

Topsfield Recreation Department Needs Assessment

Survey 2021/2022 Summary

Total number of entries submitted: 315

Q1: Please select the sport, program, class, or leisure activity that you or anyone in your household participated in within the last 12 months. Check all that apply.

The total numbers represent how many survey responders, or members of their household, have participated in that particular activity over the last 12 months.

Y= Youth

Activity	Total	Activity	Total	Activity	Total
Soccer (Y)	131	Kayaking/Canoe	121	Swimming Lessons	74
Volleyball (Y)	12	Fishing	87	Y Sports Camps	82
Basketball (Y)	95	Theatre/Drama	39	Gymnastics/Tumbling	41
Softball (Y)	44	Dance	50	Golf	79
Baseball (Y)	78	Aerobics/Spinning/Zumba	38	Tennis	67
Lacrosse (Y)	39	Arts/Crafts	118	Pickle Ball	32
Adult Pickup Sports	66	Summer Camps	147	Adaptive Sport	8
School Vacation Programs	59	Pilates	48	Barre	48
Yoga	101	Bootcamp Fitness	67	Lawn Bowling	24
Gardening	127	Continuing Education/Self-Improvement	73	Competitive Swimming	16
Open Swim (Leisure)	96	Roller Skating/Roller Blading	43	Ice Skating	116
Hockey	31	Curling	4	Skiing/Cross Country	131
Snowmobiling	18	Cycling/Mountain Biking	117	Walking/Hiking	213
Running/Jogging	132	Playgroups (ages 0-5)	19	Bird Watching	50
Geocaching	22	Safe Sitter	10	Home Alone Safety	16
Community Service/Volunteer Programs	82	Other	0		

Q2: Would you or members of your household be interested in, or participate in, any of the following events? Check all that apply.

The total number represents the how many survey responders would like to see a particular event take place.

Event	Total	Event	Total	Event	Total
Outdoor Movies	237	Town Wide Campout	77	Music in the Parks	242
Parent/Child Events	124	Physical Challenge Events	128	The Moving Wall	81
5k Run/Walk	142	Old Home Day/Founder's Day	118	Town Wide Scavenger Hunt	128
Hobby Classes	3	Day Trips	91	Overnight Trips	47
Art & Culture Events	149	Holiday/Seasonal Events	232	Other	0

Q3: Are there any parks, recreation or culture activities that you or members of your household would like to see offered in Topsfield that are not currently available? Please explain.

This is a summary of the suggestions and feedback received. Some responses were popular answers and many had the same suggestion which may be reflected by just one statement.

Promotion of nature/conservation classes, hikes, lectures etc.	Kids summer camp program/Park Program	Pickleball	Outdoor gathering places for residents to socialize	A better playground at Pye Brook
Family 4 th of July Festivities	Block Party near Memorial Day	Strength training, barre, yoga	Reading programs for children	Tennis Lessons
Basketball for teens	Outdoor art fair featuring Topsfield Artists	Annual 5k/10k race	Adult Pickup Sports	Dog Park
Farmer's Market	Youth Basketball	Beach Volleyball Court at Pye Brook	Pre-teen activities	Youth Center
Pump Track	Women's Sports Leagues	Youth Arts & Crafts	Kids Fun Run	Fishing Derby
Improvements made to town sports fields/parks	Fitness area by the bike path	More Family Events	Food Truck Events	Public Pool and Swim Lessons
Lawn Games	Track & Field Running Group	More live music opportunities	Sports/Recreation Clinics	Pickup "Jam" Session's- informal meetups

				to play music together
Improvements to Hood's Pond and a free day event for the whole town	Make Hood Pond/Nutter Forest a Recreation area	Open Mic Nights	Cornhole Tournaments	More ADA compliant playground equipment
Town Ice Rink (CHECK!)	Mountain biking	Ice Skating Lessons	Curling	Archery
Teen Center	Community Disc Golf Lessons/Events	Update Disc Golf Course at Pye Brook	More restaurants in town	Playground at Klock Park
Skiing Club for all ages	Bocce Courts	Historical Programming	Outdoor/Nature Themed Programming	Opportunities for volunteering
Cooking Classes	Dance Classes	Guided hikes through our local forests	Sports Camps	School Vacation Programs
Horse Trail Rides	4H Activities/Events	Art Programming	Touch-a-Truck Event	Gardening Educational Programming
More town programming at Hood's Pond	Concerts on the Common	Outdoor Tai Chi	Walking Perimeter at Klock Park	

Q4: What kind of services would you like to see Topsfield Recreation Department offer to the community? Please list them below.

This is a summary of the suggestions and feedback received. Some responses were popular answers and many had the same suggestion which may be reflected by just one statement.

Line or folk dancing	Curling	Tennis Lessons	Gathering spaces to socialize	Winter sports programming	Snowshoeing
Trail Mile Markers	Central location (in person/web) for all recreational information	Skate Park	Theater	Martial Arts for Youth	Knitting
More neurodivergent friendly opportunities for kids	Park Instructors leading activities	Community Center	More baseball fields	More family friendly events	Activities for pre-teens/teens to stay busy
Movie Nights	Sport equipment rentals	Town wide sports swap	Events that highlight the efforts and needs for	Earth Day community volunteer event	After school programming

			downtown revitalization		
Cultural sensitivity	Regular live music with food trucks	Cross Country Skiing	Founder's Day Event	Local Day Trips	Game Nights
Pickleball Lessons	Turf Field	Tennis Courts at Klock	Indoor soccer during winter	Bicycle programs	More community indoor space for events
More softball fields	Better non-automobile routes between schools and town recreational facilities	Career Counseling	Tutoring	Golf Lessons	Babysitting and CPR classes for Youth
Transport bus for kids to various town buildings and recreational facilities	Outdoor Gym	Physical Training Programs for Teens	Youth Center	Instrument Lessons	Workout Challenge Groups
Town Compost	Refurbish Steward Tennis Courts	Street Hockey	Dog Friendly Activities	Integrate more arts and cultural in various ways throughout the town	

Q5: When choosing to participate in a sport, camp, program, class or event, what criteria would you identify as being most important to your household?
Please share your top three (3) criteria.

The totals represent the total number of respondents that utilize that criteria to decide what recreational and leisure activities they participate in.

Criteria	Total	Criteria	Total
Uniqueness	24	Quality of Instructor	105
Quality of Program	226	New Experience	55
Quality of Facility	55	Broadening Knowledge	61
Need for Physical Exercise	91	Friends/Family Participate	133
Affordable/Value	166	Convenience of Location	176
Availability of Food	16	Other	0

Q6: From the following list, please check ALL the ways you prefer to learn about local programs, classes, and/or events.

The totals represent the total number of respondents that utilize that specific marketing or media outlet to learn about recreation and leisure activities they can choose to participate in.

Marketing	Total	Marketing	Total	Marketing	Total
Printed Brochure	81	Website	198	Newspaper	30
Mail/USPS	114	Social Media	215	Friends/Family	112
Email	266	Town Flyers/Banners	90	Other	0

Q7: Do you have any other suggestions/ideas you would like to share with the Topsfield Recreation Department?

This is a summary of the suggestions and feedback received. Some responses were popular answers and many had the same suggestion which may be reflected by just one statement.

Use of Local Access Cable TV	Create a community bulletin board	More attention to our playing fields	The loss of Emerson Fields hurt our sports leagues	Offer boating at Hood's Pond	Recreation center for all ages
Gaga Team	Work on existing programs before adding new.	Youth Tennis Summer Program	Better advertisement. Aren't aware of when registration is happening for sports signups or other activities happening.	Lights at tennis courts for night use	Field/Park Improvements are needed.
Utilize the sign outside town hall	Promote field rentals to outside groups to bring in more money.	Youth Cross Country and Track & Field	Spring Toy Drive	Revitalizing Downtown	Tax money should not be used to create recreation activities. At most to support infrastructure, such as parks.

Continue to engage other town dept.'s/groups/private faith organizations to improve the overall quality & engagement within the town community	Bootcamp Class for adults	Synergy with the Topsfield Library	Use multiple media outlets to promote what the recreation dept. has to offer.	Instructor lead Kayak Trips	Partner with local businesses
Be ecofriendly	Volunteer Work	Environmental Themed Events			

Q8: Listed are benefits that people may gain individually, as a community, environmentally and economically due to participating in, and providing, leisure activities. Please check all benefits you are in agreement with.

The totals represent the total number of respondents that are in agreement with that particular benefit by participating in leisure activities.

Individual Benefits	Total	Community Benefits	Total	Environmental Benefits	Total	Economic Benefits	Total
Improve Physical Health & Fitness	271	Community Unity/Togetherness	277	Reduces Pollution/Promotes Clean Air & Water	193	Reduces Healthcare Cost	156
Improve Mental Health	233	Family Unity/Togetherness	230	Preserves Open/Green Space	218	Reduces Vandalism & Crime	170
Personal Development & Growth	216	Ethnic & Cultural Harmony	152	Protects the Ecosystem	165	Enhances Property Value	196
Heightens Self Esteems & Self Reliance/Sense of Accomplishment	200	Promotes Inclusion/Reduces Alienation	190	Increases Community Pride	235	Promotes Tourism	107
Outlet for Creativity	198	Strengthens Social Bonding	229				
Reduces Stress	231						

Q9: How many people currently live in your household?

The number under each category reflects the total amount of individuals. NOT total number of families. The purpose was to get an idea of how families are made up and the total number of individuals that the Recreation Department could be catering to.

1 Person	2 People	3 People	4 People	5 People	6 People+
4	54	150	588	295	138

Q10: Please indicate the total number of persons within your household that fall into the following age categories.

The number under each category reflects the total number of individuals for that age group. Based on the information provided by survey responses. This shows what age groups may be most interested in a broader range of recreation and leisure activities.

Under 9 yrs. old	10-14 yrs. old	15-19 yrs. old	20-30 yrs. old	31-45 yrs. old	46-55 yrs. old	56-70 yrs. old	71+ yrs. old
163	199	107	31	225	182	68	29

Q11: Where do you live?

The totals represent the total number of respondents that provided what town they currently reside in.

Topsfield	Boxford	Middleton	Other
241	43	23	3

Q12: A lot of what we do can't be done without you! May we add you to our volunteer email list? Please provide your first/last name and email address below!

85 individuals provided an email address to learn more about volunteer opportunities with the Topsfield Recreation Department.

Q13: Stay up to date with all things recreation! Would you like to be added to our promotional email list? Please provide your email below!

156 individuals provided an email address to stay up to date with all things recreation and will receive Topsfield Recreation's periodical e-newsletter, Elevate Topsfield.

*****Please note: Some survey respondents only provided feedback for a handful of questions. Totals may not reflect the 315 entries that were received due to not answering specific questions.***

If you have any questions regarding this survey, please contact the Topsfield Recreation Department at 978-887-0335.