RESIDENT INSIGHTS ON LEISURE TIME ACTIVITIES AND QUALITY OF PLACE AMENITIES

A Summary of the Process and Select Findings



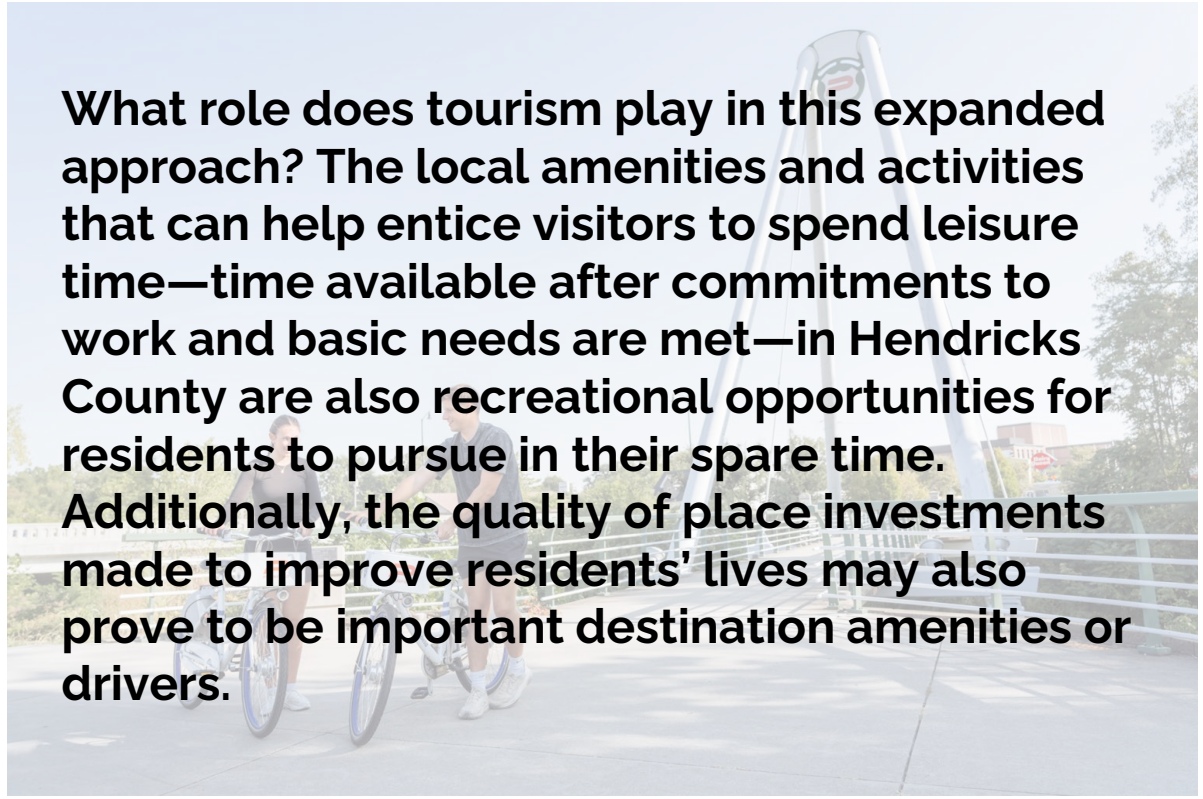
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Setting the Stage

Value of Place:

- Quality of place investments are economic development
- A growing body of research supports this
  - Ball State/Akron study (QoP tied to job and population growth)
  - Soul of the Community/Knight Foundation (attachment=openness, things to do, aesthetics)
- High quality places account for physical, social, and cultural elements of place



What role does tourism play in this expanded approach? The local amenities and activities that can help entice visitors to spend leisure time—time available after commitments to work and basic needs are met—in Hendricks County are also recreational opportunities for residents to pursue in their spare time. Additionally, the quality of place investments made to improve residents' lives may also prove to be important destination amenities or drivers.



PROCESS OVERVIEW

Resident Insights on Leisure Time Activities and Quality of Place Amenities

Process Overview

This study was designed to better determine:

1) Where Residents Spend Free Time

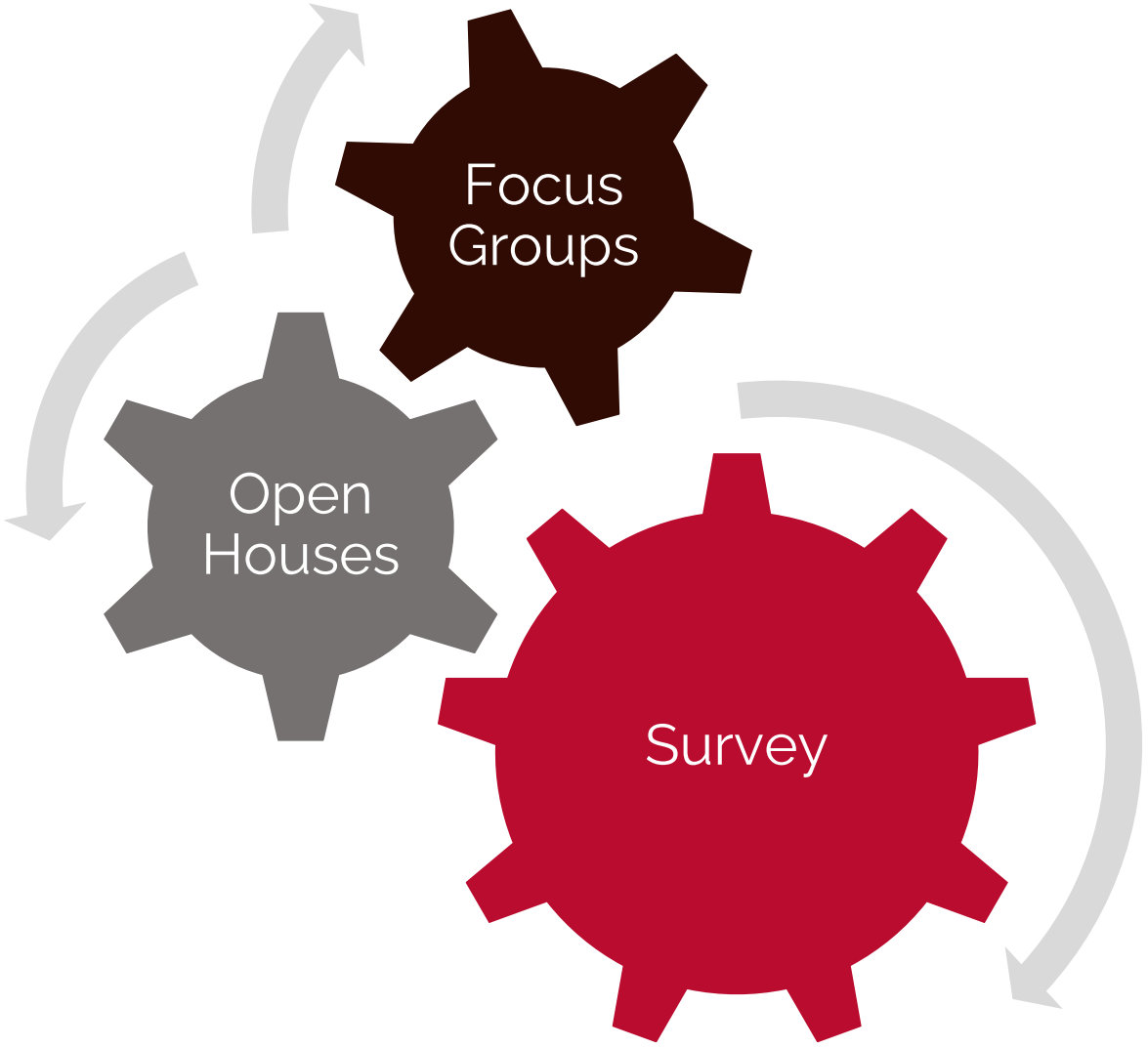
2) Why Residents Spend Free Time Where They Do

3) How Residents Feel about and Interact with Amenities and Activities Inside and Outside of Hendricks County.



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Process Overview



Qualitative Approach:

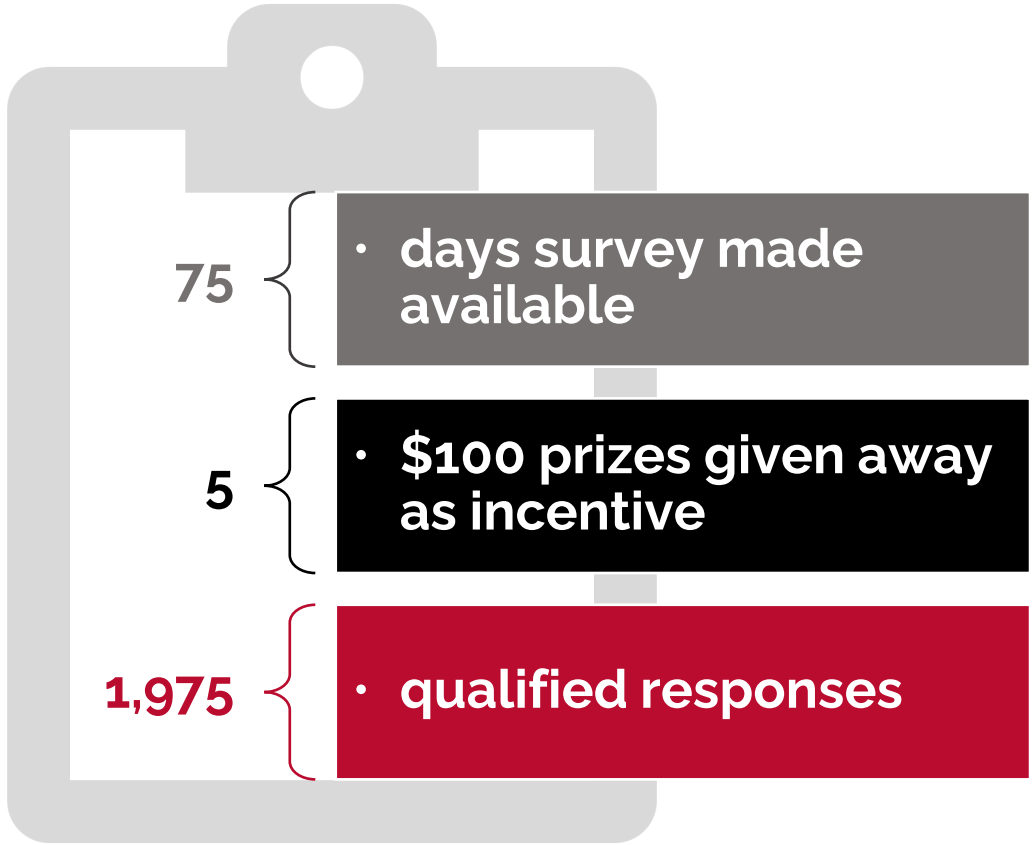
- Instrumental case study design
- Data collected from multiple sources to strengthen internal validity
- Multi-faceted feedback provided a richer understanding of the patterns and lived experiences of Hendricks County residents related to quality of place and use of free time
- The data are not statically generalizable, but are robust enough to provide important and in-depth understandings

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Survey

Design

- Qualifying questions (18+, HC residency)
- Distinct path based on whether respondents spend most free time inside or outside of HC (Stayers or Goers)
  - Motivating factors
  - Specific geographic preferences
- Series of Likert-type questions answered by *everyone* through a lens of inside and outside of HC
  - Interest
  - Frequency
  - Willingness to take vistitors
  - A single Likert-type question answered by everyone through the lens of inside of HC related to satisfaction with availability
- Likert-type questions pre-populated with key product categories

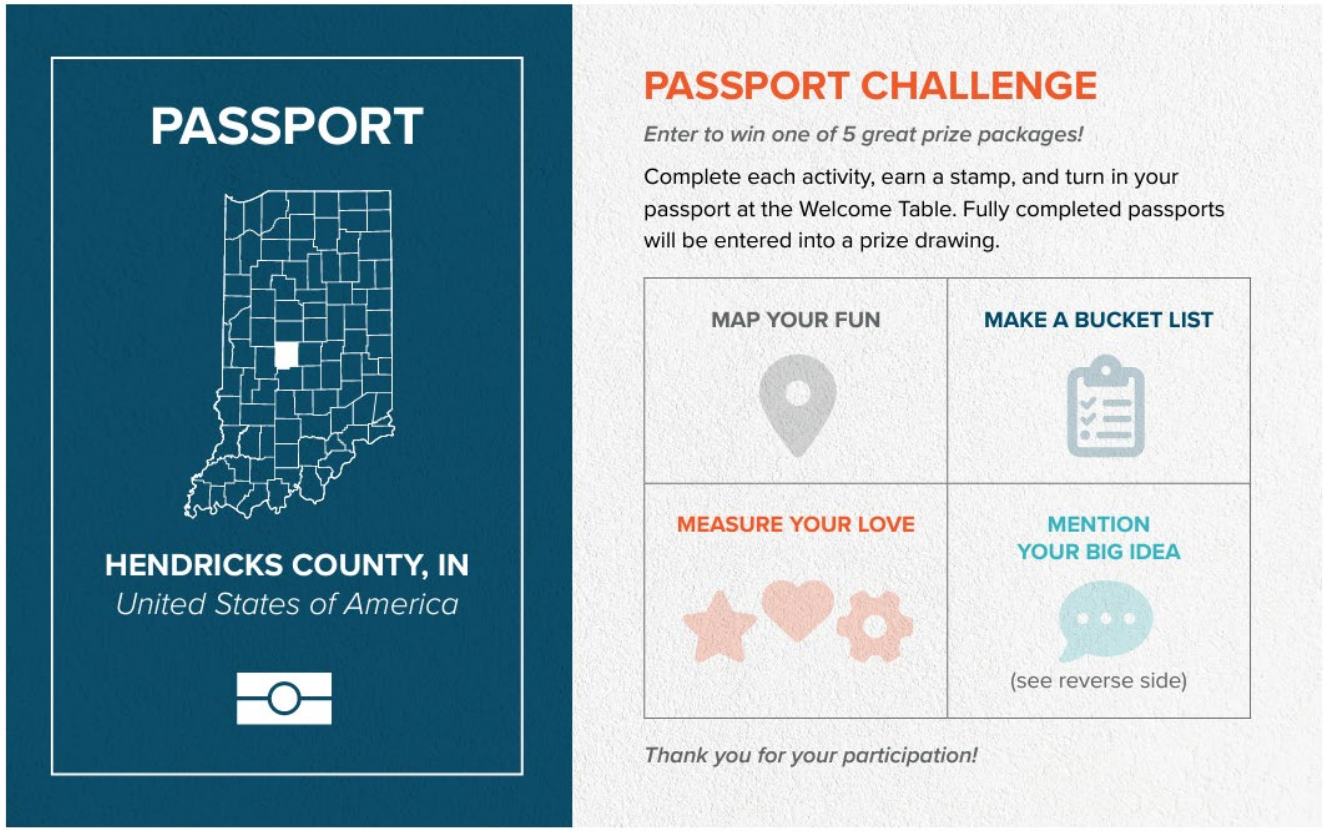


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Open Houses

Overview

- April 22-25; May 6-7
- 6 open houses; one per school district
- Fun, interactive
- Generated responses related to:
  - where free time is spent
  - what activities and amenities are most important
  - what might be possible
- Gut reactions prioritized



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Focus Groups

Overview:

- May 7-8
- Four groups
  - Commuters
  - Diversity
  - HR Personnel / Recruiters
  - Small business owners
- Deeper dive

Overall questions	Geography, Types of Amenity/Activity, Decision Factors, Awareness, etc.
Prioritized for commuters	Drive time influence on where and how spend free time
Prioritized for diversity	Barriers to access + inclusivity
Prioritized for HR	Tools for recruiting & retaining employees
Prioritized for small biz	Quality of place investments that could impact small biz

Who Took the Survey

72%
Reside in Avon, Brownsburg, or Plainfield (All 11 towns represented relative to population)

31%
Have Lived in Hendricks County between 1 & 10 years

75%
Female

93%
White

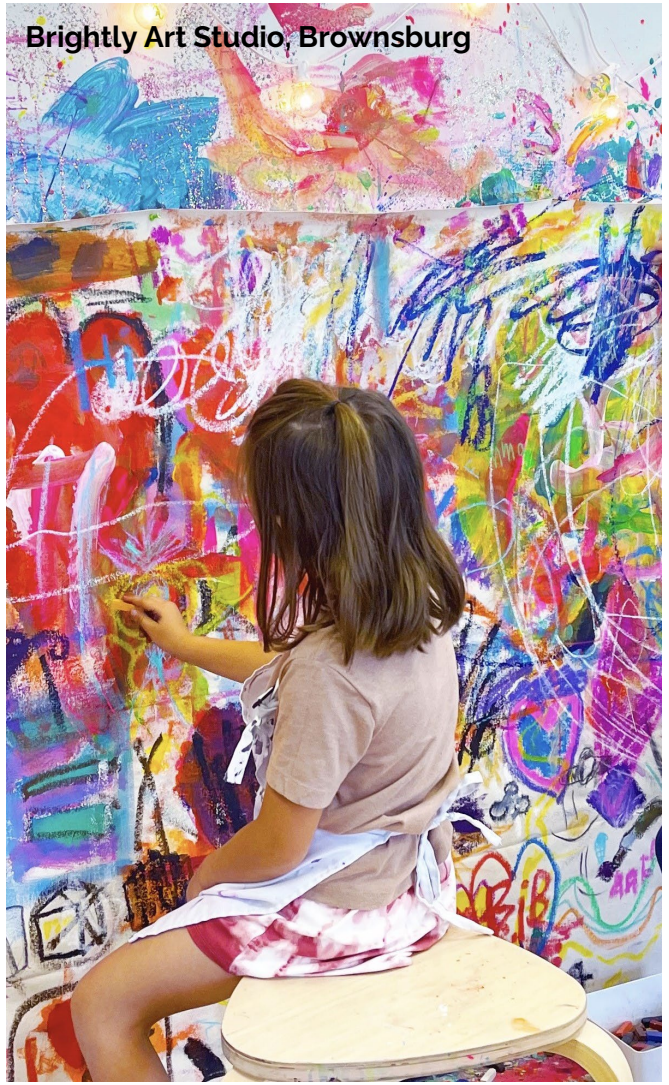
42%
Between 45 and 64

72%
Do Not Commute

87%
Owner-Occupants of their Homes

36%
Bachelor's Degree

56%
Household Income above $100,000


Brightly Art Studio, Brownsburg

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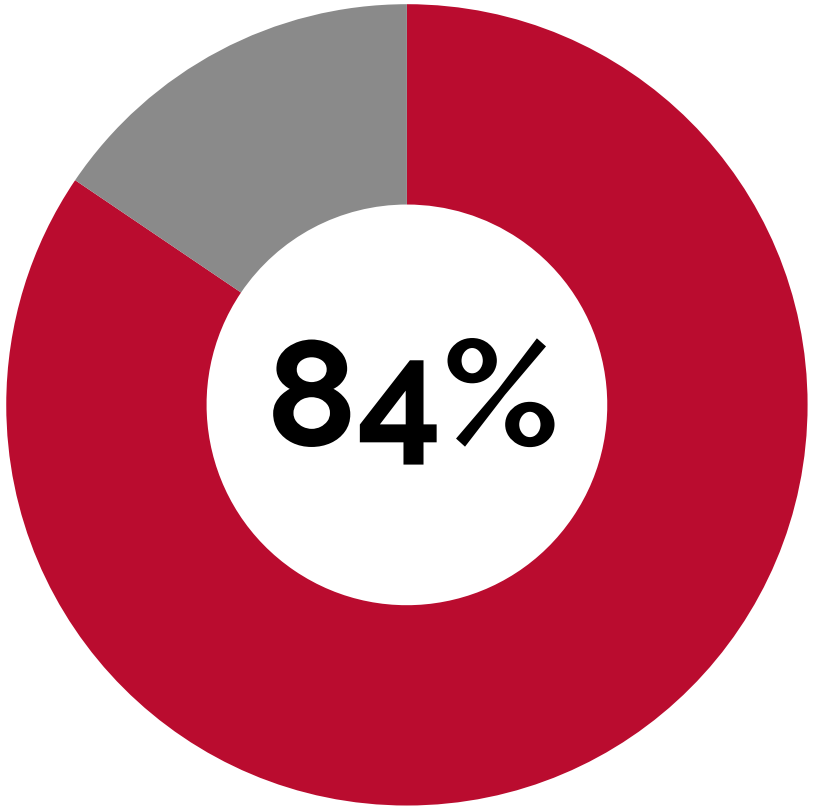
SELECT FINDINGS

Resident Insights on Leisure Time Activities and Quality of Place Amenities

Where Free Time is Spent

Finding: The vast majority, 84%, of respondents indicated they spend their leisure time in Hendricks County ("Stayers"), especially when they have a free evening or day

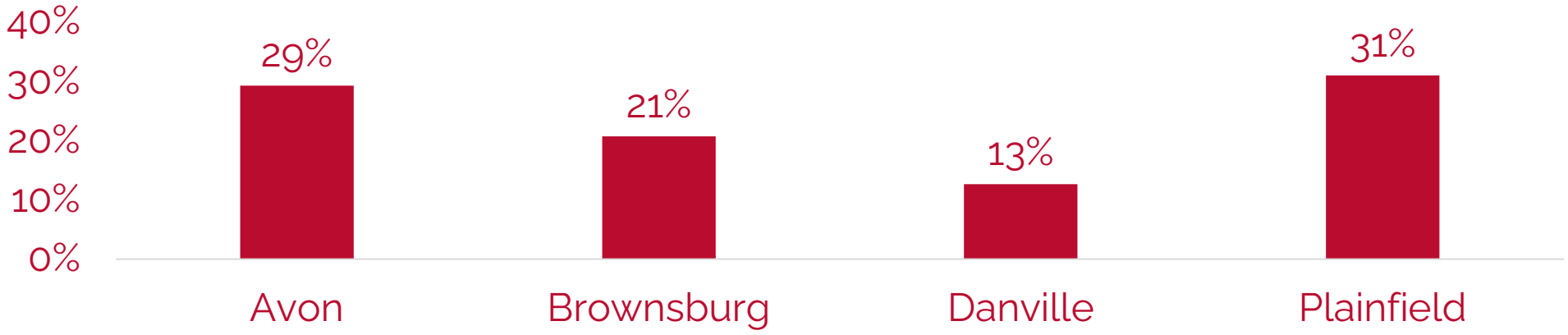
85% of White respondents stay local
78% of Black/African-American respondents stay local
65% of Latino/a/x respondents stay local
(note: response totals vary)



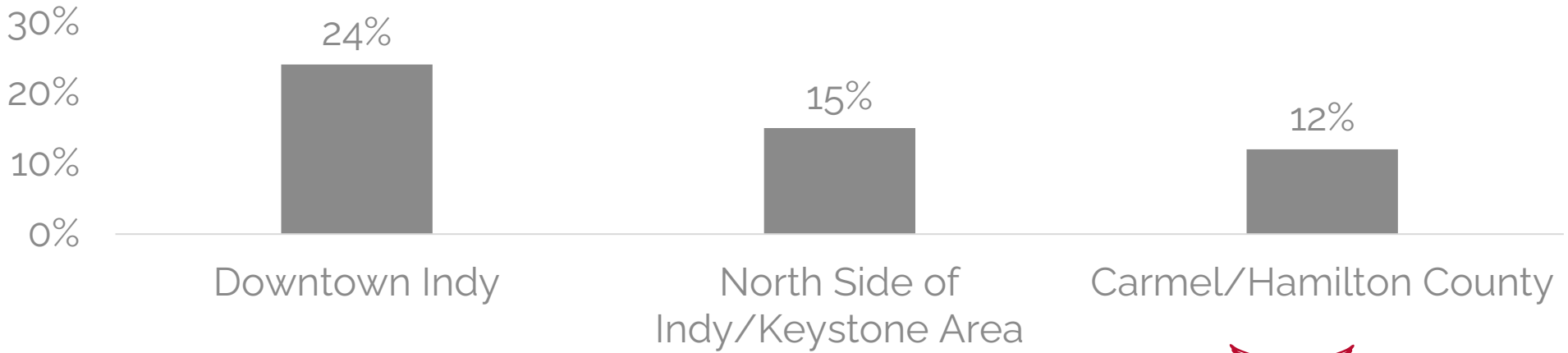
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Where Free Time is Spent

Where "Stayers" (84%) Spend Free Time in Hendricks (Top 4)



Where "Goers" (16%) Spend Free Time outside Hendricks County (Top 3)



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Reasons for Staying or Going

Reasons for Staying (1-7)	Reasons for Going (1-7)
Easier to get to	**More options for things to do**
Familiarity with what's happening	**It offers the things I like to do**
Cost of amenities/activities	Familiarity with what's happening
Desire to support local businesses and organizations	Value of experience
Value of experience	Cost of amenities/activities
It offers the things I like to do	Easier to get to
More options for things to do	Desire to support local businesses and organizations

Finding: Convenience factors generally motivate "stayers" while variety and amount of options are the prime motivation "goers" have for spending most free time outside of the county.

Additional Insight: Black/African-American focus group participants stated they often, if not mostly, looked to Indianapolis for entertainment options citing a lack of diversity and inclusivity for local cultural offerings among other reasons.

ACTIVITIES/AMENITIES OF NOTE (Inside Hendricks County):



Restaurants are a clear driver of free-time decisions. Dining out is a popular activity for residents. There's room for improvement related to the diversity and uniqueness of restaurants and culinary experiences (wineries, breweries, etc.).

82% of respondents said they are ***extremely or very interested*** in restaurants within Hendricks County

69% of respondents indicated they are ***extremely likely*** to take an out-of-town visitor to a restaurant in Hendricks County

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ACTIVITIES/AMENITIES OF NOTE (Inside Hendricks County):



Outdoor Amenities are another driver of how free time is spent. Interest level is high. Parks and trails are loved, but increased connectivity among the parks and trails and also to neighborhoods and population centers is a potential area for improvement.

80% of respondents said they are ***extremely or very interested*** in outdoor amenities within Hendricks County

47% of respondents indicated they are ***extremely likely*** to take an out-of-town visitor to an outdoor amenity in Hendricks County

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ACTIVITIES/AMENITIES OF NOTE (Inside Hendricks County):

33% of respondents said they are ***not at all interested*** in motorsports within Hendricks County (35% F; 22% M)

38% of respondents indicated they are ***extremely unlikely*** to take an out-of-town visitor to a motorsports attraction in Hendricks County



Residents are generally not inclined to take an interest or participate in Motorsports as a free-time activity.

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Frequency of Use:

Top Two Most Frequented Types of Amenities/Activities per Frequency Interval INSIDE of Hendricks County:

Daily	Weekly	Monthly	1-2 Times/Yr.	Never
13% Outdoor Amenities	**65%** Restaurants	**39%** Downtowns, Main St.	**53%** Rural Amenities	**57%** Motorsports
9% Restaurants	**55%** Retail Stores	**35%** Events, Festivals	**51%** Events, Festivals	**38%** Event Centers, Mtg. Spaces

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Frequency of Use:

Top Two Most Frequented Types of Amenities/Activities per Frequency Interval OUTSIDE of Hendricks County:

Daily	Weekly	Monthly	1-2 Times/Yr.	Never
4% Restaurants	**29%** Restaurants	**45%** Restaurants	**60%** Events, Festivals	**53%** Motorsports
3% Retail Stores	**20%** Retail Stores	**42%** Retail Stores	**59%** Rural Amenities	**43%** Event Centers, Mtg. Spaces

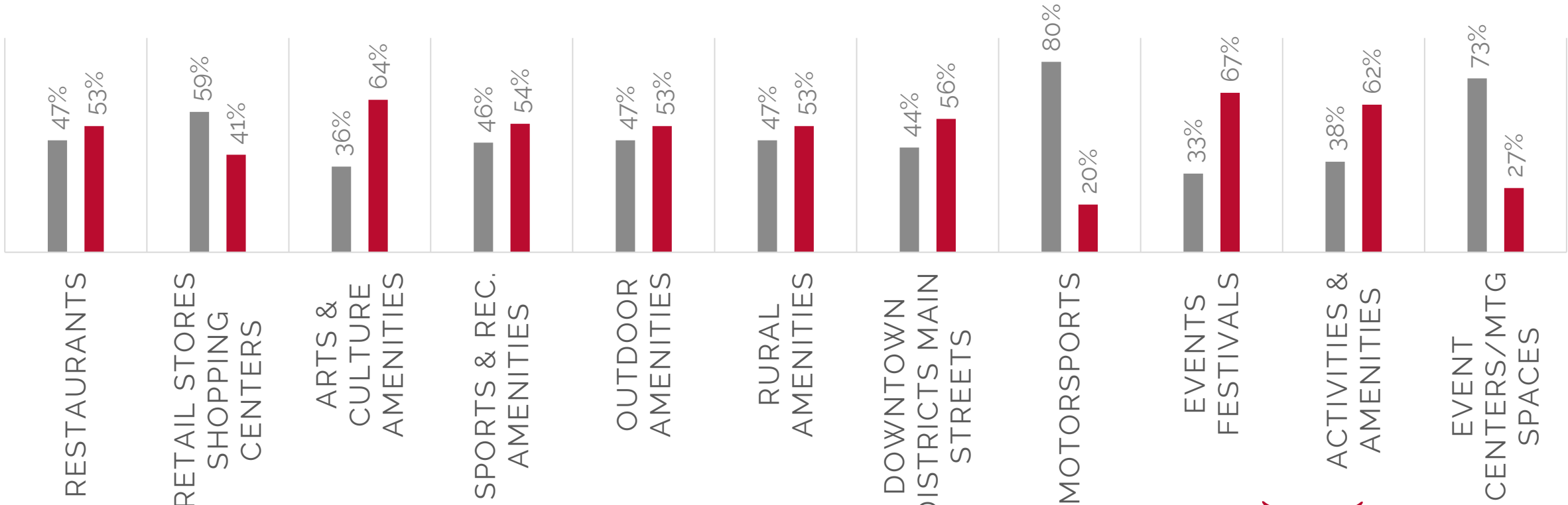
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Likelihood of Taking Visitors:

Amenity/Activity Type	Extremely Likely		Extremely Unlikely	
	Inside Co.	Outside Co.	Inside Co.	Outside Co..
Restaurants	**69% (1)**	**40% (1)**	1%	4%
Retail Stores/Shopping	35%	20%	4%	9%
Arts & Culture Amenities	17%	19%	10%	11%
Sports & Rec. Amenities	18%	13%	**13% (3)**	**18% (T2)**
Outdoor Amenities	**47% (2)**	**23% (3)**	2%	9%
Rural Amenities	27%	14%	5%	12%
Downtowns/Main Streets	25%	19%	4%	10%
Motorsports	9%	9%	**38% (1)**	**40% (T1)**
Events & Festivals	**37% (3)**	**24% (2)**	3%	6%
Activities & Attractions	17%	13%	12%	**18% (T2)**
Event Centers & Mtg. Spaces	6%	5%	**31% (2)**	**40% (T1)**

Satisfaction with Availability:

Has Enough (Top 3 by % of Responses)	Motorsports, 80%
	Event Centers/Meeting Spaces, 73%
	Retail Stores/Shopping Centers, 59%
Needs More (Top 3 by % of Responses)	Events, Festivals, 67%
	Arts and Culture Amenities, 64%
	Activities and Attractions, 62%



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FINAL THOUGHTS + QUESTIONS

Resident Insights on Leisure Time Activities and Quality of Place Amenities

Recap of Select Findings:

Where residents spent free time:

- Residents overwhelmingly spend their free time in Hendricks County. The reasons for staying in county, for those who choose to, may have more to do with ease of access and familiarity than with alignment with interests. This may be especially true among residents of color.
- Avon, Plainfield, Brownsburg are where most residents go to spend free time within the county. Downtown Indianapolis is the top destination outside of the county for residents to explore.

What residents like to do in their free time:

- Dining out is a popular leisure time activity. There is also room for improvement related to variety and uniqueness of food options.
- Residents are very interested in outdoor recreation. Parks and trails are loved, but increased physical connectivity is a potential area for improvement.
- Residents have little interest in Motorsports as a free-time activity.

Additional Note: Demographic differences likely impact how residents engage with various amenities and activities, but perhaps only marginally. More research is needed to ascertain the depth and breadth of the impact.

Questions:







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Thank you



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