

Proposed Mountain Home Recreation Center: *Option One*
Monthly Revenue Estimates Derived from Survey Data (July 2010)

Target HH population: **8,948**
(non-YMCA HH's)

See note #1

Likelihood of Joining with Option One Specifications

	Percent of Sample	HH Population Est.	Reduction Factors
Definitely	17.6%	787	0.50
Probably	26.8%	239	0.10
Might or might not	16.2%	29	0.02
Total interested households		1,055	11.8% of market

HH Preference (<i>Among Interested HH's</i>)	Percent of Interested Households	Participating HH's	Notes
Family membership	67.5%	712	See note #2
One or more individual memberships	31.4%	332	See note #2
None	1.1%	11	See note #2
Total excluding "none"	98.9%	1,044	See note #2

See note #3

Type of Membership (<i>Among Interested Households</i>)	Percent with Interest in Membership Type and Indicating Intent to Purchase	Among this Total of Households	HH's Likely to Join at Tested Fee Levels	Average Memberships per Household	Option One Monthly Fees (\$)	Per Month Estimated Revenues (\$)
Family memberships	75.2%	712	536	1.00	41.00	21962.48
Adult 25-64 individual membership	63.3%	332	210	1.54	26.00	8391.48
Young adult 19-24 individual membership	12.3%	332	41	1.41	24.00	1375.13
Senior 65+ individual membership	18.0%	332	60	1.20	24.00	1722.88
Youth 10-18 individual membership	3.2%	332	10	1.17	13.00	159.98
Total	See note #4		See note #5	See note #6		33,611.94

See note #7

Notes

- #1: The total HH estimate assumes 40% growth (equal to 1990's growth) from the 2000 Census figure. A slight revision was made to reflect elimination of HH's in North 83647.
 - #2: Membership preference percentages are based on those "definitely" or "probably" joining.
 - #3: These percentages come from the responses to Q15 (preferred type of membership).
 - #4: Percentages, from those "definitely" or "probably" joining, include all those indicating "yes" to purchase, plus 50% of those reporting "don't know."
 - #5: These totals equal column 2 percentages multiplied by column 3 HH's.
 - #6: These averages were calculated from Q24, Q29, Q34, and Q39 results for those interested in purchase at the fee levels tested.
 - #7: Per month revenues equals column 4 (participating HH's) times column 5 (average per household) times column 6 (fee level).
- Individual membership percentages sum to more than 100% because households can purchase more than one type of individual membership.

Proposed Mountain Home Recreation Center: *Option Two*
Monthly Revenue Estimates Derived from Survey Data (July 2010)

Target HH population: **8,948**
 (non-YMCA HH's)

See note #1

Likelihood of Joining with Option Two Specifications

Specifications	Percent of Sample	HH Population Est.	Reduction Factors
Definitely	15.2%	678	0.50
Probably	21.8%	195	0.10
Might or might not	16.2%	29	0.02
Total interested households		902	10.1% of market

HH Preference (Among Interested HH's)	Percent of Interested Households	Participating HH's	Notes
Family membership	74.5%	672	See note #2
One or more individual memberships	24.4%	221	See note #2
None	1.1%	10	See note #2
Total excluding "none"	98.9%	892	See note #2

See note #3

Type of Membership (Among Interested Households)	Percent with Interest in Membership Type and Indicating Intent to Purchase	Among this Total of Households	HH's Likely to Join at Tested Fee Levels	Average Memberships per Household	Option Two Monthly Fees (\$)	Per Month Estimated Revenues (\$)
Family memberships	82.3%	672	553	1.00	48.00	26534.55
Adult 25-64 individual membership	57.1%	221	126	1.54	30.00	5801.10
Young adult 19-24 individual membership	16.6%	221	37	1.41	28.00	1443.23
Senior 65+ individual membership	14.6%	221	32	1.20	28.00	1087.17
Youth 10-18 individual membership	2.4%	221	5	1.17	15.00	94.68
Total	See note #4		See note #5	See note #6		34,960.74

See note #7

- Notes**
- #1: The total HH estimate assumes 40% growth (equal to 1990's growth) from the 2000 Census figure. A slight revision was made to reflect elimination of HH's in North 83647.
 - #2: Membership preference percentages are based on those "definitely" or "probably" joining.
 - #3: These percentages come from the responses to Q15 (preferred type of membership).
 - #4: Percentages, from those "definitely" or "probably" joining, include all those indicating "yes" to purchase, plus 50% of those reporting "don't know."
 - #5: These totals equal column 2 percentages multiplied by column 3 HH's.
 - #6: These averages were calculated from Q24, Q29, Q34, and Q39 results for those interested in purchase at the fee levels tested.
 - #7: Per month revenues equals column 4 (participating HH's) times column 5 (average per household) times column 6 (fee level).
- Individual membership percentages sum to more than 100% because households can purchase more than one type of individual membership.

Proposed Mountain Home Recreation Center: *Option Three*
Monthly Revenue Estimates Derived from Survey Data (July 2010)

Target HH population: **8,948**
(non-YMCA HH's)

See note #1

Likelihood of Joining with Option Three Specifications

Specifications	Percent of Sample	HH Population Est.	Reduction Factors
Definitely	27.3%	1,222	0.50
Probably	25.2%	225	0.10
Might or might not	17.2%	31	0.02
Total interested households		1,479	16.5% of market

HH Preference (Among Interested HH's)	Percent of Interested Households	Participating HH's	Notes
Family membership	65.8%	973	See note #2
One or more individual memberships	33.4%	494	See note #2
None	0.8%	12	See note #2
Total excluding "none"	99.2%	1,467	See note #2

See note #3

Type of Membership (Among Interested Households)	Percent with Interest in Membership Type and Indicating Intent to Purchase	Among this Total of Households	HH's Likely to Join at Tested Fee Levels	Average Memberships per Household	Option Three Monthly Fees (\$)	Per Month Estimated Revenues (\$)
Family memberships	87.1%	973	848	1.00	68.00	57633.60
Adult 25-64 individual membership	68.1%	494	337	1.54	42.00	21717.42
Young adult 19-24 individual membership	9.3%	494	46	1.41	39.00	2524.43
Senior 65+ individual membership	21.3%	494	105	1.20	39.00	4927.36
Youth 10-18 individual membership	7.7%	494	38	1.17	21.00	931.74
Total	See note #4		See note #5	See note #6		87,734.55

See note #7

Notes

- #1: The total HH estimate assumes 40% growth (equal to 1990's growth) from the 2000 Census figure. A slight revision was made to reflect elimination of HH's in North 83647.
 - #2: Membership preference percentages are based on those "definitely" or "probably" joining.
 - #3: These percentages come from the responses to Q15 (preferred type of membership).
 - #4: Percentages, from those "definitely" or "probably" joining, include all those indicating "yes" to purchase, plus 50% of those reporting "don't know."
 - #5: These totals equal column 2 percentages multiplied by column 3 HH's.
 - #6: These averages were calculated from Q24, Q29, Q34, and Q39 results for those interested in purchase at the fee levels tested.
 - #7: Per month revenues equals column 4 (participating HH's) times column 5 (average per household) times column 6 (fee level).
- Individual membership percentages sum to more than 100% because households can purchase more than one type of individual membership.