

# **Synopsis of 2010 PMLA Member Survey Results**

## 1. Background

- Survey developed by Long Range Planning Committee (LRPC)
- First survey conducted in 2007 – 600+ responses
- 2010 survey specifics
  - Only 40 questions (most optional) – down from 66 questions in 2007
  - Primary response mechanism: via web page on the PMLA website
  - Secondary response mechanism: paper forms at PMLA Admin offices
  - Promoted via mailed postcard to all members in May 2010
  - Response period: 4 months (May 1 – September 1, 2010)
  - Several new topic areas: Fire Safety, Swimming Pool

## 2. Response Demographics (Q2-Q4)

- 929 responses – up 50% from 2007!
  - 876 (94%) completed survey
  - ~80 (9%) submitted paper surveys; ~850 (91%) used the Internet
- 433 (47%) say PML is a second/other home not used as a rental (Q3)
- 354 (39%) say PML is their primary residence (Q3)
- 371 (42%) did not submit a response to 2007 survey (Q4)

## 3. Relative Importance of PML Amenities/Services (Q5) – 916 responses

- Top vote getters (>350) considered “Very Important”: Lake/Marina Beaches (725), Safety Department (648), Fire/Smoke Abatement (621), High-speed Internet Access (618), Golf Course (501), Compost Pile (425), Restaurant (422), Swimming Pool (387)
- See chart and table of responses for more details

## 4. Specific Questions on Major Amenities/Services (Q6-Q17)

- Golf Course (Q6-Q8)
  - 576 (94%) rate it excellent or good
  - 152 suggestions for improvement
- Lake/Marina/Beaches (Q9-Q11)
  - 772 (89%) rate it excellent or good
  - 331 suggestions for improvement
- Restaurant/Bar (Q12-Q14)
  - 579 (72%) rate it excellent or good
  - 309 suggestions for improvement
- Safety Department (Q15-Q17)
  - 697 (85%) rate it excellent or good
  - 166 suggestions for improvement

## 5. Fire Safety (Q18-Q23) – ~900 responses

- 450 (50%) do fuel reduction themselves
- 647 (84%) haul fuels to the compost pile
- Experienced smoke-filled neighborhood in last three years (Q21) – 893 responses
  - 489 (55%) never
  - 242 (27%) one to three times
- 330 suggestions on how to improve this service

6. Swimming Pool (Q24-Q25) – 781 responses
  - 430 (55%) say do nothing to change current swimming pool amenity
7. PMLA Communications (Q26-Q28) – 897 responses
  - 794 (89%) say they read some/all of the PML monthly newsletter *every month*
  - 272 suggestions for improvement
8. PMLA Rules, Priorities, Assessments (Q29-Q32) – 858 responses
  - 454 (53%) say most of the rules are enforced
  - Suggested “Top 3 Priorities”
    - Keep assessments/fees low
    - Maintain amenities
  - Satisfaction with assessments/fees (Q31)
    - 620 (70%) say they are very satisfied or satisfied
    - 204 suggestions for improvement
9. Feedback on Other Amenities/Services Not Previously Mentioned (Q33)
  - Solicit comments on Equestrian Center, Tennis, Lake Lodge, Campground, etc
  - 362 comments received
10. Amenities/Services Needing Development/Improvement (Q34) – 744 responses
  - More than one choice allowed; random order
  - Top vote getters (>150): Swimming Pool (223), Lake/Marina/Beaches (222), Other (222), Lake Lodge (164), Restaurant/Bar (153)
11. Amenities/Services That Add Most Economic Value (Q35) – 866 responses
  - More than one choice allowed; random order
  - Top vote getters (>250): Lake/Marina/Beaches (733), Golf Course (679), Restaurant/Bar (473), Safety Department (333), Swimming Pool (259)
12. New Amenities/Services Desired (Q36) – 822 responses
  - More than one choice allowed; random order
  - Top vote getters (>250): High-speed Internet access (530), Exercise Facility/Gym (407), Hiking Trails (268)
13. Acceptable Assessment Increase for New/Improved Amenities (Q37-Q38) – 871 responses
  - 427 (49%) say no increase in assessments is acceptable
  - 580 (68%) say no to long term special assessment
14. Overall Suggestions to Improve PMLA Amenities/Services/Operations (Q39) – 313 responses
15. Conclusion
  - Much useful information regarding member opinions is now readily available
  - Customized reports can be generated using this data
  - 748 responders provided names and/or personal information
  - Many “free form” comments/suggestions: over 240+ printed pages