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 2014, a total of 206 new residents responded to the survey.

Respondent profile

Of those who responded, 51.2 percent were men and the remaining 48.8 percent were women. More than 59.7 percent of respondents were 65 and older, 40.3 percent were between the ages of 55 to 64, and another 11.9 percent between the ages of 40 and 54. Forty percent of respondents owned property before moving to Hot Springs Village and another 40 percent did not own property before purchasing a home in the Village.

Employment profile

Eighty-five percent of men and 90 percent of women indicated they would not seek employment in the area.
The majority of new residents learned of Hot Springs Village through friends or relatives

Fifty-seven percent of new residents indicated they chose to move to Hot Springs Village because of the influence of friends and relatives. The Internet (22.3 percent) and Cooper/HSV promotions (8.8 percent) were also influential to new residents.

Home to Hot Springs Village

From Dubai to Santa Rosa, Calif., new residents chose to move across the Atlantic and across the nation to call Hot Springs Village home.
Quality of Life, Natural Beauty and Gated Community, 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:

(1) Quality of Life, (2) Natural Beauty/Gated Community, (3) Cost of Living, (4) Recreation Facilities, (5) Friends/Relatives (6) Geographic Location, (7) Temperate Climate, (8) Cost of Recreation, (9) Churches, and (10) Cultural and Medical Facilities
Quality of life, security important

Respondents listed Quality of Life and Natural Beauty/Gated Community as the most attractive and important influences in making the decision to move to Hot Springs Village. Cost of living, recreational facilities, and friend and relatives were also high on the list.

**TOP 10 MOST ATTRACTIVE AND IMPORTANT INFLUENCES**

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

**Top Reasons - Women**
1. Natural Beauty
2. Quality of Life
1, E_rch Anik k sl ghwQas agw
2. Anor ndj dig e
5. Pcapc_rgh J D agjgjcq
6. E cnep nf gj na_rgh
7. Friends, Relatives, People
6. Rck ncp rc Ajjk _rc
9. *Cost of Recreation
9. *Churches
11. Medical Facilities
12. Cultural Facilities
13. Investment Potential

*Tie*
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.

<table>
<thead>
<tr>
<th>TOP 10 AMENITIES</th>
<th>Top Amenities - Women</th>
<th>Top Amenities - Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Lakes</td>
<td>1. Lakes</td>
<td>1. Lakes</td>
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<tr>
<td>2. Walking Trails</td>
<td>2. Fitness Center and Walking Trails</td>
<td>2. Golf</td>
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<tr>
<td>4. Fitness Center</td>
<td>4. Performing Arts Center</td>
<td>4. Fitness Center</td>
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<tr>
<td>5. Churches</td>
<td>5. Golf</td>
<td>5. Restaurants</td>
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<tr>
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<td>11. Family Recreation Area</td>
<td>11. Tennis Center</td>
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<td>12. Tennis Center</td>
<td>12. Lawn Bowling</td>
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More than forty percent of new residents walk trails weekly

About 22 percent of new residents walk trails daily, 47.1 percent walk trails weekly and 30% walk trails on a monthly basis. DeSoto Multipurpose Trail, Cedar Creek Trail and Hernando Trail top the list of most walked trails.

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

Over fifty-nine percent of new residents shop in the Hot Springs Village area while 31.9 percent travel to Hot Springs.

Medical Attention

About 46 percent of new residents go to the doctor in the Hot Springs Village area while 41.7 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 more retail shopping and restaurants, a movie theater, arts and crafts classes a dog park located near the East Gate, improved internet services and better access to medical services.