



A FourSquare Market Study

Opportunities for a New Hopewell Valley Senior Center

Submitted to
Hopewell Township, Hopewell Borough,
and Pennington Township

September 22, 2009

Submitted by



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Market Research and Strategic Planning for Nonprofits Nationwide

September 22, 2009

Vanessa Sandom
Mayor, Hopewell Township
201 Washington Crossing-Pennington Road
Titusville, NJ 08560

Dear Mayor Vanessa:

I am pleased to submit the results of our market research study on the opportunities for a new Hopewell Valley Senior Center.

This report provides forecasts for the number of users for a new Hopewell Valley Senior Center. It contains detailed information on demographics, psychographics, and program interest of prospective users of the new center.

We have enjoyed working with you, your staff, and representatives of the senior community. We pride ourselves on the level of service that we extend our clients, and with that in mind, we hope that you will call on us if we can offer any guidance on implementing the report's plan.

Please do not hesitate to contact us if you have any questions.

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read "Li Li", with a long horizontal flourish extending to the right.

Li Li
Managing Partner

enclosure

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Chapter 1

Executive Summary

Executive Summary

In order to assess opportunities for a new Hopewell Valley Senior Center, FourSquare Research conducted both qualitative and quantitative research, including in-depth telephone interviews with over 400 randomly-selected senior households in Hopewell Valley. Based on the findings of the study, the Consultant offers the following key conclusions and recommendations:

1. The study revealed **above-average interest** for a new Hopewell Valley Senior Center. A total of **23.2%** of all senior households expressed *a great deal of interest* or *a lot of interest* in using/joining a new senior center at the proposed location on Route 31, a level that is higher than what the Consultants typically find in similar studies.
2. The study forecasts **153** units of monthly members, **209** units for program members, and **48** units of daily usage for a new senior center.
3. Findings revealed key characteristics of the senior community in Hopewell Valley include a **small but booming population, high income, slow population growth, a healthy and mobile senior population, and the presence of existing providers**. These characteristics would create opportunities as well as challenges for the new senior center.
4. Findings revealed a **strong willingness to pay** for fee-based programs among prospective users and members. Prospective users and members also indicated interest in paying for daily use and joining as monthly members, but with some **price-sensitivity**.
5. The study revealed the **primary groups of prospective users/members** of the new senior center are seniors who are older, healthier, and more mobile.
6. Due to the small size of the Hopewell Valley senior community, the total amount of revenue generated by fee-based programs, daily use fees, and monthly membership is limited. Therefore, to provide programs and services cost-effectively, the Consultant recommends the new senior center partner with other community agencies such as YMCAs, parks & recreation facilities, and senior living communities.

The chart on the following page illustrates detailed forecasts for the total number of households and membership revenue.

Opportunities for a New Hopewell Valley Senior Center

The following chart is a summary of the results of secondary research, survey responses, and forecasted membership and revenues from the study findings.

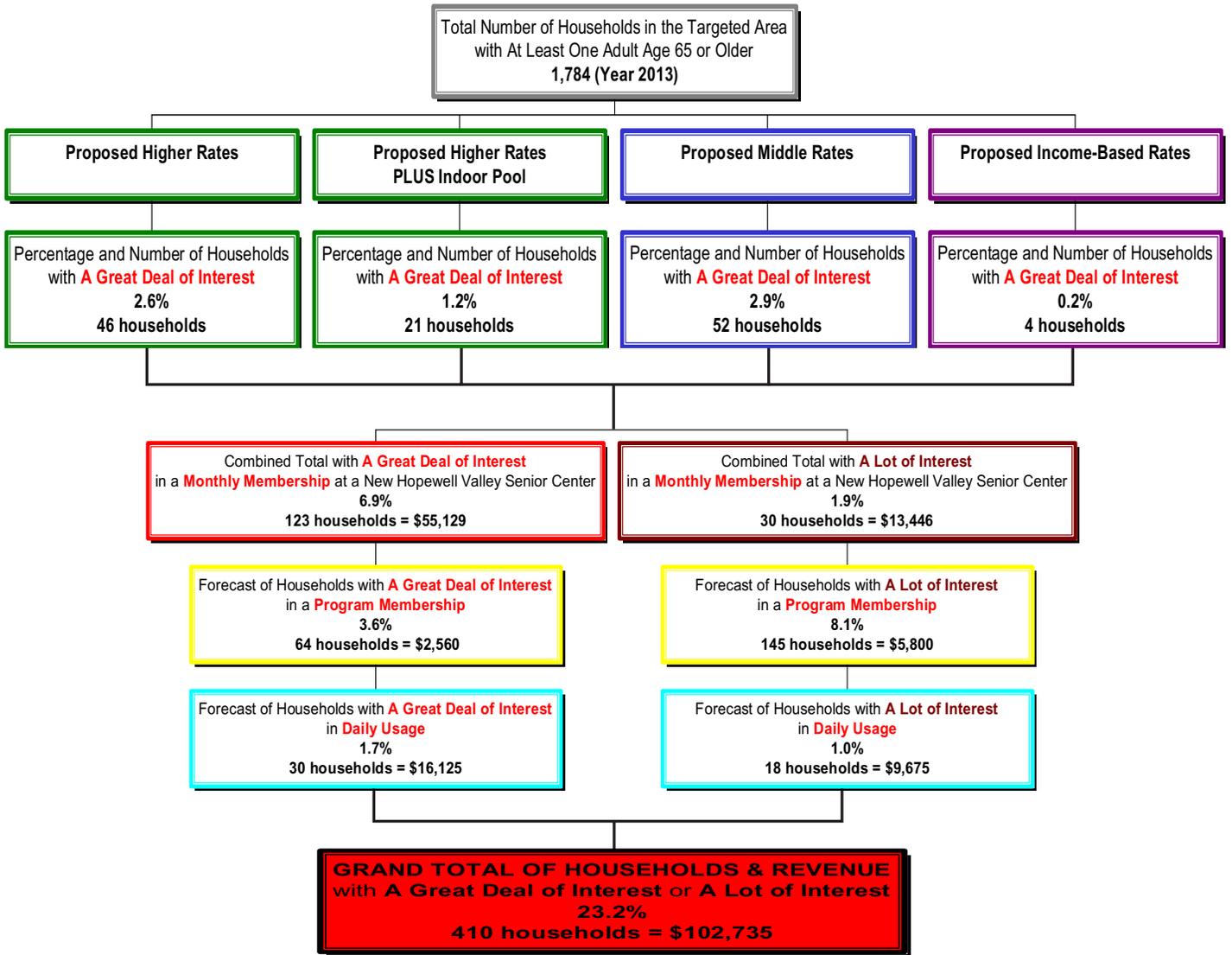


Figure 1.01 Summary of Forecasted New Membership and Revenues

Chapter 2

Methodology and Scope

Methodology

This study used the following methodology:

- The **qualitative research** was conducted through a focus group made up of staff members of Hopewell Township, Hopewell Borough, and Pennington Township as well as representatives of community leaders who are interested in a new senior center in Hopewell Valley. A market audit of similar service providers was also conducted at this time. The responses and concerns in the qualitative phase were used toward the development of the survey instrument used in the quantitative phase.
- The **quantitative research** in this study involved in-depth telephone interviews with over 400 randomly-selected households in the targeted survey area that have at least one adult ages 65 or older. The boundaries of the targeted survey area are defined in the map on page 15.

In addition to random sampling, a quota system was developed to ensure that the number of interviews completed in each census tract was proportionate to the number of senior households in each census tract.

All respondents were asked to answer questions for themselves and on behalf of the household when applicable. All interviews were conducted June 16–21, 2009. The methodology used resulted in findings with a 95% confidence level and a statistical error of plus or minus 4.9%.

The recommendations provided in this report are based on this methodology and on the experience of FourSquare Research, Inc., with nearly 700 similar market research studies with nonprofit organizations nationwide.

Scope

Specific questions addressed included, but are not limited to, the following:

- How can a new senior center best serve the senior residents in Hopewell Valley and its immediate surrounding communities? What is the demand for new and existing programs and services for the medical, physical, recreational, and social needs of seniors?
- What is the potential in revenue generated from fee-based programming within the first 15-18 months of operation of the new senior center?
- How would prospective members perceive the convenience of the proposed location of the senior center?
- Which configuration of facility features and programs for a new senior center will attract the highest number of membership units? Features could include, but are not limited to, the following:
 - fitness and aerobic activities specifically designed for adults aged 65 and older
 - health and wellness programs such as testing and screening for certain conditions
 - aquatic programs, such as therapeutic exercise for those with new knees and hips through collaboration with other non-profits, such as the proposed new YMCA on the same campus
 - classes on healthy cooking and nutrition for older adults
 - volunteer opportunities within the senior center and with local organizations
 - workshops and classes on a variety of topics including financial planning, life planning, and networking
 - recreational activities such as bingo, chess, horseshoes, and poker
 - creative arts programs such as ceramics, knitting, singing, and drama
 - free or discounted meal services
- What types of new services should be offered to seniors? These could range from group trips, to support groups for dealing with difficult life issues, to intergenerational programs with teens in the community.
- What are the demographic and psychographic profiles of prospective users for the new senior center?
- What pricing policy for fee-based programming would work best to attract households?
- What opportunities for partnerships are present?

Chapter 3

Defining the Survey Area

Census Tract Map of the Area Targeted for the Survey

The following map shows the **census tracts** in the targeted survey area. This map is based on the census tracts from the 2000 Census.

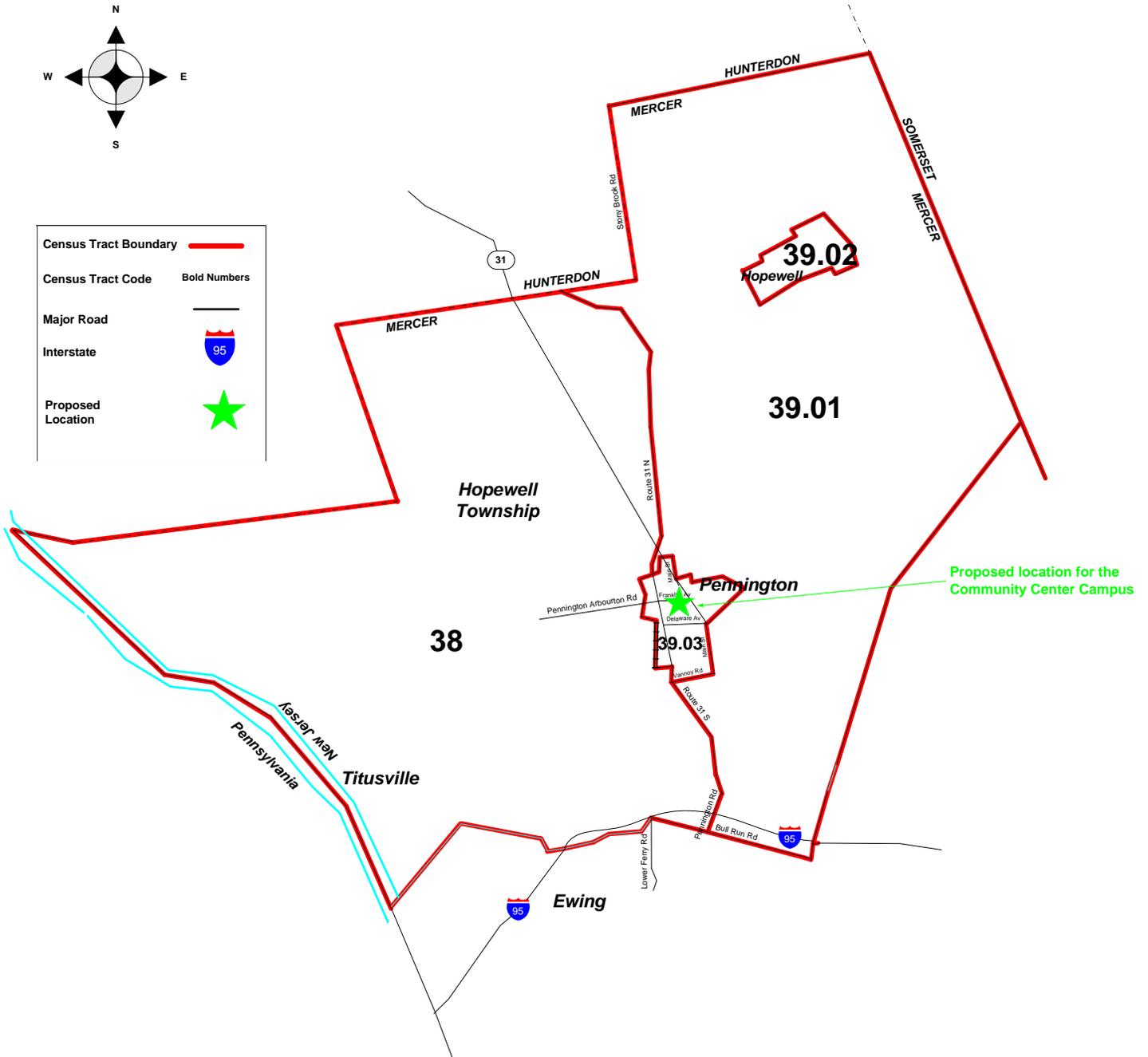


Figure 3.01 Census Tract Map of the Targeted Survey Area

Population Trends of the Targeted Survey Area 2008–2013

The following table details the **population trends** in the targeted survey area for during the years 2008–2013. This is obtained from DemographicsNow, a national data provider.

	Census Tract				Total
	38.00	39.01	39.02	39.03	
Population					
2008 Total Population	7,562	10,803	2,056	2,972	23,393
2008 Population 65+	968	1,145	222	464	2,799
% of Population 65+	13%	11%	11%	16%	16%
2013 Total Population	7,786	11,893	2,062	3,127	24,868
2013 Population 65+	1,137	1,415	245	572	3,370
% of Population 65+	15%	12%	12%	18%	18%
Households					
2008 Total Households	2,267	3,575	761	1,057	7,660
2008 Households 65+	528	623	138	296	1,585
% of Households 65+	23%	17%	18%	28%	21%
2013 Total Households	2,239	3,768	730	1,077	7,814
2013 Households 65+	555	755	146	328	1,784
% of Households 65+	25%	20%	20%	30%	23%

Figure 3.02 Population Trends of the Targeted Survey Area

NOTE: These figures are double-checked using DemographicsNow.com.

Income Trends of the Targeted Survey Area 2008–2013

The following table details the **income trends** in the targeted survey area for during the years 2008–2013. This is obtained from DemographicsNow, a national data provider.

	Census Tract				Total
	38.00	39.01	39.02	39.03	
2008 Income Range of Households 65+					
Less than \$10,000	1%	2%	4%	6%	3%
\$10,000—\$14,999	1%	1%	5%	3%	2%
\$15,000—\$19,999	5%	1%	5%	2%	3%
\$20,000—\$24,999	3%	2%	3%	1%	2%
\$25,000—\$29,999	4%	4%	4%	2%	4%
\$30,000—\$34,999	3%	5%	5%	4%	4%
\$35,000—\$39,999	3%	4%	5%	3%	4%
\$40,000—\$49,999	5%	8%	7%	13%	8%
\$50,000—\$59,999	8%	5%	6%	6%	6%
\$60,000—\$74,999	6%	5%	9%	9%	6%
\$75,000—\$99,999	14%	13%	14%	13%	13%
\$100,000—\$124,999	14%	12%	11%	11%	12%
\$125,000—\$149,999	9%	9%	6%	6%	8%
\$150,000—\$199,999	8%	11%	9%	9%	9%
\$200,000 or more	16%	18%	7%	13%	16%
Median Income	\$126,282	\$119,227	\$101,002	\$111,497	\$115,362
2013 Income Range of Households 65+					
Less than \$10,000	1%	2%	4%	5%	2%
\$10,000—\$14,999	1%	1%	4%	3%	1%
\$15,000—\$19,999	4%	1%	4%	3%	2%
\$20,000—\$24,999	2%	2%	3%	0%	2%
\$25,000—\$29,999	3%	3%	3%	1%	3%
\$30,000—\$34,999	4%	4%	4%	2%	3%
\$35,000—\$39,999	2%	4%	4%	4%	4%
\$40,000—\$49,999	5%	6%	8%	9%	7%
\$50,000—\$59,999	6%	6%	6%	11%	7%
\$60,000—\$74,999	7%	6%	7%	7%	6%
\$75,000—\$99,999	11%	10%	13%	13%	11%
\$100,000—\$124,999	12%	10%	10%	9%	10%
\$125,000—\$149,999	11%	11%	8%	7%	10%
\$150,000—\$199,999	11%	13%	10%	9%	11%
\$200,000 or more	21%	23%	12%	17%	21%
Median Income	\$128,520	\$122,133	\$103,624	\$113,957	\$118,045

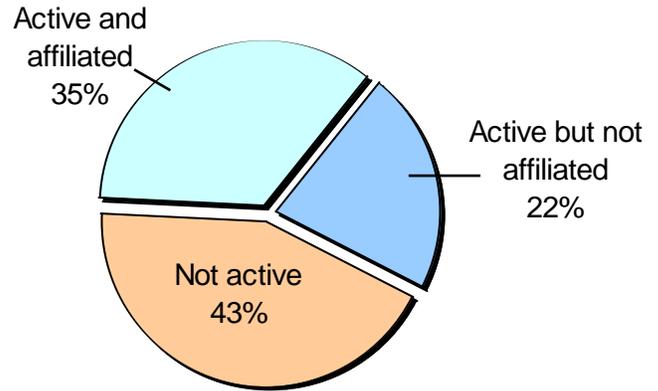
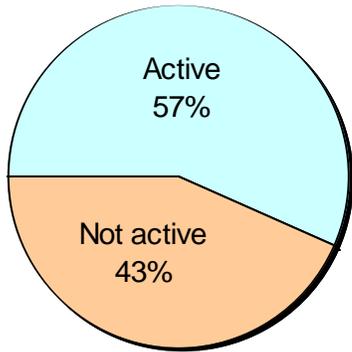
Figure 3.03 Income Trends of the Targeted Survey Area

Chapter 4

Findings among Area Senior Residents

Area Senior Residents' Activities and Affiliations

The pie chart in the left column shows the percentage of senior residents currently involved in **physical or recreational activities**, and the table lists the **top activities**. The right column shows the percentage of senior residents who currently **belong to or are affiliated with a public or private health, fitness, or recreational facility**, while the table lists the **top options**.



Top Fitness and Recreational Activities* (percentage of respondents/multiple responses)

Walking/running	38%
Various exercise	15%
Working in yard/garden	6%
Swimming	6%
Workout equipment/weights	5%
Aerobics	5%
Other	5%
Golf	4%
Yoga/stretching/toning	2%
Tennis	2%
Cycling	2%

*All other activities fell at 1% or below.

Top Health, Fitness, and Recreation Options* (percentage of respondents/multiple responses)

Current Hopewell Valley Senior Center	9%
Churches	9%
Others*	7%
YMCA	5%
Fitness center**	5%
Parks and recreation facility	5%
Golf clubs	4%
Libraries	4%
Meeting room of my 55+ community	4%
Hospital wellness center	1%
JCCs	1%
Senior center in neighboring town	1%

*Others cited include country clubs, tennis clubs, Princeton pools, and Four Seasons.

**Curves and Peak were cited most often.

All other options fell below 1%.

Active refers to those area residents who said they were currently involved in physical or recreational activities. *Not active* refers to those who said they weren't currently involved in physical or recreational activities.

Figure 4.01 Area Senior Residents' Fitness Activities and Affiliations

General Interest in a New Hopewell Valley Senior Center among Area Senior Residents

The chart on the right shows the percentage of area senior residents who said they were **interested in a new Hopewell Valley Senior Center** initially, before hearing specific programs and services.

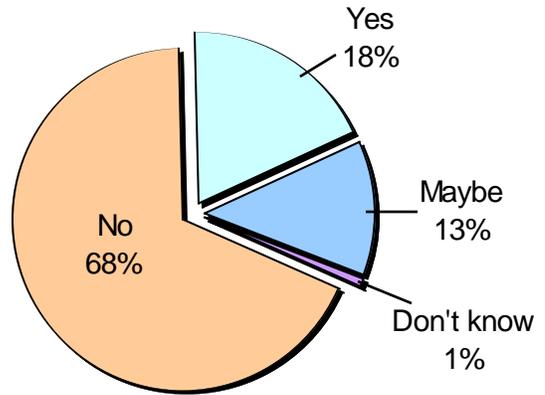


Figure 4.02 Interest in a New Hopewell Valley Senior Center among Area Senior Residents

Age of Area Senior Residents

The following graph shows the ages **area senior residents**.

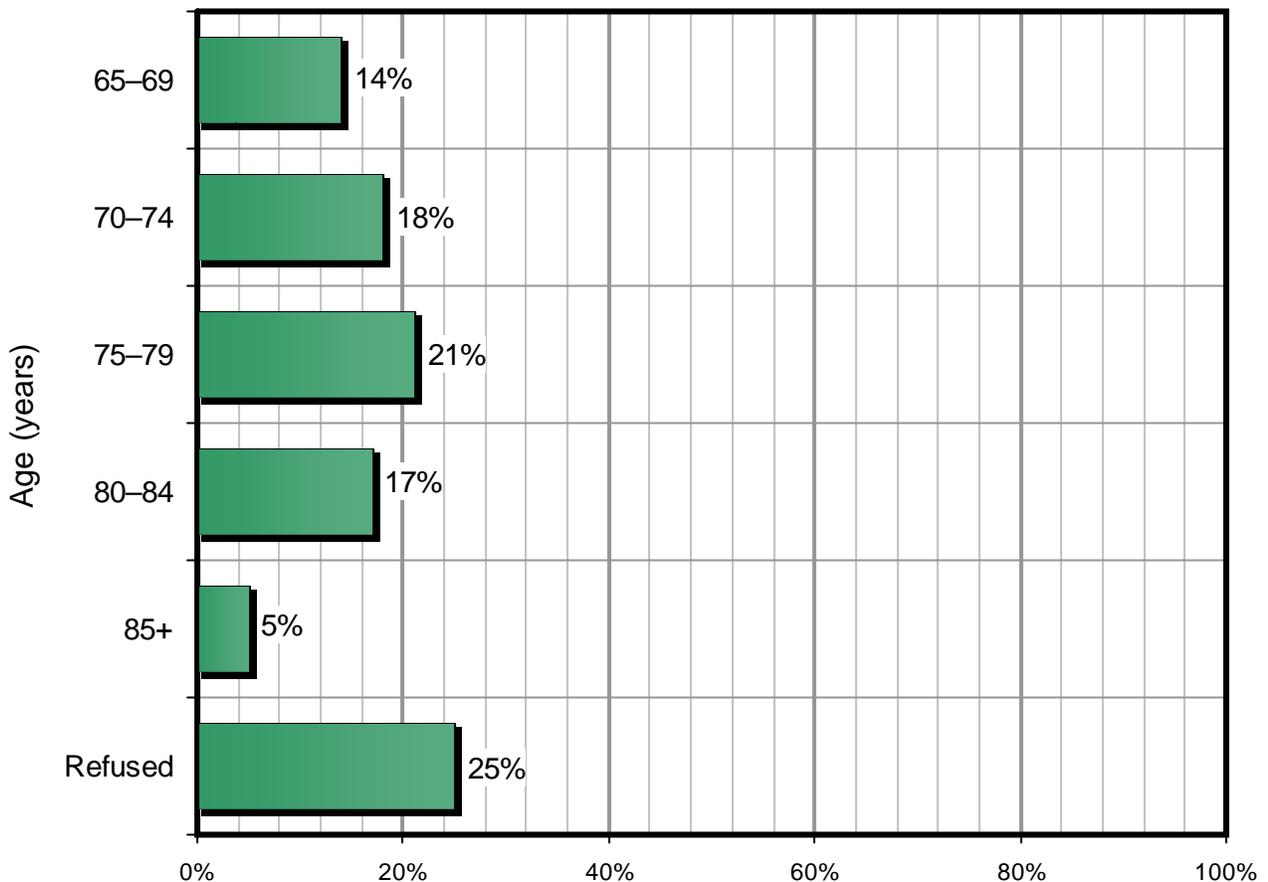


Figure 4.03 Age of the Area Senior Residents

Percentage of Area Senior Residents Who Own or Rent their Homes

The following chart shows the percentage of area senior residents who **own or rent** their homes.

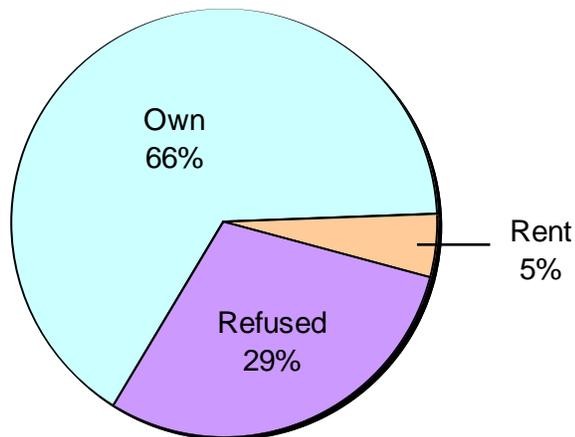


Figure 4.04 Percentage of Area Senior Residents Who Own or Rent their Homes

Percentage of Area Senior Residents Who Own a Car

The following chart shows the percentage of area senior residents who **own a car**.

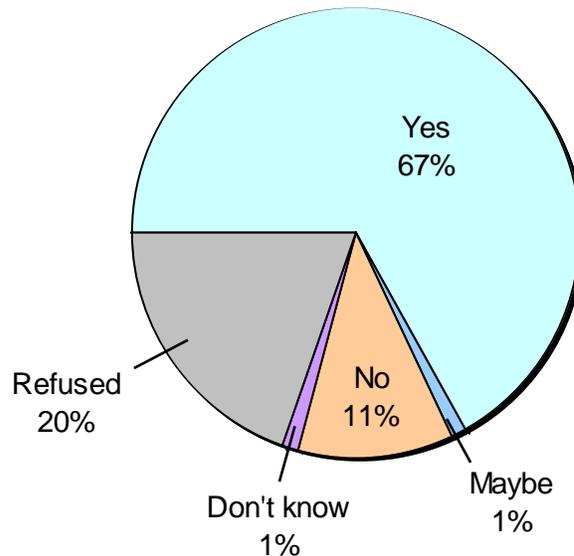


Figure 4.05 Percentage of Area Senior Residents Who Own a Car

How Often Area Senior Residents Drive

The following graph shows **how often** area senior residents said **they drive**.

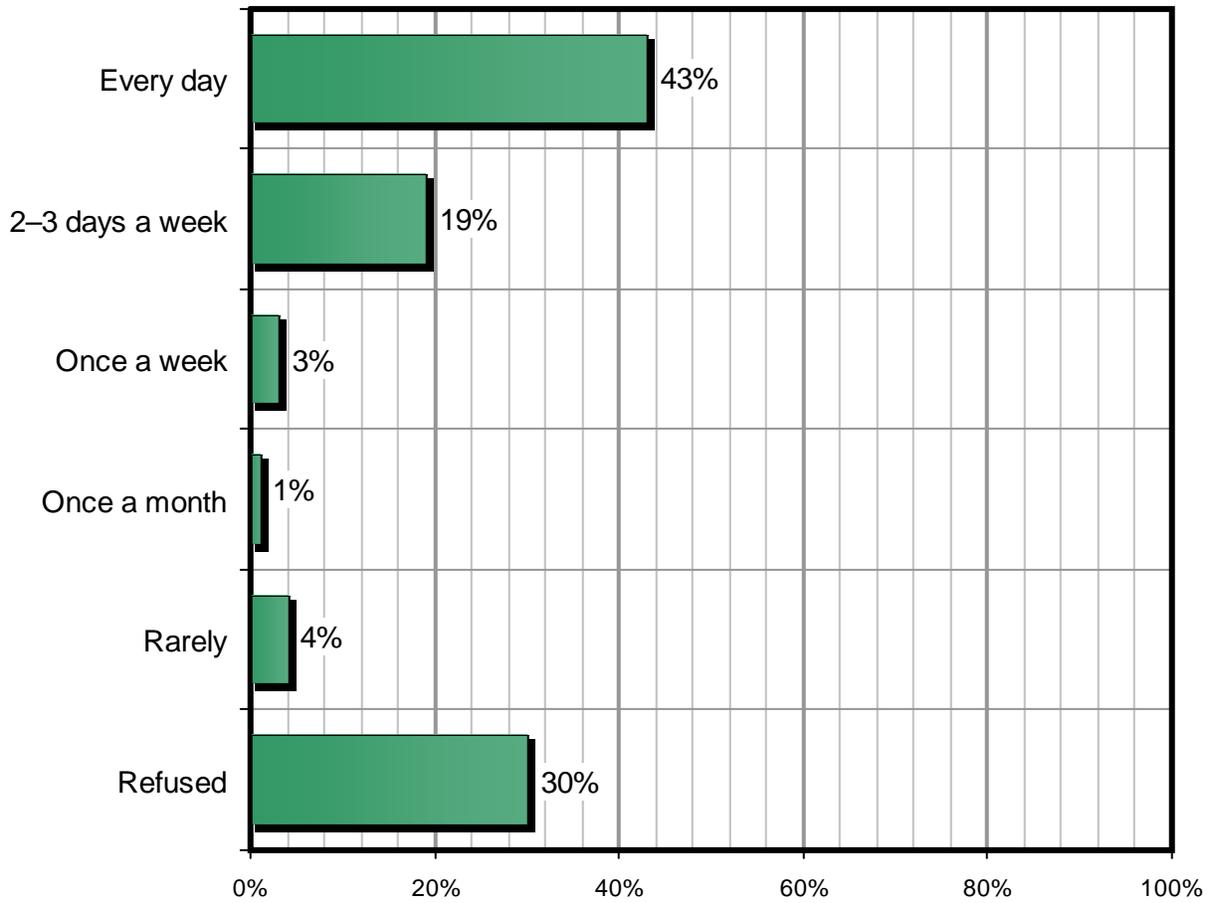


Figure 4.06 How Often Area Senior Residents Drive

Household Income Level of Area Senior Residents

The following table shows the **income levels** of area senior residents respondents.

Income level	Percentage
\$150,000 and over	1%
\$100,000 and over but less than \$150,000	1%
\$75,000 and over but less than \$100,000	5%
\$50,000 and over but less than \$75,000	10%
\$35,000 and over but less than \$50,000	6%
Less than \$35,000	9%
Refused	68%

Figure 4.07 Household Income Level of Area Senior Residents

Area Senior Residents Distribution by Census Tract, Township, and Zip Code

The following tables show the **number and percentage** of area senior residents by **census tract, township, and zip code**.

By Census Tract		
Census Tract	Frequency	Percent
003800	125	31.1
003901	170	42.3
003902	33	8.2
003903	74	18.4
Total	402	100.0
By Township		
Township	Frequency	Percent
Hopewell	68	16.9
Lambertville	4	.9
Pennington	254	63.2
Princeton	14	3.5
Skillman	1	.2
Titusville	61	15.2
Total	402	100.0
By Zip Code		
Zip Code	Frequency	Percent
08525	68	16.9
08530	4	1.0
08534	254	63.2
08540	15	3.7
08558	1	.2
08560	60	14.9
Total	402	100.0

Figure 4.08 Area Senior Residents Distribution by Census Tract, Township, and Zip Code

Chapter 5

Usage and Membership Projections

This data can be used to

- Determine how many new households will join and use
- Determine effectiveness of the proposed pricing structure
- Plan budgets based on membership and revenue forecasts

Overview

To determine the demand for a new Hopewell Valley Senior Center, FourSquare Research conducted telephone interviews with 421 households with at least one adult age 65 or older. Among all households randomly selected, 402 households were taken through the in-depth interview since they included at least one adult age 65 or older. Nineteen (19) households refused to participate in the in-depth interview for various reasons.

Interview participants were asked a variety of questions to determine their level of interest and their preferences regarding pricing, facility features, and location. Based on their answers, the Consultant was able to forecast membership and revenue levels.

Location

The survey of area residents was designed to test the level of interest in joining a new senior center located in Pennington on Route 31 within one mile north of Pennington Market.

The pie chart below illustrates the perceived convenience of the proposed senior center location among prospective members that indicated general interest in joining the senior center.

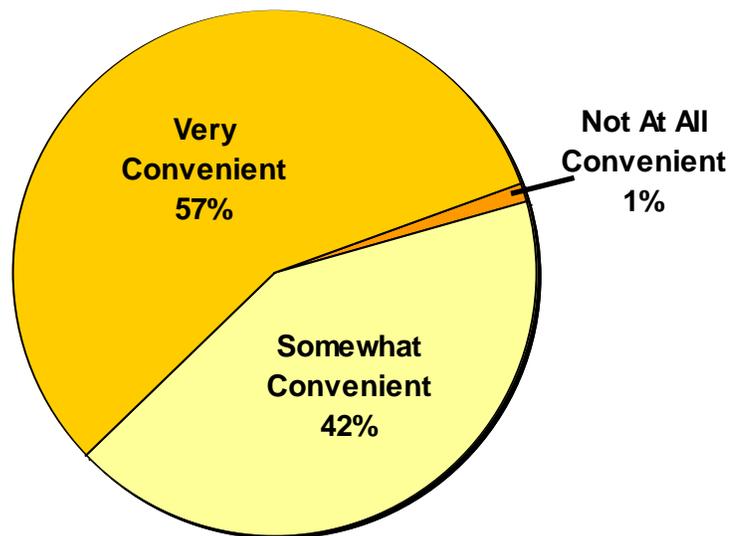


Figure 5.01 Convenience of the Proposed Senior Center Location among Prospective Users/Members

Facility and Program Features

The following table details the planned facilities, programs, and services included as part of the features for a new Hopewell Valley Senior Center.

Membership Features Include:
<ul style="list-style-type: none">• group exercise studios for free aerobic classes and fitness classes
<ul style="list-style-type: none">• multipurpose rooms for recreational, educational, and social activities
<ul style="list-style-type: none">• a kitchen with a dining hall for meal programs
<ul style="list-style-type: none">• social area with coffee and healthy snacks
<ul style="list-style-type: none">• discounted prices for many fee-based programs
Secondary Facility Feature Tested to Determine Additional Interest in Joining
<ul style="list-style-type: none">• an indoor pool for recreational swimming, swim lessons, and water aerobics

Figure 5.02 Facility and Program Features

Pricing and Usage Options

The following table details the pricing options quoted for **monthly membership** for each membership category. Respondents were quoted monthly membership rates based on their preference for a particular membership category.

The **monthly membership** rates in

- **green** represent the **proposed higher rates**
- **blue** represent the **proposed middle rates** that are reduced by 25% from the higher rates
- **purple** represent the **proposed income-based rates** that are further reduced and were only quoted to households that identified their total annual household income as less than \$50,000

Membership Category	Monthly Rates
Individual Adult Age 65 or Older	\$40 • \$30 • \$20
Couple	\$60 • \$45 • \$30

Figure 5.03 Pricing Options

In addition to a **monthly membership**, respondents were given the following two options to use the new senior center as

- a **daily user** who pays every time they use the facility
 - Price quoted: \$10/day per individual; then reduced cost offered at \$5
- a **program member** who pays the cost of each program they participate in as they go

Determining the Number of Households to be Used in Forecasting

To determine the number of households to be used to forecast the number of households that will join, we would subtract the number of households that currently belong to a senior center from the projected number of households age 65 or older in the targeted for the Year 2013 (Figure 5.04 below).

Projected Number of Households in the Area for Year 2012 1,784*	-	Number of Households that Currently Belong to a Senior Center N/A	=	Total Number of Households Age 65 or Older 1,784
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Figure 5.04 Formula for Calculating the Total Number of Households Age 65 or Older

With no current member households age 65 or older to exclude, the **total number of households** that will be used in forecasting is **1,784**.

Given the percentage of households with *a great deal of interest* in an annual membership at a new Hopewell Valley Senior Center, we can determine the number of households with the highest level of interest in usage. We use the following formula (Figure 5.05 below) to forecast the number of households with at least one adult age 65 or older with *a great deal of interest* in joining.

% of Respondents with A Great Deal of Interest	X	Total Number of Households Age 65 or Older	=	Number of Households Age 65 or Older with A Great Deal of Interest
---	---	---	---	---

Figure 5.05 Formula for Forecasting the Number of Households Age 65 or Older that will Join

*See Population Trends Analysis, page 16

Forecast of Households Age 65 or Older with Interest in Joining a New Hopewell Valley Senior Center as Monthly Members

The following table calculates the number of households with at least one adult age 65 or older with *a great deal of interest* in joining a new Hopewell Valley Senior Center with monthly memberships. The table also illustrates the number of households with *a lot of interest* in joining, the second highest level of interest in joining. The rates tested in each pricing option are illustrated in Figure 5.03 on page 31.

Pricing Option	Percentage of Households Age 65 or Older With A Great Deal of Interest = 6.9%	X	Total Number of Households Age 65 or Older	=	Number of Households Age 65 or Older with A Great Deal of Interest
Proposed Higher Rates	2.6%	X	1,784	=	46
Proposed Higher Rates PLUS Indoor Pool	1.2%	X	1,784	=	21
Proposed Middle Rates	2.9%	X	1,784	=	52
Proposed Income-Based Rates	0.2%	X	1,784	=	4
Forecast Number of Households with <i>A Great Deal of Interest</i> in Joining a New Hopewell Valley Senior Center with a Monthly Membership					123
Forecast Number of Households with <i>A Lot of Interest</i> in Joining a New Hopewell Valley Senior Center with a Monthly Membership					30

Note: These numbers do not take into account prospective members who may terminate their memberships.

Figure 5.06 Forecast Number of Households Age 65 or Older with Interest in Joining with a Monthly Membership

Pricing Preference among Prospective Monthly Members

The pie chart below shows the willingness of prospective members with a *great deal of interest* in joining a new Hopewell Valley Senior Center with a monthly membership to join at one of the three pricing structures offered.

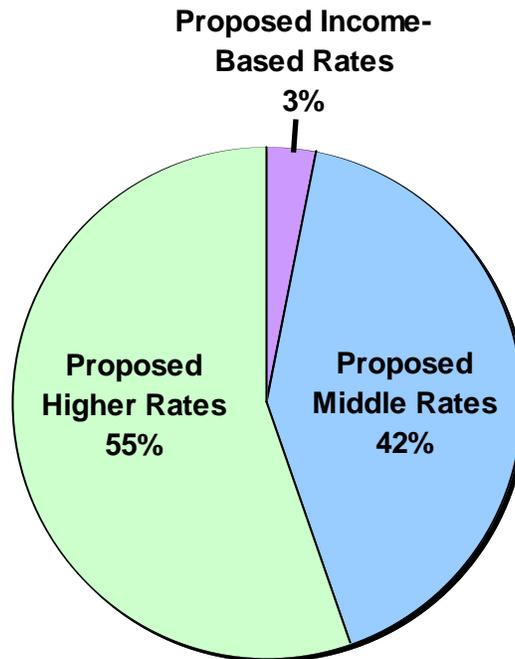


Figure 5.07 Pricing Preference Among Prospective Monthly Members

Forecast of Revenue Generated from Monthly Memberships Sold at a New Hopewell Valley Senior Center

The following table forecasts the revenue generated from monthly memberships sold (not retained) at a new Hopewell Valley Senior Center. Please note that the forecasts do not include revenues from joining fees or program participation. Due to the price-sensitivity revealed by the study findings, the forecast of revenue is calculated using the middle rates for all households that would join as a monthly member.

Forecast of Number of Households Age 65 or Older that Would Join	X	Percentage of Prospective Annual Members Interested in the Membership Category	X	Annual Rate	=	Revenue Generated
123 households at the proposed middle rates	X	51% Individual Adult Memberships	X	\$360	=	\$22,583
	X	49% Couple Memberships	X	\$540	=	\$32,546
Forecast of Revenue Generated from Households with <i>A Great Deal of Interest</i> in a New Hopewell Valley Senior Center as a Monthly Member						\$55,129
Forecast of Revenue Generated from Households with <i>A Lot of Interest</i> in a New Hopewell Valley Senior Center as a Monthly Member						\$13,446

*Revenue loss from new members terminating during their first year would need to be subtracted from this amount.

Figure 5.08 Forecast of Revenue Generated from Monthly Memberships

Program Memberships

The data in this section thus far has discussed monthly members that pay a set monthly rate for unlimited access to the new Hopewell Valley Senior Center throughout the year. A program member is someone that pays a small annual fee in addition to the discounted cost of programs they choose to participate in throughout the year.

The table below illustrates the number of households with at least one adult age 65 or older with *a great deal of interest* or *a lot of interest* in a program membership at the new senior center and the forecasted revenue.

Affiliation Type	Percentage of Households Age 65 or Older With <i>A Great Deal of Interest</i> = 3.6%	X	Total Number of Households Age 65 or Older	=	Number of Households Age 65 or Older with <i>A Great Deal of Interest</i>
Program Membership	3.6%	X	1,784	=	64
Forecast Number of Households with <i>A Great Deal of Interest</i> in Purchasing a Program Membership					64 \$2,560*
Forecast Number of Households with <i>A Lot of Interest</i> in Purchasing a Program Membership					145 \$5,800*

*The annual revenue generated from program memberships is estimated using the assumption that each household with a program membership would purchase at least one program during the year at an average cost of \$40 for an 8-week program.

Figure 5.09 Forecast of Program Memberships and Revenue Generated

Daily Users

Now we will discuss the third type of affiliation that households age 65 or older could have with the new senior center—daily users. A daily user is described as someone that pays each time they use the facility.

The table below illustrates the number of households with at least one adult age 65 or older with a *great deal of interest* in being daily users of a new Hopewell Valley Senior Center.

Affiliation Type	Percentage of Households Age 65 or Older With A Great Deal of Interest = 1.7%	X	Total Number of Households Age 65 or Older	=	Number of Households Age 65 or Older with A Great Deal of Interest
Daily Users at \$10/individual	0.7%	X	1,784	=	12
Daily Users at \$5/individual	1.0%	X	1,784	=	18
Forecast Number of Households with A Great Deal of Interest in Being a Daily User					30 \$16,125*
Forecast Number of Households with A Lot of Interest in Being a Daily User					18 \$9,675*

*Although two daily use rates were tested in the study, the annual revenue is estimated using the conservative \$5 per day rate for each person. The annual revenue generated from daily usage is also estimated by combining the percentage of individuals (\$5 per day) and couples (\$5 x 2 people = \$10 per day) that would use the senior center a certain number of times per week (according to their responses) for 50 weeks out of the year.

Figure 5.10 Forecast of Daily Users and Revenue Generated

Membership Projections Logic Model

The following chart is a summary of the results of secondary research, survey responses, and forecasted membership and revenues from the study findings.

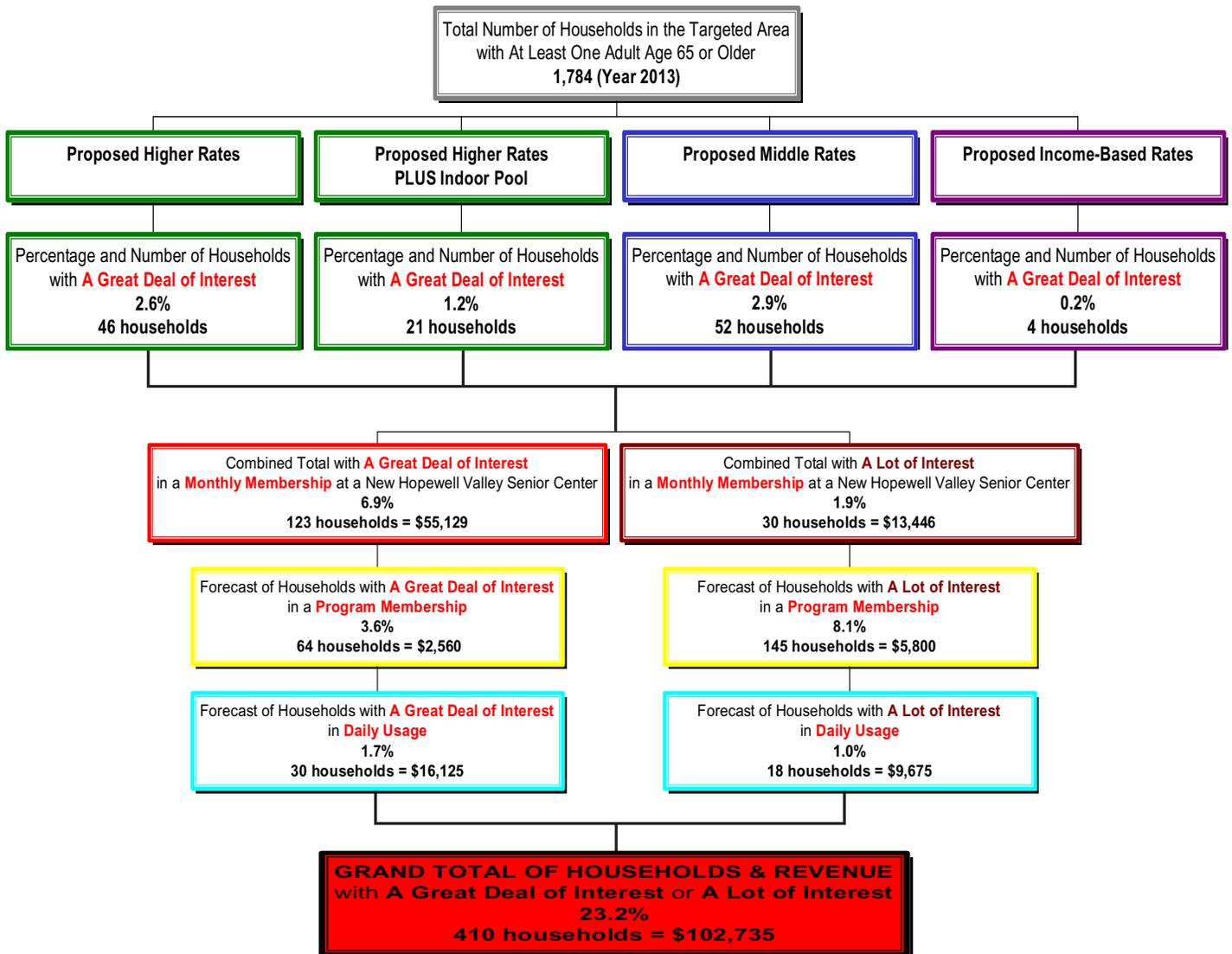


Figure 5.11 Membership Projections Logic Model

Reasons Area Residents Are Not Interested in the Senior Center

The following table shows the reasons why area residents are not interested in joining a new Hopewell Valley Senior Center.

Response Item	Percentage of Those Not Interested (Multiple Responses OK)
Lack of Interest/Personal Barriers	69%
Just not interested	28%
Wouldn't use	21%
No time	12%
Health problems	5%
Too old	3%
Satisfied With Current Affiliation	23%
Satisfied where I currently belong	19%
Own equipment/exercise at home	4%
Money-Related	5%
Costs too much/can't afford it	5%
Location-Related	3%
Location not convenient	3%

Figure 5.12 Reasons Area Residents Are Not Interested in a New Hopewell Valley Senior Center

Chapter 6

Profile of Prospective Users

This data can be used to

- Develop a marketing plan targeting specific member groups

Prospective users are area households with at least *a lot of interest* in using a new Hopewell Valley Senior Center as a monthly member, program member, or daily user.

Age of Prospective Users

The following graph shows the **ages** of **prospective users**.

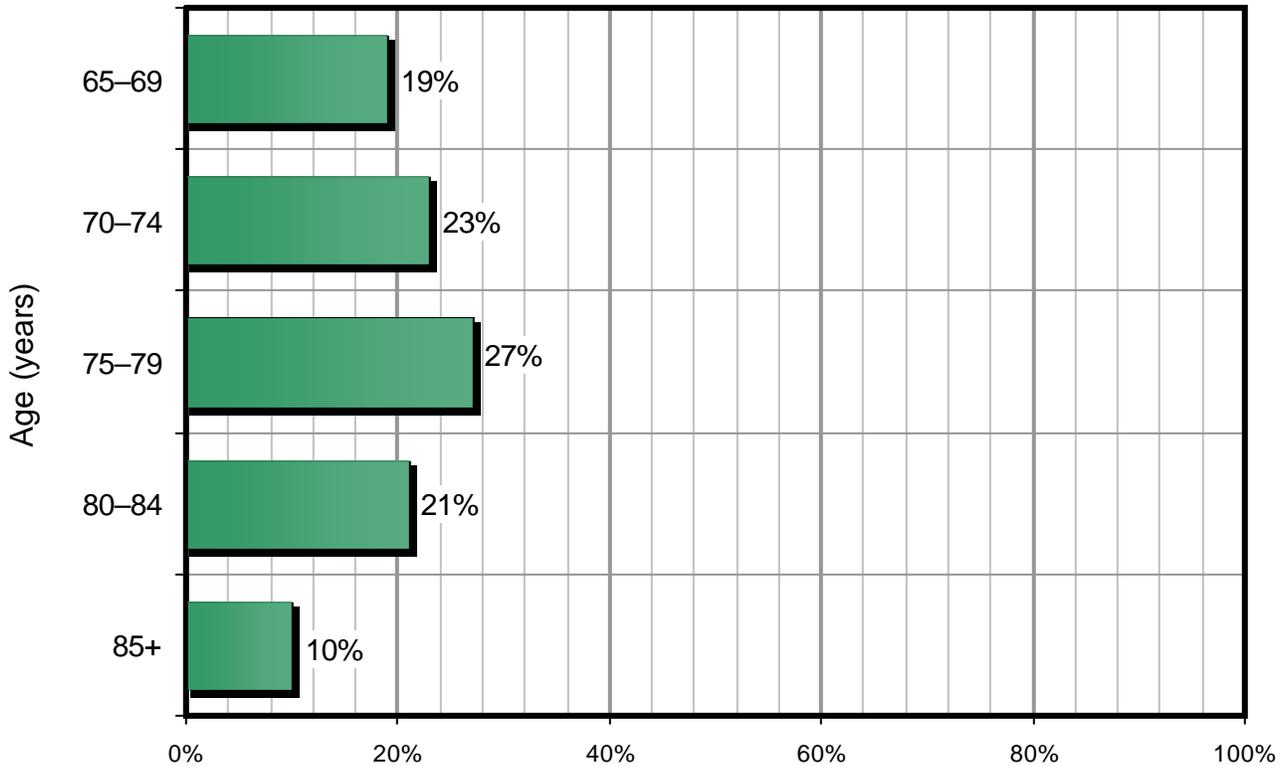


Figure 6.01 Age of Prospective Users

Percentage of Prospective Users Who Own or Rent their Homes

The following chart shows the percentage of prospective users who **own or rent** their homes.

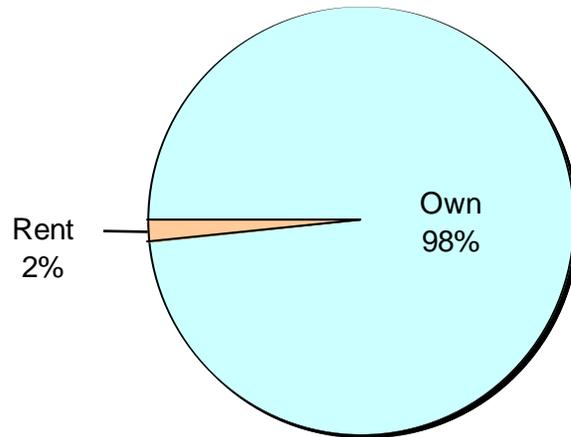


Figure 6.02 Percentage of Prospective Users Who Own or Rent their Homes

Percentage of Prospective Users Who Own a Car

The following chart shows the percentage of prospective users who **own a car**.

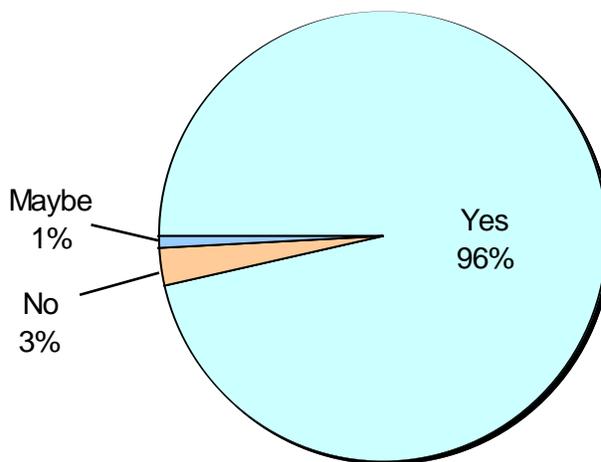


Figure 6.03 Percentage of Prospective Users Who Own a Car

How Often Prospective Users Drive

The following graph shows **how often** prospective users said **they drive**.

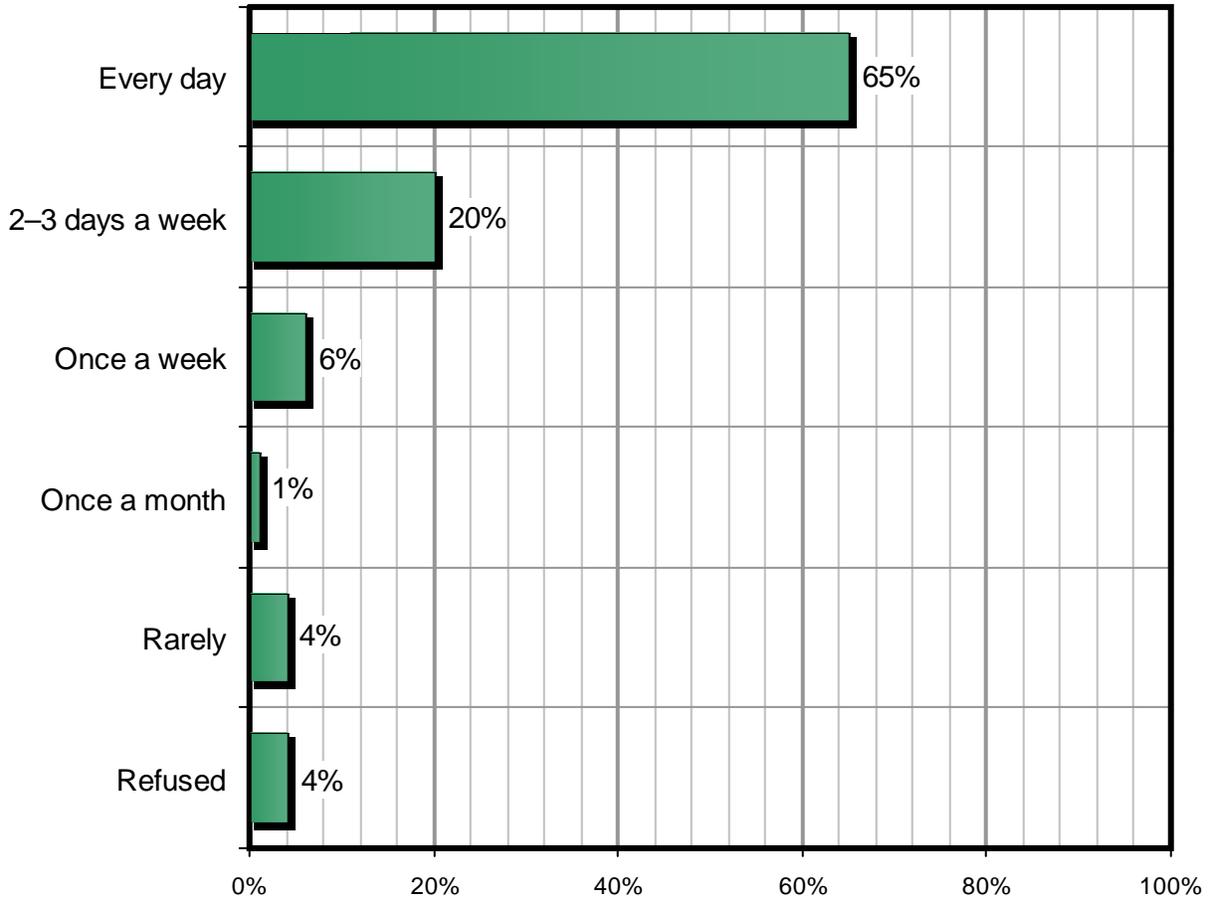


Figure 6.04 How Often Prospective Users Drive

Household Income Level of Prospective Users

The following table shows the **income levels** of prospective users.

Income level	Percentage
\$150,000 and over	2%
\$100,000 and over but less than \$150,000	2%
\$75,000 and over but less than \$100,000	7%
\$50,000 and over but less than \$75,000	16%
\$35,000 and over but less than \$50,000	10%
Less than \$35,000	12%
Refused	51%

Figure 6.05 Household Income Level of Prospective Users

Current Health of Prospective Users

The chart to the right shows how prospective users **evaluated their current health**.

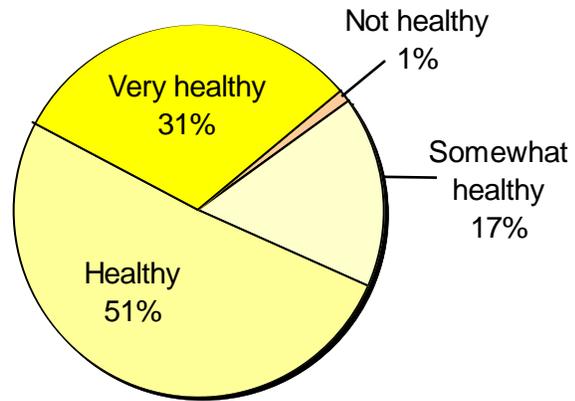


Figure 6.06 How Prospective Users Evaluated Their Current Health

Level of Mobility of Prospective Users

The chart to the right shows how prospective users **evaluated their current level of mobility**.

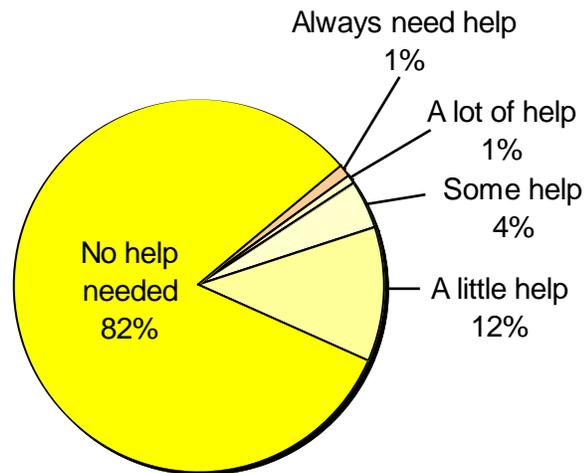


Figure 6.07 How Prospective Users Evaluated Their Current Mobility

Percentage of Prospective Daily Users Who Would Use the Senior Center as an Individual or as a Couple

The chart on the right shows the percentage of prospective daily users who said they would use the senior center as an **individual or as a couple**.

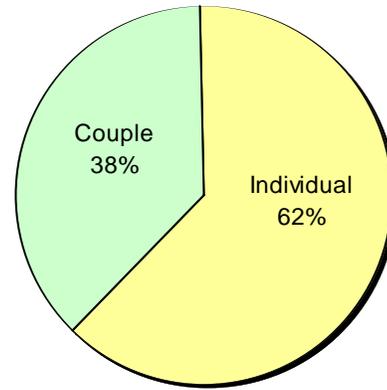


Figure 6.08 Use of the Senior Center as an Individual or a Couple among Prospective Daily Users

Frequency of Use of the Senior Center among Prospective Daily Users

The following graph shows **how often prospective daily users said they would use** the senior center.

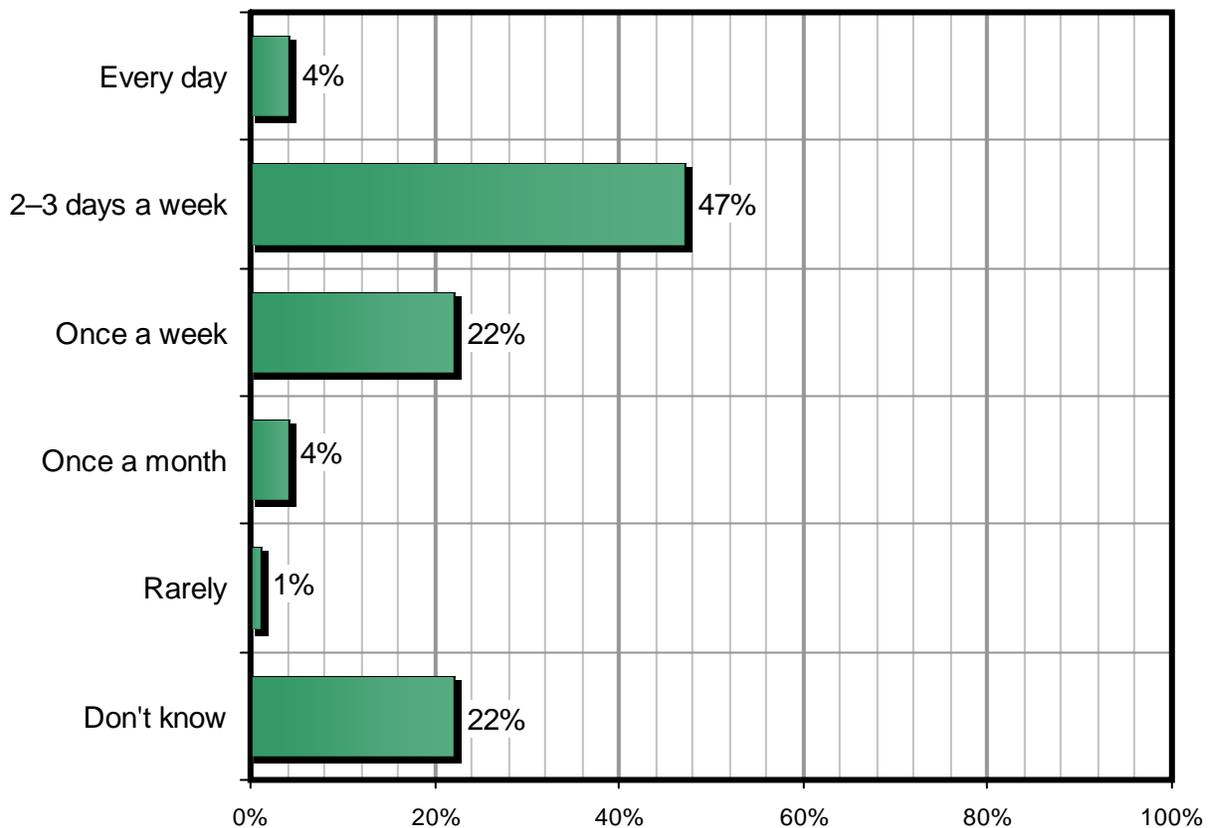


Figure 6.09 Frequency of Use of the Senior Center among Prospective Daily Users

Percentage of Prospective Monthly Members Who Would Use the Senior Center as an Individual or as a Couple

The chart on the right shows the percentage of prospective monthly members who said they would use the senior center as an **individual or as a couple**.

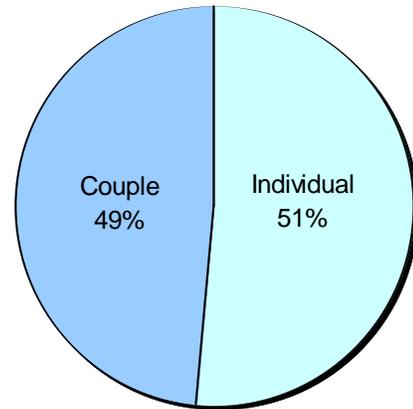


Figure 6.10 Use of the Senior Center as an Individual or a Couple among Prospective Monthly Members

Preferred Means of Communication among Prospective Users

The following chart shows how prospective users said they prefer to **receive information about programs and services**.

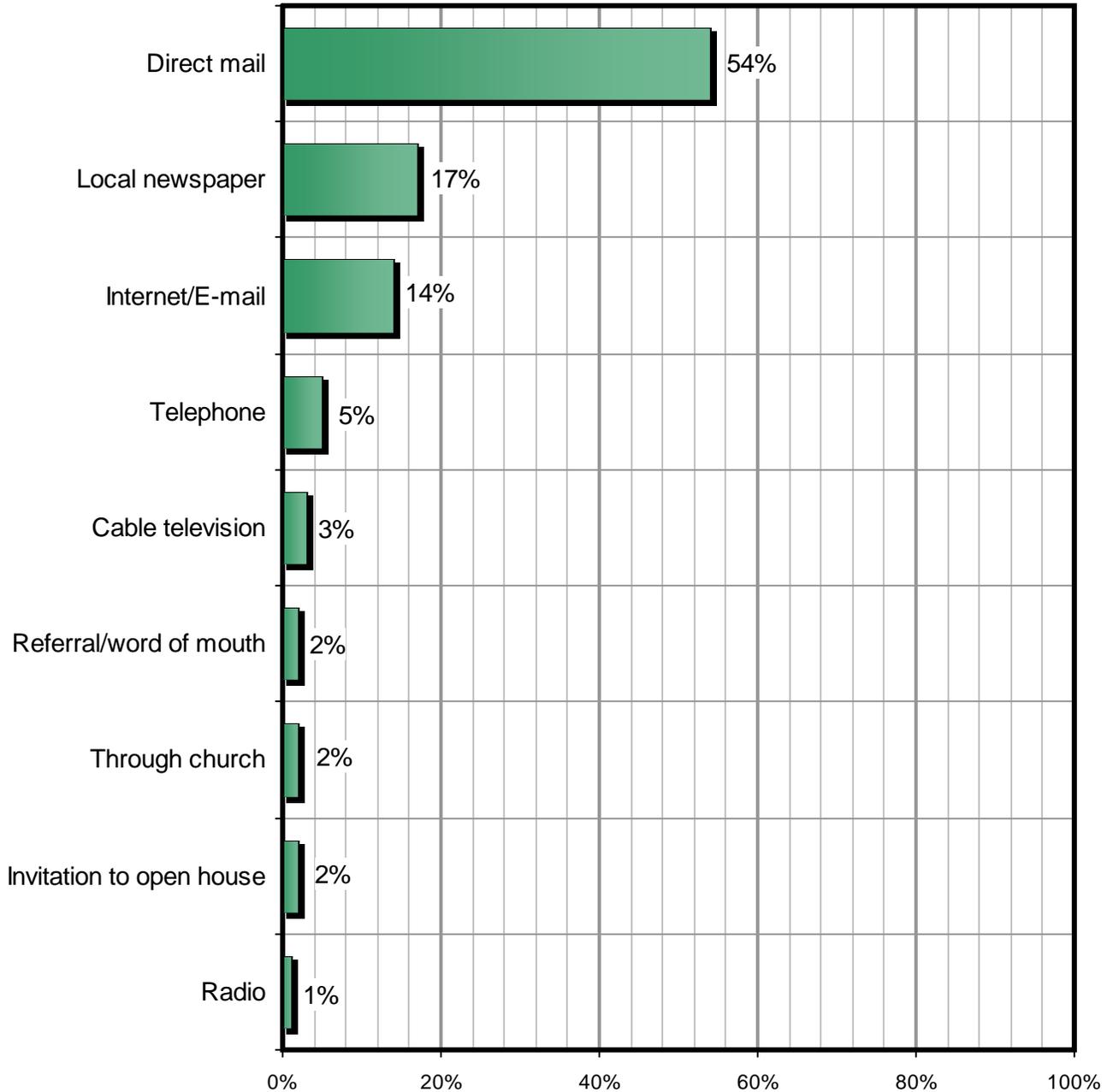
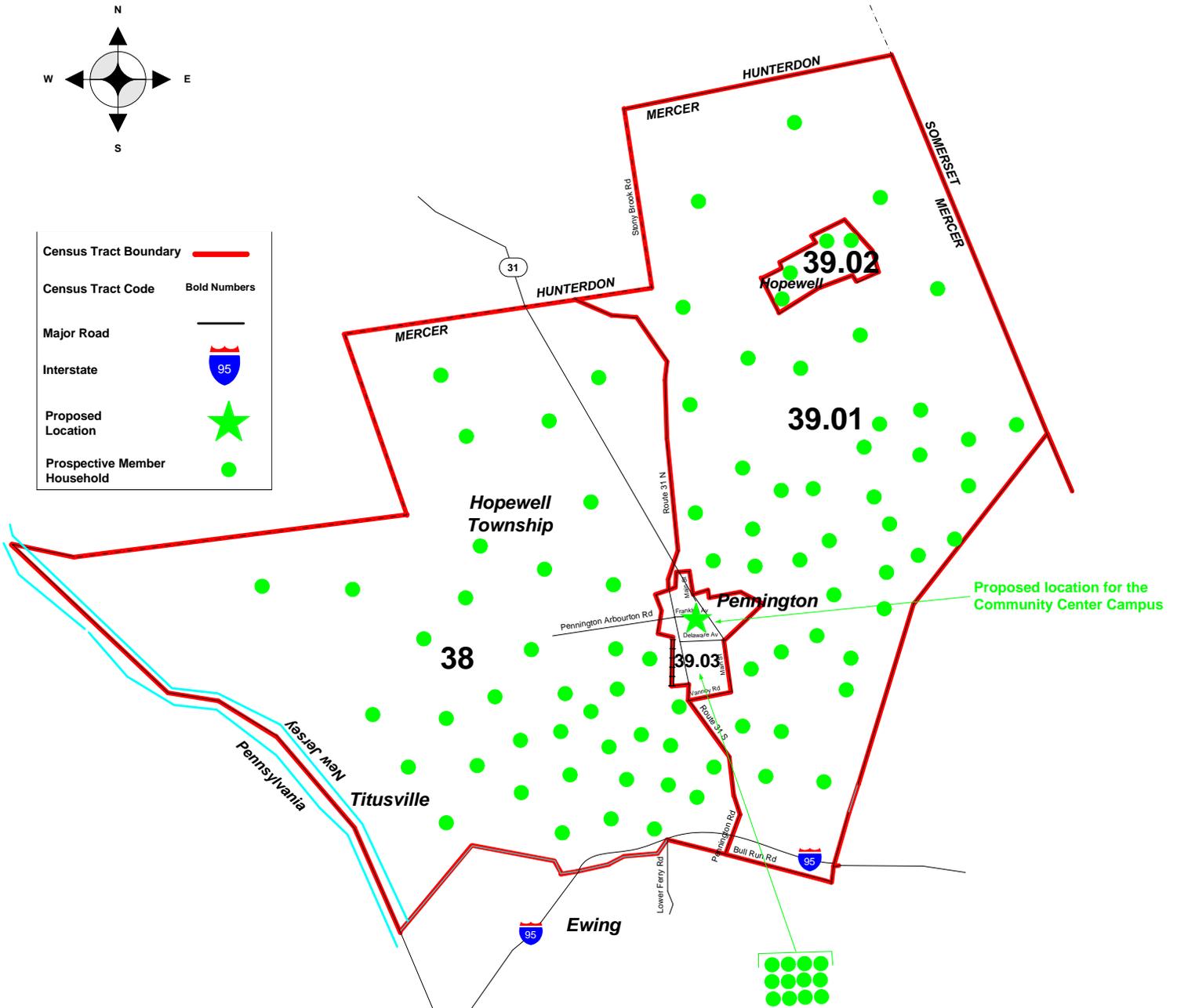


Figure 6.11 Preferred Means of Communication among Prospective Users

Census Tract Locations

The following map defines the **census tract locations** of prospective user households. The green star on the map is the proposed location for the new senior center. The green dots represent prospective user households.



Note: Prospective member households are plotted at random within the appropriate census tracts and do not represent actual addresses.

Each dot represents approximately 2% of prospective members.

Figure 6.12 Census Tract Locations of Prospective Users

Prospective Users Distribution by Census Tract, Township, and Zip Code

The following tables show the **number and percentage** of senior prospective users by **census tract, township, and zip code**.

By Census Tract	
Census Tract	Percent
003800	40.6
003901	42.7
003902	4.2
003903	12.5
Total	100.0
By Township	
Township	Percent
Hopewell	15.6
Lambertville	1.0
Pennington	62.5
Princeton	4.2
Titusville	16.7
Total	100.0
By Zip Code	
Zip Code	Percent
08525	15.6
08530	1.0
08534	63.5
08540	4.2
08560	15.6
Total	100.0

Figure 6.13 Senior Prospective Users Distribution by Census Tract, Township, and Zip Code

Chapter 7

Perception of Location among Prospective Users

Preferred Facility Arrangement among Prospective Users

The following chart shows what **facility arrangement** prospective users said they prefer.

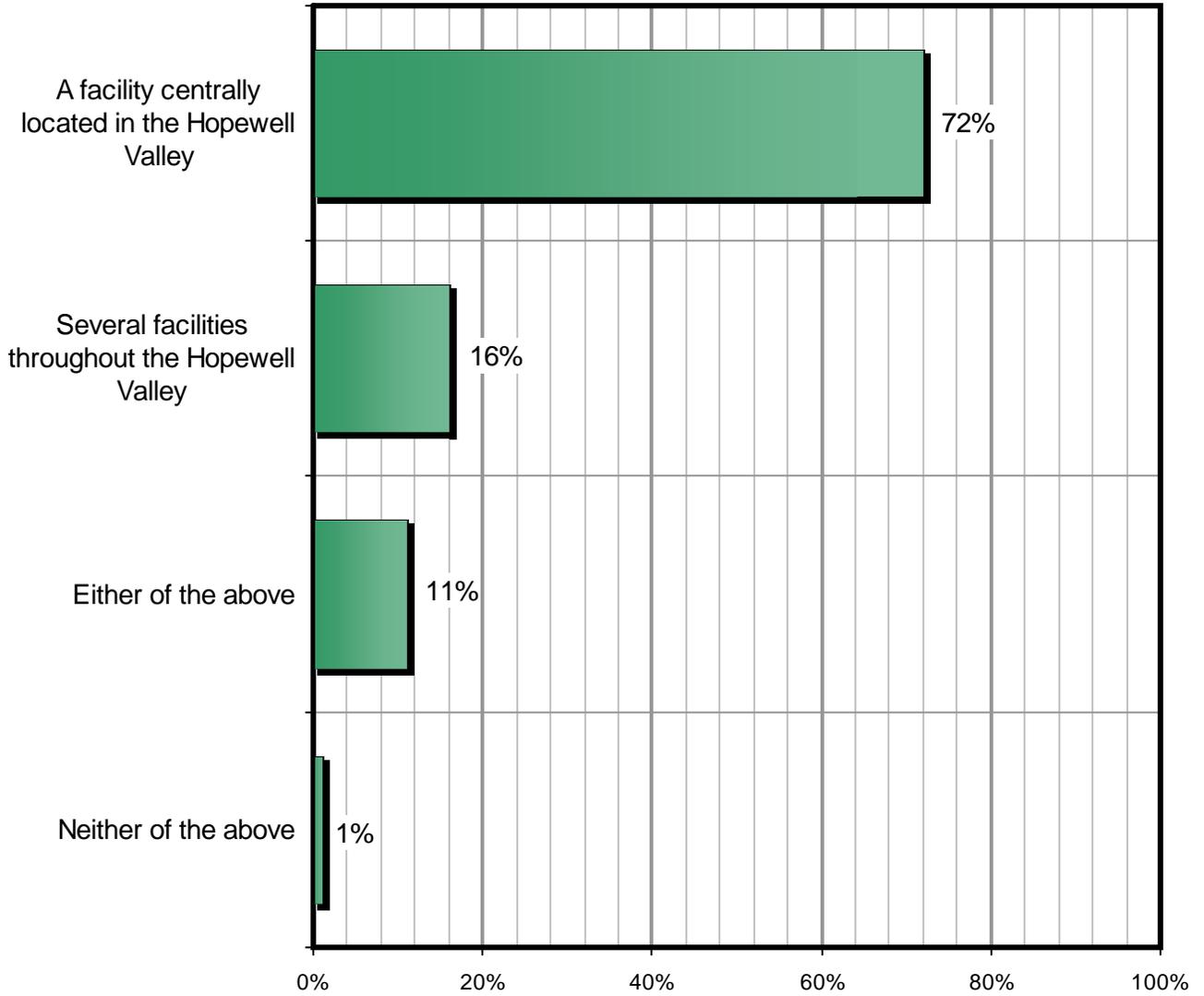


Figure 7.01 Preferred Facility Arrangement among Prospective Users

Preferred Building Design among Prospective Users

The following chart shows what **building design** prospective users said they prefer.

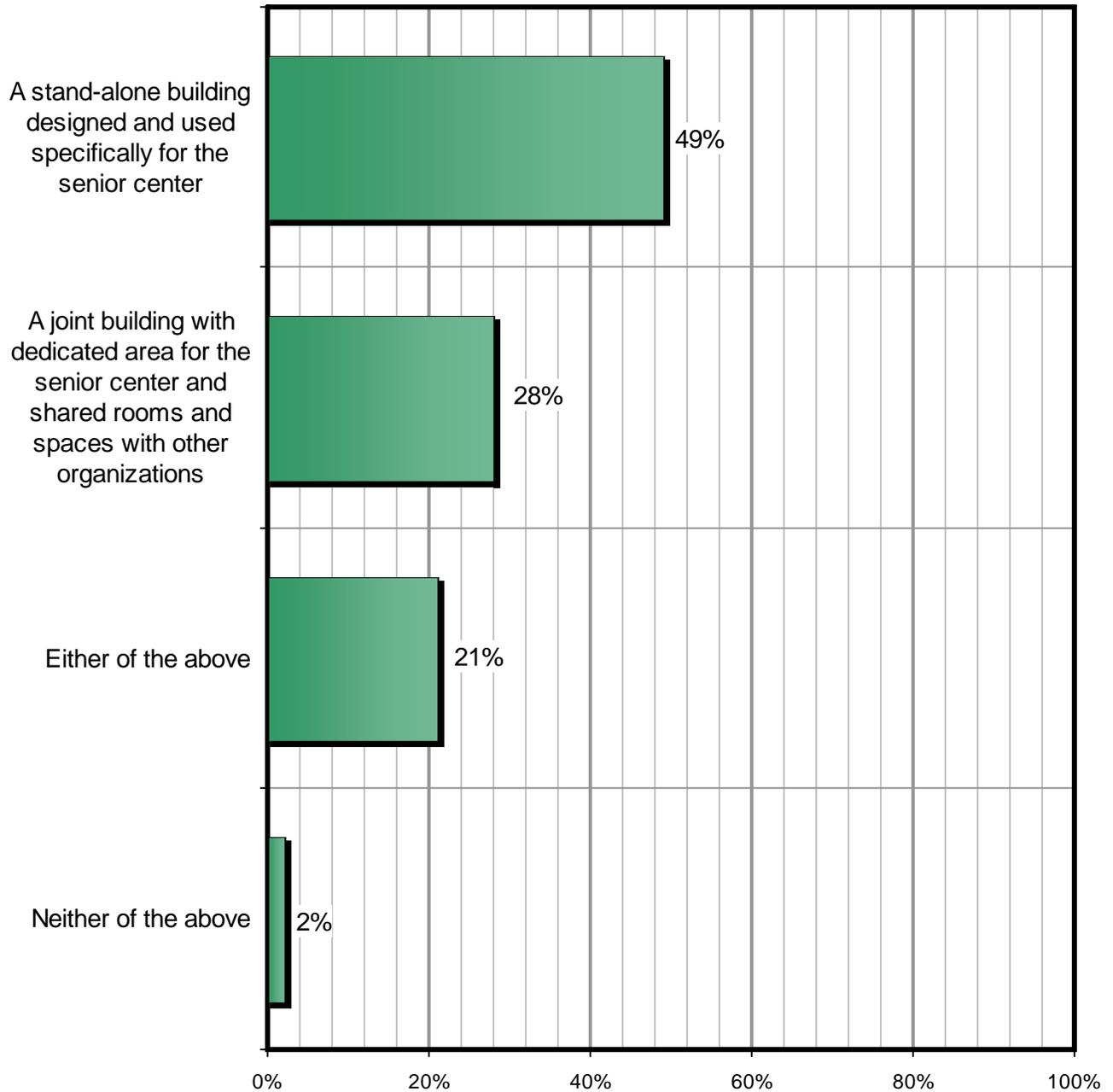


Figure 7.02 Preferred Building Design among Prospective Users

Perceived Convenience of Location among Prospective Users

The chart to the right shows the **perceived convenience of the proposed location** in Pennington on Route 31 among prospective user.

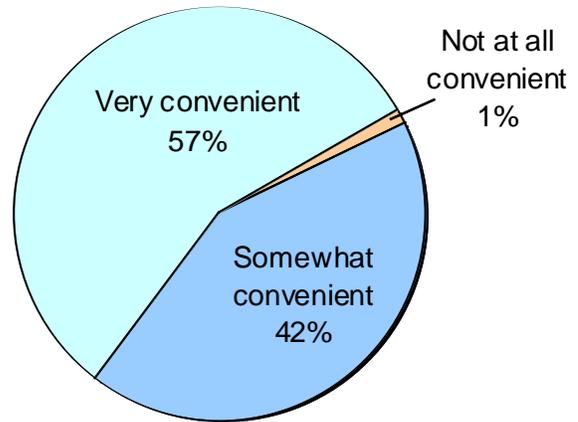


Figure 7.03 Perceived Convenience of Location among Prospective Users

Need for Transportation Assistance among Prospective Users

The chart to the right shows the percentage of prospective users **who will need transportation assistance** to get to the location.

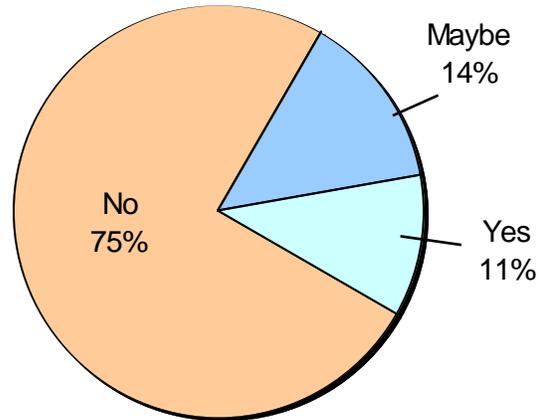


Figure 7.04 Need for Transportation Assistance among Prospective Users

NOTE: When prospective users said the location was *not at all convenient*, *transportation assistance was offered* and received insignificant interest.

Chapter 8

Program Interest among Prospective Users

This data can be used to

- Prioritize program offerings
- Understand the size of each program
- Plan facility features based on program interest

Note: When percentages are presented in graphs on the following pages, the percentages represent the number of prospective users that expressed an interest in this activity.
(e.g., 10% = 10% x 402 units = 40 units)

Interest in Fitness Activities among Prospective Users

The chart on the right shows the percentage of prospective users who said they were interested in **fitness activities**. The chart below shows the level of interest in specific fitness activities among prospective users.

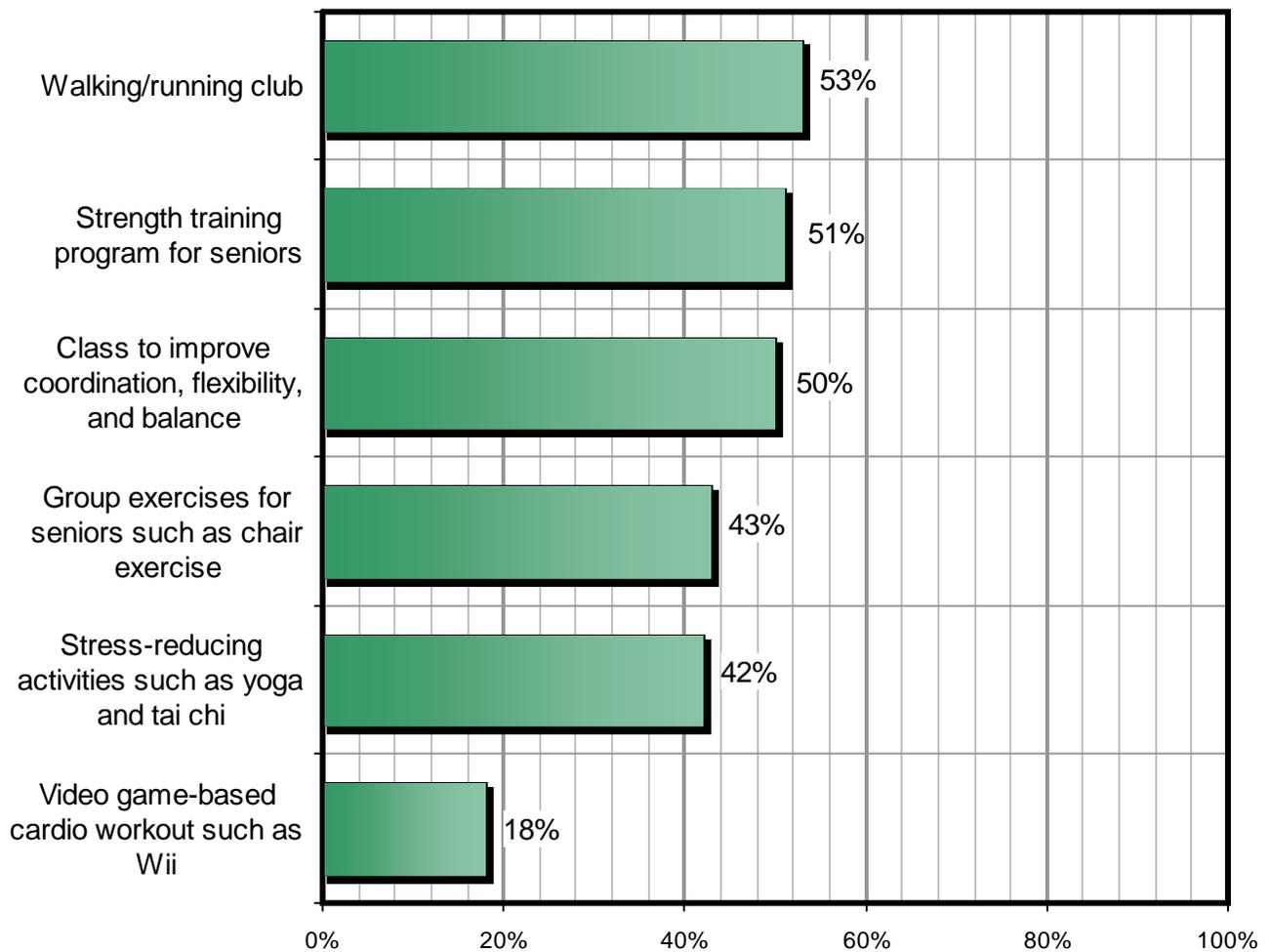
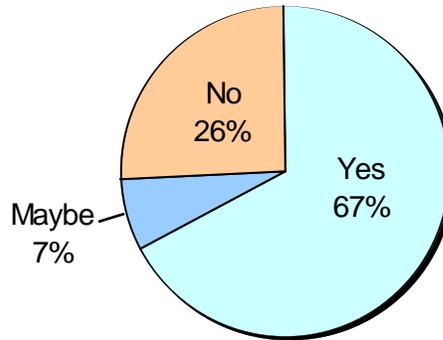


Figure 8.01 Interest in Fitness Activities among Prospective Users

Interest in Fee-Based Fitness Activities

The following graph shows the level of interest in **fee-based fitness activities** among prospective users where interest in paying was rated on a scale of 0 to 4 where 0 means *zero interest* and 4 means *a great deal of interest*.

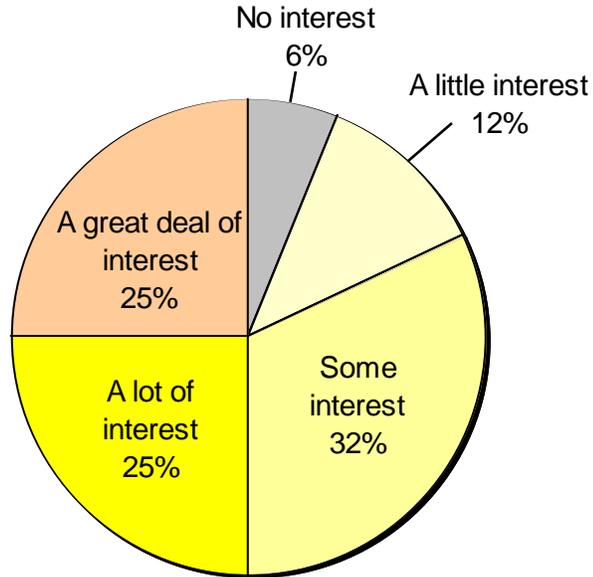


Figure 8.02 Interest in Fee-Based Fitness Activities among Prospective Users

Interest in Health and Wellness Programs among Prospective Users

The following graph shows the level of interest in **health and wellness programs** among prospective users. Health and wellness programs could be offered in conjunction with local health care providers.

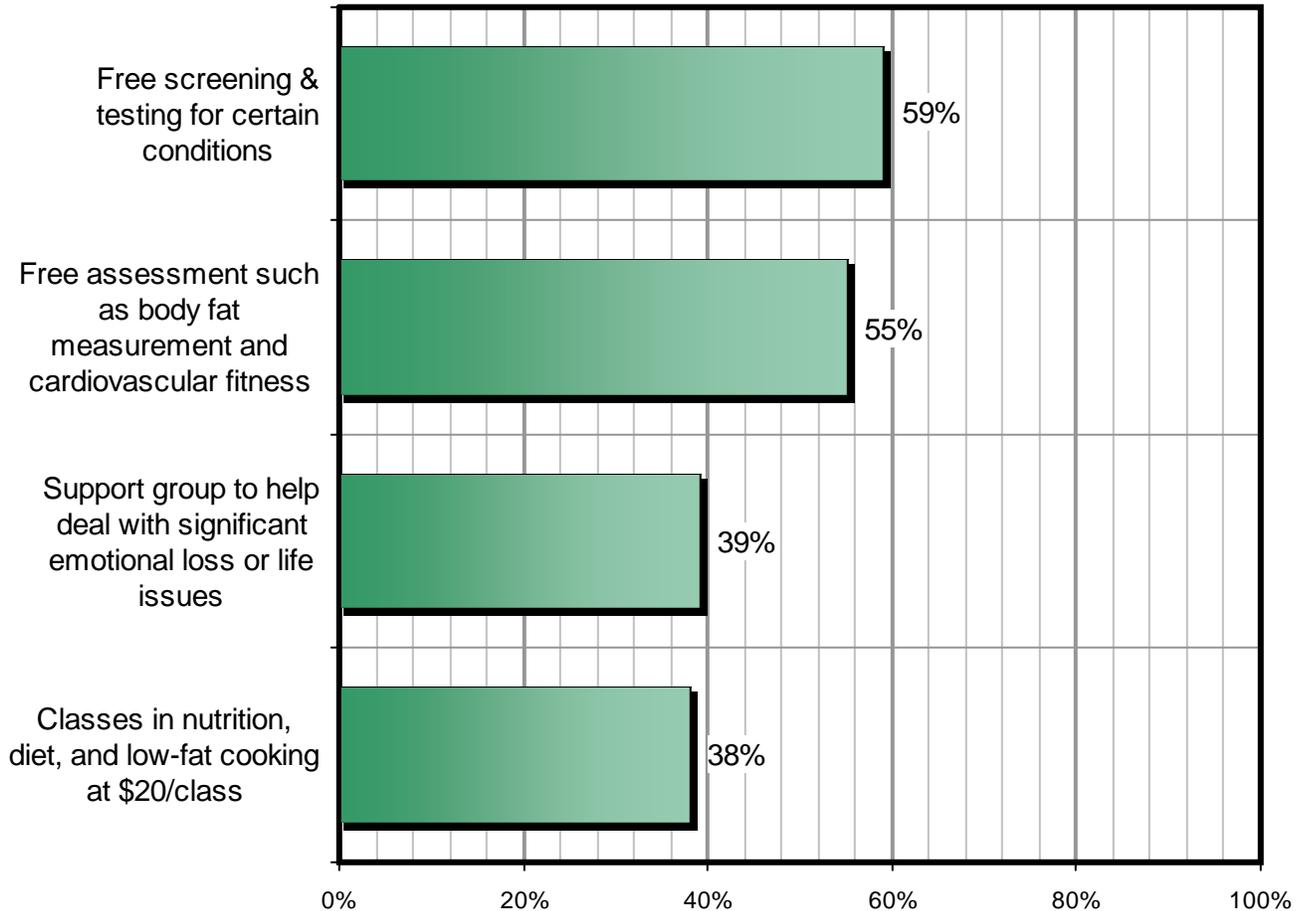


Figure 8.03 Interest in Health and Wellness Programs among Prospective Users

Interest in Aquatic Activities among Prospective Users

The chart on the right shows the percentage of prospective users who said they were interested in **aquatic activities** provided at existing pools in the community at an average of \$40/8 weeks. The chart below shows the level of interest in **specific aquatic activities** among prospective users.

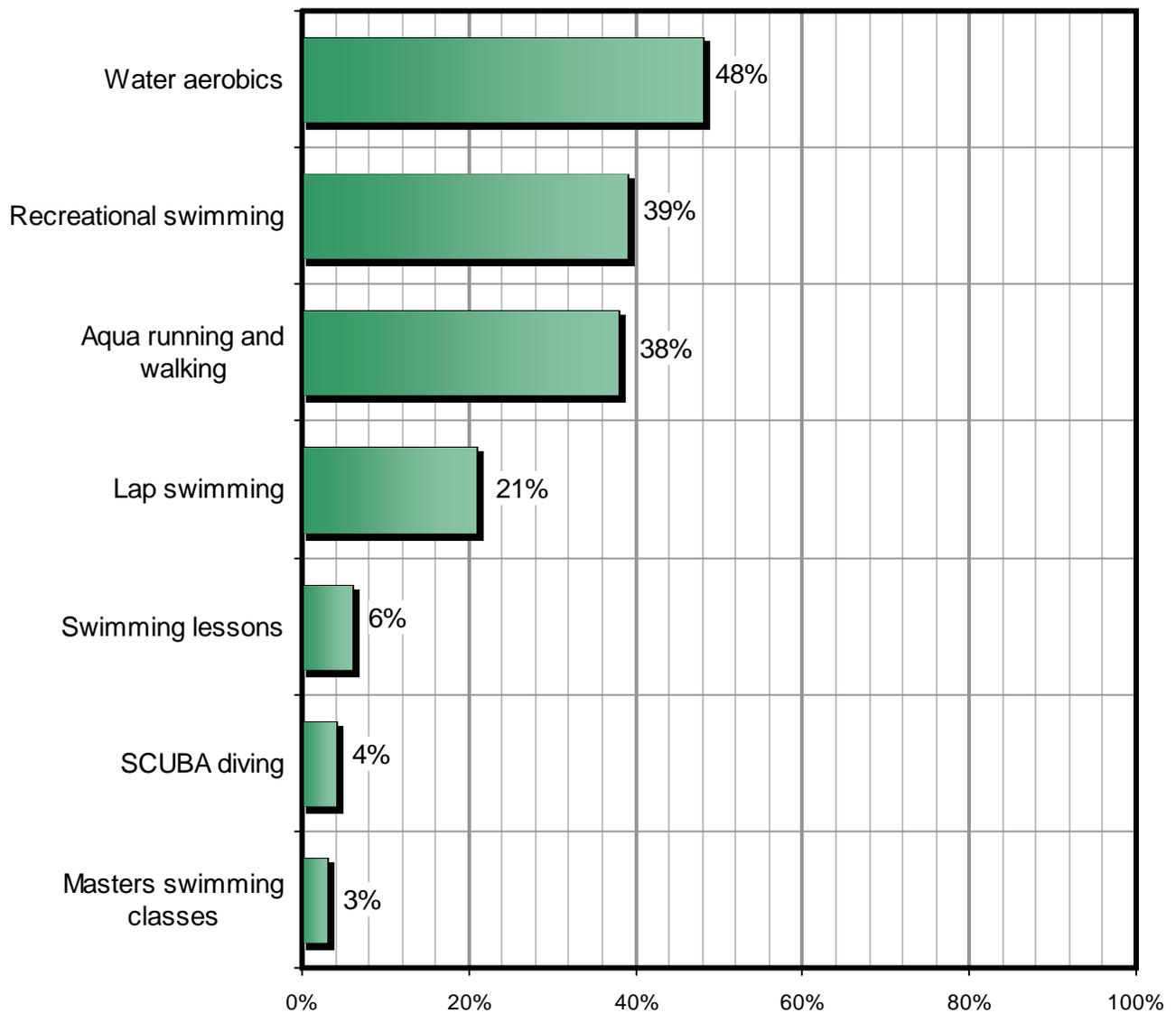
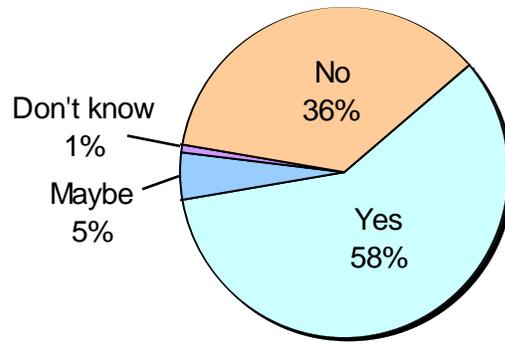


Figure 8.04 Interest in Aquatic Activities among Prospective Users

Interest in Dedicated Areas among Prospective Users

The chart on the right shows the percentage of prospective users who said they were interested in **dedicated areas** in the center for socializing, reading, or recreation. The chart below shows the level of interest in **specific dedicated areas** among prospective users.

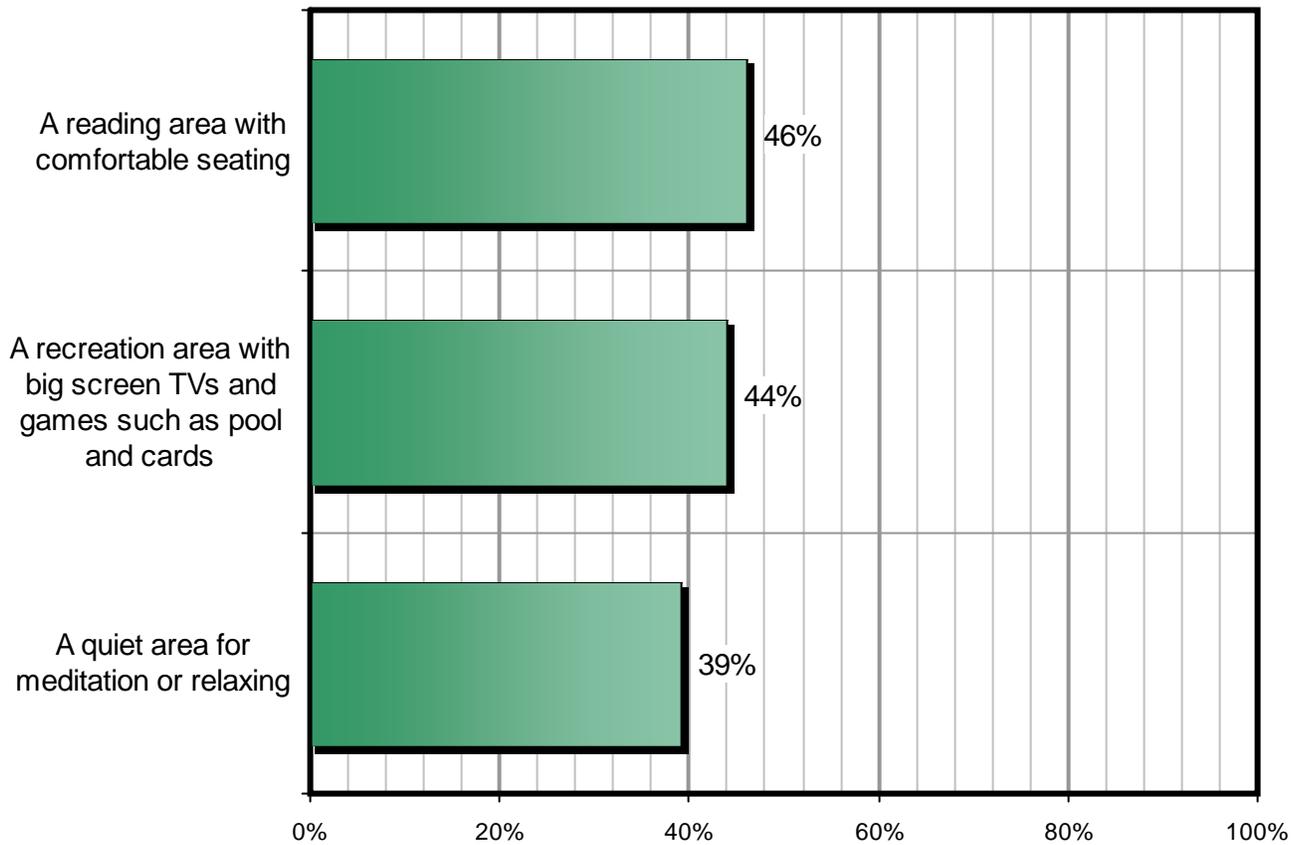
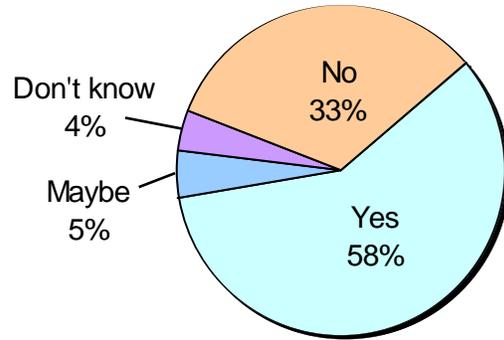
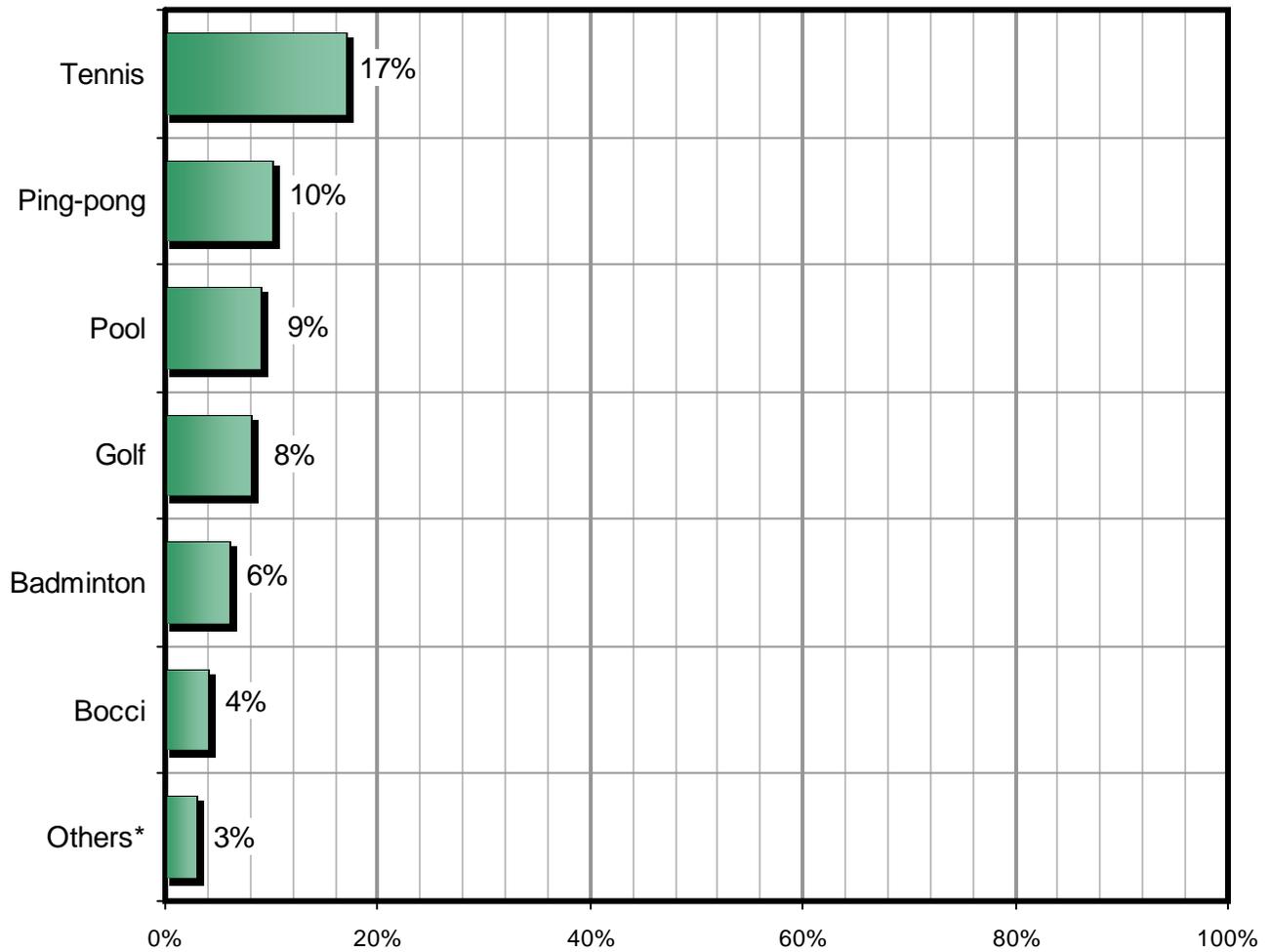
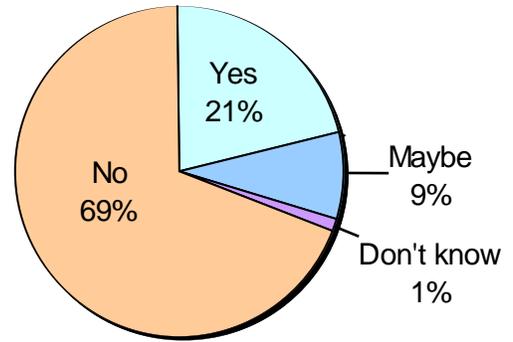


Figure 8.05 Interest in Dedicated Areas among Prospective Users

Interest in Sports among Prospective Users

The chart on the right shows the percentage of prospective users who said they were interested in **sports** at the center with lessons, leagues, and clinics. The chart below shows the level of interest in specific sports among prospective users.



* *Biking, horseshoes, and kites* were cited.

Figure 8.06 Interest in Sports among Prospective Users

Interest in Recreational Activities among Prospective Users

The chart on the right shows the percentage of prospective users who said they were interested in **recreational activities** such as dance, crafts, and games. The chart below shows the level of interest in **specific recreational activities** among prospective users.

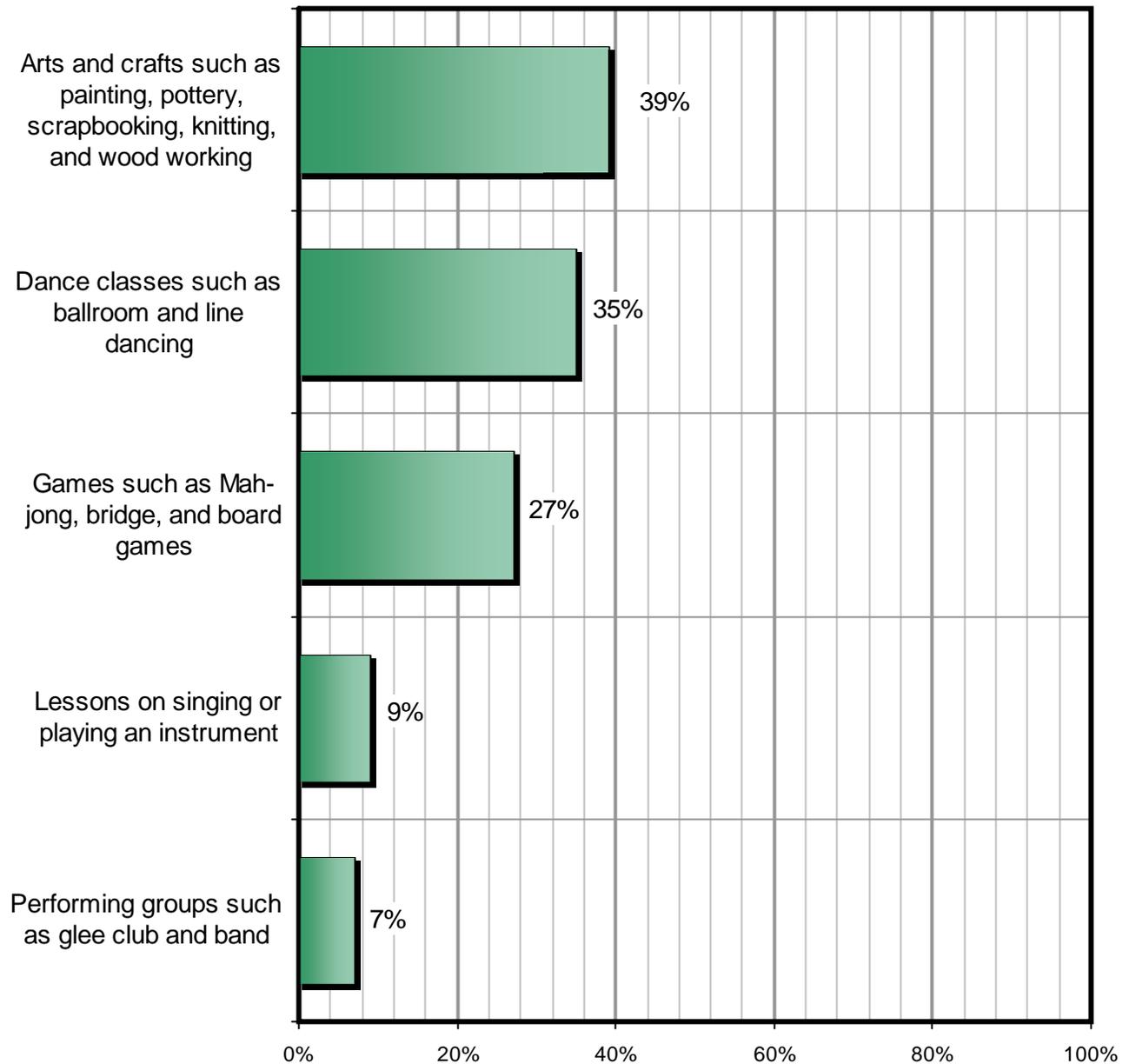
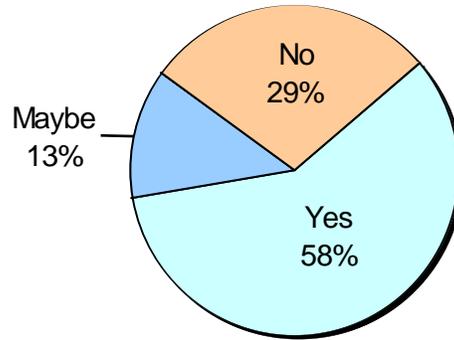


Figure 8.07 Interest in Recreational Activities among Prospective Users

Interest in Fee-Based Recreational Activities

The following graph shows the level of interest in **fee-based recreational activities** among prospective users where the programs listed in Figure 8.07 on the previous page cost about \$40 for an 8-week session. Interest in paying was rated on a scale of 0 to 4 where 0 means *zero interest* and 4 means *a great deal of interest*.

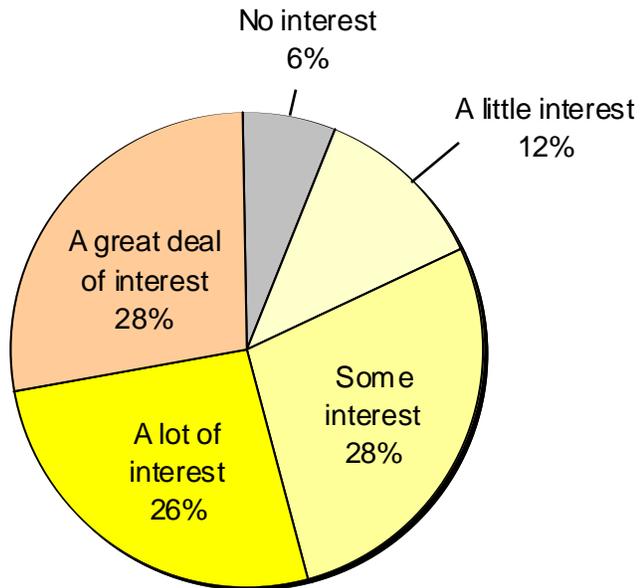


Figure 8.08 Interest in Fee-Based Recreational Activities among Prospective Users

Interest in Educational Programs among Prospective Users

The chart on the right shows the percentage of prospective users who said they were interested in **educational programs**. The chart below shows the level of interest in **specific educational programs** among prospective users.

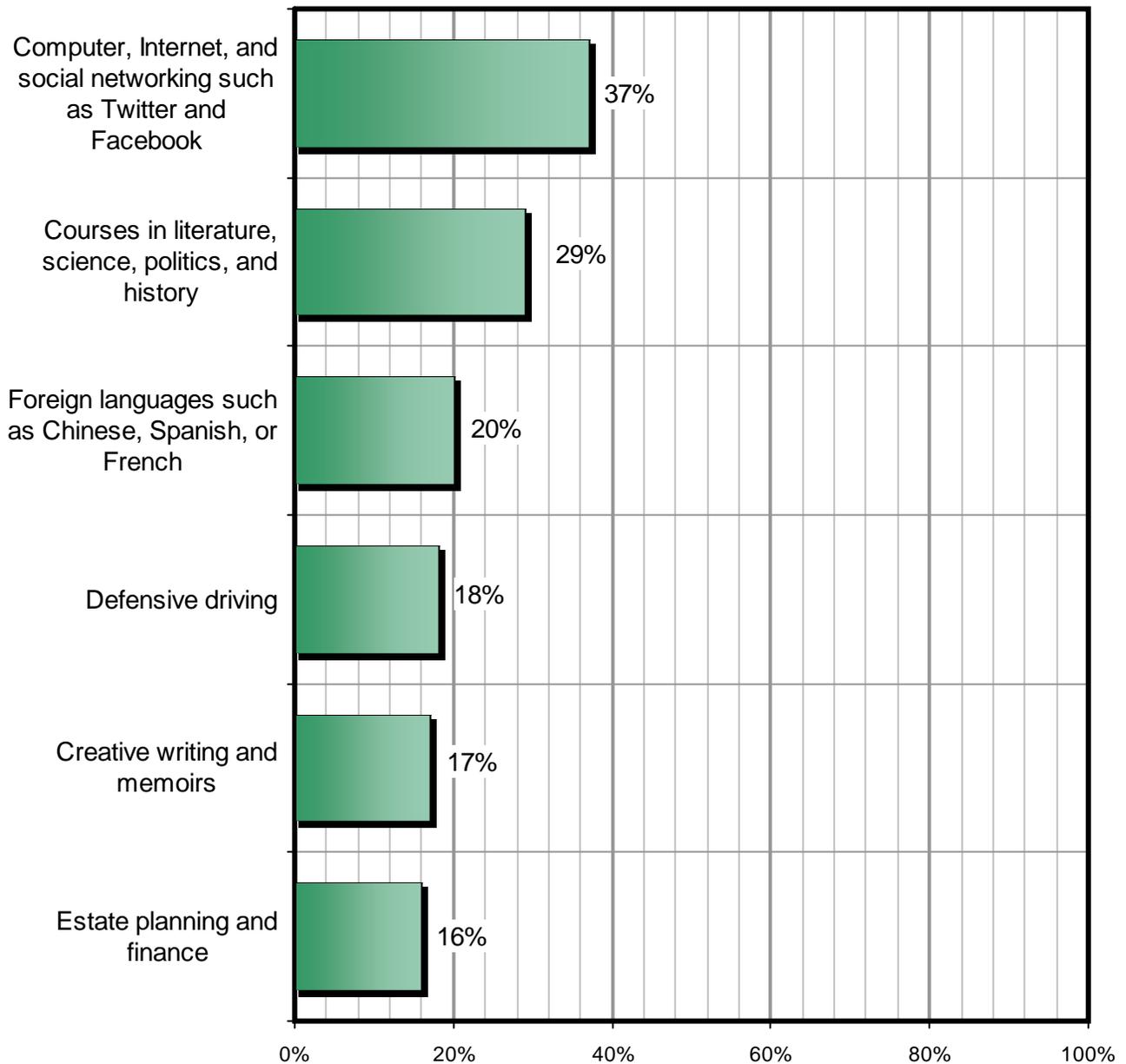
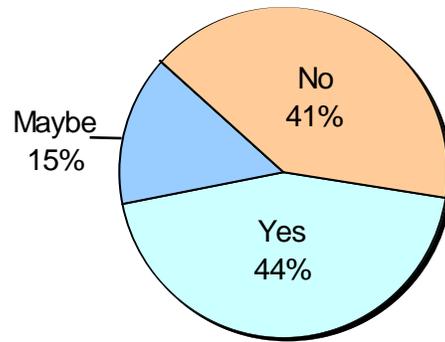


Figure 8.09 Interest in Educational Programs among Prospective Users

Interest in Fee-Based Educational Activities

The following graph shows the level of interest in **fee-based educational programs** among prospective users where the programs listed in Figure 8.09 on the previous page cost about \$40 for an 8-week session. Interest in paying was rated on a scale of 0 to 4 where 0 means *zero interest* and 4 means *a great deal of interest*.

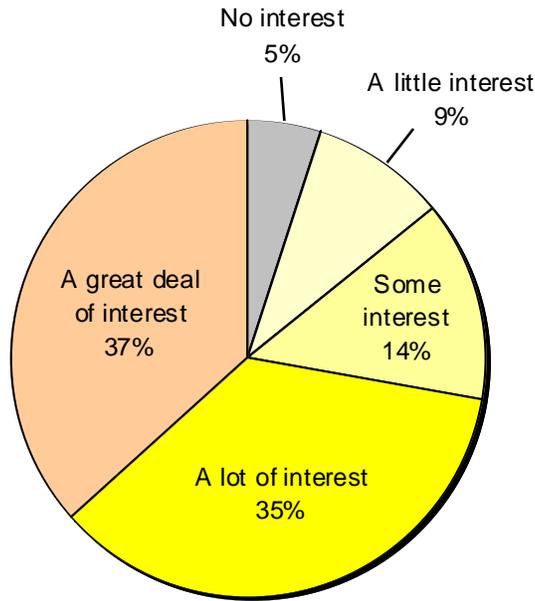


Figure 8.10 Interest in Fee-Based Educational Programs among Prospective Users

Interest in Social Activities among Prospective Users

The chart on the right shows the percentage of prospective users who said they were interested in **social activities**. The chart below shows the level of interest in **specific social activities** among prospective users.

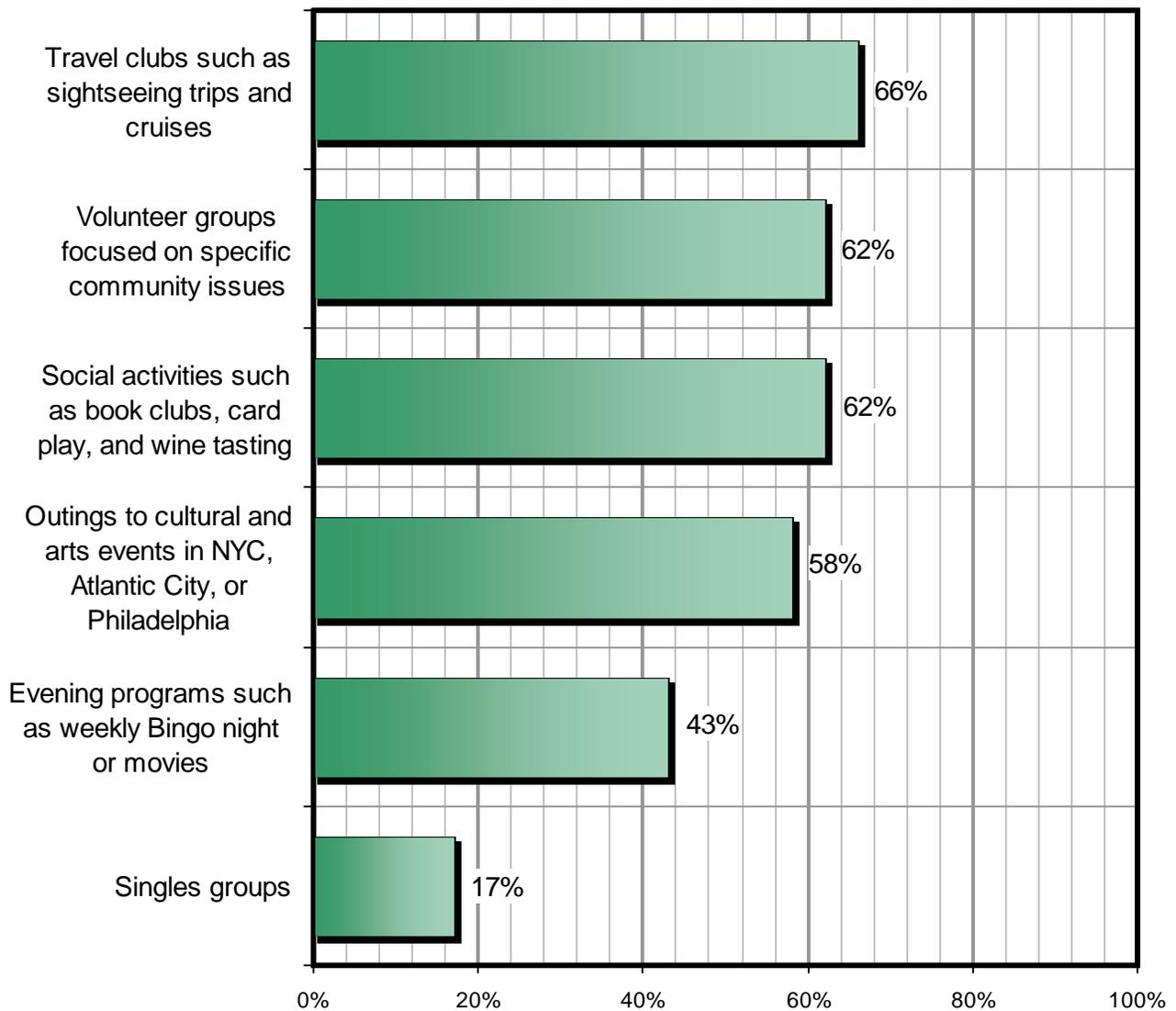
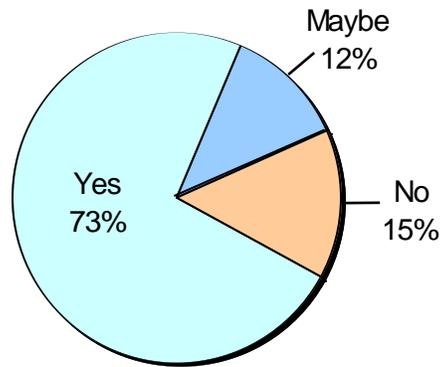
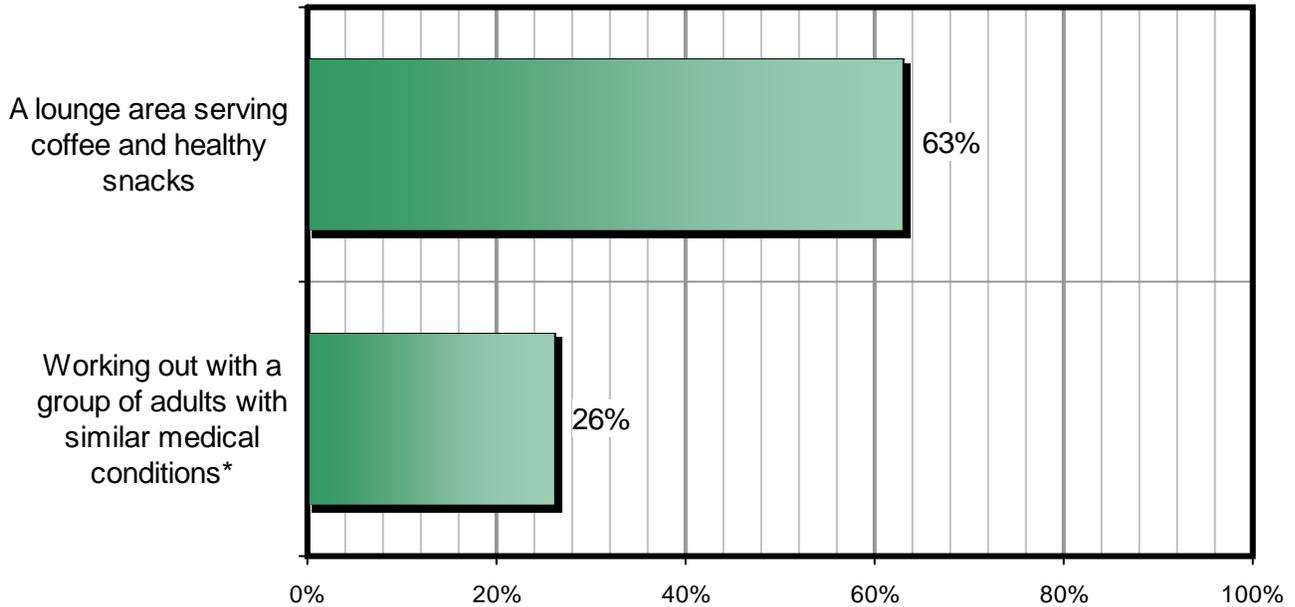


Figure 8.11 Interest in Social Activities among Prospective Users

Interest in Other Services and Facilities among Prospective Users

The following graph shows the level of interest in **other services and facilities** among prospective users.



* In rank order, *arthritis, knee, heart, and back* were cited.

Figure 8.12 Interest in Other Services and Facilities among Prospective Users

Interest in Aging in Place Program among Prospective Users

The chart on the right shows the percentage of prospective users who said they were interested in **the Aging in Place program** which provides social services such as

- Caregiver support groups
- Social and medical referral to community providers
- Transportation referral
- Tax preparation assistance
- Benefits and insurance counsel

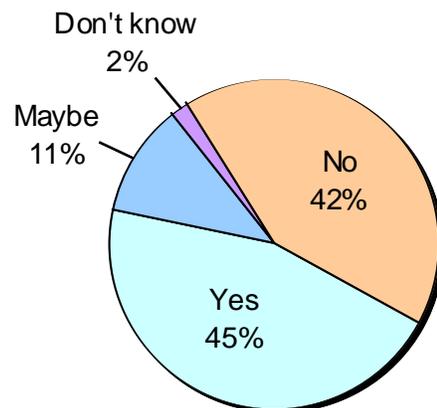


Figure 8.13 Interest in the Aging in Place Program among Prospective Users

Interest in Intergenerational Programs among Prospective Users

The chart on the right shows the percentage of prospective users who said they were interested in **intergenerational programs** such as dance parties, lunches at local high schools, and volunteering.

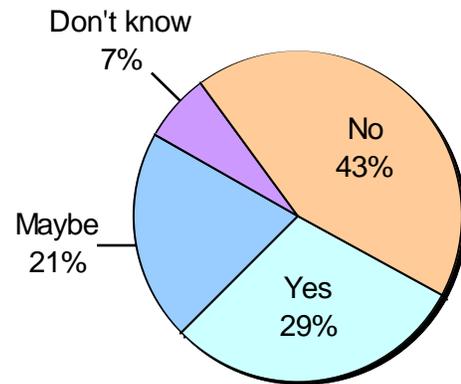


Figure 8.14 Interest in Intergenerational Programs among Prospective Users

Interest in Special Events among Prospective Users

The chart on the right shows the percentage of prospective users who said they were interested in **special events** such as senior breakfast or senior picnics.

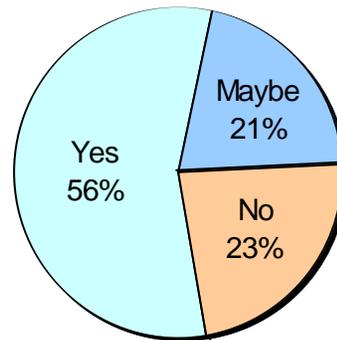


Figure 8.15 Interest in Special Events among Prospective Users

Chapter 9

Strategic Questions and Answers

Strategic Questions and Answers

The Consultant recommends that in order to meet the forecasts for new users, the leaders of a new Hopewell Valley Senior Center should carefully consider the answers to all of the following questions:

1. Does interest exist for a new Hopewell Valley Senior Center among the senior community in Hopewell Valley?
2. Does the study reveal key characteristics of the senior community in Hopewell Valley?
3. Are there factors that could increase or decrease the forecasts of new membership units?
4. Are prospective users/members willing to pay for programs and memberships at a new senior center?
5. Who are prospective users/members of a new Hopewell Valley Senior Center?
6. Are there recommendations on the facility development of a new Hopewell Valley Senior Center?

1. Does interest exist for a new Hopewell Valley Senior Center among the senior community in Hopewell Valley?

Yes

Findings revealed **above-average interest** for a new senior center among the senior community in Hopewell Valley. As illustrated in Figure 5.11, page 38, of all senior households (i.e. households with at least one adult age 65 or older), nearly one quarter (**23.2%**) had either *a great deal of interest* or *a lot of interest* in using a new senior center at the proposed site off Route 31 as a monthly member, program member, or daily user. *A great deal of interest* is the highest level on the interest intensity scale of 0 to 4, where 0 means *zero interest* and 4 means *a great deal of interest*. *A lot of interest* is the second highest level on the scale.

Such level of interest is much higher than what the Consultant typically finds in similar studies. This indicates **strong interest exists** for programs and services provided by a new senior center in Hopewell Valley.

However, due to the **small size of the senior community in Hopewell Valley**, the strong interest level of 23.2% only translates into **410 users/membership units**.

Please note these numbers forecasted represent memberships sold, not retained, during the first 15-18 months after the new facility is built and recommendations in the report are followed. It includes all multiple facility and pricing options tested in the study, but does not exclude prospective members/users who may terminate their memberships and therefore should not be interpreted to mean that a senior center will definitely have a certain number of members/users.

2. Does the study reveal key characteristics of the senior community in Hopewell Valley?

Yes

The study also revealed the following key characteristics of senior households in Hopewell Valley:

- It is a **small but booming** community. According to the data obtained from DemographicsNow, a national demographics provider, the total number of adults age 65 or older in Hopewell Valley is only 2,700 and the number of senior households is 1,585 in 2008. However, both is projected to grow tremendously with 20% for the population and 13% for households. In comparison, the national average growth for the total population and households is about 5%.
- In general, the Hopewell Valley senior community **enjoys high household income**. As illustrated in Figure 3.03, page 17, the median household income in Hopewell Valley senior community was \$115,362 in 2008, which is more than double the national median household income of \$52,000 and also significantly higher than the \$72,169 median household income of Mercer County.
- It's also a **stable community with relatively high mobility**. As shown in Figure 4.04, page 23, two-thirds (66%) of all respondents indicated they owned a home, compared to the national average of 59%. Likewise, 67% said they owned a car with the majority (65%) saying they drove at least *once a week*.
- The senior community is **relatively active**. Close to six out of ten (57%) households indicated they currently engaged in some type of physical activity, which is at the same level for the general population.
- **A relatively large number of current providers exist**. More than one-third (35%) of senior households said they currently use services or providers outside of their home for recreation, social, and physical activities, a level much higher the national average of 25%. *Churches* and *Current Hopewell Valley Senior Center* lead the pack, already serving 9% of senior households each. Fitness centers, parks and recreation facilities, and the YMCA followed with 5% each. This indicates some needs of the senior community could already be met by existing providers.

3. Are there factors that could increase or decrease the forecasts of users and membership units?

Yes

The table on the following page provides insight on factors that could increase or decrease the forecasts for a new Hopewell Valley Senior Center.

Forecast Could Increase If...

- a new Hopewell Valley Senior Center is able to attract a significant portion of senior households outside Hopewell Valley with aggressive marketing and promotion.
- no other major provider of similar services enters the marketplace and the new senior center is able to be the area's leading provider for social, fitness, wellness, aquatics, and recreation activities for seniors.
- partnerships are sought with other organizations that can broaden the program offerings and services such as partnering with local parks and recreation to offer more sports off-site, or a local health care provider to offer rehab and therapeutic programs, or the new YMCA to provide more comprehensive fitness programs.

Forecast Could Decrease If...

- only the higher pricing tested is implemented.
- there are similar service providers that capture prospective senior users/members before the new senior center does.
- programming and marketing efforts are generic and fail to capture the demographic and psychographic characteristics of prospective users/members.
- the most popular programs and activities indicated by this report are not included.

Figure 9.01 Factors that Could Increase or Decrease Forecasts

4. Are prospective users/members willing to pay for programs and memberships of a new senior center?

Yes

The findings revealed **strong willingness to pay for fee-based programs** among prospective users and members. Half (50%) said they had at least *a lot of interest* in paying for fitness programs at \$40 for an 8-week session. Close to two-thirds (62%) expressed interest in swimming and water exercises at \$40/8-weeks. More than half (54%) indicated they had at least *a lot of interest* in paying for arts and crafts programs and 72% said the same for educational programs.

Willingness to pay for daily use and monthly membership also exists. However, seniors who are interested in daily use and monthly membership demonstrated **some price-sensitivity**. Of all senior who prefer the daily usage, the majority (61%) had *a great deal of interest* in the lower rates tested. Likewise, of all seniors who prefer the monthly membership, 42% had *a great deal of interest* in the middle rates and 3% in the lower rates.

Should a fee structure be implemented, the Consultant recommends a new Hopewell Valley Senior Center consider using the middle rates tested for daily use fee and the middle rates tested for monthly memberships.

5. Who are prospective users/members of a new Hopewell Valley Senior Center?

Older, healthier and mobile seniors

Consider the following demographics of prospective users/members of a new Hopewell Valley Senior Center:

- Prospective users/members are **an older group** than the general senior population in the Valley. Just 42% were age 65–74, compared to 56% of all senior households in the Hopewell Valley. Close to half (48%) were age 75–84, compared to only 33% of all senior households.
- Their **health condition is pretty good**. More than 8 out of 10 prospective users/members rated themselves *very healthy* or *healthy* when asked about their current health condition.
- They are **very mobile**. The vast majority (94%) said they didn't need help or little help when asked to rate their current mobility. Nearly every prospective users/members owned a car. And three-quarters drove at least two to three times a week.

A new Hopewell Valley Senior Center should design its facility, programming mix, marketing and promotional strategies with these demographics and psychographics in mind.

6. Are there recommendations on the facility development of a new Hopewell Valley Senior Center?

Yes, partnering with other community agencies to deliver services cost-effectively

While the interest in a new senior center was high among seniors in Hopewell Valley, due to the small size of the population, the resulting total number of users/members and total amount of revenues that could be generated through fee-based programs and services are still very limited at \$102,735.

Therefore to provide these programs and services cost-effectively, partnerships with other community agencies such as YMCAs, parks and recreation facilities, and senior living communities are highly recommended.

Chapter 10
Appendix:
Survey Outline

Survey Outline for A New Hopewell Valley Senior Center

FINAL

The following outlines the survey content to be used in the telephone interviews with **400** randomly selected households that have at least one adult ages 65 or older at home in the targeted area. Please note that this is the number of completed interviews.

1. Introduction

Hi, my name is _____, and I'm calling on behalf of three municipalities of Hopewell Valley. I am not trying to sell anything or raise any money. This survey is being conducted so that a new senior center can be designed to best serve the senior community in Hopewell Valley.

2. Qualification and general questions

- 1) Qualification—household with at least one adult ages 65 or older
- 2) General questions
 - Types of current physical, recreational, social activities
 - Names of current providers/facilities outside home

3. General interest

The rest of the survey deals with the programs that a new Hopewell Valley Senior Center could offer to you and other seniors in your household, including wellness, health, recreational, socialization, educational, and volunteering. Your participation in the survey would help decide what to offer and possible pricings of those programs. Would a new Hopewell Valley Senior Center be of interest to you or anyone in your household?

4. Location and transportation needs

- 1) Preference between
 - A facility centrally located in Hopewell Valley
 - Several facilities located throughout Hopewell Valley
- 2) Preference between
 - A stand-alone building designed and used specifically as the senior center
 - A joint building that shares entrance and parking with other community organizations. Inside the building there is a dedicated area for the senior center as well as shared rooms and spaces
- 3) Perceived convenience of the possible site on Route 31, within one mile north of Pennington Market
- 4) Whether transportation assistance is required to get to the location

5. Programs and services

- A. Fitness programs
 - 1) Walking/running club
 - 2) Video game based cardio workout such as Wii
 - 3) Group exercise classes specifically designed for seniors such as chair exercise
 - 4) Activities that reduce stress like yoga and tai chi
 - 5) Fitness programs specifically designed for active older adults to improve coordination, flexibility, and balance such as chair aerobics
 - 6) Strength training program for seniors

If the above-mentioned programs cost about \$40 for an 8-week session, how would you rate your level of interest in paying on a scale of 0 to 4.

- B. Interest in
 - 1) Working with adults with similar medical conditions
 - 2) A lounge area for social gathering that serves coffees and healthy snacks

- C. Health and wellness programs offered in conjunction with health professionals
 - 1) A kitchen with cooking classes on nutrition, diet, and low-fat cooking at about \$20/class
 - 2) Free health screening and testing such as blood pressure check
 - 3) Free fitness assessment such as body fat measurement and cardiovascular fitness
 - 4) Class or support group that helps individuals deal with significant emotional loss or life issue

- D. Aquatic programs at an average of \$40/8-week and provided using existing pools in the community
 - 1) Swimming lessons
 - 2) Recreational swimming
 - 3) Water aerobics
 - 4) Aqua running and walking
 - 5) Lap swimming
 - 6) Masters swimming classes
 - 7) SCUBA diving

- E. Dedicated areas for socializing, reading, or just relaxing
 - 1) A reading area with comfortable seating
 - 2) A quiet area for practicing meditation or relaxing
 - 3) A recreation area with big-screen TVs and games such as pools and cards

- F. Recreational activities
 - 1) Dance classes such as ball room and line dancing
 - 2) Arts and craft programs such as painting, pottery, scrapbooking, knitting, and wood working
 - 3) Lessons on singing or playing instrument
 - 4) Playing games such as Mah-jong, Bridge and board games
 - 5) Performing groups such as Glee club and band

If the above-mentioned programs cost about \$40 for an 8-week session, how would you rate your level of interest in paying on a scale of 0 to 4

G. Educational programs

- 1) Foreign languages such as Chinese, Spanish or French
- 2) Creative writing and memoirs
- 3) Computer, internet, and using social network such as Facebook and Twitter
- 4) Estate planning and finance
- 5) Defensive driving
- 6) Courses in literature, science, politics and history

If the above-mentioned programs cost about \$40 for an 8-week session, how would you rate your level of interest in paying on a scale of 0 to 4

H. Sports, including lessons, leagues, and clinics

- 1) Badminton
- 2) Bocci
- 3) Golf
- 4) Tennis
- 5) Ping-pong
- 6) Pool
- 7) Any others, specify

I. Social programs

- 1) Volunteering groups that focus on specific community issues
- 2) Social activities such as book clubs, card play, and wine tasting
- 3) Travel clubs such as sightseeing trips and cruises
- 4) Outings to culture and arts events in New York City, Atlantic City, and Philadelphia
- 5) Singles group
- 6) Evening programs such as weekly bingo night and movies

J. Aging in Place program, which provides social services such as

- Caregiver support groups
- Social and medical referrals to appropriate community providers
- Transportation referral
- Tax preparation assistance
- Benefit and insurance counsel

K. Intergenerational programs such as dance parties, lunches at local high schools, and volunteering

L. Special events such as senior breakfast or senior picnics

M. Current physical health and mobility on a scale of 0-4.

N. Preferred way of receiving communications

6. Type of users (skip pattern to #7)

Many programs and services at the senior center will be free and some may require fees. You could participate in fee-based programs three ways, which of the following would you be most interested in for you or another senior in your households.

- 1) as a program user, who pays the cost of each program you participate in as you go
- 2) as a daily user who pays a daily use fee for discounted prices for program for the whole day
- 3) as a monthly user who pays a monthly fee for free fitness programs such as chair aerobics and discounted prices for all programs and special events

7. Level of interest on a scale of 0 to 4

- a) Pay each program as you go
- b) Daily use fee—first, \$10/day, then \$5/day
- c) Monthly membership
 - a. Membership type—individual adult or couple
 - b. Facility options:

First

- Group exercise studios for free aerobic classes
- Multipurpose rooms for recreational, educational, and social activities
- A kitchen with a dining hall for meal programs
- Social area with coffee and healthy snack
- Discounted prices for fee-based programs mentioned before

Then

Using an indoor warm-water pool with recreational swimming, swimming lesson, water aerobics

- c. Monthly rates

	Individual	Couple
Higher	\$40	\$60
Middle	\$30	\$45
Lower (\$50,000 income or less)	\$20	\$30

8. Reasons not interested

9. Demographics and others

- Gender
- Age
- Ownership of a car and frequency of usage
- Income