

Pool Survey – Non Members Final Results – 6/23/10

1. Name:

Total Respondents **122**

2. Address:

Total Respondents **122**

3. How many years have you lived or owned property in Hillsmere?

**Response
Average**

16.6

Total Respondents **122**

4. Did you know that any Hillsmere resident or property owner can join the pool?

**Response Response
Total Percent**

Yes		116	96%
No		5	4%

Total Respondents **121**

(skipped this question) **1**

5. Have you ever visited or used the pool?

**Response Response
Total Percent**

Yes		61	50%
No		60	50%

Total Respondents **121**

(skipped this question) **1**

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6. Are you currently a member of the pool?

		Response Total	Response Percent
Yes		0	0%
No		122	100%
Total Respondents			122

7. Are you a former member of the pool?

		Response Total	Response Percent
Yes		32	27%
No		87	73%
Total Respondents			119
(skipped this question)			3

8. Why are you not currently a pool member? (Select all that apply).

		Response Total	Response Percent
No interest		38	32%
I did not know we had a community pool		0	0%
Pool hours are not convenient		7	6%
Too expensive		51	42%
Only family memberships were available		8	7%
Belong to another pool		4	3%
The pool does not have sufficient parking		1	1%
Children have grown and no longer use the pool		27	22%
Other, please specify (see below for details)		36	30%
Total Respondents			120
(skipped this question)			2

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9. How likely would you be to join the pool at the current rates?

		Response Total	Response Percent
Very Likely		5	4%
Somewhat Likely		20	17%
Not Likely To Join		95	79%
Total Respondents		120	
(skipped this question)			2

10. How likely would you be to join the pool at current rates if the requirement to purchase a charter was eliminated?
(Family membership would then be \$350 at the current rates)

		Response Total	Response Percent
Very Likely		14	12%
Somewhat Likely		27	23%
Not Likely To Join		78	66%
Total Respondents		119	
(skipped this question)			3

11. If you decided to join the pool, what membership category would be appropriate for your situation?

		Response Total	Response Percent
Family		29	27%
Couple (Proposed)		24	22%
Individual		15	14%
10 pass Coupon Book		41	38%
Total Respondents		109	
(skipped this question)			13

12. If cost is a primary reason for not joining the pool, at what annual membership fee would you be likely to join for the category you selected in the previous question?




	Response Average
(See details below)	194.8
Total Respondents	44
(skipped this question)	78

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13. The pool is currently open from 11:00am until 8:00pm (9:00pm on Fridays).
How likely would you be to join if the pool's hours of operation were changed to open earlier or close later?

	Very Likely	Somewhat Likely	Not Likely to Join	Response Total
Open Earlier:	16% (16)	26% (27)	58% (60)	103
Close Later:	10% (9)	28% (26)	63% (59)	94
			Total Respondents	197

14. If the pool had more adult and senior activities, such as multiple lap lanes, longer adult swim periods and water aerobics, how likely would you be to join the pool?

		Response Total	Response Percent
Very Likely		16	15%
Somewhat Likely		42	38%
Not Likely To Join		52	47%
		Total Respondents	110
		(skipped this question)	12

17. If you have any additional comments, please enter them here.

	Total Respondents	43
	(skipped this question)	79

17. If you have any additional comments, please enter them here.

1.	evening lap time for those of us adults who work
2.	We wouldn't use the pool often enough to justify \$350 or \$400/year. The per use coupons are interesting, but I think you can't use them on weekends and holidays which makes them worthless. Also, if you have 3 people and can only get 10 coupons, that's pretty limiting. Lastly, \$7.50/use (times 3 people) is a bit steep.
3.	In Sarasota, FL I can use the pool right next to the Gulf of Mexico for 2.00 per visit for seniors, 4.00 for adults! The Annapolis area is a major rip off in all areas and that includes the Hillsmere Pool!
4.	We're ok with the hours of operation, etc. But we'd only be likely to join if both members of our household could use the coupon book and if we could use it on weekends.

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5.	I believe the pool is being well run and the costs are reasonable. The cost of joining a pool has always been expensive and should be (operation costs are not cheap). If you pay more for something, you tend to value it more and take care of it well. My visit to the pool last year was very favorable and I could not believe how clean everything was. Well done, Pool Committee!
6.	I was membership chairman when pool was first built. Had membership until children were grown and moved on. Now that both my husband and I are retired, we probably would join if it were affordable no matter what the hours and activities.
7.	\$6/swim at Annapolis pool. \$4 for kids. Consider lower fee for walkups on slow days and slow times. Might use the pool occasionally for lap swimming at slow times. The swim team is GREAT! Keep up the good work on that front.
8.	Are pool members allowed to bring guests? what are the rules and cost to do so?
9.	Money and the issue of charter memberships versus not charter memberships has nothing to do with my choosing not to join the pool -- it's going back to work full time when my kids grew up. I'm gone 11 hours a day, and just don't have time to go to the pool.
10.	There should be adult only hours at the end of the weekdays -- no kids under 18 after 6 or 7 PM weekdays. The 15 min adult swim is fine during the day and weekends, however, the kids do not need to be at the pool weeknights after dinner when adults without kids might like to come home from work and relax and enjoy an adult only quiet, calm, environment.
11.	I like the coupon book membership deal, but you cannot use it during the weekends. I would be an irregular user of the pool but am only free on weekends.
12.	I want to say a word about the charter fee, which I feel is handled very badly and may in fact have legal problems. When I purchased my membership I was informed that the cost was \$500, purchased through the pool association and refundable when I no longer wanted to be a member. I was never informed that I could purchase a charter through an individual and negotiate price. When I sold my membership, I was informed that I was on my own to find a buyer, that the association did not refund the money and that my fees would be deducted from the charter should I not find a buyer in time. This boggles the mind--they have my money to take fees from, but not to handle for sale... Anyway I consider myself VERY lucky to have found a buyer, even though I had to sell for less than I paid. If I had not been able to, and the association had taken the funds, I would have taken it to court. There is something very wrong with this system!
13.	My adult daughter, who lives with me at 103 Sunset Drive, has joined the pool on her own.
14.	We have a backyard pool and my wife prefers to swim there
15.	The hours and activities are fine... I would suggest a per visit fee per person, such as \$5 per day rather than locking in to a plan and paperwork involved :)
16.	We would enjoy using the pool occasionally and would like to be able to take our adult children and grandchildren there.
17.	We would join pool if we lived in Hillsmere. The cost is very reasonable. Here in the Bowie area pool membership is close to \$1,000 and up.
18.	It would be interesting to have a category for seniors. Many of us who supported to pool when our kids were young have little interest in swimming, but would enjoy seeing old friends at poolside.
19.	What is wrong with a daily use fee

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20.	It would be great to have a reasonably priced (~\$5 per visit) pay as you go program and extend opening hours later into the evening.
21.	We would love to join the pool, however, because it's our 2nd home, the cost is too high and there is no other option of us. I have asked many times to create something so we could use the pool some weekends through the summer, we would even avoid the holidays.
22.	I feel each household should have access to the pool. Our community fee could be much higher than ten dollars! Each of us pays for things like the community marina, but each of us does not use it. The same is true for the pool. I was on the pool board at one time, and pool members felt that the pool would be over run if it were open to the whole community. I do not believe this. All the time I was a member I never saw the pool used to capacity except on July 4th. I feel it is wrong for privileged children in the Key School summer camp to have access the pool while children who live in Hillsmere do not. Raise our community yearly fee, make the pool available to all. Find out what neighborhoods like Olmstead charge each household annually - each home has access to the pool.
23.	I believe increasing the number of membership will help control costs. I believe the past system was too prohibitive.
24.	Most pools in this area allow children that are not potty trained to swim with a swim diaper and bathing suit. I find it very frustrating that our pool which is just down the street prohibits this. The pool is perfectly protected from any bowl movement a child might have. As far as the pee which would seep through the diaper lining I would imagine many more youngsters and in fact adults that have been drinking would be peeing just as much if not more. I have not joined because of this. It would be a waste for me to just have to sit at the baby pool all day. The lack of morning hours is also a strong deterrent.
25.	I have always felt discrimination against residents of Hillsmere because they did not join the charter in the very beginning, my adult children could go to the pool on any day as guest because they did not live in Hillsmere but yet I as a resident was only allowed to go as a guest on Tuesdays. Also would join if my adult children and grand children could attend without my being present.
26.	The requirement to buy a charter is a barrier to joining. The lack of individual summer passes was a barrier to joining in years past. It was just too expensive for an individual to join the pool.
27.	At what temperature do you keep the pool?
28.	I'm not interested in joining the pool.
29.	\$7.50/visit is grossly overpriced, and is the membership of choice for me...kids are grown.
30.	We are not really interested in the pool program
31.	As the pool is one of Hillsmere's amenities I feel it should be less expensive for homeowner's and more of a cost for renters, guests, etc. It would also be wonderful if Hillsmere had it's own clubhouse. We are one of the only local neighborhoods that do not and it is very upsetting when we want to hold a larger function and have to go elsewhere.
32.	We belong to the Severn House pool where we own property. We are pleased that the community has a pool but are unlikely to every join it.
33.	I'm excited about the coupon book. The hours are a bit restrictive but much better than when I joined and each swim cost me 35 dollars. That was after sharing the membership with my "sister". I went 5 X. So good work Hillsmere!

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34.	Per earlier comment, tried to buy charter membership but was told that they were not available then saw a sign posted saying that they were for sale. Last year tried for months to get an empty nester pass but the woman selling them was never available and did not return my calls. Memberships should be for Hillsmere residents only - NOT Key School students and their families. If they must use the pool then they should be charged like everyone else.
35.	I think the pool is a great asset to the community, but we are not interested for ourselves.
36.	Checked out what pool at Riva Rd. had in prices: Adult visitor \$6.00, youth 17 and under \$4.00 Senior 60 and over \$4.00. Military with ID 4.00. Youth- 15 swim pass= = \$50.00. Adult-15 swim pass= \$70.00. Adult frequent user pass= \$175.00. Senior frequent user pass- \$120.00 Mon- Thurs. 6am-10pm Fri. 6am-9pm Sat. 8am-4pm Sun. 10am-6pm I thought it interesting to see what they had- unknown if they have supplement funding to run the pool. jeri S.
37.	I think we should work on our sense of community.... I think the pool should be available to everyone in the neighborhood... perhaps through a tax. Or at least greatly reducing the cost so more people can afford it.... I have never seen the pool too crowded. There are ways to address it, if too many people want to use the pool...
38.	I am a little concerned about the cost of the pool charter, coupled with the annual fee. I am willing to pay \$400/yr, but without the charter expense. If the charter is absolutely required, perhaps the annual fee could be reduced a bit more.
39.	If the pool decides to maintain the charter memberships, then there should be a fixed price and charters should only be bought and sold through the board.
40.	The HPA pool is great community asset which has run itself for 28 years. HSIA should renew the lease with HPA. The HPA pool is the lowest cost community pool in the area. The cost of a charter is less than the cost of the initiation fees at the other pools.
41.	My preference is that those who use the pool, pay for the pool. Since I have no interest, I am unwilling to financially support the pool.
42.	Pleased to have new option for using this facility
43.	Only interested in water aerobics.

8. Why are you not currently a pool member? (Select all that apply).

1.	would only use it occasionally and a season membership is too expensive for that level of use
2.	not enough time to enjoy pool, considering the cost
3.	Coupon Book only available to one person in household and not good on weekends
4.	When we purchased our home, we were told that the "pool bond conveys" and were very excited! Huge disappointment to learn that it was still so \$\$
5.	didn't know existed until last year

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6.	own a pool
7.	Procrastination
8.	I would be interested for guests
9.	No adult only hours -- family membership same price as single membership so I paid same price as a family of 6
10.	We are in the process of joining
11.	We have a pool in our yard and kids are not of age to have friends at pool
12.	have my own pool
13.	Too expensive to bring guests (particularly grandchildren)
14.	live in Bowie
15.	live elsewhere
16.	2nd home owners and pull cost is too expensive for some weekends
17.	Babies are not allowed in the pool.
18.	have in ground pool as our daughter's house
19.	Single, not sure of interest
20.	need a heated pool (83)
21.	too many kids
22.	Pool seems geared for children/families. Also appears somewhat dated, doesn't meet our needs/interest
23.	<i>[No Answer Entered]</i>
24.	Tried to become charter member - told not available.
25.	very little time to enjoy the pool due to traveling for my job.
26.	We have a pool
27.	pool on property
28.	I am an individual who would like to have a fixed number of passes for guests to go along with my membership.
29.	pool at house
30.	a misunderstanding!!! I did not know that I would lose my bond if I did not pay each summer. I feel robbed.
31.	I didn't know how to join, but I want to join! :)
32.	May join when our daughter is older
33.	Had the general family plan for 2 yrs--do not want to purchase a charter
34.	Am interested in occasional use only, without having to commit to a charter membership. May try the 10 pass coupon book this year.

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35.	interested in lap swimming only. during times that are convenient for me, pool is filled with children.
36.	We have a pool on our property

12. If cost is a primary reason for not joining the pool, at what annual membership fee would you be likely to join for the category you selected in the previous question?

1.	75
2.	325
3.	200
4.	100
5.	200
6.	200
7.	400
8.	125
9.	200.
10.	50
11.	250
12.	220
13.	200
14.	150
15.	120
16.	100
17.	200
18.	100
19.	50
20.	250
21.	100
22.	150
23.	250
24.	200

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25.	150
26.	250
27.	50.00
28.	175
29.	150.00
30.	350
31.	100
32.	250.00
33.	250.00
34.	200
35.	200
36.	225
37.	350
38.	200.00
39.	400
40.	3.50
41.	250.00
42.	350.00
43.	300
44.	150

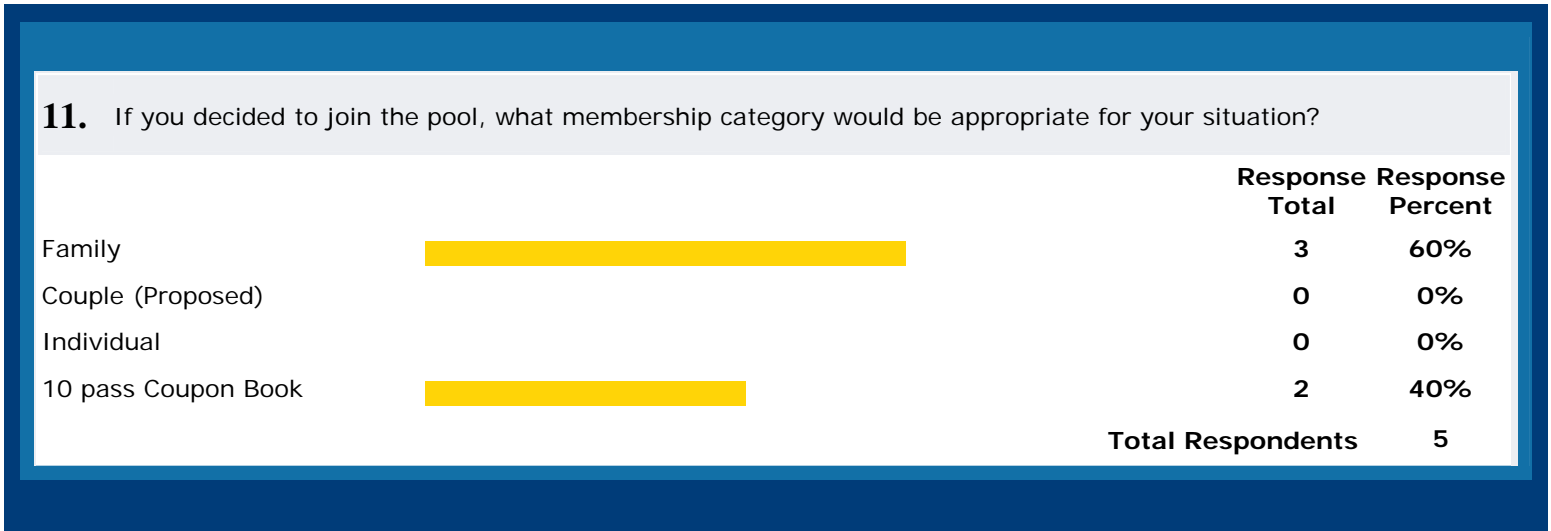
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Additional Analysis On Potential Members

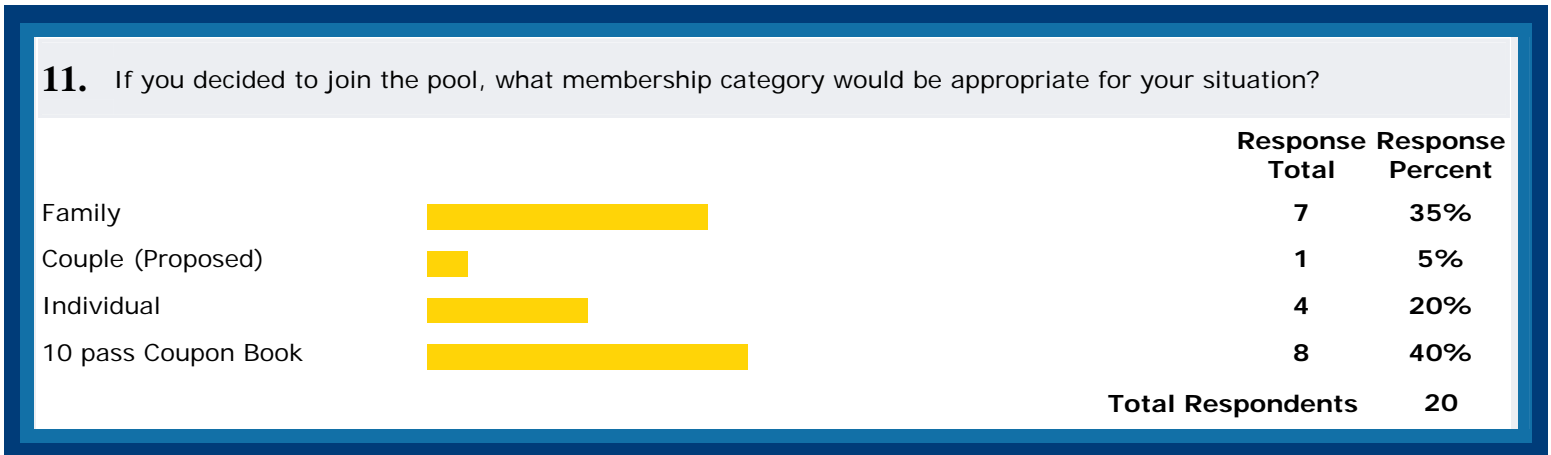
There were three questions that asked if a respondent would be likely to join the pool under three different scenarios. The scenarios were (1) at the current rates, (2) at the current rates if the charter were eliminated, and (3) if there were more adult and senior activities. In addition, question #11 asked what membership category the respondent would select, if they joined the pool. Combining the data from these two questions can give insight into how many new members the pool might get and in what categories under the three scenarios. The following sections give the category totals for those who said they were Very Likely, Somewhat Likely, and the combined results for both answers.

A. At the current rates.

How likely would you be to join the pool at the current rates?: Very Likely



How likely would you be to join the pool at the current rates?: Somewhat Likely



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How likely would you be to join the pool at the current rates?: Very Likely & Somewhat Likely

11. If you decided to join the pool, what membership category would be appropriate for your situation?

		Response Total	Response Percent
Family		10	40%
Couple (Proposed)		1	4%
Individual		4	16%
10 pass Coupon Book		10	40%
Total Respondents		25	

B. At the current rates if the charter were eliminated.

How likely would you be to join the pool at current rates if the requirement to purchase a charter was eliminated?: Very Likely

11. If you decided to join the pool, what membership category would be appropriate for your situation?

		Response Total	Response Percent
Family		9	64%
Couple (Proposed)		1	7%
Individual		2	14%
10 pass Coupon Book		2	14%
Total Respondents		14	

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How likely would you be to join the pool at current rates if the requirement to purchase a charter was eliminated?: Somewhat Likely

11. If you decided to join the pool, what membership category would be appropriate for your situation?

		Response Total	Response Percent
Family		10	37%
Couple (Proposed)		6	22%
Individual		7	26%
10 pass Coupon Book		4	15%
Total Respondents		27	

How likely would you be to join the pool at current rates if the requirement to purchase a charter was eliminated?: Very Likely & Somewhat Likely

11. If you decided to join the pool, what membership category would be appropriate for your situation?

		Response Total	Response Percent
Family		19	46%
Couple (Proposed)		7	17%
Individual		9	22%
10 pass Coupon Book		6	15%
Total Respondents		41	

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C. If there were more adult and senior activities.

If the pool had more adult and senior activities, such as multiple lap lanes, longer adult swim periods and water aerobics, how likely would you be to join the pool?: Very Likely

11. If you decided to join the pool, what membership category would be appropriate for your situation?

		Response Total	Response Percent
Family		1	6%
Couple (Proposed)		1	6%
Individual		7	44%
10 pass Coupon Book		7	44%
Total Respondents		16	

If the pool had more adult and senior activities, such as multiple lap lanes, longer adult swim periods and water aerobics, how likely would you be to join the pool?: Somewhat Likely




11. If you decided to join the pool, what membership category would be appropriate for your situation?

		Response Total	Response Percent
Family		11	27%
Couple (Proposed)		9	22%
Individual		6	15%
10 pass Coupon Book		15	37%
Total Respondents		41	
		(skipped this question)	1

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If the pool had more adult and senior activities, such as multiple lap lanes, longer adult swim periods and water aerobics, how likely would you be to join the pool?:
Very Likely & Somewhat Likely

11. If you decided to join the pool, what membership category would be appropriate for your situation?

		Response Total	Response Percent
Family		12	21%
Couple (Proposed)		10	18%
Individual		13	23%
10 pass Coupon Book		22	39%
Total Respondents		57	