KIAWAH ISLAND

COMMUNITY

ASSOCIATION



TITLE:

2023 KICA Member Survey Results: Highlights

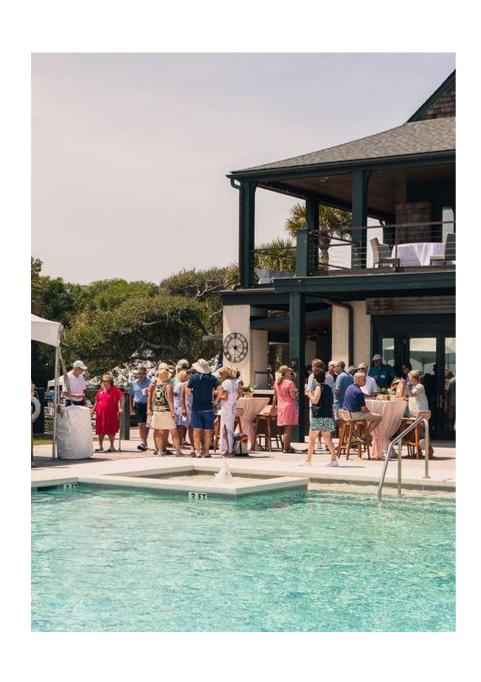
DIRECTOR OF COMMUNICATIONS:

Leah Burris

JUNE 5, 2023 | BOARD OF DIRECTORS



Survey Results Timeline



SURVEY OPEN

May 10-May 24, 2023

SURVEY RESULTS HIGHLIGHTS

June 2023 Board Meeting

FULL SURVEY RESULTS AND ANALYSIS

July 2023 Board Meeting

THE BIG PICTURE

Highlights from the 2023 Member Survey Results





Member Participation

3,348
Members
Participated

Substantial participation from each member demographic





Sandcastle Satisfaction

Satisfaction with four of the five primary Sandcastle amenities have increased since 2021.

| % Satisfied | Amenity/Service | Trend vs 2021 |
|----------------|----------------------|---------------|
| 96% | Oceanview Adult Pool | \Diamond |
| 95% | Family Pool | 仓 |
| 87% | Gym | 仓 |
| 94% | Fitness Classes | 仓 |
| 98% | Event/Meeting Space | 仓 |



Other Island Amenities Satisfaction

Satisfaction with other amenities is strong, but boating facilities have decreased since 2021.

| % Satisfied | Amenity | Trend vs 2021 |
|----------------|--|------------------|
| 94% | Leisure Trails | 仓 |
| 94% | Boardwalks | ⟨⇒ |
| 94% | Rhett's Bluff Boat Landing | \$ |
| 93% | Cinder Creek Pavilion and Paddlesports Launch | Ţ |
| 92% | Eagle Point Boat Landing | Ţ |



Infrastructure and Landscape Maintenance Satisfaction

Satisfaction with infrastructure and land maintenance has increased since 2021.

| % Satisfied | Maintenance Service | Trend vs 2021 |
|-------------|---------------------|---------------|
| 95% | Roads | 仓 |
| 94% | Drainage | 仓 |
| 93% | Landscaping | 仓 |



Rules Enforcement and Gate Access Satisfaction

Rules enforcement continues to receive the lowest satisfaction of all of KICA's services.

| % Satisfied | Service | Trend vs 2021 |
|-------------|--|---------------------|
| 77% | Property Covenant Violation Enforcement | Ţ |
| 74% | Gate Access and Parking Violation Enforcement | 仓 |
| 97% | Member and Guest Gate Access Services | 仓 |



Most Crucial Area of Focus for the Board of Directors

| % Who Say #1 Focus | Most Crucial Area of Focus | Trend vs 2021 |
|-----------------------|----------------------------|---------------|
| 25% | Amenities | Û |
| 24% | Area Development | N/A |
| 20% | Traffic Congestion | N/A |
| 9% | Infrastructure | Û |
| 8% | Other | 仓 |
| 6% | Enforcement of Rules | Û |
| 4% | Climate Change | Û |
| 3% | Services | ₽. |



KICA Upholding the Kiawah Brand

| % | | "KICA's services, amenities and infrastructure live up to the five-star quality central to the Kiawah brand." | Trend vs 2021 |
|----|----|---|---------------|
| 88 | 8% | Agree | 企 |

2023 MEMBER SURVEY

Full Results and Analysis Coming July 2023

