

**ANALYSIS OF
LAKERIDGE RECREATION SURVEY**

Jerry Alan Bergman

September 24, 2011

Introduction

An opinion survey was conducted in the summer of 2011 based on questions provided by the Recreation Committee of the Lakeridge Association (LR). The general purpose of the survey was to gauge attitudes among the LR homeowners pertaining to recreational facilities and activities currently available and possible changes to be made in the future.

The survey was administered through the Survey Monkey online opinion research service. A link to the survey questionnaire on Survey Monkey's website was sent to homeowners by the LR Administration via e-mail. Homeowners were encouraged to log on and complete the 10-question survey via a link provided in the e-mail. An assurance of anonymity was given and no names or unit numbers were collected from respondents.

When it was reported that some homeowners were unable to log on to the survey via the URL link, a second e-mail was sent to the homeowners with a different link to use. For this reason, the data has been collected and tabulated by Survey Monkey in two different reports. For purposes of identification, these have been labeled "Lakeridge Recreation Survey # 1" and "Lakeridge Recreation Survey #2."

Homeowners without e-mail or who were unable to access the survey online were given the option of completing surveys by hand. Some 31 questionnaires were completed and submitted in this manner and entered by the project coordinator as responses to Survey # 1.

All of the optional comments from respondents have been collected and listed in random order under the questions to which they pertain in the document called “Comments.”

Reliability

A total of 193 LR residents took part in the survey. Assuming that one response was made per household (a reasonable assumption as the Survey Monkey website denied entry to anyone who had previously logged on from the same computer), the attitudes and opinions expressed in the survey represent those of 41 percent of all Lakeridge households.

The statistical findings of this survey should be considered along with the optional comments provided by respondents to the various questions. In some cases, these comments help underscore or shed light on the numerical data, while in others they may indicate strongly held feelings by certain members of the community.

Question # 1: Use of Home

According to the survey:

- The greatest number of people at Lakeridge (64 percent) use their homes “on weekends and for summer/winter week vacations.”

- About half as many residents (32 percent) share their home with family members (children/grandchildren).
- Twenty-eight percent maintain their primary residence at LR.
- Just fewer than 10 percent of residents are “snow birds” or maintain another retirement home elsewhere.

Question # 2: Recreational Usage By Age Group

- Three out of four households include people over the age of 60 who use the facilities at Lakeridge; one in four includes people over age 75.
- Slightly less than half (46 percent) of the households at LR contain adults between ages 40 and 50 who use the facilities, while a nearly a third contain adults 18 to 39 who use the facilities.
- LR households contain about an equal number of children ages 5-11 (17 percent) and 12-17 (16 percent), and 12 percent of households include children under age 5 who utilize the facilities.

Question # 3: Usage of Specific Activities

This question asked respondents to indicate for up to 36 different activities whether they utilize each of them “seldom,” “occasionally “ or “frequently.”

Many respondents did not give an answer for various choices listed and some commented that their lack of response meant that they did not use those activities at all. Therefore, a numerical value has been assigned for those who did not respond and used to indicate lack of interest.

- The overall conclusion drawn from responses to this question is that while LR has a number of very popular activities and a few less popular activities, the majority of activities offered appeal chiefly to small subsets of the community, as well as possibly the many weekenders who cannot participate with the same frequency.

Note that this does not mean that those activities are “less appreciated” by those who participate in them.

- The 10 “most popular” activities as determined by usage indicated are:
 1. Outdoor Swimming
 2. Gym*
 3. Indoor Swimming*
 4. Hiking
 5. Outdoor Tennis
 6. Indoor Tennis
 7. Boating on Burr Pond (rental)
 8. Ping Pong
 9. Water Classes/Hydro-Fit
 10. Movie Night

* *Virtual tie.*

- The 10 “least popular” activities are:
 1. Shuffleboard
 2. Rollerblading
 3. Bocce
 4. Putting Green
 5. Volleyball
 6. Softball
 7. Golf
 8. Mah Jongg
 9. Boating (own craft)

Question # 4: Interest in Specific Activities

The answers to this question are generally in line with responses to question # 3 about popularity, with a few slight differences: the addition of Yoga Classes at # 7 on the “highest degree of interest” list and the appearance of Canasta, Poker, Pony Rides and Private Riding Lessons on the “lowest interest “ list. Note, however, that all three card games listed were close to the 10 “least popular” of Question 3 and riding activities appear to have a loyal but narrow following.

Because this question asked about “interest,” versus question # 3 which asked about “utilization,” far fewer people avoided giving a response for all or most of the activities that were listed here.

The 10 activities with the “highest interest” among LR residents are:

1. Outdoor Swimming
2. Indoor Swimming
3. Gym
4. Outdoor Tennis
5. Indoor Tennis
6. Boating on Burr Pond (rental)
7. Yoga Classes
8. Water Classes/Hydro-Fit
9. Movie Night
10. Ping Pong

The 10 activities with the “lowest interest” are:

1. Rollerblading
2. Bocci
3. Shuffleboard
4. Canasta
5. Poker
6. Boating on Burr Pond (own craft)
7. Children’s Summer Camp
8. Mah Jongg
9. Pony Rides
10. Private Riding Lessons

Question # 5: Interest in Other Activities

The survey next asked respondents to rate (from 1 to 5, with one being the lowest) their degree of interest in five activities not on prior lists. Ranked below according to the degree to which interest was expressed, they are:

1. Expanded Arts and Crafts Classes
 2. Book/Hobby Club and Discussion Groups.
 3. Dance Classes
 4. Card-playing Lessons
 5. Chess/Backgammon Lessons
- Nearly one in four showed strong interest in expanded arts and crafts classes.
 - A majority of respondents failed to show interest in the other four activities.
 - While over one third showed no interest in Book/Hobby Club and Discussion Groups, nearly one in five residents expressed strong interest in the same activity.

This question provides further evidence of the difficulty of appealing to a majority of LR residents. Even for Chess/Backgammon Lessons, the activity of least interest to respondents, 10 percent showed moderate to strong interest and an additional 20 percent showed some interest.

Question # 6: Interest in Possible Future Activities

Respondents were asked if they were “very,” somewhat” or “not interested” in four activities: Photography Classes, Ceramics Classes, Drawing Classes and Family and Children’s Programs.

- Photography Classes attracted a majority of “very” or “somewhat interested” responses.
- About the same number of residents are “not interested” as are “somewhat” or “very interested” in Ceramics Classes and Drawing Classes.
- Four of ten respondents showed interest in Family and Children’s Programs.

Question # 7: Rating the Tennis Court Call-In System

Sixty-one respondents answered this question, as only those who utilize the tennis court reservation system were asked to answer.

- Two-thirds of the respondents said they were “satisfied” or “highly satisfied.”
- However, of these 41 people, just 6 were “highly satisfied,” whereas 11 people were “very unsatisfied” and 9 more were “unsatisfied.”

As this provides some justification for concern about how the system is currently administered, it might be useful to convene a few informal 30- to 60-

minute focus group discussions with people who use the call-in tennis court reservation system. The purpose of these sessions would be to attempt to learn what might be causing people's dissatisfaction.

Question # 8: Satisfaction With the Physical Facilities

This question differs from prior questions, which probed attitudes toward *usage* and *appeal* of programs and facilities, in that it specifically asks respondents to rate their *degree of satisfaction* with individual facilities on a scale of from 1 to 5.

The resulting numbers here must be viewed in perspective because only those who use certain facilities were likely to have rated those facilities. (Only 70 people rated the kiddy pool, whereas 132 people rated the snack bar.) Other facilities may have been rated by people who only use them occasionally or for whom the facilities and/or equipment may be of lesser concern than for others.

Using a ranking of the percentage of respondents who rated a given facility with a 4 or 5, the facilities for which respondents seem to have expressed the greatest satisfaction are:

1. Outdoor Pool
2. Indoor Pool
3. West Lodge
4. Indoor Tennis
5. Ridge Pond

6. East Lodge
7. Outdoor Tennis

Using a similar ranking of the percentage who rated facilities the lowest (1 or 2), the facilities for which respondents seem to have shown the least satisfaction are:

1. Golf Putting Range (36%, 27 of 76)
 2. Dog Run (35%, 24 of 68)
 3. Playground at Apple Hill (28%, 16 of 58)
 4. Playground off Old Farms (26%, 13 of 50)
 5. Locker Rooms (25%, **33** of 132)
 6. Snack Bar (25%, **33** of 132)
 7. Volleyball (25%, 13 of 51)
- On the basis of the total number of negative votes, residents seemed most displeased with the Snack Bar (with 17 “1” or very dissatisfied and 16 “2” or somewhat dissatisfied votes) and the Locker Rooms (with 14 “1” or very dissatisfied and 19 “2” or somewhat dissatisfied votes).

Question # 9: Satisfaction With the Fitness Center

Those LR residents who use the Fitness Center were asked to rate their degree of satisfaction with the facility and equipment on a 1 to 5 scale. A total of 132 residents answered this question.

- Slightly more than half of the people indicated that they are either *very satisfied* (24 percent) or *somewhat satisfied* (30 percent) with the facility and the equipment.
- Nearly one in four, however, gave the facility and equipment a *neutral* score and 12 percent were *somewhat or very dissatisfied*.

Question # 10: Possible Changes to Programs & Facilities

Respondents were given a list of 17 possible changes to the programs and facilities at LR and invited to indicate whether they *favor*, *oppose* or have *no opinion/are unsure* about each.

- A majority of residents expressed their approval of the following:
 1. Expanding the Walking Trails (78%)
 2. Developing a Fitness Trail (69%)
 3. Offering Arts & Education Classes (62%)
 4. Offering Nature-Type Events (60%)
 5. Expanding the West Lodge Gym (56%)
 6. Running More Adult Social Events (50%)
- A majority of residents also expressed their opposition to a Covered Horse-Riding Rink (55.1%) and Providing a Shuttle Bus Around LR.
- Nearly half of the residents responding (47.1%) also indicated their opposition to Additional Indoor Tennis Courts.

- A majority of residents (54%) answered *No Opinion/Unsure* when asked about Adding Pickleball Court(s); this suggests that many residents perhaps are unfamiliar with Pickleball Courts.