

Sandy Spring Builders

**Proposed Cabin John Sportsplex Research
Spring, 2003**

Final Report:

Woelfel Research, Inc.

June 6, 2003

Research Objective

← To understand the appeal and potential usage of a proposed indoor baseball/softball training facility located at Cabin John Regional Park.

Methodology

- ← 55 telephone interviews conducted May 19 - June 5, 2003 by Woelfel Research, Inc. as follows:
 - 23 interviews with organized teams/leagues:
 - 10 Montgomery County High School athletic directors for men's and women's baseball, softball, lacrosse
 - 12 youth baseball, youth softball, and women's softball league managers/coaches
 - 1 Lacrosse league representative
 - 32 individual athletes acting outside the framework of their teams

- ← Interviews captured interest in the proposed Cabin John Sportsplex, estimates of the amount they would use the facility, and current usage of similar facilities.

- ← Interviews were approximately 10 minutes in length.

Who We Interviewed

← High school athletic directors and managers/coaches of area baseball, softball, and lacrosse leagues:

Walt Whitman HS
Northwest HS
Montgomery Blair HS
Chevy Chase HS
Walter Johnson HS
Gaithersburg HS
Winston Churchill HS
Col. Zadok Magruder HS
Richard Montgomery HS
Albert Einstein HS

Olney Boys & Girls Club
Germantown Athletic Club
Burtonsville Athletic Association
Gaithersburg Railers Baseball Club
Montgomery County Baseball Assoc.
Takoma Park Youth Baseball
Metro Lacrosse League

← Individual athletes from men's, women's, and coed softball teams in Montgomery County acting outside the framework of their teams.

Summary

← The local organized teams and individual athletes surveyed find the proposed Cabin John Sportsplex very appealing.

← About 40% of the leagues and 75% of individuals surveyed are likely to use this new facility, mostly due to its proposed location and indoor availability. Individuals are also highly likely to advise their teammates to use this facility.

← Among those who are likely to use the Cabin John Sportsplex, the amount they will spend per year is considerable: the average is \$1200 per high school, \$9464 per league and \$150 per individual who uses the facility. (Note: this is more than they are currently spending at similar facilities.)

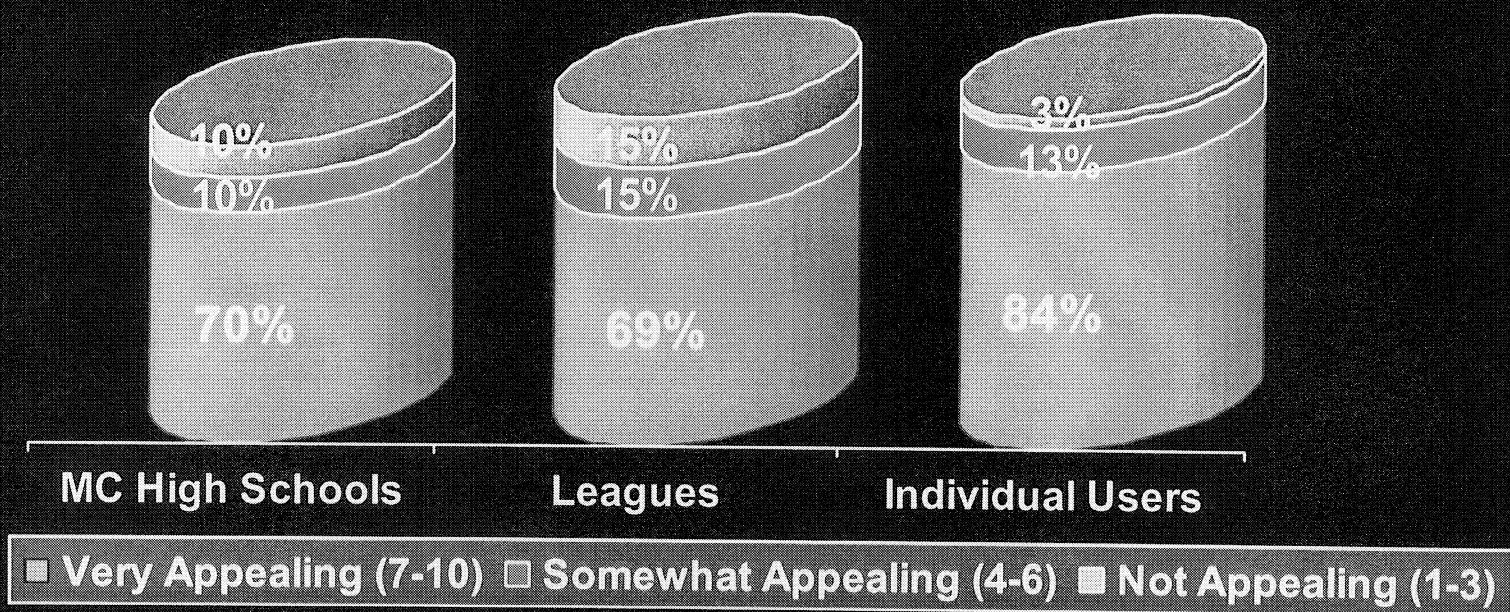
← Finally, teams and individuals are likely to use this facility on both weekdays and weekends, with early evening (4-8pm) being the most popular time of day.

Key Findings

← Interest in the proposed Cabin John Sportsplex

Concept Appeal

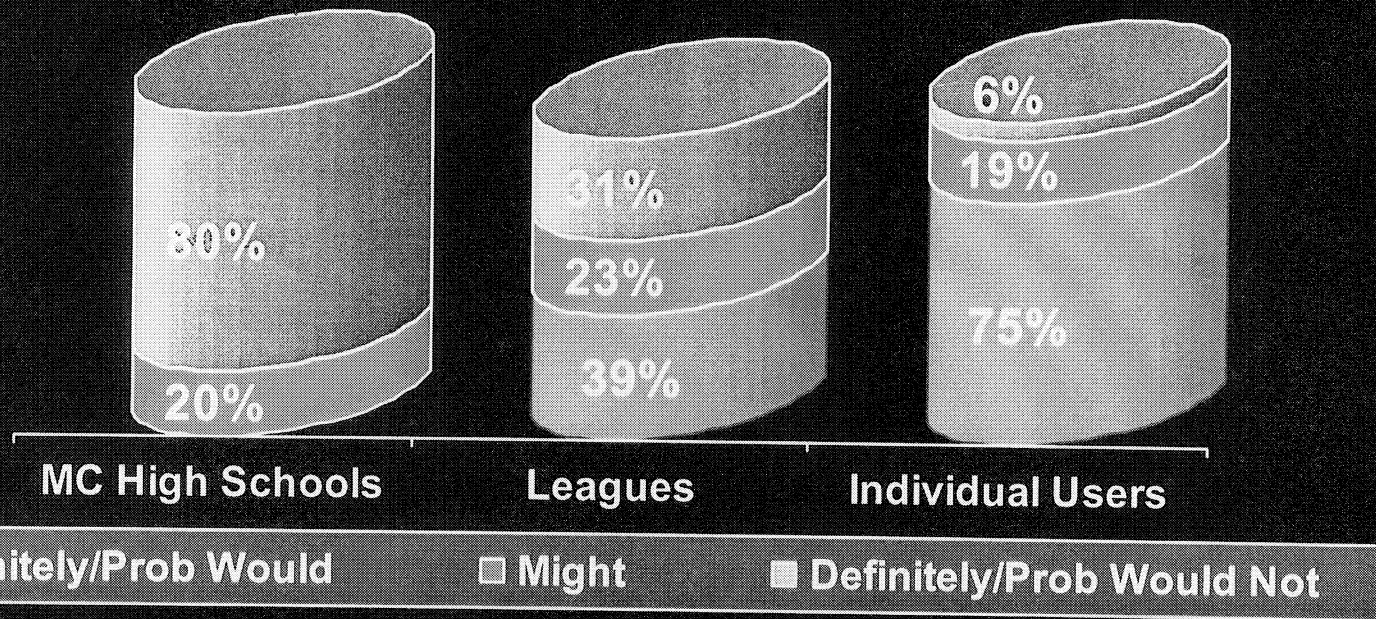
About 70% of organized teams and 84% of individual users felt the concept was very appealing (rated 7-10 on 10-point scale).



Q: How appealing is this concept to you? (10=very appealing, 1=not at all appealing)
(Note: See Appendix A for concept read to respondents)

Likelihood to Use Cabin John Sportsplex

Nearly 40% of leagues and 75% of individual users sampled said they would definitely/probably use this new facility. The high schools are less likely to use it, but 20% said they might.



Q (for teams): Assuming peak season fees for the Cabin John Sportsplex range from \$100-\$175 per hour on weekdays and \$125-\$175 on weekends, how likely would you be to rent time in this facility?

Q (for individuals): How likely would you personally be to use the batting cages at the Cabin John Sportsplex?

Top Reasons They Would Use This Facility

[Based on Those Who Def/Prob Would Use]

Respondents are most likely to use the proposed Cabin John Sportsplex due to its location & convenience and the availability of an indoor facility.

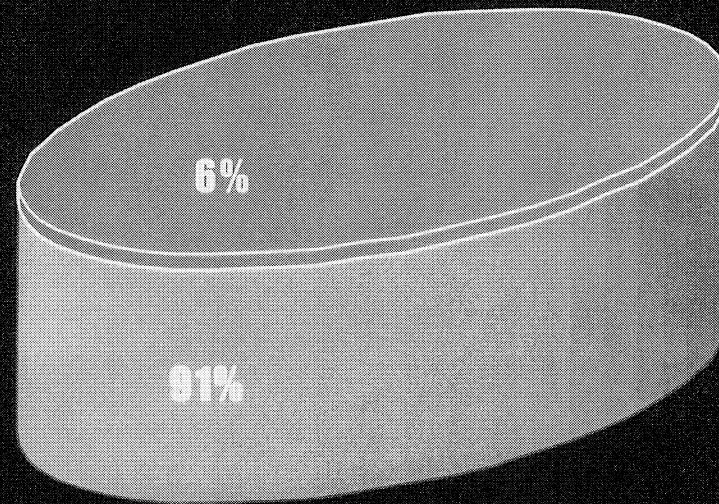
	<u>Leagues</u>	<u>Individual Users</u>
	%	%
Location / convenience	0	33
No other facility like it	40	8
Indoor needed in bad weather	0	17
To try it out	0	17
Availability	20	4
Use Cabin John already	0	13
Sounds good / curious	0	8
Good Opportunity for community	20	0

Q: Why do you say that?

Likelihood to Advise Team Members to Use Cabin John Sportsplex

(Asked of Individual Athletes Only)

More than 90% of the individual athletes we talked to said they would advise their team members to use the Cabin John Sportsplex.



■ Definitely/Prob Would

□ Might

Q (individuals only): How likely would you be to advise your team members to use the Cabin John Sportsplex?

What They'll Use This Facility For

(Based on Those Who Def/Prob/Might Use)

Those who def/prob/might use the Cabin John Sportsplex are most likely to use it for batting/hitting practice, batting cages, and fielding practice.

	<u>High Schools/Leagues</u>	<u>Individual Users</u>
	%	%
Batting/hitting practice	60	45
Batting cages	20	36
Fielding practice	20	7
Throwing/pitching practice	10	0
Infield	10	0
Outfield	10	0
Training	10	3
Lacrosse practice/games	10	0
Winter workouts	0	3
Clinics/lessons	0	3
Baseball/softball	0	19

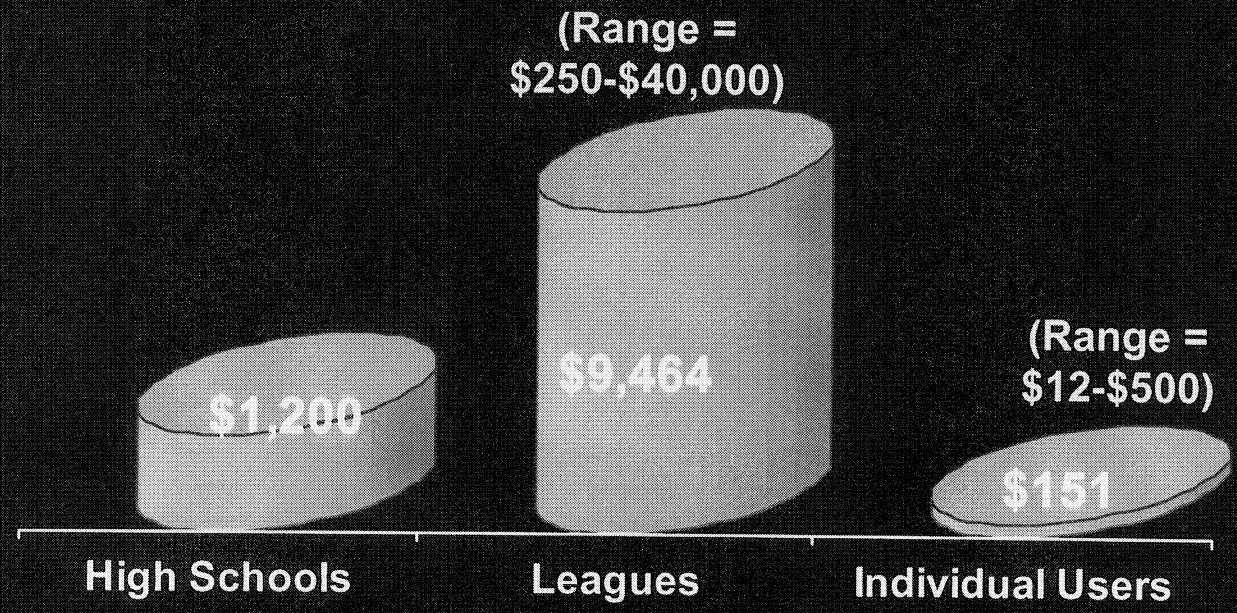
Q: What specifically would your team use this new facility for?

Key Findings

← Estimates for Amount They'll Use the Proposed Cabin John Sportsplex

Average Amount They'll Spend Annually at Cabin John Sportsplex

(Based on Those Who Def/Prob/Might Use)



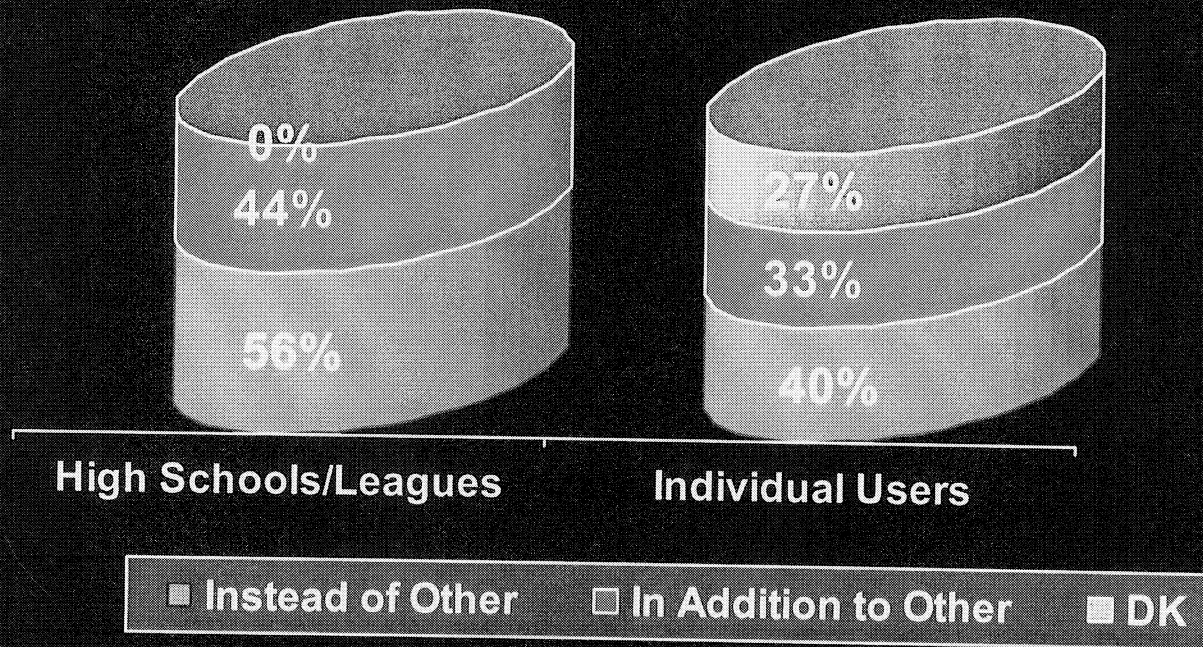
Q: Approximately how much would you spend annually at this new facility?



Replacing Other Facilities

(Based on Those Who Def/Prob/Might Use & Currently Use Other Facility)

Over half of the teams and 40% of individual users said they would use the Cabin John Sportsplex instead of their current facility.



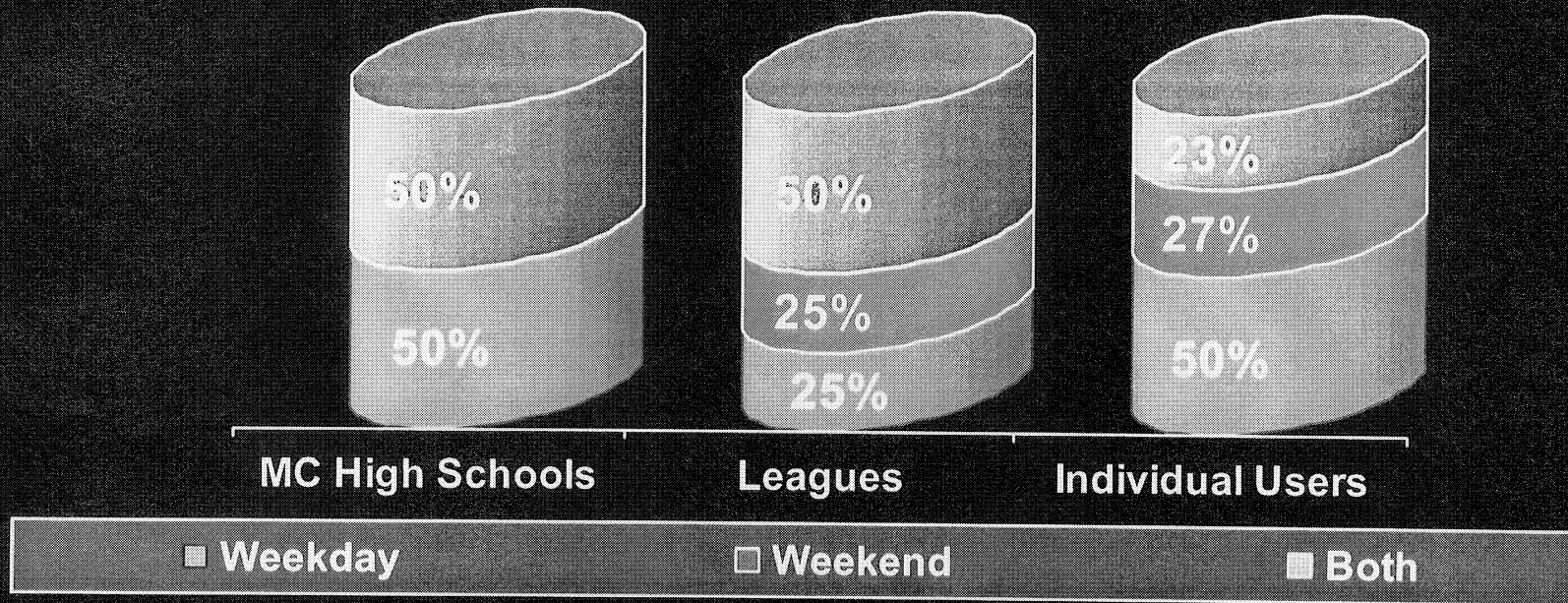
Q: Would you use this new facility instead of [INSERT FACILITIES CURRENTLY USED] or in addition to these other facilities?

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Potential Usage By Day of Week

(Based on Those Who Def/Prob/Might Use)

Organized teams and individual users are likely to use the new facility during both the week (Mon-Fri) and weekend.



Q: Would you be most likely to use the Cabin John Sportsplex during the week (Mon-Fri) or on the weekend?

Potential Usage By Time of Day

[Based on Those Who Def/Prob/Might Use]

Early evening is the most likely time they'll use the new facility.

	<u>HS/Leagues</u>	<u>Individual Users</u>
	%	%
Morning (6-11am)	20	30
Afternoon (11am-4pm)	30	27
Early Evening (4-8pm)	90	40
Late Evening (After 8pm)	20	23

Q: Which of the following times would (you/your team) use this new facility?

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Potential Frequency of Team Use:

[Based on Teams Who Def/Prob/Might Use]

April - October

	<u>Baseball</u>	<u>Softball</u>	<u>Lacrosse</u>
	%	%	%
Every day	11	0	0
Once per week	22	0	67
1-3 times per month	33	50	0
Less Often	22	0	0
Don't Know	11	50	33

Nov - March

	<u>Baseball</u>	<u>Softball</u>	<u>Lacrosse</u>
	%	%	%
Every day	11	0	0
Several times per week	11	0	33
Once per week	44	25	33
1-3 times per month	22	25	0
Less often	0	0	0
Don't Know	11	50	33

Q (teams): How often do you think your team would use this new facility from April-Oct? Nov-March?₁₇.

Potential Frequency of Individual Use:

[Based on Individuals Who Def/Prob/Might Use]

	<u>Apr-Oct</u>	<u>Nov-March</u>
	%	%
Every day	0	0
Several times per week	3	17
Once per week	23	27
2-3 times per month	40	27
Once per month	20	13
Less Often	10	13
Don't Know	3	3

Q (individuals): How often do you think you would use this new facility from Apr-Oct? Nov-March? .18.

Key Findings

← Awareness/Usage of Other Local Facilities

Awareness of Other Indoor Facilities

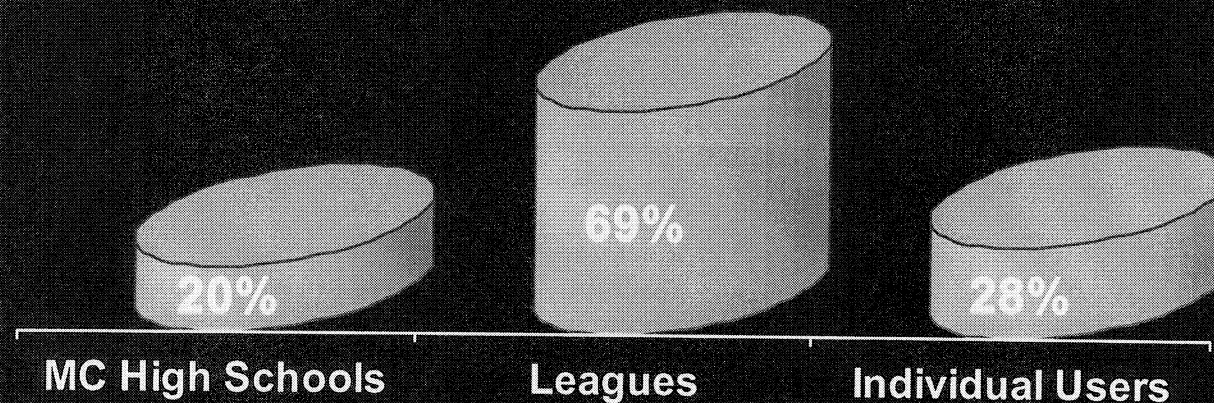
	<u>MC High School</u>	<u>Leagues</u>	<u>Individual Users</u>
	%	%	%
Rockville Sportsplex	100	69	50
The Hitting Streak	40	92	44
Derek Hacopian Baseball Academy	40	92	19
Discovery Sports Center	60	69	22
Hitter's Park	0	39	16
Soccer Plex	10	8	0
Fiarland Rec Center	0	8	0
Germantown Soccer Plex	0	8	0
The Batting Cage	10	0	0
Keith & Sons Landscaping Warehouse	0	8	0
Olney	0	0	3
Corner Kick	0	0	3
Four Seasons	0	0	3
Gundpowder	0	0	3
Owings Mill Sports Arena	0	8	0
Tilden Woods	0	0	3

Q: When you think of indoor rec centers or training facilities for baseball, softball, or lacrosse in the local area, what are some places that come to mind? Have you ever heard of...?

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Past Year Usage of Similar Facilities

Leagues are more likely than high schools or individual athletes to have used an indoor training facility for practice in the past year.



Q: In the past year, have (you/your team) used any local rec centers or indoor training facilities for practicing?

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Rec Centers/Indoor Facilities Ever Used

	<u>MC High School</u>	<u>Leagues</u>	<u>Individual Users</u>
	%	%	%
Derek Hacopian Baseball Academy	10	77	6
The Hitting Streak	20	54	25
Rockville Sportsplex	20	23	19
Discovery Sports Center	10	15	3
Hitter's Park	0	15	9
The Batting Cage	10	0	0
Keith & Sons Landscaping Warehouse	0	8	0
Four Seasons	0	0	3
Owings Mill Sports Arena	0	8	0
Tilden Woods	0	0	3

Q: Which rec centers or indoor training facilities have (you/your team) used in the past year?
Have you ever used...?

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What They Use Other Facilities For

(Based on Those Who Have Used a Facility)

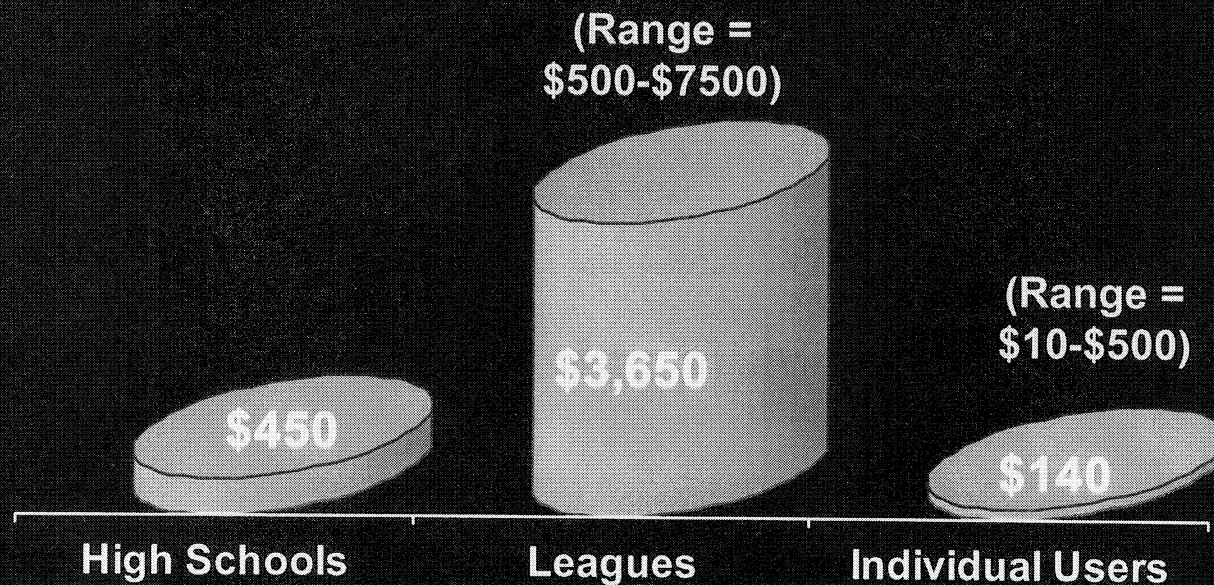
Teams as well as individual athletes are most likely to have used other indoor facilities for the batting cages/batting practice. Teams also use these facilities for pitching and fielding practice and for winter workouts.

	High Schools/Leagues	Individual Users
	%	%
Batting Cages/machines	57	33
Batting/hitting practice	36	42
Throwing/pitching practice	29	0
Fielding practice	14	0
Winter workouts/drills	14	8
Lacrosse practice/games	7	0
Clinics/lessons	7	0
Basketball	0	33
Summer camp	0	8
Children's events	0	8

Q: What specifically (do you/does your team) use [FACILITY] for?

Average Amount Spent Annually at Other Facilities

(Based on Those Who Have Used a Facility)

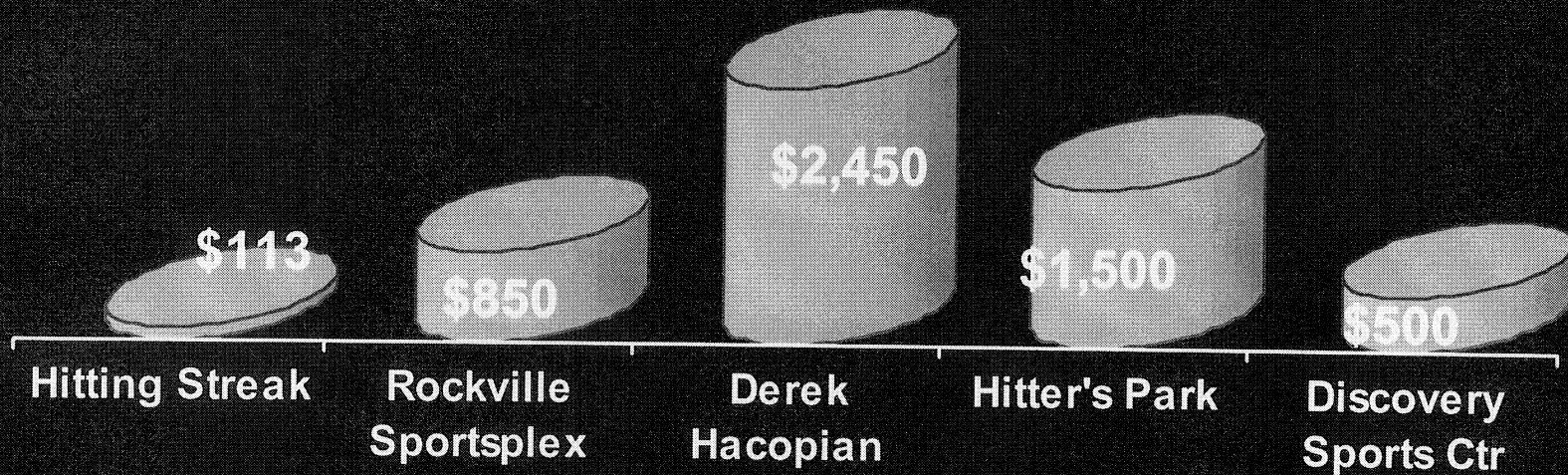


Q: Approximately how much do you spend annually at...[INSERT ALL FACILITIES USED]?

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Average Amount Teams Spend Annually by Facility

(Based on Teams Who Have Used Each Facility)



Q (teams): Approximately how much do you spend annually at [FACILITY] for your team?

Appendix A

Proposed Cabin John Sportsplex Concept Statement

Concept Read to Respondents

“The Cabin John Sportsplex is a new indoor baseball/softball training facility being built at Cabin John Regional Park in Montgomery County. It will include 5 high quality coin operated batting cages, a multi-use synthetic surfaced training area to accommodate lessons, team rentals and games, equipment storage, restrooms with showers and lockers, and a mezzanine space for two offices, a party room, and observation deck. The facility will be available year round for use by private or public organizations for aerobics, basketball, corporate team building and indoor sports. From November through March the facility will also be used for baseball training clinics and games.”

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Table S1 Page 1.....Q.S1) Which of the following sports do you coach?

Table S1A Page 2.....Q.S1A) Which of the following types of teams do you manage? (High School)

Table S1B Page 3.....Q.S1B) Which of the following types of teams do you manage? (Other Team/League)

Table S2 Page 4.....Q.S2) Do you manage one team or more than one team?

Table S3 Page 5.....Q.S3) Do you control any of the budget for renting practice facilities for your team?

Table 1 Page 6.....Q.1) When you think of indoor recreation centers or training facilities for baseball, softball, or lacrosse in the local area, what are some of the places that come to mind? (Unaided)

Table 1A Page 7.....Total Awareness
Q.1) When you think of indoor recreation centers or training facilities for baseball, softball, or lacrosse in the local area, what are some of the places that come to mind?
Q.4) Have you ever heard of...?

Table 2 Page 9.....Q.2) In the past year, has your team used any local recreation centers or indoor training facilities for practicing?

Table 3 Page 10.....Q.3) Which recreation centers or indoor training facilities has your team used in the past year? (Unaided)

Table 3A Page 11.....Total Usage
Q.3) Which recreation centers or indoor training facilities has your team used in the past year?
Q.5) Has your team ever used...?

Table 6A Page 12.....Q.6A) What specifically does your team use (FACILITY) for? (Total Responses across all facilities)

Table 6C Page 14.....Q.6C) Approximately how much do you spend ANNUALLY at (FACILITY) for your team? (Sum across all facilities)

Table 7 Page 16.....Q.7) Concept Appeal (10=Very appealing, 1=Not at all appealing)

Table 8 Page 17.....Q.8) Assuming peak season fees for the Cabin John Sportsplex range from \$100 to \$175 per hour on weekdays and from \$125 to \$175 per hour on weekends, how likely would you be to rent time in this facility for your team?
Q.7A) How likely would you personally be to use the batting cages at the Cabin John Sportsplex?

Table 9.1 Page 18.....Q.9) Why do you say that? (Response to Q.8 - Total Responses)

Table 9.2 Page 20.....Q.9) Why do you say that? (Response to Q.8 - Definitely/Probably would use)

Table 9.3 Page 21.....Q.9) Why do you say that? (Response to Q.8 - Might or might not use)

Table 9.4 Page 22.....Q.9) Why do you say that? (Response to Q.8 - Definitely/Probably would not use)

Table 10 Page 23.....Q.10) What specifically would your team use this new facility for?

Table 11 Page 24.....Q.11) What percentage of your teams would use this facility?

Table 12 Page 25.....Q.12) Approximately how much would you spend ANNUALLY at this new facility for your team?

Table 13 Page 27.....Q.13) Would you use this new facility INSTEAD OF or IN ADDITION to these other facilities?

Table 14 Page 28.....Q.14) Would you be most likely to use the Cabin John Sportsplex during the week (Monday through Friday) or on the weekend?

Table 15 Page 29.....Q.15) Which of the following times would your team use this new facility?

Table 16A Page 30.....Q.16A) How often do you think your team would use this new facility from April through October for BASEBALL?

Table 16B Page 31.....Q.16B) How often do you think your team would use this new facility from April through October for SOFTBALL?

ATTACHMENT
-A



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Table 16C Page 32.....Q.16C) How often do you think your team would use this new facility from April through October for LACROSSE?

Table 17A Page 33.....Q.17A) How often do you think your team would use this new facility from November through March for BASEBALL?

Table 17B Page 34.....Q.17B) How often do you think your team would use this new facility from November through March for SOFTBALL?

Table 17C Page 35.....Q.17C) How often do you think your team would use this new facility from November through March for LACROSSE?

Table 18 Page 36.....Q.18) How likely would you be to advise your team members to use the Cabin John Sportsplex?

Table 19 Page 37.....Q.19) What specifically would your team use this new facility for? (Response to Q.18 - Definitely/Probably/Might use)

Table D2 Page 38.....Q.D2) And lastly, what is your position or title?

Table 21 Page 39.....Name of Team

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Q.S1) Which of the following sports do you coach?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Total Respondents	23 100.0%	10 100.0%	13 100.0%	32 100.0%
Men's Softball	-	-	-	5 15.6%
Woman's Softball	-	-	-	24 75.0%
Coed Softball	-	-	-	10 31.2%

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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Q.S1A) Which of the following types of teams do you manage? (High School)

	Organized Team		Individual	
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: MCPHS	10 100.0%	10 100.0%	-	-
Girls Softball	10 100.0%	10 100.0%	-	-
Boys Lacrosse	10 100.0%	10 100.0%	-	-
Girls Lacrosse	10 100.0%	10 100.0%	-	-
Boys Baseball	8 80.0%	8 80.0%	-	-
Boys Softball	6 60.0%	6 60.0%	-	-
Girls Baseball	6 60.0%	6 60.0%	-	-

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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Q.S1B) Which of the following types of teams do you manage? (Other Team/League)

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Non-MCPHS	13 100.0%	-	13 100.0%	-
Youth Baseball	11 84.6%	-	11 84.6%	-
Youth Softball	2 15.4%	-	2 15.4%	-
Women's Softball	1 7.7%	-	1 7.7%	-
Men's Lacrosse	1 7.7%	-	1 7.7%	-
Women's Lacrosse	1 7.7%	-	1 7.7%	-

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the .95% level.
 Lower case letters indicate significance at the .90% level.

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Q.S2) Do you manage one team or more than one team?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Total Respondents	23 100.0%	10 100.0%	13 100.0%	32 100.0%
More than one team	17 73.9%	10 100.0%	7 53.8%	-
One team	6 26.1%	-	6 46.2%	-

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.



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Q.S3) Do you control any of the budget for renting practice facilities for your team?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Total Respondents	23 100.0%	10 100.0%	13 100.0%	32 100.0%
Yes	14 60.9%	5 50.0%	9 69.2%	-
No	9 39.1%	5 50.0%	4 30.8%	32 100.0%
				ABC

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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Q.1) When you think of indoor recreation centers or training facilities for baseball, softball, or lacrosse in the local area, what are some of the places that come to mind? (Unaided)

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Total Respondents	23 100.0%	10 100.0%	13 100.0%	32 100.0%
Derek Hacopian Baseball Academy (DHBA)	7 30.4% D	-	7 53.8% D	1 3.1%
Rockville SportsPlex	5 21.7%	2 20.0%	3 23.1%	6 18.8%
The Hitting Streak	3 13.0%	-	3 23.1%	3 9.4%
Soccer Plex	2 8.7%	1 10.0%	1 7.7%	-
Discovery Sports Center	1 4.3%	-	1 7.7%	-
Hitter's Park	1 4.3%	-	1 7.7%	1 3.1%
Fairland Rec Center	1 4.3%	-	1 7.7%	-
Germantown Soccer Plex	1 4.3%	-	1 7.7%	-
Four Seasons	-	-	-	1 3.1%
Olney	-	-	-	1 3.1%
Corner Kick	-	-	-	1 3.1%
Gunpowder	-	-	-	1 3.1%
Dk/Refused	11 47.8%	7 70.0% C	4 30.8%	22 68.8% C

Comparison Groups: BCD/AD
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

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Total Awareness

Q.1) When you think of indoor recreation centers or training facilities for baseball, softball, or lacrosse in the local area, what are some of the places that come to mind?
Q.4) Have you ever heard of...?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Total Respondents	23 100.0%	10 100.0%	13 100.0%	32 100.0%
Rockville SportsPlex	19 82.6% D	10 100.0% CD	9 69.2%	16 50.0%
The Hitting Streak	16 69.6% D	4 40.0%	12 92.3% BD	14 43.8%
Derek Hacopian Baseball Academy (DHBA)	16 69.6% D	4 40.0%	12 92.3% BD	6 18.8%
Discovery Sports Center	15 65.2% D	6 60.0% D	9 69.2% D	7 21.9%
Hitter's Park	5 21.7%	-	5 38.5%	5 15.6%
Soccer Plex	2 8.7%	1 10.0%	1 7.7%	-
Fairland Rec Center	1 4.3%	-	1 7.7%	-
Germantown Soccer Plex	1 4.3%	-	1 7.7%	-
The Batting Cage	1 4.3%	1 10.0%	-	-
Keith & Sons Landscaping Warehouse	1 4.3%	-	1 7.7%	-
Owings Mill Sports Arena	1 4.3%	-	1 7.7%	-

Comparison Groups: BCD/AD
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

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Cabin John Sportsplex Research

Total Awareness

Q.1) When you think of indoor recreation centers or training facilities for baseball, softball, or lacrosse in the local area, what are some of the places that come to mind?
 Q.4) Have you ever heard of...?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Corner Kick	-	-	-	1 3.1%
Gunpowder	-	-	-	1 3.1%
Tilden Woods	-	-	-	1 3.1%
Four Seasons	-	-	-	1 3.1%
Olney	-	-	-	1 3.1%

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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Q.2) In the past year, has your team used any local recreation centers or indoor training facilities for practicing?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Total Respondents	23 100.0%	10 100.0%	13 100.0%	32 100.0%
Yes	11 47.8%	2 20.0%	9 69.2% BD	9 28.1%
No	11 47.8%	7 70.0% C	4 30.8%	23 71.9% aC
Dk/Refused	1 4.3%	1 10.0%	-	-

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.



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Q.3) Which recreation centers or indoor training facilities has your team used in the past year? (Unaided)

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Have used a facility	11 100.0%	2 100.0%	9 100.0%	9 100.0%
Derek Hacopian Baseball Academy (DHBA)	5 45.5% d	-	5 55.6% D	1 11.1%
Rockville SportsPlex	3 27.3%	-	3 33.3%	2 22.2%
The Hitting Streak	2 18.2%	-	2 22.2%	3 33.3%
Hitter's Park	1 9.1%	-	1 11.1%	1 11.1%
Discovery Sports Center	1 9.1%	-	1 11.1%	-
The Batting Cage	1 9.1%	1 50.0%	-	-
Keith & Sons Landscaping Warehouse	1 9.1%	-	1 11.1%	-
Owings Mill Sports Arena	1 9.1%	-	1 11.1%	-
Four Seasons	-	-	-	1 11.1%
Tilden Woods	-	-	-	1 11.1%
Dk/Refused	2 18.2%	1 50.0%	1 11.1%	2 22.2%

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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Cabin John Sportsplex Research

Total Usage

Q.3) Which recreation centers or indoor training facilities has your team used in the past year?
 Q.5) Has your team ever used...?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Total Respondents	23 100.0%	10 100.0%	13 100.0%	32 100.0%
Derek Hacopian Baseball Academy (DHBA)	11 47.8% D	1 10.0%	10 76.9% BD	2 6.2%
The Hitting Streak	9 39.1%	2 20.0%	7 53.8% bd	8 25.0%
Rockville SportsPlex	5 21.7%	2 20.0%	3 23.1%	6 18.8%
Discovery Sports Center	3 13.0%	1 10.0%	2 15.4%	1 3.1%
Hitter's Park	2 8.7%	-	2 15.4%	3 9.4%
The Batting Cage	1 4.3%	1 10.0%	-	-
Keith & Sons Landscaping Warehouse	1 4.3%	-	1 7.7%	-
Owings Mill Sports Arena	1 4.3%	-	1 7.7%	-
Four Seasons	-	-	-	1 3.1%
Tilden Woods	-	-	-	1 3.1%

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

162

Cabin John Sportsplex Research

Q.6A) What specifically does your team use (FACILITY) for? (Total Responses across all facilities)

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Use facility	14 100.0%	2 100.0%	12 100.0%	12 100.0%
Batting cages/machines	8 57.1%	2 100.0% CD	6 50.0%	4 33.3%
Batting/hitting practice	5 35.7%	-	5 41.7%	5 41.7%
Throwing/pitching practice	4 28.6%	-	4 33.3%	-
Fielding practice	2 14.3%	-	2 16.7%	-
Winter workouts/drills	2 14.3%	-	2 16.7%	1 8.3%
Clinics/lessons	1 7.1%	-	1 8.3%	-
Don't use it anymore	1 7.1%	-	1 8.3%	-
Lacrosse practice/games	1 7.1%	-	1 8.3%	-
Basketball	-	-	-	4 33.3%
Summer Camp	-	-	-	1 8.3%
Outdoor facilities	-	-	-	1 8.3%
Baseball/softball	-	-	-	1 8.3%
Childrens' events	-	-	-	1 8.3%

Comparison Groups: BCD/AD
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

163

Cabin John Sportsplex Research

Q. 6A) What specifically does your team use (FACILITY) for? (Total Responses across all facilities)

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Misc.	1 7.1%	-	1 8.3%	-

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

14

Cabin John Sportsplex Research

Q.6C) Approximately how much do you spend ANNUALLY at (FACILITY) for your team? (Sum across all facilities)

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Use facility	14	2	17	14
	100.0%	100.0%	100.0%	100.0%
Valid N	7	1	8	11
Mean	3192.9	450.0	3650.0	140.0
Std. Dev.	D	d	f	
Std. Err.	2912.39	0.0	2902.24	159.48
	1100.78	0.0	1184.83	48.09
0	-	-	-	1
				7.1%
10	-	-	-	1
				7.1%
15	-	-	-	2
				14.3%
60	-	-	-	1
				7.1%
70	-	-	-	1
				7.1%
100	-	-	-	1
				7.1%
220	-	-	-	1
				7.1%
250	-	-	-	1
				7.1%
300	-	-	-	1
				7.1%
450	-	-	-	1
				7.1%
500	1	1	-	-
	7.1%	50.0%		
1500	1	-	1	1
	7.1%		8.3%	7.1%
1600	1	-	1	-
	7.1%		8.3%	
	1	-	1	-
	7.1%		8.3%	

Comparison Groups: BCD/AD
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

115

Cabin John Sportsplex Research

Q.6C) Approximately how much do you spend ANNUALLY at (FACILITY) for your team? (Sum across all facilities)

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
4300	1 7.1%	-	1 8.3%	-
6500	1 7.1%	-	1 8.3%	-
7500	1 7.1%	-	1 8.3%	-
Dk/Refused	7 50.0%	1 50.0%	6 50.0%	3 21.4%

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

16

Q.7) Concept Appeal (10=Very appealing, 1=Not at all appealing)

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Total Respondents	23 100.0%	10 100.0%	13 100.0%	32 100.0%
Very appealing (10)	6 26.1%	2 20.0%	4 30.8%	16 50.0% ab
(9)	3 13.0%	1 10.0%	2 15.4%	1 3.1%
(8)	5 21.7%	3 30.0%	2 15.4%	7 21.9%
(7)	2 8.7%	1 10.0%	1 7.7%	3 9.4%
(6)	-	-	-	1 3.1%
(5)	1 4.3%	-	1 7.7%	3 9.4%
(4)	2 8.7%	1 10.0%	1 7.7%	-
(3)	-	-	-	1 3.1%
Not at all appealing (1)	3 13.0%	1 10.0%	2 15.4%	-
Top 4 Box (7-10)	16 69.6%	7 70.0%	9 69.2%	27 84.4%
Bottom 3 Box (1-3)	3 13.0%	1 10.0%	2 15.4%	1 3.1%
Dk/Refused	1 4.3%	1 10.0%	-	-
Valid N	22	9	13	32
Mean	7.1	7.2	7.1	8.4
Std. Dev.	3.09	2.95	3.30	ac
Std. Error	0.66	0.98	0.92	1.95 0.34

Comparison Groups: BCD/AD
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

191

Cabin John Sportsplex Research

Q.8) Assuming peak season fees for the Cabin John Sportsplex range from \$100 to \$175 per hour on weekdays and from \$125 to \$175 per hour on weekends, how likely would you be to rent time in this facility for your team?
Q.7A) How likely would you personally be to use the batting cages at the Cabin John Sportsplex?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Total Respondents	23 100.0%	10 100.0%	13 100.0%	32 100.0%
Definitely would (5)	3 13.0%	-	3 23.1%	7 21.9%
Probably would (4)	2 8.7%	-	2 15.4%	17 53.1%
Might or might not (3)	5 21.7%	2 20.0%	3 23.1%	6 18.8%
Probably would not (2)	4 17.4%	2 20.0%	2 15.4%	2 6.2%
Definitely would not (1)	8 34.8%	6 60.0%	2 15.4%	-
Top 2 Box (4-5)	5 21.7%	-	5 38.5%	24 75.0%
Bottom 2 Box (1-2)	12 52.2%	8 80.0%	4 30.8%	2 6.2%
Dk/Refused	1 4.3%	-	1 7.7%	-
Valid N	22	10	12	32
Mean	2.5	1.6	3.2	3.9
Std. Dev.	1.44	0.84	1.47	0.82
Std. Error	0.31	0.27	0.42	0.14

Comparison Groups: BCD/AD
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

189

Cabin John Sportsplex Research

Q.9) Why do you say that? (Response to Q.8 - Total Responses)

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Total Respondents	23 100.0%	10 100.0%	13 100.0%	32 100.0%
Price	6 26.1%	3 30.0%	3 23.1%	-
Location/convenience	3 13.0%	-	3 23.1%	10 31.2% a
Lack of budget	3 13.0%	3 30.0%	-	-
Don't need it	2 8.7%	2 20.0%	-	2 6.2%
Availability	2 8.7%	-	2 15.4%	1 3.1%
Only place offering infield drills/no other facility like it	2 8.7%	-	2 15.4%	2 6.2%
Rules prohibit use	2 8.7%	2 20.0%	-	-
Depends team by team	1 4.3%	-	1 7.7%	-
Depends	1 4.3%	1 10.0%	-	-
It would be over subscribed	1 4.3%	-	1 7.7%	-
It would be a phenomenal opportunity for the community	1 4.3%	-	1 7.7%	-
Don't like/use batting cages	-	-	-	2 6.2%
Use Cabin John already	-	-	-	4 12.5%

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

169

Cabin John Sportsplex Research

Q.9) Why do you say that? (Response to Q.8 - Total Responses)

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Depends on what price is	-	-	-	3 9.4%
Sounds good/curious	-	-	-	2 6.2%
Inside facility needed during bad weather	-	-	-	4 12.5%
To try it out	-	-	-	4 12.5%
Misc.	2 8.7%	-	2 15.4%	-
Dk/Refused	-	-	-	1 3.1%

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

170

Q.9) Why do you say that? (Response to Q.8 - Definitely/Probably would use)

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Definitely/Probably would use	5 100.0%	-	5 100.0%	24 100.0%
Only place offering infield drills/no other facility like it	2 40.0%	-	2 40.0%	2 8.3%
Availability	1 20.0%	-	1 20.0%	1 4.2%
It would be over subscribed	1 20.0%	-	1 20.0%	-
It would be a phenomenal opportunity for the community	1 20.0%	-	1 20.0%	-
Don't like/use batting cages	-	-	-	1 4.2%
Location/convenience	-	-	-	8 33.3%
Use Cabin John already	-	-	-	3 12.5%
Sounds good/curious	-	-	-	2 8.3%
Inside facility needed during bad weather	-	-	-	4 16.7%
To try it out	-	-	-	4 16.7%
Depends on what price is	-	-	-	1 4.2%
Misc.	1 20.0%	-	1 20.0%	-
Dk/Refused	-	-	-	1 4.2%

Comparison Groups: BCD/AD
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

(171)

Cabin John Sportsplex Research

Q.9) Why do you say that? (Response to Q.8 - Might or might not use)

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Might or might not use	5 100.0%	2 100.0%	3 100.0%	6 100.0%
Price	2 40.0%	1 50.0%	1 33.3%	-
Availability	1 20.0%	-	1 33.3%	-
Depends	1 20.0%	1 50.0%	-	-
Don't like/use batting cages	-	-	-	1 16.7%
Location/convenience	-	-	-	1 16.7%
Use Cabin John already	-	-	-	1 16.7%
Depends on what price is	-	-	-	2 33.3%
Don't need it	-	-	-	1 16.7%
Misc.	1 20.0%	-	1 33.3%	-

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

172

Q.9) Why do you say that? (Response to Q.8 - Definitely/Probably would not use)

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Definitely/Probably would not use	12 100.0%	8 100.0%	4 100.0%	2 100.0%
Price	4 33.3%	2 25.0%	2 50.0%	-
Location/convenience	3 25.0%	-	3 75.0%	1 50.0%
Lack of budget	3 25.0%	3 37.5%	-	-
Don't need it	2 16.7%	2 25.0%	-	1 50.0%
Rules prohibit use	2 16.7%	2 25.0%	-	-

Comparison Groups: BCD/AD
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.



Q.10) What specifically would your team use this new facility for?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Definitely/Probably/ Might use	100.0%	100.0%	100.0%	100.0%
Batting/hitting practice	60.0%	50.0%	62.5%	-
Batting cages/machines	20.0%	50.0%	12.5%	-
Fielding practice	20.0%	-	25.0%	-
Throwing/pitching practice	10.0%	-	12.5%	-
Infield	10.0%	-	12.5%	-
Outfield	10.0%	-	12.5%	-
Training	10.0%	-	12.5%	-
Lacrosse practice/games	10.0%	-	12.5%	-

Comparison Groups: BCD/AD
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Cabin John Sportsplex Research

Q.11) What percentage of your teams would use this facility?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Definitely/Probably/ Might use & have more than one team	7 100.0%	2 100.0%	5 100.0%	-
1% - 10%	2 28.6%	-	2 40.0%	-
11% - 20%	1 14.3%	1 50.0%	-	-
41% - 50%	1 14.3%	-	1 20.0%	-
100%	1 14.3%	-	1 20.0%	-
Dk/Refused	2 28.6%	1 50.0%	1 20.0%	-
Valid N	5	1	4	-
Mean	37.0	20.0	41.2	-
Std. Dev.	39.31	0.0	44.04	-
Std. Err.	17.58	0.0	22.02	-

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

(17A)

Cabin John Sportsplex Research

Q.12) Approximately how much would you spend ANNUALLY at this new facility for your team?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Definitely/Probably/ Might use	10 100.0%	2 100.0%	8 100.0%	30 100.0%
Valid N	8	1	7	14
Mean	8431.2	1200.0	9464.3	150.5
Std. Dev.	D	D	D	
Std. Err.	13367.42	0.0	14089.32	141.17
	4726.10	0.0	5325.26	37.73
0	-	-	-	1 3.3%
12	-	-	-	1 3.3%
20	-	-	-	1 3.3%
50	-	-	-	1 3.3%
75	-	-	-	1 3.3%
100	-	-	-	3 10.0%
150	-	-	-	1 3.3%
200	-	-	-	2 6.7%
250	1 10.0%	-	1 12.5%	1 3.3%
350	-	-	-	1 3.3%
500	-	-	-	1 3.3%
1000	2 20.0%	-	2 25.0%	-
1200	1 10.0%	1 50.0%	-	-

Comparison Groups: BCD/AD
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

175

Cabin John Sportsplex Research

Q.12) Approximately how much would you spend ANNUALLY at this new facility for your team?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
4000	1 10.0%	-	1 12.5%	-
10000	2 20.0%	-	2 25.0%	-
40000	1 10.0%	-	1 12.5%	-
Dk/Refused	2 20.0%	1 50.0%	1 12.5%	16 53.3% AC

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

198

Cabin John Sportplex Research

Q.13) Would you use this new facility INSTEAD OF or IN ADDITION to these other facilities?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Definitely/Probably/ Might use & use other rec center	9 100.0%	1 100.0%	8 100.0%	15 100.0%
Instead of other facilities	5 55.6%	-	5 62.5%	6 40.0%
In addition to other facilities	4 44.4%	1 100.0% CD	3 37.5%	5 33.3%
Dk/Refused	-	-	-	4 26.7%

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

181

Cabin John Sportsplex Research

Q.14) Would you be most likely to use the Cabin John Sportsplex during the week (Monday through Friday) or on the weekend?

	Organized Team		Individual	
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Definitely/Probably/ Might use	10 100.0%	2 100.0%	8 100.0%	30 100.0%
During the week (Mon-Fri)	3 30.0%	1 50.0%	2 25.0%	15 50.0%
Weekend	2 20.0%	-	2 25.0%	8 26.7%
Both	5 50.0%	1 50.0%	4 50.0%	7 23.3%

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

187

Q.15) Which of the following times would your team use this new facility?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Definitely/Probably/ Might use	10 100.0%	2 100.0%	8 100.0%	30 100.0%
Morning (6am to 11am)	2 20.0%	-	2 25.0%	9 30.0%
Afternoon (11am to 4pm)	3 30.0%	1 50.0%	2 25.0%	8 26.7%
Early evening (4pm to 8pm)	9 90.0%	2 100.0%	7 87.5%	12 40.0%
Late evening (After 8pm)	2 20.0%	-	2 25.0%	7 23.3%
Dk/Refused	-	-	-	3 10.0%

Comparison Groups: BCD/AD
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

183

Cabin John Sportsplex Research

Q.16A) How often do you think your team would use this new facility from April through October for BASEBALL?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Definitely/Probably/ Might use & Coach Sport	9 100.0%	2 100.0%	7 100.0%	-
Every day	1 11.1%	-	1 14.3%	-
Once per week	2 22.2%	1 50.0%	1 14.3%	-
Once per month	3 33.3%	-	3 42.9%	-
Less often	2 22.2%	-	2 28.6%	-
Dk/Refused	1 11.1%	1 50.0%	-	-

Comparison Groups: BCD/AD
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

184

Cabin John Sportsplex Research

Q.16B) How often do you think your team would use this new facility from April through October for SOFTBALL?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Definitely/Probably/ Might use & Coach Sport	4 100.0%	2 100.0%	2 100.0%	30 100.0%
Several times per week	-	-	-	1 3.3%
Once per week	-	-	-	7 23.3%
2-3 times per month	1 25.0%	1 50.0%	-	12 40.0%
Once per month	1 25.0%	-	1 50.0%	6 20.0%
Less often	-	-	-	2 6.7%
Never	-	-	-	1 3.3%
Dk/Refused	2 50.0%	1 50.0%	1 50.0%	1 3.3%

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

185

Q.16C) How often do you think your team would use this new facility from April through October for LACROSSE?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Definitely/Probably/ Might use & Coach Sport	3 100.0%	2 100.0%	1 100.0%	-
Once per week	2 66.7%	1 50.0%	1 100.0%	-
Dk/Refused	1 33.3%	1 50.0%	-	-

Comparison Groups: BCD/AD
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

198

Cabin John Sportsplex Research

Q.17A) How often do you think your team would use this new facility from November through March for BASEBALL?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Definitely/Probably/ Might use & Coach Sport	9 100.0%	2 100.0%	7 100.0%	-
Every day	1 11.1%	-	1 14.3%	-
Several times per week	1 11.1%	-	1 14.3%	-
Once per week	4 44.4%	1 50.0%	3 42.9%	-
2-3 times per month	1 11.1%	-	1 14.3%	-
Once per month	1 11.1%	-	1 14.3%	-
Dk/Refused	1 11.1%	1 50.0%	-	-

Comparison Groups: ECD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

187

Cabin John Sportsplex Research

Q.7B) How often do you think your team would use this new facility from November through March for SOFTBALL?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Definitely/Probably/ Might use & Coach Sport	4 100.0%	2 100.0%	2 100.0%	30 100.0%
Several times per week	-	-	-	5 16.7%
Once per week	1 25.0%	1 50.0%	-	8 26.7%
2-3 times per month	1 25.0%	-	1 50.0%	8 26.7%
Once per month	-	-	-	4 13.3%
Less often	-	-	-	2 6.7%
Never	-	-	-	2 6.7%
Dk/Refused	2 50.0%	1 50.0%	1 50.0%	1 3.3%

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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Cabin John Sportsplex Research

Q.17C) How often do you think your team would use this new facility from November through March for LACROSSE?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Definitely/Probably/ Might use & Coach Sport	3 100.0%	2 100.0%	1 100.0%	-
Several times per week	1 33.3%	-	1 100.0%	-
Once per week	1 33.3%	1 50.0%	-	-
Dk/Refused	1 33.3%	1 50.0%	-	-

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

(189)

Q.18) How likely would you be to advise your team members to use the Cabin John Sportsplex?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Total Respondents	23	10	13	32
	100.0%	100.0%	100.0%	100.0%
Definitely would (5)	-	-	-	17
				53.1%
Probably would (4)	-	-	-	12
				37.5%
Might or might not (3)	-	-	-	2
				6.2%
Top 2 Box (4-5)	-	-	-	29
				90.6%
Dk/Refused	-	-	-	1
				3.1%
Valid N	-	-	-	31
Mean				4.5
Std. Dev.				0.63
Std. Error				0.11

Comparison Groups: BCD/AD
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

(19)

Cabin John Sportsplex Research

Q.19) What specifically would your team use this new facility for? (Response to Q.18 - Definitely/Probably/Might use)

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Definitely/Probably/Might use	-	-	-	31 100.0%
Batting/hitting practice	-	-	-	14 45.2%
Batting cages/machines	-	-	-	11 35.5%
Fielding practice	-	-	-	2 6.5%
Clinics/lessons	-	-	-	1 3.2%
Winter workouts/drills	-	-	-	1 3.2%
Training	-	-	-	1 3.2%
Baseball/softball	-	-	-	6 19.4%
Dk/Refused	-	-	-	1 3.2%

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Cabin John Sportsplex Research

Q.D2) And lastly, what is your position or title?

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Total Respondents	23 100.0%	10 100.0%	13 100.0%	32 100.0%
Athletic Director	10 43.5%	10 100.0%	-	-
Commissioner	3 13.0%	-	3 23.1%	-
Coach	3 13.0%	-	3 23.1%	-
Manager	3 13.0%	-	3 23.1%	-
Coordinator	2 8.7%	-	2 15.4%	-
President	1 4.3%	-	1 7.7%	-
League representative	1 4.3%	-	1 7.7%	-

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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Cabin John Sportsplex Research

Name of Team

Name of Team	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Base: Total Respondents	23 100.0%	10 100.0%	13 100.0%	32 100.0%
Adu Hawks	-	-	-	1 3.1%
Aepco Impact	-	-	-	1 3.1%
Albert Einstein	1 4.3%	1 10.0%	-	-
Burtonsville Athletic Association	2 8.7%	-	2 15.4%	-
California Tortilla	-	-	-	1 3.1%
Chevy Chase High School	1 4.3%	1 10.0%	-	-
Chico's Bail Bonds	-	-	-	1 3.1%
Col. Zadok Magruder	1 4.3%	1 10.0%	-	-
Cornwell Electric	-	-	-	1 3.1%
Curmudgeons	-	-	-	1 3.1%
Danny's	-	-	-	1 3.1%
D-MAX	-	-	-	1 3.1%
Falcons	-	-	-	1 3.1%

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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Cabin John Sportsplex Research

Name of Team

Name of Team	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Gaithersburg High School	1 4.3%	1 10.0%	-	-
Gaithersburg Railers Baseball Club	3 13.0%	-	23.1%	-
Germantown Athletic Club	1 4.3%	-	7.7%	-
Germantown Athletic White	1 4.3%	-	7.7%	-
Hamel Commercial	-	-	-	1 3.1%
Jaguars	-	-	-	1 3.1%
Knights	-	-	-	1 3.1%
LIKE A FINE WINE	-	-	-	1 3.1%
Lwinet Flying Zucchini's	-	-	-	1 3.1%
Mamma Lucia	-	-	-	1 3.1%
Marshians	-	-	-	1 3.1%
May Tax Services	-	-	-	1 3.1%
Montgomery Blair High School	1 4.3%	1 10.0%	-	-
Montgomery County Baseball Association	1 4.3%	-	1 7.7%	-

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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Cabin John Sportsplex Research

Name of Team

Name of Team	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Northwest High School	1 4.3%	1 10.0%	-	-
Olney Boys & Girls Club	2 8.7%	-	2 15.4%	1 3.1%
Prime Time Yutes	-	-	-	1 3.1%
Purple Storm	-	-	-	1 3.1%
Rapid Permit Service	-	-	-	1 3.1%
Recko	-	-	-	1 3.1%
Richard Montgomery High School	1 4.3%	1 10.0%	-	-
Rockville Bennigans	-	-	-	1 3.1%
Shots	-	-	-	1 3.1%
Spicer Properties	-	-	-	1 3.1%
Stalag 13	-	-	-	1 3.1%
SYNECTech	-	-	-	1 3.1%
Takoma Park Youth Baseball	1 4.3%	-	1 7.7%	-
Taylor Trucking Allstars	-	-	-	1 3.1%

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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Cabin John Sportsplex Research

Name of Team

	Organized Team			Individual
	Total	MCPHS	Leagues	Total
	(A)	(B)	(C)	(D)
Ted's	-	-	-	2 6.2%
TGI FRIday	-	-	-	1 3.1%
The Relatives	-	-	-	1 3.1%
UMAC	1 4.3%	-	1 7.7%	-
Walt Whitman High School	1 4.3%	1 10.0%	-	-
Walter Johnson High School	1 4.3%	1 10.0%	-	-
Winston Churchill High School	1 4.3%	1 10.0%	-	-
Missing	1 4.3%	-	1 7.7%	-

Comparison Groups: BCD/AD
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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Cabin John Sportsplex Research

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Cabin John Sportsplex Research

Q.6A) What specifically does your team use (FACILITY) for?

	Organized Team					Individual				
	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr
Base: Use facility	9 100.0%	5 100.0%	11 100.0%	2 100.0%	3 100.0%	8 100.0%	6 100.0%	2 100.0%	3 100.0%	1 100.0%
Batting cages/machines	5 55.6%	2 40.0%	6 54.5%	1 50.0%	1 37.3%	4 50.0%	-	-	-	-
Batting/hitting practice	3 33.3%	2 40.0%	5 45.5%	1 50.0%	-	3 37.5%	-	1 50.0%	3 100.0%	-
Don't use it anymore	1 11.1%	-	-	-	-	-	-	-	-	-
Fielding practice	-	1 20.0%	1 9.1%	-	1 33.3%	-	-	-	-	-
Clinics/lessons	-	-	1 9.1%	-	-	-	-	-	-	-
Winter workouts/drills	-	-	2 18.2%	-	1 33.3%	-	1 16.7%	-	-	-
Basketball	-	-	-	-	-	-	4 66.7%	-	-	-
Summer Camp	-	-	-	-	-	-	-	1 50.0%	-	-
Outdoor facilities	-	-	-	-	-	-	-	-	-	1 100.0%
Throwing/pitching practice	-	2 40.0%	2 18.2%	-	-	-	-	-	-	-
Baseball/softball	-	-	-	-	-	1 12.5%	-	-	-	-
Childrens' events	-	-	-	-	-	-	1 16.7%	-	-	-
Lacrosse practice/games	-	1 20.0%	-	-	-	-	-	-	-	-
Misc.	1 11.1%	-	-	-	-	-	-	-	-	-

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Cabin John Sportsplex Research

Q.6B) Using a scale where 10 means "Completely Satisfied" and 1 means "Completely Dissatisfied", how satisfied are you overall with (FACILITY)?

	Organized Team					Individual				
	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr
Base: Use facility	9	5	11	2	3	8	6	2	3	1
Completely satisfied (10)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(9)	-	-	9.1%	-	-	12.5%	16.7%	-	-	-
(8)	-	20.0%	27.3%	-	33.3%	-	16.7%	-	33.3%	-
(7)	22.2%	-	36.4%	50.0%	33.3%	12.5%	50.0%	50.0%	66.7%	-
(6)	22.2%	-	-	50.0%	-	-	16.7%	-	-	-
(5)	-	-	9.1%	-	-	12.5%	-	-	-	-
(4)	-	-	9.1%	-	33.3%	25.0%	-	-	-	-
(3)	11.1%	20.0%	-	-	-	37.5%	-	50.0%	-	-
(2)	11.1%	-	-	-	-	-	-	-	-	-
Top 4 Box (7-10)	-	20.0%	-	-	-	-	-	-	-	-
Bottom 3 Box (1-3)	44.4%	20.0%	72.7%	100.0%	66.7%	25.0%	100.0%	50.0%	100.0%	-
Dk/Refused	11.1%	20.0%	-	-	-	-	-	-	-	-
Valid N	3	2	1	-	-	-	-	-	-	1
Mean	33.3%	40.0%	9.1%	-	-	-	-	-	-	100.0%
Std. Dev.	6	3	10	2	3	8	6	2	3	-
Std. Error	2.14	3.61	1.49	0.71	2.08	5.8	8.3	6.0	8.3	-
	0.87	2.08	0.47	0.50	1.20	2.19	1.03	2.83	0.58	0.33

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Cabir John Sportsplex Research

Q.6C) Approximately how much do you spend ANNUALLY at (FACILITY) for your team?

	Organized Team					Individual				
	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr
Base: Use facility	9	5	11	2	3	8	6	2	3	1
Valid N	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Mean	4	3	6	1	1	6	6	1	2	-
Std. Dev.	112.5	850.0	2450.0	1500.0	500.0	75.0	133.3	150.0	85.0	-
Std. Err.	143.61	606.22	2854.30	0.0	0.0	111.45	182.17	0.0	91.92	-
0	71.81	350.00	1165.26	0.0	0.0	45.50	74.37	0.0	65.00	-
10	2	-	-	-	-	-	-	-	-	-
15	22.2%	-	-	-	-	-	-	-	-	-
20	-	-	-	-	-	-	1	-	-	-
50	-	-	-	-	-	2	16.7%	-	-	-
60	-	-	-	-	-	25.0%	-	-	-	-
80	-	-	-	-	-	1	-	-	1	-
100	-	-	-	-	-	12.5%	-	-	33.3%	-
150	-	-	-	-	-	2	1	-	-	-
300	-	-	-	-	-	25.0%	16.7%	-	-	-
400	-	-	-	-	-	-	1	-	-	-
500	-	-	-	-	-	-	16.7%	-	-	-
1200	-	-	-	-	-	-	1	-	-	-
1500	-	-	-	-	-	-	16.7%	-	-	-
	1	1	-	-	-	-	1	50.0%	1	-
	11.1%	20.0%	-	-	-	-	-	-	33.3%	-
	1	-	1	-	-	1	-	-	-	-
	11.1%	-	9.1%	-	-	12.5%	-	-	-	-
	-	-	1	-	-	-	-	-	-	-
	-	-	9.1%	-	-	-	-	-	-	-
	-	-	1	-	1	-	1	-	-	-
	-	-	9.1%	-	33.3%	-	16.7%	-	-	-
	-	2	-	-	-	-	-	-	-	-
	-	40.0%	-	-	-	-	-	-	-	-
	-	-	1	1	-	-	-	-	-	-
	-	-	9.1%	50.0%	-	-	-	-	-	-

Cabin John Sportsplex Research

Q.6C) Approximately how much do you spend ANNUALLY at (FACILITY) for your team?

	Organized Team					Individual				
	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr
5000	-	-	1 9.1%	-	-	-	-	-	-	-
7000	-	-	1 9.1%	-	-	-	-	-	-	-
Dk/Refused	5 55.6%	2 40.0%	5 45.5%	1 50.0%	2 66.7%	2 25.0%	-	1 50.0%	1 33.3%	1 100.0%

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Cabin John Sportsplex Research

Q.6D) Why does you team use (FACILITY) instead of some other facility?

	Organized Team					Individual				
	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr
Base: Use facility	9 100.0%	5 100.0%	11 100.0%	2 100.0%	3 100.0%	8 100.0%	6 100.0%	2 100.0%	3 100.0%	1 100.0%
Location/convenience	4 44.4%	4 80.0%	6 54.5%	-	-	3 37.5%	1 16.7%	1 50.0%	-	-
Weather (need to go inside)	1 11.1%	-	-	-	-	-	-	-	-	-
Availability	1 11.1%	1 20.0%	3 27.3%	-	1 33.3%	-	2 33.3%	-	1 33.3%	-
Reputation/satisfaction/familiarity	1 11.1%	-	2 18.2%	-	-	-	-	-	-	-
Only indoor facility around	1 11.1%	-	-	-	-	1 12.5%	-	-	-	-
Don't use it anymore	1 11.1%	-	-	-	-	-	-	-	-	-
Quality of instruction	-	-	1 9.1%	-	-	-	-	-	-	-
Price	-	-	1 9.1%	-	-	-	-	-	-	-
More cages	-	-	-	-	-	1 12.5%	-	-	-	-
Basketball	-	-	-	-	-	-	1 16.7%	-	-	-
Quality of equipment	-	-	1 9.1%	-	-	1 12.5%	-	-	1 33.3%	-
Batting	-	-	-	-	-	1 12.5%	-	1 50.0%	-	-
Variety of machines	-	-	-	1 50.0%	-	-	-	-	-	-
That's where my league plays	-	-	-	-	-	-	2 33.3%	-	-	-
Misc.	-	1 20.0%	-	-	-	-	-	-	-	-



Cabin John Sportsplex Research

Q.6D) Why does your team use (FACILITY) instead of some other facility?

Dk/Refused	Organized Team					Individual				
	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr
	2 22.2%	-	-	1 50.0%	2 66.7%	1 12.5%	-	-	1 33.3%	1 100.0%

(1/25)

Q.6E) Does your team typically use (FACILITY) during the week (Monday thru Friday), or on the weekend, or both?

	Organized Team					Individual				
	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr
Base: Use facility	9 100.0%	5 100.0%	11 100.0%	2 100.0%	3 100.0%	8 100.0%	6 100.0%	2 100.0%	3 100.0%	1 100.0%
During the week	2 22.2%	2 40.0%	3 27.3%	1 50.0%	-	3 37.5%	1 16.7%	1 50.0%	1 33.3%	-
Weekend	3 33.3%	-	2 18.2%	-	-	-	2 33.3%	-	1 33.3%	-
Both	1 11.1%	3 60.0%	6 54.5%	1 50.0%	1 33.3%	4 50.0%	3 50.0%	-	-	-
Dk/Refused	3 33.3%	-	-	-	2 66.7%	1 12.5%	-	1 50.0%	1 33.3%	1 100.0%

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Q.6F) Which of the following times does your team use (FACILITY)?

	Organized Team					Individual				
	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr
Base: Use facility	9 100.0%	5 100.0%	11 100.0%	2 100.0%	3 100.0%	8 100.0%	6 100.0%	2 100.0%	3 100.0%	1 100.0%
Morning (6am to 11am)	-	1 20.0%	-	-	1 33.3%	1 12.5%	1 16.7%	-	1 33.3%	-
Afternoon (11am to 4pm)	4 44.4%	2 40.0%	3 27.3%	-	1 33.3%	2 25.0%	1 16.7%	-	-	-
Early Evening (4pm to 8pm)	3 33.3%	3 60.0%	10 90.9%	2 100.0%	1 33.3%	4 50.0%	2 33.3%	1 50.0%	1 33.3%	-
Late Evening (After 8pm)	-	1 20.0%	4 36.4%	-	1 33.3%	-	4 66.7%	-	-	-
Dk/Refused	3 33.3%	-	1 9.1%	-	1 33.3%	2 25.0%	-	1 50.0%	1 33.3%	1 100.0%

(105)

Cabin John Sportsplex Research

Q.6G) How often does your team use (FACILITY) for BASEBALL during PEAK SEASON?

	Organized Team					Individual				
	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr
Base: Use facility & Coach sport	8 100.0%	3 100.0%	11 100.0%	2 100.0%	3 100.0%	-	-	-	-	-
Every day	-	-	1 9.1%	-	-	-	-	-	-	-
Several times per week	1 12.5%	-	1 9.1%	1 50.0%	-	-	-	-	-	-
Once per week	2 25.0%	-	1 9.1%	-	-	-	-	-	-	-
2-3 times per month	-	-	4 36.4%	1 50.0%	-	-	-	-	-	-
Less often	1 12.5%	-	2 18.2%	-	-	-	-	-	-	-
Never	1 12.5%	2 66.7%	1 9.1%	-	2 66.7%	-	-	-	-	-
Dk/Refused	3 37.5%	1 33.3%	1 9.1%	-	1 33.3%	-	-	-	-	-

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Cabin John Sportsplex Research

Q.6G) How often does your team use (FACILITY) for SOFTBALL during PEAK SEASON?

	Organized Team					Individual				
	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr
Base: Use facility & Coach sport	3 100.0%	2 100.0%	3 100.0%	1 100.0%	1 100.0%	8 100.0%	6 100.0%	2 100.0%	3 100.0%	1 100.0%
Once per week	-	-	-	-	-	-	4 66.7%	-	-	-
2-3 times per month	-	-	1 33.3%	-	-	3 37.5%	1 16.7%	1 50.0%	1 33.3%	-
Less often	-	-	-	-	-	4 50.0%	1 16.7%	1 50.0%	-	-
Never	1 33.3%	-	1 33.3%	1 100.0%	-	-	-	-	2 66.7%	-
Dk/Refused	2 66.7%	2 100.0%	1 33.3%	-	1 100.0%	1 12.5%	-	-	-	1 100.0%

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Cabin John Sportsplex Research

Q.6G) How often does your team use (FACILITY) for LACROSSE during PEAK SEASON?

	Organized Team					Individual				
	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr
Base: Use facility & Coach sport	2 100.0%	3 100.0%	1 100.0%	-	1 100.0%	-	-	-	-	-
Several times per week	-	1 33.3%	-	-	-	-	-	-	-	-
Never	1 50.0%	1 33.3%	-	-	-	-	-	-	-	-
Dk/Refused	1 50.0%	1 33.3%	1 100.0%	-	1 100.0%	-	-	-	-	-

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Q.6H) How often does your team use (FACILITY) for BASEBALL during OFF SEASON?

	Organized Team					Individual				
	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr
Base: Use facility & Coach sport	8 100.0%	3 100.0%	11 100.0%	2 100.0%	3 100.0%	-	-	-	-	-
Every day	-	-	1 9.1%	-	-	-	-	-	-	-
Several times per week	1 12.5%	1 33.3%	3 27.3%	1 50.0%	-	-	-	-	-	-
Once per week	-	1 33.3%	-	-	-	-	-	-	-	-
2-3 times per month	1 12.5%	-	3 27.3%	1 50.0%	-	-	-	-	-	-
Once per month	2 25.0%	-	-	-	1 33.3%	-	-	-	-	-
Less often	1 12.5%	-	2 18.2%	-	-	-	-	-	-	-
Never	-	-	1 9.1%	-	1 33.3%	-	-	-	-	-
Dk/Refused	3 37.5%	1 33.3%	1 9.1%	-	1 33.3%	-	-	-	-	-

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Q.6H) How often does your team use (FACILITY) for SOFTBALL during OFF SEASON?

	Organized Team					Individual				
	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr
Base: Use facility & Coach sport	3 100.0%	2 100.0%	3 100.0%	1 100.0%	1 100.0%	8 100.0%	6 100.0%	2 100.0%	3 100.0%	1 100.0%
2-3 times per month	-	-	-	-	-	-	1 16.7%	1 50.0%	2 66.7%	-
Once per month	-	-	-	-	-	2 25.0%	-	-	-	-
Less often	-	-	-	-	-	4 50.0%	2 33.3%	1 50.0%	-	-
Never	1 33.3%	-	2 66.7%	1 100.0%	-	1 12.5%	3 50.0%	-	1 33.3%	-
Dk/Refused	2 66.7%	2 100.0%	1 33.3%	-	1 100.0%	1 12.5%	-	-	-	1 100.0%

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Q.6H) How often does your team use (FACILITY) for LACROSSE during OFF SEASON?

	Organized Team					Individual				
	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr
Base: Use facility & Coach sport	2 100.0%	3 100.0%	1 100.0%	-	1 100.0%	-	-	-	-	-
Less often	-	1 33.3%	-	-	-	-	-	-	-	-
Never	1 50.0%	1 33.3%	-	-	-	-	-	-	-	-
Dk/Refused	1 50.0%	1 33.3%	1 100.0%	-	1 100.0%	-	-	-	-	-

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Q.6I) Do you ever meet as a team at (FACILITY)?

	Organized Team					Individual				
	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr	Hitting Streak	Rockville SportsPlx	DHBA	Hitter's Park	Discovery SportsCtr
Base: Use facility & Coach sport	-	-	-	-	-	8	6	2	3	1
Yes	-	-	-	-	-	100.0%	100.0%	100.0%	100.0%	100.0%
No	-	-	-	-	-	37.5%	50.0%	100.0%	66.7%	-
Dk/Refused	-	-	-	-	-	50.0%	50.0%	-	33.3%	-
						1	-	-	-	1
						12.5%				100.0%

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