

# ONONDAGA LAKE PARK BEACH ATTENDANCE PROJECTION

Projections and estimates for potential visitors to a proposed beach located at the Onondaga Lake Park are based on the results of the internet survey conducted in January, 2019 in which 2,119 respondents were surveyed regarding the usage of the Onondaga County Parks, Onondaga Lake Park, area beaches, as well as, perceptions of safety regarding Onondaga Lake and the likelihood of using a beach at Onondaga Lake.

The survey was designed to use an outreach program to ask respondents to log into a website to take the survey. The sample, therefore, is weighted toward respondents with an interest in local parks as opposed to being representative of the entire population of Onondaga County. The projections for attendance are thus based on those residents already using Onondaga Lake Park. Onondaga County residents not using Onondaga Lake Park but may visit a beach at the park have not been included resulting in a very conservative estimate of potential beach use.

1. There were 2,037,792 visitors to Onondaga Lake Park in 2018. (This is down slightly from the 2016 and 2017 attendance figures of 2,196,498 and 2,154,203, respectively. The 2018 figures have been used.) Of the 2,037,792 visitors in 2018. Based on the internet survey, visitors to Onondaga Lake Park average 5.3 visits annually. This results in 384,489 unduplicated visitors annually. At a population per household of 2.41, there are 159,539 unduplicated households visiting Onondaga Lake Park annually. A total of 59.8% of all visitors use the park from June through September, the prime beach using period as demonstrated by attendance data for Jamesville Beach Park and Oneida Shores Park in which 80.3% and 77.3% of all visitors, respectively, use the parks from June through September.
2. Interviews with park officials and a review of attendance figures for Jamesville Beach Park and Oneida Shores Park indicate that very little beach activity occurs until mid-June or after mid-September. Therefore, we have used only 70% of the June and September Onondaga Lake Park attendance data. A total of 52.9% of the total Onondaga Lake Park visits occur during this period.
3. There are an estimated 203,544 unduplicated visitors using Onondaga Lake Park from mid-June through mid-September or 84,458 unduplicated households.

	TOTAL VISITORS	UNDUPLICATED VISITORS	UNDUPLICATED HOUSEHOLDS**
Total attendance at Onondaga Lake Park (2018)	2,037,792	384,489*	159,539
Estimated total attendance at Onondaga Lake Park mid-June through mid-September	1,078,781	203,544	84,458

\*Visitors average 5.3 visits annually.

\*\*Based on a population per household of 2.41.

4. Based on the internet survey, among those already visiting Onondaga Lake Park within the past 12 months, 70.1% also visit public beaches in the region. Applying this to the mid-June through mid-September attendance of 203,544 yields 142,684 Onondaga Lake Park visitors also visiting beaches in the region.

Q10—Have you visited Onondaga Lake Park in the past 12 months? Q16—Do you visit any public beaches in the region?				
	Q10—Have you visited Onondaga Lake Park in the past 12 months?		Q16—Do you visit any public beaches in the region?	
	TOTAL	YES	NO	
Q10: Yes	92.9%	70.1%	29.9%	
	1,695	1,154	493	
Q10: No	7.1%	58.1%	41.9%	
	130	75	54	
Total Respondents	1,825	1,229	547	

5. Among those visiting Onondaga Lake Park within the past 12 months, 38.6% indicate they would use a beach at Onondaga Lake Park for their typical beach activities if one were available. This would total 78,568 visitors.

Q10—Have you visited Onondaga Lake Park in the past 12 months? Q20—If there were a beach on Onondaga Lake, would you use it hanging out, wading, swimming or other uses?				
	Q10—Have you visited Onondaga Lake Park in the past 12 months?		Q20—If there were a beach on Onondaga Lake, would you use it hanging out, wading, swimming or other uses?	
	TOTAL	YES	NO	DON'T KNOW
Q10: Yes	92.9%	38.6%	50.0%	11.3%
	1,695	436	565	128
Q10: No	7.1%	16.2%	68.9%	14.9%
	130	12	51	11
Total Respondents	1,825	448	616	139

6. **According to the internet survey, 23.9% of those visiting Onondaga Lake Park within the past 12 months believe the lake is safe for swimming.** This would total 48,647 of the 203,544 unduplicated visitors from mid-June through mid-September.

Q10-Have you visited Onondaga Lake Park in the past 12 months? Q21 - Do you agree that Onondaga Lake is safe for swimming?				
Q10-Have you visited Onondaga Lake Park in the past 12 months?		Q21 - Do you agree that Onondaga Lake is safe for swimming?		
	TOTAL	YES	NO	DK/NA
Q10: Yes	92.9%	23.9%	54.6%	21.6%
	1,695	385	881	348
Q10: No	7.1%	11.8%	69.3%	18.9%
	130	15	88	24
Total Respondents	1,825	400	969	372

7. At total of 15.5% of all respondents visiting Onondaga Lake Park meet all of the above criteria. This would be a total of 31,600 visitors already using Onondaga Lake Park, use public beaches in the region, would use a beach at Onondaga Lake Park and believe the lake is safe for swimming.

**It is reasonable to assume that there would be at least 31,600 potential first time beach visitors who are already using Onondaga Lake Park, believe the lake is safe for swimming, are currently visiting other beaches in the region and indicated that they would use a beach at the park if it were developed. Onondaga Lake Park visitors also visit beaches in the area an average of 4.3 times annually. The remaining 3.3 visits would be contingent upon providing a positive beach experience on the first visit.**

8. Following is a summary of Onondaga Lake Park visitors who visit beaches in the area, would use a beach at Onondaga Lake Park and believe the lake to be safe for swimming.

Onondaga Lake Park visitors also visit beaches in the area	142,684
If there were a public beach at Onondaga Lake Park, would you use it	78,560
Do you agree that Onondaga Lake is safe for swimming	48,647
Total meeting all of the above criteria: <ul style="list-style-type: none"><li>• Already visit Onondaga Lake Park</li><li>• Use public beaches in the region</li><li>• Would use a beach at Onondaga Lake Park</li><li>• Believe the lake is safe for swimming</li></ul>	31,600

Appendix A – Park visitors

<b>ONONDAGA LAKE PARK, JAMESVILLE BEACH PARK AND ONEIDA SHORES PARK MONTHLY ATTENDANCE - 2018</b>			
	<b>JAMESVILLE BEACH</b>	<b>ONEIDA SHORES</b>	<b>ONONDAGA LAKE PARK</b>
January	1,498	1,102	47,846
February	1,631	1,045	33,228
March	1,723	1,285	21,889
April	1,751	2,238	57,685
May	2,613	7,242	163,140
June	15,560	22,162	236,738
July	16,111	26,464	382,545
August	6,995	13,077	368,770
September	18,687	5,015	231,070
October	1,869	3,598	151,610
November	1,428	1,479	138,866
December	1,569	1,571	204,405
<b>Total</b>	<b>71,435</b>	<b>86,278</b>	<b>2,037,792</b>
June through September Total	57,353	66,718	1,219,123
Mid-June - Mid-September Total	47,079	58,565	1,078,781
Percent	65.9%	67.9%	52.9%

<b>ONONDAGA LAKE PARK ANNUAL ATTENDANCE 2008 - 2018</b>	
2008	1,347,231
2009	1,380,003
2010	1,480,318
2011	1,413,378
2012	1,514,928
2013	1,607,910
2014	1,675,584
2015	1,933,067
2016	2,196,498
2017	2,154,203
2018	2,037,792

Appendix B – Screen for “Yes”

Q10 - Have you visited Onondaga Lake Park in the past 12 months?

Q16 - Do you visit any public beaches in the region?

Q20 - If there were a beach on Onondaga Lake, would you use it for any of these purposes?

Q21 - Do you agree that Onondaga Lake is safe for swimming?

Total responses replying “Yes” to all four questions                      263

DEMOGRAPHICS

GENDER			
	SCREEN FOR “YES”		UNIVERSE
	NUMBER	PERCENT	PERCENT
Male	163	62.0%	49.5%
Female	91	34.6%	45.6%
Prefer not to say	9	3.4%	4.9%
Total	263	100.0%	100.0%

POPULATION PER HOUSEHOLD			
	SCREEN FOR “YES”		UNIVERSE
	NUMBER	PERCENT	PERCENT
One	28	10.6%	11.0%
Two	88	33.7%	36.2%
Three	57	21.8%	20.0%
Four	63	24.1%	20.0%
Five	21	8.0%	9.2%
Six or more	5	1.9%	3.5%
Total	263	100.0%	100.0%

AGE			
	SCREEN FOR "YES"		UNIVERSE
	NUMBER	PERCENT	PERCENT
Under 25	18	6.8%	10.6%
25 – 34	53	20.3%	18.5%
35 – 44	53	20.3%	18.3%
45 – 54	57	21.8%	16.3%
55 – 64	42	16.1%	18.8%
65 – 74	30	11.4%	13.0%
75 or more	7	3.7%	2.9%
Prefer not to say	2	9.8%	1.6%
Total	263	100.0%	100.0%

INCOME			
	SCREEN FOR "YES"		UNIVERSE
	NUMBER	PERCENT	PERCENT
\$150,000 or more	42	16.0%	12.9%
\$100,000 to \$149,999	69	26.2%	20.0%
\$75,000 to \$99,999	49	18.6%	15.7%
\$50,000 to \$74,999	34	12.9%	14.9%
\$35,000 to \$49,999	16	6.1%	8.2%
\$25,000 to \$34,999	4	1.5%	3.7%
Under \$25,000	6	2.3%	3.0%
Prefer not to say	43	16.3%	21.7%
Total	263	100.0%	100.0%