



Prairie Village Community Center And YMCA Market Sustainability Study

**Summary Report
March 2023**



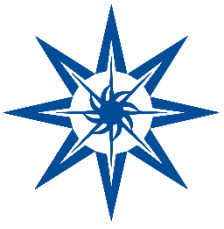


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Introduction To The Summary Report

INTRODUCTION

- In preparing this summary of research findings, the intent has been to present the information deemed most important and to discuss those findings in a way that will be meaningful and understandable to the reader. Since summaries by their very nature are not comprehensive, it cannot be expected that all results of potential value will be thoroughly discussed or presented in this report. Therefore, the reader should consider not only this document, but also the comprehensive Tabular Results which accompany this summary for a more thorough review of the findings.
- For this report, Wiese Research Group (WRG) has relied on its professional research experience in selecting data for presentation and, where deemed appropriate, has forwarded some possible interpretations regarding how these results might influence planning or decision making. It is important to emphasize, however, that these interpretations are certainly not meant to be the only possible conclusions that can be drawn from the information obtained in this study. Rather, the City of Prairie Village and YMCA of Greater Kansas City must consider these results, along with information and knowledge possessed outside the scope of this study, when making final determinations and decisions based on the research.
- The format of this report consists of a discussion of selected findings alongside charts and graphics providing a “visual” presentation of the results. This is preceded by a brief description of the study methodology employed for this research.
- It should also be noted that the individual percentages shown in the tabular results as well as those graphically displayed in this report are rounded to the nearest whole number, and therefore will sometimes appear to equal 99% or 101% of the total base sample but in fact do total to 100% when percentages are not rounded.



Study Methodology



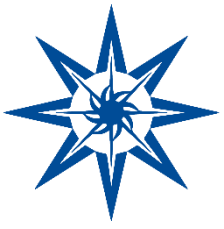
Study Methodology

PURPOSE OF THE RESEARCH

- The City of Prairie Village is considering the construction of a new Community Center and YMCA that would replace existing facilities and offer a full range of services. A market assessment completed in December of 2019 revealed strong support for this new facility, but that was prior to the Covid-19 pandemic. It was therefore deemed appropriate to re-measure community interest in and likely utilization of this community center post-Covid. More specifically, the following objectives were accomplished in the current study:
 - *Obtained market penetration levels for health club and fitness facilities currently utilized by residents in this market, as well as the types of memberships possessed (individual, two adults, family).*
 - *Measured the incidence of use during the past 12 months for the existing Prairie Village pool complex and the Paul Henson YMCA.*
 - *Estimated the likelihood to utilize a Prairie Village Community Center and YMCA, first assuming a reasonable cost, and then at specified price points (for various types of memberships). These results were subsequently used to estimate potential membership units and revenue.*
 - *Evaluated impressions of YMCA's involvement as a financial contributor and operating partner for the proposed community center.*
 - *Assessed the relative importance consumers place on specific features and amenities that are currently under consideration for the new facility.*
 - *Measured potential demand for (likelihood to use) specific exercise/activity options the facility could offer.*
 - *Gauged the likelihood to consider using medical-based programs if provided at the center.*
 - *Explored support for funding the proposed Community Center and YMCA through a tax increase, along with the type of tax change one would be most likely to favor.*

SAMPLING DESIGN

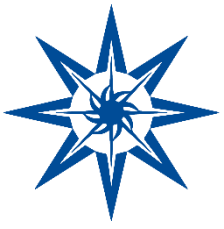
- With any research study, it is critically important to accurately define and understand the population to be studied. The population is the group from which all sampling takes place and to which the results must eventually be projected. Since this was a general community study, the “population of interest” included essentially all adults residing within the proposed facility’s potential trade area (defined by zip codes).



Study Methodology

- Sampling for this project was completed in two phases. First, n=401 *phone* surveys were administered using samples drawn from both cell/wireless and listed household (landline) phone numbers across the entire trade area. To ensure that a representative cross-section of the community was interviewed during this phase, geographic and age/gender quotas were established based on population statistics for the survey area. The chart below shows the geographic distribution of the obtained phone sample by zip code, which closely matched the actual household proportions.

GEOGRAPHIC DISTRIBUTION OF THE OBTAINED PHONE SAMPLE BY ZIP CODE					
Zip Code	Town	Household Count	% Of Total Households	Obtained Phone Sample	% Of Total Obtained Sample
64112	Kansas City, MO	5,458	7%	24	6%
64113	Kansas City, MO	4,726	6%	23	6%
64114	Kansas City, MO	12,043	14%	55	14%
66202	Mission, KS	9,272	11%	43	11%
66204	Overland Park, KS	9,423	11%	43	11%
66205	Mission, KS	6,382	8%	31	8%
66206	Leawood, KS	4,317	5%	20	5%
66207	Overland Park, KS	6,687	8%	32	8%
66208	Prairie Village KS	9,481	11%	54	13%
66212	Overland Park, KS	15,481	19%	76	19%
TOTAL		83,270	100%	401	100%



Study Methodology

- A second supplemental sampling phase provided those living within the city limits of Prairie Village an opportunity to complete the survey online. A total of 11,745 postcards with a link to the web-based survey were mailed, yielding n=1,378 valid *online* surveys, which were then used to “boost” the Prairie Village proper phone sample. It is important to note that the online data is used *only* when results for those residing within the Prairie Village city limits are being considered. The combined phone and online surveys for Prairie Village residents were also statistically weighted by age (see Appendix A).

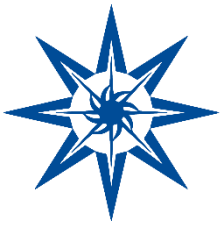
MARGIN OF ERROR

- The accuracy of research results when random sampling is utilized is a function of both the sample size as well as the obtained results for any given question. The chart below depicts the error ranges achieved for the total Prairie Village proper sample of n=1,459 (phone and online combined), the total phone sample of n=401, as well as selected subsample sizes, given various obtained result percentages.

EXPECTED STANDARD ERROR RANGES FOR SELECTED SAMPLE SIZES*									
Sample Size	For Obtained Results Of ...								
	10%	20%	30%	40%	50%	60%	70%	80%	90%
n=1,459	±1.5	±2.1	±2.4	±2.5	±2.6	±2.5	±2.4	±2.1	±1.5
n=401	±2.9	±3.9	±4.5	±4.8	±4.9	±4.8	±4.5	±3.9	±2.9
n=200	±4.2	±5.5	±6.4	±6.8	±6.9	±6.8	±6.4	±5.5	±4.2
n=150	±4.8	±6.4	±7.3	±7.8	±8.0	±7.8	±7.3	±6.4	±4.8
n=100	±5.9	±7.8	±9.0	±9.6	±9.8	±9.6	±9.0	±7.8	±5.9
n=50	±8.3	±11.1	±12.7	±13.6	±13.9	±13.6	±12.7	±11.1	±8.3

**Ranges expressed as percentage points at the 95% confidence level.*

- It can be seen from the preceding chart that the maximum standard error range occurs when the obtained result is 50%, with error ranges diminishing on a continuum as the result percentages move closer to one end (e.g., 10%) or the other (e.g., 90%). In addition, when findings for smaller subsamples are considered, results are subject to a greater margin of error. These error ranges should be kept in mind when reviewing the study results.



Study Methodology

METHOD OF SAMPLE CONTACT

- As mentioned, telephone was the sample contact methodology for the initial phase, which included the entire survey area (not just Prairie Village). All phone surveys were conducted by trained and experienced interviewers on WRG's staff.
- For the supplemental online phase, the City of Prairie Village invited residents to participate via a postcard which contained a link and PIN# required to access the web-based survey. The postcards were designed, printed and mailed by the City (see Appendix B for postcard). WRG handled the programming, provided the link, and hosted the data collection for this online survey.

SURVEY INSTRUMENT

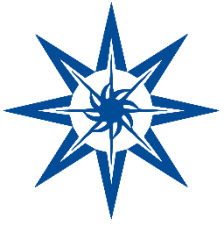
- The questionnaire administered to respondents averaged 12-13 minutes on the phone and 11-12 minutes to complete online. A copy of this survey instrument can be found in Appendix C. All results presented in this document include a question number reference should the reader wish to review the exact wording of a specific item on the survey.

DATA COLLECTION (SURVEY DATES)

- All phone interviewing and online data collection for this project was completed between February 2 and March 6, 2023. Research results are in one way much like a financial balance sheet prepared for a business in that they represent the situation only at a given point in time. Consumer awareness, opinions, and behaviors can and often do change over time. Therefore, when referring to these study results, it is important to keep in mind the time period during which data was collected.
- As previously noted, a nearly identical survey was completed in December 2019 (prior to the pandemic). Result comparisons between these two studies for a few key metrics have also been included in this report.



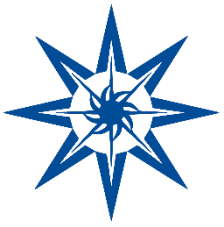
Sample Characteristics



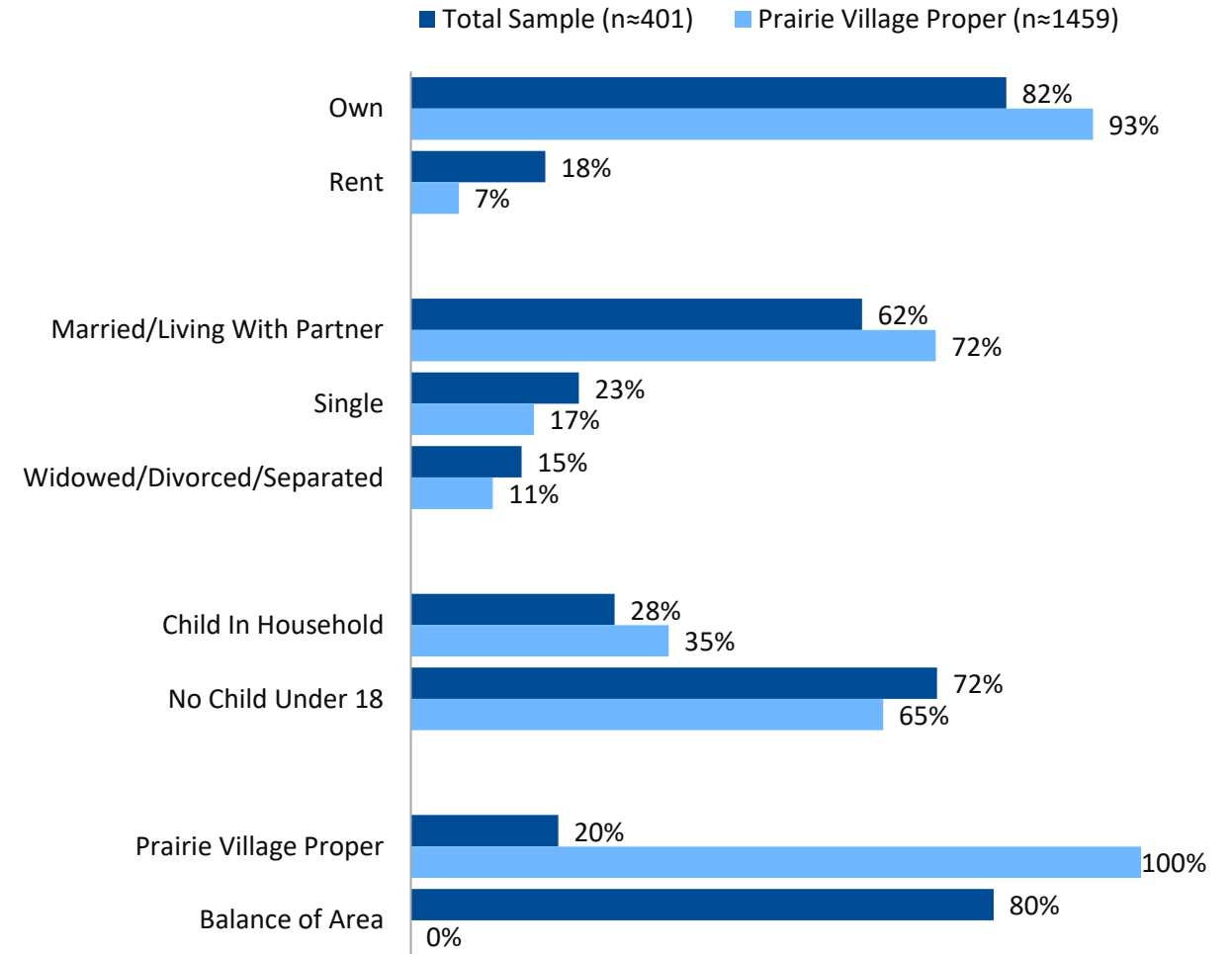
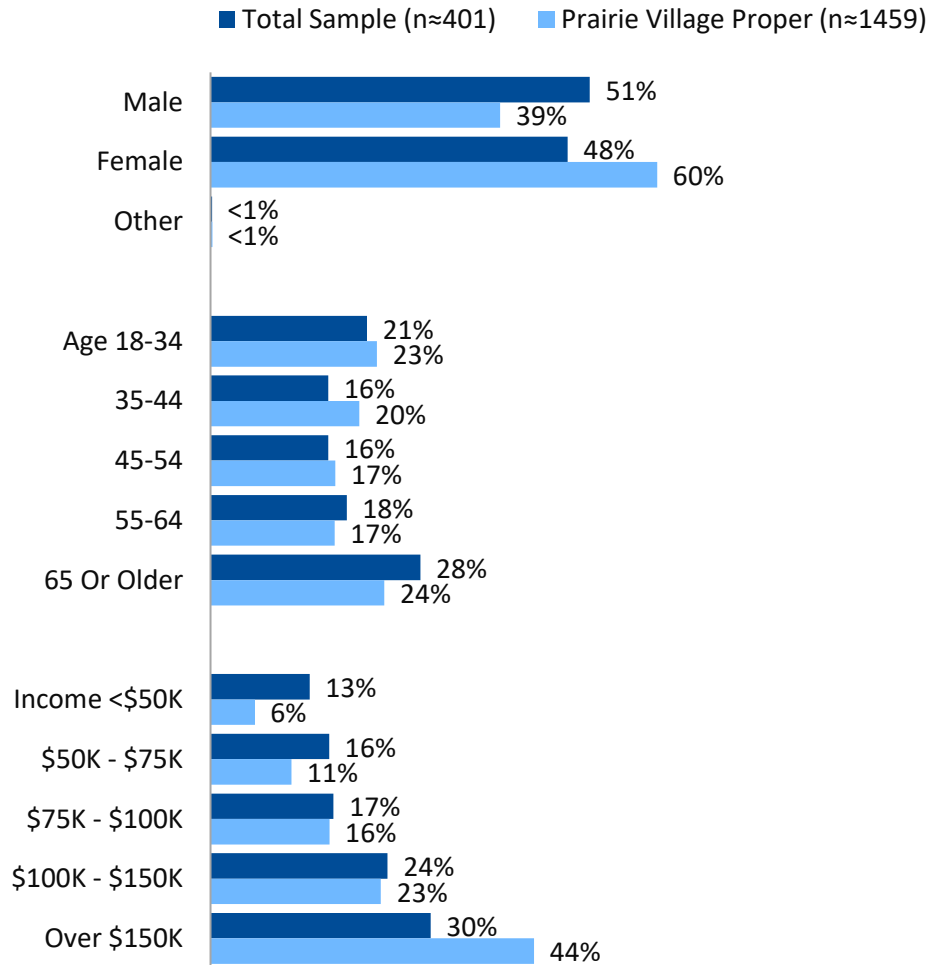
Sample Characteristics

SAMPLE CHARACTERISTICS

- To provide greater insight into who was “listened to” in this study from a demographic standpoint, the reader is referred to the sample characteristics depicted on the following page. It should be noted that all percentages are based on those responding to that demographic question, for each of the respective sample segments.
- These characteristics profile the n=401 respondents interviewed by telephone across the entire survey area, referred to here and throughout this report as the “total sample” (excludes the Prairie Village oversample completed online). In addition, the n=1,459 respondents in Prairie Village proper (phone and online surveys combined) are also profiled and shown, after statistical weighting by age.
- Review of these demographic characteristics suggest that Prairie Village proper residents, at least those surveyed in this study, appear to be more affluent when compared to household incomes across the total trade area. As would follow, Prairie Village respondents are also more likely to be homeowners.



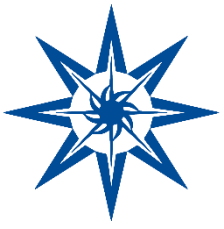
Sample Characteristics



(Reference: SQ2, SQ3, Q1, Q18, Q23-25)



Study Findings



Incidence Of Health Club Or Fitness Center Membership By Anyone In Household

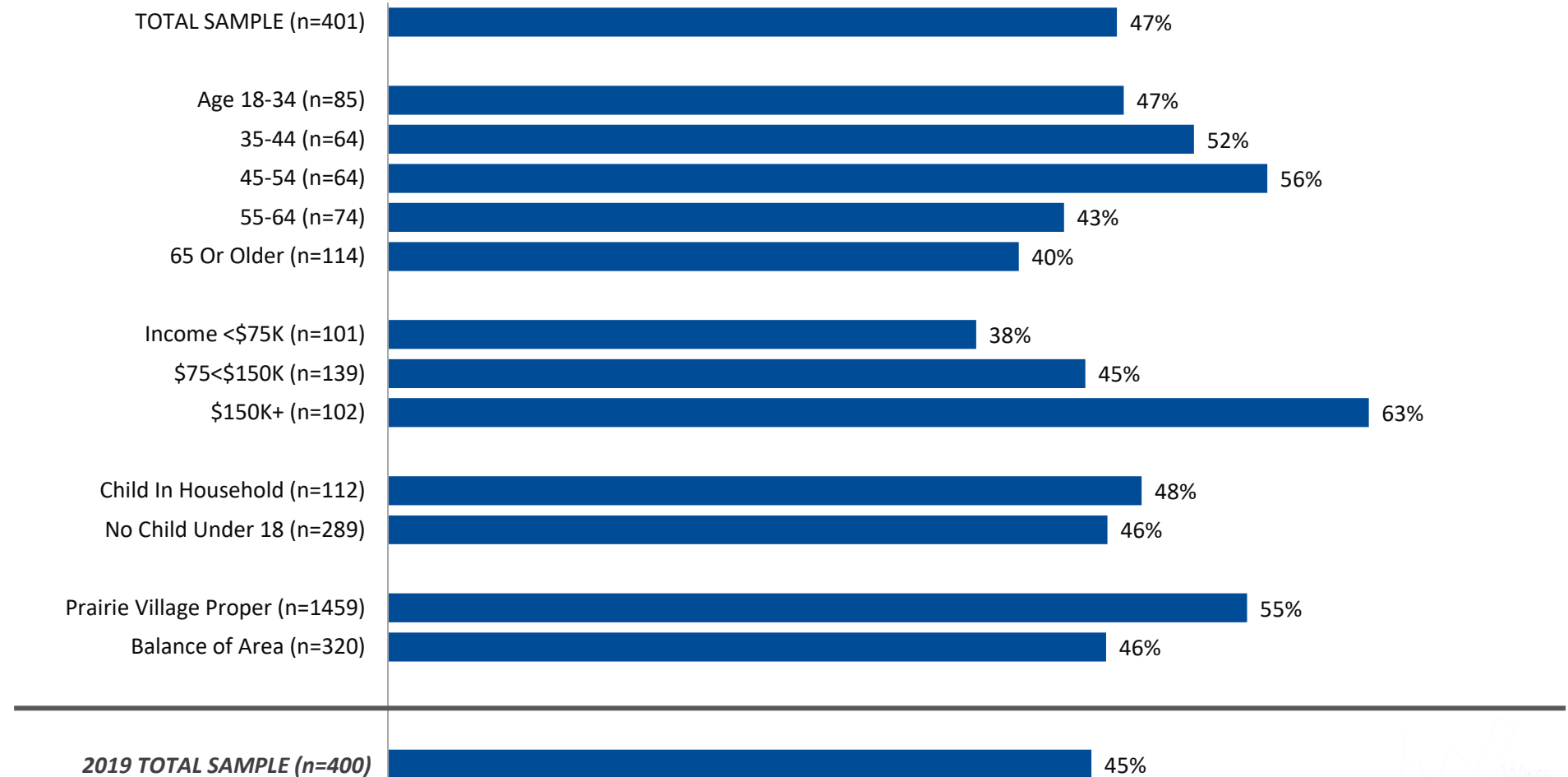
Results here would project that approaching one-half of the households in this area possess at least one membership to a health club or fitness center (as was the case in December of 2019).

These results vary significantly by age group, with health club/fitness center memberships most prevalent in the 45-54 age category.

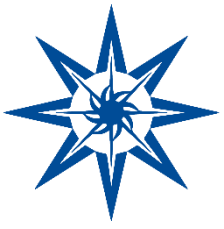
As one might expect, the incidence of such memberships directly correlates with household income.

Those residing within the city limits of Prairie Village are also more likely than their counterparts to have fitness club memberships.

These trends should be kept in mind when reviewing interest levels for the proposed Prairie Village Community Center and YMCA.



Base: Total sample segment
(Reference Q2)



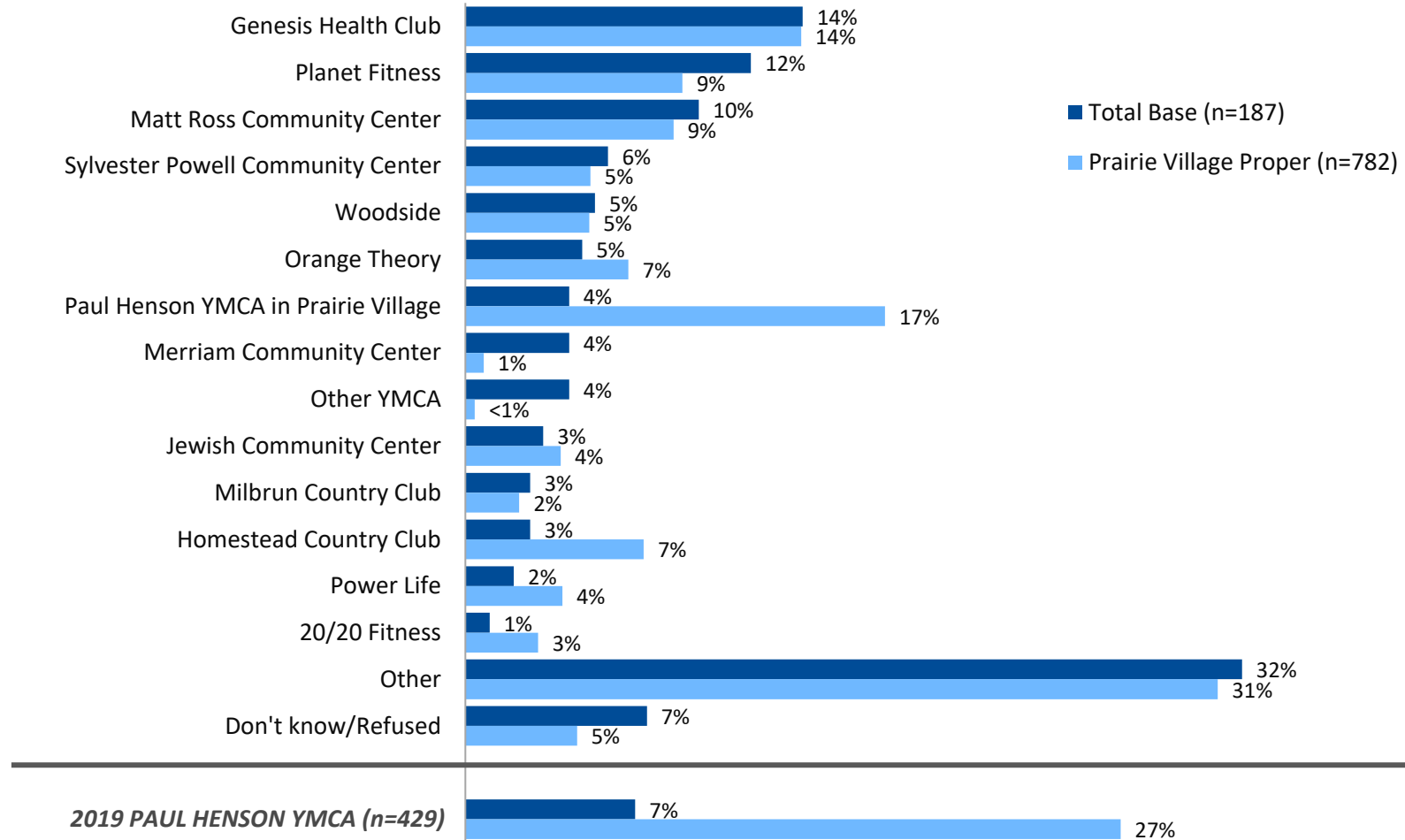
Health Club/Fitness Center Membership Shares

Genesis Health Club holds the largest share of memberships when the total trade area is considered, followed closely by Planet Fitness and Matt Ross Community Center.

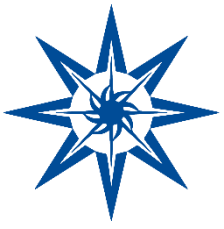
It is evident from these results that the market is rather fragmented, with many facilities competing for share when it comes to gym/fitness center memberships.

While Paul Henson YMCA has the greatest share of current memberships among those residing within the city limits of Prairie Village, its share has declined significantly since December 2019.

Since the proposed new facility will be replacing the Paul Henson YMCA, the extent to which a new Prairie Village Community Center and YMCA might “cannibalize” or take business away from other YMCA locations appears to be minimal.



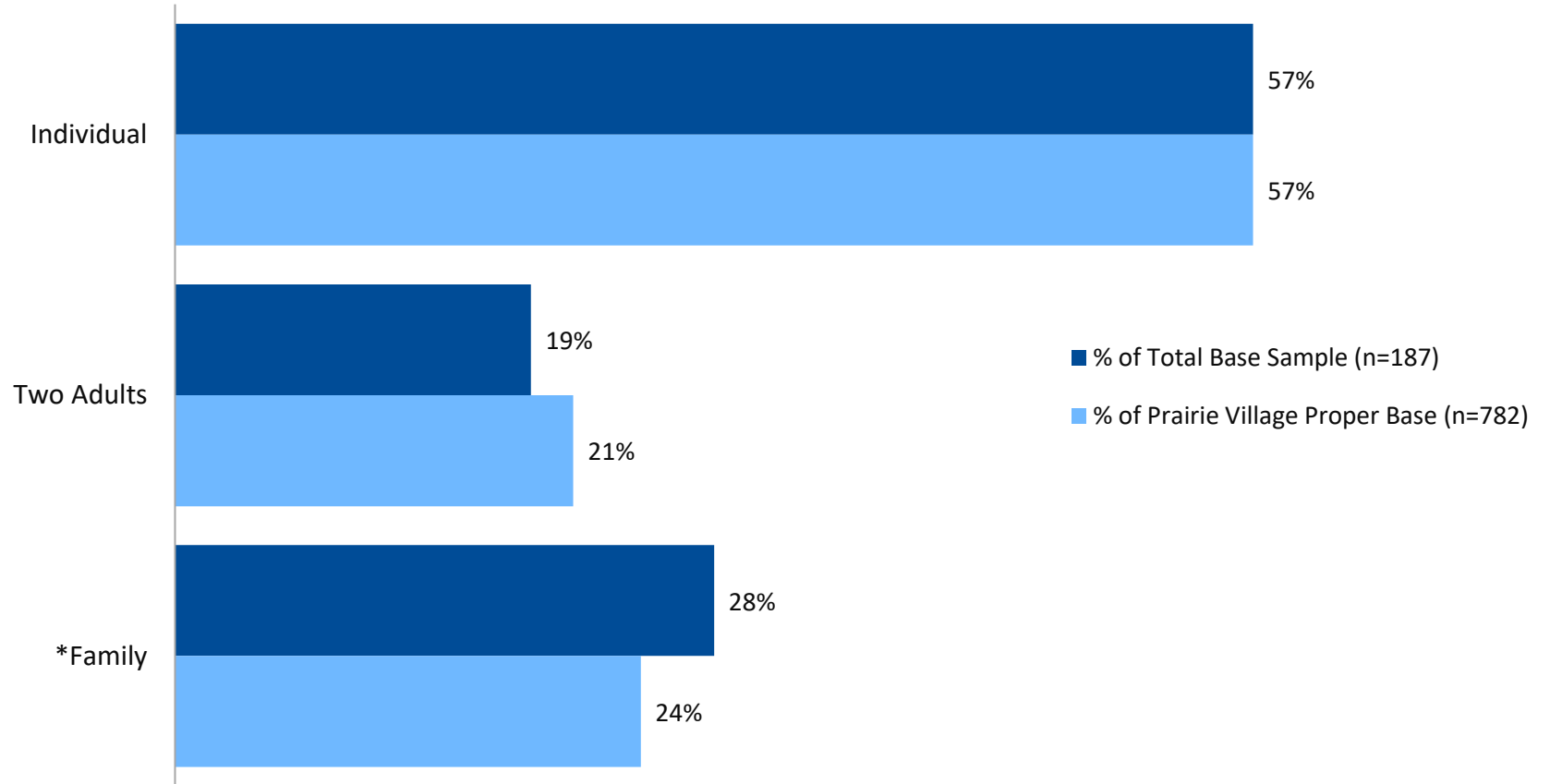
Base: Those with a current health club/fitness center membership (multiple replies accepted)
(Reference Q3A)



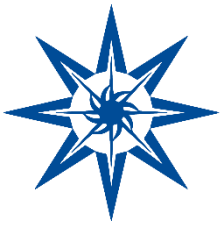
Type Of Health Club/Fitness Center Memberships Possessed By Household

Over one-half of the households belonging to a health club possess an individual membership, while two adult (no children) memberships are far less common.

While not shown here, expected differences were found in these results by age, marital status, and whether children under 18 are present in the household (i.e., single, younger, and older residents are more likely to have individual memberships, while family memberships are more common among middle-aged residents with children).



*Includes memberships for single parent plus dependent(s).
Base: Those with a current health club/fitness center membership
Multiple (3) replies accepted.
(Reference: Q3B)

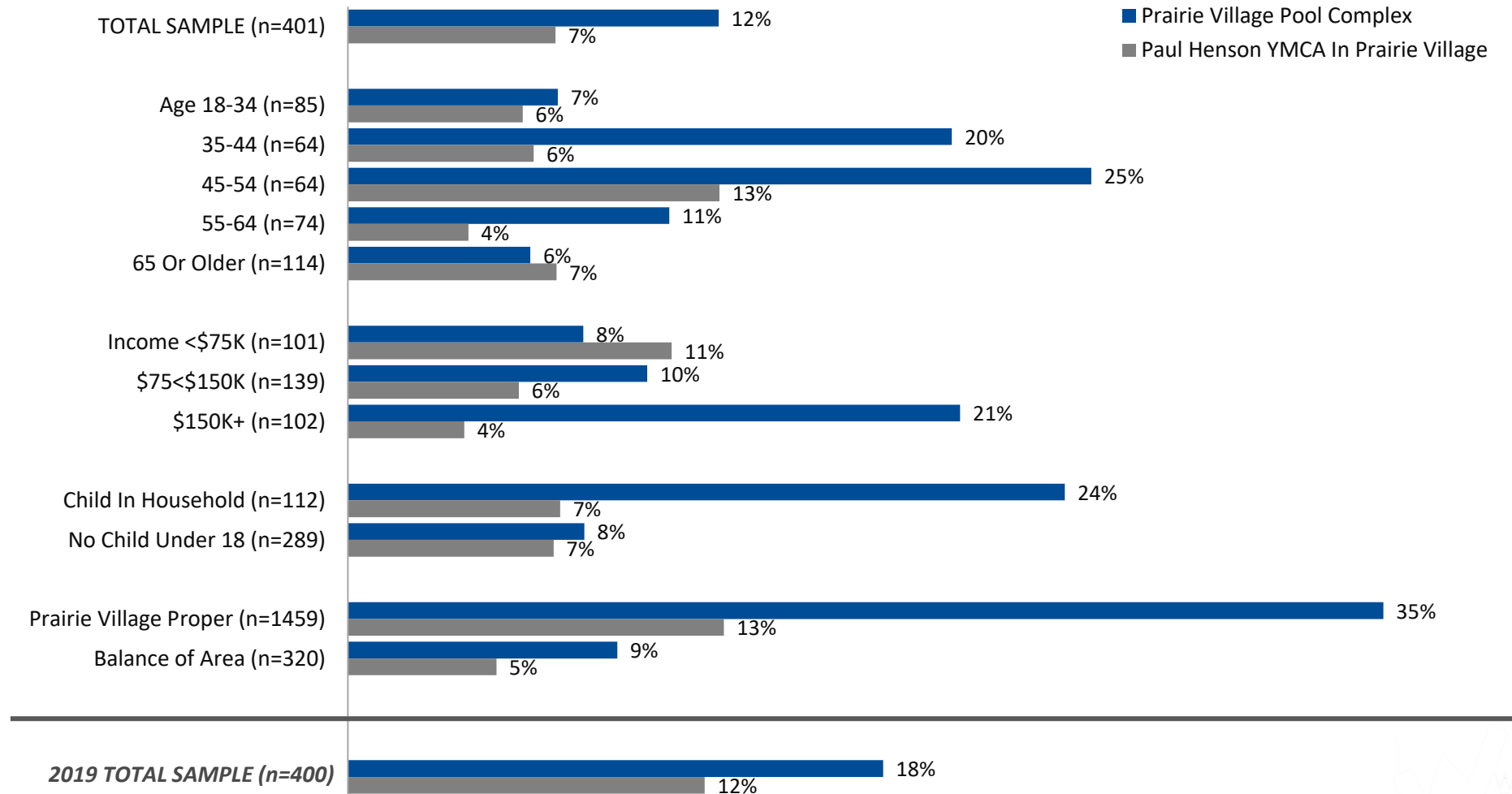


Use Of Existing Prairie Village Facilities During The Past 12 Months

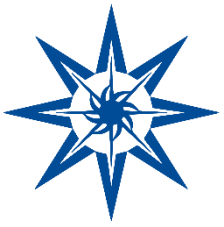
When the total trade area is considered, relatively small percentages of households have used either the Prairie Village Pool Complex or Paul Henson YMCA in the past 12 months. Use of both facilities appears to have declined since before the pandemic.

Some notable trends were found in these results across demographic categories. Use of the pool complex increases with age up to a point but drops off considerably at age 55 and older. As expected, the pool is also more often used by those with children under 18 at home. Higher income households are also more likely to have used the pool.

Not surprisingly, use of these facilities in the past year was also greater among those who reside in Prairie Village proper versus those in the balance of the area surveyed.



Base: Total sample segment
(Reference Q4A-C)



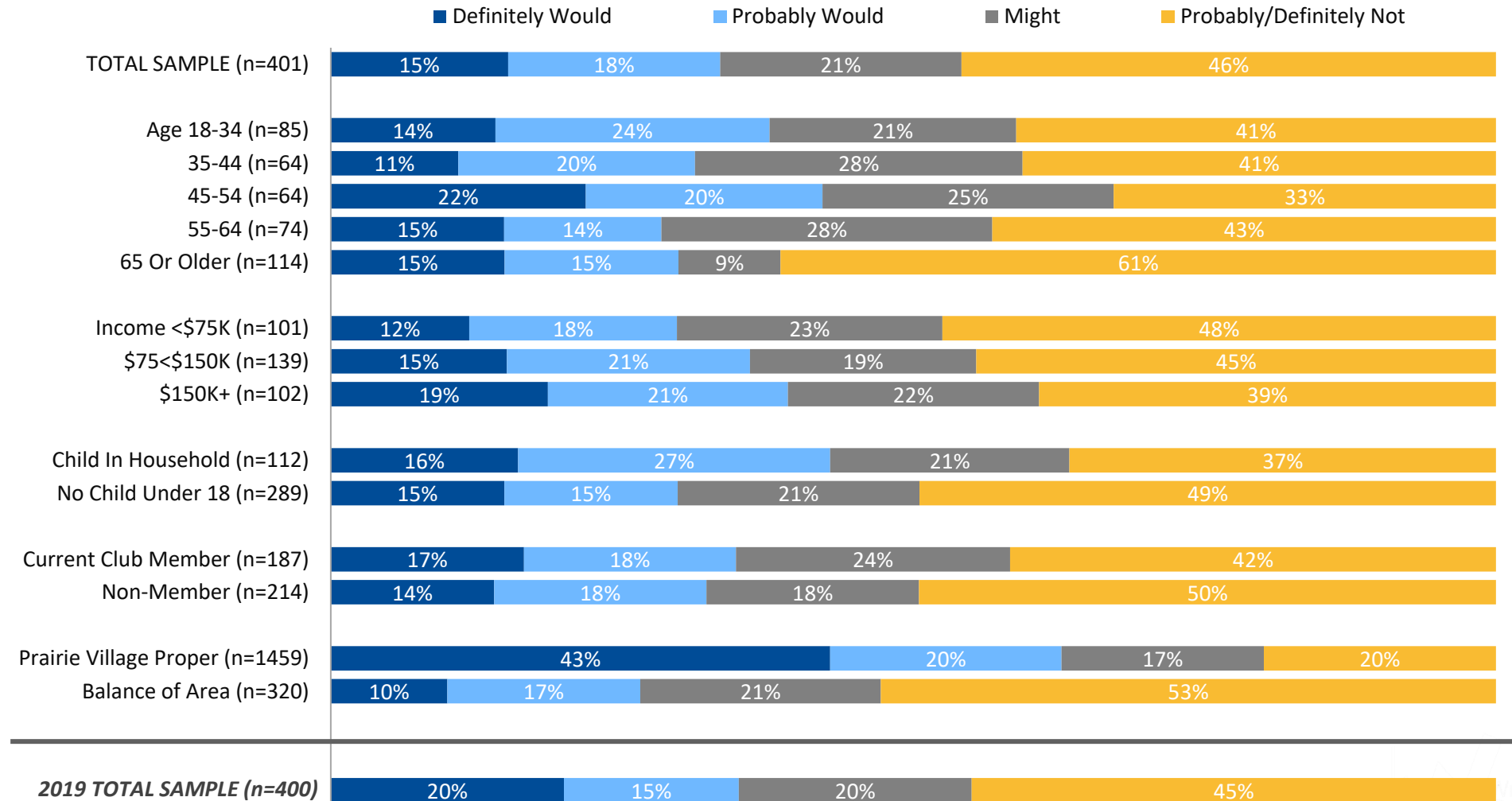
Likelihood To Use New Prairie Village Community Center and YMCA (Assuming Reasonable Cost)

Based on the description provided, and assuming a reasonable cost, nearly one-third of respondents indicated they would *at least probably use* a new Prairie Village Community Center and YMCA, and this potential interest tracks closely to pre-pandemic levels.

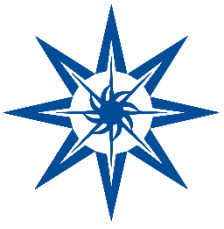
Openness to at least consider the proposed new facility is greatest among young families and those with higher household incomes.

It is encouraging to see that current health club or fitness center membership does not diminish potential interest in using the proposed new facility.

While not nearly as strong as those in Prairie Village proper, potential interest in using the new Community Center and YMCA among those residing in the balance of the trade area exists to a meaningful degree.



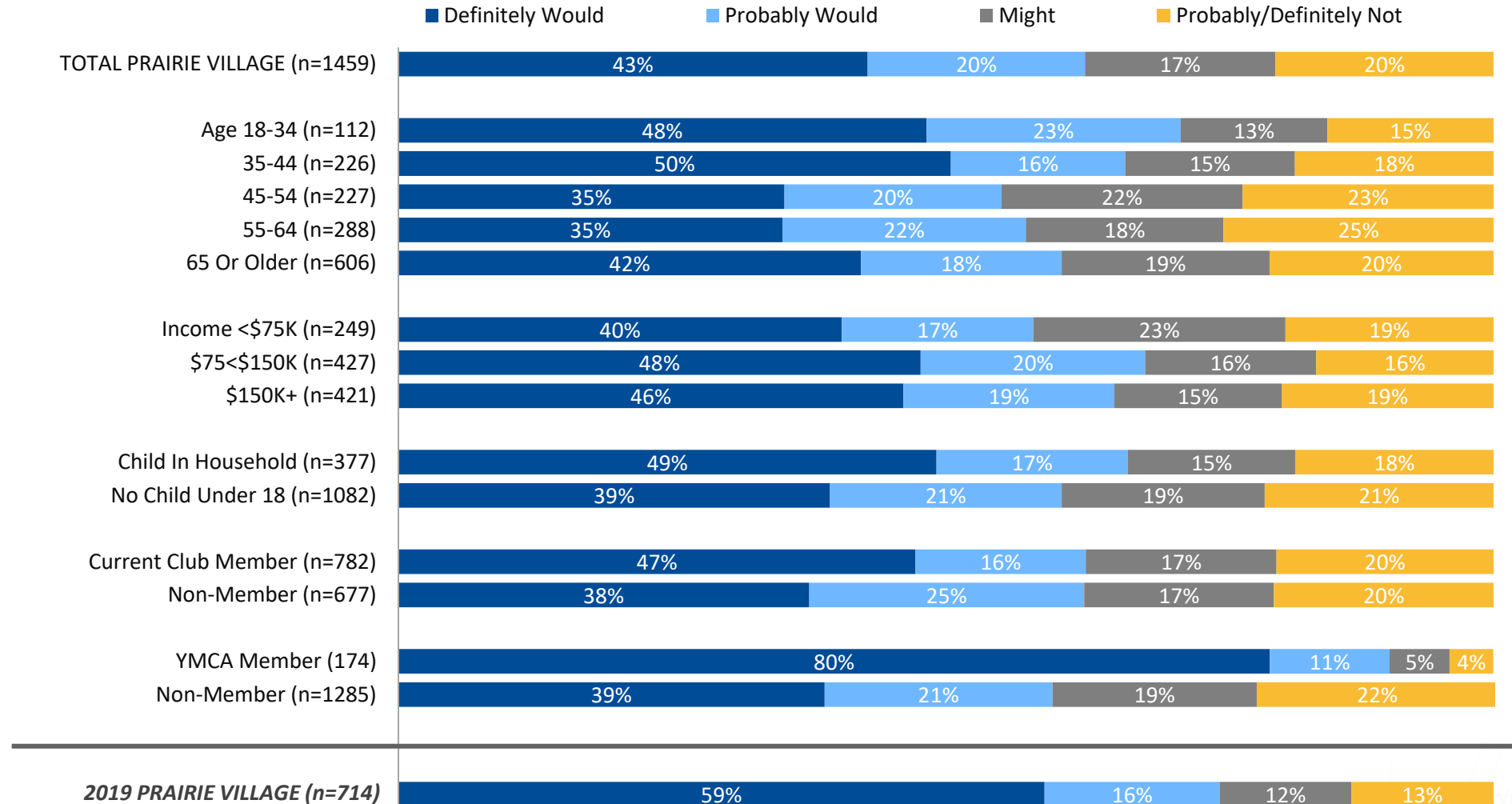
Base: Total sample segment
(Reference Q6)



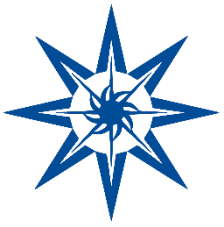
Likelihood To Use New Prairie Village Community Center and YMCA – *Prairie Village Proper Residents Only*

Potential interest in the proposed new Community Center and YMCA among households in Prairie Village proper is quite strong “across the board,” with most residents open to at least considering using this facility, assuming a reasonable cost.

However, results here do show a notable decline in those stating they would “definitely” use this new facility today versus before the pandemic.



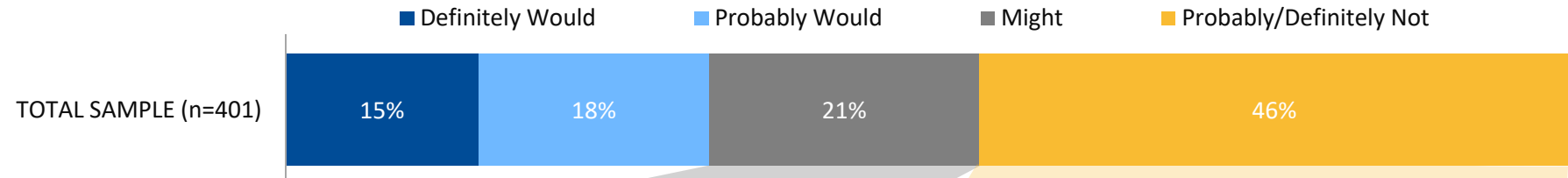
Base: Prairie Village residents only segments (Reference Q6)



Volunteered Reasons For Might/Not Likely To Use The New Prairie Village Community Center and YMCA

Turning to what one's potential interest might depend on, not surprisingly price or cost-related factors were cited most often, followed by location/distance and the activities or programs offered. By comparison, no other single issue was volunteered especially often as having an impact on one's decision to use this new facility or not.

The most common reason volunteered for *not* being likely to use a new Prairie Village Community Center and YMCA was inconvenient location (too far away) or simply having no need or interest, which in some cases is due to belonging to or using another gym.



What Would Your Likelihood To Use The PV Community Center and YMCA Depend On? <i>VOLUNTEERED RESPONSES</i>	% Of Base Sample (n=83)
Price/Fees/Cost-Related	49%
Actual Distance/Location	27%
Activities/Programs Offered/Amenities	22%
Pool	8%
Convenience (Unspecified)	6%
Time Constraints	5%
Size/Capacity	5%
All Other Replies	20%
Refused/No Reason/Don't Know	4%

Why Are You Not Likely To Use The PV Community Center and YMCA? <i>VOLUNTEERED RESPONSES</i>	% Of Base Sample (n=184)
Inconvenient Location/Too Far	50%
No Need/No Interest	30%
Belong Elsewhere (Use Another Gym)	17%
Age	5%
Cost	4%
No Use For	4%
In Home Gym/Building Facilities	3%
All Other Replies	8%
Refused/No Reason	2%

Multiple (3) replies accepted.
Base: Total sample segment
(Reference Q6A-6B)



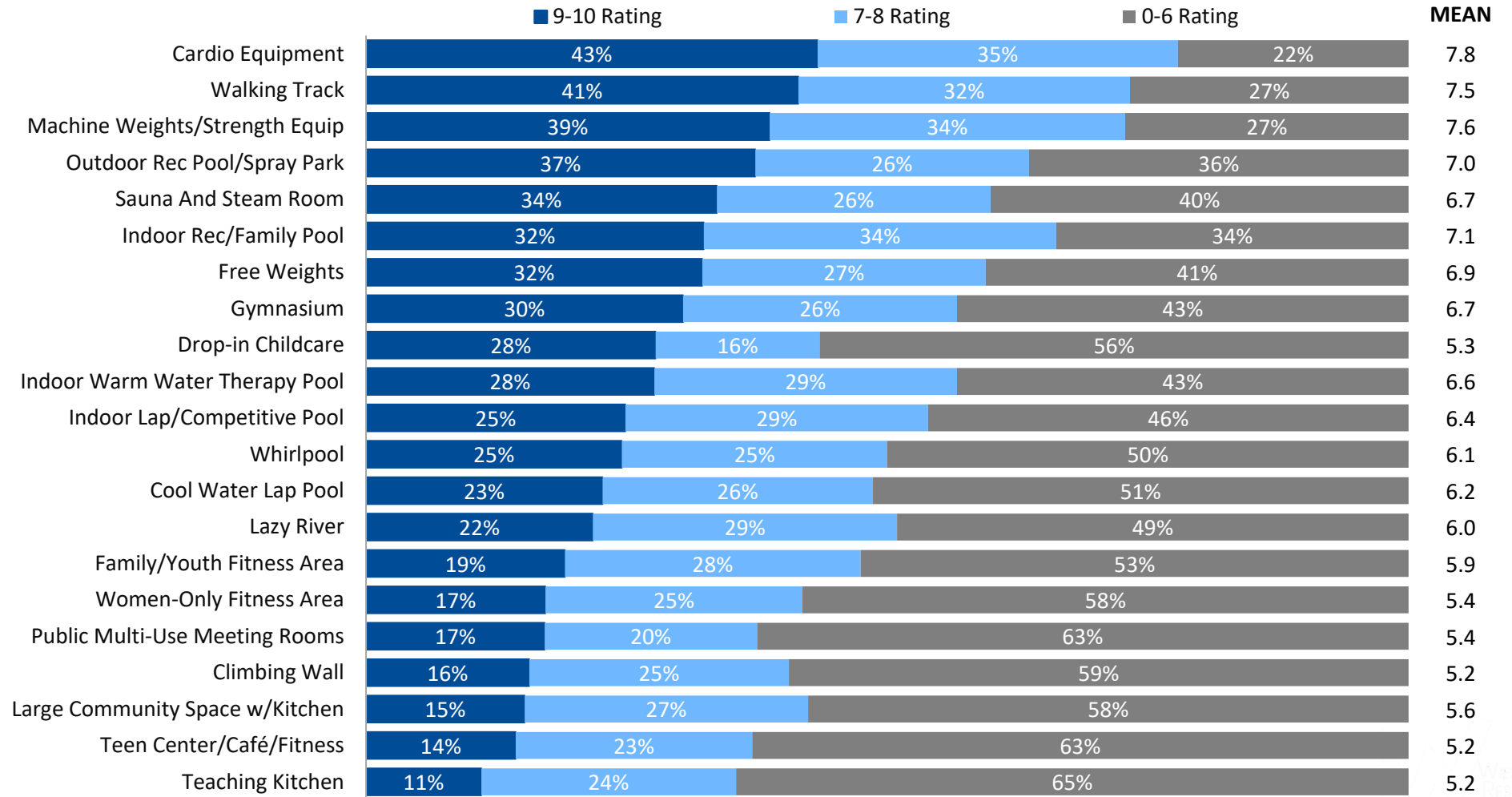
Importance Of Possible Features/Amenities To Include In Community Center – Among Potential Interest Segment

Relatively speaking, cardio equipment, walking track, and machine weights/strength equipment are the most important features and amenities to include in the new community center, followed by an outdoor and/or indoor recreation pool.

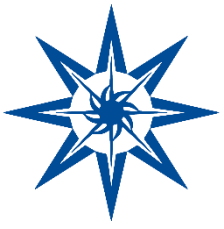
Of the various pool/water options evaluated, it appears that potential patrons place somewhat greater importance on recreation pools (indoor and outdoor) when compared to warm water therapy, lap/competitive, and cool water lap pools, or a lazy river.

As perhaps expected, features such as a teaching kitchen, teen center (with computers, café, etc.), climbing wall, meeting or community rooms, and women-only fitness area are less likely to have widespread appeal and therefore were rated relatively lower in importance.

SCALE: 0 = NOT AT ALL IMPORTANT to 10 = EXTREMELY IMPORTANT



Base: Those who at least might use new facility, able to rate (n≈217). (Reference Q7)

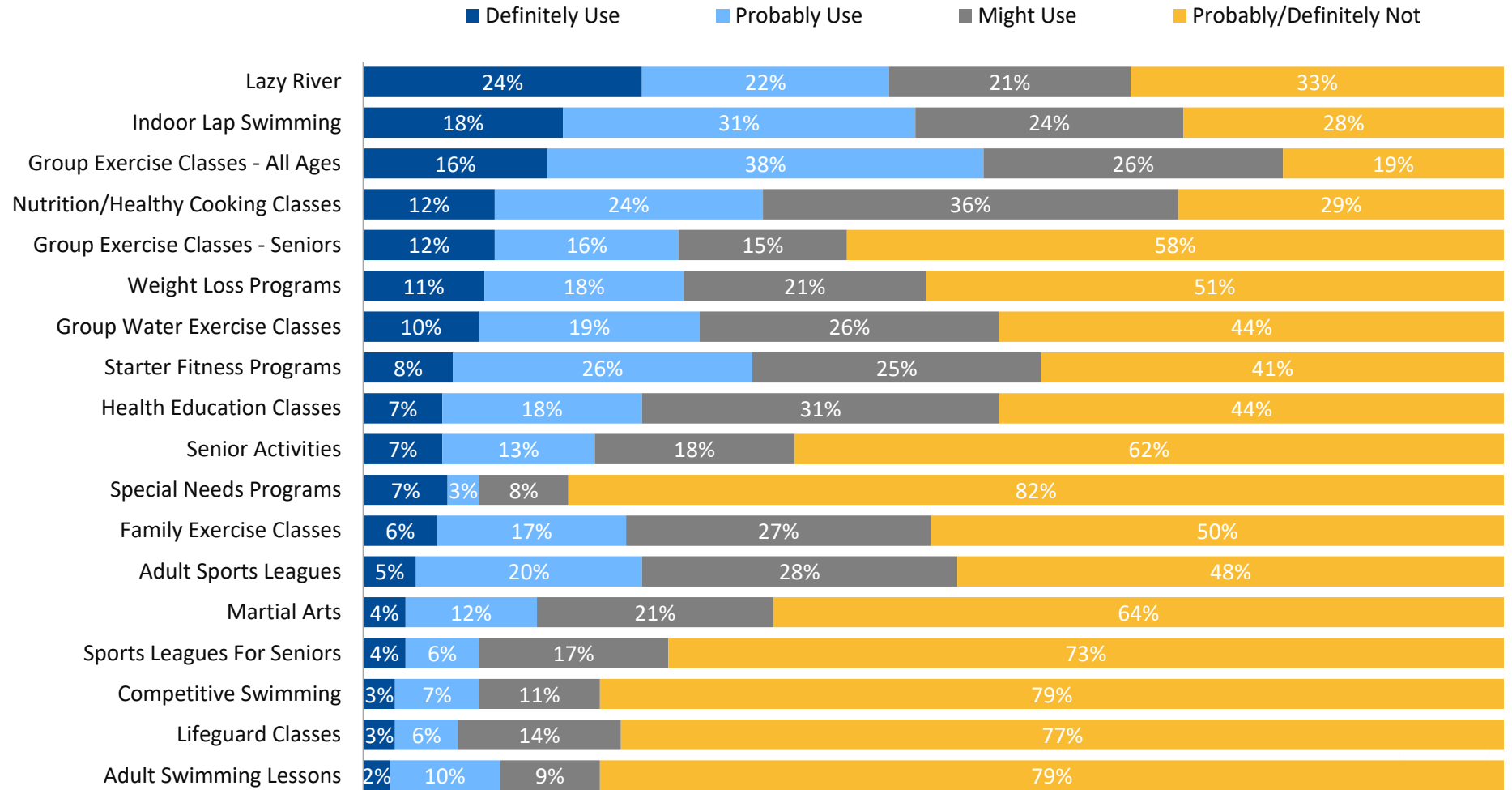


Likelihood To Use Selected Programs/Services – Among Potential Interest Segment

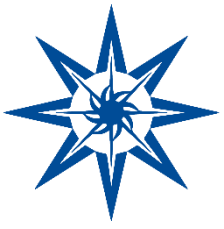
While the lazy river ranked lower in importance versus several other features and amenities, likely usage of a lazy river, if offered, appears to be quite strong, along with indoor lap swimming and group exercise classes for all ages.

Nutrition/healthy cooking classes, group exercise classes for seniors, weight loss programs, group water exercise classes, and starter fitness programs also have rather broad appeal among this potential interest segment.

At the other end of the continuum, and as might be expected, potential interest appears to be far narrower for adult swimming lessons, lifeguard classes, competitive swimming, and sports leagues for seniors. That is not to say the demand for these services is non-existent, but rather use of these programs will likely be more limited, if offered.



Base: Those who at least might use new facility (n=217).
(Reference Q8)

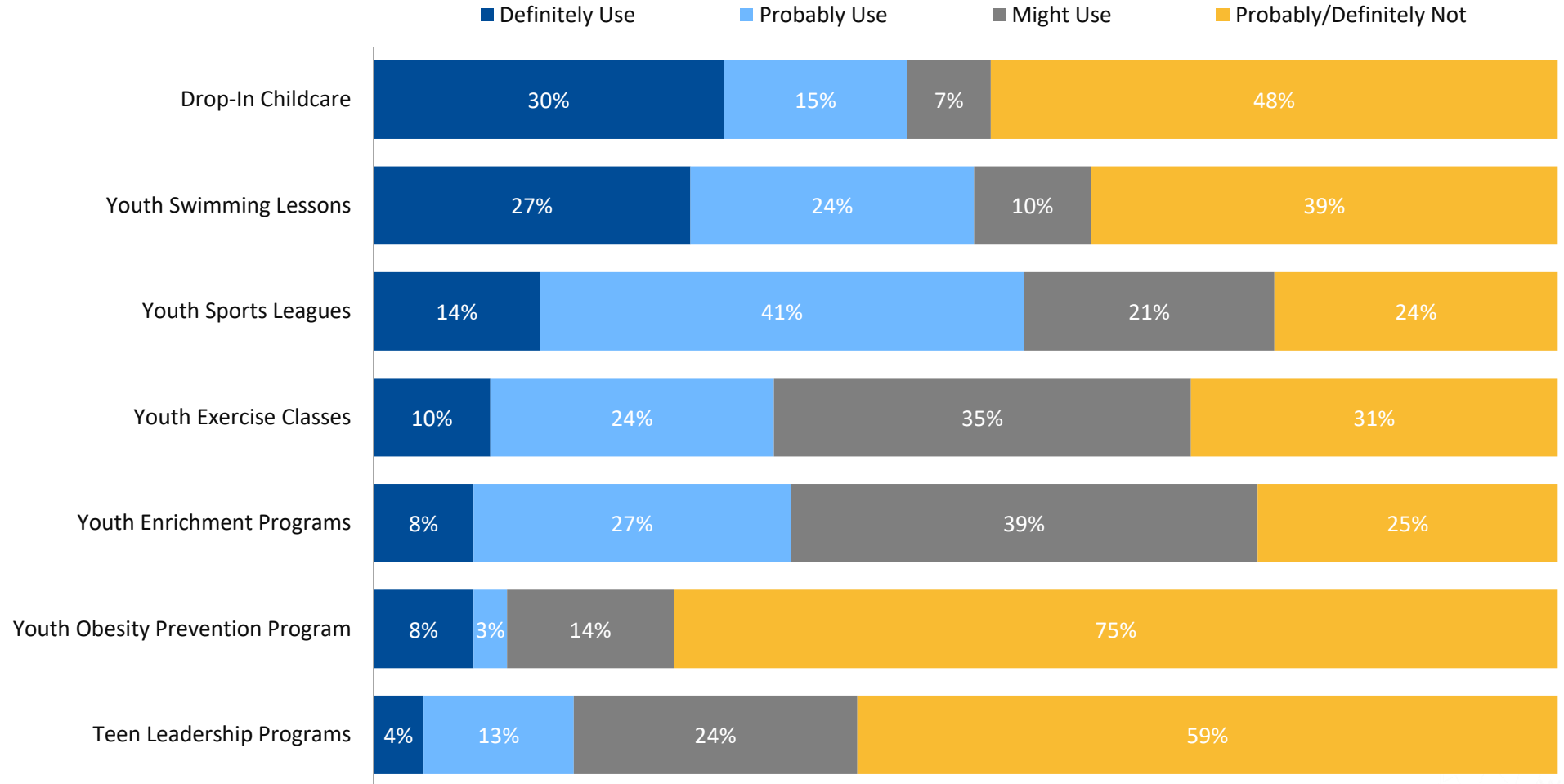


Likelihood To Use Selected Youth Programs/Services – Among Potential Interest Segment With Children <18

Drop-in childcare (while parents work out), youth swimming lessons, and youth sports leagues have broad appeal among the potential interest segment with children under 18 in the household.

While not quite as strong, potential interest in youth exercise classes and enrichment programs are also notable when those who “might” use these programs are considered.

Drop-in childcare tends to fall at one end of the scale or the other, suggesting that those who need it (i.e., have younger children) would likely use it, if offered.



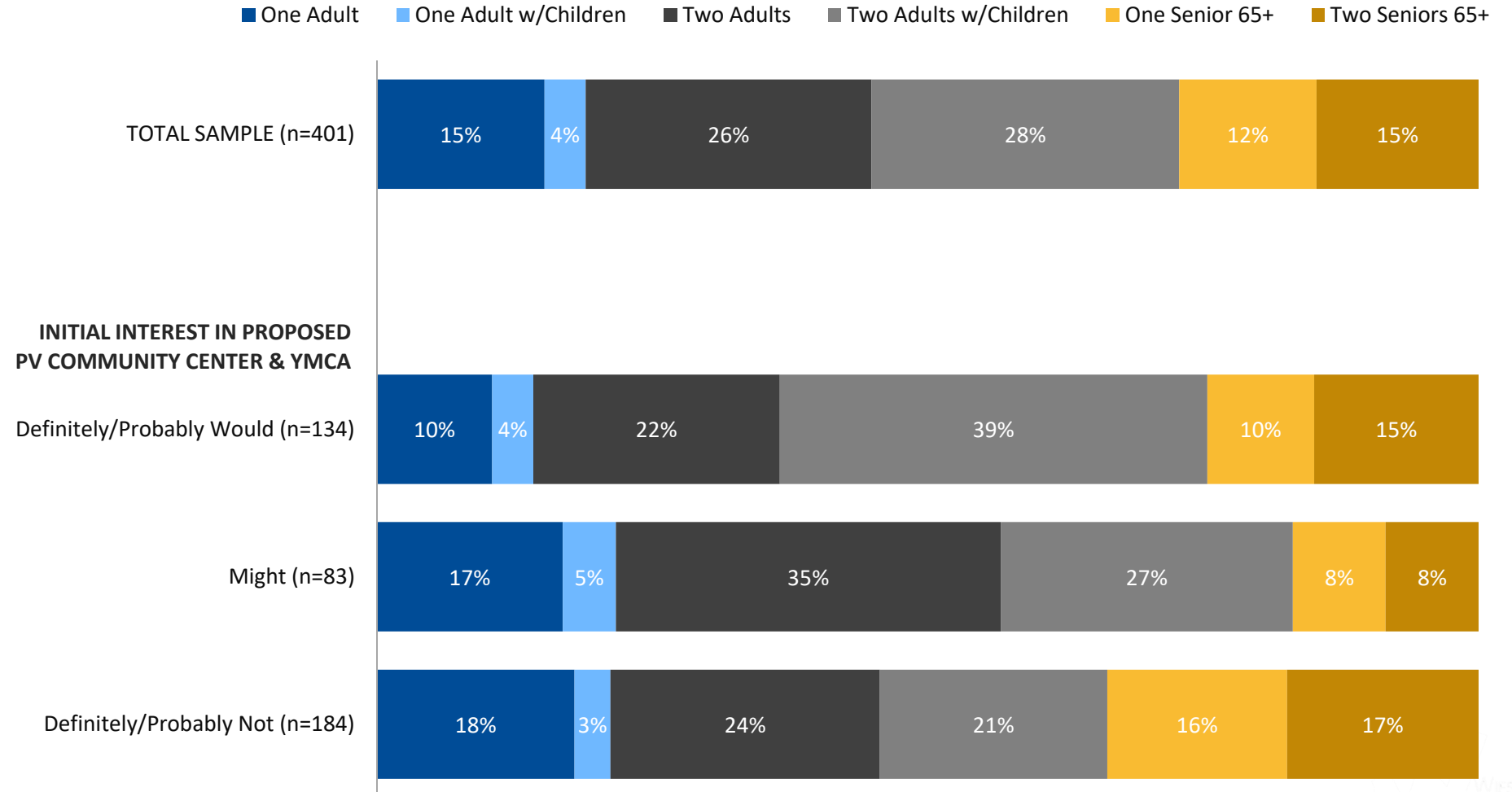
Base: Those with children under 18 in the household who at least might use the new facility (n=71)
(Reference Q8)



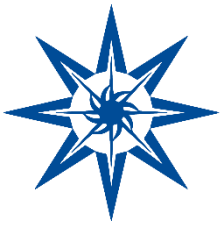
Type Of Membership That Best Describes Household (Regardless Of Interest)

While earlier results showed that the largest share of gym membership types that already exist in this market are for individuals, potential memberships for the proposed Prairie Village Community Center and YMCA are far more likely to come from households comprised of two adults (with or without children.)

Replies to this question determined the type of membership respondents were asked to consider when measuring price sensitivity, and these results follow.



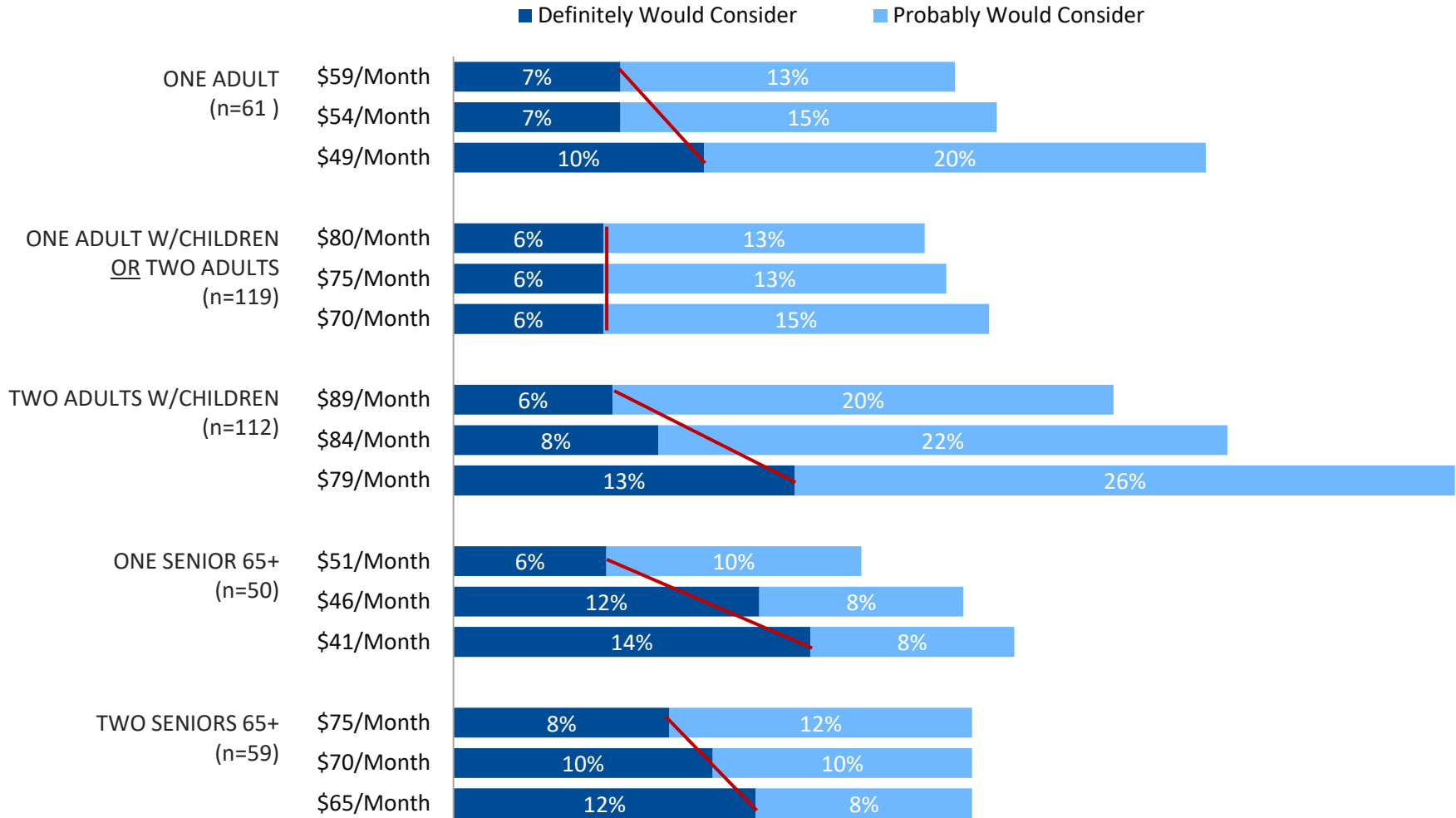
Base: Total sample segment
(Reference Q9)



Likelihood To Consider PV Community Center And YMCA At Specified Price Points By Membership Type

Although based on smaller sample sizes, it appears that the greatest price sensitivity exists among those most likely to consider a membership for two adults with children or for one senior 65+, while demand for two adult memberships (or one adult with children) is more price inelastic.

For all membership types, however, perhaps offering an introductory rate at a lower price point might be worth considering to encourage trial and attract a greater share of the market.



Base: Total sample segment
(Reference Q10)

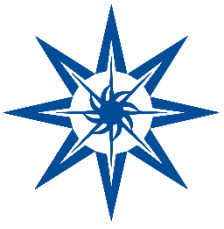


Households Projected To Join PV Community Center And YMCA By Membership Type At Various Price Points

The projections presented here provide what are intended to be conservative, moderate, and aggressive estimates of potential membership units for the Prairie Village Community Center and YMCA, based on stated intentions (factored down to predict behavior).

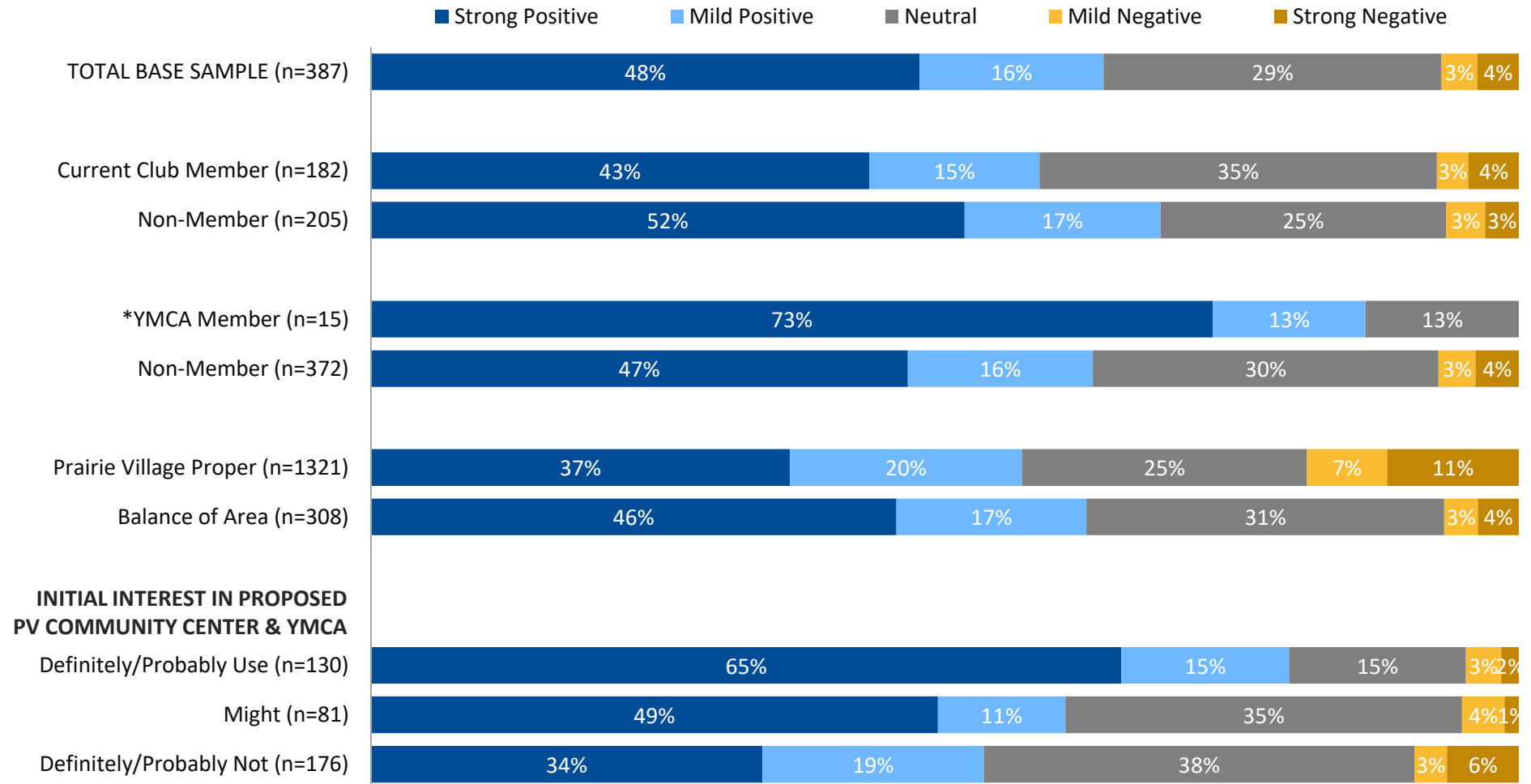
Researchers tend to agree that when measuring potential interest, the “definitely would” responses are the best metric for predicting actual behavior. However, the ability to convert even those intentions into actual enrollment and/or program participation will depend on several factors, and these memberships will not occur overnight. Factors likely to impact both initial and eventual membership levels include everything from the ability to create awareness and interest through a strong marketing campaign, to the design of the facility itself and successful execution of specific programs.

TYPE OF MEMBERSHIP	% Of Total By Type	# Of HH By Type	CONSERVATIVE ESTIMATE (30% Definitely)			MODERATE ESTIMATE (40% Definitely + 5% Probably)			AGGRESSIVE ESTIMATE (50% Definitely + 10% Probably)		
			% w/High Potential and # Of Households Projected To Join At...			% w/High Potential and # Of Households Projected To Join At...			% w/High Potential and # Of Households Projected To Join At...		
			High Price	Mid Price	Low Price	High Price	Mid Price	Low Price	High Price	Mid Price	Low Price
One Adult	15%	12,491	262 2.1%	262 2.1%	375 3.0%	437 3.5%	450 3.6%	625 5.0%	600 4.8%	625 5.0%	874 7.0%
One Adult With Children	4%	3,331	70 2.1%	70 2.1%	70 2.1%	117 3.5%	117 3.5%	117 3.5%	160 4.8%	160 4.8%	160 4.8%
Two Adults	26%	21,650	390 1.8%	390 1.8%	390 1.8%	671 3.1%	671 3.1%	693 3.2%	931 4.3%	931 4.3%	974 4.5%
Two Adults With Children	28%	23,316	420 1.8%	560 2.4%	909 3.9%	793 3.4%	1003 4.3%	1516 6.5%	1166 5.0%	1446 6.2%	2122 9.1%
One Senior 65+	12%	9,992	180 1.8%	360 3.6%	420 4.2%	290 2.9%	520 5.2%	600 6.0%	400 4.0%	679 6.8%	779 7.8%
Two Seniors 65+	15%	12,491	300 2.4%	375 3.0%	450 3.6%	475 3.8%	562 4.5%	650 5.2%	650 5.2%	749 6.0%	849 6.8%
TOTAL	100%	83,270	1,622 1.9%	2,017 2.4%	2,614 3.1%	2,783 3.3%	3,323 4.0%	4,201 5.0%	3,907 4.7%	4,590 5.5%	5,758 6.9%
Average Monthly Fee (All Types):			\$74.80	\$68.67	\$64.60	\$75.39	\$69.49	\$65.21	\$75.66	\$69.87	\$65.47
Projected Revenue Per Month:			\$121,318	\$138,498	\$168,856	\$209,815	\$230,912	\$273,939	\$295,604	\$320,703	\$376,968



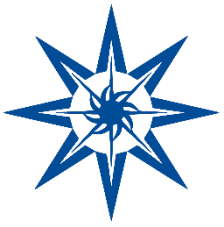
Influence Of YMCA's Involvement In New Prairie Village Community Center

Results here would indicate that YMCA's involvement as a financial contributor and operating partner for the new Prairie Village Community Center is viewed to be overwhelmingly positive, especially among those most likely to use the proposed facility. While some took a neutral stance, very few residents would view the YMCA partnership to be a negative.



*CAUTION: Small Sample Size.

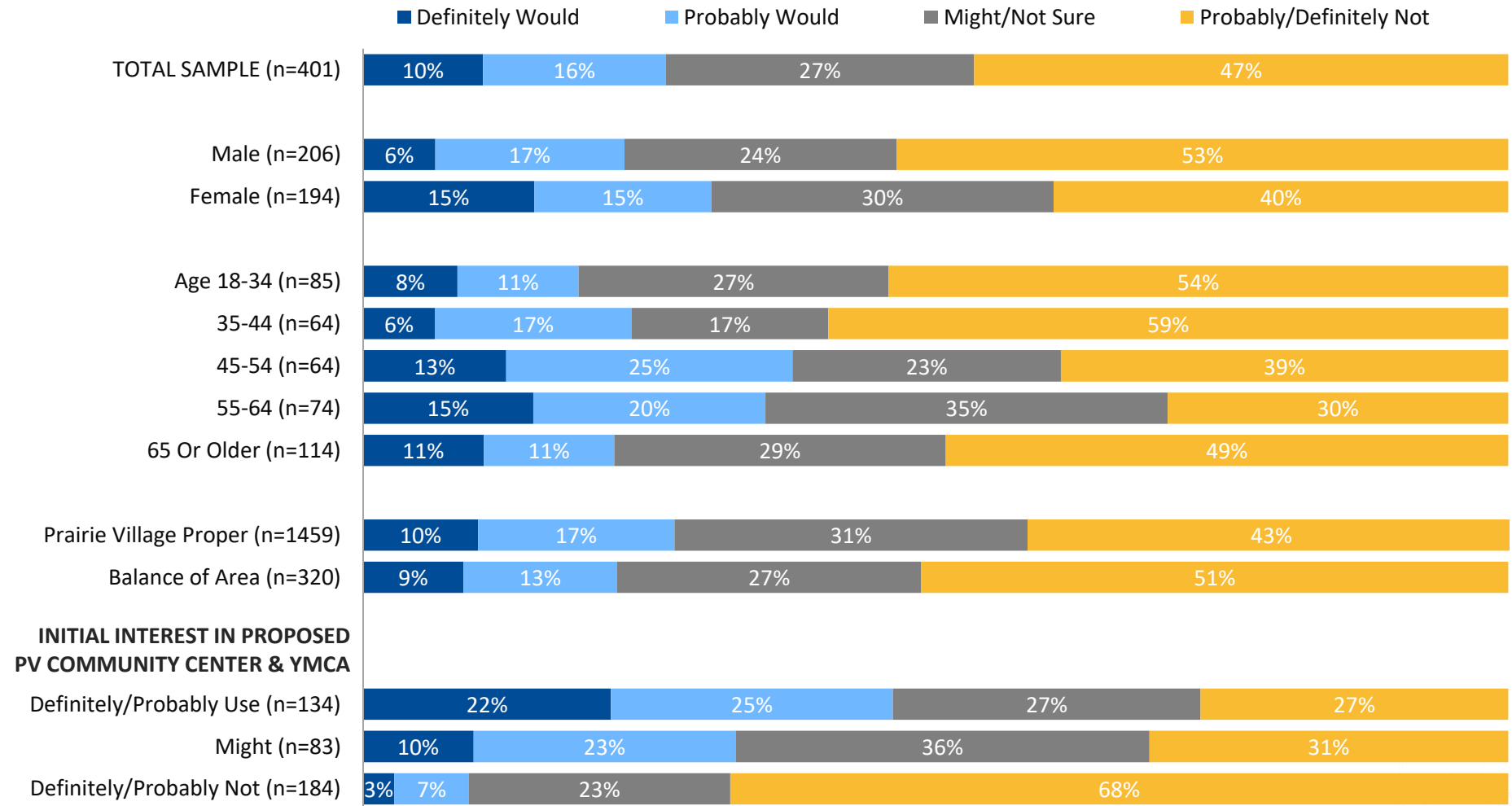
Base: Total sample segment, responding (Reference Q11)



Likelihood To Use Medical-Based Programs At New Prairie Village Community Center And YMCA

The likelihood to use medical-based programs designed to prevent or help manage chronic diseases or health issues, if offered at the new Community Center, was also explored.

Results here suggest that potential interest in medical-based programs exists to a meaningful degree, particularly among those already predisposed to using the new facility. Females, residents aged 45-64, and those residing in Prairie Village proper are also more likely than their respective counterparts to use these types of programs.



Base: Total sample segment
(Reference Q11A)

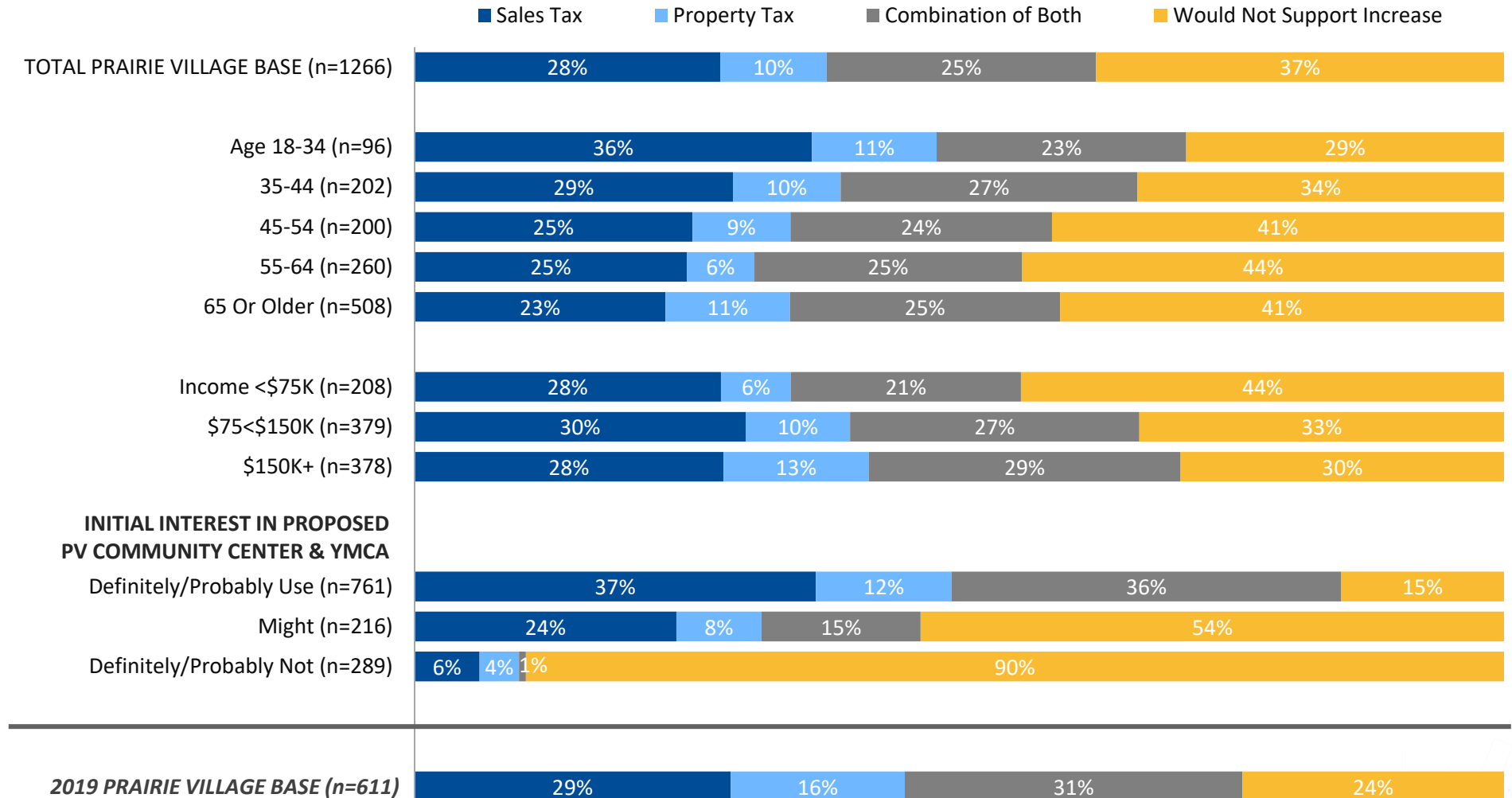


Type Of Tax Change Most Likely To Support In Order To Construct The Proposed Community Center And YMCA

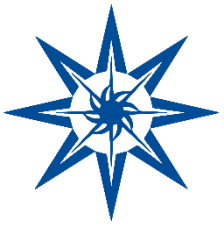
Later in the survey, those living within the city limits of Prairie Village were informed that some type of tax increase would be needed (for a period of up to 30 years) to fund construction of the Prairie Village Community Center and YMCA being proposed. Assuming the amount was reasonable, opinions were mixed as to the type of tax change one would be most likely to support.

For the most part, an increase in the sales tax was preferred over a property tax increase, but a combination of the two was also a popular choice, particularly among those with higher incomes and those more inclined to use the facility.

Results here would project that over one-third (37%) of all Prairie Village residents would not support a tax increase of any type (versus 24% in 2019) and as expected, this opposition comes largely from those who are less inclined to use the Community Center and YMCA.

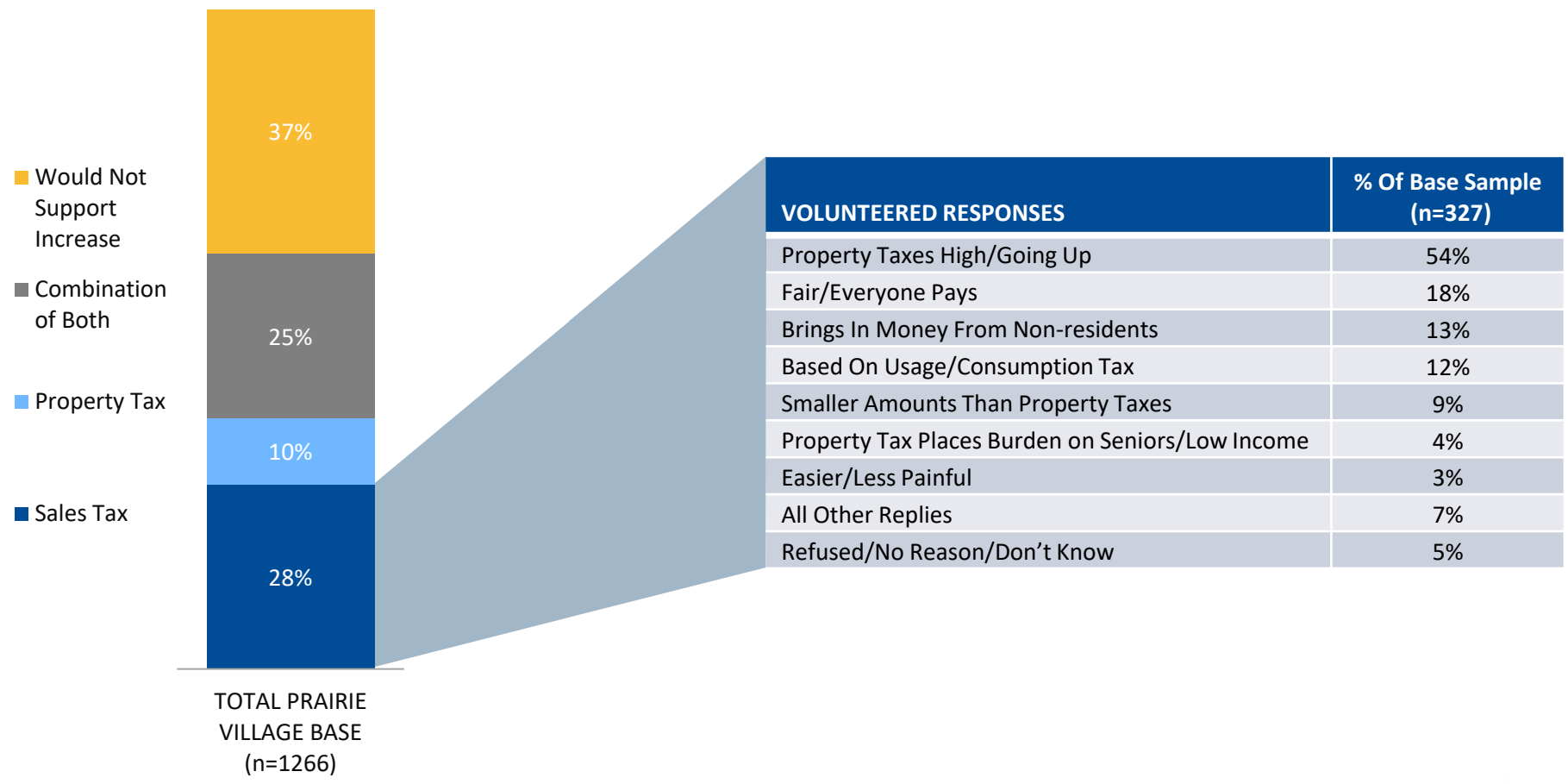


Base: Prairie Village residents only, those responding (Reference Q19)

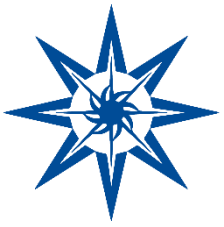


Reasons For Preferring Sales Tax Funding Option

Reasons for favoring a sales tax increase were often related to perceptions that property taxes are too high or going up already, followed at a distance by perceptions that this option is more equitable (fair/everyone pays, based on usage/consumption tax) and would bring in money from non-residents.

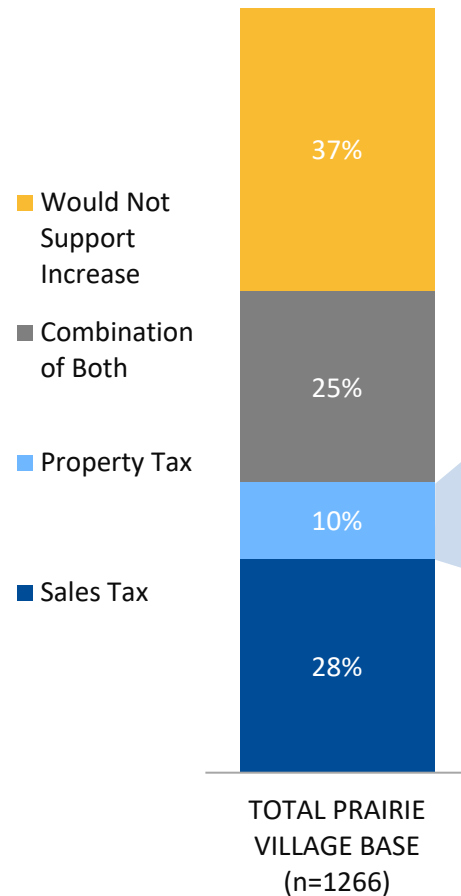


Multiple (3) replies accepted.
 Base: Prairie Village residents only, who prefer sales tax funding option (Reference Q19A)



Reasons For Preferring Property Tax Funding Option

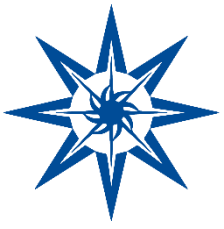
Perceptions that the sales taxes are high or a burden for seniors and low-income residents, coupled with the belief that a property tax increase would be more equitable (either in general or because residents will be the ones using the facility) account for the primary reasons why the property tax option was preferred by those selecting this funding source.



VOLUNTEERED RESPONSES	% Of Base Sample (n=122)
Sales Taxes Regressive/Burden Seniors & Low Income	28%
Residents Benefit/Use More	21%
More Equitable/Fair	17%
Property Taxes Are More Fair	16%
High Sales Taxes	11%
More Impact On Wealthy Homeowners	7%
It's A Semi-Annual Tax/Less Frequent	7%
Better For Businesses	6%
Not A Homeowner	4%
Easier	3%
All Other Replies	6%
Refused/No Reason/Don't Know	5%

Multiple (3) replies accepted.

Base: Prairie Village residents only, who prefer property tax funding option (Reference Q19B)



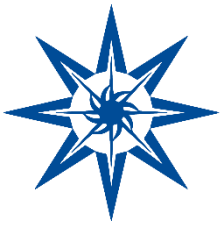
Reasons For Preferring Combination Of Both Property And Sales Tax Funding Option

Those who prefer to use a combination of property and sales tax increases to fund construction of the new Prairie Village Community Center and YMCA do so primarily because that approach spreads out the tax burden to everyone and is viewed to be more fair.



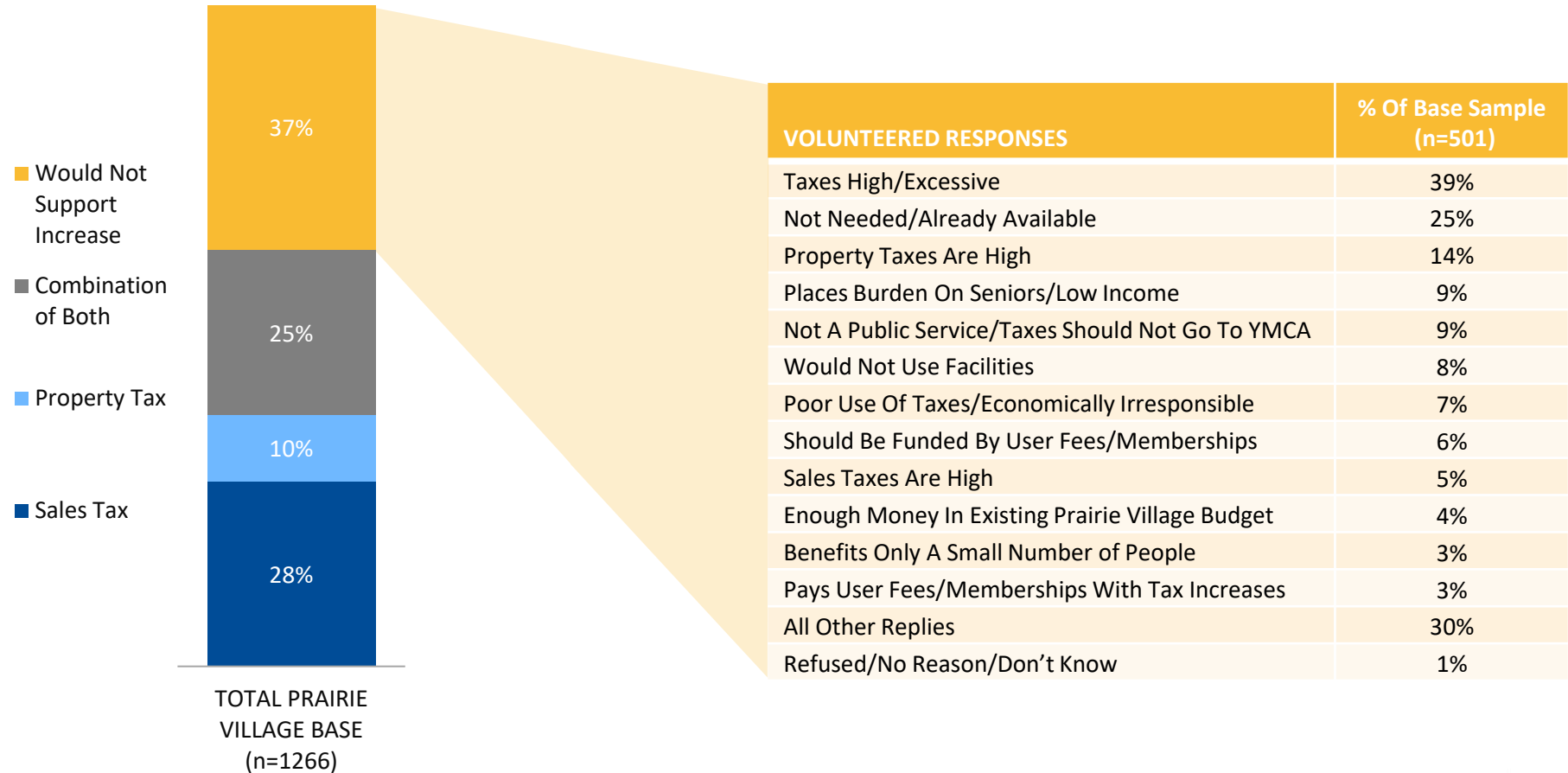
Multiple (3) replies accepted.

Base: Prairie Village residents only, who prefer combination of both property and sales tax funding option (Reference Q19C)



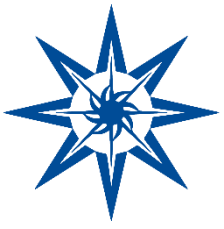
Reasons For Not Supporting A Tax Increase Of Any Type

Those who would not support a tax increase of any type volunteered several reasons for taking this stance, with most having to do with taxes being too high or excessive already. While not as prevalent, this lack of support also stems from perceptions by some that such a facility is not really needed.



Multiple (3) replies accepted.

Base: Prairie Village residents only, who do not support a tax increase of any type (Reference Q19D)

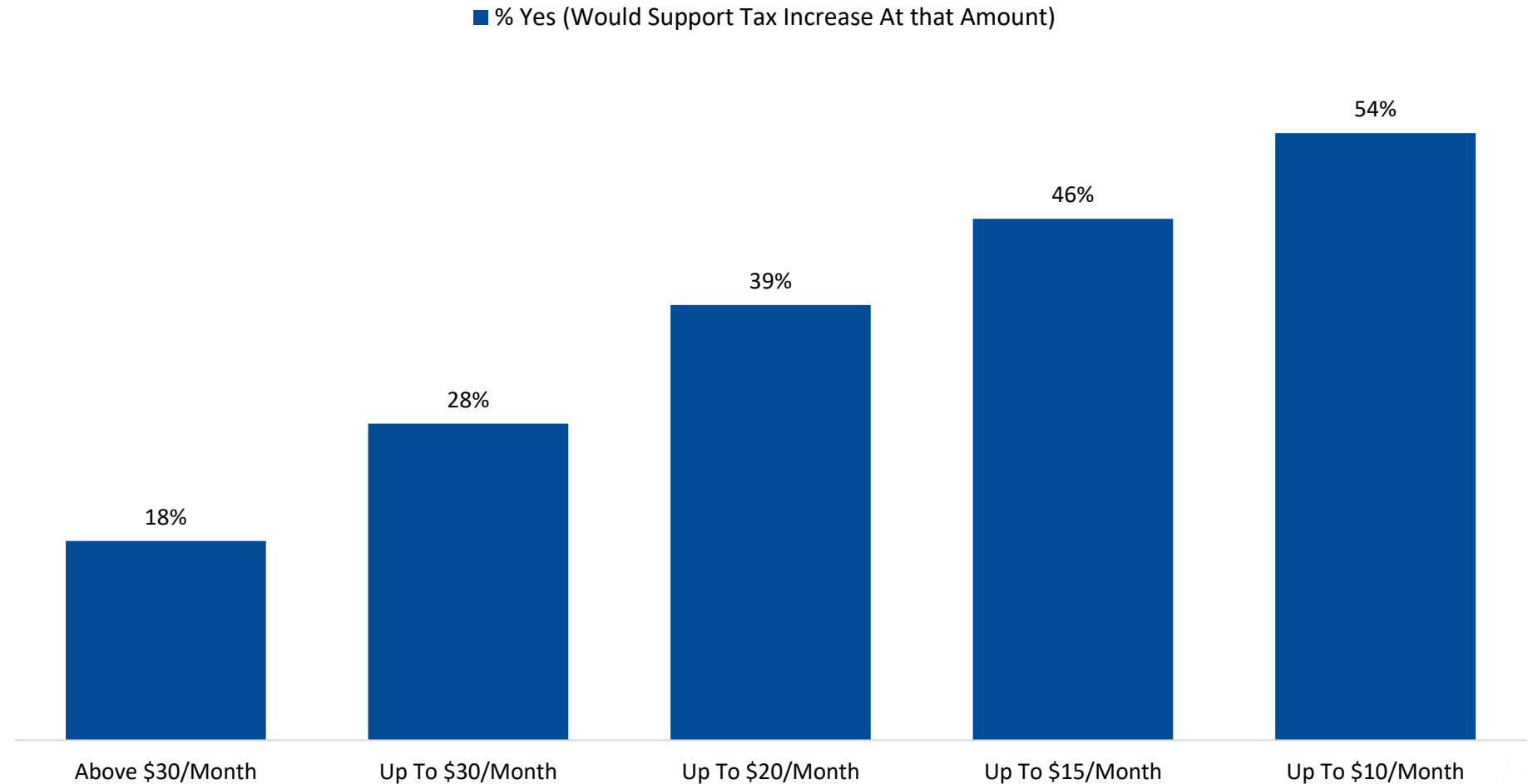


Willingness To Support Tax Increase To Fund Construction Of PV Community Center And YMCA At Various Amounts

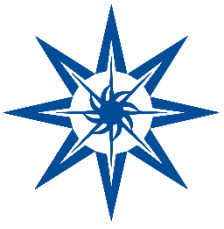
Results here provide some insight into what dollar amount (in increased taxes) Prairie Village residents might find palatable in order to fund the proposed Community Center and YMCA.

While only 18% of Prairie Village residents would be projected to support paying above \$30 per month in increased taxes, four in ten would be willing to pay up to \$20 per month.

As expected, acceptance of a tax increase to fund construction rises as the effective monthly dollar amount one would be required to pay declines.



Base: Prairie Village residents only (n=1459)
(Reference Q20)

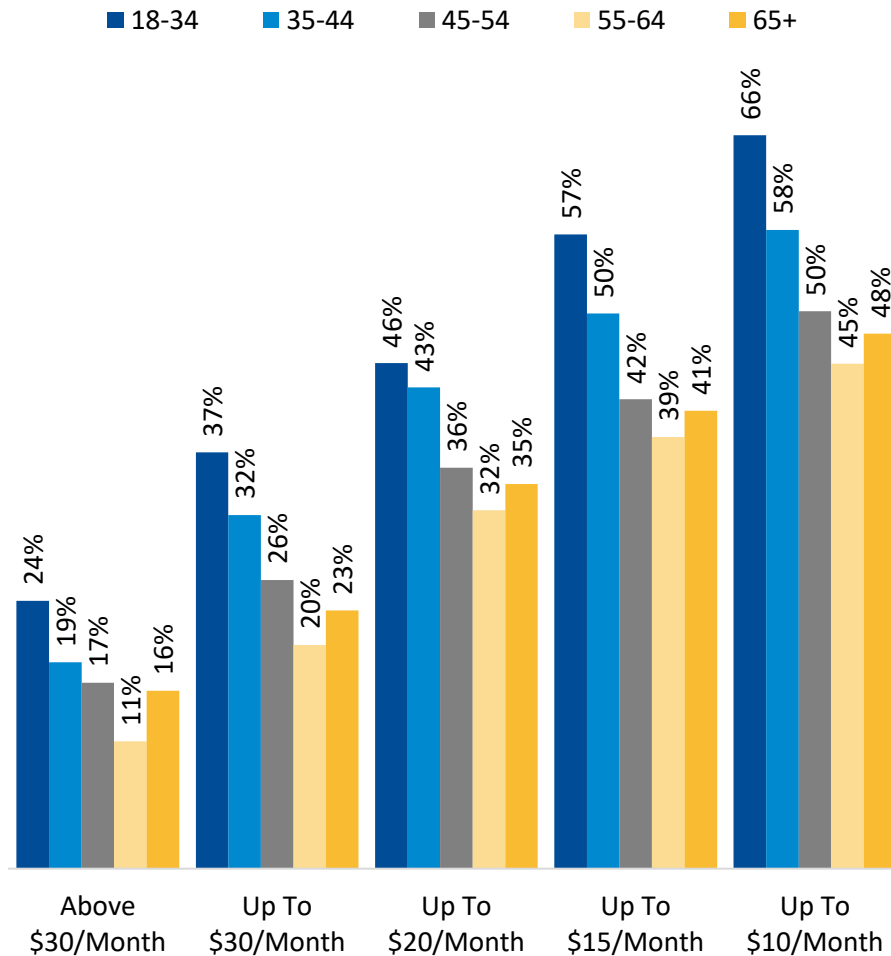


Willingness To Support Tax Increase To Fund Construction Of PV Community Center And YMCA At Various Amounts

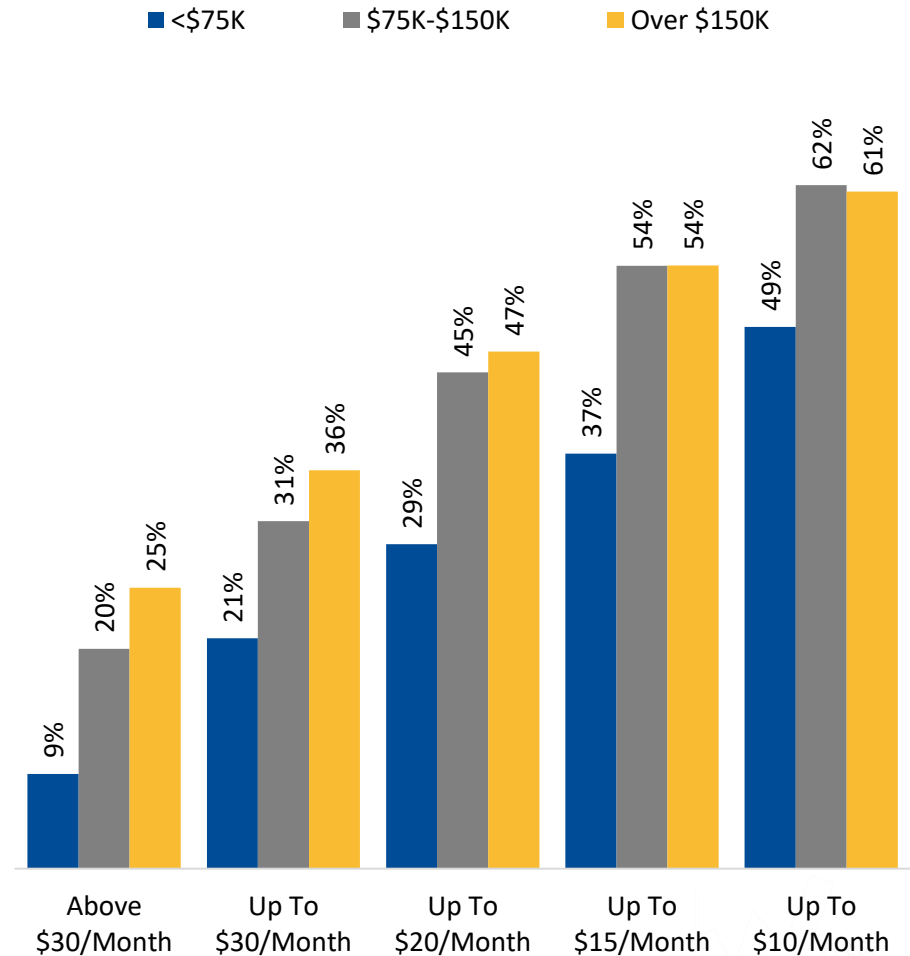
The level of acceptance or willingness to support a tax increase to fund construction of the proposed new facility varies significantly by age group and household income.

Regardless of the dollar amount, younger residents were more likely than their older counterparts to support a tax increase to fund construction. Levels of support were also notably greater among Prairie Village residents with relatively higher household incomes.

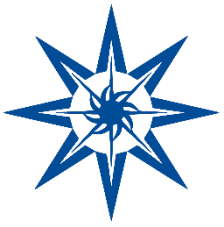
% Yes (Would Support Tax Increase At that Amount) – BY AGE GROUP



% Yes (Would Support Tax Increase At that Amount) – BY INCOME



Base: Prairie Village residents only
(Reference Q20)

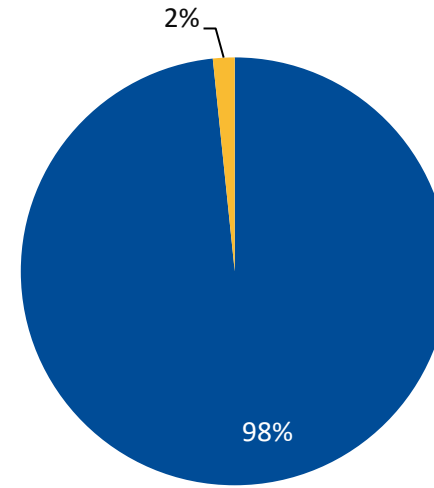


Current Voter Registration And Likelihood To Vote On Issue If Special Mail-In Ballot Sent To Voters In Prairie Village

Nearly all Prairie Village residents (living within the city limits) surveyed claim to be registered to vote at this time. Further, fully 87% said they would “definitely” vote if they received a mail-in ballot on the issue of funding the new Prairie Village Community Center and YMCA.

CURRENTLY REGISTERED TO VOTE

- Yes
- No



% of Total Base (n=1459)

LIKELIHOOD TO VOTE ON ISSUE IF RECEIVED SPECIAL MAIL-IN BALLOT

- Definitely Vote
- Probably Vote
- Might Vote
- Probably/Definitely Not Vote

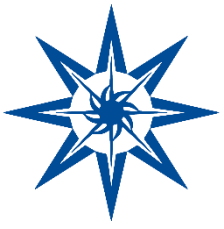
TOTAL BASE (n=1459)



Base: Prairie Village residents only
(Reference Q21-21A)



APPENDIX A: Weighting Procedure



Weighting Procedure (Prairie Village Proper Only)

Age Group	% of PV Population Age 25+	Obtained Prairie Village Sample	% of Obtained PV Sample	WEIGHT FACTOR	Weighted Prairie Village Sample	% of Weighted PV Sample
18 to 34*	22.56%	112	7.68%	2.939	329	22.56%
35 to 44	20.14%	226	15.49%	1.300	294	20.14%
45 to 54	16.90%	227	15.56%	1.086	247	16.90%
55 to 64	16.84%	288	19.74%	0.853	246	16.84%
65+	23.57%	606	41.54%	0.567	344	23.57%
TOTAL PRAIRIE VILLAGE PROPER ONLY	100%	1459	100%		1459	100%

*Obtained respondents aged 18-24 included in the 25-34 cell for weighting purposes.



APPENDIX B: Postcard Survey Invite



Postcard Sent To All Prairie Village Households



PRAIRIE VILLAGE, KANSAS

WE WANT TO HEAR FROM YOU

The City of Prairie Village, the YMCA of Greater Kansas City, and Johnson County Library are conducting a survey with residents of Prairie Village and want to include your opinions. Your participation and the results of this survey will be used to better understand the needs of our community.

We'd like to hear from Prairie Village residents!

You have been selected to participate in our study and, by doing so, will help us better serve the needs of our community. One survey may be completed per household by anyone over the age of 18.

Completing this survey is quick and easy. Here's all you need to do:

1. Visit prairievillagesurvey.com
2. Enter your unique 6-digit PIN (located under your address on this postcard) to access the survey

If you do not have a computer or internet access, staff at any of the 14 Johnson County Library locations can help you. The local branch is located at 8100 Mission Road, Prairie Village.

We are also conducting interviews by phone so if you receive a call about this study, please let the caller know if you already completed the survey online. If you have any questions, contact us at 913-381-6464.

Thank you for sharing your opinions with us.



APPENDIX C: Survey Instrument



Survey Instrument

City of Prairie Village and YMCA of Greater Kansas City
(2023-100) Market Sustainability Study – FINAL

Wiese Research Group
January 31, 2023

INTRODUCTION:

Good afternoon/evening, my name is ___ from Wiese Research, conducting a survey for the City of Prairie Village, YMCA, and Johnson County Library, to assess the community's needs post-Covid as they relate to wellness and recreation services. I can assure you; this is not a sales call; we just need your opinions. First...

SQ1. To confirm I dialed into one of the qualified areas for this study, can I please have your zip code?
(OPEN-ENDED) (VERIFY ZIP CODE VIA READ BACK ON NEXT SCREEN)

- 1 64112
- 2 64113
- 3 64114
- 4 66202
- 5 66204
- 6 66205
- 7 66206
- 8 66207
- 9 66208
- 10 66212
- 96 (OTHER) (EXPLAIN OUT OF AREA, THANK & TERM)
- 97 (REFUSED) (THANK & TERMINATE)

SQ2. And to ensure we represent all age groups in the study, can I please have your age? (OPEN-ENDED)
(IF "REFUSED" – SAY:) I just need your age range, for quota purposes, in order to continue. (THEN READ CATEGORIES)

- 1 Under 18 (THANK & TERMINATE)
- 2 18 to 24
- 3 25 to 34
- 4 35 to 44
- 5 45 to 54
- 6 55 to 64
- 7 65 or older
- 8 (STILL REFUSED) (THANK & TERMINATE)

SQ3. Gender (RECORD ONLY– DO NOT ASK)
(OMITTED INSTRUCTION TO ASK IF CANNOT TELL BY VOICE)

- 1 Male
- 2 Female
- 3 (Other)

This call may be recorded for quality control purposes only.

1. Are there any children under 18 living in your household? (OPEN-ENDED)

- 1 Yes
- 2 No

City of Prairie Village/YMCA of Greater KC (2023-100)

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2. Does anyone in your household currently have a membership to any gym, health club, recreation or fitness center? (OPEN-ENDED)

- 1 Yes
- 2 No (SKIP TO Q4)
- 3 (NOT SURE) (SKIP TO Q4)

3A. To which gym, health club, recreation or fitness centers do you or other household members belong?
(OPEN-ENDED) (ACCEPT UP TO 3 REPLIES)

- 1 Barre Fitness
- 2 City Gym KC
- 3 Genesis Health Club
- 4 Jewish Community Center
- 5 Matt Ross Community Center
- 6 Orange Theory
- 7 Paul Henson YMCA in PRAIRIE VILLAGE
- 8 Planet Fitness
- 9 Prairie Life Fitness
- 10 Red Bridge YMCA
- 11 Title Boxing
- 12 Woodside
- 13 YMCA (SPECIFY YMCA FULL NAME & LOCATION:)
- 96 (OTHER – SPECIFY FACILITY NAME AND TOWN:)
- 97 (REFUSED)
- 98 (NO OTHERS)
- 99 (DON'T KNOW) (SKIP TO Q4)

3B. (IF ONLY ONE MENTION IN Q3A, SAY:) Is that membership for an individual, you and a spouse, or a family?
(IF 2+ MENTIONS IN Q3A, SAY:) Are those memberships for an individual, you and a spouse, or a family?
(OPEN-ENDED – ACCEPT MULTIPLE REPLIES)

- 1 Individual
- 2 Respondent and spouse
- 3 Family (includes single parent plus dependents)
- 4 (DON'T KNOW)

4. During the past 12 months, have you or others in your household used or been to... (INSERT A-B)

- A. The Prairie Village pool complex?
- B. The Paul Henson YMCA in Prairie Village?
- C. (OMITTED)

- 1 Yes
- 2 No
- 3 (NOT SURE)

City of Prairie Village/YMCA of Greater KC (2023-100)

PAGE 3

6. (READ SLOWLY) At the present time, the City of Prairie Village, in partnership with the YMCA and Johnson County Library, is considering construction of a NEW Community Center facility located near City Hall, at Harmon Park. This would REPLACE the Paul Henson YMCA and include a full range of recreation and fitness facilities, gymnasium, indoor pools, wellness programs, public meeting rooms, a large gathering or reception space with a kitchen, as well as a new library on the same campus or nearby that would replace the existing Corinth (KOR-inth) branch.

How likely would YOU OR OTHERS IN YOUR HOUSEHOLD be to use this new Prairie Village Community Center and YMCA, assuming the cost was what you considered to be reasonable? Do you think you (READ RESPONSES) (IF "DON'T KNOW" SAY:) I'm sorry, don't know is not an option for this question...just your best guess is fine.

- 1 DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT

(ASK Q6A IF Q6=4-5. OTHERWISE, SKIP TO Q6B)

6A. Why are you NOT likely to use this new Prairie Village Community Center and YMCA?
(OPEN-ENDED & CLARIFY ANY VAGUE RESPONSES – RECORD SPECIFIC REASONS)

(ASK Q6B IF Q6=3. OTHERWISE, SKIP TO Q6C)

6B. What would your likelihood to use this new Prairie Village Community Center and YMCA depend on?
(OPEN-ENDED & CLARIFY ANY VAGUE RESPONSES – RECORD SPECIFIC REASONS)

(IF Q6=4-5, SKIP TO Q9. OTHERWISE, ASK:)

7. Next, I'm going to mention several possible facility features and amenities that a new Prairie Village Community Center and YMCA could include. For each one, please rate how important having that feature would be for YOU OR SOMEONE IN YOUR HOUSEHOLD, using a 1 to 10 scale where "1" equals NOT AT ALL IMPORTANT and "10" equals EXTREMELY IMPORTANT. (ROTATE A-V) (REPEAT SCALE AS NEEDED)

- A Cardio equipment
- B Climbing wall
- C (OMITTED)
- D Cool water lap pool
- E Free weights
- F Gymnasium
- G Indoor recreation or family pool
- H Indoor warm water therapy pool
- I Indoor lap or competitive swim pool
- J Machine weights and strength training equipment
- K Outdoor recreation pool and spray park
- L Sauna and steam room
- M Teaching kitchen
- N Walking track
- O Whirlpool
- P Women-only fitness area
- Q Family/youth fitness area
- R Teen center with computers, interactive games, café and fitness



Survey Instrument

- S Lazy river
- T Drop-in childcare while parents workout
- U Multi-use meeting rooms open to the public
- V Large community gathering or reception space with a kitchen
- W. (OMITTED)

- 1 Not at all important
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 Extremely important
- 11 (DON'T KNOW)

8. Now, I'm going to mention several possible programs and services that could be offered at this Prairie Village Community Center and YMCA. For each one, please tell me how likely YOU OR SOMEONE IN YOUR HOUSEHOLD would be to use that program or service in the next few years, assuming the cost was reasonable. The first one is... (INSERT A-Y / ROTATE GROUPS)
(READ RESPONSES THE FIRST FEW TIMES, THEN AS NEEDED)
(IF "DON'T KNOW" SAY:) I'm sorry, don't know is not an option for this question...just your best guess is fine.

SWIMMING

- A Adult swimming lessons
- B (ASK ONLY IF Q1=1) Youth swimming lessons
- C Indoor lap swimming
- D Group water exercise classes
- E Competitive swimming
- F Lifeguard classes
- G Lazy river

EXERCISE/ FITNESS/ WEIGHT LOSS

- H Family exercise classes
- I Group exercise classes for individuals of all ages
- J (ASK ONLY IF Q1=1) Youth exercise classes
- K Group exercise classes for seniors
- L Starter fitness programs
- M Weight loss programs
- N Martial arts

SPORTS

- O Adult sports leagues
- P Sports leagues for seniors
- Q (ASK ONLY IF Q1=1) Youth sports leagues

HEALTH EDUCATION

- R Health education classes
- S Nutrition and healthy cooking classes
- T (ASK ONLY IF Q1=1) Youth obesity prevention program

OTHER

- U Programs for individuals with special needs
- V Senior activities such as card clubs, field trips, and seminars
- W (ASK ONLY IF Q1=1) Teen leadership programs
- X (ASK ONLY IF Q1=1) Youth enrichment programs
- Y (ASK ONLY IF Q1=1) Drop-in childcare while parents workout

- 1 Would you DEFINITELY use that program
- 2 PROBABLY use
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT

9. As you may know, a variety of different types of memberships are available to anyone interested in joining a YMCA. If you and/or others in your household WERE TO EVER CONSIDER joining or using the proposed Prairie Village Community Center and YMCA, which of the following types of memberships would BEST describe your household? (READ RESPONSES)
(IF "DON'T KNOW" SAY:) I'm sorry, don't know is not an option for this question...just your best guess is fine.

- 1 One adult
- 2 One adult with children
- 3 Two adults
- 4 Two adults with children
- 5 One senior age 65+
- 6 Two seniors age 65+

10. How likely would you be to consider a membership for (INSERT Q9 REPLY) to this new Prairie Village Community Center and YMCA if the cost was (INSERT A-C/ D-F/ G-I/ J-L/ M-O AS APPROPRIATE, UNTIL "DEFINITELY WOULD" REPLY OBTAINED, THEN SKIP TO Q11)
(READ RESPONSES)
(IF "DON'T KNOW" SAY:) I'm sorry, don't know is not an option for this question...just your best guess is fine.

(IF Q9=1, ASK A-C)

- A \$59 per month
- B \$54 per month
- C \$49 per month

(IF Q9=2-3, ASK D-F)

- D \$80 per month
- E \$75 per month
- F \$70 per month

(IF Q9=4, ASK G-I)

- G \$89 per month
- H \$84 per month
- I \$79 per month

(IF Q9=5, ASK J-L)

- J \$51 per month
- K \$46 per month
- L \$41 per month

(IF Q9=6, ASK M-O)

- M \$75 per month
- N \$70 per month
- O \$65 per month

- 1 Do you think you DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT

11. (new) Whether you plan to use the new Prairie Village Community Center or not, would you say the YMCA involvement as a financial contributor and operating partner is a (READ RESPONSES)?

- 1 Strong positive
- 2 Mild positive
- 3 Neutral
- 4 Mild negative
- 5 or, Strong negative
- 6 (DO NOT READ) (NO IDEA / REFUSED)

11A. (was Q11) (READ SLOWLY) It's possible that this Prairie Village Community Center and YMCA could partner with a hospital in the area and also provide MEDICAL-BASED programs designed to prevent or help manage various chronic diseases or health issues, such as blood pressure management, cardiac rehab, weight loss management, or arthritis therapy, just to name a few. Please tell me how likely YOU OR SOMEONE IN YOUR HOUSEHOLD would be to use these types of MEDICAL-BASED programs if offered at the Prairie Village Community Center and YMCA, assuming a reasonable cost. Do you think you (READ RESPONSES)

- 1 DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT
- 6 (DO NOT READ) (NOT SURE)

Q12-Q17. (OMITTED)



Survey Instrument

City of Prairie Village/YMCA of Greater KC (2023-100)

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(ASK Q18 IF SQ1=4-9 – POTENTIAL PRAIRIE VILLAGE RESIDENT. OTHERWISE, SKIP TO DEMOS)

18. Do you live within the city limits of Prairie Village? (OPEN-ENDED)

- 1 Yes
- 2 No (SKIP TO DEMOS)
- 3 (NOT SURE)

19. In order to construct the proposed Prairie Village Community Center and YMCA, the City may need to increase taxes for a time period of up to 30 years. If the amount of tax increase was what you considered to be reasonable, what type of tax change would you be most likely to support? (READ RESPONSES)

- 1 Sales tax
- 2 Property tax (SKIP TO Q19B)
- 3 A combination of both property and sales tax (SKIP TO Q19C)
- 4 Or, would you not support a tax increase of any type (SKIP TO Q19D)
- 5 (DON'T KNOW/REFUSED) (SKIP TO Q20)

(IF Q19=1, ASK:) 19A. Why do you prefer the SALES TAX funding option?
(OPEN-ENDED) (CLARIFY AS NEEDED/RECORD SPECIFICS) (ACCEPT BUT DO NOT PROBE FOR MULTIPLE REASONS)

(IF Q19=2, ASK:) 19B. Why do you prefer the PROPERTY TAX funding option?
(OPEN-ENDED) (CLARIFY AS NEEDED/RECORD SPECIFICS) (ACCEPT BUT DO NOT PROBE FOR MULTIPLE REASONS)

(IF Q19=3, ASK:) 19C. Why do you prefer the COMBINATION OF BOTH PROPERTY AND SALES TAX funding option?
(OPEN-ENDED) (CLARIFY AS NEEDED/RECORD SPECIFICS) (ACCEPT BUT DO NOT PROBE FOR MULTIPLE REASONS)

(IF Q19=4, ASK:) 19D. Why would you NOT support a tax increase of any type?
(OPEN-ENDED) (CLARIFY AS NEEDED/RECORD SPECIFICS) (ACCEPT BUT DO NOT PROBE FOR MULTIPLE REASONS)

(IF Q19=4, SKIP TO Q21. OTHERWISE ASK:)
20. Again, in order to fund the construction of the proposed Prairie Village Community Center and YMCA, would you support some type of increased tax if the MONTHLY AMOUNT you had to pay was (INSERT A-E IN ORDER UNTIL "YES" REPLY OBTAINED, THEN SKIP TO Q21)? (READ RESPONSES AS NEEDED)

- A Above \$30 per month
- B What about up to \$30 per month?
- C What about up to \$20 per month?
- D What about up to \$15 per month?
- E What about up to \$10 per month?

- 1 Yes – willing to pay that amount
- 2 No – would NOT pay that amount
- 3 (NOT SURE/DEPENDS)

21. Are you currently a registered voter? (OPEN-ENDED)

- 1 Yes
- 2 No
- 3 (DON'T KNOW)

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21A. How likely are you to vote on this issue if there was a special mail-in ballot sent to all registered voters in Prairie Village? Do you think you would (READ RESPONSES)

- 1 Definitely vote
- 2 Probably vote
- 3 Might
- 4 Probably NOT vote
- 5 Or, definitely NOT vote
- 6 (DON'T KNOW/REFUSED)

(DEMOS)

And now I have just a few last questions for classification purposes only.

22. (OMITTED)

23. Do you own or rent your current residence? (OPEN-ENDED)

- 1 Own
- 2 Rent
- 3 (REFUSED)

24. What is your current marital status? (READ RESPONSES)

- 1 Married/living with partner
- 2 Single
- 3 Widowed, divorced, or separated
- 4 (REFUSED)

25. Considering all wage earners for your household, was your total household income, before taxes, in 2022...? (READ RESPONSES)

- 1 Under \$50,000
- 2 \$50,000 to under \$75,000
- 3 \$75,000 to under \$100,000
- 4 \$100,000 to \$150,000
- 5 Or, over \$150,000
- 6 (REFUSED)

That concludes the interview.
Thanks so much for your time and opinions – have a great evening/day!