



Jefferson County Aquatic Recreation Survey

Final Results

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Background



- Who is JAC?
 - A non-profit corporation, led by volunteers
 - Mission: *Provide proactive leadership & advocacy to sustain a thriving public aquatic facility that serves the needs of East Jefferson County now and in the future.*
- Conducted a survey of Jefferson County residents to:
 - Understand **interest and current use** of aquatic facilities by JeffCo residents
 - Learn **what services and amenities** are most important to JeffCo residents so a new facility can be customized to our community
 - Gather information to support the work of a **Public Facilities District (PFD)**

Methods



- Survey used Zoho Survey platform
- **Full Coverage** survey design
 - Target was the entire population, reduces sampling bias
 - Voluntary participation
 - Major outreach campaign to make survey available to all residents
- Open for 2 months, from **Feb 1 - March 31**
- Configured to maximize data quality
 - Limiting one submission per device
 - Captcha to ensure human submissions only
- Submissions only by adults (18+)
- Demographic questions were required
 - Used to compare submissions by Jefferson County population demographics (2020 census) and for **weighting**



Methods



- Conducted comprehensive review of data quality prior to analysis
 - Corrections/omissions made only when necessary to complete analysis
 - Evaluation of unique IP addresses
- Results for some survey questions were analysed by **age groups** or **geographic areas**
 - Weighting applied to evaluate support for public funding
- Conducted a **sentiment analysis** on the write-in comments
 - Combination of qualitative categorization and AI summarization using chatGPT and yeschat.ai
- Analysis, data and outputs are publicly available on the JAC Github account.

https://github.com/JeffCoAquatic/JeffCo_Aquatic_Recreation_Survey



reCAPTCHA



Deeper Analysis of Survey Data

The evaluation of data quality and quantitative analysis of survey responses was expanded since the preliminary results were first presented on 4/7/2025

- Updates from the preliminary report include:
 - Investigation into duplicate IP addresses and omission of unique IP addresses with 5 or more responses.
 - Manual corrections of data formatting and entry errors
 - Summary of age-based preferences on aquatic and non-aquatic amenities
 - Usage shift analysis
 - Age and location based weighting to responses on support for the proposed sales tax.

Survey Responses - Overview

- **2951** submissions from full-time and part-time residents (*raw*)
- **2634** submissions retained for analysis after QA/QC(*preprocessed*)
- **6,255** people represented in the survey responses
 - 18.9% of Jefferson County residents
- Median of **1** response per IP address (*both raw and preprocessed*)
- Demographics of respondents closely matched overall demographics of Jefferson County residents
- Received **1,544** write-in comments
 - **52%** of respondents provided thoughtful feedback on the project and represented a very broad range of viewpoints

Survey Results - Key Findings

- **High Community Interest:** 76% of respondents indicated that access to a new public aquatic facility is important or somewhat important.
- **Current Usage Patterns:** Over half (51.8%) of households reported using an aquatic facility within the past two years, nearly 70% of users swim at pools other than Mountain View.
- **Latent Demand for a Mid-County Facility:** 15% of respondents who currently do not use aquatic facilities anticipate frequent use if a new facility were built in Port Hadlock with preferred amenities.
- **Strong Support for Health and Wellness Features:** Top aquatic amenities include hot tubs (44.1%), saunas (42.1%), lap swimming (35.5%), and therapeutic pools (32.4%). Fitness classes (30%) and physical therapy services (23%) were among the most popular non-aquatic features.
- **Sales Tax Support:** 58.3% of respondents (weighted) supported a proposed 0.2% county-wide sales tax to partially fund construction of the new facility; 30.3% opposed, and 11.4% were undecided or requested more information.

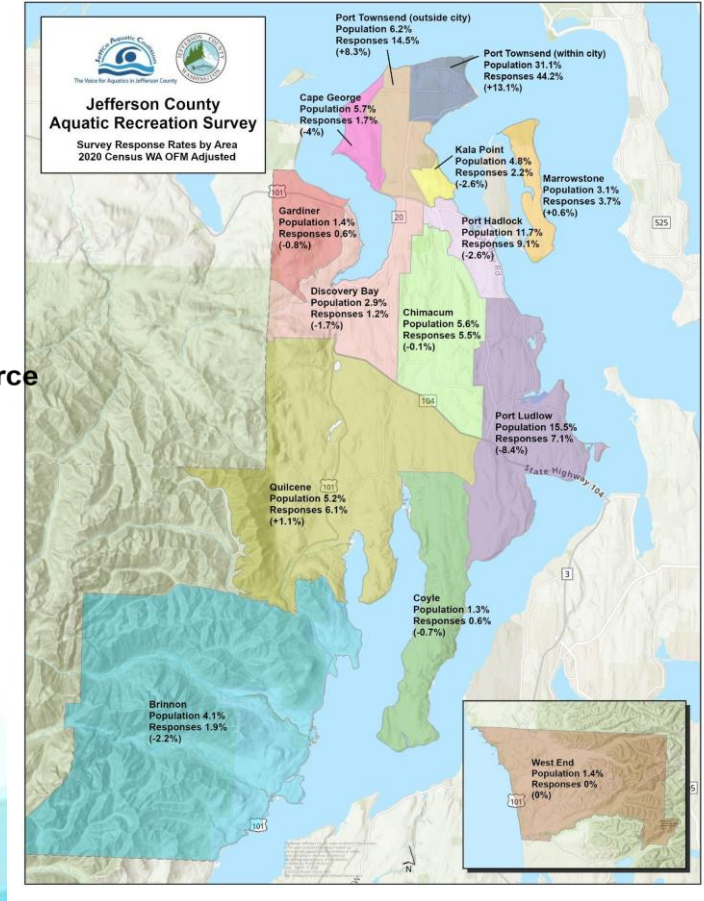
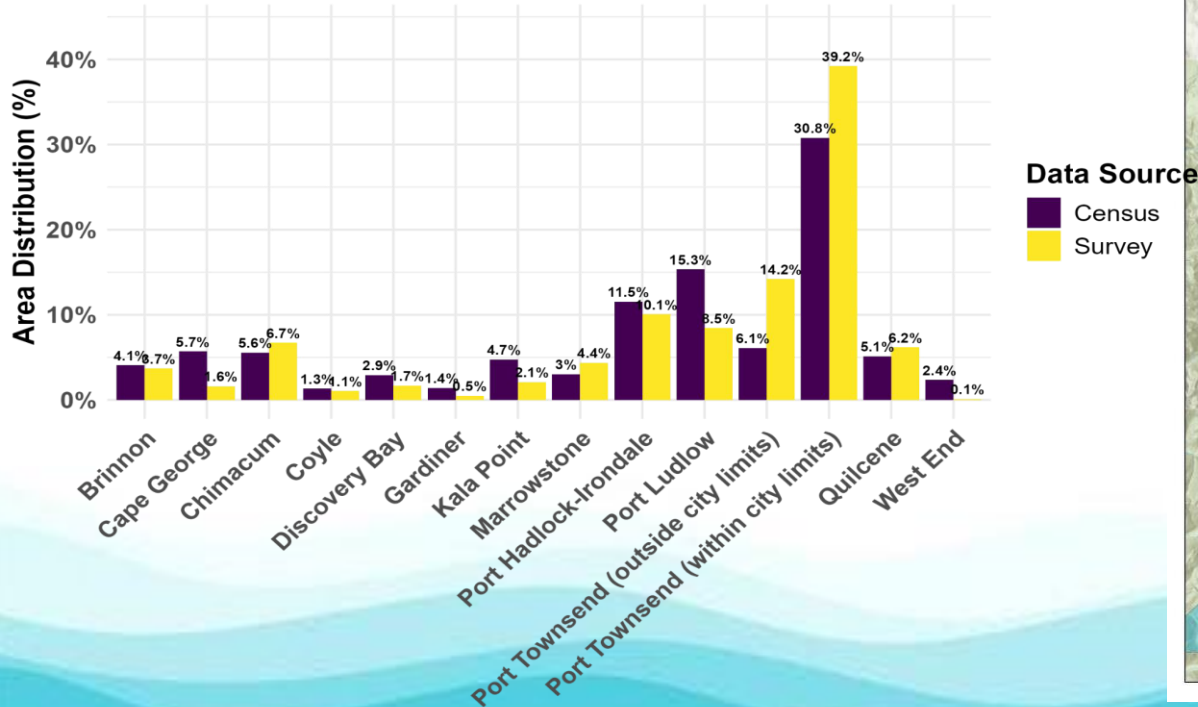
Aquatic Recreation Survey Results



Survey Responses - Population Representation

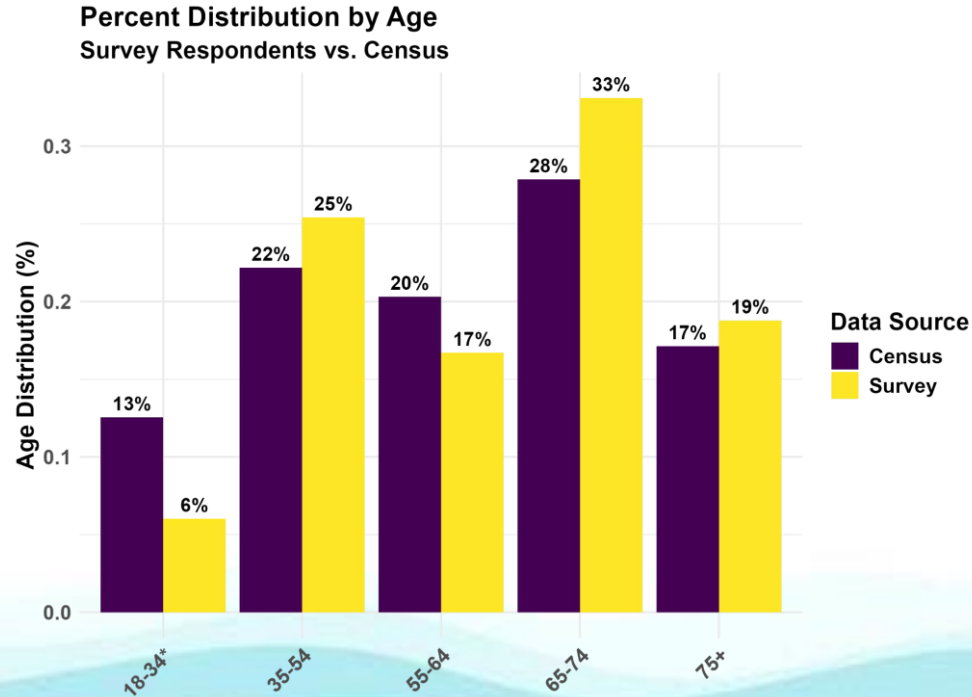
Question 2: Which city or area do you live?

Percent Distribution by Geographic Area
Survey Respondents vs. Census



Survey Responses - Population Representation

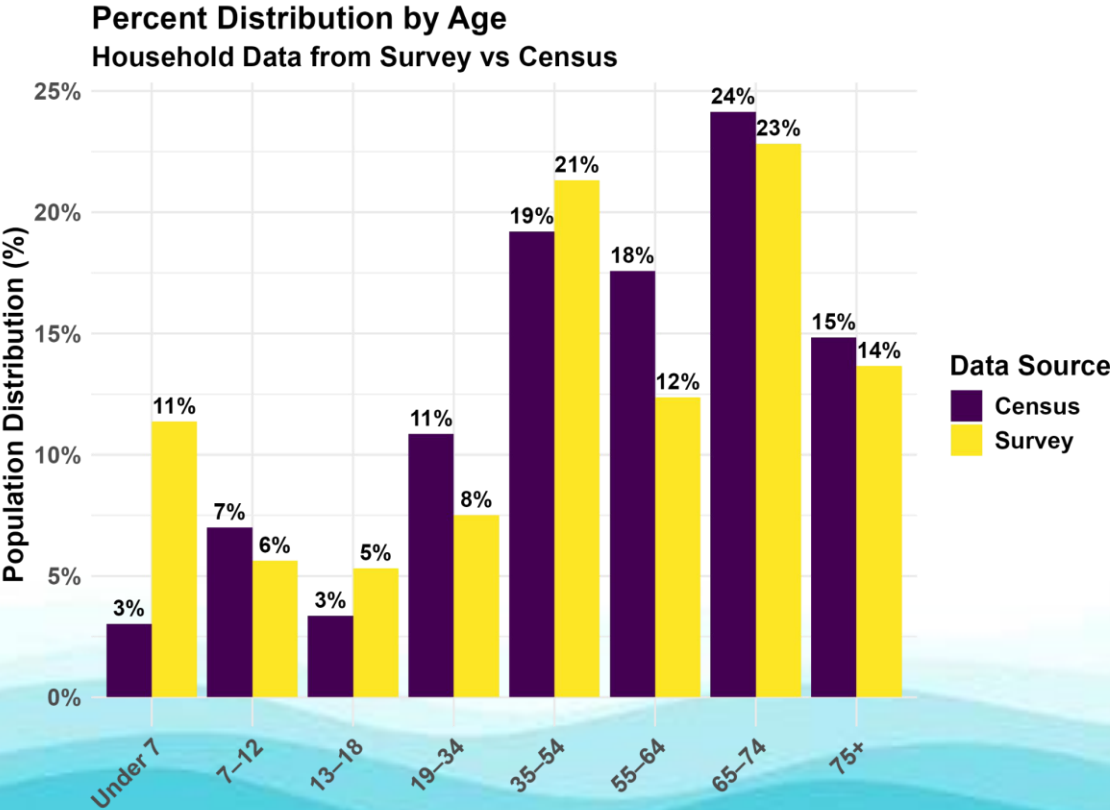
Question 3: What is your age?



*Survey age bins were from 18-34, while census age bins were 19-34

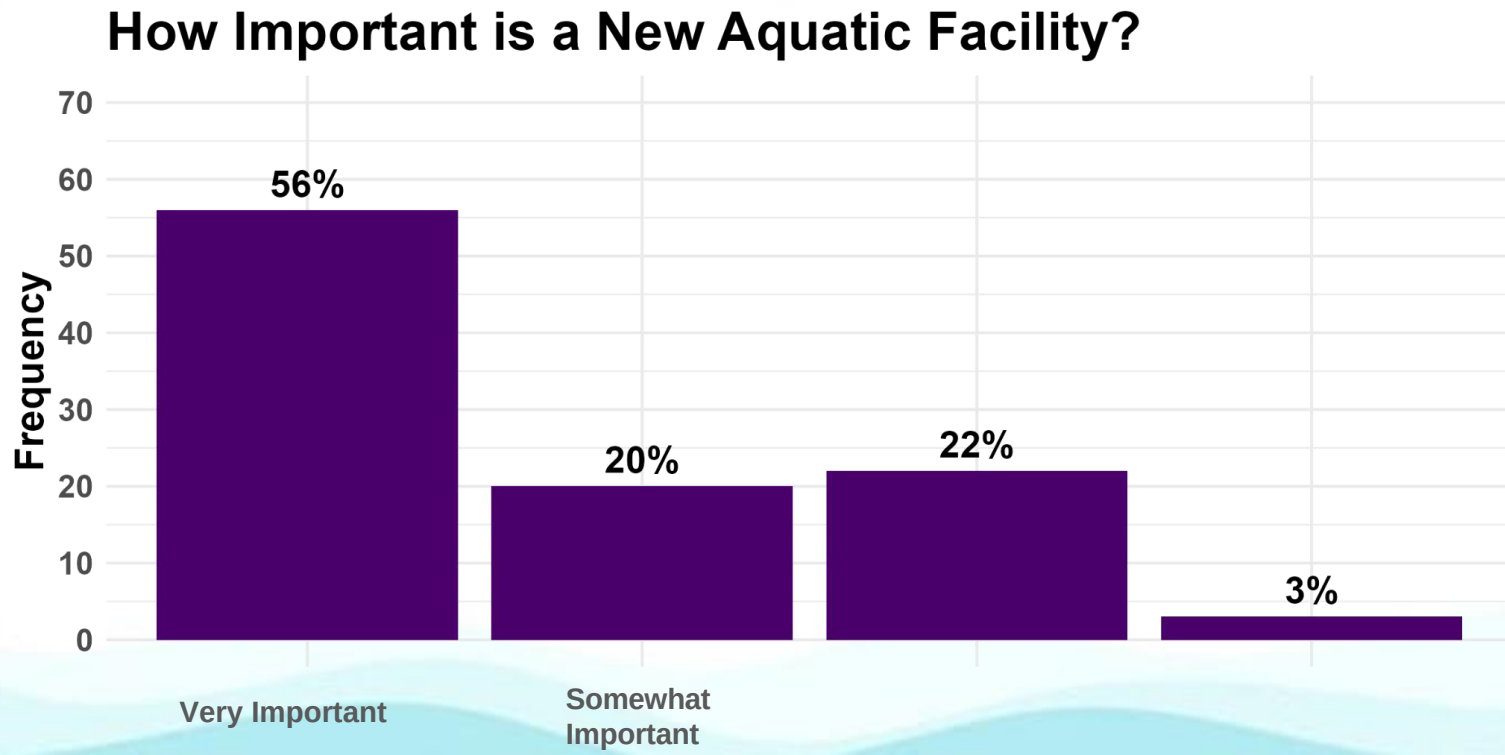
Survey Responses - Population Representation

Question 4: Please select the number of individuals in your household by age group?



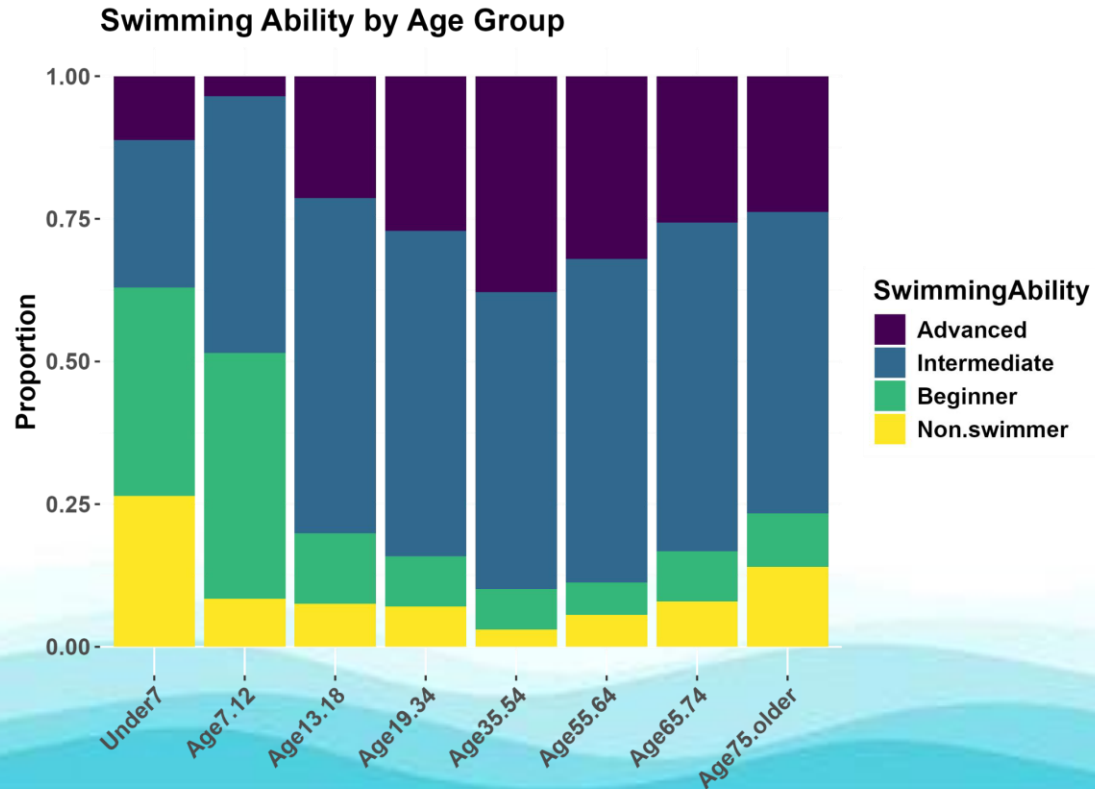
Survey Responses - Aquatic Center Usage

Question 5: In your opinion, how important is it to have a new public aquatic facility?
The proposed building site is located in Port Hadlock.



Survey Responses - Aquatic Center Usage

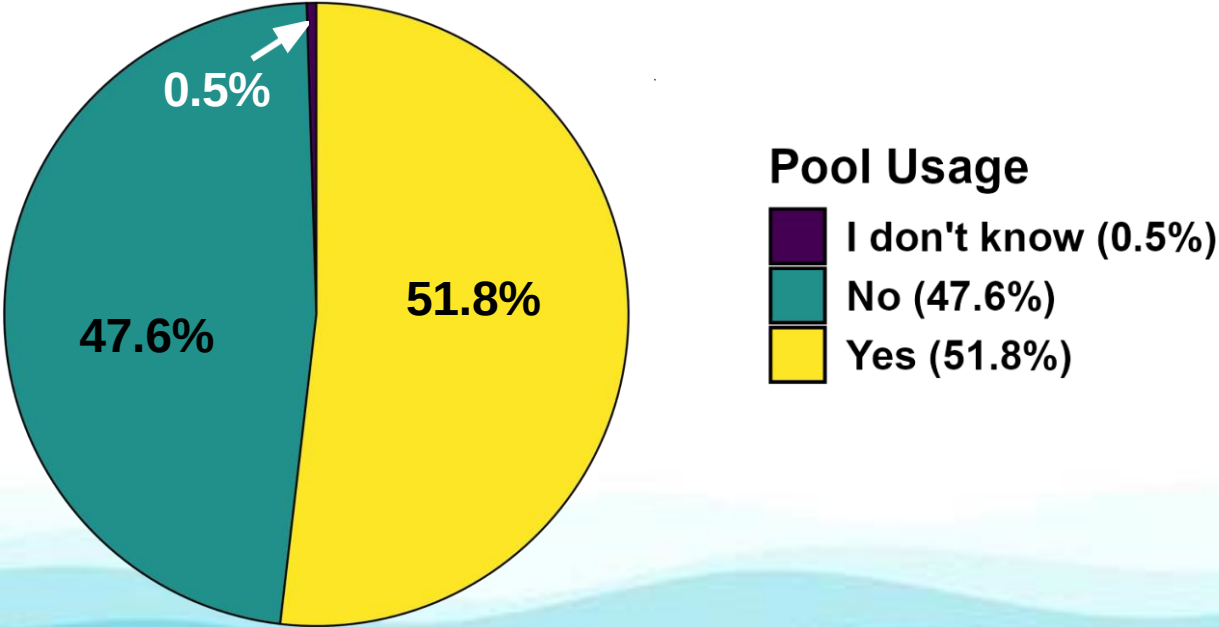
Question 6: Please provide the swimming abilities of the members in your household by selecting a number for each age group and swim ability level.



Survey Responses - Aquatic Center Usage

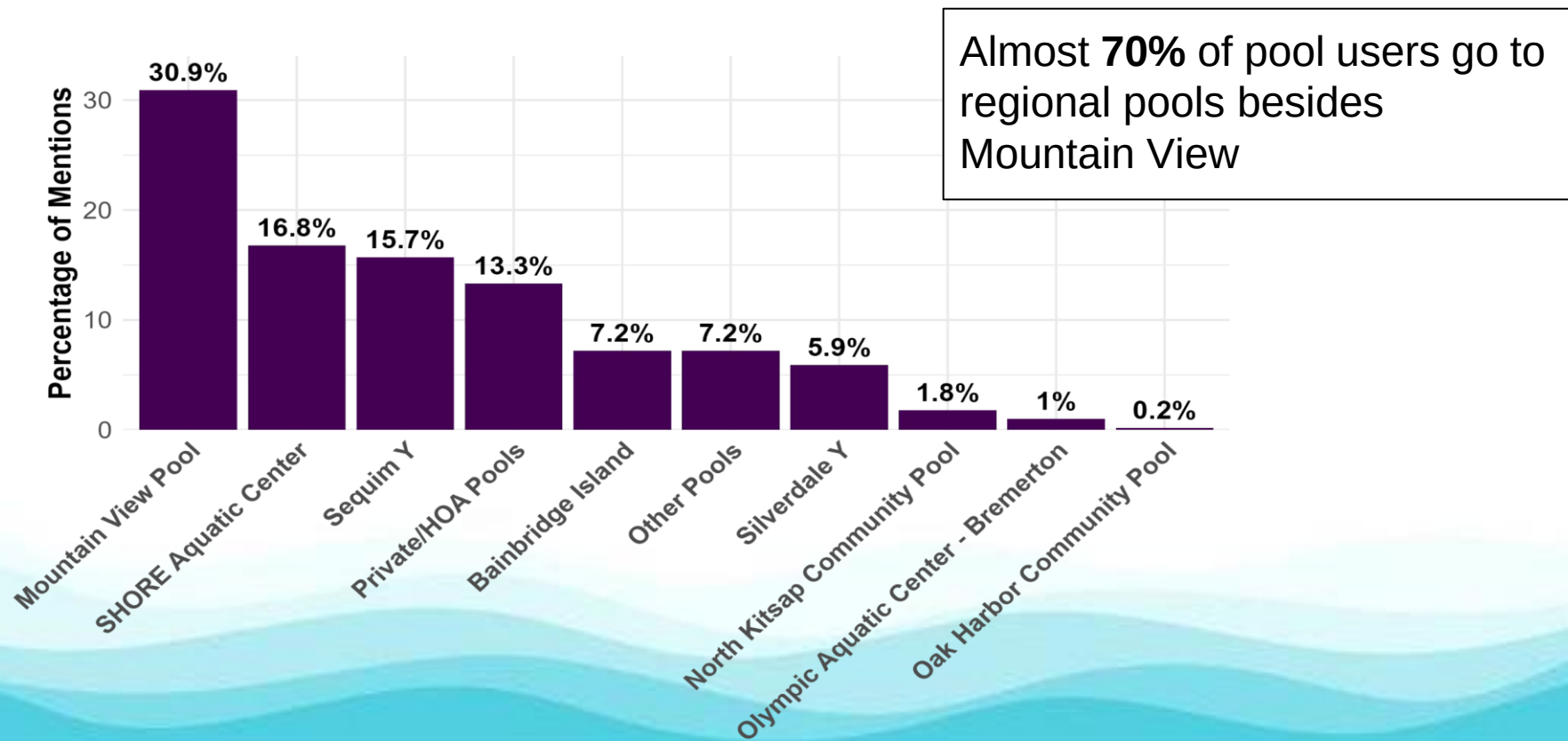
Question 7: Have you or anyone in your household used an aquatic facility in the last 2 years?

Pool usage within the last 2 years



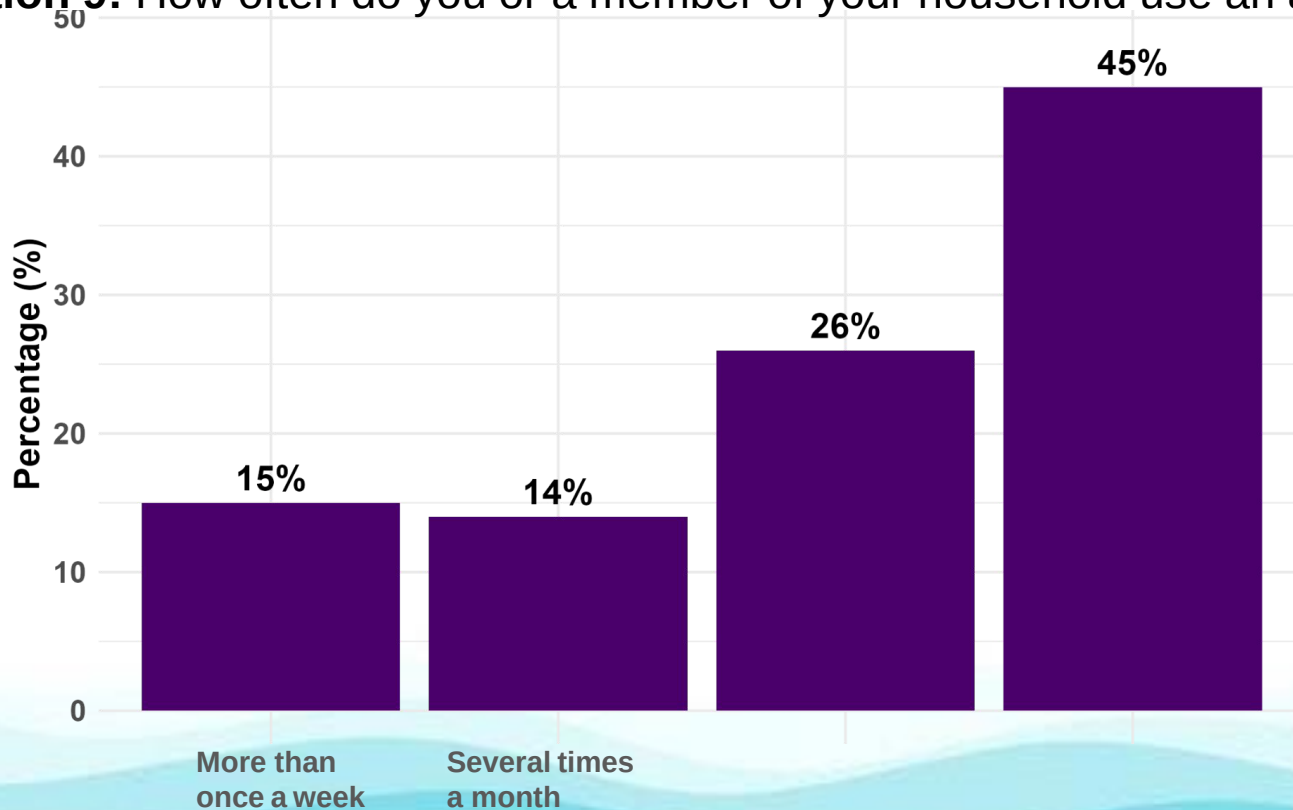
Survey Responses - Aquatic Center Usage

Question 8: Which aquatic facilities did you or a member of your household use?



Survey Responses - Aquatic Center Usage

Question 9: How often do you or a member of your household use an aquatic facility?



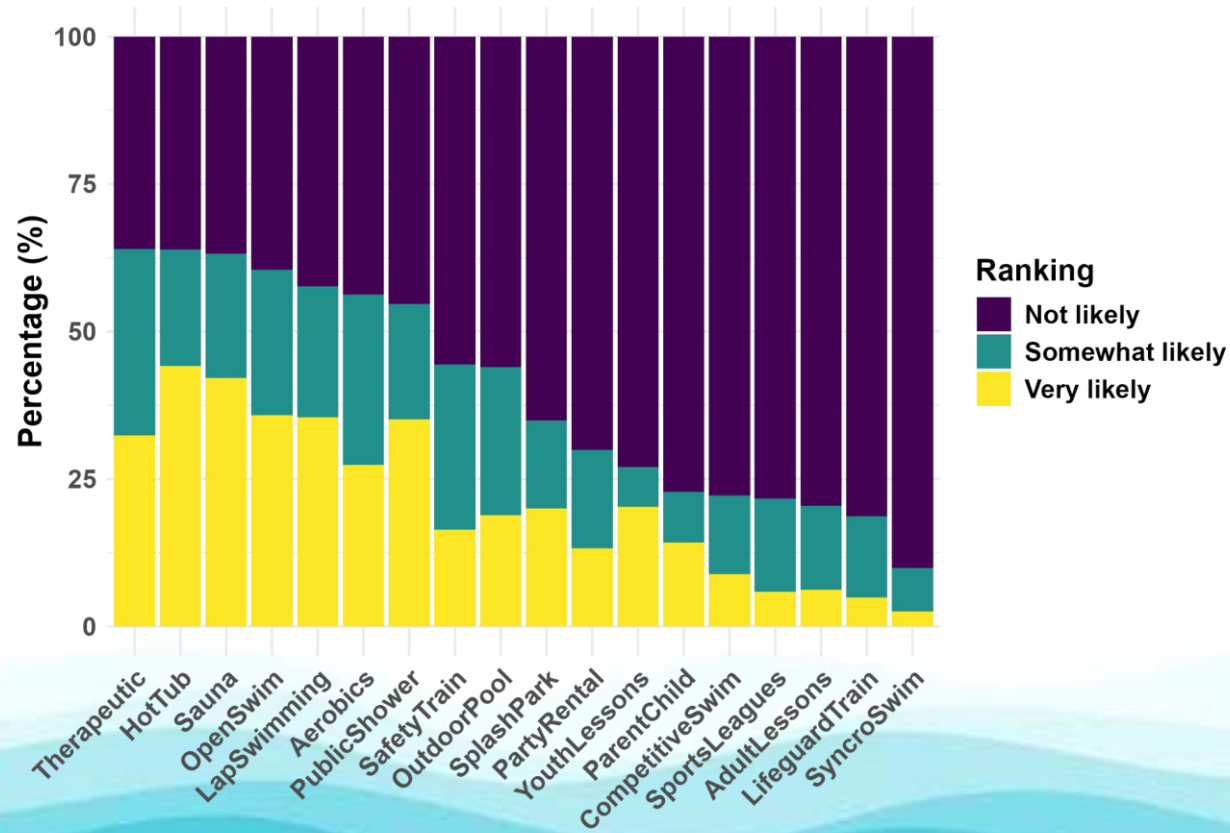
Survey Responses - Aquatic Center Usage

Question 10: To help define the design for a new public aquatic and recreation facility, please identify how likely you or members of your household would be to participate in the following programs if they were offered?



Survey Responses - Aquatic Center Usage

Aquatic Amenities by Rank



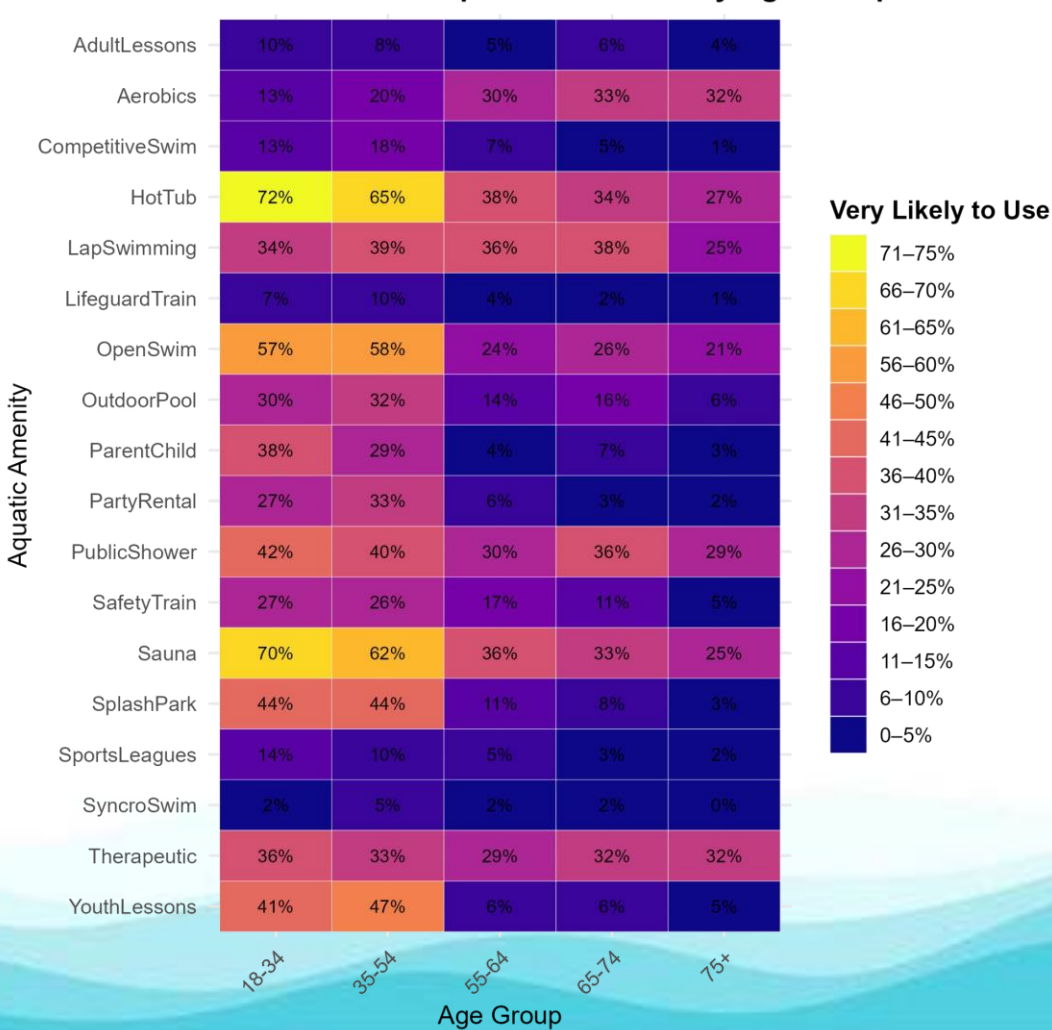
Age-Based Differences in Aquatic Center Usage

Widest Agreement across Age Groups: Hot Tub, Sauna, Therapeutic Use, Lap Swimming, Public Shower

Higher Preference with Ages Under 55: Open Swim, Youth Swim Lessons, Splash Park, Party Rentals, Safety Training

Higher Preference with Ages 55 and Over: Water Aerobics

Most Preferred Aquatic Amenities by Age Group

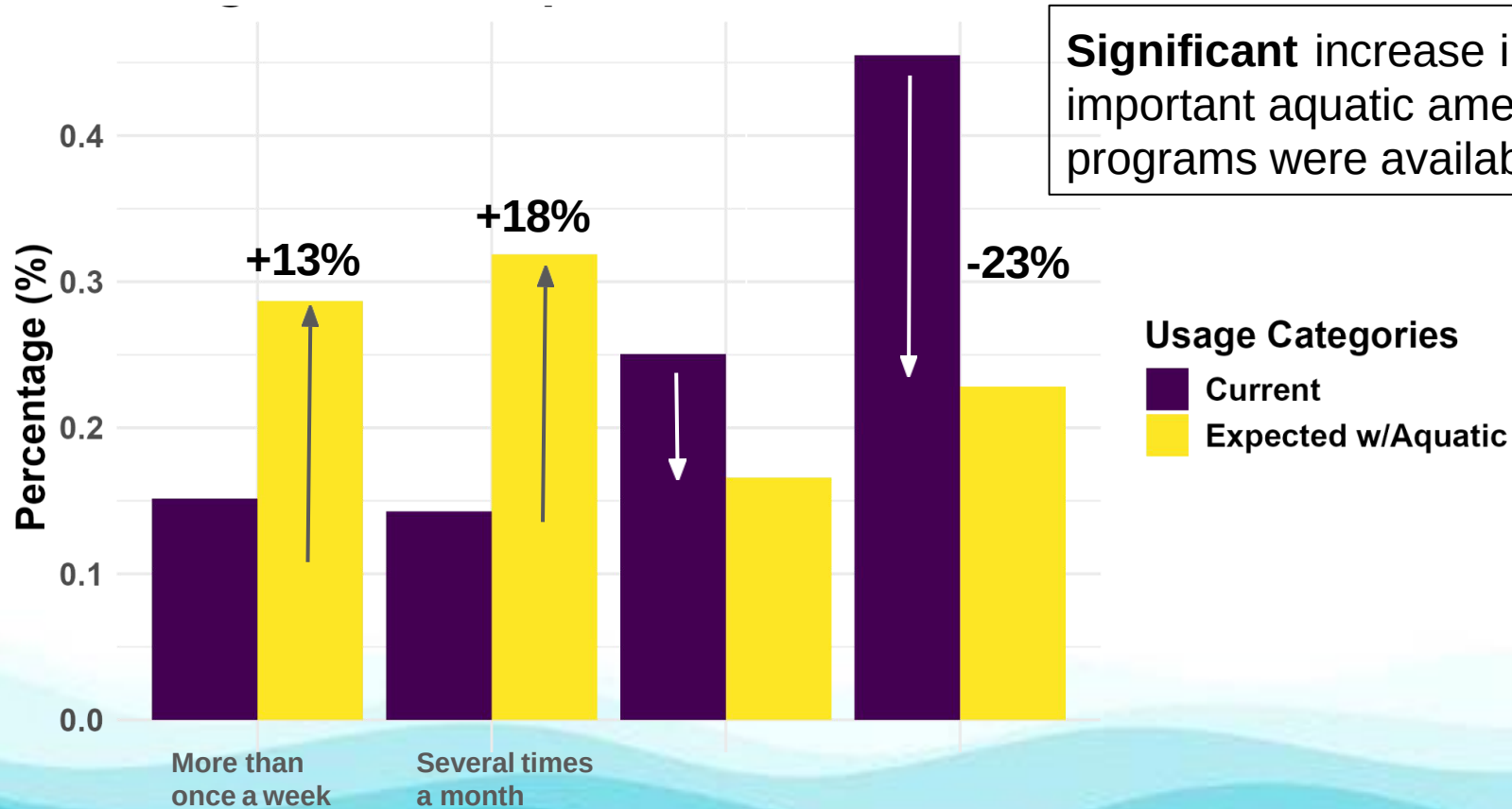


Survey Responses - Aquatic Center Usage

Question 11: If you had access to a new facility in Port Hadlock that could accommodate the aquatic programs most important to you, how often would you use the facility?



Survey Responses - Aquatic Center Usage



Evaluating Shifts in Usage

Never → Frequent Use:

15% (400) respondents who never use a pool expected monthly or weekly usage with preferred amenities

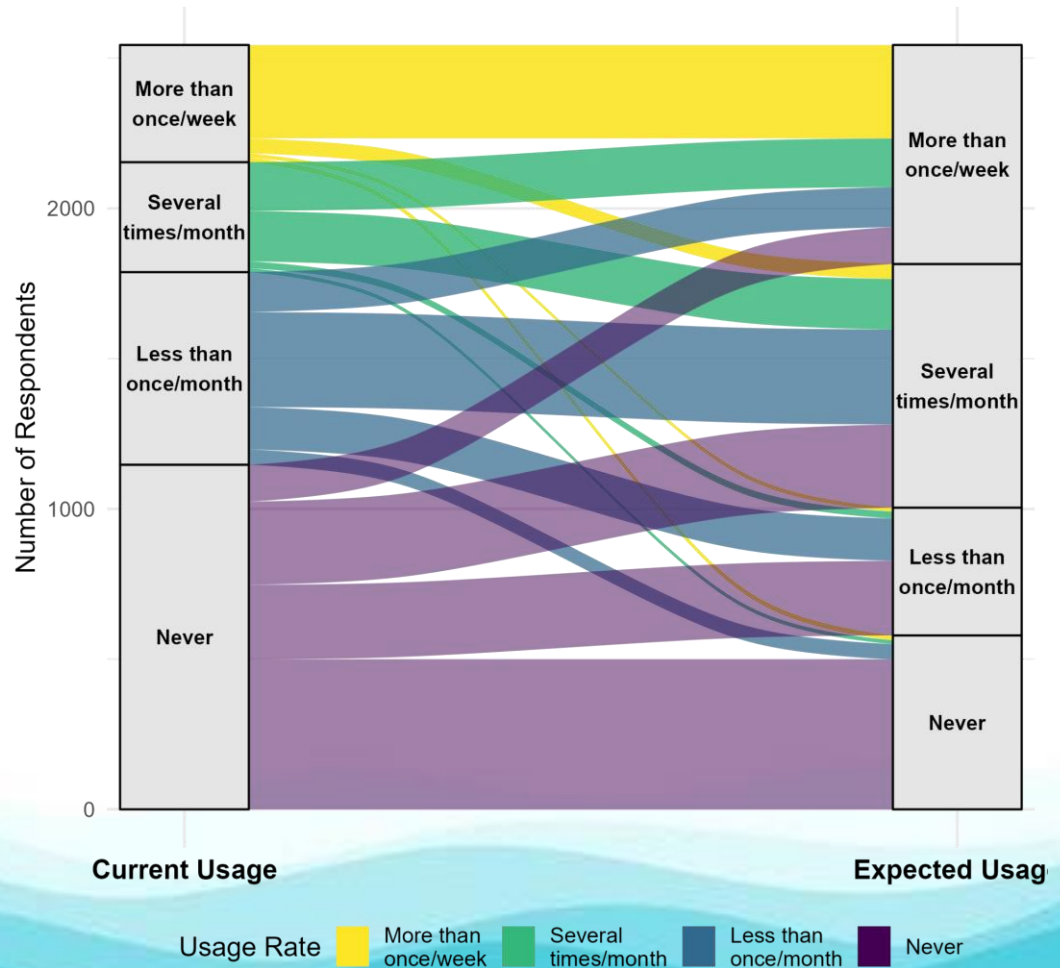
Comments cited more central/convenient location and expanded amenities

Weekly → Infrequent Use:

1.1% (29) respondents who use a pool facility very frequently expected to reduce usage to monthly or never

Comments cited concern over Mountain View closure, less convenient location, financial concern, or being content w/HOA pool

Expected Change in Aquatic Facility Usage

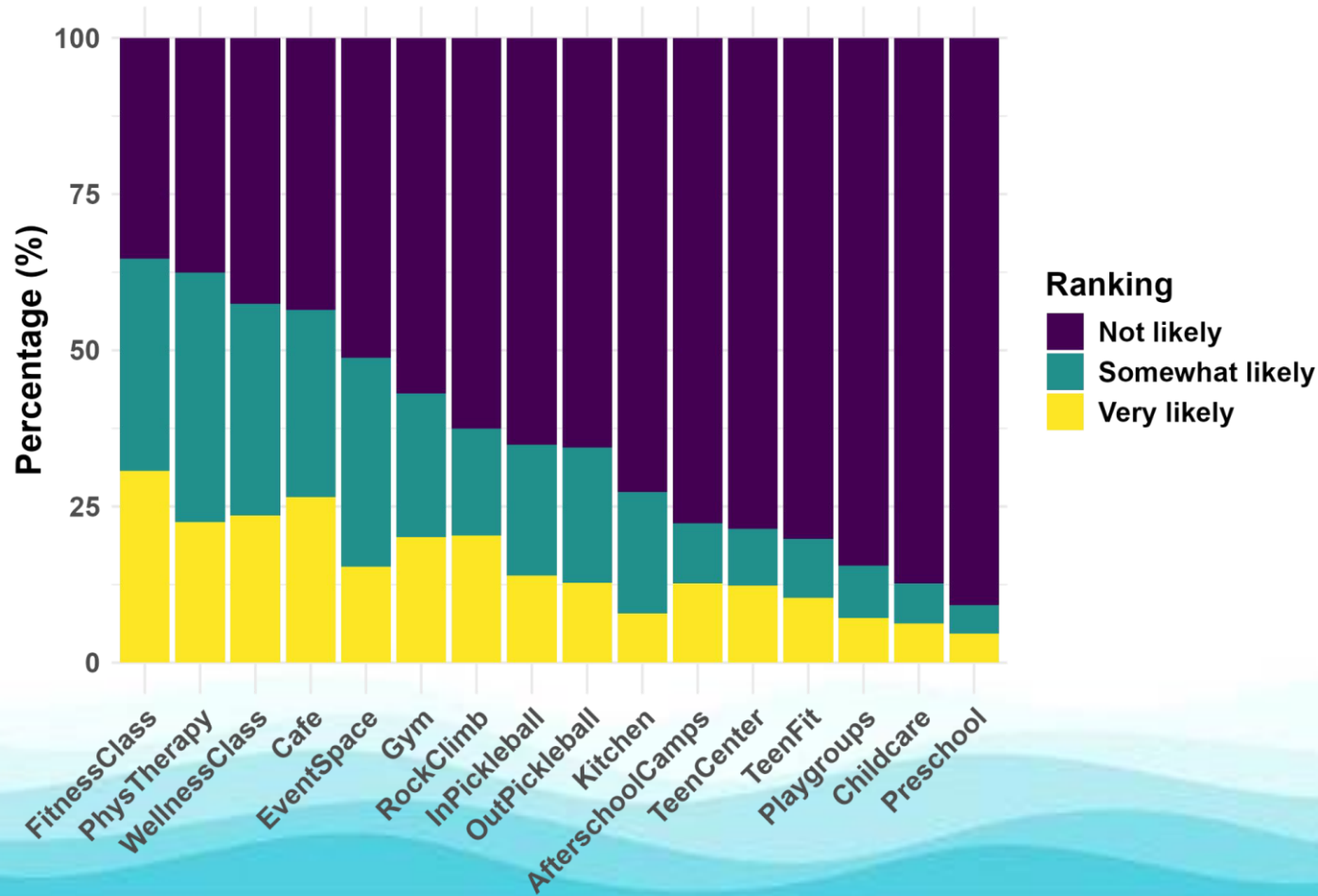


Survey Responses - Aquatic Center Usage

Question 12: Please identify how likely you or members of your household would be to participate in the following **non-aquatic** programs if they were offered.



Survey Responses - Aquatic Center Usage

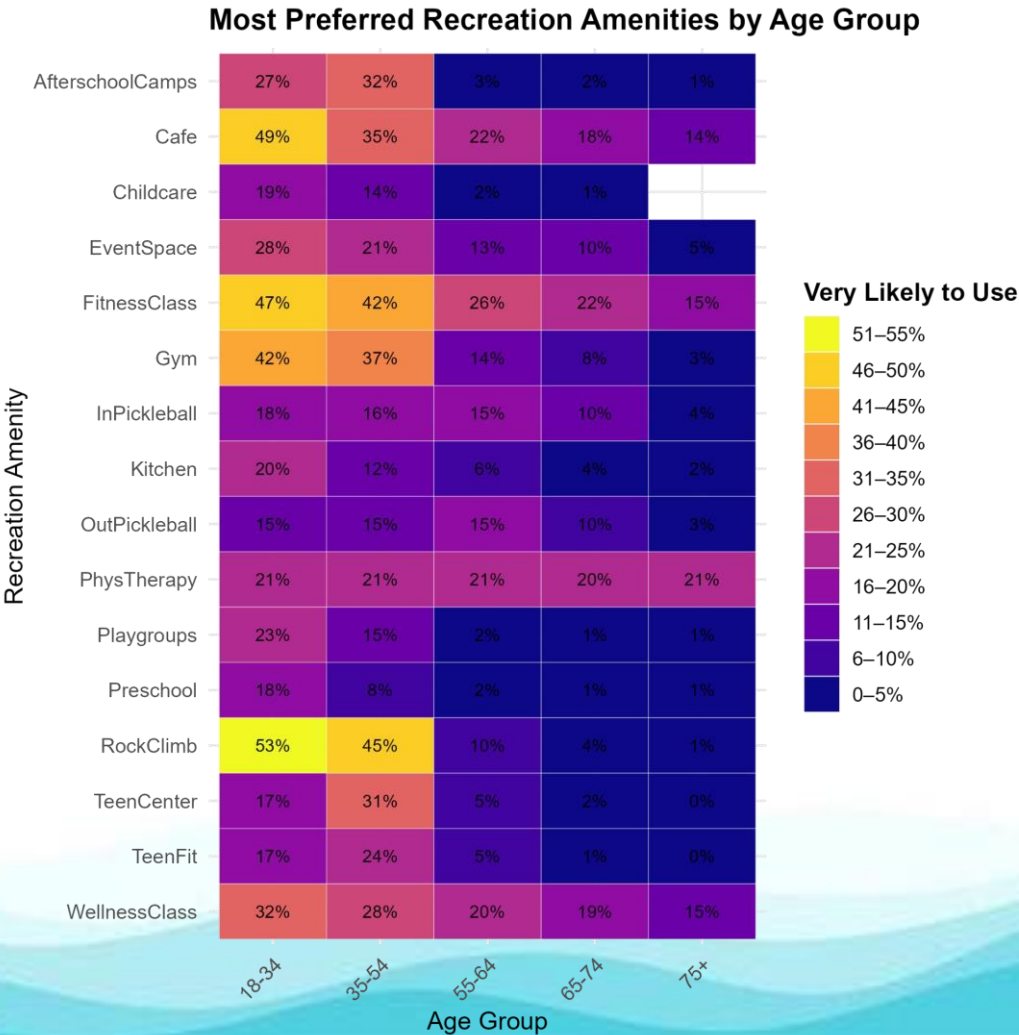


Age-Based Differences in Non-Aquatic Preferences

Wide Support Across Age Groups: Cafe, Fitness Classes, Physical Therapy, Wellness Classes, Indoor Pickleball

Higher Preference with Ages Under 55: Rock Climbing, Gym, After School Camps, Teen Center, Teen Fitness, child Care

No Unique Preferences to Ages 55 and Over



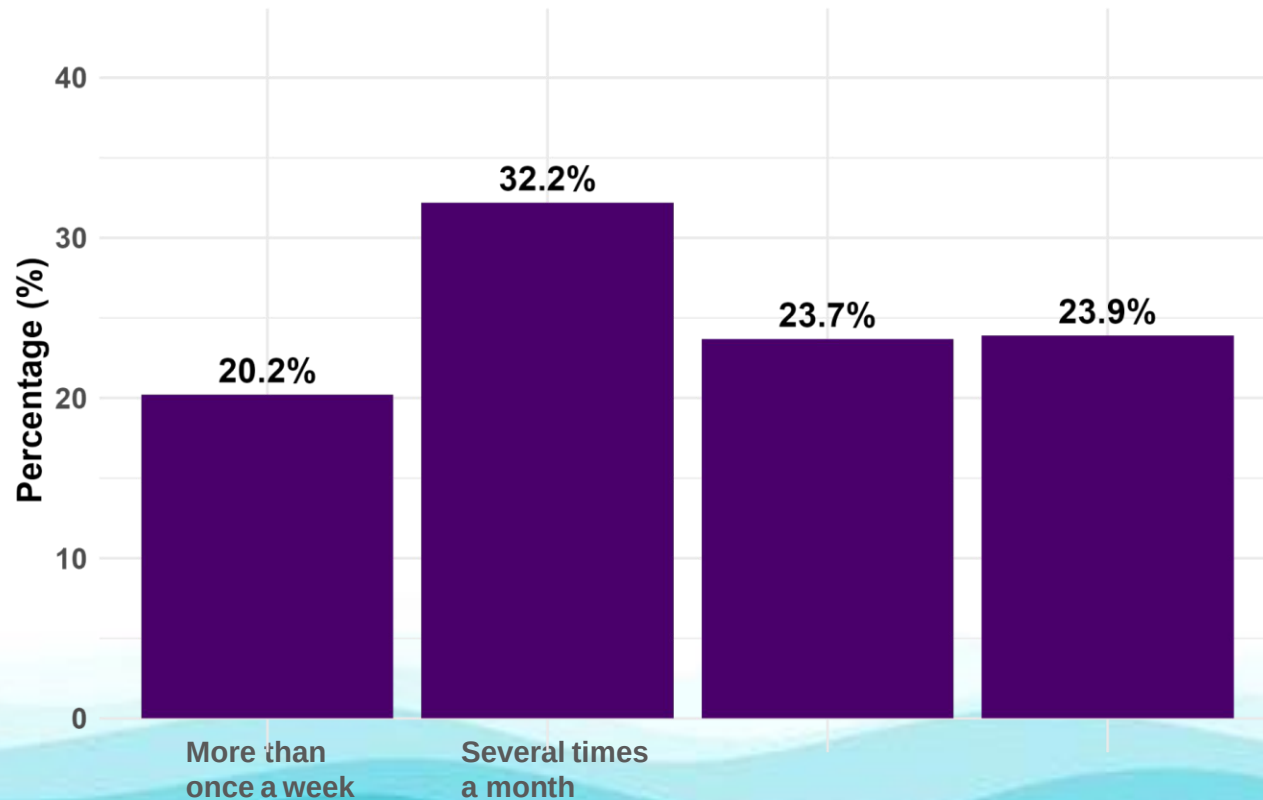
Survey Responses - Non-aquatic Center Usage

Question 13: If you had access to a new facility in Port Hadlock that could accommodate the **non-aquatic** programs most important to you, how often would you use the facility?



Survey Responses - Non-aquatic Center Usage

Expected Usage Rates for Non-Aquatic Amenities

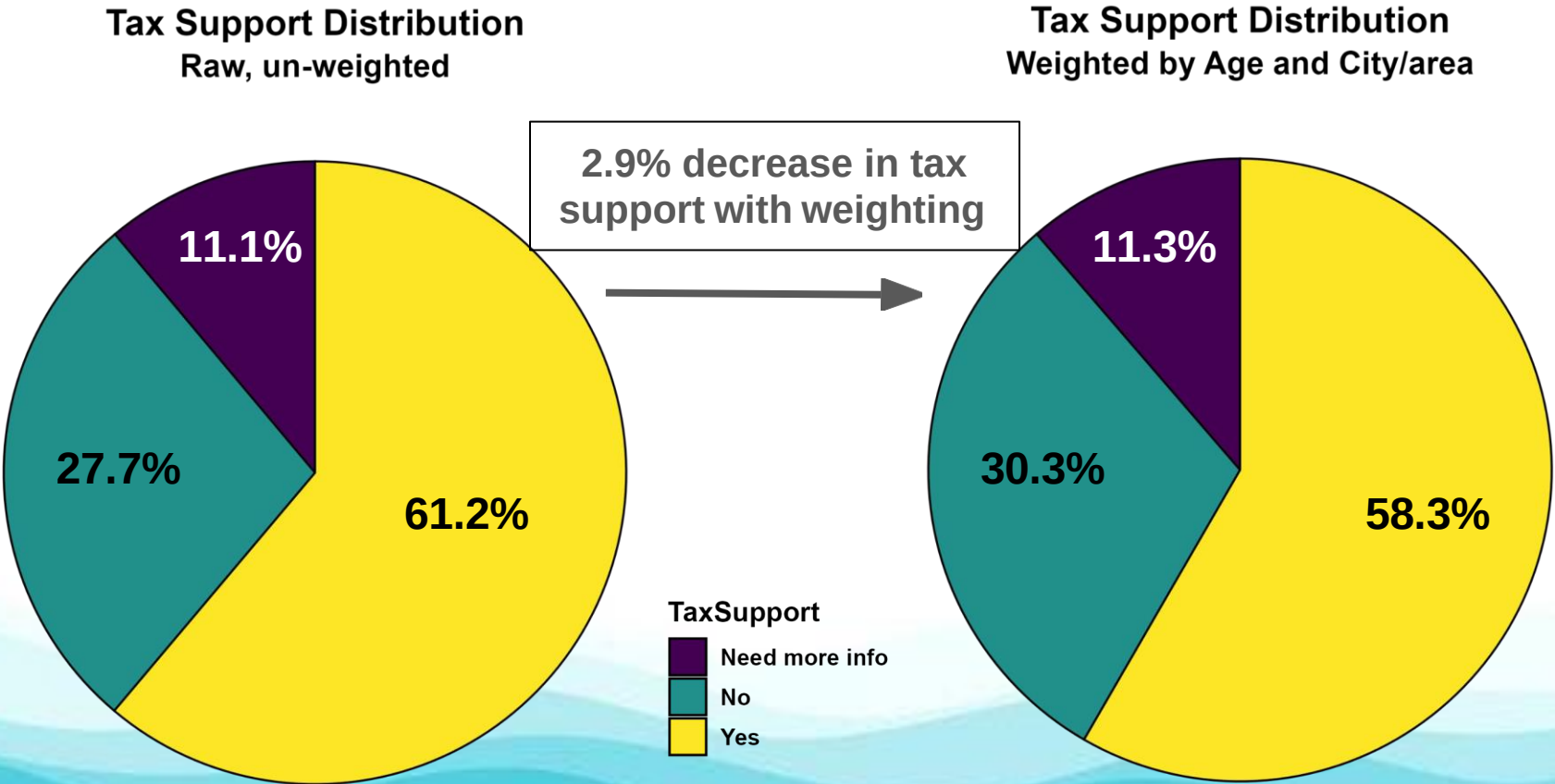


Survey Responses - Support for Public Funding

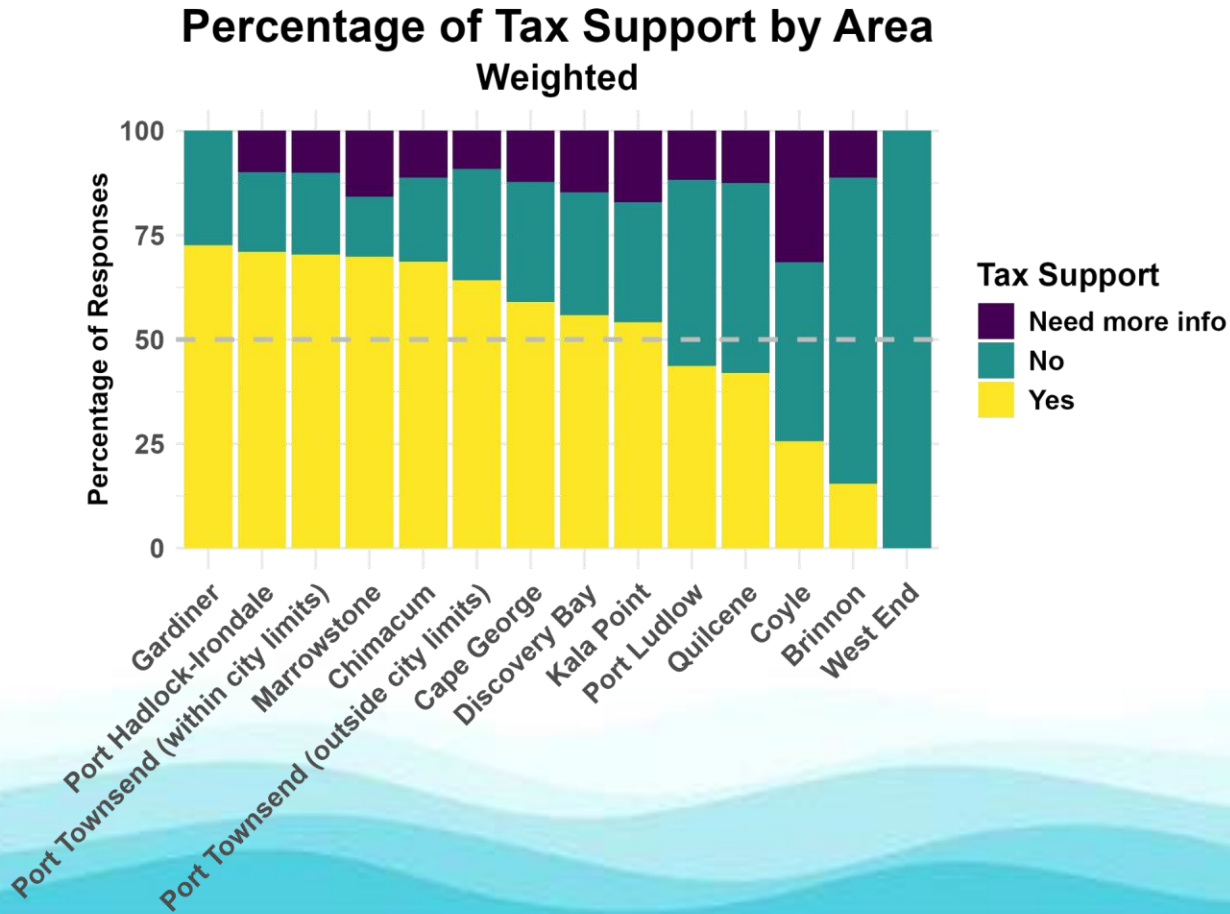
Question 14: Would you support a small, approximately 0.2% (20 cents per \$100), county-wide sales tax (excluding groceries and prescriptions) that would fund a portion of the cost of constructing a new aquatic and recreation facility in Port Hadlock?



Survey Responses - Support for Public Funding



Survey Responses - Support for Public Funding



Survey Responses - Sentiment Analysis

Final Question: Do you have **additional comments** about the current efforts to build a new aquatic and recreation facility in East Jefferson County or suggestions for how you would like to use this new facility?



AI sentiment analysis of 1,544 write-in comments.

Survey Responses - Sentiment Analysis

Key Insights

Support (40%): Comes from those who value community-building, health benefits, and water safety.

Opposition (35%): Comes from those worried about taxation fairness, spending priorities, and government efficiency.

Middle Ground (25%): Some support the idea but want alternative funding or specific changes to the proposal.

Other Common Themes - location, design features, multigenerational interest, accessibility and affordability, transportation, facility operation

More details are provided in the *Aquatic Recreation Survey Report*

William Shore Aquatic Center, Sunday 4/6/2025



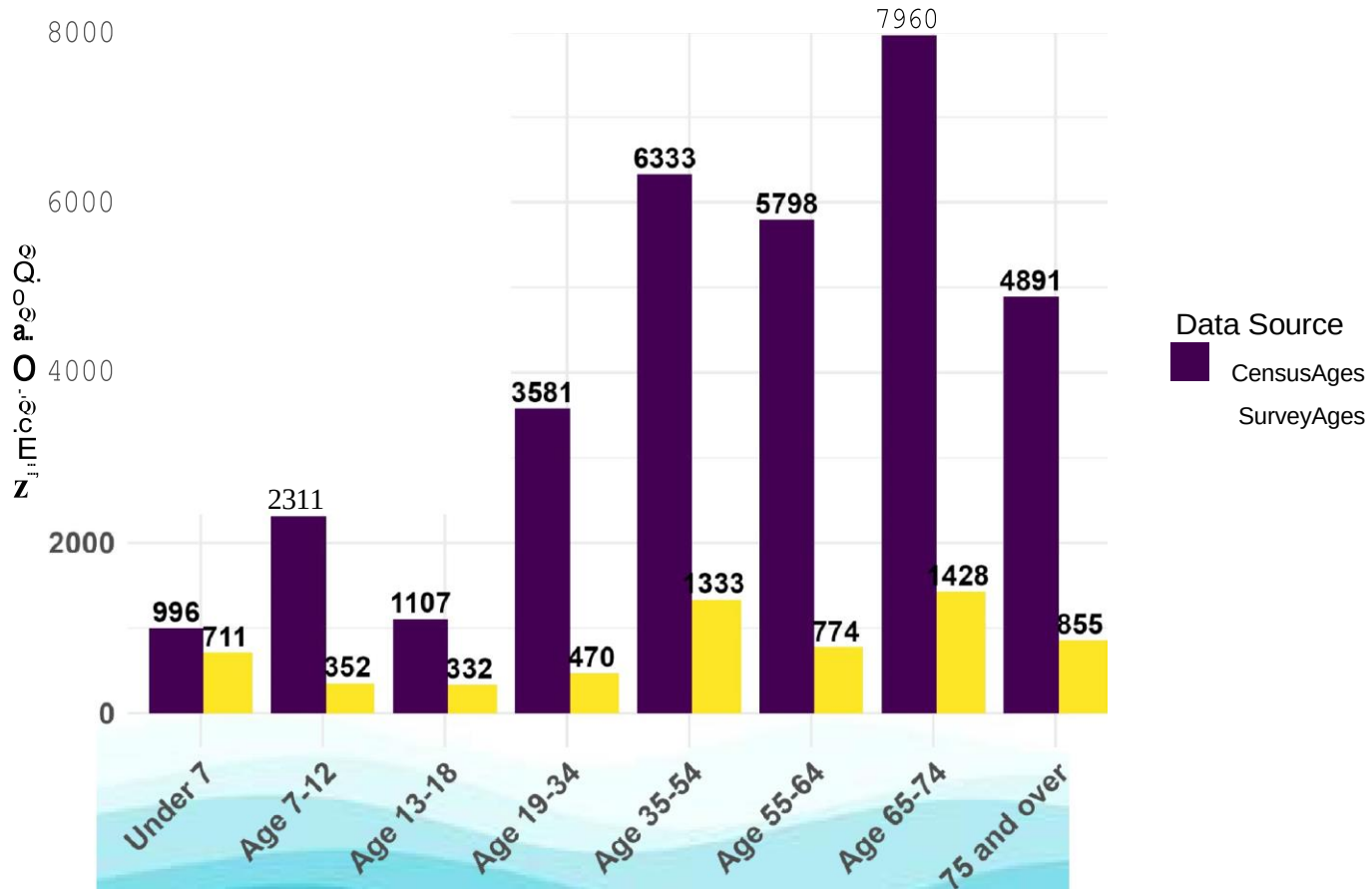


Thanks for your Attention

Additional Reference Slides



Age Distribution of Survey vs Census {Absolute Numbers}



Survey Responses - Data Weighting

Why Weight Survey Results?

- Raw results may over- or under-represent some age groups or areas
 - Weighting adjusts for differences between who responded and the actual population
 - Ensures all groups (by age and geography) are fairly represented
 - Results are more likely to represent the true opinion of the population, especially if survey results are imbalanced
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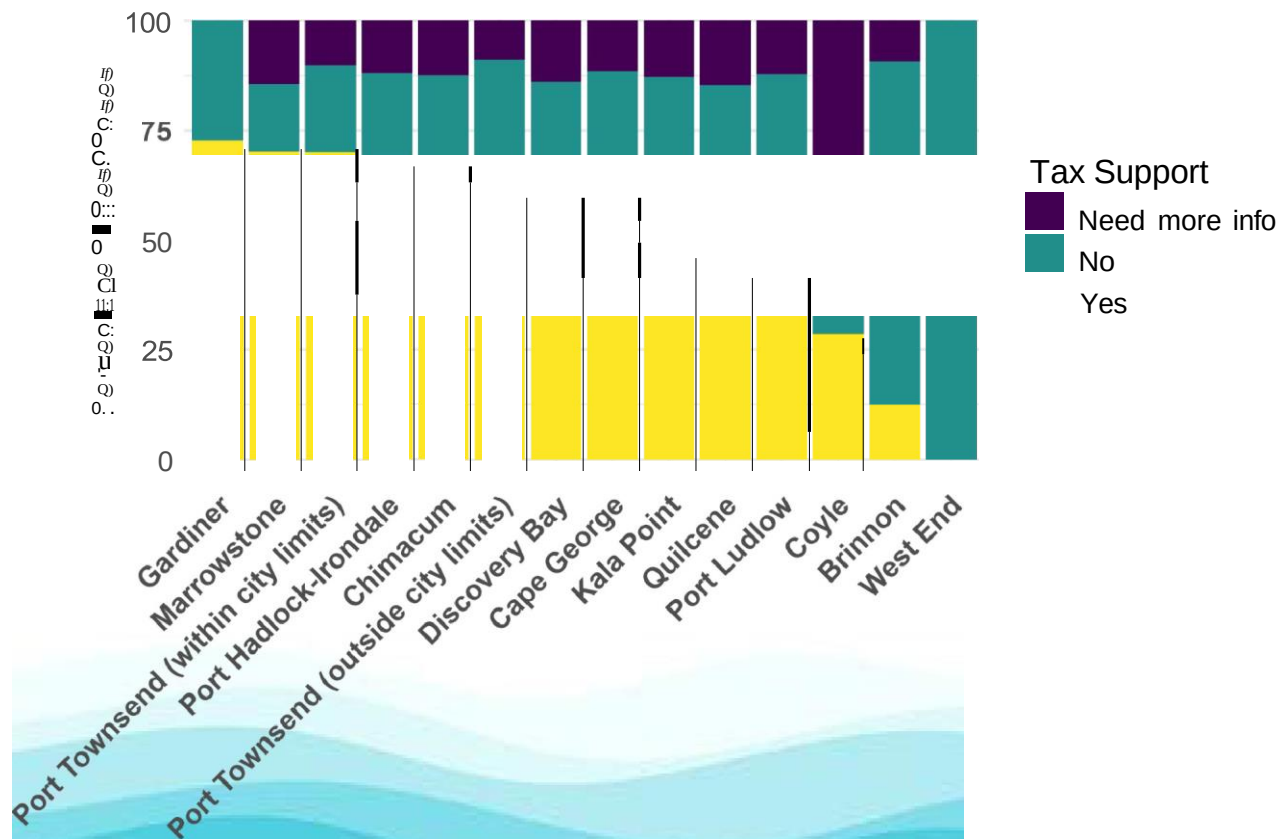
Survey Responses - Data Weighting

Weighting Methods:

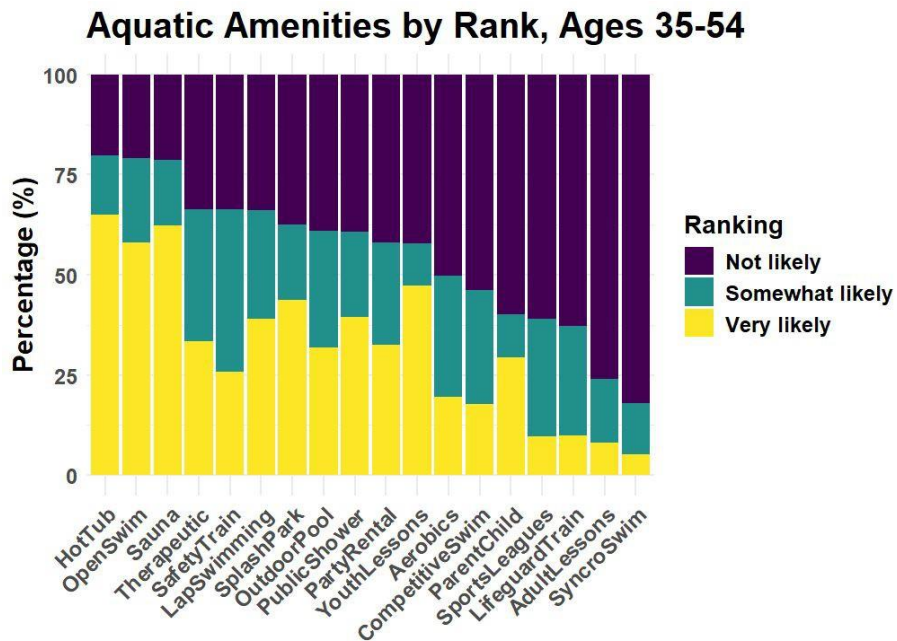
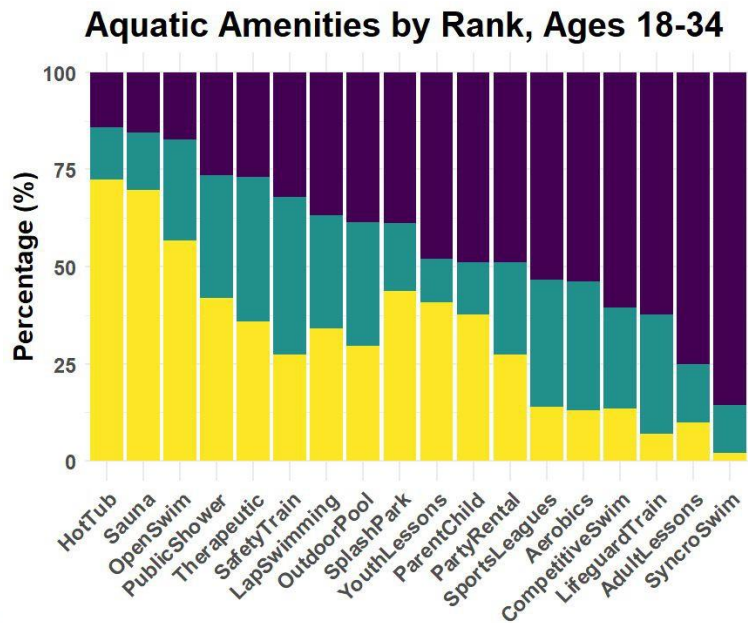
- Age and area distributions from survey responses were **very similar** to the latest Jefferson County census
- But alignment is never perfect, for example:
 - Ages 18-34 were slightly under-represented and Ages 65-74 were slightly over-represented in the survey
 - By area, Port Townsend was slightly over-represented and Port Ludlow was slightly under-represented
- Weighting adjusts for these by giving more or less influence to responses from each group, so results are more representative of the population
- Weighted responses are not provided for all survey questions, as differences were very similar

Percentage of Tax Support by Area

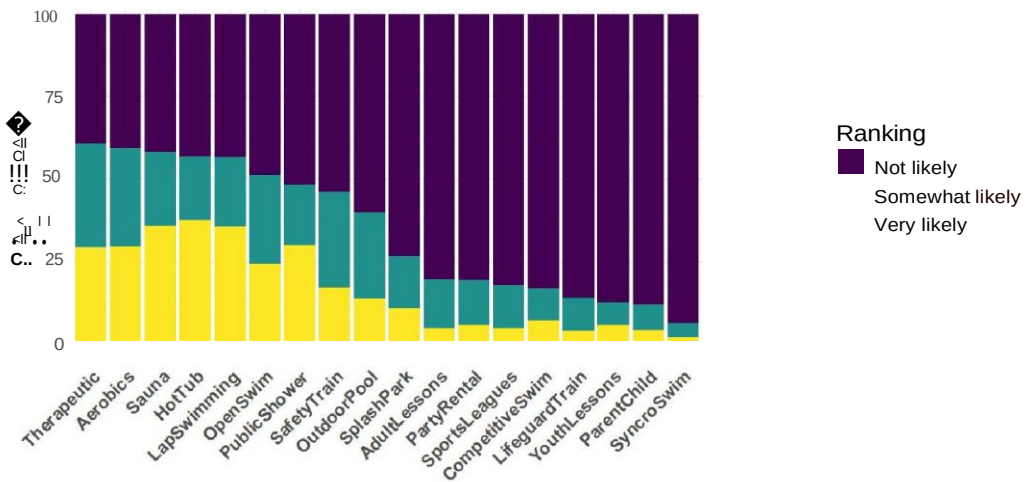
Raw, Un-weighted



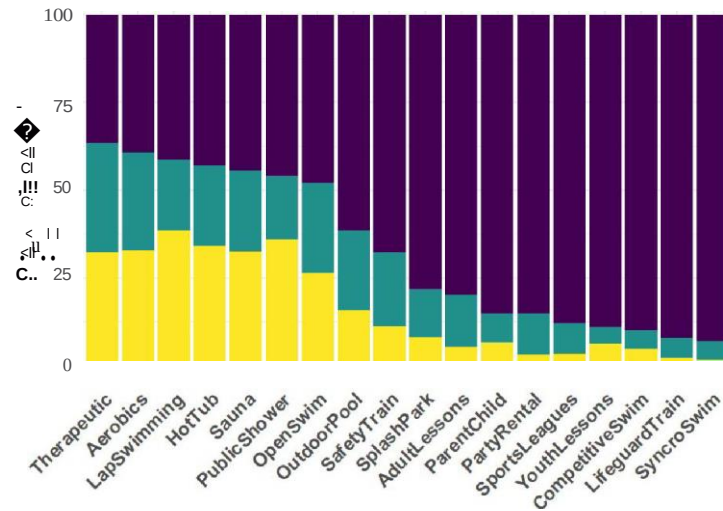
Aquatic Amenity Preferences by Age Group



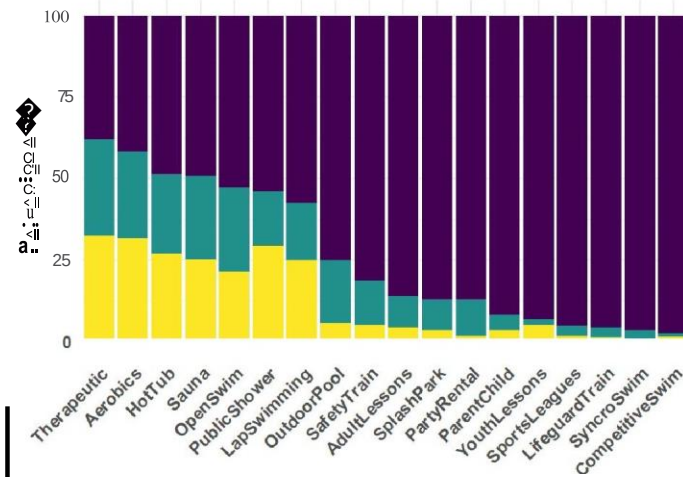
Aquatic Amenities by Rank, Ages 55-64



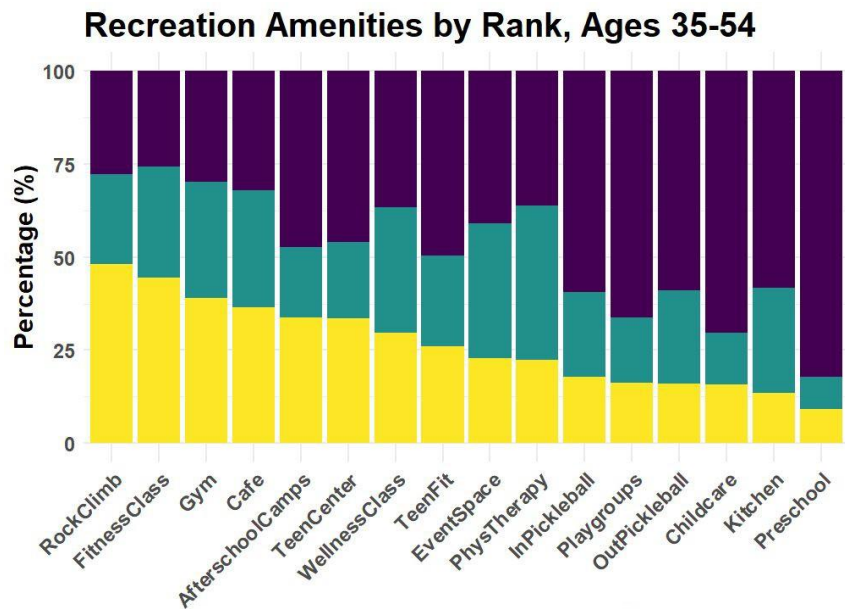
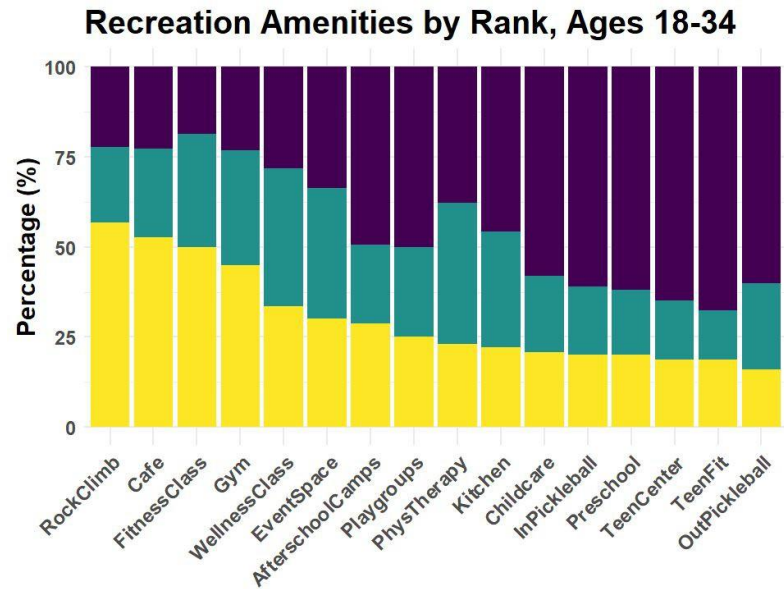
Aquatic Amenities by Rank, Ages 65-74



Aquatic Amenities by Rank, Ages 75+



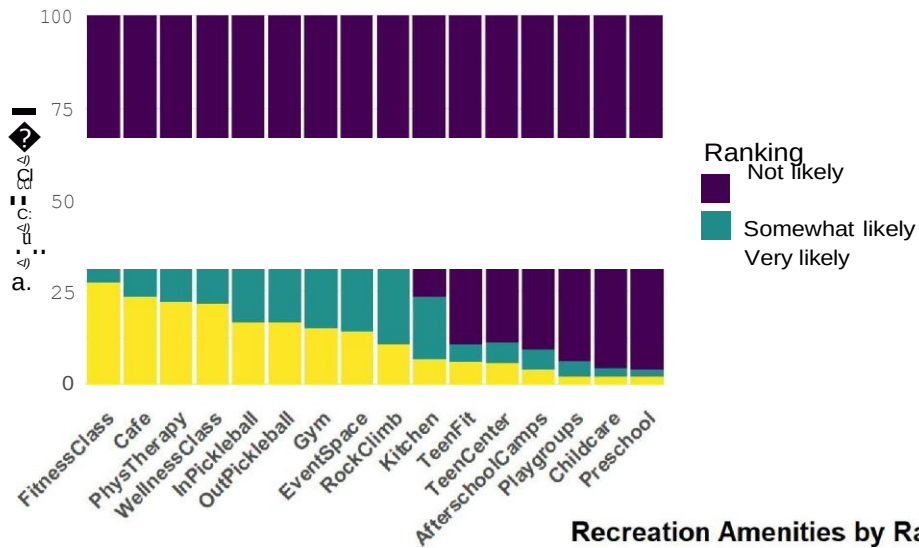
Recreation Amenity Preferences by Age Group



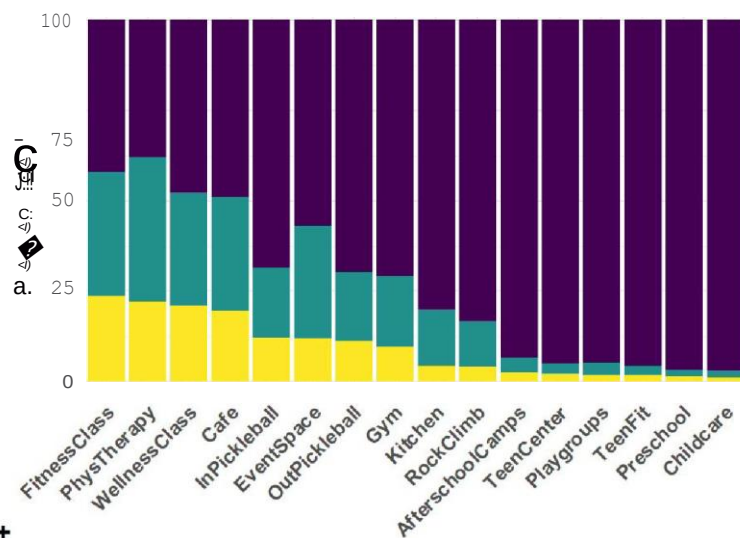
Ranking

- Not likely
- Somewhat likely
- Very likely

Recreation Amenities by Rank, Ages 55-64



Recreation Amenities by Rank, Ages 65-74



Recreation Amenities by Rank, Ages 75+

