



Voice of the Resident Opinion and Attitude Study

In conjunction with
Interactive Focus
September 2, 2016



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What should the HOA focus on?

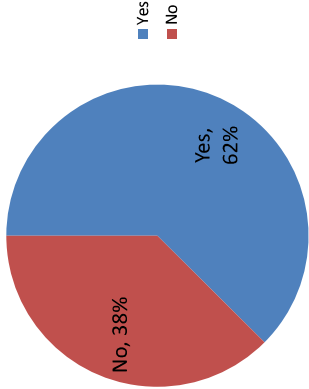
- How important do you believe it is for your HOA to:

	Very Important	Important	Neutral	Unimportant	Very Unimportant
Maintain a website to provide residents and others information about Sugarland Run	48.29%	33.66%	11.71%	3.90%	2.44%
Publish a monthly newsletter to provide residents information	24.39%	42.93%	20.98%	7.80%	3.90%
Sponsor social events	17.56%	34.15%	33.17%	10.73%	4.39%
Ensure compliance with architectural standards	22.93%	39.02%	24.88%	9.76%	3.41%
Maintain community grounds and amenities	75.12%	19.51%	3.41%	0.00%	1.95%



Most had contact with the Association office:

Have you contacted the association office in the past 12 months?





Neutral and negative performance ratings especially on service delivery

If "Yes", contacted Association Office, please rate your agreement with each of the following statements:

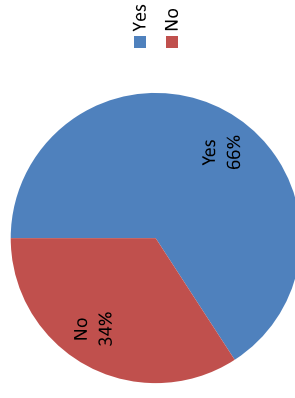
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
My telephone calls and/or emails are returned in one business day	14.17%	32.28%	29.13%	14.17%	10.24%
I am provided accurate information regarding community standards and processes	14.06%	40.63%	20.31%	15.63%	9.38%
I am assisted in a friendly and courteous manner	19.53%	21.88%	28.13%	15.63%	14.84%

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Majority of respondents feel informed

Do you feel informed about issues that affect Sugarland Run HOA?

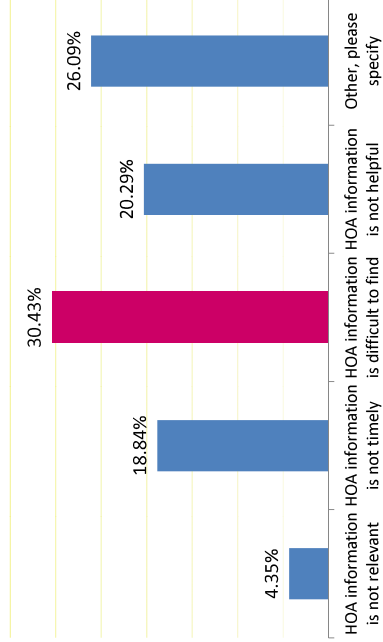


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Those who don't feel informed say they can't find the information

Why do you NOT feel informed



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Respondents use channels outside HOA

Please rate the following on how likely you are to use each as a source of information about Sugarland Run:

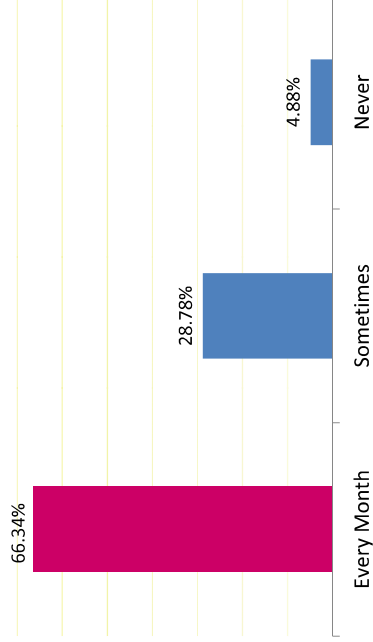
	Very Likely	Likely	Neutral	Unlikely	Very Unlikely
Monthly HOA Newsletter	36.27%	38.24%	13.73%	6.86%	4.90%
Website: www.srhoa.com	25.00%	36.27%	19.61%	12.75%	6.37%
Official HOA Facebook page	29.90%	22.55%	19.12%	14.71%	13.73%
Private Facebook group(s)	44.12%	15.20%	12.75%	12.25%	15.69%
Word of mouth	22.55%	29.90%	23.04%	14.22%	10.29%
Realtors/local professionals/other	6.86%	13.24%	24.51%	27.45%	27.94%

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High newsletter readership

How often do you read the monthly newsletter?

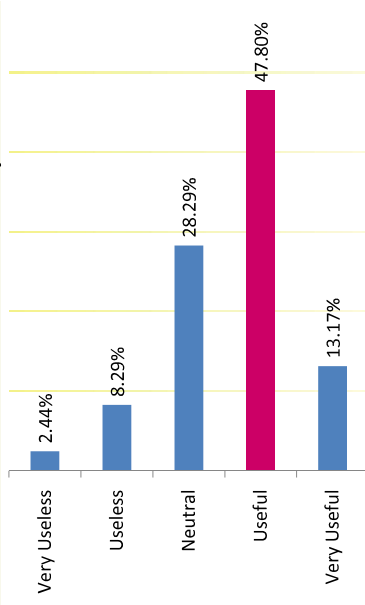


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Majority find information very/useful [but 28% neutral]

How useful is the information in the monthly newsletter?

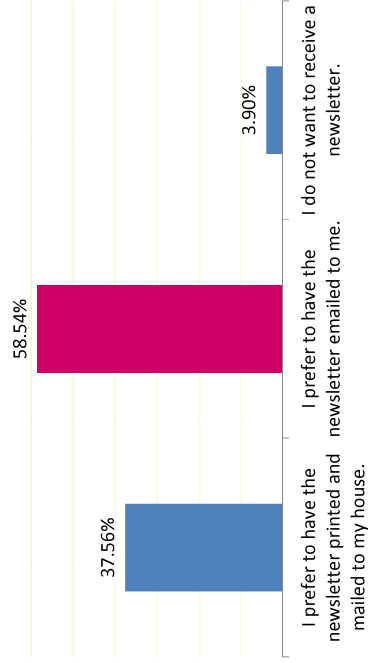


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As with other information sources a preference for electronic delivery

Please select from the following statements about how the monthly newsletter is made available to residents.

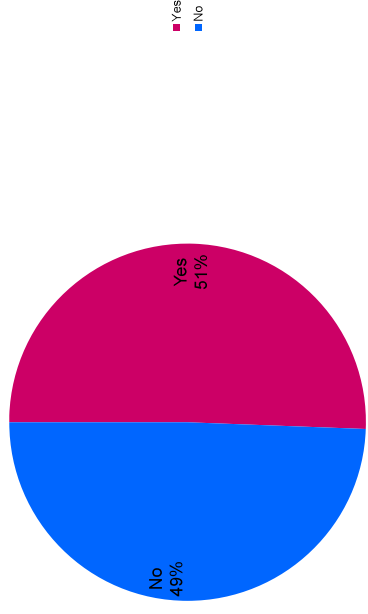


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Nearly half haven't visited the HOA website in prior 90 days

Have you visited the Sugarland Run website [www.srhoa.com] in the past 3 months?

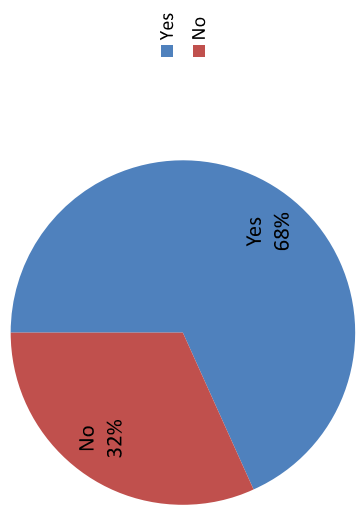


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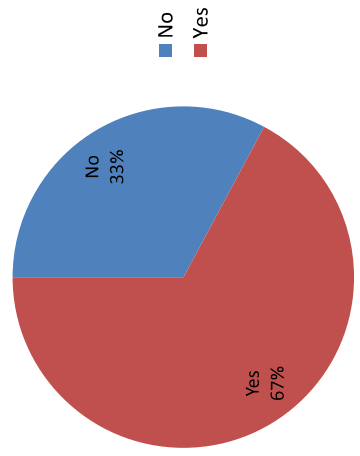
But, most who did found what they were looking for

If Yes, did you find what you were looking for?



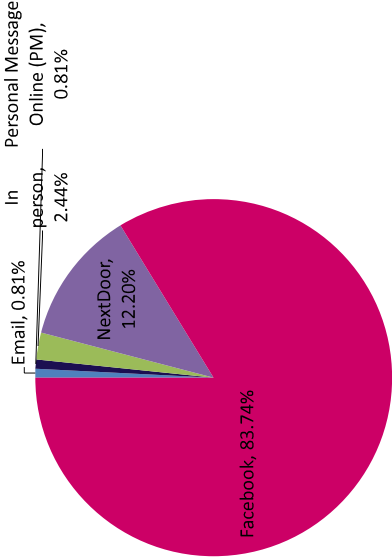
Social media usage is high

Do you communicate with your neighbors using social media like Facebook, Twitter, Pinterest, or Next Door?



Facebook and Next Door are most often used

How people communicate using social media



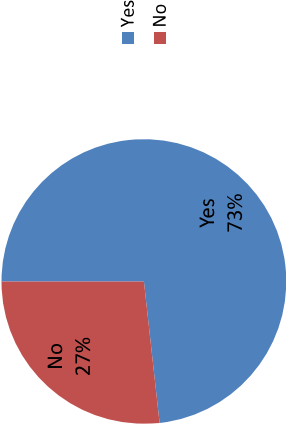
Sugarland Run social media groups

- Specific Sugarland Groups Mentioned:
 - Sugarland Run HOA
 - Sugarland Run Group
 - Sugarland Moms and Dads
 - One person stated Facebook Sugarland but didn't realize it was an unofficial group



Most are satisfied, overall, with the quality of social events

Are you satisfied with the quality of community social events that are held in Sugarland Run?



Respondents view events for families and children as most important

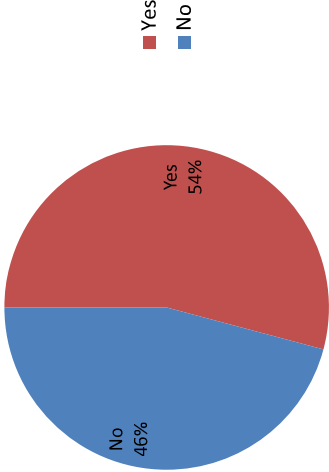
How important are the following types of community social events that are held in Sugarland Run

	Very Important	Important	Neutral	Unimportant	Very Unimportant
Events for families	29.76%	35.61%	20.98%	8.29%	5.37%
Events for seniors	11.22%	23.90%	43.90%	12.20%	8.78%
Events for singles	7.32%	15.12%	53.17%	14.63%	9.76%
Events for children	29.76%	31.22%	24.88%	8.29%	5.85%
Events for couples	14.15%	22.93%	41.95%	14.15%	6.83%



Most respondents have used the pool

Have you visited the swimming pool in the past 12 months?



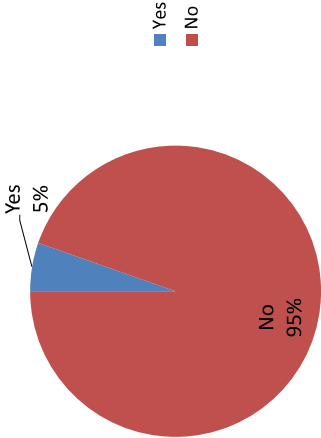
But, satisfaction is low on some key attributes

If Yes, please rate your overall satisfaction with the following attributes:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Cleanliness	18.02%	48.65%	11.71%	15.32%	6.31%
Amenities & Events	12.84%	41.28%	33.03%	10.09%	2.75%
Pool Hours	17.43%	49.54%	15.60%	12.84%	4.59%
Resident and guest pass policy	14.55%	50.00%	10.91%	16.36%	8.18%
Professionalism and courtesy of life guards and pool staff	11.01%	32.11%	28.44%	18.35%	10.09%

Very few respondents had used the Community Center

Have you reserved the Community Center or Meeting Room in the past 12 months?



Top 2 Box opinions of the Community Center are high on physical properties, but weaker on process and policy

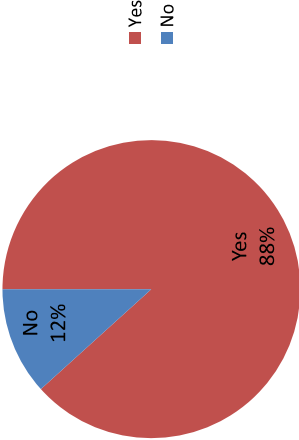
If yes, please rate your satisfaction with the following attributes:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Cleanliness	36.36%	36.36%	9.09%	18.18%	0.00%
Furnishings/Amenities	27.27%	54.55%	9.09%	9.09%	0.00%
Availability/Access	27.27%	54.55%	9.09%	9.09%	0.00%
Rental Policy	9.09%	45.45%	36.36%	9.09%	0.00%
Reservation Process	18.18%	45.45%	27.27%	9.09%	0.00%
Sign In/Sign Out Process	9.09%	45.45%	18.18%	27.27%	0.00%



Most respondents have used the Sugarland Run trails

Have you used the trails located in Sugarland Run?



Top2 box satisfaction is positive, but there are issues

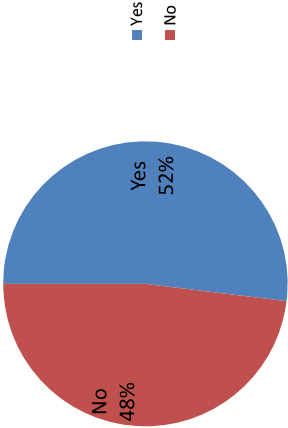
If Yes, please rate your overall satisfaction with the following attributes of the Trails:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Maintenance and condition	11.11%	44.44%	14.44%	22.22%	7.78%
Availability and access	31.11%	52.78%	11.67%	2.78%	1.67%
Attractiveness	13.89%	51.11%	17.78%	12.78%	4.44%



A slight majority have used the playgrounds

Have you used the playgrounds located in Sugarland Run?



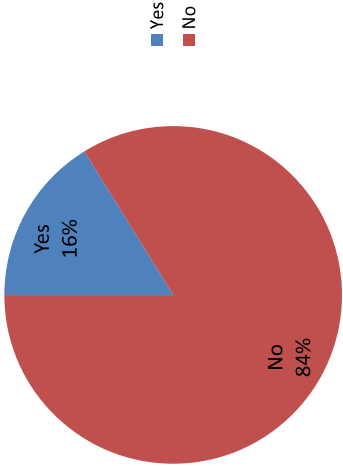
Top 2 box satisfaction with playgrounds is positive

If Yes, please rate your satisfaction with the playgrounds in Sugarland Run:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Maintenance and condition	19.05%	60.00%	5.71%	11.43%	3.81%
Availability and access	31.43%	54.29%	6.67%	3.81%	3.81%
Attractiveness	20.19%	53.85%	13.46%	8.65%	3.85%

Most respondents had not used the sports field/courts

Have you utilized the sports field/courts located in Sugarland Run?



But, those who have give them high marks

If Yes, please rate your overall satisfaction with the following Sports Facility attributes:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Maintenance and condition	21.88%	59.38%	18.75%	0.00%	0.00%
Availability and access	25.00%	53.13%	18.75%	0.00%	3.13%
Attractiveness	18.75%	62.50%	15.63%	3.13%	0.00%





Most respondents felt it more important to improve existing amenities than add more

In thinking about the amenities in Sugarland Run, please rate the importance of the HOA board taking the following actions:

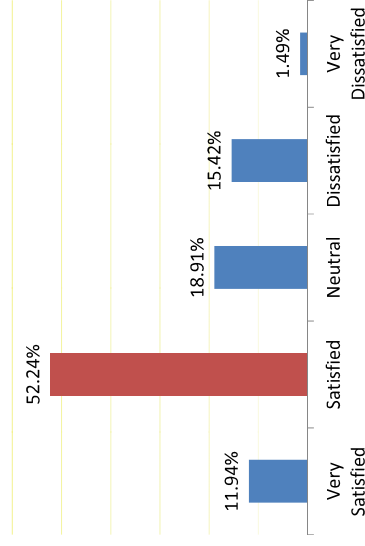
	Very Important	Important	Neutral	Unimportant	Very Unimportant
Increase the number of amenities	10.40%	24.75%	43.56%	15.35%	5.94%
Increase the quality of the existing amenities	30.85%	35.82%	29.35%	1.99%	1.99%
Reduce the cost of amenities	15.84%	25.74%	50.99%	4.95%	2.48%

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Nearly 2/3 are satisfied, or very satisfied with the overall appearance of grounds

Please rate how satisfied you are with the overall appearance of the common grounds/landscaping:

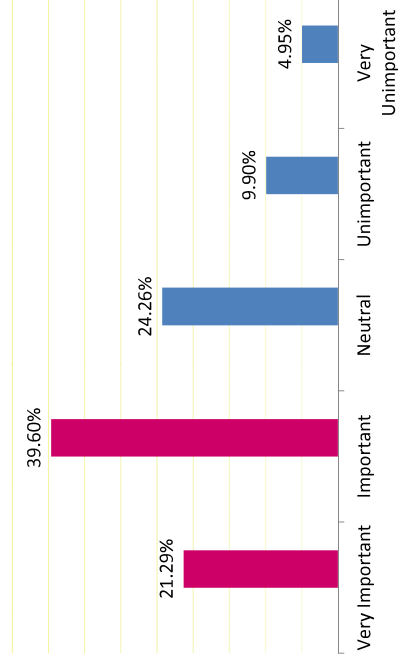


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Importance of reduction of use of pesticides:

61% of the surveyed respondents feel it is important to reduce the use of pesticides

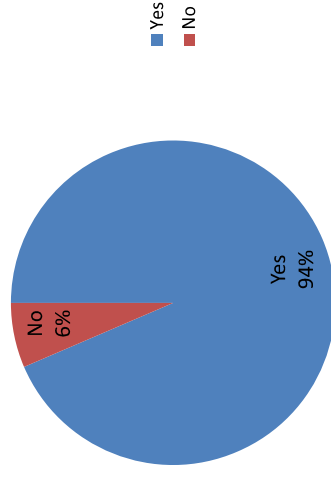


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Nearly all respondents are aware of the role of the Architectural Review Committee

Did you know that the Architectural Review Committee is required to approve exterior modifications to the homes and yards in Sugarland Run?

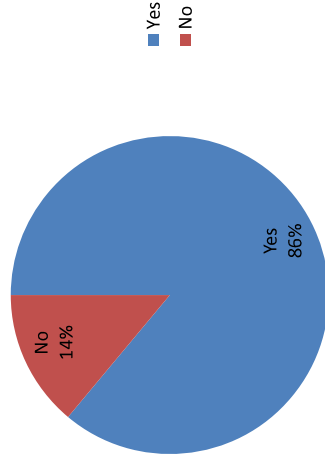


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And, most are aware of how to submit modifications requests

Are you aware of how to submit requests for approval of exterior modifications and architectural changes?

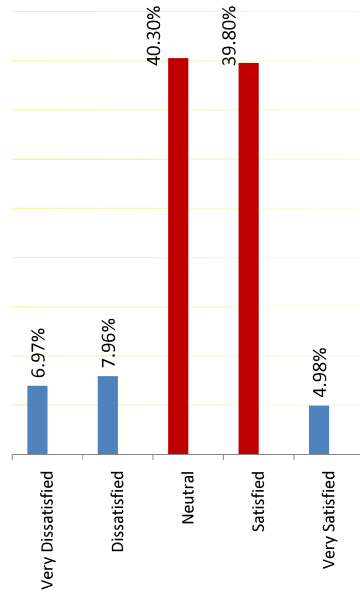


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Most residents are neutral regarding overall Board performance

How satisfied are you, overall, with the performance of the HOA Board of Directors?

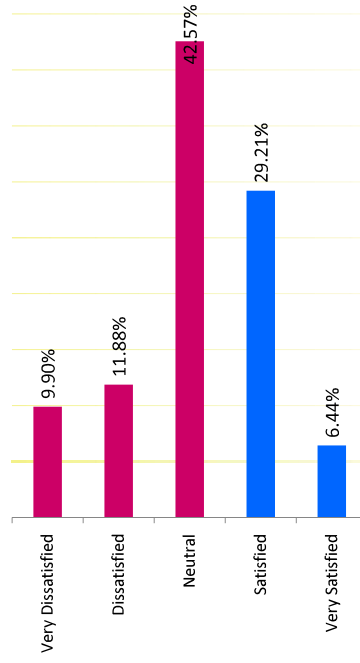


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Ambivalent and negative attitudes toward property management staff performance

How satisfied are you, overall, with the performance of the Property Management Staff?



Appendix



Process

- The questionnaire was developed in concert with the Sugarland Run HOA Board of Directors
- Residents were invited to take the survey via the HOA website and was available in three issues of the newsletter
 - ▶ The survey did not differentiate among SRHOA, THOA, or SSHOA membership.
- A hard copy of the survey was also available in the management office
- Residents were offered the opportunity to participate in a prize drawing as incentive to participate in the survey

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Process:

- Total number of respondents- 305 [including 9 hard copy surveys]
- Average time to complete survey was 15 minutes and 33 seconds
- Field Dates were May 13, 2016 – August 20, 2016
- A significant majority of respondents owned their home [Vs rental], are female, born after 1965
- 50% of respondents opted in to the contest

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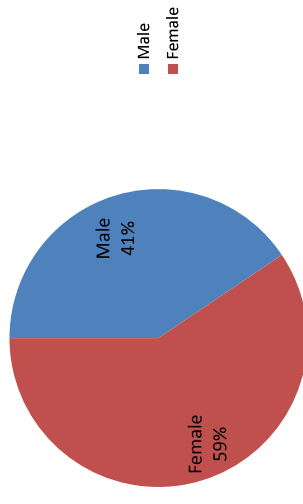


Demographics

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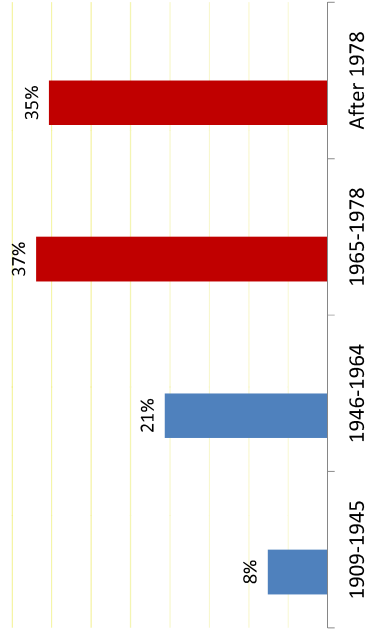
Gender



40



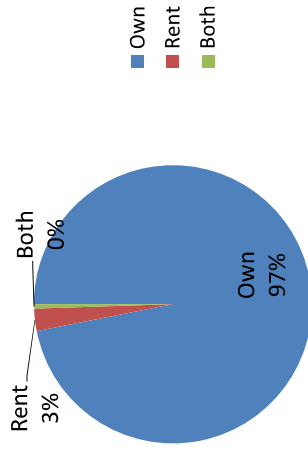
Age



41

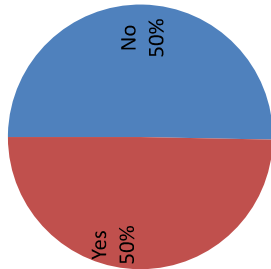


Ownership



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Percentage who opted into drawing



No
Yes



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