



Midnapore Lake Residents Association

Membership Survey Report
09/02/2014

**Stone —
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Why we did the research

Midnapore Lake Resident's Association last conducted membership research in 2007. With a number of potential administrative changes and park investments pending, the management team and board wanted to gather member opinions in in order to help guide decision making. Further, the team wants to understand resident's current perceptions and engagement with park facilities and events, to understand when and how the park is being used most. Specific objectives of the research:

"Our goal is to use funds in ways that best serves membership's interests."

1. Determine how frequently the park, and specific amenities within the park, are being used today.
2. Measure perceptions of the park overall, and of specific amenities in order to identify areas of concern.
3. Determine interest in volunteering.
6. Understand the interest in events, and the potential for new events.
7. Find out which, if any, new types of amenities or offerings would be wanted by the membership.
8. Determine communication and payment preferences.



How we did the research

A survey was developed collaboratively with the MRLA team and provided to residents to complete in two ways; online link (via e-mail and online posting invitations) and hard-copy (available through the office by request).

The study was in field throughout April, May, and June 2014. This is a somewhat longer field window for data collection than is normally used, however, the team wanted as many residents as possible to have the opportunity to share their ideas and opinion.

A total of $n=383$ acceptable, surveys were included in the final data set. Note that the results of this report do not include all hard-copy versions. As only a handful did not make it into the data set, it is not expected they would make a material difference, however, they can be added in the future if desired.



The margin of error for the sample size achieved ($n=383$) is $\pm 4.6\%$ * 19 times out of 20 when opinion is equally divided. This is considered a sound sample size compared to the population, however, it is possible that respondents 'self select' based on interest in park amenities in the first place (i.e. those who have interest in the community may be more likely to complete the survey). This is merely a cautionary consideration.

The Story on 1 Page

Park Use and Perceptions - Extremely positive

The Park Facilities are being used frequently or occasionally by 72% of all members. Only one percent indicate they do not use the park at all. Perceptions of the park are extremely positive, with nearly 90% of members indicating they rate the park excellent or good on all key measures. Newer members (less than 5 years), with children in the home, are more likely to use the park more often. This group is also more likely to become involved as a volunteer. Park use of those with children (of any age) in their household is 98%.

Amenities - Investment in breadth of offering and maintenance would be supported

Amenities surrounding the lake (regardless of season) are used most often, and suggestions for additional amenities/equipment also focus on the water. Overall satisfaction with amenities is very high. If improvements are indicated at all, it has to do with the playground which is the most used 'dry-land' amenity after walking paths. There is some indication that sports offerings have a lower level of awareness, or are less salient (some members suggesting sports amenities that already exist such as soccer and basketball). Investments in choice of amenities is likely to be supported (softest rating), particularly water related activities (paddle boards, lake equipment), additional sports equipment, and playground. Some maintenance was also suggested, though it was not a strong theme; path clearing, additional picnic/cook shack spots, and more sand in sandy areas.

Events - One of the strongest community engagement opportunities for MRLA

Two thirds of members attend events, and there is a strong appetite for more. In particular, 90% of members are interested in musical events. Events are a fantastic member engagement opportunity as they are the most likely consideration for volunteering, appeal to all age groups depending on specific event type, and also generate interest from those who otherwise don't use the park as often. More events are recommended, with some variety in terms focus.

Detailed Findings:

Park Perceptions and Use

All key performance measures of the park are at or near 90%+ positive ratings.



Overall, Midnapore Lake residents indicate very positive feedback on all park key measures. Park aesthetic and cleanliness is rated the most positively, while choice of amenities is the softest measure. Having said that, compared to typical satisfaction scores, park ratings should be taken as being positive on all accounts.

Residents rate park appearance most favorably, and choice of amenities least favorably

(% Response, n=383)

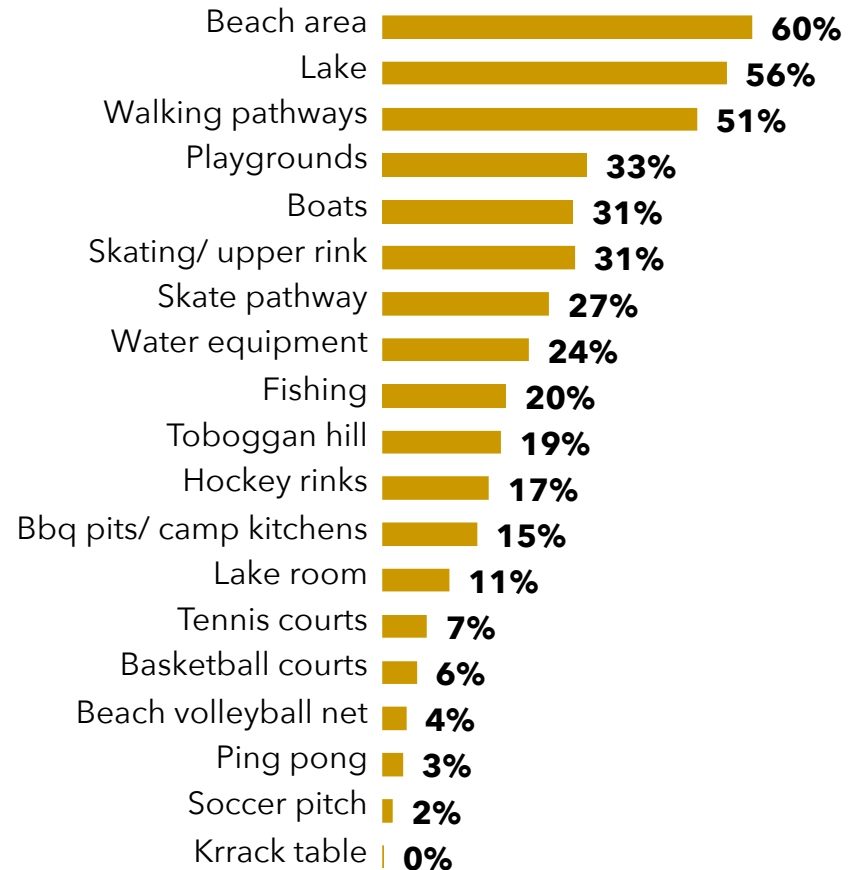


Members enjoy the beach, lake, and walking paths most often.



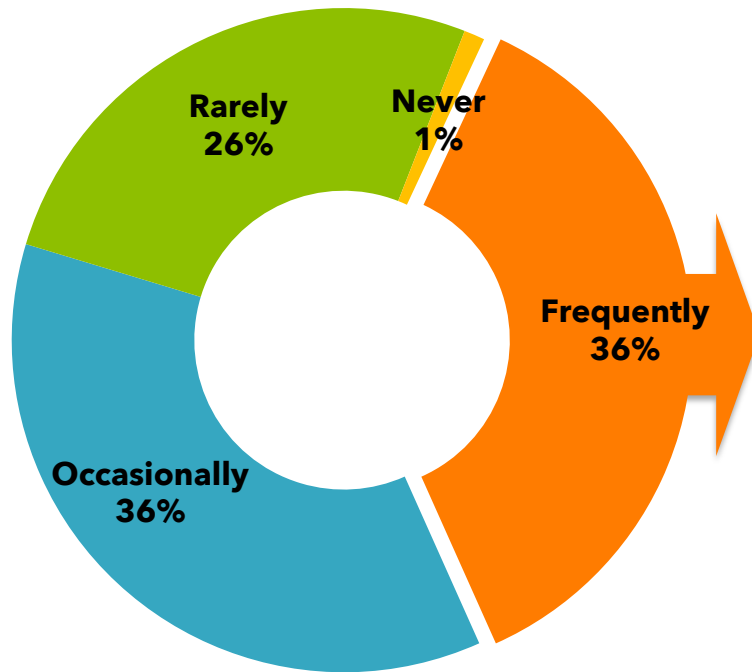
Other than walking, the amenities used most often center around the lake itself regardless of season; boats, skating, water equipment, fishing, etc. The playground also gets significant use given the family composition of MRLA members. Least used amenities today include non-lake sports (tennis, soccer, beach volley ball etc.) and table games.

% of Residents who use the park very often or often (n=356)



Younger, large families use the park amenities most often, and show the strongest interest in volunteering.

How often residents use the park:
(% Response, n=383)



Those who use the park most often are:

- Newer to the neighborhood (2 years or less, Index 140, 2-5 years 127)
- Have more children (5 or more Index 154), and their children are most likely to be under age 10 (under age 10 Index 145)
- They are more likely to rent a home vs. own (Index 126) , but home owners still make up the majority
- they are interested in volunteering (Index 115)

44% of members have a park improvement suggestion, though no single issue stands out.



When analyzing unaided responses, we look for issues that generate at least 10% frequency by theme. In this case, there is no strong issue that surfaced out of the total. Playground did, however, achieve 14% suggestion among those who have lived in the neighborhood for 10 years or more. Further, 'basketball court' (indicated right) and in some of the comments in 'all other' indicate there is less awareness of sports amenities, and of those who are aware, sports amenities are not top of mind.

% Park Improvement Suggestion by Theme

(unaided, n=354, 'other' = 12%, all less than 1%)

Playground	6%	Accessibility (disabled, elderly)	1%
Park/ Path maintenance (cleaning)	4%	South entrance opened	1%
More picnic tables/ spots	4%	More activities (general)	1%
Beach (more sand)	4%	Water trampoline/ add another	1%
Enforcing rules (smoking, members)	4%	Floating dock	1%
BBQs/ cook shack	4%	Showers	1%
Food items/ service	2%	Basketball court	1%
Beach Volleyball court/ improvement	2%	Dog park/ area/ Allow dogs	1%
Paddleboards	2%	Swings	1%
Fire pits	2%	Water park/ Splash fountain	1%
Staff attitude	2%	Adult events (incl liquor)	1%
Fishing area/ variety	2%	Venue for rent out	1%
New/ More equipment	2%	BBQ	1%
Park/ activities for younger children	1%	Rubber (not gravel)	1%

Detailed Findings:

Events & Special Nights

Two thirds of members participate in events, and those who do attend are likely to enjoy more than one.

% Satisfaction with Event Offerings

(n=236)

■ Very satisfied

■ Moderately Satisfied

■ Not Very Satisfied



% Attended Event(s)

(n=360)

Movie on the beach 57%

Family Day Event 50%

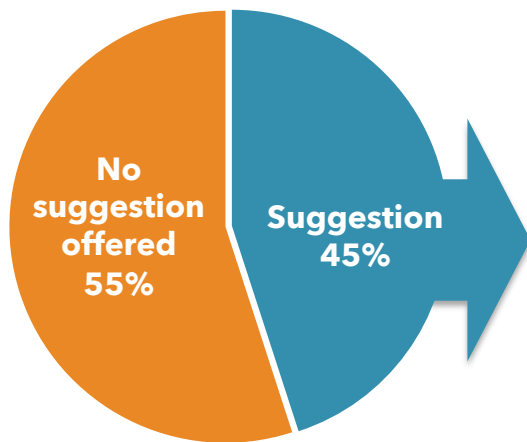
Both 42%

One Only 24%

Neither 34%



Just under half of participants suggested an additional event, indicating room to add. Specific suggestions are highly fragmented by interest area.



Note: Those most likely to attend events are between the ages of 34-55, with children (regardless of age). Event participation tends to follow overall park use habits, though vents have interest from all groups.

% Event suggestions offered by theme

(Unaided, n=359)

Fishing derby	5%	Concession stand/ food	2%
Canada Day event	4%	Dance party	2%
Movie nights	4%	Mini Olympics/ races/ regatta	1%
Family days/ competitions	4%	Water park/ Splash fountain	1%
Music/ concerts	4%	Outdoor yoga	1%
Adult events (incl liquor)	4%	Venue for rent out	1%
Easter egg hunt	3%	Skateboard area	1%
Stampede event	3%	Activities for younger children	1%
Paddleboards	3%	Pickleball/ Pickleball courts	1%
Lessons (tennis, swimming, etc)	3%	Beach Volleyball improvement	1%
BBQ	2%	Frisbee Golf	1%
Hockey/tournaments (ice & road)	2%	Community Clean up Day	1%
New Years Eve event	2%	More activities in general	2%
Dog park/ area/ Allow dogs	2%	Other mentions	4%

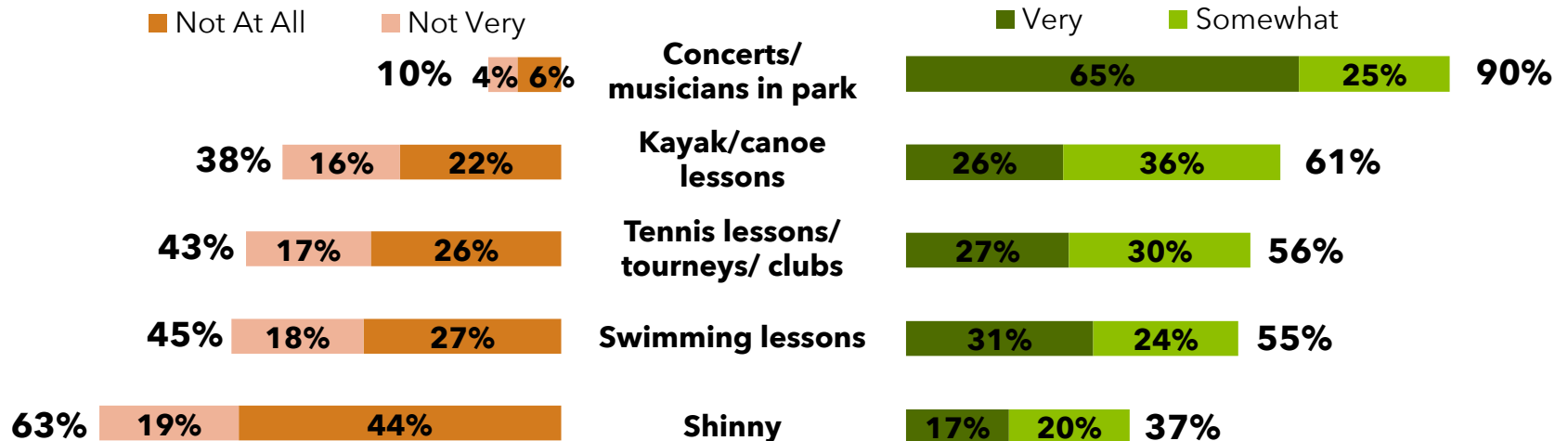
When prompted, 90% of residents are interested in concerts.



There is relatively strong interest in most of the programs suggested with the exception of Shinny. Residents like the concept of having concerts and musicians in particular. More than half are 'very' interested (65%). Lessons are the next most popular choice, with nearly equal interest in kayak/canoe and tennis.

% Interested in specific offerings:

(Prompted, n=340)



Volunteering to make decisions varies with frequency of park use, while event volunteering has broader appeal.

% Volunteer Interest In (n=360)

Group Profile

Special Events  25%	Interest in volunteering for events does not seem to vary by gender or frequency of park use (even those using the park less show similar interest). Those most likely to volunteer are members of 2-5 years, under the age of 54. Based on event suggestion, it appears to be most influenced by personal interest.
Committee work  10%	Committee work is influenced most by frequency of park use; those who use the park more are the most likely to volunteer. This group is also most likely to have been a member for less than 5 years, have an average household size, and be under the age of 35.
Board of Directors  5%	Similar to committee work, those most interested in being on the board are frequent park users, who have been members for 2-5 years. This group is most likely to be under the age of 54. Men are somewhat more interested than women, and those with children that are somewhat older.
None  72%	Those least interested in volunteering are more likely to be over the age of 55 with longer tenure. Park use tends to be average, though they use a fewer number of amenities than others.

Detailed Findings:

Specific areas interest

- Playgrounds
- Sports Equipment

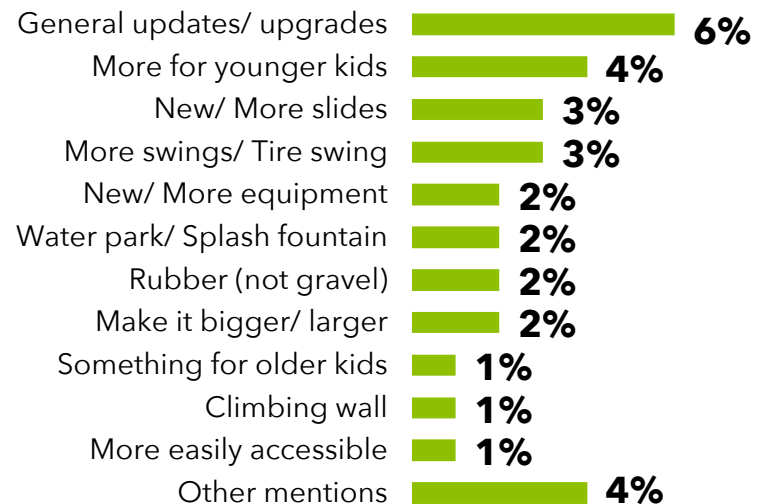
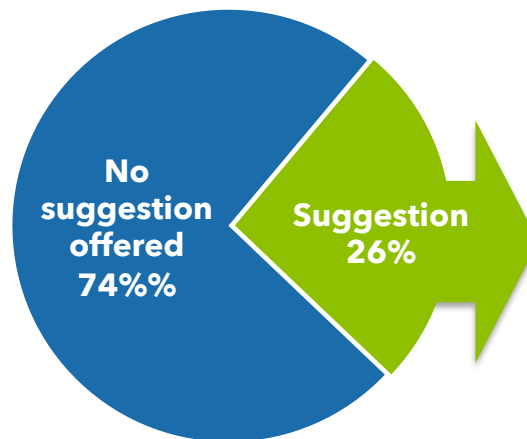
When asked specifically, 92% of residents who use the playground are satisfied.

The vast majority of residents are satisfied with the playground on park, with more than half being very satisfied. There was little variance in ratings by age of children in the home, however, those with fewer children tended to be less satisfied than those with larger families.

% Satisfaction with Playground (n=340)



Suggested Playground Improvements (Base: Those who use the park, n=275)

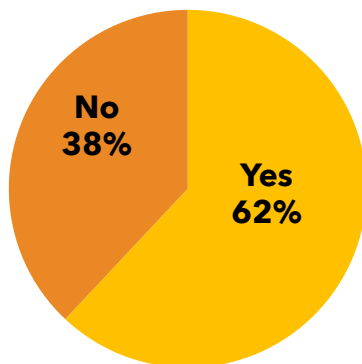


Residents use sports equipment. New equipment wanted most is for lake use.

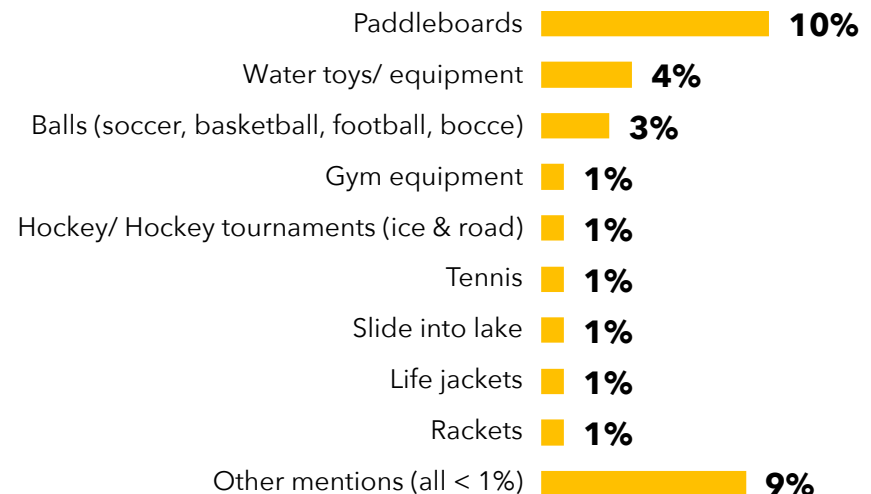
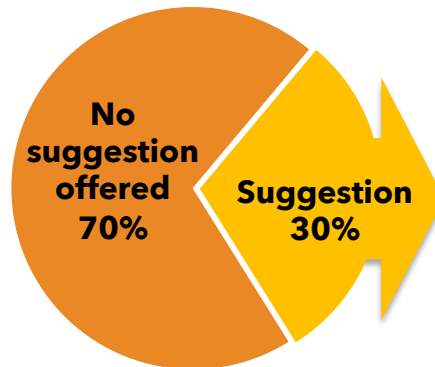


More than half of residents indicate they use the sports equipment offered. Sporting equipment for the lake itself is most desired (14% total, with paddleboards being most desired). Soccer balls and basket balls were indicated next, and may encourage more use of these amenities.

% Who Use Sports Equipment (n=351)



% Equipment Suggestion (n=343)



Detailed Findings: Communication

E-mail is the most useful tool to MRLA members, followed by the website.

Members find the current communication tools useful. While Facebook is indicated as least useful, this is typical of social media communication ratings we see, and should not be taken as insignificant. In terms of targeting communication for specific groups, age and community tenure showed the greatest variance (below) though directionally the tools are ranked in the same order. We also saw that those who use the park more engage with all forms of communication more frequently (uncharted), and smaller households use communication tools less. Given the positive feedback to e-mail, MRLA does not appear to be over using this tool.

% Indicate Communication Tool is Useful (n=383)

■ Somewhat ■ Very

YEARS IN MLRA				AGE				
2-5	2-5	6-10	11+	< 35	35-54	55 +		
83%	80%	75%	83%	73%	84%	82%	Email from MRLA	27% 54% 81%
68%	76%	71%	77%	61%	79%	76%	MRLA website	35% 39% 74%
66%	74%	70%	75%	70%	72%	74%	Street Signs	3% 40% 73%
38%	37%	43%	33%	40%	42%	24%	MRLA Facebook Page	22% 14% 36%

MRLA members are open to pay for annual fees online.



Consistent with the high level of website engagement, MRLA members are also willing to transact with MRLA online. The majority of members are willing to pay annual fees online regardless of age, tenure, and household composition. The only group significantly less likely to pay fees online are those who rent in the community vs. own their home (54% likely to pay online vs. 84% for the membership average).

% Likely to Pay Annual Fees Online

(n=340)



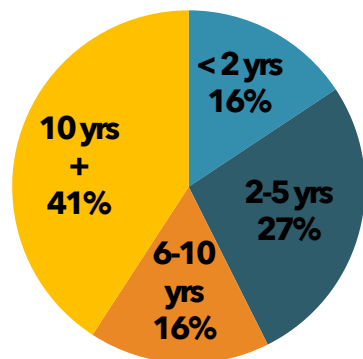
Appendix

Sample Profile

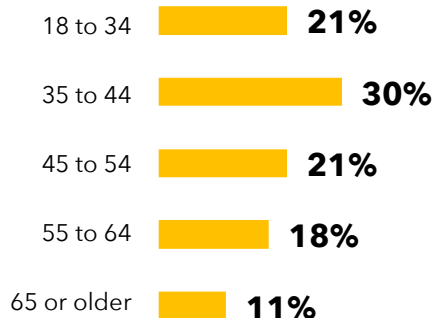
Who we heard from

(n=383 MRLA Members)

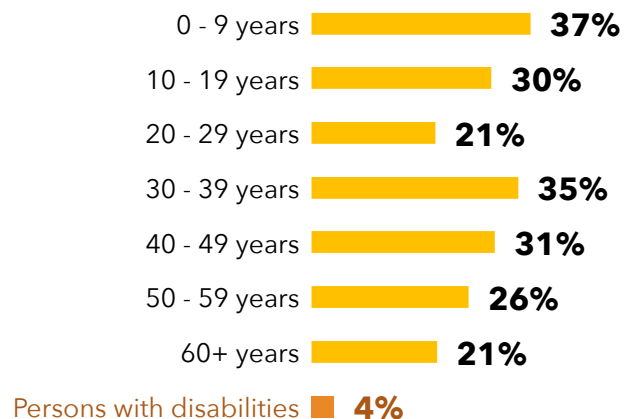
% Response by Tenure



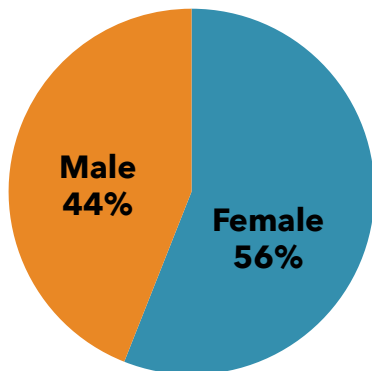
% Response by Age Category



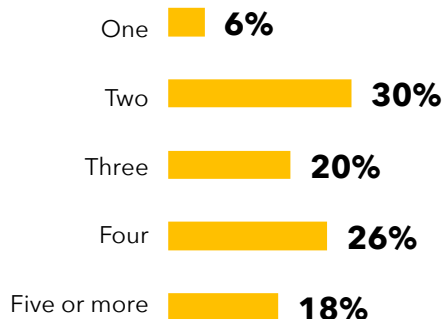
% With Age Group Represented in Household



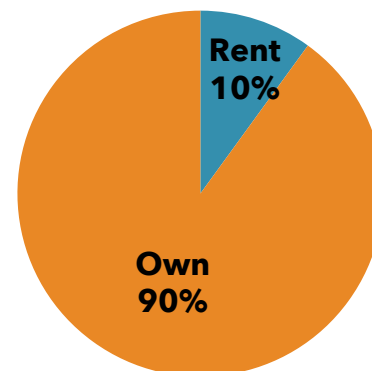
% Response by Gender



% Response by House Hold Size



% Response by Dwelling Type



Mean: 3.2/HH

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