



# PHRA – Survey Shareholder Response Overview

SEPTEMBER 7, 2021

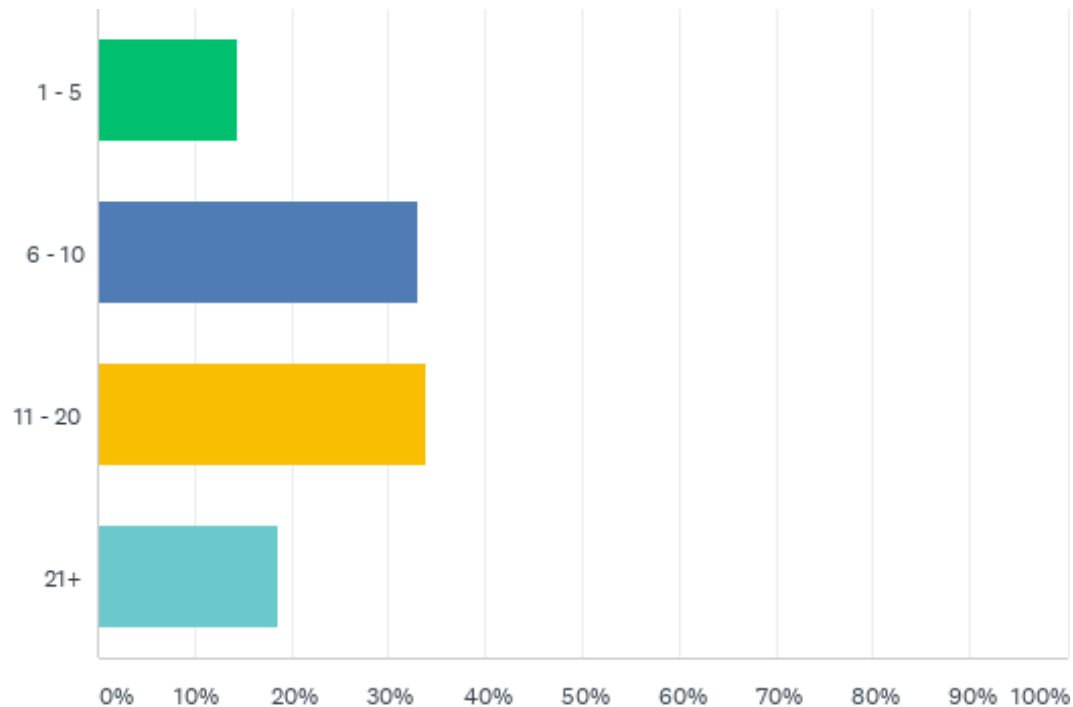
# Free Text Suggestions

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- **Food** – Snack bar, vending machines, food trucks, improved refrigerator for member use, ice machine
- **Social events** – Movie night, potluck dinners, water aerobics, crab feast, BBQ, float night, silent auction
- **Lap lanes** – better reservation system, earlier options during summer, more available lanes
- **Check-in** – Technology instead of paper sign-in
- **Upkeep** – Picnic table replacement, heaters, playground (improve), volleyball area
- **Clubhouse** - Year-round use
- **Allow alcohol** - on premises
- **Club times** – Open earlier than 11am on weekends
- **Mosquito control**
- **Second pool**
- **Club house** – Clean, improve and enlarge “sad and depressing”
- **Bath house** – Upgrade/remodel, improvement and upkeep for cleanliness
- **Overall upkeep of club** – clean of deck, pick up trash, vacuum pool
- **Dues increase** – Need more information about what this funding would be used for, how much, etc.
- **More shares offered** – Pool does not seem crowded

### Q3: How many total years have you been a member of PHRA (includes any kind of member - Shareholder/Renter/Honorary)

Answered: 209 Skipped: 0



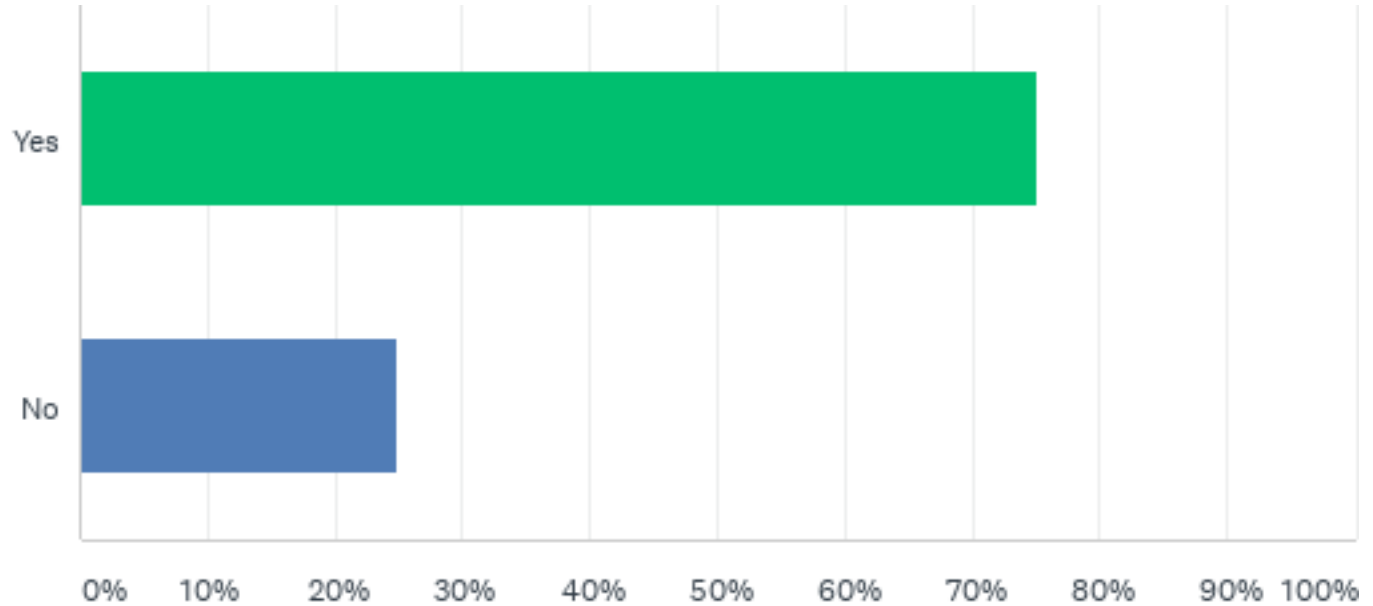
### Q3: How many total years have you been a member of PHRA (includes any kind of member - Shareholder/Renter/Honorary)

Answered: 209 Skipped: 0

ANSWER CHOICES	RESPONSES	
1 - 5	14.35%	30
6 - 10	33.01%	69
11 - 20	33.97%	71
21+	18.66%	39
TOTAL		209

## Q4: Do you have dependents living at home that use any part of PHRA's amenities?

Answered: 209 Skipped: 0



## Q4: Do you have dependents living at home that use any part of PHRA's amenities?

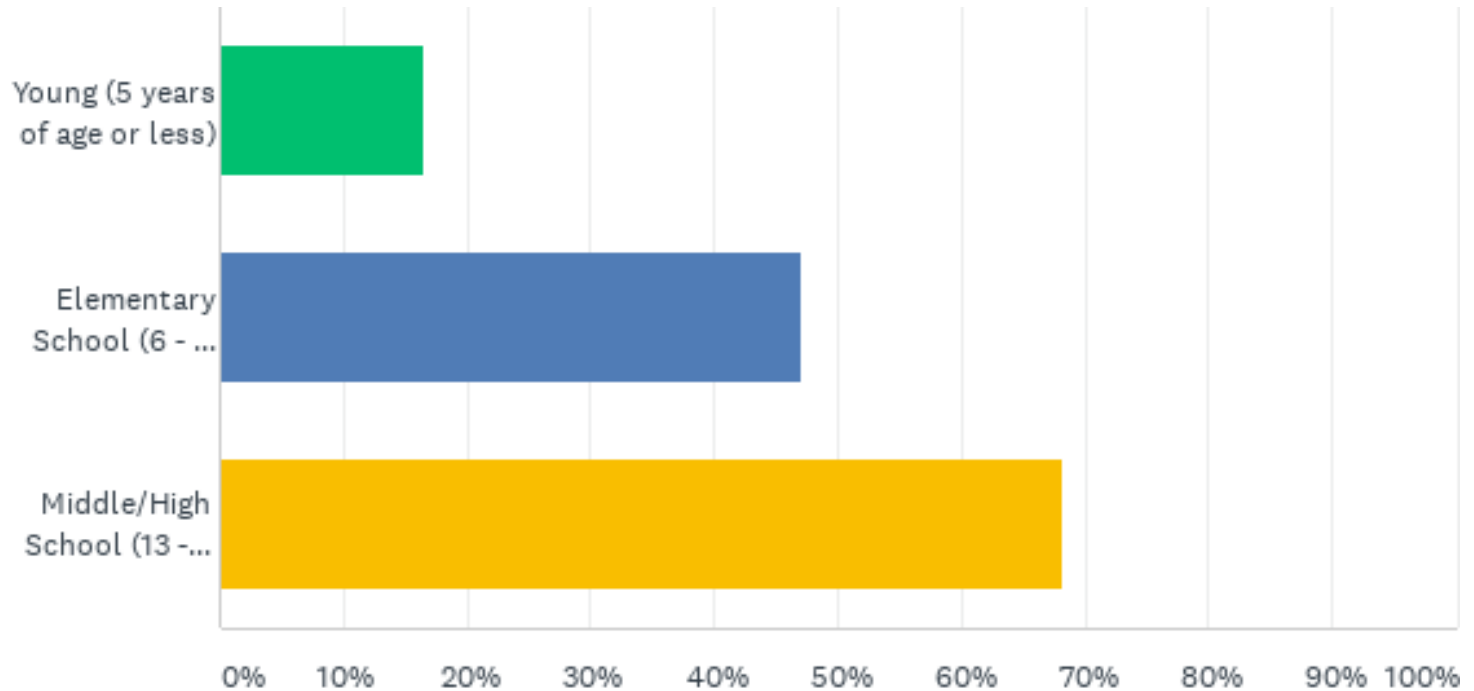
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Answered: 209 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	75.12%	157
No	24.88%	52
TOTAL		209

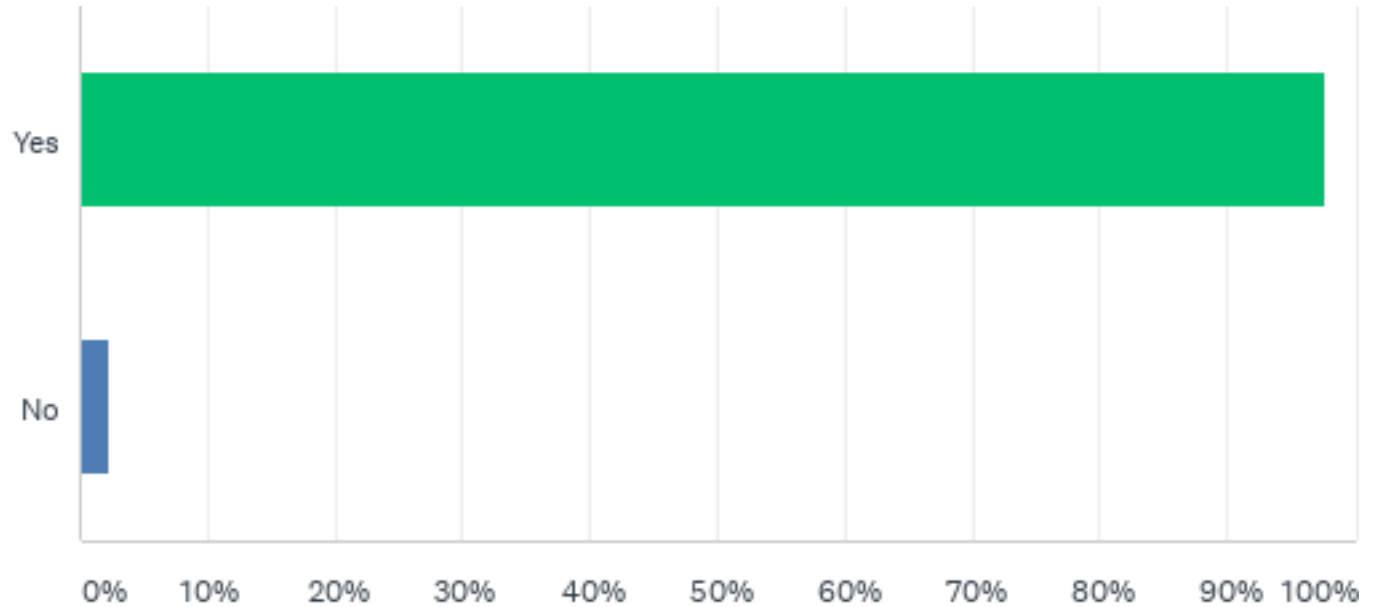
## Q6: How old are your dependents (check all that apply)

Answered: 157 Skipped: 52



## Q7: Do you and/or your family members use the pool facilities?

Answered: 208 Skipped: 1





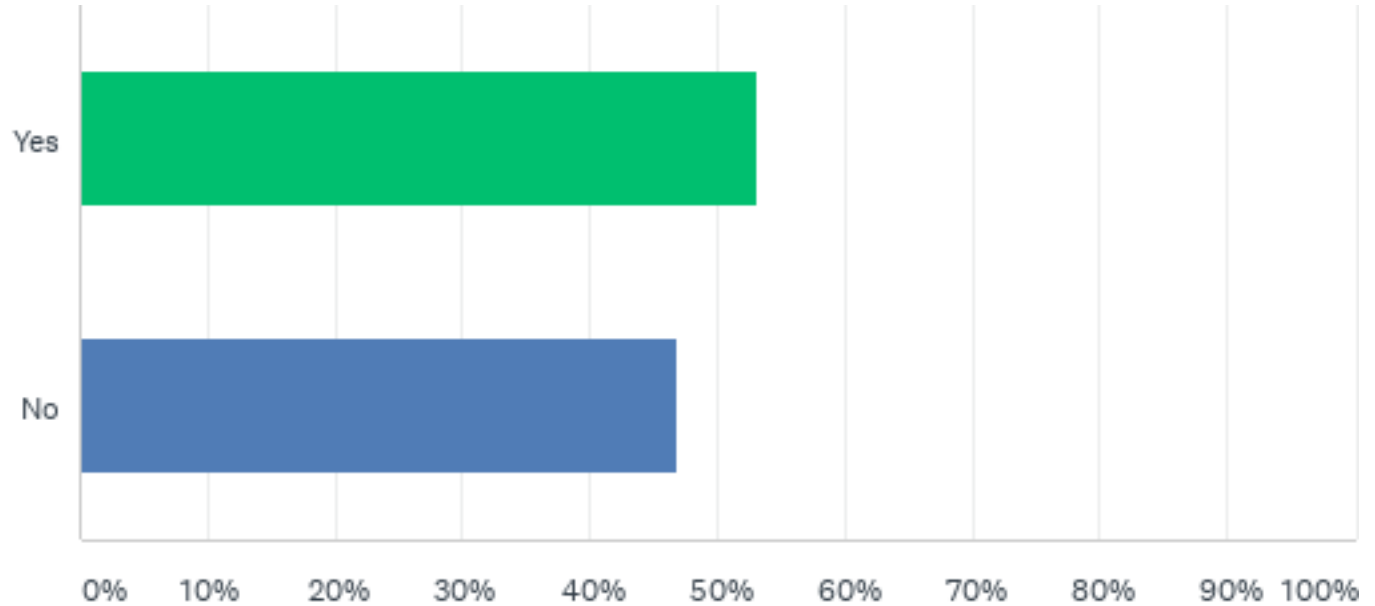
## Q8: How often do you use the pool facilities?

Answered: 202 Skipped: 7

ANSWER CHOICES	RESPONSES	
Very Frequently (greater than or equal to 12 times/month on average)	27.23%	55
Frequently (7 - 11 times/month on average)	30.20%	61
Occasionally (2 - 6 times/month on average)	32.18%	65
Rarely (1 time or less/month on average)	10.40%	21
TOTAL		202

## Q9: Do you and/or your family members use the tennis facilities?

Answered: 207 Skipped: 2



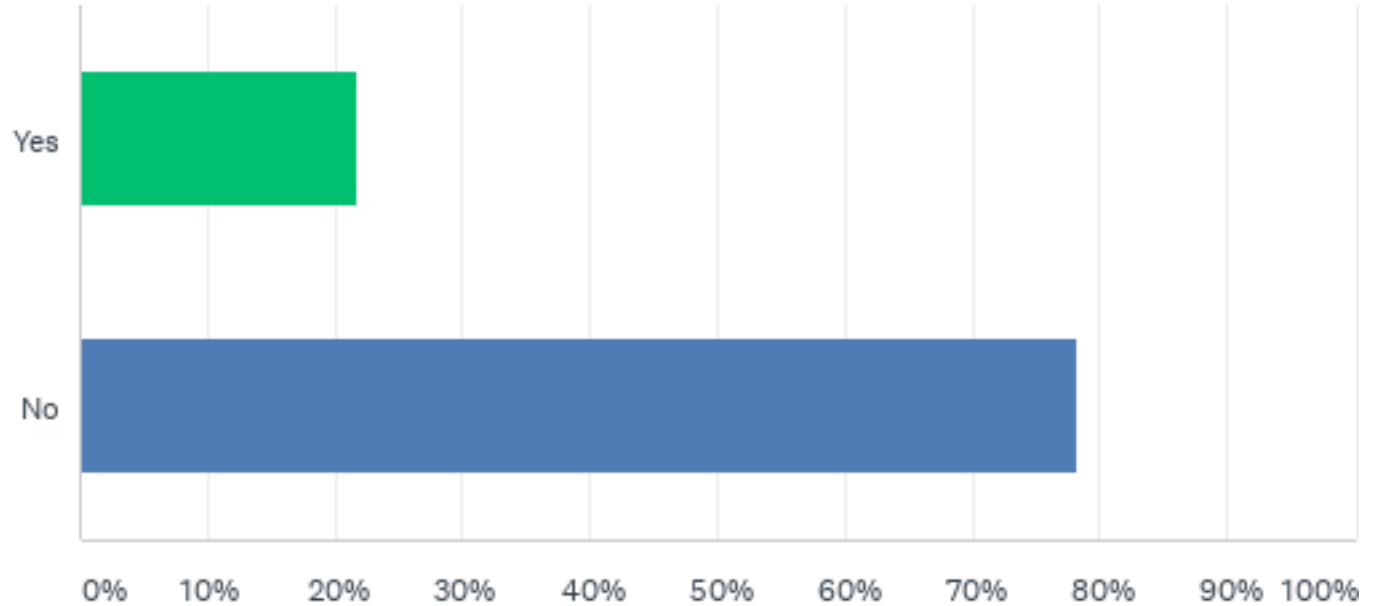
## Q10: How often do you and/or your family members use the tennis facilities?

Answered: 111 Skipped: 98

ANSWER CHOICES	RESPONSES	
Very Frequently (greater than or equal to 8 times/month on average)	13.51%	15
Frequently (7 - 11 times/month on average)	11.71%	13
Occasionally (2 - 6 times/month on average)	49.55%	55
Rarely (1 time or less/month on average)	25.23%	28
TOTAL		111

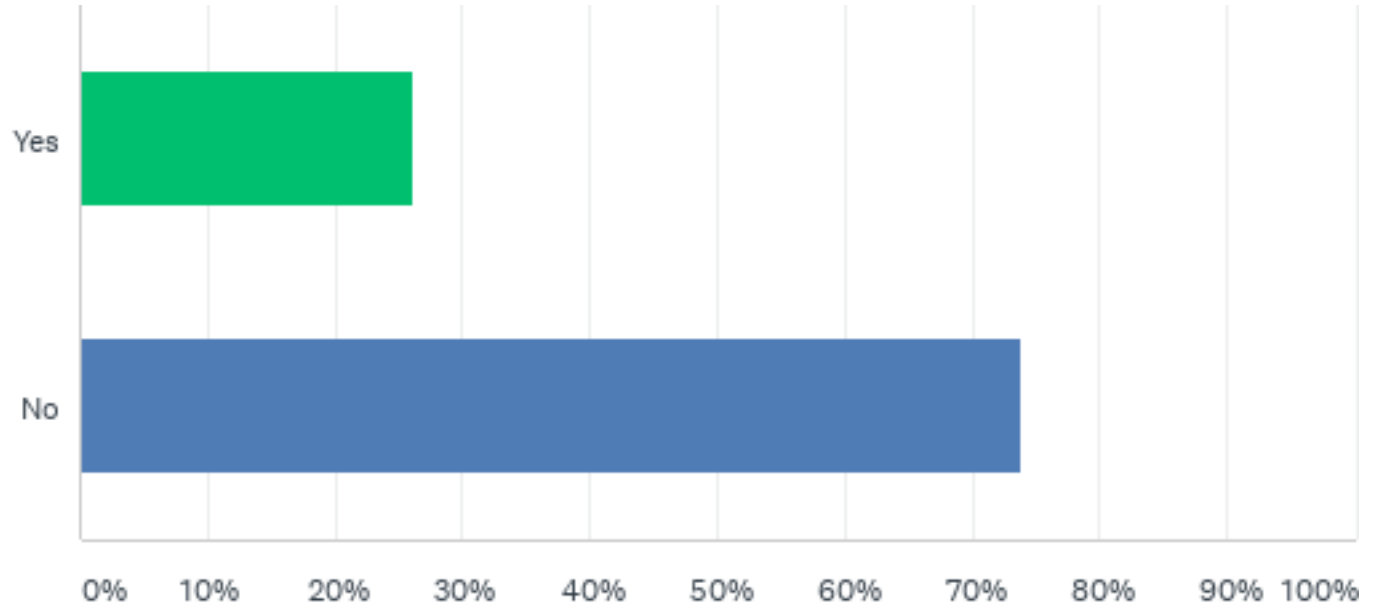
# Q11: Do you and/or your family participate in swim team activities?

Answered: 207 Skipped: 2



## Q12: Do you and/or your family participate in the tennis program (adult or youth)?

Answered: 207 Skipped: 2



## Q13: How important are the following areas of PHRA operation?

Answered: 207 Skipped: 2

	NOT IMPORTANT	SLIGHTLY IMPORTANT	MODERATELY IMPORTANT	IMPORTANT	VERY IMPORTANT	TOTAL
Swimming Pools	0.48% 1	0.00% 0	0.00% 0	10.63% 22	88.89% 184	207
Tennis Courts	13.11% 27	11.65% 24	16.50% 34	26.21% 54	32.52% 67	206
Basketball Court	33.33% 68	24.51% 50	22.55% 46	13.24% 27	6.37% 13	204
Volleyball Court	33.01% 68	26.21% 54	19.90% 41	13.59% 28	7.28% 15	206
Parking Lot	12.81% 26	10.34% 21	21.18% 43	26.60% 54	29.06% 59	203
Grounds Walkways (e.g., trails through the woods behind the pool)	10.19% 21	12.62% 26	22.82% 47	25.73% 53	28.64% 59	206
Grass Field/Overflow Parking Area	15.94% 33	14.49% 30	31.88% 66	23.67% 49	14.01% 29	207

# Q14: How satisfied are you with the state of maintenance of the following facilities/areas of PHRA operation?

Answered: 207 Skipped: 2

	NOT SATISFIED	SLIGHTLY SATISFIED	MODERATELY SATISFIED	SATISFIED	VERY SATISFIED	NOT APPLICABLE	TOTAL
Swimming Pools and Surrounding Area	5.80% 12	5.31% 11	7.73% 16	47.83% 99	31.40% 65	1.93% 4	207
Tennis Courts and Surrounding Area	0.48% 1	2.90% 6	7.73% 16	38.16% 79	30.43% 63	20.29% 42	207
Bath House	14.15% 29	13.66% 28	23.90% 49	37.56% 77	7.32% 15	3.41% 7	205
Basketball Court	2.43% 5	5.83% 12	10.68% 22	33.01% 68	7.28% 15	40.78% 84	206
Volleyball Court	5.91% 12	6.40% 13	10.84% 22	31.53% 64	7.88% 16	37.44% 76	203
Parking Lot	3.88% 8	5.34% 11	20.39% 42	50.97% 105	11.17% 23	8.25% 17	206
Grounds Walkways (e.g., trails through the woods behind the pool)	1.46% 3	4.88% 10	9.27% 19	44.39% 91	29.27% 60	10.73% 22	205
Grass Field/Overflow Parking Area	2.49% 5	4.98% 10	14.43% 29	48.76% 98	14.93% 30	14.43% 29	201

## Q15: Please select family-friendly items of interest.

Answered: 206 Skipped: 3

ANSWER CHOICES	RESPONSES	
Fall Fest (scavenger hunt, games)	39.32%	81
Spring Fest (Egg hunt, scavenger hunt, games)	33.98%	70
Bingo Night	26.21%	54
Family or Age-grouped Volleyball Tournaments	20.39%	42
Family or Age-grouped Basketball Tournaments	14.56%	30
Cornhole Tournaments	30.58%	63
I am not interested in any of these items of interest	42.23%	87
Total Respondents: 206		



## Q16: Please select adult items of interests.

Answered: 206 Skipped: 3

ANSWER CHOICES	RESPONSES	
Socials	60.19%	124
Evening Card Games	19.90%	41
Trivia Night	34.47%	71
Cornhole Tournament	29.61%	61
I am not interested in any of these items of interest	31.55%	65
Total Respondents: 206		

## Q18: Please indicate your general posture on facility improvements by selecting all that apply.

Answered: 205 Skipped: 4

ANSWER CHOICES	RESPONSES
I am not interested in significant or long-term improvements to the PHRA association that would require and significant funding. I prefer to see the Board concentrate on maintaining the existing facility and grounds with regularly-scheduled maintenance improvements.	40.49% 83
I am interested in significant or long-term improvements to the PHRA association.	60.00% 123
Total Respondents: 205	

## Q19: Please indicate your general posture on the following.

Answered: 205 Skipped: 4

	NOT INTERESTED	SLIGHTLY INTERESTED	MODERATELY INTERESTED	INTERESTED	VERY INTERESTED	TOTAL
A clubhouse with a year-round capability and all necessary bath house facilities.	35.12% 72	14.15% 29	13.66% 28	17.56% 36	19.51% 40	205

## Q20: Please indicate your general posture on the following.

Answered: 205 Skipped: 4

	NOT INTERESTED	SLIGHTLY INTERESTED	MODERATELY INTERESTED	INTERESTED	VERY INTERESTED	TOTAL
Bubble the pool in the off-season/cooler months to expand access during the entire year.	36.59% 75	15.12% 31	16.59% 34	14.15% 29	17.56% 36	205

## Q21: Please indicate your general posture on the following.

Answered: 205 Skipped: 4

	NOT INTERESTED	SLIGHTLY INTERESTED	MODERATELY INTERESTED	INTERESTED	VERY INTERESTED	TOTAL
Add shade coverage to the raised deck behind the baby pool and access steps to baby pool area.	34.63% 71	22.44% 46	17.56% 36	17.56% 36	7.80% 16	205

## Q22: Please indicate your general posture on the following.

Answered: 205 Skipped: 4

	NOT INTERESTED	SLIGHTLY INTERESTED	MODERATELY INTERESTED	INTERESTED	VERY INTERESTED	TOTAL
Add a separate lap lane pool.	31.71% 65	13.17% 27	17.56% 36	17.56% 36	20.00% 41	205

## Q23: Please indicate your general posture on the following.

Answered: 205 Skipped: 4

	NOT INTERESTED	SLIGHTLY INTERESTED	MODERATELY INTERESTED	INTERESTED	VERY INTERESTED	TOTAL
Expand baby pool area with possible enhancements such as a beach front type wading area with sprinklers, fountains, etc.	48.78% 100	23.41% 48	14.63% 30	8.78% 18	4.39% 9	205

## Q24: Please indicate your general posture on the following.

Answered: 204 Skipped: 5

	NOT INTERESTED	SLIGHTLY INTERESTED	MODERATELY INTERESTED	INTERESTED	VERY INTERESTED	TOTAL
An increase in membership dues to help fund major projects.	34.31% 70	25.00% 51	20.10% 41	15.69% 32	4.90% 10	204



## Q25: Please indicate your general posture on the following.

Answered: 204 Skipped: 5

	NOT INTERESTED	SLIGHTLY INTERESTED	MODERATELY INTERESTED	INTERESTED	VERY INTERESTED	TOTAL
A one-time assessment to fund capital improvement projects.	39.22% 80	22.55% 46	20.10% 41	16.18% 33	1.96% 4	204

## Q26: Please indicate your general posture on the following.

Answered: 204 Skipped: 5

	NOT INTERESTED	SLIGHTLY INTERESTED	MODERATELY INTERESTED	INTERESTED	VERY INTERESTED	TOTAL
PHRA obtaining a loan to fund major projects.	29.41% 60	22.55% 46	22.06% 45	19.12% 39	6.86% 14	204

## Q27: Please indicate your general posture on the following.

Answered: 204 Skipped: 5

	NOT INTERESTED	SLIGHTLY INTERESTED	MODERATELY INTERESTED	INTERESTED	VERY INTERESTED	TOTAL
PHRA selling more shares (currently limited to 500 as documented in PHRA bylaws) to fund major projects.	42.16% 86	14.22% 29	15.69% 32	19.61% 40	8.33% 17	204

## Q29: Please provide your thoughts regarding maintaining higher reserves.

Answered: 203 Skipped: 6

ANSWER CHOICES	RESPONSES	
No, maintain current level	40.39%	82
Increase reserve account to \$175,000	13.79%	28
Increase reserve account to \$200,000	31.53%	64
Increase reserve account to \$225,000	2.46%	5
Increase reserve account to \$250,000	11.82%	24
<b>TOTAL</b>		<b>203</b>