

Harris Interactive® fielded the following study on behalf of The Trust for Public Land from July 28-30, 2009 via its QuickQuerySM online omnibus service, interviewing a sample of 2,095 U.S. adults aged 18 years and older.

THE
TRUST
for
PUBLIC
LAND



Question:

During this period of economic difficulty, have you and your family changed how much you make use of public parks and playgrounds?

Among all adults:

I/We make greater use of public parks and playgrounds.....	14%
I/We use public parks and playgrounds the same amount.....	48%
I/We make less use of public parks and playgrounds.....	4%
I/We didn't use public parks and playgrounds before and I/we don't use public parks and playgrounds now.....	34%

Among park users:

I/We make greater use of public parks and playgrounds.....	21%
I/We use public parks and playgrounds the same amount.....	72%
I/We make less use of public parks and playgrounds.....	7%

Among park users with children in the household:

I/We make greater use of public parks and playgrounds.....	30%
I/We use public parks and playgrounds the same amount.....	60%
I/We make less use of public parks and playgrounds.....	10%

Among park users with children under age 6 years in the household:

I/We make greater use of public parks and playgrounds.....	38%
I/We use public parks and playgrounds the same amount.....	51%
I/We make less use of public parks and playgrounds.....	10%

Methodology and Background

Harris Interactive® fielded the study on behalf of The Trust for Public Land from July 28-30, 2009 via its QuickQuerySM online omnibus service, interviewing a nationwide sample of 2,095 U.S. adults aged 18 years and older. Results were weighted as needed for age, sex, race/ethnicity, education, region, and household income. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with non-response, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100 percent response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the U.S. adult population. Because the sample is based on those who agreed to be invited to participate in the Harris Interactive online research panel, no estimates of theoretical sampling error can be calculated.

About Harris Interactive

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research that is powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit www.harrisinteractive.com.