

AQUATICS CENTER SURVEY

CITY OF MANHATTAN BEACH

PRESENTED BY
TIMOTHY McLARNEY PH.D.

2/1/2023

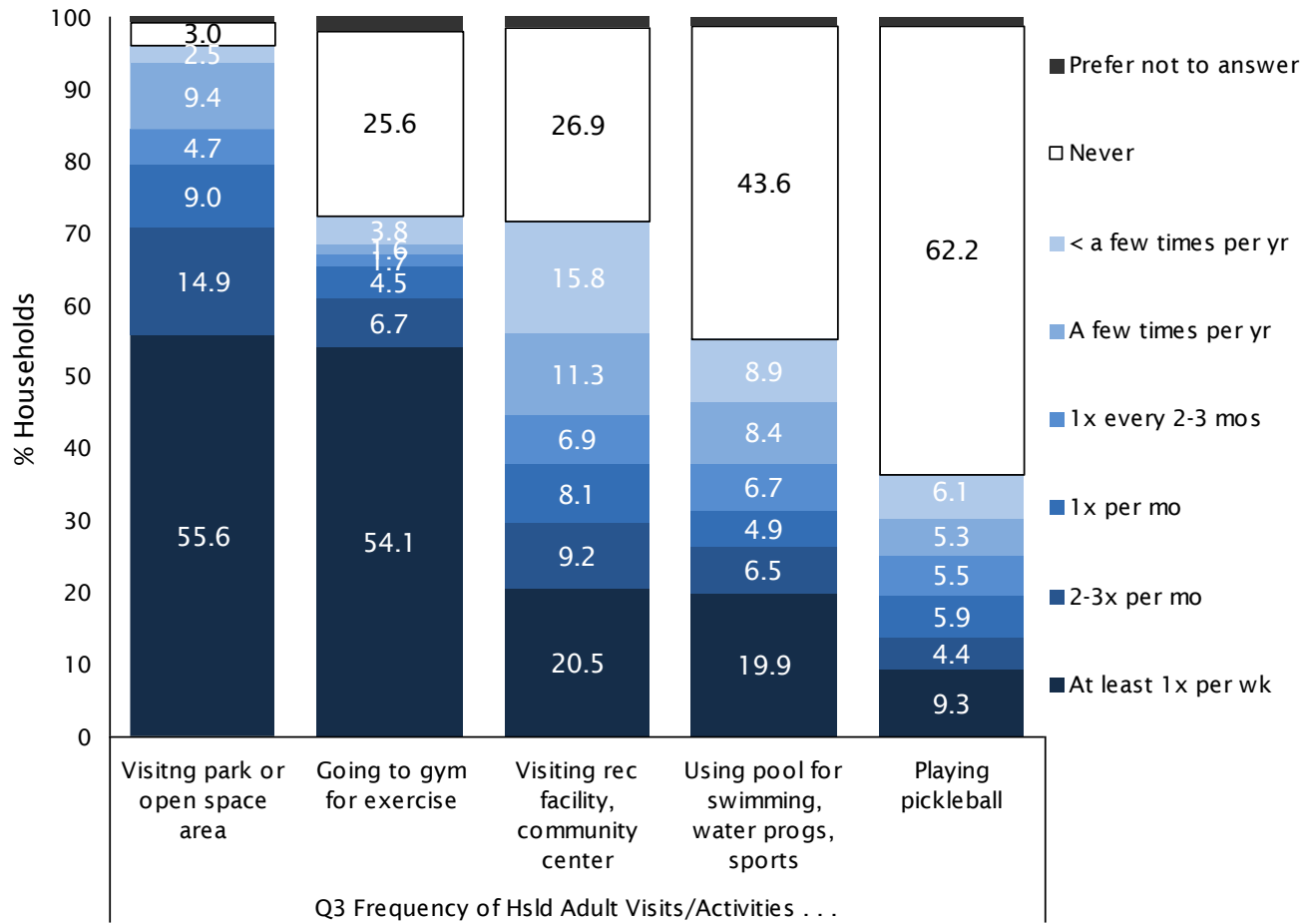




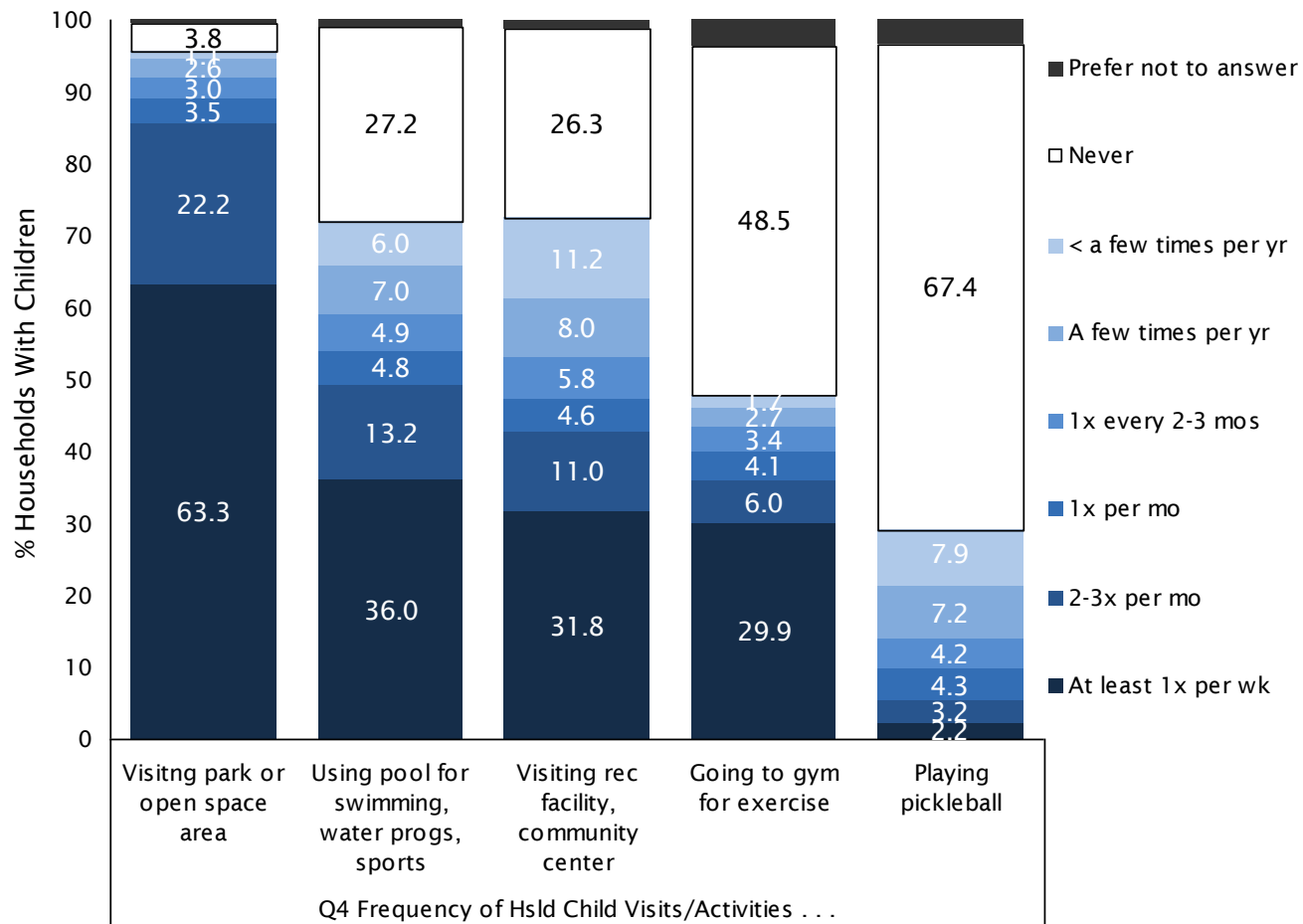
METHODOLOGY OF STUDY

- **How did we select residents to survey?**
 - Stratified Random Sampling of households in Manhattan Beach & monitor demographics to match Census
 - Ensures balanced, representative sample of households
- **How did we recruit participation?**
 - Personalized email, text and/or telephone
 - PINs to restrict access and ensure one complete per respondent
- **How were residents able to share their opinions?**
 - Secure, PIN-protected website
 - Telephone (land line or mobile)
- **What was the sample size?**
 - 574 completed household interviews
 - Overall margin of error of $\pm 4.1\%$ @ 95% level of confidence
- **When was the survey conducted?**
 - October 8th-16th, 2022

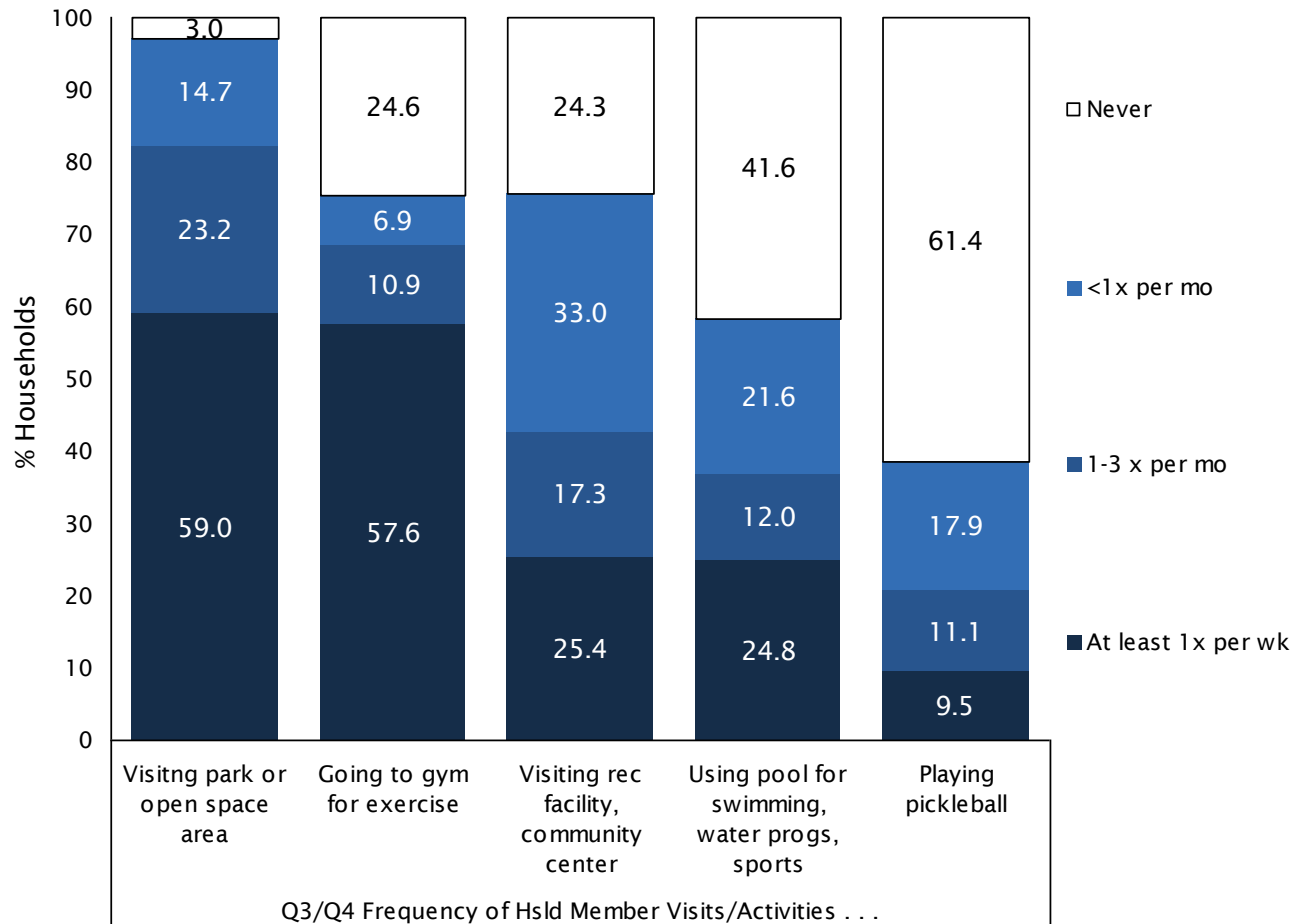
FREQUENCY OF ADULT ACTIVITIES



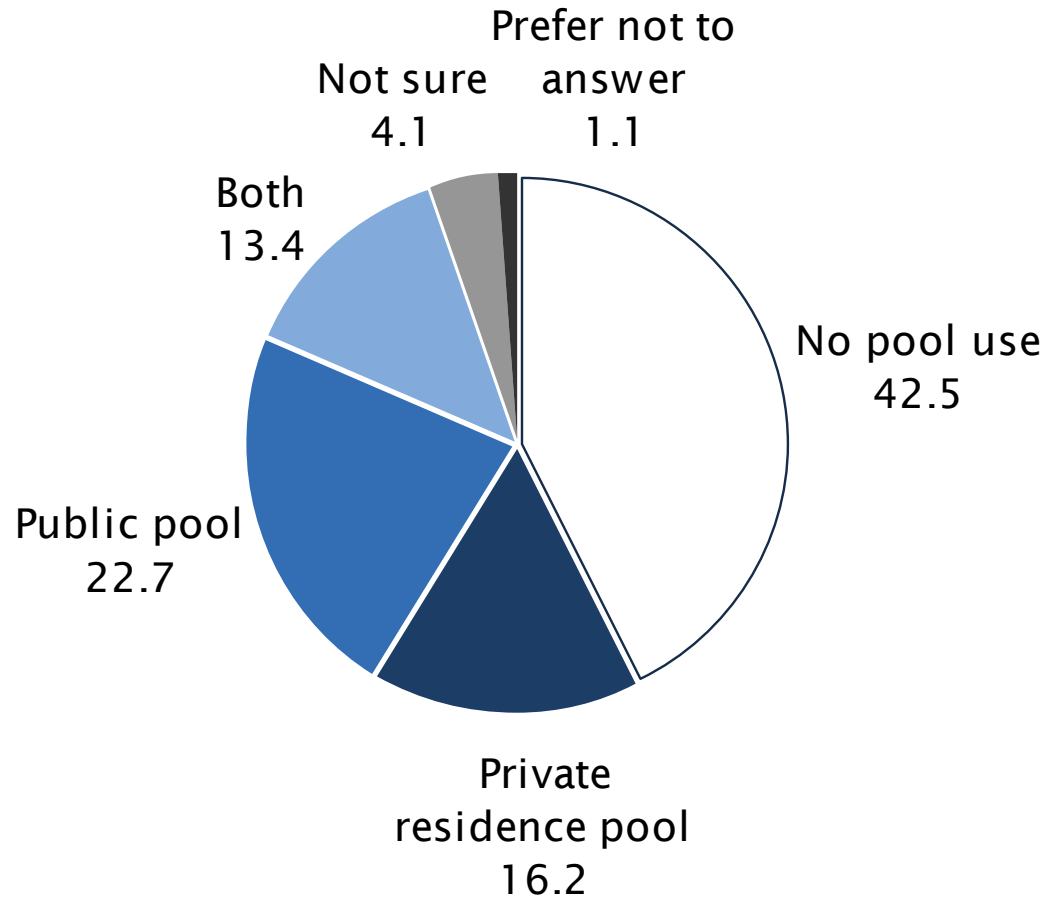
FREQUENCY OF CHILD/TEEN ACTIVITIES



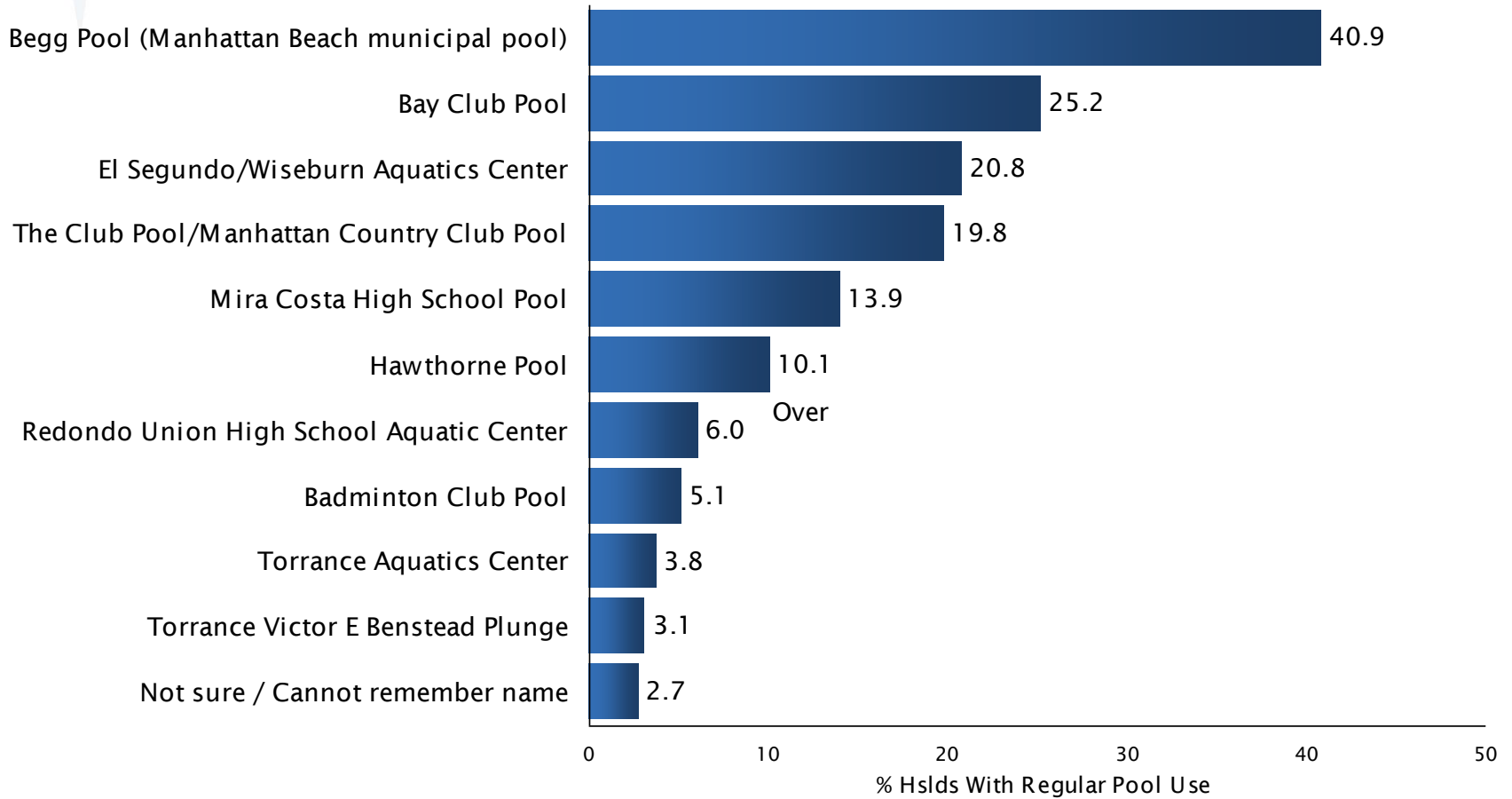
FREQUENCY OF HOUSEHOLD ACTIVITIES



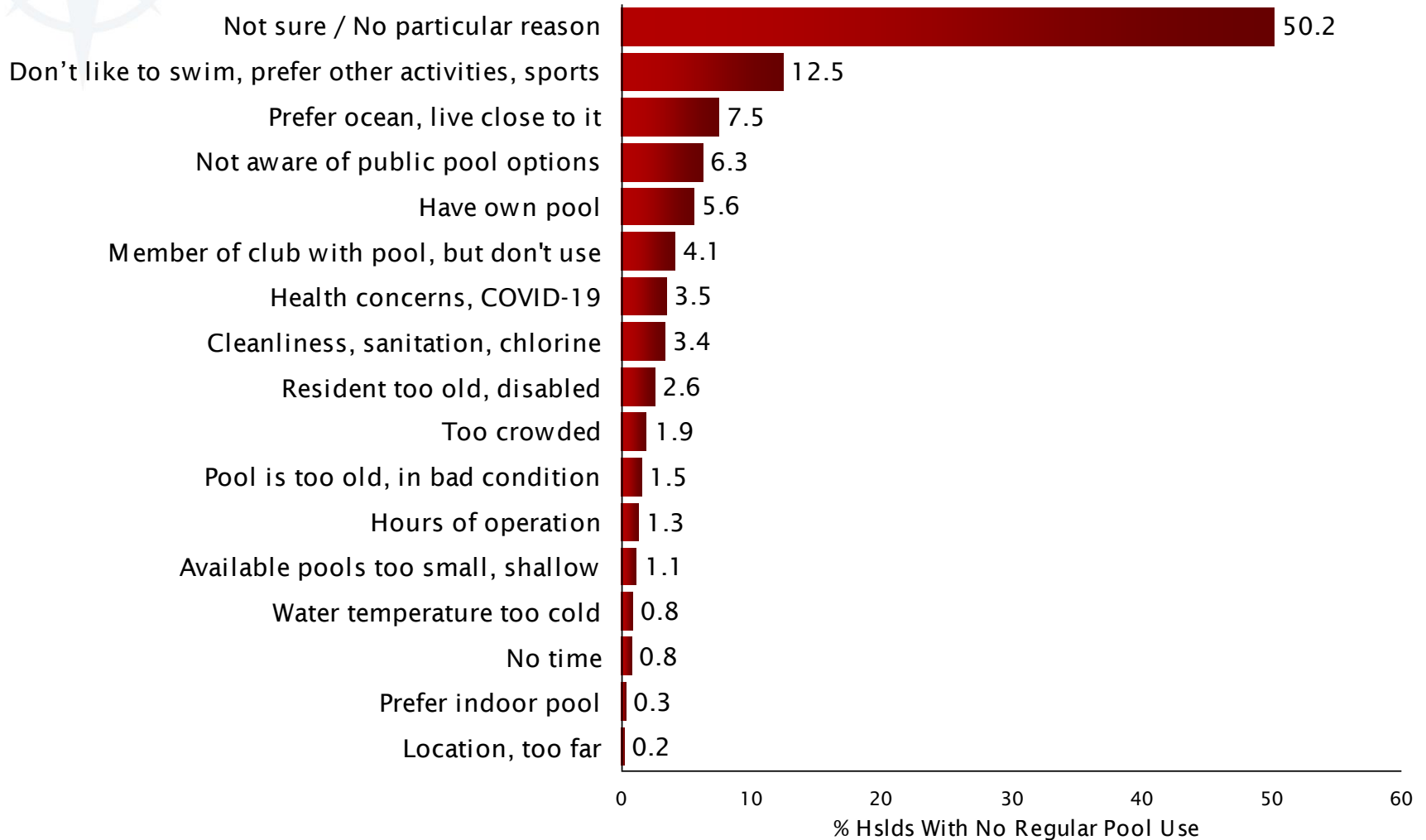
TYPES OF POOLS USED



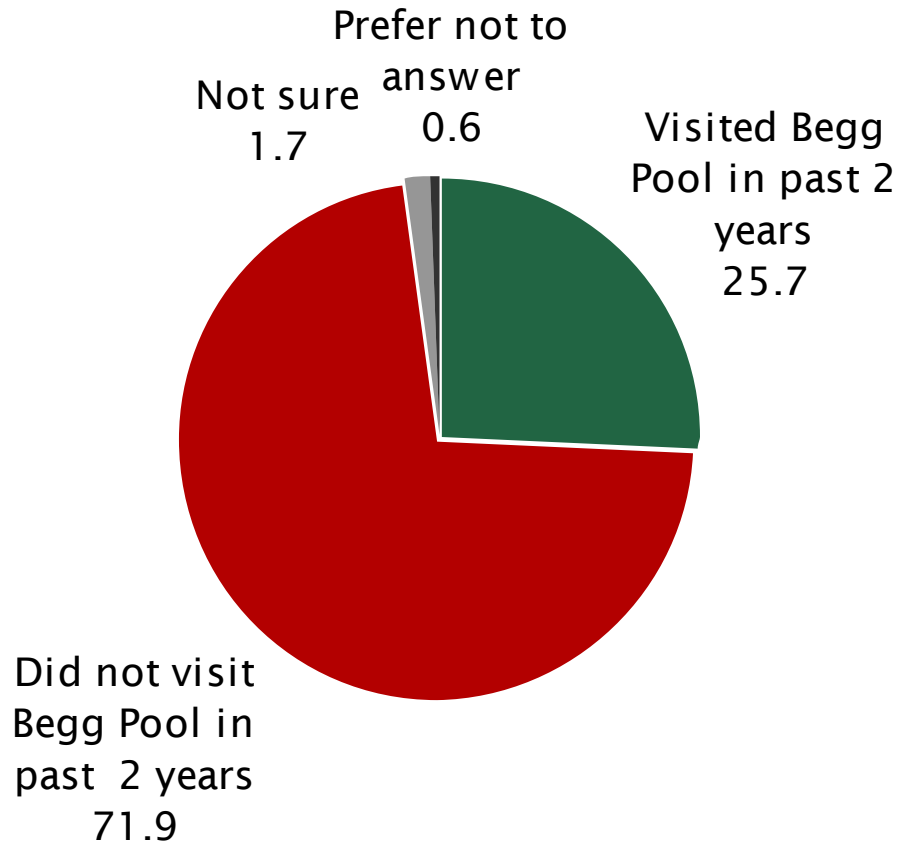
PUBLIC POOLS USED



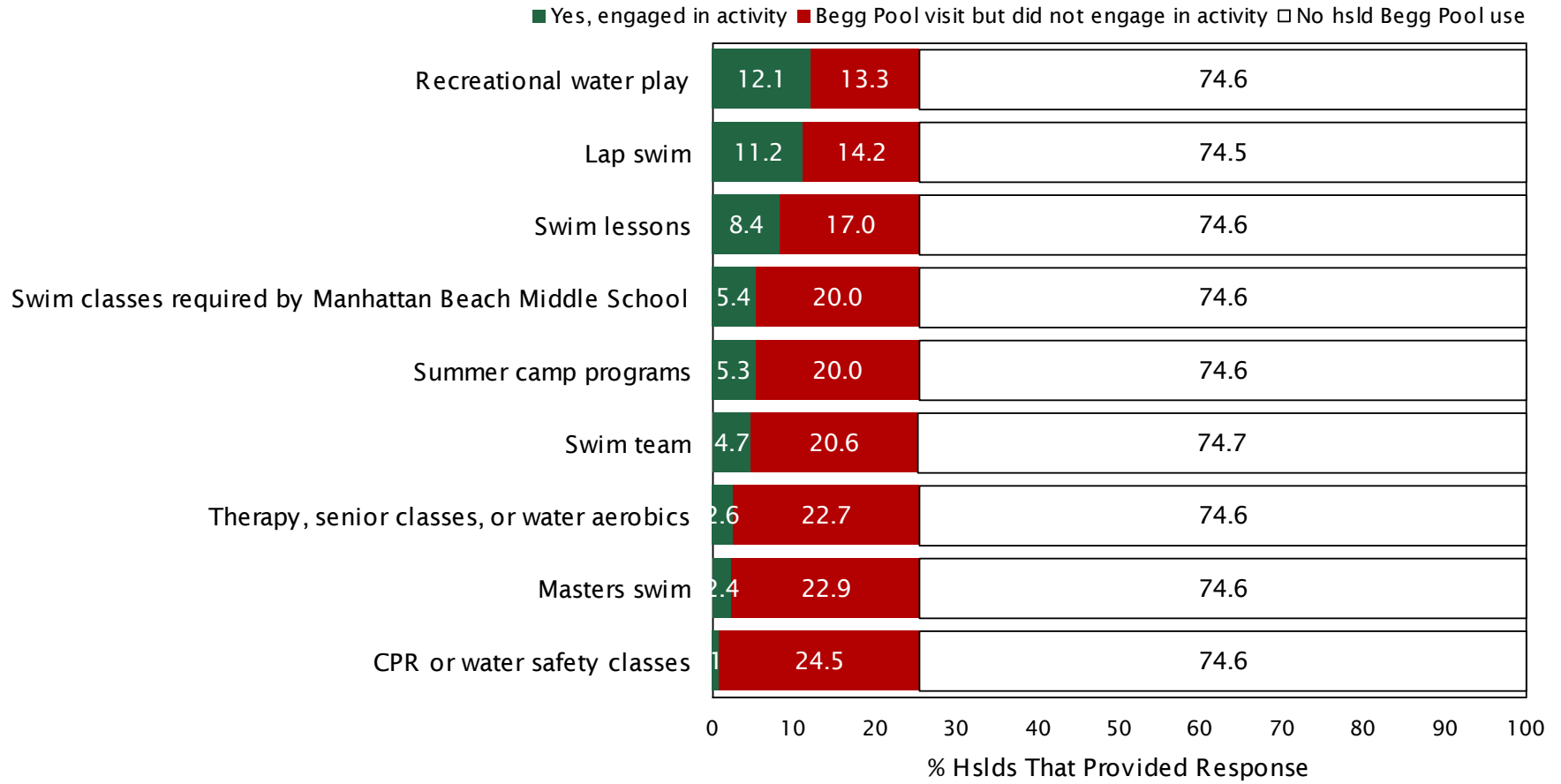
REASONS FOR NOT USING POOL



HOUSEHOLD VISITED BEGG POOL

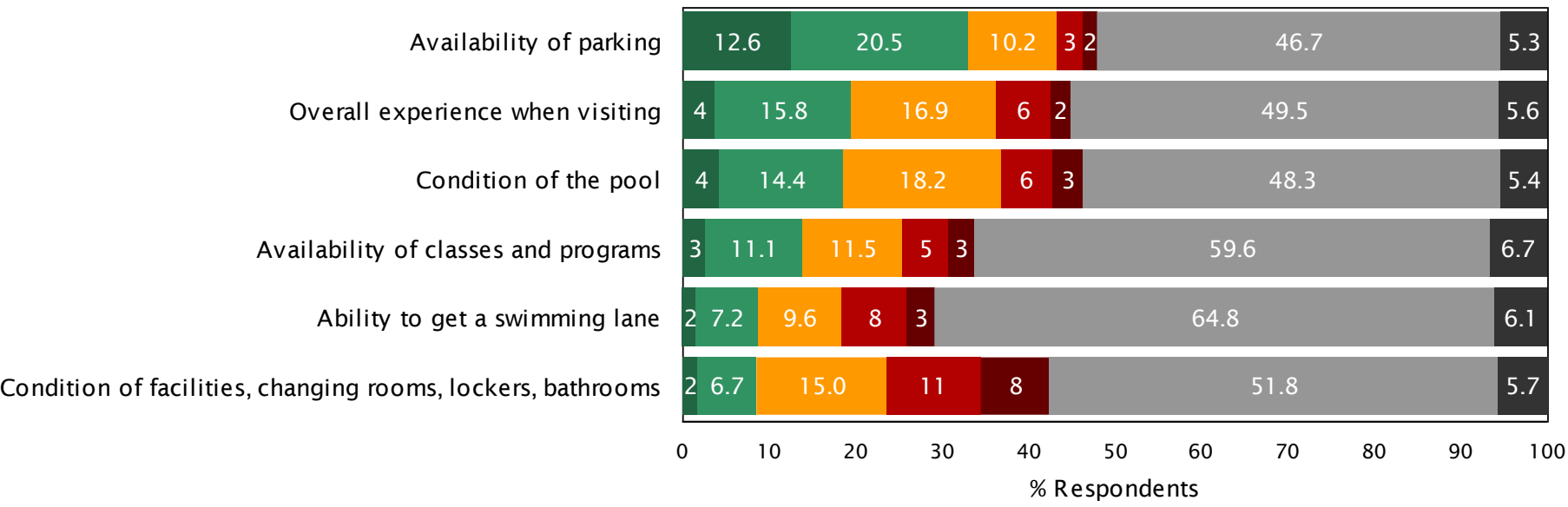


HSLD ACTIVITIES AT BEGG POOL

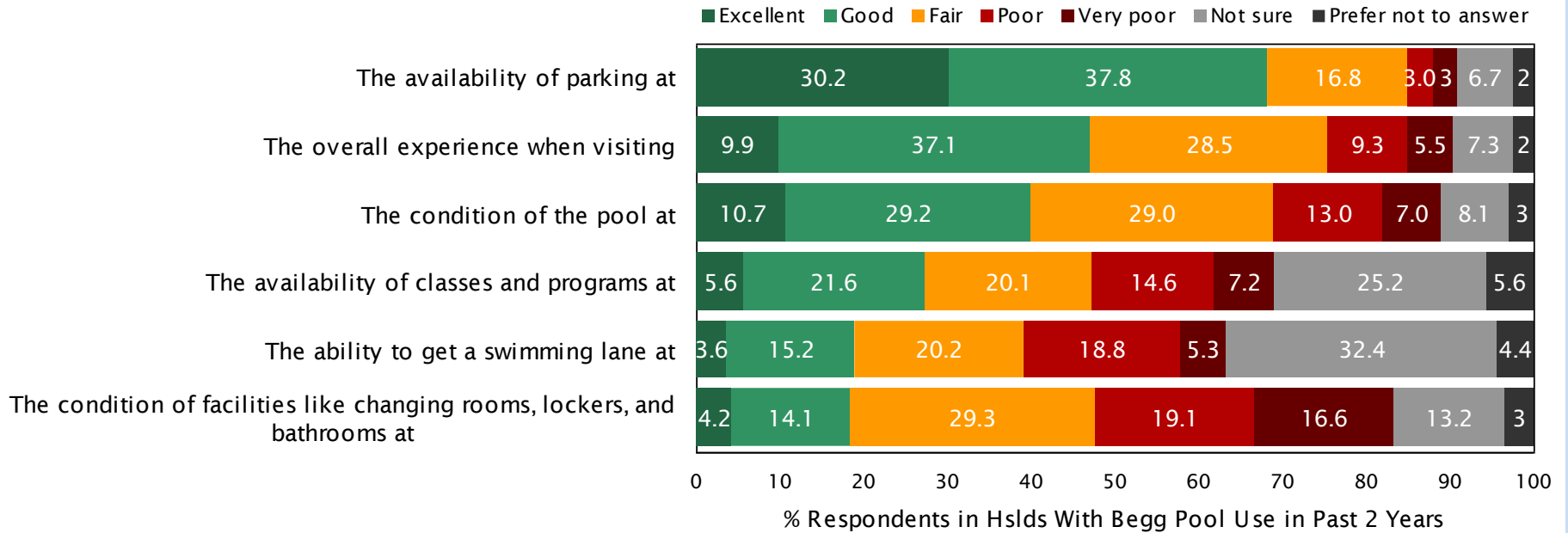


RATING BEGG POOL

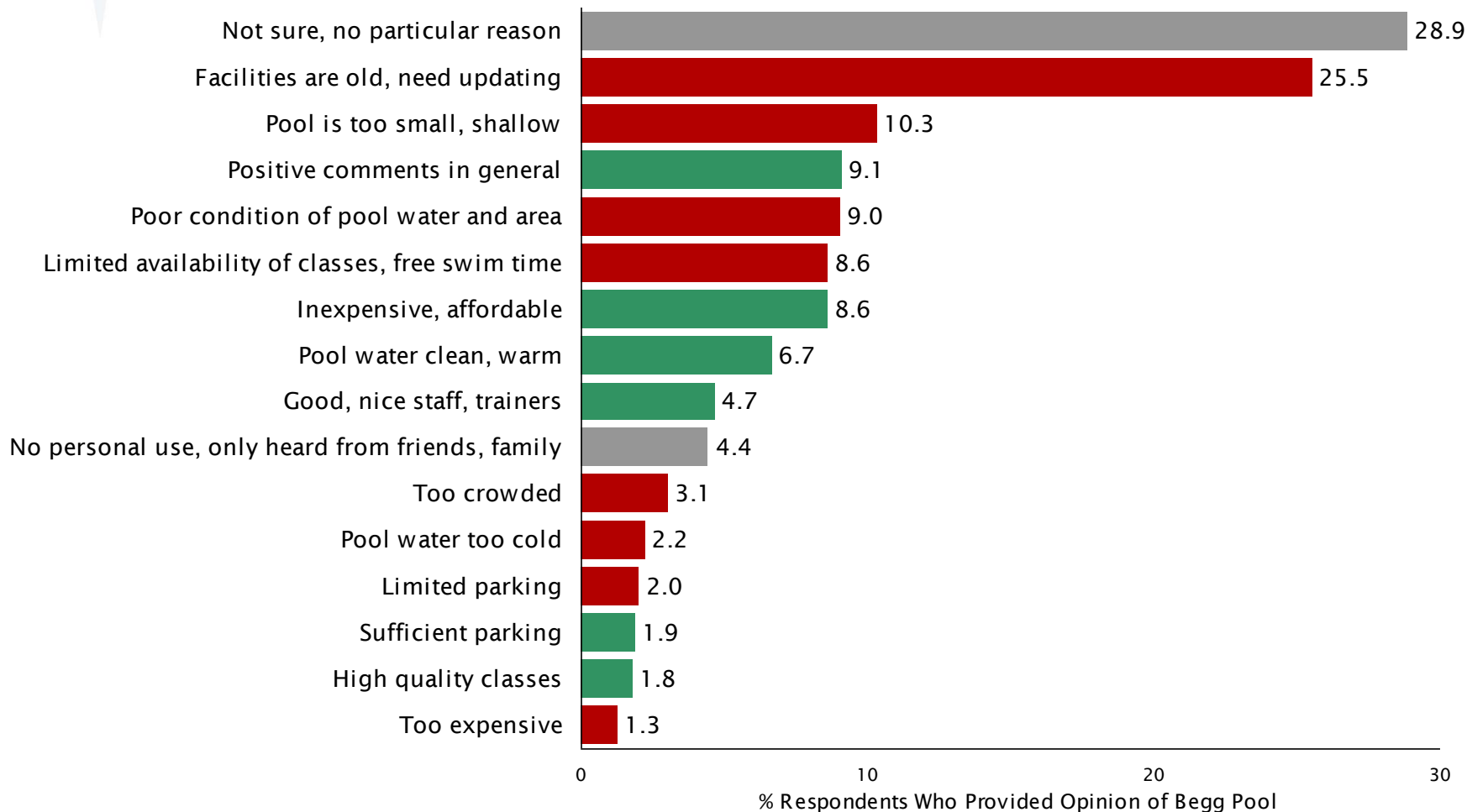
■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ Very poor
 ■ Not sure
 ■ Prefer not to answer



RATING BEGG POOL AMONG USERS



REASONS FOR OPINION OF BEGG POOL EXPERIENCE

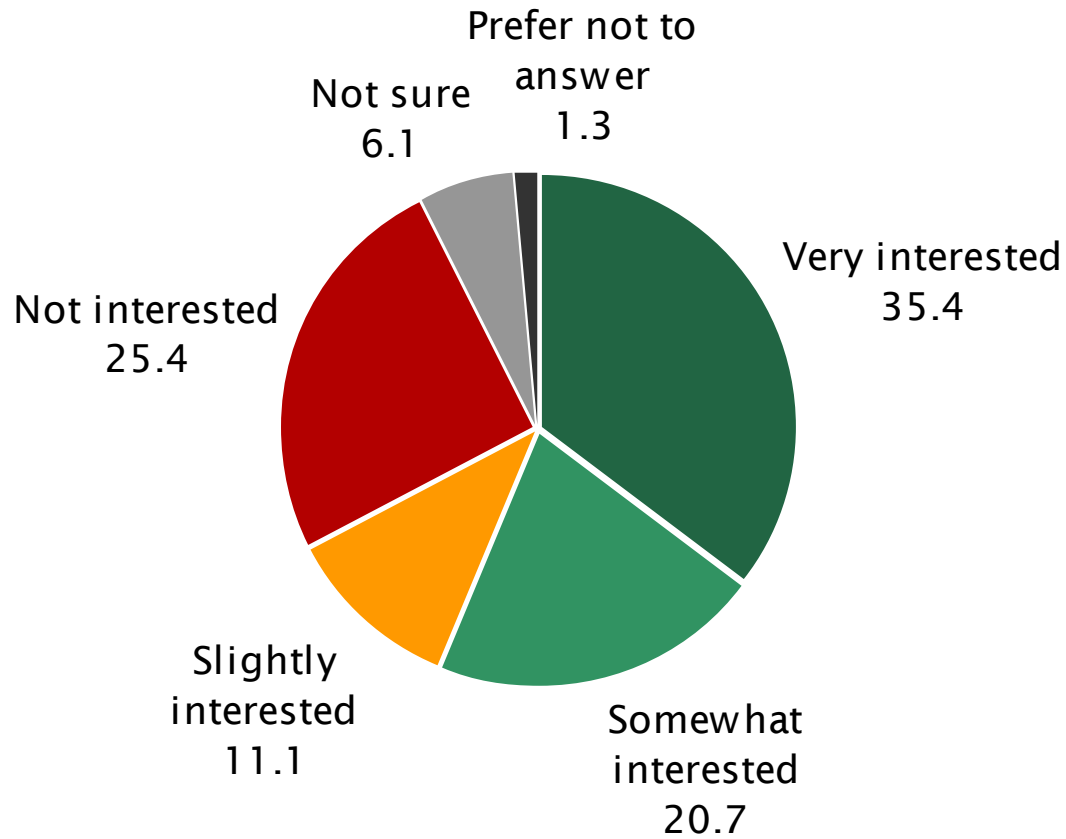


REASONS FOR NOT USING BEGG POOL

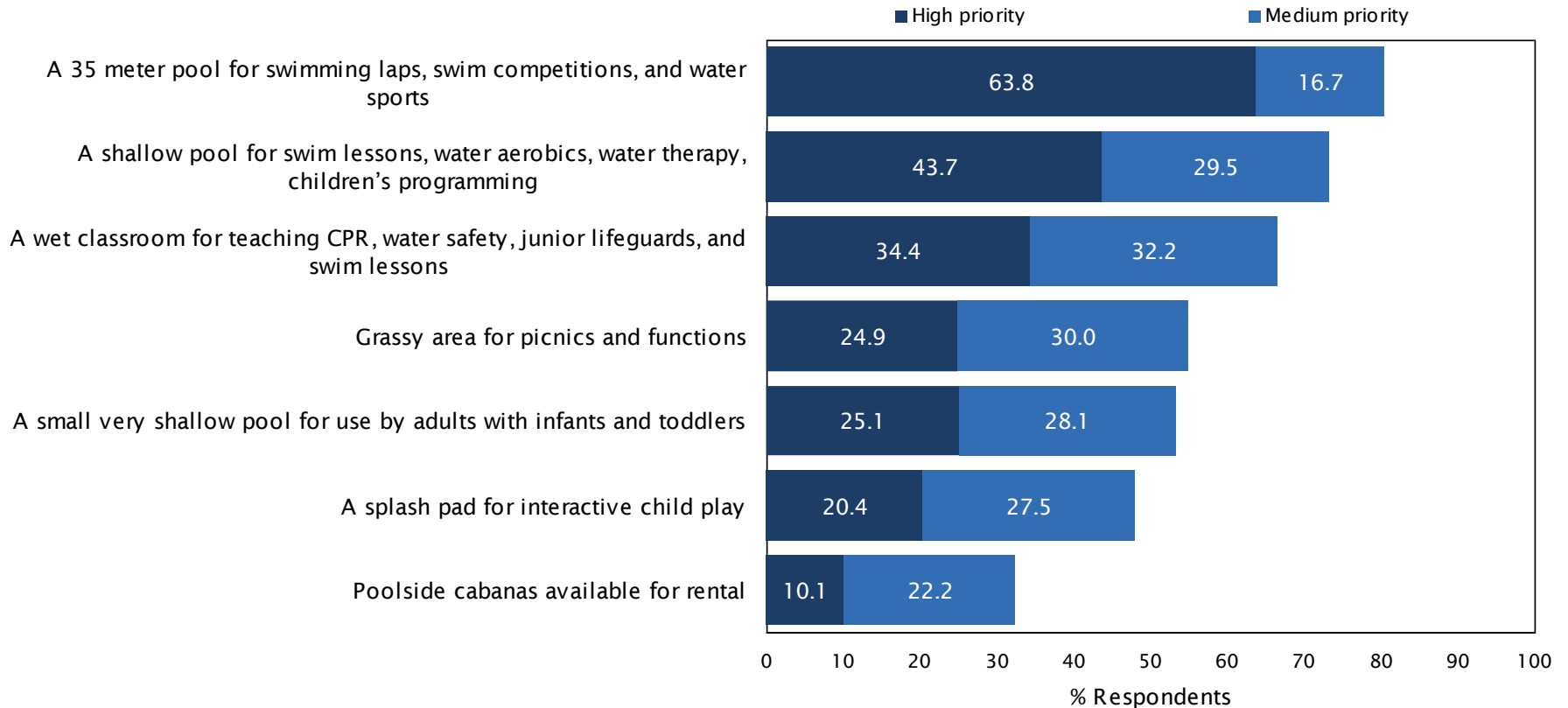
AMONG PUBLIC POOL USERS



INTEREST IN NEW AQUATICS CENTER

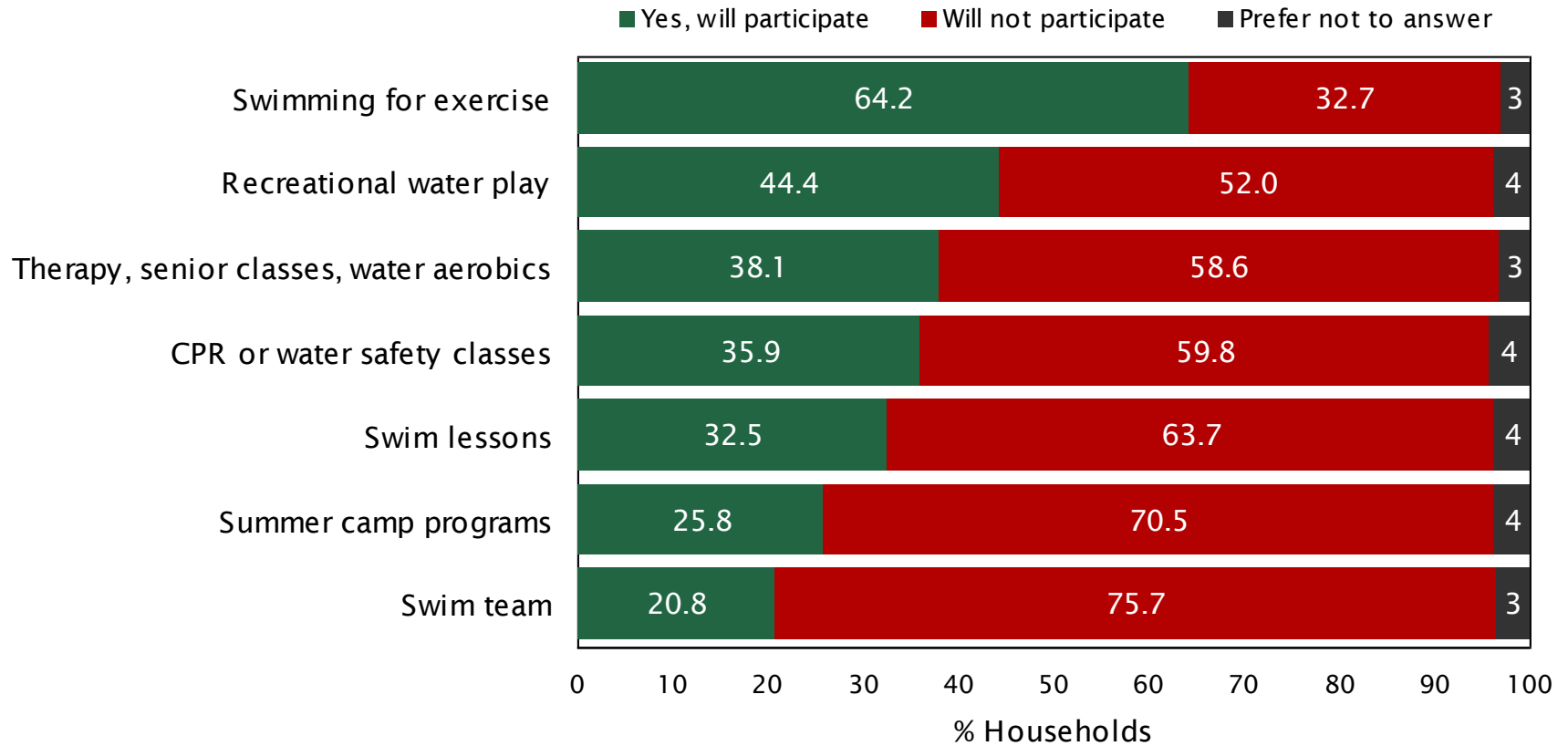


PRIORITY FOR FEATURES & AMENITIES

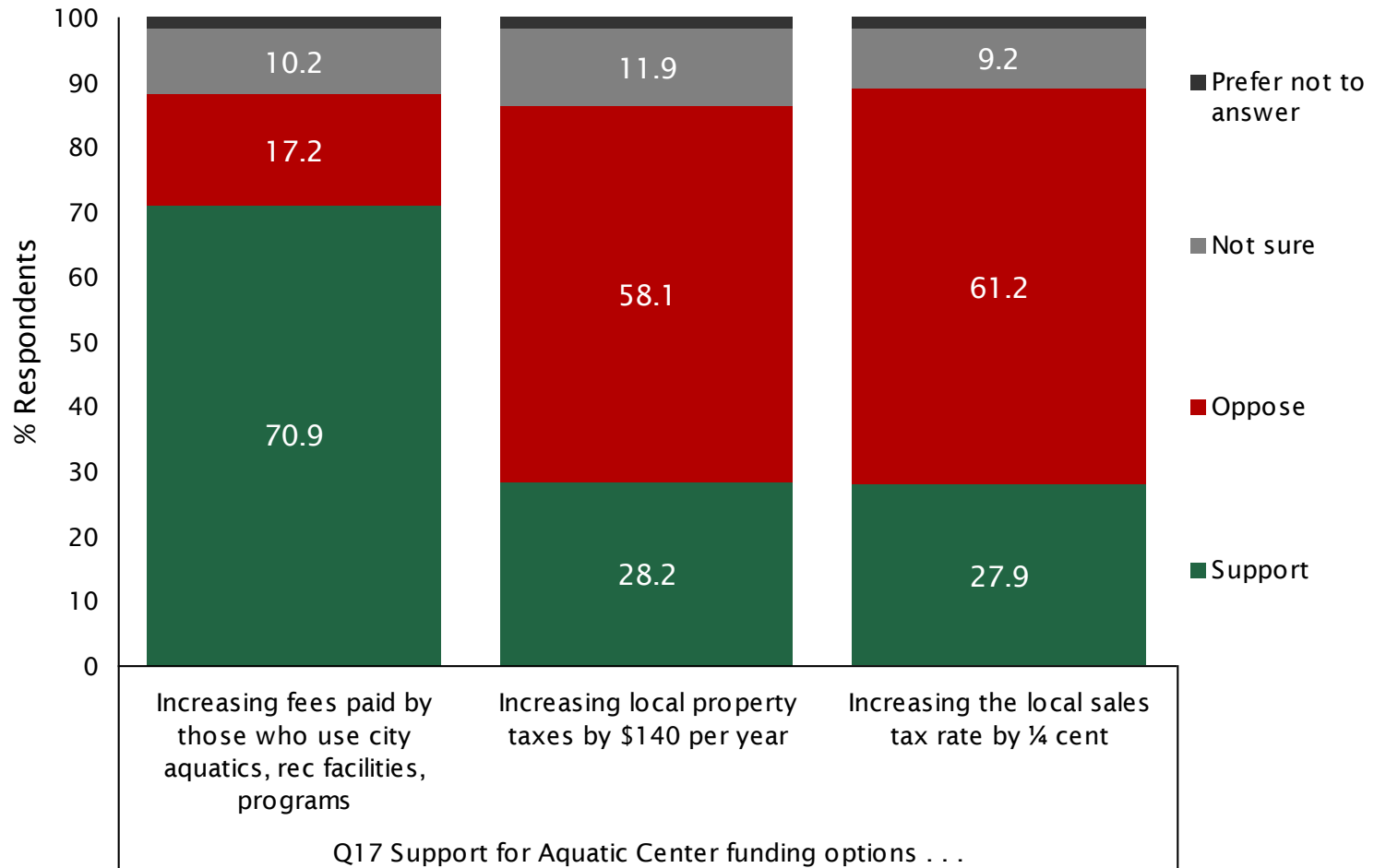


ANTICIPATED PARTICIPATION BY ACTIVITY

IF NEW AQUATICS CENTER IS BUILT



AQUATICS CENTER FUNDING OPTIONS



AQUATICS CENTER FUNDING OPTIONS

BY BEGG POOL USE IN PAST 2 YEARS

