

As a part of the Aquatic Center Feasibility Study for Wallowa County, OR an online survey was administered.

The survey was administered using the online platform SurveyMonkey and was distributed by the client in a variety of methods. The survey was available to the public from the week of November 14 through the week of December 5, and during that time 1,286 responses were gathered. Within the SurveyMonkey platform B*K was able to limit the number of responses per IP address to one, to prevent an individual or group of individuals from skewing the data.

Findings – Full Data Set

45.3% of respondents indicated that they were from Enterprise, with another 31.0% indicated that they were from Joseph. The remaining responses were from Wallowa, Joseph, and “Other.” For the 54.7% of respondents that were not from Enterprise, 95.8% of them indicated that they travel to Enterprise on at least a weekly basis.

An overwhelming 93.7% of respondents indicated that there was a need for an indoor pool in the County.

When asked about the types of programs, respondents identified the following as the top 3:

1. Swim Lessons (group) 89.8% Strongly Needed
2. Physical Therapy (PT) 85.0% Strongly Needed
3. Open Swim/Recreation Swim 84.7% Strongly Needed

When asked about the types of features, respondents identified the following as the top 3:

1. Designated Deep & Shallow Water 89.2% Strongly Needed
2. Instructional/Therapy 79.6% Strongly Needed
3. Ramp Entry 76.1% Strongly Needed

When asked about the types of non-aquatic features that could be added to the facility program, respondents identified the following as the top 3:

1. Dedicated Cardio 57.2% Strongly Needed
2. Group Exercise 54.4% Strongly Needed
3. Indoor Recreation Court 53.2% Strongly Needed

When asked, 89.5% of respondents indicated that they were willing to support the annual maintenance cost of a facility with ideal amenities through increased property tax. 27.6% of respondents indicated the maximum they were willing to pay was \$0.15 per \$1,000 of assessed value. 61.9% of respondents indicated that they would be willing to pay at least \$0.20 per \$1,000 assessed value.

Respondents were asked about preferred method to pay to use the facility.

- 29.9% preferred a daily admission fee.
- 33.6% preferred a monthly membership fee.
- 34.0% preferred an annual membership fee.
- Only 2.5% of respondents indicated that they were not willing to pay to use the facility.

Respondents were asked about price point for use the facility.

- For daily admission 55.9% preferred a fee of \$5.00 per visit with another 44.1% willing to pay at least \$6.00 per visit.
- For monthly membership fees, 47.1% indicated a fee of \$30/month with another 52.9% willing to pay at least \$40/month.
- 75.4% of respondents indicated that individuals from outside of the county should pay a higher fee than those inside the county.

The age groups represented in the survey are consistent with the higher median age in both the immediate and primary service areas. And the average household size was 2.9 individuals and 71.7% of respondents were female.

B*K found the result of the survey to be very positive. A large part of that positivity can be attributed to previous engagement efforts by the client and having a good understanding of the need prior to this engagement. For each question, B*K has provided additional commentary and insight.