

# Summary of Respondent Background Characteristics

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*Graphic Summary Preface*

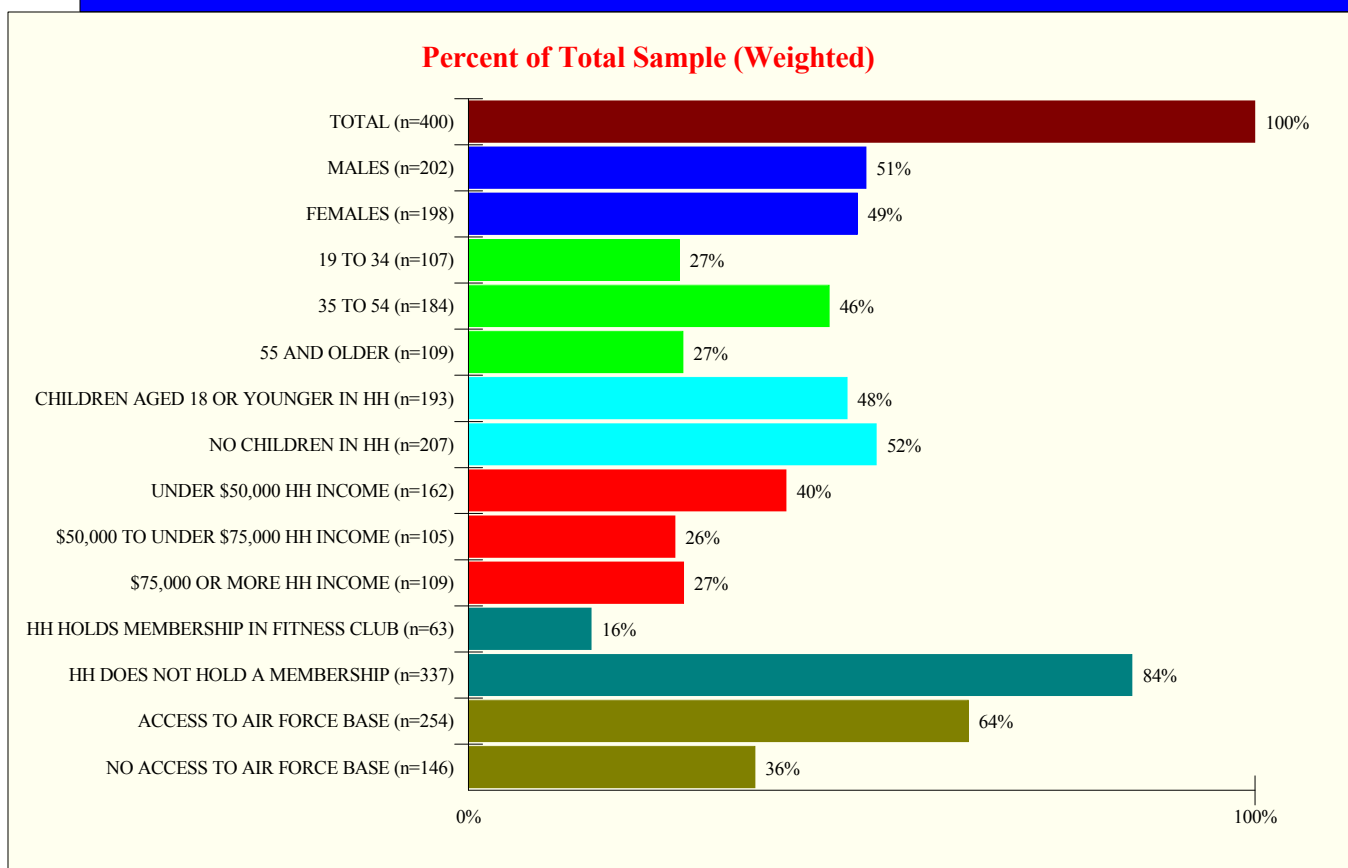


Figure 1

# Respondent Background Characteristics (1)

## Percent of Total Weighted Sample by Background Category

Base for chart: Total sample (n=400; weighted); sub-sample sizes are listed



### Notes

Between July 7 and July 28, 2010, 400 heads-of-household aged 19 and older – all residents of Mountain Home, Idaho – were interviewed by telephone.\* Households within the target geographic area were randomly selected (using a form of random-digit dialing), with one adult in each chosen for interviewing.

Because of the difficulty in reaching younger heads-of-household (aged 19 to 34), members of this age group were under-represented in the final sample. To compensate, weighting was used to ensure that sample gender-by-age proportions would match the target population's. All results in this volume, except those for Figure 2, were derived from weighted data.

Weighted sub-sample sizes are listed at left for categories representing gender, age, parental status, annual household income, possession (yes or no) of a fee-based membership to a competing fitness organization, and ability (yes or no) to access Mountain Home Air Force Base (and presumably the base's recreation center). These measurements have been used to help explain the survey results presented in this volume.

\* Households with employees of health clubs or fitness organizations were excluded from survey participation, as were residents of zip code 83647 located north of Anderson Ranch Dam Road. One household having a current Treasure Valley Family YMCA membership was also excluded.

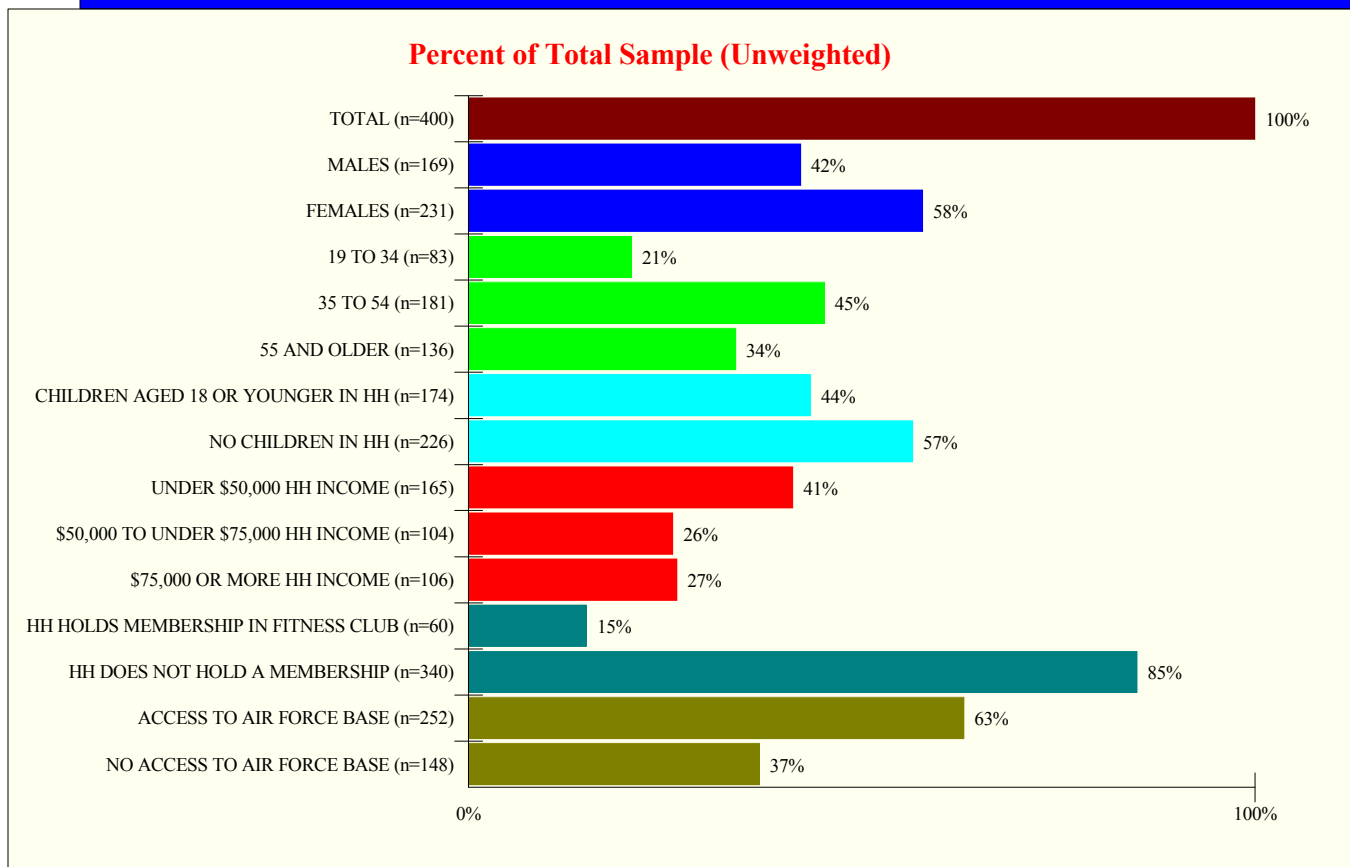
Percentages (and counts) exclude those failing to provide information about household income.

Figure 2

# Respondent Background Characteristics (2)

## Percent of Total Unweighted Sample by Background Category

Base for chart: Total sample (n=400; unweighted); sub-sample sizes are listed



### Notes

These were the original background category sub-sample sizes before data weighting.

To correct for sample imbalances (especially among males aged 19 to 34), weights were applied to force sample gender-by-age proportions to match those for all adults living in the targeted geographic area. (Each individual was assigned a weight representing the relative contribution that individual's data would make to overall results. The weighted sub-sample sizes are shown in the previous chart.) This procedure ensured that no gender or age group would be over- or under-represented and also helped alleviate sample-versus-population discrepancies for parental status and other background variables.

\* The original total sample count (400) was unchanged by weighting. Target percentages for males aged 19 to 34 and females 19 to 34 were reduced slightly to reflect that some in this age group have not achieved head-of-household status.

Percentages (and counts) exclude those failing to provide information about household income.

# Use of Existing Fee-Based Indoor Facilities

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## *Graphic Summary Section One*



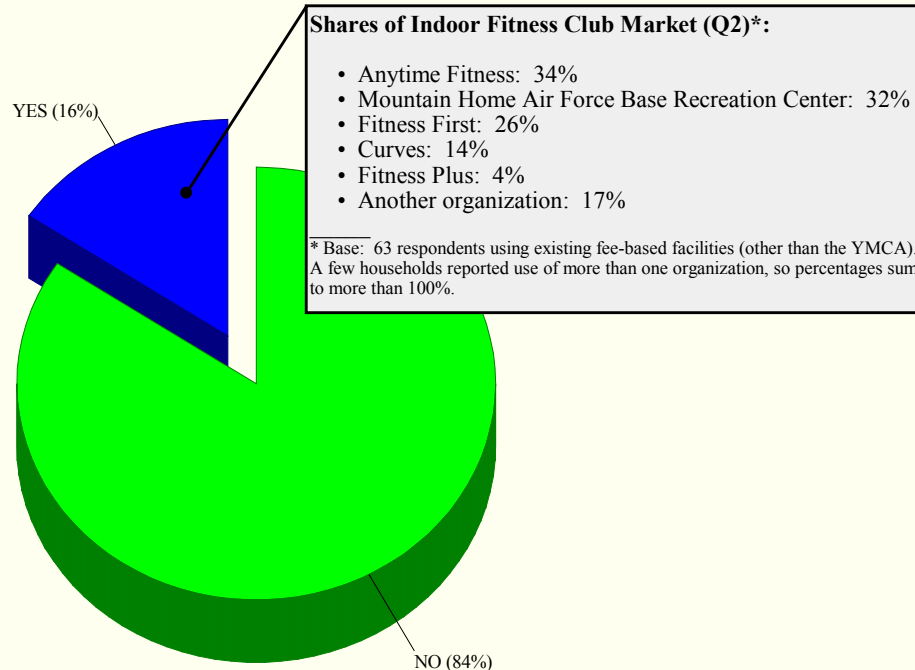
Figure 3

# Household Fee-Based Use of Existing Indoor Exercise Facilities

**Q1. "Are you or anyone in your household aged 19 or older currently a paying member of any organization providing indoor exercise or sports facilities?"**

**Q2a-g. "Are you or another adult or child in your household currently a member of <insert organization>?"**

**Base for chart:** For Q1, the total sample (n=400; weighted); for Q2a-g, those using existing facilities for a fee (n=63; weighted)



## Notes

Among 400 respondents, 16% (or 63 respondents) said at least one member of their household retains a current membership to a fitness organization other than the YMCA.\* Among this group, 34% reported a membership to Anytime Fitness; 32%, to the Mountain Home Air Force Base Recreation Center; 26%, to Fitness First; and 14%, Curves. Shares for other organizations were significantly smaller.\*\*

The next chart shows that younger to middle-aged, more affluent heads-of-household were more likely than others to report existing memberships to fitness organizations.

\* One interviewee was excluded from participating in this survey because household occupants were current Treasure Valley Family YMCA members.

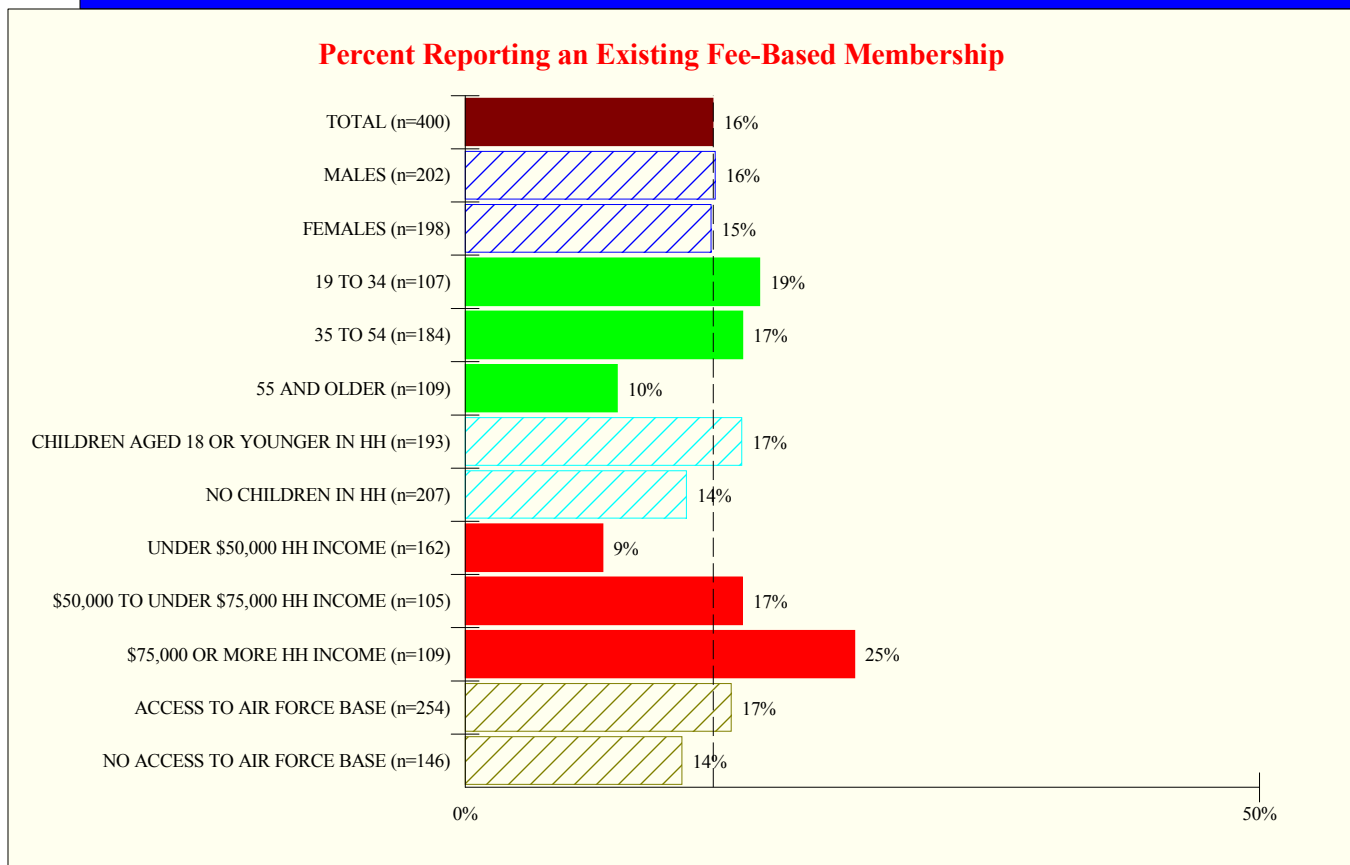
\*\* Other organizations mentioned (by two or fewer respondents in each case) included the Idaho Athletic Club, Tumbling in Boise, Park Center Fitness, Gold's Gym, and the Boise State University facility.

Figure 4

# Fee-Based Use of Existing Indoor Exercise Facilities by Background Category

**Q1. "Are you or anyone in your household aged 19 or older currently a paying member of any organization providing indoor exercise or sports facilities?"**

**Base for chart:** Total sample (n=400; weighted); sub-sample sizes are listed



**Notes**

The fitness club membership rate varied significantly by age and household income:

- **Age:** Younger to middle-aged heads-of-household were almost twice as likely as those aged 55 and older to report that at least one household occupant retains a current membership to an indoor fitness organization. The significant age effect remained even after controlling for parental status and income variations.
- **Household income:** Those reporting an annual household income of \$75,000 or more were about 1.5 times more likely than the slightly less affluent (\$50,000 to under \$75,000), and almost 3 times more likely than the least affluent (under \$50,000), to claim membership.

Other differences (for gender, parental status, access to Mountain Home Air Force Base) were not large enough to be statistically significant. (Categories in these measurement areas are represented by a crosshatched pattern.)

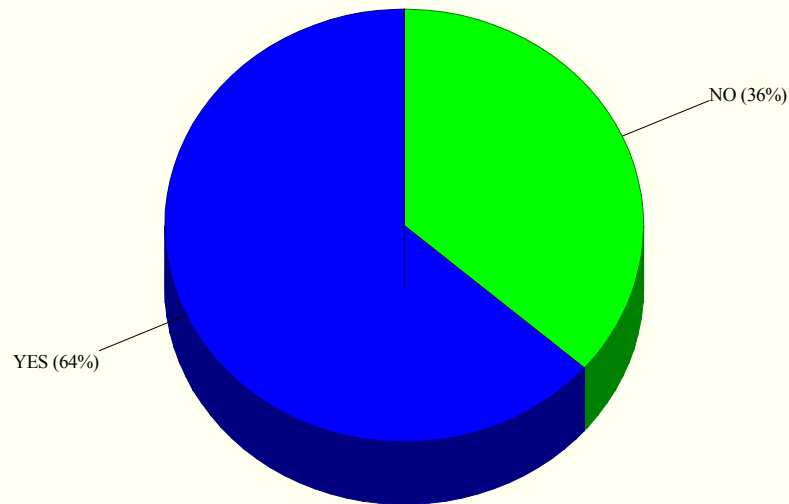
The dashed line indicates the total sample percentage.

Figure 5

## Access to Mountain Home Air Force Base

***D2a-d. "Are you or any family member in your household currently a member of the United States military? A retired member of the United States military? Currently employed at Mountain Home Air Force Base? Have access to Mountain Home Air Force Base for any other reason?"***

Base for chart: Total sample (n=400; weighted)



### Notes

In total, 64% – claiming at least one household occupant to be a current or retired member of the United States military, employed at Mountain Home Air Force Base, or with access to the air base for any other reason – qualified for access to Mountain Home Air Force Base.

Those with base access might be using the recreation center located there, so it remains of interest to compare the perceptions and behaviors of this group with those without access. (Each background category chart included in this volume makes this comparison.)

The next chart examines background measurement variations in the base access rate.

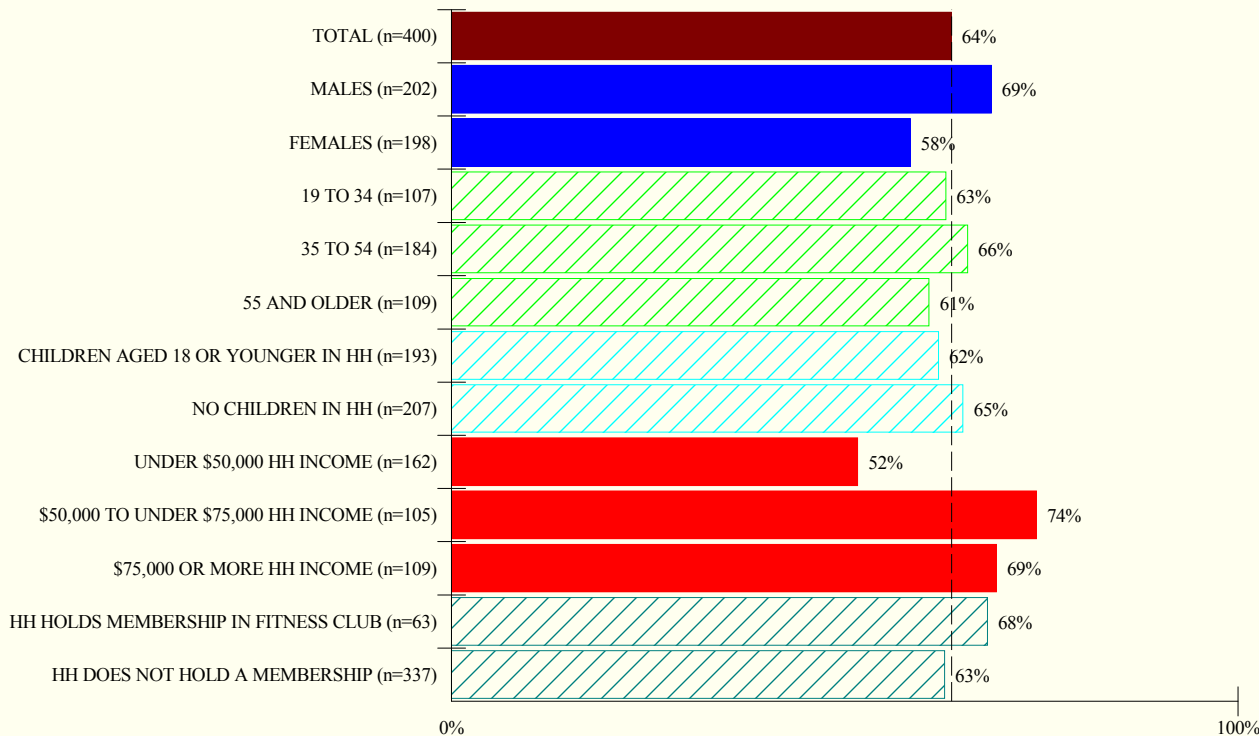
Figure 6

# Access to Mountain Home Air Force Base by Background Category

***D2a-d. "Are you or any family member in your household currently a member of the United States military? A retired member of the United States military? Currently employed at Mountain Home Air Force Base? Have access to Mountain Home Air Force Base for any other reason?"***

Base for chart: Total sample (n=400; weighted); sub-sample sizes are listed

## Percent Indicating "Yes" to Any of D2a-d



## Notes

As shown, male heads-of-household and those with high annual incomes were statistically more likely than others to indicate household access to Mountain Home Air Force Base. Other differences were not large enough to be meaningful.

The dashed line indicates the total sample percentage.

# Likelihood of Joining the Proposed Recreation Center

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*Graphic Summary Section Two*

# Initial Description of the Proposed Facility and Description of Option One

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Interviewers read this preface to all respondents before asking them about likelihood of joining given the specifications in option one (in 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.*

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

*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.*

*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.*

## Descriptions of Option Two and Three

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Interviewers used this wording to introduce option two (in Q5):

*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.*

*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.*

Finally, interviewers described option three (in Q7):

*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.*

*For option three, monthly fees would increase slightly. The 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.*



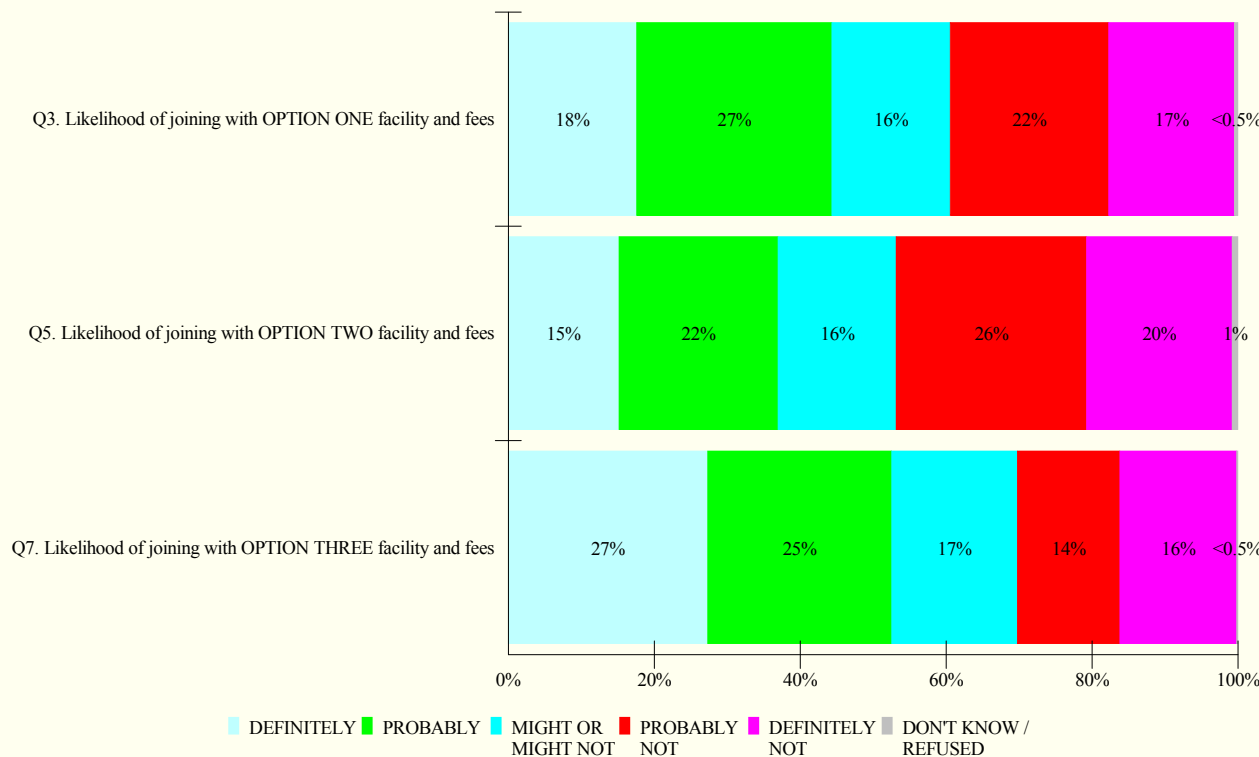
Figure 9

# Likelihood of Joining for Each of Three Facility Configuration Options (1)

**Q3, Q5, and Q7. "Given option <one / two / three> 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 definitely, probably, might or might not, probably not, or definitely not be a member?"**

Base for chart: Total sample (n=400; weighted) for each question

## Joining Likelihood Response Distributions



## Notes

For each of the three facility options, respondents were asked to rate the likelihood that at least one household occupant would retain a membership in the proposed new recreation center. These outcomes were observed:

- **Option one:** Eighteen percent (18%) said a household occupant would "definitely" be a member; 27%, "probably"; and 16%, "might or might not." Thirty-nine percent (39%) indicated little or no interest.
- **Option two:** This option produced statistically less favorable results than option one. Fifteen percent (15%) said "definitely"; 22%, "probably"; and 16%, "might or might not"; while 46% reported little or no interest.
- **Option three:** This option generated the most favorable result, comparing well to estimates from previous facility-related surveys.\* Over one-quarter (27%) said "definitely"; 25%, "probably"; and 17%, "might or might not"; while 30% had little or no interest.

\* Looking at roughly comparable estimates from earlier surveys investigating demand for YMCA-related satellite facilities, the 1999 Spokane Valley's produced a "definite" estimate of 9%; Canyon County (Idaho, 2002), 16%; North Spokane (2003), 15%; Greater Spokane (2004), between 5% and 8%, depending upon location; Kuna (Idaho, 2005), 22%; Meridian (Idaho, 2006), 4% (or, alternatively 8% for 145 respondents within 15 minute drive time); Star-Eagle (Idaho, 2008), 18%; and Eugene (Oregon, 2009), 17%.

Segment percentages sum to 100% within each bar.

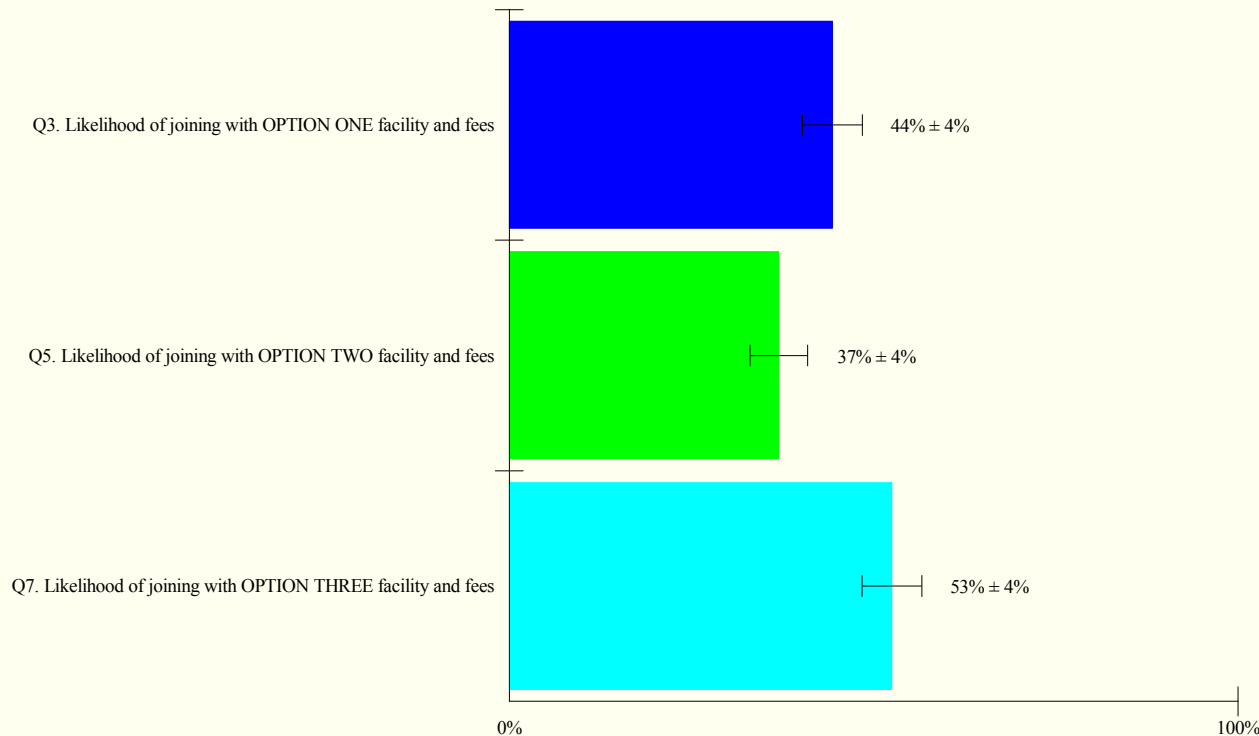
Figure 10

# Likelihood of Joining for Each of Three Facility Configuration Options (2)

**Q3, Q5, and Q7. "Given option <one / two / three> 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 definitely, probably, might or might not, probably not, or definitely not be a member?"**

Base for chart: Total sample (n=400; weighted) for each question

## Likelihood Household Members Would "Definitely" or "Probably" Join



### Notes

If the "definitely" and "probably" percentages shown in the previous chart are combined, these outcomes are produced. Option three's result – 53% indicated household occupants would "definitely" or "probably" be members – was significantly more favorable than option one's 44%, which in turn was significantly better than option two's 37%.\*

The 90% confidence bands shown at left indicate the ranges into which the population values would likely fall if a census of all heads-of-household had been taken rather than a survey. The confidence band for option three is much higher than for the others.

A majority (62%) reported "definitely" or "probably" to at least one option and 30%, to all of them. Six percent (6%) liked option one but not the others; 1%, option two but not the others; and 14%, option three but not the others.\*\*

\* The same statistical conclusions are reached if concentrating on just the options' "definitely" percentages.

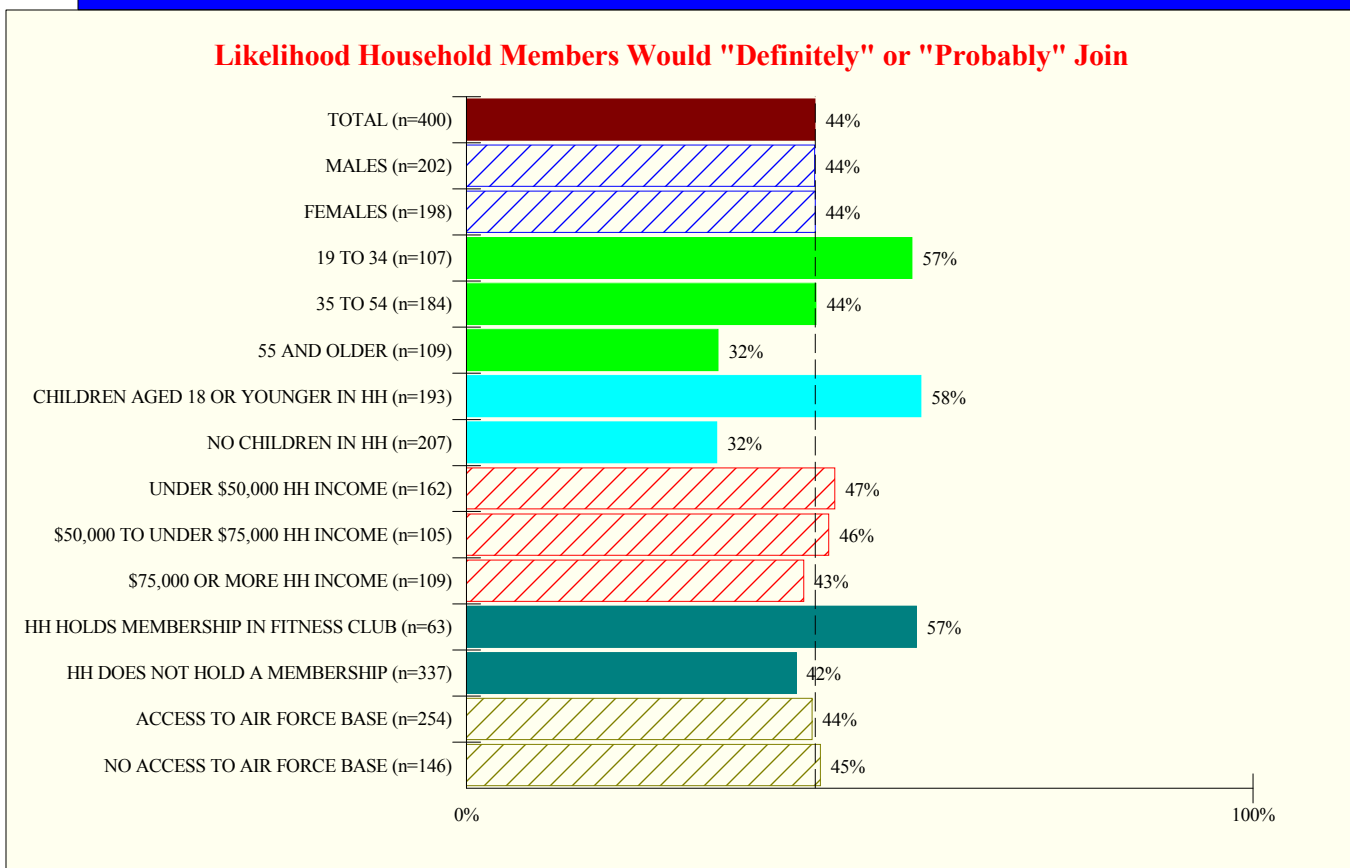
\*\* A third (33%) replied "definitely" to at least one option and 10%, to all three. Three percent (3%) said "definitely" to option one but not the others; one respondent, option two but not the others; and 13%, option three but not the others.

Figure 11

# Background Factors Correlated with Interest in Option One

**Q3. "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 definitely, probably, might or might not, probably not, or definitely not be a member?"**

Base for chart: Total sample (n=400; weighted); sub-sample sizes are listed



### Notes

Parental status was most strongly correlated with likelihood of becoming a member under option one, and age and fitness club membership status were also statistically related to it. This was observed:

- **Age:** Those aged 19 to 34 – the most likely age group in the survey to have children in the household – were most enthusiastic, while the likelihood of joining for middle-aged heads-of-household was statistically higher than those 55 or older. After controlling for variations in parental status by age group, however, the age effect was not significant.
- **Parental status:** Those with children aged 18 or younger in the household were 1.8 times more likely than others to report a high likelihood of joining.
- **Fitness club membership status:** Households holding current memberships to other fitness organizations – tending to be younger (see Figure 4) – were more likely than others to report a high joining likelihood. This result arises because households holding existing memberships tend to engage in higher-than-normal levels of recreation activity (as reflected in their use of existing facilities) and seem more open than others to considering the use of alternative recreational options.

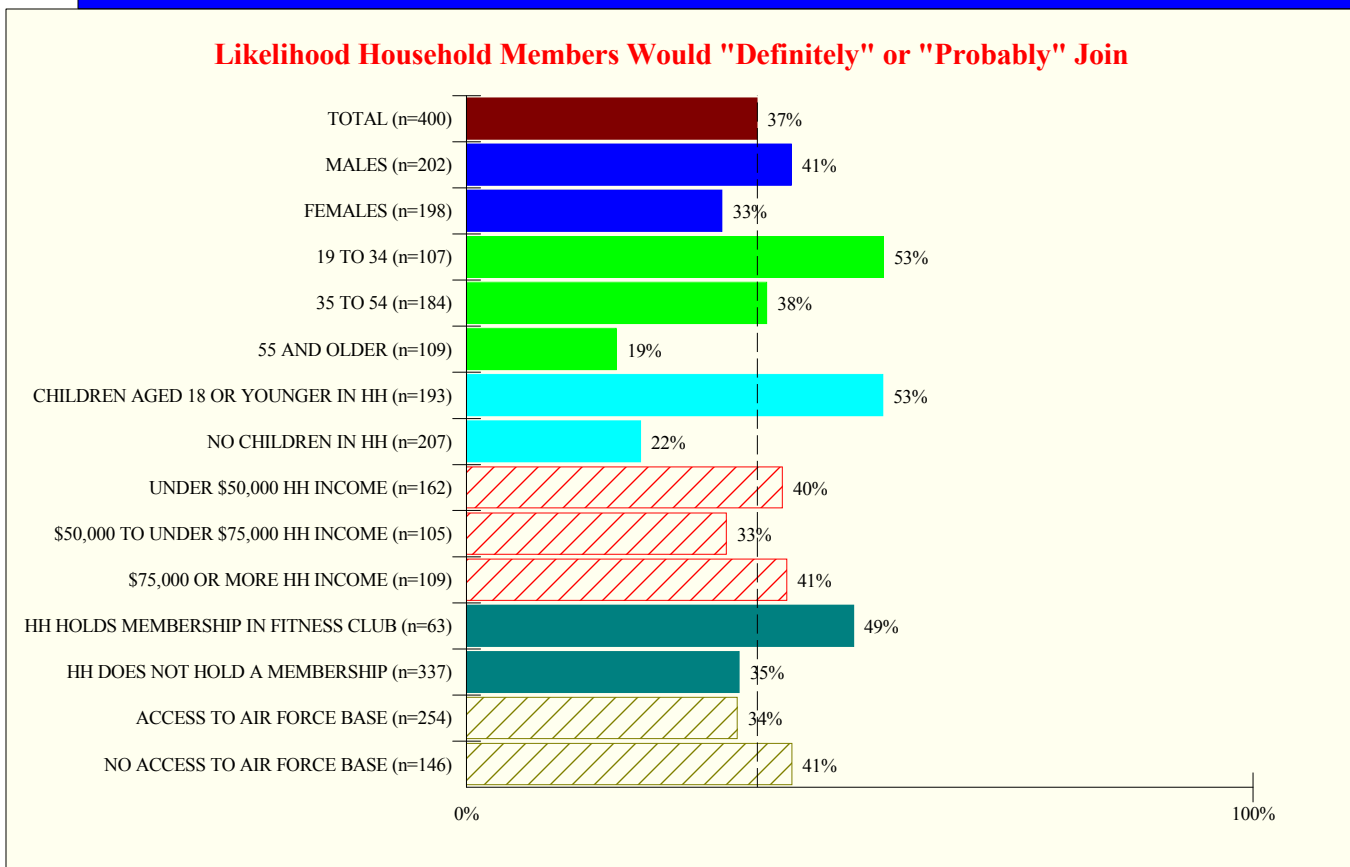
The dashed line indicates the total sample percentage.

Figure 12

# Background Factors Correlated with Interest in Option Two

**Q5. "Given option two 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 definitely, probably, might or might not, probably not, or definitely not be a member?"**

Base for chart: Total sample (n=400; weighted); sub-sample sizes are listed



### Notes

As with option one, younger respondents, those with children, and those using existing exercise facilities were more likely than others to favor joining. These results were observed:

- **Gender:** Male heads-of-household were marginally more likely than female ones to report a high joining likelihood.
- **Age:** Like option one, younger respondents were most likely to say household members would join, and the rate for middle-aged respondents was significantly higher than for those aged 55 or older. After controlling for variations in parental status by age group, the age effect was only marginally significant.
- **Parental status:** Those with children aged 18 or younger in the household were over twice as likely as others to report a high likelihood of joining.
- **Fitness club membership status:** The more active households retaining current memberships to other fitness organizations were 1.4 times than others to report a high joining likelihood.

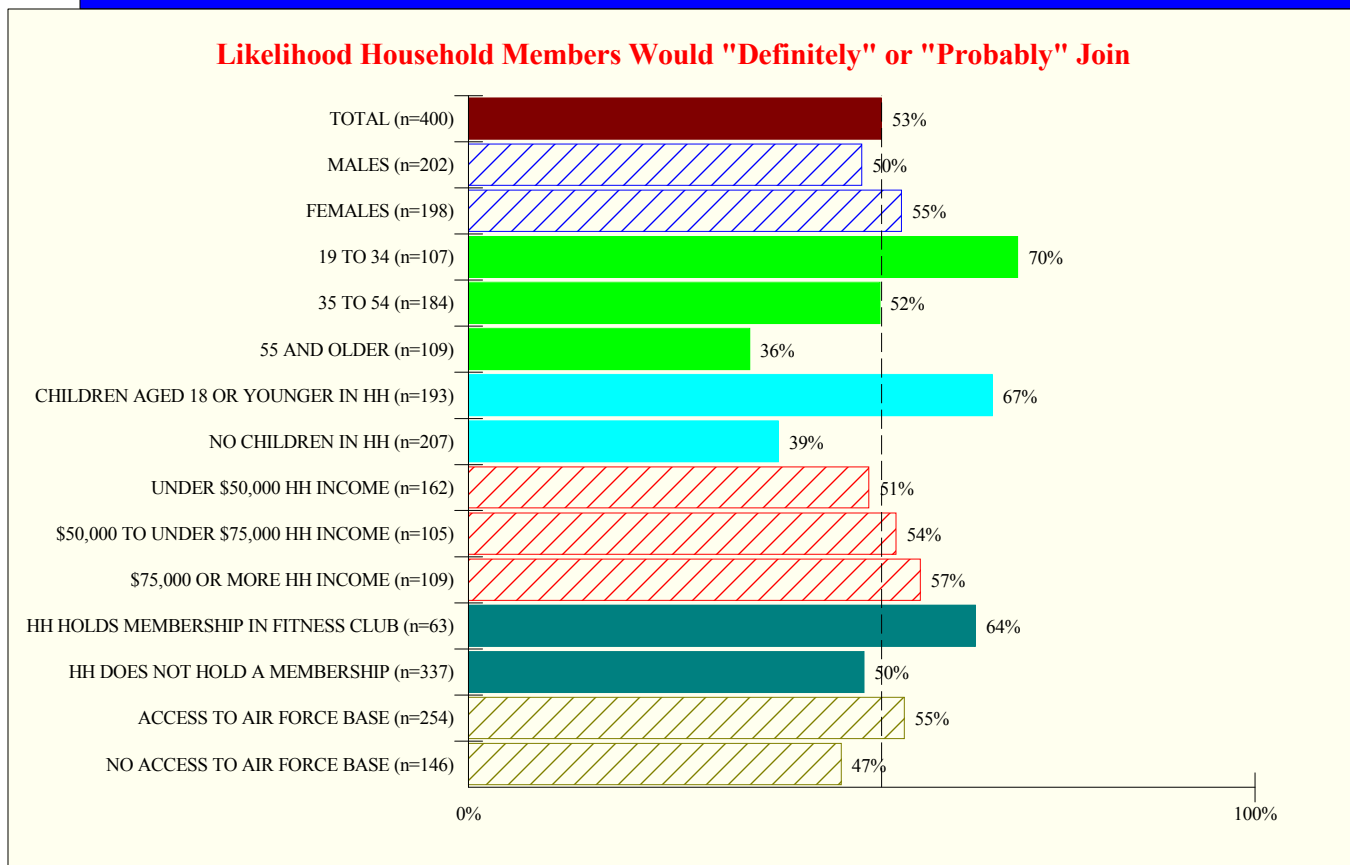
The dashed line indicates the total sample percentage.

Figure 13

# Background Factors Correlated with Interest in Option Three

**Q7. "Given option three 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 definitely, probably, might or might not, probably not, or definitely not be a member?"**

Base for chart: Total sample (n=400; weighted); sub-sample sizes are listed



## Notes

Overall, over half (53%) said household occupants would "definitely" or "probably" be members under option three. This rate varied significantly, however, by age, parental status, and club membership status (as with the first two options). This was found:

- **Age:** Among respondents aged 19 to 34, 70% said their household occupants would "definitely" or "probably" join. This was significantly higher than the 52% produced by those aged 35 to 54, which in turn was statistically higher than the 36% for those aged 55 or older. Even after controlling for variations in parental status by age group, the age effect remained significant.
- **Parental status:** Those with children in the household were 1.7 times more likely than others to report a high likelihood of joining.
- **Fitness club membership status:** The more active households holding current memberships to other fitness organizations were 1.3 times more likely than others to report a high joining likelihood.

For each category listed at left, the likelihood-of-joining percentage was highest for option three.

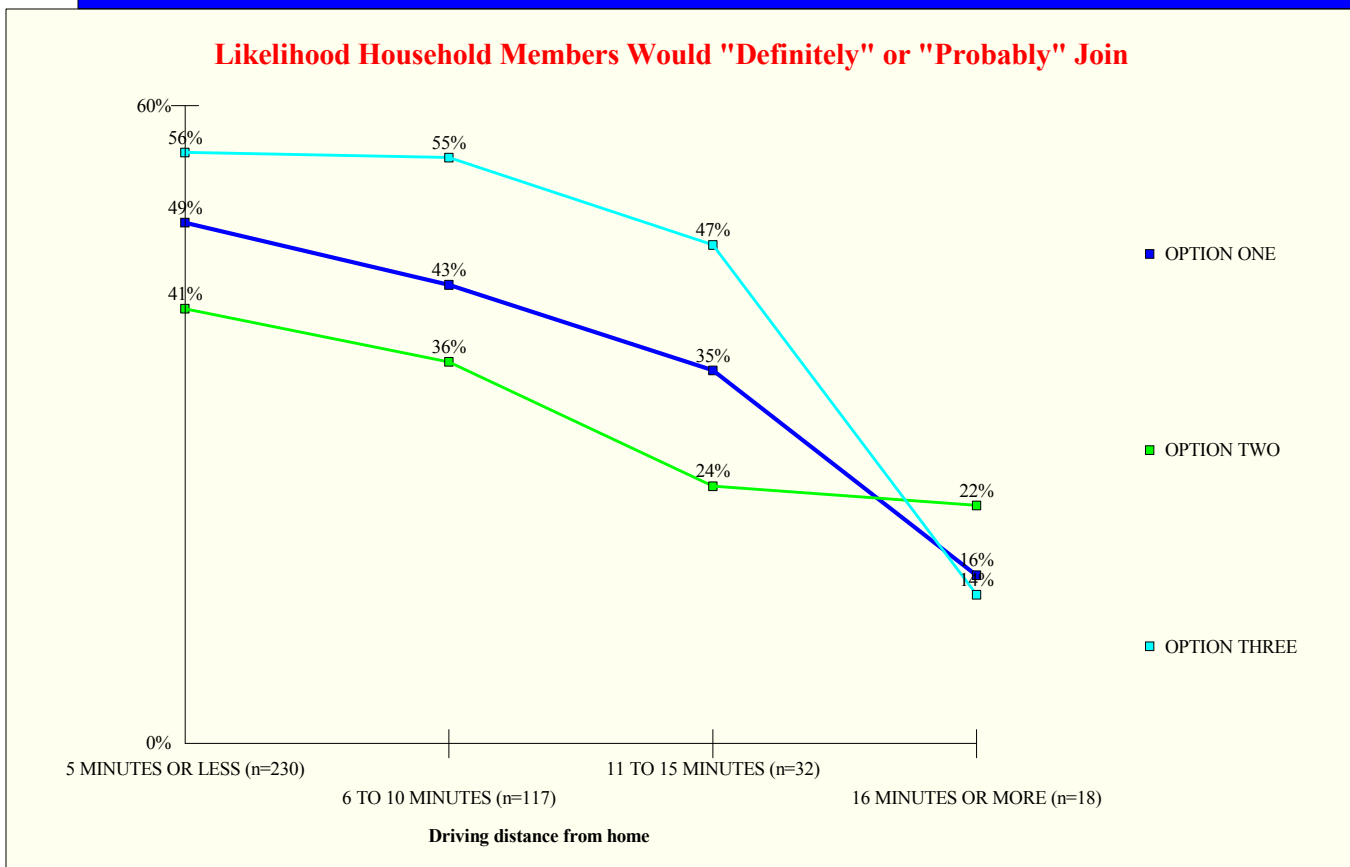
The dashed line indicates the total sample percentage.

Figure 14

# The Relationship Between Likelihood of Joining and Drive Time

**D1. "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? Five minutes or less, 6 to 10, 11 to 15, 16 to 20, or 21 minutes or more?"**

**Base for chart:** Those reporting (for D1) a drive time from their home to the proposed facility site (n=397; weighted); sub-sample sizes are listed



## Notes

Driving time from home to the proposed facility location was a statistically significant factor in explaining joining likelihood for each option. The results at left show a slight (but not statistically significant) decline in joining likelihood rates in going from 6-10 minutes to 11-15. After 15 minutes, the rates for options one and three decay significantly.\*

Well over half (58%) said they lived within 5 minutes or less of the proposed site and 30%, within 6-10 minutes of it, a favorable outcome.

\* The small sub-sample sizes for longer driving distances make those estimates unreliable.

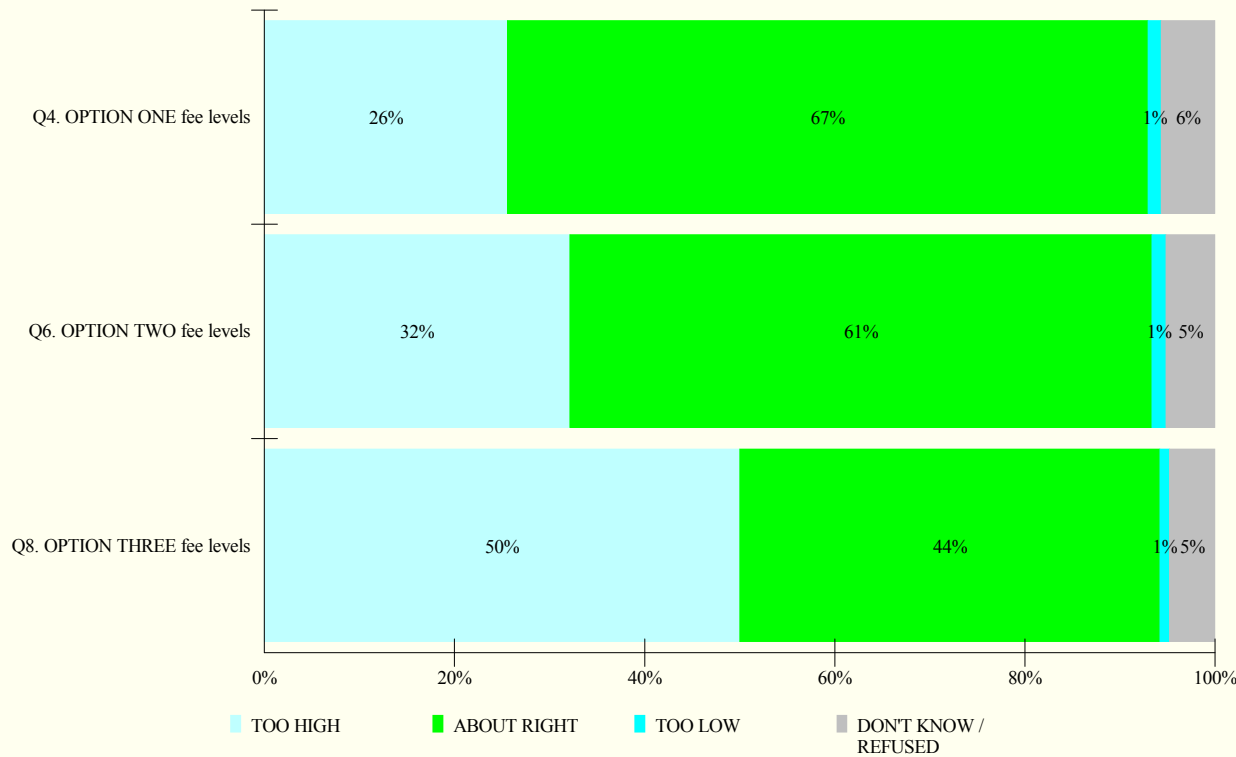
Figure 15

# Perception About Proposed Fee Levels for Each Option

**Q4, Q6, and Q8. "Do you think the option <one / two / three > fee levels I quoted are, on average, too high, about right, or too low?"**

Base for chart: Total sample (n=400; weighted) for each question

## Reaction to Fee Levels for Each Option



## Notes

For each option, respondents were asked to rate their perception of its fee levels. Were they, respondents were asked, "too high," "about right," or "too low." The most favorable answers were directed toward option one's fees and the least, toward option three's.

- **Option one:** Twenty-six percent (26%) judged the fees to be "too high," while 67% rated them "about right."
- **Option two:** One-third (32%) rated option two's fees as "too high" and 61%, as "about right."
- **Option three:** While option three received the most favorable likelihood-of-joining results, respondents tended to judge its fees significantly less favorably than the others. Half (50%) perceived the fees as "too high" and 44%, as "about right."

These results suggest that the addition of desirable facility options – like the pool additions for option three – tends to make the decision as to whether or not to join less sensitive to pricing levels. The next chart elaborates on this idea.

Segment percentages sum to 100% within each bar.

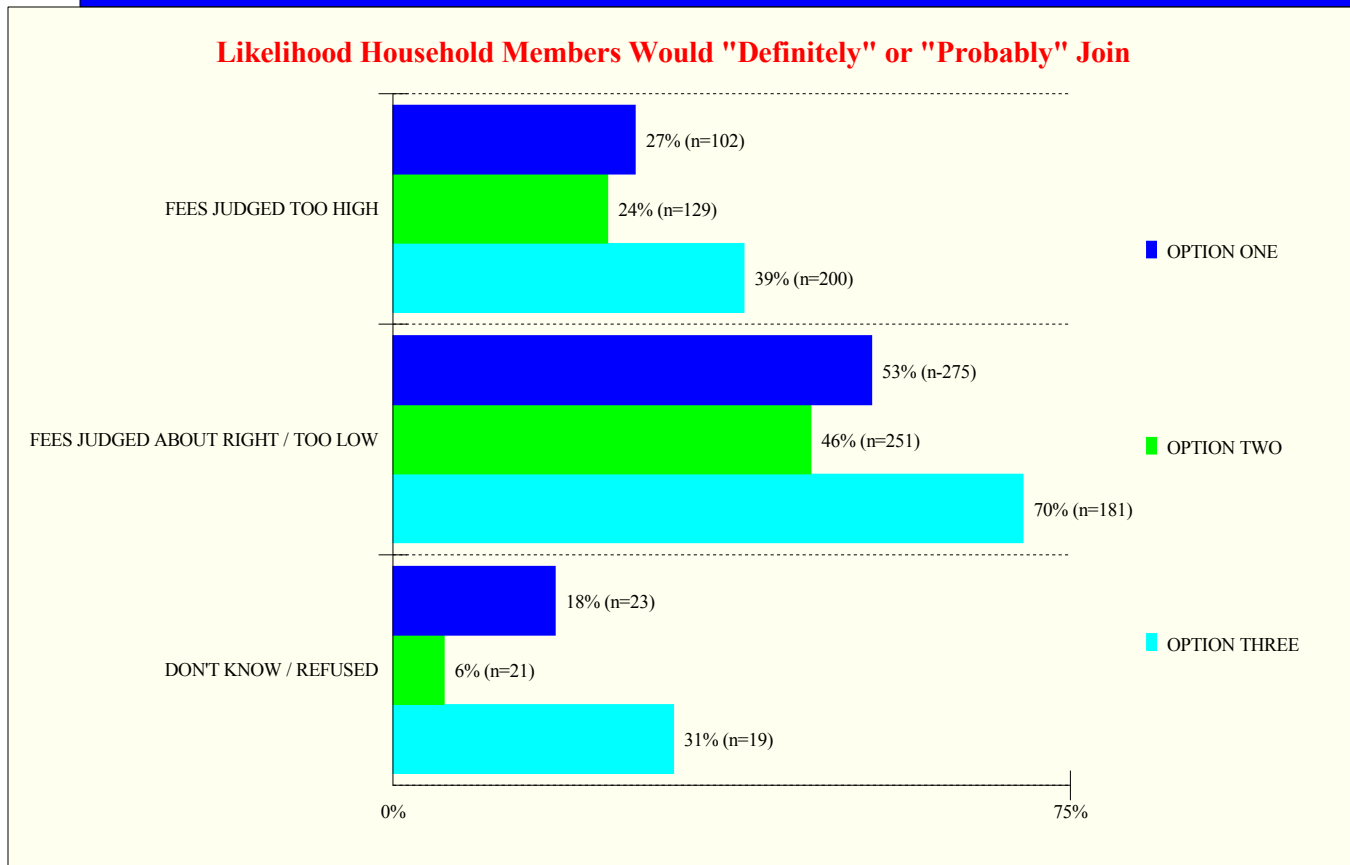
Figure 16

# Likelihood of Joining for Each Option Given Fee Levels

**Q3, Q5, and Q7. "Given option <one / two / three> 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 definitely, probably, might or might not, probably not, or definitely not be a member?"**

**Q4, Q6, and Q8. "Do you think the option <one / two / three > fee levels I quoted are, on average, too high, about right, or too low?"**

**Base for chart:** Those responding that fees for each option were either "too high" or "about right / too low," or not giving an opinion; weighted sub-samples are listed



### Notes

Among those who judged option one's fees as being "too high," 27% still said household members would "definitely" or "probably" join. (This is shown by the top bar in the chart.) For option two, the comparable figure was 24% (the second bar). For option three, however, almost four in ten (39%; the third bar) of those characterizing the fees as "too high" said they would at least "probably join." Respondents were least price-sensitive in judging option three, despite option three's fee levels being adjusted upward to reflect the addition of the aquatic amenities. This accounts for option three's superior overall likelihood-of-joining performance.

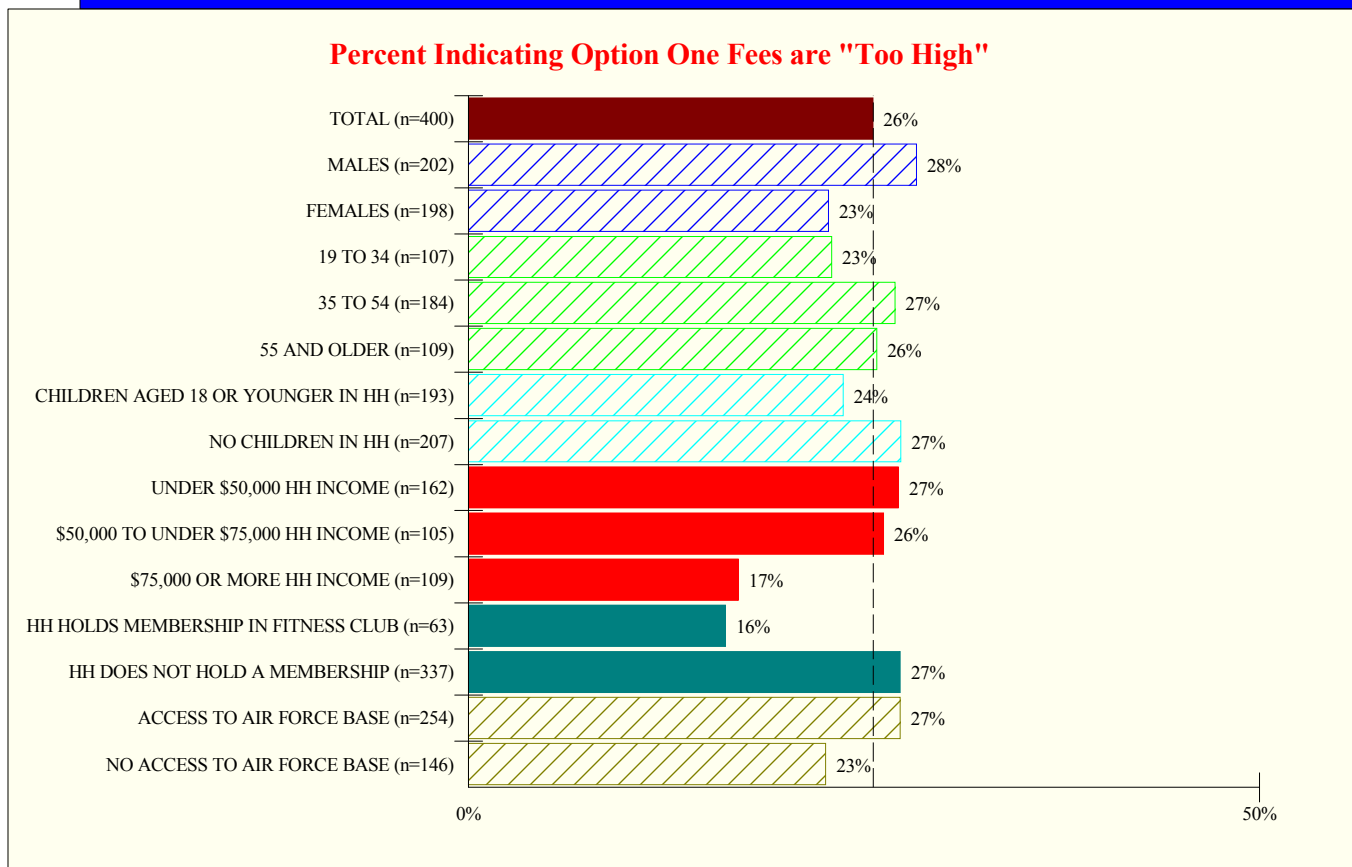
Among those judging option three's fees as "about right," a strong 70% (shown with the sixth bar) said household members would have a high likelihood of joining, well above the percentages for options one and two.

Figure 17

# Perception About Proposed Option One Fee Levels by Background Category

**Q4. "Do you think the option one fee levels I quoted are, on average, too high, about right, or too low?"**

**Base for chart:** Total sample (n=400; weighted); sub-sample sizes are listed



**Notes**

As shown, the less affluent and those not currently holding a membership to a fee-based fitness club were marginally more likely than their opposites to judge option one's fee levels as being "too high." Other differences were not large enough to be significant.

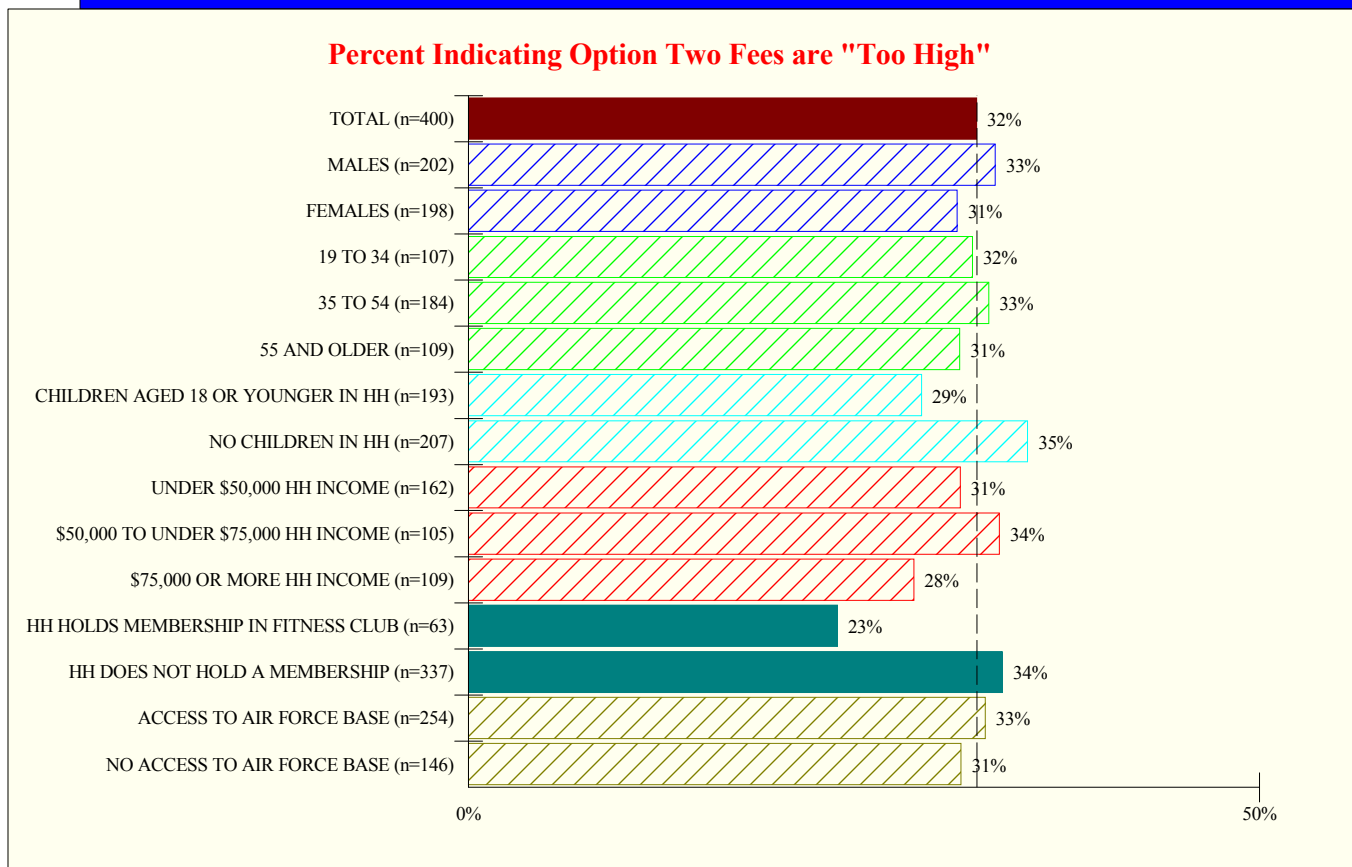
The dashed line indicates the total sample percentage.

Figure 18

# Perception About Proposed Option Two Fee Levels by Background Category

**Q6. "Do you think the option two fee levels I quoted are, on average, too high, about right, or too low?"**

**Base for chart:** Total sample (n=400; weighted); sub-sample sizes are listed



**Notes**

Those not currently holding a fitness club membership were marginally more likely than others to characterize option two fee levels as being "too high." Other differences were not significant.

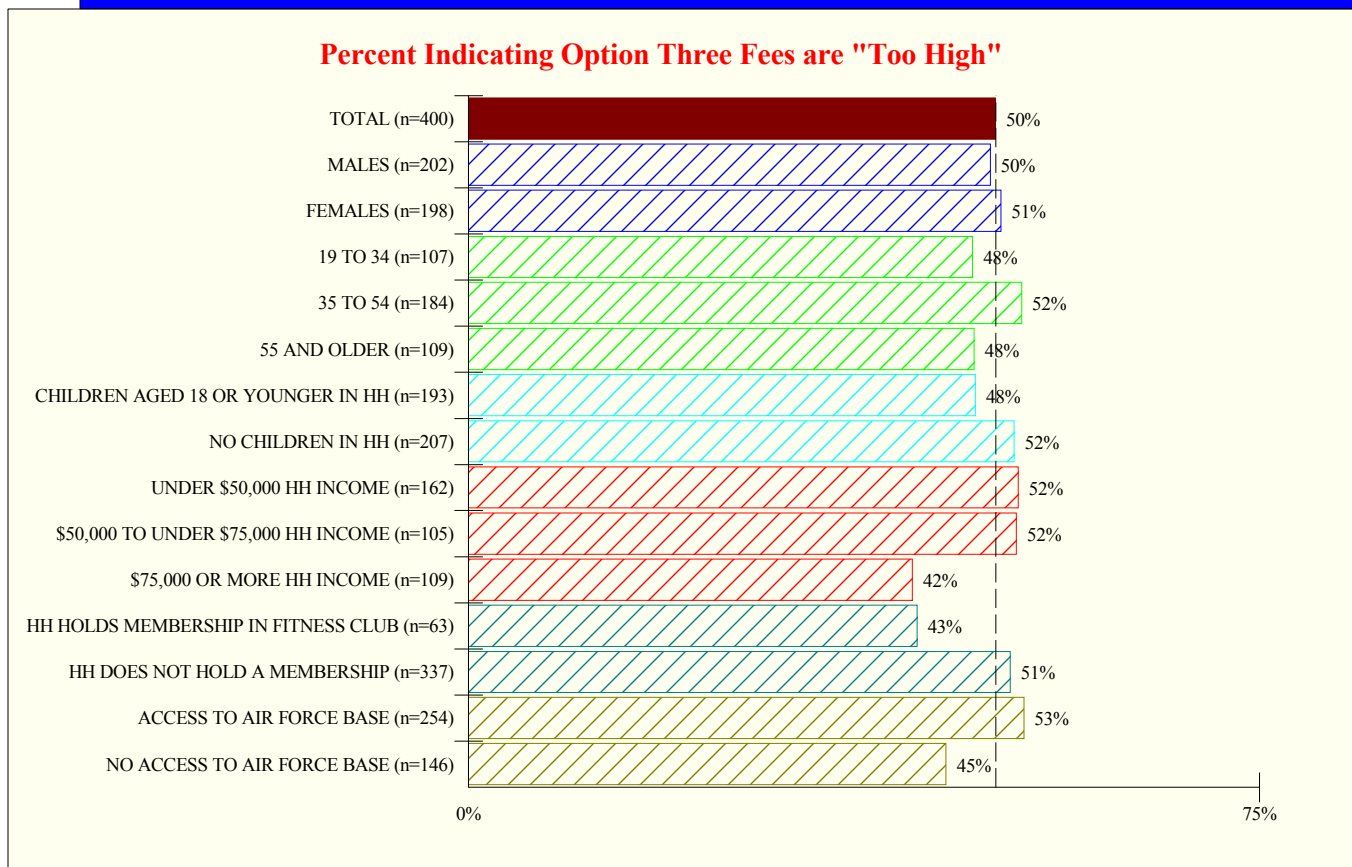
The dashed line indicates the total sample percentage.

Figure 19

# Perception About Proposed Option Three Fee Levels by Background Category

**Q8. "Do you think the option three fee levels I quoted are, on average, too high, about right, or too low?"**

**Base for chart:** Total sample (n=400; weighted); sub-sample sizes are listed



**Notes**

Results by category were not much different than the overall one – half (50%) designated option three's fees as being "too high." None of the minor background measurement variations shown at left were statistically significant.

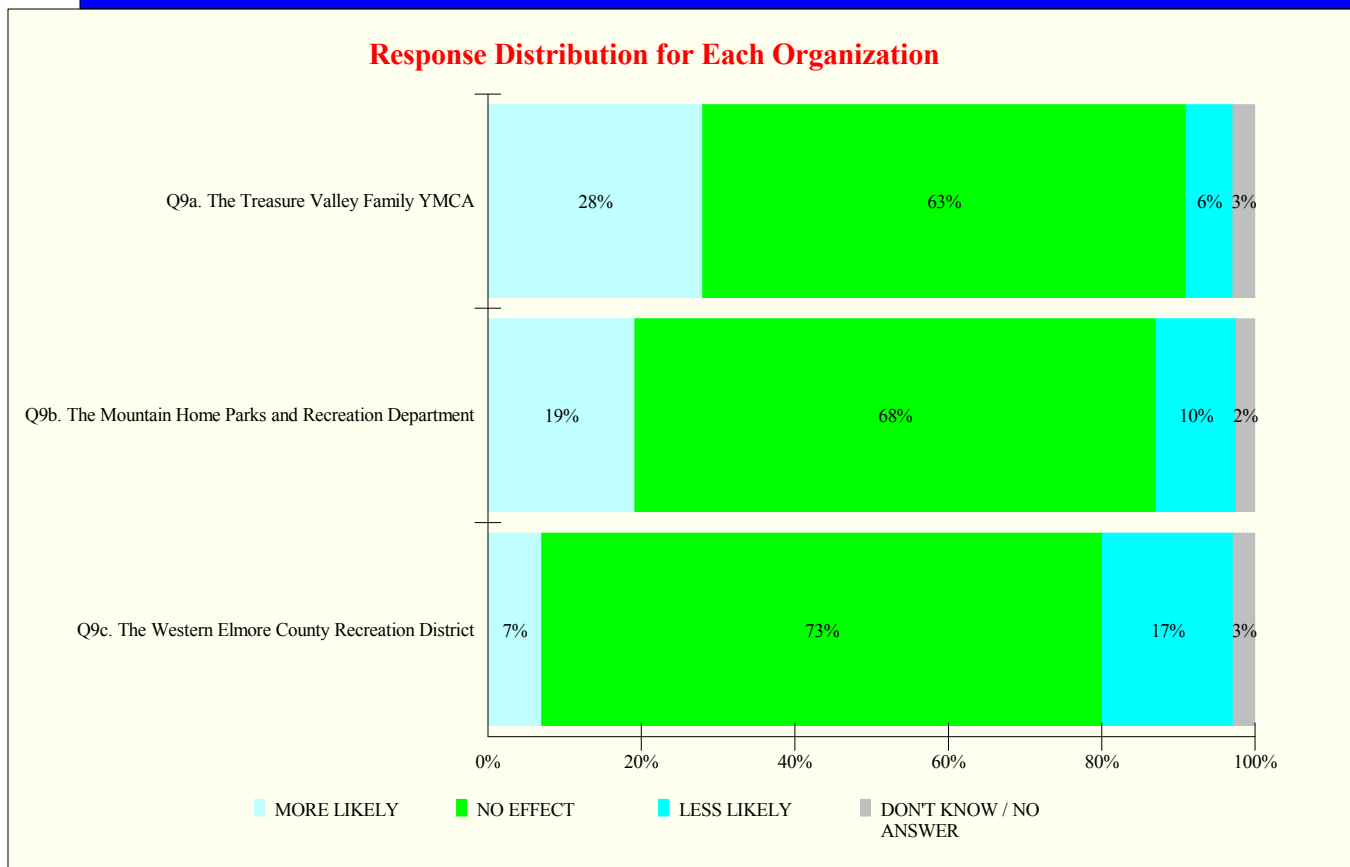
The dashed line indicates the total sample percentage.

Figure 20

# Effect of Identifying Each of Three Organizations as an Operator of the Facility

**Q9a-c. "Concerning the operation of the facility . . . If the <insert organization> operates the facility, would that make your household members more likely to join, less likely to join, or it would have no effect?"**

Base for chart: Total sample (n=400; weighted) for each question



### Notes

Respondents were asked to rate the effect on joining likelihood of having each of the three entities listed in the chart identified as an operator of the new facility. The results show the following:

- Treasure Valley Family YMCA:** Associating the Treasure Valley Family YMCA with the facility would have the most favorable net impact (a +22% point net effect, equaling 28% "more likely to join" less 6% "less likely"). Females, those with children, and those without access to Mountain Home Air Force Base were most enthusiastic about a possible YMCA association.
- Mountain Home Parks and Recreation Department:** Association with this organization would have a mild positive net impact (+9% points). Variations by background measurement in this impact rate were not significant.
- Western Elmore County Recreation District:** Association with the WECRD would seemingly have a mild negative impact (-10% points). Older respondents were more likely than others to react unfavorably to this association. (Among those 55 or older, 26% said their household would now be "less likely to join," versus 7% "more likely.")

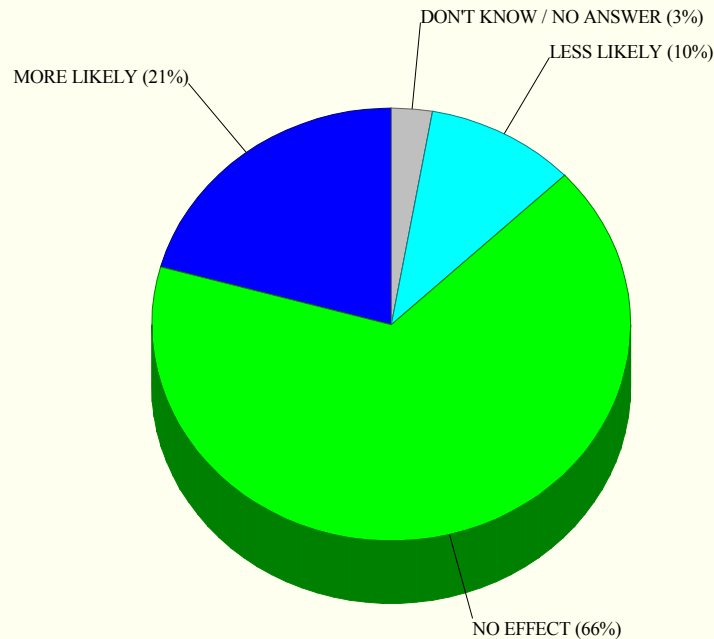
Segment percentages sum to 100% within each bar.

Figure 21

# Effect on Likelihood of Joining Given Funding with WECDR Taxes

**Q11. "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?"**

**Base for chart:** Residents of the WECDR (as reported in Q10), plus those not sure if they were or not (n=387; weighted)



## Notes

One in five (21%) of those living in the Western Elmore County Recreation District said that funding the facility through WECDR taxes would make their household "more likely" to join, while 10% claimed the opposite, producing a net effect of +11% points. Most (66%) answered that it would have no effect.

The positive net effect suggests that WECDR taxpayers may tend to feel some ownership responsibility toward the a facility, desiring to help the facility succeed because they would help pay for it.

The results do not support the hypothesis that taxing residents for the facility would tend to discourage them from joining it.

The next chart identifies background measurement variations in Q11's results.

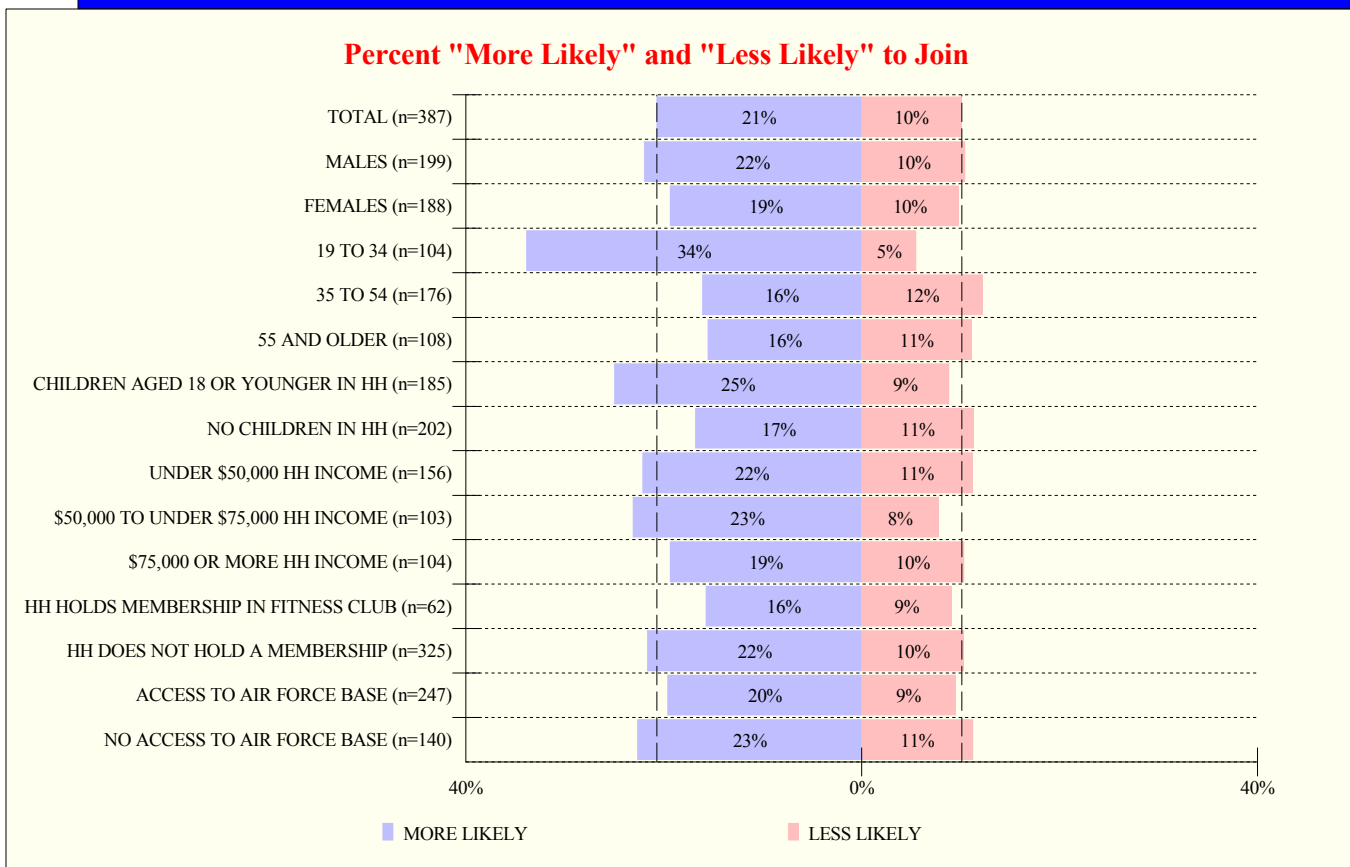


Figure 22

# Effect on Likelihood of Joining Given Funding with WECDR Taxes by Background Category

**Q11. "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?"**

**Base for chart:** Residents of the WECDR (as reported for Q10), plus those unsure about it (n=387; weighted); sub-sample sizes are listed



## Notes

These groups recorded the highest net likelihood-of-joining effects (equaling the percentage "more likely" minus the one "less likely") for Q11:

- **Aged 19 to 34:** +29% point net effect (equaling 34% "more likely" minus 5% "less likely")
- **Children 18 or younger in the household:** +16% points
- **\$50,000 to under \$75,000 HH income:** +15% points

These produced the lowest:

- **Aged 35 to 54:** +4% points for net effect
- **Aged 55 and older:** +4% points
- **No children in HH:** +5% points
- **HH holds membership to fitness club:** +7% points

Even among these more pessimistic groups (regarding WECDR taxes), the net effects were all positive.

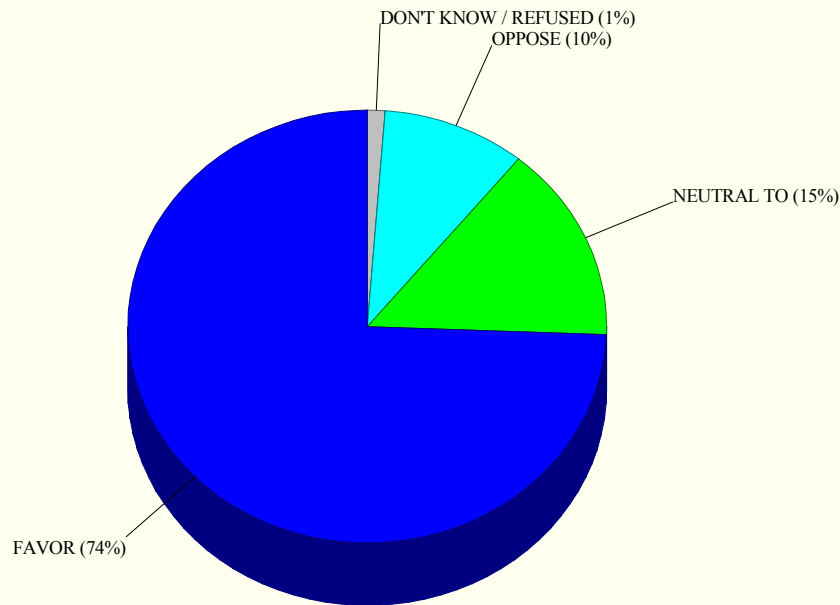
The dashed lines indicate the total sample percentages.

Figure 23

## Overall Degree of Support for a Recreation Center

**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?"**

**Base for chart:** Total sample (n=400; weighted)



### Notes

Given the background information provided about the proposed project, 74% said they would "favor" the idea of building a community recreation center in Mountain Home, 13% would be "neutral to" it, and 10% would "oppose" it. That is, respondents were over seven times more likely to "favor" than "oppose" the idea of the project, a favorable result.

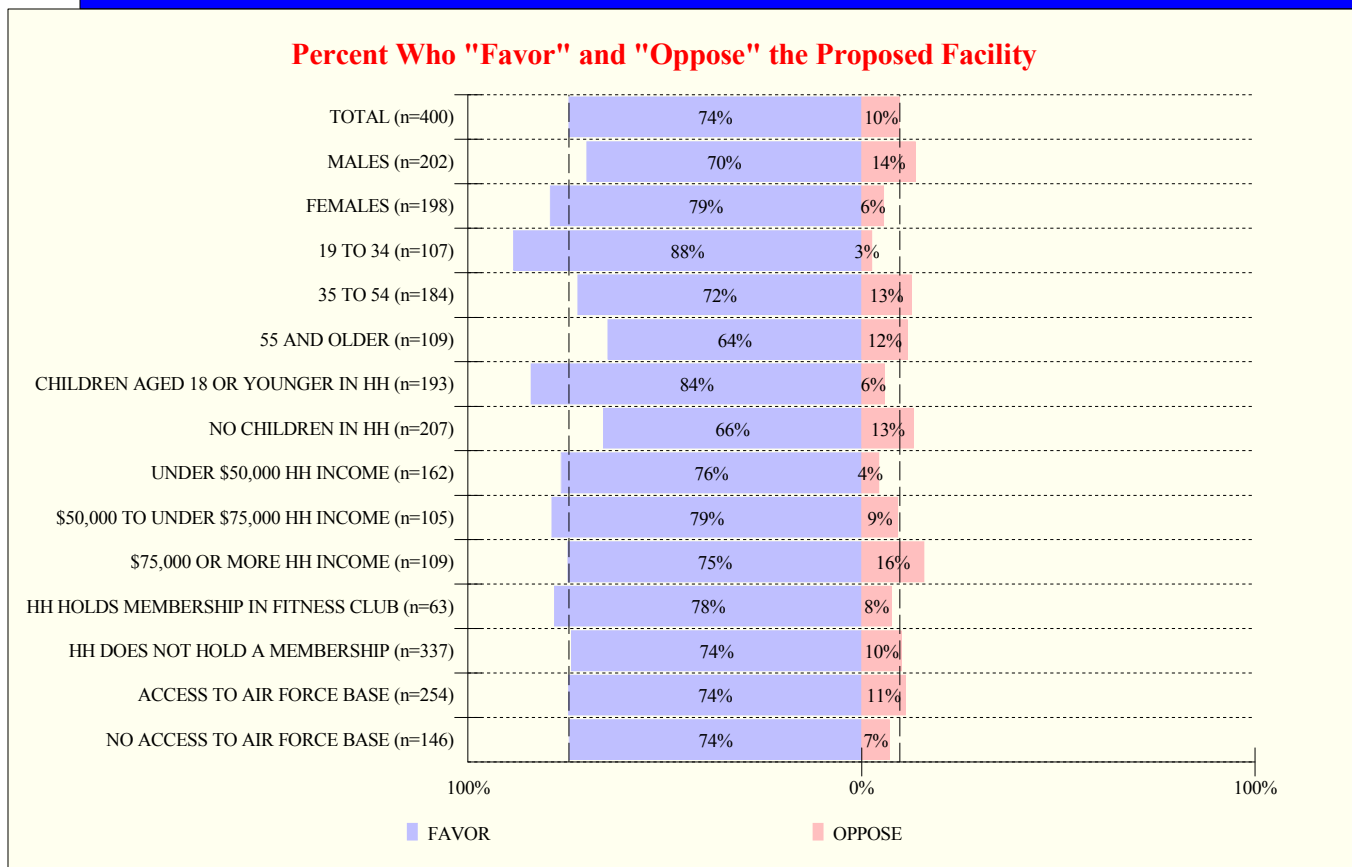
The next two charts examine background measurement variations in Q12's results.

Figure 24

# Support for a Recreation Center by Background Category (1)

**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?"**

**Base for chart:** Total sample (n=400; weighted); sub-sample sizes are listed



**Notes**

For each background category listed, the "favor" (blue) and "oppose" (red) percentages are listed. For males, 70% said they would "favor" the idea of a new community center in Mountain Home, while 14% would "oppose" it. For females, 79% and 6%, respectively, would do the same. Percentages for the other categories are interpreted similarly.

These categories were most enthusiastic about the project, producing the highest net scores (equaling "favor" minus "oppose" percentages):

- **Aged 19 to 34:** +85% points (equaling 88% "favor" minus 3% "oppose")
- **Children 18 or younger in the household:** +78% points
- **Females:** +73% points

These groups produced the lowest net scores:

- **No children in HH:** +52% points for net effect
- **Aged 55 and older:** +53% points
- **Males:** +56% points

Even among the least enthusiastic – those without children in the household – the "favor" percentage was five times higher than the "oppose" one. (The group's net score was +52% points, as noted above.)

The next chart examines the variations in the "favor" percentage.

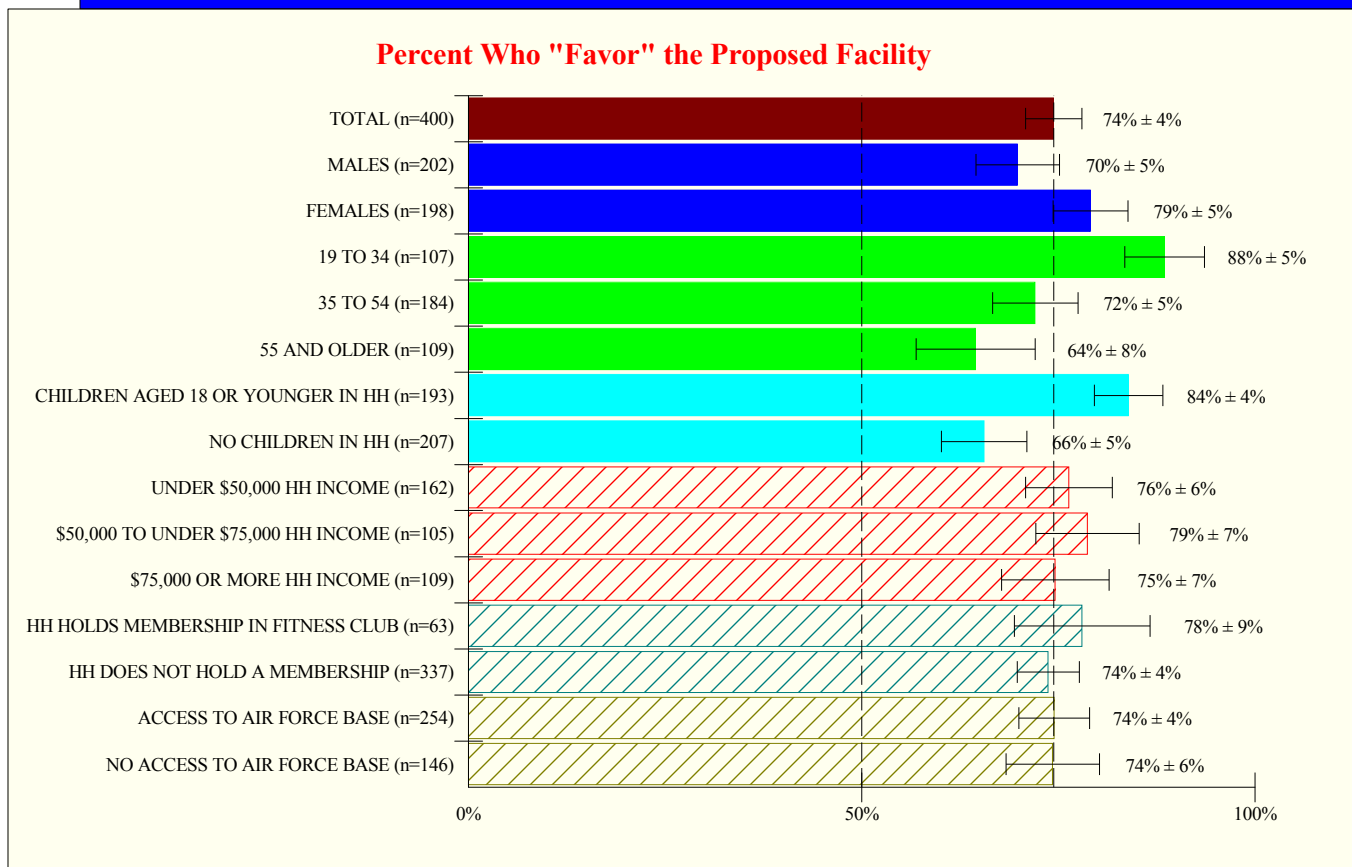
The dashed lines indicate the total sample percentages.

Figure 25

# Support for a Recreation Center by Background Category (2)

**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?"**

**Base for chart:** Total sample (n=400; weighted); sub-sample sizes are listed



### Notes

Q12's "favor" percentage varied significantly by gender, age, and parental status. This was found:

- **Gender:** Females were slightly more likely than their male counterparts to say they would "favor" the idea of a new recreation center.
- **Age:** Younger respondents tended to be more likely than older ones to "favor" the proposal.
- **Parental status:** Those with children aged 18 or younger in the household were about 1.3 times more likely than others to "favor" it.

The 90% confidence bands indicate the ranges into which the population values would likely fall if a census of all heads-of-household had been taken rather than a survey. The confidence bands are all situated above the 50% mark, indicating that all true sub-population "favor" percentages are likely greater than 50%.

The dashed line indicates the total sample percentage.

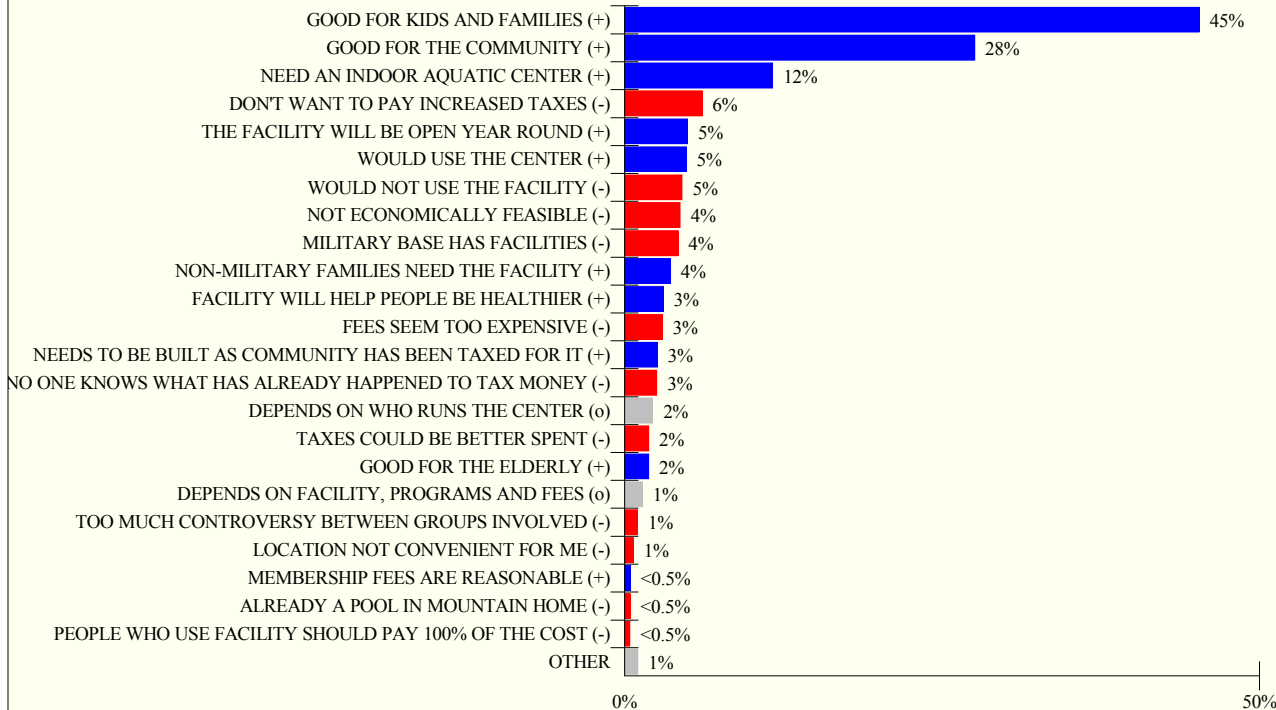
Figure 26

# Reasons for Favoring, Opposing, or Being Neutral to a Community Recreation Center

**Q13. "And, in one or two sentences, why do you say that [you tend to be <favor / oppose / be neutral to> the idea of building a community recreation center in Mountain Home]?"**

**Base for chart:** Those reporting an opinion ("favor," "oppose," "neutral to") for Q12 (n=395; weighted)

## Categorization of Unaided Responses



Blue represents a favorable response and red, the opposite.

## Notes

Respondents were asked to explain, unaided, the primary reason for their Q12 opinion rating ("favor," "oppose," or "neutral to" the proposed project). This chart shows results for all 395 respondents answering the question. The next lists outcomes for those who would "favor" the project; Figure 28, outcomes for those "neutral to" it; and Figure 29, results for those who would "oppose" it.

The dominant justifications for favoring the project (represented at left with a blue color-code) were that it would be good for kids and families (45%), good for the community (28%), and a need exists for an indoor aquatic center (12%).

The most-cited unfavorable reasons (shown with red) were that increased taxes are undesirable (6%), the household would not use the facility (5%), the project is not economically feasible (5%), and Mountain Home Air Force Base already has facilities (4%).

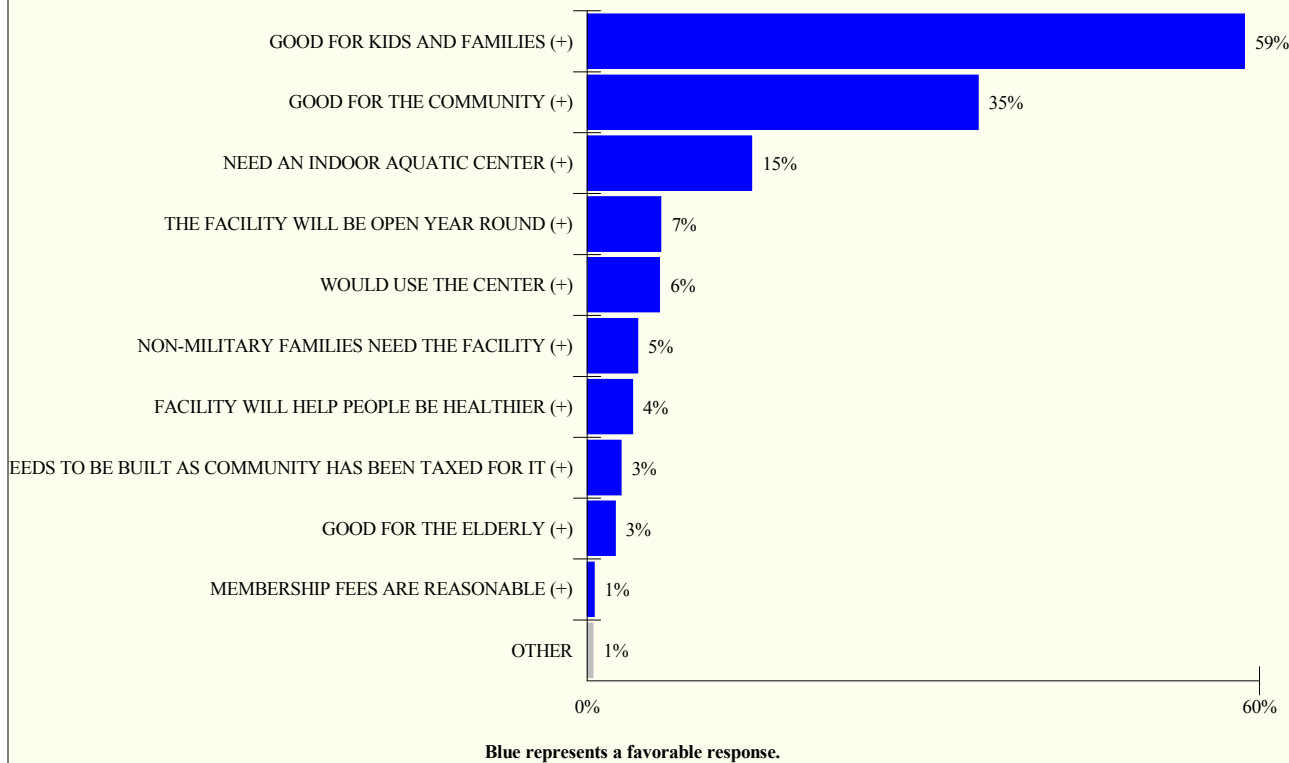
Figure 27

# Reasons for Favoring a Community Recreation Center

**Q13. "And, in one or two sentences, why do you say that [you tend to favor the idea of building a community recreation center in Mountain Home]?"**

**Base for chart:** Those indicating (for Q12) that they "favor" building a community recreation center (n=298; weighted)

## Categorization of Unaided Responses



## Notes

The 298 favoring the project were asked to describe their motivations for doing so. Six in ten (59%) said it would be good for kids and families; 35%, that it would be good for the community; 15%, that it would solve a need in the community for an indoor aquatic center; 7%, that it would be open year-round; 6%, that their household would use the facility; and 5%, that non-military families need the facility.

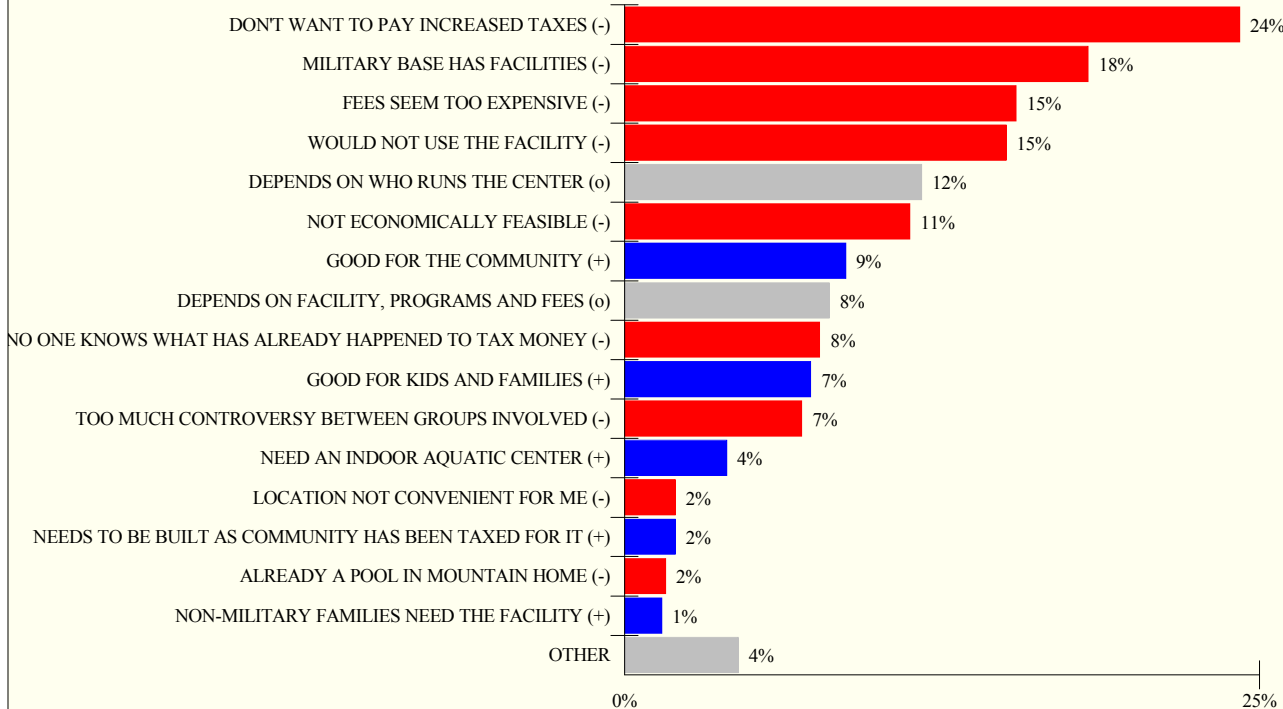
Figure 28

# Reasons for Being Neutral About a Community Recreation Center

**Q13. "And, in one or two sentences, why do you say that [you tend to be neutral to the idea of building a community recreation center in Mountain Home]?"**

**Base for chart:** Those indicating (for Q12) that they are "neutral to" building a community recreation center (n=59; weighted)

### Categorization of Unaided Responses



Blue represents a favorable response and red, the opposite.

### Notes

Among the 59 "neutral to" the proposed facility, 24% said they do not want to pay increased taxes; 18%, that the military base has facilities; 15%, that fees seem too expensive; 15%, that their household would not use the facility; 12%, that it depends upon who operates the center; and 11%, that the project does not seem economically feasible.

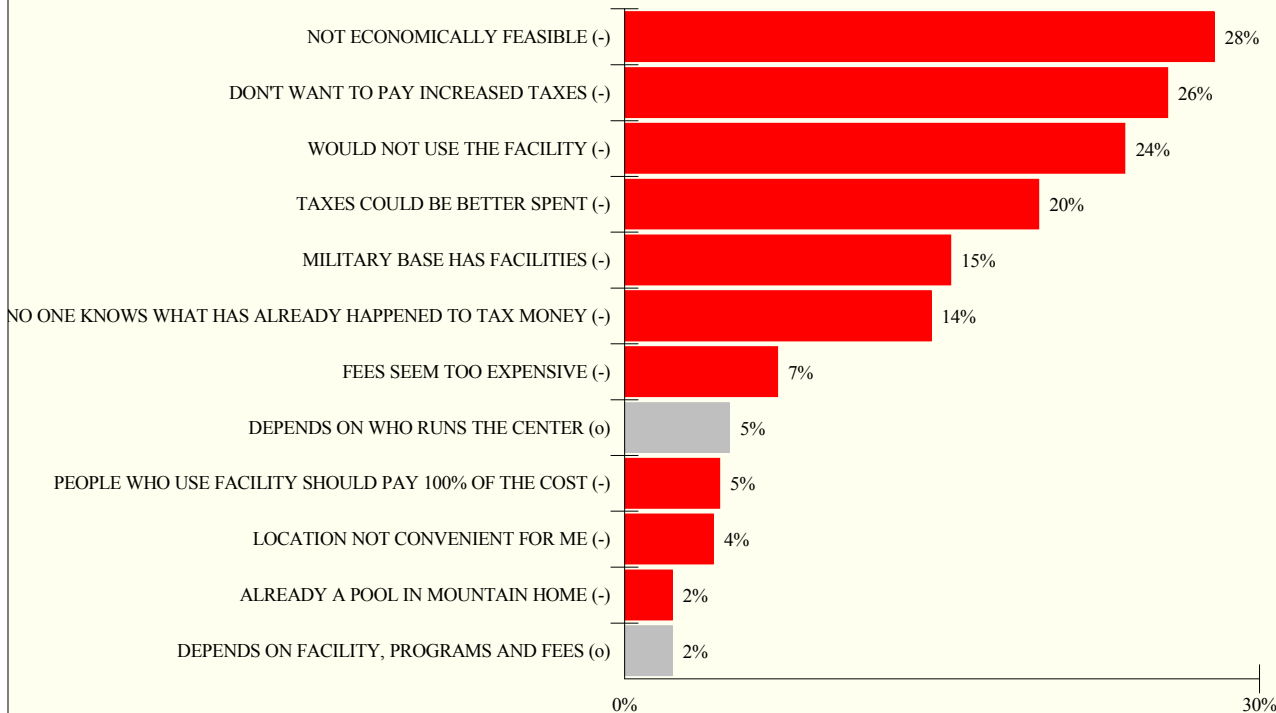
Figure 29

# Reasons for Opposing a Community Recreation Center

**Q13. "And, in one or two sentences, why do you say that [you tend to oppose the idea of building a community recreation center in Mountain Home]?"**

**Base for chart:** Those indicating (for Q12) that they "oppose" building a community recreation center (n=39; weighted)

## Categorization of Unaided Responses



Red represents an unfavorable response.

## Notes

Among 39 stating they would likely "oppose" the proposed facility, 28% described the project as not economically feasible; 26%, that they do not want to pay increased taxes; 24%, that they would not use the facility; 20%, that taxes could be better spent; 15%, that the military base has a recreational facility; and 14%, that no one knows what has happened to tax money already collected.\*

\* The small sub-sample base makes these percentages relatively unreliable.

# Desirability of Programs and Facility Options

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*Graphic Summary Section Three*

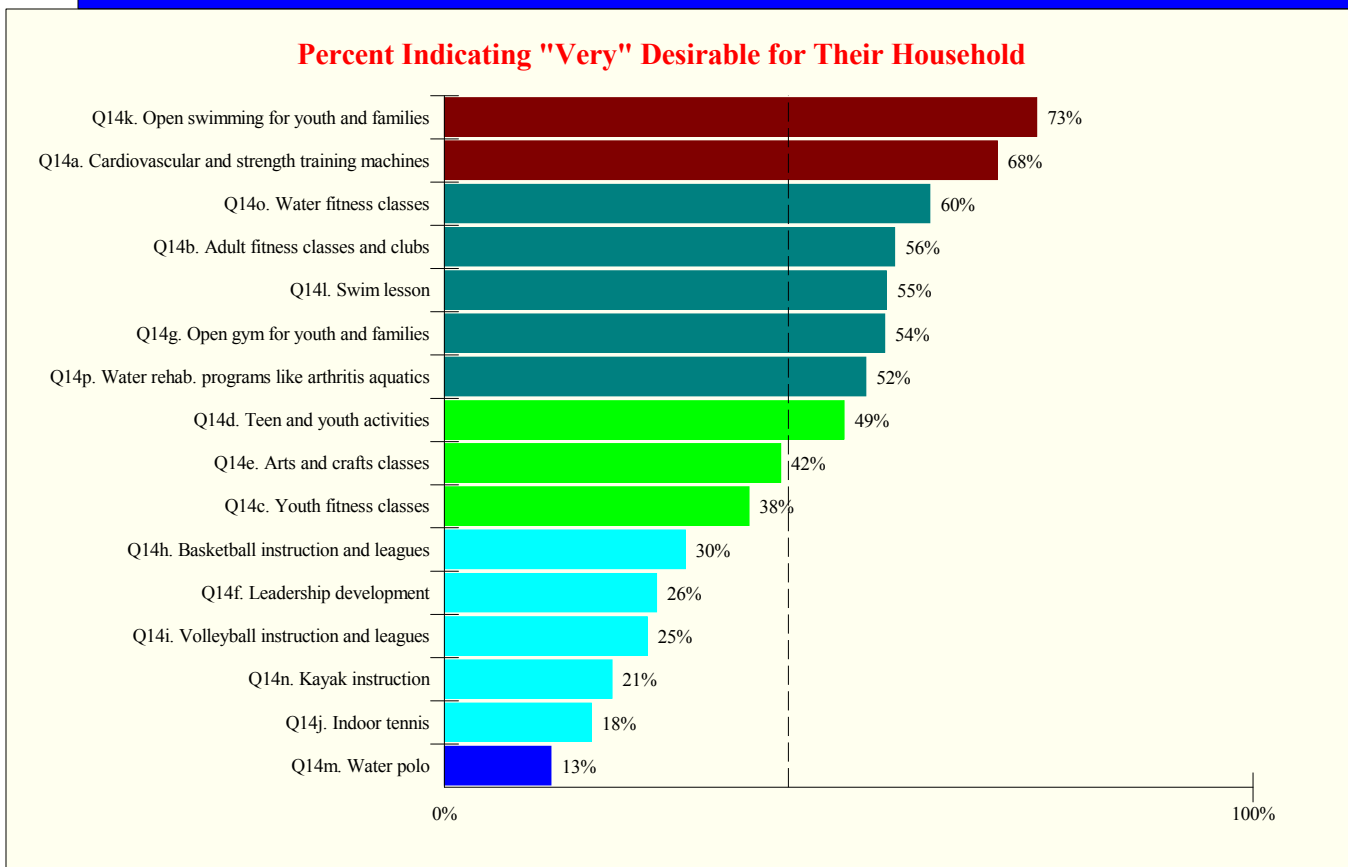


Figure 30

# Desirability of Options for the Proposed Facility (1)

**Q14a-p. "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 option> be very, moderately, or not very desirable for your household?"**

**Base for chart:** Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option (n=316; weighted) for each question



## Notes

Respondents with at least some interest in the proposed YMCA, asked to rate (using a three-point scale) the desirability of each of 16 program or facility options, produced the "very" desirable percentages listed. Bars are color-coded (in standard deviation units, a measure of variation) to indicate degrees of distance above or below the average bar length (the dashed line). A difference of 5 percentage points or more can be considered meaningful. This was observed:

- **Well above-average desirability (burgundy):** Three in four (73%) rated open swimming as "very" desirable for their household and 68% did the same for cardiovascular and strength training machines.
- **Above-average desirability (turquoise):** Five options – water fitness classes, adult fitness classes and clubs, swim lessons, open gym for youth and families, and water rehabilitation programs – generated "very" desirable percentages exceeding most others. Over half said each would be "very" desirable.
- **Average desirability (green):** Between 38% and 49% cited teen and youth activities, arts and crafts classes, and youth fitness classes as "very" desirable.

Continued on the next page . . .

The dashed line indicates the average bar length.

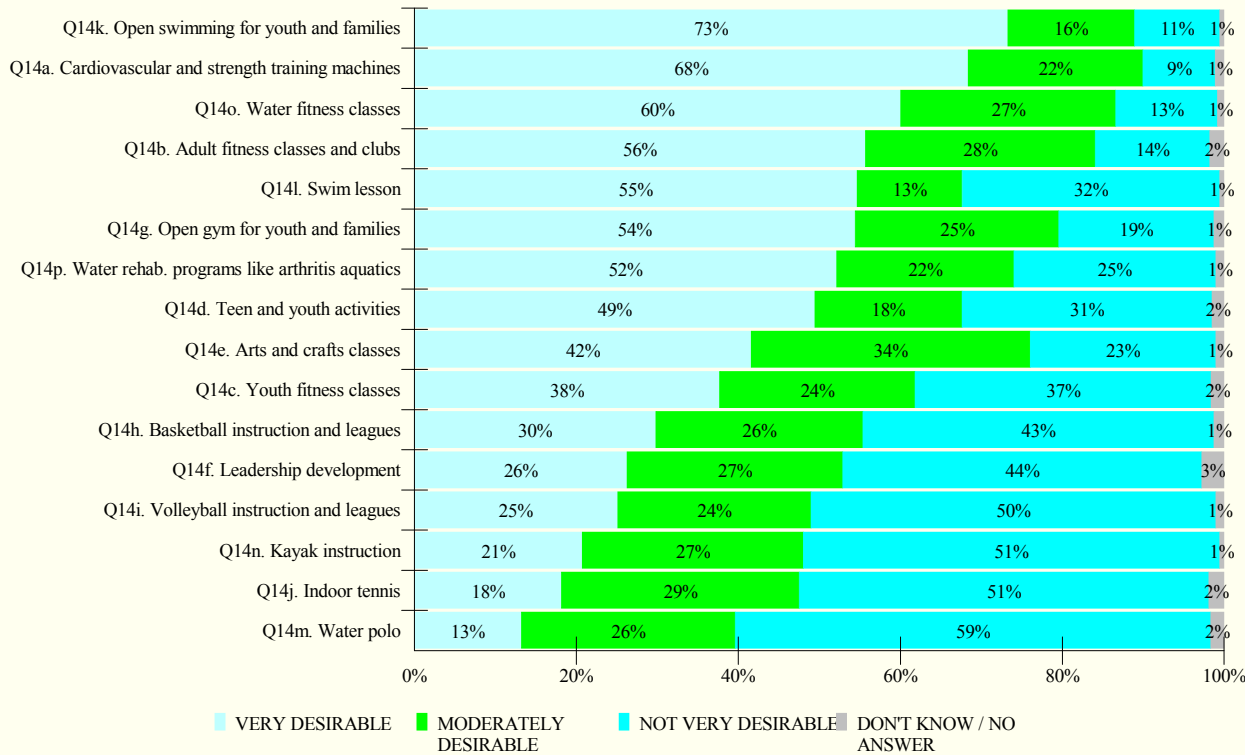
Figure 31

## Desirability of Options for the Proposed Facility (2)

**Q14a-p. "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 option> be very, moderately, or not very desirable for your household?"**

**Base for chart:** Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option (n=316; weighted) for each question

### Response Distributions



### Notes (continued from the previous page)

- **Below-average desirability (blue shades):** These six options – basketball instruction and leagues, leadership development, volleyball instruction and leagues, kayak instruction, indoor tennis, and water polo – drew the lowest levels of interest among all test options.

The next chart displays results for those who said household members would "definitely" become members of the new recreation facility, while Section Addendum Figure 33 lists separate results for gender, age, and parental status categories.

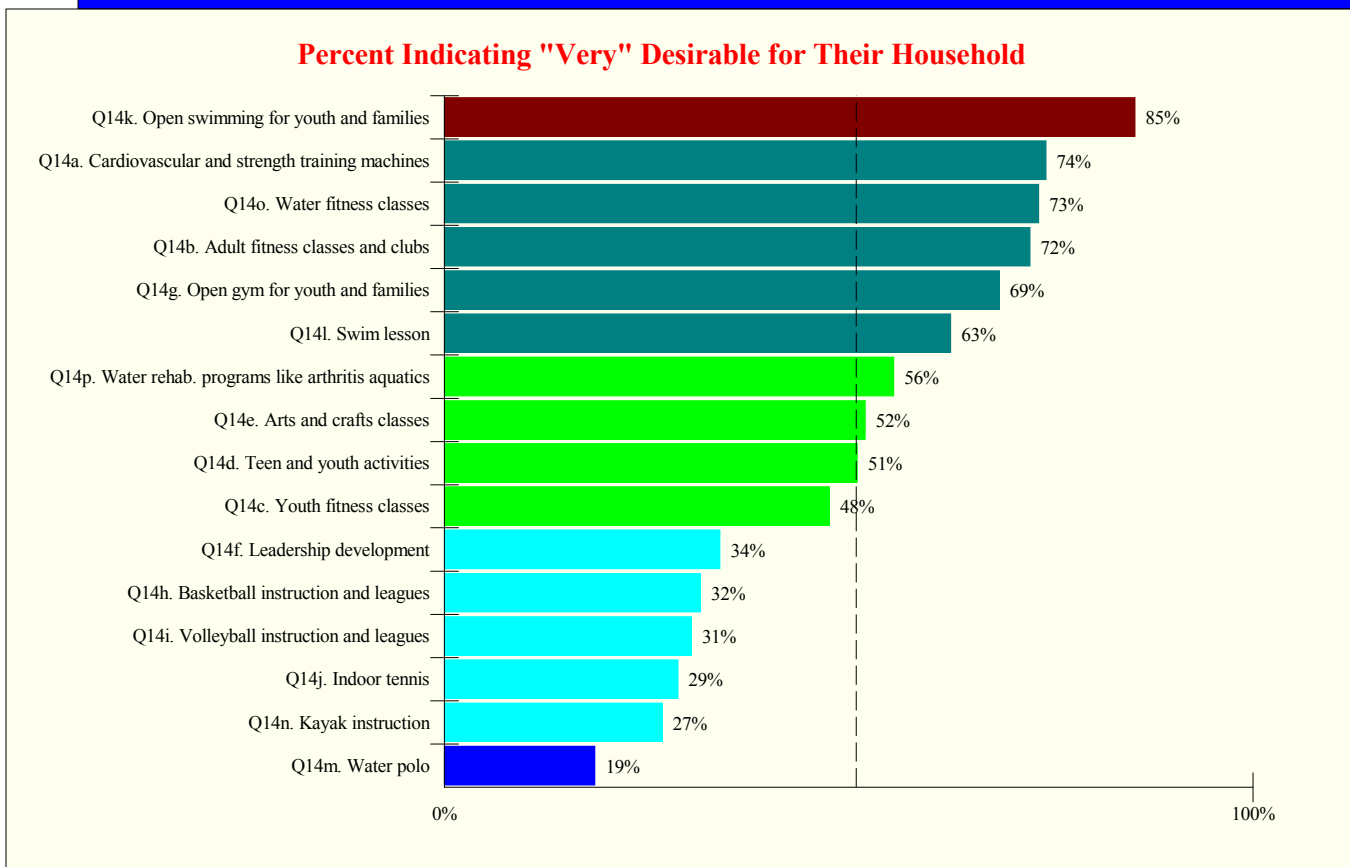
Segment percentages sum to 100% within each bar. The rank-ordering matches the previous chart's.

Figure 32

# Desirability of Options for Households Most Likely to Join

**Q14a-p. "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 option> be very, moderately, or not very desirable for your household?"**

**Base for chart:** Those indicating HH occupants would "definitely" become members under at least one facility option (n=132; weighted) for each question



## Notes

These outcomes were generated by the 132 respondents who said household occupants would "definitely" claim membership under at least one of the three facility option plans. As in Figure 30, bars are color-coded to indicate degrees of distance above or below the average bar length (the dashed line). A difference of 10 percentage points or more can be considered meaningful.

The rank-ordering is roughly similar to Figure 30's, but listed percentages are, on average, about 8 points higher, reflecting the enthusiasm among this most-likely-to-join subset.

Among them, 85% judged open swimming for youth and families to be "very" desirable for their household, underlining the strong appeal of aquatics-related option three. Three in four (74%) rated cardiovascular and strength training machines as such, while 73% did so for water fitness classes; 72%, for adult fitness classes and clubs; and 69%, for open gym for youth and families.

The dashed line indicates the average bar length.

Figure 33

# Section Addendum: Desirability of Options by Demographic Background Category

**Q14a-p. "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 option> be very, moderately, or not very desirable for your household?"**

**Base for chart:** Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option (n=316; weighted) for each question

## Percent Indicating Activity is "Very Desirable" for Household Members

Measurement	Total (n=316)	Males (n=153)	Females (n=162)	Aged 19 to 44 (n=156)	Aged 45+ (n=159)	Child in HH (n=169)
Q14k. Open swimming for youth and families	73%	73%	73%	87%	60%	87%
Q14a. Cardiovascular and strength training machines	68%	73%	64%	81%	56%	80%
Q14o. Water fitness classes	60%	51%	69%	62%	58%	63%
Q14b. Adult fitness classes and clubs	56%	50%	61%	63%	49%	60%
Q14l. Swim lesson	55%	54%	56%	75%	35%	75%
Q14g. Open gym for youth and families	54%	54%	55%	69%	40%	69%
Q14p. Water rehab. programs like arthritis aquatics	52%	43%	61%	45%	60%	46%
Q14d. Teen and youth activities	49%	49%	50%	64%	35%	70%
Q14e. Arts and crafts classes	42%	36%	47%	48%	35%	48%
Q14c. Youth fitness classes	38%	36%	39%	49%	27%	54%
Q14h. Basketball instruction and leagues	30%	33%	27%	44%	16%	44%
Q14f. Leadership development	26%	29%	23%	35%	18%	34%
Q14i. Volleyball instruction and leagues	25%	24%	26%	34%	17%	30%
Q14n. Kayak instruction	21%	22%	20%	29%	13%	26%
Q14j. Indoor tennis	18%	18%	19%	24%	12%	23%
Q14m. Water polo	13%	15%	12%	20%	7%	18%

### Notes

This was observed:

- Gender:** Females displayed more enthusiasm for water fitness classes, adult fitness classes, water rehabilitation programs, and arts and crafts classes, while males were slightly more excited about cardiovascular and strength training.
- Age:** Younger respondents (aged 19 to 44) were more likely than older ones to designate as "very" desirable" most test options, including open swimming, cardiovascular and strength training, adult fitness classes, swim lessons, open gym, teen and youth activities, arts and crafts classes, youth fitness classes, basketball instruction, leadership development, volleyball instruction, kayak instruction, indoor tennis, and water polo. Older respondents (aged 45+) were more likely to judge water rehabilitation programs as "very" desirable and about as equally likely as others to do the same for water fitness classes.
- Parental status:** Those with children at home were more likely than others to judge as "very" desirable open swimming, cardiovascular and strength training, swim lessons, open gym, teen and youth activities, youth fitness classes, and basketball instruction. (Percentages for households without children are not shown in the table.)

Options are rank-ordered using the "total" percentages listed in the second column.

# Membership Preferences and Intent to Purchase

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*Graphic Summary Section Four*

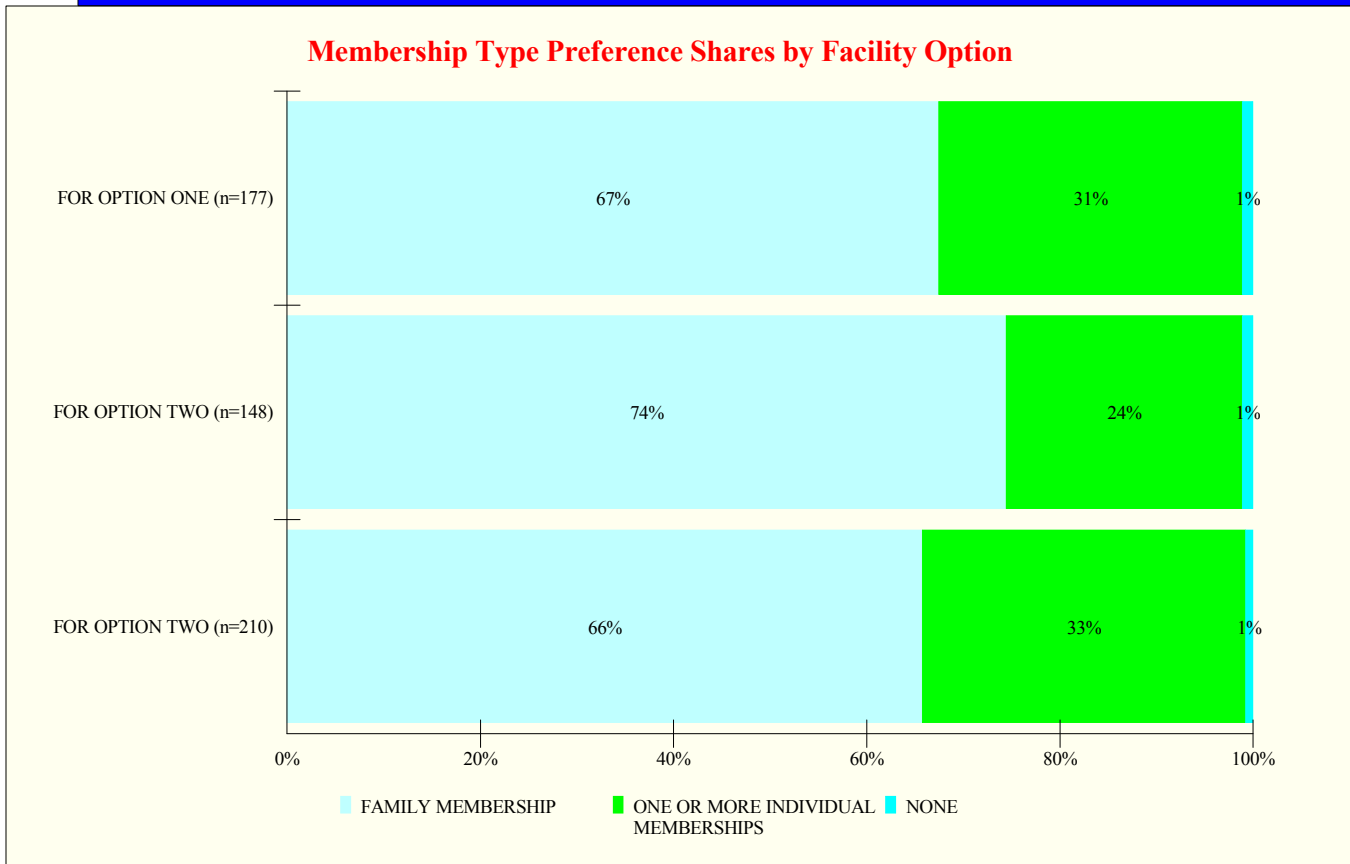


Figure 34

# Preferred Type of Membership by Facility Option

**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? A family membership or one or more individual memberships?"**

**Base for chart:** Those reporting "definitely" or "probably" joining likelihood for each facility option; weighted sub-sample sizes are listed



**Notes**

Results in this section are based upon the responses of those indicating that household members would "definitely" or "probably" become members of the proposed new recreation center under each of the three facility options.

Among 177 respondents reporting household occupants would "definitely" or "probably" become members under facility option one, 67% said their household would favor a family membership and 31%, one or more individual memberships. For the 148 interested in option two, the share percentages were 74% and 24%, respectively. For option three's 210 respondents, the shares were 66% and 33%.\*

For each option, likelihood of joining and membership type preference were correlated. Those most enthusiastic about the proposed facility (tending to be younger and with children in the household) were more likely than others to favor a family membership.

\*In total, 316 respondents who replied "definitely," "probably," or "might or might not" to any of the three joining likelihood questions (Q3, Q5, and Q7) were asked to answer this question. Overall, 60% said they would favor a family membership and 39%, one or more individual memberships. (One percent said "none.") These overall percentages cannot be compared to "averages" of the chart's percentages at left. The chart's base sub-samples exclude those replying "might or might not" and include 119 respondents who were interested in all three options.

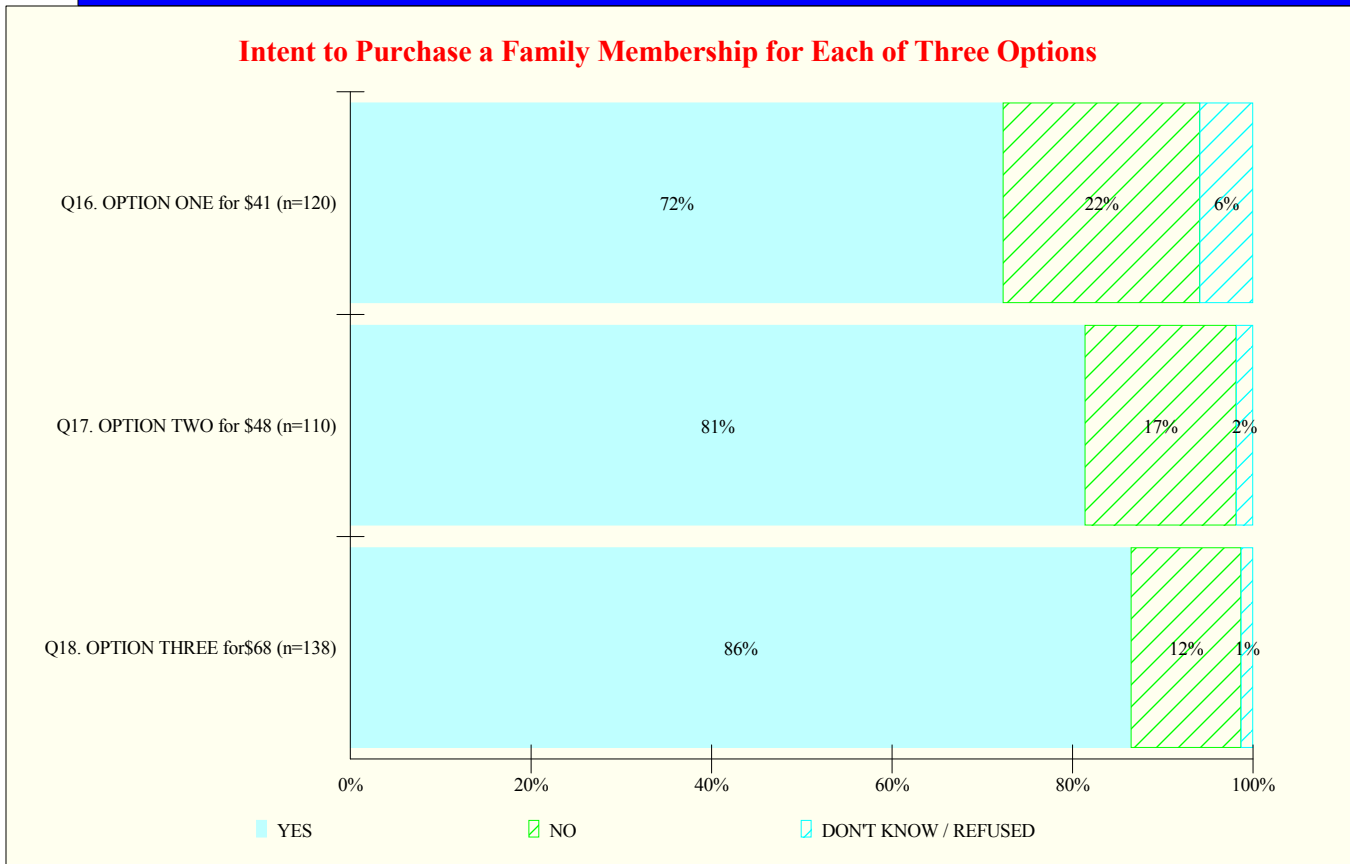
Segment percentages sum to 100% within each bar.

Figure 35

# Purchase Intent for Family Memberships by Facility Option

**Q16. "For the option one facility, would your household be likely to purchase a family membership covering adults with children for \$41 a month?" and Q17. "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?" and Q18. "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?"**

**Base for chart:** Those reporting "definitely" or "probably" joining likelihood for each option and favoring a family membership; weighted sub-sample sizes are listed



### Notes

Among those likely to join under option one and favoring a family membership, 72% said they would purchase this type of membership given the option one fee level. For options two and three, the comparable percentages were 81% and 86%. (The aquatic offerings, again, seem to have reduced respondents' price-resistance.)

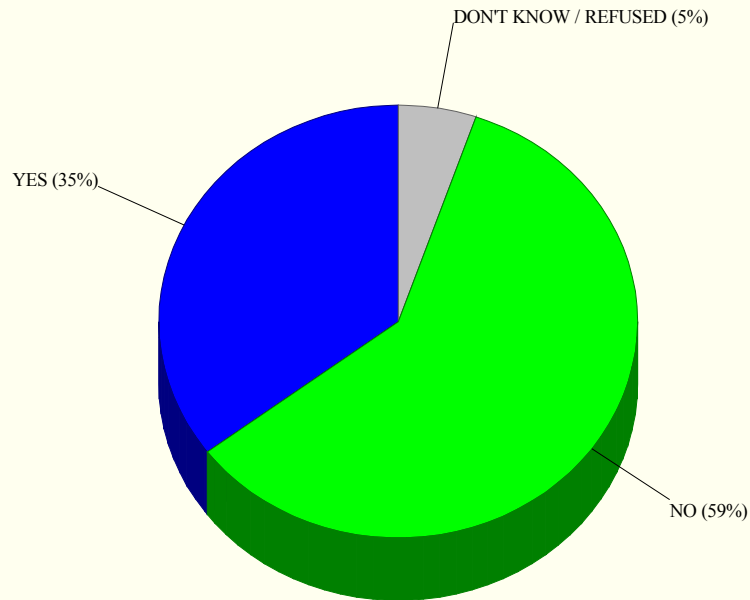
Segment percentages sum to 100% within each bar.

Figure 36

## Interest in a Fee-Based Child Watch Service

**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?"**

**Base for chart:** Those reporting "definitely" or "probably" joining likelihood for any facility option and favoring a family membership (n=159; weighted)



### Notes

Among those interested in the proposed facility and leaning toward a family membership, approximately one-third (35%) said they would be interested in a child watch service. Among those with children in this group, 53% would be interested (although the base for this percentage includes those with older children).

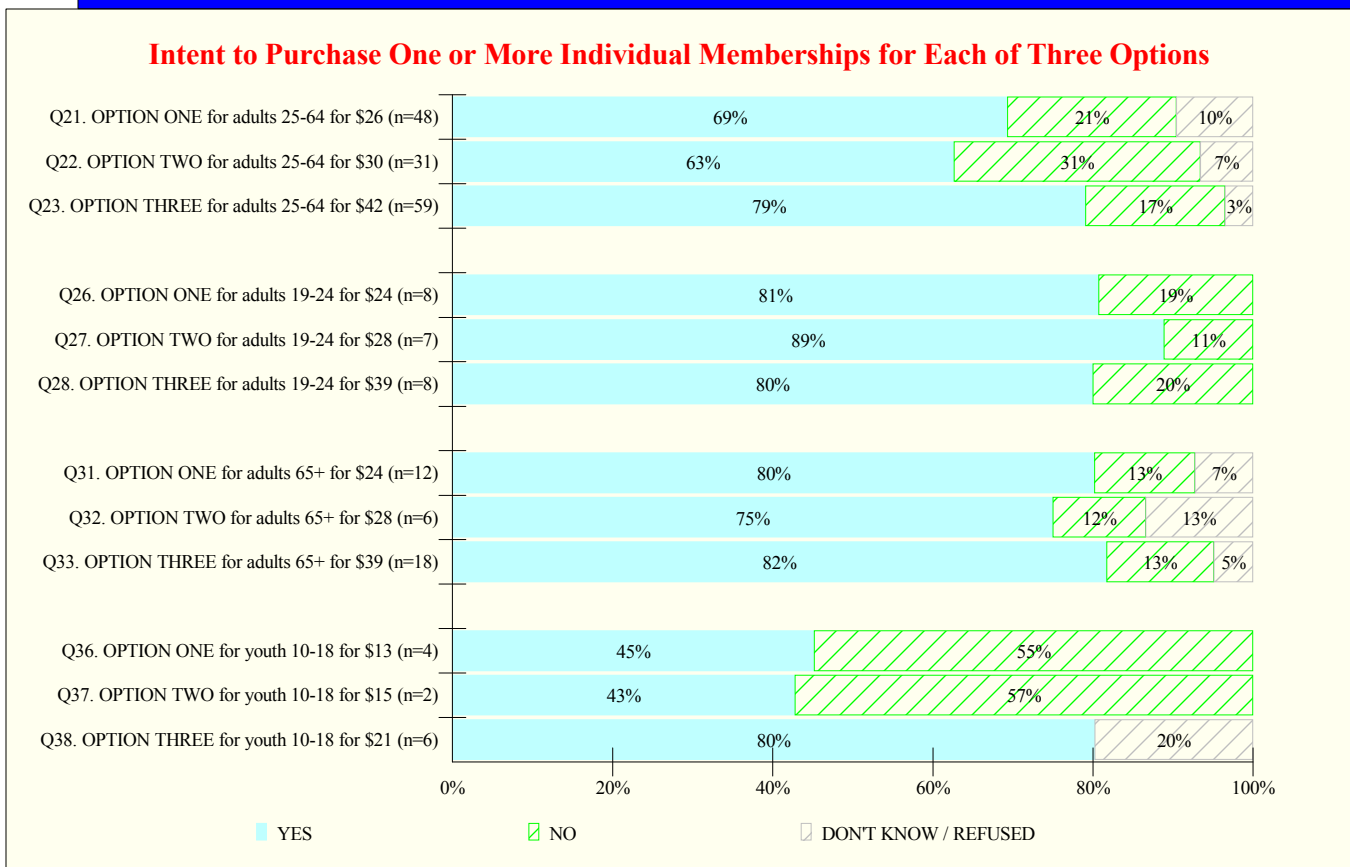


Figure 37

# Purchase Intent for Individual Membership Options

**Q21, Q22, Q23, Q26, Q27, Q28, Q31, Q32, Q33, Q36, Q37, and Q38. "For <insert option description>, would your household be likely to purchase at least one <insert membership type> priced at <insert per-month fee level>?"**

**Base for chart:** Those "definitely" or "probably" joining for each option, having someone in the age range, and favoring individual memberships; sub-sample sizes are listed



**Notes**

For those indicating household members would "definitely" or "probably" join with option one specifications, reporting a preference for individual memberships, and having at least one adult aged 25 to 64 in the household, 69% said they would purchase at least one A25-64 membership. For those likely to join with option two, 63% would acquire one or more A25-64 memberships. For those likely to join with option three, 79% would do so. Other results are interpreted similarly.

Estimates for A19-24, A65+, and Y10-18 are not reliable because of the small sub-sample sizes.

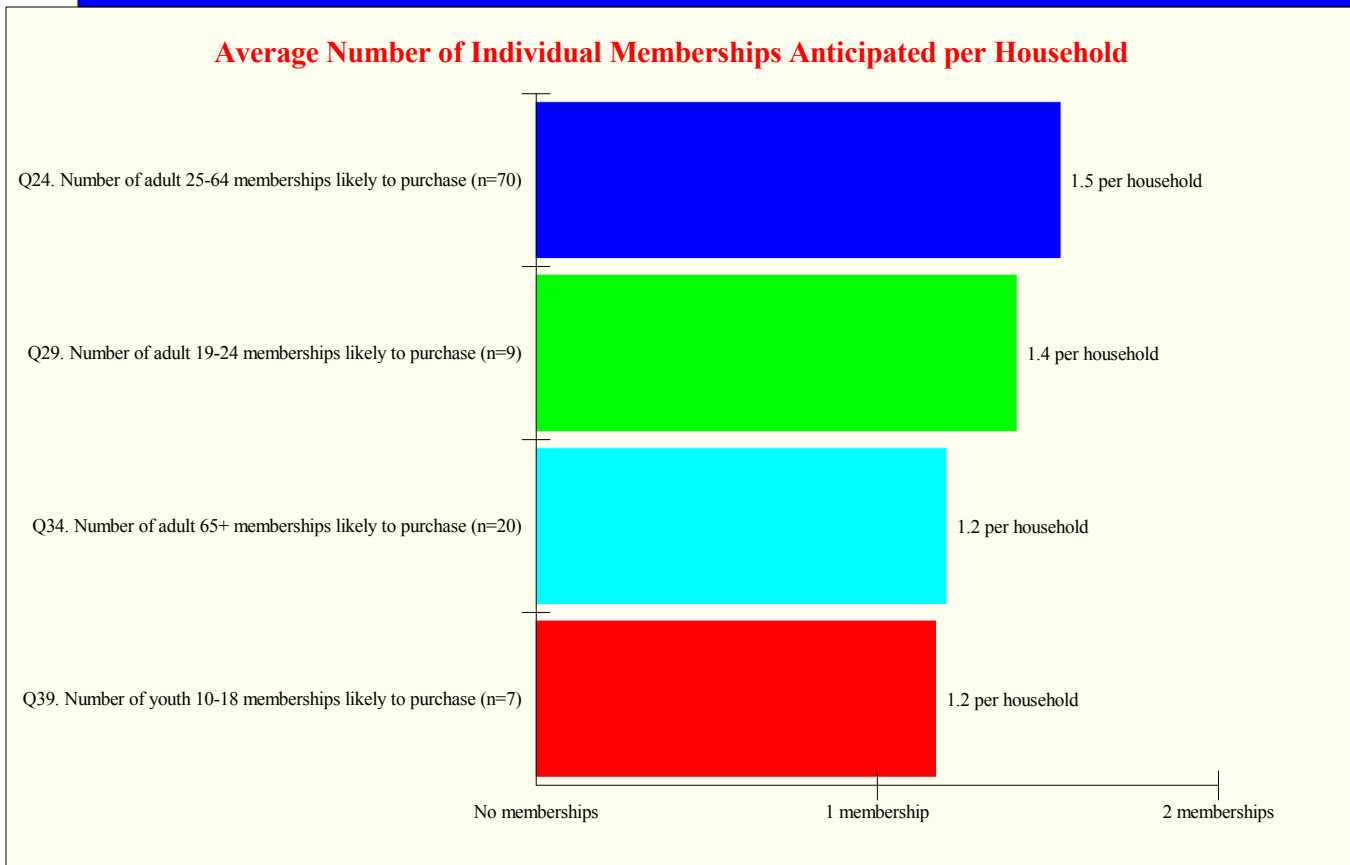
Segment percentages sum to 100% within each bar.

Figure 38

# Average Number of Individual Memberships per Household

**Q24, Q29, Q34, and Q39. "How many of those aged <25 to 64 / 19 to 24 / 65 and older / 10 to 18> in your household would likely purchase <an adult / a young adult / a senior adult / a youth> membership?"**

**Base for chart:** Those "definitely" or "probably" joining for any option, having someone in the age range, and favoring individual memberships; sub-sample sizes are listed



## Notes

Seventy households with at least one adult occupant aged 25 to 64 reported definite or probable interest in joining and a preference toward individual memberships. Among them, the average number of A25-64 memberships to be purchased per household was approximately 1.5.\* The comparable averages were 1.4, 1.2, and 1.2 for young adult memberships, senior adult memberships, and youth memberships, respectively.\*\*

\* For calculating averages, "don't know's" were treated as indicating one membership in a household.

\*\* Very low sub-sample sizes make these three estimates unreliable.

# Respondent Background Characteristics

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*Graphic Summary Addendum*



Figure 39

# Gender and Age

*S1. Gender by Observation*

*S2. "Please stop me when I read your correct age category . . . "*

Base for chart: *Total sample (n=400; weighted)*

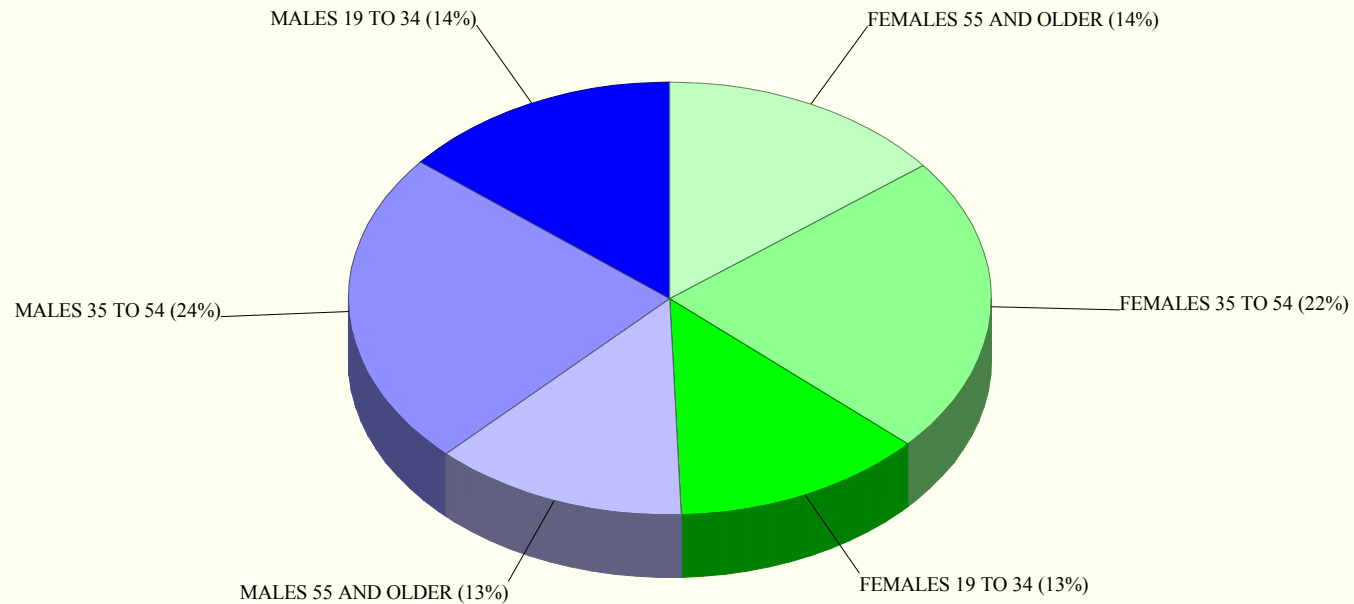


Figure 40

# Zip Code of Residence

S3. "What is your current home zip code?"

Base for chart: Total sample (n=400; weighted)

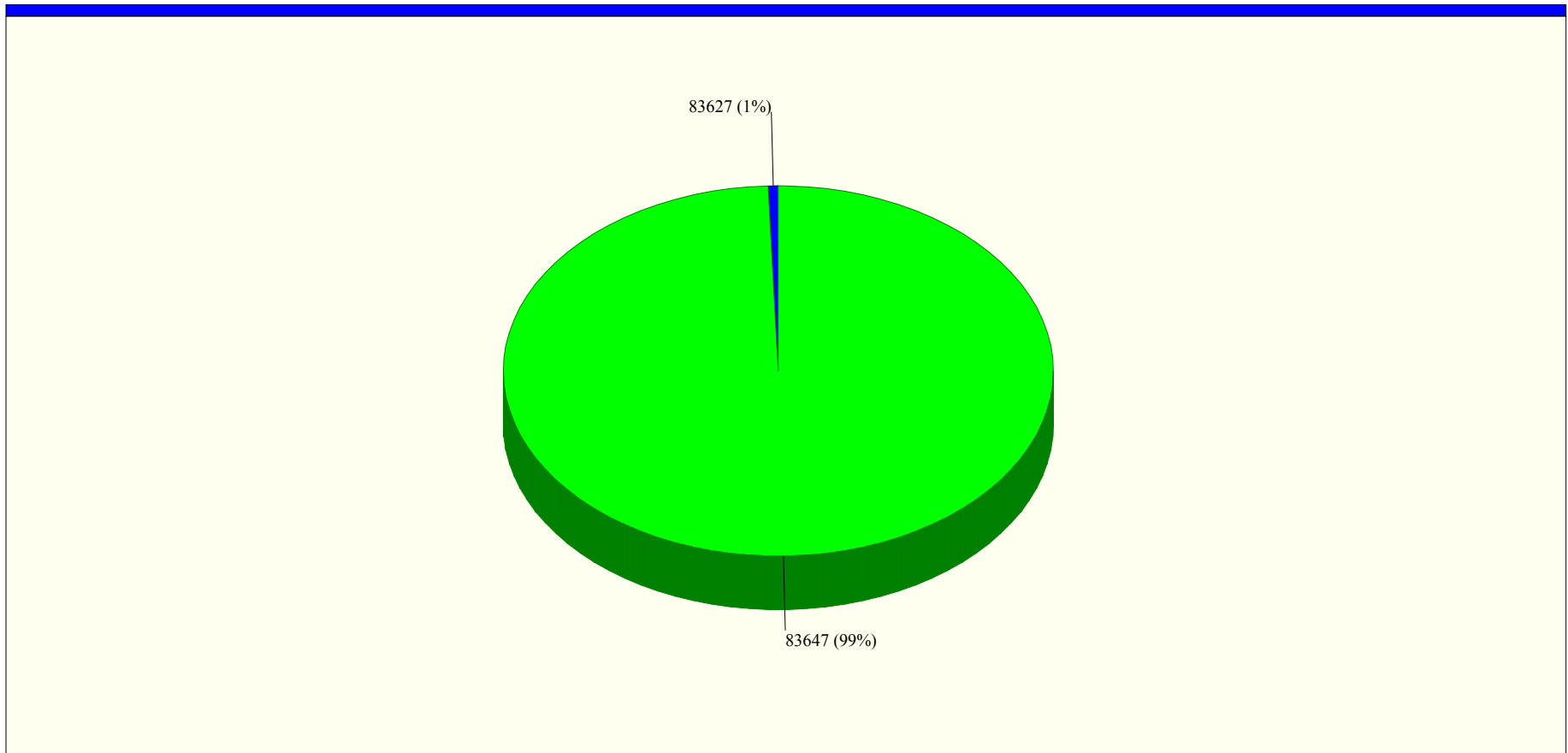


Figure 41

## Driving Time from Home to the Proposed Facility Site

***D1. "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? 5 minutes or less, 6 to 10, 11 to 15, 16 to 20, or 21 minutes or more?"***

Base for chart: Total sample (n=400; weighted)

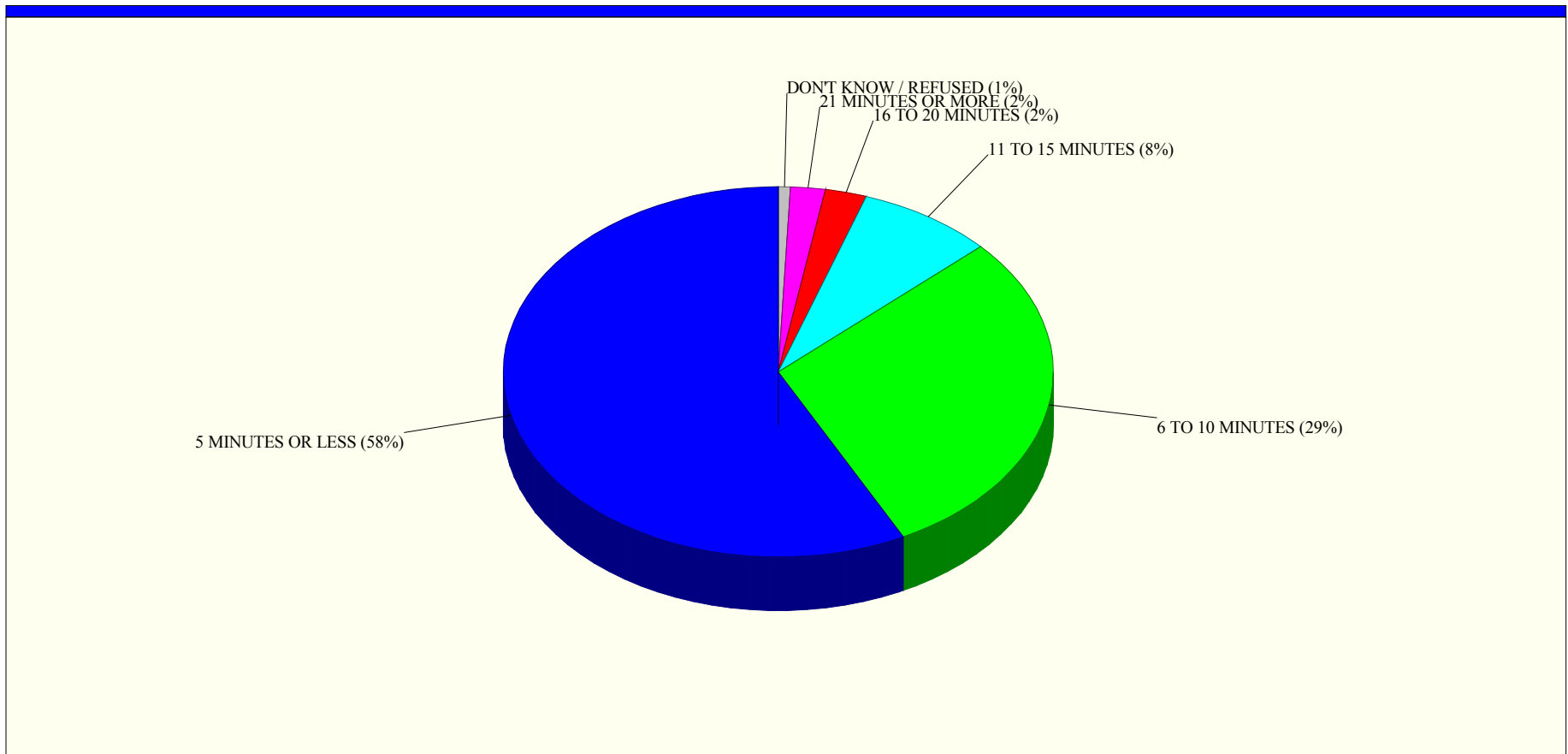


Figure 42

# Access to Mountain Home Air Force Base

*D2a-d. "Are you or any family member in your household <insert statement>?"*

**Base for chart:** For D2a-c, the total sample (n=400; weighted); for D2d, those replying "no" to D2a-c (n=177; weighted)

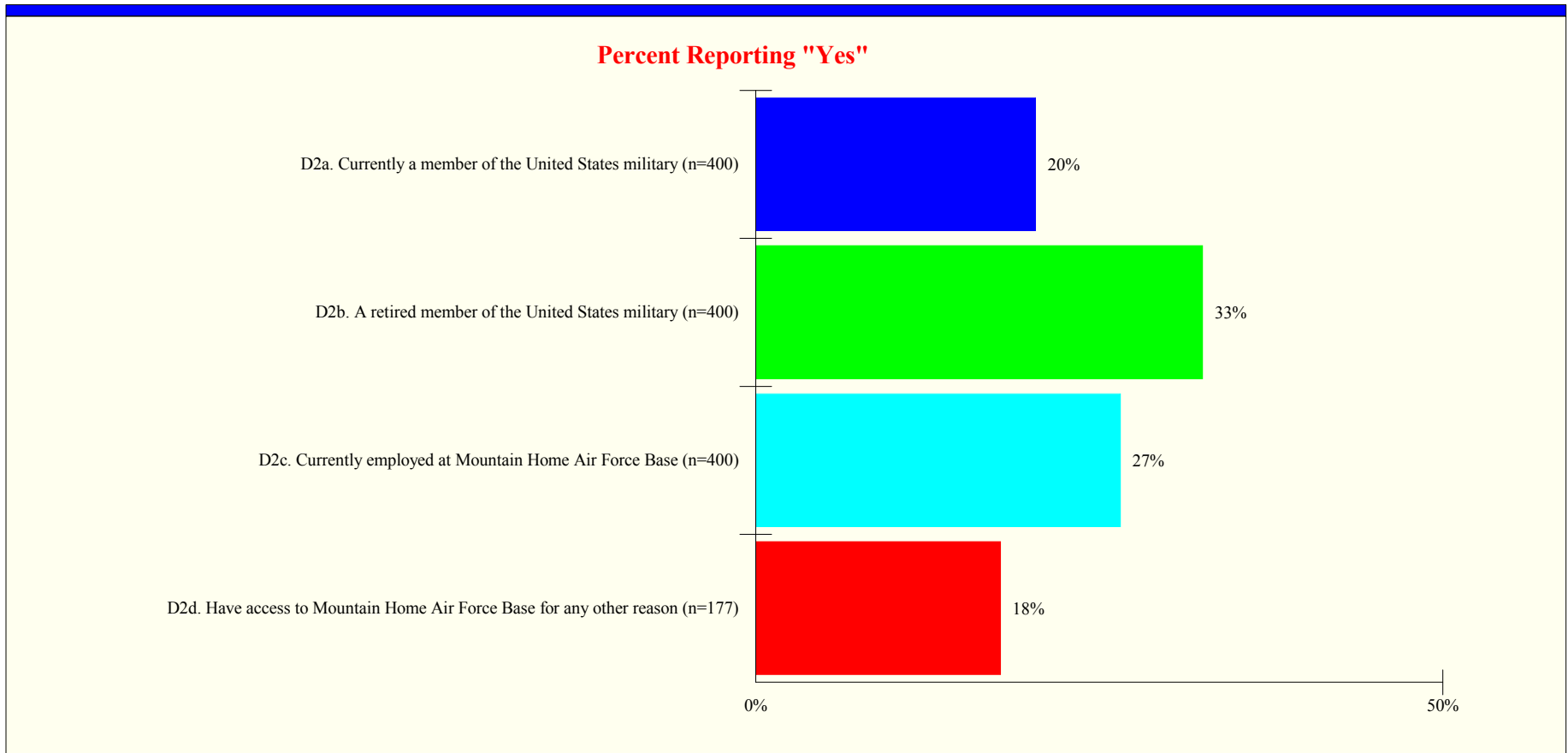


Figure 43

# Marital Status

***D3. "Are you currently married or not married?"***

**Base for chart:** *Total sample (n=400; weighted)*

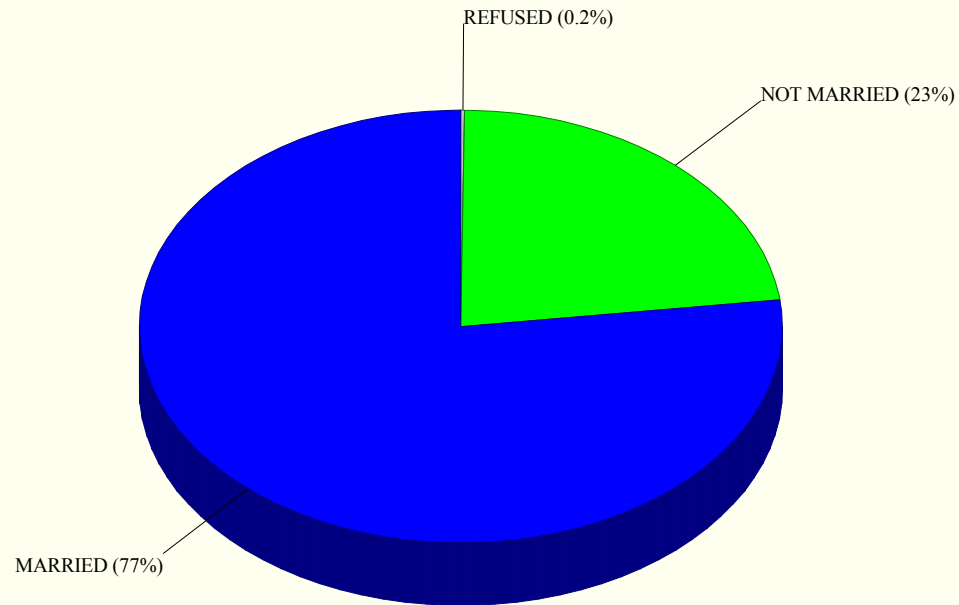


Figure 44

# Parental Status

***D4. "Do you have children aged 18 or younger living in the household?"***

**Base for chart:** *Total sample (n=400; weighted)*

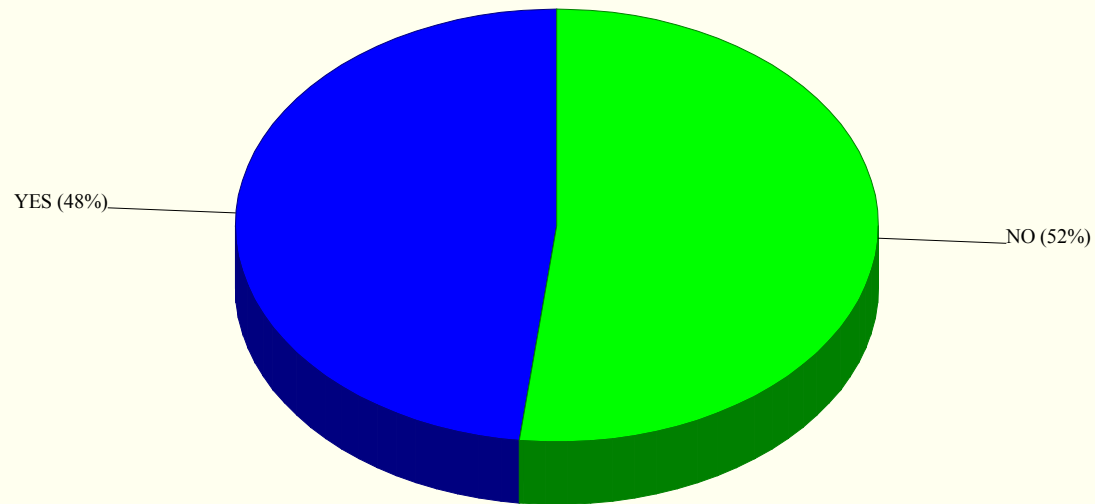


Figure 45

# Annual Household Income

**D6. "Please stop me when I reach your correct income category [for all members of your household aged 19 and over]. Under \$25,000, \$25,000 to under \$50,000, \$50,000 to under \$75,000, \$75,000 to under \$100,000, or \$100,000 or more?"**

Base for chart: Total sample (n=400; weighted)

