



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	↓
95%	Family Pool	↑
87%	Gym	↑
94%	Fitness Classes	↑
98%	Event/Meeting Space	↑



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	↑
94%	Boardwalks	↔
94%	Rhett's Bluff Boat Landing	↓
93%	Cinder Creek Pavilion and Paddlesports Launch	↓
92%	Eagle Point Boat Landing	↓



Infrastructure and Landscape Maintenance Satisfaction

Satisfaction with infrastructure and land maintenance has increased since 2021.

% Satisfied	Maintenance Service	Trend vs 2021
95%	Roads	↑
94%	Drainage	↑
93%	Landscaping	↑



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	↓
74%	Gate Access and Parking Violation Enforcement	↑
97%	Member and Guest Gate Access Services	↑



Most Crucial Area of Focus for the Board of Directors

% Who Say #1 Focus	Most Crucial Area of Focus	Trend vs 2021
25%	Amenities	↓
24%	Area Development	N/A
20%	Traffic Congestion	N/A
9%	Infrastructure	↓
8%	Other	↑
6%	Enforcement of Rules	↓
4%	Climate Change	↓
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%	Agree	↑

2023 MEMBER SURVEY

**Full Results and
Analysis
Coming July
2023**

