

Crosstabulated Results Explained

An example of a table crosstabulating household income (rows) with gender and age (columns)

① Is the total household income for all members in your household, aged 18 and over, above or below \$50,000 a year?		③					
		===GENDER==			=====AGE=====		
②		Total	Male	Female	18-34	35-54	55+
		(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	④	500	240	260	144	183	173
		100.0	100	100.0	100.0	100.0	100.0
⑤	⑥						
(1)	UNDER \$20,000	63	22	42	22	10	32
		12.6%	9.0%	16.0%	15.0%	5.4%	18.3%
				B	E		E
(2)	\$20,000 TO JUST UNDER \$35,000	100	44	55	30	33	36
		20.0%	19%	21.3%	21.0%	18.1%	21.1%
(3)	\$35,000 TO JUST UNDER \$50,000	92	43	50	27	33	33
		18.5%	18%	19.1%	18.9%	17.8%	18.8%
(4)	\$50,000 TO JUST UNDER \$75,000	125	63	62	38	58	29
		25.1%	26%	23.8%	26.4%	31.8%	16.8%
					F	F	
(5)	\$75,000 AND ABOVE	61	42	19	12	35	13
		12.1%	17%	7.2%	8.0%	19.4%	7.8%
				⑧C		DF	
*	REFUSED	59	26	33	15	14	30
		11.8%	11%	12.6%	10.7%	7.5%	17.2%
							DE
MEAN	⑦	3.05	3.28	2.83	2.90	3.45	2.70
			C			DF	

Comparison Groups: BC/DEF
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 90% level.
 * Mean figure calculations do not include "REFUSED" responses.

① Question: This is the question being asked of the respondent as it appears on the questionnaire.

② Total Column: This is the number of responses given by all respondents asked the particular question. Of the 500 people asked this question, 63 (or 12.6%) reported incomes under \$20,000, 100 (20.0%) between \$20,000 to under \$35,000, 92 (18.5%) between \$35,000 to just under \$50,000,

125 (25.1%) between \$50,000 to just under \$75,000, 61 (12.1%) \$75,000 and above, and 59 (11.8%) refused to answer. The banner columns work the same way. Of the 500 sampled, 240 were male. Twenty-two (22 or 9%) males reported incomes under \$20,000, 44 (19%) between \$20,000 to under \$35,000, 43 (18%) between \$35,000 to just under \$50,000, 63 (26%) between \$50,000 to just under \$75,000, 42 (17%) \$75,000 and above, and 26 (11%) refused to answer.

③ Banner Columns: The columns contain information about sub-groups (that is, males and females and age groups 18 to 34, 35 to 54, and 55+). Respondent characteristics of interest can be compared among columns to locate meaningful differences among groups.

④ Total Respondents: The total number of respondents answering the question appears in the "total" row. In this case, 500 people were asked this question. Moving across, 240 (of 500) were male, 260 female, 144 aged 18 to 34, 183 aged 35 to 54, and 173 ages 55+.

⑤ Response Numeric Code: A response numeric code is attached to a response category to allow the calculation of means and other statistics. For example, the response category "under \$20,000" was given the coded value of "1".

⑥ Response Category: These were the response(s) read to the respondent for closed-ended type questions. If the question was open-ended, responses were recorded as given and then categorized. (Responses are sometimes ranked by averages or frequency-of-response.)

⑦ Mean: The mean, or arithmetic average, is equal to the sum of the response codes divided by the number of responses. For example, when moving down the total column, there were 63 one's, 100 two's, 92 three's, 125 four's, and 61 five's. To calculate the mean, the values are totaled and divided by the number of respondents minus those not answering the question.

⑧ Significance Testing: A capital letter appearing under any statistic (percentage or mean) indicates a statistically significant difference between the two categories being compared. A letter indicates the inference (about the difference between the populations) is made with 90% (or 95%) confidence. The letter itself is placed under the larger of the statistics being compared. For instance, the proportion of males (column B) with income of \$75,000 and above was significantly higher than the corresponding proportion for females (C).

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Table 1 Page 1.....S1. [RECORD GENDER]

Table 2 Page 2.....S2. Please stop me when I read your correct age category. Are you <INSERT LIST>?

Table 3 Page 3.....S3. What's your current home zip code?

Table 4 Page 4.....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?

Table 5 Page 5.....Summary Table: Q2. Are you or another adult or child in your household currently a member of <INSERT LIST>
Total Answering: Those using existing facilities for a fee. [Q1 (1)]
Percentage of respondents stating "YES" only.
Shown in descending order, ranked highest to lowest.

Table 6 Page 6.....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 <INSERT LIST> be a member?

Table 7 Page 7.....Q4. Do you think the option one fee levels I quoted are, on average, <INSERT LIST>

Table 8 Page 8.....Q5. Given option two facility and membership fees, how likely is it that at least one family member in your household would be a member of the proposed rec. center? Would at least one household member?

Table 9 Page 9.....Q6. Do you think the option two fee levels I quoted are, on average, <INSERT LIST>

Table 10 Page 10.....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 <INSERT LIST> be a member?

Table 11 Page 11.....Q8. Do you think the option three fee levels I quoted are, on average, <INSERT LIST>

Table 12 Page 12.....Mean Summary Table: Q9. 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?
3 pt. scale: (3=More likely, 2=No effect, 1=Less likely)
Shown in descending order, ranked highest to lowest.

Table 13 Page 13.....Q9. 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?
a. The Treasure Valley Family YMCA

Table 14 Page 14.....Q9. 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?
b. The Mountain Home Parks and Recreation Department

Table 15 Page 15.....Q9. 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?
c. The Western Elmore County Recreation District

Table 16 Page 16.....Q10. Is your primary residence located in the Western Elmore County Recreation District? Yes or no?

Table 17 Page 17.....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? Would it make your household <INSERT LIST>
Total Answering: Residents of the WECRD, plus those not sure if they were or not. [Q10 (1,3)]

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Table 18 Page 18.....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?

Table 19 Page 19.....Q13. And, in one or two sentences, why do you say that?
Total Answering: Those reporting an opinion ("favor," "oppose," "neutral to") for Q12.
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

Table 20 Page 23.....Mean Summary Table: Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option.
3 pt. scale: (3=Very, 2=Moderately, 1=Not Very) Shown in descending order, ranked highest to lowest.

Table 21 Page 26.....Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
a. Cardiovascular and strength training machines

Table 22 Page 27.....Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
b. Adult fitness classes and clubs

Table 23 Page 28.....Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
c. Youth fitness classes

Table 24 Page 29.....Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
d. Teen and youth activities

Table 25 Page 30.....Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
e. Arts and crafts classes

Table 26 Page 31.....Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
f. Leadership development

Table 27 Page 32.....Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
g. Open gym for youth and families

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Table 28 Page 33.....Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
h. Basketball instruction and leagues

Table 29 Page 34.....Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
i. Volleyball instruction and leagues

Table 30 Page 35.....Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
j. Indoor tennis

Table 31 Page 36.....Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
k. Open swimming for youth and families

Table 32 Page 37.....Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
l. Swim lesson

Table 33 Page 38.....Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
m. Water polo

Table 34 Page 39.....Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
n. Kayak instruction

Table 35 Page 40.....Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
o. Water fitness classes

Table 36 Page 41.....Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
p. Water rehab. programs like arthritis aquatics

Table 37 Page 42.....Q15. If you or family members in your household consider joining, which type of membership would your household prefer more? [INSERT LIST]
Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option

Table 38 Page 43.....Q16. For the option one facility, would your household be likely to purchase a family membership covering adults with children for \$41 a month? Yes or no?
Total Answering: Those with interest ("definitely," "probably," or "might or might not") in each option and favoring a family membership

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Table 39 Page 44.....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? Yes or no?
 Total Answering: Those with interest ("definitely," "probably," or "might or might not") in each option and favoring a family membership

Table 40 Page 45.....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?
 Total Answering: Those with interest ("definitely," "probably," or "might or might not") in each option and favoring a family membership

Table 41 Page 46.....Q19. With family memberships, the facility will also allow an optional child watch service for \$18/month for one child, and \$27/month for two or more. Would you be interested in using this service? Yes or no?
 Total Answering: Those with interest ("definitely," "probably," or "might or might not") in each option and favoring a family membership

Table 42 Page 47.....Q20. Does your household include any adult aged 25 to 64? Yes or no?
 Total Answering: Those interested in at least one option and favoring individual memberships

Table 43 Page 48.....Q21. For the option one facility, would your household be likely to purchase at least one adult 25-64 membership priced at \$26 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

Table 44 Page 49.....Q22. For option two, which includes option one amenities plus the option two gymnasium, would your household be likely to purchase at least one adult 25-64 membership priced at \$30 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

Table 45 Page 50.....Q23. For option three, which includes option one amenities plus the option two gymnasium and the option three aquatic center, would your household be likely to purchase at least one adult 25-64 membership priced at \$42 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

Table 46 Page 51.....Q24. How many of those aged 25 to 64 in your household would likely purchase an adult membership? [READ LIST]
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

Table 47 Page 52.....Q25. Does your household include any adult aged 19 to 24? Yes or no?
 Total Answering: Those interested in at least one option and favoring individual memberships

Table 48 Page 53.....Q26. For the option one facility, would your household be likely to purchase at least one young adult 19-24 membership priced at \$24 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

Table 49 Page 54.....Q27. For option two, which includes option one amenities plus the option two gymnasium, would your household be likely to purchase one young adult 19-24 membership priced at \$28 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

Table 50 Page 55.....Q28. For option three, which includes option one amenities plus the option two gymnasium and the option three aquatic center, would your household be likely to purchase one young adult 19-24 membership priced at \$39 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

Table 51 Page 56.....Q29. How many of those aged 19 to 24 in your household would likely purchase a young adult membership? [READ LIST]
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

Table 52 Page 57.....Q30. Does your household include any adult aged 65 or older? Yes or no?
 Total Answering: Those interested in at least one option and favoring individual memberships

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Table 53 Page 58.....Q31. For the option one facility, would your household be likely to purchase at least adult 65+ membership priced at \$24 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

Table 54 Page 59.....Q32. For option two, which includes option one amenities plus the option two gymnasium, would your household be likely to purchase at least adult 65+ membership priced at \$28 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

Table 55 Page 60.....Q33. For option three, which includes option one amenities plus the option two gymnasium and the option three aquatic center, would your household be likely to purchase at least adult 65+ membership priced at \$39 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

Table 56 Page 61.....Q34. How many of those aged 65 or older in your household would likely purchase a senior adult membership? [READ LIST]
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

Table 57 Page 62.....Q35. Does your household include any children between the ages of 10 to 18? Yes or no?
 Total Answering: Those interested in at least one option and favoring individual memberships

Table 58 Page 63.....Q36. For the option one facility, would your household be likely to purchase at least youth 10-18 membership priced at \$13 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

Table 59 Page 64.....Q37. For option two, which includes option one amenities plus the option two gymnasium, would your household be likely to purchase at least youth 10-18 membership priced at \$15 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

Table 60 Page 65.....Q38. For option three, which includes option one amenities plus the option two gymnasium and the option three aquatic center, would your household be likely to purchase at least youth 10-18 membership priced at \$21 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

Table 61 Page 66.....Q39. How many of those aged 65 or older in your household would likely purchase a senior adult membership? [READ LIST]
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

Table 62 Page 67.....D1. The new facility is proposed to be located on the east side of South 18th East, In non-rush hour traffic, how many minutes does it take to drive to thi location from your home?

Table 63 Page 68.....Summary Table: D2. Are you or another adult or child in your household currently a member of <INSERT LIST>
 Percentage of respondents stating "YES" only.
 Shown in descending order, ranked highest to lowest.

Table 64 Page 69.....D3. Are you currently

Table 65 Page 70.....D4. Do you have children aged 18 or younger living in the household? Yes or no?

Table 66 Page 71.....D5. Is the total household income for all members in your household, aged 19 and over, above or below \$50,000 a year?

Table 1 Page 1

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sl. [RECORD GENDER]

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	202	202	-	57	94	51	98	104	67	53	68	32	170	139	63
	50.6%	100%		52.7%	51.4%	47.0%	51.0%	50.2%	41.3%	50.7%	62.5%	51.0%	50.5%	54.6%	43.5%
											I				O
FEMALE	198	-	198	51	89	58	94	103	95	52	41	31	167	115	82
	49.4%		100%	47.3%	48.6%	53.0%	49.0%	49.8%	58.7%	49.3%	37.5%	49.0%	49.5%	45.4%	56.5%
									K						N

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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Table 2 Page 2

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

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	\$50K- <\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(1) 19 TO 24	19	11	8	19	-	-	16	3	13	5	-	-	19	7	12
	4.7%	5.6%	3.9%	17.7%			8.4%	1.4%	8.2%	4.5%			5.6%	2.6%	8.5%
							H								N
(2) 25 TO 34	88	45	43	88	-	-	71	17	42	23	21	20	68	61	28
	22.1%	22.4%	21.8%	82.3%			37.0%	8.3%	25.9%	21.7%	19.0%	31.9%	20.3%	23.9%	18.9%
							H								
(3) 35 TO 44	72	39	34	-	72	-	60	12	25	19	26	14	59	44	28
	18.1%	19.2%	17.0%		39.5%		31.4%	5.8%	15.3%	17.9%	23.7%	21.7%	17.5%	17.4%	19.4%
							H								
(4) 45 TO 54	111	55	56	-	111	-	34	77	31	34	38	19	92	76	35
	27.8%	27.4%	28.1%		60.5%		17.6%	37.2%	19.1%	32.8%	35.0%	29.7%	27.4%	30.0%	23.8%
								G		I	I				
(5) 55 TO 64	55	30	25	-	-	55	5	50	18	14	17	3	52	34	21
	13.8%	15.0%	12.5%			50.6%	2.5%	24.3%	11.0%	13.5%	15.2%	5.2%	15.4%	13.3%	14.7%
								G					L		
(6) 65 OR OLDER	54	21	33	-	-	54	6	48	33	10	8	7	47	33	21
	13.5%	10.3%	16.7%			49.4%	3.2%	23.0%	20.4%	9.5%	7.0%	11.6%	13.8%	12.8%	14.7%
								G	JK						
MEAN	3.64	3.55	3.74	1.82	3.61	5.49	2.78	4.44	3.60	3.58	3.68	3.43	3.68	3.66	3.61
					D	DE		G							

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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S3. What's your current home zip code?

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	\$50K- <\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
83627	2	1	2	-	-	2	1	2	1	-	2	-	2	1	2
	0.6%	0.4%	0.8%			2.2%	0.4%	0.8%	0.5%		1.5%		0.7%	0.3%	1.1%
83647	398	201	196	107	184	107	192	206	161	105	108	63	335	253	144
	99.4%	99.6%	99.2%	100%	100%	97.8%	99.6%	99.2%	99.5%	100%	98.5%	100%	99.3%	99.7%	98.9%

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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Table 4 Page 4

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

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?

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	63	32	31	20	32	10	34	29	14	18	27	63	-	43	20
	15.6%	15.8%	15.5%	18.6%	17.5%	9.6%	17.4%	14.0%	8.7%	17.5%	24.5%	100%		16.8%	13.7%
					F						I				
NO	337	170	167	87	151	99	159	179	148	87	83	-	337	212	126
	84.4%	84.2%	84.5%	81.4%	82.5%	90.4%	82.6%	86.0%	91.3%	82.5%	75.5%		100%	83.2%	86.3%
						E			K						

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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Table 5 Page 5

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Summary Table: Q2. Are you or another adult or child in your household currently a member of <INSERT LIST>
 Total Answering: Those using existing facilities for a fee. [Q1 (1)]
 Percentage of respondents stating "YES" only.
 Shown in descending order, ranked highest to lowest.

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	\$50K- <\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	63	32	31	20	32	10	34	29	14	18	27	63	-	43	20
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0
E. ANYTIME FITNESS	21	10	11	12	5	3	11	10	5	6	9	21	-	11	10
	33.6%	31.9%	35.4%	61.9%	16.5%	32.1%	33.2%	34.0%	33.4%	35.1%	33.9%	33.6%		25.4%	51.0%
				E											
B. THE MOUNTAIN HOME AIR FORCE BASE RECREATION CENTER	20	14	5	8	10	2	13	7	1	8	10	20	-	20	-
	31.7%	45.4%	17.3%	38.0%	30.3%	23.8%	39.3%	22.8%	8.4%	44.3%	36.2%	31.7%		46.4%	
				C							I	I			
C. FITNESS FIRST	16	5	11	3	11	2	8	8	2	4	9	16	-	10	6
	25.5%	16.6%	34.9%	14.4%	33.0%	23.8%	23.3%	28.2%	13.8%	19.6%	32.3%	25.5%		22.6%	31.8%
D. CURVES	9	4	4	-	6	2	2	6	3	4	2	9	-	6	2
	13.7%	13.8%	13.5%		19.3%	22.6%	6.1%	22.4%	19.1%	22.5%	6.5%	13.7%		14.5%	12.0%
F. FITNESS PLUS	2	1	2	-	-	2	1	2	1	-	1	2	-	2	1
	3.8%	2.7%	4.9%			22.6%	2.2%	5.6%	5.3%		3.2%	3.8%		3.8%	3.8%
G. ANOTHER ORGANIZATION	11	6	4	-	8	2	4	6	4	3	4	11	-	9	2
	17.2%	20.3%	14.0%		25.7%	23.8%	13.2%	21.8%	28.4%	16.0%	14.2%	17.2%		20.4%	10.4%

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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Table 6 Page 6

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

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 <INSERT LIST> be a member?

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(5) DEFINITELY	70	35	35	26	32	12	42	28	26	23	20	17	53	43	27
	17.6%	17.3%	17.9%	23.9%	17.7%	11.2%	21.9%	13.6%	16.0%	21.4%	18.6%	27.5%	15.7%	17.0%	18.6%
				F			H								
(4) PROBABLY	107	55	52	35	49	23	69	38	50	26	27	19	88	69	38
	26.8%	27.0%	26.5%	32.7%	26.8%	20.8%	35.9%	18.2%	30.8%	24.7%	24.3%	29.7%	26.2%	27.0%	26.4%
							H								
(3) MIGHT OR MIGHT NOT	65	30	35	21	26	18	32	33	27	19	18	10	55	41	24
	16.2%	15.0%	17.5%	19.5%	14.3%	16.3%	16.8%	15.7%	16.5%	17.8%	16.4%	16.4%	16.2%	16.1%	16.4%
(2) PROBABLY NOT	87	44	43	19	39	28	32	55	30	24	25	10	77	57	30
	21.7%	21.9%	21.5%	17.7%	21.5%	25.9%	16.4%	26.6%	18.5%	22.7%	23.3%	15.8%	22.8%	22.3%	20.6%
							G								
(1) DEFINITELY NOT	69	37	32	7	35	27	15	54	28	13	19	5	64	44	25
	17.3%	18.2%	16.3%	6.2%	19.1%	25.0%	7.9%	25.9%	17.5%	12.7%	17.4%	8.7%	18.8%	17.3%	17.2%
				D	D		G					L			
* DON'T KNOW/REFUSED	2	1	1	-	1	1	2	-	1	1	-	1	1	1	1
	0.5%	0.6%	0.4%		0.6%	0.7%	1.0%		0.7%	0.7%		1.9%	0.2%	0.3%	0.8%
MEAN	3.06	3.03	3.08	3.50	3.02	2.67	3.48	2.67	3.10	3.20	3.04	3.52	2.97	3.04	3.09
				EF	F		H					M			

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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Table 7 Page 7

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

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

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) TOO HIGH	102	57	45	25	49	28	46	57	44	28	19	10	92	69	33
	25.6%	28.3%	22.8%	23.0%	27.0%	25.8%	23.7%	27.3%	27.2%	26.3%	17.1%	16.3%	27.3%	27.3%	22.6%
													L		
(2) ABOUT RIGHT	269	131	138	80	118	72	134	135	108	72	79	49	220	163	106
	67.4%	64.8%	69.9%	74.3%	64.0%	66.1%	69.6%	65.2%	67.1%	68.2%	72.5%	78.6%	65.3%	64.3%	72.7%
													M		
(1) TOO LOW	6	5	1	-	6	-	4	1	1	-	5	1	4	4	2
	1.4%	2.3%	0.4%		3.1%		2.3%	0.6%	0.5%		4.3%	1.9%	1.3%	1.4%	1.4%
* DON'T KNOW/REFUSED	23	9	14	3	11	9	8	14	8	6	7	2	21	18	5
	5.7%	4.5%	6.9%	2.7%	5.9%	8.1%	4.4%	6.8%	5.1%	5.6%	6.2%	3.3%	6.1%	7.0%	3.3%
MEAN	2.26	2.27	2.24	2.24	2.25	2.28	2.22	2.29	2.28	2.28	2.14	2.15	2.28	2.28	2.22
									K	K					

Comparison Groups: BC/DEF/GH/IJK/LM/NO

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

* Mean figure calculations do not include "DON'T KNOW" responses.

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Table 8 Page 8

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q5. Given option two facility and membership fees, how likely is it that at least one family member in your household would be a member of the proposed rec. center? Would at least one household member?

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(5) DEFINITELY	61	32	28	26	29	6	42	19	24	17	19	11	50	34	27
	15.2%	16.1%	14.2%	23.9%	15.7%	5.6%	21.8%	9.0%	14.8%	16.4%	17.0%	17.3%	14.8%	13.2%	18.5%
				F	F		H								
(4) PROBABLY	87	51	36	31	41	15	60	27	41	18	26	20	67	54	33
	21.8%	25.3%	18.3%	29.2%	22.5%	13.5%	31.1%	13.2%	25.4%	16.7%	23.8%	31.9%	19.9%	21.2%	22.9%
				F	F		H								
(3) MIGHT OR MIGHT NOT	65	30	35	27	24	14	37	27	29	21	11	13	52	42	23
	16.2%	14.6%	17.8%	24.8%	13.3%	12.6%	19.4%	13.2%	18.1%	20.1%	10.1%	20.3%	15.4%	16.6%	15.4%
				EF											
(2) PROBABLY NOT	104	48	56	13	55	36	37	67	35	33	28	12	92	71	34
	26.1%	23.6%	28.5%	12.4%	29.9%	33.1%	19.3%	32.3%	21.9%	31.5%	25.7%	18.8%	27.4%	27.8%	23.0%
					D	D		G							
(1) DEFINITELY NOT	80	40	39	10	33	36	16	64	31	14	25	7	73	50	29
	20.0%	19.9%	20.0%	9.8%	18.1%	33.0%	8.4%	30.7%	19.4%	13.7%	22.7%	11.6%	21.5%	19.9%	20.1%
					DE		G					L			
* DON'T KNOW/REFUSED	3	1	2	-	1	2	-	3	1	2	1	-	3	3	-
	0.8%	0.4%	1.2%		0.5%	2.2%		1.6%	0.5%	1.7%	0.7%		1.0%	1.3%	
MEAN	2.86	2.94	2.78	3.45	2.88	2.24	3.39	2.36	2.94	2.90	2.87	3.24	2.79	2.80	2.97
				EF	F		H					M			

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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Table 9 Page 9

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

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

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) TOO HIGH	129	67	61	34	60	34	55	73	50	35	31	15	114	83	45
	32.1%	33.3%	30.9%	31.9%	32.9%	31.1%	28.6%	35.4%	31.1%	33.6%	28.2%	23.3%	33.8%	32.7%	31.2%
(2) ABOUT RIGHT	245	120	125	68	110	67	124	121	105	63	67	46	199	151	94
	61.2%	59.1%	63.4%	63.7%	59.7%	61.4%	64.2%	58.5%	65.0%	60.1%	61.0%	73.4%	59.0%	59.3%	64.6%
												M			
(1) TOO LOW	6	4	2	-	4	2	5	1	1	1	4	1	5	5	1
	1.5%	1.7%	1.2%		2.4%	1.4%	2.7%	0.4%	0.5%	0.7%	4.0%	1.9%	1.4%	2.0%	0.6%
* DON'T KNOW/REFUSED	21	12	9	5	9	7	9	12	6	6	7	1	20	15	5
	5.2%	5.8%	4.4%	4.4%	5.0%	6.2%	4.5%	5.8%	3.4%	5.6%	6.8%	1.4%	5.8%	6.0%	3.6%
													L		
MEAN	2.32	2.34	2.31	2.33	2.32	2.32	2.27	2.37	2.32	2.35	2.26	2.22	2.34	2.33	2.32

Comparison Groups: BC/DEF/GH/IJK/LM/NO

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

* Mean figure calculations do not include "DON'T KNOW" responses.

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Table 10 Page 10

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

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 <INSERT LIST> be a member?

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(5) DEFINITELY	109	52	57	43	49	17	69	40	44	27	37	25	84	74	35
	27.3%	25.9%	28.8%	39.8%	26.8%	15.9%	36.0%	19.3%	27.4%	25.4%	33.6%	40.4%	24.9%	29.1%	24.3%
				EF	F		H					M			
(4) PROBABLY	101	49	52	32	47	22	59	42	38	30	26	15	86	67	34
	25.2%	24.2%	26.2%	30.0%	25.5%	19.9%	30.6%	20.1%	23.6%	29.0%	23.9%	24.1%	25.4%	26.4%	23.1%
							H								
(3) MIGHT OR MIGHT NOT	69	36	33	17	29	23	30	39	32	19	13	9	60	42	27
	17.2%	17.8%	16.6%	15.9%	15.6%	21.4%	15.5%	18.9%	20.1%	18.2%	11.8%	14.4%	17.8%	16.4%	18.8%
(2) PROBABLY NOT	56	28	28	9	27	20	22	34	23	16	13	8	49	30	26
	14.1%	13.9%	14.2%	8.0%	14.9%	18.5%	11.4%	16.5%	14.2%	15.4%	11.9%	12.1%	14.4%	11.8%	17.9%
						D	D								
(1) DEFINITELY NOT	64	37	27	7	32	26	12	52	24	13	20	6	58	41	23
	16.0%	18.2%	13.7%	6.2%	17.2%	23.7%	6.5%	24.8%	14.8%	12.0%	18.1%	9.0%	17.3%	16.1%	15.9%
					D	D		G							
* DON'T KNOW/REFUSED	1	-	1	-	-	1	-	1	-	-	1	-	1	1	-
	0.2%		0.4%			0.7%		0.4%			0.7%		0.2%	0.3%	
MEAN	3.34	3.26	3.42	3.89	3.30	2.86	3.78	2.93	3.34	3.40	3.43	3.75	3.26	3.41	3.22
				EF	F		H					M			

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

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

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	\$50K- <\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) TOO HIGH	200	100	100	51	96	52	93	107	84	55	46	27	173	134	66
	50.0%	49.5%	50.5%	47.8%	52.5%	48.0%	48.1%	51.8%	52.2%	52.0%	42.1%	42.6%	51.4%	52.7%	45.3%
(2) ABOUT RIGHT	177	90	86	53	72	52	90	87	71	45	53	34	143	105	72
	44.2%	44.7%	43.7%	49.5%	39.2%	47.4%	46.6%	42.0%	44.0%	42.4%	48.5%	54.6%	42.3%	41.3%	49.2%
(1) TOO LOW	4	2	2	-	3	1	1	3	2	-	2	-	4	1	3
	1.0%	1.2%	0.8%		1.8%	0.7%	0.6%	1.4%	1.0%		2.2%		1.2%	0.5%	1.9%
* DON'T KNOW/REFUSED	19	9	10	3	12	4	9	10	5	6	8	2	17	14	5
	4.8%	4.6%	5.0%	2.7%	6.6%	3.9%	4.7%	4.9%	2.8%	5.6%	7.2%	2.8%	5.2%	5.5%	3.5%
MEAN	1.49	1.49	1.48	1.51	1.46	1.51	1.50	1.47	1.47	1.45	1.57	1.56	1.47	1.45	1.55

Comparison Groups: BC/DEF/GH/IJK/LM/NO

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

* Mean figure calculations do not include "DON'T KNOW" responses.

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Table 12 Page 12

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Mean Summary Table: Q9. 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?
 3 pt. scale: (3=More likely, 2=No effect, 1=Less likely)
 Shown in descending order, ranked highest to lowest.

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	\$50K- <\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A. THE TREASURE VALLEY FAMILY YMCA	388	201	187	107	178	103	191	198	156	103	106	62	327	249	139
	2.23	2.16	2.30	2.21	2.23	2.22	2.27	2.18	2.25	2.23	2.21	2.30	2.21	2.16	2.35
			B												N
B. THE MOUNTAIN HOME PARKS AND RECREATION DEPARTMENT	390	200	190	107	180	103	191	199	157	103	107	62	328	248	142
	2.09	2.05	2.13	2.09	2.09	2.09	2.11	2.07	2.14	1.99	2.09	2.09	2.09	2.08	2.11
									J						
C. THE WESTERN ELMORE COUNTY RECREATION DISTRICT	389	199	189	105	179	104	188	200	157	102	108	62	327	247	142
	1.90	1.93	1.86	2.02	1.88	1.81	1.93	1.87	1.99	1.87	1.83	1.87	1.90	1.89	1.91
				EF					K						

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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Table 13 Page 13

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q9. 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?
 a. The Treasure Valley Family YMCA

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) MORE LIKELY	112	49	63	28	53	31	60	52	50	30	28	22	90	57	55
	28.0%	24.0%	32.0%	25.6%	28.9%	28.8%	31.1%	25.1%	31.1%	28.6%	25.5%	35.8%	26.5%	22.4%	37.8%
															N
(2) NO EFFECT	252	136	116	75	113	63	122	130	94	66	73	35	217	174	78
	63.0%	67.0%	58.8%	70.0%	61.8%	58.0%	63.3%	62.6%	58.4%	63.0%	66.5%	56.2%	64.2%	68.5%	53.3%
															O
(1) LESS LIKELY	25	17	8	5	11	8	9	16	11	6	6	4	20	18	7
	6.1%	8.4%	3.9%	4.4%	6.3%	7.6%	4.7%	7.5%	7.0%	6.1%	5.3%	6.6%	6.1%	7.1%	4.5%
* DON'T KNOW/NO ANSWER	12	1	10	-	6	6	2	10	6	2	3	1	11	5	6
	2.9%	0.6%	5.3%		3.0%	5.5%	0.8%	4.8%	3.4%	2.3%	2.7%	1.4%	3.2%	2.0%	4.4%
			B					G							
MEAN	2.23	2.16	2.30	2.21	2.23	2.22	2.27	2.18	2.25	2.23	2.21	2.30	2.21	2.16	2.35
			B												N

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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Table 14 Page 14

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q9. 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?
 b. The Mountain Home Parks and Recreation Department

	===GENDER===			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe-	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) MORE LIKELY	77	35	42	23	32	21	40	37	38	13	21	11	65	46	30
	19.2%	17.2%	21.1%	21.2%	17.7%	19.7%	20.6%	17.8%	23.7%	12.0%	19.1%	18.0%	19.4%	18.2%	20.9%
									J						
(2) NO EFFECT	272	141	130	71	131	70	131	140	103	78	75	45	227	175	97
	67.9%	69.8%	66.0%	66.4%	71.3%	63.7%	68.2%	67.6%	63.5%	74.0%	68.6%	71.6%	67.2%	68.7%	66.5%
(1) LESS LIKELY	42	24	18	13	16	12	20	22	16	13	11	6	36	27	14
	10.4%	11.9%	8.9%	12.4%	9.0%	11.0%	10.2%	10.6%	10.0%	12.5%	10.3%	9.2%	10.7%	10.7%	9.9%
* DON'T KNOW/NO ANSWER	10	2	8	-	4	6	2	8	5	2	2	1	9	6	4
	2.5%	1.0%	4.0%		2.1%	5.6%	0.9%	3.9%	2.9%	1.6%	1.9%	1.2%	2.7%	2.4%	2.7%
								G							
MEAN	2.09	2.05	2.13	2.09	2.09	2.09	2.11	2.07	2.14	1.99	2.09	2.09	2.09	2.08	2.11
									J						

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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Table 15 Page 15

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q9. 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?
 c. The Western Elmore County Recreation District

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) MORE LIKELY	28	16	12	8	13	8	13	15	16	7	5	3	25	18	10
	7.0%	7.7%	6.2%	7.1%	6.9%	7.1%	6.9%	7.1%	9.8%	7.1%	4.3%	5.2%	7.3%	6.9%	7.2%
(2) NO EFFECT	292	155	138	92	132	69	148	145	123	74	80	47	245	184	108
	73.1%	76.4%	69.7%	85.8%	71.8%	62.8%	76.7%	69.8%	76.4%	70.5%	73.2%	75.7%	72.6%	72.5%	74.2%
(1) LESS LIKELY	68	29	39	6	34	28	27	41	17	21	23	11	57	45	23
	17.1%	14.4%	19.8%	5.3%	18.8%	25.7%	14.2%	19.7%	10.7%	19.8%	21.4%	17.7%	16.9%	17.7%	15.9%
* DON'T KNOW/NO ANSWER	11	3	8	2	5	5	4	7	5	3	1	1	10	7	4
	2.8%	1.4%	4.3%	1.8%	2.6%	4.3%	2.3%	3.4%	3.1%	2.5%	1.1%	1.4%	3.1%	2.9%	2.8%
MEAN	1.90	1.93	1.86	2.02	1.88	1.81	1.93	1.87	1.99	1.87	1.83	1.87	1.90	1.89	1.91

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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Table 16 Page 16

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

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

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	315	159	156	75	146	94	143	172	125	84	88	47	268	195	120
	78.6%	78.5%	78.8%	69.9%	79.3%	86.1%	74.1%	82.9%	77.3%	80.3%	80.3%	75.1%	79.3%	76.7%	82.1%
						D		G							
NO	13	3	10	4	8	2	8	5	5	2	6	1	12	8	6
	3.3%	1.6%	5.0%	3.6%	4.2%	1.5%	4.0%	2.6%	3.2%	2.0%	5.2%	1.5%	3.6%	3.0%	3.8%
DON'T KNOW/REFUSED	72	40	32	28	30	14	42	30	31	19	16	15	58	52	21
	18.1%	19.9%	16.2%	26.5%	16.5%	12.5%	22.0%	14.5%	19.4%	17.7%	14.5%	23.4%	17.1%	20.4%	14.1%
						F									

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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Table 17 Page 17

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

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? Would it make your household <INSERT LIST>
 Total Answering: Residents of the WECRD, plus those not sure if they were or not. [Q10 (1,3)]

	===GENDER==		=====AGE=====				==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K-	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	387	199	188	104	176	108	185	202	156	103	104	62	325	247	140
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) MORE LIKELY	80	44	36	35	28	17	46	34	35	24	20	10	70	48	32
	20.7%	22.0%	19.3%	33.9%	16.1%	15.6%	25.0%	16.8%	22.1%	23.1%	19.3%	15.7%	21.6%	19.6%	22.6%
	EF														
(2) NO EFFECT	257	128	129	62	120	76	118	139	99	69	70	46	211	168	89
	66.4%	64.3%	68.6%	59.7%	68.0%	70.3%	63.9%	68.7%	63.2%	67.5%	67.6%	75.2%	64.8%	68.3%	63.1%
(1) LESS LIKELY	39	21	18	6	22	12	16	23	17	8	11	6	34	23	16
	10.1%	10.4%	9.8%	5.5%	12.2%	11.1%	8.8%	11.3%	11.2%	7.8%	10.4%	9.1%	10.3%	9.5%	11.2%
* DON'T KNOW/NO ANSWER	11	6	4	1	6	3	4	6	5	2	3	-	11	6	4
	2.8%	3.2%	2.2%	0.9%	3.7%	3.0%	2.3%	3.2%	3.4%	1.6%	2.7%		3.3%	2.6%	3.0%
MEAN	2.11	2.12	2.10	2.29	2.04	2.05	2.17	2.06	2.11	2.16	2.09	2.07	2.12	2.10	2.12
	EF														

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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Table 18 Page 18

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

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?

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) FAVOR	298	141	156	95	132	70	162	136	123	83	82	49	249	189	108
	74.4%	69.8%	79.1%	88.5%	72.1%	64.5%	83.9%	65.6%	76.3%	78.7%	74.6%	78.0%	73.7%	74.5%	74.3%
			B	EF			H								
(2) NEUTRAL TO	59	32	27	7	27	25	19	40	28	12	10	9	50	35	24
	14.7%	15.9%	13.4%	6.2%	14.6%	23.2%	9.7%	19.4%	17.4%	11.4%	9.5%	14.4%	14.8%	13.7%	16.5%
				D	D		G								
(1) OPPOSE	39	28	11	3	23	13	11	27	7	10	17	5	34	28	10
	9.7%	13.7%	5.6%	2.6%	12.7%	11.6%	5.9%	13.2%	4.4%	9.2%	15.9%	7.6%	10.1%	11.2%	7.1%
		C		D	D		G				I				
* DON'T KNOW/NO ANSWER	5	1	4	3	1	1	1	4	3	1	-	-	5	2	3
	1.2%	0.6%	1.8%	2.7%	0.6%	0.7%	0.5%	1.9%	1.9%	0.7%			1.4%	0.7%	2.1%
MEAN	2.65	2.56	2.75	2.88	2.60	2.53	2.78	2.53	2.73	2.70	2.59	2.70	2.65	2.64	2.69
			B	EF			H								

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q13. And, in one or two sentences, why do you say that?

Total Answering: Those reporting an opinion ("favor," "oppose," "neutral to") for Q12.

Categorization of open-ended responses.

Multiple mentions allowed for each respondent.*

Shown in descending order.

	===GENDER==			=====AGE=====			==CHILDREN=		===HH INCOME===			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	395	201	194	104	182	108	192	204	158	104	109	63	333	253	143
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GOOD FOR KIDS AND FAMILIES (+)	179	76	103	56	86	37	106	73	76	51	47	26	153	110	69
	45.3%	37.6%	53.2%	53.7%	47.3%	33.8%	55.1%	36.1%	48.1%	48.6%	43.3%	41.5%	46.0%	43.5%	48.4%
			B	F	F		H								
GOOD FOR THE COMMUNITY (+)	109	65	44	35	44	30	51	58	37	32	33	19	90	71	38
	27.6%	32.4%	22.6%	33.6%	24.4%	27.2%	26.6%	28.6%	23.1%	30.5%	30.3%	30.8%	27.0%	28.1%	26.7%
			C												
NEED AN INDOOR AQUATIC CENTER (+)	46	13	33	10	25	12	24	22	26	10	9	4	42	32	14
	11.7%	6.3%	17.2%	9.1%	13.7%	10.7%	12.6%	10.9%	16.2%	9.5%	8.3%	6.8%	12.6%	12.7%	10.0%
			B												
DON'T WANT TO PAY INCREASED TAXES (-)	24	17	7	3	13	8	9	15	8	4	10	5	19	15	9
	6.1%	8.4%	3.8%	2.7%	7.3%	7.5%	4.8%	7.4%	4.8%	3.7%	9.1%	7.8%	5.8%	6.1%	6.1%
THE FACILITY WILL BE OPEN YEAR ROUND (+)	20	9	10	7	7	6	10	10	8	6	5	4	15	12	8
	5.0%	4.6%	5.4%	6.4%	4.0%	5.2%	5.2%	4.7%	5.0%	5.4%	4.8%	6.8%	4.6%	4.7%	5.5%
WOULD USE THE CENTER (+)	19	12	7	8	6	6	7	12	1	7	9	5	14	11	8
	4.9%	6.1%	3.6%	7.2%	3.2%	5.4%	3.9%	5.8%	0.5%	6.7%	8.6%	8.8%	4.2%	4.4%	5.8%
									I	I					
WOULD NOT USE THE FACILITY (-)	18	13	5	1	12	5	3	15	3	7	5	3	15	14	4
	4.6%	6.4%	2.6%	0.9%	6.6%	4.6%	1.7%	7.2%	2.1%	6.9%	4.9%	4.8%	4.5%	5.7%	2.6%
					D				G						

Comparison Groups: BC/DEF/GH/IJK/LM/NO

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.

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Table 19 Page 20
(Continued)

The Mountain Home Community Leadership Development Committee:
Measuring Interest in a Proposed Mountain Home Community Recreation Center
Weighted Crosstabulated Results
Aug. 18, 2010

Q13. And, in one or two sentences, why do you say that?

Total Answering: Those reporting an opinion ("favor," "oppose," "neutral to") for Q12.

Categorization of open-ended responses.

Multiple mentions allowed for each respondent.*

Shown in descending order.

	===GENDER===			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
NOT ECONOMICALLY FEASIBLE (-)	17 4.4%	14 7.0%	3 1.8%	-	10 5.3%	8 7.1%	2 1.2%	15 7.4%	5 3.3%	3 2.8%	5 4.3%	2 3.3%	15 4.6%	13 5.0%	5 3.4%
			C					G							
MILITARY BASE HAS FACILITIES (-)	17 4.2%	13 6.7%	3 1.7%	4 3.6%	9 4.9%	4 3.8%	7 3.7%	10 4.8%	4 2.3%	4 4.1%	6 5.6%	1 1.9%	16 4.7%	14 5.5%	3 2.1%
			C												
NON-MILITARY FAMILIES NEED THE FACILITY (+)	14 3.6%	10 4.7%	5 2.5%	3 2.7%	7 3.7%	5 4.4%	10 5.1%	5 2.2%	7 4.2%	3 2.8%	5 4.4%	3 4.2%	12 3.5%	12 4.6%	3 1.9%
FACILITY WILL HELP PEOPLE BE HEALTHIER (+)	12 3.1%	6 2.7%	7 3.4%	4 3.6%	4 2.4%	4 3.7%	6 3.4%	6 2.8%	8 4.9%	1 0.8%	4 3.2%	1 1.2%	11 3.4%	5 2.1%	7 4.8%
									J						
FEEES TOO EXPENSIVE (-)	12 3.0%	5 2.6%	7 3.4%	1 0.9%	6 3.4%	5 4.4%	5 2.4%	7 3.6%	7 4.4%	3 2.8%	1 1.1%	1 1.9%	11 3.2%	7 2.6%	5 3.7%
NEEDS TO BE BUILT AS COMMUNITY HAS BEEN TAXED FOR IT (+)	10 2.6%	7 3.5%	3 1.7%	-	5 2.9%	5 4.6%	2 1.1%	8 4.0%	4 2.8%	1 0.8%	4 3.5%	3 4.5%	7 2.2%	10 4.1%	-
NO ONE KNOWS WHAT HAPPENED TO MONEY ALREADY RAISED BY TAXES (-)	10 2.6%	4 1.8%	7 3.4%	1 0.9%	6 3.4%	3 2.8%	4 2.0%	6 3.1%	5 3.1%	2 2.0%	2 1.9%	1 1.4%	9 2.8%	5 2.1%	5 3.3%
DEPENDS ON WHO RUNS THE CENTER (o)	9 2.2%	5 2.3%	4 2.1%	1 0.9%	6 3.1%	2 2.1%	4 2.2%	5 2.3%	5 3.0%	1 0.8%	1 1.1%	1 1.9%	8 2.3%	5 1.9%	4 2.9%

Comparison Groups: BC/DEF/GH/IJK/LM/NO

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.

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Table 19 Page 21
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The Mountain Home Community Leadership Development Committee:
Measuring Interest in a Proposed Mountain Home Community Recreation Center
Weighted Crosstabulated Results
Aug. 18, 2010

Q13. And, in one or two sentences, why do you say that?
Total Answering: Those reporting an opinion ("favor," "oppose," "neutral to") for Q12.
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

	===GENDER===			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TAXES COULD BE BETTER SPENT (-)	8	6	2	-	4	3	2	5	1	3	4	2	6	6	1
	1.9%	2.9%	0.9%		2.3%	3.2%	1.2%	2.6%	0.7%	2.5%	3.5%	3.3%	1.7%	2.5%	0.8%
GOOD FOR THE ELDERLY (+)	8	2	6	-	3	5	2	6	6	-	-	1	7	5	3
	1.9%	1.0%	2.8%		1.6%	4.3%	0.9%	2.9%	4.0%			1.2%	2.0%	1.9%	2.0%
DEPENDS ON FACILITY, PROGRAMS AND FEES (o)	6	2	3	-	4	2	2	4	3	-	2	1	4	4	2
	1.4%	1.2%	1.7%		2.3%	1.4%	1.1%	1.8%	2.0%		1.5%	1.9%	1.3%	1.5%	1.4%
TOO MUCH CONTROVERSY BETWEEN GROUPS INVOLVED (-)	4	3	2	-	-	4	-	4	1	2	1	1	3	2	2
	1.0%	1.3%	0.8%			3.8%		2.0%	0.5%	2.4%	0.8%	1.4%	1.0%	1.0%	1.1%
LOCATION NOT CONVENIENT FOR ME (-)	3	1	2	-	2	1	-	3	3	-	-	1	2	1	2
	0.7%	0.6%	0.8%		1.1%	0.7%		1.4%	1.8%			1.4%	0.6%	0.3%	1.4%
MEMBERSHIP FEES ARE REASONABLE (+)	2	-	2	2	-	-	2	-	-	1	1	2	-	2	-
	0.5%		1.0%	1.8%			1.0%			0.9%	0.9%	3.1%		0.8%	
ALREADY A POOL IN MOUNTAIN HOME (-)	2	-	2	1	1	-	2	-	1	1	-	-	2	1	1
	0.5%		0.9%	0.9%	0.5%		1.0%		0.6%	0.8%			0.6%	0.3%	0.7%
PEOPLE WHO USE FACILITY SHOULD PAY 100% OF THE COST (-)	2	1	1	-	1	1	1	1	-	1	-	-	2	1	1
	0.4%	0.4%	0.5%		0.5%	0.8%	0.5%	0.4%		0.8%			0.5%	0.3%	0.6%
OTHER	4	2	2	2	1	2	2	2	3	1	-	1	4	2	3
	1.1%	0.9%	1.2%	1.8%	0.5%	1.4%	1.0%	1.2%	2.1%	0.8%		1.2%	1.1%	0.6%	1.8%

Comparison Groups: BC/DEF/GH/IJK/LM/NO
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Table 19 Page 22
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The Mountain Home Community Leadership Development Committee:
Measuring Interest in a Proposed Mountain Home Community Recreation Center
Weighted Crosstabulated Results
Aug. 18, 2010

Q13. And, in one or two sentences, why do you say that?
Total Answering: Those reporting an opinion ("favor," "oppose," "neutral to") for Q12.
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

===GENDER===		=====AGE=====				==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
DON'T KNOW / NO ANSWER														
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GH/IJK/LM/NO
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Table 20 Page 23

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Mean Summary Table: Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household? Total answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option. 3 pt. scale: (3=Very, 2=Moderately, 1=Not Very) Shown in descending order, ranked highest to lowest.

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
K. OPEN SWIMMING FOR YOUTH AND FAMILIES	314	152	162	99	143	72	169	145	131	86	85	56	258	203	110
	2.63	2.64	2.63	2.84	2.64	2.33	2.83	2.40	2.62	2.66	2.66	2.70	2.61	2.67	2.56
				EF	F		H								
A. CARDIOVASCULAR AND STRENGTH MACHINES	312	151	161	99	142	71	169	143	130	86	85	56	256	203	110
	2.60	2.66	2.54	2.78	2.59	2.37	2.73	2.45	2.51	2.56	2.79	2.63	2.59	2.60	2.61
				EF	F		H				IJ				
O. WATER FITNESS CLASSES	313	152	161	98	143	72	168	145	130	86	85	56	257	203	109
	2.48	2.34	2.61	2.48	2.53	2.37	2.52	2.43	2.44	2.56	2.46	2.47	2.48	2.51	2.42
				B											
B. ADULT FITNESS CLASSES AND CLUBS	310	150	160	98	141	71	165	145	129	86	83	56	254	201	109
	2.42	2.33	2.51	2.57	2.39	2.29	2.52	2.31	2.40	2.49	2.43	2.44	2.42	2.41	2.45
				B	F		H								
G. OPEN GYM FOR YOUTH AND FAMILIES	312	152	159	99	142	70	167	144	130	86	84	55	256	201	110
	2.36	2.35	2.36	2.64	2.39	1.91	2.61	2.06	2.42	2.34	2.33	2.30	2.37	2.37	2.34
				EF	F		H								
P. WATER REHAB. PROGRAMS LIKE ARTHRITIS AQUATICS	312	151	161	99	143	70	167	145	131	86	84	56	256	202	110
	2.27	2.14	2.41	2.17	2.21	2.54	2.18	2.39	2.35	2.30	2.15	2.00	2.33	2.26	2.31
				B		DE		G					L		

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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The Mountain Home Community Leadership Development Committee:
Measuring Interest in a Proposed Mountain Home Community Recreation Center
Weighted Crosstabulated Results
Aug. 18, 2010

Mean Summary Table: Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household? Total answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option. 3 pt. scale: (3=Very, 2=Moderately, 1=Not Very) Shown in descending order, ranked highest to lowest.

	===GENDER==			=====AGE=====			==CHILDREN=		===HH INCOME===			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
L. SWIM LESSON	314	152	162	99	143	72	169	145	131	86	85	56	258	203	110
	2.23	2.21	2.24	2.72	2.14	1.74	2.58	1.82	2.35	2.12	2.21	2.20	2.24	2.17	2.34
				EF	F		H								
D. TEEN AND YOUTH ACTIVITIES	311	152	159	99	142	70	169	142	130	86	84	55	256	200	110
	2.19	2.17	2.20	2.38	2.27	1.74	2.60	1.70	2.29	2.13	2.17	1.98	2.23	2.16	2.24
				F	F		H								
E. ARTS AND CRAFTS CLASSES	312	152	160	99	143	70	168	144	131	85	85	56	256	203	110
	2.19	2.10	2.28	2.31	2.21	1.98	2.30	2.06	2.32	2.24	1.99	1.88	2.26	2.20	2.16
				F	F		H		K	K		L			
C. YOUTH FITNESS CLASSES	310	152	158	97	143	70	167	143	128	86	85	55	255	200	110
	2.01	1.98	2.04	2.27	2.01	1.66	2.39	1.57	2.12	1.96	1.95	1.93	2.03	1.98	2.07
				EF	F		H								
H. BASKETBALL INSTRUCTION AND LEAGUES	312	152	159	99	142	70	169	143	130	85	85	56	255	202	110
	1.86	1.98	1.75	2.19	1.87	1.39	2.19	1.48	1.90	1.86	1.88	1.85	1.87	1.80	1.97
		C		EF	F		H								
F. LEADERSHIP DEVELOPMENT	307	150	157	98	140	69	166	141	129	83	84	55	252	197	110
	1.81	1.89	1.74	1.99	1.84	1.52	2.00	1.59	1.85	1.96	1.69	1.76	1.83	1.79	1.86
				F	F		H			K					
I. VOLLEYBALL INSTRUCTION	312	152	160	99	142	71	169	143	131	85	85	56	256	202	110
	1.75	1.77	1.73	1.98	1.73	1.46	1.92	1.55	1.81	1.64	1.79	1.70	1.76	1.74	1.77
				EF	F		H								

Comparison Groups: BC/DEF/GH/IJK/LM/NO
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Table 20 Page 25
(Continued)

The Mountain Home Community Leadership Development Committee:
Measuring Interest in a Proposed Mountain Home Community Recreation Center
Weighted Crosstabulated Results
Aug. 18, 2010

Mean Summary Table: Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household? Total answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option. 3 pt. scale: (3=Very, 2=Moderately, 1=Not Very) Shown in descending order, ranked highest to lowest.

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
N. KAYAK INSTRUCTION	314	152	162	99	143	72	169	145	131	86	85	56	258	203	110
	1.69	1.72	1.67	1.98	1.70	1.28	1.86	1.50	1.66	1.79	1.66	1.72	1.69	1.71	1.65
				EF	F		H								
J. INDOOR TENNIS	310	150	159	97	142	70	166	143	128	86	84	56	254	199	110
	1.67	1.68	1.66	1.90	1.65	1.39	1.83	1.49	1.71	1.61	1.71	1.60	1.69	1.60	1.79
				EF	F		H								N
M. WATER POLO	310	150	160	97	142	71	167	143	128	86	85	56	254	200	110
	1.54	1.57	1.51	1.82	1.47	1.29	1.69	1.36	1.59	1.59	1.42	1.35	1.58	1.47	1.66
				EF	F		H						L		N

Comparison Groups: BC/DEF/GH/IJK/LM/NO

Independent T-Test for Means, Independent Z-Test for Percentages

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Table 21 Page 26

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
 Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
 a. Cardiovascular and strength training machines

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) VERY	216	112	104	84	95	37	135	81	80	59	70	41	175	140	76
	68.4%	72.9%	64.2%	85.5%	66.1%	50.0%	80.0%	55.0%	60.8%	68.0%	82.3%	72.6%	67.5%	68.3%	68.6%
				EF	F		H				IJ				
(2) MODERATELY	68	29	40	7	37	24	22	46	37	16	12	10	58	44	24
	21.6%	18.6%	24.4%	6.8%	26.1%	32.7%	13.2%	31.3%	27.8%	18.9%	14.6%	17.7%	22.4%	21.7%	21.4%
					D	D		G	K						
(1) NOT VERY	28	11	17	8	10	10	11	17	13	11	3	5	23	19	9
	8.9%	7.4%	10.4%	7.7%	7.2%	13.9%	6.8%	11.4%	10.1%	12.3%	3.1%	9.6%	8.8%	9.2%	8.5%
									K	K					
* DON'T KNOW / REFUSED	3	2	2	-	1	2	-	3	2	1	-	-	3	2	2
	1.1%	1.1%	1.0%		0.6%	3.4%		2.3%	1.3%	0.9%			1.3%	0.8%	1.6%
MEAN	2.60	2.66	2.54	2.78	2.59	2.37	2.73	2.45	2.51	2.56	2.79	2.63	2.59	2.60	2.61
				EF	F		H				IJ				

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
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Table 22 Page 27

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
 Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
 b. Adult fitness classes and clubs

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	\$50K- <\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) VERY	176	77	99	67	73	36	101	74	72	52	47	32	144	113	63
	55.7%	50.2%	60.9%	67.3%	51.0%	49.2%	59.9%	50.8%	54.4%	60.2%	55.2%	57.1%	55.4%	55.1%	56.8%
				EF											
(2) MODERATELY	90	47	43	21	49	19	48	42	36	24	26	17	73	57	33
	28.4%	30.5%	26.4%	21.1%	34.6%	26.1%	28.4%	28.4%	27.2%	27.2%	31.1%	29.9%	28.1%	27.9%	29.3%
				D											
(1) NOT VERY	45	27	18	10	19	16	16	29	21	10	10	7	37	31	14
	14.2%	17.4%	11.1%	10.6%	13.0%	21.3%	9.4%	19.7%	15.7%	11.8%	12.3%	13.0%	14.4%	15.2%	12.3%
				G											
* DON'T KNOW / REFUSED	6	3	3	1	2	2	4	2	4	1	1	-	6	4	2
	1.7%	1.9%	1.6%	1.0%	1.4%	3.4%	2.3%	1.1%	2.7%	0.9%	1.4%		2.1%	1.8%	1.6%
MEAN	2.42	2.33	2.51	2.57	2.39	2.29	2.52	2.31	2.40	2.49	2.43	2.44	2.42	2.41	2.45
			B		F		H								

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
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 * Mean figure calculations do not include "DON'T KNOW" responses.
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Table 23 Page 28

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
 Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
 c. Youth fitness classes

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) VERY	119	55	64	49	52	17	92	27	59	31	26	17	101	74	45
	37.7%	36.0%	39.3%	50.0%	36.6%	23.3%	54.2%	18.7%	44.6%	35.7%	30.3%	31.2%	39.1%	36.4%	40.0%
				F	F		H		K						
(2) MODERATELY	76	39	37	25	39	12	49	27	26	21	29	16	60	48	29
	24.2%	25.7%	22.7%	25.0%	27.6%	16.4%	29.1%	18.5%	19.4%	23.7%	34.5%	29.1%	23.1%	23.3%	25.8%
					F		H				I				
(1) NOT VERY	115	58	57	23	51	41	27	89	43	35	30	22	94	78	37
	36.5%	37.8%	35.4%	23.1%	35.8%	56.1%	15.7%	60.6%	32.7%	39.8%	35.2%	38.4%	36.2%	38.3%	33.4%
						DE		G							
* DON'T KNOW / REFUSED	5	1	4	2	-	3	2	3	4	1	-	1	4	4	1
	1.6%	0.6%	2.6%	1.9%		4.2%	1.0%	2.3%	3.2%	0.9%		1.3%	1.7%	2.0%	0.8%
MEAN	2.01	1.98	2.04	2.27	2.01	1.66	2.39	1.57	2.12	1.96	1.95	1.93	2.03	1.98	2.07
				EF	F		H								

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
 Strategic Research Associates
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Table 24 Page 29

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
 Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
 d. Teen and youth activities

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	\$50K- <\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) VERY	156	75	81	59	76	21	118	38	69	42	42	22	134	99	57
	49.5%	49.0%	49.9%	59.6%	52.9%	29.2%	70.0%	25.8%	52.5%	48.7%	49.4%	38.4%	51.8%	48.4%	51.5%
				F	F		H								
(2) MODERATELY	57	29	29	19	30	9	33	24	28	13	14	10	47	35	23
	18.2%	18.7%	17.7%	19.2%	20.8%	11.7%	19.6%	16.6%	21.4%	14.9%	17.1%	18.6%	18.1%	17.0%	20.4%
(1) NOT VERY	97	49	49	21	37	40	18	80	32	31	27	23	75	67	30
	30.9%	31.8%	30.0%	21.2%	25.7%	53.9%	10.4%	54.4%	24.2%	35.6%	32.5%	40.3%	28.8%	32.7%	27.4%
						DE		G							
* DON'T KNOW / REFUSED	5	1	4	-	1	4	-	5	2	1	1	2	3	4	1
	1.5%	0.6%	2.4%		0.6%	5.3%		3.2%	1.8%	0.9%	1.0%	2.7%	1.3%	1.9%	0.8%
MEAN	2.19	2.17	2.20	2.38	2.27	1.74	2.60	1.70	2.29	2.13	2.17	1.98	2.23	2.16	2.24
				F	F		H								

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
 Strategic Research Associates
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Table 25 Page 30

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
 Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
 e. Arts and crafts classes

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	\$50K- <\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) VERY	131	54	77	49	62	20	82	50	67	36	25	15	116	84	47
	41.6%	35.5%	47.3%	50.1%	43.2%	27.2%	48.2%	34.0%	50.6%	41.7%	29.7%	26.6%	44.9%	41.3%	42.2%
			B	F	F		H		K				L		
(2) MODERATELY	109	58	51	30	49	29	55	54	39	33	34	20	89	75	34
	34.5%	38.0%	31.2%	30.7%	34.4%	39.6%	32.6%	36.6%	29.2%	38.3%	39.7%	34.8%	34.4%	36.7%	30.4%
(1) NOT VERY	72	40	33	19	32	21	32	41	25	16	26	22	51	44	29
	22.9%	25.9%	20.1%	19.2%	22.4%	28.9%	18.8%	27.8%	19.0%	18.2%	30.6%	38.6%	19.5%	21.3%	26.0%
												M			
* DON'T KNOW / REFUSED	3	1	2	-	-	3	1	2	2	2	-	-	3	2	2
	1.0%	0.6%	1.4%			4.2%	0.4%	1.6%	1.2%	1.7%			1.2%	0.7%	1.5%
MEAN	2.19	2.10	2.28	2.31	2.21	1.98	2.30	2.06	2.32	2.24	1.99	1.88	2.26	2.20	2.16
				F	F		H		K	K			L		

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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Table 26 Page 31

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
 Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
 f. Leadership development

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	\$50K- <\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) VERY	83	45	38	37	36	10	58	25	35	29	18	15	68	51	32
	26.3%	29.4%	23.3%	37.5%	24.9%	13.9%	34.1%	17.2%	26.6%	33.1%	21.4%	26.6%	26.2%	24.8%	28.9%
				F	F		H								
(2) MODERATELY	84	44	40	23	46	15	51	34	39	23	22	12	72	54	30
	26.7%	28.7%	24.7%	23.1%	32.1%	20.8%	29.9%	22.9%	29.4%	26.1%	25.8%	21.6%	27.7%	26.6%	26.8%
(1) NOT VERY	140	61	79	38	59	43	57	83	55	32	44	28	112	92	48
	44.3%	40.0%	48.4%	38.5%	40.9%	58.8%	33.9%	56.4%	41.6%	36.5%	51.8%	50.5%	43.0%	45.2%	42.7%
						DE		G							
* DON'T KNOW / REFUSED	9	3	6	1	3	5	3	5	3	4	1	1	8	7	2
	2.7%	1.9%	3.5%	1.0%	2.1%	6.4%	2.1%	3.5%	2.5%	4.4%	1.0%	1.3%	3.0%	3.4%	1.6%
MEAN	1.81	1.89	1.74	1.99	1.84	1.52	2.00	1.59	1.85	1.96	1.69	1.76	1.83	1.79	1.86
				F	F		H			K					

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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Table 27 Page 32

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
 Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
 g. Open gym for youth and families

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	\$50K- <\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) VERY	172	83	89	70	80	22	117	55	76	46	44	26	146	115	57
	54.5%	54.1%	54.8%	71.2%	55.8%	29.5%	69.0%	37.7%	57.7%	52.9%	51.8%	46.2%	56.2%	56.4%	50.9%
				EF	F		H								
(2) MODERATELY	79	40	39	21	38	21	37	42	32	23	24	20	59	45	34
	25.1%	26.2%	24.2%	21.2%	26.3%	28.1%	21.9%	28.8%	23.9%	27.1%	27.8%	35.4%	22.9%	22.0%	30.9%
(1) NOT VERY	60	29	31	8	25	28	14	47	22	17	16	10	51	41	19
	19.1%	19.2%	19.1%	7.7%	17.3%	38.1%	8.1%	31.8%	16.7%	19.2%	19.3%	17.0%	19.6%	20.1%	17.4%
					D	DE		G							
* DON'T KNOW / REFUSED	4	1	3	-	1	3	2	2	2	1	1	1	3	3	1
	1.3%	0.6%	1.9%		0.6%	4.2%	1.0%	1.6%	1.8%	0.9%	1.0%	1.3%	1.3%	1.5%	0.8%
MEAN	2.36	2.35	2.36	2.64	2.39	1.91	2.61	2.06	2.42	2.34	2.33	2.30	2.37	2.37	2.34
				EF	F		H								

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
 Strategic Research Associates
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Table 28 Page 33

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
 Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
 h. Basketball instruction and leagues

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	\$50K- <\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) VERY	94	50	44	42	44	9	74	21	41	26	25	18	77	56	38
	29.8%	32.9%	26.9%	42.3%	30.5%	11.9%	43.5%	14.0%	31.2%	29.8%	29.8%	31.3%	29.5%	27.4%	34.3%
				F	F		H								
(2) MODERATELY	81	48	33	34	37	10	54	27	34	21	24	12	68	50	30
	25.6%	31.3%	20.2%	34.5%	25.7%	13.2%	32.0%	18.2%	25.8%	24.6%	27.9%	22.2%	26.3%	24.6%	27.3%
		C		F	F		H								
(1) NOT VERY	137	54	83	23	62	52	41	95	54	38	36	26	111	96	41
	43.3%	35.2%	51.0%	23.2%	43.2%	70.7%	24.5%	65.1%	41.1%	43.8%	42.3%	46.5%	42.7%	46.8%	37.0%
			B		D	DE		G							
* DON'T KNOW / REFUSED	4	1	3	-	1	3	-	4	3	2	-	-	4	2	2
	1.3%	0.6%	1.9%		0.6%	4.2%		2.7%	1.9%	1.7%			1.5%	1.2%	1.5%
MEAN	1.86	1.98	1.75	2.19	1.87	1.39	2.19	1.48	1.90	1.86	1.88	1.85	1.87	1.80	1.97
		C		EF	F		H								

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
 Strategic Research Associates
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Table 29 Page 34

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
 Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
 i. Volleyball instruction and leagues

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) VERY	79	36	43	33	36	10	51	28	34	21	22	15	64	51	28
	25.1%	23.7%	26.4%	33.7%	25.3%	13.2%	30.1%	19.4%	26.0%	23.8%	25.6%	27.6%	24.6%	24.9%	25.5%
				F	F		H								
(2) MODERATELY	75	44	31	30	32	13	54	22	37	13	24	8	67	47	28
	23.9%	28.8%	19.2%	30.7%	22.0%	18.3%	31.8%	14.8%	27.7%	15.2%	28.2%	15.0%	25.8%	23.1%	25.3%
							H		J		J				
(1) NOT VERY	158	72	86	35	75	48	64	93	60	51	39	32	125	104	54
	50.0%	46.9%	52.9%	35.6%	52.1%	65.3%	38.2%	63.6%	45.1%	59.2%	46.2%	57.4%	48.4%	50.8%	48.5%
				D	DE		G								
* DON'T KNOW / REFUSED	3	1	2	-	1	2	-	3	2	2	-	-	3	2	1
	1.0%	0.6%	1.5%		0.6%	3.2%		2.2%	1.2%	1.9%			1.3%	1.2%	0.8%
MEAN	1.75	1.77	1.73	1.98	1.73	1.46	1.92	1.55	1.81	1.64	1.79	1.70	1.76	1.74	1.77
				EF	F		H								

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
 Strategic Research Associates
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Table 30 Page 35

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
 Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
 j. Indoor tennis

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) VERY	57	27	30	27	24	6	38	19	26	15	16	12	46	32	25
	18.2%	17.7%	18.6%	26.9%	17.1%	8.6%	22.6%	13.1%	19.9%	17.4%	18.9%	21.1%	17.6%	15.7%	22.7%
				F			H								
(2) MODERATELY	93	49	44	34	44	15	61	32	39	22	27	10	83	56	37
	29.4%	31.8%	27.1%	34.6%	30.7%	19.8%	36.1%	21.5%	29.2%	25.5%	32.5%	17.8%	31.9%	27.3%	33.1%
				F			H						L		
(1) NOT VERY	160	75	85	36	74	50	67	93	63	49	40	34	125	111	48
	50.6%	48.7%	52.4%	36.6%	51.7%	67.3%	39.7%	63.2%	47.5%	56.2%	47.7%	61.2%	48.3%	54.5%	43.4%
				D		DE		G							
* DON'T KNOW / REFUSED	6	3	3	2	1	3	3	3	4	1	1	-	6	5	1
	1.9%	1.8%	1.9%	1.9%	0.6%	4.2%	1.6%	2.2%	3.3%	0.9%	0.9%		2.3%	2.5%	0.8%
MEAN	1.67	1.68	1.66	1.90	1.65	1.39	1.83	1.49	1.71	1.61	1.71	1.60	1.69	1.60	1.79
				EF	F		H								N

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
 Strategic Research Associates
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
 Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
 k. Open swimming for youth and families

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	\$50K- <\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) VERY	231	112	119	86	106	39	147	84	96	64	63	43	188	154	77
	73.3%	73.2%	73.4%	87.5%	73.9%	53.1%	86.9%	57.6%	72.8%	74.4%	74.3%	77.5%	72.4%	75.3%	69.5%
				EF	F		H								
(2) MODERATELY	49	25	25	9	23	18	16	33	20	14	15	9	41	32	17
	15.7%	16.2%	15.2%	8.7%	16.0%	24.4%	9.5%	22.8%	15.1%	16.1%	17.3%	15.4%	15.8%	15.9%	15.3%
						D		G							
(1) NOT VERY	33	15	18	4	14	15	6	27	15	7	7	4	29	17	16
	10.5%	10.0%	11.0%	3.8%	10.1%	20.4%	3.7%	18.4%	11.5%	8.6%	8.3%	7.1%	11.3%	8.4%	14.4%
						DE		G							
* DON'T KNOW / REFUSED	2	1	1	-	-	2	-	2	1	1	-	-	2	1	1
	0.5%	0.6%	0.5%			2.2%		1.1%	0.7%	0.9%			0.6%	0.4%	0.8%
MEAN	2.63	2.64	2.63	2.84	2.64	2.33	2.83	2.40	2.62	2.66	2.66	2.70	2.61	2.67	2.56
				EF	F		H								

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?

Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option

1. Swim lesson

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) VERY	173	82	90	81	70	22	127	46	80	42	47	32	141	105	68
	54.7%	53.7%	55.6%	81.7%	48.8%	29.9%	75.1%	31.1%	60.9%	48.0%	55.6%	56.6%	54.3%	51.3%	60.9%
				EF	F		H								
(2) MODERATELY	41	21	20	9	23	9	14	27	16	13	9	4	37	29	12
	13.0%	13.4%	12.5%	8.7%	16.1%	12.7%	8.2%	18.5%	12.4%	15.1%	10.1%	6.7%	14.3%	14.1%	10.9%
								G							
(1) NOT VERY	100	50	51	9	50	41	28	72	34	31	29	21	80	70	31
	31.8%	32.3%	31.4%	9.6%	35.2%	55.2%	16.7%	49.3%	26.1%	36.1%	34.3%	36.6%	30.8%	34.2%	27.4%
					D	DE		G							
* DON'T KNOW / REFUSED	2	1	1	-	-	2	-	2	1	1	-	-	2	1	1
	0.5%	0.6%	0.5%			2.2%		1.1%	0.7%	0.9%			0.6%	0.4%	0.8%
MEAN	2.23	2.21	2.24	2.72	2.14	1.74	2.58	1.82	2.35	2.12	2.21	2.20	2.24	2.17	2.34
				EF	F		H								

Comparison Groups: BC/DEF/GH/IJK/LM/NO

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

* Mean figure calculations do not include "DON'T KNOW" responses.

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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
 Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
 m. Water polo

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) VERY	42	23	19	25	12	5	30	12	22	12	5	3	39	26	15
	13.2%	14.7%	11.8%	25.0%	8.4%	6.8%	17.6%	8.2%	16.7%	14.1%	5.6%	5.1%	15.0%	12.9%	13.9%
				EF			H		K				L		
(2) MODERATELY	83	40	43	30	43	10	56	28	31	27	26	14	69	42	42
	26.4%	26.4%	26.4%	30.7%	29.8%	14.1%	33.0%	18.8%	23.3%	30.6%	30.8%	25.0%	26.7%	20.3%	37.6%
				F	F		H								N
(1) NOT VERY	185	87	98	42	87	56	82	104	75	47	54	39	146	132	53
	58.7%	57.0%	60.3%	42.4%	61.1%	75.9%	48.3%	70.8%	56.7%	54.4%	63.6%	69.9%	56.3%	64.7%	47.7%
				D	DE		G							O	
* DON'T KNOW / REFUSED	5	3	2	2	1	2	2	3	4	1	-	-	5	4	1
	1.6%	1.8%	1.5%	1.9%	0.6%	3.2%	1.1%	2.2%	3.3%	0.9%			2.0%	2.1%	0.8%
MEAN	1.54	1.57	1.51	1.82	1.47	1.29	1.69	1.36	1.59	1.59	1.42	1.35	1.58	1.47	1.66
				EF	F		H						L		N

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
 Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
 n. Kayak instruction

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) VERY	66	33	33	32	28	5	43	22	27	21	17	12	53	47	19
	20.8%	21.5%	20.0%	32.7%	19.7%	6.8%	25.5%	15.3%	20.2%	23.9%	20.3%	22.2%	20.5%	22.9%	16.8%
				F	F		H								
(2) MODERATELY	86	43	43	32	44	10	59	27	34	27	21	15	71	52	34
	27.3%	28.2%	26.5%	32.6%	30.4%	13.9%	34.7%	18.7%	25.5%	30.9%	25.2%	27.2%	27.3%	25.3%	30.8%
				F	F		H								
(1) NOT VERY	162	76	86	34	71	57	67	95	71	38	46	28	134	105	57
	51.4%	49.8%	53.0%	34.7%	49.8%	77.1%	39.8%	64.9%	53.7%	44.3%	54.5%	50.6%	51.6%	51.4%	51.6%
					D	DE		G							
* DON'T KNOW / REFUSED	2	1	1	-	-	2	-	2	1	1	-	-	2	1	1
	0.5%	0.6%	0.5%			2.2%		1.1%	0.7%	0.9%			0.6%	0.4%	0.8%
MEAN	1.69	1.72	1.67	1.98	1.70	1.28	1.86	1.50	1.66	1.79	1.66	1.72	1.69	1.71	1.65
				EF	F		H								

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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Table 35 Page 40

The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
 Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
 o. Water fitness classes

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	\$50K- <\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) VERY	190	78	112	59	92	39	107	83	78	54	50	33	156	126	64
	60.1%	50.7%	68.9%	59.6%	64.0%	53.1%	63.1%	56.6%	59.1%	62.0%	59.2%	59.2%	60.3%	61.6%	57.3%
(2) MODERATELY	84	50	34	27	37	21	42	42	31	26	24	16	68	56	28
	26.6%	32.4%	21.1%	26.9%	25.5%	28.1%	24.8%	28.6%	23.7%	30.1%	27.8%	28.8%	26.1%	27.3%	25.3%
(1) NOT VERY	40	25	14	12	15	12	19	20	21	6	11	7	33	22	18
	12.5%	16.4%	8.9%	12.5%	10.5%	16.6%	11.5%	13.7%	15.9%	7.0%	13.0%	12.0%	12.7%	10.8%	15.8%
* DON'T KNOW / REFUSED	3	1	2	1	-	2	1	2	2	1	-	-	3	1	2
	0.8%	0.6%	1.1%	1.0%		2.2%	0.6%	1.1%	1.4%	0.9%			1.0%	0.4%	1.6%
MEAN	2.48	2.34	2.61	2.48	2.53	2.37	2.52	2.43	2.44	2.56	2.46	2.47	2.48	2.51	2.42

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q14. If this new recreation facility is built, how desirable to members of your household would each of the following features or programs be? Would <INSERT LIST>be very, moderately, or not very desirable for your household?
 Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option
 p. Water rehab. programs like arthritis aquatics

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	\$50K- <\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) VERY	165	66	99	49	67	48	78	86	75	46	39	22	142	104	61
	52.2%	43.1%	60.6%	50.0%	46.9%	65.3%	46.3%	58.9%	56.4%	52.9%	46.4%	39.4%	54.9%	50.9%	54.4%
			B			E		G					L		
(2) MODERATELY	69	40	29	17	39	12	41	29	27	20	18	12	57	46	23
	21.9%	26.0%	18.0%	17.3%	27.6%	16.9%	24.0%	19.5%	20.4%	22.5%	21.1%	21.5%	22.0%	22.5%	20.7%
(1) NOT VERY	79	45	33	32	37	10	49	30	29	21	27	22	57	52	27
	24.9%	29.7%	20.4%	32.7%	25.5%	13.4%	28.7%	20.6%	22.0%	23.7%	31.5%	39.2%	21.9%	25.4%	24.1%
				F	F							M			
* DON'T KNOW / REFUSED	3	2	2	-	-	3	2	2	2	1	1	-	3	2	1
	1.0%	1.1%	0.9%			4.4%	1.0%	1.1%	1.2%	0.9%	1.0%		1.2%	1.2%	0.8%
MEAN	2.27	2.14	2.41	2.17	2.21	2.54	2.18	2.39	2.35	2.30	2.15	2.00	2.33	2.26	2.31
			B			DE		G					L		

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q15. If you or family members in your household consider joining, which type of membership would your household prefer more? [INSERT LIST]
 Total Answering: Those with some membership interest ("definitely," "probably," or "might or might not") for any facility option

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	316	153	162	99	143	74	169	147	132	87	85	56	259	204	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A FAMILY MEMBERSHIP	188	97	91	81	89	18	152	37	86	48	52	33	156	117	72
	59.7%	63.5%	56.1%	81.7%	62.4%	24.9%	89.7%	25.1%	64.8%	55.3%	61.6%	57.9%	60.1%	57.1%	64.4%
				EF	F		H								
ONE OR MORE INDIVIDUAL MEMBERSHIPS	123	55	68	18	51	54	17	105	43	38	32	24	99	85	38
	38.9%	35.7%	41.9%	18.3%	35.6%	73.0%	10.3%	71.9%	32.7%	43.3%	38.4%	42.1%	38.2%	41.5%	34.1%
				D	DE		G								
NONE	4	1	3	-	3	2	-	4	3	1	-	-	4	3	2
	1.4%	0.8%	2.0%		2.1%	2.0%		3.0%	2.5%	1.4%			1.7%	1.4%	1.5%
DON'T KNOW/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q16. For the option one facility, would your household be likely to purchase a family membership covering adults with children for \$41 a month? Yes or no?

Total Answering: Those with interest ("definitely," "probably," or "might or might not") in each option and favoring a family membership

	===GENDER==		=====AGE=====				==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe-	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	159	83	77	69	74	16	131	29	75	40	43	29	131	93	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	112	57	55	46	55	12	91	21	46	31	35	22	90	67	45
	70.4%	69.1%	71.8%	65.8%	73.8%	74.8%	69.9%	72.5%	61.4%	76.6%	81.2%	77.9%	68.8%	71.7%	68.6%
NO	38	20	18	20	15	3	31	7	22	9	7	6	32	22	17
	24.1%	24.7%	23.4%	28.8%	20.6%	19.7%	24.0%	24.5%	29.2%	23.4%	16.8%	22.1%	24.5%	23.1%	25.4%
DON'T KNOW/REFUSED	9	5	4	4	4	1	8	1	7	-	1	-	9	5	4
	5.5%	6.2%	4.8%	5.5%	5.6%	5.5%	6.1%	3.0%	9.3%		2.1%		6.7%	5.2%	6.0%

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

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? Yes or no?
 Total Answering: Those with interest ("definitely," "probably," or "might or might not") in each option and favoring a family membership

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	152	82	69	72	68	11	127	25	71	37	41	29	123	88	64
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	110	60	50	46	56	8	94	16	47	27	34	24	86	66	44
	72.4%	72.4%	72.3%	63.2%	82.3%	70.8%	74.4%	62.1%	65.2%	74.1%	83.9%	82.6%	70.0%	75.6%	67.9%
					D						I				
NO	38	19	18	27	9	2	29	9	21	10	7	5	33	19	18
	24.9%	23.7%	26.4%	36.8%	12.9%	21.4%	23.0%	34.4%	29.1%	25.9%	16.1%	17.4%	26.7%	22.1%	28.9%
				E											
DON'T KNOW/REFUSED	4	3	1	-	3	1	3	1	4	-	-	-	4	2	2
	2.7%	3.9%	1.3%		4.7%	7.8%	2.6%	3.5%	5.8%				3.3%	2.3%	3.2%

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
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 Aug. 18, 2010

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?
 Total Answering: Those with interest ("definitely," "probably," or "might or might not") in each option and favoring a family membership

	===GENDER==		=====AGE=====				==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	175	92	82	77	82	16	141	33	75	47	50	30	145	113	61
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	135	73	62	56	65	14	110	25	54	35	43	27	108	83	52
	77.2%	78.7%	75.7%	72.8%	79.9%	85.3%	77.8%	74.7%	72.1%	74.7%	86.1%	89.1%	74.8%	73.1%	84.9%
NO	33	19	15	19	12	2	26	8	19	8	6	3	30	27	7
	19.0%	20.1%	17.7%	24.7%	14.4%	14.7%	18.1%	22.4%	25.4%	17.0%	12.2%	10.9%	20.7%	23.4%	10.7%
DON'T KNOW/REFUSED	7	1	5	2	5	-	6	1	2	4	1	-	7	4	3
	3.8%	1.3%	6.6%	2.5%	5.8%		4.0%	2.9%	2.5%	8.3%	1.8%		4.6%	3.4%	4.4%

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q19. With family memberships, the facility will also allow an optional child watch service for \$18/month for one child, and \$27/month for two or more. Would you be interested in using this service? Yes or no?
 Total Answering: Those with interest ("definitely," "probably," or "might or might not") in each option and favoring a family membership

	===GENDER===		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	188	97	91	81	89	18	152	37	86	48	52	33	156	117	72
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	64	37	27	46	17	2	61	3	34	12	18	12	52	41	23
	34.1%	38.2%	29.8%	56.5%	19.2%	8.8%	40.1%	9.5%	39.5%	24.0%	34.6%	36.8%	33.6%	35.2%	32.5%
				EF			H								
NO	115	53	61	33	65	17	83	32	50	32	31	21	94	68	46
	60.9%	55.0%	67.3%	41.2%	72.6%	91.2%	54.5%	87.3%	58.1%	67.1%	59.7%	63.2%	60.5%	58.7%	64.6%
				D		DE		G							
DON'T KNOW/REFUSED	9	7	3	2	7	-	8	1	2	4	3	-	9	7	2
	4.9%	6.8%	2.9%	2.3%	8.3%		5.3%	3.2%	2.4%	8.9%	5.7%		5.9%	6.2%	2.9%

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q20. Does your household include any adult aged 25 to 64? Yes or no?
 Total Answering: Those interested in at least one option and favoring individual memberships

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	123	55	68	18	51	54	17	105	43	38	32	24	99	85	38
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	100	44	55	18	51	31	16	84	30	33	30	19	81	68	31
	81.1%	80.9%	81.2%	100%	100%	56.8%	91.4%	79.4%	69.1%	86.7%	92.3%	79.9%	81.4%	80.7%	81.9%
				F	F					I	I				
NO/REFUSED	23	10	13	-	-	23	2	22	13	5	2	5	18	16	7
	18.9%	19.1%	18.8%			43.2%	8.6%	20.6%	30.9%	13.3%	7.7%	20.1%	18.6%	19.3%	18.1%
									JK						

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q21. For the option one facility, would your household be likely to purchase at least one adult 25-64 membership priced at \$26 per month?
 Yes or no?

Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	69	30	39	12	34	23	14	55	19	25	20	14	55	49	20
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	45	19	26	8	23	14	7	37	10	16	15	11	34	30	15
	64.5%	62.8%	65.8%	61.5%	69.3%	59.1%	51.2%	67.9%	51.1%	64.5%	75.4%	76.8%	61.3%	60.8%	73.4%
NO	18	9	10	1	10	7	3	15	4	7	5	3	15	14	4
	26.6%	28.1%	25.4%	7.8%	30.7%	30.7%	22.0%	27.8%	23.8%	29.4%	24.6%	23.2%	27.5%	28.4%	22.2%
DON'T KNOW/REFUSED	6	3	3	4	-	2	4	2	5	2	-	-	6	5	1
	8.9%	9.1%	8.8%	30.7%		10.2%	26.9%	4.3%	25.1%	6.0%			11.3%	10.8%	4.4%

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q22. For option two, which includes option one amenities plus the option two gymnasium, would your household be likely to purchase at least one adult 25-64 membership priced at \$30 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	52	26	26	11	26	14	13	39	15	18	15	14	38	38	14
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	27	12	15	7	14	7	6	22	6	9	9	11	17	17	10
	52.6%	46.8%	58.3%	58.3%	51.7%	50.0%	44.3%	55.3%	37.8%	49.0%	64.1%	76.3%	43.9%	44.7%	74.0%
												M			N
NO	21	12	9	4	11	6	6	15	7	7	5	3	18	18	3
	40.1%	45.2%	35.2%	33.3%	43.8%	38.8%	48.1%	37.6%	49.7%	40.5%	35.9%	23.7%	46.2%	47.7%	19.8%
															O
DON'T KNOW/REFUSED	4	2	2	1	1	2	1	3	2	2	-	-	4	3	1
	7.2%	8.0%	6.5%	8.4%	4.5%	11.2%	7.6%	7.1%	12.5%	10.5%			9.9%	7.6%	6.2%

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q23. For option three, which includes option one amenities plus the option two gymnasium and the option three aquatic center, would your household be likely to purchase at least one adult 25-64 membership priced at \$42 per month? Yes or n
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

	==GENDER==		=====AGE=====				==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	83	37	46	15	42	26	15	68	25	27	25	16	68	56	27
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	58	21	36	13	24	20	8	49	18	17	17	10	48	36	21
	69.0%	57.6%	78.1%	87.6%	58.4%	75.0%	54.6%	72.2%	72.0%	64.1%	67.2%	63.1%	70.4%	64.2%	78.9%
					E										
NO	20	12	8	2	14	3	5	15	5	7	6	3	17	15	5
	23.4%	32.2%	16.5%	12.4%	34.5%	12.3%	31.9%	21.6%	20.8%	26.6%	24.6%	18.5%	24.6%	26.1%	17.9%
					F										
DON'T KNOW/REFUSED	6	4	3	-	3	3	2	4	2	3	2	3	3	5	1
	7.6%	10.3%	5.4%		7.0%	12.7%	13.5%	6.2%	7.1%	9.4%	8.2%	18.4%	5.0%	9.7%	3.2%

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q24. How many of those aged 25 to 64 in your household would likely purchase an adult membership? [READ LIST]

Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	95	42	53	18	47	30	15	80	29	29	29	18	77	64	30
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(0) NONE	5	2	3	-	2	3	1	4	1	1	4	1	4	3	2
	5.3%	4.1%	6.2%		3.8%	10.9%	5.9%	5.2%	2.6%	2.5%	12.0%	5.0%	5.4%	5.1%	5.8%
(1) ONE	44	18	26	11	19	14	11	33	18	9	14	13	31	29	15
	46.6%	43.4%	49.0%	63.2%	40.2%	46.4%	73.6%	41.6%	61.2%	31.3%	49.7%	75.3%	40.0%	45.0%	49.8%
							H		J			M			
(2) TWO	39	19	20	5	24	10	3	36	11	17	8	3	37	27	13
	41.6%	45.1%	38.8%	26.4%	51.6%	35.1%	20.5%	45.5%	36.3%	57.1%	26.2%	14.7%	47.8%	41.6%	41.6%
								G		K			L		
(3) THREE	4	2	2	2	1	1	-	4	-	1	3	1	3	3	1
	3.7%	4.5%	3.1%	10.4%	1.9%	2.5%		4.4%		2.5%	9.5%	5.0%	3.4%	4.1%	2.9%
(4) FOUR OR MORE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
* DON'T KNOW/REFUSED	3	1	2	-	1	2	-	3	-	2	1	-	3	3	-
	2.8%	2.8%	2.8%		2.5%	5.0%		3.4%		6.6%	2.6%		3.5%	4.2%	
MEAN	1.45	1.51	1.40	1.47	1.53	1.31	1.15	1.51	1.34	1.64	1.34	1.20	1.51	1.47	1.42

Comparison Groups: BC/DEF/GH/IJK/LM/NO
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q25. Does your household include any adult aged 19 to 24? Yes or no?

Total Answering: Those interested in at least one option and favoring individual memberships

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	123	55	68	18	51	54	17	105	43	38	32	24	99	85	38
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	13	7	6	3	6	4	4	9	3	5	4	3	10	7	5
	10.5%	12.5%	8.8%	15.8%	11.6%	7.6%	21.4%	8.7%	6.4%	12.8%	13.5%	11.5%	10.2%	8.7%	14.3%
NO / REFUSED	110	48	62	15	45	50	14	96	41	33	28	21	89	77	33
	89.5%	87.5%	91.2%	84.2%	88.4%	92.4%	78.6%	91.3%	93.6%	87.2%	86.5%	88.5%	89.8%	91.3%	85.7%

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q26. For the option one facility, would your household be likely to purchase at least one young adult 19-24 membership priced at \$24 per month? Yes or no?

Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	Fe-	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	9	4	5	3	5	2	4	6	3	5	2	2	8	7	3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	7	4	3	3	3	1	3	4	2	4	1	2	5	5	2
	73.1%	100%	50.7%	100%	64.8%	50.0%	76.3%	71.0%	68.1%	84.4%	50.0%	100%	66.5%	73.0%	73.3%
			C												
NO	3	-	3	-	2	1	1	2	1	1	1	-	3	2	1
	26.9%		49.3%		35.2%	50.0%	23.7%	29.0%	31.9%	15.6%	50.0%		33.5%	27.0%	26.7%
DON'T KNOW/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
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 Aug. 18, 2010

Q27. For option two, which includes option one amenities plus the option two gymnasium, would your household be likely to purchase one young adult 19-24 membership priced at \$28 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

	===GENDER===		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	9	5	3	3	4	2	3	6	3	4	2	2	7	7	2
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	7	5	2	3	3	1	3	4	2	3	2	2	5	5	2
	81.0%	100%	53.0%	100%	78.6%	53.7%	100%	71.6%	68.1%	81.5%	100%	100%	75.8%	75.0%	100%
NO	2	-	2	-	1	1	-	2	1	1	-	-	2	2	-
	19.0%		47.0%		21.4%	46.3%		28.4%	31.9%	18.5%			24.2%	25.0%	
DON'T KNOW/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q28. For option three, which includes option one amenities plus the option two gymnasium and the option three aquatic center, would your household be likely to purchase one young adult 19-24 membership priced at \$39 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe-	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	13	7	6	3	6	4	4	9	3	5	4	3	10	7	5
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	8	6	3	3	2	3	3	5	2	3	3	2	6	6	3
	64.4%	82.8%	43.3%	100%	35.0%	81.7%	76.3%	59.5%	68.1%	59.9%	59.8%	67.6%	63.5%	76.2%	48.2%
				E											
NO	5	1	3	-	4	1	1	4	1	2	2	1	4	2	3
	35.6%	17.2%	56.7%		65.0%	18.3%	23.7%	40.5%	31.9%	40.1%	40.2%	32.4%	36.5%	23.8%	51.8%
DON'T KNOW/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q29. How many of those aged 19 to 24 in your household would likely purchase a young adult membership? [READ LIST]

Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	12	7	5	3	5	4	4	8	2	5	4	3	9	7	5
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(0) NONE	1	-	1	-	-	1	-	1	-	1	-	-	1	-	1
	6.3%		14.7%			18.3%		9.1%		15.6%			8.1%		13.8%
(1) ONE	7	4	3	1	3	3	2	5	-	2	4	2	5	3	4
	54.4%	55.3%	53.3%	33.7%	58.8%	63.5%	49.4%	56.7%		44.4%	79.9%	67.6%	50.6%	41.5%	69.9%
(2) TWO	4	3	1	2	2	-	2	2	2	1	1	1	3	3	1
	33.0%	44.7%	17.3%	66.3%	41.2%		50.6%	25.0%	100%	24.5%	20.1%	32.4%	33.2%	47.0%	16.2%
(3) THREE	1	-	1	-	-	1	-	1	-	1	-	-	1	1	-
	6.3%		14.7%			18.3%		9.1%		15.6%			8.1%	11.5%	
(4) FOUR OR MORE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
* DON'T KNOW/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1.39	1.45	1.32	1.66	1.41	1.18	1.51	1.34	2.00	1.40	1.20	1.32	1.41	1.70	1.02

Comparison Groups: BC/DEF/GH/IJK/LM/NO

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

* Mean figure calculations do not include "DON'T KNOW" responses.

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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q30. Does your household include any adult aged 65 or older? Yes or no?
 Total Answering: Those interested in at least one option and favoring individual memberships

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	123	55	68	18	51	54	17	105	43	38	32	24	99	85	38
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	34	15	19	2	-	32	3	31	17	8	6	5	29	22	12
	27.5%	27.3%	27.6%	10.4%		59.2%	17.3%	29.1%	40.1%	21.3%	18.5%	20.1%	29.2%	26.1%	30.6%
						D			K						
NO / REFUSED	89	40	49	16	51	22	14	75	26	30	26	19	70	63	26
	72.5%	72.7%	72.4%	89.6%	100%	40.8%	82.7%	70.9%	59.9%	78.7%	81.5%	79.9%	70.8%	73.9%	69.4%
				F	F						I				

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q31. For the option one facility, would your household be likely to purchase at least adult 65+ membership priced at \$24 per month? Yes or no?

Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	19	10	10	-	-	19	2	17	12	3	3	4	15	11	8
	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	14	7	8	-	-	14	2	13	8	2	3	4	10	9	5
	74.8%	72.7%	76.9%			74.8%	66.7%	75.9%	66.7%	73.2%	100%	100%	68.3%	79.3%	68.3%
											I	M			
NO	4	2	2	-	-	4	1	3	3	1	-	-	4	2	2
	20.7%	18.2%	23.1%			20.7%	33.3%	19.0%	26.1%	26.8%			26.0%	20.7%	20.6%
DON'T KNOW/REFUSED	1	1	-	-	-	1	-	1	1	-	-	-	1	-	1
	4.5%	9.1%				4.5%		5.1%	7.3%				5.7%		11.1%

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q32. For option two, which includes option one amenities plus the option two gymnasium, would your household be likely to purchase at least adult 65+ membership priced at \$28 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	13	7	6	-	-	13	1	12	9	2	2	1	12	7	5
	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	6	3	3	-	-	6	1	5	5	-	1	1	5	2	3
	43.3%	37.5%	50.0%			43.3%	100%	39.8%	53.6%		53.7%	100%	39.8%	33.3%	56.8%
							H					M			
NO	5	3	2	-	-	5	-	5	3	2	-	-	5	3	2
	37.5%	37.5%	37.5%			37.5%		39.8%	36.6%	65.1%			39.8%	45.0%	27.3%
DON'T KNOW/REFUSED	2	2	1	-	-	2	-	2	1	1	1	-	2	2	1
	19.2%	25.0%	12.5%			19.2%		20.4%	9.8%	34.9%	46.3%		20.4%	21.7%	15.8%

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q33. For option three, which includes option one amenities plus the option two gymnasium and the option three aquatic center, would your household be likely to purchase at least adult 65+ membership priced at \$39 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	30	12	18	2	-	28	3	27	17	5	5	3	27	19	11
	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	17	6	11	2	-	15	2	14	9	2	4	2	14	11	5
	55.2%	50.6%	58.3%	100%		52.2%	75.0%	53.0%	54.0%	27.3%	85.4%	75.0%	53.0%	58.4%	49.5%
				F							J				
NO	9	3	6	-	-	9	1	8	5	3	-	-	9	6	3
	28.4%	21.2%	33.3%			30.3%	25.0%	28.8%	31.7%	56.8%			31.5%	28.8%	27.6%
DON'T KNOW/REFUSED	5	3	2	-	-	5	-	5	2	1	1	1	4	2	2
	16.4%	28.2%	8.3%			17.5%		18.2%	14.4%	15.8%	14.6%	25.0%	15.5%	12.8%	22.9%

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q34. How many of those aged 65 or older in your household would likely purchase a senior adult membership? [READ LIST]
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	32	14	18	2	-	30	3	29	17	7	6	5	27	21	11
	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(0) NONE	4	-	4	-	-	4	1	3	2	2	-	-	4	2	2
	11.7%		20.8%			12.4%	25.0%	10.3%	9.0%	31.7%			13.7%	7.1%	20.7%
(1) ONE	22	11	11	2	-	20	2	20	12	2	5	3	19	15	7
	68.1%	75.3%	62.5%	100%		66.1%	50.0%	70.0%	72.1%	33.3%	85.5%	63.3%	68.9%	69.4%	65.5%
				F					J		J				
(2) TWO	6	3	3	-	-	6	1	6	3	2	1	2	5	5	2
	20.2%	24.7%	16.7%			21.5%	25.0%	19.7%	18.8%	35.0%	14.5%	36.7%	17.3%	23.5%	13.8%
(3) THREE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(4) FOUR OR MORE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
* DON'T KNOW/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1.09	1.25	0.96	1.00	-	1.09	1.00	1.09	1.10	1.03	1.15	1.37	1.04	1.16	0.93

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q35. Does your household include any children between the ages of 10 to 18? Yes or no?

Total Answering: Those interested in at least one option and favoring individual memberships

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	123	55	68	18	51	54	17	105	43	38	32	24	99	85	38
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	9	3	6	1	6	2	9	-	3	2	4	2	7	8	2
	7.5%	5.9%	8.8%	5.3%	11.6%	4.4%	52.9%		8.0%	5.1%	11.7%	10.0%	6.9%	8.9%	4.3%
NO / REFUSED	114	51	62	17	45	51	8	105	40	36	29	21	92	77	36
	92.5%	94.1%	91.2%	94.7%	88.4%	95.6%	47.1%	100%	92.0%	94.9%	88.3%	90.0%	93.1%	91.1%	95.7%

G

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q36. For the option one facility, would your household be likely to purchase at least youth 10-18 membership priced at \$13 per month? Yes or no?

Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	7	2	4	1	5	1	7	-	3	2	2	2	4	6	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3	-	3	-	3	-	3	-	2	-	1	-	3	2	1
	39.4%		60.8%		52.9%		39.4%		64.8%		42.8%		60.8%	30.2%	100% N
NO	3	1	2	1	1	1	3	-	1	1	1	1	2	3	-
	43.0%	50.0%	39.2%	100%	23.6%	100%	43.0%		35.2%	38.9%	57.2%	50.0%	39.2%	49.5%	
				E		E									
DON'T KNOW/REFUSED	1	1	-	-	1	-	1	-	-	1	-	1	-	1	-
	17.6%	50.0%			23.6%		17.6%			61.1%		50.0%		20.2%	

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q37. For option two, which includes option one amenities plus the option two gymnasium, would your household be likely to purchase at least youth 10-18 membership priced at \$15 per month? Yes or no?

Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	6	2	4	1	5	-	6	-	3	1	2	2	4	5	1
	100.0	100.0	100.0	100.0	100.0		100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3	-	3	-	3	-	3	-	2	-	1	-	3	2	1
	44.4%		73.4%		52.9%		44.4%		64.8%		42.8%		73.4%	34.7%	100% N
NO	1	1	-	-	1	-	1	-	-	-	1	1	-	1	-
	19.8%	50.0%			23.6%		19.8%				57.2%	50.0%		23.2%	
DON'T KNOW/REFUSED	2	1	1	1	1	-	2	-	1	1	-	1	1	2	-
	35.8%	50.0%	26.6%	100%	23.6%		35.8%		35.2%	100%		50.0%	26.6%	42.1%	
				E						I					

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q38. For option three, which includes option one amenities plus the option two gymnasium and the option three aquatic center, would your household be likely to purchase at least youth 10-18 membership priced at \$21 per month? Yes or no?
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	8	3	5	1	6	2	8	-	3	1	4	2	6	7	2
	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	7	2	4	1	5	1	7	-	3	-	4	1	5	6	1
	77.2%	63.5%	85.7%	100%	80.0%	53.7%	77.2%		78.4%		100%	50.0%	87.7%	82.7%	54.0%
NO	1	-	1	-	-	1	1	-	1	-	-	-	1	-	1
	8.9%		14.3%			46.3%	8.9%		21.6%				12.3%		46.0%
DON'T KNOW/REFUSED	1	1	-	-	1	-	1	-	-	1	-	1	-	1	-
	13.9%	36.5%			20.0%		13.9%			100%		50.0%		17.3%	

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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The Mountain Home Community Leadership Development Committee:
 Measuring Interest in a Proposed Mountain Home Community Recreation Center
 Weighted Crosstabulated Results
 Aug. 18, 2010

Q39. How many of those aged 65 or older in your household would likely purchase a senior adult membership? [READ LIST]
 Total Answering: Those interested in the option, favoring individual memberships, and having a HH occupant in the age range

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe-	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	9	3	6	1	6	2	9	-	3	2	4	2	7	8	2
	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
(0) NONE	1	-	1	-	-	1	1	-	-	1	-	-	1	1	-
	8.1%		12.5%			31.7%	8.1%			38.9%			10.9%	9.9%	
(1) ONE	5	1	4	1	4	1	5	-	3	-	3	-	5	4	1
	58.1%	26.9%	74.9%	100%	59.9%	36.7%	58.1%		78.4%		69.1%		78.1%	59.0%	54.0%
				EF											
(2) TWO	2	1	1	-	1	1	2	-	1	-	1	1	1	1	1
	20.9%	36.5%	12.5%		20.0%	31.7%	20.9%		21.6%		30.9%	50.0%	10.9%	15.6%	46.0%
(3) THREE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(4) FOUR OR MORE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
* DON'T KNOW/REFUSED	1	1	-	-	1	-	1	-	-	1	-	1	-	1	-
	12.8%	36.5%			20.0%		12.8%			61.1%		50.0%		15.6%	
MEAN	1.15	1.58	1.00	1.00	1.25	1.00	1.15	-	1.22	0.0	1.31	2.00	1.00	1.07	1.46

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 * Mean figure calculations do not include "DON'T KNOW" responses.
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D1. The new facility is proposed to be located on the east side of South 18th East, In non-rush hour traffic, how many minutes does it take to drive to thi location from your home?

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(1) 5 MINUTES OR LESS	230	127	103	67	102	60	111	119	82	65	72	40	190	146	84
	57.5%	62.9%	52.0%	62.8%	55.7%	55.4%	57.8%	57.3%	50.9%	61.6%	65.5%	63.3%	56.4%	57.3%	57.8%
			C								I				
(2) 6 TO 10	117	50	67	32	54	31	59	58	56	26	27	18	99	79	38
	29.3%	24.7%	34.1%	30.1%	29.2%	28.7%	30.8%	27.9%	34.4%	25.0%	24.9%	29.4%	29.3%	31.2%	26.1%
			B												
(3) 11 TO 15	32	14	17	4	16	12	13	19	13	10	7	4	28	24	8
	8.0%	7.2%	8.8%	3.5%	8.8%	10.9%	6.9%	9.0%	7.8%	9.1%	6.4%	5.9%	8.3%	9.3%	5.6%
						D									
(4) 16 TO 20	10	6	4	1	6	2	4	6	5	2	3	1	9	2	8
	2.5%	2.8%	2.1%	0.9%	3.5%	2.2%	2.0%	2.9%	3.2%	2.0%	2.3%	1.4%	2.6%	0.8%	5.3%
															N
(5) 21 MINUTES OR MORE	8	4	4	3	3	2	5	3	3	3	1	-	8	3	5
	2.0%	1.9%	2.1%	2.6%	1.6%	2.2%	2.5%	1.6%	1.9%	2.4%	0.9%		2.4%	1.4%	3.2%
* DON'T KNOW/REFUSED	3	1	2	-	2	1	-	3	3	-	-	-	3	-	3
	0.7%	0.6%	0.8%		1.1%	0.7%		1.4%	1.7%				0.8%		1.9%
MEAN	1.61	1.55	1.67	1.51	1.65	1.66	1.61	1.62	1.69	1.59	1.48	1.45	1.64	1.58	1.67

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
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 * Mean figure calculations do not include "DON'T KNOW" responses.
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The Mountain Home Community Leadership Development Committee:
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Summary Table: D2. Are you or another adult or child in your household currently a member of <INSERT LIST>
 Percentage of respondents stating "YES" only.
 Shown in descending order, ranked highest to lowest.

	===GENDER==		=====AGE=====				==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
B. A RETIRED MEMBER OF THE UNITED STATES MILITARY	130	72	59	16	68	46	38	92	37	38	43	21	109	130	-
	32.5%	35.4%	29.6%	15.1%	37.1%	42.1%	19.6%	44.5%	22.6%	35.8%	39.4%	33.7%	32.3%	51.2%	
					D	D		G		I	I				
C. CURRENTLY EMPLOYED AT MOUNTAIN HOME AIR FORCE BASE	106	57	49	34	63	9	62	45	21	38	39	21	85	106	-
	26.6%	28.4%	24.7%	31.9%	34.2%	8.4%	32.0%	21.5%	13.0%	36.2%	35.4%	33.3%	25.3%	41.8%	
				F	F		H			I	I				
A. CURRENTLY A MEMBER OF THE UNITED STATES MILITARY	82	49	33	41	33	7	59	23	21	30	27	19	62	82	-
	20.4%	24.1%	16.6%	38.1%	18.1%	6.7%	30.6%	10.9%	12.7%	28.7%	24.6%	30.7%	18.5%	32.1%	
				EF	F		H			I	I				
D. HAVE ACCESS TO MOUNTAIN HOME AIR FORCE BASE FOR ANY OTHER REASON	32	14	17	11	10	10	19	12	21	8	4	2	30	32	-
	17.8%	18.5%	17.3%	22.2%	13.4%	19.6%	20.7%	14.7%	20.8%	21.9%	9.4%	7.6%	19.2%	100%	

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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D3. Are you currently

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MARRIED	308	162	146	75	154	78	161	146	103	85	98	53	255	211	97
	77.0%	80.3%	73.6%	69.9%	84.1%	71.9%	83.9%	70.6%	64.0%	81.1%	89.9%	84.6%	75.6%	82.9%	66.6%
					DF		H			I	I			O	
NOT MARRIED	91	40	51	32	29	30	31	60	57	20	11	10	82	43	49
	22.8%	19.7%	26.0%	30.1%	15.9%	27.5%	16.1%	29.1%	35.5%	18.9%	10.1%	15.4%	24.2%	16.8%	33.4%
				E		E		G	JK					N	
REFUSED	1	-	1	-	-	1	-	1	1	-	-	-	1	1	-
	0.2%		0.4%			0.7%		0.4%	0.5%				0.2%	0.3%	

Comparison Groups: BC/DEF/GH/IJK/LM/NO
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D4. Do you have children aged 18 or younger living in the household? Yes or no?

	===GENDER==		=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==		
	Total	Males	males	19-34	35-54	55+	Yes	No	<\$50K	<\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	193	98	94	87	94	11	193	-	85	46	55	34	159	119	73
	48.1%	48.5%	47.7%	81.4%	51.4%	10.0%	100%		52.8%	43.9%	49.9%	53.7%	47.1%	46.9%	50.3%
				EF	F										
NO	207	104	103	20	89	98	-	207	76	59	55	29	179	135	72
	51.9%	51.5%	52.3%	18.6%	48.6%	90.0%		100%	47.2%	56.1%	50.1%	46.3%	52.9%	53.1%	49.7%
				D	DE										
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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D5. Is the total household income for all members in your household, aged 19 and over, above or below \$50,000 a year?

	===GENDER==			=====AGE=====			==CHILDREN=		====HH INCOME====			==FITNESS==		==USE AFB==	
	Total	Males	Fe- males	19-34	35-54	55+	Yes	No	<\$50K	\$50K- <\$75K	\$75K+	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	400	202	198	107	184	109	193	207	162	105	109	63	337	254	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(1) UNDER \$25,000	61	29	32	23	24	15	35	26	61	-	-	-	61	25	36
	15.4%	14.3%	16.4%	21.2%	13.0%	13.5%	18.4%	12.5%	38.0%				18.2%	9.8%	25.0%
															N
(2) \$25,000 TO UNDER \$50,000	100	38	62	32	32	36	50	50	100	-	-	14	86	58	42
	25.0%	18.7%	31.5%	30.1%	17.3%	33.0%	25.9%	24.2%	62.0%			22.5%	25.5%	23.0%	28.6%
			B	E		E									
(3) \$50,000 TO UNDER \$75,000	105	53	52	28	53	24	46	59	-	105	-	18	87	78	27
	26.3%	26.3%	26.2%	25.7%	29.1%	22.2%	23.9%	28.4%		100%		29.4%	25.7%	30.7%	18.5%
															O
(4) \$75,000 TO UNDER \$100,000	72	43	29	13	41	18	36	37	-	-	72	16	57	49	23
	18.1%	21.4%	14.8%	12.4%	22.5%	16.4%	18.6%	17.6%			66.2%	25.0%	16.8%	19.3%	16.0%
					D										
(5) \$100,000 OR MORE	37	25	12	8	23	6	19	18	-	-	37	11	26	27	10
	9.3%	12.4%	6.0%	7.0%	12.5%	5.9%	9.8%	8.8%			33.8%	18.0%	7.6%	10.5%	7.1%
			C		F										
* DON'T KNOW / REFUSED	24	14	10	4	10	10	7	17	-	-	-	3	21	17	7
	6.0%	6.9%	5.1%	3.5%	5.6%	9.0%	3.4%	8.4%				5.2%	6.1%	6.6%	4.9%
								G							
MEAN	2.80	2.99	2.60	2.52	3.04	2.65	2.75	2.85	1.62	3.00	4.34	3.41	2.68	2.98	2.49
		C			DF					I	IJ	M		O	

Comparison Groups: BC/DEF/GH/IJK/LM/NO
 Independent T-Test for Means, Independent Z-Test for Percentages
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 * Mean figure calculations do not include "DON'T KNOW / REFUSED" responses.
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