

# 2008 Resident Survey

Conducted by the Sun City  
Board of Directors  
August 14, 2008



# Demographics



# 2008 Survey – Demographic Information- Residential Status

- A total of 1903 surveys were received and tabulated.
- 70.52 % of respondents indicated they are full time residents.
- 27.03 % are seasonal residents.
- 2.44 % are non-resident owners.



# Demographic Information - Age

- 3.00% of respondents under 55
  - 28.19 % between 56 and 69
  - 47.93 % between 70 & 80
  - 20.82 % over 80
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- 68.75 % of respondents are 70 or older



# Demographic Information – Employment status

- 6.42 % working full time
- 6.21 % working part time
- 5.07 % self employed
- 1.03 % seeking some type of employment
- 81.27 % fully retired & not seeking employment



# Demographic Information – Employment status

- 18.73 % of respondents are either working or seeking employment.
- This percentage is expected to increase in years to come.



# Demographic Information – Computer literacy

- 85.54 % have internet access at home
- 75.96 % of these have high speed service
- 86.79 % would like to receive e-mail communications from the Association
- 60.51 % check the SCVCAI website sometimes or often



# Demographic Information – What brought you to Tucson?

- 37.15 % climate
- 20.41 % scenery
- 11.87 % recommended as a retirement area
- 10.68 % proximity to family/friends
- 9.84 % recreational opportunities
- 5.19 % miscellaneous other reasons
- 4.88 % health concerns



# Demographic Information – How did you learn about Sun City Vistoso ?

- 38.74 % from friends/relatives
- 29.59 % from driving around the area
- 16.66 % from print media
- 11.33 % from a realtor
- 3.68 % from the internet



# Demographic Information – How did you first learn about SCV -- What do the answers indicate?

- Print media will be less effective in years to come as there are no longer Del Webb billboards on I-10.
- We need to do a better job of marketing to realtors.
- Internet advertising will reach a broader market in years to come.



# Demographic Information – Why did you choose Sun City Vistoso ?

- 27.18 % location
- 19.71 % housing options
- 17.22 % amenities
- 12.75 % clubs, crafts & classes
- 10.50 % golf course
- 10.14 % financial considerations
- 2.49 % miscellaneous reasons



# Demographic Information – Why did you choose SCV?

What do the answers indicate?

Amenities, clubs and golf together 40.47% of respondents indicate amenities, clubs and/or golf as the reason they chose SCV making activity options the number one draw.



# Looking Ahead



# Looking Ahead – Which of the following projects should be undertaken next <sup>1</sup>?

- Virtual tie for # 1: 17.64% for walking paths in washes & 17.53% for renovating sport/exercise complex
- 14.81 % for converting the pro shop to a lounge
- 12.06 % for renovating the auditorium
- 7.74 % for constructing Pickleball courts
- 7.49 % suggested other projects
- 22.72 % favor just maintaining what we have

1. Percentages based on checkmarks without regard to ranking.



# Looking Ahead – Which of the following projects should be undertaken next ?

Looking closer at the answers.

- Of the 7.49 % that indicated other options, the number one selection was either an indoor, enclosed or covered pool.
- There was a strong correlation between age (70 plus) and a preference for no new projects.



# Looking Ahead – Which of the following projects should be undertaken next ?

- By ranking the top three choices we get the following analysis:
- 20 % want to expand/renovate the sports complex.
- 16 % want to provide walking paths in the washes.
- 13 % each to expand/renovate the auditorium and/or convert the Pro Shop into a lounge.
- 14 % for other choices



# Looking Ahead – Which funding options would you prefer to support new/selected projects?

- 32.09 % capital fund
- 12.00 % user fees
- 11.31 % special assessment
- 7.91 % commercial loan
- 6.57 % increase in HOA dues
- 3.17 % other means
- 26.94 % none of the above (do nothing)



# Looking Ahead – Which funding options would you prefer? What the answers indicate.

- While the capital fund remains the most popular option, it appears there is a need to be more creative in how we fund major renovations.



# Looking Ahead – Would you use/support a business center ? (with fax machine, copier, scanner, etc)

- 3.87 % would use it on a regular basis
- 32.16 % would use it occasionally
- 63.97 % would not likely use it

Note: A majority of respondents indicate they already have these items at home



# Looking Ahead – Would you support the sale of gourmet coffee in the Social Hall?

- 15.71 % yes
- 25.21 % maybe
- 59.08 % no

Note: A number of individuals indicated the coffee needed to be improved in the Café and that was the place to sell gourmet coffee



# Looking Ahead – Should the Board adopt a policy to eliminate grass or nonnative plants from common areas?

- 82.54 % yes
- 17.48 % no



# Looking Ahead – Which of the following describes your purchases at the Pro Shop?

- 6.92 % of respondents are frequent customers
- 28.63 % seldom make purchases at the Pro Shop
- 64.45 % never make purchases at the Pro Shop



# Looking Ahead – Which of the following would increase your shopping at the Pro Shop?

- 40.00 % more competitive pricing
- 32.99 % broader selection of other sport apparel & equipment
- 17.85 % various other reasons
- 9.16 % ability to order other sizes/colors from catalogs



# Looking Ahead – Most common write-in request/comments/suggestions

- Indoor pool
- Re-tile social hall
- Expand library
- Add gourmet coffee to Café
- Install sauna and hot tubs
- Consider synthetic turf
- We do not need walking paths
- Need massage therapist
- Need surveys like this every 2 or 3 years
- Keep Café open for dinner
- Movies in social hall
- TV's in sports complex



# Pro Shop Comments

- More tennis clothing
- Bigger sales, greater markdowns
- Merchandise more suitable to our age
- Swim related items
- Higher prices for non-residents
- Hiking, tennis and exercise wear
- Have larger sizes as we are not all size 4
- Have more demo clubs & putters for sale



# Golfing Questions



# Golfing Questions – (asked of golfers)

- 49.75 % mostly play at SCV
- 16.24 % mostly play at courses other than SCV
- 34.01 % not presently playing golf (due to health reasons)



# Golfing Questions – Why are you not playing at SCV?

- 41.29 % cost is too high
- 30.71 % prefer to play a variety of courses
- 14.52 % play with friends who are not SCV residents
- 11.83 % other reasons
- 1.66 % disappointed in instructional program



# Golfing Questions — What is your personal preference on allowing golfers to walk the course?

- 36.64 % golfers should never be allowed to walk
- 22.93 % golfers should be allowed to walk on specific days or times
- 22.52 % golfers should always be allowed to walk a golf course
- 17.91 % indicated no preference



# Golfing Questions – How do you feel about nonresident play at SCV?

- 60.77 % support continuing the present policy allowing non-residents to purchase an annual pass.
- 29.23 % favor increasing public access without requiring the purchase of an annual pass.
- 5.26 % favor restricting or eliminating non-resident golfers.
- 4.74 % indicate no preference on golf play.



# Golfing Comments

- Course is slow now, no walkers
- Have more programs for beginners
- Reduce cost, too high now
- Sell course to private company
- Reduced rates for guests
- More time for walkers during the day
- Late afternoon specials
- Too much rude behavior by golfers
- Selected tee times by [golfnow.com](http://golfnow.com) or [golf520.com](http://golf520.com)

