Aquatics Center Survey
Summary Report

Prepared for the
City of Manhattan Beach

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INTRODUCTION

Located along the coast in Los Angeles County's South Bay and currently home to an estimated 34,902 residents,[1] the City of Manhattan Beach offers a wide variety of active and passive recreation facilities and amenities—including 11 parks, 69 acres of open space, six community centers, and dozens of sports courts, sports fields, and other recreation assets. By providing much-needed spaces to recreate, relax, and play, Manhattan Beach's parks and recreation facilities help to promote a strong sense of community in the City, improve property values, enhance the business climate and local economy, and generally contribute to a higher quality of life for residents and visitors alike.

One of these recreation facilities, Begg Pool, is the City's only municipal pool. Twenty five yards long, six lanes wide, and approximately four feet deep, the pool hosts a variety of recreation programs and classes including swim lessons, lap swim, swim team, water aerobics, water therapy, senior and summer camp programs, CPR/water safety classes, recreational water play, and swim classes required by Manhattan Beach Middle School. Originally built in the 1940's, the pool as served the community for approximately 80 years. Although it has been renovated multiple times, the pool has reached an age where it may be more cost-effective to replace the pool with a new Aquatics Center.

MOTIVATION FOR RESEARCH To help inform the City's decisions related to Begg Pool, including whether to repair or replace the facility, the City was interested in hearing from residents on this topic. How often are Manhattan Beach households using a pool for swimming, water programs, or water sports? Do they have access to private pools? What is their experience with Begg Pool, and how do they assess its condition? What is the level of interest in a new Aquatics Center, and which amenities are most desired? And, importantly, how should a new Aquatics Center be funded? Answers to these and related questions will help the City make sound, strategic decisions regarding the future of Begg Pool.

To assist in this effort, the City selected True North Research to design the research plan and conduct the study. The survey described in this report provides an objective, *statistically reliable* profile of Manhattan Beach residents' experiences, opinions, and priorities as they pertain to aquatics, Begg Pool, and a potential new Aquatics Center.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 31). In brief, the survey was administered to a random sample of 574 adult residents of Manhattan Beach. In addition to their own interests and activities, respondents were asked to describe the experiences and interests of others in their household, including children. The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and phone) and multiple data collection methods (phone and online). Administered between October 8 and October 16, 2022, the average interview lasted 15 minutes.

1. Source: California Department of Finance estimate for January 1, 2022.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey in a Question & Answer format. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 34), and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGEMENTS True North thanks the City of Manhattan Beach for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by city representatives and staff improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North and not necessarily those of the City of Manhattan Beach. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,200 survey research studies for public agencies—including more than 400 studies for California municipalities and special districts.

Key Findings

As noted in the *Introduction*, this study was designed to provide the City of Manhattan Beach with a statistically reliable understanding of residents' use of swimming pools, their experiences with and opinions of Begg Pool, as well as their interests related to a potential new Aquatics Center. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

To what extent are residents using pools for swimming and related activities?

Use of a swimming pool for swimming, water programs, or water sports is fairly common among Manhattan Beach households. More than half (58%) of Manhattan Beach households reported that one or more members use a swimming pool for these activities at least occasionally, with 22% using a pool less often than once per month, 12% doing so one to three times per month, and one-quarter (25%) using a pool at least once per week. The survey found that length of residence was inversely related to frequency of using a pool on a weekly basis,[2] while using a pool weekly was more common among households with a child (especially those under 13), children and teens, Asian Americans, and Caucasians.

Which pools are residents using?

Among all households surveyed, 23% use a public pool exclusively, 16% use a private pool exclusively, 13% use both public and private pools, while the remainder were either unsure (4%), unwilling to answer the question (1%), or their household does not use a swimming pool (43%). For most demographic subgroups, exclusive use of a public pool was more common than exclusive use of a private pool.

When public pool users were asked to identify the pools their household uses, the most common response was Begg Pool, mentioned by 41% of respondents, followed by the Bay Club Pool (25%), El Segundo/Wiseburn Aquatics Center (21%), the Club Pool/Manhattan Country Club Pool (20%), MiraCosta High School Pool (14%), and Hawthorne Pool (10%).

What are residents' Begg Pool experiences and assessments?

Overall, one-quarter (26%) of respondents indicated that their household had visited Begg Pool during the two years preceding the interview, although the percentage that visited was substantially higher among those who had lived in Manhattan Beach between 5 and 14 years and households with children or teens. Recreational water play was the most common activity at Begg Pool, followed by lap swim, swim lessons, swim classes required by Manhattan Beach Middle School, summer camp programs, and swim team.

2. The longer residents had lived in the City of Manhattan Beach, the less likely it was that a member of their household uses a pool weekly.

Regardless of whether they had visited Begg Pool in the past two years, all respondents were asked to rate various aspects of Begg Pool based on their own experiences and what they may have heard from others. The majority of respondents indicated they were not sure or preferred to not answer the question for each aspect tested, suggesting they had no experience or insight upon which to form an opinion. Among those with an opinion, the ratings were decidedly mixed. Begg Pool received the most positive ratings for the availability of parking (33% excellent or good), overall experience when visiting (20%), condition of the pool (18%) and availability of classes and programs (14%). Approximately one-in-ten respondents rated the ability to get a swimming lane (10%) and the condition of facilities, changing rooms, lockers, and bathrooms (9%) as excellent or good. For all but one dimension (availability of parking), the percentage who rated the aspect as excellent or good was *smaller* than the percentage that provided a fair, poor, or very poor rating.

The most common reasons offered for providing a negative rating for the overall experience when visiting Begg Pool were that the facilities are old and need updating, the pool is too small and/or shallow, the pool water and pool area are in poor condition, and there is limited availability of classes and free swim time. Among the explanations for positive ratings, respondents made positive comments in general, mentioned that using the pool is affordable/inexpensive, the pool water was clean/warm, and they praised the staff and trainers.

Are residents interested in a new Aquatics Center, and which amenities are most desired?

Begg Pool was built in 1940, about 82 years ago. Although it has been renovated multiple times, the pool has reached an age where it may be more cost-effective to replace the pool with a new Aquatics Center. After providing respondents with this brief background, the survey asked them to describe their interest in a new Aquatics Center, if it were to be built by the City of Manhattan Beach.

Most respondents indicated they were either very interested (35%) or somewhat interested (21%) in a new Aquatics Center, whereas 11% indicated they were slightly interested. Approximately one-quarter (25%) of respondents professed no interest in a new Aquatics Center, whereas the remainder were either unsure (6%) or unwilling to answer the question. When compared to their respective counterparts, interest in a new Aquatics Center was greatest among households with children or teenagers, those who use a public pool, households that use a pool (public or private) on a weekly basis, and those who had visited Begg Pool in the past two years.

Among the features and amenities that could be included in a new Aquatics Center, Manhattan Beach residents indicated that a 35 meter pool for swimming laps, swim competitions, and water sports was the highest priority (81% high or medium priority), followed by a shallow

pool for swim lessons, water aerobics, water therapy, and children's programming (73%), and a wet classroom for teaching CPR, water safety, junior lifeguards, and swim lessons (67%). Approximately half of respondents rated a grassy area for picnics and functions (55%) and a small, very shallow pool for use by adults with infants and toddlers (53%) as a high or medium priority. When compared to the other amenities tested, fewer respondents prioritized a splash pad for interactive child play (48%) and poolside cabanas available for rental (32%).

If a new Aquatics Center is built, how do residents anticipate using it?

Assuming a new Aquatics Center is built in Manhattan Beach, 64% of respondents indicated that they or other members of their household would use the facility to swim for exercise, while 44% anticipated participating in recreational water play, and more than one-third expected to use the facility for therapy, senior classes, and water aerobics (38%) and CPR or water safety classes (36%). One-third or less of respondents expected that a member of their household would use a new Aquatics Center for swim lessons (33%), summer camp programs (26%), or swim team (21%).

Which funding strategies do residents support?

Although interest in a new Aquatics Center in Manhattan Beach was found to be widespread, this interest did not translate into widespread support for various strategies for funding a new Aquatics Center. By far the most palatable strategy (71% support) was increasing fees paid by those who use city aquatics and recreational facilities and programs to raise funds for a new Aquatics Center. When it comes to increasing local property taxes by $140 per year (28%) or increasing the local sales tax rate by 1/4 cent (28%), however, less than one-third of respondents supported these approaches to funding a new Aquatics Center. It is noteworthy that *even among pool users*, support for increasing local property taxes or the local sales tax rate fell well short of the two-thirds threshold that would be required to pass a special tax of this nature.

Recreation Activities & Swimming

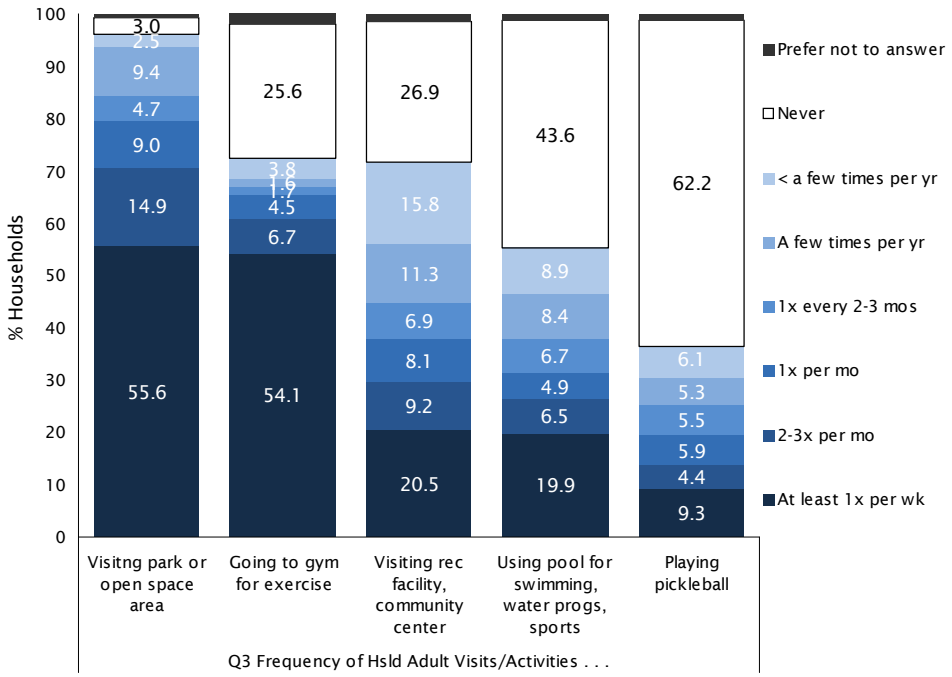
The opening series of questions in the survey profiled the recreation activities in which Manhattan Beach residents engage, focusing in particular on their use of public and/or private swimming pools for swimming, water programs, and water sports.

ADULT RECREATION VISITS & ACTIVITIES

Recognizing that the activities and interests of adult residents may differ substantially from those of children or teenagers, the survey first asked respondents to identify how frequently *adult* members of their household engage in each of the activities shown in Figure 1. As shown in the figure, eight-in-ten respondents (80%) reported that an adult member of their household visits a park or open space area at least once per month, with 56% offering that they do so weekly. Nearly two-thirds of respondents (65%) also reported that an adult member of their household visits a gym for exercise at least once per month, with 54% visiting on a weekly basis. Visits to a recreation facility or community center were less frequent, with 38% of respondents indicating that an adult in their household does so at least once per month, and 21% doing so weekly.

Question 3 *Thinking of the adult members of your household, how often do they _____? At least once per week, two to three times per month, once per month, once every two or three months, a few times per year, less often than a few times per year, or never?*

Figure 1 Frequency of Hsld Adult Visits/Activities



Among all respondents, just under one-third (31%) indicated that an adult member of their household uses a pool for swimming, water programs, or water sports on a monthly basis, and one-in-five (20%) do so weekly. By comparison, one-in-five respondents reported that an adult in their household plays pickleball at least once per month (20%), with 9% playing pickleball weekly.

For the interested reader, tables 1-4 show how *weekly* engagement in each activity by an adult member of the household varied by length of residence, home ownership, ages of people in the household, ethnicity, gender, presence of a child in the home, and presence of a senior in the home. When compared to their respective counterparts, weekly use of a pool for swimming, water programs, and water sports by an adult in the household was most commonly reported by those who had lived in Manhattan Beach less than 10 years, households with children (under 13), Asian Americans, and Caucasians.

TABLE 1 FREQUENCY OF HSLD ADULT VISITS/ACTIVITIES BY YEARS IN MANHATTAN BEACH & HOME OWNERSHIP STATUS (SHOWING % AT LEAST 1 TIME PER WEEK)

	Years in Manhattan Beach (Q1)				Home Ownership Status (QD3)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent
Visitng park or open space area	64.4	53.1	61.0	52.9	55.7	56.5
Going to gym for exercise	54.5	66.0	54.1	51.2	51.1	61.9
Visiting rec facility, community center	18.6	23.4	31.2	18.0	19.0	22.0
Using pool for swimming, water progs, sports	24.3	24.2	18.1	18.1	19.6	22.0
Playing pickleball	4.9	8.5	10.4	10.5	9.8	9.0

TABLE 2 FREQUENCY OF HSLD ADULT VISITS/ACTIVITIES BY AGES OF HSLD MEMBERS (SHOWING % AT LEAST 1 TIME PER WEEK)

	Ages of Hsld Members (Q2)					
	Child under 5	Child 5-12	Teen 13-17	Adult 18-49	Adult 50-64	Adult 65+
Visitng park or open space area	84.0	63.9	52.5	57.4	53.4	46.3
Going to gym for exercise	64.8	52.2	58.3	56.9	53.4	48.7
Visiting rec facility, community center	30.7	33.3	12.8	19.0	17.1	21.1
Using pool for swimming, water progs, sports	34.9	32.2	18.8	21.6	16.3	20.0
Playing pickleball	4.5	7.5	14.3	8.6	12.1	9.4

TABLE 3 FREQUENCY OF HSLD ADULT VISITS/ACTIVITIES BY ETHNICITY & GENDER (SHOWING % AT LEAST 1 TIME PER WEEK)

	Ethnicity (QD5)				Gender (QD2)	
	Latino/ Hispanic	Asian American	Caucasian / White	Mixed or other	Male	Female
Visitng park or open space area	56.1	52.7	57.0	38.8	58.3	51.7
Going to gym for exercise	43.2	55.5	54.3	62.2	58.0	49.5
Visiting rec facility, community center	16.0	17.2	20.3	32.6	23.2	16.6
Using pool for swimming, water progs, sports	9.6	22.3	22.0	5.7	22.5	18.1
Playing pickleball	10.0	8.3	10.2	8.2	6.4	12.2

TABLE 4 FREQUENCY OF HSLD ADULT VISITS/ACTIVITIES BY CHILD IN HSLD & SENIOR IN HSLD (SHOWING % AT LEAST 1 TIME PER WEEK)

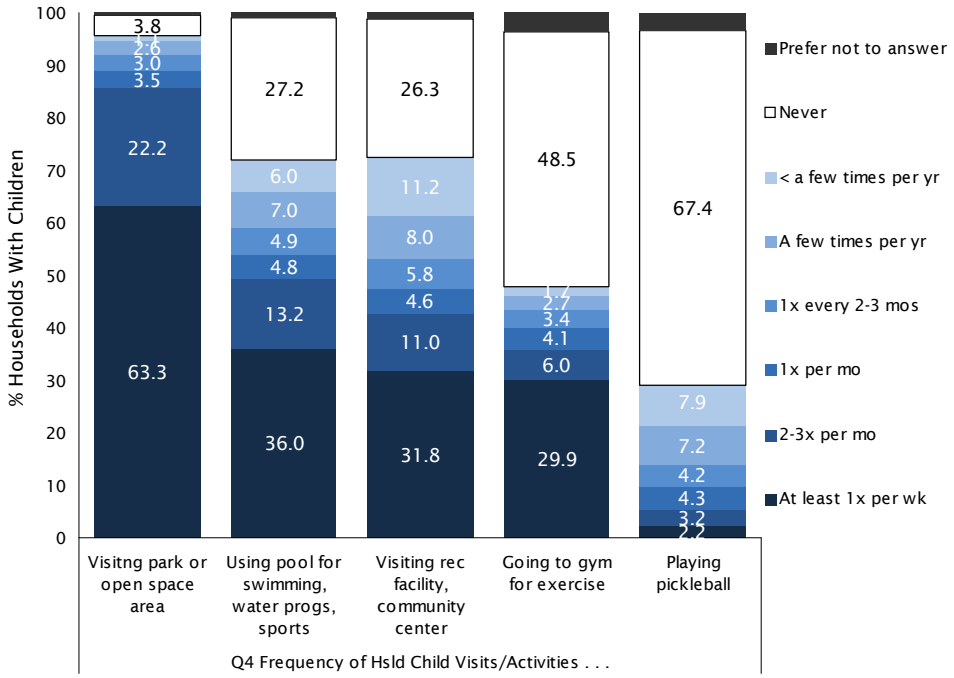
	Child in Hsld (Q2)		Senior in Hsld (Q2)	
	Yes	No	Yes	No
Visitng park or open space area	65.1	50.1	46.3	59.5
Going to gym for exercise	56.5	53.3	48.7	56.9
Visiting rec facility, community center	24.1	17.9	21.1	19.7
Using pool for swimming, water progs, sports	28.6	14.5	20.0	19.6
Playing pickleball	9.1	9.8	9.4	9.6

YOUTH RECREATION VISITS & ACTIVITIES In a manner similar to that described above, respondents from households with a child or teenager were also asked how frequently the children or teenagers in their home engage in each of the same activities. As shown Figure 2 on the next page, visiting a park or open space area was again the most common activity, with 89% of respondents reporting that the youth in their household do this at least once per month, and 63% visit weekly. Using a pool for swimming, water programs, or water sports was more common among households with a child or teen, with more than half of respondents reporting

that the youth in their household use a pool at least once per month, and 36% swim weekly. Nearly half (47%) of respondents indicated the children and teens in their household visit a recreation center or community center on a monthly basis, with one-third (32%) doing so weekly. Going to the gym for exercise was a monthly occasion for the youth in 40% of households with a child or teenager, with 30% using a gym weekly. Finally, pickleball was a far less common form of recreation for Manhattan Beach youth, with just 10% of respondents indicating the youth in their household play pickleball at least once per month, and 2% play weekly.

Question 4 *Thinking of the children or teenage members of your household, how often do they _____? At least once per week, two to three times per month, once per month, once every two or three months, a few times per year, less often than a few times per year, or never?*

FIGURE 2 FREQUENCY OF HSLD CHILD VISITS/ACTIVITIES



Tables 5-7 show how *weekly* engagement in each activity by a child or teenage member of the household varied by length of residence, home ownership, ages of people in the household, ethnicity, gender, presence of a child in the home, and presence of a senior in the home. Weekly use of a pool by Manhattan Beach households with a child or teen was reasonably consistent across subgroups, ranging from a low of 28% to a high of 42%.

TABLE 5 FREQUENCY OF HSLD CHILD VISITS/ACTIVITIES BY YEARS IN MANHATTAN BEACH & HOME OWNERSHIP STATUS (SHOWING % AT LEAST 1 TIME PER WEEK)

	Years in Manhattan Beach (Q1)				Home Ownership	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent
Visitng park or open space area	71.5	59.9	75.8	54.3	61.4	70.0
Using pool for swimming, water progs, sports	36.9	40.6	34.8	33.0	37.2	33.0
Visiting rec facility, community center	32.4	33.6	41.9	25.8	32.3	30.2
Going to gym for exercise	25.1	24.1	41.4	31.8	28.6	33.1
Playing pickleball	4.2	0.0	0.0	3.0	1.2	4.9

TABLE 6 FREQUENCY OF HSLD CHILD VISITS/ACTIVITIES BY AGES OF HSLD MEMBERS (SHOWING % AT LEAST 1 TIME PER WEEK)

	Ages of Hsld Members (Q2)					
	Child under 5	Child 5-12	Teen 13-17	Adult 18-49	Adult 50-64	Adult 65+
Visitng park or open space area	75.6	68.3	49.7	65.3	54.3	38.2
Using pool for swimming, water progs, sports	37.3	42.4	28.2	37.5	33.5	40.2
Visiting rec facility, community center	40.1	44.6	16.6	34.6	24.3	16.7
Going to gym for exercise	18.1	21.3	46.1	27.6	37.0	39.2
Playing pickleball	1.4	0.7	3.7	1.1	2.9	0.0

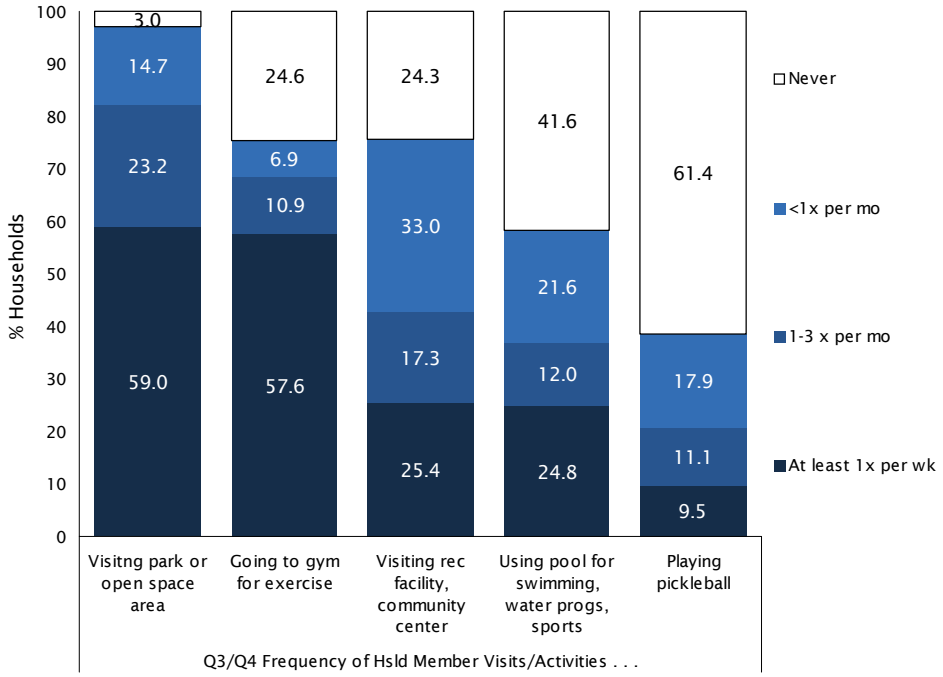
TABLE 7 FREQUENCY OF HSLD CHILD VISITS/ACTIVITIES BY ETHNICITY, GENDER & SENIOR IN HSLD (SHOWING % AT LEAST 1 TIME PER WEEK)

	Ethnicity (QD5)				Gender (QD2)		Senior in Hsld (Q2)	
	Latino/ Hispanic	Asian American	Caucasian / White	Mixed or other	Male	Female	Yes	No
Visitng park or open space area	59.8	75.6	60.3	89.2	69.1	55.6	38.2	65.7
Using pool for swimming, water progs, sports	36.0	39.7	36.4	29.4	38.6	33.4	40.2	35.6
Visiting rec facility, community center	32.0	27.2	30.1	36.5	38.7	22.6	16.7	33.2
Going to gym for exercise	35.9	42.4	25.2	63.5	30.8	28.7	39.2	29.0
Playing pickleball	0.0	8.1	1.7	0.0	0.9	3.8	0.0	2.4

HOUSEHOLD RECREATION VISITS & ACTIVITIES

The following figure and tables combine the activities reported for adults and youth into a single *household-level* analysis. More than half of Manhattan Beach households reported that at least one member of their household visits a park or open space area (59%) and goes to the gym for exercise (58%) on a weekly basis, whereas one-quarter visit a recreation facility or community center (25%) and use a pool for swimming, water programs, and water sports (25%) weekly. Overall, 10% of Manhattan Beach households have at least one member that plays pickleball at least once per week.

FIGURE 3 FREQUENCY OF HSLD MEMBER VISITS/ACTIVITIES



Tables 8-11 show how *weekly* engagement in each activity by at least one member of the household varied by length of residence, home ownership, ages of people in the household, ethnicity, gender, presence of a child in the home, and presence of a senior in the home. At the household level, the survey found that length of residence was inversely related to frequency of using a pool on a weekly basis, while using a pool weekly was more common among households with a child (especially those under 13), Asian Americans, and Caucasians.

TABLE 8 FREQUENCY OF HSLD MEMBER VISITS/ACTIVITIES BY YEARS IN MANHATTAN BEACH & HOME OWNERSHIP STATUS (SHOWING % AT LEAST 1 TIME PER WEEK)

	Years in Manhattan Beach (Q1)				Home Ownership Status (QD3)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent
Visitng park or open space area	67.2	59.6	65.0	55.5	60.3	56.5
Going to gym for exercise	56.1	68.0	61.7	54.7	54.7	63.7
Visiting rec facility, community center	26.9	31.1	36.6	21.2	25.7	23.2
Using pool for swimming, water progs, sports	32.3	30.7	28.0	20.6	25.0	25.0
Playing pickleball	4.9	8.6	10.7	10.7	9.9	9.1

TABLE 9 FREQUENCY OF HSLD MEMBER VISITS/ACTIVITIES BY AGES OF HSLD MEMBERS (SHOWING % AT LEAST 1 TIME PER WEEK)

	Ages of Hsld Members (Q2)					
	Child under 5	Child 5-12	Teen 13-17	Adult 18-49	Adult 50-64	Adult 65+
Visitng park or open space area	88.9	74.7	59.0	61.6	57.4	47.0
Going to gym for exercise	67.0	58.5	70.9	60.4	57.3	50.7
Visiting rec facility, community center	42.9	50.1	23.8	25.9	21.6	22.5
Using pool for swimming, water progs, sports	42.4	46.0	33.8	27.9	22.4	21.8
Playing pickleball	4.5	7.7	14.6	8.7	12.2	9.6

TABLE 10 FREQUENCY OF HSLD MEMBER VISITS/ACTIVITIES BY ETHNICITY & GENDER (SHOWING % AT LEAST 1 TIME PER WEEK)

	Ethnicity (QD5)				Gender (QD2)	
	Latino/ Hispanic	Asian American	Caucasian / White	Mixed or other	Male	Female
Visitng park or open space area	61.8	60.7	59.2	43.5	61.3	54.8
Going to gym for exercise	47.5	60.3	57.7	64.9	59.9	54.3
Visiting rec facility, community center	27.3	23.0	24.2	36.9	29.2	20.0
Using pool for swimming, water progs, sports	21.3	29.1	25.9	11.1	27.1	22.8
Playing pickleball	10.2	8.4	10.3	8.6	6.5	12.4

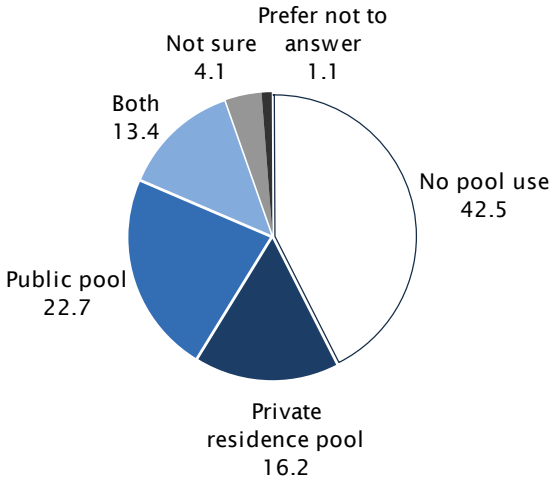
TABLE 11 FREQUENCY OF HSLD MEMBER VISITS/ACTIVITIES BY CHILD IN HSLD & SENIOR IN HSLD (SHOWING % AT LEAST 1 TIME PER WEEK)

	Child in Hsld (Q2)		Senior in Hsld (Q2)	
	Yes	No	Yes	No
Visitng park or open space area	72.9	50.2	47.0	63.7
Going to gym for exercise	63.3	54.1	50.7	60.5
Visiting rec facility, community center	36.8	18.0	22.5	26.2
Using pool for swimming, water progs, sports	41.1	14.6	21.8	25.8
Playing pickleball	9.3	9.8	9.6	9.7

PRIVATE OR PUBLIC POOL? Among all respondents, 58% reported that at least one member of their household uses a pool *at least occasionally* for swimming, water programs, and water sports. The survey followed-up with these respondents by asking whether they use a private pool for these activities, a pool that is open to the public, or both? Figure 4 on the next page places the results of Question 5 in the context of all Manhattan Beach households, and shows that 23% use a public pool exclusively, 16% a private pool exclusively, 13% use both public and private pools, while the remainder were either unsure (4%), unwilling to answer the question (1%), or their household does not use a swimming pool (43%).

Question 5 *You mentioned that one or more members of your household use a pool for swimming, water programs, or water sports. Do they do this at a pool at a private residence, or at a pool that is open to the public - or both?*

FIGURE 4 HSLD USE OF PRIVATE OR PUBLIC POOL



Figures 5 and 6 show how the distribution of pool use varied by length of residence in Manhattan Beach, age of household members, presence of a child in the home, presence of a senior, home ownership status, and ethnicity. For most subgroups, it is worth noting that exclusive use of a public pool was more common than exclusive use of a private pool

FIGURE 5 HSLD USE OF PRIVATE OR PUBLIC POOL BY YEARS IN MANHATTAN BEACH & AGES OF HSLD MEMBERS

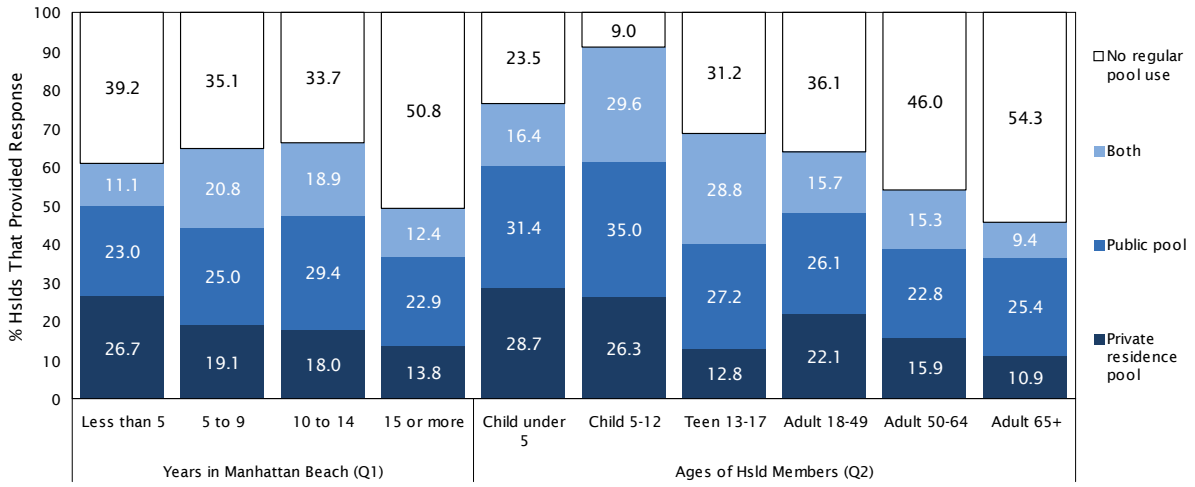
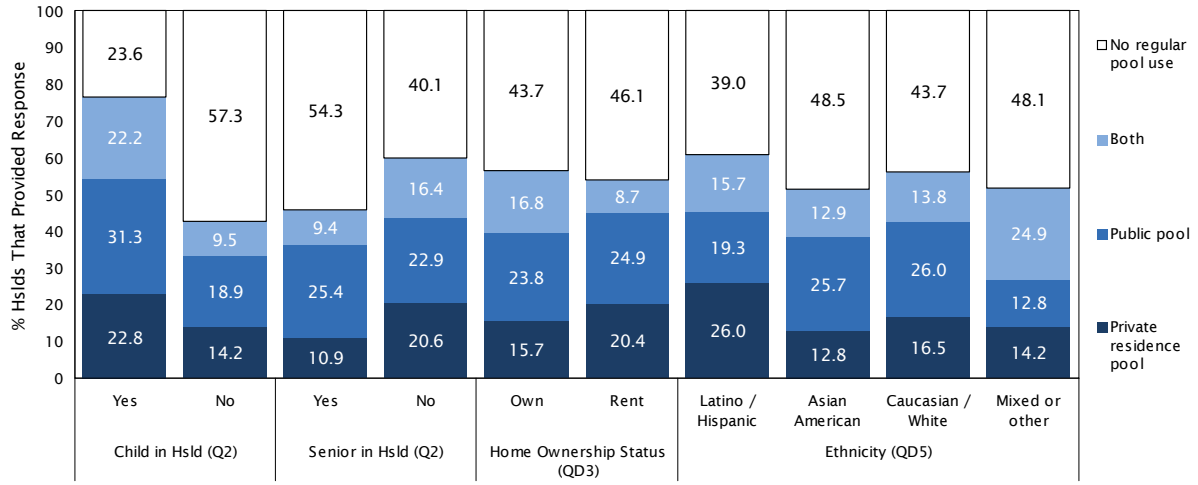


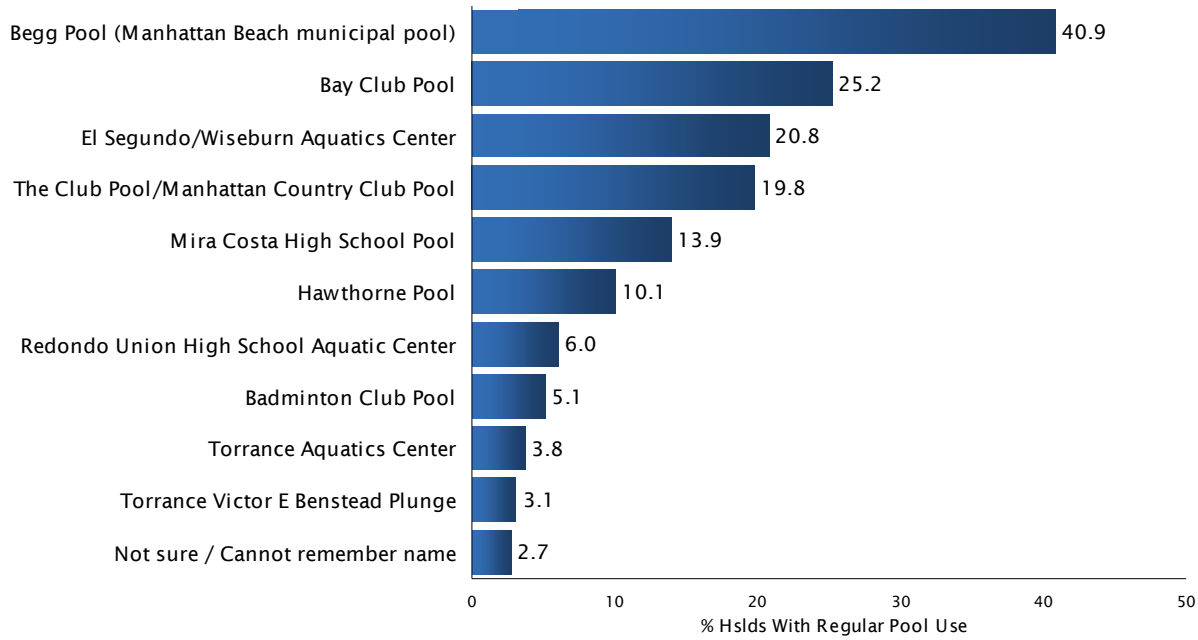
FIGURE 6 HSLD USE OF PRIVATE OR PUBLIC POOL BY CHILD IN HSLD, SENIOR IN HSLD, HOME OWNERSHIP STATUS & ETHNICITY



WHICH PUBLIC POOLS DO YOU USE? Residents who indicated that their household uses a public pool were subsequently asked to identify which public or club pools their household uses. As shown in Figure 7, the most common response was Begg Pool, mentioned by 41% of respondents, followed by the Bay Club Pool (25%), El Segundo/Wiseburn Aquatics Center (21%), the Club Pool/Manhattan Country Club Pool (20%), MiraCosta High School Pool (14%), and Hawthorne Pool (10%).

Question 6 *Which public or club pools do members of your household use? Check all that apply.*

FIGURE 7 POOLS USED BY HSLD



Figures 8 and 9 place the results of Question 6 in the context of all Manhattan Beach households. Although 16% of all households indicated that they use Begg Pool, the percentage was much higher among those who had lived in Manhattan Beach between 5 and 14 years and those with a child or teenager in the home.

FIGURE 8 USED BEGG POOL BY OVERALL, YEARS IN MANHATTAN BEACH & AGES OF HSLD MEMBERS

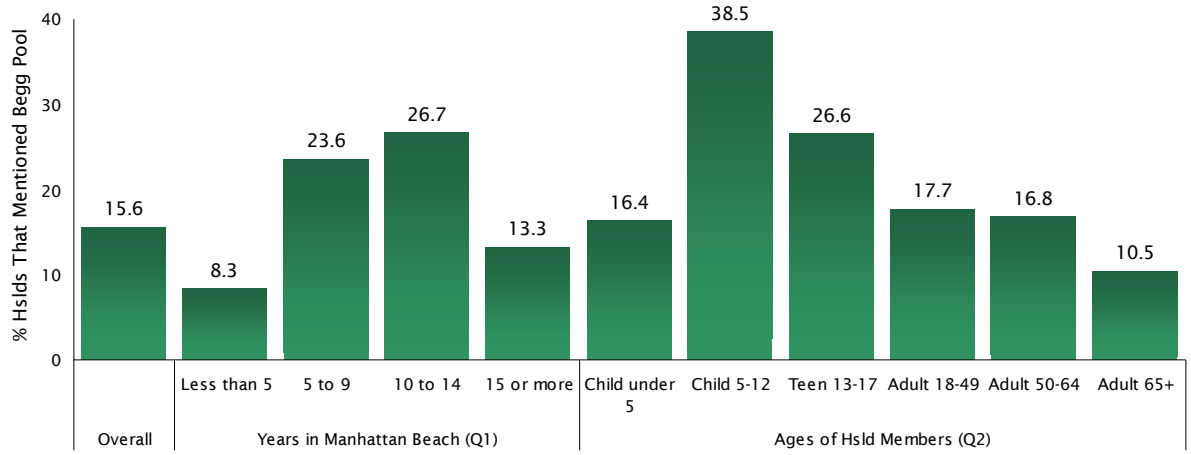
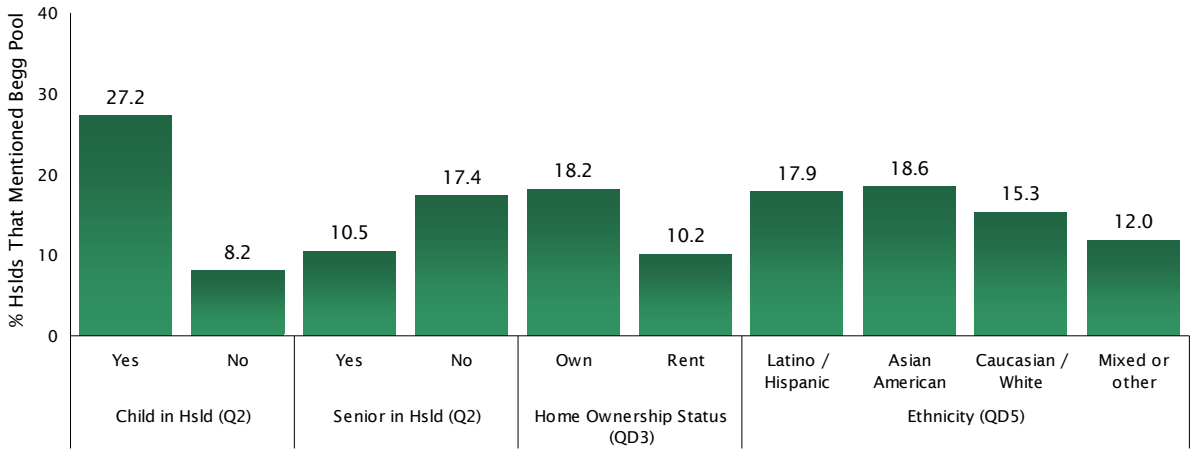


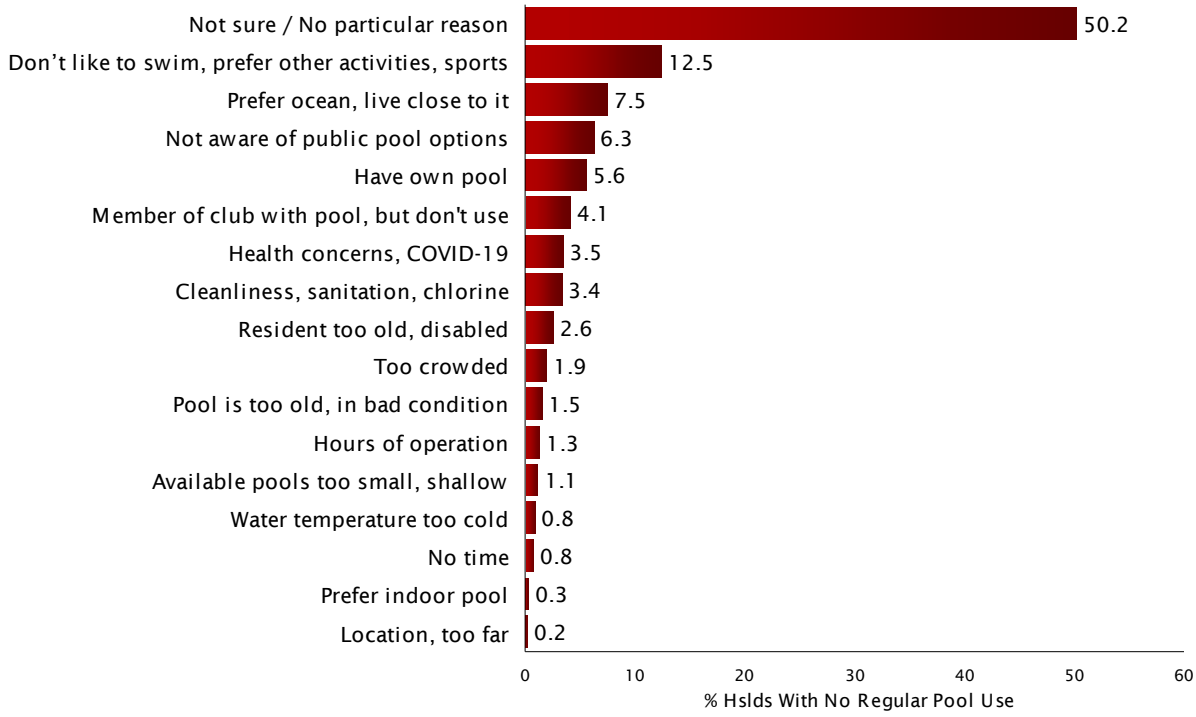
FIGURE 9 USED BEGG POOL BY HSLD BY CHILD IN HSLD, SENIOR IN HSLD, HOME OWNERSHIP STATUS & ETHNICITY



WHY DOES YOUR HOUSEHOLD NOT USE A POOL? Approximately 42% of respondents indicated that no member of their household uses a pool for swimming, water programs, or water sports (see Figure 3). When asked if there is a particular reason that their household doesn't use a pool (see Figure 10 on the next page), half (50%) indicated that there was no particular reason, 13% indicated they don't like to swim or prefer other activities, and 8% indicated they prefer the ocean. Few respondents mentioned a reason that is related to the availability or condition of pool facilities, including that pools are too crowded (2%), are too old/in bad condition (2%), too shallow (1%), or don't keep convenient hours of operation (1%). Approximately 6% confided that the weren't aware of the public pool options in the area.

Question 7 *Is there a particular reason that your household doesn't use a pool for swimming, water programs, or water sports?*

FIGURE 10 REASONS FOR NOT USING A POOL



Begg Pool

Having measured household use of pools in general, as well as the specific public or club pools they visit in the area, the survey narrowed to focus on residents' use of Begg Pool, the types of activities they engaged in at the pool, as well as their assessment of Begg Pool facilities, amenities, and programming.

VISITS TO BEGG POOL The first question in this series asked all respondents whether, in the past two years, they or other members of their household had visited Begg Pool, which is the municipal pool for Manhattan Beach. Overall, one-quarter (26%) of respondents indicated that their household had visited Begg Pool during the period of interest (Figure 11), although the percentage that visited was substantially higher among those who had lived in Manhattan Beach between 5 and 14 years and households with children or teens (see figures 12 & 13).

Question 8 *In the past two years, have you or other members of your household visited Begg Pool, which is the municipal pool for Manhattan Beach?*

Figure 11 Hsld Visited Begg Pool in Past 2 Years

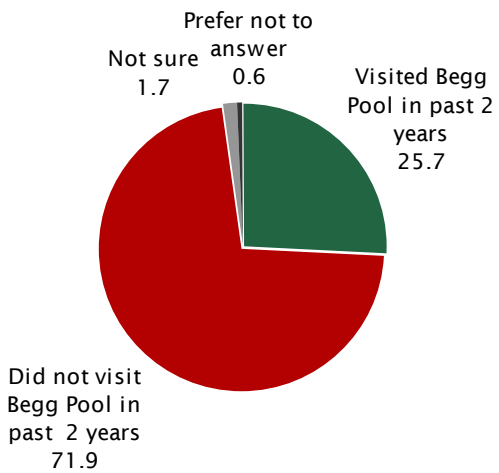


Figure 12 Hsld Visited Begg Pool in Past 2 Years by Years in Manhattan Beach & Ages of Hsld Members

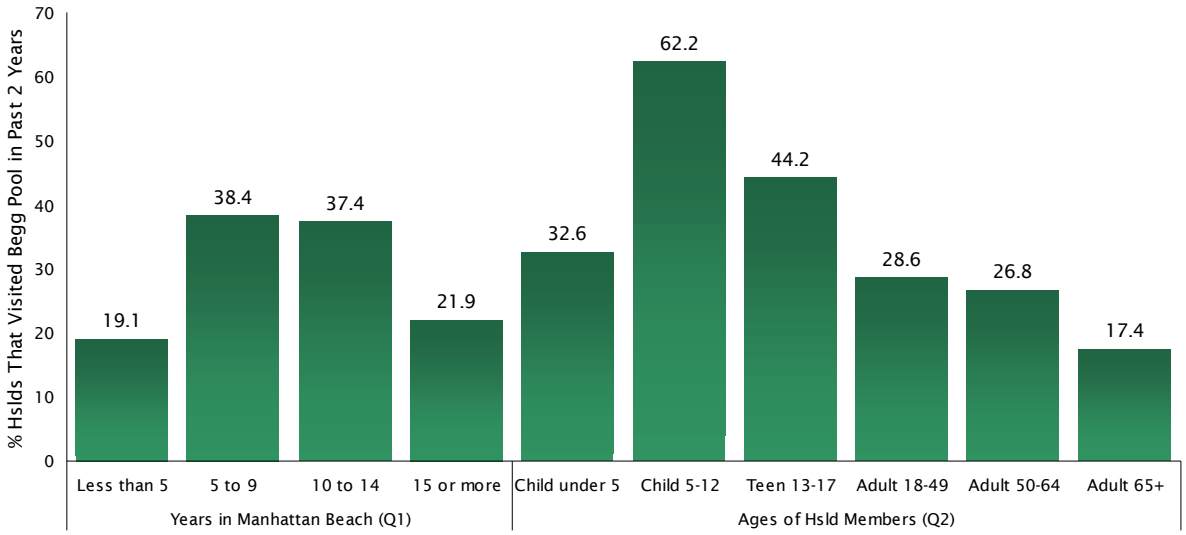
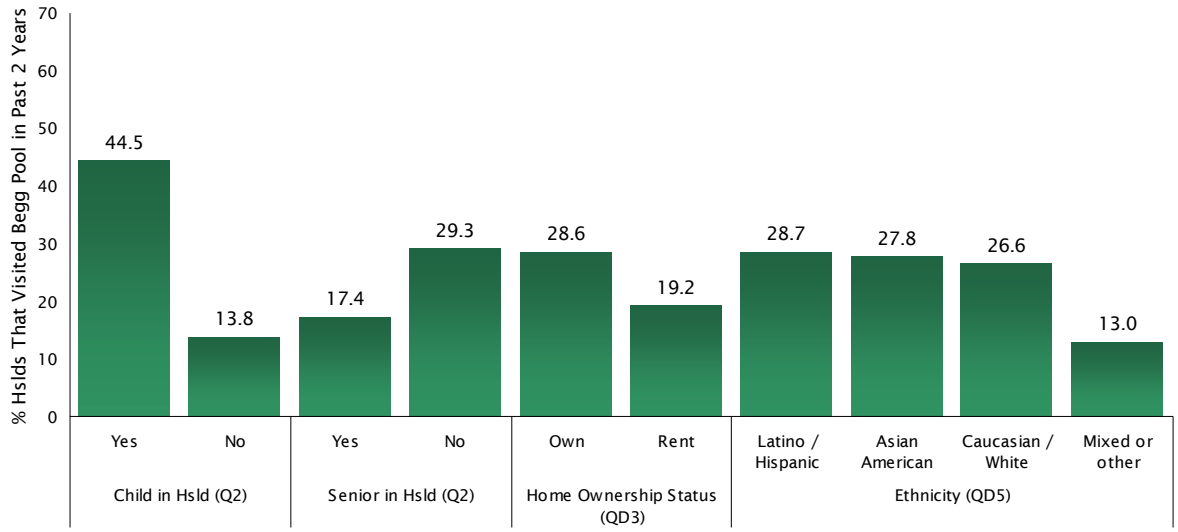


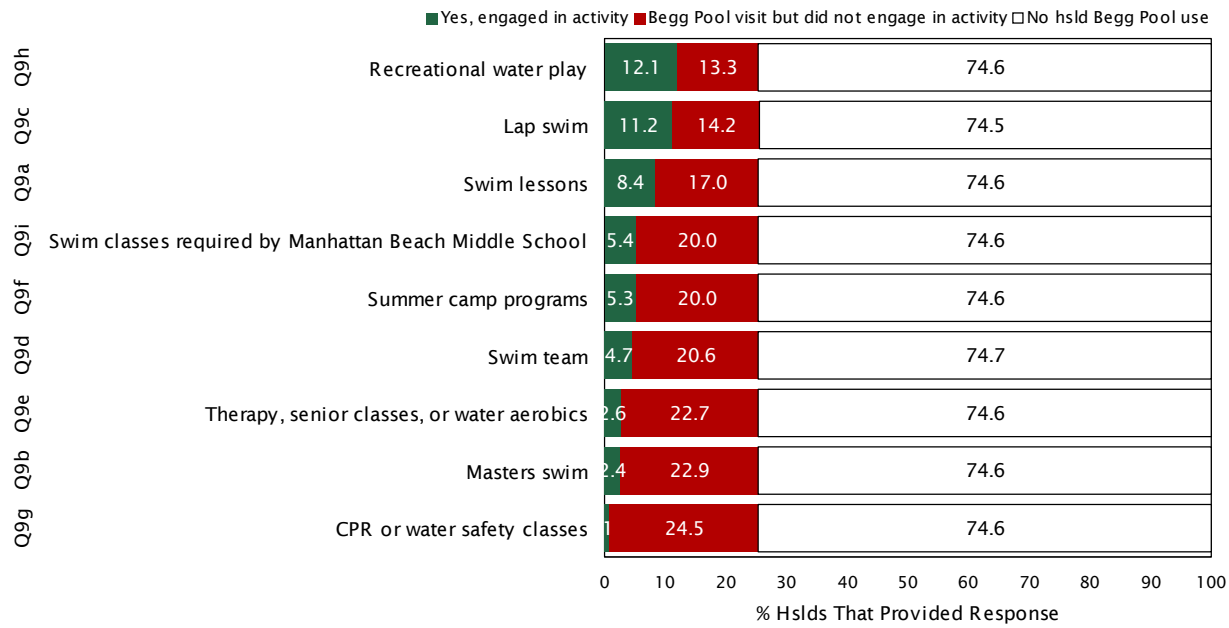
FIGURE 13 HSLD VISITED BEGG POOL IN PAST 2 YEARS BY CHILD IN HSLD, SENIOR IN HSLD, HOME OWNERSHIP STATUS & ETHNICITY



ACTIVITIES AT BEGG POOL Respondents who reported that their household had visited Begg Pool during the prior two years were next asked to indicate whether they or other members of their household had engaged in each of the activities shown in Figure 14 while visiting Begg Pool during this period. Figure 14 places the results of Question 9 in the context of *all* households.

Question 9 *As I read the following list of activities, please indicate whether you or other members of your household have engaged in this activity at Begg Pool during the past 2 years. Yes means you have, no means you haven't.*

FIGURE 14 HSLD ACTIVITIES AT BEGG POOL



Recreational water play was the most common activity at Begg Pool (12%), followed by lap swim (11%), swim lessons (8%), swim classes required by Manhattan Beach Middle School (5%), summer camp programs (5%), and swim team (5%). Among all Manhattan Beach households, 3% participated in therapy, senior classes, or water aerobics at Begg Pool, 2% 14engaged in Masters swim, and 1% participated in CPR or water safety classes.

Tables 12-14 show the percentage of Manhattan Beach households that engaged in each of the activities at Begg Pool, by subgroup. To ease comparisons, the top three most frequent activities are highlighted in green within each subgroup. As shown in the tables, recreational water play, lap swim, and swim lessons were the most common Begg Pool activities for most households.

TABLE 12 HSLD ACTIVITIES AT BEGG POOL BY YEARS IN MANHATTAN BEACH & HOME OWNERSHIP STATUS (SHOWING % YES, ENGAGED ACTIVITY)

	Years in Manhattan Beach (Q1)				Home Ownership Status (QD3)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent
Recreational water play	10.1	23.9	19.5	8.2	13.5	9.4
Lap swim	8.3	13.4	14.9	10.7	13.9	5.6
Swim lessons	10.2	14.5	15.4	4.9	10.3	4.8
Swim classes required by Manhattan Beach Middle School	3.7	4.6	15.4	3.9	6.5	3.3
Summer camp programs	5.5	6.1	8.1	4.5	6.4	3.4
Swim team	3.7	6.5	13.2	2.8	6.4	0.9
Therapy, senior classes, or water aerobics	2.6	0.0	0.0	3.9	3.6	0.9
Masters swim	3.2	2.1	0.0	2.8	3.3	0.9
CPR or water safety classes	0.0	0.9	0.8	1.1	1.3	0.0

TABLE 13 HSLD ACTIVITIES AT BEGG POOL BY AGES OF HSLD MEMBERS (SHOWING % YES, ENGAGED ACTIVITY)

	Ages of Hsld Members (Q2)					
	Child under 5	Child 5-12	Teen 13-17	Adult 18-49	Adult 50-64	Adult 65+
Recreational water play	21.3	40.2	24.0	16.1	13.7	5.8
Lap swim	12.6	23.1	17.4	12.4	10.7	9.9
Swim lessons	19.3	29.6	10.4	10.4	7.5	4.6
Swim classes required by Manhattan Beach Middle School	0.8	15.7	22.7	5.0	8.7	2.3
Summer camp programs	7.3	18.1	6.8	6.8	6.0	2.2
Swim team	5.3	17.3	11.2	5.8	5.2	1.4
Therapy, senior classes, or water aerobics	0.8	1.5	1.6	2.2	3.9	4.0
Masters swim	2.8	4.6	5.1	2.9	3.4	1.3
CPR or water safety classes	0.0	2.2	1.4	1.0	0.9	1.2

TABLE 14 HSLD ACTIVITIES AT BEGG POOL BY CHILD IN HSLD & SENIOR IN HSLD (SHOWING % YES, ENGAGED ACTIVITY)

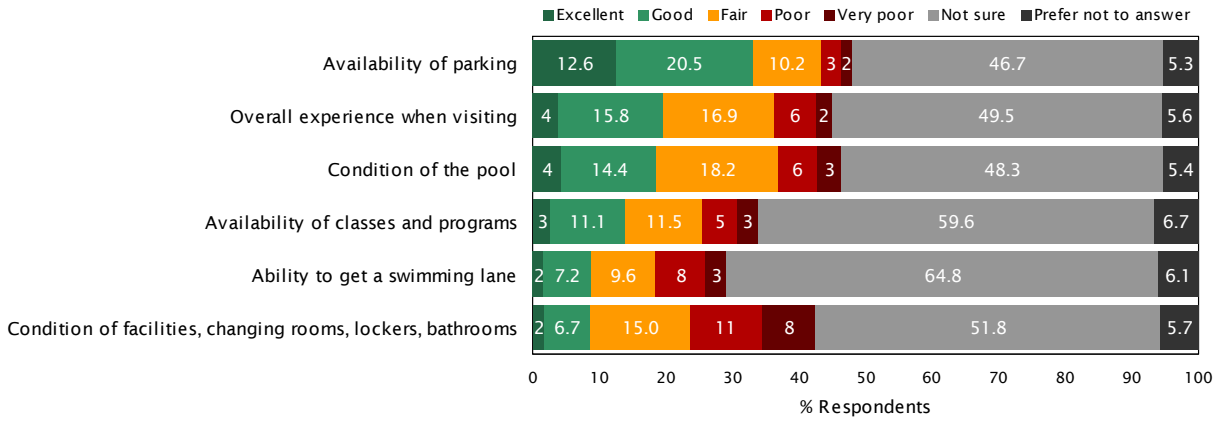
	Child in Hsld (Q2)		Senior in Hsld (Q2)	
	Yes	No	Yes	No
Recreational water play	27.1	3.4	5.8	15.5
Lap swim	16.9	7.2	9.9	11.4
Swim lessons	18.2	2.7	4.6	10.5
Swim classes required by Manhattan Beach Middle School	12.7	0.8	2.3	6.8
Summer camp programs	10.7	2.2	2.2	7.0
Swim team	10.9	1.2	1.4	6.5
Therapy, senior classes, or water aerobics	1.7	3.3	4.0	2.1
Masters swim	3.8	1.5	1.3	2.9
CPR or water safety classes	1.4	0.6	1.2	0.7

RATING BEGG POOL Regardless of whether they had visited Begg Pool in the past two years, all respondents were next asked to rate various aspects of Begg Pool based on their own experiences and what they may have heard from others. As shown in Figure 15 on the next page, the majority of respondents indicated they were not sure or preferred to not answer the question for each aspect tested, suggesting they had no experience or insight upon which to form an

opinion. Among those with an opinion, the ratings were decidedly mixed. Begg Pool received the most positive ratings for the availability of parking (33% excellent or good), overall experience when visiting (20%), condition of the pool (18%) and availability of classes and programs (14%). Approximately one-in-ten respondents rated the ability to get a swimming lane (10%) and the condition of facilities, changing rooms, lockers, and bathrooms (9%) as excellent or good. For all but one dimension (availability of parking), the percentage who rated the aspect as excellent or good was *smaller* than the percentage that provided a fair, poor, or very poor rating.

Question 10 *From your own experiences and what you may have heard from others, how would you rate: _____ Begg Pool? Would you say it is excellent, good, fair, poor, or very poor?*

FIGURE 15 RATING BEGG POOL



For the interested reader, Figure 16 shows how respondents whose households had visited Begg Pool rated each aspect of the facility, whereas Figure 17 provides the ratings among those whose household had not visited the pool during the past two years. Among users of Begg Pool, ratings of fair, poor, or very poor were more common than ratings of excellent or good for every dimension tested with the exception of the availability of parking and overall experience when visiting Begg Pool.

FIGURE 16 RATING BEGG POOL BY BEGG POOL USERS

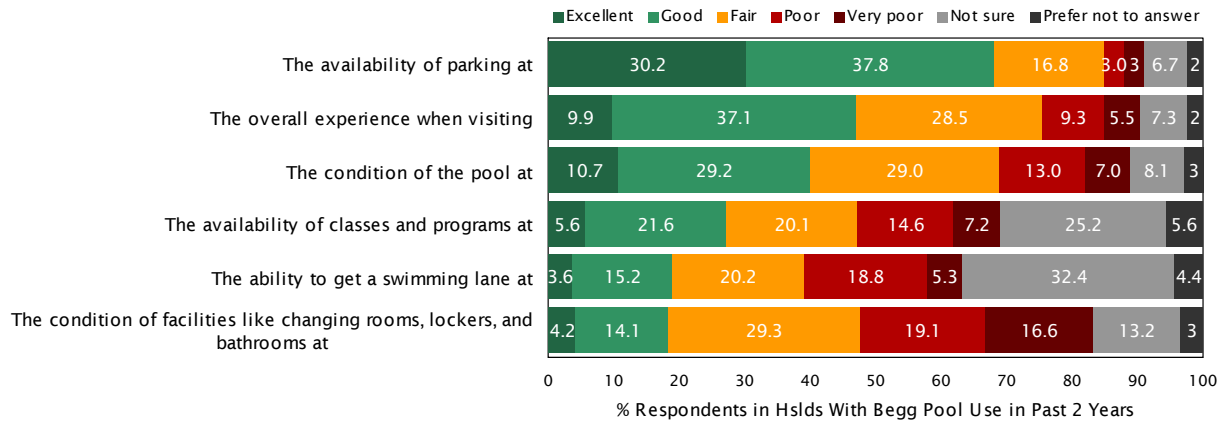
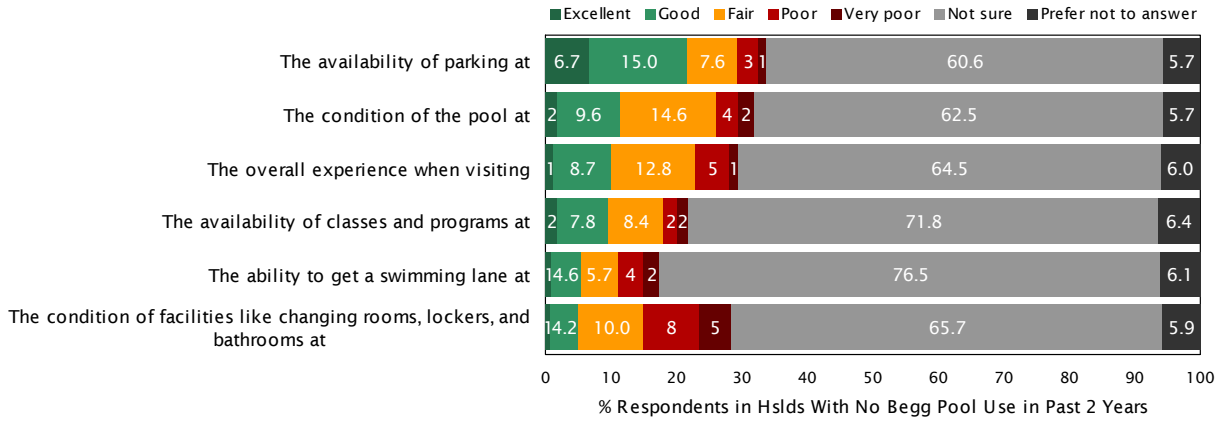


FIGURE 17 RATING BEGG POOL BY BEGG POOL NON-USERS



For the interested reader, tables 15-17 show how ratings of excellent or good varied across sub-groups of Begg Pool visitors.

TABLE 15 RATING BEGG POOL BY YEARS IN MANHATTAN BEACH & HOME OWNERSHIP STATUS (SHOWING % EXCELLENT & GOOD)

	Years in Manhattan Beach (Q1)				Home Ownership Status (QD3)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent
Availability of parking	78.2	80.0	70.8	64.7	66.7	75.8
Overall experience when visiting	57.3	59.2	37.1	39.0	44.0	41.5
Condition of the pool	58.9	50.1	39.3	35.1	41.7	33.9
Availability of classes and programs	51.5	33.6	24.7	45.7	43.7	36.2
Ability to get a swimming lane	52.8	29.7	28.2	27.1	30.9	24.6
Condition of facilities, changing rooms, lockers, bathrooms	19.1	28.6	16.3	19.4	22.1	11.3

TABLE 16 RATING BEGG POOL BY AGES OF HSLD MEMBERS (SHOWING % EXCELLENT & GOOD)

	Ages of Hsld Members (Q2)					
	Child under 5	Child 5-12	Teen 13-17	Adult 18-49	Adult 50-64	Adult 65+
Availability of parking	83.2	74.6	68.9	62.7	69.3	71.7
Overall experience when visiting	54.2	47.2	37.9	40.6	42.3	47.4
Condition of the pool	38.8	48.9	34.9	37.7	36.8	50.9
Availability of classes and programs	28.4	30.9	39.3	34.2	40.4	59.3
Ability to get a swimming lane	18.1	28.0	18.8	30.2	33.1	28.9
Condition of facilities, changing rooms, lockers, bathrooms	9.6	16.6	17.2	20.1	20.7	27.8

TABLE 17 RATING BEGG POOL BY HLSD BEGG POOL VISIT IN PAST 2 YEARS, CHILD IN HSLD & SENIOR IN HSLD (SHOWING % EXCELLENT & GOOD)

	Hsld Begg Pool Visit in Past 2 Years (Q8)		Child in Hsld (Q2)		Senior in Hsld (Q2)	
	Yes	No	Yes	No	Yes	No
Availability of parking	74.9	64.3	71.5	66.3	71.7	67.6
Overall experience when visiting	52.1	34.0	44.9	40.9	47.4	40.9
Condition of the pool	44.9	35.8	42.4	36.5	50.9	35.9
Availability of classes and programs	39.4	44.1	35.9	46.0	59.3	35.2
Ability to get a swimming lane	29.8	31.0	25.4	33.3	28.9	28.9
Condition of facilities, changing rooms, lockers, bathrooms	22.0	17.7	17.9	21.5	27.8	17.4

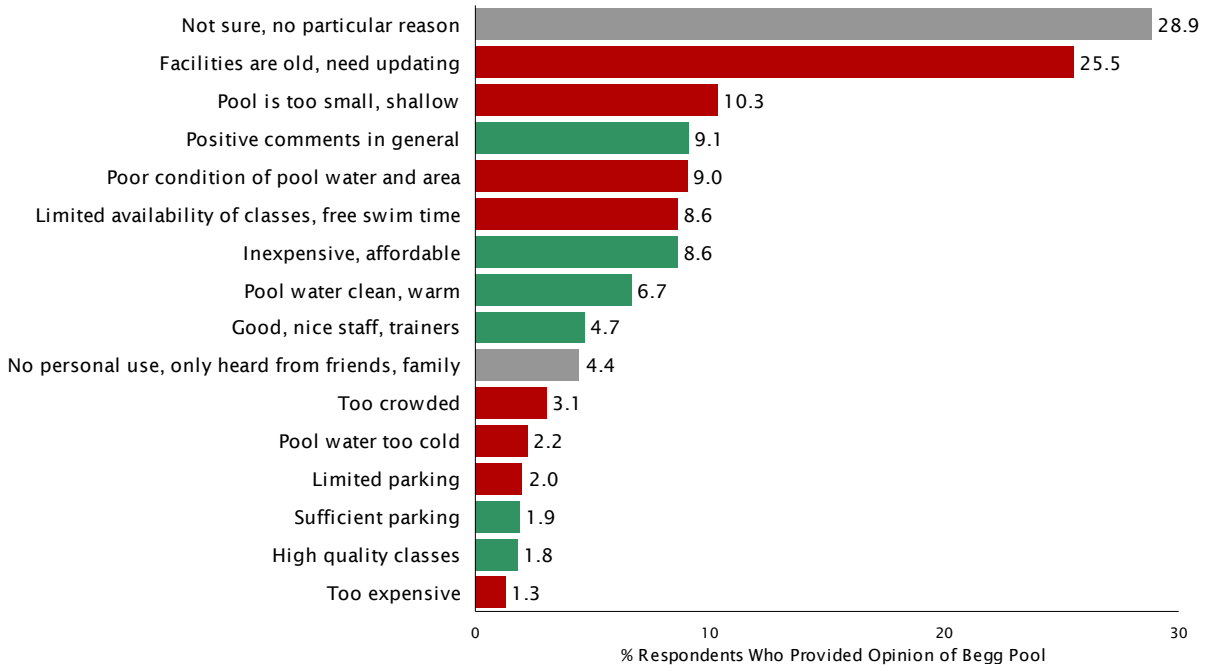
WHY DID YOU RATE THE OVERALL BEGG POOL EXPERIENCE AS...? Having captured respondents' ratings of the overall Begg Pool experience on a scale of excellent, good, fair, poor, or very poor, Question 11 followed-up by asking respondents to identify a particular reason for the rating they provided. Question 11 was presented in an open-ended manner, allowing respondents to cite any reason that came to mind without being prompted by, or restricted to, a

particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 18.

Among the explanations provided for negative ratings (see red bars), the most common responses were that the facilities are old and need updating (26%), pool is too small and/or shallow (10%), pool water and area is in poor condition (9%), and there is limited availability of classes and free swim time (9%). Among the explanations for positive ratings (green bars), respondents made positive comments in general (9%), mentioned that using the pool is affordable/inexpensive (9%), they thought the pool water was clean/warm (7%), and they praised the staff and trainers (7%). Approximately 29% indicated they didn't have a particular reason behind the rating they provided for the overall experience when visiting Begg Pool.

Question 11 *Is there a particular reason why you rated the overall experience when visiting Begg Pool as _____?*

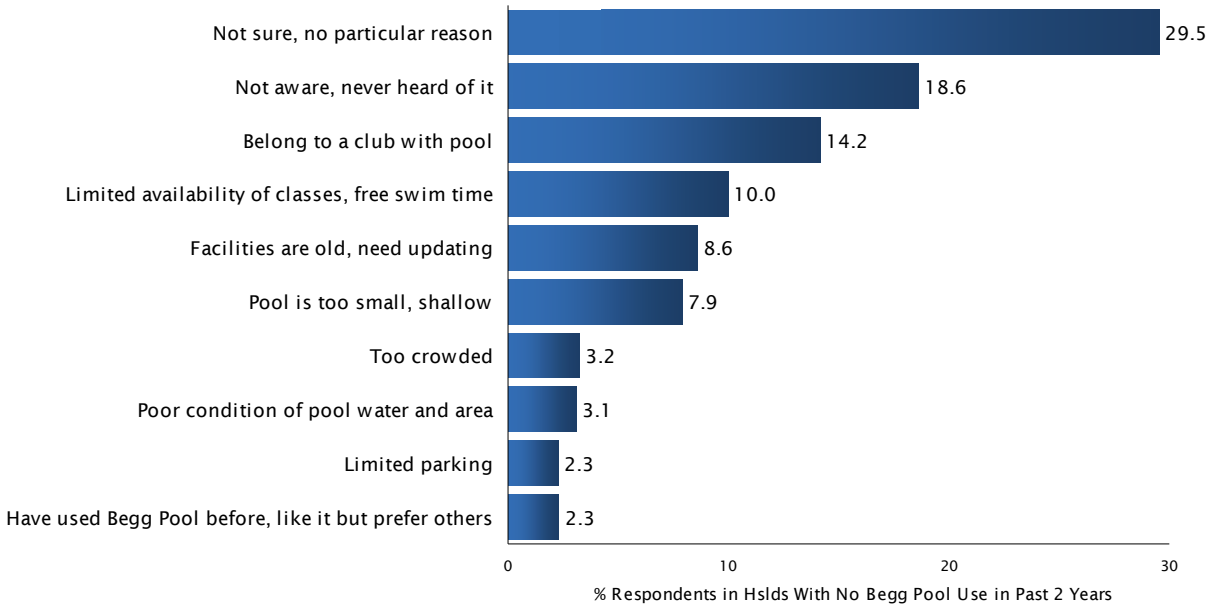
FIGURE 18 REASONS FOR OPINION OF BEGG POOL EXPERIENCE



WHY NOT USE BEGG POOL? The final question in this series was reserved for those who indicated their household uses a public pool for swimming, but not Begg Pool. When asked if there was a particular reason why they don't use Begg Pool (see Figure 19 on the next page), 30% indicated that there was no reason in particular, 19% stated they weren't aware of/hadn't hear of Begg Pool, and 14% mentioned they belong to a club with a pool. Among reasons that were linked to Begg Pool, 10% mentioned the limited availability of classes/free swim time, 9% complained that the facilities are old and need updating (9%), 9% mentioned that the pool is too small/too shallow, 3% felt it was too crowded, and a similar percentage (3%) did not like the condition of pool water or the pool area.

Question 12 *You mentioned your household uses other public pools in the area, but not Begg Pool. Is there a particular reason why you don't use Begg Pool?*

FIGURE 19 REASONS FOR NOT USING BEGG POOL



New Aquatics Facility

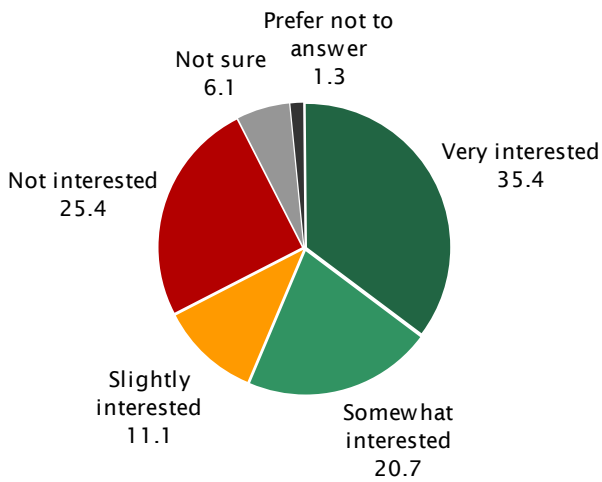
Having profiled respondents' experiences and opinions related to Begg Pool, the survey transitioned to exploring their interest in a potential new Aquatics Center in Manhattan Beach, as well as the amenities and programming that could be offered at the facility.

INTEREST IN NEW AQUATICS CENTER

Begg Pool was built in 1940, about 82 years ago. Although it has been renovated multiple times, the pool has reached an age where it may be more cost-effective to replace the pool with a new Aquatics Center. After providing respondents with this brief background, the survey asked them to describe their interest in a new Aquatics Center, if it were to be built by the City of Manhattan Beach.

Question 13 *Begg Pool was built in 1940, about 82 years ago. Although it has been renovated multiple times, the pool has reached an age where it may be more cost-effective to replace the pool with a new Aquatics Center. If the City were to build a new Aquatics Center, how interested would your household be in using the Aquatics Center?*

FIGURE 20 INTEREST IN NEW AQUATICS CENTER



Most respondents indicated they were either very interested (35%) or somewhat interested (21%) in a new Aquatics Center, whereas 11% indicated they were slightly interested. Approximately one-quarter (25%) of respondents professed no interest in a new Aquatics Center, whereas the remainder were either unsure (6%) or unwilling to answer the question (Figure 20). When compared to their counterparts, interest in a new Aquatics Center was greatest among households with children or teenagers, those who use a public pool, households that use a pool (public or private) on a weekly basis, and those who had visited Begg Pool in the past two years (Figures 21-23).

FIGURE 21 INTEREST IN NEW AQUATICS CENTER BY YEARS IN MANHATTAN BEACH, CHILD IN HSLD, SENIOR IN HSLD & HSLD POOL TYPE USE

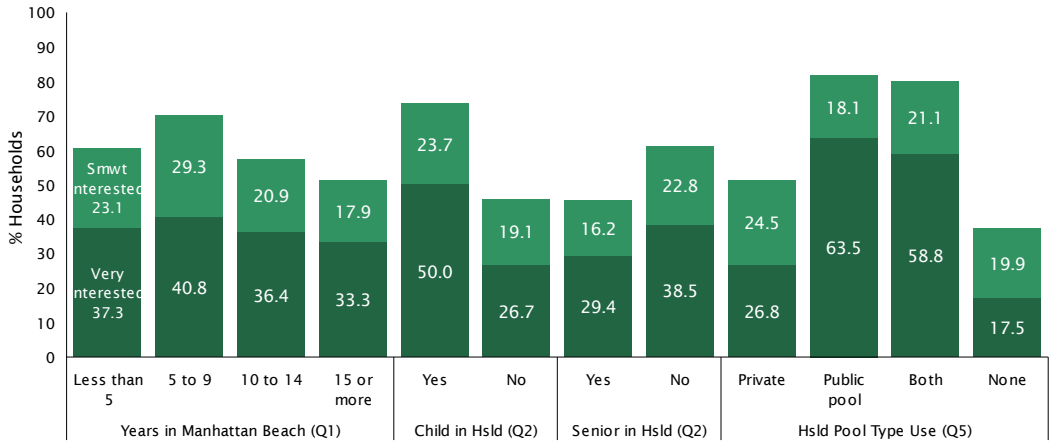


FIGURE 22 INTEREST IN NEW AQUATICS CENTER BY AGES OF HSLD MEMBERS & HSLD POOL USE

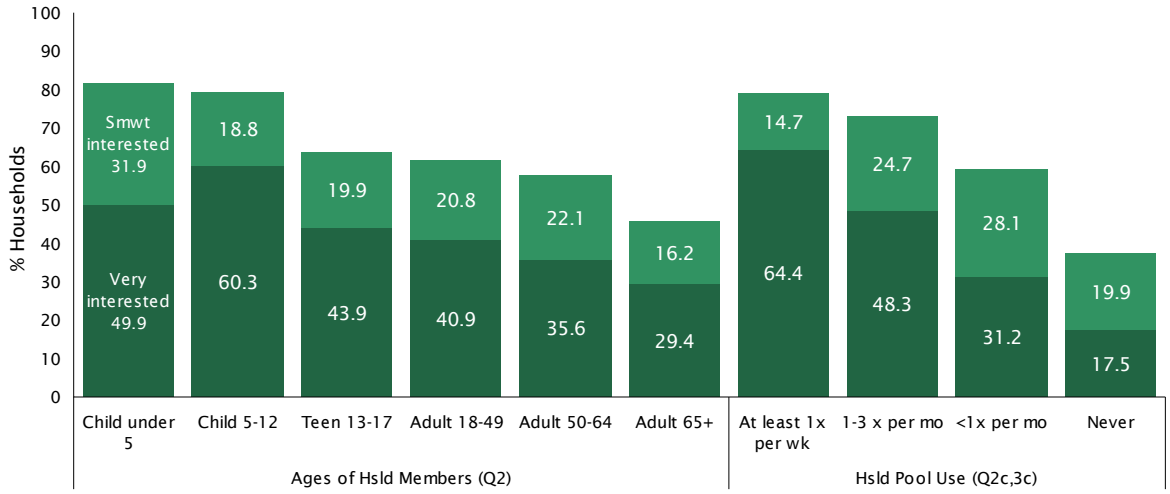
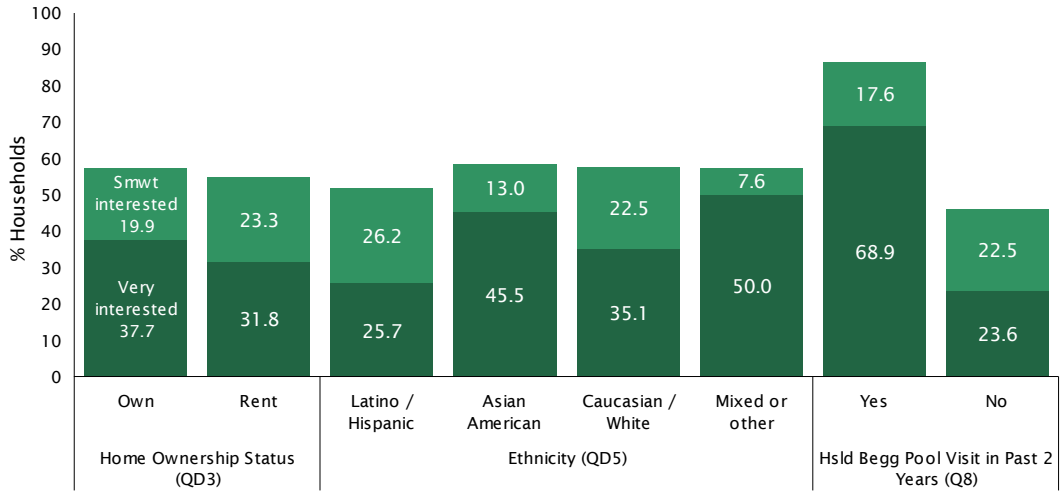


FIGURE 23 INTEREST IN NEW AQUATICS CENTER BY HOME OWNERSHIP STATUS, ETHNICITY & HSLD BEGG POOL VISIT IN PAST 2 YEARS



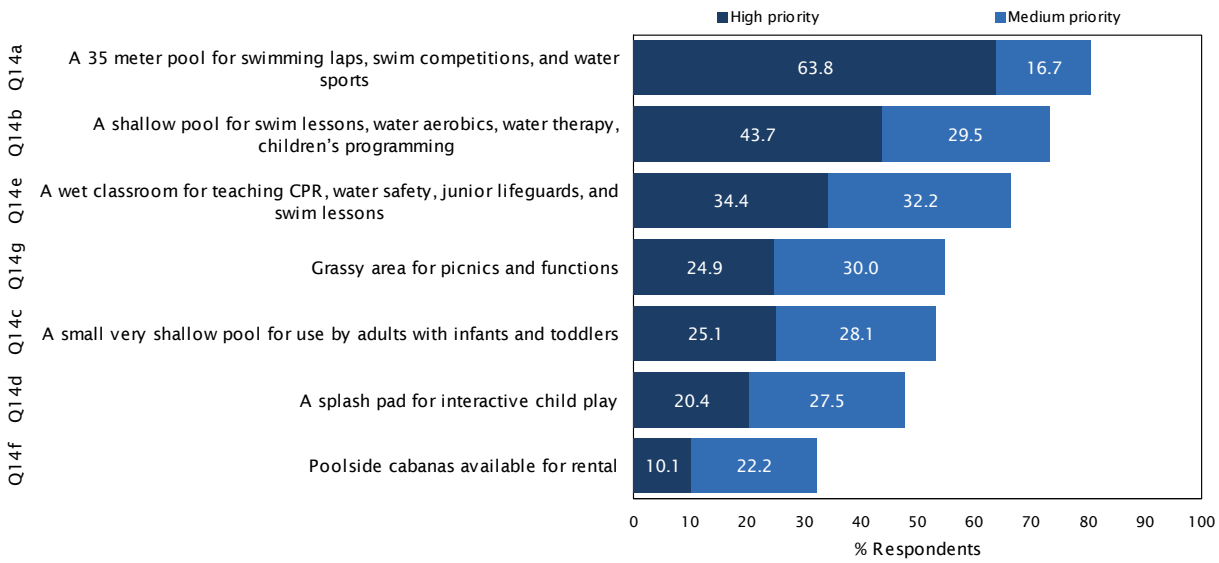
FEATURES & AMENITIES Regardless of their level of interest in a new Aquatics Center, all respondents were next presented with the list of features and amenities shown in Figure 24 on the next page and asked if each item should be a high, medium, or low priority for inclusion in the Aquatics Center (if built)—or if the item should not be part of the Aquatics Center. To introduce a sense of competition and encourage respondents to prioritize, respondents were also informed that not all of the amenities can be high priorities.

Among the features and amenities tested, Manhattan Beach residents indicated that a 35 meter pool for swimming laps, swim competitions, and water sports was the highest priority (81% high or medium priority), followed by a shallow pool for swim lessons, water aerobics, water therapy, and children's programming (73%), and a wet classroom for teaching CPR, water safety, junior lifeguards, and swim lessons (67%). Approximately half of respondents rated a grassy area for

picnics and functions (55%) and a small, very shallow pool for use by adults with infants and toddlers (53%) as a high or medium priority. When compared to the other amenities tested, fewer respondents prioritized a splash pad for interactive child play (48%) and poolside cabanas available for rental (32%).

Question 14 *If built, the Aquatics Center could have a number of features and amenities. As I read each of the following amenities, I'd like you to indicate whether you think the amenity should be a high, medium or low priority for inclusion in the Aquatics Center - or if you think it should not be a part of the Center. Please keep in mind that not all of the amenities can be high priorities.*

FIGURE 24 PRIORITY OF AQUATICS CENTER AMENITIES



Tables 18-22 who how the percentage of respondents that rated each item as a high priority varied across subgroups of Manhattan Beach residents. To ease comparisons, the top three rated items are highlighted green within each subgroup. Overall, the tables reveal a lot of consistency in how Manhattan Beach residents prioritize among the amenities that could be featured in a new Aquatics Center, with two items (35 meter lap pool and shallow pool for swim lessons) being among the top three items in every subgroup.

TABLE 18 PRIORITY OF AQUATICS CENTER AMENITIES BY YEARS IN MANHATTAN BEACH & HOME OWNERSHIP STATUS (SHOWING % OF HIGH PRIORITY)

	Years in Manhattan Beach (Q1)				Home Ownership Status (QD3)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent
A 35 meter pool for swimming laps, swim competitions, and water sports	64.3	62.9	76.1	61.4	63.5	64.7
A shallow pool for swim lessons, water aerobics, water therapy, children's programming	58.6	39.3	40.5	41.2	43.5	44.0
A wet classroom for teaching CPR, water safety, junior lifeguards, and swim lessons	41.2	34.2	47.2	29.9	33.0	36.1
A small very shallow pool for use by adults with infants and toddlers	39.5	21.3	32.2	20.7	22.7	29.5
Grassy area for picnics and functions	27.7	25.3	33.0	22.3	24.0	26.6
A splash pad for interactive child play	42.4	25.7	19.0	13.4	18.2	25.8
Poolside cabanas available for rental	11.5	13.7	7.8	9.4	9.8	11.0

Table 19 Priority of Aquatics Center Amenities by Ages of Hsld Members (Showing % of High Priority)

	Ages of Hsld Members (Q2)					
	Child under 5	Child 5-12	Teen 13-17	Adult 18-49	Adult 50-64	Adult 65+
A 35 meter pool for swimming laps, swim competitions, and water sports	62.5	70.4	74.3	65.5	63.2	57.7
A shallow pool for swim lessons, water aerobics, water therapy, children's programming	65.6	48.9	46.1	43.2	40.7	40.5
A wet classroom for teaching CPR, water safety, junior lifeguards, and swim lessons	22.8	33.3	45.1	31.1	36.8	29.0
A small very shallow pool for use by adults with infants and toddlers	50.8	20.1	21.5	25.7	22.6	22.7
Grassy area for picnics and functions	35.0	33.1	35.3	27.7	27.0	15.8
A splash pad for interactive child play	50.5	19.9	17.7	23.5	14.9	15.9
Poolside cabanas available for rental	12.8	11.5	12.5	13.1	9.8	6.0

Table 20 Priority of Aquatics Center Amenities by Ethnicity & Gender (Showing % of High Priority)

	Ethnicity (QD5)				Gender (QD2)	
	Latino/ Hispanic	Asian American	Caucasian / White	Mixed or other	Male	Female
A 35 meter pool for swimming laps, swim competitions, and water sports	55.8	65.6	64.8	79.0	63.0	66.8
A shallow pool for swim lessons, water aerobics, water therapy, children's programming	42.8	44.4	44.1	41.8	38.3	51.1
A wet classroom for teaching CPR, water safety, junior lifeguards, and swim lessons	35.7	38.9	35.1	20.1	25.0	46.2
A small very shallow pool for use by adults with infants and toddlers	20.4	27.7	24.8	26.1	24.3	27.5
Grassy area for picnics and functions	27.3	28.8	25.3	16.4	21.9	29.3
A splash pad for interactive child play	19.0	18.6	20.9	24.5	18.2	23.9
Poolside cabanas available for rental	2.7	12.1	9.2	24.8	9.6	11.1

Table 21 Priority of Aquatics Center Amenities by Hlsd Pool Use, Child in Hsld & Senior in Hsld (Showing % of High Priority)

	Hsld Pool Use (Q2c,3c)				Child in Hsld (Q2)		Senior in Hsld (Q2)	
	At least 1x per wk	1-3 x per mo	<1x per mo	Never	Yes	No	Yes	No
A 35 meter pool for swimming laps, swim competitions, and water sports	80.4	58.8	70.3	53.9	67.7	62.1	57.7	67.4
A shallow pool for swim lessons, water aerobics, water therapy, children's programming	43.4	48.6	45.2	43.1	52.1	38.9	40.5	45.7
A wet classroom for teaching CPR, water safety, junior lifeguards, and swim lessons	34.1	33.1	29.6	38.3	35.0	34.0	29.0	37.1
A small very shallow pool for use by adults with infants and toddlers	23.8	23.7	24.8	26.9	28.9	23.1	22.7	26.7
Grassy area for picnics and functions	23.9	33.3	24.2	23.9	35.0	19.0	15.8	29.5
A splash pad for interactive child play	21.3	25.8	19.5	19.4	29.1	15.4	15.9	22.9
Poolside cabanas available for rental	12.6	8.7	8.8	9.7	14.3	7.5	6.0	11.9

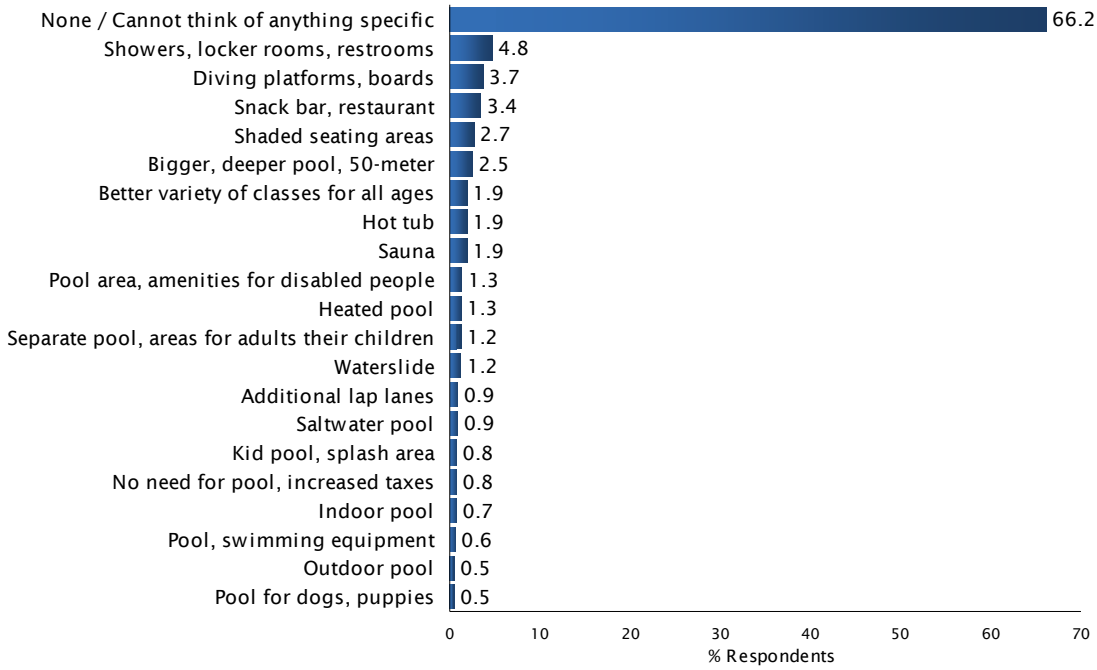
Table 22 Priority of Aquatics Center Amenities by Hsld Pool Type Use & Hsld Begg Pool Visit in Past 2 Years (Showing % of High Priority)

	Hsld Pool Type Use (Q5)				Hsld Begg Pool Visit in Past 2 Years (Q8)	
	Private	Public pool	Both	None	Yes	No
A 35 meter pool for swimming laps, swim competitions, and water sports	60.5	79.6	75.2	53.9	81.0	58.2
A shallow pool for swim lessons, water aerobics, water therapy, children's programming	40.8	47.0	46.2	43.1	52.2	41.4
A wet classroom for teaching CPR, water safety, junior lifeguards, and swim lessons	30.5	29.5	37.2	38.3	35.0	34.3
A small very shallow pool for use by adults with infants and toddlers	24.4	24.5	26.8	26.9	27.4	25.1
Grassy area for picnics and functions	26.6	23.6	32.5	23.9	27.8	24.6
A splash pad for interactive child play	22.0	21.1	22.7	19.4	21.2	20.5
Poolside cabanas available for rental	16.5	5.4	14.6	9.7	9.1	10.8

ADDITIONAL AMENITIES OF INTEREST Recognizing that the list of features and amenities tested in Question 14 was not exhaustive, the survey also included an open-ended opportunity (Question 15) for respondents to suggest *additional* features or amenities that should be prioritized for a new Aquatics Center. Most respondents (66%) declined to suggest an additional feature or amenity for inclusion in the Aquatics Center (see Figure 25 on the next page). Among the specific items that were suggested, showers/locker rooms/restrooms were most common (5%), following by diving platforms/boards (4%), a snack bar/restaurant (3%), shaded seating areas (3%), and a bigger, deeper 50 meter pool (3%).

Question 15 *Is there a feature or amenity I didn't mention that you think should be a high priority for inclusion in a new Aquatics Center?*

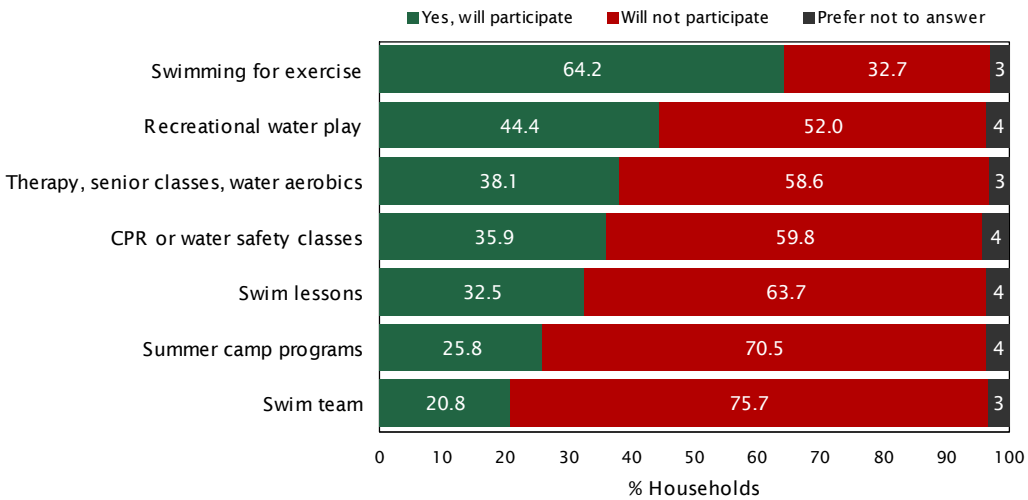
FIGURE 25 AQUATICS CENTER FEATURE, AMENITY NOT MENTIONED



PROGRAMMING AT NEW AQUATICS CENTER In addition to measuring respondents' interest in various amenities and features that could be included in a new Aquatics Center, the survey explored their interest in a variety of classes and programs that could be offered at the facility (Figure 26).

Question 16 *If the new Aquatics Center is built, do you expect that one or more members of your household would participate in _____ at the Center?*

FIGURE 26 HSLD PARTICIPATION IN AQUATIC CENTER ACTIVITIES



Assuming a new Aquatics Center is built in Manhattan Beach, 64% of respondents indicated that they or other members of their household would use the facility to swim for exercise, while 44% anticipated participating in recreational water play, and more than one-third expected to use the facility for therapy, senior classes, and water aerobics (38%) and CPR or water safety classes (36%). One-third or less of respondents expected that a member of their household would use a new Aquatics Center for swim lessons (33%), summer camp programs (26%), or swim team (21%). Tables 23-27 show how anticipated household participation in activities at a new Aquatics Center varied across subgroups of residents, with the top three activities in each subgroup highlighted green.

TABLE 23 HSLD PARTICIPATION IN AQUATIC CENTER ACTIVITIES BY YEARS IN MANHATTAN BEACH & HOME OWNERSHIP STATUS (SHOWING % YES, WILL PARTICIPATE)

	Years in Manhattan Beach (Q1)				Home Ownership Status (QD3)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent
Swimming for exercise	65.7	71.1	72.2	60.2	62.0	69.2
Recreational water play	69.0	60.5	45.0	33.6	44.2	45.6
Therapy, senior classes, or water aerobics	28.9	21.3	35.6	45.1	44.6	24.1
CPR or water safety classes	51.0	42.8	42.1	28.6	33.7	41.8
Swim lessons	57.9	45.1	38.7	21.0	33.7	30.0
Summer camp programs	53.2	43.7	33.4	12.3	26.1	25.8
Swim team	31.9	29.6	32.5	13.1	22.2	17.6

TABLE 24 HSLD PARTICIPATION IN AQUATIC CENTER ACTIVITIES BY AGES OF HSLD MEMBERS (SHOWING % YES, WILL PARTICIPATE)

	Ages of Hsld Members (Q2)					
	Child under 5	Child 5-12	Teen 13-17	Adult 18-49	Adult 50-64	Adult 65+
Swimming for exercise	68.8	72.9	64.3	67.3	65.9	57.4
Recreational water play	91.3	80.6	56.3	56.4	39.2	27.0
Therapy, senior classes, or water aerobics	8.9	21.6	37.9	28.9	39.5	54.2
CPR or water safety classes	57.5	54.0	43.6	36.1	32.0	26.1
Swim lessons	92.9	73.5	28.5	43.8	23.3	18.4
Summer camp programs	85.6	75.2	29.1	36.5	17.0	6.9
Swim team	50.7	56.3	30.4	28.8	15.1	9.3

TABLE 25 HSLD PARTICIPATION IN AQUATIC CENTER ACTIVITIES BY ETHNICITY & GENDER (SHOWING % YES, WILL PARTICIPATE)

	Ethnicity (QD5)				Gender (QD2)	
	Latino/ Hispanic	Asian American	Caucasian / White	Mixed or other	Male	Female
Swimming for exercise	55.8	62.5	66.5	79.5	64.1	65.9
Recreational water play	46.3	44.0	45.4	47.0	46.2	44.4
Therapy, senior classes, or water aerobics	33.3	43.2	37.4	50.1	29.5	46.9
CPR or water safety classes	31.7	38.0	37.6	25.5	32.2	41.2
Swim lessons	36.8	36.6	32.4	28.7	34.8	31.9
Summer camp programs	30.9	23.5	26.6	8.8	29.2	23.5
Swim team	25.5	21.3	22.1	11.7	21.9	20.5

TABLE 26 HSLD PARTICIPATION IN AQUATIC CENTER ACTIVITIES BY HSLD POOL USE, CHILD IN HSLD & SENIOR IN HSLD (SHOWING % YES, WILL PARTICIPATE)

	Hsld Pool Use (Q2c,3c)				Child in Hsld (Q2)		Senior in Hsld (Q2)	
	At least 1x per wk	1-3 x per mo	<1x per mo	Never	Yes	No	Yes	No
Swimming for exercise	84.9	72.3	70.5	48.3	68.9	61.7	57.4	67.6
Recreational water play	62.7	64.4	50.4	25.8	74.3	26.9	27.0	52.9
Therapy, senior classes, or water aerobics	40.9	38.4	35.47	38.3	25.0	45.9	54.2	30.1
CPR or water safety classes	44.1	45.0	35.47	29.6	50.6	27.5	26.1	40.7
Swim lessons	49.6	46.1	31.6	19.6	61.0	15.8	18.4	39.5
Summer camp programs	44.8	38.5	27.0	10.7	60.2	5.3	6.9	35.1
Swim team	45.6	30.0	15.1	7.0	42.5	7.7	9.3	26.3

TABLE 27 HSLD PARTICIPATION IN AQUATIC CENTER ACTIVITIES BY HSLD TYPE POOL USE & HSLD BEGG POOL VISIT IN PAST 2 YEARS (SHOWING % YES, WILL PARTICIPATE

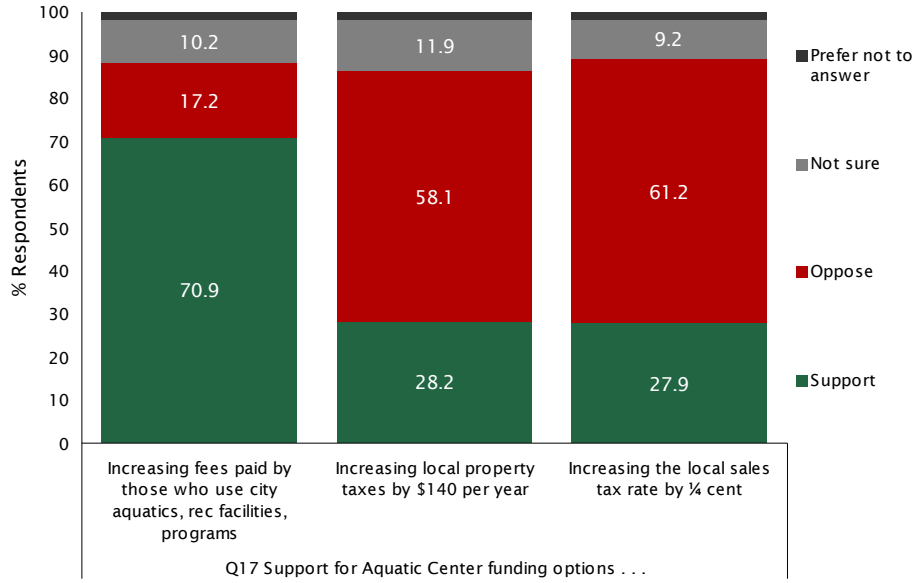
	Hsld Pool Type Use (Q5)				Hsld Begg Pool Visit in Past 2 Years (Q8)	
	Private	Public pool	Both	None	Yes	No
Swimming for exercise	83.9	57.1	58.3	89.7	82.6	48.3
Recreational water play	68.2	35.8	49.9	62.0	66.1	25.8
Therapy, senior classes, or water aerobics	43.6	35.3	27.7	44.7	39.4	38.3
CPR or water safety classes	47.7	31.1	38.2	38.5	52.3	29.6
Swim lessons	50.5	25.7	44.2	40.0	47.9	19.6
Summer camp programs	48.6	18.2	37.9	35.3	42.0	10.7
Swim team	40.9	14.0	28.7	29.3	41.6	7.0

FUNDING A NEW AQUATICS CENTER

The final substantive question in the survey addressed the issue of how to fund a new Aquatics Center. Although interest in a new Aquatics Facility in Manhattan Beach was found to be widespread, to what extent does that interest translate into a willingness to support various funding alternatives? As shown in Figure 27 below, more than two-thirds of respondents (71%) supported increasing fees paid by those who use city aquatics and recreational facilities and programs to raise funds for a new Aquatics Center. When it comes to increasing local property taxes by $140 per year (28%) or increasing the local sales tax rate by 1/4 cent (28%), however, less than one-third of respondents supported these approaches to funding a new Aquatics Center.

Question 17 *Building a new Aquatics Center will require raising additional funds. As I read the following funding alternatives, I'd like to know which options you are willing to support and which you oppose.*

FIGURE 27 SUPPORT FOR AQUATICS CENTER FUNDING OPTIONS



Tables 28-33 on the following page detail the level of support for each funding alternative tested in Question 17 at the subgroup level. Raising user fees was consistently the top-supported funding alternative across all subgroups. It is noteworthy that even among pool users, support for increasing local property taxes or the local sales tax rate fell well short of the two-thirds threshold that would be required to pass a special tax of this nature.

Table 28 Support for Aquatics Center Funding Options by Years in Manhattan Beach & Home Ownership Status (Showing % Support)

	Years in Manhattan Beach (Q1)				Home Ownership Status (QD3)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent
Increasing fees paid by those who use city aquatics, rec facilities, programs	76.7	73.3	67.7	69.4	73.7	65.9
Increasing local property taxes by $140 per year	33.4	35.8	31.5	24.3	24.6	36.5
Increasing the local sales tax rate by ¼ cent	19.7	30.7	40.6	26.7	26.6	30.8

Table 29 Support for Aquatics Center Funding Options by Ages of Hsld Members (Showing % Support)

	Ages of Hsld Members (Q2)					
	Child under 5	Child 5-12	Teen 13-17	Adult 18-49	Adult 50-64	Adult 65+
Increasing fees paid by those who use city aquatics, rec facilities, programs	83.6	83.5	78.4	71.9	71.6	62.4
Increasing local property taxes by $140 per year	41.5	46.1	34.7	32.0	25.8	19.8
Increasing the local sales tax rate by ¼ cent	37.4	36.9	29.3	29.5	25.9	27.9

Table 30 Support for Aquatics Center Funding Options by Ethnicity & Gender (Showing % Support)

	Ethnicity (QD5)				Gender (QD2)	
	Latino/ Hispanic	Asian American	Caucasian / White	Mixed or other	Male	Female
Increasing fees paid by those who use city aquatics, rec facilities, programs	66.6	67.4	72.4	60.5	70.6	71.7
Increasing local property taxes by $140 per year	26.8	17.7	32.1	33.8	34.1	23.9
Increasing the local sales tax rate by ¼ cent	24.8	23.5	29.9	28.6	33.5	22.5

Table 31 Support for Aquatics Center Funding Options by Hsld Pool Use, Child in Hlsd & Senior in Hsld (Showing % Support)

	Hsld Pool Use (Q2c,3c)				Child in Hsld (Q2)		Senior in Hsld (Q2)	
	At least 1x per wk	1-3 x per mo	<1x per mo	Never	Yes	No	Yes	No
Increasing fees paid by those who use city aquatics, rec facilities, programs	69.5	68.0	70.3	73.9	80.5	66.3	62.4	75.8
Increasing local property taxes by $140 per year	48.8	26.6	29.1	16.2	37.9	22.5	19.8	32.5
Increasing the local sales tax rate by ¼ cent	40.6	34.2	29.9	17.6	32.9	24.9	27.9	27.6

Table 32 Support for Aquatics Center Funding Options by Hsld Rec Facility, Community Center Visit & Hlsd Begg Pool Visit in Past 2 Years (Showing % Support)

	Hsld Rec Facility, Community Center Visit (Q2b,3b)				Hsld Begg Pool Visit in Past 2 Years (Q8)	
	At least 1x per wk	1-3 x per mo	<1x per mo	Never	Yes	No
Increasing fees paid by those who use city aquatics, rec facilities, programs	71.8	81.3	69.8	65.9	74.5	71.1
Increasing local property taxes by $140 per year	32.9	25.7	30.2	22.8	45.4	22.7
Increasing the local sales tax rate by ¼ cent	41.4	25.7	24.5	19.9	39.5	24.2

Table 33 Support for Aquatics Center Funding Options by Interest in Aquatic Center & Hsld Pool Type Use (Showing % Support)

	Interest in Aquatics Center (Q13)			Hsld Pool Type Use (Q5)			
	Very interested	Smwt interested	Slightly, not interested	Private	Public pool	Both	None
Increasing fees paid by those who use city aquatics, rec facilities, programs	70.1	80.8	66.8	68.9	66.7	72.7	73.9
Increasing local property taxes by $140 per year	51.1	25.1	11.5	26.4	40.7	45.5	16.2
Increasing the local sales tax rate by ¼ cent	42.9	29.1	15.3	28.3	35.6	40.6	17.6

Background & Demographics

Table 34 Demographics of Sample

Total Respondents	*574*
Years in Manhattan Beach (Q1)	
Less than 5	15.7
5 to 9	14.3
10 to 14	12.3
15 or more	57.6
Prefer not to answer	0.1
Child in Hsld (Q2)	
Yes	37.0
No	60.7
Prefer not to answer	2.3
Senior in Hsld (Q2)	
Yes	31.4
No	65.9
Prefer not to answer	2.7
Age (QD1)	
Under 35	16.5
35 to 44	19.5
45 to 54	22.5
55 to 64	18.4
65 or older	18.6
Prefer not to answer	4.6
Gender (QD2)	
Male	48.7
Female	46.4
Prefer not to answer	4.9
Home Ownership Status (QD3)	
Own	66.1
Rent	31.6
Prefer not to answer	2.2
Employment Status (QD4)	
Full-time	56.0
Part-time	6.3
Homemaker	4.8
Retired	22.5
Prefer not to answer	10.5
Ethnicity (QD5)	
Latino / Hispanic	9.2
Asian American	12.0
Caucasian / White	67.1
Mixed or other	4.5
Prefer not to answer	7.3

Table 34 presents the key demographic information collected during the survey. Although the primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics, it was also a means to ensure that the resulting sample matched the profile of Manhattan Beach's adult resident population on key characteristics according to the latest Census estimates.

Methodology

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the City of Manhattan Beach to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents who indicated a member of their household had visited Begg Pool during the past two years (Question 9) were asked what types of activities they engaged in at Begg Pool (Question 10). The questionnaire included with this report (see *Questionnaire & Toplines* on page 34) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow residents who preferred to complete the survey online the opportunity to do so. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City prior to formally beginning the survey.

SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of Manhattan Beach households was utilized for this study, ensuring that all households in Manhattan Beach had the opportunity to be selected to participate in the survey. Once selected at random, contact information was appended to each record including email addresses and telephone numbers for adult residents. Individuals were subsequently recruited to participate in the survey through multiple recruiting methods. Using a combination of email and text invitations, sampled residents were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each individual was assigned a unique passcode to ensure that only Manhattan Beach residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. An email reminder notice was also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North placed telephone calls to land lines and cell phone numbers of sampled residents that had yet to participate in the online survey or for whom only telephone contact information was available.

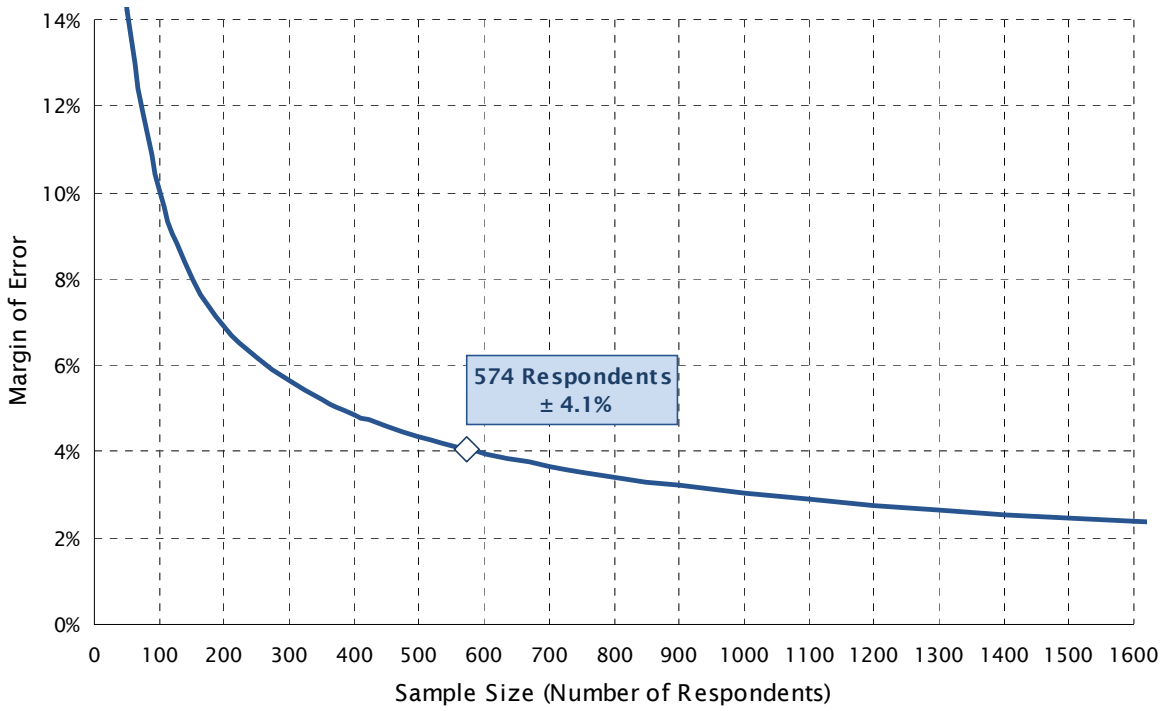
Telephone interviews averaged 15 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those

hours would bias the sample. A total of 574 completed surveys were gathered online and by telephone between October 8 and October 16, 2022.

MARGIN OF ERROR DUE TO SAMPLING Because this survey captured the interests and activities of the entire household (not just the respondent), the results of the survey can be used to estimate the interests and activities of all households in the City. Because not every household in the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 574 respondents for a particular question and what would have been found if all of the estimated 13,313 Manhattan Beach households[3] had been interviewed.

Figure 28 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is ± 4.1% for questions answered by all 574 respondents.

FIGURE 28 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence and age of the respondent. Figure 28 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

3. Source: U.S. Census Bureau estimate for Manhattan Beach, 2016-2020.

DATA PROCESSING & WEIGHTING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. The final data were weighted to balance the sample by age and home ownership status according to Census estimates.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and figures for a given question.

TRUE NORTH RESEARCH

City of Manhattan Beach
Aquatics Center Survey
Final Toplines (n=574)
October 2022

Section 1: Introduction to Study
Hi, may I please speak to _____? Hi, my name is _____ and I'm calling from TNR on behalf of the City of Manhattan Beach. The City is conducting a survey about important issues in Manhattan Beach and we would like to get your opinions.
If needed: This is a survey about important issues in your community, focusing on recreation interests. I'm NOT trying to sell anything and I won't ask for a donation. *If needed:* The survey should take about 12 minutes to complete. *If needed:* If now is not a convenient time, can you let me know a better time so I can call back? *If needed:* Your responses to the survey will be confidential.

Section 2: Household Profile			
Q1	To begin, how long have you lived in the City of Manhattan Beach?		
	1	Less than 1 year	3%
	2	1 to 4 years	13%
	3	5 to 9 years	14%
	4	10 to 14 years	12%
	5	15 years or longer	58%
	99	Prefer not to answer	0%

Q2	Next, let me ask you about the ages of people in your household. This will allow me to limit the survey to questions that are appropriate to your household. Do you have _____ in your household?			
	Read in Order	Yes	No	Prefer not to answer
A	A child under the age of 5	12%	85%	2%
B	A child between 5 and 12	19%	79%	2%
C	A teenager between 13 and 17	17%	81%	2%
D	An adult between the ages of 18 and 49	58%	39%	4%
E	An adult between the ages of 50 and 64	46%	52%	3%
F	An adult 65 years of age or older	31%	66%	3%

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Section 3: Recreation Activities & Swimming									
Q3	Thinking of the **adult** members of your household, how often do they _____? At least once per week, two to three times per month, once per month, once every two or three months, a few times per year, less often than a few times per year, or never?								
	Randomize	At least 1 time per **week**	2 to 3 times per **month**	1 time per **month**	Once every 2 to 3 **months**	A few times per **year**	Less often than a few times per year	Never	Prefer not to answer
A	Visit a park or open space area	56%	15%	9%	5%	9%	2%	3%	1%
B	Visit a recreation facility or community center	20%	9%	8%	7%	11%	16%	27%	1%
C	Use a pool for swimming, water programs, or water sports	20%	6%	5%	7%	8%	9%	44%	1%
D	Play pickleball	9%	4%	6%	6%	5%	6%	62%	1%
E	Go to a gym for exercise	54%	7%	4%	2%	2%	4%	26%	2%
Ask Q4 if Q2a=1, Q2b=1, OR Q2c=1. Otherwise skip to instruction preceding Q5.									
Q4	Thinking of the **children or teenage** members of your household, how often do they _____? At least once per week, two to three times per month, once per month, once every two or three months, a few times per year, less often than a few times per year, or never?								
	Randomize	At least 1 time per **week**	2 to 3 times per **month**	1 time per **month**	Once every 2 to 3 **months**	A few times per **year**	Less often than a few times per year	Never	Prefer not to answer
A	Visit a park or open space area	63%	22%	4%	3%	3%	1%	4%	1%
B	Visit a recreation facility or community center	32%	11%	5%	6%	8%	11%	26%	1%
C	Use a pool for swimming, water programs, or water sports	36%	13%	5%	5%	7%	6%	27%	1%
D	Play pickleball	2%	3%	4%	4%	7%	8%	67%	3%
E	Go to a gym for exercise	30%	6%	4%	3%	3%	2%	49%	4%
Ask Q5 if Q3c=(1-6) OR Q4c=(1-6).									
Q5	You mentioned that one or more members of your household use a pool for swimming, water programs, or water sports. Do they do this at a pool at a private residence, or at a pool that is open to the public – or both?								
	1	Private Residence Pool	28%						
	2	Public Pool	39%						
	3	Both	23%						
	98	Not sure	7%						
	99	Prefer not to answer	2%						

Ask Q6 if Q5=(2,3).			
Q6	Which public or club pools do members of your household use? *Check all that apply.*		
	1	Begg Pool (Manhattan Beach municipal pool)	41%
	2	Badminton Club Pool	5%
	3	Bay Club Pool	25%
	4	The Club Pool/Manhattan Country Club Pool	20%
	5	Mira Costa High School Pool	14%
	6	El Segundo/Wiseburn Aquatics Center	21%
	7	Hawthorne Pool	10%
	8	Torrance Aquatics Center	4%
	9	Torrance Victor E Benstead Plunge	3%
	10	Redondo Union High School Aquatic Center	6%
	11	Other	8%
	98	Not sure	3%
	99	Prefer not to answer	2%
Ask Q7 if [(Q2a=1, Q2b=1, OR Q2c=1) AND Q3c=7 AND Q4c=7] OR [(Q2a≠1, Q2b≠1, AND Q2c≠1) AND Q3c=7]			
Q7	Is there a particular reason that your household doesn't use a pool for swimming, water programs, or water sports? Verbatim responses recorded and later grouped into categories shown below.		
	Not sure / No particular reason		50%
	Don't like to swim, prefer other activities, sports		12%
	Prefer ocean, live close to it		7%
	Not aware of public pool options		6%
	Have own pool		6%
	Member of club with pool, but don't use		4%
	Health concerns, COVID-19		3%
	Cleanliness, sanitation, chlorine		3%
	Resident too old, disabled		3%
	Too crowded		2%
	Pool is too old, in bad condition		2%
	Hours of operation		1%
	Available pools too small, shallow		1%
	Water temperature too cold		1%
	No time		1%

Section 4: Begg Pool				
Q8	In the past two years, have you or other members of your household visited **Begg Pool**, which is the municipal pool for Manhattan Beach?			
	1	Yes	26%	*Ask Q9*
	2	No	72%	*Skip to Q10*
	98	Not sure	2%	*Skip to Q10*
	99	Prefer not to answer	1%	*Skip to Q10*

Q9	As I read the following list of activities, please indicate whether you or other members of your household have engaged in this activity at **Begg Pool** during the past 2 years. Yes means you have, no means you haven't. Here is the (first/next) one: _____.			
	Randomize	Yes	No	Prefer not to answer
A	Swim lessons	32%	66%	2%
B	Masters swim	9%	89%	2%
C	Lap swim	43%	55%	1%
D	Swim team	18%	79%	2%
E	Therapy, senior classes, or water aerobics	10%	88%	2%
F	Summer camp programs	21%	78%	2%
G	CPR or water safety classes	3%	95%	2%
H	Recreational water play	47%	51%	2%
I	Swim classes required by Manhattan Beach Middle School	21%	77%	2%

Q10	From your own experiences and what you may have heard from others, how would you rate: _____ Begg Pool? Would you say it is excellent, good, fair, poor, or very poor?							
Randomize A-E, but ask item F last		Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
A	The condition of the pool at	4%	14%	18%	6%	3%	48%	5%
B	The condition of facilities like changing rooms, lockers, and bathrooms at	2%	7%	15%	11%	8%	52%	6%
C	The availability of classes and programs at	3%	11%	12%	5%	3%	60%	7%
D	The ability to get a swimming lane at	2%	7%	10%	8%	3%	65%	6%
E	The availability of parking at	13%	21%	10%	3%	2%	47%	5%
F	The overall experience when visiting	4%	16%	17%	6%	2%	50%	6%
Ask Q11 if Q10F=(1-5).								

Q11	Is there a particular reason why you rated the overall experience when visiting Begg Pool as _____? *Pipe answer from Q10F.* Verbatim responses recorded and later grouped into categories shown below.	
	Not sure, no particular reason	29%
	Facilities are old, need updating	26%
	Pool is too small, shallow	10%
	Positive comments in general	9%
	Poor condition of pool water and area	9%
	Limited availability of classes, free swim time	9%
	Inexpensive, affordable	9%
	Pool water clean, warm	7%
	Good, nice staff, trainers	5%
	No personal use, only heard from friends, family	4%
	Too crowded	3%
	Pool water too cold	2%
	Limited parking	2%
	Sufficient parking	2%
	High quality classes	2%
	Too expensive	1%
Ask Q12 if Q5=(2,3) AND Q8=2.		
Q12	You mentioned your household uses other public pools in the area, but not Begg Pool. Is there a particular reason why you don't use Begg Pool? Verbatim responses recorded and later grouped into categories shown below.	
	Not sure, no particular reason	30%
	Not aware, never heard of it	19%
	Belong to a club with pool	14%
	Limited availability of classes, free swim time	10%
	Facilities are old, need updating	9%
	Pool is too small, shallow	8%
	Poor condition of pool water and area	3%
	Too crowded	3%
	Limited parking	2%
	Have used Begg Pool before, like it but prefer others	2%

Section 5: New Aquatics Facility			
Q13	Begg Pool was built in 1940, about 82 years ago. Although it has been renovated multiple times, the pool has reached an age where it may be more cost-effective to replace the pool with a new Aquatics Center. If the City were to build a new Aquatics Center, how interested would your household be in using the Aquatics Center? Would you say very interested, somewhat interested, slightly interested, or not interested?		
	1	Very interested	35%
	2	Somewhat interested	21%
	3	Slightly interested	11%
	4	Not interested	25%
	98	Not sure	6%
	99	Prefer not to answer	1%
Q14	If built, the Aquatics Center could have a number of features and amenities. As I read each of the following amenities, I'd like you to indicate whether you think the amenity should be a high, medium or low priority for inclusion in the Aquatics Center – or if you think it should not be a part of the Center. Please keep in mind that not all of the amenities can be high priorities. Here is the (first/next) one: _____. Should this amenity be a high, medium or low priority for the Aquatics Center – or should the Center not include this amenity?		

	Randomize	High Priority	Medium Priority	Low Priority	Should not include in Center	Not sure	Prefer not to answer
A	A **35-meter pool** for swimming laps, swim competitions, and water sports	64%	17%	4%	3%	9%	3%
B	A **shallow pool** for swim lessons, water aerobics, water therapy, and children's programming	44%	30%	10%	5%	9%	3%
C	A small **very shallow pool** for use by adults with infants and toddlers	25%	28%	23%	8%	13%	3%
D	A **splash pad** for interactive child play	20%	27%	25%	10%	14%	3%
E	A "wet" classroom for teaching CPR, water safety, junior lifeguards, and swim lessons	34%	32%	16%	4%	10%	3%
F	Poolside cabanas available for rental	10%	22%	37%	19%	8%	4%
G	Grassy area for picnics and functions	25%	30%	24%	8%	10%	3%

Q15	Is there a feature or amenity I *didn't* mention that you think should be a high priority for inclusion in a new Aquatics Center? *If yes, ask:* Please describe it to me. Verbatim responses recorded and later grouped into categories shown below.	
	Not sure / Cannot think of anything specific	66%
	Showers, locker rooms, restrooms	5%
	Diving platforms, boards	4%
	Snack bar, restaurant	3%
	Bigger, deeper pool, 50-meter	3%
	Shaded seating areas	3%
	Sauna	2%
	Better variety of classes for all ages	2%
	Hot tub	2%
	Waterslide	1%
	Additional lap lanes	1%
	Pool, swimming equipment	1%
	Heated pool	1%
	Indoor pool	1%
	Kid pool, splash area	1%
	Pool area, amenities for disabled people	1%
	Saltwater pool	1%
	Outdoor pool	1%
	Separate pool, areas for adults their children	1%
	Pool for dogs, puppies	1%
	No need for pool, increased taxes	1%

Q16	If the new Aquatics Center is built, do you expect that one or more members of your household would participate in _____ at the Center?			
	Randomize	Yes	No	Prefer not to answer
A	Swim lessons	33%	64%	4%
B	Swimming for exercise	64%	33%	3%
C	Swim team	21%	76%	3%
D	Therapy, senior classes, or water aerobics	38%	59%	3%
E	Summer camp programs	26%	71%	4%
F	CPR or water safety classes	36%	60%	4%
G	Recreational water play	44%	52%	4%

Q17	Building a new Aquatics Center will require raising additional funds. As I read the following funding alternatives, I'd like to know which options you are willing to support and which you oppose. Here's (the first/an alternative) approach: _____. Would you support or oppose this approach to funding a new Aquatics Center?				
	Randomize	Support	Oppose	No Opinion	Prefer not to answer
A	Increasing the fees paid by those who use city aquatics and recreation facilities and programs	71%	17%	10%	2%
B	Increasing local property taxes by $140 per year	28%	58%	12%	2%
C	Increasing the local sales tax rate by ¼ cent	28%	61%	9%	2%

Section 6: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	In what year were you born? Year coded into age categories shown below.	
	18 to 24	4%
	25 to 34	13%
	35 to 44	19%
	45 to 54	22%
	55 to 64	18%
	65 or older	19%
	Prefer not to answer	5%

D2	What is your gender?		
	1	Male	49%
	2	Female	46%
	3	Non-binary	1%
	99	Prefer not to answer	4%

D3	Do you own or rent your residence in Manhattan Beach?		
	1	Own	66%
	2	Rent	32%
	99	Prefer not to answer	2%

D4	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?		
	1	Employed full-time	56%
	2	Employed part-time	6%
	3	Student	2%
	4	Homemaker	5%
	5	Retired	22%
	6	In-between jobs	1%
	99	Prefer not to answer	7%
D5	What ethnic group do you consider yourself a part of or feel closest to*? Read list if respondent hesitates*		
	1	Latino/Hispanic	9%
	2	Asian American -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	12%
	3	Caucasian/White	67%
	4	African-American/Black	2%
	5	American Indian or Alaskan Native	<1%
	6	Pacific Islander	<1%
	7	Middle Eastern	1%
	8	Mixed Heritage	1%
	98	Other	1%
	99	Prefer not to answer	7%
Thanks so much for participating in this important survey! This survey was conducted for the City of Manhattan Beach.			