

How many passes purchased

	2023	2024	2025
1 Pass	22%	26%	28%
2 Passes	17%	18%	21%
3 Passes	22%	21%	20%
4 Passes	28%	24%	22%
5+ Passes	11%	11%	9%

Which pool did you frequent most?

	2023	2024	2025
DAC	53%	50%	50%
SWP	47%	50%	50%

Approximately how many times did you and your family visit either facility?

	2023	2024	2025
1-5 visits	19%	21%	22%
6 - 10 visits	33%	29%	26%
11 - 15 visits	23%	22%	22%
16 or more	25%	28%	30%

What time of day did you visit the pool most often?

	2023	2024	2025
7 - 10am	15%	16%	19%
10am - 1pm	30%	28%	34%
1pm - 4pm	34%	38%	30%
4pm - 7pm	20%	19%	17%

How would you rate the value of your pass(es)?

	2023	2024	2025
1 Star	3%	4%	4%
2 Stars	5%	5%	2%
3 Stars	17%	11%	12%
4 Stars	26%	32%	29%
5 Stars	49%	48%	53%

Rate the following areas**DAC Public Swim Hours**

	2023	2024	2025
Not Satisfied	19%	16%	9%
Satisfied	43%	36%	40%
Very Satisfied	24%	26%	28%
No Opinion	15%	22%	23%

SWP Public Swim

	2023	2024	2025
Not Satisfied	18%	17%	13%
Satisfied	48%	46%	41%
Very Satisfied	22%	22%	27%
No Opinion	13%	16%	19%

Lap Swim Hours

	2023	2024	2025
Not Satisfied	5%	9%	8%
Satisfied	31%	20%	24%
Very Satisfied	16%	13%	15%
No Opinion	48%	58%	53%

Rate the following areas of your experience at the pools

Safety	2023	2024	2025
Poor	2%	1%	1%
Below Average	5%	2%	3%
Average	36%	28%	27%
Above Average	26%	37%	35%
Excellent	32%	32%	34%

Water Temperature	2023	2024	2025
Poor	2%	2%	1%
Below Average	8%	8%	7%
Average	40%	41%	38%
Above Average	26%	28%	27%
Excellent	24%	20%	27%

Cleanliness	2023	2024	2025
Poor	6%	6%	4%
Below Average	15%	11%	13%
Average	40%	41%	40%
Above Average	23%	27%	26%
Excellent	17%	15%	17%

Deck Furniture	2023	2024	2025
Poor	4%	6%	4%
Below Average	12%	14%	11%
Average	47%	47%	54%
Above Average	24%	21%	19%
Excellent	13%	12%	12%

DAC Concessions	2023	2024	2025
Poor	6%	4%	4%
Below Average	16%	13%	13%
Average	51%	64%	60%
Above Average	14%	10%	15%
Excellent	13%	9%	8%

SWP Concessions	2023	2024	2025
Poor	5%	4%	1%
Below Average	17%	10%	13%
Average	52%	66%	58%
Above Average	15%	12%	18%
Excellent	12%	9%	8%

Rate your staff Experience

Cashiers	2023	2024	2025
Poor	< 1%	< 1%	< 1%
Below Average	2%	2%	< 1%
Average	40%	41%	40%
Above Average	29%	28%	32%
Excellent	29%	28%	26%

Lifeguards	2023	2024	2025
Poor	< 1%	1%	< 1%
Below Average	4%	2%	1%
Average	32%	28%	33%
Above Average	31%	28%	37%
Excellent	33%	32%	30%

Pool Managers	2023	2024	2025
Poor	1%	1%	< 1%
Below Average	4%	5%	3%
Average	38%	32%	27%
Above Average	27%	34%	43%
Excellent	31%	28%	27%

Concessions Staff	2023	2024	2025
Poor	1%	1%	< 1%
Below Average	4%	4%	4%
Average	46%	51%	46%
Above Average	25%	27%	30%
Excellent	24%	17%	20%