

Synopsis of 2013 PMLA Member Survey Results

1. Background

- Survey developed by Long Range Planning Committee (LRPC)
- First survey conducted in 2007: 600+ responses
- Second survey conducted in 2010: 925+ responses
- THIS/third survey conducted in 2013: ~800 responses
- 2013 survey overview
 - Only 38 questions (most are optional) – down from 40 questions in 2010
 - Primary response mechanism: web page link on the PMLA website
 - Secondary response mechanism: paper forms at PMLA Admin offices
 - Promoted via mailed postcard to all members in May 2013
 - Response period: 4 months (March 1 – June 30, 2013)

2. Responder Demographics (Q2-Q4) {2010 survey %s}

- 798 responses
 - 763 (96%) completed survey
 - 72 (9%) submitted paper surveys; 726 (91%) used the Internet
- 379 (48%) say PML is a second/other home not used as a rental (Q3) {47%}
- 304 (38%) say PML is their primary residence (Q3) {39%}
- 257 (34%) did not submit a response to 2010 survey (Q4) {42%}

3. Relative Importance of PML Amenities/Services (Q5) – 792 responses

- Top amenity vote getters (>40%) that were considered “Very Important”: Lake/Marina Beaches (82%), Fire Threat & Fuel Reduction (76%), High-speed Internet Access (75%), Safety Department (72%), Restaurant (62%), Golf Course (55%), Compost Pile (53%), Swimming Pool (47%), Walking/Hiking Trails (42%)
- See chart and table of responses for more details

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

- Golf Course (Q6-Q8)
 - 504 (96%) rate it excellent or good {94%}
 - 143 suggestions for improvement
- Lake/Marina/Beaches (Q9-Q11)
 - 647 (85%) rate it excellent or good {89%}
 - 301 suggestions for improvement
- Restaurant/Bar (Q12-Q14)
 - 612 (85%) rate it excellent or good {72%}
 - 309 suggestions for improvement
- Safety Department (Q15-Q17)
 - 615 (88%) rate it excellent or good {85%}
 - 133 suggestions for improvement

5. Swimming Pool (Q19-Q20) – 663 responses

- 314 (47%) say do nothing to change current swimming pool amenity {55%}
- 179 (27%) say build a new/larger pool
- 172 (26%) say add a heated enclosure to existing pool

6. How Would You Vote to Build a New Pool (Q21) – 756 responses
 - 410 (54%) say they would vote No
 - 282 (37%) say they would vote Yes if assessment increase is less than 10%

7. PMLA Rules Enforcement & Satisfaction With Assessments (Q23, Q25) – ~760 responses
 - 441 (59%) say most of the rules are enforced {53%}
 - Satisfaction with assessments/fees (Q31)
 - 579 (75%) say they are very satisfied or satisfied {70%}
 - 195 suggestions for improvement

8. Feedback on Other Amenities/Services Not Previously Mentioned (Q27)
 - Solicit comments on Equestrian Center, Tennis, Lake Lodge, Campground, etc
 - 322 comments received

9. Amenities/Services Needing Development/Improvement (Q28) – 646 responses
 - More than one choice allowed; choices in random order
 - Top vote getters (>100): Swimming Pool (232), Lake/Marina/Beaches (215), Other (162), Walking/Hiking Trails (155), Restaurant/Bar (113)

10. Amenities/Services That Add Most Economic Value (Q29) – 646 responses
 - More than one choice allowed; choices in random order
 - Top vote getters (>250): Lake/Marina/Beaches (616), Golf Course (591), Restaurant/Bar (457), Safety Department (281), Swimming Pool (256)

11. New Amenities/Services Desired (Q30) – 733 responses
 - More than one choice allowed; choices in random order
 - Top vote getters (>200): High-speed Internet access (504), Exercise Facility/Gym (348), Walking/Hiking Trails (252), Renovation of existing Marina Café/Store building (224), Swimming pool at new location (201)

12. Specific amenity suggestion ideas (Q31-Q34)
 - Increase marketing of current campground (726 responses): 436 (60%) say No
 - Develop more walking/hiking trails (712 responses): 510 (72%) say Yes
 - Invest in improving hi-speed Internet access (731 responses): 578 (79%) say Yes
 - Convert a few tennis courts to pickleball (613 responses): 445 (73%) say No

13. Acceptable Assessment Increase for New/Improved Amenities (Q35-Q36) – 753/737 responses
 - 376 (50%) say a 1% to 10% increase in assessments is acceptable
 - 325 (43%) say no increase in assessments is acceptable {49%}
 - 482 (65%) say no to long term special assessment {68%}

14. Overall Suggestions to Improve PMLA Amenities/Services/Operations (Q37) – 229 responses

15. Conclusion
 - Much useful information regarding member opinions is now readily available
 - Customized reports can be generated using this data
 - 617 (77%) of the responders provided names and contact information
 - Many “free form” comments/suggestions: 300+ printed pages