

2009 WPHA Survey Results

Survey Statistics

All WPHA property owners received survey forms in the previous issue (May) of the Park newsletter.

150 survey responses were returned. This represents approximately 19% of all WPHA property owners.

72% of the respondents are Households with no minor children living at home.

28% of the respondents are Households with 1 or more minor children living at home.

13% of the respondents are Households with 1 adult and no minor children living at home.

5% of the respondents are single-parent Households with one or more minor children living at home.

Observation: Assuming survey responses reflect the Park's overall demographics, there are approximately 100 Park residents living by themselves. These households are most likely retired and/or elderly widows and widowers.

Use of Wilmington Park Amenities

Of the six Park amenities listed below (*excluding the swimming pool*), 71% of the respondents used one or more amenities at least once during the past 12 months. Conversely, 29% of the respondents did not use any of the listed amenities a single time during the past year.

The dock was used by more than half (55%) of the respondents at least once in the past year. One in four (24%) respondents used the dock 7 or more times per year.

Amenities receiving the highest use by respondents were:

- | | |
|----------------------|-----|
| 1) Dock | 55% |
| 2) Playground | 40% |
| 3) Mall Circle | 39% |
| 4) WPHA Website | 37% |
| 5) Swimming Pool | 27% |
| 6) Tennis Courts | 23% |
| 7) Basketball Courts | 22% |

One in four (24%) respondents contacted the WPHA Board to resolve a problem in the past 12 months.

Observation: More than one third of the Park's residents have accessed the Park's website during the past year. Using email for mass communication to WPHA members would probably be agreeable to an even higher percentage of WPHA members.

Importance of Park Amenities on Real Estate Values

Nine out of 10 (91%) respondents perceive landscaping and lighting in the malls and entranceways as Important or Very Important amenities for maintaining and/or increasing real estate values in the Park.

Seven of 10 (68%) respondents ranked the Park's playground and dock as Important or Very Important amenities for maintaining and/or increasing real estate values in the Park.

Six in ten respondents perceive the swimming pool (61%) and tennis courts (59%) as Important or Very Important amenities for enhancing real estate values in the Park.

Observation: While 68% of the respondents rank the playground and dock as important (or very important) to Park home values, only 40% and 55% of the respondents used the playground and the dock, respectively, in the past 12 months. This indicates both users and non-users perceive these amenities to have a positive impact on home values in the Park.

Observation: 25% of the respondents used the swimming pool and tennis courts in the past 12 months while 60% of the respondents believe these two amenities enhance home values in the Park. This indicates both users and non-users perceive these amenities to have a positive impact on home values in the Park.

Importance of Board Activities

When asked to rank the importance of various WPHA Board activities, virtually every respondent (95%) perceives ensuring Park residents maintain proper upkeep of lawns and exteriors of residences to be the most important activity the Board should undertake.

The following activities were ranked by respondents as the next three highest priorities for the Board:

- 1) Ensuring new buildings and construction comply with covenants (93%);
- 2) Removal of derelict vehicles in yards, driveways, streets (92%); and
- 3) Maintaining entranceways and malls (90%).

Only one in four respondents (23%) ranked hosting annual cookouts and increasing Park social activities as important or very important.

Observation: summarizing Board actions to enforce WPHA covenants would help residents see that Board actions are aligned with member priorities. The Park's newsletter and website are effective communication vehicles for this purpose.

Swimming Pool

Three out of four (75%) respondents are opposed to increasing WPHA annual dues to include automatic pool membership.

Observation: While 75% of the respondents are opposed to making pool membership automatic, approximately 61% of the respondents believe the swimming pool helps maintain or increase the value of their homes in the Park. If respondent perceptions are correct, the swimming pool has a positive impact on Park home values at no expense to property owners.

Annual Cookout

Half of the respondents have attended a WPHA cookout at least once in the past three years; 29% of the respondents have attended 2 or more cookouts in the past three years.

(Note: some respondents may be new homeowners since the last cookout and therefore would not have had an opportunity to attend a cookout.)

While attendance at cookouts among survey respondents is fairly high (16% to 50%), 75% of the respondents believe hosting annual cookouts are not important functions for the Board to undertake.

Observation: While cookouts are not a major expense item, eliminating the annual cookout from the WPHA budget would probably not generate very many complaints.

Small Boat Launch

Almost 44% of the respondents said they would use or might use a small boat launch.

Observation: If a small boat launch were actually used by Park residents at this level, the boat launch would be the second most used amenity in the Park.

Park Dues

Nearly 3 out of 4 respondents (73%) perceive the WPHA annual dues are a fair value.

Observation: Approximately half of the respondents indicate they do not use any of the Park's amenities therefore even non-users believe dues are a fair value.