



DE SOTO

KANSAS

Community Center YMCA & Child Care Facility Market Feasibility Study

PRESENTATION

April 3, 2025





Study Methodology & Sample Characteristics

Study Methodology

PURPOSE OF THE RESEARCH

- Gauge public support, likely utilization, and membership potential for a new De Soto Community Center YMCA

SAMPLING DESIGN

- Completed **n=403** phone surveys with households in the proposed facility’s potential trade area (defined by zip codes)
- All De Soto households were also given the opportunity to complete the survey online, with the web-based surveys used to “boost” the sample stability when results for those residing within the De Soto city limits are being considered
- Surveyed **n=222** De Soto proper residents (combined phone and online samples)

DATA COLLECTION (SURVEY DATES)

- All data collection was completed between January 16 and February 18, 2025

MARGIN OF ERROR

- The standard error ranges for the total phone sample of n=403 and the total De Soto proper sample of n=222 are as follows:

Sample Size	Expected Standard Error Range For Obtained Results Of ...								
	10%	20%	30%	40%	50%	60%	70%	80%	90%
n=403	±2.9	±3.9	±4.5	±4.8	±4.9	±4.8	±4.5	±3.9	±2.9
n=222	±3.9	±5.3	±6.0	±6.4	±6.6	±6.4	±6.0	±5.3	±3.9

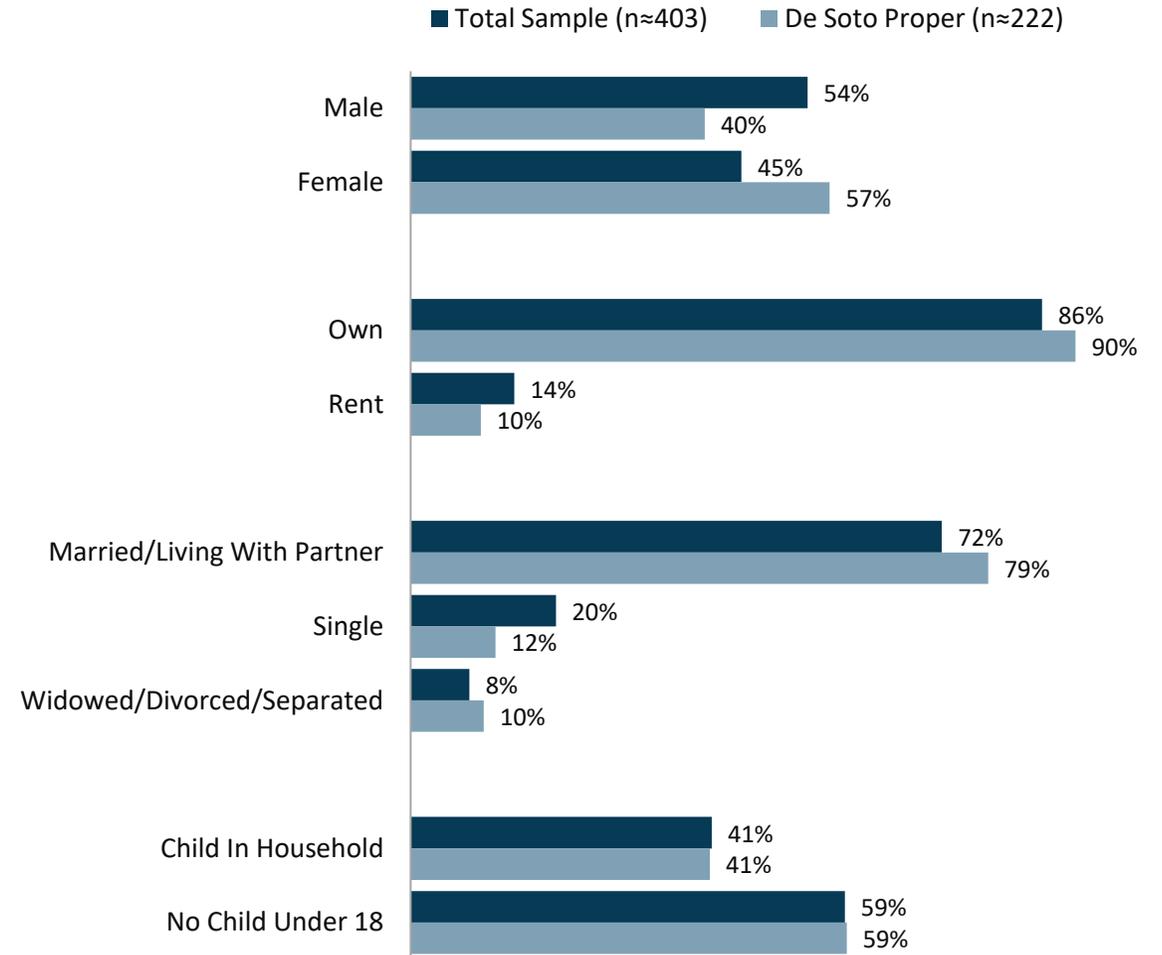
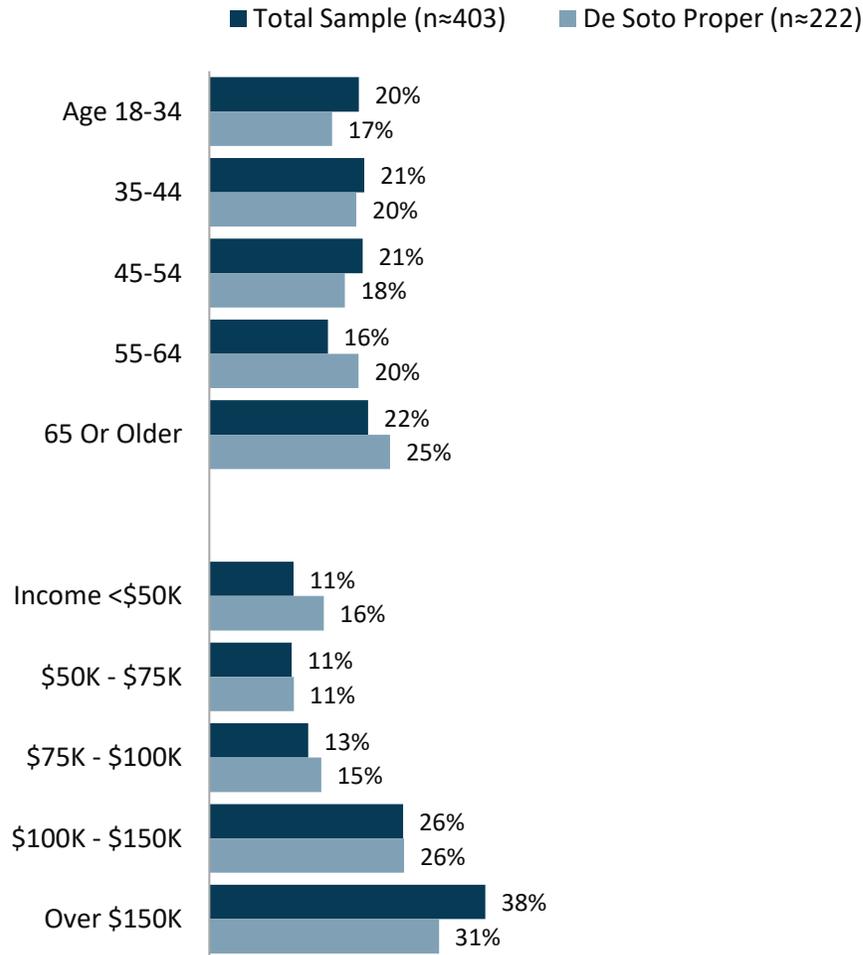
Note: Ranges expressed as percentage points at the 95% confidence level.

Total Survey Area (Phone Sample)

Zip Code	Town	Household Counts	% Of Total Households	Obtained Phone Sample	% Of Total Obtained Sample
66012	Bonner Spring, KS	3,712	9%	32	8%
66018	De Soto, KS	2,649	6%	36	9%
66025	Eudora, KS	2,897	7%	29	7%
66052	Linwood, KS	818	2%	7	2%
66061	Olathe, KS	16,562*	40%	139	34%
66218	Shawnee, KS	3,129	8%	37	9%
66220	Lenexa, KS	2,938	7%	30	7%
66226	Shawnee, KS	4,891	12%	54	13%
66227	Lenexa, KS	3,426	8%	39	10%
TOTAL		41,022	100%	403	100%

**Includes only Olathe residents who lived north of Sante Fe Street (66.5% of those residing in zip code 66061 qualified based on this geographic boundary).*

Sample Characteristics – Total Area vs. De Soto Proper



(Reference: SQ2, SQ3, Q1, Q17-19)

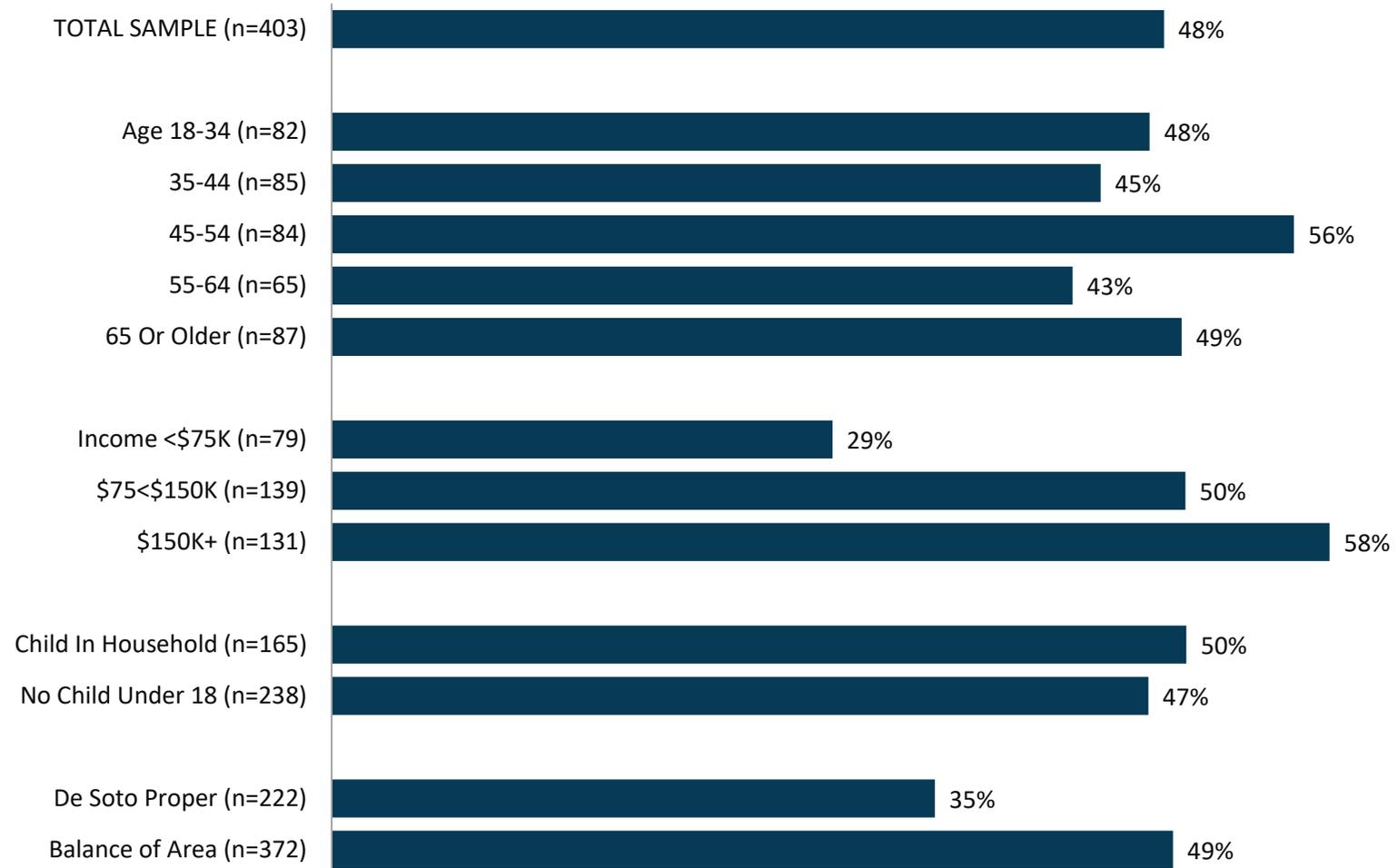
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Study Findings

Incidence Of Health Club Or Fitness Center Membership By Anyone In Household

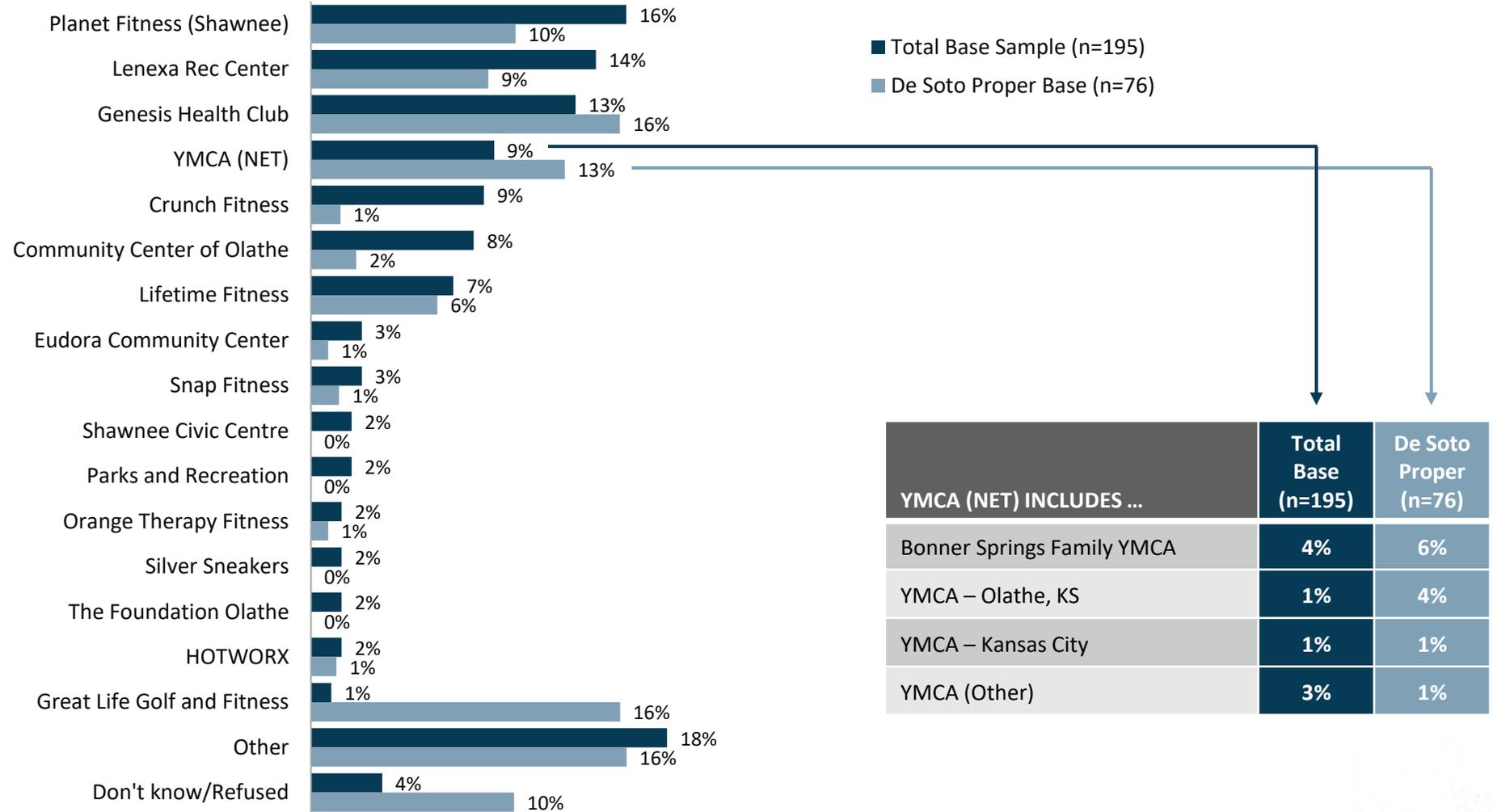
- About half the households in the total trade area possess at least one health club/fitness center membership.
- Incidence of memberships increases as household income increases.
- Memberships are not as common among De Soto proper residents when compared to the balance of this trade area.



Base: Total sample segment
(Reference: Q2)

Health Club/Fitness Center Membership Shares

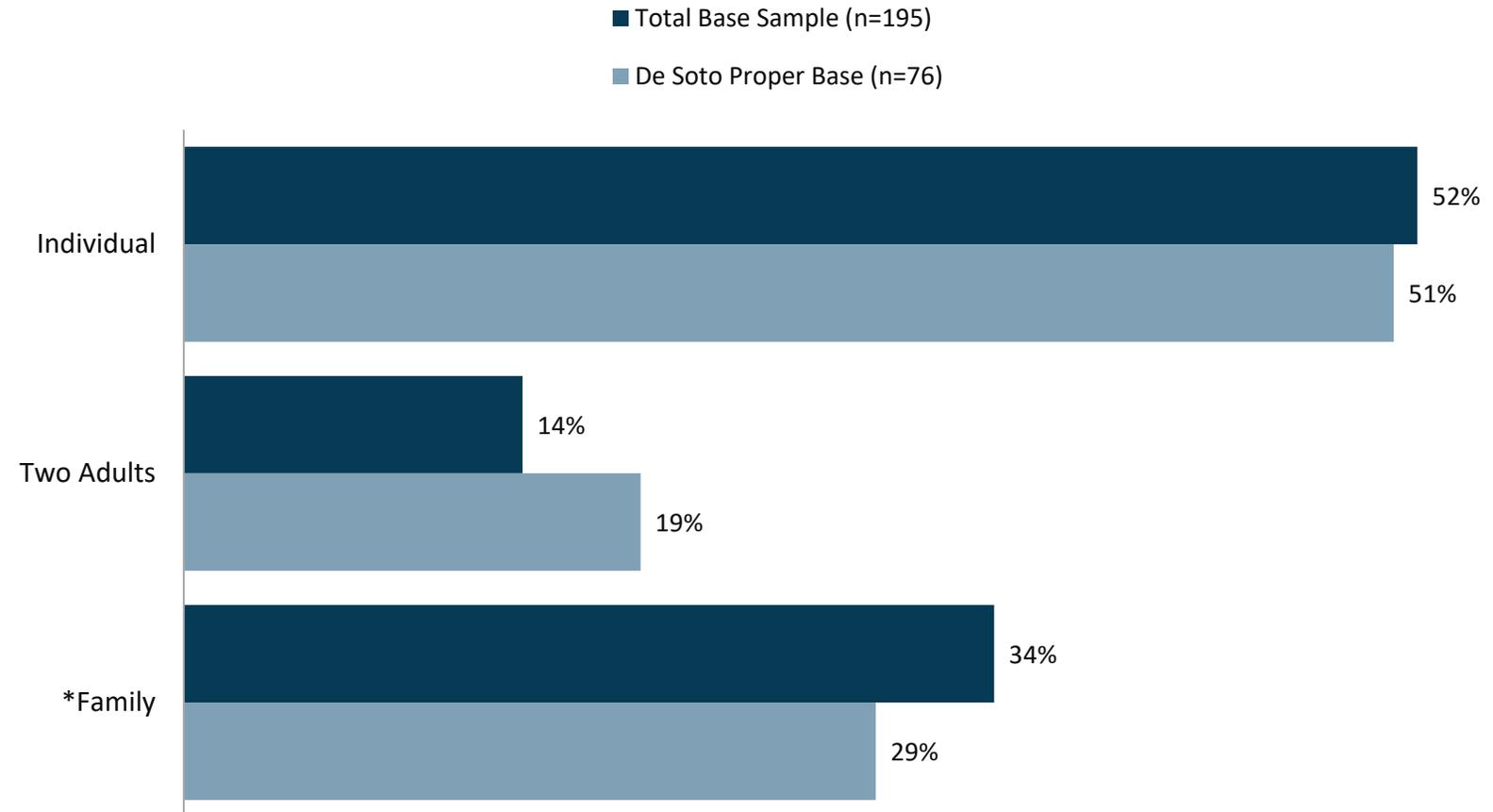
- When the total trade area is considered, Planet Fitness (Shawnee), Lenexa Rec Center, and Genesis Health Club enjoy the largest membership shares, although competition from numerous other fitness centers also exists.
- Genesis Health Club is the leader among those residing in De Soto, followed by YMCA (all locations combined), Planet Fitness (Shawnee), and Lenexa Rec Center.
- Results here indicate that the extent to which a new De Soto Community Center YMCA might “cannibalize” or take business away from existing YMCA locations must be factored into the equation.



Base: Those with a current health club/fitness center membership. Multiple (3) replies accepted.
(Reference: Q3)

Type Of Health Club/Fitness Center Memberships Possessed By Household

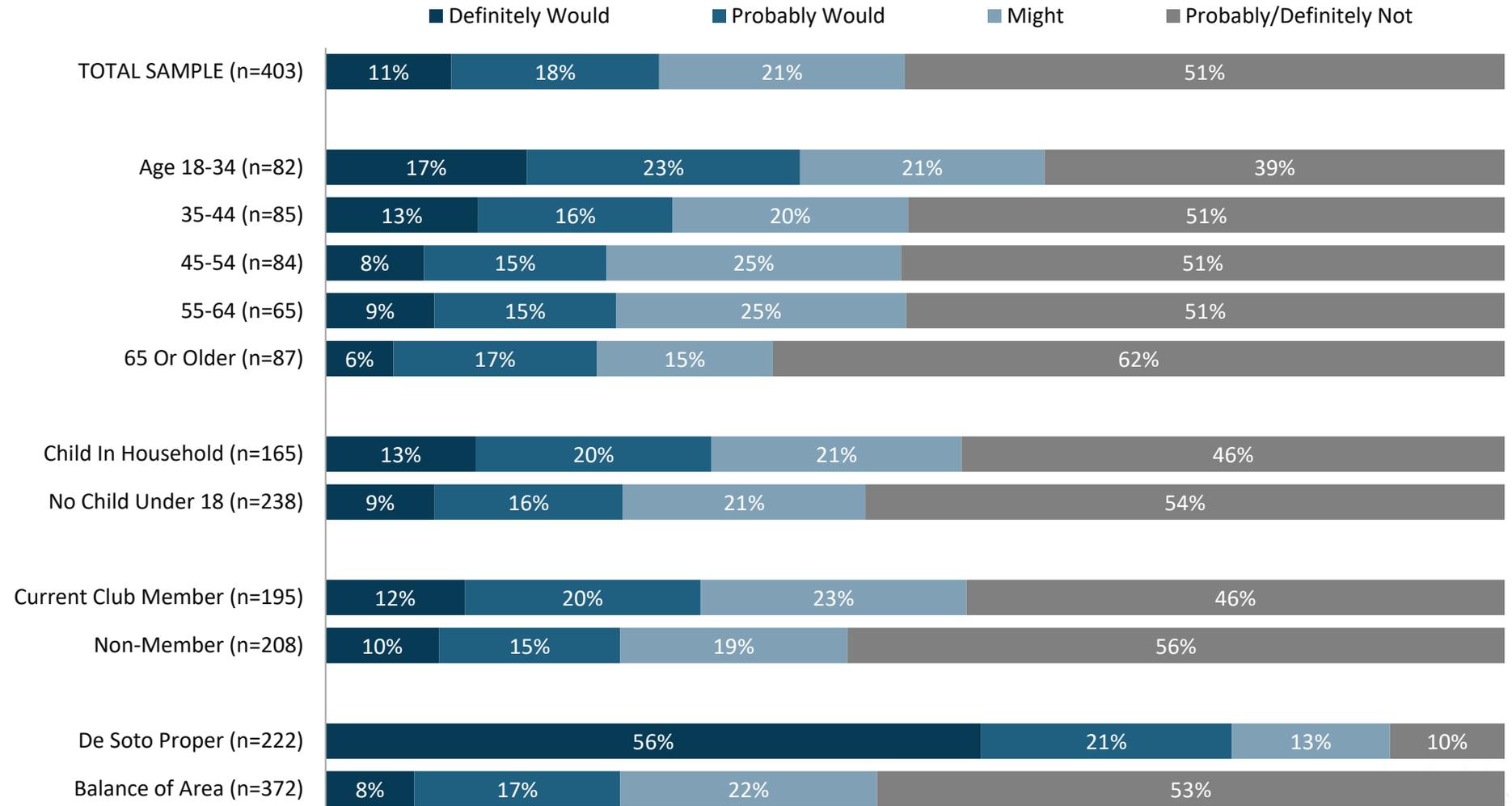
- One-half of the households who belong to a health club/fitness center possess an individual membership, while two adult (no children) memberships are far less common.
- Single residents, those without children, and lower income households tend to have individual memberships.
- Family memberships are more common among younger/middle-aged residents, those with children, and higher income households.



*Includes memberships for single parent plus dependent(s).
 Base: Those with a current health club/fitness center membership
 Multiple (3) replies accepted.
 (Reference: Q4)

Likelihood To Use De Soto Community Center YMCA (Assuming Reasonable Cost)

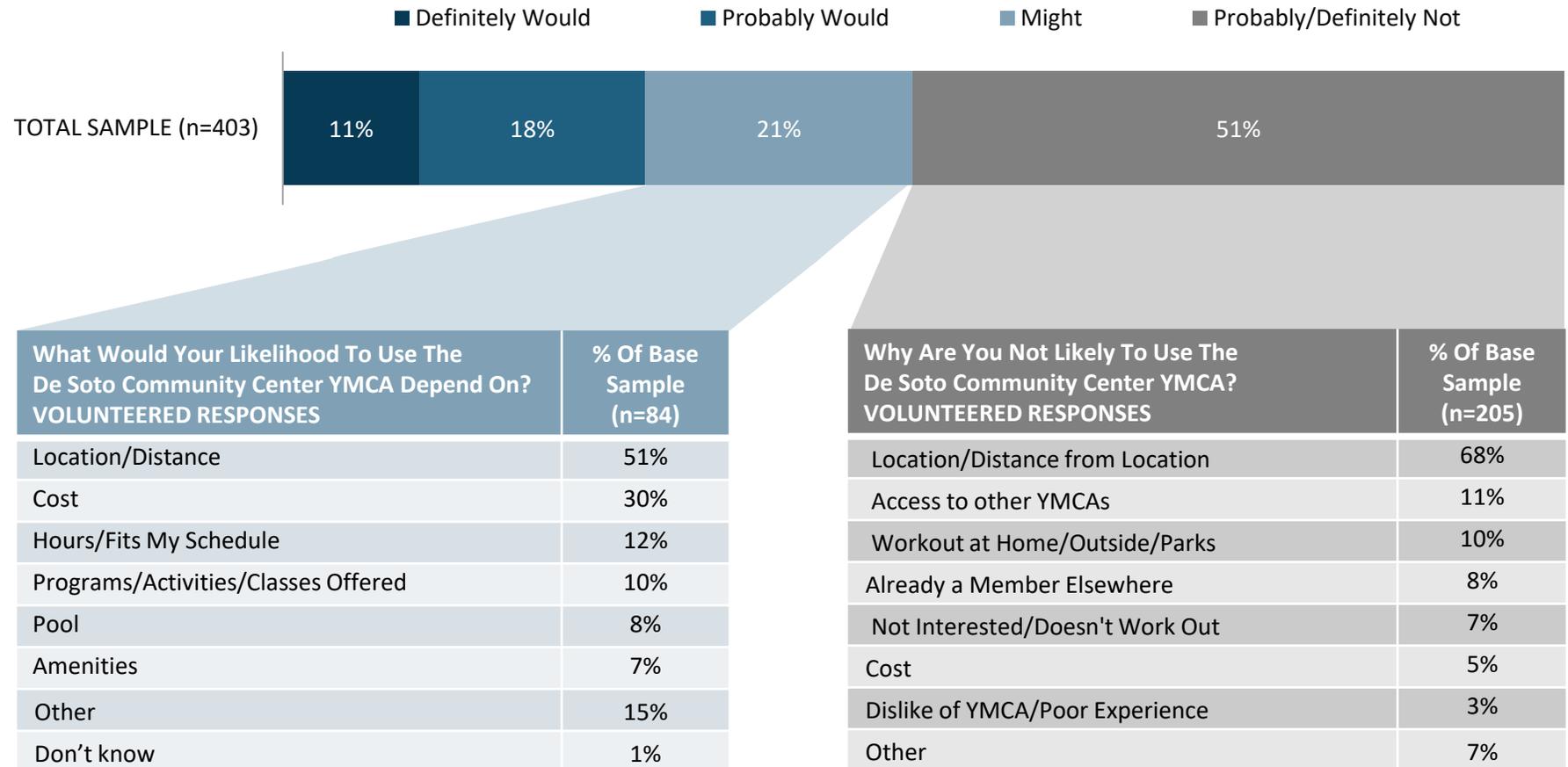
- Assuming a reasonable cost, about three in ten respondents indicated they would *at least probably use* a new De Soto Community Center YMCA.
- Propensity to use this new facility decreases as age increases and is greater among those with children under 18 in the household.
- Current health club/fitness center membership does *not* diminish potential interest in using this proposed facility.
- Over one-half of De Soto proper residents said they *definitely would* consider using the new Community Center YMCA, with potential interest not nearly as strong in the balance of this trade area.



Base: Total sample segment
(Reference: Q5)

Volunteered Reasons For Might/Not Likely To Use De Soto Community Center YMCA

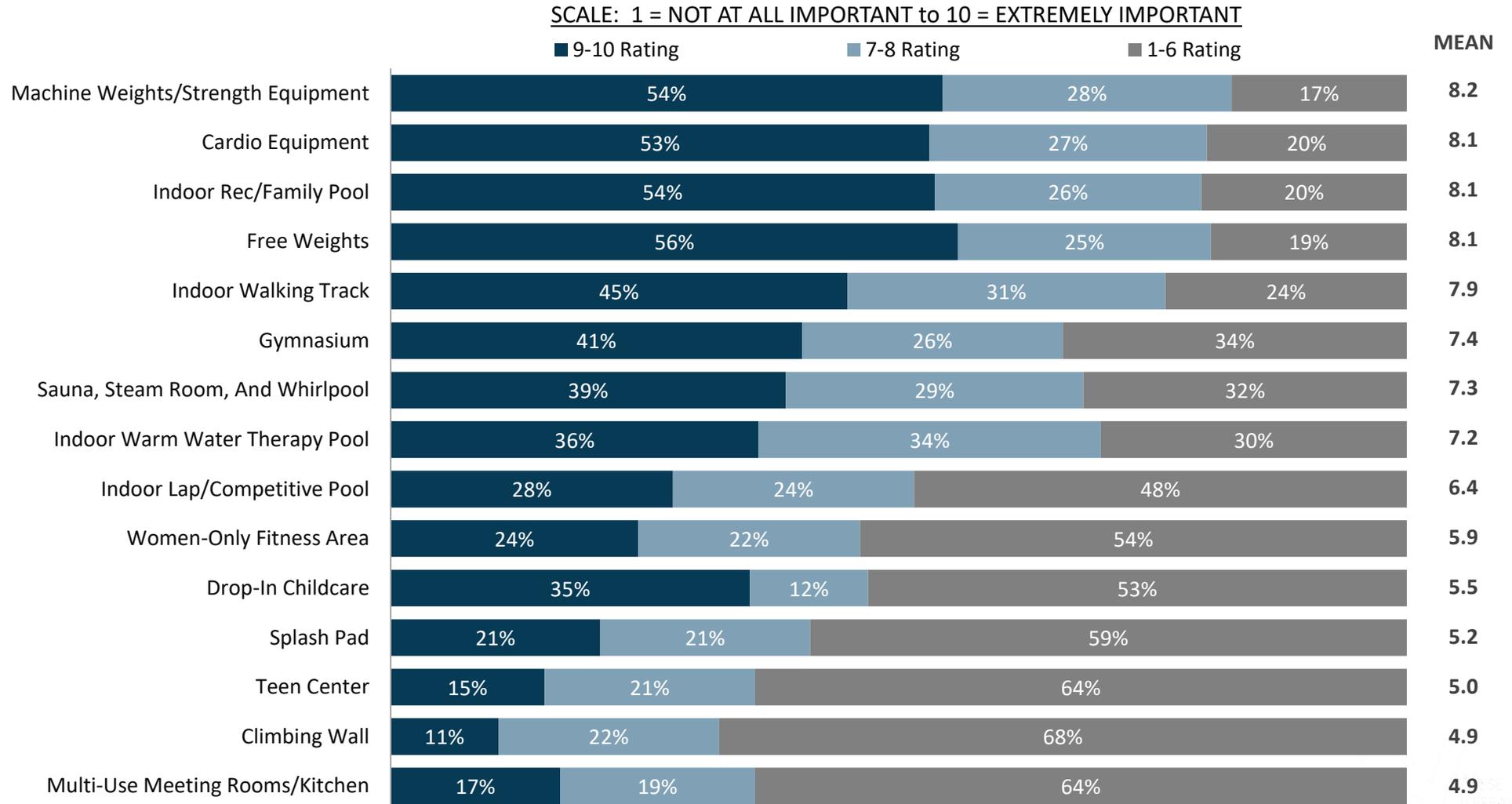
- Turning to what one's potential interest might depend on, location or distance was cited most often, followed by cost, hours/fits schedule, and the programs/activities/classes offered.
- The most common reason volunteered for *not* being likely to use a new De Soto Community Center YMCA was location (too far away).



Base: Total sample segment
 Multiple (3) replies accepted.
 (Reference: Q5, Q5A-5B)

Importance Of Possible Features/Amenities To Include In Community Center – Among Potential Interest Segment

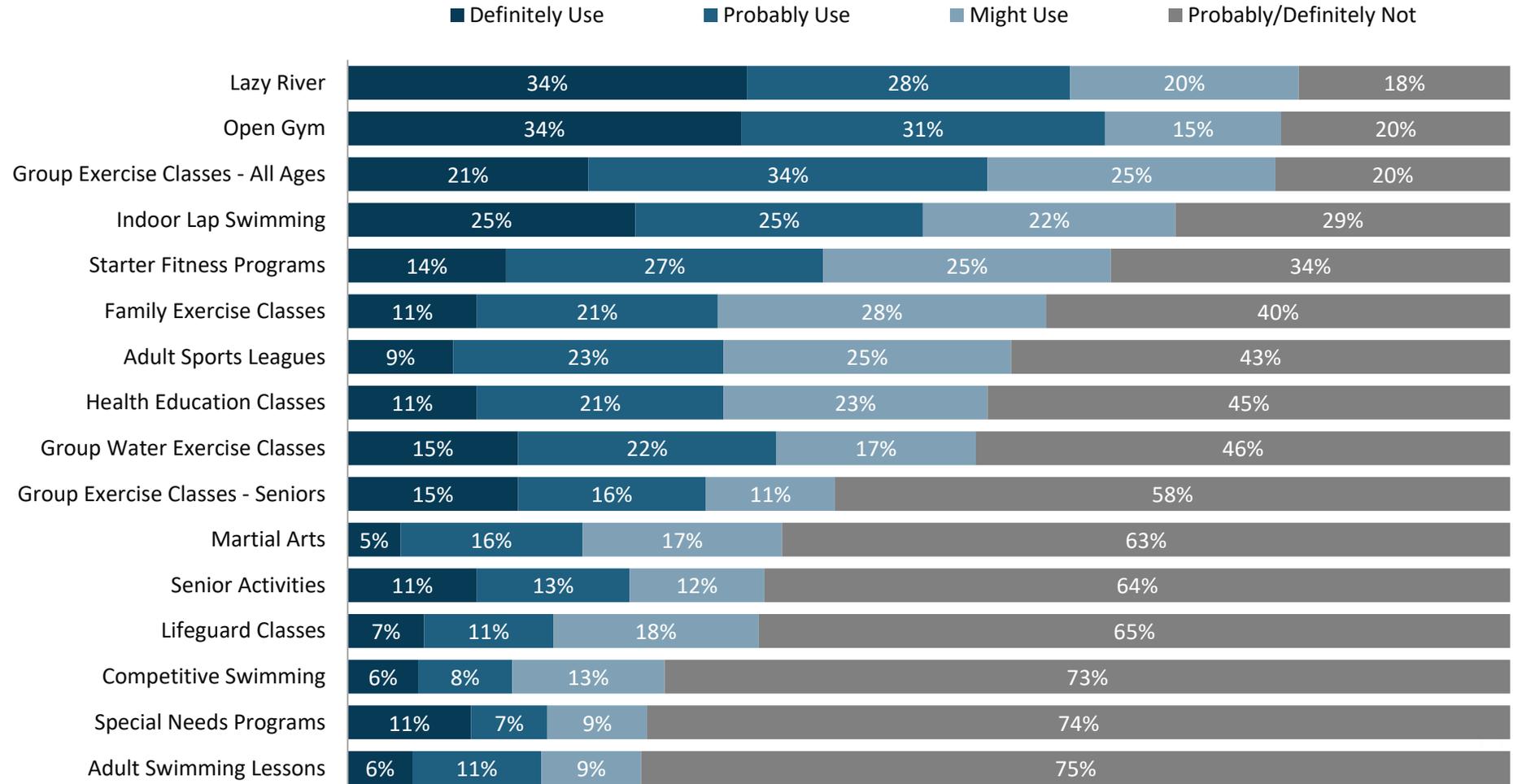
- Relatively speaking, machine weights/strength equipment, cardio equipment, indoor recreation/family pool, free weights, and indoor walking track are the most important features and amenities to include in the new community center, followed by a gymnasium, sauna/steam room/whirlpool, and indoor warm water therapy pool.
- Features such as multi-use meeting rooms/kitchen, climbing wall, and teen center were less likely to have widespread appeal and therefore were rated relatively lower in overall importance.



Base: Those who at least might use new facility, able to rate (n≈198).
(Reference: Q6A-O)

Likelihood To Use Selected Programs/Services – Among Potential Interest Segment

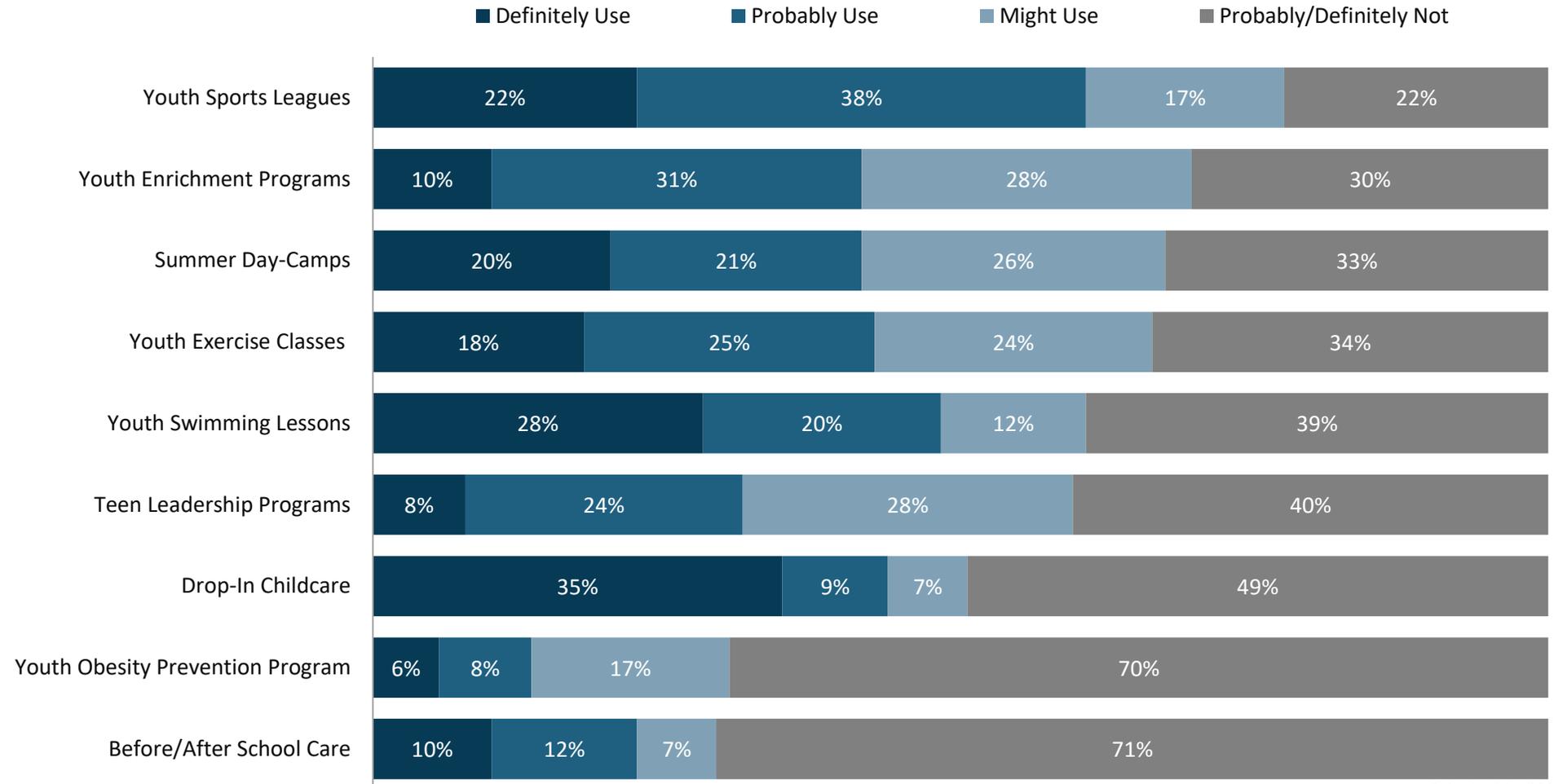
- Potential utilization appears to be strongest for a lazy river, open gym, group exercise classes (all ages), and indoor lap swimming pool.
- Other programs/services that have relatively greater appeal include starter fitness programs, family exercise classes, adult sports leagues, health education classes, and group water exercise classes.
- At the other end of the continuum, potential interest appears to be far more modest for adult swimming lessons, special needs programs, and competitive swimming. That is not to say the demand for these services is non-existent, but rather potential use of these programs will likely be more limited, if offered.



Base: Those who at least might use new facility (n=198).
(Reference: Q7A, C-I, K-N, P-S)

Likelihood To Use Selected Youth Programs/Services – Among Potential Interest Segment With Children <18

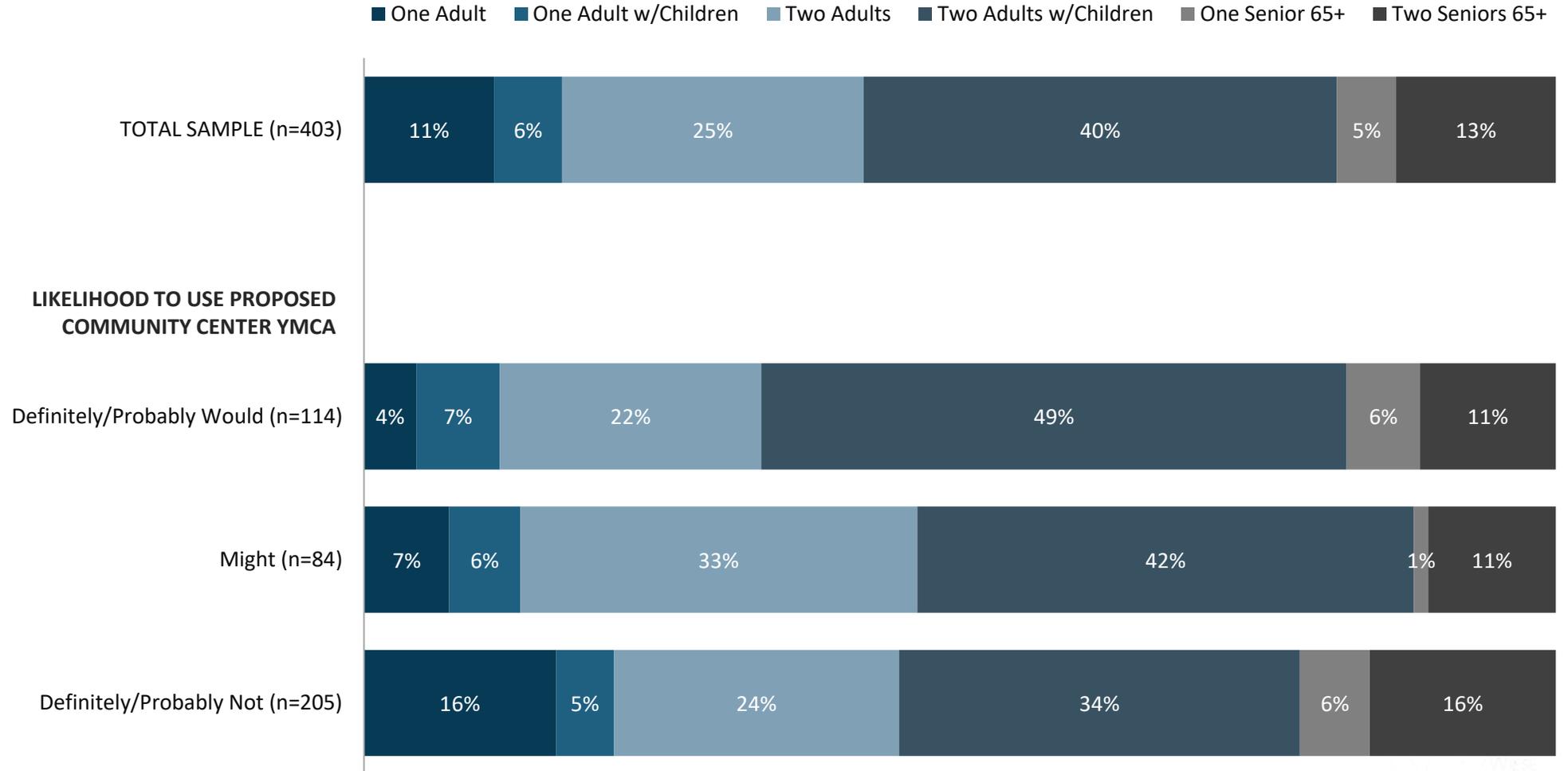
- Among those who have a child under 18 in their household, youth sports leagues, enrichment programs, summer day-camps, youth exercise classes, and youth swimming lessons have the strongest appeal.
- Drop-in childcare tends to fall at one end of the scale or the other, suggesting that those who need it (i.e., have younger children) would likely use it, if offered.



Base: Those with children under 18 in the household who at least might use the new facility (n=89).
(Reference: Q7B, J, O, T-Y)

Type Of Membership That Best Describes Household (Regardless Of Interest)

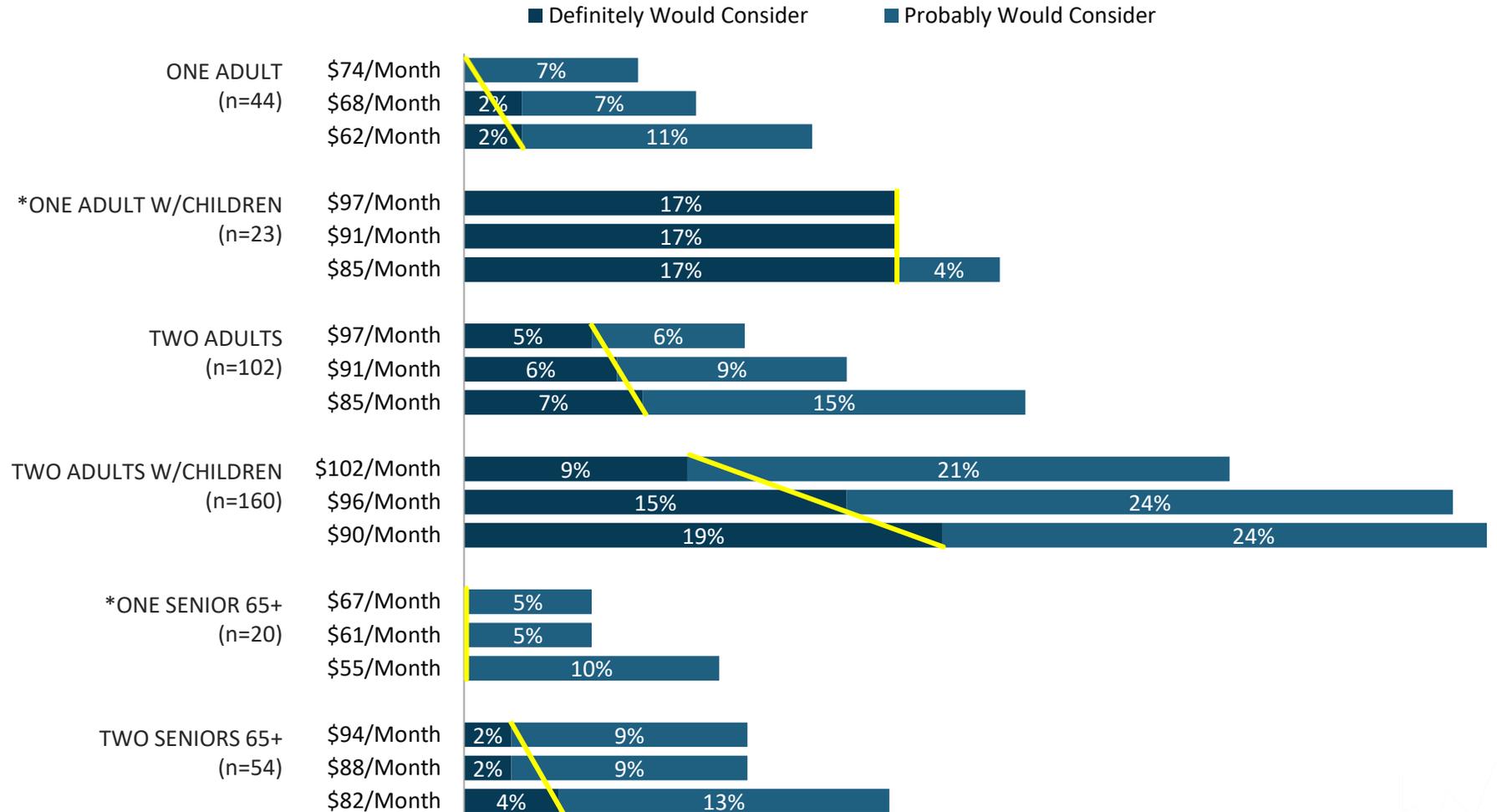
- While earlier results showed that the largest share of gym membership types that already exist in this market are for individuals, potential membership types for the proposed De Soto Community Center YMCA are far more likely to be two adults (with or without children.)
- Replies to this question determined the type of membership respondents were asked to consider when measuring price sensitivity, and those results follow.



Base: Total sample segment
(Reference: Q8)

Likelihood To Consider De Soto Community Center YMCA At Specified Price Points By Membership Type

- Although based on smaller subsample sizes, it appears that the greatest price sensitivity exists among those most likely to consider a membership for two adults with children, while one adult and senior memberships tend to be more price inelastic.
- For all membership types, however, offering an introductory rate at a lower price point might be worth considering to encourage trial. These initial experiences, if positive, could then lead to greater use of the programs and facilities.



*Caution: Small sample size (n<30)
Base: Total sample segment
(Reference: Q9)

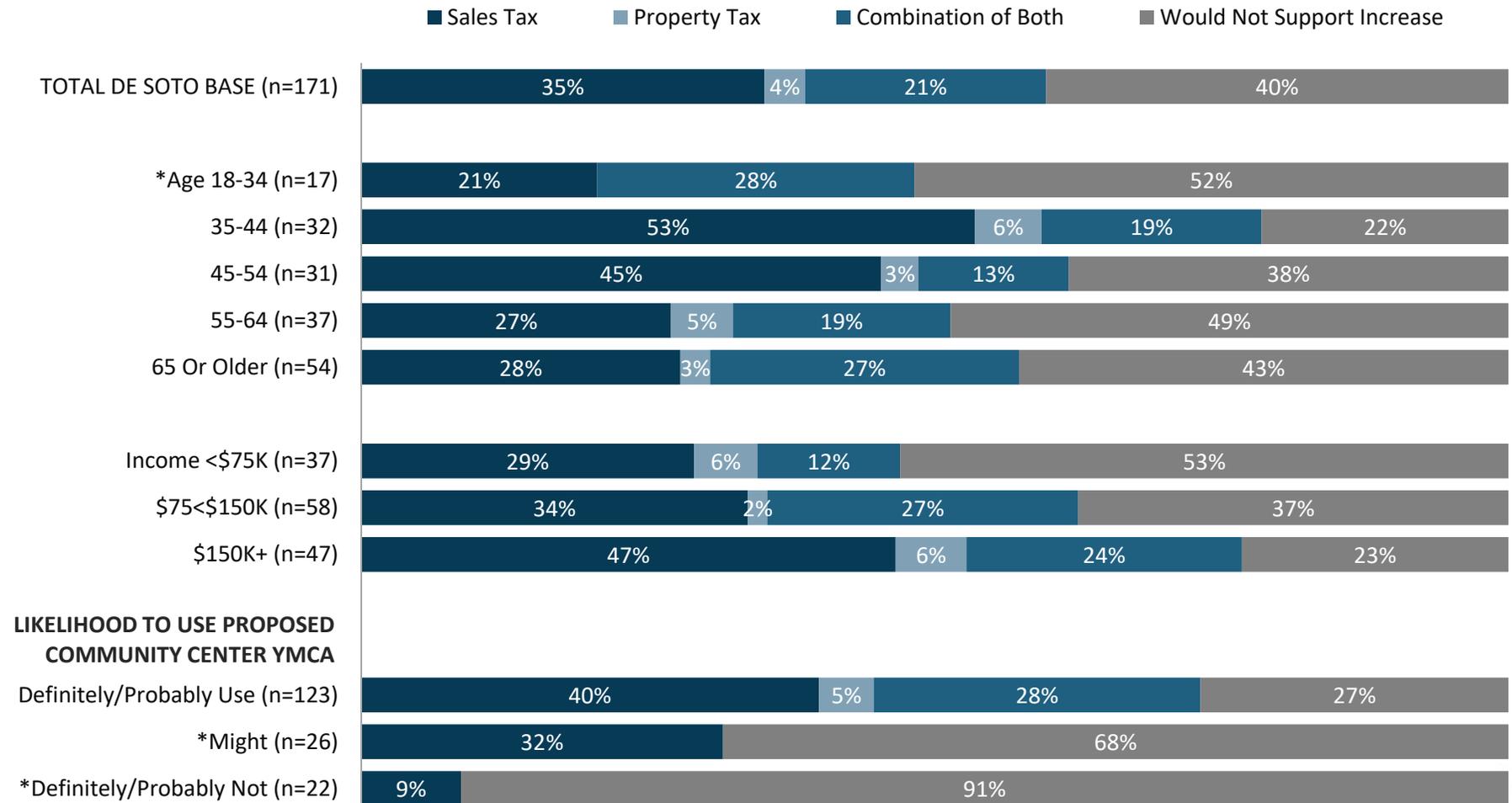
Households Projected To Join De Soto Community Center YMCA By Membership Type At Various Price Points

- Projections presented here provide conservative, moderate, and aggressive estimates of potential membership units for this new De Soto Community Center YMCA, based on stated intentions (factored down to predict behavior).
- The ability to convert potential interest into actual enrollment and/or program participation will depend on several factors, and these memberships will not occur overnight.
- Factors likely to impact eventual membership levels include everything from the ability to create awareness and interest through a strong marketing campaign, to the design of the facility itself and successful execution of specific programs.

TYPE OF MEMBERSHIP	% Of Total By Type	# Of HH By Type	CONSERVATIVE ESTIMATE (30% Definitely)			MODERATE ESTIMATE (40% Definitely + 5% Probably)			AGGRESSIVE ESTIMATE (50% Definitely + 10% Probably)		
			# Of Households Projected To Join At...			# Of Households Projected To Join At...			# Of Households Projected To Join At...		
			High Price	Mid Price	Low Price	High Price	Mid Price	Low Price	High Price	Mid Price	Low Price
One Adult	11%	4,512	0 0.0%	27 0.6%	27 0.6%	18 0.4%	54 1.2%	63 1.4%	32 0.7%	77 1.7%	95 2.1%
One Adult With Children	6%	2,461	126 5.1%	126 5.1%	126 5.1%	167 6.8%	167 6.8%	172 7.0%	209 8.5%	209 8.5%	219 8.9%
Two Adults	25%	10,256	154 1.5%	185 1.8%	215 2.1%	236 2.3%	297 2.9%	369 3.6%	318 3.1%	400 3.9%	513 5.0%
Two Adults With Children	40%	16,409	443 2.7%	738 4.5%	935 5.7%	771 4.7%	1,181 7.2%	1,444 8.8%	1,083 6.6%	1,624 9.9%	1,953 11.9%
One Senior 65+	5%	2,051	0 0.0%	0 0.0%	0 0.0%	6 0.3%	6 0.3%	10 0.5%	10 0.5%	10 0.5%	21 1.0%
Two Seniors 65+	13%	5,333	32 0.6%	32 0.6%	64 1.2%	69 1.3%	69 1.3%	123 2.3%	101 1.9%	101 1.9%	176 3.3%
TOTAL	100%	41,022	755 1.8%	1,108 2.7%	1,367 3.3%	1,267 3.1%	1,774 4.3%	2,181 5.3%	1,753 4.3%	2,421 5.9%	2,977 7.3%
PROJECTED REVENUE PER MONTH:			\$75,354	\$103,801	\$120,057	\$125,953	\$165,710	\$190,487	\$174,117	\$226,057	\$259,467

Type Of Tax Change Most Likely To Support In Order To Construct The Proposed Community Center YMCA

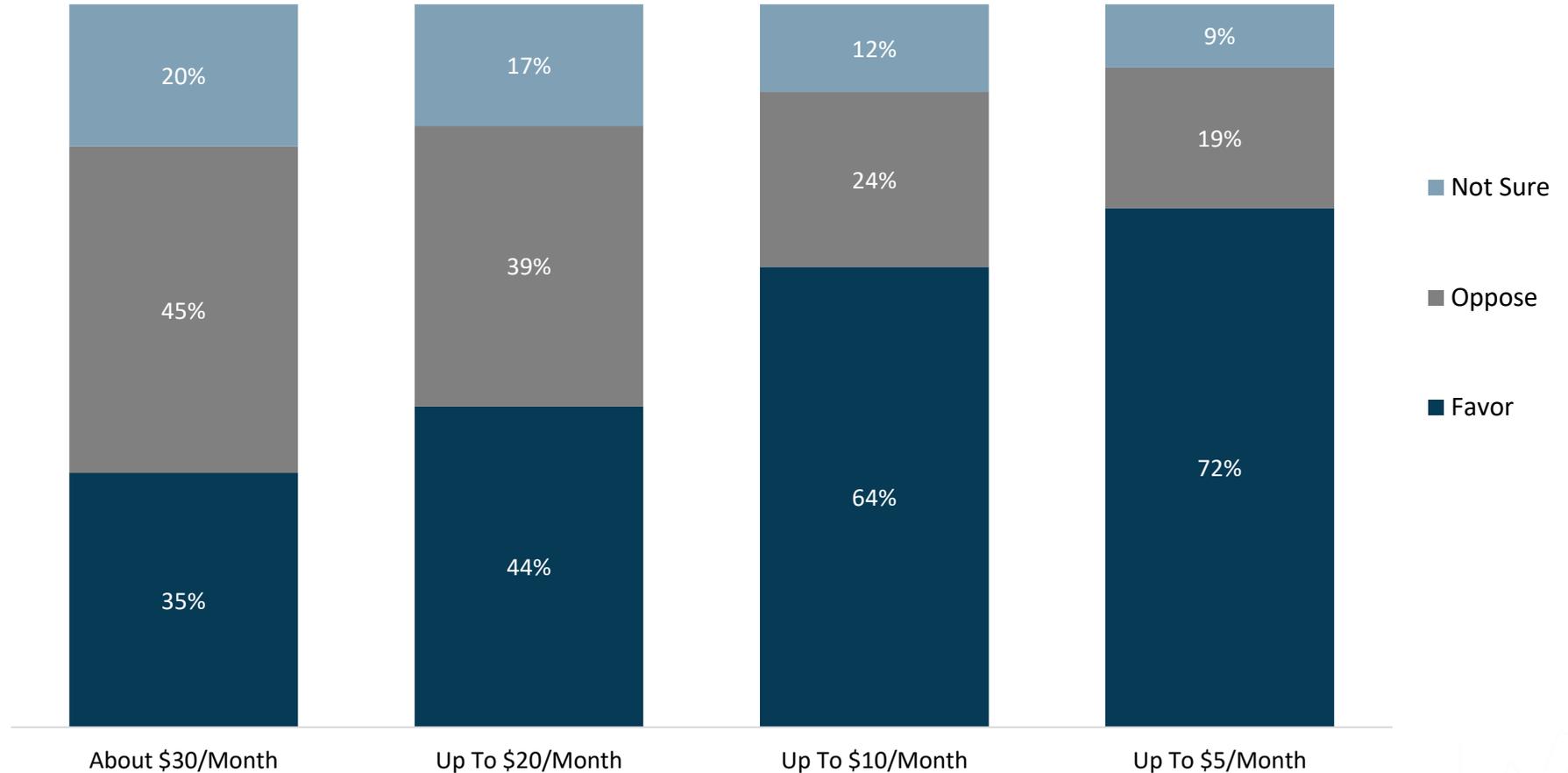
- If needed to fund construction of the Community Center YMCA, those living within the city limits of De Soto were asked which type of tax they would be most likely to support, assuming the amount was what they considered to be reasonable.
- Higher sales tax was preferred over a property tax increase by a considerable margin, particularly among residents ages 35-54, higher income households, and those more inclined to use the facility.
- Four out of ten De Soto residents would not support a tax increase of any type and as expected, this opposition comes largely from those who are less inclined to use the proposed facility.



*Caution: Small sample size (n<30)
Base: De Soto residents only, those responding
(Reference: Q14)

Favor Vs. Oppose Tax Increase To Fund Construction Of Community Center At Various Monthly Amounts

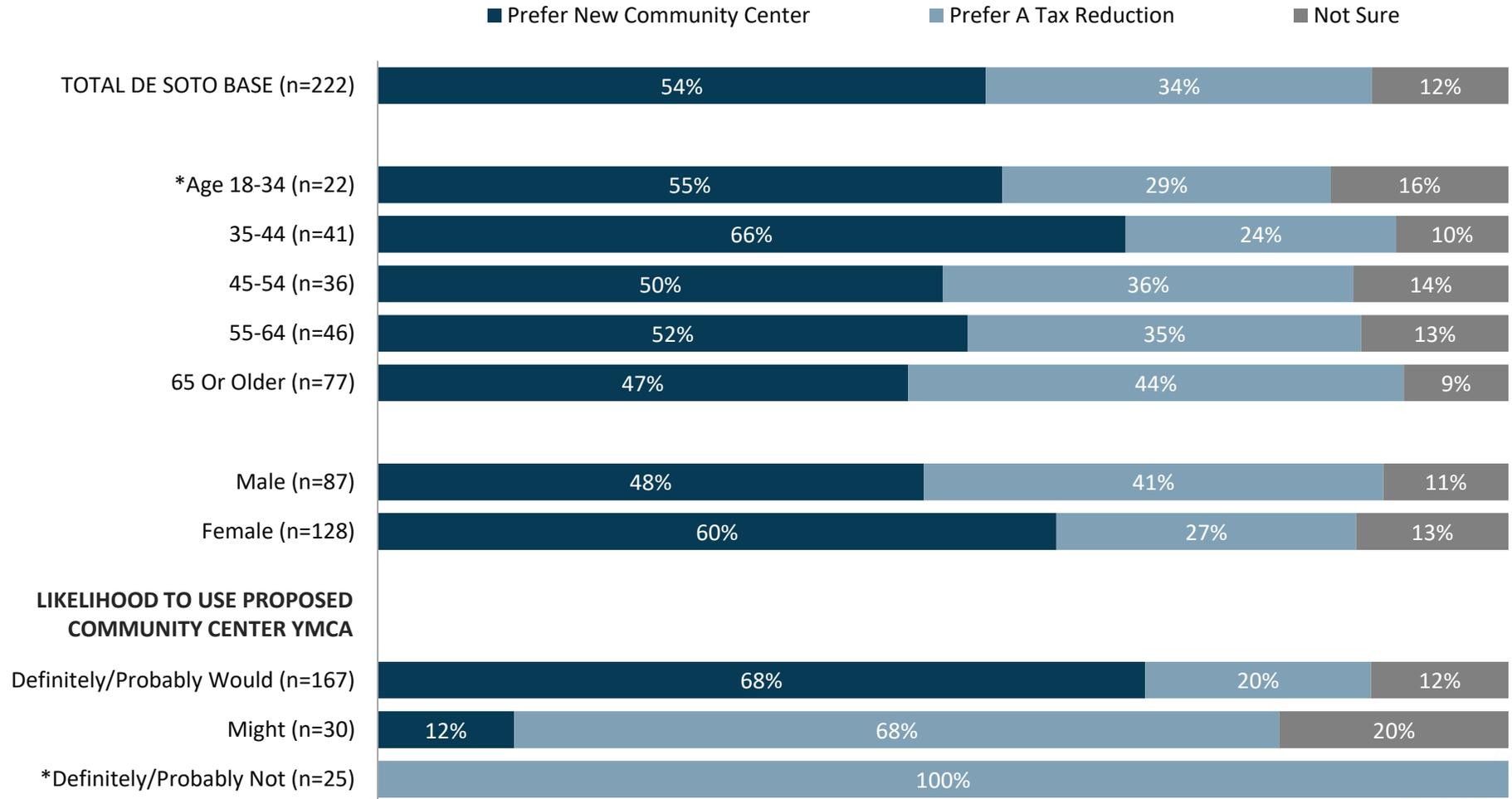
- What dollar amount would De Soto residents find acceptable should a “special tax” be needed to fund construction of the proposed Community Center YMCA?
- Percentages here include those who previously stated they would not support any tax increase. With that in mind, the fact that nearly half of the De Soto residents would favor this special tax if the amount they had to pay was \$20 per month is perhaps encouraging.
- As expected, acceptance of this special tax to fund construction increases rather dramatically as the monthly dollar amount one would be required to pay decreases.



Base: De Soto residents only (n=222)
(Reference: Q15)

Preference Between Building Community Center Or Lowering Taxes Among De Soto Residents

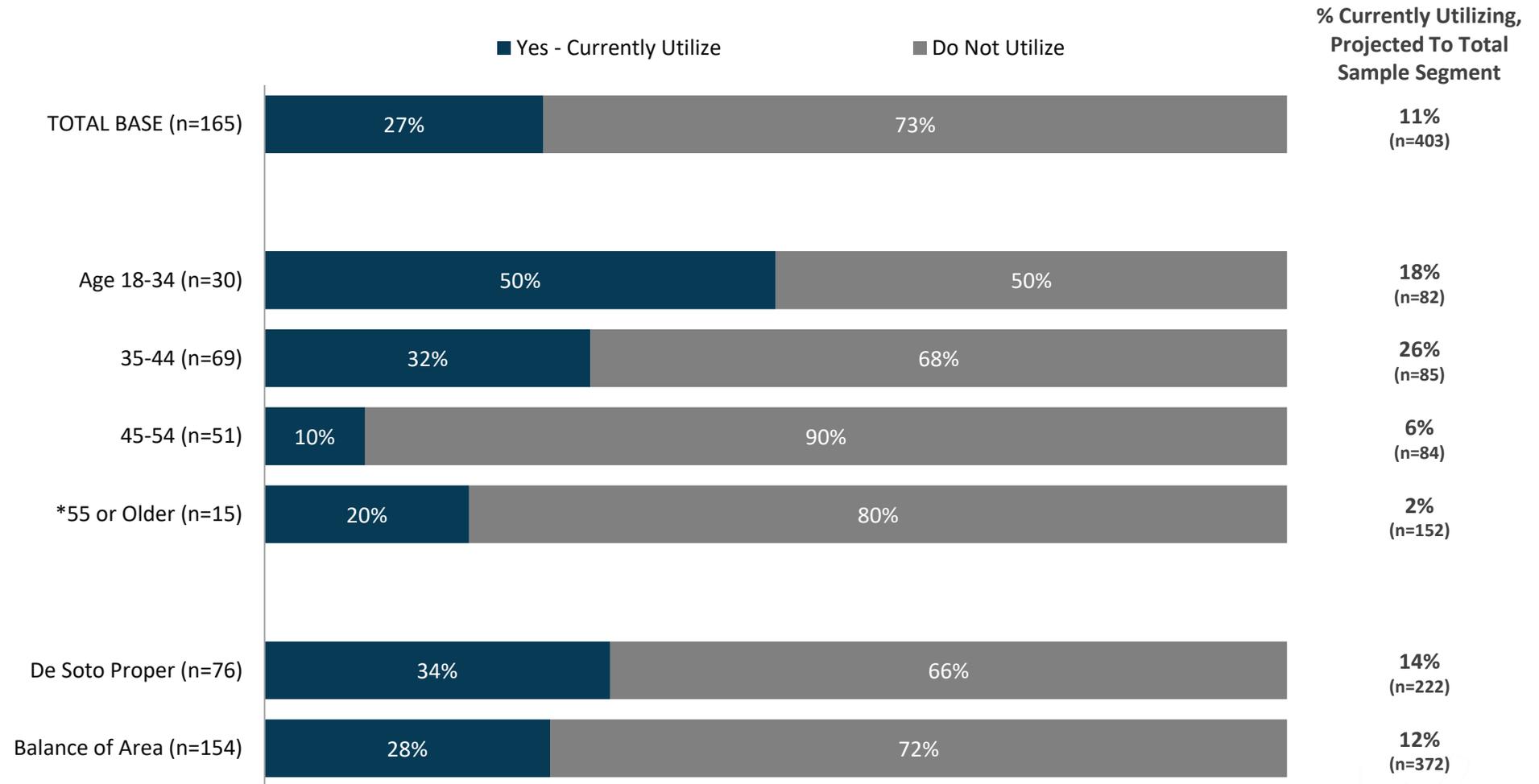
- It is possible the City of De Soto could fund construction of the Community Center YMCA largely through revenue generated from the expected growth in commercial development, without needing to increase taxes. However, another option for this revenue would be to *reduce* taxes for De Soto residents.
- When asked which they would prefer, just over half of the De Soto residents surveyed opted for building the new community center, while about one-third would instead rather have a tax reduction.



*Caution: Small sample size (n<30)
Base: De Soto residents only
(Reference: Q16)

Current Utilization Of Childcare Facilities/Daycare Services While Working Outside The Home

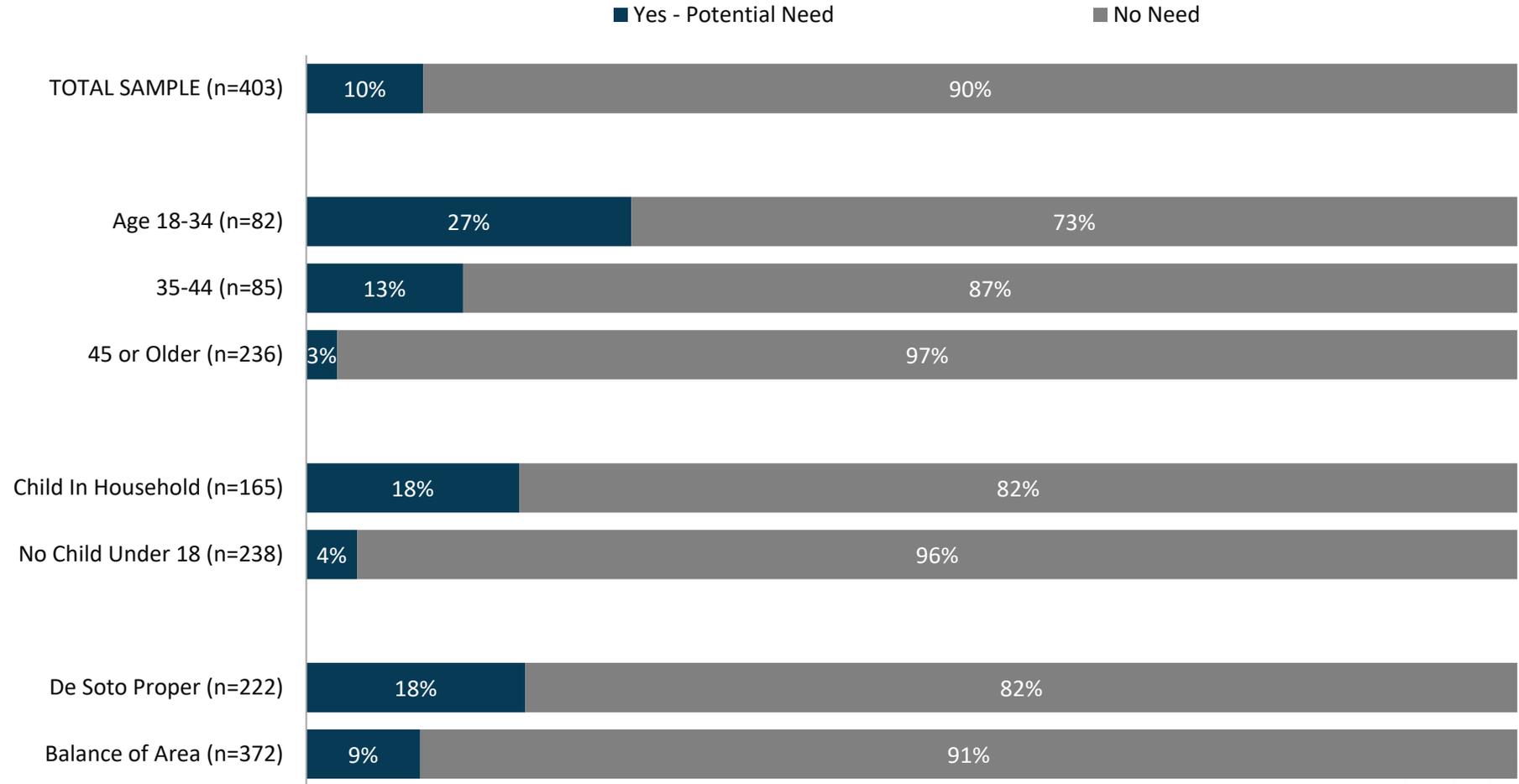
- Turning to the topic of childcare, approximately one in four of those with a child under 18 in the household currently utilize some type of childcare or daycare services while working outside the home, and this projects to 11% of all households in the total area surveyed.
- As one would expect, these results varied by age group.
- The use of childcare facilities/ daycare services appears to be more prevalent among households in De Soto proper versus the balance of the trade area, but this difference is not large enough to be considered statistically significant.



*Caution: Small sample size (n<30)
Base: Those who have a child under 18 in the household
(Reference: Q10)

Anticipated Potential Need For Any Type Of Full-Time Childcare Or Daycare Services In Next Few Years

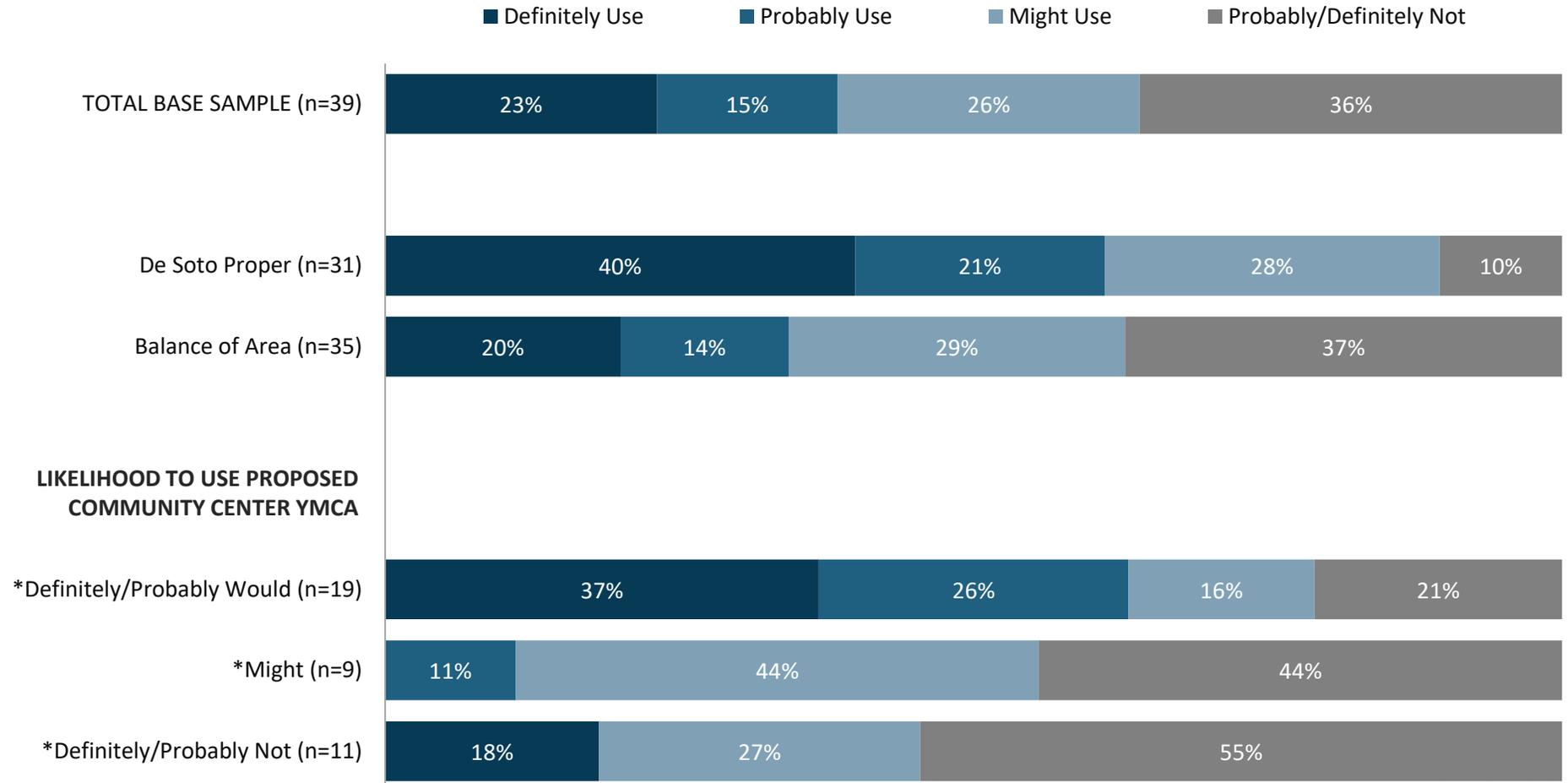
- When all households in the total trade area are considered, results here would project that 10% anticipate a potential need for full-time childcare or daycare services at some point *over the next few years*.
- Expected differences in these results were found by age and whether children under 18 are currently present in the household.
- Those residing with the city limits of De Soto anticipate the need for full-time childcare or daycare services in the relatively near future more often than their counterparts outside of De Soto by a 2-to-1 margin.



Base: Total sample segment
(Reference: Q11)

Likelihood To Consider Using New Childcare Facility Among Those Who Anticipate Needing Such Services

- Those who anticipate having the potential need for childcare/daycare services in the near future were asked how likely they would be to consider using a new childcare facility connected to the proposed community center if it was open to all families (not just members), assuming a reasonable cost.
- Due to the limited sample size, no definitive conclusions can be drawn from these results, but this preliminary assessment seems sufficient to at least warrant further study and consideration.



*Caution: Small sample size (n<30)

Base: Those who anticipate having the potential need for any type of full-time childcare or daycare services within the next few years (Reference: Q12)



APPENDIX A: Weighting Procedure

Weighting Procedure (Online De Soto Proper Only)

AGE GROUP	% of De Soto Population Age 25+	Obtained De Soto Online Sample	% Of Obtained De Soto Online Sample	WEIGHT FACTOR	Weighted De Soto Online Sample	% Of Weighted De Soto Online Sample
18 to 34*	16%	16	8%	1.9396	31	16%
35 to 44	19%	33	17%	1.1029	36	19%
45 to 54	19%	32	17%	1.1550	37	19%
55 to 64	21%	41	21%	0.9771	40	21%
65+	24%	69	36%	0.6747	47	24%
TOTAL	100%	191	100%		191	100%

**Two respondents aged 18-24 included in 25-34 age category for weighting purposes*



APPENDIX B: Postcard Survey Invitation

Postcard Sent To All De Soto Households



COMMUNITY CENTER STUDY SURVEY

We'd like to hear from you!

The City of De Soto, in partnership with the YMCA, is conducting a study to explore the feasibility of a new community center. Your input will help us plan for the future needs of wellness, recreation, and community programming in De Soto.

- One survey may be completed per household by anyone over the age of 18.
- We are also conducting interviews by phone, so if you receive a call about the study, please let the caller know if you already completed the survey online. Or, if you completed the phone survey earlier, your opinions have already been included!
- If you have questions, contact us at (913) 586-5250 or bmills@desotoks.us.

To take the survey, visit
DeSotoCommunityCenterSurvey.com



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TAKE THE SURVEY



Completing the survey is quick and easy. Here's all you need to do:

1. Visit DeSotoCommunityCenterSurvey.com
2. Enter your unique 6-digit PIN (located under your address on this postcard)

TOME LA ENCUESTA



Completar la encuesta es rápido y fácil. Esto es todo lo que necesita hacer:

1. Visite DeSotoCommunityCenterSurvey.com
2. Ingrese su código PIN único de 6 dígitos (ubicado debajo de su dirección en esta tarjeta postal)



APPENDIX C: Survey Instrument



Thank you in advance for participating in this important survey to assess the needs of the City and surrounding communities as they relate to wellness and recreation services. Rest assured that all your responses will remain completely confidential.

SQ1. First, what is your zip code?

- 1 66012
- 2 66018
- 3 66019
- 4 66025
- 5 66052
- 6 66061
- 7 66218
- 8 66220
- 9 66226
- 10 66227
- 96 Other (EXPLAIN OUT OF AREA, THANK & TERM)
- 97 Prefer not to answer (THANK & TERMINATE)

(ASK SQ1A IF SQ1=6 – OLATHE ZIP CODE. OTHERWISE, SKIP TO SQ2)

SQ1A. Do you live NORTH or SOUTH of Sante Fe Street, which is also W. 135th Street?
(If it helps, Walmart is on the NORTH side of that street)

- 1 North
- 2 South (THANK & TERMINATE)
- 3 Not Sure (THANK & TERMINATE)

SQ2. To ensure we represent all age groups in the study, what is your age?

- 1 Under 18 (THANK & TERMINATE)
- 2 18 to 24
- 3 25 to 34
- 4 35 to 44
- 5 45 to 54
- 6 55 to 64
- 7 65 or older

SQ3. What is your gender identity?

- 1 Male
- 2 Female
- 3 Non-binary
- 4 Prefer not to answer

1. Are there any children under 18 living in your household?

- 1 Yes
- 2 No

2. Does anyone in your household currently have a membership to any gym, health club, recreation, or fitness center?

- 1 Yes
- 2 No (SKIP TO Q5)
- 3 Not Sure (SKIP TO Q5)

3. To which gym, health club, recreation or fitness centers do you or other household members belong?
You may select up to 3 replies (if belong to more than 3, select the ones used most often).

- 1 Anytime Fitness (Bonner Springs)
- 2 Anytime Fitness (Olathe)
- 3 Bonner Springs Family YMCA
- 4 Community Center of Olathe
- 5 Eudora Community Center
- 6 EverFit
- 7 Genesis Health Club
- 8 Great Life Golf and Fitness
- 9 Greenspace (Edgerton)
- 10 Lenexa Rec Center
- 11 Planet Fitness (Shawnee)
- 12 Shawnee Civic Centre
- 13 Snap Fitness
- 14 Tomahawk Ridge Community Center
- 15 YMCA (SPECIFY YMCA FULL NAME AND TOWN:) _____
- 96 Other (SPECIFY FACILITY NAME AND TOWN:) _____
- 97 Prefer not to answer
- 99 Don't know

4. (IF ONLY ONE MENTION IN Q3, SAY:) Is that membership for an individual, you and a spouse, or a family?
(IF 2+ MENTIONS IN Q3, SAY:) Are those memberships for an individual, you and a spouse, or a family?
(ACCEPT MULTIPLE REPLIES)

- 1 Individual
- 2 Respondent and spouse
- 3 Family (includes single parent plus dependents)
- 4 Don't know

5. At the present time, the City of De Soto, in partnership with the YMCA, is considering construction of a new Community Center YMCA located in De Soto, which would include a full range of recreation and fitness facilities, exercise classes, gymnasium, indoor pool, multi-purpose rooms, etc. How likely would YOU OR OTHERS IN YOUR HOUSEHOLD be to use this new De Soto Community Center YMCA, assuming the cost was what you considered to be reasonable? Do you think you...

- 1 DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Definitely NOT

(ASK Q5A IF Q5=4-5. OTHERWISE, SKIP TO Q5B)

5A. Why are you NOT likely to use this new De Soto Community Center YMCA?

(ASK Q5B IF Q5=3. OTHERWISE, SKIP TO Q6)

5B. What would your likelihood to use this new De Soto Community Center YMCA depend on?

(IF Q5=4-5, SKIP TO Q8. OTHERWISE, ASK:)

6. The following are possible facility features and amenities that a new De Soto Community Center YMCA could include. For each one, please rate how important having that feature would be for YOU OR SOMEONE IN YOUR HOUSEHOLD, using a 1 to 10 scale where "1" equals NOT AT ALL IMPORTANT and "10" equals EXTREMELY IMPORTANT. (INSERT A-O / ROTATE GROUPS)

- A. Cardio equipment
- B. Free weights
- C. Machine weights and strength training equipment
- D. Women-only fitness area
-
- E. Indoor recreation or family pool
- F. Indoor warm water therapy pool
- G. Indoor lap or competitive swim pool
- H. Splash pad
-
- I. Gymnasium
- J. Indoor walking track
- K. Climbing wall
- L. Sauna, steam room, and whirlpool
-
- M. Teen center with computers, interactive games, and youth fitness
- N. Drop-in childcare while parents workout
- O. Multi-use meeting rooms with prep kitchen

- 1 Not at all important
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 Extremely important
- 11 Don't know

Survey Instrument

De Soto Community Center YMCA & Child Care Facility (2024-107)

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7. For each of the following possible programs and services that could be offered at this De Soto Community Center YMCA, please indicate how likely YOU OR SOMEONE IN YOUR HOUSEHOLD would be to use that program or service in the next few years, assuming the cost was reasonable.
(INSERT A-Y / ROTATE 4 GROUPS)

[SWIMMING/POOL]

- A. Adult swimming lessons
- B. **(ASK ONLY IF Q1=1)** Youth swimming lessons
- C. Indoor lap swimming
- D. Lazy river
- E. Group water exercise classes
- F. Competitive swimming
- G. Lifeguard classes

[EXERCISE/ FITNESS/ SPORTS LEAGUES]

- H. Family exercise classes
- I. Group exercise classes for individuals of all ages
- J. **(ASK ONLY IF Q1=1)** Youth exercise classes
- K. Group exercise classes for seniors
- L. Starter fitness programs
- M. Martial arts
- N. Adult sports leagues
- O. **(ASK ONLY IF Q1=1)** Youth sports leagues

[OTHER]

- P. Open Gym
- Q. Health education classes
- R. Programs for individuals with special needs
- S. Senior activities such as card clubs, field trips, and seminars

[OTHER – IF CHILD <18 IN HOUSEHOLD]

- T. **(ASK ONLY IF Q1=1)** Youth obesity prevention program
- U. **(ASK ONLY IF Q1=1)** Teen leadership programs
- V. **(ASK ONLY IF Q1=1)** Youth enrichment programs
- W. **(ASK ONLY IF Q1=1)** Drop-in childcare while parents workout
- X. **(ASK ONLY IF Q1=1)** Before and after school care
- Y. **(ASK ONLY IF Q1=1)** Summer day-camps for school-age children

- 1 DEFINITELY use
- 2 PROBABLY use
- 3 Might
- 4 Probably NOT
- 5 Definitely NOT

8. As you may know, a variety of different types of memberships are available to anyone interested in joining a YMCA. If you and/or others in your household WERE TO EVER CONSIDER joining or using the proposed De Soto Community Center YMCA, which of the following types of memberships would BEST describe your household?

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- 1 One adult
- 2 One adult with children
- 3 Two adults
- 4 Two adults with children
- 5 One senior age 65+
- 6 Two seniors age 65+

9. How likely would you be to consider a membership for (INSERT Q8 REPLY – IN ALL CAPS) to this new De Soto Community Center YMCA if the cost was (INSERT A-C/ D-F/ G-I/ J-L/ M-O AS APPROPRIATE, UNTIL "DEFINITELY WOULD" REPLY OBTAINED, THEN SKIP TO Q10)

(IF Q8=1, ASK A-C)

- A \$74 per month, before any employer or insurance discounts?
- B What if the cost was \$68 per month (before discounts)?
- C What if the cost was \$62 per month (before discounts)?

(IF Q8=2-3, ASK D-F)

- D \$97 per month, before any employer or insurance discounts?
- E What if the cost was \$91 per month (before discounts)?
- F What if the cost was \$85 per month (before discounts)?

(IF Q8=4, ASK G-I)

- G \$102 per month, before any employer or insurance discounts?
- H What if the cost was \$96 per month (before discounts)?
- I What if the cost was \$90 per month (before discounts)?

(IF Q8=5, ASK J-L)

- J \$67 per month, before any employer or insurance discounts?
- K What if the cost was \$61 per month (before discounts)?
- L What if the cost was \$55 per month (before discounts)?

(IF Q8=6, ASK M-O)

- M \$94 per month, before any employer or insurance discounts?
- N What if the cost was \$88 per month (before discounts)?
- O What if the cost was \$82 per month (before discounts)?

- 1 DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Definitely NOT

(ASK Q10 ONLY IF Q1=1. OTHERWISE, SKIP TO Q11)

10. At the present time, do you utilize any childcare facilities or daycare services of any kind while working outside the home?

- 1 Yes
- 2 No

Survey Instrument

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(ASK EVERYONE)

11. A year from now, or at any time over the next few years, do you anticipate having the potential need for any type of full-time childcare or daycare services?

- 1 Yes
- 2 No **(SKIP TO Q13)**

12. In addition to the Community Center YMCA, construction of a new childcare facility is also being considered by the City of De Soto. This childcare facility would be next door, connected to the community center, but open to all families, NOT just for those using the community center. How likely would you be to consider using this NEW CHILDCARE FACILITY, assuming the cost was reasonable?

- 1 DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Definitely NOT

(ASK Q13 IF SQ1=2 OR 3 --- CURRENT DE SOTO RESIDENT. OTHERWISE, SKIP TO DEMOS)

13. Do you live within the city limits of De Soto?

- 1 Yes
- 2 No **(SKIP TO DEMOS – Q17)**
- 3 Prefer not to answer

14. The City is currently evaluating different options to fund the construction of this Community Center YMCA and Child Care facility. Given the expected growth in revenues from De Soto's expanding business community, a large portion of the funding could come from commercial development fees, possibly covering most if not all of the costs. However, if additional tax revenue is also required, what TYPE of tax adjustment would you most prefer?

- 1 Sales tax increase
- 2 Property tax increase
- 3 A combination of both property and sales tax adjustments
- 4 Or, would you not support any taxes going towards this project
- 5 Not Sure

15. Again, the City may be able to fund the community center using future revenues. However, if some type of special tax was needed where those dollars went specifically toward funding construction of the Community Center, would you likely FAVOR or likely OPPOSE that tax if the MONTHLY AMOUNT you had to pay was... **(INSERT A-D IN ORDER UNTIL "LIKELY FAVOR" REPLY OBTAINED, THEN SKIP TO Q16)**

- A About \$30 per month?
- B What if it was about \$20 per month?
- C What if it was about \$10 per month?
- D What if it was about \$5 per month?

- 1 Likely favor
- 2 Likely oppose
- 3 Not Sure

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16. The City also has the opportunity to NOT build a new community center and INSTEAD reduce taxes for DeSoto residents. Which would you prefer? **(ROTATE RESPONSES 1 & 2)**

- 1 A tax reduction
- 2 A new community center
- 3 Not Sure

(DEMOS)

And now I have just a few last questions for classification purposes only.

17. Do you own or rent your current residence?

- 1 Own
- 2 Rent
- 3 Prefer not to answer

18. What is your current marital status?

- 1 Married/living with partner
- 2 Single
- 3 Widowed, divorced, or separated
- 4 Prefer not to answer

19. For last year, was your total household income BEFORE taxes and including all sources of income...?

- 1 Under \$50,000
- 2 \$50,000 to under \$75,000
- 3 \$75,000 to under \$100,000
- 4 \$100,000 to \$150,000
- 5 Over \$150,000
- 6 Prefer not to answer

That concludes the interview. Thank you so much for your time and opinions!

Please click button below to SUBMIT the survey.