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**BLOOMINGTON  
MARKET STUDY  
JULY 2018**

Research conducted by:



# Why?

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## MAJOR RESEARCH QUESTIONS

- ✓ **Level of interest** in a new Bloomington community center, including a YMCA.
- ✓ **City residents familiarity** with the YMCA, as well as Bloomington's Creekside Community Center, Jefferson Activity Center, and Kennedy Activity Center.
- ✓ **Identification of key features**, services and programs most desirable.
- ✓ **Membership potential** of proposed Bloomington facility.
- ✓ **Favorability of YMCA partnership** with the City of Bloomington, as well as **maximum tax increase** supported by city residents.
- ✓ **Possible location of the facility**, specifically the survey pinpointed a potential location of West 98<sup>th</sup> Street and Logan Avenue near Bloomington Civic Plaza.

# How?

## POPULATION & SAMPLE

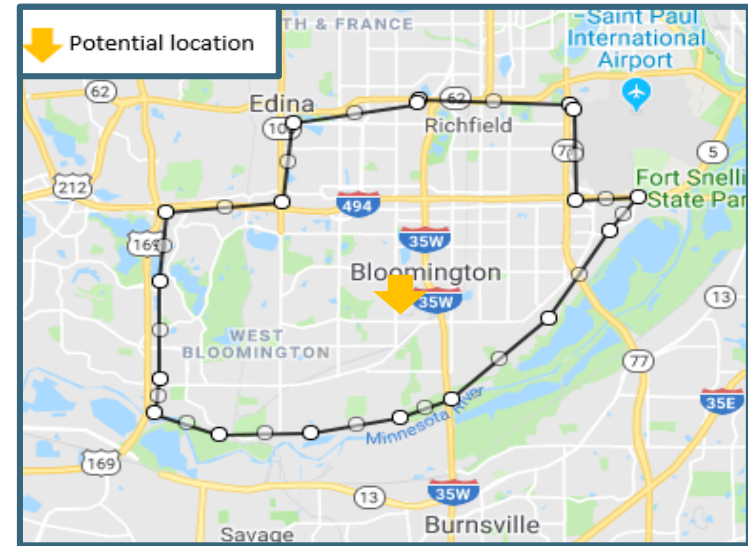
- ✓ Residents who lived in and around Bloomington, MN. The following zip codes were included: 55435, 55423, 55438, 55437, 55431, 55420, and 55425.
- ✓ Current members of the nearby Southdale YMCA in this same geographic footprint.

## COLLECTION

- ✓ Web & telephone
- ✓ June 5 – July 3, 2018

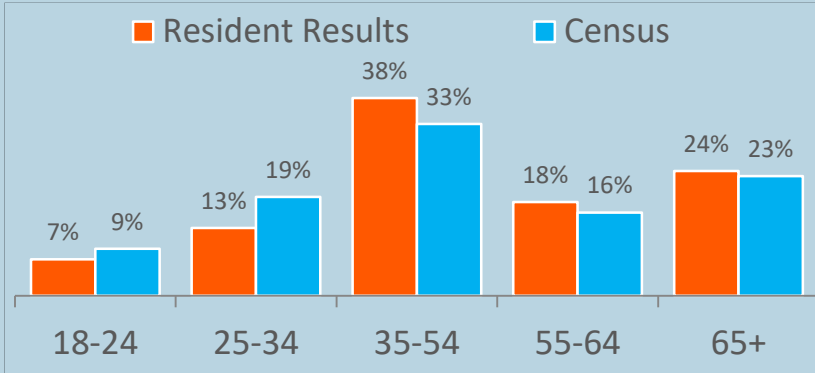
## RESULTS

- ✓ 579 total surveys: 303 Residents 276 Members ←
- ✓ Results are subject to a margin of error of  $\pm 5.65\%$  at a 95% confidence level

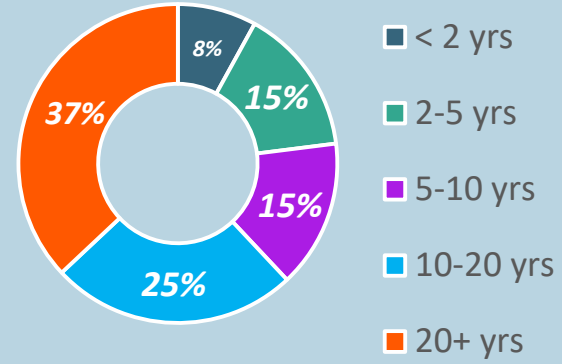


# Who?

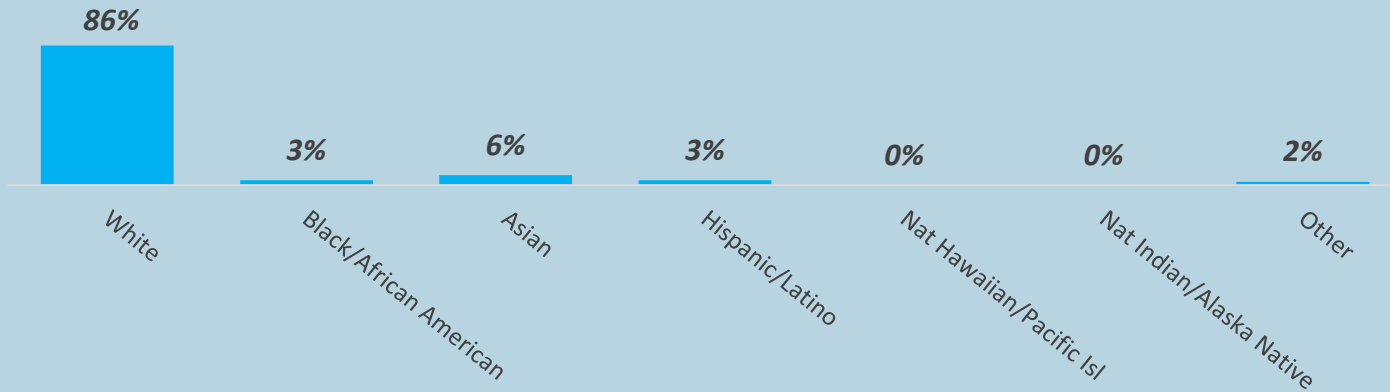
## Age



## Length of Residency



## Ethnicity



## Average HH Size

2.84 

## HH with Seniors

37% **65+**

## HH with Kids

34% 



\$75K - \$100K

Median HH Income

## Gender

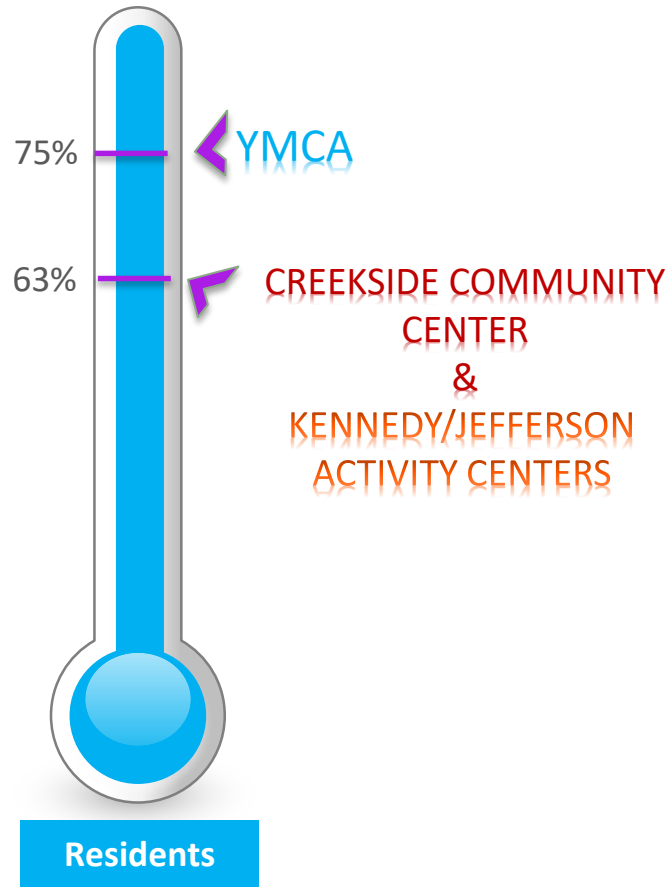
42%  58% 



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# Detailed Findings: Familiarity Desired Programming

## Familiarity with YMCA and current Bloomington offerings



N = 303

\*Showing percent of respondents who said they were very or somewhat familiar.

### Statistically significant results

**B**

Respondents more likely to be familiar with **Creekside Community Center** include:

**65+**



residents living within the city of Bloomington, those HH with older adults, and respondents living in their home 10+ years.



**18-54**



Respondents more likely to be familiar with the **YMCA** include: families with kids, those younger than 55, and households with incomes of \$150K+.

**B**

Respondents more likely to be familiar with **Jefferson/ Kennedy Activity Centers** include:

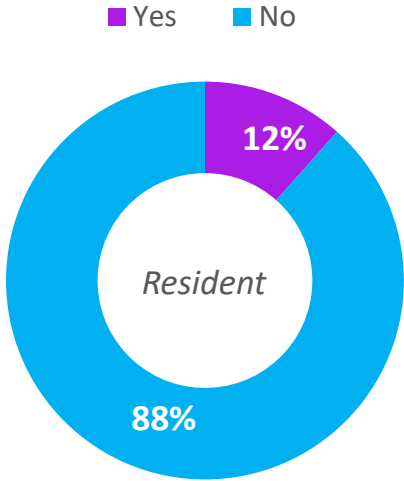


**18-64**



those living within the city of Bloomington, respondents with kids, those under age 65, and those living in their home 10+ years.

*Have membership to Kennedy or Jefferson Activity Centers*



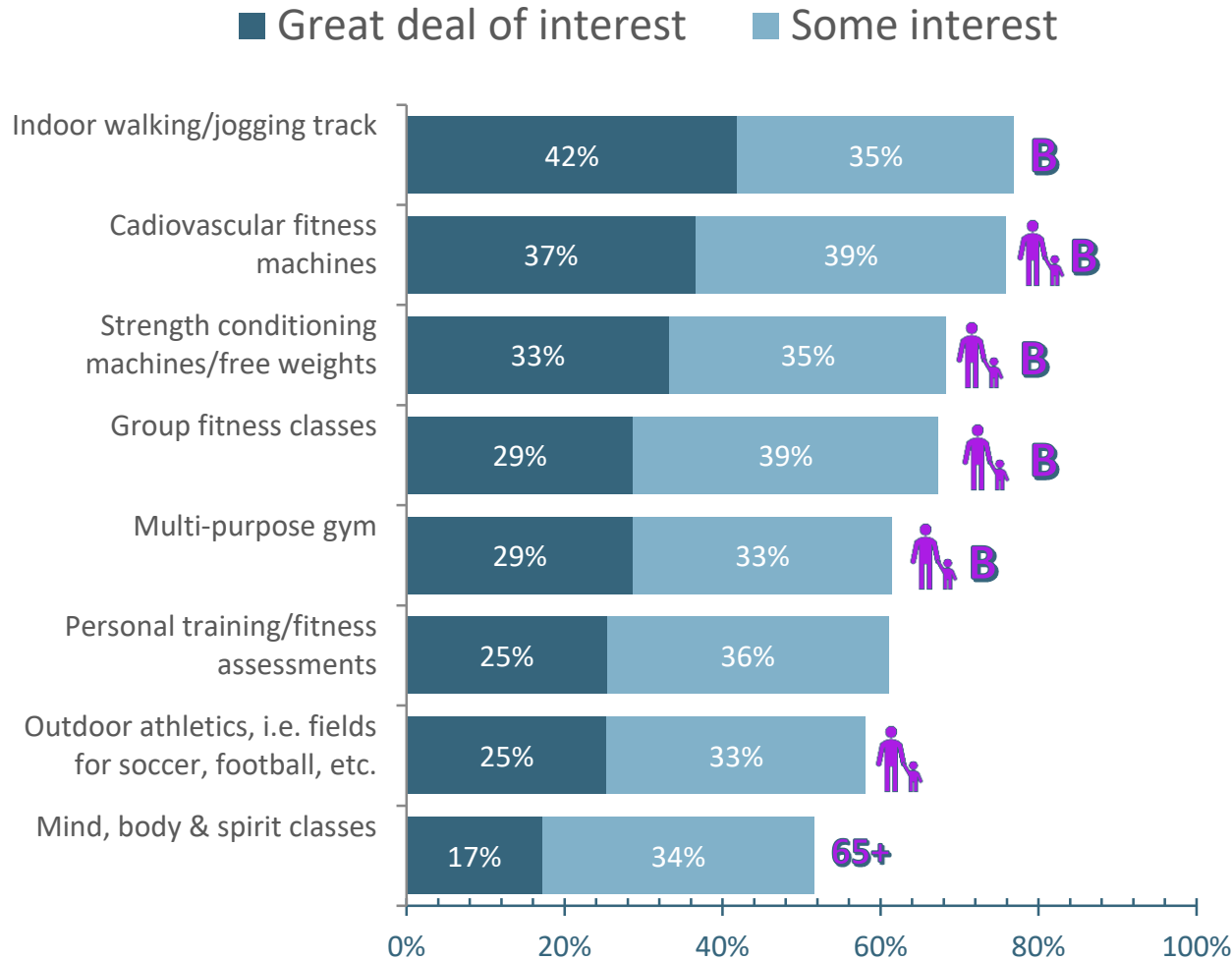
**RESIDENTS: How do you use the Activity Centers N = 22**

	N
Walk/Jogging Track	18
Fitness/Weight Room	14
Open Gym	11
Batting/Golf Cages	3
Meeting Room	2

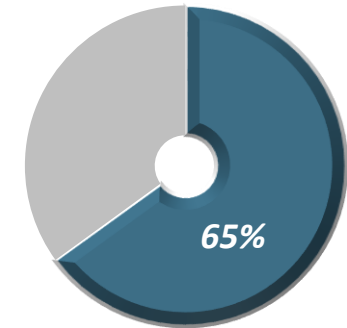
*Due to low sample size, reported N's.*

*Only asked of those living within the city of Bloomington and familiar with Activity Centers. Respondents could select all that applied. N = 191 Resident*

## Interest in athletic activities



### Overall interest in athletic activities:



### Statistically significant results.



HH with kids

65+

HH with seniors

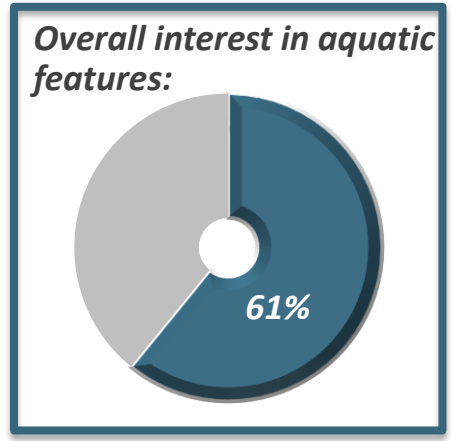
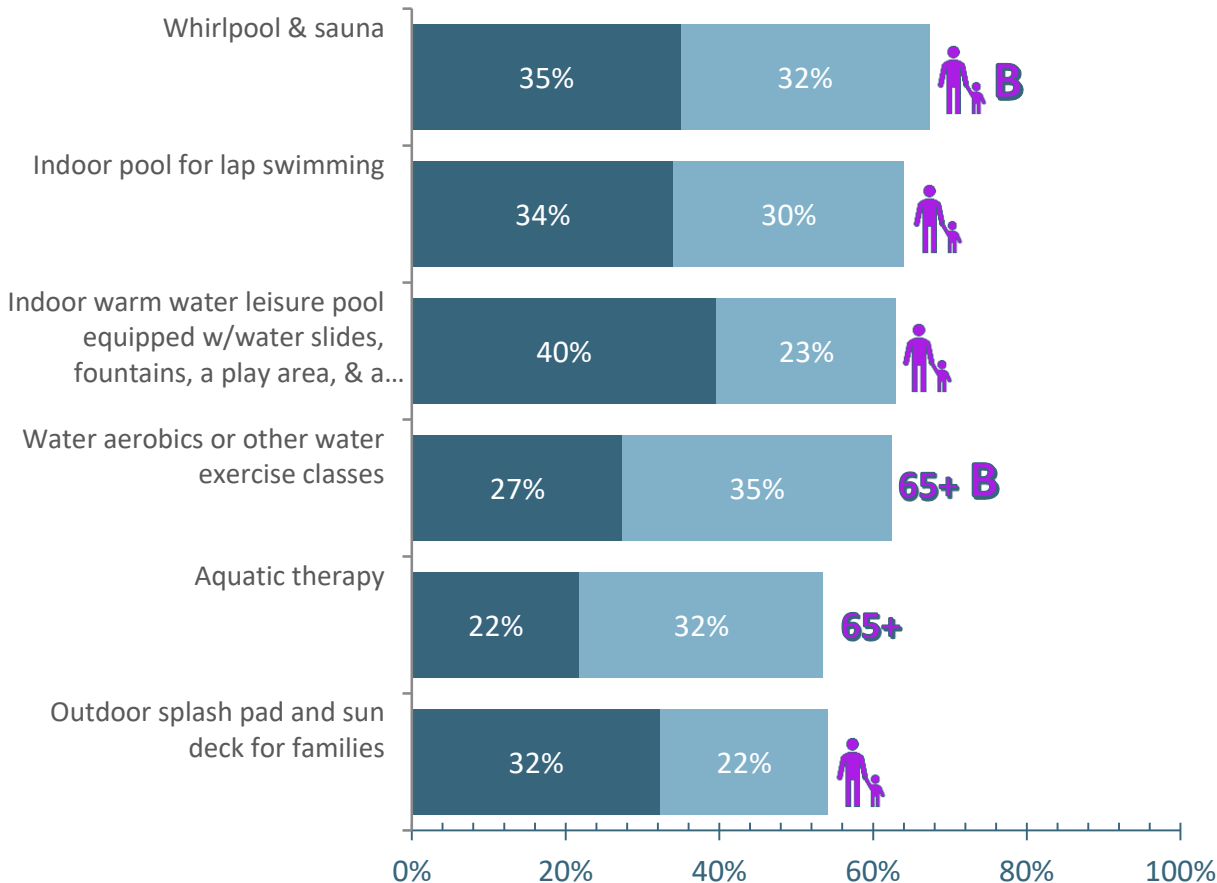
B

HH within the city of Bloomington



## Interest in aquatic features

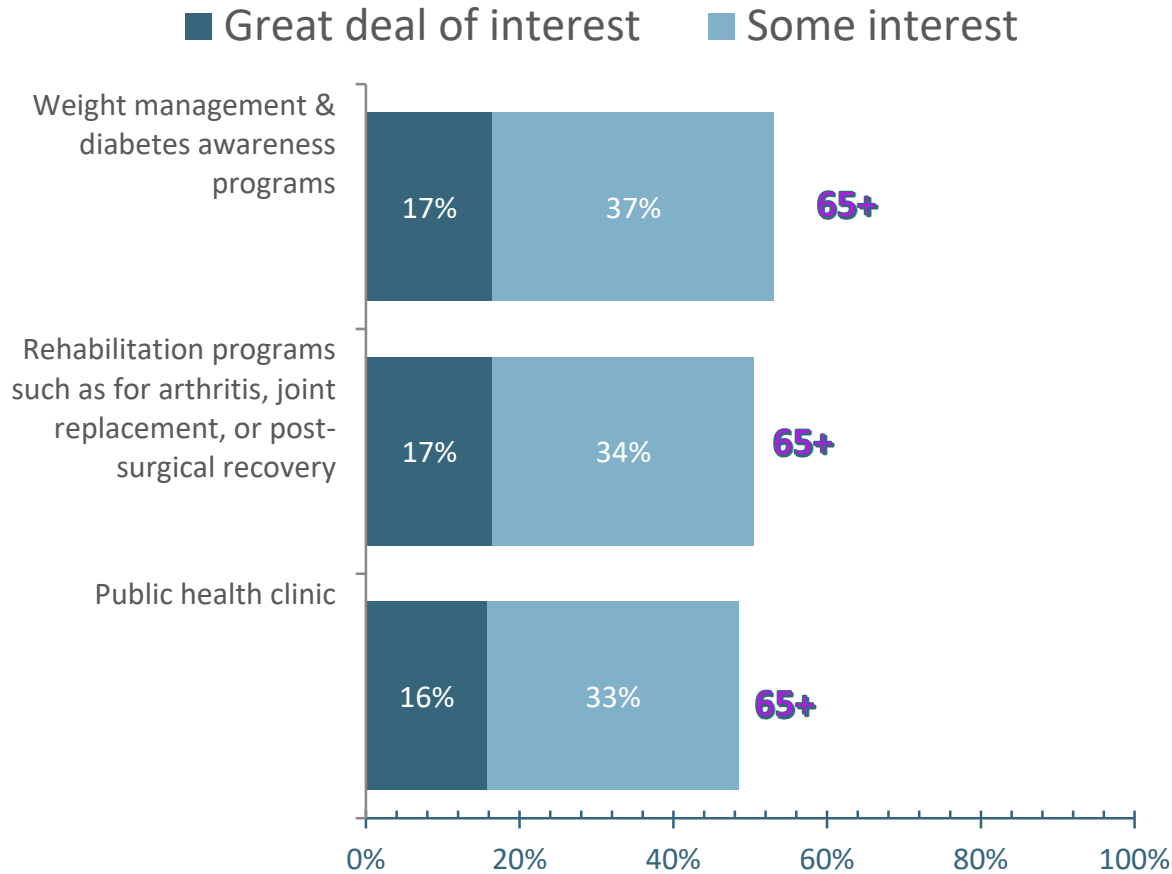
■ Great deal of interest    ■ Some interest



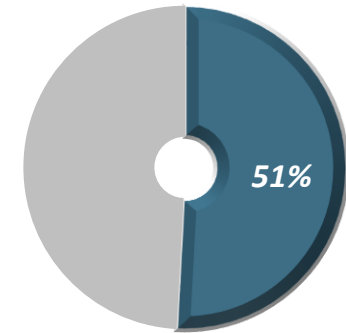
**Statistically significant results.**

- HH with kids
- 65+ HH with seniors
- B HH within the city of Bloomington

## Interest in health & wellness programs



### Overall interest in health & Wellness programming:

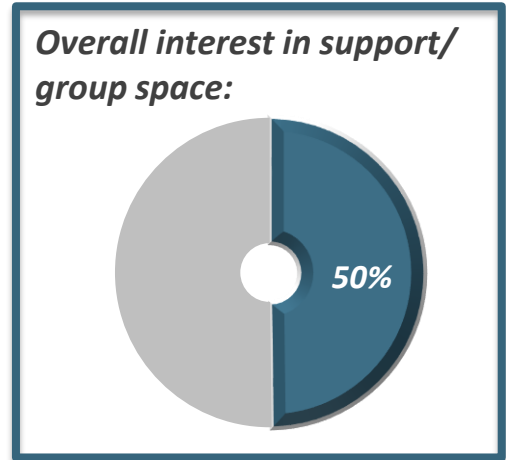
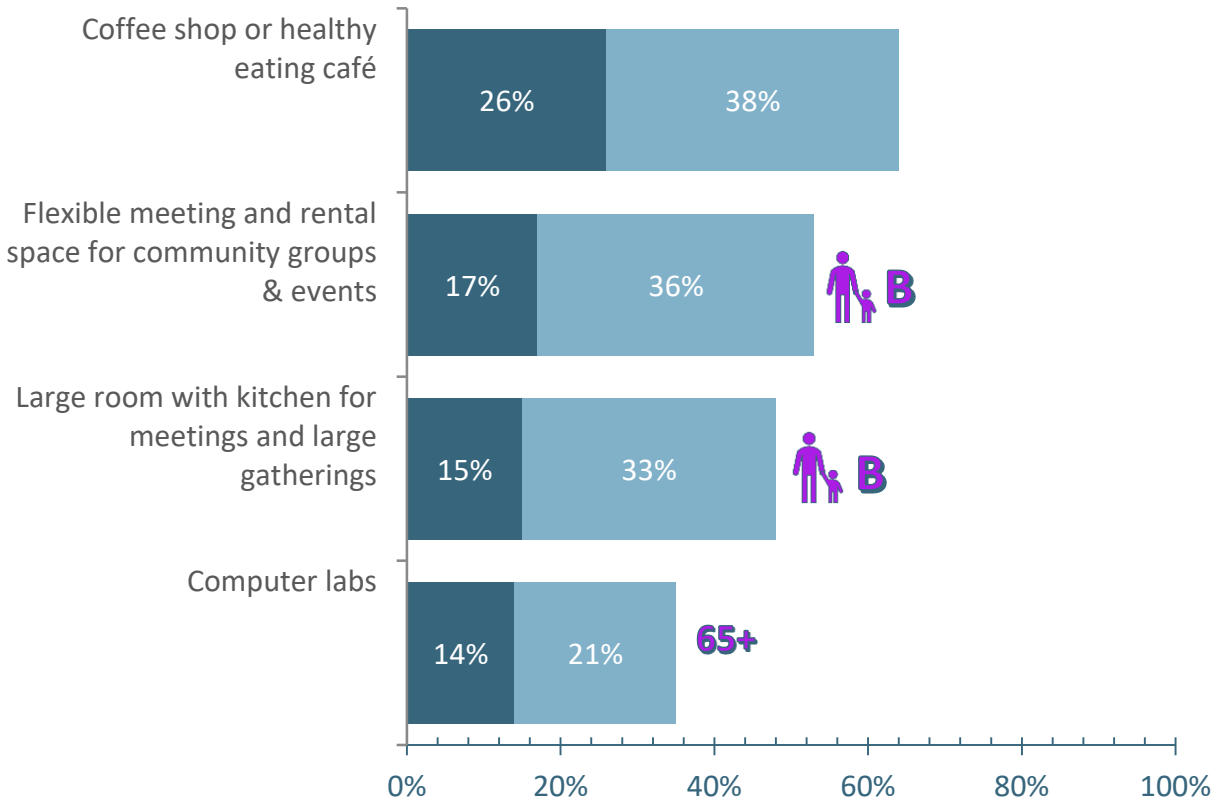


**Statistically significant results.**

**65+** HH with seniors

## Interest in support/group spaces

■ Great deal of interest   ■ Some interest

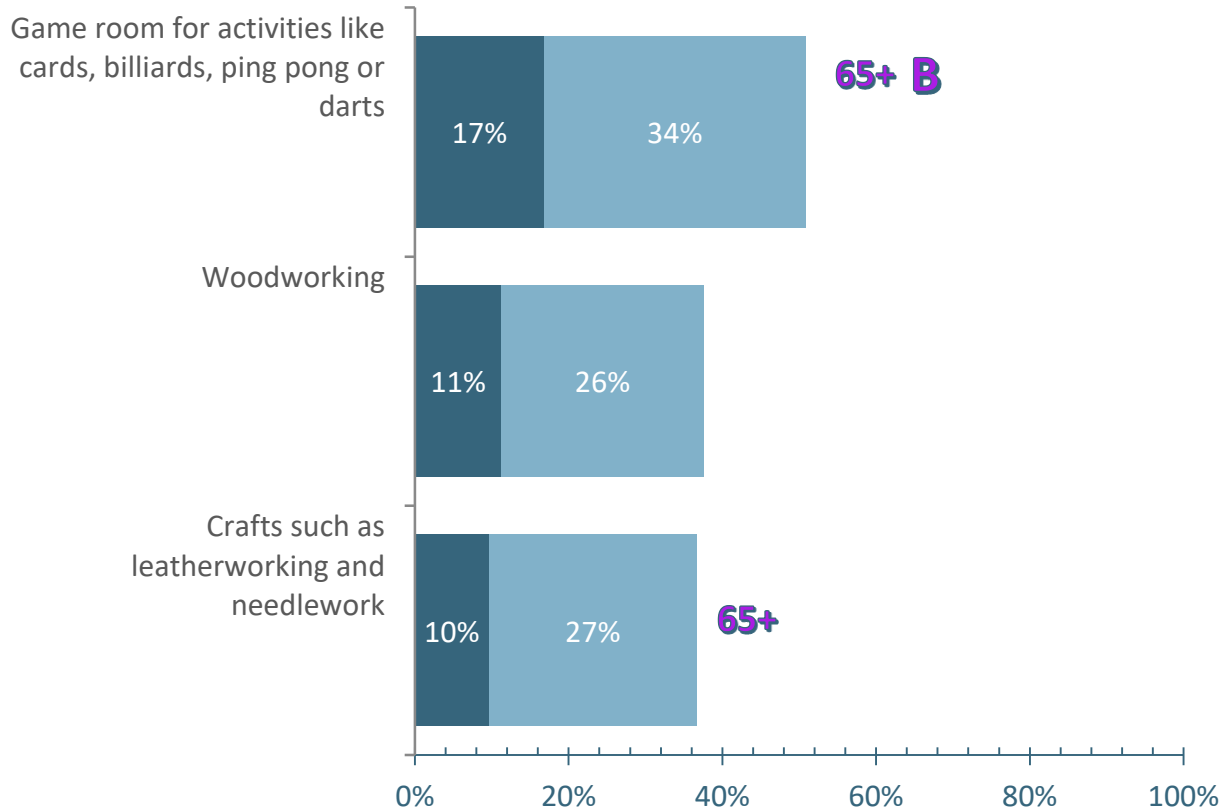


**Statistically significant results.**

- HH with kids
- 65+** HH with seniors
- B** HH within the city of Bloomington

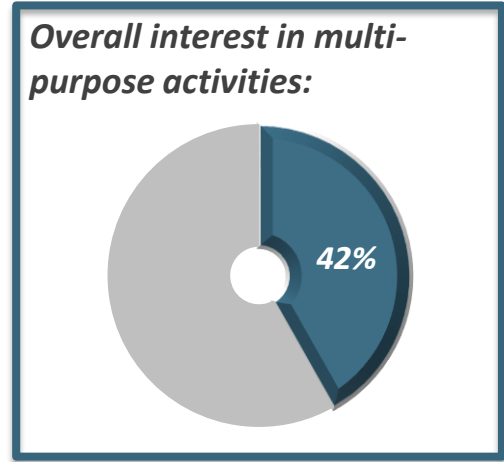
## Interest in multi-purpose activities

■ Great deal of interest    ■ Some interest



65+ B

65+

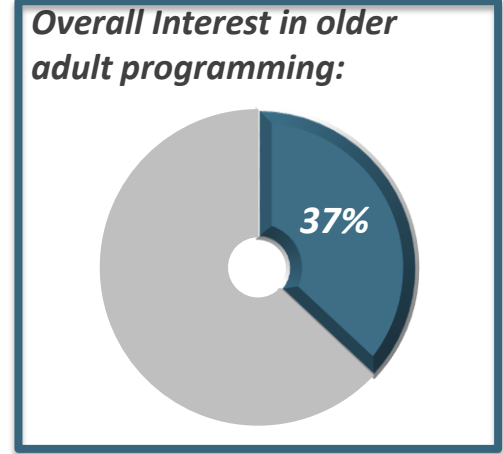
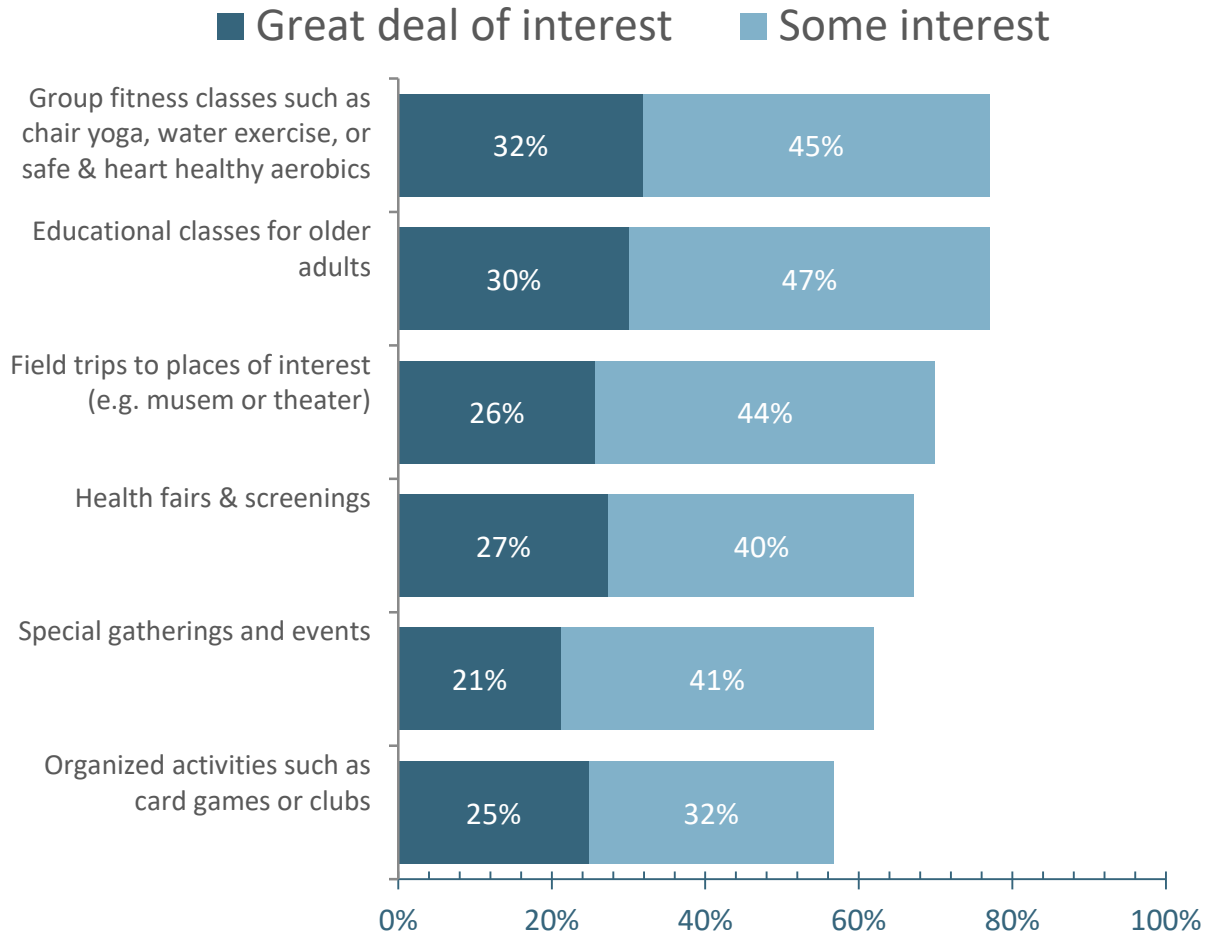


**Statistically significant results.**

**65+** HH with seniors

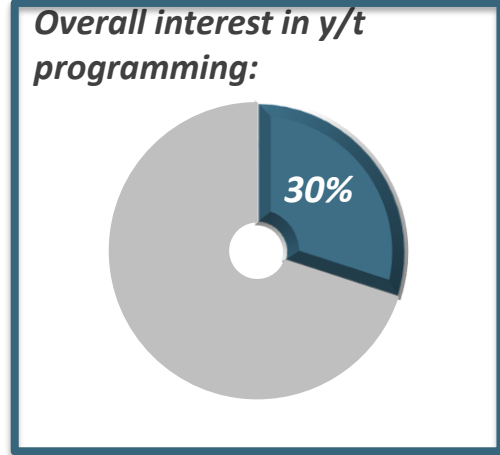
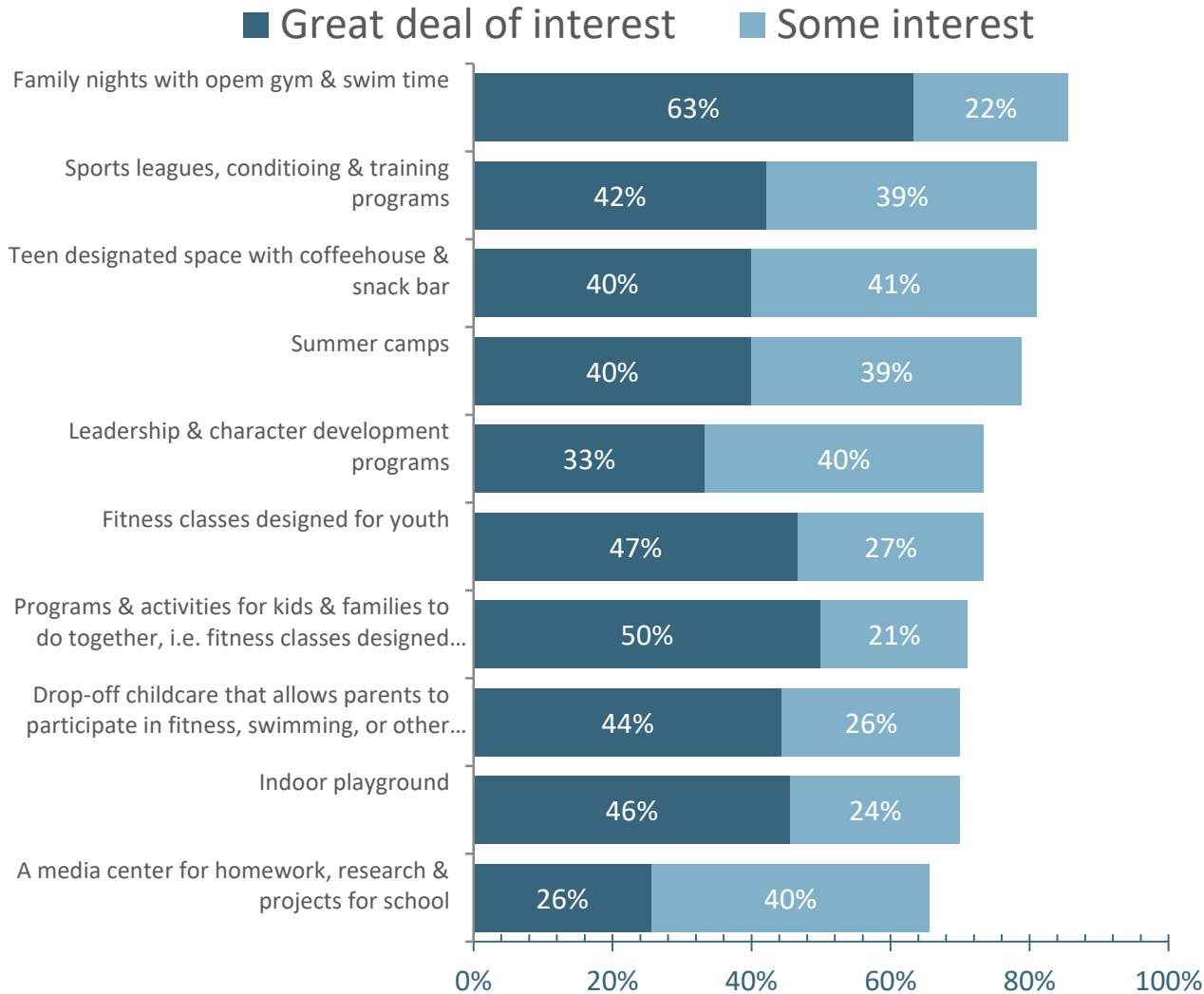
**B** HH within the city of Bloomington

## Interest in older adult programming



Only asked of those interested in older adult (65+) programming.  
N = 113 Resident

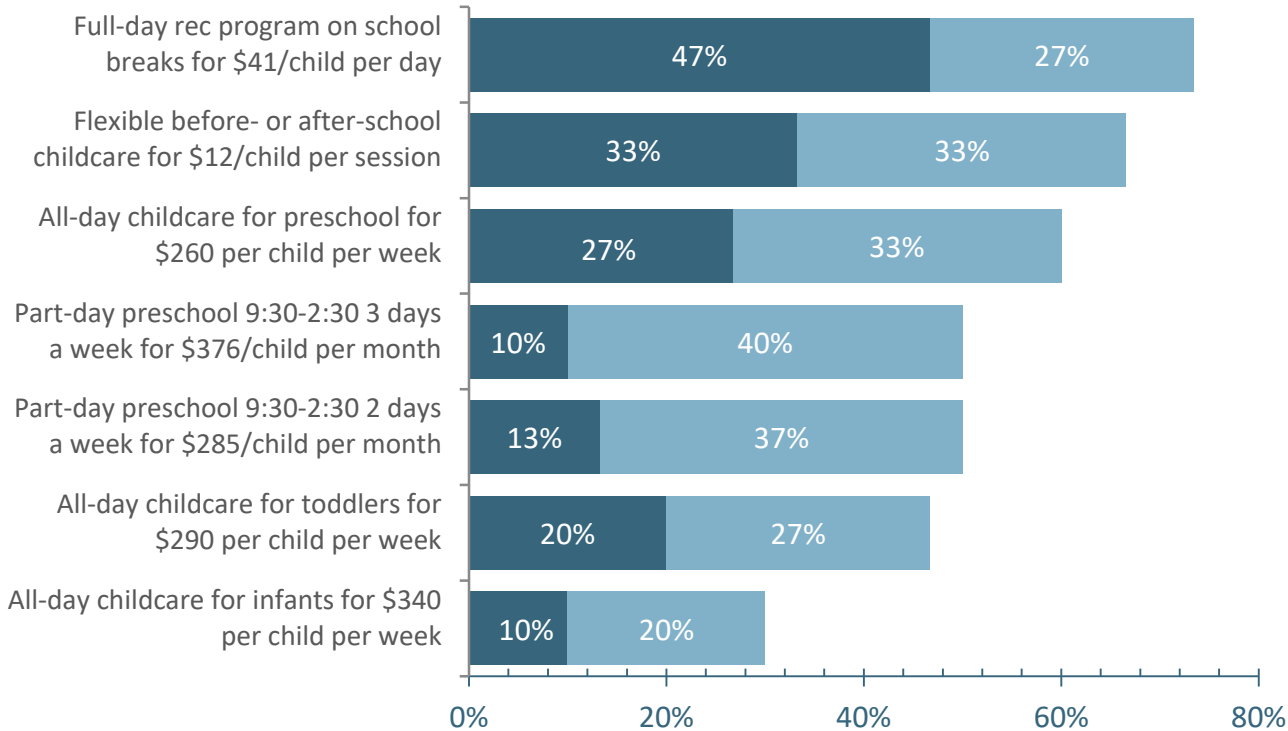
## Interest in youth & teen programming



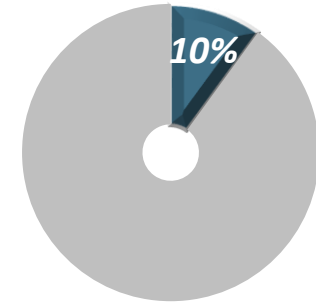
Only asked of those interested in youth/teen programming.  
N = 90 Resident

## Interest in specific childcare options

■ Great deal of interest    ■ Some interest



## Overall interest in childcare:



*Only asked of those with a need for paid childcare outside the home on a regular basis. **Be cautious of small sample sizes. Due to small sample size, no significance testing was done.***

*N = 30 Resident*

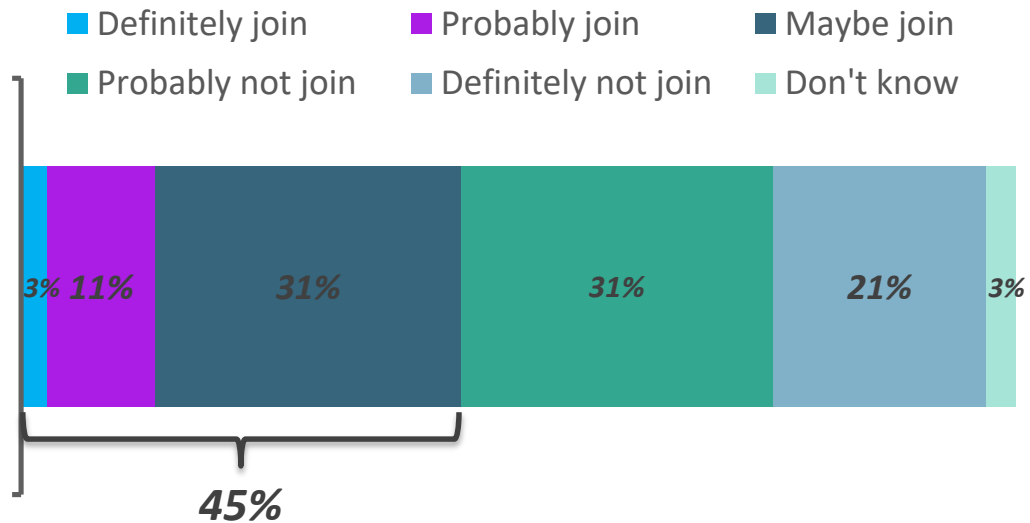


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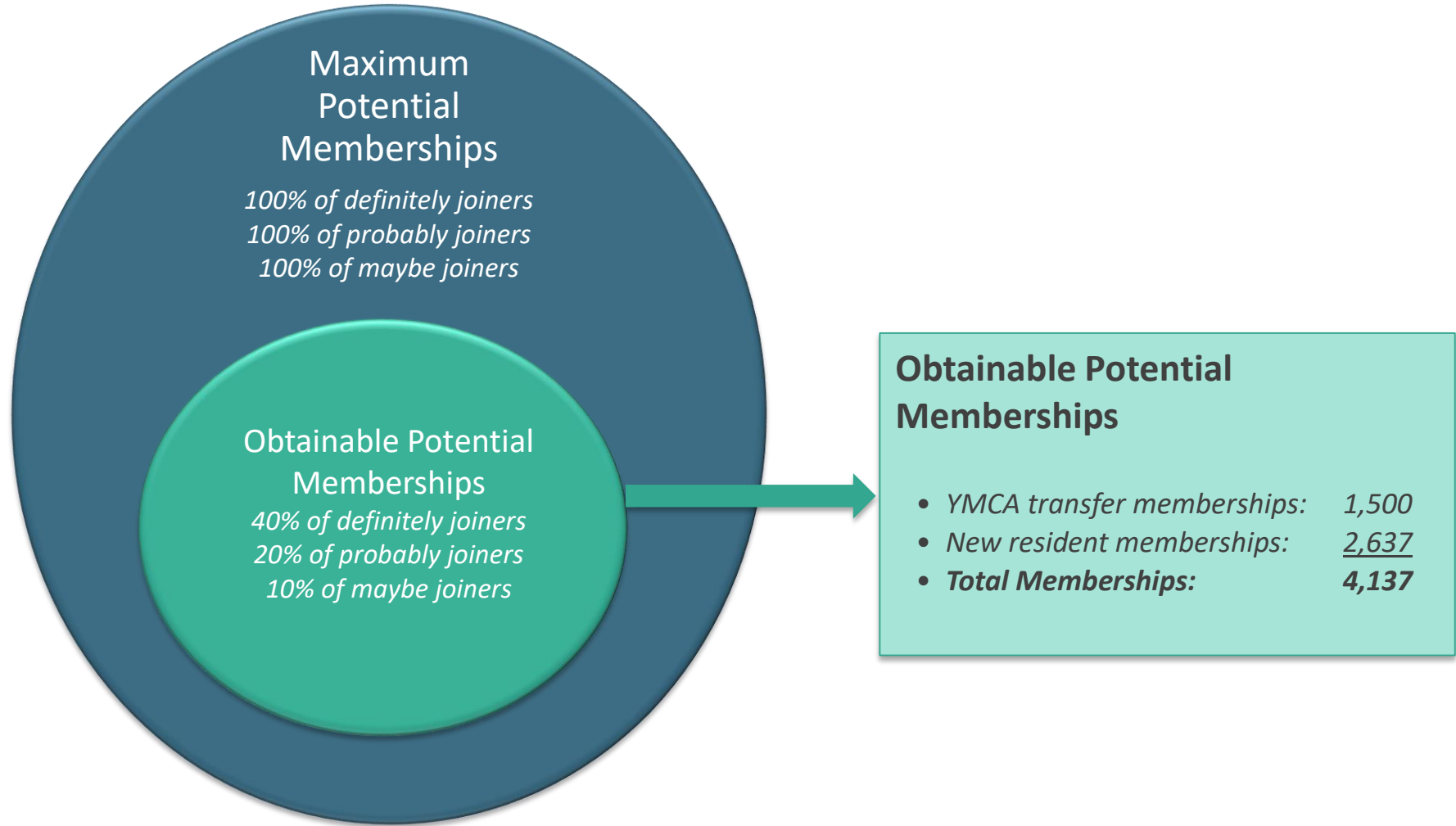
## Detailed Findings: Likelihood of Joining Projected Membership



## Likelihood to join proposed facility



# Potential Added Membership Based on Likelihood of Joining

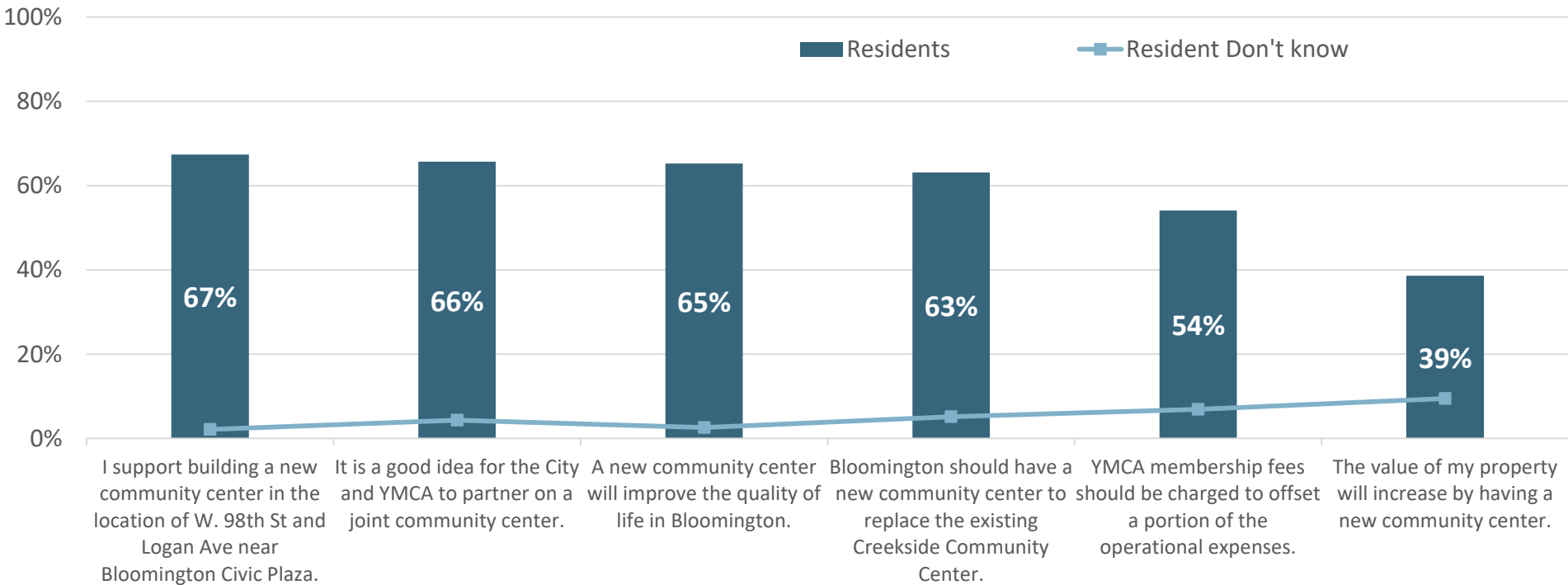




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# Detailed Findings: Bloomington Resident Support Unmet Community Needs

## Agreement levels with community center support statements



*\*Showing percentage of 4's and 5's on a 1 to 5 scale with 1 being strongly disagree and 5 being strongly agree.*

*Only asked of those living within the city of Bloomington.  
N = 233 Resident*

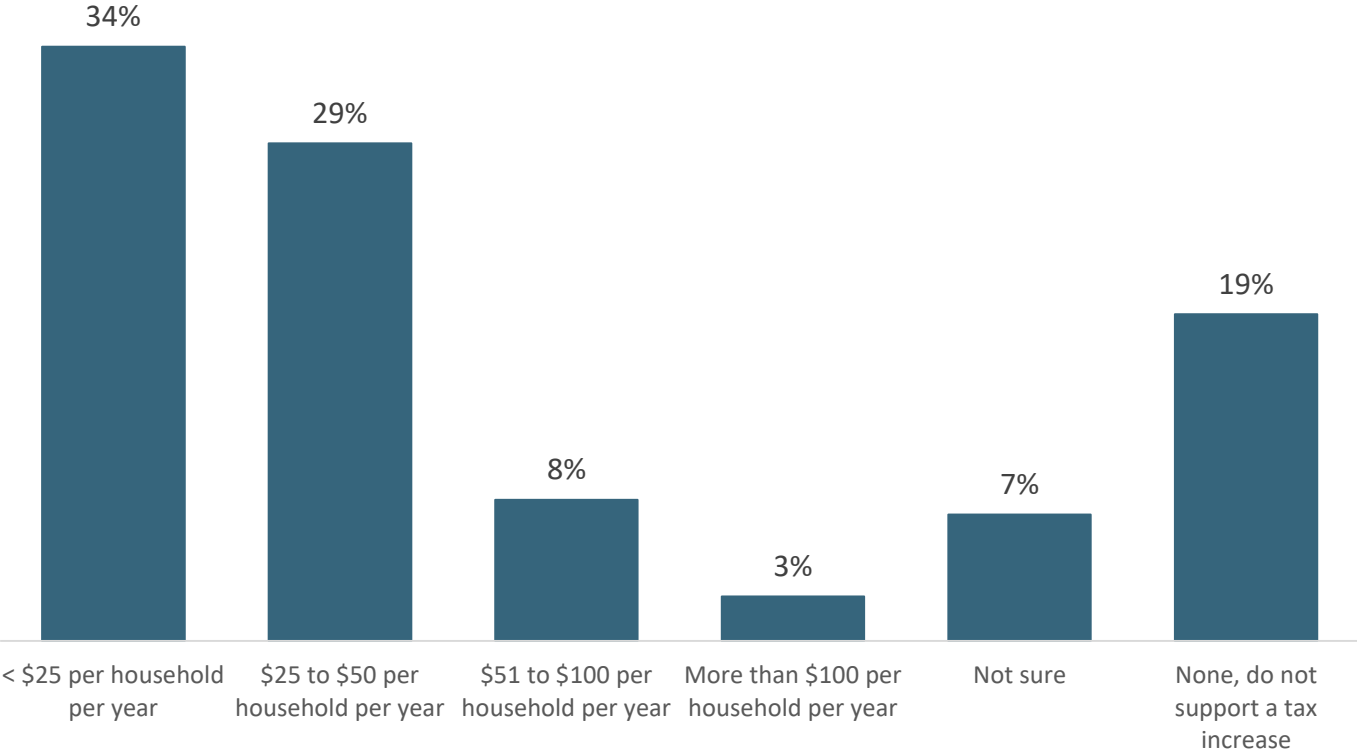
# Support by demographic

Arrows indicate significant gaps between demographic groupings.

	Need new CC to replace Creekside	Support City & YMCA Partnership	Membership fees should be charged	Support proposed location
Lived at residence <2 yrs <i>*same size less than 50.</i>	61%	82%	42%	76%
Lived at residence 2 – 9 yrs	60%	71%	51%	65%
Lived at residence 10+ yrs	68%	67%	50%	69%
Children <18 in HH	67%	70%	50%	72%
No children in HH	64%	69%	49%	68%
Older adult 65+ in HH	70%	69%	49%	69%
No older adult 65+ in HH	61%	69%	50%	69%
Age 18 to 34	62%	79%	55%	74%
Age 35 to 54	65%	72%	52%	72%
Age 55 to 64	62%	60%	43%	60%
Age 65+	68%	67%	47%	68%

\*% Shown indicates Agreement with Statement (4-5).

# Maximum reasonable property tax increase



Only asked of those living within the city of Bloomington.  
N = 233 Resident

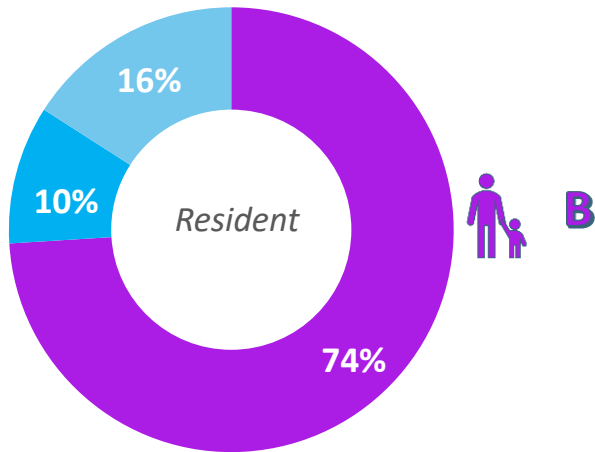
# Property tax increase by demographic

Arrows indicate significant gaps between demographic groupings.

	< \$25 per household	\$25 to \$50 per household	\$51 or more	None, do not support a tax increase
Lived at residence <2 yrs <i>*same size less than 50.</i>	49%	18%	9%	12%
Lived at residence 2 – 9 yrs	19% ↓	29%	17%	18%
Lived at residence 10+ yrs	31%	28%	12%	17%
Children <18 in HH	26%	33%	18% ↑	11%
No children in HH	31%	25%	10%	19% ↑
Older adult 65+ in HH	29%	25%	13%	19%
No older adult 65+ in HH	29%	31%	13%	15%
Age 18 to 34	32%	36%	6%	13%
Age 35 to 54	27%	30%	18%	11%
Age 55 to 64	33%	23%	12%	23%
Age 65+	29%	25%	11%	21%

# Would you like to see the YMCA become part of your community?

■ Yes   
 ■ No   
 ■ Don't know



<i>RESIDENTS: One community need not being met in Bloomington</i>	%
Water/aquatics facilities	28%
Senior programming	17%
Youth programming	17%
Others...	10%
NONE/NO NEEDS	28%

**B** joiners  
**65+**

**Statistically significant results.**

- HH with kids
- 65+** HH with seniors
- B** HH within the city of Bloomington
- joiners** Residents likely to join





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WRAP-UP

# Conclusions

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## DOES THE PROPOSED BLOOMINGTON FACILITY HAVE SUPPORT?

*Two-thirds of respondents agreed (63% - 67%):*

- ✓ New community center would improve quality of life in Bloomington
- ✓ Good idea for YMCA and City to partner
- ✓ Supported the proposed location
- ✓ Bloomington should have a new community center to replace Creekside

*63% supported an annual property tax increase of \$50 or less*

# Conclusions

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## WHAT PROGRAMMING SHOULD THE FACILITY INCLUDE?

### *General programming with greatest interest:*

- ✓ Indoor track
- ✓ Cardiovascular machines
- ✓ Strength conditioning machines
- ✓ Group fitness classes
- ✓ Whirlpool & sauna
- ✓ Indoor lap pool
- ✓ Coffee shop/café
- ✓ Indoor leisure pool
- ✓ Water aerobics

### *Youth/teen programming with greatest interest:*

- ✓ Family nights
- ✓ Sports leagues
- ✓ Teen space
- ✓ Summer camps

### *Older adult programming with greatest interest:*

- ✓ Group fitness
- ✓ Educational classes

### *Themed groupings with greatest interest:*

- ✓ Athletic activities
- ✓ Aquatic features

***28% said water/aquatic facilities was ONE community need not currently met in Bloomington***

# Conclusions

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## WHO WOULD JOIN?

***45% of residents overall. The following are most likely:***

- ✓ Residents living within the city of Bloomington
- ✓ Households with kids
- ✓ Households with 4 to 5 members

***Projected membership is around 4000 units***