



**Feasibility Study
YMCA of Columbia-Willamette and the City of Tigard
May 2015**

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Purpose and Methodology

Purpose: The YMCA of Columbia-Willamette and the City of Tigard are exploring the feasibility of the city building a facility operated by the YMCA and funded by tax dollars. This study was specifically scoped to include data pertaining to: appropriate pricing; forecast memberships and usage; and forecast demand for program, facilities and features. The results of this study may also be used to identify areas where additional inquiry and analysis may be of value to the decision-making process.

Goal: Use research to help inform facility planning.

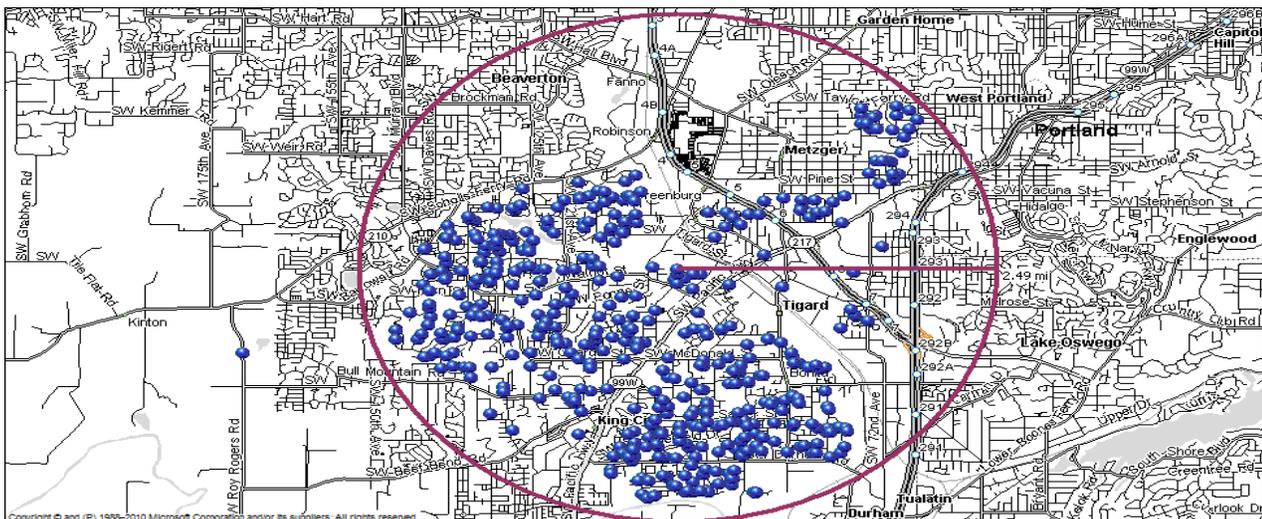
Methodology

Telephone interviews were completed with 501 respondents who were selected at random among registered voters who live in Tigard. The community response rate was approved by project stakeholders and represents an industry standard of a 4.32% margin of error with a 95% confidence level.

Almost all the respondents were located within a 2.5 mile radius (see map below). Respondents were allowed to skip certain questions or select more than one answer, as was appropriate for each question. Data reports filtered by YMCA members and community members can be found in the Appendix.

Respondent type	#of respondents	% of respondents
Community members (non-Y member)	380	75.9%
Former Y members	48	9.6%
Current Y members	73	14.6%
<i>Total</i>	501	100.0%

Locations of Respondents



Respondents Demographics and Psychographics

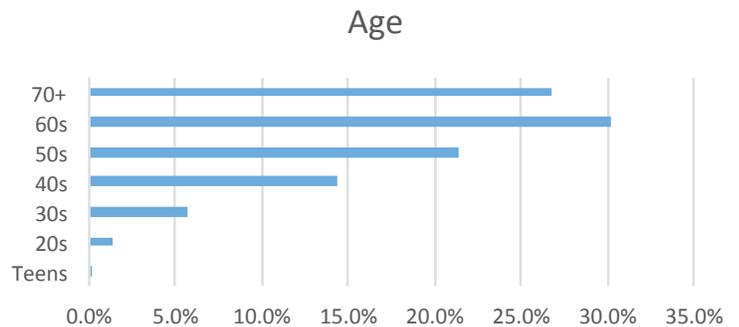
The following section contains both market area psychographics based on U.S. Census data and discrete respondent demographics.

Demographic information collected via the study specific to respondents included gender, age, children living at home and household income.

Females and males respectively represented 67.3% and 32.7% of total responses. Additional details are presented below.

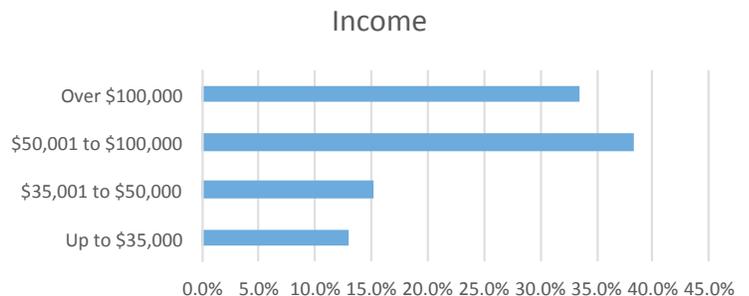
Respondent ages were as follows ($n = 493$). The age distribution show that seniors are over-represented, which is not uncommon in studies of this type. The forecasts presented in later sections of this report there are adjusted to normalize age according to the age distribution found in the actual population.

Age	% of respondents
Teens	0.2%
20's	1.4%
30's	5.7%
40's	14.4%
50's	21.3%
60's	30.2%
70+	26.8%
	100.0%



Respondent incomes were as follows ($n = 501$):

Annual income	% of respondents
Up to \$35,000	13.0%
\$35,001 to \$50,000	15.2%
\$50,001 to \$100,000	38.2%
Over \$100,000	33.6%
	100%
Preferred not to answer	26.1%



Respondents Demographics and Psychographics, cont.

21.0% of respondents currently have children living in their home (n = 496):

Number of Children <18 Living at Home	All Respondents
0	79.0%
1	5.2%
2	9.7%
3	3.6%
4+	2.4%
	100.0%

89.2% of respondents own their home (n = 501):

Own or Rent Home	All Respondents
Own	89.2%
Rent	7.6%
Prefer not to answer	3.2%
	100.0%

Respondents Demographics and Psychographics, cont.

The market area data presented below is derived from the U.S. Census and includes both Tapestry Segmentation and Market Profile information for the city limits of Tigard. The former describes detailed market area neighborhood information, including patterns within a given area. Market Profile data represents demographic information based on population trends.

Market Profile demographics representing the market area as a whole show there are nearly 20,000 households in the Tigard market area, and the population is growing faster than the U.S. as a whole. While age, % of households with children and home ownership are close to the national averages, median family income and home values are considerably higher. Race and ethnicity representation is comparative to national averages with the exceptions of smaller Black and higher Asian percentages of residents.

Market Profile	Tigard Market Area	US Total
<i>Population</i>		
Households	19,630	119,862,927
Individuals	49,324	316,296,988
Avg. household size	2.50	2.57
Annual growth 2014 - 2019	1.03%	0.75%
Median Age	37.9	37.3
Households with children	33.3%	33.4%
<i>Financials</i>		
Median family income	\$65,976	\$52,076
Median home value	\$302,733	\$190,791
% own home	56.2%	56.0%
% own home	39.2%	32.4%
% vacant homes	4.6%	11.6%
<i>Race</i>		
White	78.1%	71.2%
Black	2.2%	12.7%
Asian	8.6%	5.1%
Other	11.1%	11.0%
Total	100%	100.0%
<i>Ethnicity</i>		
% Hispanic	15.4%	17.5%

Respondents Demographics and Psychographics, cont.

Tapestry Segmentation demographics describe the market area population by defined nationally recognized lifestyle categories referred to as segments. There are more than 60 national types of Tapestry segments used to describe population trends for the Tigard market area. The five most frequent lifestyles make-up 58.8% of the area's population compared to only 9.2% of the U.S. population.

Tapestry Segments	% of Tigard Households
Bright Young Professionals	15.3%
Soccer Moms	14.7%
Enterprising Professionals	10.3%
Emerald City	9.8%
Metro Fusion	8.7%
Total	58.8%

Recognized definitions of the top five Tapestry segments for the Tigard market area are:

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

Metro Fusion is a young, diverse market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. The majority of residents live in midsize apartment buildings. Metro Fusion is a hard-working market with residents that are dedicated to climbing the ladders of their professional and social lives. This is particularly difficult for the single parents due to median incomes that are 35% lower than the US level.

Current Exercise Habits

Purpose: The objective of the section was to capture frequency and location of exercise in the Tigard market area.

Question(s): “How often do you exercise per week”; “Where do you exercise most often”?

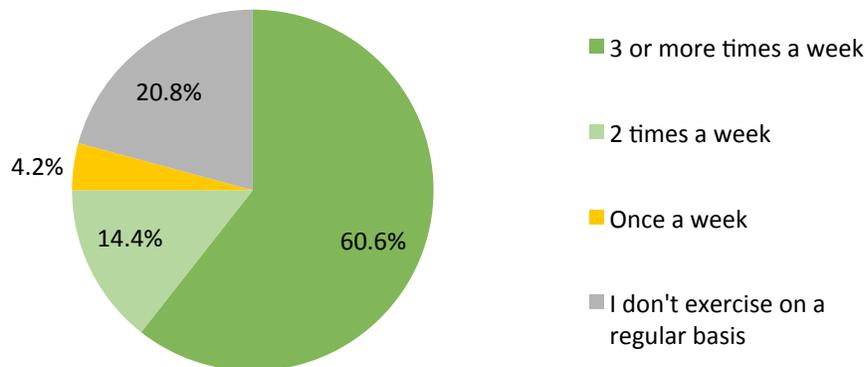
Findings of Interest: Nearly 61% of respondents currently exercise 3+ times per week. This is a strong percentage compared to other YMCA markets studied by Daxko T2 Consulting.

While almost a third of respondents mentioned a non-Y fitness facility in generic terms, only a quarter could name the specific facility they use. 24 Hour Fitness was most often mentioned, followed by LA Fitness and Planet Fitness. There is a 24 Hour Fitness “Super-Sport” club type, Tualatin Super Sport, located in Tigard; all three corporations have locations in nearby Beaverton.

The “other” locations provided included running, walking outdoors and golf. All who indicated they exercised at a YMCA identified the Sherwood Y, with one mentioned of the Beaverton Hoop YMCA. *(These findings are displayed on the next page).*

Exercise frequency	All respondents (<i>n</i> = 501)
3+ times per week	60.7%
2 times per week	14.4%
1 time per week	4.2%
I don't exercise on a regular basis	20.8%
Total	100.0%

% of Exercise Per Week



Current Exercise Habits, cont.

Exercise location ...	All respondents (<i>n</i> = 397)
At home	50.1%
Non-YMCA fitness facility or gym	32.5%
YMCA	4.8%
Other	12.6%
Total	100.0%

Fitness facilities used ...	All respondents (<i>n</i> = 50)
24 Hour Fitness	7.6%
LA Fitness	2.4%
Planet Fitness	2.2%
Club Sport	1.4%
Crunch	1.2%
Curves	1.2%
Harman Pool	0.8%
Providence, OR fitness location(s)	0.8%
Crossfit location(s)	0.4%
Fit Academy	0.4%
Mercantile Health and Fitness Center	0.4%
Tigard Aquatic Center	0.4%
28 others (<i>1 mention each</i>)	5.6%

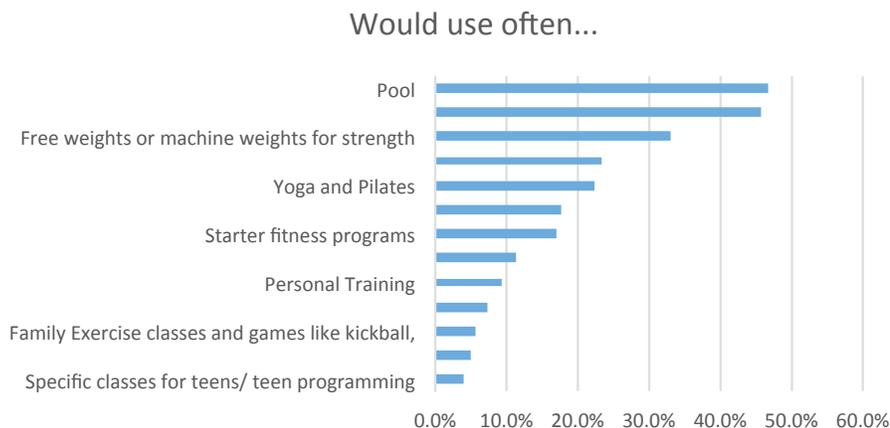
Demand for Programs and Facilities

Purpose: The objective of this section was to garner impressions of demand for programs the facility may offer. This was accomplished by respondents rating a list of pre-existing options, providing open-ended offering preferences, and potential facility interest by any children present in the home.

Question(s): “Please tell me whether you or someone in your household would use the following never, sometimes or often”. Their responses are included verbatim in the Appendix to this report and are categorized below ($n=711$). Respondents were also asked an open-ended question to gather additional preferences. These replies are included verbatim in the Appendix.

Findings of Interest: “Pool” (46.7%) and “cardiovascular equipment” (45.7%) were reported as the items most likely to be used “often” of the programs, equipment and facilities tested. When combining “often” and “sometimes” responses, a pool, cardiovascular equipment and weights were the items most most likely to be used. The least used ratings were those related to families and children, however even though used by only a small percentage of members, these programs may be necessary to attract members who do have children.

Would use ...	Often	Often + Sometimes	n =
Pool	46.7%	69.8%	490
Cardiovascular equipment	45.7%	74.6%	492
Free weights or machine weights	32.9%	64.2%	492
Group exercise classes	23.5%	52.9%	489
Yoga and pilates	22.2%	52.9%	491
Open gym time	17.8%	39.5%	489
Starter fitness programs	16.9%	52.7%	491
Spinning / group cycling	11.2%	32.8%	491
Personal training	9.2%	38.5%	491
Classes for youth	7.3%	16.7%	491
Family exercise classes	5.5%	17.5%	490
Child Watch	5.1%	8.8%	490
Specific classes for teens	4.1%	13.7%	489



Additional comments continued on next page

Demand for Programs and Facilities, cont.

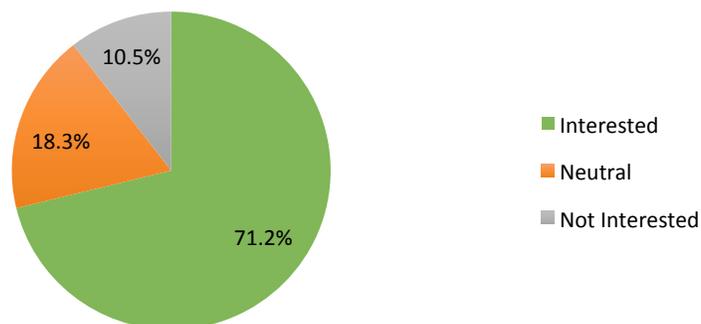
Questions and findings, cont: More than a quarter (27.8%) of respondents also provided replies to a open-ended question, “What other facilities, equipment or programs would be important to you and your household?”. Comments were categorized as-given verbatim and therefore may be redundant to items presented in the previous question. Comments categorized as “other” were too diverse to be quantified in a discrete grouping. The most frequent replies had to do with the following topics:

Summary of open-ended responses by topic	% of respondents
Pool (in addition to interest expressed in previous question)	3.4%
Seniors	2.6%
Racquetball	1.8%
Sauna	1.6%
Water aerobics	1.2%
Basketball	0.6%
Others	16.2%

Among respondents with children living at home, over 70% say their children would be interested in using a new YMCA facility (*n* = 104):

Children interested in using the Y?	% responses
Interested	71.2%
Neutral	18.3%
Not interested	10.5%
Total	100.0%

% of children interested in using the Y



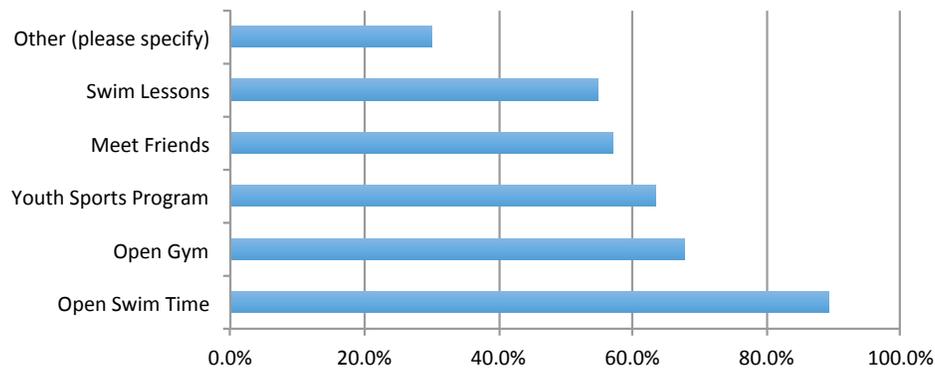
Demand for Programs and Facilities, cont.

Questions and findings, cont: Those with children were asked if their children would be interested in the program in the table below. For each program listed, more than half of all respondents with children responded “yes”, indicated strong interest ($n = 93$).

Among the “other” responses, only dance, art classes and rock climbing were given as being “of most interest” to more than one respondent.

Would children use ...	% “of most interest”
Open swim time	89.3%
Open gym	67.7%
Youth sports program(s)	63.4%
Meet friends	57.0%
Swim lessons	54.8%
Other	30.1%

% of most interest for those with children



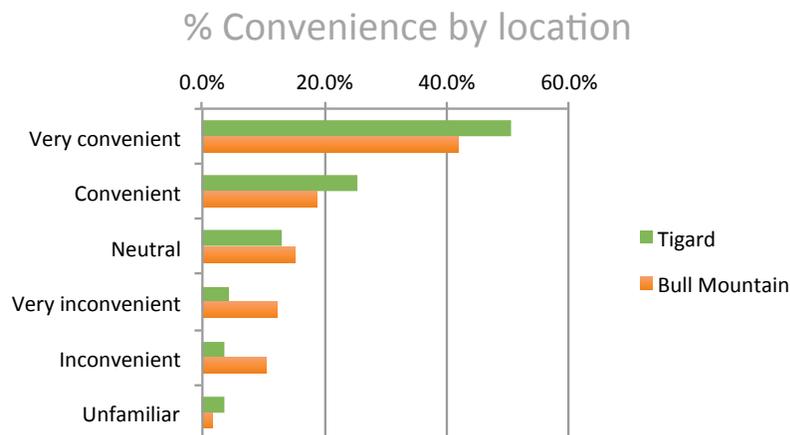
Convenience of Potential Locations

Purpose: The objective of this section was to introduce two potential locations for a new YMCA facility and compare respondent impressions of convenience. This was accomplished by separately reading potential locations listed below, with respondents providing discrete, scaled ratings for each.

Question(s) : “One suggested location is in Downtown Tigard, on the trail system”; and, “Another suggestion is the 99 Corridor near Bull Mountain”. They were then asked to rate, “On a scale of 1-5, with 5 being most convenient and 1 being very inconvenient, how convenient is this location for you?” The following charts show the complete responses.

Findings of Interest: More than 75% reported Downtown Tigard as “very convenient” or “convenient”, compared to 60.7% for Bull Mountain. Similarly, Bull Mountain was 2.8 times more likely to have been rated “inconvenient” or “very inconvenient”. Past YMCA feasibility studies conducted by Daxko T2 Consulting have demonstrated that if the “somewhat” + “very” convenient ratings are at least 75% that the location is unlikely to have any negative effect on demand at the site.

Convenience of proposed location ...	Downtown Tigard (n = 501)	Bull Mountain (n = 501)
Very convenient	50.3%	41.9%
Convenient	25.2%	18.8%
Neutral	13.0%	15.2%
Inconvenient	3.6%	10.4%
Very inconvenient	4.4%	12.2%
Unfamiliar	3.6%	1.6%
Total	100%	100%
Very convenient + convenient	75.5%	60.7%
Very inconvenient + inconvenient	8.0%	22.6%



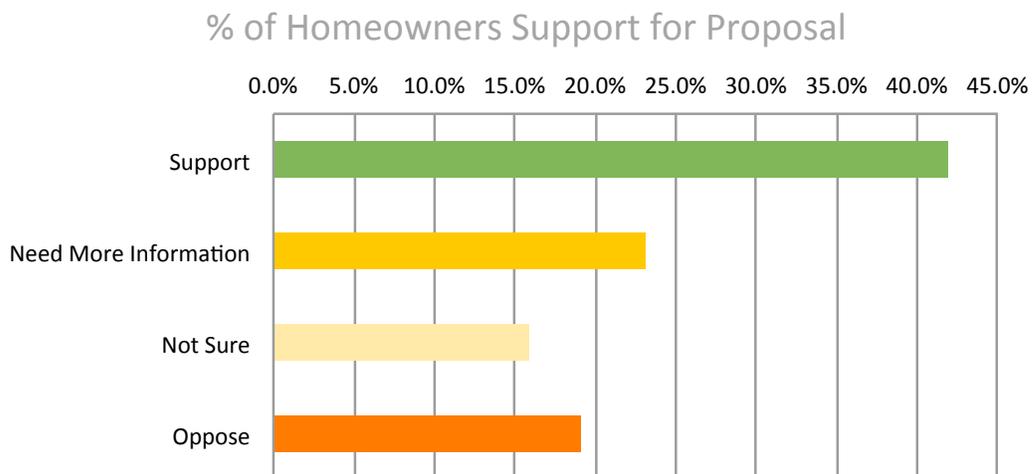
Financial Support for New Facility

Purpose: The objective of this section was to capture homeowner support for a new YMCA facility potentially paid for via an increase in property taxes. This was accomplished by screening respondents for homeownership and voting habits prior to asking the following question.

Question(s) : “The YMCA and the City of Tigard are considering a collaboration to build a new community center owned by the city. The building would be over 60,000 square feet, deliver a full array of programming and activities, and would require voters to consider a property tax increase of about \$10 per month for the average homeowner. What is your willingness to pay this amount to build a center?” (n = 446).

Findings of Interest: 93.4% of respondents voted in the last Presidential election, and 89.2% own their homes. The largest group of homeowners (41.9%) indicated they would support the proposal; 19.1% would not and 39.0% were “unsure” or “need more information”. Opposition is comparatively low to those in favor of the proposal (*NOTE: These findings are representative of market research based methodologies and may differ from voter polling analysis*).

Support of property tax increase to build facility ...	% of homeowners
Support	41.9%
Oppose	19.1%
Not sure	15.9%
Need more information	23.1%
Total	100%



Financial Support and Membership Forecast for New Facility

Purpose: To determine demand for membership, respondents were asked to identify which YMCA membership type would apply to their household. Based on their reply, they were then provided membership type-specific pricing ranges to rate for likelihood of joining the new facility at varying price points. This approach collected detailed information required to forecast membership demand. This data was normalized to account for age distribution within the community.

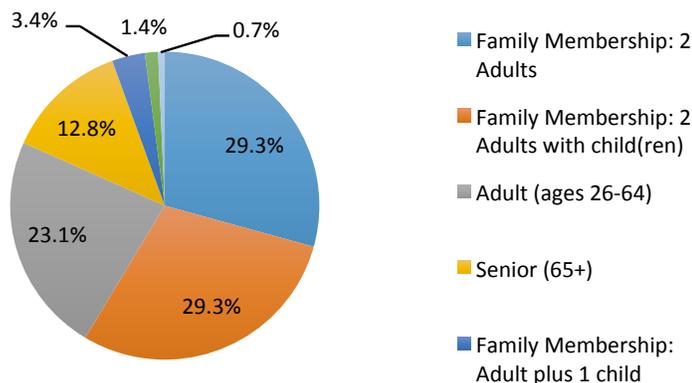
Question(s) : “If you used the YMCA, what type of membership would apply to you or your family?” (*n* = 501). “The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows: Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest.” (*n* = 426).

Findings of Interest: The most commonly selected membership types were “family membership of 2 adults and no children” (29.3%) and “family membership of 2 adults with children” (29.3%). 15.0% of respondents indicated they had “no interest in any health/recreation center”.

Three membership types received too little interest to statistically forecast (*italicized below*). The projections therefore focus on the four types with substantive representation (94.5% of responses). The change in demand as price is increased is small except at the lowest price; indicating lowering the price results in a moderate increase in demand.

Membership Type Interest	% of respondents
Family membership - 2 adults	29.3%
Family membership - 2 adults with children	29.3%
Adult (age 26 - 64)	23.1%
Senior (age 65+)	12.8%
<i>Family members - 1 adult with 1 children</i>	<i>3.4%</i>
<i>Teen/Young Adult (age 13 - 25)</i>	<i>1.4%</i>
<i>Youth (under 13)</i>	<i>0.7%</i>

% Interest in Membership Types



Financial Support and Membership Forecast for New Facility, cont.

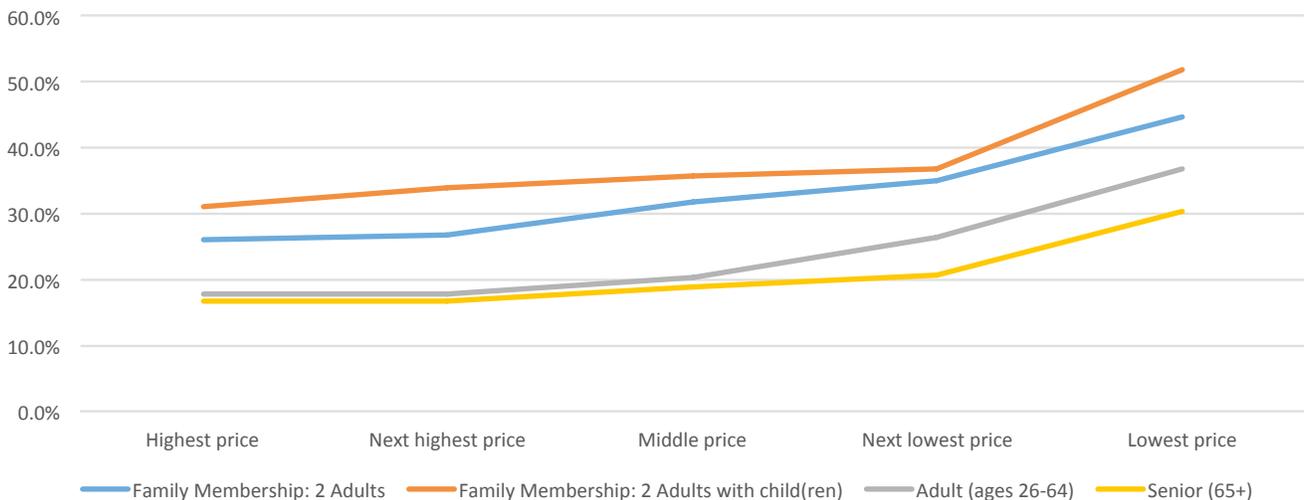
Price levels utilized for membership demand:

Membership Type	Highest price	Next highest price	Middle price	Next lowest price	Lowest price
Family - 2 adults	\$51.00	\$49.00	\$47.00	\$44.50	\$42.00
Family - 2 adult and children	\$62.00	\$59.00	\$56.00	\$53.00	\$50.00
Adult	\$41.00	\$39.00	\$37.00	\$33.00	\$30.00
Senior	\$37.50	\$35.50	\$34.00	\$32.00	\$29.00
Family - 1 adult and 1 child	\$52.00	\$49.50	\$47.00	\$44.50	\$42.00
Teen/young adult	\$25.00	\$23.50	\$21.00	\$20.00	\$19.00
Youth	\$21.00	\$19.50	\$18.00	\$16.50	\$15.00

% "very likely to join" at each price level:

Membership Type	Highest price	Next highest price	Middle price	Next lowest price	Lowest price
Family - 2 adults	25.9%	26.9%	31.8%	34.9%	44.8%
Family - 2 adult and children	30.9%	33.9%	35.9%	36.8%	51.8%
Adult	17.7%	17.7%	20.2%	26.5%	36.6%
Senior	16.7%	16.7%	19.0%	20.6%	30.3%

Price Curve
% very likely to join



Financial Support and Membership Forecast for New Facility, cont.

Findings of interest, cont: Market demographic data (page 5) shows 19,360 families living in the Tigard market area. For forecasting purposes, only families with incomes greater than \$50,000 were included, equating to 12,053 households. When a homeownership parameter is applied to this population, the applicable population is scoped to include 10,778 homeowners. These demographic characteristics represent the proposed facility target market. The forecast was then calculated by multiplying the % “very likely to join” times the number of families and the % of families in each membership type.

The forecast immediately below displays the full potential of the new facility based on the facility meeting respondent expectations, such as this pertaining to location and program offerings. Based on industry standards with similar studies, a standard reduction factor of 35% was then applied to this data in order to provide a conservative estimate.

It should be noted that the forecast increased by 37% from the “next lowest” and “lowest” price levels; this represents an increase approximately 3 times greater than differences in all other price level variances. Industry standards of market research indicate this outlier should be discarded; meaning this large of an increase at the lowest price level likely indicates the level is unrealistically low and should not be considered in facility planning.

Full potential forecast:

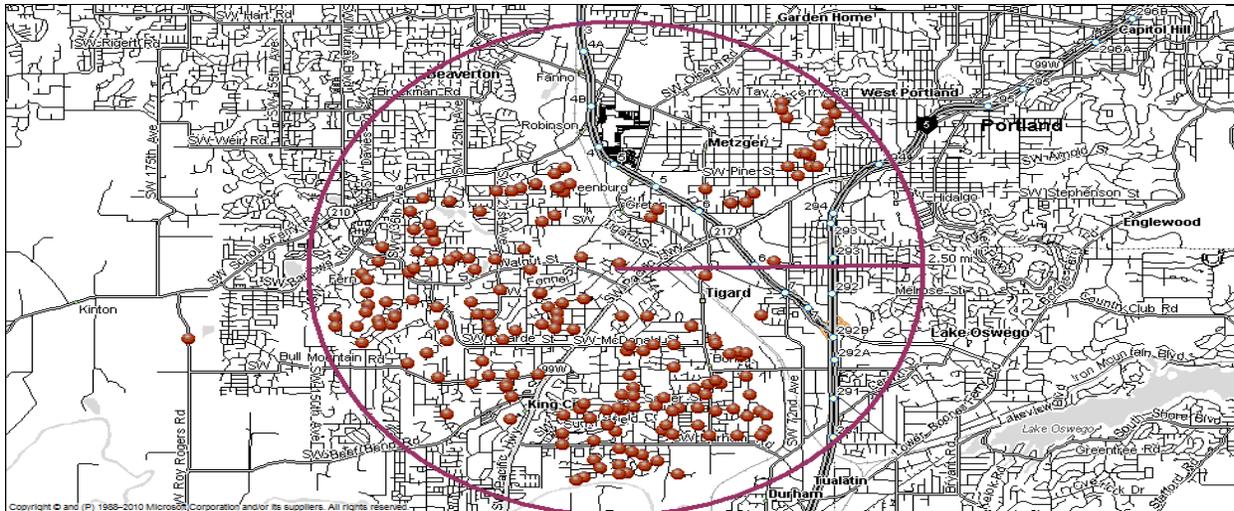
Membership Type	Highest price	Next highest price	Middle price	Next lowest price	Lowest price
Family - 2 adults	865	899	1,063	1,165	1,496
Family - 2 adult and children	1,032	1,131	1,199	1,230	1,730
Adult	466	466	533	698	965
Senior	243	243	278	300	442
<i>Total potential new membership units at price level</i>	2,606	2,739	3,073	3,393	4,633

Final forecast after reduction factor:

Membership Type	Highest price	Next highest price	Middle price	Next lowest price	Lowest price
Family - 2 adults	562	584	691	757	972
Family - 2 adult and children	671	735	779	799	1,125
Adult	303	303	346	454	627
Senior	158	158	181	195	287
<i>Total potential new membership units at price level</i>	1,694	1,781	2,205	2,205	3,012

Financial Support and Membership Forecast for New Facility, cont.

Those who indicated they were “very likely to join are locations throughout the market area; addresses of these respondents plotted in red below:



Tigard’s population is growing at a rate of 1.03% annually. Adjusting the forecast to account for this rate of increase, the following table forecasts potential membership 3 years from now, ranging from 1,747 to 3,106 membership units depending on price level:

Membership Type	Highest price	Next highest price	Middle price	Next lowest price	Lowest price
Family - 2 adults	580	603	713	781	1,003
Family - 2 adult and children	692	758	804	824	1,160
Adult	312	312	357	468	647
Senior	163	163	186	201	296
<i>Total potential new membership units at price level</i>	1,747	1,836	2,060	2,274	3,106

Conclusions and Recommendations

Conclusions

The intent of this section is to list identifiable trends and learnings from this study. They include, but may not be limited to:

1. Tigard has 20,000 households with excellent demographics and lifestyles (see Tapestry Segmentation and Market Profile in Appendix) for a YMCA. Incomes and home values are notably high compared to many YMCA markets and families are primarily educated professionals.
2. Tigard's population has a high incidence of regular exercise and a relatively high use of exercise facilities. Only about 5% use a Y currently. Use of for-profit fitness centers is strong and those used most often are not located in Tigard.
3. A "pool" (46.7%) and "cardiovascular" (45.7%) exercise were reported to be the most likely used facilities or offering of interest at a potential Tigard YMCA.
4. 71.2% of respondents with children living at home reported their children would be "very interested" in using the potential Y facility. Every child-related program offerings mentioned in the survey was rated as "of most interest" to their children by more 50% of respondents.
5. 41.9% of homeowners would support a \$10/month property tax increase for a new Y facility; 39.0% are unsure or would need more information. Opposition to this measure is comparatively low (19.1%). (As noted on page 13, these findings are representative of market research based methodologies and may differ from voter polling analysis).
6. The Y membership type indicated as most applicable to respondents were "two adults" and "two adults and children", equating to 58.6% of respondents. Single adult and senior members represented 35.9% of those surveyed. The remaining membership types totaled a nominal 5.5%.
7. Demand was approximately 30% greater at the next-to-lowest price (\$20/month) than at the highest price (\$25/month). There is a comparatively small increase compared to other feasibility studies conducted by Daxko T2 Consulting. It should be noted that demand at the lowest price (\$19/month) increases by a large amount and therefore we conclude it is an unrealistically low price which should not be considered for use. We conclude that a new facility in Tigard would have approximately 1,747 to 2,274 membership units within 3 years.

Recommendations

The intent of this section is to list likely and/or logical subsequent actions and considerations as this particular planning process proceeds:

1. We recommend that Tigard move to the next step in developing a new Y facility by using the forecast of demand at different price levels, determining the capital and operating costs for each, and deciding what size facility is most feasible.
2. With the most common response (41.9%) being in favor of the new facility and a combined 39.0% of the market “needing more information” or “not sure” of their support for this proposal, we recommend that plans be developed to publicize the potential facility to the community in light of low opposition.
3. Confirming what, if any, additional analysis is of interest to the decision making process.

APPENDIX

Survey

Market Profile

Demographic U.S. Census data

Tapestry Segmentation

Residential U.S. Census data

Filtered Survey Data

Export of YMCA member and non-member responses

Coded Verbatim Comments

Attachment 1: "Tigard coded Verbatims" Excel workbook delivered to client as separate attachment to this report

Attachment 2: "Tigard Other Comments" Excel workbook delivered to client as separate attachment to this report

YMCA of Columbia Willamette/City of Tigard Feasibility March 2015

Introduction and Exercise Habits

My name is ____ calling on behalf of the YMCA and the City of Tigard (pronounced TIE-gurd). We're speaking with people in the area to determine interest in an expansion of community programs and services in your community. Could you help us by taking a few minutes to share your opinions with us?

Thank you!

1. Are you or any child in your household a member of the YMCA or have you been a member in the past? *

- No
- Yes
- Former Member

Logic Hidden unless: Question "Are you or any child in your household a member of the YMCA or have you been a member in the past?" #1 is one of the following answers ("Yes", "Former Member")

2. Where are/were you a member?

- Griffith Park Family YMCA
- Sherwood Regional Family YMCA
- Other (please specify)

3. How often do you exercise per week? *

- 3 or more times a week
- 2 times a week
- Once a week
- I don't exercise on a regular basis

Logic Hidden unless: Question "How often do you exercise per week?" #3 is one of the following answers ("3 or more times a week", "2 times a week", "Once a week")

4. Where do you exercise most often? *

- At home
- Non-YMCA fitness facility or gym (which one?)
- YMCA (which one?)
- Other (please specify)

The YMCA is excited about the work they do to help all ages and segments of the community to get and stay healthy and is studying how a new facility would best serve the community.

5. I'm going to read a list of YMCA facilities. Please tell me whether you or someone in your household would use following never, sometimes or often.

	Never	Sometimes	Often
Classes for youth such as art, music, dance, theater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open gym time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free weights or machine weights for strength training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spinning/Group Cycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child Watch (while parents work out)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Specific classes for teens/ teen programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yoga and Pilates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Group exercise classes such as: Body Sculpt, Zumba, Step Aerobics, TRX	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Exercise classes and games like kickball, family Olympics and family Zumba, family Yoga	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starter fitness programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cardiovascular Equipment like treadmills, bikes or elliptical	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. What other facilities, equipment or programs would be important to you and your household?

7. Do you have children under the age of 18 in your household? *

- Yes
- No

Logic Hidden unless: Question "Do you have children under the age of 18 in your household?" #7 is one of the following answers ("Yes")

8. How interested would the children in your household be to use the new YMCA facility?

- Interested
- Neutral
- Not Interested

Logic Hidden unless: Question "How interested would the children in your household be to use the new YMCA facility?" #8 is one of the following answers ("Interested", "Neutral")

9. What YMCA activities would be of most interest to your children? Please check all that apply. Only put in one activity per other response, if applicable.

- Open Swim Time
- Swim Lessons
- Youth Sports Program
- Open Gym
- Meet Friends
- Other (please specify)
- Other (please specify)
- Other (please specify)

Location and Membership Type

We would now like to ask you the convenience of two possible locations for the Community Center.

10. One suggested location is in Downtown Tigard, on the trail system. On a scale of 1-5, with 5 being most convenient and 1 being very inconvenient, how convenient is this location for you? *

- 1 - Very Inconvenient
- 2 - Inconvenient
- 3 - Neutral
- 4 - Convenient
- 5 - Very Convenient
- Unfamiliar with location

11. Another suggestion is the 99 Corridor near Bull Mountain.. On a scale of 1-5, with 5 being most convenient and 1 being very inconvenient, how convenient is this location for you? *

- 1 - Very Inconvenient
- 2 - Inconvenient
- 3 - Neutral
- 4 - Convenient
- 5 - Very Convenient
- Unfamiliar with location

12. Did you vote in the last Presidential election? *

Do not present the "refuse to answer" option. It's only there because the question is required, and someone might not want to answer.

- Yes
- No
- Refused to answer

13. Do you own your home or do you rent? *

Again, the refused to answer option is only there just in case someone doesn't want to answer.

- Own
- Rent
- Refused to answer

LOGIC Hidden unless: Question "Do you own your home or do you rent?" #13 is one of the following answers ("Own")

14. The YMCA and the City of Tigard are considering a collaboration to build a new community center owned by the city. The building would be over 60,000 square feet, deliver a full array of programming and activities, and would require voters to consider a property tax increase of about \$10 per month for the average homeowner. What is your willingness to pay this amount to build a center?

- Support
- Oppose
- Not Sure
- Need More Information

15. If you used the YMCA, what type of membership would apply to you or your family? *

- Teen/Young Adult (ages 13-25)
- Adult (ages 26-64)
- Family Membership: 2 Adults
- Family Membership: Adult plus 1 child
- Family Membership: 2 Adults with child(ren)
- Senior (65+)
- Youth (under 13)
- No Interest in any health/recreation center

Pricing

Page entry logic:

This page will show when: Question "If you used the YMCA, what type of membership would apply to you or your family?" #15 is one of the following answers ("Teen/Young Adult (ages 13-25)"; "Adult (ages 26-64)"; "Family Membership: 2 Adults"; "Family Membership: Adult plus 1 child"; "Family Membership: 2 Adults with child(ren)"; "Senior (65+)"; "Youth (under 13)")

Logic Hidden unless: Question "If you used the YMCA, what type of membership would apply to you or your family?" #15 is one of the following answers ("Teen/Young Adult (ages 13-25)")

16. Teen/Young Adult (ages 13-25)

The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows:

Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest. *

Interviewer: Once a respondent rates a price a "5", stop asking prices and fill out "5" for the remainder of the prices.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest
\$25.00	<input type="radio"/>				
\$23.50	<input type="radio"/>				
\$21.00	<input type="radio"/>				
\$20.00	<input type="radio"/>				
\$19.00	<input type="radio"/>				

Logic Hidden unless: Question "If you used the YMCA, what type of membership would apply to you or your family?" #15 is one of the following answers ("Adult (ages 26-64)")

17. 1 Adult (26-64)

The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows:

Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest. *

Interviewer: Once a respondent rates a price a "5", stop asking prices and fill out "5" for the remainder of the prices.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest
\$41.00	<input type="radio"/>				
\$39.00	<input type="radio"/>				
\$37.00	<input type="radio"/>				
\$33.00	<input type="radio"/>				
\$30.00	<input type="radio"/>				

Logic Hidden unless: Question "If you used the YMCA, what type of membership would apply to you or your family?" #15 is one of the following answers ("Family Membership: 2 Adults")

18. Family Membership: 2 Adults

The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows:

Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest. *

Interviewer: Once a respondent rates a price a "5", stop asking prices and fill out "5" for the remainder of the prices.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest
\$51.00	<input type="radio"/>				
\$49.00	<input type="radio"/>				
\$47.00	<input type="radio"/>				
\$44.50	<input type="radio"/>				
\$42.00	<input type="radio"/>				

Logic Hidden unless: Question "If you used the YMCA, what type of membership would apply to you or your family?" #15 is one of the following answers ("Family Membership: Adult plus 1 child")

19. Family Membership: Adult plus 1 child

The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows:

Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest. *

Interviewer: Once a respondent rates a price a "5", stop asking prices and fill out "5" for the remainder of the prices.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest
\$52.00	<input type="radio"/>				
\$49.50	<input type="radio"/>				
\$47.00	<input type="radio"/>				
\$44.50	<input type="radio"/>				
\$42.00	<input type="radio"/>				

Logic Hidden unless: Question "If you used the YMCA, what type of membership would apply to you or your family?" #15 is one of the following answers ("Family Membership: 2 Adults with child(ren)")

20. Family Membership: 2 Adults with child(ren)

The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows:

Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest. *

Interviewer: Once a respondent rates a price a "5", stop asking prices and fill out "5" for the remainder of the prices.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest
\$62.00	<input type="radio"/>				
\$59.00	<input type="radio"/>				
\$56.00	<input type="radio"/>				
\$53.00	<input type="radio"/>				
\$50.00	<input type="radio"/>				

Logic Hidden unless: Question "If you used the YMCA, what type of membership would apply to you or your family?" #15 is one of the following answers ("Senior (65+)")

21. Senior (65+)

The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows:

Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest. *

Interviewer: Once a respondent rates a price a "5", stop asking prices and fill out "5" for the remainder of the prices.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest
\$37.50	<input type="radio"/>				
\$35.50	<input type="radio"/>				
\$34.00	<input type="radio"/>				
\$32.00	<input type="radio"/>				
\$29.00	<input type="radio"/>				

Logic Hidden unless: Question "If you used the YMCA, what type of membership would apply to you or your family?" #15 is one of the following answers ("Youth (under 13)")

22. Youth (under 13)

The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows:

Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest. *

Interviewer: Once a respondent rates a price a "5", stop asking prices and fill out "5" for the remainder of the prices.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest
\$21.00	<input type="radio"/>				
\$19.50	<input type="radio"/>				
\$18.00	<input type="radio"/>				
\$16.50	<input type="radio"/>				
\$15.00	<input type="radio"/>				

Demographics

23. What is your age range?

- Teens
- 20s
- 30s
- 40s
- 50s
- 60s
- 70+

24. How many children under 18 do you have living at home?

- 0
- 1
- 2
- 3
- 4+

25. Last year, in which category was your family's income? *

Do not present refusal option, just choose it if the person refused to answer the question as asked.

- Up to \$35,000
- \$35,001 to \$50,000
- \$50,001 to \$100,000
- Over \$100,000
- Refused to answer

Logic Hidden unless: Question "The YMCA and the City of Tigard are considering a collaboration to build a new community center owned by the city. The building would be over 60,000 square feet, deliver a full array of programming and activities, and would require voters to consider a property tax increase of about \$10 per month for the average homeowner. What is your willingness to pay this amount to build a center?" #14 is one of the following answers ("Need More Information")

26. You indicated that you would need more information about the property tax increase to build the community center. Would you like us to contact you to provide more information?

If respondent does not want to be contacted, leave fields blank. If they do, please fill in name and phone number and/or e-mail address (both phone and e-mail are not required, use whichever the respondent gives you).

Name

Phone Number

E-Mail Address

27. Do not ask: What is the respondent's gender? *

- Male
- Female

28. Interviewer Only: *

Interviewer Name:

Phone # Dialed:

Address:

5 Digit Zip:

Thank You!

Thank you for taking our survey. Your response is very important to us.

Tigard City, OR
 Tigard city, OR (4173650)
 Place

Tigard city, OR ...

Population Summary	
2000 Total Population	43,118
2010 Total Population	48,035
2014 Total Population	49,324
2014 Group Quarters	331
2019 Total Population	51,969
2014-2019 Annual Rate	1.05%
Household Summary	
2000 Households	17,108
2000 Average Household Size	2.51
2010 Households	19,157
2010 Average Household Size	2.49
2014 Households	19,630
2014 Average Household Size	2.50
2019 Households	20,662
2019 Average Household Size	2.50
2014-2019 Annual Rate	1.03%
2010 Families	12,470
2010 Average Family Size	3.04
2014 Families	12,698
2014 Average Family Size	3.05
2019 Families	13,303
2019 Average Family Size	3.06
2014-2019 Annual Rate	0.94%
Housing Unit Summary	
2000 Housing Units	17,985
Owner Occupied Housing Units	57.2%
Renter Occupied Housing Units	37.9%
Vacant Housing Units	4.9%
2010 Housing Units	20,068
Owner Occupied Housing Units	57.7%
Renter Occupied Housing Units	37.7%
Vacant Housing Units	4.5%
2014 Housing Units	20,580
Owner Occupied Housing Units	56.2%
Renter Occupied Housing Units	39.2%
Vacant Housing Units	4.6%
2019 Housing Units	21,685
Owner Occupied Housing Units	56.1%
Renter Occupied Housing Units	39.2%
Vacant Housing Units	4.7%
Median Household Income	
2014	\$65,976
2019	\$83,274
Median Home Value	
2014	\$302,733
2019	\$363,770
Per Capita Income	
2014	\$34,013
2019	\$39,778
Median Age	
2010	37.3
2014	37.9
2019	38.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

Tigard City, OR
 Tigard city, OR (4173650)
 Place

Tigard city, OR ...

2014 Households by Income	
Household Income Base	19,630
<\$15,000	10.1%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	8.0%
\$35,000 - \$49,999	10.7%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	20.7%
\$150,000 - \$199,999	7.6%
\$200,000+	5.1%
Average Household Income	\$85,103
2019 Households by Income	
Household Income Base	20,663
<\$15,000	8.7%
\$15,000 - \$24,999	6.6%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	8.9%
\$50,000 - \$74,999	13.7%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	23.2%
\$150,000 - \$199,999	11.1%
\$200,000+	6.8%
Average Household Income	\$99,596
2014 Owner Occupied Housing Units by Value	
Total	11,570
<\$50,000	0.3%
\$50,000 - \$99,999	0.9%
\$100,000 - \$149,999	2.2%
\$150,000 - \$199,999	4.8%
\$200,000 - \$249,999	15.4%
\$250,000 - \$299,999	25.6%
\$300,000 - \$399,999	30.7%
\$400,000 - \$499,999	11.7%
\$500,000 - \$749,999	6.9%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	1.0%
Average Home Value	\$337,414
2019 Owner Occupied Housing Units by Value	
Total	12,172
<\$50,000	0.1%
\$50,000 - \$99,999	0.6%
\$100,000 - \$149,999	0.5%
\$150,000 - \$199,999	1.5%
\$200,000 - \$249,999	7.4%
\$250,000 - \$299,999	15.2%
\$300,000 - \$399,999	38.7%
\$400,000 - \$499,999	20.7%
\$500,000 - \$749,999	11.6%
\$750,000 - \$999,999	2.7%
\$1,000,000 +	1.0%
Average Home Value	\$399,248

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

Tigard City, OR
 Tigard city, OR (4173650)
 Place

Tigard city, OR ...

2010 Population by Age		
Total		48,035
0 - 4		6.8%
5 - 9		6.6%
10 - 14		6.6%
15 - 24		12.2%
25 - 34		14.6%
35 - 44		14.6%
45 - 54		15.2%
55 - 64		12.2%
65 - 74		5.9%
75 - 84		3.6%
85 +		1.9%
18 +		75.9%
2014 Population by Age		
Total		49,320
0 - 4		6.4%
5 - 9		6.5%
10 - 14		6.4%
15 - 24		12.7%
25 - 34		14.0%
35 - 44		13.9%
45 - 54		14.1%
55 - 64		13.1%
65 - 74		7.4%
75 - 84		3.5%
85 +		1.9%
18 +		76.8%
2019 Population by Age		
Total		51,969
0 - 4		6.5%
5 - 9		6.4%
10 - 14		6.4%
15 - 24		11.6%
25 - 34		14.8%
35 - 44		13.8%
45 - 54		12.9%
55 - 64		12.8%
65 - 74		9.0%
75 - 84		3.9%
85 +		1.9%
18 +		77.0%
2010 Population by Sex		
Males		23,517
Females		24,518
2014 Population by Sex		
Males		24,165
Females		25,155
2019 Population by Sex		
Males		25,430
Females		26,539

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

Tigard City, OR
 Tigard city, OR (4173650)
 Place

Tigard city, OR ...

2010 Population by Race/Ethnicity	
Total	48,035
White Alone	79.6%
Black Alone	1.8%
American Indian Alone	0.7%
Asian Alone	7.2%
Pacific Islander Alone	0.9%
Some Other Race Alone	5.9%
Two or More Races	4.0%
Hispanic Origin	12.7%
Diversity Index	50.2
2014 Population by Race/Ethnicity	
Total	49,324
White Alone	78.1%
Black Alone	1.9%
American Indian Alone	0.7%
Asian Alone	7.6%
Pacific Islander Alone	1.0%
Some Other Race Alone	6.5%
Two or More Races	4.3%
Hispanic Origin	13.8%
Diversity Index	53.1
2019 Population by Race/Ethnicity	
Total	51,969
White Alone	75.6%
Black Alone	2.2%
American Indian Alone	0.8%
Asian Alone	8.6%
Pacific Islander Alone	1.1%
Some Other Race Alone	7.1%
Two or More Races	4.7%
Hispanic Origin	15.4%
Diversity Index	57.2
2010 Population by Relationship and Household Type	
Total	48,035
In Households	99.3%
In Family Households	81.3%
Householder	26.0%
Spouse	20.1%
Child	29.3%
Other relative	3.5%
Nonrelative	2.5%
In Nonfamily Households	18.0%
In Group Quarters	0.7%
Institutionalized Population	0.2%
Noninstitutionalized Population	0.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

Tigard City, OR
 Tigard city, OR (4173650)
 Place

Tigard city, OR ...

2014 Population 25+ by Educational Attainment	
Total	33,541
Less than 9th Grade	3.3%
9th - 12th Grade, No Diploma	4.4%
High School Graduate	15.1%
GED/Alternative Credential	3.2%
Some College, No Degree	25.4%
Associate Degree	8.9%
Bachelor's Degree	26.9%
Graduate/Professional Degree	12.9%
2014 Population 15+ by Marital Status	
Total	39,788
Never Married	28.7%
Married	53.1%
Widowed	4.8%
Divorced	13.5%
2014 Civilian Population 16+ in Labor Force	
Civilian Employed	92.3%
Civilian Unemployed	7.7%
2014 Employed Population 16+ by Industry	
Total	24,584
Agriculture/Mining	0.5%
Construction	4.8%
Manufacturing	15.3%
Wholesale Trade	3.0%
Retail Trade	10.6%
Transportation/Utilities	3.7%
Information	1.5%
Finance/Insurance/Real Estate	8.7%
Services	49.0%
Public Administration	2.9%
2014 Employed Population 16+ by Occupation	
Total	24,584
White Collar	67.8%
Management/Business/Financial	19.6%
Professional	21.4%
Sales	11.4%
Administrative Support	15.5%
Services	17.3%
Blue Collar	14.8%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.9%
Installation/Maintenance/Repair	2.7%
Production	6.0%
Transportation/Material Moving	3.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

Tigard City, OR
 Tigard city, OR (4173650)
 Place

Tigard city, OR ...

2010 Households by Type	
Total	19,157
Households with 1 Person	26.9%
Households with 2+ People	73.1%
Family Households	65.1%
Husband-wife Families	50.4%
With Related Children	23.5%
Other Family (No Spouse Present)	14.7%
Other Family with Male Householder	4.6%
With Related Children	2.8%
Other Family with Female Householder	10.0%
With Related Children	6.7%
Nonfamily Households	8.0%
All Households with Children	33.3%
Multigenerational Households	2.5%
Unmarried Partner Households	7.1%
Male-female	6.3%
Same-sex	0.9%
2010 Households by Size	
Total	19,157
1 Person Household	26.9%
2 Person Household	34.0%
3 Person Household	16.4%
4 Person Household	13.9%
5 Person Household	5.5%
6 Person Household	2.1%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	19,157
Owner Occupied	60.5%
Owned with a Mortgage/Loan	49.1%
Owned Free and Clear	11.3%
Renter Occupied	39.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

Tigard City, OR
 Tigard city, OR (4173650)
 Place

Tigard city, OR ...

Top 3 Tapestry Segments

1. Bright Young Professionals
2. Soccer Moms (4A)
3. Enterprising Professionals

2014 Consumer Spending

Apparel & Services: Total \$	\$35,392,872
Average Spent	\$1,803.00
Spending Potential Index	80
Computers & Accessories: Total \$	\$6,091,217
Average Spent	\$310.30
Spending Potential Index	122
Education: Total \$	\$35,641,231
Average Spent	\$1,815.65
Spending Potential Index	122
Entertainment/Recreation: Total \$	\$75,456,976
Average Spent	\$3,843.96
Spending Potential Index	119
Food at Home: Total \$	\$116,002,272
Average Spent	\$5,909.44
Spending Potential Index	116
Food Away from Home: Total \$	\$75,682,156
Average Spent	\$3,855.43
Spending Potential Index	120
Health Care: Total \$	\$102,470,748
Average Spent	\$5,220.11
Spending Potential Index	113
HH Furnishings & Equipment: Total \$	\$37,363,109
Average Spent	\$1,903.37
Spending Potential Index	106
Investments: Total \$	\$59,116,007
Average Spent	\$3,011.51
Spending Potential Index	112
Retail Goods: Total \$	\$542,667,030
Average Spent	\$27,644.78
Spending Potential Index	111
Shelter: Total \$	\$382,032,347
Average Spent	\$19,461.66
Spending Potential Index	121
TV/Video/Audio: Total \$	\$28,947,015
Average Spent	\$1,474.63
Spending Potential Index	116
Travel: Total \$	\$45,243,371
Average Spent	\$2,304.81
Spending Potential Index	121
Vehicle Maintenance & Repairs: Total \$	\$25,264,460
Average Spent	\$1,287.03
Spending Potential Index	118

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

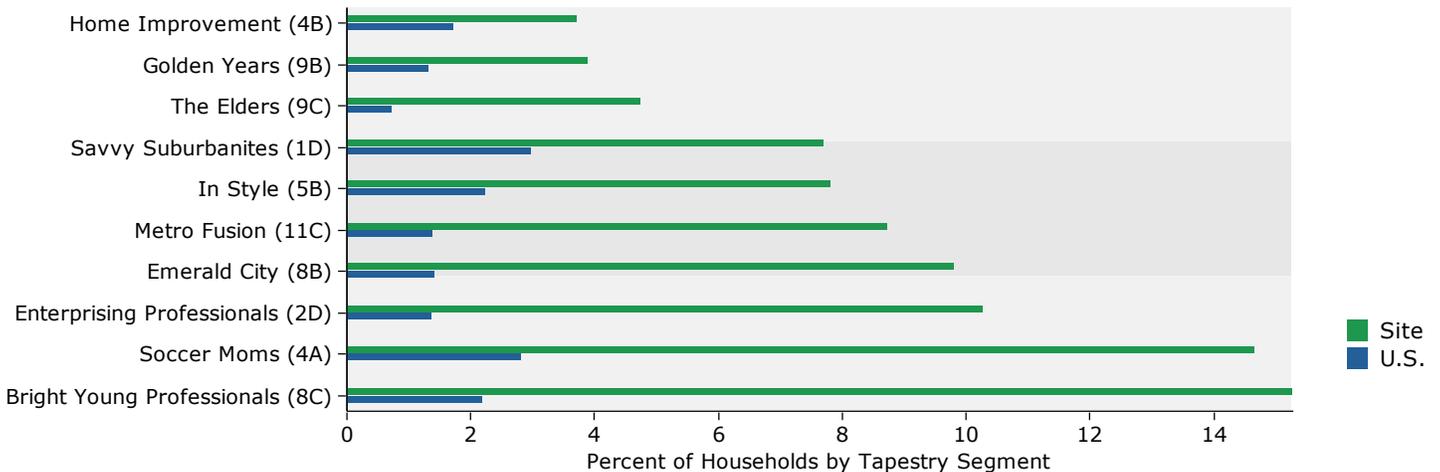
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

Tigard City, OR
 Tigard city, OR (4173650)
 Place

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Bright Young Professionals (8C)	15.3%	15.3%	2.2%	2.2%	695
2	Soccer Moms (4A)	14.7%	30.0%	2.8%	5.0%	521
3	Enterprising Professionals (2D)	10.3%	40.3%	1.4%	6.4%	748
4	Emerald City (8B)	9.8%	50.1%	1.4%	7.8%	696
5	Metro Fusion (11C)	8.7%	58.8%	1.4%	9.2%	626
	Subtotal	58.8%		9.2%		
6	In Style (5B)	7.8%	66.6%	2.3%	11.5%	347
7	Savvy Suburbanites (1D)	7.7%	74.3%	3.0%	14.5%	259
8	The Elders (9C)	4.8%	79.1%	0.7%	15.2%	650
9	Golden Years (9B)	3.9%	83.0%	1.3%	16.5%	291
10	Home Improvement (4B)	3.7%	86.7%	1.7%	18.2%	216
	Subtotal	27.9%		9.0%		
11	Boomburbs (1C)	3.6%	90.3%	1.5%	19.7%	247
12	Professional Pride (1B)	3.3%	93.6%	1.6%	21.3%	205
13	Pleasantville (2B)	2.9%	96.5%	2.2%	23.5%	131
14	Set to Impress (11D)	2.2%	98.7%	1.4%	24.9%	156
15	Young and Restless (11B)	1.3%	100.0%	1.7%	26.6%	77
	Subtotal	13.3%		8.4%		
	Total		100.0%		26.6%	376

Top Ten Tapestry Segments Site vs. U.S.

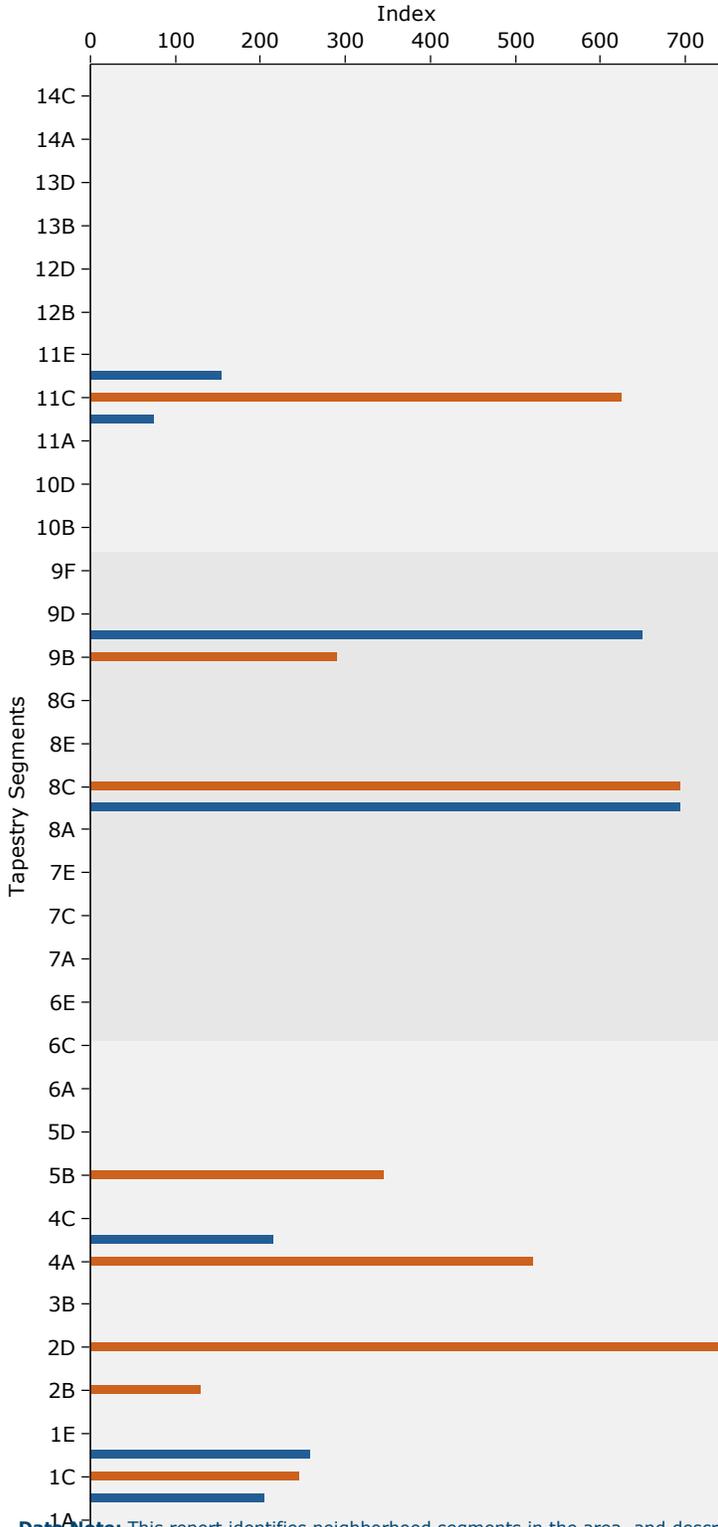


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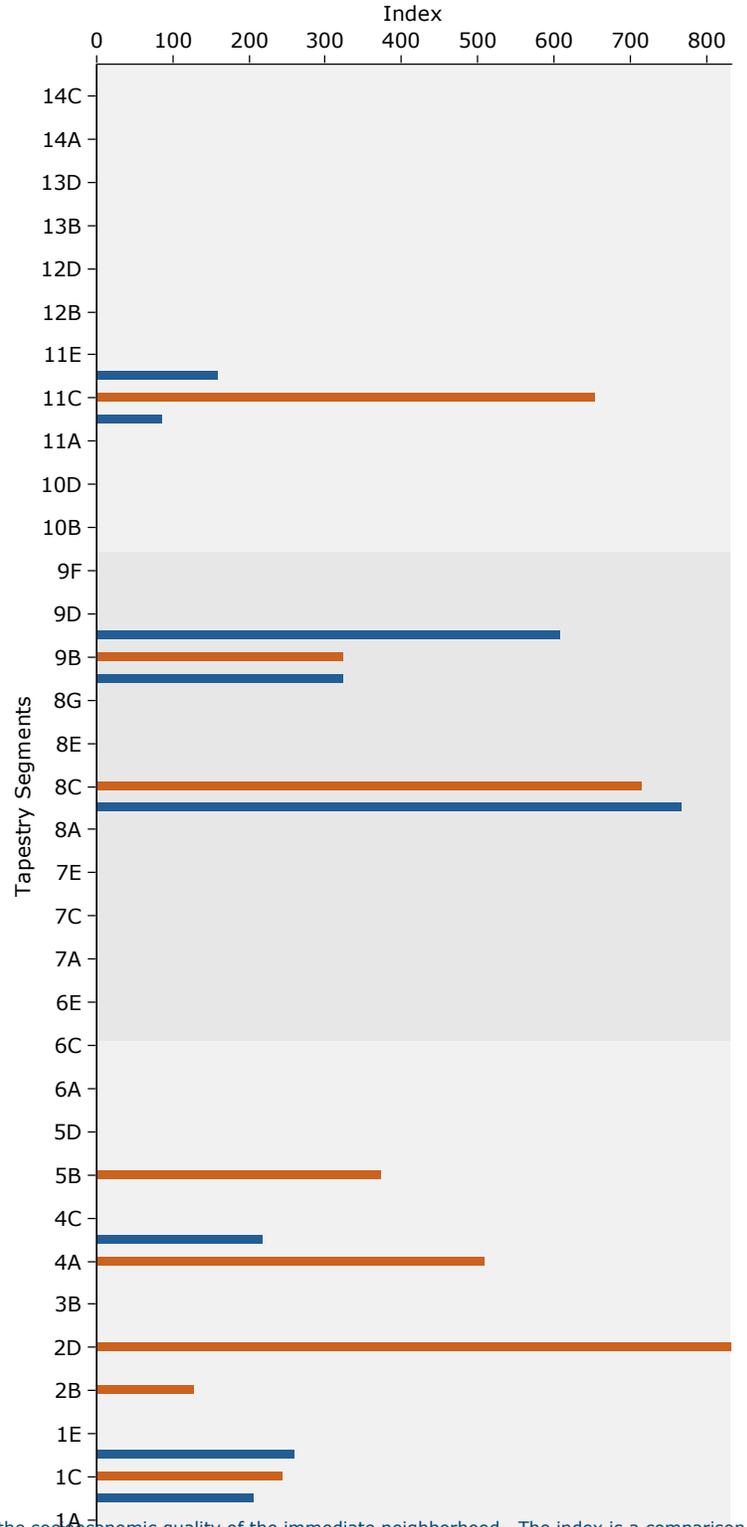
Source: Esri

Tigard City, OR
 Tigard city, OR (4173650)
 Place

2014 Tapestry Indexes by Households



2014 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tigard City, OR
 Tigard city, OR (4173650)
 Place

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,630	100.0%		49,324	100.0%	
1. Affluent Estates	2,867	14.6%	150	8,228	16.7%	157
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	639	3.3%	205	1,918	3.9%	207
Boomburbs (1C)	712	3.6%	247	2,189	4.4%	246
Savvy Suburbanites (1D)	1,516	7.7%	259	4,121	8.4%	260
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	2,594	13.2%	233	6,879	13.9%	239
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	575	2.9%	131	1,564	3.2%	129
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	2,019	10.3%	748	5,315	10.8%	834
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	3,611	18.4%	251	9,951	20.2%	254
Soccer Moms (4A)	2,879	14.7%	521	7,928	16.1%	509
Home Improvement (4B)	732	3.7%	216	2,023	4.1%	219
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	1,533	7.8%	68	3,740	7.6%	71
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	1,533	7.8%	347	3,740	7.6%	374
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

Tigard City, OR
 Tigard city, OR (4173650)
 Place

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,630	100.0%		49,324	100.0%	
8. Middle Ground	4,927	25.1%	230	11,344	23.0%	228
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,927	9.8%	696	4,233	8.6%	768
Bright Young Professionals (8C)	3,000	15.3%	695	7,111	14.4%	717
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	1,701	8.7%	151	3,160	6.4%	145
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	767	3.9%	291	1,735	3.5%	325
The Elders (9C)	934	4.8%	650	1,425	2.9%	610
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	2,397	12.2%	198	6,022	12.2%	216
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	255	1.3%	77	561	1.1%	87
Metro Fusion (11C)	1,717	8.7%	626	4,548	9.2%	655
Set to Impress (11D)	425	2.2%	156	913	1.9%	160
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

Tigard City, OR
 Tigard city, OR (4173650)
 Place

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,630	100.0%		49,324	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	4,717	24.0%	142	11,659	23.6%	126
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	3,000	15.3%	695	7,111	14.4%	717
Metro Fusion (11C)	1,717	8.7%	626	4,548	9.2%	655
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	4,140	21.1%	116	9,447	19.2%	117
In Style (5B)	1,533	7.8%	347	3,740	7.6%	374
Emerald City (8B)	1,927	9.8%	696	4,233	8.6%	768
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	255	1.3%	77	561	1.1%	87
Set to Impress (11D)	425	2.2%	156	913	1.9%	160
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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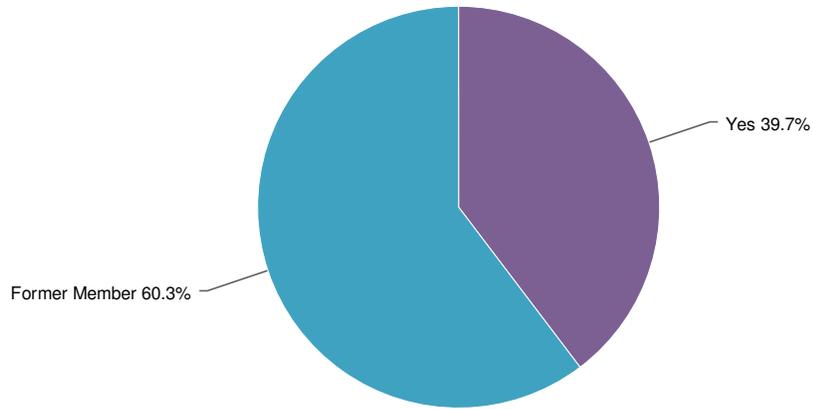
Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,630	100.0%		49,324	100.0%	
4. Suburban Periphery	10,773	54.9%	175	28,218	57.2%	177
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	639	3.3%	205	1,918	3.9%	207
Boomburbs (1C)	712	3.6%	247	2,189	4.4%	246
Savvy Suburbanites (1D)	1,516	7.7%	259	4,121	8.4%	260
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	575	2.9%	131	1,564	3.2%	129
Enterprising Professionals (2D)	2,019	10.3%	748	5,315	10.8%	834
Soccer Moms (4A)	2,879	14.7%	521	7,928	16.1%	509
Home Improvement (4B)	732	3.7%	216	2,023	4.1%	219
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	767	3.9%	291	1,735	3.5%	325
The Elders (9C)	934	4.8%	650	1,425	2.9%	610
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

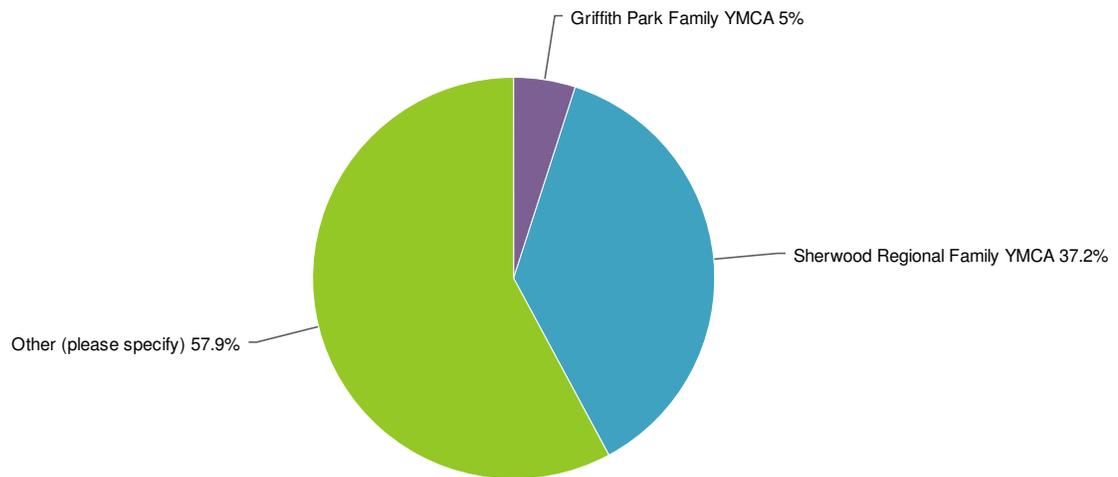
Filtered Report: Y Members + Former Members

1. Are you or any child in your household a member of the YMCA or have you been a member in the past?



No	0.0%		0
Yes	39.7%		48
Former Member	60.3%		73
Total			121

2. Where are/were you a member?



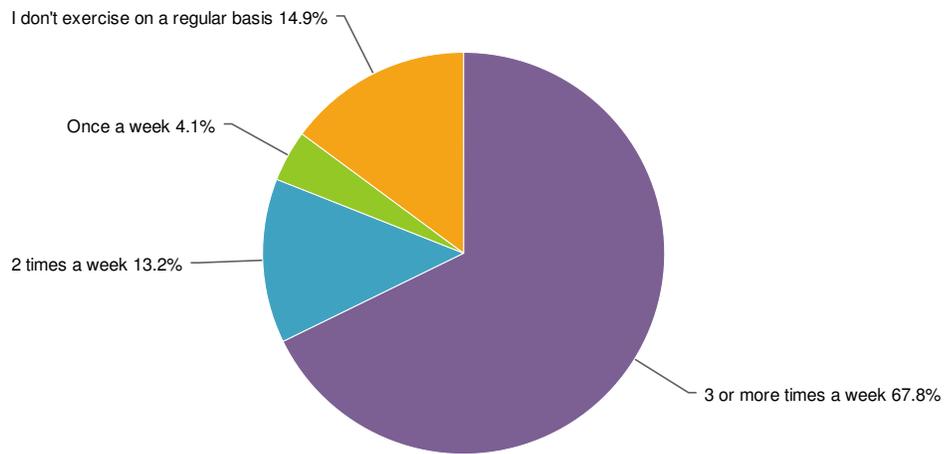
Membership Category	Percentage	Count
Griffith Park Family YMCA	5.0%	6
Sherwood Regional Family YMCA	37.2%	45
Other (please specify)	57.9%	70
Total		121

Responses "Other (please specify)"	Count
Left Blank	52
Ashland Or	1
Astoria	1
Barber Blvd	1
Beaverton	1
Beaverton Oregon	1
Beaverton YMCA	3
Beaverton district	1
Beverton	1
Boise, Idaho	1
Buffalo, NY	1
Califronia	1
Can't remember the Jolly Green Giant by Dunaway Park.	1
Cedar Falls Iowa	1
Denver, CO	1

Responses "Other (please specify)"	Count
Different State	1
Downtown Portland	2
East Bay	1
Eugene, Oregon	2
Georgia	1
Grand Prairie, TX	1
High Y in Portland	1
Hillsboro	1
Hollywood YMCA	1
I don't remember	1
In Idaho and CA	1
In NewJersey	1
Iowa	1
Kalamath Falls	1
Longview Wa	1
Marshalltown IA	1
Metro YMCA	1
N.E. Portland	1
North East YMCA years ago.	1
Northeast Portland	1
Ohio	1
Out of state	2
Pa	1
Pennsylvania	1
Phoenix, AZ	1
Portland	1
Portland on Barbour	1
Quincy, IL	1
Rose City	1
Salem Or	2
San Francisco	1

Responses "Other (please specify)"	Count
Sanfernando CA	1
South East Portland Holgate?	1
South West Portland	1
Southern California	1
Tacoma Y	1
Tillamook County Family Y	1
Tocama	1
Washington State	2
Y east	1
bay area calif	1
downtown	1
downtown portland	1
metro area	1
missouri	1
out of town	1
portland	1
winnipeg	1

3. How often do you exercise per week?

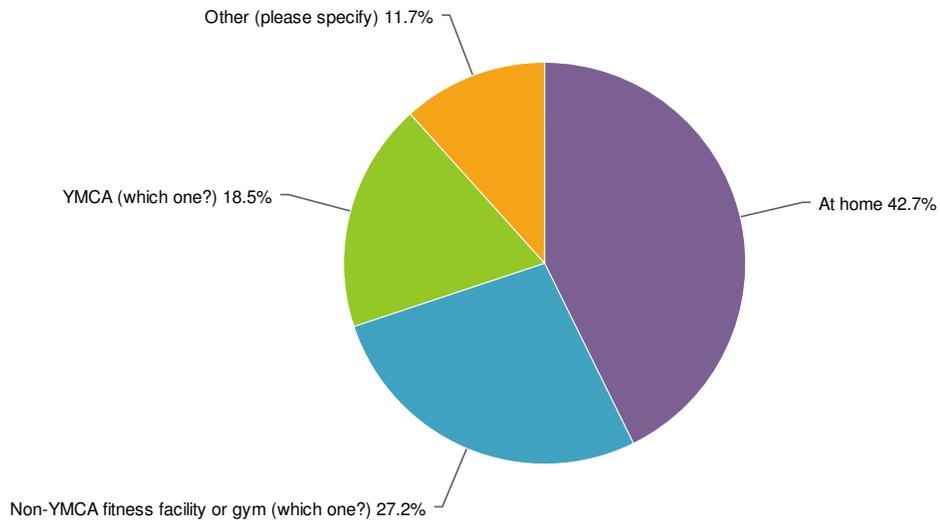


3 or more times a week	67.8%		82
2 times a week	13.2%		16
Once a week	4.1%		5
I don't exercise on a regular basis	14.9%		18
Total			121

Statistics

Sum	278.0
Average	2.8
StdDev	0.4
Max	3.0

4. Where do you exercise most often?



Location	Percentage	Count
At home	42.7%	44
Non-YMCA fitness facility or gym (which one?)	27.2%	28
YMCA (which one?)	18.5%	19
Other (please specify)	11.7%	12
Total		103

Responses "Non-YMCA fitness facility or gym (which one?)"	Count
Left Blank	95
24 Hour Fitness	1
24 Hour fitness	1
24 hr	2
Bally's	1
Beaverton THRPD	1
Boom fitness	1
Club Sport	2
Club Sports	1
Crunch	1
Curves	1
Harmon pool	1
Home Gym	1
LA Fitness	2

Responses "Non-YMCA fitness facility or gym (which one?)"	Count
LA fitness	1
Planet Fitness	1
Planet fitness	2
Providence Fitness Center/24 Hour Fitness	1
The Crunch	1
club sports	1
crunch fitness	1
curves	1
planet fitness	1

Responses "YMCA (which one?)"	Count
Left Blank	103
Sherwood	6
Sherwood	1
Sherwood Regional	1
Sherwood Regional Y	1
Sherwood Y	2
Sherwood YMCA	5
The Hoop at Griffith	1
sherwood	1

Responses "Other (please specify)"	Count
Left Blank	109
24 hour fitness	2
Ball room for Dance Classes	1
Clubhouse in my neighborhood	1
Private Fitness Group	1
Residence gym	1
Sherwood Memorial Colliseum	1
Yoga Classes	1
a PE teacher	1
curves	1
in the community	1

Responses "Other (please specify)"

Count

walking commuity

1

5. I'm going to read a list of YMCA facilities. Please tell me whether you or someone in your household would use following never, sometimes or often.

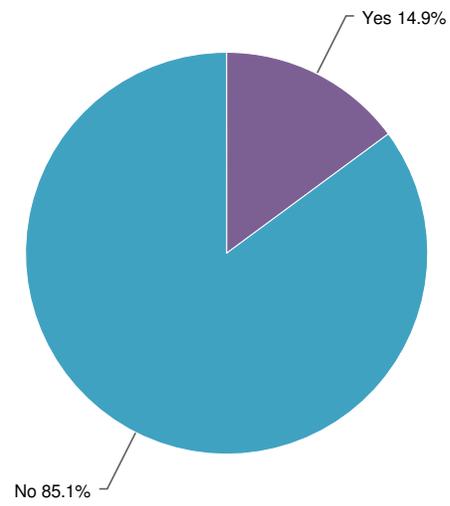
	Never	Sometimes	Often	Responses
Cardiovascular Equipment like treadmills, bikes or elliptical	24 19.8%	33 27.3%	64 52.9%	121
Free weights or machine weights for strength training	28 23.1%	45 37.2%	48 39.7%	121
Open gym time	70 58.8%	29 24.4%	20 16.8%	119
Group exercise classes such as: Body Sculpt, Zumba, Step Aerobics, TRX	39 33.1%	43 36.4%	36 30.5%	118
Classes for youth such as art, music, dance, theater	105 87.5%	9 7.5%	6 5.0%	120
Family Exercise classes and games like kickball, family Olympics and family Zumba, family Yoga	98 82.4%	14 11.8%	7 5.9%	119
Spinning/Group Cycling	74 61.7%	30 25.0%	16 13.3%	120
Starter fitness programs	53 44.2%	40 33.3%	27 22.5%	120
Yoga and Pilates	44 36.7%	42 35.0%	34 28.3%	120
Pool	27 22.3%	26 21.5%	68 56.2%	121
Child Watch (while parents work out)	111 93.3%	5 4.2%	3 2.5%	119
Personal Training	64 53.8%	43 36.1%	12 10.1%	119
Specific classes for teens/ teen programming	104 88.9%	10 8.5%	3 2.6%	117

6. What other facilities, equipment or programs would be important to you and your household?

Count	Response
1	A heated pool
1	A warm water pool that is handicap accessible with daytime swim activities.
1	Aquatic exercise classes
1	Arthritic Pool.
1	Basketball league play for five family members
1	Children's sports leagues
1	Classes for senior adults
1	Classes for youth.
1	Classes that start out slow then build up.
1	I like water aerobics
1	I mostly would do Group EX Classes
1	I would like a sauna or a steam room.
1	Indoor/outdoor running track
1	Kick Boxing class
1	Music programs
1	None personal
1	None at this time.
1	Not at this time. Also we are on silver sneakers so we do not pay anything.
4	Nothing
1	Privacy in the locker room.
1	Racquet ball
1	Racquetball Courts
1	Reasonable price for membership
1	Rock climbing wall
1	Salt water pool
3	Sauna
1	Senior aerobic classes
1	Swimming Pool
1	Swimming laps
1	Tai chi classes, warm water exercise pool

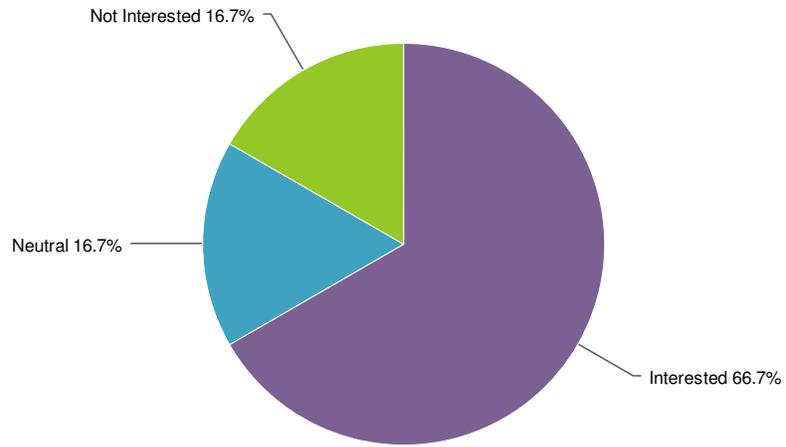
Count	Response
1	Tennis courts
1	Tennis courts, Indoor basketball courts, racquetball, rock climbing and a party room.
1	The Silver Sneakers
1	Warm water therapy pool, jacuzzi, sauna, and steam room
1	Water aerobics, jacuzzi
1	Water aerobics, sauna
1	Youth Oriented Programs.
1	climbing wall
1	lots of dance classes different kinds
1	meditation and adult art classes
1	no chlorine pool salt water is needed spa like sauna and hot tub massage therapy
1	racquetball
1	sauna and steam room
1	water aerobics
1	water aerobics; a special class for Arthritis aerobics; Programs for Seniors.
1	would like late hours he is a night owl
1	I would indoor or outdoor tennis courts. I am on silver sneakers so I do not have to pay anything to use the Y.

7. Do you have children under the age of 18 in your household?



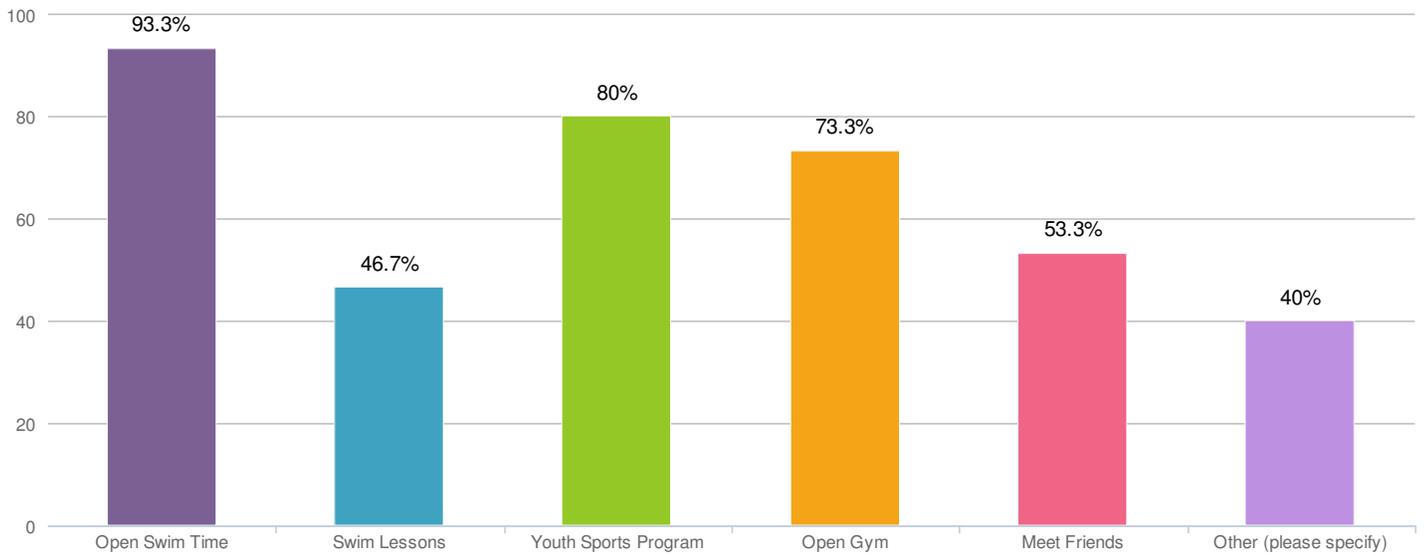
Yes	14.9%		18
No	85.1%		103
Total			121

8. How interested would the children in your household be to use the new YMCA facility?



Interested	66.7%		12
Neutral	16.7%		3
Not Interested	16.7%		3
		Total	18

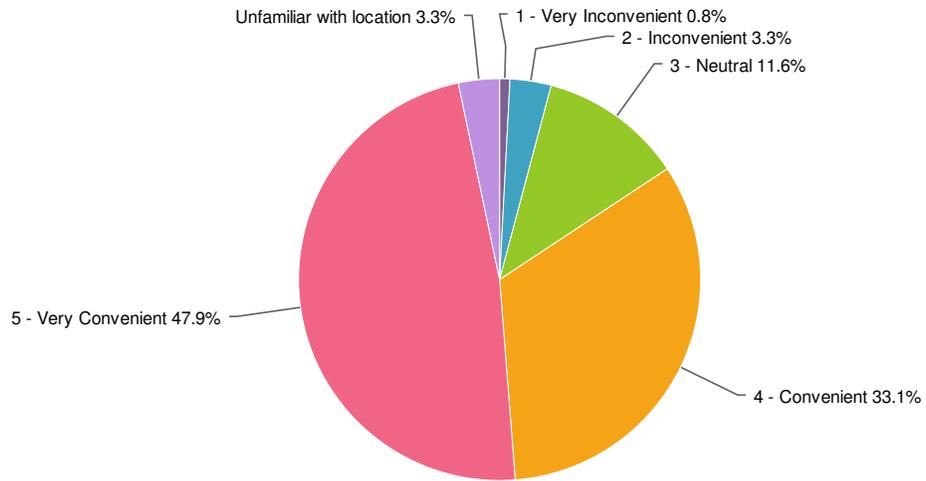
9. What YMCA activities would be of most interest to your children? Please check all that apply.



Activity	Percentage	Count
Open Swim Time	93.3%	14
Swim Lessons	46.7%	7
Youth Sports Program	80.0%	12
Open Gym	73.3%	11
Meet Friends	53.3%	8
Other (please specify)	40.0%	6
Total		15

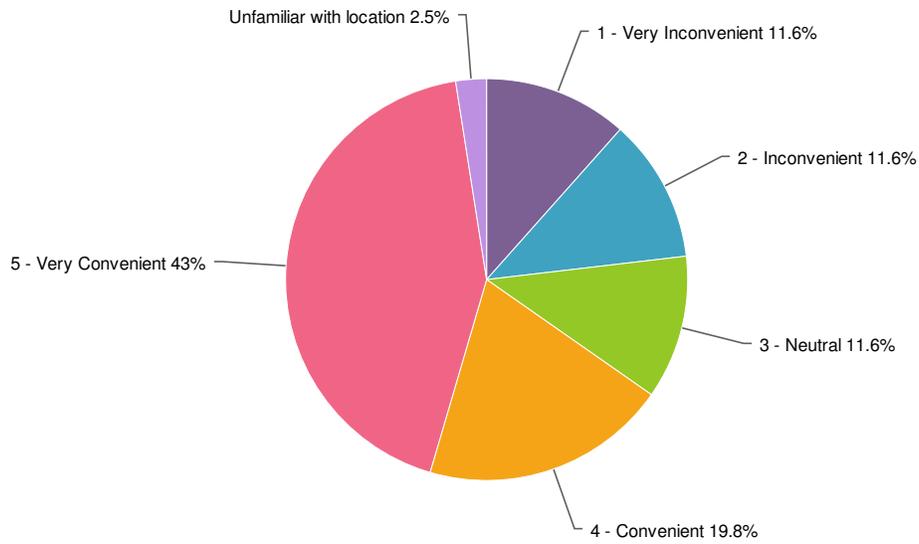
Responses "Other (please specify)"	Count
Left Blank	115
Baby Sitting or cpr classes	1
Dances	1
Fencing lessons	1
Good program for basketball	1
kids fitness	1
weight machines	1
Responses "Other (please specify)"	Count
Left Blank	119
Racquetball and indoor track	1
non competitive swim team	1

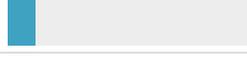
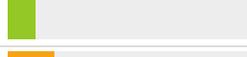
10. One suggested location is in Downtown Tigard, on the trail system. On a scale of 1-5, with 5 being most convenient and 1 being very inconvenient, how convenient is this location for you?



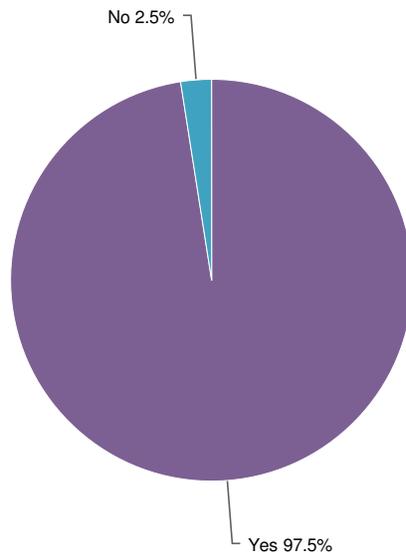
				Statistics	
1 - Very Inconvenient	0.8%	<div style="width: 0.8%; height: 10px; background-color: #cccccc;"></div>	1	Sum	501.0
2 - Inconvenient	3.3%	<div style="width: 3.3%; height: 10px; background-color: #cccccc;"></div>	4	Average	4.3
3 - Neutral	11.6%	<div style="width: 11.6%; height: 10px; background-color: #cccccc;"></div>	14	StdDev	0.9
4 - Convenient	33.1%	<div style="width: 33.1%; height: 10px; background-color: #cccccc;"></div>	40	Max	5.0
5 - Very Convenient	47.9%	<div style="width: 47.9%; height: 10px; background-color: #cccccc;"></div>	58		
Unfamiliar with location	3.3%	<div style="width: 3.3%; height: 10px; background-color: #cccccc;"></div>	4		
Total			121		

11. Another suggestion is the 99 Corridor near Bull Mountain.. On a scale of 1-5, with 5 being most convenient and 1 being very inconvenient, how convenient is this location for you?



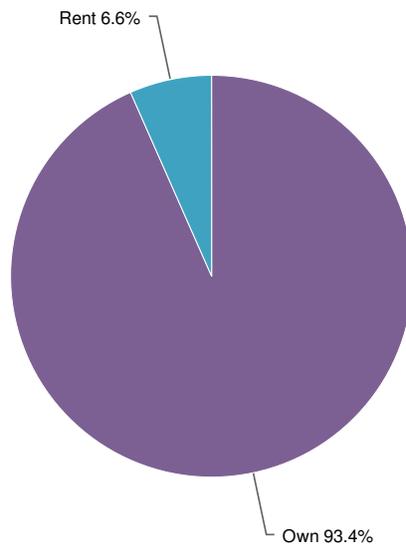
				Statistics	
1 - Very Inconvenient	11.6%		14	Sum	440.0
2 - Inconvenient	11.6%		14	Average	3.7
3 - Neutral	11.6%		14	StdDev	1.4
4 - Convenient	19.8%		24	Max	5.0
5 - Very Convenient	43.0%		52		
Unfamiliar with location	2.5%		3		
Total			121		

12. Did you vote in the last Presidential election?



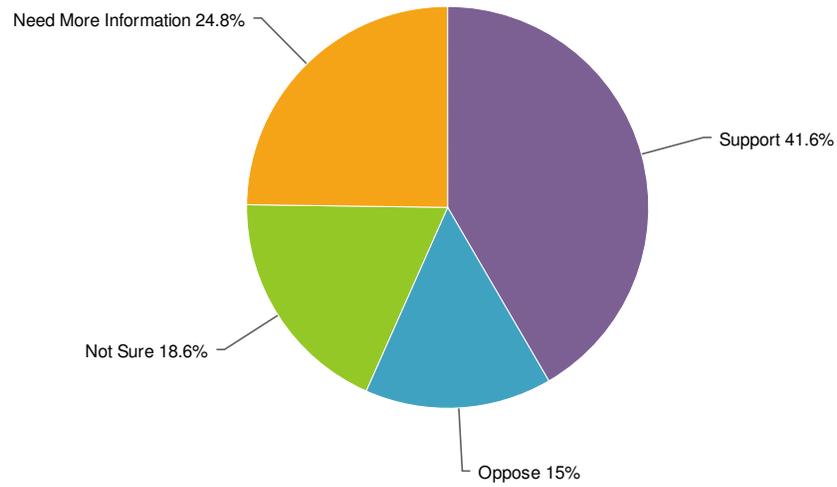
Yes	97.5%		118
No	2.5%		3
Refused to answer	0.0%		0
Total			121

13. Do you own your home or do you rent?



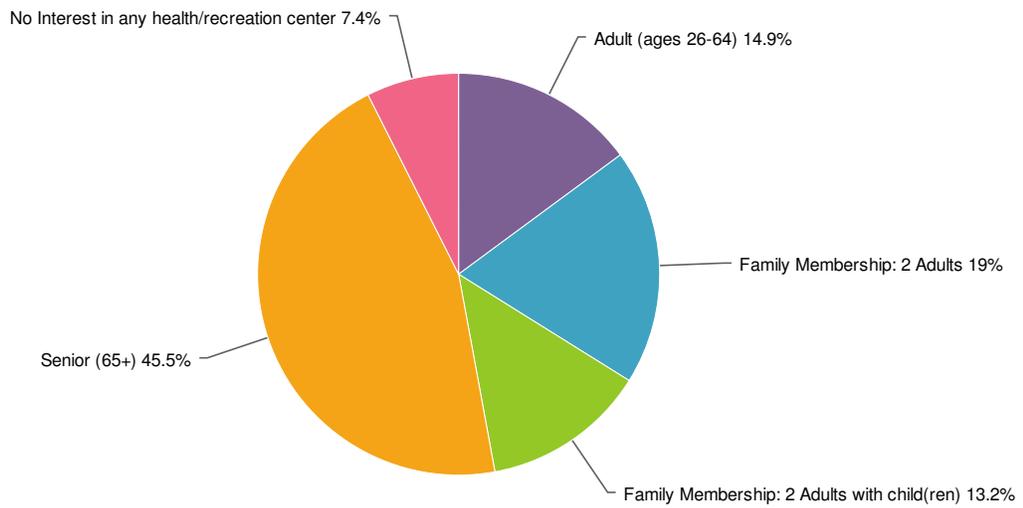
Own	93.4%		113
Rent	6.6%		8
Refused to answer	0.0%		0
Total			121

14. The YMCA and the City of Tigard are considering a collaboration to build a new community center owned by the city. The building would be over 60,000 square feet, deliver a full array of programming and activities, and would require voters to consider a property tax increase of about \$10 per month for the average homeowner. What is your willingness to pay this amount to build a center?



Support	41.6%		47
Oppose	15.0%		17
Not Sure	18.6%		21
Need More Information	24.8%		28
Total			113

15. If you used the YMCA, what type of membership would apply to you or your family?



Teen/Young Adult (ages 13-25)	0.0%		0
Adult (ages 26-64)	14.9%		18
Family Membership: 2 Adults	19.0%		23
Family Membership: Adult plus 1 child	0.0%		0
Family Membership: 2 Adults with child(ren)	13.2%		16
Senior (65+)	45.5%		55
Youth (under 13)	0.0%		0
No Interest in any health/recreation center	7.4%		9
		Total	121

16. Teen/Young Adult (ages 13-25) The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows: Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest	Responses
\$25.00	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
\$23.50	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
\$21.00	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
\$20.00	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
\$19.00	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

17. 1 Adult (26-64) The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows: Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest	Responses
\$41.00	7 38.9%	0 0.0%	3 16.7%	3 16.7%	5 27.8%	18
\$39.00	6 33.3%	0 0.0%	3 16.7%	4 22.2%	5 27.8%	18
\$37.00	6 33.3%	0 0.0%	3 16.7%	4 22.2%	5 27.8%	18
\$33.00	6 33.3%	0 0.0%	3 16.7%	2 11.1%	7 38.9%	18
\$30.00	5 27.8%	1 5.6%	2 11.1%	2 11.1%	8 44.4%	18

18. Family Membership: 2 Adults The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows: Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest	Responses
\$51.00	3 13.0%	2 8.7%	5 21.7%	4 17.4%	9 39.1%	23
\$49.00	2 8.7%	2 8.7%	6 26.1%	3 13.0%	10 43.5%	23
\$47.00	2 8.7%	1 4.3%	6 26.1%	4 17.4%	10 43.5%	23
\$44.50	2 8.7%	1 4.3%	5 21.7%	3 13.0%	12 52.2%	23
\$42.00	2 8.7%	1 4.3%	5 21.7%	2 8.7%	13 56.5%	23

19. Family Membership: Adult plus 1 child The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows: Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest	Responses
\$52.00	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
\$49.50	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
\$47.00	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
\$44.50	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
\$42.00	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

20. Family Membership: 2 Adults with child(ren) The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows: Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest	Responses
\$62.00	3 18.8%	0 0.0%	2 12.5%	5 31.3%	6 37.5%	16
\$59.00	3 18.8%	0 0.0%	2 12.5%	4 25.0%	7 43.8%	16
\$56.00	2 12.5%	1 6.3%	2 12.5%	3 18.8%	8 50.0%	16
\$53.00	2 12.5%	0 0.0%	1 6.3%	5 31.3%	8 50.0%	16
\$50.00	1 6.3%	0 0.0%	1 6.3%	5 31.3%	9 56.3%	16

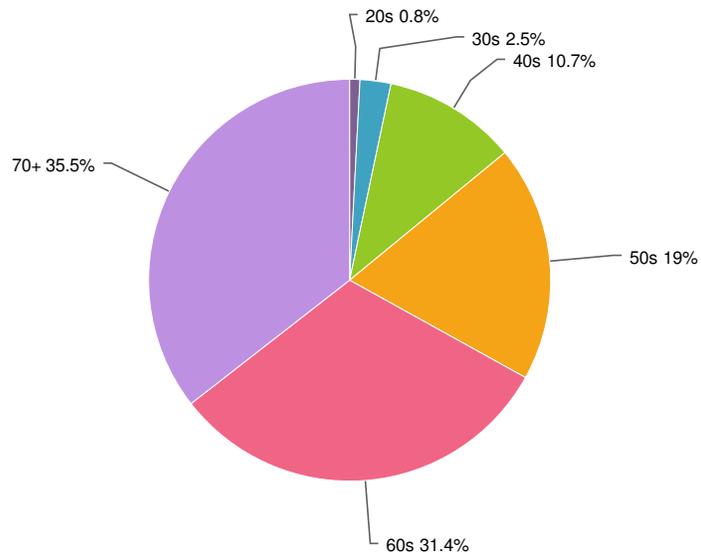
21. Senior (65+) The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows: Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest	Responses
\$37.50	30 54.5%	1 1.8%	4 7.3%	6 10.9%	14 25.5%	55
\$35.50	29 52.7%	1 1.8%	3 5.5%	8 14.5%	14 25.5%	55
\$34.00	28 50.9%	1 1.8%	3 5.5%	8 14.5%	15 27.3%	55
\$32.00	27 49.1%	2 3.6%	2 3.6%	8 14.5%	16 29.1%	55
\$29.00	19 34.5%	2 3.6%	4 7.3%	8 14.5%	22 40.0%	55

22. Youth (under 13) The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows: Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest	Responses
\$21.00	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
\$19.50	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
\$18.00	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
\$16.50	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
\$15.00	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

23. What is your age range?

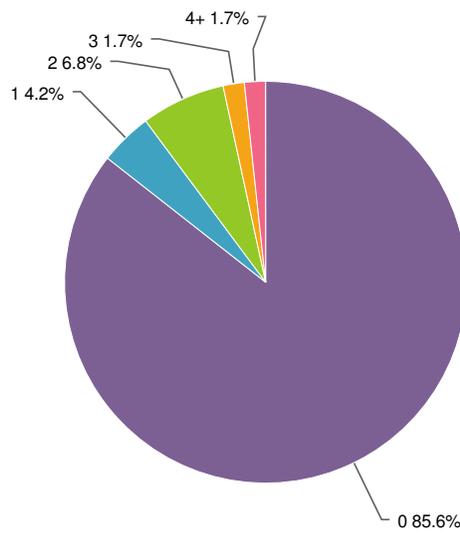


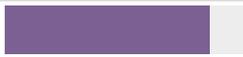
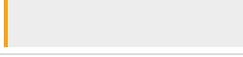
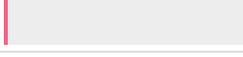
Teens	0.0%		0
20s	0.8%		1
30s	2.5%		3
40s	10.7%		13
50s	19.0%		23
60s	31.4%		38
70+	35.5%		43
Total			121

Statistics

Sum	7,070.0
Average	58.4
StdDev	11.4
Max	70.0

24. How many children under 18 do you have living at home?

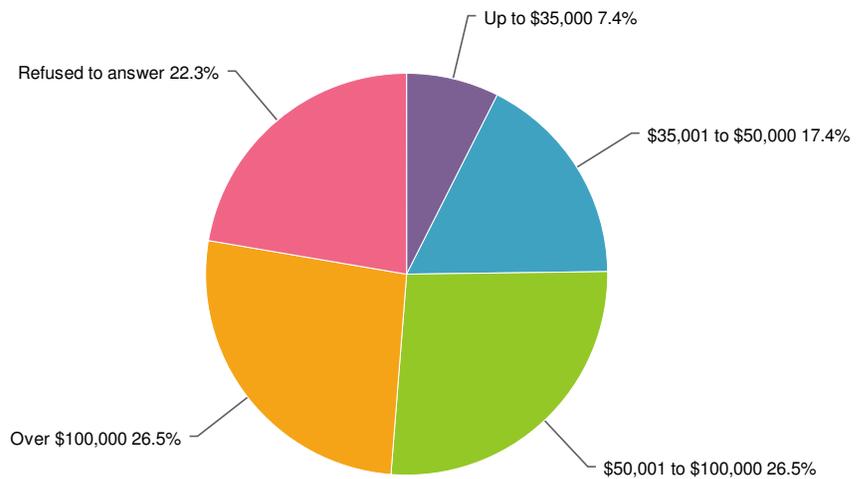


0	85.6%		101
1	4.2%		5
2	6.8%		8
3	1.7%		2
4+	1.7%		2
Total			118

Statistics

Sum	35.0
Average	0.3
StdDev	0.8
Max	4.0

25. Last year, in which category was your family's income?



Up to \$35,000	7.4%		9
\$35,001 to \$50,000	17.4%		21
\$50,001 to \$100,000	26.5%		32
Over \$100,000	26.5%		32
Refused to answer	22.3%		27
Total			121

26. You indicated that you would need more information about the property tax increase to build the community center. Would you like us to contact you to provide more information?:Name

Count	Response
1	Barbara MacKay
1	Darrell
1	Donald Comstock
1	Katherine Patterson
1	Mrs. Untalan
1	Ned Miller
1	Nora Lowery
1	Steven Mattos
1	Terry
2	pat

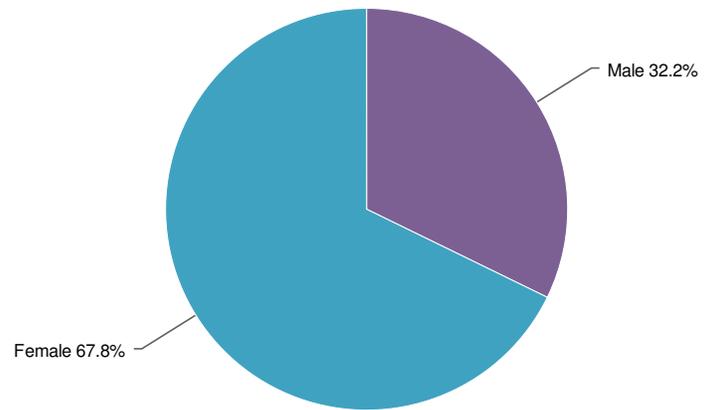
26. You indicated that you would need more information about the property tax increase to build the community center. Would you like us to contact you to provide more information?:Phone Number

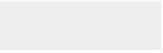
Count	Response
1	503-579-5708
1	503-684-2697
1	5032456842
1	5035901808
1	5035902834
1	5036201417
1	5036203666
1	5036395923
1	5039682066

26. You indicated that you would need more information about the property tax increase to build the community center. Would you like us to contact you to provide more information?:E-Mail Address

Count	Response
1	Dbowmer@frontier.com
1	carolross3@comcast.net
1	elnoradesign@msn.com
1	mattos3806@comcast.net
1	rayajr@frontier.com

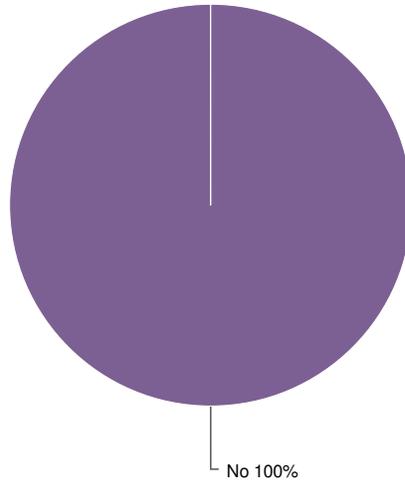
27. Do not ask: What is the respondent's gender?



Male	32.2%			39
Female	67.8%			82
Total				121

Filtered Report: Community Members

1. Are you or any child in your household a member of the YMCA or have you been a member in the past?



No	100.0%	<div style="width: 100%; height: 15px; background-color: #6a3d9a;"></div>	380
Yes	0.0%	<div style="width: 0%; height: 15px; background-color: #d3d3d3;"></div>	0
Former Member	0.0%	<div style="width: 0%; height: 15px; background-color: #d3d3d3;"></div>	0
Total			380

2. Where are/were you a member?

Griffith Park Family YMCA	0.0%		0
Sherwood Regional Family YMCA	0.0%		0
Other (please specify)	0.0%		0
Total			0

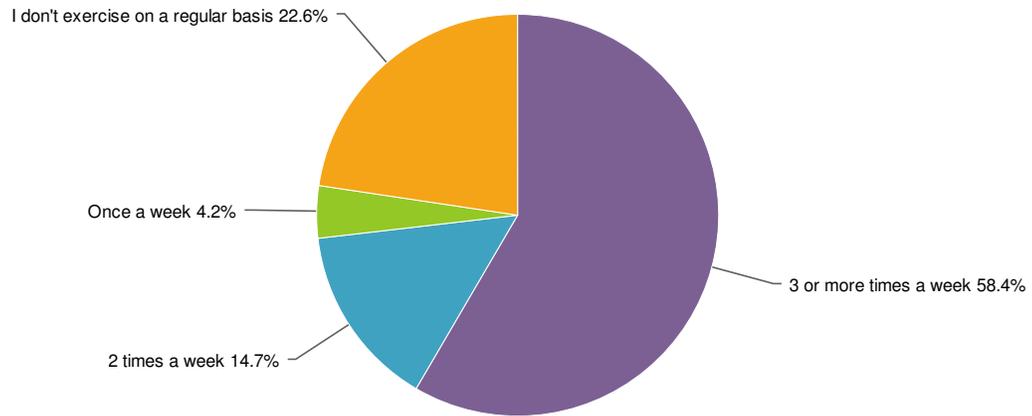
Responses "Other (please specify)"

Count

Left Blank

380

3. How often do you exercise per week?

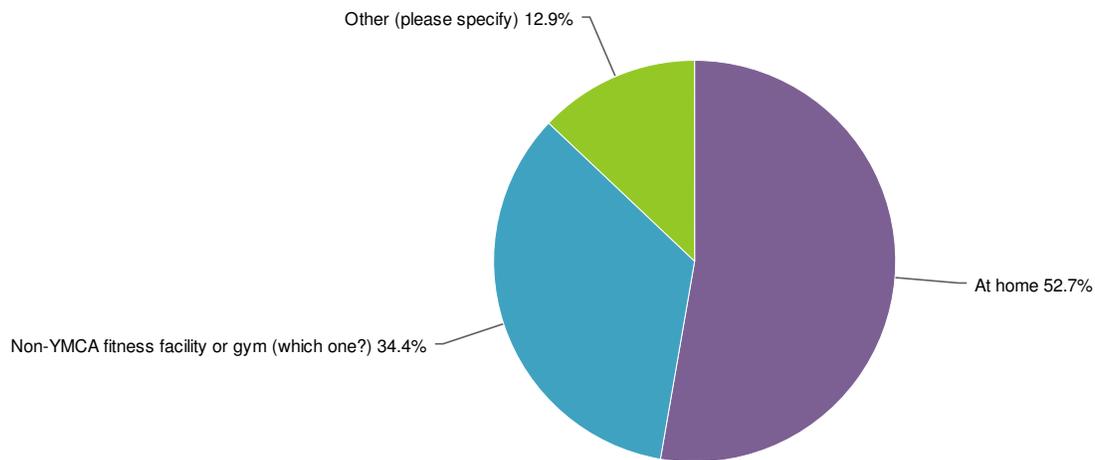


3 or more times a week	58.4%		222
2 times a week	14.7%		56
Once a week	4.2%		16
I don't exercise on a regular basis	22.6%		86
Total			380

Statistics

Sum	778.0
Average	2.8
StdDev	0.4
Max	3.0

4. Where do you exercise most often?



Location	Percentage	Count
At home	52.7%	155
Non-YMCA fitness facility or gym (which one?)	34.4%	101
YMCA (which one?)	0.0%	0
Other (please specify)	12.9%	38
Total		294

Responses "Non-YMCA fitness facility or gym (which one?)"	Count
Left Blank	283
24 Hour Fitness	9
24 Hour fitness	3
24 Hours	2
24 Hr Fitness	1
24 Hr. fitness	1
24 hour	1
24 hour and LA fitness	1
24 hour fitness	10
24 hr	3
24 hr fitness	2
An athletic club	1
AnyTime Fitness	1
Body Balance.	1

Responses "Non-YMCA fitness facility or gym (which one?)"	Count
Boom Fitness	1
City recreation center	1
Club Sports	2
Condo gym	1
Crossfit Location	1
Crunch	3
Curves	2
Daytime Fitness	1
Elsie Stuhr in Beaverton	1
Fit Academe	1
Fit academy	1
Fit and Trim.	1
Harman Pool	1
Harmon Pool	1
Harper School	1
Health Spa	1
Karate Dojo	1
L A Fitness	1
LA Fitness	3
LA fitness	4
La Fitness	1
Legacy Rehab	1
Lost Park	1
Mac Club	1
Mercantile Health and Fitness Center	1
Nelson's Nautilus	1
Nike	1
Om dase Yoga studio	1
Planet Fitness	4
Planet Granite.	1
Planet fitness	1

Responses "Non-YMCA fitness facility or gym (which one?)"	Count
Plant Fitness	1
Progressive something?	1
Providence Facility	1
Providence Hospital Health plans	2
Rec Center	1
Swim Center	1
Tigard aquatic center	1
Tigurd Swim Center	1
Tualatin Hills Recreation Center	1
Villa sport	1
Work Gym	1
club sports	1
cross fit	1
curbs	1
curves	1
merchantile facility	1
refused to answer.	1

Responses "YMCA (which one?)"	Count
Left Blank	380

Responses "Other (please specify)"	Count
Left Blank	342
24 hour fitness	1
At work	2
Bike trails	1
Cycling/walking	1
Golf course/Summerfield Civic Assn.	1
Golf, Abs cruncher	1
Gym Teacher	1
Home Owner Assoc. Facility.	1
Neighborhood/local hospital volunteer	1
Neighborhood/local park	2

Responses "Other (please specify)"	Count
Outdoor walks	1
Outdoors	2
Outdoors/Bowling alley	1
Residence gym	1
School	1
Summerfield Clubhouse	1
Walk	1
Walk outdoors	1
Walks	1
Wilsonville Community Center	1
Work walking	1
Yoga Studio	1
at work	1
community running	1
golf courses	1
park	1
run	1
tai chi	1
walk and run	1
walking	1
walking commuity	3
walks	1
work	1

5. I'm going to read a list of YMCA facilities. Please tell me whether you or someone in your household would use following never, sometimes or often.

	Never	Sometimes	Often	Responses
Cardiovascular Equipment like treadmills, bikes or elliptical	101 27.2%	109 29.4%	161 43.4%	371
Free weights or machine weights for strength training	148 39.9%	109 29.4%	114 30.7%	371
Open gym time	226 61.1%	77 20.8%	67 18.1%	370
Group exercise classes such as: Body Sculpt, Zumba, Step Aerobics, TRX	191 51.5%	101 27.2%	79 21.3%	371
Classes for youth such as art, music, dance, theater	304 81.9%	37 10.0%	30 8.1%	371
Family Exercise classes and games like kickball, family Olympics and family Zumba, family Yoga	306 82.5%	45 12.1%	20 5.4%	371
Spinning/Group Cycling	256 69.0%	76 20.5%	39 10.5%	371
Starter fitness programs	179 48.2%	136 36.7%	56 15.1%	371
Yoga and Pilates	189 50.9%	107 28.8%	75 20.2%	371
Pool	121 32.8%	87 23.6%	161 43.6%	369
Child Watch (while parents work out)	336 90.6%	13 3.5%	22 5.9%	371
Personal Training	238 64.0%	101 27.2%	33 8.9%	372
Specific classes for teens/ teen programming	318 85.5%	37 9.9%	17 4.6%	372

6. What other facilities, equipment or programs would be important to you and your household?

Count	Response
1	12 Week program
1	;programs for seniors
1	A nice variety of teen programming
1	A track
1	Adaptive things for people with arthritis. Arthritic Pool.
1	Affordable community center membership; rock climbing instruction
1	Art, music and dance for senior adults
1	Arthritic Pool.
1	Arts and crafts
1	Balance classes and exercise classes for seniors.
1	Basketball and soccer
1	Basketball leagues for kids
1	Binyasa yoga/ Deep Stretch Yoga
1	Body pump, swim team
1	Cheaper prices
1	Classes for senior
2	Classes for senior adults
1	Classes for special needs kids.
1	Classes in CPR for teachers to recert/Baby sitting class
1	Core Strength Training.
1	Cushioned tennis courts, a nice variety of cardio equipment
1	Dance classes for seniors
1	Full day summer sports camps, youth sports programming
1	I can't think of anything
1	I don't know
1	I love OPEN GYM with Gymnastics for tumbling for under 6
1	I would like for the YMCA to incorporate a soccer field for the children.
1	Jazzercise classes
1	Kickboxing classes
1	Locker room, shower, etc.

Count Response

1	Low impact aerobics, senior classes over 50
1	Martial Arts with a mat room for practice.
1	Membership covered by Medicare
2	No
5	None
1	None I know of
1	None I know of now
1	None I would not be able to afford the Y unless it was free.
6	None at this time.
1	None of the above since I belong to another gym
1	None that I can think of.
2	Not at this time.
3	Nothing
1	Nutrition and cookings classes, arts and crafts
1	Nutrition classes for all ages
1	Outside bicycle track
1	Physically handicapped children programs
1	Programs for seniors.
2	Racquet ball
1	Racquetball Courts
1	Racquetball courts.
1	Racquetball or squash courts
1	Racquetball, basketball, volleyball
1	Resistance training with bands
1	Rock Climbing
1	Sauna
1	Sauna and therapy pool
1	Senior adult classes
1	Senior related programs.
1	Showers and towel service
1	Sports classes for kids/ sports leagues for kids/summer camps

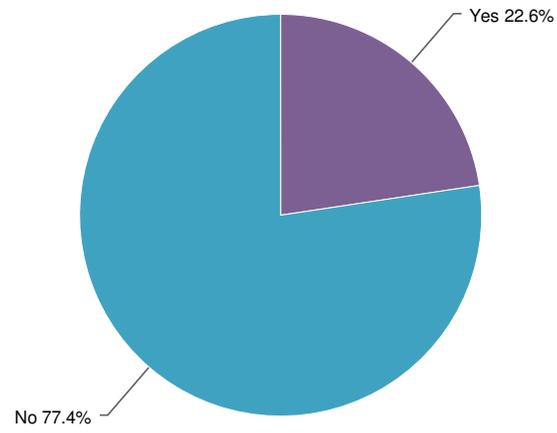
Count Response

1	Steam room and sauna
1	Stretching classes
1	Swim classes and a kid friendly pool
1	Swim instruction
1	Swimming Pool.
1	Swimming lessons for adults
1	Tai Chi
1	Tai Chim, Bouldering
1	Tai chi
1	Tai chi classes
1	Tennis Courts
1	Tennis and courts and pickle ball or ping pong
1	Tennis and volleyball and golf balls into net
1	They need to put it where busses can access it.
1	Whirlpool
1	arthritis pool
1	basketball court
1	climbing wall fencing class
1	dance classes
1	group or team sports
1	make classes for older kids during because of home schooling.
1	marshall arts
1	none at this time.
1	recreation swimming for family time
1	rock wall and sumer camps
1	senior exercise classes
1	she broke her femer and has to be careful walking track
1	sports for adults and tennis
1	try's a bike
1	warm water pool
1	water aerobics

Count Response

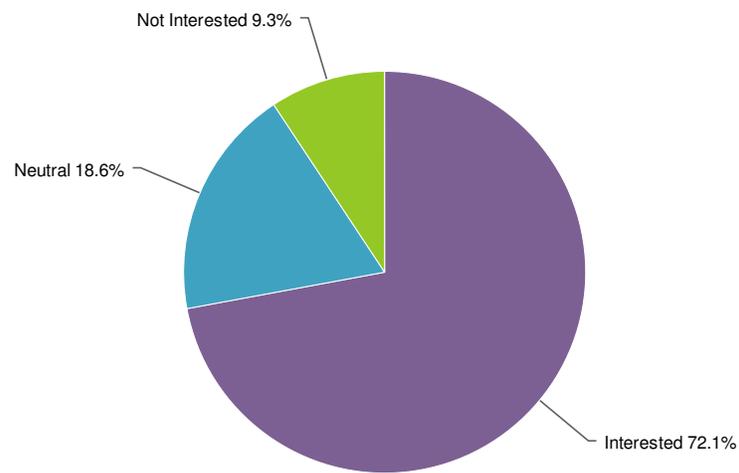
1	water aerobics.
1	I walk daily for my health and I am also a member of a book club. I am older so I would like to see more programs to do with the elderly.
1	i would like for you to provide some christian based services such as class that offer christian based music.
1	Warm water therapy pool, sauna, and steam room; a variety of gentle type classes in the water and out of the water
1	None I can think of. I am a senior though and would be under silver sneakers my insurance pays for my membership if I had one.
1	I think that there need to be more classes for seniors, because in my area there are a lot of seniors.
1	It makes absolutely no sense to even suggest a YMCA we have plenty of places to exercise. This place is congested enough. It is a crazy idea!
1	They are fibermyalgia and have to use a warm pool would join to use it if had one they need programs geared toward seniors in the area thats been a problem
1	Gymnasium to play volley ball and basketball just a place to drop in but not have to be a member somewhere.

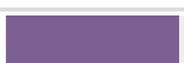
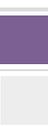
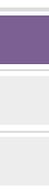
7. Do you have children under the age of 18 in your household?



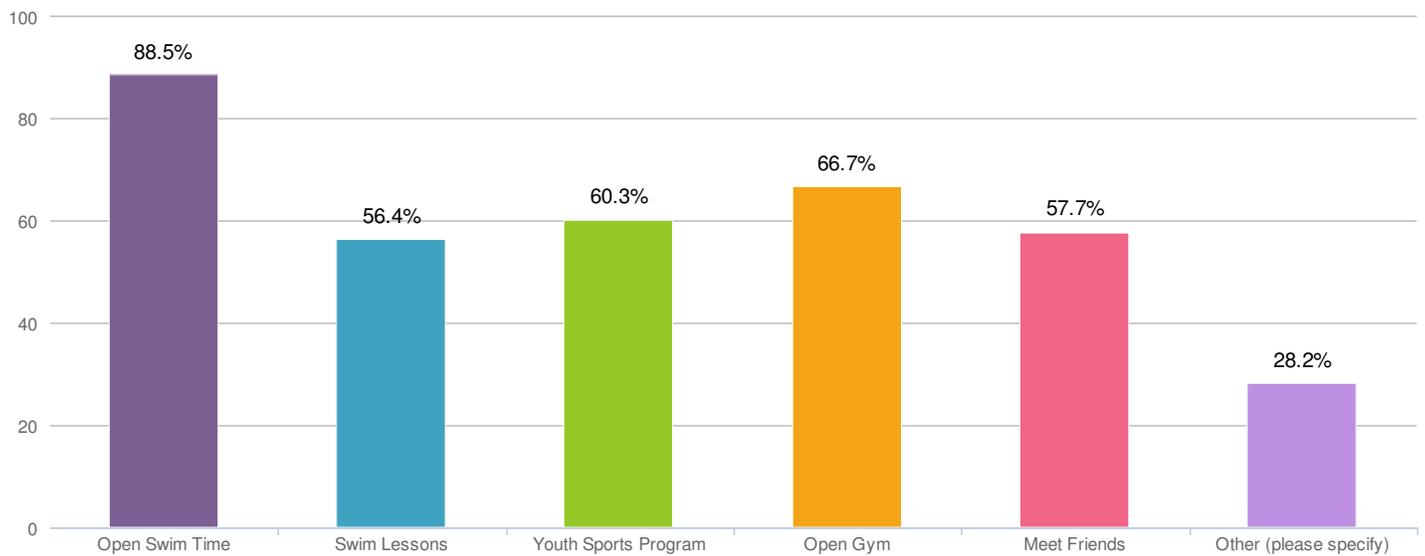
Yes	22.6%		86
No	77.4%		294
Total			380

8. How interested would the children in your household be to use the new YMCA facility?



Interested	72.1%		62
Neutral	18.6%		16
Not Interested	9.3%		8
Total			86

9. What YMCA activities would be of most interest to your children? Please check all that apply.



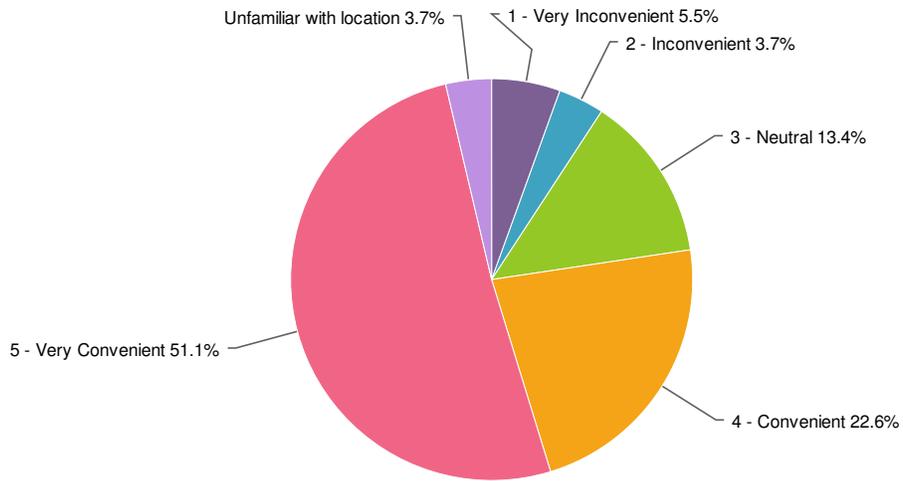
Activity	Percentage	Count
Open Swim Time	88.5%	69
Swim Lessons	56.4%	44
Youth Sports Program	60.3%	47
Open Gym	66.7%	52
Meet Friends	57.7%	45
Other (please specify)	28.2%	22
Total		78

Responses "Other (please specify)"	Count
Left Blank	359
Access to the work out equipment	1
Arts classes	1
Dance Classes	1
Dancing	1
Family activities.	1
Full day summer camps	1
Gymnastics	1
Have a party room	1
Late night hang outs	1
Music/Art	1
Programs for special needs kids.	1

Responses "Other (please specify)"	Count
Rock climbing	1
Rock climbing team	1
Social events for teens	1
Summer Camps	1
Swim team	1
basketball	1
dance classes	1
kids triathlon	1
oragami, arts and crafts	1
robotics and nature	1

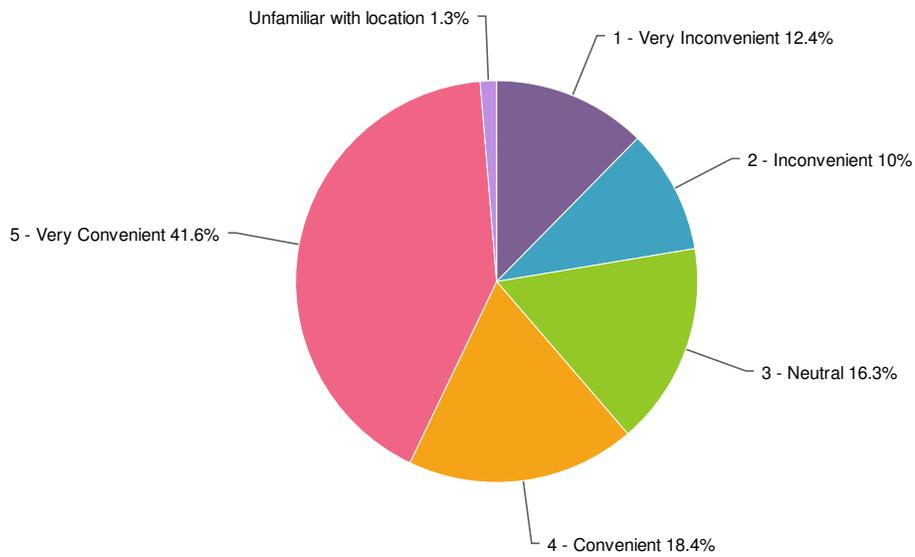
Responses "Other (please specify)"	Count
Left Blank	377
Arts and crafts classes, cooking classes for kids	1
Sports Leagues	1
Weights	1

10. One suggested location is in Downtown Tigard, on the trail system. On a scale of 1-5, with 5 being most convenient and 1 being very inconvenient, how convenient is this location for you?



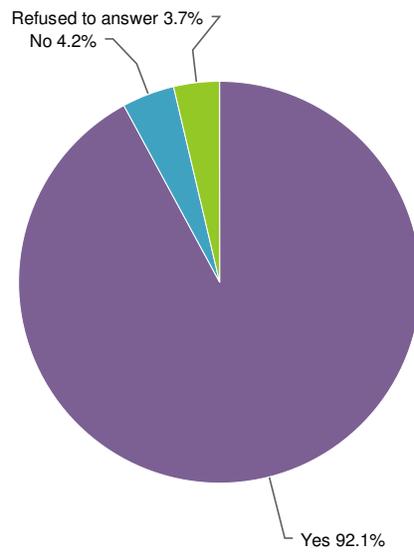
				Statistics	
1 - Very Inconvenient	5.5%		21	Sum	1,516.0
2 - Inconvenient	3.7%		14	Average	4.1
3 - Neutral	13.4%		51	StdDev	1.1
4 - Convenient	22.6%		86	Max	5.0
5 - Very Convenient	51.1%		194		
Unfamiliar with location	3.7%		14		
Total			380		

11. Another suggestion is the 99 Corridor near Bull Mountain.. On a scale of 1-5, with 5 being most convenient and 1 being very inconvenient, how convenient is this location for you?



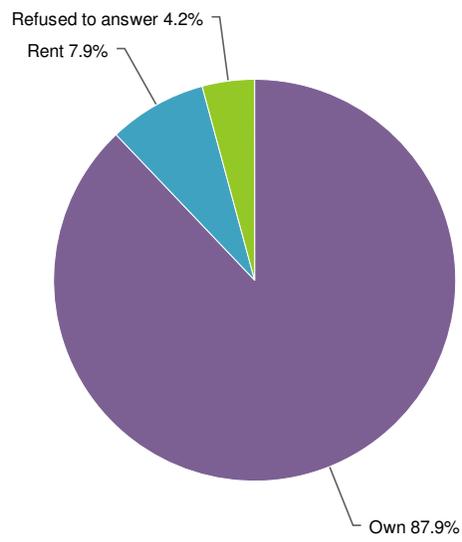
				Statistics	
1 - Very Inconvenient	12.4%		47	Sum	1,379.0
2 - Inconvenient	10.0%		38	Average	3.7
3 - Neutral	16.3%		62	StdDev	1.4
4 - Convenient	18.4%		70	Max	5.0
5 - Very Convenient	41.6%		158		
Unfamiliar with location	1.3%		5		
Total			380		

12. Did you vote in the last Presidential election?



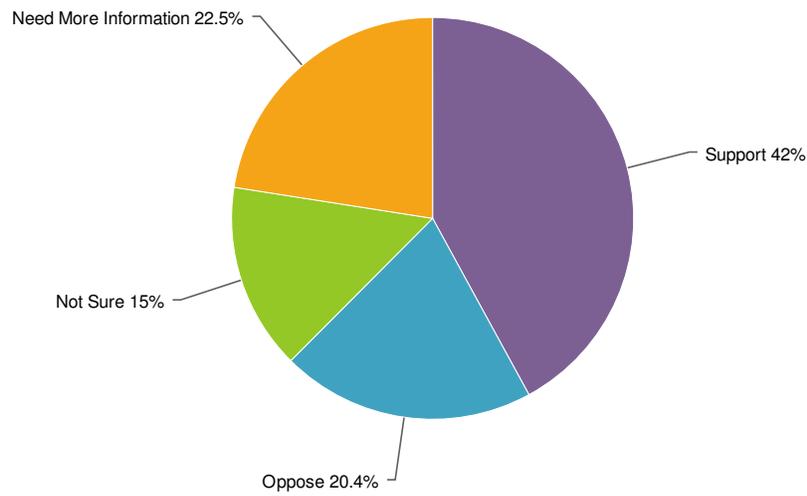
Yes	92.1%		350
No	4.2%		16
Refused to answer	3.7%		14
		Total	380

13. Do you own your home or do you rent?



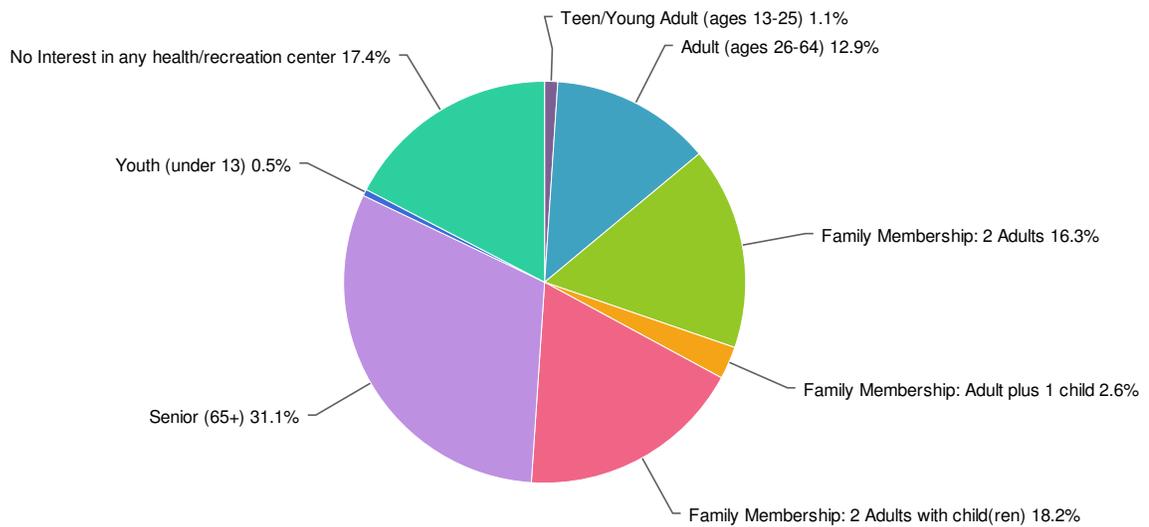
Own	87.9%		334
Rent	7.9%		30
Refused to answer	4.2%		16
Total			380

14. The YMCA and the City of Tigard are considering a collaboration to build a new community center owned by the city. The building would be over 60,000 square feet, deliver a full array of programming and activities, and would require voters to consider a property tax increase of about \$10 per month for the average homeowner. What is your willingness to pay this amount to build a center?



Support	42.0%		140
Oppose	20.4%		68
Not Sure	15.0%		50
Need More Information	22.5%		75
		Total	333

15. If you used the YMCA, what type of membership would apply to you or your family?



Teen/Young Adult (ages 13-25)	1.1%		4
Adult (ages 26-64)	12.9%		49
Family Membership: 2 Adults	16.3%		62
Family Membership: Adult plus 1 child	2.6%		10
Family Membership: 2 Adults with child(ren)	18.2%		69
Senior (65+)	31.1%		118
Youth (under 13)	0.5%		2
No Interest in any health/recreation center	17.4%		66
Total			380

16. Teen/Young Adult (ages 13-25) The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows: Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest	Responses
\$25.00	2 50.0%	0 0.0%	1 25.0%	0 0.0%	1 25.0%	4
\$23.50	1 25.0%	1 25.0%	1 25.0%	0 0.0%	1 25.0%	4
\$21.00	1 25.0%	0 0.0%	2 50.0%	0 0.0%	1 25.0%	4
\$20.00	1 25.0%	0 0.0%	1 25.0%	1 25.0%	1 25.0%	4
\$19.00	1 25.0%	0 0.0%	0 0.0%	1 25.0%	2 50.0%	4

17. 1 Adult (26-64) The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows: Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest	Responses
\$41.00	26 53.1%	5 10.2%	6 12.2%	3 6.1%	9 18.4%	49
\$39.00	26 53.1%	3 6.1%	7 14.3%	4 8.2%	9 18.4%	49
\$37.00	21 42.9%	4 8.2%	7 14.3%	6 12.2%	11 22.4%	49
\$33.00	18 36.7%	4 8.2%	6 12.2%	7 14.3%	14 28.6%	49
\$30.00	13 26.5%	2 4.1%	5 10.2%	8 16.3%	21 42.9%	49

18. Family Membership: 2 Adults The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows: Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest	Responses
\$51.00	26 41.9%	6 9.7%	4 6.5%	9 14.5%	17 27.4%	62
\$49.00	24 38.7%	8 12.9%	4 6.5%	9 14.5%	17 27.4%	62
\$47.00	22 35.5%	8 12.9%	5 8.1%	5 8.1%	22 35.5%	62
\$44.50	21 33.9%	7 11.3%	5 8.1%	6 9.7%	23 37.1%	62
\$42.00	14 22.6%	6 9.7%	4 6.5%	6 9.7%	32 51.6%	62

19. Family Membership: Adult plus 1 child The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows: Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest	Responses
\$52.00	5 50.0%	0 0.0%	2 20.0%	2 20.0%	1 10.0%	10
\$49.50	4 40.0%	1 10.0%	2 20.0%	2 20.0%	1 10.0%	10
\$47.00	4 40.0%	0 0.0%	2 20.0%	3 30.0%	1 10.0%	10
\$44.50	4 40.0%	0 0.0%	1 10.0%	3 30.0%	2 20.0%	10
\$42.00	4 40.0%	0 0.0%	0 0.0%	3 30.0%	3 30.0%	10

20. Family Membership: 2 Adults with child(ren) The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows: Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest	Responses
\$62.00	15 21.7%	4 5.8%	13 18.8%	12 17.4%	25 36.2%	69
\$59.00	15 21.7%	3 4.3%	11 15.9%	13 18.8%	27 39.1%	69
\$56.00	11 15.9%	4 5.8%	11 15.9%	15 21.7%	28 40.6%	69
\$53.00	10 14.5%	3 4.3%	7 10.1%	20 29.0%	29 42.0%	69
\$50.00	6 8.7%	2 2.9%	7 10.1%	11 15.9%	43 62.3%	69

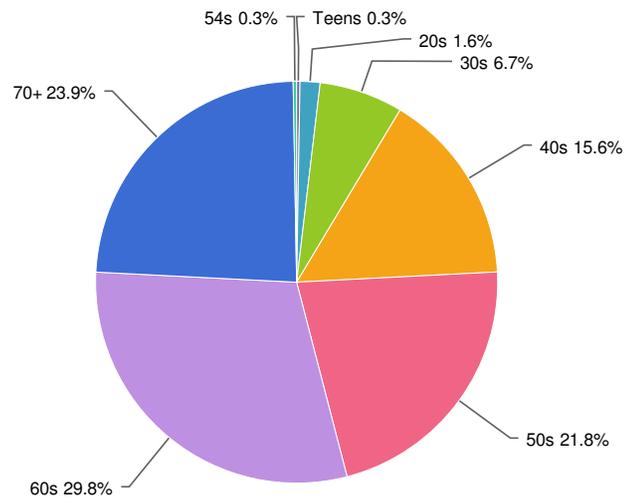
21. Senior (65+) The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows: Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest	Responses
\$37.50	61 51.7%	7 5.9%	14 11.9%	16 13.6%	20 16.9%	118
\$35.50	58 49.2%	8 6.8%	14 11.9%	18 15.3%	20 16.9%	118
\$34.00	56 47.5%	8 6.8%	15 12.7%	15 12.7%	24 20.3%	118
\$32.00	54 45.8%	8 6.8%	13 11.0%	17 14.4%	26 22.0%	118
\$29.00	40 33.9%	8 6.8%	13 11.0%	17 14.4%	40 33.9%	118

22. Youth (under 13) The residents of the city would receive a special membership rate for the new Y facility. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fees were as follows: Please rate on a scale of 1-5, where 1 is No Interest, 2 is Little Interest, 3 is Not Sure, 4 is Some Interest, and 5 is A Lot of Interest.

	1 - No Interest	2 - Little Interest	3 - Not Sure	4 - Some Interest	5 - A Lot of Interest	Responses
\$21.00	1 50.0%	0 0.0%	0 0.0%	1 50.0%	0 0.0%	2
\$19.50	1 50.0%	0 0.0%	0 0.0%	1 50.0%	0 0.0%	2
\$18.00	1 50.0%	0 0.0%	0 0.0%	1 50.0%	0 0.0%	2
\$16.50	1 50.0%	0 0.0%	0 0.0%	1 50.0%	0 0.0%	2
\$15.00	1 50.0%	0 0.0%	0 0.0%	0 0.0%	1 50.0%	2

23. What is your age range?

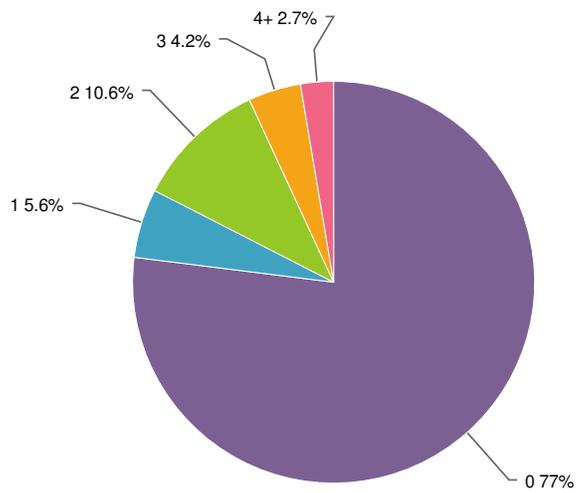


Teens	0.3%	<div style="width: 0.3%;"></div>	1
20s	1.6%	<div style="width: 1.6%;"></div>	6
30s	6.7%	<div style="width: 6.7%;"></div>	25
40s	15.6%	<div style="width: 15.6%;"></div>	58
50s	21.8%	<div style="width: 21.8%;"></div>	81
60s	29.8%	<div style="width: 29.8%;"></div>	111
70+	23.9%	<div style="width: 23.9%;"></div>	89
54s	0.3%	<div style="width: 0.3%;"></div>	1
Total			372

Statistics

Sum	20,184.0
Average	54.4
StdDev	12.8
Max	70.0

24. How many children under 18 do you have living at home?

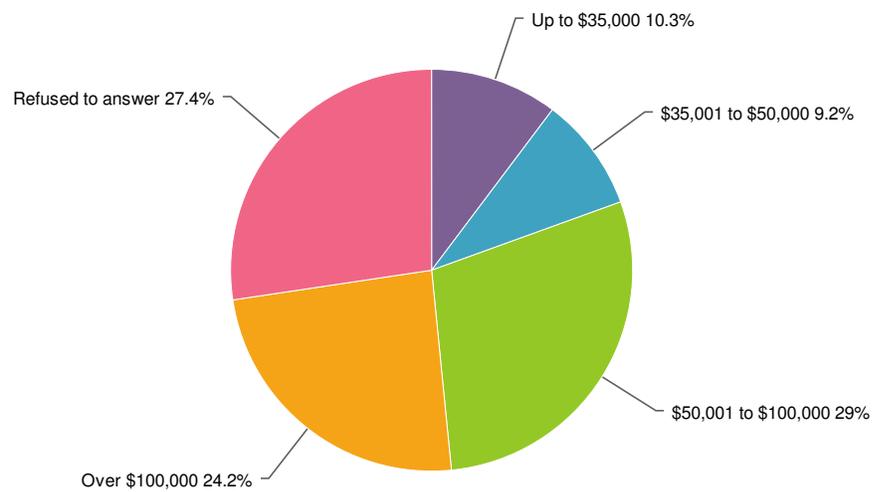


0	77.0%		291
1	5.6%		21
2	10.6%		40
3	4.2%		16
4+	2.7%		10
Total			378

Statistics

Sum	189.0
Average	0.5
StdDev	1.0
Max	4.0

25. Last year, in which category was your family's income?



Up to \$35,000	10.3%		39
\$35,001 to \$50,000	9.2%		35
\$50,001 to \$100,000	29.0%		110
Over \$100,000	24.2%		92
Refused to answer	27.4%		104
Total			380

26. You indicated that you would need more information about the property tax increase to build the community center. Would you like us to contact you to provide more information?:Name

Count	Response
1	Alexis Graf
1	Allan Rumbaugh
1	Annemarie Rotaru
1	Dean Kirkpatrick
1	Frances Shields
1	Jennifer Lindsey
1	Joan
1	Joyce Shaber
1	Julie Sauer
1	Kent Ashli
1	Larry
1	Linda Difalco
1	Mary Bauman
1	Melissa Traill
1	Michael
1	Michael Rosa
1	Mr. Hobbs
1	Mrs. Allen Bivens
1	Nawdini Tiruvaur
1	Peter Bauer
1	Pia Wilson Body
1	Randa Rapp
1	Richard Stack
1	Rod Kerkering
1	Sandra King
1	Tine Oehler
1	Tom Cook
1	Walter Coate
1	decided doesn't want information

Count

Response

1

pat

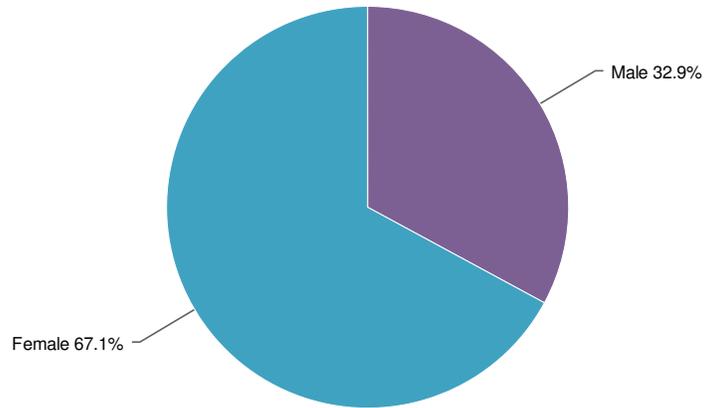
26. You indicated that you would need more information about the property tax increase to build the community center. Would you like us to contact you to provide more information?:Phone Number

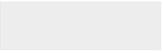
Count	Response
1	503-639-2491
1	5032451968
1	5032464585
1	5033360795
1	5034300955
1	5034305049
1	5035211919
1	5035214047
1	5035792472
1	5035798349
1	5035901684
1	5035906070
1	5035908152
1	5035989700
1	5036201126
1	5036206880
1	5036241370
1	5036246153
1	5036249097
1	5036394537
1	5036707121
1	5036841215
1	5039681198

26. You indicated that you would need more information about the property tax increase to build the community center. Would you like us to contact you to provide more information?:E-Mail Address

Count	Response
1	Rodkerkering@gmail.com
1	carosa22@msn.com
1	changed her mind
1	christykay2@frontier.com
1	desjes@att.net
1	dstack@att.net
1	jackisurvey@gmail.com
1	jan_merchant@hotmail.com
1	jason_alexis@yahoo.com
1	lilmsjun@aol.com
1	peterwbauerIII@comcast.net
1	phlinda@aol.com
1	randarapp@msn.com
1	rt.oehler@frontier.com
1	would like it mailed

27. Do not ask: What is the respondent's gender?



Male	32.9%			125
Female	67.1%			255
Total				380

