

Market Feasibility Study for Potential New YMCA, Nelson County, KY

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June, 2013

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Tapestry Segments
Questionnaire
Verbatim responses to open ended questions

Objective

The purpose of this study is to determine the feasibility of a new YMCA center in Nelson County, including:

- future program and facility needs of the proposed center
- appropriate pricing levels and structure
- programs, services and facility features which are most in demand
- current like service providers in the service area
- number of new participants and members which should be planned for
- primary and secondary target members
- demographics and psychographics of the market

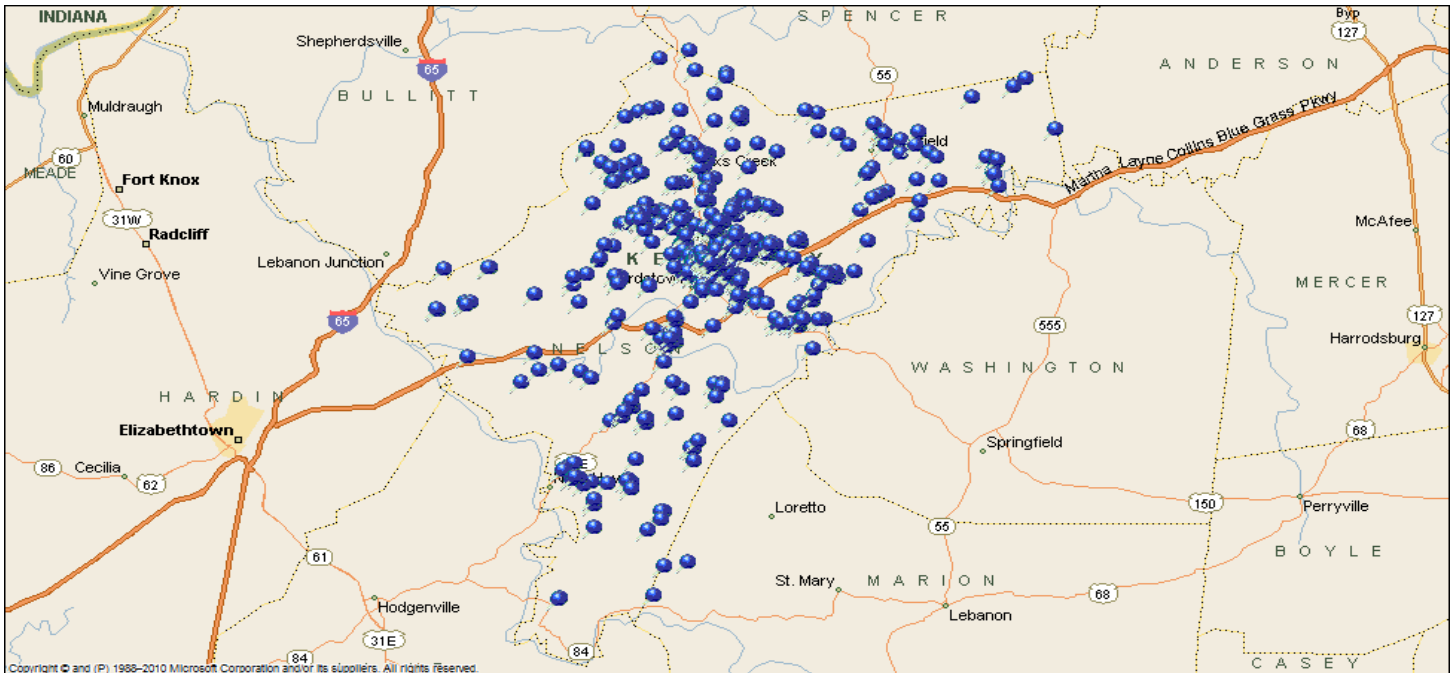
Methodology

601 telephone interviews were completed with a random sample of people who live in Nelson County. Only 8.5% have ever been Y members, and 1.3% are currently members, so experience with the Y is low:

Category	No. of respondents	% of respondents
Non-Member	542	90.2%
Former Member	51	8.5%
Current Member	8	1.3%
Total	601	100.0%

85% of current members belong to the Louisville Y, and 15% to the Lexington Y. 74% of former members belonged to the Louisville Y, and the remainder belonged to out of state Y's.

The locations of the respondents are shown on the following map:



Demographics and Psychographics

The demographics of Nelson County can be summarized as follows:

Demographic Summary		
<i>2012 Census Data</i>	Market Area	U.S. Total
Population		
Households	17,110	118,208,713
Individuals	44,428	313,129,017
Avg. household size	2.57	2.58
Annual growth, '12-'17	1.19%	0.74%
Median age	37.8	37.3
Hshlds. w/ children	36.6%	33.4%
Financials		
Median family income	\$44,043	\$50,157
Median home value	\$117,964	\$167,749
% own home	68.5%	56.5%
% rent home	24.7%	32.1%
% vacant homes	6.9%	11.4%
Ethnicity		
White	91.9%	71.9%
Black	5.1%	12.6%
Asian	0.5%	4.9%
Other	2.5%	10.6%
Total	100.0%	100.0%
% Hispanic origin	2.0%	16.9%

Nelson County has about 17,000 households, and its growth over the next 5 years is forecast to be 50% higher than the national average at 1.19% annually. Median age matches the U.S. average, and households with children are about 10% over the average. Incomes are about 10% lower than average for the U.S., but home ownership is considerably higher. Ethnically, Nelson County is much less diverse than the U.S.

The demographics describe a population with numbers, while Tapestry segmentation describes it by lifestyles. Some 60+ lifestyle descriptions (Tapestry segments) are used to describe all the lifestyles found in the the U.S. Tapestry segmentation shows the lifestyles of any geographic area and the % of each in the population. The following chart shows that 11 of the 60+ Tapestry segments are found in Nelson County, along with the % of the population in each one:

Rank	Tapestry Segment	% of Nelson County	% of U.S. total
1	25. Salt of the Earth	16.2%	2.7%
2	42. Southern Satellites	15.5%	2.6%
3	26. Midland Crowd	13.7%	3.2%
4	28. Aspiring Young Families	9.7%	2.3%
5	19. Milk and Cookies	9.0%	2.2%
6	32. Rustbelt Traditions	9.0%	2.4%
7	48. Great Expectations	7.7%	1.7%
8	17. Green Acres	7.5%	3.1%
9	33. Midlife Junction	5.4%	2.6%
10	50. Heartland Communities	4.1%	2.0%
11	29. Rustbelt Retirees	2.2%	2.0%
	Total	100.0%	26.8%

Nearly half of Nelson County residents have the first 3 lifestyles on this list. Full definitions of these Tapestry segments are included in the appendix to this report, but they can be characterized as follows:

- Salt of the Earth residents are settled, traditional and hardworking and have independent and self-reliant lifestyles.
- Southern Satellites residents are found primarily in the rural South, and 2/3's of them live in newer single-family dwellings. The manufacturing and service industry sectors provide most of their jobs. Most households have two or more vehicles. These rural residents enjoy country life. Fishing and hunting are two favorite leisure activities
- The growing population of 12 million people in the Midland Crowd segment earn their livings from salaries and wages. They are active, conservative residents, who are proficient do-it-yourselfers. They work on their vehicles, homes and gardens and keep everything in tip-top shape. They hunt, fish and do woodworking.

There is a lot of overlap between these 3 segments, and the remaining 8 segments don't show a lot of diversity. The lifestyles in Nelson County are conservative, traditional "middle American" and consistent.

Respondents

The ages of the respondents are shown on the following chart:

Age	% of respondents
Teens	0.2%
20's	2.2%
30's	7.4%
40's	12.5%
50's	25.0%
60's	29.7%
70+	23.0%
Total	100.0%

They were older than the population, which is a common occurrence in surveys of this type. For the forecasts calculated later in this report the ages of the respondents will be weighted so they accurately represent the actual population.

72.8% of respondents were female, and 23.9% of them have children <18 years old living at home. Their incomes were as follows:

Income	% of respondents
\$25,000 or less	20.5%
\$25,000 to \$50,000	35.5%
\$50,000 to \$100,000	29.6%
Over \$100,000	14.4%
Total	100.0%
Preferred not to answer	23.0%

This distribution of incomes accurately represents the whole population, as shown in the demographic summary above.

Current Exercise Habits

44.0% of respondents "usually or always" exercise 3 or more times per week, as follows:

Exercise 3+ times/week	% of respondents
Never	30.0%
Sometimes	26.0%
Usually	21.0%
Always	23.0%
Total	100.0%
Always + sometimes	44.0%

This is probably a higher rate of regular exercise than the average community.

Most of them exercise at or from home, but 15.2% use a non-YMCA fitness facility or gym, as follows:

Where exercise...	% of respondents
At home	77.2%
Non-YMCA fitness facility or gym (which one?)	15.2%
YMCA (which one?)	0.0%
Other (please specify)	7.6%
Total	100.0%

Among those who identified the non-Y fitness facility they use, Lanham Fitness was most used at 3.2% of all respondents, followed by Anytime Fitness and Fitness One.

Non-Y Fitness Facilities used	% of respondents
Lanham Fitness	3.2%
Anytime Fitness	2.3%
Fitness One	1.8%
Bardstown Recreation	0.5%
Courts Gym	0.5%
Curves	0.5%
Others (1 mention each)	1.2%
Total	10.0%

Most respondents who use an exercise facility are satisfied with it:

Satisfaction with current exercise facility	% of those using a facility now
Very dissatisfied	0.0%
Somewhat dissatisfied	3.7%
Not sure	17.3%
Somewhat satisfied	27.2%
Very satisfied	51.8%
Total	100.0%

These market shares for non-Y exercise facilities are too small to be able to compete with an up to date YMCA facility and programs.

Most of those who exercise at or from home are walking or running. 37.1% of all respondents do cardio exercise, which doesn't require equipment, and another 20.5% have purchased equipment at home, which they use for exercise:

Exercise at or from home

Cardio exercise without equipment	% of respondents
Walking	30.0%
Running	2.5%
Aerobics	1.7%
Cardio	3.0%
Total	37.1%
Exercise using purchased equipment	% of respondents
Treadmill	8.7%
Bike	4.7%
Home equipment	3.8%
Weights	3.3%
Total	20.5%

General Interest in a New Facility

Respondents were asked the following question to determine their general interest in using a new facility and to describe what that facility might be like:

"We are studying demand for new YMCA facilities in the Nelson County area. These facilities would offer activities for all ages including an indoor swimming facility, health and fitness programs, family activities and recreation, and a variety of games and sports. On a scale of 1-5, how would you rate your interest in using this new facility?"

A very high 69.1% of all respondents said they were somewhat or very interested, as follows:

Level of interest	% of respondents
Not at all interested	21.6%
Not very interested	0.8%
Don't know	8.5%
Somewhat interested	14.6%
Very interested	54.5%
Total	100.0%
Very + somewhat interested	69.1%

Respondents were asked an open ended question about what their greatest motivation to join this facility would be. The responses are summarized as follows, and are included verbatim in the appendix to this report:

Greatest motivation to join	% of respondents
Pool/Swimming	44.5%
Exercise/Health/Weight Loss	24.9%
Variety of programs/Age based activities	19.0%
Facility/Amenities/Equipment	5.7%
Location/Convenience	2.3%
People/Staff	1.9%
Cost	1.3%
I don't know/None	0.4%
Total	100.0%

Greatest motivation <u>not</u> to join	% of respondents
Cost/Contract	25.1%
Location/Convenience	18.0%
Age/Health	13.5%
Time/Busy schedule	7.9%
No need/Happy with current situation	6.6%
Crowding/other members/Staff	3.6%
Lack of amenities/facility upkeep/cleanliness	2.1%
Lack of class or program	1.1%
None/Not interested	22.1%
Total	100.0%

The pool is their greatest motivation to join, and potential cost is their greatest motivation not to join.

Demand for Programs

Respondents were given a list of potential programs for the new facility and asked if they would use them often, sometimes or never. The % who would use each program often is shown on the following chart. The programs are divided into 3 groups: Most used=used often by >30% of respondents, Medium usage=used often by 10% to 30%, and Least used=used often by <10%, as follows:

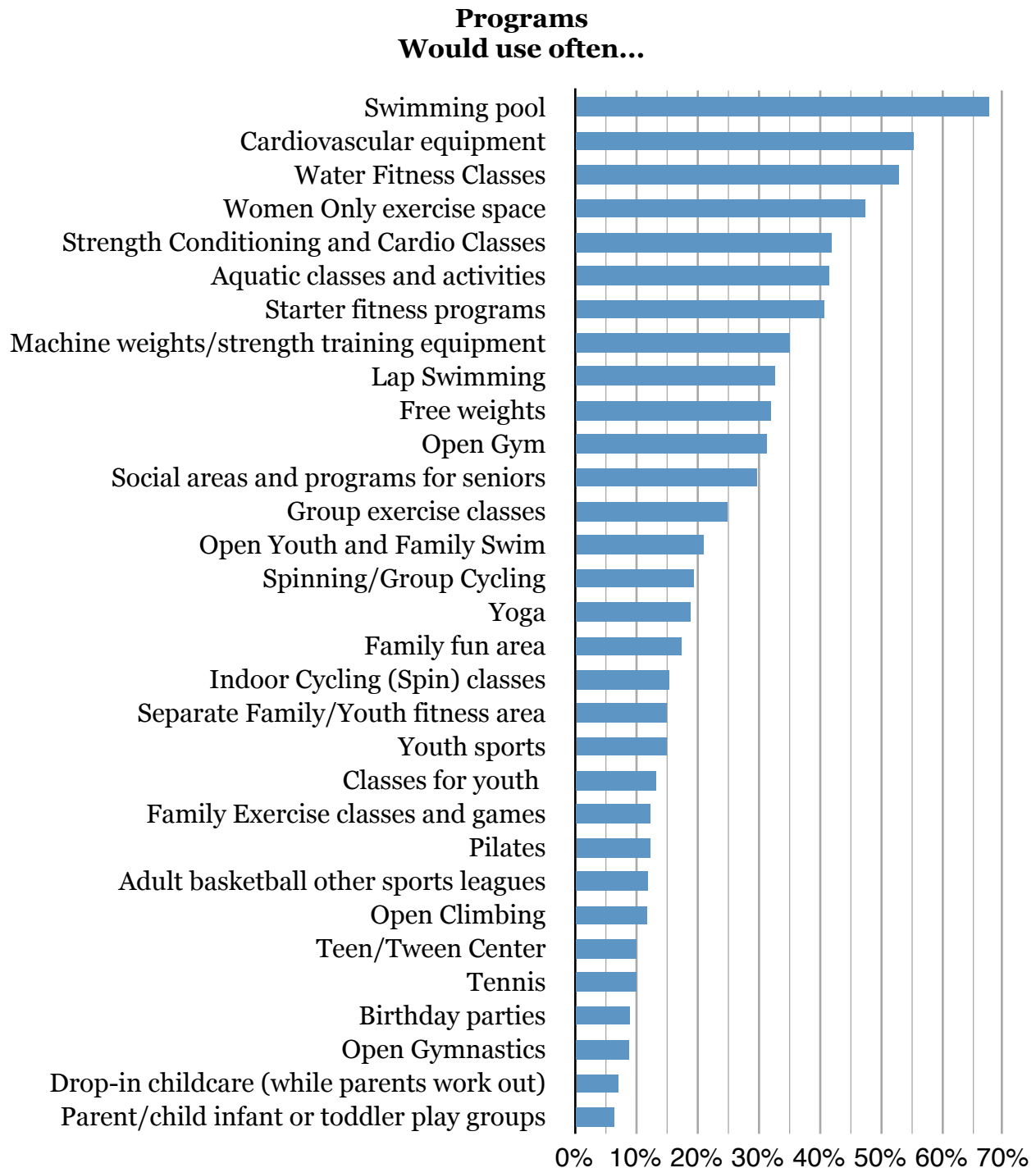
Would use often

Most used programs	% of respondents
Swimming pool	67.5%
Cardiovascular equipment (treadmills, bikes, ellipticals)	55.3%
Water Fitness Classes	52.8%
Women Only exercise space	47.4%
Strength Conditioning and Cardio Classes	41.9%
Aquatic classes and activities	41.4%
Starter fitness programs	40.6%
Machine weights/strength training equipment	35.0%
Lap Swimming	32.6%
Free weights	32.0%
Open Gym	31.3%

Medium usage programs	% of respondents
Social areas and programs for seniors	29.7%
Group exercise classes such as: Body Sculpt, Zumba, Pilates, circuit training, step aerobics	24.8%
Open Youth and Family Swim	20.9%
Spinning/Group Cycling	19.4%
Yoga	18.8%
Family fun area with mini bowling, inflatables and other active games	17.4%
Indoor Cycling (Spin) classes	15.3%
Separate Family/Youth fitness area where you can work out on equipment with your kids	14.9%
Youth sports	14.9%
Classes for youth such as art, music, dance, theater	13.2%
Family Exercise classes and games like kickball, family Olympics and family zumba	12.3%
Pilates	12.2%
Adult basketball, other sports leagues	11.9%
Open Climbing	11.7%
Teen/Tween Center	10.0%
Tennis	10.0%
Least used programs	% of respondents
Birthday parties	8.9%
Open Gymnastics	8.8%
Drop-in childcare (while parents work out)	7.0%
Parent/child, infant, or toddler play groups	6.4%

4 of the most used programs involve the pool or aquatics. 3 of the most used involve strength training. Women's only exercise space and open gym were in the most used category. Medium usage programs involve most of the classes. There were only 4 least used programs, and all of them involve children. While they are least used overall, they only affect those respondents with children at home, and they may be a necessity for those potential members.

The demand for programs is shown on a graph as follows, for comparison:



Demand for Memberships

Respondents were asked what kind of membership they would use if they were to join the Y. The results are as follows:

(Note: all non member results in the remainder of this report are weighted so that seniors represent their actual % of the population)

Memberships	% of total
Single adult	21.9%
Family	39.5%
Adult couple	22.2%
Senior(s)	16.4%
Total	100.0%

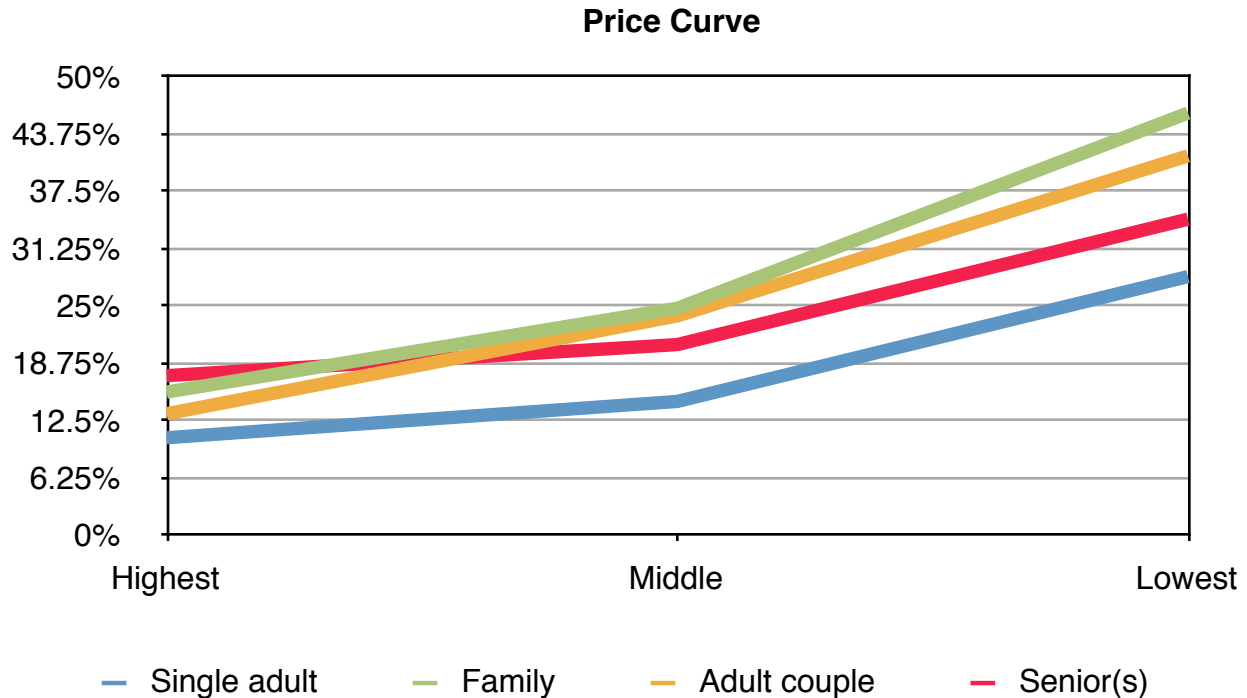
Demand for memberships at different pricing levels was determined by asking respondents in each membership type, "How likely would you be to join at \$____?" The highest price was asked first, then the next highest, down to the lowest price. Three different price levels were asked. If someone answered that they were "very likely" to join, no further prices were asked. Only those who responded "very likely" are used in our forecast. The prices tested were as follows:

Prices tested	Highest	Middle	Lowest
Single adult	\$59	\$54	\$49
Family	\$94	\$86	\$78
Adult couple	\$90	\$82	\$74
Senior(s)	\$55	\$50	\$45

The % who would be very likely to join at each price level was as follows:

% very likely to join at ____ price	Highest	Middle	Lowest
Single adult	10.7%	14.6%	28.2%
Family	15.7%	24.8%	46.1%
Adult couple	13.3%	24.0%	41.4%
Senior(s)	17.4%	20.8%	34.5%

When this information is graphed it is called a "price curve", because the curve on the graph shows the increase in demand as price is lowered, as follows:



This price curve shows that demand increases in a regular pattern as the price goes from highest to middle to lowest.

We know from the demographic data shown above that there are 17,110 families living in the Nelson County market area. We will only use families with incomes over \$35,000 for the forecast, which is 10,950 families. Of course there will be members with incomes under \$35,000, but they will have an increased likelihood of using financial assistance. We want this forecast to be for full pay members. The forecast is calculated by multiplying the % very likely to join times the 10,950 families times the % of all families in each membership type. The result is as follows:

**Full Potential Forecast
Number of membership units**

Prices tested	Highest	Middle	Lowest
Single adult	256	351	678
Family	677	1,072	1,992
Adult couple	323	582	1,006
Senior(s)	313	374	620
Total	1,569	2,380	4,296

This forecast is for the "full potential" of the new facility, based on the facility being exactly what each respondent expects and on marketing it to its' full potential. Based on past experience and the current situation, we apply a reduction factor to the full potential forecast. In this case we believe that the appropriate, conservative reduction factor would be 35%.

Forecast after Reduction Factor
Number of membership units

Prices tested	Highest	Middle	Lowest
Single adult	166	228	441
Family	440	697	1,295
Adult couple	210	378	654
Senior(s)	204	243	403
Total	1,020	1,547	2,792

Respondents were asked an additional question about local support for the facility:

"Most YMCA's of this type have a sliding scale of monthly fees based on the members' income. If this new facility were to require a reasonable increase in the local tax to assure that it offers the programs you want at competitive rates, how likely would you be to support an increase?"

This question was asked of everyone except those who have no interest in using the facility, and 69.8% would be somewhat or very likely to support a local tax increase, as follows:

Would support local tax increase	% of Respondents with at least some interest in using new facility
Not at all likely	18.6%
Somewhat unlikely	11.7%
Somewhat likely	41.6%
Very likely	28.1%
Total	100.0%

Conclusions

1. 69.1% of all respondents are “somewhat or very interested” in using a new Y facility in Bardstown.
2. The Nelson County area has a fast growing market of 17,000 households with good demographics and lifestyles for a YMCA.
3. The current incidence of regular exercise in Nelson County is high, mostly people exercising on their own, at or from their homes. There are a few for-profit exercise facilities in the market now, but their market shares are too small to compete with an up to date YMCA with good facilities and programs.
4. General interest in a new YMCA facility is high, compared to most similar markets we have surveyed. People would be motivated to join by the pool, the facilities and programs. Their greatest motivation not to join would be a cost that is too high or a location that is not convenient.
5. The swimming pool and aquatics would be the most used programs, followed by strength training, cardio and exercise classes. A women-only exercise space and open gym would be among the most used facilities/programs. Programs for seniors and children/youth have strong demand.
6. About 40% of demand would be family memberships, with single adults, adult couples and senior memberships at about 20% each.
7. Demand depends on the membership prices the Y decides to use, ranging from 1,020 membership units at the highest price, to 1,547 units at the middle price and 2,792 at the lowest price.
8. About 70% of respondents would be willing to support an increase in local taxes, if needed, to support a new YMCA.

Recommendations

1. Our recommendation is that Nelson County proceed to the next step of preparing a financial forecast for capital and operating costs, using the fee levels and membership forecasts developed by this feasibility study. We expect that facilities and programs can be developed at the middle and also at the lowest price levels tested.
2. Enthusiasm for a Y is widespread in Nelson County, as indicated by the demand for memberships and the willingness to support a tax increase. This enthusiasm, and the small geographic area of the market, should make marketing the new Y more straightforward than is usually the case.

Tapestry Segments

25. Salt of the Earth

Demographic

Sixty-five percent of Salt of the Earth households are married couples with and without children. Twenty percent of the households are singles who live alone. The average household size of 2.6 people matches the US figure; the average family size of three is below the US value. The median age is 42.7 years. These neighborhoods are the least diverse of the Tapestry segments.

Socioeconomic

These residents work in professional and managerial positions and unskilled labor jobs. Higher than average proportions work in skilled labor occupations. Approximately 20 percent of the workers are employed in the manufacturing sector. The median household income of \$48,409, slightly lower than the US figure. At higher than national rates, residents supplement their wages with income from interest, dividends, rental properties, self-employment businesses, retirement plans, and Social Security benefits. Forty-one percent of the residents aged 25 years and older have attended college; 15 percent have earned a bachelor's or graduate degree.

Residential

Although these neighborhoods are found in rural areas across the United States, nearly half are in the Midwest, with concentrations in Pennsylvania, Ohio, Indiana, and Michigan. The other half are in the South and Northeast. Eighty-four percent of the residents own their homes. Most of the housing is single family; 12 percent are mobile homes. Twenty-two percent of the homes were built before 1940.

Preferences

Salt of the Earth residents are settled, traditional, and hardworking. Independent and self-reliant, they tackle small home improvement and remodeling projects. They spend money and time on their flower and vegetable gardens and own the necessary tools to handle these chores successfully. Twenty-eight percent of the households own three or more vehicles including a truck; many own a motorcycle. One of Tapestry Segmentation's top segments for owning or leasing multiple vehicles, these residents prefer domestic vehicles and do their own maintenance. Most of them carry insurance policies to protect themselves and their families. They invest in annuities, certificates of deposit, and US savings bonds. Many families own two or more pets, either dogs or cats. They eat out at family restaurants such as Bob Evans Farms or Cracker Barrel. Satisfying their sweet tooth, they often bake goodies at home. They go fishing, hunting, target shooting, and boating and work out on indoor exercise equipment such as stationary bikes and treadmills. They read fishing and hunting magazines. They listen to country music radio and follow NASCAR racing. Many households own a satellite dish so they can watch CMT and the Speed Channel. Favorite TV programs include auto racing, horse racing, truck and tractor pulls/ mud racing, and weekly sitcoms.

42. Southern Satellites

Demographic

Found primarily in the rural South, Southern Satellites households consist of married couples with and without children; 22 percent are singles. The median age of 39.6 years is near the US median of 37.2. This segment has low diversity; 87 percent of the residents are white.

Socioeconomic

The median household income is \$37,185. Most households earn income from wages and salaries; 28 percent receive Social Security benefits. The manufacturing and service industry sectors provide most of their jobs. Educational attainment is lower than the national level; 24 percent of residents aged 25 years and older have not graduated from high school.

Residential

Eighty percent of these households are in the South. Primary housing types in these neighborhoods are newer single-family dwellings for two-thirds of the households; 30 percent live in mobile homes. The home ownership rate is 79 percent. Nearly two-thirds of the housing was built after 1969. Vacancy rates are slightly above average.

Preferences

These rural residents enjoy country life. Fishing and hunting are two favorite leisure activities, and Southern Satellites residents spend money for magazines, clothes, and gear related to these interests. Because cable is not always available, many residents own satellite dishes.

Many own pets. They work in their vegetable gardens and might own equipment such as riding mowers and tillers to help with outdoor chores. Most households have two or more vehicles to meet their transportation needs; they prefer domestic cars, and many drive trucks.

They consider themselves to be politically conservative. They read newspapers and magazines infrequently;

however, they listen to country radio and watch fishing programs, NASCAR races, and country music programs on TV. Owning personal computers and going online from home isn't important to these residents.

26. Midland Crowd

Demographic

The growing population of 12 million, approximately 4 percent of the US population, identifies Midland Crowd as Tapestry Segmentation's largest segment. Since 2000, the population has grown by 2.18 percent annually. The median age of 37.9 years parallels that of the US median. Sixty-two percent of the households are married couple families; half of them have children. Twenty percent of the households are singles who live alone. Midland Crowd neighborhoods are not diverse.

Socioeconomic

Median household income is \$47,544, slightly lower than the US median. Most income is earned from wages and salaries; however, self-employment ventures are slightly higher for this segment than the national average. Half of the residents who work hold white collar jobs. More than 45 percent of the residents aged 25 years and older have attended college; 16 percent have earned a bachelor's or graduate degree.

Residential

Midland Crowd residents live in housing developments in rural villages and towns throughout the United States, mainly in the South. Three-fourths of the housing was built after 1969. The home ownership rate is 80 percent, higher than the national rate of 64 percent. Two-thirds of the housing is single-family houses; 24 percent are mobile homes.

Preferences

These politically active, conservative residents vote, work for their candidates, and serve on local committees. Their rural location and traditional lifestyle dictate their product preferences. A fourth of the households own three or more vehicles; they typically own or lease a truck, and many own a motorcycle. Proficient do-it-yourselfers, they work on their vehicles, homes, and gardens and keep everything in tip-top shape. They hunt, fish, and do woodworking. Dogs are their favorite pets. They patronize local stores or shop by mail order. They have recently bought radial tires. They often go to the drive-through at a fast-food restaurant.

Many households own a satellite dish so they can watch CMT, the Speed Channel, Home & Garden Television, NASCAR racing, rodeo/bull riding, truck and tractor pulls, fishing programs, and a variety of news programs. They listen to country music on the radio and read fishing and hunting magazines.

Nelson County YMCA Feasibility Study May-June 2013 (phone)

Intro and Exercise Habits

Hello!

My name is _____ calling on behalf of the YMCA. We're speaking with people in the Bardstown and Nelson County area to determine interest in YMCA programs and services in your community. Could you help us by taking a few minutes to answer some questions regarding these services?

Thank you

1. Are you currently a member of a YMCA or have you been a member in the past? *

If you're a current or former member, please specify the YMCA in the space provided.

☐ Non-Member

☐ Current Member (where?)

☐ Former Member (where?)

2. How often do you exercise 3 or more times per week? *

☐ Never

☐ Sometimes

☐ Usually

☐ Always

3. Where do you exercise most often?

Please specify answer in the space provided.

☐ At home

☐ Non-YMCA fitness facility or gym (which one?)

☐ YMCA (which one?)

☐ Other (please specify)

4. When you exercise, which activities do you do most often?

5. On a scale of 1-5, how satisfied are you with your current exercise facility?

1 = Very Dissatisfied, 3 = Neutral, 5 = Very Satisfied

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

General Interest

6. We are studying demand for new YMCA facilities in the Nelson County area. These facilities would offer activities for all ages including an indoor swimming facility, health and fitness programs, family activities and recreation, and a variety of games and sports.

On a scale of 1-5, how would you rate your interest in using this new facility? *

1 = No Interest; 2 = Little Interest; 3 = Not Sure; 4 = Some Interest; 5 = A Lot of Interest

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

7. What would be your strongest motivation to join this facility?

8. What would be your strongest motivation not to join this facility?

Programs

9. If you were to join this new facility, would you use the facility as a... *

☐ Single Adult (no children)

- ☐ Family (adult(s) w/ dependents)
- ☐ Adult Couple (no children)
- ☐ Senior (65+ adult or couple)

10. The following is a list of potential programs and facility features. Please select whether you or someone in your household would use the following never, sometimes or often.

	Never	Sometimes	Often
Separate Family/Youth fitness area where you can work out on equipment with your kids	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Gymnastics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women Only exercise space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starter fitness programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parent/child, infant, or toddler play groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cardiovascular equipment (treadmills, bikes, ellipticals)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Climbing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Birthday parties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Never	Sometimes	Often
Adult basketball, other sports leagues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Machine weights/strength training equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Exercise classes and games like kickball, family Olympics and family zumba	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Youth and Family Swim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free weights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yoga	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aquatic classes and activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teen/Tween Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Never	Sometimes	Often
Social areas and programs for seniors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pilates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor Cycling (Spin) classes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Group exercise classes such as: Body Sculpt, Zumba, Pilates, circuit training, step aerobics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What if the monthly fee was **\$49?** *

1 = No Interest; 2 = Little Interest; 3 = Not Sure; 4 = Some Interest; 5 = A Lot of Interest

	1	2	3	4	5	
No Interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A Lot of Interest

Family Price Questions

13. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fee was **\$94?** *

1 = No Interest; 2 = Little Interest; 3 = Not Sure; 4 = Some Interest; 5 = A Lot of Interest

	1	2	3	4	5	
No Interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A Lot of Interest

What if the monthly fee was **\$86?** *

1 = No Interest; 2 = Little Interest; 3 = Not Sure; 4 = Some Interest; 5 = A Lot of Interest

	1	2	3	4	5	
No Interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A Lot of Interest

What if the monthly fee was **\$78?** *

1 = No Interest; 2 = Little Interest; 3 = Not Sure; 4 = Some Interest; 5 = A Lot of Interest

	1	2	3	4	5	
No Interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A Lot of Interest

Adult Couple Pricing

14. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fee was **\$90?** *

1 = No Interest; 2 = Little Interest; 3 = Not Sure; 4 = Some Interest; 5 = A Lot of Interest

	1	2	3	4	5	
No						A Lot of

Interest

☐☐☐☐☐

Interest

What if the monthly fee was **\$82?** *

1 = No Interest; 2 = Little Interest; 3 = Not Sure; 4 = Some Interest; 5 = A Lot of Interest

1

2

3

4

5

No
Interest

☐☐☐☐☐

A Lot of
Interest

What if the monthly fee was **\$74?** *

1 = No Interest; 2 = Little Interest; 3 = Not Sure; 4 = Some Interest; 5 = A Lot of Interest

1

2

3

4

5

No
Interest

☐☐☐☐☐

A Lot of
Interest

Senior Price Questions

15. If the new YMCA offered the programs and facilities you want, how likely would you be to join if the monthly fee was **\$55?** *

1 = No Interest; 2 = Little Interest; 3 = Not Sure; 4 = Some Interest; 5 = A Lot of Interest

1

2

3

4

5

No
Interest

☐☐☐☐☐

A Lot of
Interest

What if the monthly fee was **\$50?** *

1 = No Interest; 2 = Little Interest; 3 = Not Sure; 4 = Some Interest; 5 = A Lot of Interest

1

2

3

4

5

No
Interest

☐☐☐☐☐

A Lot of
Interest

What if the monthly fee was **\$45?** *

1 = No Interest; 2 = Little Interest; 3 = Not Sure; 4 = Some Interest; 5 = A Lot of Interest

1

2

3

4

5

No

A Lot of

Interest

☐☐☐☐☐

Interest

Other questions

16. What 1 or 2 things would you most want to see in a new YMCA facility for Nelson County?

17. Most YMCA's of this type have a sliding scale of monthly fees based on the members' income. If this new facility were to require a reasonable increase in the local tax to assure that it offers the programs you want at competitive rates, how likely would you be to support an increase?

Not at all likely

☐

Somewhat unlikely

☐

Somewhat likely

☐

Very likely

☐

Demographics

18. What is your age range?

☐ Teens

☐ 20's

☐ 30's

☐ 40's

☐ 50's

☐ 60's

☐ 70+

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

-- Please Select --

0

1

2

3

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

- ☐ \$25,000 or less
 - ☐ \$25,000 to \$50,000
 - ☐ \$50,000 to \$100,000
 - ☐ Over \$100,000
 - ☐ Prefer not to answer
-

21. What is your gender?

Do not ask

- ☐ Male
 - ☐ Female
-

22. Interviewer Only *

Interviewer Name

Address

5 Digit Zip

Phone # Dialed

Thank You!

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

Verbatims

What would be your strongest motivation to join this facility?

A good place to meet member of the community

A large variety of programs

A need for exercise

A nice new facility to exercise at

A place for my grand kids and Pool

A place to walk in the winter

a pool, exercise equipment, indoor track

A variety of exercise options

A variety of fitness options

Activities

Activities for children

Activities for children

Activities for kids and the indoor pool

Activities for my grandchildren

Adult Basketball Leagues and Swimming

adult sports

Affordable pricing

Anything for the seniors

availability of classes

Because of all the great things I have heard about the YMCA and what they have to offer

Being involved with more people in the community

Better place to exercise than a gym

Camaraderie and the encouragement of exercising with others

Child care

children activities

children activities

children activities

children activities, children swimming lessons

Convenience

Convenient to my home

depends on location

Diversity in members

Exercise

Exercise

exercise

Exercise

Exercise

exercise

exercise
Exercise
Exercise and activities
Exercise and fitness
Exercise and swim
Exercise and swimming
Exercise and swimming
Exercise and the pool
Exercise and to lose weight
Exercise classes for the elderly; learn to swim
Exercise equipment
Exercise for my health
Exercise in all weather
Exercise in the winter months and the indoor pool
Exercise more
exercise more
Exercise programs
exercise, swimming pool
Family activities
Family activities
Family activities
Family atmosphere and indoor pool
family environment and swimming
Family orientated activities
Family orientation
family oriented
Fitness
fitness classes
For activities for granddaughter - swimming pool and classes
for exercise
for exercise and swimming
For grandchildren - swimming and other valuable activities
For my grandchildren
For the exercise, activities for kids
For the kids she is a Foster parent
Games
Good exercise
Good for the community and all ages
Good Health
group exercise
Gym
Has children that would enjoy the activities
Has the grand-kids in the summer; indoor swimming pool; exercise machines

Having a place to exercise
Having some place to go when the weather is no good
Having the water aerobics
Having year round indoor facility
health
Health
Health and Fitness
Health and fitness and classes
Health and to help my arthritis and lose weights, interested in water aerobics
Health improvement
Health reasons
Health reasons
How close the facility would be to my home
Husband is a diabetic and needs exercise
I am 71 and need to exercise
I don't know
I don't know
I have a lot of nieces and nephews and we like to do family activities
I have arthritis and I would love to be able to use the pool at the Y
I have two young children, so they could have something to do here
I like physical exercise and I love to swim and be active and healthy
I like swimming year round
I like the Y and the staff
I need the classes for my arthritis and I know it would be great for the community
I think that I would like to take advantage of the childcare
I think that my community could really use an indoor pool
I think that the Y would be a great thing for the youth because I think it would keep them out of trouble
I think the Y is a good program that is true and I would trust it and I know it wouldn't cost a fortune
I would join for the exercise
I would like to be able to use a family oriented gym
I would like to become healthier by losing weight
I would like to exercise more and I think I would if I went to a facility like the y
I would like to get in better shape and a lot of the gyms around here are used for the heavy lifting people so I think the Y would be a nice new environment
I would like to get my kids more active and involved with things
I would like to improve my health
I would like to improve my health
I would like to stay healthy
I would like to use a facility that has everything my family wants right in one place
I would like to use all of the different family and children activities and programs
I would like to use all of the different things the Y has to offer when it comes to exercise

I would like to use an indoor pool
I would like to use the facility for the children activities and programs
I would like to use the facility for the children programs and activities
I would like to use the facility for the children programs it would offer
I would like to use the facility for the family activities it would offer
I would like to use the facility for the pool
I would like to use the facility if it is convenient and fairly priced
I would like to use the gym and I would also like to use it for the activities that it offers for children
I would like to use the indoor pool
I would like to use the indoor pool
I would like to use the indoor pool and take advantage of the family activities
I would like to use the indoor pool for water aerobics
I would like to use the indoor swimming pool
I would like to use the large variety of machines and programs that the Y offers for exercise and I would also low to use the swimming pool
I would like to use the pool because I have arthritis
I would like to use the spinning classes
I would like to use the swimming pool
I would like to use the swimming pool
I would like to use the swimming pool
I would like to use the swimming pool
I would like to use the swimming pool and the weight room
I would love the fact that they offered a pool. It seems like there is a lot of gyms around here, but it seems that there isn't a pool in any of them though.
I would mainly use it for exercising
I would really like to use the indoor pool
I would really like to use the indoor pool
I would use it for the exercise
I would use it if it offered more equipments than my other gym did
I would want to join so my children could have access to the activities that the Y offers
I would want to use the exercise equipment
I would want to use the swimming pool and I would like to exercise more and I would like there to be non competitive child classes
If it had a pool
If it were close to my home
If it were nearby and not too far away
If it would not be too expensive to join
If the facility had a sauna
If the facility had a sauna and steam room
If the facility offers a variety of classes
If the facility's location is close to me then I would like to use it
If the hours were convenient

If the location was convenient
If the price was affordable
If the YMCA offered a low impact silver sneakers program
If they had a pool
If they offer swim lessons for adults
If they offered exercise programs for seniors
If they offered water aerobics classes
I'm out of shape
Indoor Activities, swimming, basketball courts
Indoor aquatics
Indoor aquatics - year round water fitness classes
Indoor pool
Indoor pool
Indoor pool
Indoor pool
Indoor Pool
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Indoor Pool
Indoor pool
Indoor pool Exercise
Indoor pool and a variety of activities for other extended family members
Indoor pool and activities for kids
Indoor Pool and Exercise
Indoor Pool and Pool exercise classes
Indoor pool and programs
Indoor pool, anything to get kids and adults active
indoor pool, children activities
indoor pool, variety of activities
Indoor swimming
Indoor swimming
Indoor swimming
Indoor swimming
Indoor swimming
indoor swimming
Indoor swimming
Indoor swimming and better exercise facility
Indoor swimming and exercise
Indoor swimming in the winter time

Indoor swimming in winter - the ability to use just during the winter months without penalty

Indoor Swimming Pool
Indoor swimming pool
indoor swimming pool
indoor swimming pool
indoor swimming pool
Indoor Swimming Pool, Classes, Youth Activities
indoor swimming, children activities
Indoor swimming; a variety of engaging activities for all ages
Indoor swimming; warm water fitness classes
Indoor track and swimming
indoor track, swimming
Indoor walking track
indoor walking track
inside pool
It would be beneficial for my family
It would have to determine how close it would be to me

It would provide something for the whole family
I've checked it out and no it's a good place, especially during the winter
Just having the facilities
Just to exercise
Just to get in even better shape and overall have better health
Just to have the resources of a Y
Keep in shape
kids need a place to go, indoor pool would be great, exercising programs
kids programs
Lanham's not being there and the swimming
Lose weight
lose weight
Maintain my health
more activities, more for children
More exercise
More exercise
More exercise
More exercise
More exercise
More exercise
More healthy
My age and getting in shape
My child having things to do and me being able to work out at the same time
My grandchildren would love to use this new facility
My great grandson
My husband might want to work out at the Y
Need exercise for my leg and hips
Need to lose weight and get ready for Obamacare
Needs an indoor pool for rehab purposes
Needs the exercise
Nothing like the Y for anyone she thinks it would be wonderful
Opportunity to continue to stay fit
Pool
Pool
pool
Pool
Pool and equipment
Pool, activities for kids
Pool, tai chi, water and step aerobics
Pool, water aerobics
price
Probably would not use it unless there was an indoor walking track during inclement weather

Programs offered for my grandchildren
Racquetball court
really like the indoor pool
Senior adult activities
Senior citizen hours for the pool; indoor walking track
Senior programs; indoor warm water exercise
She is in a wheel chair and would like to build her upper body strength Would love the pool
Silver Sneakers program - programs for disabled
Social activities
Socializing and exercise
something for our kids
Somewhere I can go to work out
Staying in shape and keeping weight off
swim indoors
Swimming pool
Swimming
Swimming
Swimming
Swimming
Swimming
Swimming
Swimming
swimming
Swimming
Swimming and exercise
Swimming and exercise
swimming facilities
swimming facilities
Swimming in the winter-time
swimming pool
swimming pool
Swimming pool
Swimming pool
Swimming pool
swimming pool
swimming pool
Swimming pool
Swimming pool
swimming pool
swimming pool
swimming pool
swimming pool
Swimming pool and equipment

Swimming Pool and exercise programs
Swimming pool and other exercise programs
Swimming pool and water aerobics
Swimming pool for kids; classes for spinning, cycling, boot camp, and running club
Swimming Pool, water aerobics
Swimming program
Swimming would be a big factor for me and I would have to see what else they had to offer
Swimming would be a major factor for me
Swimming; water aerobics
Taking her Grandchildren
The convenience of the location
The exercise and swimming Water aerobics
The family activities
The family activities would be my main reason to use the YMCA Also I would like to use it for exercising
The gym and machines
The indoor pool
The indoor pool
The indoor pool
The indoor pool
The indoor pool
The indoor pool
The indoor pool
The indoor pool
The indoor pool
The indoor pool
The indoor pool for swimming year round
The indoor swimming and a good place for Grandchildren
The indoor swimming pool
The pool
the pool
The pool
The pool
the pool
the pool
The pool
The pool
The pool
the pool
The pool and exercise
The pool for my husband
The swimming
The swimming and water aerobics

the swimming area
 The swimming pool
 The swimming pool
 the swimming pool, aquatic classes
 The variety of exercise opportunities and swimming
 The water aerobics
 There is a roomer that it will have racquetball courts so I would really like to use those courts

 There's not much to do for children and families, and this would be great for the community

 to be able to swim
 to be healthy
 To better improve my health
 To better our health
 To exercise
 To exercise
 To exercise
 to exercise
 to exercise
 to exercise
 to exercise
 to exercise and fix my health problems
 To exercise and improve my health
 To exercise and improve my health
 To exercise and improve my health
 To exercise and improve my health
 To exercise and swim
 To exercise and use the indoor pool
 To exercise more
 to exercise,community atmosphere
 To get a little exercise and meet some people
 To get a little more exercise
 To get even more exercise to stay in shape
 To get fit
 To get more exercise
 To get more exercise
 To get more exercise
 To get my children more interactive with more children and to be more interactive as a family
 To get to where he can walk again get his strength back
 to go as a family
 to go swim
 To have access to indoor facilities

[illegible]

To work out and to swim
Utilize services available
Walking inside in the winter
Walking track and swimming pool
Water aerobics
Water aerobics and other low impact
Water exercises and swimming
Water fitness classes
Ways to get and stay fit; would need a trial membership before committing to an annual membership
We have always loved the YMCA and have been members in the past so we know they offer great things
We have nothing for teens and adults here
weight loss
Weight loss; aquatics
Weightloss and knowing that there is somewhere to do that
Would like a indoor pool for the winter
Would like to see it built for the grandchildren
Would not personally utilize, but holds great interest for daughter with three children, ages 16, 12, and 9
Year round swimming and tennis
youth programs for my children

What would be your strongest motivation not to join this facility?

cost
Distance from home
A tie between cost of membership and the location of the facility
Affordability
Affordability of the membership fees
Age and health
Age and health
All I can do is walk and I can do that for free in my neighborhood
Already has plenty of opportunities for exercise independent of a facility/gym membership
Attitudes of other members
bad health issues
Bad weather
Because I would have to get in my car and go somewhere and I don't have time for it
Because of her age and no interest
Belongs to another facility through teachers association
Busy schedule
busy schedule
busy schedule

Caregiver for husband - no time for YMCA

Content with routine, and does not get out much - would be great for the kids in the community, but would not utilize

cost

Cost

Cost

Cost

Cost

Cost

Cost

cost

Cost

Cost

Cost

cost

Cost

cost

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Cost

Cost

cost

Cost

cost

Cost

Cost

cost

cost

cost

cost

Cost

Cost

cost

Cost

cost

cost

cost

cost

Cost factor

Cost factor

Cost of membership

cost of membership

cost of membership

cost of membership

Cost of the membership
Costs
Costs
Costs
crowding
depends on location
Depends on the price of the membership fee
Disabled and unable to do much at this point, but certain there are many who would benefit from this new facility
Distance
Distance
Distance
Distance
Distance
distance
Distance from home
Distance from my home
Does not swim
Doesn't feel it will work they have been trying it for years
Doesn't have transportation
don't have one
don't have the time
Don't have time
Don't have time to go there
Expensive
Expensive prices
Expensive pricing
good with what I've got
Has emphysema - unable to exercise
Has his own exercise operations
Has to be wheel chair accessible
Having too much to do at home
He is home bound
Health
Health
Health issues
Health considerations
Health issues
Health issues
Health issues
Health issues
Health issues
Health issues - lung disease

He's able to exercise at home
High cost
High cost
High cost of membership
High cost of membership
High prices
High prices
High Prices
High rates
Honestly just a personal lack of motivation to go and exercise
Hours
Hours of operation
Hours of operation
Hours of operation would be key - later hours for commuters
I already have a gym that I love so the only thing that might interest me would be the pool
I already have a gym that offers everything I need
I already have other options for a pool and that is the only thing that interests me
i am about to move out of state
I am almost 90
I am disabled and do not get out much
I am handicapped
I am just not interested in a facility like that
i am not interested in it
I am too old
I am too old
I am too old
I am too old
I am too old and never did get into the Y
I am too old and would not go
I am too old to exercise in a public gym
I am too old to use a public gym
I am too old to use a public gym
I can't afford to go
I can't think of a reason not to
I could not afford the membership fee's
I do not drive and have no way to get there
I do not have any children and wouldn't use it for myself
I don't have any little ones at home and me and my husband probably wouldn't use a facility
like that It is good for the community though I just wouldn't use it
I don't have drive
i don't it
I don't know if I have one
I don't know if I would have the time to use the facility as much as I want

I don't think that I would use it because I am getting so old I just don't think I would get out there and use the facility
I don't use exercise equipment
I feel I would not get much use out of it because of my age
I feel it might cost too much and I would not be able to use it to its full extent because of my busy schedule
I get my exercise by taking the garbage out and that is all that I need to do
I go away to school and work there
I have a busy schedule and I am always working
I have a home gym and I don't think I need a facility like the Y
i have bad health issues, i have no transportation
I have my own exercise equipment and pool so I do not need a YMCA or any gym really
i have no interest for it
i have no interest in the YMCA
I have no transportation to use the Y and I just don't think I would use it anyway
I just do not feel the need for a gym or YMCA or any facility really
I just don't know if it would be geared towards lower income people because I've been to a Y before and that's what it seemed like it was geared for a certain type of population and I don't think that it is a place me and my son would go to
I just don't need a facility to use like that
I just feel I am too busy at home to have to worry about joining but I love the idea
I just feel I am too old to be participating
I just feel like I am too old and would not have much use for it
I just feel like I am too old to be joining a gym or anything like that
I just honestly have no interest in joining a YMCA or any gym facility for that matter
I live too far away from any city
I may not have enough time during the week to actually use the facility
I might not use it because of the cost and the lack of time that I have
I never did go to the gyms and will not start now
I personally just have no interest in using a gym or any kind of facility in the same vein
I really just wouldn't just use the facility because of my age
I think it would be great for the community but honestly speaking I would never use it because of the facility that I have in my neighborhood
I think that i am too old to use the facility
I think that maybe the cost could make me want to not use the facility
I would just probably not use the facility because I have equipment at home and I am happy with working out at home
I would not have a way to get there
I would not want to use it if it isn't convenient and not fairly priced
I would not want to use the facility if it cost too much and I might not be able to find the time to be able to use the facility
I wouldn't have any interest in using it, but I think it would be great for the community

I wouldn't have the time but I think it would be a wonderful thing for Bardstown and Nelson County, they definitely need an indoor pool!

I wouldn't use it

I wouldn't use it but I know it would be a great thing for the community

I wouldn't use it but I would like to see it here for the younger people

I wouldn't want to

Icy roads

icy roads

If a lot of people go to the Y and they don't go there to workout they go there to hang out I

wouldn't use it So if a lot of kids were there just hanging out I wouldn't want to use it

If her health improves she will be interested She might have surgery

If I just did not feel up to it because of old age

If it costs too much

If it didn't have the racquetball courts I might not use the facility well if there were no court type facilities I probably wouldn't use it

if it had bad staff

if it was not safe

If it were too expensive

If it were too expensive I don't think that I would use the facility

If it were too expensive I would not want to use the new facility

If it were too far away

If it were too far away

If it were too far from me I would not use it

If she had health problems

If the cost of membership was too expensive

If the cost of the membership is too much I would not want to use the facility

If the cost of the membership was too much

If the cost was too high for me I would not want to use the facility

If the costs were too high maybe I would not use the facility

If the facilities location is too far from my home I would not want to use it

If the facility did not have a pool

If the facility is too costly I would not want to use it

If the facility was not run very well

If the facility wasn't kept clean

If the facility were to cost the community a lot of money I would not want to use it

If the facility were too crowded with children

If the facility were too far away from my home I would not use it

If the hours of operation coincided with our available times

If the hours were convenient

If the hours were inconvenient

If the location was inconvenient

If the location was inconvenient

If the location was inconvenient

If the location was inconvenient
If the membership fee was too expensive
If the membership fee were too expensive
If the price is too expensive
If the price of membership was too high
If the price was too expensive
If the price was too expensive
If the price was too expensive
If the price was too expensive
If the price was too expensive
If the price was too expensive
If the price was too expensive
If the price was too expensive and if the hours were too short I wouldn't want to use the Y
If the price was too expensive I would not use the facility
If the price was too high
If the swimming pool was contaminated or non existent I would not use it
If the Y didn't have water aerobics I wouldn't use the facility
If the Y is too far away from me I would not want to use it
If the YMCA did not offer a silver sneakers program
If there was no swimming/tennis; cost factor
If there was nothing on Fridays I don't know if I would use the facilities
If there were a contract
If there were no adult only time slots
If they didn't have day care
If they schedule too many children swimming classes I would not use it
If we moved
I'm elderly so I wouldn't really use it
I'm old
I'm too old
Inconvenient hours of operation
It is too far for me, live way out in the country
It would just be personal laziness
It would probably offer more than what I would use so it might be too expensive for me in the end but I support that one is being built
its not convenient for me
I've already got a work out plan
Just don't want to go
Just having to go all the way there but I love the idea of having a pool there
Just not my kind of place
Just too old to go
Just wouldn't he's getting too old
Lack assistance at the Y

Lack of interest
Lack of mobility
Lack of motivation
Lack of motivation
Lack of motivation
Lack of motivation
lack of motivation
Lack of programs available
Lack of time
Lack of time
Lack of time
Lack of time
Lack of time
Lack of time
Lack of time
Lack of time
lack of time
lack of time
lack of time
lack of time
Lack of time might keep me from using the facility
Lack of time would be my main reason to not use the facility
Lack of transportation
Lack of transportation
lack of transportation
Laziness
limited physical ability
Lives is a location too far removed from Bardstown to make it feasible
Location
Location
Location
Location
Location
Location
location
Location
Location
location
location
Location - center of town, and cost
Location and cost
Location and cost

location and hours

Location and winter weather

Location, clientele, security issues

Location, if it's set up in a skewed location so rural communities can't access it.

long distance

Maybe if it were too far away

Membership dues

Money

My age

My age would exclude me

my child disabilities , my children don't have any interest

n/a

n/a

n/a

n/a

n/a

n/a

n/a

n/a

n/a

n/a

n/a

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n/a

n/a

n/a

Needing motivation

Needing motivation

No desire to use it but good for the community

no interest in it

No pool

No racquetball court

no reason

No transportation

None

None

none

none

none

none

none

none

None

none

none

None

none

none

none

none

none

none

none

Not being able to exercise

not having a pool

Not having good hours

Not having the time

Not having the water aerobics she has a disc disease and would need that
Not sure I have one
Nothing
old age, i have to many health issues
only if my insurance pays for it
Over crowded conditions/pricing
Over crowded, kids not monitored
Over crowding
Over crowding
over crowding
Overcrowded
Overcrowded conditions
Over-crowded conditions
Over-crowded conditions
Overcrowding
Personal reasons
Physical limitations
Prefer exercise regimen at home or at free, workplace gym
Prefer walking regimen
Prefers to exercise at home but thinks its very much needed
Price
Price
price
Price
price
Primary care-giver for ailing husband
Restrictive hours of operation
Schedule, or work which I do
Senior citizen with golf interest only
She has equipment at home Also lots of back problems
She is 90 yrs old and doesn't need it but if she did go she would need a ride.
She is very elderly and alone
She likes to walk at home
She lost her husband and doesn't get out much
Snow
Swimming I am afraid of water
That it would not deliver everything they promise
The availability of other gyms that I have supported in the past
The cost
the cost
the cost
the cost
The cost could make us not want to use the facility

The cost might make me not want to use the facility
The cost of a membership
The cost of membership
the cost of the membership fee
The distance the facility would be from my home would most likely make me want to not use the facility
the location
The location could be too inconvenient for me maybe
The location would be inconvenient
The location would be inconvenient
The location would be inconvenient
The location would be inconvenient
The location would probably be inconvenient
The membership cost
the price
The price of membership
The price would be too expensive
There are already ample opportunities for fitness and recreation in Bardstown
They have a pool
Time
Time
Time
Time constraints
Time constraints in a farmer's life - may need in the future for water fitness, but not at the present time
too old
Too old
too old for it
Unruly people who would go to the Y and lack of supervision
Unsafe places and low maintenance
Unsure
Unsure
Unsure
Would have great interest in new facility for the grandchildren; time constraints - primary care-giver for mother who is eighty-nine would prevent personal use of the facility
Would personally not use at eighty-six years of age, but has lots of friends who drive to Lebanon to use the aquatics, two to three times per week
wouldn't use them because we are elderly, but I still believe we should get a YMCA for the younger people