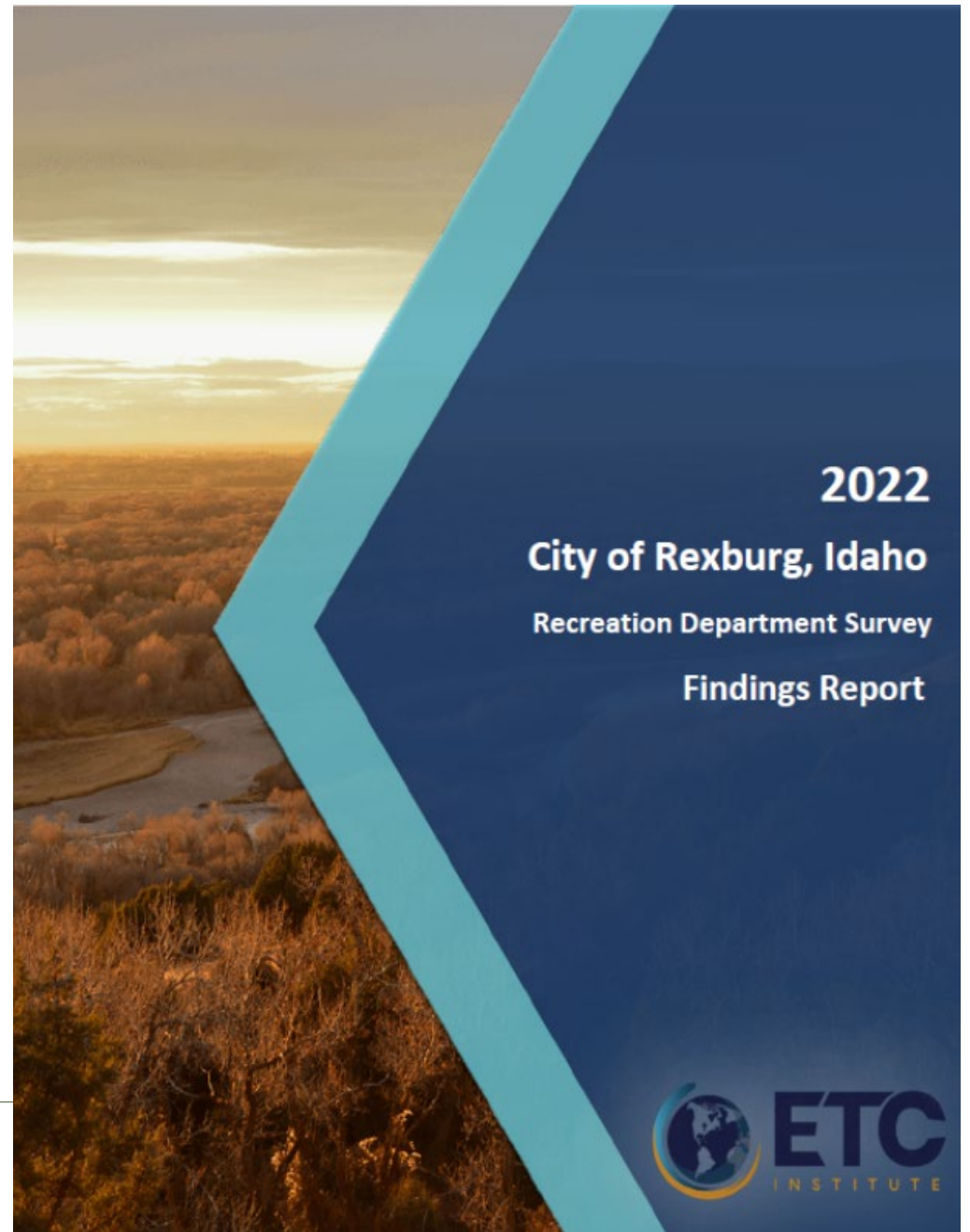




City of Rexburg, Idaho Recreation Center Feasibility Study



Survey Results



Statistically-Valid Survey

Only scientific and defensible method to understand community needs

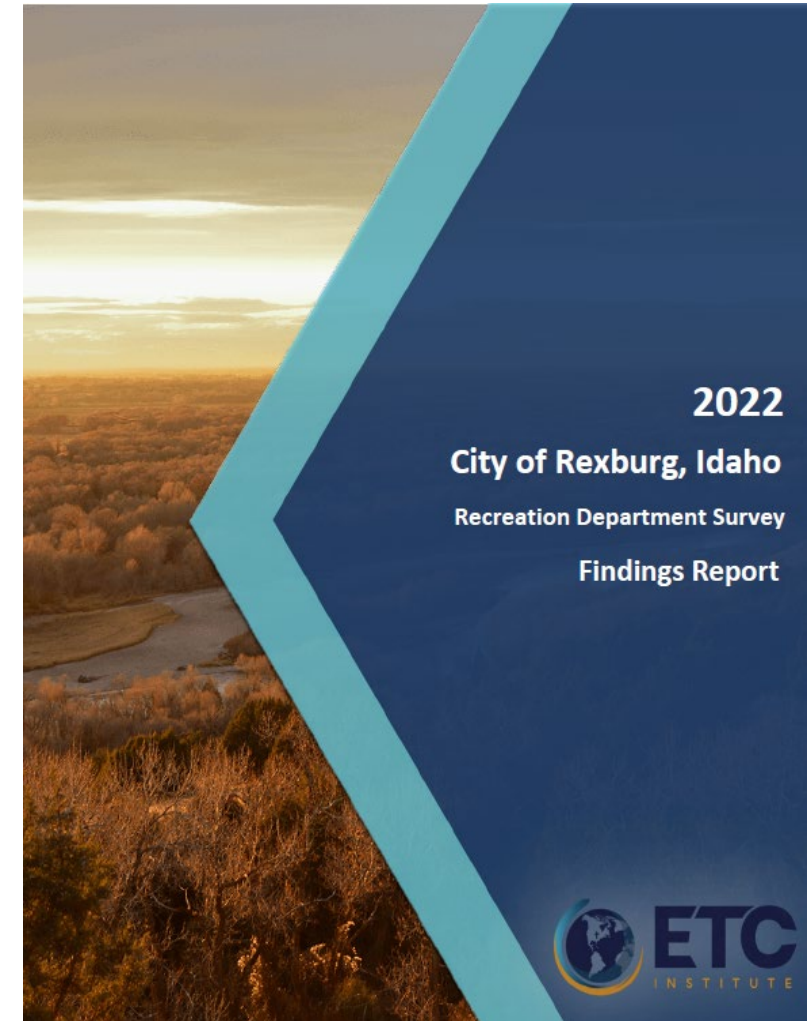
Administered by mail/phone/web

Developed in partnership with the City

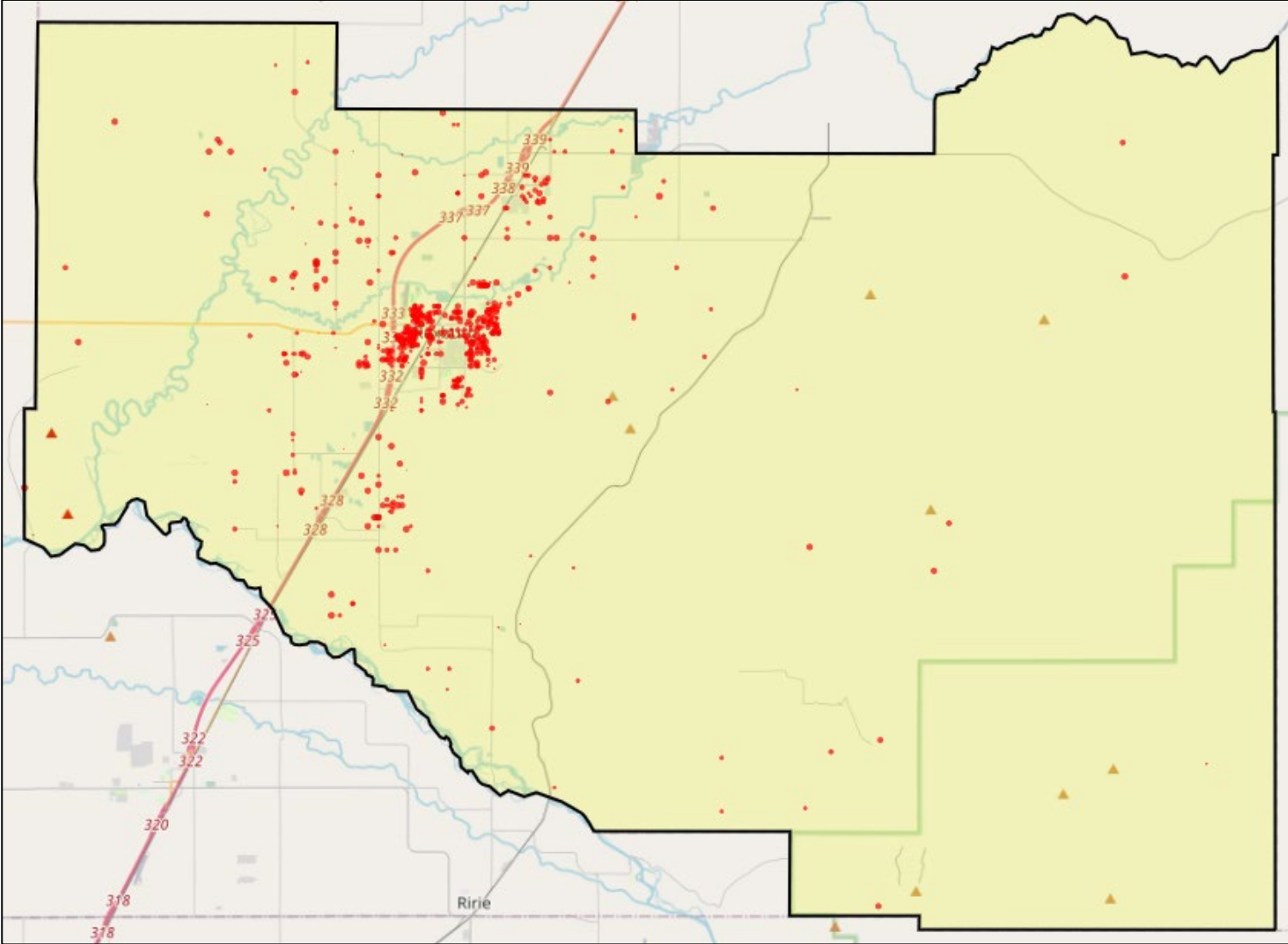
Methodology allows high return rate (25%-35%)

Total of 661 completed surveys, 95% level of confidence with a margin of error of +/- 3.8% (Goal was 300)

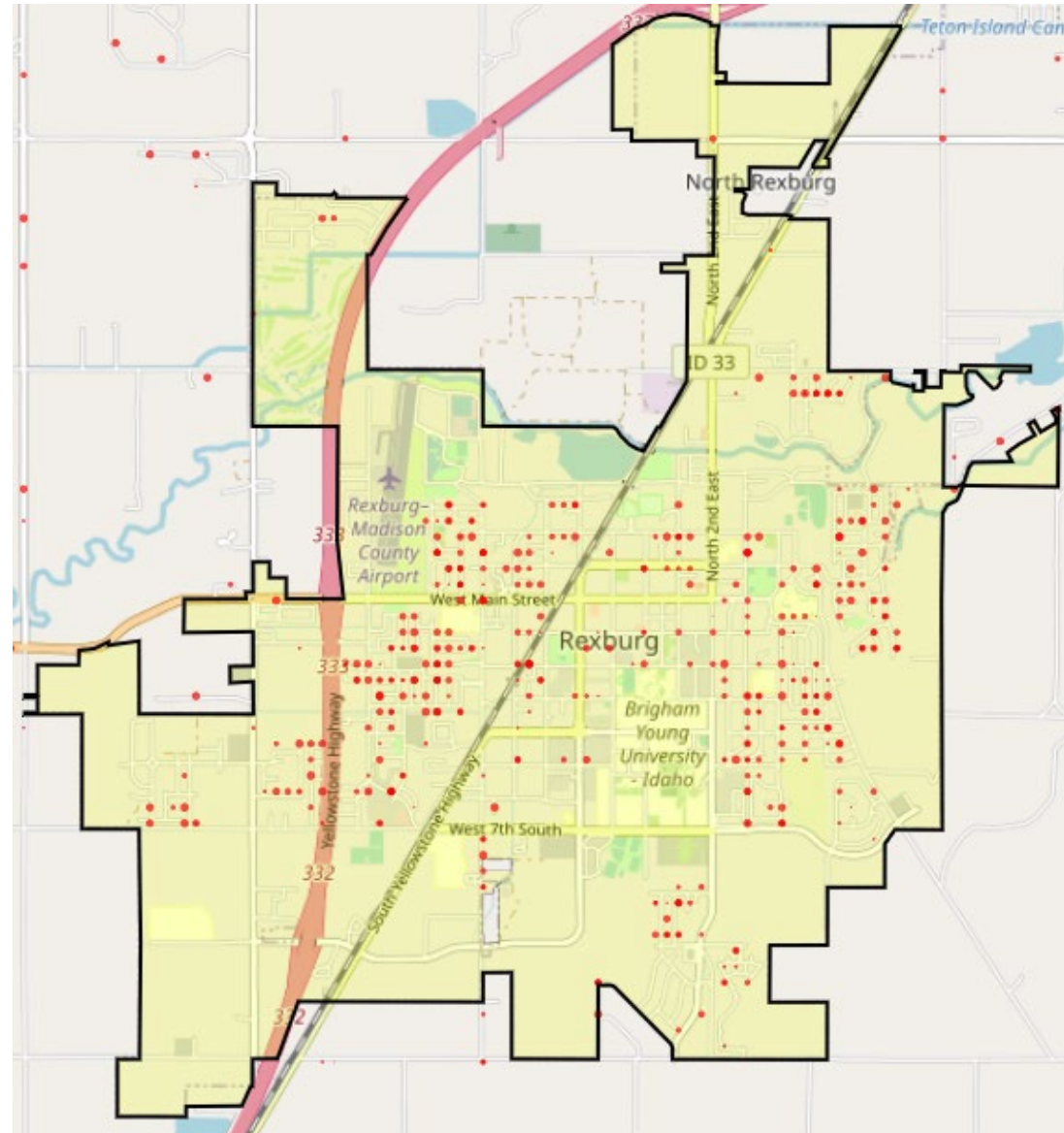
- 419 CITY
- 242 COUNTY



Scatterplot Map – All Surveys



Scatterplot Map – Rexburg Only

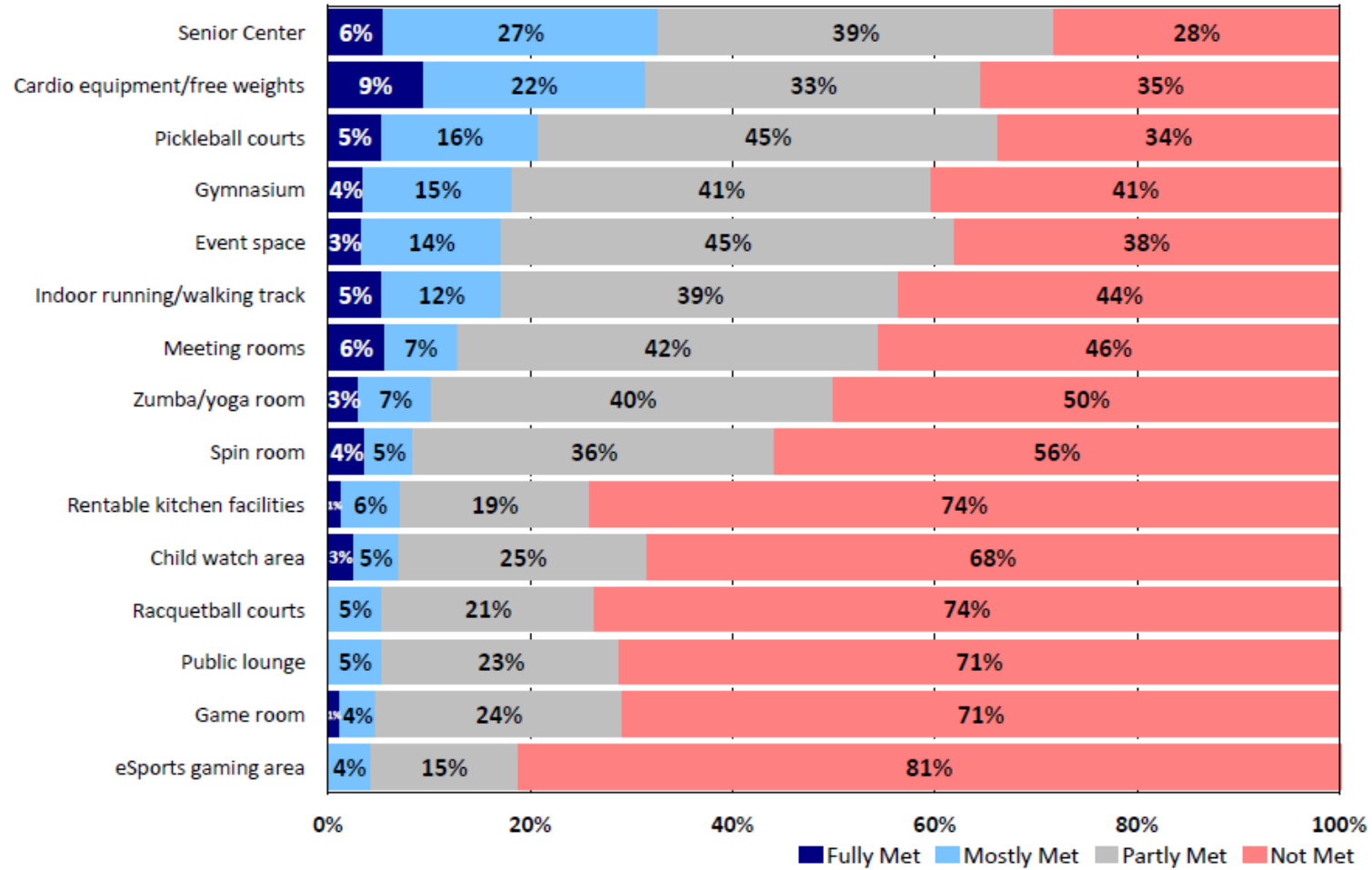


Needs



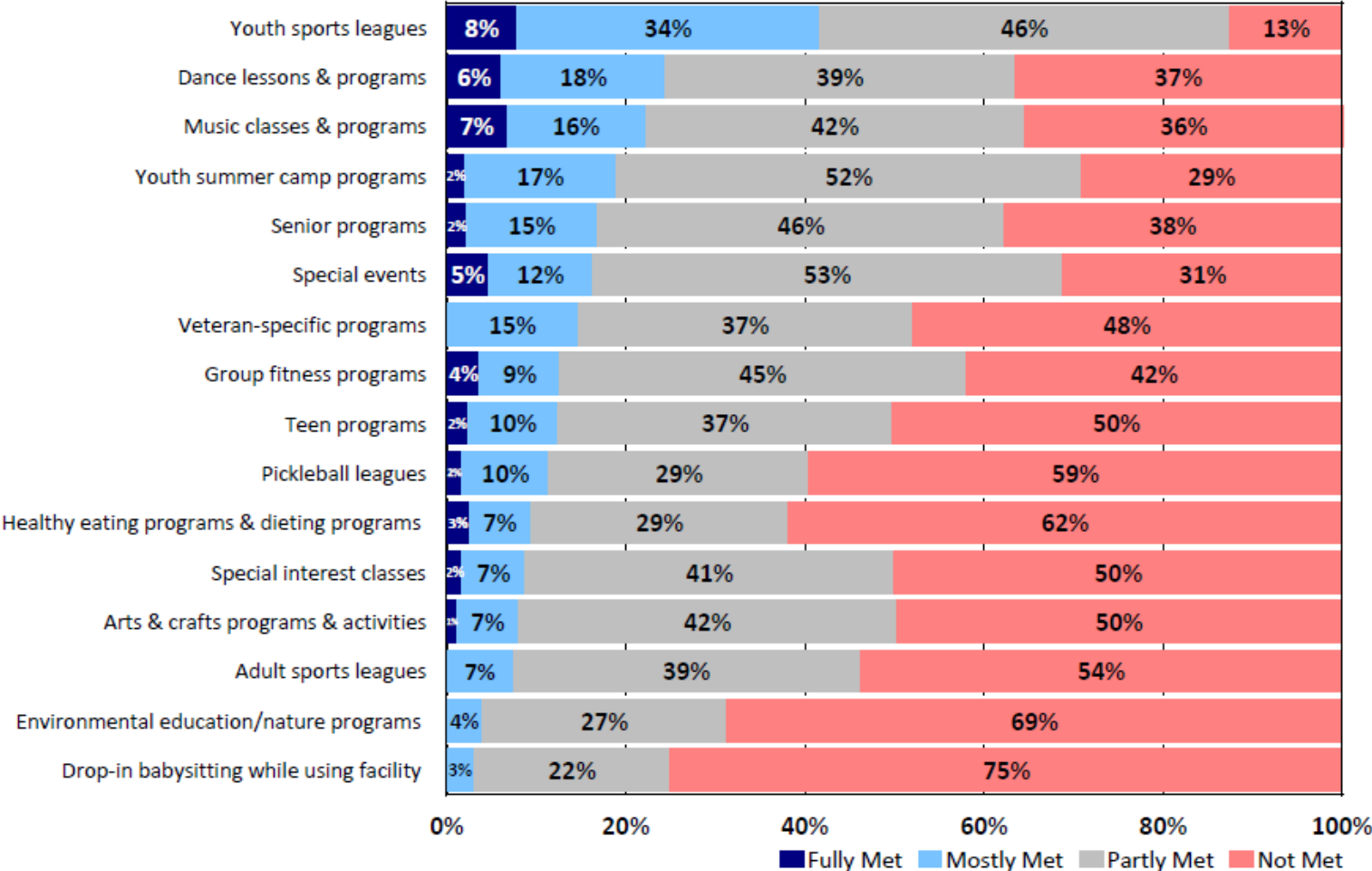
Q1. How Well Indoor Recreation Center Amenity is Currently Being Provided to Households

by percentage of respondents who indicated the amenity is important to their household



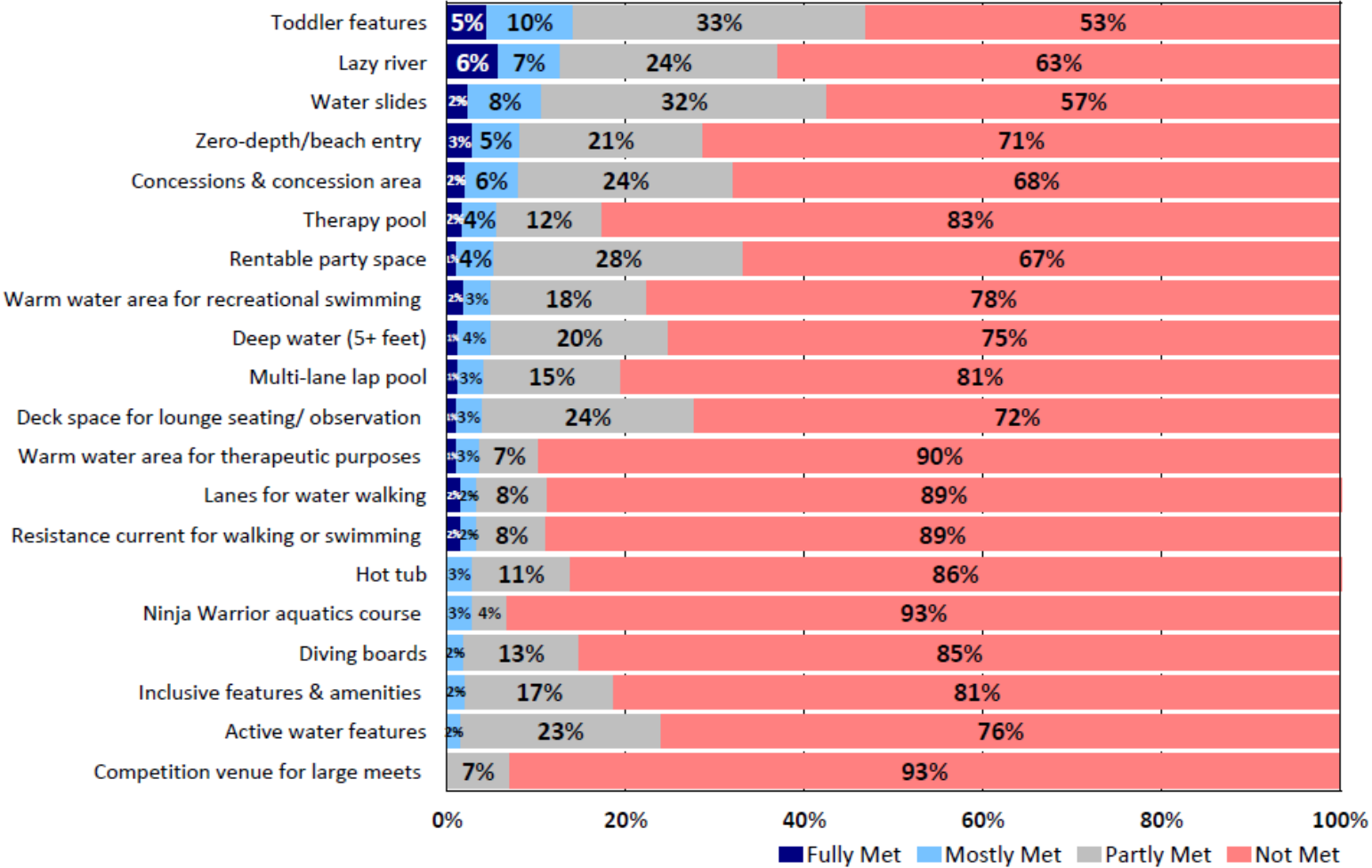
Q3. How Well Indoor Recreation Center Program is Currently Being Provided to Households

by percentage of respondents who indicated the program is important to their household



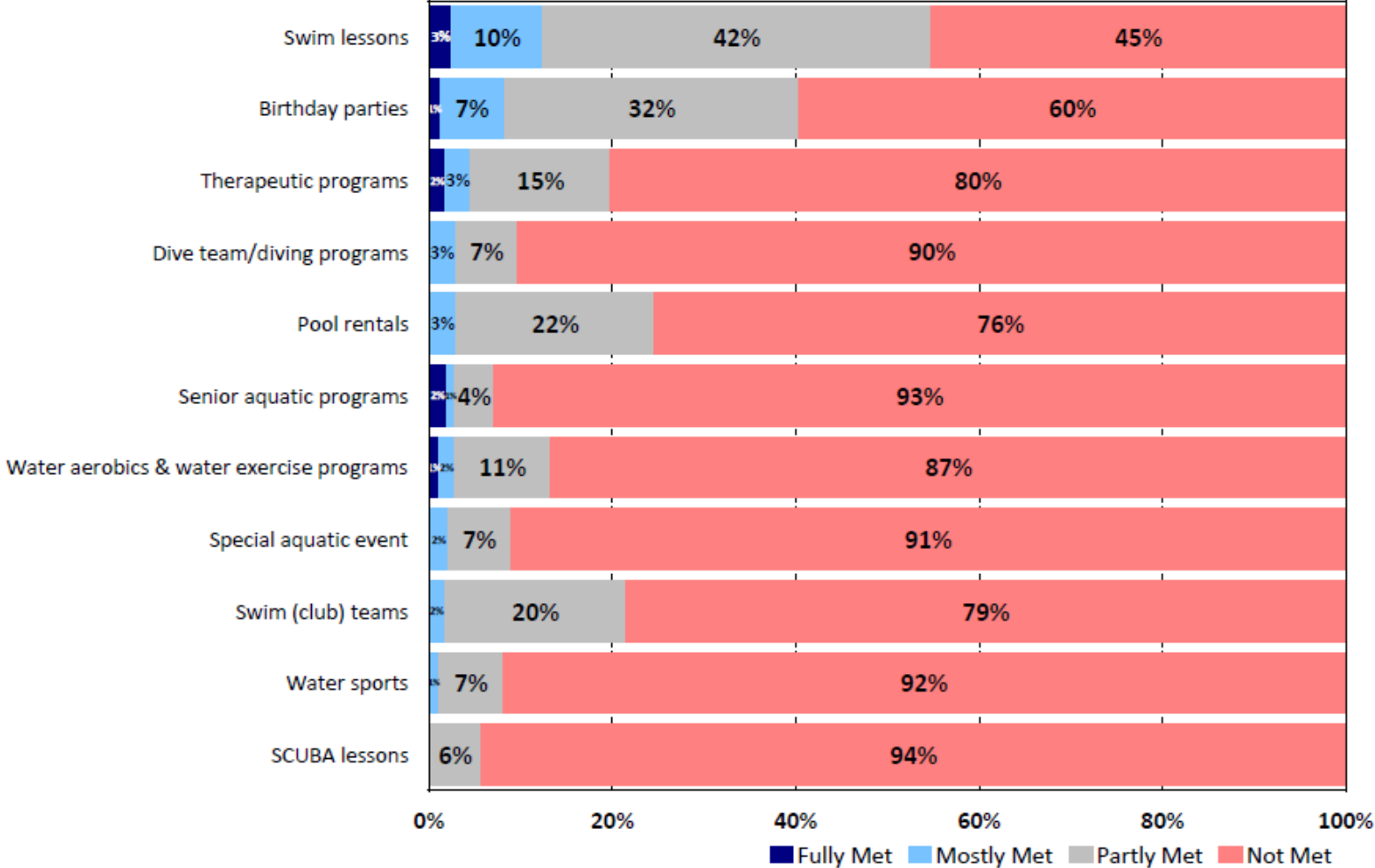
Q6. How Well Indoor Aquatic Amenity is Currently Being Provided to Households

by percentage of respondents who indicated the amenity is important to their household



Q8. How Well Indoor Aquatic Program or Service is Currently Being Provided to Households

by percentage of respondents who indicated the program/service is important to their household

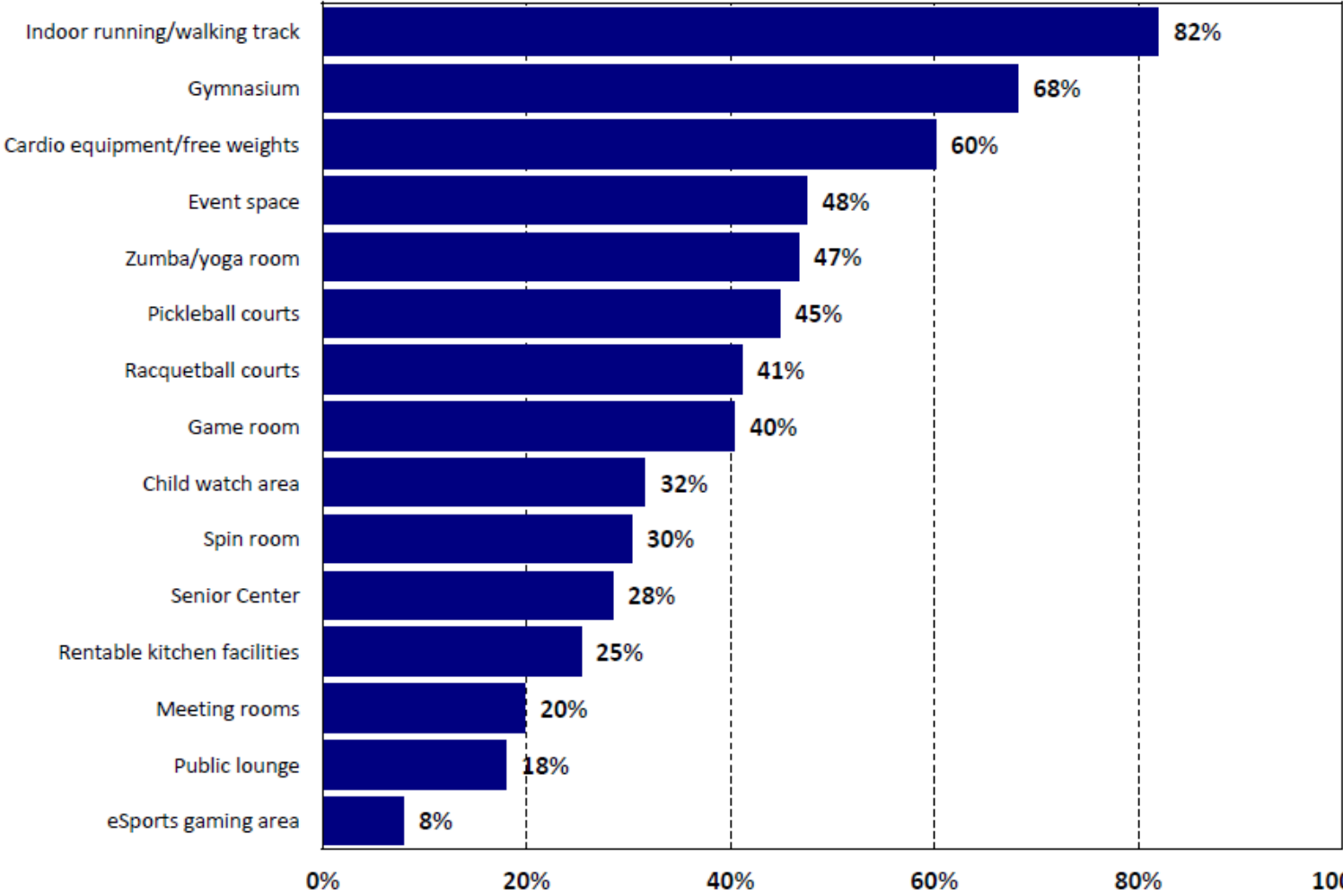


Importance



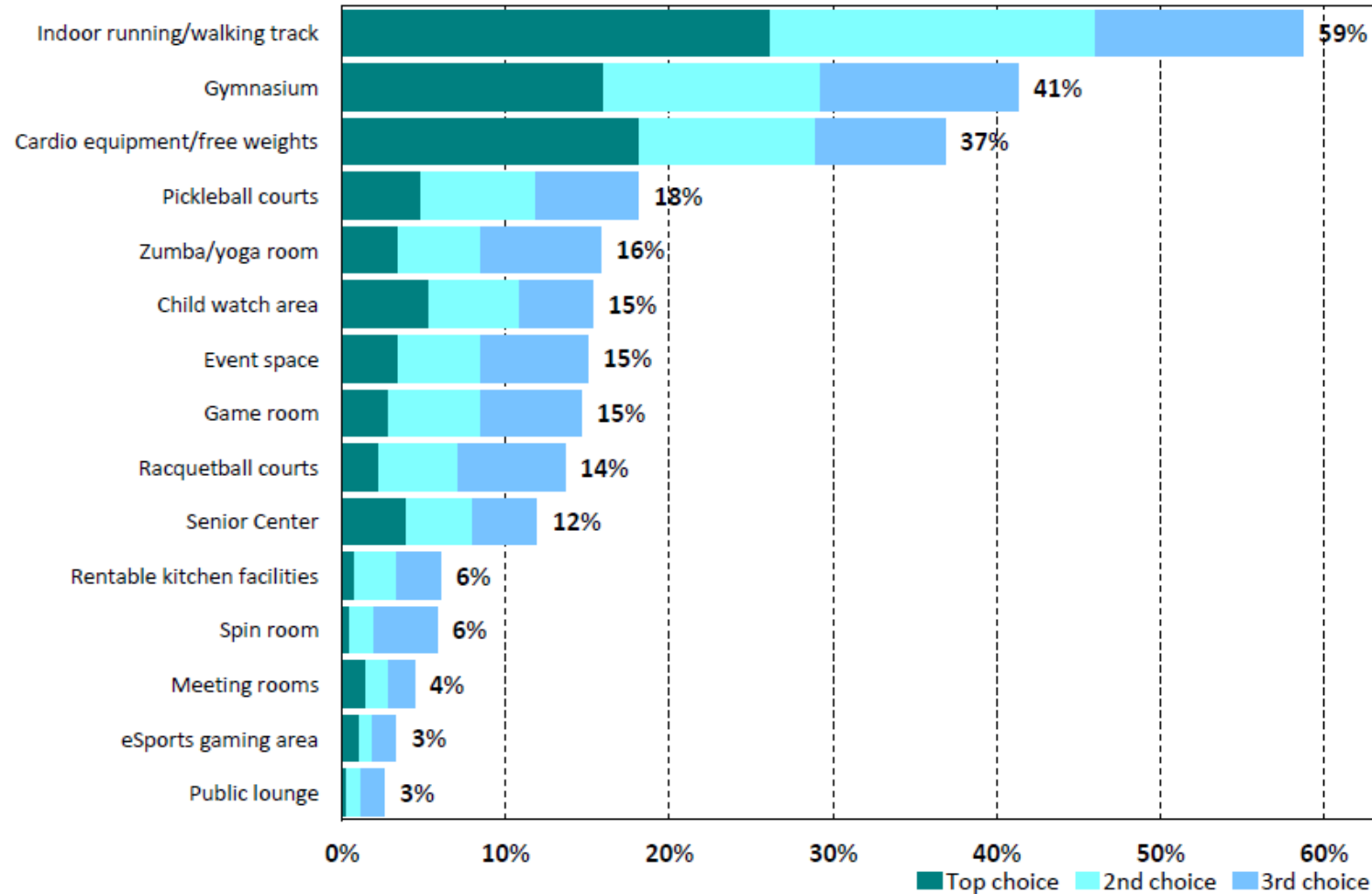
Q1. Percentage of Respondents that Indicate the Indoor Recreation Center Amenity is Important to their Household

by percentage of respondents



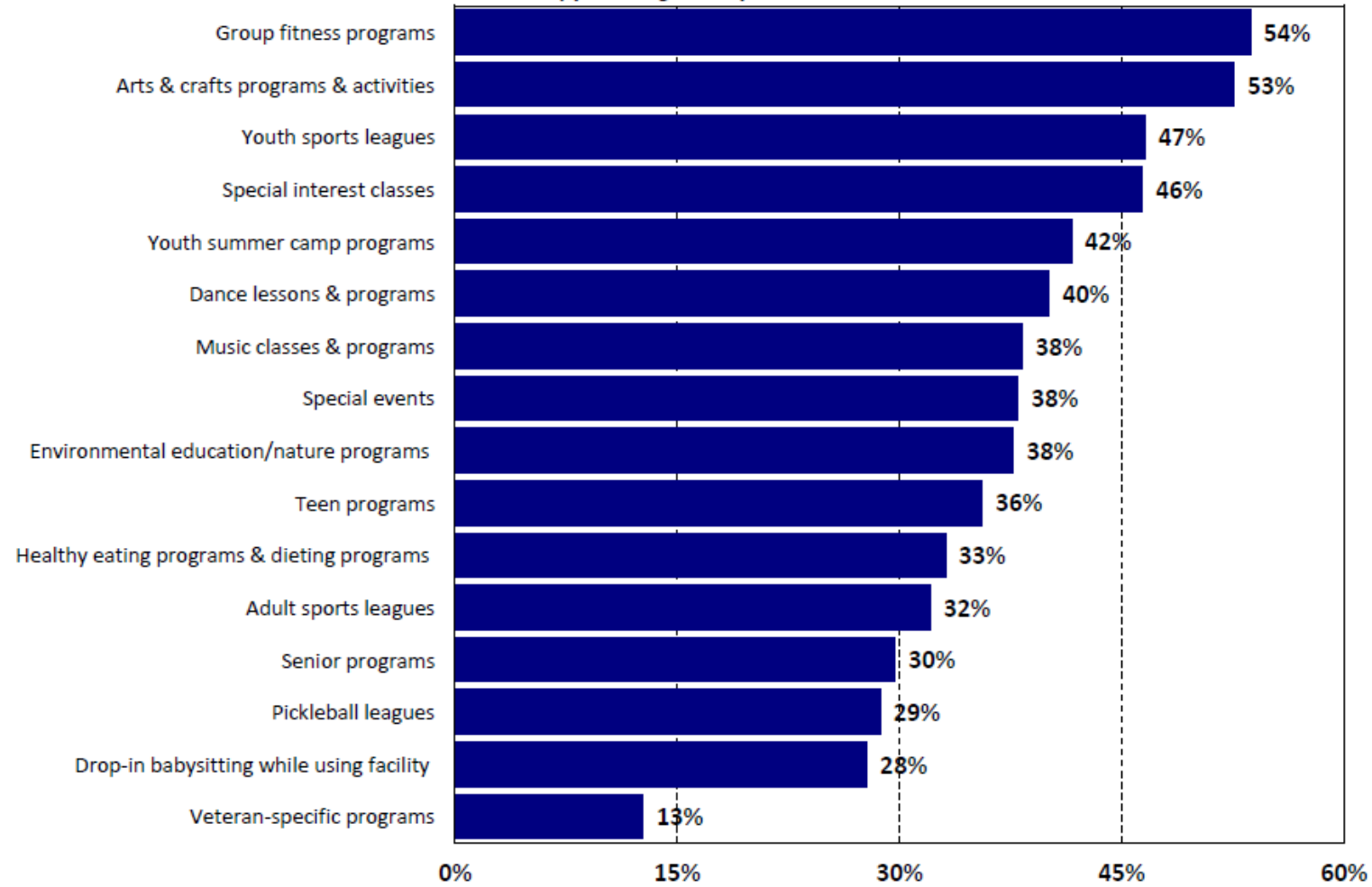
Q2. Indoor Recreation Center Amenities That Are Most Important to Respondent Households

by percentage of respondents who selected the items as one of their top three choices



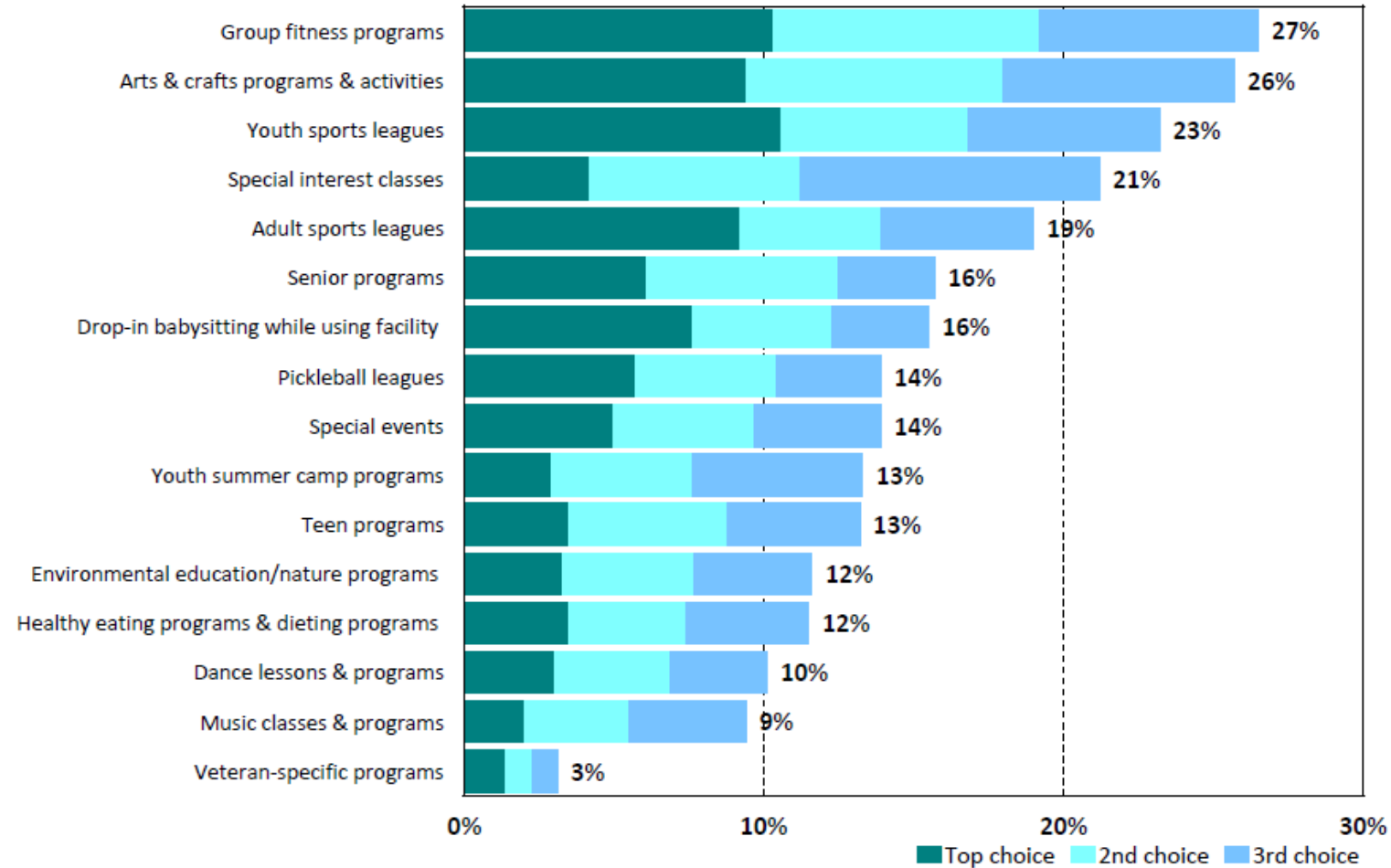
Q3. Percentage of Respondents that Indicate the Indoor Recreation Center Program is Important to their Household

by percentage of respondents



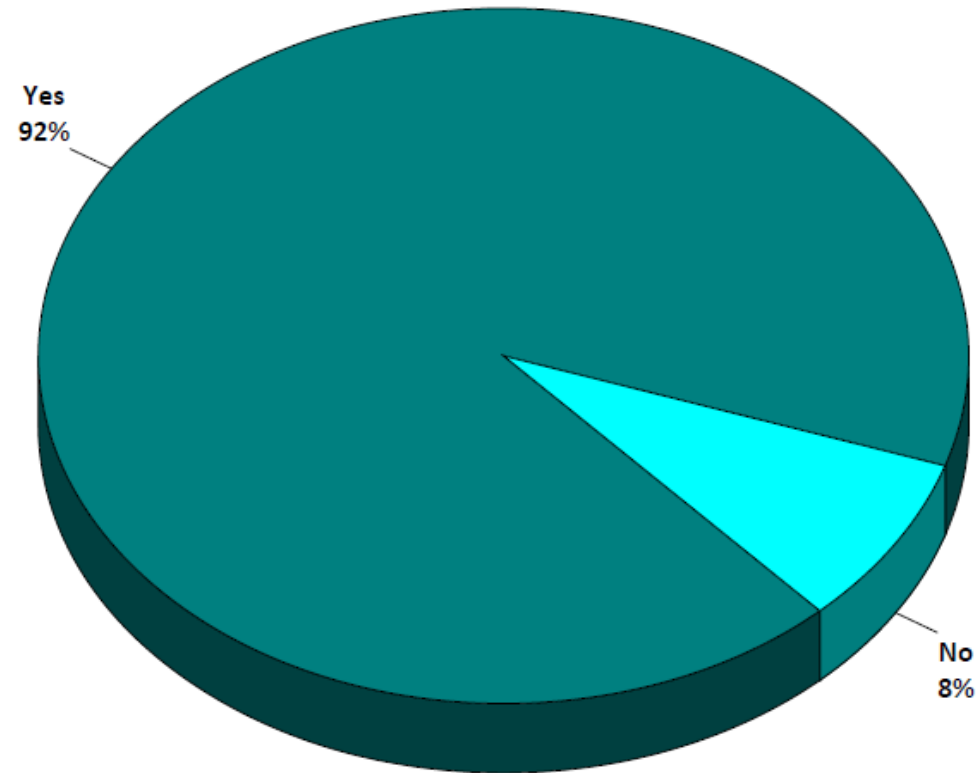
Q4. Indoor Recreation Center Programs/Services That Are Most Important to Respondent Households

by percentage of respondents who selected the items as one of their top three choices



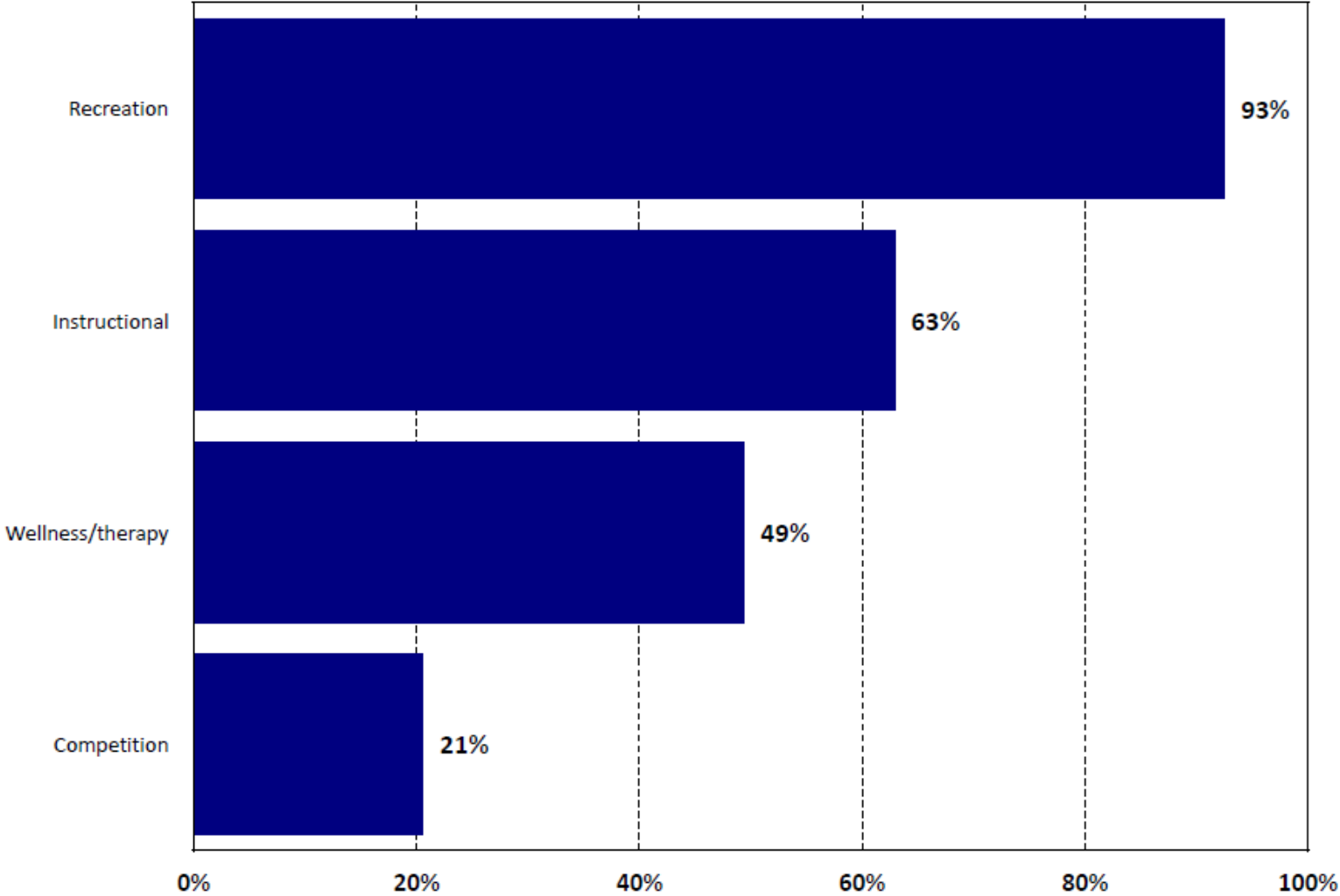
Q5. Is it Valuable for the City of Rexburg to Offer an Indoor Pool to the Community?

by percentage of respondents



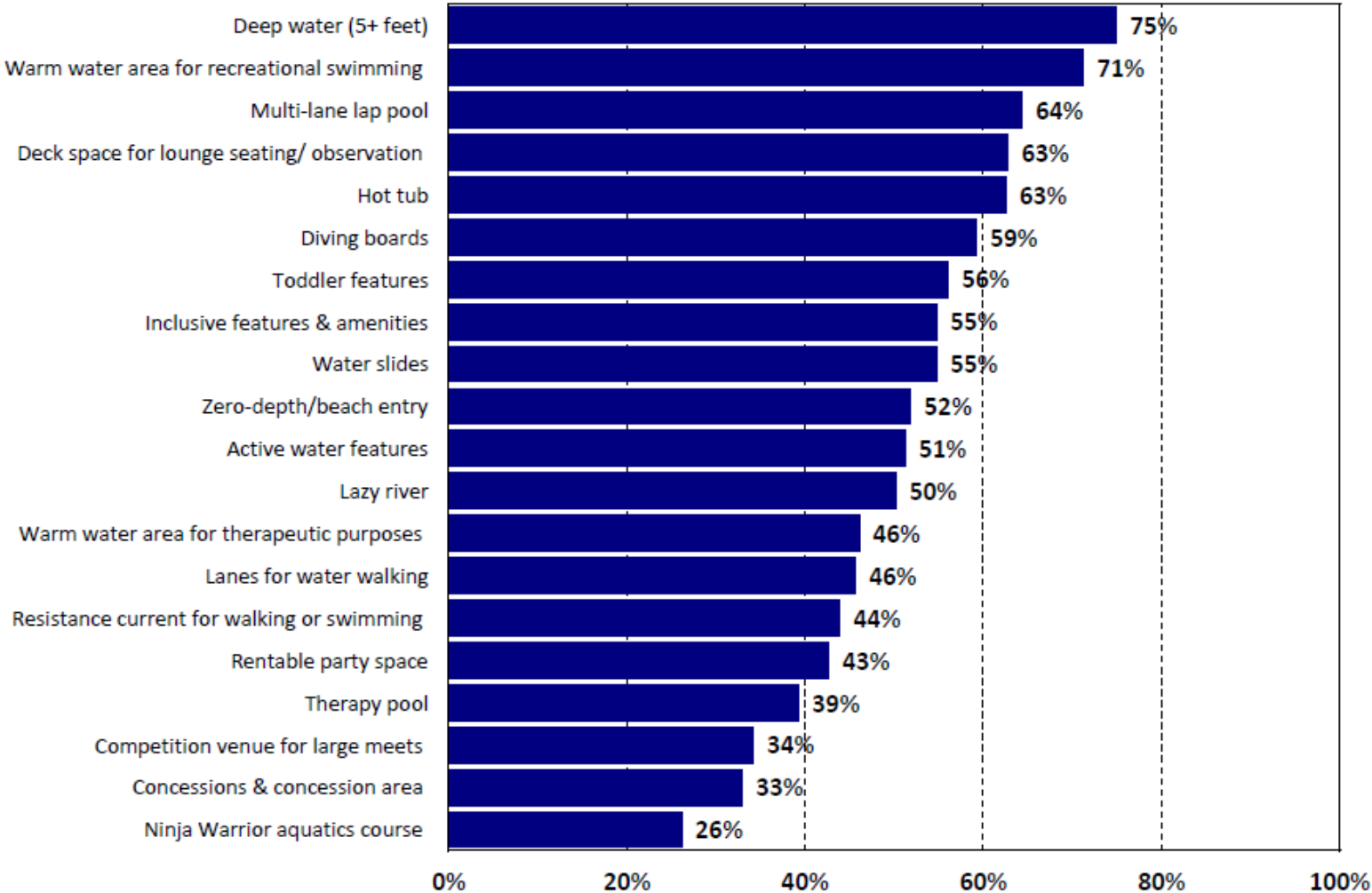
Q12. Household Aquatic User Groups

by percentage of respondents (excluding "none") (multiple selections could be made)



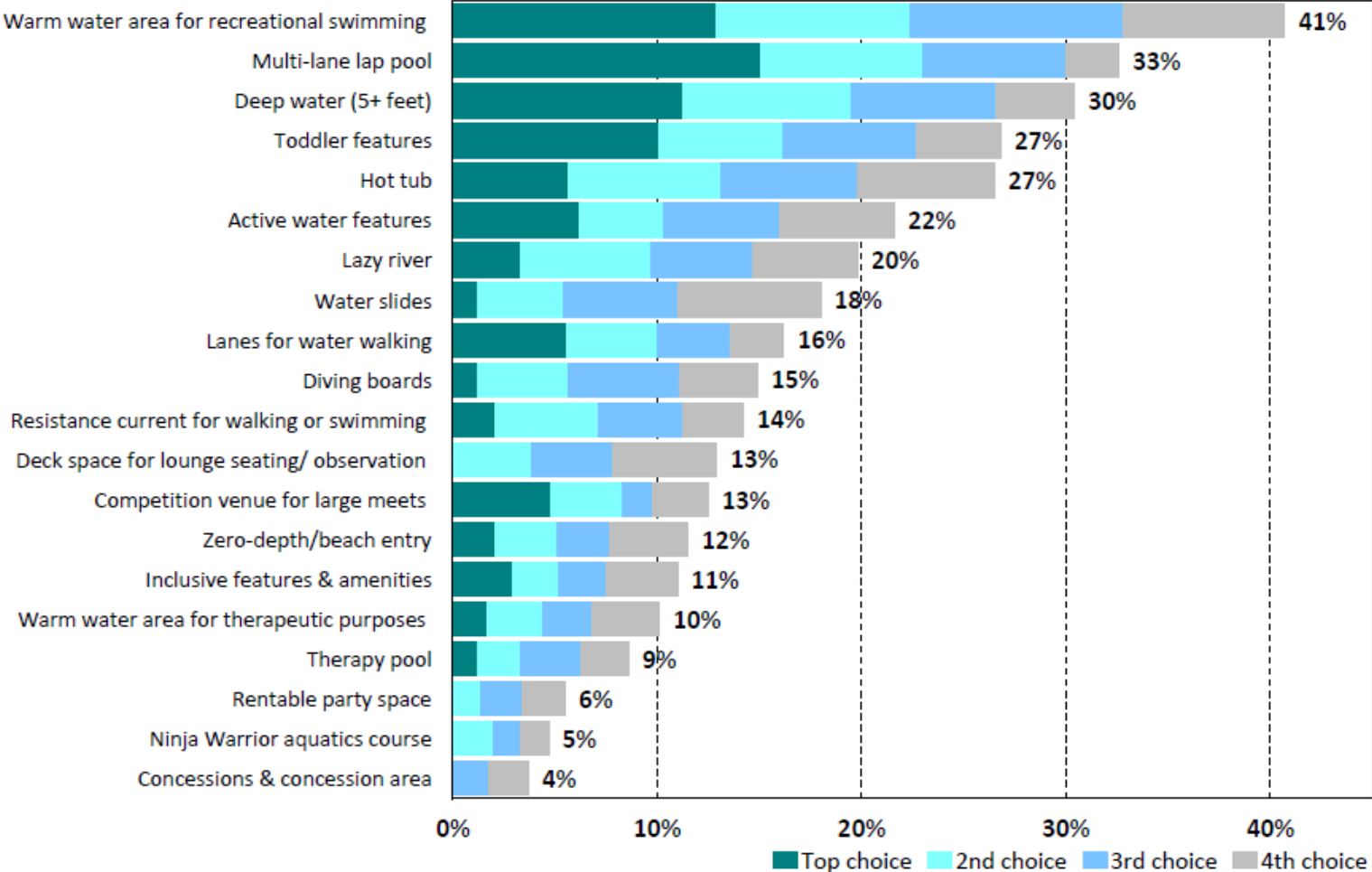
Q6. Percentage of Respondents that Indicate the Indoor Aquatic Amenity is Important to their Household

by percentage of respondents

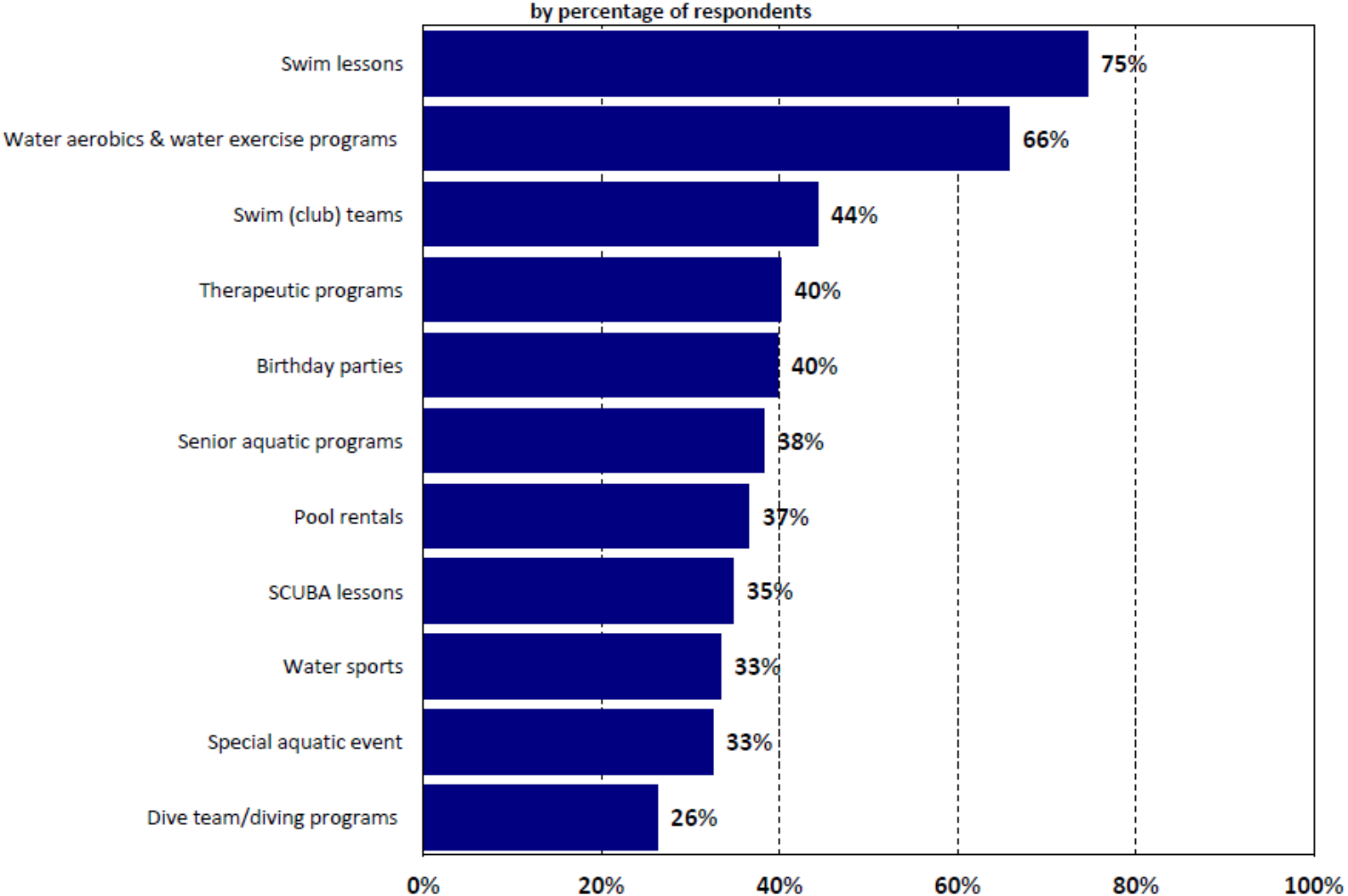


Q7. Indoor Aquatic Amenities That Are Most Important to Respondent Households

by percentage of respondents who selected the items as one of their top four choices

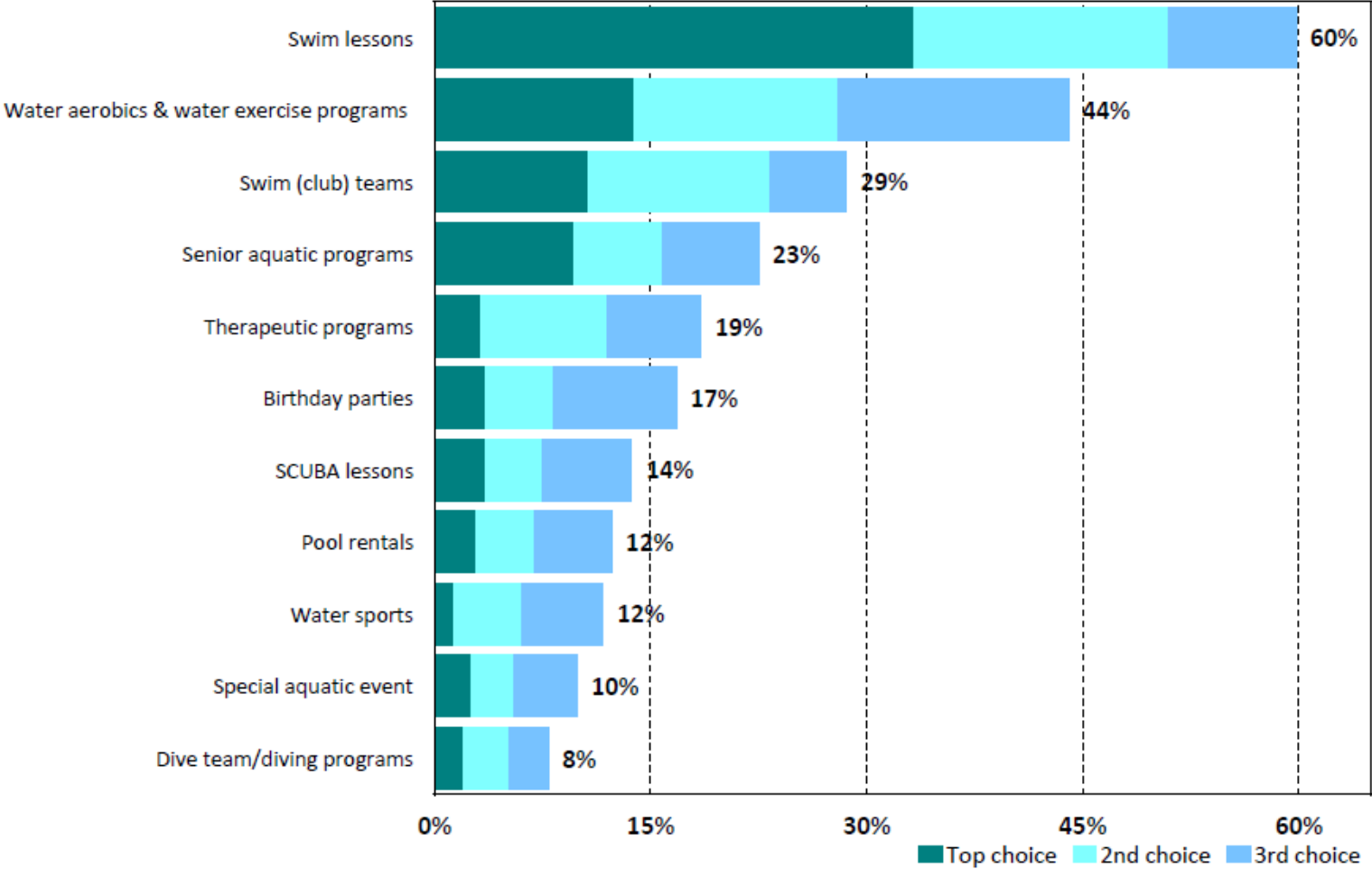


Q8. Percentage of Respondents that Indicate the Indoor Aquatic Program or Service is Important to their Household



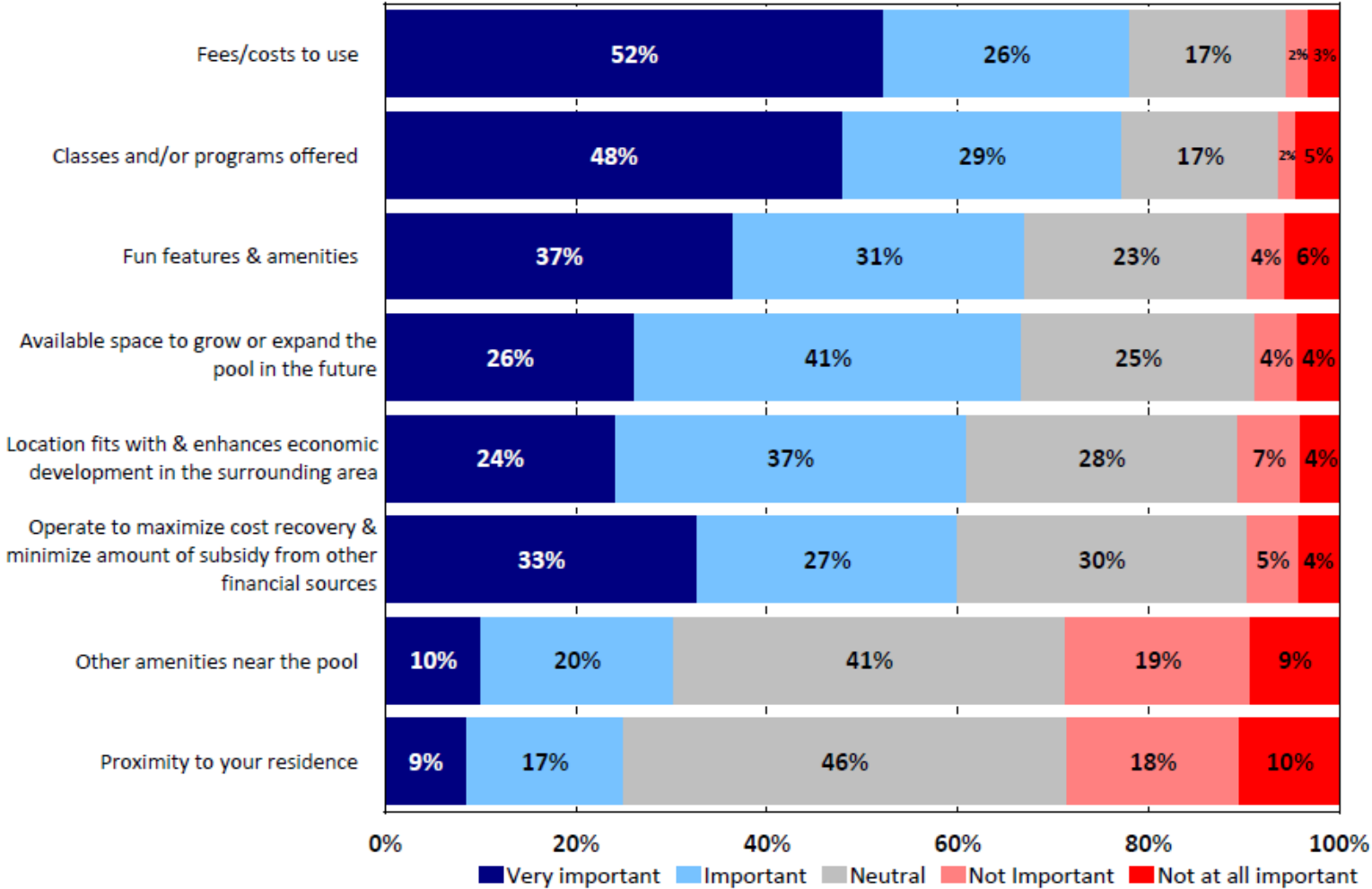
Q9. Indoor Aquatic Programs/Services That Are Most Important to Respondent Households

by percentage of respondents who selected the items as one of their top three choices



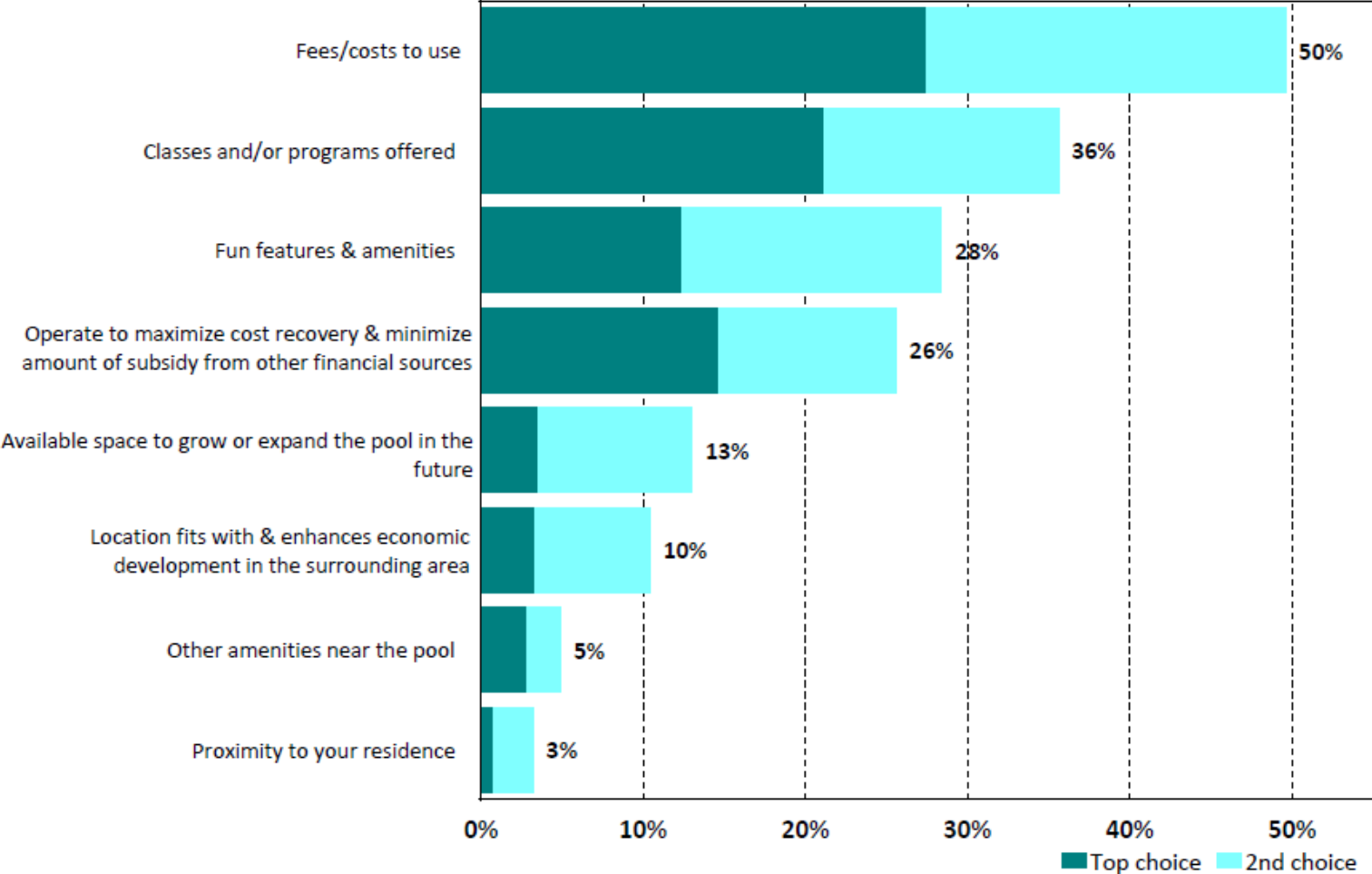
Q10. Rating Importance of Indoor Pool Items

by percentage of respondents (excluding "not provided")



Q11. Indoor Pool Items That Are Most Important to Respondent Households

by percentage of respondents who selected the items as one of their top two choices

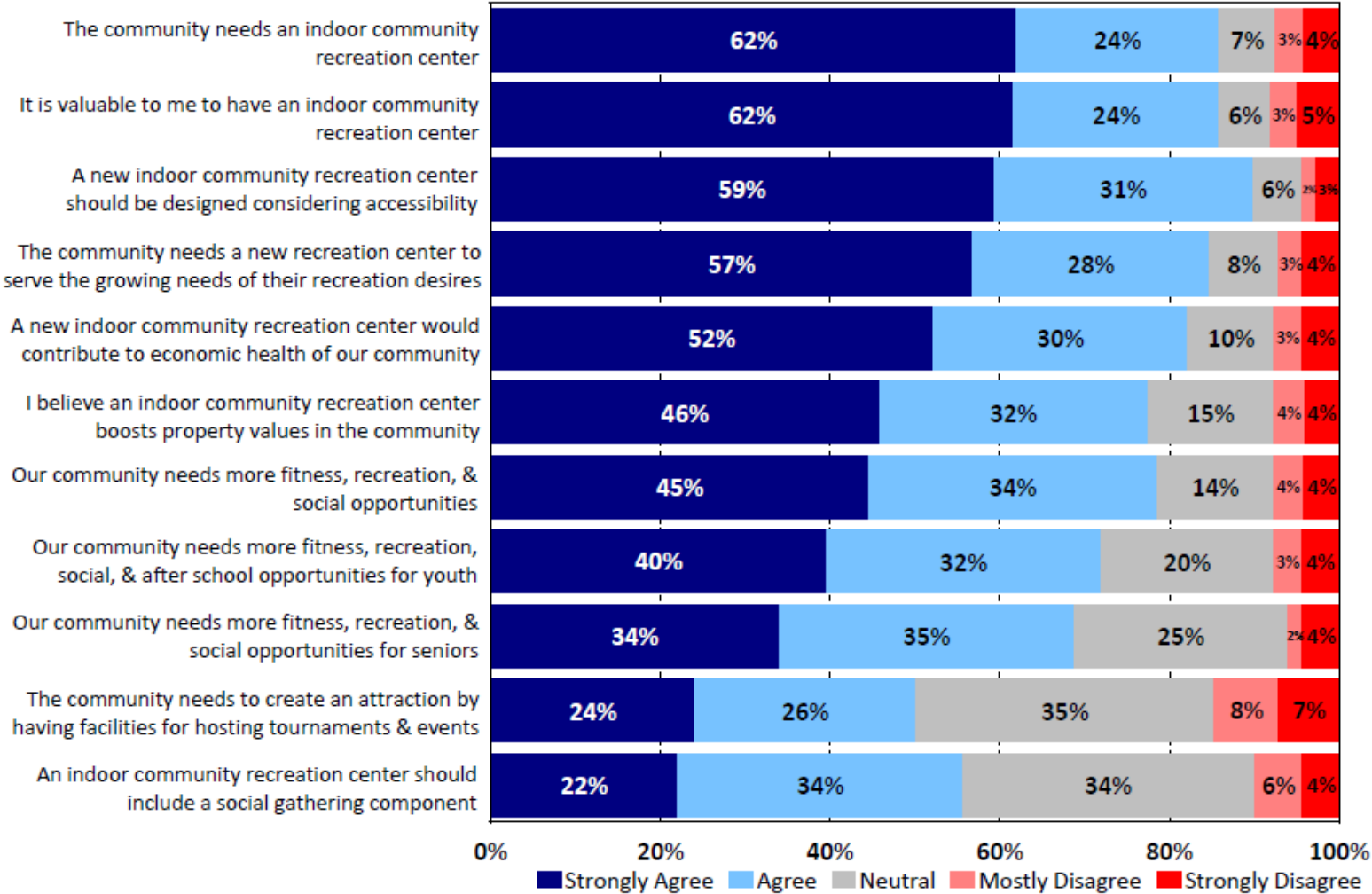


Support



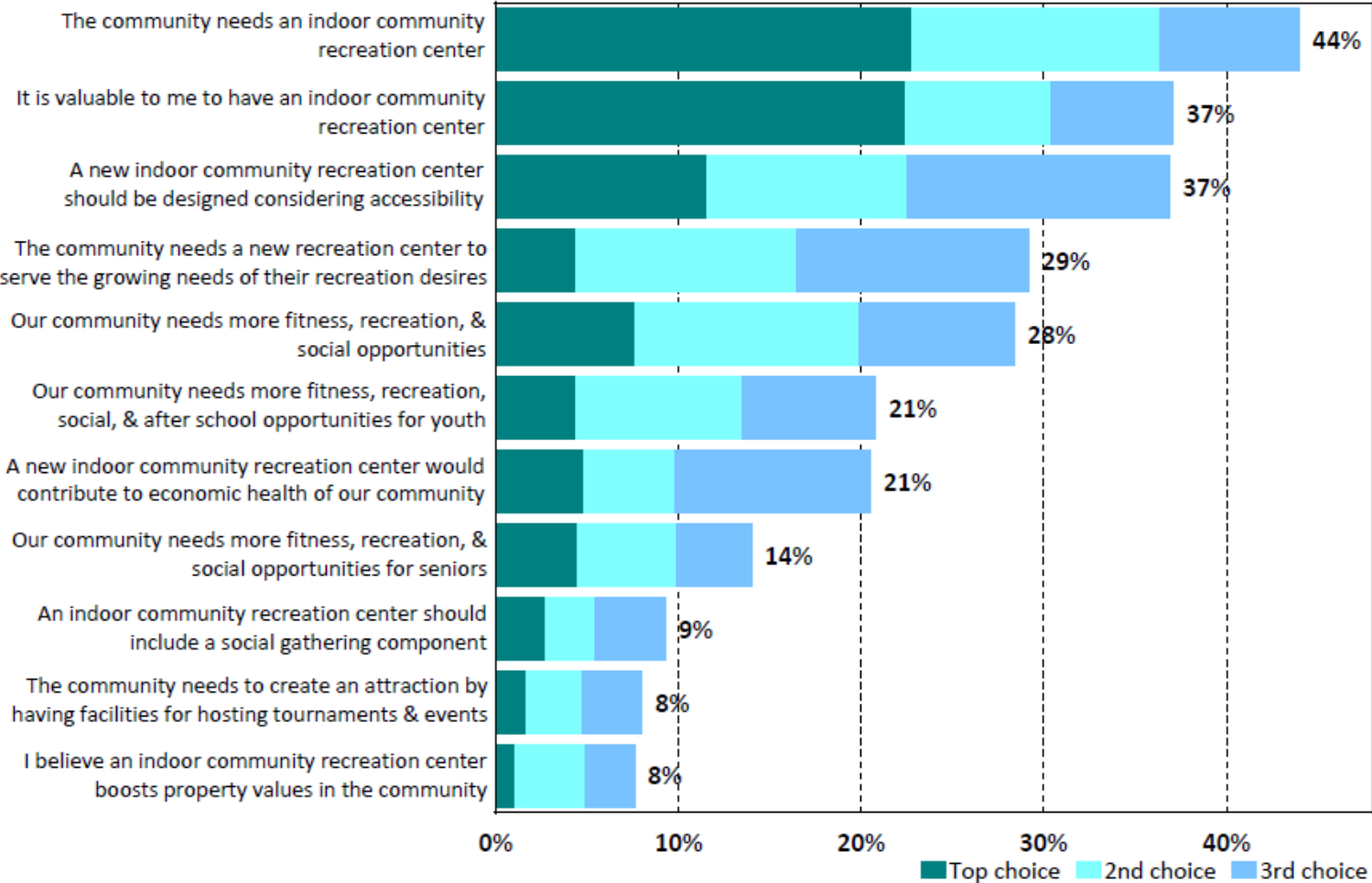
Q13. Level of Agreement Regarding Various Recreation Statements

by percentage of respondents (excluding "don't know")



Q14. New Indoor Community Recreation Center Items Most Important to Respondents

by percentage of respondents who selected the items as one of their top three choices

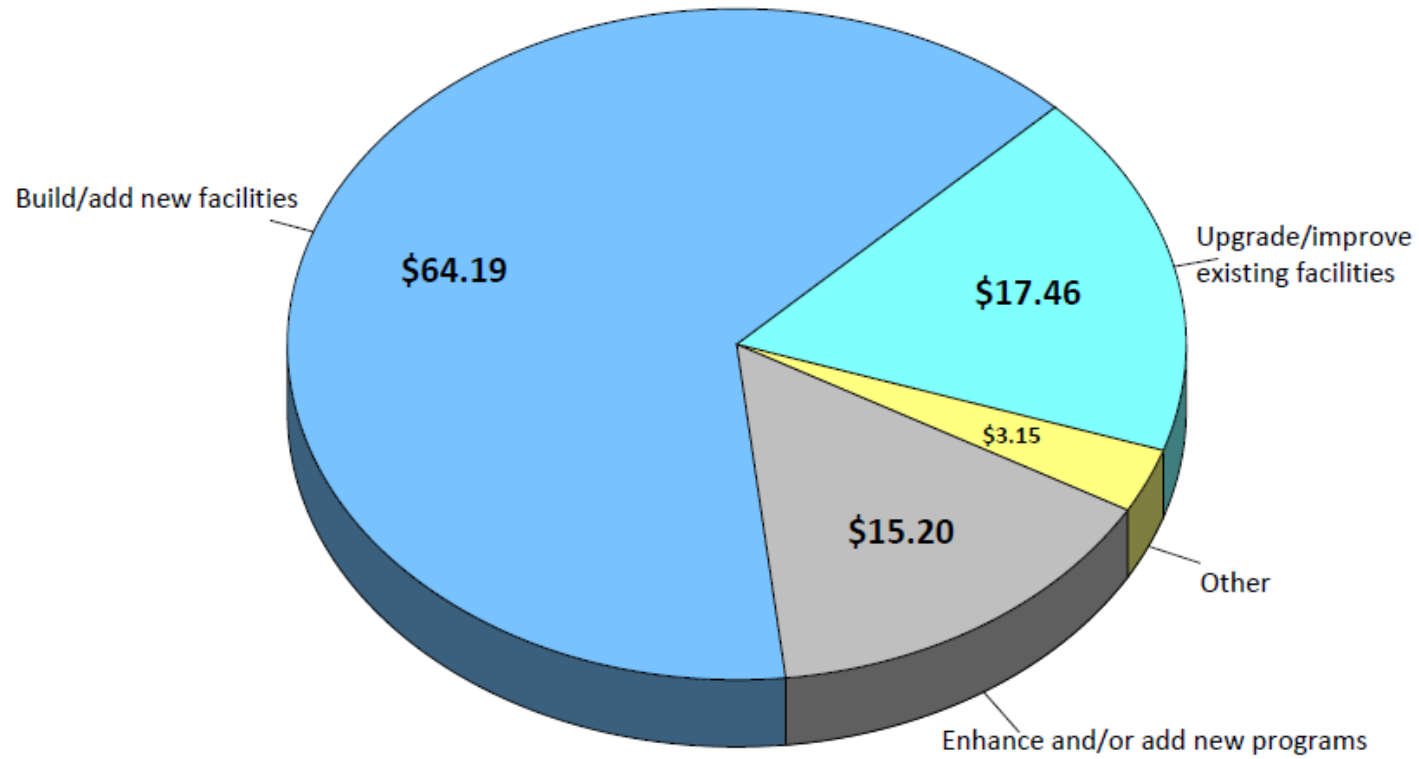


Funding



Q16. With a Budget of \$100, How Would Respondents Allocate Funds for Indoor Recreation Services?

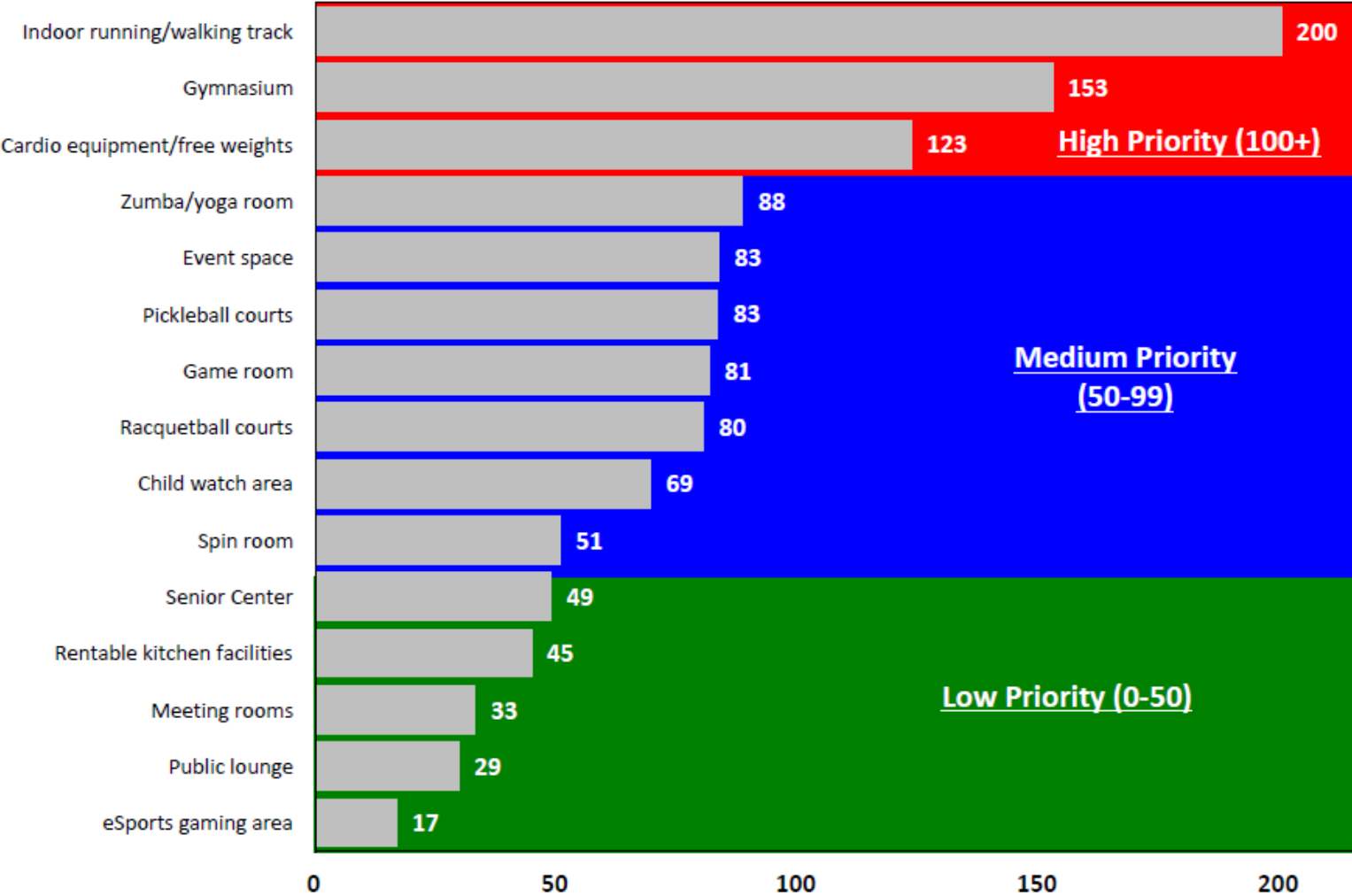
by average allocated per item



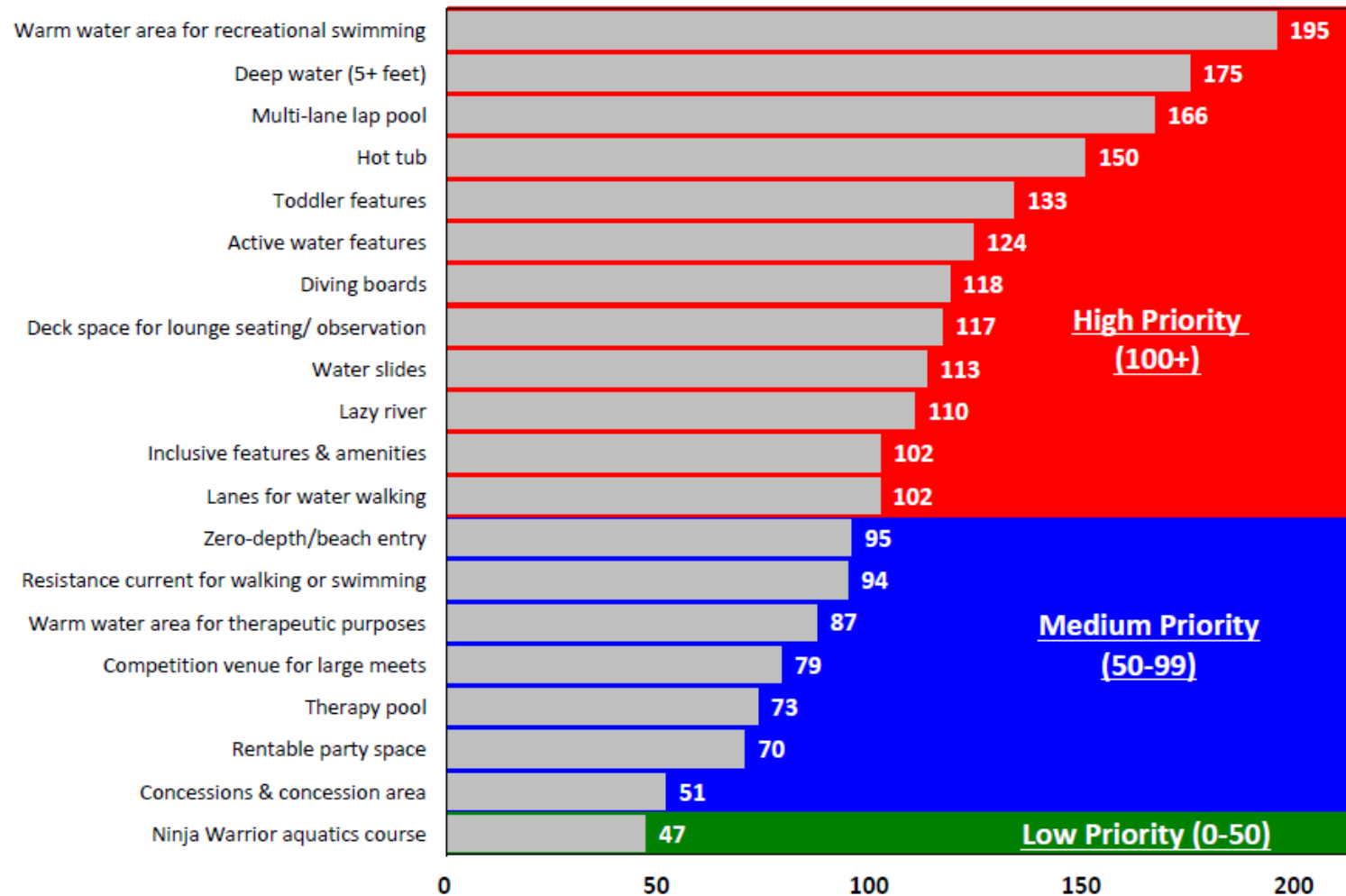
Priority Investment Rating



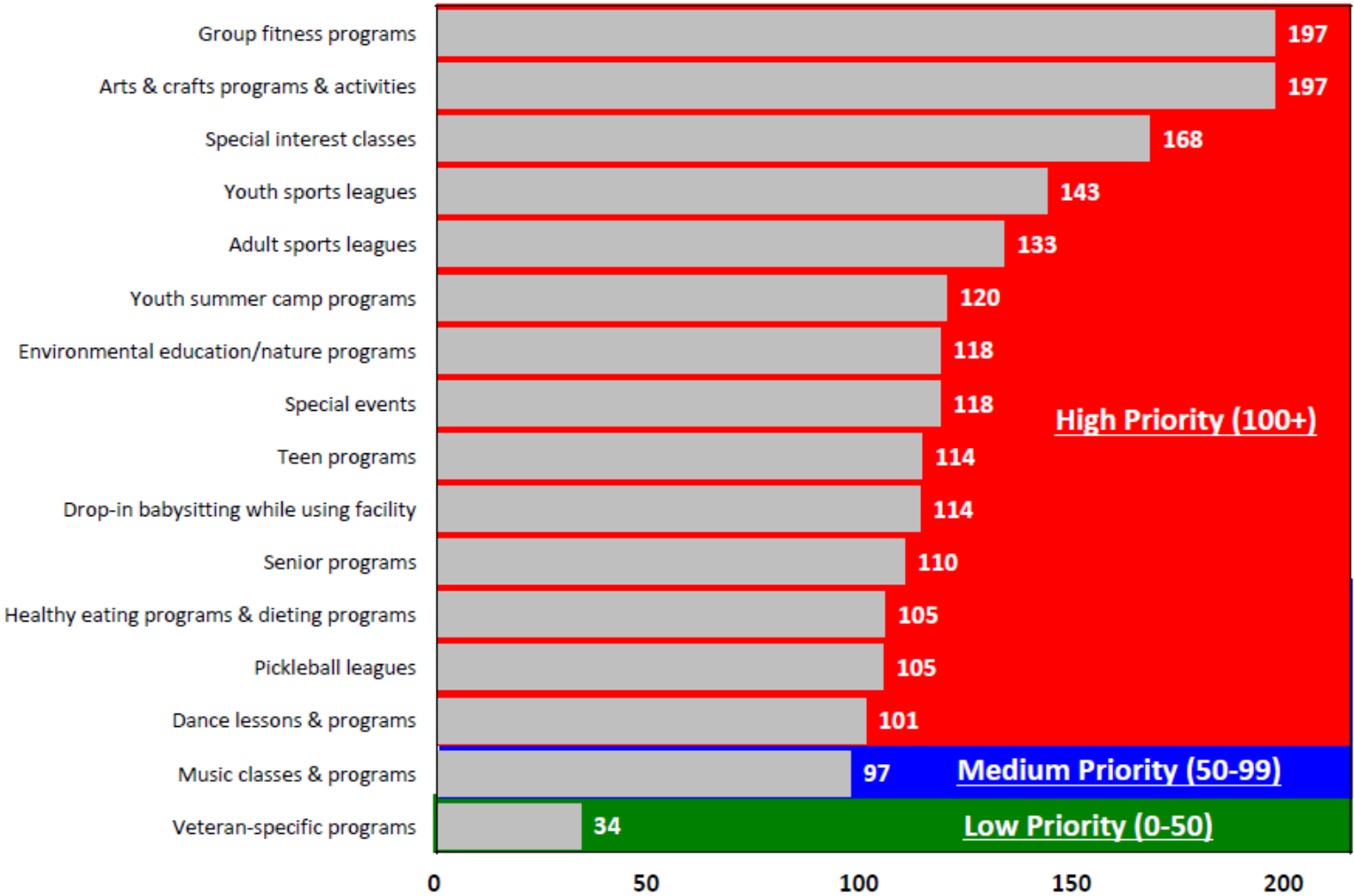
Top Priorities for Investment for Indoor Recreation Center Amenity Based on the Priority Investment Rating (Overall)



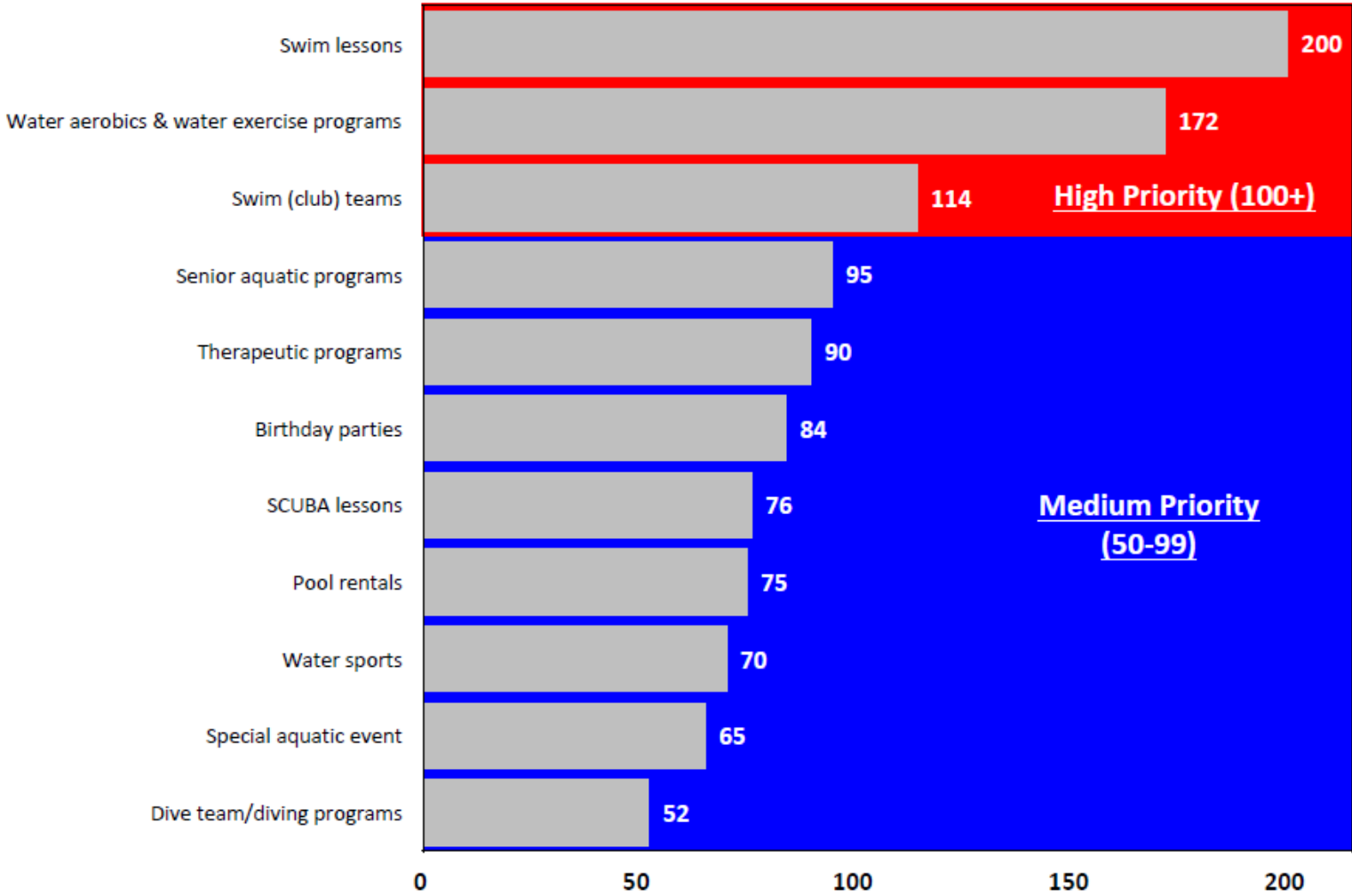
Top Priorities for Investment for Aquatic Amenity Based on the Priority Investment Rating (Overall)



Top Priorities for Investment for Indoor Recreation Center Program Based on the Priority Investment Rating (Overall)



Top Priorities for Investment for Aquatic Programs Based on the Priority Investment Rating (Overall)



QUESTIONS?

