

# CURRENT RESIDENT SATISFACTION STUDY

Prepared For: Lakeside Creek

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*Marketing Research for the Apartment Industry*

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**Summary of average ratings of different aspects (listed from highest rated to lowest rated within each category) for apartments**

Residents were asked to rate various aspects of the community on a scale of 1 to 10, with 10 being the best. Below is the summary of the ratings of each aspect grouped in four broad categories (Sample Size = 46).

	Aspect	Subject Property Average Rating	Turner Average	Excellent (8-10)	Low (1-4)	N/A*
<b>Management</b>	Overall management	8.91	8.07	91%	2%	
<b>Maintenance</b>	Upkeep of the grounds and landscaping	9.54	8.51	95%		
	Curb appeal and appearance of the community	9.37	8.73	96%		
	General condition of the apartment	9.09	8.02	95%		
	Utilities: water, electric and air conditioning	9.04	8.16	94%	2%	
	Garbage removal	8.70	8.18	83%	6%	
	Emergency repairs	8.60	8.10	30%	65%	
	Response to maintenance requests	8.47	7.90	72%	2%	7%
<b>Safety</b>	Quietness	8.87	7.91	84%		
	Security	8.72	7.08	91%	4%	
<b>Amenities</b>	Pool	9.38	8.11	62%		37%
	Tennis Courts	8.85	8.31	21%		72%
	Parking	8.60	7.68	74%	6%	9%
	Workout facilities	8.50	7.63	49%	2%	30%

\* N/A – Not applicable or have not used it.

The second column has the average rating of the subject property followed by a comparison of all Turner Properties studied for the same question. The next columns give the percentage of residents that rated that particular aspect as excellent, poor and not applicable respectively.

**Comparison of average rating of different aspects**

J Turner Research has provided three previous studies of Lakeside Creek apartments. This table compares the current satisfaction level of residents with different aspects to the satisfaction in earlier studies.

*Sorted in descending order of percent change in satisfaction from 2008 to 2009*

	Aspect	Current Rating (2009)	Rating (2008)	Rating (2007)	Rating (2006)	Rating (2005)	Rating (2004)	%age Change (2008 → 2009)
<b>Management</b>	Overall management	8.91	8.91	8.09	8.95	8.49	7.44	0%
<b>Maintenance</b>	Upkeep of the grounds and landscaping	9.54	9.21	9.14	9.00	8.30	9.02	4%
	General condition of the apartment	9.09	8.91	9.00	8.95	8.66	8.74	2%
	Emergency repairs	8.60	8.54	8.64	9.00	8.88	7.94	1%
	Garbage removal	8.70	8.58	8.31	8.73	8.26	7.58	1%
	Utilities: water, electric and air conditioning	9.04	8.91	8.62	8.71	8.72	8.81	1%
	Curb appeal and appearance of the community	9.37	9.42	9.29	9.39	9.16	9.22	-1%
	Response to maintenance requests	8.47	8.73	8.40	8.87	8.49	8.11	-3%
<b>Safety</b>	Quietness	8.87	9.03	8.43	7.90	8.82	8.34	-2%
	Security	8.72	9.00	8.03	8.11	8.24	7.86	-3%
<b>Amenities</b>	Parking	8.60	7.61	7.69	8.18	8.33	8.91	13%
	Pool	9.38	8.73	9.00	8.95	9.13	8.3	7%
	Workout facilities	8.50	8.45	8.61	8.48	7.60	8.00	1%
	Tennis Courts	8.85	8.83	9.50	9.50	8.75	N/A	0%

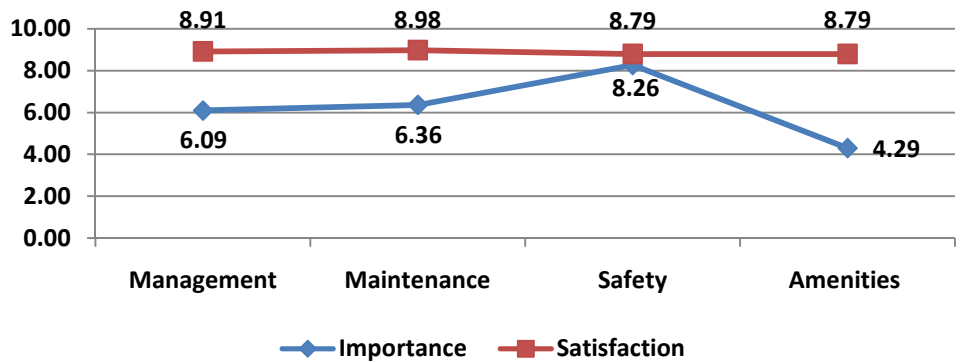
**Overall change in satisfaction = 1%**

**Summary of Marketing and Referral Information**

Current Residents	
<b>Major sources of traffic</b>	Internet → 24% Drive By → 24% Referral from another person → 19% Apartment Publication → 10% Lived in the area → 10%
<b>Primary reasons for leasing at Lakeside Creek</b>	Appearance → 20% Amenities → 18%
<b>Number that would refer friends/family to the community</b>	98%
<b>Number that would renew their lease</b>	59%
<b>Management Brand Name Recognition</b>	65%

**Management Opportunity Index Graph**

Residents were asked to rate Management, Maintenance, Safety and Amenities in order of importance. The importance of each factor was tabulated against the satisfaction with each aspect. This gives the management an idea of factors that exceed expectations and factors that do not meet expectations.



## Detailed Findings and Implications

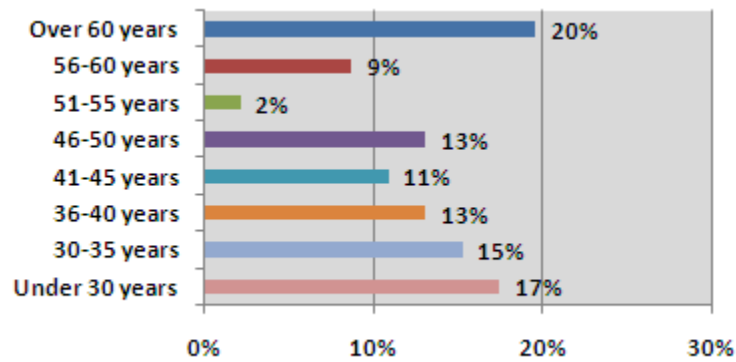
### Demographics

All demographic questions were asked as optional questions.

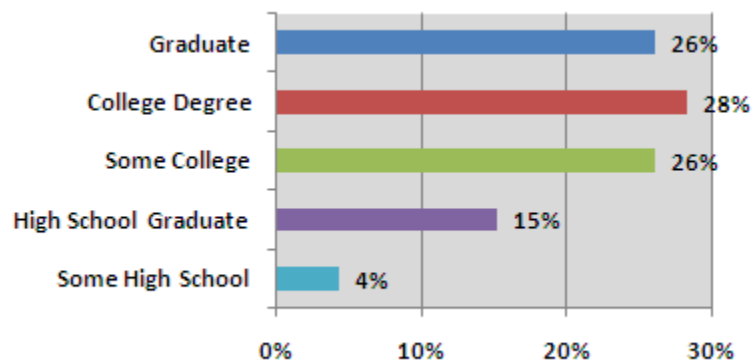
#### Gender



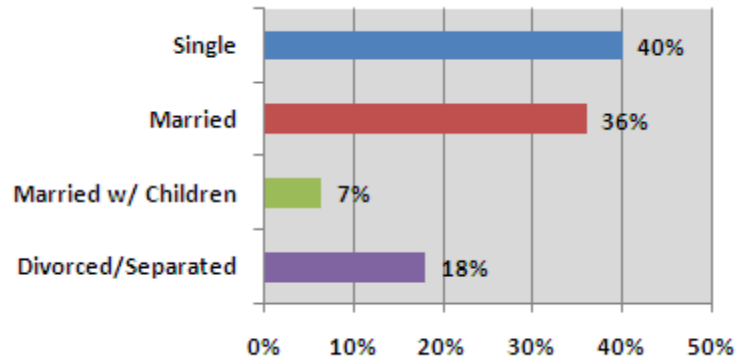
#### Age



#### Education Level

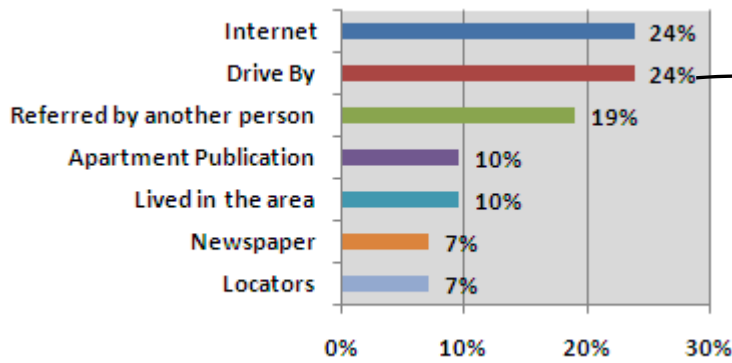


**Marital Status**



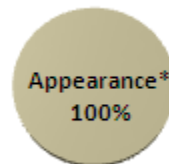
**Source of traffic**

Current residents were asked an open-ended question regarding how they heard about Lakeside Creek. The responses were then tabulated and separated into categories.



Sources Used: Apartment Guide, apartments.com, rent.com

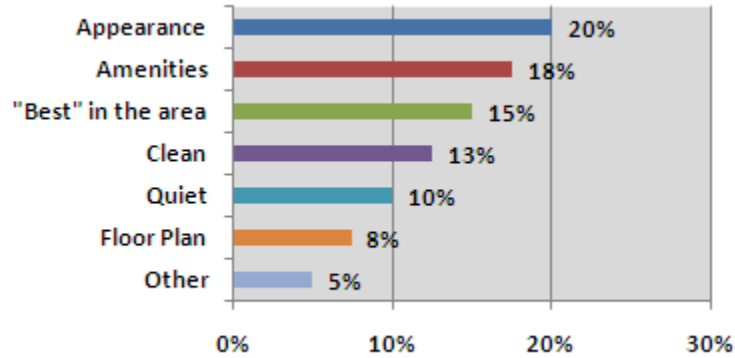
The residents who indicated that they drove by Lakeside Creek were asked the reason for driving into Lakeside Creek.



\*Well Maintained, Nice landscaping

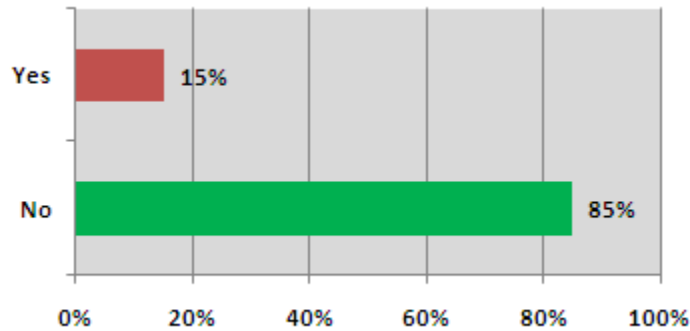
### Reasons for renting at the community

Reasons for renting at the community were asked as an open-ended question to obtain responses without any bias. The answers were then tabulated and separated into categories.



### Occurrence of disturbing incidents

Residents were asked if there were any disturbing incidents during their stay. This was an open ended question and the results were categorized and tabulated.

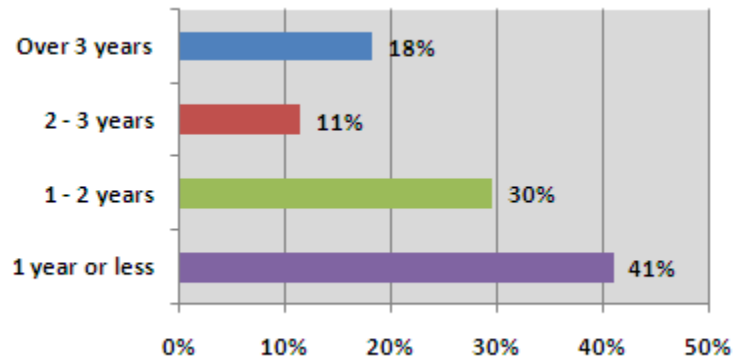


Turner Average for an answer of "No" is 58%

#### Comments:

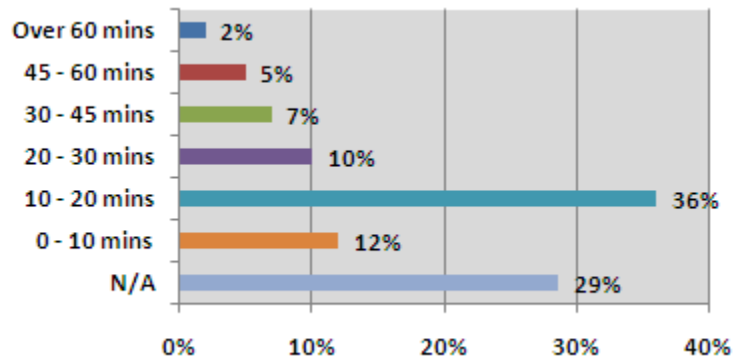
- A Bed bug infestation.
- Had some problems with management office.
- Residents leave their trash outside. People not picking up after their dogs.
- Stole CD's from car. Stole package that was delivered.
- Teenagers in car acting inappropriately.
- They charged me a lot of money for a carpet stain.

### Number of years at the community



*Average Number of years at Lakeside Creek: 2.05 years*  
Turner average for longevity at a property: 2.16 years

### Time to work

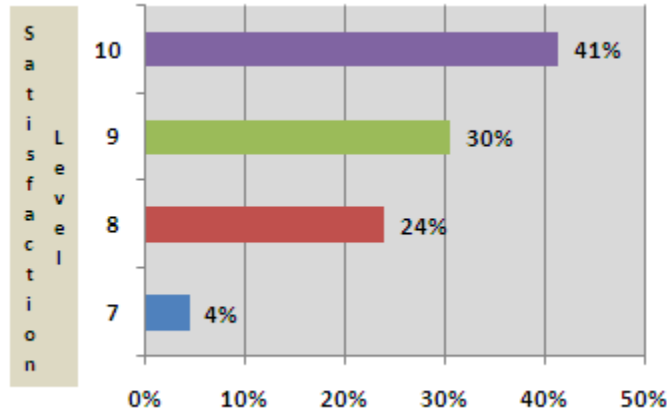


*Average time to work = 25.67 Minutes*  
Turner Average = 18.19 Minutes

### Satisfaction levels with various aspects of the community

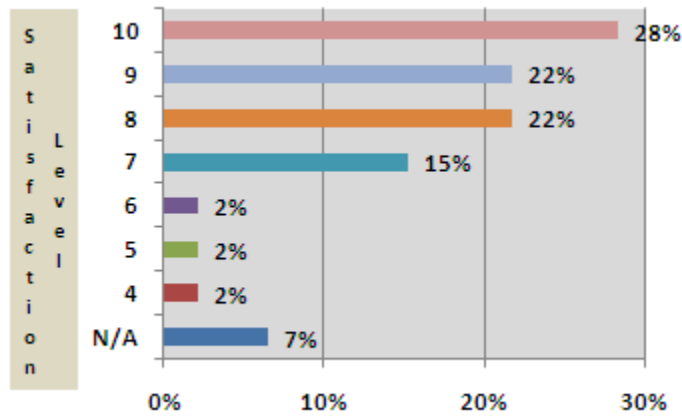
Residents were asked to rate various aspects of the community on a scale of 1 to 10 with 10 being the most satisfactory and 1 being the least satisfactory. They were also asked an open-ended question to identify any problems or suggestions for improvement of each aspect.

#### General condition of the apartment



Average Rating: 9.09

#### Response to maintenance requests

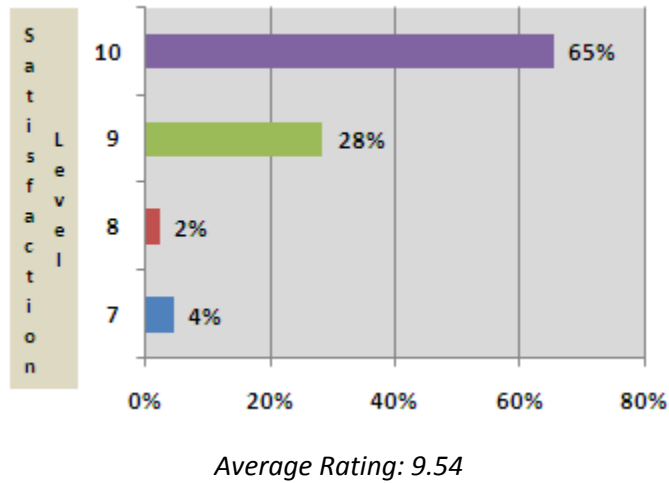


Average Rating: 8.47

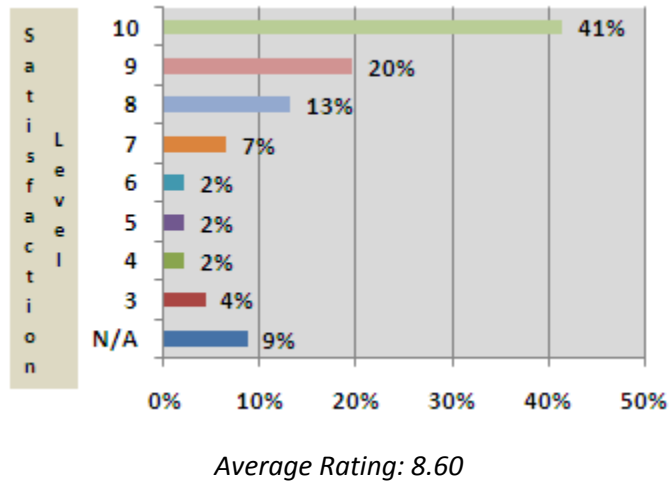
#### Verbatim Comments:

- Do call backs and complete work.
- Need to fix problem in a timely manner.
- Need more maintenance help.

### Upkeep of the grounds and landscaping



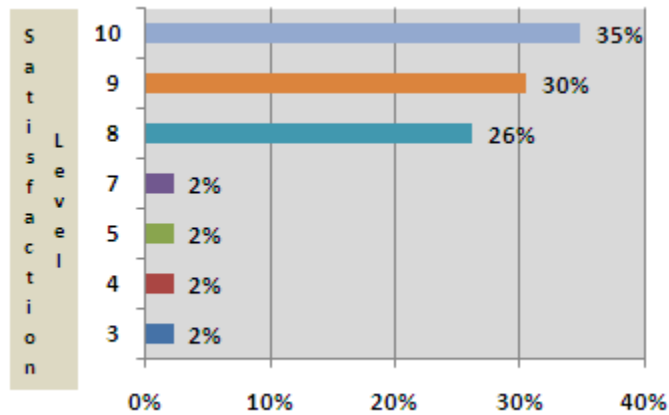
### Parking facilities



#### Verbatim Comments:

- *Assign parking spaces.*
- *Have assigned parking.*
- *Have construction people park on side of building.*
- *Need more spaces.*

### Security of the community

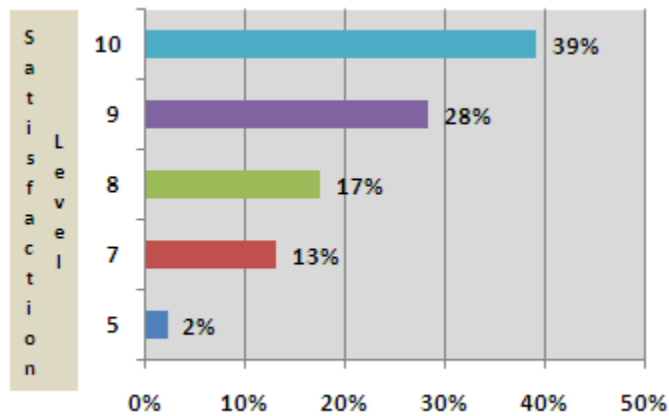


Average Rating: 8.72

Verbatim Comments:

- Fence, more security people.
- Have more security.
- Need better security.

### Quietness within the community

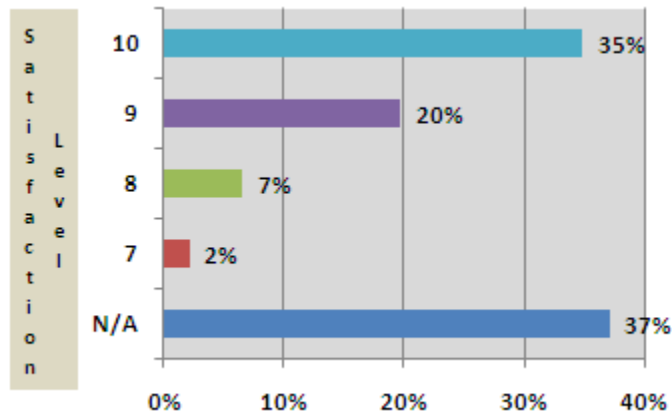


Average Rating: 8.87

Verbatim Comments:

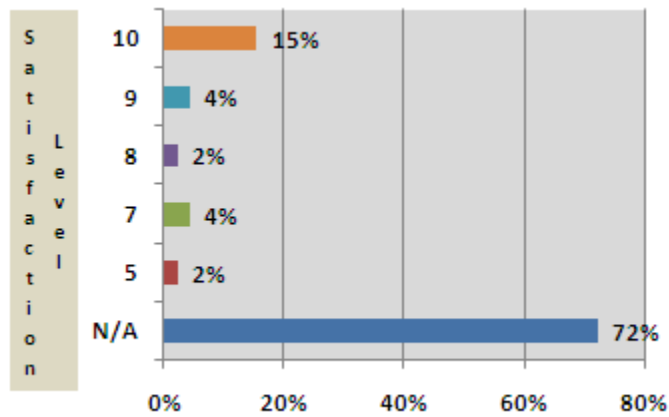
- My neighbor is noisy.

**Pool**



*Average Rating: 9.38*

**Tennis Courts**

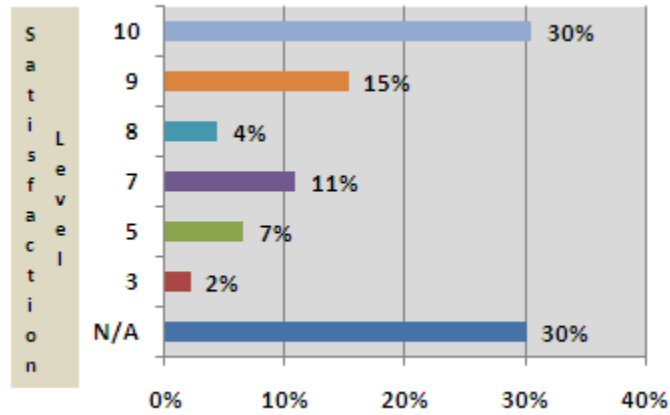


*Average Rating: 8.85*

**Verbatim Comments:**

- *Open earlier, close later. Lights for courts.*

### Workout facility

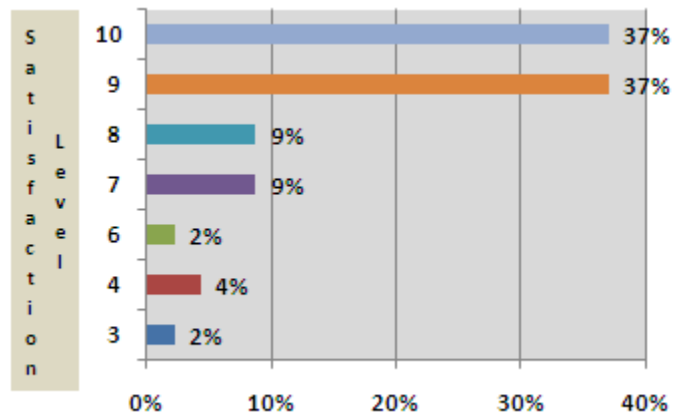


Average Rating: 8.50

#### Verbatim Comments:

- *Better equipment, bigger facility.*
- *Keep it clean.*
- *Need more equipment.*
- *Needs more weights.*

### Garbage removal

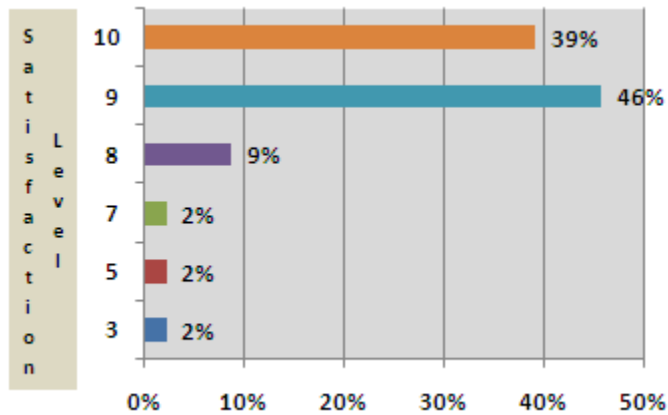


Average Rating: 8.70

#### Verbatim Comments:

- *Need to empty dumpsters more often.*
- *Need to recycle.*
- *Pick up dumpsters more often.*
- *Remove trash daily, also on weekends..*

**Utilities: water, electric and air conditioning**

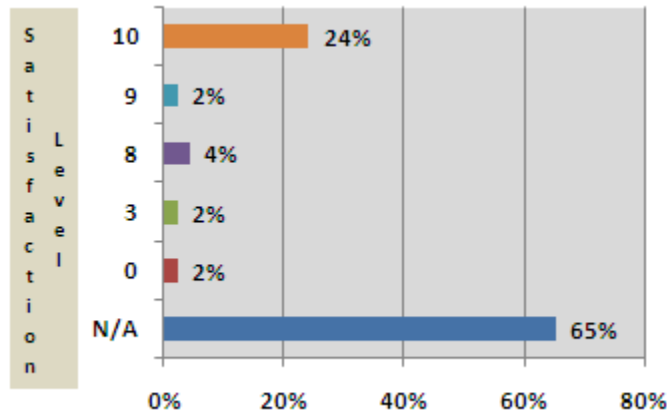


Average Rating: 9.04

Verbatim Comments:

- *Be more energy efficient.*
- *Bills are too high. No heat and it took long time to fix.*

**Emergency repairs**

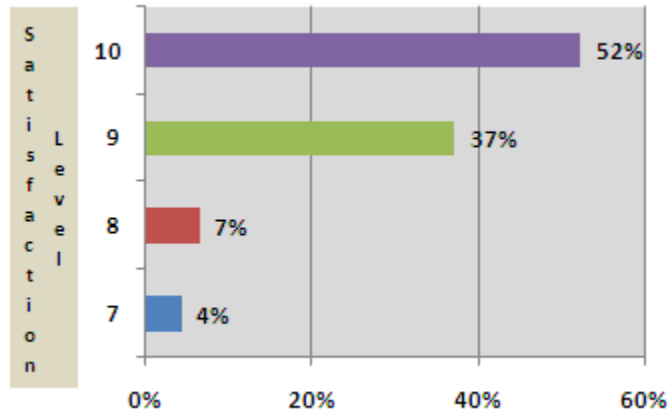


Average Rating: 8.60

Verbatim Comments:

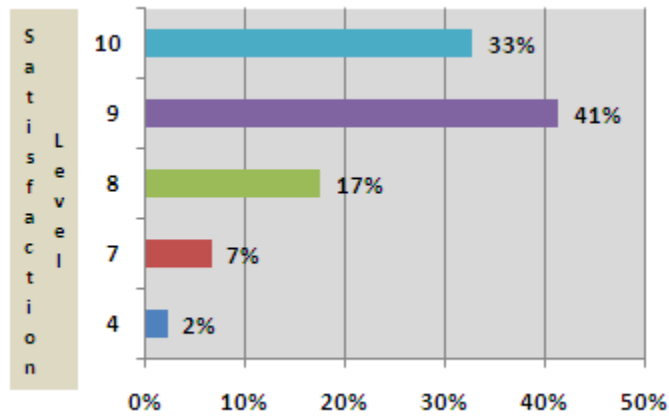
- *Never repaired.*
- *Took long time to fix problem.*

### Curb appeal and appearance of the community



Average Rating: 9.37

### Overall rating of the management

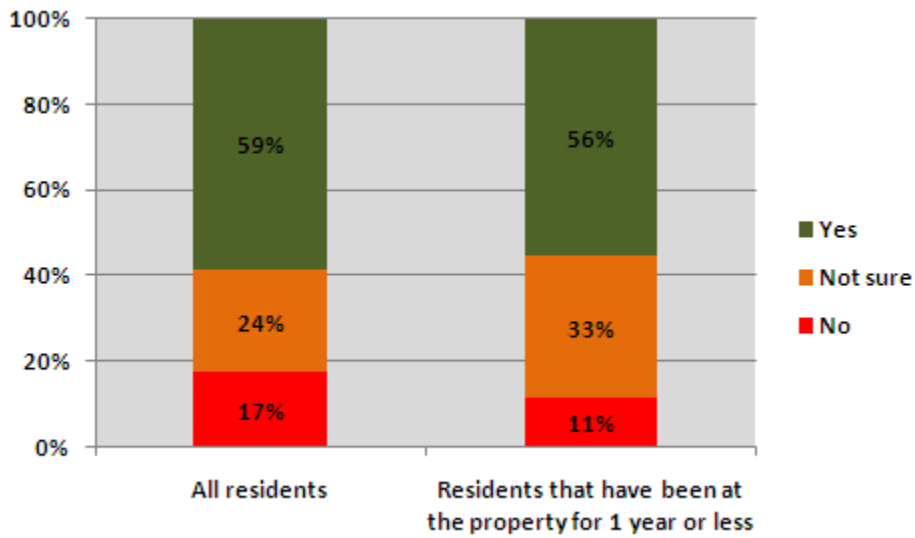


Average Rating: 8.91

**Would you refer friends/family to the community?**



**Will you renew your lease?**



Response	Reason
Yes	<ul style="list-style-type: none"> <li>- Close to work.</li> <li>- Convenience</li> <li>- Happy here.</li> <li>- I like it here.</li> <li>- I like my apartment.</li> <li>- I like the community.</li> <li>- If the price is right.</li> <li>- Just did.</li> <li>- Just renewed.</li> <li>- Like complex and area. Also price.</li> <li>- Like it here.</li> <li>- Like the community.</li> <li>- Nice area, I enjoy the apartment.</li> <li>- Not many choices because of age.</li> <li>- Overall satisfied.</li> <li>- Plan to stay one more year.</li> <li>- Totally satisfied.</li> <li>- Very satisfied. Just renewed.</li> </ul>

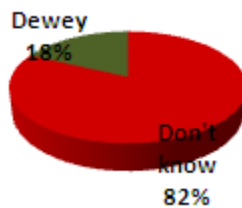
Response	Reason
No	<ul style="list-style-type: none"> <li>- Because I am paying more than market rate.</li> <li>- Buying a house.</li> <li>- Moving</li> <li>- Moving into a home.</li> <li>- Price getting too high.</li> <li>- Problems with management.</li> <li>- Too many problems.</li> <li>- Trying to buy a house.</li> </ul>
Not Sure	<ul style="list-style-type: none"> <li>- May have to move with job.</li> <li>- Only been here for a short time.</li> <li>- Quiet, clean, new apartments.</li> <li>- Thinking about buying a house.</li> </ul>

**Do you socialize with your neighbors?**



**Management Brand Name Recognition**

Residents were asked to name their management company for name recognition (branding) purposes.



*Note: It is not uncommon for the residents to not know the name of their management company.*

*Turner Average for awareness of the management company: 31%*

### **What do you like best about Lakeside Creek?**

This was an open-ended question asking the residents what they liked best about the community.

Verbatim Comments:

- *Amenities*
- *Amenities and landscaping.*
- *Apartment*
- *Apartment itself*
- *Apartment layout.*
- *Be more responsive to residents that have been living in community for years.*
- *Clean property, nice.*
- *Clean, landscape.*
- *Community itself.*
- *Continental Breakfast*
- *Convenient location*
- *Good community.*
- *Layout of apartment, amenities*
- *Letting my children play outside.*
- *Monthly get together.*
- *My apartment and its location.*
- *Office staff*
- *Overall experience*
- *Overall good experience.*
- *Peaceful*
- *People, security*
- *Quality of the apartments.*
- *Quiet*
- *Quiet, kept up.*
- *Quiet, landscape.*
- *Quiet, nice apartment*
- *Quiet, privacy*
- *Quiet, security and management.*
- *Security and community*
- *The apartment community.*
- *The apartment itself, peaceful*
- *The apartment itself.*
- *Tranquility*

### **Suggestions for the management to make the community a better place**

This was an open-ended question asking the residents for suggestions on making the community a better place to live.

- *Assign parking spaces.*
- *Do a better job with the business office. Train office personnel. Barbecue grills are a great idea.*
- *Fix computers not working in business center. Also internet down quite often.*
- *Have children supervised in summer.*
- *Have neighbors curb their dogs.*
- *Keep residents informed with call backs.*
- *Keep the pool open longer a couple of nights a week.*
- *Keep the rule about dogs 35 lbs and under.*
- *Less noise*
- *Lower the rent.*
- *Need drive around security at night.*
- *Put benches under trees by fountains.*
- *Put covering over picnic tables.*
- *Recycle trash and better apartment rates.*
- *Take care of the parking problem.*