

Friends of Balboa Park Survey Results

April 2007

The objective of this survey was to determine opinions of park usage in order to identify potential opportunities for park improvements. As part of the Marketing and Development Committee of Friends of Balboa Park, mail-out-surveys were sent to approximately 1,700 people: 500 current members and 1,200 non-members (random list acquisition from zip codes surrounding Balboa Park: 92101, 92102, 92103, and 92104).

VISIT How often visit BP?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Once a year	9	3.0	3.0	3.0
	2 Several times a year	116	38.4	38.9	41.9
	3 2 or 3 times a month	119	39.4	39.9	81.9
	4 Several times a week	54	17.9	18.1	100.0
	Total	298	98.7	100.0	
Missing	9 Never visit	4	1.3		
Total		302	100.0		

MOST Like the most about BP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Museums	71	23.5	23.6	23.6
	2 Performing Arts	14	4.6	4.7	28.2
	4 Gardens	42	13.9	14.0	42.2
	5 Recreation	30	9.9	10.0	52.2
	7 Ambiance	79	26.2	26.2	78.4
	10 Everything	46	15.2	15.3	93.7
	11 Other	19	6.3	6.3	100.0
	Total	301	99.7	100.0	
Missing	12 No Answer	1	.3		
Total		302	100.0		

“The ambiance created by the Spanish colonial architecture”

“The beautiful landscaping and architecture”

“The clusters of museums within walking distance of each other”

“All the different trees, shrubs, and flowers along walking paths”

“We have young kids, so we love the playgrounds and outdoor space”

LEAST Like the least about BP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Parking	140	46.4	53.6	53.6
	3 Vagrants	40	13.2	15.3	69.0
	4 Deferred Maintenance	14	4.6	5.4	74.3
	6 Safety Issues	15	5.0	5.7	80.1
	7 No Park-Wide Membership	4	1.3	1.5	81.6
	10 Large Crowds	14	4.6	5.4	87.0
	11 Other	34	11.3	13.0	100.0
	Total	261	86.4	100.0	
Missing	12 No Answer	41	13.6		
Total		302	100.0		

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“The parking is still dreadful after all these years of trying to remedy the situation”

“The conflict between pedestrians and car traffic”

“Dodging the homeless that appear to make Balboa Park their home”

“I’m concerned about public safety, esp. at night”

“That there is no combined institutional membership”

IMPROVE Opportunities for improvements at BP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Better Way-Finding	11	3.6	4.6	4.6
	2 Expand Openness	32	10.6	13.4	18.0
	4 Add Shuttle/Garage	77	25.5	32.2	50.2
	5 More Law Enforcement	27	8.9	11.3	61.5
	8 Add Restaurants	19	6.3	7.9	69.5
	9 Better Recycling	28	9.3	11.7	81.2
	11 Other	45	14.9	18.8	100.0
	Total	239	79.1	100.0	
Missing	12 No Answer	63	20.9		
Total		302	100.0		

“I think you’re on the right track with the kiosks”

“More recreational spaces: basketball, volleyball, and such”

“More horse patrols in the park”

“It would be nice to extend the park into areas that are not maintained right now, and extend the parking”

“Would like security to make themselves more visible in problem areas”

YEARS Age recoded

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 20 to 29	15	5.0	5.0	5.0
	2 30 to 39	50	16.6	16.6	21.5
	3 40 to 49	48	15.9	15.9	37.4
	4 50 to 59	45	14.9	14.9	52.3
	5 60 to 69	48	15.9	15.9	68.2
	6 70 to 79	53	17.5	17.5	85.8
	7 80 to 89	41	13.6	13.6	99.3
	8 90 to 99	2	.7	.7	100.0
	Total	302	100.0	100.0	