

# EDWARDS FIELD HOUSE REIMAGINATION

## AREA SUREY RESULTS



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# EDWARDS FIELD HOUSE

## COMMUNITY SURVEY RESULTS – THINGS TO KNOW

- A. 475 respondents
- B. Survey link available through May 31
- C. 65% of respondents live in Edwards
- D. Most respondents were female (66%)
- E. Most respondents were 35-54 years old (55%).

### ONE SURVEY – TWO LANGUAGES

Rather than offering two separate links to segregated surveys, this survey included BOTH English and Spanish language in one.



### DEMOGRAPHICS

While the majority of respondents live in Edwards, other respondents were from:

Eagle (12%)  
Avon (7%)  
Eagle-Vail (4%)  
Vail (3%)

73% have lived in Eagle County for 10 years or more.

# SURVEY RESULTS

## Q12 – Respondent Information



**Edwards  
Only**

**All  
Respondents**

Children Under 18 years old

81%

85%

Someone 65+ years old

23%

20%

### **KEEP THIS IN MIND**

An online survey with an open link will not produce statistically valid data. This survey is not an exception to the rule.

Responses to this question indicate that results are not necessarily representative of the population as a whole.

# SURVEY RESULTS

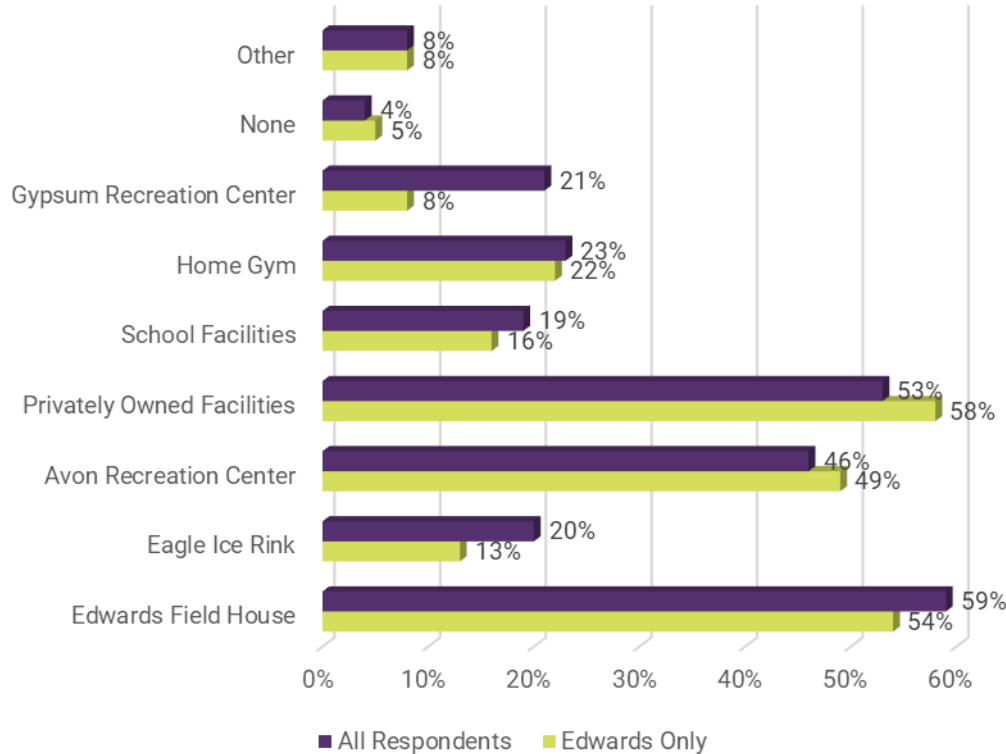
## Q1 - Facilities Utilized by Respondent Households



### UP VALLEY USERS

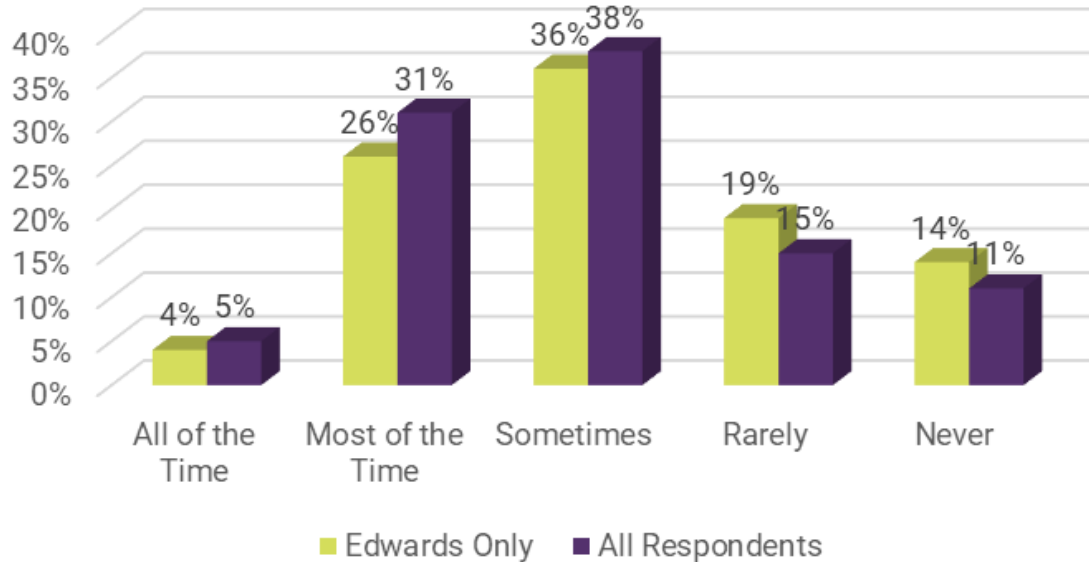
The survey garnered responses from residents from up valley communities outside Edwards.

A larger proportion of those up valley respondents (67%) use the Edwards field house than either the Edwards Alone or All Responses sets of data.



# SURVEY RESULTS

Q2 – Do Mountain Rec facilities meet your needs?



## THE LEAN

In comparing the Edwards only responses to the full data set, the full set of responses has a slight lean toward greater satisfaction with Mountain Rec Facilities.

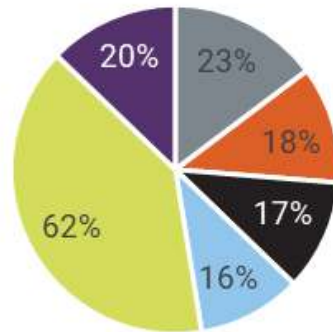
Edwards households appear to find the facilities less often meet their needs with nearly 1/3 indicating “rarely” or “never” in response.

# SURVEY RESULTS

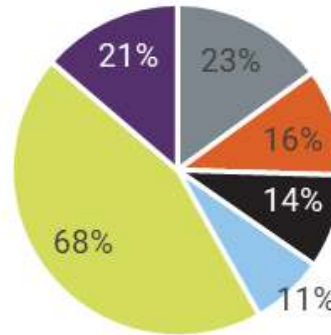
Q3 – If not all of the time, why not?



All Respondents



Edwards Only



- Location
- Costs Too Much
- Not the Right Type of Amenities
- Not Open When Desired
- Seasonal Facility
- Inadequate Facilities

## MARKET ANALYSIS

The market analysis performed by Jeff King of Ballard\*King may give some insight into recreation amenities that could be considered but were perhaps not included as survey options. Check out the trends section!

# SURVEY RESULTS

## Q4 – Support for improvements



**YES!**

92% - Edwards  
93% - All

**NO!**

1% - Edwards  
2% - All

**DON'T KNOW**

6% - Edwards  
5% - All

### THINKING AHEAD

Although this question received an incredibly positive response, it is worth noting the responses to the “how to fund it” question.

Partners, public and private, should be considered.

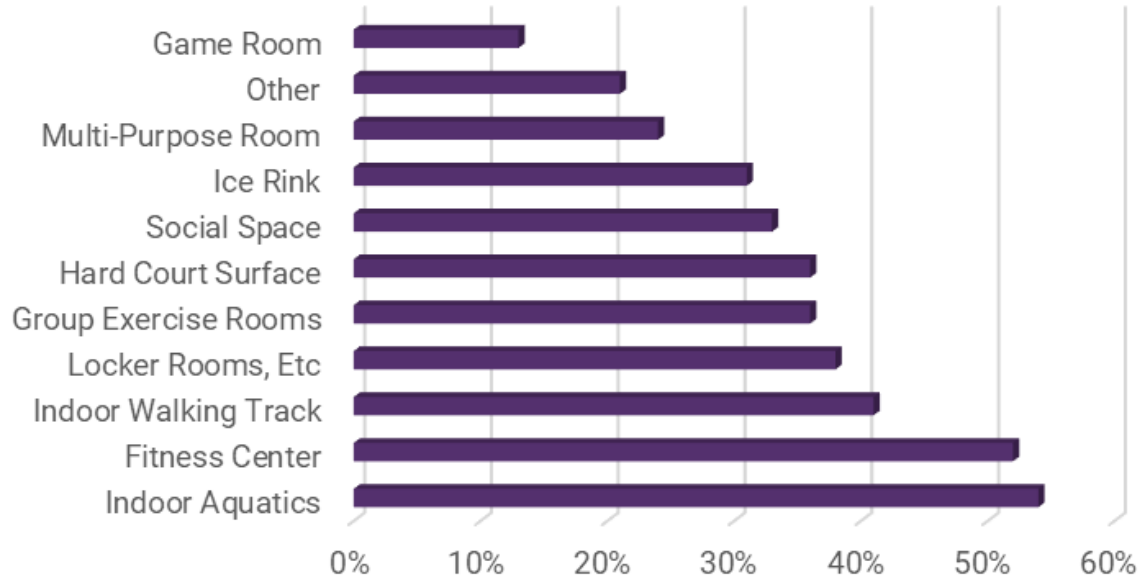
Any future ballot initiative should be tested prior to finalizing any plans to request support from voters.

# SURVEY RESULTS

## Q5 – Field House Improvements Desired



### Edwards Only



### PHOTO FINISH!

In the full set of responses, the fitness center and indoor aquatics tied for the top ranked improvement desired at 51% each.

There were only slight differences in the rankings of improvements between the full set of responses and the Edwards set.



# THANK YOU



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**Gypsum Recreation Center**

52 Lundgren Blvd  
Gypsum, CO 81637  
(970) 777-8888

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**Eagle Pool & Ice Rink**

1700 Bull Pasture Road  
Eagle, CO 81631  
(970) 328-5277

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**Edwards Field House**

450 Miller Ranch Rd  
Edwards, CO 81632  
(970) 766-5555

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[MountainRec.org](https://MountainRec.org)



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