

## Village of North Palm Beach Resident Survey Summary of Key Findings January 27, 2015

### Background/Methodology

The Village of North Palm Beach conducted a survey of Village residents regarding the North Palm Beach Country Club (NPBCC). TWTW Companies, an independent market research company based in North Palm Beach was hired to draft and oversee the administration of the study. The purpose of this survey was to collect the opinions of residents regarding current usage and proposed changes to the NPBCC.

The survey was being conducted online between December 1, 2015 and January 15, 2016. Residents were invited to participate in the survey via banners throughout the Village, post cards directly mailed to all residents, emails to those who have participated in recreational events, the Village Newsletter, and business cards passed out at various Village locations and events. A total of 856 residents completed the survey. The final data reported herein has been weighted on the age variable to more accurately represent the true age distribution of adult residents of the Village of North Palm Beach. The margin of error for the N=856 sample is  $\pm 3.3$  percentage points at the 95% level of confidence.

### Summary

The survey of Village residents indicates that the majority of residents are using the Country Club, but what they use it for and how frequently they use it depends on their age, whether they have children at home and whether they are full or part-time resident. Most residents do not eat at the NPBCC restaurant with any frequency primarily because they don't care for the atmosphere and there are better alternatives in the area. By far, the top change that could be made to attract more people to the restaurant is improving the internal look and feel. This, along with the addition of new and enhanced amenities, could help make the NPBCC a more relevant and utilized aspect of the Village community.

### Key Findings

#### *Country Club Usage:*

- The majority (74%) of respondents have patronized the NPBCC within the past year. Not surprisingly, those who live closest to the Club are the most likely to use it: 76.5% of those east of US1 and 75% of those west of US1 and north of Lighthouse have visited in the past year. Those who live west of Prosperity Farms Road are the least likely to use the Club, with 59% saying they have visited in the past year. The main reason residents west of Prosperity do not visit the Club more often is because they say they do not have a need for the amenities offered. Younger residents, those who are under the age of 35, are also less likely to use the NPBCC (61% have gone to the Club in the past year).

*Amenities:*

- The top amenities used by residents are the golf course/driving range and the pool, but the usage of these amenities varies by age, residency and household composition. Whereas those who have children under age 18 living at home are most likely to use the pool (72%) or attend special events at the Club (67%), part-time residents (73%) and residents who are age 65 or over (52%) are most likely to use the golf course and driving range.
- Respondents were presented with a number of potential new amenities that could be offered at the NPBCC in the future and asked how important each was in influencing them to come to the Club more often. Overall, the concept of a casual restaurant near the pool and a more formal restaurant in the clubhouse, resurfacing the pool deck and adding more shaded areas, and offering more social events such as trivia nights, parents night out, happy hour, movie night, etc. were the most desired new amenities. Not surprisingly, respondents who have children at home place higher importance on amenities dealing with the pool and geared toward families. (See table below.)

***Importance of Potential New Amenities***  
*(Showing % who said “very” or “somewhat” important)*

	All respondents	Kids under 18 at home
Casual restaurant near pool & more formal restaurant in clubhouse	82%	92%
Resurfaced pool deck and more shaded areas near pool	76%	94%
More social events (e.g., trivia night, happy hour, parents night out, movie night, etc.)	70%	86%
Kids area near pool with splash park and kiddie pool	64%	86%
Multi-purpose rooms including a card room and birthday party room	63%	69.5%
Upgraded locker rooms	60%	62%
250 seat banquet facility for weddings, business meetings and other special events	59.5%	59%
Exercise facility/Gym	57%	65%
Game room with ping pong, air hockey, video games, etc.	36%	62%

*Restaurant:*

- One-in-five respondents (20%) say they eat at the NPBCC restaurant at least once a month. However, the majority of residents (78%) dine at the restaurant just a few times a year (36%) or never (42%). Residents with children at home are even less likely to use the restaurant; just 14% dine there once a month or more. Part-time/seasonal residents are the most likely to use the restaurant, with 31% saying they dine there once a month or more (most frequently after playing golf at the NPBCC).
- Those who do eat at the restaurant with some frequency say they do so because it's a good place to go after golfing, playing tennis or using the pool. Nearly half (45%) of the residents who currently use the NPBCC say they have also eaten at the restaurant before or after using other amenities at the Club; those over age 65 (55%) are more likely to have patronized the restaurant.
- When asked why they do not eat at the NPBCC restaurant more often, the top reasons given were: there are better alternatives in the area (33.5%) and they don't care for the atmosphere/interior look and feel of the restaurant (22%). Not surprisingly then, when asked what is the biggest improvement that could be made to the restaurant, the number one response was to improve the internal look, feel and overall atmosphere of the restaurant (37%), followed by improving the quality of the food and menu selection (22%).

Demographics

The demographics of the Village are continuing to evolve as new people move into the community. Over the past several years, more and more young families have moved into the Village as evidenced by the fact that 49% of those that have lived in the Village for fewer than 10 years are under the age of 45 and 35% have children under the age of 18 living at home.

<b>Age:</b>		<b>Years in NPB:</b>	
18-34	16%	Less than 5	22%
35-44	12%	5 to 10	12%
45-54	19%	10 to 20	27%
55-64	18%	20 to 30	16%
65+	35%	30+	22%

<b>Gender:</b>		<b>Kids &lt;18 in HH:</b>	
Female	48%	Yes	28%
Male	52%	No	72%

<b>Residency:</b>		<b>Type of dwelling:</b>	
Full-time	90%	Single family	68%
Part-time	10%	Condo/other	32%

<b>Marital Status:</b>	
Married/Domestic Partnership	73%
Single	10%
Divorced	8.5%
Widowed	7%