

Richfield Village Recreation Center Survey Additional Analysis

Jennifer Wiggins Johnson
Department of Marketing and Entrepreneurship
Kent State University

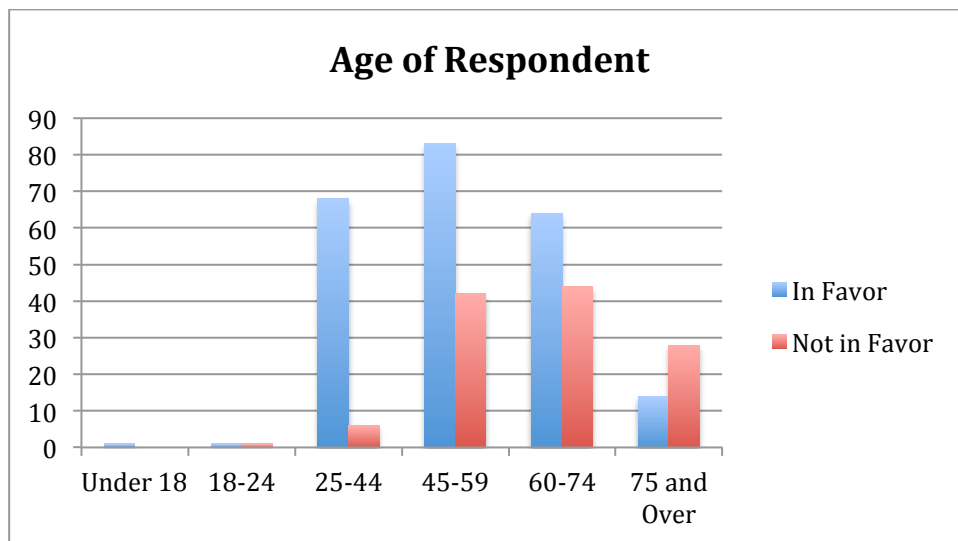
The initial results of this survey suggested that the residents of Richfield Village are split on their support for a community recreation center. Approximately two-thirds (63%) of the respondents were in favor of building a recreation center, while one-third (37%) was not in favor.

The overall pattern of responses suggests that most respondents have strong feelings about the recreation center. Very few respondents were neutral or indifferent about the proposal, and most were either strongly in favor of building the recreation center or strongly opposed.

To better understand how this split affects future plans, additional analysis was conducted to compare the responses of these two segments to determine if and how to target the segment that is in favor of building a recreation center.

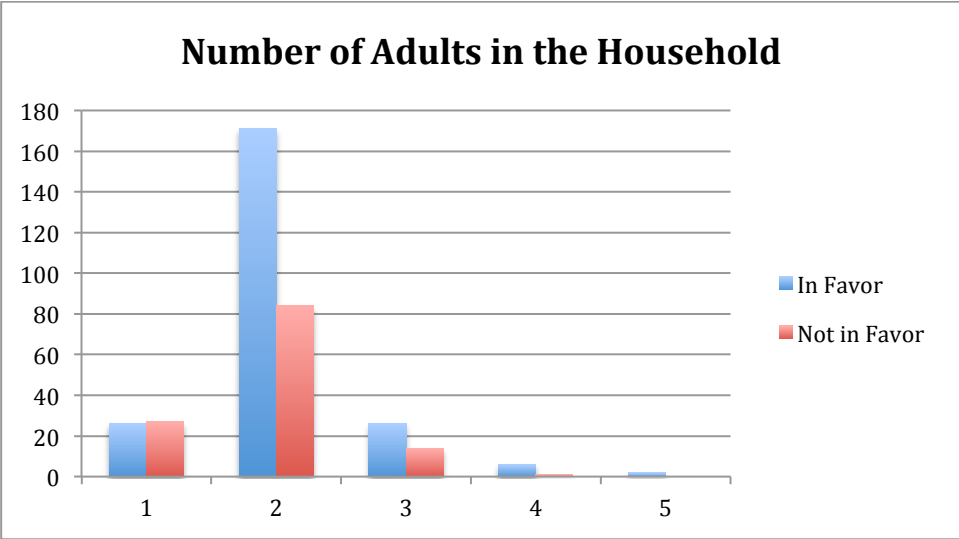
Segment Description

While the average age of respondents was relatively high overall, respondents who were in favor of building the recreation center were slightly younger than their counterparts who were not in favor of the recreation center.

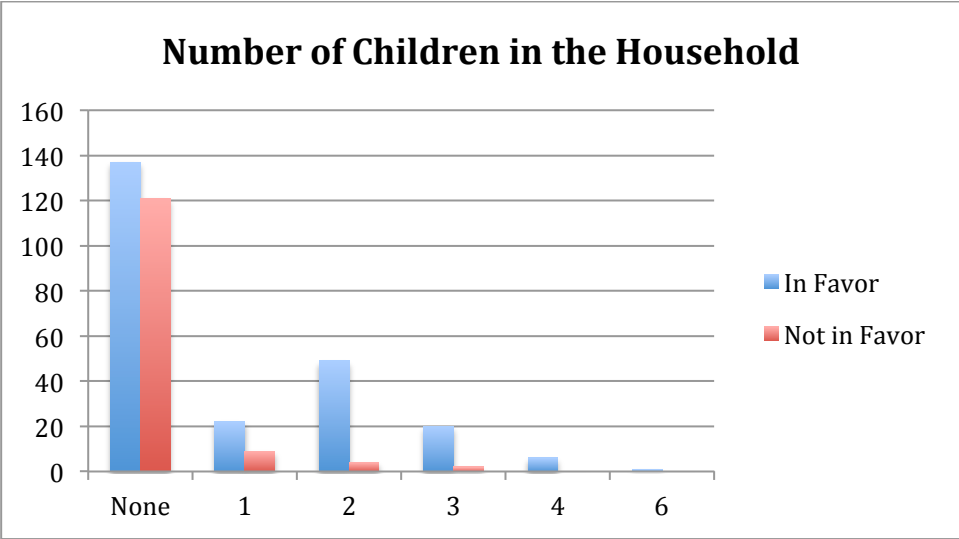


Respondents who were in favor of or opposed to building the recreation center did not differ in the number of years they had lived in Richfield Village, their likelihood of owning a home, the value of their homes, or their likelihood of continuing to live in Richfield Village in the future.

Respondents who were in favor of a building a recreation center were most likely to come from 2-adult households with no children. While this was the most common household size, there were more 2-adult households among the in favor segment than the not in favor segment.

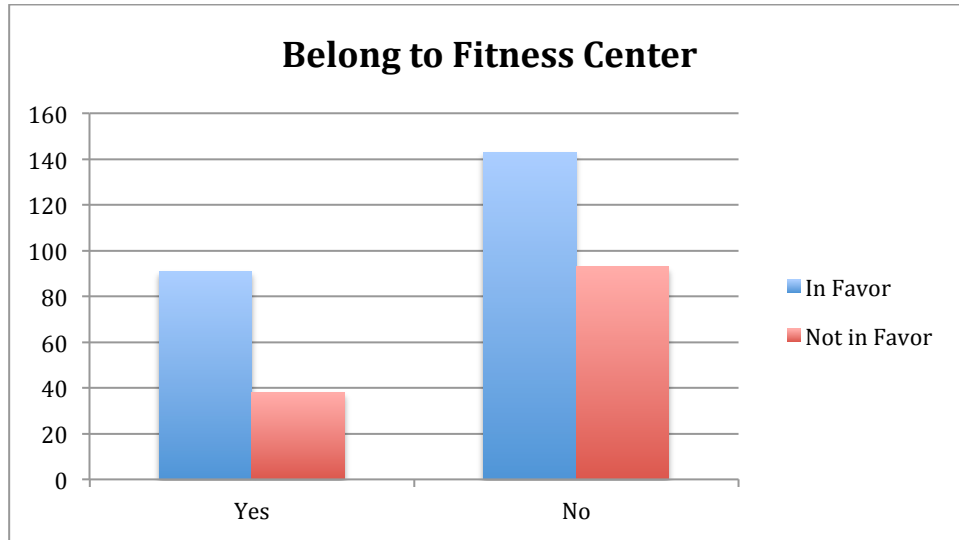


Among those respondents who did have children, those who were in favor of the recreation center were more likely to have children at home, and their children were slightly younger, with an average age of 9.4 for the in favor group and 13.6 for the not in favor group. However, the majority of the respondents who were in favor do not have children at home.

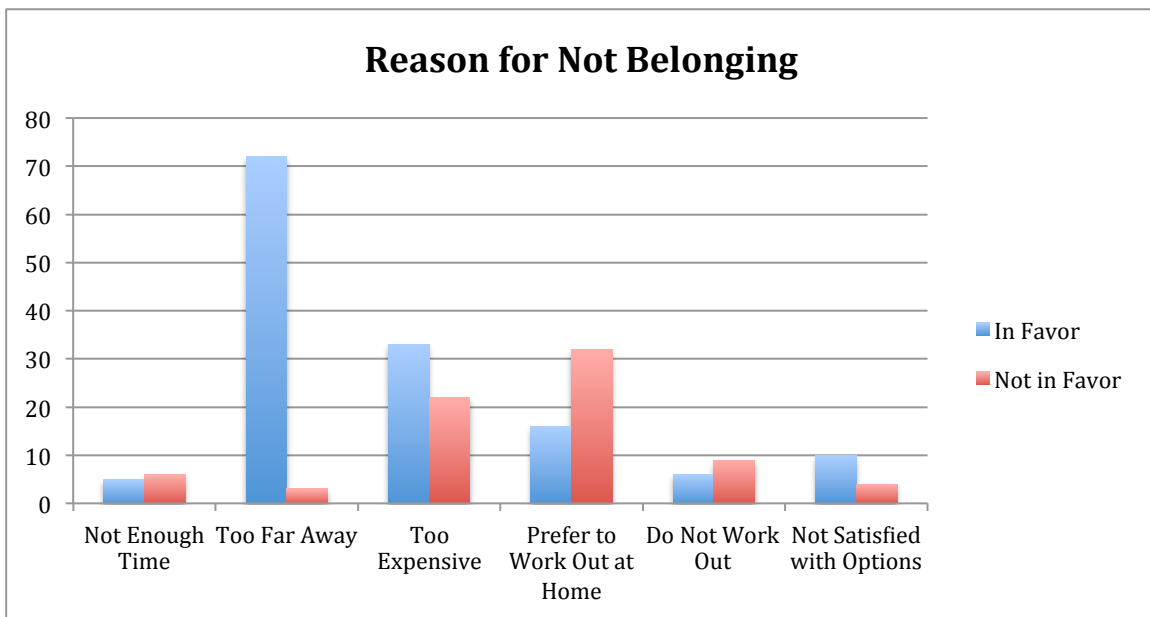


Current Fitness Center Membership

Respondents who were in favor of building a recreation center were also slightly more likely to currently belong to a fitness center than respondents who were not in favor.

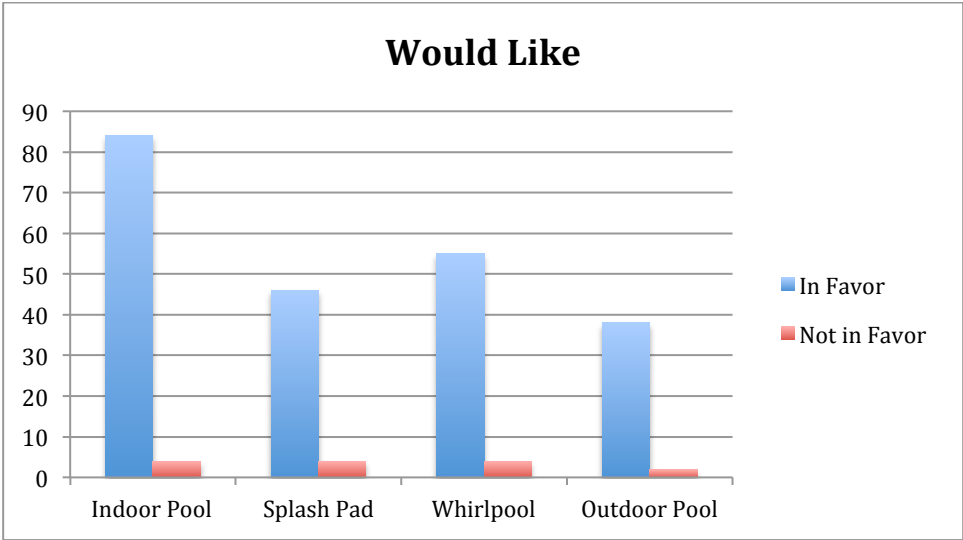


Those respondents who answered no were asked why they do not currently belong to a fitness center. While the two segments responded similarly on most options, respondents who are in favor of building a recreation center clearly perceive the distance to local fitness center options to be the greatest obstacle to their belonging to a fitness center.

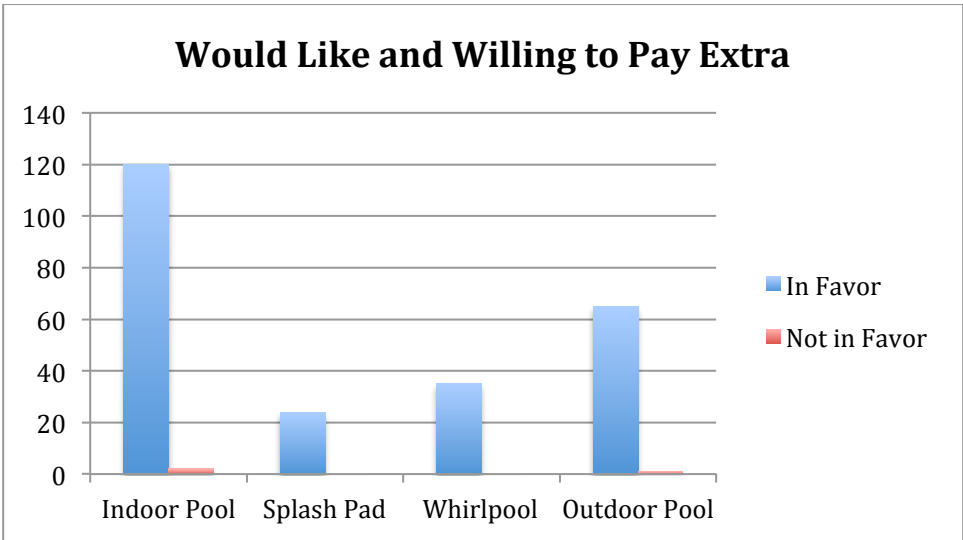


Desired Features in a Recreation Center

The option to have a pool was very attractive to those respondents who were in favor of building a recreation center, especially an indoor pool.

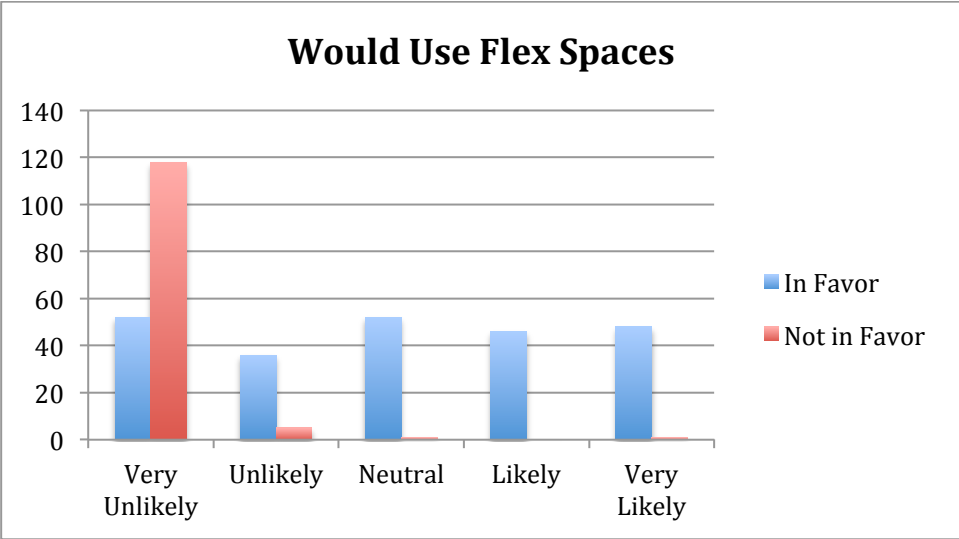


Of particular interest is that respondents who are in favor of building a recreation center responded positively to all four aquatic options – an indoor pool, a splash pad, a whirlpool, and an outdoor pool – but they were most likely to be willing to pay extra for an indoor pool. These respondents find an indoor pool very appealing and are likely to be willing to pay an additional fee to have access to one.



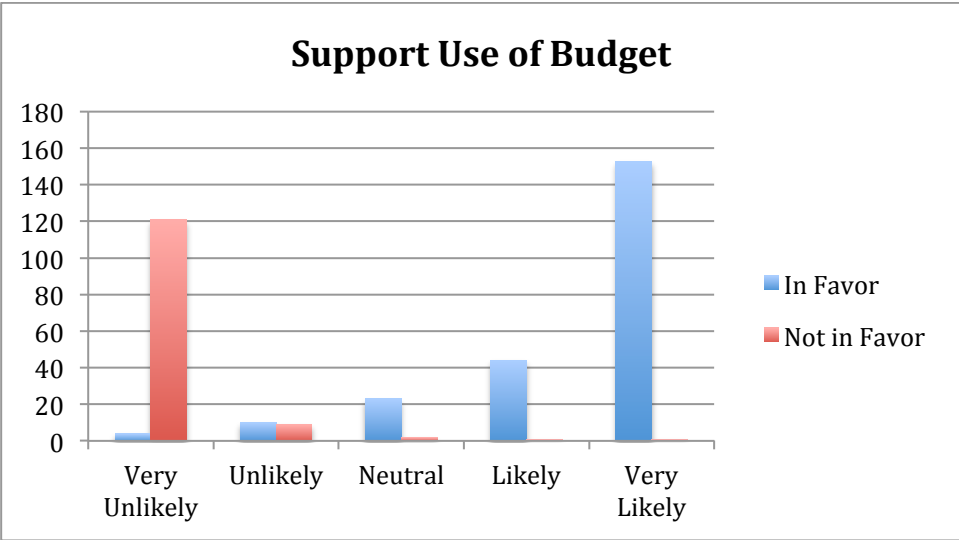
For those who oppose building a recreation center, a pool is not enticing enough to change their minds or to make them willing to pay for membership.

When asked if they would be likely to use flexible spaces in a recreation center, respondents who were in favor of building a recreation center were split evenly between the response options, while respondents who oppose building a recreation center were clearly not interested.

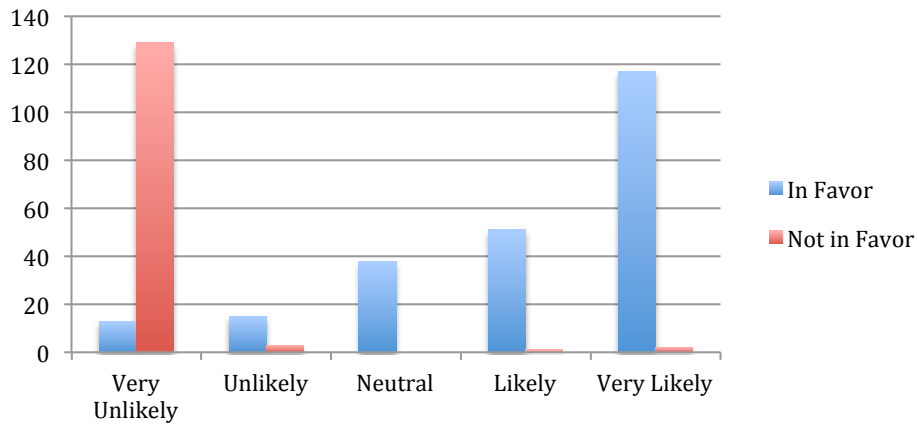


Willingness to Pay for a Recreation Center

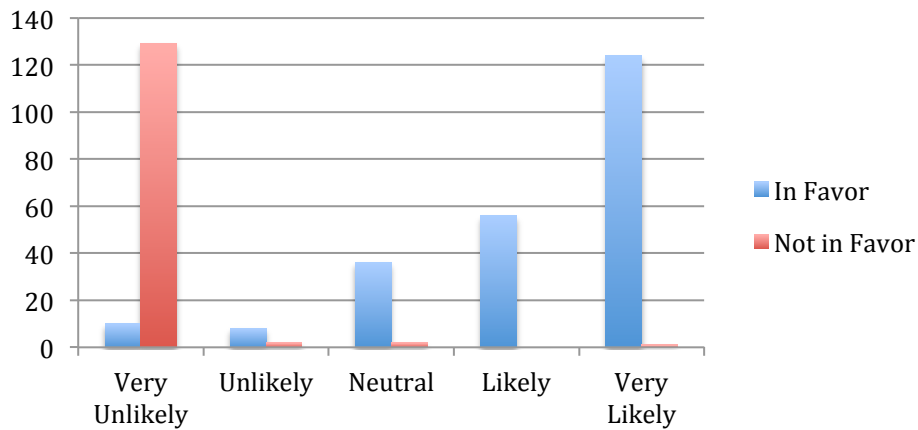
Respondents were asked how likely they would be to support various proposed methods of funding the recreation center. It is clear from the pattern of results that while the respondents who were in favor of building a recreation center are willing to pay for it – either through reassigning funds from the current budget, a bond or levy, or even paying higher taxes – respondents who do not support the recreation center are clearly unwilling to pay for it.



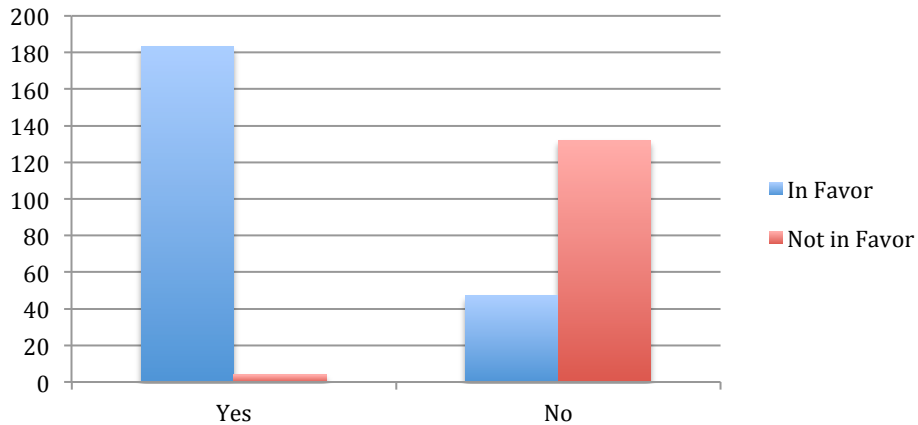
Support Levy



Support Bond



Willing to Pay Higher Taxes



On the whole, this analysis suggests that if the village can meet the needs of the segment that is in favor of the recreation center, that segment will be willing to pay for it. However, the segment that is opposed is likely to resist any funding plans that involve raising taxes or support from the village tax base as a whole.

If the village is able to build a recreation center that can be funded primarily through membership dollars and non-tax revenue sources, then it may be able to be successful without alienating the 37% of the village residents who are opposed to the recreation center.

However, a small-scale community center that is primarily flexible spaces is not likely to meet the needs of the segment that is in favor of building the recreation center, and will likely not attract enough memberships to support itself. The respondents who were in favor of building a recreation center appear to favor more of a fitness center that includes an indoor or outdoor pool.

These results suggest that if the village decides to move forward with the recreation center and target the segment that is in favor of it, a pool is a necessary aspect of the recreation center and a likely driver of membership sales.