

**The Mountain Home Community
Leadership Development Committee:
Measuring Interest in a Proposed Mountain
Home Community Recreation Center**

August 18, 2010

*Synopsis of Results, Graphic Summary,
and Text of Responses to an Open-Ended Question*
(with text of questionnaire)

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Contents of this Report

Synopsis:

Research Objectives	Page 1
Executive Review of Primary Findings	Pages 2 to 3
How the Survey was Conducted	Pages 4 to 6
Synopsis of Results	Pages 7 to 19

Graphic Summary:

Summary of Respondent Background Characteristics (<i>Graphic Summary Preface</i>)	Figures 1 to 2
Use of Existing Fee-Based Indoor Facilities (<i>Graphic Summary Section One</i>)	Figures 3 to 6
Likelihood of Joining the Proposed Recreation Center (<i>Graphic Summary Section Two</i>)	Figures 7 to 29
Desirability of Programs and Facility Options (<i>Graphic Summary Section Three</i>)	Figures 30 to 33
Membership Preferences and Intent to Purchase (<i>Graphic Summary Section Four</i>)	Figures 34 to 38
Respondent Background Characteristics (<i>Graphic Summary Addendum</i>)	Figures 39 to 45

Appendices:

Verbatim Responses to Unaided Question Q13
Survey Questionnaire (annotated to show base survey results)

Research Objectives

In May 2010, the Mountain Home Community Leadership Development Committee commissioned Strategic Research Associates to conduct a telephone survey of heads-of-household currently living in Mountain Home, Idaho. The survey's primary objective was to explore the degree of interest in a new non-profit community recreation center proposed to be built in Mountain Home. Other objectives included measuring the desirability of potential program and facility options that could be included in a new facility and exploring potential demand for different types of memberships (to allow approximate estimation of expected revenues).

These specific measurement objectives are addressed in this report:

- ! 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**
- ! Differences related to respondent background characteristics**

All reports in this volume are sub-divided by the first four objectives. The last was a general objective applicable within all sections.

Executive Review of Primary Findings

The *Executive Review* provides a brief summary of selected survey findings. The *Synopsis of Results* (pages 7 to 19) provides a more thorough summary, while detailed results and analyses are given in this volume's *Graphic Summary*.

! Use of existing fee-based indoor facilities

Among 400 respondents, 16% said at least one member of their household retains a current membership to an indoor fitness organization. The largest fitness club market shares were recorded by Anytime Fitness, the Mountain Home Air Force Base Recreation Center, and Fitness First. Younger to middle-aged heads-of-household were almost twice as likely as those aged 55 and older to report a current membership, and household income was also a significant predictive factor, with the most affluent respondents more likely than others to claim a membership. A majority (64%; disproportionately male and affluent) had household members qualified to access Mountain Home Air Force Base (important because of the recreation center located there).

! Likelihood of joining the proposed recreation center

Facility option three produced the best likelihood-of-joining results: one-quarter (27%) said household occupants would “definitely” be members and 25%, “probably.” For option one, 18% said “definitely” and 27%, “probably.” Respondents were least enthusiastic in rating option two: 15% reported “definitely” and 22%, “probably.” Parental status was most strongly correlated with likelihood of membership, and age, fitness club membership status, and driving distance were also statistically related. Those aged 19 to 34 (most likely to have children in the household), those with children, the more active households holding current memberships to other fitness organizations, and those within 15 minute driving distance (most respondents) were significantly more likely than others to report high joining likelihoods.

Only 26% found fees for option one “too high,” while 32% did so for option two, and 50%, for option three. For option three, however, four in ten (39%) of those characterizing the fees as “too high” said they would at least “probably join,” suggesting the inclusion of desirable aquatic amenities significantly reduces the price-sensitivity to option three’s fee levels.

On average, respondents reacted most favorably to the Treasure Valley Family YMCA’s potential involvement in operating the proposed facility. They were mildly favorable to possible Mountain Home Parks and Recreation Department involvement and mildly negative toward the Western Elmore County Recreation District’s. Among residents of the WECRD, 21% – tending to be younger and with children in the household – said funding the facility through WECRD taxes would make their household “more likely” to join, while only 10% claimed the opposite. Overall, the proposal to build a community center received widespread support: most (74%) said they would “favor” the idea, 13% would be “neutral to” it, and 10% would “oppose” it. Younger respondents, females, and those with children were most supportive. The dominant justifications for favoring the project – as respondents explained – were that it would be good for kids and families, good for the community, and that a need exists for an indoor aquatic center. The most-cited unfavorable reasons were that increased taxes are undesirable, the household would not use the facility, the project is not economically feasible, and Mountain Home Air Force Base already has facilities.

Executive Review of Primary Findings (cont.)

! **Desirability of programs and facility options**

Respondents with at least some interest in the proposed facility were asked to rate the desirability of each of 16 programs or facility options that could be included in a recreation center. Desirability scores for two options – open swimming, and cardiovascular and strength training machines – exceeded all others; about seven in ten said each would be “very” desirable for their household. Another five options – water fitness classes, adult fitness classes and clubs, swim lessons, open gym for youth and families, and water rehabilitation programs – were each rated “very” desirable by over half the sample.

! **Membership preferences and reactions to fee levels**

Among households likely to use the proposed facility, most (67%, 74%, and 66% for options one, two, and three, respectively) anticipated seeking a family membership. Among those leaning toward family memberships under option one, 72% said “yes,” they would purchase a membership given option one’s \$41 monthly fee. For options two (\$48) and three (\$68), the comparable percentages were 81% and 86%. Intent-to-purchase percentages varied for individual memberships.

Assuming a total of 8,948 households in the 2010 target area and using the survey’s likelihood-of-joining results, it is (roughly) estimated that 1,055 households, or 12% of the total market, are likely to join with option one; 902 households, or 10%, with option two; and 1,479 households, or 17%, with option three. Using membership preference and intent-to-purchase results for each facility option, the monthly revenue stream for option three is projected to be approximately 2-1/2 times that for each of the other options. The three spreadsheet models accompanying this report provide details about this.

How the Survey was Conducted

! A telephone survey with 400 completed interviews

- " The population of interest was defined to include heads-of-household, aged 19 and older, currently living within the boundaries of zip codes 83627 and 83647 (for those living south of Anderson Ranch Dam Road). Heads-of-household were the designated survey target because they could answer for their household's behavior as well as their own. Households with current YMCA members or with employees of health clubs or fitness organizations were excluded from survey participation.
- " Interviewing was conducted between July 7 and July 28, 2010.
- " Selection of respondents was conducted as follows:
 - Households were randomly selected using a form of random digit dialing. (Residential prefix numbers known to cover the area within zip codes 83627 and 83647 were attached to randomly generated suffix numbers.) This provided coverage of both listed and unlisted landline numbers. Interviewers asked to speak to the adult male or female head-of-household (with only one person in the household being interviewed).
 - To correct for sample imbalances (especially the under-representation of 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. All results described in the volume (except those for Figure 2 in the *Graphic Summary*) were generated from weighted data. This procedure ensured that no age or gender group would be over- or under-represented and also helped minimize sample-versus-population discrepancies for other demographic background variables (like parental status). Table 1, showing a comparison of sample-versus-population proportions, lists the weights used.
- " Most interviews were conducted between 4PM and 9PM on weekdays and between 10AM and 5PM on weekends. A few interviews were administered during weekday daytime hours to contact those difficult to reach in the evening. Professionally trained and supervised employees of SRA, working from the company's Spokane office, conducted all interviewing. The computer-aided workstations used by interviewers for this survey allowed randomization and rotation of question order, reducing potential biases. A significant proportion of interviews were monitored on-line to verify for courtesy and completeness of interviewing, and one in ten respondents were re-interviewed to confirm interviewer professionalism.
- " To reach a qualified contact, interviewers were allowed up to four call attempts per targeted telephone number.

How the Survey was Conducted (cont.)

! The questionnaire

The questionnaire included 75 questions, one of which was unaided (requiring respondents to answer in their own words rather than to choose among a list of options). Because of skip patterns, respondents did not answer every question. The average interview took 14 minutes to complete.

! Precision of estimates (for a weighted sample of 400)

With weighting, the survey's precision was slightly reduced (with margins of error being widened by a factor of roughly 1.1):

- " At 95% confidence: $\pm 5.1\%$
- " At 90% confidence: $\pm 4.3\%$
- " Margins of error for sub-groups (for example, females or those aged 19 to 34) are less precise.

! Presentation of results

" This volume is divided into sections. The presentation includes, in order, *Contents of this Report*, *Research Objectives*, *Executive Review of Primary Findings*, *How the Survey was Conducted*, *Synopsis of Results*, and *Graphic Summary*. Appendices include a *Verbatim Responses* section listing word-for-word responses to an unaided survey question (Q13) and a *Questionnaire* section displaying an annotated copy of the questionnaire with baseline results.

The *Synopsis* provides an overview of results, while the *Graphic Summary* contains a comprehensive analysis using a chart-based format. The *Executive Review* offers a capsule briefing. A companion volume of crosstabulated results augments the presentation in this volume.

- " Regarding the charts displayed in this volume:
 - Responses to unaided questions were categorized and coded, with the coded results included in quantitative summaries.
 - All percentages are shown rounded to integer digits to enhance ease of review and interpretation. Because of this rounding, totals may not always sum to 100%, but displayed values are nevertheless correct. Chart bar lengths reflect exact (unrounded) values, which is why two bars marked with the same value may sometimes vary slightly in length. Chart labels shown in uppercase identify a list of response options to a single question (or a list of background category measurements), while those in lowercase identify a list of survey questions, the results for which are to be compared.

How the Survey was Conducted (cont.)

- Appropriate statistical tests (adjusted for weighting) were sometimes conducted to determine whether chance could be excluded from the list of possible causes of differences or associations in the sample data. For statistical tests, a probability level of 0.05 was used as the criterion to determine a statistically significant result. (The term “marginally significant” is sometimes used to refer to a result significant at the 0.10 level.) Statistically significant results are noted in the summaries and chart annotations.

! The sample versus target population

To correct for sample imbalances (especially under-sampling of younger male heads-of-household), the data was weighted to force sample gender-by-age proportions to match those for adults living in the targeted geographic area. Each individual in the sample was assigned a weight representing the relative contribution that individual’s data would make to final overall results. This procedure ensured that no age or gender group would be over- or under-represented and also helped to diminish sample-versus-population discrepancies for measurements like parental status and household income. Table 1 lists population targets, the unweighted and weighted sample compositions, and the weights employed.

Table 1
Target Percentages and Compositions of Unweighted and Weighted Samples*

Category	Population Targets	Unweighted Sample Outcomes	Weighted Sample Outcomes	Weights
Males 19 to 34	14.1%	7.5%	14.1%	1.886
Males 35 to 54	23.6%	20.0%	23.6%	1.180
Males 55+	12.8%	14.8%	12.8%	0.869
Females 19 to 34	12.7%	13.3%	12.7%	0.958
Females 35 to 54	22.3%	25.3%	22.3%	0.882
Females 55+	14.5%	19.3%	14.5%	0.751
Total	100.0%	100.0%	100.0%	

* Population targets are from 2000 Census data, with the target area including zip codes 83627 and 83647. Target percentages for males and females aged 19 to 34 were each reduced by about three percentage points (with other targets proportionately increased) to reflect that some in this age group have not acquired head-of-household status. Weights were calculated using unrounded values. The total sample size of 400 was unchanged by weighting.

More detailed respondent background category information is given in Figures 1 and 2 in the *Graphic Summary Preface* (“Summary of Respondent Background Characteristics”) and in Figures 39 to 45 in the *Graphic Summary Addendum* (“Respondent Background Characteristics”).

Synopsis of Results

! Use of existing fee-based indoor facilities (Figures 3 through 6 in *Graphic Summary Section One*)

" Household use of existing indoor exercise facilities: Among 400 respondents, 16% (63 respondents) said at least one member of their household retains a current membership to an indoor fitness organization. Table 2 lists the facility shares for these 63 households. As the table shows, (34%) reported a membership to Anytime Fitness and about the same percentage (32%) to the Mountain Home Air Force Base Recreation Center, while 26% reported use of Fitness First. Shares for all other organizations were significantly smaller.

Table 2
Competing Fee-Based Fitness Organization Market Shares

Organization	Percent Indicating Membership (n=63)
Anytime Fitness	34%
Mountain Home Air Force Base Recreation Center	32%
Fitness First	26%
Curves	14%
Fitness Plus	4%
Another fitness organization	17%

Some households reported use of more than one organization, so percentages sum to more than 100%. An interview with one household with a current YMCA membership was politely terminated.

Younger to middle-aged heads-of-household were almost twice as likely as those aged 55 and older to report a current membership to an indoor fitness organization. (The significant age effect remained even after controlling for parental status and income variations.) Household income was also a significant predictive factor, with the most affluent respondents more likely than others to claim a membership. Variations for other background factors – gender, parental status, and ability to access Mountain Home Air Force Base – were not large enough to be meaningful.

Synopsis of Results (cont.)

" **Access to Mountain Home Air Force Base:** 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. (This is important because those with base access might be using the recreation center located there, affecting their perceptions about and behaviors toward use of a new local recreation center.)

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 – for age, parental status, and fitness club membership status – were not significant.

Detailed findings and additional results can be found in *Graphic Summary Section One* (“Use of Fee-Based Indoor Facilities”).

! **Likelihood of joining the proposed recreation center** (Figures 7 through 29 in *Graphic Summary Section Two*)

" **Likelihood of joining for each of three facility configuration options:** Interviewers read this preface to all respondents before asking them about likelihood of joining given the specifications for each of three facility options:

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.

Respondents were asked first about their household’s likelihood of joining given the specifications in option one:

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.

Interviewers used this wording to describe option two:

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

Synopsis of Results (cont.)

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 like this:

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.

For each of the three facility options, respondents were asked to rate (using a five-point scale) 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:** Respondents, on average, were least enthusiastic about option two. 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. (See the footnote to Figure 9 in the *Graphic Summary*.) Over one-quarter (27%) said “definitely”; 25%, “probably”; and 17%, “might or might not”; while 30% had little or no interest.

Table 3 summarizes the option rating outcomes.

Synopsis of Results (cont.)

Table 3
Joining Likelihood Ratings for Each of Three Facility Options

Joining Likelihood	Option One (n=400)	Option Two (n=400)	Option Three (n=400)
Definitely	18%	15%	27%
Probably	27%	22%	25%
Might or might not	16%	16%	17%
Probably not	22%	26%	14%
Definitely not	17%	20%	16%
Don't know	<.5%	1%	<.5%
Total	100%	100%	100%

Each option's sub-totals are listed in blue. Unrounded percentages were used to produce sub-totals and column totals. Unrounded percentages in each column sum to 100%.

Option three's combined 53% “definitely/probably” percentage was significantly more favorable than option one's 44%, which in turn was significantly better than option two's 37%. (The same statistical conclusions are reached if concentrating on just the options' “definitely” percentages.)

- “ **Background factors correlated with interest in joining:** Parental status was most strongly correlated with likelihood of becoming a member under each of the three options, and age and fitness club membership status were also statistically related to it. (The result for fitness club membership status arises because households holding current memberships – likely to have younger adult occupants, as noted above – 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.)

For option three, which produced the most favorable overall results, this was observed:

- **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.

Synopsis of Results (cont.)

- **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.

Driving time from home to the proposed facility location was also a statistically significant factor in explaining joining likelihood for each option. The results 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.

" **Perception about proposed fee levels for each option:**

For each option, respondents were asked to rate their perception of its fee levels ("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."

Among those who judged option one's fees as being "too high," 27% still said household members would "definitely" or "probably" join. For option two, the comparable figure was 24%. For option three, however, almost four in ten (39%) 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. The inclusion of these desirable amenities – tending to make the decision as to whether or not to join less sensitive to pricing levels – accounts for option three's superior overall likelihood-of-joining performance.

" **Effect of identifying each of three organizations as an operator of the facility:** Respondents were asked to rate (using a three-point scale; "more likely," "no effect," or "less likely") the effect on joining likelihood of having each of three entities – the Treasure Valley Family YMCA, Mountain Home Parks and Recreation Department, and Western Elmore County Recreation District (WECRD) – identified as an operator of the new facility. On average, respondents reacted most favorably to the YMCA's potential involvement, mildly favorably to the department's, and mildly negatively to the WECRD's. This was observed:

- **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" minus 6% "less likely"). Females, those with children, and those

Synopsis of Results (cont.)

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, equaling 19% “more likely to join” less 10% “less likely”). 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, equaling 7% “more likely to join” less 17% “less likely”). Older respondents in particular tended 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.”)

“ **Effect on likelihood of joining given funding with WECRD taxes:** Among residents of the Western Elmore County Recreation District, one in five (21%) – a group composed of a disproportionately high number of younger (aged 19 to 34) respondents and those with children in the household – said that funding the facility through WECRD 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 some WECRD 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.

“ **Overall degree of support for a recreation center:** 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.

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 (66%) was five times higher than the

Synopsis of Results (cont.)

“oppose” one (13%), indicating widespread support for the proposed project. (Additionally, the confidence bands for background category “favor” percentages were all situated above 50%.)

- Reasons for favoring, opposing, or being neutral to a community recreation center:** Respondents were asked to explain, unaided, the primary reasons for their opinion rating (“favor,” “oppose,” or “neutral to”) of the proposed project. In Table 4, displaying categorized and rank-ordered answers by sub-group, the first column shows results for those reporting they would “favor” the project; the next, the motivations of those “neutral to” it; and the last, reasons for those who would “oppose” it.

Table 4
Reasons Given by Respondents for Favoring, Opposing, or Being Neutral to a Community Recreation Center

Those Reporting “Favor” (n=298)	Those Answering “Neutral to” (n=59)	Those Answering “Oppose” (n=39)
Good for kids and families (+): 59%	Don't want to pay increased taxes (-): 24%	Not economically feasible (-): 28%
Good for the community (+): 35%	Military base has facilities (-): 18%	Don't want to pay increased taxes (-): 26%
Need an indoor aquatic center (+): 15%	Fees seem too expensive (-): 15%	Would not use the facility (-): 24%
The facility will be open year round (+): 7%	Would not use the facility (-): 15%	Taxes could be better spent (-): 20%
Would use the center (+): 6%	Depends on who runs the center: 12%	Military base has facilities (-): 15%
Non-military families need the facility (+): 5%	Not economically feasible (-): 11%	No one knows what has already happened to tax money (-): 14%
The facility will help people be healthier (+): 4%	Good for the community (+): 9%	Fees seem too expensive (-): 7%
	Depends on facility, programs and fees: 8%	Depends on who runs the center: 5%
	What has already happened to tax money (-): 8%	People who use facility should pay 100% of the cost (-): 5%
	Good for kids and families (+): 7%	Location not convenient for me (-): 4%
	Too much controversy between groups involved (-): 7%	
	Need an indoor aquatic center (+): 4%	

Categorized answers cited by 4% or more in each sub-group are shown. A “(+)” represents a favorable response and a “(-),” the opposite. Some respondents offered more than one answer.

At Table 4 shows, the dominant justifications for favoring the project were that it would be good for kids and families, good for the community, and a need exists for an indoor aquatic center. The most-cited unfavorable reasons were that increased taxes are undesirable, the household would not use the facility, the project is not economically feasible, and Mountain Home Air Force Base already has facilities.

Detailed findings and additional results can be found in *Graphic Summary Section Two (“Likelihood of Joining the Proposed Recreation Center”)*. Verbatim responses to unaided question Q13 (reasons for favoring, opposing, or being neutral to a community recreation center) are listed in this volume’s appendix.

Synopsis of Results (cont.)

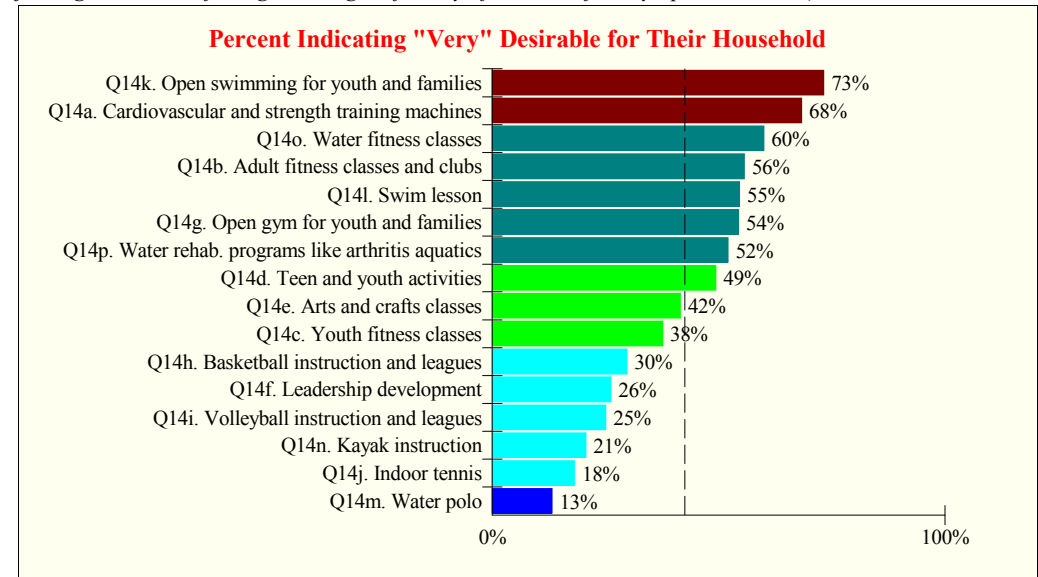
! Desirability of programs and facility options (Figures 30 through 33 in *Graphic Summary Section Three*)

Results in this section were derived from the 316 respondents indicating that household occupants would “definitely,” “probably,” or “might or might not” become members of a new community center under any of the three proposed facility options.

" **Desirability of options for the proposed facility:** Respondents with at least some interest in the proposed facility, asked to rate (using a three-point scale) the desirability of each of 16 programs or facility options, produced the “very” desirable percentages listed in Figure 1-S. The figure’s 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.
- **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.

Figure 1-S: Desirability of Options for the Proposed Recreation Center (Those with a joining likelihood of “might or might” for any of the three facility options; n=316)



Synopsis of Results (cont.)

" **Desirability of options for households most likely to join:** The 132 respondents who said household members would “definitely” claim membership under at least one of the three facility option plans produced a rank-ordering similar to Figure 1-S’s, but with higher percentages, reflecting the enthusiasm among this most-likely-to-join subset. Among them, 85% judged open swimming for youth and families to be “very” desirable, 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.

Detailed findings and additional results can be found in *Graphic Summary Section Three (“Desirability of Programs and Facility Options”)*. Section Addendum Figure 33 lists separate desirability scores for gender, age, and parental status categories.

! **Membership preferences and intent to purchase** (Figures 34 through 38 in *Graphic Summary Section Four*)

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.

" **Preferred type of membership by facility option:** Respondents indicating household occupants would likely consider joining the facility were asked to identify the type of membership their household would prefer more – a family membership or one or more individual memberships. Table 5 lists outcomes by facility option.

Table 5
Membership Preference for Each of Three Facility Options

Membership Type	Among Those “Definitely” or “Probably” Joining		
	Option One (n=177)	Option Two (n=148)	Option Three (n=210)
Family Membership	67%	74%	66%
One or more individual memberships	31%	24%	33%
Don’t know / refused	1%	1%	1%
Total	100%	100%	100%

Unrounded percentages in each column sum to 100%.

Synopsis of Results (cont.)

As Table 5 shows, 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.

- " **Purchase intent for family memberships:** Among those likely to join under option one and favoring a family membership, 72% said “yes,” they would purchase this type of membership given the \$41 option one fee level. For options two (\$48) and three (\$68), the comparable percentages were 81% and 86%. (The aquatic offerings, again, seem to have reduced respondents' price-resistance.)

(For revenue estimate calculations, half of each option's “don't know” percentage for intent-to-purchase was added to the option's “yes” result. The revised intent-to-purchase percentages for options one, two, and three are 75%, 82%, and 87%, respectively.)

- " **Interest in a fee-based child watch service:** 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).

- " **Purchase intent for individual membership options:** Table 6 lists purchase-intent results for those favoring individual memberships. As an example, 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 “yes,” 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.)

Synopsis of Results (cont.)

Table 6
Individual Membership Intent to Purchase for Those Interested in Membership

Individual Membership Type	Among Those “Definitely” or “Probably” Joining			Average Number per Household
	Option One	Option Two	Option Three	
Adults 25-64	69% (n=48)	63% (n=31)	79% (n=59)	1.5 (n=70)
Adults 19-24*	81% (n=8)	89% (n=7)	80% (n=8)	1.4 (n=9)
Seniors 65+*	80% (n=12)	75% (n=6)	82% (n=18)	1.2 (n=20)
Youth 10-18*	45% (n=4)	43% (n=2)	80% (n=6)	1.2 (n=7)

* These estimate are not reliable because of the small sub-sample sizes.

Table 6 also identifies the average number of individual memberships expected to be purchased by household. As the table shows, 70 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.

“ **Approximate estimates of revenues to be generated by membership purchases:** To generate approximate membership revenue estimates, three assumptions were made about the likelihood of joining:

- For those indicating household members would “definitely join” for any of the options, only 50% would actually join.
- For those indicating “probably join,” only 10% would actually join.
- For those indicating “might or might not join,” only 2% would actually join.

Reduction factors are required because joining probability estimates generated from surveys are typically over-stated. Some households, including those otherwise amenable to joining, may remain unaware of the new recreation center after its opening. (In a survey, all respondents are aware of the facility.) The reduction factors also adjust for other factors, including the tendency of some to give overly

Synopsis of Results (cont.)

optimistic or socially desirable responses about purchase probability questions in telephone surveys.

The 2000 Census counted 6,600 households in the area bounded by zip codes 83627 and 83647. (Household numbers for area 83647 were reduced by 3.5% to account for elimination of interviewees residing north of Anderson Ranch Dam Road.) From 1990 to 2000, the number of households in this geographic area increased by 40% (or at an annual growth rate of about 3.4%). Extrapolating this growth from 2000 to 2010 produces an updated estimate of 8,948 households. (No reduction for YMCA membership was made, because the YMCA seems to have little presence in the target area; only one household contact – whose interview was terminated – claimed YMCA membership.)

Given this, the assumptions listed above, and the survey results, 1,055 households, or 12% of the total market, are (roughly) estimated to be likely to join with option one; 902 households, or 10%, with option two; and 1,479 households, or 17%, with option three. The membership revenue projections listed in Table 7 are derived from these base household demand estimates and the survey's intent-to-purchase estimates.

Table 7
Estimated Monthly Revenue from Membership Fees by Facility Option

Type of Membership and Monthly Fee	Percent of Base with Interest in Membership Type and Indicating Intent to Purchase	Estimated Number of Participating Households	Estimated Average Per-Household Demand	Estimated Revenue
Option one (1,055 households)				
Family memberships for \$41	75%	536	1.00	\$21,962
A25-64 individual for \$26	63%	210	1.54	\$8,391
A19-24 individual for \$24	12%	41	1.41	\$1,375
A65+ individual for \$24	18%	60	1.20	\$1,723
Y10-18 individual for \$13	3%	10	1.17	\$160
Total				\$33,612
Option two (902 households)				
Family memberships for \$48	82%	553	1.00	\$26,535
A25-64 individual for \$30	57%	126	1.54	\$5,801
A19-24 individual for \$28	17%	37	1.41	\$1,443
A65+ individual for \$28	15%	32	1.20	\$1,087

Synopsis of Results (cont.)

Type of Membership and Monthly Fee	Percent of Base with Interest in Membership Type and Indicating Intent to Purchase	Estimated Number of Participating Households	Estimated Average Per-Household Demand	Estimated Revenue
Y10-18 individual for \$15	2%	5	1.17	\$95
Total				\$34,961
Option three (1,479 households)				
Family memberships for \$68	87%	848	1.00	\$57,634
A25-64 individual for \$42	68%	337	1.54	\$21,717
A19-24 individual for \$39	9%	46	1.41	\$2,524
A65+ individual for \$39	21%	105	1.20	\$4,927
Y10-18 individual for \$21	8%	38	1.17	\$932
Total				\$87,735

For demand percentages (second column), see the notes above and the Graphic Summary's Figure 35 for family memberships; for individual memberships, percentages represent – among those “definitely” or “probably” joining with each option – having a household occupant within the age range and indicating “yes” or “don’t know” to intent-to-purchase questions Q21-Q23, Q26-Q28, Q31-Q33, and Q36-Q38. (Half the percentage for “don’t know’s” was added to the “yes” percentage.) The third column was produced by multiplying the estimated number of interested households for each option and membership type by percentages in the second column. Column four’s per-household demand averages are described above and in the Graphic Summary’s Figure 38. Column five equals the monthly membership fee times the estimated number of HH’s likely to purchase times per-household demand. For calculations, numbers were not rounded. The three accompanying spreadsheet models offer much more detail and additional documentation on calculations.

As Table 7 indicates, the monthly revenue stream for option three is projected to be over 2-1/2 times that for each of the other options, reflecting the higher likelihood-of-joining results produced by option three combined with its higher fee levels. Options one and two are projected to generate about the same level of monthly revenue. (The additional revenue produced with option two’s higher fees is offset by a mediocre likelihood-of-joining performance.)

Detailed findings and additional results can be found in *Graphic Summary Section Four (“Membership Preferences and Intent to Purchase”)*.