



# 2026 City of Rolla Community Survey Findings Report

Presented to the City of Rolla, Missouri

April 20th, 2026





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# 2026 City of Rolla Community Survey Executive Summary

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## Overview

ETC Institute administered a community survey to the City of Rolla in the spring of 2026. The survey was conducted as the City considers a ¼ cent sales tax to fund improvements to the building to gather input from residents on the process of reimagining the Centre’s indoor aquatic space (natatorium). This project gives the City of Rolla the opportunity to change and add new elements to the building to increase its use by the Rolla community.

## Methodology

ETC Institute administered the survey online to a random sample of respondents in the City of Rolla. ETC Institute first selected a random sample of addresses to make up the survey sample. From that sample, ETC Institute targeted postcards and social media ads to the households that were randomly selected.

ETC Institute continued to follow up with households that were randomly selected to encourage participation. To prevent people who were not randomly selected from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online to the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted in the data set found in this report.

A total of 346 surveys were collected from randomly selected households. The overall results for the sample of 346 surveys have a precision of at least +/- 5.2 at the 95% level of confidence. In addition to the 346 surveys collected from randomly selected households, ETC Institute also received 312 surveys from respondents whose addresses were not able to be verified as one that was randomly selected by ETC Institute.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Tabular data showing the random sample results for all questions on the survey (Section 2)
- Survey instrument (Section 3)

The major findings of the survey are summarized on the following pages.

## Major Findings

**Design Features.** Respondents were asked to indicate how important various features are when they consider a reimagined Centre. The most important features, based on “very important” and “important” percentages, were:

- Exercise/therapy pool (swim lessons, warm water, physical therapy, rehab, etc.) (79%)
- Recreation/family pool (slides, ninja warrior course, current channel, etc.) (63%)
- Multipurpose rooms for youth programming (before and after school programming, summer camps, etc.) (56%)

Respondents were then asked to indicate which three design features would them and members of their household use most often. The top three features were:

- Exercise/therapy pool (67%)
- Recreation/therapy pool (46%)
- Expanded indoor walking/jogging track (37%)

Respondents were well aligned in both their importance and use ratings having selected the exercise or recreation pool as the top two choices in both questions.

**Voter support.** Almost all respondents (93%) indicated that they are currently registered to vote in Rolla, 85% of those respondents voted in the most recent municipal election.

Respondents were informed that the City has the option to pursue a sales tax to support the reimagining of the Centre’s indoor aquatic space (natatorium); however, any new tax would require voter approval. Respondents were also informed that more than 50% of the City’s sales tax is generated from individuals who live outside of the City and that if the City is unable to identify a funding source, it is likely that the pool will be closed and repurposed.

Respondents were then informed that any revenues from a ¼ cent sales tax would be dedicated to funding the capital and operational costs needed to reimagine the Centre’s indoor aquatic space while also ensuring that the operational costs of the facility are also funded now and into the future. With this information, respondents were then asked how likely they would be to vote in favor of a new ¼ cent sales tax. The majority of respondents indicated that they would be likely to vote in favor of a new ¼ cent sales tax to support the reimagination of the Centre’s indoor aquatic space (natatorium) with the features they indicated they would most like to see in the previous survey questions. Excluding the respondents who did not provide a response to this question, the following breakout of responses was received:

- Very likely (55%)
- Somewhat likely (14%)
- Neutral (9%)
- Not likely (7%)
- Not at all likely (16%)

Respondents who answered “neutral,” “not likely,” or “not at all likely” were then asked to indicate all the reasons why they answered that way. The most selected reasons were:

- I do not support any increases to taxes (53%)
- I don’t use the Centre (45%)
- I cannot afford to pay additional sales taxes (44%)

**Summary and Conclusions.** Overall, the results clearly illustrate a strong community alignment around both the importance of and desire for various aquatic features of a reimagined Centre (natatorium), with clear priorities placed on an exercise/therapy pool, a recreational/family pool, and expanded multi-use spaces. Importantly, these preferences are consistent across both importance and anticipated usage, suggesting the proposed improvements are well aligned with community needs.

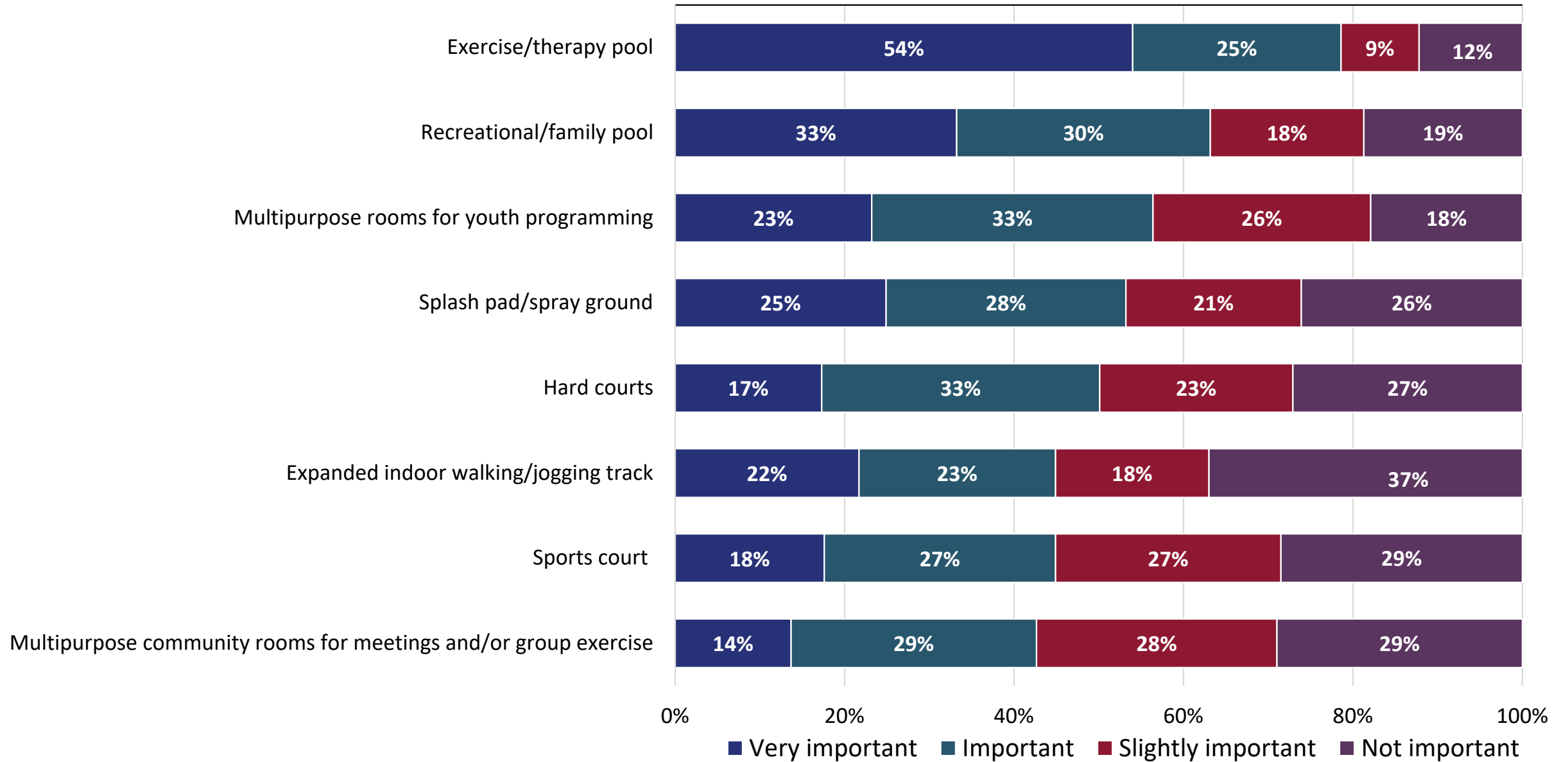
From a funding perspective, there is majority support for a ¼ cent sales tax to support the project with nearly 7 in 10 respondents indicating they would be likely to vote in favor. However, opposition is primarily driven by a general resistance to increased taxes, affordability concerns, and a lack of personal use, which the City should address through targeted communication and outreach.

While the results of the non-randomly selected participants are not reported on in this document, their overall sentiment mirrors that of the randomly selected participants.

# 1. Charts & Graphs

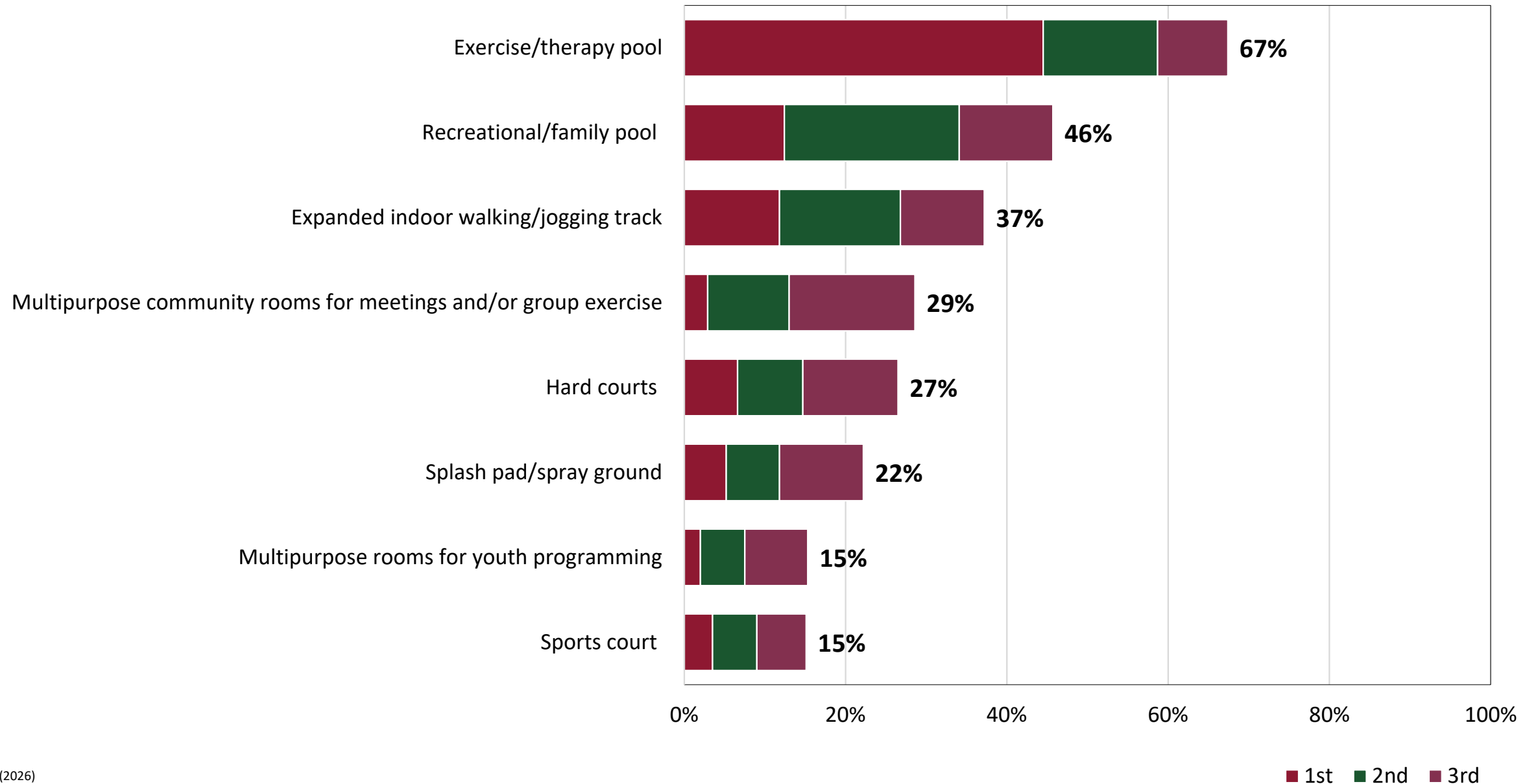
# Q1. Please rate the importance of each of the following features that could be included in a reimagined Centre

by the percentage of respondents (excluding “don’t know”)



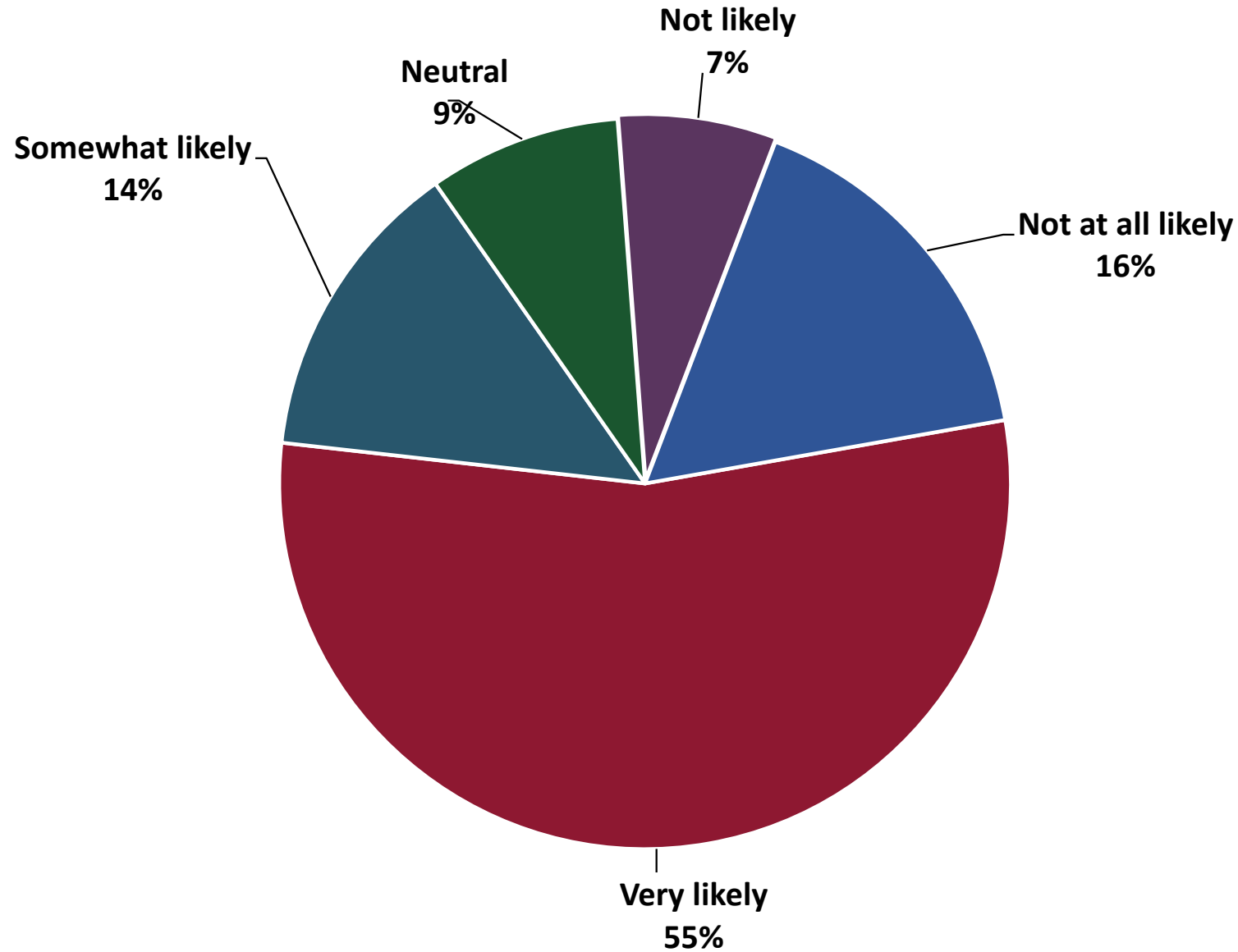
## Q2. Which THREE of the design features listed in Question 1 would you and the members of your household use MOST OFTEN?

by percentage of respondents who selected the item as one of their top three choices



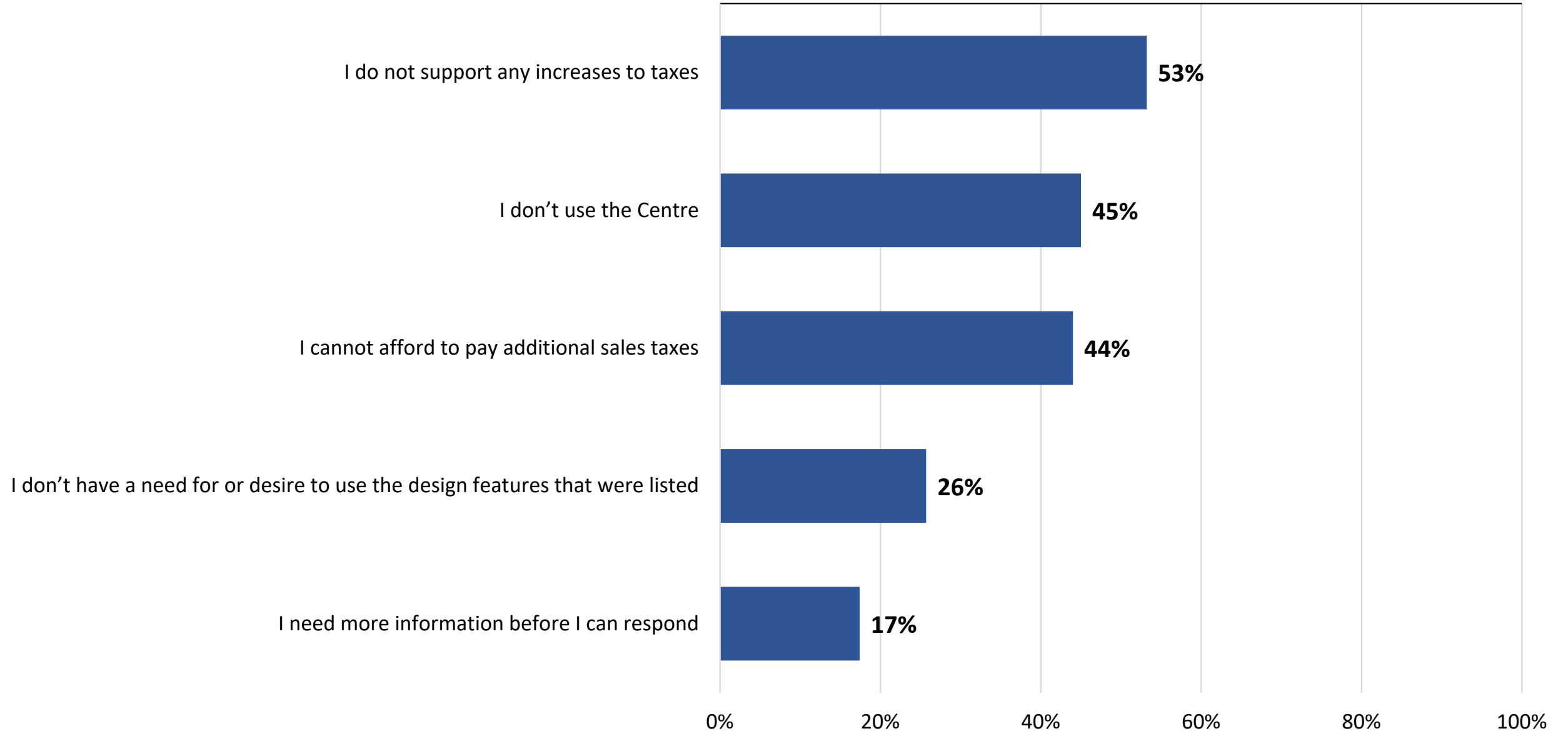
Q3. How likely are you to vote in favor of a new ¼-cent sales tax to support the reimagination of the Centre’s indoor aquatic space with a focus on the design features you indicated you and the members of your household would use most in Question 2?

by percentage of respondents (excluding “not provided”)



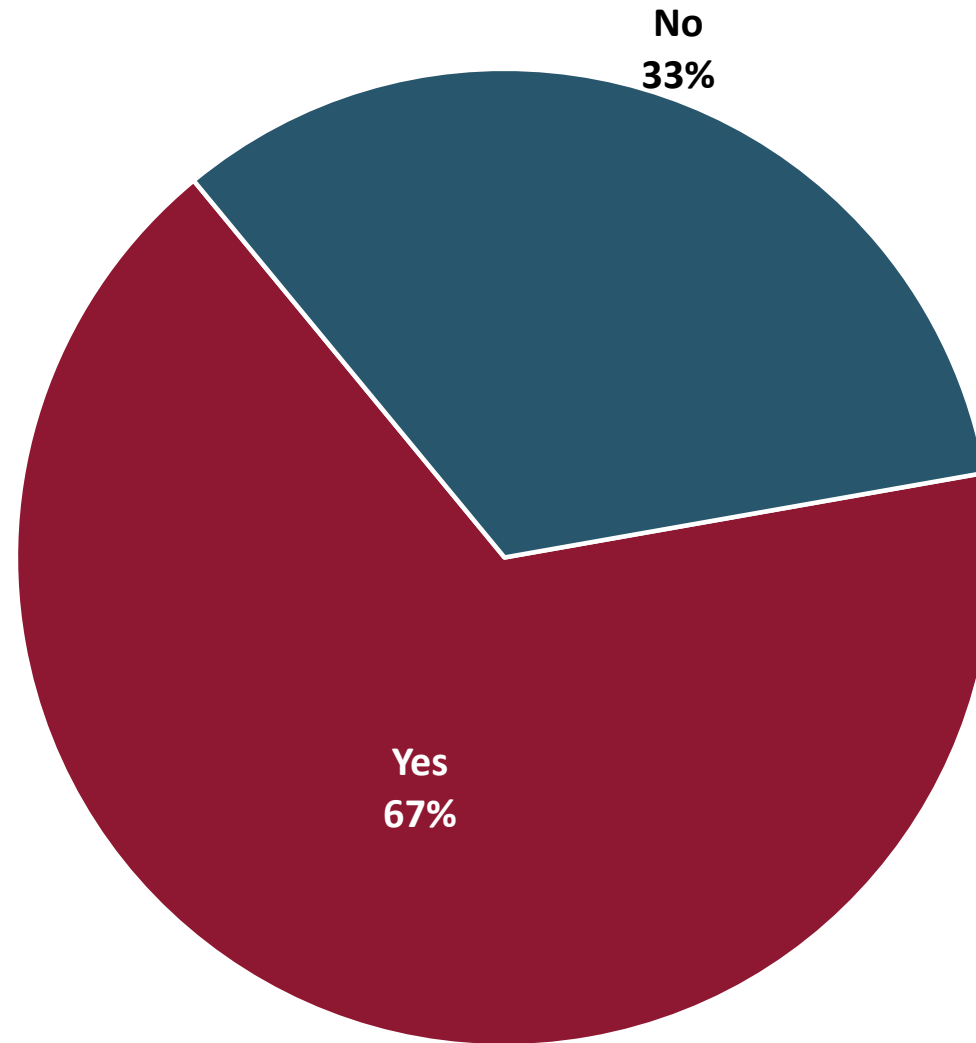
# Q3a. If you answered "neutral," "not likely," or "not at all likely" to Question 3, please check ALL the reasons why

by the percentage of respondents who answered "neutral," "not likely," or "not at all likely" to Question 3



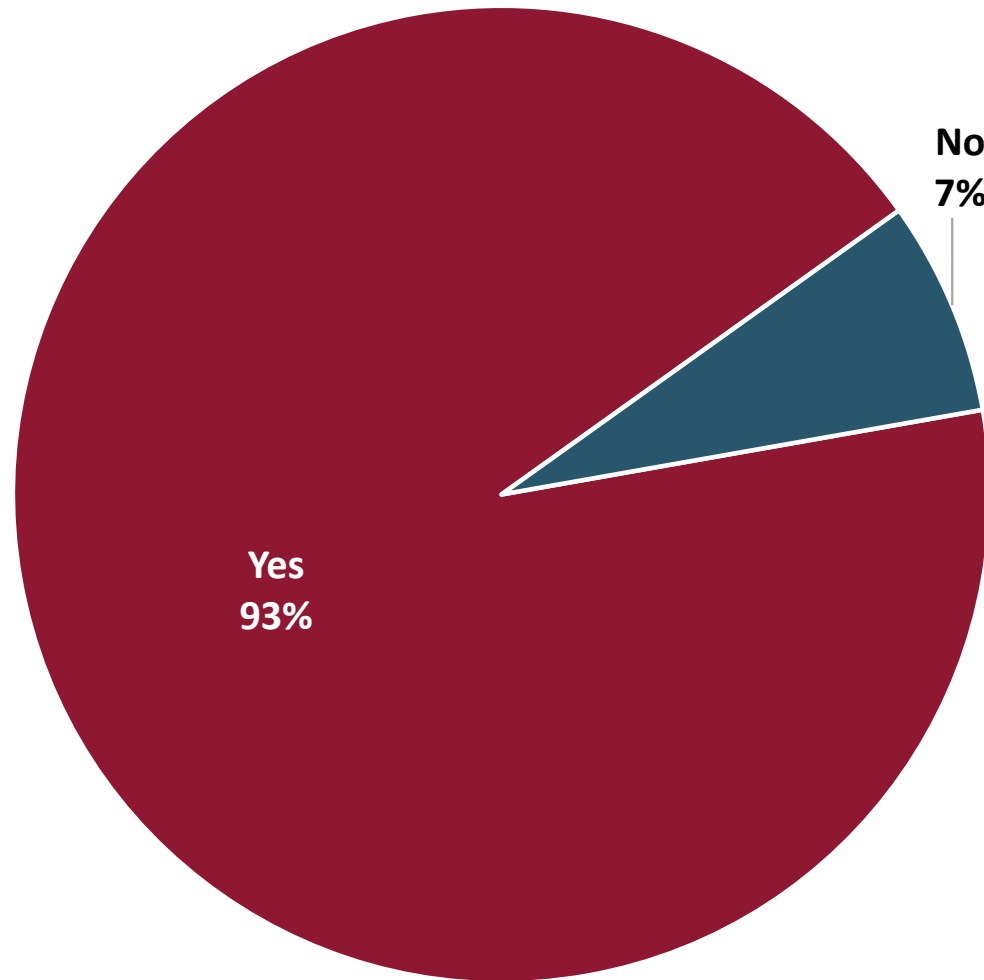
# Q4. Have you or any members of your household visited the Centre in the past year?

by percentage of respondents (excluding “not provided”)



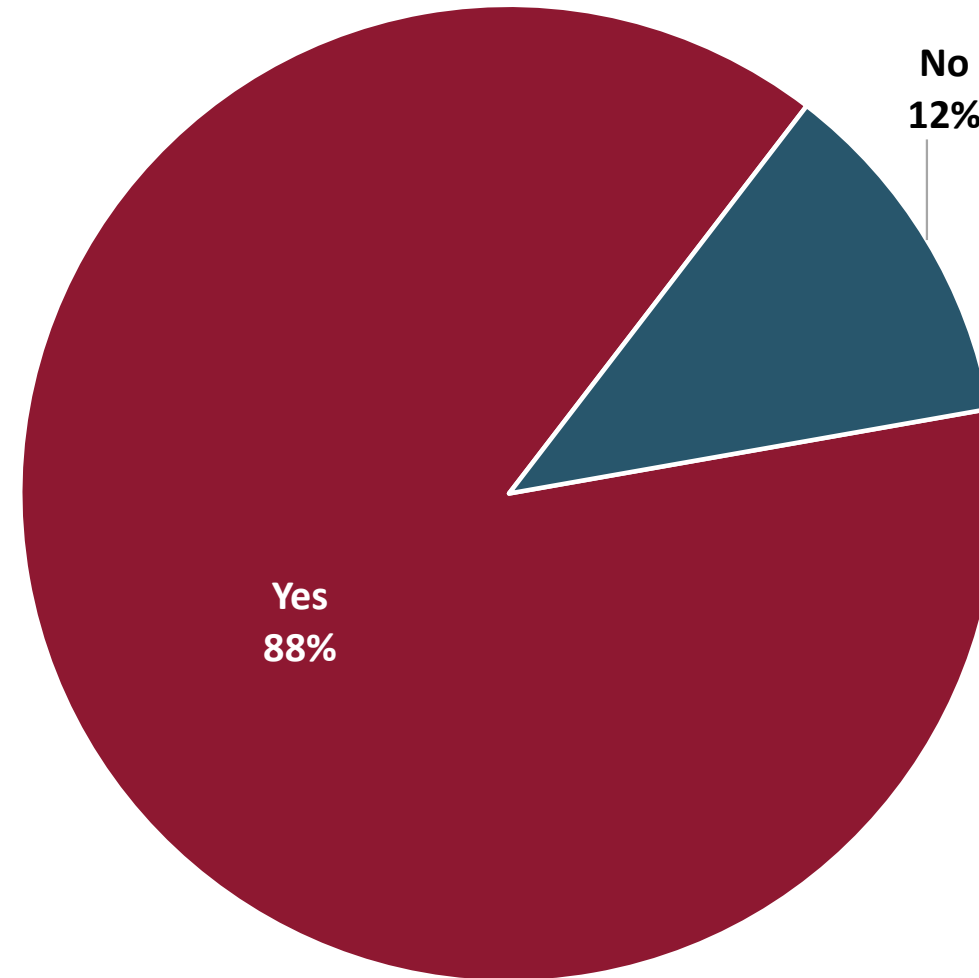
# Q5. Are you currently registered to vote in Rolla?

by percentage of respondents (excluding “not provided”)



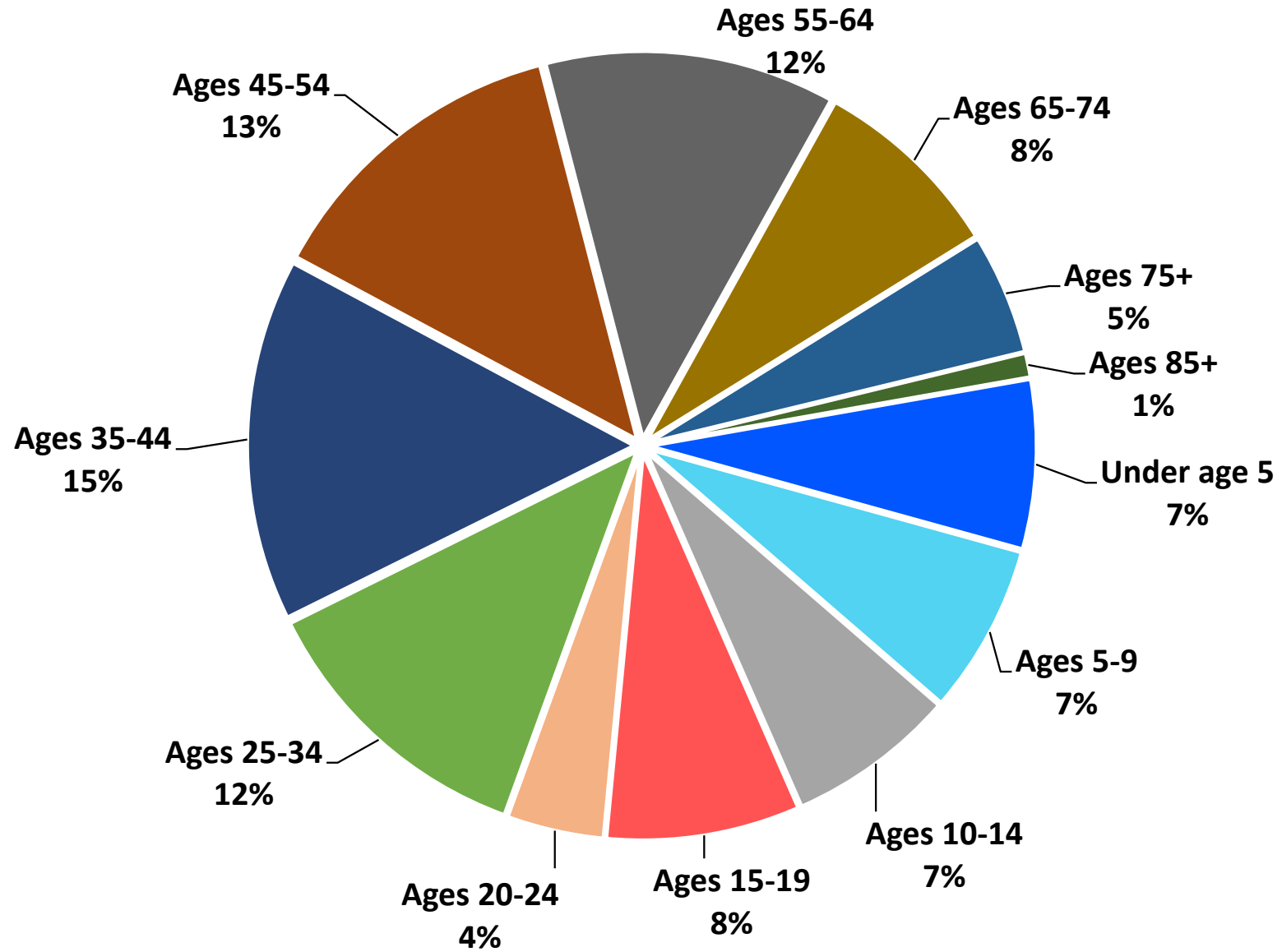
# Q5a. Did you vote in your most recent municipal election?

by percentage of respondents who answered “yes” to Question 5 (excluding “not provided”)



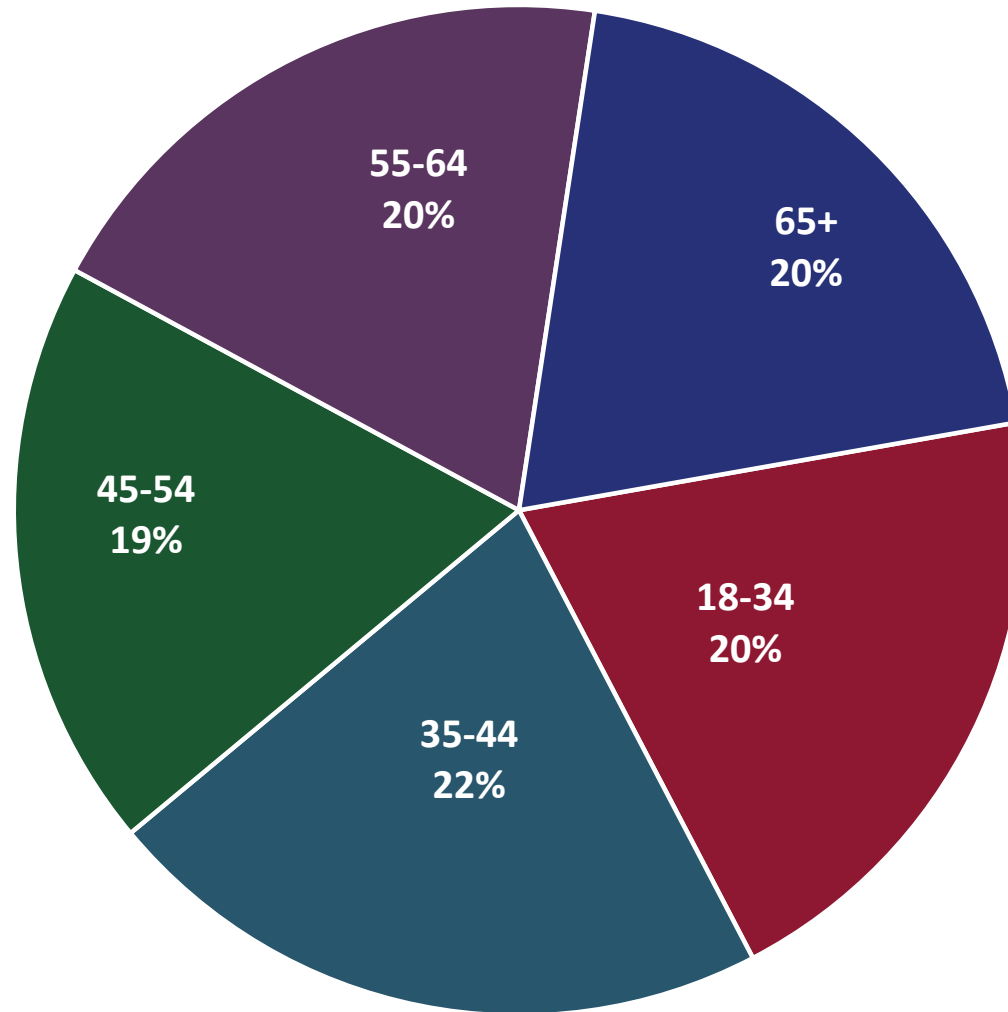
# Q6. Including yourself, how many people in your household are...

by percentage of respondents

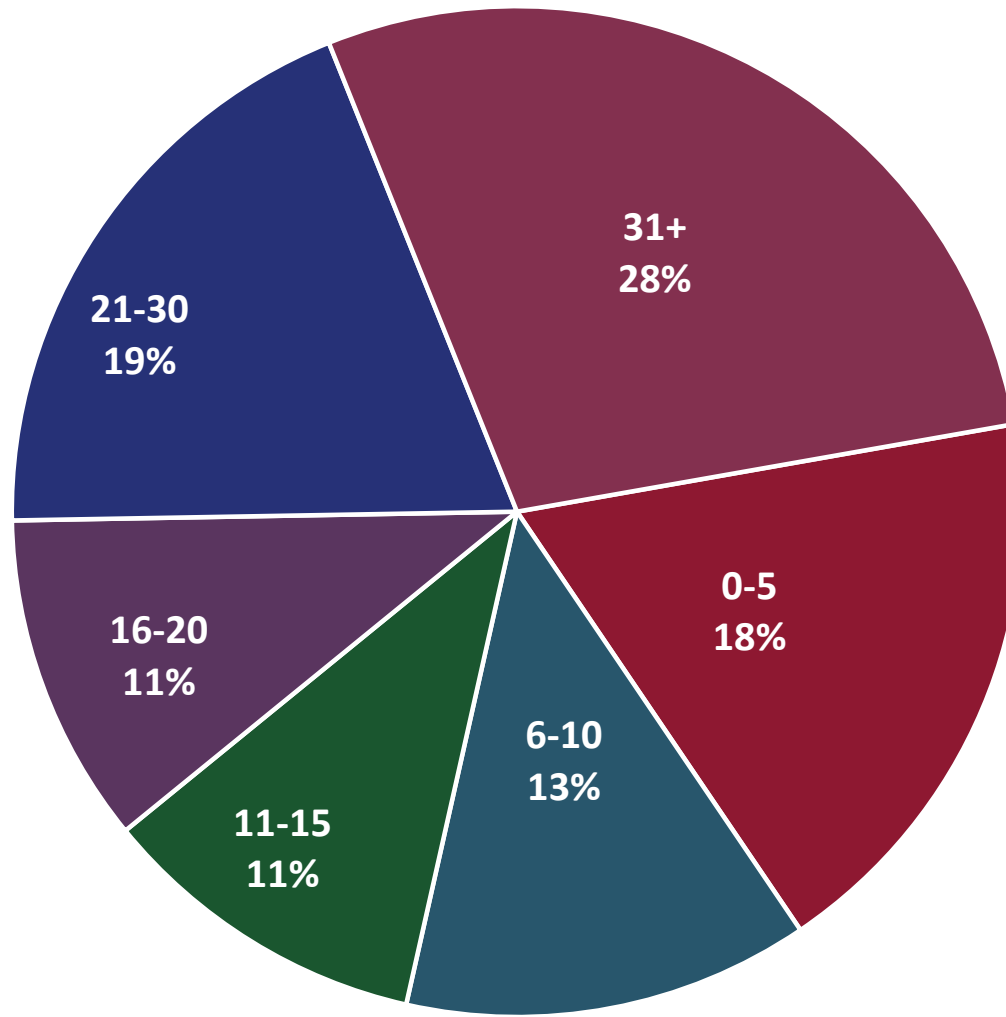


# Q7. What is your age?

by percentage of respondents (excluding “not provided”)



# Q8. How many years have you lived in Rolla? by percentage of respondents (excluding “not provided”)



## 2. Tabular Data

**Q1. Your feedback is essential to understanding what design features are most important and deserve priority in a reimagined Centre. Please rate the importance of each of the following features that could be included in a reimagined Centre. Your responses will help guide future decisions and investments in the Centre.**

(N=346)

	Very important	Important	Slightly important	Not important	Don't know
Q1-1. Exercise/therapy pool (swim lessons, warm water, physical therapy, rehab, etc.)	52.6%	24.0%	9.0%	11.8%	2.6%
Q1-2. Expanded indoor walking/jogging track	20.8%	22.3%	17.3%	35.5%	4.0%
Q1-3. Hard courts (basketball, volleyball, pickleball, etc.)	16.5%	31.2%	21.7%	25.7%	4.9%
Q1-4. Multipurpose community rooms for meetings and/or group exercise (Zumba/Pilates, adult continuing education, training, etc.)	13.0%	27.5%	26.9%	27.5%	5.2%
Q1-5. Multipurpose rooms for youth programming (before & after school programming, summer camps, etc.)	21.4%	30.6%	23.7%	16.5%	7.8%
Q1-6. Recreational/family pool (slides, ninja warrior course, current channel, etc. )	31.8%	28.6%	17.3%	17.9%	4.3%
Q1-7. Splash pad/spray ground	23.7%	26.9%	19.7%	24.9%	4.9%
Q1-8. Sports court (soccer, batting cages, youth sports training, etc.)	16.2%	25.1%	24.6%	26.3%	7.8%
Q1-9. Other	7.8%	3.2%	0.3%	0.0%	88.7%

**WITHOUT 'DON'T KNOW'**

**Q1. Your feedback is essential to understanding what design features are most important and deserve priority in a reimagined Centre. Please rate the importance of each of the following features that could be included in a reimagined Centre. Your responses will help guide future decisions and investments in the Centre. (without "don't know")**

(N=346)

	Very important	Important	Slightly important	Not important
Q1-1. Exercise/therapy pool (swim lessons, warm water, physical therapy, rehab, etc.)	54.0%	24.6%	9.2%	12.2%
Q1-2. Expanded indoor walking/jogging track	21.7%	23.2%	18.1%	37.0%
Q1-3. Hard courts (basketball, volleyball, pickleball, etc.)	17.3%	32.8%	22.8%	27.1%
Q1-4. Multipurpose community rooms for meetings and/or group exercise (Zumba/Pilates, adult continuing education, training, etc.)	13.7%	29.0%	28.4%	29.0%
Q1-5. Multipurpose rooms for youth programming (before & after school programming, summer camps, etc.)	23.2%	33.2%	25.7%	17.9%
Q1-6. Recreational/family pool (slides, ninja warrior course, current channel, etc. )	33.2%	29.9%	18.1%	18.7%
Q1-7. Splash pad/spray ground	24.9%	28.3%	20.7%	26.1%
Q1-8. Sports court (soccer, batting cages, youth sports training, etc.)	17.6%	27.3%	26.6%	28.5%
Q1-9. Other	69.2%	28.2%	2.6%	0.0%

**Q2. Which THREE of the design features listed in Question 1 would you and the members of your household use MOST OFTEN?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Exercise/therapy pool (swim lessons, warm water, physical therapy, rehab, etc.)	154	44.5 %
Expanded indoor walking/jogging track	41	11.8 %
Hard courts (basketball, volleyball, pickleball, etc.)	23	6.6 %
Multipurpose community rooms for meetings and/or group exercise (Zumba/Pilates, adult continuing education, training, etc.)	10	2.9 %
Multipurpose rooms for youth programming (before & after school programming, summer camps, etc.)	7	2.0 %
Recreational/family pool (slides, ninja warrior course, current channel, etc.)	43	12.4 %
Splash pad/spray ground	18	5.2 %
Sports court (soccer, batting cages, youth sports training, etc.)	12	3.5 %
Other	22	6.4 %
<u>None chosen</u>	<u>16</u>	<u>4.6 %</u>
Total	346	100.0 %

**Q2. Which THREE of the design features listed in Question 1 would you and the members of your household use MOST OFTEN?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Exercise/therapy pool (swim lessons, warm water, physical therapy, rehab, etc.)	49	14.2 %
Expanded indoor walking/jogging track	52	15.0 %
Hard courts (basketball, volleyball, pickleball, etc.)	28	8.1 %
Multipurpose community rooms for meetings and/or group exercise (Zumba/Pilates, adult continuing education, training, etc.)	35	10.1 %
Multipurpose rooms for youth programming (before & after school programming, summer camps, etc.)	19	5.5 %
Recreational/family pool (slides, ninja warrior course, current channel, etc.)	75	21.7 %
Splash pad/spray ground	23	6.6 %
Sports court (soccer, batting cages, youth sports training, etc.)	19	5.5 %
Other	11	3.2 %
<u>None chosen</u>	<u>35</u>	<u>10.1 %</u>
Total	346	100.0 %

**Q2. Which THREE of the design features listed in Question 1 would you and the members of your household use MOST OFTEN?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Exercise/therapy pool (swim lessons, warm water, physical therapy, rehab, etc.)	30	8.7 %
Expanded indoor walking/jogging track	36	10.4 %
Hard courts (basketball, volleyball, pickleball, etc.)	41	11.8 %
Multipurpose community rooms for meetings and/or group exercise (Zumba/Pilates, adult continuing education, training, etc.)	54	15.6 %
Multipurpose rooms for youth programming (before & after school programming, summer camps, etc.)	27	7.8 %
Recreational/family pool (slides, ninja warrior course, current channel, etc.)	40	11.6 %
Splash pad/spray ground	36	10.4 %
Sports court (soccer, batting cages, youth sports training, etc.)	21	6.1 %
Other	14	4.0 %
None chosen	47	13.6 %
Total	346	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which THREE of the design features listed in Question 1 would you and the members of your household use MOST OFTEN? (top 3)**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Exercise/therapy pool (swim lessons, warm water, physical therapy, rehab, etc.)	233	67.3 %
Expanded indoor walking/jogging track	129	37.3 %
Hard courts (basketball, volleyball, pickleball, etc.)	92	26.6 %
Multipurpose community rooms for meetings and/or group exercise (Zumba/Pilates, adult continuing education, training, etc.)	99	28.6 %
Multipurpose rooms for youth programming (before & after school programming, summer camps, etc.)	53	15.3 %
Recreational/family pool (slides, ninja warrior course, current channel, etc.)	158	45.7 %
Splash pad/spray ground	77	22.3 %
Sports court (soccer, batting cages, youth sports training, etc.)	52	15.0 %
Other	47	13.6 %
None chosen	16	4.6 %
Total	956	

**Q3. Understanding that any revenues from this 1/4-cent sales tax would be dedicated to funding the capital and operational costs needed to reimagine the Centre's indoor aquatic space (natatorium) while also ensuring that the operational costs of the facility are also funded now and into the future: How likely are you to vote in favor of a new 1/4-cent sales tax to support the reimagination of the Centre's indoor aquatic space (natatorium) with a focus on the design features you indicated you and the members of your household would use most in Question 2?**

Q3. How likely are you to vote in favor of a new 1/4-cent sales tax to support reimagination of the

Centre's indoor aquatic space	Number	Percent
Very likely	186	53.8 %
Somewhat likely	46	13.3 %
Neutral	29	8.4 %
Not likely	24	6.9 %
Not at all likely	56	16.2 %
Not provided	5	1.4 %
Total	346	100.0 %

**WITHOUT 'NOT PROVIDED'**

**Q3. Understanding that any revenues from this 1/4-cent sales tax would be dedicated to funding the capital and operational costs needed to reimagine the Centre's indoor aquatic space (natatorium) while also ensuring that the operational costs of the facility are also funded now and into the future: How likely are you to vote in favor of a new 1/4-cent sales tax to support the reimagination of the Centre's indoor aquatic space (natatorium) with a focus on the design features you indicated you and the members of your household would use most in Question 2? (without "not provided")**

Q3. How likely are you to vote in favor of a new 1/4-cent sales tax to support reimagination of the

Centre's indoor aquatic space	Number	Percent
Very likely	186	54.5 %
Somewhat likely	46	13.5 %
Neutral	29	8.5 %
Not likely	24	7.0 %
Not at all likely	56	16.4 %
Total	341	100.0 %

**Q3a. If you answered "neutral," "not likely," or "not at all likely" to Question 3, please check ALL the reasons why.**

Q3a. Reasons why you answered Neutral, Not Likely, or Not at all Likely to Question 3	Number	Percent
I don't use the Centre	49	45.0 %
I don't have a need for or desire to use the design features that were listed	28	25.7 %
I need more information before I can respond	19	17.4 %
I cannot afford to pay additional sales taxes	48	44.0 %
I do not support any increases to taxes	58	53.2 %
Other	7	6.4 %
Total	209	

**Q4. Have you or any members of your household visited the Centre in the past year?**

Q4. Have you or any members of your household visited the Centre in past year	Number	Percent
Yes	229	66.2 %
No	114	32.9 %
Not provided	3	0.9 %
Total	346	100.0 %

**WITHOUT 'NOT PROVIDED'**

**Q4. Have you or any members of your household visited the Centre in the past year? (without "not provided")**

Q4. Have you or any members of your household visited the Centre in past year	Number	Percent
Yes	229	66.8 %
No	114	33.2 %
Total	343	100.0 %

**Q5. Are you currently registered to vote in Rolla?**

<u>Q5. Are you currently registered to vote in Rolla</u>	<u>Number</u>	<u>Percent</u>
Yes	316	91.3 %
No	24	6.9 %
Not provided	6	1.7 %
Total	346	100.0 %

**WITHOUT 'NOT PROVIDED'****Q5. Are you currently registered to vote in Rolla? (without "not provided")**

<u>Q5. Are you currently registered to vote in Rolla</u>	<u>Number</u>	<u>Percent</u>
Yes	316	92.9 %
No	24	7.1 %
Total	340	100.0 %

**Q5a. Did you vote in your most recent municipal election?**

<u>Q5a. Did you vote in your most recent municipal election</u>	<u>Number</u>	<u>Percent</u>
Yes	269	85.1 %
No	36	11.4 %
Not provided	11	3.5 %
Total	316	100.0 %

**WITHOUT 'NOT PROVIDED'****Q5a. Did you vote in your most recent municipal election? (without "not provided")**

<u>Q5a. Did you vote in your most recent municipal election</u>	<u>Number</u>	<u>Percent</u>
Yes	269	88.2 %
No	36	11.8 %
Total	305	100.0 %

**Q6. Including yourself, how many people in your household are...**

	Mean	Sum
number	2.8	936
Under age 5	0.2	70
Ages 5-9	0.2	66
Ages 10-14	0.2	69
Ages 15-19	0.2	74
Ages 20-24	0.1	42
Ages 25-34	0.3	116
Ages 35-44	0.4	143
Ages 45-54	0.4	119
Ages 55-64	0.3	115
Ages 65-74	0.2	71
Ages 75-84	0.1	45
Ages 85+	0.0	6

**Q7. What is your age?**

Q7. Your age	Number	Percent
18-34	68	19.7 %
35-44	73	21.1 %
45-54	64	18.5 %
55-64	66	19.1 %
65+	67	19.4 %
Not provided	8	2.3 %
Total	346	100.0 %

**WITHOUT 'NOT PROVIDED'****Q7. What is your age? (without "not provided")**

Q7. Your age	Number	Percent
18-34	68	20.1 %
35-44	73	21.6 %
45-54	64	18.9 %
55-64	66	19.5 %
65+	67	19.8 %
Total	338	100.0 %

**Q8. How many years have you lived in Rolla?**

<u>Q8. How many years have you lived in Rolla</u>	<u>Number</u>	<u>Percent</u>
0-5	62	17.9 %
6-10	44	12.7 %
11-15	36	10.4 %
16-20	36	10.4 %
21-30	65	18.8 %
31+	96	27.7 %
Not provided	7	2.0 %
Total	346	100.0 %

**WITHOUT 'NOT PROVIDED'****Q8. How many years have you lived in Rolla? (without "not provided")**

<u>Q8. How many years have you lived in Rolla</u>	<u>Number</u>	<u>Percent</u>
0-5	62	18.3 %
6-10	44	13.0 %
11-15	36	10.6 %
16-20	36	10.6 %
21-30	65	19.2 %
31+	96	28.3 %
Total	339	100.0 %

# 3. Survey Instrument



**3a. If you answered “neutral,” “not likely,” or “not at all likely” to Question 3, please check ALL the reasons why. [Check ALL that apply.]**

- (1) I don't use the Centre  
 (2) I don't have a need for or desire to use the design features that were listed  
 (3) I need more information before I can respond  
 (4) I cannot afford to pay additional sales taxes  
 (5) I do not support any increases to taxes  
 (6) Other: \_\_\_\_\_

**Demographics:** The following questions will ensure we have heard a variety of perspectives throughout Rolla. This information does not identify you in any way and your individual responses will remain confidential.

**4. Have you or any members of your household visited the Centre in the past year?**

(1) Yes                       (2) No

**5. Are you currently registered to vote in Rolla?**

(1) Yes [Answer Q5a.]                       (2) No [Go to Q6.]

**5a. Did you vote in your most recent municipal election?**     (1) Yes                       (2) No

**6. Including yourself, how many people in your household are...**

Under age 5: <input type="checkbox"/>	Ages 15-19: <input type="checkbox"/>	Ages 35-44: <input type="checkbox"/>	Ages 65-74: <input type="checkbox"/>
Ages 5-9: <input type="checkbox"/>	Ages 20-24: <input type="checkbox"/>	Ages 45-54: <input type="checkbox"/>	Ages 75-84: <input type="checkbox"/>
Ages 10-14: <input type="checkbox"/>	Ages 25-34: <input type="checkbox"/>	Ages 55-64: <input type="checkbox"/>	Ages 85+: <input type="checkbox"/>

**7. What is your age?** \_\_\_\_\_ years

**8. How many years have you lived in Rolla?** \_\_\_\_\_ years