



Flagstaff Aquatic / Multigenerational Center Survey

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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.