Kiawah Island
COMMUNITY ASSOCIATION, INC.

Member Survey – May 2006

ABOUT YOU

Why do we ask personal questions? These questions will help KICA better understand the makeup of our community, in essence, who we are. Then, along with all responses to the questions that follow in this survey, the firm of Applied Marketing Research will be able to create a consensus picture of our interests and needs for the future of KICA. Be assured that no one will pass your individual answers along to anyone, for any purpose whatsoever.

1. Which of the following categories includes your age and your spouse/partner's age? If you are not currently living with a spouse or partner, please leave that column blank.

Age	You	Your spouse/ partner
Under 25	☐ 1	☐ 1
25-34	☐ 2	☐ 2
35-44	☐ 3	☐ 3
45-54	☐ 4	☐ 4
55-64	☐ 5	☐ 5
65-74	☐ 6	☐ 6
75 or Over	☐ 7	☐ 7

2. In 2005, please estimate how many weeks in the year your Kiawah property was occupied by people in the following groups.

	Weeks in 2005
Yourself with immediate family or friends	
Family members without you	
Friends/business guests without you	
Rental guests	
Unused weeks	
Total	**52 Weeks**

3. In what year did you first purchase property on Kiawah? _____

4. Thinking about when you purchased property at Kiawah, what were your primary, or most important, motivations for purchasing? Please rank order the options below. Put a "1" next to the most important motive, a "2" next to the second most important motive, and so forth until you have ranked all of the motivations.

   _____ Access to the beach
   _____ Access to the golf courses
   _____ Being close to family and/or friends
   _____ Enjoying the natural settings and wildlife
   _____ Enjoying the safety and security of a gated community

5. How likely are you to eventually make Kiawah your primary residence in the future? (Please check only one.)

☐1 Kiawah is already my primary residence.
☐2 Kiawah definitely will become my primary residence.
☐3 Kiawah probably will become my primary residence.
☐4 Kiawah probably will not become my primary residence.
☐5 Kiawah definitely will not become my primary residence.
☐6 I honestly don't know.

ABOUT THE SANDCASTLE COMMUNITY CENTER

In 2005, renovations to the second floor of the Sandcastle were completed, and the exterior elevator was installed to provide entrance to both levels of the facility and curtail unnecessary traffic through the lobby area. Currently, the KICA Board of Directors is considering the upgrades necessary to improve the first level of the building and the outside pool areas. Accordingly, this section of the Member Survey will focus particularly on your use of, and interest and satisfaction in, the activities and amenities offered by the Sandcastle.

6. Thinking only about the time that you are on Kiawah, approximately how often do you or your family/guests use the Sandcastle Community Center for any purpose? (Please check only one.)

☐1 Once a day or more
☐2 Two to six times a week
☐3 Once a week
☐4 Two to three times a month
☐5 Once a month
☐6 Occasionally, but less than once a month
☐7 Never

7. For each of the following Sandcastle Community Center activities, please check the ones in column A that you, personally, used in 2005. Then, in column B, please check the ones your spouse/partner used in 2005. Finally, in column C, check the ones your adult guests used in 2005.

Amenity or activity	A You	B Spouse/ partner	C Adult guests
Sandcastle beach access and parking	☐1	☐2	☐3
Sandcastle swimming pool	☐1	☐2	☐3
Fitness equipment	☐1	☐2	☐3
Exercise or yoga classes	☐1	☐2	☐3
Snack bar	☐1	☐2	☐3
Thursday night dinners	☐1	☐2	☐3
Club meetings (e.g., garden, book clubs)	☐1	☐2	☐3
Community social events (e.g., annual meeting weekend dinner, new member welcomes)	☐1	☐2	☐3
Private social events at Sandcastle (e.g., weddings)	☐1	☐2	☐3
Did not use any of these	☐1	☐2	☐3

8. For each of the following Sandcastle activities, please check the ones that were used in 2005 by your family members and guests under the age of 18. In column A, check the ones used by children aged 6 and under; in column B, the ones used by children from 7 to 12 years old; and in column C, the ones used by children from 13 to 18 years old.

Amenity or activity	A	B	C
	Ages 0-6	Ages 7-12	Ages 13 -18
Sandcastle beach access & parking	☐1	☐2	☐3
Sandcastle swimming pool	☐1	☐2	☐3
Playground equipment at Sandcastle	☐1	☐2	☐3
Summer children's programs at Sandcastle	☐1	☐2	☐3
Snack bar	☐1	☐2	☐3
Did not use any of these	☐1	☐2	☐3

9. Thinking about the Sandcastle facility and activities, please rate the importance of each of the amenities or activities below. Please consider importance as it relates to either (a) your and your guests' direct benefit/enjoyment, or (b) the contribution it adds to the value of your own property at Kiawah.

   In the following table, please check one box on each line to indicate the importance of the amenity or activity. If you are totally unfamiliar with an amenity or activity, please leave its answer blank.

Amenity or activity	Not at all important	Not very important	Somewhat important	Moderately important	Extremely important
Sandcastle beach access & parking	☐1	☐2	☐3	☐4	☐5
Sandcastle swimming pool	☐1	☐2	☐3	☐4	☐5
Fitness equipment	☐1	☐2	☐3	☐4	☐5
Exercise or yoga classes	☐1	☐2	☐3	☐4	☐5
Snack bar	☐1	☐2	☐3	☐4	☐5
Thursday night dinners	☐1	☐2	☐3	☐4	☐5
Community social events (e.g., annual meeting weekend dinner, new member welcomes)	☐1	☐2	☐3	☐4	☐5
Club meetings (e.g., garden, book clubs)	☐1	☐2	☐3	☐4	☐5
Venue for your private social events	☐1	☐2	☐3	☐4	☐5
Children's playground equipment	☐1	☐2	☐3	☐4	☐5
Summer children's programs	☐1	☐2	☐3	☐4	☐5

10. Please rate your satisfaction with the following aspects of the Sandcastle operation. If you are totally unfamiliar with an aspect, please leave its answer blank.

Aspects of the Sandcastle operation	Completely dissatisfied	Mostly dissatisfied	Just slightly dissatisfied	Just slightly satisfied	Mostly satisfied	Completely satisfied
Staff is professional and knowledgeable	☐1	☐2	☐3	☐4	☐5	☐6
Staff has caring and friendly attitude	☐1	☐2	☐3	☐4	☐5	☐6
Staff is available when I need assistance	☐1	☐2	☐3	☐4	☐5	☐6
Staff ability to quickly respond to my requests	☐1	☐2	☐3	☐4	☐5	☐6

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Aspects of the Sandcastle operation	Completely dissatisfied	Mostly dissatisfied	Just slightly dissatisfied	Just slightly satisfied	Mostly satisfied	Completely satisfied
Quality of the physical facility	☐1	☐2	☐3	☐4	☐5	☐6
Number and quality of activities	☐1	☐2	☐3	☐4	☐5	☐6
Overall satisfaction with the Sandcastle Community Center	☐1	☐2	☐3	☐4	☐5	☐6

11. At present, the operation of the Sandcastle Community Center is funded by up to $93 of your annual KICA assessment, plus user fees collected when members participate in certain activities such as aerobics classes, use of fitness equipment and Thursday night dinners. In general, going forward, what do you think is the best way for KICA to fund the operation of the Sandcastle? (Please check only one.)

☐1 Completely by assessment
☐2 Mostly by assessment
☐3 About half-and-half, assessment and user fees
☐4 Mostly by user fees
☐5 Completely by user fees

12. What suggestions do you have for improving the Sandcastle Community Center? In your answer, we would appreciate suggestions that, if implemented, would lead you to make use of Sandcastle facilities more often.

_____
_____
_____
_____
_____

13. It may be that KICA members also make use of recreational, social or fitness offerings as members of other Charleston area private clubs. With this possibility in mind, please check any of the following that describe you.

☐1 I am a member of the Governor's Club at Kiawah.
☐2 I am a member of the Kiawah Island Club.
☐3 I am a member of another Charleston area private club.
☐4 I do not belong to any Kiawah or Charleston area private clubs.

ABOUT KICA SECURITY SERVICES

The KICA Security Department provides gate access and security patrols, and the Town of Kiawah Island provides for public safety including patrols by sheriff's deputies. This portion of the Member Survey focuses **only on your satisfaction with the services offered by KICA Security**.

14. How satisfied are you with the following aspects of KICA security operations? If you are totally unfamiliar with an aspect, please leave its answer blank.

Aspects of KICA security operations	Completely dissatisfied	Mostly dissatisfied	Just slightly dissatisfied	Just slightly satisfied	Mostly satisfied	Completely satisfied
Visibility of security personnel	☐1	☐2	☐3	☐4	☐5	☐6
Professionalism of the security staff	☐1	☐2	☐3	☐4	☐5	☐6
Caring and friendly attitude of the security staff	☐1	☐2	☐3	☐4	☐5	☐6

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Aspects of KICA security operations	Completely dissatisfied	Mostly dissatisfied	Just slightly dissatisfied	Just slightly satisfied	Mostly satisfied	Completely satisfied
My ability to reach security quickly if I need help	☐1	☐2	☐3	☐4	☐5	☐6
Ability of the security staff to respond quickly to my requests	☐1	☐2	☐3	☐4	☐5	☐6
Adequacy of security control at gate-access points	☐1	☐2	☐3	☐4	☐5	☐6
Consistency in enforcing rules and regulations	☐1	☐2	☐3	☐4	☐5	☐6
Overall, how satisfied are you with Security Department operations?	☐1	☐2	☐3	☐4	☐5	☐6

ABOUT OTHER KICA FUNCTIONS

15. In addition to Recreation and Security, KICA is also responsible for maintenance and repair of our common properties, for administrative services to members, and for KICA's budget and financial management. How satisfied are you with KICA's performance in these areas? If you are totally unfamiliar with an aspect, please leave its answer blank.

Other KICA functions	Completely dissatisfied	Mostly dissatisfied	Just slightly dissatisfied	Just slightly satisfied	Mostly satisfied	Completely satisfied
Appearance of common areas (such as land and lakes)	☐1	☐2	☐3	☐4	☐5	☐6
Condition of roads	☐1	☐2	☐3	☐4	☐5	☐6
Condition of leisure trails for biking/walking	☐1	☐2	☐3	☐4	☐5	☐6
Condition of Rhett's Bluff, Cinder Creek & Eagle Point boating facilities	☐1	☐2	☐3	☐4	☐5	☐6
Budget and financial management	☐1	☐2	☐3	☐4	☐5	☐6
KICA communication with members, overall	☐1	☐2	☐3	☐4	☐5	☐6
About central office staff, specifically . . .						
Staff is knowledgeable and professional	☐1	☐2	☐3	☐4	☐5	☐6
Staff has caring and friendly attitude	☐1	☐2	☐3	☐4	☐5	☐6
I can reach staff easily and quickly when I need to	☐1	☐2	☐3	☐4	☐5	☐6
Staff responds quickly and effectively to my questions	☐1	☐2	☐3	☐4	☐5	☐6
Overall satisfaction with administrative operations	☐1	☐2	☐3	☐4	☐5	☐6

ABOUT KICA'S BOARD OF DIRECTORS

16. The KICA Board of Directors is elected by you to provide overall leadership and guidance to KICA. The board is responsible for setting policy, making decisions on major issues, setting the long-range plan, and providing oversight to the operations of KICA. How satisfied are you with the following aspects of the KICA Board of Directors? If you are totally unfamiliar with an aspect, please leave its answer blank.

Continued on next page

KICA Board of Directors	Completely dissatisfied	Mostly dissatisfied	Just slightly dissatisfied	Just slightly satisfied	Mostly satisfied	Completely satisfied
Board efforts to understand the needs of the membership	☐1	☐2	☐3	☐4	☐5	☐6
Board's openness to member opinions and input	☐1	☐2	☐3	☐4	☐5	☐6
Board demonstrates careful, systematic analysis of issues	☐1	☐2	☐3	☐4	☐5	☐6
Board's communication of major issues and decisions	☐1	☐2	☐3	☐4	☐5	☐6
Effective financial management of KICA	☐1	☐2	☐3	☐4	☐5	☐6
Board conducts effective meetings	☐1	☐2	☐3	☐4	☐5	☐6
Board demonstrates accountability to the membership	☐1	☐2	☐3	☐4	☐5	☐6
Board shows an attitude of trust and respect for its constituent membership	☐1	☐2	☐3	☐4	☐5	☐6
KICA members show an attitude of trust and respect in dealing with the board	☐1	☐2	☐3	☐4	☐5	☐6
My overall satisfaction with the Board of Directors	☐1	☐2	☐3	☐4	☐5	☐6

ABOUT MEMBER COMMUNICATIONS

17. How would you rate your level of knowledge with respect to the following topics?

Topics	No knowledge at all	Low level of knowledge	Moderate level of knowledge	High level of knowledge
Understanding of island rules and regulations	☐1	☐2	☐3	☐4
Kiawah community events	☐1	☐2	☐3	☐4
Issues affecting KICA members	☐1	☐2	☐3	☐4
KICA's structure: its committees, departments, responsibilities, and services	☐1	☐2	☐3	☐4
KICA budget and financial management	☐1	☐2	☐3	☐4
Whom within KICA to contact for information or problem resolution	☐1	☐2	☐3	☐4

18. For those same topics, would you say that you want more information than you are receiving now, about the same amount of information you are receiving now, or less information than you are receiving now?

Topics	Less Info	Same amount	More Info
Understanding of island rules and regulations	☐1	☐2	☐3
Kiawah community events	☐1	☐2	☐3
Issues affecting KICA members	☐1	☐2	☐3
KICA's structure: its committees, departments, responsibilities, and services	☐1	☐2	☐3
KICA budget and financial management	☐1	☐2	☐3
Whom within KICA to contact for information or problem resolution	☐1	☐2	☐3

19. Which of the following do you use to obtain information about Kiawah issues and activities? As you read each source, please rate it using the following scale.

"5" means that the source is **extremely important** to you in the sense that it is your main source of information about Kiawah issues and activities and you use it frequently.
"4" means that it is **important** source of information that you use occasionally.
"3" means that the source is **just slightly important** and you use it rarely.
"2" means that you **do not use the source at all** for information about Kiawah issues and activities.
"1" means that you have **no experience** with this information source.

Sources	No experience	Do not use	Just slightly important	Important	Extremely important
Digest (KICA newsletter)	☐1	☐2	☐3	☐4	☐5
Town Notes (Town of Kiawah newsletter)	☐1	☐2	☐3	☐4	☐5
Talk (KPOG newsletter)	☐1	☐2	☐3	☐4	☐5
The KICA website *(www.kiawah-owners.org)*	☐1	☐2	☐3	☐4	☐5
Other Kiawah websites	☐1	☐2	☐3	☐4	☐5
Real estate company newsletters and brochures	☐1	☐2	☐3	☐4	☐5
Conversations with Kiawah friends and neighbors	☐1	☐2	☐3	☐4	☐5

In March 2004, KICA members overwhelmingly passed a covenant amendment allowing the use of electronic methods of communication along with other methods. The amendment allows KICA to provide information to its members via email and website articles, and possibly to institute website or email voting. Before instituting changes, however, we would like to understand how you would prefer to use electronic and other communication methods.

20. Do you have an email address that you check regularly for personal business?
☐1 Yes ☐2 No

21. How would you prefer to receive news, information, and official notices from KICA? Please rank order the options below. Put a "1" next to the method you prefer most, a "2" next to the method you prefer second most, and so forth until you have ranked all of the methods.

_____ Regular postal mail
_____ Email addressed to me
_____ Information posted on KICA's website
_____ Combination of posting on KICA website and email addressed to me
_____ Telephone

22. How would you prefer to respond to KICA requests on official business such as voting or completing periodic surveys? Please rank order the options below. Put a "1" next to the method you prefer most, a "2" next to the method you prefer second most, and so forth until you have ranked all of the methods.

_____ Paper communications you post to KICA by regular postal mail
_____ Email response to KICA
_____ Voting and responding to surveys on a website (e.g., completing a form or ballot online)
_____ Automated telephone response system
_____ Option to choose either paper-by-mail or electronic means

ABOUT FUTURE IMPROVEMENTS

23. Most community associations like KICA would like to provide useful new services and enhancements to existing services, but they rarely have a budget sufficient to do everything members would like. Therefore, the Board of Directors has to set priorities, within KICA's areas of responsibility, for how the budget will be spent.

    For each of the following items, please rank order the options below. Put a "1" next to the item you prefer most, a "2" next to the item you prefer second most, and so forth until you have ranked all of the items.

    _____Arts activities at the Sandcastle
    _____Beach parking for KICA members and their guests
    _____Educational services such as courses offered at Sandcastle
    _____Fitness and exercise facilities
    _____Short-term (less than one month) boat and canoe storage

24. KICA's board often has the opportunity to communicate with other entities, such as the town, the developer, the resort and the county, about members' interests and needs. Which of the following would be your priorities for future growth and development at Kiawah? Please rank order the options below. Put a "1" next to the item you prefer most, a "2" next to the item you prefer second most, and so forth until you have ranked all of the items.

    _____ Access roads between Kiawah and Charleston
    _____ Assisted living and nursing services
    _____ Emergency healthcare services
    _____ Non-emergency medical services
    _____ Public transportation
    _____ Performing arts facility near Kiawah

25. Over the years, KICA has received requests for a printed member directory. The printed directory would be a new service to members, so would involve a member cost. However, KICA does not know how widespread the desire for a directory is, or the form such a directory might take. Please read the following descriptions and select the single answer that best represents your preference.

    ☐1 A directory that includes the member's on- and off-island contact information, as well as covenants, by-laws, and rules and regulations.
    ☐2 An electronic directory on KICA's website in a secure, members-only section.
    ☐3 I would prefer not to have a printed member directory.

26. What additional comments or feedback would you like to offer the board, to add to or expand on any topic covered in this member survey? If you need more room for your reply, please attach a separate page.

    _____
    _____
    _____
    _____
    _____
    _____
    _____

Thanks very much for your thoughtful responses. Please place the questionnaire in the postage-paid envelope provided and drop it in the mail just as soon as possible. If you need a replacement envelope, please contact Ms. Christine Coleman at Applied Marketing Research, Inc.: 800-381-5599, ccoleman@appliedmktresearch.com. If you take the survey online, you do not need to return the paper version.