



BOULDER CITY AQUATIC CENTER

RESIDENT SURVEY



PROJECT OVERVIEW

BOULDER CITY AQUATIC CENTER - RESIDENT SURVEY

OVERVIEW

MARKET RESEARCH SURVEY

Applied Analysis was retained by SH Architecture on behalf of Boulder City, Nevada (“Boulder City” or the “City”) to survey Boulder City residents in an effort to better understand perceptions and opinions regarding proposed plans for a new municipal aquatic center.

This summary presentation highlights the results of 375 telephone interviews as well as the salient findings of our review and analysis.

Although a number of steps were taken before, during and after the survey process to limit research bias and to ensure the meaningfulness of the results generated, any primary research project of this nature will have some limitations. These limitations should be considered in the evaluation of the findings provided herein.

OVERVIEW

RESEARCH PARAMETERS

GENERAL APPROACH	Conduct 375 Boulder City resident interviews via telephone
SURVEY PARAMETERS	
TIMEFRAME	September 26, 2018 to October 12, 2018
METHOD	Telephonic survey via land line and cellular phones
REQUIREMENTS	Boulder City residents aged 18 and over
RESPONDENTS	375
CONFIDENCE INTERVAL	95%
MARGIN OF ERROR	5.0%

SUMMARY OF FINDINGS

BOULDER CITY AQUATIC CENTER - RESIDENT SURVEY

SUMMARY OF FINDINGS

PERCEIVED NEED AND USAGE OF NEW AQUATIC CENTER

PERCEIVED NEED FOR A NEW AQUATIC CENTER

- When asked to choose between either keeping the existing facility and making repairs as necessary or building a new aquatic center with better, upgraded amenities, nearly three-fourths (73 percent) of respondents preferred a new facility.
- Over eight in ten (85 percent) respondents think it is important for the City to explore options to replace the aging existing facility with a new aquatic center.

PERCEIVED USAGE

- Almost one-half (46 percent) of respondents say they or someone in their household would “definitely” use a new aquatic center and another fifth (18 percent) said they would “probably” use the facility.

SUMMARY OF FINDINGS

ELEMENTS OF A NEW AQUATIC CENTER

MOST IMPORTANT ASPECTS

- Family friendly (4.61 / 5.00)
- Multi-generational (4.60 / 5.00)

MOST IMPORTANT AMENITIES

- Swim lessons (4.54 / 5.00)
- Facilities for young children (4.30 / 5.00)
- Water fitness classes (4.24 / 5.00)
- Adult lap lanes (4.22 / 5.00)

MOST LIKELY PARTICIPATION IN ACTIVITIES

- Swimming for exercise (3.77 / 5.00)
- First aid / CPR / AED training (3.57 / 5.00)
- Fitness classes (3.44 / 5.00)

Note: Ratings were based on a 5-point scale with 1.0 reflecting the lowest/unfavorable rating and 5.0 reflecting the highest/favorable rating.

SUMMARY OF FINDINGS

ELEMENTS OF A NEW AQUATIC CENTER

LEAST IMPORTANT AMENITIES

- Community meeting rooms (2.72 / 5.00)
- Racquetball Courts (2.85 / 5.00)
- Waterslides (3.17 / 5.00)

LEAST LIKELY PARTICIPATION IN ACTIVITIES

- Beginner swimming lessons (2.14 / 5.00)
- Racquetball (2.16 / 5.00)

Note: Ratings were based on a 5-point scale with 1.0 reflecting the lowest/unfavorable rating and 5.0 reflecting the highest/favorable rating.

SUMMARY OF FINDINGS

PROJECT FUNDING

PUBLIC DEBT

- Over six in ten (62 percent) of respondents would support the City incurring public debt for development of an aquatic center.
-

PROPERTY TAXES

- Fewer than four in 10 (37 percent) of respondents would support raising property taxes to fund development of an aquatic center.
-

PREFERRED METHOD OF PAYMENT FOR FACILITY USE

- Assuming the cost of the aquatic center could not be fully funded by the city government, those with some likelihood of using a new aquatic center, preferred payment methods were largely split with 34 percent preferring a monthly membership, 29 percent preferring a daily rate, and 20 percent preferring an annual fee.

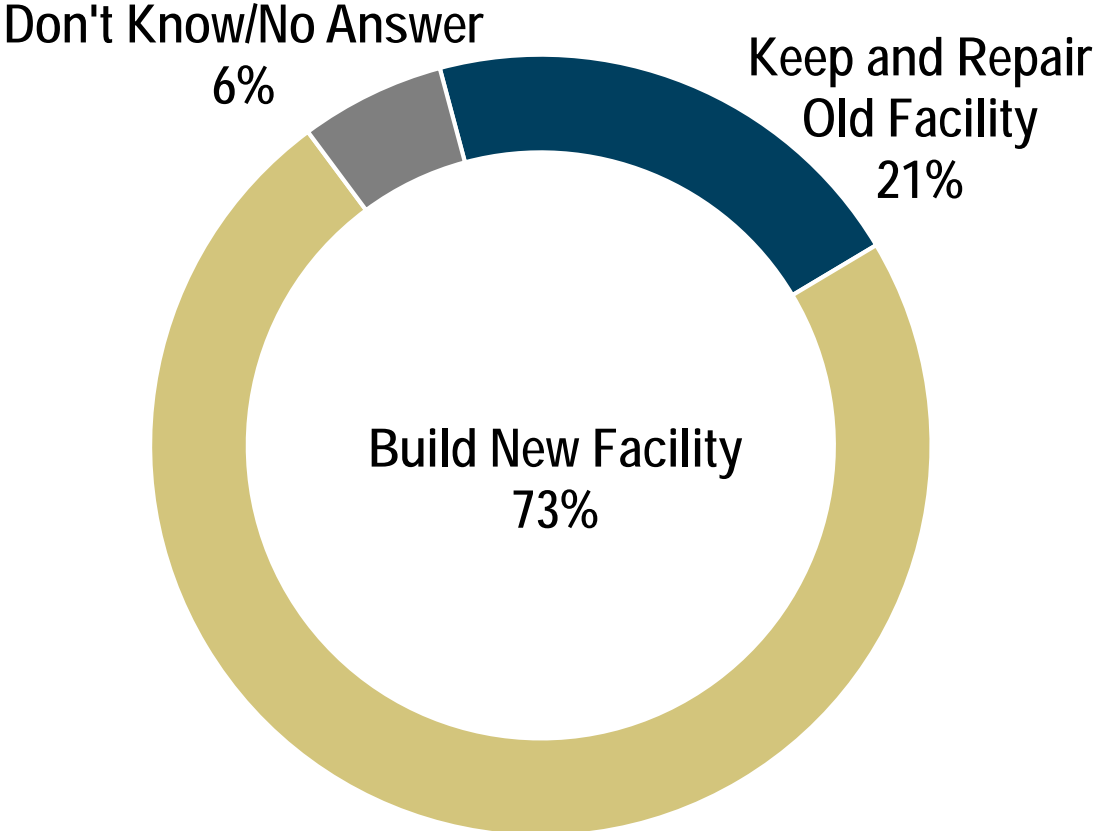
SURVEY RESULTS

BOULDER CITY AQUATIC CENTER - RESIDENT SURVEY

QUESTION 1

FIX OLD FACILITY OR BUILD NEW FACILITY

Some people say that Boulder City should keep the current facility and make repairs as necessary, while others say Boulder City should build a new and better facility with upgraded amenities. With which of these groups do you agree more?

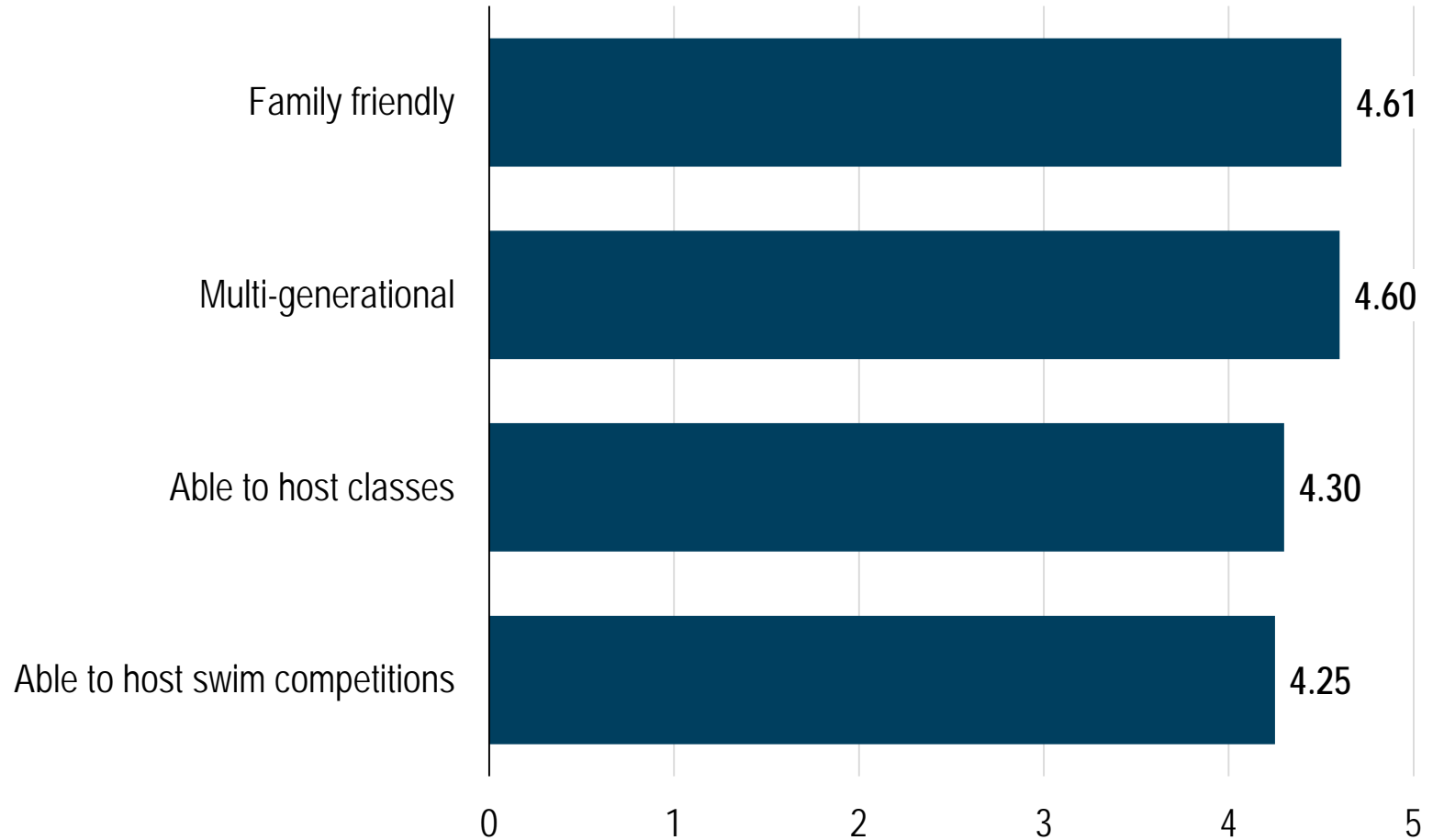


N = 375

QUESTION 2

ASPECTS OF A NEW AQUATIC CENTER

Now suppose a new aquatic center could be built in Boulder City. I'd like to ask you how important are the following aspects of a new aquatic center. Please use a 1 to 5 scale, where 1 is "not at all important" and 5 is "very important." You may choose any number between one and five to express your opinion. How about a facility that is...

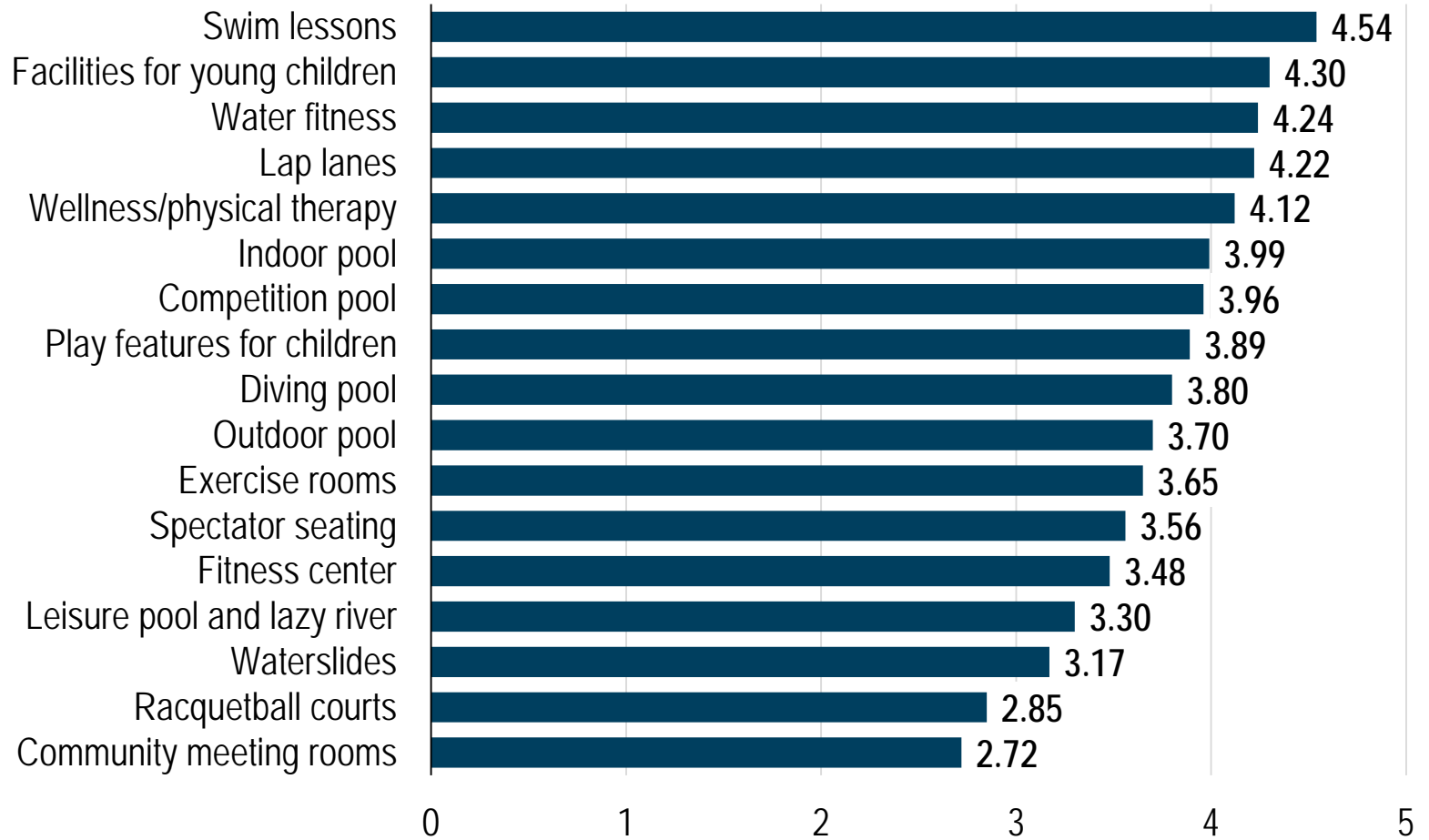


N = 375

QUESTION 3

AMENITIES AT A NEW AQUATIC CENTER

How important are the following amenities or offerings of a new aquatic center? Please use a 1 to 5 scale, where 1 is "not at all important" and 5 is "very important." You may choose any number between one and five to express your opinion. How important are...

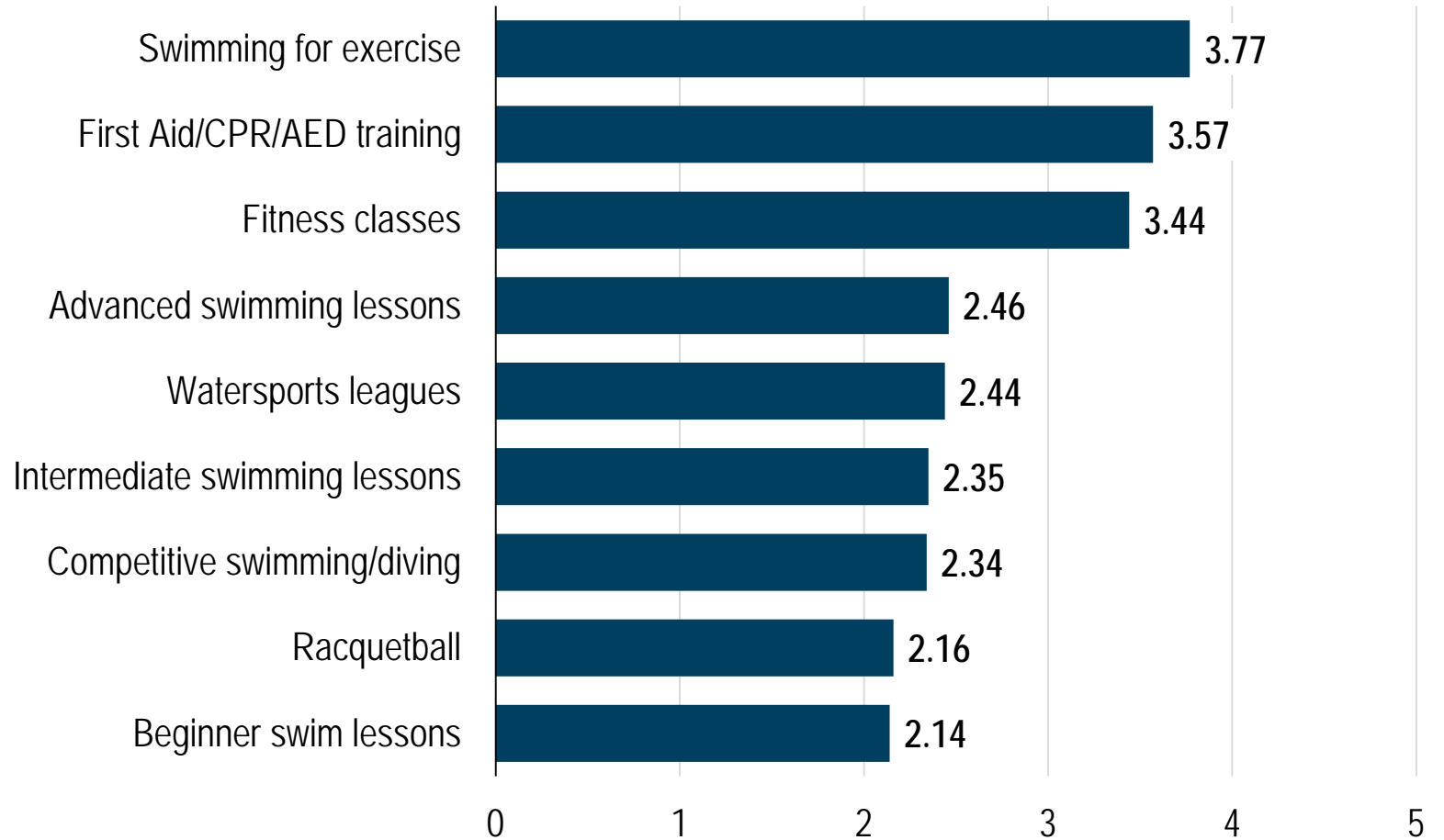


N = 375

QUESTION 4

LIKELIHOOD OF ACTIVITY ATTENDANCE

How likely would you or a member of your family be to participate in the following activities if offered at an aquatic center? Please use a 1 to 5 scale, where 1 is "not at all likely" and 5 is "very likely." You may choose any number between one and five to express your opinion. How likely are you to attend...

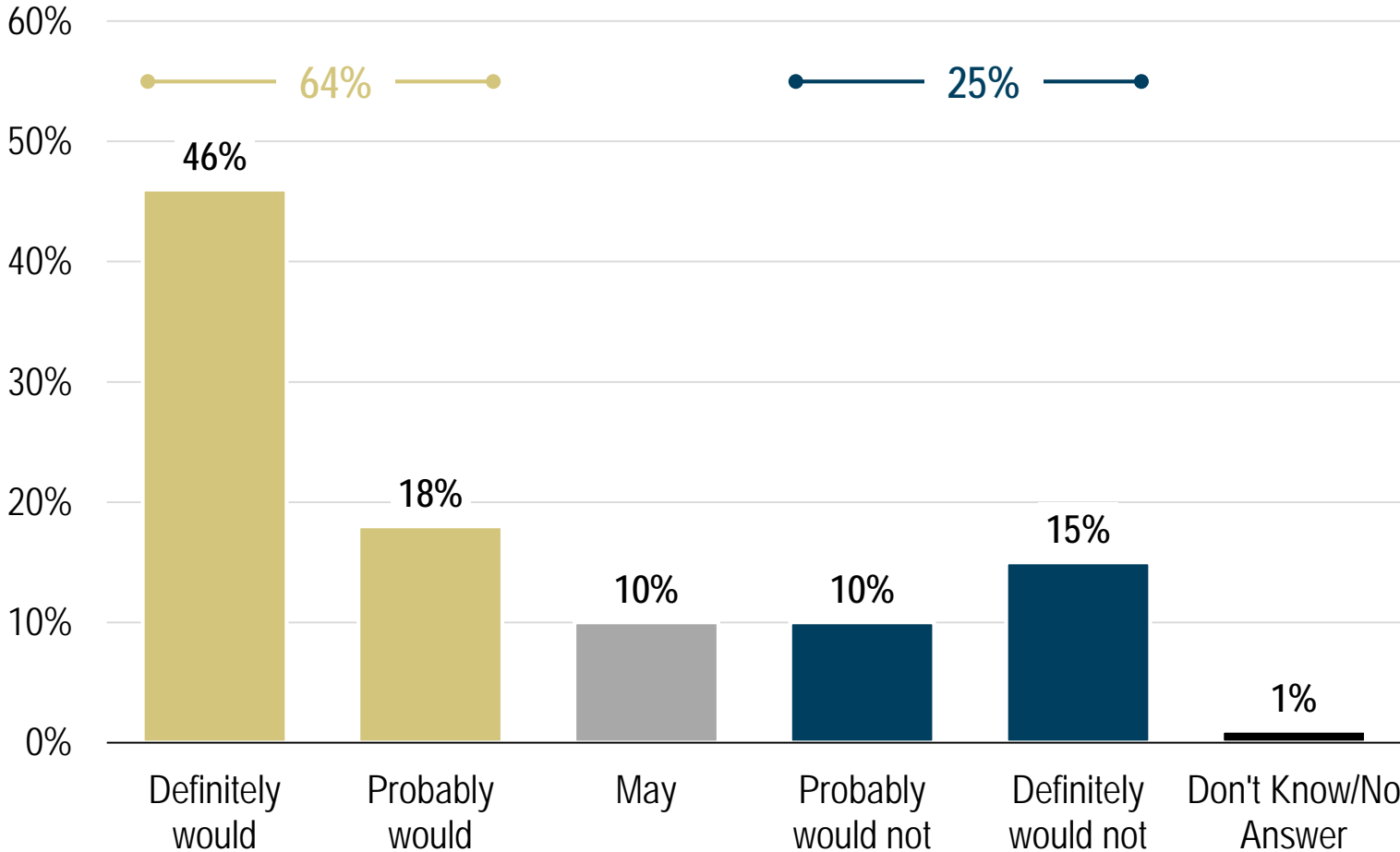


N = 375

QUESTION 5

LIKELIHOOD OF AQUATIC CENTER USE

How likely would you, or someone in your household, be to use a proposed Boulder City aquatic center? Would you say that you or someone in your household definitely would use the center, probably would use the center, might or might not use the center, probably would not use the center, or definitely would not use the center?

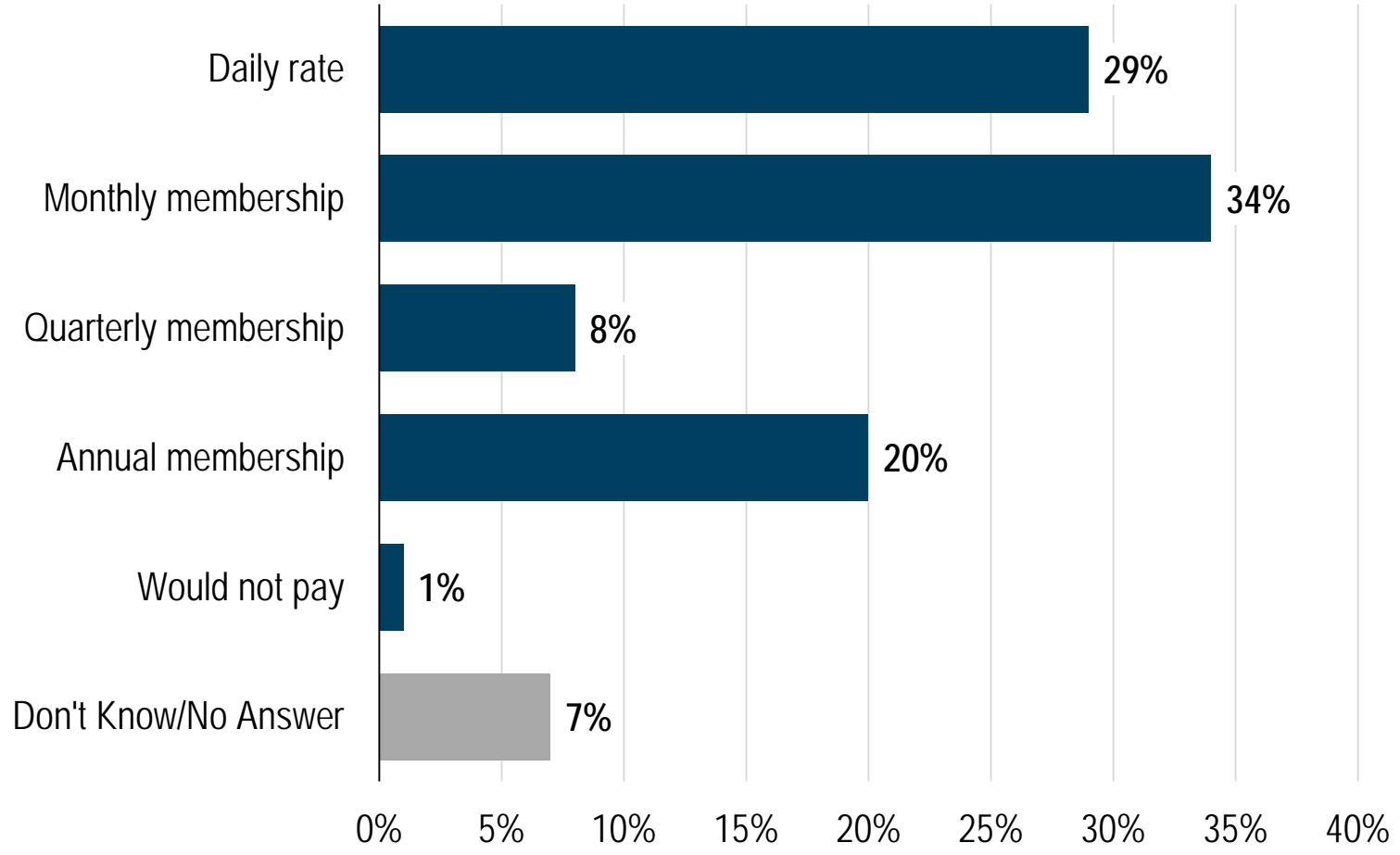


N = 375

QUESTION 6

PREFERRED PAYMENT METHOD OF LIKELY ATTENDEES

Assuming the cost of the aquatic center could not be fully funded by the city government and you were to use the aquatic center, what would be your preferred method to pay for the use of the facilities?

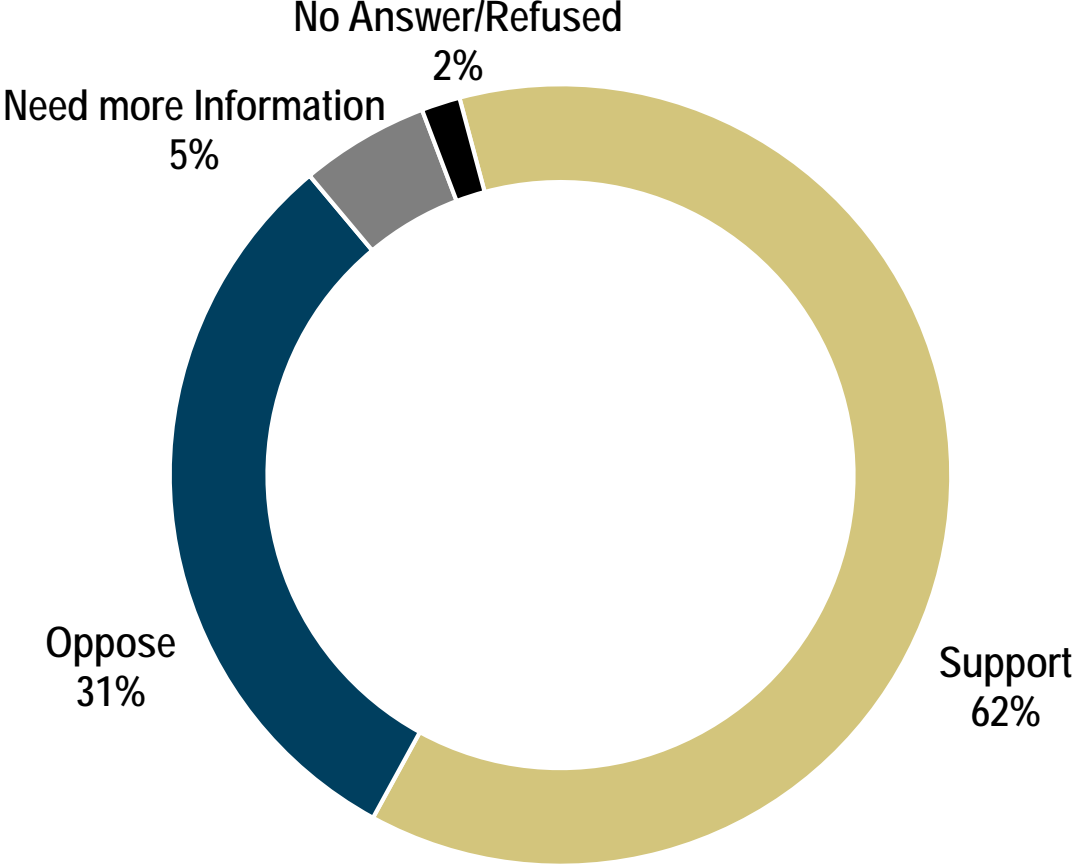


Excludes those that indicated they "definitely would not use" the facility from the previous question. N = 318

QUESTION 7

ATTITUDES TOWARD PUBLIC DEBT FUNDING

Would you support or oppose the city incurring any public debt associated with this project?

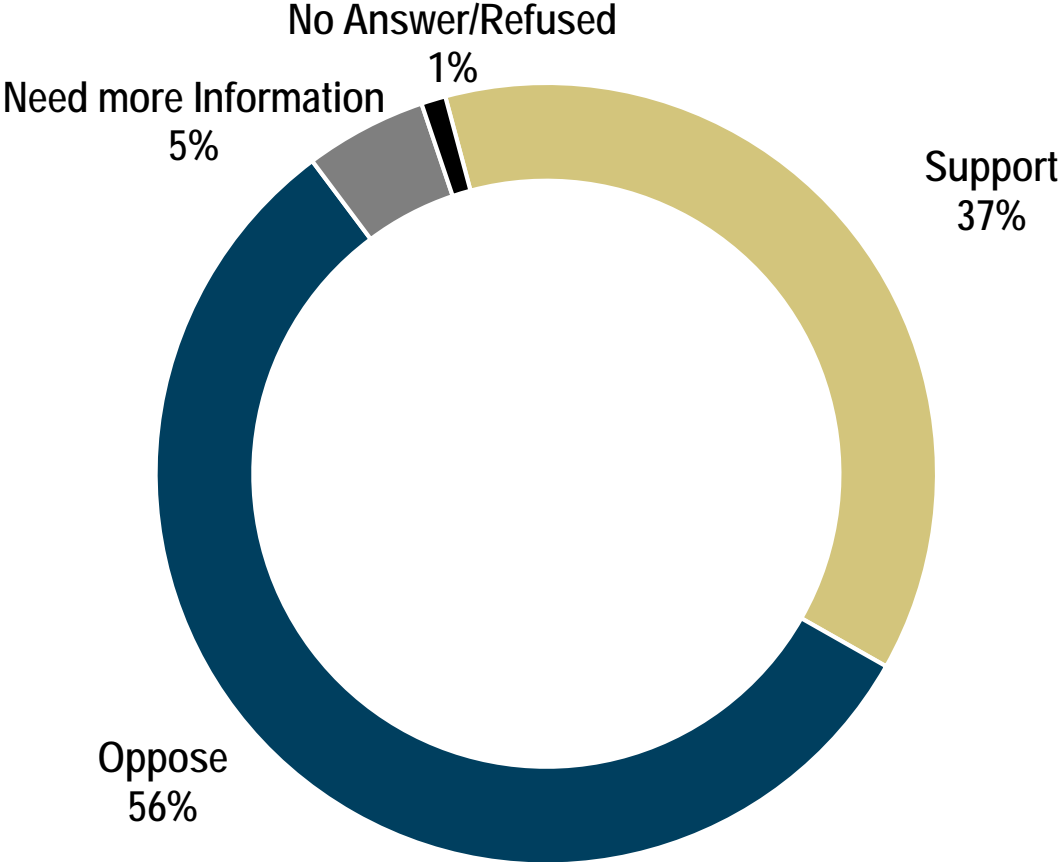


N = 375

QUESTION 8

ATTITUDES TOWARD PROPERTY TAX FUNDING

Would you support or oppose the city raising your property taxes to fund the project?

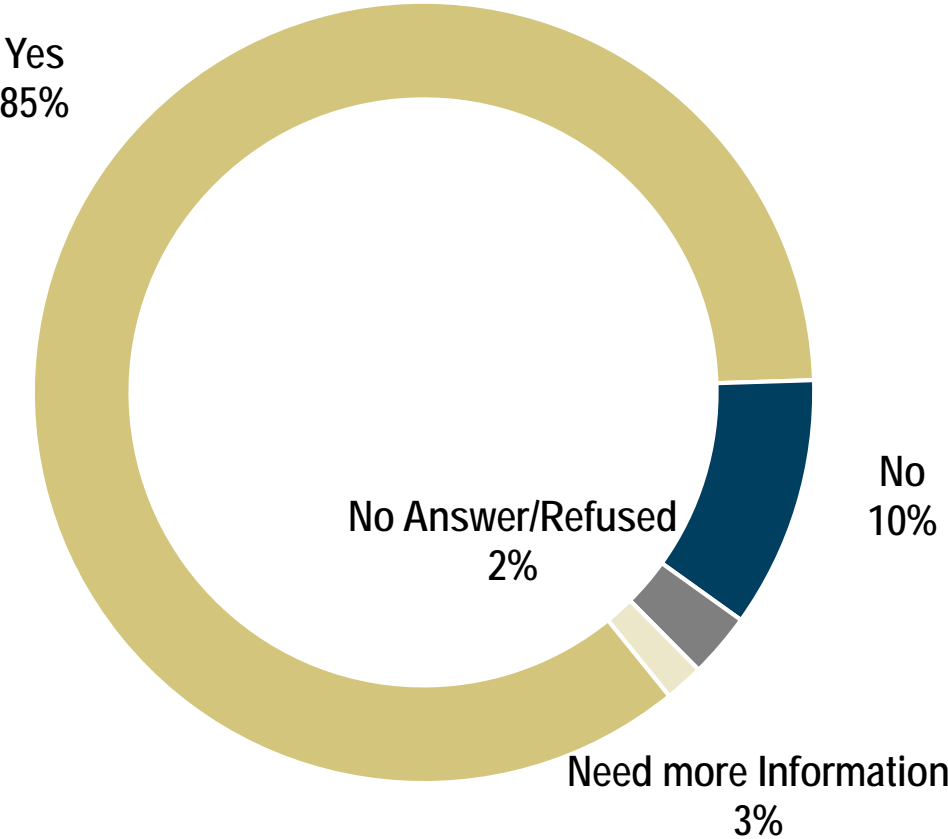


N = 375

QUESTION 9

ATTITUDES TOWARD A NEW AQUATIC CENTER

We have talked about a number of amenities and potential ways to pay for a new aquatic facility. Realizing there may be no perfect solution, do you believe it is important for the City of Boulder City to continue to explore options to replace the aging center that exists today with something new?



N = 375

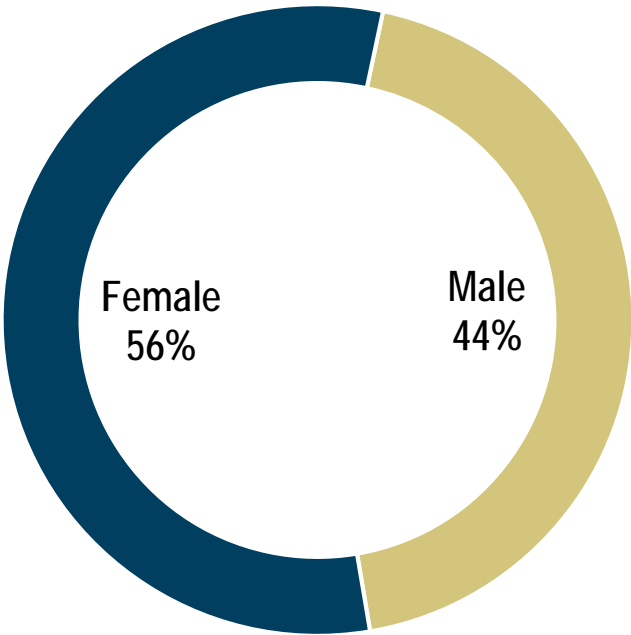
RESPONDENT DEMOGRAPHICS

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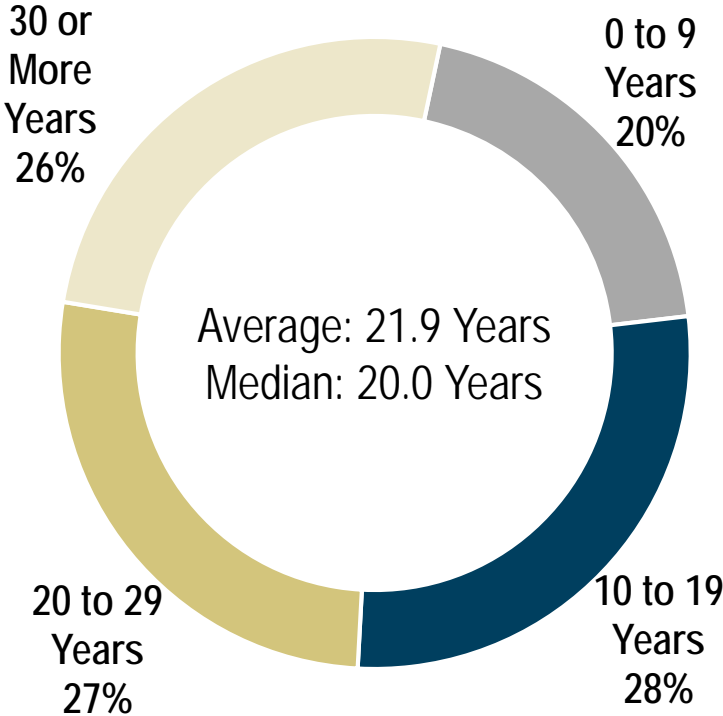
DEMOGRAPHICS

SUMMARY OF SURVEY PARTICIPANTS

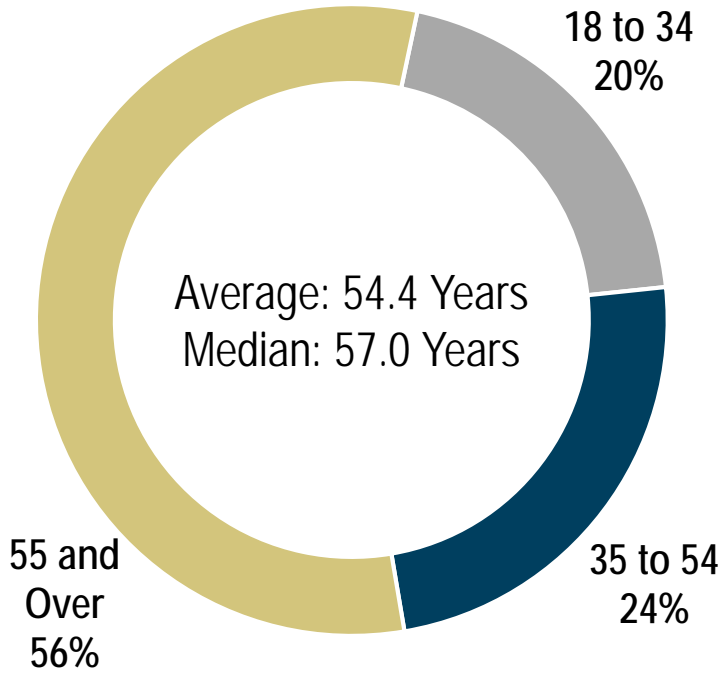
Gender



Length of Residency in Boulder City



Age





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