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# Survey of Cottage Owners and Beach Goers

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# Intercept Methodology...

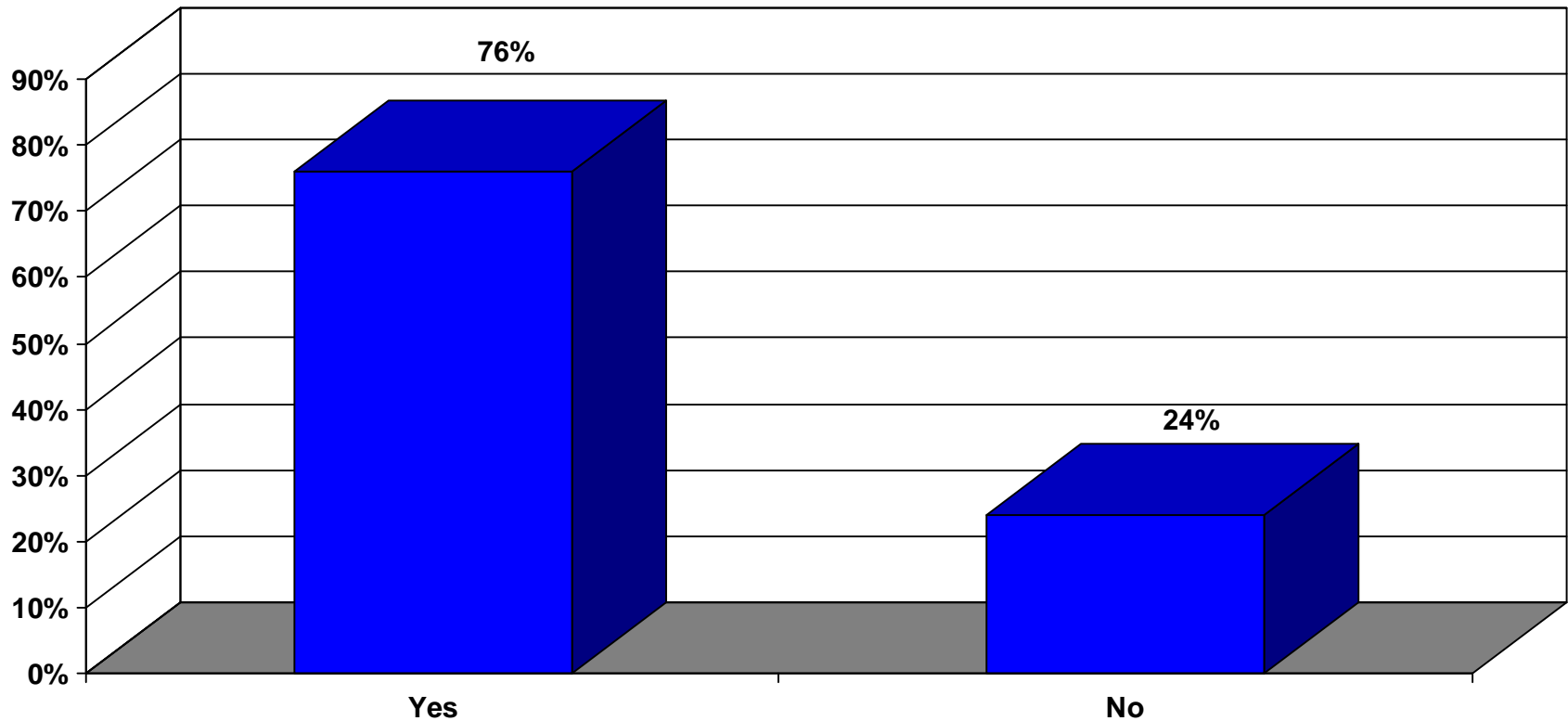
- One on one door to door interviews (a sample of 120) with randomly selected cottage owners located immediately adjacent to the Park on August 24th and 25th 2005;
- An intercept survey with a sample of 101 Parlee beach goers on August 24-27.

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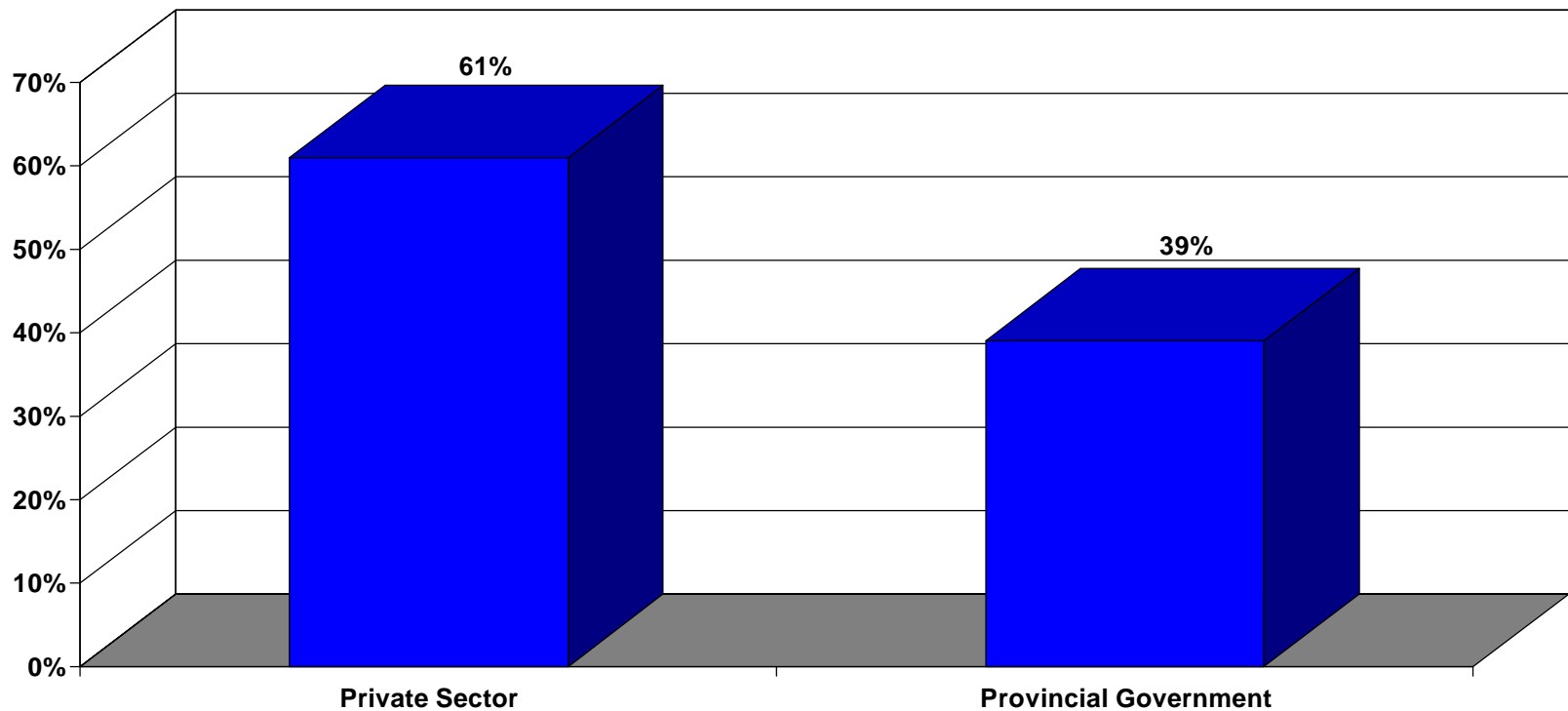
# The Cottage Owners...

- The majority (68%) of the cottage owners surveyed have owned their properties for ten years or more ;
- More than three quarters (76%) think there should be a restaurant facility at the beach.

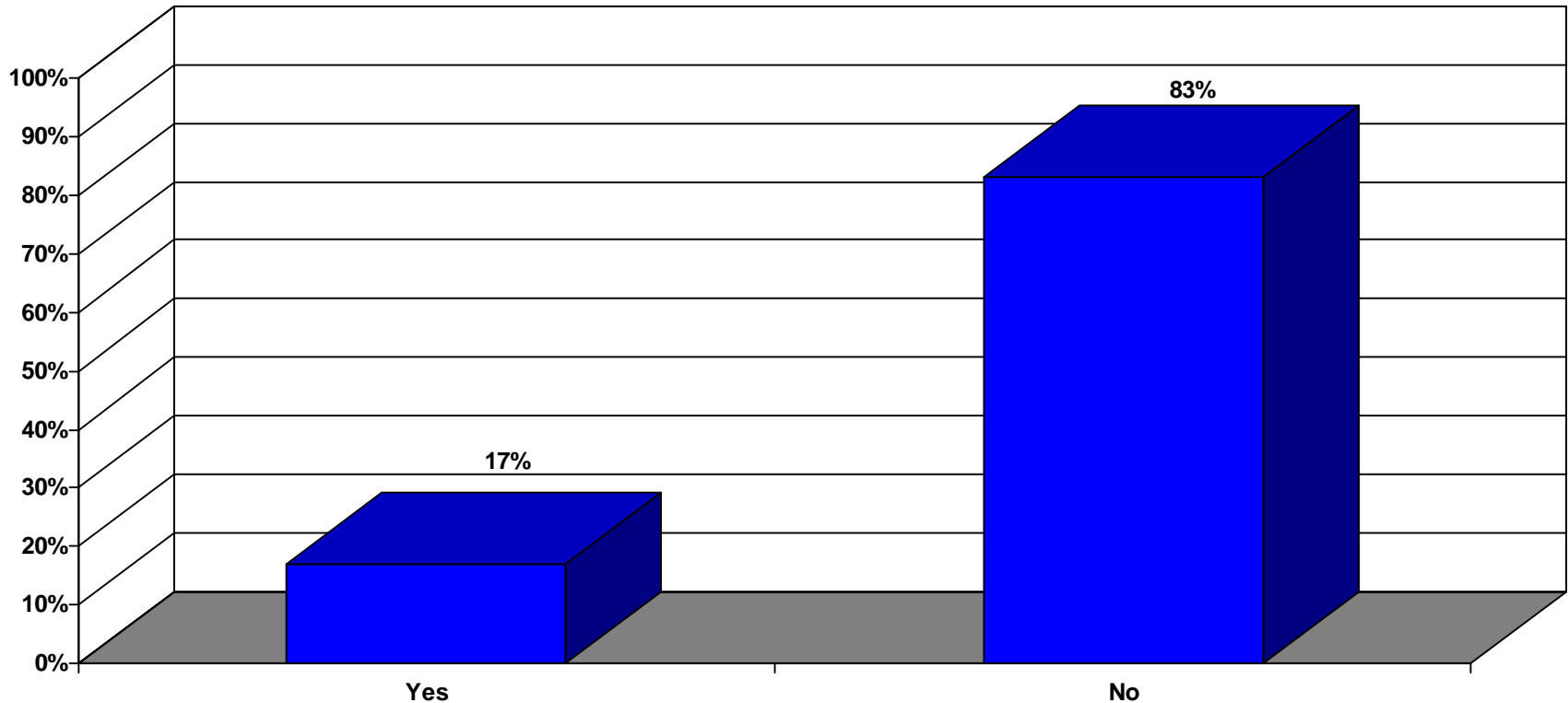
# Option One: maintain the facility in its current form...



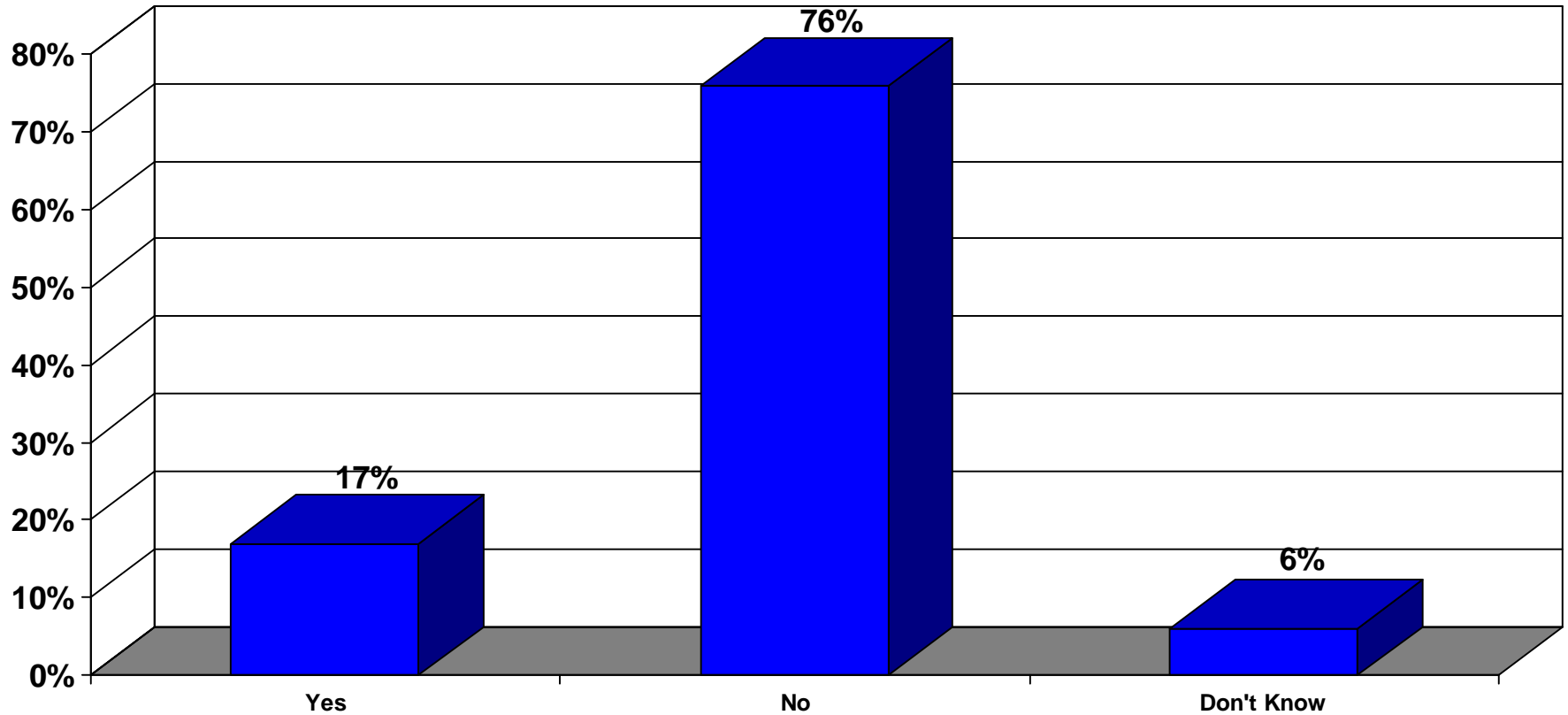
# Who should run the facility...



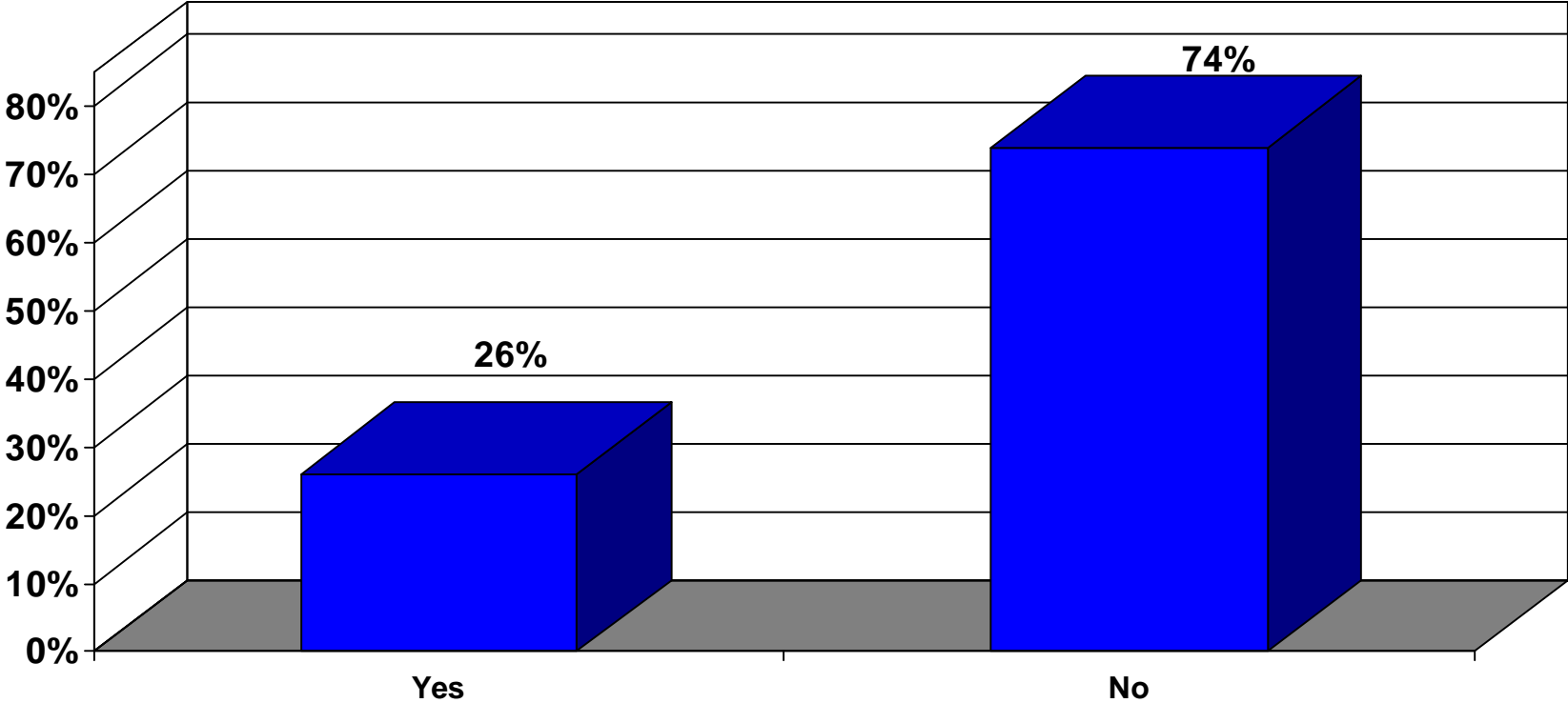
# Option Two: Demolish the building...



# Option Three: Relocating the facility...

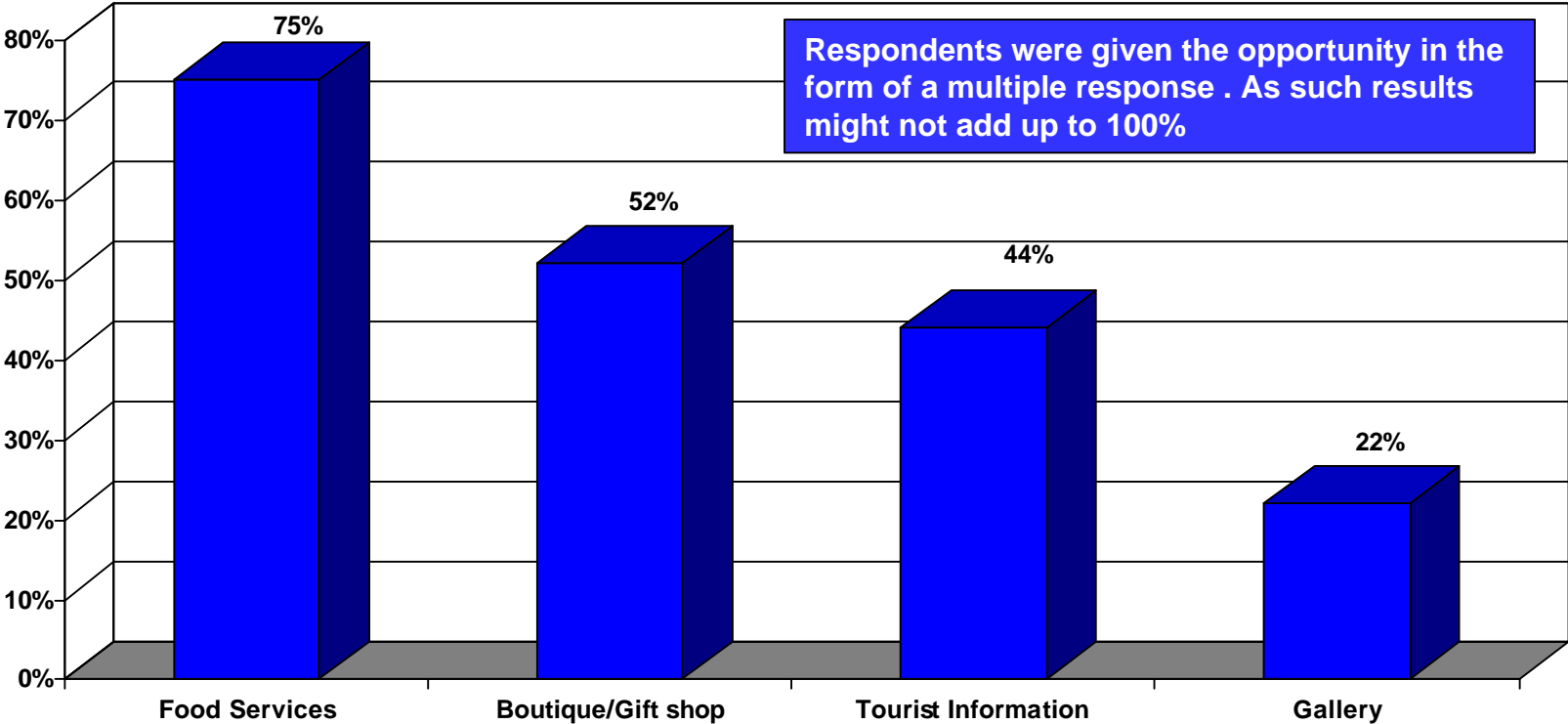


# Option Four: Maintain facility with different use...





# Other Options for the facility...



# The Beach Goers...

- The majority (92%) of beach users were **not** from local area;
- The Beach Goers were extremely satisfied with the services (98%) offered at the beach;
- The majority (91%) indicated it is somewhat to very important to have a restaurant facility on the beach;
- Similarly 92% would maintain the facility in its current role;
- 70% of beach users were repeat visitors to Parlee and nearly six out of ten (56%) beach users had frequented the restaurant at Parlee;
- In terms of demographics, the beach user group fell between 35 and 64 years of age and three quarters (75%) had completed some form of post secondary education.