



2026 Community Survey Results

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Background, Objectives & Methodology

Background

A survey was conducted to solicit feedback from the community to better understand their current satisfaction levels and perceptions of the Park District. Questions from this research study have been conducted in 1991, 2001, 2011 and 2021 and utilized unique samples of individuals each time. The purpose of this research is to compare trends over time to determine potential behavioral shifts across these different samples.

Objectives

This research covered objectives, including but not limited to the following;

- Understand perceptions of the general population on various components of Cleveland Metroparks
- Understand guest satisfaction, overall impression, program attendance, motivators, etc.
- Gauge awareness (familiarity, usage, attributes, etc.)

Methodology

WHO: 1,219 respondents over the age of 18, 800 of which reside in Cuyahoga County

WHEN: June 2026

HOW: Online study using a third-party maintained panel

Demographics

	Overall n=1219
GENDER	
Female	57%
Male	42%
Other	0%

AGE	
18-24	9%
25-34	16%
35-44	19%
45-54	18%
55-64	18%
65-74	15%
75+	5%

Mean Age: 48

	Overall n=1219
MARITAL STATUS	
Married	42%
Single/never married	37%
Divorced	13%
Widowed	5%
Separated	2%
Prefer not to say	1%

HH INCOME	
Under \$30,000	22%
\$30,000-\$49,999	19%
\$50,000-\$69,999	18%
\$70,000-\$89,999	19%
\$90,000 or more	23%

Mean Income: \$67,445

	Overall n=1219
ETHNICITY	
White/Caucasian	77%
African American/Black	21%
Hispanic, Latino/Latina	3%
Other	1%
Native American	1%
Asian	1%
Pacific Islander	0%

EDUCATION	
Grade school	1%
High school graduate	35%
Technical school	9%
College graduate	36%
Post college graduate	18%
Prefer not to say	1%

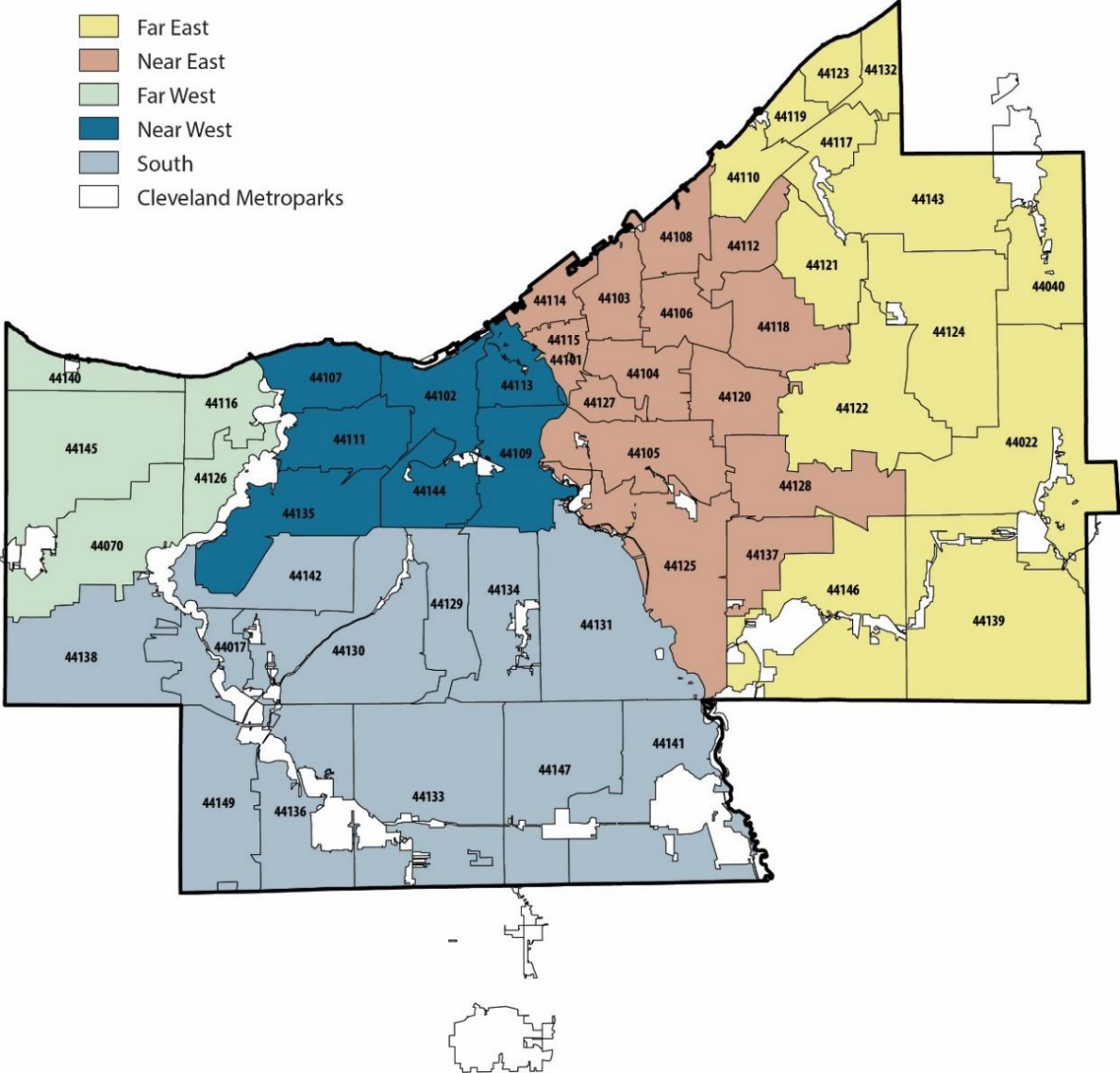
	Overall n=1219
COUNTY	
Cuyahoga	66%
Summit	14%
Lake	6%
Lorain	6%
Portage	4%
Medina	3%
Geauga	1%

AGES IN HOUSEHOLD	
Under 5	10%
5-9	14%
10-14	16%
15-17	11%
18-19	9%
20-24	15%
25-34	27%
35-44	28%
45-54	27%
55-64	27%
65-74	22%
75+	8%

% Under 18: 37%

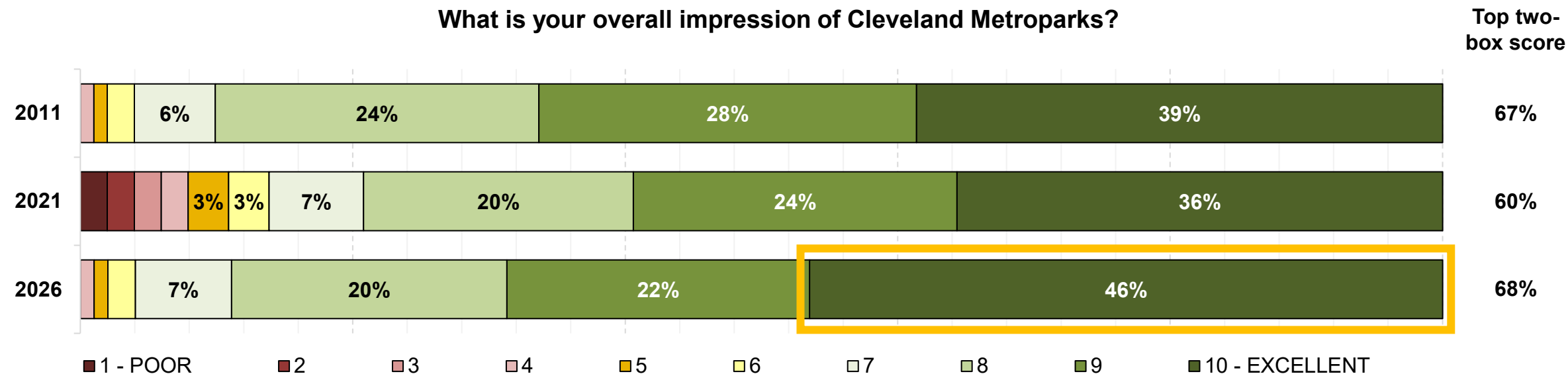
Cuyahoga County Zip Code Breakout

County Region	2021	2026	Census
Far East	17%	19%	18%
Near East	23%	30%	25%
Near West	19%	20%	18%
Far West	10%	8%	8%
South	31%	23%	30%



Overall Impression

- In 2026, the overall impression of Cleveland Metroparks was 68% when looking top two-box scores.
 - The percentage of respondents rating Cleveland Metroparks a 10/10 increased 10% from 2021.



This question was also asked on a 5-point scale.

- In 1991, 86% rated Cleveland Metroparks excellent or good (27% excellent, 59% good)
- In 2001, 93% rated Cleveland Metroparks excellent or good (48% excellent, 45% good)
- In 2011, 94% rated Cleveland Metroparks excellent or good (54% excellent, 40% good)
- In 2021, 92% rated Cleveland Metroparks excellent or good (48% excellent, 44% good)
- In 2026, 92% rated Cleveland Metroparks excellent or good (53% excellent, 39% good)

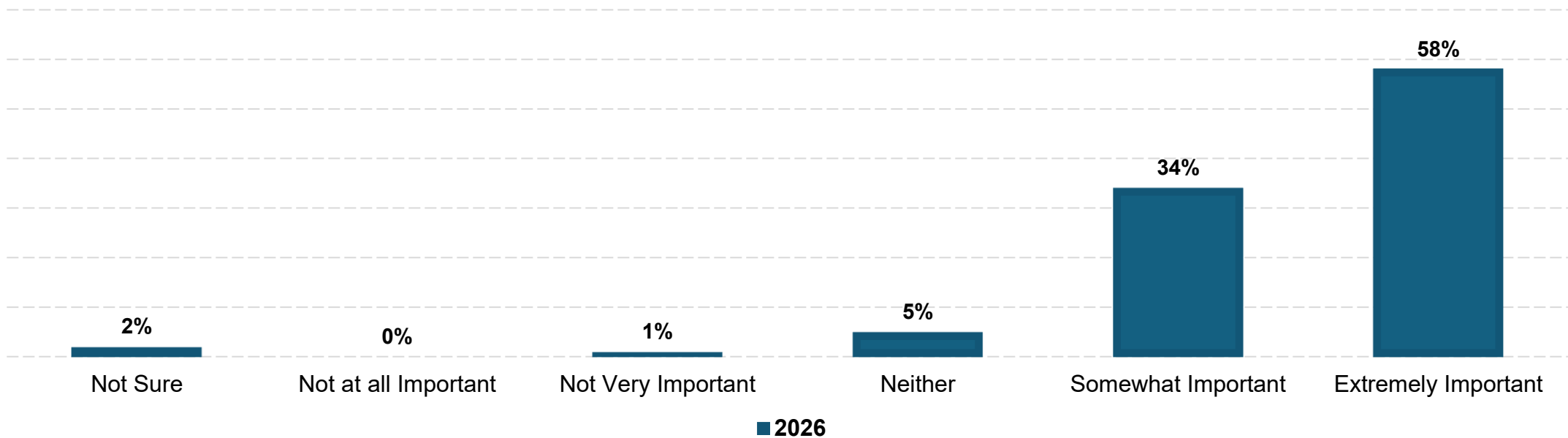
- Those with young children in the household tend to have a higher overall impression of Cleveland Metroparks.
- Overall impression of Cleveland Metroparks increases with age.
 - 18-34: 51% top two-box
 - 35-54: 64% top two-box
 - 55-64: 66% top two-box
 - 65+: 70% top two-box

Importance to Local Economy

- 92% of respondents feel that Cleveland Metroparks is somewhat or extremely important to our local economy.
 - When looking at Cuyahoga County respondents only, 94% feel Cleveland Metroparks is somewhat or extremely important to our local economy.

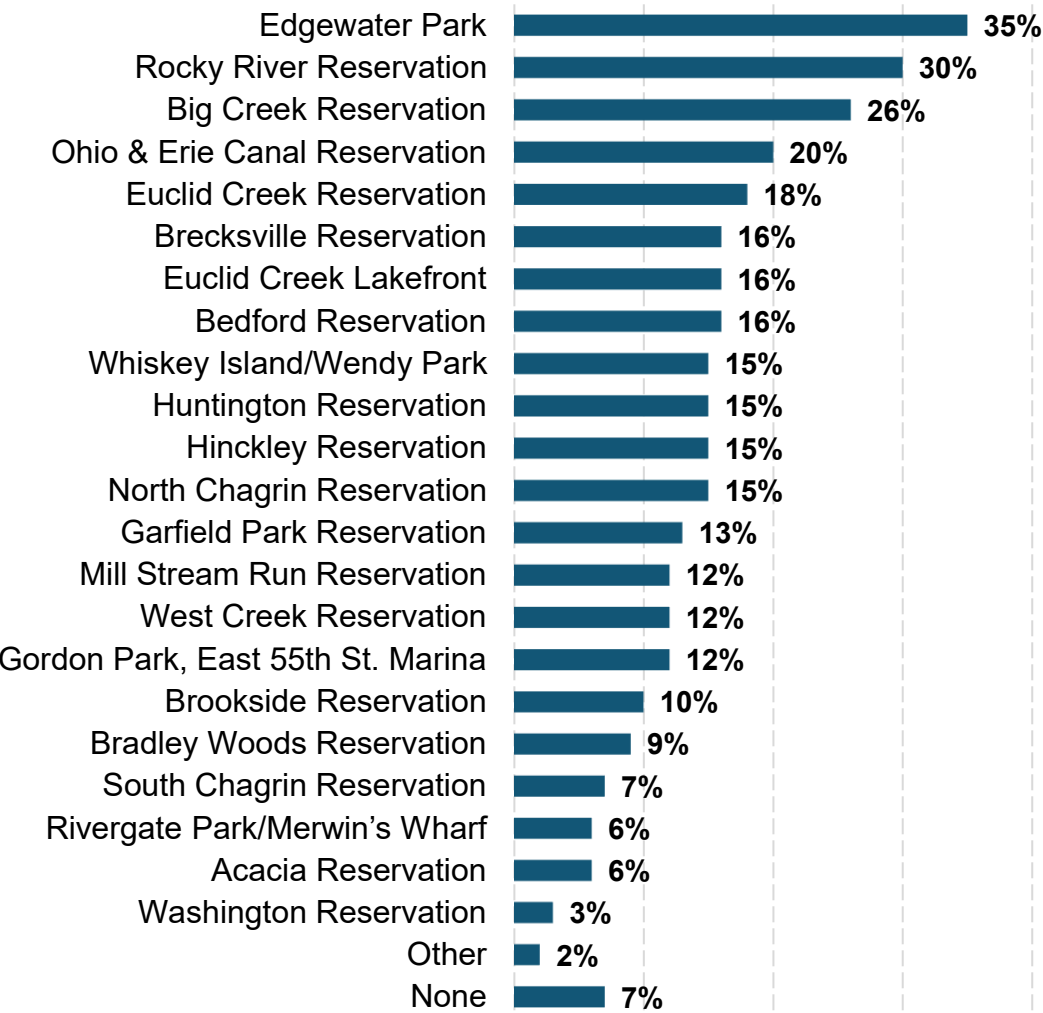
How important would you say Cleveland Metroparks is to our local economy?

n=1219



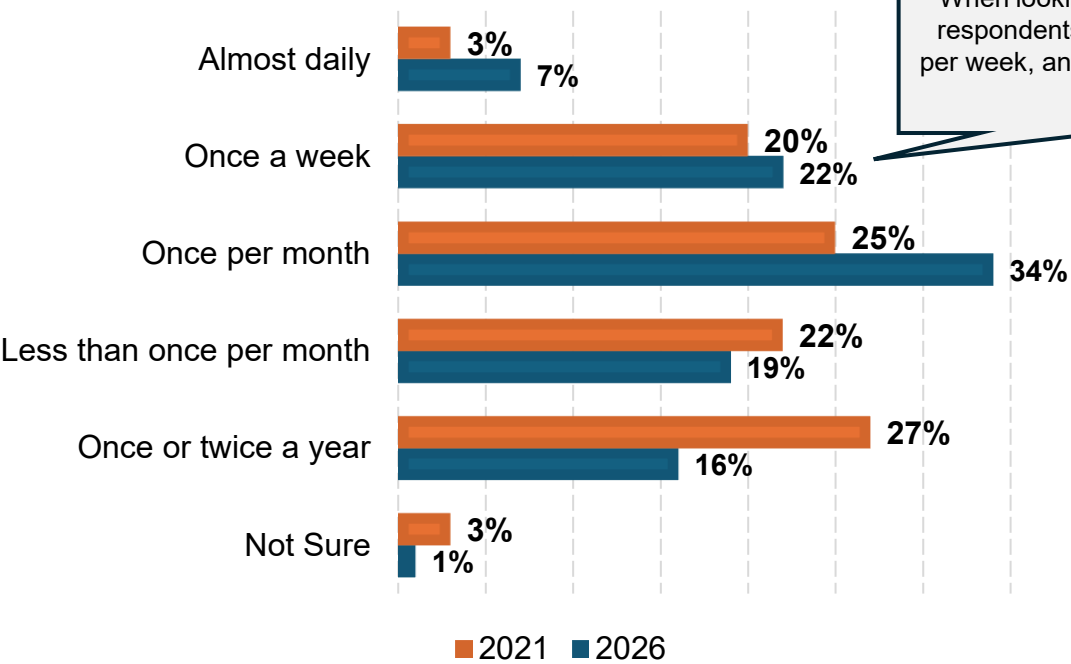
Park Reservations Most Frequented

Which of the following park reservations in Cleveland Metroparks do you visit most often? Select all that apply.



- Edgewater, Rocky River and Big Creek were the most frequented reservations of all respondents.
- Visitation frequency has increased since 2021, with more respondents visiting once per month or more.

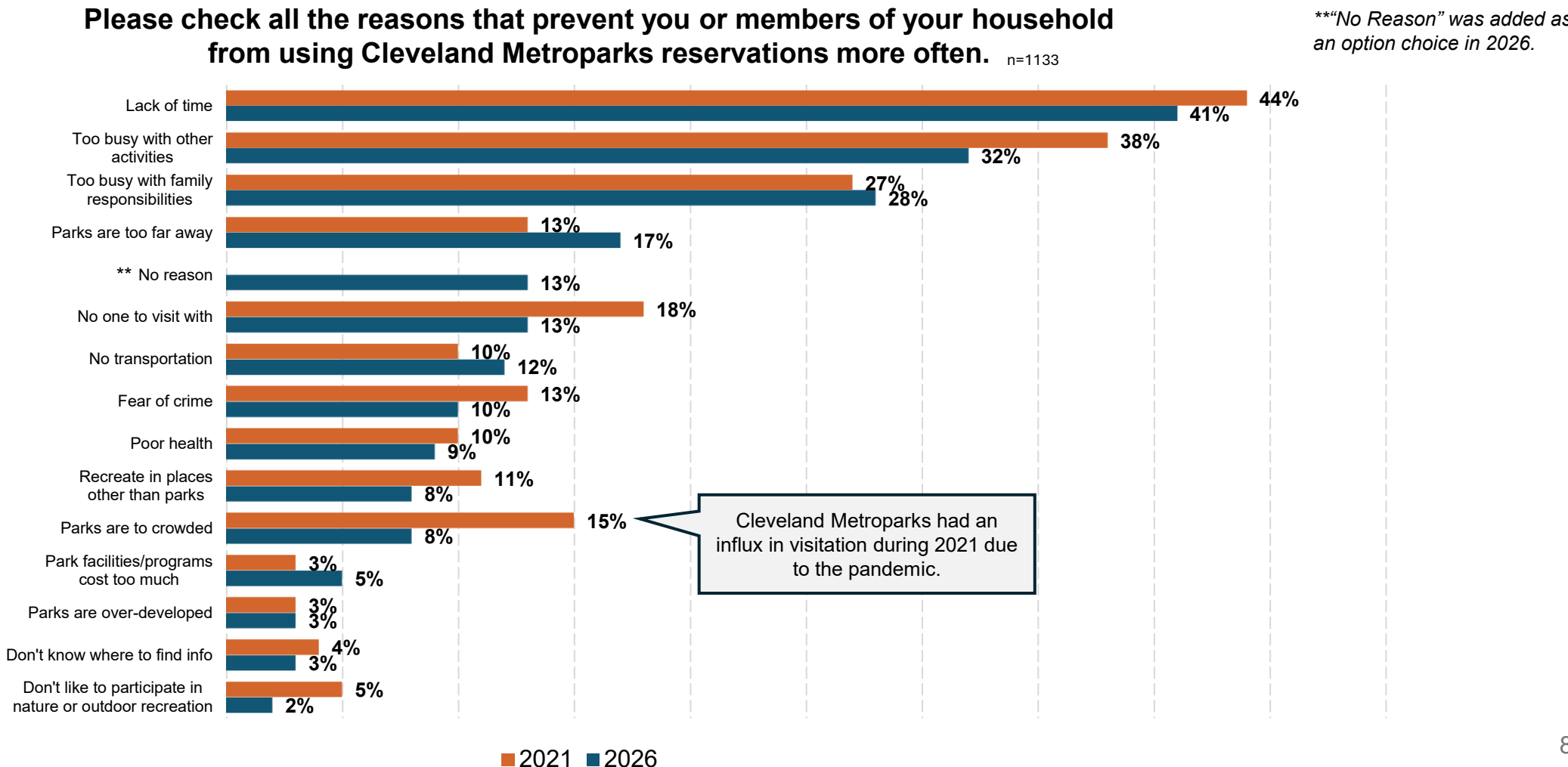
About how often do you visit the park reservations in Cleveland Metroparks? n=1133



When looking at Cuyahoga County respondents, 28% are visiting once per week, and 10% are visiting almost daily.

Barriers to Visiting Cleveland Metroparks

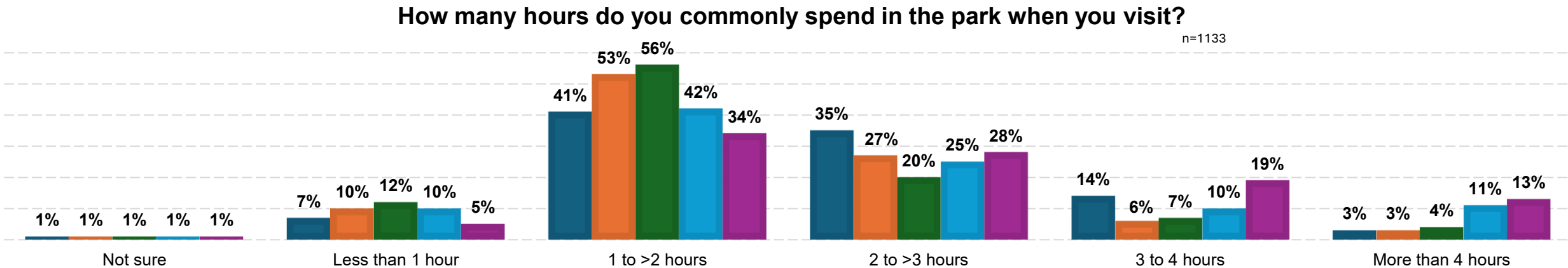
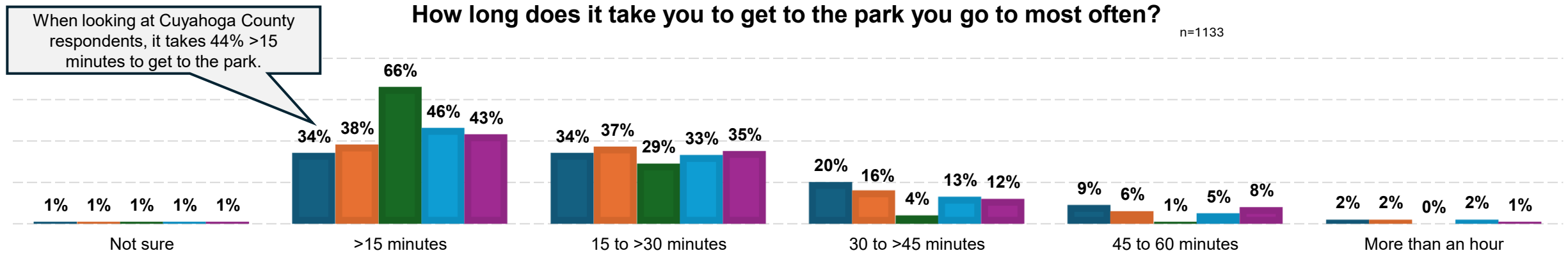
- The top three barriers to visiting Cleveland Metroparks reservations are lack of time, busy with other activities and family responsibilities, which is the same as in 2021.



Visitation Background Information

■ 2026 ■ 2021 ■ 2011 ■ 2001 ■ 1991

- Travel time trends have shifted as Cleveland Metroparks has acquired more land and created destination locations that people are willing to travel further for.
- 41% of respondents visit between 1-2 hours, while 35% visit between 2-3 hours.
 - Visiting for 3-4 hours saw an increase of 8% from 2021.



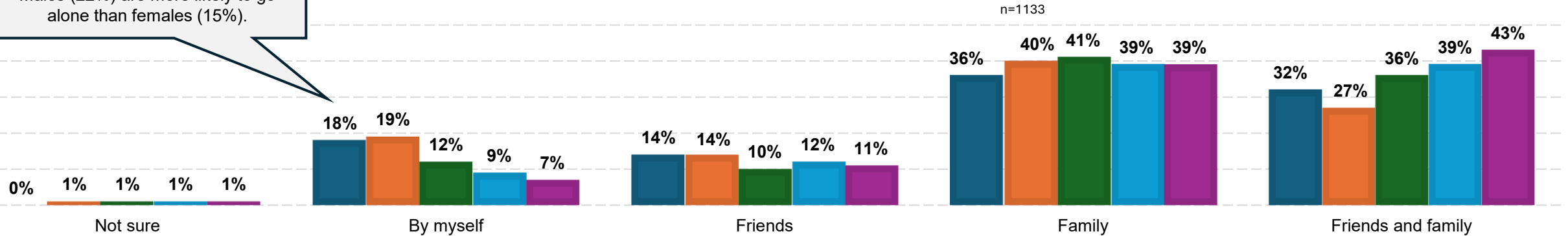
Visitation Background Information

■ 2026 ■ 2021 ■ 2011 ■ 2001 ■ 1991

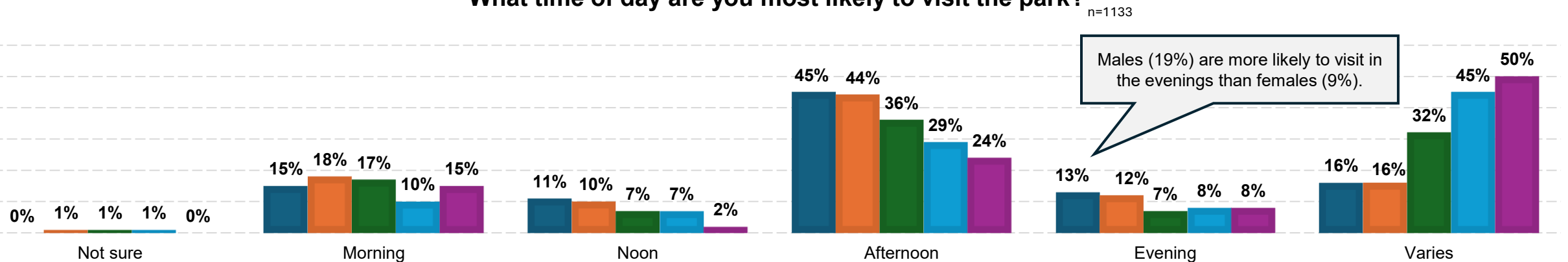
- Majority of respondents continue visiting mostly with friends and family, but in recent years there has been an increase in respondents visiting alone.
- The afternoon is the most preferred time to visit the parks, as busier schedules in recent years likely result in more consistent routines.

Who do you usually go to the park with?

Males (22%) are more likely to go alone than females (15%).



What time of day are you most likely to visit the park?

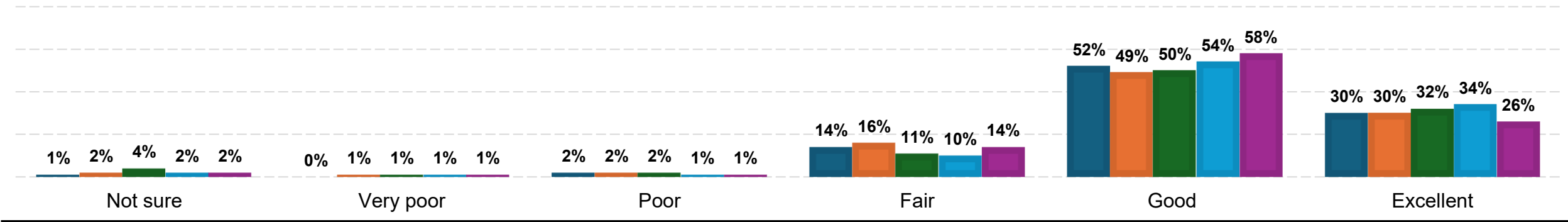


Facilities & Management Opinions

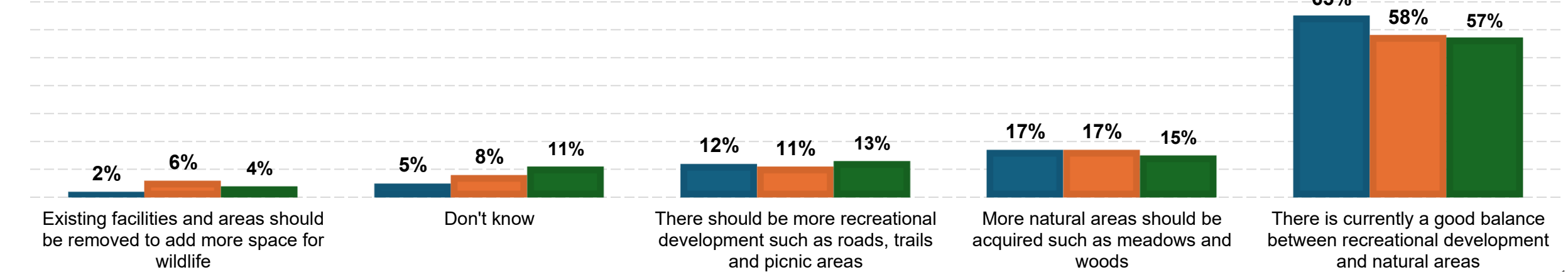
■ 2026 ■ 2021 ■ 2011 ■ 2001 ■ 1991

- Facilities have maintained a high level of satisfaction from respondents from 1991 to 2026.
- 65% of respondents feel there is currently a good balance of recreational development and natural areas throughout Cleveland Metroparks, which is an increase of 7% from 2021.

How would you rate the facilities in Cleveland Metroparks (i.e. picnic areas, restrooms, nature centers)? n=1133



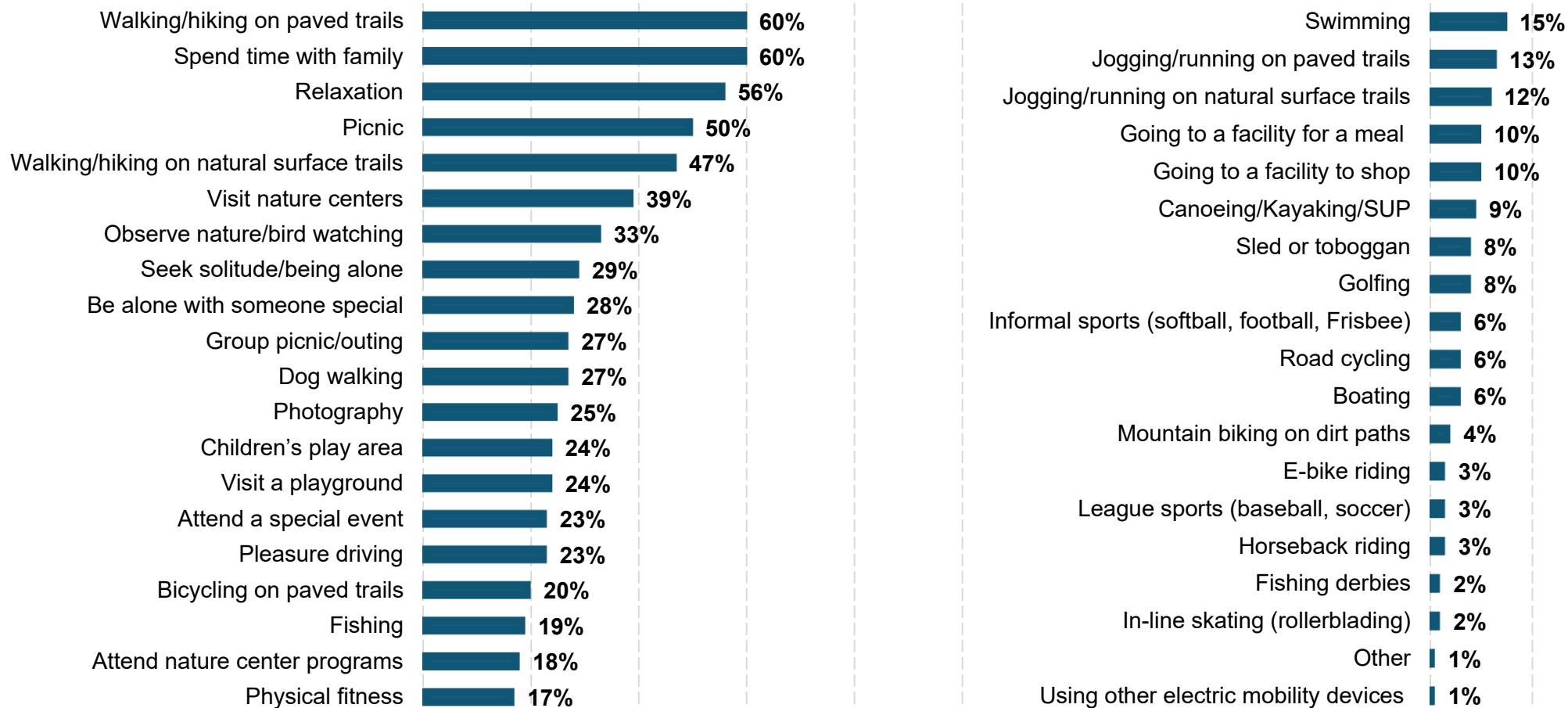
How should Cleveland Metroparks be managed? n=1133



Activities Participated in at CM

- The top 5 activities respondents do most frequently at Cleveland Metroparks locations are walk/hike on paved trails (60%), spend time with family (60%), relax (56%), picnic (50%) and walk/hike on natural surface trails (47%).

Please select the activities you do most frequently at Cleveland Metroparks locations.



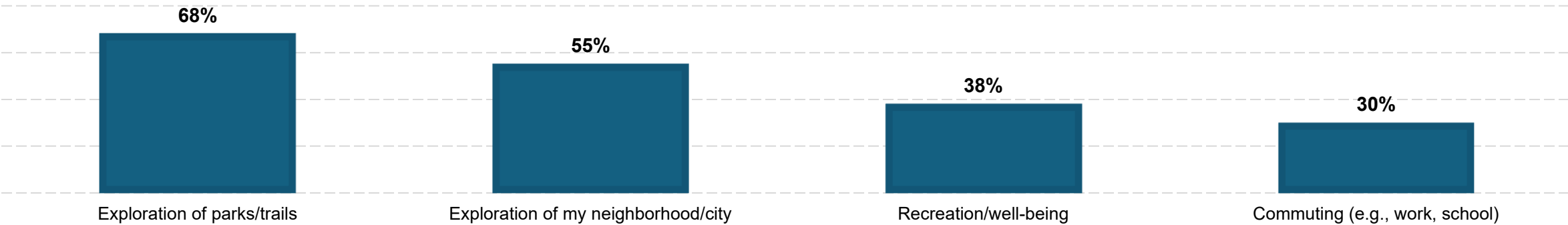
E-Bike, E-Scooter & Other EMD's

**Respondents who use e-bikes/other EMD's received these questions*

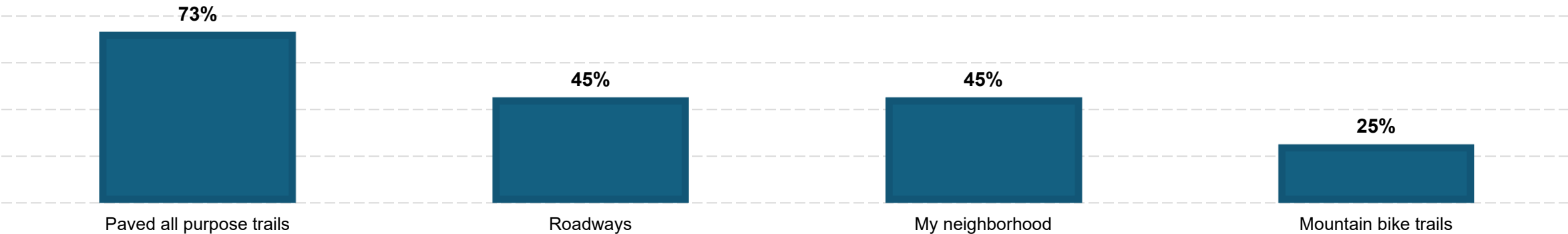
***Please note small sample size*

- 68% of EMD users utilize their device for exploring parks/trails, and 73% feel most comfortable using their device on paved all purpose trails.

Which of the following do you use your e-bike/e-scooter for?
Select all that apply. n=40**



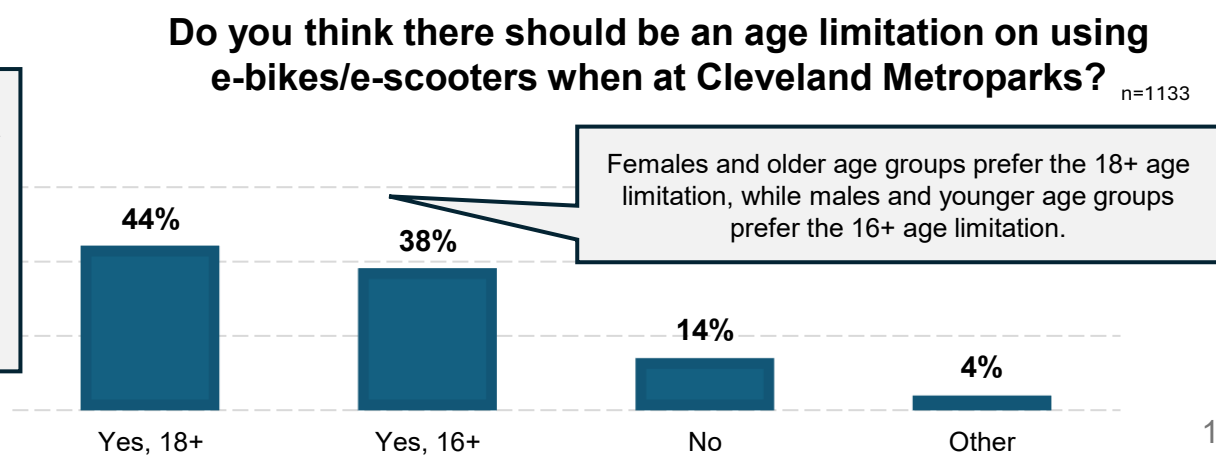
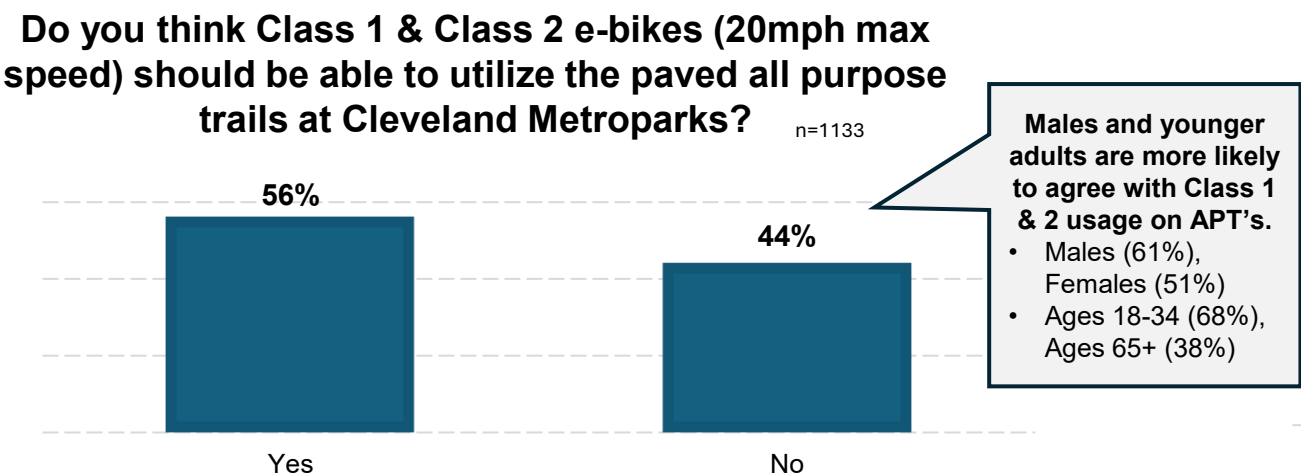
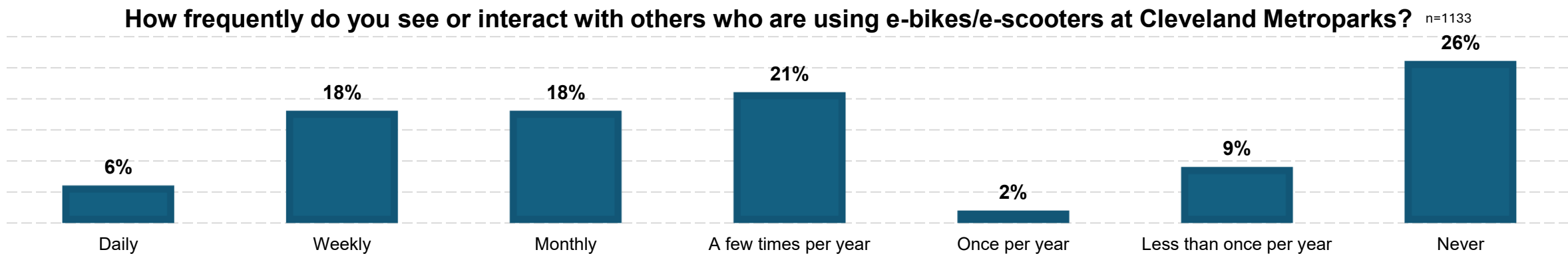
Where do you feel most comfortable using your e-bike/e-scooter?
Select all that apply. n=40**



E-Bike, E-Scooter & Other EMD's

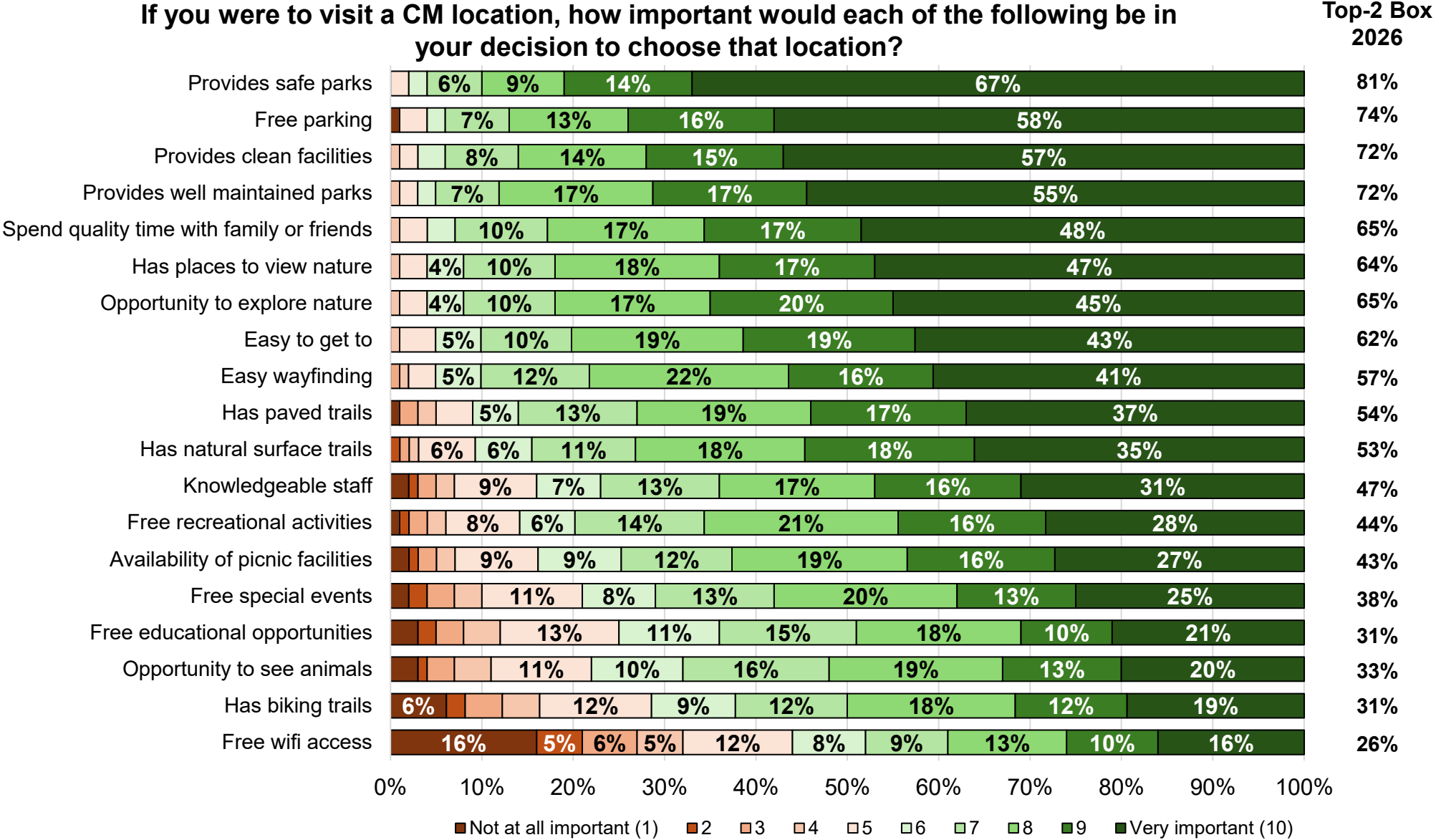
All respondents answered these questions

- 26% of respondents never interact with others using EMD's at Cleveland Metroparks, while 21% interact with them a few times per year, 18% monthly and 18% weekly.
- 56% of respondents think Class 1 & 2 e-bikes should be able to use paved all purpose trails at Cleveland Metroparks.
- 44% of respondents feel there should be an age limitation of 18+, and 38% feel the age limitation should be 16+.



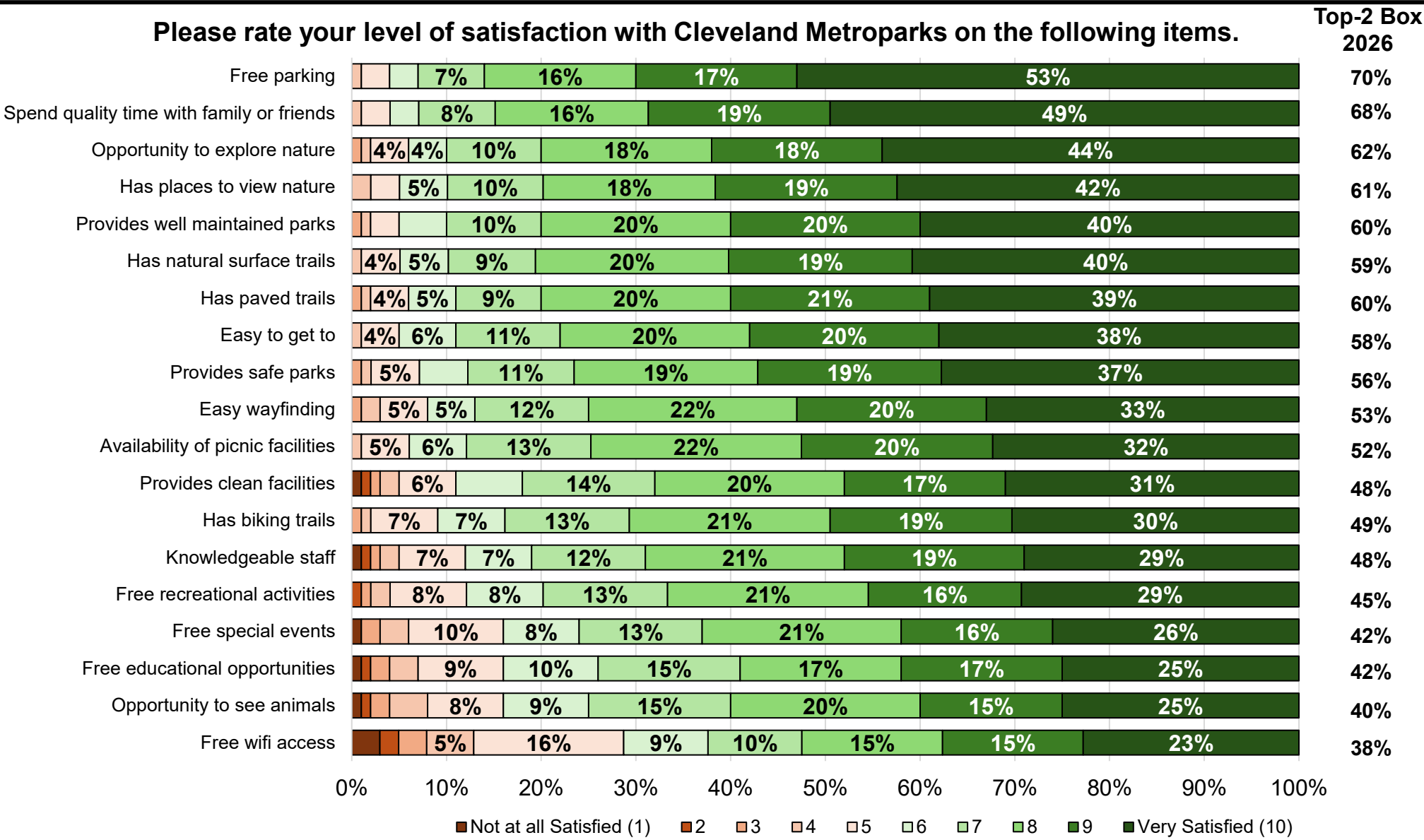
Importance of CM Offerings

- The most important offerings to respondents when looking at top two-box scores are providing safe parks (81%), free parking (74%), providing clean facilities (72%), and providing well-maintained parks (72%).



Satisfaction with CM Offerings

- The top three satisfiers when looking at top two-box scores are free parking (70%), the parks allowing respondents to spend quality time with family/friends (68%) and providing an opportunity to explore nature (62%).



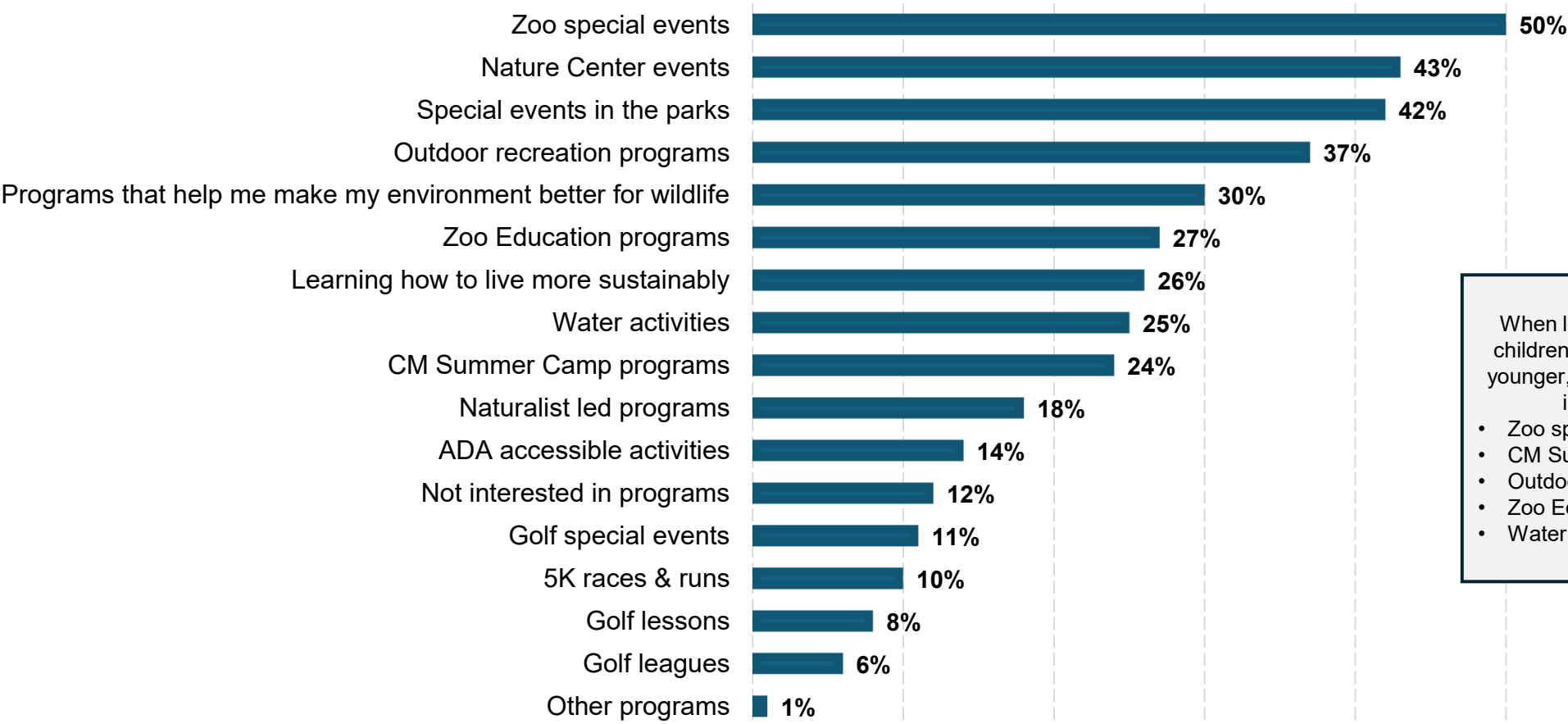
Program Interests

This question was asked differently in prior surveys, comparison is not available

- Respondents have a high interest in Zoo special events (50%), Nature Center events (43%) and special events in the parks (42%).

Which of the following CM programs do you or members of your household have an interest in? Select all that apply.

n=1219



When looking at respondents with children in the household ages 9 or younger, the following programs see increases in interest:

- Zoo special events: 61%
- CM Summer camp programs: 47%
- Outdoor recreation programs: 43%
- Zoo Education programs: 43%
- Water activities: 35%

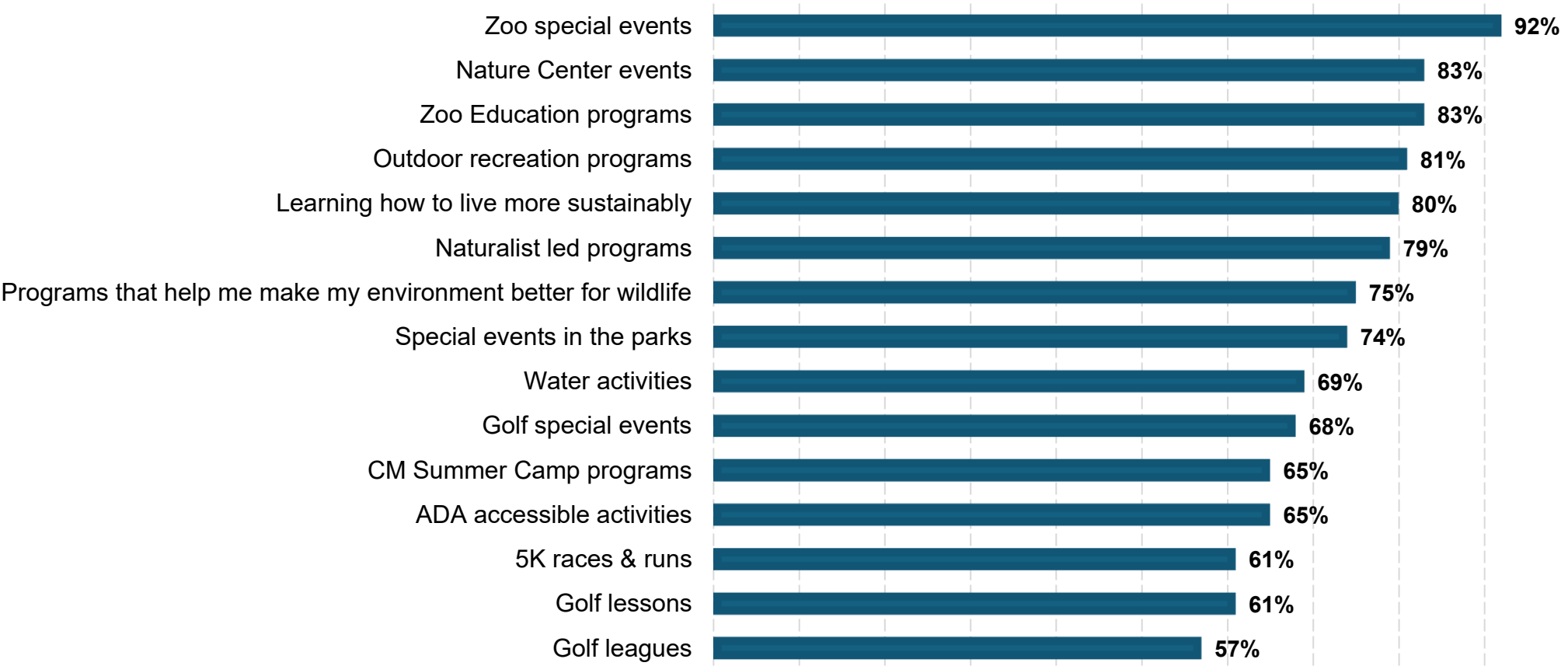
Preferred Provider

This question was asked differently in prior surveys, comparison is not available

- Over half of respondents feel Cleveland Metroparks is the preferred provider for all programs listed, with Zoo special events, Nature Center events, Zoo Education programs, and Outdoor Recreation programs all over 80%.

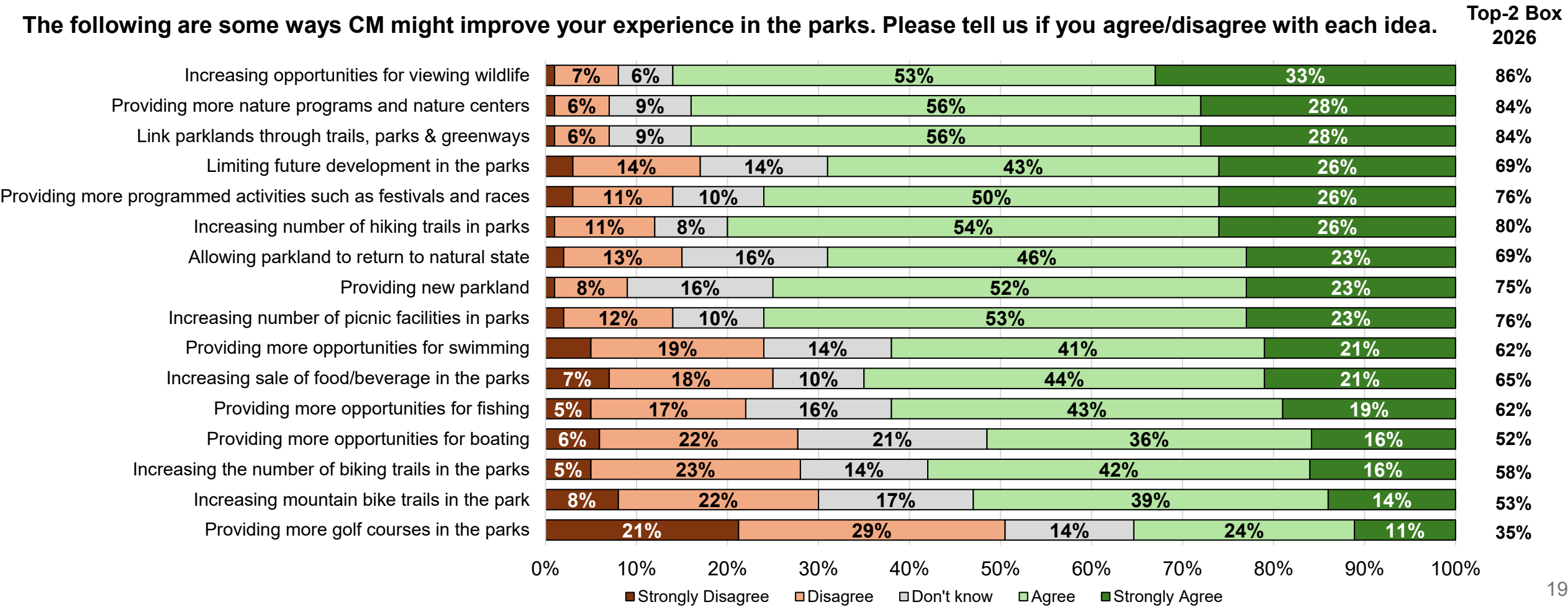
For the items you or members of your household have an interest in, do you agree or disagree that CM is the preferred provider of this program in this area? {% agree is shown}

n=1072



Potential Improvements in the Parks

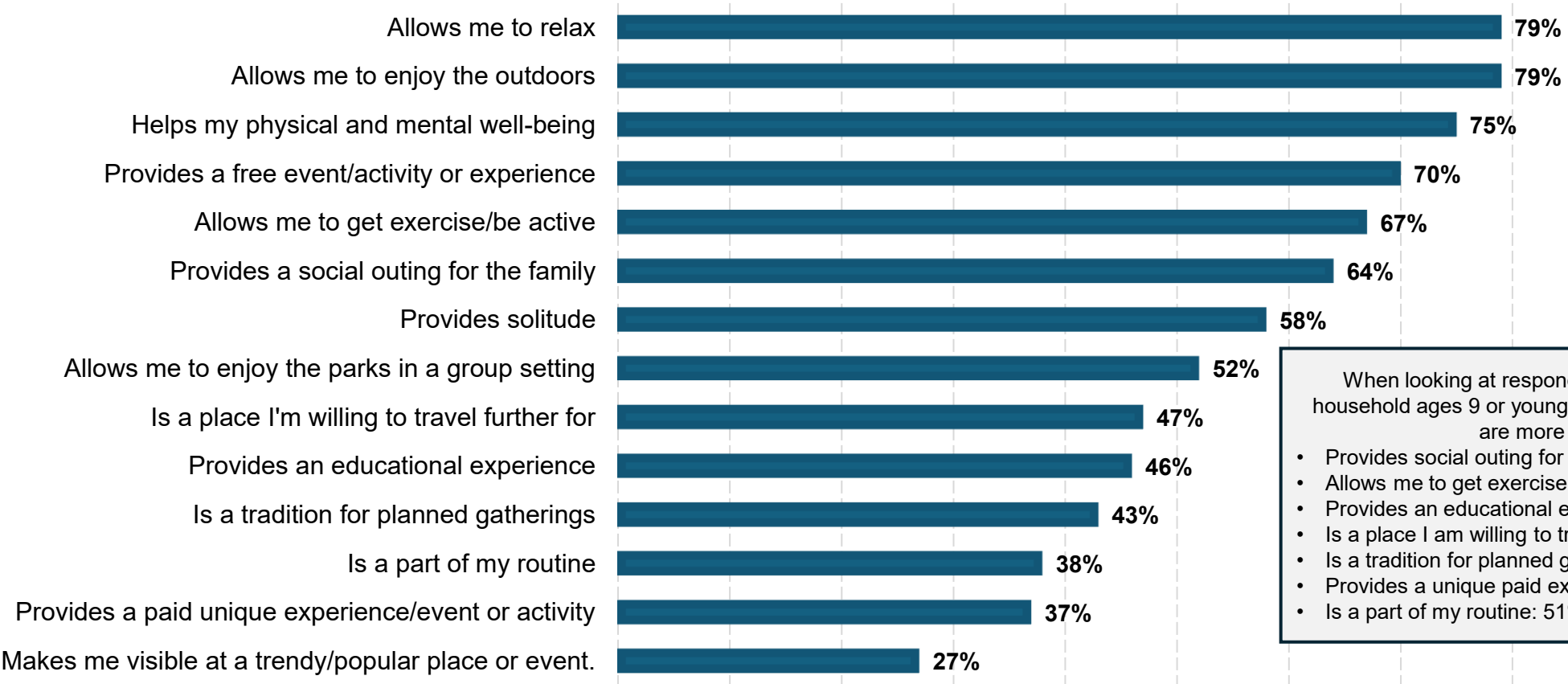
- The top three ways Cleveland Metroparks can improve experiences in the parks when looking at top two-box scores are increasing opportunities to view wildlife (86%), providing more nature programs and nature centers (84%), and linking parklands through trails, parks and greenways (84%).



Motivations for Attending Cleveland Metroparks

- The top motivators for attending Cleveland Metroparks are to relax (79%), to enjoy the outdoors (79%), for mental/physical well-being (75%) and because CM provides a free activity/event/experience (70%).

Think about your motivations for attending a CM reservation in the future. How important is it that your experience allows you to achieve the following?



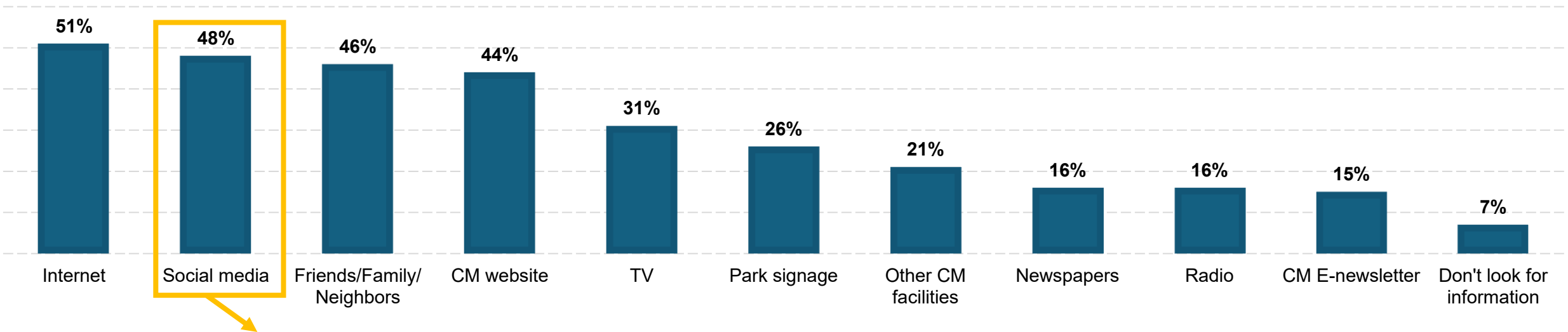
When looking at respondents with children in the household ages 9 or younger, the following motivations are more important:

- Provides social outing for the family: 79%
- Allows me to get exercise & be active: 77%
- Provides an educational experience: 63%
- Is a place I am willing to travel further for: 60%
- Is a tradition for planned gatherings: 57%
- Provides a unique paid experience/event/activity: 53%
- Is a part of my routine: 51%

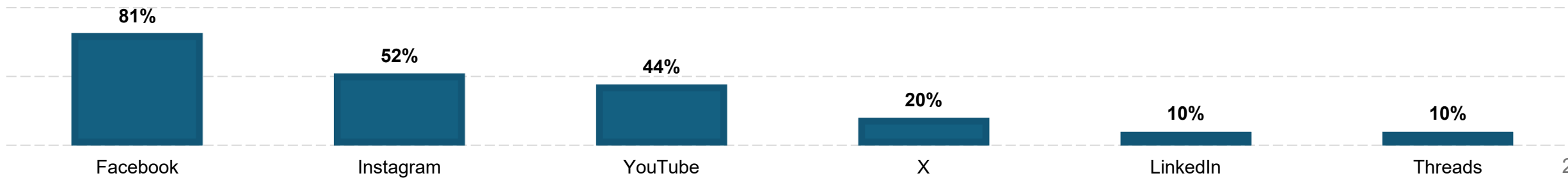
Learning about Cleveland Metroparks

- Basic internet search (51%), social media channels (48%) word of mouth (46%), and the CM website (44%) are the top ways respondents learn about Cleveland Metroparks.
 - Facebook (81%), Instagram (52%) and YouTube (44%) are the most followed social platforms.

Please check all the ways you learn about Cleveland Metroparks facilities, programs and activities. n=1219



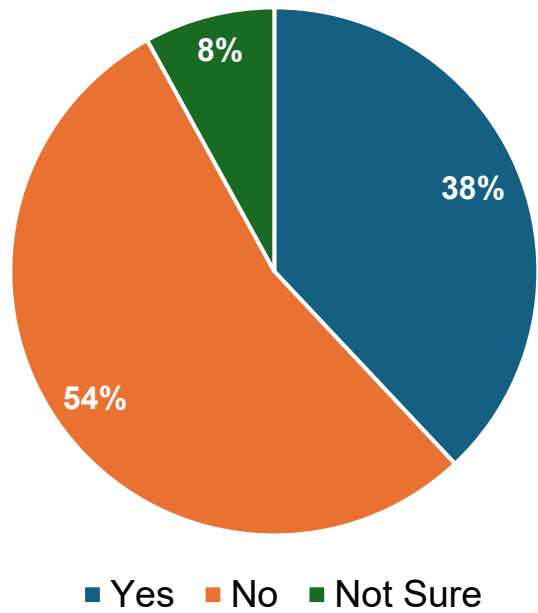
Please indicate all the ways you get information about Cleveland Metroparks on social media. n=583



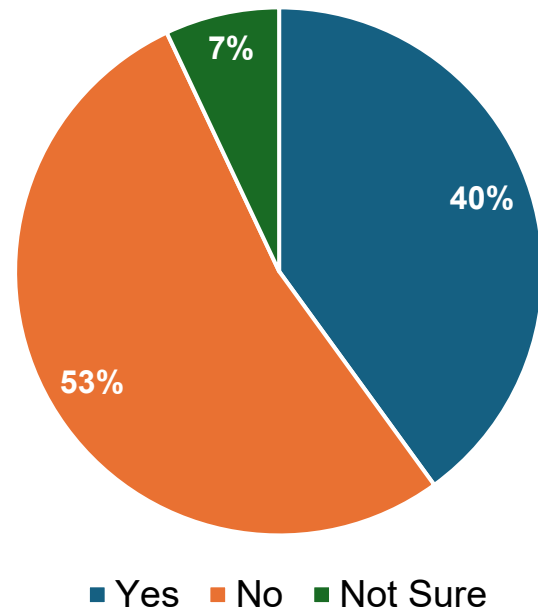
Levy/Property Tax

- Only 38% of respondents were aware that Cleveland Metroparks is supported by a property tax levy, and 40% are aware of the group of citizens in Ohio working to pass a constitutional referendum to abolish property taxes.

Prior to this survey, were you aware that CM is supported in large part by a property tax levy?
n=1219



Are you aware there is a group of Ohio citizens who are working to pass a constitutional referendum that would abolish all property taxes which would eliminate approximately 60% of CM funding?
n=1219

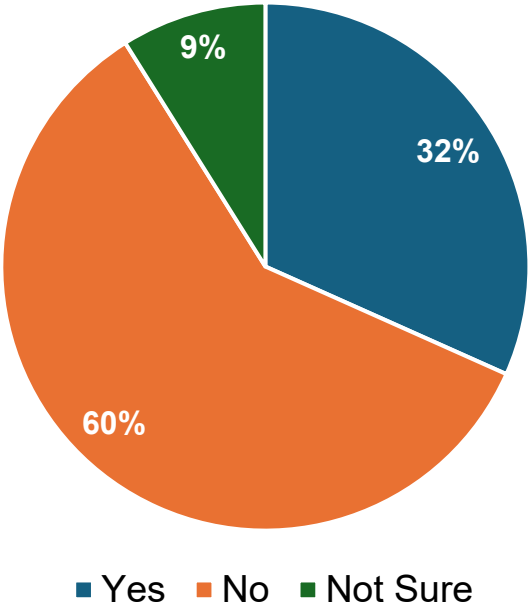


Levy/Property Tax, cont.

- Only 32% were aware the proposed amendment does not provide replacement revenue, and after knowing all this information, 49% are not likely to vote in favor of abolishing property taxes, while 14% are unsure.

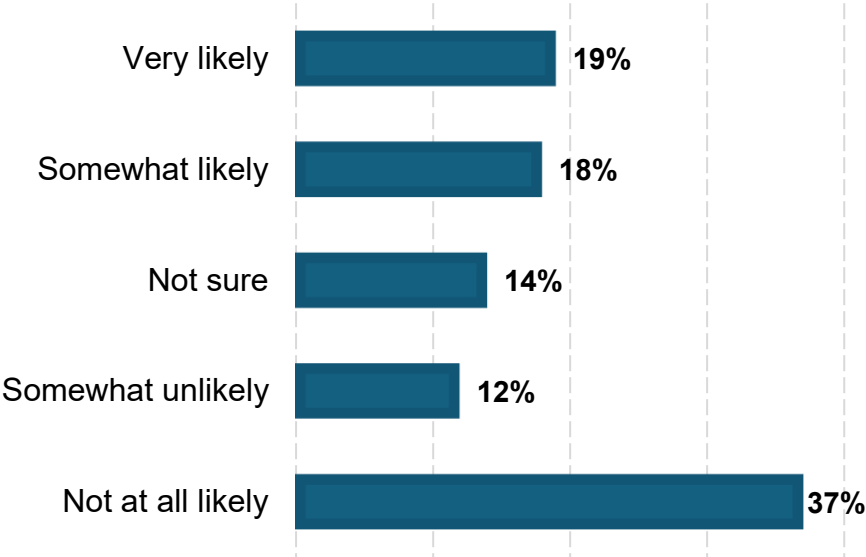
Are you aware that the proposed amendment does not provide replacement revenue for your local government services that would be impacted alongside CM, including schools, libraries, emergency services and more?

n=1219



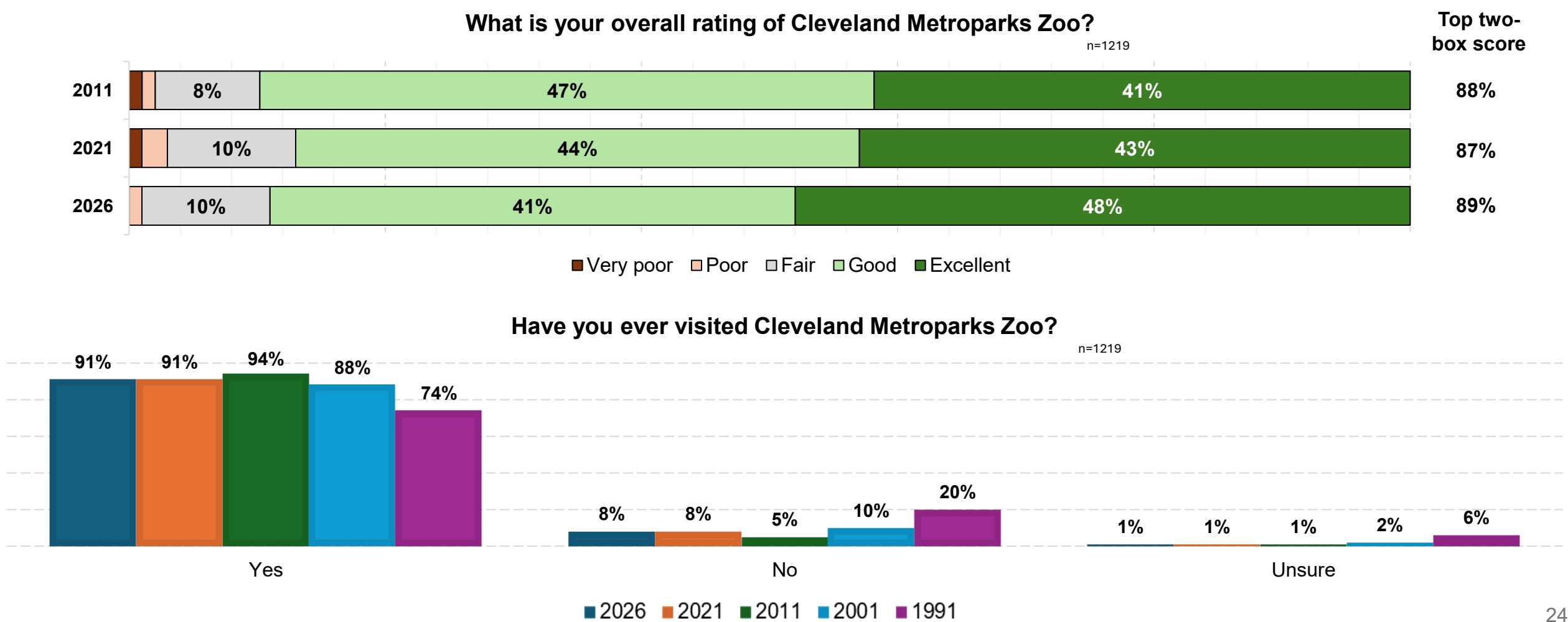
Now knowing this, how likely are you to vote in favor of the constitutional referendum abolishing property taxes in the State of Ohio?

n=1219



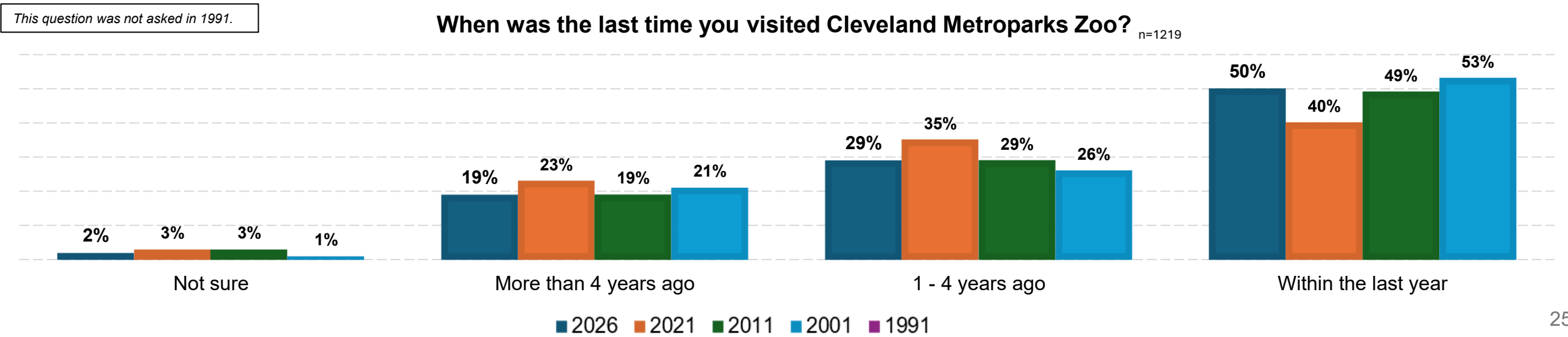
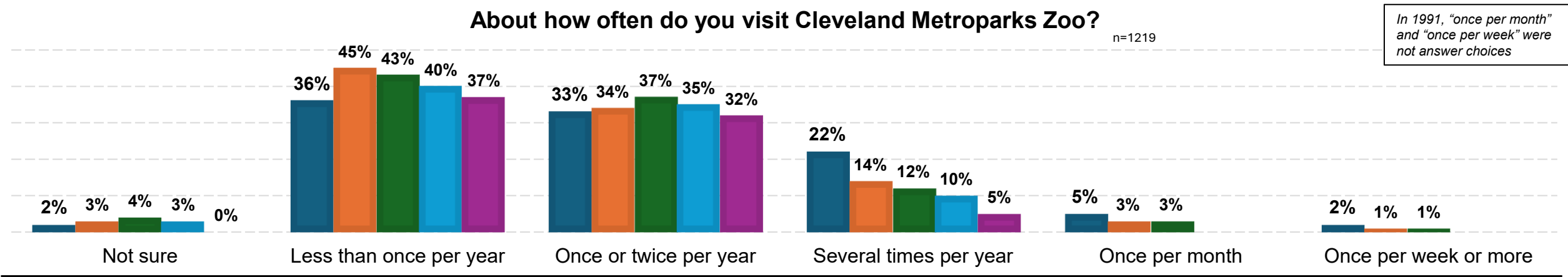
Overall Satisfaction with Cleveland Metroparks Zoo

- In 2026, 89% of respondents rated Cleveland Metroparks Zoo good or excellent.
- Over 90% of respondents have visited the Zoo at any point in time since 2011.



Cleveland Metroparks Zoo Visitation

- In 2026, respondents are visiting the Zoo more frequently, with 22% visiting several times per year.
- In 2026, half of respondents have visited the Zoo within the last year.
 - Only 9% of all respondents are current Zoo members.



Key Findings

Overall impression of Cleveland Metroparks is 68% when looking at top two-box scores.

- This is an increase of 8% from 2021, and the percentage of respondents rating Cleveland Metroparks a 10 out of 10 increased 10% from 2021.

92% of respondents feel Cleveland Metroparks is somewhat or extremely important to the local economy.

- When looking at Cuyahoga County respondents only, 94% feel Cleveland Metroparks is somewhat or extremely important to the local economy.

Visitors are most likely to visit with family and friends, but solo visits have seen a steady increase.

- Prior to 2011, less than 10% of visits were alone, now nearly 20% of visits to Cleveland Metroparks are solo visits.
 - Males are more likely to visit alone, and more likely to visit in the evenings.
- Visitation frequency has also increased, with more respondents visiting almost daily (7%), once per week (22%) or once per month (34%) in 2026.

Cleveland Metroparks facilities remain highly rated in 2026.

- Facilities have maintained a high rating from 1991 to 2026, with 82% of respondents rating facilities good or excellent in 2026.
- 65% of respondents feel there is currently a good balance of recreational development and natural areas throughout Cleveland Metroparks.
- The most important offerings to respondents are safe parks, free parking, clean facilities and well-maintained parks.
- The most wanted improvements are more wildlife viewing opportunities, more nature programs and centers, and to continue linking parklands via trails and greenways.

Cleveland Metroparks Zoo ratings remain high, and visitation frequency has increased.

- 89% of respondents rated Cleveland Metroparks good or excellent.
 - Visitation frequency has increased, with 22% of respondents visiting several times per year.

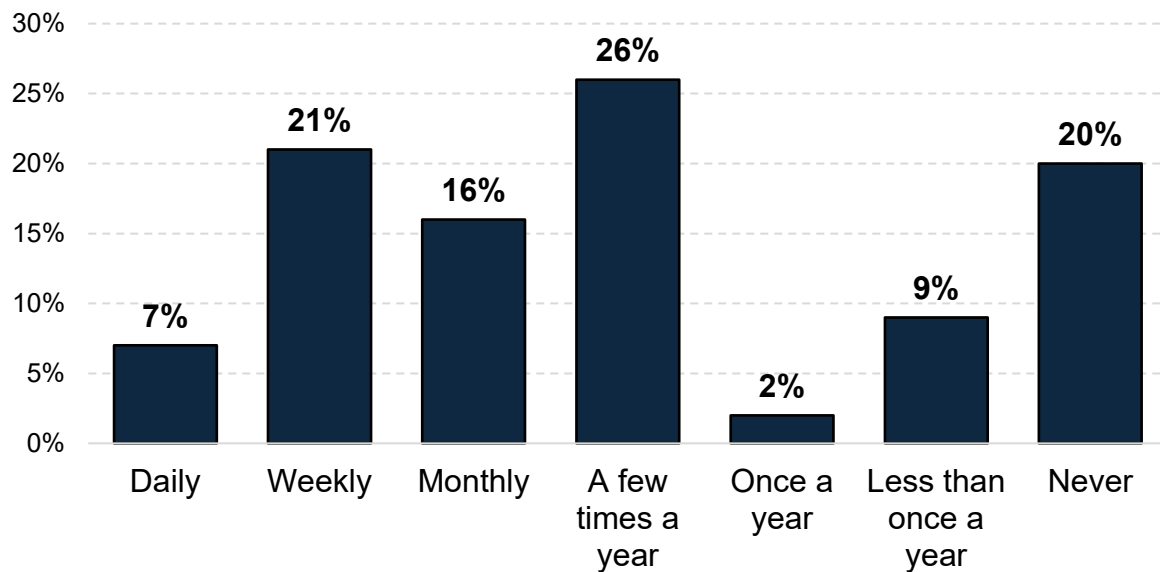
Appendix

Perceptions of Regulations on EMD Usage at Cleveland Metroparks

- 28% of respondents are seeing EMDs at Cleveland Metroparks weekly or more, followed by 16% monthly and 26% a few times per year.
 - 20% of respondents have never seen an EMD at Cleveland Metroparks.
- 63% of respondents think Class 1 & 2 e-bikes should not be able to utilize the APTs at Cleveland Metroparks.

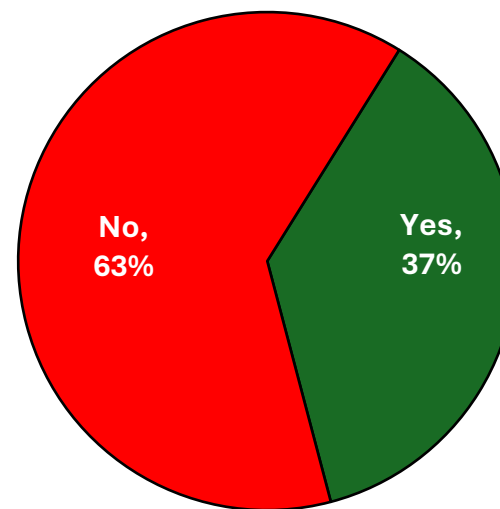
How frequently do you see or interact with others who are using e-bikes/e-scooters at Cleveland Metroparks?

n=672



Do you think Class 1 and Class 2 e-bikes, which have a 20mph max speed, should be able to utilize the paved all-purpose trails at Cleveland Metroparks?

n=672



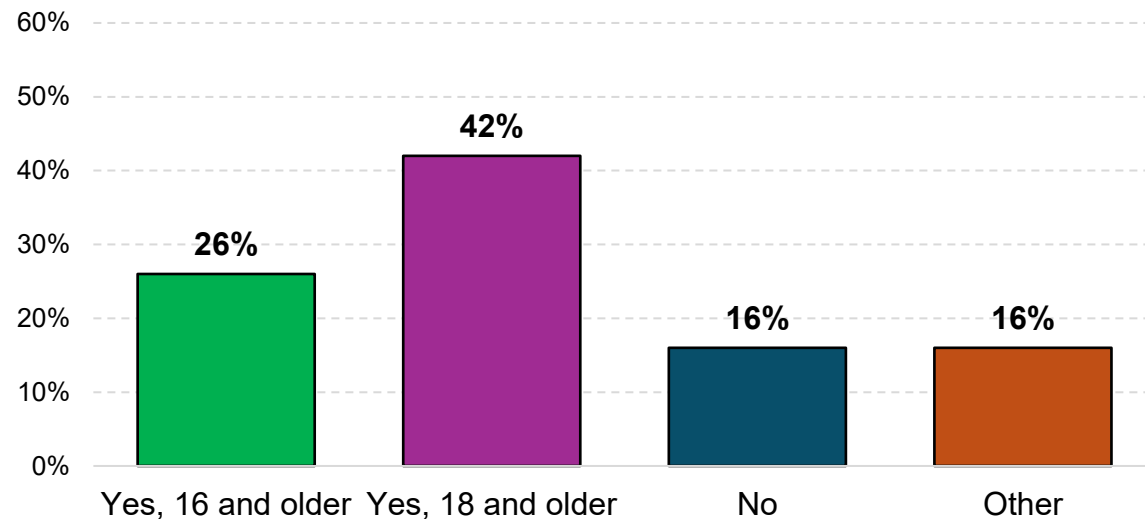
When looking at ages 44 and younger, 49% feel EMDs should be able to be utilized, while 51% think they should not.

Perceptions of Regulations on EMD Usage at Cleveland Metroparks

- 42% of respondents feel the age limitation on using an EMD should be 18+, while 26% feel the age should be 16+.
- When respondents selected “other,” the concerns were centered around how an age limit could be enforced, implying that those considered of age still might not utilize their EMD appropriately, and a handful of those who feel strongly about not allowing EMDs at all.

Do you think there should be an age limitation on using e-bikes/e-scooters when at Cleveland Metroparks?

n=663



“Difficult to answer. I hate to deny responsible young people the right to use the trails.”

“I don’t think an age limit is necessary, but a speed limit is!”

“I don’t know how we could possibly enforce age limits.”

“Don’t allow them at all.”

“Stupidity or a lack of courtesy happens at any/all ages.”

“This seems difficult to enforce. While I’d like to require 18+ to ensure more maturity, I do not want to be “carded” for taking my bike on the trail.”

“A maturity limit would be better – just saying, it’s the person not the age.”

Personas

Parks Personas

Park Enthusiasts



Enjoy visiting the parks for independent and social activities, including programs and events.

- **Fitness Regulars**
- **Social Activity Cravers**
- **Independent Regulars**
- **Event Seekers**

Family Fun Finders



Enjoy visiting the parks to create memorable experiences with loved ones.

- **Memory Makers**
- **Connection Cravers**

Relaxers



Enjoy visiting the parks to relax and unwind amongst scenic, green spaces.

- **Mental Relaxers**
- **Activity Relaxers**
- **Green Space Indulgers**