

Community Center Town Survey Observations

General

Representation Rate by Age:

Because of their large numbers, those over 65+ contributed a large number of surveys. However, relative to their population, their response rate was lower than other groups. Proportional to their population, response rates gave representation to groups as follows:

Children:	4-5X	their	percentage	of	the	general	population
26-45:	2X	“	“	“	“	“	“
65+	½ to 2/3	“	“	“	“	“	“

Most people 26-45 who responded had children. They had 2X the response rate of those without. Greater interest or better messaging through Friday blast impact?

Many respondents skipped certain questions asking for opinions, sometime at high rates (Q4 on facility/program usage, 45 of 127 folks aged 26-45 skipped!)

Survey Results by Age:

In addition to the gross tally of results, we have multiple tabulations based on respondent ages, broken down into three categories: Ages 26-45, 46-64, and 65+.

Key Takeaways:

- Library is well used and mostly liked across age groups.
- COA has a group of about 20% who are regular users, otherwise light usage for those over 65. Mostly meets needs.
- Old Firehouse barely used among younger people (82% use 0 times per year), better among 65+ but only 20% use more than 10x /yr. Overall, satisfaction limited in both groups.
- Recreation dept used only moderately by young families and barely by 65+. For young families, meets the needs of 33% of young families and somewhat for 53%. For 65+ doesn't meet need at all for 55%, somewhat for 15%; yes for 70%.
- For both age groups, things that people would go for were similar. Same wide range from fitness to lectures to cultural, evenly distributed.

- For specific indoor options:
 - Gymnasium was the big standout with 75% of 26-45, even 33% for 65+.
 - “Other indoor pool” was a big winner too with 65% of 26-45 and about 38% for 65+.
 - Among 65+, large multi-purpose room, great room, kitchen for classes, and café scored big .
- A place to socialize is moderately quite important to younger children and parents. Fairly important for seniors. Less for older kids, single adults, generally older middle age. Overall, hard services are more far more important.

Outdoors:

- Access to nature was equal for both groups, over 50%.
- Senior and young folks diverged most other outdoor activities. No really strong interested among seniors. Outdoor team sports for children and teens very high. Water feature and playground too. Some adult team sports too. THIS IS ABOUT REC. NOT COMMUNITY CENTER.

Times:

- Different preferred hours between 26-45, 46-64, and 65+ populations. Not surprising but now documented.

Location:

- Very good agreement between the age group; on the periphery of the center, walking distance is the clear winner, away from town about tied with downtown.

Support:

- 26-45: Very likely 76%; likely 8% . . . very unlikely 6%.
- 46-64: Very likely 71%; likely 11% . . . very unlikely 7%.
- 65+: Very likely 50%; likely 16% . . . very unlikely 15%.

Moving Forward

Small Concentrate on currently unmet needs with modest requirements

Med. Add bigger ticket items not currently addressed

Large Bring in more facilities to enhance existing.

Current Facilities / Programs

Outdoor spaces usage in similar numbers (40% at >30/yr).

Library:

Ages share reasonably high library usage, just a little higher for seniors.

>30 /yr. 24% for 26-45 30% for 65+.

0 /yr. 8% for 26-45 4% for 65+

Overall satisfaction is OK but at 60-75; most residual are "somewhat". Older people more satisfied.

COA:

65+ 21% use it more than 30/yr. Nearly 60% don't use at all or <9 times/ yr. Seems from comments that those who do, do so a lot. Especially for lunch program.