

**SURVEY RESEARCH DEMAND STUDY FOR PROSPECTIVE  
MARINA WET SLIPS AT EVANSTON, ILLINOIS**

**AND**

**EXTRAPOLATION OF SURVEY FINDINGS TO THE  
RELEVANT UNIVERSE**

**A Research Report  
(In Two (2) Parts)**

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## SURVEY PARAMETERS

### INTRODUCTION

The survey findings reported here represent a partial response, by the Chicago District, Army Corps of Engineers, to an inquiry and request from the City of Evanston, Illinois to study the feasibility of a small boat harbor/ marina within the municipality's environs. The Chicago District designed the survey, supervised contractor data collection, and analyzed the findings. These findings, along with those of another survey evaluating the environmental/ economic impacts of a harbor/ marina facility, constitute the requested reports to the City to aid subsequent municipal decision-making relative to the environmental/ economic feasibility of such a facility.

### SURVEY OBJECTIVES

This survey is aimed to determine the potential demand for wet slip space by present and prospective recreational boat owners at a possible future marina at Evanston, IL (in the vicinity of South Boulevard near Calvary Cemetery). The survey was designed to yield findings that would contribute, in part, to an assessment of the feasibility of a proposed shore-line development plan at that location.

#### A. SPECIFIC INFORMATION NEEDS

To estimate two (2) components of demand for wet slip rentals at a possible future marina in Evanston, Illinois, specifically:

- To determine % of recreational boat owners who expressed an interest in renting wet slips at a future marina development.
- To determine % of prospective or new recreational boat owners who expressed an interest in renting wet slips at a future marina development

The clear emphasis here was on determining incremental or additional demand associated with the presence of the Evanston Marina and not on existing demand, which might be switched from other marinas within the study area.

A subordinate (**INFORMATION NEED**) was to determine for those respondents in each component of demand, the average annual (seasonal) wet slip rental fee that they would be willing to pay, in current dollars, at a future Evanston, Illinois marina development.

“Amenities” under consideration for the proposed marina used by the contractor to aid respondents in “visualizing” the product/service demand for which they are

being queried, included: parking, launch ramp, fuel facility, restrooms, fish cleaning station, and vending machines.

**B. QUALIFIED RESPONDENTS**

Sub-Sample #1

Registered recreational boat owners who reside within a (30) mile travel of Evanston, Illinois. Lists of registered recreational boat owners have been obtained by the Corps from the appropriate state agency for the following counties:

Illinois

Cook  
Dupage

Lake  
McHenry

The following number of related records was conveyed to the contractor:

Illinois

127,000

The actual size of the “working” universe, from which the sample was drawn, was reduced from the number shown due to the need to conform the sampling universe to the land mass description shown below under **SAMPLE DESIGN**.

Sub-Sample #2

Study area residents (heads of household) who were non-boat owners and who resided in zip code areas with relatively high concentrations of boat owners.

**C. SAMPLE DESIGN**

The sample universe, in terms of landmass, is configured by a partial circle, which includes an area in NE Illinois, which has Evanston, Illinois at its center and is described by a land radius of approximately thirty (30) miles.

The sampling protocols for the sub-samples of the two (2) components of demand and their respective qualified respondents follow:

### Sub-Sample #1

An area probability sample (systematic random) was drawn from an Illinois list of recreational boat-owner registrants who reside within the specified sampling universe area.

Sample size of 800. Expected margin of error:  $\pm 4\%$  at the 95% level of confidence.

### Sub-Sample #2

An area probability sample (systematic random) was drawn from a telephone universe of listed and unpublished residential numbers, i.e., Random Digit Dialing (RDD), in zip code locations within the specified sampling universe, where there are relatively high concentrations of boat owners.

Sample size of 400. Expected margin of error:  $\pm 5-7\%$  range at the 95% level of confidence.

## **D. DATA COLLECTION METHOD**

For Sub-Sample #1, a matching protocol was employed to link telephone numbers with boat registrant addresses provided by the state agency. An initial attempt to contact each selected respondent plus up to three (3) follow-on attempts to contact was required prior to termination of effort.

Relative to Sub-Sample #2, as noted, in zip code areas with relatively high concentrations of boat owners, telephone contact using RDD was utilized in an attempt to reach non-boat owners.

## **E. DATA COLLECTION INSTRUMENT**

The Corps specified the survey **INFORMATION NEEDS**, with the contractor responsible for telephone questionnaire construction and pre-testing which, in turn, was subject to Corps' approval.

**PART I - REPORT OF SURVEY FINDINGS**

## **PREFACE**

This is a two (2)-part report. **Part I** presents the findings from surveying boat owners and non-boat owners in a defined area in Northeastern Illinois (See **SAMPLE DESIGN**, page 2).

**Part II** presents the extrapolation of sampling results to the larger, relevant universe of boat-owners and non-boat owners in Northeastern Illinois, in order to estimate potential slip demand at the proposed Evanston Marina.

## **SURVEY OBJECTIVES**

This was a survey to determine demand, if any, for wet slip space by present and prospective recreational boat owners at a possible future marina at Evanston, Illinois (in the vicinity of South Boulevard near Calvary Cemetery). The survey was designed to yield findings that could contribute, in part, to an assessment of the feasibility of a proposed shoreline development plan at that location.

**Part I** highlights findings that satisfy the core **Specific/ Informational Needs** that, in turn, are responsive to the **SURVEY OBJECTIVES**.

Supporting detail is presented on the following pages.

To aid in the understanding of, and to support the credibility of, the **EXTRAPOLATION** of data obtained from the surveys two (2) samples of the relevant Study Area (universe, in statistical terms), a brief step-through of the process is delineated below.

### **Boat Owner Study Area**

1. The Geographic Study Area, or relevant universe, from which to sample boat and non-boat owners (who might have an interest in using a possible future Evanston Harbor Marina), was defined, as follows:  
The sampling universe, in terms of landmass, was configured by a partial circle, which includes an area in Northeastern Illinois, which, in turn, has Evanston, Illinois at its center and is described by a land radius of approximately thirty (30) miles.  
(The thirty (30) mile radius metric was derived from the Corps' prior experience in defining "market areas" in support of marina feasibility studies)
2. Given the definition above, it was determined that this Study/Market Area was composed of two hundred four (204) zip code sub-areas.
3. Within these zip code areas, the State of Illinois licensing lists of registered recreational boat owners was filtered and cleaned of duplicate addresses. This procedure yielded a total of 88,525 licensed recreational boaters in the subject study area.

This is Stage I sampling universe (88,525) from which a systematic random (probability) sample of eight hundred (800) boat owners was drawn. For Stage II, the 88,525 list was filtered/screened to yield only owners of boats 20+' in length: 21,641. With this universe size, the margin of error approximates + 8-10%. The derived sample-base for the Stage II universe is 320. It is upon this base (owners of 20+' length boats) that the extrapolation is based.

**SECTION 1 – BOAT OWNERS**

Our survey is about a possible new marina that is being considered in Evanston, Illinois in the vicinity of South Boulevard near Calvary Cemetery. This new proposed marina would accommodate boats between 25-50 feet. Amenities would include secured access to docks, parking, launch ramps, fuel facility, water and electric services, pump-out, restrooms, fish cleaning station and vending machines. Other marine services may also be made available.

**Question Series 3a-d: (Location/Use of Boat)**

3a. Do you keep your boat in a permanent slip, dock, or mooring, or do you trailer your boat when you use it, or do you dry dock it at a boatyard or some other permanent location, where you can launch it when you want to use it?

NUMBER OF RESPONDENTS	<u>SAMPLE SIZE</u>	
	<u>TOTAL</u>	<u>20+' LENGTH</u>
	800	320
	100.0%	100.0%
PERMANENT SLIP, DOCK OR MOORING	273	194
	34.1%	60.6%
TRAILER	382	73
	47.8%	22.8%
DRY DOCK/ LAUNCH	114	45
	14.3%	14.1%
NONE OF THE ABOVE	0	0
	0.0%	0.0%
DON'T KNOW/ NOT ANSWERING	31	8
	3.9%	2.5%

---

**Comment:** About one-third (1/3) use a permanent slip, dock or mooring, while nearly one-half (1/2) trailer their boats.

Predictably, with responses confined to 20+' length ownership, the majority (60.6%) of the respondents reported boat locations at “permanent slip, dock or mooring.”

3b. Is that at your residence or some other private location or in a marina where you rent or own space/ dry dock your boat?

(ONLY the respondents who answered 3a. with “PERMANENT SLIP, DOCK OR MOORING” or “DRY DOCK/ LAUNCH” were asked this question.)

NUMBER OF RESPONDENTS	<u>SAMPLE SIZE</u>	
	<u>TOTAL</u>	<u>20+' LENGTH</u>
	387	240
	100.0%	100.0%
RESIDENCE OR PRIVATE LOCATION	223	104
	57.5%	43.3%
RENTED/ OWNED SPACE AT MARINA	153	130
	39.5%	54.2%
NEITHER	8	6
	2.0%	2.5%
DON'T KNOW/ NOT ANSWERING	3	0
	1.0%	1.0%

---

Comment: This question addresses only a relevant sub-set (387) of the original 800 respondents. Of the 387 respondents, almost two (2) out of five (5)-(39.5%) rent or own space at a marina, while nearly three fifths (3/5)-(57.5%), keep their crafts at a private location.

In the 20+' length segment, the majority (54.2%) of respondents answered “RENTED/OWNED SPACE AT MARINA.”

3c. What is the name of the marina/ boat yard where you rent or own your space/ dry dock your boat?

(ONLY the respondents who answered 3a. with “RENT OR OWN SPACE AT MARINA” were asked this question.)

NUMBER OF RESPONDENTS	<u>SAMPLE SIZE</u>	
	<u>TOTAL</u>	<u>20+’ LENGTH</u>
	153	120
	100.0%	100.0%

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Comment: For both sub-sets of data, respondents identified many areas, but with no statistically significant concentration at any one location.

3d. Where is that located?

(ONLY the respondents who answered 3b. with “RENT OR OWN SPACE AT MARINA” were asked this question.)

NUMBER OF RESPONDENTS	<u>SAMPLE SIZE</u>	
	<u>TOTAL</u>	<u>20+’ LENGTH</u>
	153	130
	100.0%	100.0%
CHICAGO, IL	35 22.9%	34 26.2%
ALL OTHER	116 75.8%	96 73.8%
DON’T KNOW/ NOT ANSWERING	2 1.3%	0 0.0%

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Comment: For both sub-sets, the highest numbers reported were in Chicago, with no other sites reflecting numerical concentration.

**Question 4: (Degree of Interest in Renting Slip at Proposed Evanston Harbor)**

4. Based on this description and assuming the prices were reasonable, how interested would you be in renting a slip at this new harbor in Evanston, Illinois. Would you say you would be...

NUMBER OF RESPONDENTS	SAMPLE SIZE	
	TOTAL	20+' LENGTH
	800	320
	100.0%	100.0%
VERY INTERESTED	40	29
	5.0%	9.1%
SOMEWHAT INTERESTED	93	61
	11.6%	19.1%
NOT AT ALL INTERESTED	657	224
	82.1%	70.0%
DON'T KNOW/ NOT ANSWERING	10	6
	1.3%	1.9%

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Comment: Combining the “VERY” and “SOMEWHAT” interested responses equals about 1/6 (16.6%) of all respondents.

Among the 20+' length ownership, “VERY” and “SOMEWHAT” interested responses advance to almost three (3) out of ten (10) – 28.2%.

Note: Separately, in Part II of this Report, an extrapolation will be prepared to estimate how these 16.6% and 28.2% numbers translate for the previously defined sampling universe as a whole (30 mile radius, etc.). The result of this extrapolation will form an estimate of potential slip demand at the proposed Evanston Marina.

Question 5: (If Rental at Evanston is a Possibility Would...)

5. If you were to rent space at this new harbor in Evanston, Illinois, would you...

(ONLY the responses of those who RENTED/OWNED SPACE AT MARINA and were VERY INTERESTED or SOMEWHAT INTERESTED in renting a slip at this new harbor in Evanston, Illinois, are shown below. These are only partially overlapping sub-sets; when the respondents who meet all the descriptive requirements are filtered out, the residual number is 55 and 52 respondents, respectively, as shown below.)

	<u>SAMPLE SIZE</u>	
	<u>TOTAL</u>	<u>20+<sup>2</sup> LENGTH</u>
NUMBER OF RESPONDENTS	55 100.0%	52 100.0%
REPLACE THE SLIP, MOORING OR DRY DOCK YOU CURRENTLY HAVE	45 81.8%	44 84.6%
WOULD THIS SPACE AT THE NEW EVANSTON MARINA BE IN ADDITION TO THE SLIP, MOORING OR DRY DOCK YOU CURRENTLY HAVE	9 16.4%	8 15.4%
DON'T KNOW/ NOT ANSWERING	1 1.8%	0 0.0%

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Comment: A central objective of this survey is to determine incremental, and not replacement, demand. This is represented by the nine (9) respondents in one sub-sample and (8) respondents in the other. Separately, an extrapolation will be prepared to estimate how incremental demand numbers translate for the previously defined sampling universe as a whole (30 mile radius, etc.).

Question Series 6a-c: (Slip Size Interest and Season Cost Estimates at Proposed Evanston Marina)

6a. What size slip would you be interested in renting? (In feet)

(ONLY the respondents who rented/ owned space from question 3a and were “VERY INTERESTED” or “SOMEWHAT INTERESTED” in the new harbor in Evanston were asked this question.)

NUMBER OF RESPONDENTS	<u>SAMPLE SIZE</u>	
	<u>TOTAL</u>	<u>20+' LENGTH</u>
	133 100.0%	90 100.0%
25	33 18.8%	20 22.2%
30	18 22.3%	18 20.0%
35	11 26.3%	8 8.9%
50	11 8.3%	11 12.2%
OTHER SLIP SIZE	48 36.1	28 31.1%
DON'T KNOW/ NOT ANSWERING	12 9.0%	5 5.6%

---

Comment: Using responses (133) obtained in answer to question 4 as a base, almost fifty (50) percent (46.6%) of these respondents (RENTED/ OWNED SPACE; VERY/ SOMEWHAT INTERESTED IN NEW HARBOR) expressed interest in 25-35 foot slips.

For the 20+' length ownership category, interest in the 35foot length slip drops sharply, while the percentage (12.2%) expressing an interest in the 50 foot length advances by about (47) per cent.

6b. Given the location of this proposed new harbor in Evanston, Illinois and the service and amenities, how much would you estimate the cost would be for a season, that is May 15<sup>th</sup> through October 15<sup>th</sup>, for the slip length you are interested in? (In dollars)

(ONLY the respondents who rented/ owned space from question 3a and were “VERY INTERESTED” or “SOMEWHAT INTERESTED” in the new harbor in Evanston were asked this question.)

	<u>TOTAL</u>	<u>SAMPLE SIZE</u> <u>20+’ LENGTH</u>
NUMBER OF RESPONDENTS	133 100.0%	90 100.0%
\$2000	11 8.3%	8 8.9%
\$2500	12 9.0%	12 13.3%
OTHER ESTIMATED COST	60 45.1%	41 45.6%
DON’T KNOW/ NOT ANSWERING	50 37.6%	29 32.2%
AVERAGE COST:	\$1955	

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Comment: Respondents provided season estimates for a slip rental, without specifying slip lengths. The dollar estimates shown are roughly comparable to costs shown in the Chicago Park District Price Schedule presented next, with explanatory comment.

Note: Relative to the data set presented next, the costs shown are drawn from the current Chicago Park District Average Price Schedule. Respondents were then queried (Question 6c.) for an expression of interest in renting a proposed Evanston slip if the costs were as shown by slip size.

Chicago Park District Slip Rental Average Price Schedule, by boat length:

- UP TO 25 FOOT BOAT FOR \$1700
- 26 TO 30 FOOT BOAT FOR \$2000
- 31 TO 40 FOOT BOAT FOR \$2700
- 41 FOOT OR LARGER BOAT FOR \$3600

6c. How interested would you be if the cost was...(used Price Schedule Above, based on boat length)

(Only the respondents who rented/ owned space from question 3a and were “VERY INTERESTED” or “SOMEWHAT INTERESTED” in the new harbor in Evanston were asked this question.)

	<u>SAMPLE SIZE</u>	
	<u>TOTAL</u>	<u>20+' LENGTH</u>
NUMBER OF RESPONDENTS	133 100.0%	90 100.0%
VERY INTERESTED	32 24.1%	19 21.1%
SOMEWHAT INTERESTED	49 36.8%	25 27.8%
NOT AT ALL INTERESTED	46 34.6%	40 44.4%
DON'T KNOW/ NOT ANSWERING	6 4.5%	6 6.7%

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Comment: Among the 133 respondents meeting all of the characteristics cited above, about sixty (60) per cent expressed interest in the calculated rental cost expressed in question 6b, above.

Among the 20+' length ownership sub-set, the comparable percentage drops to fifty (50) per cent, while the percentage “NOT AT ALL INTERESTED” (44.4%) advances by almost one-third (1/3).

**SECTION 2 – NON- BOAT OWNERS**

Question 1: (Degree of Interest in Evanston Slip Rental)

1. Based on this description and assuming the prices were reasonable, how interested would you be in renting a slip at this new harbor in Evanston, Illinois. Would you say you would be...

(ONLY the responses of non-boat owners who were DEFINITELY BUY, PROBABLY BUY OR MIGHT/ MIGHT NOT BUY a boat in the coming 12 months are shown below)

	<u>TOTAL</u>
NUMBER OF RESPONDENTS	37 100.0%
VERY INTERESTED	4 10.8%
SOMEWHAT INTERESTED	12 32.4%
NOT AT ALL INTERESTED	21 56.8%

---

Comment: Relative to this sub-set, the majority of respondents (57%) are “NOT AT ALL INTERESTED” in buying a boat in the coming months. Those who are “VERY INTERESTED” or “SOMEWHAT INTERESTED” represent potential additional demand associated with the presence of the Evanston Marina.

Question Series 2a-b: **(Boat Size/ Type)**

2. Now that you know about this proposed new marina in Evanston, Illinois, what size boat are you considering buying? (in feet)

(ONLY the respondents who were “VERY INTERESTED” or “SOMEWHAT INTERESTED” in question 1 were asked this question.)

NUMBER OF RESPONDENTS	<u>SAMPLE SIZE</u>	
	<u>TOTAL</u>	<u>20+<sup>2</sup> LENGTH</u>
	16	13
	100.0%	100.0%
25 FOOT	5	4
	31.3%	30.8%
OTHER BOAT SIZES	9	9
	56.2%	69.2%
DON'T KNOW/ NOT ANSWERING	2	0
	12.5%	1.0%

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Comment: Relative to these sub-sets, a dominant choice was not established relative to the boat size that respondents were considering buying. A 25-foot length boat received the largest single percentage of responses in both sub-sets.

2b. What kind of boat are you interested in?

(ONLY the respondents who were “VERY INTERESTED” or “SOMEWHAT INTERESTED” in question 1 were asked this question.)

NUMBER OF RESPONDENTS	<u>SAMPLE SIZE</u>	
	<u>TOTAL</u>	<u>20+’ LENGTH</u>
	16 100.0%	13 100.0%
POWERBOAT	13 81.2%	10 77.0%
SAILBOAT	2 12.5%	2 15.4%
DON’T KNOW/ NOT ANSWERING	1 6.3%	1 7.7%

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Comment: Among both sub-sets, the vast majority of those who are interested in buying a boat expressed a preference for a powerboat.

**Question 3: (Slip Size)**

3. What size slip would you be interested in renting? (In feet)

NUMBER OF RESPONDENTS	<u>SAMPLE SIZE</u>	
	<u>TOTAL</u>	<u>20+’ LENGTH</u>
	16 100.0%	13 100.0%

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Comment: Responses were dispersed; thus no central tendency emerged for both sub-sets.

**Question Series 4a-b: (Estimate Slip Costs and Reactions to Chicago Park District Average Price Schedule Shown)**

4a. Given the location of this proposed new harbor in Evanston, Illinois and the service and amenities, how much would you estimate the cost would be for a season, that is May 15<sup>th</sup> through October 15<sup>th</sup>, for the slip length you are interested in?

(ONLY the responses of Non-boat owners who were DEFINITELY BUY, PROBABLY BUY OR MIGHT/MIGHT NOT BUY a boat in the coming 12 months and were VERY INTERESTED or SOMEWHAT INTERESTED in renting a slip at this new harbor in Evanston, Illinois)

NUMBER OF RESPONDENTS	SAMPLE SIZE	
	TOTAL	20+ <sup>2</sup> LENGTH
	16 100.0%	13 100.0%
\$200	1 6.3%	0 0.0%
\$800	1 6.3%	1 7.75
\$1500	3 18.7%	3 23.1%
\$2000	1 6.3%	1 7.7%
\$3000	1 6.3%	1 7.7%
DON'T KNOW/ NOT ANSWERING	9 56.2%	7 53.8%
ESTIMATED AVERAGE COST	\$1500	

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**Comment:** The estimated season cost by the respondents for a slip at the proposed new harbor in Evanston, Illinois approximated \$1,500 for both sub-sets, but with recognition evidenced of higher expected costs as boat length increases.

Note: Relative to the data set presented next, the costs shown are drawn from the current Chicago Park District Average Price Schedule. Respondents were then queried (Question 4b.) for an expression of interest in renting a proposed Evanston slip if the costs were as shown by slip size.

Chicago Park District Slip Rental Average Price Schedule, by boat length:

- UP TO 25 FOOT BOAT FOR \$1700
- 26 TO 30 FOOT BOAT FOR \$2000
- 31 TO 40 FOOT BOAT FOR \$2700
- 41 FOOT OR LARGER BOAT FOR \$3600

4b. How interested would you be if the cost was...(used Price Schedule Above, based on boat length)

(ONLY the responses of Non-boat owners who were DEFINITELY BUY, PROBABLY BUY OR MIGHT/MIGHT NOT BUY a boat in the coming 12 months and were either VERY INTERESTED or SOMEWHAT INTERESTED in renting a slip at this proposed new harbor in Evanston, Illinois)

NUMBER OF RESPONDENTS	SAMPLE SIZE	
	TOTAL	20+ <sup>2</sup> LENGTH
	16	13
	100.0%	100.0%
VERY INTERESTED	2 12.5%	2 15.4%
SOMEWHAT INTERESTED	11 68.8%	9 69.2%
NOT AT ALL INTERESTED	2 12.5%	1 15.4%
DON' T KNOW/ NOT ANSWERING	1 6.3%	1 15.4%

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Comment: Among qualified respondents meeting the qualifications above in both sub-sets, about 4 out of 5 respondents were “VERY INTERESTED” or “SOMEWHAT INTERESTED” in renting a slip at this proposed new harbor in Evanston, Illinois, at average cost levels approximating those shown in the Chicago Park District Average Price Schedule.

## CONCLUSIONS BASED ON SURVEY FINDINGS

### Section 1 – Registered Recreational Boat Owners

- About one-third (1/3) of the sample base (800) use a permanent slip, dock or mooring. Among the 20+' length owners, the same type of boat location data rises to about sixty (60) per cent of that sample base (320).
- For the 800 base sample, approximately one (1) out of five (5) – (20%) rent or own space at a marina, at widely dispersed sites with no statistically significant concentration at any one location. For the 20+' length boat owners, the majority (54.2%) of respondents answered “RENTED/OWNED SPACE AT MARINA.”
- Among the eight hundred (800) sampled recreational boat owners, less than five (5) per cent (4.3%) rent/own space at a Chicago Marina. For both sub-sets of boat owners, no other sites reflected any numerical geographic concentration.
- Based on the marina description provided and assuming reasonable prices, about one sixth (1/6) – (16.6%) of all respondents (800) expressed some degree of interest in renting a slip at a proposed new harbor marina in Evanston. Among the 20+' length boat ownership cohort, the comparable figure advances to almost three (3) out of ten (10) – 28.2%.
- Relative to the central survey objective of determining incremental (and not replacement) demand for proposed Evanston Marina, slightly more than one (1) per cent of the total sample base stated that any rented space at Evanston would be in addition to existing slip, mooring or dry dock space. In comparison, among the 20+' length boat owners, two and one-half (2.5) percent (8/320) responded accordingly.
- Slip length sizes in the twenty-five (25) to thirty-five (35) foot range elicited the most interest among current slip owners/ renters. For the 20+' length ownership category interest in the 35 foot length slip drops sharply. However, the percentage (12.2%) expressing an interest in the 50 foot length advanced by about forty (40) per cent over the comparable number in the larger sample base.
- Among those currently renting/ owning marina space, about three (3) out of five (5)- (60.9%) expressed some degree of interest in space at the price levels reflected in the current Chicago Park District Slip Rental Average Price Schedule. Separately, those same respondents reflecting some degree or interest, in space at varying price levels, represent about one (1) per cent of the total sample base (800). Among the 20+' length ownership segment presently renting/ owning marina space, the comparable price level interest dropped to about fifty (50) per cent.

- **Note: It is Important to Review these Conclusions in Conjunction with the Extrapolations of Sample Data to the Universe from which it was drawn, and which are presented in Part II of this Report.**

## **Section 2 – Non-Boat Owners**

- The total sample base here is four hundred (400). Sixteen (16) or about four (4) per cent expressed some degree of interest in buying a boat in the next twelve (12) months.
- The sub-sample base for non-boat owners who are estimated to purchase 20+' length boats (if they subsequently decided to buy any boats at all) approximates 160, or about forty (40%) of the total sample base (160/400).
- Relate to boat length, a dominant size was not reported for either sub-set of respondents; however, among those who were considering a purchase, the twenty-five (25) foot size received the highest single percentage of responses, for both sub-sets.
- Only about four (4) per cent of the larger sample base (400) expressed an interest in a particular kind of boat. Among this group, the powerboat was the clear first choice. Among the 20+' length boat owners, some seven and one-half (7.5) percent expressed an interest in a specific type of boat, with the powerboat again a clear favorite.
- Among respondents interested both in buying a boat and in renting a slip at a proposed new harbor marina in Evanston, approximately fifteen hundred (\$1,500) dollars was the average estimated season cost reported, by respondents, for a slip rental. However, in both sub-sets, there was recognition of expected higher costs as boat length increases.
- Among the respondents who expressed some interest in a proposed new harbor marina at Evanston, the Chicago Park District Average Price Schedule for marina slips was found to provide some affirmative slip pricing guidance.
- **Note: It is Important to Review these Conclusions in Conjunction with the Extrapolations of Sample Data to the Universe from which it was drawn, and which are presented in Part II of this Report, which follows next.**

## **PART II – EXTRAPOLATION OF SURVEY FINDINGS**

To aid in the understanding of, and to support the credibility of, the **EXTRAPOLATION** of data obtained from the surveys two (2) samples of the relevant Study Area (universe, in statistical terms), a brief step-through of the process is delineated below.

### **Boat Owner Study Area**

1. The Geographic Study Area, or relevant universe, from which to sample boat and non-boat owners (who might have an interest in using a possible future Evanston Harbor Marina), was defined, as follows:  
The sampling universe, in terms of landmass, was configured by a partial circle, which includes an area in Northeastern Illinois, which, in turn, has Evanston, Illinois at its center and is described by a land radius of approximately thirty (30) miles.  
(The thirty (30) mile radius metric was derived from the Corps' prior experience in defining "market areas" in support of marina feasibility studies)
2. Given the definition above, it was determined that this Study/Market Area was composed of two hundred four (204) zip code sub-areas.
3. Within these zip code areas, the State of Illinois licensing lists of registered recreational boat owners was filtered and cleaned of duplicate addresses. This procedure yielded a total of 88,525 licensed recreational boaters in the subject study area.

This is Stage I sampling universe (88,525) from which a systematic random (probability) sample of eight hundred (800) boat owners was drawn. For Stage II, the 88,525 list was filtered/screened to yield only owners of boats 20+' in length: 21,641. With this universe size, the margin of error approximates + 8-10%. The derived sample-base for the Stage II universe is 320. It is upon this base (owners of 20+' length boats) that the extrapolation is based.

The total sample size can be, and was, sub-divided or "cut" into sub-samples of varying sizes, depending on the questions asked and the corresponding responses. For purposes, however, of (a) uniform treatment and (b) to validate comparisons, the response metrics in the following extrapolations are all compared to the Stage I sample base (800) and to the Stage II sample base (320); thus the percentages derived can be directly compared, as appropriate.

Key extrapolations are provided. They are central to providing an estimate of the demand for wet slips at a prospective small boat harbor and marina at Evanston. Extrapolations shown are based on the sample numbers provided by respondents on a mix of demand-related issues. Error ranges associated with projecting universe parameters from sample statistics are also presented. All metrics, which are not expressed in percentages, represent numbers of present boat owners.

**Section 1 – Boat Owners**

**Question Series 3a-b: (Location/Use of Boat)**

3a. Do you keep your boat in a permanent slip, dock, or mooring, or do you trailer your boat when you use it, or do you dry dock it at a boatyard or some other permanent location, where you can launch it when you want to use it?

	<u>Sample</u>		<u>Extrapolation</u>	<u>Error Range</u>	
	<u>Number</u>	<u>%</u>		<u>+ 4%</u>	<u>+ 6%</u>
ALL RESPONDENTS				<u>TOTAL SAMPLE</u>	
				800	
				100.0%	
PERMANENT SLIP, DOCK OR MOORING	273	34.1%	30187	28980-30187	28376-31998
TRAILER	382	47.8%	42315	40622-44008	39776-44854
DRY DOCK/ LAUNCH	114	14.3%	12659	12153-13165	11899-13419
NONE OF THE ABOVE	0	0.0%	0	0	0
DON'T KNOW/ NOT ANSWER	31	3.9%	3452	3314-3590	3245-3659

	<u>Sample</u>		<u>Extrapolation</u>	<u>Error Range</u>	
	<u>Number</u>	<u>%</u>		<u>+ 8%</u>	<u>+ 10%</u>
ALL RESPONDENTS				<u>20+<sup>2</sup> LENGTH BOAT</u>	
				320	
				100.0%	
PERMANENT SLIP, DOCK OR MOORING	194	60.6%	13120	12070-14169	11808-14432
TRAILER	73	22.8%	4937	4542-5332	4443-5431
DRY DOCK/ LAUNCH	45	14.1%	3043	2800-3287	2739-3348
NONE OF THE ABOVE	0	0.0%	0	0	0
DON'T KNOW/ NOT ANSWER	8	2.5%	541	498-584	487-595

3b. Is that at your residence or some other private location or in a marina where you rent or own space/ dry dock your boat?

(ONLY the respondents who answered 3a. with “PERMANENT SLIP, DOCK OR MOORING” or “DRY DOCK/ LAUNCH” were asked this question.)

ALL RESPONDENTS	<u>TOTAL SAMPLE</u>				
			800 100.0%		
	<u>Sample</u> <u>Number</u>	<u>%</u>	<u>Extrapolation</u>	<u>+ 4%</u>	<u>Error Range</u> <u>+ 6%</u>
RESIDENCE OR PRIVATE LOCATION	223	27.9%	24698	23711-25686	23217-26180
RENTED/ OWNED SPACE AT MARINA	153	19.1%	16908	16232-17585	15894-17923
NEITHER	8	1.0%	885	850-921	832-938
DON'T KNOW/ NOT ANSWERING	3	0.4%	354	340-368	333-375

ALL RESPONDENTS	<u>20+' LENGTH BOAT</u>				
			320 100.0%		
	<u>Sample</u> <u>Number</u>	<u>%</u>	<u>Extrapolation</u>	<u>+ 8%</u>	<u>Error Range</u> <u>+ 10%</u>
RESIDENCE OR PRIVATE LOCATION	104	32.5%	7033	6471-7596	6330-7737
RENTED/ OWNED SPACE AT MARINA	130	40.6%	8792	8088-9495	7912-9671
NEITHER	6	1.9%	406	373-438	365-446
DON'T KNOW/ NOT ANSWERING	0	0.0%	0	0	0

Question 4: (Degree of Interest in Renting Slip at Proposed Evanston Harbor)

4. Based on this description (previously provided) and assuming the prices were reasonable, how interested would you be in renting a slip at this new harbor in Evanston, Illinois. Would you say you would be...

ALL RESPONDENTS	<u>TOTAL SAMPLE</u>				
			800	100.0%	
	<u>Sample</u>		<u>Extrapolation</u>	<u>Error Range</u>	
	<u>Number</u>	<u>%</u>		<u>+ 4%</u>	<u>+ 6%</u>
VERY INTERESTED	40	5.0%	4426	4249-4603	4161-4692
SOMEWHAT INTERESTED	93	11.6%	10269	9858-10680	9653-10885
NOT AT ALL INTERESTED	657	82.1%	72679	69772-75586	68318-77040
DON'T KNOW/ NOT ANSWERING	10	1.3%	1151	1105-1197	1082-1220

ALL RESPONDENTS	<u>20+’ LENGTH BOAT</u>				
			320	100.0%	
	<u>Sample</u>		<u>Extrapolation</u>	<u>Error Range</u>	
	<u>Number</u>	<u>%</u>		<u>+ 8%</u>	<u>+ 10%</u>
VERY INTERESTED	29	9.0%	1961	1804-2118	1765-2157
SOMEWHAT INTERESTED	61	19.1%	4125	3795-4455	3713-4538
NOT AT ALL INTERESTED	224	70.0%	15149	13937-16361	13634-16664
DON'T KNOW/ NOT ANSWERING	6	1.9%	406	373-438	365-446

**Question 5: (If Rental at Evanston is a Possibility Would...)**

5. If you were to rent space at this new harbor in Evanston, Illinois, would you...

(ONLY the responses of those who RENTED/OWNED SPACE AT MARINA (Q. 3b) and were VERY INTERESTED or SOMEWHAT INTERESTED (Q. 4) in renting a slip at this new harbor in Evanston, Illinois, are shown below. These are only partially overlapping sub-sets; when the respondents who meet all the descriptive requirements are filtered out, the residual number is 55 respondents, as shown below.)

ALL RESPONDENTS	<u>TOTAL SAMPLE</u>				
			800 100.0%		
	<u>Sample</u> <u>Number</u>	<u>%</u>	<u>Extrapolation</u>	<u>+ 4%</u>	<u>Error Range</u> <u>+ 6%</u>
REPLACE THE SLIP, MOORING OR DRY DOCK YOU CURRENTLY HAVE	45	5.6%	4957	4759-5156	4660-5255
WOULD THIS SPACE AT THE NEW EVANSTON MARINA BE IN ADDITION TO THE SLIP, MOORING OR DRY DOCK YOU CURRENTLY HAVE	9	1.1%	974	935-1013	915-1032
DON'T KNOW/ NOT ANSWERING	1	0.1%	89	85-92	83-94

ALL RESPONDENTS	<u>20+' LENGTH BOAT</u>				
			320 100.0%		
	<u>Sample</u> <u>Number</u>	<u>%</u>	<u>Extrapolation</u>	<u>+ 8%</u>	<u>Error Range</u> <u>+ 10%</u>
REPLACE THE SLIP, MOORING OR DRY DOCK YOU CURRENTLY HAVE	44	13.8%	2976	2738-3214	2678-3273
WOULD THIS SPACE AT THE NEW EVANSTON MARINA BE IN ADDITION TO THE SLIP, MOORING OR DRY DOCK YOU CURRENTLY HAVE	8	2.5%	541	498-584	487-595
DON'T KNOW/ NOT ANSWERING	0	0.0%	0	0	0

Question Series 6a-c: (Slip Size Interest and Season Cost Estimates at Proposed Evanston Marina)

6a. What size slip would you be interested in renting? (In feet)

(ONLY the responses of those who RENTED/OWNED SPACE AT MARINA (Q. 3b) and were VERY INTERESTED or SOMEWHAT INTERESTED (Q. 4) in renting a slip at this new harbor in Evanston, Illinois, are shown below.)

ALL RESPONDENTS			<u>TOTAL SAMPLE</u>		
			800	100.0%	
	<u>Sample</u>		<u>Extrapolation</u>	<u>Error Range</u>	
	<u>Number</u>	<u>%</u>		<u>+ 4%</u>	<u>+ 6%</u>
25 FEET	33	4.1%	3630	3484-3775	3412-3847
30 FEET	18	2.3%	2036	1955-2118	1914-2158
35 FEET	11	1.4%	1239	1190-1289	1165-1314
50 FEET	11	1.4%	1239	1190-1289	1165-1314
OTHER SIZE SLIP	48	5.5%	4869	4674-5064	4577-5161
DON'T KNOW/ NOT ANSWERING	12	1.5%	1328	1275-1381	1248-1408

ALL RESPONDENTS			<u>20+<sup>2</sup> LENGTH BOAT</u>		
			320	100.0%	
	<u>Sample</u>		<u>Extrapolation</u>	<u>Error Range</u>	
	<u>Number</u>	<u>%</u>		<u>+ 8%</u>	<u>+ 10%</u>
25 FEET	20	6.3%	1353	1244-1461	1217-1488
30 FEET	18	5.6%	1217	1120-1315	1096-1339
35 FEET	8	2.5%	541	498-584	487-595
50 FEET	11	3.4%	744	684-803	670-818
OTHER SIZE SLIP	31	9.7%	2096	1929-2264	1887-2306
DON'T KNOW/ NOT ANSWERING	6	1.9%	406	373-438	365-446

6b. Given the location of this proposed new harbor in Evanston, Illinois and the service and amenities, how much would you estimate the cost would be for a season, that is May 15<sup>th</sup> through October 15<sup>th</sup>, for the slip length you are interested in? (In dollars)

(ONLY the responses of those who RENTED/OWNED SPACE AT MARINA (Q. 3b) and were VERY INTERESTED or SOMEWHAT INTERESTED (Q. 4) in renting a slip at this new harbor in Evanston, Illinois, are shown below.)

ALL RESPONDENTS			<u>TOTAL SAMPLE</u>		
			800		
			100.0%		
ESTIMATED AVERAGE COST:			\$1950		
	<u>Sample</u>		<u>Error Range</u>		
	<u>Number</u>	<u>%</u>	<u>Extrapolation</u>	<u>+ 4%</u>	<u>+ 6%</u>
\$2000	11	1.4%	1239	1190-1289	1165-1314
\$2500	12	1.5%	1328	1275-1381	1248-1408
OTHER ESTIMATED COST	60	7.5%	6639	6374-6905	6241-7038
DON'T KNOW/ NOT ANSWERING	50	6.3%	5577	5354-5800	5242-5912

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ALL RESPONDENTS			<u>20+' LENGTH BOAT</u>		
			320		
			100.0%		
	<u>Sample</u>		<u>Error Range</u>		
	<u>Number</u>	<u>%</u>	<u>Extrapolation</u>	<u>+ 8%</u>	<u>+ 10%</u>
\$2000	8	2.5	541	498-584	487-595
\$2500	12	3.8	812	747-877	730-893
OTHER ESTIMATED COST	43	13.4	2908	2675-3141	2617-3199
DON'T KNOW/ NOT ANSWERING	31	9.7	2096	1929-2264	1887-2306

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Note: Relative to the data set presented next, the costs shown are drawn from the current Chicago Park District Average Price Schedule. Respondents were then queried (Question 6c.) for an expression of interest in renting a proposed Evanston slip if the costs were as shown by slip size.

Chicago Park District Slip Rental Average Price Schedule, by boat length:

UP TO 25 FOOT BOAT FOR \$1700  
 26 TO 30 FOOT BOAT FOR \$2000  
 31 TO 40 FOOT BOAT FOR \$2700  
 41 FOOT OR LARGER BOAT FOR \$3600

6c. How interested would you be if the cost was...(used Price Schedule above, based on boat length)

(ONLY the responses of those who RENTED/OWNED SPACE AT MARINA (Q. 3b) and were VERY INTERESTED or SOMEWHAT INTERESTED (Q. 4) in renting a slip at this new harbor in Evanston, Illinois, are shown below.)

			<u>TOTAL SAMPLE</u>		
	ALL RESPONDENTS		800	100.0%	
	<u>Sample</u>		<u>Extrapolation</u>	<u>± 4%</u>	<u>Error Range</u>
	<u>Number</u>	<u>%</u>			<u>± 6%</u>
VERY INTERESTED	32	4.0%	3541	3399-3683	3329-3753
SOMEWHAT INTERESTED	49	6.1%	5400	5184-5616	5076-5724
NOT AT ALL INTERESTED	46	5.8%	5134	4929-5340	4826-5443
DON'T KNOW/ NOT ANSWERING	6	0.8%	708	680-737	666-751

			<u>20+<sup>+</sup> LENGTH BOAT</u>		
	ALL RESPONDENTS		320	100.0%	
	<u>Sample</u>		<u>Extrapolation</u>	<u>± 8%</u>	<u>Error Range</u>
	<u>Number</u>	<u>%</u>			<u>± 10%</u>
VERY INTERESTED	20	6.3	1353	1244-1461	1217-1488
SOMEWHAT INTERESTED	27	8.4	1826	1680-1972	1643-2009
NOT AT ALL INTERESTED	41	12.8	2773	2551-2995	2495-3050
DON'T KNOW/ NOT ANSWERING	6	1.9	406	373-438	365-446

## **Non-Boat Owner Study Area**

To determine the Study Area of residents (heads of household) who are non-boat owners and who reside in zip code areas with relatively high concentrations of boat owners who live within a thirty (30) mile travel distance of Evanston, Illinois, the following protocol was employed:

1. All zip codes (204) in the Study Area were sorted, in descending order, relative to incidence of boat owner residency. One hundred two (102) out of the two hundred four (204) zip codes were identified (as most likely to contain prospects for recreational boat ownership).
2. It was then determined that these one hundred two (102) zip codes represented a cumulative total of one-third (1/3) of all households in the Study Area or about 777,000 households. This is the sampling universe. In turn, it was assumed that this universe would contain the same proportion of 20+' foot length potential owners as was recorded among current boat owners in the same zip code areas.

When fully expanded, these 777,000 households support a household estimate for the entire Study Area of 2,330,000.

As previously noted (page 24), there are 88,525 licensed recreational boaters in the Study Area, representing a boat owner "penetration rate" of about 3.8% among households in that area.

Applying that percentage to 777,000 prospective boat owner households yields about 29,530 potential boat owner households.

Next, also as noted (page 6), the 88,525 metric was filtered to yield only owners of boat 20+' in length: 21,641.

When this number is divided by the total licensed boat metric (21,641/88,525), the resultant quotient (24.4%) represents the estimated percentage of 20+' length boat owners among all licensed boat owners in the area.

Applying that percentage to the total boat owner household potential in the area (29,530) yields a potential of 20+' boat owners of about 7,200 (among non-boat owners) in the Study Area.

This base number (7,200) was used to extrapolate from the 20+' boat length sample values.

3. An area probability sample (systematic random) was drawn from the telephone universe of listed and unpublished residential numbers (using Random Digit Dialing) in the one hundred two (102) selected zip code areas.

Within a sample size of four hundred (400), the expected margin of error should fall in the range of + 5-8%, at the 95% level of confidence. For the estimated sub-sample size for 20+' boat length prospects approximates 160 households. The associated expected margin of error should fall in the range of + 8-10% at the 95% level of confidence.

The total sample size can be, and was, sub-divided or “cut” into sub-samples of varying sizes, depending on the questions asked and the corresponding responses. For purposes, however, of (a) uniform treatment and (b) to validate comparisons, the response metrics in the following extrapolations are all compared to the respective sample bases: 400 total sample, and 160 for the 20+' boat length sub-sample. Thus, the percentages derived can be directly compared, as appropriate.

Key extrapolations are provided. They are central to providing an estimate of the demand for wet slips at a prospective small boat harbor and marina at Evanston. Extrapolations shown are based on the sample numbers provided by respondents on a mix of demand-related issues. Error ranges associated with projecting universe parameters from sample statistics are also presented. All metrics, which are not expressed in percentages, represent numbers of present non-boat owners.

**Section 2 – Non-Boat Owners**

**Question 1: (Degree of Interest in Evanston Slip Rental)**

1. Based on this description and assuming the prices were reasonable, how interested would you be in renting a slip at this new harbor in Evanston, Illinois. Would you say you would be...

(ONLY the responses of non-boat owners who were DEFINITELY BUY, PROBABLY BUY OR MIGHT/MIGHT NOT BUY a boat in the coming 12 months are shown below)

ALL RESPONDENTS	<u>SAMPLE</u>		<u>EXTRAPOLATION</u>	<u>TOTAL SAMPLE</u>	
	<u>NUMBER</u>	<u>%</u>		400	100.0%
	<u>NUMBER</u>	<u>%</u>		<u>+ 5%</u>	<u>ERROR RANGE</u> <u>+ 8%</u>
VERY INTERESTED	4	1%	295	272-319	266-325
SOMEWHAT INTERESTED	12	3%	886	815-957	797-974
NOT AT ALL INTERESTED	21	5.3%	1550	1426-1674	1395-1705

ALL RESPONDENTS	<u>SAMPLE</u>		<u>EXTRAPOLATION</u>	<u>20+’ LENGTH BOAT</u>	
	<u>NUMBER</u>	<u>%</u>		160	100.0%
	<u>NUMBER</u>	<u>%</u>		<u>+ 5%</u>	<u>ERROR RANGE</u> <u>+ 8%</u>
VERY INTERESTED	3	1.9%	135	124-146	122-149
SOMEWHAT INTERESTED	10	6.3%	450	414-486	405-495
NOT AT ALL INTERESTED	0	0.0%	0	0	0

Question Series 2a-b: (Boat Size/ Type)

2. Now that you know about this proposed new marina in Evanston, Illinois, what size boat are you considering buying? (in feet)

(ONLY the respondents who were “VERY INTERESTED” or “SOMEWHAT INTERESTED” in question 1 were asked this question.)

	<u>Sample</u>		<u>Extrapolation</u>	<u>Error Range</u>	
	<u>Number</u>	<u>%</u>		<u>+ 5%</u>	<u>+ 8%</u>
ALL RESPONDENTS				<u>TOTAL SAMPLE</u>	
				400	
				100.0%	
25 FEET	5	1.3%	369	340-399	332-406
OTHER BOAT SIZE	9	2.3%	664	611-718	598-731
DON'T KNOW/ NOT ANSWERING	2	0.5%	148	136-159	133-162

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	<u>Sample</u>		<u>Extrapolation</u>	<u>Error Range</u>	
	<u>Number</u>	<u>%</u>		<u>+ 8%</u>	<u>+ 10%</u>
ALL RESPONDENTS				<u>20+' LENGTH BOAT</u>	
				160	
				100.0%	
25 FEET	4	2.5%	180	166-194	162-198
OTHER BOAT SIZE	9	5.6%	405	373-437	365-446
DON'T KNOW/ NOT ANSWERING	0	0%	0	0	0

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2b. What kind of boat are you interested in?

(ONLY the respondents who were “VERY INTERESTED” or “SOMEWHAT INTERESTED” in question 1 were asked this question.)

ALL RESPONDENTS	<u>TOTAL SAMPLE</u>				
			400 100.0%		
	<u>Sample</u> <u>Number</u>	<u>%</u>	<u>Extrapolation</u>	<u>+ 5%</u>	<u>Error Range</u> <u>+ 8%</u>
POWERBOAT	13	3.3%	960	883-1037	864-1056
SAILBOAT	2	0.5%	148	136-159	133-162
DON'T KNOW/ NOT ANSWERING	1	0.3%	74	68-80	66-81

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ALL RESPONDENTS	<u>20+' LENGTH BOAT</u>				
			160 100.0%		
	<u>Sample</u> <u>Number</u>	<u>%</u>	<u>Extrapolation</u>	<u>+ 8%</u>	<u>Error Range</u> <u>+ 10%</u>
POWERBOAT	10	6.3%	450	414-486	405-495
SAILBOAT	2	1.3%	90	83-97	81-99
DON'T KNOW/ NOT ANSWERING	1	0.6%	45	41-49	41-50

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**Question Series 4a-b: (Estimate Slip Costs and Reactions to Chicago Park District Average Price Schedule Shown)**

4a. Given the location of this proposed new harbor in Evanston, Illinois and the service and amenities, how much would you estimate the cost would be for a season, that is May 15<sup>th</sup> through October 15<sup>th</sup>, for the slip length you are interested in?

(ONLY the responses of Non-boat owners who were DEFINITELY BUY, PROBABLY BUY OR MIGHT/MIGHT NOT BUY a boat in the coming 12 months and were VERY INTERESTED or SOMEWHAT INTERESTED in renting a slip at this new harbor in Evanston, Illinois)

	<u>TOTAL SAMPLE</u>				
ALL RESPONDENTS	400 100.0%				
AVERAGE COST	\$1500				
	<u>Sample</u> <u>Number</u>	<u>%</u>	<u>Extrapolation</u>	<u>Error Range</u> <u>+ 5%</u>	<u>+ 8%</u>
\$1500	3	0.8%	221	204-239	199-244
OTHER ESTIMATED COST (\$200-\$3000)	4	1.0%	295	272-319	266-325
DON'T KNOW/ NOT ANSWERING	9	2.3%	664	611-718	598-731

	<u>20+<sup>2</sup> LENGTH BOAT</u>				
ALL RESPONDENTS	160 100.0%				
	<u>Sample</u> <u>Number</u>	<u>%</u>	<u>Extrapolation</u>	<u>Error Range</u> <u>+ 8%</u>	<u>+ 10%</u>
\$1500	3	1.9%	135	124-146	122-149
OTHER ESTIMATED COST (\$200-\$3000)	3	1.9%	135	124-146	122-149
DON'T KNOW/ NOT ANSWERING	7	4.4%	315	290-340	284-347

Note: Relative to the data set presented next, the costs shown are drawn from the current Chicago Park District Average Price Schedule. Respondents were then queried (Question 4b.) for an expression of interest in renting a proposed Evanston slip if the costs were as shown by slip size.

Chicago Park District Slip Rental Average Price Schedule, by boat length:

UP TO 25 FOOT BOAT FOR \$1700  
 26 TO 30 FOOT BOAT FOR \$2000  
 31 TO 40 FOOT BOAT FOR \$2700  
 41 FOOT OR LARGER BOAT FOR \$3600

4b. How interested would you be if the cost was...(used Price Schedule Above, based on boat length)

(ONLY the responses of Non-boat owners who were DEFINITELY BUY, PROBABLY BUY OR MIGHT/MIGHT NOT BUY a boat in the coming 12 months and were either VERY INTERESTED or SOMEWHAT INTERESTED in renting a slip at this proposed new harbor in Evanston, Illinois)

ALL RESPONDENTS			<u>TOTAL SAMPLE</u>		
			400	100.0%	
	<u>Sample</u> <u>Number</u>	<u>%</u>	<u>Extrapolation</u>	<u>+ 5%</u>	<u>Error Range</u> <u>+ 8%</u>
VERY INTERESTED	2	0.5%	148	136-159	133-162
SOMEWHAT INTERESTED	11	2.8%	812	747-877	731-893
NOT AT ALL INTERESTED	2	0.5%	148	136-159	133-162
DON'T KNOW/ NOT ANSWERING	1	0.3%	74	68-80	66-81

ALL RESPONDENTS			<u>20+<sup>1</sup> LENGTH BOAT</u>		
			160	100.0%	
	<u>Sample</u> <u>Number</u>	<u>%</u>	<u>Extrapolation</u>	<u>+ 8%</u>	<u>Error Range</u> <u>+ 10%</u>
VERY INTERESTED	2	1.3%	90	83-97	81-99
SOMEWHAT INTERESTED	9	5.6%	405	373-437	365-446
NOT AT ALL INTERESTED	1	0.6%	45	41-49	41-50
DON'T KNOW/ NOT ANSWERING	1	0.6%	45	41-49	41-50

## CONCLUSIONS DRAWN FROM EXTRAPOLATIONS

### Boat Owners

There is a component of current boat owners in the Study Area that represents a **POTENTIAL DEMAND** for wet slip space at a possible future harbor marina at Evanston, based upon the following distillate (**mid-point approximations of error ranges**) of extrapolations:

- Identified as “**Very Interested**” in a possible new harbor at Evanston (assuming reasonable prices):
  - Among all boat owners in sampling universe: 4,400
  - Among owners of 20+’ length boats: 1,950
- Stated that renting space at Evanston would represent **incremental** and not replacement **demand**:
  - Among all boat owners in sampling universe: 1,000
  - Among owners of 20+’ length boats: 550
  - Of the 550 owners of 20+’ length boats extrapolated as the **incremental demand** component, fifty (50) per cent, or **275**, expressed an interest in the current Chicago Park District Slip Rental Pricing Schedule.
- Specified **25 feet** as the preferred slip length size:
  - Among all boat owners in sampling universe: 3,600
  - Among owners of 20+’ length boats: 1,350 (with 30 feet length at: 1,200)
- Estimated the average (for all slip lengths) boating **season costs** at Evanston at:
  - Among all boat owners in sampling universe: \$1,950
  - Among owners of 20+’ length boats: About the same, but with recognition of higher costs as boat lengths increase.
- Identified as “Very Interested” in the current Chicago Park District Slip Rental Pricing Schedule ranging from \$1700 to \$3600 (depending on boat length):
  - Among all boat owners in sampling universe: 3,600
  - Among owners of 20+’ length boats: 1,350

## **Non-Boat Owners**

The questionnaire was designed to winnow/ filter out non-boat owners who would definitely/ probably not buy a boat. Similarly, the questionnaire identified respondents who were definitely not interested in a prospective harbor marina at Evanston, and these were filtered out as well.

What remained was a very small (in percentage terms) distillate of non-boaters who expressed some level of interest in buying a boat, in renting a future wet slip at Evanston, and in considering the rental pricing schedule now in current use at Chicago Park District Marinas. These small-percentages were then applied, first, against the very large Study Area base of non-boat owners, 29,530, and, second, against the imputed sub-set of non-boat owners who would fall, prospectively, into the 20+' boat length category, 7,200.

The **POTENTIAL DEMAND** profile using **mid-point approximations** of error ranges, for the prospective 20+' boat length category, follows:

- “Very Interested” in renting a slip at a new harbor in Evanston: **135**
- Estimated season boating costs at an average of: **\$1,500**
- “Very Interested” in a boating season pricing schedule that varied, by boat length, from \$1,700 to \$3,600: **90**

## SUMMARY EVALUATION

On balance, viewed in isolation (apart from the determinations of other project feasibility studies currently in progress), the findings of this survey sustain the conclusion that there is a sufficient **DEMAND POTENTIAL** to support investment in a continued evaluation of the feasibility of a lake-front harbor/marina in Evanston.

**APPENDIX**

**Exhibit A**

9/18/03 – ACOE EVANSTON

OMB #0710-0001, EXPIRES 30NOV05

Hello, my name is \_\_\_\_\_ from Survey Center. We're conducting a brief survey on behalf of the U.S. Army Corps of Engineers on boating. This information is being collected for internal analytical purposes only and will not be publicly released in a format that can be identified with individual respondents. Participation is strictly voluntary. The interview will last approximately ten minutes, on average. May I speak with the man or woman of the house? ( )YES ( )NO...**IF NOT AVAILABLE, MAKE APPOINTMENT FOR CALLBACK.**

**CALLBACK:** DATE: \_\_\_\_\_ TIME: \_\_\_\_\_ ( )AM ( )PM

1a. Our survey today is about boating. Do you currently own a boat? ( )YES ( )NO

Would you be the person most likely to make the decision regarding the purchase of a (another) boat if you were to buy one? ( )YES ( )NO...**IF NO:** May I please speak with the person most knowledgeable about the boat in your household? **IF UNAVAILABLE, MAKE APPOINTMENT TO CALL BACK.**

**CALLBACK:** DATE: \_\_\_\_\_ TIME: \_\_\_\_\_ ( )AM ( )PM

**CONTINUE WITH APPROPRIATE RESPONDENT.**

b. What are the chances that you will be buying a (new) boat in the coming 12 months?

**READ ALTERNATIVES:**

( ) DEFINITELY ( ) PROBABLY ( ) MIGHT/MIGHT NOT ( ) PROBABLY NOT ( ) DEFINITELY NOT

**IF DOES NOT CURRENTLY OWN A BOAT AND "PROBABLY NOT"/"DEFINITELY NOT" PLANNING TO BUY, SKIP TO "JFR."**

**IF OWNS A BOAT, GO TO SECTION I - BOAT OWNERS**

**IF NON BOAT OWNER AND "DEFINITELY," "PROBABLY," OR "MIGHT/MIGHT NOT" IN Q1b, GO TO SECTION II - NON BOAT OWNERS:**

**SECTION I BOAT OWNERS**

1. Are you the person most knowledgeable about your boat and its use?  
 ( ) YES ( ) NO...**IF NO:** May I please speak with the person most knowledgeable about the boat in your household? **IF UNAVAILABLE, MAKE APPOINTMENT TO CALL BACK.**

**CALLBACK:** DATE: \_\_\_\_\_ TIME: \_\_\_\_\_ ( ) AM ( ) PM

**CONTINUE WITH APPROPRIATE RESPONDENT.**

2a. What size boat do you currently own? \_\_\_\_\_ FEET

b. Is that a...**READ:**

( ) POWERBOAT, ( ) SAILBOAT OR ( ) SOME OTHER TYPE OF BOAT... PLEASE DESCRIBE. \_\_\_\_\_

3a. Do you keep your boat in a permanent slip, dock, or mooring, or do you trailer your boat when you use it, or do you dry dock it at a boatyard or some other permanent location, where you can launch it when you want to use it?

( ) PERMANENT SLIP, DOCK OR MOORING ( ) TRAILER ( ) DRY DOCK/LAUNCH

**IF "PERMANENT SLIP, DOCK OR MOORING," OR "DRY DOCK/LAUNCH" ASK:**

b. Is that at your residence or some other private location or in a marina where you (ANSWER FROM Q3a "RENT OR OWN YOUR SPACE" OR "DRY DOCK YOUR BOAT")?  
 ( ) PRIVATE ( ) RENTED/OWNED SPACE AT MARINA/BOATYARD

**IF "RENTED/OWNED SPACE," ASK:**

c. What is the name of the marina/boat yard where you (ANSWER FROM Q3a "RENT OR OWN YOUR SPACE" OR "DRY DOCK YOUR BOAT")? \_\_\_\_\_

d. Where is that located? \_\_\_\_\_

Our survey today is about a possible new marina that is being considered in Evanston, Illinois in the vicinity of South Boulevard near Calvary Cemetery. This new proposed marina would accommodate boats between 25 feet and 50 feet. Amenities would include secured access to docks, parking, launch ramps, fuel facility, water and electric services, pump-out, restrooms, fish cleaning station and vending machines. Other marine services may also be made available.

4. Based on this description and assuming the prices were reasonable, how interested would you be in renting a slip at this new harbor in Evanston, Illinois. Would you say you would be...**READ ALTERNATIVES:**  
 ( ) VERY INTERESTED ( ) SOMEWHAT INTERESTED ( ) NOT AT ALL INTERESTED...**SKIP TO "JFR."**

5. **ASK IF RENTED/OWN SPACE:** If you were to rent space at this new harbor in Evanston, Illinois, would you...**READ ALTERNATIVES:** ( ) REPLACE THE SLIP, MOORING OR DRY DOCK YOU CURRENTLY HAVE OR ( ) WOULD THIS SPACE AT THE NEW EVANSTON MARINA BE IN ADDITION TO THE SLIP, MOORING OR DRY DOCK YOU CURRENTLY HAVE?

6a. What size slip would you be interested in renting? # \_\_\_\_\_ FEET

b. Given the location of this proposed new harbor in Evanston, Illinois and the service and amenities, how much would you estimate the cost would be for a season, that is May 15<sup>th</sup> through October 15<sup>th</sup>, for the slip length you are interested in? \$ \_\_\_\_\_

c. How interested would you be if the cost for a season was about...(USED PROPOSED COST BASED ON BOAT LENGTH Q6a)? Would you be...**READ ALTERNATIVES:**  
 ( ) VERY INTERESTED ( ) SOMEWHAT INTERESTED ( ) NOT AT ALL INTERESTED...**SKIP TO "JFR."**

7a. Have you tried to find other slip space in the Chicago area, but been unable to find a marina that meets your needs? ( ) NO ( ) YES...

b. **IF YES:** What makes you say that? **PROBE:** What else?

\_\_\_\_\_  
 \_\_\_\_\_

**SECTION II - NON BOAT OWNERS**

Our survey today is about a possible new marina that is being considered in Evanston, Illinois in the vicinity of South Boulevard near Calvary Cemetery. This new proposed marina would accommodate boats between 25 feet and 50 feet. Amenities would include secured access to docks, parking, launch ramps, fuel facility, water and electric services, pump-out, restrooms, fish cleaning station and vending machines. Other marine services may also be made available.

- 1. Based on this description and assuming the prices were reasonable, how interested would you be in renting a slip at this new harbor in Evanston, Illinois. Would you say you would be...**READ ALTERNATIVES:**
  - ( ) VERY INTERESTED
  - ( ) SOMEWHAT INTERESTED
  - ( ) NOT AT ALL INTERESTED...**SKIP TO "JFR."**
- 2a. Now that you know about this proposed new marina in Evanston, Illinois, what size boat would you consider buying? # \_\_\_\_\_ FEET
  - b. Would that be a...**READ ALTERNATIVES:**
    - ( ) POWERBOAT, ( ) SAILBOAT OR ( ) SOME OTHER TYPE OF BOAT... PLEASE DESCRIBE. \_\_\_\_\_
- 3. What size slip would you be interested in renting? # \_\_\_\_\_ FEET
- 4a. Given the location of this proposed new harbor in Evanston, Illinois and the service and amenities, how much would you estimate the cost would be for a season, that is May 15<sup>th</sup> through October 15<sup>th</sup>, for the slip length you are interested in? \$ \_\_\_\_\_
  - b. How interested would you be if the cost for a season was about...(USED PROPOSED COST BASED ON BOAT LENGTH)? Would you be...**READ ALTERNATIVES:**
    - ( ) VERY INTERESTED
    - ( ) SOMEWHAT INTERESTED
    - ( ) NOT AT ALL INTERESTED...**SKIP TO "JFR."**
- 5. What are the reasons you have not purchased a boat?
  - ( ) LACK OF MARINA OR DOCKING SPACE
  - ( ) LACK OF MARINA OR DOCKING FACILITIES THAT MEET YOUR NEEDS
  - ( ) EXCESSIVE COST
  - ( ) TRAVEL DISTANCE
  - ( ) OTHER...PLEASE SPECIFY \_\_\_\_\_

**ASK OF ALL:**

- 1. What other questions or concerns would have before renting at this marina?
 

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**JUST FOR THE RECORD**

**RECORD FROM OBSERVATION:** SEX: ( ) MALE ( ) FEMALE

Thank you for cooperating with this survey and for aiding the U.S. Army Corps of Engineers in collecting data about boating in your area. Have a nice day/evening. In closing, my name is \_\_\_\_\_ from Survey Center, L.L.C., located in Chicago. If at any point you have further questions about this study, we can be reached at our toll-free number, 1-800-727-9193. My supervisor's name is \_\_\_\_\_. If you would like to contact the U.S. Army Corps of Engineers, you can call Dr. David Wallin at (312) 846-5596, between the hours of 7:30 a.m. to 3:30 p.m., Monday through Friday. This questionnaire has been approved for use by the Office of Management and Budget, a federal agency, with a reference number of #0710-0001, Expires 30NOV05. Your name, address, and phone number are being requested for response verification purposes only and will be kept confidential.

NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY/STATE: \_\_\_\_\_

ZIP CODE: \_\_\_\_\_ INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

## **Exhibit B**

### Note:

Tabulations for the few Background and Supporting Questions not presented in the Corpus of this Report are all included, as parts of Exhibit B, in the following pages.

**Section 1 – Boat Owners**

**Qualifying Questions:**

1a. Do you currently own a boat?

	<u>TOTAL</u>
ALL RESPONDENTS	800 100.0%
YES	800 100.0%
NO	0 0%

**Question 1: (Qualifying Respondents)**

1. Are you the person most knowledgeable about your boat and its use?

	<u>TOTAL</u>
ALL RESPONDENTS	800 100.0%
YES	800 100.0%
NO	0 0.0%

Question Series 2a-b: (Boat Size/ Type)

2a. What size boat do you currently own? (In feet)

	<u>TOTAL</u>
ALL RESPONDENTS	800 100.0%
14 FEET	56 7.0%
16 FEET	101 12.6%
17 FEET	81 10.1%
18 FEET	95 11.9%
19 FEET	64 8.0%
20 FEET	55 6.9%
OTHER SIZE BOAT	331 41.4%
DON'T KNOW/ NOT ANSWERING	17 2.1%

2b. Is that a...

	<u>TOTAL</u>
ALL RESPONDENTS	800 100.0%
POWERBOAT	557 69.6%
SAILBOAT	94 11.8%
OTHER BOAT	149 18.6%

**Question Series 7: (Unable to Find a Marina)**

7a. Have you tried to find other slip space in the Chicago area, but been unable to find a marina that meets your needs?

(Only the respondents who answered “VERY” or “SOMEWHAT” interested in the proposed marine harbor in Evanston, IL (Question 6c) were asked this question)

	<u>TOTAL</u>
ALL RESPONDENTS	81 100.0%
YES	23 28.4%
NO	57 70.4%
DON'T KNOW/ NOT ANSWERING	1 1.2%

7b. What makes you say that?

(Only the respondents who answered “VERY” or “SOMEWHAT” interested in the proposed marine harbor in Evanston, IL (Question 6c) and who answered “YES” to question 7a were asked this question)

(Because some respondents volunteered multiple answers, the percentages shown are based on the total number of responses in each column, and NOT on the total number of respondents (800))

	<u>TOTAL</u>
ALL RESPONSES	25 100.0%
INCONVENIENT LOCATION	11 44.0%
STARTED LOOKING AROUND	5 20.0%
OTHER REASONS	9 36.0%

**Section 2 - Non-Boat Owners**

**Qualifying Questions:**

1a. Do you currently own a boat?

	<u>TOTAL</u>
ALL RESPONDENTS	400 100.0%
YES	0 0.0%
NO	400 100.0%

1b. What are the chances that you will be buying a (new) boat in the coming 12 months?

	<u>TOTAL</u>
ALL RESPONDENTS	400 100.0%
DEFINITELY	3 0.8%
PROBABLY	17 4.3%
MIGHT/ MIGHT NOT	17 4.3%
PROBABLY NOT	25 6.3%
DEFINITELY NOT	338 84.5%

**Question 5: (Reasons for Non Purchase of Boat)**

5. What are the reasons you have not purchased a boat?

	<u>TOTAL</u>
ALL RESPONDENTS	400 100.0%

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**Comment:** Excessive cost (1.5%) was the biggest reason why respondents have not purchased a boat.

Ask of all:

What other questions or concerns would you have before renting at this marina?

ALL RESPONDENTS	<u>TOTAL</u> 400 100.0%
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Comment: Responses were dispersed; thus no central tendency emerged.

For the Record:

Gender (from observation):

ALL RESPONDENTS	<u>TOTAL</u> 400 100.0%
MALE	156 39.0%
FEMALE	167 41.8%
NOT ANSWERING	77 19.3%