

Intro

Waterloo Citizens for a Pool values your input and would like your perspective on an aquatic facility/pool. Your feedback will help us make decisions about the future plans for this facility.

This survey should take no longer than 10 minutes.

Your participation in this study is voluntary. If you decide at any point that you do not wish to continue participating, you may leave the study by closing your browser. We do not anticipate that you will experience any risks or discomforts.

We will make every effort to protect your privacy, and your responses are anonymous.

By clicking the button below, you are acknowledging that you have read the information contained on this screen and would like to be a participant in this study.



Waterloo Citizens for a Pool (WCP), is a group of individuals with a passion for our community — particularly, a community pool, with maybe a lazy river and a splash pad, just for kicks (and splashes). Fun in the sun makes us happy. Seeing our community's youth enjoying their summers makes us happy. Providing an opportunity to “stay home” for aquatic fun, rather than traveling distances and spending our money elsewhere, makes us happy.

We truly believe in the life-enhancing power of a cohesive community and its ability to simplify our social experiences, elevate our “off” time, engage and inspire people, not only in the city of Waterloo, IL, but the surrounding communities as well. A well-designed pool, combined with good relationships and community cohesion, comes from the collaboration of individuals and city government. We're excited to build something beautiful together, that will enhance our local community now, and for many years to come.

Our Mission Statement:

WCP is a community organization, dedicated to bettering our community, our families and especially, our youth, through bringing a pool back to the city of Waterloo, Illinois.

OUR VISION:

The vision of WCP is to encourage and empower others to get involved and to make a difference in the greater community, and to raise funds to see that vision realized.

Features/Usage

How many times per year do you participate in aquatic activities (swimming, etc.)?

Never 1-10 11-20 21-30 31-40 41+

☐ ☐ ☐ ☐ ☐ ☐

Do you use aquatic activities for rehabilitation or health purposes?

☐ Yes

☐ No

If an aquatic facility/pool were built in Waterloo, how likely would you use it?

Extremely unlikely Moderately unlikely Slightly unlikely Neither likely nor unlikely Slightly likely Moderately likely Extremely likely

☐ ☐ ☐ ☐ ☐ ☐ ☐

How likely would you use the aquatic facility/pool in the morning hours (before noon)?

Extremely unlikely Moderately unlikely Slightly unlikely Neither likely nor unlikely Slightly likely Moderately likely Extremely likely

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How likely would you use the aquatic facility/pool in the afternoon/evening hours (between 12-7pm)?

Extremely unlikely Moderately unlikely Slightly unlikely Neither likely nor unlikely Slightly likely Moderately likely Extremely likely

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How likely would you visit the aquatic facility/pool to watch a swim meet?

Extremely unlikely Moderately unlikely Slightly unlikely Neither likely nor unlikely Slightly likely Moderately likely Extremely likely

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If the aquatic facility/pool offered a loyalty/membership program, how likely are you to participate?

Extremely unlikely Moderately unlikely Slightly unlikely Neither likely nor unlikely Slightly likely Moderately likely Extremely likely

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Relative to other attractions or activities available in Waterloo, how would an aquatic facility/pool compare?

Much worse Moderately worse Slightly worse About the same Slightly better Moderately better Much better

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Considering the features and programs of an aquatic facility/pool, below, how likely are you to use/participate in each one?

	Extremely unlikely	Moderately unlikely	Slightly unlikely	Neither likely nor unlikely	Slightly likely	Moderately likely	Extremely likely
Lazy river	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Splash pad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Slides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rock-climbing wall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Birthday parties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water aerobics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swim teams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concession stand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming lessons (all age groups)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lifeguard training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CPR training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event space/rental	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rehab programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shaded seating/lounging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please consider the following features of an aquatic facility/pool, and rate the importance of each.

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Water accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water temperature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water depth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multiple pools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rehab area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitive swimming area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Slides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lazy river	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spray features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Certified swim lessons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Locker rooms (ADA accessible)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concession stand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronic payment options (concessions and entry)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Membership option	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pay-by-the-visit option	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs/activities for all age groups and abilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party/event rental space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Year-round operations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adequate shaded seating options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your agreement with the following statements

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
The Waterloo Park Board meets or exceeds my expectation of providing recreational options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Waterloo skate park is a highly-utilized addition to the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The City of Waterloo values our youth by providing safe recreational outlets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to spend my time on the hottest days of summer in a grassy park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
A stand-alone splash pad would fully satisfy my household's aquatic needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Taxation

If you knew it would help secure grant funding, how likely would you sign a petition in support of an aquatic facility/pool in Waterloo?

Extremely unlikely	Moderately unlikely	Slightly unlikely	Neither likely nor unlikely	Slightly likely	Moderately likely	Extremely likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely would you attend a fundraiser in support of an aquatic facility/pool in Waterloo?

Extremely unlikely	Moderately unlikely	Slightly unlikely	Neither likely nor unlikely	Slightly likely	Moderately likely	Extremely likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your agreement with the following statement:

"Building an aquatic facility/pool would have a positive economic impact in the area."

Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely would you be in favor of an aquatic facility/pool in Waterloo, IL, if you knew the facility/pool would be used for school programs/activities (swim practice/lessons, school meets, etc.)?

Extremely unlikely	Moderately unlikely	Slightly unlikely	Neither likely nor unlikely	Slightly likely	Moderately likely	Extremely likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your agreement with the following statement:

"I support expanding the Waterloo Park District taxing area to include all of the 62298 zip code."

Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your agreement with the following statement:

"Instead of spending money on an aquatic facility/pool, the funds should be diverted to other projects in the area."

ANNUAL Tax Payer cost at Sample Rates below:

House Appraisal	Assessment value	0.05%	0.10%	0.15%	0.20%	0.25%	0.30%	0.35%	0.40%
\$100,000	\$33,333	\$16.67	\$33.33	\$50.00	\$66.67	\$83.33	\$100.00	\$116.67	\$133.33
\$200,000	\$66,666	\$33.33	\$66.67	\$100.00	\$133.33	\$166.67	\$200.00	\$233.33	\$266.67

Using the above examples as a guide, what is the maximum increase in tax that you would help build/support the aquatic facility/pool?

00.050.10.150.20.250.30.350.40.45

Percentage increase (%)

What is the maximum season pass price that you would be willing to pay to use the aquatic facility/pool?

0102030405060708090100

Individual season pass price (\$)

What is the maximum family pass (4 individuals) price that you would be willing to pay to use the aquatic facility/pool?

0255075100125150175200225250275

Family season pass price (\$)

What is the maximum per-visit fee that you would be willing to pay per person to use the aquatic facility/pool?

023568911121415

	0	2	3	5	6	8	9	11	12	14	15
Adult per-visit fee (\$)											

What is the maximum per-visit fee that you would be willing to pay per person to use the aquatic facility/pool, for children?

	0	2	3	5	6	8	9	11	12	14	15
Child per-visit fee (\$)											

Media

How often do you use social media?

Never Less than 2hrs per month Less than 2hrs per week Less than 2hr per day At least 2hrs per day

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In general, how likely are you to search for information online about the proposed Waterloo aquatic facility/pool?

Extremely unlikely Moderately unlikely Slightly unlikely Neither likely nor unlikely Slightly likely Moderately likely Extremely likely

☐ ☐ ☐ ☐ ☐ ☐ ☐

How likely are you to search for information online about the proposed Waterloo aquatic facility/pool, if a family member (such as your children) told you about it?

Extremely unlikely Moderately unlikely Slightly unlikely Neither likely nor unlikely Slightly likely Moderately likely Extremely likely

☐ ☐ ☐ ☐ ☐ ☐ ☐

How likely are you to attend a public forum/information session about the aquatic facility/pool?

Extremely unlikely Moderately unlikely Slightly unlikely Neither likely nor unlikely Slightly likely Moderately likely Extremely likely

☐ ☐ ☐ ☐ ☐ ☐ ☐

Below is a list of possible media and promotion methods for the aquatic facility/pool.

How likely are you to respond to each method?

			Neither likely				
Extremely unlikely	Moderately unlikely	Slightly unlikely	nor unlikely	Slightly likely	Moderately likely	Extremely likely	

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Extremely unlikely	Moderately unlikely	Slightly unlikely	Neither likely nor unlikely	Slightly likely	Moderately likely	Extremely likely
TV interview/news story	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WCP website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spotify ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flyer you received in the mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Word of mouth (from a friend)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook (promotional video)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet banner ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone call	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Windshield flyer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook (ad)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ad on the side of a bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Billboard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text messages from WCP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
iHeartRadio ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Print ad (newspaper/magazine)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demo

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Prefer not to answer

What is your annual household income?

- ☐ Less than \$25,000
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 or more
- ☐ Prefer not to answer

What is your age?

- ☐ Under 18 years old
- ☐ 18 to 24 years old
- ☐ 25 to 34 years old
- ☐ 35 to 49 years old
- ☐ 50 to 64 years old
- ☐ 65 or older
- ☐ Prefer not to answer

What is your marital status?

- ☐ Married
- ☐ Widowed
- ☐ Divorced
- ☐ Separated
- ☐ Never married
- ☐ Engaged to be married
- ☐ Prefer not to answer

What is the highest level of education that you have completed?

- ☐ Less than high school
- ☐ High school graduate
- ☐ Some college
- ☐ 2 year degree
- ☐ 4 year degree

- ☐ Professional degree
- ☐ Doctorate

How many children are living in your household, currently?

- ☐ None
- ☐ None yet, but we are expecting
- ☐ One
- ☐ Two
- ☐ Three
- ☐ Four or more

What is your ZIP code?

Are you a registered voter of the county of Monroe, in the state of Illinois?

- ☐ Yes
- ☐ No

Do you live in the Waterloo, IL school district?

- ☐ Yes
- ☐ No

How long have you lived in the Waterloo school district?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Less than a year | 1-5 years | More than 5 years | More than 10 years | More than 20 years |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Can you swim?

- ☐ Yes
- ☐ No

How many people in your household can swim?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 or more

Do you (or your family) have a pool at home?

- ☐ Yes
- ☐ No

Is at least one member of your family on a swim team?

- ☐ Yes
- ☐ No

During the summer, how many hours per week do you estimate you spend on the following?

	0(none)	Less than 4hrs	4-8hrs	9-12hrs	More than 12hrs
Swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunbathing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other water-related activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Approximately how far do you live from the center of Waterloo?

(You may visit <https://www.google.com/maps> if you are unsure of the distance.)

- Less than a mile 5 miles or fewer 10 miles or fewer 15 miles or fewer More than 15 miles
- ☐ ☐ ☐ ☐ ☐

Incentive

WCP will be offering a \$25 gift card to FOUR lucky survey participants in a random drawing. The winner will be selected after the survey schedule has closed.

If you wish to participate in the drawing, please enter your email address below.

Survey Powered By **Qualtrics**