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SPORT MANAGEMENT

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ANALYSIS OF RESIDENTS' ATTITUDES TOWARD THE DEVELOPMENT OF A NEW RECREATION CENTER

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Prepared for:
Mulvane Recreation Commission

Project Issued:
June, 2017

Report Submitted:
August, 2017

FIRSTLY

THANK YOU

FOR CONSIDERING PASM!

The Partnership for the Advancement of Sport Management at Wichita State University serves the profession and society as a resource for the purpose of advancing the field of sport management and its impact on key constituents.

PASM seeks to increase the opportunities for interaction among community members, sport practitioners, students and faculty, and to provide a forum for people to connect with sport-related topics and to develop solutions for sport-related issues, problems, or barriers.

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INTRODUCTION

OVERVIEW OF THE PROJECT

According to the National Recreation and Park Association, the availability and quality of parks and recreation are cited one of the top three reason that business cite in relocation decisions in a number of studies. In addition, visitors and residents want opportunities for participation in quality recreation programs, attractive parks, and effective and safe recreation facilities. In remaining accountable for expenditures and to meet residents' needs, public recreation agencies are responsible for accurately identifying the recreation interests within the community.

The Partnership for the Advancement of Sport Management (PASM) partnering with the Mulvane Recreation Commission (MRC) conducted a study on analysis of residents' attitudes toward the development of a new recreation center in Mulvane, KS. MRC is planning to build new Mulvane Recreation Center (MRCT) in the near future for providing quality service with appropriate facilities and amenities. In order to serve the communities, the current study was developed to identify current status, future demands and supports from residents of Mulvane, KS for the development of new MRCT.

PURPOSE OF STUDY

The purpose of this study was four-fold: (1) to explore residents' usage patterns and satisfaction on the current recreation center and programs; (2) to explore preferred services/amenities that residents want to have at the new recreation center; (3) to explore residents' attitude toward the social impacts of the development of the new recreation center; and (4) to examine the relationship among usage patterns, socio-demographic variables, the perceived social impacts, and behavioral intentions. The results of the current study will guide the development of new MRCT and assist MRC to identify strategic priorities, goals, and financial resources over the prospective years.

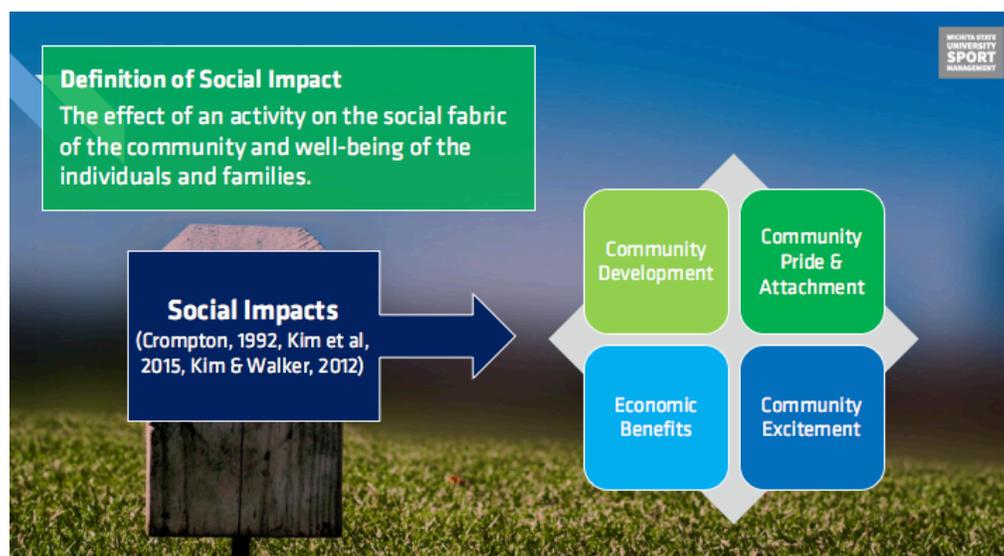
PROMOTION MATERIAL FOR GATHERING MORE OPINION



SOCIAL IMPACTS: KEY TO SUCCESSFUL COMMUNITY DEVELOPMENT

According to Chapin (2002), social/psychic impact refers to the enjoyment generated by sports and sports facilities to residents in a community. From regional recreation facilities to college and professional leagues, new facility construction has proliferated exponentially (Dehring, Depken, & Ward, 2007). The cities and municipalities could earn positive impacts from developing new sports/recreation facilities including economic impacts, increased awareness, civic pride, and quality of life, and used as the cornerstone for economic development. Therefore, careful consideration of social impacts is an essential part of the planning process of the facility development (Kim & Walker, 2012). In particular, community residents have realized that modern sports facilities can serve as social community catalyst (Epstein, 1997) since they are complementary advertisement tools for drawing visitors and also providing employment opportunities (Siegfried & Zumbalist, 2000).

After careful review of the literature, the current study uses four factors of social impacts in order to measure the perceived social impacts from the development of the new MRCT.



STUDY PROCEDURES

All of the Mulvane residents were selected to participate in the study. The population consisted of 6,316 of residents; however, the current study was only targeted to adults who were 18 or older at the time of data collection. According to the U.S. Census, there was approximately 30% of residents who were younger than 18 years old, thus, a total population of the study was 4,421 residents in Mulvane, KS. Overview of the questionnaire development, response rate, and methods of data analysis is presented in the following sections.

QUESTIONNAIRE DEVELOPMENT

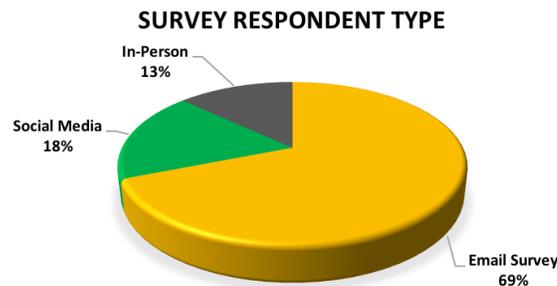
The survey was designed to obtain statistically valid results from residents throughout the City of Mulvane, KS. The consultant worked comprehensively with MRC staff in the development of the survey questionnaire. After the comprehensive review of the sport management, recreation, and management literature, a four-page questionnaire was developed to collect information to meet the

objective of the study (Appendix A).

Modified Perceived Social Impacts Scale (Crompton, 2004; Kim et al., 2015; Kim & Walker, 2012)	
Community Development & Image Enhancement (5 items) Economic Benefits (5 items) Community Pride & Attachment (5 items) Community Excitement (3 items)	7 Point Likert Scale (Cronbach $\alpha = .912 \sim .946$)
Current Participation Patterns & Satisfaction (7 items)	
Current usage of the MRC, Satisfaction on programs, facility, and staff, condition of the current MRC	
Preferred Services/Amenities at the New Rec Center (3 items) & Opinion on Public Funding (3 items)	
Source of program information, Preferred amenities/programs, Opinion on public fund/total amount/monthly amount	
Socio-Demographic Variables	
Gender, Age, Ethnicity, Household income, Marital status, Length of Residency, Children in Household	

DATA COLLECTION

The data were collected from three primary sources: email surveys, social media surveys, and in-person survey. A total of 2,070 questionnaires were sent to Mulvane residents during the month of July in 2017 via the email survey while MRC collected the questionnaire using MRC’s Facebook account for 2 weeks. Data collection was completed on Tuesday, August 1, 2017. A raffle for four (\$25 gift card per each) was awarded to four respondents in order to facilitate more participation to the in-person survey and increase the response rate for the online survey. A total of 764 usable responses were returned from three different sources: email surveys ($n=525$ with the response rate of 25.36%), the link of social media ($n=137$), and in-person survey ($n=108$). Overall sample size indicates a precision of at least +/-5% confidence level that findings are representative of the attitudes of the residents of Mulvane, KS. In particular, the response rate of the email survey is remarkably higher than similar studies. Once the questionnaires were received, a principal consultant and research assistants checked the validity of the data for further statistical analyses.



DATA ANALYSIS

Once data collection ended, data were preceded in a stepwise analysis. First, Cronbach’s alpha values and validity tests were conducted to confirm the internal consistency and applicability of the questionnaire. Second, frequency and descriptive statistics, Multivariate Analysis of Variance (MANOVA), and Chi-square tests were conducted through using Tableau Desktop Ver. 10.3. and IBM SPSS Ver. 23.0. Lastly, IBM Watson Analytics was utilized to examine the predictive analytics (e.g., logistics regression) to examine the predictive power of various factors on behavioral intentions of Mulvane residents.

STUDY FINDINGS

DEMOGRAPHIC DATA

Section 4 of the questionnaire asked the socio-demographics of the respondents. The following illustrate the results.

Gender

Gender	
Male	31.00%
Female	69.00%
Grand Total	100.00%



Age

Age	
18-24	4.79%
25-34	16.37%
35-44	33.73%
45-54	17.37%
55-64	13.57%
65+	14.17%
Grand Total	100.00%



Ethnicity

Race	
White	92.20%
African American	2.20%
American Indian	1.20%
Asian/Pacific Islander	0.40%
Hispanic	2.40%
Other	1.60%
Grand Total	100.00%

Status of Marriage

Marriage	
Single	15.17%
Married	74.25%
Separated/Divorced	5.99%
Widowed	4.59%
Grand Total	100.00%

Household Income

Household Income	
Less than \$20,000	5.31%
\$20,001 to \$40,000	11.25%
\$40,001 to \$60,000	17.83%
\$60,001 to \$80,000	22.29%
\$80,001 to \$100,000	19.11%
\$100,001 to \$150,000	14.65%
More than \$150,000	9.55%
Grand Total	100.00%

Length of Residency

Length of Residency	
Less than 1 Year	3.02%
1 Year to less than 3 Years	6.64%
3 Years to less than 5 Years	10.26%
5 Years to less than 10 Years	15.49%
10+ Years	64.59%
Grand Total	100.00%

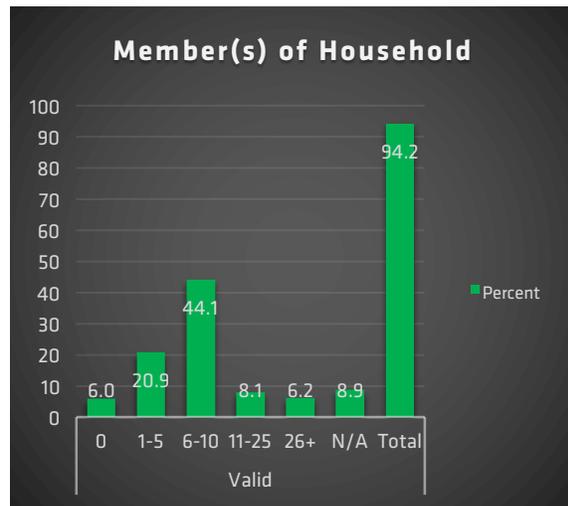
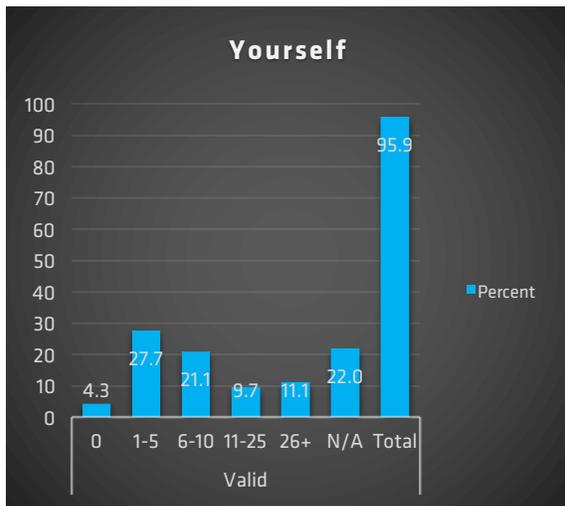
Children in Household

Marriage	Child Under 2 yrs old	Child_ Preschool Age	Child K 2G	Child 3 5G	Child_Mid School	Child_High School	Child over 18
Single	30.0	24.0	25.0	28.0	29.0	36.0	34.0
Married	248.0	235.0	247.0	259.0	280.0	279.0	260.0
Separated/Divorced	20.0	13.0	12.0	16.0	23.0	19.0	18.0
Widowed	5.0	7.0	8.0	11.0	5.0	7.0	17.0

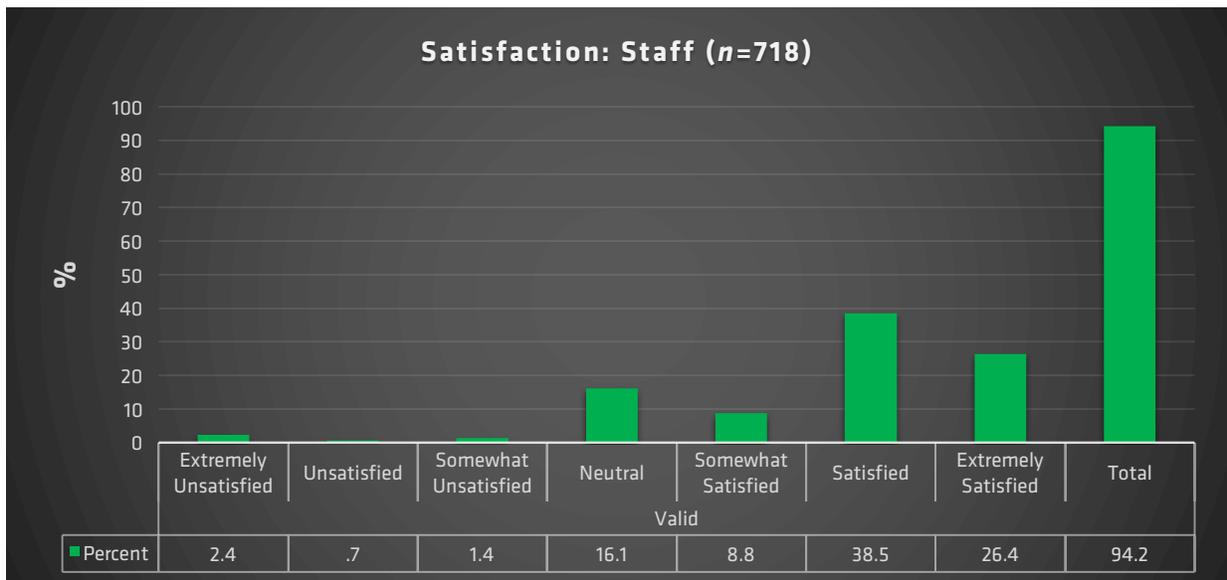
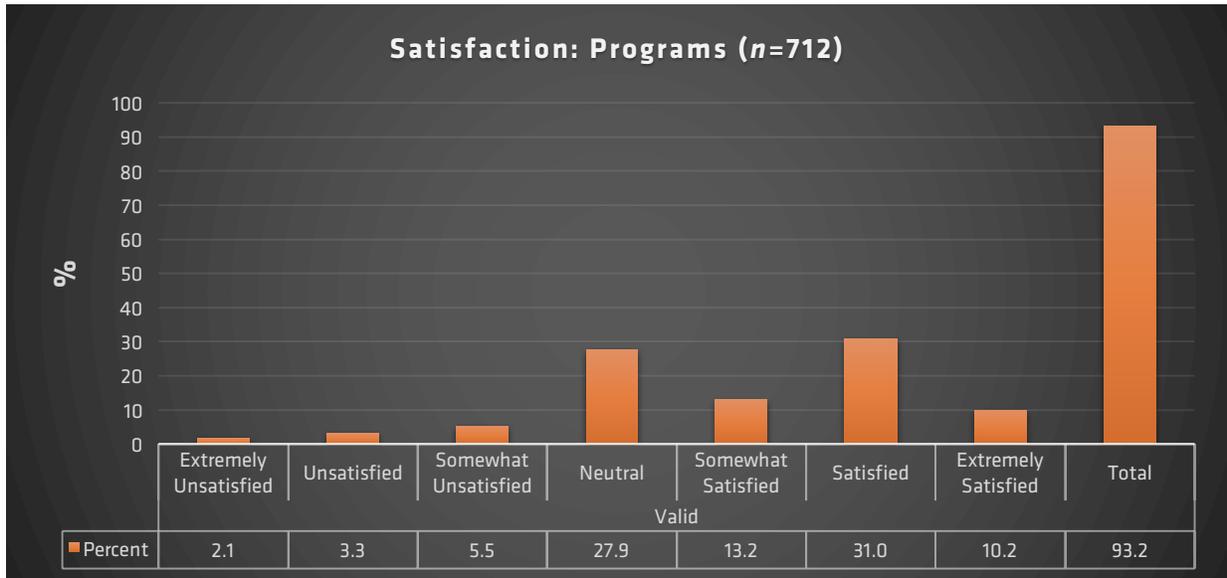
SECTION 1: CURRENT PARTICIPATION PATTERNS & SATISFACTIONS

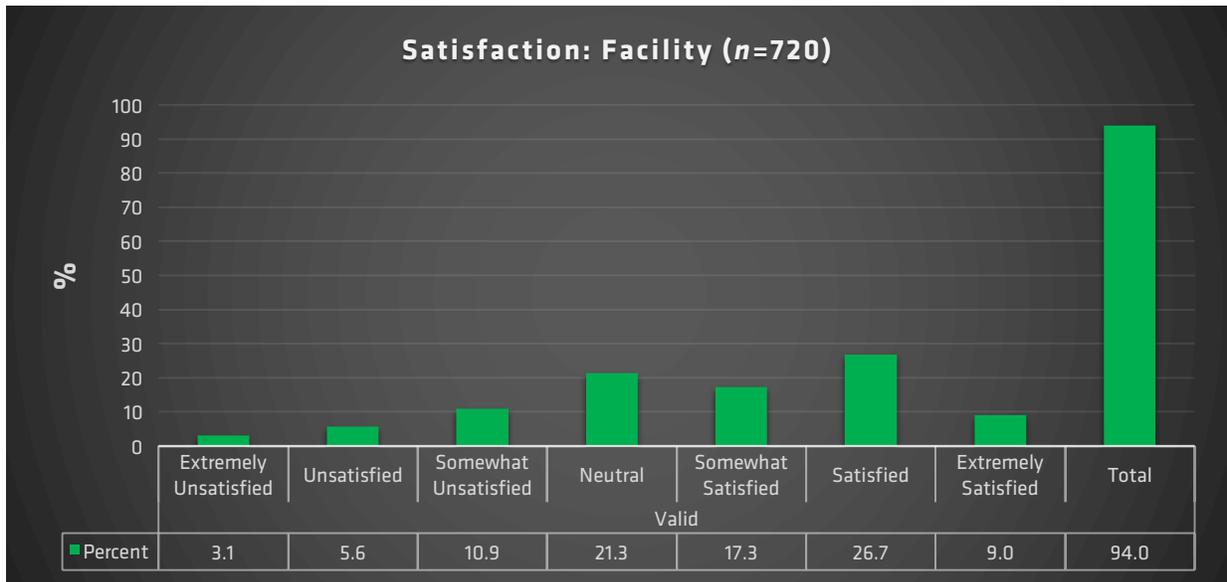
The first section of the questionnaire asked the current participation patterns, perceived service quality and satisfaction associated with the current recreation center.

Question 1 asked the previous usage patterns by respondents and member(s) of households. During the previous year, 69.7% of the residents used MRCT. In addition, 79.3% of the households had used MRCT during the past year.

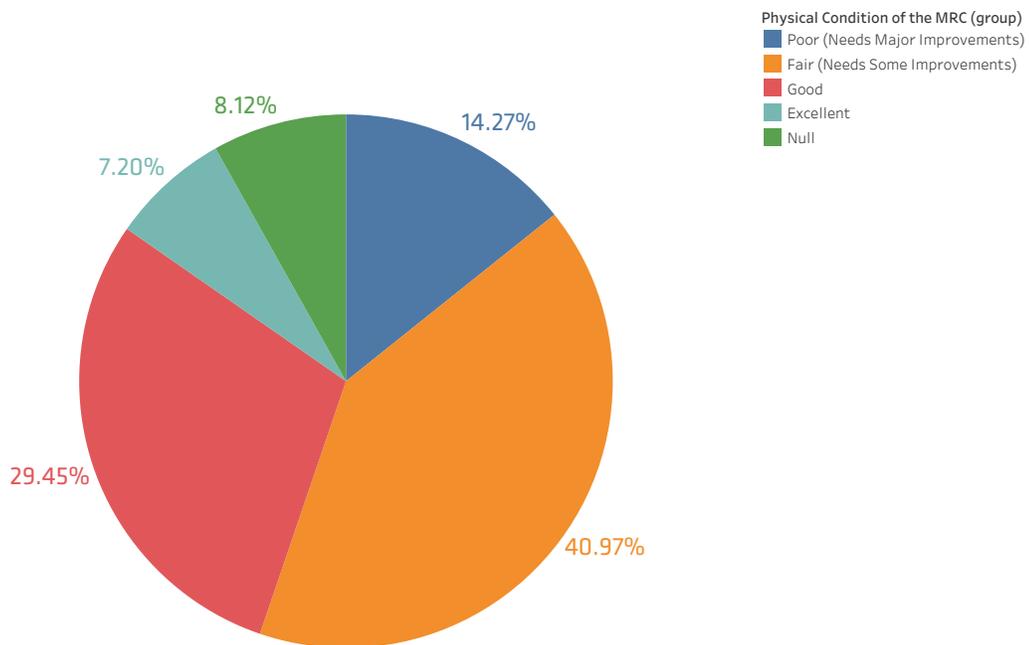


Question 2 asked respondents to identify the overall satisfaction with MRC for programs, staff, and facility. A total of 24 respondents failed to answer the question. Of those that answered it, 90% said they were satisfied and 10% said they were not, suggesting that respondents were overwhelmingly satisfied. In the review of previous research in the field, the national level of satisfaction is +/-65%. The following graphs highlight the survey data.

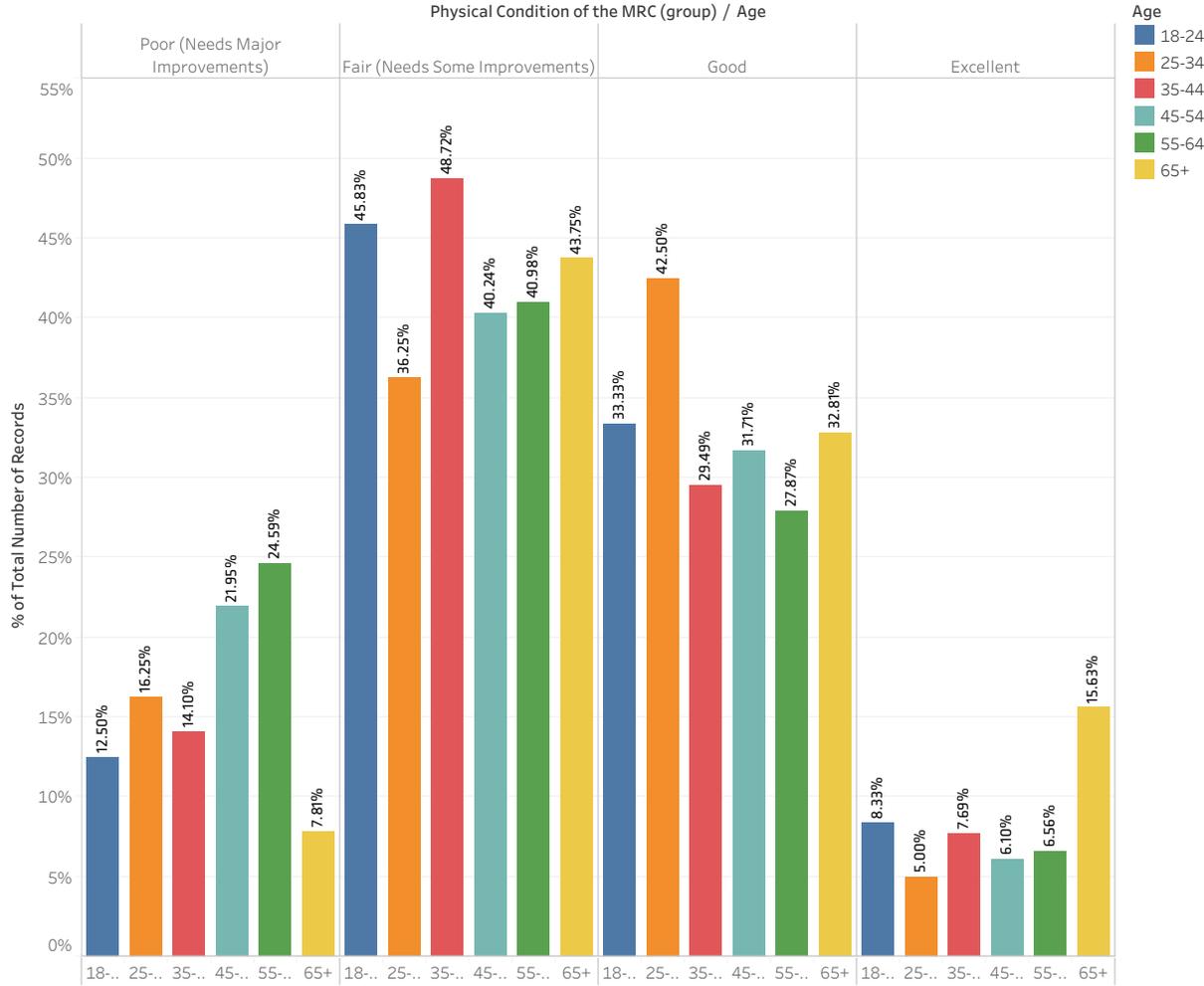




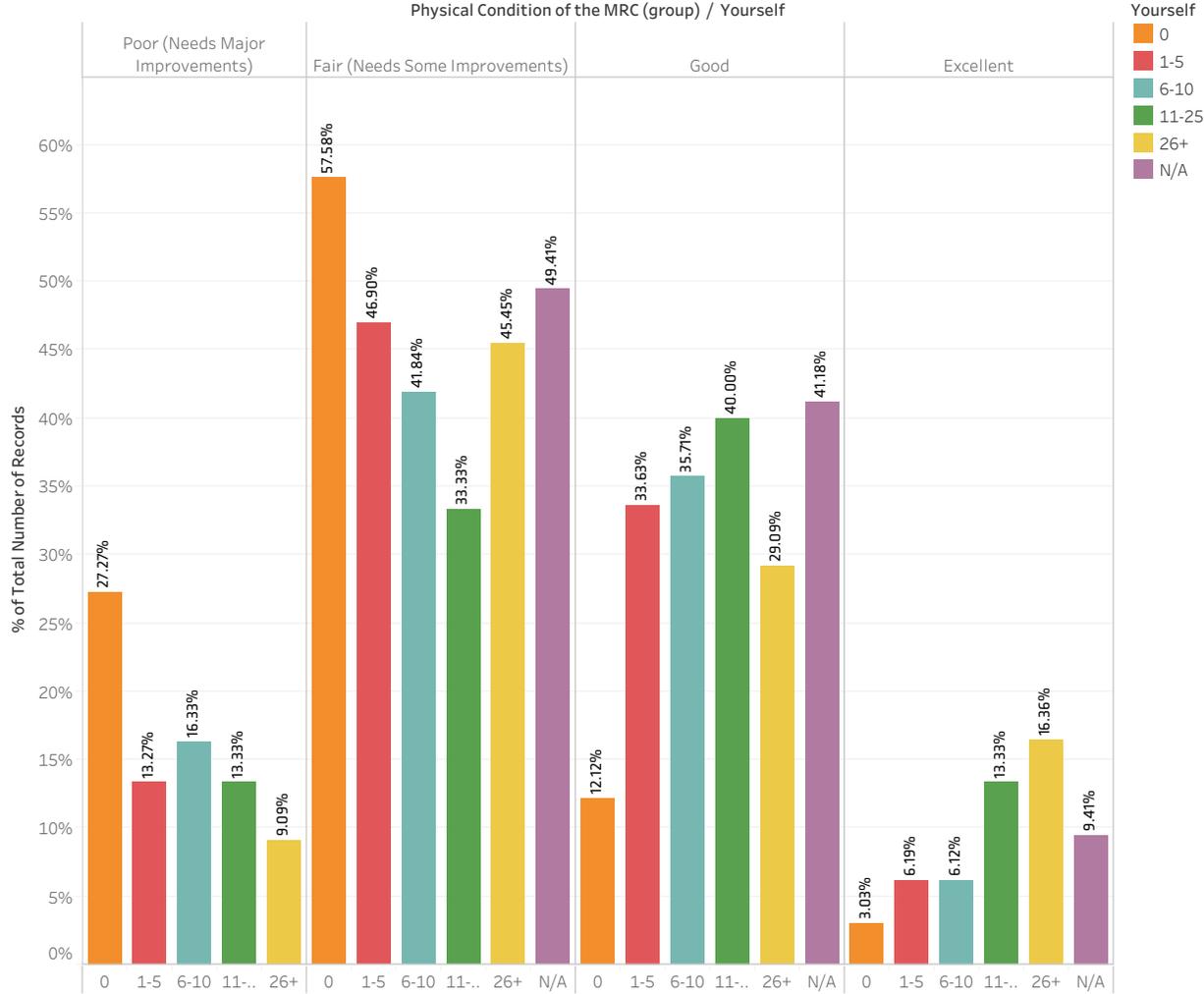
Question 3 asked respondents to rate the current MRCT’s physical condition. identify the overall satisfaction with MRC for programs, staff, and facility. The following pie chart and graphs highlight the survey data.



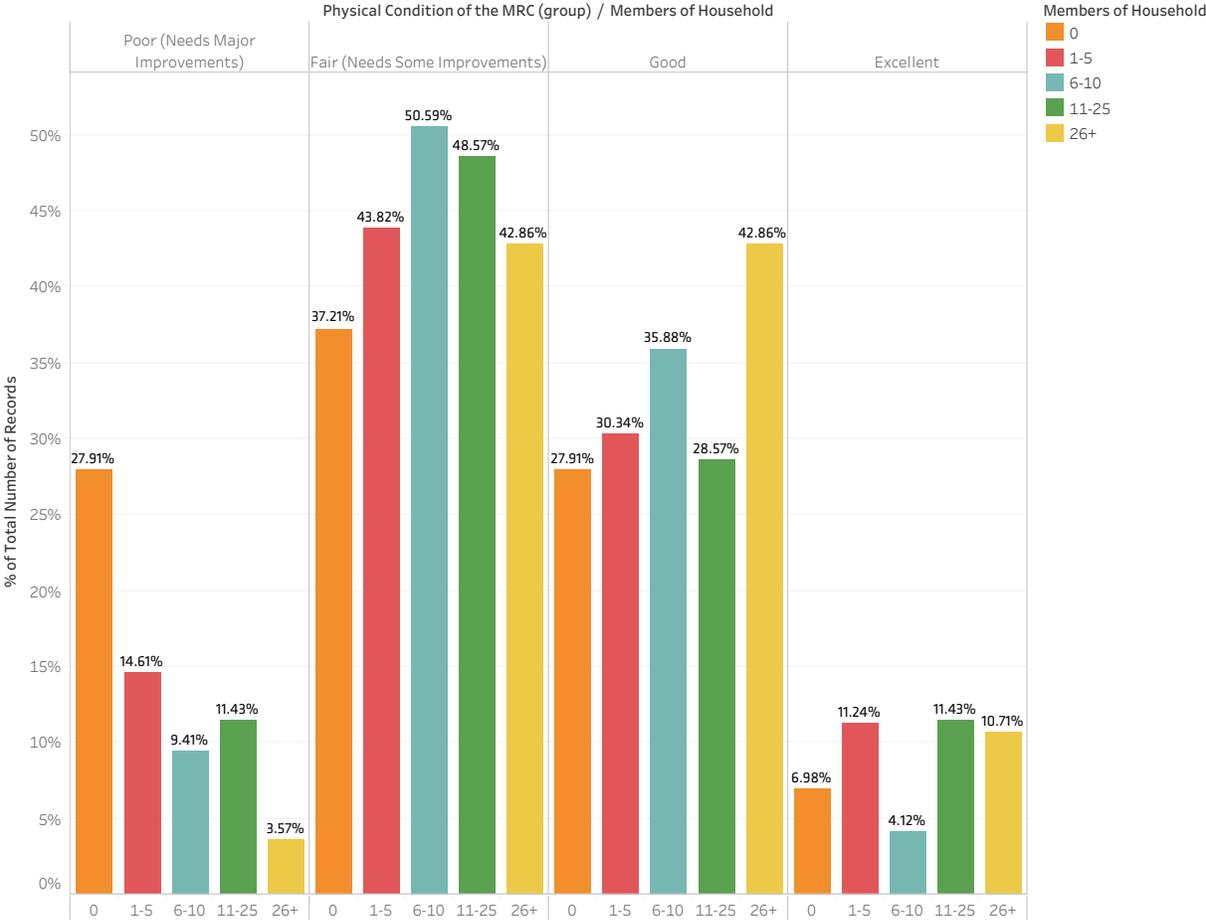
Physical Condition of the Current MRC by Age Group



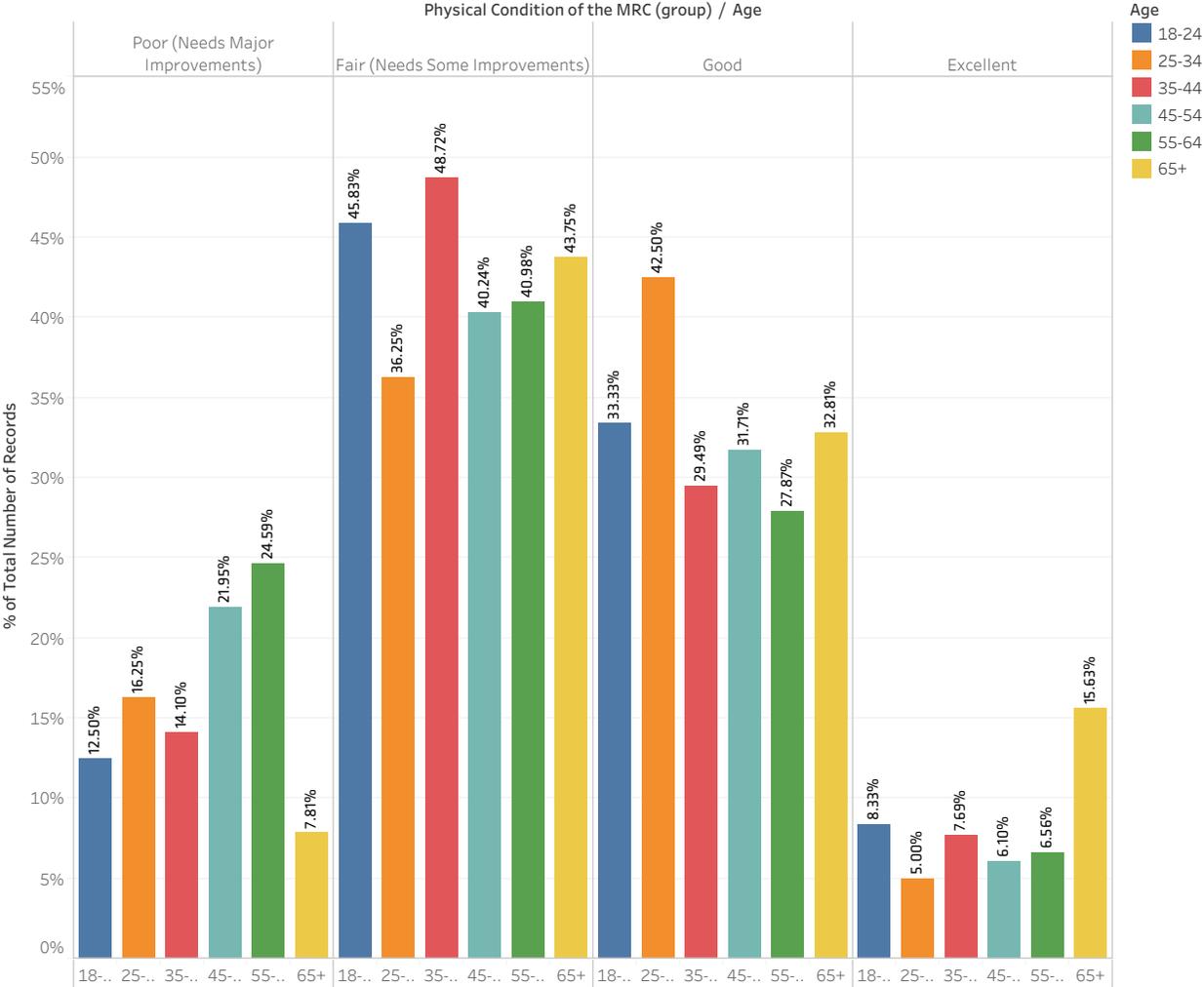
Physical Condition of the Current MRC by Usage (Yourself)



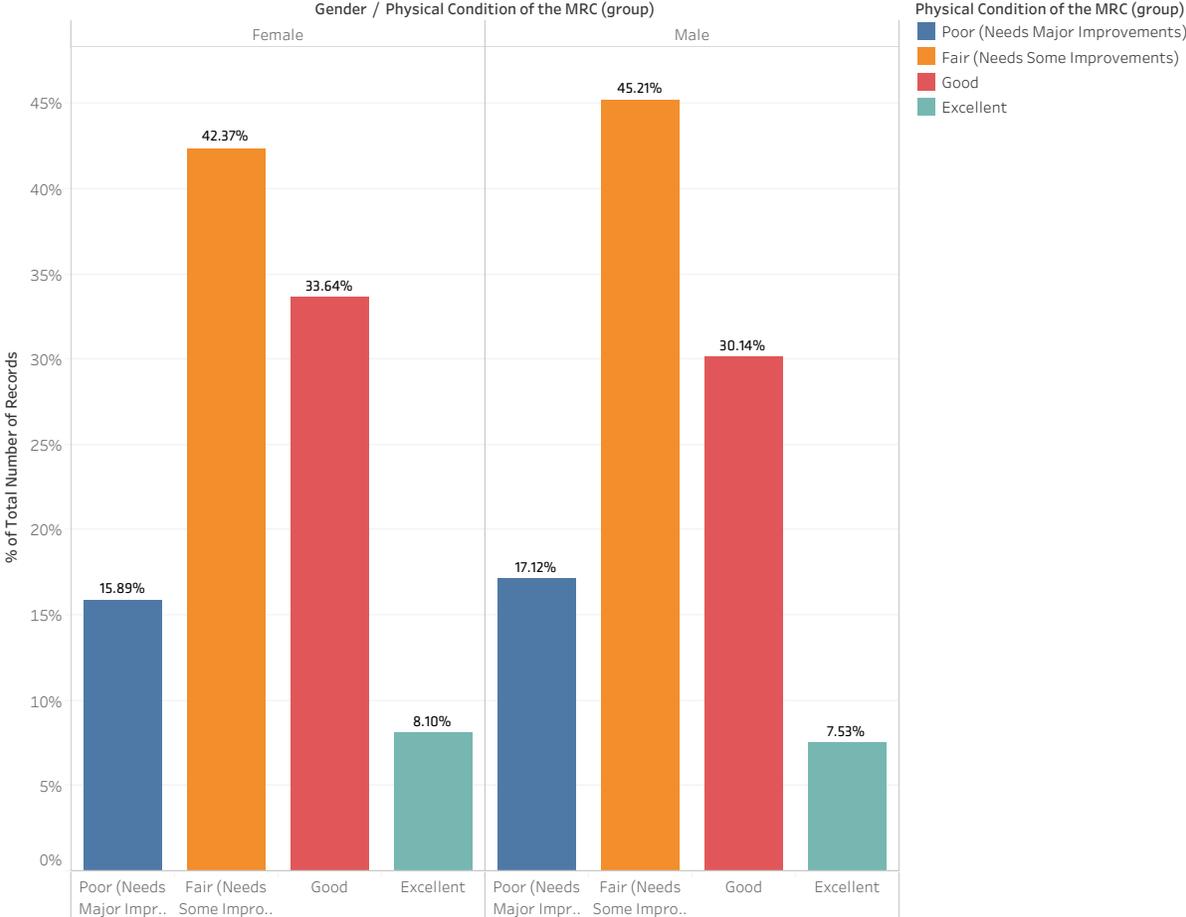
Physical Condition of the Current MRC by Usage (Member of Household)



Physical Condition of the Current MRC by Age Group

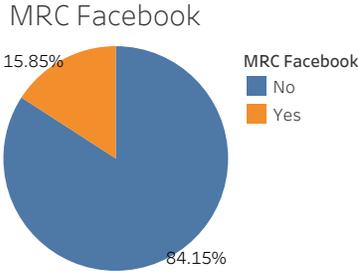
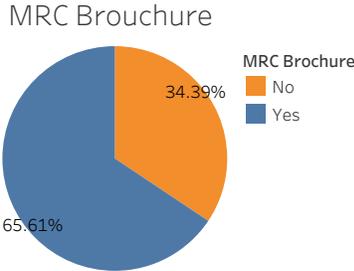


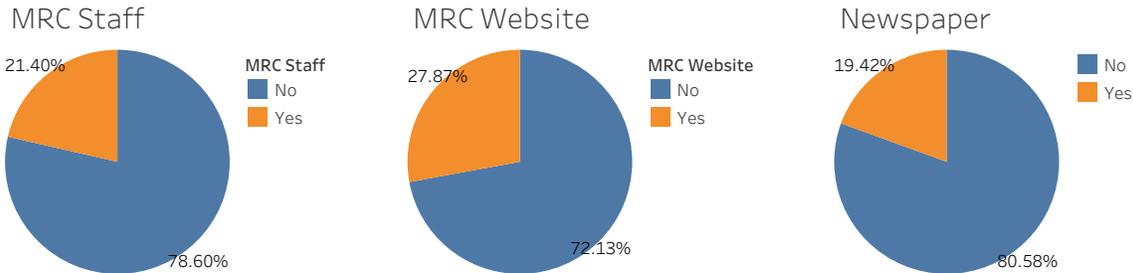
Physical Condition of the Current MRC by Gender



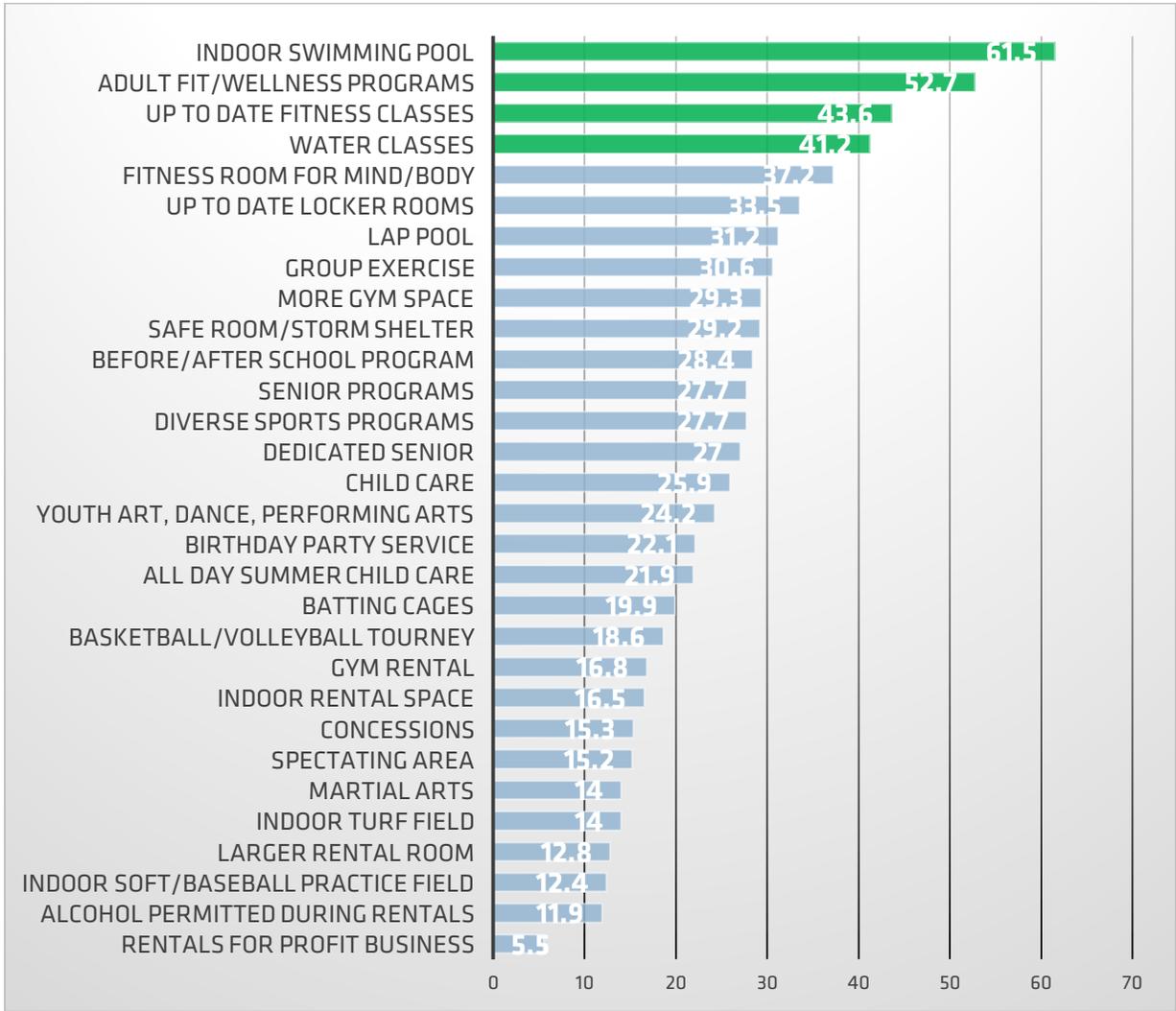
SECTION 2: PREFERRED PROGRAMS/AMENITIES AT THE NEW MRCT

The second section of the questionnaire asked the sources of information regarding MRC and MRC’s programs and amenities. Also, this section asked the preferred programs/amenities that residents thought most important to them and/or household. Respondents were able to choose all that apply.





Following graph shows the residents' preferred programs/amenities from the new MRCT.



In sum, the highest demanding amenity was the Indoor Swimming Pool (61.5%) followed by the Fitness Room for Mind/Body (37.2%) and the Up-To-Date Locker Rooms (33.5%). In terms of the programs, respondents indicated the Adult Fitness and Wellness Programs highest (52.7%) followed by the Up-To-Date Fitness Classes (43.6%) and the Water Classes (41.2%).

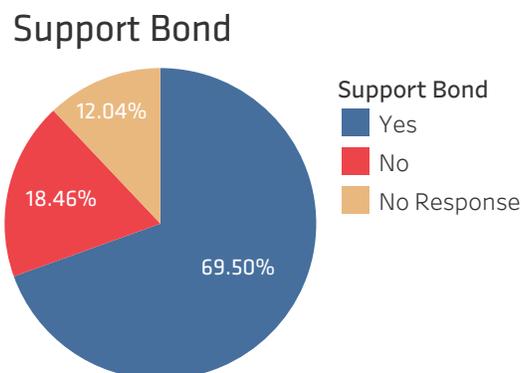
In addition, 52 respondents provided their preferred programs/amenities that were not listed of the list on the second questions in section 2. The following table is the findings of the questions 2.

List	Frequency
Sauna	11
Indoor Walking Track	10
Adult Programs (not for Senior)	8
Racquetball Court	7
Yoga	6
Operation Hours Issue	6
Tennis, Spinning, Massage, Zumba	4

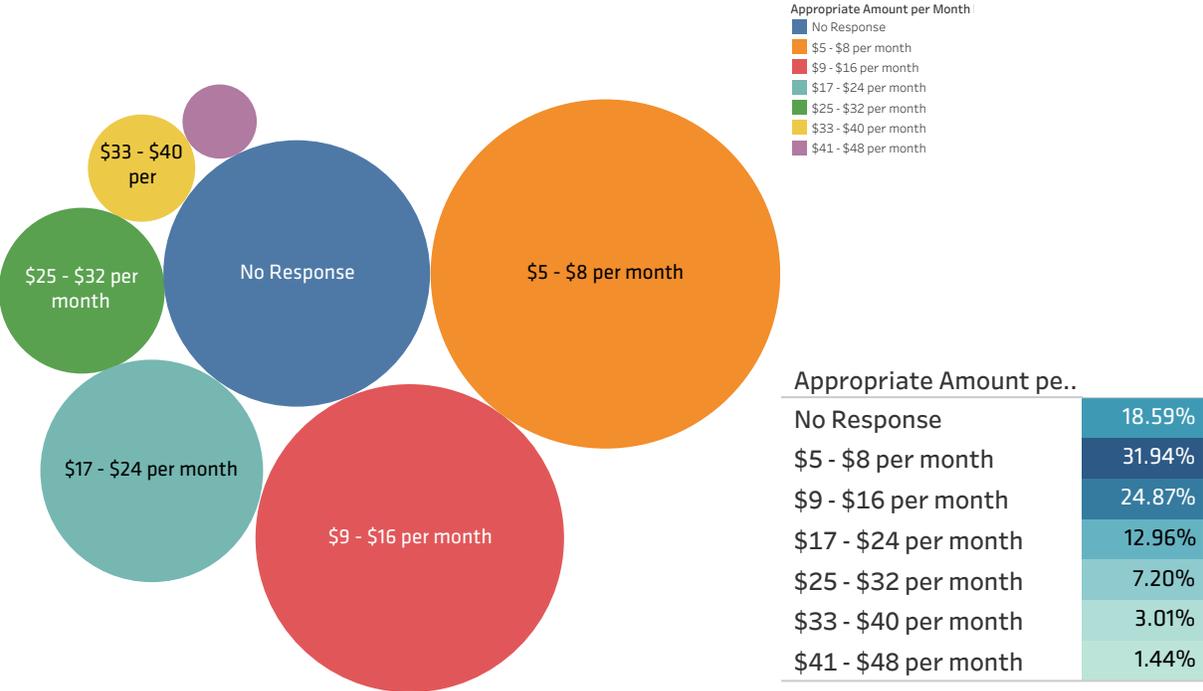
SECTION 3: ATTITUDES TOWARD THE NEW MRCT

The third section of the questionnaire asked residents' perceived social impact derived from the development of the new MRCT. In addition, this section asked three particular questions on residents' opinions on the support of public funds (e.g., bond) to build the new MRCT and the amounts that they would like to pay per months and as a total amount of the fund.

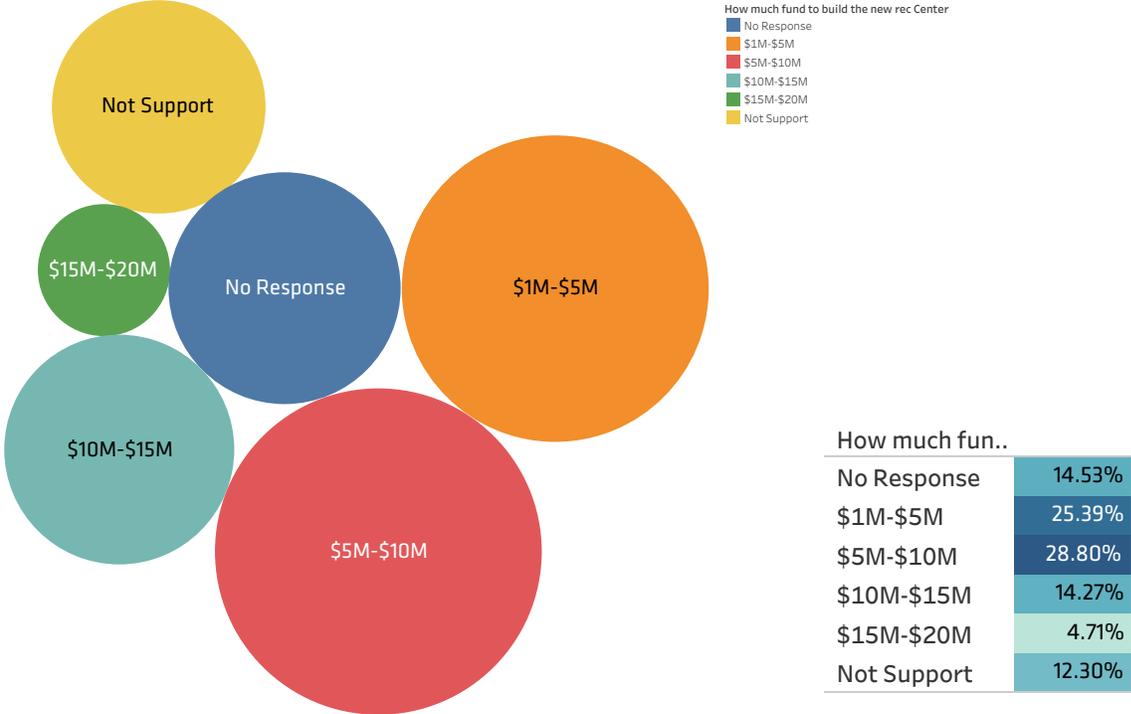
Following pie charts and packed bubble graphics highlight the opinions on the support the bond, an appropriate amount of the fund, and a monthly amount that they would like to pay for.



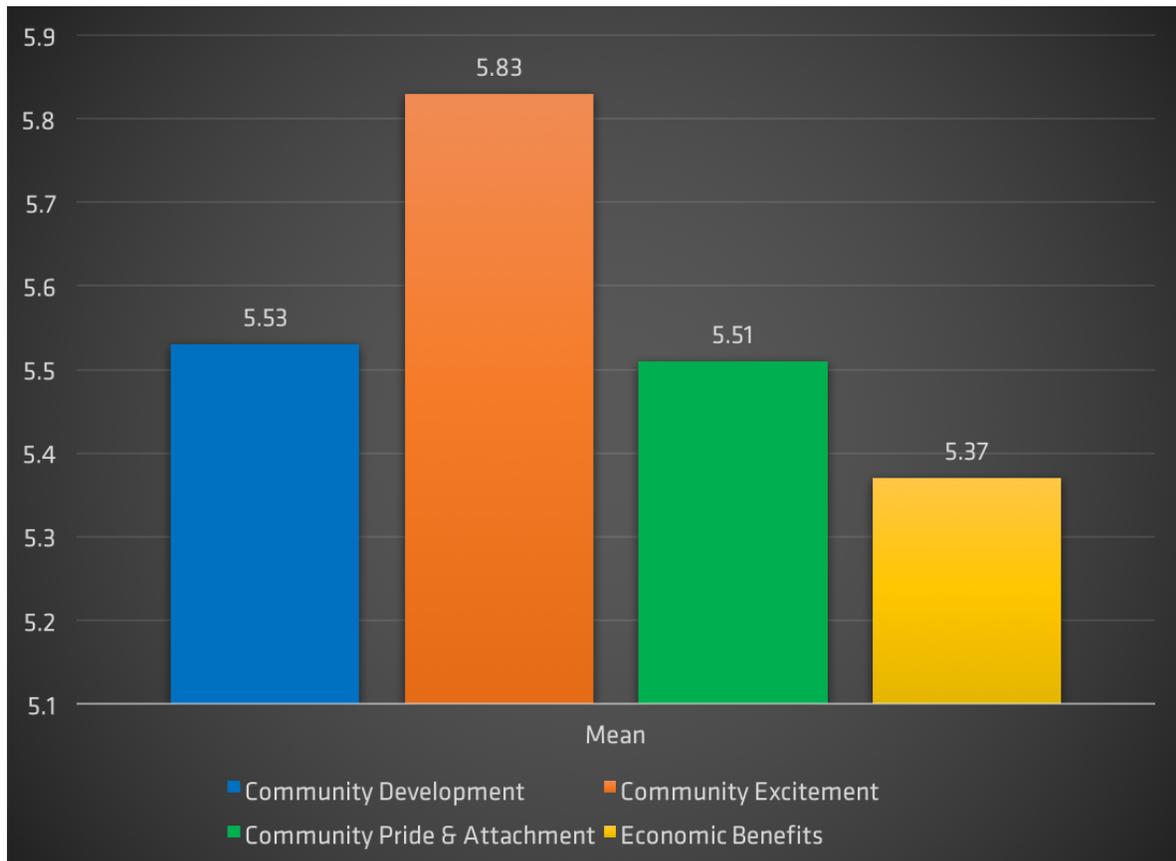
Monthly amount to be willing to spend for building the new rec center



How much money would be the appropriate amount of fund to build the new rec center?



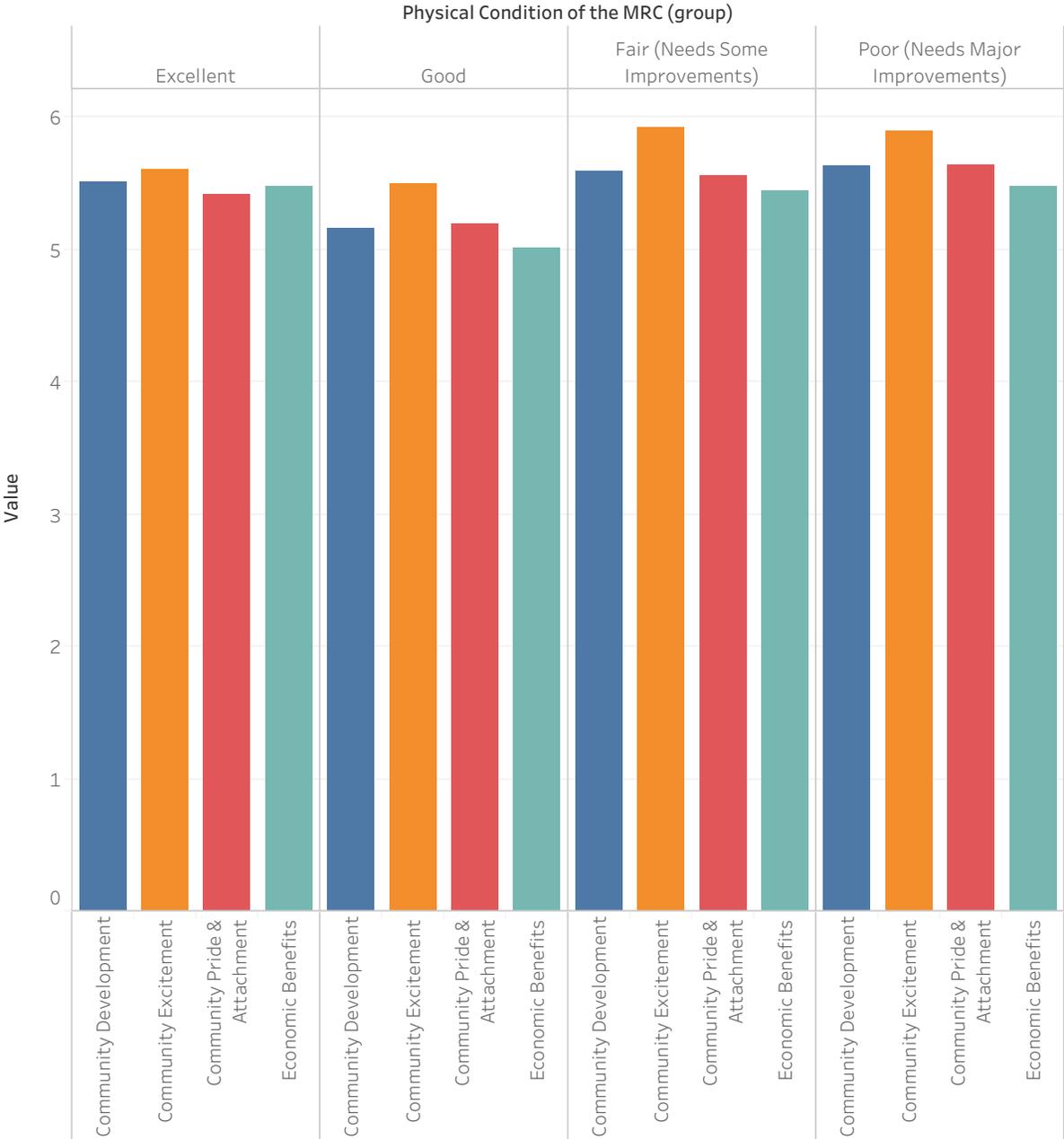
The question 4 consists of a total of 18 questions reflect residents' perceived social impacts from the development of the new MRCT. Following graph shows the summary of the social impacts by the residents. All 18 questions were rated using 7-point Likert scale that represents 1 as "Strongly Disagree", 2 as "Disagree", 3 as "Somewhat Disagree", 4 as "Neutral", 5 as "Somewhat Agree", 6 as "Agree", and 7 as "Strongly Agree."



Overall, all four factors of the social impacts were rated fairly high in a positive manner as compared to similar studies that conducted in the past. In particular, Community Excitement was rated the highest ($M=5.83$) followed by Community Development ($M=5.53$), Community Pride and Attachment ($M=5.51$), and Economic Benefits ($M=5.37$).

Following graphs highlight the social impacts by the related variables (e.g., usage patterns, length of residency, opinions on the support the bond, etc.) in order to examine the differences by the variables on social impacts derived from the development of the new MRCT.

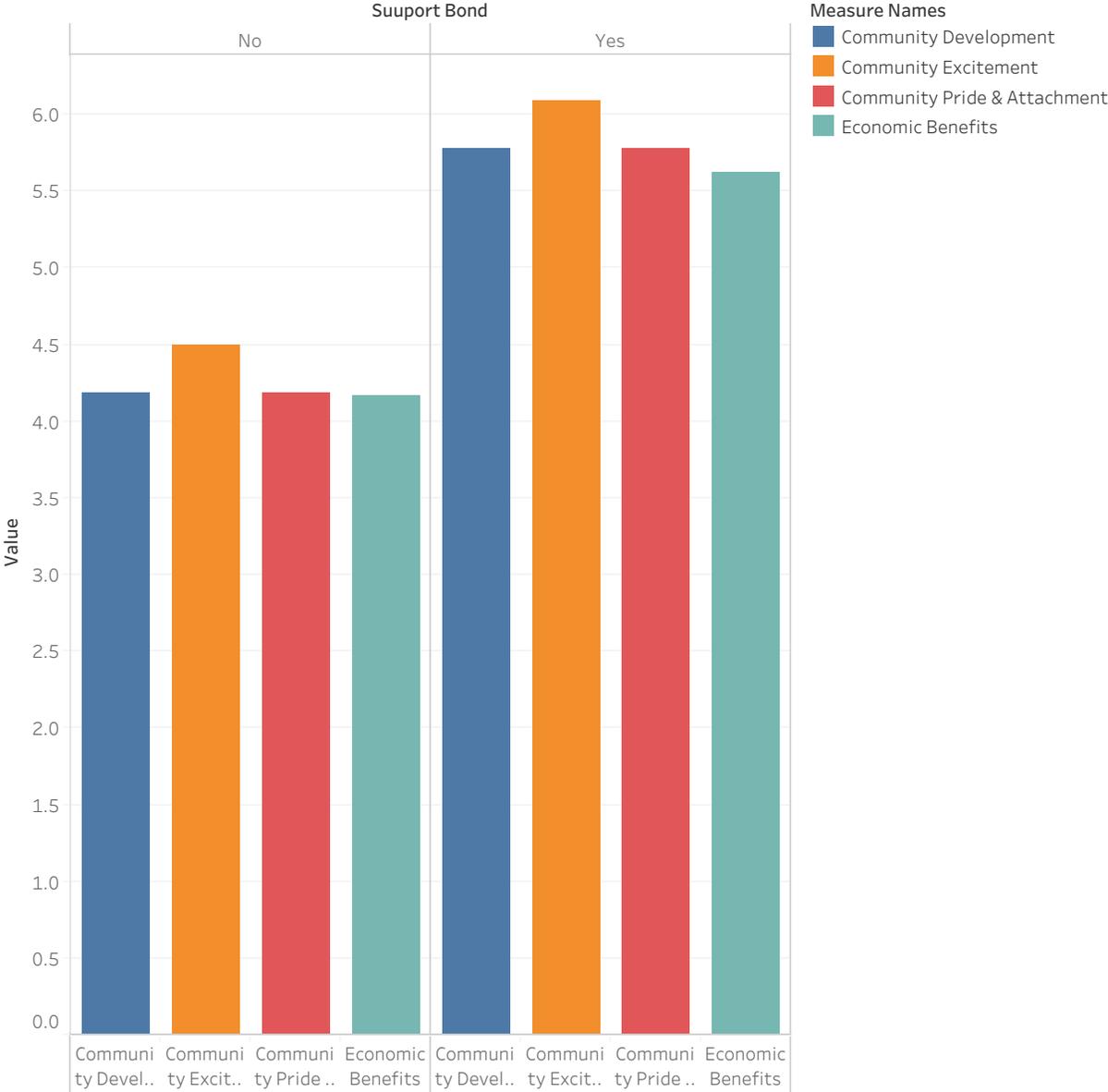
Social Impact by Attitude toward the Physical Conditions of the Current MRCT



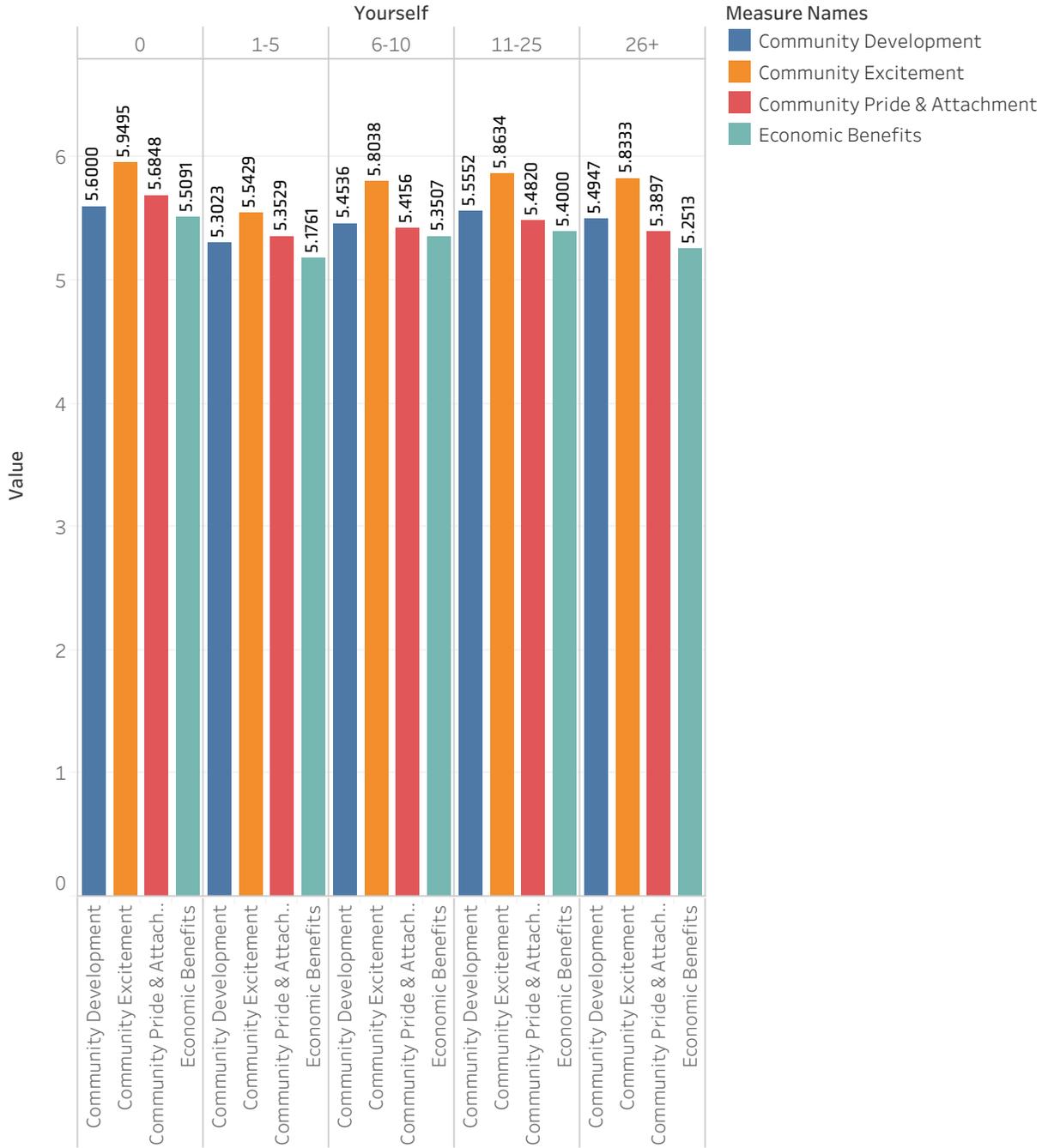
- Measure Names
- Community Development
 - Community Excitement
 - Community Pride & Attachment
 - Economic Benefits

In particular, respondents who indicated “Yes” to support the bond to build the new MRCT rated all four factors of the social impacts higher than who would not support the bond. This finding indicates that residents who support the bond possess the positive attitude toward the social impacts from the development of the new MRCT.

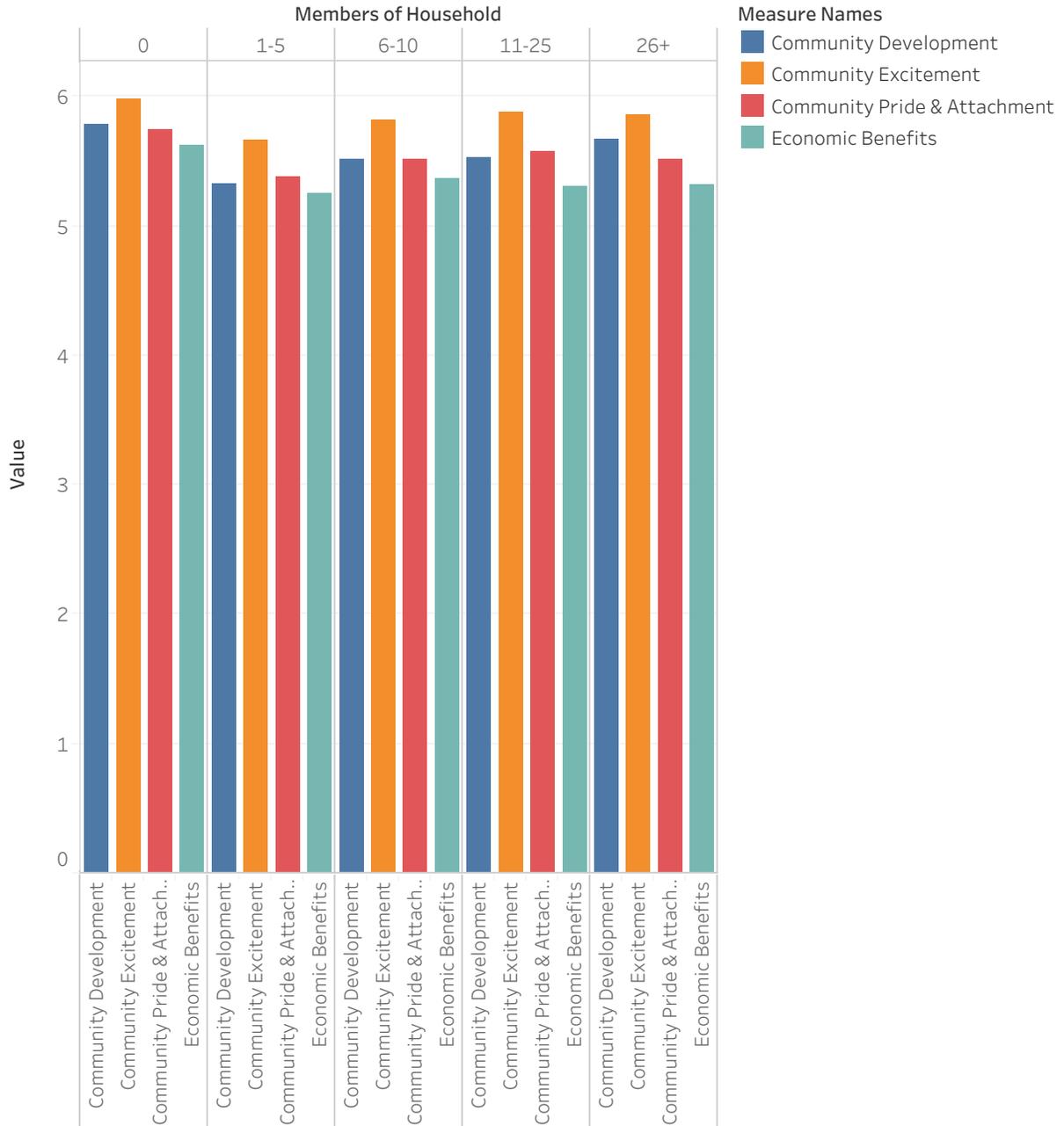
Social Impact by Support Bond



Social Impact by Usage (Yourself)

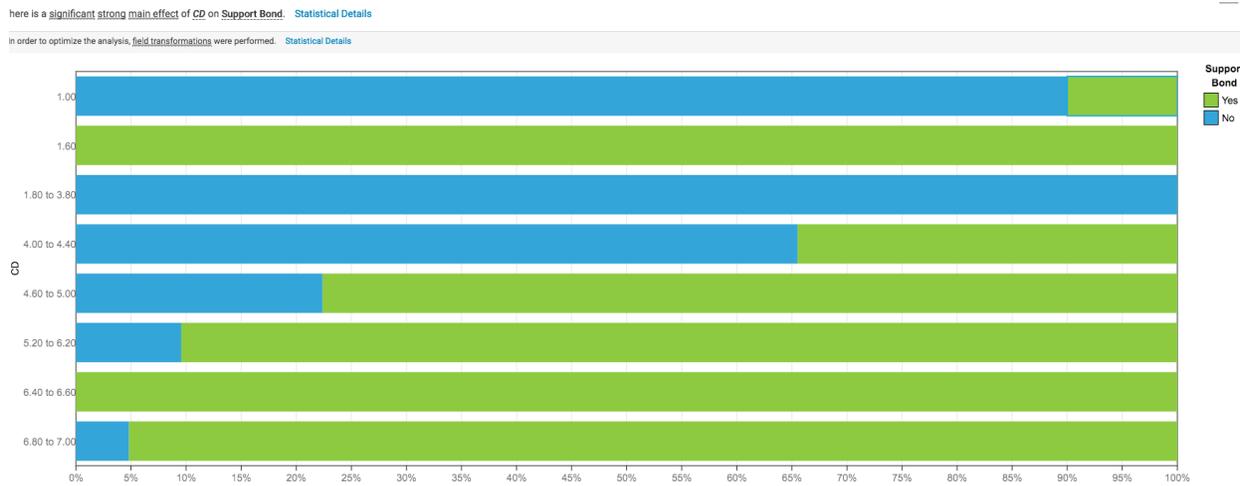


Perceived Social Impact of the New Rec Center by Usage (Household)



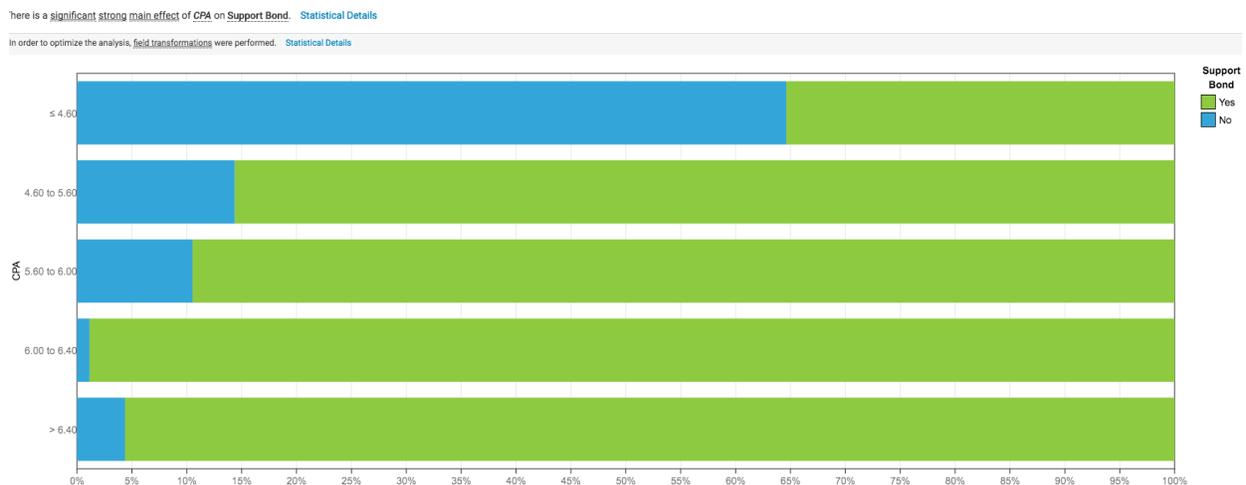
PREDICTIVE ANALYTICS ON BEHAVIORAL INTENTION

The third section of the questionnaire asked residents' perceived social impact derived from the development of the new MRCT. In addition, this section asked three particular questions on residents' opinions on the support of public funds (e.g., bond) to build the new MRCT and the amounts that they would like to pay per months and as a total amount of the fund.



Community Development positively influences on the intention to support the bond.

- Predictive strength: 88%

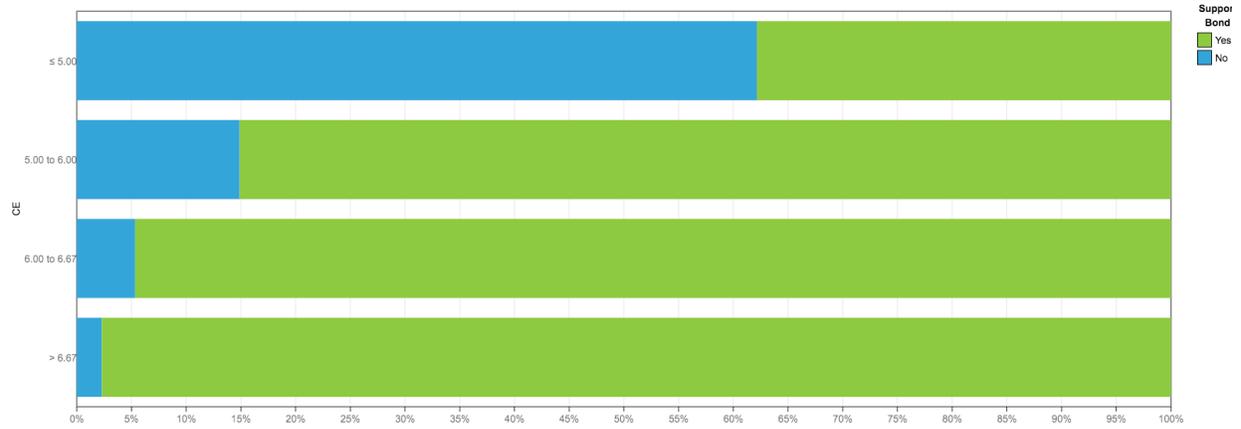


Community Pride & Attachment positively influence on the intention to support the bond.

- Predictive strength: 85%

There is a significant strong main effect of CE on Support Bond. [Statistical Details](#)

In order to optimize the analysis, field transformations were performed. [Statistical Details](#)

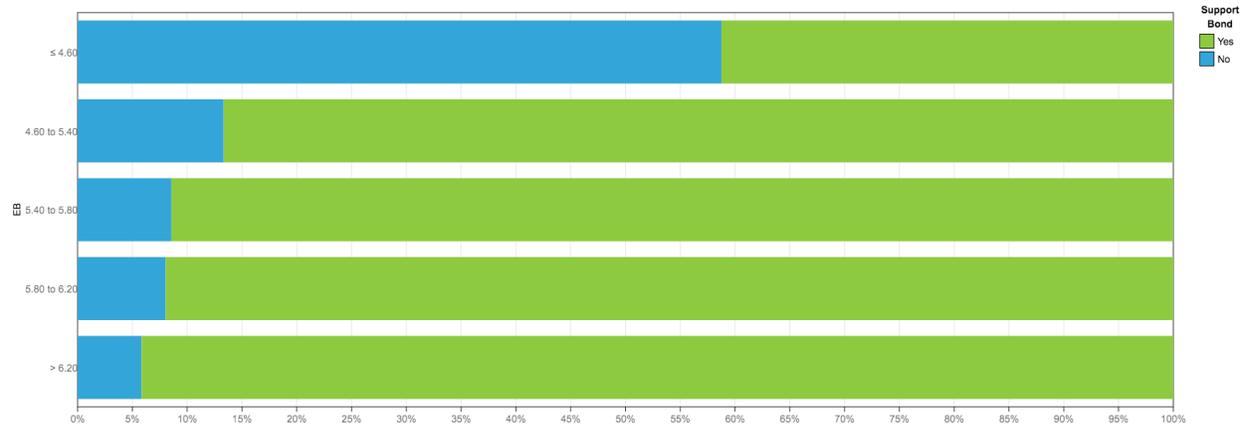


Community Excitement positively influences on the intention to support the bond.

- Predictive strength: 84%

There is a significant strong main effect of EB on Support Bond. [Statistical Details](#)

In order to optimize the analysis, field transformations were performed. [Statistical Details](#)

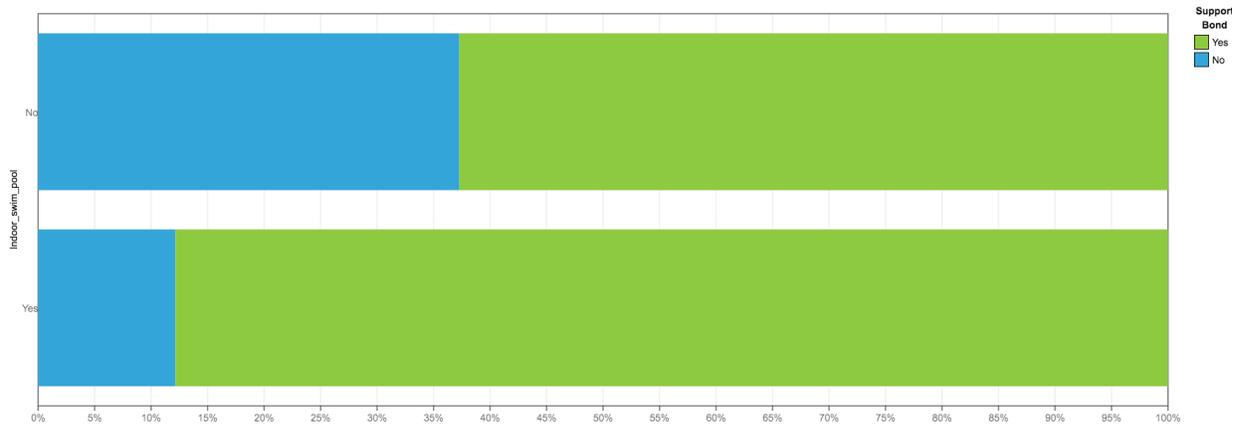


Economic Benefits positively influences on the intention to support the bond.

- Predictive strength: 83%

There is a significant moderate main effect of Indoor_swim_poo... on Support Bond. [Statistical Details](#)

In order to optimize the analysis, field transformations were performed. [Statistical Details](#)

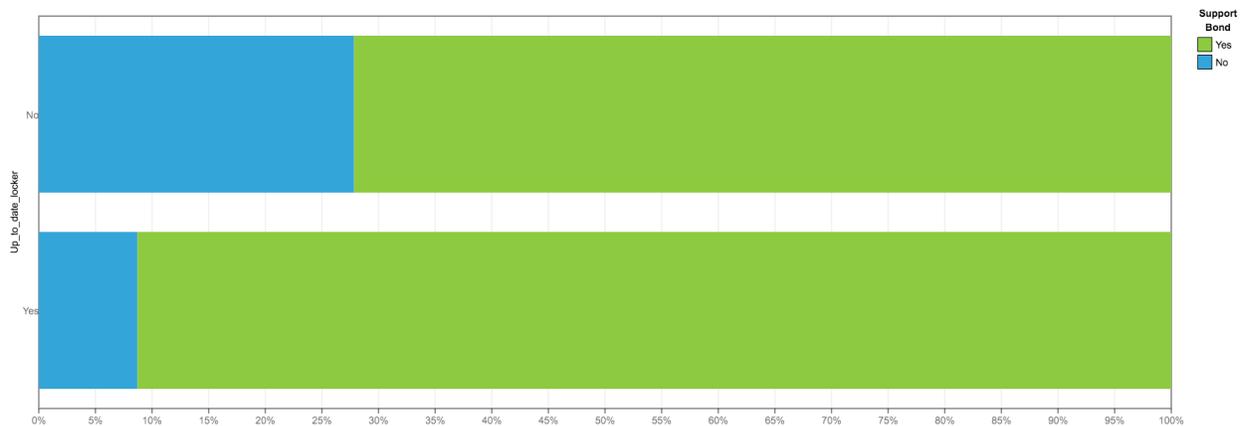


Indoor Swimming Pool positively influences on the intention to support the bond.

- Predictive strength: 79%

There is a significant moderate main effect of Up_to_date_locker... on Support Bond. [Statistical Details](#)

In order to optimize the analysis, field transformations were performed. [Statistical Details](#)

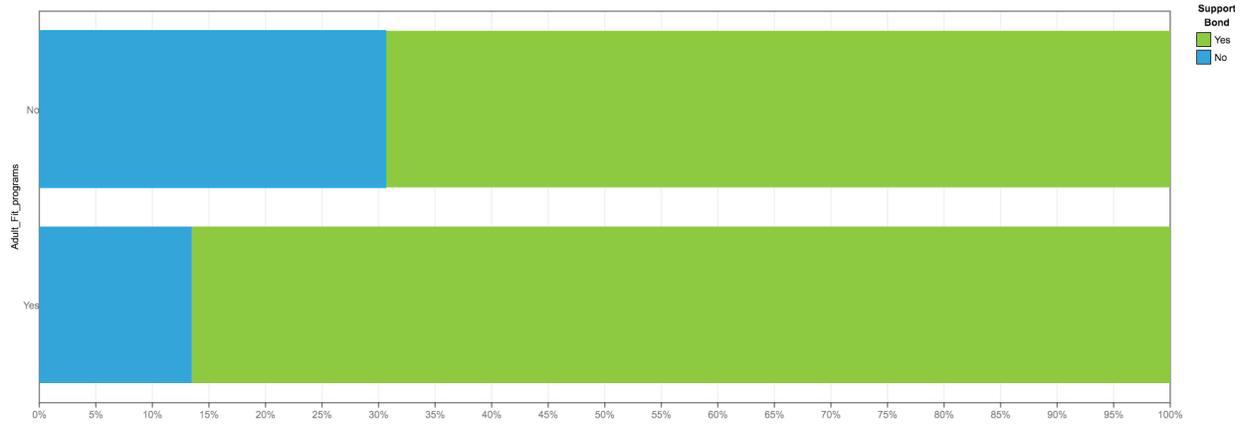


Up-To-Date Locker Room positively influences on the intention to support the bond.

- Predictive strength: 79%

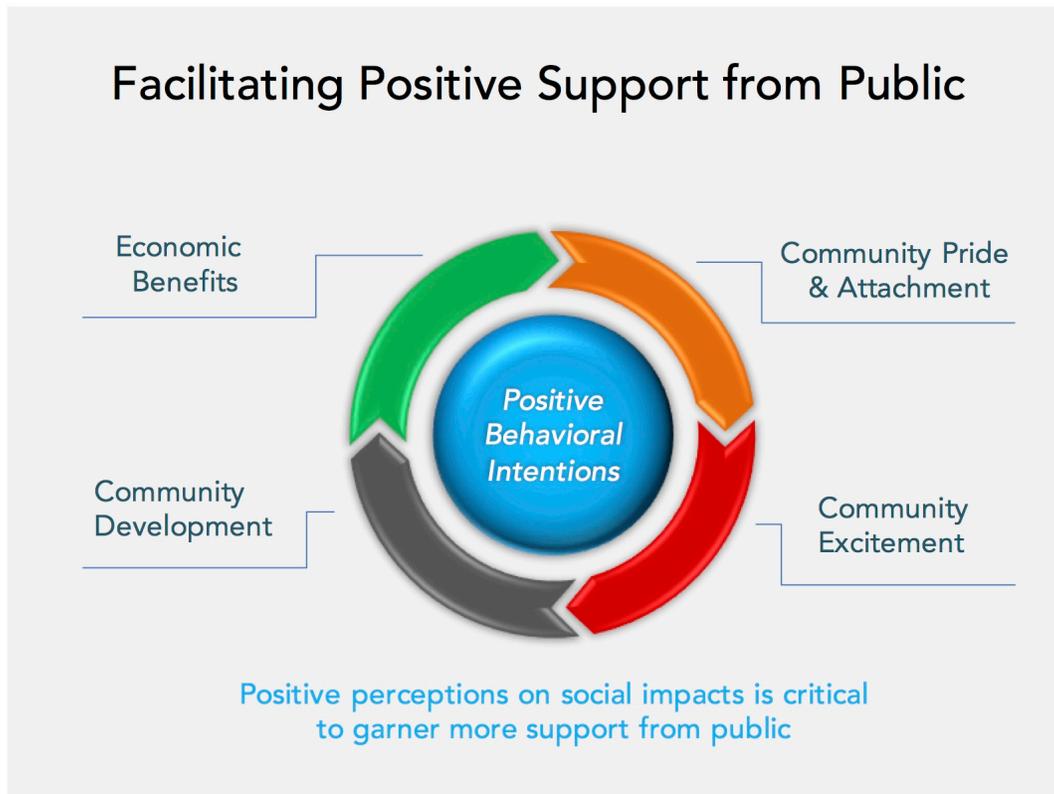
There is a significant weak main effect of Adult_Fit_prog... on Support Bond. [Statistical Details](#)

- In order to optimize the analysis, field transformations were performed. [Statistical Details](#)



Adult Fitness Programs positively influences on the intention to support the bond.

- Predictive strength: 79%



Social impacts positively influence on the support of the bond to build the new MRCT. It is critical to garnering more positive supports from the public to successfully develop the new MRCT based on utilizing the bond. Thus, MRC staff and administrators need to develop and implement effective public relation strategies to increase the awareness of both tangible (e.g., economic impacts) and intangible impacts (e.g., social impacts) that will benefit to Mulvane communities in order to earn more public support from residents of Mulvane, KS.

DISCUSSION

SUMMARY OF FINDINGS

1. Multi-dimensional influences on the intention to support the development of the new rec center by utilizing public bond.
 - a. Residents indicated that they are highly satisfied with the current programs and staff while there is a need to improve the condition of the facilities.
 - b. Residents indicated all four factors of social impacts fairly high.
 - i. High level of expected social impacts from the development of the new MRCT.
2. Effective PR campaigns should be executed to garner higher level of supports to reduce potential social disputes.
3. Facility planners and government, MRC and the City of Mulvane, need to understand that generating positive social impacts will be critical to generate positive behavioral intentions from residents.
 - a. Not all residents support for facility development using public funds
4. Should develop effective plans (i.e., public campaign, PR strategies) to foster residents' perceived social impacts and potential benefits of the new rec center to the public.

FUTURE RESEARCH & LIMITATIONS

1. Conducting a longitudinal study to track the patterns of social exchange process (e.g., quality of life, social impacts, etc.)
2. Conducting focus group interviews to identify the needs and demands of prospective amenities and programs by residents of Mulvane, KS.
3. Limitations:
 - a. Lack of on-site data collection: Conduct focus-group interviews and/or more in-person data collection to acquire diverse participants to the study.
 - b. Limited generalizability
 - i. Only one-time data collection and study was conducted.
 - ii. Future research should be conducted as a longitudinal study to track actual changes on perceived social impacts after the development of the new MRCT.

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APPENDIX A: SURVEY QUESTIONNAIRE

Section 1: Current Participation Patterns & Satisfaction

1. During the last 12 months, approximately HOW MANY TIMES have you and member(s) in your household visited the Mulvane Recreation Center? Please check the box that best applies to you and members of your household. If you and your household have not used the Mulvane Recreation Center, please skip this section.

Category	0	1-5	6-10	11-25	26+	N/A
Yourself						
Member(s) of Your Household						

2. How SATISFIED are you with the Mulvane Recreation Center in following areas: facilities, programs, and staff. For each of the following please indicate your general level of satisfaction. Please check one box for EACH category.

Category	Extremely Unsatisfied	Unsatisfied	Somewhat Unsatisfied	Neutral	Somewhat Satisfied	Satisfied	Extremely Satisfied
Programs							
Facilities							
Staff							

If you indicated that you are dissatisfied or very dissatisfied with any of the above, please tell us why.

3. Overall, how would you rate the physical condition of the Mulvane Recreation Center?

Excellent
 Good
 Fair (needs some improvements)
 Poor (needs major improvements)

4. Please feel free to share any additional feedback on the quality of services below:

Section 2: Preferred Services/Amenities at a New Recreation Center

1. How have you or members of your household found out the programs and services offered by the Mulvane Recreation Commission (MRC)? Please check all that apply.

MRC Brochure
 MRC Website
 MRC Facebook
 MRC Staff
 Newspapers
 Friends/Neighbors
 Other (please specify): _____

2. If MRC builds the NEW RECREATION CENTER, what programs/amenities are most important to you and/or your household? Please check all PROGRAMS/AMENITIES that are most important to you and/or your household.

- | | |
|--|--|
| <input type="checkbox"/> Dedicated Senior Center | <input type="checkbox"/> Up-To-Date Locker Rooms |
| <input type="checkbox"/> Indoor Swimming Pool | <input type="checkbox"/> Lap Pool |
| <input type="checkbox"/> Water Classes | <input type="checkbox"/> Fitness Room for Mind/Body |
| <input type="checkbox"/> Up-To-Date Fitness Classes | <input type="checkbox"/> Diverse Sports Programs |
| <input type="checkbox"/> Indoor Turf Field | <input type="checkbox"/> Batting Cages |
| <input type="checkbox"/> More Gym Space | <input type="checkbox"/> Indoor Soft/Baseball Practice Field |
| <input type="checkbox"/> Basketball/Volleyball Tourney | <input type="checkbox"/> Spectating Areas |
| <input type="checkbox"/> Gym Rental | <input type="checkbox"/> Larger Rental Room |
| <input type="checkbox"/> Indoor Rental Spaces | <input type="checkbox"/> Birthday Party Services |
| <input type="checkbox"/> Before/After School Program | <input type="checkbox"/> Child Care |
| <input type="checkbox"/> All Day Summer Child Care | <input type="checkbox"/> Safe Room/Storm Shelter |
| <input type="checkbox"/> Concession Stand | <input type="checkbox"/> Senior Programs |
| <input type="checkbox"/> Youth Art, Dance, Performing Arts | <input type="checkbox"/> Adult Fitness/Wellness Programs |
| <input type="checkbox"/> Group Exercise | <input type="checkbox"/> Martial Arts |
| <input type="checkbox"/> Rentals for Profit Businesses | <input type="checkbox"/> Alcohol Permitted During Rentals |

3. Are there programs/amenities NOT LISTED above that you would like the new recreation center to offer for you and/or your household? If so, please list here:

Section 3: Attitudes toward the New Recreation Center Development

- Would you support a bond to build the new recreation center? Yes No
- How much money would be the appropriate amount of fund to build the new recreation center?

<input type="checkbox"/> \$1 million to \$5 million	<input type="checkbox"/> \$5 million to \$10 million
<input type="checkbox"/> \$10 million to \$15 million	<input type="checkbox"/> \$15 million to \$20 million
<input type="checkbox"/> None, I would not support the new recreation center	

3. Public fund (e.g., taxes) would be used to pay for building a new recreation center. Divided monthly, what amount would you be willing to spend per month for building the new recreation center.

- \$5 to \$8 per month
 \$9 to \$16 per month
 \$17 to \$24 per month
 \$25 to \$32 per month
 \$33 to \$40 per month
 \$41 to \$48 per month

4. Please rate the following statements that assess your perceived social impacts from the development of the new recreation center in Mulvane, KS.

General Statements	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
Improving the quality of community public services							
Increasing trade for local business							
Increasing awareness of Mulvane to surrounding communities							
Enhancing social unity of the community							
Improving economic conditions							
Increasing my social interactions within my community							
Generating excitement to the community							
Increasing diverse sports and recreation opportunities							
Increasing my community confidence							
Accelerating community growth							
Enhancing the community pride							
Providing new activities to the community							
Increasing my sense of well-being							
Gaining a positive recognition of Mulvane							
Enhancing the sense of being a part of community							
Increasing employment opportunities							
Enhancing community beauty							
Increasing sports and recreation infrastructure							

Section 4: Demographics

The following information is helpful in providing us with the ability to describe different groups of households for better management and planning. Your answers will be used for statistical purposes and classification only. The data will not be identified with you personally.

1. Gender: Male Female

2. What is your age?

<input type="checkbox"/> 18 to 24 years old	<input type="checkbox"/> 25 to 34 years old	<input type="checkbox"/> 35 to 44 years old
<input type="checkbox"/> 45 to 54 years old	<input type="checkbox"/> 55 to 64 years old	<input type="checkbox"/> 65 or older

3. How would you describe your race/ethnicity?

<input type="checkbox"/> White/Caucasian	<input type="checkbox"/> African American	<input type="checkbox"/> Hispanic
<input type="checkbox"/> American Indian	<input type="checkbox"/> Asian/Pacific Islander	<input type="checkbox"/> Other: _____

4. Which of the following best describes your household?

<input type="checkbox"/> Single	<input type="checkbox"/> Married	<input type="checkbox"/> Separated/Divorced	<input type="checkbox"/> Widowed
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5. If you have children living in your home, please indicate the NUMBER of children you have on each category.

<input type="checkbox"/> Under 2 Years Old	<input type="checkbox"/> Preschool Age	<input type="checkbox"/> K to 2 nd Grade
<input type="checkbox"/> 3 rd to 5 th Grade	<input type="checkbox"/> Middle School	<input type="checkbox"/> High School
<input type="checkbox"/> Over 18 Years Old		

6. How long have you lived within the area serviced by the Mulvane Recreation Center?

<input type="checkbox"/> Less than 1 year	<input type="checkbox"/> 1 year to less than 3 years	
<input type="checkbox"/> 3 years to less than 5 years	<input type="checkbox"/> 5 years to less than 10 years	<input type="checkbox"/> 10 years or more

7. What is your approximate TOTAL HOUSEHOLD INCOME before taxes in 2016?

<input type="checkbox"/> Less than \$20,000	<input type="checkbox"/> \$20,001 to \$40,000	<input type="checkbox"/> \$40,001 to \$60,000
<input type="checkbox"/> \$60,001 to \$80,000	<input type="checkbox"/> \$80,001 to \$100,000	<input type="checkbox"/> \$100,001 to \$150,000
<input type="checkbox"/> More than \$150,000		

*Thanks for your time and cooperation!
Please return this questionnaire to the research assistant.*

MRC SERVES

COMMUNITY

MRC is here to serve the citizens of USD#263 Mulvane, USD#357 Belle Plaine and USD#463 Udall KS by providing quality, affordable recreation programs that invite participation, build relationships and enhance lives.