

Township of  
*Hopewell, New Jersey*



# Hopewell Valley Senior and Community Center

A Research Study Among Residents

July 10, 2017





**Why:**

To gauge interest in a center that will serve to meet the needs of the Hopewell Valley community



**Who:**

Residents of Hopewell Valley age 30 and older



**How:**

486 online and 22 write-in interviews for a total of 508 completed interviews between May 9 – June 6, 2017

For the majority of the report, findings are based on those who express at least some level of interest in a new center (Yes and Maybe)

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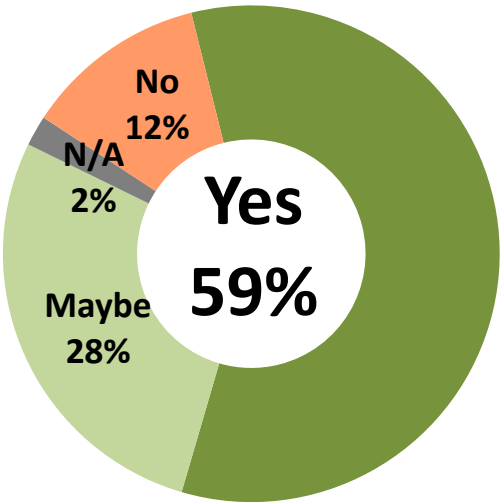
# Interest in a Senior/Community Center



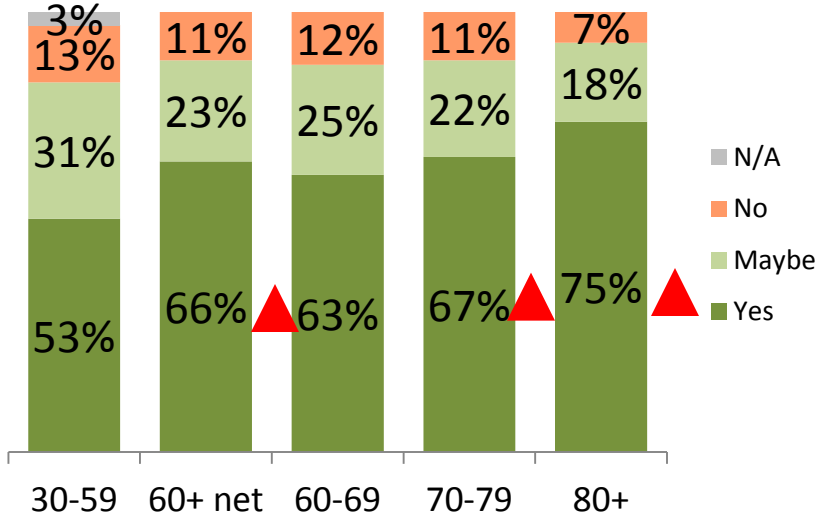
About six in ten respondents are interested in a new center which serves the community; another 28% might be interested. One in ten are not interested.

- In general, older respondents are significantly more likely to express interest in a new center.

**Interest in Center**



**Interest in Center by Age**

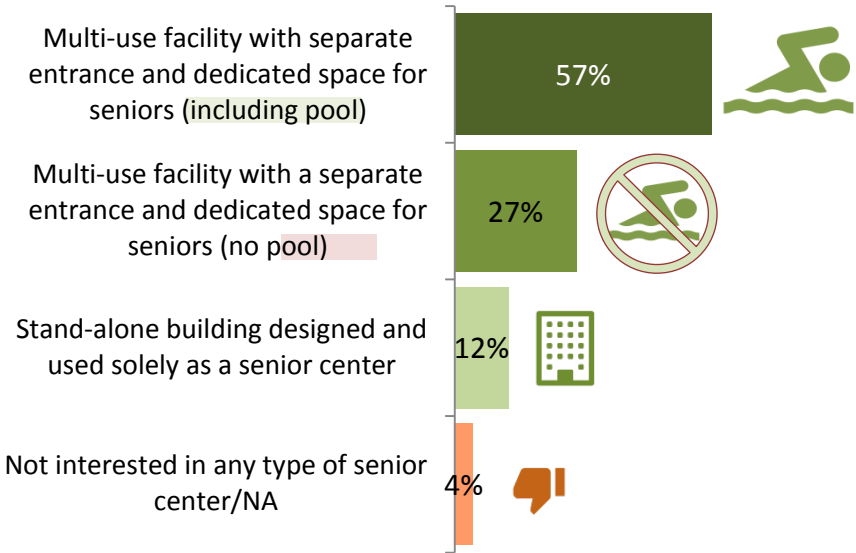


Arrow indicates significant difference at 95% confidence level

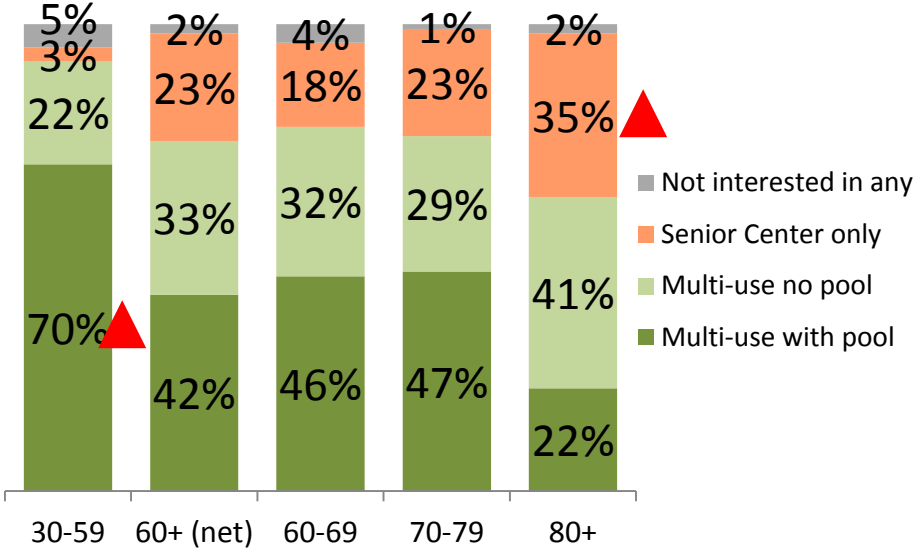
# Nearly six in ten of those interested in a center prefer a multi-use facility with a pool, particularly those under 60 years of age.

- At every age level there is significant interest in a multi-use facility, even among those 80 years of age and older.

## Preference for Center Type



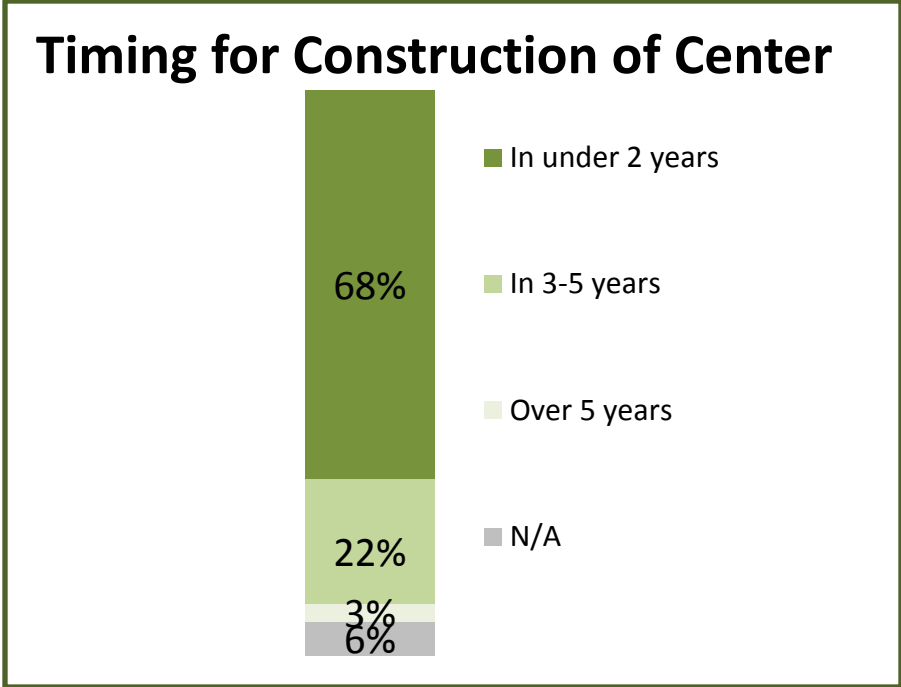
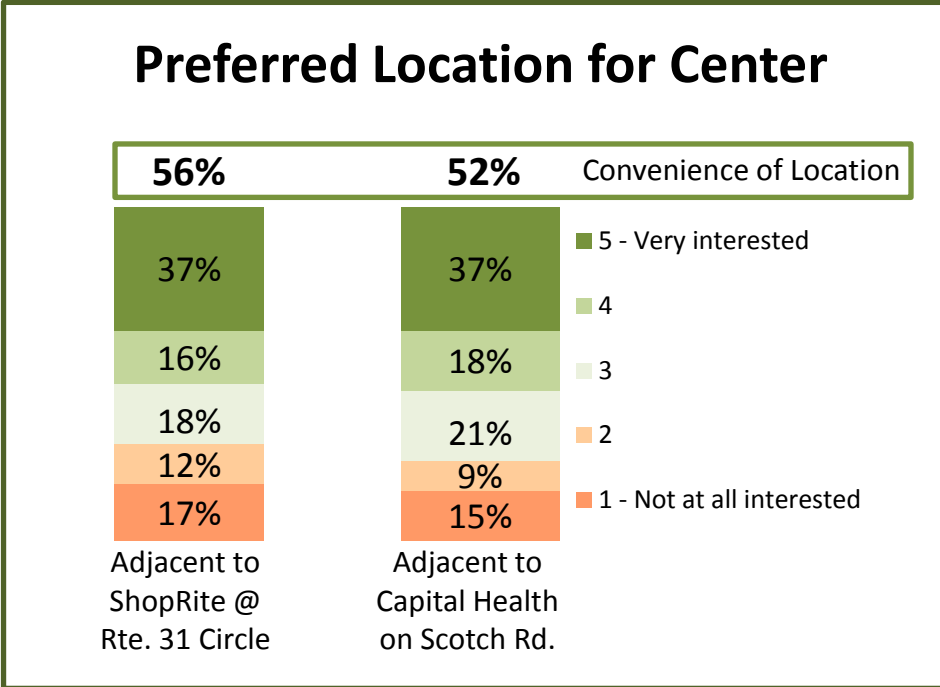
## Preference by Age



Arrow indicates significant difference at 95% confidence level

Preference for location is divided evenly by adjacent to ShopRite at the Route 31 Circle and adjacent to Capital Health on Scotch Road. Most would like to see the center constructed in under two years.

- Older respondents are more likely to prefer the location adjacent to Capital Health.



Older respondents (60+), those who reside in Princeton/Pennington and Titusville, and those without children are more likely to prefer adjacent to Capital Health

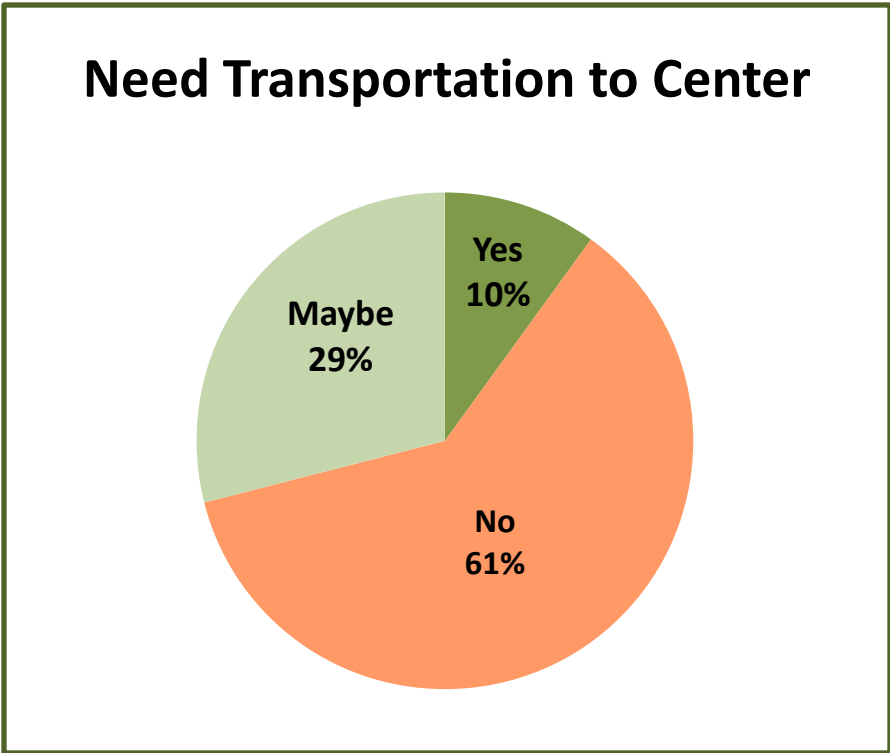
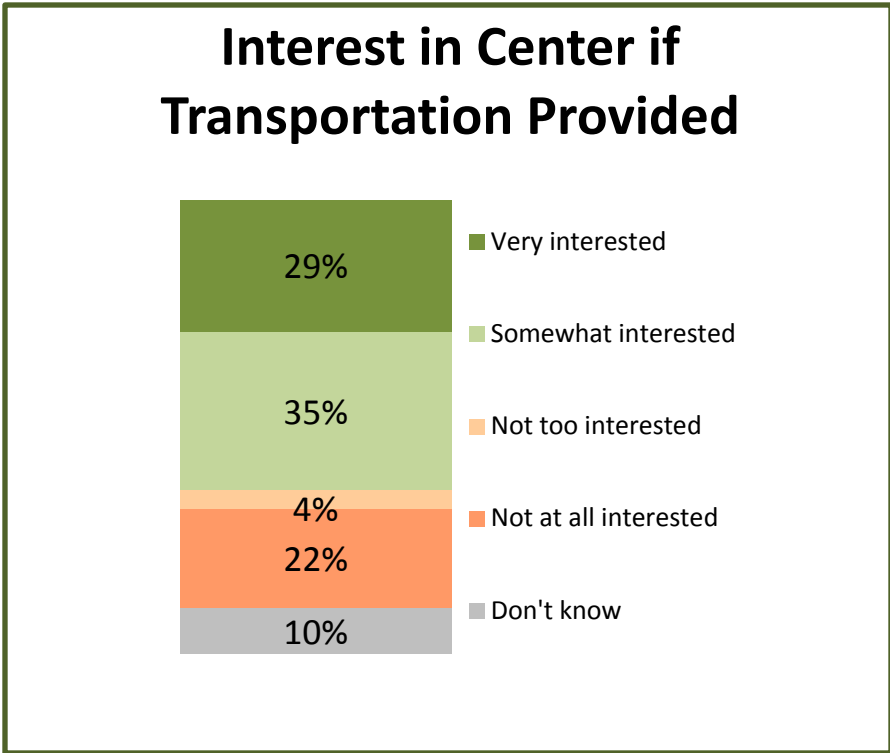
Q7. Please indicate how interested you would be in using (\*) site locations for a new center. Base: Interested/maybe interested in a new center and answering (n=423/425)

Q8. Please indicate how convenient (\*) for a new center would be to you. Base: Interested/maybe interested in a new center and answering (n=423)

Q25. How soon would you like to see a new center constructed? Base: Total answering among those interested in a new center (n=412)

Among those who prefer a stand-alone Senior Center and feel the proposed locations are not convenient, almost two-thirds say they would be interested in a center if transportation was provided.

- However, most of these respondents do not think they will need transportation to get there.

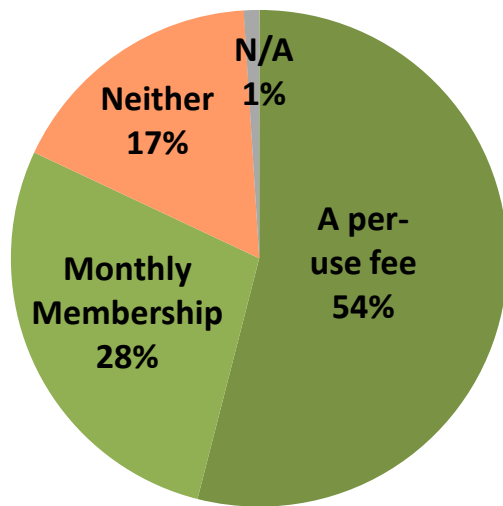


Q9. If transportation were provided to the site, would you be more interested in using the senior center? Base: Locations not convenient AND prefer stand-alone Senior Center (n=51)  
Q10. Would you need transportation assistance from someone other than a family member to get to the new senior center? Base: Locations not convenient AND prefer stand-alone Senior Center and interested in center if transportation provided (n=41)

More than half of those interested in a center prefer a per-use fee, while more than one in four prefer a monthly membership. Those who prefer a multi-use facility (with or without a pool) are more likely to prefer a per-use fee than those who prefer a stand-alone Senior Center.

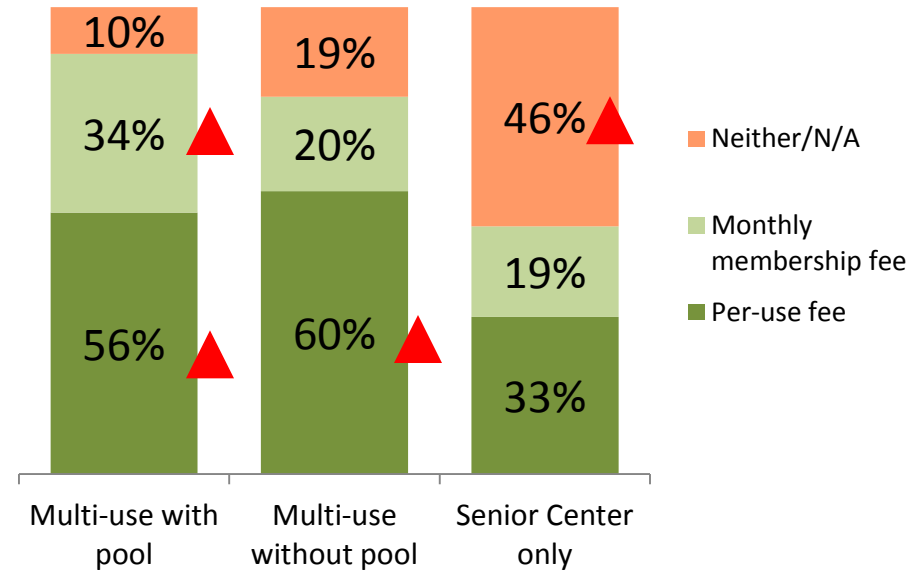
- Those who prefer a stand-alone Senior Center are more likely to not want to pay a per-use fee or a monthly membership fee.

### Fee Structure Preference



- Females and those who live in Hopewell/Lambertville are more likely to prefer a per-use fee
- Younger respondents are more likely to prefer a monthly membership
- Older respondents are more likely to prefer neither fee structure

### Preference by Center Type



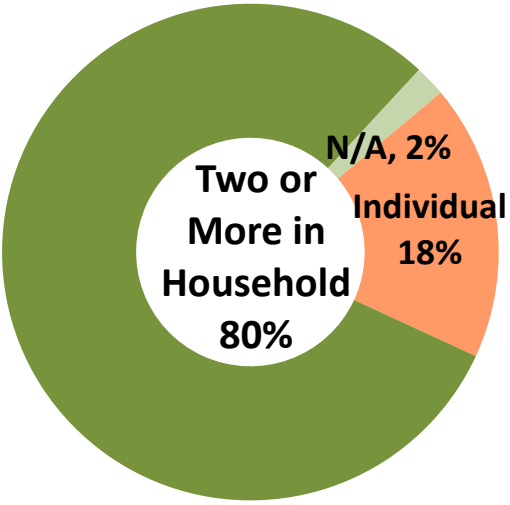
Arrow indicates significant difference at 95% confidence level



Eight in ten of those who prefer a monthly membership fee would join for two or more household members. Roughly half of those who express interest in the center are willing to pay \$40 or less (individual) or \$80 or less (multi-person) per month for a membership.

### Potential Household Participation

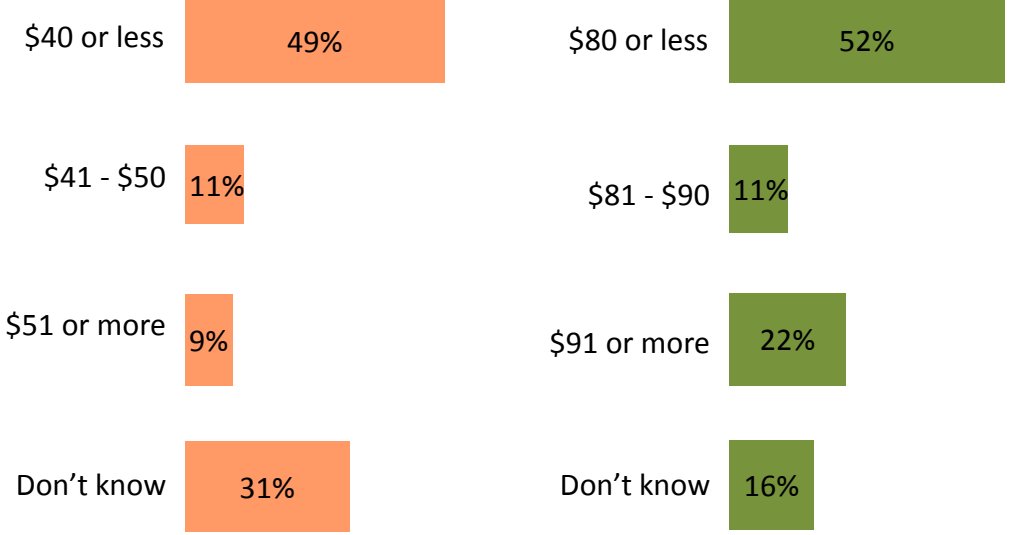
(Among those who prefer monthly membership)



### Willingness to Pay for Membership\*

Individual (Amount Per Month)

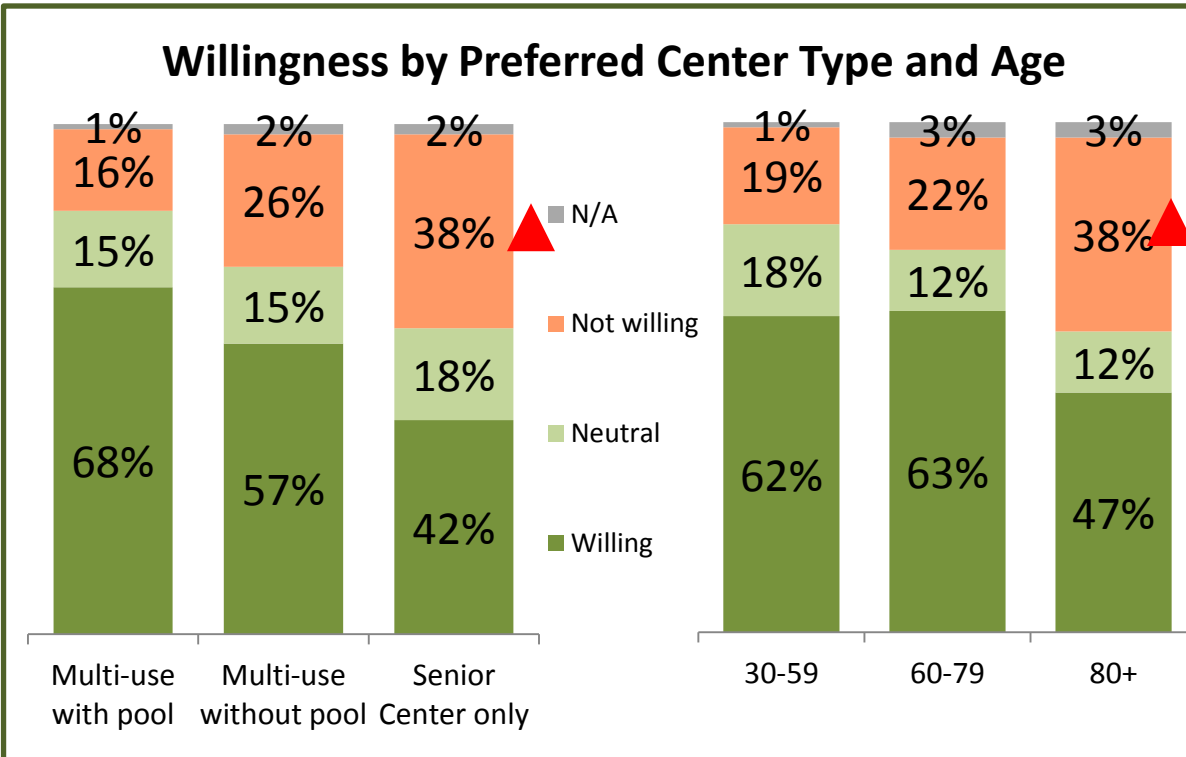
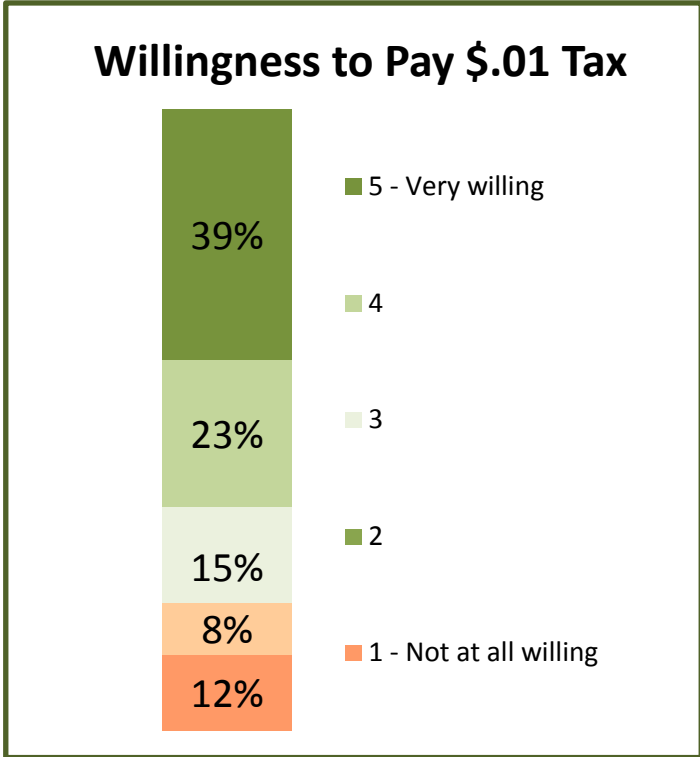
Two+ in Household (Amount Per Month)



- **Younger respondents (30-59)** are more likely to pay \$91 or more for a two+ household membership

Q21. If you joined as a member, would your membership be for an individual or more than one person in the household? Base: Those who prefer a monthly membership fee (n=116)  
 Q22. How much would you be willing to pay for an individual monthly membership? Active adults over 65 would receive a 20 - 25% discount. Base: Total answering among those interested in a new center (\*Caution Small Base: n=35)  
 Q23. How much would you be willing to pay for a couple or family monthly membership? Active adults over 65 would receive a 20 - 25% discount. Base: Total answering among those interested in a new center (n=101)

More than six in ten in Hopewell Twp. residents who are interested in a new center are willing to pay a \$.01 levy per \$100 assessed value to support a new center. Those who prefer a stand-alone Senior Center and those age 80+ are less willing to pay a tax to support the center.



Arrow indicates significant difference at 95% confidence level

Q24. How willing would you be to consider offsetting the cost of constructing and operating with the center with a one cent levy per \$100 assessed value on the Hopewell Township municipal tax bill? Base: Total answering who live in Hopewell Township and interested in a new center (n=359)

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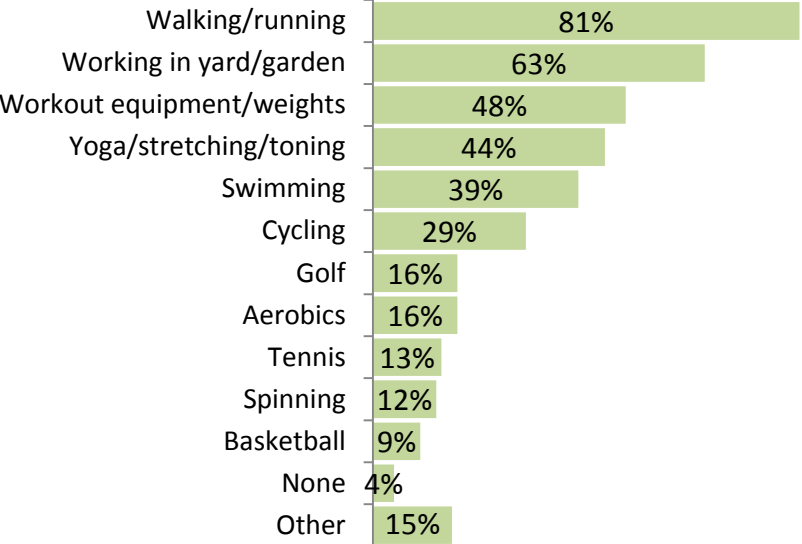


# Interest in Services and Activities



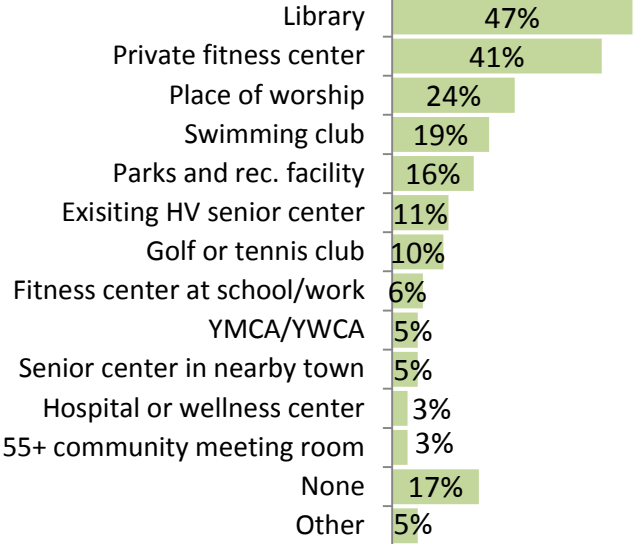
The most popular recreational activities include walking/running, working in the garden, and, to a lesser degree, working out with weights and yoga. More than four in ten respondents belong to the library and a private fitness center.

### Activities Currently Participate In



- **Younger respondents (30-59)** are more likely to participate in walking/running, yoga, swimming, cycling, tennis, spinning, and basketball
- **Females** are more likely to participate in yoga and aerobics, while males are more likely to participate in cycling and golf
- **Those with children in the household** are more likely to participate in walking/running, cycling, tennis, spinning, and basketball

### Facilities Currently Belong To



- **Younger respondents (30-59)** are more likely to belong to a swim club, fitness center at a school or office, or a YMCA, while older respondents (60+) are more likely to belong to a senior center in a nearby town or 55+ community meeting room
- **Females** are more likely to belong to a private fitness center or hospital wellness center
- **Those with children in the household** are more likely to belong to a swim club, while those without children are more likely to belong to the HoVal Senior Center

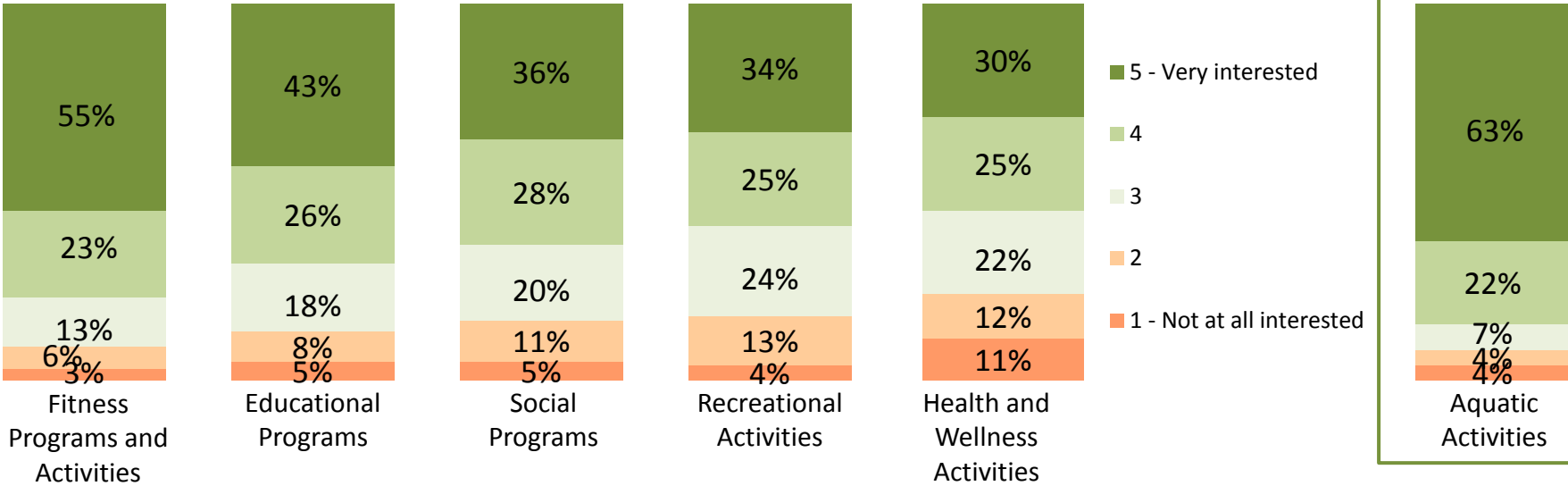
Q26. What kinds of physical, recreational or social activities do you currently participate in? Base: Total Answering (n=408)

Q27. What public or private health, fitness, or recreational facility do you currently belong to? Base: Total Answering (n=408)

Those who express interest in the center are most interested in fitness programs/activities, and educational programs. They are least interested in health and wellness activities, recreational activities, and social programs.

- Among those who prefer a multi-use facility with a pool, 85% are interested in aquatic activities.

### Interest in Type of Services/ Activities at Senior Center

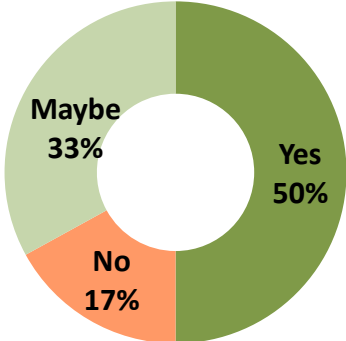


- Females are more likely than males to be interested in fitness programs/activities, educational programs, social programs, and recreational activities
- Those without children in the household are more likely than those with children to be interested in health/wellness activities and social programs, while those with children are more likely than those without to be interested in aquatic activities
- Older respondents (60+) are more likely than younger respondents to be interested in social programs, while younger respondents (30-59) are more likely than older respondents to be interested in aquatic activities

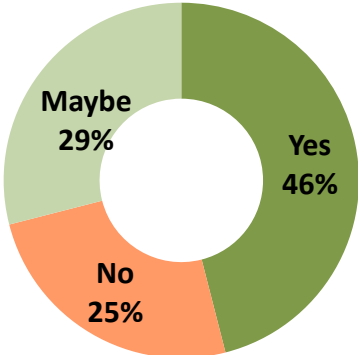
Q11. How interested are you in fitness programs and activities such as walking/running clubs, basketball leagues...? Base: Total answering among those interested in a new center (n=413)  
 Q12. How interested are you in health and wellness activities and programs such as nutrition, diet and health classes...? Base: Total Answering (n=434) Total answering among those interested in a new center (n=413)  
 Q13. How interested are you in educational programs such as foreign language and literature courses, arts and craft programs...? Base: Total answering among those interested in a new center (n=413)  
 Q14. How interested are you in social programs such as book clubs, travel clubs, movie nights, and cultural and museum outings? Base: Total answering among those interested in a new center (n=413)  
 Q15. How interested are you in recreational activities such as arts/crafts and music programs, board and card games, performance groups... Base: Total answering among those interested in a new center (n=413)  
 Q16. How interested are you in aquatic activities such as recreational swimming, swimming lessons, lap swimming, aqua running and aerobics? Base: Total Answering Those who are interested in a multi-use facility with a pool (n=257)

Respondents age 60 and older and/or those who express interest in a stand-alone Senior Center are most interested in educational programs, followed by special events and inter-generational programs. They express the least amount of interest in lunch programs.

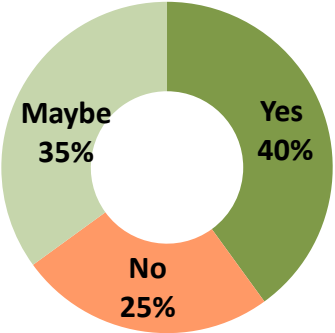
**Interest in Educational Programs**



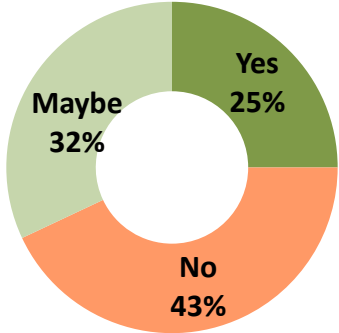
**Interest in Special Events**



**Interest in Inter-Generational**

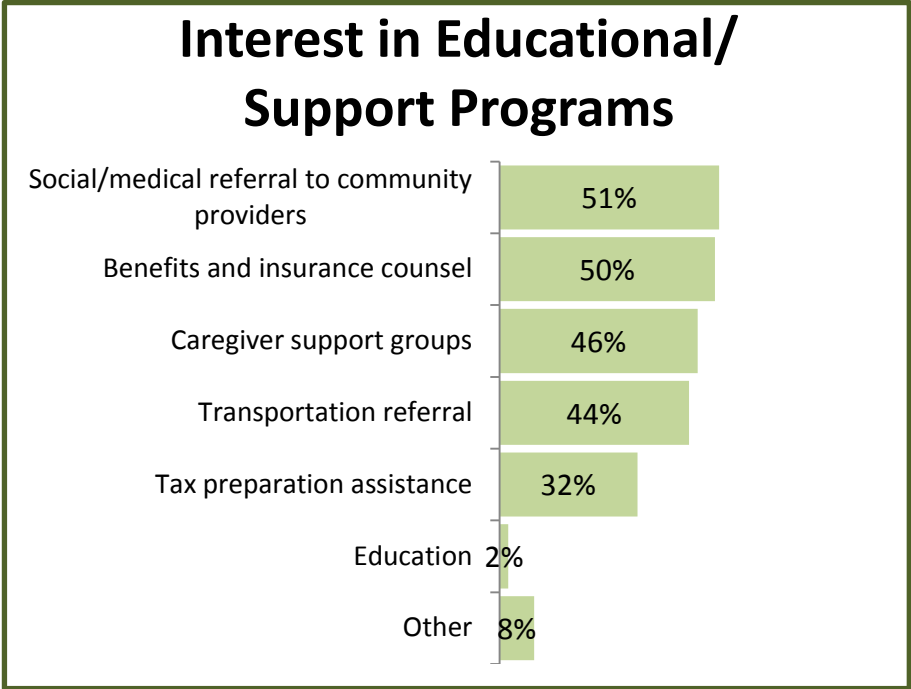


**Interest in Lunch Programs**



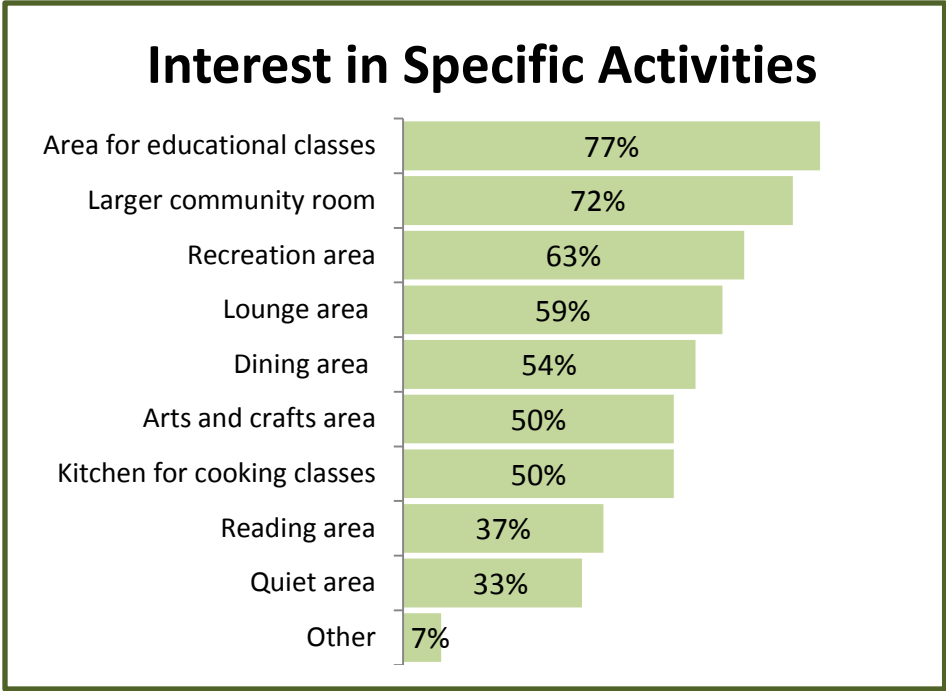
Q17. Would you be interested in...  
 a) Mercer County's senior lunch program in the center. Base: Respondents age 60+ and/or who are interested in a Senior Center (n=228)  
 b) Inter-generational programs such as dance parties, computer skills classes.... Base: Respondents age 60+ and/or who are interested in a Senior Center(n=229)  
 c) Special events such as senior breakfasts or senior picnics. Base: Respondents age 60+ and/or who are interested in a Senior Center(n=228)  
 d) Educational and support programs such as "living in place" programs. Base: Respondents age 60+ and/or who are interested in a Senior Center(n=230)

About half of respondents who express interest in educational/support programs say they are interested in social/medical referrals to community providers, benefits/insurance counsel, and caregiver support groups.



- Younger respondents (30-59) and those with children in the household are more likely to express interest in caregiver support groups

Areas of greatest interest include an area for educational classes, a large community room, and a recreation area.



- Younger respondents (30-59) and those with children in the household are more interested in a larger community room, a kitchen, and a reading area; younger respondents are also more interested in a recreational area
- Females are more interested in an arts and crafts area and a kitchen



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# Implications



# Implications:

1.

It is clear that Hopewell Valley residents prefer a multi-use facility (with or without a pool) which has a separate entrance and dedicated space for seniors. This is true across all age groups. Even two-thirds of residents 80+ years of age prefer a multi-use facility over a stand-alone Senior Center.

2.

Either location (adjacent to Shoprite at the Rte. 31 Circle or adjacent to Capital Health on Scotch Road) would appear to be adequate. Older residents prefer the Scotch Road location. Most expect a Center to be built within the next two years.

3.

A per-use fee (as opposed to a monthly membership) is preferred. This could be a stumbling block as it would be difficult to predict monthly revenues if too many were to select a per-use fee option.

4.

Importantly, there is a sizeable majority of residents in Hopewell Twp. who are willing to pay a \$.01 levy per \$100 assessed value. It is apparent residents are willing to support a facility that provides value to them and their families.

5.

Currently, almost half of Hopewell Valley residents belong to some type of fitness facility. Therefore, given that more than three-quarters are interested in the Center for fitness, private fitness centers could be major competition.

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# Findings at a Glance



# Township of Hopewell, New Jersey



## Nearly 9 in 10

express some interest in a new center  
(59% yes/28% maybe)

### Preferences Among Those Interested in Center:

- 80%** Multi-person membership
- 57%** Multi-use facility with a pool
- 54%** Per-use fee
- 68%** Constructed in under two years

### Willingness Among Those Interested in Center:

- 49%** Willing to pay \$40 or less (individual)
- 52%** Willing to pay \$80 or less (group)
- 62%** Willing to pay tax levy



64% of those not interested in a new center say providing transportation would increase interest in it



Preference for the location of a new center is divided between the Rte. 31 Circle and Scotch Road; however, older respondents prefer Scotch Road

# Township of Hopewell, New Jersey



## Top Activities

### Currently Participate In



**81%** Walking/Running



**63%** Yard work/Gardening



**48%** Workout equipment



**44%** Yoga/stretching

## Interest in Services/Activities at the Center (Top 2-Box):

**85%** Aquatic activities

**78%** Fitness programs and activities

**69%** Educational programs

**64%** Social programs

**59%** Recreational activities

**55%** Health and Wellness Activities

## Interest in Programs (% Yes):

**50%** Educational programs

**46%** Special Events

**40%** Inter-generational

**25%** Lunch programs

The top facilities respondents currently belong to are the library (47%) and a private fitness center (41%). 11% currently belong to the existing HoVal senior center and 5% belong to a senior center in a neighboring town

# Township of Hopewell, New Jersey



## Top Educational/Support Programs of Interest (% Yes):

- 51%** Social/medical referral to community providers
- 50%** Benefits and insurance counsel
- 46%** Caregiver support groups
- 44%** Transportation referrals
- 32%** Tax preparation assistance

## Top Areas of Interest at the Center (% Yes):

- 77%** Area for education classes
- 72%** Large community room
- 63%** Recreation area
- 59%** Lounge area
- 54%** Dining area

## Additional Comments About the Survey

- 34% want a community center, it has been too long
- 25% specifically say the center should be geared towards everyone, not just seniors
- 9% say taxes should support the center
- 8% say taxes should not support the center
- 8% say the center should be solely for seniors



# Respondent Profile



# Respondent Profile



	Total Answering
<b>Age</b>	
<b><u>Under 60 (Net)</u></b>	<b><u>55%</u></b>
30-39	11%
40-49	22%
50-59	22%
<b><u>60+ (Net)</u></b>	<b><u>45%</u></b>
60-69	20%
70-79	17%
80+	8%
<b><u>Zip Region</u></b>	
08525	18%
08530	3%
08534	61%
08540	4%
08560	14%
<b>Age</b>	
<b><u>Average</u></b>	<b><u>58</u></b>
30-39	11%
40-49	22%
50-59	22%
60-69	20%
70-79	17%
80 and over	8%
<b><u>Age of Youngest Household Member</u></b>	
<b><u>Average</u></b>	<b><u>33</u></b>
Only me in the household	12%
Under 18	42%
18-29	9%
30-59	9%
60-69	12%
70-79	10%
80 or older	3%

	Total Answering
<b><u>Age of Oldest Household Member</u></b>	
<b><u>Average</u></b>	<b><u>59</u></b>
Only me in the household	10%
30-39	7%
40-49	19%
50-59	20%
60-69	17%
70-79	15%
80 or older	9%
<b><u>Gender</u></b>	
Male	26%
Female	73%
<b><u>Home Ownership</u></b>	
Own	94%
Rent	3%
Other	1%
Refused	2%
<b><u>Method of Travel Around HoVal</u></b>	
Drive	99%
On foot	13%
Bicycle	11%
Other	3%
<b><u>Preferred Means of Info About Local Activities</u></b>	
Email	51%
Mail	20%
Social media	13%
Local newspaper	10%
Other	6%