HOT SPRINGS VILLAGE
Arkansas

2013 New Resident Survey Results
New Resident Survey Overview

Each year Hot Springs Village surveys members who have moved to the Village throughout the year. Surveys are mailed to all new residents and compiled online. In 2013, a total of 211 new residents responded to the survey.

Respondent profile

Of those who responded, 50 percent were men and the remaining 49 percent were women. More than 50 percent of respondents were 65 and older with another 29 percent between the ages of 40 and 54. Fifty-one percent of respondents owned property for less than one year before moving to Hot Springs Village and another 35 percent did not own property before purchasing a home in the Village.

Employment profile

Eighty-five percent of men and 76 percent of women indicated they would not seek employment in the area.
Friends, relatives a major influence for new residents

Fifty-nine percent of new residents indicated they chose to move to Hot Springs Village because of the influence of friends and relatives. The Internet (15 percent) and Cooper/HSV promotions (8 percent) were also influential to new residents.

Home to Hot Springs Village

From Peachtree, Ga., to Los Angeles, Calif., new residents chose to move across the nation to call Hot Springs Village home.
Cost of Living, Beauty, Top Reasons New Residents Choose HSV

Survey respondents listed many reasons they chose to move to Hot Springs Village over other destinations. The top reasons include:

Quality of life, security important

Respondents listed quality of life and gated community/security as the most attractive and important influences in making the decision to move to Hot Springs Village. Cost of living, recreational facilities, and natural beauty were also high on the list.

**TOP 10 MOST ATTRACTIVE AND IMPORTANT INFLUENCES**

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<td>Gated Community/Security</td>
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<td>Quality of Life</td>
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<td>Cost of Living</td>
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<td>Churches</td>
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**Top Reasons - Men**
1. Quality of Life
2. Gated Community/Security
3. Cost of Living
4. Natural Beauty
5. Recreational Facilities
6. Temperate Climate
7. Friends, Relatives, People Living
8. Geographic Location
9. Cost of Recreation
10. Churches
11. Cultural Facilities
12. Medical Facilities
13. Investment Potential

**Top Reasons - Women**
1. Gated Community/Security
2. Quality of Life
3. Cost of Living
4. Recreational Facilities
5. Temperate Climate
6. Natural Beauty
7. Friends, Relatives, People Living
8. Geographic Location
9. Churches
10. Cultural Facilities
11. Cost of Recreation
12. Medical Facilities
13. Investment Potential
Outdoor amenities important to new residents

Lakes, walking trails and golf topped amenities new residents find important personally in Hot Springs Village. Other top amenities include the fitness center, churches, performing arts center and the community center.

**TOP 10 AMENITIES**

1. Lakes
2. Walking Trails
3. Golf
4. Fitness Center
5. Churches
6. Performing Arts Center
7. Community Center
8. Restaurants
9. Family Recreation Area
10. Shopping

**Top Amenities - Women**
1. Lakes
2. Walking Trails
3. Churches
4. Fitness Center
5. Golf
6. Performing Arts Center
7. Community Center
8. Family Recreation Area
9. Shopping
10. Outdoor Pool
11. Restaurants
12. Library
13. Tennis Center
14. Lawn Bowling
15. Bocce Ball

**Top Amenities - Men**
1. Lakes
2. Golf
3. Walking Trails
4. Fitness Center
5. Performing Arts Center
6. Churches
7. Restaurants
8. Community Center
9. Library
10. Family Recreation Area
11. Shopping
12. Tennis Center
13. Outdoor Pool
14. Bocce Ball
15. Lawn Bowling
More than one-third of new residents walk trails

About 35 percent of new residents indicated they walk on HSV trails with DeSoto Multipurpose Trail, Lake Balboa Spillway Trail and DeSoto Park Nature Trail topping the list of most walked trails.

1. DeSoto Multipurpose Trail
2. Lake Balboa Spillway Trail
3. DeSoto Park Nature Trail
4. DeSoto Marina Multipurpose Trail
5. Hernando Trail
6. DeSoto Park Spillway Trail
7. Lake Coronado Boat Ramp Trail
8. Cedar Creek Nature Trail
9. Magellan Beaver Dam Trail
10. Sonora, Emperado, Calella Multipurpose Trail
New Residents Shop Local

Fifty-eight percent of new residents shop in the Hot Springs Village area and 34 percent make the trek to Hot Springs.

Medical Attention

About 53 percent of new residents go to the doctor in the Hot Springs Village area, and 30 percent go to Hot Springs for medical attention.
New residents listed a variety of new amenities and other items of importance they would like to see offered in Hot Springs Village. These included centrally-located shopping and restaurants, diverse fitness options such as better biking trails and a fitness center located near the East Gate, free wifi at Village facilities and better medical offerings.