

Kiawah Island Community Association Member Survey – Communications Cross Tabs

TABLE 77: Please rate the following in terms of its importance to you as a source for information and news about Kiawah: Digest (KICA newsletter)

Type Resident				
	TOTAL	Full Time	Part Time	Non Resident
Weighted Base	1633 100%	249 100%	347 100%	1010 100%
Not Important	20 1%	9 4%	1 0%	9 1%
2	27 2%	14 6%	0 0%	13 1%
3	37 2%	16 6%	8 2%	13 1%
Somewhat Important	227 14%	27 11%	62 18%	138 14%
5	328 20%	53 21%	86 25%	182 18%
6	476 29%	58 23%	81 23%	335 33%
Very Important	447 27%	68 27%	94 27%	274 27%
Don't Know	71 4%	4 2%	15 4%	46 5%

TABLE 78: Please rate the following in terms of its importance to you as a source for information and news about Kiawah: Talk (KPOG newsletter)

Type Resident				
	TOTAL	Full Time	Part Time	Non Resident
Weighted Base	1637 100%	250 100%	350 100%	1010 100%
Not Important	51 3%	16 6%	11 3%	23 2%
2	44 3%	7 3%	0 0%	36 4%
3	55 3%	7 3%	14 4%	34 3%
Somewhat Important	252 15%	31 12%	60 17%	158 16%
5	282 17%	37 15%	81 23%	162 16%
6	400 24%	63 25%	65 19%	268 27%
Very Important	423 26%	85 34%	95 27%	237 23%
Don't Know	130 8%	4 2%	24 7%	92 9%

TABLE 81: Please rate the following in terms of its importance to you as a source for information and news about Kiawah: Kiawah Websites

Type Resident				
	TOTAL	Full Time	Part Time	Non Resident
Weighted Base	1637 100%	250 100%	350 100%	1010 100%
Not Important	150 9%	26 10%	36 10%	88 9%
2	101 6%	16 6%	39 11%	42 4%
3	139 8%	35 14%	24 7%	79 8%
Somewhat Important	298 18%	46 18%	84 24%	165 16%
5	295 18%	51 20%	68 19%	172 17%
6	278 17%	35 14%	36 10%	207 20%
Very Important	241 15%	29 12%	41 12%	162 16%
Don't Know	135 8%	12 5%	22 6%	95 9%

TABLE 84: Which statement below best represents how you read the Digest?

Type Resident				
	TOTAL	Full Time	Part Time	Non Resident
Weighted Base	1632 100%	250 100%	350 100%	1006 100%
Don't read	27 2%	0 0%	0 0%	27 3%
Skim briefly, occasionally read article	536 33%	67 27%	122 35%	343 34%
Regularly read several articles	310 19%	28 11%	81 23%	196 19%
Read whole issue	707 43%	152 61%	136 39%	405 40%
No Answer	52 3%	3 1%	11 3%	35 3%

TABLE 86: How would you prefer to receive information from the Community Association?

Type Resident				
	TOTAL	Full Time	Part Time	Non Resident
Weighted Base	1637 100%	250 100%	350 100%	1010 100%
U.S. Mail	1237 76%	182 73%	274 78%	764 76%
E-mail with further information at KICA Website	356 22%	57 23%	66 19%	226 22%
Posted on KICA website without e-mail announcement	17 1%	3 1%	7 2%	7 1%
No Answer	27 2%	8 3%	3 1%	13 1%

TABLE 87: How would you prefer to communicate with KICA (comments, surveys, etc.)?

Type Resident				
	TOTAL	Full Time	Part Time	Non Resident
Weighted Base	1637 100%	250 100%	350 100%	1010 100%
Return mail	997 61%	155 62%	217 62%	613 61%
E-mail	510 31%	64 26%	97 28%	339 34%
Telephone	88 5%	26 10%	23 7%	38 4%
Other	4 0%	0 0%	3 1%	0 0%
No Answer	38 2%	5 2%	10 3%	20 2%

TABLE 88: KICA is considering a website that would contain a private member directory section that would allow members to log on and contact each other. Members would have the option of both listing and removing their...

Type Resident				
	TOTAL	Full Time	Part Time	Non Resident
Weighted Base	1637 100%	250 100%	350 100%	1010 100%
Very interested in using	191 12%	22 9%	30 9%	138 14%
Somewhat interested in using	631 39%	85 34%	134 38%	402 40%
Not very interested in using	340 21%	56 22%	62 18%	214 21%
Not at all interested in using	428 26%	77 31%	118 34%	231 23%
No Answer	47 3%	10 4%	6 2%	25 2%

TABLE 89: Please indicate your interest in being contacted via e-mail for KICA business in the following areas?

Type Resident				
	TOTAL	Full Time	Part Time	Non Resident
Weighted Base	1637 100%	250 100%	350 100%	1010 100%
Any and All KICA Business	565 35%	97 39%	118 34%	341 34%
Voting Issues Only	386 24%	52 21%	97 28%	229 23%
Current Events Only	410 25%	60 24%	90 26%	256 25%
Meeting Notices Only	190 12%	19 8%	38 11%	127 13%
Periodic Feedback/Survey on Community Issues Only	392 24%	56 22%	65 19%	265 26%
No Answer	441 27%	54 22%	109 31%	268 27%