

KINGS POINT

2012 COMMUNITY SURVEY  
RESULTS



KINGS POINT 2012 COMMUNITY SURVEY

# PROJECT CONCEPTION

- Planning for the future of Kings Point:
  - Kings Point residents are also owners and have voice in the destiny of their property
  - Short-term and long-range planning is a strategic necessity for Kings Point
  - Plans are difficult to make if:
    - It is not clear who the owners are with regard to demographic makeup
    - The needs and wants of owners are not well understood

# PROJECT CONCEPTION

- A Research subcommittee made up of RFEC and Board Members investigated alternatives for researching Kings Point residents with two major information needs:
  - Who are the residents of Kings Point?
  - What are their needs and wants?
- An outside, unbiased researcher was selected in April 2011 to achieve these information goals

# PROJECT OVERVIEW

- ◉ Collect background information to understand the situation (May-June 2011)
- ◉ Understand the “voice of the people” with focus groups to determine important topics/themes for a resident survey (June-July 2011)
- ◉ Develop and distribute a resident survey (November 2011- March 2012)
- ◉ Analyze data (April-May 2012)



# BACKGROUND RESEARCH

- Meetings in May/June 2011 with:
  - Research subcommittee members
  - Eileen Peco (Federation Board President) and Ginger Anzalone (Vesta)
  - Federation Board Members
- Industry research to understand history and future trends of active lifestyle adult communities in North America
- Competitor research to compare Kings Point to other, similar communities in Florida

# KINGS POINT RESEARCH

- Multiple focus groups in June/July 2011 with:
  - Kings Point residents (a mix of associations, long-time and new residents, and genders)
  - Real estate agents and sales associates
  - Vesta staff members
  - RFEC
  - Board
  - Representatives of clubs



# RESEARCH THEMES

- Multiple research themes were generated from the background research and focus groups:
  - Demographic makeup of residents
  - Communication
  - Security
  - Amenities
  - *Governance*
  - *Citizenship*
  - *Expected growth/change in resident makeup*
- Because of strategic initiatives and time/space limitations, the first four themes were selected for the survey, and the remaining themes are open for future research





# SURVEY TOPICS

1. Kings Point general information
2. Ownership information
3. Communication at Kings Point
4. Security at Kings Point
5. Recreational amenities value
6. Clubs and clubhouse activities
7. Outdoor recreational areas
8. Future amenities
9. Overall satisfaction
10. Demographics/classification of respondent
11. Demographics of respondent's partner





# RESPONSES

- 5,175 surveys mailed
- 2,587 surveys returned
  - 290 online
  - 2297 paper
- 2,509 valid surveys processed, 78 surveys removed:
  - 39 surveys removed voting identifier
  - 6 surveys were duplicated
  - 33 surveys were 99% incomplete
- 48.5% response rate, 100% of Associations
  - Expectation was a 15-20% response rate
  - Industry standard is a 5-10% response rate
- Responses are statistically valid within plus or minus 1.4% (far better than industry standard of +/- 5%)



# HIGHEST RESPONSE RATES

Kensington	68.75%
Dorchester B	66.67%
Tremont I	66.23%
Tremont II	64.06%
Villeroy	63.75%
Nantucket V	63.16%
Cambridge F	62.50%
Edinburgh	61.90%
Lancaster I	60.59%
Devonshire	60.00%

# LOWEST RESPONSE RATES

Cambridge B	8.33%
Cambridge I	8.33%
Andover G	12.50%
Gloucester E	12.50%
Andover I	16.67%
Oakley Greens	17.50%
Bedford C	20.83%
Highgate D	22.73%