

Survey Objectives

Measurements to be taken . . .

- **Use of existing fee-based indoor facilities**
- **Likelihood of joining the proposed recreation center**
- **Desirability of programs and facility options**
- **Membership preferences and intent to purchase**



How the Survey was Conducted

- **400 heads-of-household (aged 19+) interviewed by telephone**
 - *All residing in zip codes 83627 and 83647 (south of Anderson Ranch Dam Road)*
 - *Interviewing July 7 to July 28, 2010*
- **Method**
 - *Randomly selected households*
 - *Sampled roughly proportionate to gender and age*
 - *Weighted to correct for sample gender x age imbalances*
 - *Interviewed primarily weekday nights and weekends*
- **The questionnaire**
 - *75 questions*
 - *Average interview length: 14 minutes*
- **Margin of error (at 95% confidence with weighted data): $\pm 5.1\%$**



Summary of Respondent Background Characteristics

Graphic Summary Preface

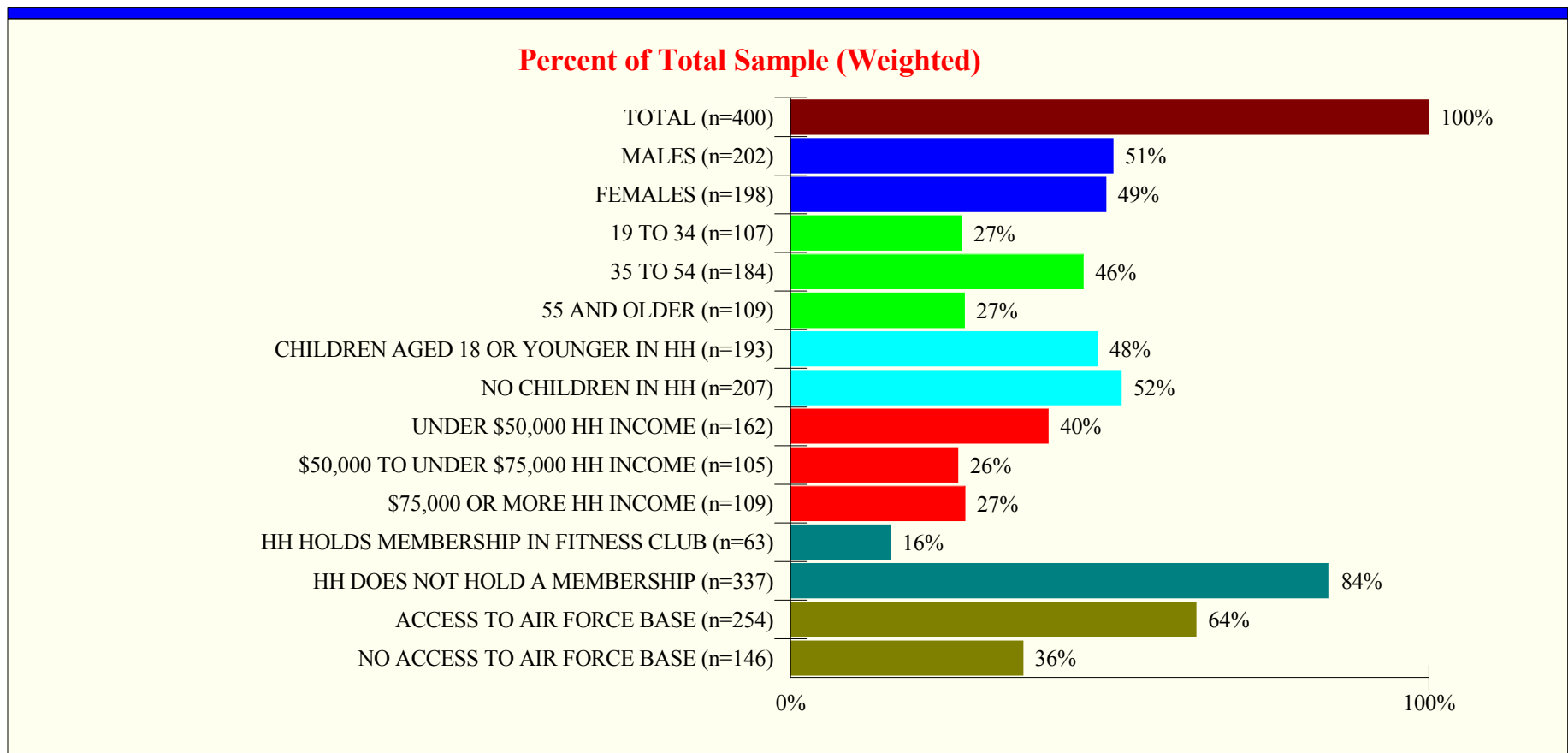


Figure 1

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



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

Use of Existing Fee-Based Indoor Facilities

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)

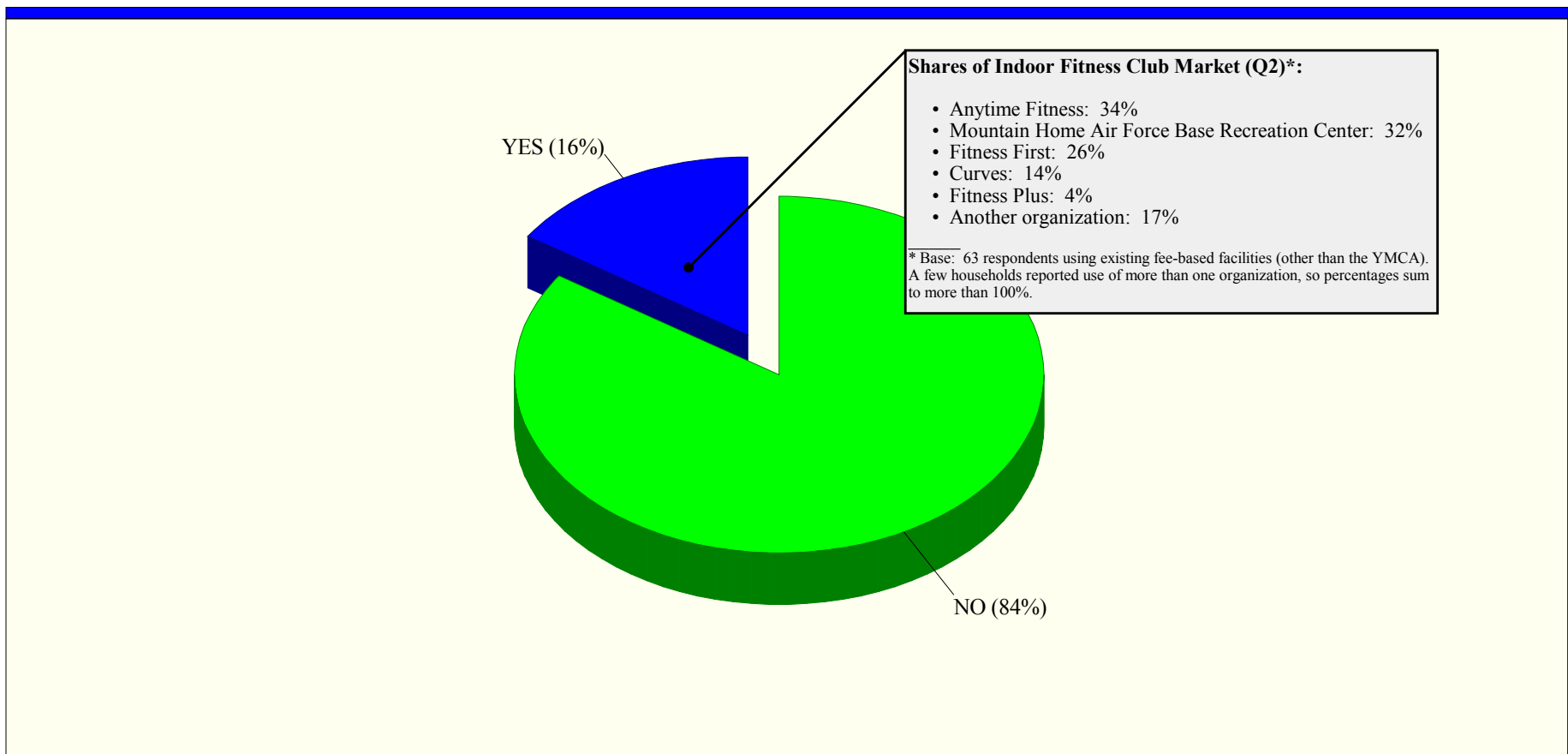
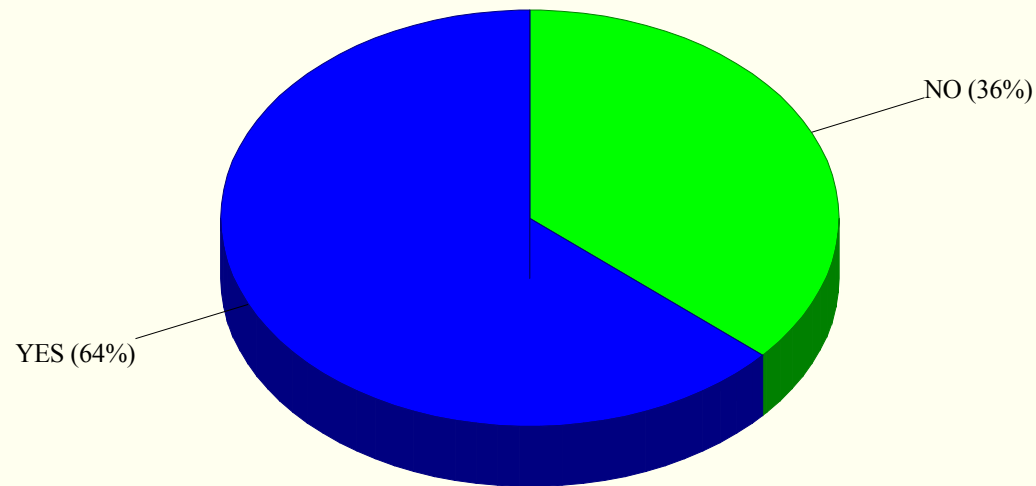


Figure 5

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)



Likelihood of Joining the Proposed Recreation Center

Graphic Summary Section Two

Initial Description of the Proposed Facility and Description of Option One

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

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.

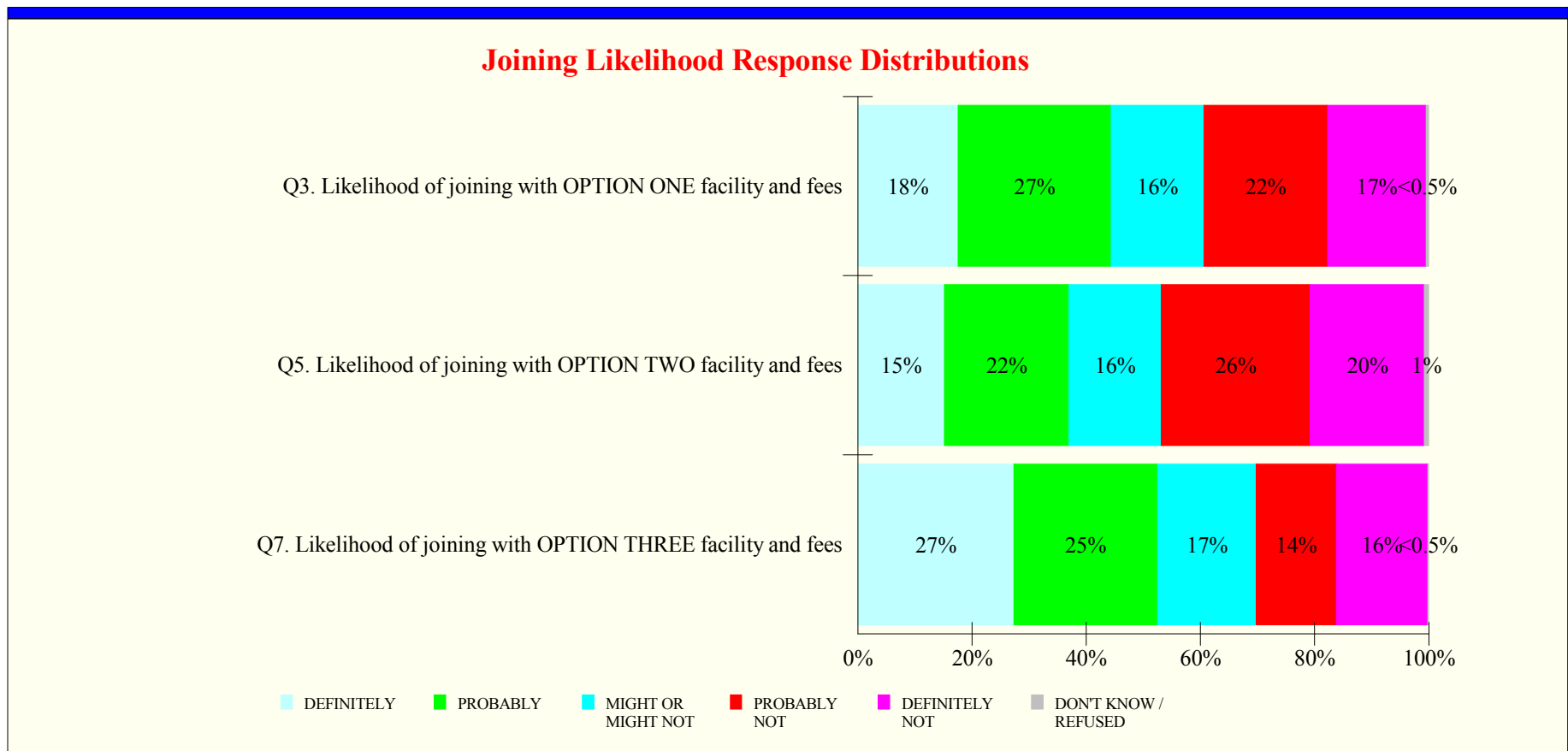


Figure 9

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



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

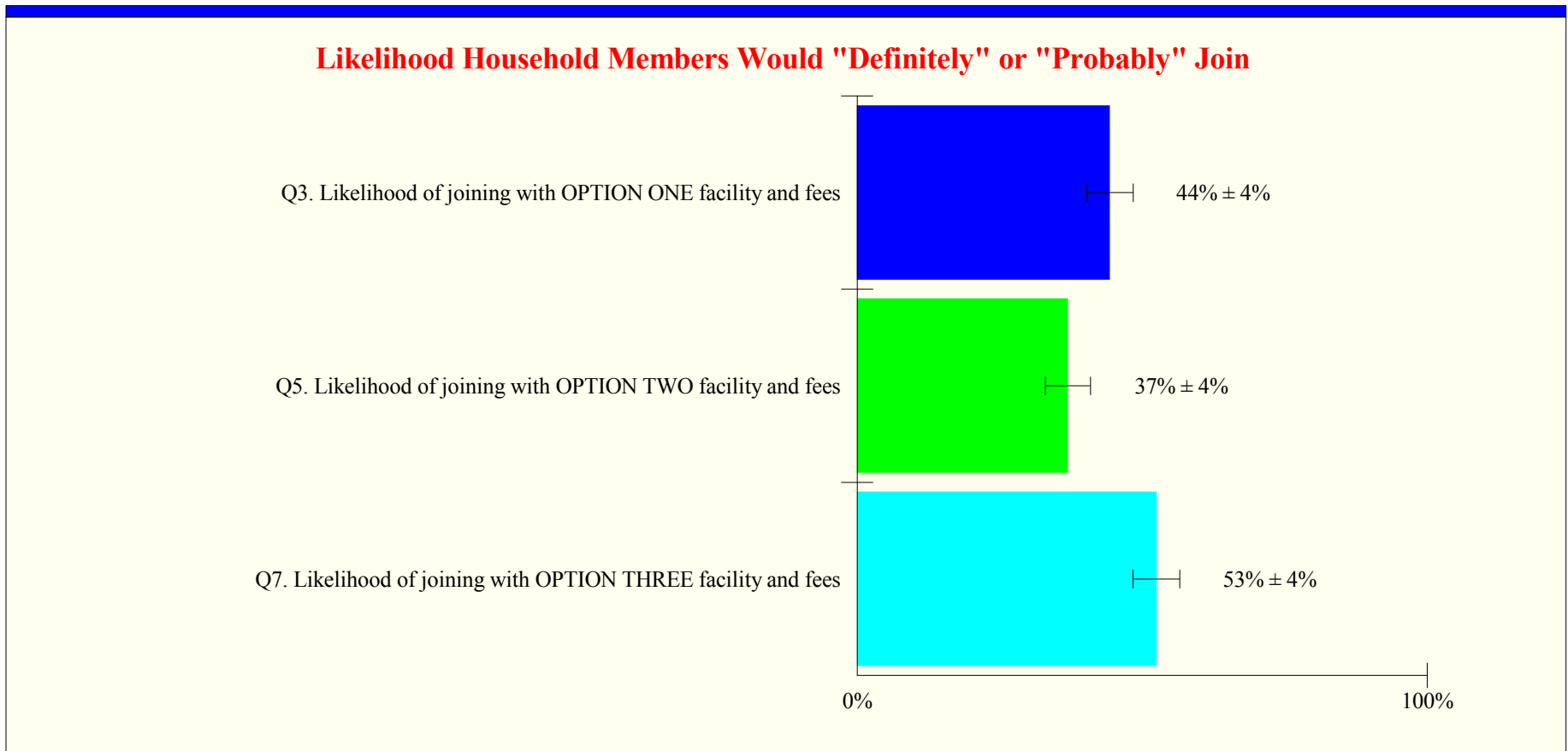
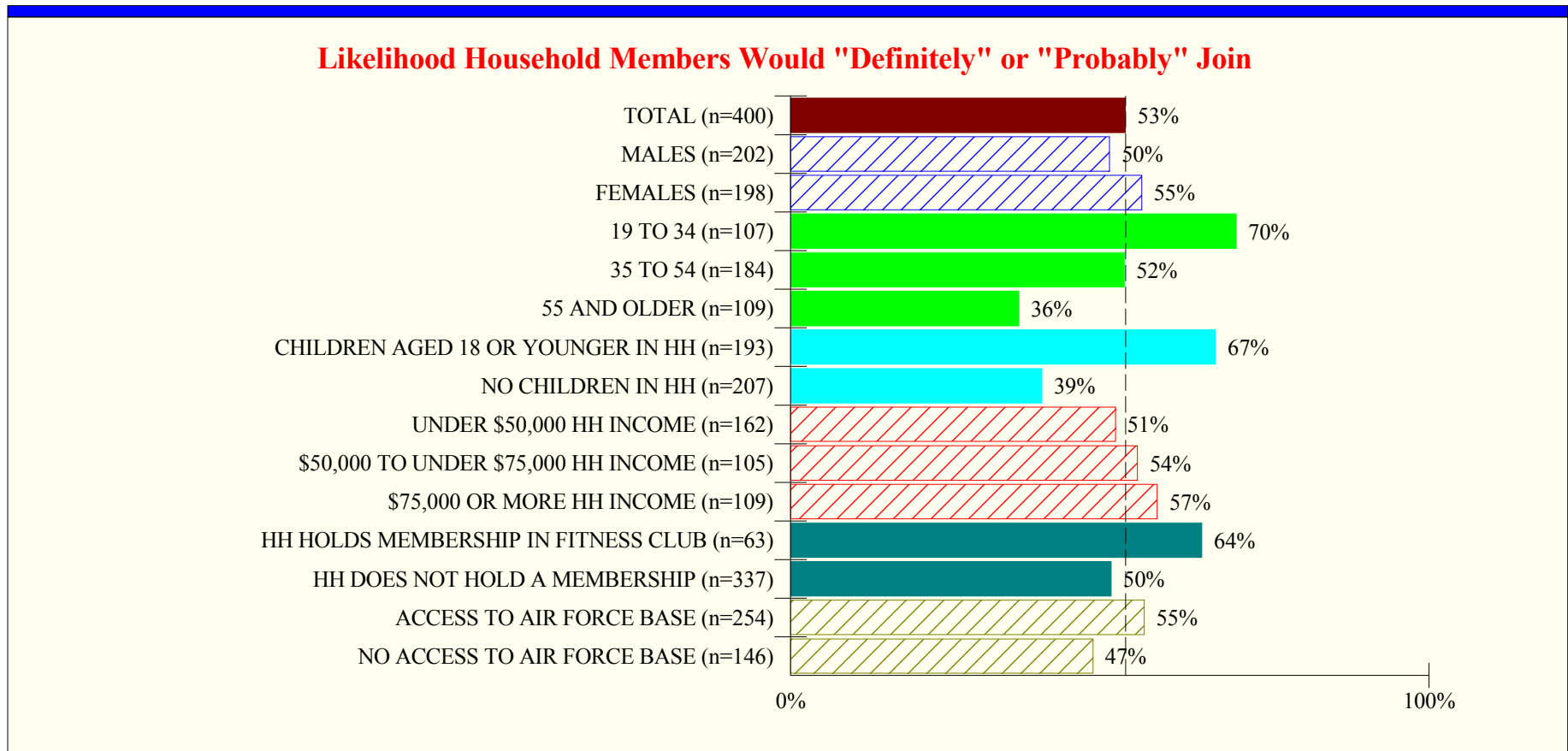


Figure 13

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



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

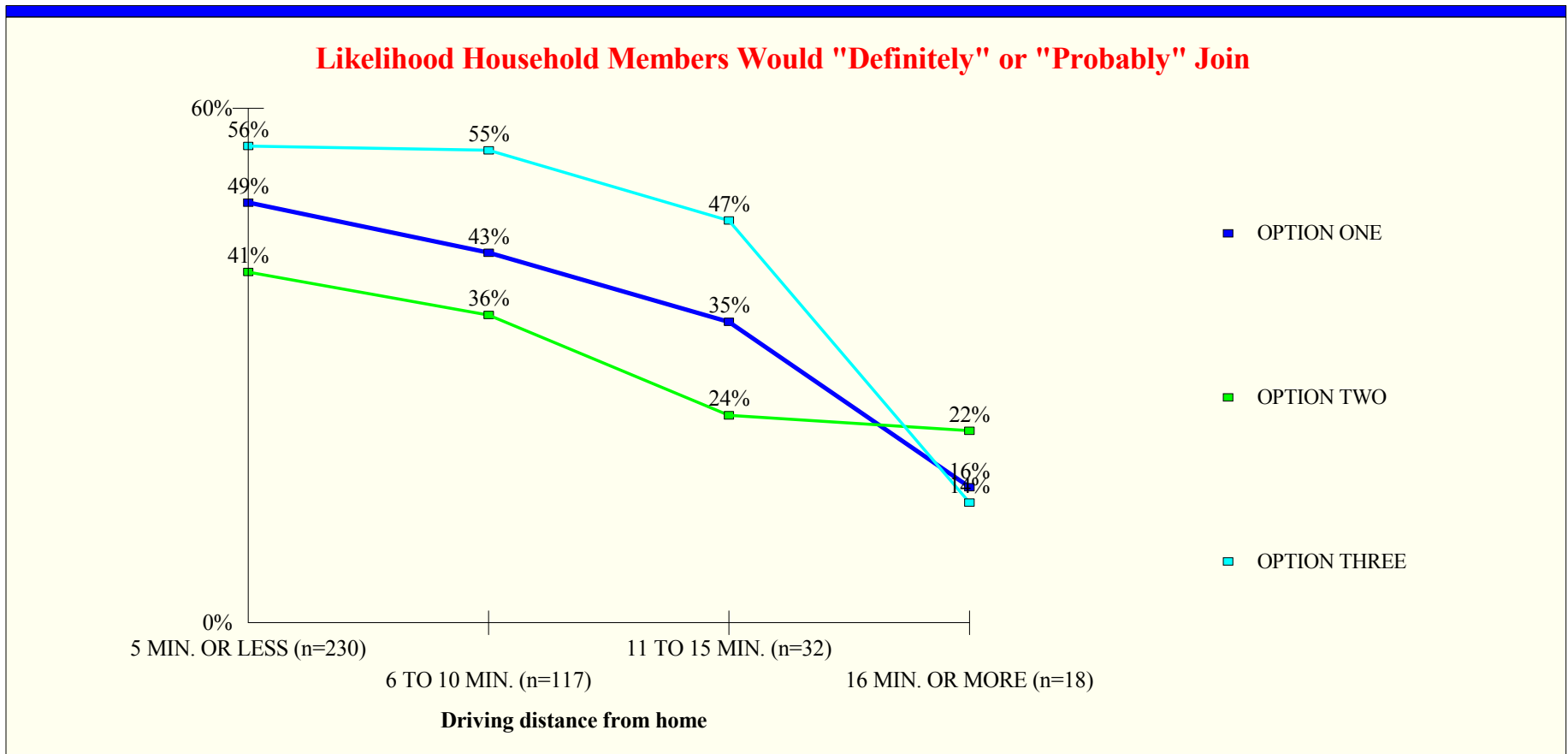
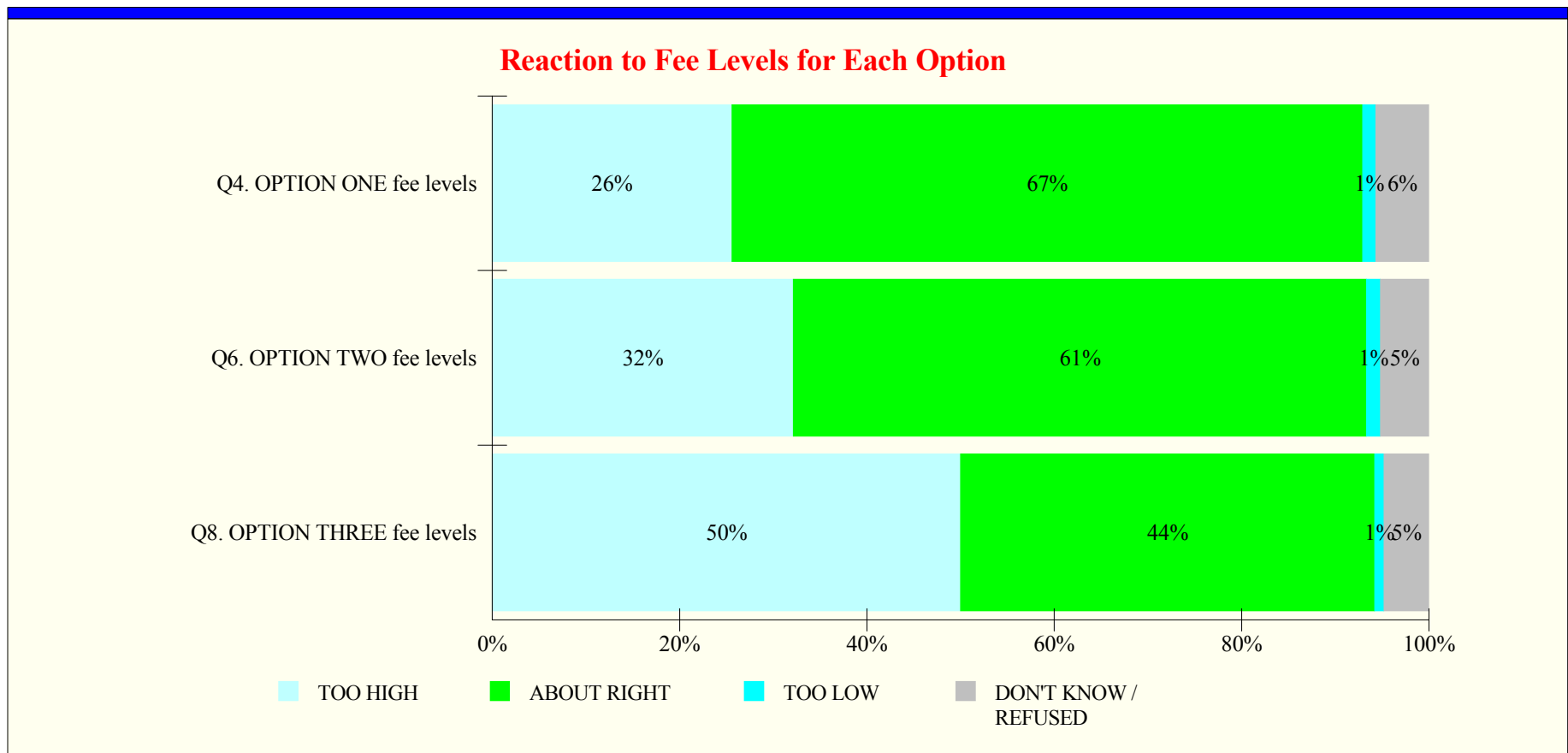


Figure 15

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



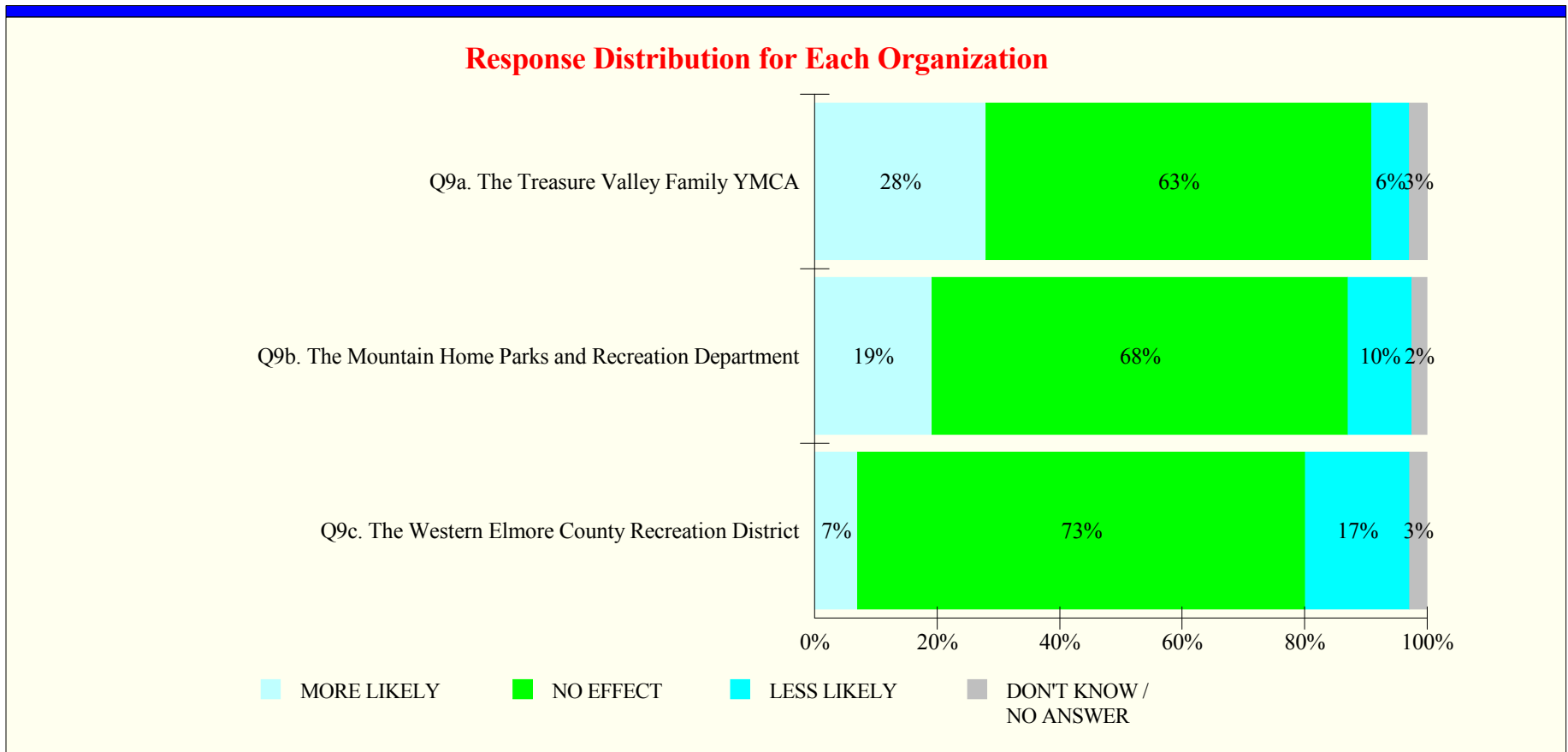
Segment percentages sum to 100% within each bar.

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



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)

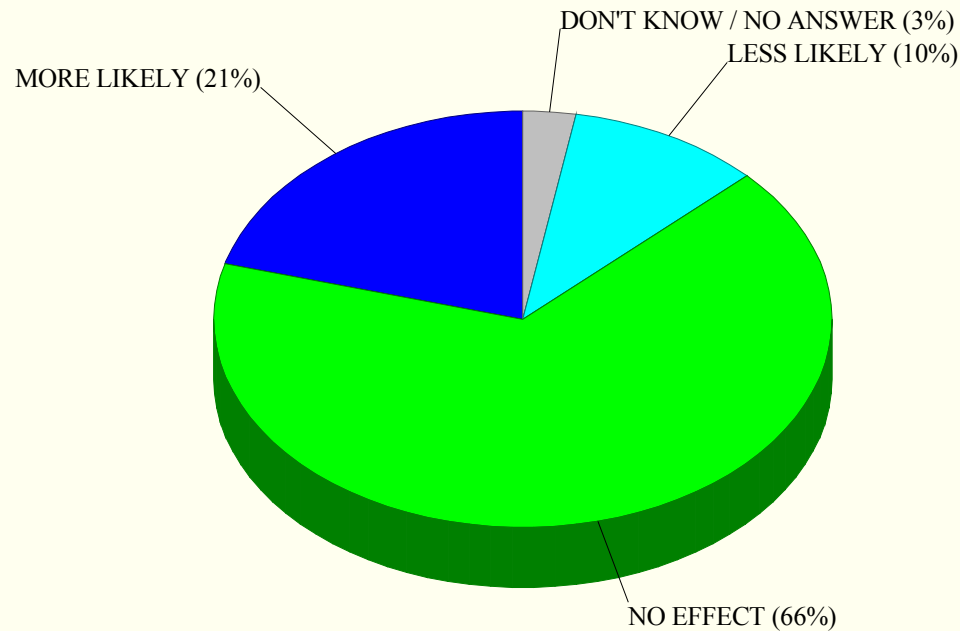


Figure 23

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)

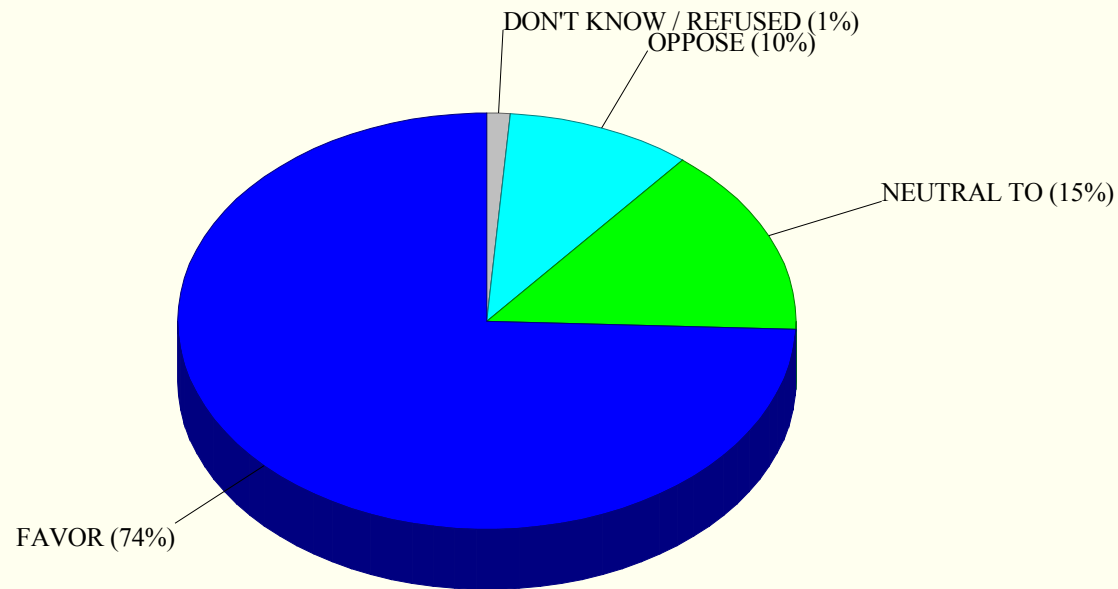
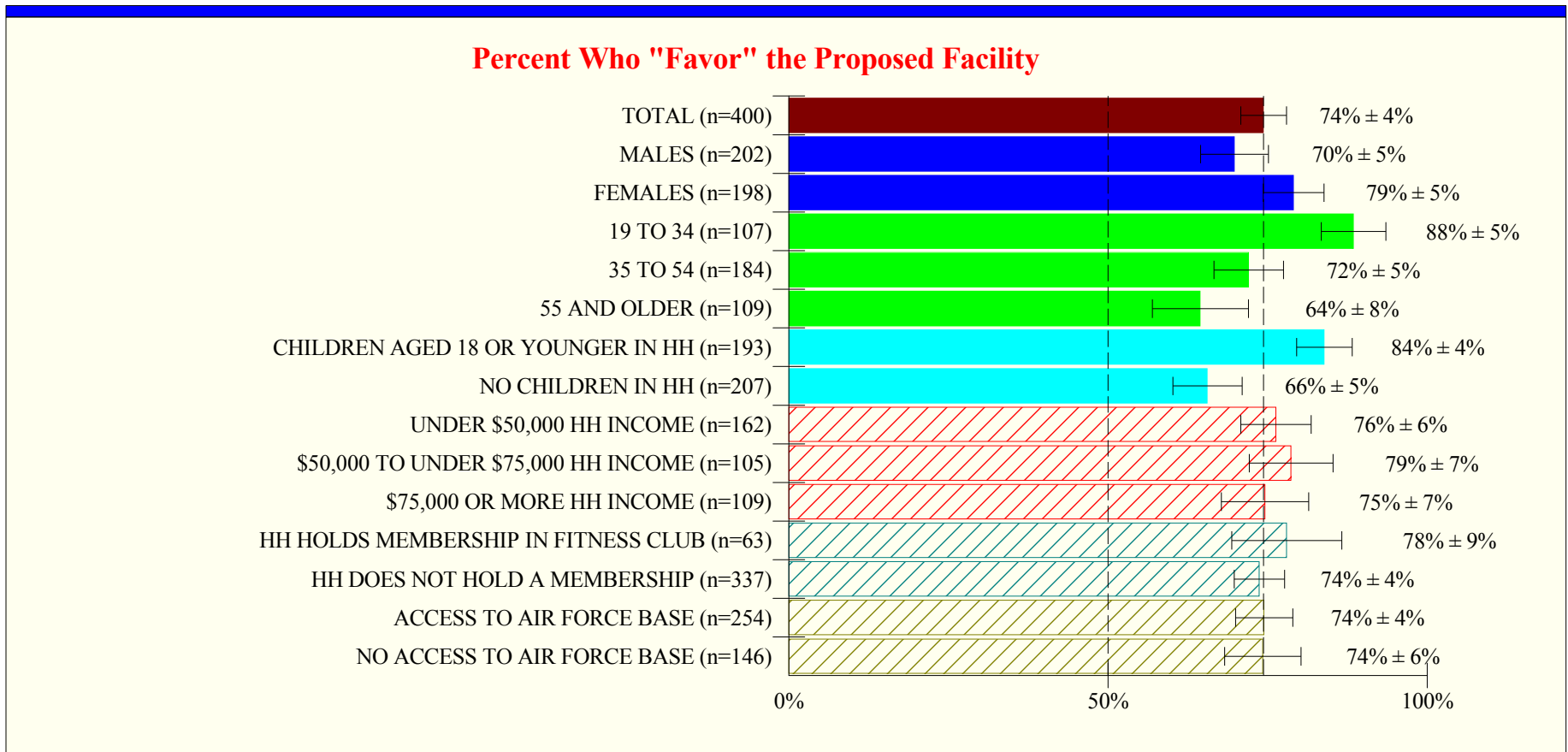


Figure 25

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



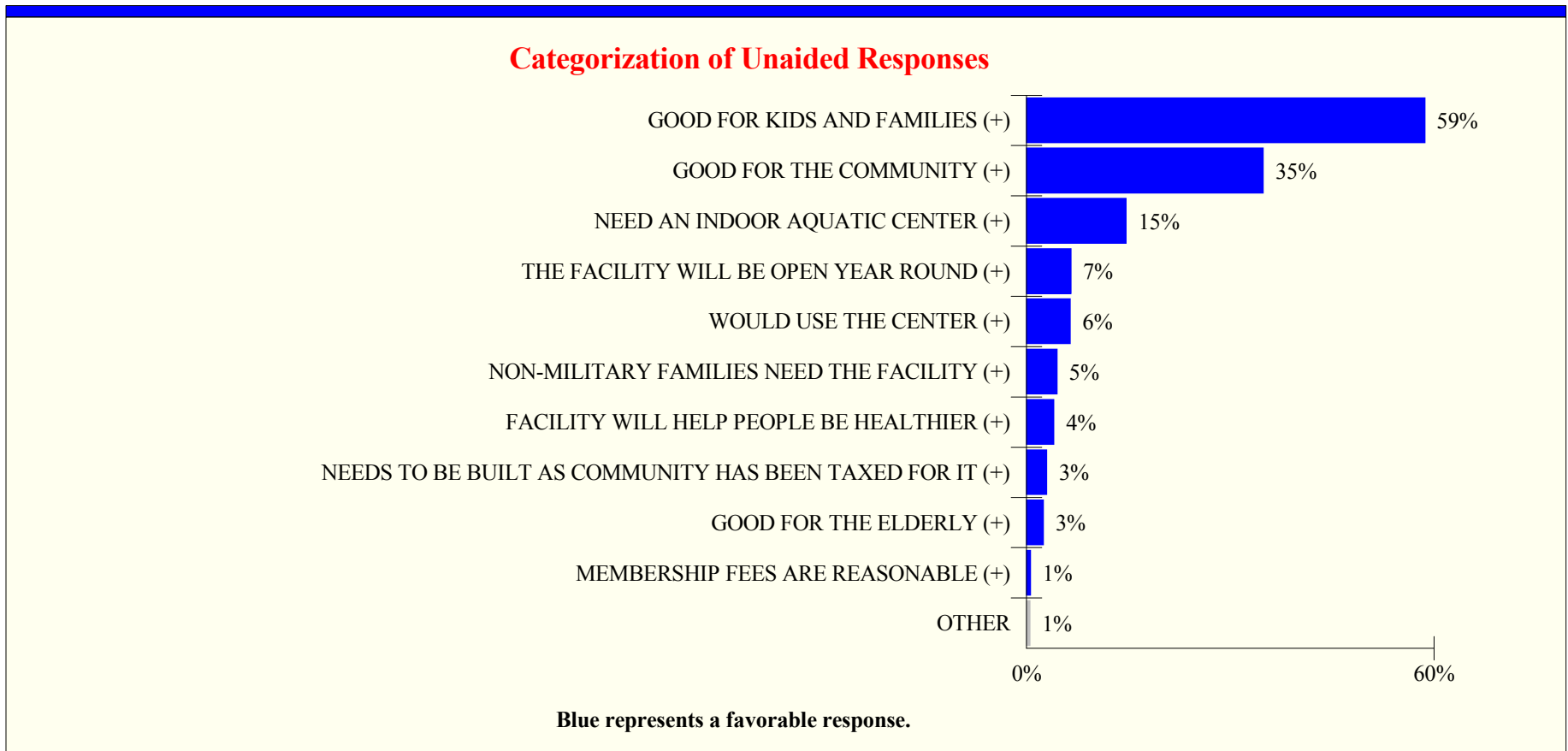
The dashed line indicates the total sample percentage.

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)



Percentages sum to greater than 100% because some respondents had more than one answer. Verbatim responses to Q13 are listed in this volume's appendix.

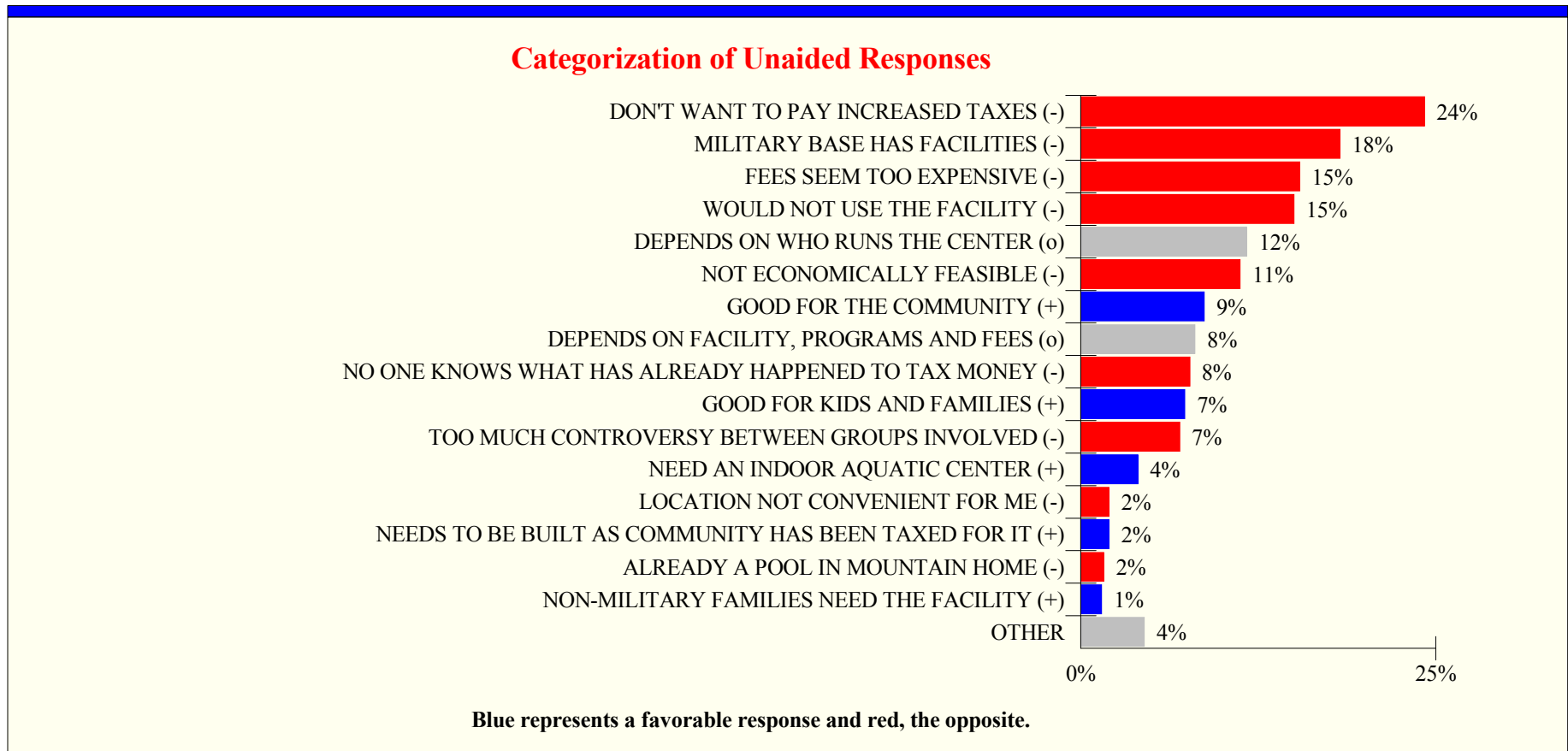


Figure 28

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)



Percentages sum to greater than 100% because some respondents had more than one answer. Verbatim responses to Q13 are listed in this volume's appendix.

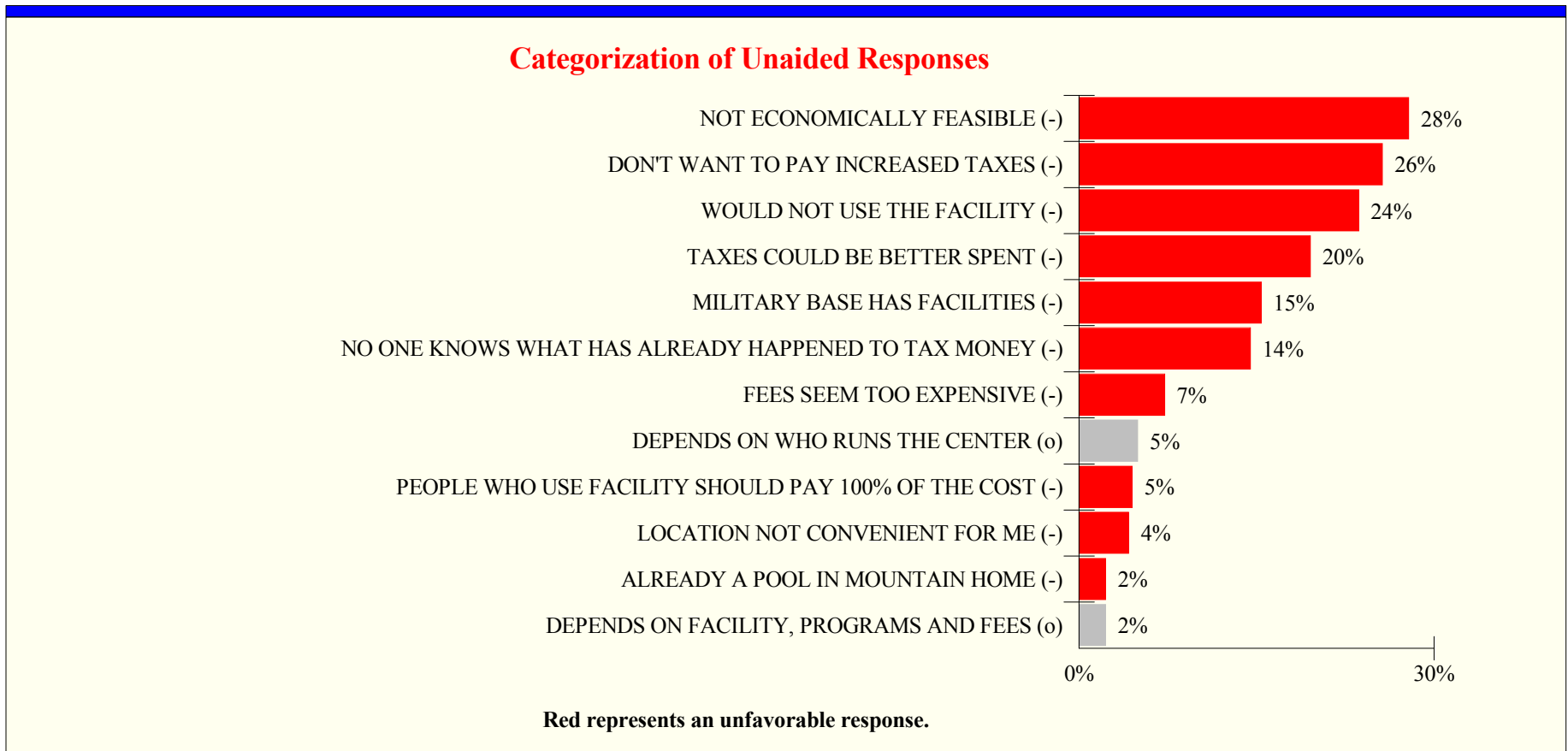


Figure 29

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)



Percentages sum to greater than 100% because some respondents had more than one answer. Verbatim responses to Q13 are listed in this volume's appendix.



Desirability of Programs and Facility Options

Graphic Summary Section Three

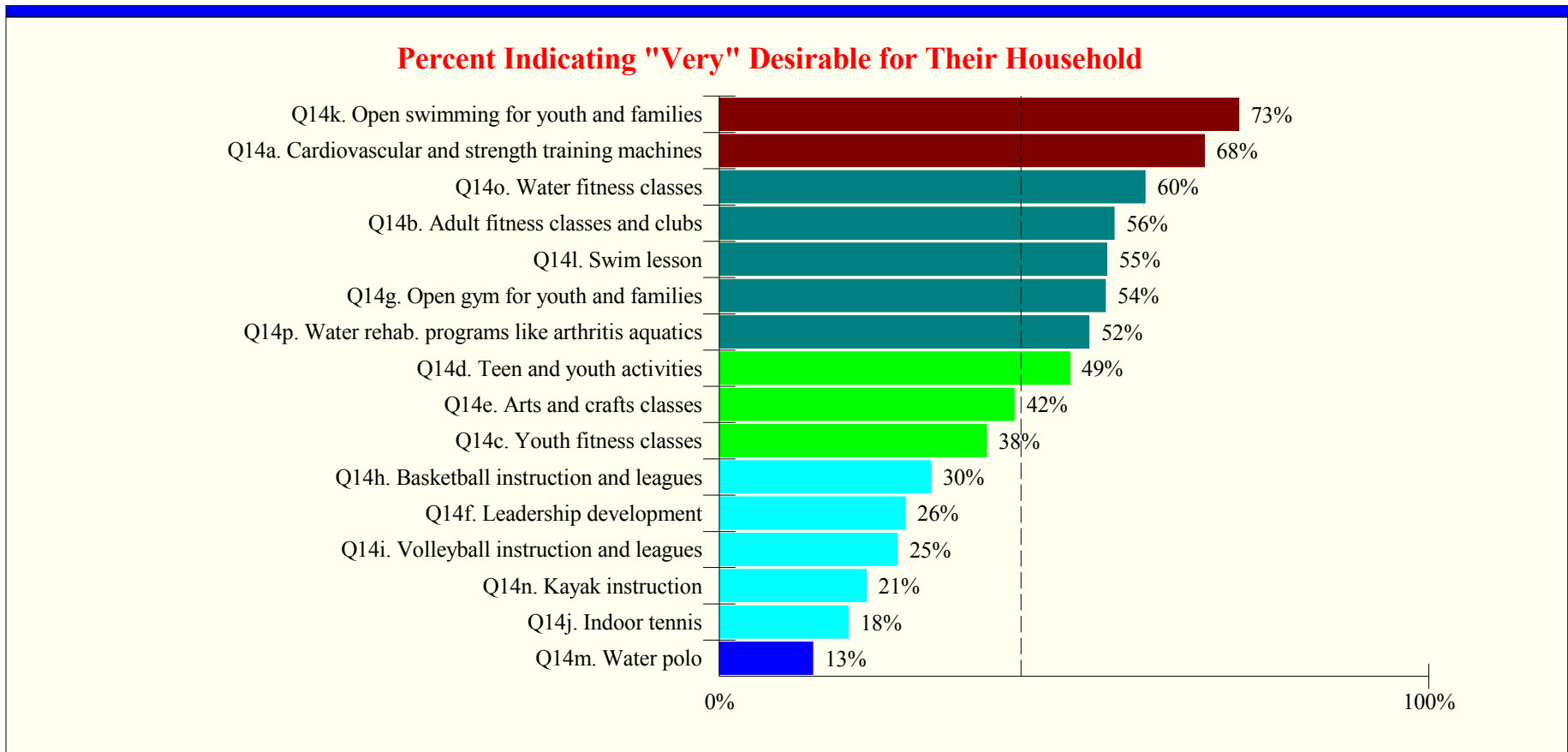


Figure 30

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



The dashed line indicates the average bar length.

Membership Preferences and Intent to Purchase

Graphic Summary Section Four

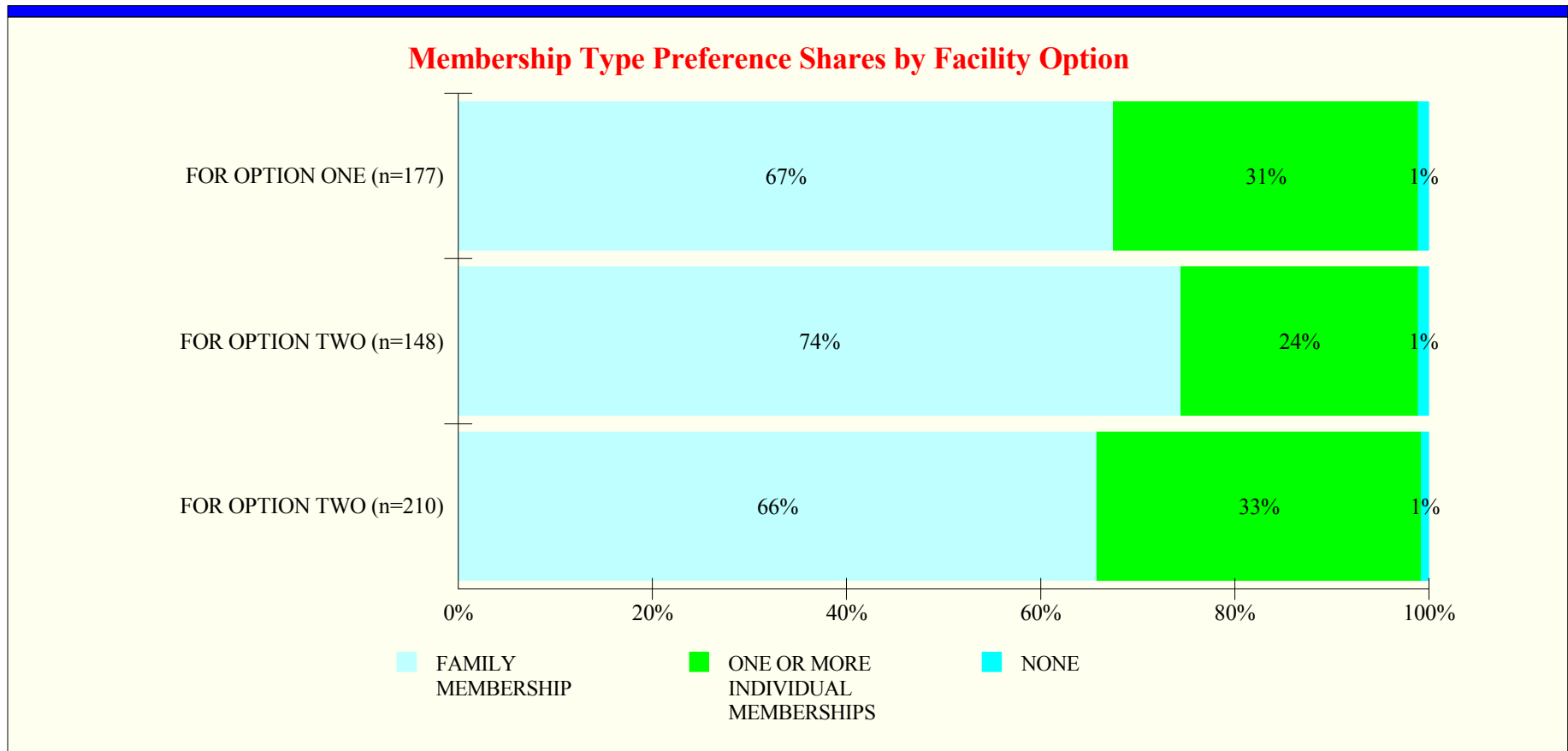


Figure 34

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



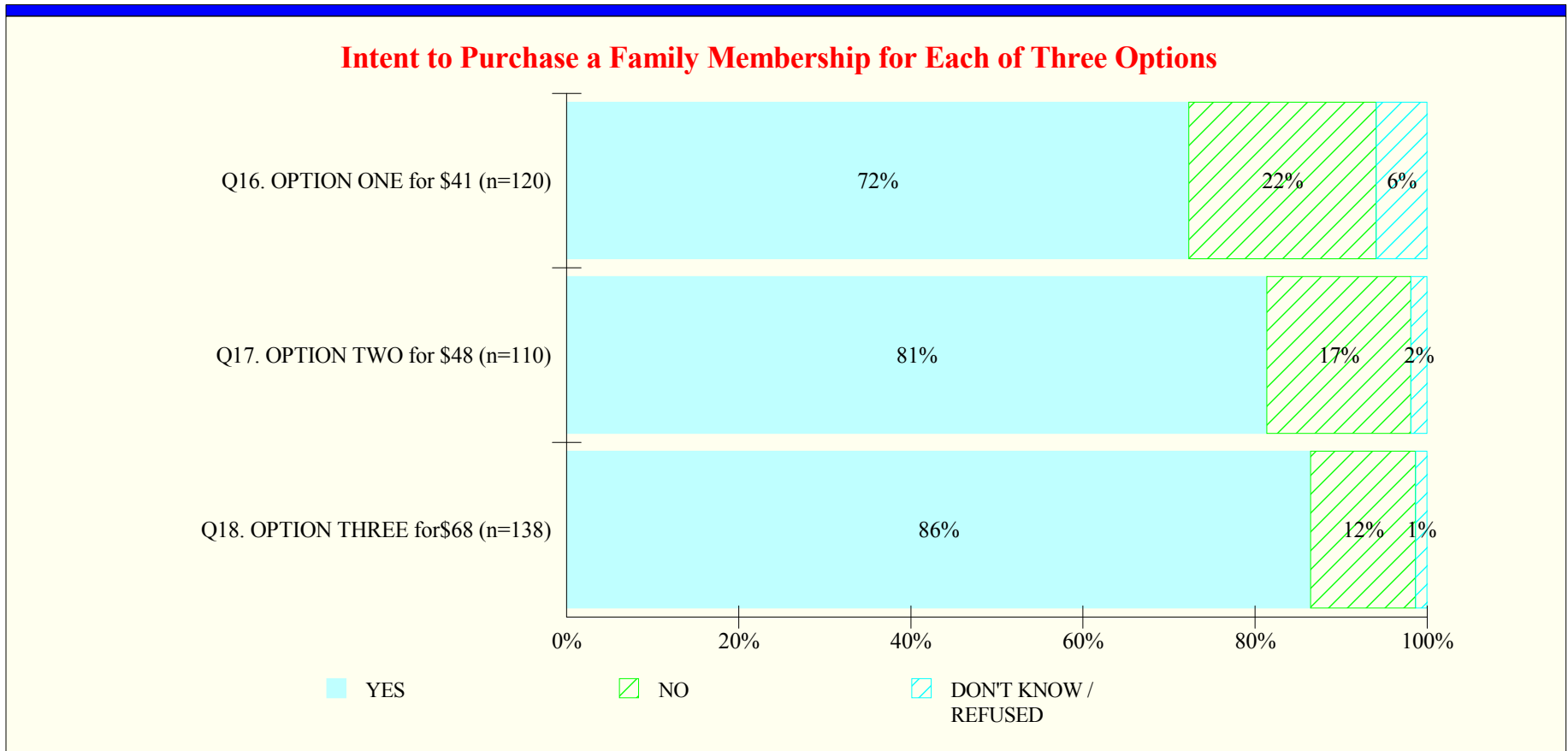
Segment percentages sum to 100% within each bar.

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



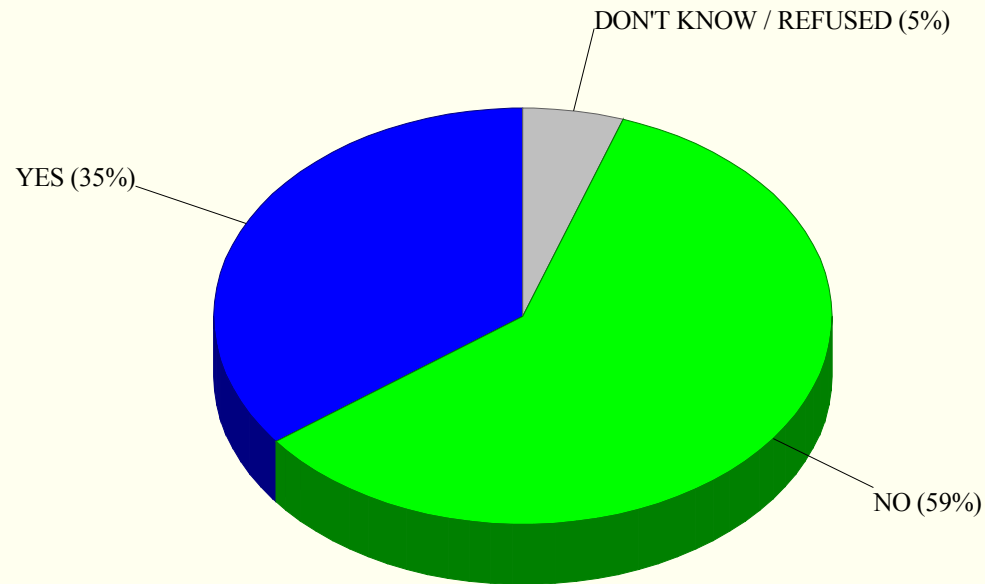
Segment percentages sum to 100% within each bar.

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)



Conservative First-Pass Estimates of Monthly Membership Fee Revenues

Assuming the survey results and these other assumptions . . .

- ***Approximately 8,900 households in the targeted area:***
- ***Reduction factors (very conservative)***
 - ***Among households reporting "definitely" joining, 50% would actually join.***
 - ***Among households reporting "probably" joining, 10% would actually join.***
 - ***Among households reporting they "might or might not" join, 2% would actually join.***

. . . Option one would generate roughly \$34,000 per month (12% of market); option two, roughly \$35,000 (10%); and option three, roughly \$88,000 (17%).

