

Outdoor Aquatic Facility Citizen Survey Findings



Submitted to
The Town of Brunswick, Maine

by
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January 2014

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Section 1:

Executive Summary

Town of Brunswick, Maine

Outdoor Aquatic Feasibility Survey Executive Summary Report

Overview of the Methodology

Leisure Vision conducted a Parks and Recreation Needs Assessment Survey Fall of 2013 to help establish priorities for the future development of an outdoor Aquatic Center within the town of Brunswick Maine. The survey was designed to obtain statistically valid results from households throughout the town of Brunswick. The survey was administered by mail and by phone.

Leisure Vision worked extensively with Brunswick Maine officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the outdoor aquatic facility.

A six-page survey was mailed to a random sample of 1500 households within the town of Brunswick Parks and Recreation boundaries. Approximately three days after the surveys were mailed each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed Leisure Vision began contacting households by phone. Those who had indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 300 completed surveys. ETC/Leisure Vision reached that goal with a total of 313 surveys completed. The results of the random sample of 313 households have a 95% level of confidence with a precision rate of at least +/-5%. The return rate was 21%.

The following pages summarize major survey findings.

Current Usage of Coffin Pond:

Of surveyed respondents, (27%) have used Coffin Pond for swimming purposes over the past 12 months. Seventy-six percent (76%) of those respondents used the Pond between 1 and 10 days and only (24%) have used the Coffin Pond 11 or more days. Of respondents (who use Coffin Pond for swimming), almost half, (40%) rate the overall condition as either “fair” or “poor.”

- ❖ **Respondent Usage of Coffin Pond for Swimming:** Twenty-seven percent (27%) of respondents have used Coffin Pond for swimming over the past 12 months. Of those (27%) of respondents who used Coffin Pond for Swimming over the past 12 months; (58%) used the pond 1-5 days, (18%) used the pond 6-10 days, (15%) used the pond 11-25 days, (6%) used the pond 26-50 days and (3%) used Coffin Pond 100+ days.
- ❖ **Respondent Rating of the Overall Condition of Coffin Pond:** Forty-six percent (46%) rate the overall condition of Coffin Pond as “good.” Other respondent ratings of the overall condition of Coffin Pond include: “Fair” (29%), “poor” (11%), “excellent” (10%) and “not provided” (5%).
- ❖ **Facilities at the Coffin Pond Area that Respondent Households Have Used and How Respondents Rate the Overall Condition of Those Facilities:** Of the (27%) of respondents who use Coffin Pond, twenty-one percent (21%) of respondents use the *Sandy Beach*. Other facilities respondents who use Coffin Pond use include: Waterslide (21%), playground area (20%) and restrooms with changing facilities (18%). Of respondents who use these facilities, (48%) of respondents rate the overall condition of the facilities at Coffin Pond they have used as “good.” Other respondent’s ratings include: “Fair” (46%), “excellent” (2%) and “poor” (4%).

Potential Development of an Outdoor Aquatic Center:

- ❖ **Potential Outdoor Aquatic Features Respondents Would Use:** Sixty-one percent (61%) of respondents would use *lap lanes for exercise, lessons and lap swimming* if developed at an outdoor aquatic center. Other outdoor aquatic features that respondent households would use if developed include: A lazy river (60%), a leisure pool with gentle slope entry for walking (59%), concession area (57%) and water slides (55%).
- ❖ **Potential Aquatic Features Respondent Households Would Use Most Often:** Based on the sum of respondent top three choices (from most important to third most important), (39%) of respondents would use *lap lanes for exercise, lessons and lap swimming*. Other outdoor aquatic features respondents would use the most often include: A lazy river (36%), a leisure pool with gentle slope entry for walking (34%) and water slides (33%).

- ❖ **Primary Reasons Why Respondents Would Use an Outdoor Aquatic Center in the Town of Brunswick:** Seventy-six percent (76%) of respondents would use an outdoor aquatic center in the Town of Brunswick for *recreational swimming purposes*. Other reasons why respondents would use an outdoor aquatic center in the Town of Brunswick include: Exercise (61%), instructional classes (36%), sunbathing (24%) and therapeutic purposes (20%).

- ❖ **If a New Aquatic Center was Developed, How Often Would Respondent Households Use the Center Each Season?** Eighteen percent (18%) of respondents would use the aquatic center 1-5 days per season. Other levels of respondent usage include: 6-10 days (13%), 11-25 days (31%), 26-50 days (15%), 51-100 days (12%) and “don’t know” (12%).

- ❖ **Maximum Amount of Money Respondents Would Pay for:**
 - **A Family Season Pass to the Aquatic Center:** Sixty-six percent (66%) of respondents are willing to pay \$105 or more for a family season pass compared only (34%) of respondents who are willing to pay “nothing” for a family season pass to the Aquatic Center. Other rates respondents are willing to pay for a family pass to the outdoor aquatic center include: \$105-\$119 (24%), \$120-\$134 (17%), \$150 or more (15%) and \$135-\$149 (10%).

 - **A Seasonal Youth Pass to the Aquatic Center:** Sixty-four percent (64%) of respondents are willing to pay \$30 or more for a seasonal youth pass compared to only (36%) of respondents are willing to pay “nothing” for a seasonal youth pass to the Aquatic Center. Other rates respondents are willing to pay for a seasonal youth pass to the outdoor aquatic center include: \$30-\$39 per season (24%), \$40-\$49 per season (18%), \$50-\$59 per season (14%) and \$60 or more (8%).

 - **A Seasonal Adult Pass to the Aquatic Center:** Seventy percent (70%) of respondents are willing to pay \$40 or more for a seasonal adult pass compared to only (30%) of respondents are willing to pay “nothing” for a seasonal adult pass to the Aquatic Center. Other rates respondents are willing to pay for a seasonal adult pass to the outdoor aquatic center include: \$40-\$49 per person (26%), \$50-\$59 per person (20%), \$60-\$69 per person (14%) and \$70 or more per person (10%).

 - **A Daily Youth Fee to the Aquatic Center:** Sixty-seven percent (67%) of respondents are willing to pay \$3.50 per day or more for a daily youth fee compared to only (33%) of respondents are willing to pay “nothing” for a daily youth fee to the Aquatic Center. Other rates respondents are willing to pay for a daily youth fee to the Aquatic Center include: \$5.00 per day (27%), \$3.50 per day (21%), \$4.00 per day (18%) and \$4.50 per day (1%).

- **A Daily Adult Fee to the Aquatic Center:** Seventy-two percent (72%) of respondents are willing to pay \$4.00 per day or more for a daily adult fee compared to only (25%) who are willing to pay “nothing.” Twenty-eight percent (28%) of respondents are willing to pay \$5.00 per day for a daily adult fee to the aquatic center. Other rates respondents are willing to pay for a daily adult fee includes: “nothing” (25%), \$4.00 per day (22%), \$7.00 per day (16%) and \$6.00 per day (9%).
- ❖ **Facilities Respondents Would Like to See Surrounding the New Aquatic Center:** Sixty-eight percent (68%) of respondents would like to see *picnic areas* surrounding the new Aquatic Center. Other facilities respondents would like to see surrounding the new Aquatic Center include: Playground area (60%), walking trails (57%), and the sandy beach (51%).

Potential Location of an Outdoor Aquatic Center:

- ❖ **Locations Respondents Would Support for Developing a New Aquatic Center:** Seventy-seven percent (77%) of respondents would support *Brunswick Landing* for the location to develop the new Aquatic Center. Other locations respondents would support for the development of the new Aquatic Center include: On 15 acres between the navy house and route 24 (43%) and elsewhere on the Coffin Pond parcel (42%).

Funding for Improvements to Outdoor Aquatics Program Spaces:

- ❖ **Respondent Feeling Toward the Cost of Operating a New Aquatic Center:** Thirty-eight percent (38%) of respondents state that the majority of the cost of operating a new Aquatic Center should come from *fees from users*. Other respondents opinion toward the cost of operating the Aquatic Center include: 100% through fees (26%), majority through taxes (20%), “don’t know” (13%), and 100% through taxes (4%).
- ❖ **Respondent Willingness for a Property Tax Increase to Fund the New Outdoor Aquatic Center Project (per \$100,000 of assessed value):** Twenty-four percent (24%) of respondents would be willing to pay an additional \$4.00 property tax increase to fund the new outdoor Aquatic Center project. Other property tax increases respondents are willing to pay to help fund the new outdoor Aquatic Center include: \$8.00 (22%), \$12.00 (10%), \$16.00 (9%) and “nothing” (35%).
- ❖ **Respondent Priority Rating for a the Town of Brunswick to Develop a New Outdoor Aquatic Center:** Thirty-two percent (32%) of respondents give a *medium priority* rating for the Town of Brunswick to develop a new outdoor Aquatic Center. Other priority ratings include: A high priority (22%), not a priority (20%), a low priority (18%), and do not have an opinion (8%).

- ❖ **Primary Reasons Respondents Feel it is a “High” or “Medium Priority” for the Town of Brunswick to Develop a New Outdoor Aquatic Center:** Forty-seven percent (47%) of respondents state that *Coffin Pond is not an adequate facility* as primary reason for their rating of “high” or “medium” priority for the Town of Brunswick to develop a new outdoor Aquatic Center. Other primary reasons respondents placed the Town of Brunswick to develop a new outdoor Aquatic Center include: We need more outdoor aquatic programming areas (44%), other (8%) and don’t know (1%).
- ❖ **Primary Reasons Respondents Feel it is a Low, Not a Priority or Have no Opinion:** Fifty-two percent (52%) of respondents place developing a new Aquatic Center at a low priority, not a priority or have no opinion because they *will not pay a tax increase*. Other reasons for respondents ratings include: Other (31%), Coffin Pond is an adequate facility (13%) and don’t know (4%).
- ❖ **Level of Importance Respondents Place on Having an Outdoor Public Swimming Pool in the Town of Brunswick:** Sixty-eight percent (68%) of respondents feel that it is “important” to develop an outdoor public swimming pool in the Town of Brunswick compared to only (21%) who felt it was “not important.” Thirty-seven percent (37%) of respondents feel that having an outdoor public swimming pool in the Town of Brunswick is “somewhat important” and (31%) feel that it “very important.” Other levels of importance respondents place on having an outdoor public swimming pool in the Town of Brunswick includes: Not important (21%), not sure (10%) and not provided (1%).

Projected usage of the Aquatic Center compared to current usage of Coffin Pond:

	Coffin Pond (current usage)	New Aquatic Center (projected usage)
Per Season		
1-5 days	58%	18%
6-10 days	18%	13%
11-25 days	15%	31%
26-50 days	6%	15%
51-100	N/A	12%
100+ days	3%	N/A

If an outdoor Aquatic Center is developed respondents would use the Aquatic Center more often than current usage rates of Coffin Pond. Seventy-six percent (76%) of respondents used Coffin Pond between 1-10 days over the past 12 months and only (24%) used the Coffin Pond 11 or more days. With respondents projected use of the Aquatic Center (58%) would use the new outdoor Aquatic Center 11 or more days per season.

Priority for the development of an outdoor Aquatic Center:

Over half of the respondents, fifty-four percent (54%) place the development of an outdoor Aquatic Center at a “medium” or “high priority.” Of those (54%), forty-seven percent (47%) of respondents place the Aquatic Center at a “high” or “medium priority” because they state that the Coffin Pond is NOT an adequate facility. Only thirteen percent (13%) of respondents who placed the development of a new outdoor Aquatic Facility as a “low priority” or “not a priority” see Coffin Pond as an adequate facility.

Funding the new outdoor Aquatic Center:

Sixty-five percent (65%) of respondents are willing to pay an additional tax increase to fund the new outdoor Aquatic Center. Of those (65%) who are willing to pay an additional tax increase to fund the Aquatic Center, (100%) would be willing to pay \$4.00 or more toward the project. Sixty-three percent (63%) of those respondents would be willing to pay a property tax increase of \$8.00 or more. Thirty percent (30%) of respondents would be willing to pay a property tax increase of \$12.00 or more and (14%) of respondents are willing to pay a property tax increase of up to \$16.00 to fund the Aquatic Center project.

User Fees to the Aquatic Center:

Family Season Pass: Currently residents are paying \$60.00 for a family season pass to Coffin Pond. Based on resident responses from the survey instrument, (66%) of respondents would be willing to pay \$105 or more, (42%) of respondents would be willing to pay \$120 or more for a family season pass to the Aquatic Center.

Seasonal Youth Pass: Residents currently pay \$20 for a seasonal youth pass to Coffin Pond. Based on resident responses from the survey instrument, (64%) of respondents are willing to pay \$30 or more, (40%) of respondents are willing to pay \$40 or more for a seasonal youth pass to the Aquatic Center.

Seasonal Adult Pass: Residents currently pay \$30 for an individual seasonal adult pass to Coffin Pond. Based on resident responses from the survey instrument, (70%) of respondents are willing to pay \$40 or more, (50%) of respondents are willing to pay \$50 or more for a seasonal adult pass to the Aquatic Center.

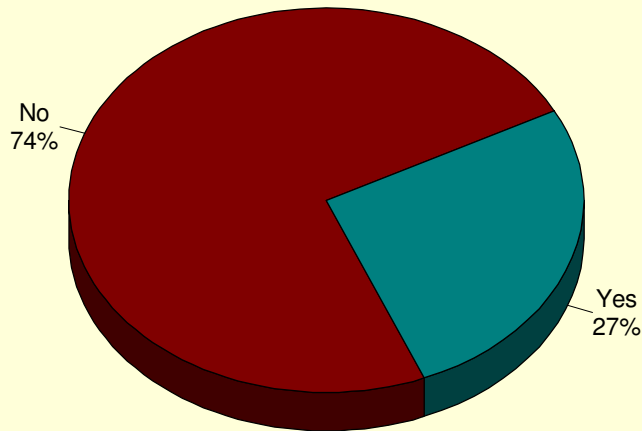
Daily Youth Fee: Currently residents pay \$2.50 for a daily youth fee to Coffin Pond. Based on resident responses from the survey instrument, (67%) of respondents are willing to pay \$3.50 or more, (46%) are willing to pay \$4.00 or more for a daily youth fee to the Aquatic Center.

Daily Adult Fee: Residents are currently paying \$3.50 for a daily adult fee to Coffin Pond. Based on responses from the survey instrument, (72%) of residents are willing to pay \$4.00 per day or more, (50%) of respondents are willing to pay \$5.00 or more for a daily adult fee to the Aquatic Center.

Section 2: ***Charts and Graphs***

Q1. Over the Past 12 Months, Have You or any Members of Your Household Used Coffin Pond for Swimming?

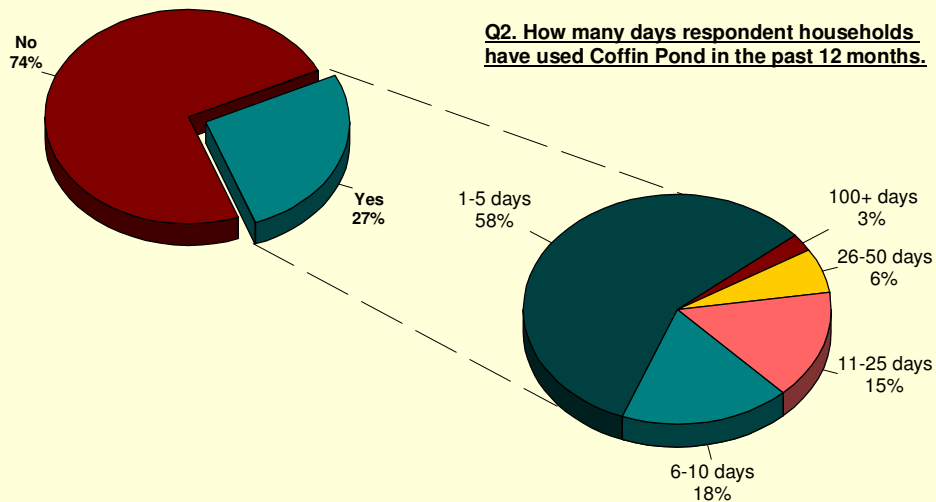
by percentage of respondents



Source: Leisure Vision/ETC Institute for the Town of Brunswick Maine (December 2013)

Q1. Over the Past 12 Months, Have You or any Members of Your Household Used Coffin Pond for Swimming?

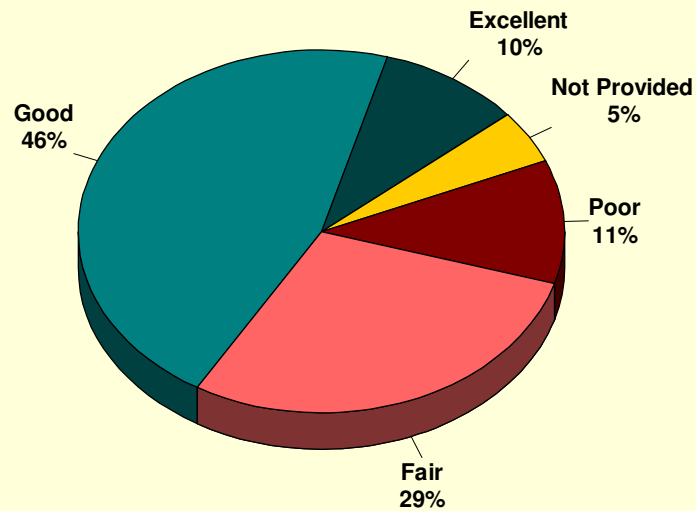
by percentage of respondents (who have used Coffin Pond)



Source: Leisure Vision/ETC Institute for the Town of Brunswick Maine (December 2013)

Q3. Respondent Rating of the Overall Condition of Coffin Pond

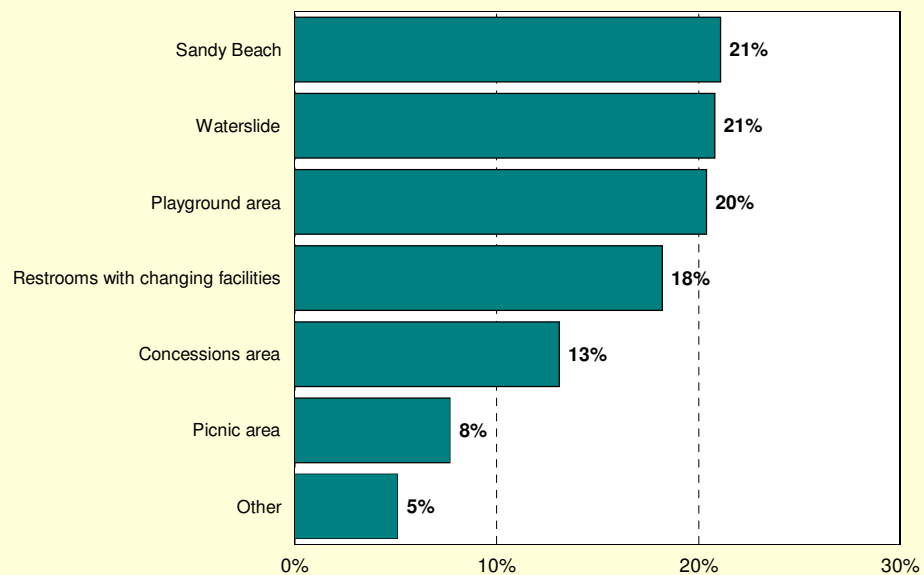
by percentage of respondents



Source: Leisure Vision/ETC Institute for the *Town of Brunswick Maine* (December 2013)

Q4. Facilities at the Coffin Pond Area that Respondent Households Have Used

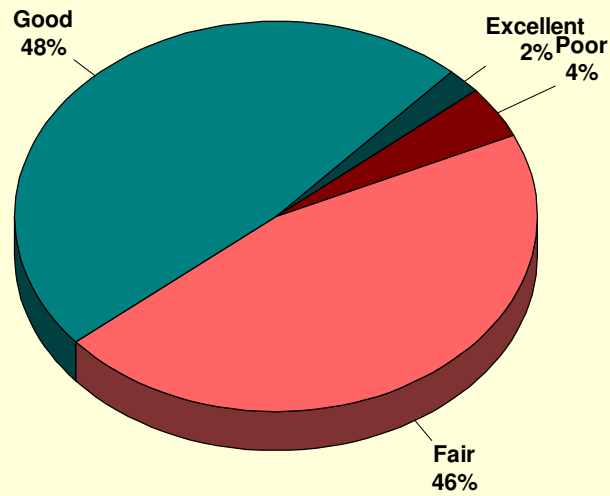
by percentage of respondents who use Coffin Pond (multiple choices could be made)



Source: Leisure Vision/ETC Institute for the *Town of Brunswick Maine* (December 2013)

Q5. How Respondent Households Rate the Overall Quality of All the Facilities They Have Used at Coffin Pond

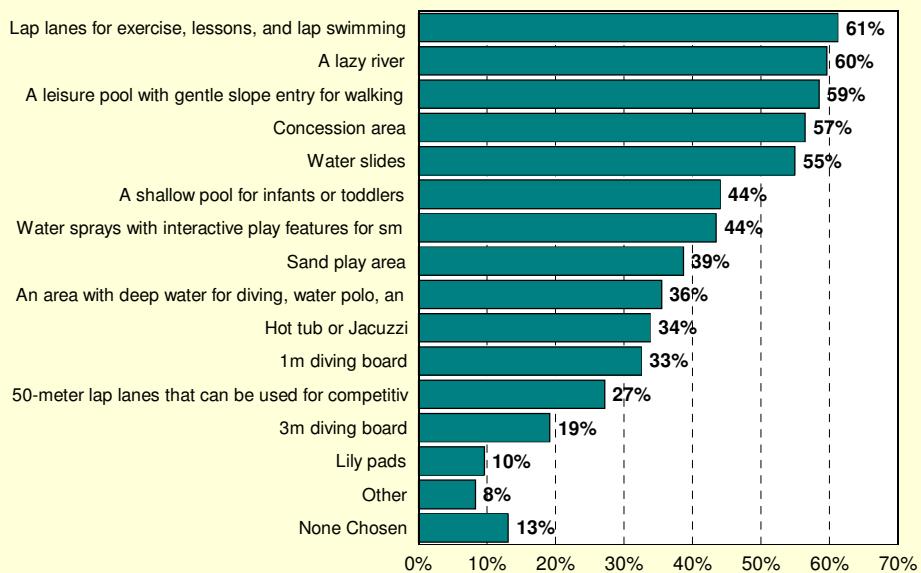
by percentage of respondents



Source: Leisure Vision/ETC Institute for the Town of Brunswick Maine (December 2013)

Q6. Respondents Would Use the Following Potential Features if Developed at an Outdoor Aquatic Center

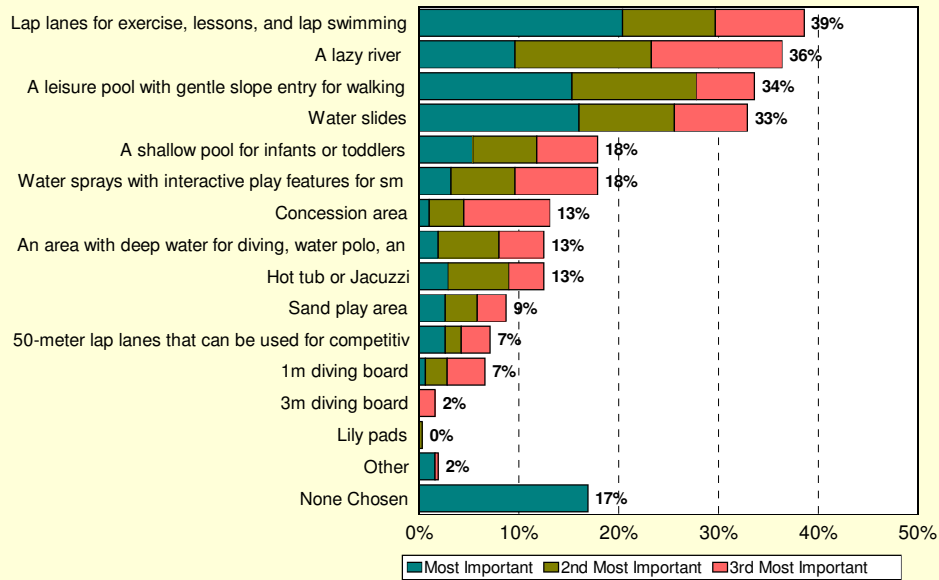
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute for the Town of Brunswick Maine (December 2013)

Q7. Potential Aquatic Features that Respondent Households Would Use the Most Often

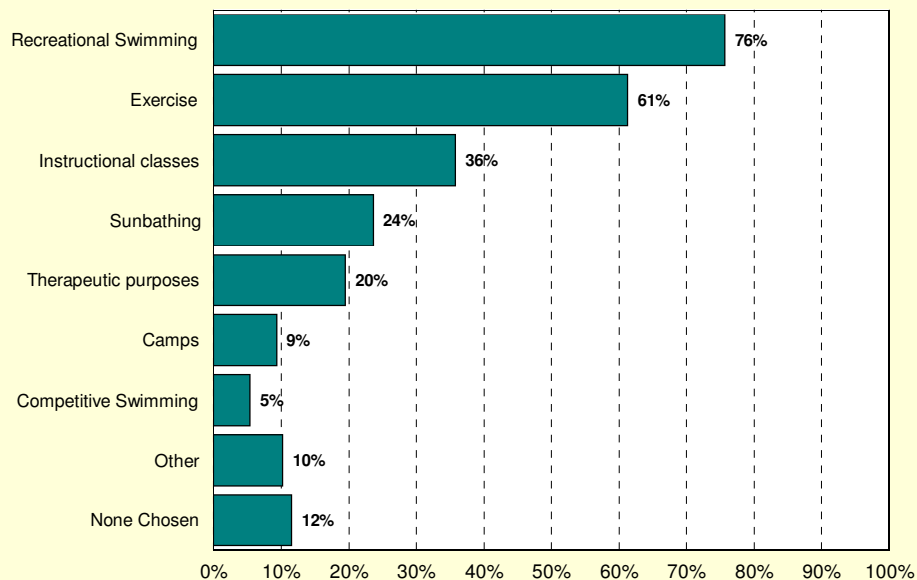
by percentage of respondents (based on top three choices)



Source: Leisure Vision/ETC Institute for the Town of Brunswick Maine (December 2013)

Q8. Primary Reasons Why Respondents Would Use an Outdoor Aquatic Center in the Town of Brunswick

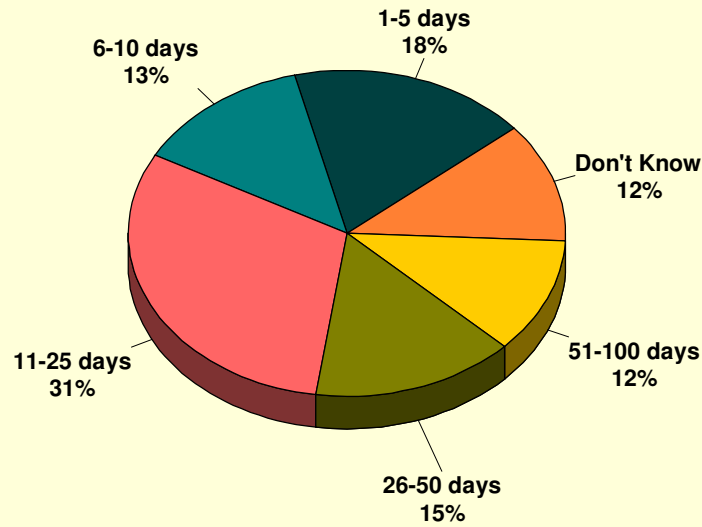
by percentage of respondents (based on three primary reasons)



Source: Leisure Vision/ETC Institute for the Town of Brunswick Maine (December 2013)

Q9. If a New Aquatic Center was Developed, How Often Would Respondent Households Use the Center Each Season?

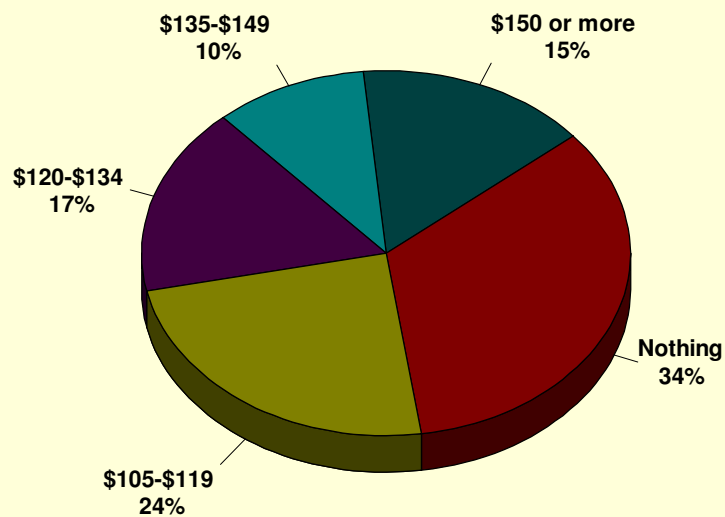
by percentage of respondents



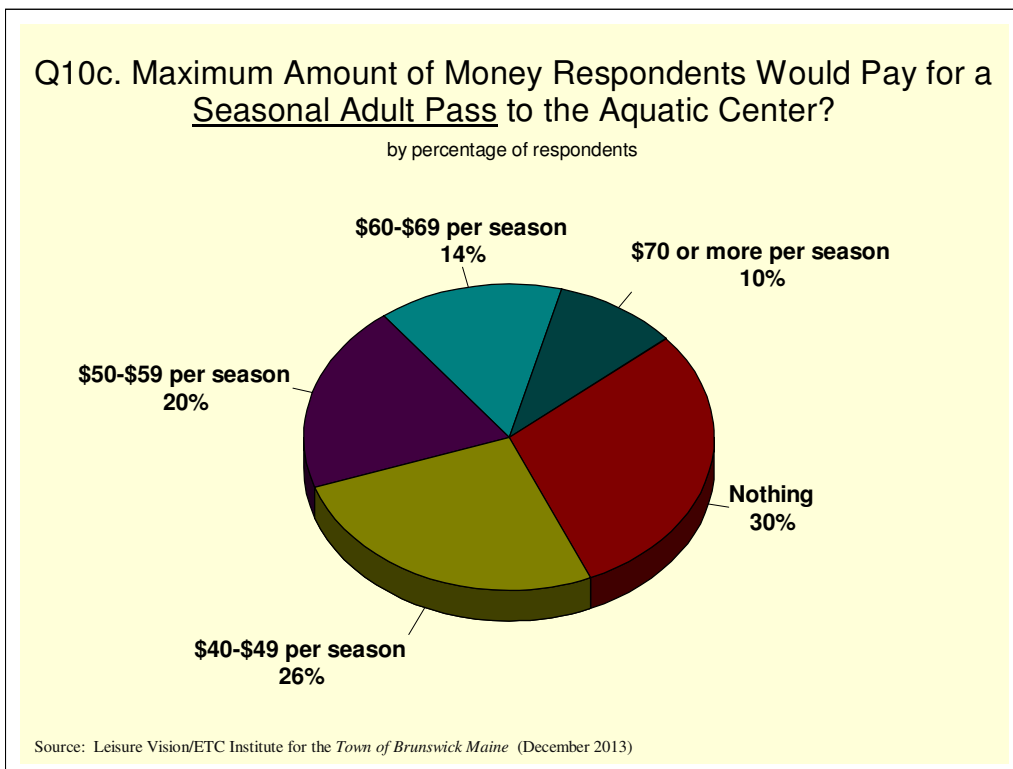
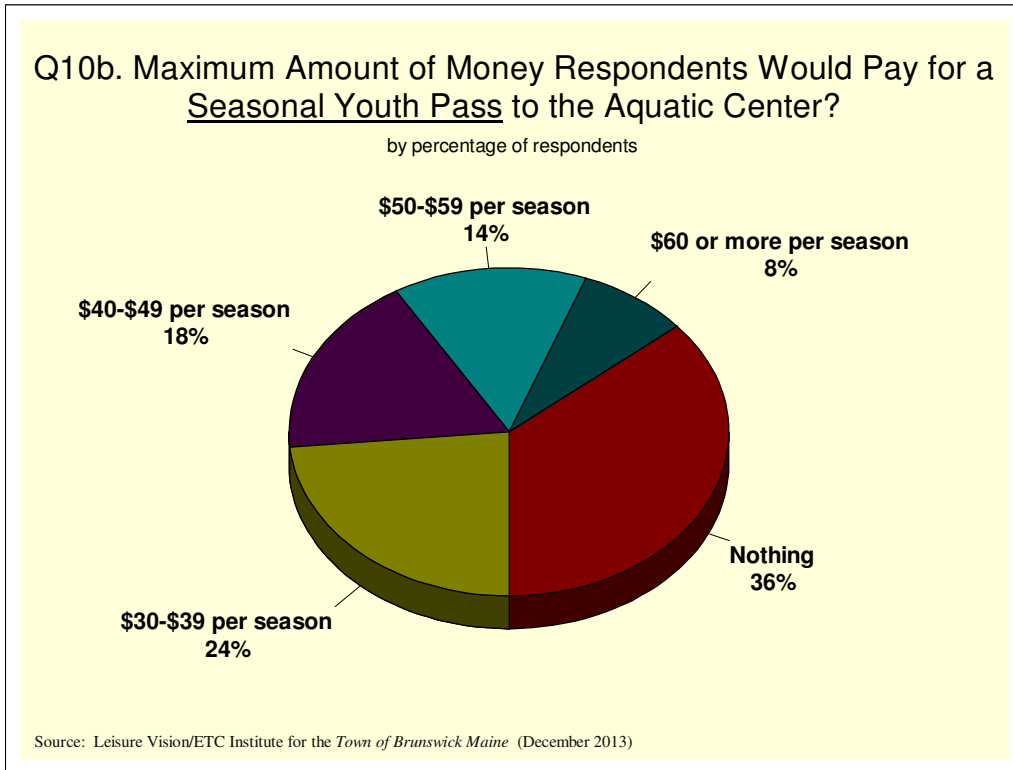
Source: Leisure Vision/ETC Institute for the *Town of Brunswick Maine* (December 2013)

Q10. Maximum Amount of Money Respondents Would Pay for a Family Season Pass to the Aquatic Center?

by percentage of respondents

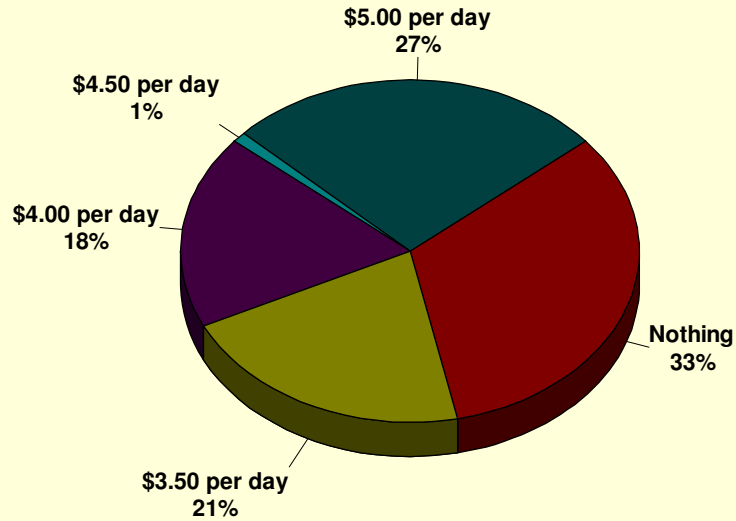


Source: Leisure Vision/ETC Institute for the *Town of Brunswick Maine* (December 2013)



**Q10d. Maximum Amount of Money Respondents Would Pay for a
Daily Youth Pass to the Aquatic Center?**

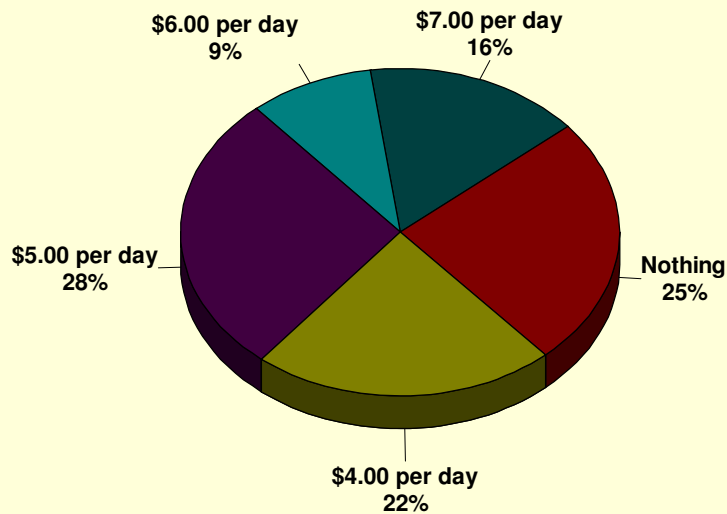
by percentage of respondents



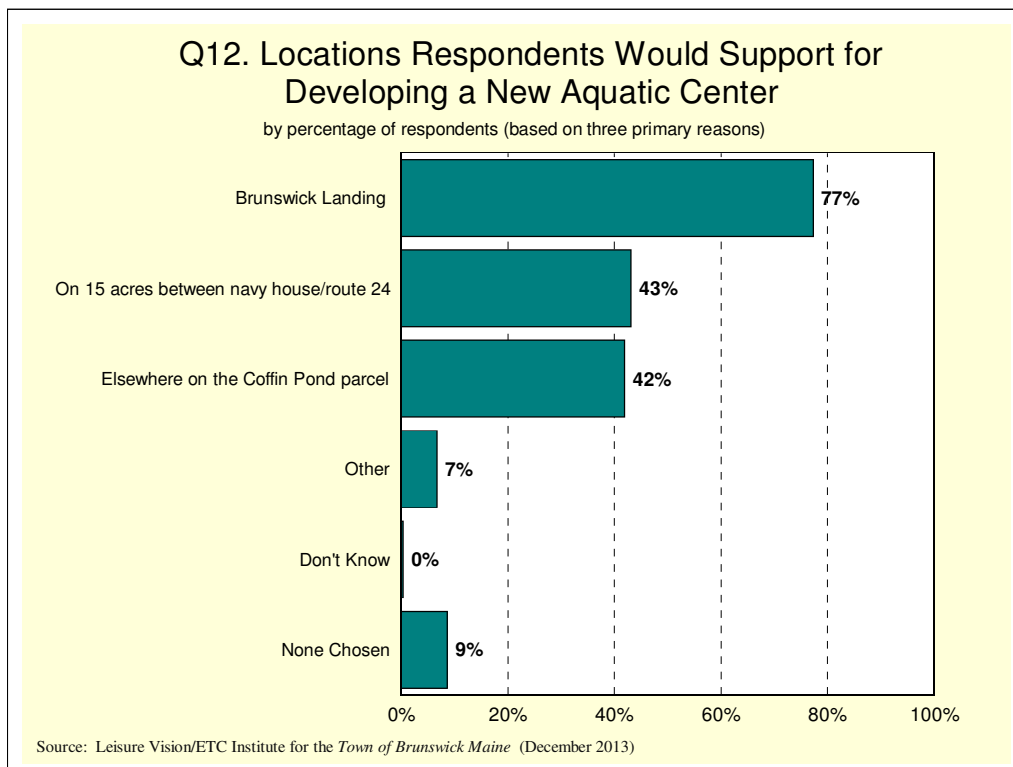
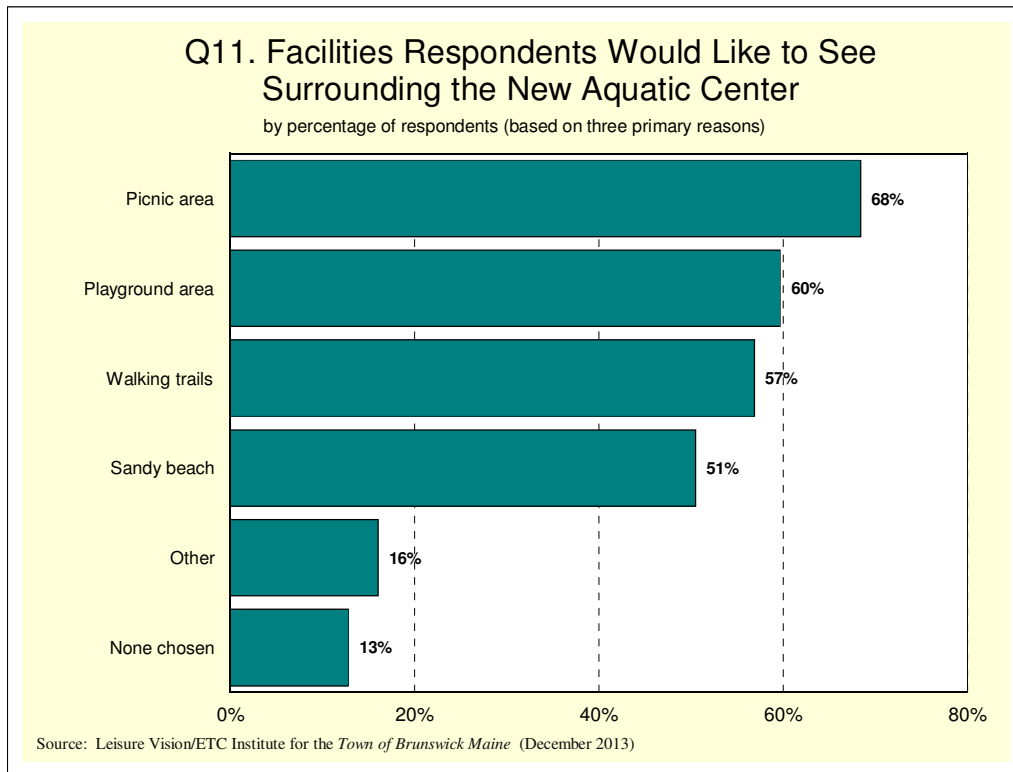
Source: Leisure Vision/ETC Institute for the *Town of Brunswick Maine* (December 2013)

**Q10e. Maximum Amount of Money Respondents Would Pay for a
Daily Adult Pass to the Aquatic Center?**

by percentage of respondents

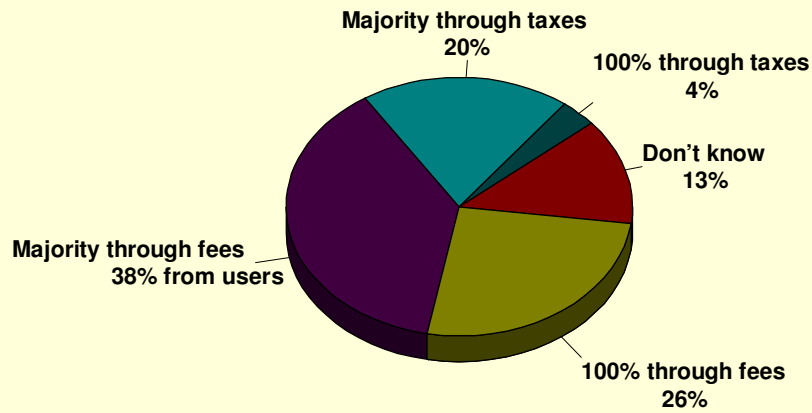


Source: Leisure Vision/ETC Institute for the *Town of Brunswick Maine* (December 2013)



Q13. Respondent Feeling Toward the Cost for Operating a NEW Aquatic Center

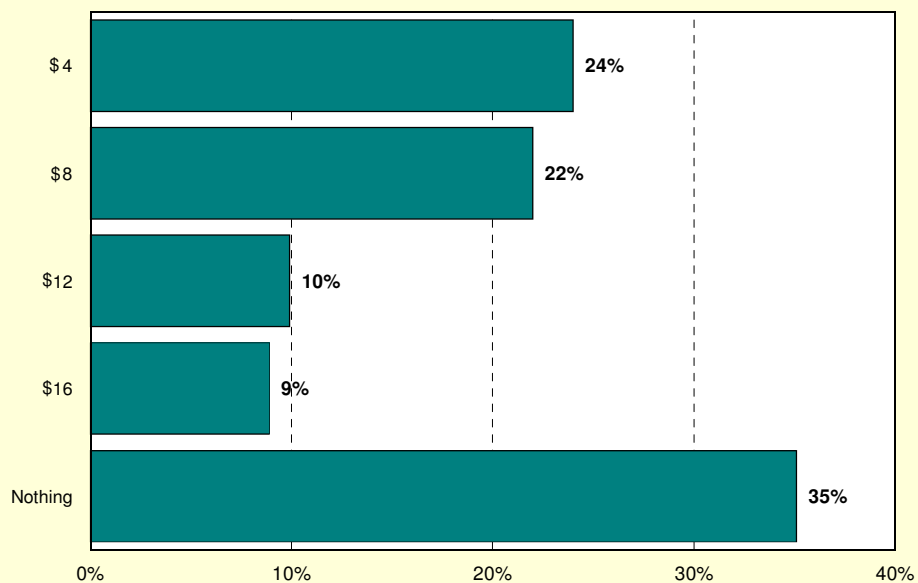
by percentage of respondents



Source: Leisure Vision/ETC Institute for the *Town of Brunswick Maine* (December 2013)

Q14. Respondent Willingness for Property Tax Increase to Fund the New Outdoor Aquatic Center Project

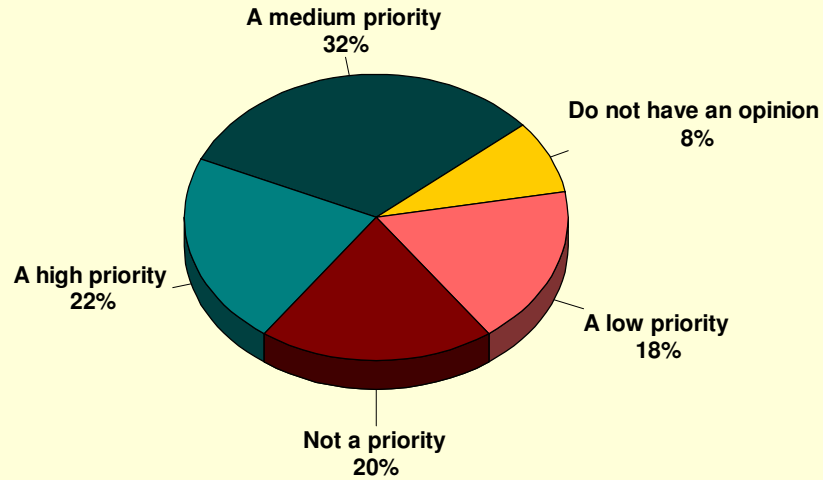
by percentage of respondents (per \$100,000 of assessed value)



Source: Leisure Vision/ETC Institute for the *Town of Brunswick Maine* (December 2013)

Q15. What Priority Should the Development of a NEW Outdoor Aquatic Center be in the Town of Brunswick?

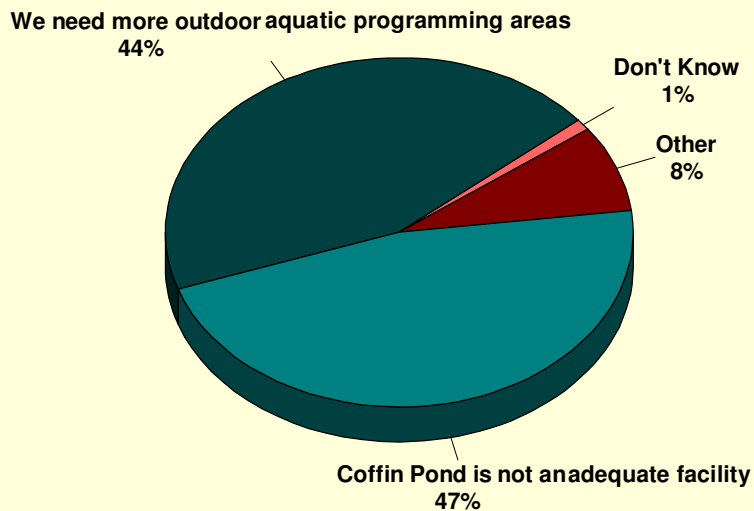
by percentage of respondents



Source: Leisure Vision/ETC Institute for the Town of Brunswick Maine (December 2013)

Q15a. Respondents PRIMARY Reasons for Placing the Development of a New Outdoor Aquatic Center at a High or Medium Priority

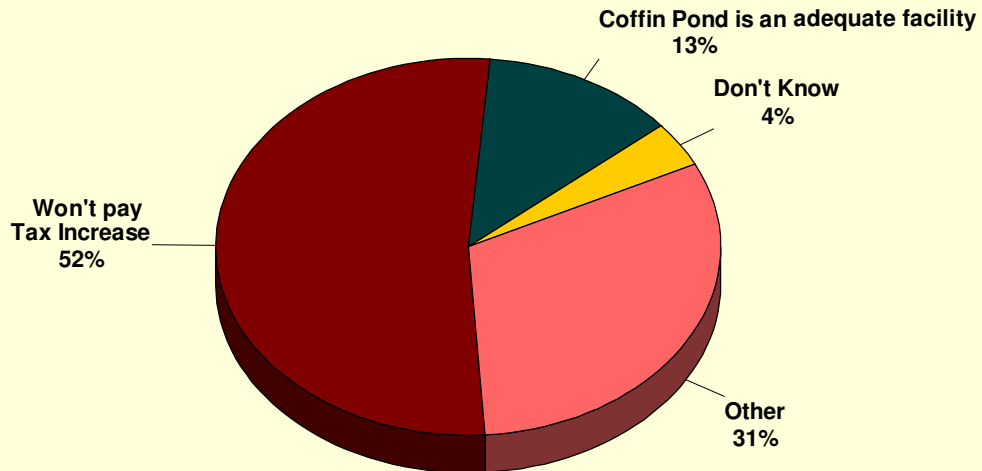
by percentage of respondents



Source: Leisure Vision/ETC Institute for the Town of Brunswick Maine (December 2013)

Q15a. Respondent PRIMARY Reasons to Place the Development of an Outdoor Aquatic Center at Low Priority, Not a Priority or Have no Opinion

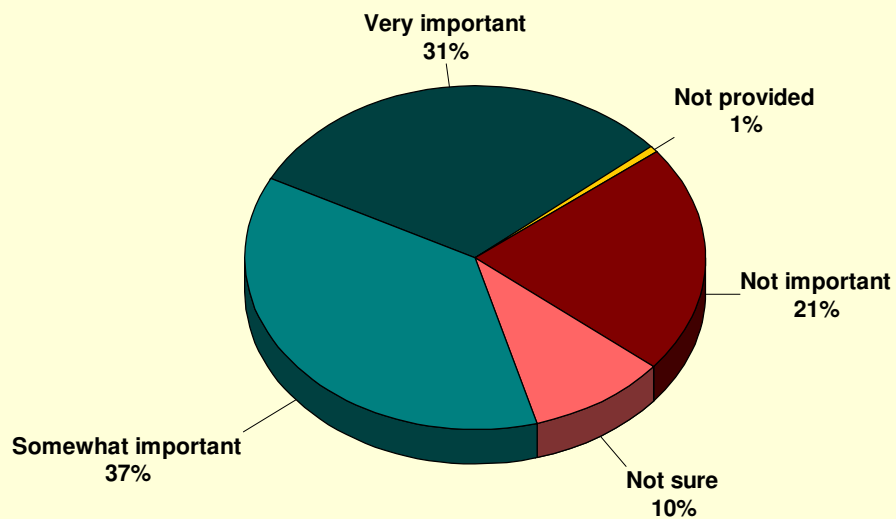
by percentage of respondents



Source: Leisure Vision/ETC Institute for the Town of Brunswick Maine (December 2013)

Q16. Level of Importance Respondents Place on Having an Outdoor Public Swimming Pool in the Town of Brunswick

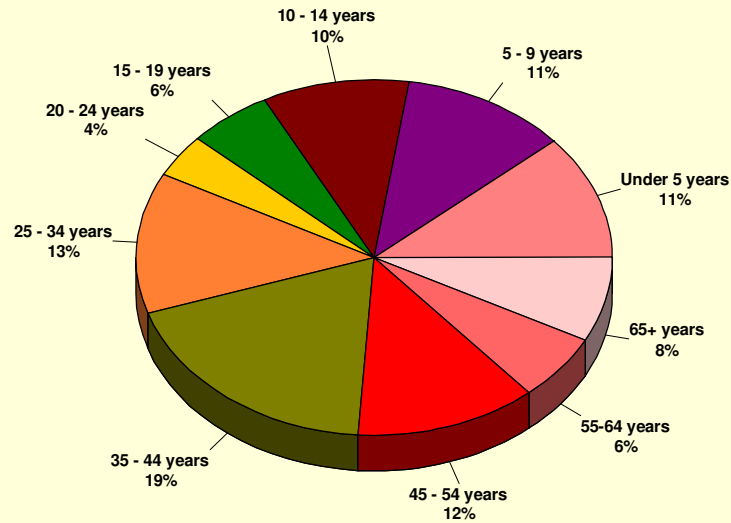
by percentage of respondents



Source: Leisure Vision/ETC Institute for the Town of Brunswick Maine (December 2013)

Q17. Demographics: Ages of People in Household

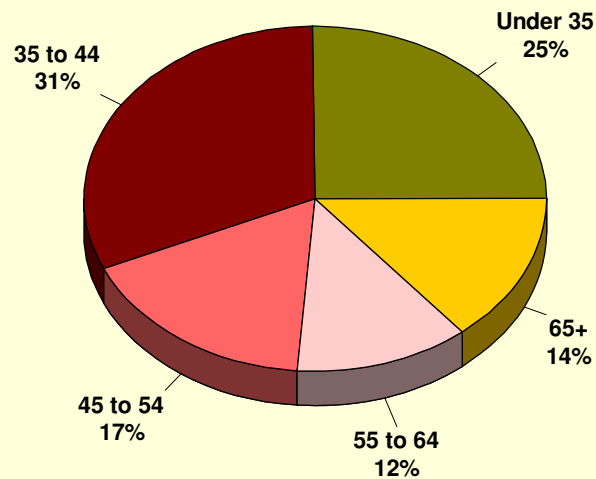
by percentage of respondents



Source: Leisure Vision/ETC Institute for the *Town of Brunswick Maine* (December 2013)

Q18. Demographics: Age of Respondents

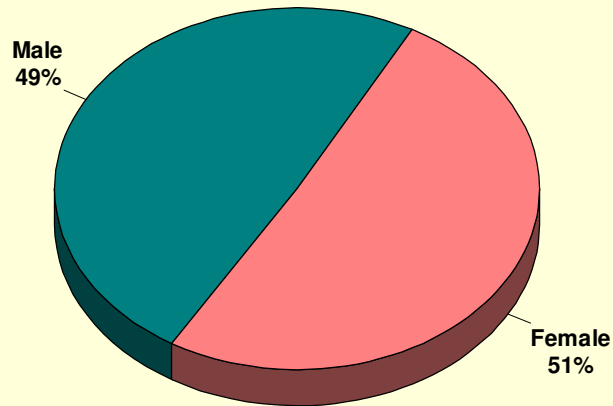
by percentage of respondents



Source: Leisure Vision/ETC Institute for the *Town of Brunswick Maine* (December 2013)

Q19. Demographics: Gender of Respondents

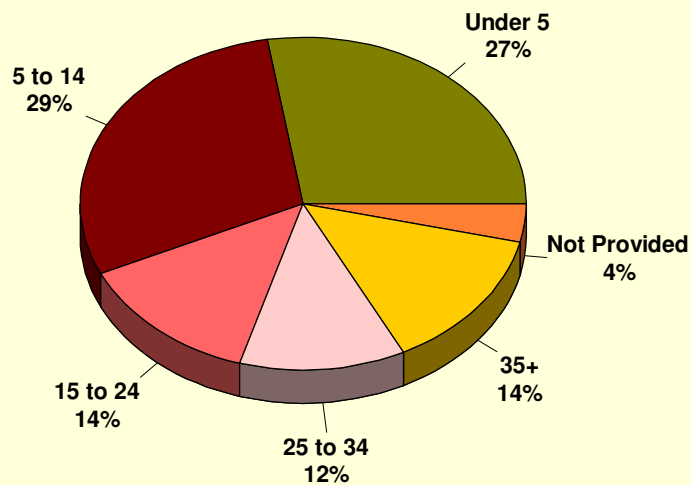
by percentage of respondents



Source: Leisure Vision/ETC Institute for the *Town of Brunswick Maine* (December 2013)

Q20. Demographics: How Many Years Have You Lived in the Brunswick Area?

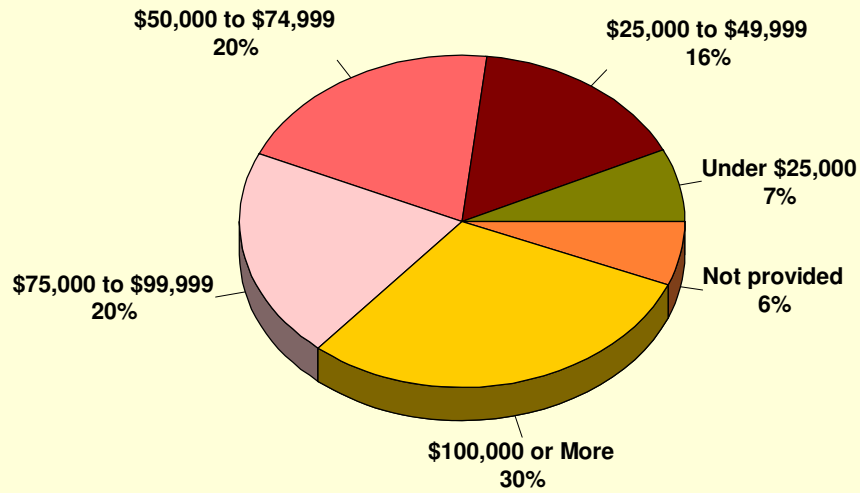
by percentage of respondents



Source: Leisure Vision/ETC Institute for the *Town of Brunswick Maine* (December 2013)

Q21. Demographics: Household Income

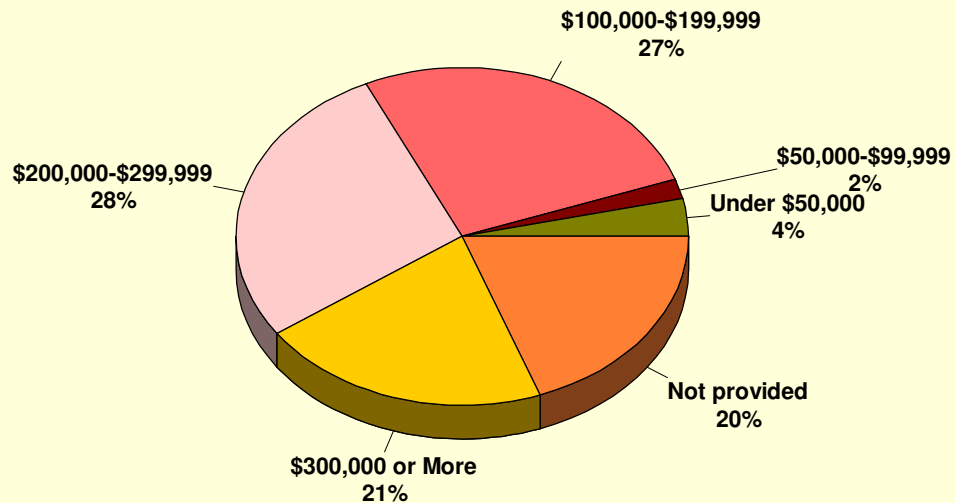
by percentage of respondents



Source: Leisure Vision/ETC Institute for the Town of Brunswick Maine (December 2013)

Q22. Demographics: Value of Owned Residence

by percentage of respondents



Source: Leisure Vision/ETC Institute for the Town of Brunswick Maine (December 2013)

Section 3:

Tabular Data

Tabular Data

Q1. Over the past 12 months, have you or any members of your household used Coffin Pond for swimming?

Q1. Have you or any members of your household used
Coffin Pond for swimming?

	Number	Percent
Yes	83	26.5 %
No	230	73.5 %
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q2. From the following list, please check how many days you and all members of your household used Coffin Pond in the past 12 months.

Q2. Please check how many days you and all members
of your household used Coffin Pond in the past 12
months.

	Number	Percent
1-5 days	46	55.4 %
6-10 days	14	16.9 %
11-25 days	12	14.5 %
26-50 days	5	6.0 %
100+ days	2	2.4 %
Did not use	4	4.8 %
Total	83	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Tabular Data

Q3. Overall, how would you and members of your household rate the condition of Coffin Pond?

Q3. How would you and members of your household
rate the condition of Coffin Pond?

	Number	Percent
Excellent	8	9.6 %
Good	38	45.8 %
Fair	24	28.9 %
Poor	9	10.8 %
Not Provided	4	4.8 %
Total	83	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q4. Over the past 12 months, please check ALL the other facilities at the Coffin Pond area that you and members of your household have used.

Q4. Please check ALL the other facilities at the Coffin
Pond area that you and members of your household
have used.

	Number	Percent
Sandy Beach	66	21.1 %
Playground area	64	20.4 %
Picnic area	24	7.7 %
Restrooms with changing facilities	57	18.2 %
Concessions area	41	13.1 %
Waterslide	65	20.8 %
Other	16	5.1 %
Do not use any facilities at the Coffin Pond area	223	71.2 %
Total	556	

Number of Cases = 313

Number of Responses = 556

Average Number Of Responses Per Case = 1.8

Number Of Cases With At Least One Response = 313

Response Percent = 100.0 %

Tabular Data

Q4. Other

Q4 Other

TRAILS BEHIND THE POND
FISHING
FROZEN LOT IN WINTER SKATING
ICE TRINK/SLIDING HILL
KIDS WENT W/SUMMER CAMP
NEW RESIDENT
PARKING LOT
PATHS IN WOODS
POND AREA LOOK FOR GROGS/TURTL
TRAILS
TRAILS CROSS COUNTRY RUNNING
USE TRAILS FOR HIKE/SLEDDING
WERE THER FOR SWIMMING LESSONS

Q5. Overall, how would you and members of your household rate the condition of other facilities at Coffin Pond?

Q5. How would you and members of your household
rate the condition of other facilities at Coffin Pond?

	Number	Percent
Excellent	2	2.2 %
Good	43	47.8 %
Fair	41	45.6 %
Poor	4	4.4 %
Total	90	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Tabular Data

Q6. Listed below are some potential features that the Town of Brunswick could incorporate into the development of a new OUTDOOR AQUATIC CENTER. Please check ALL of the aquatic features that you and members of your household would use.

Q6. Please check ALL of the aquatic features that you and members of your household would use.	Number	Percent
Water slides	172	55.0 %
A leisure pool with gentle slope entry for walking into the water	183	58.5 %
A lazy river that allows you to float on a raft/flotation device through slow moving water	187	59.7 %
Concession area	177	56.5 %
A shallow pool for infants or toddlers	138	44.1 %
Water sprays with interactive play features for small children	136	43.5 %
Sand play area	121	38.7 %
Lap lanes for exercise, lessons, and lap swimming	192	61.3 %
An area with deep water for diving, water polo, and scuba	111	35.5 %
Hot tub or Jacuzzi	106	33.9 %
50-meter lap lanes that can be used for competitive swimming	85	27.2 %
Lily pads	30	9.6 %
1m diving board	102	32.6 %
3m diving board	60	19.2 %
Other	26	8.3 %
None Chosen	41	13.1 %
Total	1867	

Number of Cases = 313

Number of Responses = 1867

Average Number Of Responses Per Case = 6.0

Number Of Cases With At Least One Response = 313

Response Percent = 100.0 %

Tabular Data

Q6. other

Q6 Other

10 M DIVIING BOARD
15ZIP LINES/SAUNA/STEAM BATHS
ADULT ONLY TIME
BATHROOMS/CHANGING ROOMS
BOAT LAUNCH
CLEANER/CLEAR WATER
COSIDER BUBBLE BLDG/LAP SWIM
DO NOT USE SWIM FACILITIES
DON'T RAIS TAXE HIGH ENOUGH
FAMILY SHOWER ROOMS
GIANT BUCKET FILLS UP & DUMPS
HANDICAPPED ACCESS
MORE NATURAL APPEARANCE
NATURAL FISH HABITAT
NEVER THOUGHT ABOUT IT
NO OUTDOOR ACTIVITIES
PLAYGROUND/VOLLEYBALL
PROBABLY WOULD NOT USE ANY
ROPE SWIMG/B-DY PARTY RENTAL
SHADE
SHOWER/BEFORE & AFTER POOL USE
SHOWERS/SHADY AREA
SKATE PARK
SPACE/CAPACITY/QUACIZE
WOULD NOT LIKELY USE ANY
WOULD NOT USE

Tabular Data

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

<u>Q7. Most Often</u>	<u>Number</u>	<u>Percent</u>
Water slides	50	16.0 %
A leisure pool with gentle slope entry for walking into the water	48	15.3 %
A lazy river that allows you to float on a raft/flotation device through slow moving water	30	9.6 %
Concession area	3	1.0 %
A shallow pool for infants or toddlers	17	5.4 %
Water sprays with interactive play features for small children	10	3.2 %
Sand play area	8	2.6 %
Lap lanes for exercise, lessons, and lap swimming	64	20.4 %
An area with deep water for diving, water polo, and scuba	6	1.9 %
Hot tub or Jacuzzi	9	2.9 %
50-meter lap lanes that can be used for competitive swimming	8	2.6 %
1m diving board	2	0.6 %
Other	5	1.6 %
<u>None Chosen</u>	<u>53</u>	<u>16.9 %</u>
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Tabular Data

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

<u>Q7. 2nd Often</u>	<u>Number</u>	<u>Percent</u>
Water slides	30	9.6 %
A leisure pool with gentle slope entry for walking into the water	39	12.5 %
A lazy river that allows you to float on a raft/flotation device through slow moving water	43	13.7 %
Concession area	11	3.5 %
A shallow pool for infants or toddlers	20	6.4 %
Water sprays with interactive play features for small children	20	6.4 %
Sand play area	10	3.2 %
Lap lanes for exercise, lessons, and lap swimming	29	9.3 %
An area with deep water for diving, water polo, and scuba	19	6.1 %
Hot tub or Jacuzzi	19	6.1 %
50-meter lap lanes that can be used for competitive swimming	5	1.6 %
Lily pads	1	0.3 %
1m diving board	7	2.2 %
<u>None Chosen</u>	<u>60</u>	<u>19.2 %</u>
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Tabular Data

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

<u>Q7. 3rd Often</u>	<u>Number</u>	<u>Percent</u>
Water slides	23	7.3 %
A leisure pool with gentle slope entry for walking into the water	18	5.8 %
A lazy river that allows you to float on a raft/flotation device through slow moving water	41	13.1 %
Concession area	27	8.6 %
A shallow pool for infants or toddlers	19	6.1 %
Water sprays with interactive play features for small children	26	8.3 %
Sand play area	9	2.9 %
Lap lanes for exercise, lessons, and lap swimming	28	8.9 %
An area with deep water for diving, water polo, and scuba	14	4.5 %
Hot tub or Jacuzzi	11	3.5 %
50-meter lap lanes that can be used for competitive swimming	9	2.9 %
1m diving board	12	3.8 %
3m diving board	5	1.6 %
Other	1	0.3 %
<u>None Chosen</u>	<u>70</u>	<u>22.4 %</u>
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Tabular Data

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?(Top Three)

<u>Q7. Most Often</u>	<u>Number</u>	<u>Percent</u>
Water slides	103	32.9 %
A leisure pool with gentle slope entry for walking into the water	105	33.5 %
A lazy river that allows you to float on a raft/flotation device through slow moving water	114	36.4 %
Concession area	41	13.1 %
A shallow pool for infants or toddlers	56	17.9 %
Water sprays with interactive play features for small children	56	17.9 %
Sand play area	27	8.6 %
Lap lanes for exercise, lessons, and lap swimming	121	38.7 %
An area with deep water for diving, water polo, and scuba	39	12.5 %
Hot tub or Jacuzzi	39	12.5 %
50-meter lap lanes that can be used for competitive swimming	22	7.0 %
Lily pads	1	0.3 %
1m diving board	21	6.7 %
3m diving board	5	1.6 %
Other	6	1.9 %
None Chosen	53	16.9 %
Total	809	

Number of Cases = 313

Number of Responses = 809

Average Number Of Responses Per Case = 2.6

Number Of Cases With At Least One Response = 313

Response Percent = 100.0 %

Tabular Data

Q8. Please check the THREE primary reasons you would use a new OUTDOOR aquatic center in the Town of Brunswick .

Q8. Please check the THREE primary reasons you would use a new OUTDOOR aquatic center in the Town of Brunswick .

	Number	Percent
recreational swimming	237	75.7 %
instructional classes	112	35.8 %
competitive swimming	17	5.4 %
sunbathing	74	23.6 %
exercise	192	61.3 %
therapeutic purposes	61	19.5 %
camps	29	9.3 %
Other	32	10.2 %
None Chosen	36	11.5 %
Total	790	

Number of Cases = 313

Number of Responses = 790

Average Number Of Responses Per Case = 2.5

Number Of Cases With At Least One Response = 313

Response Percent = 100.0 %

Tabular Data

Q8. Other

Q8 Other

ADULT ONLY SWIM
BBQ/BEACH WALKING
BEAT THE SUMMER HEAT
CHILD CARE
DAY CARE
DON'T USE
DONT USE ANY
ENTERTAINING GRAND CHILDREN
ESCAPE SUMMER HEAT
FUN
FUN
FUN FOR KIDS
HAVE CAMP
HOT TUB
I WOULD NOT USE IT
I WOULDN'T
KAYAKING/CANOEING
KIDDOS
MEET FAMILY/FRIENDS
PICNICS
PLACE FOR FUTURE KIDS TO SWIM
PLACE TO BRING KIDS
PLAY
SCUBA
WE HAVE NOTHING IN BRUNSWICK
WE WOULD NOT USE
WOULD NOT USE
WOULD NOT USE
WOULD NOT USE AT ATLL
WOULD NOT USE IT
WOULDN'T
WOULDN'T USE IT

Tabular Data

Q9. If the Town of Brunswick developed a NEW outdoor aquatic center with the aquatic spaces that would be most important to your household please check HOW OFTEN you and members of your household would use the center each season?

Q9. Please check HOW OFTEN you and members of your household would use the center each season?	Number	Percent
1-5 days	55	17.6 %
6-10 days	42	13.4 %
11-25 days	96	30.7 %
26-50 days	47	15.0 %
51-100 days	36	11.5 %
Don't Know	37	11.8 %
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q10a. Please CHECK the maximum amount you would be willing to pay for a SEASONAL FAMILY (4 people) pass to the new outdoor aquatic center, if it had the features most important to you and your household.

Q10a. Please CHECK the maximum amount you would be willing to pay for a SEASONAL FAMILY (4 people) pass?	Number	Percent
\$150 or more per season	48	15.3 %
\$135-\$149 per season	32	10.2 %
\$120-\$134 per season	52	16.6 %
\$105-\$119 per season	75	24.0 %
Nothing	106	33.9 %
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Tabular Data

Q10b. Please CHECK the maximum amount you would be willing to pay for a SEASONAL YOUTH pass to the new outdoor aquatic center, if it had the features most important to you and your household.

Q10b. Please CHECK the maximum amount you would be willing to pay for a SEASONAL YOUTH pass?	Number	Percent
\$60 or more per season	26	8.3 %
\$50-\$59 per season	44	14.1 %
\$40-\$49 per season	56	17.9 %
\$30-\$39 per season	74	23.6 %
Nothing	113	36.1 %
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q10c. Please CHECK the maximum amount you would be willing to pay for a SEASONAL ADULT pass to the new outdoor aquatic center, if it had the features most important to you and your household.

Q10c. Please CHECK the maximum amount you would be willing to pay for a SEASONAL ADULT pass?	Number	Percent
\$70 or more per season	31	9.9 %
\$60-\$69 per season	45	14.4 %
\$50-\$59 per season	62	19.8 %
\$40-\$49 per season	82	26.2 %
Nothing	93	29.7 %
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Tabular Data

Q10d. Please CHECK the maximum amount you would be willing to pay for a DAILY YOUTH fee to the new outdoor aquatic center, if it had the features most important to you and your household

Q10d. Please CHECK the maximum amount you would be willing to pay for a DAILY YOUTH fee?	Number	Percent
\$5.00 per day	84	26.8 %
\$4.50 per day	3	1.0 %
\$4.00 per day	57	18.2 %
\$3.50 per day	66	21.1 %
Nothing	103	32.9 %
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q10e. Please CHECK the maximum amount you would be willing to pay for a DAILY ADULT fee to the new outdoor aquatic center, if it had the features most important to you and your household.

Q10e. Please CHECK the maximum amount you would be willing to pay for a DAILY ADULT fee?	Number	Percent
\$7.00 per day	50	16.0 %
\$6.00 per day	29	9.3 %
\$5.00 per day	87	27.8 %
\$4.00 per day	70	22.4 %
Nothing	77	24.6 %
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Tabular Data

Q11. Please check ALL the facilities you would like to see in areas surrounding a NEW outdoor aquatic center.

Q11. Please check ALL the facilities you would like to see in areas surrounding a NEW outdoor aquatic center.	Number	Percent
Sandy beach	158	50.5 %
Playground area	187	59.7 %
Picnic area	214	68.4 %
Walking trails	178	56.9 %
Other	50	16.0 %
None chosen	40	12.8 %
Total	827	

Number of Cases = 313

Number of Responses = 827

Average Number Of Responses Per Case = 2.6

Number Of Cases With At Least One Response = 313

Response Percent = 100.0 %

Q11. Other

Q11 Other

BATHROOMS WITH LOCKERS

BATHROOMS/PARKING LOT W/SHADE

BOAT LAUNCH

CHANGE AREA & BATHROOMS

CHANGING/LOCKER RMS/SHOWERS

CHANGING ROOMS/SHOWERS

CMAPING TENTS ONLY

CONCESSION STAND

CONSOLIDATE ATHLETIC FACIL

DISC GOLF/REC FIELDS

DOG PARK

DOG WALKING AREA

DONT USE ANY

EVENTS AREAS (GAZEBOS)
FISHING
FITNESS TRAIL W/EXERCISE STATION
HEATED INDOOR POOL YEAR ROUND
HOCKEY RINK
INDOOR FAC GET MORE USE
INDOOR FACILITY ALL YEAR LONG
INTERACTIVE WATER PARKS
LOCKER ROOMS/BIKE TRAILS/SHOWERS
MINI GOLF
MINI GOLF
MOUNTAIN BIKING TRAILS
NATURAL AREAS
NO SAND
PREFER LARGE INDOOR POOL
PULL UP BOARDS/STRENGTH BLDG
RAILS/RAMPS HANDICAP ACCESS
RESTROOMS
RESTROOMS/GARBAGE CANS/CHNG RM
SHADE
SHADED AREAS
SHOWERS
SHOWERS/SHADY AREA
SKATE PARK
SLEDDING/X-COUNTRY SKIING
SOCCER FIELDS/REC FIELDS
SPACE FOR YOGA/TAI CHI
SPECTATOR SEATING-COMPETITIVE SW
SWIMMING AREA HAVE NO BEACH
TOWN NOT INVEST IN THIS
VOLLEYBALL COURTS
WILL NOT USE
ZIP LINES

Tabular Data

Q12. The following are potential locations for a NEW outdoor aquatic center. Please check ALL the locations that you would support for developing an outdoor aquatic center.

Q12. Please check ALL the locations that you would support for developing an outdoor aquatic center.	Number	Percent
Elsewhere on the Coffin Pond parcel	131	41.9 %
Brunswick Landing (Former Naval Air Station next to relocated Town Recreation Center)	242	77.3 %
On 15 acres between the former Navy housing and Wildwood development on Route 24	135	43.1 %
Other	21	6.7 %
Don't Know	1	0.3 %
None Chosen	27	8.6 %
Total	557	

Number of Cases = 313

Number of Responses = 557

Average Number Of Responses Per Case = 1.8

Number Of Cases With At Least One Response = 313

Response Percent = 100.0 %

Tabular Data

Q12. Other

Q12 Other

30 FEDERAL ST

ANY SUITABLE LOCATION

AWAY FROM THE NAVAL BASE

BEACH W/DEEP WATER FRONTAGE

CLOSE TO MERE POINT RD

DEVELOP SWIM ACCESS OWNED SITE

DO NOT WANT AQUATIC CENTER

FORT ANDROSS

JORDAN ACRES SITE

JORDON ACRS

NOT IMPORTANT TO ME

OCEAN/RIVER ACCESS FOR LAUNCH

OLD JA SITE IF SCHOOL DONT USE

OLD NAVY PROPERTY ON OLD BATH

ON BUS RTE UNLESS I CAN GET TO

SOMEWHERE CLOSER IN TOWN

THOMAS POINT

USE OLD HANGER AS INDR WATER

WALKING PATH

WHITE'S BEACH

Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center with the program features that are most important to you and members of your household should be paid for?

Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center

	Number	Percent
100% through taxes	11	3.5 %
Taxes should pay the majority of costs and fees from users the remaining costs	61	19.5 %
Fees from users should pay the majority of costs and taxes the remaining costs	119	38.0 %
100% through fees	81	25.9 %
Don't know	41	13.1 %
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q14. If a bond is needed to finance construction of a new outdoor aquatic facility in Brunswick, what level of property tax increase would you support to fund the project?

Q14. What level of property tax increase would you support to fund the project?

	Number	Percent
\$16 per \$100,000 of assessed value (example: a bill for a house valued at \$250,000 would increase by \$40 per year for the 20 year life of the bond)	28	8.9 %
\$12 per \$100,000 of assessed value (example: a bill for a house valued at \$250,000 would increase by \$30 per year for the 20 year life of the bond)	31	9.9 %
\$8 per \$100,000 of assessed value (example: a bill for a house valued at \$250,000 would increase by \$20 per year for the 20 year life of the bond)	69	22.0 %
\$4 per \$100,000 of assessed value (example: a bill for a house valued at \$250,000 would increase by \$10 per year for the 20 year life of the bond)	75	24.0 %
Nothing. I would not support a bond to fund construction of a new outdoor aquatic facility.	110	35.1 %
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q15. What priority should be developing a NEW outdoor aquatic center in the Town of Brunswick?

Q15. What priority should be developing a NEW outdoor aquatic center in the Town of Brunswick?	Number	Percent
A high priority	68	21.7 %
A medium priority	101	32.3 %
A low priority	56	17.9 %
Not a priority	62	19.8 %
Do not have an opinion	26	8.3 %
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q15a. Please check the PRIMARY reason you feel it is a high or medium priority.

Q15a. Please check the PRIMARY reason you feel it is a high or medium priority	Number	Percent
I think we need more outdoor aquatic programming areas	82	48.5 %
Coffin Pond is not an adequate facility for outdoor aquatics	87	51.5 %
Other	15	8.9 %
Don't Know	2	1.2 %
Total	186	

Number of Cases = 169

Number of Responses = 186

Average Number Of Responses Per Case = 1.1

Number Of Cases With At Least One Response = 169

Response Percent = 100.0 %

Q15a. Other

Q15a Other

BRINGING COMMUNITY TOGETHER
BRUNSWICK NEEDS TO GROW
BUILD COMMUNITY
CHILDREN NEED A SAFE PLACE
COFFIN MAY BE ADEQUATE
COFFIN NEEDS UPDATED
COULD USE DRAW POST NAVAL BASE
GREAT IDEA
MAINE NEEDS 50 METER POOL
NEE AL LYR ROUND FACILITY
NEED FO TEENAGE/YOUNGER
OUTDOOR AQUATIC CENTER
THERE ARE NO LAKES NEARBY
THERE ARE OTHER PRIORITIES
YEAR ROUND INDOOR FACILITY

Q15b. Please check the PRIMARY reason you feel it is a low or not a priority,or have no opinion.

Q15b. Please check the PRIMARY reason you feel it is a
low or not a priority, or have no opinion.

	Number	Percent
I think Coffin Pond is an adequate facility	19	13.2 %
I am not willing to pay any additional tax dollars for a new aquatic center	79	54.9 %
Other	47	32.6 %
Don't Know	6	4.2 %
Total	151	

Number of Cases = 144

Number of Responses = 151

Average Number Of Responses Per Case = 1.0

Number Of Cases With At Least One Response = 144

Response Percent = 100.0 %

Q16. How important do you feel it is to have an Outdoor public swimming pool in the Town of Brunswick?

Q16. How important do you feel it is to have an Outdoor public swimming pool in the Town of Brunswick?

	Number	Percent
Very important	98	31.3 %
Somewhat important	115	36.7 %
Not sure	31	9.9 %
Not important	67	21.4 %
<u>Not provided</u>	<u>2</u>	<u>0.6 %</u>
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q17. How many (counting yourself) people in your household are?

	Mean	Sum
number	3.24	1014
Q17. Under 5 years	0.37	116
Q17. 5 - 9 years	0.37	115
Q17. 10 - 14 years	0.32	100
Q17. 15 - 19 years	0.19	60
Q17. 20 - 24 years	0.13	41
Q17. 25 - 34 years	0.41	128
Q17. 35 - 44 years	0.62	193
Q17. 45 - 54 years	0.40	126
Q17. 55-64 years	0.20	64
Q17. 65+ years	0.23	71

Tabular Data

Q18. What is your age?

Q18. What is your age?	Number	Percent
Under 35	79	25.2 %
35 to 44	98	31.3 %
45 to 54	54	17.3 %
55 to 64	38	12.1 %
65+	44	14.1 %
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q19. Your gender:

Q19. Your gender:	Number	Percent
Male	154	49.2 %
Female	159	50.8 %
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Tabular Data

Q20. How many years have you lived in the Brunswick area?

Q20. How many years have you lived in the Brunswick area?

	Number	Percent
Under 5	86	27.5 %
5 to 14	92	29.4 %
15 to 24	43	13.7 %
25 to 34	37	11.8 %
35+	44	14.1 %
Not Provided	11	3.5 %
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q21. What is your total annual household income (this is for demographic purposes only)?

Q21. What is your total annual household income (this is for demographic purposes only)?

	Number	Percent
Under \$25,000	22	7.0 %
\$25,000 to \$49,999	51	16.3 %
\$50,000 to \$74,999	63	20.1 %
\$75,000 to \$99,999	64	20.4 %
\$100,000 or More	94	30.0 %
Not provided	19	6.1 %
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Tabular Data

Q22. If you own your residence, please check the value of your residence (this is for demographic purposes only).

Q22. If you own your residence, please check the value of your residence (this is for demographic purposes only).

	Number	Percent
Under \$50,000	11	3.5 %
\$50,000-\$99,999	6	1.9 %
\$100,000-\$199,999	83	26.5 %
\$200,000-\$299,999	87	27.8 %
\$300,000 or More	65	20.8 %
Not provided	61	19.5 %
Total	313	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Section 4:
Cross Tabular Data by:
Household Types

Respondent Household Types

Q1. Over the past 12 months, have you or any members of your household used Coffin Pond for swimming?

N=313	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	

Q1. Have you or any members of your household used Coffin Pond for swimming?

Yes	46.3%	26.7%	4.5%	7.7%	26.5%
No	53.7%	73.3%	95.5%	92.3%	73.5%

Q2. From the following list, please check how many days you and all members of your household used Coffin Pond in the past 12 months.

N=83	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	

Q2. Please check how many days you and all members of your household used Coffin Pond in the past 12 months.

1-5 days	57.1%	58.3%	33.3%	40.0%	55.4%
6-10 days	17.5%	16.7%	0.0%	20.0%	16.9%
11-25 days	14.3%	16.7%	33.3%	0.0%	14.5%
26-50 days	6.3%	8.3%	0.0%	0.0%	6.0%
100+ days	3.2%	0.0%	0.0%	0.0%	2.4%
Did not use	1.6%	0.0%	33.3%	40.0%	4.8%

Respondent Household Types

Q3. Overall, how would you and members of your household rate the condition of Coffin Pond?

N=83	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	
<u>Q3. How would you and members of your household rate the condition of Coffin Pond?</u>					
Excellent	11.1%	0.0%	0.0%	20.0%	9.6%
Good	44.4%	58.3%	66.7%	20.0%	45.8%
Fair	28.6%	41.7%	0.0%	20.0%	28.9%
Poor	14.3%	0.0%	0.0%	0.0%	10.8%
Not Provided	1.6%	0.0%	33.3%	40.0%	4.8%

Respondent Household Types

Q4. Over the past 12 months, please check ALL the other facilities at the Coffin Pond area that you and members of your household have used.

N=313	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	
Sandy Beach	39.7%	20.0%	3.0%	1.5%	21.1%
Playground area	39.7%	17.8%	1.5%	1.5%	20.4%
Picnic area	16.2%	4.4%	0.0%	0.0%	7.7%
Restrooms with changing facilities	33.1%	20.0%	3.0%	1.5%	18.2%
Concessions area	21.3%	22.2%	1.5%	1.5%	13.1%
Waterslide	39.7%	20.0%	1.5%	1.5%	20.8%
Other	8.1%	8.9%	0.0%	1.5%	5.1%
Do not use any facilities at the Coffin Pond area	47.1%	71.1%	97.0%	95.4%	71.2%

Respondent Household Types

Q5. Overall, how would you and members of your household rate the condition of other facilities at Coffin Pond?

N=90	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10- 19	Households with Adults Ages 20- 54 and No Children	Households with Adults Ages 55+ and No Children	
<u>Q5. How would you and members of your household rate the condition of other facilities at Coffin Pond?</u>					
Excellent	2.8%	0.0%	0.0%	0.0%	2.2%
Good	45.8%	46.2%	100.0%	66.7%	47.8%
Fair	45.8%	53.8%	0.0%	33.3%	45.6%
Poor	5.6%	0.0%	0.0%	0.0%	4.4%

Respondent Household Types

Q6. Listed below are some potential features that the Town of Brunswick could incorporate into the development of a new OUTDOOR AQUATIC CENTER. Please check ALL of the aquatic features that you and members of your household would use.

N=313	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	
Water slides	79.4%	53.3%	41.8%	18.5%	55.0%
A leisure pool with gentle slope entry for walking into the water	75.7%	51.1%	52.2%	33.8%	58.5%
A lazy river that allows you to float on a raft/flotation device through slow moving water	72.8%	64.4%	55.2%	33.8%	59.7%
Concession area	70.6%	60.0%	47.8%	33.8%	56.5%
A shallow pool for infants or toddlers	65.4%	22.2%	35.8%	23.1%	44.1%
Water sprays with interactive play features for small children	71.3%	22.2%	29.9%	13.8%	43.5%
Sand play area	62.5%	13.3%	25.4%	20.0%	38.7%

Respondent Household Types

Q6. Listed below are some potential features that the Town of Brunswick could incorporate into the development of a new OUTDOOR AQUATIC CENTER. Please check ALL of the aquatic features that you and members of your household would use.

N=313	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10- 19	Households with Adults Ages 20- 54 and No Children	Households with Adults Ages 55+ and No Children	

Q6. Please check ALL of the aquatic features that you and members of your household would use. (Cont.)

Lap lanes for exercise, lessons, and lap swimming	68.4%	75.6%	53.7%	44.6%	61.3%
An area with deep water for diving, water polo, and scuba	41.9%	55.6%	34.3%	9.2%	35.5%
Hot tub or Jacuzzi	39.7%	44.4%	34.3%	13.8%	33.9%
50-meter lap lanes that can be used for competitive swimming	32.4%	40.0%	20.9%	13.8%	27.2%
Lily pads	14.0%	6.7%	9.0%	3.1%	9.6%
1m diving board	42.6%	44.4%	26.9%	9.2%	32.6%
3m diving board	25.7%	28.9%	16.4%	1.5%	19.2%
Other	8.1%	4.4%	7.5%	12.3%	8.3%
None Chosen	4.4%	15.6%	14.9%	27.7%	13.1%

Respondent Household Types

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313

Household Types				Total
Households with Children Under Age 10	Households with Children Ages 10- 19	Households with Adults Ages 20- 54 and No Children	Households with Adults Ages 55+ and No Children	

Q7. Most Often

Water slides	23.5%	13.3%	6.0%	12.3%	16.0%
A leisure pool with gentle slope entry for walking into the water	18.4%	8.9%	14.9%	13.8%	15.3%
A lazy river that allows you to float on a raft/flotation device through slow moving water	11.8%	6.7%	14.9%	1.5%	9.6%
Concession area	0.0%	2.2%	3.0%	0.0%	1.0%
A shallow pool for infants or toddlers	11.0%	0.0%	3.0%	0.0%	5.4%
Water sprays with interactive play features for small children	6.6%	0.0%	1.5%	0.0%	3.2%
Sand play area	2.9%	2.2%	3.0%	1.5%	2.6%

Respondent Household Types

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313

Household Types				Total
Households with Children Under Age 10	Households with Children Ages 10- 19	Households with Adults Ages 20- 54 and No Children	Households with Adults Ages 55+ and No Children	

Q7. Most Often (Cont.)

Lap lanes for exercise, lessons, and lap swimming	16.9%	31.1%	16.4%	24.6%	20.4%
An area with deep water for diving, water polo, and scuba	0.0%	4.4%	6.0%	0.0%	1.9%
Hot tub or Jacuzzi	1.5%	2.2%	9.0%	0.0%	2.9%
50-meter lap lanes that can be used for competitive swimming	0.7%	8.9%	1.5%	3.1%	2.6%
1m diving board	0.7%	2.2%	0.0%	0.0%	0.6%
Other	0.7%	2.2%	0.0%	4.6%	1.6%
None Chosen	5.1%	15.6%	20.9%	38.5%	16.9%

Respondent Household Types

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313

	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	
Water slides	14.7%	6.7%	7.5%	3.1%	9.6%
A leisure pool with gentle slope entry for walking into the water	19.1%	8.9%	6.0%	7.7%	12.5%
A lazy river that allows you to float on a raft/flotation device through slow moving water	13.2%	20.0%	14.9%	9.2%	13.7%
Concession area	2.9%	2.2%	4.5%	4.6%	3.5%
A shallow pool for infants or toddlers	11.8%	2.2%	0.0%	4.6%	6.4%
Water sprays with interactive play features for small children	9.6%	0.0%	4.5%	6.2%	6.4%
Sand play area	5.1%	0.0%	3.0%	1.5%	3.2%

Q7. 2nd Often

Respondent Household Types

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313

Household Types					Total
Households with Children Under Age 10	Households with Children Ages 10- 19	Households with Adults Ages 20- 54 and No Children	Households with Adults Ages 55+ and No Children		

Q7. 2nd Often (Cont.)

Lap lanes for exercise, lessons, and lap swimming	8.1%	15.6%	11.9%	4.6%	9.3%
An area with deep water for diving, water polo, and scuba	4.4%	8.9%	10.4%	3.1%	6.1%
Hot tub or Jacuzzi	2.2%	13.3%	6.0%	9.2%	6.1%
50-meter lap lanes that can be used for competitive swimming	0.0%	6.7%	3.0%	0.0%	1.6%
Lily pads	0.0%	0.0%	1.5%	0.0%	0.3%
1m diving board	3.7%	0.0%	3.0%	0.0%	2.2%
None Chosen	5.1%	15.6%	23.9%	46.2%	19.2%

Respondent Household Types

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313

	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	
Water slides	8.8%	15.6%	6.0%	0.0%	7.3%
A leisure pool with gentle slope entry for walking into the water	9.6%	4.4%	1.5%	3.1%	5.8%
A lazy river that allows you to float on a raft/flotation device through slow moving water	14.7%	8.9%	13.4%	12.3%	13.1%
Concession area	4.4%	15.6%	13.4%	7.7%	8.6%
A shallow pool for infants or toddlers	8.1%	0.0%	9.0%	3.1%	6.1%
Water sprays with interactive play features for small children	16.2%	0.0%	4.5%	1.5%	8.3%
Sand play area	5.1%	0.0%	0.0%	3.1%	2.9%

Q7. 3rd Often

Respondent Household Types

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313

Household Types				Total
Households with Children Under Age 10	Households with Children Ages 10- 19	Households with Adults Ages 20- 54 and No Children	Households with Adults Ages 55+ and No Children	

Q7. 3rd Often (Cont.)

Lap lanes for exercise, lessons, and lap swimming	15.4%	6.7%	3.0%	3.1%	8.9%
An area with deep water for diving, water polo, and scuba	4.4%	13.3%	3.0%	0.0%	4.5%
Hot tub or Jacuzzi	2.9%	4.4%	7.5%	0.0%	3.5%
50-meter lap lanes that can be used for competitive swimming	1.5%	2.2%	3.0%	6.2%	2.9%
1m diving board	0.7%	8.9%	4.5%	6.2%	3.8%
3m diving board	1.5%	2.2%	3.0%	0.0%	1.6%
Other	0.0%	0.0%	1.5%	0.0%	0.3%
None Chosen	6.6%	17.8%	26.9%	53.8%	22.4%

Respondent Household Types

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?(Top Three)

N=313

	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10- 19	Households with Adults Ages 20- 54 and No Children	Households with Adults Ages 55+ and No Children	
Water slides	47.1%	35.6%	19.4%	15.4%	32.9%
A leisure pool with gentle slope entry for walking into the water	47.1%	22.2%	22.4%	24.6%	33.5%
A lazy river that allows you to float on a raft/flotation device through slow moving water	39.7%	35.6%	43.3%	23.1%	36.4%
Concession area	7.4%	20.0%	20.9%	12.3%	13.1%
A shallow pool for infants or toddlers	30.9%	2.2%	11.9%	7.7%	17.9%
Water sprays with interactive play features for small children	32.4%	0.0%	10.4%	7.7%	17.9%
Sand play area	13.2%	2.2%	6.0%	6.2%	8.6%

Q7. Most Often

Respondent Household Types

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?(Top Three)

N=313	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	
Lap lanes for exercise, lessons, and lap swimming	40.4%	53.3%	31.3%	32.3%	38.7%
An area with deep water for diving, water polo, and scuba	8.8%	26.7%	19.4%	3.1%	12.5%
Hot tub or Jacuzzi	6.6%	20.0%	22.4%	9.2%	12.5%
50-meter lap lanes that can be used for competitive swimming	2.2%	17.8%	7.5%	9.2%	7.0%
Lily pads	0.0%	0.0%	1.5%	0.0%	0.3%
1m diving board	5.1%	11.1%	7.5%	6.2%	6.7%
3m diving board	1.5%	2.2%	3.0%	0.0%	1.6%
Other	0.7%	2.2%	1.5%	4.6%	1.9%
None Chosen	5.1%	15.6%	20.9%	38.5%	16.9%

Respondent Household Types

Q8. Please check the THREE primary reasons you would use a new OUTDOOR aquatic center in the Town of Brunswick .

N=313

Household Types				Total
Households with Children Under Age 10	Households with Children Ages 10- 19	Households with Adults Ages 20- 54 and No Children	Households with Adults Ages 55+ and No Children	

Q8. Please check the THREE primary reasons you would use a new OUTDOOR aquatic center in the Town of Brunswick .

recreational swimming	91.9%	77.8%	68.7%	47.7%	75.7%
instructional classes	61.8%	22.2%	14.9%	12.3%	35.8%
competitive swimming	5.1%	13.3%	3.0%	3.1%	5.4%
sunbathing	22.8%	22.2%	34.3%	15.4%	23.6%
exercise	62.5%	68.9%	62.7%	52.3%	61.3%
therapeutic purposes	9.6%	28.9%	26.9%	26.2%	19.5%
camps	17.6%	4.4%	3.0%	1.5%	9.3%
Other	6.6%	13.3%	10.4%	15.4%	10.2%
None Chosen	2.9%	8.9%	14.9%	27.7%	11.5%

Respondent Household Types

Q9. If the Town of Brunswick developed a NEW outdoor aquatic center with the aquatic spaces that would be most important to your household please check HOW OFTEN you and members of your household would use the center each season?

N=313

Household Types				Total
Households with Children Under Age 10	Households with Children Ages 10- 19	Households with Adults Ages 20- 54 and No Children	Households with Adults Ages 55+ and No Children	

Q9. Please check HOW OFTEN you and members of your household would use the center each season?

1-5 days	8.1%	20.0%	29.9%	23.1%	17.6%
6-10 days	18.4%	4.4%	13.4%	9.2%	13.4%
11-25 days	38.2%	26.7%	25.4%	23.1%	30.7%
26-50 days	19.9%	24.4%	9.0%	4.6%	15.0%
51-100 days	13.2%	11.1%	10.4%	9.2%	11.5%
Don't Know	2.2%	13.3%	11.9%	30.8%	11.8%

Respondent Household Types

Q10a. Please CHECK the maximum amount you would be willing to pay for a SEASONAL FAMILY (4 people) pass to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313

Household Types				Total
Households with Children Under Age 10	Households with Children Ages 10- 19	Households with Adults Ages 20- 54 and No Children	Households with Adults Ages 55+ and No Children	

Q10a. Please CHECK the maximum amount you would be willing to pay for a SEASONAL FAMILY (4 people) pass?

\$150 or more per season	17.6%	31.1%	9.0%	6.2%	15.3%
\$135-\$149 per season	14.0%	17.8%	6.0%	1.5%	10.2%
\$120-\$134 per season	26.5%	8.9%	11.9%	6.2%	16.6%
\$105-\$119 per person	30.1%	17.8%	20.9%	18.5%	24.0%
Nothing	11.8%	24.4%	52.2%	67.7%	33.9%

Respondent Household Types

Q10b. Please CHECK the maximum amount you would be willing to pay for a SEASONAL YOUTH pass to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	
<u>Q10b. Please CHECK the maximum amount you would be willing to pay for a SEASONAL YOUTH pass?</u>					
\$60 or more per season	12.5%	15.6%	1.5%	1.5%	8.3%
\$50-\$59 per season	17.6%	20.0%	7.5%	9.2%	14.1%
\$40-\$49 per season	27.2%	20.0%	9.0%	6.2%	17.9%
\$30-\$39 per season	30.1%	17.8%	25.4%	12.3%	23.6%
Nothing	12.5%	26.7%	56.7%	70.8%	36.1%

Respondent Household Types

Q10c. Please CHECK the maximum amount you would be willing to pay for a SEASONAL ADULT pass to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	
Q10c. Please CHECK the maximum amount you would be willing to pay for a SEASONAL ADULT pass?					
\$70 or more per season	10.3%	17.8%	4.5%	9.2%	9.9%
\$60-\$69 per season	16.2%	20.0%	11.9%	9.2%	14.4%
\$50-\$59 per season	24.3%	24.4%	17.9%	9.2%	19.8%
\$40-\$49 per season	30.9%	13.3%	28.4%	23.1%	26.2%
Nothing	18.4%	24.4%	37.3%	49.2%	29.7%

Respondent Household Types

Q10d. Please CHECK the maximum amount you would be willing to pay for a DAILY YOUTH fee to the new outdoor aquatic center, if it had the features most important to you and your household

N=313	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	
Q10d. Please CHECK the maximum amount you would be willing to pay for a DAILY YOUTH fee?					
\$5.00 per day	36.0%	40.0%	16.4%	9.2%	26.8%
\$4.50 per day	0.7%	4.4%	0.0%	0.0%	1.0%
\$4.00 per day	29.4%	17.8%	11.9%	1.5%	18.2%
\$3.50 per day	20.6%	22.2%	25.4%	16.9%	21.1%
Nothing	13.2%	15.6%	46.3%	72.3%	32.9%

Respondent Household Types

Q10e. Please CHECK the maximum amount you would be willing to pay for a DAILY ADULT fee to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	
Q10e. Please CHECK the maximum amount you would be willing to pay for a DAILY ADULT fee?					
\$7.00 per day	21.3%	20.0%	10.4%	7.7%	16.0%
\$6.00 per day	10.3%	17.8%	6.0%	4.6%	9.3%
\$5.00 per day	33.8%	28.9%	31.3%	10.8%	27.8%
\$4.00 per day	21.3%	20.0%	28.4%	20.0%	22.4%
Nothing	13.2%	13.3%	23.9%	56.9%	24.6%

Respondent Household Types

Q11. Please check ALL the facilities you would like to see in areas surrounding a NEW outdoor aquatic center.

N=313

Household Types				Total
Households with Children Under Age 10	Households with Children Ages 10- 19	Households with Adults Ages 20- 54 and No Children	Households with Adults Ages 55+ and No Children	

Q11. Please check ALL the facilities you would like to see in areas surrounding a NEW outdoor aquatic center.

Sandy beach	62.5%	28.9%	58.2%	32.3%	50.5%
Playground area	84.6%	42.2%	47.8%	32.3%	59.7%
Picnic area	80.1%	62.2%	71.6%	44.6%	68.4%
Walking trails	57.4%	60.0%	65.7%	44.6%	56.9%
Other	19.1%	15.6%	16.4%	9.2%	16.0%
None chosen	1.5%	13.3%	16.4%	32.3%	12.8%

Respondent Household Types

Q12. The following are potential locations for a NEW outdoor aquatic center. Please check ALL the locations that you would support for developing an outdoor aquatic center.

N=313	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	
Elsewhere on the Coffin Pond parcel	52.9%	37.8%	43.3%	20.0%	41.9%
Brunswick Landing (Former Naval Air Station next to relocated Town Recreation Center)	87.5%	75.6%	73.1%	61.5%	77.3%
On 15 acres between the former Navy housing and Wildwood development on Route 24	54.4%	31.1%	41.8%	29.2%	43.1%
Other	8.1%	6.7%	4.5%	6.2%	6.7%
Don't Know	0.0%	0.0%	0.0%	1.5%	0.3%
None Chosen	0.0%	8.9%	13.4%	21.5%	8.6%

Respondent Household Types

Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center with the program features that are most important to you and members of your household should be paid for?

N=313	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	
100% through taxes	5.1%	0.0%	3.0%	3.1%	3.5%
Taxes should pay the majority of costs	26.5%	11.1%	16.4%	13.8%	19.5%
Fees from users should pay the majority of costs	44.1%	44.4%	28.4%	30.8%	38.0%
100% through fees	18.4%	26.7%	32.8%	33.8%	25.9%
Don't know	5.9%	17.8%	19.4%	18.5%	13.1%

Respondent Household Types

Q14. If a bond is needed to finance construction of a new outdoor aquatic facility in Brunswick, what level of property tax increase would you support to fund the project?

N=313

Household Types				Total
Households with Children Under Age 10	Households with Children Ages 10- 19	Households with Adults Ages 20- 54 and No Children	Households with Adults Ages 55+ and No Children	

Q14. What level of property tax increase would you support to fund the project?

\$16 per \$100,000 of assessed value	15.4%	2.2%	4.5%	4.6%	8.9%
\$12 per \$100,000 of assessed value	11.8%	11.1%	7.5%	7.7%	9.9%
\$8 per \$100,000 of assessed value	26.5%	24.4%	17.9%	15.4%	22.0%
\$4 per \$100,000 of assessed value	27.2%	22.2%	23.9%	18.5%	24.0%
Nothing.	19.1%	40.0%	46.3%	53.8%	35.1%

Respondent Household Types

Q15. What priority should be developing a NEW outdoor aquatic center in the Town of Brunswick?

N=313	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	
A high priority	29.4%	28.9%	10.4%	12.3%	21.7%
A medium priority	38.2%	28.9%	31.3%	23.1%	32.3%
A low priority	18.4%	8.9%	17.9%	23.1%	17.9%
Not a priority	6.6%	26.7%	31.3%	30.8%	19.8%
Do not have an opinion	7.4%	6.7%	9.0%	10.8%	8.3%

Respondent Household Types

Q15a. Please check the PRIMARY reason you feel it is a high or medium priority.

N=169	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	

Q15a. Please check the PRIMARY reason you feel it is a high or medium priority

I think we need more outdoor aquatic programming areas	47.8%	50.0%	53.6%	43.5%	48.5%
Coffin Pond is not an adequate facility for outdoor aquatics	47.8%	61.5%	50.0%	56.5%	51.5%
Other	8.7%	15.4%	3.6%	8.7%	8.9%
Don't Know	1.1%	0.0%	0.0%	4.3%	1.2%

Respondent Household Types

Q15b. Please check the PRIMARY reason you feel it is a low or not a priority, or have no opinion.

N=144	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10-19	Households with Adults Ages 20-54 and No Children	Households with Adults Ages 55+ and No Children	
I think Coffin Pond is an adequate facility	6.8%	26.3%	7.7%	19.0%	13.2%
I am not willing to pay any additional tax dollars for a new aquatic center	59.1%	73.7%	56.4%	40.5%	54.9%
Other	36.4%	10.5%	28.2%	42.9%	32.6%
Don't Know	2.3%	5.3%	7.7%	2.4%	4.2%

Respondent Household Types

Q16. How important do you feel it is to have an Outdoor public swimming pool in the Town of Brunswick?

N=313	Household Types				Total
	Households with Children Under Age 10	Households with Children Ages 10- 19	Households with Adults Ages 20- 54 and No Children	Households with Adults Ages 55+ and No Children	
<u>Q16. How important do you feel it is to have an Outdoor public swimming pool in the Town of Brunswick?</u>					
Very important	40.4%	42.2%	17.9%	18.5%	31.3%
Somewhat important	40.4%	31.1%	37.3%	32.3%	36.7%
Not sure	8.1%	6.7%	10.4%	15.4%	9.9%
Not important	9.6%	20.0%	34.3%	33.8%	21.4%
Not provided	1.5%	0.0%	0.0%	0.0%	0.6%

Section 5:
Cross Tabular Data by:
Gender and Coffin Pond Usage

Respondent Gender and Usage of Coffin Pond for Swimming

Q1. Over the past 12 months, have you or any members of your household used Coffin Pond for swimming?

N=313

Q1. Have you or any members of your household used Coffin Pond for swimming?		Q19. Your gender:		Total
Yes	No	Male	Female	

Q1. Have you or any members of your household used Coffin Pond for swimming?

Yes	100.0%	0.0%	26.0%	27.0%	26.5%
No	0.0%	100.0%	74.0%	73.0%	73.5%

Q2. From the following list, please check how many days you and all members of your household used Coffin Pond in the past 12 months.

N=83

Q1. Have you or any members of y...		Q19. Your gender:		Total
Yes		Male	Female	

Q2. Please check how many days you and all members of your household used Coffin Pond in the past 12 months.

1-5 days	55.4%	62.5%	48.8%	55.4%
6-10 days	16.9%	15.0%	18.6%	16.9%
11-25 days	14.5%	10.0%	18.6%	14.5%
26-50 days	6.0%	7.5%	4.7%	6.0%
100+ days	2.4%	0.0%	4.7%	2.4%
Did not use	4.8%	5.0%	4.7%	4.8%

Respondent Gender and Usage of Coffin Pond for Swimming

Q3. Overall, how would you and members of your household rate the condition of Coffin Pond?

N=83	Q1. Have you or any members of y...	Q19. Your gender:		Total
	Yes	Male	Female	

Q3. How would you and members of your household rate the condition of Coffin Pond?

Excellent	9.6%	7.5%	11.6%	9.6%
Good	45.8%	45.0%	46.5%	45.8%
Fair	28.9%	27.5%	30.2%	28.9%
Poor	10.8%	15.0%	7.0%	10.8%
Not Provided	4.8%	5.0%	4.7%	4.8%

Respondent Gender and Usage of Coffin Pond for Swimming

Q4. Over the past 12 months, please check ALL the other facilities at the Coffin Pond area that you and members of your household have used.

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Yes No

Q19. Your gender:

Male Female

Total

Q4. Please check ALL the other facilities at the Coffin Pond area that you and members of your household have used.

Sandy Beach	77.1%	0.9%	18.8%	23.3%	21.1%
Playground area	69.9%	2.6%	22.7%	18.2%	20.4%
Picnic area	24.1%	1.7%	9.7%	5.7%	7.7%
Restrooms with changing facilities	66.3%	0.9%	18.8%	17.6%	18.2%
Concessions area	49.4%	0.0%	12.3%	13.8%	13.1%
Waterslide	77.1%	0.4%	21.4%	20.1%	20.8%
Other	14.5%	1.7%	6.5%	3.8%	5.1%
Do not use any facilities at the Coffin Pond area	6.0%	94.8%	70.8%	71.7%	71.2%

Respondent Gender and Usage of Coffin Pond for Swimming

Q5. Overall, how would you and members of your household rate the condition of other facilities at Coffin Pond?

N=90

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Q19. Your gender:

Total

Yes

No

Male

Female

Q5. How would you and members of your household rate the condition of other facilities at Coffin Pond?

Excellent	0.0%	16.7%	2.2%	2.2%	2.2%
Good	51.3%	25.0%	46.7%	48.9%	47.8%
Fair	44.9%	50.0%	44.4%	46.7%	45.6%
Poor	3.8%	8.3%	6.7%	2.2%	4.4%

Respondent Gender and Usage of Coffin Pond for Swimming

Q6. Listed below are some potential features that the Town of Brunswick could incorporate into the development of a new OUTDOOR AQUATIC CENTER. Please check ALL of the aquatic features that you and members of your household would use.

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Yes No

Q19. Your gender:

Male Female

Total

Q6. Please check ALL of the aquatic features that you and members of your household would use.

Water slides	79.5%	46.1%	61.0%	49.1%	55.0%
A leisure pool with gentle slope entry for walking into the water	77.1%	51.7%	60.4%	56.6%	58.5%
A lazy river that allows you to float on a raft/flotation device through slow moving water	69.9%	56.1%	61.0%	58.5%	59.7%
Concession area	74.7%	50.0%	60.4%	52.8%	56.5%
A shallow pool for infants or toddlers	57.8%	39.1%	46.8%	41.5%	44.1%
Water sprays with interactive play features for small children	62.7%	36.5%	48.1%	39.0%	43.5%
Sand play area	59.0%	31.3%	44.2%	33.3%	38.7%
Lap lanes for exercise, lessons, and lap swimming	66.3%	59.6%	57.8%	64.8%	61.3%

Respondent Gender and Usage of Coffin Pond for Swimming

Q6. Listed below are some potential features that the Town of Brunswick could incorporate into the development of a new OUTDOOR AQUATIC CENTER. Please check ALL of the aquatic features that you and members of your household would use.

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Yes No

Q19. Your gender:

Male Female

Total

Q6. Please check ALL of the aquatic features that you and members of your household would use. (Cont.)

An area with deep water for diving, water polo, and scuba	48.2%	30.9%	44.8%	26.4%	35.5%
Hot tub or Jacuzzi	44.6%	30.0%	31.2%	36.5%	33.9%
50-meter lap lanes that can be used for competitive swimming	30.1%	26.1%	29.2%	25.2%	27.2%
Lily pads	15.7%	7.4%	9.7%	9.4%	9.6%
1m diving board	51.8%	25.7%	35.1%	30.2%	32.6%
3m diving board	28.9%	15.7%	22.7%	15.7%	19.2%
Other	8.4%	8.3%	7.1%	9.4%	8.3%
None Chosen	6.0%	15.7%	13.0%	13.2%	13.1%

Respondent Gender and Usage of Coffin Pond for Swimming

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Yes No

Q19. Your gender:

Male Female

Total

Q7. Most Often

Water slides	26.5%	12.2%	18.8%	13.2%	16.0%
A leisure pool with gentle slope entry for walking into the water	14.5%	15.7%	14.9%	15.7%	15.3%
A lazy river that allows you to float on a raft/flotation device through slow moving water	13.3%	8.3%	9.1%	10.1%	9.6%
Concession area	0.0%	1.3%	0.6%	1.3%	1.0%
A shallow pool for infants or toddlers	4.8%	5.7%	6.5%	4.4%	5.4%
Water sprays with interactive play features for small children	2.4%	3.5%	3.2%	3.1%	3.2%
Sand play area	7.2%	0.9%	3.2%	1.9%	2.6%
Lap lanes for exercise, lessons, and lap swimming	16.9%	21.7%	16.9%	23.9%	20.4%

Respondent Gender and Usage of Coffin Pond for Swimming

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Q19. Your gender:

Total

Yes

No

Male

Female

Q7. Most Often (Cont.)

An area with deep water for
diving, water polo, and scuba

2.4%

1.7%

2.6%

1.3%

1.9%

Hot tub or Jacuzzi

1.2%

3.5%

1.9%

3.8%

2.9%

50-meter lap lanes that can be
used for competitive
swimming

1.2%

3.0%

3.2%

1.9%

2.6%

1m diving board

2.4%

0.0%

0.0%

1.3%

0.6%

Other

1.2%

1.7%

0.6%

2.5%

1.6%

None Chosen

6.0%

20.9%

18.2%

15.7%

16.9%

Respondent Gender and Usage of Coffin Pond for Swimming

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Yes No

Q19. Your gender:

Male Female

Total

Q7. 2nd Often

Water slides	18.1%	6.5%	12.3%	6.9%	9.6%
A leisure pool with gentle slope entry for walking into the water	19.3%	10.0%	11.7%	13.2%	12.5%
A lazy river that allows you to float on a raft/flotation device through slow moving water	13.3%	13.9%	12.3%	15.1%	13.7%
Concession area	2.4%	3.9%	3.9%	3.1%	3.5%
A shallow pool for infants or toddlers	7.2%	6.1%	7.1%	5.7%	6.4%
Water sprays with interactive play features for small children	3.6%	7.4%	7.8%	5.0%	6.4%
Sand play area	4.8%	2.6%	3.2%	3.1%	3.2%
Lap lanes for exercise, lessons, and lap swimming	8.4%	9.6%	7.8%	10.7%	9.3%

Respondent Gender and Usage of Coffin Pond for Swimming

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Q19. Your gender:

Total

Yes

No

Male

Female

Q7. 2nd Often (Cont.)

An area with deep water for
diving, water polo, and scuba

7.2%

5.7%

8.4%

3.8%

6.1%

Hot tub or Jacuzzi

2.4%

7.4%

4.5%

7.5%

6.1%

50-meter lap lanes that can be
used for competitive
swimming

0.0%

2.2%

0.0%

3.1%

1.6%

Lily pads

1.2%

0.0%

0.6%

0.0%

0.3%

1m diving board

4.8%

1.3%

1.9%

2.5%

2.2%

None Chosen

7.2%

23.5%

18.2%

20.1%

19.2%

Respondent Gender and Usage of Coffin Pond for Swimming

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Yes No

Q19. Your gender:

Male Female

Total

Q7. 3rd Often

Water slides	10.8%	6.1%	6.5%	8.2%	7.3%
A leisure pool with gentle slope entry for walking into the water	4.8%	6.1%	3.9%	7.5%	5.8%
A lazy river that allows you to float on a raft/flotation device through slow moving water	12.0%	13.5%	13.6%	12.6%	13.1%
Concession area	7.2%	9.1%	8.4%	8.8%	8.6%
A shallow pool for infants or toddlers	7.2%	5.7%	6.5%	5.7%	6.1%
Water sprays with interactive play features for small children	13.3%	6.5%	8.4%	8.2%	8.3%
Sand play area	3.6%	2.6%	3.2%	2.5%	2.9%
Lap lanes for exercise, lessons, and lap swimming	13.3%	7.4%	7.1%	10.7%	8.9%

Respondent Gender and Usage of Coffin Pond for Swimming

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Q19. Your gender:

Total

Yes

No

Male

Female

Q7. 3rd Often (Cont.)

An area with deep water for
diving, water polo, and scuba

7.2%

3.5%

4.5%

4.4%

4.5%

Hot tub or Jacuzzi

3.6%

3.5%

4.5%

2.5%

3.5%

50-meter lap lanes that can be
used for competitive
swimming

3.6%

2.6%

1.9%

3.8%

2.9%

1m diving board

2.4%

4.3%

4.5%

3.1%

3.8%

3m diving board

3.6%

0.9%

3.2%

0.0%

1.6%

Other

0.0%

0.4%

0.6%

0.0%

0.3%

None Chosen

7.2%

27.8%

22.7%

22.0%

22.4%

Respondent Gender and Usage of Coffin Pond for Swimming

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?(Top Three)

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Q19. Your gender:

Total

Yes

No

Male

Female

Q7. Most Often

Water slides	55.4%	24.8%	37.7%	28.3%	32.9%
A leisure pool with gentle slope entry for walking into the water	38.6%	31.7%	30.5%	36.5%	33.5%
A lazy river that allows you to float on a raft/flotation device through slow moving water	38.6%	35.7%	35.1%	37.7%	36.4%
Concession area	9.6%	14.3%	13.0%	13.2%	13.1%
A shallow pool for infants or toddlers	19.3%	17.4%	20.1%	15.7%	17.9%
Water sprays with interactive play features for small children	19.3%	17.4%	19.5%	16.4%	17.9%
Sand play area	15.7%	6.1%	9.7%	7.5%	8.6%
Lap lanes for exercise, lessons, and lap swimming	38.6%	38.7%	31.8%	45.3%	38.7%

Respondent Gender and Usage of Coffin Pond for Swimming

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?(Top Three)

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Yes No

Q19. Your gender:

Male Female

Total

Q7. Most Often (Cont.)

An area with deep water for diving, water polo, and scuba	16.9%	10.9%	15.6%	9.4%	12.5%
Hot tub or Jacuzzi	7.2%	14.3%	11.0%	13.8%	12.5%
50-meter lap lanes that can be used for competitive swimming	4.8%	7.8%	5.2%	8.8%	7.0%
Lily pads	1.2%	0.0%	0.6%	0.0%	0.3%
1m diving board	9.6%	5.7%	6.5%	6.9%	6.7%
3m diving board	3.6%	0.9%	3.2%	0.0%	1.6%
Other	1.2%	2.2%	1.3%	2.5%	1.9%
None Chosen	6.0%	20.9%	18.2%	15.7%	16.9%

Respondent Gender and Usage of Coffin Pond for Swimming

Q8. Please check the THREE primary reasons you would use a new OUTDOOR aquatic center in the Town of Brunswick .

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Q19. Your gender:

Total

Yes No

Male Female

Q8. Please check the THREE primary reasons you would use a new OUTDOOR aquatic center in the Town of Brunswick .

recreational swimming	91.6%	70.0%	78.6%	73.0%	75.7%
instructional classes	57.8%	27.8%	33.8%	37.7%	35.8%
competitive swimming	4.8%	5.7%	5.8%	5.0%	5.4%
sunbathing	26.5%	22.6%	23.4%	23.9%	23.6%
exercise	60.2%	61.7%	59.7%	62.9%	61.3%
therapeutic purposes	10.8%	22.6%	19.5%	19.5%	19.5%
camps	20.5%	5.2%	9.7%	8.8%	9.3%
Other	6.0%	11.7%	10.4%	10.1%	10.2%
None Chosen	6.0%	13.5%	9.7%	13.2%	11.5%

Respondent Gender and Usage of Coffin Pond for Swimming

Q9. If the Town of Brunswick developed a NEW outdoor aquatic center with the aquatic spaces that would be most important to your household please check HOW OFTEN you and members of your household would use the center each season?

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Yes No

Q19. Your gender:

Male Female

Total

Q9. Please check HOW OFTEN you and members of your household would use the center each season?

1-5 days	4.8%	22.2%	21.4%	13.8%	17.6%
6-10 days	14.5%	13.0%	14.3%	12.6%	13.4%
11-25 days	36.1%	28.7%	29.9%	31.4%	30.7%
26-50 days	30.1%	9.6%	13.0%	17.0%	15.0%
51-100 days	10.8%	11.7%	10.4%	12.6%	11.5%
Don't Know	3.6%	14.8%	11.0%	12.6%	11.8%

Respondent Gender and Usage of Coffin Pond for Swimming

Q10a. Please CHECK the maximum amount you would be willing to pay for a SEASONAL FAMILY (4 people) pass to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Yes No

Q19. Your gender:

Male Female

Total

Q10a. Please CHECK the maximum amount you would be willing to pay for a SEASONAL FAMILY (4 people) pass?

\$150 or more per season	18.1%	14.3%	18.8%	11.9%	15.3%
\$135-\$149 per season	14.5%	8.7%	8.4%	11.9%	10.2%
\$120-\$134 per season	21.7%	14.8%	16.9%	16.4%	16.6%
\$105-\$119 per person	30.1%	21.7%	24.0%	23.9%	24.0%
Nothing	15.7%	40.4%	31.8%	35.8%	33.9%

Respondent Gender and Usage of Coffin Pond for Swimming

Q10b. Please CHECK the maximum amount you would be willing to pay for a SEASONAL YOUTH pass to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Yes No

Q19. Your gender:

Male Female

Total

Q10b. Please CHECK the maximum amount you would be willing to pay for a SEASONAL YOUTH pass?

\$60 or more per season	6.0%	9.1%	11.0%	5.7%	8.3%
\$50-\$59 per season	14.5%	13.9%	16.9%	11.3%	14.1%
\$40-\$49 per season	28.9%	13.9%	14.9%	20.8%	17.9%
\$30-\$39 per season	34.9%	19.6%	24.7%	22.6%	23.6%
Nothing	15.7%	43.5%	32.5%	39.6%	36.1%

Respondent Gender and Usage of Coffin Pond for Swimming

Q10c. Please CHECK the maximum amount you would be willing to pay for a SEASONAL ADULT pass to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Q19. Your gender:

Total

Yes

No

Male

Female

Q10c. Please CHECK the maximum amount you would be willing to pay for a SEASONAL ADULT pass?

\$70 or more per season	12.0%	9.1%	12.3%	7.5%	9.9%
\$60-\$69 per season	9.6%	16.1%	15.6%	13.2%	14.4%
\$50-\$59 per season	26.5%	17.4%	16.2%	23.3%	19.8%
\$40-\$49 per season	32.5%	23.9%	24.0%	28.3%	26.2%
Nothing	19.3%	33.5%	31.8%	27.7%	29.7%

Respondent Gender and Usage of Coffin Pond for Swimming

Q10d. Please CHECK the maximum amount you would be willing to pay for a DAILY YOUTH fee to the new outdoor aquatic center, if it had the features most important to you and your household

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Q19. Your gender:

Total

Yes

No

Male

Female

Q10d. Please CHECK the maximum amount you would be willing to pay for a DAILY YOUTH fee?

\$5.00 per day	31.3%	25.2%	28.6%	25.2%	26.8%
\$4.50 per day	1.2%	0.9%	0.6%	1.3%	1.0%
\$4.00 per day	30.1%	13.9%	20.1%	16.4%	18.2%
\$3.50 per day	24.1%	20.0%	20.1%	22.0%	21.1%
Nothing	13.3%	40.0%	30.5%	35.2%	32.9%

Respondent Gender and Usage of Coffin Pond for Swimming

Q10e. Please CHECK the maximum amount you would be willing to pay for a DAILY ADULT fee to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Yes No

Q19. Your gender:

Male Female

Total

Q10e. Please CHECK the maximum amount you would be willing to pay for a DAILY ADULT fee?

\$7.00 per day	19.3%	14.8%	20.1%	11.9%	16.0%
\$6.00 per day	8.4%	9.6%	7.8%	10.7%	9.3%
\$5.00 per day	34.9%	25.2%	29.2%	26.4%	27.8%
\$4.00 per day	24.1%	21.7%	20.1%	24.5%	22.4%
Nothing	13.3%	28.7%	22.7%	26.4%	24.6%

Respondent Gender and Usage of Coffin Pond for Swimming

Q11. Please check ALL the facilities you would like to see in areas surrounding a NEW outdoor aquatic center.

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Q19. Your gender:

Total

Yes

No

Male

Female

Q11. Please check ALL the facilities you would like to see in areas surrounding a NEW outdoor aquatic center.

Sandy beach	67.5%	44.3%	50.0%	50.9%	50.5%
Playground area	84.3%	50.9%	64.3%	55.3%	59.7%
Picnic area	80.7%	63.9%	68.2%	68.6%	68.4%
Walking trails	61.4%	55.2%	55.8%	57.9%	56.9%
Other	16.9%	15.7%	16.2%	15.7%	16.0%
None chosen	3.6%	16.1%	13.0%	12.6%	12.8%

Respondent Gender and Usage of Coffin Pond for Swimming

Q12. The following are potential locations for a NEW outdoor aquatic center. Please check ALL the locations that you would support for developing an outdoor aquatic center.

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Yes No

Q19. Your gender:

Male Female

Total

Q12. Please check ALL the locations that you would support for developing an outdoor aquatic center.

Elsewhere on the Coffin Pond parcel	61.4%	34.8%	38.3%	45.3%	41.9%
Brunswick Landing (Former Naval Air Station next to relocated Town Recreation Center)	80.7%	76.1%	76.0%	78.6%	77.3%
On 15 acres between the former Navy housing and Wildwood development on Route 24	45.8%	42.2%	39.6%	46.5%	43.1%
Other	8.4%	6.1%	8.4%	5.0%	6.7%
Don't Know	0.0%	0.4%	0.6%	0.0%	0.3%
None Chosen	3.6%	10.4%	7.1%	10.1%	8.6%

Respondent Gender and Usage of Coffin Pond for Swimming

Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center with the program features that are most important to you and members of your household should be paid for?

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Yes No

Q19. Your gender:

Male Female

Total

Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center

100% through taxes	2.4%	3.9%	3.2%	3.8%	3.5%
Taxes should pay the majority of costs and fees from users the remaining costs	22.9%	18.3%	20.8%	18.2%	19.5%
Fees from users should pay the majority of costs and taxes the remaining costs	48.2%	34.3%	39.6%	36.5%	38.0%
100% through fees	19.3%	28.3%	29.2%	22.6%	25.9%
Don't know	7.2%	15.2%	7.1%	18.9%	13.1%

Respondent Gender and Usage of Coffin Pond for Swimming

Q14. If a bond is needed to finance construction of a new outdoor aquatic facility in Brunswick, what level of property tax increase would you support to fund the project?

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Yes No

Q19. Your gender:

Male Female

Total

Q14. What level of property tax increase would you support to fund the project?

\$16 per \$100,000 of assessed
value (example: a bill for a
house valued at \$250,000
would increase by \$40 per
year for the 20 year life of the
bond)

10.8%

8.3%

10.4%

7.5%

8.9%

\$12 per \$100,000 of assessed
value (example: a bill for a
house valued at \$250,000
would increase by \$30 per
year for the 20 year life of the
bond)

9.6%

10.0%

13.0%

6.9%

9.9%

\$8 per \$100,000 of assessed
value (example: a bill for a
house valued at \$250,000
would increase by \$20 per
year for the 20 year life of the
bond)

33.7%

17.8%

21.4%

22.6%

22.0%

Respondent Gender and Usage of Coffin Pond for Swimming

Q14. If a bond is needed to finance construction of a new outdoor aquatic facility in Brunswick, what level of property tax increase would you support to fund the project?

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Yes No

Q19. Your gender:

Male Female

Total

Q14. What level of property tax increase would you support to fund the project? (Cont.)

\$4 per \$100,000 of assessed
value (example: a bill for a
house valued at \$250,000
would increase by \$10 per
year for the 20 year life of the
bond)

25.3%

23.5%

20.1%

27.7%

24.0%

Nothing. I would not support
a bond to fund construction
of a new outdoor aquatic
facility.

20.5%

40.4%

35.1%

35.2%

35.1%

Respondent Gender and Usage of Coffin Pond for Swimming

Q15. What priority should be developing a NEW outdoor aquatic center in the Town of Brunswick?

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Q19. Your gender:

Total

Yes

No

Male

Female

Q15. What priority should be developing a NEW outdoor aquatic center in the Town of Brunswick?

A high priority	26.5%	20.0%	22.1%	21.4%	21.7%
A medium priority	36.1%	30.9%	30.5%	34.0%	32.3%
A low priority	21.7%	16.5%	16.2%	19.5%	17.9%
Not a priority	8.4%	23.9%	22.7%	17.0%	19.8%
Do not have an opinion	7.2%	8.7%	8.4%	8.2%	8.3%

Respondent Gender and Usage of Coffin Pond for Swimming

Q15a. Please check the PRIMARY reason you feel it is a high or medium priority.

N=169

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Q19. Your gender:

Total

Yes

No

Male

Female

Q15a. Please check the PRIMARY reason you feel it is a high or medium priority

I think we need more outdoor
aquatic programming areas

50.0%

47.9%

49.4%

47.7%

48.5%

Coffin Pond is not an
adequate facility for outdoor
aquatics

51.9%

51.3%

49.4%

53.4%

51.5%

Other

9.6%

8.5%

8.6%

9.1%

8.9%

Don't Know

1.9%

0.9%

1.2%

1.1%

1.2%

Respondent Gender and Usage of Coffin Pond for Swimming

Q15b. Please check the PRIMARY reason you feel it is a low or not a priority, or have no opinion.

N=144

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Q19. Your gender:

Total

Yes

No

Male

Female

Q15b. Please check the PRIMARY reason you feel it is a low or not a priority, or have no opinion.

I think Coffin Pond is an
adequate facility

25.8%

9.7%

16.4%

9.9%

13.2%

I am not willing to pay any
additional tax dollars for a
new aquatic center

58.1%

54.0%

57.5%

52.1%

54.9%

Other

25.8%

34.5%

28.8%

36.6%

32.6%

Don't Know

0.0%

5.3%

1.4%

7.0%

4.2%

Respondent Gender and Usage of Coffin Pond for Swimming

Q16. How important do you feel it is to have an Outdoor public swimming pool in the Town of Brunswick?

N=313

Q1. Have you or any members
of your household used
Coffin Pond for swimming?

Q19. Your gender:

Total

Yes

No

Male

Female

Q16. How important do you feel it is to have an Outdoor public swimming pool in the Town of Brunswick?

Very important	41.0%	27.8%	31.2%	31.4%	31.3%
Somewhat important	38.6%	36.1%	35.1%	38.4%	36.7%
Not sure	7.2%	10.9%	11.0%	8.8%	9.9%
Not important	12.0%	24.8%	22.1%	20.8%	21.4%
Not provided	1.2%	0.4%	0.6%	0.6%	0.6%

Section 6:
Cross Tabular Data by:
Projected Usage of the Aquatic Center

How Often Respondents Would Visit the New Aquatic Center

Q1. Over the past 12 months, have you or any members of your household used Coffin Pond for swimming?

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q1. Have you or any members of your household used Coffin Pond for swimming?</u>							
Yes	7.3%	28.6%	31.3%	53.2%	25.0%	8.1%	26.5%
No	92.7%	71.4%	68.8%	46.8%	75.0%	91.9%	73.5%

Q2. From the following list, please check how many days you and all members of your household used Coffin Pond in the past 12 months.

N=83	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q2. Please check how many days you and all members of your household used Coffin Pond in the past 12 months.</u>							
1-5 days	50.0%	75.0%	70.0%	32.0%	44.4%	66.7%	55.4%
6-10 days	0.0%	16.7%	13.3%	28.0%	11.1%	0.0%	16.9%
11-25 days	0.0%	8.3%	10.0%	28.0%	11.1%	0.0%	14.5%
26-50 days	25.0%	0.0%	3.3%	12.0%	0.0%	0.0%	6.0%
100+ days	0.0%	0.0%	0.0%	0.0%	22.2%	0.0%	2.4%
Did not use	25.0%	0.0%	3.3%	0.0%	11.1%	33.3%	4.8%

How Often Respondents Would Visit the New Aquatic Center

Q3. Overall, how would you and members of your household rate the condition of Coffin Pond?

N=83	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q3. How would you and members of your household rate the condition of Coffin Pond?</u>							
Excellent	0.0%	16.7%	6.7%	4.0%	33.3%	0.0%	9.6%
Good	25.0%	66.7%	43.3%	44.0%	33.3%	66.7%	45.8%
Fair	50.0%	16.7%	30.0%	40.0%	11.1%	0.0%	28.9%
Poor	0.0%	0.0%	16.7%	12.0%	11.1%	0.0%	10.8%
Not Provided	25.0%	0.0%	3.3%	0.0%	11.1%	33.3%	4.8%

How Often Respondents Would Visit the New Aquatic Center

Q4. Over the past 12 months, please check ALL the other facilities at the Coffin Pond area that you and members of your household have used.

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q4. Please check ALL the other facilities at the Coffin Pond area that you and members of your household have used.</u>							
Sandy Beach	3.6%	23.8%	26.0%	48.9%	13.9%	2.7%	21.1%
Playground area	10.9%	21.4%	22.9%	40.4%	19.4%	2.7%	20.4%
Picnic area	7.3%	4.8%	6.3%	19.1%	8.3%	0.0%	7.7%
Restrooms with changing facilities	3.6%	21.4%	18.8%	40.4%	16.7%	8.1%	18.2%
Concessions area	3.6%	4.8%	12.5%	36.2%	16.7%	5.4%	13.1%
Waterslide	3.6%	28.6%	22.9%	46.8%	19.4%	0.0%	20.8%
Other	3.6%	7.1%	6.3%	6.4%	2.8%	2.7%	5.1%
Do not use any facilities at the Coffin Pond area	87.3%	64.3%	66.7%	46.8%	77.8%	91.9%	71.2%

How Often Respondents Would Visit the New Aquatic Center

Q5. Overall, how would you and members of your household rate the condition of other facilities at Coffin Pond?

N=90	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q5. How would you and members of your household rate the condition of other facilities at Coffin Pond?</u>							
Excellent	0.0%	0.0%	3.1%	0.0%	0.0%	33.3%	2.2%
Good	28.6%	73.3%	37.5%	44.0%	62.5%	66.7%	47.8%
Fair	57.1%	26.7%	56.3%	52.0%	25.0%	0.0%	45.6%
Poor	14.3%	0.0%	3.1%	4.0%	12.5%	0.0%	4.4%

How Often Respondents Would Visit the New Aquatic Center

Q6. Listed below are some potential features that the Town of Brunswick could incorporate into the development of a new OUTDOOR AQUATIC CENTER. Please check ALL of the aquatic features that you and members of your household would use.

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q6. Please check ALL of the aquatic features that you and members of your household would use.</u>							
Water slides	47.3%	71.4%	61.5%	78.7%	50.0%	5.4%	55.0%
A leisure pool with gentle slope entry for walking into the water	58.2%	66.7%	64.6%	80.9%	52.8%	10.8%	58.5%
A lazy river that allows you to float on a raft/flotation device through slow moving water	54.5%	76.2%	66.7%	78.7%	55.6%	10.8%	59.7%
Concession area	50.9%	59.5%	66.7%	76.6%	58.3%	8.1%	56.5%
A shallow pool for infants or toddlers	40.0%	59.5%	50.0%	53.2%	47.2%	2.7%	44.1%
Water sprays with interactive play features for small children	27.3%	64.3%	50.0%	63.8%	38.9%	5.4%	43.5%
Sand play area	43.6%	35.7%	43.8%	53.2%	41.7%	0.0%	38.7%
Lap lanes for exercise, lessons, and lap swimming	49.1%	66.7%	71.9%	74.5%	77.8%	13.5%	61.3%

How Often Respondents Would Visit the New Aquatic Center

Q6. Listed below are some potential features that the Town of Brunswick could incorporate into the development of a new OUTDOOR AQUATIC CENTER. Please check ALL of the aquatic features that you and members of your household would use.

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q6. Please check ALL of the aquatic features that you and members of your household would use. (Cont.)</u>							
An area with deep water for diving, water polo, and scuba	20.0%	42.9%	43.8%	51.1%	36.1%	8.1%	35.5%
Hot tub or Jacuzzi	21.8%	33.3%	36.5%	48.9%	55.6%	5.4%	33.9%
50-meter lap lanes that can be used for competitive swimming	16.4%	26.2%	25.0%	42.6%	47.2%	10.8%	27.2%
Lily pads	5.5%	4.8%	9.4%	17.0%	19.4%	2.7%	9.6%
1m diving board	29.1%	28.6%	36.5%	51.1%	36.1%	5.4%	32.6%
3m diving board	10.9%	14.3%	21.9%	34.0%	30.6%	0.0%	19.2%
Other	7.3%	7.1%	5.2%	12.8%	8.3%	13.5%	8.3%
None Chosen	3.6%	2.4%	4.2%	2.1%	16.7%	73.0%	13.1%

How Often Respondents Would Visit the New Aquatic Center

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q7. Most Often</u>							
Water slides	12.7%	31.0%	15.6%	25.5%	8.3%	0.0%	16.0%
A leisure pool with gentle slope entry for walking into the water	27.3%	11.9%	20.8%	10.6%	8.3%	0.0%	15.3%
A lazy river that allows you to float on a raft/flotation device through slow moving water	10.9%	19.0%	9.4%	12.8%	2.8%	0.0%	9.6%
Concession area	0.0%	0.0%	0.0%	4.3%	0.0%	2.7%	1.0%
A shallow pool for infants or toddlers	7.3%	4.8%	8.3%	0.0%	8.3%	0.0%	5.4%
Water sprays with interactive play features for small children	0.0%	7.1%	4.2%	4.3%	2.8%	0.0%	3.2%
Sand play area	5.5%	2.4%	1.0%	2.1%	5.6%	0.0%	2.6%
Lap lanes for exercise, lessons, and lap swimming	18.2%	11.9%	25.0%	25.5%	27.8%	8.1%	20.4%

How Often Respondents Would Visit the New Aquatic Center

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q7. Most Often (Cont.)</u>							
An area with deep water for diving, water polo, and scuba	1.8%	2.4%	2.1%	2.1%	2.8%	0.0%	1.9%
Hot tub or Jacuzzi	0.0%	7.1%	4.2%	4.3%	0.0%	0.0%	2.9%
50-meter lap lanes that can be used for competitive swimming	1.8%	2.4%	2.1%	0.0%	8.3%	2.7%	2.6%
1m diving board	0.0%	0.0%	1.0%	2.1%	0.0%	0.0%	0.6%
Other	1.8%	0.0%	2.1%	2.1%	0.0%	2.7%	1.6%
None Chosen	12.7%	0.0%	4.2%	4.3%	25.0%	83.8%	16.9%

How Often Respondents Would Visit the New Aquatic Center

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q7. 2nd Often</u>							
Water slides	7.3%	19.0%	12.5%	6.4%	5.6%	2.7%	9.6%
A leisure pool with gentle slope entry for walking into the water	3.6%	14.3%	14.6%	29.8%	5.6%	2.7%	12.5%
A lazy river that allows you to float on a raft/flotation device through slow moving water	12.7%	14.3%	14.6%	21.3%	16.7%	0.0%	13.7%
Concession area	10.9%	2.4%	3.1%	2.1%	0.0%	0.0%	3.5%
A shallow pool for infants or toddlers	7.3%	4.8%	8.3%	6.4%	8.3%	0.0%	6.4%
Water sprays with interactive play features for small children	12.7%	7.1%	7.3%	2.1%	5.6%	0.0%	6.4%
Sand play area	5.5%	7.1%	3.1%	2.1%	0.0%	0.0%	3.2%
Lap lanes for exercise, lessons, and lap swimming	9.1%	14.3%	11.5%	4.3%	11.1%	2.7%	9.3%

How Often Respondents Would Visit the New Aquatic Center

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q7. 2nd Often (Cont.)</u>							
An area with deep water for diving, water polo, and scuba	3.6%	4.8%	9.4%	8.5%	5.6%	0.0%	6.1%
Hot tub or Jacuzzi	7.3%	7.1%	7.3%	2.1%	8.3%	2.7%	6.1%
50-meter lap lanes that can be used for competitive swimming	0.0%	2.4%	0.0%	4.3%	5.6%	0.0%	1.6%
Lily pads	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
1m diving board	3.6%	2.4%	1.0%	6.4%	0.0%	0.0%	2.2%
None Chosen	14.5%	0.0%	7.3%	4.3%	27.8%	89.2%	19.2%

How Often Respondents Would Visit the New Aquatic Center

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q7. 3rd Often</u>							
Water slides	7.3%	4.8%	10.4%	12.8%	2.8%	0.0%	7.3%
A leisure pool with gentle slope entry for walking into the water	9.1%	11.9%	5.2%	2.1%	5.6%	0.0%	5.8%
A lazy river that allows you to float on a raft/flotation device through slow moving water	16.4%	16.7%	15.6%	10.6%	2.8%	10.8%	13.1%
Concession area	3.6%	9.5%	16.7%	2.1%	11.1%	0.0%	8.6%
A shallow pool for infants or toddlers	1.8%	9.5%	7.3%	10.6%	5.6%	0.0%	6.1%
Water sprays with interactive play features for small children	1.8%	11.9%	11.5%	12.8%	8.3%	0.0%	8.3%
Sand play area	5.5%	0.0%	4.2%	2.1%	2.8%	0.0%	2.9%
Lap lanes for exercise, lessons, and lap swimming	5.5%	14.3%	11.5%	10.6%	8.3%	0.0%	8.9%

How Often Respondents Would Visit the New Aquatic Center

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q7. 3rd Often (Cont.)</u>							
An area with deep water for diving, water polo, and scuba	1.8%	4.8%	4.2%	8.5%	8.3%	0.0%	4.5%
Hot tub or Jacuzzi	3.6%	7.1%	1.0%	6.4%	5.6%	0.0%	3.5%
50-meter lap lanes that can be used for competitive swimming	5.5%	0.0%	1.0%	10.6%	0.0%	0.0%	2.9%
1m diving board	10.9%	0.0%	2.1%	2.1%	8.3%	0.0%	3.8%
3m diving board	1.8%	2.4%	1.0%	4.3%	0.0%	0.0%	1.6%
Other	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.3%
None Chosen	25.5%	7.1%	8.3%	4.3%	27.8%	89.2%	22.4%

How Often Respondents Would Visit the New Aquatic Center

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?(Top Three)

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q7. Most Often</u>							
Water slides	27.3%	54.8%	38.5%	44.7%	16.7%	2.7%	32.9%
A leisure pool with gentle slope entry for walking into the water	40.0%	38.1%	40.6%	42.6%	19.4%	2.7%	33.5%
A lazy river that allows you to float on a raft/flotation device through slow moving water	40.0%	50.0%	39.6%	44.7%	22.2%	10.8%	36.4%
Concession area	14.5%	11.9%	19.8%	8.5%	11.1%	2.7%	13.1%
A shallow pool for infants or toddlers	16.4%	19.0%	24.0%	17.0%	22.2%	0.0%	17.9%
Water sprays with interactive play features for small children	14.5%	26.2%	22.9%	19.1%	16.7%	0.0%	17.9%
Sand play area	16.4%	9.5%	8.3%	6.4%	8.3%	0.0%	8.6%
Lap lanes for exercise, lessons, and lap swimming	32.7%	40.5%	47.9%	40.4%	47.2%	10.8%	38.7%

How Often Respondents Would Visit the New Aquatic Center

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?(Top Three)

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q7. Most Often (Cont.)</u>							
An area with deep water for diving, water polo, and scuba	7.3%	11.9%	15.6%	19.1%	16.7%	0.0%	12.5%
Hot tub or Jacuzzi	10.9%	21.4%	12.5%	12.8%	13.9%	2.7%	12.5%
50-meter lap lanes that can be used for competitive swimming	7.3%	4.8%	3.1%	14.9%	13.9%	2.7%	7.0%
Lily pads	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
1m diving board	14.5%	2.4%	4.2%	10.6%	8.3%	0.0%	6.7%
3m diving board	1.8%	2.4%	1.0%	4.3%	0.0%	0.0%	1.6%
Other	1.8%	0.0%	2.1%	2.1%	2.8%	2.7%	1.9%
None Chosen	12.7%	0.0%	4.2%	4.3%	25.0%	83.8%	16.9%

How Often Respondents Would Visit the New Aquatic Center

Q8. Please check the THREE primary reasons you would use a new OUTDOOR aquatic center in the Town of Brunswick .

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q8. Please check the THREE primary reasons you would use a new OUTDOOR aquatic center in the Town of Brunswick .</u>							
recreational swimming	70.9%	88.1%	91.7%	97.9%	69.4%	5.4%	75.7%
instructional classes	23.6%	42.9%	46.9%	48.9%	33.3%	2.7%	35.8%
competitive swimming	0.0%	2.4%	3.1%	8.5%	22.2%	2.7%	5.4%
sunbathing	30.9%	23.8%	31.3%	21.3%	19.4%	0.0%	23.6%
exercise	60.0%	73.8%	74.0%	61.7%	75.0%	2.7%	61.3%
therapeutic purposes	16.4%	23.8%	17.7%	27.7%	33.3%	0.0%	19.5%
camps	5.5%	9.5%	11.5%	19.1%	2.8%	2.7%	9.3%
Other	10.9%	7.1%	10.4%	6.4%	8.3%	18.9%	10.2%
None Chosen	9.1%	0.0%	0.0%	0.0%	8.3%	75.7%	11.5%

How Often Respondents Would Visit the New Aquatic Center

Q9. If the Town of Brunswick developed a NEW outdoor aquatic center with the aquatic spaces that would be most important to your household please check HOW OFTEN you and members of your household would use the center each season?

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q9. Please check HOW OFTEN you and members of your household would use the center each season?</u>							
1-5 days	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.6%
6-10 days	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	13.4%
11-25 days	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	30.7%
26-50 days	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	15.0%
51-100 days	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	11.5%
Don't Know	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	11.8%

How Often Respondents Would Visit the New Aquatic Center

Q10a. Please CHECK the maximum amount you would be willing to pay for a SEASONAL FAMILY (4 people) pass to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q10a. Please CHECK the maximum amount you would be willing to pay for a SEASONAL FAMILY (4 people) pass?</u>							
\$150 or more per season	9.1%	9.5%	16.7%	27.7%	25.0%	2.7%	15.3%
\$135-\$149 per season	1.8%	4.8%	18.8%	12.8%	11.1%	2.7%	10.2%
\$120-\$134 per season	7.3%	31.0%	20.8%	21.3%	11.1%	2.7%	16.6%
\$105-\$119 per person	23.6%	35.7%	29.2%	19.1%	27.8%	0.0%	24.0%
Nothing	58.2%	19.0%	14.6%	19.1%	25.0%	91.9%	33.9%

How Often Respondents Would Visit the New Aquatic Center

Q10b. Please CHECK the maximum amount you would be willing to pay for a SEASONAL YOUTH pass to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q10b. Please CHECK the maximum amount you would be willing to pay for a SEASONAL YOUTH pass?</u>							
\$60 or more per season	5.5%	7.1%	9.4%	10.6%	13.9%	2.7%	8.3%
\$50-\$59 per season	12.7%	23.8%	16.7%	12.8%	13.9%	0.0%	14.1%
\$40-\$49 per season	9.1%	19.0%	22.9%	29.8%	16.7%	2.7%	17.9%
\$30-\$39 per season	18.2%	26.2%	31.3%	25.5%	25.0%	5.4%	23.6%
Nothing	54.5%	23.8%	19.8%	21.3%	30.6%	89.2%	36.1%

How Often Respondents Would Visit the New Aquatic Center

Q10c. Please CHECK the maximum amount you would be willing to pay for a SEASONAL ADULT pass to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q10c. Please CHECK the maximum amount you would be willing to pay for a SEASONAL ADULT pass?</u>							
\$70 or more per season	7.3%	4.8%	12.5%	14.9%	13.9%	2.7%	9.9%
\$60-\$69 per season	12.7%	7.1%	22.9%	14.9%	16.7%	0.0%	14.4%
\$50-\$59 per season	9.1%	23.8%	26.0%	25.5%	25.0%	2.7%	19.8%
\$40-\$49 per season	21.8%	38.1%	30.2%	27.7%	27.8%	5.4%	26.2%
Nothing	49.1%	26.2%	8.3%	17.0%	16.7%	89.2%	29.7%

How Often Respondents Would Visit the New Aquatic Center

Q10d. Please CHECK the maximum amount you would be willing to pay for a DAILY YOUTH fee to the new outdoor aquatic center, if it had the features most important to you and your household

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q10d. Please CHECK the maximum amount you would be willing to pay for a DAILY YOUTH fee?</u>							
\$5.00 per day	16.4%	52.4%	29.2%	31.9%	22.2%	5.4%	26.8%
\$4.50 per day	0.0%	0.0%	1.0%	2.1%	2.8%	0.0%	1.0%
\$4.00 per day	16.4%	19.0%	24.0%	27.7%	11.1%	0.0%	18.2%
\$3.50 per day	27.3%	14.3%	21.9%	19.1%	38.9%	2.7%	21.1%
Nothing	40.0%	14.3%	24.0%	19.1%	25.0%	91.9%	32.9%

How Often Respondents Would Visit the New Aquatic Center

Q10e. Please CHECK the maximum amount you would be willing to pay for a DAILY ADULT fee to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q10e. Please CHECK the maximum amount you would be willing to pay for a DAILY ADULT fee?</u>							
\$7.00 per day	10.9%	31.0%	14.6%	21.3%	13.9%	5.4%	16.0%
\$6.00 per day	10.9%	9.5%	11.5%	10.6%	8.3%	0.0%	9.3%
\$5.00 per day	30.9%	33.3%	37.5%	29.8%	16.7%	0.0%	27.8%
\$4.00 per day	27.3%	11.9%	22.9%	25.5%	41.7%	2.7%	22.4%
Nothing	20.0%	14.3%	13.5%	12.8%	19.4%	91.9%	24.6%

How Often Respondents Would Visit the New Aquatic Center

Q11. Please check ALL the facilities you would like to see in areas surrounding a NEW outdoor aquatic center.

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q11. Please check ALL the facilities you would like to see in areas surrounding a NEW outdoor aquatic center.</u>							
Sandy beach	52.7%	47.6%	60.4%	68.1%	50.0%	2.7%	50.5%
Playground area	58.2%	81.0%	66.7%	70.2%	61.1%	5.4%	59.7%
Picnic area	67.3%	81.0%	80.2%	80.9%	69.4%	8.1%	68.4%
Walking trails	69.1%	64.3%	57.3%	63.8%	63.9%	13.5%	56.9%
Other	10.9%	7.1%	17.7%	23.4%	22.2%	13.5%	16.0%
None chosen	9.1%	0.0%	4.2%	0.0%	8.3%	75.7%	12.8%

How Often Respondents Would Visit the New Aquatic Center

Q12. The following are potential locations for a NEW outdoor aquatic center. Please check ALL the locations that you would support for developing an outdoor aquatic center.

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
Elsewhere on the Coffin Pond parcel	43.6%	45.2%	35.4%	63.8%	47.2%	18.9%	41.9%
Brunswick Landing (Former Naval Air Station next to relocated Town Recreation Center)	80.0%	95.2%	84.4%	83.0%	80.6%	24.3%	77.3%
On 15 acres between the former Navy housing and Wildwood development on Route 24	32.7%	57.1%	43.8%	57.4%	61.1%	5.4%	43.1%
Other	5.5%	4.8%	6.3%	8.5%	2.8%	13.5%	6.7%
Don't Know	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.3%
None Chosen	10.9%	0.0%	1.0%	0.0%	5.6%	48.6%	8.6%

How Often Respondents Would Visit the New Aquatic Center

Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center with the program features that are most important to you and members of your household should be paid for?

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
100% through taxes	3.6%	4.8%	5.2%	2.1%	2.8%	0.0%	3.5%
Taxes should pay the majority of costs and fees from users the remaining costs	9.1%	16.7%	22.9%	25.5%	38.9%	2.7%	19.5%
Fees from users should pay the majority of costs and taxes the remaining costs	30.9%	57.1%	39.6%	51.1%	36.1%	8.1%	38.0%
100% through fees	38.2%	16.7%	26.0%	6.4%	5.6%	62.2%	25.9%
Don't know	18.2%	4.8%	6.3%	14.9%	16.7%	27.0%	13.1%

How Often Respondents Would Visit the New Aquatic Center

Q14. If a bond is needed to finance construction of a new outdoor aquatic facility in Brunswick, what level of property tax increase would you support to fund the project?

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
\$16 per \$100,000 of assessed value (example: a bill for a house valued at \$250,000 would increase by \$40 per year for the 20 year life of the bond)	1.8%	4.8%	12.5%	10.6%	19.4%	2.7%	8.9%
\$12 per \$100,000 of assessed value (example: a bill for a house valued at \$250,000 would increase by \$30 per year for the 20 year life of the bond)	9.1%	11.9%	9.4%	17.0%	8.3%	2.7%	9.9%
\$8 per \$100,000 of assessed value (example: a bill for a house valued at \$250,000 would increase by \$20 per year for the 20 year life of the bond)	14.5%	28.6%	25.0%	36.2%	16.7%	5.4%	22.0%

How Often Respondents Would Visit the New Aquatic Center

Q14. If a bond is needed to finance construction of a new outdoor aquatic facility in Brunswick, what level of property tax increase would you support to fund the project?

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q14. What level of property tax increase would you support to fund the project? (Cont.)</u>							
\$4 per \$100,000 of assessed value (example: a bill for a house valued at \$250,000 would increase by \$10 per year for the 20 year life of the bond)	18.2%	31.0%	30.2%	19.1%	36.1%	2.7%	24.0%
Nothing. I would not support a bond to fund construction of a new outdoor aquatic facility.	56.4%	23.8%	22.9%	17.0%	19.4%	86.5%	35.1%

How Often Respondents Would Visit the New Aquatic Center

Q15. What priority should be developing a NEW outdoor aquatic center in the Town of Brunswick?

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q15. What priority should be developing a NEW outdoor aquatic center in the Town of Brunswick?</u>							
A high priority	12.7%	4.8%	15.6%	40.4%	63.9%	5.4%	21.7%
A medium priority	16.4%	45.2%	50.0%	42.6%	11.1%	2.7%	32.3%
A low priority	21.8%	38.1%	19.8%	6.4%	11.1%	5.4%	17.9%
Not a priority	38.2%	11.9%	6.3%	2.1%	8.3%	70.3%	19.8%
Do not have an opinion	10.9%	0.0%	8.3%	8.5%	5.6%	16.2%	8.3%

How Often Respondents Would Visit the New Aquatic Center

Q15a. Please check the PRIMARY reason you feel it is a high or medium priority.

N=169	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
I think we need more outdoor aquatic programming areas	43.8%	33.3%	44.4%	61.5%	55.6%	33.3%	48.5%
Coffin Pond is not an adequate facility for outdoor aquatics	62.5%	57.1%	50.8%	48.7%	44.4%	66.7%	51.5%
Other	0.0%	9.5%	6.3%	12.8%	11.1%	33.3%	8.9%
Don't Know	0.0%	0.0%	1.6%	2.6%	0.0%	0.0%	1.2%

How Often Respondents Would Visit the New Aquatic Center

Q15b. Please check the PRIMARY reason you feel it is a low or not a priority, or have no opinion.

N=144	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
I think Coffin Pond is an adequate facility	17.9%	14.3%	6.1%	25.0%	22.2%	8.8%	13.2%
I am not willing to pay any additional tax dollars for a new aquatic center	53.8%	61.9%	57.6%	37.5%	33.3%	58.8%	54.9%
Other	33.3%	28.6%	36.4%	37.5%	44.4%	26.5%	32.6%
Don't Know	0.0%	0.0%	3.0%	12.5%	11.1%	8.8%	4.2%

How Often Respondents Would Visit the New Aquatic Center

Q16. How important do you feel it is to have an Outdoor public swimming pool in the Town of Brunswick?

N=313	Q9. Please check HOW OFTEN you and members of your household would use the center each season?						Total
	1-5 days	6-10 days	11-25 days	26-50 days	51-100 days	Don't Know	
<u>Q16. How important do you feel it is to have an Outdoor public swimming pool in the Town of Brunswick?</u>							
Very important	12.7%	9.5%	35.4%	59.6%	63.9%	5.4%	31.3%
Somewhat important	38.2%	54.8%	42.7%	34.0%	16.7%	21.6%	36.7%
Not sure	10.9%	26.2%	9.4%	2.1%	5.6%	5.4%	9.9%
Not important	38.2%	9.5%	10.4%	4.3%	13.9%	67.6%	21.4%
Not provided	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.6%

Section 7:
Cross Tabular Data by:
Operating Cost of the Aquatic Center

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q1. Over the past 12 months, have you or any members of your household used Coffin Pond for swimming?

N=313	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q1. Have you or any members of your household used Coffin Pond for swimming?</u>						
Yes	18.2%	31.1%	33.6%	19.8%	14.6%	26.5%
No	81.8%	68.9%	66.4%	80.2%	85.4%	73.5%

Q2. From the following list, please check how many days you and all members of your household used Coffin Pond in the past 12 months.

N=83	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q2. Please check how many days you and all members of your household used Coffin Pond in the past 12 months.</u>						
1-5 days	50.0%	57.9%	60.0%	37.5%	66.7%	55.4%
6-10 days	50.0%	26.3%	12.5%	18.8%	0.0%	16.9%
11-25 days	0.0%	5.3%	17.5%	18.8%	16.7%	14.5%
26-50 days	0.0%	0.0%	7.5%	6.3%	16.7%	6.0%
100+ days	0.0%	5.3%	2.5%	0.0%	0.0%	2.4%
Did not use	0.0%	5.3%	0.0%	18.8%	0.0%	4.8%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q3. Overall, how would you and members of your household rate the condition of Coffin Pond?

N=83

Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center

Total

100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
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Q3. How would you and members of your household rate the condition of Coffin Pond?

Excellent	0.0%	21.1%	5.0%	6.3%	16.7%	9.6%
Good	50.0%	21.1%	50.0%	50.0%	83.3%	45.8%
Fair	50.0%	31.6%	37.5%	12.5%	0.0%	28.9%
Poor	0.0%	21.1%	7.5%	12.5%	0.0%	10.8%
Not Provided	0.0%	5.3%	0.0%	18.8%	0.0%	4.8%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q4. Over the past 12 months, please check ALL the other facilities at the Coffin Pond area that you and members of your household have used.

	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
Sandy Beach	9.1%	23.0%	27.7%	14.8%	14.6%	21.1%
Playground area	18.2%	31.1%	24.4%	11.1%	12.2%	20.4%
Picnic area	18.2%	11.5%	6.7%	6.2%	4.9%	7.7%
Restrooms with changing facilities	9.1%	23.0%	21.8%	13.6%	12.2%	18.2%
Concessions area	9.1%	21.3%	12.6%	8.6%	12.2%	13.1%
Waterslide	9.1%	26.2%	28.6%	13.6%	7.3%	20.8%
Other	0.0%	8.2%	4.2%	4.9%	4.9%	5.1%
Do not use any facilities at the Coffin Pond area	81.8%	62.3%	62.2%	84.0%	82.9%	71.2%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q5. Overall, how would you and members of your household rate the condition of other facilities at Coffin Pond?

N=90

Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center

Total

100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
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Q5. How would you and members of your household rate the condition of other facilities at Coffin Pond?

Excellent	0.0%	0.0%	4.4%	0.0%	0.0%	2.2%
Good	50.0%	47.8%	42.2%	38.5%	100.0%	47.8%
Fair	50.0%	43.5%	48.9%	61.5%	0.0%	45.6%
Poor	0.0%	8.7%	4.4%	0.0%	0.0%	4.4%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q6. Listed below are some potential features that the Town of Brunswick could incorporate into the development of a new OUTDOOR AQUATIC CENTER. Please check ALL of the aquatic features that you and members of your household would use.

	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
Water slides	54.5%	72.1%	66.4%	33.3%	39.0%	55.0%
A leisure pool with gentle slope entry for walking into the water	72.7%	72.1%	66.4%	43.2%	41.5%	58.5%
A lazy river that allows you to float on a raft/flotation device through slow moving water	54.5%	77.0%	68.9%	40.7%	46.3%	59.7%
Concession area	54.5%	67.2%	67.2%	39.5%	43.9%	56.5%
A shallow pool for infants or toddlers	54.5%	57.4%	52.1%	25.9%	34.1%	44.1%
Water sprays with interactive play features for small children	45.5%	49.2%	55.5%	25.9%	34.1%	43.5%
Sand play area	27.3%	49.2%	44.5%	25.9%	34.1%	38.7%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q6. Listed below are some potential features that the Town of Brunswick could incorporate into the development of a new OUTDOOR AQUATIC CENTER. Please check ALL of the aquatic features that you and members of your household would use.

	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
Lap lanes for exercise, lessons, and lap swimming	63.6%	83.6%	68.1%	44.4%	41.5%	61.3%
An area with deep water for diving, water polo, and scuba	27.3%	50.8%	42.0%	25.9%	14.6%	35.5%
Hot tub or Jacuzzi	54.5%	44.3%	36.1%	23.5%	26.8%	33.9%
50-meter lap lanes that can be used for competitive swimming	45.5%	47.5%	31.9%	11.1%	9.8%	27.2%
Lily pads	18.2%	11.5%	10.9%	6.2%	7.3%	9.6%
1m diving board	27.3%	50.8%	32.8%	24.7%	22.0%	32.6%
3m diving board	27.3%	39.3%	18.5%	8.6%	9.8%	19.2%
Other	9.1%	11.5%	5.0%	8.6%	12.2%	8.3%
None Chosen	18.2%	3.3%	4.2%	25.9%	26.8%	13.1%

Q6. Please check ALL of the aquatic features that you and members of your household would use. (Cont.)

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q7. Most Often</u>						
Water slides	27.3%	18.0%	18.5%	12.3%	9.8%	16.0%
A leisure pool with gentle slope entry for walking into the water	9.1%	13.1%	20.2%	12.3%	12.2%	15.3%
A lazy river that allows you to float on a raft/flotation device through slow moving water	9.1%	6.6%	10.9%	9.9%	9.8%	9.6%
Concession area	0.0%	0.0%	0.8%	0.0%	4.9%	1.0%
A shallow pool for infants or toddlers	0.0%	8.2%	6.7%	2.5%	4.9%	5.4%
Water sprays with interactive play features for small children	0.0%	3.3%	2.5%	3.7%	4.9%	3.2%
Sand play area	0.0%	3.3%	3.4%	1.2%	2.4%	2.6%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
Q7. Most Often (Cont.)						
Lap lanes for exercise, lessons, and lap swimming	9.1%	24.6%	23.5%	21.0%	7.3%	20.4%
An area with deep water for diving, water polo, and scuba	0.0%	1.6%	1.7%	2.5%	2.4%	1.9%
Hot tub or Jacuzzi	9.1%	3.3%	1.7%	2.5%	4.9%	2.9%
50-meter lap lanes that can be used for competitive swimming	9.1%	4.9%	2.5%	0.0%	2.4%	2.6%
1m diving board	0.0%	1.6%	0.0%	1.2%	0.0%	0.6%
Other	0.0%	1.6%	2.5%	1.2%	0.0%	1.6%
None Chosen	27.3%	9.8%	5.0%	29.6%	34.1%	16.9%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q7. 2nd Often</u>						
Water slides	0.0%	11.5%	11.8%	7.4%	7.3%	9.6%
A leisure pool with gentle slope entry for walking into the water	27.3%	14.8%	14.3%	8.6%	7.3%	12.5%
A lazy river that allows you to float on a raft/flotation device through slow moving water	9.1%	13.1%	20.2%	8.6%	7.3%	13.7%
Concession area	0.0%	0.0%	4.2%	3.7%	7.3%	3.5%
A shallow pool for infants or toddlers	9.1%	9.8%	5.9%	4.9%	4.9%	6.4%
Water sprays with interactive play features for small children	0.0%	4.9%	10.1%	3.7%	4.9%	6.4%
Sand play area	0.0%	4.9%	2.5%	4.9%	0.0%	3.2%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q7. 2nd Often (Cont.)</u>						
Lap lanes for exercise, lessons, and lap swimming	18.2%	13.1%	7.6%	4.9%	14.6%	9.3%
An area with deep water for diving, water polo, and scuba	0.0%	4.9%	8.4%	3.7%	7.3%	6.1%
Hot tub or Jacuzzi	9.1%	3.3%	6.7%	8.6%	2.4%	6.1%
50-meter lap lanes that can be used for competitive swimming	0.0%	4.9%	0.8%	1.2%	0.0%	1.6%
Lily pads	0.0%	0.0%	0.0%	1.2%	0.0%	0.3%
1m diving board	0.0%	4.9%	2.5%	1.2%	0.0%	2.2%
None Chosen	27.3%	9.8%	5.0%	37.0%	36.6%	19.2%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q7. 3rd Often</u>						
Water slides	0.0%	8.2%	8.4%	3.7%	12.2%	7.3%
A leisure pool with gentle slope entry for walking into the water	9.1%	3.3%	5.9%	7.4%	4.9%	5.8%
A lazy river that allows you to float on a raft/flotation device through slow moving water	9.1%	13.1%	13.4%	12.3%	14.6%	13.1%
Concession area	9.1%	8.2%	9.2%	9.9%	4.9%	8.6%
A shallow pool for infants or toddlers	18.2%	3.3%	7.6%	6.2%	2.4%	6.1%
Water sprays with interactive play features for small children	0.0%	13.1%	10.9%	2.5%	7.3%	8.3%
Sand play area	0.0%	1.6%	5.0%	1.2%	2.4%	2.9%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q7. 3rd Often (Cont.)</u>						
Lap lanes for exercise, lessons, and lap swimming	9.1%	13.1%	11.8%	3.7%	4.9%	8.9%
An area with deep water for diving, water polo, and scuba	9.1%	8.2%	4.2%	3.7%	0.0%	4.5%
Hot tub or Jacuzzi	0.0%	1.6%	5.0%	3.7%	2.4%	3.5%
50-meter lap lanes that can be used for competitive swimming	9.1%	1.6%	4.2%	1.2%	2.4%	2.9%
1m diving board	0.0%	9.8%	2.5%	2.5%	2.4%	3.8%
3m diving board	0.0%	3.3%	0.8%	2.5%	0.0%	1.6%
Other	0.0%	1.6%	0.0%	0.0%	0.0%	0.3%
None Chosen	27.3%	9.8%	10.9%	39.5%	39.0%	22.4%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?(Top Three)

	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q7. Most Often</u>						
Water slides	27.3%	37.7%	38.7%	23.5%	29.3%	32.9%
A leisure pool with gentle slope entry for walking into the water	45.5%	31.1%	40.3%	28.4%	24.4%	33.5%
A lazy river that allows you to float on a raft/flotation device through slow moving water	27.3%	32.8%	44.5%	30.9%	31.7%	36.4%
Concession area	9.1%	8.2%	14.3%	13.6%	17.1%	13.1%
A shallow pool for infants or toddlers	27.3%	21.3%	20.2%	13.6%	12.2%	17.9%
Water sprays with interactive play features for small children	0.0%	21.3%	23.5%	9.9%	17.1%	17.9%
Sand play area	0.0%	9.8%	10.9%	7.4%	4.9%	8.6%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?(Top Three)

N=313		Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center				Total
		100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know
<u>Q7. Most Often (Cont.)</u>						
Lap lanes for exercise, lessons, and lap swimming	36.4%	50.8%	42.9%	29.6%	26.8%	38.7%
An area with deep water for diving, water polo, and scuba	9.1%	14.8%	14.3%	9.9%	9.8%	12.5%
Hot tub or Jacuzzi	18.2%	8.2%	13.4%	14.8%	9.8%	12.5%
50-meter lap lanes that can be used for competitive swimming	18.2%	11.5%	7.6%	2.5%	4.9%	7.0%
Lily pads	0.0%	0.0%	0.0%	1.2%	0.0%	0.3%
1m diving board	0.0%	16.4%	5.0%	4.9%	2.4%	6.7%
3m diving board	0.0%	3.3%	0.8%	2.5%	0.0%	1.6%
Other	0.0%	3.3%	2.5%	1.2%	0.0%	1.9%
None Chosen	27.3%	9.8%	5.0%	29.6%	34.1%	16.9%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q8. Please check the THREE primary reasons you would use a new OUTDOOR aquatic center in the Town of Brunswick .

N=313	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q8. Please check the THREE primary reasons you would use a new OUTDOOR aquatic center in the Town of Brunswick .</u>						
recreational swimming	90.9%	83.6%	91.6%	55.6%	53.7%	75.7%
instructional classes	45.5%	52.5%	39.5%	23.5%	22.0%	35.8%
competitive swimming	0.0%	14.8%	5.0%	0.0%	4.9%	5.4%
sunbathing	45.5%	16.4%	27.7%	21.0%	22.0%	23.6%
exercise	54.5%	77.0%	67.2%	48.1%	48.8%	61.3%
therapeutic purposes	18.2%	19.7%	21.0%	16.0%	22.0%	19.5%
camps	0.0%	9.8%	10.9%	8.6%	7.3%	9.3%
Other	9.1%	4.9%	8.4%	13.6%	17.1%	10.2%
None Chosen	9.1%	3.3%	2.5%	24.7%	24.4%	11.5%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q9. If the Town of Brunswick developed a NEW outdoor aquatic center with the aquatic spaces that would be most important to your household please check HOW OFTEN you and members of your household would use the center each season?

N=313	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q9. Please check HOW OFTEN you and members of your household would use the center each season?</u>						
1-5 days	18.2%	8.2%	14.3%	25.9%	24.4%	17.6%
6-10 days	18.2%	11.5%	20.2%	8.6%	4.9%	13.4%
11-25 days	45.5%	36.1%	31.9%	30.9%	14.6%	30.7%
26-50 days	9.1%	19.7%	20.2%	3.7%	17.1%	15.0%
51-100 days	9.1%	23.0%	10.9%	2.5%	14.6%	11.5%
Don't Know	0.0%	1.6%	2.5%	28.4%	24.4%	11.8%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q10a. Please CHECK the maximum amount you would be willing to pay for a SEASONAL FAMILY (4 people) pass to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q10a. Please CHECK the maximum amount you would be willing to pay for a SEASONAL FAMILY (4 people) pass?</u>						
\$150 or more per season	9.1%	18.0%	22.7%	7.4%	7.3%	15.3%
\$135-\$149 per season	0.0%	16.4%	10.9%	7.4%	7.3%	10.2%
\$120-\$134 per season	0.0%	16.4%	26.9%	9.9%	4.9%	16.6%
\$105-\$119 per person	27.3%	34.4%	21.8%	23.5%	14.6%	24.0%
Nothing	63.6%	14.8%	17.6%	51.9%	65.9%	33.9%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q10b. Please CHECK the maximum amount you would be willing to pay for a SEASONAL YOUTH pass to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q10b. Please CHECK the maximum amount you would be willing to pay for a SEASONAL YOUTH pass?</u>						
\$60 or more per season	0.0%	16.4%	11.8%	2.5%	0.0%	8.3%
\$50-\$59 per season	0.0%	14.8%	19.3%	9.9%	9.8%	14.1%
\$40-\$49 per season	18.2%	21.3%	21.8%	13.6%	9.8%	17.9%
\$30-\$39 per season	27.3%	31.1%	24.4%	19.8%	17.1%	23.6%
Nothing	54.5%	16.4%	22.7%	54.3%	63.4%	36.1%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q10c. Please CHECK the maximum amount you would be willing to pay for a SEASONAL ADULT pass to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
Q10c. Please CHECK the maximum amount you would be willing to pay for a SEASONAL ADULT pass?						
\$70 or more per season	0.0%	13.1%	12.6%	9.9%	0.0%	9.9%
\$60-\$69 per season	27.3%	13.1%	19.3%	9.9%	7.3%	14.4%
\$50-\$59 per season	0.0%	32.8%	24.4%	11.1%	9.8%	19.8%
\$40-\$49 per season	18.2%	27.9%	30.3%	23.5%	19.5%	26.2%
Nothing	54.5%	13.1%	13.4%	45.7%	63.4%	29.7%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q10d. Please CHECK the maximum amount you would be willing to pay for a DAILY YOUTH fee to the new outdoor aquatic center, if it had the features most important to you and your household

N=313	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q10d. Please CHECK the maximum amount you would be willing to pay for a DAILY YOUTH fee?</u>						
\$5.00 per day	9.1%	31.1%	35.3%	13.6%	26.8%	26.8%
\$4.50 per day	0.0%	0.0%	2.5%	0.0%	0.0%	1.0%
\$4.00 per day	9.1%	14.8%	24.4%	18.5%	7.3%	18.2%
\$3.50 per day	18.2%	29.5%	19.3%	19.8%	17.1%	21.1%
Nothing	63.6%	24.6%	18.5%	48.1%	48.8%	32.9%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q10e. Please CHECK the maximum amount you would be willing to pay for a DAILY ADULT fee to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q10e. Please CHECK the maximum amount you would be willing to pay for a DAILY ADULT fee?</u>						
\$7.00 per day	0.0%	16.4%	24.4%	8.6%	9.8%	16.0%
\$6.00 per day	18.2%	9.8%	9.2%	9.9%	4.9%	9.3%
\$5.00 per day	0.0%	32.8%	37.0%	19.8%	17.1%	27.8%
\$4.00 per day	27.3%	27.9%	19.3%	22.2%	22.0%	22.4%
Nothing	54.5%	13.1%	10.1%	39.5%	46.3%	24.6%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q11. Please check ALL the facilities you would like to see in areas surrounding a NEW outdoor aquatic center.

N=313	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q11. Please check ALL the facilities you would like to see in areas surrounding a NEW outdoor aquatic center.</u>						
Sandy beach	72.7%	52.5%	57.1%	38.3%	46.3%	50.5%
Playground area	81.8%	70.5%	70.6%	37.0%	51.2%	59.7%
Picnic area	90.9%	83.6%	76.5%	51.9%	48.8%	68.4%
Walking trails	72.7%	60.7%	65.5%	50.6%	34.1%	56.9%
Other	9.1%	14.8%	16.8%	14.8%	19.5%	16.0%
None chosen	0.0%	4.9%	2.5%	25.9%	31.7%	12.8%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q12. The following are potential locations for a NEW outdoor aquatic center. Please check ALL the locations that you would support for developing an outdoor aquatic center.

N=313	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
Elsewhere on the Coffin Pond parcel	45.5%	52.5%	48.7%	33.3%	22.0%	41.9%
Brunswick Landing (Former Naval Air Station next to relocated Town Recreation Center)	72.7%	85.2%	89.1%	65.4%	56.1%	77.3%
On 15 acres between the former Navy housing and Wildwood development on Route 24	27.3%	59.0%	48.7%	32.1%	29.3%	43.1%
Other	9.1%	11.5%	5.9%	6.2%	2.4%	6.7%
Don't Know	0.0%	0.0%	0.0%	1.2%	0.0%	0.3%
None Chosen	9.1%	0.0%	0.8%	13.6%	34.1%	8.6%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center with the program features that are most important to you and members of your household should be paid for?

Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center						
						Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
100% through taxes	100.0%	0.0%	0.0%	0.0%	0.0%	3.5%
Taxes should pay the majority of costs	0.0%	100.0%	0.0%	0.0%	0.0%	19.5%
Fees from users should pay the majority of costs	0.0%	0.0%	100.0%	0.0%	0.0%	38.0%
100% through fees	0.0%	0.0%	0.0%	100.0%	0.0%	25.9%
Don't know	0.0%	0.0%	0.0%	0.0%	100.0%	13.1%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q14. If a bond is needed to finance construction of a new outdoor aquatic facility in Brunswick, what level of property tax increase would you support to fund the project?

N=313	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
\$16 per \$100,000 of assessed value (example: a bill for a house valued at \$250,000 would increase by \$40 per year for the 20 year life of the bond)	9.1%	24.6%	9.2%	0.0%	2.4%	8.9%
\$12 per \$100,000 of assessed value (example: a bill for a house valued at \$250,000 would increase by \$30 per year for the 20 year life of the bond)	0.0%	19.7%	15.1%	1.2%	0.0%	9.9%
\$8 per \$100,000 of assessed value (example: a bill for a house valued at \$250,000 would increase by \$20 per year for the 20 year life of the bond)	27.3%	29.5%	34.5%	3.7%	9.8%	22.0%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q14. If a bond is needed to finance construction of a new outdoor aquatic facility in Brunswick, what level of property tax increase would you support to fund the project?

N=313

Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center

100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	Total
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Q14. What level of property tax increase would you support to fund the project? (Cont.)

\$4 per \$100,000 of assessed value (example: a bill for a house valued at \$250,000 would increase by \$10 per year for the 20 year life of the bond)

63.6%	18.0%	30.3%	14.8%	22.0%	24.0%
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Nothing. I would not support a bond to fund construction of a new outdoor aquatic facility.

0.0%	8.2%	10.9%	80.2%	65.9%	35.1%
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How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q15. What priority should be developing a NEW outdoor aquatic center in the Town of Brunswick?

N=313	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q15. What priority should be developing a NEW outdoor aquatic center in the Town of Brunswick?</u>						
A high priority	63.6%	42.6%	21.8%	6.2%	9.8%	21.7%
A medium priority	18.2%	45.9%	44.5%	11.1%	22.0%	32.3%
A low priority	9.1%	3.3%	23.5%	21.0%	19.5%	17.9%
Not a priority	0.0%	3.3%	5.0%	55.6%	22.0%	19.8%
Do not have an opinion	9.1%	4.9%	5.0%	6.2%	26.8%	8.3%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q15a. Please check the PRIMARY reason you feel it is a high or medium priority.

N=169	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
I think we need more outdoor aquatic programming areas	66.7%	48.1%	45.6%	42.9%	61.5%	48.5%
Coffin Pond is not an adequate facility for outdoor aquatics	33.3%	44.4%	57.0%	64.3%	46.2%	51.5%
Other	0.0%	13.0%	6.3%	21.4%	0.0%	8.9%
Don't Know	0.0%	3.7%	0.0%	0.0%	0.0%	1.2%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q15b. Please check the PRIMARY reason you feel it is a low or not a priority, or have no opinion.

N=144	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
I think Coffin Pond is an adequate facility	0.0%	28.6%	20.0%	7.5%	14.3%	13.2%
I am not willing to pay any additional tax dollars for a new aquatic center	100.0%	28.6%	32.5%	76.1%	39.3%	54.9%
Other	0.0%	57.1%	50.0%	20.9%	32.1%	32.6%
Don't Know	0.0%	0.0%	5.0%	0.0%	14.3%	4.2%

How Respondents Feel the Operating Cost of the New Aquatic Center Should be Paid for

Q16. How important do you feel it is to have an Outdoor public swimming pool in the Town of Brunswick?

N=313	Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center					Total
	100% through taxes	Taxes should pay the majority of costs	Fees from users should pay the majority of costs	100% through fees	Don't know	
<u>Q16. How important do you feel it is to have an Outdoor public swimming pool in the Town of Brunswick?</u>						
Very important	63.6%	52.5%	35.3%	11.1%	19.5%	31.3%
Somewhat important	27.3%	39.3%	43.7%	24.7%	39.0%	36.7%
Not sure	0.0%	6.6%	10.9%	12.3%	9.8%	9.9%
Not important	9.1%	0.0%	9.2%	51.9%	31.7%	21.4%
Not provided	0.0%	1.6%	0.8%	0.0%	0.0%	0.6%

Section 8:
Cross Tabular Data by:
Property Tax Increase

Respondents Willingness to Pay a Property Tax Increase

Q1. Over the past 12 months, have you or any members of your household used Coffin Pond for swimming?

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
Q1. Have you or any members of your household used Coffin Pond for swimming?						
Yes	32.1%	25.8%	40.6%	28.0%	15.5%	26.5%
No	67.9%	74.2%	59.4%	72.0%	84.5%	73.5%

Q2. From the following list, please check how many days you and all members of your household used Coffin Pond in the past 12 months.

N=83	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
Q2. Please check how many days you and all members of your household used Coffin Pond in the past 12 months.						
1-5 days	33.3%	75.0%	67.9%	47.6%	47.1%	55.4%
6-10 days	33.3%	25.0%	7.1%	14.3%	23.5%	16.9%
11-25 days	11.1%	0.0%	21.4%	14.3%	11.8%	14.5%
26-50 days	11.1%	0.0%	3.6%	9.5%	5.9%	6.0%
100+ days	0.0%	0.0%	0.0%	9.5%	0.0%	2.4%
Did not use	11.1%	0.0%	0.0%	4.8%	11.8%	4.8%

Respondents Willingness to Pay a Property Tax Increase

Q3. Overall, how would you and members of your household rate the condition of Coffin Pond?

N=83	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q3. How would you and members of your household rate the condition of Coffin Pond?</u>						
Excellent	22.2%	0.0%	3.6%	23.8%	0.0%	9.6%
Good	44.4%	37.5%	39.3%	47.6%	58.8%	45.8%
Fair	0.0%	62.5%	42.9%	9.5%	29.4%	28.9%
Poor	22.2%	0.0%	14.3%	14.3%	0.0%	10.8%
Not Provided	11.1%	0.0%	0.0%	4.8%	11.8%	4.8%

Respondents Willingness to Pay a Property Tax Increase

Q4. Over the past 12 months, please check ALL the other facilities at the Coffin Pond area that you and members of your household have used.

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q4. Please check ALL the other facilities at the Coffin Pond area that you and members of your household have used.</u>						
Sandy Beach	17.9%	22.6%	34.8%	22.7%	11.8%	21.1%
Playground area	35.7%	22.6%	26.1%	21.3%	11.8%	20.4%
Picnic area	7.1%	3.2%	10.1%	10.7%	5.5%	7.7%
Restrooms with changing facilities	28.6%	16.1%	24.6%	18.7%	11.8%	18.2%
Concessions area	17.9%	9.7%	17.4%	12.0%	10.9%	13.1%
Waterslide	28.6%	19.4%	34.8%	20.0%	10.9%	20.8%
Other	10.7%	6.5%	2.9%	6.7%	3.6%	5.1%
Do not use any facilities at the Coffin Pond area	57.1%	67.7%	59.4%	68.0%	85.5%	71.2%

Respondents Willingness to Pay a Property Tax Increase

Q5. Overall, how would you and members of your household rate the condition of other facilities at Coffin Pond?

N=90	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q5. How would you and members of your household rate the condition of other facilities at Coffin Pond?</u>						
Excellent	8.3%	10.0%	0.0%	0.0%	0.0%	2.2%
Good	50.0%	30.0%	39.3%	50.0%	68.8%	47.8%
Fair	33.3%	60.0%	57.1%	41.7%	31.3%	45.6%
Poor	8.3%	0.0%	3.6%	8.3%	0.0%	4.4%

Respondents Willingness to Pay a Property Tax Increase

Q6. Listed below are some potential features that the Town of Brunswick could incorporate into the development of a new OUTDOOR AQUATIC CENTER. Please check ALL of the aquatic features that you and members of your household would use.

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
Water slides	64.3%	74.2%	71.0%	60.0%	33.6%	55.0%
A leisure pool with gentle slope entry for walking into the water	71.4%	71.0%	66.7%	69.3%	39.1%	58.5%
A lazy river that allows you to float on a raft/flotation device through slow moving water	75.0%	64.5%	75.4%	68.0%	39.1%	59.7%
Concession area	67.9%	71.0%	72.5%	60.0%	37.3%	56.5%
A shallow pool for infants or toddlers	57.1%	51.6%	56.5%	52.0%	25.5%	44.1%
Water sprays with interactive play features for small children	53.6%	54.8%	55.1%	50.7%	25.5%	43.5%
Sand play area	57.1%	32.3%	46.4%	49.3%	23.6%	38.7%
Lap lanes for exercise, lessons, and lap swimming	82.1%	67.7%	68.1%	78.7%	38.2%	61.3%

Respondents Willingness to Pay a Property Tax Increase

Q6. Listed below are some potential features that the Town of Brunswick could incorporate into the development of a new OUTDOOR AQUATIC CENTER. Please check ALL of the aquatic features that you and members of your household would use.

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
An area with deep water for diving, water polo, and scuba	50.0%	58.1%	34.8%	40.0%	22.7%	35.5%
Hot tub or Jacuzzi	60.7%	25.8%	36.2%	44.0%	20.9%	33.9%
50-meter lap lanes that can be used for competitive swimming	42.9%	25.8%	36.2%	38.7%	10.0%	27.2%
Lily pads	3.6%	9.7%	14.5%	17.3%	2.7%	9.6%
1m diving board	53.6%	35.5%	39.1%	38.7%	18.2%	32.6%
3m diving board	28.6%	22.6%	26.1%	18.7%	11.8%	19.2%
Other	3.6%	9.7%	8.7%	5.3%	10.9%	8.3%
None Chosen	0.0%	9.7%	5.8%	2.7%	29.1%	13.1%

Respondents Willingness to Pay a Property Tax Increase

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q7. Most Often</u>						
Water slides	17.9%	22.6%	18.8%	16.0%	11.8%	16.0%
A leisure pool with gentle slope entry for walking into the water	10.7%	19.4%	14.5%	24.0%	10.0%	15.3%
A lazy river that allows you to float on a raft/flotation device through slow moving water	7.1%	9.7%	11.6%	9.3%	9.1%	9.6%
Concession area	0.0%	0.0%	0.0%	0.0%	2.7%	1.0%
A shallow pool for infants or toddlers	17.9%	3.2%	5.8%	4.0%	3.6%	5.4%
Water sprays with interactive play features for small children	7.1%	0.0%	4.3%	1.3%	3.6%	3.2%
Sand play area	3.6%	3.2%	0.0%	2.7%	3.6%	2.6%
Lap lanes for exercise, lessons, and lap swimming	17.9%	19.4%	24.6%	28.0%	13.6%	20.4%

Respondents Willingness to Pay a Property Tax Increase

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q7. Most Often (Cont.)</u>						
An area with deep water for diving, water polo, and scuba	0.0%	0.0%	2.9%	1.3%	2.7%	1.9%
Hot tub or Jacuzzi	3.6%	3.2%	2.9%	2.7%	2.7%	2.9%
50-meter lap lanes that can be used for competitive swimming	3.6%	3.2%	5.8%	2.7%	0.0%	2.6%
1m diving board	0.0%	0.0%	1.4%	1.3%	0.0%	0.6%
Other	0.0%	3.2%	1.4%	0.0%	2.7%	1.6%
None Chosen	10.7%	12.9%	5.8%	6.7%	33.6%	16.9%

Respondents Willingness to Pay a Property Tax Increase

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q7. 2nd Often</u>						
Water slides	10.7%	12.9%	10.1%	8.0%	9.1%	9.6%
A leisure pool with gentle slope entry for walking into the water	17.9%	19.4%	11.6%	17.3%	6.4%	12.5%
A lazy river that allows you to float on a raft/flotation device through slow moving water	7.1%	9.7%	26.1%	13.3%	9.1%	13.7%
Concession area	0.0%	3.2%	5.8%	2.7%	3.6%	3.5%
A shallow pool for infants or toddlers	10.7%	3.2%	7.2%	8.0%	4.5%	6.4%
Water sprays with interactive play features for small children	3.6%	0.0%	5.8%	14.7%	3.6%	6.4%
Sand play area	14.3%	0.0%	4.3%	0.0%	2.7%	3.2%
Lap lanes for exercise, lessons, and lap swimming	10.7%	19.4%	10.1%	8.0%	6.4%	9.3%

Respondents Willingness to Pay a Property Tax Increase

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q7. 2nd Often (Cont.)</u>						
An area with deep water for diving, water polo, and scuba	0.0%	16.1%	4.3%	5.3%	6.4%	6.1%
Hot tub or Jacuzzi	7.1%	0.0%	4.3%	10.7%	5.5%	6.1%
50-meter lap lanes that can be used for competitive swimming	0.0%	3.2%	1.4%	2.7%	0.9%	1.6%
Lily pads	0.0%	0.0%	0.0%	0.0%	0.9%	0.3%
1m diving board	7.1%	0.0%	2.9%	1.3%	1.8%	2.2%
None Chosen	10.7%	12.9%	5.8%	8.0%	39.1%	19.2%

Respondents Willingness to Pay a Property Tax Increase

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q7. 3rd Often</u>						
Water slides	7.1%	6.5%	11.6%	9.3%	3.6%	7.3%
A leisure pool with gentle slope entry for walking into the water	0.0%	3.2%	7.2%	5.3%	7.3%	5.8%
A lazy river that allows you to float on a raft/flotation device through slow moving water	25.0%	12.9%	10.1%	16.0%	10.0%	13.1%
Concession area	7.1%	6.5%	5.8%	9.3%	10.9%	8.6%
A shallow pool for infants or toddlers	7.1%	3.2%	10.1%	8.0%	2.7%	6.1%
Water sprays with interactive play features for small children	7.1%	25.8%	11.6%	8.0%	1.8%	8.3%
Sand play area	0.0%	0.0%	2.9%	6.7%	1.8%	2.9%
Lap lanes for exercise, lessons, and lap swimming	14.3%	0.0%	11.6%	13.3%	5.5%	8.9%

Respondents Willingness to Pay a Property Tax Increase

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q7. 3rd Often (Cont.)</u>						
An area with deep water for diving, water polo, and scuba	10.7%	6.5%	7.2%	2.7%	1.8%	4.5%
Hot tub or Jacuzzi	0.0%	3.2%	1.4%	4.0%	5.5%	3.5%
50-meter lap lanes that can be used for competitive swimming	0.0%	9.7%	2.9%	4.0%	0.9%	2.9%
1m diving board	10.7%	9.7%	1.4%	2.7%	2.7%	3.8%
3m diving board	0.0%	0.0%	2.9%	1.3%	1.8%	1.6%
Other	0.0%	0.0%	1.4%	0.0%	0.0%	0.3%
None Chosen	10.7%	12.9%	11.6%	9.3%	43.6%	22.4%

Respondents Willingness to Pay a Property Tax Increase

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?(Top Three)

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q7. Most Often</u>						
Water slides	35.7%	41.9%	40.6%	33.3%	24.5%	32.9%
A leisure pool with gentle slope entry for walking into the water	28.6%	41.9%	33.3%	46.7%	23.6%	33.5%
A lazy river that allows you to float on a raft/flotation device through slow moving water	39.3%	32.3%	47.8%	38.7%	28.2%	36.4%
Concession area	7.1%	9.7%	11.6%	12.0%	17.3%	13.1%
A shallow pool for infants or toddlers	35.7%	9.7%	23.2%	20.0%	10.9%	17.9%
Water sprays with interactive play features for small children	17.9%	25.8%	21.7%	24.0%	9.1%	17.9%
Sand play area	17.9%	3.2%	7.2%	9.3%	8.2%	8.6%
Lap lanes for exercise, lessons, and lap swimming	42.9%	38.7%	46.4%	49.3%	25.5%	38.7%

Respondents Willingness to Pay a Property Tax Increase

Q7. Which THREE of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a NEW OUTDOOR AQUATIC CENTER for the Town of Brunswick?(Top Three)

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q7. Most Often (Cont.)</u>						
An area with deep water for diving, water polo, and scuba	10.7%	22.6%	14.5%	9.3%	10.9%	12.5%
Hot tub or Jacuzzi	10.7%	6.5%	8.7%	17.3%	13.6%	12.5%
50-meter lap lanes that can be used for competitive swimming	3.6%	16.1%	10.1%	9.3%	1.8%	7.0%
Lily pads	0.0%	0.0%	0.0%	0.0%	0.9%	0.3%
1m diving board	17.9%	9.7%	5.8%	5.3%	4.5%	6.7%
3m diving board	0.0%	0.0%	2.9%	1.3%	1.8%	1.6%
Other	0.0%	3.2%	2.9%	0.0%	2.7%	1.9%
None Chosen	10.7%	12.9%	5.8%	6.7%	33.6%	16.9%

Respondents Willingness to Pay a Property Tax Increase

Q8. Please check the THREE primary reasons you would use a new OUTDOOR aquatic center in the Town of Brunswick .

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q8. Please check the THREE primary reasons you would use a new OUTDOOR aquatic center in the Town of Brunswick .</u>						
recreational swimming	92.9%	90.3%	91.3%	86.7%	50.0%	75.7%
instructional classes	64.3%	35.5%	47.8%	41.3%	17.3%	35.8%
competitive swimming	14.3%	6.5%	10.1%	4.0%	0.9%	5.4%
sunbathing	21.4%	25.8%	29.0%	22.7%	20.9%	23.6%
exercise	75.0%	61.3%	73.9%	70.7%	43.6%	61.3%
therapeutic purposes	7.1%	16.1%	20.3%	29.3%	16.4%	19.5%
camps	10.7%	12.9%	8.7%	9.3%	8.2%	9.3%
Other	10.7%	6.5%	5.8%	9.3%	14.5%	10.2%
None Chosen	0.0%	6.5%	1.4%	2.7%	28.2%	11.5%

Respondents Willingness to Pay a Property Tax Increase

Q9. If the Town of Brunswick developed a NEW outdoor aquatic center with the aquatic spaces that would be most important to your household please check HOW OFTEN you and members of your household would use the center each season?

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q9. Please check HOW OFTEN you and members of your household would use the center each season?</u>						
1-5 days	3.6%	16.1%	11.6%	13.3%	28.2%	17.6%
6-10 days	7.1%	16.1%	17.4%	17.3%	9.1%	13.4%
11-25 days	42.9%	29.0%	34.8%	38.7%	20.0%	30.7%
26-50 days	17.9%	25.8%	24.6%	12.0%	7.3%	15.0%
51-100 days	25.0%	9.7%	8.7%	17.3%	6.4%	11.5%
Don't Know	3.6%	3.2%	2.9%	1.3%	29.1%	11.8%

Respondents Willingness to Pay a Property Tax Increase

Q10a. Please CHECK the maximum amount you would be willing to pay for a SEASONAL FAMILY (4 people) pass to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q10a. Please CHECK the maximum amount you would be willing to pay for a SEASONAL FAMILY (4 people) pass?</u>						
\$150 or more per season	39.3%	38.7%	20.3%	8.0%	4.5%	15.3%
\$135-\$149 per season	25.0%	3.2%	18.8%	12.0%	1.8%	10.2%
\$120-\$134 per season	14.3%	29.0%	23.2%	18.7%	8.2%	16.6%
\$105-\$119 per person	17.9%	16.1%	24.6%	32.0%	21.8%	24.0%
Nothing	3.6%	12.9%	13.0%	29.3%	63.6%	33.9%

Respondents Willingness to Pay a Property Tax Increase

Q10b. Please CHECK the maximum amount you would be willing to pay for a SEASONAL YOUTH pass to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q10b. Please CHECK the maximum amount you would be willing to pay for a SEASONAL YOUTH pass?</u>						
\$60 or more per season	35.7%	16.1%	8.7%	4.0%	1.8%	8.3%
\$50-\$59 per season	21.4%	22.6%	18.8%	14.7%	6.4%	14.1%
\$40-\$49 per season	17.9%	35.5%	26.1%	18.7%	7.3%	17.9%
\$30-\$39 per season	17.9%	12.9%	30.4%	29.3%	20.0%	23.6%
Nothing	7.1%	12.9%	15.9%	33.3%	64.5%	36.1%

Respondents Willingness to Pay a Property Tax Increase

Q10c. Please CHECK the maximum amount you would be willing to pay for a SEASONAL ADULT pass to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q10c. Please CHECK the maximum amount you would be willing to pay for a SEASONAL ADULT pass?</u>						
\$70 or more per season	28.6%	19.4%	8.7%	9.3%	3.6%	9.9%
\$60-\$69 per season	28.6%	22.6%	20.3%	8.0%	9.1%	14.4%
\$50-\$59 per season	17.9%	29.0%	26.1%	30.7%	6.4%	19.8%
\$40-\$49 per season	21.4%	16.1%	30.4%	32.0%	23.6%	26.2%
Nothing	3.6%	12.9%	14.5%	20.0%	57.3%	29.7%

Respondents Willingness to Pay a Property Tax Increase

Q10d. Please CHECK the maximum amount you would be willing to pay for a DAILY YOUTH fee to the new outdoor aquatic center, if it had the features most important to you and your household

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q10d. Please CHECK the maximum amount you would be willing to pay for a DAILY YOUTH fee?</u>						
\$5.00 per day	57.1%	32.3%	34.8%	29.3%	10.9%	26.8%
\$4.50 per day	0.0%	0.0%	2.9%	1.3%	0.0%	1.0%
\$4.00 per day	14.3%	35.5%	18.8%	21.3%	11.8%	18.2%
\$3.50 per day	10.7%	16.1%	26.1%	22.7%	20.9%	21.1%
Nothing	17.9%	16.1%	17.4%	25.3%	56.4%	32.9%

Respondents Willingness to Pay a Property Tax Increase

Q10e. Please CHECK the maximum amount you would be willing to pay for a DAILY ADULT fee to the new outdoor aquatic center, if it had the features most important to you and your household.

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q10e. Please CHECK the maximum amount you would be willing to pay for a DAILY ADULT fee?</u>						
\$7.00 per day	35.7%	25.8%	20.3%	14.7%	6.4%	16.0%
\$6.00 per day	10.7%	16.1%	14.5%	6.7%	5.5%	9.3%
\$5.00 per day	39.3%	25.8%	37.7%	33.3%	15.5%	27.8%
\$4.00 per day	7.1%	16.1%	14.5%	34.7%	24.5%	22.4%
Nothing	7.1%	16.1%	13.0%	10.7%	48.2%	24.6%

Respondents Willingness to Pay a Property Tax Increase

Q11. Please check ALL the facilities you would like to see in areas surrounding a NEW outdoor aquatic center.

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
Q11. Please check ALL the facilities you would like to see in areas surrounding a NEW outdoor aquatic center.						
Sandy beach	67.9%	48.4%	53.6%	62.7%	36.4%	50.5%
Playground area	82.1%	80.6%	69.6%	66.7%	37.3%	59.7%
Picnic area	92.9%	77.4%	76.8%	80.0%	46.4%	68.4%
Walking trails	78.6%	41.9%	60.9%	66.7%	46.4%	56.9%
Other	25.0%	16.1%	18.8%	9.3%	16.4%	16.0%
None chosen	0.0%	3.2%	2.9%	4.0%	30.9%	12.8%

Respondents Willingness to Pay a Property Tax Increase

Q12. The following are potential locations for a NEW outdoor aquatic center. Please check ALL the locations that you would support for developing an outdoor aquatic center.

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
Elsewhere on the Coffin Pond parcel	42.9%	48.4%	53.6%	45.3%	30.0%	41.9%
Brunswick Landing (Former Naval Air Station next to relocated Town Recreation Center)	85.7%	90.3%	89.9%	85.3%	58.2%	77.3%
On 15 acres between the former Navy housing and Wildwood development on Route 24	57.1%	64.5%	50.7%	44.0%	28.2%	43.1%
Other	7.1%	6.5%	7.2%	6.7%	6.4%	6.7%
Don't Know	0.0%	0.0%	0.0%	0.0%	0.9%	0.3%
None Chosen	3.6%	0.0%	0.0%	1.3%	22.7%	8.6%

Respondents Willingness to Pay a Property Tax Increase

Q13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center with the program features that are most important to you and members of your household should be paid for?

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
100% through taxes	3.6%	0.0%	4.3%	9.3%	0.0%	3.5%
Taxes should pay the majority of costs	53.6%	38.7%	26.1%	14.7%	4.5%	19.5%
Fees from users should pay the majority of costs	39.3%	58.1%	59.4%	48.0%	11.8%	38.0%
100% through fees	0.0%	3.2%	4.3%	16.0%	59.1%	25.9%
Don't know	3.6%	0.0%	5.8%	12.0%	24.5%	13.1%

Respondents Willingness to Pay a Property Tax Increase

Q14. If a bond is needed to finance construction of a new outdoor aquatic facility in Brunswick, what level of property tax increase would you support to fund the project?

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
\$16 per \$100,000 of assessed value	100.0%	0.0%	0.0%	0.0%	0.0%	8.9%
\$12 per \$100,000 of assessed value	0.0%	100.0%	0.0%	0.0%	0.0%	9.9%
\$8 per \$100,000 of assessed value	0.0%	0.0%	100.0%	0.0%	0.0%	22.0%
\$4 per \$100,000 of assessed value	0.0%	0.0%	0.0%	100.0%	0.0%	24.0%
Nothing.	0.0%	0.0%	0.0%	0.0%	100.0%	35.1%

Respondents Willingness to Pay a Property Tax Increase

Q15. What priority should be developing a NEW outdoor aquatic center in the Town of Brunswick?

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
<u>Q15. What priority should be developing a NEW outdoor aquatic center in the Town of Brunswick?</u>						
A high priority	53.6%	51.6%	24.6%	21.3%	3.6%	21.7%
A medium priority	46.4%	38.7%	50.7%	45.3%	6.4%	32.3%
A low priority	0.0%	6.5%	21.7%	20.0%	21.8%	17.9%
Not a priority	0.0%	0.0%	0.0%	6.7%	51.8%	19.8%
Do not have an opinion	0.0%	3.2%	2.9%	6.7%	16.4%	8.3%

Respondents Willingness to Pay a Property Tax Increase

Q15a. Please check the PRIMARY reason you feel it is a high or medium priority.

N=169	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
I think we need more outdoor aquatic programming areas	46.4%	53.6%	55.8%	42.0%	36.4%	48.5%
Coffin Pond is not an adequate facility for outdoor aquatics	50.0%	50.0%	50.0%	56.0%	45.5%	51.5%
Other	7.1%	17.9%	5.8%	6.0%	18.2%	8.9%
Don't Know	0.0%	0.0%	1.9%	2.0%	0.0%	1.2%

Respondents Willingness to Pay a Property Tax Increase

Q15b. Please check the PRIMARY reason you feel it is a low or not a priority, or have no opinion.

N=144

Q14. What level of property tax increase would you support to fund the project?

					Total
	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	

Q15b. Please check the PRIMARY reason you feel it is a low or not a priority, or have no opinion.

I think Coffin Pond is an adequate facility	0.0%	5.9%	16.0%	14.1%	13.2%
I am not willing to pay any additional tax dollars for a new aquatic center	0.0%	17.6%	40.0%	66.7%	54.9%
Other	100.0%	70.6%	44.0%	21.2%	32.6%
Don't Know	0.0%	5.9%	4.0%	4.0%	4.2%

Respondents Willingness to Pay a Property Tax Increase

Q16. How important do you feel it is to have an Outdoor public swimming pool in the Town of Brunswick?

N=313	Q14. What level of property tax increase would you support to fund the project?					Total
	\$16 per \$100,000 of assessed value	\$12 per \$100,000 of assessed value	\$8 per \$100,000 of assessed value	\$4 per \$100,000 of assessed value	Nothing.	
Very important	78.6%	54.8%	40.6%	32.0%	6.4%	31.3%
Somewhat important	21.4%	41.9%	43.5%	48.0%	27.3%	36.7%
Not sure	0.0%	3.2%	11.6%	10.7%	12.7%	9.9%
Not important	0.0%	0.0%	4.3%	8.0%	52.7%	21.4%
Not provided	0.0%	0.0%	0.0%	1.3%	0.9%	0.6%

Section 9: ***Survey Instrument***

BRUNSWICK

PARKS & RECREATION DEPARTMENT

30 FEDERAL STREET

BRUNSWICK ME 04011-1584

TEL (207) 725-6656
FAX (207) 725-0148

THOMAS M. FARRELL
Director

TROY S. SMITH
Deputy Director

*A Few Minutes of Your Time Will Help Make the Town of Brunswick a
Better Place to Live, Work and Play!*

Dear Town of Brunswick Resident:

Your response to the enclosed survey is extremely important...

The Town of Brunswick is conducting an Outdoor Aquatics Survey to help establish priorities for the future development of outdoor aquatic facilities and related recreation facilities within the community. Your household was one of a limited number selected at random to receive this survey, therefore, it is very important that you participate.

We appreciate your time...

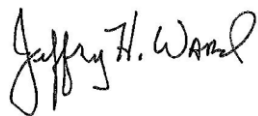
We realize that this survey will take approximately 10 minutes to complete, but each question is important. The time you invest in completing this survey will aid the Town of Brunswick in taking a resident-driven approach to making decisions that will enrich the future of our community and positively affect the lives of its residents.

Please complete and return your survey within the next two weeks...

We have selected Leisure Vision/ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the Town. **Your responses will remain confidential.** Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

If you have any questions, please feel free to contact Thomas Farrell in the Town of Brunswick Parks and Recreation Department at 725-6656. The Community Attitude and Interest Survey is a tool that will benefit all Town of Brunswick residents. Please take this opportunity to let your voice be heard!

Sincerely,



Jeffrey H. Ward, Chair
Brunswick Recreation Commission

The Town of Brunswick would like your input regarding priorities for outdoor aquatic program spaces in the community. This survey will take approximately 10 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope within the next two weeks.

Are you a resident of the Town of Brunswick?

____ (1) Yes [Please continue the survey.]

____ (2) No [Please discontinue the survey. This survey is only for residents of the Town of Brunswick.]

<i>Current Usage of Coffin Pond</i>
--

1. Over the past 12 months, have you or any members of your household used Coffin Pond for swimming?

____ (1) Yes

____ (2) No [Please skip to Question #4]

2. From the following list, please check how many days you and all members of your household used Coffin Pond in the past 12 months.

____ (1) 1-5 days

____ (2) 6-10 days

____ (3) 11-25 days

____ (4) 26-50 days

____ (5) 51-100 days

____ (6) More than 100 days

____ (7) Did not use. [Skip to Q4.]

3. Overall, how would you and members of your household rate the condition of Coffin Pond?

____ (1) Excellent

____ (2) Good

____ (3) Fair

____ (4) Poor

4. Over the past 12 months, please check ALL the other facilities at the Coffin Pond area that you and members of your household have used.

____ (1) Sandy Beach

____ (2) Playground area

____ (3) Picnic area

____ (4) Restrooms with changing facilities

____ (5) Concessions area

____ (6) Waterslide

____ (7) Other: _____

____ (8) Do not use any facilities at the Coffin Pond area [Please skip to Q#6.]

5. Overall, how would you and members of your household rate the condition of other facilities at Coffin Pond?

____ (1) Excellent

____ (2) Good

____ (3) Fair

____ (4) Poor

Potential Development of an OUTDOOR Aquatic Center

6. Coffin Pond has been an active swimming and water recreation area in its current configuration since 1982. It has served as the Town's municipal outdoor swimming area since 1963. Coffin Pond's infrastructure is aging and will require updates in future years that will pose significant cost implications and environmental challenges. The Coffin Pond site limits the Town's ability to add other aquatic programming spaces in the future within the existing swimming area.

The Town Council of Brunswick has authorized the Recreation Commission to explore opportunities to improve Outdoor aquatic programming areas in the Town, including the potential development of an Outdoor Aquatic Center.

Listed below are some potential features that the Town of Brunswick could incorporate into the development of a new OUTDOOR AQUATIC CENTER. Please check ALL of the aquatic features that you and members of your household would use.

- _____ (01) Water slides
- _____ (02) A leisure pool with gentle slope entry for walking into the water
- _____ (03) A lazy river that allows you to float on a raft/flotation device through slow moving water
- _____ (04) Concession area
- _____ (05) A shallow pool for infants or toddlers
- _____ (06) Water sprays with interactive play features for small children
- _____ (07) Sand play area
- _____ (08) Lap lanes for exercise, lessons, and lap swimming
- _____ (09) An area with deep water for diving, water polo, and scuba
- _____ (10) Hot tub or Jacuzzi
- _____ (11) 50-meter lap lanes that can be used for competitive swimming
- _____ (12) Lily pads
- _____ (13) 1m diving board
- _____ (14) 3m diving board
- _____ (15) Other: _____

7. Which **THREE** of the above FEATURES would you and members of your household USE MOST OFTEN if they were included in a **NEW OUTDOOR AQUATIC CENTER** for the Town of Brunswick? [Write in the numbers for your top three choices below using the numbers from the list in question #6.]

_____	_____	_____
1st	2nd	3rd
Most Often	Most Often	Most Often

8. Please check the **THREE** primary reasons you would use a new **OUTDOOR** aquatic center in the Town of Brunswick .

____(1) recreational swimming

____(5) exercise

____(2) instructional classes

____(6) therapeutic purposes

____(3) competitive swimming

____(7) camps

____(4) sunbathing

____(8) Other: _____

9. If the Town of Brunswick developed a **NEW** outdoor aquatic center with the aquatic spaces that would be most important to your household please check **HOW OFTEN** you and members of your household would use the center each season? **NOTE:** The Aquatic Center is anticipated to be open about 100 days per summer season from Memorial Day to Labor Day.

____ (1) 1-5 days

____ (2) 6-10 days

____ (3) 11-25 days

____ (4) 26-50 days

____ (5) 51-100 days

10. The cost of operating a **NEW OUTDOOR AQUATIC CENTER** will need to be supported by user fees, including seasonal family passes, seasonal adult passes, seasonal youth passes, daily adult passes and daily youth passes.

For each of the following ways to pay for using the **NEW OUTDOOR AQUATIC CENTER**, please check the **MAXIMUM** amount you would be willing to pay to use the **NEW OUTDOOR AQUATIC CENTER** if it had the types of program features that are most important to you.

10a. Please **CHECK** the **maximum** amount you would be willing to pay for a **SEASONAL FAMILY (4 people)** pass to the new outdoor aquatic center, if it had the features most important to you and your household.

(1) ____ \$150 or more per season

(4) ____ \$105-119 per season

(2) ____ \$135-\$149 per season

(5) ____ Nothing

(3) ____ \$120-\$134 per season

10b. Please **CHECK** the **maximum** amount you would be willing to pay for a **SEASONAL YOUTH** pass to the new outdoor aquatic center, if it had the features most important to you and your household.

(1) ____ \$60 or more per season

(4) ____ \$30-\$39 per season

(2) ____ \$50-\$59 per season

(5) ____ Nothing

(3) ____ \$40-\$49 season

10c. Please **CHECK** the **maximum** amount you would be willing to pay for a **SEASONAL ADULT** pass to the new outdoor aquatic center, if it had the features most important to you and your household.

(1) ____ \$70 or more per season

(4) ____ \$40-49 per season

(2) ____ \$60-69 per season

(5) ____ Nothing

(3) ____ \$50-59 per season

10d. Please CHECK the maximum amount you would be willing to pay for a DAILY YOUTH fee to the new outdoor aquatic center, if it had the features most important to you and your household.

- | | |
|-------------------------|-------------------------|
| (1) ____ \$5.00 per day | (4) ____ \$3.50 per day |
| (2) ____ \$4.50 per day | (5) ____ Nothing |
| (3) ____ \$4.00 per day | |

10e. Please CHECK the maximum amount you would be willing to pay for a DAILY ADULT fee to the new outdoor aquatic center, if it had the features most important to you and your household.

- | | |
|--------------------------|-------------------------|
| (1) ____ \$7.00 per day | (4) ____ \$4.00 per day |
| (2) ____ \$6. 00 per day | (5) ____ Nothing |
| (3) ____ \$5.00 per day | |

11. Please check ALL the facilities you would like to see in areas surrounding a NEW outdoor aquatic center.

- ____ (1) Sandy beach
- ____ (2) Playground area
- ____ (3) Picnic area
- ____ (4) Walking trails
- ____ (5) Other: _____

Potential Locations for a New Outdoor Aquatic Center

12. The following are potential locations for a NEW outdoor aquatic center. Please check ALL the locations that you would support for developing an outdoor aquatic center.

- ____ (1) Elsewhere on the Coffin Pond parcel
- ____ (2) Brunswick Landing (Former Naval Air Station next to relocated Town Recreation Center)
- ____ (3) On 15 acres between the former Navy housing and Wildwood development on Route 24
- ____ (4) Other [please write in] _____

Funding for Improvements to Outdoor Aquatics Program Spaces Most Important to Your Household

13. Which ONE of the following statements best represents how you feel the cost for operating a NEW outdoor aquatic center with the program features that are most important to you and members of your household should be paid for?

☐ (1) 100% through taxes
☐ (2) Taxes should pay the majority of costs and fees from users the remaining costs
☐ (3) Fees from users should pay the majority of costs and taxes the remaining costs
☐ (4) 100% through fees
☐ (5) Don't know

14. If a bond is needed to finance construction of a new outdoor aquatic facility in Brunswick, what level of property tax increase would you support to fund the project?

☐ (1) \$16 per \$100,000 of assessed value (example: a bill for a house valued at \$250,000 would increase by \$40 per year for the 20 year life of the bond)
☐ (2) \$12 per \$100,000 of assessed value (example: a bill for a house valued at \$250,000 would increase by \$30 per year for the 20 year life of the bond)
☐ (3) \$8 per \$100,000 of assessed value (example: a bill for a house valued at \$250,000 would increase by \$20 per year for the 20 year life of the bond)
☐ (4) \$4 per \$100,000 of assessed value (example: a bill for a house valued at \$250,000 would increase by \$10 per year for the 20 year life of the bond)
☐ (5) Nothing. I would not support a bond to fund construction of a new outdoor aquatic facility.

15. What priority should be developing a NEW outdoor aquatic center in the Town of Brunswick?

☐ (1) A high priority [Please answer Q15a]
☐ (2) A medium priority [Please answer Q15a]
☐ (3) A low priority [Please answer 15b]
☐ (4) Not a priority [Please answer 15b]
☐ (5) Do not have an opinion [Please answer 15b]

- 15a. Please check the PRIMARY reason you feel it is a high or medium priority.

☐ (1) I think we need more outdoor aquatic programming areas
☐ (2) Coffin Pond is not an adequate facility for outdoor aquatics
☐ (3) Other: _____

- 15b. Please check the PRIMARY reason you feel it is a low or not a priority, or have no opinion.

☐ (1) I think Coffin Pond is an adequate facility
☐ (2) I am not willing to pay any additional tax dollars for a new aquatic center
☐ (3) Other: _____

16. How important do you feel it is to have an Outdoor public swimming pool in the Town of Brunswick?

- ____ (1) Very important
____ (2) Somewhat important
____ (3) Not sure
____ (4) Not important

17. How many persons in your household (counting yourself) are?

- | | | | | | |
|---------------|------|---------------|------|-------------|------|
| Under 5 years | ____ | 20 - 24 years | ____ | 55-64 years | ____ |
| 5 - 9 years | ____ | 25 - 34 years | ____ | 65+ years | ____ |
| 10 - 14 years | ____ | 35 - 44 years | ____ | | |
| 15 - 19 years | ____ | 45 - 54 years | ____ | | |

18. What is your age? _____ years

19. Your gender:

- ____ (1) Male ____ (2) Female

20. How many years have you lived in the Brunswick area? _____ years

21. What is your total annual household income (this is for demographic purposes only)?

- | | |
|-------------------------------|-------------------------------|
| ____ (1) Under \$25,000 | ____ (4) \$75,000 to \$99,999 |
| ____ (2) \$25,000 to \$49,999 | ____ (5) \$100,000 or more |
| ____ (3) \$50,000 to \$74,999 | |

22. If you own your residence, please check the value of your residence (this is for demographic purposes only).

- ____ (1) Under \$50,000
____ (2) \$50,000-\$99,999
____ (3) \$100,000-\$199,999
____ (4) \$200,000-\$299,999
____ (5) \$300,000 or more

This concludes the survey. Thank you for your time.

Please return your completed survey in the enclosed return-reply envelope addressed to: ETC Institute, 725 W. Frontier Circle, Olathe, Kansas 66061