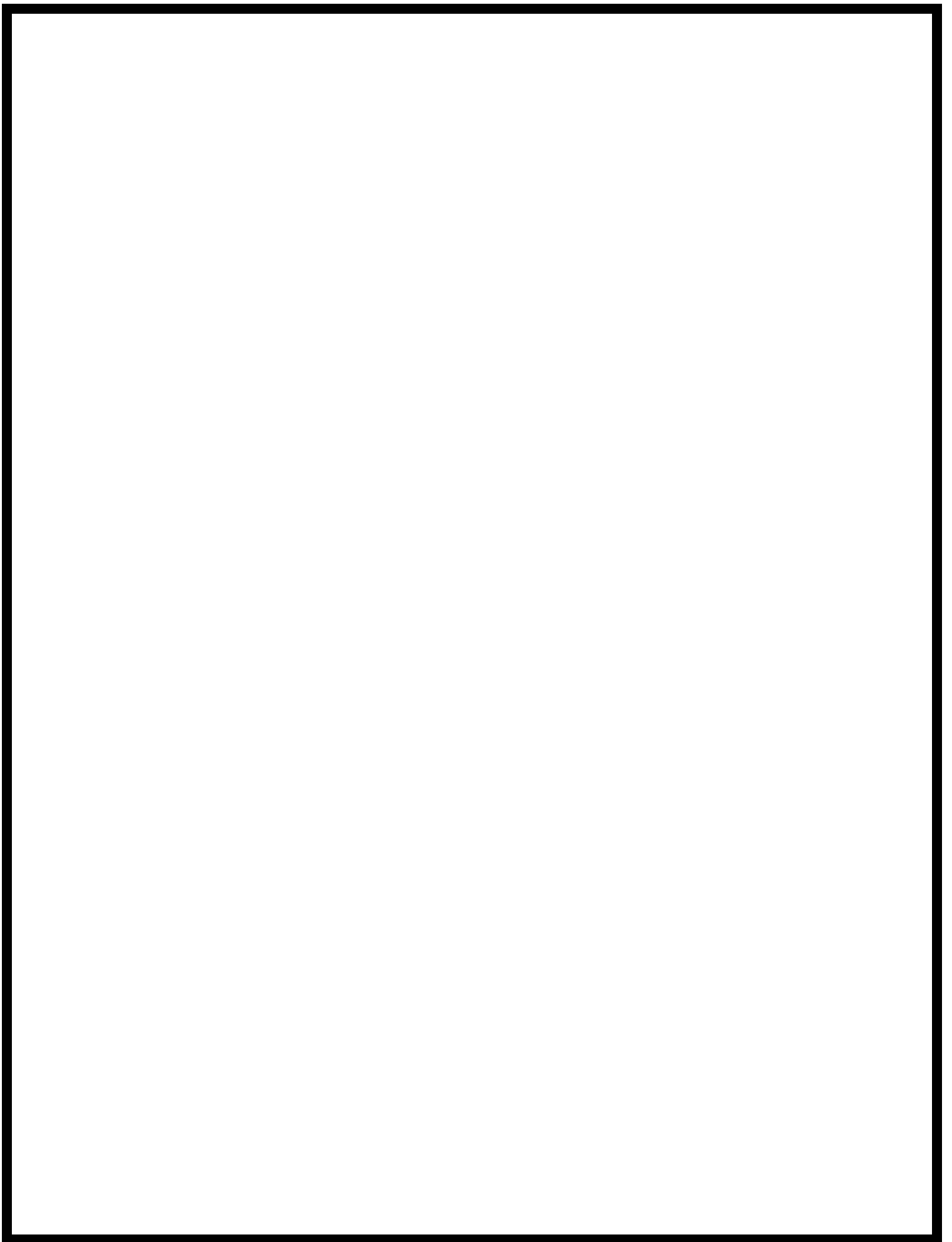


**HOT SPRINGS VILLAGE  
PROPERTY OWNERS' ASSOCIATION**

**NEW RESIDENT  
SURVEY**



**2010**



## Hot Springs Village New Resident Survey

January - December 2010

2. Are you or do you plan to be a:	<u>Male</u>	<u>Female</u>	<u>Total</u>
Full Time Resident	74	71	145
Part Time Resident	2	0	2
Vacation Resident	0	0	0

3. Are you male or female?	76	71	147
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4. How many people are living in your household on a full-time basis?	<u>Average</u>	2.00
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5. How many household members are:			
<b>Average Age of Household Members</b>			
Under 21	3	4	7
21 - 30 years old	1	0	1
31 - 39 years old	4	4	8
40 - 54 years old	11	13	24
55 - 64 years old	72	62	134
65+ years old	60	60	120
<b>Total</b>	<b>151</b>	<b>143</b>	<b>294</b>

## Hot Springs Village New Resident Survey

January - December 2010

6. How long have you owned property in Hot Springs Village?

	<u>Male</u>	<u>Female</u>
<b>Did Not Own *</b>	<b>21</b>	<b>17</b>
<b>Less than 1 Year</b>	<b>29</b>	<b>30</b>
<b>1 - 2 Years</b>	<b>4</b>	<b>4</b>
<b>3 - 5 Years</b>	<b>7</b>	<b>5</b>
<b>6 - 10 Years</b>	<b>6</b>	<b>3</b>
<b>11 - 15 Years</b>	<b>2</b>	<b>2</b>
<b>16+ Years</b>	<b>1</b>	<b>1</b>

\*Did not own property in Hot Springs Village before purchasing a home and moving here.

# Hot Springs Village New Resident Survey

January - December 2010

7. Do you plan to seek employment?

8. If yes, please select from the following.

	<u>Male</u>	<u>Female</u>
<b>Yes</b>	<b>12</b>	<b>17</b>
<b>No</b>	<b>55</b>	<b>49</b>
<b> </b>		
<b>Sales &amp; Marketing</b>	<b>2</b>	<b>0</b>
<b>Government</b>	<b>2</b>	<b>0</b>
<b>Service</b>	<b>3</b>	<b>7</b>
<b>Education</b>	<b>1</b>	<b>2</b>
<b>Medical/Dental/Health</b>	<b>1</b>	<b>4</b>
<b>Retail</b>	<b>1</b>	<b>2</b>
<b>Finance</b>	<b>2</b>	<b>1</b>
<b>Insurance</b>	<b>0</b>	<b>0</b>
<b>Real Estate</b>	<b>0</b>	<b>0</b>
<b>Other</b>	<b>7</b>	<b>4</b>

# Hot Springs Village New Resident Survey

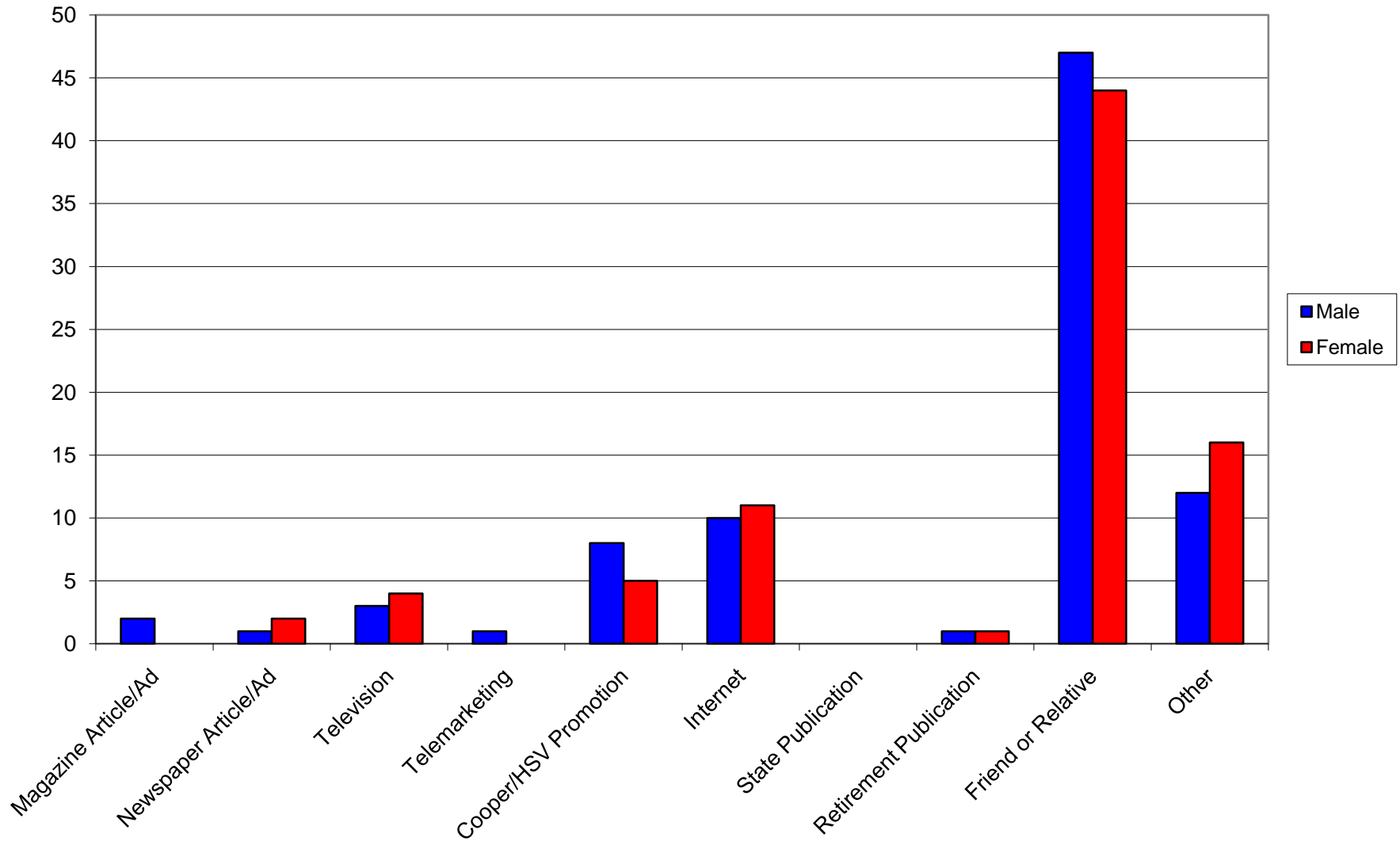
January - December 2010

9. How did you first learn about Hot Springs Village?  
(Check all that apply)

	<u>Male</u>	<u>Female</u>
<b>Magazine Article/Ad</b>	<b>2</b>	<b>0</b>
<b>Newspaper Article/Ad</b>	<b>1</b>	<b>2</b>
<b>Television</b>	<b>3</b>	<b>4</b>
<b>Telemarketing</b>	<b>1</b>	<b>0</b>
<b>Cooper/HSV Promotion</b>	<b>8</b>	<b>5</b>
<b>Internet</b>	<b>10</b>	<b>11</b>
<b>State Publication</b>	<b>0</b>	<b>0</b>
<b>Retirement Publication</b>	<b>1</b>	<b>1</b>
<b>Friend or Relative</b>	<b>47</b>	<b>44</b>
<b>Other</b>	<b>12</b>	<b>16</b>

Other: Hot Springs Vacation, Area Resident, Visited Area, Work Transfer, Golf Show, Mail Offer, Timeshare V

### Q9: How did you first learn about Hot Springs Village? - 2010



## Hot Springs Village New Resident Survey

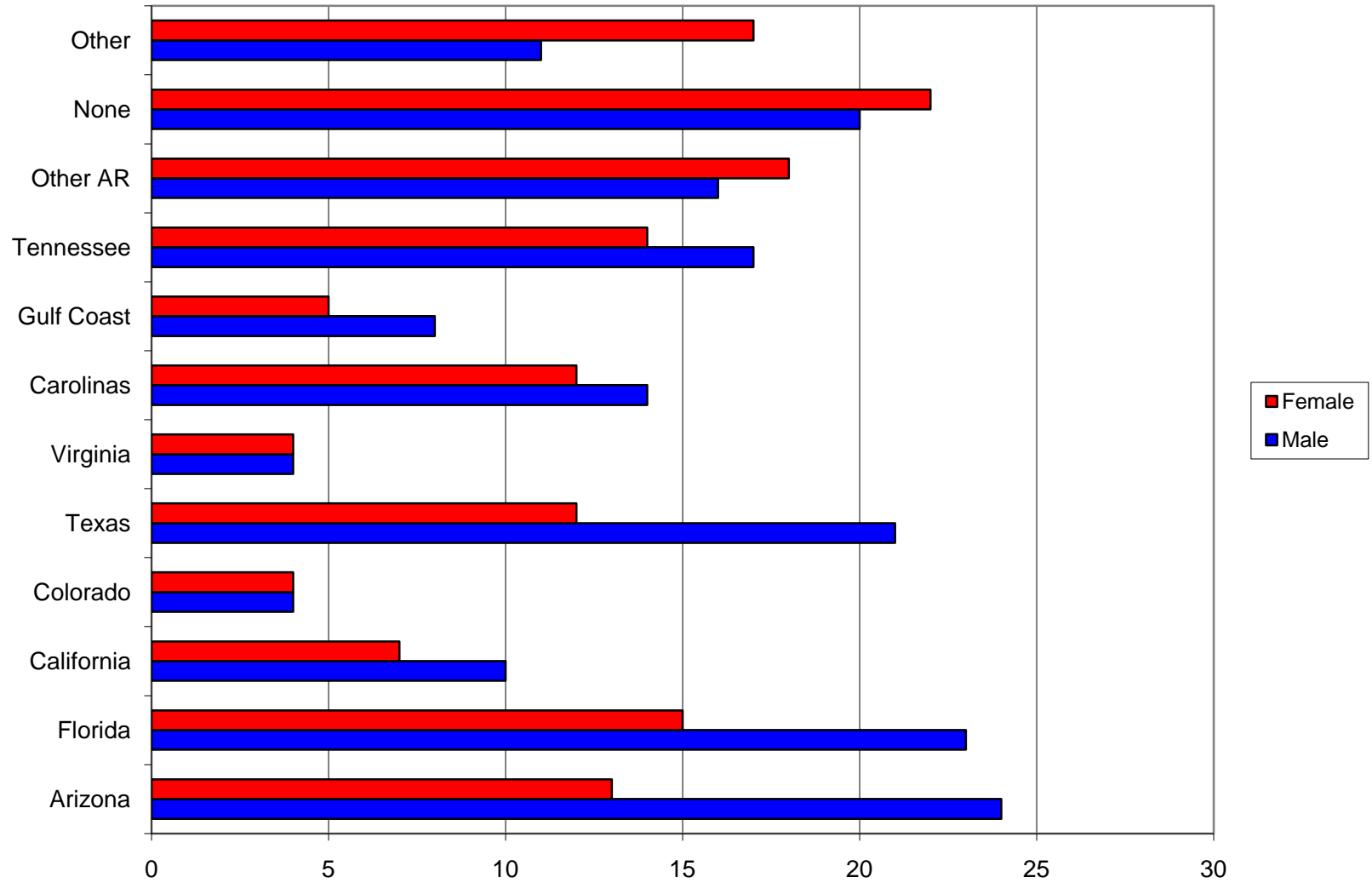
January - December 2010

10. What other areas or communities did you visit and/or seriously consider before making your decision to move to Hot Springs Village?

	<u>Male</u>	<u>Female</u>
Arizona	24	13
Florida	23	15
California	10	7
Colorado	4	4
Texas	21	12
Virginia	4	4
Carolinas	14	12
Gulf Coast	8	5
Tennessee	17	14
Other AR	16	18
None	20	22
Other	11	17

Other: New Mexico, Kansas, Missouri, Montana, Nevada, Hawaii, Costa Rico, Georgia, Michigan and Mexico.

**Q10. What other areas/communities did you visit and/or seriously consider before making your decision to move to Hot Springs Village? - 2010**



# Hot Springs Village New Resident Survey

January - December 2010

11. Why did you choose Hot Springs Village over your other choices?

<u>Category</u>	<u>Description of Response</u>
<b>Amenities</b>	Golf, Fishing, Lakes, Tennis, Fitness, Trails, Amenities, Churches, Bridge, Infrastructure
<b>Costs</b>	Cost of living, recreation, taxes, insurance, affordable, property values, fee structure
<b>Family</b>	Family nearby
<b>Location</b>	Central location, close to work, in the country without being in the middle of nowhere.
<b>Looks</b>	Natural beauty, forest, scenery
<b>Other</b>	Best of everything, appealing, overall best fit, stable real estate market, property maintenance, organizations, clubs, well run POA, rules and regulations, quiet, variety of houses.
<b>People</b>	Friendly people, friends living here
<b>Quality of Life</b>	Quality of life offered in Hot Springs Village
<b>Security</b>	Gated community, safety, security, low crime
<b>Weather</b>	Temperate Climate, Weather, Climate

\*Category and descriptions are in no certain order or rank.

# Hot Springs Village New Resident Survey

January - December 2010

12. What things about Hot Springs Village did you consider MOST ATTRACTIVE and IMPORTANT when making your decision to move here? (Rank in order from 1:most attractive/important to 17:least attractive/important.)

## Male Ranking Order of Importance

- |   |                             |    |   |
|---|-----------------------------|----|---|
| 1 | Cost of Living (5)          | 8  | Friends, Relatives & People Living Here (9) |
| 2 | Gated Community (2)         | 9  | Cost of Recreation (8)                      |
| 3 | Quality of Life (1)         | 10 | Cultural Facilities (13)                    |
| 4 | Natural Beauty (4)          | 11 | Churches (10)                               |
| 5 | Recreational Facilities (3) | 12 | Medical Facilities (12)                     |
| 6 | Temperate Climate (6)       | 13 | Investment Potential (11)                   |
| 7 | Geographic Location (7)     |    |   |

Number in (x) represents 2009 ranking

## Female Ranking Order of Importance

- |   |   |    |                           |
|---|---|----|---------------------------|
| 1 | Natural Beauty (3)                          | 7  | Temperate Climate (5)     |
| 2 | Gated Community (2)                         | 8  | Geographic Location (7)   |
| 3 | Quality of Life (1)                         | 9  | Cost of Recreation (10)   |
| 4 | Cost of Living (4)                          | 10 | Cultural Facilities (9)   |
| 5 | Friends, Relatives & People Living Here (8) | 11 | Churches (12)             |
| 6 | Recreational Facilities (6)                 | 12 | Medical Facilities (11)   |
|   |   | 13 | Investment Potential (13) |

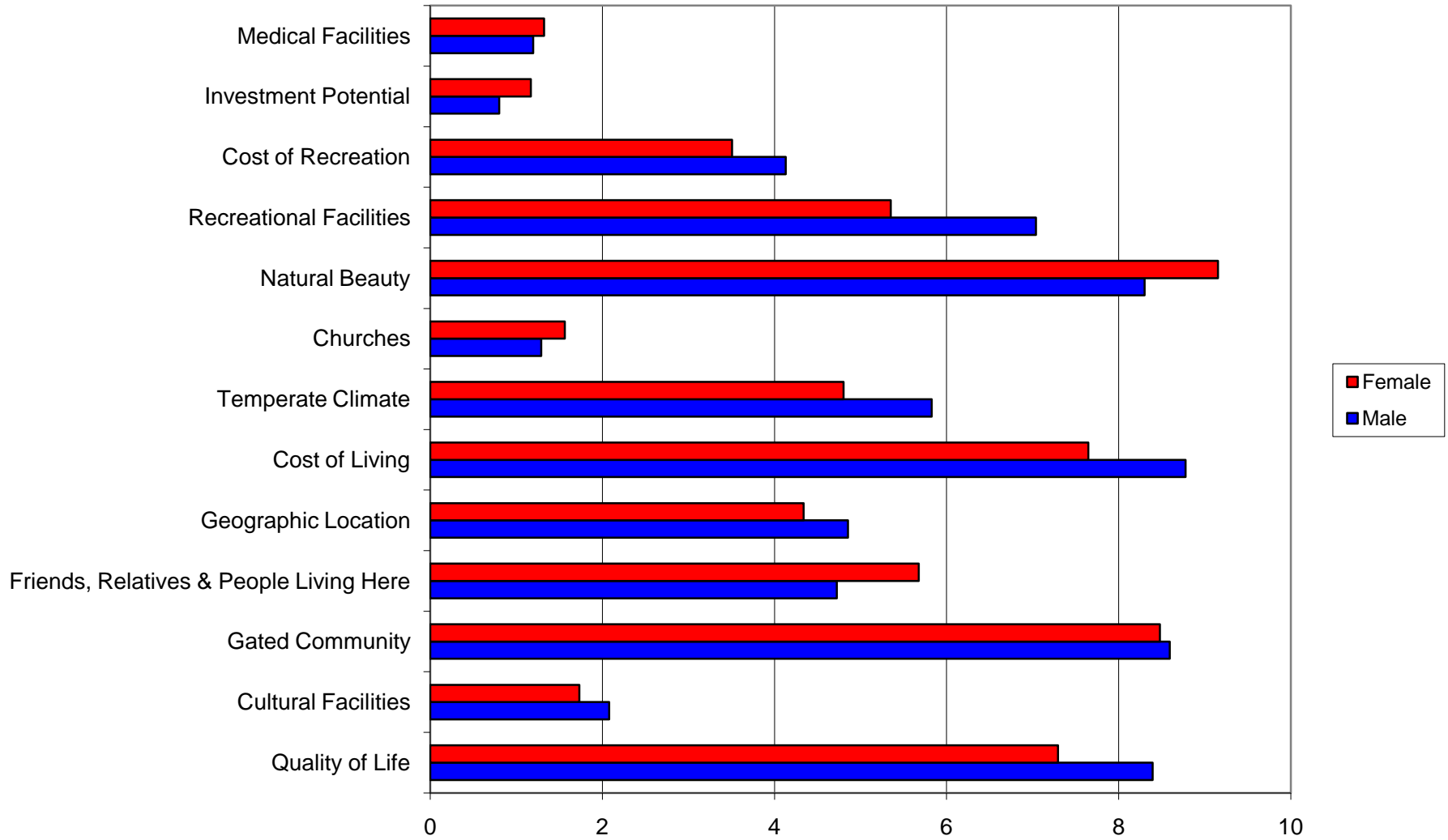
Number in (x) represents 2009 ranking

## Overall Ranking Order of Importance

- 1 Natural Beauty (3)
- 2 Gated Community (2)
- 3 Cost of Living (4)
- 4 Quality of Life (1)
- 5 Recreational Facilities (6)

Number in (x) represents 2009 ranking

**Q12. What things about Hot Springs Village did you consider most attractive when making your decision to move here? - 2010**



# Hot Springs Village New Resident Survey

January - December 2010

13. Which of the following amenities in the village are the MOST IMPORTANT to you personally? (Rank in order of importance)

## Male Ranking Order of Importance

- |   |                         |    |                             |
|---|-------------------------|----|-----------------------------|
| 1 | Lakes (1)               | 9  | Library (7)                 |
| 2 | Golf (2)                | 10 | Family Recreation Area (10) |
| 3 | Trails (3)              | 11 | Shopping (13)               |
| 4 | Performing Arts Ctr (6) | 12 | Tennis (12)                 |
| 5 | Fitness Center (4)      | 13 | Outdoor Pool (11)           |
| 6 | Restaurants (8)         | 14 | Other (15)                  |
| 7 | Churches (5)            | 15 | Bocce Ball (16)             |
| 8 | Community Center (9)    | 16 | Lawn Bowling (13)           |

Number in (x) represents 2009 ranking

## Female Ranking Order of Importance

- |   |                            |     |                             |
|---|----------------------------|-----|-----------------------------|
| 1 | Lakes (2)                  | 9   | Library (6)                 |
| 2 | Trails (1)                 | 10  | Family Recreation Area (11) |
| 3 | Performing Arts Center (4) | 11  | Outdoor Pool (13)           |
| 4 | Restaurants (7)            | 12  | Community Center (9)        |
| 5 | Golf (5)                   | 13  | Other (12)                  |
| 6 | Fitness Center (3)         | 14  | Tennis (14)                 |
| 7 | Churches (8)               | T15 | Lawn Bowling (15)           |
| 8 | Shopping (10)              | T15 | Bocce Ball (16)             |

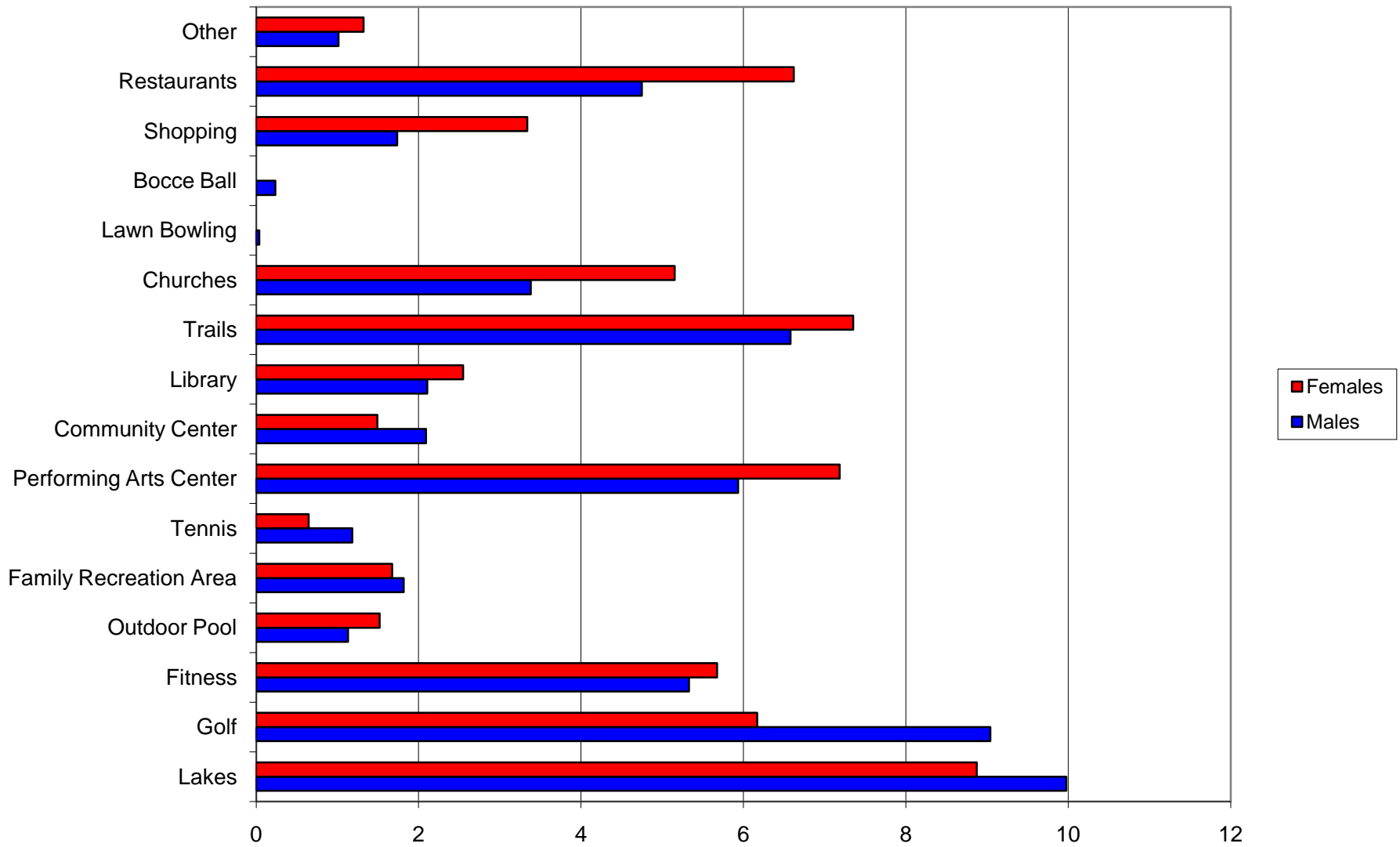
Number in (x) represents 2009 ranking

## Overall Ranking Order of Importance

- 1 Lakes (1)
- 2 Golf (3)
- 3 Trails (2)
- 4 Performing Arts Center (5)
- 5 Restaurants (6)

Number in (x) represents 2009 ranking

**Q13: Now that you are here, which amenities are most important to you? - 2010**



# Hot Springs Village New Resident Survey

January - December 2010

14. Which of the following activities in the village are the MOST IMPORTANT to you personally? (Rank in order of importance)

## Male Ranking Order of Importance

- |   |                         |     |                     |
|---|-------------------------|-----|---------------------|
| 1 | Golf (1)                | 10  | Civic/Service Clubs |
| 2 | Fishing (3)             | 11  | Swimming (8)        |
| 3 | Walking/Hiking (2)      | 12  | Dancing (11)        |
| 4 | Fitness (5)             | 13  | Biking (10)         |
| 5 | Boating (4)             | 14  | Tennis (12)         |
| 6 | Cultural Activities (6) | 15  | Water Sports (9)    |
| 7 | Card Playing (13)       | 16  | Pickel Ball         |
| 8 | Family Recreation (7)   | T17 | Lawn Bowling (14)   |
| 9 | Volunteer Opportunities | T17 | Bocce Ball (15)     |

Number in (x) represents 2009 ranking

## Female Ranking Order of Importance

- |   |                         |     |                       |
|---|-------------------------|-----|-----------------------|
| 1 | Walking/Hiking (1)      | 10  | Dancing (10)          |
| 2 | Fitness (2)             | 11  | Biking (12)           |
| 3 | Cultural Activities (3) | 12  | Family Recreation (9) |
| 4 | Golf (4)                | 13  | Civic/Service Clubs   |
| 5 | Boating (7)             | 14  | Water Sports (13)     |
| 6 | Fishing (5)             | 15  | Pickel Ball           |
| 7 | Volunteer Opportunities | 16  | Tennis (11)           |
| 8 | Swimming (6)            | T17 | Lawn Bowling (14)     |
| 9 | Card Playing (8)        | T17 | Bocce Ball (15)       |

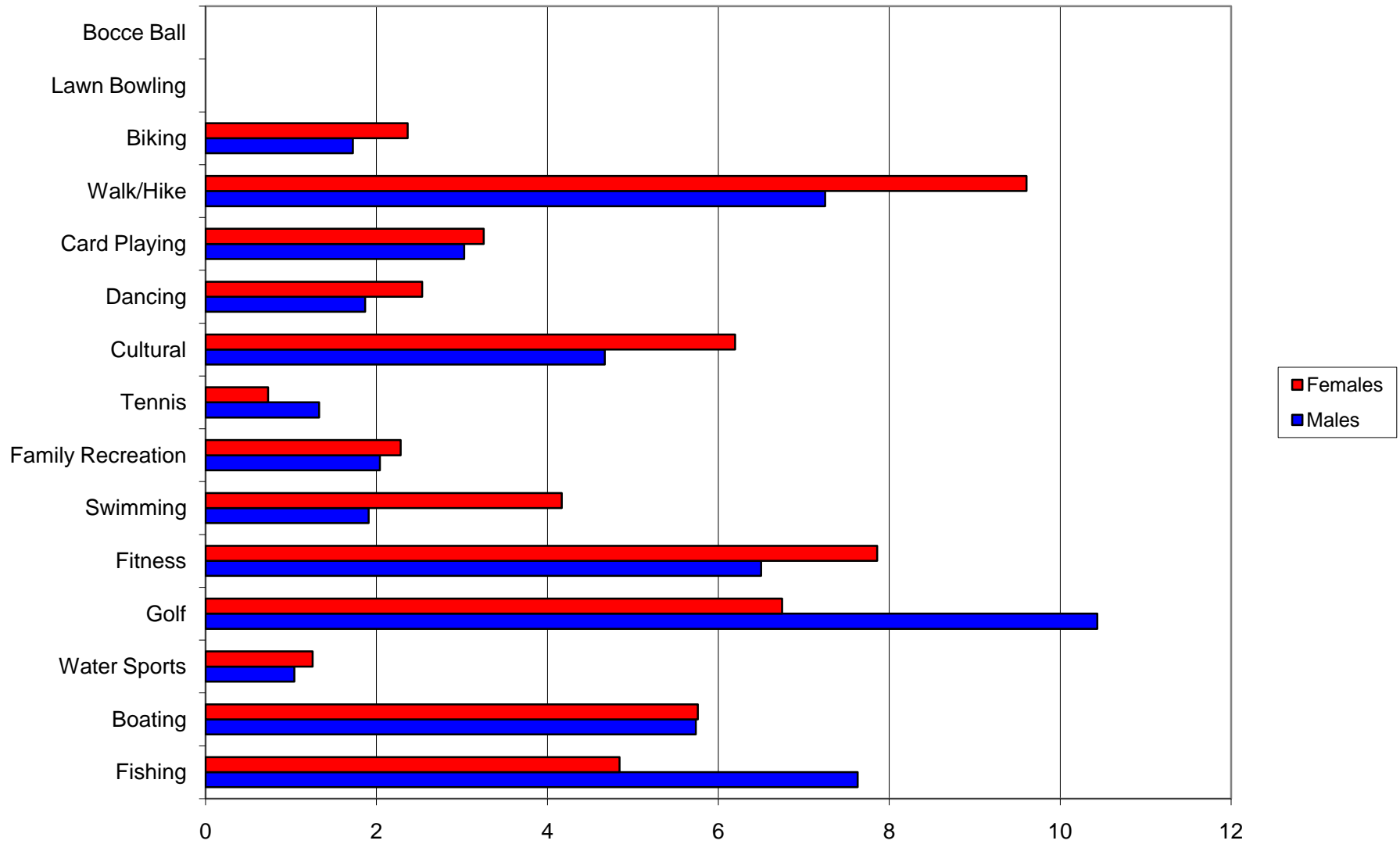
Number in (x) represents 2009 ranking

## Overall Ranking Order of Importance

- 1 Golf (2)
- 2 Walking/Hiking (1)
- 3 Fitness (3)
- 4 Fishing (4)
- 5 Boating (6)

Number in (x) represents 2009 ranking

**Q14. Which of the following activities are most important to you? - 2010**



## Hot Springs Village New Resident Survey

January - December 2010

15. Where do you shop most often?

	<u>Male</u>	<u>Female</u>
Hot Springs Village Vacinity	33	31
Hot Springs	31	27
Benton/Bryant	3	4
Little Rock	2	3

16. Where do you go for medical visits/attention?

	<u>Male</u>	<u>Female</u>
Hot Springs Village Vacinity	32	34
Hot Springs	17	11
Benton/Bryant	6	5
Little Rock	6	8

## Hot Springs Village New Resident Survey

January - December 2010

17. Are there any amenities or activities that the Village does not currently offer that are important to you?

<b>Amenity</b>	Horseback Riding
	More walking trails
	Travel Club
	Ballroom Dancing Lessons
	Movie Theater
	More of everything on the east end of Hot Springs Village
	More biking trails
	Flat biking trails
	Music Opportunities
	Mahjonn Club
	High Speed Internet
	Raquette Ball
	Cycling club
<b>Public Safety</b>	24-hour Emergency Clinic
<b>Restaurant</b>	More Restaurants
<b>Other</b>	Hardware Store
	Drive-thru Car Wash
	More reasonably priced Grocery Stores on the east side
	Shopping
	Faster access to Hot Springs
	Better access to Interstate 40
	Doctor's who are accepting new patients
DSL communications	