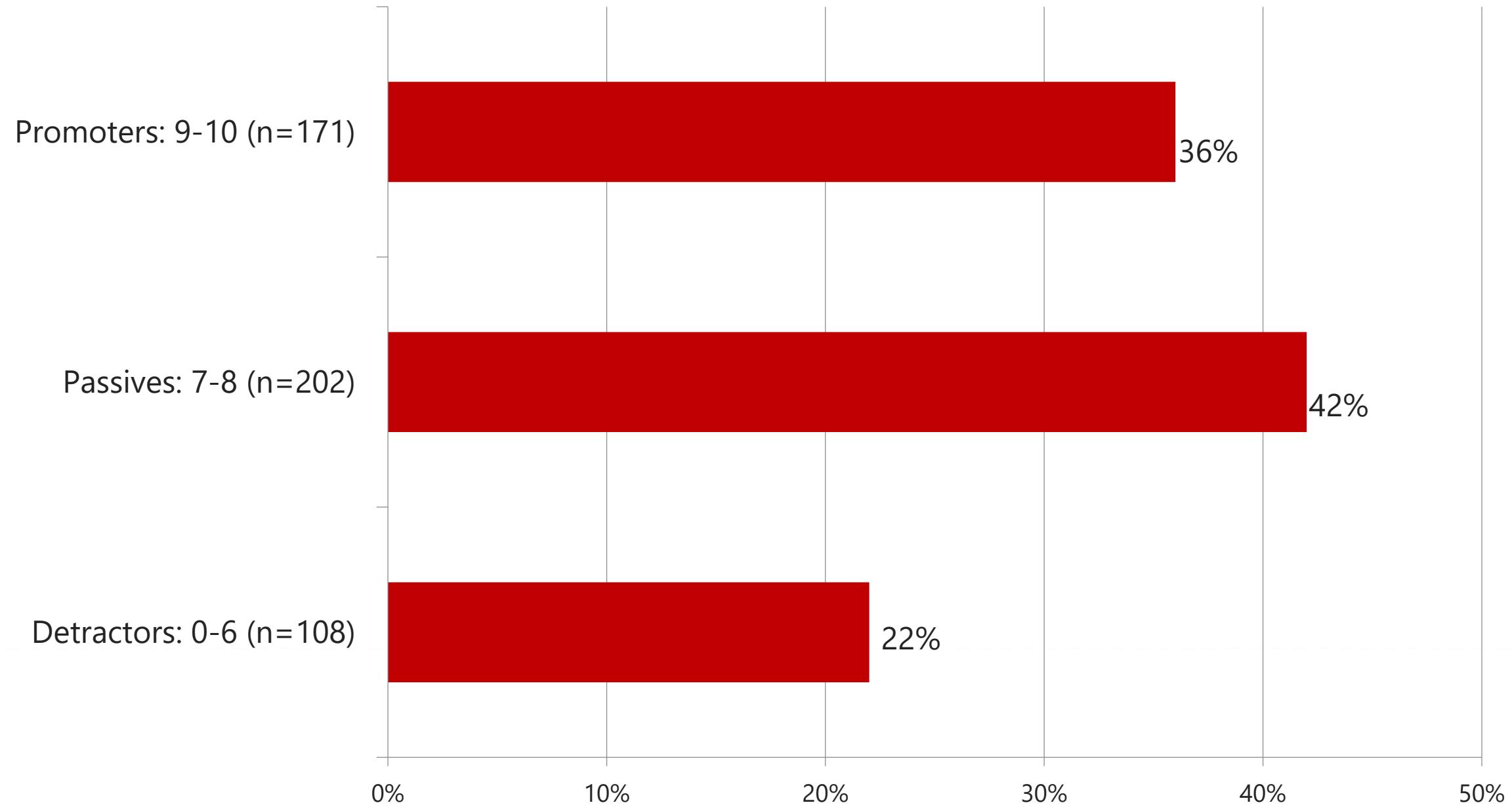
## Bathroom Upgrades (32%)

- *Drinking fountain, bathrooms need work.*
- *Bathrooms*
- *The restrooms haven't changed since I was a kid, and I'm 40.*
- *The bathrooms could use an upgrade.*
- *Overall updated look, bathrooms upgraded, concessions, parking*
- *Trails, bathrooms need updated*
- *Year-round bathroom facilities with running water*
- *Baseball diamond could use help maintaining. Bathroom needs updated*
- *Equipment old and worn. Bathrooms are terrible.*
- *Lighting restrooms*

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=114. Top mentions.

# NET PROMOTER SCORE: LIKELIHOOD TO RECOMMEND

How likely is it that you would recommend Dorrance Park to a friend or colleague?



Base: All respondents who visited Dorrance Park, n=481

Net Promoter Score:  
**13**

In 2017, 12% of respondents were promoters of Dorrance Park.

**The net promoter score has increased.**

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Dorrance Park to a friend or colleague?



Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=92. Top mentions.

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Dorrance Park to a friend or colleague?



A total of 92 people provided an open-ended response to this question.

Inductive analysis yielded four categories:

- 50%** Hiking / Activities (n=46)
- 27%** Grounds Maintained / Beautiful (n=25)
- 15%** Environment (n=14)
- 8%** Port Byron / Personal Connection (n=7)

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=92. Top mentions.

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Dorrance Park to a friend or colleague?



## Hiking / Activities (50%)

- *Love hiking at Dorance Park!!*
- *Love these well-maintained trails!*
- *Walking trails and URICRA*
- *Besides the disadvantage of having no porta-potty available during winter hikes, the trails are well kept and beautiful.*
- *We enjoy the ball fields, native plants, and trails!*
- *We love Dorrance and play many sports there.*
- *It's a great park for hiking and trail running, but I feel safe there.*
- *Very nice park. Great trails for walking. The ball diamonds are in great condition, too.*
- *Great trails and friendly park rangers*

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=92. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

**(7 or 8)**

How likely is it that you would recommend Dorrance Park to a friend or colleague?



Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=65. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

**(7 or 8)**

How likely is it that you would recommend Dorrance Park to a friend or colleague?



A total of 65 people provided an open-ended response to this question.

Inductive analysis yielded six categories:

- 26%** Hiking / Trails (n=17)
- 22%** Environment (n=14)
- 17%** Beauty / Like it (n=11)
- 14%** Improvements (n=9)
- 12%** Family (n=8)
- 9%** Location (n=6)

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=65. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

**(7 or 8)**

How likely is it that you would recommend Dorrance Park to a friend or colleague?



## Hiking / Trails (29%)

- *Because of the trails*
- *Good place to hike*
- *Great trails*
- *I had a blast on the bike trails.*
- *I really like the trail system for hiking.*
- *It has nice trails, and the baseball/softball fields are nice.*
- *Trails are well.*
- *Usually only go for mountain biking*
- *We tell our friends in the main QCA about Dorrance and the walking trails frequently. Hidden gem!*
- *The trails for bike/hike are quite good.*
- *Some of the trails are overgrown. I watched a biker wipe out due to his handlebar hitting a tree. I wish trail brochures were provided.*
- *Nice trails. Peaceful hiking.*

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=65. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Dorrance Park to a friend or colleague?



Nice trails for running/biking  
grading of the fields

Its not very pretty or interesting.

Limited space

A little far for me to drive

Limited activities

There is more room for improvement

local park and needed in our area

Its easy to get to

Haven't been there in a long time.

Because there are better parks around

It is a decent park, but I didn't find it especially memorable.

Not much offered besides baseball

Average park

I prefer other places

We go there often for baseball games but it needs some upkeep

Don't go there often

Needs work

Great trails

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=46. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Dorrance Park to a friend or colleague?



A total of 46 people provided an open-ended response to this question.

Inductive analysis yielded five categories:

- 30%** Experience (n=14)
- 24%** Unfamiliar / Been too long (n=11)
- 22%** Improvements (n=10)
- 20%** Not much there (n=9)
- 4%** Prefer others (n=2)

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=46. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Dorrance Park to a friend or colleague?



## Experience (30%)

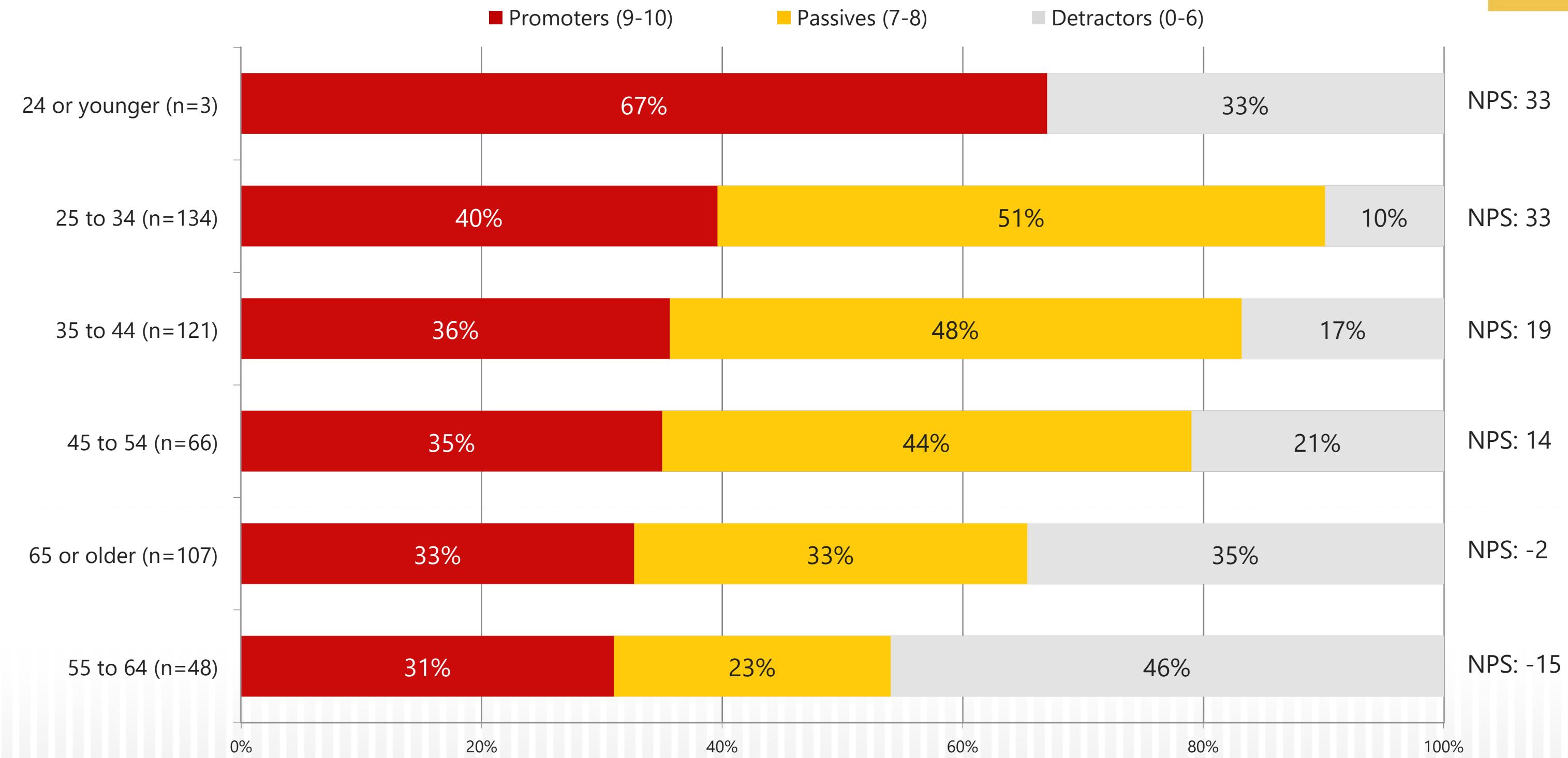
- *I find the limitations to be on the trails with mountain bikers, most of whom are aggressive about their speed and trail entitlement.*
- *It's not a safe environment.*
- *Poor experience*
- *We go there mainly for kids' sports. I also mushroom hunt there in the spring.*
- *Nice trails for running/biking. Not very many other people on the trails. Easy to get to.*
- *Average park*
- *It is a decent park, but I didn't find it especially memorable.*
- *Limited space*
- *Great trails*
- *Local park and needed in our area*
- *Biking. Baseball.*
- *Seems a bit old and tired*
- *Nice area but nothing noteworthy*
- *Its not very pretty or interesting.*

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=46. Top mentions.



# NPS BY AGE

How likely is it that you would recommend Dorrance Park to a friend or colleague?  
Which of the following represents your current age?

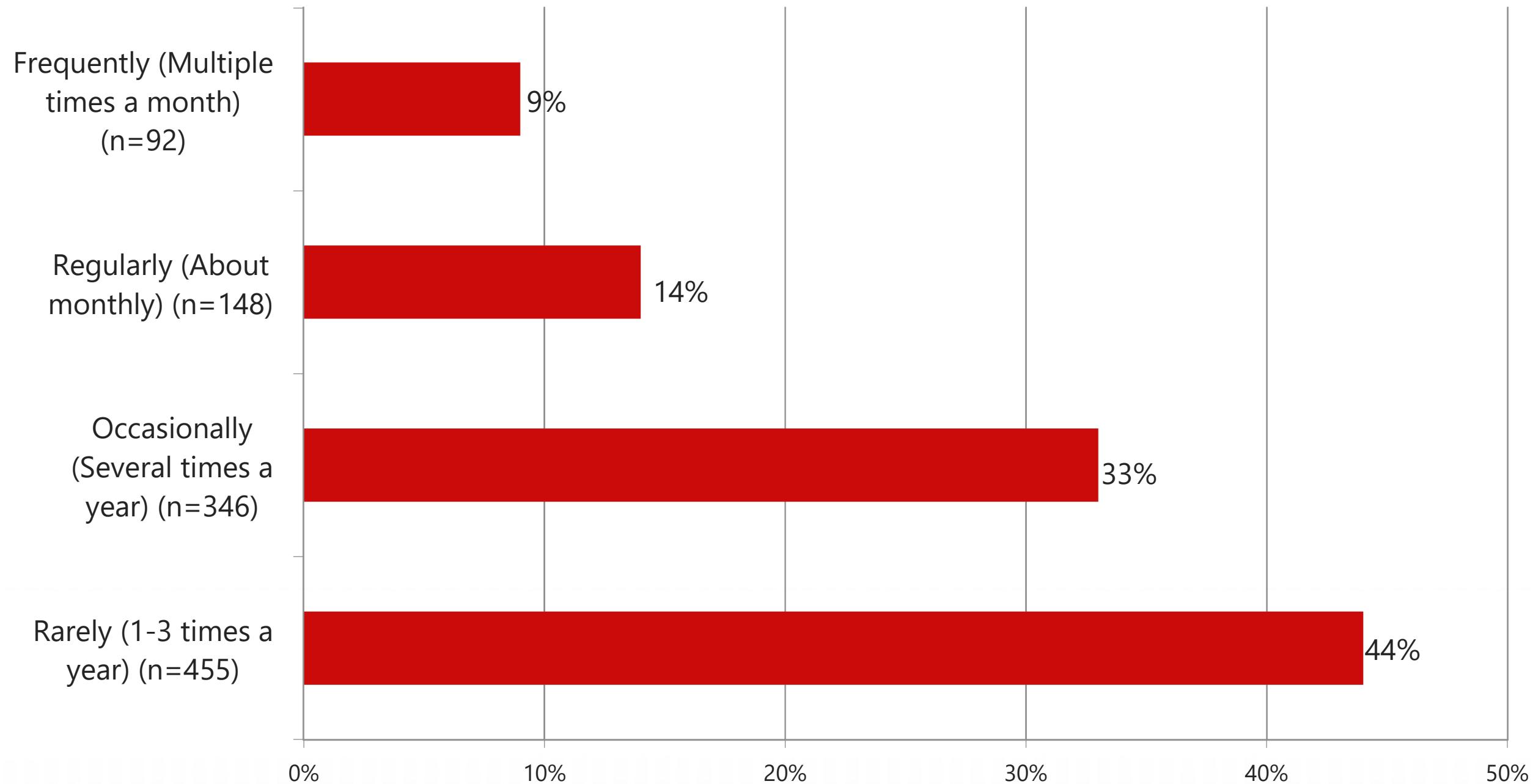


Base: All respondents who visited Dorrance Park, n=198

# ILLINIWEK FOREST PRESERVE

# VISITING ILLINIWEK FOREST PRESERVE

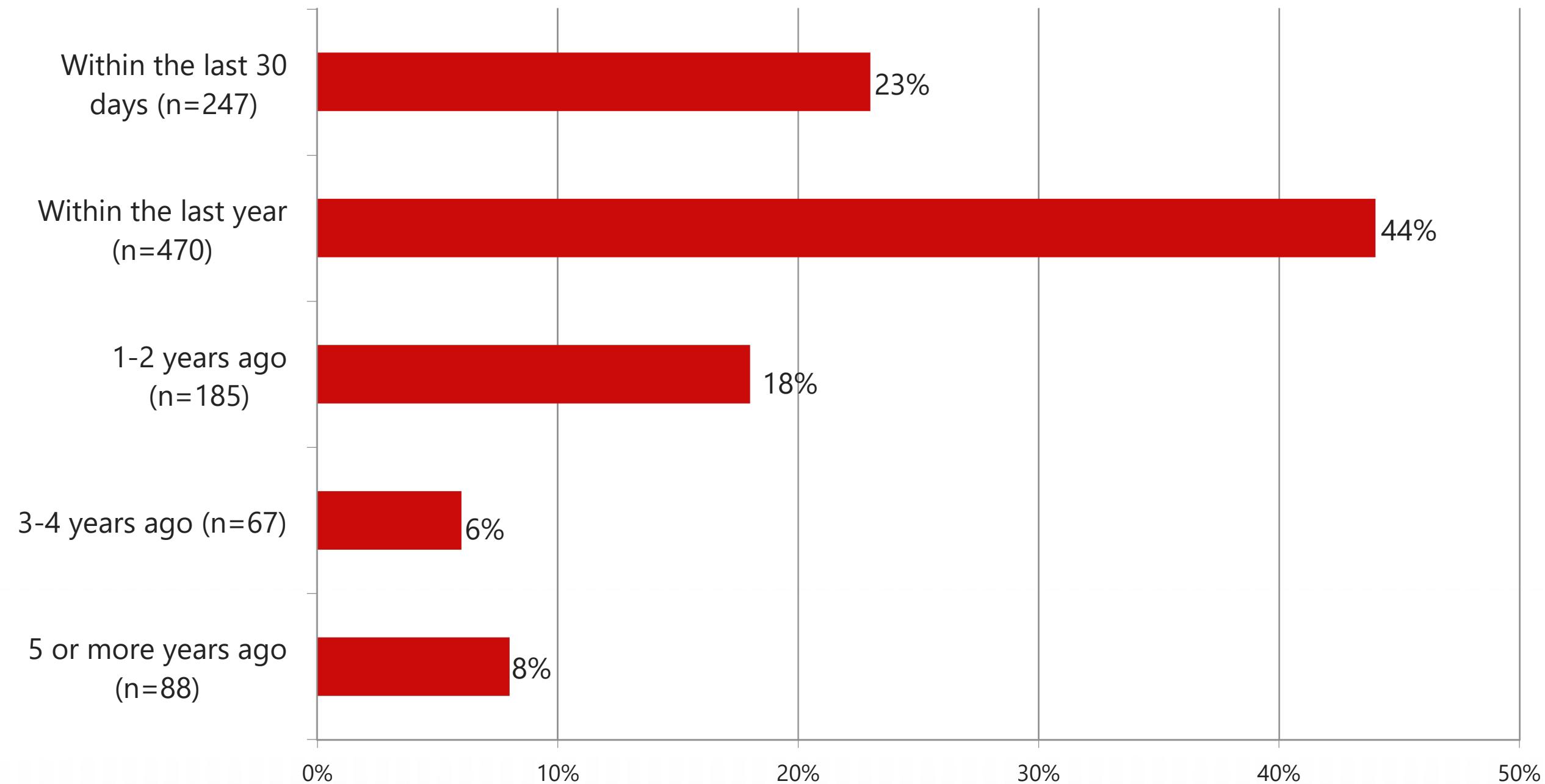
How often do you visit Illiniwek Forest Preserve?



Base: All respondents who visited Illiniwek Forest Preserve, n=1,041

# RECENT VISIT TO ILLINIWEK FOREST PRESERVE

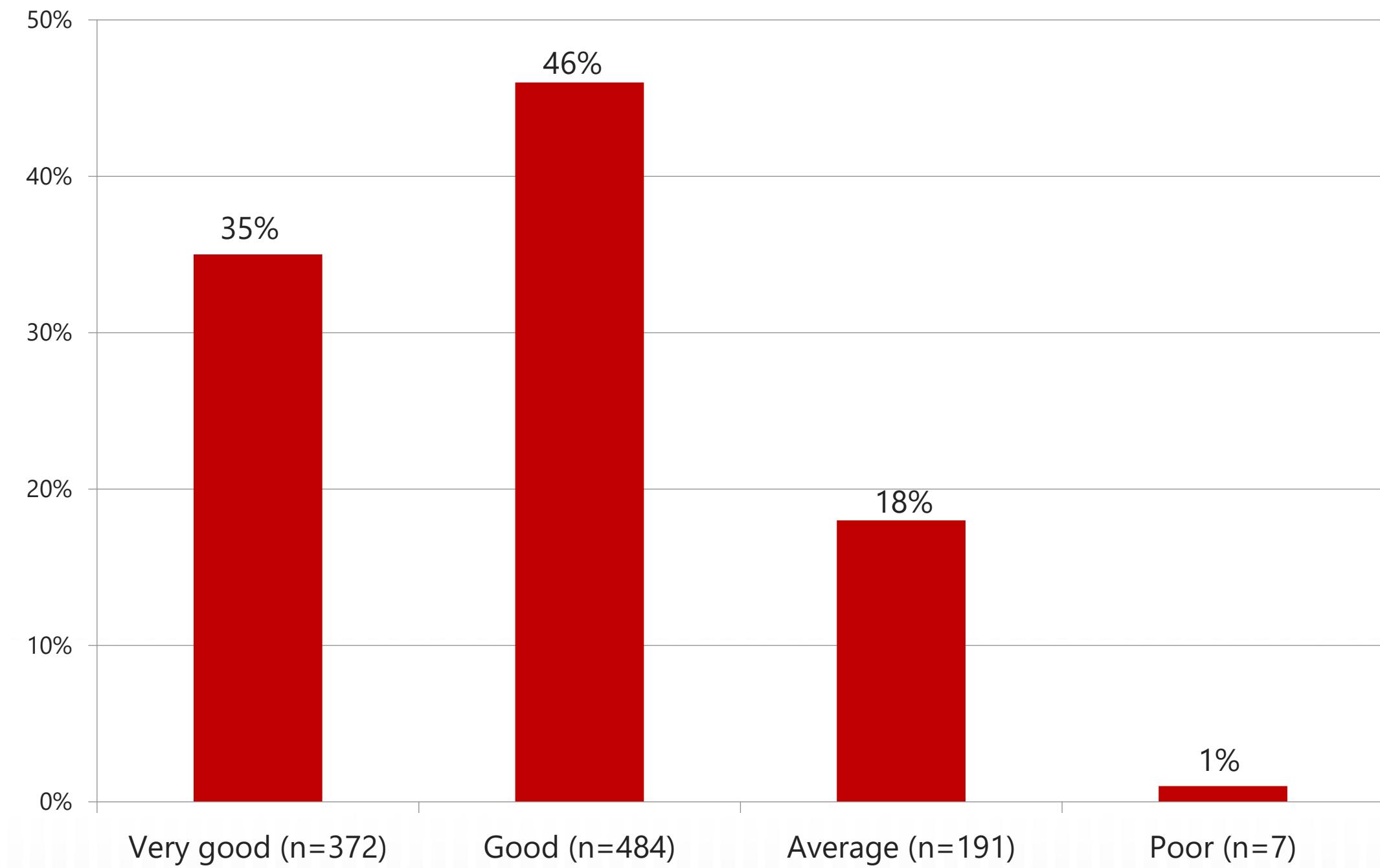
When was the last time you visited Illiniwek Forest Preserve?



Base: All respondents who visited Illiniwek Forest Preserve, n=1,057

# QUALITY OF EXPERIENCE

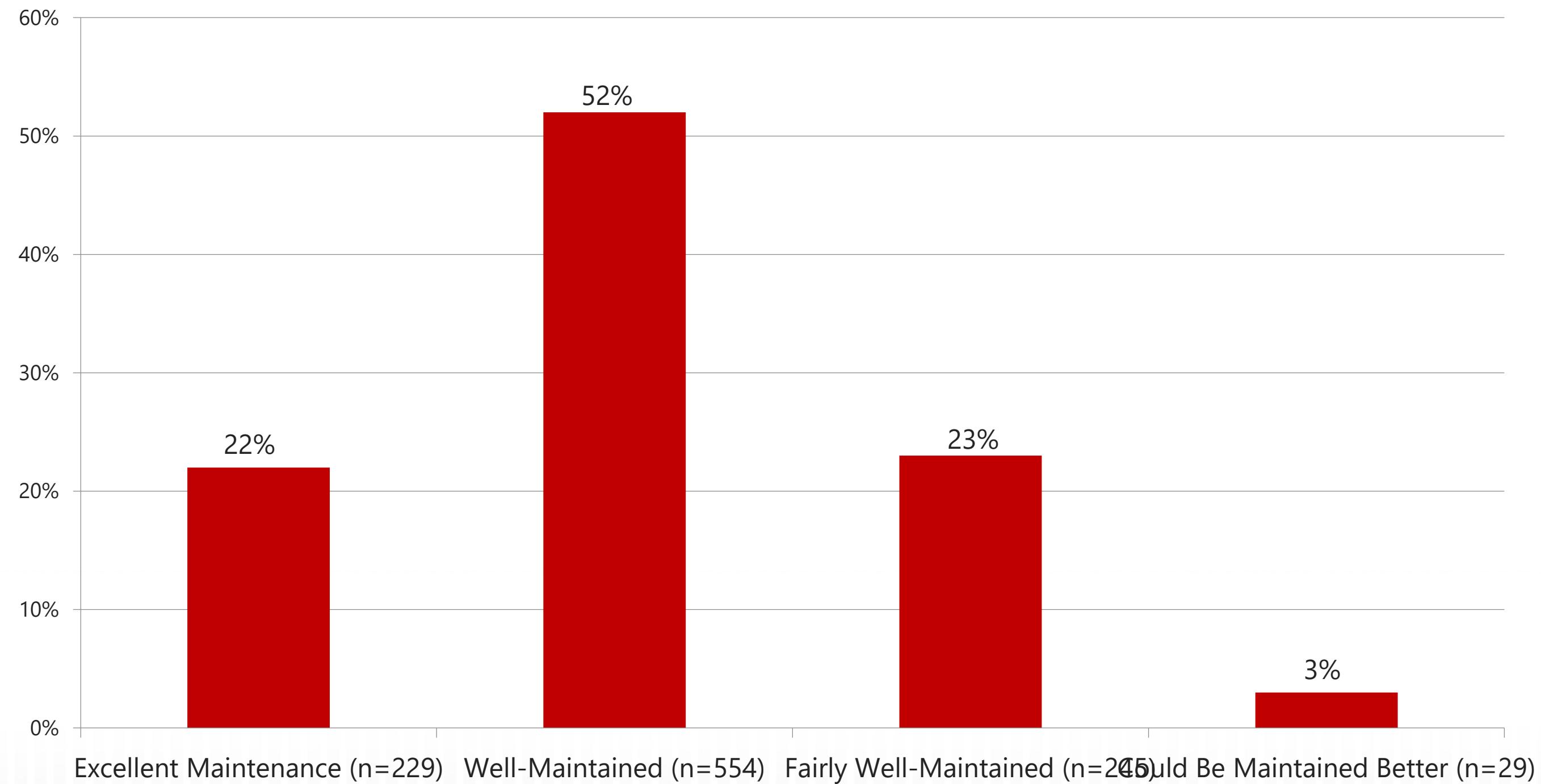
Please indicate the quality of your experience when visiting Illiniwek Forest Preserve.



Base: All respondents who visited Illiniwek Forest Preserve, n=1,058

# CONDITION OF ILLINIWEK FOREST PRESERVE

Overall, how would you describe the condition of Illiniwek Forest Preserve?



Base: All respondents who visited Illiniwek Forest Preserve, n=1,059

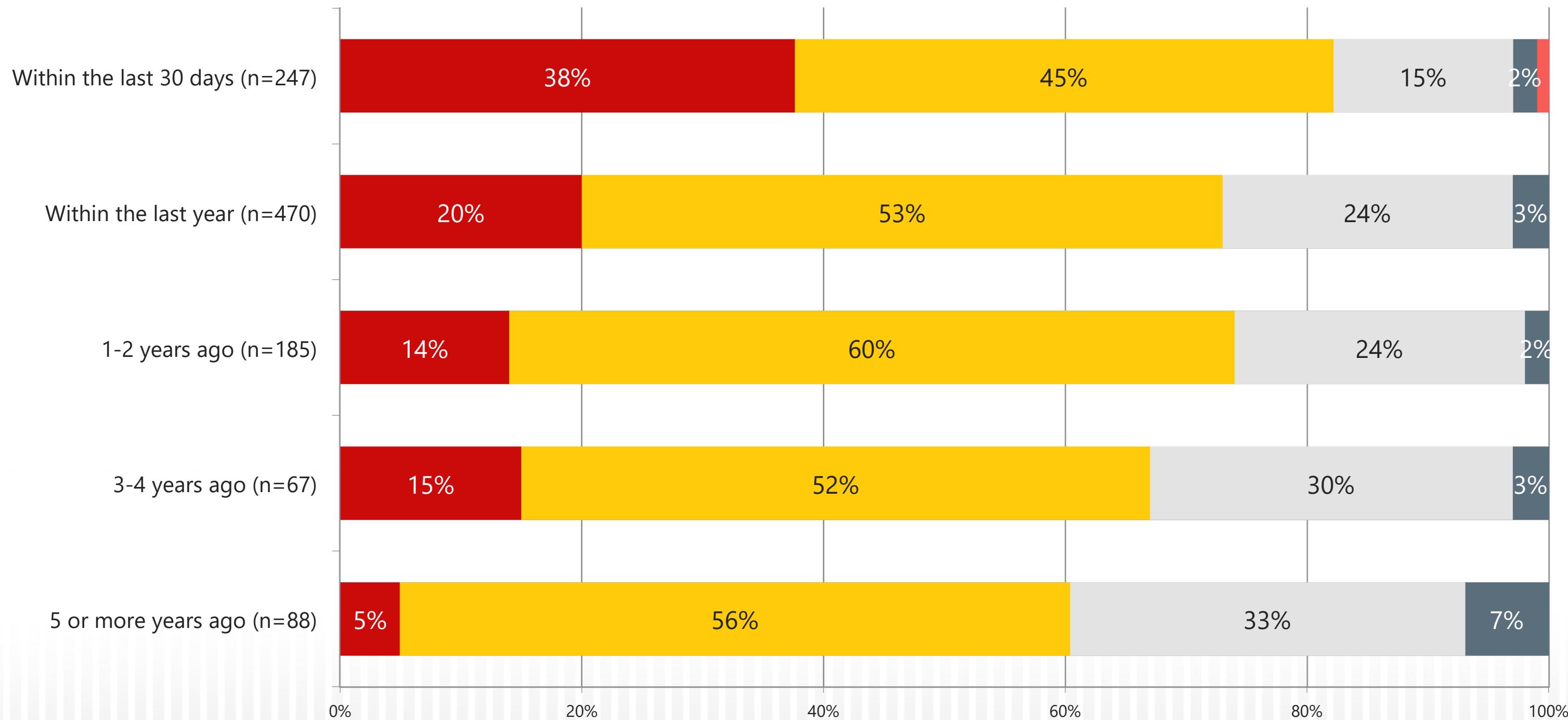
# VISIT RECENCY VS. CONDITION

When was the last time you visited Illiniwek Forest Preserve?

Overall, how would you describe the condition of Illiniwek Forest Preserve?



■ Excellent maintenance      ■ Well-maintained      ■ Fairly well-maintained      ■ Could be maintained better      ■ Not maintained



Base: All respondents who visited Illiniwek Forest Preserve, n=1,057

# IMPROVEMENTS AT ILLINIWEK FOREST PRESERVE

Specifically, what do you feel could be improved at Illiniwek Forest Preserve?



Base: All respondents who visited Illiniwek Forest Preserve, n=23. Top mentions.

# IMPROVEMENTS AT ILLINIWEK FOREST PRESERVE

Specifically, what do you feel could be improved at Illiniwek Forest Preserve?



A total of 23 people provided an open-ended response to this question.

Inductive analysis yielded three categories:

**48%**    Grounds (n=11)

**30%**    Trails (n=7)

**22%**    Camping / History / Fishing (n=5)

Base: All respondents who visited Illiniwek Forest Preserve, n=23. Top mentions.

# IMPROVEMENTS AT ILLINIWEK FOREST PRESERVE

Specifically, what do you feel could be improved at Illiniwek Forest Preserve?



## Grounds (48%)

- *More management and brush removal, prescribed fire*
- *The wildflowers look like weeds.*
- *Grounds*
- *There can be more plants.*
- *More natural*
- *Trim trees! Had a big limb fall and just missed my car. Have had several dead limbs hanging from their trees in the past few years*
- *As far as wooded portion of the park, it's very small. Hikers and bikers using same trail.*
- *The grass needs to be cut on weekly during the summer, especially in the camping area, and it would be nice to have it cut prior to the weekend and prior to major holiday weekends.*
- *Hopefully, it will be more diverse.*
- *Lighted roadway.*
- *Establish the corresponding security system and improve the network construction*

Base: All respondents who visited Illiniwek Forest Preserve, n=23. Top mentions.

# IMPROVEMENTS AT ILLINIWEK FOREST PRESERVE

Specifically, what do you feel could be improved at Illiniwek Forest Preserve?



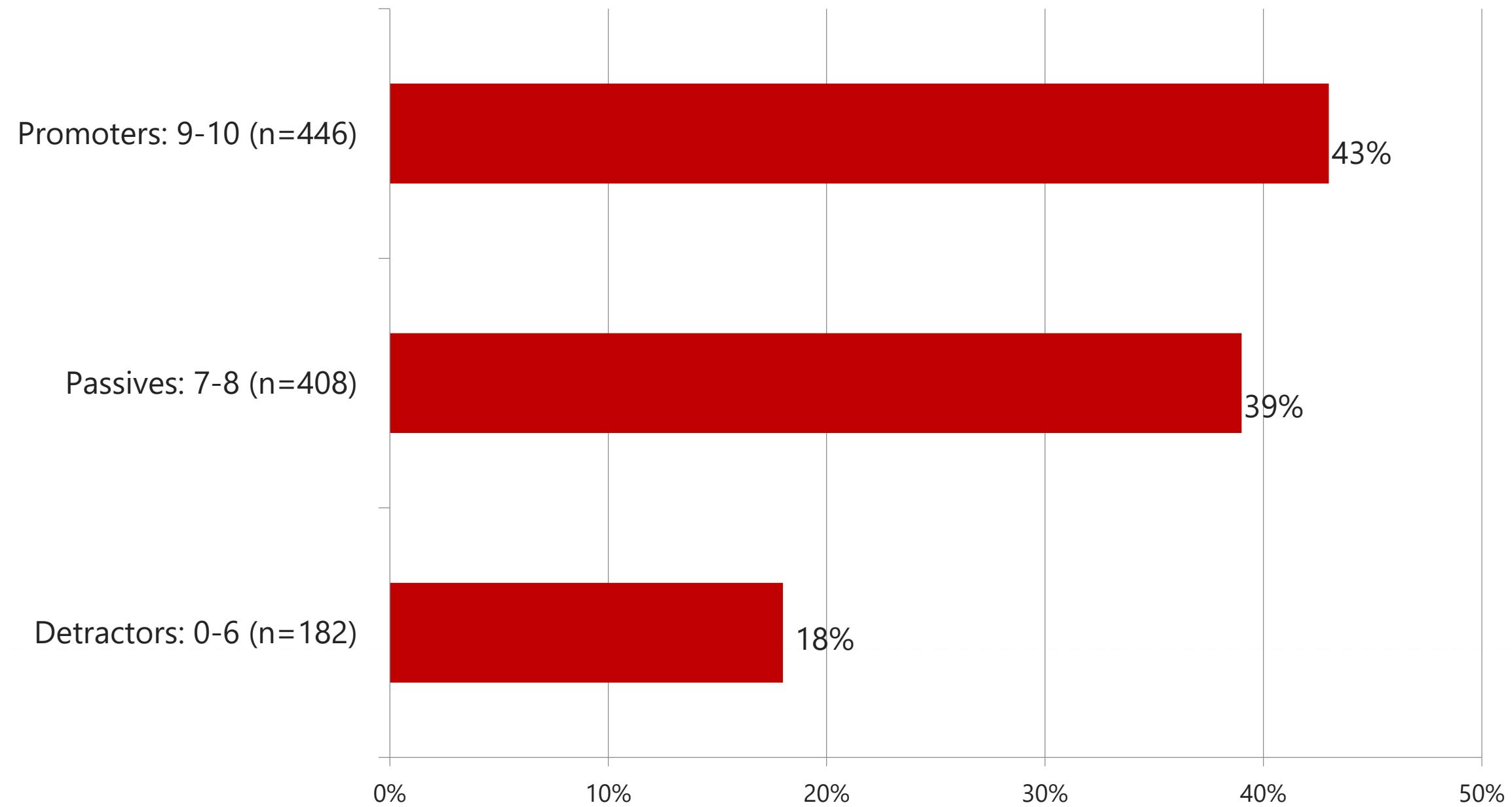
## Trails (30%)

- *More walking trails*
- *We did not feel the trail maps were the best.*
- *Better paths for walkers and bikers. Trails should not have to be shared, being people do not listen to the ways they are shared, it is dangerous!.*
- *The path to look out point to see river was not marked well.*
- *Widen the path. Seems like a lot of weeds along the path.*
- *The trails are not well marked, and if you follow the daily direction guidelines, it walks you in circles, so you can't exit. It needs to be replotted.*
- *Trails are too narrow, can't pass people without going into weeds and poison ivy*

Base: All respondents who visited Illiniwek Forest Preserve, n=23. Top mentions.

# NET PROMOTER SCORE: LIKELIHOOD TO RECOMMEND

How likely is it that you would recommend Illiniwek Forest Preserve to a friend or colleague?



Net Promoter Score:  
**25**

In 2017, 40% of respondents were promoters of Illiniwek Forest Preserve.  
**The net promoter score has increased.**

Base: All respondents who visited Illiniwek Forest Preserve, n=1,036

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Illiniwek Forest Preserve to a friend or colleague?



Decent park and availability  
It's a decent place to hit the trails  
Beautiful hiking trails and bike  
It is very well set up  
beautiful campground  
It's my go to camping place  
Beautiful park not crowded  
Nice location good views  
We love to camp at Illiniwek  
Well maintained  
Easily accessible trails and parking  
Nice campground along the Mississippi River  
Nice campground  
Awesome campground  
The location is convenient and near the river.  
Easy access to slightly longer hikes, more like being in a forest  
We love camping, hiking and taking photos here  
It is a nice site to view wild life  
I love this park!

# Great trails

## Picturesque river setting

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=241. Top mentions.

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Illiniwek Forest Preserve to a friend or colleague?



A total of 241 people provided an open-ended response to this question.

Inductive analysis yielded five categories:

- 38%** Trails (n=91)
- 37%** Clean / Beautiful / Natural (n=88)
- 15%** Camping (n=36)
- 6%** Misc. (n=15)
- 5%** Location (n=11)

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=241. Top mentions.

# PROMOTERS: WHY DID YOU GIVE THAT RATING?

## (9 or 10)

How likely is it that you would recommend Illiniwek Forest Preserve to a friend or colleague?



### Trails (38%)

- *Love the trails and river views. The only critique is that the trail markings are not great. I have definitely gotten turned around out there.*
- *Enjoyed the trails*
- *Nice bike paths, beautiful land. Could use better maps and trail markings on the path, especially for one ways.*
- *like hiking the trails*
- *Excellent grounds to hike and bike*
- *We drive through the campground area regularly with our dog and sometimes stop to let him wade in the river at the boat ramp (I am disappointed that you don't put the boat docks in-- I'd like to try boating from the park). The campground area seems very well maintained. We also walk our dog on the trails in the upper section near the highway maintenance buildings. Those trails are really nice and we appreciate that the direction of travel is restricted to certain days. I would have one suggestion though: I'm a Port Byron firefighter and I can see a need for some kind of numbered trail markers so that if someone is injured (or a fire) they can identify their location when they call 911 for help. As it stands now, all a person could do was say they were in the upper or lower trails based on where they parked-- not nearly specific enough if EMS is needed quickly for a serious injury, heart attack, etc.*

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=241. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

**(7 or 8)**

How likely is it that you would recommend Illiniwek Forest Preserve to a friend or colleague?



Location and ammenities

**Good hiking**

very good camp ground

Campgrounds are quiet

It is a good park, with decent birding and decent trails.

**Biking. Hiking. Camping.**

Beautiful views and easy trails

Restrooms need some updating

Multiple miles of trails

It's well maintained and beautiful!

Doesn't have horseback trails

Well-maintained

Nice place to camp

We like like to camp down by the Mississippi river.

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=144. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

**(7 or 8)**

How likely is it that you would recommend Illiniwek Forest Preserve to a friend or colleague?



A total of 144 people provided an open-ended response to this question.

Inductive analysis yielded six categories:

- 38%** Experience / Overall environment (n=55)
- 19%** Trails (n=27)
- 15%** Amenities (n=22)
- 11%** Camping (n=16)
- 9%** Improvements (n=13)
- 8%** Visit Lapse (n=10)

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=144. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

**(7 or 8)**

How likely is it that you would recommend Illiniwek Forest Preserve to a friend or colleague?



## Experience / Overall environment (38%)

- *Friendly, clean*
- *I enjoyed my time there.*
- *All parts of Illiniwek that I visited were in good working condition.*
- *Great park for kids!*
- *Nice area!*
- *Illiniwek is always a nice area. Continues to improve.*
- *Nice and beautiful sites*
- *Nice quiet well-maintained facility*
- *It was beautiful.*
- *It's one of the prettiest, largest spots in the Quad City area while still feeling like nature rather than a crowded park.*
- *Nice and quiet there.*
- *I think the atmosphere is very good.*

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=144. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Illiniwek Forest Preserve to a friend or colleague?



It needs a baseball diamond again

It is dirty

It's average

Nothing really stands out

Need trail maps

# Need improvements

Park Ranger was rude

It's close to our home but not my top choice.

My dog (leashed) was attacked, TWICE!

# Haven't been there recently

# Not there enough

Most accessible trails are mostly dedicated to bikers now.

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=69. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Illiniwek Forest Preserve to a friend or colleague?



A total of 69 people provided an open-ended response to this question.

Inductive analysis yielded six categories:

- 28%** Improvements / Bad experience (n=19)
- 26%** Similar to others / Average (n=18)
- 17%** Visit Lapse (n=12)
- 16%** Trails (n=11)
- 7%** Misc. (n=5)
- 6%** Location (n=4)

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=69. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Illiniwek Forest Preserve to a friend or colleague?



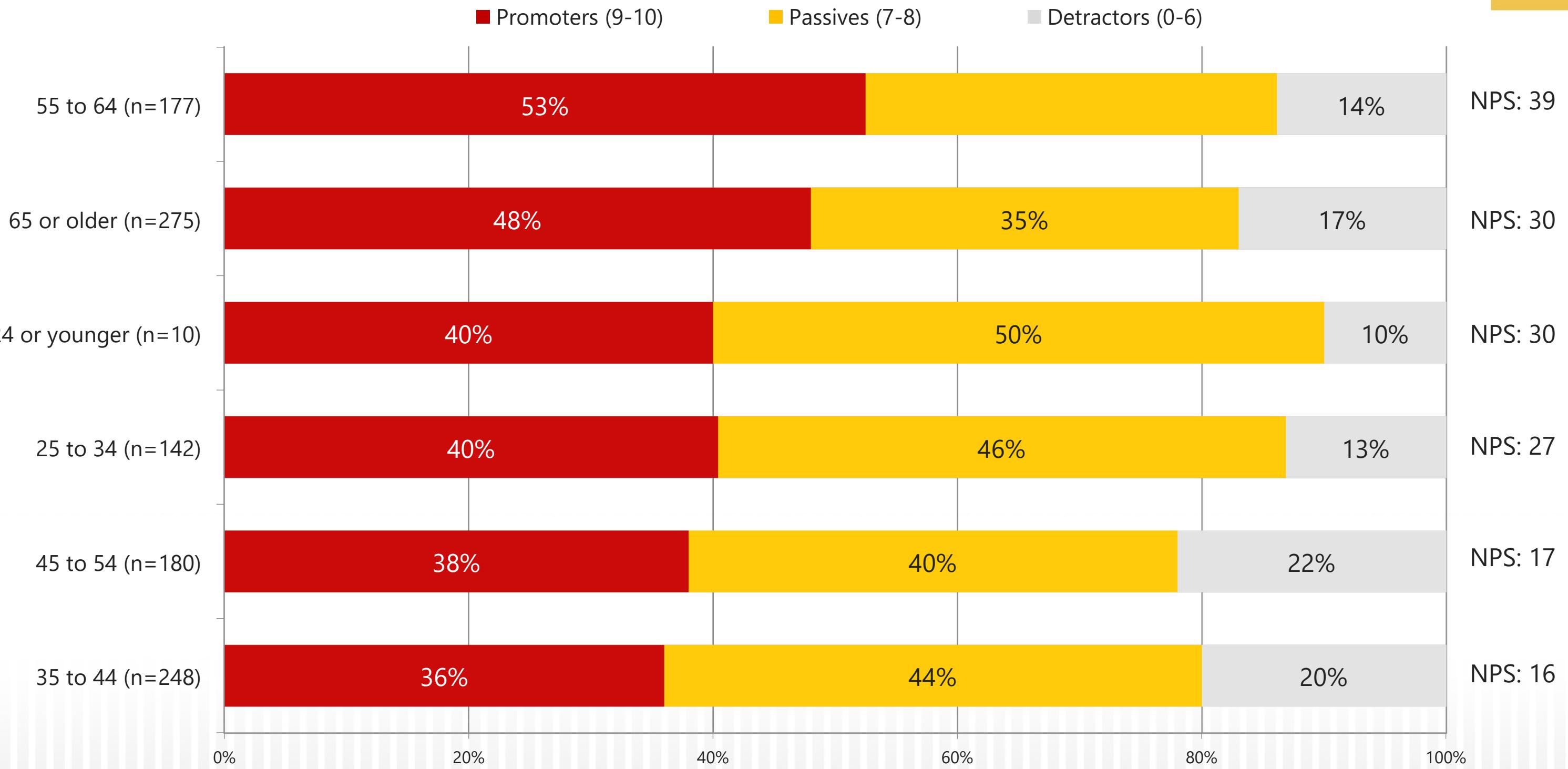
## Improvements / Bad experience (28%)

- *Park ranger was rude to us*
- *The trails are very pretty, especially in the fall. However, nice bathrooms would really be a plus*
- *I love Illiniwek, however, the last couple of times I went there was an excess of poison ivy lining the trails. As someone who reacts badly to it, I'd be concerned about bringing a dog or small children. I stepped carefully. Thankfully I didn't have to step off the trail for any bikers or runners passing me. Can something be done about all of the poison ivy lining the trails?*
- *Would recommend it for camping. Would not recommend the pavilion. It appears to me that you are trying to get rid of it.*
- *Campground spots are too small, and not much scenery*
- *The roads are worn. You need better signage ON Rt 84 pointing to the campground entrance.*
- *Not that much to do, some unsafe playground equipment*
- *I wish they never closed the upper part of the park. That was the nicest part to walk through, looking out over the river was nice. It was beautiful up there and was so surprised when they closed it years back. I don't know why.*

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=69. Top mentions.

# NPS BY AGE

How likely is it that you would recommend Illiniwek Forest Preserve to a friend or colleague?  
Which of the following represents your current age?

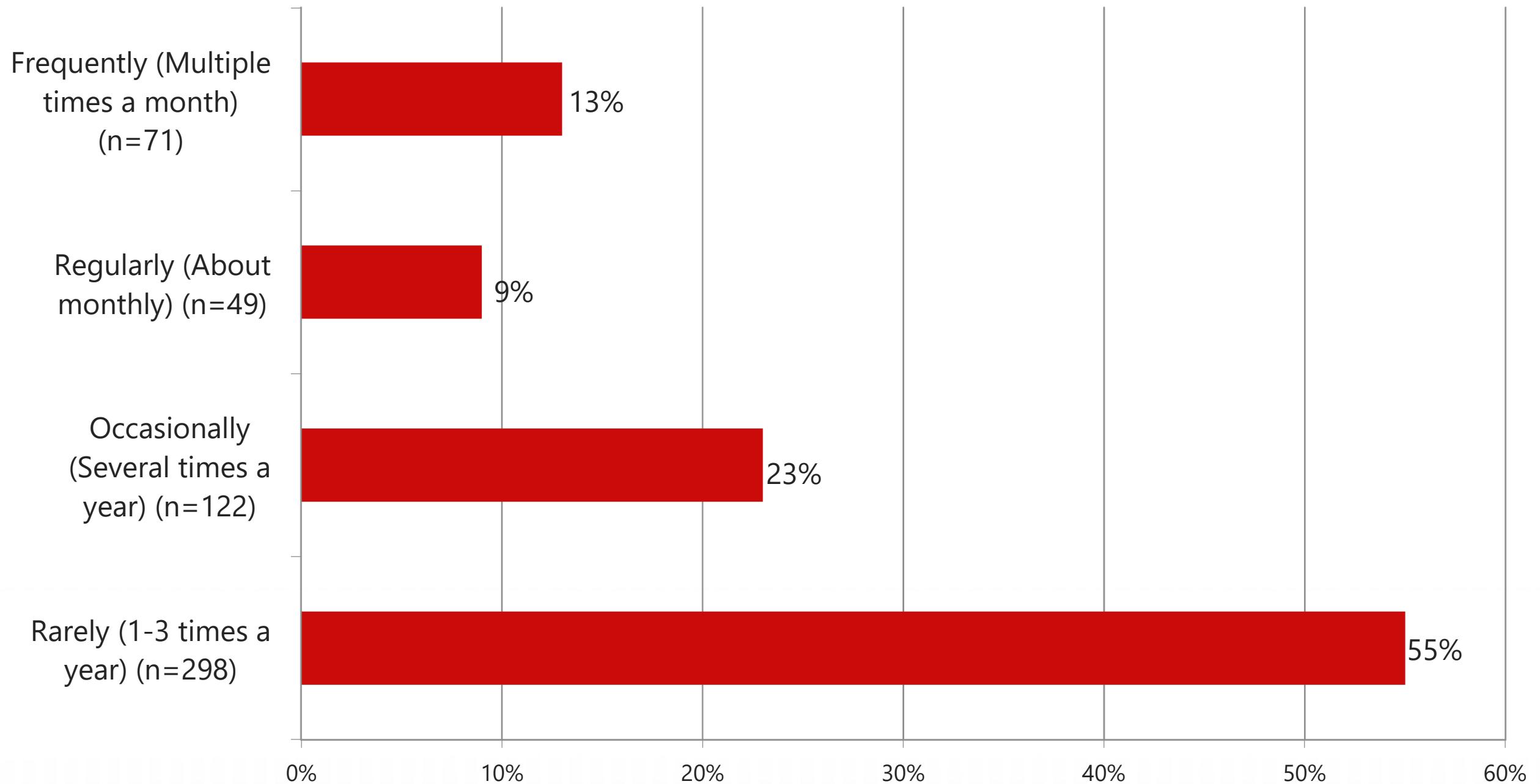


Base: All respondents who visited Illiniwek Forest Preserve, n=1,036

# INDIAN BLUFF GOLF COURSE

# VISITING INDIAN BLUFF GOLF COURSE

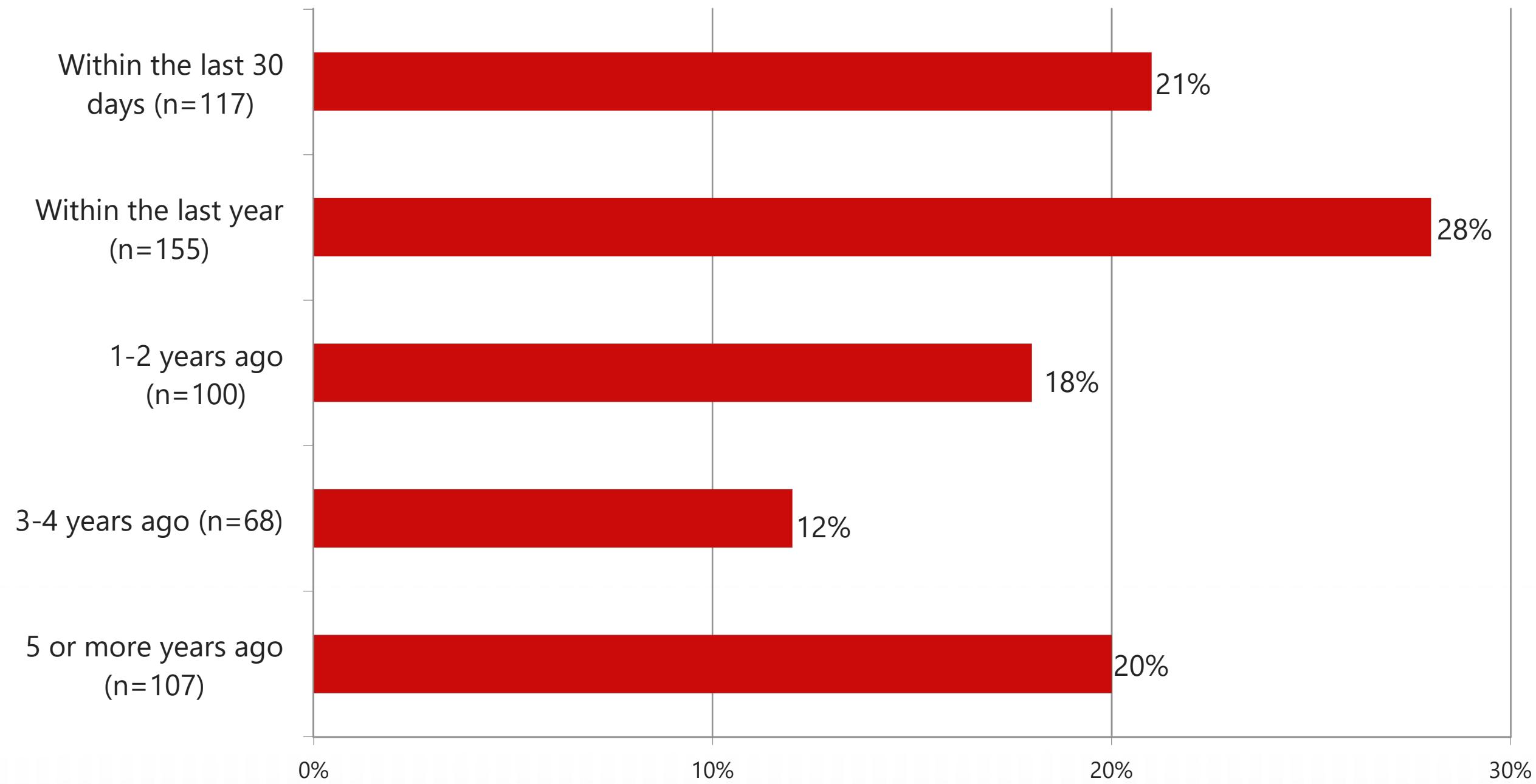
How often do you visit Indian Bluff Golf Course?



Base: All respondents who visited Indian Bluff Golf Course, n=540

# RECENT VISIT TO INDIAN BLUFF GOLF COURSE

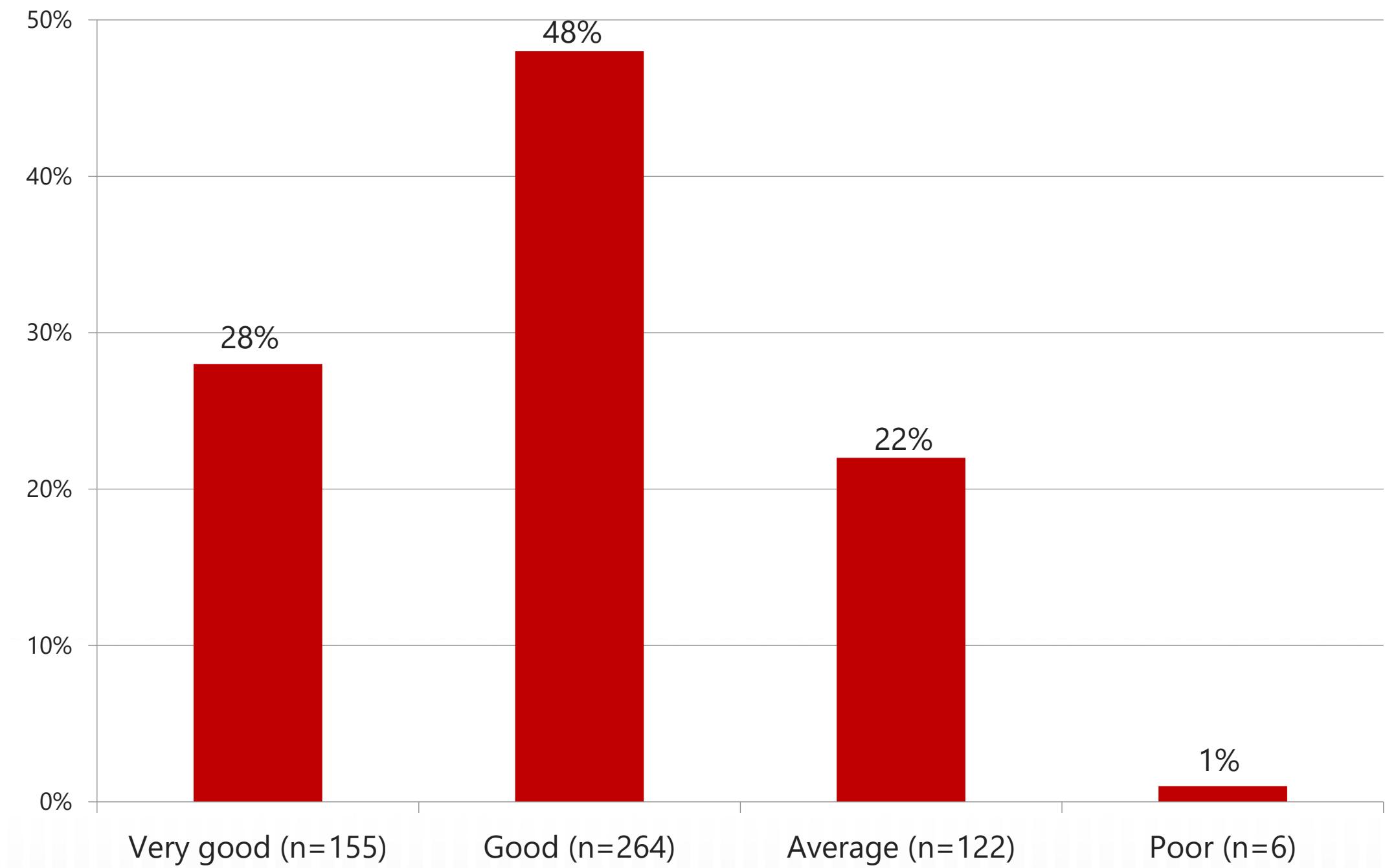
When was the last time you visited Indian Bluff Golf Course?



Base: All respondents who visited Indian Bluff Golf Course, n=547

# QUALITY OF EXPERIENCE

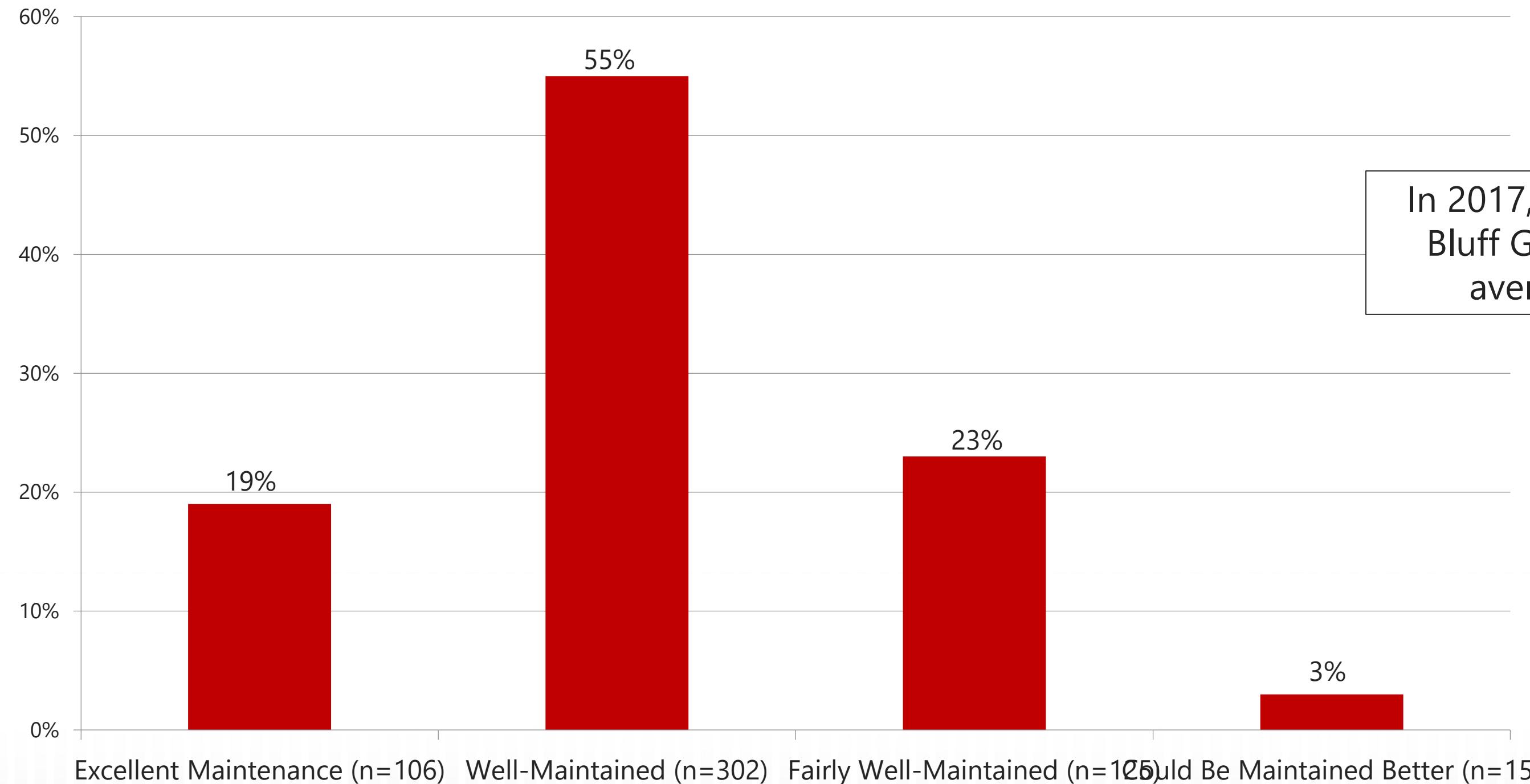
Please indicate the quality of your experience when visiting Indian Bluff Golf Course.



Base: All respondents who visited Indian Bluff Golf Course, n=547

# CONDITION OF INDIAN BLUFF GOLF COURSE

Overall, how would you describe the condition of Indian Bluff Golf Course?



Base: All respondents who visited Indian Bluff Golf Course, n=548

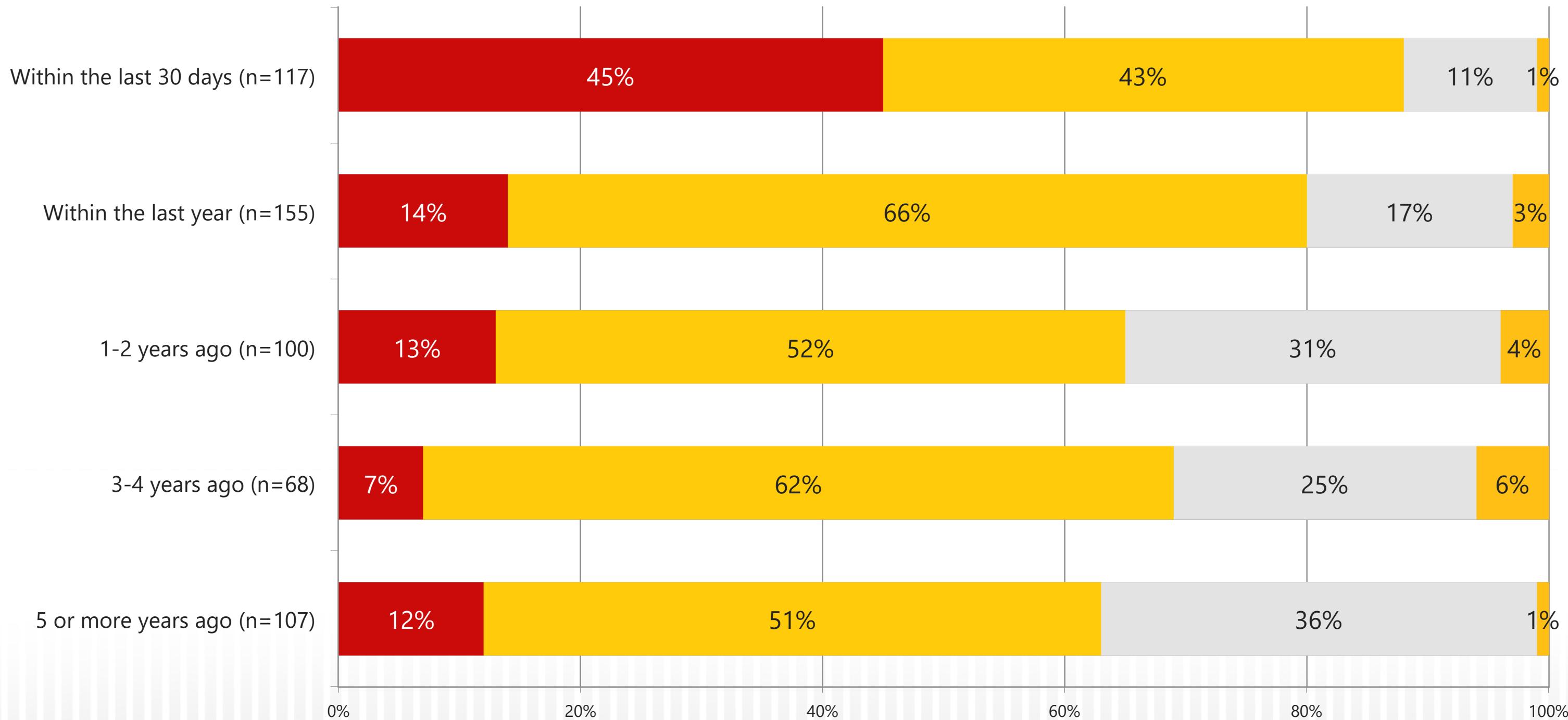
# VISIT RECENCY VS. CONDITION



When was the last time you visited Indian Bluff Golf Course?

Overall, how would you describe the condition of Indian Bluff Golf Course?

■ Excellent maintenance ■ Well-maintained ■ Fairly well-maintained ■ Could be maintained better ■ Not maintained



Base: All respondents who visited Indian Bluff Golf Course, n=105

# IMPROVEMENTS AT INDIAN BLUFF GOLF COURSE

Specifically, what do you feel could be improved at Indian Bluff Golf Course?



Facilities and equipment can be updated

Advertising Roads  
Bathrooms by back pavilion

Turf and greens

Maintenance of turf

Modernize restrooms

Update signs

Start lessons

Sand bunkers

Base: All respondents who visited Indian Bluff Golf Course, n=8

# IMPROVEMENTS AT INDIAN BLUFF GOLF COURSE

Specifically, what do you feel could be improved at Indian Bluff Golf Course?



A total of 8 people provided an open-ended response to this question.

Inductive analysis yielded three categories:

**50%** Course (n=4)

**38%** Facilities / Equipment (n=3)

**13%** Advertising (n=1)

Base: All respondents who visited Indian Bluff Golf Course, n=8

# IMPROVEMENTS AT INDIAN BLUFF GOLF COURSE

Specifically, what do you feel could be improved at Indian Bluff Golf Course?



## Course (50%)

- *Turf and greens*
- *Greens are decent shape usually. Sand bunker either hard like concrete or holding water.*
- *Maintenance of the turf and maintenance of golf facilities*
- *It could be bigger.*

## Facilities / Equipment (38%)

- *Roads and bathrooms that are in the back pavilion*
- *Modernized restroom and signs*
- *The facilities and equipment can be updated and upgraded to improve the comfort and convenience of the course.*

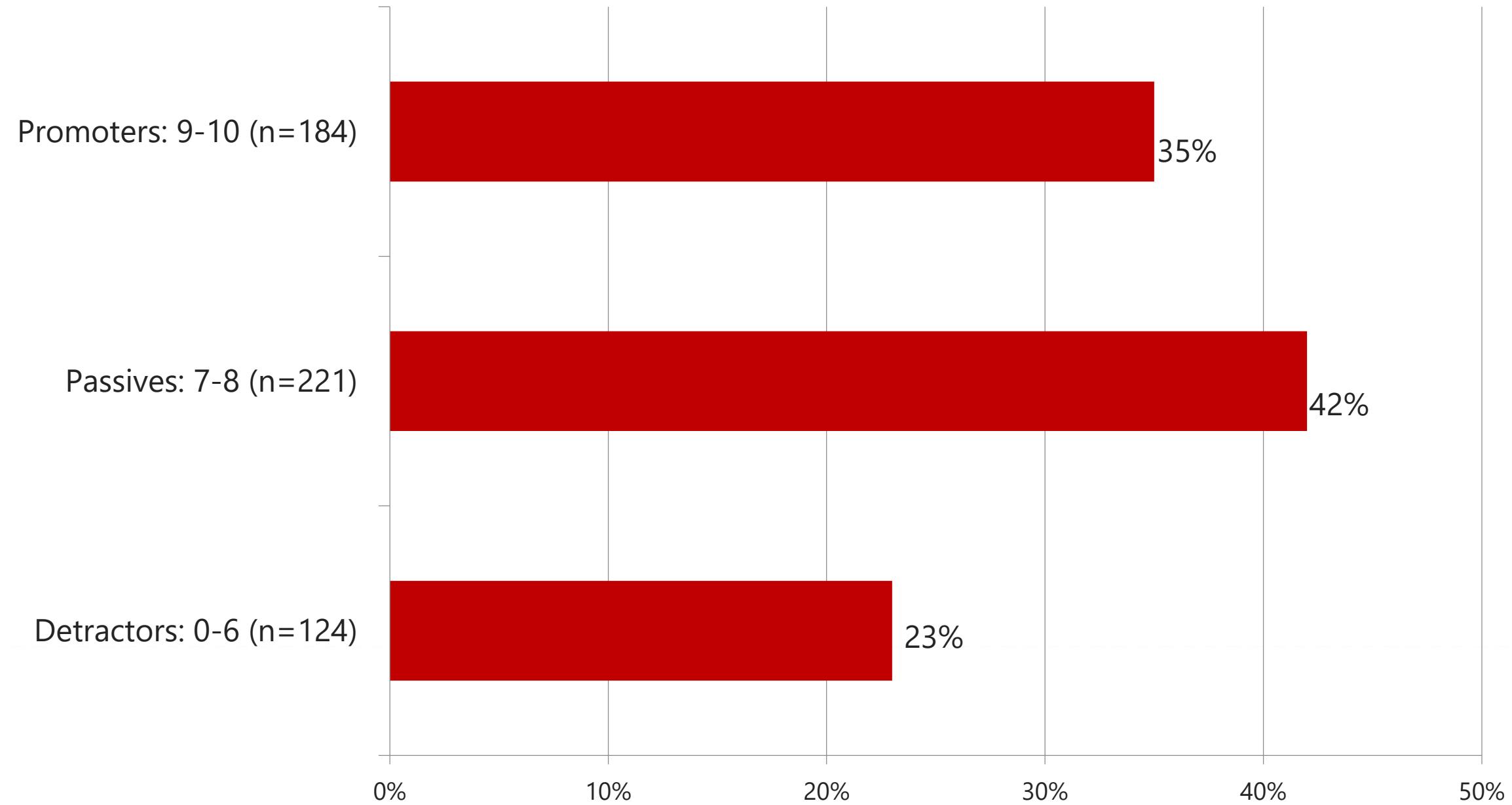
## Advertising (13%)

- *Advertising might help and start lessons*

Base: All respondents who visited Indian Bluff Golf Course, n=8

# NET PROMOTER SCORE: LIKELIHOOD TO RECOMMEND

How likely is it that you would recommend Indian Bluff Golf Course to a friend or colleague?



Net Promoter Score:  
**11**

In 2017, 23% of respondents were promoters of Indian Bluff Golf Course.  
**The net promoter score has increased.**

Base: All respondents who visited Indian Bluff Golf Course, n=529

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Indian Bluff Golf Course to a friend or colleague?



Friendly people and good course  
Has only gotten better over time!  
The local people are friendly

Love this course!  
Excellent asset for the county

The clubhouse is nice

Fun course  
Been a member for the past 10 years  
Best maintained public course in the area

I really enjoyed golfing at Indian Bluff. It is well maintained and challenging.

very challenging  
Golf leagues

Well-maintained course  
It's a good experience

Condition of course

Nice golf course  
nice golf course, great price  
very good golf course  
The bluff is a county gem

Affordable course  
Very challenging golf course  
Good course and challenging

Location  
The atmosphere  
My husband loves going

Staff are very friendly  
I enjoy the course  
We are members

Beautiful venue  
good course and reasonable - although I don't play any more

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=86. Top mentions.

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Indian Bluff Golf Course to a friend or colleague?



A total of 86 people provided an open-ended response to this question.

Inductive analysis yielded seven categories:

- 50%** Course Quality/Maintained (n=43)
- 17%** Experience (n=15)
- 9%** Played there / Member (n=8)
- 9%** Staff (n=8)
- 9%** Beautiful / Location (n=8)
- 2%** Cost (n=2)
- 2%** Misc. (n=2)

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=86. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

**(7 or 8)**

How likely is it that you would recommend Indian Bluff Golf Course to a friend or colleague?



Convenient location

Easy to get a tee time

**It was enjoyable**

Always room for improvement.

Hole number 7!

**It's local**

Love the golf course

Nice public course

I like the advantages of yardage for women.

**Beautiful!**

It is an interesting course.

Challenging golf course

Grounds are well kept and maintained

I think the course appears well maintained and is an enjoyable layout.

The course was enjoyable.

Seems adequate for golfing. Just not a big golfer.

Solid and affordable public course

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=84. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

**(7 or 8)**

How likely is it that you would recommend Indian Bluff Golf Course to a friend or colleague?



A total of 84 people provided an open-ended response to this question.

Inductive analysis yielded eight categories:

<b>48%</b>	Course Quality (n=40)
<b>21%</b>	Don't play golf / lapsed time (n=18)
<b>14%</b>	Misc. (n=12)
<b>5%</b>	Improvements (n=4)
<b>5%</b>	Nature (n=4)
<b>4%</b>	Location (n=3)
<b>2%</b>	Cost (n=2)
<b>1%</b>	Staff (n=1)

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=84. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Indian Bluff Golf Course to a friend or colleague?



Good environment  
Nothing really special  
Haven't been recently  
It's a tough course  
Not much there other than golf  
Facilities and equipment wear out and age over time, reducing the customer experience.  
Not my favorite  
The course is good for business networking, not relaxing  
Faculty is too secluded  
The cost is too much.  
I don't golf much anymore.  
Is a challenging and unique golf course  
Not close to where I live.  
Poor conditions  
Just an average golf course.  
There are better courses locally.  
It was decent  
I'm not in love with layout  
I would play golf there again  
Unique natural beauty  
Just haven't been there a while

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=70. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Indian Bluff Golf Course to a friend or colleague?



A total of 68 people provided an open-ended response to this question.

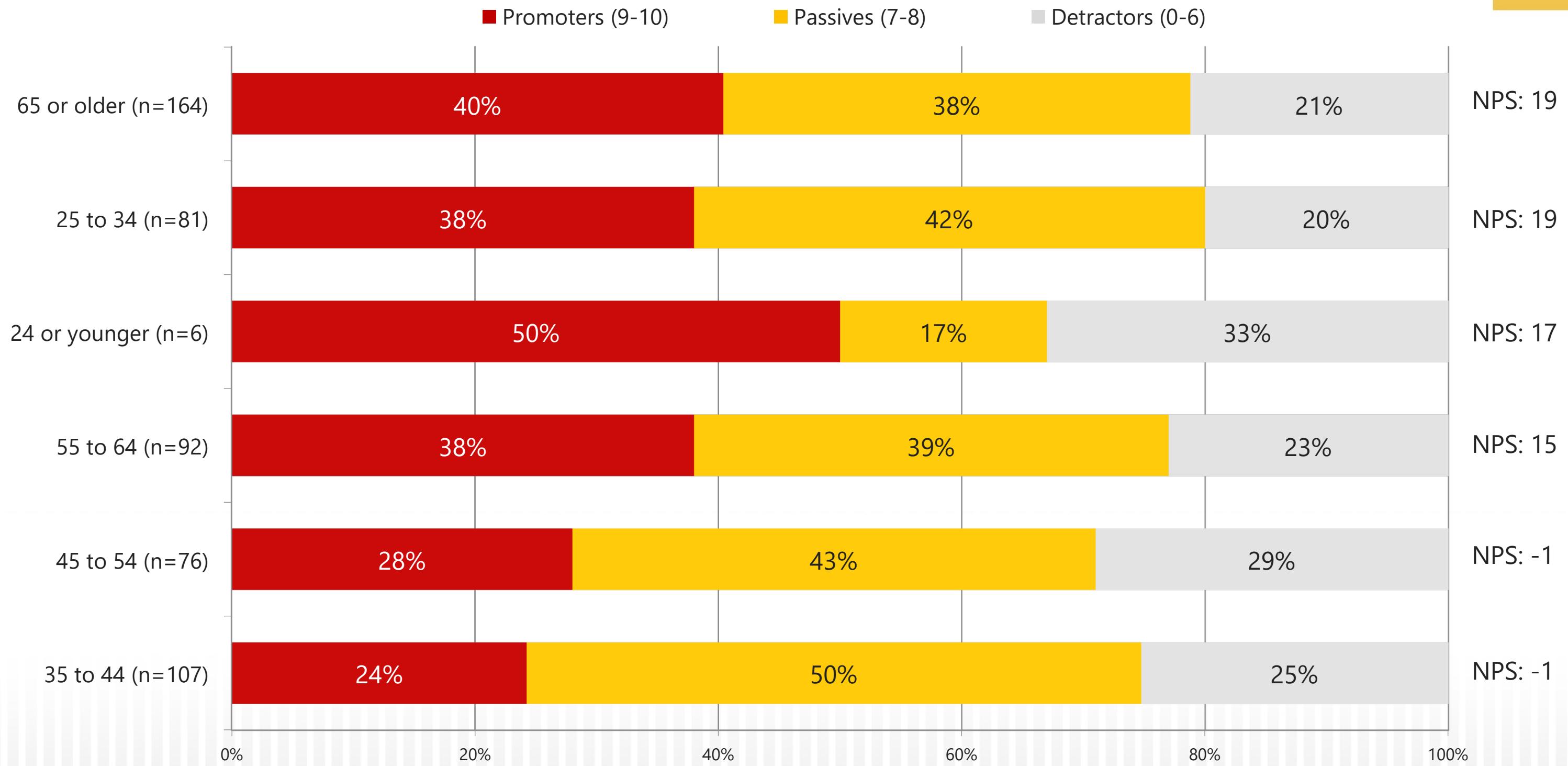
Inductive analysis yielded five categories:

- 41%** Don't golf / time has lapsed (n=28)
- 28%** Condition (n=19)
- 12%** Prefer other places/Locations (n=8)
- 12%** Improvements (n=8)
- 7%** Misc. (n=5)

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=68. Top mentions.

# NPS BY AGE

How likely is it that you would recommend Indian Bluff Golf Course to a friend or colleague?  
Which of the following represents your current age?



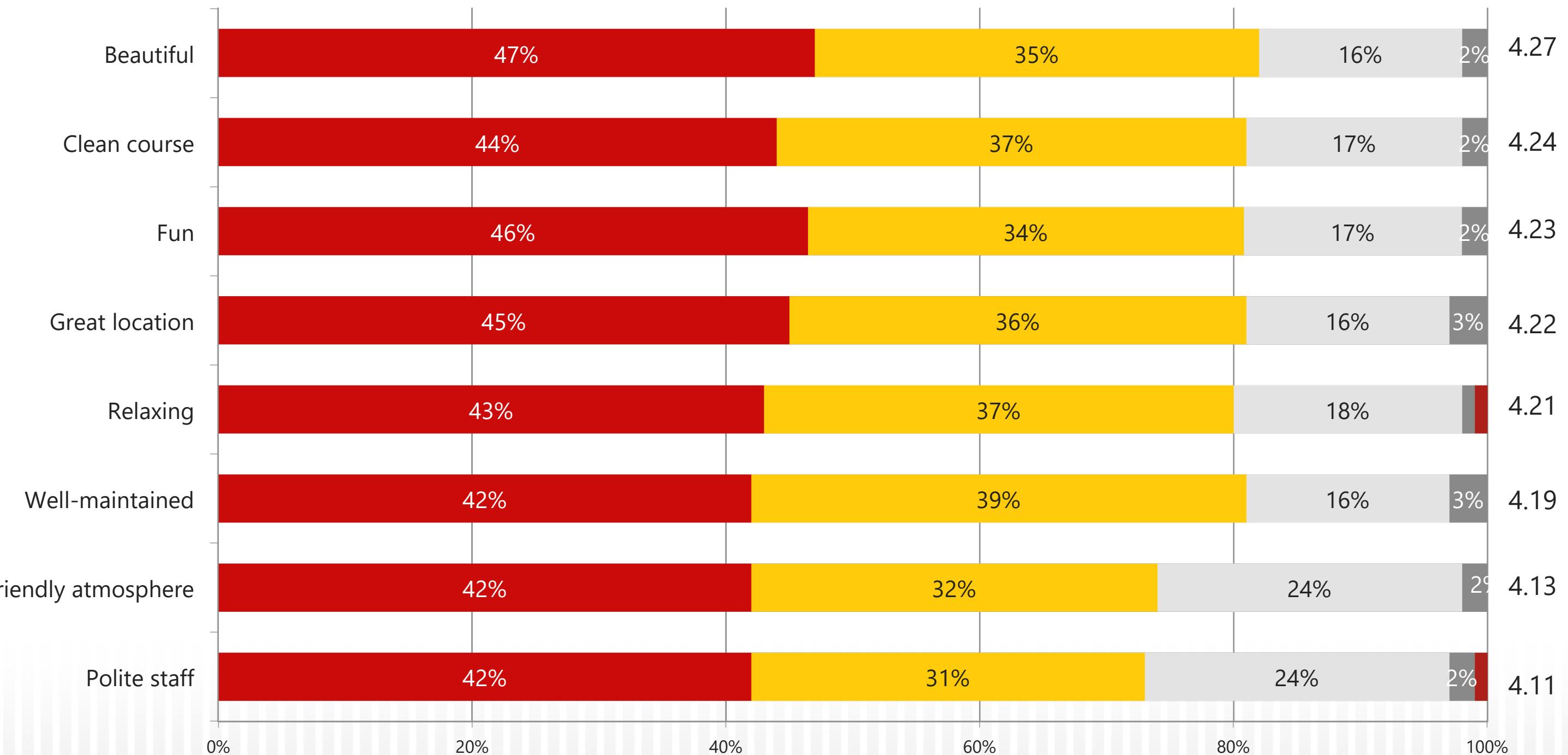
Base: All respondents who visited Indian Bluff Golf Course, n=526

# AGREEMENT STATEMENTS



Based on your last interaction with Indian Bluff Golf Course, how much do you agree with the following?

■ Strongly agree ■ Somewhat agree ■ Neutral – neither agree nor disagree ■ Somewhat disagree ■ Completely disagree



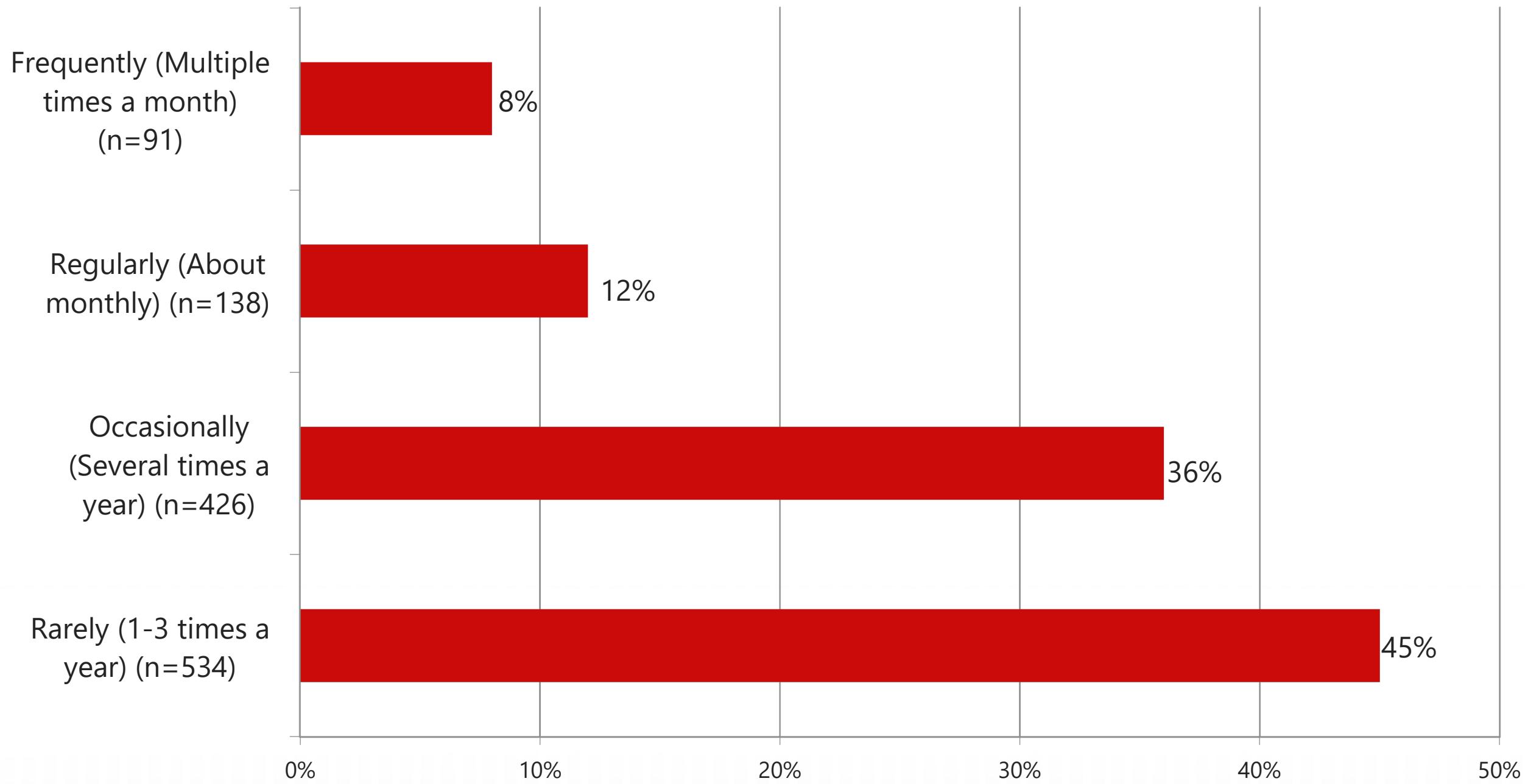
Base: All respondents who visited Indian Bluff Golf Course, n=532

Mean based on a scale of 1 to 5, where 1=completely disagree and 5=strongly agree.

# LOUD THUNDER FOREST PRESERVE

# VISITING LOUD THUNDER FOREST PRESERVE

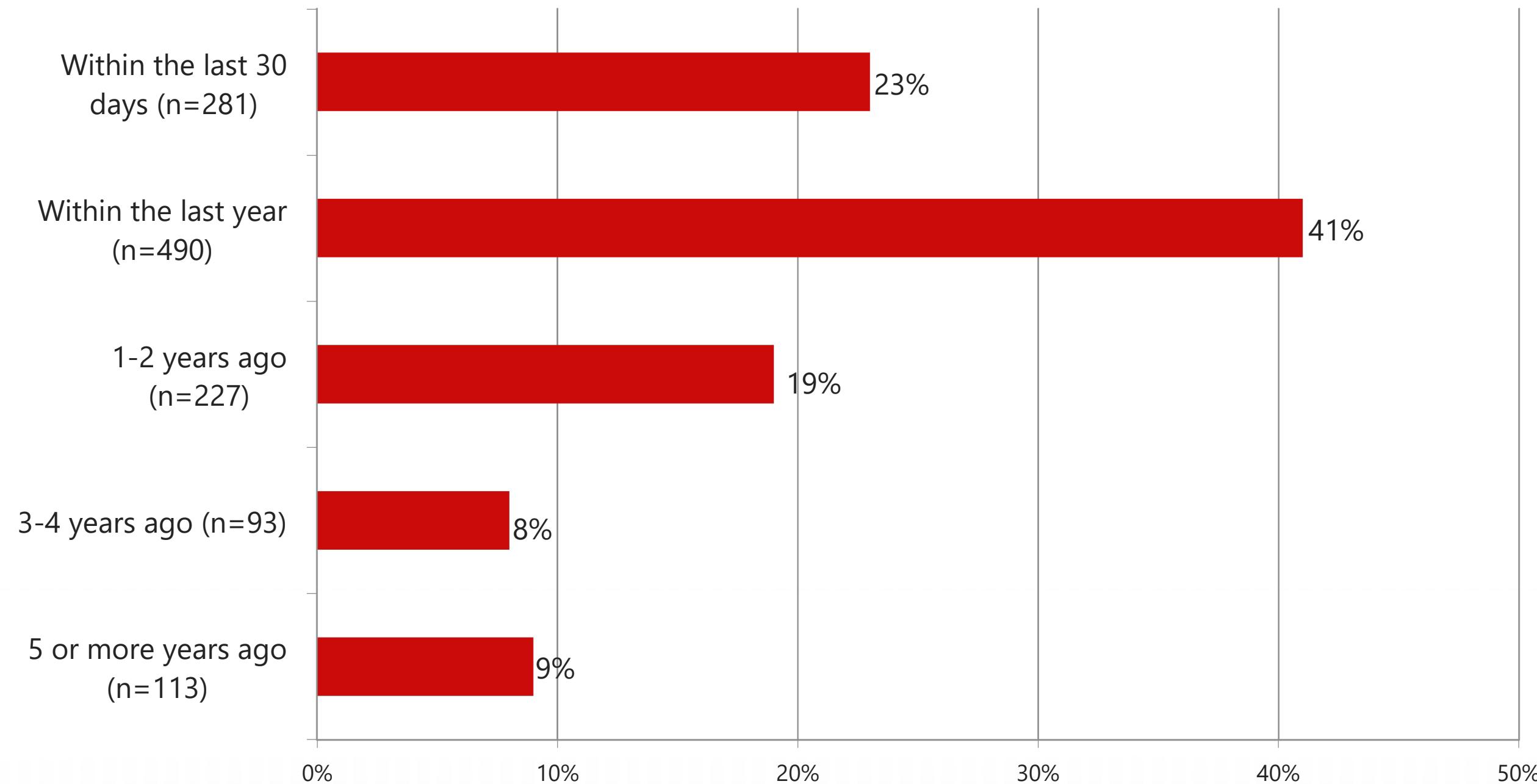
How often do you visit Loud Thunder Forest Preserve?



Base: All respondents who visited Loud Thunder Forest Preserve, n=1,189

# RECENT VISIT TO LOUD THUNDER FOREST PRESERVE

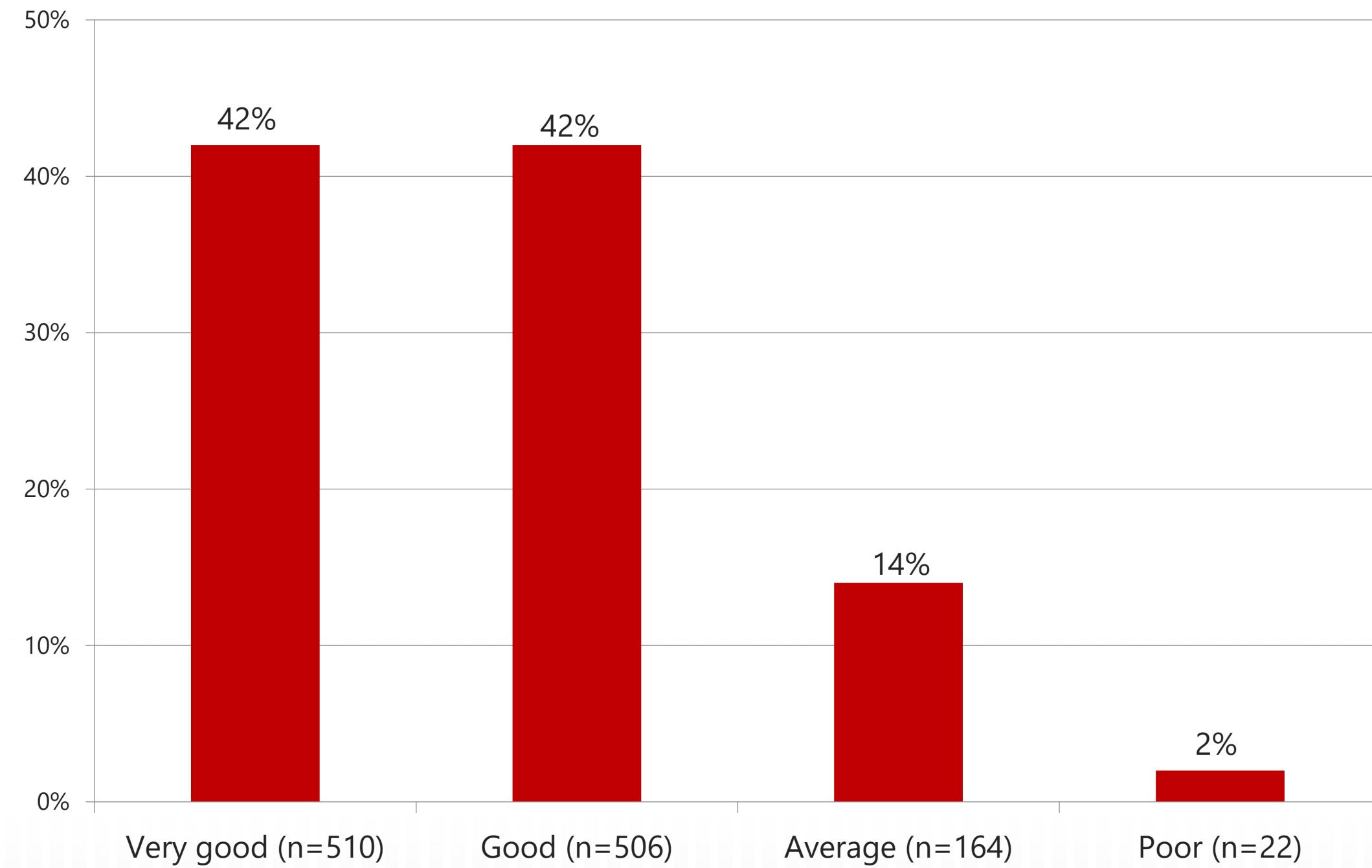
When was the last time you visited Loud Thunder Forest Preserve?



Base: All respondents who visited Loud Thunder Forest Preserve, n=1,204

# QUALITY OF EXPERIENCE

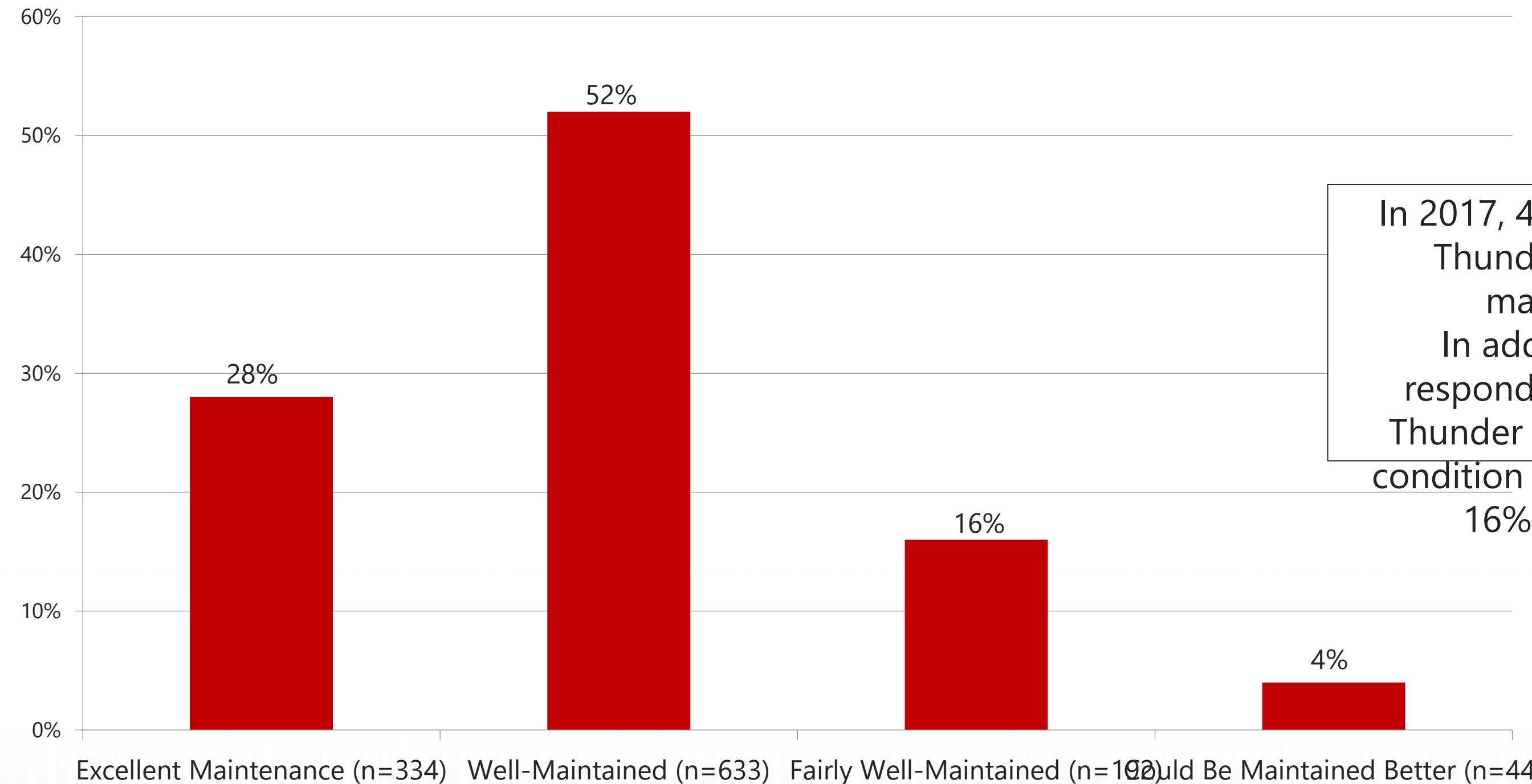
Please indicate the quality of your experience when visiting Loud Thunder Forest Preserve.



Base: All respondents who visited Loud Thunder Forest Preserve, n=1,205

# CONDITION OF LOUD THUNDER FOREST PRESERVE

Overall, how would you describe the condition of Loud Thunder Forest Preserve?



In 2017, 42% noted Loud Thunder was well-maintained. In addition, more respondents felt Loud Thunder was in average condition in 2017 (37% vs 16% this year).

Base: All respondents who visited Loud Thunder Forest Preserve, n=1,206

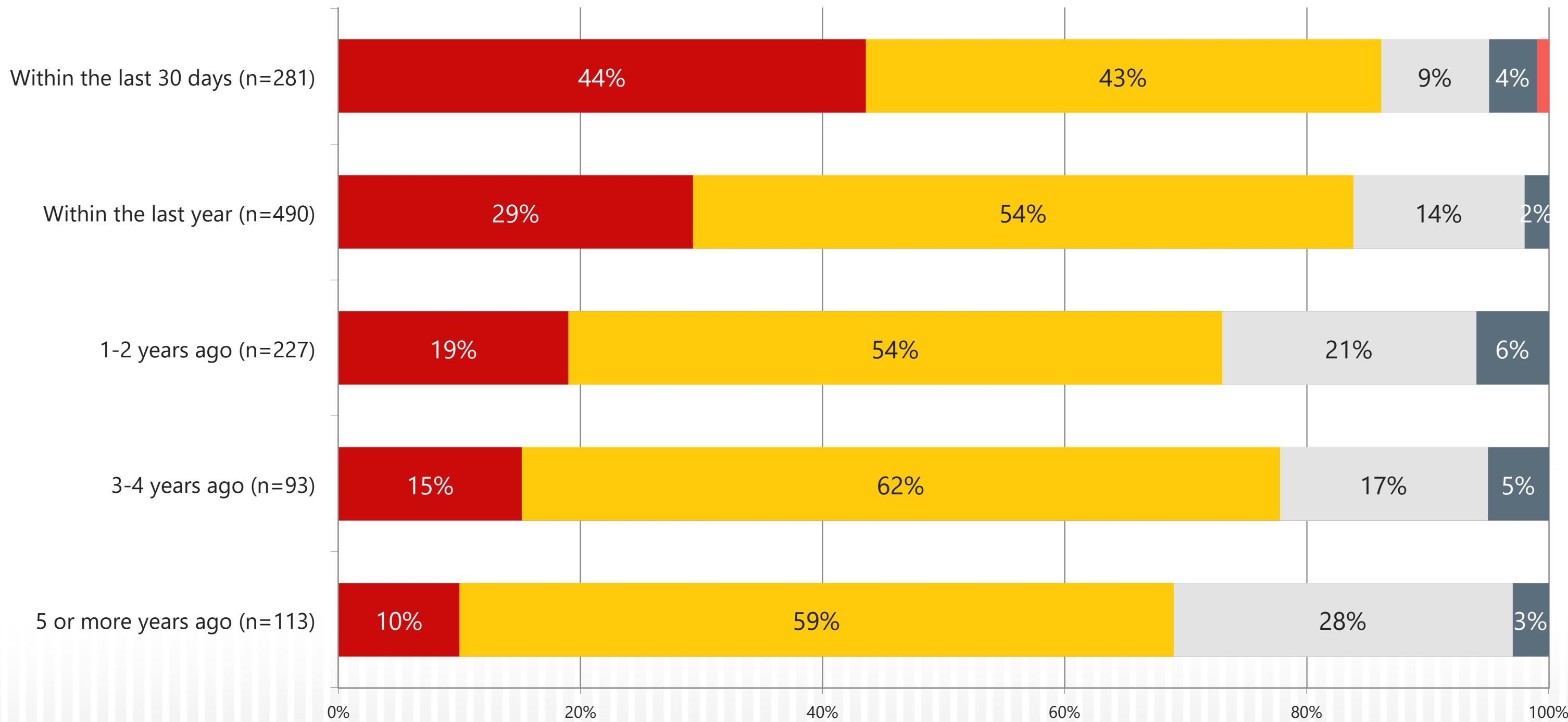
# VISIT RECENCY VS. CONDITION

When was the last time you visited Loud Thunder Forest Preserve?

Overall, how would you describe the condition of Loud Thunder Forest Preserve?



■ Excellent maintenance ■ Well-maintained ■ Fairly well-maintained ■ Could be maintained better ■ Not maintained



Base: All respondents who visited Loud Thunder Forest Preserve, n=1,204

# IMPROVEMENTS AT LOUD THUNDER FOREST PRESERVE

Specifically, what do you feel could be improved at Loud Thunder Forest Preserve?



Lake needs work

More activities

River boat dock

Offer a swimming beach

# Bathrooms

Trails are very steep and washed out

Better facilities

Clarity of trail path entrances and exits

# Better trail markers

Bring back camping areas

Need more trails and they need to be shorter and color-coded

# Fishing is horrible

Pay attention to fire protection green plants

Trails along the river aren't maintained

Trails overgrown in areas

Base: All respondents who visited Loud Thunder Forest Preserve, n=30. Top mentions.

# IMPROVEMENTS AT LOUD THUNDER FOREST PRESERVE

Specifically, what do you feel could be improved at Loud Thunder Forest Preserve?



A total of 31 people provided an open-ended response to this question. Inductive analysis yielded six categories:

- 50%** Hiking / Trails (n=15)
- 20%** Lake (n=6)
- 10%** Bathrooms (n=3)
- 7%** Education (n=2)
- 7%** Camping / Activities (n=2)
- 7%** Misc. (n=2)

Base: All respondents who visited Loud Thunder Forest Preserve, n=30. Top mentions.

# IMPROVEMENTS AT LOUD THUNDER FOREST PRESERVE

Specifically, what do you feel could be improved at Loud Thunder Forest Preserve?



## Hiking / Trails (50%)

- *Trails are not well built. Complete disregard for proper trail building techniques causing massive issues with erosion and drainage. Unusable for biking. Felt unsafe hiking on multiple sections of trail that traversed near waterways. Really, really disappointing use of the property .*
- *Need more trails, and they need to be shorter and color coded. They're all named Sax Fox and no color posts telling where you're at. So many people are scared they're getting lost and can't tell if you're headed deeper into the woods or if it will loop out and how long the trails are. They're very difficult for most people and kids. People with dogs off leash need to be ticketed. It's a real problem there.*
- *Any trail maintenance whatsoever. As far as I can tell, there is none performed.*
- *The trails on the Mississippi side are not maintained. They have been washed away in several places. They don't get mowed in the summer. In one place there is a two-foot gap between the bridge and the trail. Very dangerous.*

Base: All respondents who visited Loud Thunder Forest Preserve, n=30. Top mentions.

# IMPROVEMENTS AT LOUD THUNDER FOREST PRESERVE

Specifically, what do you feel could be improved at Loud Thunder Forest Preserve?



## Lake (20%)

- *Fishing at the lake is horrible. Spent 8hrs in the lake hardly catching anything*
- *I used the lake and last time I was there I thought the boat docks were insufficient for older people to use.*
- *River boat dock, make it self sufficient so it's not a taxpayer burden*
- *The fishing sucks.*
- *The lake needs work. The trails weren't the best last time there.*
- *Loud Thunder needs to offer a swimming beach to better compete with Scott County.*

Base: All respondents who visited Loud Thunder Forest Preserve, n=30. Top mentions.

# IMPROVEMENTS AT LOUD THUNDER FOREST PRESERVE

Specifically, what do you feel could be improved at Loud Thunder Forest Preserve?



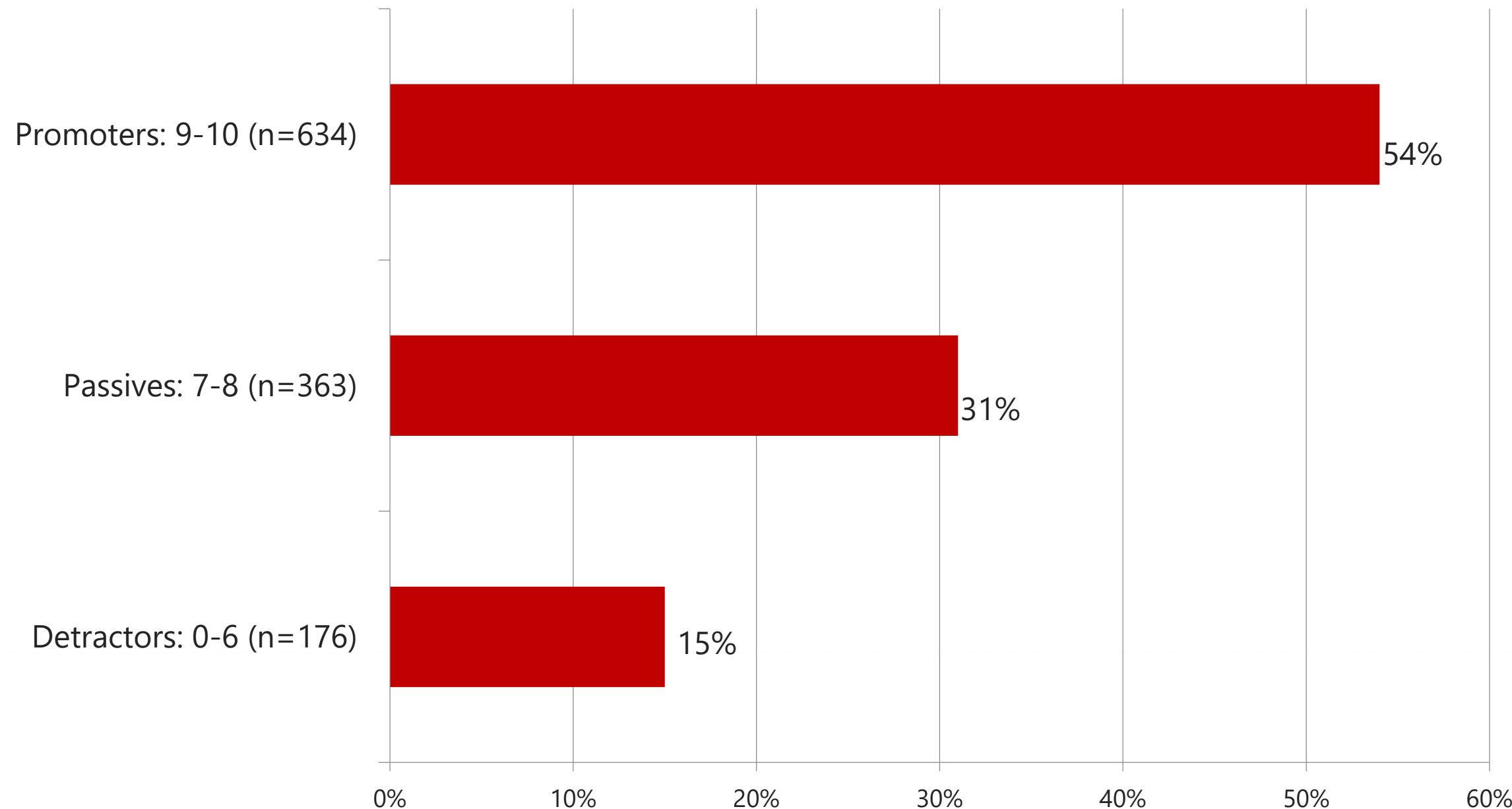
## Bathrooms (10%)

- *The restroom in the deer haven needs repaired and opened.*
- *Bathrooms around playgrounds are closed. Trees in the way of parking big trailers.*
- *More bathrooms. If you go for a run or hike, there's no bathrooms on the south side of the park especially around the horse area. Needs to be year-round!*

Base: All respondents who visited Loud Thunder Forest Preserve, n=30. Top mentions.

# NET PROMOTER SCORE: LIKELIHOOD TO RECOMMEND

How likely is it that you would recommend Loud Thunder Forest Preserve to a friend or colleague?



Net Promoter Score:  
**39**

In 2017, 52% of respondents were promoters of Loud Thunder Forest Preserve. **The net promoter score has increased.**

Base: All respondents who visited Loud Thunder Forest Preserve, n=1,173

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Loud Thunder Forest Preserve to a friend or colleague?



We LOVE LOVE loud thunder!  
Amenities and location  
Had a great time kayaking.

Changed for the better  
Great amenities  
lovely area  
The lake is beautiful.  
Great place for a picnic  
Great Forest Ranger  
lots to do!  
Horse arena  
It's very nice  
Love this park.  
pleasant and not too crowded  
It's a great place!

Nice park  
Best park in the QC  
Love Loud thunder  
Love the park  
It is truly a gem! Great hiking opportunities  
Very beautiful  
It's been a favorite since childhood

It's a beautiful park!  
Great place to fish  
Very clean and easy access  
It's a BEAUTIFUL forest preserve  
A getaway close to home.  
I love the availability of canoes and boats.  
Love the boat rental!

It's beautiful!  
Enjoyed it very much  
Great horse trails  
We love camping  
Great park!  
Love the kayaking  
Best places to go walking  
I love it there  
We go there for scouts.  
I love kayaking on the lake  
It's a hidden gem

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=348. Top mentions.

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Loud Thunder Forest Preserve to a friend or colleague?



A total of 348 people provided an open-ended response to this question.

Inductive analysis yielded twelve categories:

<b>19%</b>	Experience (n=66)	<b>2%</b>	Staff (n=7)
<b>18%</b>	Condition (n=64)	<b>2%</b>	Horses (n=6)
<b>15%</b>	Love it (n=53)	<b>1%</b>	Misc. (n=5)
<b>14%</b>	Camping (n=48)	<b>1%</b>	Locations (n=2)
<b>11%</b>	Beauty (n=38)		
<b>7%</b>	Fishing / Lake (n=23)		
<b>6%</b>	Hiking / Trails (n=21)		
<b>4%</b>	Loyal Fan (n=15)		

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=348. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

**(7 or 8)**

How likely is it that you would recommend Loud Thunder Forest Preserve to a friend or colleague?



Distance to where I live  
This is a good place  
A favorite fishing spot  
Great place to camp, but fishing sucks  
Love it  
Beautiful  
very clean park...nice to visit  
It is well maintained

Enjoyed our experiences there  
nice area to visit and can drive around easily  
They need activities like disc golf.  
It's a day trip from quad cities  
To far for camping  
There is a lot of variety of trails for everyone  
Nice place to fish or boat  
We find it enjoyable.  
Beautiful Lake George  
Variety of activities  
Water quality is poor at campground  
Nice area just a beautiful place.  
Trails not always the best  
Bathrooms were locked during prime camping season  
Same as previous.  
Dogs constantly barking  
Friendly staff and lot of activity to do

It's a family favorite  
Trails seem to be closed more often  
Very nice and approachable.  
It is a beautiful area.  
Always room for improvement  
Too many campers  
Wish there was more to do  
Nice location  
Has good fishing  
nice campground  
Nice picnic areas

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=170. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

**(7 or 8)**

How likely is it that you would recommend Loud Thunder Forest Preserve to a friend or colleague?



A total of 170 people provided an open-ended response to this question.

Inductive analysis yielded eight categories:

- 29%** Experience (n=50)
- 24%** Condition / Beautiful (n=41)
- 10%** Fishing / Lake (n=17)
- 9%** Camping (n=15)
- 8%** Misc. (n=14)
- 8%** Improvements (n=14)
- 8%** Hiking / Trails (n=13)
- 4%** Time Lapsed (n=6)

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=170. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Loud Thunder Forest Preserve to a friend or colleague?



The non-horse trails were near impossible to locate with the fallen leaves  
summer time fishing is ok  
Campsites are too close together  
**very poor fishing**      It was funny  
NEEDS TO BE A HUNTING OPPORTUNITY, INSTEAD OF ALL CAMPGROUND      Still need improvement  
Not realy impressed.      Turning it into an RV paradise is a huge turnoff. I'll sneak out there in the winter to hike when th  
Nice and quiet      **Too much cement for a forest**  
It was really hard to navigate the park, to find where trailheads were.  
**No fish and too many people**  
Don't want it to get any more crowded than it is!!  
**Horse camp is not Horse friendly.**  
I think I can relax here      Some parts of the park are neglected  
The water has foul odor.      Generally favorite place  
**the fishing sucks**  
It just isn't very natural  
**It deserves a 2.**  
I think it has a nice view

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=96. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Loud Thunder Forest Preserve to a friend or colleague?



A total of 87 people provided an open-ended response to this question.

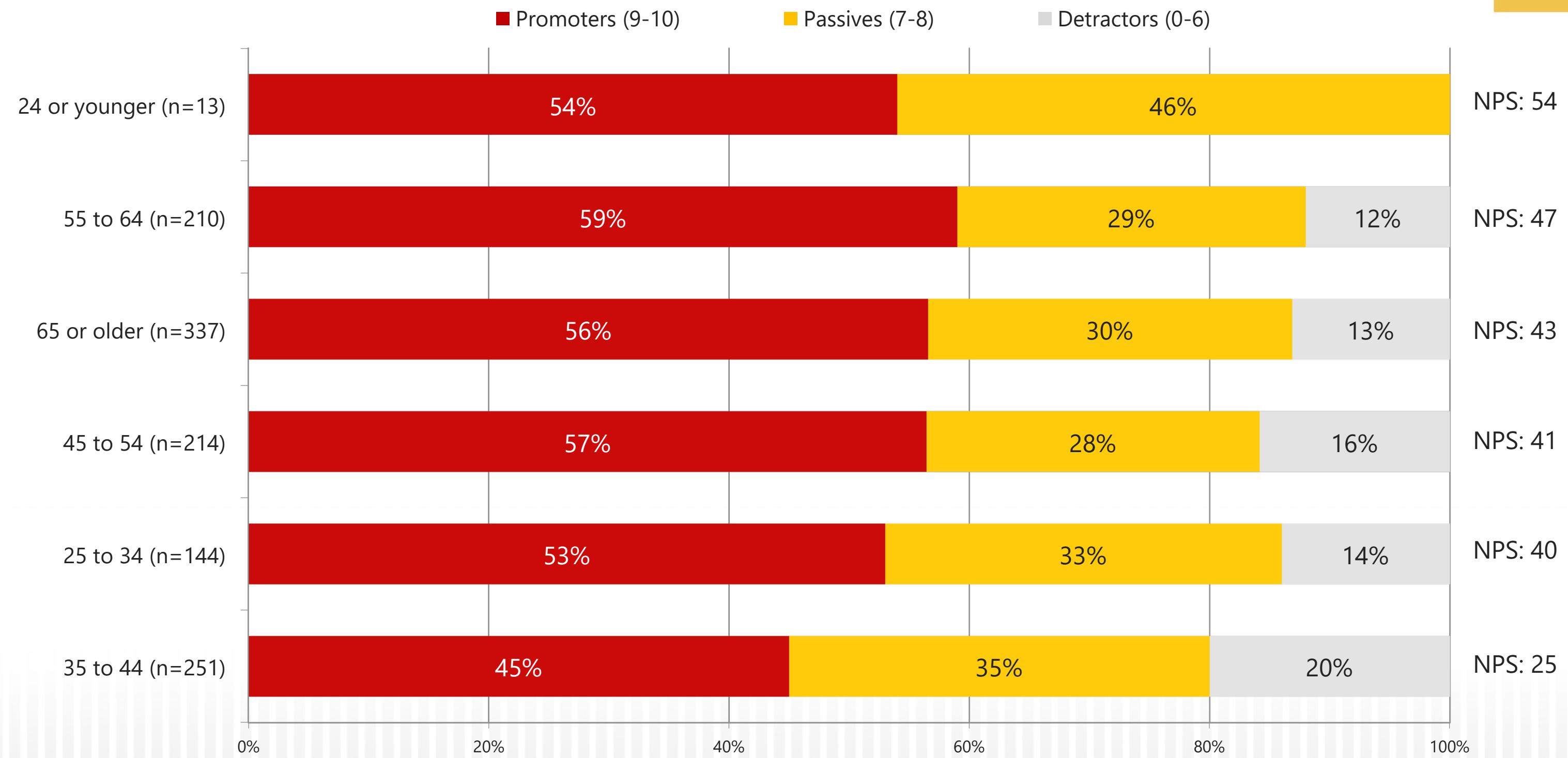
Inductive analysis yielded six categories:

- 21%** Misc. (n=18)
- 20%** Time lapsed / Distance (n=17)
- 20%** Camping (n=17)
- 14%** Hiking / Trails (n=12)
- 14%** Improvements (n=12)
- 13%** Fishing / Lake (n=11)

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=87. Top mentions.

# NPS BY AGE

How likely is it that you would recommend Loud Thunder Forest Preserve to a friend or colleague?  
Which of the following represents your current age?

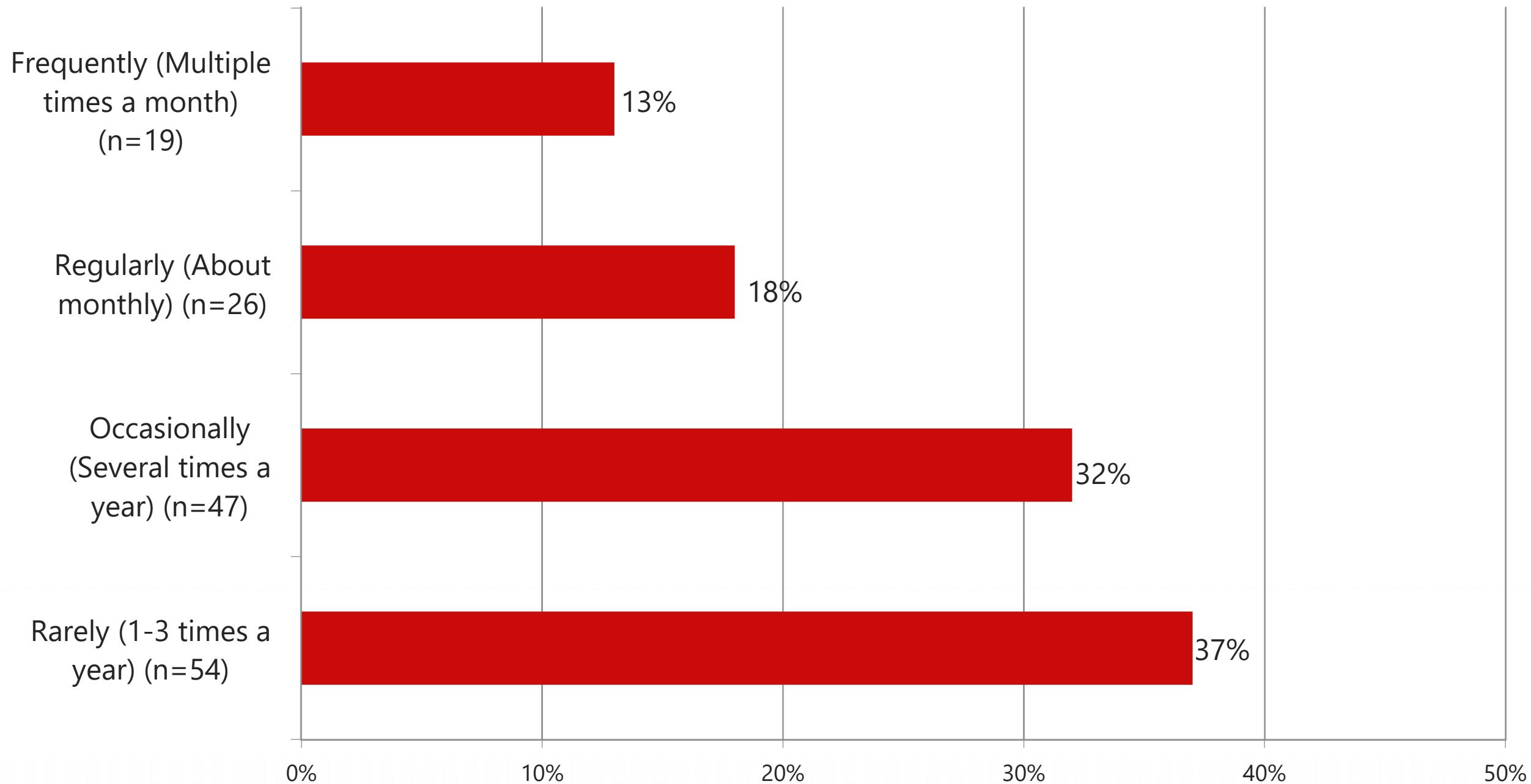


Base: All respondents who visited Loud Thunder Forest Preserve, n=1,169

# MARTIN CONSERVATION AREA

# VISITING MARTIN CONSERVATION AREA

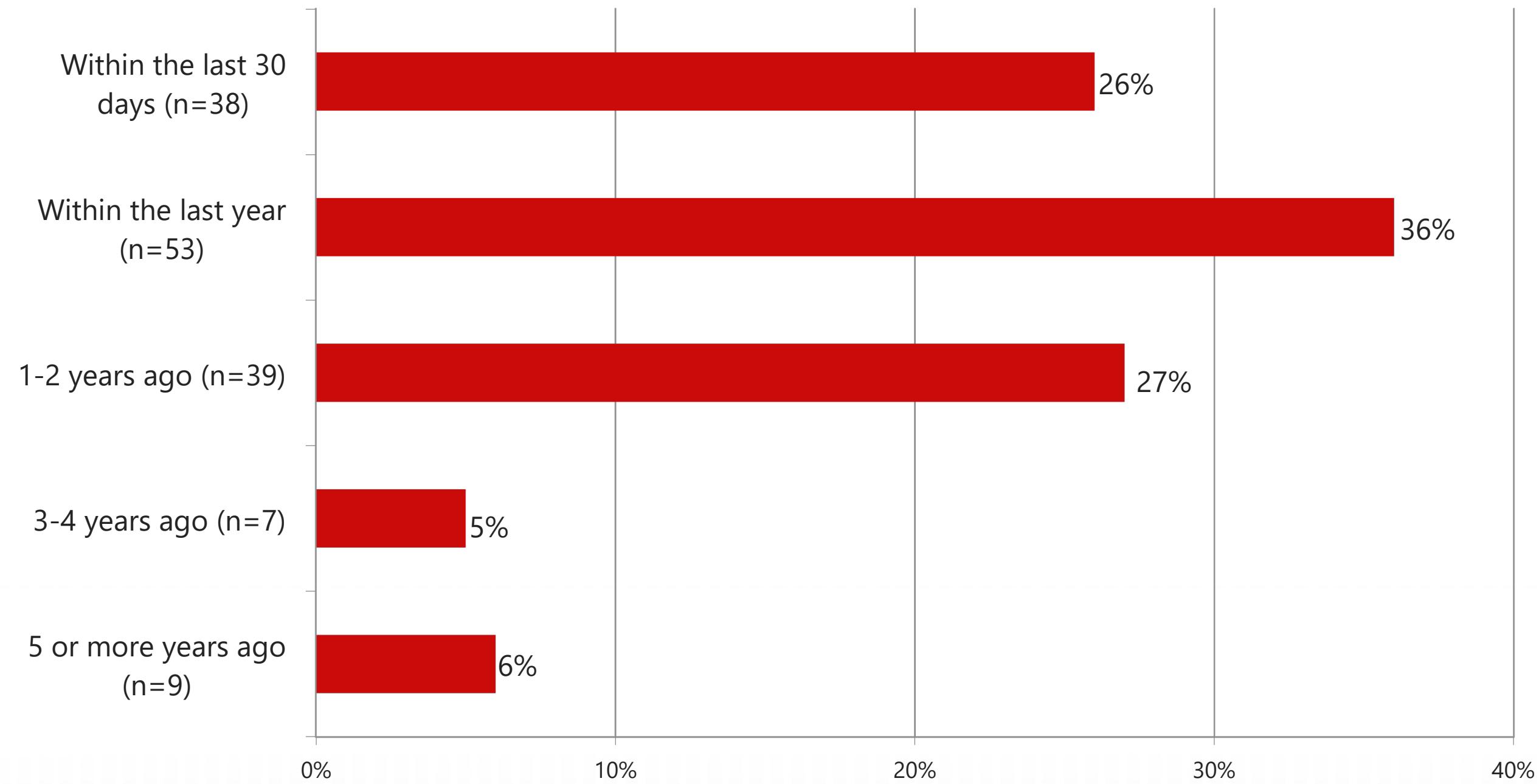
How often do you visit Martin Conservation Area?



Base: All respondents who visited Martin Conservation Area, n=146

# RECENT VISIT TO MARTIN CONSERVATION AREA

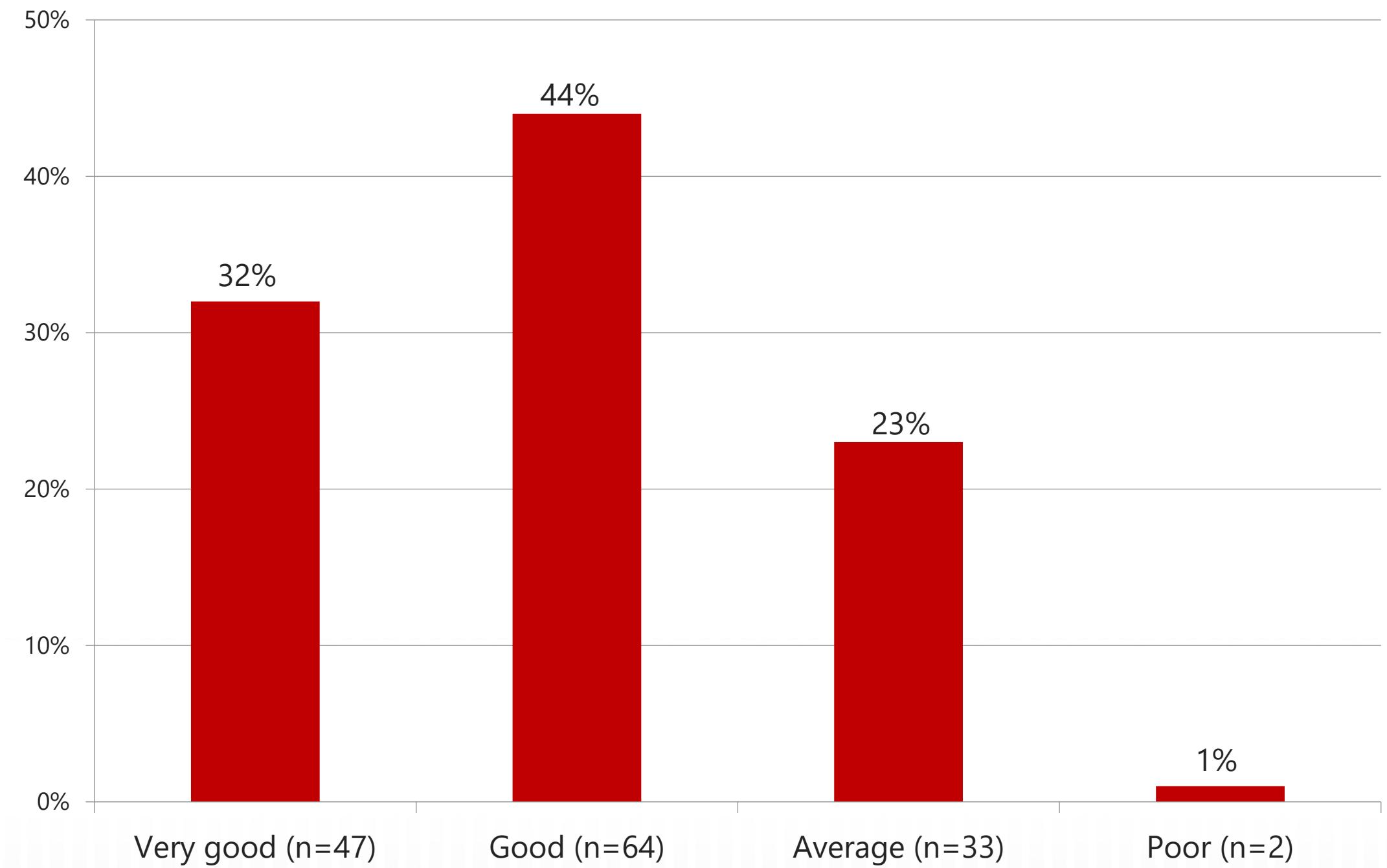
When was the last time you visited Martin Conservation Area?



Base: All respondents who visited Martin Conservation Area, n=146

# QUALITY OF EXPERIENCE

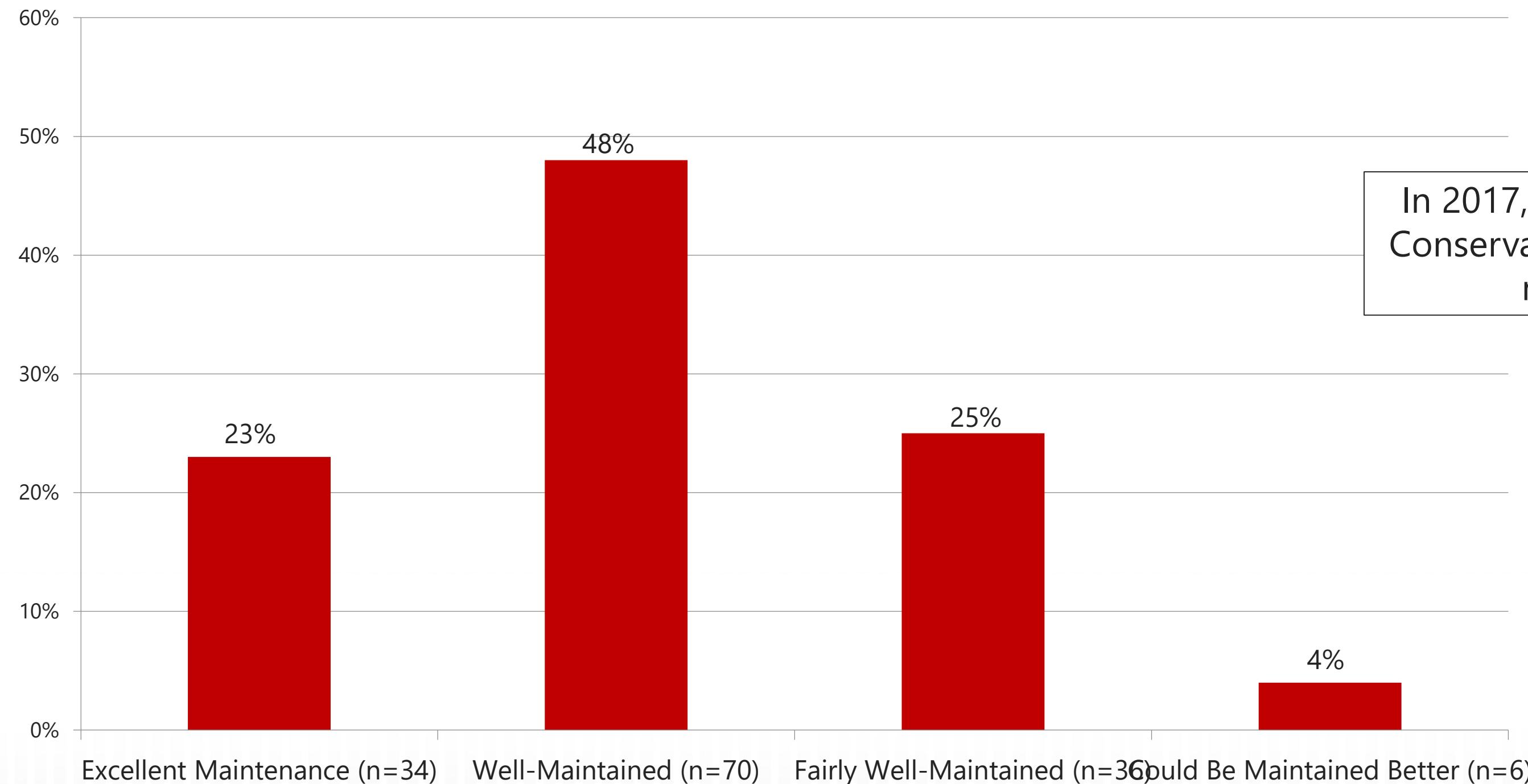
Please indicate the quality of your experience when visiting Martin Conservation Area.



Base: All respondents who visited Martin Conservation Area, n=146

# CONDITION OF MARTIN CONSERVATION AREA

Overall, how would you describe the condition of Martin Conservation Area?



In 2017, 21% noted Martin Conservation Area was well-maintained.

Base: All respondents who visited Martin Conservation Area, n=146

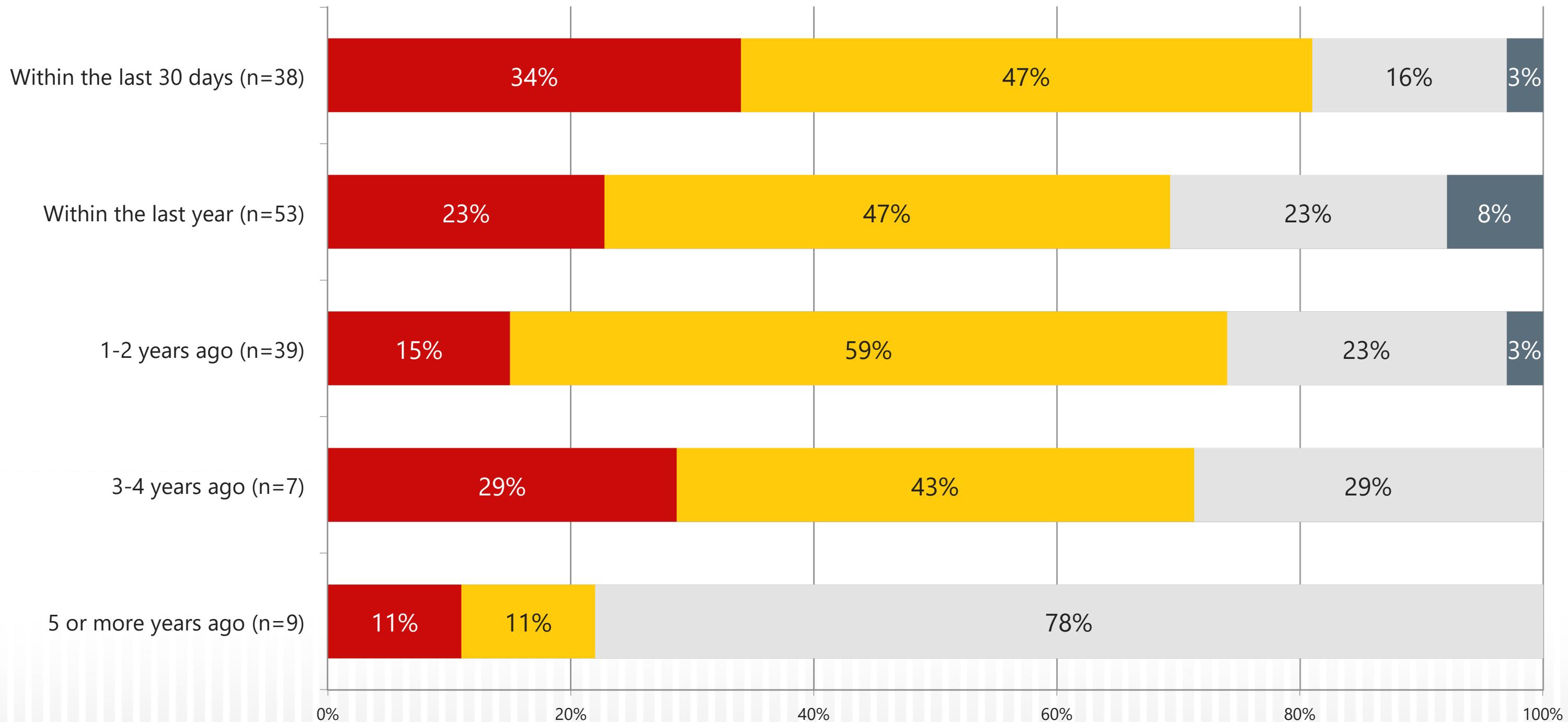
# VISIT RECENCY VS CONDITION

When was the last time you visited Martin Conservation Area?

Overall, how would you describe the condition of Martin Conservation Area?



■ Excellent maintenance ■ Well-maintained ■ Fairly well-maintained ■ Could be maintained better ■ Not maintained



Base: All respondents who visited Martin Conservation Area, n=146

# IMPROVEMENTS AT MARTIN CONSERVATION

## AREA

Specifically, what do you feel could be improved at Martin Conservation Area?



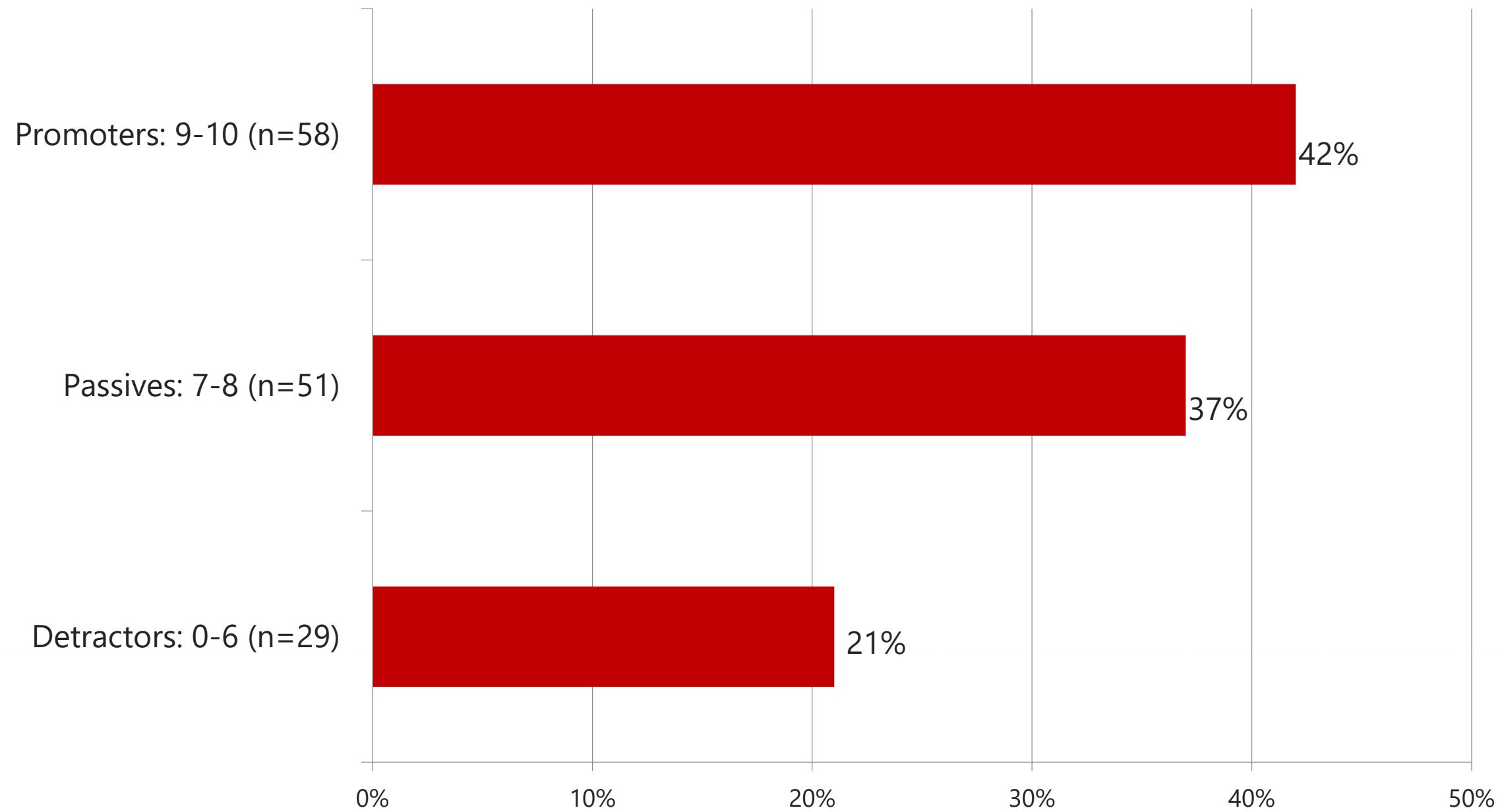
### Two Responses

- *MAKE IT PUBLIC HUNTING*
- *The prairie just south of the parking needs to be maintained. It's grown up in brush and invasives. I would like to see the development of an educational trail around the Middle Woodland mounds and the "Peoples" campsite along the river. This is the most sacred of forest preserve properties and has the potential for a rich educational experiences highlighting the native Americans that lived here before us. Several of the preserves are named for the "People" but there isn't anything acknowledging their heritage of the lands.*

Base: All respondents who visited Martin Conservation Area , n=2. Top mentions.

# NET PROMOTER SCORE: LIKELIHOOD TO RECOMMEND

How likely is it that you would recommend Martin Conservation Area to a friend or colleague?



Base: All respondents who visited Martin Conservation Area, n=138

Net Promoter Score:  
**21**

In 2017, 5% of respondents were promoters of Martin Conservation Area.  
**The net promoter score has increased.**

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Martin Conservation Area to a friend or colleague?



Can let people see a lot of ecological protection  
I think the greenery in the park is really well maintained  
A variety of outdoor activities are available  
Very nice conservation area.  
breathtaking nature observation.  
just a wonderful Place to visit  
So nice that this is an extension to Loud Thunder and yet not commercialized.  
It's remote, and rich in plants and animals.  
You can see some rare animals  
Was left to county by my Great Uncle  
Providing educational and research opportunities,  
Premo piece of woodland property  
Good environment  
I like the privacy of the area.

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=113. Top mentions.

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Martin Conservation Area to a friend or colleague?



A total of 30 people provided an open-ended response to this question.

Inductive analysis yielded five categories:

**43%** Environment / Nature (n=13)

**23%** Hiking / Trails (n=7)

**13%** Misc. (n=4)

**10%** Animals (n=3)

**7%** Education (n=2)

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=30. Top mentions.

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Martin Conservation Area to a friend or colleague?



## Environment / Nature (47%)

- *Scientific research: Protected areas provide research bases for scientists and promote biodiversity research*
- *Primo piece of woodland property*
- *Because I think the greenery in the park is well maintained*
- *Good environment*
- *Martin Conservation Area is very ecologically intact, and you can see rivers, forests, rocks, and more.*
- *Can let people see a lot of ecological protection*
- *I love the facilities here. I experience great, my family love*
- *Because it is a very unique and beautiful nature reserve. You can feel the magic of nature.*
- *Breathtaking nature observation*
- *Very nice conservation area. Nice prairie and mature oaks.*
- *Just a wonderful place to visit*
- *I like the privacy of the area.*
- *It's a nice place.*

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=30. Top mentions.

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Martin Conservation Area to a friend or colleague?



## Hiking / trails (23%)

- *Nice place to hike/walk.*
- *I like that there are no hiking trails, and I can roam around freely.*
- *Great walking hiking trails*
- *It's a good hike.*
- *A beautiful place to hike or walk your dog.*
- *I swear that no one knows it's there, and for that reason, I love it. It's a gorgeous spot to hike and truly have the place to yourself. Because of it being hidden in a way, I felt like I was exploring the whole time I was there.*
- *Nice location to bring a group out for a hike. Could use improved parking space.*

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=30. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

**(7 or 8)**

How likely is it that you would recommend Martin Conservation Area to a friend or colleague?



Soil conservation

Needs more kid resources

Not much to see while hiking.

The reserve is well recommended to visit

## Extension of Loud Thunder

it's really beautiful there.  
It's a good experience

It's a great place with nice trails. Would love to see more trails added!  
It's nice it's a little more out of the way and less busy.

Habitat is in dire need of Honeysuckle removal.

## Tourism resources

Ecological and environmental education

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=21. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

**(7 or 8)**

How likely is it that you would recommend Martin Conservation Area to a friend or colleague?



A total of 21 people provided an open-ended response to this question.

Inductive analysis yielded four categories:

**48%** Conservation / Environment / Nature (n=10)

**33%** Beauty / Experience (n=7)

**10%** Connection to Loud Thunder (n=2)

**10%** Trails (n=2)

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=21. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

**(7 or 8)**

How likely is it that you would recommend Martin Conservation Area to a friend or colleague?



## Conservation / Environment / Nature (48%)

- *Tourism resources: Nature reserves have high tourism value and promote local economic development.*
- *Soil conservation: Forest roots fix soil, prevent soil erosion, and maintain soil fertility.*
- *Ecological and environmental education. Nature reserves are living ecological and environmental education classrooms, which are of great significance for raising public awareness of environmental protection.*
- *The managers of the preserve have adopted a sustainable management approach to ensure the long-term protection of the ecosystem of the reserve.*
- *I like the plants here.*
- *The park is secure and provides a safe environment and facilities.*
- *I don't remember a lot about this conservation area, but it was pretty well maintained.*
- *I think the air in this park is very good, and it's very suitable for family fun.*
- *Awesome prairie restoration, just less dynamic and less services than the other places we frequent nearby at Loud Thunder. Very cool holding, though. Creek is fun to explore with kids at the west of prairie.*
- *Habitat is in dire need of honeysuckle removal*

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=21. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Martin Conservation Area to a friend or colleague?



Quality is very good

Area looks maintained  
Natural Landscape

Biodiversity

Relaxing

Nice place to walk the dog

Make it open hunting  
Nice area to hike

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=19. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Martin Conservation Area to a friend or colleague?



A total of 19 people provided an open-ended response to this question.

Inductive analysis yielded four categories:

**32%** Experience / Area (n=6)

**32%** Misc. / N/A (n=6)

**21%** Biodiversity (n=4)

**16%** Hike (n=3)

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=19. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Martin Conservation Area to a friend or colleague?



## Experience / Area (32%)

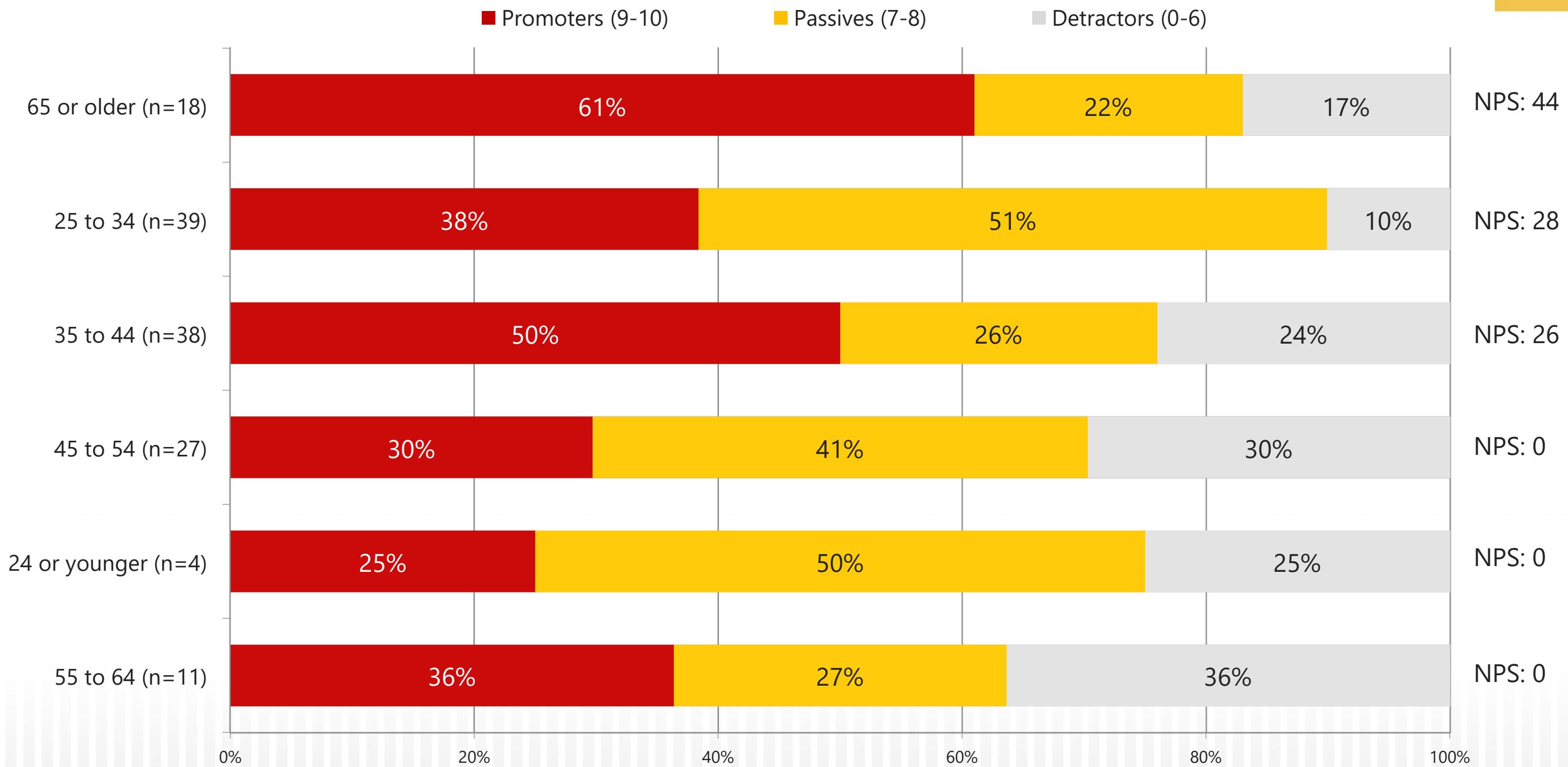
- *Not sure of the boundaries with private property*
- *There isn't much to that area. I've only been there once just to check it out...much bigger than I thought.*
- *The customer experience is still good.*
- *Because the Martin Forest is well protected, you can learn more about the original appearance of nature.*
- *The quality of the Martin Nature Reserve is very good, and the overall environment is very good.*
- *We just drove through briefly to check it out, so I really can't give a very knowledgeable review. The area looked like it is maintained.*

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=19. Top mentions.

# NPS BY AGE

How likely is it that you would recommend Martin Conservation Area to a friend or colleague?

Which of the following represents your current age?

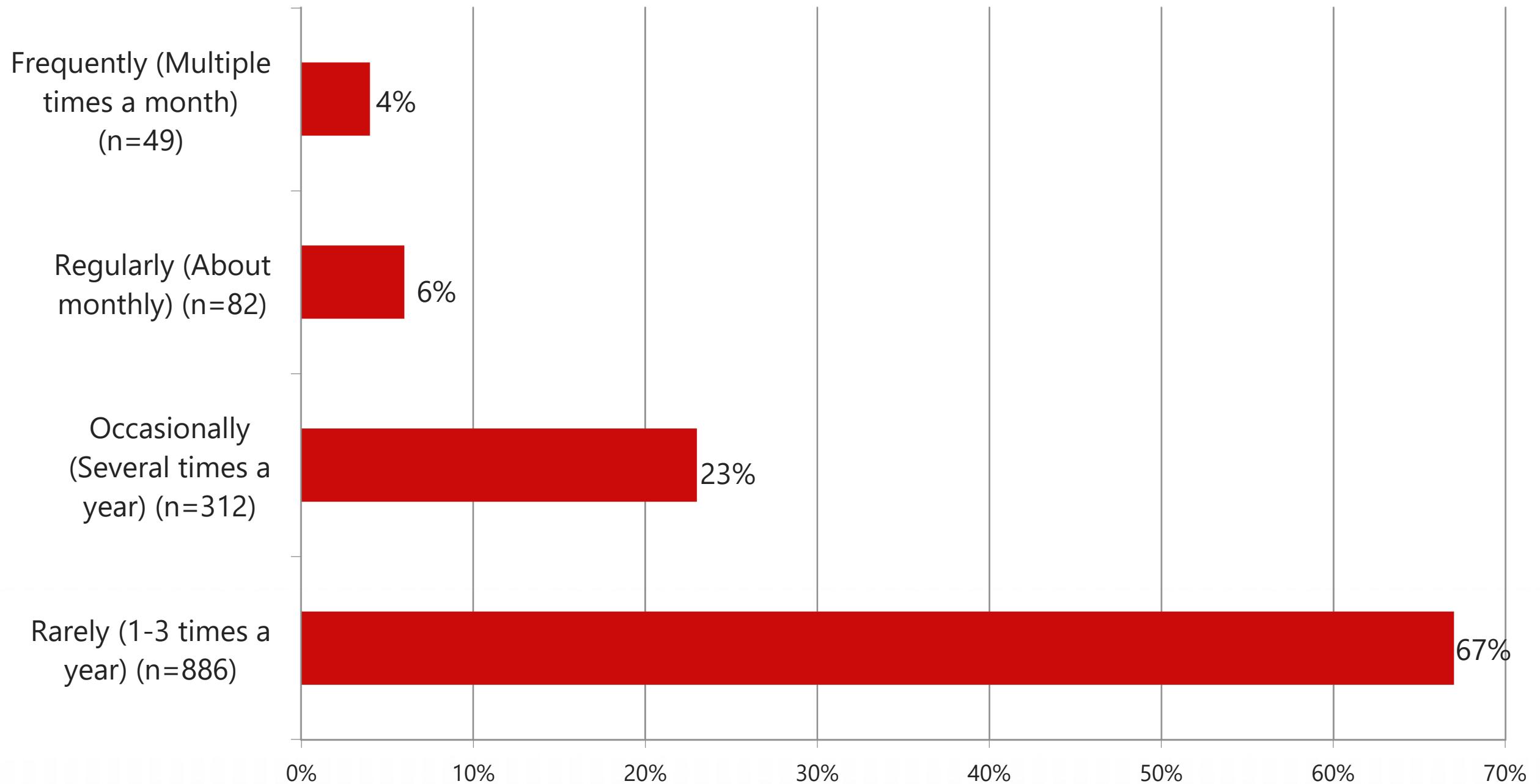


Base: All respondents who visited Martin Conservation Area, n=138

# NIABI ZOO

# VISITING NIABI ZOO

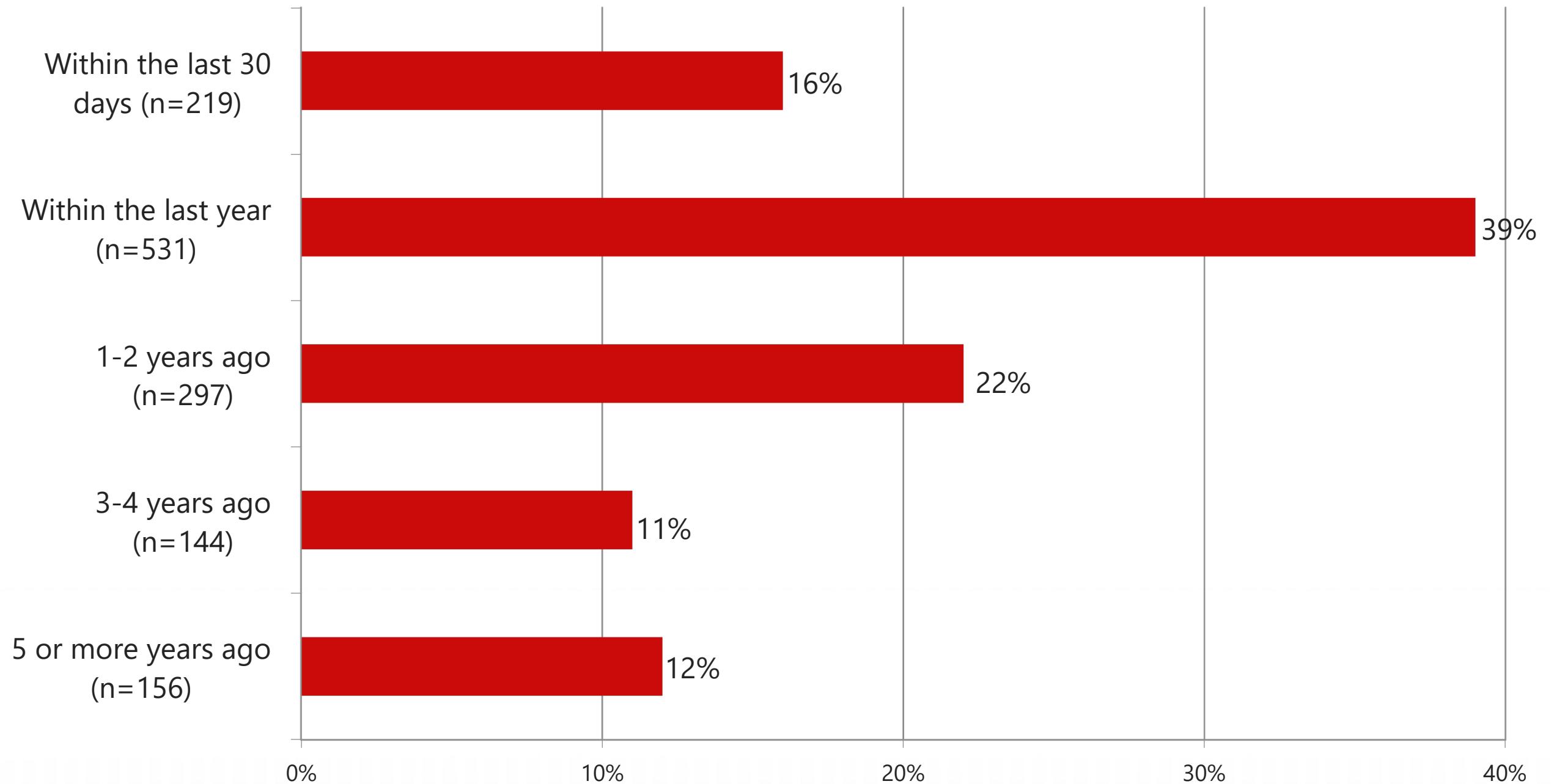
How often do you visit Niabi Zoo?



Base: All respondents who visited Niabi Zoo, n=1,329

# RECENT VISIT TO NIABI ZOO

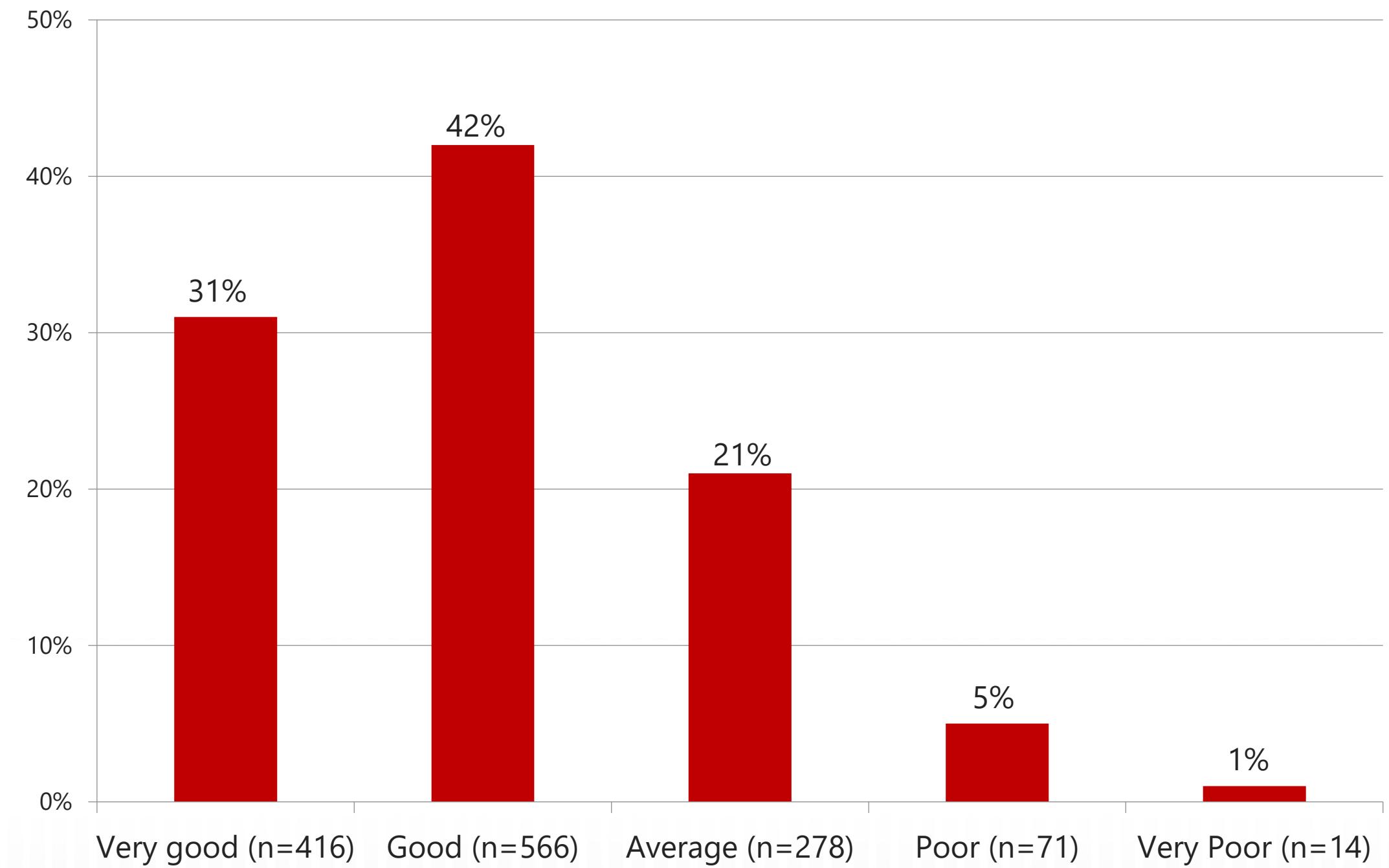
When was the last time you visited Niabi Zoo?



Base: All respondents who visited Niabi Zoo, n=1,347

# QUALITY OF EXPERIENCE

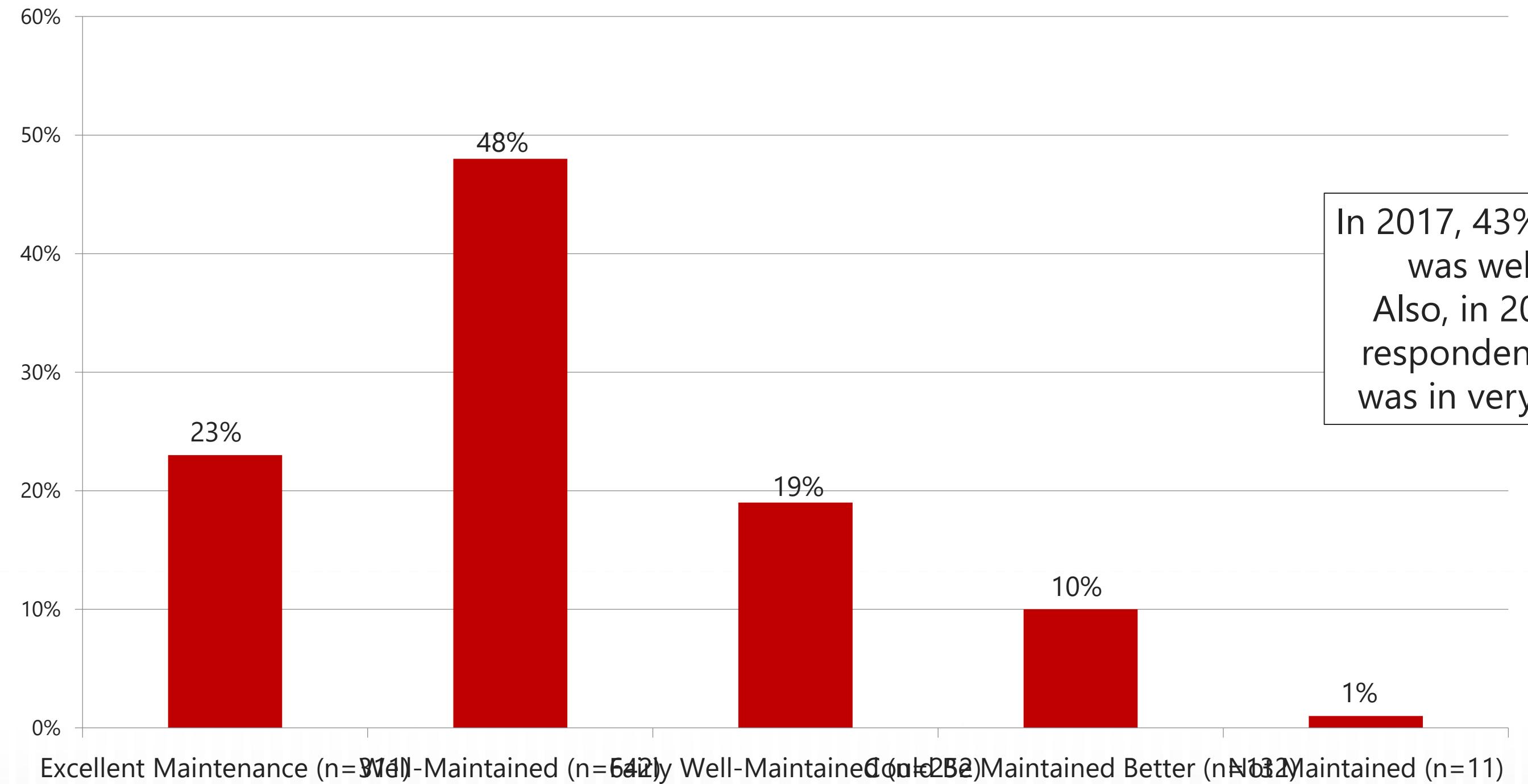
Please indicate the quality of your experience when visiting Niabi Zoo.



Base: All respondents who visited Niabi Zoo, n=1,345

# CONDITION OF NIABI ZOO

Overall, how would you describe the condition of Niabi Zoo?



Base: All respondents who visited Niabi Zoo, n=1,348

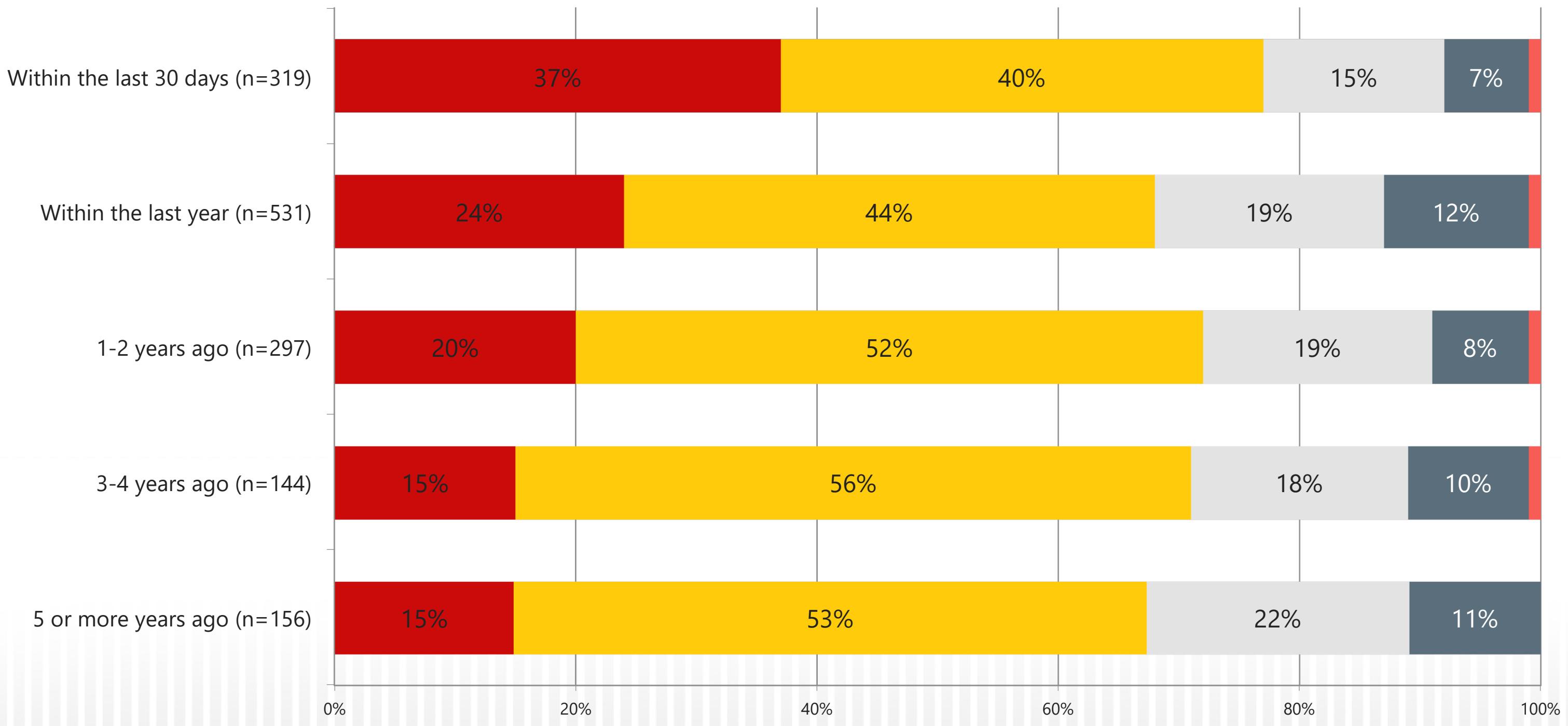
# VISIT RECENCY VS CONDITION



When was the last time you visited Niabi Zoo?

Overall, how would you describe the condition of Niabi Zoo?

■ Excellent maintenance ■ Well-maintained ■ Fairly well-maintained ■ Could be maintained better ■ Not maintained



Base: All respondents who visited Niabi Zoo, n=1,347

# IMPROVEMENTS AT NIABI ZOO

Specifically, what do you feel could be improved at Niabi Zoo?



Base: All respondents who visited Niabi Zoo, n=121. Top mentions.



# IMPROVEMENTS AT NIABI ZOO

Specifically, what do you feel could be improved at Niabi Zoo?



A total of 121 people provided an open-ended response to this question.

Inductive analysis yielded seven categories:

- 27%** Animals (n=33)
- 24%** Enclosures / Conservation (n=29)
- 19%** Grounds / General updates (n=23)
- 10%** Cost (n=12)
- 10%** Management / Staff (n=12)
- 7%** Displays / Amenities / Concessions (n=9)
- 2%** Misc. (n=3)

Base: All respondents who visited Niabi Zoo, n=121. Top mentions.

# IMPROVEMENTS AT NIABI ZOO

Specifically, what do you feel could be improved at Niabi Zoo?



## Animals (27%)

- *Animals were not out and about and a lot of empty exhibits. Train was also broken.*
- *The number of animals seems less and less each year. I used to take my kids every month. Now it just seems like a lot of unused space.*
- *The animals that are forced to be there could be taken care of.*
- *Variety of animals*
- *I feel that there were not many animals for the kids to see, and there were various areas that were not cleaned up as far as weeds.*
- *More animals. Petting zoo is lacking animals*
- *Adding an elephant. The lion's exhibit was sad-looking.*
- *The amount of animals available to see*
- *Add more animals*
- *There can be more animals.*
- *Variety of animals seemed to be lacking. Almost 3-year-old didn't get to see many large animals, or they were far away. The petting zoo at the pumpkin patch had more animals than the actual zoo.*
- *The animal areas were poorly maintained. There were animals that truly needed medical attention. The grounds were not well maintained and overgrown by weeds.*
- *The animals looked sick (specifically the giraffe). The food quality could definitely be improved. Quite a few exhibits had nothing in them last we visited.*

Base: All respondents who visited Niabi Zoo, n=121. Top mentions.

# IMPROVEMENTS AT NIABI ZOO

Specifically, what do you feel could be improved at Niabi Zoo?



## Enclosures / Conservation (24%)

- *If you are going to have "coming soon" exhibits, it would be nice if those animals would actually show up... ever. Think Rhinoceros???*  
*Nice statue, great enclosure... no animals. Bring back the lorikeets. Make the exhibits more interactive. Where did the lions and elephants go? Feeding the animals is expensive and all has to be purchased at entrance. Some people were only able to afford the small cup of feed from the quarters feed stations. Now its \$3-5 a bag, and each bag contains 1/4th cup of feed. Staff this zoo! There were barely enough employees to run the zoo, run the gift shop, run the cafes.*
- *The exhibits. We used to go all the time when kids were young. It has been sad to see the loss of so many exhibits.*
- *Some of the animals just looked really sad and as if the environments they were living in were just not suitable for them. It may be in need of an animal ethics review. Would be cool to see it transform into a sanctuary instead. It was hard to watch things like the giraffe just licking the wall for hours out of boredom. Was just really sad.*
- *Signage could be better. Exhibits appeared to be closed and many seemed to need updates. The petting zoo was disappointing. There were a lot of nice exhibits but overall, it needed maintenance.*
- *A lot of the enclosures were overgrown and not well maintained for the animals.*
- *Bring in more "wow" exhibits. I am sure this gets brought up a lot, but maybe there needs to be some more inventive ways to have this happen. What about crowd funding? I was just surprised when I learned that the zoo in South Bend has lions when our zoo doesn't. I feel like both zoos are comparable in size.*

Base: All respondents who visited Niabi Zoo, n=121. Top mentions.

# IMPROVEMENTS AT NIABI ZOO

Specifically, what do you feel could be improved at Niabi Zoo?



## Grounds / General updates (19%)

- *Improve the walkability of the zoo. This means making it so that there is more of a central circuit to see everything. It feels like there are two many paths of where you need to go. The Master Plan on the zoo website has good changes.*
- *The grounds of the zoo have a lot of room for improvement. Overall, the grounds looked very poor. I like the naturalized areas and fully support that. However, the objective should be to have more naturalized areas, so that you can better maintain other areas that require more maintenance. Weed and feed should be applied to the grass and then someone should take an edger and edge along all the sidewalks. This would give it a very crisp and fresh look. The flower beds need mulch refreshed twice a year and the weeds pulled. Preemergent would be helpful in the flower beds. This was reflected by the guy on the zero-turn driving excessively fast, especially with kids and guests around. This also was reflected by the guy in the petting zoo area pretending to sweep and look busy. These changes require very little money, but managers that have the tenacity to tell staff to perform and hold them accountable. Overall, the grounds reflect good old-fashioned laziness.*
- *We have been to several zoos, and they have areas for pollinator gardens. Niabi had signs everywhere asking to please forgive the weeds, but some areas were so overgrown that you could not view the animals. My entire group felt that it could have been better maintained.*
- *There were so many weeds and such around the enclosures, stuck food on the picnic tables by the park/concession area, glass at the monkey exhibit was gross, etc. Just poorly maintained.*
- *Mow the grounds to many places that are called butterfly gardens, but it doesn't look nice.*
- *It didn't feel well kept at all. Weeds, things needing painted, items in a state of disrepair*
- *Maybe a little more upkeep/ maintenance ?? Can we update the animal dwelling spaces?*
- *The overgrown enclosures look horrible and neglected. It does not equal the standards of zoos in other communities and using the excuse of keeping area like a "normal habitat" is ridiculous. It just looks neglected and makes it hard to see the animals you actually go there to see.*

Base: All respondents who visited Niabi Zoo, n=21,160 mentions.

# IMPROVEMENTS AT NIABI ZOO

Specifically, what do you feel could be improved at Niabi Zoo?



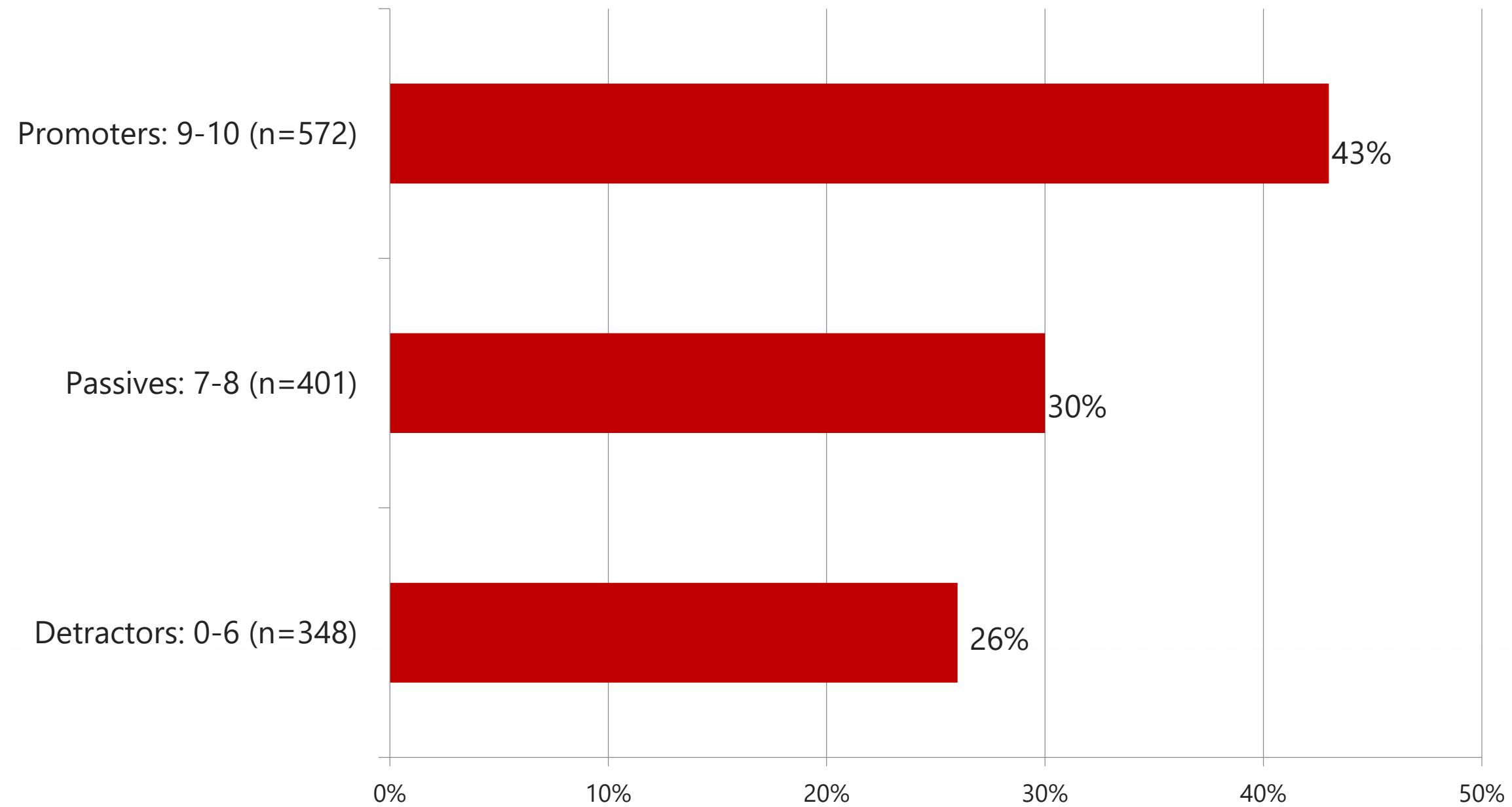
## Costs (10%)

- *Ever since they started charging for parking and charging more for admission, I think park has declined.*
- *More animals for the price you pay to get in*
- *It is nothing like it was 15 years ago. The exciting animals are gone (bear, tiger, Lion, elephant) and very overpriced for what you see. So disappointed to see the downfall of what was once a great zoo. Grounds were not maintained well either. So sad.*
- *There isn't much to do - very overpriced for what it is.*
- *Too many to write here - from far less animal attractions, exhibits closed and charging for parking is ridiculous*
- *The cost of parking is a problem for families, and seniors wanting to take their grandchildren. And then you pay for the train, etc. Not that impressive with few animals.*
- *Everything and not worth price to get in*
- *Price*
- *Lower price on admission*
- *Not that many animals in my opinion and the price is fairly high*
- *Very few animals, prices have severely been raised.*
- *Zoo is small. Not a lot of animals and pricing has become insane. We prefer St Louis Zoo.*

Base: All respondents who visited Niabi Zoo, n=121. Top mentions.

# NET PROMOTER SCORE: LIKELIHOOD TO RECOMMEND

How likely is it that you would recommend Niabi Zoo to a friend or colleague?



Net Promoter Score:  
**17**

In 2017, 57% of respondents were promoters of Niabi Zoo. **The net promoter score has decreased.**

Base: All respondents who visited Niabi Zoo, n=1,321

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Niabi Zoo to a friend or colleague?



Local. Great for kids. The train.  
Very nicely kept **Friendly staff** It's a great small zoo.  
Fun thing to see & do! Well maintained  
Fun local zoo **Good place** Great place  
Great size for children It is nice and has a wide variety of animals that are well cared for.  
**It is wonderful to see the animals with the kids and grandkids.**  
Every year they work on up grades  
**Great place to visit** I wish there was a few more animals  
Excellent experience at Niabi Zoo A few habitats were empty  
Kid friendly **Enjoy wildlife** Friendly people Location  
Has a nice variety of animals Pints for preservation  
This is the only zoo in the area

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=264. Top mentions.

# PROMOTERS: WHY DID YOU GIVE THAT RATING? (9 or 10)

How likely is it that you would recommend Niabi Zoo to a friend or colleague?



A total of 264 people provided an open-ended response to this question.

Inductive analysis yielded ten categories:

<b>26%</b>	Family (n=68)	<b>3%</b>	Misc. (n=7)
<b>25%</b>	Experience (n=67)	<b>2%</b>	Education (n=5)
<b>17%</b>	Zoo Size (n=44)	<b>1%</b>	Events (n=2)
<b>9%</b>	Animals (n=25)		
<b>9%</b>	Location (n=25)		
<b>5%</b>	Staff (n=12)		
<b>3%</b>	Improvements (n=9)		

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=264. Top mentions.

# PROMOTERS: WHY DID YOU GIVE THAT RATING?

## (9 or 10)

How likely is it that you would recommend Niabi Zoo to a friend or colleague?



### Family (26%)

- *It's small but extensive, great for family activities, especially for educational activities.*
- *The zoo is small where you don't have to worry so much about your kids. They can run ahead a little and you can still see them. The animals are close enough so even littles can see them.*
- *We love the zoo. Wish there were more activities for kids. The hours are horrible.*
- *Kid friendly, lots of animals*
- *Grandchildren love the experience of observing the different animals and riding the rides.*
- *Great family place*
- *Great for kids*
- *I love taking my son to Niabi Zoo. It is a very beautiful zoo and very enjoyable for families. The animals they have there are nice to see, and we enjoy walking through the zoo.*
- *We've often taken family to the Niabi Zoo when they come to visit. We've also encouraged other people with small children to meet us at the zoo for play dates.*

Base: All promoters who provided a response regarding why they provided a 9 or 10 score, n=264. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING? (7 OR 8)

How likely is it that you would recommend Niabi Zoo to a friend or colleague?



Could use more upgrading.

Small enclosures. kids had fun  
Haven't been there for awhile  
Nice zoo. Well maintained.  
I am not a fan of zoos for humans.

## Would like to see more animals

Limited exhibits

I like to support the zoo

Good selection of animals and exhibits

Good Zoo

Too expensive

Good zoo for smaller children

Update kid resources

Nice, small zoo that is easily walked with children

## Don't like to pay for parking.

Very limited

Animals well taken care of

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=203. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING? (7 OR 8)

How likely is it that you would recommend Niabi Zoo to a friend or colleague?



A total of 203 people provided an open-ended response to this question.

Inductive analysis yielded seven categories:

- 57%** Experience (n=116)
- 14%** Animals (n=29)
- 11%** Improvements (n=23)
- 7%** Cost (n=15)
- 3%** Haven't been recently (n=7)
- 3%** Misc. (n=7)
- 3%** Maintained (n=6)

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=203. Top mentions.

# PASSIVES: WHY DID YOU GIVE THAT RATING?

## (7 OR 8)

How likely is it that you would recommend Niabi Zoo to a friend or colleague?



### Experience (14%)

- *It's a great zoo. Just wish it had more for 1-2-year-olds.*
- *We enjoy our experience there. It was fun to visit with our children when they were little, and it's fun now to visit with our grandchildren!*
- *It is small compared to other zoos around, so as my kids have gotten older, they don't enjoy it as much. Definitely a great zoo for young ones.*
- *I think many people forget about the zoo, but I have a lot of good memories there.*
- *It's a good place for small children (whom I accompanied). Nice to have train and merry-go-round and feed the fish. Seems like not as many animals as before.*
- *Good for families with young children but not a lot of animals that older children are interested in*
- *Nice family friendly place*
- *Small zoo, but ok for the area*
- *It's close to home and has good attractions/exhibits for kids under 8-10 years old.*

Base: All passives who provided a response regarding why they provided a 7 or 8 score, n=203. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Niabi Zoo to a friend or colleague?



Not a very wide range of animal species  
The exhibits there feel outdated  
**I'm not a fan of Zoos**  
The kids and I don't go there much anymore.

Nothing really changes  
**Over priced**  
Needs some attention to displays and facilities  
In the last 10 years or so the Zoo has fallen off significantly  
Most exhibits are overgrown or empty

Very expensive  
It's always under construction  
Not very many animals

Not worth the money  
**More animals**  
The neighbor has a wider variety of critters  
Wasn't too many animals

I would rather go to a zoo like Miller Park Zoo

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=222. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Niabi Zoo to a friend or colleague?



A total of 222 people provided an open-ended response to this question.

Inductive analysis yielded five categories:

- 31%** Animals (n=68)
- 26%** Improvements (n=57)
- 23%** Costs (n=51)
- 19%** General Experience (n=42)
- 2%** Rather go elsewhere (n=4)

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=222. Top mentions.

# DETRACTORS: WHY DID YOU GIVE THAT RATING? (0-6)

How likely is it that you would recommend Niabi Zoo to a friend or colleague?



## Animals (31%)

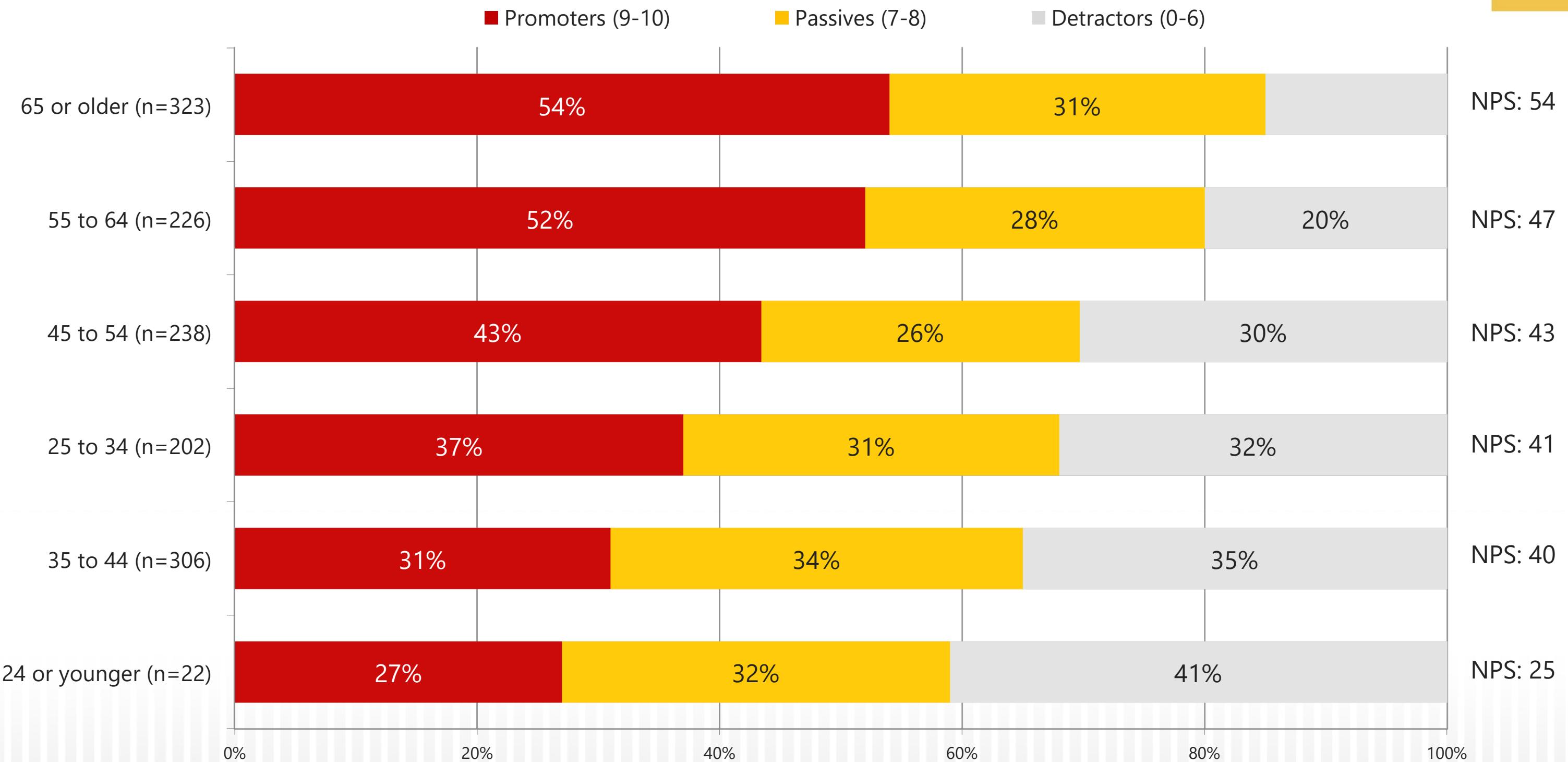
- *Every time we've gone there's been very little animal interactions. Seems like the animal exhibits are always closed.*
- *The amount of animals has decreased, and the enclosures are mediocre.*
- *The last visit, we saw very few animals. Lots of empty enclosures.*
- *Every time I go there is less animals there, and more exhibits are closed.*
- *The last time we visited it was really sad looking all around. Many of the animals were not out.*
- *There isn't many exciting animals.*
- *Zoos are good and bad for the animals, and Niabi does it's best with the resources given.*
- *There are not a lot of animals, and they are spaced very far apart, so it's mainly walking, and you occasionally see an animal.*
- *Not sure what new exhibits they have*
- *The lack of services, animals and customer service*
- *There aren't as many animals as there used to be.*
- *The animals need to be taken care of and that includes where they are living.*
- *Wish we had some bigger animals.*
- *The zoo has lost some exhibits over the years.*

Base: All detractors who provided a response regarding why they provided a 0-6 score, n=222. Top mentions.

# NPS BY AGE

How likely is it that you would recommend Niabi Zoo to a friend or colleague?

Which of the following represents your current age?



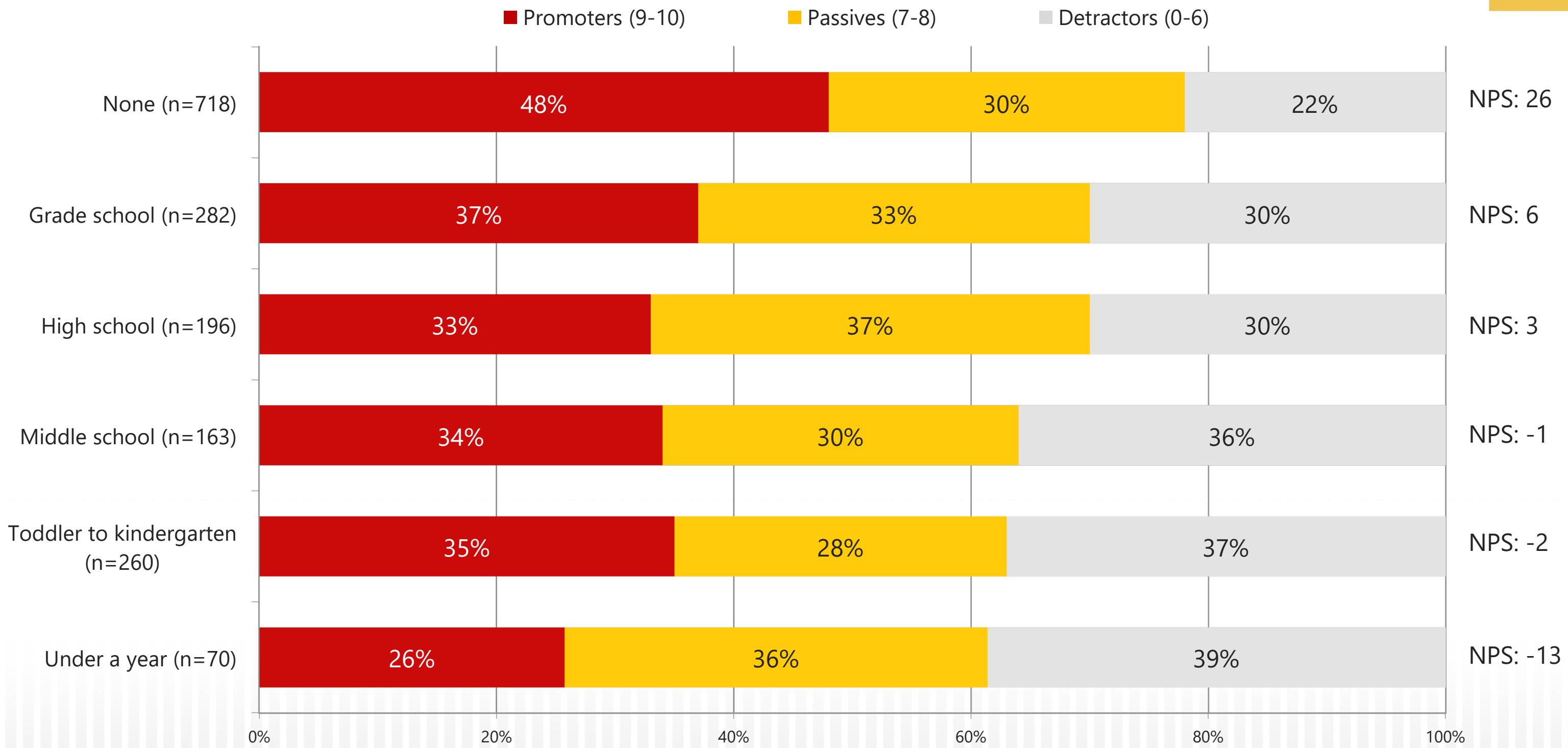
Base: All respondents who visited Niabi Zoo, n=1,317



# NPS BY CHILDREN LIVING IN HOUSEHOLD

How likely is it that you would recommend Niabi Zoo to a friend or colleague?

Do you have children living in your household in any of the following age groups? (Select all that apply)



Base: All respondents who visited Niabi Zoo, n=1,314

# NIABI ZOO VISITS

Why do you visit Niabi Zoo? (Select all that apply)

Reason for Visit	Percent	Frequency
For fun	66%	885
Because children in my life enjoy the zoo	66%	880
To learn about animal and environmental preservation	33%	447
Because I have a pass	10%	133
Other (Please specify)	9%	121

Base: All respondents who visited Niabi Zoo, n=1,339

# NIABI ZOO VISITS

Why do you visit Niabi Zoo? (Select all that apply)



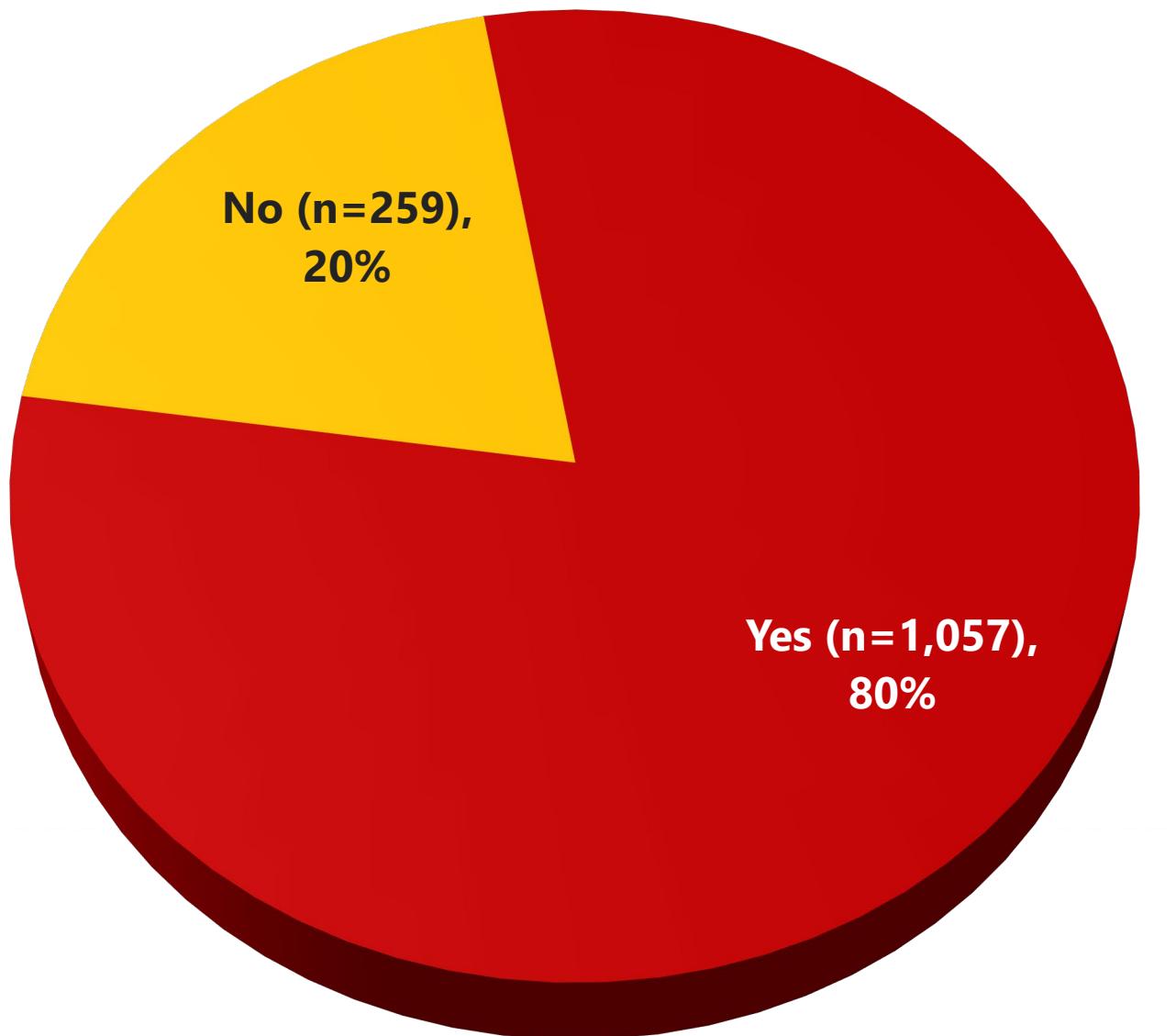
## Other responses (9%)

- *Boo at the Zoo*
- *Breakfast with the Giraffe*
- *Brought adults with developmental disabilities*
- *Charitable and special events; work events*
- *Children in my life love the train*
- *Conservation is important.*
- *Corporate event*
- *Enjoy watching the animals*
- *Field Trip*
- *Grandchildren*
- *I bring out-of-town visitors to the zoo.*
- *I enjoy zoos!*
- *I work there.*
- *I'm a photographer.*
- *Inexpensive family activity on free days*
- *My two older daughters work there.*
- *Nice place for a walk*
- *Pints for Preservation*
- *Scouts*
- *Special events*

Base: Respondents who selected 'other', n=121. Top mentions.

# COST OF NIABI ZOO

Do you think the cost of Niabi Zoo is fair?

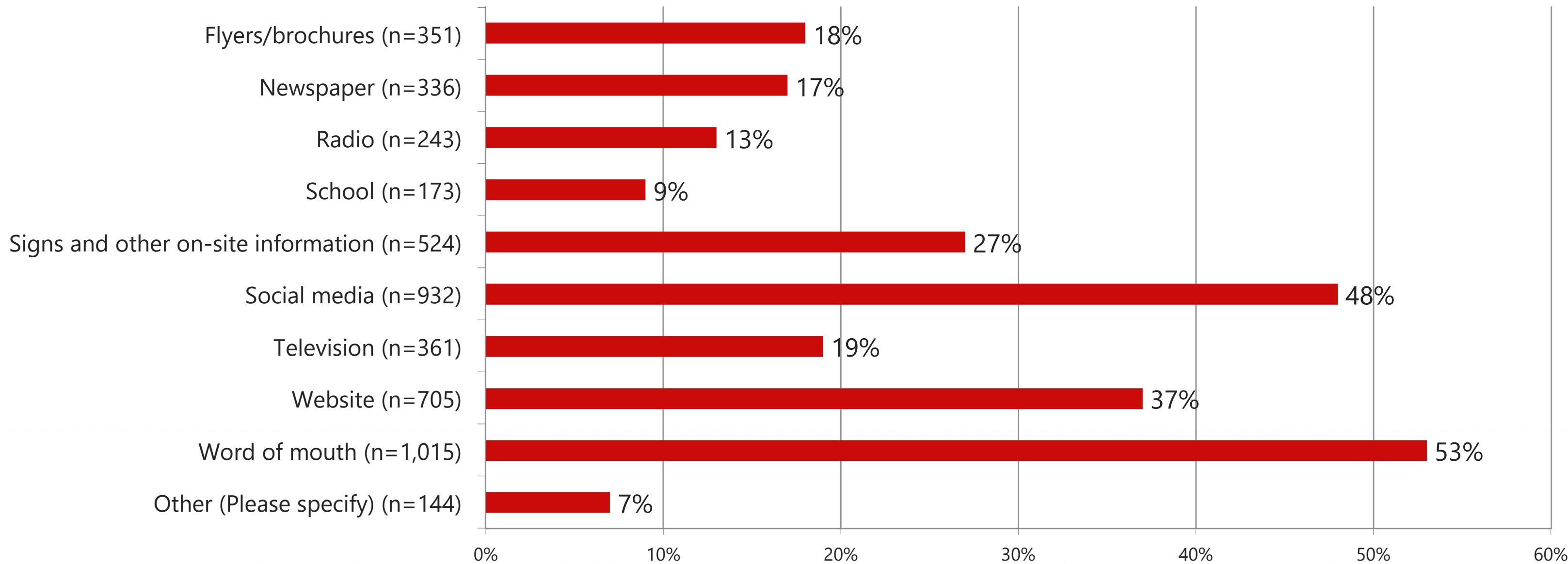


Base: All respondents who visited Niabi Zoo, n= 1,316

# ROCK ISLAND COUNTY FOREST PRESERVE DISTRICT

# LEARN ABOUT AMENITIES OR EVENTS

How do you learn about the Forest Preserve District's parks, facilities, amenities or events? (Select all that apply)



Base: All respondents, n=1,929

# LEARN ABOUT AMENITIES OR EVENTS

How do you learn about the Forest Preserve District's parks, facilities, amenities or events? (Select all that apply)



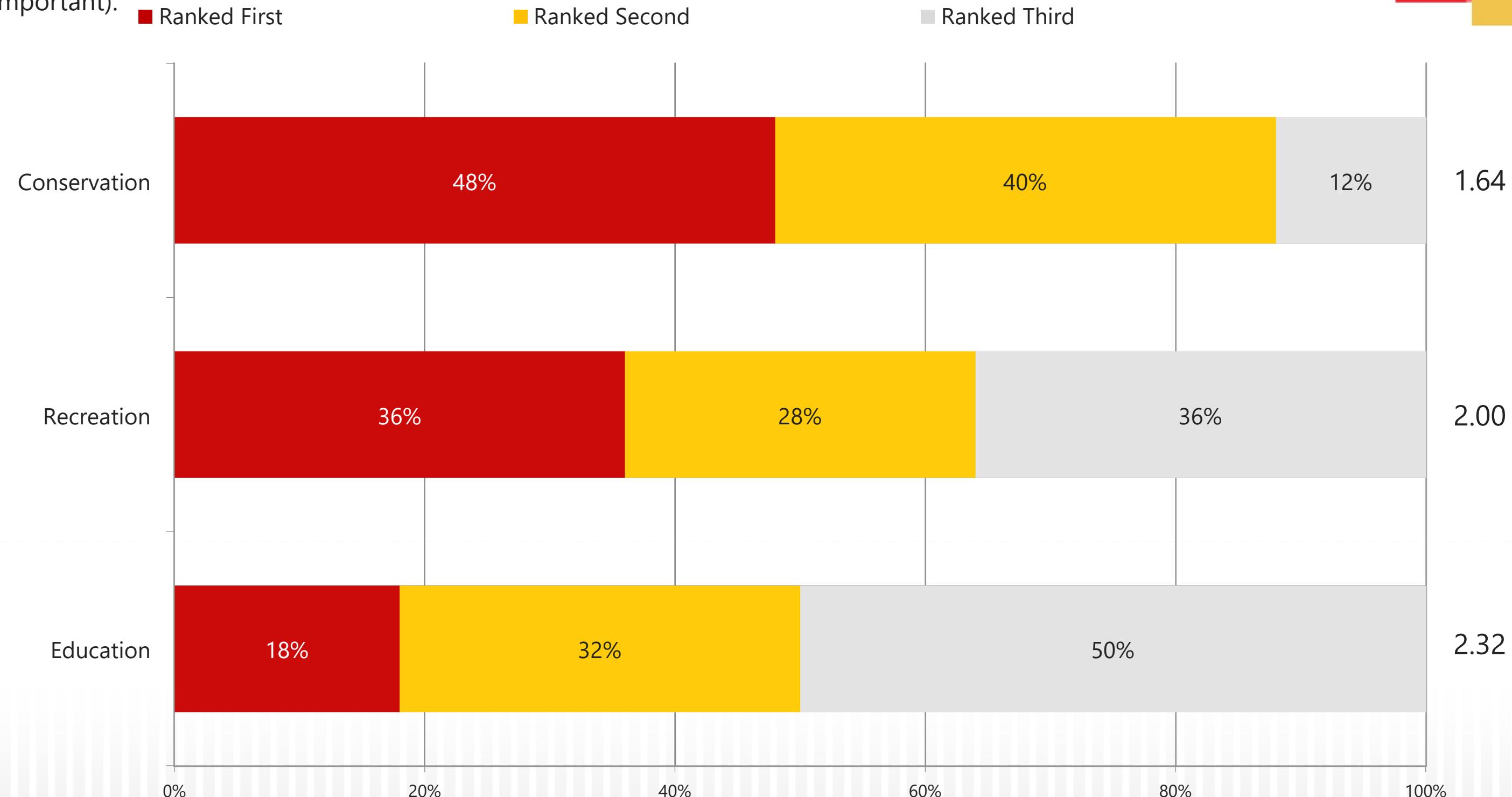
## Other responses (7%)

- *Boy Scouts*
- *Camping book*
- *Cub Scouts*
- *Children's class trips*
- *Drive by them*
- *Google Maps*
- *Geocaching*
- *Friends*
- *Email*
- *Hiking clubs*
- *I live close by*
- *Online news articles by various media*
- *QC trails.com and Trail link.org*
- *QC kayaking group Floatzilla*
- *Past visits and experiences*
- *Personal experiences*
- *Personal observation*
- *Road information signs*
- *Searching trails online, not social media.*
- *Visit Quad Cities*
- *WVIK*

Base: Respondents who selected 'other', n=114. Top mentions.

# IMPORTANCE OF CONSERVATION, EDUCATION & RECREATION

The Forest Preserve District works toward improving overall quality of life for Rock Island County residents through conservation, education and recreation. Please rank the following from 1 to 3 in level of importance to you, starting with 1 (most important).

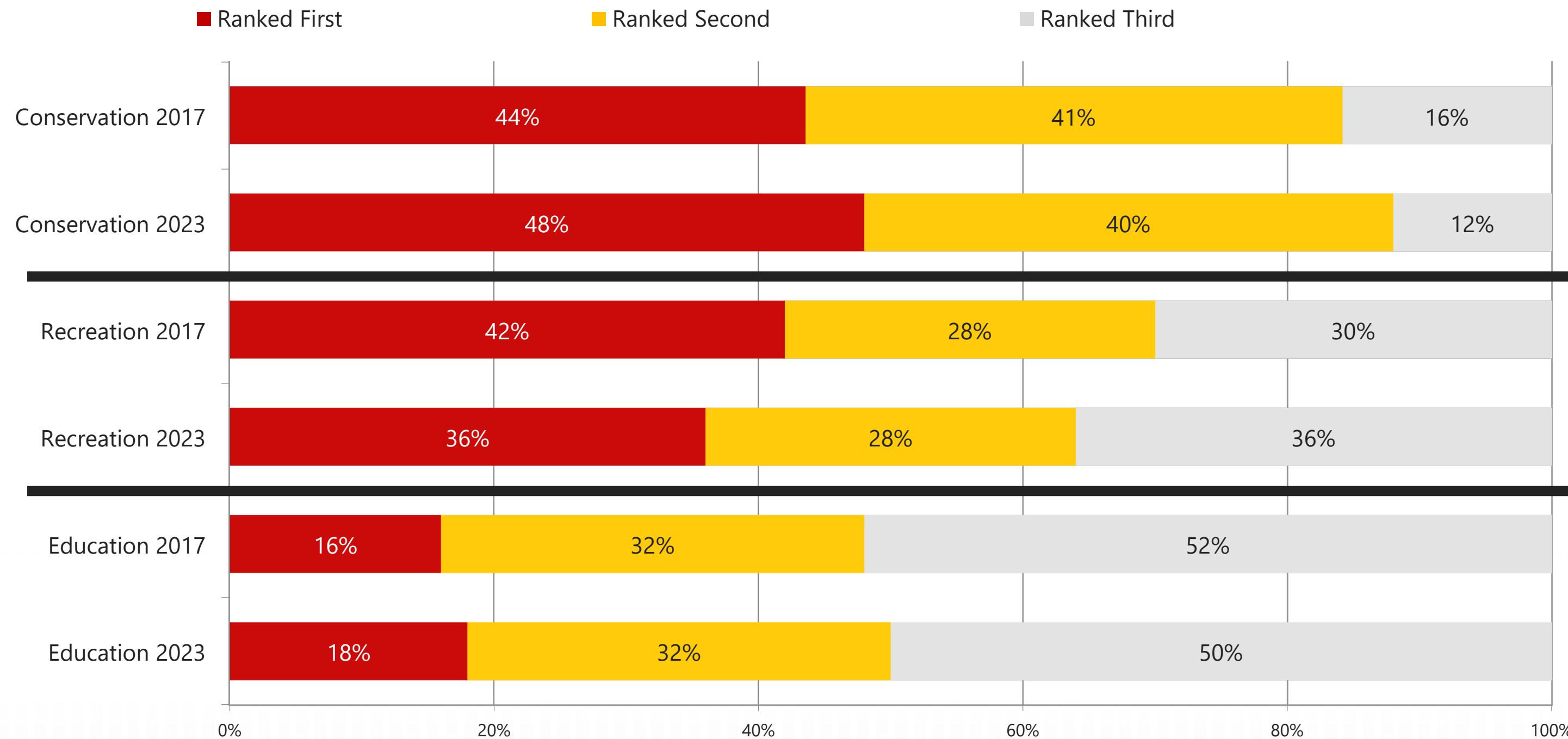


Base: All respondents, n=1,265

Mean based on a scale of 1 to 3, where 1=Most Important and 5=Least important.

# 2017 VS. 2023 IMPORTANCE OF CONSERVATION, EDUCATION & RECREATION

The Forest Preserve District works toward improving overall quality of life for Rock Island County residents through conservation, education and recreation. Please rank the following from 1 to 3 in level of importance to you, starting with 1 (most important).



Base: All respondents, n=1,265

# STATEMENT AGREEMENT

How much do you agree or disagree with the following?

■ Strongly agree ■ Agree ■ Neutral ■ Somewhat disagree ■ Completely disagree

I think it's important to preserve and restore open space in Rock Island County.



Even though I don't regularly visit Forest Preserve District properties, I consider them an asset to our community.



Forest Preserve District properties improve the overall quality of life in Rock Island County.



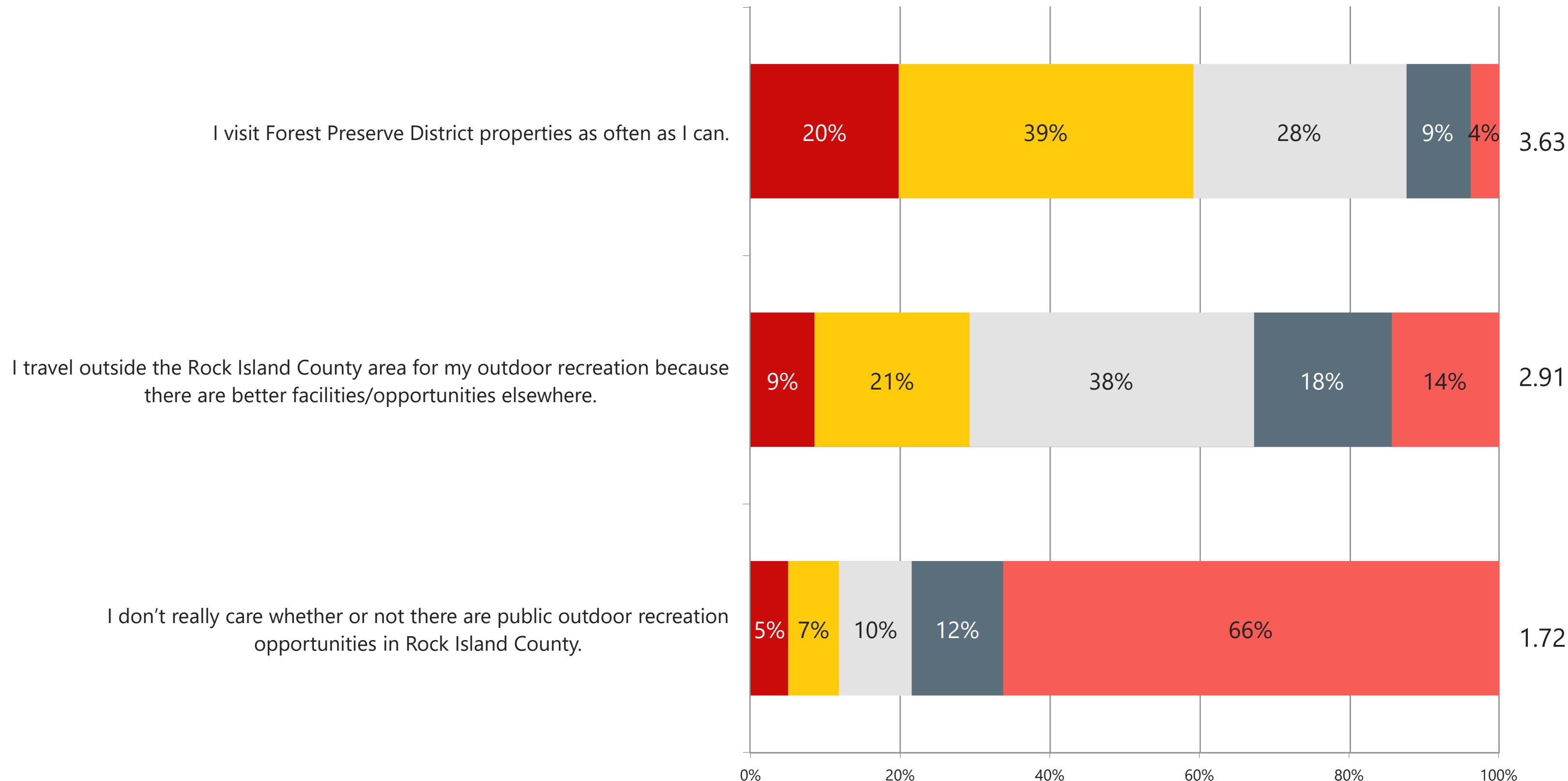
Because of the easily accessible outdoor recreational opportunities in the area, I am/my family is more physically active.



# STATEMENT AGREEMENT

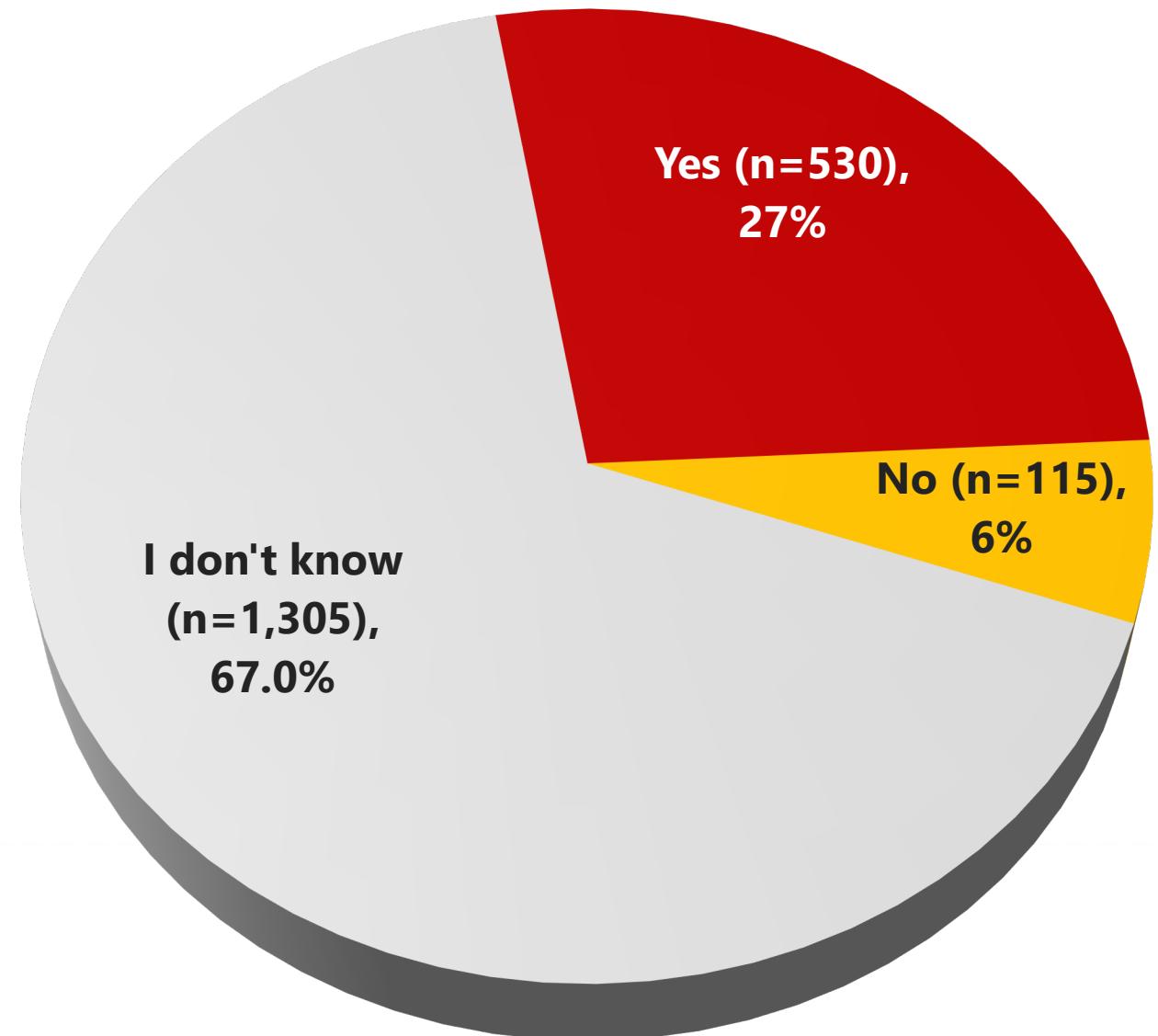
How much do you agree or disagree with the following?

■ Strongly agree ■ Agree ■ Neutral ■ Somewhat disagree ■ Completely disagree



# FUND ALLOCATION

Do you think funds are being allocated appropriately between the seven preserves?



Base: All respondents, n= 1,950

## FUND ALLOCATION

Why do you think funds aren't being allocated appropriately?



Facilities in some places are not complete

More for conservation and education

# Loud Thunder

Not enough funding for Loud Thunder

More balanced over all

# I believe money goes else where

The resources of each protected area are not equal

Some parks are better than others.

Not much improvement at Dorrance

# Niabi Zoo need more assistance

Different environmental conditions

Indian Bluff could use a little cosmetic work.

Some are in need of updating

# Illiniwek

Too much going to the zoo

Golf course needs new restrooms

Because Amowa is nothing but 2 parking lots.

# Money

# Indian Bluff

The zoo is poorly maintained.

Illiniwek should be the priority.

Base: All who felt funds weren't being allocated appropriately, n=83. Top mentions.

# FUND ALLOCATION

Why do you think funds aren't being allocated appropriately?



A total of 83 people provided an open-ended response to this question.  
Inductive analysis yielded 10 categories:

<b>34%</b>	Upgrades (n=28)	<b>4%</b>	Education / Advertising (n=3)
<b>24%</b>	Taxes / Money (n=20)	<b>4%</b>	Don't know (n=3)
<b>14%</b>	Niabi Zoo (n=12)	<b>4%</b>	Dorrance Park (n=3)
<b>7%</b>	Indian Bluff (n=6)	<b>2%</b>	Amôwa (n=2)
<b>4%</b>	Loud Thunder (n=3)		
<b>4%</b>	Illiniwek (n=3)		

Base: All who felt funds weren't being allocated appropriately, n=83. Top mentions.

# FUND ALLOCATION

Why do you think funds aren't being allocated appropriately?



## Upgrades (34%)

- *Some trails are not biker friendly. Trails could be cut back more. Trails could be cut more frequently.*
- *Since all of my interactions with these areas have been due to the Illinois Native Plant Society, I would really like to see more money go to land management and invasive removal efforts.*
- *Some are in need of updating*
- *I think some need more improvements than others.*
- *Everything is in dis-repair / no attention to certain areas*
- *I feel they need to invest in more opportunities for families.*
- *Some lack and need trash cans and cleaning.*
- *Build some bathrooms and update the ones that are in place to be year-round. It's 2023, not the stone age. We pay some of the highest taxes in the state - where is the money going to!?*
- *I feel like the areas where camping is available should get more funds and improvements.*
- *It is hard to say, because some areas look nicer than others.*
- *Nothing has changed.*
- *Some are taken care of better than others*

Base: All who felt funds weren't being allocated appropriately, n=83. Top mentions.

# FUND ALLOCATION

Why do you think funds aren't being allocated appropriately?



## Taxes / Money (35%)

- *If funds are given for a specific purpose, they must be used for that intended purpose. I have heard that they are not being used appropriately. Otherwise, I would need to review the financials to make a more educated decision on this and accuracy.*
- *I feel strongly that the amounts allocated should be fluid; one year the Illiniwek gets more, the following it goes to this other park (the larger pot of \$).*
- *I don't know how they are being allocated, but I suspect they are not evenly split due to the condition of some vs others.*
- *The resources of each protected area are not equal.*
- *Money is too little, and there are still a lot of things that need to be repaired or maintained.*
- *The county should not be in the golf course business or the zoo business. Either privatize them or make them nonprofit organizations with NO taxpayer funding to prevent them being a burden on taxpayers. If they are really worthwhile, then they will be self sufficient by consumer support rather than financial oppression of taxpayers.*
- *Because we aren't taxed enough, so how can you be even generating funds for use on parks?*
- *We need more funds allocated to reclaim open area in Rock Island County and restore natural habitats. There are so many empty lots and abandoned business areas that could be natural areas that do not need maintenance.*
- *I don't believe the county allocates enough funds to make needed improvements or improve attractions for all of the forest preserve properties.*

Base: All who felt funds weren't being allocated appropriately, n=83. Top mentions.

# RECOMMENDATIONS



## RESEARCH OBJECTIVES

- Understand the awareness and perceptions of the Rock Island County Forest Preserve District.
- Test brand loyalty and referral likelihood (Net Promoter Score).
- Better understand the behaviors and needs of Rock Island County residents.
- Understand what attributes Rock Island County residents associate with the Rock Island County Forest Preserve District.
- Identify issues and strategies to enhance the Rock Island County Preserve District mission.

# AMÔWA FOREST PRESERVE



- **Clarify trail systems to avoid community confusion.**
- Use social media and other mediums to clarify what outdoor amenities Amôwa has to offer.
- Consider increasing signage to limit confusion and provide guidance to the public interested in trail activities.
- Younger audiences are likely to recommend Amôwa. Promote the preserve to this audience by leaning into a younger brand voice and creating sharable content such as videos and UGC.

# NIABI ZOO



- **Admission pricing is fair but extra “add on” costs are a pain point for the public.**
  - Specifically, parking fees and activities within the zoo like the train are too high.
  - If people commented about high pricing, their reasoning is mostly related to lack of animal and new exhibits.
- Most people visit the zoo for a family fun experience or for a specific event happening.
  - Increase event marketing via social media and radio. If people hear about an event, they are likely to consider attending.
  - Incorporate more family fun messaging when promoting the zoo, as it is the top reason people visit.

# INDIAN BLUFF GOLF COURSE



- **Lean into the perception of beauty associated with your course.**
- Key terms people used to describe the course include beautiful, clean, fun, great location.
- Invest in a photo shoot in late spring to capture the outdoor beauty and highlight the course maintenance.
- Turn passives into promoters by building brand loyalty amongst those currently golfing at your course.
  - Incorporate punch cards (i.e. free cart on your 8th round).
  - Improve clubhouse amenities to improve overall customer experience (i.e. add a grill, as suggested by the focus group).



## OVERALL NPS



- **Overall, we have seen a positive increase in NPS from 2017 with the exception of Niabi Zoo.**
- Both residents and people living in surrounding communities value the preserves and outdoor amenities offered.
- Opportunity to market with social media and digital retargeting to surrounding communities, as 57% said they don't have the same outdoor amenities in their counties.
  - Cross promote the preserves to out of town visitors. Consider occasional social media messaging or material handouts specifically for travelers.
  - Use paid social media ads in targeted communities promoting specific events or outdoor amenities during peak season.

# BEHAVIORS AND NEEDS OF ROCK ISLAND COUNTY RESIDENTS

- **The community heavily relies on social media and word of mouth for RICFP updates and news.**
- The community overall finds the preserves well-maintained and would like to see continued improvement.
  - Consider invest in preserve photo shoots in 2024 for an updated view of all properties.
- Most residents do not understand how funds are allocated amongst the preserves. This may be affecting donations.



# UNDERSTANDING ATTRIBUTES



- **People want to learn about the RICFP conservation efforts first and foremost.** This was also true in the 2017 survey results.
  - Lean into conversation-focused content on social media.
  - Reiterate your mission as often as possible in marketing communications.
- The public considers the RICFP an asset to this community, even if they don't frequent the preserves. Therefore, your messaging can extend to a broader audience with a variety of interests.
- Events and outdoor amenities are a major draw for most preserves. Continue to promote events as often as possible.



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