

# Opportunities for A New Hopewell Valley Senior Center

October 14, 2009

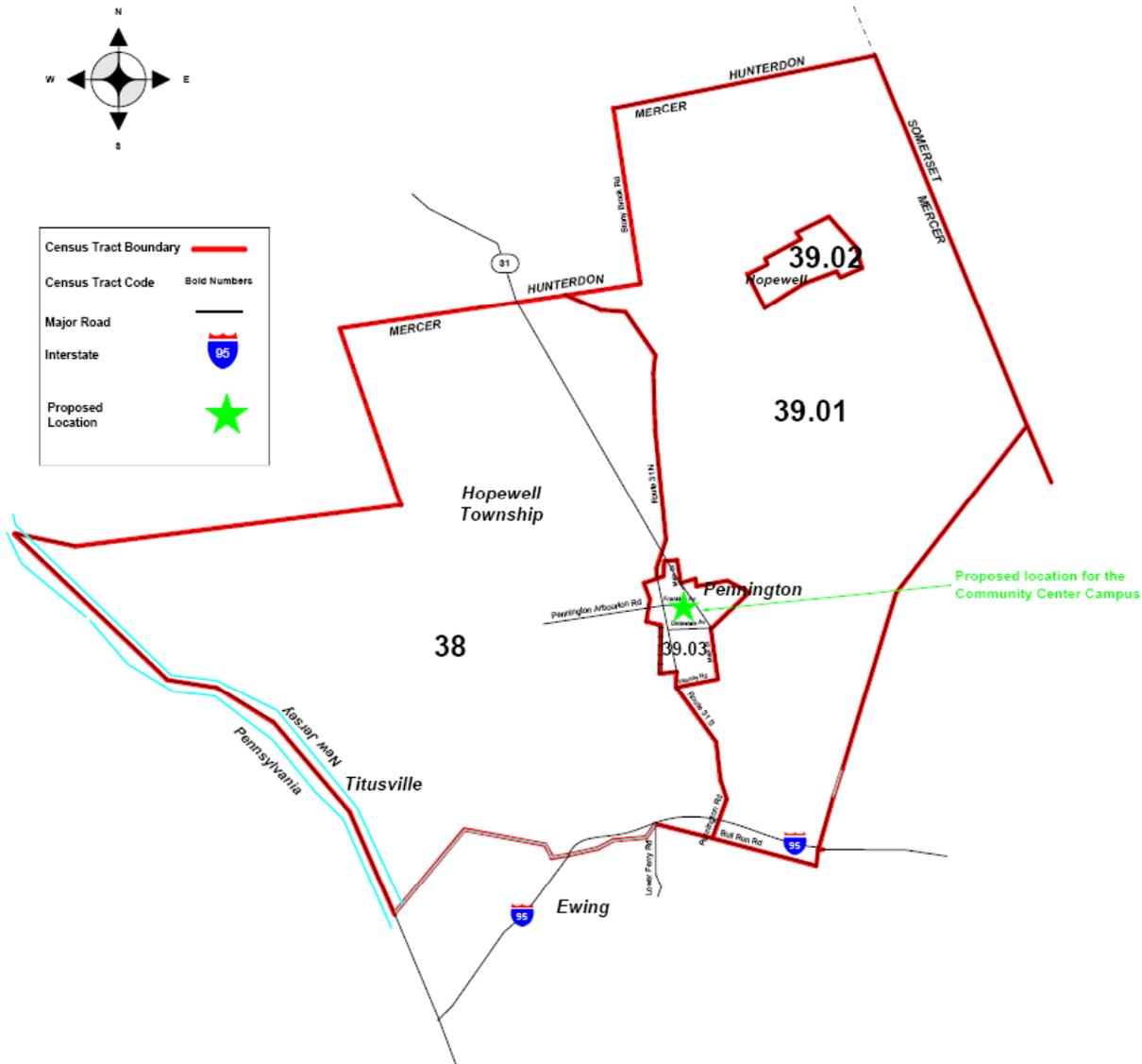




# Methodology and Scope

- Qualitative research
  - Secondary research
  - Market audits
- Quantitative research, telephone interviews with
  - Over 400 senior households in Hopewell Valley
- 95% confidence level, +/-4.9 %

# The Survey Area





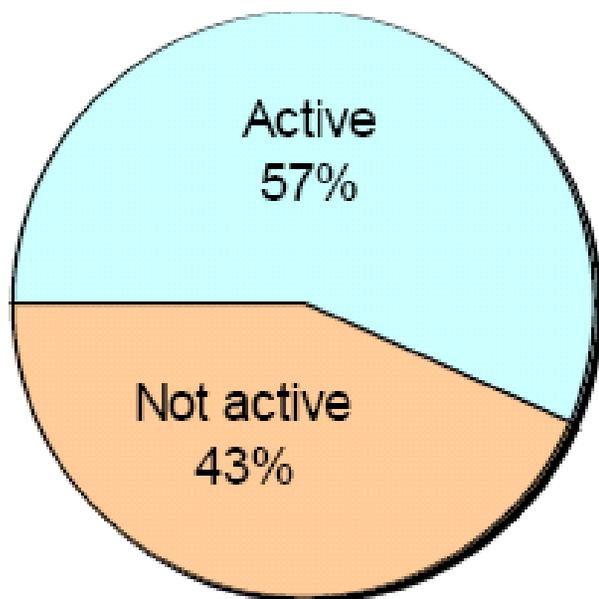
## Snap Shot of Hopewell Valley Senior Population

- Small but rapidly growing—13%
- Very high income—\$115,362
- Stable community—82%



# Findings among Area Senior Residents

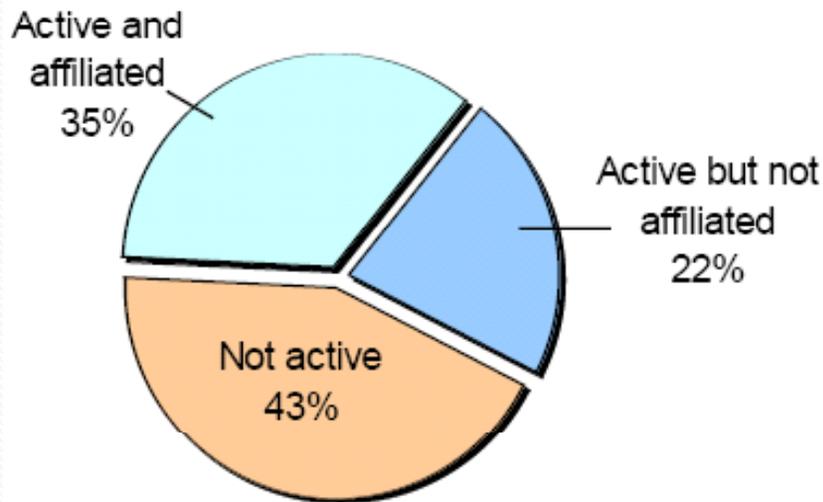
# Current Activities



## 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%

# Current Affiliation



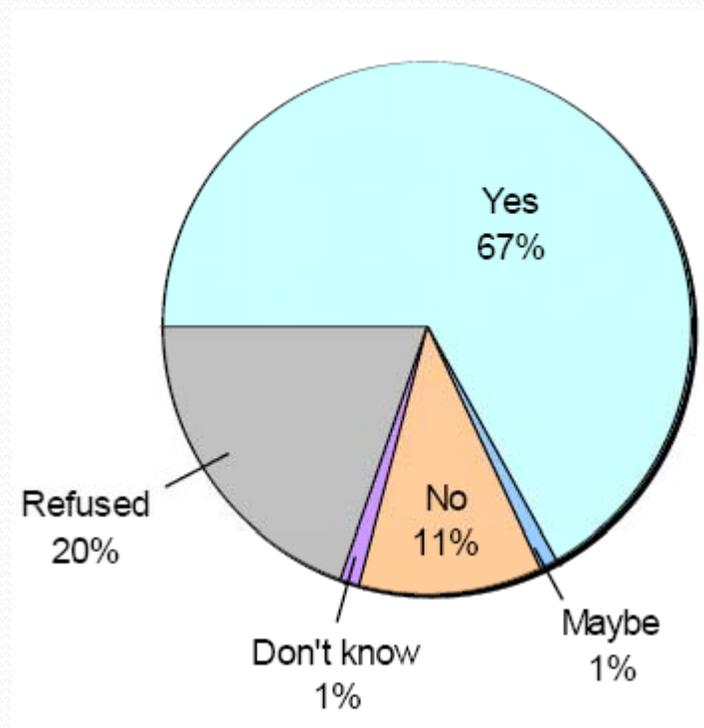
## Top Health, Fitness, and Recreation Options\* (percentage of respondents/multiple responses)

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%

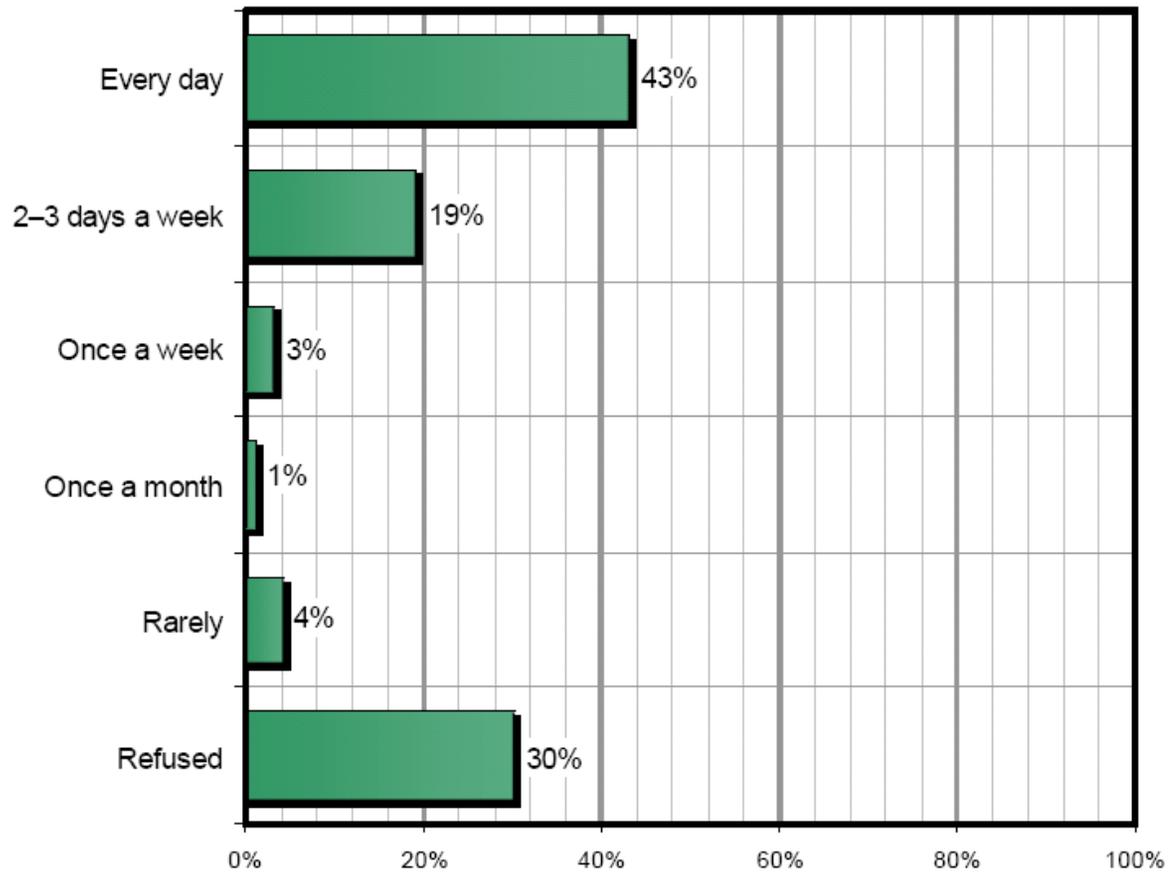
\*Others cited include country clubs, tennis clubs, Princeton pools, and Four Seasons.

\*\*Curves and Peak were cited most often.

## Percentage of Area Senior Residents Who Own a Car



# How Often Area Senior Residents Drive

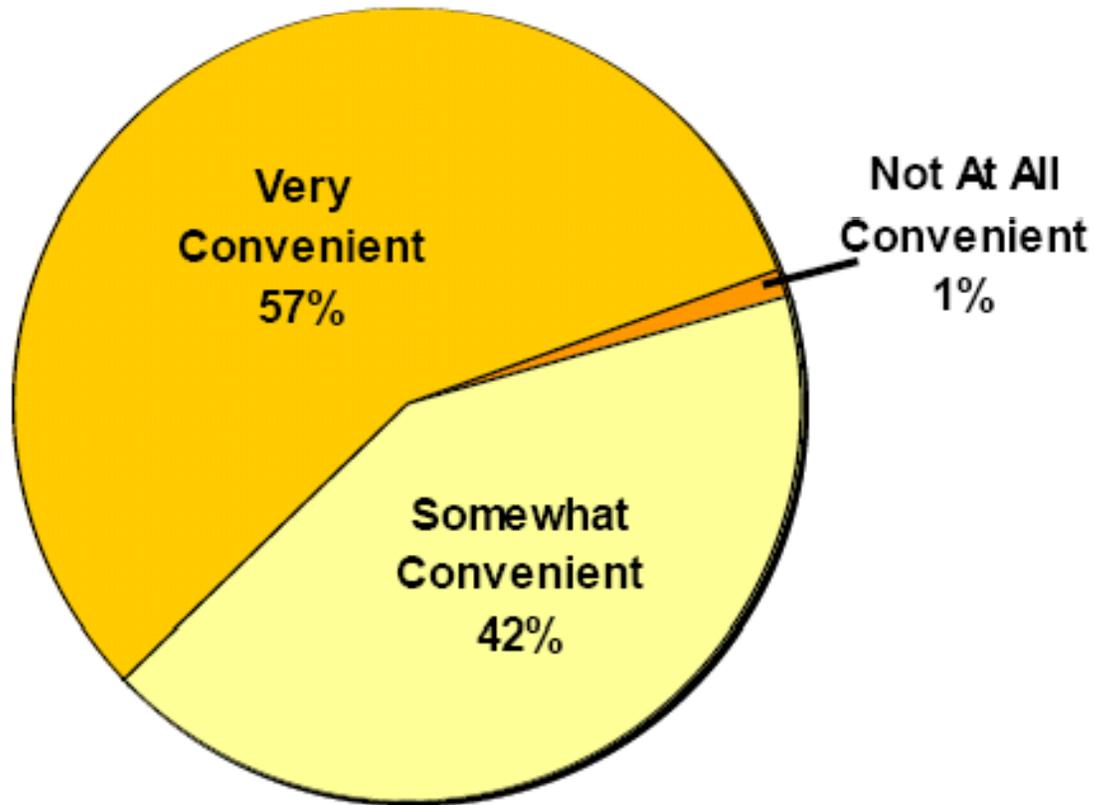




# Usage and Membership Projections

# Location

in Pennington on Route 31 within one mile of Pennington Market





# Features

- Group exercise studios for free aerobics classes and fitness classes
- Multipurpose rooms for recreational, educational and social activities
- A kitchen with a dining hall for meal programs
- Social areas with coffees and healthy snacks

# Pricing—Monthly Users

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



## Other Types of Use

- Daily user—pays every time they use the facility
  - \$10/day per individual; \$5/day
- Program user—pays the cost of each program as they go

# Interest in Joining as Monthly Members

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 A Great Deal of Interest in Joining a New Hopewell Valley Senior Center with a Monthly Membership					123
Forecast Number of Households with A Lot of Interest in Joining a New Hopewell Valley Senior Center with a Monthly Membership					30

# Forecast of Annual Revenue Generated From Monthly Membership

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

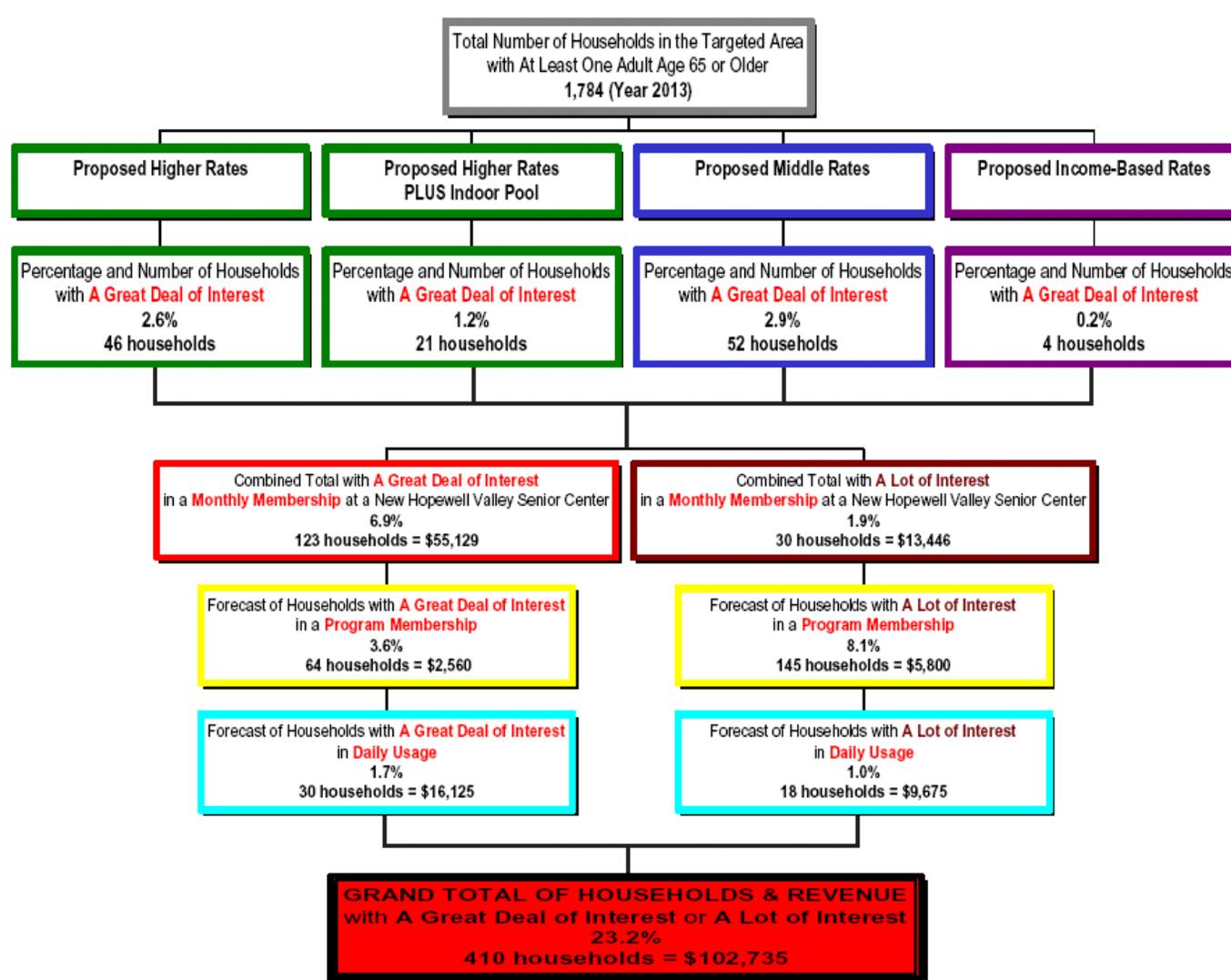
# Interest in Program Memberships

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

# Interest in Daily Use

Affiliation Type	Percentage of Households Age 65 or Older With <i>A Great Deal of Interest</i> = 1.7%	X	Total Number of Households Age 65 or Older	=	Number of Households Age 65 or Older with <i>A Great Deal of Interest</i>
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 <i>A Great Deal of Interest</i> in Being a Daily User					30 \$16,125*
Forecast Number of Households with <i>A Lot of Interest</i> in Being a Daily User					18 \$9,675*

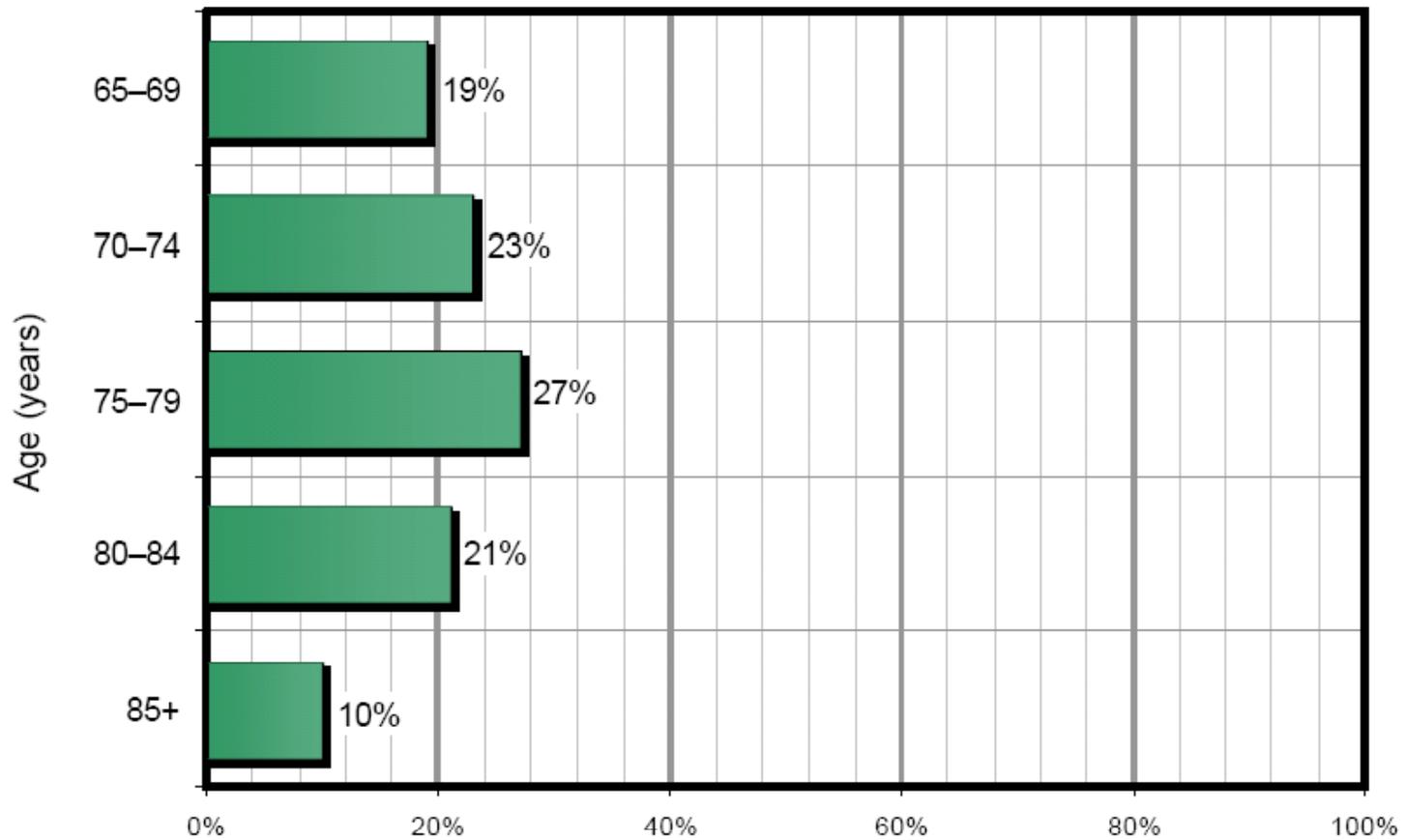
# Summary



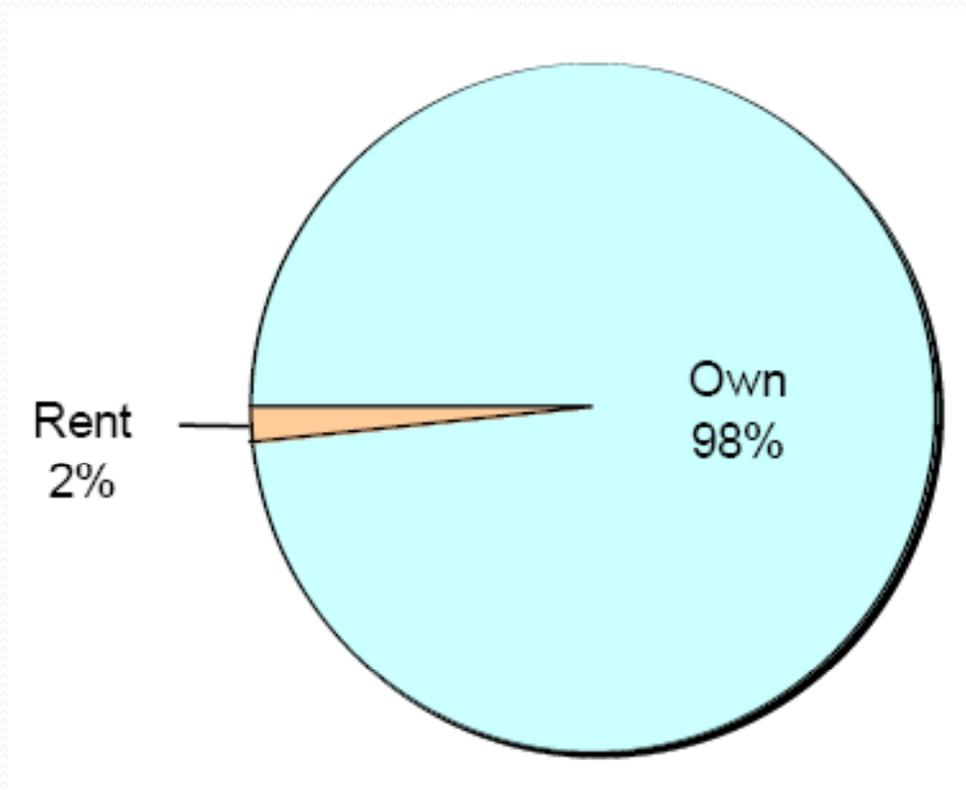


# Profile of Prospective Users

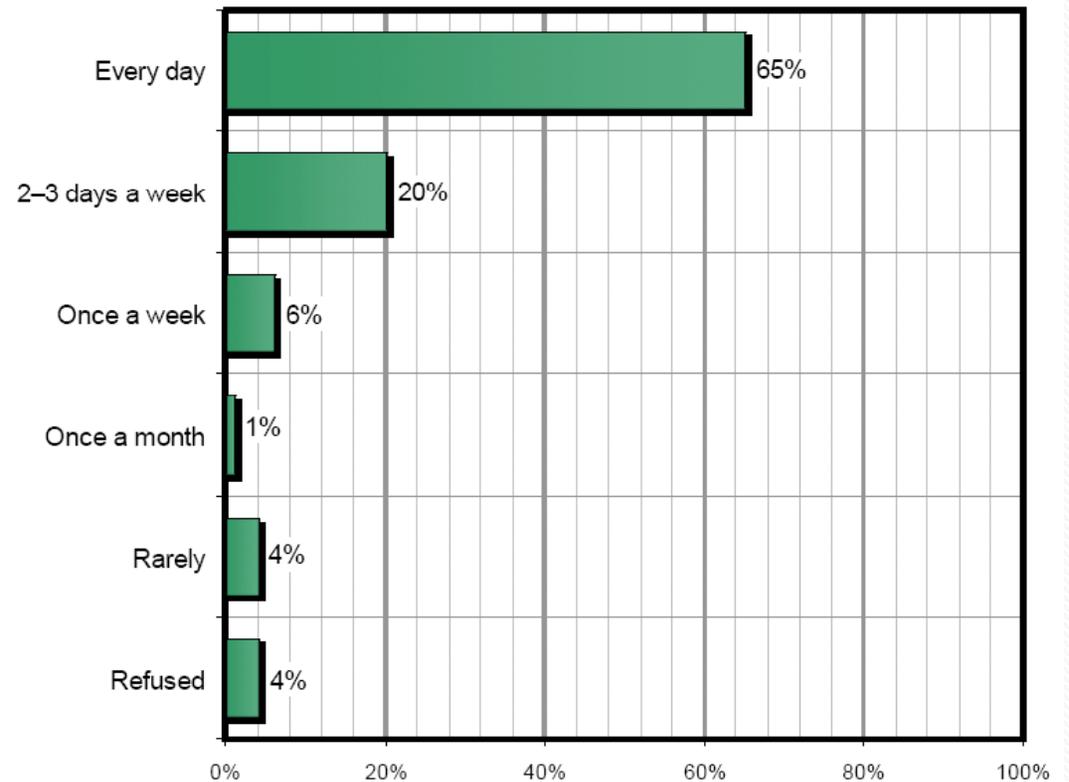
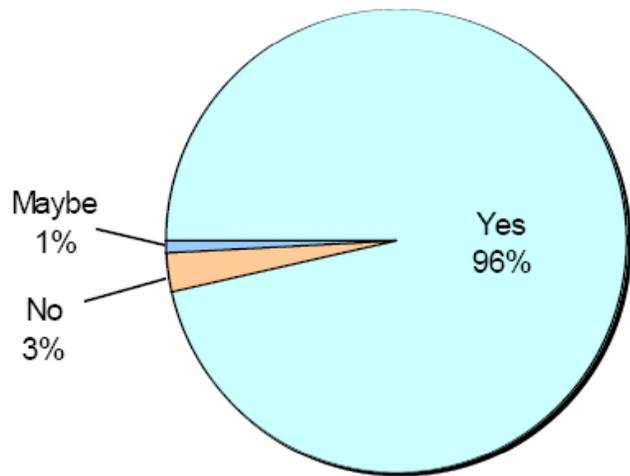
# Age



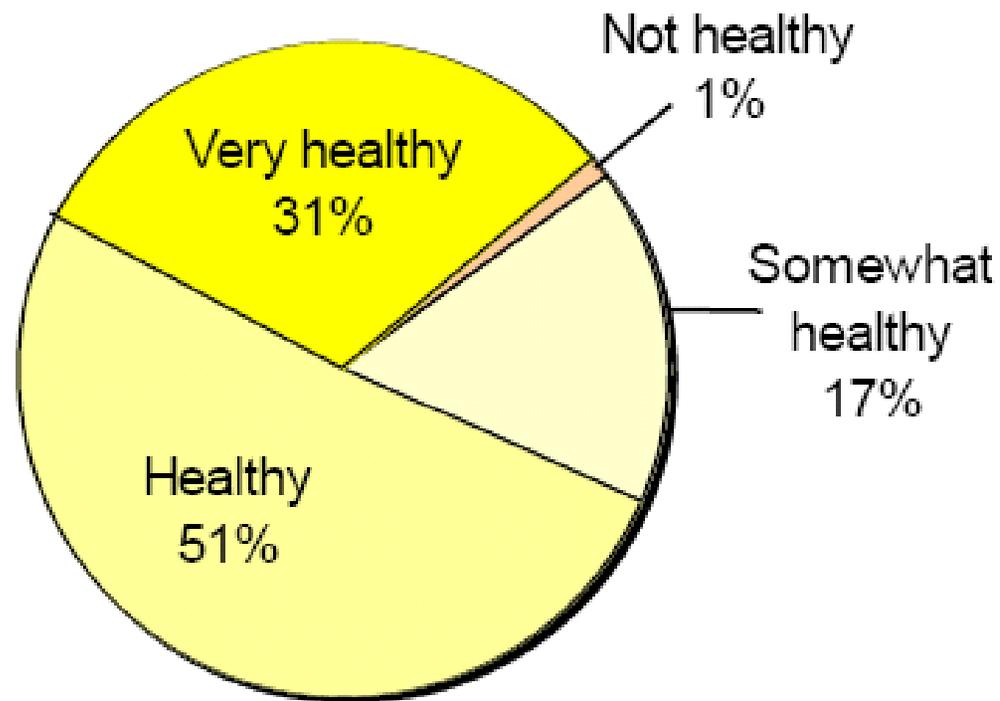
## Own or Rent their Homes



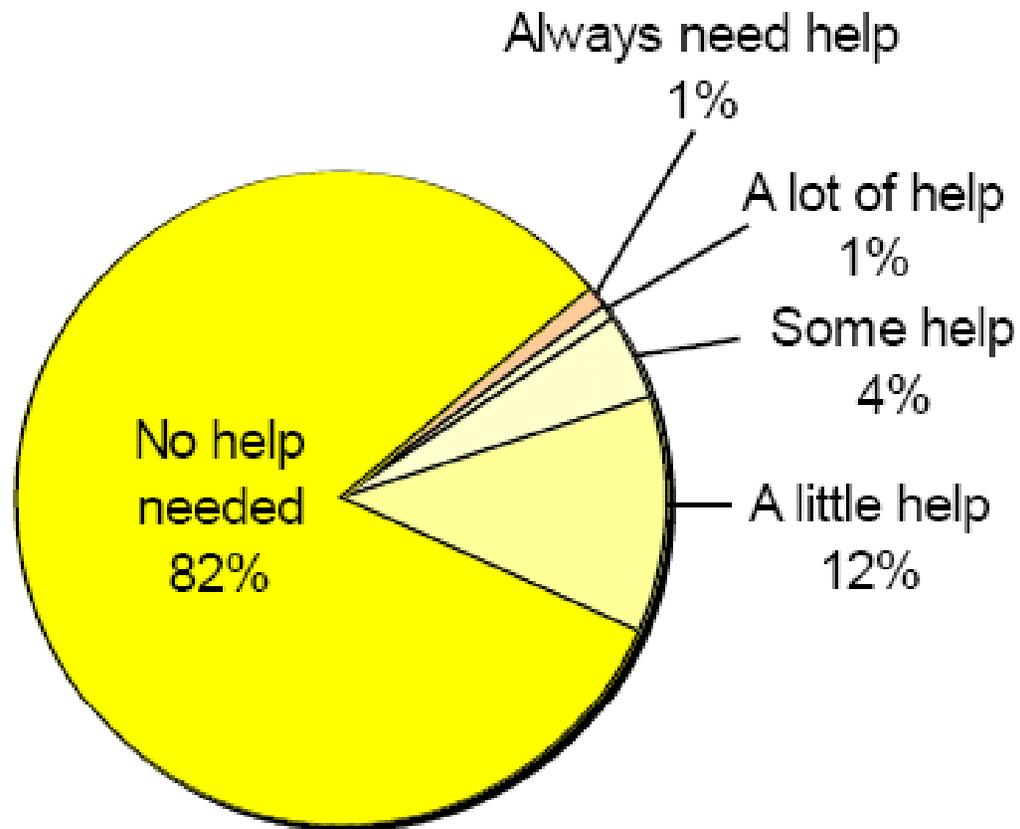
# Own a Car and How Often They Drive



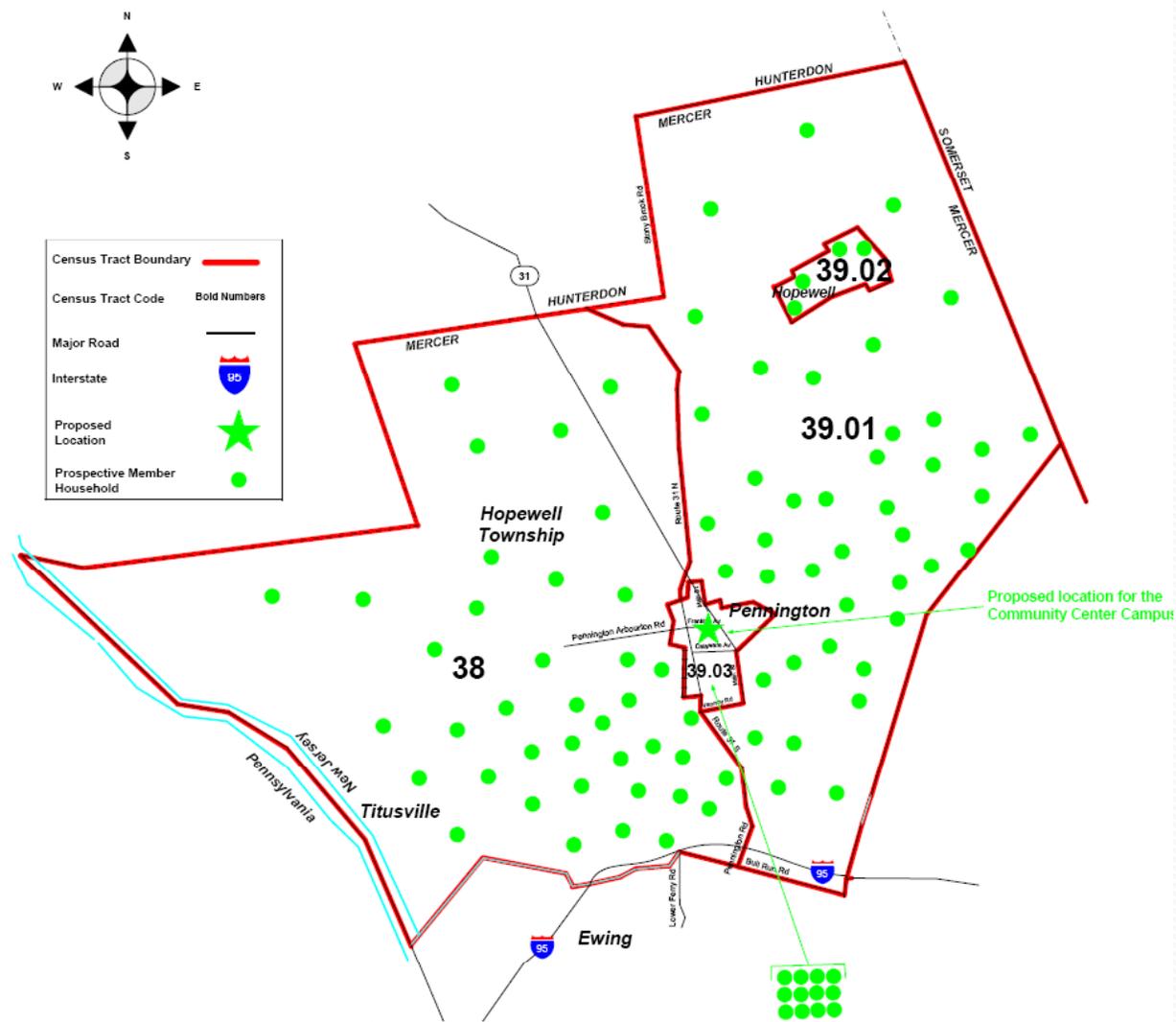
# Current Health

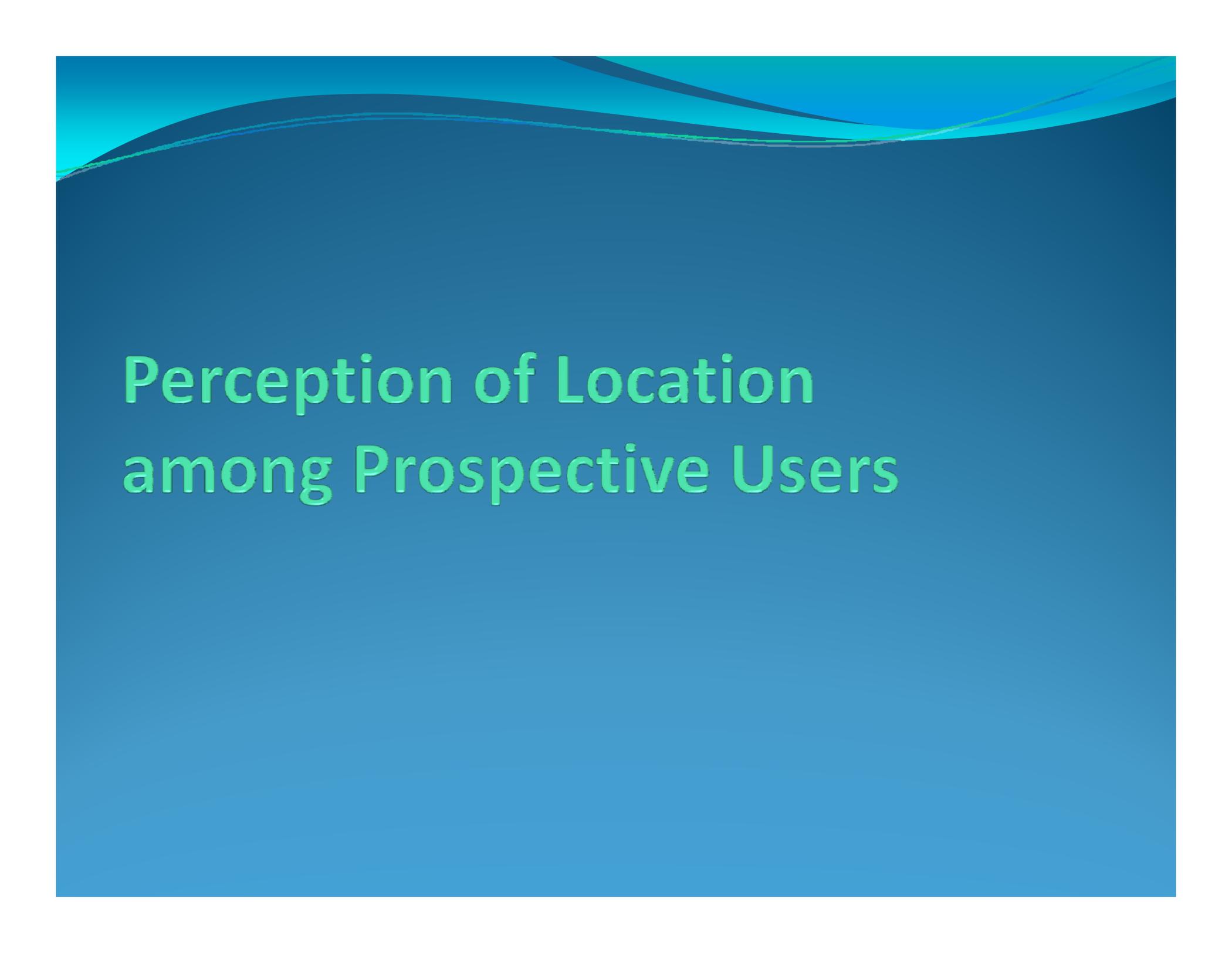


# Current Mobility



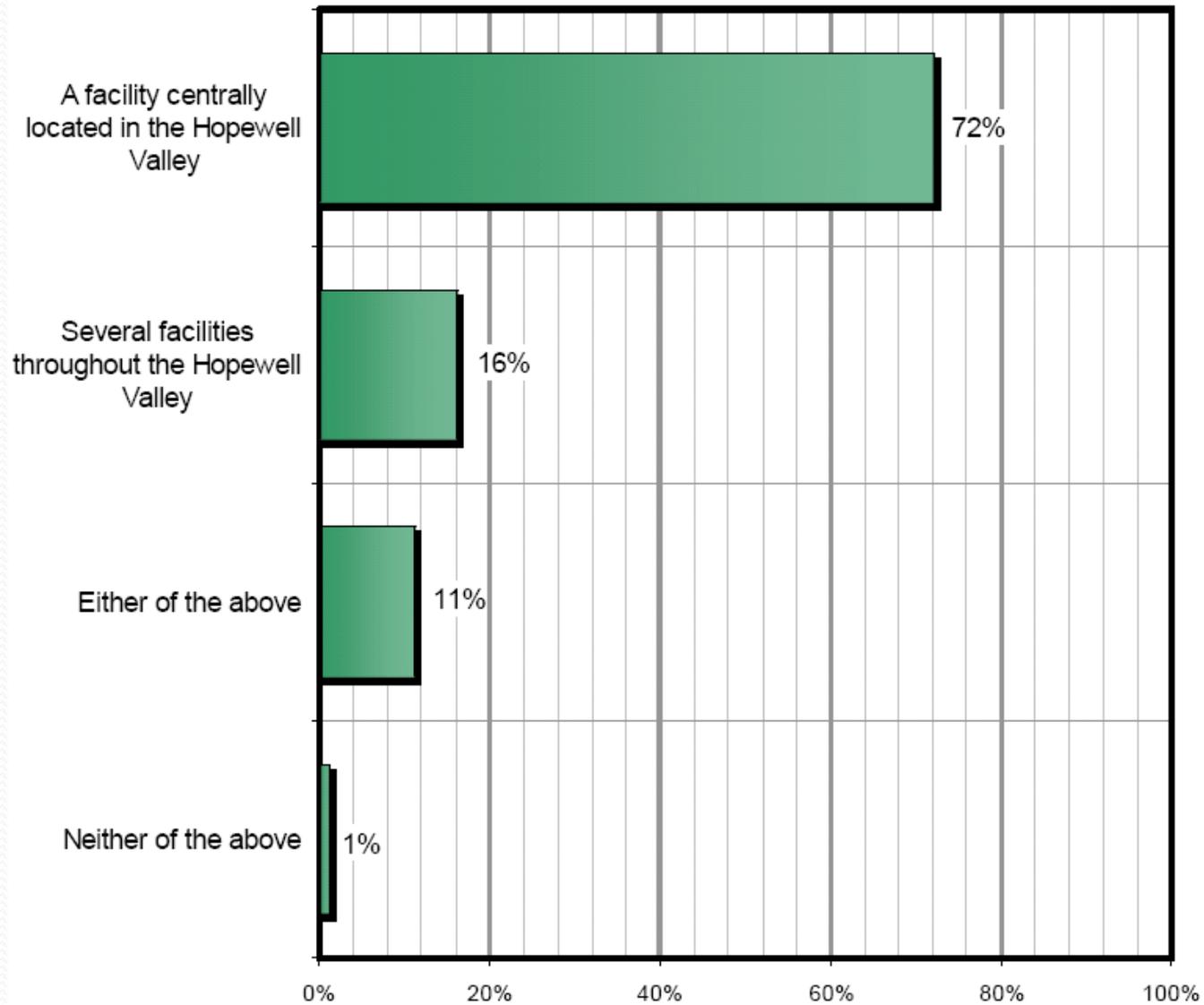
# Where Prospective Members Live



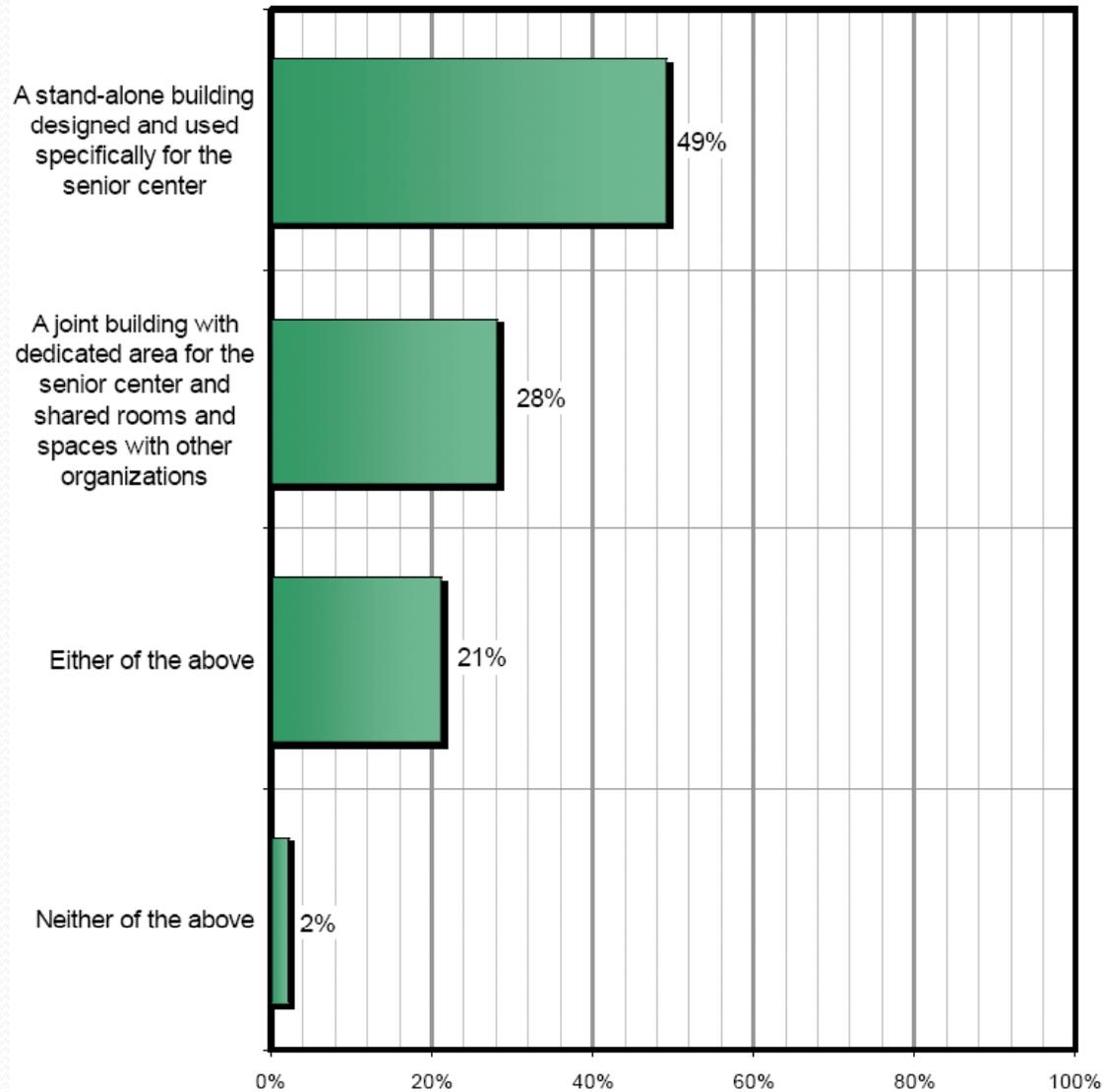


# Perception of Location among Prospective Users

# Preferred Facility Arrangement

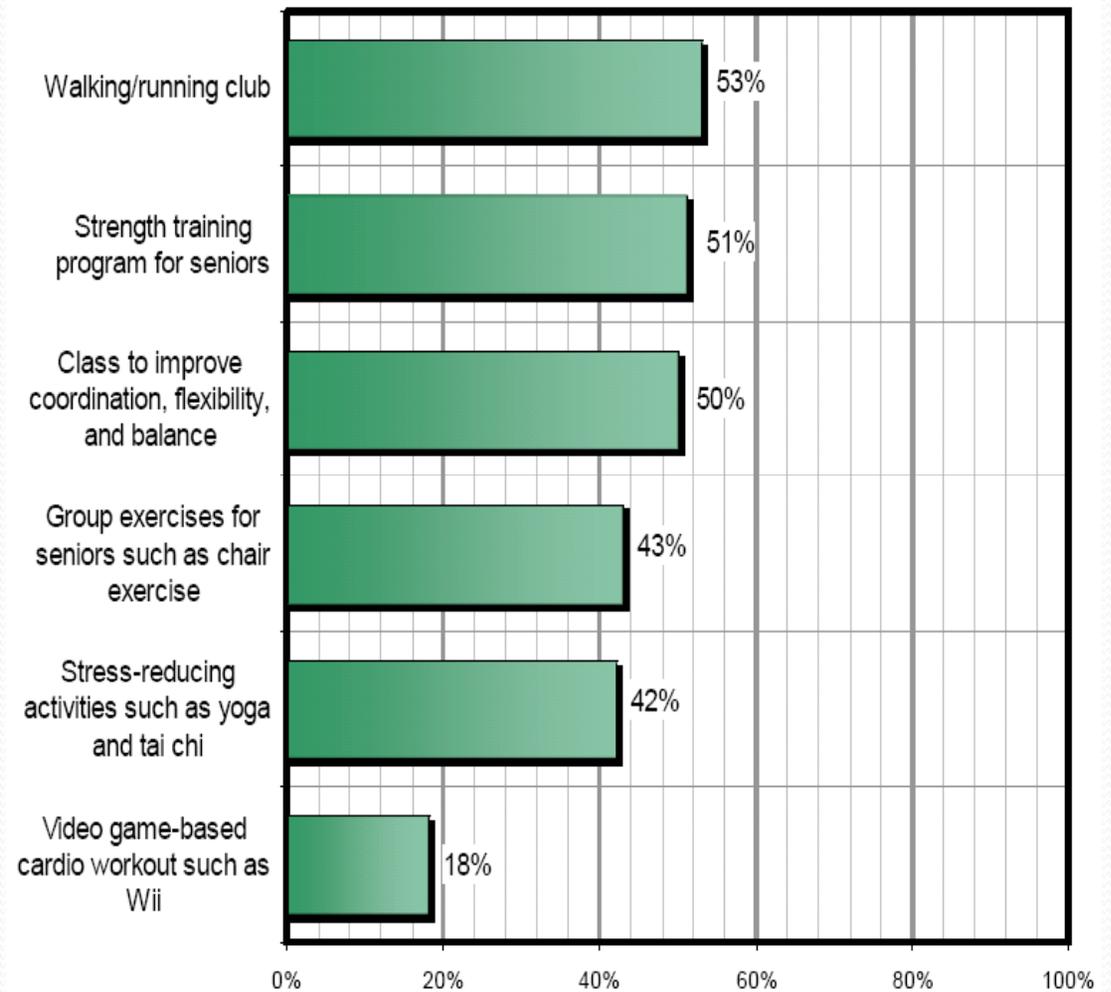
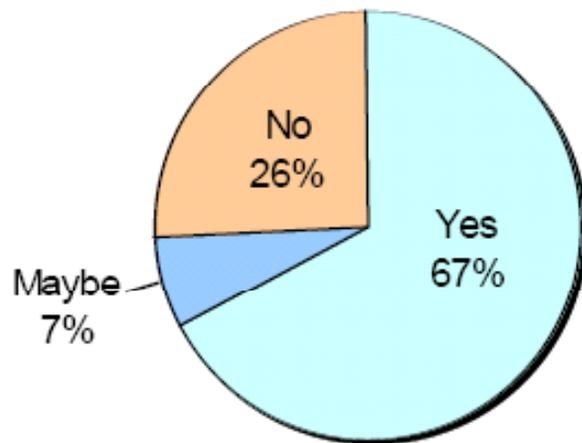


# Preferred Building Design

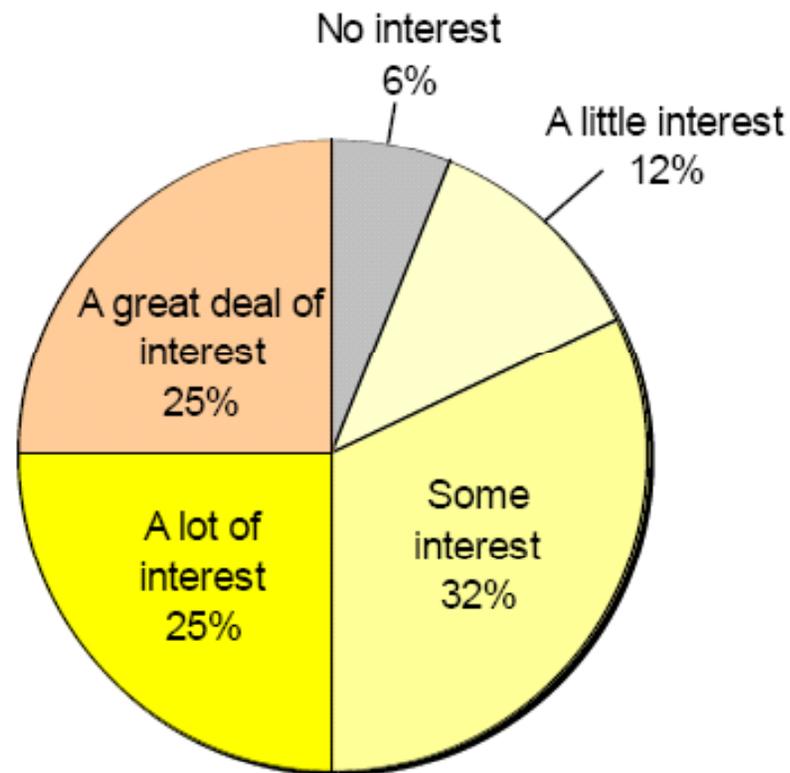


# Program Interest

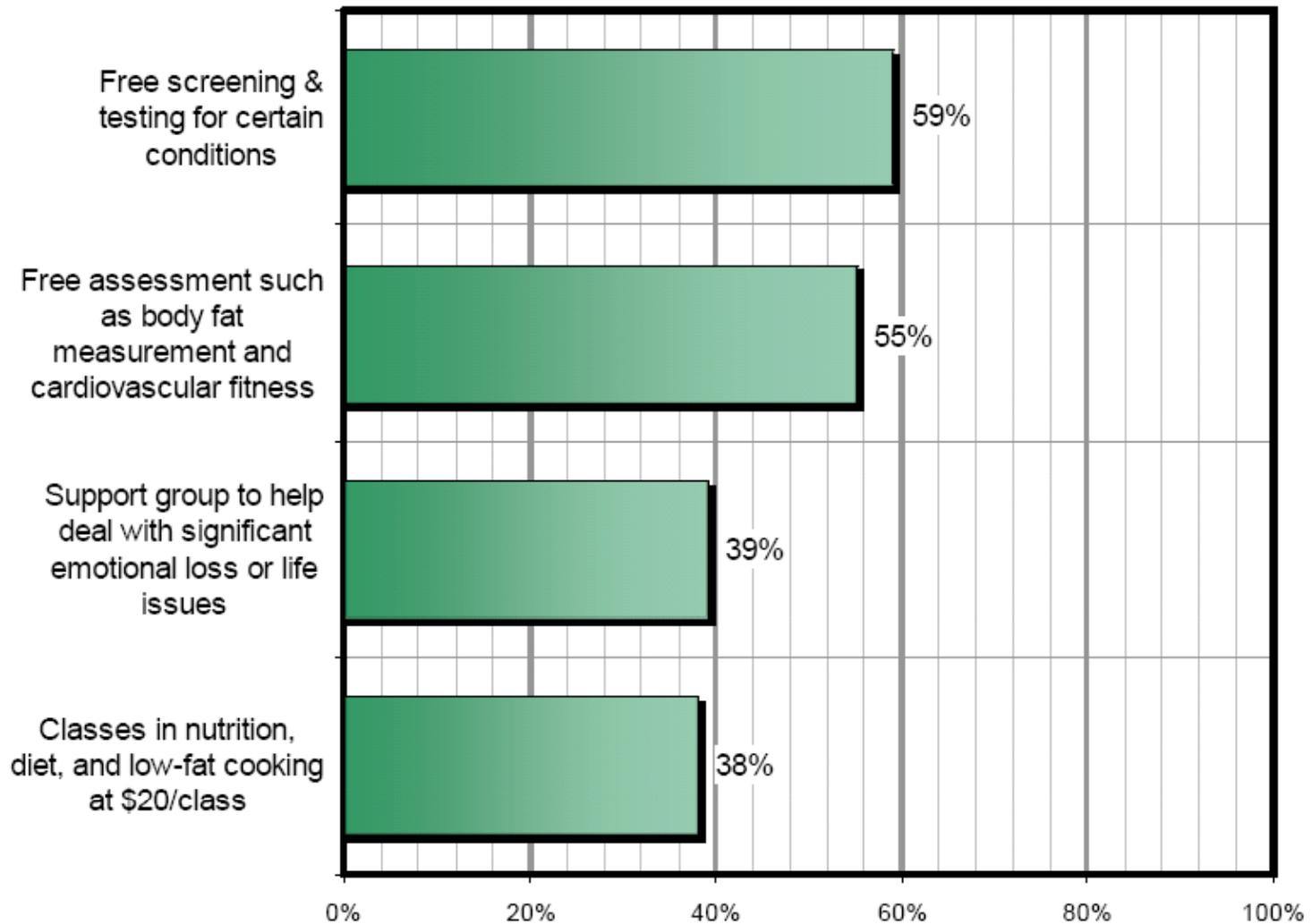
# Interest in Fitness Activities



# Interest in Fee-based Fitness Activities (\$40 for an 8-week session)

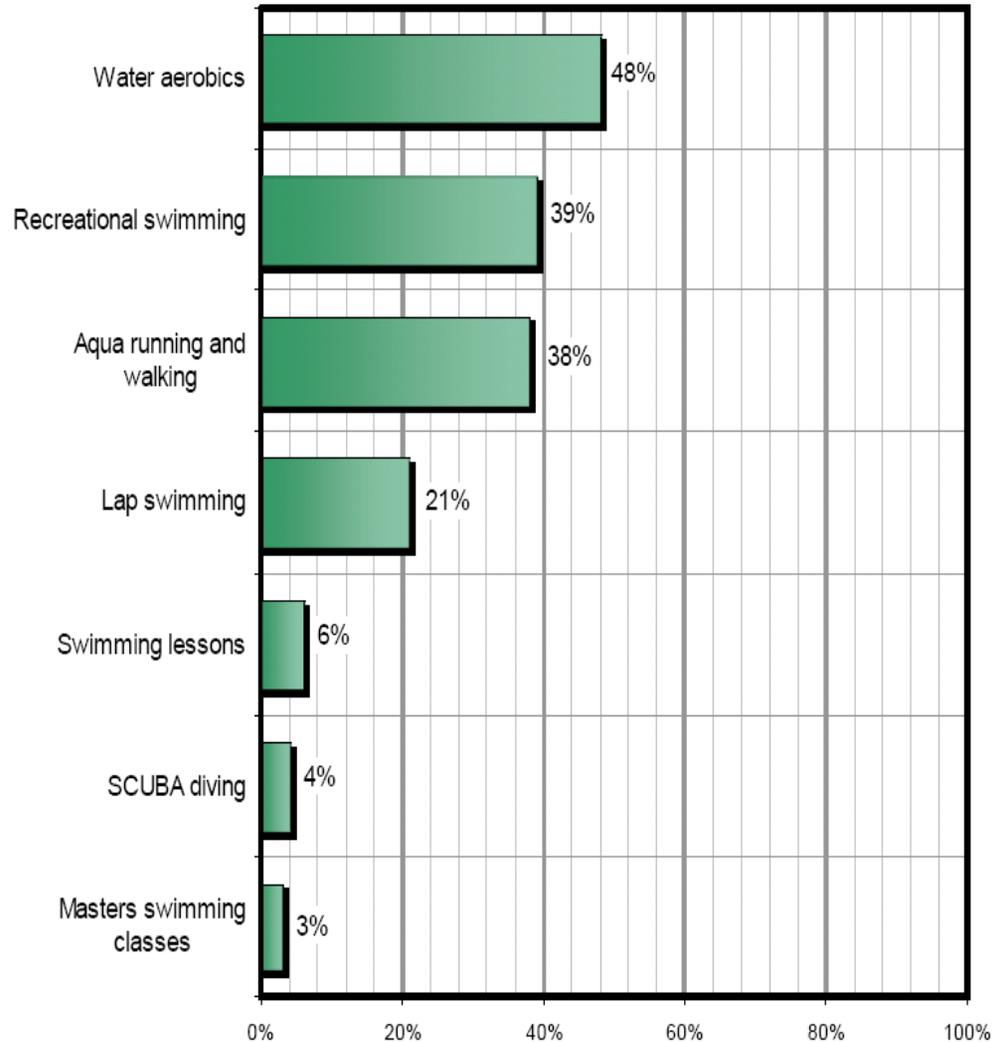
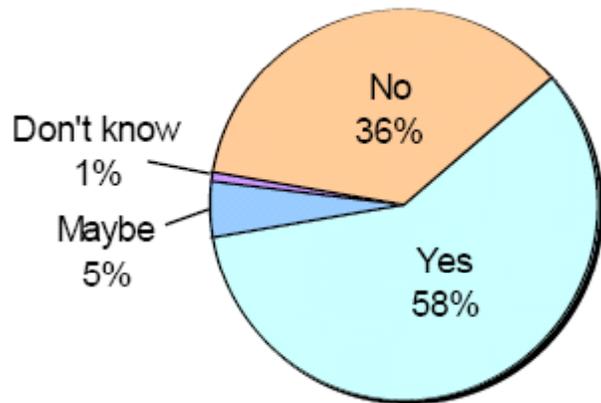


# Interest in Health and Wellness Programs

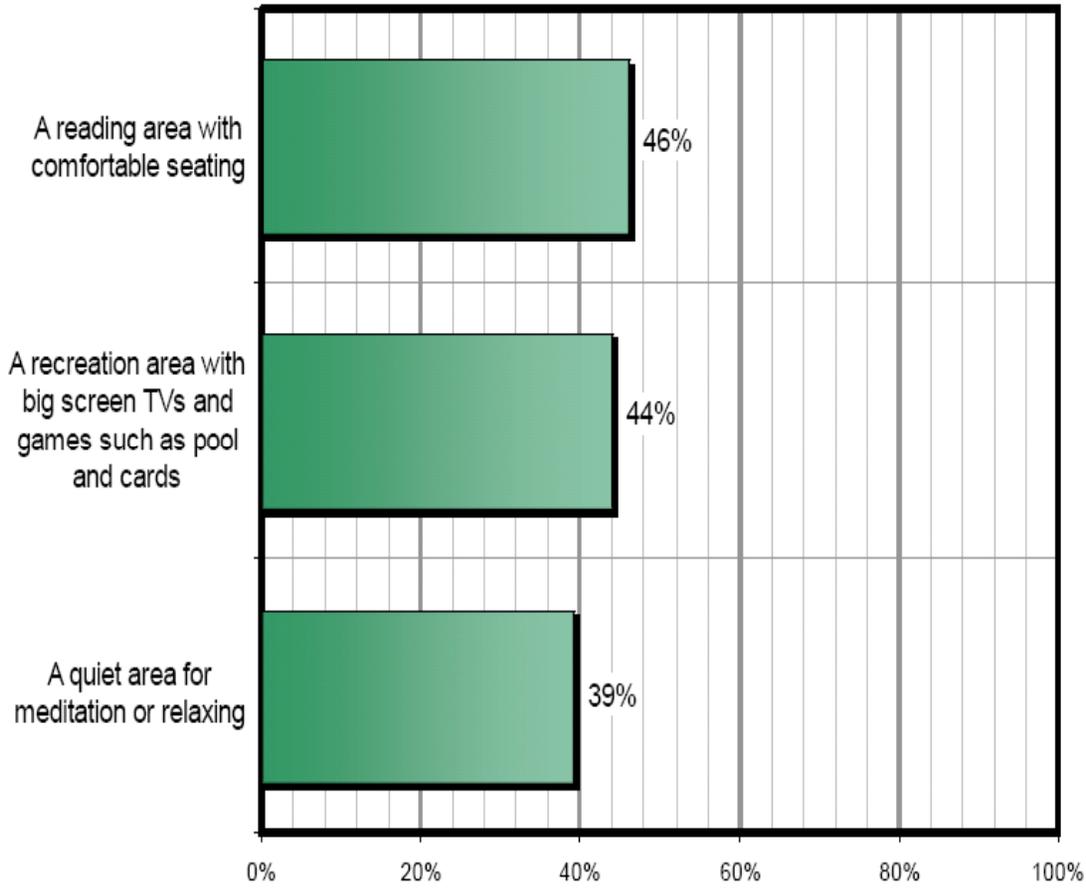
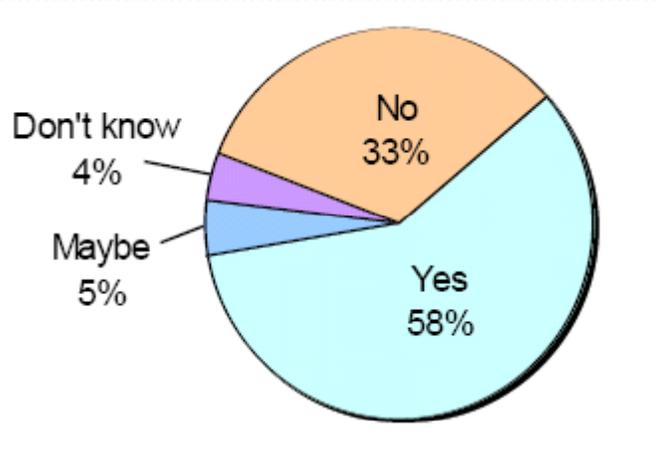


# Interest in Aquatic Activities

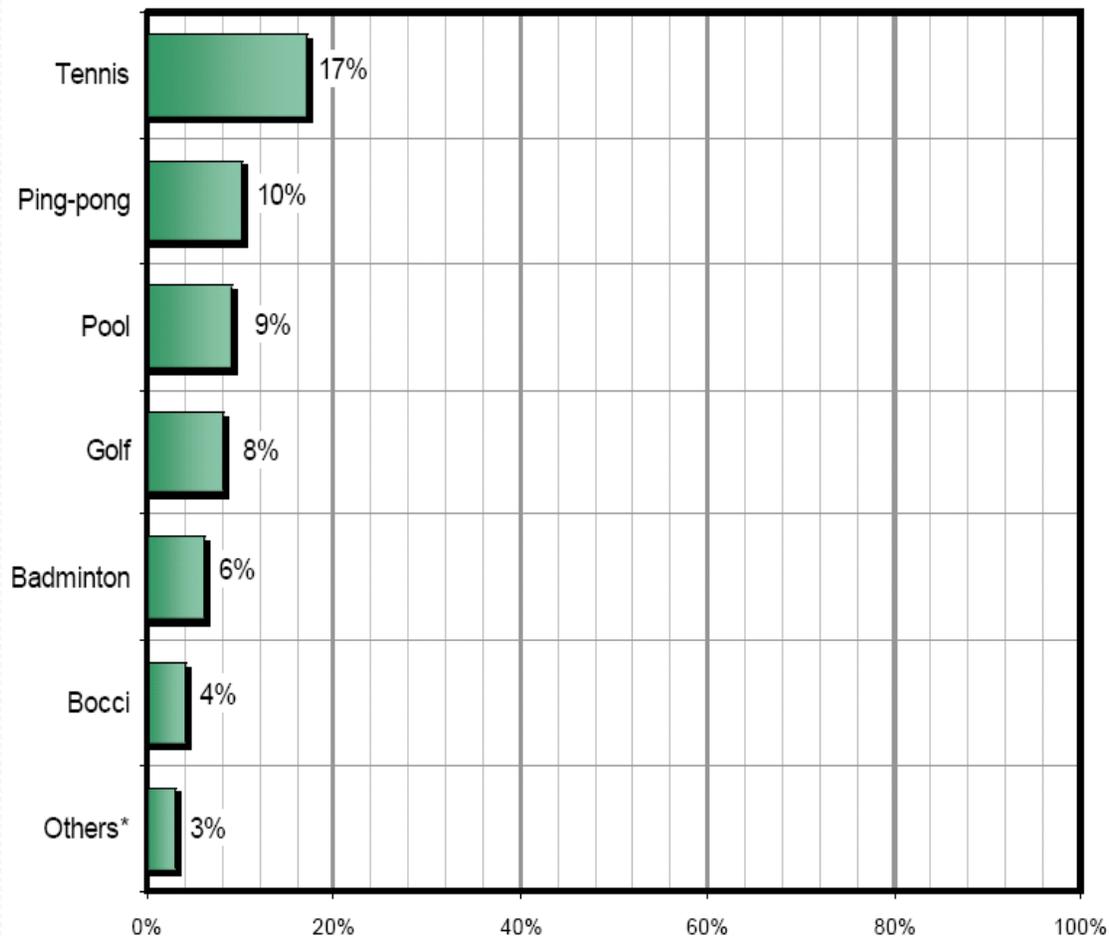
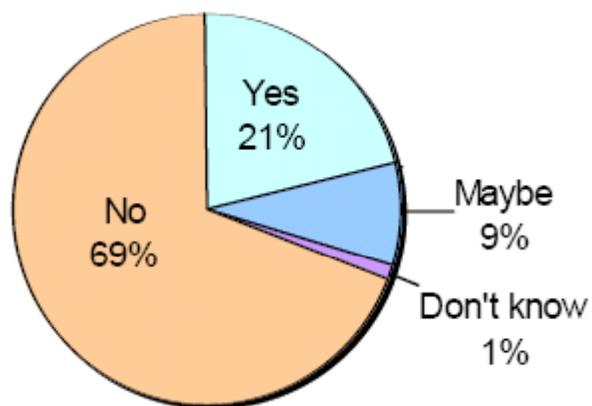
(\$40 for an 8-week session)



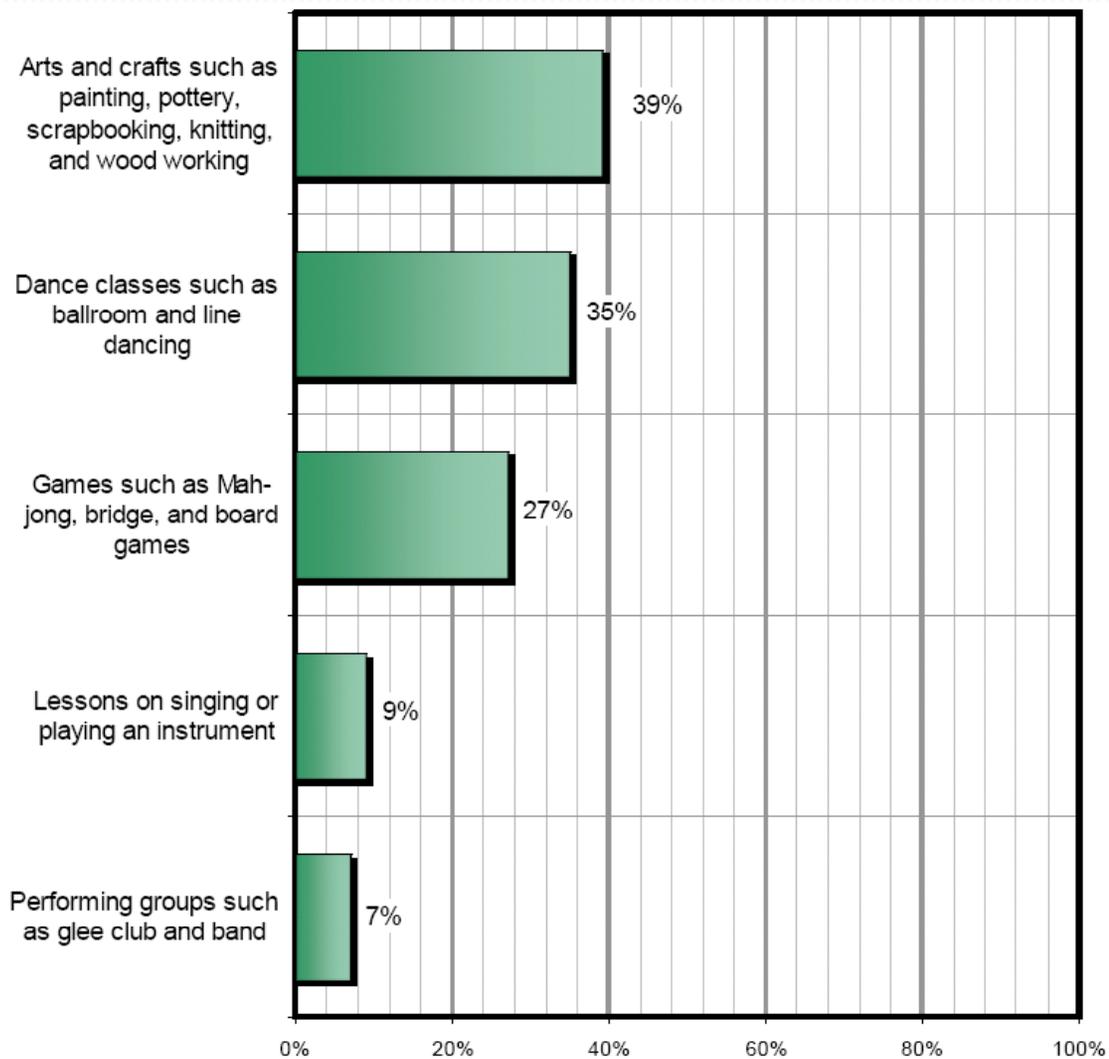
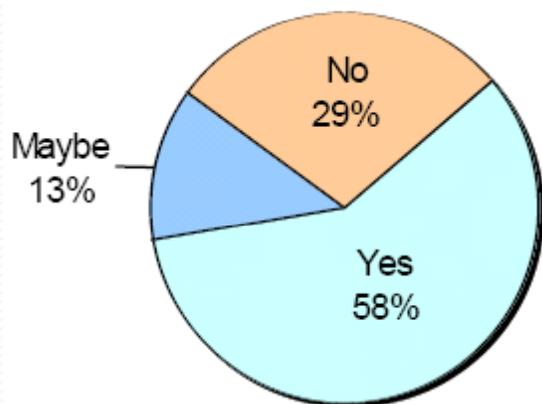
# Interest in Dedicated Areas



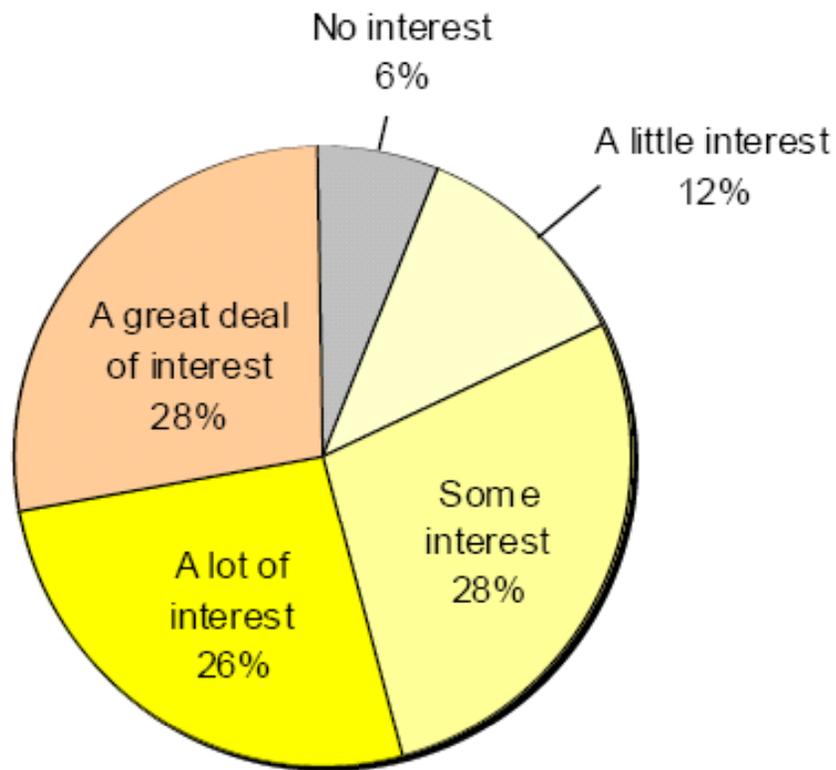
# Interest in Sports



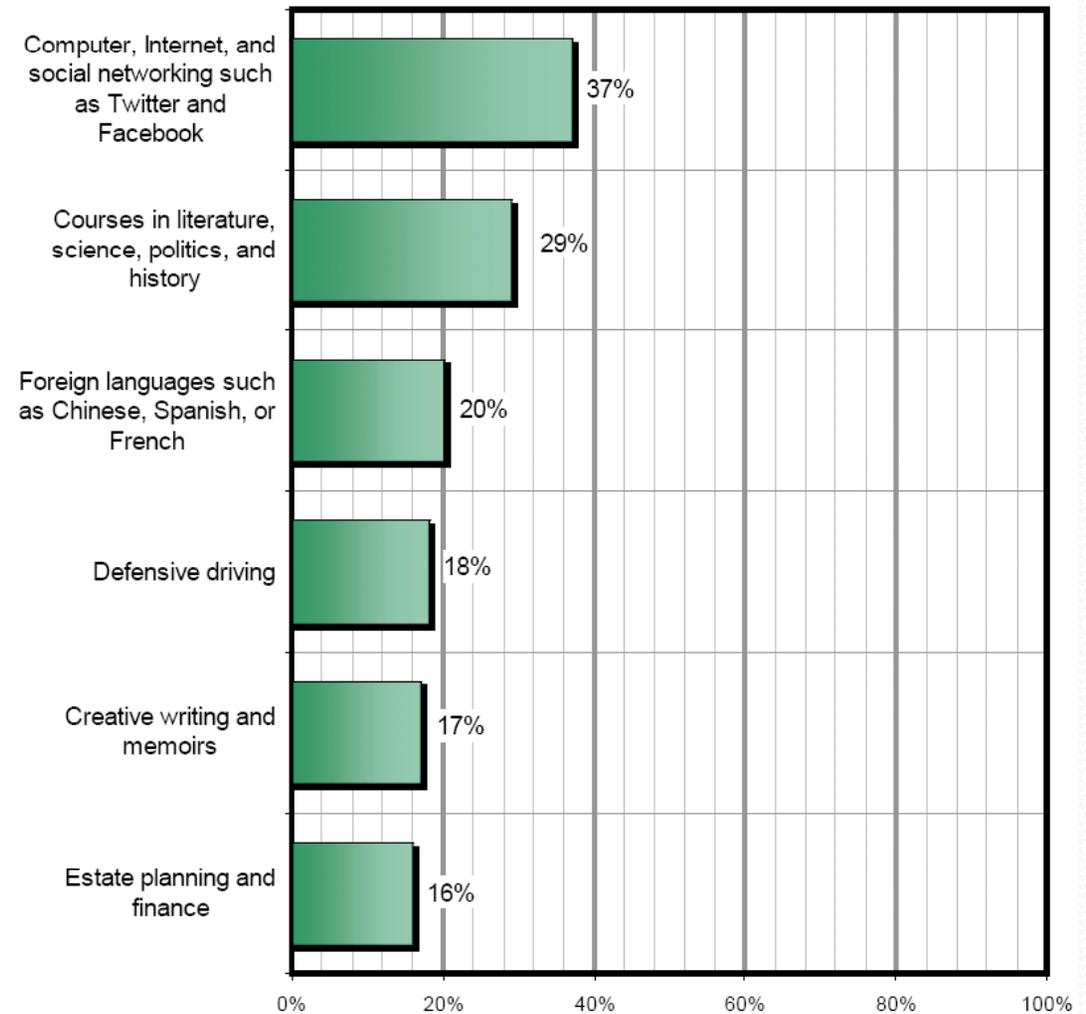
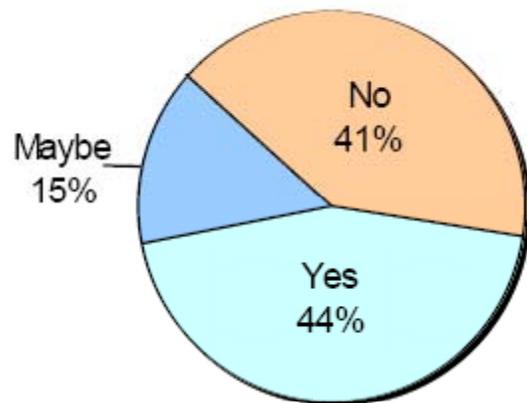
# Interest in Recreational Activities



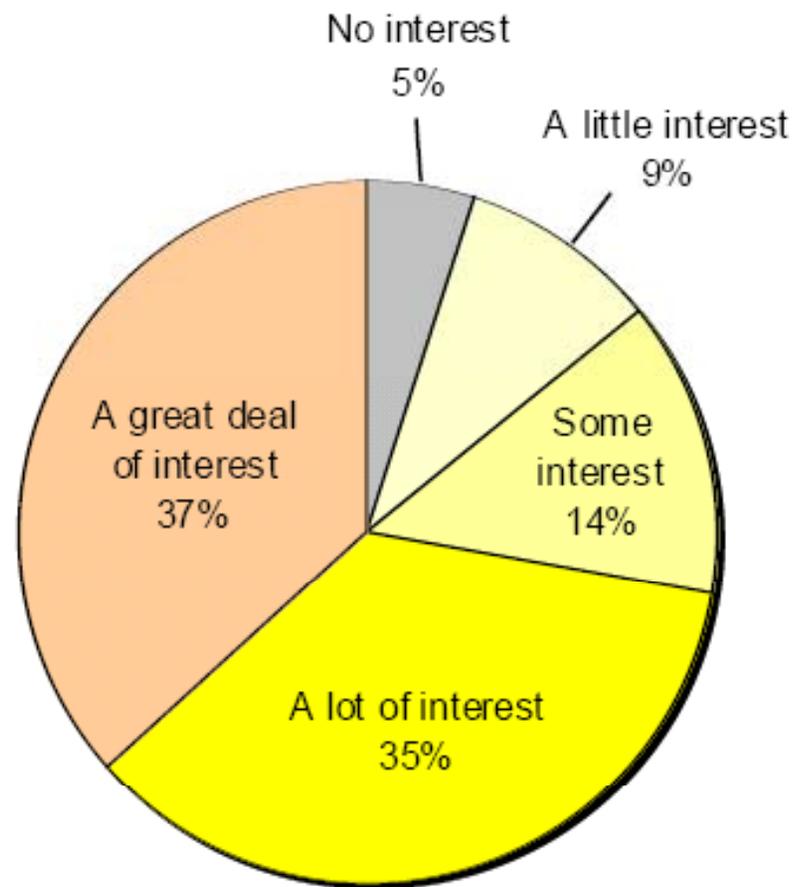
# Interest in Fee-based Recreational Activities



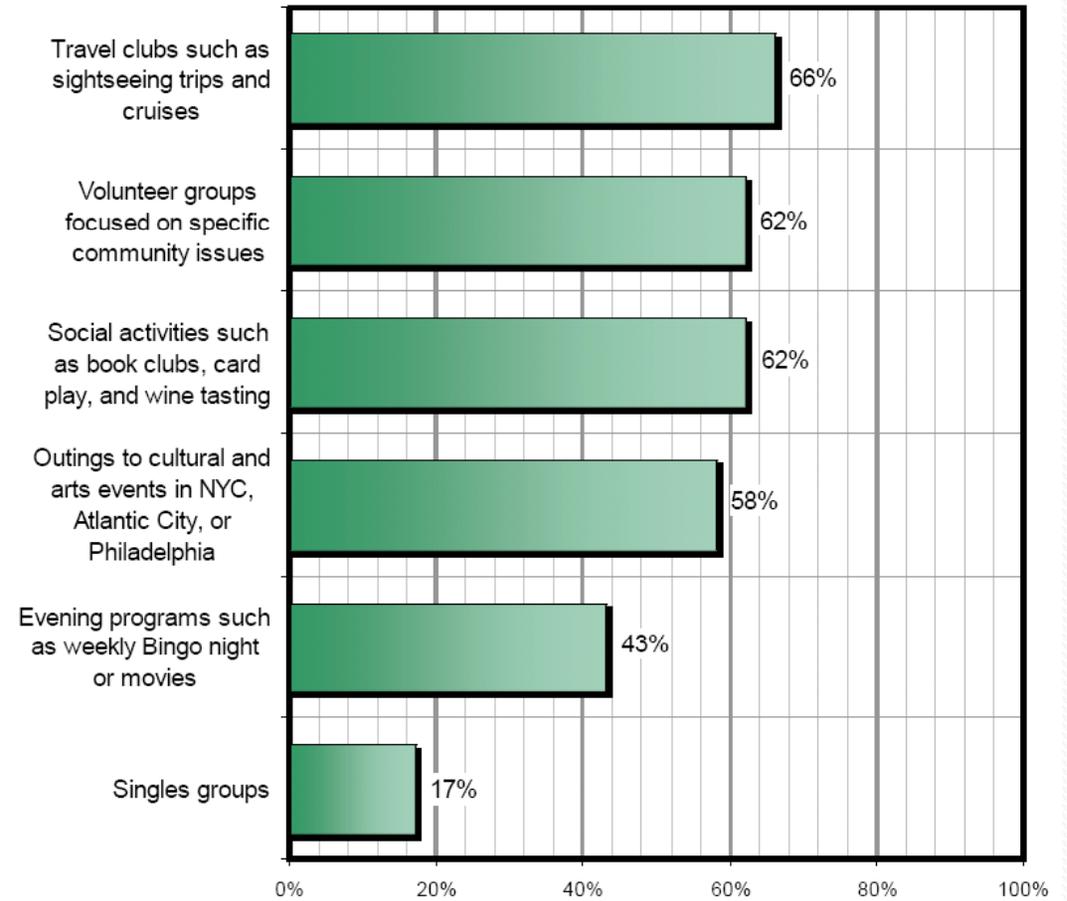
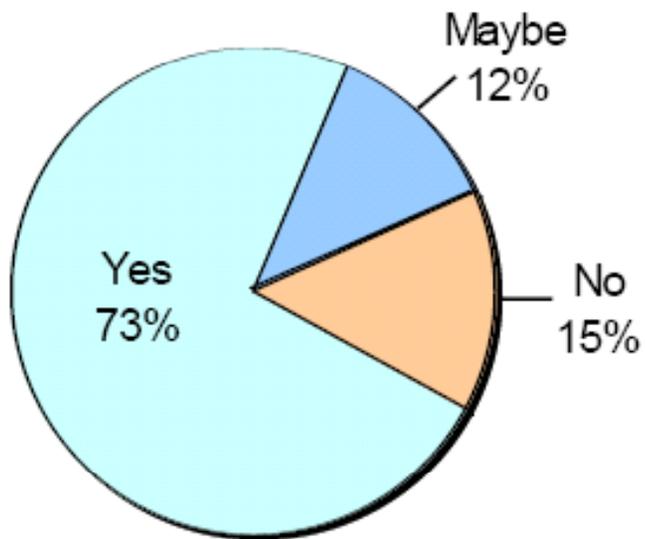
# Interest in Educational Programs



# Interest in Fee-based Educational Programs



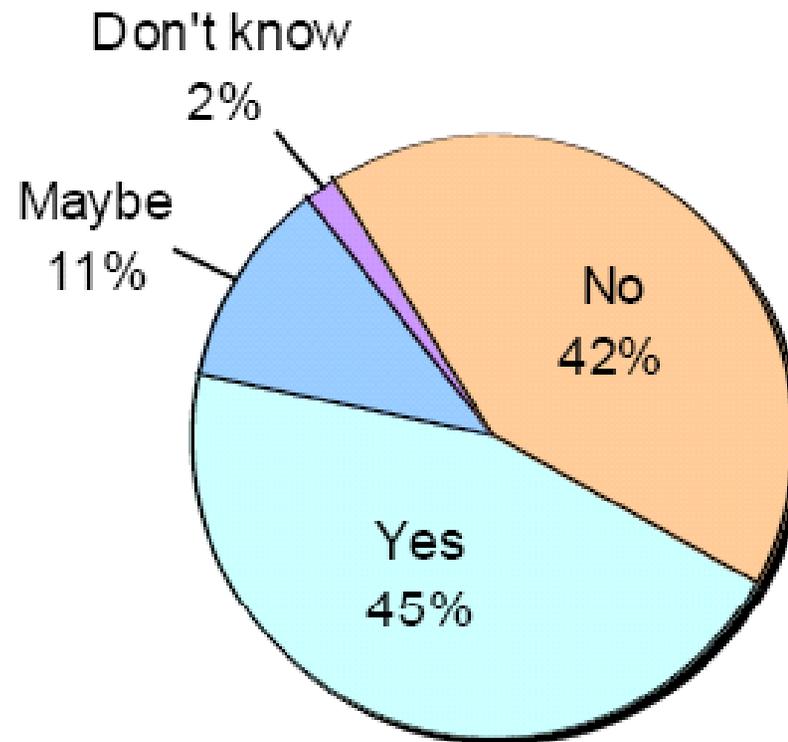
# Interest in Social Activities



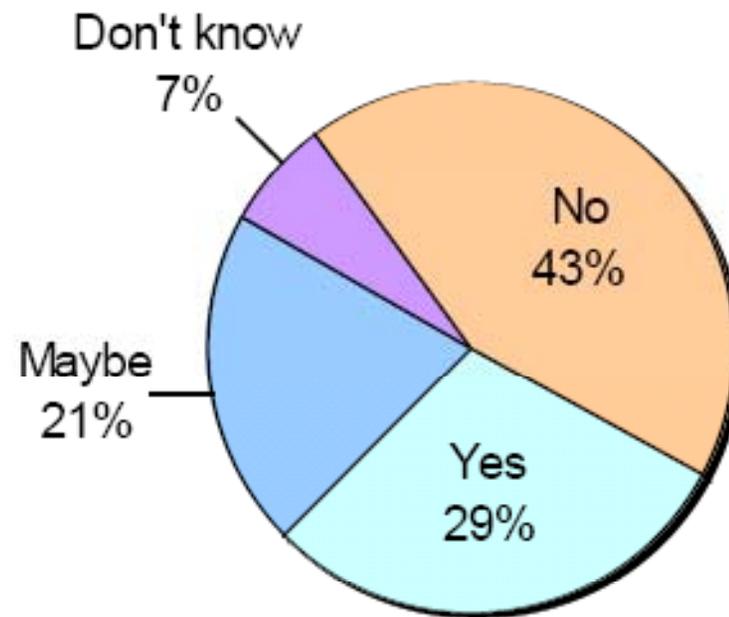
# Interest in Aging in Place Program

Provide services such as

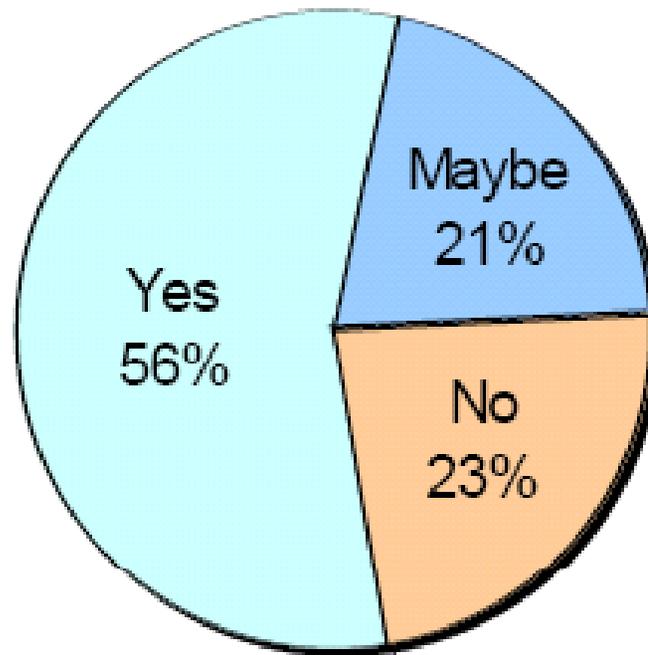
- Caregiver support groups
- Social and medical referral to community providers
- Transportation referral
- Tax preparation assistance
- Benefits and insurance counsel



# Interest in Intergenerational Programs



# Interest in Special Events





## Conclusions and Recommendations

1. Strong interest exists among senior households for a new Hopewell Valley senior center.
2. Prospective users are willing to pay for fee-based programs of their interest.
3. Prospective users are older seniors who are relatively healthier and more mobile.
4. Revenue potential is limited, and therefore partnership is higher recommended.