
Village of Fox Point



2019 Municipal Pool Survey Report





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EXECUTIVE SUMMARY

The current Fox Point Village Pool was constructed in 1968. Over the last two decades, the Village has conducted periodic studies aimed at evaluating the lifespan of the current facility, patterns of use, and need for updated/new facilities.

As a result of these studies, Village policymakers have determined that the Village Pool “will need to undergo major restoration, reconstruction, or be decommissioned” (Village of Fox Point Public Pool Facility Study, University of Wisconsin-Milwaukee, 2017). The most recent study in 2019 incorporated public input and yielded four specific development options designed around the expressed needs of the community.

At the request of and in cooperation with the Village of Fox Point, in 2019, **Neighborhood Analytics, LLC** and the **Strategic Research Institute at St. Norbert College** (SRI) partnered to conduct the **2019 Municipal Pool Survey**. The objectives of this survey project included:

- Measuring demand for the continued presence of a village-managed pool in Fox Point
- Measuring preferences related to potential pool locations
- Measuring preferences regarding potential pool features
- Measuring tolerance for spending related to construction of a new pool

In order to achieve these objectives, Neighborhood Analytics and SRI fielded a mixed-methods survey of all Village of Fox Point households. Invitations to participate in the survey were distributed to every Village household via waste collection service flyers; each flyer included directions for participating in the survey online, as well as directions for filling out a paper copy of the survey in-person at the Village Hall. Respondents were asked to return one completed survey per household.

Data collection began on July 22th, 2019 and ended on August 26th, 2019. A total of 1,067 completed responses were collected (23 physical copies and 1,044 online responses). Of the online responses, 135 were flagged as invalid due to multiple responses from the same IP address. In total, 935 valid survey responses (paper and online) were collected, accounting for approximately 34% of Fox Point households.

SUMMARY OF MAJOR FINDINGS

- About 84% of responding households strongly agree or agree that the Village of Fox Point should continue to feature a Village Pool, while about 16% disagree or strongly disagree
- A majority of responding households (about 58%) strongly agree or agree that a property tax increase to fund development of a new Village Pool would be acceptable, while about 42% disagree or strongly disagree
- The most popular specific development option among responding households is a large pool at the existing site

METHODOLOGY

Missing responses

In this report, the “missing” response category includes four distinct categories:

1. Items explicitly not answered on the online survey (invalid)
2. Items explicitly not answered on the paper survey (invalid)
3. Items with illegible or otherwise undecipherable responses on the paper survey (invalid)
4. Items where the respondent answered “don’t know”

In the survey, respondents had the option of answering “don’t know” for some items. In this report, the frequencies of “don’t know” responses are reported, but they are not incorporated into the valid response percentages. The “don’t know” response is indicative of a lack of information, and because individuals require information to translate their predispositions into expressible policy preferences, it is not safe to assume that the policy preference of someone who says “don’t know” when asked about a specific policy item is analogous to neutrality.

Estimation/statistical significance

When populations cannot be feasibly measured and sampling is used to generate estimates of population properties, the possibility arises that differences across groups or changes over time that are observed in a sample would not actually be observed in the population were complete measurements taken; this is due to sampling error, the error that arises when (purely by chance) elements in a sample are out of proportion when compared with the population from which the sample was derived.

By convention, an observed difference or change in a sample is said to be “statistically significant” when there is an overwhelming chance (usually 95% or higher), based on the size of the sample relative to the population, that the observed difference or change would also be observed in the population were it to be measured, and not simply the result of sampling error.

Because this study was based on data collected via an attempted census of all Fox Point households, and random sampling of individual respondents was not employed, statistical significance is not discussed; any differences across groups are presented as direct measurements of the pool of responding households, which is simply the subset of the population under study (Fox Point households) that responded to the survey.

Multiple response detection

Because the intended unit of analysis for this study was household, multiple responses from the same IP address were not incorporated into the results. In any case where multiple responses from the same IP were present, the earliest complete response (indicated by valid responses to the majority of items on

the survey) was selected, and the others filtered out. While results on the subset of unique household responses is presented in the main body of the report, response percentages for the complete set of all surveys collected is presented in Appendix A for comparison purposes. (The comparison shows that inclusion of duplicate responses does not materially change the survey results.)

Weighting

Respondents were asked about the number of adults in their households, creating the option of weighting responses by the number of adults within each household. While the main body of the report presents unweighted households as the unit of analysis, Appendix A presents response percentages with households weighted by number of adults for comparison purposes. (Addition of response weights based on the number of adult residents within each household does not materially change the results.)

Rounding

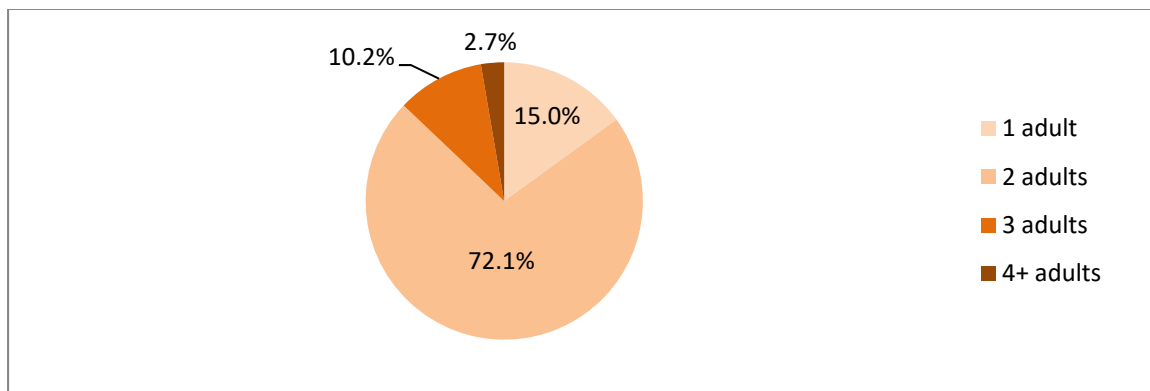
For tables and figures displaying cumulative percentages, individual percentages may not add up to exactly 100.0% due to rounding error.

FULL SURVEY RESULTS AND ANALYSIS

Demographics

Respondents were asked a pair of demographic questions in order to explore whether or not important differences in opinion exist across different kinds of households within the Village of Fox Point. First, respondents were asked to indicate how many adults (aged 18+) currently reside within their household. Figure 1 shows that 15.0% of responding households contain 1 adult, 72.1% of contain 2 adults, 10.2% contain 3 adults, and 2.7% contain 4 adults or more.¹

Figure 1: Number of adults per household



Respondents were also asked to indicate whether or not children aged 17 or younger currently reside within their households. Table 1 shows that about 43.7% of households reported having resident minors, while 56.3% reported having only adult residents.

Table 1: Proportion of households reporting minor residents (age 17 or younger)

		Frequency	Valid Percent
Valid	Yes	399	43.7%
	No	514	56.3%
	Total	913	100.0%
Missing	Refused	17	
	Invalid	5	
	Total	22	
Total		935	

¹ Responses weighted by counts of resident adults can be found in Appendix A, where they are compared to the aggregated unweighted responses presented in the main body of this report. (Weighting does not meaningfully impact the pattern of responses for any questions in this survey.)

Households responding to the online survey were categorized by their days of garbage collection, which correspond to set geographical areas within the Village. Households which filled out a paper survey were asked to indicate which day their garbage collection normally occurs on. Table 2 shows the frequency of responses by garbage collection day zone; 32.3% of responding households were located in Zone 1 (the southern section of the Village, containing Longacre Park and adjacent to the current pool site), 23.9% of responding households were located in Zone 2 (encompassing much of the south-central portion of the Village, also adjacent to the current pool site); 22.7% of responding households were located in Zone 3 (encompassing much of the north-central portion of the Village); and 21.1% of respondents were located in Zone 4 (The northwestern-most portion of the Village, including a thin spur jutting southwards into the central Village).

Table 2: Proportion of households by garbage pickup zone

		Frequency	Valid Percent
Valid	Monday pickup (zone 1)	302	32.3%
	Tuesday pickup (zone 2)	223	23.9%
	Wednesday pickup (zone 3)	212	22.7%
	Thursday pickup (zone 4)	198	21.2%
	Total	935	100.0%

General preferences regarding the future of the Village Pool

The first substantive section of the survey was intended to help policymakers better understand the landscape of community opinion and the strength of resident feelings regarding the future of the Village Pool.

After instructions with information about the history and current state of the Village Pool (analogous to the first two paragraphs of this report), responding households were asked to indicate agreement or disagreement with the following statement:

“Fox Point should continue to feature a Village Pool.”

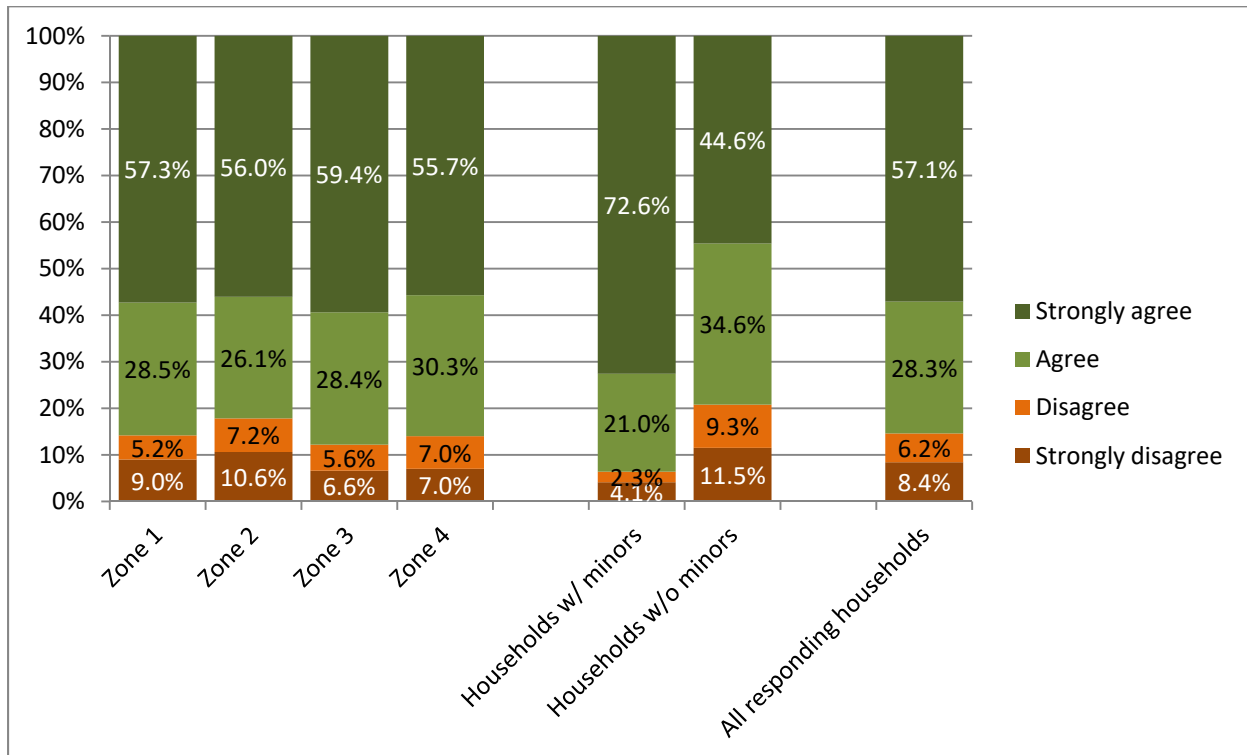
Table 2 shows that a majority of responding households (57.1%) expressed strong agreement with the statement, while another 28.3% expressed agreement. About 6.2% disagreed, while 8.4% expressed strong disagreement.

**Table 2: Agreement/disagreement among responding households:
“Fox Point should continue to feature a Village Pool”**

		Frequency	Valid Percent
Valid	Strongly agree	501	57.1%
	Agree	248	28.3%
	Disagree	54	6.2%
	Strongly disagree	74	8.4%
	Total	877	100.0%
Missing	Don't know	55	
	System	3	
	Total	58	
Total		935	

Figure 2 breaks responses down by household composition and geographical area. While there is only minor variation in the pattern of responses by area, responding households with children are much more likely to strongly agree that Fox Point should continue to feature a Village Pool than are households without (although a plurality of the latter group still expresses strong agreement).

**Figure 2: Agreement/disagreement among responding households:
“Fox Point should continue to feature a Village Pool”
(by garbage collection zone and by household composition)**



The next substantive question asked responding households to indicate agreement or disagreement with the following statement:

“A property tax increase to fund development of a new Village Pool would be acceptable.”

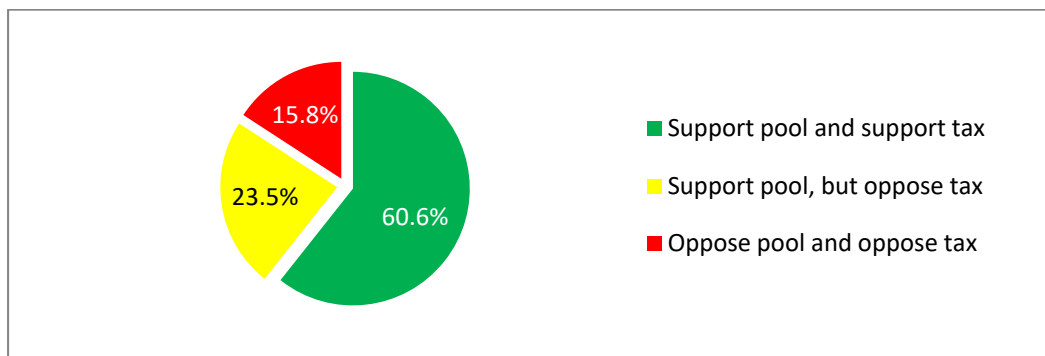
Table 3 shows that a majority of responding households expressed either strong agreement (20.1%) or agreement (37.6%) with the statement, while 17.8% expressed disagreement and 24.4% expressed strong disagreement:

**Table 3: Agreement/disagreement among responding households:
“A property tax increase to fund development of a new Village Pool would be acceptable.”**

		Frequency	Valid Percent
Valid	Strongly agree	173	20.1%
	Agree	323	37.6%
	Disagree	153	17.8%
	Strongly disagree	210	24.4%
	Total	859	100.0%
Missing	Don't know	74	
	System	2	
	Total	76	
Total		935	

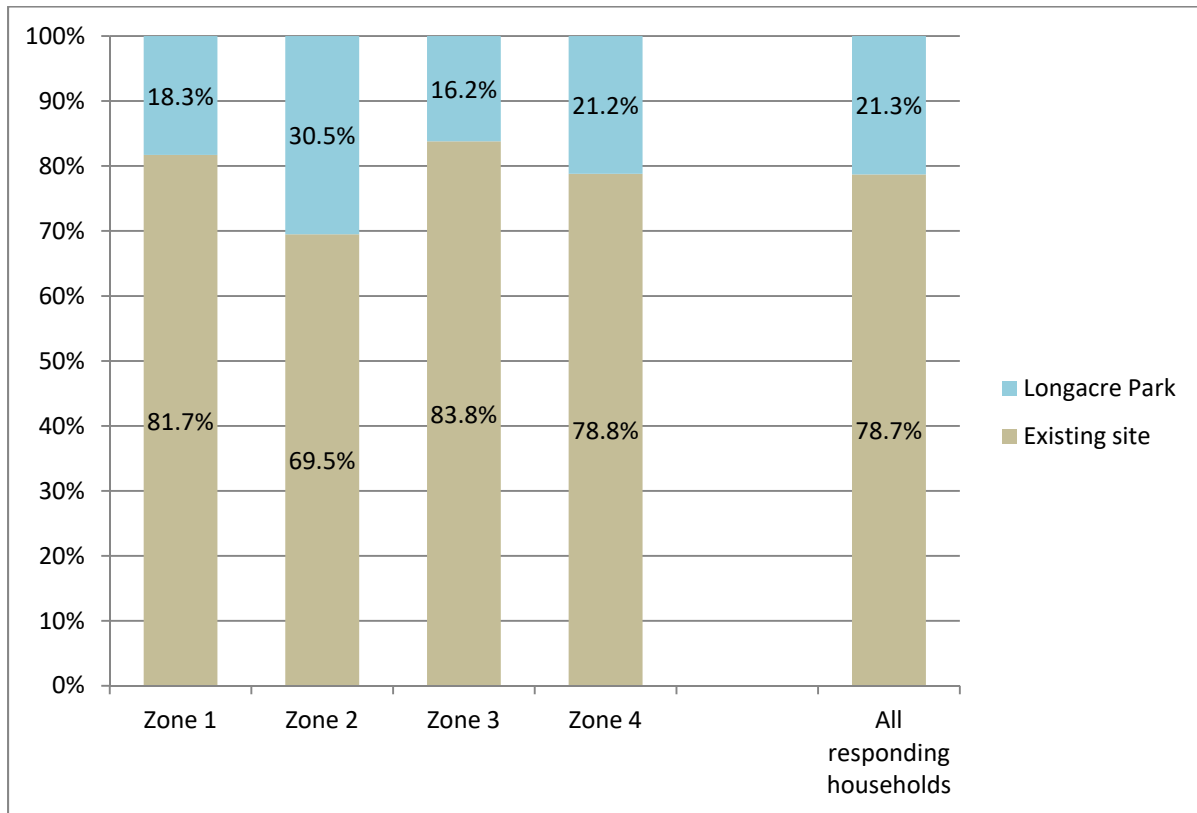
Combined data from these two questions suggests that a majority of responding households would support Fox Point featuring a village pool in the face of a contingent property tax increase intended to finance pool development. Figure 3 shows that among households that responded to both questions, 60.6% agreed or strongly agreed that Fox Point should continue to feature a Village Pool, and agreed or strongly agreed that a property tax increase to fund development of a new Village Pool would be acceptable. About 23.5% agreed or strongly agreed that Fox Point should continue to feature a pool, but disagreed or strongly disagreed that a contingent property tax increase would be acceptable. The remaining 15.8% expressed opposition to both the pool and a contingent tax increase.

Figure 3: Combined support/opposition for pool and tax to fund pool redevelopment



Finally, responding households were asked to specify a preferred location for the village pool; the options presented were the existing pool site and Longacre Park.² Figure 4 shows that 78.7% of responding households prefer the existing pool site, while 21.3% prefer Longacre Park. While there is variation in preferences regarding the ideal location of the Village Pool across different parts of the Village, Figure 4 also shows that the existing pool site is the preferred location for the majority of responding households within each area measured.

Figure 4: Preferences regarding the site of a Village Pool, by garbage collection zone



² For the online version of the survey, the answer option order for this question was randomized in order to prevent question item order bias from influencing the results.

Preferences regarding specific development options

After being asked about general preferences regarding the future of the Village Pool, location, and development financing, responding households were presented with five specific development options and asked to rank them in order of preference.³ The options were as follows:

- 1) Large pool at existing site
- 2) Small pool & splashpad at existing site
- 3) Small pool & splashpad at Longacre Park
- 4) Large pool at Longacre Park
- 5) No pool

For each of the first four options, proposed pool features were outlined, an estimated construction cost was presented, and contingent property tax increases (expressed as dollars per \$1,000 in assessed value) were presented. Each option also had an associated architectural rendering and detailed map. For the “no pool” option, details regarding the likely financial impact of that option were laid out.⁴

Ranked choice voting was used to determine a joint prioritization of all development options that gives every responding household’s complete preference ordering the highest possible influence. As this method systematically rules out the development options with the lowest counts of 1st choice votes, it re-distributes the votes for those less popular options to the corresponding households’ next-most-preferred options.

A total of 855 responding households submitted preference orderings. Table 3 presents a prioritized list of pool development options that takes responding households’ complete preference orderings into account. (A complete description of each round of voting is presented in Appendix B. Complete response frequencies are presented in Appendix C.)

Table 3: Responding household preferences regarding potential pool developments options (Ranked choice voting results)

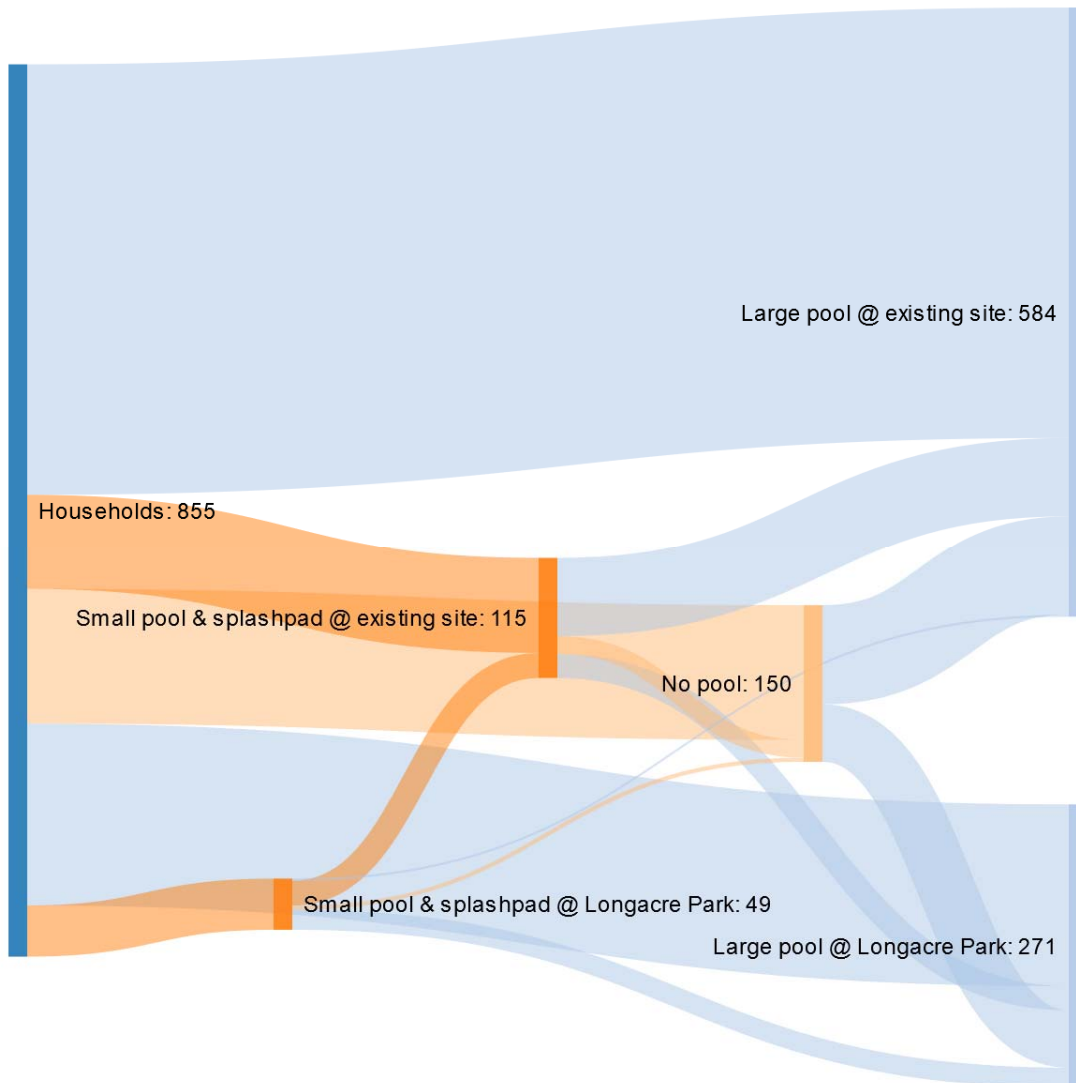
<i>Development option</i>	<i>Votes</i>
Large pool at existing site	584 votes (after 4 rounds of voting)
Large pool at Longacre Park	271 votes (after 4 rounds of voting)
No pool	150 votes (after 3 rounds of voting)
Small pool & splashpad at existing site	115 votes (after 2 rounds of voting)
Small pool & splashpad at Longacre Park	49 votes (after 1 round of voting)

³ For the online version of the survey, the presentation of the development options was randomized in order to prevent question item order bias from influencing the results.

⁴ A copy of the questionnaire, complete with all development option details, can be found in Appendix D (separate digital file).

Figure 5 shows how some household votes were re-distributed, based on those households' preference orderings, to other development options after the most unpopular option was eliminated at the end of each round of voting. While "Large pool at existing site" had the largest number of 1st choice votes initially, it did not garner support from a majority of responding households until the 3rd round of voting.

Figure 5: Household preference ordering flows for Fox Point Village Pool development options (left to right)



The development option with the lowest number of first-place votes was "Small pool & splashpad at Longacre Park; 49 households cited it as their top preference. Of these households, about half cited "Large pool at Longacre Park as their 2nd preference, while most of the remainder cited "Small pool & splashpad at existing site" as their 2nd preference. Only a small number of these households cited "No pool" or "Large pool at existing site" as their 2nd preference. This group (households whose 1st preference was "Small pool & splashpad at Longacre Park) is the most likely to be disappointed by adoption of the most popular choice ("Large pool at existing site").

After elimination of “Small pool & splashpad at Longacre Park,” “Small pool & splashpad at existing site” had the lowest level of support; it was cited by 115 households as their top remaining preference. Among these households, the majority cited “Large pool at existing site” as their next-most-preferred option, while the remainder were nearly equally divided between “Large pool at Longacre Park” and “No pool”.

After elimination of “Small pool & splashpad at existing site,” “No pool” had the lowest level of support; it was cited by 150 households as their top remaining preference. Among these households, the majority preferred “Large pool at existing site” as their next-most-preferred option over “Large pool at Longacre Park.”

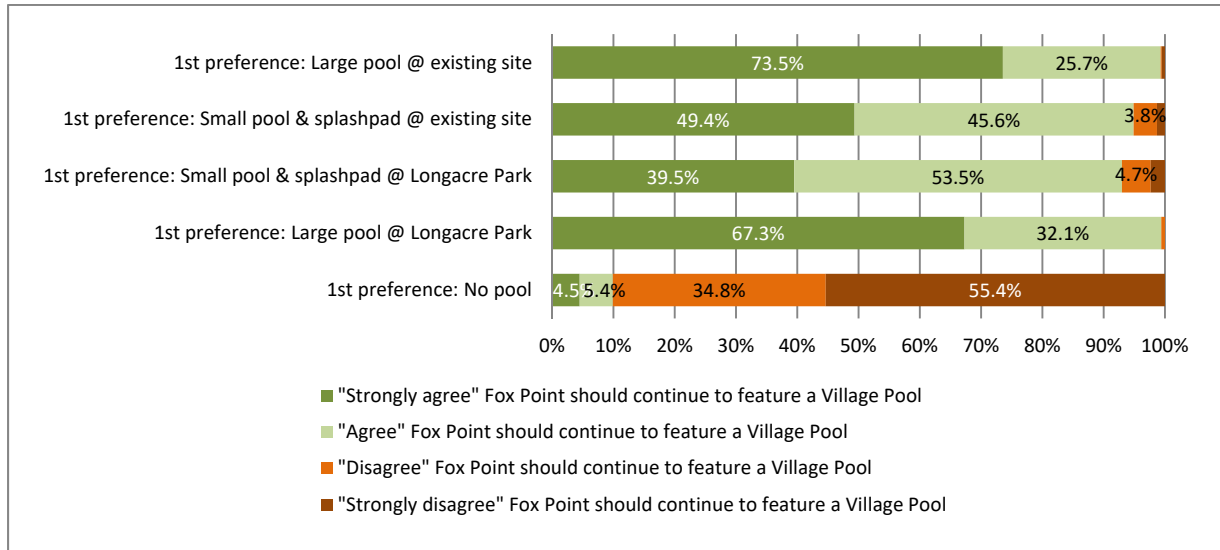
Characteristics of development option household groups

When responding households are grouped by their stated first preference regarding pool development options, there are differences across those groups in terms of expressed enthusiasm for Fox Point continuing to feature a Village Pool. Figure 6 shows that responding households whose first preference was for a “Large pool at the existing site” express the strongest overall support for Fox Point continuing to feature a Village Pool in general; 73.5% strongly agree that the Village should continue to feature a pool, 25.7% agree, and less than 1% disagree or strongly disagree. Households whose first preference was a “Large pool at Longacre Park” were slightly less enthusiastic about the Village continuing to feature a pool; 67.3% expressed strong agreement with that sentiment.

Households stating a first preference for a small pool and splashpad at either the existing site or Longacre Park were substantially less likely to say they “strongly agreed” that the Village should continue to feature a Village Pool, and slightly more likely to “disagree” or “strongly disagree”.

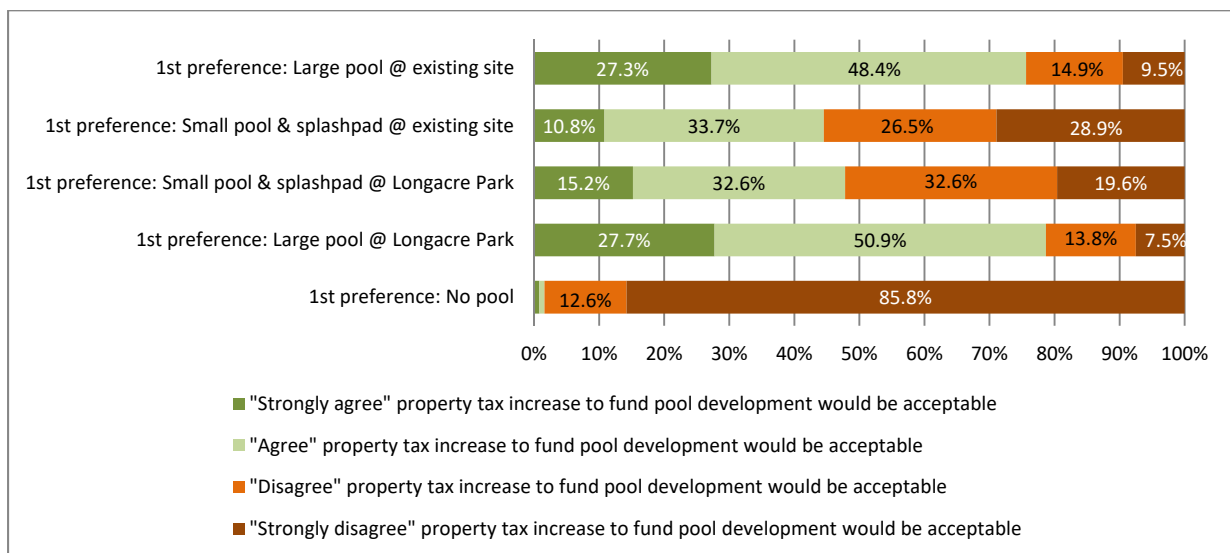
Interestingly, about 10% of households stating “no pool” as their first preference from among the five options presented either “strongly agreed” or “agreed” that Fox Point should continue to feature a Village Pool. The implication is that a meaningful proportion of households that do not like the proposed locations for a new pool still see value in Fox Point continuing to feature a pool somewhere.

Figure 6: Enthusiasm for a Village Pool, by pool development option preference



Orientation towards a property tax increase to fund pool development varies substantially across responding households depending on pool development option preferences. Figure 7 shows that households stating a preference for a large pool, either at the existing site or at Longacre Park, are likely to strongly agree or agree that a property tax increase to fund pool development would be acceptable, while households expressing a preference for a small pool and splashpad at either location are more likely than not to oppose a property tax increase.

Figure 7: Orientation towards a property tax increase to fund pool construction, by pool development option preference



APPENDIX A

Comparison of survey response frequencies:

“Valid” = all unweighted responses after duplicate responses eliminated

“Weighted” = all valid responses weighted by the number of adults in each household

“All” = all valid responses and duplicate responses from unique IP addresses

Q1

Fox Point should continue to feature a Village Pool.

	Valid	Weighted	All
Strongly Agree	57.1%	59.3%	57.3%
Agree	28.3%	27.4%	27.5%
Disagree	6.2%	5.6%	6.2%
Strongly Disagree	8.4%	7.6%	9.0%

Q2

A property tax increase to fund development of a new Village Pool would be acceptable.

	Valid	Weighted	All
Strongly Agree	20.1%	20.5%	21.5%
Agree	37.6%	38.9%	36.5%
Disagree	17.8%	17.5%	17.4%
Strongly Disagree	24.4%	23.1%	24.6%

Q3

The preferred location for the Village Pool is...

	Valid	Weighted	All
The existing pool site	78.7%	78.5%	78.9%
Longacre Park	21.3%	21.5%	21.1%

Development Option 1

Large pool at the existing pool site

	Valid	Weighted	All
1st choice	48.2%	49.7%	48.5%
2nd choice	23.8%	24.2%	24.2%
3rd choice	10.6%	10.5%	10.8%
4th choice	9.7%	9.0%	9.2%
5th choice	7.7%	6.6%	7.3%

Development Option 2

Small pool & splashpad on the existing pool site

	Valid	Weighted	All
1st choice	10.6%	10.5%	10.6%
2nd choice	32.2%	31.9%	31.6%
3rd choice	32.2%	32.6%	32.7%
4th choice	22.1%	22.0%	22.2%
5th choice	2.9%	3.0%	2.9%

Development Option 3

Small pool & splashpad at Longacre Park

	Valid	Weighted	All
1st choice	5.7%	5.4%	5.4%
2nd choice	13.8%	13.1%	13.3%
3rd choice	29.3%	29.4%	28.5%
4th choice	44.7%	45.5%	46.1%
5th choice	6.5%	6.7%	6.7%

Development Option 4

Large pool at Longacre Park

	Valid	Weighted	All
1st choice	20.4%	20.5%	20.4%
2nd choice	27.7%	28.4%	28.2%
3rd choice	17.4%	18.0%	16.7%
4th choice	20.2%	19.9%	19.4%
5th choice	14.4%	13.2%	15.2%

Development Option 5

No pool

	Valid	Weighted	All
1st choice	15.1%	13.9%	15.0%
2nd choice	2.6%	2.4%	2.7%
3rd choice	10.5%	9.6%	11.3%
4th choice	3.4%	3.5%	3.1%
5th choice	68.5%	70.6%	67.8%

APPENDIX B

Complete Ranked Choice Voting results for Pool Development Options, by round

Round #1:

5 candidates and 855 ballots.

Number of first votes per candidate:

Large pool at existing site: 412

Small pool & splashpad at existing site: 91

Small pool & splashpad at Longacre Park: 49

Large pool at Longacre Park: 174

No pool: 129

Large pool at existing site has the highest number of votes with 412 votes (48.19%)

Small pool & splashpad at Longacre Park has the lowest number of votes with 49 votes (5.73%)

Round #2:

4 candidates and 855 ballots.

Number of first votes per candidate:

Large pool at existing site: 414

Small pool & splashpad at existing site: 115

Large pool at Longacre Park: 193

No pool: 133

Large pool at existing site has the highest number of votes with 414 votes (48.42%)

Small pool & splashpad at existing site has the lowest number of votes with 115 votes (13.45%)

Round #3:

3 candidates and 855 ballots.

Number of first votes per candidate:

Large pool at existing site: 489

Large pool at Longacre Park: 216

No pool: 150

Large pool at existing site has the highest number of votes with 489 votes (57.19%)

No pool has the lowest number of votes with 150 votes (17.54%)

Round #4:

2 candidates and 855 ballots.

Number of first votes per candidate:

Large pool at existing site: 584

Large pool at Longacre Park: 271

Large pool at existing site has the highest number of votes with 584 votes (68.30%)

Large pool at Longacre Park has the lowest number of votes with 271 votes (31.70%)

APPENDIX C

Complete response frequencies (valid, unweighted)

Fox Point should continue to feature a Village Pool.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	501	53.6	57.1	57.1
	Agree	248	26.5	28.3	85.4
	Disagree	54	5.8	6.2	91.6
	Strongly disagree	74	7.9	8.4	100.0
	Total	877	93.8	100.0	
Missing	Don't know	55	5.9		
	System	3	.3		
	Total	58	6.2		
Total		935	100.0		

A property tax increase to fund development of a new Village Pool would be acceptable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	173	18.5	20.1	20.1
	Agree	323	34.5	37.6	57.7
	Disagree	153	16.4	17.8	75.6
	Strongly disagree	210	22.5	24.4	100.0
	Total	859	91.9	100.0	
Missing	Don't know	74	7.9		
	System	2	.2		
	Total	76	8.1		
Total		935	100.0		

The preferred location for the Village pool is...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The existing pool site	522	55.8	78.7	78.7
	Longacre Park	141	15.1	21.3	100.0
	Total	663	70.9	100.0	
Missing	Don't know	258	27.6		
	System	14	1.5		
	Total	272	29.1		
Total		935	100.0		

Below, drag and drop the options into your preferred order (1 = most preferred, 5 = least preferred) - Large pool at the existing pool site

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	413	44.2	48.2	48.2
2	204	21.8	23.8	72.0
3	91	9.7	10.6	82.6
4	83	8.9	9.7	92.3
5	66	7.1	7.7	100.0
Total	857	91.7	100.0	
Missing System	78	8.3		
Total	935	100.0		

Below, drag and drop the options into your preferred order (1 = most preferred, 5 = least preferred) - Small pool & splashpad on the existing pool site

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	91	9.7	10.6	10.6
2	276	29.5	32.2	42.8
3	276	29.5	32.2	75.0
4	189	20.2	22.1	97.1
5	25	2.7	2.9	100.0
Total	857	91.7	100.0	
Missing System	78	8.3		
Total	935	100.0		

Below, drag and drop the options into your preferred order (1 = most preferred, 5 = least preferred) - Small pool & splashpad at Longacre Park

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	49	5.2	5.7	5.7
2	118	12.6	13.8	19.5
3	251	26.8	29.3	48.8
4	383	41.0	44.7	93.5
5	56	6.0	6.5	100.0
Total	857	91.7	100.0	
Missing System	78	8.3		
Total	935	100.0		

Below, drag and drop the options into your preferred order (1 = most preferred, 5 = least preferred) - Large pool at Longacre Park

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	175	18.7	20.4	20.4
2	237	25.3	27.7	48.1
3	149	15.9	17.4	65.5
4	173	18.5	20.2	85.6
5	123	13.2	14.4	100.0
Total	857	91.7	100.0	
Missing System	78	8.3		
Total	935	100.0		

Below, drag and drop the options into your preferred order (1 = most preferred, 5 = least preferred) - No Village pool

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	129	13.8	15.1	15.1
2	22	2.4	2.6	17.6
3	90	9.6	10.5	28.1
4	29	3.1	3.4	31.5
5	587	62.8	68.5	100.0
Total	857	91.7	100.0	
Missing System	78	8.3		
Total	935	100.0		

Including you, how many adults 18 years of age or older reside in your household?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	140	15.0	15.0	15.0
2.00	674	72.1	72.1	87.1
3.00	95	10.2	10.2	97.2
4.00	18	1.9	1.9	99.1
5.00	7	.7	.7	99.9
6.00	1	.1	.1	100.0
Total	935	100.0	100.0	

Do you have minor children (17 years of age or younger) living with you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	399	42.7	43.7	43.7
	No	514	55.0	56.3	100.0
	Total	913	97.6	100.0	
Missing	Refused	17	1.8		
	System	5	.5		
	Total	22	2.4		
Total		935	100.0		

Garbage collection zone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	302	32.3	32.3	32.3
	2	223	23.9	23.9	56.1
	3	212	22.7	22.7	78.8
	4	198	21.2	21.2	100.0
	Total	935	100.0	100.0	