

FEBRUARY 10, 2025

Reston Community Center Community Survey 2024



Weldon Cooper Center
for Public Service



2025 RCC Community Relations & Program/Policy
Joint Meeting



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2024 Survey Topics

- Awareness and support for RCC
- Current/projected use of programs & services
- Barriers to participation
- Preferences for a second facility
- Sources for communication

Survey Design & Response

Mixed-probability, multi-mode in multiple languages

- Probability address-based sample of Reston HH, mail-forward + web
- Non-probability open access web
- Data collected July 8th – October 10th, 2024

1,034 probability-based completed surveys

- RR 19.3% | MOE +/- 3.7%
- Statistically generalizable results based on weighted data
 - Sampling and post-stratification weights applied

Demographic Overview

	Survey Data	Reston Pop'n
Race/Ethnicity*		
White	70%	70%
Black/African American	9%	9%
Asian	12%	12%
Multiracial/Another race	9%	8%
Homeownership Status*		
Own	62%	62%
Rent	38%	38%
Household Income		
Less than \$50,000	10%	16%
\$50,000 to \$99,999	18%	18%
\$100,000 to \$149,999	25%	21%
\$150,000 and higher	47%	45%

	Survey Data	Reston Pop'n
Sex		
Male	38%	48%
Female	62%	52%
Age		
18-29	6%	20%
30-39	18%	18%
40-49	17%	16%
50-64	24%	25%
65+	35%	20%
Marital Status		
Married	56%	51%
Divorced	16%	13%
Widowed	7%	4%
Single	21%	33%
Children in the Home		
Yes	21%	23%
No	79%	77%

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Selected Results



AWARENESS AND SUPPORT FOR RCC

USE OF RCC & BARRIERS

PREFERENCES FOR A SECOND FACILITY

COMMUNICATIONS

Awareness & Support

96%
HAVE HEARD
OF RCC

87% RCC IS SOMEWHAT/ VERY
IMPORTANT TO QUALITY OF LIFE

RCC MAKES RESTON MORE ATTRACTIVE...

↳ TO LIVE **91%**

↳ FOR BUSINESSES **82%**

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Selected Results

AWARENESS AND SUPPORT FOR RCC

 **USE OF RCC & BARRIERS**

PREFERENCES FOR A SECOND FACILITY

COMMUNICATIONS

Participation in RCC

Usage

48% USED RCC IN LAST 12 MO

TOP REASONS FOR NOT ATTENDING IN PRIOR YEAR:

- 42%** TOO BUSY
- 30%** UNAWARE OF CURRENT PROGRAMS

72% USED RCC EVER

Desired Participation

82% WANT TO USE RCC MORE

TOP PROGRAMS OF INTEREST:

- 79%** CLASS
- 59%** WORKSHOP
- 55%** PERFORMANCE

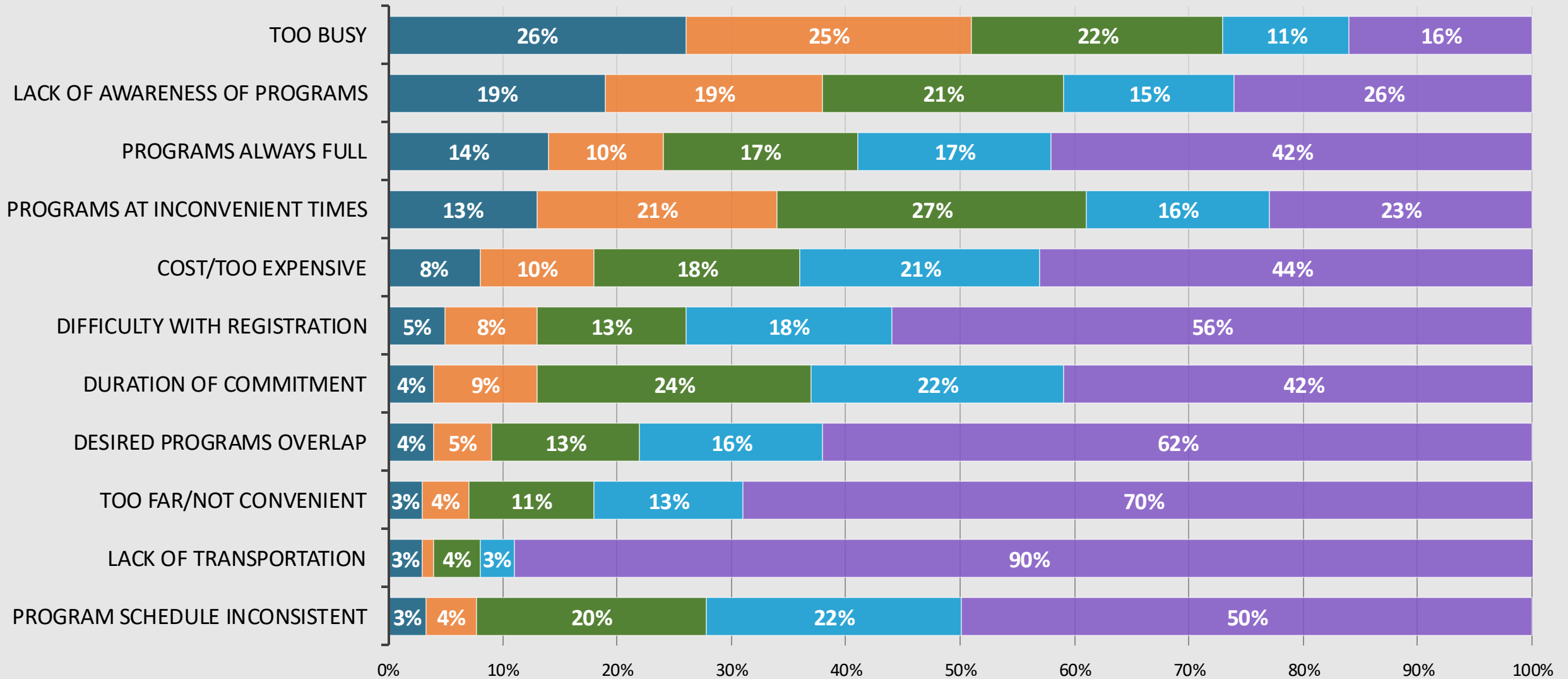
Barriers to Participation

To what extent are the following items a barrier to your ability to participate in RCC programs or services?

- Cost/too expensive*
- Lack of transportation*
- Location of programming too far/not convenient*
- Duration of commitment*
- Not enough time/too busy*
- Program schedule is inconsistent*
- Current programs are scheduled at inconvenient times*
- Programs that I want to take overlap*
- Lack of awareness for existing programs*
- Difficulty with registration*
- Programs always full*
- Something else*

Barriers to participation in RCC

■ 5 Significant barrier ■ 4 ■ 3 ■ 2 ■ 1 Not at all a barrier



Use of RCC Programs & Services

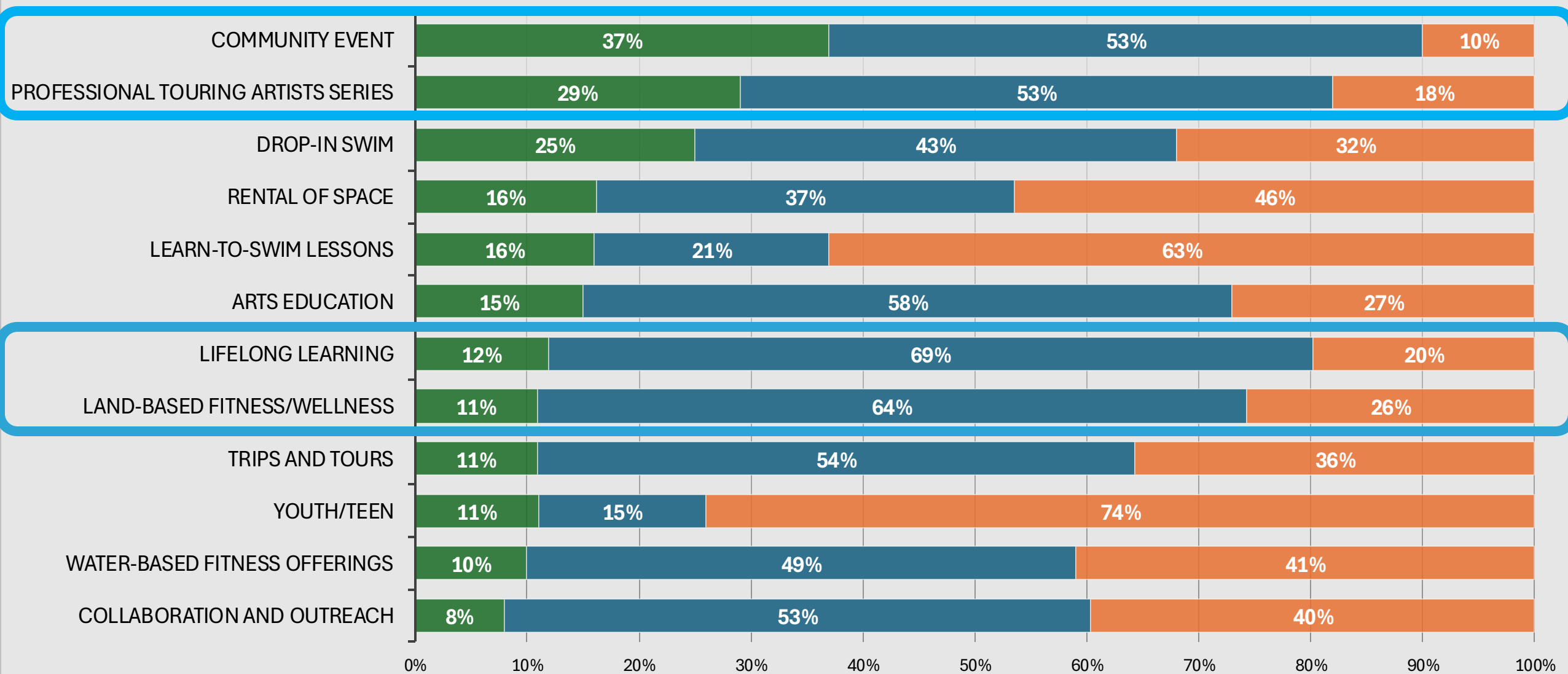
Please rate your participation or interest for each of the following program types

Have/currently participate | May be interested | Not interested

- *Rental of space*
- *Drop-in swim*
- *Learn-to-swim lessons*
- *Water-based fitness offerings*
- *Arts education*
- *Community event*
- *Professional Touring Artists Series at the CenterStage*
- *Youth/teen*
- *Lifelong learning*
- *Land-based fitness/wellness*
- *Collaboration and outreach*
- *Trips and tours*

Participation and Interest by Program Type

■ Have participated/Currently participate ■ May be interested ■ Not interested



Program Preferences

Relevant existing programs

- COMMUNITY EVENTS
- PROFESSIONAL TOURING ARTIST SERIES
- LIFELONG LEARNING
- LAND-BASED FITNESS
- ARTS EDUCATION

Programs like to see offered

- FITNESS, SPORTS, AND WELLNESS PROGRAMMING
- AGE-SPECIFIC PROGRAMMING
- ADDITIONAL CLASSES (E.G., DANCE, PAINTING, MUSIC, ETC.)

Ideas for RCC on Wheels

- ARTS EDUCATION OR ART CLASSES
- AGE-SPECIFIC PROGRAMMING
- PERFORMING ARTS
- FITNESS, SPORTS, AND WELLNESS PROGRAMMING

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Selected Results

AWARENESS AND SUPPORT FOR RCC

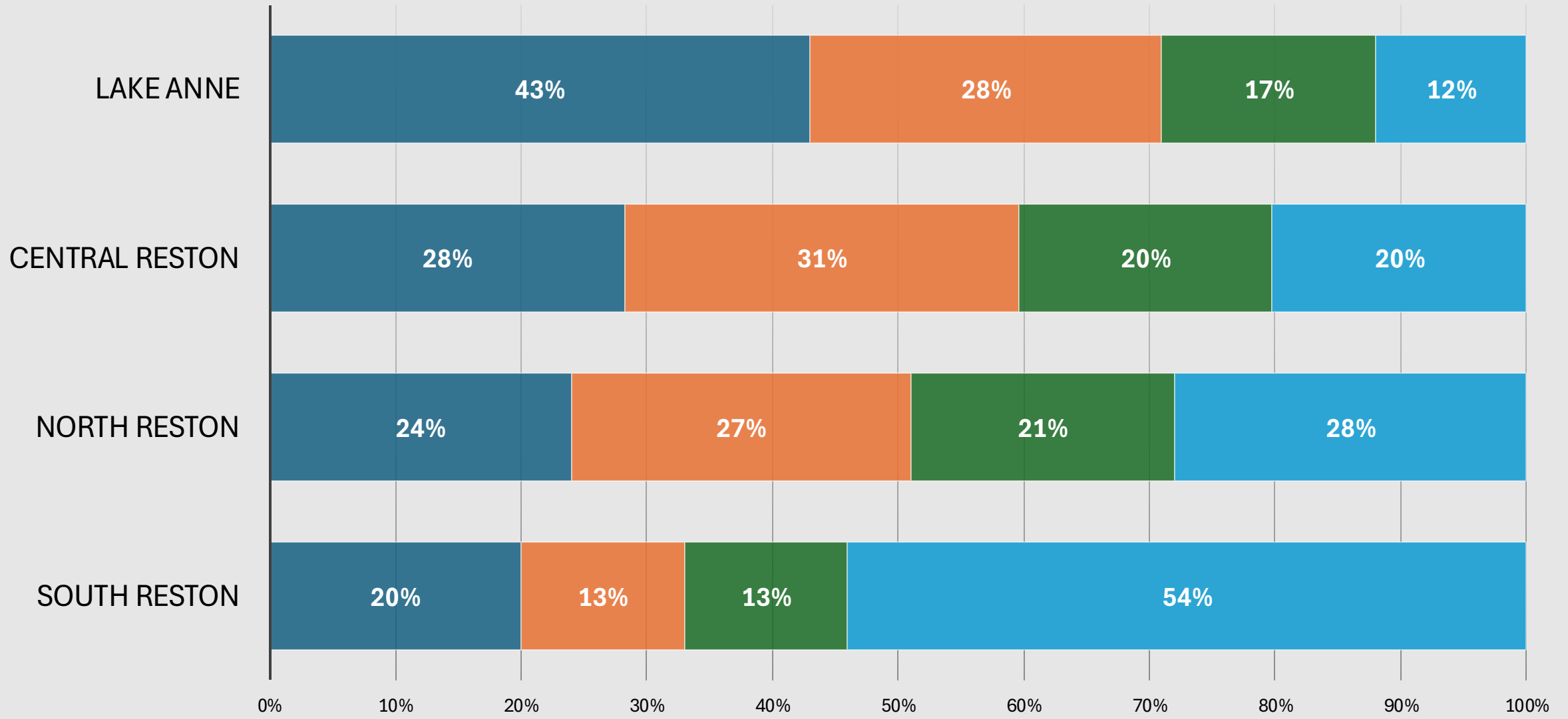
USE OF RCC & BARRIERS

➔ PREFERENCES FOR A SECOND FACILITY

COMMUNICATIONS

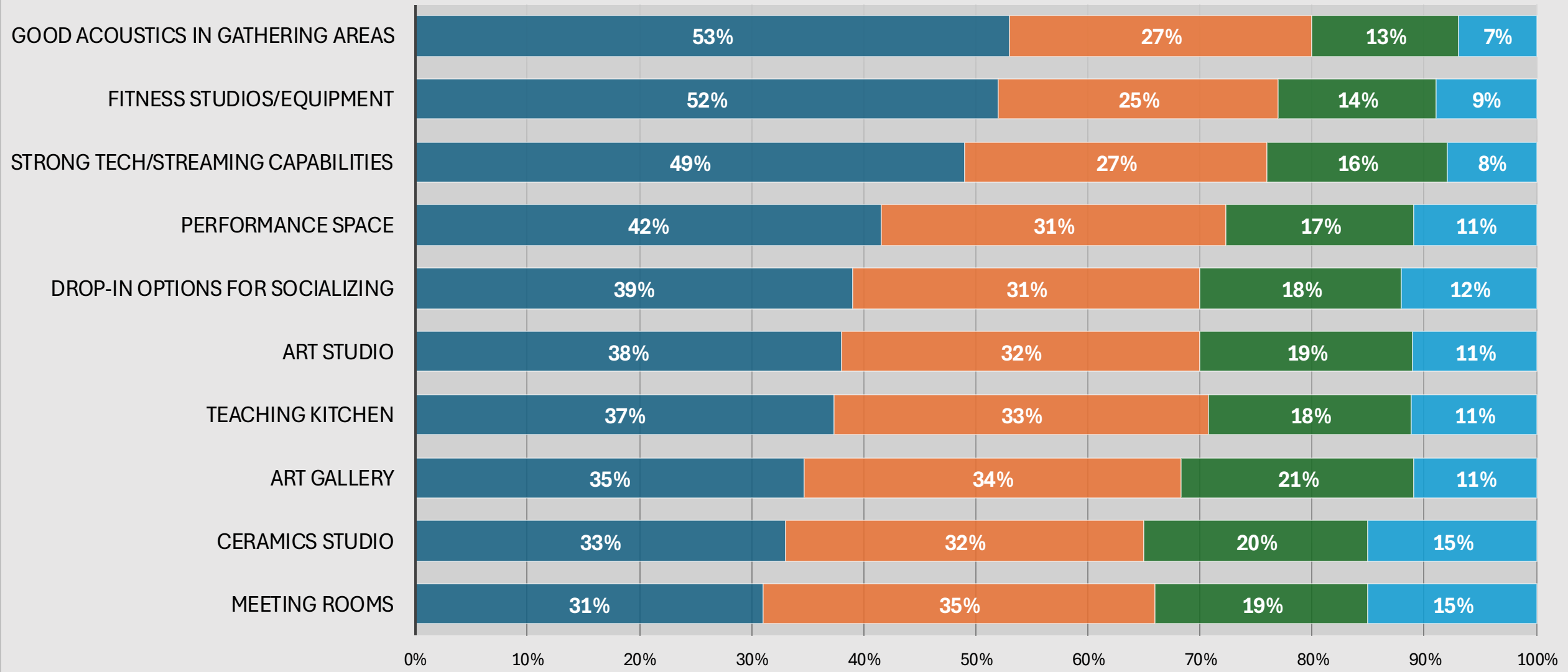
Location Preference for Second Facility

■ Strongly prefer ■ Somewhat prefer ■ Slightly prefer ■ Not at all prefer



Second Facility Features Preference

■ Strongly prefer ■ Somewhat prefer ■ Slightly prefer ■ Not at all prefer



Priorities for Second Facility

Access

IMPORTANT FOR FACILITY TO BE IN PROXIMITY TO...

- 73% BIKE/WALKING TRAILS
- 64% PUBLIC TRANSIT

Types of programs

- 72% FITNESS & WELLNESS
- 60% SOCIAL EVENTS
- 56% PERFORMING ARTS
- 56% LIFE SKILLS CLASSES

Ownership

- 56% OWN THE BUILDING
- 18% LEASE
- 28% JOINT ARRANGEMENT

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Selected Results

AWARENESS AND SUPPORT FOR RCC

USE OF RCC & BARRIERS

PREFERENCES FOR A SECOND FACILITY

→ COMMUNICATIONS

Sources of Leisure Information

Regularly used media

- 60%** ONLINE JOURNALISM
- 48%** FACEBOOK
- 43%** TELEVISION STREAMING
- 40%** INSTAGRAM

Sources for leisure-time activities

- 59%** FRIENDS & FAMILY
- 58%** INTERNET SEARCH
- 44%** SOCIAL MEDIA

Sources for RCC information

- 73%** RCC SEASONAL PROGRAM GUIDE
- 33%** RCC WEBSITE
- 28%** CENTERSTAGE MAILER
- 21%** PROGRAM FLYERS

Thank you! Questions?

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Learn more about the Cooper Center:



APPENDIX

Sampling Stratification Summary for Probability Sample

Stratum	Category	Households in Reston		Households in ABS Sample	
		Count	%	Count	%
1	Very low response propensity	3,727	14.2%	954	17.9%
2	Low response propensity	4,018	15.3%	911	17.0%
3	Average response propensity	4,991	19.0%	861	16.1%
4	Above average response propensity	10,590	40.3%	2,087	39.0%
5	Very high response propensity	2,941	11.2%	533	10.0%
Total		26,267	100.0%	5,346	100.0%

Data Collection Modes & Dates

Task	Sample	Date
Mail advance letters	Probability	July 8, 2024
Mail first questionnaire packets	Probability	July 12, 2024
Mail thank you/reminder postcard	Probability	July 22, 2024
Make online open-access survey accessible	Non-probability	August 5, 2024
Mail second questionnaire, web-referral packets	Probability	August 23, 2024
Mail closeout reminder postcard	Probability	August 30, 2024
Close data collection	Probability & Non-probability	October 10, 2024

Survey Completion by Mode and Sample Type

	Mode of Data Collection		
Sample Type	Paper	Web	Total
Probability	827	207	1,034
Non-probability	0	40	40
<i>Total</i>	<i>827</i>	<i>247</i>	<i>1,074</i>

19.3% response rate for probability sample

Weighting of Probability Sample

- **Base-weighting: Each household receives a weight inverse to its probability of selection under the sampling design**
- **Post-stratification weighting using race by homeownership**
 - White homeowner
 - White renter
 - African American/Black homeowner
 - African American/Black renter
 - Asian homeowner
 - Asian renter
 - Native Hawaiian/Pacific Islander homeowner
 - Native Hawaiian/Pacific Islander renter
 - American Indian/Alaska Native homeowner
 - American Indian/Alaska Native renter
 - Multiracial/Other race homeowner
 - Multiracial/Other race renter

Post-stratification weighting

	Survey Data		Reston Pop'n	
	Own	Rent	Own	Rent
White	46.7%	23.6%	46.7%	23.6%
African-American/Black	3.8%	5.4%	3.8%	5.4%
Asian	6.5%	5.5%	6.5%	5.5%
Native Hawaiian/ Pacific Islander	0.1%	0.0%	0.0%	0.0%
American Indian/ Alaska Native	0.1%	0.0%	0.0%	0.1%
Multiracial/Another race	4.4%	3.9%	4.4%	3.9%
<i>Total</i>	<i>61.6%</i>	<i>38.4%</i>	<i>61.5%</i>	<i>38.5%</i>

Margin of Error

- **Margin of error for probability sample = +/- 3.7 percent at the 95% level of confidence**
 - Design effect due to weighting = 1.509
 - Finite population correction factor = 0.980