

# Graham County Multipurpose Gym and Add-On Facilities Interest Survey



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**Mission:**

*To facilitate effective public policy decision-making among governmental and nonprofit entities*



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# Graham County Multipurpose Gym and Add-On Facilities Interest Survey

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## Executive Summary

From October 16 to November 13, 2025, the Docking Institute collected responses from 442 registered voters of Graham County on a survey to 1) measure perceptions about, likelihood of use, and willingness to pay a monthly user fee for a basic version of a prospective new multipurpose gym in Hill City as well as three possible tiers of add-ons to such a facility, and 2) entirely separate from this prospective new facility, measure likelihood of participating in certain activities at the existing Graham County Community Center in Hill City as well as willingness to volunteer at the Community Center.

The Docking Institute finds:

### Ratings of Prospective Multipurpose Gym Importance for Residents of Graham County

- Over half (56.3%) of the survey respondents considered the Basic Version of multipurpose gym to be Not Important, 14.1% Somewhat Important, 15.3% Very Important, 12.5% Extremely Important, and 1.8% answered Don't Know. *The **Basic Version** of a multipurpose gym was described to respondents as a facility in Hill City with basketball, volleyball, indoor pickleball, one-level walking area, and Recreation Commission activities and practices, with various activities scheduled at different times*
- 65.4% consider the multipurpose gym with Tier 1 Add-Ons to be Not Important, 12.4% Somewhat Important, 10.1% Very Important, 8.8% Extremely Important, and 3.2% Don't Know. ***Tier 1 Add-Ons** are a second gym and also a multipurpose room for senior exercise classes, dance, Zumba, yoga, crafts, bingo, birthday parties/social gatherings, meetings, and other activities.*
- 70.9% consider the multipurpose gym with Tier 2 Add-Ons to be Not Important, 11.4% Somewhat Important, 7.7% Very Important, 8.1% Extremely Important, and 1.9% Don't Know. ***Tier 2 Add-Ons** are an exercise room with equipment such as treadmills, ellipticals, stationary bikes (upright and recumbent), rowing machines, etc. Exact equipment would be based on community members' input.*
- 73.9% consider the multipurpose gym with Tier 3 Add-Ons to be Not Important, 10.8% Somewhat Important, 7.2% Very Important, 6% Extremely Important, and 2.1% Don't Know. ***Tier 3 Add-Ons** are a game room and kitchen. A game room could include equipment like pool tables, air hockey, ping-pong, foosball, shuffleboard, etc. A kitchen could have refrigeration, cooking equipment, and prep space and could be rented for events or to have an area for snacks available to users of the facility.*
- Only about 31% of those ages 18-24 rate the Basic Version as Not Important for the potential benefits it offers to Graham County residents, while about 66% of those ages 75 and older rate it Not Important. The single largest percentage of those ages 18-24 (46%) rate it as Very Important, and 69% of this age group considers it to be at least Somewhat Important (includes those who answered Somewhat Important, Very Important, or Extremely Important). The only other age category with over half (57%) rating the Basic Version at least Somewhat Important is the 45-54 age group.

- The single largest percentage (50%) of those ages 18-24 consider the multipurpose gym with Tier 1 Add-Ons to be Extremely Important, and another 17% consider it Very Important. Only one-third of this youngest age group considers the facility with Tier 1 Add-Ons to be Not Important.
- In all other age groups, the single largest percentage consider the facility with Tier 1 Add-Ons to be Not Important, however, 42% of those ages 45-54 consider the facility with Tier 1 Add-Ons to be at least Somewhat Important.
- Over half, 58%, of the youngest age group (ages 18-24) consider the facility with Tier 2 Add-Ons to be Extremely Important, with another 8% considering it Very Important. Only 33% of this age group considers it to be Not Important.
- As with Tier 1 Add-Ons, the single largest percentage of all other age groups consider the facility with Tier 2 Add-Ons to be Not Important, but 46% of those ages 45-54 consider the facility with Tier 2 Add-Ons to be at least Somewhat Important.
- The final tier of additional features/functions is the Tier 3 Add-Ons. As with Tiers 1 and 2, the youngest age group (ages 18-24) rates the facility higher in importance than all other age groups, but with far less intensity of importance compared to Tiers 1 and 2, with only 17% of those ages 18-24 rating the facility with Tier 3 Add-Ons as Extremely Important.
- The single largest percentage of all other age groups consider the facility with Tier 3 Add-Ons to be Not Important, yet, 44% of those ages 45-54 consider the facility with Tier 3 Add-Ons to be at least Somewhat Important.

#### Likelihood of Prospective Multipurpose Gym Personal Use Among Respondents Rating Facility as At Least Somewhat Important for County

- *When a respondent rated the facility/functions to be at least Somewhat Important for the residents of Graham County, they were then asked to indicate their own likelihood of using the facility. The largest percentages indicating they Would Definitely Use the facility is found with respect to the Basic Version of the multipurpose gym at 27.3%, followed by the version with Tier 2 Add-Ons at 25.9% -- suggesting that exercise equipment stands out as a relatively desirable addition.*
- All of those in the youngest age group (ages 18-24) say they are at least Somewhat Likely to use the Basic Version of the multipurpose gym, and a combined 66% in this age group say they are Very Likely to use (33%) or Would Definitely use (33%) it.
- The likelihood of using the Basic Version is also relatively high for those ages 25-34 (61% Would Definitely use and another 11% are Very Likely to use) and ages 35-44 (39% Would Definitely use and 36% are Very Likely to use).

- Majorities (over 50%) of the four oldest age groups are at least Somewhat Likely to use the Basic Version.
- Similar to the Basic Version only, majorities (over 50%) of those in the youngest two age groups indicate they are Very Likely to use or Would Definitely use the facility with Tier 1 Add-Ons.
- The only age group that does not exceed 50% who indicate they would be at least Somewhat Likely to use the facility with Tier 1 Add-Ons is the oldest age group, those ages 75 and older (even so, right at 50% of this age group is at least Somewhat Likely to use it).
- All (100%) respondents ages 18-24 indicate they Would Definitely use the Tier 2 version of a facility with its additional features of an exercise room and equipment.
- Just under 60% of those ages 25-34 are Very Likely to use or Would Definitely use the facility with Tier 2 Add-Ons, while a little over half (53%) of those ages 35-44 indicate so.
- Majorities of those in the four oldest age groups are at least Somewhat Likely to use the Tier 2 version.
- While anticipated use for Tier 3 is not as intense as for the Basic Version and Tiers 1 and 2, in each of the following age groups the largest single percentage - by far - answered that they are Somewhat Likely to use a facility with Tier 3 Add-Ons: ages 18-24 (67%), ages 25-34 (82%), ages 35-44 (53%), ages 55-64 (31%), and ages 65-74 (47%).

Estimated Multipurpose Gym Monthly User Fee Revenue Potential

- Extrapolating from likelihood of use and willingness to pay in the survey sample to the adult population of Graham County, among those who are at least Somewhat Likely to use the Basic Version and the Tiers:
  - The Maximum Potential monthly revenue for the Basic Version is \$8,477 and Discounted by Half is \$4,239
  - The Maximum Potential monthly revenue with Tier 1 Add-Ons is \$9,162 and Discounted by Half is \$4,581
  - The Maximum Potential monthly revenue with Tier 2 Add-Ons is \$9,670 and Discounted by Half is \$4,835
  - The Maximum Potential monthly revenue with Tier 3 Add-Ons is \$9,670 and Discounted by Half is \$4,835
- And among those who are Very Likely to or Would Definitely use the Basic Version and the Tiers:
  - The Maximum Potential monthly revenue for the Basic Version is \$6,667 and Discounted by Half is \$3,334
  - The Maximum Potential monthly revenue with Tier 1 Add-Ons is \$6,954 and Discounted by Half is \$3,477
  - The Maximum Potential monthly revenue with Tier 2 Add-Ons is \$7,550 and Discounted by Half is \$3,775
  - The Maximum Potential monthly revenue with Tier 2 Add-Ons is \$7,550 and Discounted by Half is \$3,775

### Existing Graham County Community Center

- Of four particular activities asked about, participation is likely to be highest for Bingo. Close to half, 45%, indicated they are at least Somewhat Likely to participate (includes Somewhat Likely, Very Likely, and Would Definitely) in Bingo. This is followed by Cards (36% at least Somewhat Likely to participate), Pool (33% at least Somewhat Likely to participate), and Ping Pong (27% at least Somewhat Likely to participate).
- Given the opportunity to write in on the questionnaire up to two additional activities respondents would participate in if offered at the Community Center, Crafts and Yoga are the most often mentioned additional activities.
- One-fourth (24.7%) of all respondents indicate they would be willing to volunteer, with willingness to volunteer being highest among the two youngest age groups at 36.4% of those ages 18-24 and 33.3% of those ages 25-34.

## Methods

Graham County Community Development contracted the Docking Institute of Public Affairs at Fort Hays State University to conduct a survey that would achieve two primary information objectives: 1) measure perceptions about, likelihood of use, and willingness to pay a monthly user fee for a basic version of a prospective new multipurpose gym in Hill City as well as three possible tiers of add-ons to such a facility, and 2) entirely separate from this prospective new facility, measure likelihood of participating in certain activities at the existing Graham County Community Center in Hill City as well as willingness to volunteer at the Community Center.

With an estimated voter registration rate in Graham County of slightly more than 90%, a mail survey of registered voters is a cost-effective method of reaching the general population of adults in the county. Through USPS mail, Docking Institute used a self-administered questionnaire delivered to registered voters' mailing addresses of record. The cover letter and questionnaire were constructed in cooperation with representatives from three local committees exploring the possibility of a new multipurpose gym located in Hill City, and are provided in the Appendix of the report. Docking Institute obtained voter lists from the Graham County Clerk. Docking Institute had the USPS update the file to include recent moves, leaving a sample of 1,801 registered voters.

Questionnaires were mailed to each registered voter on October 16, 2025. Data collection ended on Thursday, November 13, 2025, at which time 442 completed questionnaires had been returned, resulting in a response rate of 24.5%. Because there was no random sampling but instead all members of the target population were sent the questionnaire, there is no sampling margin of error. However, not all 1,801 registered voters responded, and thus, some response bias is a possibility. Compared to the most recently available estimates<sup>1</sup> of the adult population in Graham County by age ranges, the age categories under 65 are underrepresented in the survey responses while age categories 65 and older are overrepresented in the survey responses. To increase the statistical presence of those who are underrepresented and decrease the presence of those who are overrepresented, the Institute weighted cases by age to bring the age ranges of the survey data more in line with the age ranges of Graham County's adult population. As is typical in survey research, males were somewhat underrepresented in the survey data compared to their presence in the full adult population. Weighting was applied to bring the male and female distributions more in line with the estimated Graham County population percentages.<sup>2</sup>

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<sup>1</sup> At the time of data analysis, the 2024 American Community Survey (ACS) data was not accessible on the U.S. Census website due to delays in releases caused by the U.S. government shutdown.

<sup>2</sup> With this weighting, cases that are underrepresented on age and those who are male receive a weight that is some fraction more than 1.0 and therefore are counted as more than one case in the weighted data. Cases that are overrepresented on age and those who are female receive a weight of some fraction less than 1.0 and therefore are counted as less than one case. Thus, the total number of cases used for analyses after weighting can be greater or less than the number of cases in the original unweighted dataset. The few cases with weights above 2.0 were truncated back to 2.0.

## Sample Demographics

Table 1 shows the age, gender, and children living at home response distributions in the survey sample. Both unweighted and weighted distributions are provided. The most recent U.S. Census estimates of age and gender distributions available (from the American Community Survey 2023) are provided in the right most column. Weighting the survey data by age and gender improves the distributions of each, in terms of better matching the Graham County Population distributions. All findings in this report are weighted by age and by gender. Table 1 also shows a weighted estimate of 33% of respondents having children under age 18 living at home (of course, there is some unknown level of duplication in this estimate, as two registered voters from a household with children under 18 living at home would both respond “yes” to the question).

**TABLE 1. DISTRIBUTIONS OF AGE, GENDER, CHILDREN LIVING AT HOME**

Demographic Characteristic		Survey Sample Unweighted	Survey Sample Weighted	Graham County Adult Population
Age	18-24 Years Old	3.0%	6.0%	154 (8.1%)
	25-34 Years Old	4.9%	9.1%	171 (9.0%)
	35-44 Years Old	10.9%	19.3%	363 (19.1%)
	45-54 Years Old	8.6%	11.0%	205 (10.8%)
	55-64 Years Old	19.9%	20.9%	388 (20.4%)
	65-74 Years Old	29.9%	16.9%	312 (16.4%)
	75 Years and Older	22.9%	16.8%	310 (16.3%)
Gender	Male	46.4%	47.6%	937 (49.2%)
	Female	53.6%	52.4%	967 (50.8%)
Children <18 Living at Home*		20.6%	33.4%	Not available

\* There is some unknown level of duplication in this estimate, as two registered voters from a household with children under 18 living at home would both respond “yes” to the question.

## Multipurpose Gym Findings

The cover letter and the questionnaire's introduction directed respondents to back side of the cover letter for an extended description of potential facilities and functions in a new gym. A truncated version of these descriptions also appeared in the questionnaire grid, where respondents were asked to 1) rate the importance of such a new gym, thinking of potential benefits to those living in Graham County; 2) among those who rate it at least somewhat important, indicate the likelihood that they themselves would use the facility; and 3) among those who indicate they are at least somewhat likely to use it, indicate the monthly amount they would be willing to pay to use it (see grid on front page of questionnaire in the Appendix).

### Extended description of facilities/functions provided to respondents

#### **Basic Version of a Multipurpose Gym:**

The basic version of a new facility serving Graham County residents is a multipurpose gymnasium in Hill City with basketball, volleyball, indoor pickleball, one-level walking area, and Recreation Commission activities and practices, with various activities scheduled at different times.

#### **Tier 1 Potential Add-Ons:**

To the Basic Version described above, the potential Tier 1 add-ons include a second gym and a multipurpose room. The multipurpose room would be a large open room that could be utilized for senior exercise classes, dance, Zumba, yoga, crafts, bingo, birthday parties/social gatherings, meetings, and other activities.

#### **Tier 2 Potential Add-Ons:**

To Tier 1, the potential Tier 2 add-ons include an exercise room with equipment. The exercise room would be separate from the multipurpose room and would have exercise equipment such as treadmills, ellipticals, stationary bikes (upright and recumbent), rowing machines, etc. Exact equipment would be based on community members' input.

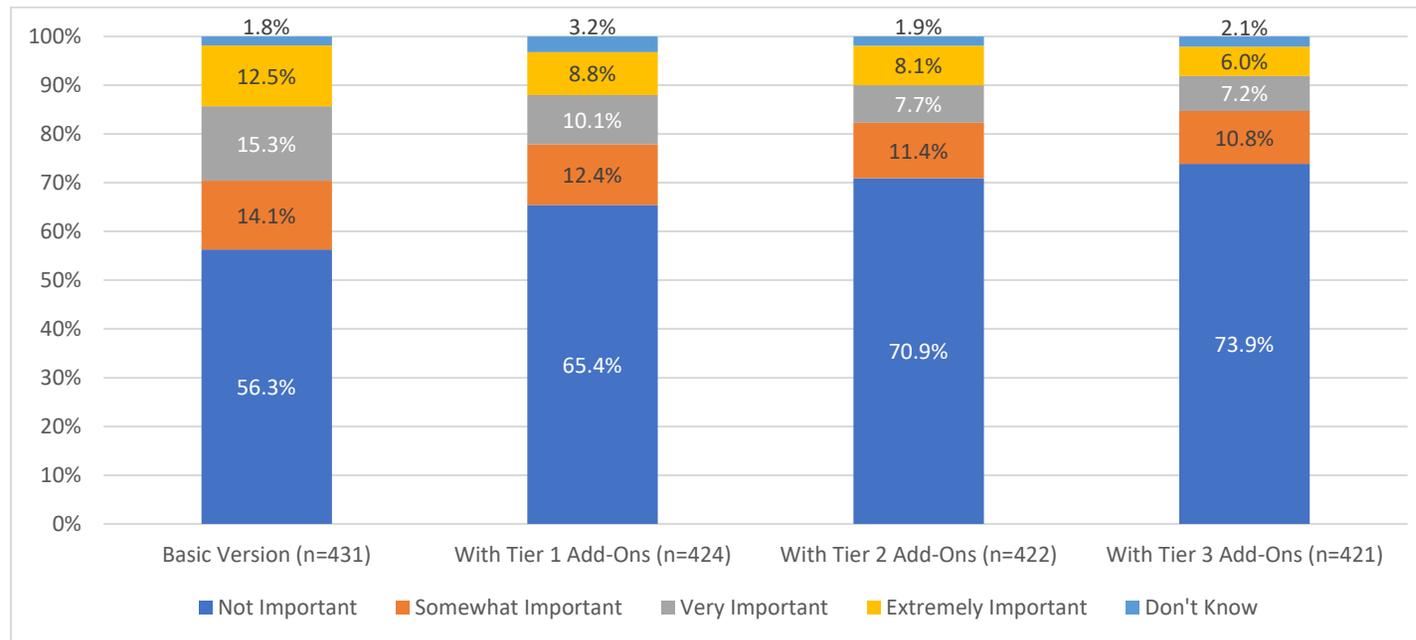
#### **Tier 3 Potential Add-Ons:**

To Tier 2, the potential Tier 3 add-ons include a game room and a kitchen. A game room could include equipment like pool tables, air hockey, ping-pong, foosball, shuffleboard, etc. A kitchen could have refrigeration, cooking equipment, and prep space and could be rented for events or to have an area for snacks available to users of the facility.

## Importance Ratings of Basic Version and Additive Tiers

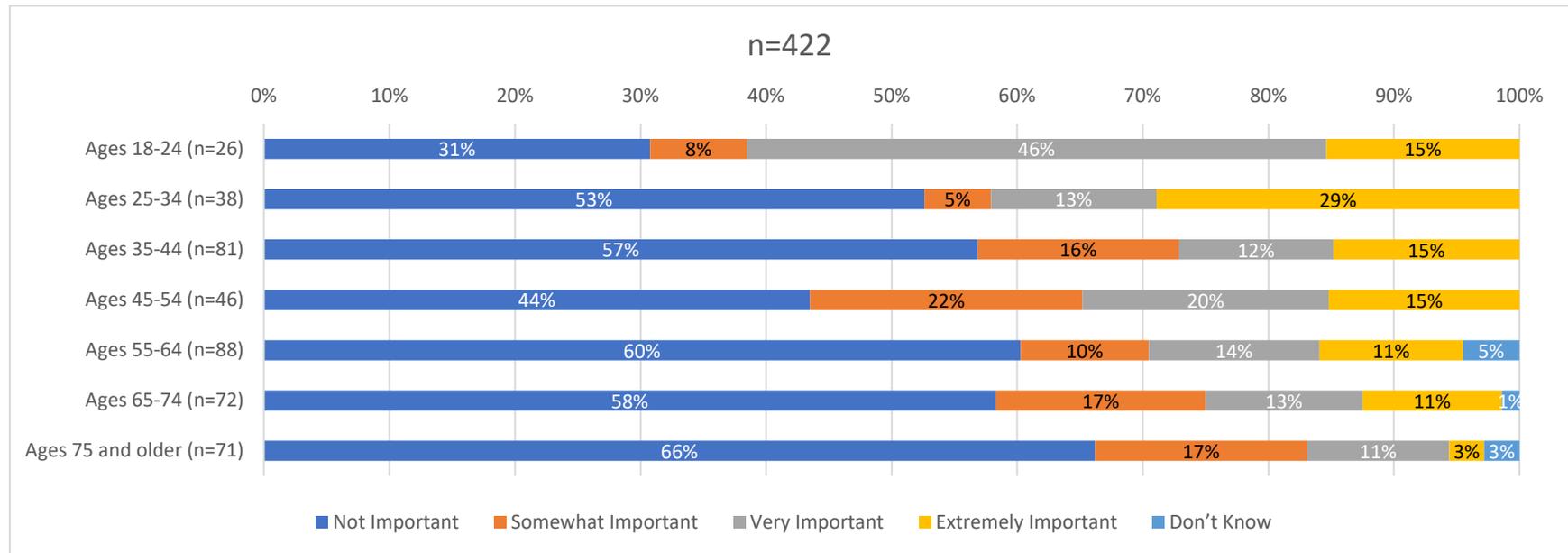
From the extended descriptions above as well as the abbreviated descriptions on the questionnaire, each tier is presented as additive. That is, Tier 1 includes features that get added to the Basic Version of a multipurpose gym. Tier 2 includes features that get added to Tier 1 (the Basic Version plus Tier 1 features) and, likewise, Tier 3 are options that get added to Tier 2 (the Basic Version plus the features in Tiers 1 and 2). Thus, all analyses in this report pertaining to the multipurpose gym follow this additive rule.

For the Basic Version and for each Tier, respondents were asked “Thinking of the potential benefits to those living in Graham County, how important is it to have this facility?” Figure 1 shows importance ratings of the multipurpose gym Basic Version, with Tier 1 Add-Ons, with Tier 2 Add-Ons, and with Tier 3 Add-Ons. Regarding the Basic Version, over half (56.3%) of the survey respondents considered the multipurpose gym to be Not Important, 14.1% Somewhat Important, 15.3% Very Important, 12.5% Extremely Important, and 1.8% answered Don’t Know. Moving from the Basic Version to each Tier, increasingly larger percentages consider the facility to be Not Important. Almost ten percent more (65.4%) consider the multipurpose gym with Tier 1 Add-Ons to be Not Important, and the percentages giving this rating increase to 70.9% with Tier 2 Add-Ons and to 73.9% with Tier 3 Add-Ons. And, obversely, increasingly smaller percentages consider the additional features to be important.



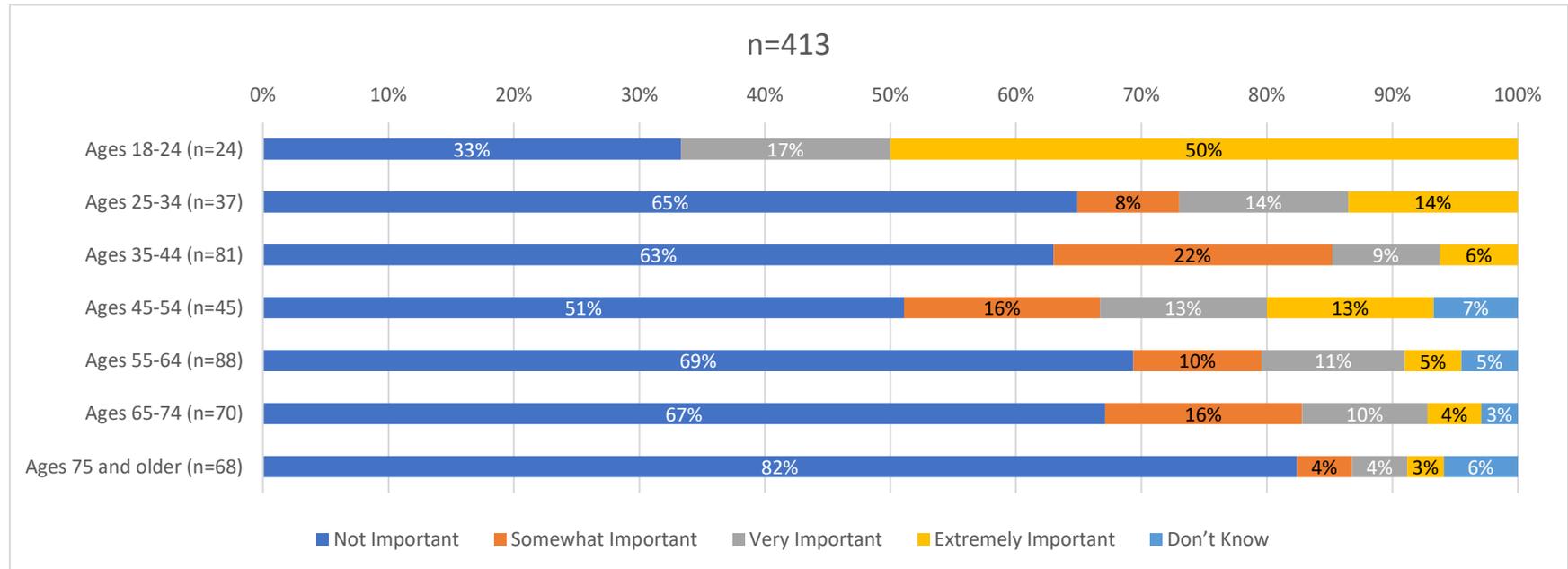
**FIGURE 1. IMPORTANCE OF MULTIPURPOSE GYM: BASIC VERSION AND EACH TIER OF ADD-ONS**

Figure 2 shows the percentages of respondents by age categories who rated the Basic Version of the multipurpose gym as Not Important, Somewhat Important, Very Important, Extremely Important, or responded with Don't Know. There is a general tendency for percentages rating the Basic Version as at least Somewhat Important (includes Somewhat Important, Very Important, and Extremely Important) to decline with increasing age categories. Only about 31% of those ages 18-24 rate the Basic Version as Not Important for the potential benefits it offers to Graham County residents, while about 66% of those ages 75 and older rate it Not Important. The single largest percentage of those ages 18-24 (46%) rate it as Very Important, and 69% of this age group considers it to be at least Somewhat Important. The only other age category with over half (57%) rating the Basic Version at least Somewhat Important is the 45-54 age group.



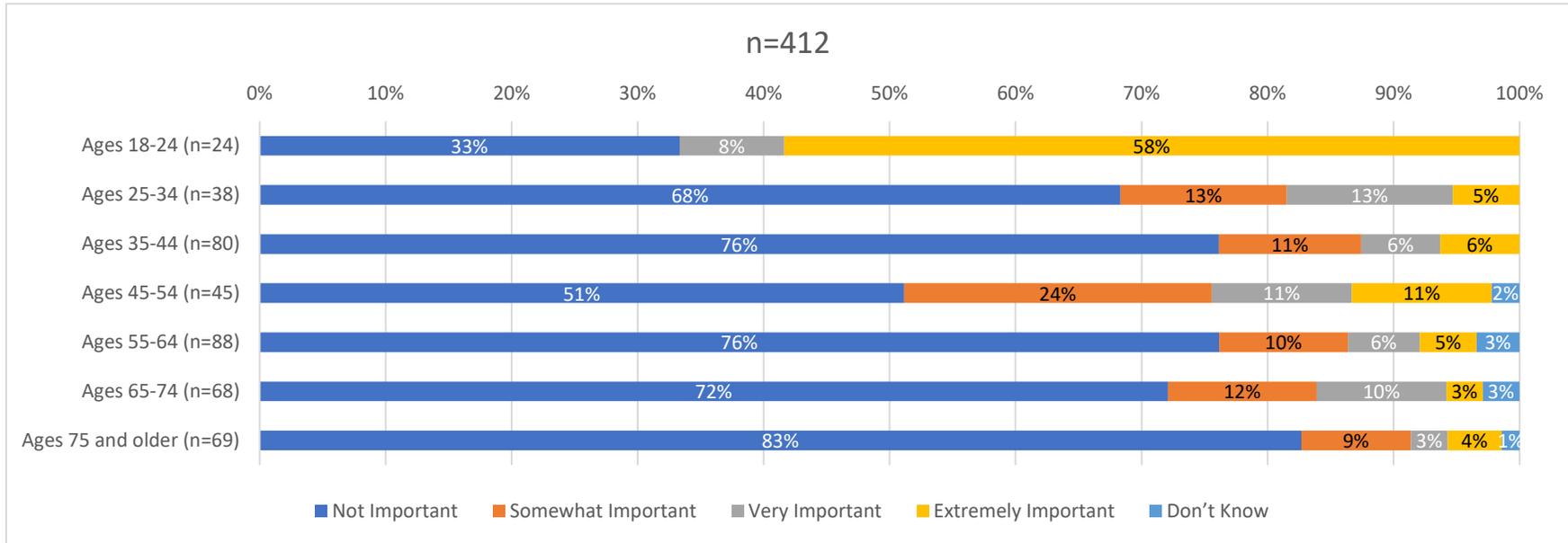
**FIGURE 2. IMPORTANCE BY AGE CATEGORY OF MULTIPURPOSE GYM BASIC VERSION**

Figure 3 shows that the single largest percentage (50%) of those ages 18-24 consider the multipurpose gym with Tier 1 Add-Ons (to the Basic Version, this adds a second gym and a multipurpose room) to be Extremely Important, and another 17% consider it Very Important. Only one-third of this youngest age group considers the facility with Tier 1 Add-Ons to be Not Important. In all other age groups, the single largest percentage consider the facility with Tier 1 Add-Ons to be Not Important, however, 42% of those ages 45-54 consider the facility with Tier 1 Add-Ons to be at least Somewhat Important.



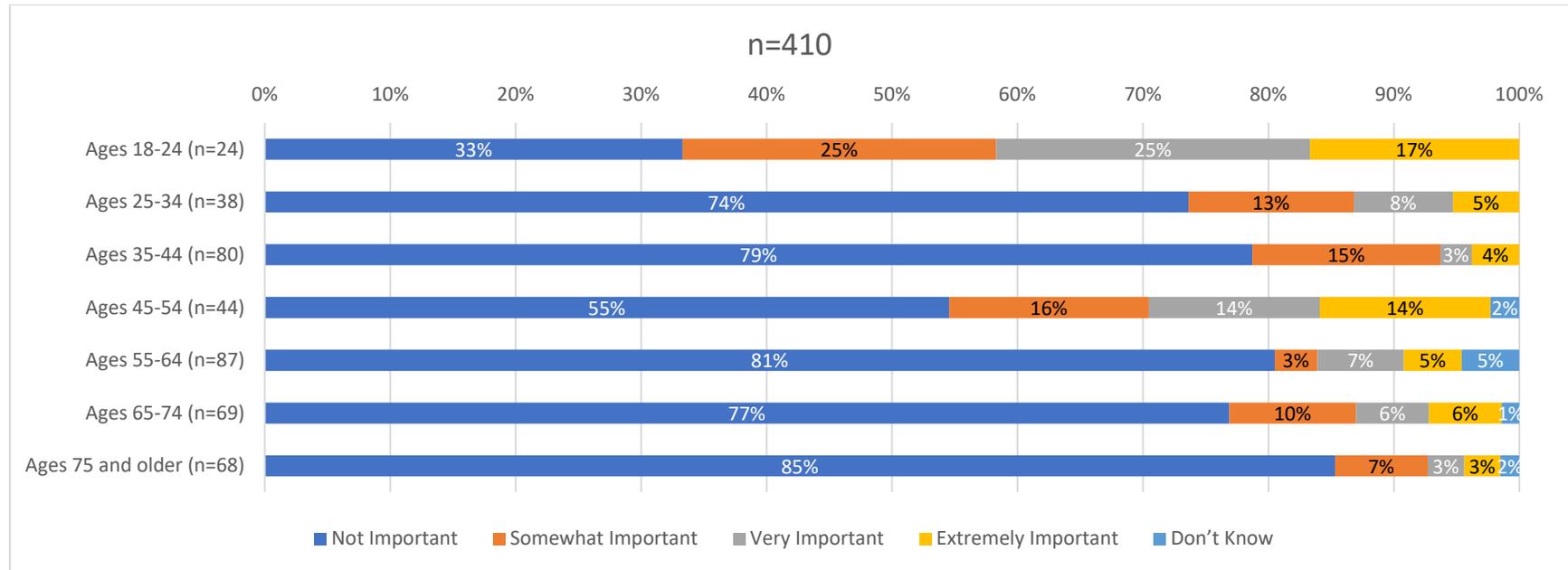
**FIGURE 3. IMPORTANCE BY AGE CATEGORY OF MULTIPURPOSE GYM WITH TIER 1 ADD-ONS OF SECOND GYM AND MULTIPURPOSE ACTIVITY ROOM**

In Figure 4, over half, 58%, of the youngest age group (ages 18-24) consider the facility with Tier 2 Add-Ons (to the Basic Version and to Tier 1, this adds an exercise room with equipment) to be Extremely Important, with another 8% considering it Very Important. Only 33% of this age group considers it to be Not Important. As with Tier 1 Add-Ons, the single largest percentage of all other age groups consider the facility with Tier 2 Add-Ons to be Not Important, but 46% of those ages 45-54 consider the facility with Tier 2 Add-Ons to be at least Somewhat Important.



**FIGURE 4. IMPORTANCE BY AGE CATEGORY OF MULTIPURPOSE GYM WITH TIER 2 ADD-ONS OF EXERCISE ROOM WITH EQUIPMENT**

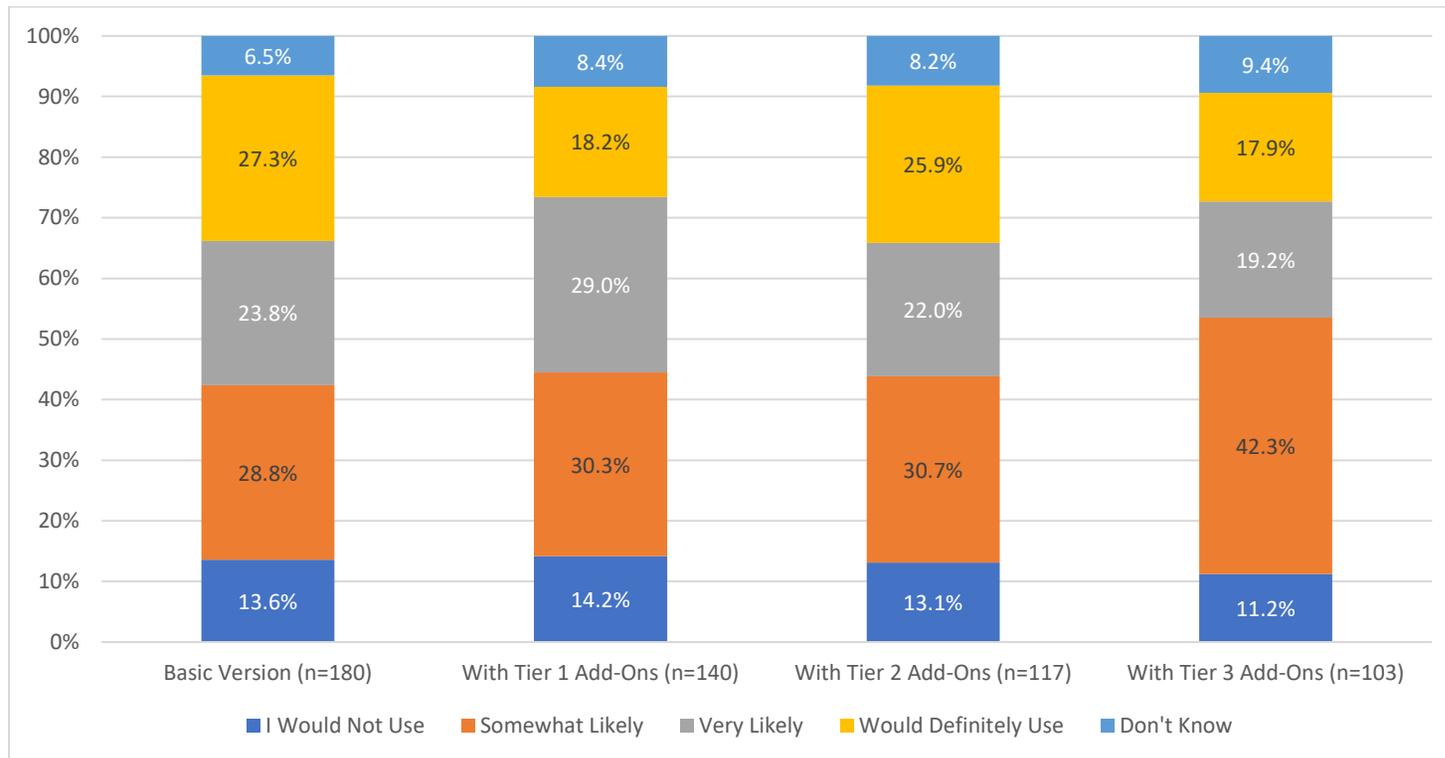
The final tier of additional features/functions is the Tier 3 Add-Ons (to the Basic Version and to Tiers 1 and 2, this adds a game room and a kitchen facility). As with Tiers 1 and 2 above, results in Figure 5 show that the youngest age group (ages 18-24) rates the facility higher in importance than all other age groups, but with far less intensity of importance compared to Tiers 1 and 2, with only 17% of those ages 18-24 rating the facility with Tier 3 Add-Ons as Extremely Important. As with Tier 2 Add-Ons, the single largest percentage of all other age groups consider the facility with Tier 3 Add-Ons to be Not Important, but 44% of those ages 45-54 consider the facility with Tier 3 Add-Ons to be at least Somewhat Important.



**FIGURE 5. IMPORTANCE BY AGE CATEGORY OF MULTIPURPOSE GYM WITH TIER 3 ADD-ONS OF GAME ROOM AND KITCHEN FACILITIES**

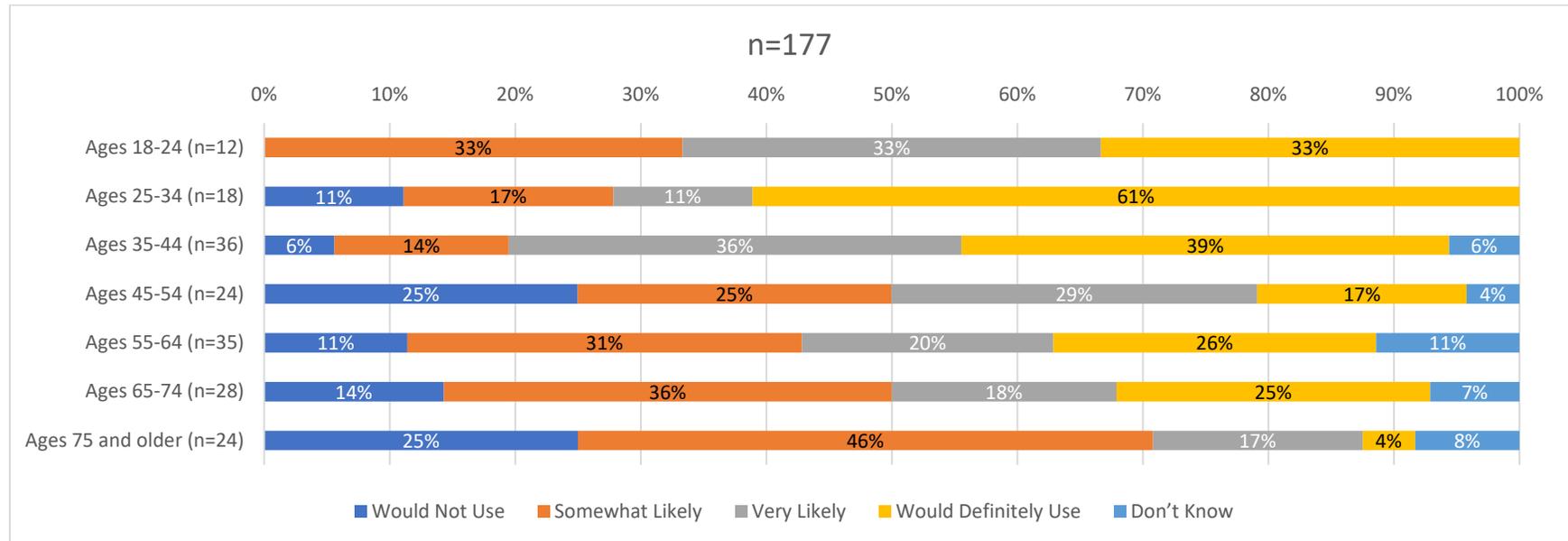
## Likelihood of Using the Basic Version and Additive Tiers

For the Basic Version and each additive Tier, when a respondent indicated the facility/functions to be at least Somewhat Important for the residents of Graham County, they were then asked to indicate the likelihood of using the facility themselves. Thus, given that Figure 1 above shows when moving from the Basic Version upward to each additive Tier the overall percentages indicating Not Important increase, we see a corresponding decline in the number of survey respondents who answered the likelihood of personal use question when moving from the Basic Version upward through each additive Tier. This is shown in the bar titles of Figure 6, with a declining “n” moving from leftmost to the rightmost bar in the graph. The largest percentages indicating Would Definitely Use in Figure 6 are found for the Basic Version and for Tier 2 (which added an exercise room and equipment to the Basic Version and to Tier 1). This suggests that exercise equipment stands out as a relatively desirable add-on. The percentage at least Somewhat Likely to use is highest for the Basic Version and lowest for Tier 3.



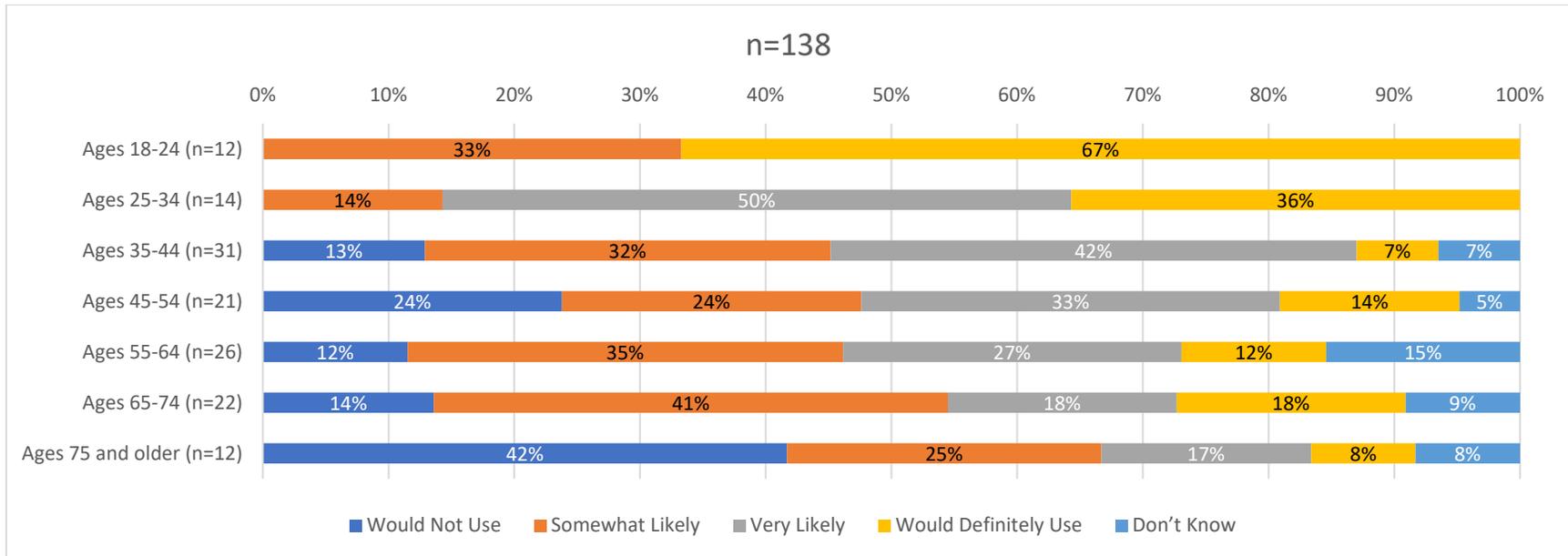
**FIGURE 6. OWN LIKELIHOOD OF USING MULTIPURPOSE GYM: BASIC VERSION AND ALL TIERS OF ADD-ONS**

Turning to likelihood of personal use by age categories, all of those in the youngest age group (ages 18-24) say they are at least Somewhat Likely to use the facility, and a combined 66% in this age group say they are Very Likely to use (33%) or Would Definitely use (33%) it. The likelihood of using the Basic Version is also relatively high for those ages 25-34 (61% Would Definitely use and another 11% are Very Likely to use) and ages 35-44 (39% Would Definitely use and 36% are Very Likely to use). Majorities (over 50%) of the four oldest age groups are at least Somewhat Likely to use the Basic Version.



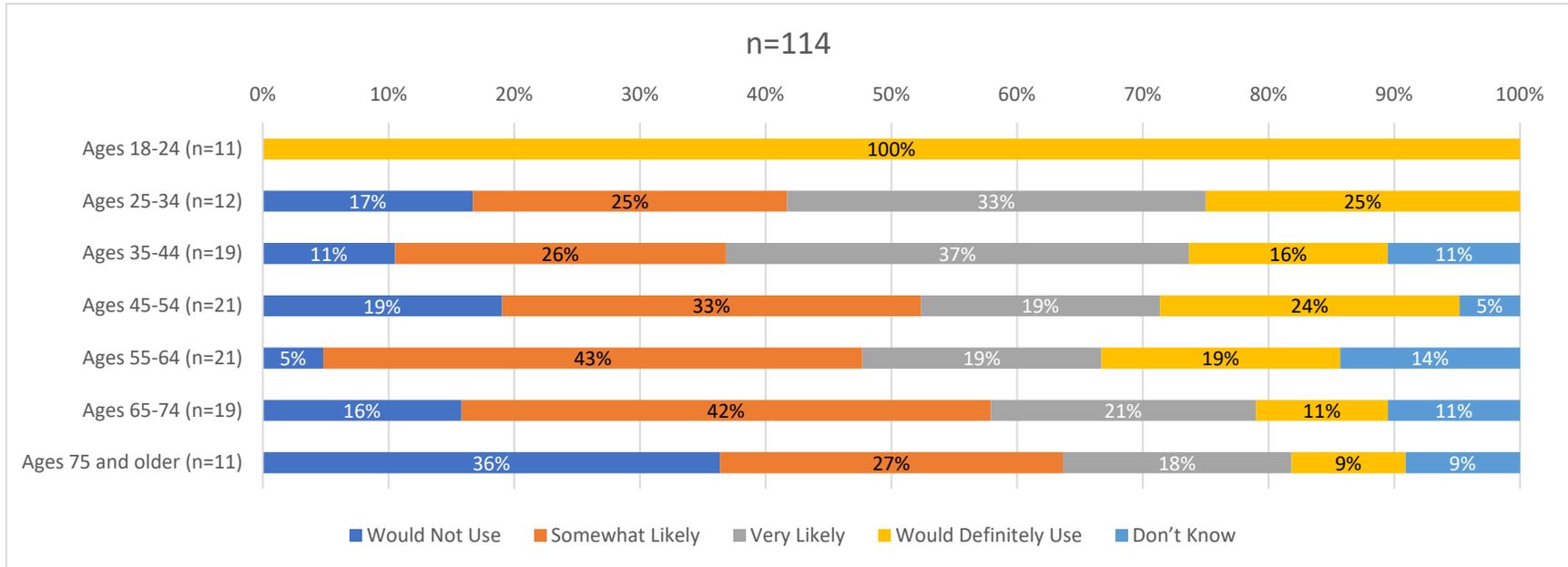
**FIGURE 7. BY AGE CATEGORY OWN LIKELIHOOD OF USING MULTIPURPOSE GYM BASIC VERSION**

Figure 8 shows likelihood by age categories of using the facility with the addition of Tier 1 Add-Ons, described as a second gym and also a multipurpose room for senior exercise classes, dance, Zumba, yoga, crafts, bingo, birthday parties/social gatherings, meetings, and other activities. Similar to results in Figure 7 above, majorities (over 50%) of those in the youngest two age groups indicate they are Very Likely to use or Would Definitely use the facility. And the only age group that does not exceed 50% who indicate they would be at least Somewhat Likely to use the facility is the oldest age group, those ages 75 and older. Still, right at half (50%) of this oldest age group indicate they are at least Somewhat Likely to use the facility with Tier 1 Add-Ons.



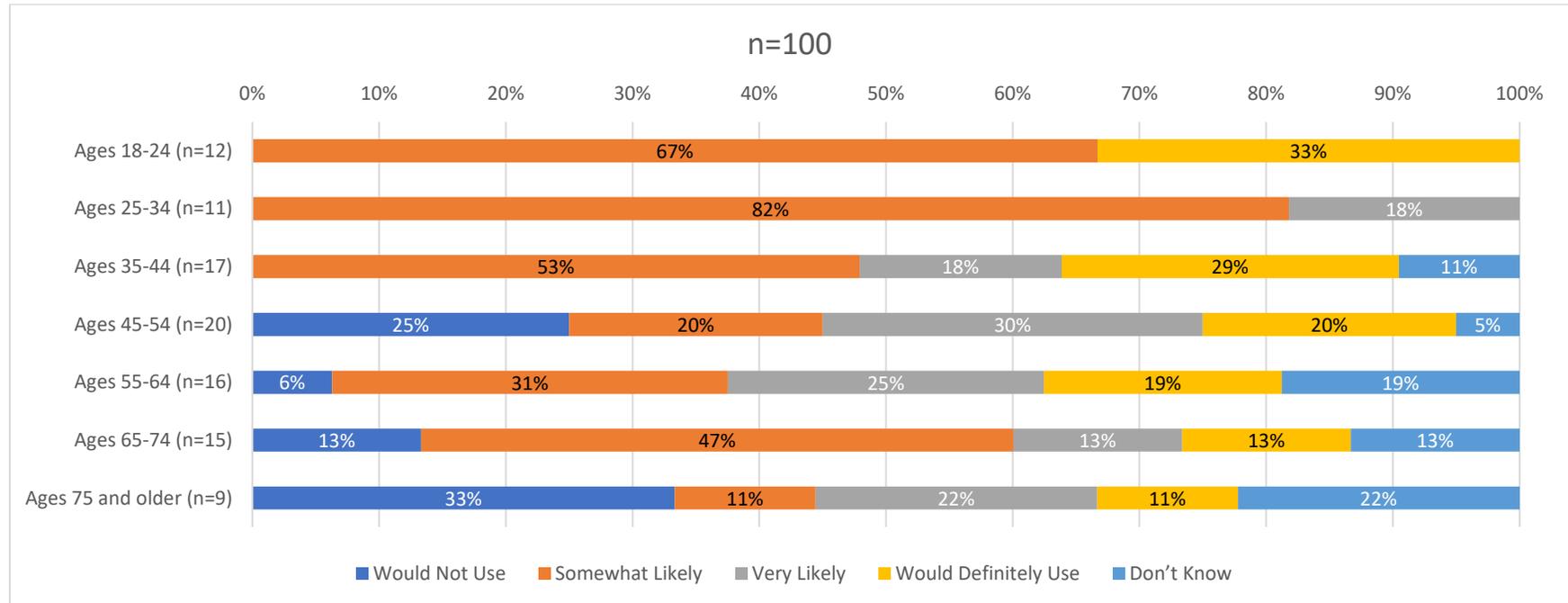
**FIGURE 8. BY AGE CATEGORY OWN LIKELIHOOD OF USING MULTIPURPOSE GYM WITH TIER 1 ADD-ONS OF SECOND GYM AND MULTIPURPOSE ACTIVITY ROOM**

All (100%) respondents ages 18-24 indicate they Would Definitely use the Tier 2 version of a facility with its additional features of an exercise room and equipment. Just under 60% of those ages 25-34 are Very Likely to use or Would Definitely use the facility with Tier 2 Add-Ons, while a little over half (53%) of those ages 35-44 indicate so. Majorities of those in the four oldest age groups are at least Somewhat Likely to use the Tier 2 version.



**FIGURE 9. BY AGE CATEGORY OWN LIKELIHOOD OF USING MULTIPURPOSE GYM WITH TIER 2 ADD-ONS OF EXERCISE ROOM WITH EQUIPMENT**

Figure 10 shows that the largest single percentage by far in each of these age groups indicate they are Somewhat Likely to use a facility with Tier 3 Add-Ons (a game room and kitchen facilities): ages 18-24 (67%), ages 25-34 (82%), ages 35-44 (53%), ages 55-64 (31%), and ages 65-74 (47%). Would Not Use was the single largest response for only the oldest age group, ages 75 and older, at 33%.



**FIGURE 10. BY AGE CATEGORY OWN LIKELIHOOD OF USING MULTIPURPOSE GYM WITH TIER 3 ADD-ONS OF GAME ROOM AND KITCHEN FACILITIES**

## Estimated Monthly User Fee Revenue Scenarios for Basic Version and Additive Tiers

For the Basic Version and each additive Tier, when a respondent indicated the facility/functions to be at least Somewhat Important for the residents of Graham County and indicated they are at least Somewhat Likely to use the facility themselves, they were asked how much they would be willing to pay monthly to use it. While local committees studying the prospect of a new multipurpose gym aim to pay for its construction through a combination of grants and donations, analyses in Tables 2 and 3 offer scenarios for potential revenue streams from user fees that might, for example, be used for utilities, replacement equipment, or even some staffing. Importantly, posing the user fee question also helps to ground response on the likelihood of using the facility question (those two questions appear side-by-side on the questionnaire – see Appendix).

Because all Tiers are sequentially additive to the Basic Version, the analyses of potential monthly user fee revenues below retain in each Tier of user fee analyses those who **were at least Somewhat Likely to use the Basic Version of a multipurpose gym and answered the willingness to pay question for the Basic Version**. Each respondent's reported monthly amount willing to pay for use of the Basic Version is set as the base monthly amount for Tiers 1-3. However, when a respondent reports a monthly amount willing to pay for the next Tier that differs from that reported for the Basic Version or a previous Tier, the amount they report being willing to pay for the highest Tier of user fee the person responded to is used in that Tier's estimated revenue scenarios. This approach is appropriate because each additive Tier subsumes the Basic Version of the multipurpose gym. That is, a person who is willing to pay for the Basic Version but then skips past the Tier 1 user fee question because they feel Tier 1 is Not Important for Graham County citizens would still turn out to use the Basic Version of the facility if it were built to also include Tier 1 Add-Ons.

Table 2 (next page) includes estimated total maximum potential and discounted monthly user fee revenue streams among those survey respondents who are at least Somewhat Likely to use various versions of the facility (Basic Version through Tier 3). The total monthly user fee revenue for the Basic Version is \$1,920 from 139 of 431 (32.3%) survey respondents who are at least Somewhat Likely to use the Basic Version. Extrapolating from the potential revenue for the Basic Version to the full population, the Maximum Potential monthly revenue scenario assumes that 32.3% of the adult population in Graham County would have the same likelihood and willingness to pay as observed in the sample. The row titled Maximum Potential would be considered the upper boundary of monthly user fee revenue flows. The Maximum Potential monthly estimated revenue for the Basic Version of a multipurpose gym is \$8,477 from those adults in the County who are at least Somewhat Likely to use the facility. For a more conservative scenario in estimating potential user fee revenues, the Discounted by Half row assumes a tendency for those who did not respond to the survey to be less interested in using the prospective facility than are survey respondents. The Discounted by Half scenario, conservatively and arbitrarily, reduces the amounts in the Maximum Potential column by half to estimate potential total monthly revenue flows. The Discounted by Half scenario estimates total monthly user fee revenue for the Basic Version of a multipurpose gym to be \$4,239. The same approach was applied to the additive Tiers 1, 2, and 3 for calculating potential monthly revenue from user fees.

**Table 2 offers the following estimated revenues among those who are at least Somewhat Likely to use:**

- Basic Version -- Maximum Potential monthly is \$8,477 and Discounted by Half is \$4,239
- With Tier 1 Add-Ons -- Maximum Potential monthly is \$9,162 and Discounted by Half is \$4,581
- With Tier 2 Add-Ons -- Maximum Potential monthly is \$9,670 and Discounted by Half is \$4,835
- With Tier 3 Add-Ons -- Maximum Potential monthly is \$9,670 and Discounted by Half is \$4,835

Consistent with the tepid importance rating and personal use likelihood results for Tier 3 reported above, Table 2 shows that there is no incremental gain in estimated revenue by the addition of Tier 3. The survey sample was not willing to pay a higher monthly use fee for the addition of Tier 3 features.

**TABLE 2. MAXIMUM AND DISCOUNTED TOTAL MONTHLY USER FEE REVENUE SCENARIOS AMONG THOSE AT LEAST SOMEWHAT LIKELY TO USE THE FACILITY**

Monthly User Fee (\$)	Basic Version Survey Sample Counts	Basic Version Survey User Fee Revenues (\$)	With Tier 1 Additions Survey Sample Counts	With Tier 1 Additions Survey User Fee Revenues (\$)	With Tier 2 Additions Survey Sample Counts	With Tier 2 Additions Survey User Fee Revenues (\$)	With Tier 3 Additions Survey Sample Counts	With Tier 3 Additions Survey User Fee Revenues (\$)
\$0	32	\$0	29	\$0	28	\$0	28	\$0
\$5	3	\$15	2	\$10	2	\$10	2	\$10
\$10	49	\$490	55	\$550	51	\$510	51	\$510
\$15	3	\$45	3	\$45	2	\$30	2	\$30
\$20	32	\$640	28	\$560	27	\$540	27	\$540
\$30	12	\$360	13	\$390	17	\$510	17	\$510
\$40	3	\$120	5	\$200	4	\$160	4	\$160
\$50	5	\$250	4	\$200	5	\$250	5	\$250
\$60	0	\$0	2	\$120	3	\$180	3	\$180
Count in survey sample (see Note)	139		141		139		139	
Monthly total user fee revenue in sample (\$)		\$1,920		\$2,075		\$2,190		\$2,190
<b>Maximum Potential monthly user fee revenue scenario from County adult population (\$)</b>		<b>\$8,477</b>		<b>\$9,162</b>		<b>\$9,670</b>		<b>\$9,670</b>
<b>Discounted by Half monthly user revenue scenario from County adult population (\$)</b>		<b>\$4,239</b>		<b>\$4,581</b>		<b>\$4,835</b>		<b>\$4,835</b>

Note: Weighting of cases described in footnote 2 of the report can result in column respondent totals being slightly disparate due to rounding, as exists in the "Count in survey sample" row.

Table 3 offers more conservative revenue flow scenarios by only including those respondents who say they are Very Likely to use or Would Definitely use the various versions of the facility (Basic version through Tier 3). That is, compared to the scenarios in Table 2, those in Table 3 exclude respondents who say they are only Somewhat Likely to use the facility.

**Table 3 offers the following estimated revenues among those who are Very Likely to or Would Definitely use:**

- Basic Version -- Maximum Potential monthly is \$6,667 and Discounted by Half is \$3,334
- With Tier 1 Add-Ons -- Maximum Potential monthly is \$6,954 and Discounted by Half is \$3,477
- With Tier 2 Add-Ons -- Maximum Potential monthly is \$7,550 and Discounted by Half is \$3,775
- With Tier 3 Add-Ons -- Maximum Potential monthly is \$7,550 and Discounted by Half is \$3,775

**TABLE 3. MAXIMUM AND DISCOUNTED TOTAL MONTHLY USER FEE REVENUE SCENARIOS AMONG THOSE VERY LIKELY TO USE OR WOULD DEFINITELY USE FACILITY**

Monthly User Fee (\$)	Basic Version Survey Sample Counts	Basic Version Survey User Fee Revenues (\$)	With Tier 1 Additions Survey Sample Counts	With Tier 1 Additions Survey User Fee Revenues (\$)	With Tier 2 Additions Survey Sample Counts	With Tier 2 Additions Survey User Fee Revenues (\$)	With Tier 3 Additions Survey Sample Counts	With Tier 3 Additions Survey User Fee Revenues (\$)
\$0	10	\$0	9	\$0	9	\$0	9	\$0
\$5	3	\$15	2	\$10	2	\$10	2	\$10
\$10	33	\$330	37	\$370	32	\$320	32	\$320
\$15	3	\$45	3	\$45	2	\$30	2	\$30
\$20	23	\$460	21	\$420	22	\$440	22	\$440
\$30	11	\$330	11	\$330	15	\$450	15	\$450
\$40	2	\$80	2	\$80	2	\$80	2	\$80
\$50	5	\$250	4	\$200	4	\$200	4	\$200
\$60	0	\$0	2	\$120	3	\$180	3	\$180
Count in survey sample (see Note)	90		91		91		91	
Monthly total user fee revenue in sample (\$)		\$1,510		\$1,575		\$1,710		\$1,710
<b>Maximum Potential monthly user fee revenue scenario from County adult population (\$)</b>		<b>\$6,667</b>		<b>\$6,954</b>		<b>\$7,550</b>		<b>\$7,550</b>
<b>Discounted by Half monthly user fee revenue scenario from County adult population (\$)</b>		<b>\$3,334</b>		<b>\$3,477</b>		<b>\$3,775</b>		<b>\$3,775</b>

Note: Weighting of cases described in footnote 2 of the report can result in column respondent totals being slightly disparate due to rounding, as exists in the "Count in survey sample" row.

## Multipurpose Gym Open Comment Themes

At the end of questions about the prospective multipurpose gym, a space was offered to write in any additional comments. All comments were coded into themes, and any sentiments mentioned at least five (5) times were coded as a theme. Figure 11 show themes in response, with yellow bars indicating themes for opposing a multipurpose gym and green bars indicating themes for supporting it. The blue bar for “Other” represents the collection of sentiments expressed fewer than five times each, so, too few in number to constitute a theme. Among themes in opposing the facility, concerns over how it may affect taxes were most often observed. The two other most common reasons to oppose were sentiments that there is no need for an additional gym and that the community/county should spend its money in other ways. Among themes in supporting the facility, the most often observed comments were supportive and offered suggestions or made requests for additions to a facility, followed by remarks that it would be a beneficial facility for others in the county/community and that it would provide a needed addition for sports practice space.

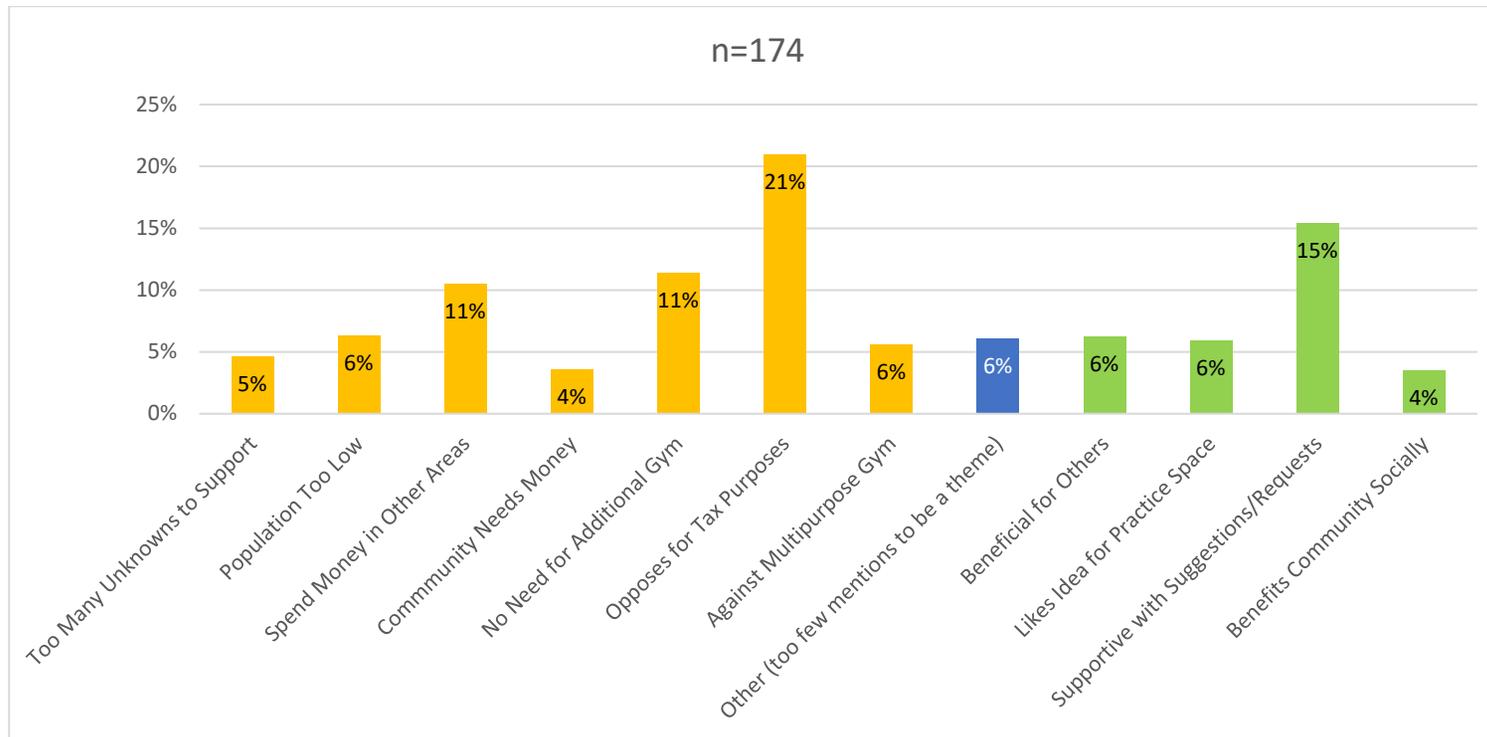
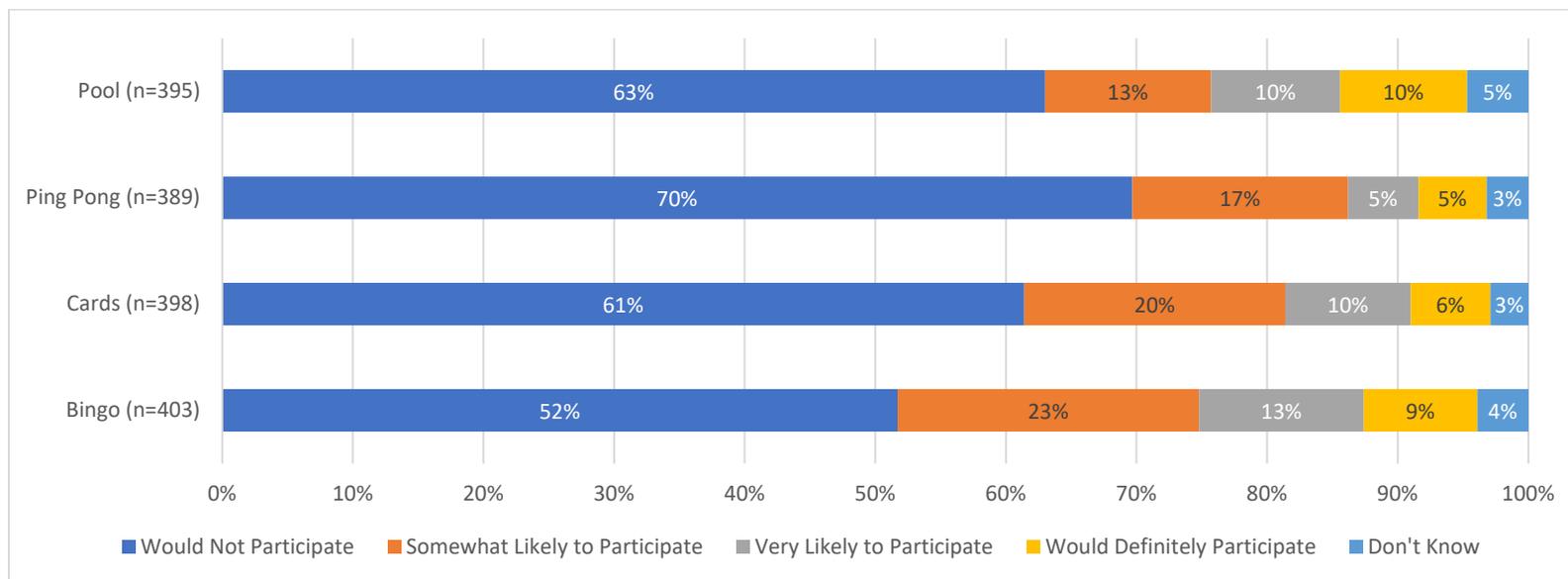


FIGURE 11. OPEN COMMENT THEMES ABOUT PROSPECTIVE MULTIPURPOSE GYM

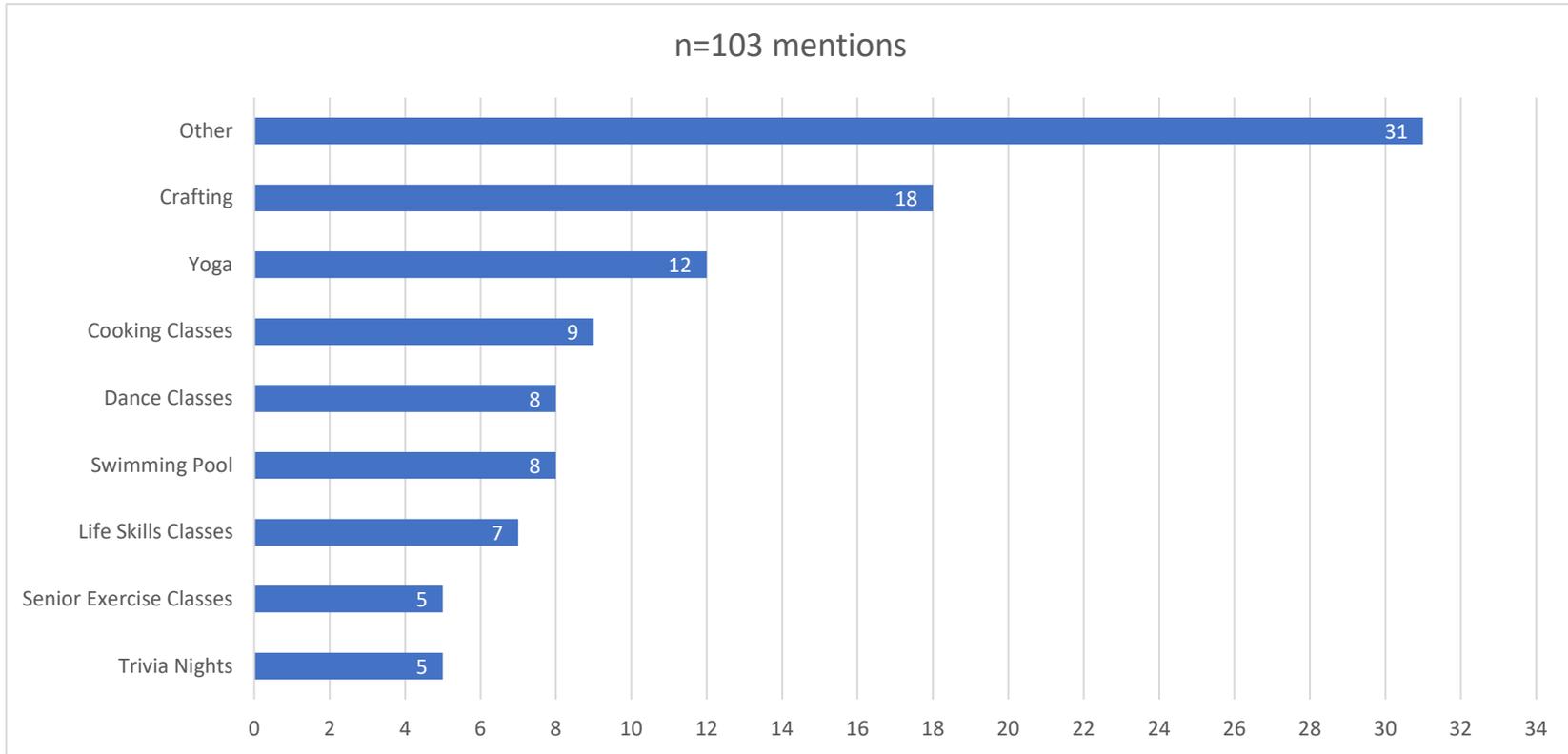
## Existing Graham County Community Center Findings

There was an interest among those representing Graham County Community Development to measure interest in participating in the existing Graham County Community Center after all questions about the prospective multipurpose gym had been asked, as questionnaire space allowed. There was sufficient space to ask about likelihood of participating in four particular activities at the Community Center, two questions collected open response to capture any additional activities or classes/programs that respondents would like to participate in at the Community Center, and to ask whether the respondent would be willing to volunteer at the Community Center (see the second page of the questionnaire in Appendix). For all four activities, over half indicated they Would Not Participate, and the percentage who would not participate is highest for Ping Pong at 70%. Participation is to likely be highest for Bingo, with 45% indicating they would be at least Somewhat Likely to Participate. This is followed by Cards with 36% indicating they are at least Somewhat Likely to Participate.



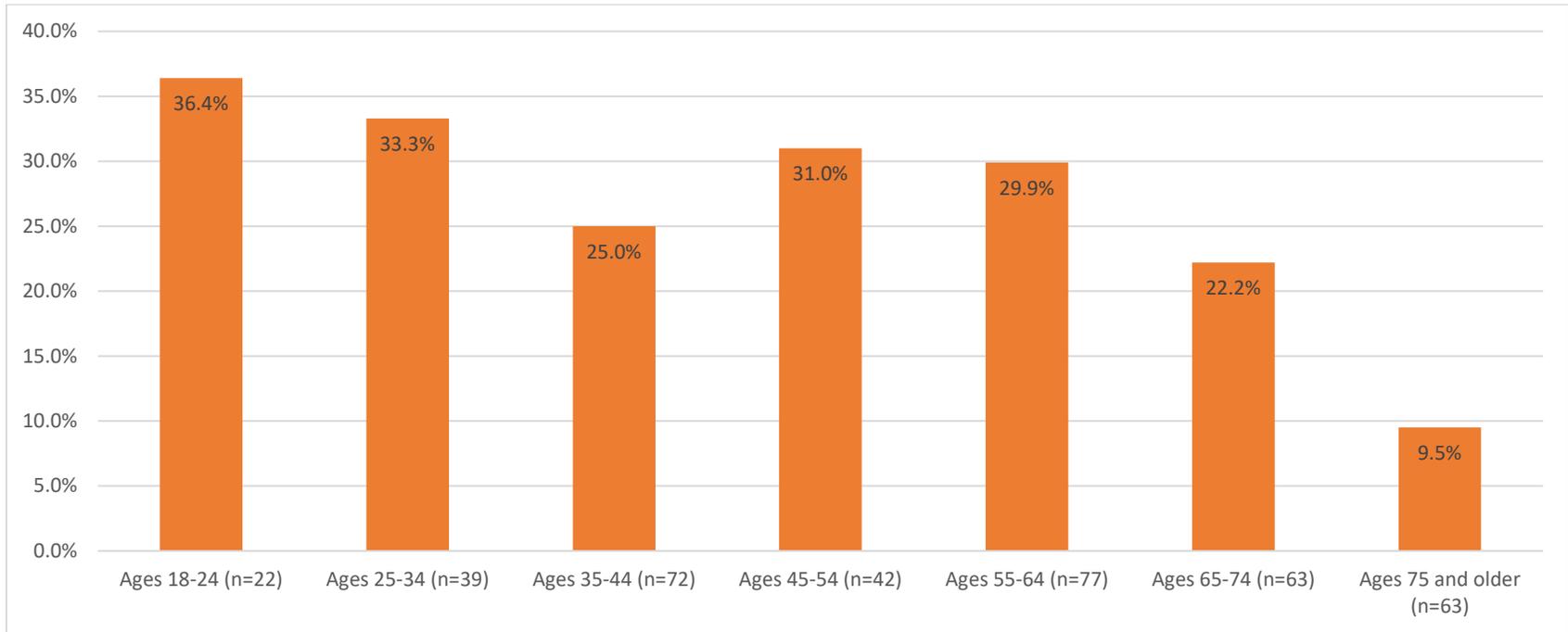
**FIGURE 12. LIKELIHOOD OF PARTICIPATING IN CERTAIN ACTIVITIES AT THE GRAHAM COUNTY COMMUNITY CENTER**

Respondents were also given two open field areas where they were invited to mention any other activities (or classes/programs) not in the list above that they would like to participate in if offered at the Community Center. Given that a respondent could mention up to two, Figure 13 graphs the number of total mentions rather than percentages. Anything that was not mentioned at least five (5) times was coded into the “Other” category. Crafting is the most common theme, with 18 mentions, followed by yoga at 12 mentions.



**FIGURE 13. THEMES IN ADDITIONAL ACTIVITIES DESIRED AT THE GRAHAM COUNTY COMMUNITY CENTER**

Finally, respondents were asked whether they would be willing to volunteer at the Graham County Community Center. One-fourth (24.7%) of all respondents indicate they would be willing to volunteer. Figure 14 shows willingness by age groups, with willingness to volunteer being highest among the two youngest age groups at 36.4% of those ages 18-24 and 33.3% of those ages 25-34.



**FIGURE 14. WILLINGNESS TO VOLUNTEER AT THE EXISTING GRAHAM COUNTY COMMUNITY CENTER BY AGE CATEGORIES**

## Appendix: Cover letter and Questionnaire



October 14, 2025

## Your Voice Matters! Graham County Multipurpose Gym Survey

Dear Graham County resident,

Three local committees working together have investigated funding for a new facility in the form of a multipurpose gymnasium located in Hill City. The aim is to pay for its construction through a combination of grants and donations. These committees would like to know Graham County residents' interests in such a new gym and any additional add-ons that might be desired. The vision is to make the new multipurpose gym available to residents of Graham County, and there may be a cooperative arrangement with the school district to use it at times. The enclosed questionnaire is designed to measure levels of interest in a new multipurpose gym among residents of Graham County, as well as residents' interest in adding certain features to the basic version of a new facility.

**Here's how you can help.** The Docking Institute of Public Affairs at Fort Hays State University is conducting a short survey on behalf of Graham County Community Development to examine interest in a new multipurpose gym and any additional add-ons. This survey is completely voluntary and anonymous. Responses from the questionnaires returned directly to the Docking Institute will be combined into a single data set for grouped data analysis only. Docking Institute will provide a report and a presentation of survey results to the local committees.

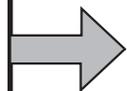
**Your participation is essential.** By completing the survey, you will help to ensure the interests from a broad collection of county residents will be used to decide the features and functionality of a facility, if built.

**Please complete the enclosed questionnaire and return it to the Docking Institute in the pre-addressed and postage-paid envelope provided by October 28, 2025.** We appreciate your time and valuable input. If you have any questions about participating in the survey, please feel free to contact me at [bazollinger@fhsu.edu](mailto:bazollinger@fhsu.edu) or 785-628-5881.

Sincerely,

Brett Zollinger, Ph.D.  
Docking Institute Director

BACK SIDE OF THIS PAGE CONTAINS  
IMPORTANT INFORMATION FOR  
COMPLETING THE QUESTIONNAIRE



Enclosure

# Graham County Multipurpose Gym Basic Version and Potential Tiers of Additional Features

## Basic Version of a Multipurpose Gym:

The basic version of a new facility serving Graham County residents is a multipurpose gymnasium in Hill City with basketball, volleyball, indoor pickleball, one-level walking area, and Recreation Commission activities and practices, with various activities scheduled at different times.

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## Tier 1 Potential Add-Ons:

To the Basic Version described above, the potential Tier 1 add-ons include a second gym and a multipurpose room. The multipurpose room would be a large open room that could be utilized for senior exercise classes, dance, Zumba, yoga, crafts, bingo, birthday parties/social gatherings, meetings, and other activities.

## Tier 2 Potential Add-Ons:

To Tier 1, the potential Tier 2 add-ons include an exercise room with equipment. The exercise room would be separate from the multipurpose room and would have exercise equipment such as treadmills, ellipticals, stationary bikes (upright and recumbent), rowing machines, etc. Exact equipment would be based on community members' input.

## Tier 3 Potential Add-Ons:

To Tier 2, the potential Tier 3 add-ons include a game room and a kitchen. A game room could include equipment like pool tables, air hockey, ping-pong, foosball, shuffleboard, etc. A kitchen could have refrigeration, cooking equipment, and prep space and could be rented for events or to have an area for snacks available to users of the facility.

## MULTIPURPOSE GYM AND ADD-ON FACILITIES INTEREST SURVEY

In answering the survey questions on this page begin with the row for the Basic Version of a multipurpose gym and then move down the page, in order, to each Tier of possible Add-Ons. Detailed descriptions of the Basic Version and Tiers of Add-Ons are on the back of the cover letter.

	<b>Thinking of the potential benefits to those living in Graham County, how important is it to have this facility?</b>  (circle number beside your answer)	<b>How likely are <u>you</u> to use this facility?</b>  (circle your answer)	<b>If you are <u>at least somewhat likely to use it</u>, how much would you be willing to pay <u>monthly</u> to use it?</b>  (circle your answer)
<b>Basic Version</b> A new multipurpose gym with basketball, volleyball, indoor pickleball, one-level walking area, and Rec Commission activities and practices, with various activities scheduled at different times	1 Not important ( <i>if 1, skip to back side</i> ) 2 Somewhat important 3 Very important 4 Extremely important 8 Don't know	1 I would not use this 2 Somewhat likely 3 Very likely 4 I would definitely use 8 Don't know	\$0 \$10 \$20 \$30 \$40 \$50 \$60
<b>Tier 1 Potential Add-Ons</b> To the basic version, add a second gym and a multi-purpose room	1 Not important ( <i>if 1, skip to back side</i> ) 2 Somewhat important 3 Very important 4 Extremely important 8 Don't know	1 I would not use this 2 Somewhat likely 3 Very likely 4 I would definitely use 8 Don't know	\$0 \$10 \$20 \$30 \$40 \$50 \$60
<b>Tier 2 Potential Add-On</b> To the Tier 1 additions, add an exercise room with equipment	1 Not important ( <i>if 1, skip to back side</i> ) 2 Somewhat important 3 Very important 4 Extremely important 8 Don't know	1 I would not use this 2 Somewhat likely 3 Very likely 4 I would definitely use 8 Don't know	\$0 \$10 \$20 \$30 \$40 \$50 \$60
<b>Tier 3 Potential Add-Ons</b> To the Tier 2 additions, add a game room and a kitchen	1 Not important ( <i>if 1, skip to back side</i> ) 2 Somewhat important 3 Very important 4 Extremely important 8 Don't know	1 I would not use this 2 Somewhat likely 3 Very likely 4 I would definitely use 8 Don't know	\$0 \$10 \$20 \$30 \$40 \$50 \$60

**Please continue to the final questions on the back side**



Are you male or female?

- 1 Male
- 2 Female

What is your age?

- 1 18-24 years
- 2 25-34 years
- 3 35-44 years
- 4 45-54 years
- 5 55-64 years
- 6 65-74 years
- 7 75 years or over

Do you have any children under the age of 18 living at home?

- 1 Yes
- 2 No

Additional comments: \_\_\_\_\_

**Current Graham County Community Center at 700 West Main in Hill City**

Completely separate from the multipurpose gym questions above, now we have a few questions about the existing Graham County Community Center in Hill City. For each of the activities in the list below, please tell us how likely you would be to participate in the activity at the Graham County Community Center (circle your answer).

	<b>I would not participate</b>	<b>Somewhat likely to participate</b>	<b>Very likely to participate</b>	<b>I would definitely participate</b>	<b>Don't know</b>
<b>Bingo</b>	1	2	3	4	8
<b>Cards</b>	1	2	3	4	8
<b>Ping Pong</b>	1	2	3	4	8
<b>Pool</b>	1	2	3	4	8

If there are any other activities (or classes/programs) not in the list above that you would like to participate in if offered at the Graham County Community Center, please tell us up to two:

1 \_\_\_\_\_

2 \_\_\_\_\_

Would you be willing to volunteer at the Graham County Community Center?      1 Yes      2 No

**When finished, please fold the questionnaire in half and return to FHSU's Docking Institute by U.S. mail using the pre-addressed and postage-paid envelope provided. Thank you for participating in this survey!**