



everybody has one...
we want yours!

St. Gabriel the Archangel Quantitative Report

October 2015

Research Objectives:

- Evaluate interest in land acquisition
- Gauge importance of location and uses for new land
- Understand current campus needs

Research Methodology:

- Four 90 minute focus groups were conducted by Personal Opinion in June 2015. Insights gathered from this research helped form the quantitative questions.
- In September and October 2015, a quantitative survey of St. Gabriel parish was conducted. The survey link was made available via email and published in St. Gabriel materials. Hard copies were also available.
- The survey was open for approximately four weeks and announcements encouraging people to complete the survey were made at multiple masses.
- 434 respondents completed the survey



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Quantitative Survey Results

Over 84% of respondents think that St. Gabriel needs to purchase land

- A majority of respondents felt this way regardless of gender, age segmentation, membership length in the parish, and whether or not they had children attending the school.
- The highest 'no' percentages by demographic were among those that were over 56 years of age and/or were a member 20+ years and/or did not have a child attending school (about 25% in those sub-categories).

Importance of purchasing land

(scale of 1 to 5 – not at all important to extremely important)

- About 60% of all respondents scored importance as a 4 or a 5 (top 2 box)
- The mean score was 3.71 and the mode was 5

Importance of purchasing land within 5 miles of current campus

(scale of 1 to 5 – not at all important to extremely
important)

- About 78% of all respondents scored importance as a 4 or a 5 (top 2 box)
- The mean score was 4.19 and the mode was 5

Likelihood of utilizing satellite campus

(scale of 1 to 5 – not at all likely to extremely likely)

- Only 39% of all respondents scored likelihood of utilizing a satellite campus as a 4 or a 5 (top 2 box)
- Most respondents (60%) felt neutral to negative about actually using an off-site campus
- The mean score was 3.16 and the mode was 3

Importance of using land for...

(scale of 1 to 5 – not at all important to extremely important)

Athletic Fields for Children

- This was the most highly rated in importance.
- About 84% of all respondents scored this as a 4 or a 5 (top 2 box)
- The mean score was 4.31 and the mode was 5

Importance of using land for...

(scale of 1 to 5 – not at all important to extremely important)

The other most highly scored were:

- Playground/Green Space (mean 3.8)
- Walking Path (mean 3.37)
- Gym (mean 3.17)

I Importance of using land for...

(scale of 1 to 5 – not at all important to extremely important)

	Mean	Mode	Median
Athletic Fields for Children	4.31	5	5
Athletic Fields for Adults	2.82	1	3
Playground/Green Space	3.80	5	4
Walking Path	3.37	3	3
Gym	3.17	5	3
Community Garden	2.36	1	2
Classroom Space	2.83	3	3

Other Uses for Land

- A small percentage (13.8%) of people had additional suggestions for use of acquired land.

Some Frequent Suggestions:

- Multi-use building or facility for events, meetings, weddings, retreats, etc.
- Space to hold church picnic, festivals
- Parking

Improve Existing Campus?

Yes – 47.5%

No – 52.5%

- There was no clear cut winner regarding whether or not improvements were needed on the current campus.

Top 3 reasons when considering which campus improvements to fund

- Most (70.3%) chose that the project should support the academic growth of the school
- About 55% marked 'improves athletic facilities'
- Tying for third place was 'improves safety' (38.9%) and 'improves the appearance, look, & feel of our campus' (36.4%)

Recommendations for project ideas

- Only about 17% of respondents had suggestions
- Some of the most popular include:
 - Play area/playground/green space (most frequently mentioned)
 - Athletic fields
 - Landscaping
 - Parking