

SUMMARY OF ORONOQUE VILLAGE SURVEY, SEPTEMBER 2023

BACKGROUND

929 Oronoque Village Resident Surveys were distributed to all units in the Village as a one-page/two-sided insert in the 9/15/23 issue of The VILLAGER. The survey posed 20 questions and carried a return deadline of 10/6/2023 which was extended to 10/20/23 to give everyone a chance to participate.

RESPONSE RATES

- 312 units or approximately 34% of all OV units submitted their response to this survey.
- It is estimated that the survey represented the responses of nearly 500 residents. According to the OVCA office, there are about 1,500 residents in OV as of 10/1/23.
- Just under one-half of unit owners who responded did so anonymously. 56% indicated their name and/or address, both of which were optional.
- The total response level yields statistically reliable results at a 95% confidence level with an error rate of less than 4.0%. This exceeds the accepted, standard accuracy goal for quantitative research (95%/5%). This tells us how sure we can be of the accuracy of the survey results and represents how often the true percentage of the population who would pick an answer.

DEMOGRAPHIC SUMMARY OF SURVEY RESPONDENTS

- Residents responding to the survey reported living here over 9 years, on average.
- Over 60% of respondents are 75 or older, which reflects the estimated average age of a Villager. About 16% reported being 85 or older.
- 70% of respondents reported that their units had been updated/remodeled within the last 15 years, with 45% reporting updating/remodeling within the last 5 years.

SUMMARY OF FINDINGS

Resident Use of the OV Website, OV Connections (Facebook), and OVTV (Channel 591)

A vast majority (75%) of OV respondents reported visiting the OV website regularly, up substantially from the 47% previously reported in our 2021 survey. Use of the official OV Facebook page, OV Connections, is significantly lower than the OV website. Use of our Facebook page has remained flat since 2019. Finally, less than one third of respondents reported tuning in to the TV channel and those that do say the channel is often not working. These viewers tune in less than once per week, on average.

Printing the Villager Once per Month During the Winter

Nearly seven in ten residents favored printing the VILLAGER just once per month during the winter months. Many copies remain in the black boxes during these months. The full VILLAGER would continue on the OV website with a limited number of copies available at the office.

Resident Satisfaction with Maintenance Efforts in the Village

Over eight in ten respondents reported that they were “Very Satisfied/Satisfied” with the overall appearance of the Village, pruning efforts, the Preventative Maintenance Program for siding, and the service request/work order process. The pruning efforts recorded the highest levels of dissatisfaction centering around the workers’ lack of plant knowledge, difficulty communicating with the workers and the frequency and timeliness of these efforts.

Resident Compliance with OV Rules and Bylaws

Just four in ten respondents expressed the need for a stronger compliance enforcement process, and only 18% of them would be willing to add a compliance officer position to the annual budget.

Participation in Village Activities

Villagers reported that they are an active and engaged community with 73% of them participating in one or more club, social, or hobby activity, as well as taking advantage of Village amenities.

SPECIFIC FINDINGS

Please note that not all Residents answered all questions, consequently the totals may not add up.

1) How frequently do you visit the Oronoque Village website, and why?

Who Visit 234 (75%) **Average # visits per month: 5.2** **(312 responses)**

Pages visited most often were the Directory/Address Book, Calendar//Events, and Service Request/Work Order Form. Usage of the OV website has been up considerably since 2019 when 47% of residents reported visiting the site.

2) How frequently do you visit the Oronoque Facebook Page, OV Connections, and why?

Who Visit 121 (39%) **Average # visits per week: 3.7** **(309 responses)**

Reasons for use were primarily referrals and general information. Many Villagers reported that they do not use Facebook while others say the OV page pops up when they open Facebook. Use of the official OV Facebook page, OV Connections has remained flat since 2019.

3) How frequently do you tune in to OVTV, Channel 591, and what would you like to see?

Who Tune in 100 (33%) **Average # visits per month: 3.8** **(305 responses)**

Those residents who tune in report doing so less than once per week. However, many residents would like to see greater content including announcements, events and exercise videos as well as Arts Guild works. Less than one-third of residents reported tuning in to the TV channel. Announcements and events are the main reasons for viewing. Many residents, including those who do not view, would like to see expanded content.

4) Would you prefer Optimum/Altice to provide Cable TV or have OV provide streaming services only for your TV viewing?

Preferring Optimum Cable **219** (94%) # Preferring Streaming **14** (6%) (233 responses)

While the question was confusing, many residents stated an overwhelming preference for Optimum Cable. The cost of streaming and how it works were unclear which contributed to this result. If there is a significant cost savings opportunity by eliminating Optimum, residents need to know more about streaming.

5) Do you favor printing the Village once per month during the winter?

Saying Yes **207** (69%) # Saying No **93** (31%) (300 responses)

This indicates that many residents are aware that many copies of The VILLAGER remain in black boxes during the winter months. (The VILLAGER is always available online on the OV website. During the upcoming test period, printed copies will be available at the office upon request.)

6) Rank from one to four the best way to reach you with management news and important information in a timely manner. # responding: (306 responses)

| | | | | | |
|--------------|------------|-------|-------------------------|------------|-------|
| # Email | 244 | (80%) | # Facebook | 153 | (50%) |
| # OV Website | 167 | (55%) | # Phone via "Robo" call | 258 | (84%) |

It is clear that many respondents prefer "robo" phone calls or emails to stay on top of important information. Many residents failed to numerically rank their choices or indicate their preferences for all the ways to reach them, so ranking these responses statistically was not feasible.

7) Do you participate in Village activities?

(308 responses)

Yes **225** (73%) #No **83** (27%)

The vast majority of Villagers report that they are active whether socially active, physically active or both. The most popular activities reported were Funseekers, racquet sports, the Arts Guild and House & Garden.

8) What time is most convenient to attend Board and Executive Director meetings?

| | | | | | | |
|-------------------|-----------|-------|------------------------|-----------|-------|-----------------|
| # Selecting 7PM | 80 | (31%) | # Selecting "Evenings" | 47 | (18%) | (225 responses) |
| # All Other Times | 98 | (51%) | | | | |

7 PM appears to be the most popular time although many respondents did not provide an answer and others indicated in the morning, 4pm, 5pm, afternoon, etc.

9) What one new amenity do you wish Oronoque Village would offer? (316 responses)

Not specifying any amenity **180 (57%)** # specifying one or more **136 (43%)**

It appears that the majority of respondents are satisfied with the level of amenities available in the Village. While 43% would like a new amenity, there was not an overwhelming single amenity mentioned. An indoor/year-round pool and sidewalks were the responses most often recorded, both at low levels.

10) How satisfied are you with the overall physical appearance of the Village? (311 responses)

Very Satisfied **91 (29%)** # Satisfied **191 (61%)** # Unsatisfied **29 (10%)**

The vast majority of respondents are satisfied or very satisfied with the Village's appearance. Mentions of dissatisfaction centered on roads, trees and lawns, but not in significant numbers.

11) How satisfied are you with the pruning efforts? (294 responses)

Very Satisfied **57 (19%)** # Satisfied **183 (62%)** # Unsatisfied **54 (19%)**

Respondents are satisfied or very satisfied with pruning overall. However, complaints recorded included the lack of the ability to communicate with the workers in English, and poor ratings centering around a lack of plant knowledge, the infrequency of pruning, poor efforts overall and overgrown trees.

12) Would you be willing to pay for a second round of pruning? (295 responses)

Yes **38 (13%)** # No **257 (87%)**

Without knowing the costs of pruning or believing that current HOA fees should cover a second round, respondents were overwhelming against paying for an additional round.

13) How satisfied are you with the Preventative Maintenance Program? (295 responses)

Very Satisfied **49 (17%)** # Satisfied **201 (68%)** # Unsatisfied **45 (15%)**

Again, the vast majority of respondents were satisfied or very satisfied with the PM program. The few complaints that were registered included the color and quality of the paint, and the presence of wood rot.

14) How satisfied are you with the service request/work order process? (304 responses)

Very Satisfied **74 (24%)** # Satisfied **190 (63%)** # Unsatisfied **40 (13%)**

Satisfaction with the process is high with the vast majority of responses indicating they are satisfied or very satisfied. The only recurring complaints are that completion of these requests is slow and there is no transparency regarding the status of their requests for service.

15) Do you think we need a stronger compliance enforcement process for rules and bylaws, and would you be willing to add a compliance officer to the budget? (287 responses)

Stronger Enforcement: # Yes **116** (40%) # No **171** (60%)

Add an Officer: # Yes **51** (18%) # No **236** (82%)

Most residents appear to not favor stronger enforcement of OV rules and bylaws, and few would support the addition of a compliance officer to the staff.

16) Has your unit been renovated in the last 15 years (or less)? (220 responses)

Last 15 years **49** (22%) # Last 10 years **76** (34%) Last 5 years **98** (44%)

Many residents were unsure of when their units were updated or did not provide an answer. However, it appears that a number of units were updated within the last 5 years.

17) How long have you lived in the Village? (297 responses)

Less than 1 year **30** (10%) 1-4 years **79** (27%) 5-10 years **81** (27%)

11-15 years **31** (10%) 16-20 years **32** (10%) More than 20 years **44** (15%)

It is estimated that the average length of residency is about 9 years.

18) Do you leave OV during the winter months for 3 months or more? (307 responses)

No **274** (89%) Yes **33** (11%)

Consistent with our 2021 survey findings, about 10% of Villagers leave OV during the winter months. Of those who reported their time away, the average was 3.75 months.

19) How likely are you to obtain Stratford Senior services for help with transportation, energy assistance, etc.. (302 responses)

Very likely **33** (11%) Not Very likely **82** (27%) Not likely **187** (62%)

While few residents indicated that they would very likely reach out for help, many ‘not likely’ respondents replied, “not at this time.”

20) Demographic age summary of 314 responses

Less than 55 to 64 years of age # **36** (12%) 65 to 74 years **91** (29%) Over 75 **187** (59%)

Over 85 **49** (16%)