



**AMERICAN FORK  
PARC PRIORITIES & PROGRAM EVALUATION SURVEY  
TOPLINE REPORT**

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**METHODOLOGY DETAILS**

N = 391  
Email and mail invitations fielded online August 29-October 9, 2019  
Margin of error +- 4.9

For this survey 391 American Fork City residents were sampled from the Utah state voter file, with emails appended from a third-party vendor. Survey invitations were sent via both email and mail; all interviews were completed online. The data were weighted to reflect the demographics of residents in American Fork City, specifically in regard to age, gender, and home ownership.

**CONTACT**

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**QINTRO.** Thank you for responding to our survey about public policy in American Fork. Your time and opinions are greatly valued. Please note that your participation is voluntary and that all your answers will remain strictly confidential.

The survey takes most people less than 15 minutes to complete. If you exit the survey before completion, you will be able to resume it at a later time.

To begin the survey, click on the “→” button below. During the survey you can use the navigation button on the bottom of the screen to advance questions. If during the survey you do not see the button, scroll down until you see it.

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<b>QUALIFY.</b>	Do you currently live in American Fork? (n = 391)	
	Yes	94%
	No	6

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<b>QDIRECTION.</b>	Overall, would you say the City of American Fork is headed in the right direction or the wrong direction? (n = 362)	
	Right direction	84%
	Wrong direction	16

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**QARTSVPARKS.** For your family, would you say you prefer to spend more of your free time doing arts and culture activities or recreation and parks activities?

Select the slider and drag it to the position that represents your preferred mix of arts and culture or recreation and parks. (n = 358)

% Preference for Arts and Culture	15%
% Neutral	12
% Preference for Recreation and Parks	64
Average (-5 is all Arts/Culture, +5 is all Parks/Rec)	+1.9

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**QARTSOE.** What does “arts and culture” mean to you? (n = 336)

(OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

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**QRECOE.** What does “recreation and parks” mean to you? (355)

(OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

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QPARKVISIT.

Below is a list of American Fork City parks and recreational or cultural facilities. Please select all of the parks or facilities you or members of your household have used or visited in the past 12 months. (n = 391)

American Fork Amphitheater at Quail Cove	42%
American Fork Arts Institute (Timpanogos Arts Foundation)	8
American Fork Beach and Boat Harbor	21
American Fork Fitness Center	65
American Fork Library	69
Art Dye Park	76
Bamberger Park	5
Beehive Ball Park	16
Centennial Park	15
Easton Park Dog Park	4
Evergreen Park	30
Fox Hollow Golf Course	28
Greenwood Park	11
Harrington Center for the Arts	5
Hindley Park	8
Hunter Park	18
JC Ball Field	16
Kimberly Park	8
Legacy Park	15
Lions Park	15
Martin Park	13
Miller Park	12
Nob Hill Park	5
Quail Cove	14
Robinson Park	29
Rotary Park	36
Spring Hollow Park	7
Temple Meadow Park	12
Val Vista Park	8



QPARKFREQ. How often do you or members of your household use or visit each of the following American Fork City parks and recreational or cultural facilities? (n's based on individual park)

	A few times a week or more often	Once a week	A few times a month	A few times a year	Once a year	Less than once a year or never
American Fork Amphitheater at Quail Cove (n=168)	3%	4	9	59	21	4
American Fork Arts Institute (Timpanogos Arts Foundation) (n=33)	6	18	6	30	27	13
American Fork Beach and Boat Harbor (n=80)	2	5	12	56	20	4
American Fork Fitness Center (n=251)	30	7	28	28	7	1
American Fork Library (n=271)	7	12	40	36	3	2
Art Dye Park (n=281)	14	11	25	41	7	2
Bamberger Park (n=17)	8	0	22	60	0	11
Beehive Ball Park (n=59)	10	3	27	54	5	1
Centennial Park (n=55)	0	5	15	57	18	5
Easton Park Dog Park (n=14)	8	30	25	32	0	6
Evergreen Park (n=115)	4	14	22	47	10	4
Fox Hollow Golf Course (n=106)	7	7	18	47	16	6
Greenwood Park (n=43)	5	4	32	55	2	2
Harrington Center for the Arts (n=20)	0	0	12	42	41	4
Hindley Park (n=30)	10	7	15	62	6	0
Hunter Park (n=65)	12	12	26	43	6	2
JC Ball Field (n=63)	13	6	30	44	6	1
Kimberly Park (n=27)	4	12	37	37	7	4
Legacy Park (n=52)	4	9	19	55	12	2
Lions Park (n=54)	0	2	30	45	21	1
Martin Park (n=47)	6	9	14	59	9	2
Miller Park (n=46)	10	8	19	53	10	0
Nob Hill Park (n=15)	23	11	9	53	0	4
Quail Cove (n=52)	0	8	14	64	10	3
Robinson Park (n=116)	4	5	13	65	10	2
Rotary Park (n=138)	7	11	17	52	12	1
Spring Hollow Park (n=24)	11	7	34	34	14	0
Temple Meadow Park (n=45)	8	6	14	59	9	4
Val Vista Park (n=31)	25	13	21	32	3	6

QPARKFAV. Which is your favorite American Fork park, recreational facility, or cultural facility? (n = 340)

American Fork Amphitheater at Quail Cove	7%
American Fork Arts Institute (Timpanogos Arts Foundation)	2
American Fork Beach and Boat Harbor	4
American Fork Fitness Center	19
American Fork Library	19
Art Dye Park	20
Bamberger Park	<1
Beehive Ball Park	<1
Centennial Park	<1
Easton Park Dog Park	2
Evergreen Park	3
Fox Hollow Golf Course	6
Greenwood Park	1
Harrington Center for the Arts	<1
Hindley Park	1
Hunter Park	4
JC Ball Field	2
Kimberly Park	<1
Legacy Park	
Lions Park	1
Martin Park	1
Miller Park	<1
Nob Hill Park	1
Quail Cove	1
Robinson Park	1
Rotary Park	7
Spring Hollow Park	1
Temple Meadow Park	<1
Val Vista Park	<1

QPARKOE. What recreational facilities or parks do you visit besides these, if any (including any outside of American Fork)? (n = 304)

(OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

**QPARKMAINTAIN.** In your opinion, how well maintained are each of these parks and facilities?

Please select the slider and drag it to score each on a scale from 0 to 100 where 0 means Not at all maintained and 100 means very well maintained.

Park	Average maintenance score
American Fork Amphitheater at Quail Cove (n=168)	84
American Fork Arts Institute (Timpanogos Arts Foundation) (n=33)	73
American Fork Beach and Boat Harbor (n=80)	62
American Fork Fitness Center (n=251)	70
American Fork Library (n=271)	83
Art Dye Park (n=281)	78
Bamberger Park (n=17)	69
Beehive Ball Park (n=59)	77
Centennial Park (n=55)	73
Easton Park Dog Park (n=14)	66
Evergreen Park (n=115)	75
Fox Hollow Golf Course (n=106)	85
Greenwood Park (n=43)	74
Harrington Center for the Arts (n=20)	57
Hindley Park (n=30)	73
Hunter Park (n=65)	83
JC Ball Field (n=63)	77
Kimberly Park (n=27)	77
Legacy Park (n=52)	78
Lions Park (n=54)	75
Martin Park (n=47)	73
Miller Park (n=46)	79
Nob Hill Park (n=15)	68
Quail Cove (n=52)	86
Robinson Park (n=116)	83
Rotary Park (n=138)	78
Spring Hollow Park (n=24)	73
Temple Meadow Park (n=45)	83
Val Vista Park (n=31)	72



QPARCSRH. Have you recently seen, read, or heard anything about American Fork PARC (Parks, Arts, Recreation, and Culture) projects around the City? (n = 365)

Yes	39%
No	47
Unsure	14

QPARCOE. What have you recently seen, read, or heard about American Fork PARC projects? (n = 134)

(OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

QPARTICIPATE1. Have you or members of your household attended or participated in any of the following events, performances, groups, or activities in American Fork in the past 12 months? (n = 391)

Used the horseshoe pits at Rotary Park	3%
Exercised at the AF Fitness Center	54
Used the Fox Hollow Golf Simulator	4
Reserved or used the Quail Hollow Pavilion	4
Participated in events or activities at Art Dye Park	53
Visited the Daughters of Utah Pioneers Museum	13
Visited the City Cemetery	50
Stage Band (Timpanogos Arts Foundation)	3
Youth Choirs (Timpanogos Arts Foundation)	3
Community Theater (Timpanogos Arts Foundation)	7
Symphony (Timpanogos Arts Foundation)	7
Visual Arts (Timpanogos Arts Foundation)	4



QPARTICIPATE2. Have you or members of your household attended or participated in any of the following events, performances, groups, or activities in American Fork in the past 12 months? (n = 391)

Youth Theater (Timpanogos Arts Foundation)	8%
Timpanogos Chorale (Timpanogos Arts Foundation)	5
Wasatch Winds (Timpanogos Arts Foundation)	6
Wasatch Show Band (Timpanogos Arts Foundation)	3
History & Heritage Pageant (Timpanogos Arts Foundation)	6
MK Youth Speech Contest (Timpanogos Arts Foundation)	1
Book Fairy Program for 1st grade students (Friends of the Library)	4
Dictionaries Program for 3rd grade students (Friends of the Library)	3
Used a pavilion at Rotary Park	20
Used picnic tables at city parks	57
Used the playground equipment at Meadow View Park	5
Used the playground equipment at Robinson Park	23

QPARTICIPATE3. Have you or members of your household attended or participated in any of the following events, performances, groups, or activities in American Fork in the past 12 months? (n = 391)

Used the swing sets at Rotary Park	25%
Used the swing sets at Pioneer Park	10
Visited the Easton Park Dog Park	4
Attended Childrens Programming in the AF Library	16
Visited the AF Community Pool	57
Alpine Community Theater Summer Programs	4
Alpine Community Theater Winter Programs	3
Friends Quilting Circle activities	2
Harrington Center for the Arts Chalk Fest	4
Harrington Center for the Arts Music Festival	2
Harrington Center for the Arts Summer Concert Series	3

QPARCSRH. Do you recall seeing the American Fork PARC logo (below) while participating in any of these or other recreational and cultural activities around the City? (n = 365)

Yes	39%
No	47
Unsure	14





QPARCWHERE. Where do you recall seeing the American Fork PARC logo? Please list as many places as you remember. (n = 162)

(OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

QHOWAWARE. How do you most often hear about recreational and cultural activities or opportunities in American Fork? (n = 364)

Poster or program at the event	3%
Newsletter from the city	44
Visited the city's website	5
Word of mouth	30
Advertisements around the city	9
Other (please specify)	9

QALLOCATE. If you were given \$100 to spend on parks, recreation, arts, and cultural projects in American Fork, how would you divide your \$100 among them? (You may spend the \$100 all in one category or divide it up as you please, but the total must be \$100.) (n = 365)

Replacing playground equipment in city parks	\$11
Adding picnic tables, trash cans, and trees to city parks	11
Expanding the Children's Room at AF Library	7
Paving parking lots at city parks	2
Building event locations such as stages, pavilions, or amphitheaters for large gatherings and concerts	4
Community theater productions	4
Community instrumental music performances	2
Community choral music performances	2
Arts festivals and events in the city	5
City recreation programs and activities	10
Educational arts programs	3
Historical and cultural preservation	4
Adding restrooms in City parks	15
Increasing accessibility and amenities at trailheads	4
New or expanded trails and/or bike paths	17



QDEMOINTRO. You are almost finished. We have just a few more questions for you that will help us categorize responses.

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QSEX. Which of the following best describes how you think of yourself? (n = 357)

Male	49%
Female	51

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QYEARBORN. Please select the year you were born: (answers broken into age categories) (n = 355)

18 – 24	8%
25 – 34	21
35 – 44	25
45 – 54	15
55 – 64	15
65+	17

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QTIMELIVED. How long have you lived in American Fork? (n = 365)

Less than 2 years	4%
3-5 years	18
6-10 years	17
11-20 years	25
21 or more years	37

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QHOUSEHOLD. How many children under the age of 18 live in your home, if any? (n = 364)

None	42%
1	13
2	18
3	12
4	10
5	3
6	1
7	<1
8 or more	<1

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QOWNRENT. Which of the following best describes where you are currently living? (n = 365)

Own or buying my own home	83%
Rent my home or apartment	11
Live with parents	6
Other	1

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QEDOFR. What is the last year of school you completed? (n = 361)

Some high school or less	1%
High school graduate	6
Some college	27
College graduate	50
Post graduate degree	16

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QEMPLOY. What is your current employment status? (n = 364)

Self-employed	11%
Employed by someone else	51
Unemployed	1
Homemaker	16
Retired	19
Student	2

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QMARRIAGE. Are you currently... (n = 362)

Married	83%
Divorced	4
Widowed	3
Living with a partner	1
Single	9

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QRACE. Are you: (select all that apply) (n = 356)

American Indian / Native American	2%
Asian	2
Black / African American	1
Hispanic / Latino	2
White / Caucasian	87
Pacific Islander	1
Other (please specify)	2

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QINCOME. What do you expect your 2019 family income to be? (n = 341)

Under \$25,000	4%
\$25,000 – 39,999	6
\$40,000 – 49,999	6
\$50,000 – 74,999	22
\$75,000 – 99,999	20
\$100,000 – 124,999	18
\$125,000 – 149,999	10
Over \$150,000	14

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QCOMMENTS. Thank you for completing the survey. If you have any comments about this survey or American Fork City in general, please enter them here: (n = 159)

(OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

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