

# New Resident Survey

October 2012 (Pages 2 and 6 revised 10/23/12)

**Conducted by:**

**LWCC Public Relations Advisory Committee**

Overview

## Study Objective

Learn about awareness and deciding factors for new residents

Develop profile of prospective residents

Develop communication message points

Mailing to **1,131 units** with new residents since **2010 (1/1/10 – 5/31/12)**

Survey conducted from 8/31/12-9/3/12

**303** respondents (28% response rate)

## Reasons for Choosing Leisure World

27% indicated **Safety and Security** as #1 reason for moving to Leisure World

(Top importance)

Security

Beauty of grounds

Closeness to family

Ability to purchase

Affordability

**High satisfaction rates after moving in**

**32% rate higher than expectations**

**64% met expectations**

## **Realtor Profile**

On-site agency **Weichert sold 60%** of all respondent homes

Highlights of the Leisure World New Residents Survey

See the Full Survey at

**[dougbrasse.com](http://dougbrasse.com)**