



Flagstaff Aquatic / Multigenerational Center Survey

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Flagstaff Aquatic/Multigenerational Center Survey

Table of Contents

	<u>Page Number</u>
Methodology	1
Executive Summary	3
Report	4
Annotated Survey	13
Survey Results by Demographics (Banner Tables)	24

Methodology

The Social Research Laboratory at Northern Arizona University was commissioned to conduct a survey of Flagstaff residents, focusing on opinions regarding the location and amenities of a proposed Aquatic/Multigenerational Center to be built in the City. The survey instrument was developed by Social Research Laboratory staff, working in collaboration with City of Flagstaff personnel. Once the survey instrument was finalized, it was thoroughly pre-tested before data collection was initiated.

The survey was administered between August 22 and 28, 2005 with 410 randomly-selected Flagstaff residents, 18 years of age and older. All respondents were screened for living within the Flagstaff city limits and considering Flagstaff to be their primary place of residence. Calling took place Monday through Sunday, with morning, afternoon and evening shifts. The average length of the survey was approximately eight minutes. Twenty-three trained interviewers conducted the calling.

The “sampling error” associated with a 410-person sample drawn from a population of approximately 40,000 adult residents is +/- 4.9 percent at a 95 percent confidence level. “Sampling error” is a social science term that describes the probable difference between interviewing everyone in a given population and interviewing a sample randomly drawn from that population. The percentages obtained in telephone surveys such as these are estimates of what the percentage would be if the entire population had been surveyed.

Thus, if 50 percent of those in the sample are found to agree with a particular statement, the actual percentage of agreement in the population from which the sample is drawn would be between 45.1 percent and 54.9 percent (50% +/- 4.9%). The 95 percent confidence level means that this +/- 4.9 percent margin of error would occur in 95 out of 100 samples of this size drawn from the city of Flagstaff. Sampling error increases as the sample size is reduced. This must be kept in mind when comparing the responses of different subgroups within the sample (e.g., men versus women). Smaller numbers of respondents are associated with higher margins of error.

Total responses to some questions may be greater or less than 100 percent. In some tables, “don’t know” and/or “refused” responses are considered to be “missing data” and are not included in the total respondents. Additionally, all figures are rounded off to whole numbers.

Survey Implementation

The survey utilized a random-digit dial (RDD) sampling technique to generate a representative sample of households living in the Flagstaff area. RDD produces a more representative sample of the population than most other sampling methods because all households with working telephones have an equal chance of being contacted. Listed and unlisted residential households have similar probabilities of being included in an RDD study.

The survey fielding was conducted using Computer Assisted Telephone Interviewing (CATI) technology. CATI is a system in which computers are employed to increase the accuracy,

flexibility, and efficiency of telephone surveys. The computer system maintains a database of phone numbers, engages the sampling process, schedules callbacks, and records the disposition of each call. Interviewers are trained on interviewing protocol and use of the CATI system prior to fielding of the survey. Interviewers view survey questions on a computer screen in a programmed sequence and record respondents' answers using a keyboard. Data entry errors are decreased using this system.

Once a phone contact was initiated, trained interviewers introduced the survey to potential respondents by identifying the name of the calling center and the purpose of the survey. Respondents were assured that nothing was being sold or solicited, and they were guaranteed confidentiality of responses. Respondents were told the survey would take approximately 10 minutes to complete and asked for their consent to take the survey. Every effort was made to obtain the highest possible completion rates. Several techniques helped achieve this goal. Survey fielding utilized an established pattern of callbacks to minimize non-sampling errors that occur when certain types of people are available to answer the phone at particular times of the day. Also, a refusal conversion process helped to maintain the integrity of the original sampling framework and minimize non-response bias in sampling.

In the refusal conversion process, declined interviews were reattempted using a prescribed call-back schedule. The first time a respondent declined to participate in the survey, the respondent was coded as a "soft-refusal." The telephone number was returned to the sample database and called again by a skilled "refusal converter," an interviewer specially trained to convert refusals into completed interviews. If a respondent refused a second time, they were coded as a "medium refusal" and re-contacted by a skilled interviewer in an attempt to complete the interview. If the respondent refused a third time, they were coded as a "hard refusal" and their number was removed from the sample database.

Telephone numbers that were busy, rang without answer, or answered by an answering machine were called a minimum of ten times at different hours of different days before being removed from the sample database. Once "dead," another phone number in the sample was substituted for the original number. This "call-back" procedure minimized the possibility of nonrandom bias from entering into the data.

Quality Control

The Social Research Laboratory utilized several quality checks in the collection of data. All interviewers were trained in telephone survey interview techniques methodology prior to interviewing. After several general training sessions, interviewers received training specific to this project and continued to practice the survey until maximum proficiency was reached. Once an interviewer was prepared to administer the survey, supervisors performed frequent and regular monitoring of calls and data collection. Supervisors were trained to check on the accuracy and validity of data collection and completed a "supervisor call-back" of randomly selected calls. Each calling shift held a pre-shift meeting that prepared interviewers on updates and changes in survey procedures. Interviewer meetings were held regularly and meetings with calling center staff were also held throughout the fielding of the survey to address questions that may have emerged.

Executive Summary

A telephone survey of 410 randomly-selected Flagstaff residents was conducted from August 22-28, 2005 by the Social Research Laboratory at Northern Arizona University. The purpose of the survey was to evaluate the attitudes of Flagstaff residents regarding the location and amenities of an Aquatic/Multigenerational Recreation Center to be constructed in the city.

Important findings of this survey include:

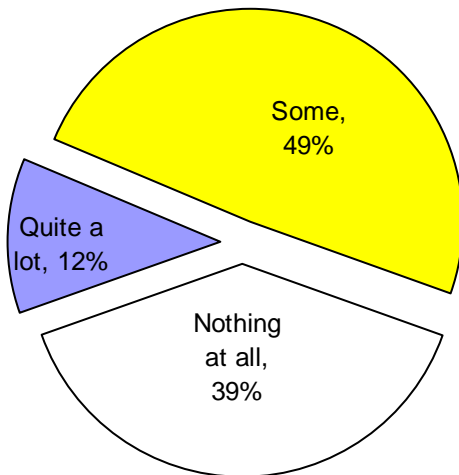
- Flagstaff residents are equally familiar with the proposed Center sites at the corner of Forest Avenue and Turquoise Avenue, and at the corner of Fourth Street and Huntington Drive. Ninety percent of respondents say it is easy for them to reach the Forest Avenue location, and 82 percent say it is easy for them to reach the Fourth Street location.
- There is substantial support for a City decision to locate the Center at either of the two proposed sites. If the City decided to build the Center at the Forest Avenue site, 76 percent of Flagstaff residents would support this decision. At the same time, 75 percent would support a decision to build at the Fourth Street site.
- Flagstaff residents are divided as to whether they prefer the Center to be located on Forest Avenue or Fourth Street. Forty-seven percent prefer Forest Avenue, while 43 percent favor Fourth Street.
- Seventy-six percent of residents do not prefer a third location for the Center (on McMillan Mesa) to the two previous options.
- Sixty-three percent prefer having a leisure pool, rather than a lap pool, at the Aquatic Center. One-third of residents (32%) prefer having a lap pool at the Center.
- About half (48%) of Flagstaff residents think that some bond funds should be used to renovate the existing Adult Center at Thorpe Park, while 40 percent think that all money should be used for new Multigenerational Center construction.
- The most popular proposed amenities for the Multigenerational Center are an Indoor Playground (selected as one of three choices by 44 percent of respondents), a Dance and Aerobics Room (42%), a Whirlpool/Therapy Room (40%) and a Climbing Wall (39%).
- Seventy-three percent of Flagstaff residents say they are likely to use the Aquatic amenities of the Center. Seventy-six percent say they are likely to use the Multigenerational amenities.
- Eighty-one percent of Flagstaff residents would support a partnership between the City and the YMCA for the purpose of constructing and operating an Aquatic/Multigenerational Recreation Center.

Survey Report

I. Awareness and Location of Aquatic/Multigenerational Center

Twelve percent of survey respondents have heard “quite a lot” about the Aquatic/Multigenerational Center issue and almost half (49%) have heard “some” about it. Thirty-nine percent of respondents have heard “nothing at all” about the Center issue.

How much have you heard about the Aquatic/Multigenerational Center issue?



Respondents were asked a series of questions about the two location options for the Aquatic/Multigenerational Center: the northeast corner of Forest and Turquoise Avenues, near the Jay Lively Ice Arena; and the northeast corner of Fourth Street and Huntington, just south of the new Fourth Street overpass.

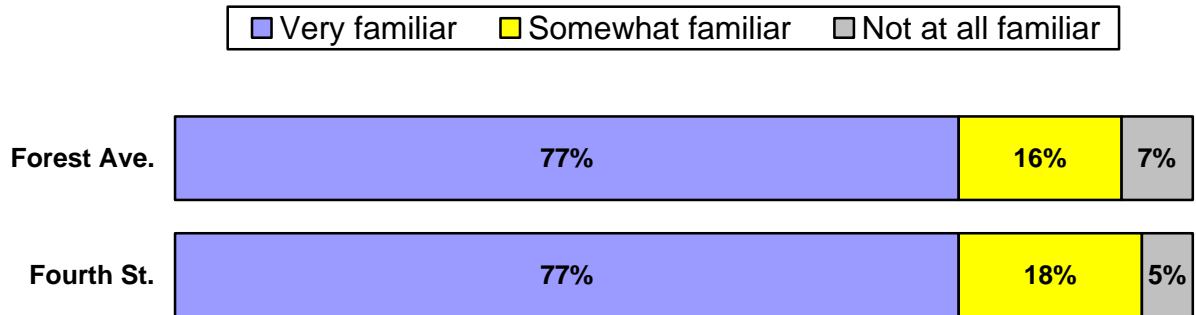
Survey respondents are equally familiar with the two potential sites. An equal proportion of respondents (77%) say that they are “very familiar” with the Forest Avenue and Fourth Street sites. Eighteen percent are “somewhat familiar” with the Fourth Street location. Sixteen percent are “somewhat familiar” with the Forest location. A small percentage of respondents say they are “not at all familiar” with the Forest Avenue and Fourth Street locations (7% and 5%, respectively).

The ease or difficulty of traveling to the two locations was explored with respondents. Ninety percent of Flagstaff residents say it is “very” or “somewhat easy” for them to reach the Forest Avenue location. Eighty-two percent say it is “very” or “somewhat easy” for them to reach the Fourth Street site.

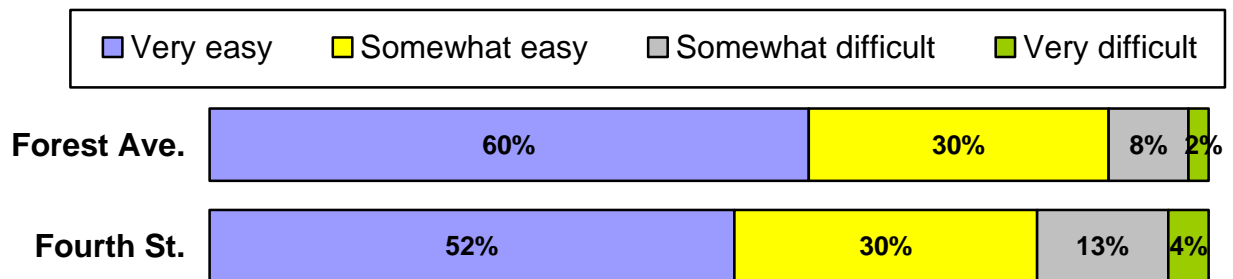
Survey respondents were asked if they would support or oppose a decision by the City of Flagstaff to locate the Center at one of the two sites. A substantial proportion of Flagstaff residents indicate support for either decision. Seventy-six percent of respondents would support a decision to put the Center on the Forest Avenue site, and 75 percent would support a decision to put the Center on the Fourth Street site. Fifteen percent of residents say they would oppose the Forest Avenue location, while 17 percent would oppose the Fourth Street location. These differences of opinion are statistically insignificant.

Comparison of Forest Avenue and Fourth Street Sites

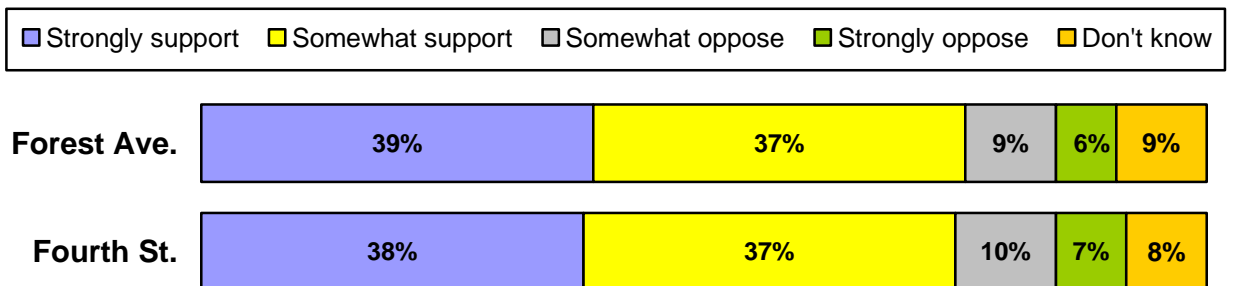
How familiar are you with this location?



How hard is it for you to get to this location?



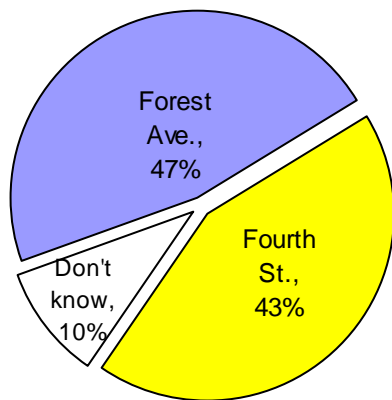
Would you support or oppose a decision to put the Center at this location?



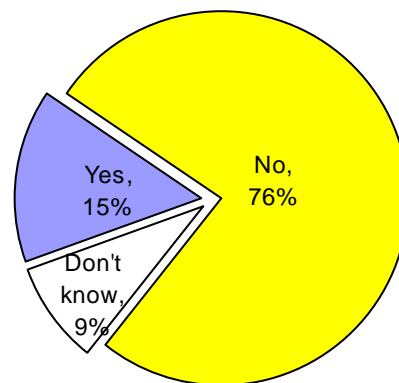
Survey respondents are divided on which of the two sites they most prefer as a location for the Aquatic/Multigenerational Center. When pressed for which of the two sites they most prefer, forty-seven percent of respondents prefer the Forest Avenue location and 43 percent prefer the Fourth Street location. Ten percent of respondents are undecided about which location they prefer. Differences in the levels of support for each site are statistically insignificant.

Respondents were also presented with a third site option for the Center's location: McMillan Mesa, across from Buffalo Park. Seventy-six percent of respondents do not prefer this location to the two sites presented earlier. Fifteen percent of respondents prefer this third site to the other two sites.

Which site do you prefer for the Center?



Do you prefer the McMillan Mesa site to the other two sites?

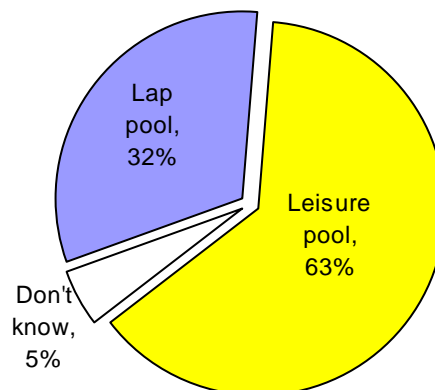


II. Aquatic/Multigenerational Center Amenities

Current levels of funding suggest that only one primary swimming amenity may be included in the Aquatic component of the Center. Respondents were asked whether they prefer a lap pool, to be used for exercise, swimming lessons, recreation, and competition; or a leisure pool, including elements such as a water slide, lazy river, aquatic play area, with limited lap swimming space and a slightly warmer water temperature.

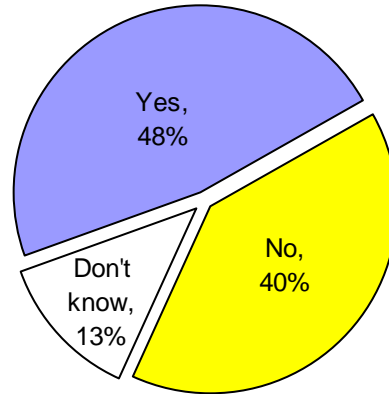
Almost two-thirds (63%) of survey respondents prefer the leisure pool option. One-third (32%) prefer the lap pool option.

Which is more important to include: a lap pool or a leisure pool?



Respondents were asked whether a portion of the bond money available for construction of a new Multigenerational recreation center should be used to renovate and expand the existing Adult Center at Thorpe Park. Almost half of respondents (48%) think some funds should be used to renovate the Thorpe Adult Center, while 40 percent think that all available funding should be directed towards new construction. Thirteen percent of respondents are undecided about how available funding should be used.

Should some bond money for the multi-generational center be used to renovate the Thorpe Adult Center?

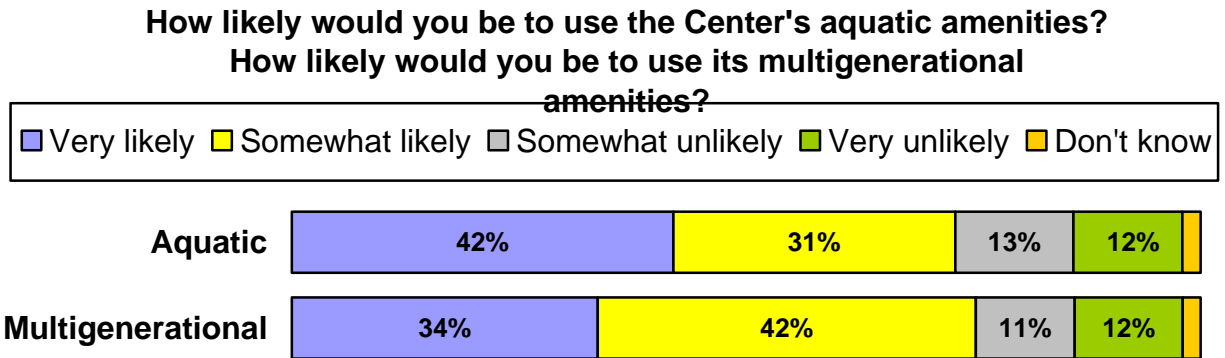


The City of Flagstaff is trying to decide which additional amenities to include in the Aquatic/Multigenerational Center. Respondents were read a list of eight amenities and asked to select the three they consider most important to be included in the Center. An indoor playground is the most popular amenity among Flagstaff residents: 44 percent of all respondents prefer this amenity. A dance and aerobics room is favored by 42 percent of respondents; 40 percent favor a whirlpool/therapy room. Other popular amenities include a climbing wall (39%) and community rooms (35%). An arts and crafts room and a game room are favored by 29 percent of respondents, and 18 percent would like the Center to include a commercial kitchen.

Amenity	Percentage of Respondents
Indoor Playground	44%
Dance and Aerobics Room	42%
Whirlpool/Therapy Room	40%
Climbing Wall	39%
Community Rooms	36%
Arts and Crafts Room	29%
Game Room	29%
Commercial Kitchen	18%
None of These	1%
Don't Know	6%

III. Aquatic/Multigenerational Center Use

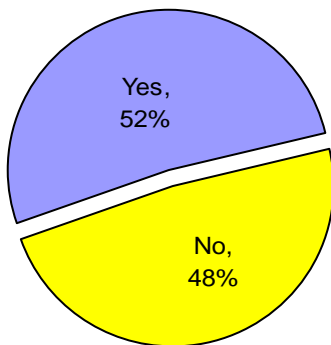
Forty-two percent of survey respondents say they would be “very likely” to use the *aquatic* amenities of the Center. Another 31 percent say they would be “somewhat likely” to use these amenities. Thirty-four percent indicate that they would be “very likely” to use the *multigenerational* amenities of the Center, and another 42 percent say they would be “somewhat likely” to use these amenities. Overall, these facilities are likely to be used by close to three-quarters of Flagstaff residents.



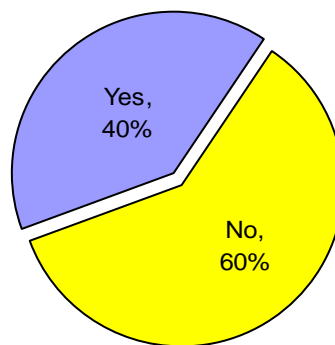
IV. Current Flagstaff Recreational Facility Use

Three survey questions probed respondents’ current use of recreational facilities in Flagstaff. About half of respondents (52%) have paid fees to use a recreational facility in Flagstaff in the past year. Forty percent of residents report currently having a membership to a Flagstaff health club. Finally, 38 percent of residents say they currently use swimming facilities in Flagstaff at some place other than a private home.

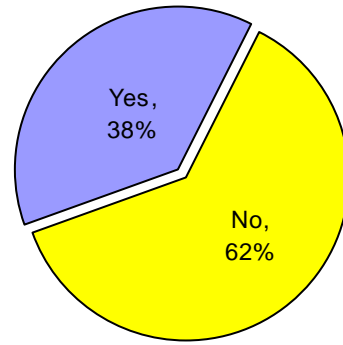
In the last year, did you pay fees to use any recreational facility in Flagstaff?



Do you currently have a membership to a health club in town?



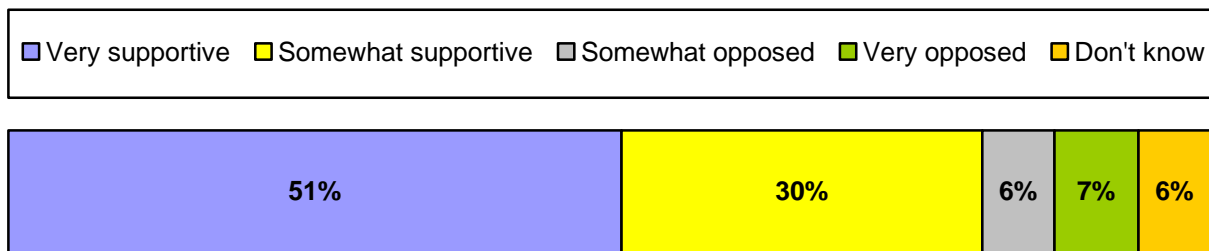
Do you currently use swim facilities in Flagstaff at some place other than a private home?



V. YMCA Partnership Option

The City of Flagstaff is considering sharing construction and operation of the Aquatic/Multigenerational Center, through a partnership arrangement, with the YMCA. Respondents were asked whether they support or oppose such a partnership. Survey respondents overwhelmingly indicate support for this idea. Eighty-one percent say they are “very supportive” or “somewhat supportive” of the city partnering with the YMCA. Thirteen percent of respondents say that they would be “very opposed” or “somewhat opposed” to this partnership.

How supportive are you of a partnership between the City and the YMCA in constructing and operating the center?



VI. Additional Comments

Respondents were asked if they had any additional comments regarding the Flagstaff Aquatic/Multigenerational Center. Verbatim responses to this question are reported below:

- Add racquetball courts, perhaps 3. I'd like to know what will be in the recreation center.
- Be careful about traffic congestion.
- Bike and pedestrian traffic needs to be improved over Cedar hill to accommodate the Center.
- Children should have a play area like that.
- Definitely needed in Flagstaff.
- Don't let the YMCA take over; use more community input.
- Family-friendly babysitting sections effort should be made with YMCA to make it better.
- Flagstaff needs a community pool.
- Fourth Street is too congested.
- Good idea to mix generations.
- Great idea.
- Great thing to have.
- Gym facilities are really needed.
- Handicapped amenities are important to include. Therapy rooms should have people who donate their time and/or hire therapists etc. This will make the

community better.

- I'd be opposed to the YMCA supporting the facility because the city needs to be able to handle the management and fees at the center. The YMCA should be a separate entity. The YMCA doesn't need the city of Flagstaff.
- I believe that a family plan would help to keep fees down.
- I believe the public should be informed of all decisions. The city should seek advice and consult by professional people in terms of architecture and financial sources.
- I didn't know anything about it, but it sounds positive if the fees aren't too high.
- I do not believe the YMCA should be involved. The idea scares me.
- I hope it comes to pass.
- I hope it truly comes through.
- I hope that it would be affordable for those of us who live in Flagstaff.
- I hope that there will be a wide response geographically.
- I hope that however much they charge, it will work with low-income people because people with money have a choice of many facilities to go to.
- I'm concerned that it would turn into a health center for the hospital people. I would rather it be accessible to lower-income people as well.
- I need skating.
- I oppose this Center.
- I support the YMCA because the city only needs one facility.
- I support YMCA operation of the facility 100 percent.
- I think if they have a hot tub it should be for adults. I'd also like a separate adult changing room.
- I think it's long overdue.
- I think it is a good idea, and I think people would use it.
- I think it is a great idea.
- I think it is a very good idea for the community, especially for children.
- I think it is long overdue.
- I think it would be a great thing, even for my age.
- I think it's a great idea and I hope they don't drag their feet.
- I think it's a great idea; we've needed this for a long time.
- I think the locations chosen are good sites because almost everything in Flagstaff is centered around the university. Maybe people on the east side of Flagstaff can have something that is accessible.
- I think there should be an indoor soccer field included for the winter.
- I want to have lap and leisure pool both in the Center.
- I would hope that it would be a reasonable price or fees.
- I would like an indoor soccer arena.
- I would like to build it for young people.
- I would like to say it should be affordable by all.
- I would like to see the Center in the area south of I-40 area.
- I would like to see it happen soon.
- I would like to see the center to help people's fitness and well-being.
- I would prefer that the Aquatic Center have some therapeutic amenities. I would also like there to be more public information about what the YMCA is planning.
- I would rather have the YMCA run the facility, without the city getting involved.

- I would support it if they would support the YMCA.
- I'd rather see the Center at the mesa also but the location at Forest is best for kids.
- If it is a YMCA sponsored facility, I would like to make sure that fees are not used by the YMCA.
- If McMillan Mesa was to be built on anyways, build it there. Otherwise, build at Turquoise.
- It is a good idea.
- It is going to make me happy.
- It should be cheap.
- It should be cheap or free to use.
- It would be a wonderful thing for the city to have. They should add some activities for the disabled.
- It would get more kids involved.
- It's a great idea and I can't believe I haven't heard about it. It will raise Flagstaff up another notch, along with the Fourth Street overpass.
- It's very important to improve existing facilities, rather than building new buildings.
- Keep it in Flagstaff for the people in Flagstaff.
- Leisure pool should include limited lap space. I like the idea.
- Let's do it.
- Like the walking path idea.
- Low-income families should be able to get it easily.
- Make it affordable for everyone. The reason we stopped going to the country club was because the cleanliness was unacceptable.
- Membership costs should be affordable, less than NAU or FAC.
- Mixed feelings about the YMCA; don't like their policies.
- More people it benefits the better.
- Multigenerational is too much and the pool is just enough as is.
- My concern is that there should be enough room to expand. Make sure to pick a location with enough space. It sounds great.
- Needed for the kids of the community.
- Needs to be in a neighborhood that would benefit those that do not have easy access to transportation and the less fortunate.
- Pool that's not as expensive.
- Rename the Center.
- Should be cost effective, good to see that it is finally taking place. We need another place for children, perhaps an auditory playroom.
- Spend money on things that are not available in town. Things like the indoor track are already available through NAU.
- Start the project as soon as possible.
- Supportive of the project but that none of the cost should be forced upon flagstaff.
- Swimming pools in town like at Flagstaff High School and Elden Middle School are ugly and not nice to be in. So keep that in mind when designing the new site.
- The Center is long overdue. I strongly disagree with the Fourth Street location because it's crowded.
- The City and the YMCA should definitely work together. I would like to see the East side community have good access to the center.

- The City of Flagstaff is going in the right in the direction.
- The comment I have is it would be much utilized.
- They need to get it built fast.
- They should keep the prices low for the general public.
- They should take all that money to subsidize the schools.
- They should include kayaking classes in there.
- Think it's a good idea.
- Try to get FMC involved somehow for staffing and funding.
- Two things this town needs are more activities for children, and for older people not just to socialize, but to exercise and stay healthy.
- Varied access to things, we could add reading sections and board games and to include things for all ages.
- Very good; I am excited about it.
- Voters in '96 approved 3 new ball fields and have not received them. I am concerned with the trust issue that the city has with bond money including that to be used for this particular project.
- Waiting for it to complete.
- Want racquetball court.
- Warm water.
- We need an exercising room.
- Weight room for seniors set aside.
- Will fees be involved in the Center?
- Wish they'd hurry up and get it done.
- Would like to see an indoor soccer center, too.
- YMCA is the wrong organization to be included. I want a horseshoe-shaped pool for kayaking.

**FLAGSTAFF
AQUATIC/MULTIGENERATIONAL CENTER SURVEY
ANNOTATED QUESTIONNAIRE**

INITIAL CONTACT AND INTRODUCTION

Hello, my name is (STATE FIRST NAME AND LAST NAME) and I'm calling from Northern Arizona University. I am not selling anything. The City of Flagstaff Parks and Recreation Division has asked us to conduct a survey about some planning issues associated with the Aquatic/Multigenerational Center. The survey will take less than 10 minutes to complete. Your views will help local officials make decisions on current issues. In order for our survey to be most representative, I need to talk to the person currently living in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you or someone else?

1. If person answering phone, continue with survey:

All your answers are voluntary and confidential and will only be reported as part of a group response. If I should come to any question you would rather not answer, just let me know and I will go to the next question. OK?

2. If someone else, ask to speak to the appropriate person. If that person is not available, schedule a callback

3. Refused

[Repeat Intro to new person] Hello, my name is (STATE FIRST NAME AND LAST NAME) and I'm calling from Northern Arizona University. The City of Flagstaff Parks and Recreation Department has asked us to conduct a survey about some planning issues associated with the Aquatic/Multigenerational Center. The survey will take less than 10 minutes to complete. Your views will help local officials make decisions on current issues. Do you have just a few minutes? All your answers are voluntary and confidential and will only be reported as part of a group response. If I should come to any questions you would rather not answer, just let me know and I will go to the next question. OK?

SCREENING QUESTIONS

S1. First, do you live inside the Flagstaff City boundaries, or outside the City boundaries?

	Frequency	Percent	Valid Percent	Cumulative Percent
Inside	408	100%	100%	100%

S2. Are you a full-time resident of the Flagstaff area, a part-time resident, or not a resident at all?

	Frequency	Percent	Valid Percent	Cumulative Percent
Full-time resident	399	98%	98%	98%
Part-time resident	10	2%	2%	100%
Total	408	100%	100%	

S2a. *[If part-time]* Do you consider Flagstaff to be your primary residence?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	10	2%	100%	100%
Total	10	100%		

AQUATIC/MULTIGENERATIONAL RECREATION CENTER

1. Now I'd like to ask you some questions about the proposed Aquatic/Multigenerational Center for Flagstaff. In 2004, Flagstaff voters supported two bond issues associated with recreation facilities. One is to provide an indoor municipal swimming and aquatic facility. The second is for building a new multigenerational recreation center or expanding an existing facility. How much have you seen or heard about this issue: quite a lot, some, or nothing at all?

	Frequency	Valid Percent	Cumulative Percent
Quite a lot	50	12%	12%
Some	198	48%	61%
Nothing at all	161	39%	100%
Total	408	100%	

Provided as needed to respondents:

What is an aquatic center?

An aquatic center typically contains pools with different water temperatures and features. For example a lap pool will provide for exercise, swimming lessons and competitions. A leisure pool combines many water features including a zero depth beach entry (easy access), water slides, current channels for tubing and resistance walking, lap lanes for exercise, water aerobics classes, and sprays and waterfalls for water play. The goal is to provide an aquatic environment accessible to all ages, abilities and interests.

What is a multigenerational center?

A multigenerational center is intended to serve the needs of all ages from pre-schoolers to senior adults. It combines amenities that serve both recreational, cultural and community needs. Typical amenities include, indoor walk/jog track, gymnasiums, climbing walls, exercise equipment, group fitness rooms, dance, game rooms, arts and crafts rooms, multi-purpose rooms, babysitting, lounges and social places.

2. The City is deciding where to locate a combined Aquatic/Multigenerational Center. After three public workshops, two sites have emerged as preferred options. One of the sites under consideration is at the northeast corner of Turquoise Avenue and Forest Avenue, next to the Jay Lively Ice Arena. Are you very familiar with this location, somewhat familiar with this location or not at all familiar with this location?

	Frequency	Valid Percent	Cumulative Percent
Very familiar	312	77%	77%
Somewhat familiar	64	16%	93%
Not at all familiar	30	7%	100%
Total	407	100%	

3. Is this location very easy for you to get to, somewhat easy for you to get to, somewhat difficult for you to get to, or very difficult for you to get to?

	Frequency	Valid Percent	Cumulative Percent
Very easy	223	60%	60%
Somewhat easy	111	30%	89%
Somewhat difficult	31	8%	98%
Very difficult	9	2%	100%
Total	374	100%	

4. If the City decides to locate the Center at the corner of Turquoise and Forest Avenues, would you strongly support this decision, somewhat support this decision, somewhat oppose this decision, or strongly oppose this decision?

	Frequency	Valid Percent	Cumulative Percent
Strongly support this decision	157	39%	39%
Somewhat support this decision	150	37%	76%
Somewhat oppose this decision,	35	9%	84%
Strongly oppose this decision	25	6%	91%
Don't know	33	8%	99%
Depends	5	1%	100%
Total	406	100%	

5. Another site being considered for the Center is just South of the new Fourth Street Overpass, at the northeast corner of Fourth Street and Huntington. Are you very familiar with this location, somewhat familiar with this location, or not at all familiar with this location?

	Frequency	Valid Percent	Cumulative Percent
Very familiar	313	77%	77%
Somewhat familiar	72	18%	95%
Not at all familiar	21	5%	100%
Total	406	100%	

6. Is this location very easy for you to get to, somewhat easy for you to get to, somewhat difficult for you to get to, or very difficult for you to get to?

	Frequency	Valid Percent	Cumulative Percent
Very easy	202	52%	52%
Somewhat easy	117	30%	82%
Somewhat difficult	51	13%	96%
Very difficult	16	4%	100%
Depends	1	0%	100%
Total	386	100%	

7. If the City decides to locate the Center at the Fourth Street site, would you strongly support this decision, somewhat support this decision, somewhat oppose this decision, or strongly oppose this decision?

	Frequency	Valid Percent	Cumulative Percent
Strongly support	155	38%	38%
Somewhat support	152	37%	75%
Somewhat oppose	41	10%	85%
Strongly oppose	28	7%	92%
Depends	10	2%	95%
Don't know	15	4%	98%
Doesn't Matter	7	2%	100%
Total	408	100%	

8. Which site do you prefer most for the Center:
 a. the Forest location next to the Jay Lively Ice Arena
 OR
 b. the Fourth Street location? **[Randomly rotate options]**

	Frequency	Valid Percent	Cumulative Percent
Depends / Don't know / Doesn't matter	40	10%	10%
Forest Ave. Location	192	47%	57%
Fourth St. Location	177	43%	100%
Total	408	100%	

9. A third site remains as a potential option. This would be to locate the Center on McMillan Mesa, across the roadway from USGS Building and Buffalo Park, on the South side of Forest Avenue. Compared to the other two site options we have just discussed, do you prefer this site over the other two?

	Frequency	Valid Percent	Cumulative Percent
Prefer this site	60	15%	15%
Do not prefer site	311	76%	91%
Depends/Mixed	15	4%	95%
Don't know	13	3%	98%
Doesn't Matter	8	2%	100%
Total	407	100%	

10. The City also needs to decide what amenities to include in the Aquatic component of the Center. Current levels of funding suggest that the City may only be able to include one of two possible primary amenities. In your opinion, which amenity is most important to include:

a. **a lap pool**, used for exercise, swimming lessons, recreation and competition,

OR

b. **a leisure pool**, including elements such as a water slide, a lazy river, aquatic play area, limited lap swimming space and a slightly warmer water temperature. Which is most important to you—the competitive pool or the leisure pool? [**Randomly rotate options**]

	Frequency	Valid Percent	Cumulative Percent
Lap Pool	132	32%	32%
Leisure Pool	257	63%	95%
Depends	4	1%	96%
Don't know	10	3%	99%
Neither	5	1%	100%
Total	408	100%	

11. As you may know, the bond language for the multigenerational recreation center indicated new construction of a facility and/or a renovation to existing facilities. Public comment suggests that a portion of bond money available for construction of a new multigenerational recreation center should be used to renovate and expand the existing Adult Center at Thorpe Park. **[Randomize order of options]**

a. Would you like a portion of the bond money to be used to renovate the Adult Center, OR would you like to see all of the bond money used to build a new multigenerational recreation center?

b. Would you like to see all of the bond money used to build a new multigenerational recreation center OR would you like a portion of the bond money to be used to renovate the Adult Center?

	Frequency	Valid Percent	Cumulative Percent
Portion used to renovate Adult Center	194	48%	48%
All money used to build new center	161	39%	87%
Depends	8	2%	89%
Don't know	40	10%	99%
Neither	4	1%	100%
Total	408	100%	

12. People that have attended the public meetings seem to prefer that a gymnasium, walking track, and fitness equipment be included in the Multigenerational Recreation Center. At this time, the City is trying to decide which additional amenities to include in the center. I am going to read a list of eight additional amenities. Understanding that all eight amenities may not be funded initially, which three do you consider most important to be included in the Center: Community rooms, commercial kitchen, game room, climbing wall, indoor playground, arts/crafts room, dance/aerobics room, whirlpool/therapy pool. [Would you like me to read the list again?] **(Randomize list presentation)**

	1st Choice	2nd Choice	3rd Choice
Community rooms	13%	14%	14%
Commercial Kitchen	5%	6%	6%
Game Room	11%	10%	10%
Climbing Wall	17%	10%	10%
Indoor Playground	15%	15%	15%
Arts and Crafts Room	7%	13%	13%
Dance and Aerobics Room	12%	15%	15%
Whirlpool/Therapy Room	15%	16%	16%
Can't decide	3%	1%	1%
Don't want any of these	1%		
Don't know	1%		
Total	100%	100%	100%

All choices combined:

	Frequency	Percent of Responses	Percent of Cases
Community rooms	145	13%	36%
Commercial Kitchen	71	6%	18%
Game Room	116	10%	29%
Climbing Wall	159	14%	39%
Indoor Playground	177	15%	44%
Arts and Crafts Room	117	10%	29%
Dance and Aerobics Room	171	15%	42%
Whirlpool/Therapy Room	162	14%	40%
Can't decide	20	2%	5%
Don't want any of these	5	1%	1%
Don't know	5	1%	1%
Total	1150	100%	285%

13. How likely would you be to use the Aquatic amenities of the Center? Is that very or somewhat [likely, unlikely]?

	Frequency	Valid Percent	Cumulative Percent
Very likely	172	42%	42%
Somewhat likely	127	31%	73%
Somewhat unlikely	55	13%	87%
Very unlikely	47	11%	98%
Don't know/Depends	7	2%	100%
Total	407	100%	

14. How likely would you be to use the Multigenerational amenities of the Center? Is that very or somewhat [likely, unlikely]?

	Frequency	Valid Percent	Cumulative Percent
Very likely	137	34%	34%
Somewhat likely	169	42%	75%
Somewhat unlikely	46	11%	86%
Very unlikely	48	12%	98%
Don't know/Depends	7	2%	100%
Total	407	100%	

15. In the last year, did you pay fees to use any recreational facility in Flagstaff?

	Frequency	Valid Percent	Cumulative Percent
Yes	212	52%	52%
No	195	48%	100%
Total	407	100%	

16. Do you currently have a membership to a health club in town, such as the Flagstaff Athletic Club, The Firm or NAU Recreation Center?

	Frequency	Valid Percent	Cumulative Percent
Yes	162	40%	40%
No	245	60%	100%
Total	407	100%	

17. Do you currently use swimming facilities in Flagstaff at some place other than a private home?

	Frequency	Valid Percent	Cumulative Percent
Yes	155	38%	38%
No	252	62%	100%
Total	407	100%	

18. The City is considering sharing construction and operation of the facility, through a partnership arrangement, with the YMCA. Do you support or oppose such an arrangement? Is that very or somewhat [supportive/opposed]?

	Frequency	Valid Percent	Cumulative Percent
Very supportive	207	51%	51%
Somewhat supportive	121	30%	81%
Somewhat opposed	25	6%	87%
Very opposed	30	7%	94%
Depends	9	2%	96%
Don't know	15	4%	100%
Total	407	100%	

DEMOGRAPHICS

Now, I'd like to ask you some questions so we can classify your answers.

- D1. How many years have you lived in the Flagstaff area?
[INTERVIEWER: If respondent states "all of my life" probe for how many years.]

	Frequency	Valid Percent	Cumulative Percent
0-5 years	111	30%	30%
6-19 years	139	37%	67%
20 or more years	125	33%	100%
Total	375	100%	

- D2. Are you currently single, married, living with a partner, divorced, or widowed?

	Frequency	Valid Percent	Cumulative Percent
Single	97	24%	24%
Married	219	55%	79%
Living with life partner	40	10%	90%
Divorced	25	6%	96%
Widowed	17	4%	100%
Total	397	100%	

- D3. Are there any children, under the age of 18, currently living in your home?

	Frequency	Valid Percent	Cumulative Percent
Yes	145	37%	37%
No	253	63%	100%
Total	398	100%	

- D4. In what year were you born? (Enter last two digits)

	Frequency	Valid Percent	Cumulative Percent
18 - 34	120	31%	31%
35 - 54	166	43%	74%
55+	102	26%	100%
Total	387	100%	

D5. Are you registered to vote at your current address?

	Frequency	Valid Percent	Cumulative Percent
Yes	344	87%	87%
No	52	13%	100%
Total	396	100%	

D6. Do you primarily consider yourself to be? *[Interviewer: Read List.]*

	Frequency	Valid Percent	Cumulative Percent
White	324	83%	83%
African American	1	0%	84%
Hispanic	28	7%	91%
Native American	19	5%	96%
Other	17	4%	100%
Total	388	100%	

D7. Which of the following income groups includes your total family income in 2004 before taxes? Tell me to stop when I read the correct category.

	Frequency	Valid Percent	Cumulative Percent
Less than \$30,000	104	29%	29%
\$30,000-\$74,999	156	43%	72%
\$75,000+	100	28%	100%
Total	360	100%	

D8. What is your gender? *[Ask ONLY if necessary]*

	Frequency	Valid Percent	Cumulative Percent
Female	203	50%	50%
Male	205	50%	100%
Total	408	100%	

Any other comments: _____

Thank you very much for your time! You have been very helpful!

Survey Results by Demographics (Banner Tables)

		Total	Gender		Age			Income			Years in Flagstaff			Kids		Health club		Swimming	
			Female	Male	18-34	35-54	55+	<\$30K	\$30-75K	>\$75K	0-5	6-19	20+	Yes	No	Yes	No	Yes	No
How much have you heard about the Aquatic/MGC issue?	Quite a lot	12%	11%	13%	12%	10%	18%	10%	10%	18%	13%	8%	17%	14%	11%	16%	10%	18%	8%
	Some	48%	50%	47%	34%	58%	53%	36%	51%	61%	50%	55%	45%	53%	47%	52%	46%	54%	45%
	Nothing at all	39%	39%	40%	55%	32%	29%	54%	39%	21%	37%	37%	38%	33%	42%	32%	44%	28%	46%
How familiar are you with the Forest Ave. location?	Very familiar	77%	77%	77%	62%	86%	83%	66%	82%	86%	61%	80%	93%	86%	72%	81%	74%	86%	71%
	Somewhat familiar	16%	17%	15%	23%	10%	14%	22%	13%	12%	25%	16%	7%	9%	20%	15%	16%	10%	19%
	Not at all familiar	7%	6%	9%	15%	4%	2%	11%	4%	2%	14%	4%	0%	4%	9%	4%	9%	4%	9%
How hard is it for you to get to the Forest Ave. location?	Very easy	60%	60%	59%	57%	61%	59%	55%	62%	61%	49%	53%	73%	58%	60%	62%	58%	68%	54%
	Somewhat easy	30%	29%	30%	30%	31%	28%	35%	26%	30%	37%	36%	20%	33%	28%	31%	29%	23%	34%
	Somewhat difficult	8%	7%	9%	11%	7%	8%	7%	9%	6%	8%	9%	5%	8%	8%	5%	10%	7%	9%
	Very difficult	2%	4%	1%	2%	2%	5%	3%	3%	2%	6%	2%	1%	1%	4%	2%	3%	2%	3%
Would you support putting the Center at the Forest Ave. location?	Strongly support	39%	44%	33%	35%	40%	43%	30%	41%	45%	33%	33%	50%	46%	36%	43%	36%	46%	35%
	Somewhat support	37%	34%	40%	39%	36%	34%	45%	36%	34%	44%	35%	36%	31%	41%	32%	41%	28%	43%
	Somewhat oppose	9%	8%	9%	9%	10%	9%	8%	9%	10%	9%	13%	5%	9%	9%	9%	9%	11%	7%
	Strongly oppose	6%	5%	7%	6%	4%	8%	5%	6%	5%	3%	8%	5%	4%	6%	6%	6%	5%	6%
	Don't know	9%	8%	11%	12%	10%	6%	12%	8%	5%	10%	12%	4%	11%	8%	9%	9%	9%	9%
How familiar are you with the Fourth Street location?	Very familiar	77%	75%	79%	67%	82%	80%	67%	84%	80%	68%	80%	85%	82%	74%	78%	77%	81%	75%
	Somewhat familiar	18%	20%	15%	22%	17%	15%	24%	15%	17%	21%	18%	13%	16%	19%	17%	18%	14%	20%
	Not at all familiar	5%	5%	6%	10%	1%	5%	9%	1%	3%	11%	1%	2%	2%	7%	5%	5%	5%	5%
How hard is it for you to get to the Fourth Street location?	Very easy	52%	52%	53%	43%	55%	56%	54%	52%	47%	49%	50%	57%	49%	53%	51%	53%	51%	53%
	Somewhat easy	30%	31%	30%	41%	27%	25%	32%	30%	30%	38%	31%	21%	34%	29%	29%	31%	25%	33%
	Somewhat difficult	13%	15%	12%	11%	16%	12%	13%	12%	18%	10%	15%	16%	15%	13%	17%	11%	17%	11%
	Very difficult	4%	3%	6%	5%	2%	6%	1%	5%	5%	3%	3%	6%	2%	5%	3%	5%	6%	3%
Would you support putting the Center at the Fourth Street location?	Strongly support	38%	39%	37%	28%	44%	41%	27%	45%	36%	41%	34%	39%	44%	35%	41%	37%	45%	34%
	Somewhat support	37%	37%	37%	47%	35%	31%	43%	38%	37%	36%	43%	33%	32%	41%	35%	39%	31%	41%
	Somewhat oppose	10%	12%	8%	9%	11%	10%	9%	8%	15%	9%	11%	11%	13%	9%	13%	9%	12%	9%
	Strongly oppose	7%	6%	8%	5%	3%	13%	6%	5%	5%	2%	7%	10%	3%	8%	4%	9%	5%	7%
	Don't know	8%	5%	9%	12%	7%	5%	14%	4%	6%	12%	5%	6%	8%	7%	8%	8%	6%	9%

In this table, “Kids” represents whether the respondent has children under 18 living in their home.

“Health club” represents whether the respondent has a membership to a Flagstaff health club.

“Swimming” represents whether the respondent uses swimming facilities in Flagstaff at some place other than a private home.

Survey Results by Demographics (Banner Tables)

		Total	Gender		Age			Income			Years in Flagstaff			Kids		Health club		Swimming	
			Female	Male	18-34	35-54	55+	<\$30K	\$30-75K	>\$75K	0-5	6-19	20+	Yes	No	Yes	No	Yes	No
Which site do you prefer for the Center?	Forest Avenue	47%	48%	46%	43%	46%	54%	46%	46%	52%	49%	42%	55%	49%	47%	44%	49%	49%	46%
	Fourth Street	43%	46%	40%	49%	45%	36%	45%	44%	42%	39%	49%	38%	45%	43%	46%	41%	43%	43%
	Don't know	10%	6%	13%	8%	9%	10%	8%	10%	6%	12%	9%	7%	6%	11%	9%	10%	8%	10%
Do you prefer the McMillan Mesa location?	Yes	15%	14%	15%	18%	12%	16%	17%	15%	17%	17%	16%	12%	17%	13%	13%	16%	16%	14%
	No	76%	77%	76%	71%	80%	78%	76%	75%	80%	71%	77%	82%	73%	79%	79%	75%	77%	77%
	Don't know	9%	10%	9%	11%	9%	6%	8%	11%	3%	12%	7%	7%	10%	8%	7%	10%	7%	9%
Which is most important to include, the lap pool or the leisure pool?	Lap Pool	32%	30%	34%	32%	26%	44%	30%	39%	32%	30%	37%	30%	17%	42%	32%	33%	32%	32%
	Leisure Pool	63%	65%	61%	66%	71%	48%	67%	57%	64%	68%	59%	63%	80%	53%	64%	63%	64%	63%
	Don't know	5%	4%	5%	2%	3%	8%	3%	5%	4%	2%	4%	7%	3%	5%	5%	5%	3%	5%
Should some funds be used to renovate Thorpe Adult Center?	Yes	48%	45%	50%	50%	51%	40%	57%	43%	48%	48%	50%	44%	45%	49%	52%	45%	49%	47%
	No	39%	42%	37%	42%	36%	46%	32%	45%	40%	37%	41%	44%	41%	40%	34%	43%	38%	40%
	Don't know	13%	14%	12%	9%	13%	15%	12%	12%	12%	15%	12%	13%	14%	11%	14%	13%	12%	13%
How likely would you be to use the Aquatic amenities of the Center?	Very likely	42%	46%	38%	50%	45%	28%	43%	42%	46%	47%	44%	32%	56%	35%	41%	43%	54%	35%
	Somewhat likely	31%	32%	30%	33%	32%	29%	33%	29%	31%	35%	26%	36%	28%	32%	29%	33%	29%	33%
	Somewhat unlikely	13%	13%	14%	13%	11%	19%	18%	13%	13%	12%	18%	11%	8%	17%	19%	10%	9%	16%
	Very unlikely	11%	7%	16%	5%	9%	21%	6%	14%	9%	6%	10%	18%	6%	14%	9%	13%	7%	14%
	Don't know	2%	2%	2%	0%	2%	2%	0%	2%	1%	0%	2%	3%	1%	2%	2%	2%	2%	2%
How likely would you be to use the Multigenerational amenities of the Center?	Very likely	34%	35%	32%	35%	36%	27%	32%	35%	35%	34%	34%	29%	39%	31%	31%	36%	41%	29%
	Somewhat likely	42%	46%	37%	45%	41%	40%	45%	40%	38%	44%	40%	43%	40%	42%	43%	41%	37%	45%
	Somewhat unlikely	11%	10%	13%	12%	11%	13%	13%	11%	11%	14%	13%	9%	10%	12%	12%	11%	10%	12%
	Very unlikely	12%	7%	17%	7%	11%	18%	10%	11%	14%	7%	12%	17%	10%	13%	13%	11%	10%	13%
	Don't know	2%	2%	2%	1%	2%	1%	0%	3%	1%	1%	2%	2%	1%	2%	2%	2%	2%	1%
Do you support a partnership between the city and the YMCA?	Very supportive	51%	55%	47%	47%	56%	45%	45%	50%	55%	46%	51%	53%	49%	52%	48%	53%	53%	50%
	Somewhat supportive	30%	28%	31%	37%	30%	23%	39%	29%	26%	31%	30%	29%	32%	29%	30%	30%	28%	31%
	Somewhat opposed	6%	7%	6%	7%	4%	8%	6%	9%	2%	11%	5%	4%	6%	6%	6%	6%	4%	8%
	Very opposed	7%	5%	10%	3%	3%	19%	10%	6%	7%	5%	7%	10%	3%	9%	7%	7%	10%	6%
	Don't know	6%	6%	6%	7%	7%	4%	1%	7%	10%	7%	6%	4%	10%	4%	9%	4%	6%	6%

In this table, “Kids” represents whether the respondent has children under 18 living in their home.

“Health club” represents whether the respondent has a membership to a Flagstaff health club.

“Swimming” represents whether the respondent uses swimming facilities in Flagstaff at some place other than a private home.

Survey Results by Demographics (Banner Tables)

Which three amenities do you consider most important to be included in the Center?

(Results in this table represent the percentage of respondents in each category who selected the amenity as one of three they would like to see included at the Center.)

	Total	Gender		Age			Income			Years in Flagstaff			Kids		Health club		Swimming	
		Female	Male	18-34	35-54	55+	<\$30K	\$30-75K	>\$75K	0-5	6-19	20+	Yes	No	Yes	No	Yes	No
Community rooms	36%	33%	38%	27%	42%	37%	28%	40%	39%	36%	33%	41%	31%	39%	42%	32%	38%	35%
Commercial Kitchen	18%	20%	15%	13%	18%	23%	20%	18%	13%	11%	24%	20%	15%	19%	18%	17%	20%	16%
Game Room	29%	21%	36%	37%	28%	22%	40%	22%	26%	32%	32%	24%	32%	27%	27%	30%	21%	34%
Climbing Wall	39%	34%	44%	57%	40%	18%	41%	38%	41%	48%	37%	34%	49%	35%	42%	38%	45%	36%
Indoor Playground	44%	52%	35%	44%	49%	37%	38%	47%	41%	45%	46%	41%	55%	38%	37%	48%	44%	44%
Arts and Crafts Room	29%	34%	24%	34%	28%	24%	32%	31%	30%	33%	32%	23%	33%	27%	29%	29%	33%	26%
Dance/Aerobics Room	42%	52%	33%	40%	43%	44%	38%	45%	46%	38%	43%	45%	42%	44%	47%	40%	42%	43%
Whirlpool/Therapy Room	40%	39%	41%	43%	36%	42%	47%	36%	40%	42%	34%	43%	31%	46%	40%	40%	38%	41%
Don't know	7%	5%	11%	2%	7%	16%	4%	9%	6%	4%	8%	11%	5%	8%	7%	8%	6%	9%

In this table, “Kids” represents whether the respondent has children under 18 living in their home.

“Health club” represents whether the respondent has a membership to a Flagstaff health club.

“Swimming” represents whether the respondent uses swimming facilities in Flagstaff at some place other than a private home.