

September 12, 2002

TO: Kiawah Island Community Association
FROM: Carey Crantford
RE: Summary: 2002 Member Survey Observations

Since this is the first survey of its kind oriented to KICA members the resulting data must be considered as establishing the benchmark for current respondent views. Without comparative data from previous years it is difficult to judge how much progress has been made in terms of member feelings or ratings on any issue or question. At this time the data provides a description of how the membership views a variety of topics. The data also suggests some possible actions areas concerning the Association's image and areas of concentration. Below are the highlights of the most interesting data from the survey.

The return rate for this survey was very good - 41% of all members responded. It is well above the typical 20% return. **Where the summary speaks of members, it is referring to that number of respondents, not to the entire membership.**

MEMBER INVOLVEMENT/CONNECTIONS

1. Property use is increasing for more than a third (38%) of members responding. 57% report using their property at about the same rate as in the past. Only 4% of respondents say their property use is decreasing.
2. A majority of respondents (61%) report using their property between 1 and 10 weeks a year. 44% reported allowing their property to be used by extended family and guests between 1 to 10 weeks a year. The percentage of rental time among property owners is diverse. 32% of respondents report renting their property. 16% report renting their property between 1 and 10 weeks a year. 9% say they rent their property between 10 and 20 weeks a year. While combined only 7% say they rent their property between 20 and 40 weeks a year.
3. Full time residency might increase dramatically on the island over the next 10 years. 39% of non-residents say they expect to become a full time resident in the next 1 to 10 years.
4. The vast majority of KICA members have been connected to the island for 5 years or more. 30% of respondents report owning property in the community for 5 to 10 years. 42% indicate they have owned property on Kiawah for more than 10 years.
5. Families are a large part of the Kiawah community. Only 5% of survey respondents indicate that children are not a part of their household. 31% of all respondents indicate that grandchildren are a part of their households. 31% also indicate that they have children under 25 in their households. 34% of all Kiawah members surveyed have married or grown children represented in their households.

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6. Only 19% of KICA members responding report engaging in some form of professional work while in residence at Kiawah. 31% say they rarely and 50% report never conducting work while

on the island.

7. Slightly more than a quarter of respondents (28%) report being involved in supporting local volunteer activities or programs.

MEMBERSHIP ACTIVITIES & RATES OF PARTICIPATION

1. Members interact in a variety of ways with the island and surrounding community. Participation rates among the activities tested are rank ordered below.

Beach Activities 98%
 Walking/Running 87%
 Activities in Charleston 86%
 Trails 85%
 Swimming 83%
 Golf 70%

Fishing/ Crabbing 51%
 Kayaking/Canoeing 46%
 Tennis 44%
 Boating 36%

Guided Nature Walks 27%
 Gardening 27%
 Book / Reading Clubs 21%
 Pet Activities 19%

2. A little over half of all responding members indicate that they use the facilities at the Sandcastle. The pool is used by the most members – 54%. Other rates of participation in Sandcastle activities are: (Rank Ordered)

Fitness Center 36%
 Thursday Dinners 24%
 Community Social Events 22%
 Exercise Classes 17%
 Private Social Events 14%
 Club Meetings 11%
 Yoga 10%
 Card Games 6%

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SECURITY RATINGS

1. Respondents were asked to rate various aspects of KICA's Security operation on a 1 to 7 scale. Traditionally, the combined percent of the two highest rating scores, 6 & 7, is considered the overall positive rating. The combined percent of the lowest two rating 1 and 2 is considered the overall negative ratings. The combined percent of scores 3-5 is considered the neutral ratings. The negative ratings for KICA security on all variables are consistently low. Rule enforcement is the only area where positives drop below 50% and negatives approach double digits. (Rank Ordered)

<i>Helpfulness–</i>	(6-7) 67%	(1-2) 3%
<i>Maintaining a safe environment</i>	(6-7) 67%	(1-2) 4%
<i>Professionalism</i>	(6-7) 64%	(1-2) 3%
<i>Visibility</i>	(6-7) 57%	(1-2) 4%
<i>Responsiveness</i>	(6-7) 54%	(1-2) 4%
<i>Rule Enforcement</i>	(6-7) 45%	(1-2) 9%

COMMUNITY RATINGS

1. Respondents were asked to rate various aspects of the Kiawah Community on a 7 point scale. Again, the rule enforcement issue brings the lowest scores. (Rank Ordered)

<i>Environment / Wildlife</i>	(6-7) 78%	(1-2) 1%
<i>Appearance Landscaping</i>	(6-7) 77%	(1-2) 3%
<i>Road Maintenance</i>	(6-7) 77%	(1-2) 2%
<i>Recreational Amenities</i>	(6-7) 72%	(1-2) 1%
<i>Member Communications</i>	(6-7) 64%	(1-2) 4%
<i>Responsiveness of Staff</i>	(6-7) 63%	(1-2) 2%
<i>Covenant Rules / Enforcement</i>	(6-7) 48%	(1-2) 7%

MEMBER SOURCES OF INFORMATION

1. Over half of all respondents (57%) use the *Digest* as their main source of island information. 57% of all respondents report being very familiar with the *Digest* and almost 50% of respondents said they usually read the entire publication. Other publications and information sources also had a fair degree of respondent involvement, including:

Talk	50% readership
Town Notes	43% readership
Real Estate Newsletters	38% readership
Websites	22% involvement
Friends & Neighbors	37% involvement

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2. Responding members strongly prefer to be contacted by and communicate with KICA through the U.S. mail. 77% indicate they prefer receiving information about KICA through the mail. 22% said they would like information through email or on a website. Responding association members are divided about using a described special member website to contact other members. 52% said they are “very” or “somewhat” interested in using a web-based communications platform. 46% said they are not “very” or “at all” interested in a member’s website.

OVERALL PERFORMANCE

1. Members were asked to rate on a 7 point scale the overall performance of the Community

Association in a number of areas. The rank ordered listing on combined positive ratings for all values are listed below.

<i>Informing the membership of important issues</i>	(6-7) 56%	(1-2) 3%
<i>Awareness of events / issues in Charleston</i>	(6-7) 48%	(1-2) 3%
<i>Responding to the needs of the membership</i>	(6-7) 40%	(1-2) 4%
<i>Understanding the needs of the membership</i>	(6-7) 39%	(1-2) 4%