
Lomas Serenas Web Site Survey

Survey Results, Rev03

November 03, 2008

Communication Committee

Survey Design Considerations

Demographics

- ❑ Lomas Serenas Homeowners Only
- ❑ Contact Information (Voluntary)

Reliability: ability to perform and deliver dependably and accurately

- ❑ Do you have access to the Internet?
- ❑ Preferred method of Communication (how can we best communicate with you)

Responsiveness: prompt service/support when needed:

- ❑ Frequency of Communication

Tangibles: web site content pertinent to homeowners

- ❑ Main home page content
- ❑ Password protected members only site

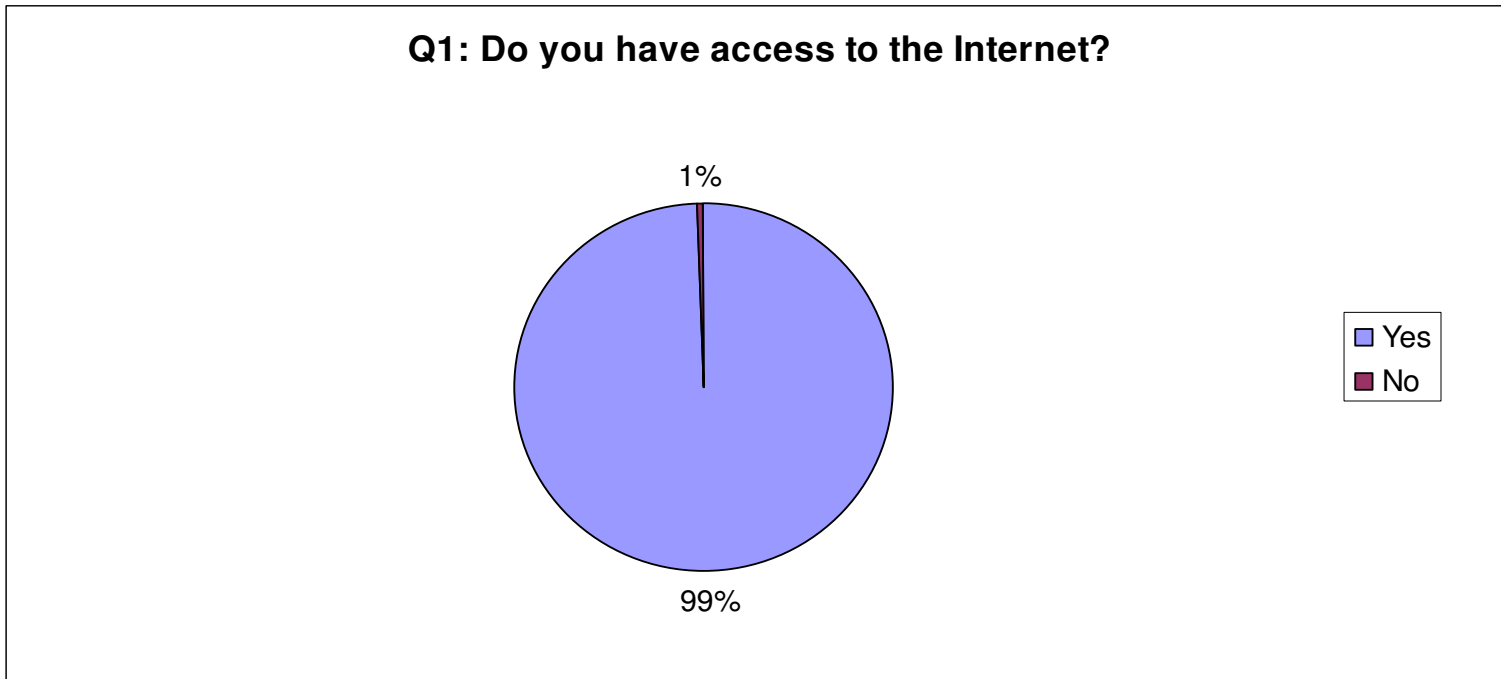
Empathy: Understand individual needs and wants

- ❑ Interest in social activities
- ❑ Space for open ended responses

Statistics & Rating

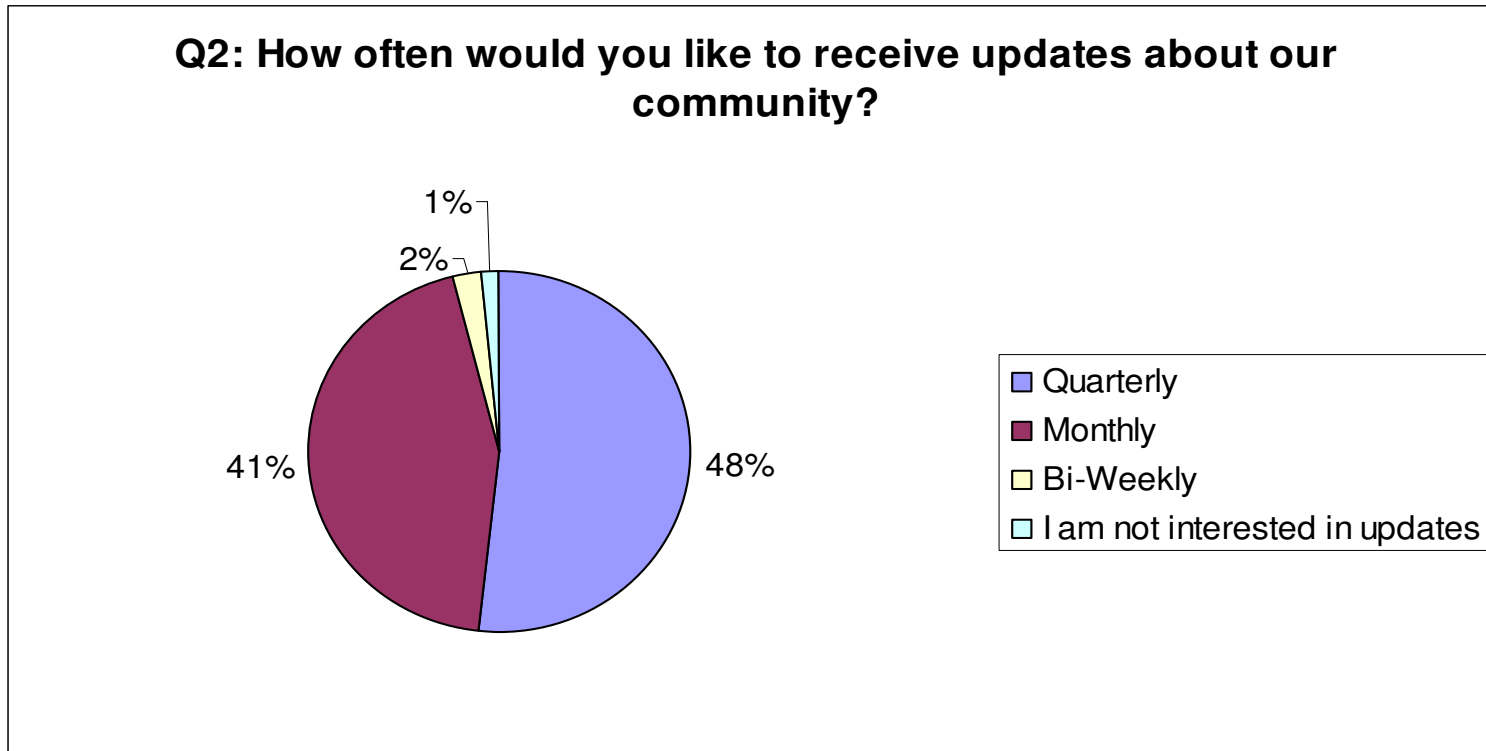
- Sent to all residents within Lomas Serenas: Total population: 304
- Return rate: 59%!
 - 178 returned
 - 117 by web reply, 61 by mail
 - 159 with 100 % completion (web and mail)
- 6-Point Likert Importance Scale for tangibles
- Yes/No for basic questions
- Suggestions to determine ranking: “Important” and “Very important”
- Suggestions pertaining to social activities: “Yes, Interested”

Q1: Internet Access



99% of Respondents have Internet Access

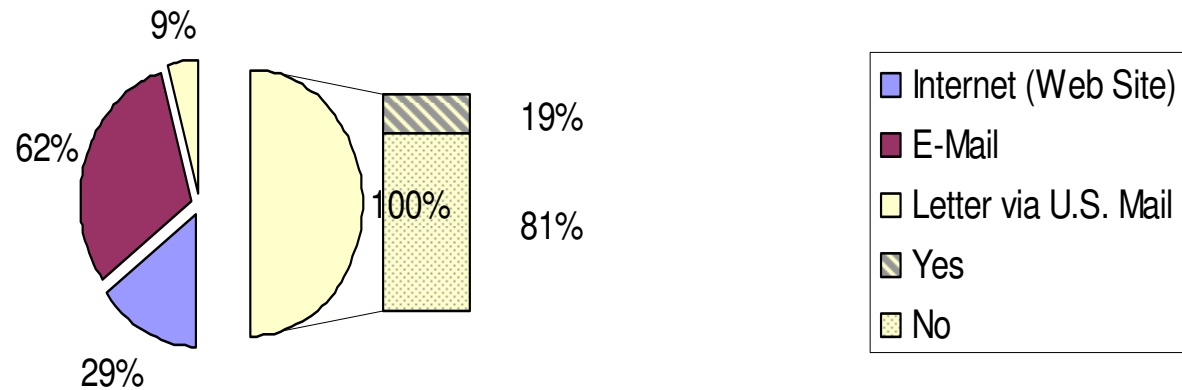
Q2: Frequency of Communication



Quarterly Updates: 48% of Respondents
Monthly Updates: 41% of Respondents

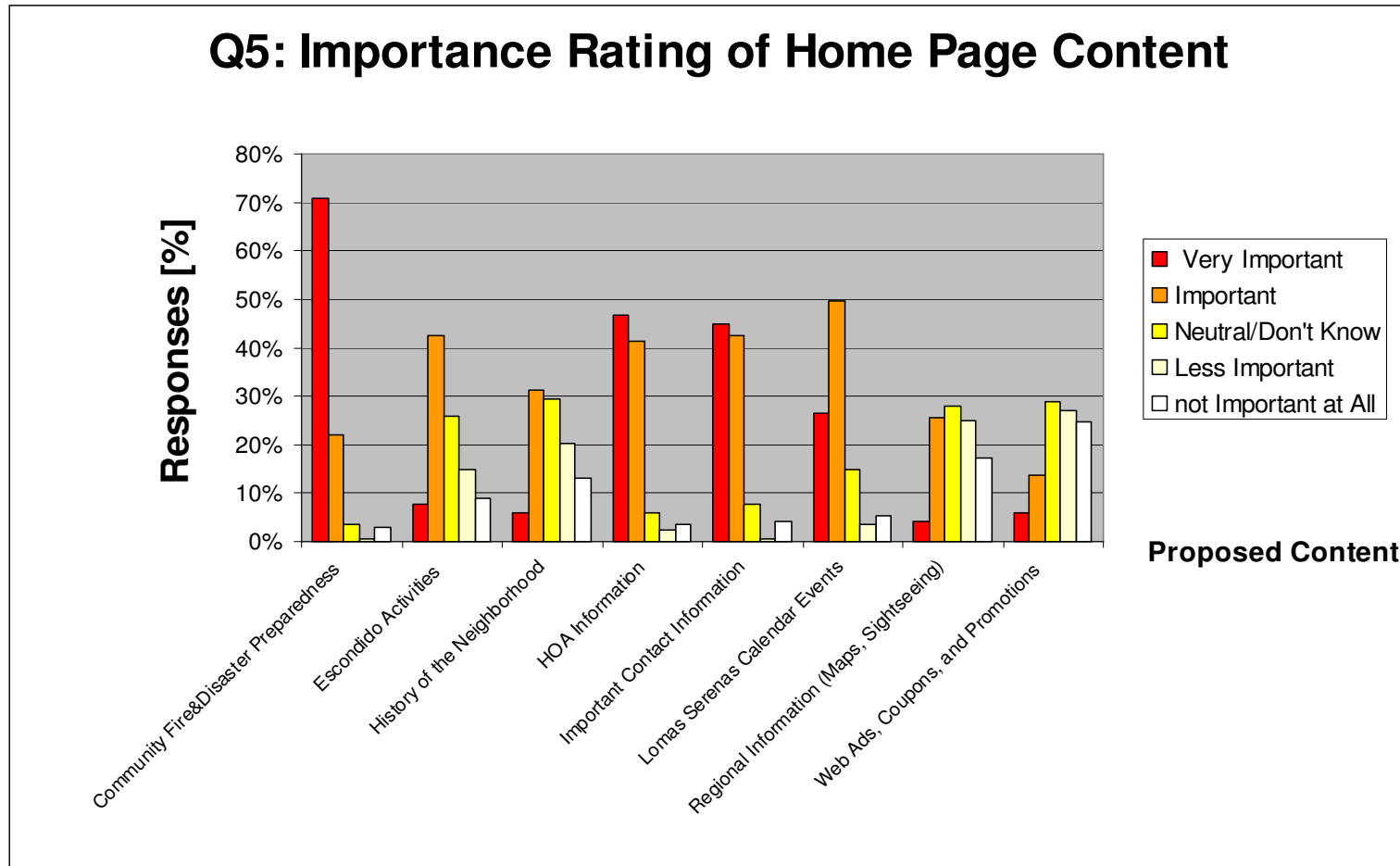
Q3/Q4: Medium of communication & Willingness to pay for newsletter

Q3/Q4: What medium of communication do you prefer to receive information about our community?



Prefer Email: 62% of Respondents
Prefer Internet: 29% of Respondents
Newsletter: 9% of which only 19% would be willing to pay for

Q5: Home Page Content

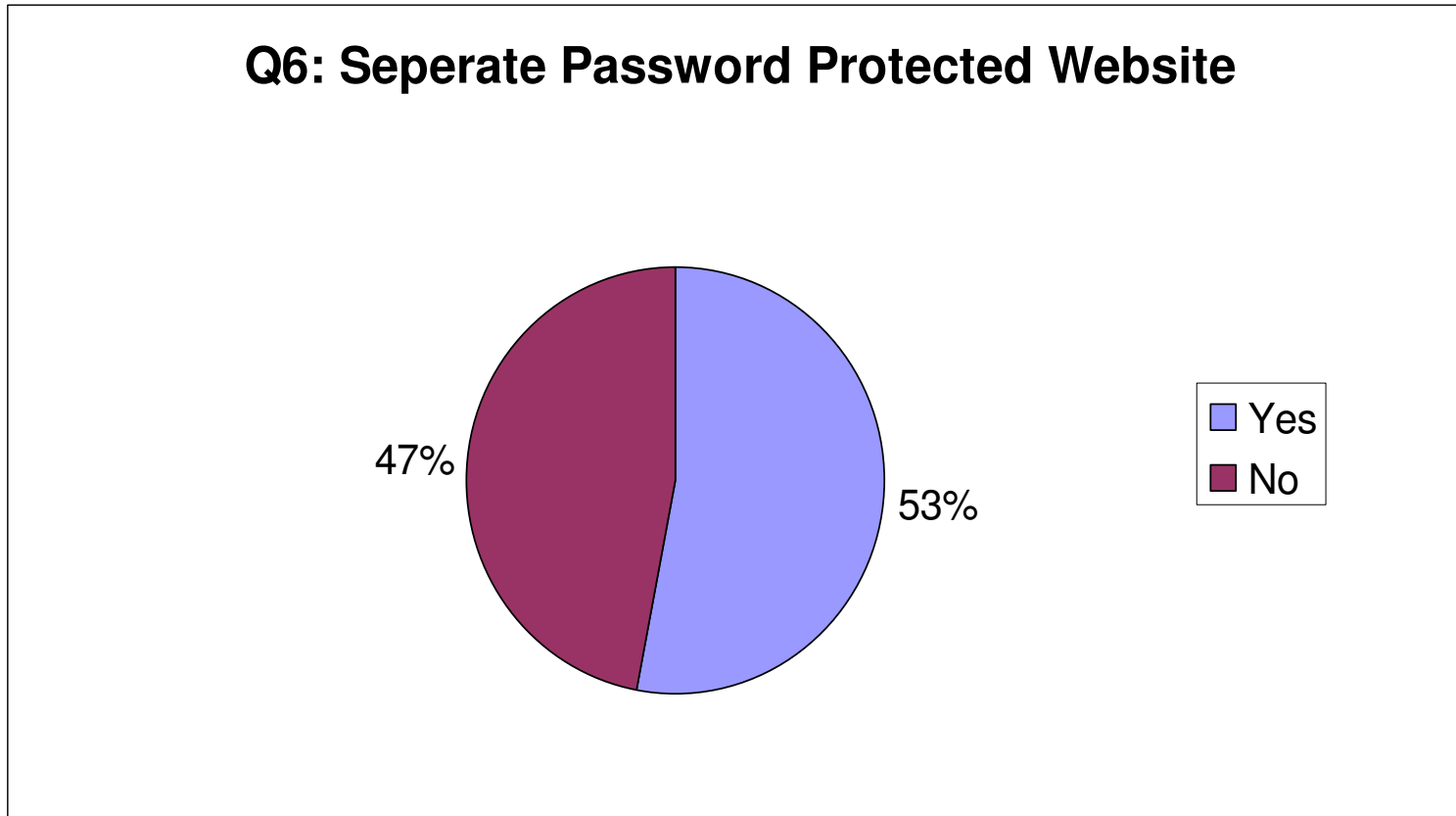


Summary on next page

Q5: Summary of Results

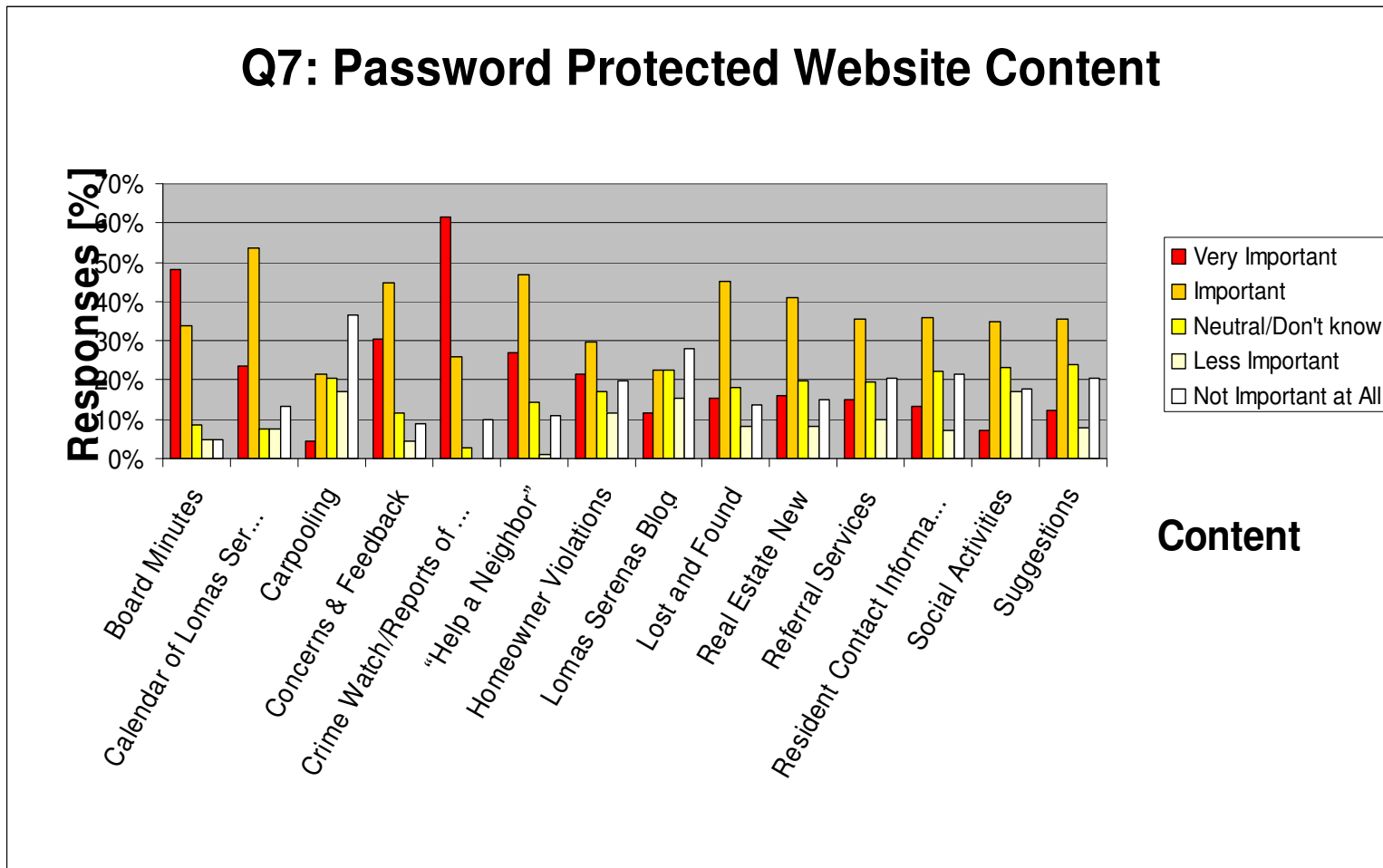
- **Q5: which of the following content on the home page would be most important to you?**
- **Populated: “Somewhat Important” and “Very important”**
 - ❑ Community Fire & Disaster Preparedness (93%)
 - ❑ HOA Information (88%)
 - ❑ Important Contact Information (88%)
 - ❑ Lomas Serenas Calendar of Events (76%)
 - ❑ Escondido Activities (51%)
 - ❑ History of the Neighborhood (37%)
 - ❑ Regional Information (Maps, Sightseeing) (30%)
 - ❑ Web Ads, Coupons, and Promotions (20%)

Q6: Password Protected Website?



53% of respondents prefer certain content to be listed under a password protected website area

Q7: Password Protected Web Site Content



Summary on next page

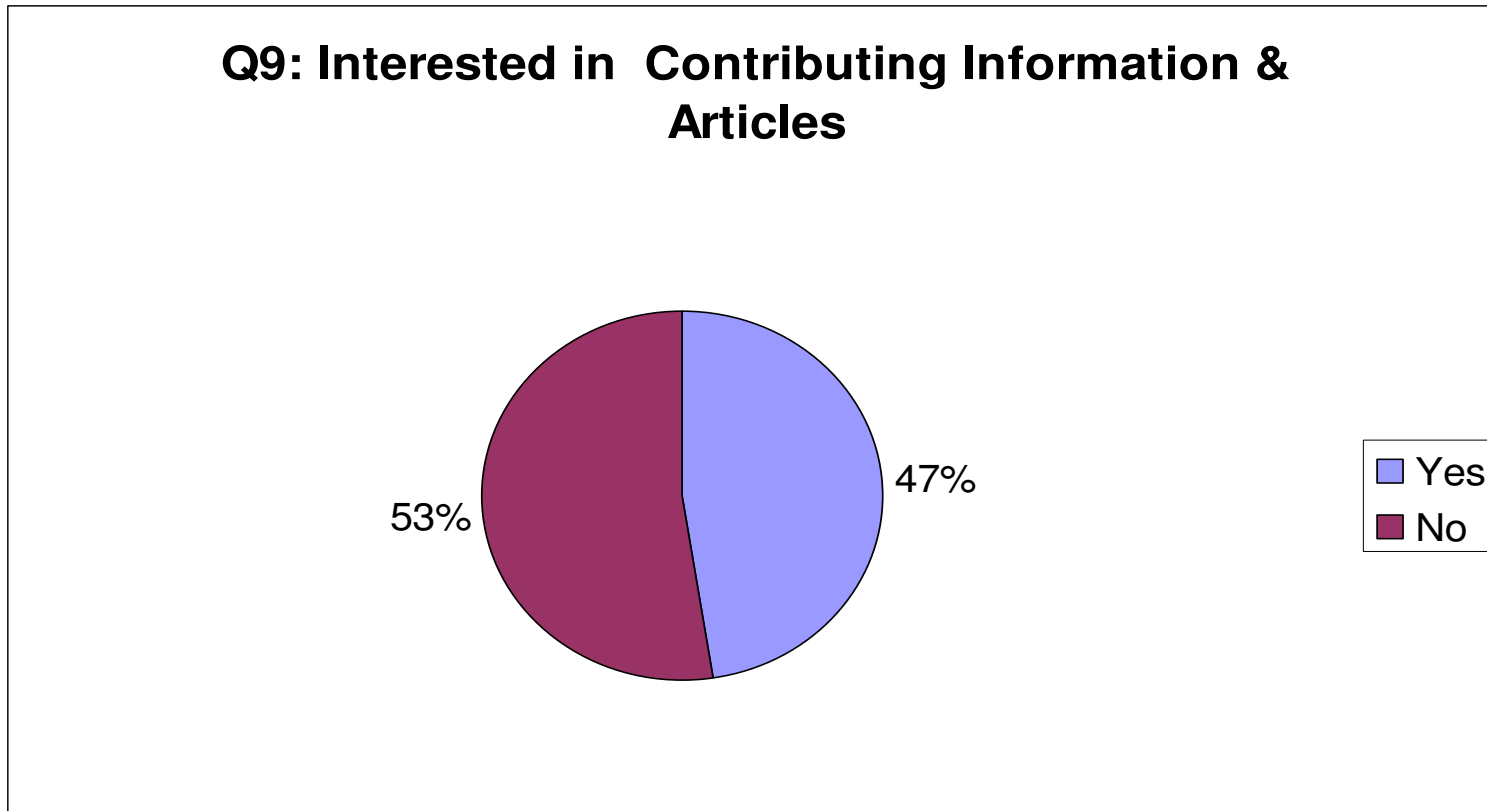
Q7: Summary of Results

- **Q7: what type of information would you like most presented on the member site?**
- **Populated: “Somewhat Important” to “Very important”**
 - ❑ Crime Watch/Reports of Crime Activity (88%)
 - ❑ Board Minutes (82%)
 - ❑ Calendar of Lomas Serenas Events (78%)
 - ❑ Concerns & Feedback (75%)
 - ❑ Help a Neighbor (74%)
 - ❑ Lost & Found (60%)
 - ❑ Homeowners Violations (52%)
 - ❑ Real Estate News (57%)
 - ❑ Referral Services (50%)
 - ❑ Resident Contact Information (voluntary) (49%)
 - ❑ Suggestions (47%)
 - ❑ Social Activities (42%)
 - ❑ Lomas Serenas Blog (35%)
 - ❑ Carpooling (25%)

Q8: Summary of Results

- **Q8: If you're interested in social activities, select the ones you would be interested in participating in?**
- **Populated: "Yes Interested"**
 - ❑ Annual Garage Sale (54%)
 - ❑ Walking For Health (52%)
 - ❑ Annual Block Party (46%)
 - ❑ Hiking (40%)
 - ❑ Pot Lucks (32%)
 - ❑ Book Club (23%)
 - ❑ Bunko (22%)
 - ❑ Golf Outings (19%)
 - ❑ Mountain Biking (13%)
 - ❑ Poker (13%)
 - ❑ Bridge Club (10%)
 - ❑ Bible Studies (10%)
 - ❑ Running (8%)

Q9: Content Contribution?



53% of respondents are interested in contributing to a website or want to be involved in other local activities

Next Steps

Our activities are to:

- Assess how to prioritize and implement your suggestions
- Present our recommendations and plan to the HOA Board for review, approval and funding
- Create a framework for improved design and content of our web site and other mechanisms of communication
- Set up a structure and forum for neighbors of common interest to get together
- Identify volunteers for specific areas among homeowners

**Thank you again for
your great participation
and please stay tuned
for updates!**