

KIAWAH ISLAND
COMMUNITY
ASSOCIATION

2021 Member Survey Results

JUNE 7, 2021
BOARD OF DIRECTORS





2021 MEMBER SURVEY

Exceptional Participation

3,151 Members Participated

Just under 2,000 participated in 2019 survey



2021 MEMBER SURVEY

Exceptional Participation

Diversity of Membership Represented

LENGTH OF OWNERSHIP

50% owned 10 years or under, 50% more than 10 years
16% bought in the last 2 years

TIME SPENT ON-ISLAND ANNUALLY

31% spend 6 or more months (residents)
29% consider Kiawah their primary residence
16% are on-island full-time
69% spend less than 6 months (part-time)



2021 MEMBER SURVEY

Exceptional Participation

Diversity of Membership Represented

23% OF MEMBERS ALSO RENT THEIR PROPERTY

16% some time (under 6 months)

16% majority of time (6+ months)

**62% OF MEMBERS ARE AFFILIATED WITH THE
KIAWAH ISLAND CLUB OR GOVERNOR'S CLUB**

38% have NO club affiliation



2021 MEMBER SURVEY

Exceptional Participation

Diversity of Membership Represented

PROPERTY TYPES

60% own a single-family home (Actual: 47%)

37% own a villa/cottage/home in a regime (Actual: 40%)

3% own an undeveloped lot (Actual: 13%)



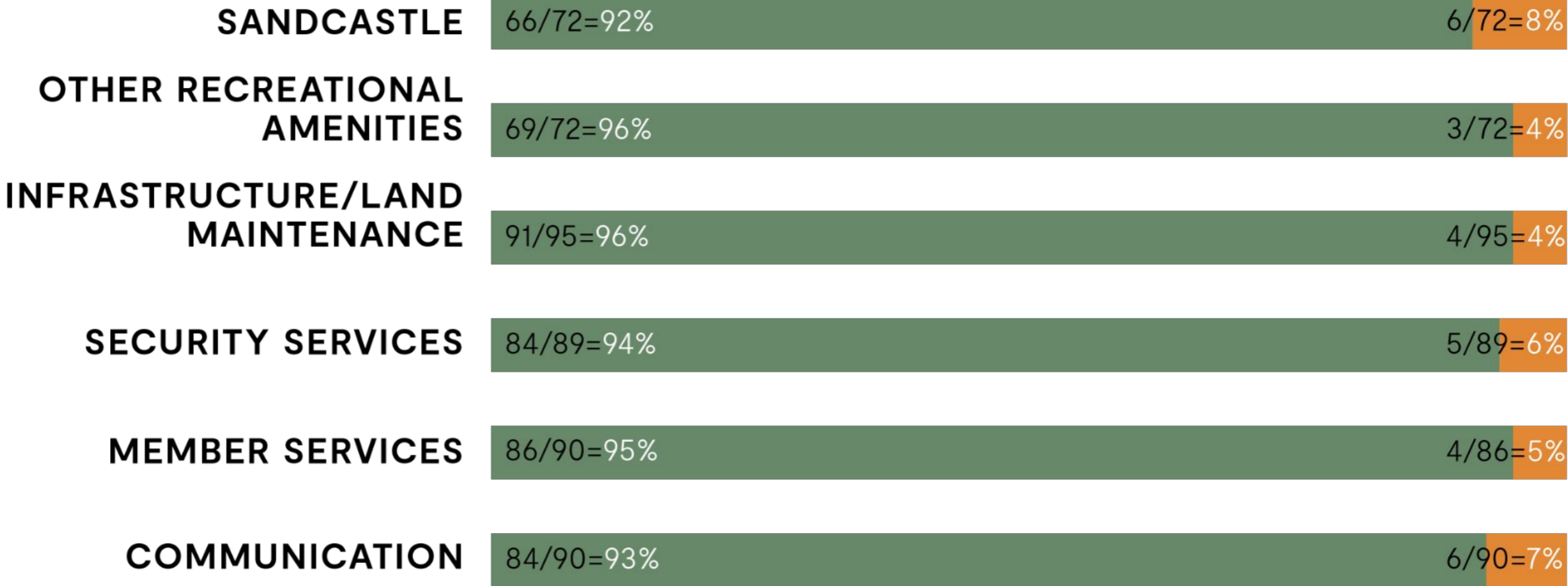
Overall Satisfaction



2021 MEMBER SURVEY

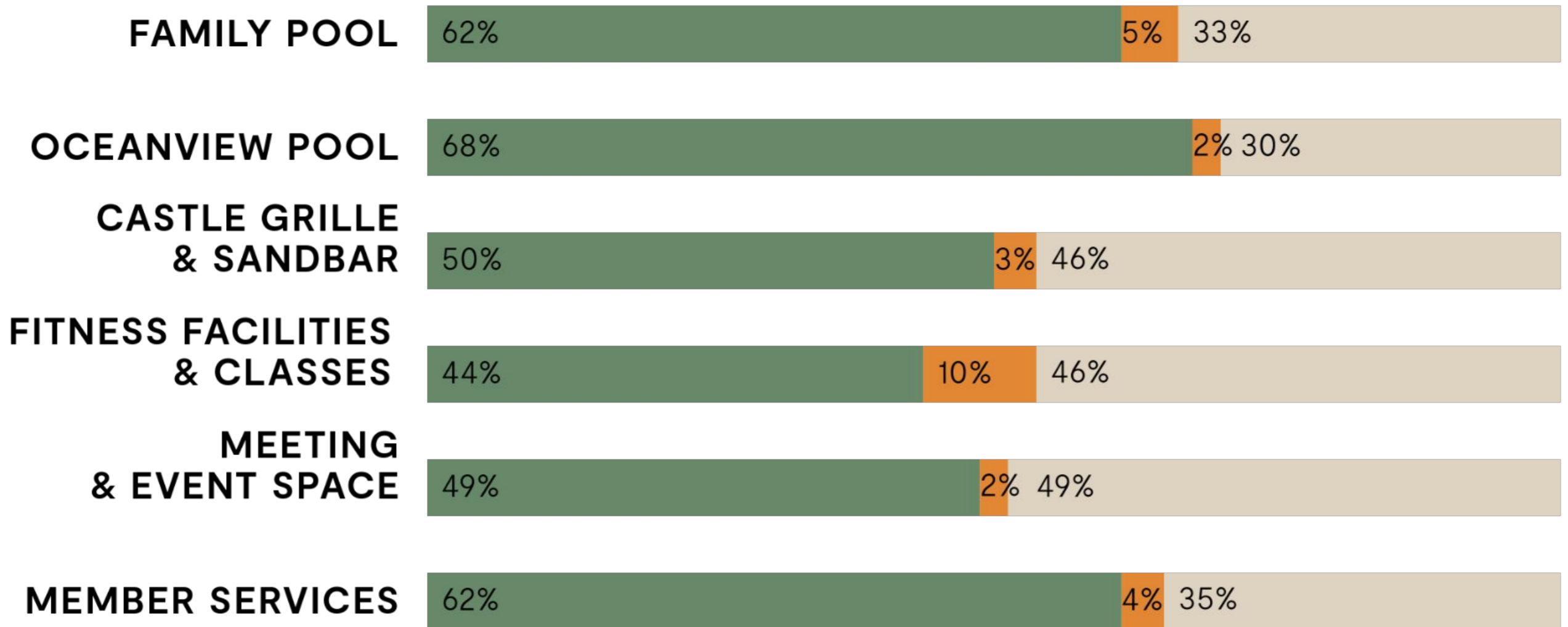
Overall Satisfaction

“NOT SURE” EXCLUDED



2021 MEMBER SURVEY

The Sandcastle



2021 MEMBER SURVEY

The Sandcastle

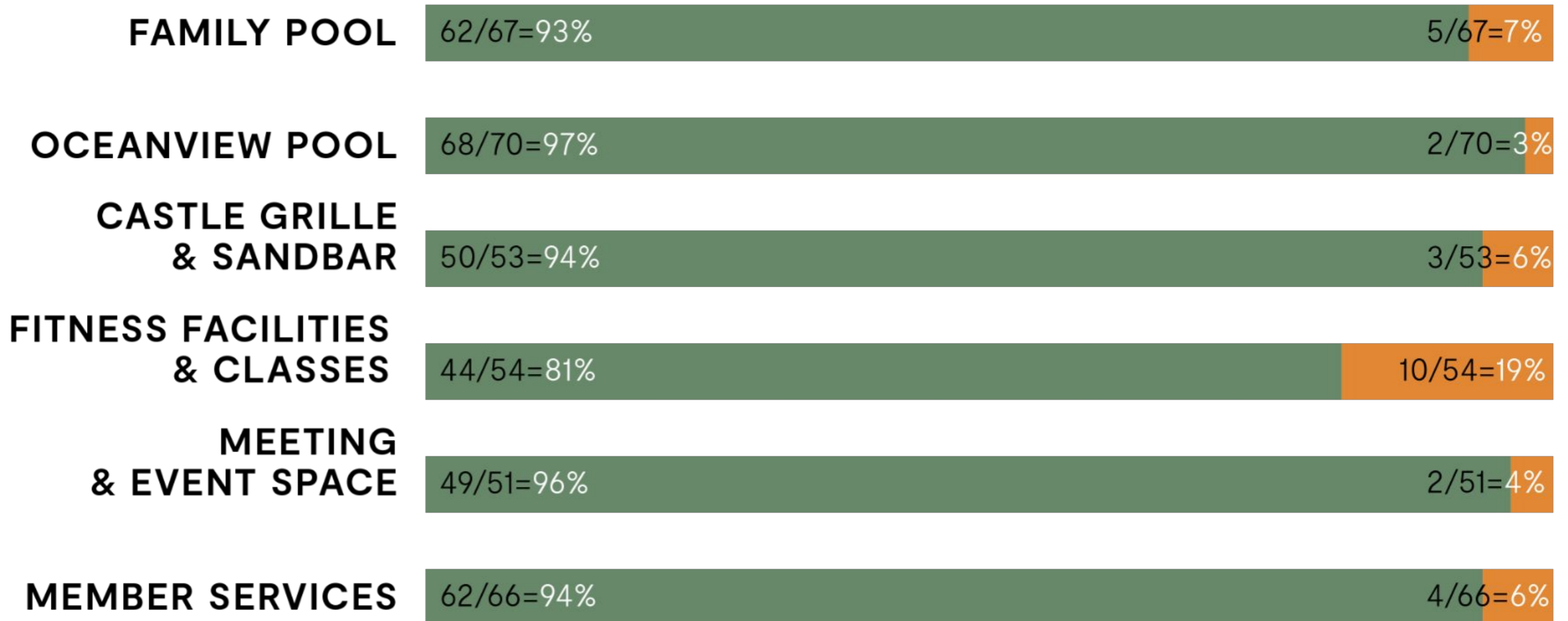
“NOT SURE” EXCLUDED



SATISFIED

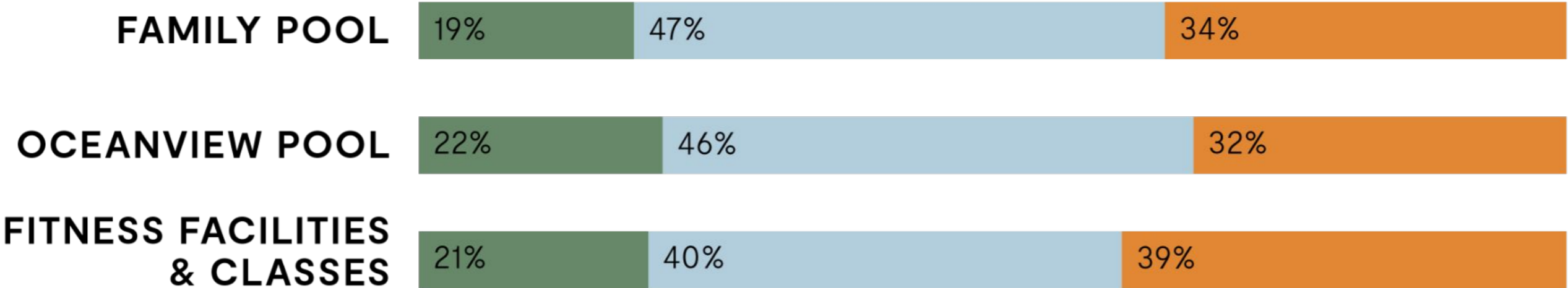


DISSATISFIED



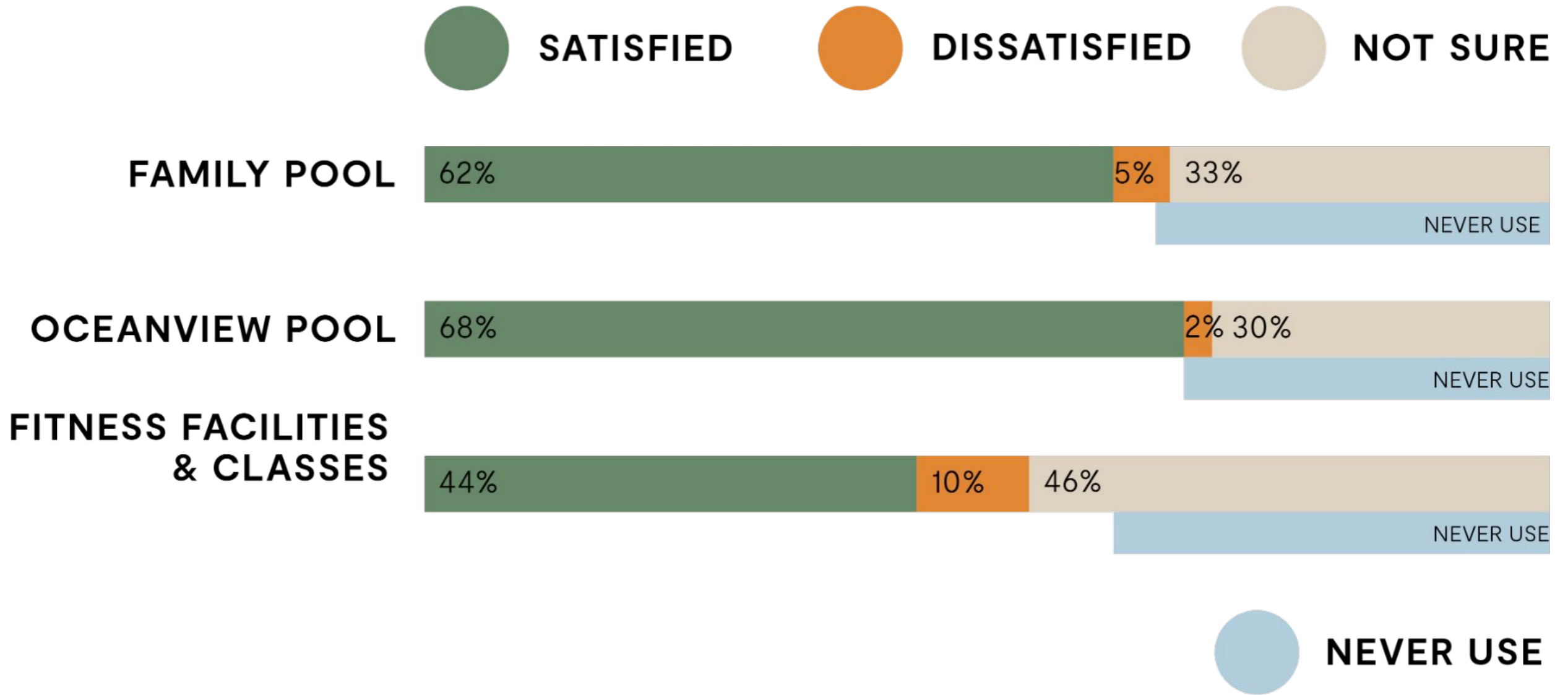
2021 MEMBER SURVEY

The Sandcastle

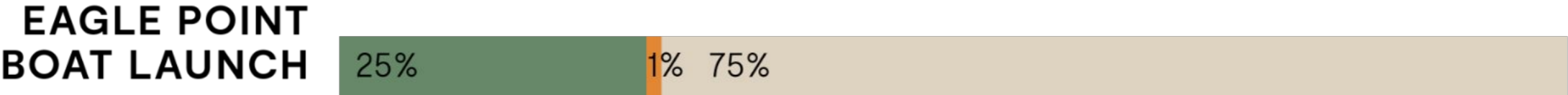


2021 MEMBER SURVEY

The Sandcastle



Trails, Boardwalks, Boating



2021 MEMBER SURVEY

Trails, Boardwalks, Boating

“NOT SURE” EXCLUDED



SATISFIED



DISSATISFIED

LEISURE TRAILS

83/94=88%

11/94=12%

BOARDWALKS

91/97=94%

6/97=6%

RHETT'S BLUFF
BOATING FACILITIES

51/53=96%

2/53=4%

CINDER CREEK PAVILION
& KAYAK LAUNCH

41/43=95%

2/43=5%

EAGLE POINT
BOAT LAUNCH

25/26=96%

1/26=4%

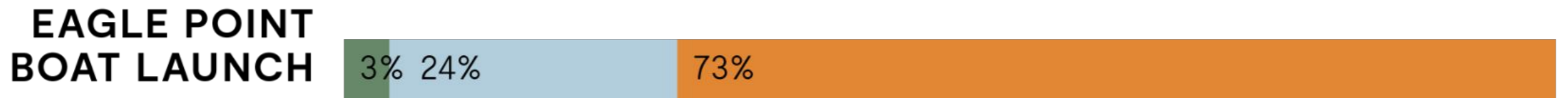
FISHING PLATFORMS

39/41=95%

2/41=5%

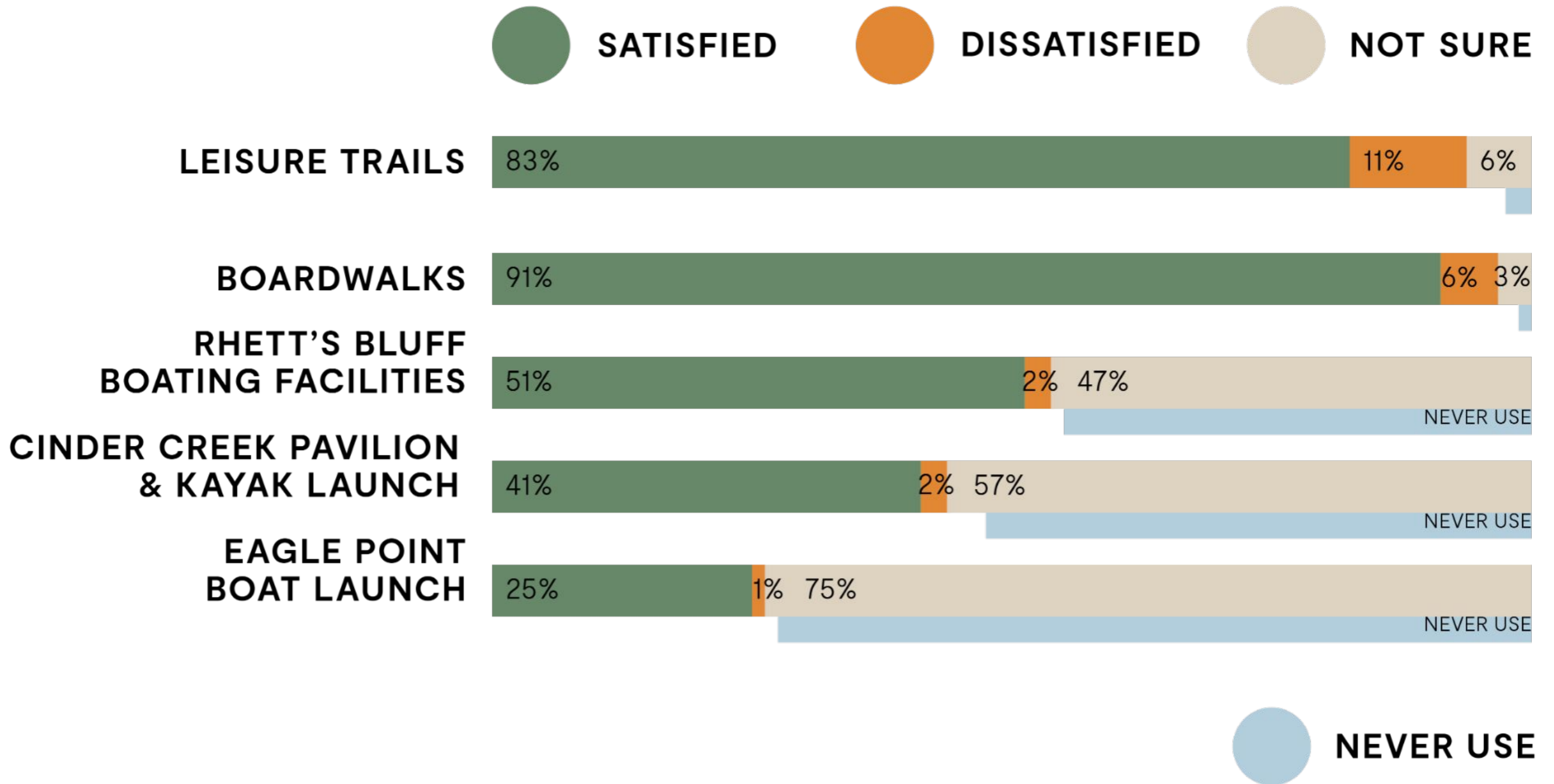


Trails, Boardwalks, Boating



2021 MEMBER SURVEY

Trails, Boardwalks, Boating



2021 MEMBER SURVEY

Most Used Boardwalks

1. 32

2. 38

3. 27

4. 28

5. 40



2021 MEMBER SURVEY

Landscape & Infrastructure Maintenance



2021 MEMBER SURVEY

Landscape & Infrastructure Maintenance

“NOT SURE” EXCLUDED



ROADS 93/99=94% 6/99=6%

DRAINAGE 76/85=89% 9/85=11%

PONDS 87/93=94% 6/93=6%

LANDSCAPING 90/98=92% 8/98=8%



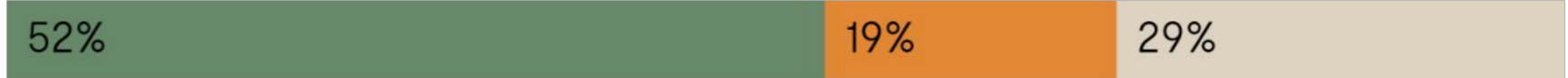
Security & Rules Enforcement



ENFORCEMENT OF COVENANT VIOLATIONS



ENFORCEMENT OF KICA RULES & REGULATIONS



SECURITY PATROLS



GATE ARRIVAL EXPERIENCE



2021 MEMBER SURVEY

Security & Rules Enforcement

“NOT SURE” EXCLUDED



SATISFIED



DISSATISFIED

ENFORCEMENT OF COVENANT VIOLATIONS

46/59=78%

13/59=22%

ENFORCEMENT OF KICA RULES & REGULATIONS

52/71=74%

19/73=26%

SECURITY PATROLS

68/75=91%

7/75=9%

GATE ARRIVAL EXPERIENCE

91/97=94%

6/97=6%



Member Services



**ADMINISTERING
GATE DECALS**



**BILLING & PAYMENT
SUPPORT**



2021 MEMBER SURVEY

Member Services

“NOT SURE” EXCLUDED



SATISFIED



DISSATISFIED

**ADMINISTERING
GATE DECALS**

81/86=94%

5/86=6%

**BILLING & PAYMENT
SUPPORT**

82/88=93%

6/88=7%





2021 MEMBER SURVEY

Preference for Contacting KICA



CALL



EMAIL



SELF SERVICE

**CONTACT
PREFERENCE**

50%

28%

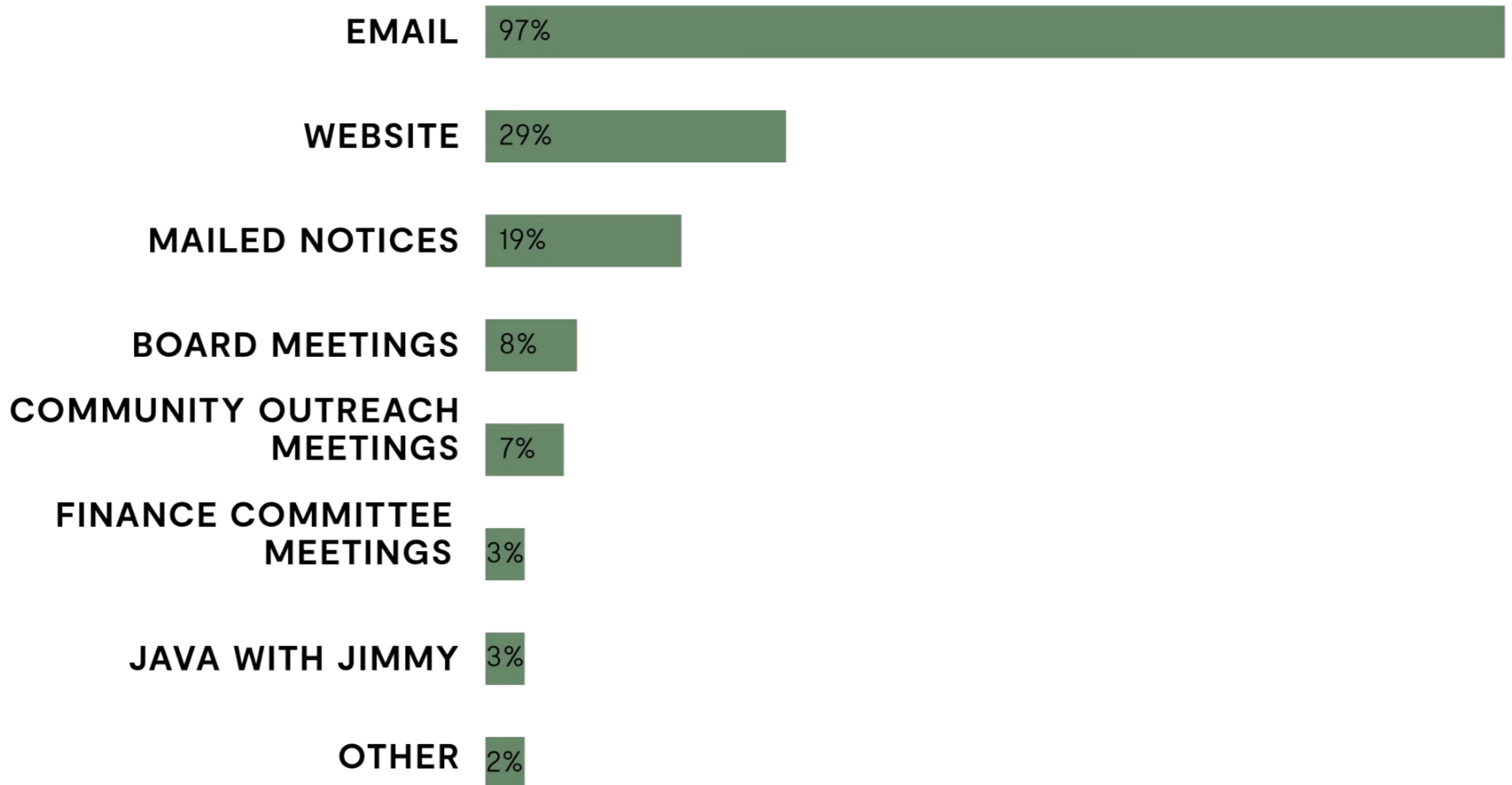
22%



2021 MEMBER SURVEY

Communication

PREFERRED CHANNEL FOR KICA NEWS





2021 MEMBER SURVEY

Board Outreach/Accessibility



SATISFIED



DISSATISFIED



NOT SURE

**BOARD OUTREACH
& ACCESSIBILITY**

69%

3% 28%





2021 MEMBER SURVEY

Board Outreach/Accessibility

“NOT SURE” EXCLUDED



SATISFIED



DISSATISFIED

**BOARD OUTREACH
& ACCESSIBILITY**

69/72%=96%

3/72=4%



2021 MEMBER SURVEY

Maintaining the Kiawah Brand through Strategic Governance

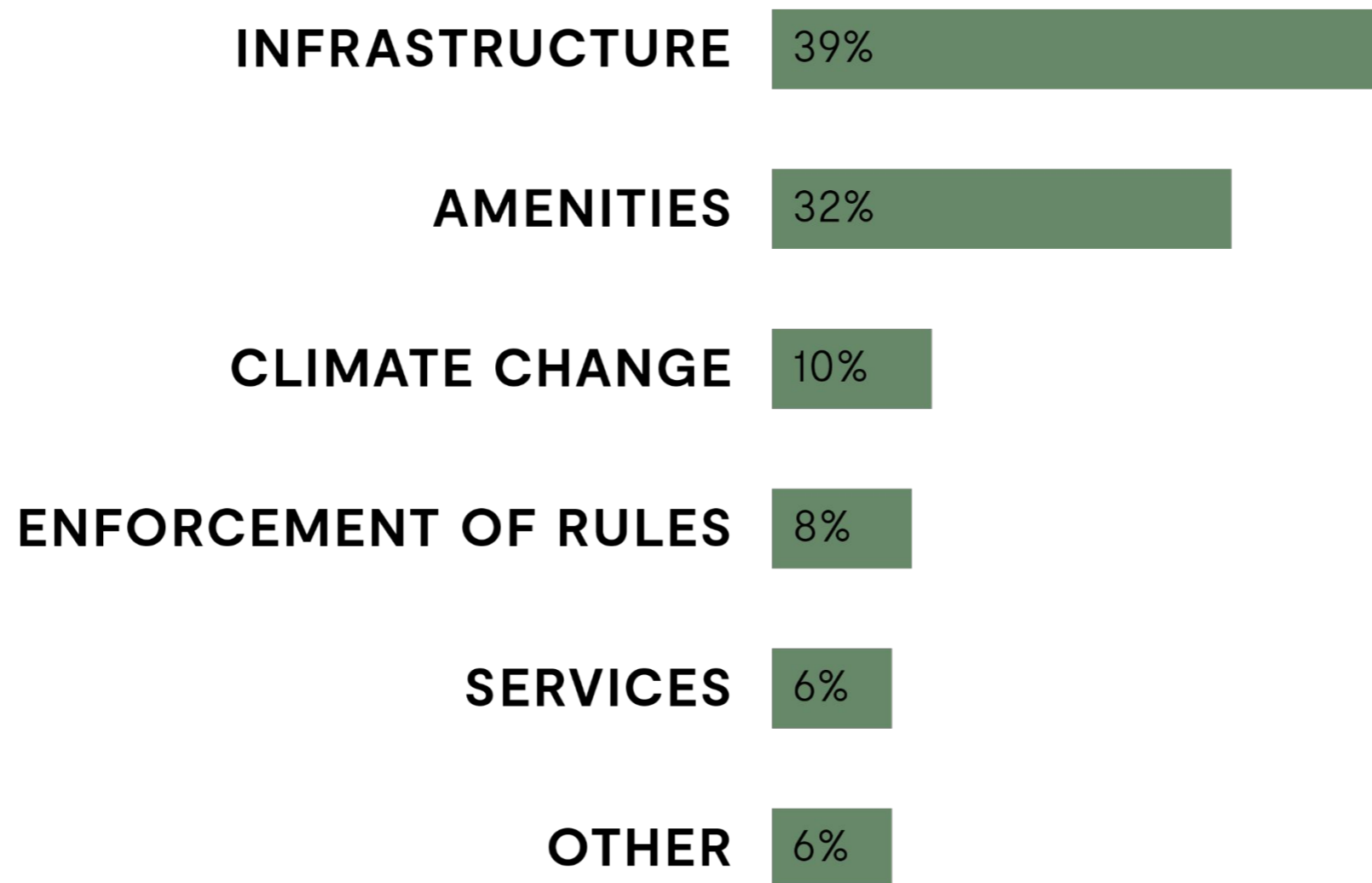
**KICA'S SERVICES, AMENITIES
& INFRASTRUCTURE, LIVE UP
TO THE 5-STAR QUALITY
CENTRAL TO THE KIAWAH
BRAND**



2021 MEMBER SURVEY

Maintaining the Kiawah Brand through Strategic Governance

CRUCIAL AREA OF FOCUS FOR BOARD



2021 MEMBER SURVEY

Maintaining the Kiawah Brand through Strategic Governance

84% believe green practices and sustainability are important,
8% think they aren't important and 8% are unsure.

79% are satisfied with flood mitigation/sea level rise efforts,
3% are dissatisfied, 18% are unsure.



2021 MEMBER SURVEY

Investment

ANNUAL ASSESSMENT AMOUNT



ANNUAL ASSESSMENT AMOUNT



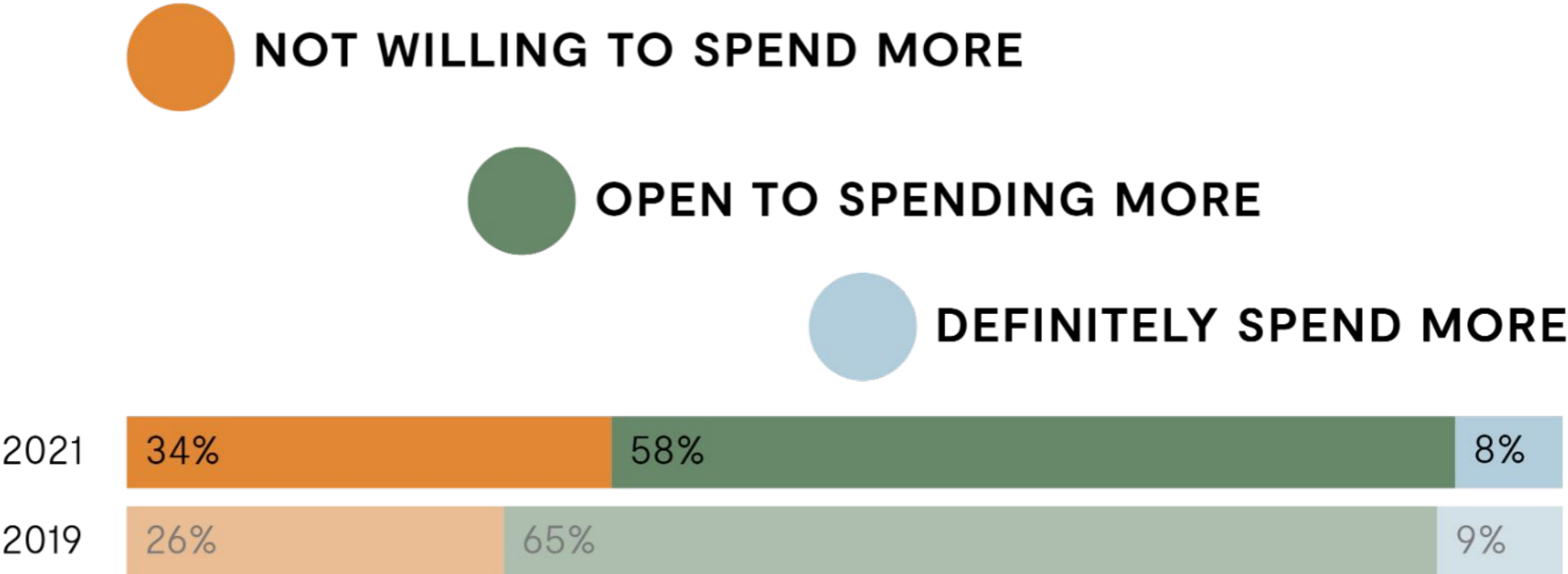
COMPARED TO OTHER COMMUNITIES



Investment

ANNUAL ASSESSMENT AMOUNT

WILLINGNESS TO SPEND MORE TO ENSURE KIAWAH'S BRAND IS MAINTAINED



2021 MEMBER SURVEY

Investment

OTHER COMMUNITIES CONSIDERED WHEN BUYING

1. Hilton Head
2. Seabrook Island
3. Wild Dunes
4. Sea Island
5. Isle of Palms



Summary

OVERALL SATISFACTION

Generally good satisfaction with KICA's services, amenities and infrastructure, and low dissatisfaction.

TOP PRIORITIES FOR IMPROVEMENT

Enforcement of Rules and Fitness

(The board has initiated actions to begin addressing these.)

CRITICAL AREA OF FOCUS

Members want the board to focus on investing in our island's infrastructure.

ASSESSMENT AMOUNT

Most members think KICA's assessment amount is about right.

