

Proposal for a New Community Recreation Center in Mountain Home - Base Results

(June 29, 2010; V2.2; Strategic Research Associates; S.D.)

ID #: _____

Phone: _____

Date: __/____/10

Min.: _____

() Completed

Not completed

- () Refusal
- () Incomplete (respondent terminates)
- () Incomplete (interviewer terminates)

No contact:

- () Call back; attempts: _____
- () No call back

Interviewer ID: _____

First name: _____

Checked: _____	Date: __/____/10	_____
Monitored: _____	Date: __/____/10	_____
Validated: _____	Date: __/____/10	_____
Input: _____	Date: __/____/10	_____

Note: Because of rounding, percentages may not add up to 100%
Sample size is n=400 except where noted

Preliminary Script

Hello. This is _____, from _____, a nationwide polling firm, calling on behalf of the Mountain Home Community Leadership Development Committee, formed by the YMCA. The committee is conducting a poll to investigate how Mountain Home residents react to a proposal to build a non-profit community recreation center for the Western Elmore County Recreation District. May I speak with the **[ADULT / MALE / FEMALE]** head of your household aged 19 or older. (Would that be you?) **[IF REQUESTED HOUSEHOLD MEMBER IS NOT AVAILABLE, ASK FOR A CONVENIENT CALLBACK TIME]**

[REPEAT FIRST TWO SENTENCES FOR ANOTHER ADULT.]

[CONTINUE]

This poll is for research only. Your phone number was randomly selected and your responses will be combined with those of hundreds of others to insure confidentiality. The survey takes about twelve minutes. Can we proceed? **[IF NOT OKAY, REQUEST A MORE CONVENIENT CALLBACK TIME. IF RESPONDENT EXHIBITS STRAIN OR IRRITATION, REQUEST A MORE CONVENIENT TIME]**

Callback date/time #1: __/____/10 ____:____ Callback date/time #2: __/____/10 ____:____ Callback date/time #3: __/____/10 ____:____	Comment:
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Preliminary Screening

S1. RECORD GENDER BY OBSERVATION

MALE	51%
FEMALE	49%

S2. Please stop me when I read your correct age category. Are you **<INSERT LIST>?**

18 OR YOUNGER	POLITELY TERMINATE
19 TO 24	5%
25 TO 34	22%
35 TO 44	18%
45 TO 54	28%
55 TO 64	14%
65 OR OLDER	14%
REFUSED [DON'T READ] ..	POLITELY TERMINATE

S3. What's your current home zip code? **[DON'T READ]**

[SKIP TO S5]← 83627 1%
 83647 99%
 OTHER / DK / REFUSED ... **POLITELY TERMINATE**

S4. Is your primary residence located north or south of Anderson Ranch Dam Road?

NORTH **POLITELY TERMINATE**
 SOUTH 100%
 DK / REFUSED **POLITELY TERMINATE**

S5. Do you or any member of your household currently work for any type of health club or fitness organization? Yes or no?

YES **POLITELY TERMINATE**
 NO 100%

Existing Membership in Organizations with Indoor Facilities

Q1. Now, I'd like to ask you about your household's use of organizations in the Mountain Home area providing indoor exercise facilities. And by "household," I mean you and others *in your family* living in your household. First . . .

Are you or anyone in your household aged 19 or older currently a paying member of any organization providing indoor exercise or sports facilities?

YES 16%
[SKIP TO Q3]← NO 84%

Q2a-g. Are you or another adult or child in your household currently a member of **<INSERT LIST; RANDOMIZE ORDER, BUT "a" IS ALWAYS FIRST AND "h" ALWAYS LAST>**: yes or no? (n=63)

	YES	NO/DK
a. The Treasure Valley Family YMCA	POLITELY TERM	100%
b. The Mountain Home Air Force Base Recreation Center	32%	68%
c. Fitness First	26%	74%
d. Curves	14%	86%
e. Anytime Fitness	34%	66%
f. Fitness Plus	4%	96%
g. Another organization	17%	83%

Reaction to Descriptions of the Proposed Facility

Q3. Now, I'm going to describe a proposal currently being evaluated by the Mountain Home Community Leadership Development Committee. It's to build a non-profit community recreation center on land owned by the Western Elmore County Recreation District. The rec. center would be located on the east side of South 18th East, across the street from the current junior high school and outdoor sports park. Residents could use the new facility by paying a monthly fee. **[PAUSE]**

Three alternative facility configuration options have been proposed for this recreation center and I'm going to ask your opinion about each. **[PAUSE]**

[READ THIS PARAGRAPH SLOWLY]

In the first option, the facility would include a strength and cardiovascular center, indoor track, aerobic rooms, nursery, meeting space, a snack bar, and locker rooms. It would also have a Youth Activity Center and a Teen Center. Programs and activities would be offered for families, adults, and children. **[PAUSE]**

[READ THIS PARAGRAPH SLOWLY]

For option one, the monthly fee for family memberships would be approximately \$41. Per-month individual memberships fees would be approximately \$13 for ages 10 to 18, \$24 for ages 19 to 24, \$26 for ages 25 to 64, and \$24 for ages 65 and older.

Given option one facility and membership fees, how likely is it that at least one family member in your household would become a member of the proposed rec. center? Would at least one household member **<INSERT LIST; REVERSE>** be a member?

- DEFINITELY 18%
- PROBABLY 27%
- MIGHT OR MIGHT NOT 16%
- PROBABLY NOT 22%
- DEFINITELY NOT 17%
- DON'T KNOW / REFUSED **[DON'T READ]** 1%

Q4. Do you think the option one fee levels I quoted are, on average, **<INSERT LIST; REVERSE>?**

- TOO HIGH 26%
- ABOUT RIGHT 67%
- TOO LOW 1%
- DON'T KNOW / REFUSED **[DON'T READ]** 6%

Q5. **[READ THIS PARAGRAPH SLOWLY]**

For the second configuration option, all option one amenities would be available *and* the facility would **add** a regulation-sized gymnasium with six basketball hoops and the ability to accommodate two volleyball courts. **[PAUSE]**

[READ THIS PARAGRAPH SLOWLY]

For option two, monthly fees would increase slightly. The family membership fee would be approximately \$48. Per-month individual memberships would be approximately \$15 for ages 10 to 18, \$28 for ages 19 to 24, \$30 for ages 25 to 64, and \$28 for ages 65 and older.

Given option two facility and membership fees, how likely is it that at least one family member in your household would be a member of the proposed rec. center? Would at least one household member **<INSERT LIST; ORDER MATCHES Q3>** be a member?

- DEFINITELY 15%
- PROBABLY 22%
- MIGHT OR MIGHT NOT 16%
- PROBABLY NOT 26%
- DEFINITELY NOT 20%
- DON'T KNOW / REFUSED **[DON'T READ]** 1%

Q6. Do you think the option two fee levels I quoted are, on average, **<INSERT LIST; REVERSE>?**

- TOO HIGH 32%
- ABOUT RIGHT 61%
- TOO LOW 2%
- DON'T KNOW / REFUSED **[DON'T READ]** 5%

Q7. **[READ THIS PARAGRAPH SLOWLY]**
For the third and last configuration option, all the amenities from options one and two would be available **and** the facility would **add** an aquatics center with a 25 yard lap pool, a deep water section for classes and therapy, and a water slide and splash area for younger children and non-swimmers. **[PAUSE]**

[READ THIS PARAGRAPH SLOWLY]
 For option three, monthly fees would increase slightly. Family membership fee would be approximately \$68. Per-month Individual memberships would be approximately \$21 for ages 10 to 18, \$39 for ages 19 to 24, \$42 for ages 25 to 64, and \$39 for ages 65 and older.

Given option three facility and membership fees, how likely is it that at least one family member in your household would be a member of the proposed rec. center? Would at least one household member **<INSERT LIST; ORDER MATCHES Q3>** be a member?

DEFINITELY 27%
 PROBABLY 25%
 MIGHT OR MIGHT NOT 17%
 PROBABLY NOT 14%
 DEFINITELY NOT 16%
 DON'T KNOW / REFUSED **[DON'T READ]** ... <0.5%

Q8. Do you think the option three fee levels I quoted are, on average, **<INSERT LIST; REVERSE>**?

TOO HIGH 50%
 ABOUT RIGHT 44%
 TOO LOW 1%
 DON'T KNOW / REFUSED **[DON'T READ]** 5%

Q9a-c. Concerning the operation of the facility **[PAUSE]** . . . If the **<INSERT ORGANIZATION; RANDOMIZE>** operates the facility, would that make your household members more likely to join, less likely to join, or it would have no effect? **[REVERSE FIRST TWO SCALE OPTIONS]**

	MORE LIKELY	LESS LIKELY	NO EFFECT	DK / NA
a. The Treasure Valley Family YMCA	28%	6%	63%	3%
b. The Mountain Home Parks and Recreation Department	19%	10%	68%	3%
c. The Western Elmore County Recreation District	7%	17%	73%	3%

Q10. Is your primary residence located in the Western Elmore County Recreation District? Yes or no?

YES 79%
[SKIP TO Q12]← NO 3%
 DON'T KNOW / REFUSED 18%

Q11. **[IF Q10="DK/REFUSED," PREFACE BY SAYING:** For the next question, I'm assuming your home is located in the district.]
 Since your household would help fund the proposed facility through Western Elmore County Recreation District taxes, how would that affect your household's likelihood of joining the facility if it's built? Would it make your household members more likely to join, less likely to join, or it would have no effect? **(n=387) [REVERSE FIRST TWO OPTIONS]**

MORE LIKELY 21%
 LESS LIKELY 10%
 NO EFFECT 66%
 DON'T KNOW / REFUSED **[DON'T READ]** 3%

Q12. Given everything I've said so far, would you tend to favor, oppose, or be neutral to the idea of building a community recreation center in Mountain Home? **[REVERSE FIRST TWO SCALE OPTIONS]**

FAVOR 74%
 OPPOSE 15%
 BE NEUTRAL TO 10%

[SKIP TO Q14]← DON'T KNOW / REFUSED [DON'T READ] 1%

Q13. And, in one or two sentences, why do you say that? (n=395) **[PROBE FOR SPECIFICS]**

(45%) Good for kids and families +	(5%) Wouldn't use center -	(3%) Taxes paid and should be built+
(28%) Good for the community +	(4%) Not economically feasible -	(3%) What happened to paid taxes -
(12%) Need indoor aquatic center +	(4%) AFB has facilities -	(2%) Depends on center admin o
(6%) Don't want increased taxes -	(4%) Non-Military needs facility +	(2%) Taxes should go elsewhere -
(5%) Year round facility +	(3%) Help people be healthier +	(2%) Good for elderly +
(5%) Would use center +	(3%) Fees seem expensive -	

[IF Q3, Q5, AND Q7 (LIKELIHOOD OF JOINING) ALL = "4" (PROBABLY NOT) OR "5" (DEFINITELY NOT), SKIP TO D1]

Desirability of Potential Features (all options)

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be?

Would <INSERT STATEMENT; RANDOMIZE> be very, moderately, or not very desirable for your household? (n=316) **[REVERSE SCALE]**

	VERY	MODERATELY	NOT VERY	DK/ NA
a. Cardiovascular and strength training machines	68%	22%	9%	1%
b. Adult fitness classes and clubs	56%	28%	14%	2%
c. Youth fitness classes	38%	24%	37%	2%
d. Teen and youth activities	50%	18%	31%	2%
e. Arts and crafts classes	42%	35%	23%	1%
f. Leadership development	26%	27%	44%	3%
g. Open gym for youth and families	55%	25%	19%	1%
h. Basketball instruction and leagues	30%	26%	43%	1%
i. Volleyball instruction and leagues	25%	24%	50%	1%
j. Indoor tennis	18%	29%	51%	2%
k. Open swimming for youth and families	73%	6%	11%	1%
l. Swim lesson	55%	13%	32%	1%
m. Water polo	13%	26%	59%	2%
n. Kayak instruction	21%	27%	51%	1%
o. Water fitness classes	60%	27%	13%	1%
p. Water rehab. programs like arthritis aquatics	52%	22%	25%	1%

Membership Preferences and Reactions to Fee Levels

Q15. As I mentioned, the facility will charge a monthly membership fee to cover use. Those with children can buy a family membership, or individual memberships can be purchased for adults, young adults, seniors, or youth. If you or family members in your household consider joining, which type of membership would your household prefer more? (n=316)
[READ LIST]

[SKIP TO Q20] ← A FAMILY MEMBERSHIP 60%
 [SKIP TO D1] ← OR ONE OR MORE INDIVIDUAL MEMBERSHIPS .. 39%
 [SKIP TO Q20] ← NONE [DON'T READ] 1%
 [SKIP TO Q20] ← DON'T KNOW / REFUSED [DON'T READ] 0%

[FAMILY MEMBERSHIPS]

Q16. **[IF Q3= "PROBABLY NOT" OR "DEFINITELY NOT" THEN SKIP]** For the option one facility, would your household be likely to purchase a family membership covering adults with children for \$41 a month? Yes or no? (n=159)

YES 70%
 NO 24%
 DK / REFUSED 6%

Q17. **[IF Q5= "PROBABLY NOT" OR "DEFINITELY NOT" THEN SKIP]** For option two, which includes option one amenities plus the option two gymnasium, would your household be likely to purchase a family membership covering adults with children for \$48 a month? Yes or no? (n=152)

YES 72%
 NO 25%
 DK / REFUSED 3%

Q18. **[IF Q7= "PROBABLY NOT" OR "DEFINITELY NOT" THEN SKIP]** For option three, which includes option one amenities plus the option two gymnasium and the option three aquatic center, would your household be likely to purchase a family membership covering adults with children for \$68 a month? Yes or no? (n=175)

YES 77%
 NO 19%
 DK / REFUSED 4%

Q19. With family memberships, the facility will also allow an optional child watch service for \$18/month for one child, and \$27/month for two or more. Would you be interested in using this service? Yes or no? (n=188)

YES 34%
 NO 61%
 DK / REFUSED 5%

[SKIP TO D1]

[INDIVIDUAL MEMBERSHIPS]

[ADULTS 25-64]

Q20. **[IF S2>=2 AND <=5, THEN MARK YES AND CONTINUE]**
 Does your household include any adult aged 25 to 64? Yes or no? (n=123)

YES 81%
 [SKIP TO Q25] ←NO / REFUSED 19%

Q21. **[IF Q3= "PROBABLY NOT" OR "DEFINITELY NOT" THEN SKIP]** For the option one facility, would your household be likely to purchase at least one adult 25-64 membership priced at \$26 per month? Yes or no? (n=69)

YES 65%
 NO 27%
 DON'T KNOW / REFUSED 9%

Q22. **[IF Q5= “PROBABLY NOT” OR “DEFINITELY NOT” THEN SKIP]** For option two, which includes option one amenities plus the option two gymnasium, would your household be likely to purchase at least one adult 25-64 membership priced at \$30 per month? Yes or no? **(n=52)**

YES 53%
 NO 40%
 DK / REFUSED 7%

Q23. **[IF Q7= “PROBABLY NOT” OR “DEFINITELY NOT” THEN SKIP]** For option three, which includes option one amenities plus the option two gymnasium and the option three aquatic center, would your household be likely to purchase at least one adult 25-64 membership priced at \$42 per month? Yes or no? **(n=83)**

YES 69%
 NO 23%
 DK / REFUSED 8%

Q24. **[IF Q21–Q23 ALL = “NO” THEN SKIP]**
 How many of those aged 25 to 64 in your household would likely purchase an adult membership? **(n=95) [READ LIST]**

ONE 47%
 TWO 42%
 THREE 4%
 FOUR OR MORE 0%
 NONE **[DON'T READ]** 5%
 DON'T KNOW / REFUSED **[DON'T READ]** 3%

[YOUNG ADULTS 19-24]

Q25. **[IF S2=1, THEN MARK YES AND CONTINUE]**
 Does your household include any adult aged 19 to 24? Yes or no? **(n=123)**

YES 11%
[SKIP TO Q30]← NO / REFUSED 89%

Q26. **[IF Q3= “PROBABLY NOT” OR “DEFINITELY NOT” THEN SKIP]** For the option one facility, would your household be likely to purchase at least one young adult 19-24 membership priced at \$24 per month? Yes or no? **(n=9)**

YES 73%
 NO 27%
 DON'T KNOW / REFUSED 0%

Q27. **[IF Q5= “PROBABLY NOT” OR “DEFINITELY NOT” THEN SKIP]** For option two, which includes option one amenities plus the option two gymnasium, would your household be likely to purchase one young adult 19-24 membership priced at \$28 per month? Yes or no? **(n=9)**

YES 81%
 NO 19%
 DK / REFUSED 0%

Q28. **[IF Q7= “PROBABLY NOT” OR “DEFINITELY NOT” THEN SKIP]** For option three, which includes option one amenities plus the option two gymnasium and the option three aquatic center, would your household be likely to purchase one young adult 19-24 membership priced at \$39 per month? Yes or no? **(n=13)**

YES 64%
 NO 36%
 DK / REFUSED 0%

Q29. **[IF Q26–Q28 ALL = “NO” THEN SKIP]**
 How many of those aged 19 to 24 in your household would likely purchase a young adult membership? **(n=12) [READ LIST]**

ONE 54%
 TWO 33%
 THREE 6%
 FOUR OR MORE 0%
 NONE **[DON'T READ]** 6%
 DON'T KNOW / REFUSED **[DON'T READ]** 0%

[SENIOR ADULTS 65+]

- Q30. **[IF S2=6, THEN MARK YES AND CONTINUE]**
Does your household include any adult aged 65 or older? Yes or no? **(n=123)**
- YES 28%
[SKIP TO Q35] ← NO / REFUSED 72%
- Q31. **[IF Q3= “PROBABLY NOT” OR “DEFINITELY NOT” THEN SKIP]** For the option one facility, would your household be likely to purchase at least adult 65+ membership priced at \$24 per month? Yes or no? **(n=19)**
- YES 75%
 NO 20%
 DON'T KNOW / REFUSED 5%
- Q32. **[IF Q5= “PROBABLY NOT” OR “DEFINITELY NOT” THEN SKIP]** For option two, which includes option one amenities plus the option two gymnasium, would your household be likely to purchase at least adult 65+ membership priced at \$28 per month? Yes or no? **(n=13)**
- YES 43%
 NO 38%
 DK / REFUSED 19%
- Q33. **[IF Q7= “PROBABLY NOT” OR “DEFINITELY NOT” THEN SKIP]** For option three, which includes option one amenities plus the option two gymnasium and the option three aquatic center, would your household be likely to purchase at least adult 65+ membership priced at \$39 per month? Yes or no? **(n=30)**
- YES 55%
 NO 28%
 DK / REFUSED 16%
- Q34. **[IF Q31-Q33 ALL = “NO” THEN SKIP]**
How many of those aged 65 or older in your household would likely purchase a senior adult membership? **(n=32) [READ LIST]**
- ONE 68%
 TWO 20%
 THREE 0%
 FOUR OR MORE 0%
 NONE **[DON'T READ]** 12%
 DON'T KNOW / REFUSED **[DON'T READ]** 0%

[YOUTH AGED 10-18]

- Q35. Does your household include any children between the ages of 10 to 18? Yes or no? **(n=123)**
- YES 8%
[SKIP TO D1] ← NO / REFUSED 92%
- Q36. **[IF Q3= “PROBABLY NOT” OR “DEFINITELY NOT” THEN SKIP]** For the option one facility, would your household be likely to purchase at least youth 10-18 membership priced at \$13 per month? Yes or no? **(n=7)**
- YES 39%
 NO 43%
 DON'T KNOW / REFUSED 18%
- Q37. **[IF Q5= “PROBABLY NOT” OR “DEFINITELY NOT” THEN SKIP]** For option two, which includes option one amenities plus the option two gymnasium, would your household be likely to purchase at least youth 10-18 membership priced at \$15 per month? Yes or no? **(n=6)**
- YES 44%
 NO 20%
 DK / REFUSED 36%

Q38. **[IF Q7= "PROBABLY NOT" OR "DEFINITELY NOT" THEN SKIP]** For option three, which includes option one amenities plus the option two gymnasium and the option three aquatic center, would your household be likely to purchase at least youth 10-18 membership priced at \$21 per month? Yes or no? **(n=8)**

YES 77%
 NO 9%
 DK / REFUSED 14%

Q39. **[IF Q36–Q38 ALL = "NO" THEN SKIP]**
 How many of those aged 10 to 18 in your household would likely receive a youth membership? **(n=9) [READ LIST]**

ONE 58%
 TWO 21%
 THREE 0%
 FOUR OR MORE 0%
 NONE **[DON'T READ]** 8%
 DON'T KNOW / REFUSED **[DON'T READ]** 13%

Demographics and Windup

D1. Finally, a few last questions for classifying your answers and we're done. . . .

I mentioned the new facility is proposed to be located on the east side of South 18th East, across the street from the current junior high school and outdoor sports park. In non-rush hour traffic, how many minutes does it take to drive to this location from your home? **[READ LIST; REVERSE]**

5 MINUTES OR LESS 58%
 6 TO 10 29%
 11 TO 15 8%
 16 TO 20 3%
 21 MINUTES OR MORE 2%
 DK / REFUSED **[DON'T READ]** 1%

D2a-d. Are you or any family member in your household **<INSERT STATEMENT>**? Yes or no?

	YES	NO/DK/REFUSED
a. Currently a member of the United States military	20%	80%
b. A retired member of the United States military	33%	67%
c. Currently employed at Mountain Home Air Force Base	27%	73%
d. [IF D2a-c ALL = "NO" ONLY; OTHERWISE SKIP] Have access to Mountain Home Air Force Base for any other reason (n=177)	18%	82%

D3. Are you currently **<INSERT LIST>**?

MARRIED 77%
 NOT MARRIED 23%
 REFUSED **[DON'T READ]** <0.5%

D4. Do you have children aged 18 or younger living in the household? Yes or no?

YES 48%
 NO 52%
 REFUSED 0%

D5. Is the total household income for all members in your household, aged 19 and over, *above* or *below* \$50,000 a year?
[GET "BELOW" OR "ABOVE" AND THEN:] Please stop me when I reach your correct income category **[IF "BELOW" READ 1 TO 2, ELSE READ 3 TO 5]**

[IF BELOW \$50K, ASK]	→	UNDER \$25,000	15%
		\$25,000 TO UNDER \$50,000	25%
[IF ABOVE \$50K, ASK]	→	\$50,000 TO UNDER \$75,000	26%
		\$75,000 TO UNDER \$100,000	18%
		\$100,000 OR MORE	9%
		DK / REFUSED [DON'T READ]	6%

D6. Finally, may I ask your first name only, in case my supervisor calls to verify the courtesy and completeness of this interview?

[FIRST NAME]

Thank you so much for your time.