



GREEN VALLEY RECREATION, INC.

Green Valley Recreation, Inc. Member Survey 2018

Report of Results

February 2018

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Executive Summary

Survey Background

Green Valley Recreation, Inc. (GVR) heard from many members that they wanted to be more engaged in the future of GVR, so the GVR Board of Directors approved a comprehensive assessment of member's needs, wants, interests and values. GVR contracted with National Research Center, Inc. (NRC) to conduct a survey to learn how members evaluated the facilities and offerings of GVR, how they evaluated the governance of GVR and what they desired for the future of GVR.

In administering the survey, the goal was to provide every member of GVR a chance to complete the questionnaire. GVR maintains a list of all members, which includes names, addresses, and where provided, email addresses. NRC administered the survey using a two-pronged approach: those members with an email address were invited to an online survey, and those without were mailed a hard copy survey with a postage-paid return envelope.

A total of 21,593 members were invited to participate in the survey; 9,118 with a hard copy survey and 12,475 by email. A total of 3,663 surveys were received online and 2,056 by mail (5,719 overall) for a response rate of 26%. Typical response rates for a parks and recreation survey range from 12% to 30%.

➤ **For the most part, members gave positive ratings to the various aspects of GVR's services.**

At least 80% of respondents considered the cleanliness of facilities, hours of operation, quality and variety of classes, activities and programs offered as excellent or good. However, respondents rated the cost of these activities less positively; 57% rated the cost as excellent or good.

➤ **Customer service and communications received high marks, but a minority of respondents rated the accessibility of the GVR Board as excellent or good.**

Four in 10 respondents rated the accessibility of the GVR Board favorably; 6 in 10 rated it as fair or poor.

➤ **About 7 in 10 respondents agreed they were getting a good value for the amount of GVR dues they paid, while about 3 in 10 disagreed.**

However, not all subgroups of the community felt the same about the value of services. Notably, those who had annual household incomes of \$25,000, those who reported a physical limitation and those who had visited any GVR center less than once a week in the last year were less likely to feel they received a good value; generally half or less felt that they were getting a good value for their GVR dues.

➤ **Nine in 10 members felt GVR does an excellent or good job at providing opportunities for members to maintain and improve their physical health and at providing recreational opportunities.**

For the most part, respondents appreciated the other ways in which GVR can contribute to the quality of life, but only about half of members (54%) thought that GVR did a good job in providing recreation opportunities to underserved members.

About two-thirds of members felt that GVR was doing an excellent or good job in promoting the community's image as a "preeminent destination of choice for active adults and retirees."

➤ **About 40% of members visited GVR centers three times a week or more in the past year.**

Approximately 20% visited at least once a week, while 7% of members had not visited any GVR centers in the past year.

➤ **GVR members tended to use multiple facilities in the community in the past year.**

One-third of respondents had used three or more facilities more than once a month each in the last year, while only about 1 in 10 respondents had used three or more facilities at least once a week each.

About a third of members had visited six or more facilities at least once each in the past year. Over half had visited four or more facilities at least once in the past year.

➤ **About 6 in 10 survey respondents reported being a member of a GVR club.**

NRC examined the frequency of use of the GVR centers by the GVR club membership status. Overall, membership status had some influence on center use: those who were part of a club were a less likely to have never used a center in the last year, and they were also more likely to have visited five or more times a week than were those who were not members of a GVR club.

➤ **About 2 in 10 survey respondents had volunteered in some way for GVR in the past year.**

Respondents most commonly volunteered for a club as an officer, monitor or instructor.

Those who belonged to a GVR club and those who had used the GVR centers more frequently were more likely to have been a volunteer than those who were not members of a GVR club or who had used the GVR centers less frequently

➤ **When asked to what extent they supported GVR implementing projects from the long-range Strategic Facilities Master Plan that were endorsed by the Board to be part of a more specific 3 to 5 Year Capital Projects Plan, all seven of the projects were supported by a majority of respondents; large majorities in many cases.**

Nine in 10 supported evaluating sustainable design opportunities in all future projects, while about 1 in 10 opposed this idea. About 8 in 10 supported creating Industrial Arts Club Space at the new GVR facilities maintenance site. About three-quarters supported creating courtyard shading at the West Center, and three-quarters supported consolidation of all three lapidary studios into one space.

- **Respondents indicated to what extent they supported additional improvements to recreational facilities. Of the 17 possibilities presented, 10 were supported by a majority of respondents, while seven were opposed by a majority of respondents**
The facilities improvements supported by the greatest proportion of respondents (over 7 in 10 of respondents) included walkable trails and open space, a fitness studio with cardio exercise equipment, a shaded outdoor pavilion, and social and community gathering spaces.

The projects opposed by a majority of respondents included a spin bike studio (although nearly as many supported it, 48%, as opposed it, 52%), recreational vehicle rentals, outdoor fitness equipment areas, disc golf, a climbing wall and an arcade or electronic games site.

- **About three-quarters of respondents felt they received news and information about GVR in a timely manner and were as informed as they needed to be about GVR. However, although about one-quarter did not feel they received as much information about GVR as they would want.**

Some respondents expressed some concern about the flow of communication from the members to the Board of Directors. Two-thirds of members disagreed that there was a free-flow of information between the Board of Directors and members. About 6 in 10 respondents did not feel they have the opportunity to discuss issues or concerns they have with a member of the Board of Directors; only 4 in 10 felt they did have that opportunity. About 7 in 10 felt they did not have the opportunity to provide input on major financial expenditures before a Board decision is made, while 3 in 10 felt they did have a chance to do so.

- **The sources used by largest proportion of members to receive information about GVR were the GVR Now! monthly newsletter, the Green Valley News, the weekly GVR eBlast and the GVR website.**

About 20% to 30% of respondents cited these as the sources from which where they got “most” of their information. Overall, about 70% to 80% of respondents got at least “some” of their information from these sources.

- **Respondents were split in their beliefs that the Board acted in the best interest of the membership, represented the membership and was responsive to its needs.**

Just over half (53%) of respondents agreed that the Board followed their Code of Conduct, which commits them to act in the best interest of the membership as a whole, above their own individual, neighborhood or GVR club interests.. When asked whether the Board adequately represented them personally, 49% of respondents agreed they did so, while 51% disagreed. When asked whether they believed the Board adequately represented the entire membership and was responsive to its needs, 47% agreed while 53% disagreed.

- **Six in 10 members agreed that the GVR Vision Statement should be “Green Valley is the preeminent destination of choice for active adults and retirees,” while 4 in 10 disagreed.**

- **Seven in 10 members supported the GVR Board taking positions on and advocating for policies on quality of life issues facing Green Valley residents, while 3 in 10 opposed the idea.**

- **Three quarters of members approved GVR's participation in a Joint Resolution with Green Valley Council and the Green Valley/Sahuarita Chamber of Commerce to cooperate to improve quality of life and the local economy, while one-quarter disapproved of GVR's participation.**
- **When asked how they felt about changing the time frame of GVR's annual election from February/March to the third or fourth quarter of the year, about 6 in 10 members supported it while 4 in 10 opposed it.**
- **Member reaction was split to a proposal to help generate additional non-dues revenue for GVR by opening up the GVR centers to non-GVR members (who would pay a fee to use the centers) during the summer months, when fewer members are using the facilities.**
Half supported the idea and half opposed it. Strong opposition to the proposal was about twice that of strong support: 38% of respondents strongly opposed while 17% strongly supported.
- **Over half (55%) of respondents felt that the current levels of accessibility of GVR offerings were appropriate, while 37% would support shifting resources to make additional accommodations and 8% were in favor of a small increase in dues to provide additional access.**
- **About 5 in 10 members were somewhat or very familiar with the GVR Foundation; 2 in 10 had heard the name, while 3 in 10 were not familiar with it.**
- **When asked whether they supported or opposed the GVR Foundation's mission, 8 in 10 supported it and 2 in 10 opposed it.**
- **Climate was the number one reason indicated by respondents (almost 90% of them) for choosing to live in Green Valley.**
The natural beauty of the area, the small town feel and affordable housing were also common reasons given.
- **GVR was a reason for moving to the community for 44% of respondents.**

Survey Background

What the Survey Was About

Green Valley Recreation, Inc. (GVR) heard from many members that they want to be more engaged in the future of GVR, so the GVR Board of Directors approved undertaking a comprehensive assessment of members' needs, wants, interests and values. A "Blue Ribbon Committee" (BRC) of eight (8) members and led by GVR President Jim Nelson was formed in summer 2017 to oversee the member assessment. National Research Center, Inc. (NRC) was contracted to conduct the survey. The goal of the survey was to learn how members evaluate the facilities and offerings of GVR, how they evaluate the governance of GVR, and what they desire for the future of GVR.

How the Survey Was Conducted

The BRC desired that every member of Green Valley Recreation, Inc. have a chance to participate in the survey. A list of all members is maintained by GVR which includes members' names, addresses, and where provided, email addresses. This list was provided to NRC for the purposes of conducting the survey. An email address was included in the list for nearly 70% of the members. Thus, a two-pronged approach was taken to administering the survey. Those members with an email address were invited to an online survey, and those without were mailed a hard copy survey with a postage-paid return envelope.

The hard copy surveys were mailed on January 4, 2018. The email invitations were sent out a few days later. Many of the email invitations "bounced" – meaning the email address was no longer valid or it was rejected for other reasons. For those members, a hard copy survey packet was mailed to them in mid-January. Reminder emails were sent to those email addresses that had not "bounced" and a reminder postcard was sent to those to whom a hard copy survey had been mailed.

A total of 21,593 members were invited to participate in the survey; 9,118 with a hard copy survey and 12,475 by email. A total of 3,663 surveys were received online and 2,056 by mail (5,719 overall) for a response rate of 26%. Typical response rates for a parks and recreation survey range from 12% to 30%.

Additional details about the survey methodology can be found in *Appendix C: Survey Methodology*. A copy of the survey materials received by recipients can be found in *Appendix D: Survey Materials*.

How the Results Are Reported

The survey responses were combined into an electronic dataset for analysis. The body of this report provides an overview of the results, while detailed responses can be found in the appendices.

"Don't Know" Responses and Rounding

On many of the questions in the survey, respondents could give an answer of "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix A: Complete Responses to Survey Questions*. However, these responses have

been removed from the analyses presented in the body of the report. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

Responses to Open-Ended Questions

Most of the questions included on the survey were “closed-ended” questions, meaning the respondent would choose their answer from a given set of responses. However, there were several “open-ended” questions on the questionnaire to which survey participants could respond in their own words. In addition, a couple of the questions on the survey included an “other” option where the participant could write in another response. Across these questions, a total of 14,021 comments were provided. These comments are provided in a separate document.

Survey Results for Subgroups of Respondents

Tables summarizing survey results by subgroups of respondents based on demographic characteristics can be found in *Appendix B: Selected Survey Results by Respondent Characteristics*. Results comparing the demographic profile of respondents who participated in the survey online or by mailed hard copy are shown in the section “Demographic Profile of Those Who Completed Survey Online or Hard Copy” page 62 while another section contains a “Demographic Profile of Those with Potential Access Problem (“Underserved”) Compared with Those Who Do Not,” starting on page 58.

Survey Results

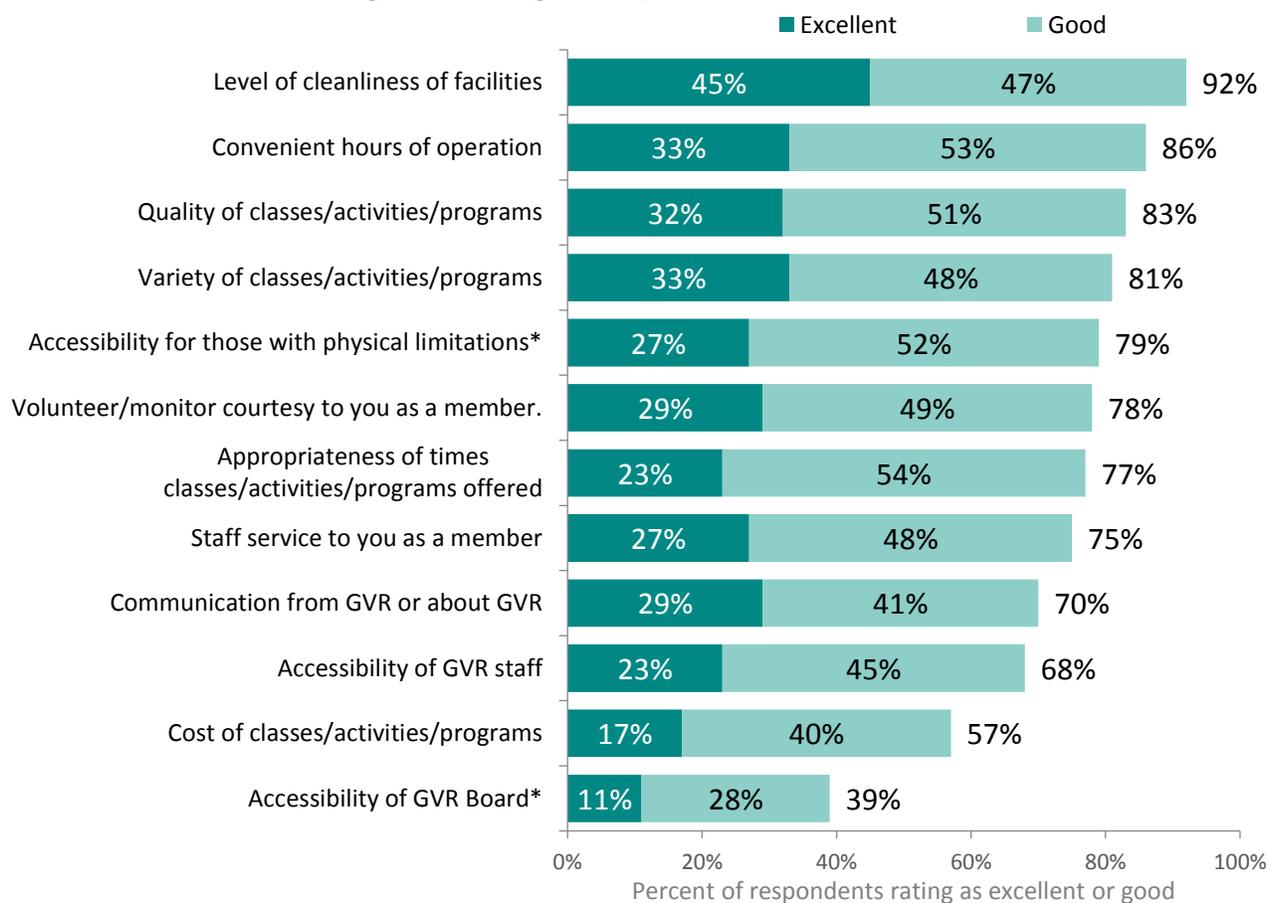
Evaluation of Green Valley Recreation, Inc.

One of the purposes of the survey was to understand how well the members of Green Valley Recreation, Inc. (GVR) believe GVR’s offerings are serving them.

For the most part, members with an opinion gave positive ratings to the various aspects of GVR’s services. The cleanliness of the facilities was lauded, with over 90% rating cleanliness as excellent or good. Nearly 9 in 10 felt the hours of operation of the facilities were convenient. The quality and variety of classes, activities and programs offered was considered excellent or good by 8 in 10 respondents. However, the cost of these activities was viewed less positively; nearly 6 in 10 rated that as excellent or good, but over 40% gave only fair or poor ratings to the cost.

Volunteer or monitor courtesy and staff service were given high marks by about three-quarters of respondents. Accessibility of GVR staff and GVR communication were viewed positively by about 7 in 10 respondents. However, the accessibility of the GVR Board was considered excellent or good by only 4 in 10 respondents (with 6 in 10 rating it as fair or poor.)

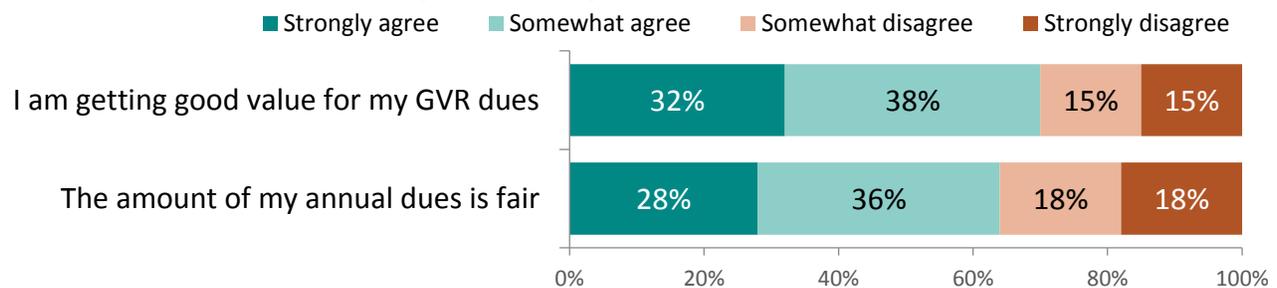
Figure 1: Ratings of Aspects of GVR’s Services



* This chart displays the proportion of those with an opinion giving a positive rating. Most respondents had an opinion about most of these items; however, over 40% of survey participants gave a response of “don’t know” when rating these two items (see Table 4 in Appendix A: Complete Responses to Survey Questions).

When asked they thought they were getting a good value for the amount of GVR dues they paid, a majority About 7 in 10 agreed that they were, while about 3 in 10 disagreed. (In surveys NRC has conducted for local governments, resident ratings of the value they receive for taxes paid is often lower than other service ratings. The GVR dues rating is similar or a bit higher than what NRC observes for the taxes rating on community surveys.) About two-thirds of members felt the amount their annual dues was fair, while about a third felt it was not fair.

Figure 2: Ratings of Value of GVR Dues



Those who lived in Green Valley 10 years or less, who lived in Green Valley part-time, who lived in households with 2 or more members, and those under age 75 were more likely to feel that they were getting a good value for their GVR dues and that the amount of the annual dues was fair than did those who lived in Green Valley more than 10 years, who lived in Green Valley year-round, who lived in one person households and those age 75 and older (see Table 48, Table 69, Table 90, Table 111 and Table 132 in *Appendix B: Selected Survey Results by Respondent Characteristics*). Among all these groups, though, a majority felt that they were getting a good value for their dues and the amount of the dues was fair.

However, of special note is that only half of those who had annual household incomes of \$25,000 and those who reported a physical limitation, and just under half those who had visited any GVR center less than once a week in the last year, felt that they were getting a good value for their GVR dues and that the amount of the annual dues was fair.

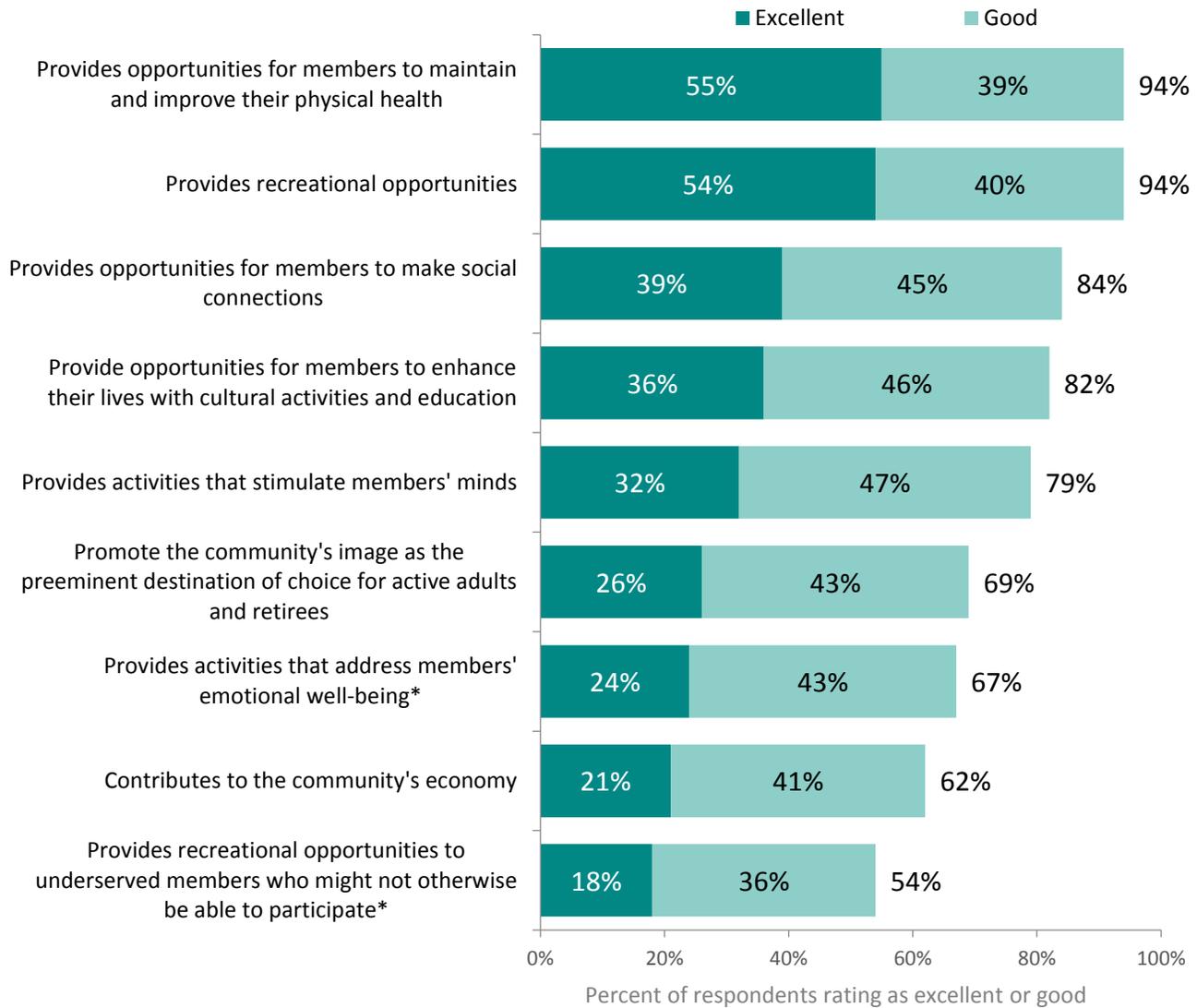
Those completing the survey were presented with a variety of statements about ways in which GVR could serve or benefit the community and asked how well they felt GVR was doing. All the statements received positive ratings by a majority of respondents, but nearly all (94%) thought that GVR does an excellent or good job at providing opportunities for members to maintain and improve their physical health and at providing recreational opportunities (see Figure 3 on the next page).

Eight in 10 respondents appreciated the opportunities provided by GVR to make social connections, to enrich their lives with cultural activities and education, or to stimulate their minds. Two-thirds felt that GVR did a good job in providing activities that address members' emotional well-being.

About 6 in 10 felt that GVR does an excellent or good job at helping to contribute to the community's economy. About half (54%) thought GVR did a good job in providing recreational opportunities to underserved members, but almost as many thought that GVR did a fair or poor job in this arena.

GVR’s vision statement is to be “To be the preeminent destination of choice for active adults and retirees.” One of the statements evaluated by members was how well they thought GVR was promoting the communities image in this way. About two-thirds felt that GVR was doing an excellent or good job.

Figure 3: Ratings of How Well GVR Serves Its Members and the Community

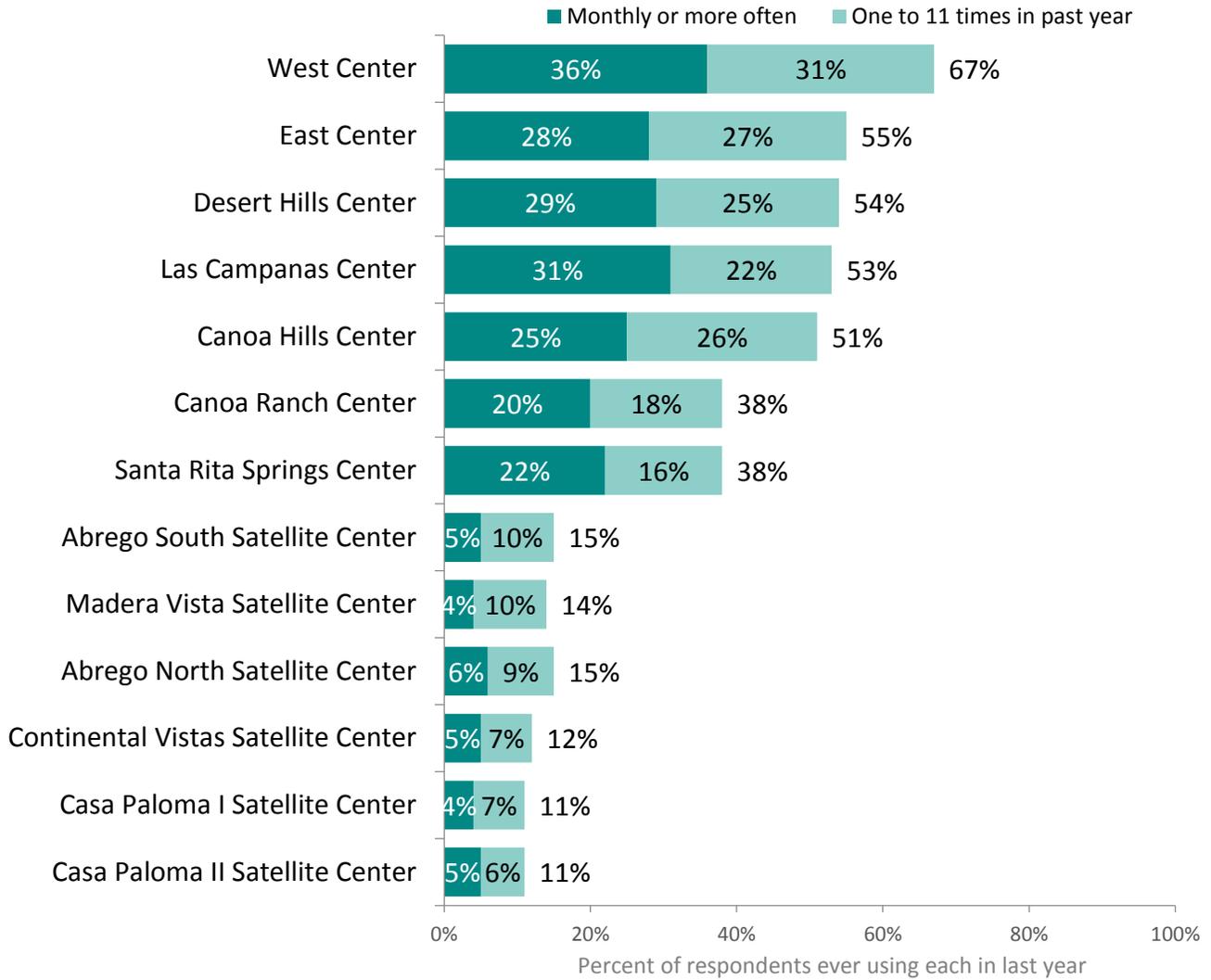


* This chart displays the proportion of those with an opinion giving a positive rating. Most respondents had an opinion about most of these items; however, over 30% of survey participants gave a response of “don’t know” when rating these two items (see Table 2 in Appendix A: Complete Responses to Survey Questions).

Participation at GVR Facilities and in GVR Activities

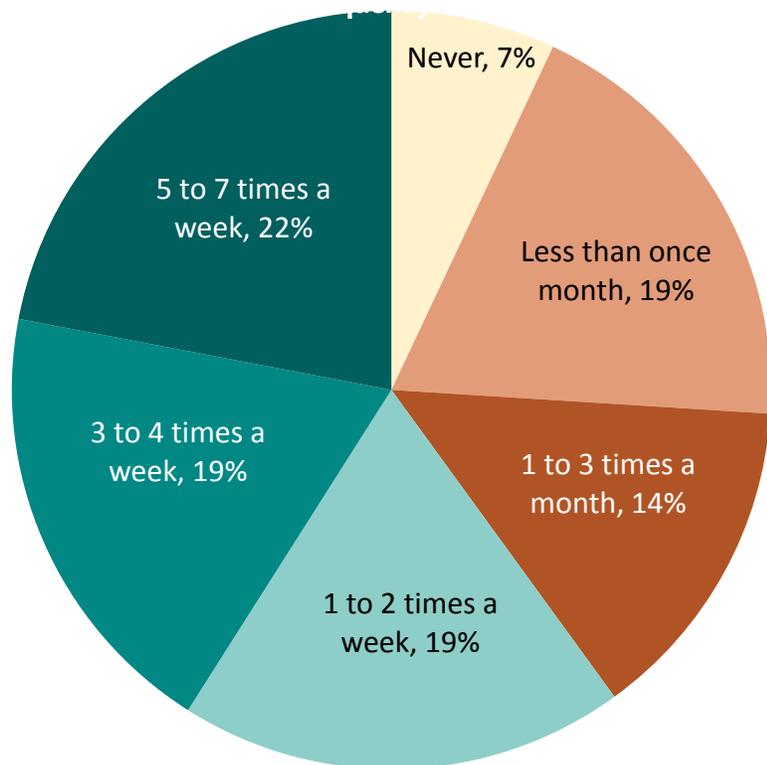
There are seven major centers and six satellite centers operated by GVR. Survey participants were asked how frequently they visited each of these. As expected, the major centers were visited by a greater proportion of members, and visited more frequently.

Figure 4: Frequency of Use of Specific GVR Centers

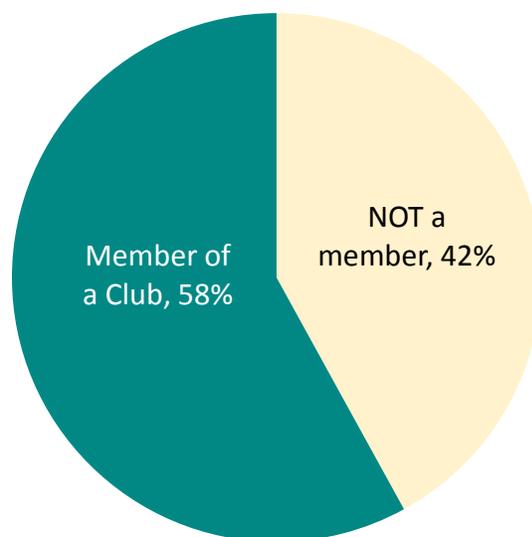


To assess overall frequency of use of the GVR centers, the number of visits across all 13 centers was summed for each survey respondent. About 40% of members visited GVR centers 3 times a week or more, while another approximately 20% visited at least once a week. About 7% of members had not visited any of the 13 centers in the past year. About 6 in 10 of those completing the survey said they were a member of a club, while 4 in 10 were not.

Figure 5: Frequency of Use of GVR Centers



GVR Club Membership

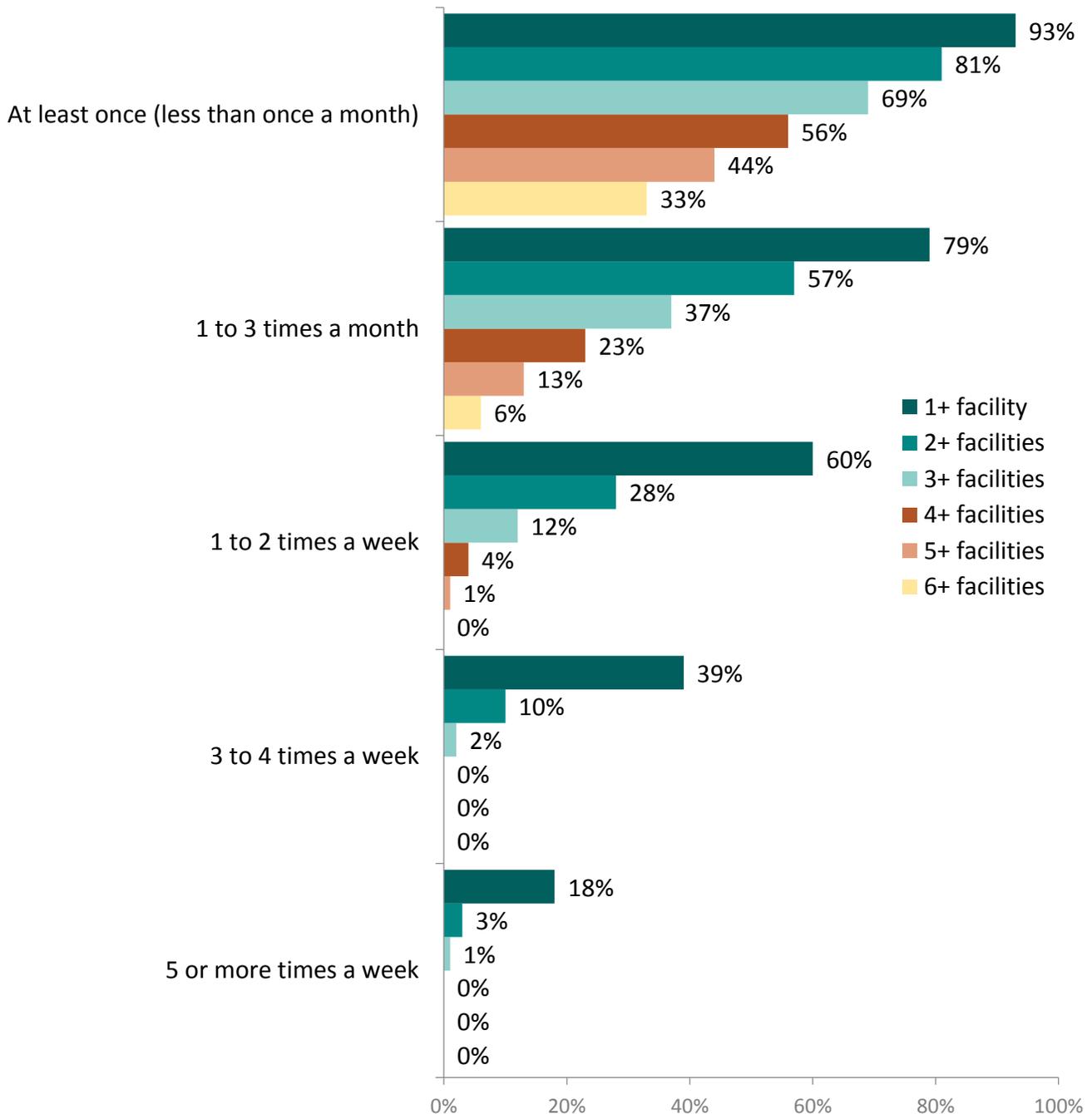


Frequency of use of the GVR centers was examined by the GVR club membership status. Little difference was seen; those who were part of a club were a bit less likely to have never used a center in the last year, but they were also a bit more likely to have visited 5 or more times a week than were those who were members of a GVR club (see Table 134 in *Appendix B: Selected Survey Results by Respondent Characteristics*).

Use of GVR centers was further examined to see how likely members were to use multiple centers, or if they tended to use just one or two centers. About a third of members had visited 6 or more facilities at least once each in the past year. Over half had visited 4 or more facilities at least once in the past year.

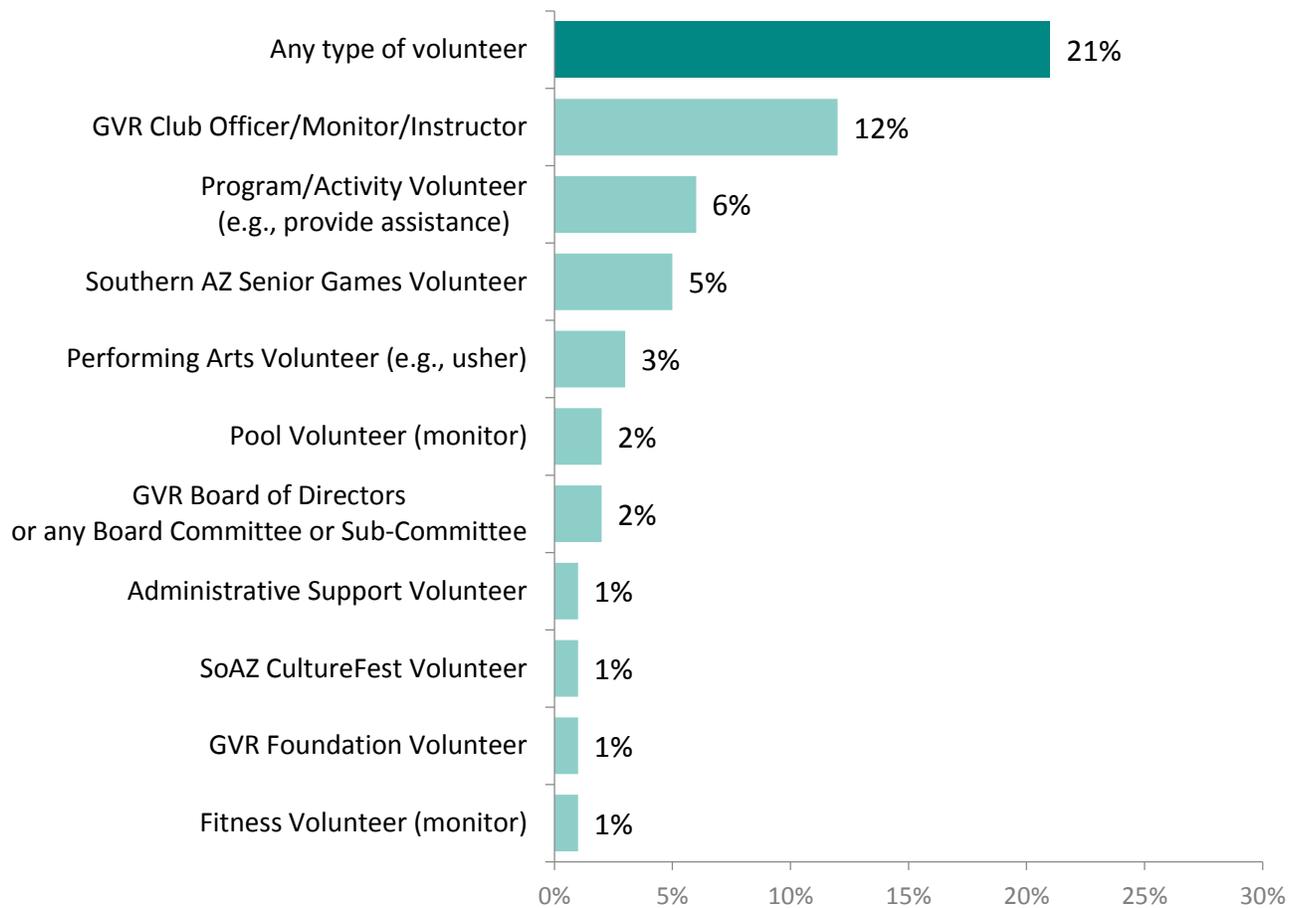
A third of respondents had used 3 or more facilities over once a month each in the last year, while only about 1 in 10 respondents had used 3 or more facilities at least once a week each.

Figure 6: Frequency of Visits to GVR Centers



When asked whether they had volunteered for GVR in a variety of capacities, about 2 in 10 survey respondents had volunteered in some way in the past year. The most common volunteer opportunities in which they had participated were for a club as an officer, a monitor or an instructor (about 1 in 10 of all respondents). About 6% had been a program or activity volunteer, and 5% had been a volunteer for the Southern Arizona Senior Games.

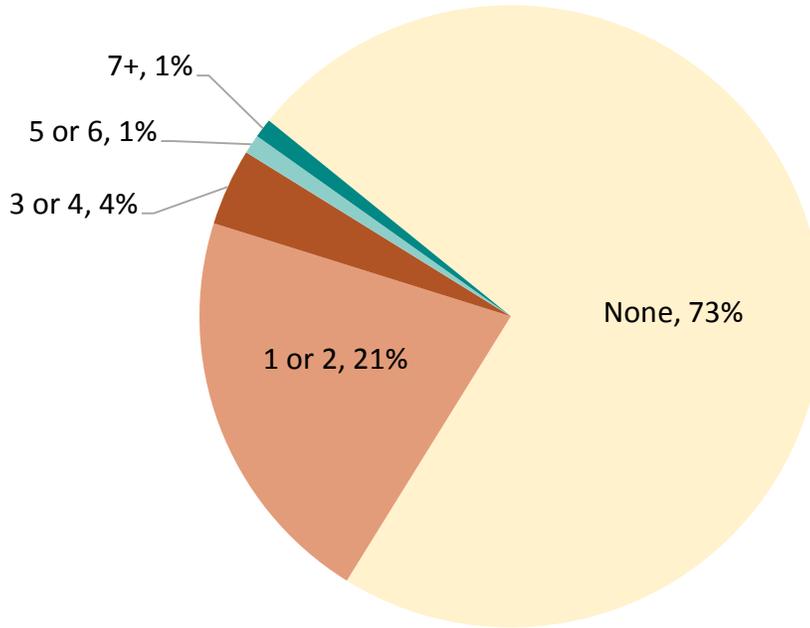
Figure 7: Volunteer for GVR



Those who belonged to a GVR club and those who had used the GVR centers more frequently were more likely to have been a volunteer than those who were not members of a GVR club or who had used the GVR centers less frequently (see Table 136 in *Appendix B: Selected Survey Results by Respondent Characteristics*).

About three-quarters of those completing the survey had not attended any GVR Board or Committee meetings in the previous year. About 2 in 10 had been to one or two meetings, while a handful (6%) had attended three or more such meetings.

Figure 8: Number of GVR Board and/or Committee Meetings Attended



Future of Green Valley Recreation, Inc.

One of the impetuses for the survey was the completion of a long-range Strategic Facilities Master Plan in 2016. This plan included a “wish list” of nearly all possibilities that GVR could pursue, with the idea that the Board of Directors and GVR members would pick and choose items from this plan to actively pursue. The Board recently endorsed several projects to be part of a more specific 3 to 5 Year Capital Projects Plan. The Board of Directors has pledged that the improvements will not result in an annual dues increase.

Those completing the survey were asked to what extent they supported GVR implementing these projects. All seven of the activities were supported by a majority of respondents; large majorities in many cases (see Figure 9 on the next page).

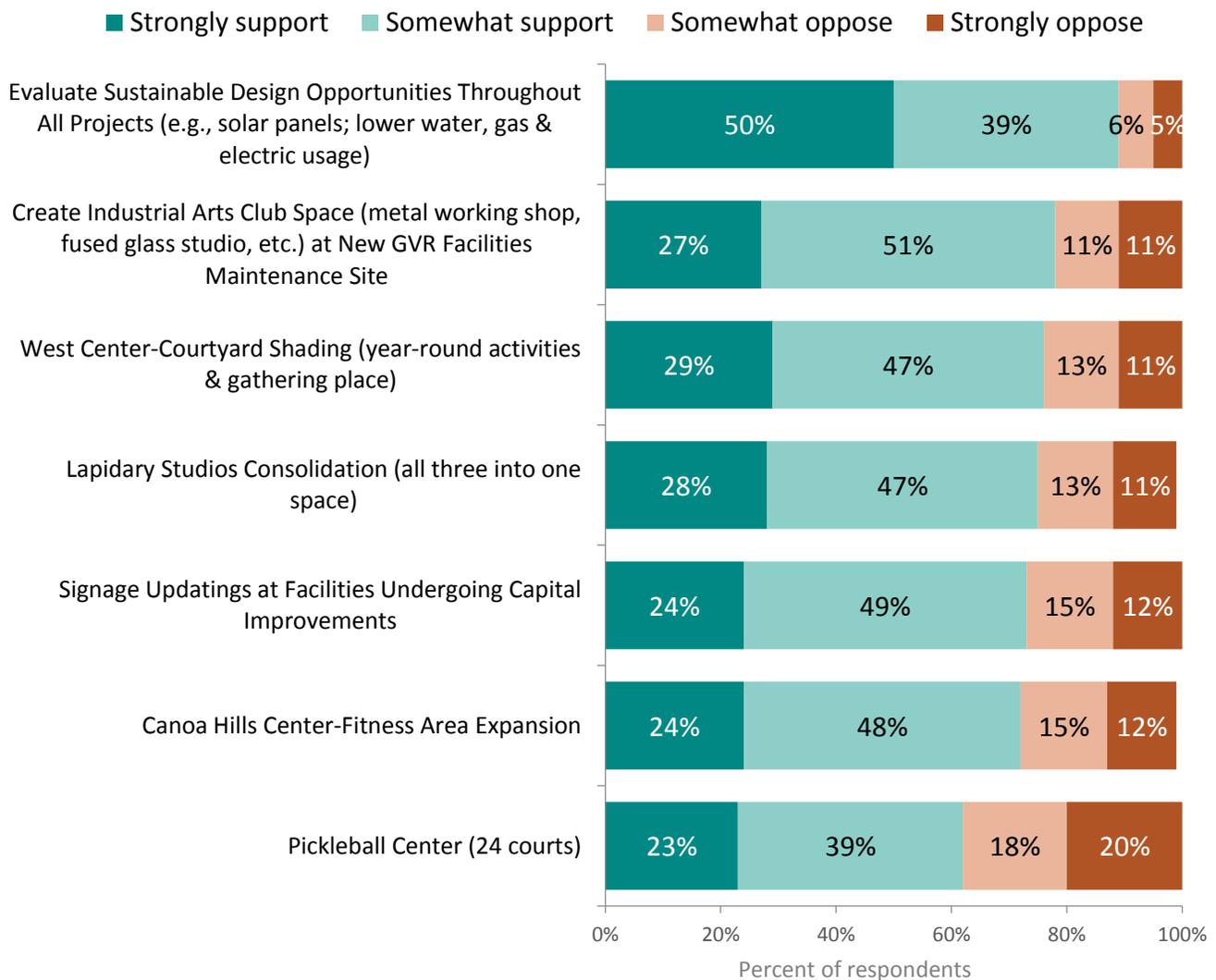
Nine in 10 supported evaluating sustainable design opportunities in all future projects, while about 1 in 10 opposed this idea. About 8 in 10 supported creating Industrial Arts Club Space at the new GVR facilities maintenance site. About three-quarters supported creating courtyard shading at the West Center and three-quarters supported consolidation of all three lapidary studios into one space.

Just over 7 in 10 supported updating signage at facilities undergoing capital improvements, and 7 in 10 supported expanding the fitness area at the Canoa Hills Center. Support was less strong for a Pickleball Center, but 6 in 10 supported the idea while 4 in 10 opposed it.

Support for implementation of the items in the 3 to 5 Year Capital Projects Plan was examined by how often respondents reported attending GVR Board and Committee meetings and by how often they used GVR Centers. In general, those who attended more meetings, up to 5 or 6, were less likely to support these projects than those who attended fewer, with the interesting exception that those who attended 7 or more meetings were more likely to support these projects (see Table 162 in the section *Additional Crosstabulations of Survey Results* in *Appendix B: Selected Survey Results by Respondent Characteristics*). Examining support for the projects by frequency of use of GVR Centers, those who never use GVR Centers were more likely to oppose than support each of the projects, with the exception of sustainable design opportunities, while a majority of those who use GVR Centers at least once a year supported the projects, and those who visited at least once a month showed even greater support (see Table 163).

Figure 9: Support for Projects Endorsed from 3 to 5 Year Capital Projects Plan

In 2015/2016, the GVR Board of Directors commissioned a long-range Strategic Facilities Master Plan by an outside consultant that included a "wish list" of nearly all possibilities that GVR could pursue over the next 10 years. Some of these projects were recently endorsed by the Board to be part of a more specific 3 to 5 Year Capital Projects Plan. The Board of Directors has pledged that these improvements will NOT result in an annual dues increase. To what extent do you support GVR implementing the following activities included in the current 3 to 5 Year Capital Projects Plan?



This chart displays the proportion of those with an opinion. Between 12% and 31% of survey participants gave a response of "don't know" when rating items on this list (see Table 16 in Appendix A: Complete Responses to Survey Questions).

Respondents were also asked to what extent they would support additional improvements to recreational facilities. Seventeen possibilities were presented; of these, 10 were supported by a majority of respondents, while 7 were opposed by a majority of respondents (see Figure 10 on the next page).

The facilities improvements supported by the greatest proportion of respondents (over 7 in 10 of respondents) included walkable trails and open space, a fitness studio with cardio exercise equipment, a shaded outdoor pavilion, and social & community gathering spaces.

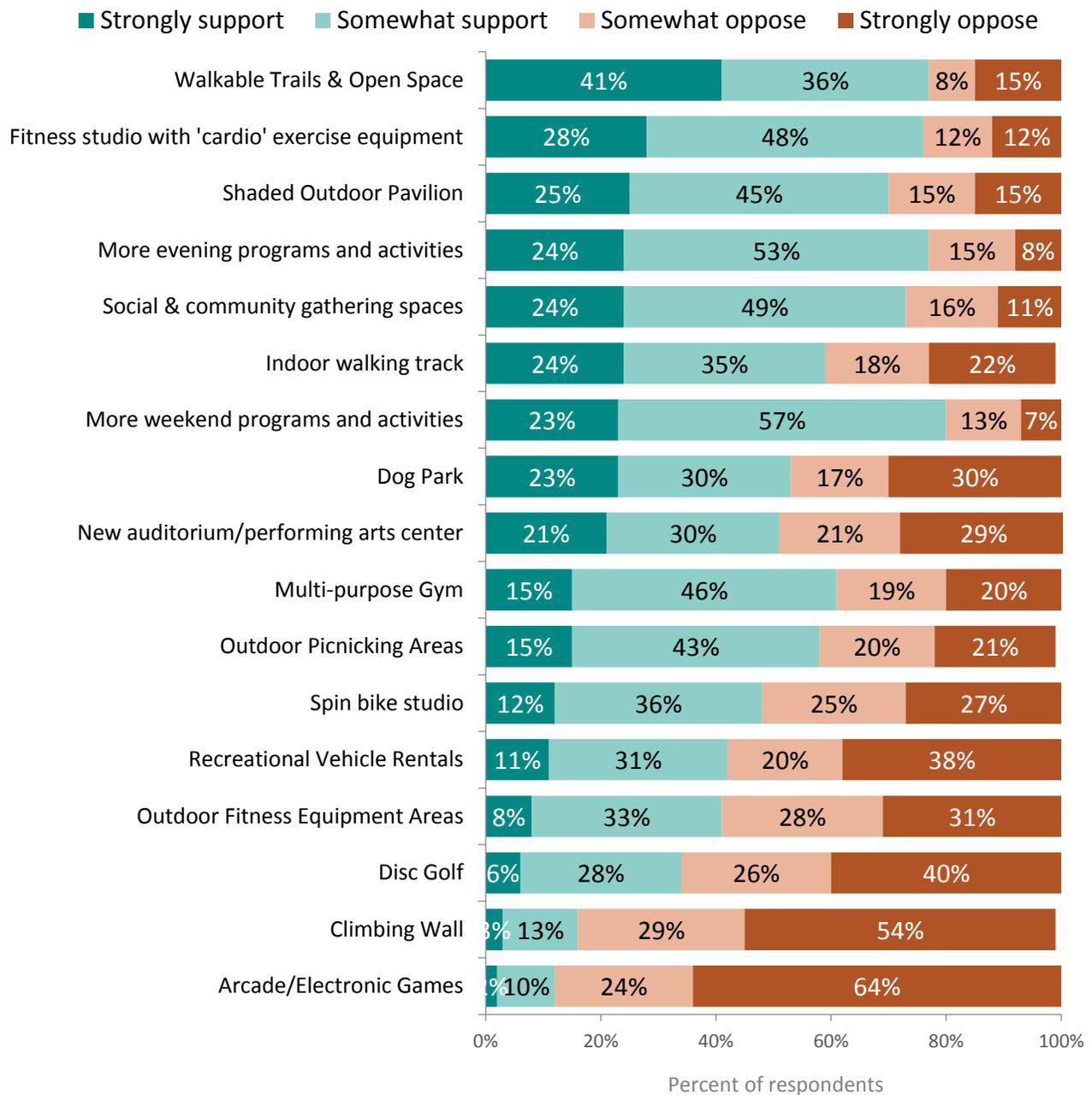
The program improvements supported by over 7 in 10 respondents included more evening programs and activities and more weekend programs and activities.

The projects opposed by a majority of respondents included a spin bike studio (although nearly as many supported it, 48%, as opposed it, 52%), recreational vehicle rentals, outdoor fitness equipment areas, disc golf, a climbing wall and an arcade or electronic games site.

An open-ended question was also included on the survey in which respondents could write in their own words what other new or different activities, programs or services they thought were important for the future and should be offered by GVR. A summary of these responses is found in Figure 11 starting on page 19. The full set of verbatim responses can be found in a supplemental report provided separately.

Figure 10: Support for Additional Improvements

Over the next few years, GVR may make additional improvements to its recreational facilities by adding new programs or deleting existing ones. Potential improvements or new programs may include those listed below. Please indicate the extent to which you would support GVR pursuing each of the items listed below, understanding there will be NO ANNUAL DUES INCREASE to support any of these activities.



This chart displays the proportion of those with an opinion. Between 7% (walkable trails and open space) and 32% (disc golf) of survey participants gave a response of “don’t know” when rating items on this list (see Table 18 in *Appendix A: Complete Responses to Survey Questions*).

Figure 11: New or Different Activities, Programs or Services Suggested by Respondents

What other new or different activities, programs or services important for the future of GVR do you believe should be offered by GVR?

Comments are summarized below; a number following a comment indicates how many responses related to that comment were made.

New Programs

- Golf (local discounts; indoor putting green; putt putt) 21
- Indoor walking track 14
- Shooting range 12
- More day trips 14
- Music club/studio 10
- More programs for those with mobility issues 16
- Stained glass studio 8
- Outdoor dancing 10
- More yoga 10
- More free/less expensive classes 10
- More movies 9
- More evening classes for those who work 10
- Playground for grand children 9
- Outdoor Walking/hiking trails 8
- More indoor pools 6
- More activities for the handicapped 5
- Swimming class 5
- Lawn bowling 5
- Spanish lessons 5
- Language programs
- Welding 4
- More card games 4
- Classes are too expensive 4
- Quilting studio 4
- Fenced dog park 4
- Travel club 4
- Softball 4
- Leather tooling 3
- More concerts 3
- More bike trails 6
- Sewing 3
- Silver Sneakers 3
- Indoor gym 3
- Spin bike studio 3
- Water aerobics 3
- Kayaking 2
- Weight control program
- Self defense
- Meditation
- Rock-hounding
- Computer oriented learning classes Geo-caching/orienteering
- Driver education
- Bowling
- Stock market for dummies
- Sound recording studio
- Rollerblade
- Meditat
- ion & spiritual well-being
- Clothing optional pool
- Metal shop/wood working
- More programs for those with low vision
- More recumbent bikes
- More upright bikes
- Running/walking club
- Printmaking w/ press
- Radio controlled airplane area (align with club)
- RV rentals
- How to see on Ebay
- How to protect your ID online
- Horseback riding
- Dog obedience
- Ukelele

Clubs

- More room for ceramics club 2
- More room for pool tables
- More space for table tennis/home 7
- More pickleball courts
 - Yes 20
 - No 8
- More tennis courts
- Walk-in help from computer club for assistance w/ laptops & smart phones
- Provide a better handbook concerning clubs – activities, location & contact info
- Need a tennis facility other than WC
- Take over the tennis reservation system for the tennis club
- Two dimensional art studio w/ easels and north facing windows for more experienced painters
- Make clay studio more accessible
- Locate computer club somewhere besides SRS
- Combine fused glass w
- /stained glass & dichroic glass into one club
- Better facility for the glass club
- I oppose lapidary consolidation
- Lager lapidary space

Figure 11: New or Different Activities, Programs or Services Suggested by Respondents (continued)**Center Improvements**

- Major work needed @ DH fitness center 2
- Increase size & update fitness area @ DH
- LC too crowded
- LC fitness room expansion
- CR pool needs a sunshade
- WC needs a fitness room
- Replace the clock @ the DH pool
- 2nd sauna @ SRS
- EC art room is too crowded
- Clay studio at EC is just as bad
- Update bocce ball facility @ LC
- Upgrade & expand WC pool
- Need a sound system @ CH
- Poor lighting @ DH exercise room
- More comfortable seating @ WC
- Indoor pool besides CR
- Treadmill @ LC has been broken a long time
- Need some shade areas @ CV pool
- Need a full time staff person @ DH
- More floor space for yoga with mats @ EC
- Put table tennis back @ SRS
- Shade screens @ DH & WC tennis courts
- EC art studio needs improving
- SRS art league studio is below grade
- Need a bigger space @ EC for mat work; when room is full, you have to step over people to get to fitness machines
- Need a covered pool at the north end
- WC rose garden needs help
- Fix the WiFi
- EC needs to be rebuilt (low ceiling, poor HVAC)
- Add cameras like at AN to more pools
- More shaded areas @ all outdoor pools
- Improve gym facilities – they break frequently
- Increase supply of free weights in the workout areas
- Infra red sauna 3
- Ability to project the speaker onto a screen should be available at 2 large centers, plus hearing loops
- TV's in all exercise facilities 9
- Update CPII – get rid of dk brown paint on shuffle board courts & pool area
- Looping system for hearing at all centers
- Use sound panel in the WC for better sound quality
- Make all pools handicapped accessible w/ramps
- More & larger art studios – we are crowded to death in dinky art rooms
- More indoor aerobics @ CR
- More meeting rooms so clubs aren't turned away from their own meetings
- Make existing centers more user friendly
- Need additional pool lounges @ CPI
- Olympic style b
- ar bells for exercise rooms
- Need more WiFi space @ DH
- Pool for dogs
- Put music in the gyms
- More space for free weights
- Better instruction re gym etiquette
- Sun shades on all pools 4
- Keep hot tub open until 9PM
- Raise all toilets to ADA standards
- Consolidate rec centers 4
- Open later hours 3
- EC pool is failing
- Need to review maintenance program regarding cardio program, especially treadmills; it's not uncommon for broken equipment to remain broken for several days
- Fitness centers need to be enlarged; too crowded
- More free weights with less than 5 lb increments
- Water park

Figure 11: New or Different Activities, Programs or Services Suggested by Respondents (continued)

Academic Classes

- OLLI type 6
- Mental aerobics 5
- Literature/drama 2
- Book club 2
- Intellectual 2
- Science 1
- Understanding insurance policies
- Doing simple tax returns
- History 2
- News-worthy topics
- Natural history

Aging Process Seminars

- End of life 1
- Memory classes 2
- Surviving widowhood 1
- How to find in-home help 1
- Health & wellness 3
- Monitoring health 1
- Aging process 2
- Arthritis help 1
- Osteo prevention 1

Miscellaneous

- OLLI type 6
- New auditorium:
 - Replace 4
 - Against 3
 - Improve current auditorium & acoustics 6
 - Need reserved seating
- GVR Shuttle between centers 22
- Coffee kiosk @ central place 20
- Developing CHGC
 - Support 18
 - Against 8
- GVR Membership:
 - Ability to opt out 12
 - Discounted fees for those not able to participate 9
- Number of rec centers ok as is 26
- Priority should be to take care of what we have already; not expand 61
- More activities will translate to higher dues 50

GVR Governance

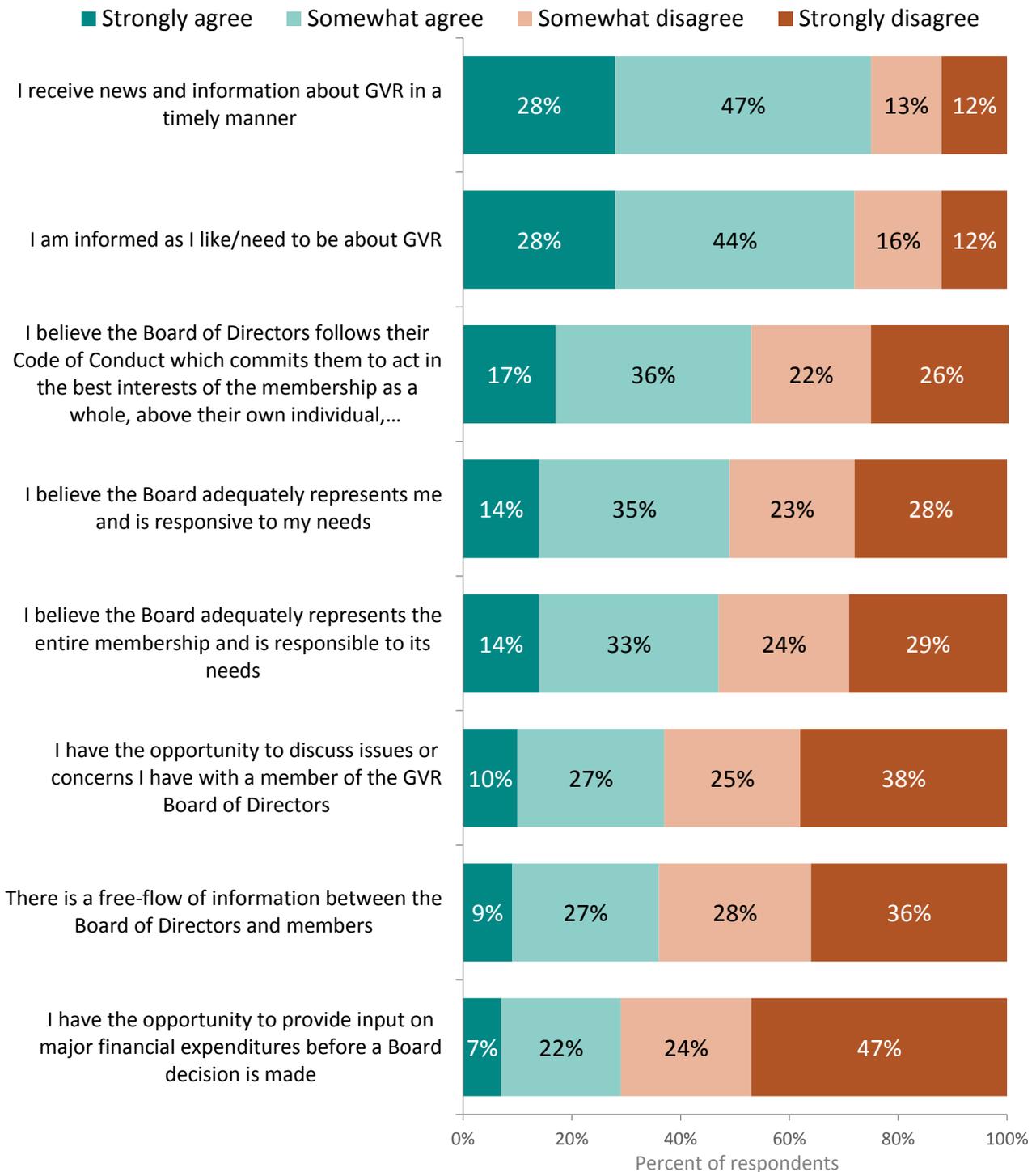
A set of items related to members' perception of the governance of GVR was included. When asked about receiving communication from GVR, approximately three-quarters felt that they receive news and information about GVR in a timely manner and are as informed as they need to be about GVR, although about one-quarter did not feel they received as much information about GVR as they would want (see Figure 12 on the next page).

However, there was more concern about the flow of communication from the members to the Board of Directors. Two-thirds of members disagreed that there was a free-flow of information between the Board of Directors and members, with only one-third agreeing. About 6 in 10 disagreed that they have the opportunity to discuss issues or concerns they have with a member of the Board of Directors, while 4 in 10 agreed that they did have that opportunity. About 7 in 10 disagreed that they have the opportunity to provide input on major financial expenditures before a Board decision is made, while 3 in 10 felt they did have a chance to do so.

When asked whether they believed the Board acts in the best interest of the membership, represents the membership and is responsive to its needs, opinions were split. Just over half, 53%, agreed that the Board follows their Code of Conduct which commits them to act in the best interest of the membership as a whole, above their own individual, neighborhood or GVR club interests, while 47% disagreed. When asked whether the Board adequately represented them personally, 49% of respondents agreed they did so, while 51% disagreed. And when asked whether they believed the Board adequately represents the entire membership and is responsive to its needs, 47% agreed while 53% disagreed.

Generally, those who live in Green Valley part-time, who have lived in Green Valley for fewer years, who are driving and don't need other assistance, who have higher annual household incomes, who are younger, who are more frequent users of GVR Centers, and who completed the survey online gave more positive ratings to the GVR Board than did those who live in Green Valley full-time, who have lived in Green Valley for more years, who are not driving or need other assistance, who have lower annual household incomes, who are older, who are less frequent users of GVR Centers and who completed the survey by mailed hard copy (see Table 65, Table 86, Table 107, Table 128 and Table 149).

Figure 12: Ratings of GVR and its Board of Directors

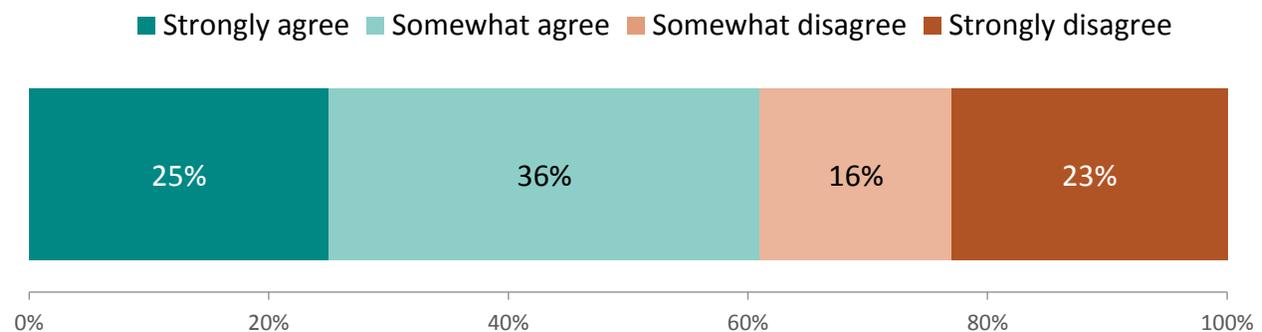


This chart displays the proportion of those with an opinion. About 10% of survey participants gave a response of “don’t know” for the first two items on this chart, while 25% or more of survey participants gave a response of “don’t know” for the remaining items (see Table 33 in Appendix A: Complete Responses to Survey Questions).

As mentioned earlier, GVR’s Vision Statement is that “Green Valley is the preeminent destination of choice for active adults and retirees.” Members were asked to what extent they agreed or disagreed that this should be the Vision Statement for GVR. Six in 10 members agreed that this should be the vision statement, while 4 in 10 disagreed. About one-quarter of respondents strongly agreed that this should be the vision statement, but a similar proportion strongly disagreed that it should be.

Figure 13: Agreement with GVR Vision Statement

To what extent do you agree that GVR’s Vision Statement should be “Green Valley is the preeminent destination of choice for active adults and retirees”?



Those who had been in the Green Valley community for a shorter time, less than 10 years, were more likely to agree with the Vision Statement, while a majority of those who had lived in the community more than 10 years disagreed that this should be the Vision Statement (see Table 54 in *Appendix B: Selected Survey Results by Respondent Characteristics*). A majority of both year-round and part-time residents agreed with the statement, but the proportion was higher among the part-time residents (see Table 54). Sentiment that this was the right vision for GVR was stronger among employed members (or those looking for work) than it was among those who were fully retired (see Table 96). A bare majority of those whose annual household income was less than \$25,000 agreed this should be GVR’s vision, while those with higher incomes were more likely to think it should be (see Table 96). Younger members and those who used GVR centers more frequently were more likely to believe this should be GVR’s Vision Statement than were older members and those who used the centers less frequently (see Table 117 and Table 138).

In addition, the information sources used to obtain information about GVR were examined by whether or not respondents agreed or disagreed with this vision statement. Those who agreed with it were more likely to get information about GVR from almost any source, but especially the weekly GVR eBlast, GVR Now! and the GVR website. Those who disagreed with the Vision Statement were as likely to get their information from the Green Valley News newspaper as the weekly GVR eBlast or GVR Now! (see Figure 55 in the section *Additional Crosstabulations of Survey Results in Appendix B: Selected Survey Results by Respondent Characteristics*).

An analysis was also completed to see whether respondents who agreed or disagreed with the Vision Statement gave different ratings to how well GVR serves its members in a variety of ways. Those who disagreed with the Vision Statement gave somewhat lower ratings to GVR providing opportunities to maintain and improve physical health, for recreation, or to make social connections. However, they gave much lower ratings to how well GVR promotes the community's image as the preeminent destination of choice for active adults and retirees and to how well GVR helps to contribute to the community's economy. They also were less likely to feel that GVR does an excellent or good job in providing recreational opportunities to underserved members (see Figure 56).

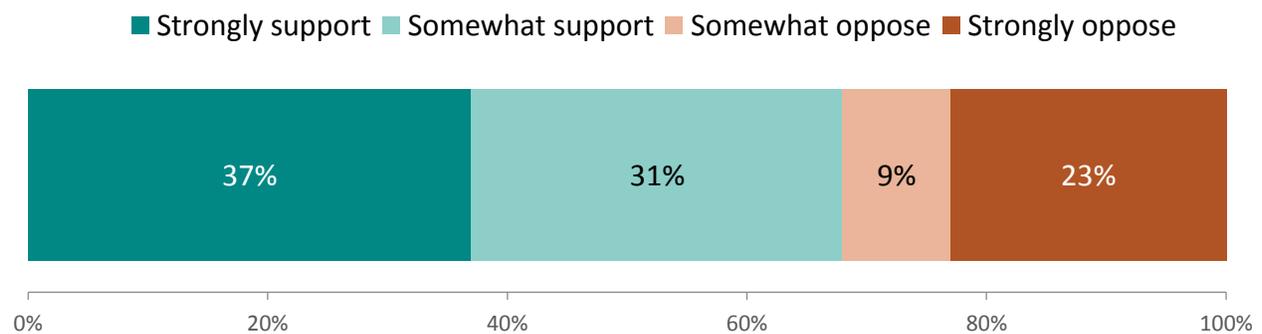
Respondents were asked why they had agreed or disagreed with this statement. These responses, in the respondents own words, can be found in a supplemental report provided separately.

There are a number of policy decisions and concerns facing GVR and the Green Valley community, and members were asked what they felt was the direction that GVR and the Board of Directors should take.

When asked whether they thought the GVR Board should take positions on and advocate for policies about a number of community quality of life matters, 7 in 10 members thought the Board should do so, while 3 in 10 opposed this idea. Opinion was strong among those who opposed; most who opposed this idea did so “strongly.”

Figure 14: Support for GVR Board Advocating About Community Issues

There are a number of issues affecting Green Valley residents' quality of life, such as road repair, expansion of the Interstate, new mining operations, concerns about water quality and quantity, and preserving scenic views. To what extent would you support GVR Board taking positions on and advocating policies on some of these issues on behalf of the GVR membership?

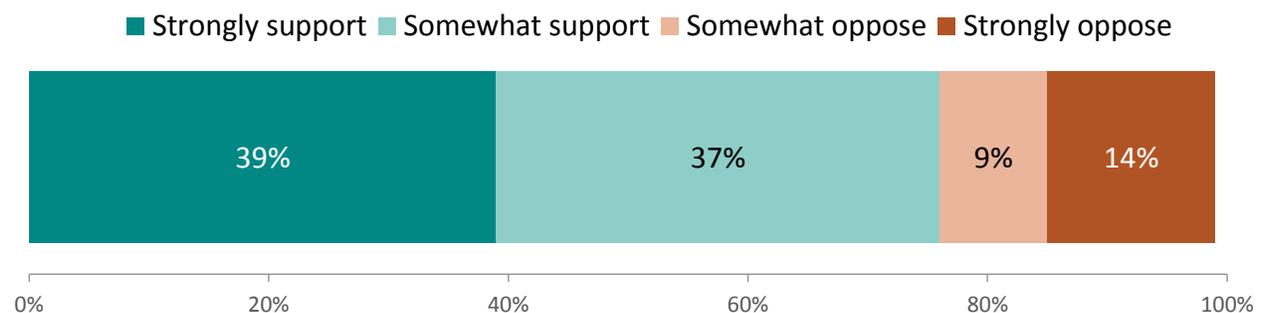


Shorter-term residents, those who live in Green Valley part-time, those of higher income, younger members, and members who use the GVR centers more frequently were more likely to feel that the GVR Board should advocate for Green Valley residents on quality of life matters than did longer-term residents, those who live in Green Valley year-round, those of lower income, older members and members who use the GVR centers less frequently (see Table 59, Table 101, Table 122 and Table 143). A majority of all these groups, however, did support the GVR Board advocating on these community quality of life concerns.

Members were asked whether they supported or opposed GVR being a part of a joint resolution with the Green Valley Council and the Green Valley/Sahuarita Chamber of Commerce & Visitors Center. Three quarters of members approved GVR’s participation, while one-quarter disapproved.

Figure 15: Support for GVR Being a Part of the Joint Resolution

In May 2017, GVR signed a "Joint Resolution for an Envisioned Future of Green Valley, Arizona" with the Green Valley Council (GVC) and the Green Valley/Sahuarita Chamber of Commerce & Visitors Center (Chamber). GVR, GVC and the Chamber agreed to cooperate to ensure that Green Valley remains an exceptionally attractive community for people to live, work, play and invest and keeps pace with ever-changing economic, social and demographic conditions. The guiding principles are to preserve cost-of-living value; ensure exceptional quality of life for all persons, regardless of age; offer active and passive leisure pursuits that maximize self-expression opportunities; and increase demand for Green Valley homes, hereby improving property values. To what extent do you support GVR being a part of the "Joint Resolution for an Envisioned Future of Green Valley, Arizona"?

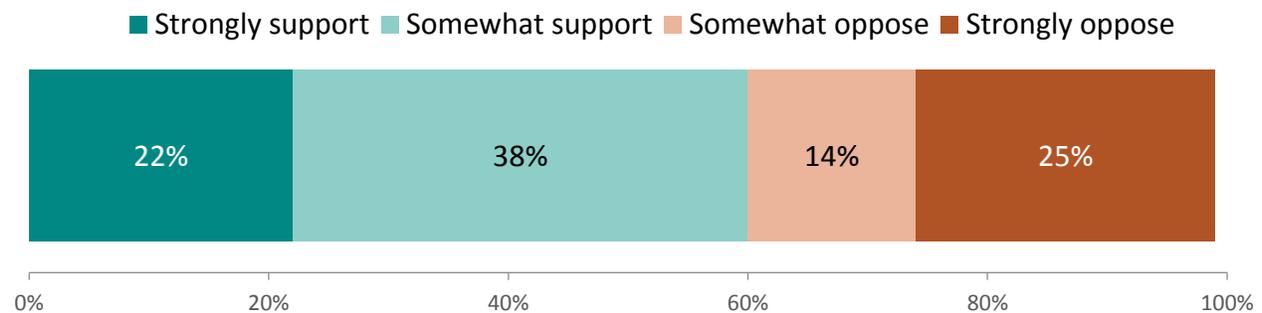


Shorter-term residents, those who live in Green Valley part-time, those of higher income, younger members, those who live in households of 2 or more people, those with no physical limitations, and members who use the GVR centers more frequently were more likely to GVR’s participation in the Joint Resolution than their counterparts (see Table 60, Table 81, Table 102, Table 123 and Table 144). A majority of all these groups, however, did support the GVR’s inclusion in the Joint Resolution.

Currently, GVR’s annual elections are held in February/March, but GVR and the Board are considering whether to move them to the third or fourth quarter of the year. When asked how they felt about this idea, about 6 in 10 supported it while 4 in 10 opposed it. Among those who opposed it, many “strongly” did so, with one-quarter of all survey participants strongly opposing this change.

Figure 16: Support for Moving GVR Elections to the Third or Fourth Quarter of the Year

GVR's annual elections are currently held February/March, with the new Board's governance year beginning about April 1. Moving annual elections to the third or fourth quarter of the year could provide newly elected Directors more time to learn more about GVR and responsibilities associated with their leadership role before assuming their official position on the Board the following April. Moving the annual election timeframe would require a bylaws change. To what extent would you support moving the annual election from February/March to the third or fourth quarter of the year?

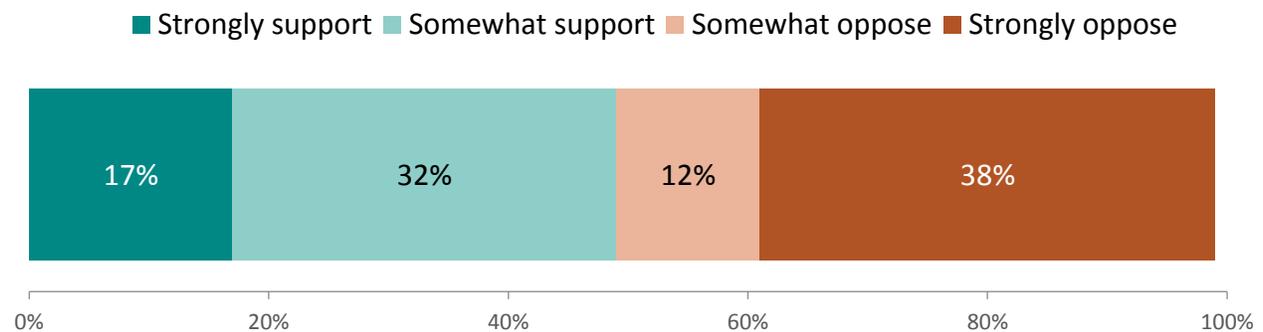


Shorter-term residents, those who live in Green Valley year-round, those with annual household incomes under \$75,000, members under age 65 and females were more likely to support changing the season of the annual GVR election than did longer-term residents, those who live in Green Valley part-time, those with incomes over \$75,000, members over age 65 and males (see Table 61, Table 82, Table 103, Table 124 and Table 145). A majority of all these groups, however, did support the change in the election time.

One of the ideas being floated to help generate additional non-dues revenue for GVR is to open up the GVR centers to non-GVR members (who would pay a fee to use the centers) during the summer months, when fewer members are using the facilities. Member reaction to this proposal was split, with half supporting the idea and half opposing it. Those who opposed, however, had a stronger opinion about it than did those supported it; 38% of respondents strongly opposed this proposal while 17% strongly supported it.

Figure 17: Support for Opening Up GVR Facilities to Fee-Paying Non-GVR Members During the Summer

Participation in activities at GVR centers is lower in the summer months compared to the rest of the year. To what extent would you support opening-up GVR facilities to non-GVR members on a fee basis to generate additional (non-dues) revenue during summer months only?*



* This chart displays the proportion of those with an opinion; 28% of survey participants gave a response “don’t know” for this question (see Table 27 in Appendix A: Complete Responses to Survey Questions).

More than half of those who have lived in Green Valley 10 years or less, those who live in Green Valley part-time, those without reported physical limitations, employed members, member with annual household incomes of \$25,000 or more, members under age 75 supported the idea of opening up the GVR centers to non-GVR members in the summer months to help generate non-dues revenue, while less than half of their counterparts did so (see Table 63, Table 84, Table 105, Table 126 and Table 147).

Respondents were informed that GVR annual dues will cover only 59.42% of GVR's 2018 annual Operating and Capital Budgets. They were asked what suggestions they had for how GVR could increase non-dues revenue. These responses are summarized in Figure 18 on the next page, while the complete set of verbatim responses can be found in a supplemental report provided separately.

Figure 18: Suggestions for How GVR Could Increase Non-Dues Revenue

GVR annual dues will cover only 59.42% of GVR's 2018 annual Operating and Capital Budgets. What other suggestions do you have for how GVR could increase non-dues revenue to pay for the remaining 40% (approximately) of annual expenses?

GVR Foundation/Grants

- Apply for Federal or State Grants for Seniors.
- Donations
- Hire a grant writer (2)
- Government grants (20)
- Grant funding for accessibility for those with disabilities; hosting tournament events on facilities such as tennis, pickleball (when we get enough money).
- grant monies, donations, for profit activities
- Apply for grants (16)
- Support social fund raisers for GVR Foundation
- Invite members to leave \$ in their wills (3)
- More fund raisers thru GVR Foundation from national corporations for specific endeavors
- Ask for endowments from estates (2)
- GVR could do more to promote the GVR Foundation as a vehicle for keeping dues in check for all members but especially financially challenged residents. It seems that local obituaries rarely mention the foundation as an option for memorial donations. Of course, landing a spot in GVR members' wills would be even more rewarding. Also, GVR probably could save money by using more part-time employees and fewer full-timers. By the way, where does the other 40.58% come from?
- Encourage members to setup charitable gift foundations for yearly donations to GVR.
- Expand foundation work, apply for more grants co-op with medical providers to share facilities at a fee.
- Ask members to will \$ to GVR in their estate plans.
- Encourage charitable donations from individuals or corporations.
- Ask for donations from wealthy members (7)
- Take a hard look at all the \$ being funneled into the Foundation & put it back into the general fund (4)
- Apply for federal grants which deal with recreation, site maintenance and gym equipment
- Are there any federally funded programs you can
- qualify for like something that would pay for increasing accessibility dor disabled members
- Seek federal grant \$
- Seek out benefactors who might donate part of their wealth
- Increase fund raising by the Foundation
- GVR should stay out of the foundation; we are not a charitable organization; I will give to the charities of my choice.
- GVR should do everything possible to support the Foundation's new RetireAZ website to increase home sales
- More active use of the Foundation
- Sever Foundation ties so GVR employees are not spending time on that entity
- Encourage expansion of new home development with capital contributions while the economy is still doing well
- Stop transferring GVR money to the Foundation

Advertising

- Advertise the GVR Foundation
- Advertising revenue from business sponsorships of pickle ball, tennis tournaments
- Naming rights to buildings

Figure 18: Suggestions for How GVR Could Increase Non-Dues Revenue (continued)**Revenue Generating Ideas**

- Vending machines (2)
- Amazon gifting program
- Car show (9)
- Sports tournaments (20)
- Bingo (4)
- Fundraising social events (5)
- Fourth Ave street fair (5)
- Have a garage sale (4)
- fund raising (5)
- Bake sale (7)
- Open a Posada Java type coffee store (25)
- Thrift store (4)
- Raffle (4)
- silent auction (3)
- rent bikes & other equipment
- swap meet (2)
- cabana people selling drinks at pool/tiki bar (2)
- for profit bazar
- lottery (5)
- sell GVR merchandise
- as interest rates rise, start a program of multi-year pre-payment of dues @ a fixed (discounted) rate
- Additional cell tower (3)
- operate marijuana business
- Open up GVR to non-GVR members (20)
- Increase the cost of classes/comcerts (14)
- Increase club dues (11)
- Increase guest fees (4)
- Build an auditorium (2)
- Benefactors to bring more concerts to GV like "True Concord"
- More concerts

Balance the Budget/Better Management

- Balance the budget (26)
- Balance the budget without increasing dues
- Balance your budget, cut expenses by further efficiency.
- Board needs to learn to operate within a budget. There's no transparency now
- Reduce expenses (152)
- Independent financial audit (3)
- Reduce the operating budget (28)
- Reduce/postpone the capital budget (26)
- Reduce services (18)
- Slow down expansion (58)
- Live within the budget (66)
- You have overbuilt (2)
- Cannot spend what you don't have (7)
- Reduce printing costs (2)
- Prioritize
- Expense control
- Eliminate waste (8)
- Review expenses (7)
- Financial transparency (2)
- Better money management (7)

Charge For ...

- Charge \$5 for the movies that you show...not just a donation.
- Charge a user fee since some residents must pay dues even though they don't use centers.
- Charge annual dues per person, not household. Husband and wife or co-habitants should pay dues individually as do single owners. Both household members have access to the recreation facilities and it programs provided. We all should pay on an equal basis.
- Charge based on number of members in household not people on deed, very unfair that I have to add my disabled partner to my deed or pay for her and my neighbors pay the same dues as I do and have multiple passes!
- charge more for guests and renters
- Allow non-GVR members to use facilities (69)
- Charge fees to clubs using dedicated space (27)
- Fee for use (24)
- Charge guests a higher rate
- Silver Sneakers

Figure 18: Suggestions for How GVR Could Increase Non-Dues Revenue (continued)

Close Some Facilities

- Consolidate facilities (46)
- Close or sell little used satellite centers (8)
- Close any facility if usage does not warrant staying open.
- Close facilities in the summer (49)
- Close one of the pools (2)
- During summer hours open facilities on a fee basis to non-GVR Members
- Reduce hours

Capital Fee

- GVR has locked-in capital -- better turn of homes will increase GVR revenue; promote GV nation-wide
- I believe the payments when houses are sold must cover this
- Use the ever-increasing new member capital fee
- Raise the new member capital fee
- Collecting \$2500 new member fees makes up for a good % of the 40%
- Increase transfer fees

Cut Back on Expenses

- Reduce expenses (162)
- explore feasibility of question #20
- No pickle ball courts (27)
- Cutback programs/services (30)
- Scale back capital plans (68)
- Redce operating budget (12)
- Reduce capital budget (12)
- Sell un-needed property
- Explore solar (26)
- low water toilets
- cover pools during winter months
- Adjust the AC; too cold (6)
- Stop getting involved in things like the CHGC open space, CPAC, buying a nursery property and putting \$1.25M into it (3)
- Use black tubing to heat pools

Debt

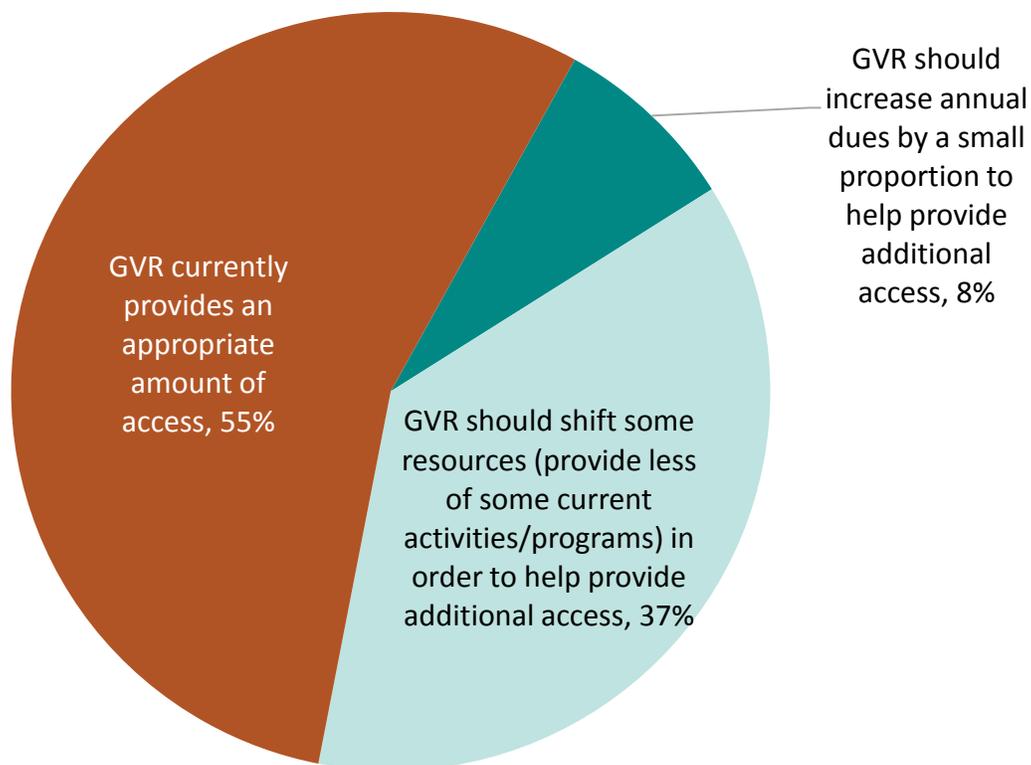
- I believe it appropriate to acquire debt so that future members bear more of the burden of future facilities

While some of GVR’s facilities to provide some access or assistance for people with physical challenges (e.g., lifts for getting in and out of some pools), some members have expressed an interest in increasing this type of access. The survey assessed whether members thought GVR should increase annual dues by a small proportion to help provide additional access, shift some resources away from current activities to provide additional access, or whether they thought GVR currently provides an appropriate amount of access.

Over half (55%) of respondents felt that the current levels of accessibility were appropriate. Among those who wanted increased access, most (37% of all respondents) thought resources should be shifted to make these accommodations, while 8% of respondents were in favor of a small increase in dues to provide additional access.

Figure 19: Access for Physically Challenged Members

Some GVR members have expressed an interest in increasing access to facilities and activities for physically challenged fellow GVR members. However, such access would require shifting resources within GVR and/or an increase in GVR annual dues. Which statement comes closest to how you feel about increasing access to facilities and activities for physically challenged fellow GVR members?



Among the 8% of respondents who reported a physical limitation, such as not driving or using a mobility assistive device, just under half (43%) felt that GVR provides an appropriate amount of access, while about half felt that GVR should shift some resources to help provide additional access. (see Table 83). Only 8% of all respondents thought that annual dues should increase to provide this access.

A final open-ended question on the survey asked if respondents had any other comments with things they would like the GVR Board of Directors to know. These comments are summarized in Figure 20 below while the complete set of verbatim responses can be found in a supplemental report provided separately.

Figure 20: Comments for Board of Directors

Is there anything else you would like the GVR Board of Directors to know? Comments are summarized below; a number following a comment indicates how many responses related to that comment were made.

Deed Restrictions

- Would like to be able to opt out 79
- Those not able to use facilities (health or affordability) should be able to opt out 8
- “Buy Out” option 10
- Transfer fee too expensive

CHGC

- For: 7
- Against: 19

Incorporation

- Roads need to be fixed; our taxes go to Pima County but don’t come back for roads 10

GVR4US

- Intensity of disagreements alarming 4
- Engage them directly to better understand their issues 4
- Glad you have started to rebut their false rumors 12
- GVR4Us is good to raise issues 3
- GVR4US has their own agenda; be careful 6

Elections

- Better nominating process where you don’t eliminate candidates 87

Board of Directors

- Appreciate all the BOD’s work; strong confidence in the BOD; have observed two BOD who are obsessed with their own personal agenda; thankless job; dedicated; applaud your willingness to take all the abuse 101
- No confidence in the BOD; do not act in the members’ best interests; board has own agenda; don’t act in the members’ best interests 31

Dues

- Dues reduction if you can’t use the facilities 57
- Structure dues based on age 15
- Structure dues based on property values 3
- Lower dues for snow birds 8
- Cap dues increases 62
- Fee for service dues 22
- People owning more than one property should pay only one fee 16
- Lifecare members should be able to vote
- GVR costs more than it’s worth
- Not fair to charge single HH the same dues as double HH 9

CEO

- Has brought GVR into the 21st century; have noticed marked improvement since he was hired; CEO has brought professionalism; lucky this community attracted him; brings management skills, vision & leadership; give him a raise 20
- CEO over-paid; fire the CEO; CEO is running the Board; dictator 93

Figure 20: Comments for Board of Directors (continued)

Communications

- All important decisions should be voted on by the membership 26
- No closed meetings; transparency 42
- Allow members to be heard for more than 2 minutes at BOD meetings 8
- Allow email access with BOD; BOD needs to be receptive to input; more open to feedback; no screening of emails; no filters 99

Vision Statement

- Against becoming a “pre eminent” community 65

Budget

- Would like a better working knowledge of the budget 4
- Why are finances not presented on a timely basis 3
- Balance the budget 5
- Don’t understand the 40% shortfall 1
- Allow members to review & provide input to budget 1
- Control expenses 6
- Financial visibility 3

Guest Passes

- Should be less expensive 3
- Two passes per HH is only fair 3
- Should be allowed free passes for family
- Stopping 2nd card to single owners – No 3

Footprint

- Open up GVR to anyone in surrounding communities 1
- Expanding membership will overload facilities 1

Clubs

- Michigan club was kicked out of WC with no input
- HOA’s gov board should be placed above clubs 1
- Club members’ input on what affects their club
- Table tennis needs a home of its own

Pickle Ball

- Build a center 2
- Building a center is overkill 8
- Repurpose tennis courts 2

Facilities

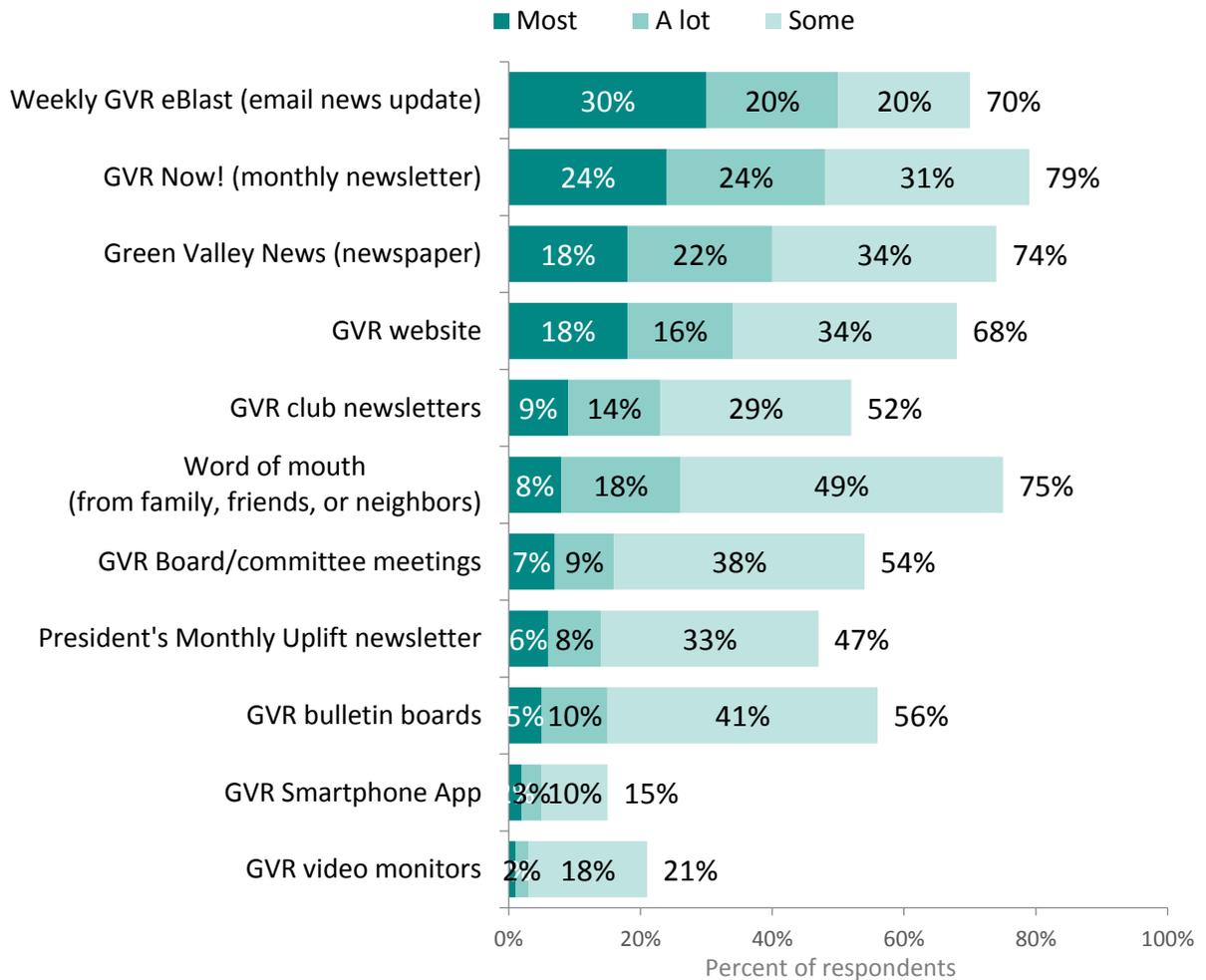
- Construct a Hub at WC 1
- How safe is pool water from MRSA? 3
- WC theater fees to high 2
- CH air conditioning is too cold 1
- Non members should be charged more than members 1
- Have seen children running & jumping at EC pool 1
- Need comfortable chairs at WC 1
- CH needs a new private cubicle shower for men 1
- CR needs at least one more arc trainer 1
- Class fees too high 12
- WC needs reserved seating 1
- EC fitness center needs to be updated 1
- Need a fragrance free fitness policy 1
- Not enough floor space at EC for mats 1
- CH needs new mens’ shower 1
- LC air conditioning too low
- Chairs at LC are uncomfortable 1
- Oleanders behind SRS are dying 1

GVR Communications

As noted earlier, about 7 in 10 respondents rated the communication from GVR or about GVR as excellent or good (see Figure 1), felt they received news and information about GVR in a timely manner and were as informed as they liked or needed to be about GVR (see Figure 12).

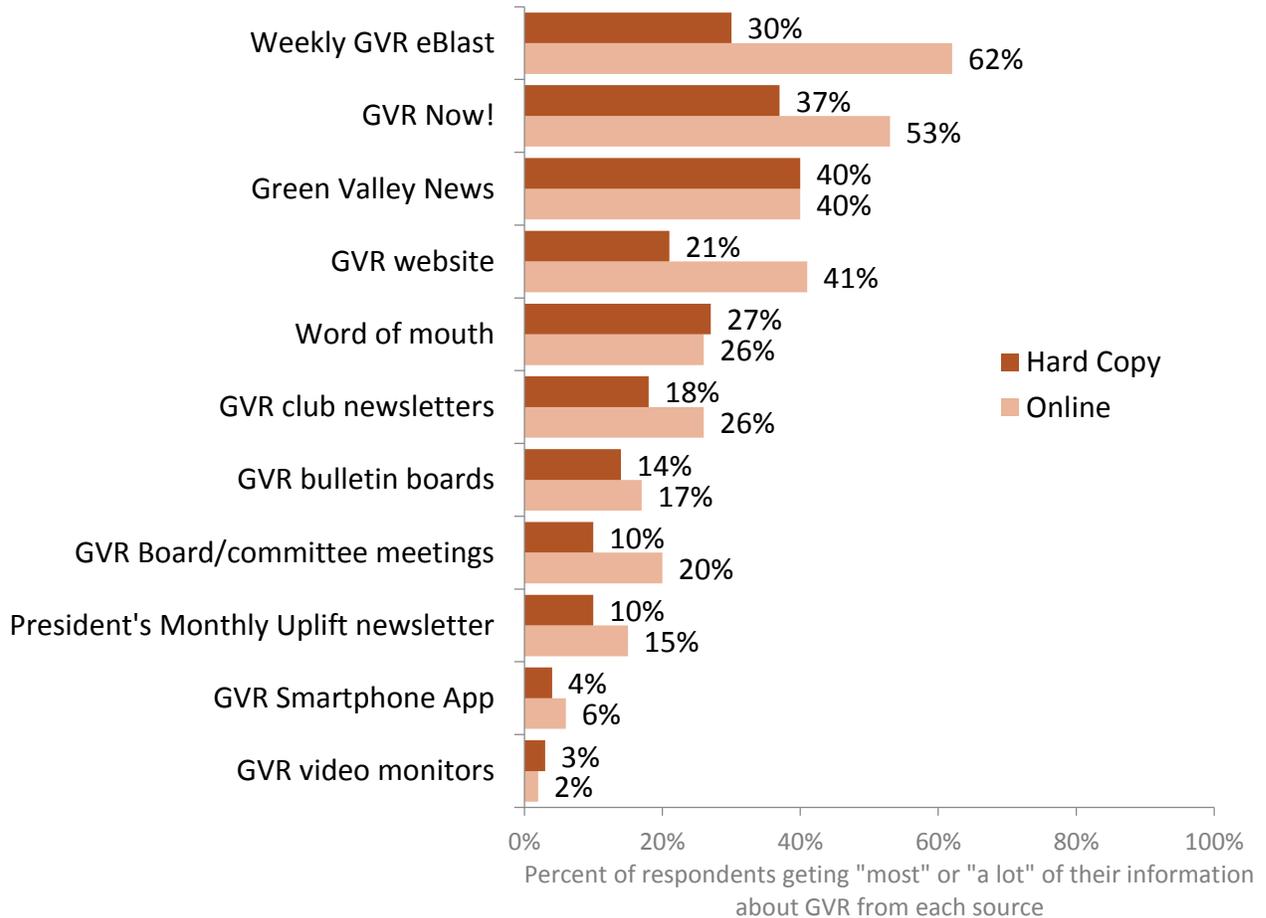
Respondents were asked about the information sources they used to receive information about GVR. The sources used by largest proportion of members were the *GVR Now!* monthly newsletter, the *Green Valley News*, the weekly GVR eBlast and the GVR website. These were used by 18% to 30% of respondents as the source where they got “most” of their information, and by about 70% to 80% of respondents as where they got at least “some” of their information. About three-quarters of respondents got at least “some” of their information by word of mouth, although not a lot got “most” or “a lot” of the information about GVR this way.

Figure 21: Information Sources Used



As mentioned in the *Survey Background*, about two-thirds of members were emailed an invitation to complete the survey online, while those without an email address were mailed a hard copy. Presumably, those who had an email address on file with GVR would be more likely to obtain information electronically, but there were still a third of members that did not have an email address in their membership file and might have more limited access to computers and the internet. To see how these respondents were getting their information about GVR, the survey responses were examined by the mode in which the survey was completed. As shown in Figure 22 below, they were naturally much less likely to receive most or a lot of their information through the eBlast or the GVR website. However, nearly a third of respondents who completed the hard copy of the survey did get news through the eBlast, indicating some may be on the email list for these communications from GVR, further, some did use the GVR website to obtain information, indicating some have some access to and facility with technology. But the most common source of information about GVR for these members was the *Green Valley News* newspaper.

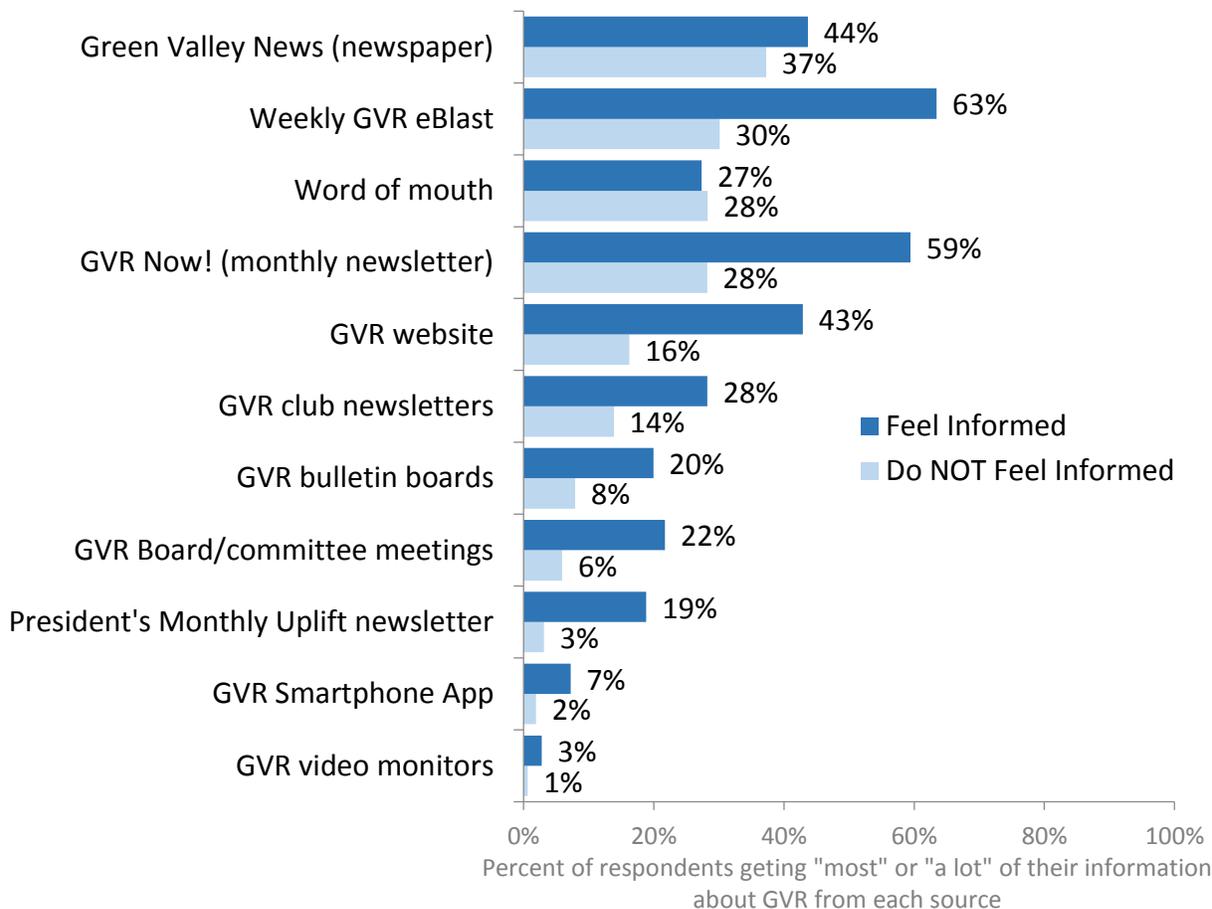
Figure 22: Information Sources Used by Whether Completed Survey Online or by Mail



Interestingly, among the open-ended comments about communication (see Figure 24 starting on page 39), a few respondents seemed to assume that almost all GVR members had email access, while a few respondents wanted GVR to remember that, in fact, not all GVR members have email or internet access yet.

The survey responses about GVR information sources were also examined by whether or not the respondent felt informed about GVR. A greater proportion of those who agreed they did feel informed or had as much information as they wanted received most or a lot of their information from the weekly GVR eBlast or from the GVR Now! monthly newsletter that among those who did not feel informed about GVR. In general, a lower proportion of those who did not feel informed received most or a lot of information about GVR from any of the sources compared to those that did feel informed.

Figure 23: Information Sources Used by Whether Feel Informed about GVR



Respondents were asked if there were any other information sources they used. A summary of these responses are shown in Figure 24 on the following two pages. They also provided suggestions for how GVR could improve communications with members, summarized in Figure 25 starting on page 50. Verbatim responses to these questions can be found in a supplemental report provided separately.

Figure 24: Other Information Sources

How much information, if any, do you receive about GVR from each of the following sources? Other responses, summarized. A number following a comment indicates how many responses were given in that category.

From GVR members receiving a survey hard copy s

- GVR4US 12
- HOA newsletter 4
- Friends 3
- Catalogs & pamphlets 1

Doing a good job already 326

Media Suggestions

- KGVY ½ hour radio program
- Access TV channel
- Cable feed of activities
- Tape GVR meetings & make available to members 5
- Use HOA councils
- Chat room for discussion
- Twitter feed 3
- Live, on-line streaming 2
- Have a library @ each center, with a computer, so those without a home computer can view
- information online
- Utube video
- Facebook
- Smartphone app is frustrating to use 2
- Bring back passenger pigeon
- Create member forum website
- Website: clean up; modernize; more real time; make it easier to navigate 9
- Newspaper distribution GVR Now 6
- Weekly/monthly column in GV newspaper 12

Content

- More information re GVR committees
- Publish Budget/financial information on a timely basis 10
- Need to “over communicate” on finances
- Regular Q&A 8
- Response to GVR4US misinformation 8
- Disappointed in your response to GVR4US
- Keep it friendly so there’s not much to navigate
- Keep information short & to the point
- Accurate & updated information
- Fewer ads 5
- Publish BOD & committee meeting minutes within 72 hours
- Complete BOG meeting minutes
- Results of BOD meeting votes
- Tell us what’s happening before, not after the fact 4
- Bring back “Board Splinters” so we know how the BOD votes

Figure 24: Other Information Sources (continued)

Miscellaneous

- Allow direct access to BOD members 78
- List an email address for each BOD member and committees 2
- Answer & return phone calls 8
- Allow members more time to speak at BOD meetings; drop the 2 minute limit 8
- Restricting the number of board candidates was a mistake 13
- Be honest 30
- Listen to what members want & ask for input 31
- Be more open & transparent 53
- Conversations with Kent
- Consolidate; too many publications; too many emails 48
- Annual report mailed to everyone
- More member forums 5
- Have a GVR BOD member personally attend HOA meetings on a regular basis 7
- Members need to improve their own communication 7
- Post timely BOD mtg minutes on center bulletin boards 2
- Biggest challenge is engagement of members
- Promote how to get access to newsletter, website etc
- No “secret” meetings 3
- Throw out CPM
- Need a comprehensive list of communication resources 4
- Whatever communication you have with members is all outgoing only – you need a way for
- members to provide input directly to the BOD
- Consider installing an electronic rolling event calendar @ major centers
- Have one BOD member represent each community

Figure 25: Suggestions for How GVR Could Improve Communication with Members

What can GVR do to improve communications with members?

A number following a comment indicates how many responses were given in that category.

Already Doing A Good Job

- A lot is being done.
- Adequate as is.
- Adequate.
- All OK as is.
- Already doing good job.
- Communication is adequate for those want info.
- Communication is Ok..
- Communications is Good.
- Does a good job.
- Doing a good job already - No need for improvement.
- Doing a good job!
- Doing a good job.
- Doing a great job now.
- Doing an OK job.
- Doing fine!
- Doing fine.
- Doing fine-no need to incur further costs for this, too.
- Doing good job.
- Doing great, especially the emails.
- Doing it well now.
- Doing pretty well.
- Doing well.
- Excellent communication about things the board and CEO want the members to know about.
- Existing channels adequate.
- Fine job now.
- For me- the communication is good.
- Good as is.
- Good job as is!
- Good now- everybody can know if they choose.
- GVR already communicates, however listening skills could be improved. Hopefully this survey is and indication that GVR wants to hear from memberships
- GVR already provide members ways to receive & respond to current events and concerns. If a person is not aware of GVR issues, events, etc. they are not interested.
- GVR does a good job.
- GVR does a good job.
- GVR does an excellent job of communicating. Members have to take effort & initiative.
- GVR does okay.
- GVR is doing a very good job informing members.
- GVR is doing all that can be done, members have the responsibility to stay involved.
- I think current communications are sufficient.
- I think GVR communications are good.
- I think GVR does a good job with communications.
- I think GVR does an excellent job of covering all available communications system.
- I think GVR does pretty well communicating.
- I think GVR does well w/ CV news & monthly newsletter to keep us in touch.
- I think it does a great job now.
- I think its fine.
- I think it's fine. Have the Friday email blasts.
- I think it's quite good.
- I think the emails are great!
- I think there is plenty of communication to members.
- I think they do a great job already.
- I think they're doing a decent job.
- I think we get too much.
- I think you are doing a good job
- I think you do a pretty good job.
- I think you have improved tremendously.
- I think you're doing fine.
- I think you've done it all!
- I use e mail mostly and that is daily- so i don't think it need improving.
- If a member needs to know something there are plenty of avenues already.
- I'm OK with the amount of communication from GVR.

- Is satisfactory at present.
- It already does a great job.
- It is enough. Anything we want to know is available.
- It is very accessible so it is up to members to keep themselves updated.
- It seems like you do enough.
- It seems to me, there are plenty of opportunities already if used properly.
- Its fine.
- It's fine.
- It's good enough as it is.
- Its ok.
- Its pretty good as is.
- It's up to individuals to seek information about what's going on.
- Keep at what you're doing.
- Keep distributing into a line.
- Keep doing what is working.
- Keep doing what you are doing.
- Keep GVR monthly paper.
- Keep on trying!
- Keep the website current and up to date.
- Keep up what you're doing.
- Keep up with monthly newspaper.
- Keep up with what is being done; members have to get involved also.
- Keep using about methods.
- Keep using electronic means.
- More than adequate now
- No Improvement needed.
- No improvement needed.
- No need for improvement.
- Nothing. GVR has greatly improved communications over the last 5 years. Anyone complaining about GVR communications needs to get out from underneath their rock!
- Nothing. I seek the information I'm interested in. The GVR board minutes should be published in GV newspaper!
- ok as is.
- OK now.
- OK.
- Satisfied with present communications.
- Satisfied with what we have now, but please continue the e-blasts.
- Satisfied.
- Seems like you do all you can.
- Seems you already doing very well!
- Short of contact in a members individually, GVR is doing a commendable job at providing communication. The complaints about lack of communication are grossly exaggerated by the chronic malcontents.
- Since I've been here quite a few years; every year I've observed an improvement. One can never satisfy everybody- too bad!
- Sufficient now as is.
- Sufficient.
- There's enough info out there if someone wants to know more.
- They do a good job.
- They do fine now!
- They do well. I don't have media accessibility.
- WE get plenty of communication
- You can lead a horse to water, but you can't make them drink!
- You do a good job of communicating thanks.
- You do a good job!
- You do a lot- E blast and website have been a strong communications tool.
- You do fine.
- You're covered it all.
- You're doing a good job.
- You're doing a good job.
- You're doing a great job.
- You've offered every possible method

Figure 25: Suggestions for How GVR Could Improve Communication with Members (continued)

Transparency

- A big dose of transparency particularly fiscal matters as monthly treasurer's report. Stops empire building by aggressive people.
- Adventure and be open about budget meeting, etc.
- Advertise and be open about budget meeting, etc.
- Be a more "open" organization- especially with financial info.
- Be more open about whats going on.
- Be more open- use GV news.
- Be more open with communications.
- Be more open with financial reporting!
- Be more open with inner workings.
- Be more open.
- Be more open.
- Be more open. There is too much secret meetings.
- Be more transparent (especially CEO).
- Be more transparent about internal affairs. Open board meetings when discussing public events.
- Be more transparent and provide more access to board members directly.
- Be more transparent especially CEO Blumenthal.
- Be more transparent.
- Be open & receptive toward members. Minutes published and budgets.
- Be open about expenses- easy to read report for improvement expenditure in the 10 yr plan.
- Be open and listen.
- Be open minded.
- Be open to entire membership- too much closed doors in decision making. More open meetings for people to speak and question.
- Be open, honest and timely.
- Be totally open and forthright.
- Be transparent, report on GVR meetings promptly- not months after the meetings.
- Be transparent.
- Do not conduct secret meetings
- Don't be so secretive about what your plan is for the future of GVR.
- Don't be so secretive.
- Just be open as much as possible
- More transparency about finances (lack of budget at annual mtg) no more waiting on vital matter in August or July.
- More transparency- Emails from members to the board.
- More transparency of board & pres activities.
- More transparency. The board has been a zoo for the past 12 years.
- No closed door meetings of board members; always open to members
- The BOD/GVR should be more transparent & open to input from membership
- They first need to be transparent within the board- until that happens communication with members is impossible.
- Total transparency is a great place to start.
- Transparency always-open talks & meetings.
- Transparency for all about all- no last minute meetings all members cannot speak at!
- Transparency from board members to members stop slanting reports and finances.
- Work on trust and transparent or issues.

Figure 25: Suggestions for How GVR Could Improve Communication with Members (continued)

Direct Communication with Board members

- Allow "open" input from all members with all board members.
- Allow board members open communication. Stop COE editing e-mails.
- Allow board members to communicate directly with public.
- Allow board members to directly communicate with members.
- Allow board members to receive member emails, CEO wants that "filtered".
- Allow board members to speak to members- not CEO.
- Allow board to receive emails directly.
- Allow board to talk with membership. And, listen to members.
- Allow calls to the board. Stop stifling the interchange between the members and the board.
- Allow communication with board members without filter.
- Allow direct e- mail exchange with board members.
- Allow emails with board members. Have members vote on large expenditures.
- Allow free communication with board members, not "filtered" though CEO.
- Allow individual board members to communicate directly with the membership.
- Allow members to communicate directly w/ board members.
- Allow members to e- mail board members so they can represent our needs!
- Allow members to email board members direct.
- Allow members to freely access the board without filtering from a CEO or other staff. Allow all viewpoints to be freely spoken.
- Give ability to connect with board and not going through Blumunthal.
- Let the emails to board members go directly to them. The CEO doesn't need to read them first & decide which ones to toss.
- 1) Listen to members 2) Allow Bd members to communicate with members, don't limit emails between them- Kent works for us- limit his decisions.
- Allow staff to talk to board and other members get rid of CEO.
- Allow the board members direct access to us members instead of through the CEO- emails to the board members are screened by the CEO.
- Answer emails directly. Allow members to task with customer and other staff directly, between parents with [?] & allow more than 1 notes per question.
- Allow the board members to serve as normal board members of a public companies- let them speak out to GVR members when they feel it is necessary.
- Direct access to board member! The CEO has too much power!
- Direct access to board members without going through the current CEO, transparency.
- Each communication addressed to the board should be routed directly to the board. The Board can then route to MGT if desired.
- Eliminate all policies that inhibit board member communications.
- Don't censor my [?] to board members.
- Have 2 way communication with members through email.
- Let members interact directly with board members. Do not let anyone screen incoming communication to the board.
- Let us communicate with board members as I've did in the past.
- Open communication w/ Bd members to general population. Revise CEO position to work for the board, not run it.
- Open communications with board members without being screened by CEO & Staff.
- Open dialog between board and members without so much restriction.
- Remove "gag order", allow communication! Replace CEO Kent Blumenthal.
- Remove email restrictions between directors & members. Provide information to members without email access.
- Stop intercepting all emails. Allow access to the board- without filters!
- Open up communication with board members
- Provide ways for members to talk directly to BOD.
- Respond to members' questions; no more "I'll get back to you"

Figure 25: Suggestions for How GVR Could Improve Communication with Members (continued)

Honesty

- Be honest - more transparent - no more hidden agendas.
- Be honest- stop going behind our backs stop secret sessions- no gag orders.
- Be honest- tell the truth!
- Be honest, don't think they know what we want.
- Be honest.
- Be honest.
- Be honest.
- Be truthful about what you tell them. Be open about what you tell them. Stop pushing the leaders opinions on them.
- Be truthful!
- Tell the "truth". Expose all income and expenses.
- Tell the truth about budgets and balances.
- Tell the truth- not slanted opinion.
- Tell the truth, everything. Not what just you want us to know.
- Tell the truth.
- Be honest/openness
- Quit being so secretive
- Start with the truth; reduce closed meetings Stop the BOD president from lying by omission when trying to defend bad decisions
- Stop the secret meetings
- stop the secrets
- stop the secrets

Listen Better

- Have some communications and listen when they talk
- Listen and respond.
- Listen and stop alienating the membership.
- Listen better and respond accordingly.
- Listen closely!!
- Listen more- talk less.
- Listen- not just the wealthy area's.
- Listen to complaints. Table tennis club is barely supported & frequently can't play due to bad communications with GVR. (Husband plays).
- Listen to GVR membership and act accordingly.
- Listen to it's members at meetings.
- Listen to its members.
- Listen to me - Let me be free.
- Listen to members & take their opinions seriously.
- Listen to members and do not lie! Pretend, the money you are spending is yours!
- Listen to members complaints.
- Listen to members.
- Listen to the fact we do not want to be a world class destination resort concept! And the pickle ball center plan.
- Listen to the members.
- Listen to their concerns. Have board members be more accessible.
- Listen to them at board meetings.
- Listen to this survey!
- Listen to those who do not want to be members.
- Listen to what members have to say.
- Listen to what members impart to board & president if allowed the time to speak.
- Listen to your members.
- Listen! Major decisions like question #9, most of #12, #16 and #17 should be presented to/ approved by membership.
- Listen! Realize the demographics have changed since GVR was established! Not everyone has the some source of income.
- Listen.
- Listen.
- Listen.
- Really listen. Do opinion surveys in neighborhoods before you put in surprise facilities.

Figure 25: Suggestions for How GVR Could Improve Communication with Members (continued)

Forums

- Have open "listening" forums where ideas/proposals are presented/ discussed/ solicited; move around 10 different center over each year.
- Have outside grills and meet once a month.
- Have town meetings.
- Hold periodic small area meetings for input.
- Pot roasts outside in summer.
- Town hall meetings.
- Local neighborhood cook outs. Hot dogs, hamburgers. More sign on usage of spaces like parking space for visitors.
- More town halls with board & CEO.
- Provide a forum for working members to contribute input to meeting

Board Meetings

- Allow GVR members to speak at mtgs no 2 minute.
- Allow members to speak at meetings.
- Allow more input to non-board members & monthly meetings. Allow board members to speak w/ members.
- Allow them to speak longer at meetings.
- Be able to speak at meetings.
- Give more time at the meetings for members to express their views.
- I was disappointed when a meeting I attended limited the opportunity for attendees to ask questions. Very restricted & too controlling!!!
- Open board meetings & no just 2 minutes that the speaker gets to speak. C&E sits & listens only. He seems out of touch with GVR. Has interests only in GV matters.
- Let them speak at meeting they are invited!
- Open up meeting/view points with members/two minutes for making a point? I think not

Content

- Begin listing costs, budget, & expenses -- tell us where our money is going
- Better job advertising what is available
- Get the minutes and financial reports to us in a timely manner
- Include all members on emails which include board minutes
- Inform members about voting before, not afterwards
- Lead by example. Members can see what is being done on responsible projects
- Let people know that the goal is to keep GVR stable, not govern the community overall
- Make all information re operations and finance transparent
- Make board minutes part of regular communication
- Present existing plan, rationale and budget
- Provide better information; not so much sales pitch
- publish all board mtg verbatim minutes
- publish all information that corporations are required by law to make available to members
- Publish meeting results in a more timely manner rather than months late
- Some information is outdated and redundant
- tell people how to get newsletter, E blast, etc
- Would appreciate communication about facilities
- Would like a calendar view at glance format

TV/Video Cam

- Ave videos of board meeting on web site ?
- Have a Roku channel. Do monthly info on things like phone, computer, apps.
- Maybe produce a local TV channel.
- Record all meetings so that members can see it online GVR website or videos.
- Video cam board meetings

Figure 25: Suggestions for How GVR Could Improve Communication with Members (continued)

GVR NOW

- Bi- monthly newsletter.
- Biweekly short update on everything.
- Continue monthly newsletter .
- Continue the print, monthly newspaper and include more stories of what's going on with the clubs. The paper is getting far too many commercial ads! I know that helps support the paper but uses precious space!
- Continue to have the monthly paper included with the GV newspaper.
- For those of us who have moved to La Posada add an article so all newsletters are above & special announcements.
- Full disclosure about all projects & proposals & allow the members to have a voice & opinion about how our money is spent & what projects we are interested in and let us vote on the proposals that are made.
- Got to the point in newsletters. More bullet points in letters. Stop "romancing" the news & just state it.
- Increase the content of the monthly new letter.
- I like more "folksy" articles like old news letters was instead of bragging from the President(CEO), Mr. K. Blumenthal.
- Post board meeting discussions & votes in GVR Now
- Provide Q&A and letters to Board in GVR Now

Bulletin Boards

- Electronic bulletin boards
- GVR news bulletin board at each center.
- More bulletin boards.
- More use of bulletin boards.
- Post meeting news on bulletin boards in large, clear shorter version

E Blasts & Website

- (1) Website almost everyone has email, etc.
- Continue with the GVR e-blasts.
- Continue= email communication. Continue= broad member comm via email.
- E Blast- short & to the point. Same with news. Be open & direct.
- E- mail.
- Email communication the best, but don't need to send 4-5 times per week, gets annoying.
- Email- newsletters- etc.
- Email no more than weekly.
- E-mail on important items.
- Email works.
- E-mail. I have lived here 13 years and have never received an e-mail seamus1939@cox.net.
- Emails to the board from members.
- E-mails, news in centers.
- GVR blast, GVR now, & GVR website hide important governance issues at the end while wading through the useless information first. Tell the truth rather than covering all ideas with President Nelson's families.
- Have you considered Facebook?
- I Don't get the E blast purplrider@gmail.com.
- Improve their website.
- Primarily web site.
- You've got my mailing address, obviously; please send it there.
- Add content online.
- I've tried 3x's to get GVR eBlasts and do not received . I've personally gone in-check spam etc.
- I have never received any email from GVR
- I like the email updates
- I never get any info -- just the bill
- I never knew any of the above existed

App

- I have not found the smartphone app current or very helpful.
- I just added GVR app- think info is available for those who want it.

Figure 25: Suggestions for How GVR Could Improve Communication with Members (continued)

Those Who Don't Use Computers

- Actually send out newsletters to members.
- Actually send some of the stuff to members.
- Do not have a computer so need info. in writing.
- Avoid making everything computer or i-phone based.
- Bulk mailings would help for those who do not have computers or apps- many live on fixed incomes.
- Don't think everyone does computers!!
- Don't think everyone does computers!!!
- Don't think everyone does computers!!!
- Don't think that everyone has a computer or smartphone!!!
- Go back to the old monthly letter. I like to read paper in my hand.
- I do not have a computer.
- Mail info to members. I already get too many emails.
- Mail information to members that does not have a computer.
- Mail news letters to those without e-mail address.
- Mail or phone- a lot of members have no cell phones or computers(smartphones).
- Not all members have computer or smart phone- the mail isn't still a good way to keep people informed.
- Not everyone has computer & we need info mailed.
- Since I don't have a computer or smart phone I have no suggestion.
- Newsletter by mail.
- Remember- not all members have computers and smart phones.
- Remember those who do not have computers. Use the newspaper more.
- Realize not all members have computers.
- Send mail to people not on line.
- More paper surveys delivered to households instead of publications delivered to rec centers
- They used to send information thru the mail; not everyone in GV owns a computer or smart phone

GV Newspaper

- Board activities need to be reported in the Green Valley news.
- Board activities should be recorded in the GV news.
- Have more of the board reported in the GV news on a regular basis.
- Have information in a certain specific reaction of the groom valley news - or at the library.
- Have section in GV news to report.
- Put more info in the GV newspaper.
- Set up a column in the Green Valley news! Include news, questions & answers for members.
- Having more of the board activities reported in the GV news on a regular basis.
- The GV news used to report on board meetings & the way each board member voted. That was a good way.
- More in newspaper
- More information printed in local paper
- Newspaper
- Newspaper
- Put an article weekly in the newspaper
- Renew sending GVR NOW in local newspaper
- Weekly newspaper article

HOA's

- Have a monthly or quarterly meeting with individual HOA presidents.
- HOA.
- Involve HOA's more in getting the word out.
- Thru local HOA communities, strange at pools. Club houses remember participation is usually only 20%, most don't care.
- Perhaps have a person from each HOA responsible for reporting news via their (HOA's) website.
- Send GVR representatives to HOA meetings once a year.
- Utilize subdivision HOA's

Figure 25: Suggestions for How GVR Could Improve Communication with Members (continued)

Paid Staffs

Change attitude of some of the staff.

- Get a better telephone system. I get annoyed when i always get a recording when i call.
- Give GVR employees a class on how to be nice instead of cranky, just paid my annual dues & she pays well am tired have been here since 7:30!
- Have CEO make call backs; don't ignore requests for information
- Paid staff could be nicer & more approachable! Don't notice this much with volunteers though.
- Pick up a phone call
- Possible answering phones would help
- Return phone calls & be more helpful.
- Return phone calls.
- Staff should not be so nasty when ask questions by people.

Already Receive too much Information

- I feel that we receive a few too many e-mails, etc. from GVR.
- I receive as much info as I want.
- I receive enough info about GVR.
- I receive enough info.
- I hear enough.
- Not needed. Too much communication now.
- One GVR notice per month too many to read.
- Too many emails- seems like more than once a week.
- Too many resources just is toooooo much. One source would be better- then we would all get the same info.
- Less is more effective.
- Simplify the communication; there is too much overlap and so much that one stops looking at it
- More information by mail
- Unless my daughter drives me to a GVR facility, I have no way to hear any news or participate

Orientation

- New members need more than one orientation

Radio

- Announcements on the local radio.
- Local radio for ads

Other

- Section off areas like precincts and board members each take 2 sections & walk it & ask question & record answers & give out business cards so folks have a personal contact

GVR Foundation

Those completing the survey were given a bit of background about the GVR Foundation, and asked whether they had been familiar with this organization before taking the survey. Just about half were somewhat for very familiar with the Foundation, two in 10 had heard the name, while 3 in 10 were not familiar with it. When asked whether they supported or opposed the GVR Foundation’s mission, 8 in 10 supported it and 2 in 10 opposed it.

Figure 26: Familiarity with GVR Foundation

Formation of the GVR Foundation, a 501(c)(3) tax-exempt, charitable giving nonprofit organization, grew out of a desire of the GVR Board of Directors to support activities that directly affect special needs within GVR and the Green Valley community. The GVR Foundation's mission is 'To enrich the lives of GVR members and community residents through programs, advocacy, and financial support that promote health and wellness in Green Valley, Arizona.' It is funded by tax-deductible donations, grants and gifts from individual and corporate donors. How familiar were you with the GVR Foundation before this explanation?

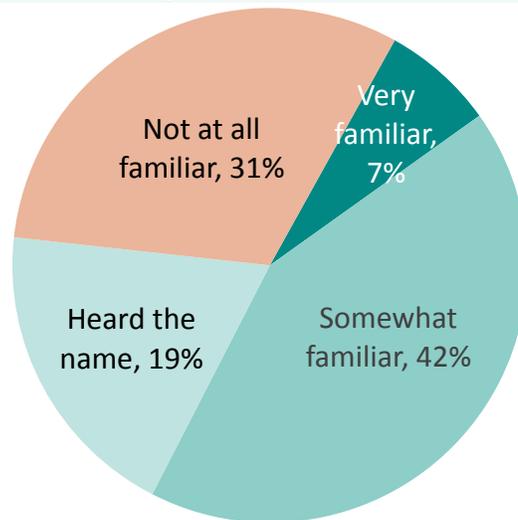
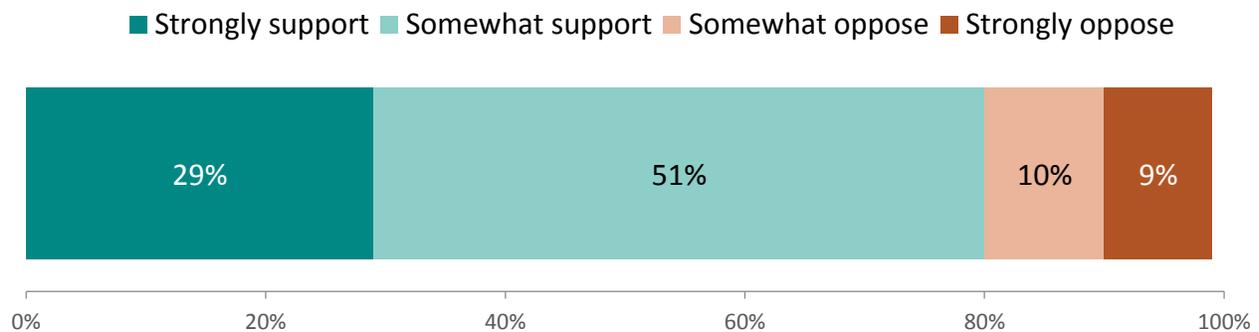


Figure 27: Support for the Mission of the GVR Foundation

To what extent do you support the GVR Foundation's mission?

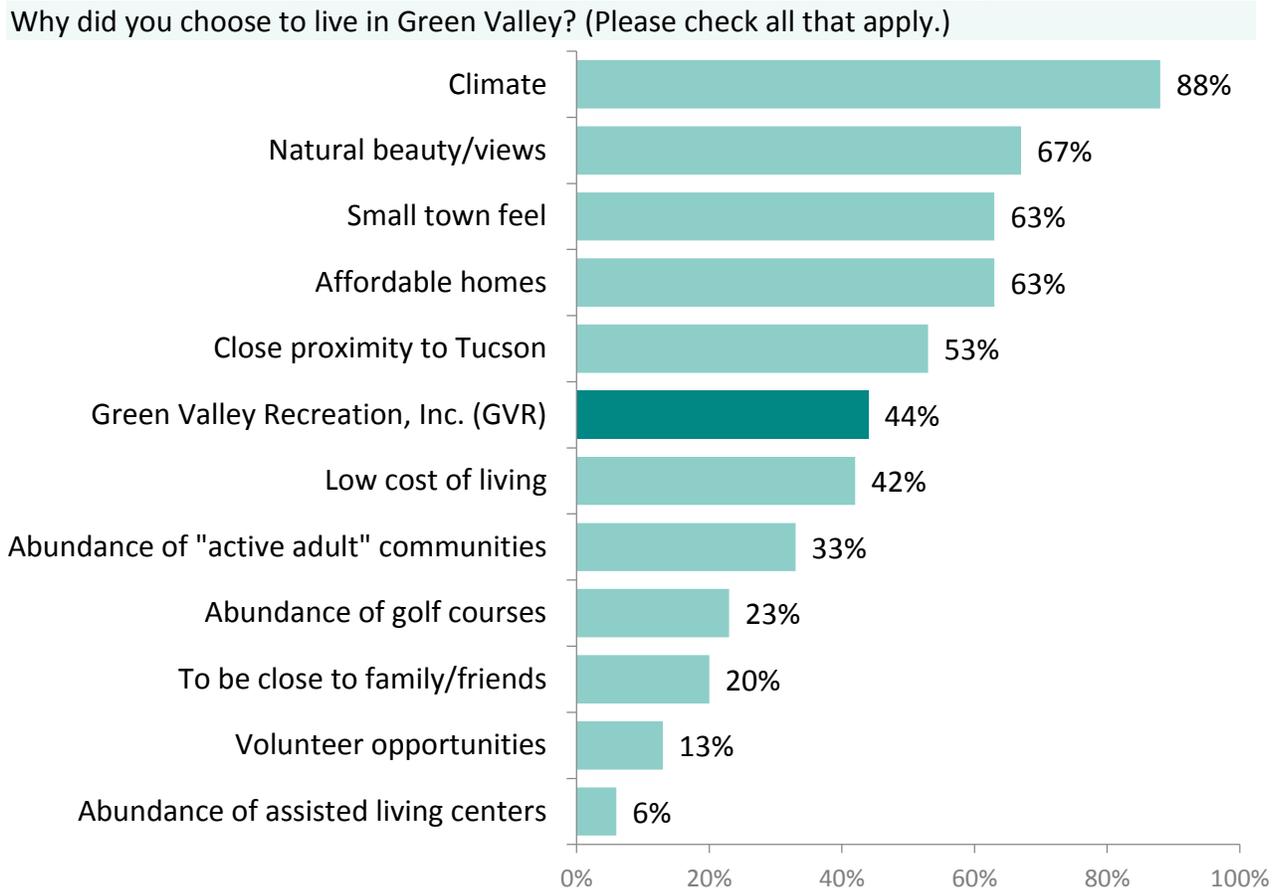


About GVR Members

To see what attracted members to live in Green Valley, and whether GVR played a role in that decision, respondents were asked why they had chosen to live in Green Valley.

Climate was the number one reason, indicated by almost 90% of respondents. The natural beauty of the area, the small town feel and affordable housing were also common reasons given. GVR was a reason for moving to the community for 44% of respondents.

Figure 28: Reasons for Choosing to Live in Green Valley



In addition to the list of responses provided above, respondents could write in their “other” motivations for choosing to live in Green Valley. These reasons are summarized in Figure 30 on the next page while the full set of verbatim responses can be found in a supplemental report provided separately.

Figure 29: Other Reasons for Choosing to Live in Green Valley**GVR facilities & programs**

- #1 reason is GVR & GVR clubs.
- Artistic activities
- Arts opportunities
- Availability of rec centers included in GVR dues; churches.
- available classes and sports
- BAJA (2)
- Bridge (3)
- Deep water pools & indoor pool
- GVR access was a factor, but not the primary one. After living here, I find I use the facilities much less than I thought I would.
- GVR came as a plus to all the other reasons.
- GVR was #1 reason
- GVR was different when we moved here almost 20 years ago.
- Pickle ball (20)
- Pools & workout (9)
- Tennis (13)

Small-town feel (34)

- 25 yrs ago GV was quite small
- 35 mph driving
- Clean city with small town feel
- Peaceful, low stress community
- Charming community w/ low population
- Not a resort
- Not Florida
- Not another Dell Webb/Sun City
- To be in a non-pre eminent community
- Unincorporated town
- Caring community
- Quiet, well-kept
- Get away from mobs of people, traffic & crime
- Love the small town feel & my golf cart
- Low traffic (6)
- Peace & quiet (5)
- Slow pace of life (2)
- Quiet, modest & unassuming
- Not a typical retirement development
- Low population density

Outdoors/hiking/camping/biking (50)

- Out door winter activities (2)
- Outdoor activity opportunities (2)
- Open space (5)
- Birding (11)
- Hunting, fishing & shooting
- Hiking (16)
- Biking (3)
- Bike lanes in roads (4)
- 4 X 4 trails
- Camping
- Year-round motorcycle riding
- Access to recreation
- Dark skies (2)

Weather (25)

- Better year round climate
- Dry climate
- Monsoons
- Air quality (4)
- No natural disasters like hurricanes
- No snow or grass to mow (2)
- sunshine

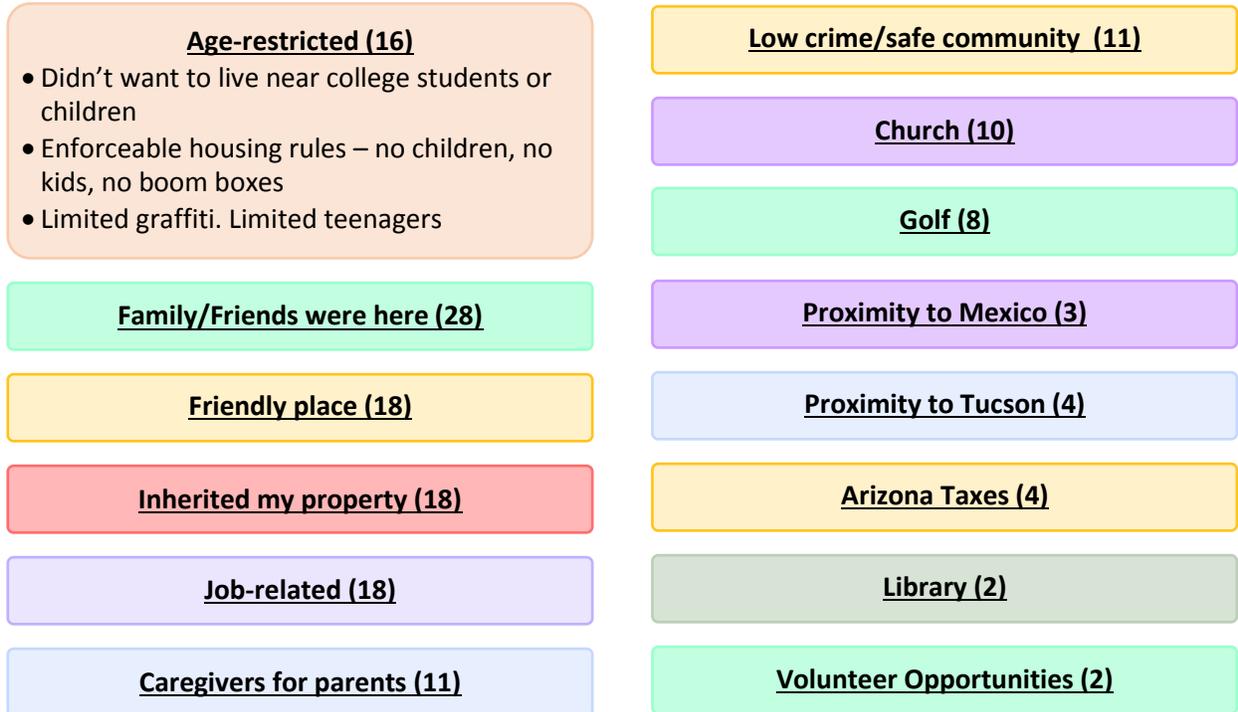
Music & Educational Opportunities (13)

- Two performing arts centers (5)
- Educational opportunities through U of A.
- OLLI (4)

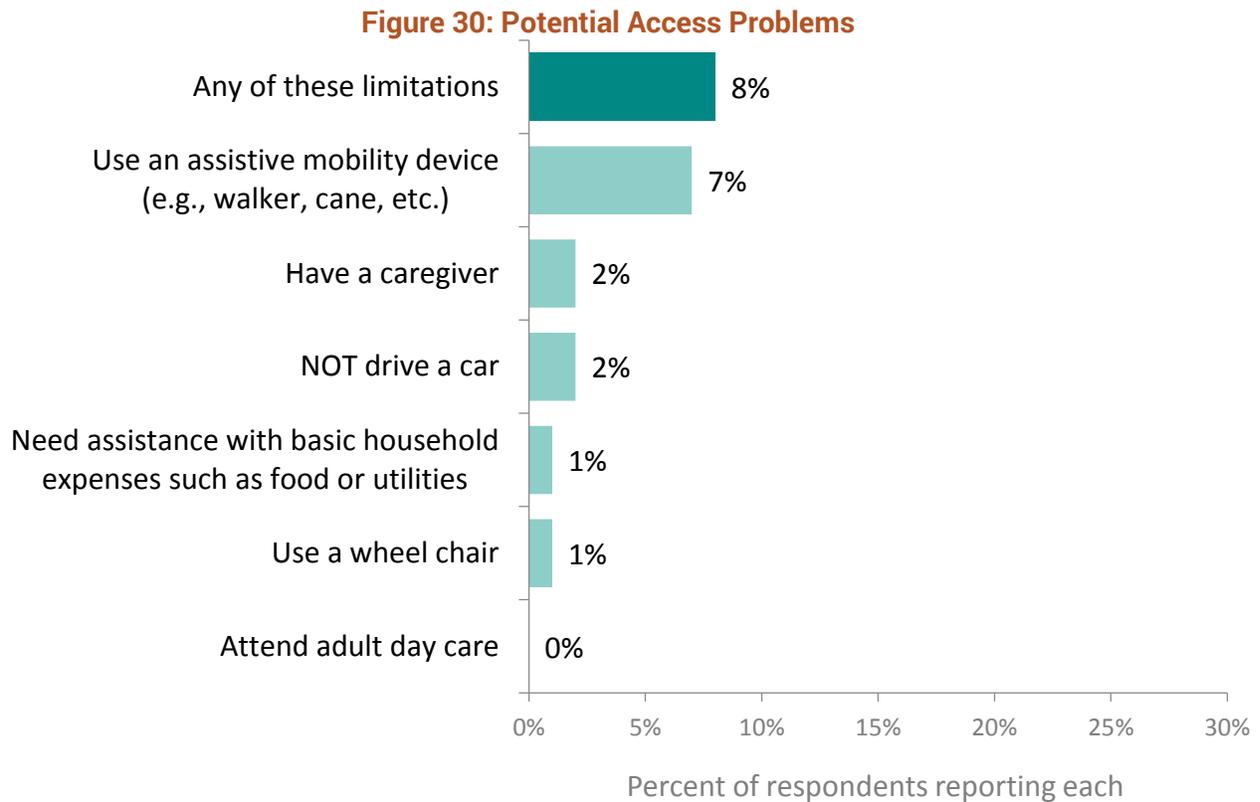
Medical/health-related (24)

- Availability of health care resources
- Major medical facilities in Tucson (3)
- Good doctor availability
- Proximity to Tucson VA
- Pulmonary issues
- Husband/wife health issues (6)
- Active Parkinson's support group
- Parental medical assistance

Figure 29: Other Reasons for Choosing to Live in Green Valley (continued)



Survey participants were asked whether they had any of several physical limitations or issues which might present a problem when accessing GVR facilities. Overall, 8% reported such an issue, with the most common being a use of an assistive mobility device such as a walker or cane. About 2% did not drive a car.



In general, those with physical limitations gave less positive ratings to how well GVR serves the community and aspects of GVR's services than did those with no reported physical limitations (see Table 67 and Table 68), particularly to the item related to accessibility for those with physical limitations. Those with physical limitations had visited the GVR centers less frequently in the past year than those without physical limitations (see Table 71). They were a little less likely to get most or a lot of their information about GVR from the GVR website (27%), the weekly GVR eBlast (36%) or *GVR Now!* (40%) than those without a physical limitation (34%, 52% and 48%, respectively; see Table 85).

The figures on the following pages, starting with Figure 31 below through Figure 38 on page 57, show the demographic profile of survey participants.

Figure 31: Length of Residency in Green Valley

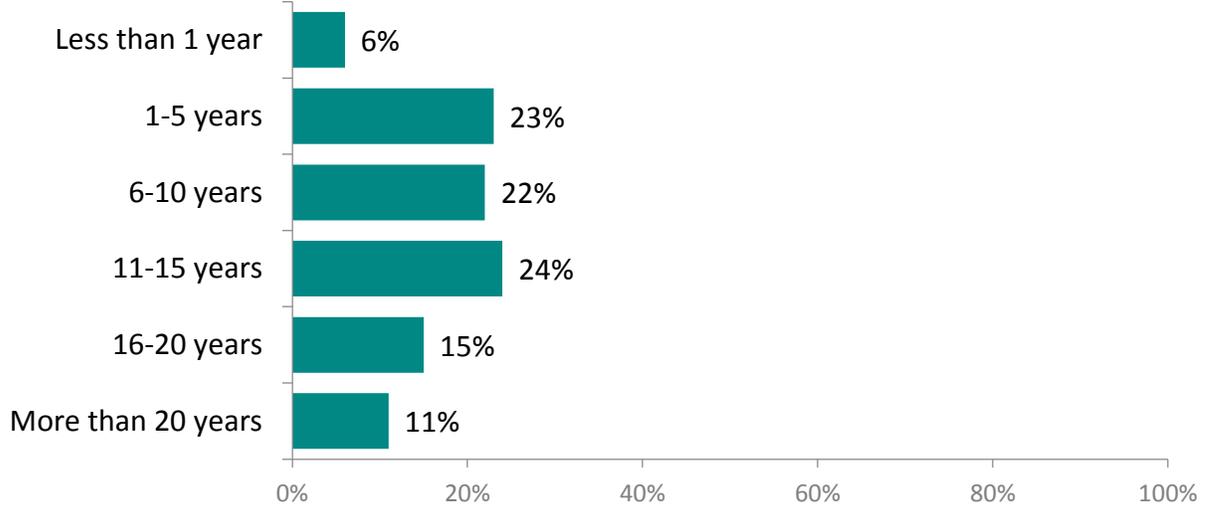


Figure 32: Year-round or Part-time Residency in Green Valley

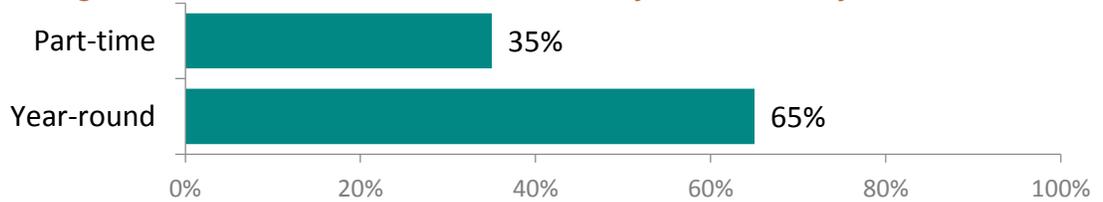


Figure 33: Months Spent in Green Valley (Part-time Residents Only)

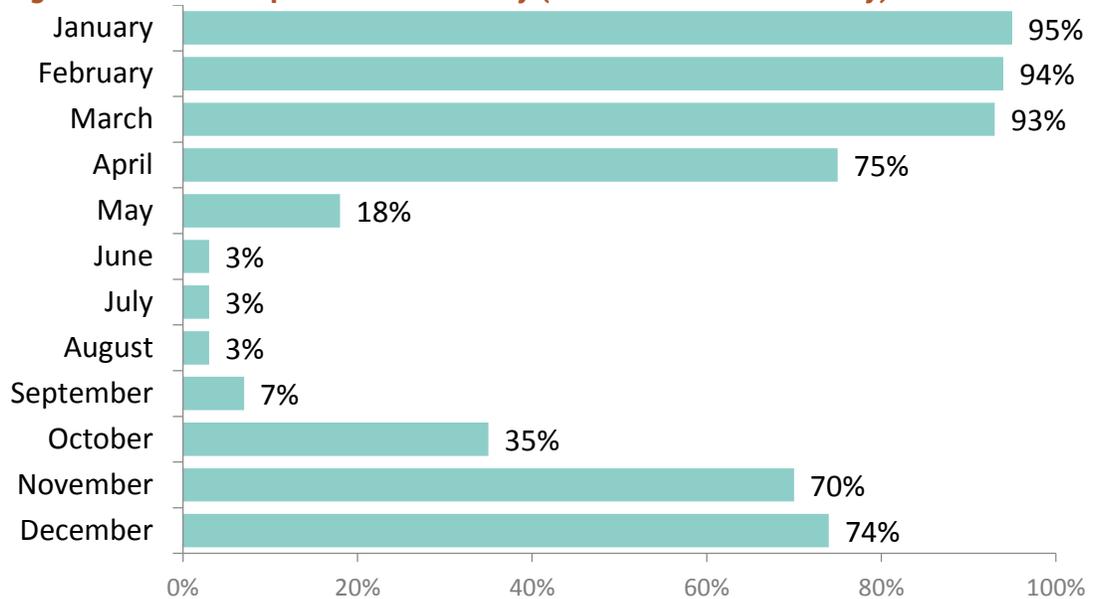


Figure 34: Number of People in Household

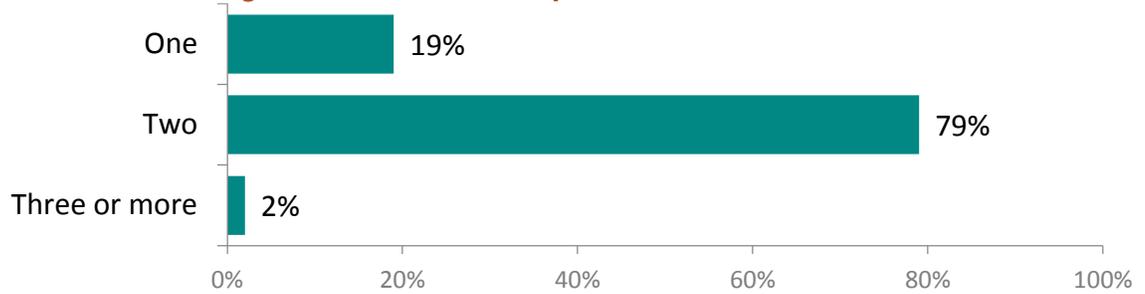


Figure 35: Annual Household income

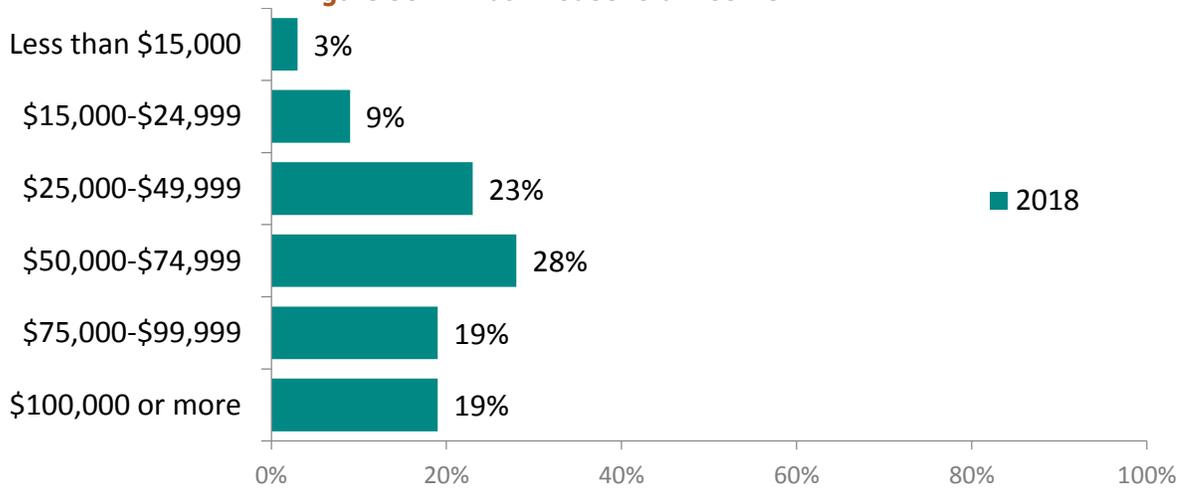


Figure 36: Employment Status

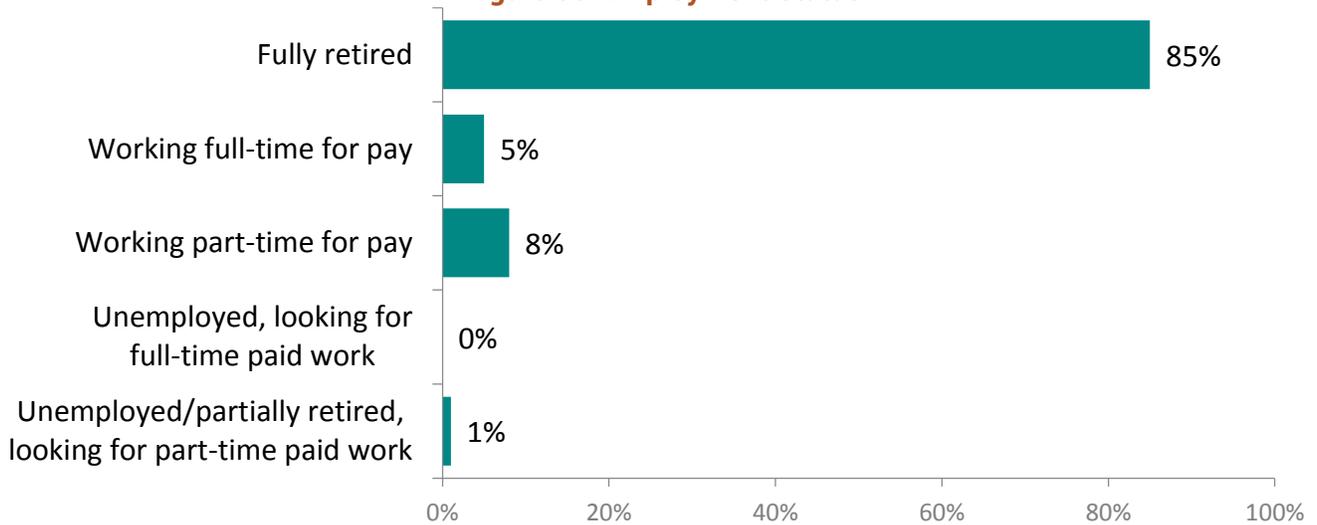


Figure 37: Respondent Gender

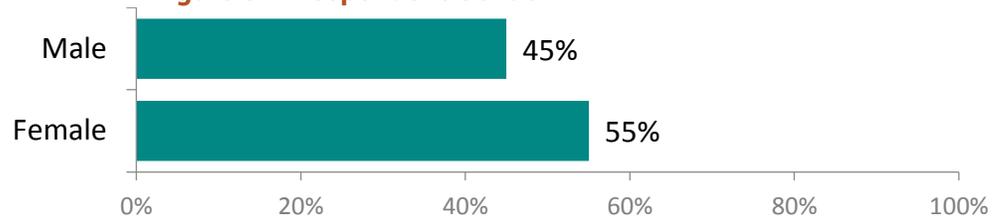
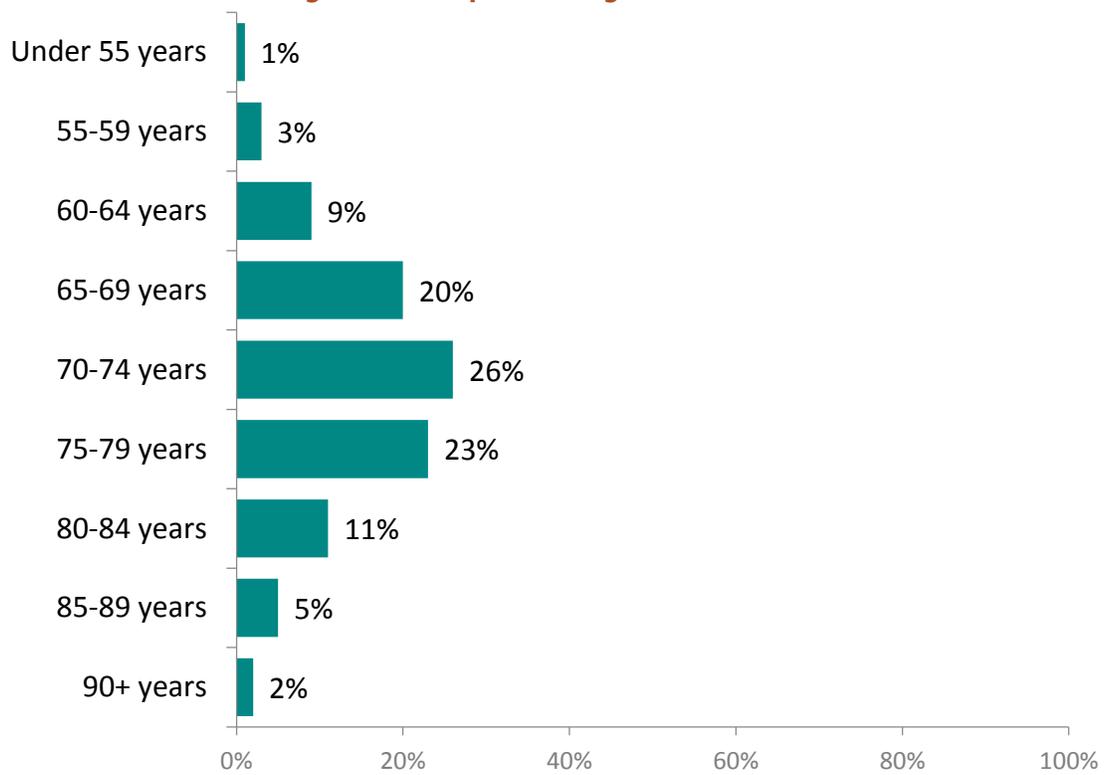


Figure 38: Respondent Age



Demographic Profile of Those with Potential Access Problem (“Underserved”) Compared with Those Who Do Not

A respondent was considered to have a potential access problem or be “underserved” if they answered they did not drive a car or had any of the physical limitations described or if they needed assistance with basic household expenses.

In general, those who had a potential access problem (“underserved”) were older (see Figure 39), of lower annual household income (see Figure 41), more likely to live alone than with others (see Figure 42), be fully retired (see Figure 43), have lived longer in Green Valley (see Figure 44), to live in Green Valley year-round rather than part-time (see Figure 45) and to have completed the survey by hard copy rather than online (see Figure 46) compared to those who did not have a potential access problem.

Figure 39: Respondent Age by Whether Have a Potential Access Problem

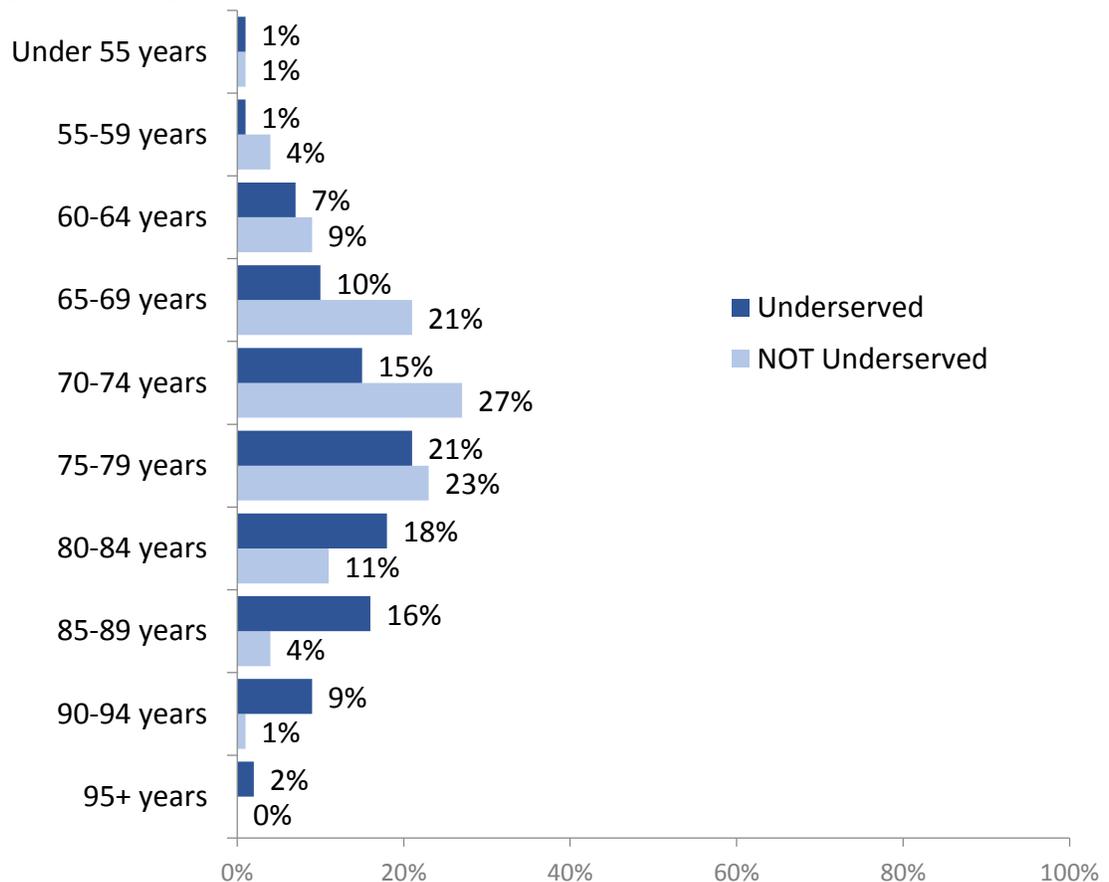


Figure 40: Respondent Gender by Whether Have a Potential Access Problem

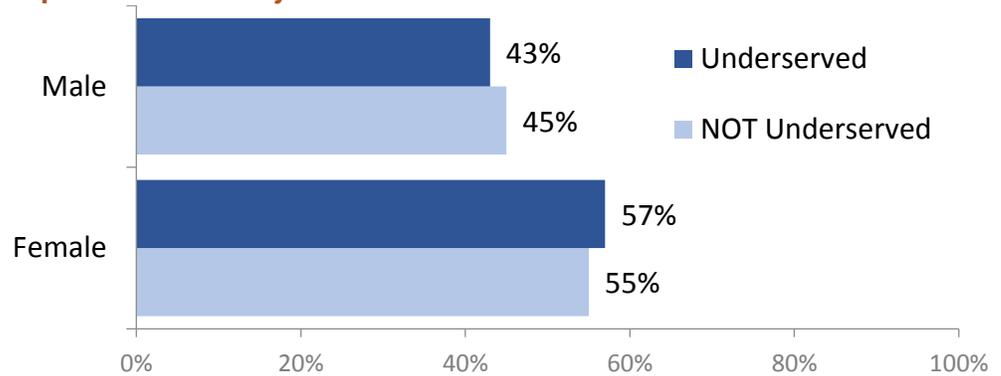


Figure 41: Annual Household income by Whether Have a Potential Access Problem

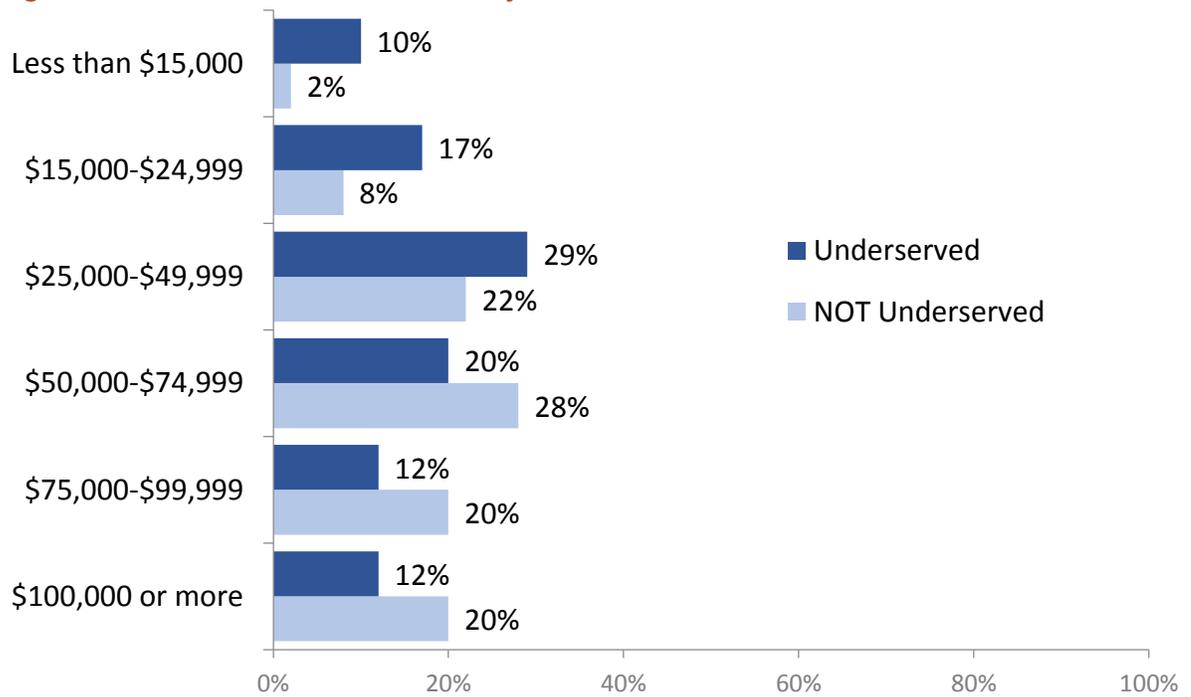


Figure 42: Number of People in Household by Whether Have a Potential Access Problem

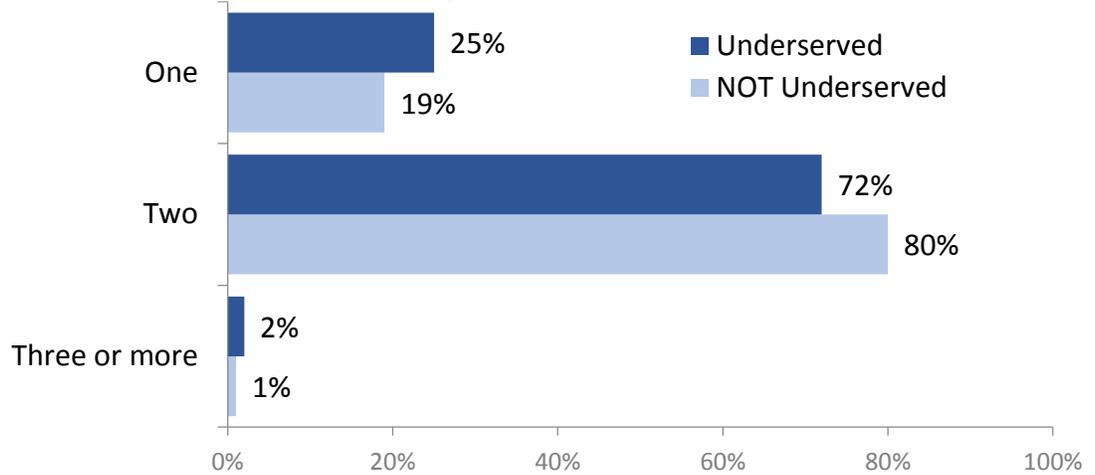


Figure 43: Employment Status by Whether Have a Potential Access Problem

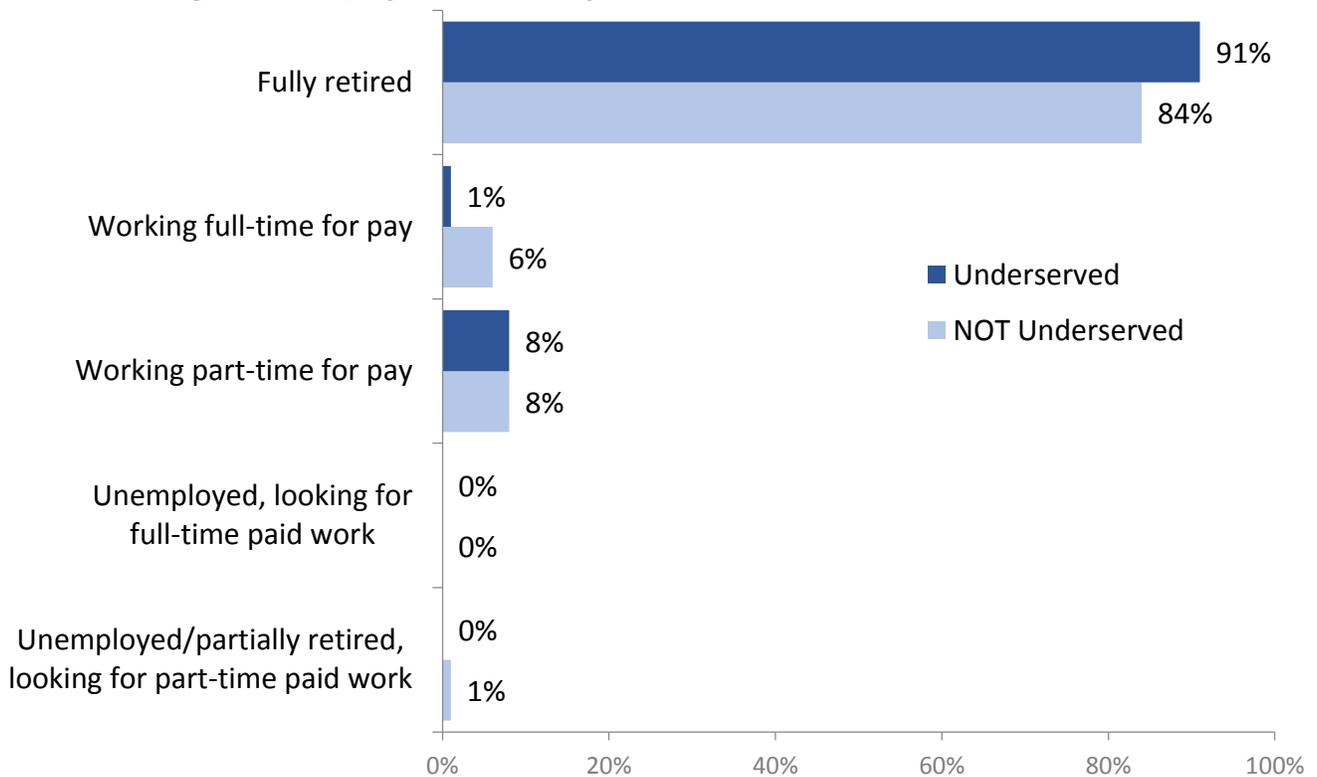


Figure 44: Length of Residency in Green Valley by Whether Have a Potential Access Problem

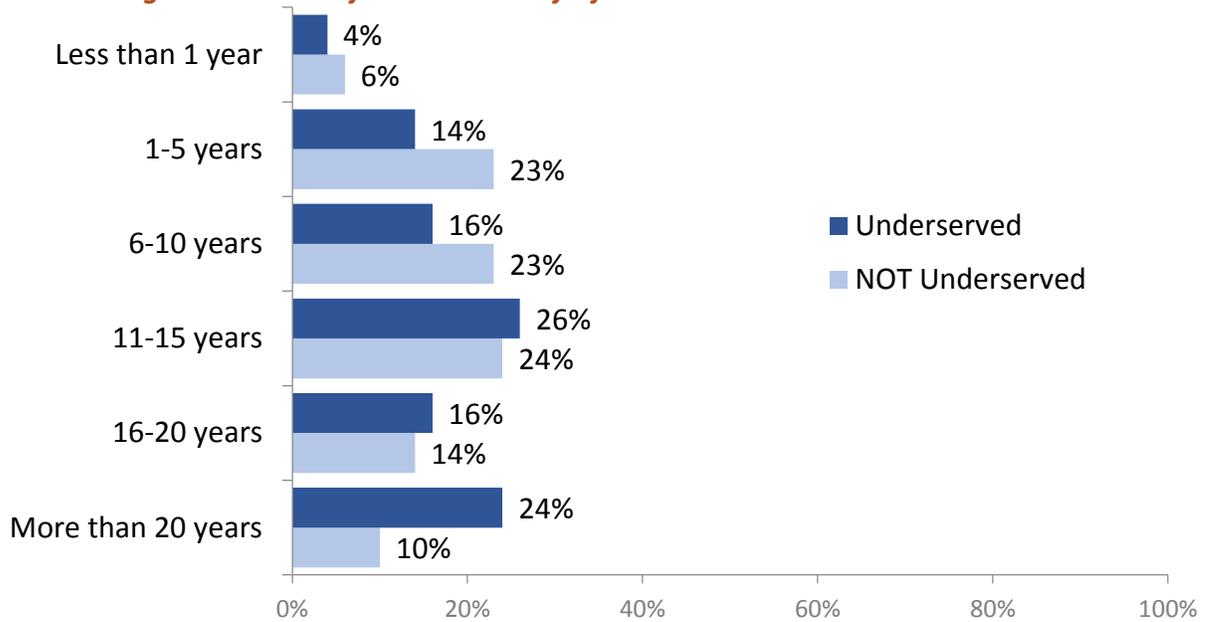


Figure 45: Year-round or Part-time Residency in Green Valley by Whether Have a Potential Access Problem

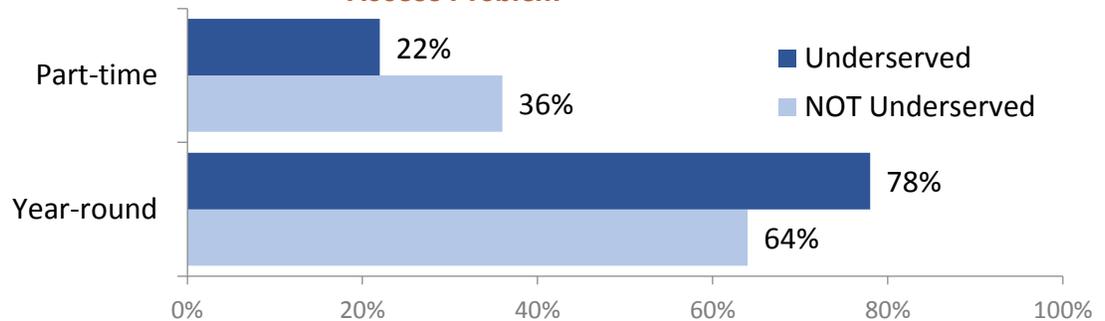
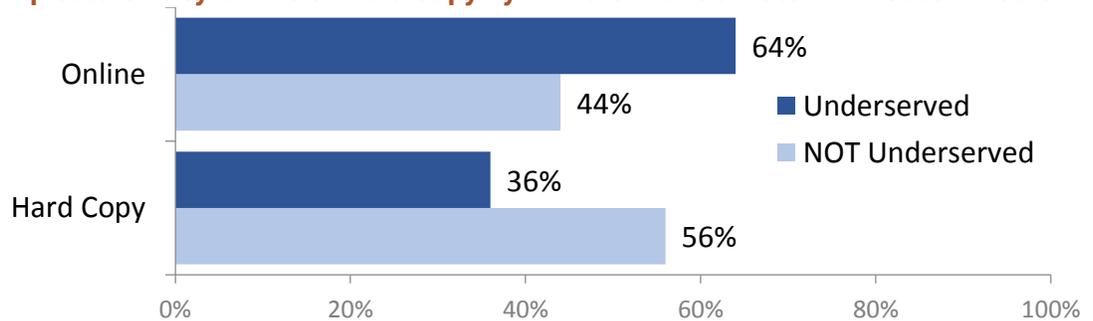


Figure 46: Completed Survey Online or Hard Copy by Whether Have a Potential Access Problem



Demographic Profile of Those Who Completed Survey Online or Hard Copy

In general, those who completed the survey online rather than by mailed hard copy were younger (see Figure 47), of middle annual household income rather than lower or higher (see Figure 49), more likely to live alone than with others (see Figure 42), more likely to still be employed rather than retired (see Figure 51), have lived less time in Green Valley (see Figure 52), to live in Green Valley part-time rather than year-round (see Figure 53) and to have no potential access problem (see Figure 54) compared to those who did the survey by mailed hard copy rather than online.

Figure 47: Respondent Age by Whether Completed Survey Online or Hard Copy

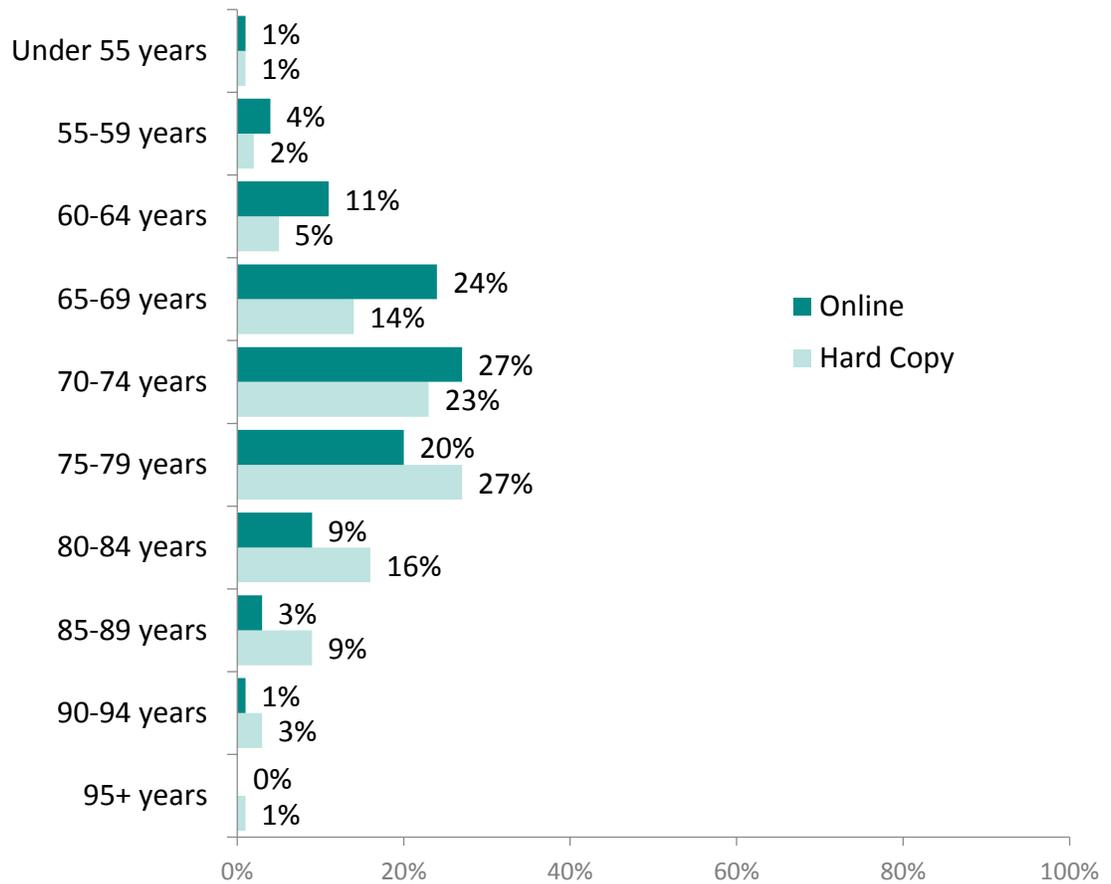


Figure 48: Respondent Gender by Whether Completed Survey Online or Hard Copy

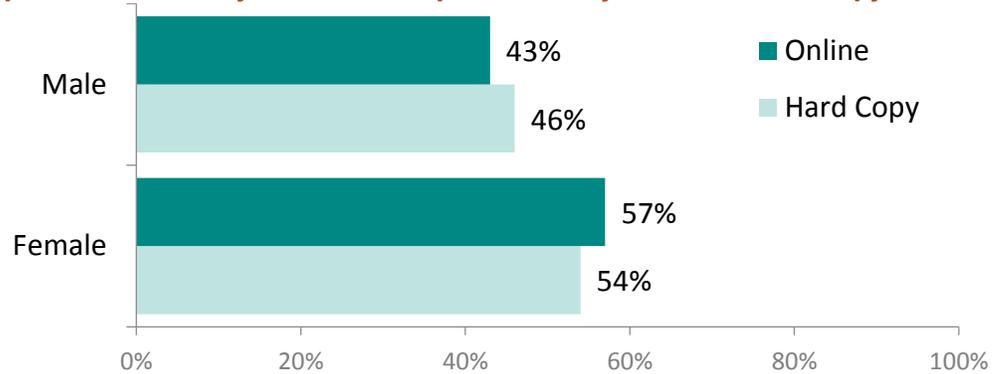


Figure 49: Annual Household Income by Whether Completed Survey Online or Hard Copy

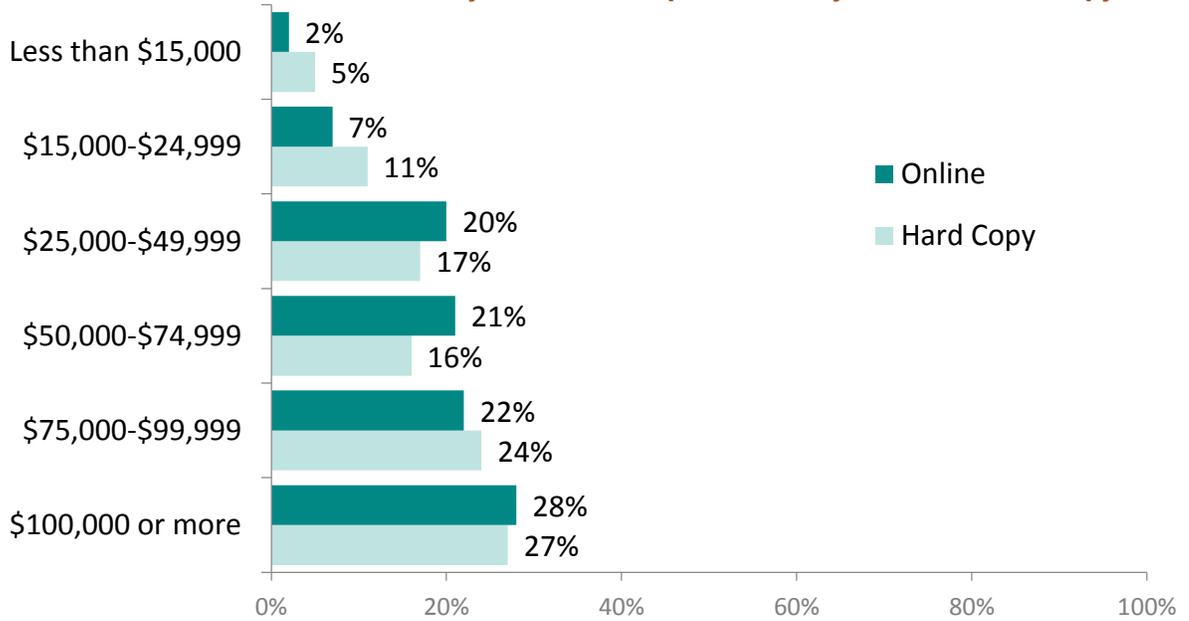


Figure 50: Number of People in Household by Whether Completed Survey Online or Hard Copy

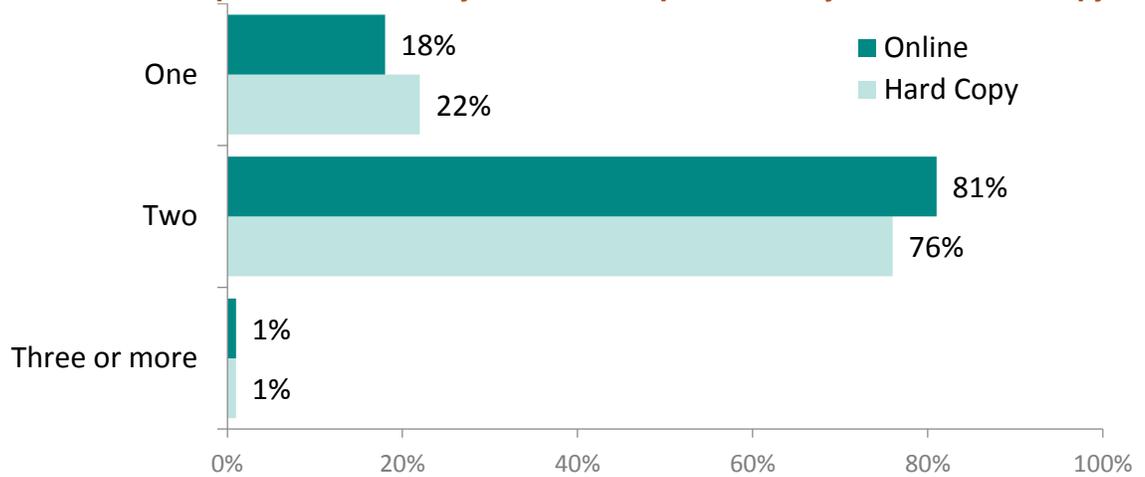


Figure 51: Employment Status by Whether Completed Survey Online or Hard Copy

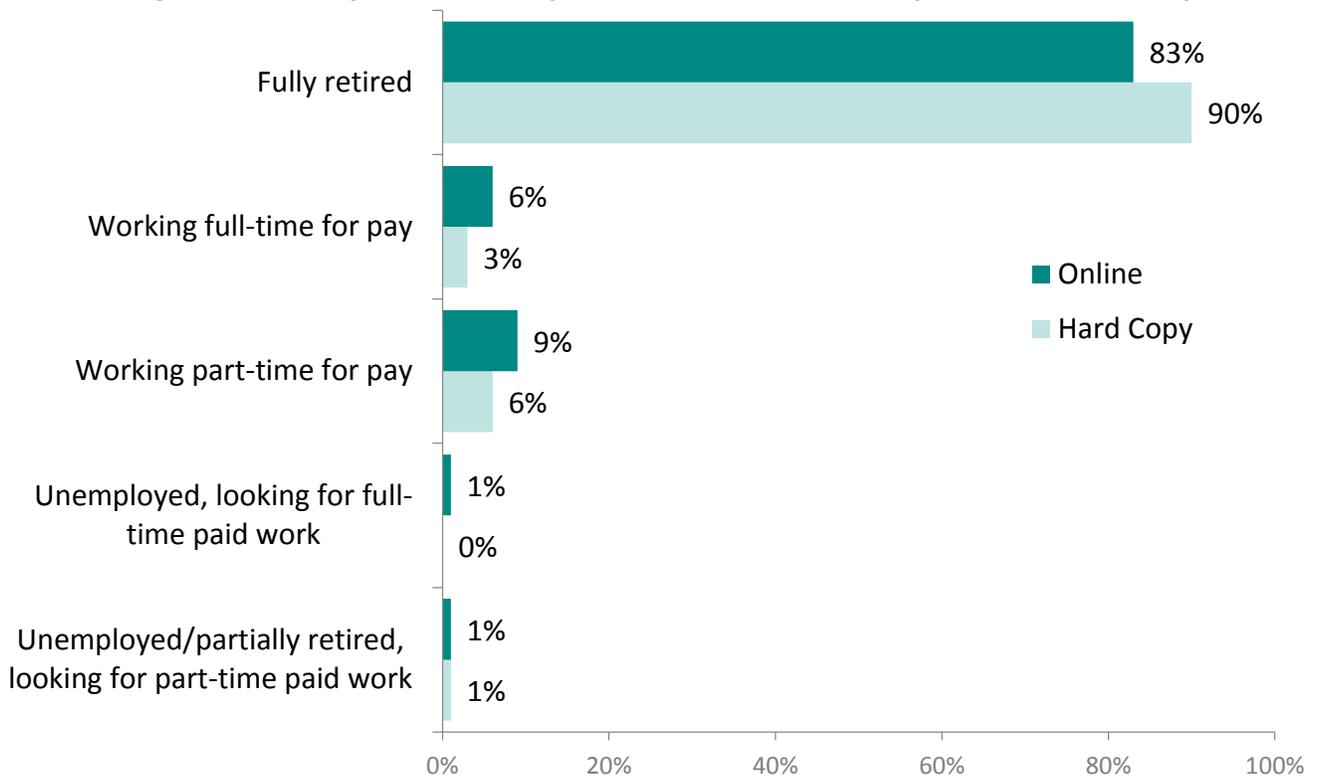


Figure 52: Length of Residency in Green Valley by Whether Completed Survey Online or Hard Copy

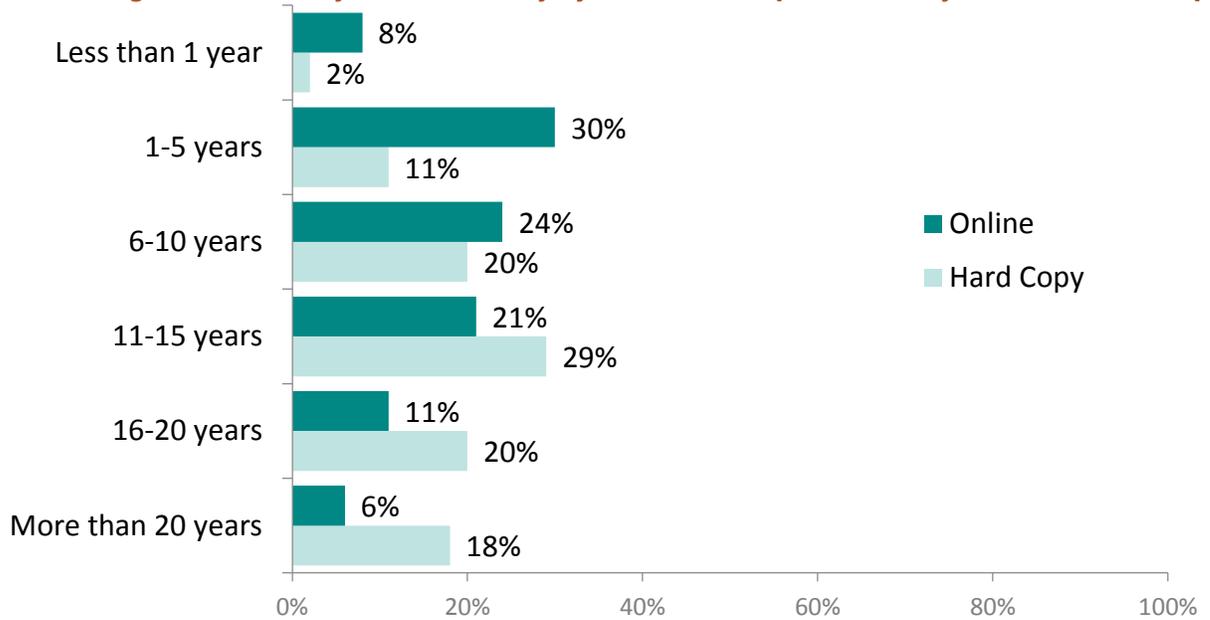


Figure 53: Year-round or Part-time Residency in Green Valley by Whether Completed Survey Online or Hard Copy

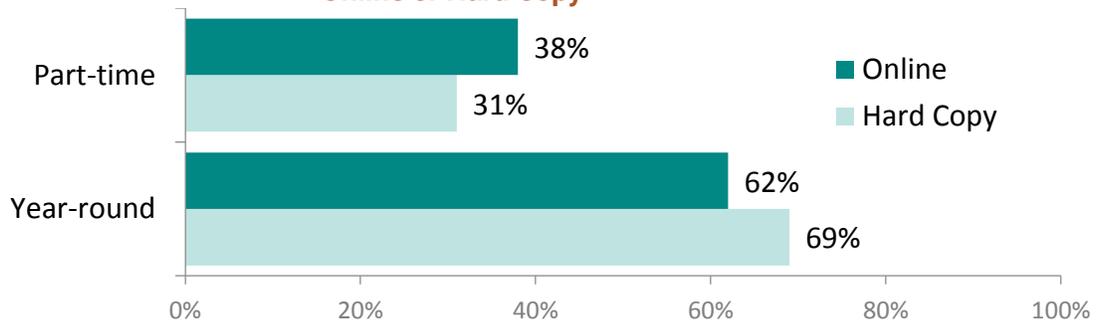
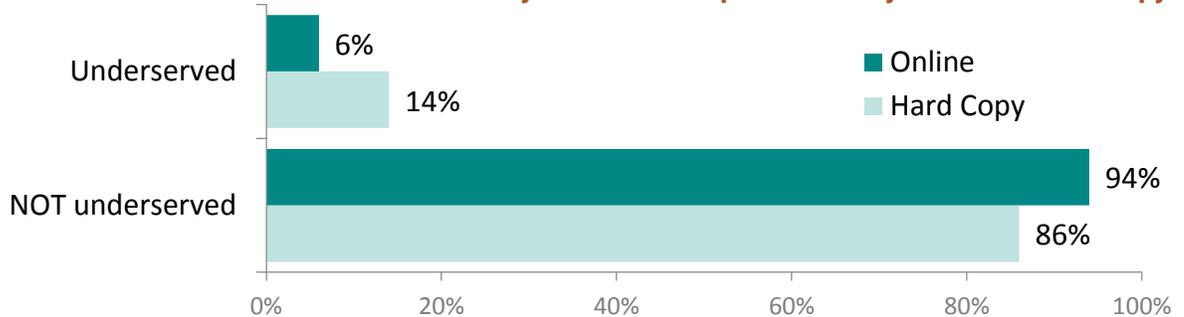


Figure 54: Have a Potential Access Problem by Whether Completed Survey Online or Hard Copy



Appendix A: Complete Responses to Survey Questions

The following pages contain a complete set of responses to each question on the survey. The number of respondents answering each question is displayed as “N=” in each table.

Table 1: Question #2 without "don't know" responses

Please rate how well do you think GVR does each of the following. Please circle your response.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Provides opportunities for members to maintain and improve their physical health	55%	N=2984	39%	N=2112	5%	N=261	1%	N=58	100%	N=5414
Provides recreational opportunities	54%	N=2877	40%	N=2134	6%	N=302	1%	N=58	100%	N=5370
Provides opportunities for members to make social connections	39%	N=2019	45%	N=2300	14%	N=702	3%	N=141	100%	N=5162
Provides activities that address members' emotional well-being	24%	N=885	43%	N=1560	24%	N=894	9%	N=318	100%	N=3657
Provides activities that stimulate members' minds	32%	N=1480	47%	N=2149	17%	N=770	4%	N=207	100%	N=4606
Provide opportunities for members to enhance their lives with cultural activities and education	36%	N=1801	46%	N=2351	15%	N=758	3%	N=149	100%	N=5058
Contribute to the community's economy (such as offering special events that draw visitors from inside and outside the community, enhancing real estate values, providing additional non-dues income, and so on)	21%	N=889	41%	N=1693	26%	N=1103	12%	N=480	100%	N=4165
Provides recreational opportunities to underserved members who might not otherwise be able to participate	18%	N=548	36%	N=1106	28%	N=843	18%	N=559	100%	N=3056
Promote the community's image as the preeminent destination of choice for active adults and retirees	26%	N=1117	43%	N=1853	23%	N=979	9%	N=402	100%	N=4351

Table 2: Question #2 with "don't know" responses

Please rate how well do you think GVR does each of the following. Please circle your response.	Excellent		Good		Fair		Poor		Don't know		Total	
Provides opportunities for members to maintain and improve their physical health	53%	N=2984	37%	N=2112	5%	N=261	1%	N=58	4%	N=219	100%	N=5632
Provides recreational opportunities	52%	N=2877	39%	N=2134	5%	N=302	1%	N=58	3%	N=170	100%	N=5539
Provides opportunities for members to make social connections	37%	N=2019	42%	N=2300	13%	N=702	3%	N=141	7%	N=369	100%	N=5530
Provides activities that address members' emotional well-being	16%	N=885	28%	N=1560	16%	N=894	6%	N=318	34%	N=1850	100%	N=5506
Provides activities that stimulate members' minds	27%	N=1480	39%	N=2149	14%	N=770	4%	N=207	16%	N=880	100%	N=5485
Provide opportunities for members to enhance their lives with cultural activities and education	33%	N=1801	43%	N=2351	14%	N=758	3%	N=149	8%	N=453	100%	N=5511
Contribute to the community's economy (such as offering special events that draw visitors from inside and outside the community, enhancing real estate values, providing additional non-dues income, and so on)	16%	N=889	31%	N=1693	20%	N=1103	9%	N=480	24%	N=1312	100%	N=5476
Provides recreational opportunities to underserved members who might not otherwise be able to participate	10%	N=548	20%	N=1106	15%	N=843	10%	N=559	44%	N=2433	100%	N=5488
Promote the community's image as the preeminent destination of choice for active adults and retirees	21%	N=1117	34%	N=1853	18%	N=979	7%	N=402	20%	N=1056	100%	N=5406

Table 3: Question #3 without "don't know" responses

Please rate the quality of each of the following aspects of GVR's services. Please circle your response.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Communication from GVR or about GVR	29%	N=1525	41%	N=2179	19%	N=994	11%	N=605	100%	N=5302
Accessibility of GVR staff	23%	N=1027	45%	N=2062	21%	N=946	11%	N=517	100%	N=4552
Accessibility of GVR Board	11%	N=351	28%	N=904	28%	N=884	33%	N=1069	100%	N=3208
Staff service to you as a member	27%	N=1264	48%	N=2213	18%	N=841	7%	N=335	100%	N=4652
Volunteer/monitor courtesy to you as a member.	29%	N=1252	49%	N=2117	16%	N=690	6%	N=241	100%	N=4300
Quality of classes/activities/programs	32%	N=1520	51%	N=2407	14%	N=633	3%	N=118	100%	N=4677
Cost of classes/activities/programs	17%	N=831	40%	N=1930	27%	N=1303	16%	N=771	100%	N=4834
Variety of classes/activities/programs	33%	N=1643	48%	N=2377	16%	N=778	4%	N=181	100%	N=4978
Appropriateness of times classes/activities/programs offered	23%	N=1071	54%	N=2582	19%	N=886	5%	N=220	100%	N=4759
Convenient hours of operation	33%	N=1715	53%	N=2732	11%	N=578	3%	N=130	100%	N=5154
Accessibility for those with physical limitations	27%	N=833	52%	N=1579	14%	N=433	6%	N=192	100%	N=3037
Level of cleanliness of facilities	45%	N=2340	47%	N=2460	7%	N=347	1%	N=67	100%	N=5213

Table 4: Question #3 with "don't know" responses

Please rate the quality of each of the following aspects of GVR's services. Please circle your response.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Communication from GVR or about GVR	28%	N=1525	40%	N=2179	18%	N=994	11%	N=605	4%	N=201	100%	N=5503
Accessibility of GVR staff	19%	N=1027	38%	N=2062	17%	N=946	9%	N=517	17%	N=922	100%	N=5473
Accessibility of GVR Board	6%	N=351	17%	N=904	16%	N=884	20%	N=1069	41%	N=2236	100%	N=5444
Staff service to you as a member	23%	N=1264	41%	N=2213	15%	N=841	6%	N=335	14%	N=772	100%	N=5424
Volunteer/monitor courtesy to you as a member.	23%	N=1252	39%	N=2117	13%	N=690	4%	N=241	21%	N=1142	100%	N=5441
Quality of classes/activities/programs	28%	N=1520	44%	N=2407	12%	N=633	2%	N=118	14%	N=770	100%	N=5447
Cost of classes/activities/programs	15%	N=831	35%	N=1930	24%	N=1303	14%	N=771	12%	N=630	100%	N=5463
Variety of classes/activities/programs	30%	N=1643	44%	N=2377	14%	N=778	3%	N=181	9%	N=468	100%	N=5445
Appropriateness of times classes/activities/programs offered	20%	N=1071	47%	N=2582	16%	N=886	4%	N=220	13%	N=691	100%	N=5449
Convenient hours of operation	31%	N=1715	50%	N=2732	11%	N=578	2%	N=130	6%	N=318	100%	N=5472
Accessibility for those with physical limitations	15%	N=833	29%	N=1579	8%	N=433	4%	N=192	44%	N=2415	100%	N=5451
Level of cleanliness of facilities	43%	N=2340	45%	N=2460	6%	N=347	1%	N=67	5%	N=270	100%	N=5484

Table 5: Question #4 without "don't know" responses

To what extent do you agree or disagree with the following statements:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
I am getting good value for my GVR dues	32%	N=1756	38%	N=2088	15%	N=792	15%	N=800	100%	N=5436
The amount of my annual dues is fair	28%	N=1500	36%	N=1924	18%	N=973	18%	N=969	100%	N=5365

Table 6: Question #4 with "don't know" responses

To what extent do you agree or disagree with the following statements:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
I am getting good value for my GVR dues	32%	N=1756	38%	N=2088	14%	N=792	14%	N=800	2%	N=109	100%	N=5545
The amount of my annual dues is fair	27%	N=1500	35%	N=1924	18%	N=973	18%	N=969	2%	N=130	100%	N=5495

Table 7: Question #5

Please tell us how often you visited each of the following GVR Centers in the last 12 months. (If you lived in Green Valley only part of the time in the last 12 months, please answer just for the time you were living in Green Valley.)	Never		Less than once a month		1-3 times a month		1-2 times a week		3-4 times a week		5-7 times a week		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Abrego North Satellite Center	85%	N=4732	9%	N=499	3%	N=165	1%	N=54	1%	N=67	1%	N=29	100%	N=5546
Abrego South Satellite Center	84%	N=4658	10%	N=537	3%	N=179	1%	N=80	1%	N=69	0%	N=24	100%	N=5546
Canoa Hills Center	49%	N=2739	26%	N=1463	12%	N=640	6%	N=328	5%	N=279	2%	N=98	100%	N=5546
Casa Paloma I Satellite Center	89%	N=4925	7%	N=378	2%	N=133	1%	N=44	1%	N=40	0%	N=26	100%	N=5546
Casa Paloma II Satellite Center	90%	N=4980	6%	N=325	3%	N=140	1%	N=40	1%	N=36	0%	N=26	100%	N=5546
Continental Vistas Satellite Center	87%	N=4852	7%	N=391	3%	N=161	1%	N=73	1%	N=46	0%	N=23	100%	N=5546
Desert Hills Center	46%	N=2573	25%	N=1379	15%	N=833	8%	N=424	4%	N=233	2%	N=104	100%	N=5546
East Center	45%	N=2498	27%	N=1505	13%	N=712	7%	N=408	5%	N=284	3%	N=139	100%	N=5546
Las Campanas Center	47%	N=2630	22%	N=1194	14%	N=768	8%	N=448	6%	N=340	3%	N=167	100%	N=5546
Madera Vista Satellite Center	85%	N=4701	10%	N=565	3%	N=178	1%	N=54	0%	N=27	0%	N=22	100%	N=5546
Santa Rita Springs Center	63%	N=3471	16%	N=874	10%	N=561	7%	N=378	3%	N=165	2%	N=99	100%	N=5546
West Center	34%	N=1897	31%	N=1702	24%	N=1306	6%	N=350	4%	N=197	2%	N=95	100%	N=5546
Canoa Ranch Center	62%	N=3441	18%	N=997	8%	N=464	6%	N=340	4%	N=219	2%	N=86	100%	N=5546

Table 8: Frequency of Use of GVR Facilities

Frequency of Use of GVR Facilities	Percent	Number
Never	7%	N=370
Less than once month	19%	N=1028
1 to 3 times a month	14%	N=761
1 to 2 times a week	19%	N=1078
3 to 4 times a week	19%	N=1065
5 to 7 times a week	22%	N=1245
Total	100%	N=5546

Table 9: Question #5 Number of Facilities Visited

Please tell us how often you visited each of the following GVR Centers in the last 12 months. Number of Facilities	None (0)	One (1)	Two (2)	Three (3)	Four (4)	Five (5)	Six (6)	Seven (7)	Eight (8)	Nine (9)	Ten (10)	Eleven (11)	Twelve (12)	Thirteen (13)	Total
Number of GVR Facilities Used At Least Once in Last Year	7%	12%	12%	13%	12%	11%	10%	10%	6%	3%	2%	1%	1%	1%	100%
Number of GVR Facilities Used Once a Month or More	21%	22%	20%	14%	10%	7%	4%	2%	1%	0%	0%	0%	0%	0%	100%
Number of GVR Facilities Used Once a Week or More	40%	32%	16%	8%	3%	1%	0%	0%	0%	0%	0%	0%	0%	0%	100%

Please tell us how often you visited each of the following GVR Centers in the last 12 months. Number of Facilities	None (0)	One (1)	Two (2)	Three (3)	Four (4)	Five (5)	Six (6)	Seven (7)	Eight (8)	Nine (9)	Ten (10)	Eleven (11)	Twelve (12)	Thirteen (13)	Total
Number of GVR Facilities Used 3 Times a Week or More	61%	29%	8%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%
Number of GVR Facilities Used 5 Times a Week or More	82%	15%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%

Table 10: Question #6

Do you belong to a GVR Club?	Percent	Number
No	42%	N=2070
Yes	58%	N=2826
Total	100%	N=4895

Table 11: Question #7

GVR relies heavily on its volunteers to supplement efforts of paid staff. In the last 12 months, have you volunteered for GVR in any of the following ways?	Yes		No		Total	
GVR Board of Directors or any Board Committee or Sub-Committee	2%	N=129	98%	N=5318	100%	N=5447
GVR Club Officer/Monitor/Instructor	12%	N=680	88%	N=4774	100%	N=5453
Pool Volunteer (monitor)	2%	N=116	98%	N=5315	100%	N=5431
Fitness Volunteer (monitor)	1%	N=81	99%	N=5349	100%	N=5430
Program/Activity Volunteer (e.g., provide assistance)	6%	N=347	94%	N=5087	100%	N=5434
Performing Arts Volunteer (e.g., usher)	3%	N=145	97%	N=5278	100%	N=5423
GVR Foundation Volunteer	1%	N=27	99%	N=5391	100%	N=5418
SoAZ CultureFest Volunteer	1%	N=44	99%	N=5376	100%	N=5420
Southern AZ Senior Games Volunteer	5%	N=269	95%	N=5154	100%	N=5422
Administrative Support Volunteer	1%	N=31	99%	N=5363	100%	N=5394

Table 12: Question #8

How many GVR Board/committee meetings have you attended in the past 12 months?	Percent	Number
None	73%	N=4013
1 or 2	21%	N=1160
3 or 4	4%	N=222
5 or 6	1%	N=46
7+	1%	N=70
Total	100%	N=5510

Table 13: Question #9 without "don't know" responses

To what extent do you agree that GVR's Vision Statement should be "Green Valley is the preeminent destination of choice for active adults and retirees"?	Percent	Number
Strongly agree	25%	N=1297
Somewhat agree	36%	N=1854
Somewhat disagree	16%	N=817
Strongly disagree	23%	N=1189
Total	100%	N=5156

Table 14: Question #9 with "don't know" responses

To what extent do you agree that GVR's Vision Statement should be "Green Valley is the preeminent destination of choice for active adults and retirees"?	Percent	Number
Strongly agree	24%	N=1297
Somewhat agree	34%	N=1854
Somewhat disagree	15%	N=817
Strongly disagree	22%	N=1189
Don't know	6%	N=341
Total	100%	N=5496

Table 15: Question #11 without "don't know" responses

<p>In 2015/2016, the GVR Board of Directors commissioned a long-range Strategic Facilities Master Plan by an outside consultant that included a "wish list" of nearly all possibilities that GVR could pursue over the next 10 years. Some of these projects were recently endorsed by the Board to be part of a more specific 3 to 5 Year Capital Projects Plan. The Board of Directors has pledged that these improvements will NOT result in an annual dues increase. To what extent do you support GVR implementing the following activities included in the current 3 to 5 Year Capital Projects Plan?</p>	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Pickleball Center (24 courts)	23%	N=1037	39%	N=1790	18%	N=826	20%	N=906	100%	N=4559
Canoa Hills Center-Fitness Area Expansion	24%	N=959	48%	N=1909	15%	N=608	12%	N=490	100%	N=3966
West Center-Courtyard Shading (year-round activities & gathering place)	29%	N=1290	47%	N=2113	13%	N=583	11%	N=487	100%	N=4473
Lapidary Studios Consolidation (all three into one space)	28%	N=1041	47%	N=1743	13%	N=474	11%	N=423	100%	N=3680
Create Industrial Arts Club Space (metal working shop, fused glass studio, etc.) at New GVR Facilities Maintenance Site	27%	N=1087	51%	N=2005	11%	N=451	11%	N=425	100%	N=3968
Signage Updatings at Facilities Undergoing Capital Improvements	24%	N=949	49%	N=1926	15%	N=605	12%	N=464	100%	N=3943
Evaluate Sustainable Design Opportunities Throughout All Projects (e.g., solar panels; lower water, gas & electric usage)	50%	N=2378	39%	N=1847	6%	N=265	5%	N=248	100%	N=4737

Table 16: Question #11 with "don't know" responses

<p>In 2015/2016, the GVR Board of Directors commissioned a long-range Strategic Facilities Master Plan by an outside consultant that included a "wish list" of nearly all possibilities that GVR could pursue over the next 10 years. Some of these projects were recently endorsed by the Board to be part of a more specific 3 to 5 Year Capital Projects Plan. The Board of Directors has pledged that these improvements will NOT result in an annual dues increase. To what extent do you support GVR implementing the following activities included in the current 3 to 5 Year Capital Projects Plan?</p>	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Pickleball Center (24 courts)	19%	N=1037	33%	N=1790	15%	N=826	17%	N=906	15%	N=829	100%	N=5387
Canoa Hills Center-Fitness Area Expansion	18%	N=959	36%	N=1909	11%	N=608	9%	N=490	25%	N=1342	100%	N=5308
West Center-Courtyard Shading (year-round activities & gathering place)	24%	N=1290	40%	N=2113	11%	N=583	9%	N=487	16%	N=863	100%	N=5336
Lapidary Studios Consolidation (all three into one space)	19%	N=1041	33%	N=1743	9%	N=474	8%	N=423	31%	N=1664	100%	N=5344
Create Industrial Arts Club Space (metal working shop, fused glass studio, etc.) at New GVR Facilities Maintenance Site	20%	N=1087	37%	N=2005	8%	N=451	8%	N=425	26%	N=1398	100%	N=5366
Signage Updatings at Facilities Undergoing Capital Improvements	18%	N=949	36%	N=1926	11%	N=605	9%	N=464	26%	N=1399	100%	N=5342
Evaluate Sustainable Design Opportunities Throughout All Projects (e.g., solar panels; lower water, gas & electric usage)	44%	N=2378	34%	N=1847	5%	N=265	5%	N=248	12%	N=633	100%	N=5370

Table 17: Question #12 without "don't know" responses

Over the next few years, GVR may make additional improvements to its recreational facilities by adding new programs or deleting existing ones. Potential improvements or new programs may include those listed below. Please indicate the extent to which you would support GVR pursuing each of the items listed below, understanding there will be NO ANNUAL DUES INCREASE to support any of these activities.	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
	%	N	%	N	%	N	%	N	%	N
More evening programs and activities	24%	N=1065	53%	N=2351	15%	N=682	8%	N=338	100%	N=4435
More weekend programs and activities	23%	N=984	57%	N=2461	13%	N=572	7%	N=280	100%	N=4297
Social & community gathering spaces	24%	N=1063	49%	N=2159	16%	N=699	11%	N=467	100%	N=4388
Dog Park	23%	N=1034	30%	N=1319	17%	N=742	30%	N=1323	100%	N=4418
New auditorium/performing arts center	21%	N=937	30%	N=1348	21%	N=961	29%	N=1303	100%	N=4549
Indoor walking track	24%	N=1163	35%	N=1674	18%	N=883	22%	N=1052	100%	N=4771
Spin bike studio	12%	N=448	36%	N=1347	25%	N=925	27%	N=988	100%	N=3708
Fitness studio with 'cardio' exercise equipment such as stationary bikes, ellipticals, rowing machines with some opportunities for instructor-led classes.	28%	N=1345	48%	N=2249	12%	N=574	12%	N=550	100%	N=4718
Shaded Outdoor Pavilion	25%	N=1117	45%	N=2057	15%	N=669	15%	N=700	100%	N=4542
Climbing Wall	3%	N=143	13%	N=577	29%	N=1260	54%	N=2367	100%	N=4347
Outdoor Fitness Equipment Areas	8%	N=341	33%	N=1413	28%	N=1194	31%	N=1344	100%	N=4292
Outdoor Picnicking Areas	15%	N=687	43%	N=1959	20%	N=904	21%	N=972	100%	N=4522
Multi-purpose Gym (for a variety of recreation activities, such as basketball, volleyball, badminton, etc.)	15%	N=672	46%	N=2079	19%	N=845	20%	N=901	100%	N=4497
Disc Golf	6%	N=220	28%	N=1013	26%	N=925	40%	N=1416	100%	N=3575
Recreational Vehicle Rentals (e.g. bikes, Segway's, etc.)	11%	N=496	31%	N=1364	20%	N=871	38%	N=1670	100%	N=4401
Arcade/Electronic Games	2%	N=102	10%	N=441	24%	N=1080	64%	N=2831	100%	N=4454
Walkable Trails & Open Space	41%	N=2037	36%	N=1785	8%	N=402	15%	N=737	100%	N=4961

Table 18: Question #12 with "don't know" responses

Over the next few years, GVR may make additional improvements to its recreational facilities by adding new programs or deleting existing ones. Potential improvements or new programs may include those listed below. Please indicate the extent to which you would support GVR pursuing each of the items listed below, understanding there will be NO ANNUAL DUES INCREASE to support any of these activities.	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
More evening programs and activities	20%	N=1065	44%	N=2351	13%	N=682	6%	N=338	16%	N=862	100%	N=5296
More weekend programs and activities	19%	N=984	47%	N=2461	11%	N=572	5%	N=280	18%	N=973	100%	N=5270
Social & community gathering spaces	20%	N=1063	41%	N=2159	13%	N=699	9%	N=467	16%	N=856	100%	N=5244
Dog Park	19%	N=1034	25%	N=1319	14%	N=742	25%	N=1323	17%	N=888	100%	N=5306
New auditorium/performing arts center	18%	N=937	25%	N=1348	18%	N=961	25%	N=1303	14%	N=740	100%	N=5289
Indoor walking track	22%	N=1163	31%	N=1674	17%	N=883	20%	N=1052	10%	N=551	100%	N=5322
Spin bike studio	9%	N=448	26%	N=1347	18%	N=925	19%	N=988	29%	N=1529	100%	N=5237
Fitness studio with 'cardio' exercise equipment such as stationary bikes, ellipticals, rowing machines with some opportunities for instructor-led classes.	25%	N=1345	42%	N=2249	11%	N=574	10%	N=550	11%	N=590	100%	N=5308
Shaded Outdoor Pavilion	21%	N=1117	39%	N=2057	13%	N=669	13%	N=700	14%	N=746	100%	N=5288
Climbing Wall	3%	N=143	11%	N=577	24%	N=1260	45%	N=2367	18%	N=952	100%	N=5299
Outdoor Fitness Equipment Areas	7%	N=341	27%	N=1413	23%	N=1194	26%	N=1344	18%	N=949	100%	N=5241
Outdoor Picnicking Areas	13%	N=687	37%	N=1959	17%	N=904	18%	N=972	14%	N=732	100%	N=5254
Multi-purpose Gym (for a variety of recreation activities, such as basketball, volleyball, badminton, etc.)	13%	N=672	39%	N=2079	16%	N=845	17%	N=901	15%	N=803	100%	N=5300
Disc Golf	4%	N=220	19%	N=1013	18%	N=925	27%	N=1416	32%	N=1664	100%	N=5239
Recreational Vehicle Rentals (e.g. bikes, Segway's, etc.)	9%	N=496	26%	N=1364	16%	N=871	32%	N=1670	17%	N=896	100%	N=5297
Arcade/Electronic Games	2%	N=102	8%	N=441	20%	N=1080	54%	N=2831	16%	N=825	100%	N=5279
Walkable Trails & Open Space	38%	N=2037	33%	N=1785	8%	N=402	14%	N=737	7%	N=376	100%	N=5337

Table 19: Question #14

Formation of the GVR Foundation, a 501(c)(3) tax-exempt, charitable giving nonprofit organization, grew out of a desire of the GVR Board of Directors to support activities that directly affect special needs within GVR and the Green Valley community. The GVR Foundation's mission is 'To enrich the lives of GVR members and community residents through programs, advocacy, and financial support that promote health and wellness in Green Valley, Arizona.' It is funded by tax-deductible donations, grants and gifts from individual and corporate donors. How familiar were you with the GVR Foundation before this explanation?	Percent	Number
Very familiar	7%	N=404
Somewhat familiar	42%	N=2298
Heard the name	19%	N=1054
Not at all familiar	31%	N=1662
Total	100%	N=5418

Table 20: Question #15 without "don't know" responses

To what extent do you support the GVR Foundation's mission?	Percent	Number
Strongly support	29%	N=1279
Somewhat support	51%	N=2235
Somewhat oppose	10%	N=453
Strongly oppose	9%	N=401
Total	100%	N=4368

Table 21: Question #15 with "don't know" responses

To what extent do you support the GVR Foundation's mission?	Percent	Number
Strongly support	24%	N=1279
Somewhat support	42%	N=2235
Somewhat oppose	8%	N=453
Strongly oppose	7%	N=401
Don't know	19%	N=1009
Total	100%	N=5376

Table 22: Question #16 without "don't know" responses

There are a number of issues affecting Green Valley residents' quality of life, such as road repair, expansion of the Interstate, new mining operations, concerns about water quality and quantity, and preserving scenic views. To what extent would you support GVR Board taking positions on and advocating policies on some of these issues on behalf of the GVR membership?	Percent	Number
Strongly support	37%	N=1885
Somewhat support	31%	N=1546
Somewhat oppose	9%	N=463
Strongly oppose	23%	N=1169
Total	100%	N=5062

Table 23: Question #16 with "don't know" responses

There are a number of issues affecting Green Valley residents' quality of life, such as road repair, expansion of the Interstate, new mining operations, concerns about water quality and quantity, and preserving scenic views. To what extent would you support GVR Board taking positions on and advocating policies on some of these issues on behalf of the GVR membership?	Percent	Number
Strongly support	35%	N=1885
Somewhat support	29%	N=1546
Somewhat oppose	9%	N=463
Strongly oppose	22%	N=1169
Don't know	6%	N=337
Total	100%	N=5399

Table 24: Question #17 without "don't know" responses

In May 2017, GVR signed a "Joint Resolution for an Envisioned Future of Green Valley, Arizona" with the Green Valley Council (GVC) and the Green Valley/Sahuarita Chamber of Commerce & Visitors Center (Chamber). GVR, GVC and the Chamber agreed to cooperate to ensure that Green Valley remains an exceptionally attractive community for people to live, work, play and invest and keeps pace with ever-changing economic, social and demographic conditions. The guiding principles are to preserve cost-of-living value; ensure exceptional quality of life for all persons, regardless of age; offer active and passive leisure pursuits that maximize self-expression opportunities; and increase demand for Green Valley homes, hereby improving property values. To what extent do you support GVR being a part of the "Joint Resolution for an Envisioned Future of Green Valley, Arizona"?	Percent	Number
Strongly support	39%	N=1945
Somewhat support	37%	N=1858
Somewhat oppose	9%	N=457
Strongly oppose	14%	N=698
Total	100%	N=4958

Table 25: Question #17 with "don't know" responses

To what extent do you support GVR being a part of the "Joint Resolution for an Envisioned Future of Green Valley, Arizona"?	Percent	Number
Strongly support	36%	N=1945
Somewhat support	35%	N=1858
Somewhat oppose	9%	N=457
Strongly oppose	13%	N=698
Don't know	8%	N=404
Total	100%	N=5362

Table 26: Question #18 without "don't know" responses

GVR's annual elections are currently held February/March, with the new Board's governance year beginning about April 1. Moving annual elections to the third or fourth quarter of the year could provide newly elected Directors more time to learn more about GVR and responsibilities associated with their leadership role before assuming their official position on the Board the following April. Moving the annual election timeframe would require a bylaws change. To what extent would you support moving the annual election from February/March to the third or fourth quarter of the year?	Percent	Number
Strongly support	22%	N=857
Somewhat support	38%	N=1466
Somewhat oppose	14%	N=553
Strongly oppose	25%	N=960
Total	100%	N=3835

Table 27: Question #18 with "don't know" responses

GVR's annual elections are currently held February/March, with the new Board's governance year beginning about April 1. Moving annual elections to the third or fourth quarter of the year could provide newly elected Directors more time to learn more about GVR and responsibilities associated with their leadership role before assuming their official position on the Board the following April. Moving the annual election timeframe would require a bylaws change. To what extent would you support moving the annual election from February/March to the third or fourth quarter of the year?	Percent	Number
Strongly support	16%	N=857
Somewhat support	27%	N=1466
Somewhat oppose	10%	N=553
Strongly oppose	18%	N=960
Don't know	28%	N=1523
Total	100%	N=5358

Table 28: Question #19

Some GVR members have expressed an interest in increasing access to facilities and activities for physically challenged fellow GVR members. However, such access would require shifting resources within GVR and/or an increase in GVR annual dues. Which statement comes closest to how you feel about increasing access to facilities and activities for physically challenged fellow GVR members?	Percent	Number
GVR should increase annual dues by a small proportion to help provide additional access	8%	N=427
GVR should shift some resources (provide less of some current activities/programs) in order to help provide additional access	37%	N=1888
GVR currently provides an appropriate amount of access	55%	N=2857
Total	100%	N=5173

Table 29: Question #20 without "don't know" responses

Participation in activities at GVR centers is lower in the summer months compared to the rest of the year. To what extent would you support opening-up GVR facilities to non-GVR members on a fee basis to generate additional (non-dues) revenue during summer months only?	Percent	Number
Strongly support	17%	N=886
Somewhat support	32%	N=1629
Somewhat oppose	12%	N=627
Strongly oppose	38%	N=1935
Total	100%	N=5076

Table 30: Question #20 with "don't know" responses

Participation in activities at GVR centers is lower in the summer months compared to the rest of the year. To what extent would you support opening-up GVR facilities to non-GVR members on a fee basis to generate additional (non-dues) revenue during summer months only?	Percent	Number
Strongly support	16%	N=886
Somewhat support	30%	N=1629
Somewhat oppose	12%	N=627
Strongly oppose	36%	N=1935
Don't know	6%	N=306
Total	100%	N=5382

Table 31: Question #22

How much information, if any, do you receive about GVR from each of the following sources?	Most		A lot		Some		None		Total	
	%	N	%	N	%	N	%	N	%	N
GVR Board/committee meetings	7%	N=383	9%	N=477	38%	N=2032	46%	N=2463	100%	N=5354
GVR website	18%	N=943	16%	N=843	34%	N=1830	32%	N=1739	100%	N=5354
Weekly GVR eBlast (email news update)	30%	N=1619	20%	N=1086	20%	N=1051	30%	N=1600	100%	N=5354
GVR Now! (monthly newsletter)	24%	N=1262	24%	N=1288	31%	N=1661	21%	N=1144	100%	N=5354
GVR bulletin boards	5%	N=279	10%	N=554	41%	N=2202	43%	N=2320	100%	N=5354
GVR Smartphone App	2%	N=122	3%	N=167	10%	N=554	84%	N=4512	100%	N=5354
GVR video monitors	1%	N=28	2%	N=81	18%	N=945	80%	N=4301	100%	N=5354
President's Monthly Uplift newsletter	6%	N=305	8%	N=407	33%	N=1742	54%	N=2901	100%	N=5354
GVR club newsletters	9%	N=471	14%	N=758	29%	N=1573	48%	N=2552	100%	N=5354
Green Valley News (newspaper)	18%	N=946	22%	N=1195	34%	N=1814	26%	N=1399	100%	N=5354
'Word of mouth' (from family, friends, or neighbors)	8%	N=446	18%	N=980	49%	N=2640	24%	N=1289	100%	N=5354
Other	1%	N=29	1%	N=32	2%	N=119	97%	N=5175	100%	N=5354

Table 32: Question #24 without "don't know" responses

To what extent do you agree with each of the following statements about GVR and its Board of Directors?	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
	%	N	%	N	%	N	%	N	%	N
I receive news and information about GVR in a timely manner	28%	N=1276	47%	N=2152	13%	N=610	12%	N=526	100%	N=4564
I am informed as I like/need to be about GVR	28%	N=1340	44%	N=2101	16%	N=760	12%	N=574	100%	N=4774
There is a free-flow of information between the Board of Directors and members	9%	N=331	27%	N=980	28%	N=982	36%	N=1275	100%	N=3568
I have the opportunity to discuss issues or concerns I have with a member of the GVR Board of Directors	10%	N=299	27%	N=800	25%	N=724	38%	N=1118	100%	N=2941
I have the opportunity to provide input on major financial expenditures before a Board decision is made	7%	N=221	22%	N=708	24%	N=776	47%	N=1512	100%	N=3217
I believe the Board of Directors follows their Code of Conduct which commits them to act in the best interests of the membership as a whole, above their own individual, neighborhood (HOA), or GVR club interests	17%	N=576	36%	N=1239	22%	N=756	26%	N=893	100%	N=3464
I believe the Board adequately represents me and is responsive to my needs	14%	N=520	35%	N=1350	23%	N=887	28%	N=1088	100%	N=3844
I believe the Board adequately represents the entire membership and is responsible to its needs	14%	N=547	33%	N=1307	24%	N=932	29%	N=1133	100%	N=3918

Table 33: Question #24 with "don't know" responses

To what extent do you agree with each of the following statements about GVR and its Board of Directors?	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
I receive news and information about GVR in a timely manner	25%	N=1276	41%	N=2152	12%	N=610	10%	N=526	12%	N=638	100%	N=5201
I am informed as I like/need to be about GVR	26%	N=1340	40%	N=2101	15%	N=760	11%	N=574	8%	N=415	100%	N=5189
There is a free-flow of information between the Board of Directors and members	6%	N=331	19%	N=980	19%	N=982	25%	N=1275	31%	N=1618	100%	N=5185
I have the opportunity to discuss issues or concerns I have with a member of the GVR Board of Directors	6%	N=299	15%	N=800	14%	N=724	22%	N=1118	43%	N=2241	100%	N=5181
I have the opportunity to provide input on major financial expenditures before a Board decision is made	4%	N=221	14%	N=708	15%	N=776	29%	N=1512	38%	N=1960	100%	N=5176
I believe the Board of Directors follows their Code of Conduct which commits them to act in the best interests of the membership as a whole, above their own individual, neighborhood (HOA), or GVR club interests	11%	N=576	24%	N=1239	15%	N=756	17%	N=893	33%	N=1725	100%	N=5189
I believe the Board adequately represents me and is responsive to my needs	10%	N=520	26%	N=1350	17%	N=887	21%	N=1088	26%	N=1365	100%	N=5209
I believe the Board adequately represents the entire membership and is responsible to its needs	11%	N=547	25%	N=1307	18%	N=932	22%	N=1133	25%	N=1287	100%	N=5205

Table 34: Question #26

Why did you choose to live in Green Valley? (Please check all that apply.)*	Percent*	Number
Green Valley Recreation, Inc. (GVR)	44%	N=2392
Low cost of living	42%	N=2272
Affordable homes	63%	N=3417
Climate	88%	N=4725
Natural beauty/views	67%	N=3637
Abundance of "active adult" communities	33%	N=1785
Abundance of assisted living centers	6%	N=298
Close proximity to Tucson (airport, restaurants, symphony, U of A sports, etc.)	53%	N=2869
Small town feel	63%	N=3403
Volunteer opportunities	13%	N=695
Abundance of golf courses	23%	N=1231
To be close to family/friends	20%	N=1060
Other	9%	N=509
Total*	100%	N=5393

*Total may exceed 100% as respondents could select more than one option.

Table 35: Question #27

About how many years have you lived in Green Valley (full-time or part-time)?	Percent	Number
Less than 1 year	6%	N=295
1-5 years	23%	N=1203
6-10 years	22%	N=1178
11-15 years	24%	N=1283
16-20 years	15%	N=772
More than 20 years	11%	N=572
Total	100%	N=5303

Table 36: Question #28

Do you live in Green Valley year-round, or just part of the year? ("Year-round" includes those who take vacations, sometimes long ones, but whose only or primary residence is Green Valley.)	Percent	Number
Year-round	65%	N=3450
Part-time	35%	N=1866
Total	100%	N=5317

Table 37: Question #29

What months of the year do you live in Green Valley? (Please check all months you are in Green Valley.)*	Percent*	Number
January	95%	N=1766
February	94%	N=1761
March	93%	N=1741
April	75%	N=1401
May	18%	N=339
June	3%	N=65
July	3%	N=54
August	3%	N=64
September	7%	N=131
October	35%	N=661
November	70%	N=1316
December	74%	N=1379
Total*	100%	N=1868

* Total may exceed 100% as respondents could select more than one option.

Table 38: Question #30

How many people, including yourself, reside in your household?	Percent	Number
1	19%	N=963
2	79%	N=3921
3	1%	N=56
4	0%	N=11
6	0%	N=1
Total	100%	N=4951

Table 39: Question #31

Do you:	Yes		No		Total	
Drive a car	98%	N=5260	2%	N=103	100%	N=5363
Use a wheel chair	1%	N=65	99%	N=5238	100%	N=5303
Use an assistive mobility device (e.g., walker, cane, etc.)	7%	N=386	93%	N=4969	100%	N=5355
Have a caregiver	2%	N=83	98%	N=5260	100%	N=5343
Attend adult day care	0%	N=8	100%	N=5317	100%	N=5325
Need assistance with basic household expenses such as food or utilities	1%	N=72	99%	N=5248	100%	N=5319

Table 40: Question #32

How much do you anticipate your household’s total income before taxes will be for 2018?	Percent	Number
Less than \$15,000	3%	N=126
\$15,000-\$24,999	9%	N=355
\$25,000-\$49,999	23%	N=933
\$50,000-\$74,999	28%	N=1144
\$75,000-\$99,999	19%	N=785
\$100,000 or more	19%	N=801
Total	100%	N=4144

Table 41: Question #33

What is your current employment status?	Percent	Number
Fully retired	85%	N=4447
Working full-time for pay	5%	N=269
Working part-time for pay	8%	N=417
Unemployed, looking for full-time paid work	0%	N=19
Unemployed/partially retired, looking for part-time paid work	1%	N=56
Total	100%	N=5208

Table 42: Question #34

What is your gender?	Percent	Number
Female	55%	N=2864
Male	45%	N=2365
Total	100%	N=5228

Table 43: Question #35

In which category is your age?	Percent	Number
Under 55 years	1%	N=48
55-59 years	3%	N=170
60-64 years	9%	N=464
65-69 years	20%	N=1057
70-74 years	26%	N=1353
75-79 years	23%	N=1197
80-84 years	11%	N=594
85-89 years	5%	N=277
90-94 years	2%	N=89
95+ years	0%	N=14
Total	100%	N=5262

Table 44: How Survey Was Completed

Was survey completed online or by mailed hard copy?	Percent	Number
Online	64%	N=3663
Hard Copy	36%	N=2056
Total	100%	N=5718

Appendix B: Selected Survey Results by Respondent Characteristics

The following pages contain breakdowns of the survey results by demographic subgroups of the Green Valley Recreation membership. The table below displays the percent and number of respondents in each of the demographic subgroups. Where differences between demographic subgroups are statistically significantly different ($p < 0.05$), they are shaded grey.

Table 45: Percent and Number of Respondents in Each Demographic Subgroup

Characteristic	Percent of Respondents	Number of Respondents
Length of Residency		
5 or fewer years	28%	N=1494
6 to 10 years	22%	N=1176
11 to 15 years	24%	N=1280
16 or more years	25%	N=1344
Live year-round or part-time in Green Valley		
Live in GV year-round	65%	N=3443
Live in GV part-time	35%	N=1865
Household Composition		
Live Alone	19%	N=961
2+ in Household	81%	N=3982
Physical limitations		
Not driving or need other physical assistance	8%	N=453
Driving and don't need other assistance	92%	N=4911
Age		
under 65	13%	N=681
65-74	46%	N=2407
75+	41%	N=2166
Gender		
Female	55%	N=2859
Male	45%	N=2361
Employment status		
Fully retired	85%	N=4447
Working or looking for work	14%	N=761
Annual household income		
under \$25,000	12%	N=480
\$25,000-\$49,999	23%	N=932
\$50,000-\$74,999	28%	N=1143
\$75,000 or more	38%	N=1581

Characteristic	Percent of Respondents	Number of Respondents
GVR Club status		
Belong to a GVR club	42%	N=2065
Do NOT belong to a GVR club	58%	N=2822
Frequency of use of GVR facilities		
Less than once a week	39%	N=2156
Between 1 and 3 times a week	19%	N=1075
3 or more times a week	42%	N=2307
Mode used to complete survey		
Online	64%	N=3663
Hard Copy	36%	N=2047

By Length of Residency and Whether Live in Green Valley Year-round or Part-time

Table 46: Question #2 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

Please rate how well do you think GVR does each of the following. Percent responding excellent or good.	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
Provides opportunities for members to maintain and improve their physical health	96%	95%	94%	91%	93%	96%	94%
Provides recreational opportunities	95%	94%	93%	91%	92%	96%	93%
Provides opportunities for members to make social connections	86%	84%	83%	81%	82%	87%	84%
Provides activities that address members' emotional well-being	70%	68%	66%	63%	63%	73%	67%
Provides activities that stimulate members' minds	83%	82%	76%	73%	76%	84%	79%
Provide opportunities for members to enhance their lives with cultural activities and education	84%	85%	81%	77%	79%	87%	82%
Contribute to the community's economy (such as offering special events that draw visitors from inside and outside the community, enhancing real estate values, providing additional non-dues income, and so on)	67%	61%	63%	56%	59%	67%	62%
Provides recreational opportunities to underserved members who might not otherwise be able to participate	62%	57%	52%	46%	50%	62%	54%
Promote the community's image as the preeminent destination of choice for active adults and retirees.	72%	68%	65%	66%	65%	73%	68%

Table 47: Question #3 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

Please rate the quality of each of the following aspects of GVR's services. Percent responding excellent or good.	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
Communication from GVR or about GVR	80%	72%	66%	59%	65%	78%	70%
Accessibility of GVR staff	75%	67%	67%	59%	63%	76%	68%
Accessibility of GVR Board	49%	40%	36%	31%	35%	48%	39%
Staff service to you as a member	80%	77%	73%	68%	71%	81%	75%
Volunteer/monitor courtesy to you as a member.	82%	80%	78%	73%	76%	83%	78%
Quality of classes/activities/programs	86%	84%	83%	82%	81%	88%	84%
Cost of classes/activities/programs	55%	56%	59%	57%	55%	61%	57%
Variety of classes/activities/programs	82%	81%	80%	79%	78%	85%	81%
Appropriateness of times classes/activities/programs offered	77%	77%	78%	74%	74%	81%	77%
Convenient hours of operation	88%	87%	86%	84%	84%	90%	86%
Accessibility for those with physical limitations	85%	82%	79%	74%	77%	86%	79%
Level of cleanliness of facilities	95%	92%	90%	90%	90%	95%	92%

Table 48: Question #4 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

To what extent do you agree or disagree with the following statements: Percent responding strongly or somewhat agree.	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
I am getting good value for my GVR dues	74%	75%	70%	63%	67%	77%	71%
The amount of my annual dues is fair	67%	68%	64%	56%	60%	71%	64%

Table 49: Question #5 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

Please tell us how often you visited each of the following GVR Centers in the last 12 months. Percent ever visiting each in last year.	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
Abrego North Satellite Center	17%	14%	13%	14%	15%	14%	15%
Abrego South Satellite Center	17%	16%	15%	15%	17%	13%	16%
Canoa Hills Center	52%	54%	50%	48%	50%	53%	51%
Casa Paloma I Satellite Center	11%	11%	12%	10%	12%	10%	11%
Casa Paloma II Satellite Center	10%	10%	10%	10%	11%	9%	10%
Continental Vistas Satellite Center	11%	14%	13%	12%	12%	13%	13%
Desert Hills Center	56%	58%	52%	50%	52%	58%	54%
East Center	56%	58%	56%	51%	55%	57%	55%
Las Campanas Center	53%	60%	53%	46%	53%	54%	53%
Madera Vista Satellite Center	13%	15%	18%	15%	16%	14%	15%
Santa Rita Springs Center	38%	42%	39%	31%	36%	41%	37%
West Center	68%	71%	65%	60%	63%	72%	66%
Canoa Ranch Center	41%	45%	39%	27%	36%	42%	38%

Table 50: Frequency of Use of GVR Facilities by Length of Residency and Whether Live in Green Valley Year-round or Part-time

How frequently visited GVR centers in the past year	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
Never	6%	4%	6%	10%	7%	5%	7%
Less than once month	16%	18%	17%	24%	21%	14%	19%
1 to 3 times a month	14%	12%	15%	13%	14%	13%	14%
1 to 2 times a week	18%	21%	20%	19%	19%	22%	19%
3 to 4 times a week	20%	19%	21%	17%	18%	20%	19%
5 to 7 times a week	26%	26%	21%	18%	20%	27%	22%
Total	100%	100%	100%	100%	100%	100%	100%

Table 51: Question #6 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

Do you belong to a GVR Club?	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
No	46%	41%	43%	38%	43%	42%	42%
Yes	54%	59%	57%	62%	57%	58%	58%
Total	100%	100%	100%	100%	100%	100%	100%

Table 52: Question #7 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

In the last 12 months, have you volunteered for GVR in any of the following ways? Percent responding they have volunteered.	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
GVR Board of Directors or any Board Committee or Sub-Committee	2%	3%	2%	2%	3%	1%	2%
GVR Club Officer/Monitor/Instructor	10%	13%	16%	12%	14%	10%	12%
Pool Volunteer (monitor)	1%	1%	3%	4%	3%	1%	2%
Fitness Volunteer (monitor)	1%	1%	2%	2%	2%	1%	1%
Program/Activity Volunteer (e.g., provide assistance)	6%	8%	7%	6%	7%	6%	6%
Performing Arts Volunteer (e.g., usher)	3%	3%	3%	3%	3%	3%	3%
GVR Foundation Volunteer	0%	0%	1%	1%	1%	0%	1%
SoAZ CultureFest Volunteer	1%	1%	1%	1%	1%	1%	1%
Southern AZ Senior Games Volunteer	3%	7%	5%	5%	5%	6%	5%
Administrative Support Volunteer	1%	1%	0%	1%	1%	1%	1%

Table 53: Question #8 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

How many GVR Board/committee meetings have you attended in the past 12 months?	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
None	73%	69%	73%	75%	72%	75%	73%
1 or 2	22%	23%	21%	19%	21%	22%	21%
3 or 4	3%	5%	4%	4%	5%	3%	4%
5 or 6	1%	1%	1%	1%	1%	0%	1%
7+	1%	2%	1%	1%	2%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%

Table 54: Question #9 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

To what extent do you agree that GVR's Vision Statement should be "Green Valley is the preeminent destination of choice for active adults and retirees"?	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
Strongly agree	30%	27%	23%	19%	22%	31%	25%
Somewhat agree	39%	36%	35%	33%	34%	40%	36%
Somewhat disagree	16%	16%	16%	15%	17%	14%	16%
Strongly disagree	15%	21%	25%	33%	28%	16%	23%
Total	100%	100%	100%	100%	100%	100%	100%

Table 55: Question #11 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

To what extent do you support GVR implementing the following activities included in the current 3 to 5 Year Capital Projects Plan? Percent responding strongly or somewhat support	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
Pickleball Center (24 courts)	72%	66%	59%	49%	56%	74%	62%
Canoa Hills Center-Fitness Area Expansion	79%	75%	72%	62%	69%	79%	72%
West Center-Courtyard Shading (year-round activities & gathering place)	86%	78%	75%	64%	73%	82%	76%
Lapidary Studios Consolidation (all three into one space)	80%	78%	74%	70%	75%	78%	76%
Create Industrial Arts Club Space (metal working shop, fused glass studio, etc.) at New GVR Facilities Maintenance Site	86%	81%	77%	68%	75%	84%	78%
Signage Updatings at Facilities Undergoing Capital Improvements	80%	75%	70%	65%	70%	79%	73%
Evaluate Sustainable Design Opportunities Throughout All Projects (e.g., solar panels; lower water, gas & electric usage)	94%	90%	89%	82%	87%	93%	89%

Table 56: Question #12 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

Please indicate the extent to which you would support GVR pursuing each of the items listed below Percent responding strongly or somewhat support	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
More evening programs and activities	84%	80%	74%	69%	75%	82%	77%
More weekend programs and activities	87%	81%	78%	73%	79%	83%	80%
Social & community gathering spaces	83%	75%	72%	62%	72%	77%	73%
Dog Park	68%	58%	48%	37%	51%	58%	53%
New auditorium/performing arts center	60%	54%	50%	37%	47%	57%	50%
Indoor walking track	67%	60%	58%	51%	61%	56%	59%
Spin bike studio	64%	51%	43%	32%	46%	54%	48%
Fitness studio with 'cardio' exercise equipment such as stationary bikes, ellipticals, rowing machines with some opportunities for instructor-led classes.	84%	79%	72%	68%	74%	81%	76%
Shaded Outdoor Pavilion	80%	72%	68%	57%	68%	74%	70%
Climbing Wall	25%	16%	14%	10%	17%	17%	17%
Outdoor Fitness Equipment Areas	51%	43%	36%	31%	38%	46%	41%
Outdoor Picnicking Areas	69%	59%	56%	48%	57%	61%	58%
Multi-purpose Gym (for a variety of recreation activities, such as basketball, volleyball, badminton, etc.)	72%	65%	61%	46%	59%	66%	61%
Disc Golf	44%	37%	32%	23%	31%	41%	34%
Recreational Vehicle Rentals (e.g. bikes, Segway's, etc.)	58%	43%	37%	27%	38%	50%	42%
Arcade/Electronic Games	18%	12%	11%	8%	13%	11%	12%
Walkable Trails & Open Space	86%	81%	73%	65%	73%	84%	77%

Table 57: Question #14 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

How familiar were you with the GVR Foundation before this explanation? Percent responding very or somewhat familiar	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
How familiar were you with the GVR Foundation before this explanation?	45%	49%	55%	52%	52%	46%	50%

Table 58: Question #15 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

To what extent do you support the GVR Foundation's mission? Percent responding strongly or somewhat support	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
To what extent do you support the GVR Foundation's mission?	89%	83%	78%	70%	77%	86%	80%

Table 59: Question #16 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

There are a number of issues affecting Green Valley residents' quality of life, such as road repair, expansion of the Interstate, new mining operations, concerns about water quality and quantity, and preserving scenic views. To what extent would you support GVR Board taking positions on and advocating policies on some of these issues on behalf of the GVR membership?	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
Strongly support	50%	38%	33%	26%	32%	47%	37%
Somewhat support	33%	31%	30%	28%	29%	33%	31%
Somewhat oppose	6%	10%	9%	12%	10%	8%	9%
Strongly oppose	12%	20%	28%	35%	29%	13%	23%
Total	100%	100%	100%	100%	100%	100%	100%

Table 60: Question #17 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

To what extent do you support GVR being a part of the "Joint Resolution for an Envisioned Future of Green Valley, Arizona"?	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
Strongly support	47%	43%	38%	27%	34%	48%	39%
Somewhat support	37%	39%	38%	36%	37%	37%	37%
Somewhat oppose	7%	7%	9%	14%	11%	7%	9%
Strongly oppose	9%	10%	15%	23%	18%	8%	14%
Total	100%	100%	100%	100%	100%	100%	100%

Table 61: Question #18 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

To what extent would you support moving the annual election from February/March to the third or fourth quarter of the year?	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
Strongly support	29%	21%	20%	18%	24%	20%	22%
Somewhat support	40%	39%	38%	37%	40%	36%	38%
Somewhat oppose	12%	16%	14%	15%	13%	17%	14%
Strongly oppose	19%	25%	28%	30%	24%	28%	25%
Total	100%	100%	100%	100%	100%	100%	100%

Table 62: Question #19 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

Some GVR members have expressed an interest in increasing access to facilities and activities for physically challenged fellow GVR members. However, such access would require shifting resources within GVR and/or an increase in GVR annual dues. Which statement comes closest to how you feel about increasing access to facilities and activities for physically challenged fellow GVR members?	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
GVR should increase annual dues by a small proportion to help provide additional access	10%	9%	9%	5%	7%	10%	8%
GVR should shift some resources (provide less of some current activities/programs) in order to help provide additional access	39%	38%	35%	34%	39%	34%	37%
GVR currently provides an appropriate amount of access	51%	53%	56%	61%	54%	56%	55%
Total	100%	100%	100%	100%	100%	100%	100%

Table 63: Question #20 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

Participation in activities at GVR centers is lower in the summer months compared to the rest of the year. To what extent would you support opening-up GVR facilities to non-GVR members on a fee basis to generate additional (non-dues) revenue during summer months only?	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
Strongly support	22%	20%	15%	11%	13%	24%	17%
Somewhat support	36%	36%	32%	25%	28%	40%	32%
Somewhat oppose	13%	12%	12%	13%	13%	12%	12%
Strongly oppose	29%	32%	41%	51%	46%	24%	38%
Total	100%	100%	100%	100%	100%	100%	100%

Table 64: Question #22 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

How much information, if any, do you receive about GVR from each of the following sources? Percent responding most or a lot	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
GVR Board/committee meetings	20%	19%	16%	12%	16%	18%	17%
GVR website	43%	35%	32%	27%	33%	38%	35%
Weekly GVR eBlast (email news update)	63%	58%	50%	39%	51%	57%	53%
GVR Now! (monthly newsletter)	53%	50%	51%	43%	48%	53%	50%
GVR bulletin boards	19%	17%	16%	14%	15%	19%	16%
GVR Smartphone App	9%	5%	5%	3%	6%	6%	6%
GVR video monitors	2%	2%	3%	1%	2%	2%	2%
President's Monthly Uplift newsletter	16%	13%	16%	12%	13%	16%	14%
GVR club newsletters	28%	27%	25%	18%	23%	28%	24%
Green Valley News (newspaper)	36%	40%	46%	45%	42%	41%	41%
'Word of mouth' (from family, friends, or neighbors)	26%	29%	29%	29%	28%	29%	28%
Other	8%	8%	11%	7%	9%	6%	8%

Table 65: Question #24 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

To what extent do you agree with each of the following statements about GVR and its Board of Directors? Percent responding strongly or somewhat agree	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
I receive news and information about GVR in a timely manner	82%	79%	74%	65%	72%	81%	75%
I am informed as I like/need to be about GVR	77%	76%	70%	65%	68%	79%	72%
There is a free-flow of information between the Board of Directors and members	48%	41%	34%	25%	31%	49%	37%
I have the opportunity to discuss issues or concerns I have with a member of the GVR Board of Directors	48%	41%	33%	29%	33%	47%	37%
I have the opportunity to provide input on major financial expenditures before a Board decision is made	39%	31%	27%	20%	26%	36%	29%
I believe the Board of Directors follows their Code of Conduct which commits them to act in the best interests of the membership as a whole, above their own individual, neighborhood (HOA), or GVR club interests	62%	56%	50%	43%	45%	66%	52%
I believe the Board adequately represents me and is responsive to my needs	57%	53%	48%	37%	41%	63%	49%
I believe the Board adequately represents the entire membership and is responsible to its needs	56%	51%	47%	36%	40%	61%	47%

Table 66: Question #26 by Length of Residency and Whether Live in Green Valley Year-round or Part-time

Why did you choose to live in Green Valley? (Please check all that apply.)*	5 or fewer years	6 to 10 years	11 to 15 years	16 or more years	Live in GV year-round	Live in GV part-time	Overall
Green Valley Recreation, Inc. (GVR)	44%	47%	48%	40%	42%	49%	44%
Low cost of living	46%	42%	43%	37%	46%	37%	42%
Affordable homes	71%	62%	60%	60%	65%	61%	63%
Climate	86%	88%	88%	89%	85%	92%	88%
Natural beauty/views	68%	70%	66%	67%	65%	72%	67%
Abundance of "active adult" communities	39%	34%	32%	26%	31%	38%	33%
Abundance of assisted living centers	4%	5%	5%	8%	6%	4%	6%
Close proximity to Tucson (airport, restaurants, symphony, U of A sports, etc.)	48%	57%	55%	55%	54%	52%	53%
Small town feel	61%	62%	63%	67%	65%	61%	63%
Volunteer opportunities	11%	14%	14%	13%	14%	10%	13%
Abundance of golf courses	17%	25%	23%	27%	20%	28%	23%
To be close to family/friends	23%	22%	16%	17%	18%	22%	20%
Other	12%	9%	9%	9%	10%	8%	9%
Total*	100%	100%	100%	100%	100%	100%	100%

*Total may exceed 100% as respondents could select more than one option.

By Household Composition and Whether Have Physical Limitations

Table 67: Question #2 by Household Composition and Whether Have Physical Limitations

Please rate how well do you think GVR does each of the following. Percent responding excellent or good.	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
Provides opportunities for members to maintain and improve their physical health	91%	95%	89%	95%	94%
Provides recreational opportunities	92%	94%	87%	94%	93%
Provides opportunities for members to make social connections	81%	85%	74%	84%	84%
Provides activities that address members' emotional well-being	62%	68%	55%	68%	67%
Provides activities that stimulate members' minds	74%	80%	66%	80%	79%
Provide opportunities for members to enhance their lives with cultural activities and education	79%	83%	73%	83%	82%
Contribute to the community's economy (such as offering special events that draw visitors from inside and outside the community, enhancing real estate values, providing additional non-dues income, and so on)	57%	63%	56%	62%	62%
Provides recreational opportunities to underserved members who might not otherwise be able to participate	47%	56%	46%	55%	54%
Promote the community's image as the preeminent destination of choice for active adults and retirees.	64%	69%	63%	68%	68%

Table 68: Question #3 by Household Composition and Whether Have Physical Limitations

Please rate the quality of each of the following aspects of GVR's services. Percent responding excellent or good.	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
Communication from GVR or about GVR	68%	71%	61%	71%	70%
Accessibility of GVR staff	65%	69%	61%	68%	68%
Accessibility of GVR Board	38%	40%	34%	40%	39%
Staff service to you as a member	72%	76%	67%	75%	75%
Volunteer/monitor courtesy to you as a member.	75%	79%	70%	79%	78%
Quality of classes/activities/programs	82%	85%	76%	85%	84%
Cost of classes/activities/programs	52%	58%	54%	58%	57%
Variety of classes/activities/programs	76%	82%	73%	81%	81%
Appropriateness of times classes/activities/programs offered	73%	78%	70%	77%	77%
Convenient hours of operation	82%	88%	78%	87%	86%
Accessibility for those with physical limitations	75%	81%	59%	82%	79%
Level of cleanliness of facilities	90%	93%	87%	93%	92%

Table 69: Question #4 by Household Composition and Whether Have Physical Limitations

To what extent do you agree or disagree with the following statements: Percent responding strongly or somewhat agree.	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
I am getting good value for my GVR dues	61%	73%	55%	72%	71%
The amount of my annual dues is fair	52%	67%	51%	65%	64%

Table 70: Question #5 by Household Composition and Whether Have Physical Limitations

Please tell us how often you visited each of the following GVR Centers in the last 12 months. Percent ever visiting each in last year.	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
Abrego North Satellite Center	12%	15%	15%	15%	15%
Abrego South Satellite Center	15%	16%	15%	16%	16%
Canoa Hills Center	45%	53%	36%	52%	51%
Casa Paloma I Satellite Center	12%	11%	9%	11%	11%
Casa Paloma II Satellite Center	10%	10%	8%	10%	10%
Continental Vistas Satellite Center	11%	13%	10%	13%	13%
Desert Hills Center	50%	55%	41%	55%	54%
East Center	54%	56%	52%	55%	55%
Las Campanas Center	48%	54%	40%	54%	53%
Madera Vista Satellite Center	14%	15%	12%	16%	15%
Santa Rita Springs Center	32%	39%	26%	38%	37%
West Center	61%	68%	56%	67%	66%
Canoa Ranch Center	28%	41%	25%	39%	38%

Table 71: Frequency of Use of GVR Facilities by Household Composition and Whether Have Physical Limitations

How frequently visited GVR centers in the past year	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
Never	10%	5%	17%	6%	7%
Less than once month	23%	18%	25%	18%	19%
1 to 3 times a month	15%	13%	16%	13%	14%
1 to 2 times a week	20%	20%	16%	20%	19%
3 to 4 times a week	15%	20%	12%	20%	19%
5 to 7 times a week	19%	24%	14%	23%	22%
Total	100%	100%	100%	100%	100%

Table 72: Question #6 by Household Composition and Whether Have Physical Limitations

Do you belong to a GVR Club?	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
No	41%	43%	38%	43%	42%
Yes	59%	57%	62%	57%	58%
Total	100%	100%	100%	100%	100%

Table 73: Question #7 by Household Composition and Whether Have Physical Limitations

In the last 12 months, have you volunteered for GVR in any of the following ways? Percent responding they have volunteered.	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
GVR Board of Directors or any Board Committee or Sub-Committee	3%	2%	1%	2%	2%
GVR Club Officer/Monitor/Instructor	9%	14%	9%	13%	12%
Pool Volunteer (monitor)	3%	2%	3%	2%	2%
Fitness Volunteer (monitor)	2%	1%	2%	1%	1%
Program/Activity Volunteer (e.g., provide assistance)	6%	7%	3%	7%	6%
Performing Arts Volunteer (e.g., usher)	3%	3%	0%	3%	3%
GVR Foundation Volunteer	1%	1%	0%	1%	1%
SoAZ CultureFest Volunteer	1%	1%	0%	1%	1%
Southern AZ Senior Games Volunteer	4%	5%	2%	5%	5%
Administrative Support Volunteer	1%	1%	0%	1%	1%

Table 74: Question #8 by Household Composition and Whether Have Physical Limitations

How many GVR Board/committee meetings have you attended in the past 12 months?	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
None	76%	72%	75%	72%	73%
1 or 2	19%	21%	20%	21%	21%
3 or 4	4%	4%	4%	4%	4%
5 or 6	1%	1%	1%	1%	1%
7+	1%	1%	0%	1%	1%
Total	100%	100%	100%	100%	100%

Table 75: Question #9 by Household Composition and Whether Have Physical Limitations

To what extent do you agree that GVR's Vision Statement should be "Green Valley is the preeminent destination of choice for active adults and retirees"?	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
Strongly agree	22%	26%	25%	25%	25%
Somewhat agree	35%	36%	32%	36%	36%
Somewhat disagree	17%	16%	16%	16%	16%
Strongly disagree	26%	22%	27%	23%	23%
Total	100%	100%	100%	100%	100%

Table 76: Question #11 by Household Composition and Whether Have Physical Limitations

To what extent do you support GVR implementing the following activities included in the current 3 to 5 Year Capital Projects Plan? Percent responding strongly or somewhat support	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
Pickleball Center (24 courts)	57%	64%	52%	63%	62%
Canoa Hills Center-Fitness Area Expansion	65%	74%	61%	73%	72%
West Center-Courtyard Shading (year-round activities & gathering place)	75%	77%	69%	77%	76%
Lapidary Studios Consolidation (all three into one space)	74%	77%	72%	76%	76%
Create Industrial Arts Club Space (metal working shop, fused glass studio, etc.) at New GVR Facilities Maintenance Site	75%	79%	71%	79%	78%
Signage Updatings at Facilities Undergoing Capital Improvements	72%	74%	62%	74%	73%
Evaluate Sustainable Design Opportunities Throughout All Projects (e.g., solar panels; lower water, gas & electric usage)	88%	90%	80%	90%	89%

Table 77: Question #12 by Household Composition and Whether Have Physical Limitations

Please indicate the extent to which you would support GVR pursuing each of the items listed below Percent responding strongly or somewhat support	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
More evening programs and activities	77%	78%	69%	78%	77%
More weekend programs and activities	83%	80%	76%	81%	80%
Social & community gathering spaces	76%	74%	67%	74%	73%
Dog Park	57%	53%	52%	53%	53%
New auditorium/performing arts center	47%	52%	44%	51%	50%
Indoor walking track	63%	59%	58%	60%	59%
Spin bike studio	47%	50%	37%	49%	48%
Fitness studio with 'cardio' exercise equipment such as stationary bikes, ellipticals, rowing machines with some opportunities for instructor-led classes.	75%	77%	73%	76%	76%
Shaded Outdoor Pavilion	71%	70%	63%	70%	70%
Climbing Wall	16%	16%	14%	17%	17%
Outdoor Fitness Equipment Areas	36%	42%	37%	41%	41%
Outdoor Picnicking Areas	58%	59%	57%	59%	59%
Multi-purpose Gym (for a variety of recreation activities, such as basketball, volleyball, badminton, etc.)	57%	62%	52%	62%	61%
Disc Golf	32%	35%	30%	35%	35%
Recreational Vehicle Rentals (e.g. bikes, Segway's, etc.)	42%	43%	40%	42%	42%
Arcade/Electronic Games	13%	12%	15%	12%	12%
Walkable Trails & Open Space	76%	78%	69%	78%	77%

Table 78: Question #14 by Household Composition and Whether Have Physical Limitations

How familiar were you with the GVR Foundation before this explanation? Percent responding very or somewhat familiar	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
How familiar were you with the GVR Foundation before this explanation?	47%	51%	46%	50%	50%

Table 79: Question #15 by Household Composition and Whether Have Physical Limitations

To what extent do you support the GVR Foundation's mission? Percent responding strongly or somewhat support	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
To what extent do you support the GVR Foundation's mission?	80%	82%	74%	81%	80%

Table 80: Question #16 by Household Composition and Whether Have Physical Limitations

There are a number of issues affecting Green Valley residents' quality of life, such as road repair, expansion of the Interstate, new mining operations, concerns about water quality and quantity, and preserving scenic views. To what extent would you support GVR Board taking positions on and advocating policies on some of these issues on behalf of the GVR membership?	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
Strongly support	36%	38%	31%	38%	37%
Somewhat support	33%	30%	31%	31%	31%
Somewhat oppose	7%	9%	9%	9%	9%
Strongly oppose	23%	23%	29%	22%	23%
Total	100%	100%	100%	100%	100%

Table 81: Question #17 by Household Composition and Whether Have Physical Limitations

To what extent do you support GVR being a part of the "Joint Resolution for an Envisioned Future of Green Valley, Arizona"?	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
Strongly support	35%	40%	33%	40%	39%
Somewhat support	39%	37%	35%	38%	37%
Somewhat oppose	11%	9%	14%	9%	9%
Strongly oppose	15%	14%	19%	14%	14%
Total	100%	100%	100%	100%	100%

Table 82: Question #18 by Household Composition and Whether Have Physical Limitations

To what extent would you support moving the annual election from February/March to the third or fourth quarter of the year?	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
Strongly support	26%	22%	20%	23%	22%
Somewhat support	40%	38%	44%	38%	38%
Somewhat oppose	13%	15%	12%	15%	14%
Strongly oppose	21%	25%	25%	25%	25%
Total	100%	100%	100%	100%	100%

Table 83: Question #19 by Household Composition and Whether Have Physical Limitations

Some GVR members have expressed an interest in increasing access to facilities and activities for physically challenged fellow GVR members. However, such access would require shifting resources within GVR and/or an increase in GVR annual dues. Which statement comes closest to how you feel about increasing access to facilities and activities for physically challenged fellow GVR members?	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
GVR should increase annual dues by a small proportion to help provide additional access	5%	9%	6%	8%	8%
GVR should shift some resources (provide less of some current activities/programs) in order to help provide additional access	44%	36%	51%	35%	37%
GVR currently provides an appropriate amount of access	51%	55%	43%	56%	55%
Total	100%	100%	100%	100%	100%

Table 84: Question #20 by Household Composition and Whether Have Physical Limitations

Participation in activities at GVR centers is lower in the summer months compared to the rest of the year. To what extent would you support opening-up GVR facilities to non-GVR members on a fee basis to generate additional (non-dues) revenue during summer months only?	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
Strongly support	18%	17%	15%	18%	17%
Somewhat support	32%	32%	29%	33%	32%
Somewhat oppose	14%	12%	12%	13%	12%
Strongly oppose	36%	38%	44%	37%	38%
Total	100%	100%	100%	100%	100%

Table 85: Question #22 by Household Composition and Whether Have Physical Limitations

How much information, if any, do you receive about GVR from each of the following sources? Percent responding most or a lot	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
GVR Board/committee meetings	15%	16%	14%	16%	16%
GVR website	30%	35%	27%	34%	33%
Weekly GVR eBlast (email news update)	47%	52%	36%	52%	51%
GVR Now! (monthly newsletter)	44%	49%	40%	48%	48%
GVR bulletin boards	14%	16%	12%	16%	16%
GVR Smartphone App	5%	6%	3%	6%	5%
GVR video monitors	2%	2%	2%	2%	2%
President's Monthly Uplift newsletter	12%	14%	13%	13%	13%
GVR club newsletters	20%	24%	19%	23%	23%
Green Valley News (newspaper)	36%	41%	42%	40%	40%
'Word of mouth' (from family, friends, or neighbors)	26%	27%	25%	27%	27%
Other	1%	1%	2%	1%	1%

Table 86: Question #24 by Household Composition and Whether Have Physical Limitations

To what extent do you agree with each of the following statements about GVR and its Board of Directors? Percent responding strongly or somewhat agree	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
I receive news and information about GVR in a timely manner	71%	77%	66%	76%	75%
I am informed as I like/need to be about GVR	69%	73%	63%	73%	72%
There is a free-flow of information between the Board of Directors and members	31%	39%	32%	37%	37%
I have the opportunity to discuss issues or concerns I have with a member of the GVR Board of Directors	32%	39%	33%	38%	37%
I have the opportunity to provide input on major financial expenditures before a Board decision is made	26%	30%	27%	29%	29%
I believe the Board of Directors follows their Code of Conduct which commits them to act in the best interests of the membership as a whole, above their own individual, neighborhood (HOA), or GVR club interests	47%	54%	49%	53%	52%
I believe the Board adequately represents me and is responsive to my needs	44%	50%	41%	49%	49%
I believe the Board adequately represents the entire membership and is responsible to its needs	41%	49%	39%	48%	47%

Table 87: Question #26 by Household Composition and Whether Have Physical Limitations

Why did you choose to live in Green Valley? (Please check all that apply.)*	Live Alone	2+ in Household	Not driving or need other physical assistance	Driving and don't need other assistance	Overall
Green Valley Recreation, Inc. (GVR)	35%	47%	35%	45%	44%
Low cost of living	40%	43%	44%	42%	42%
Affordable homes	61%	65%	66%	63%	63%
Climate	82%	89%	86%	88%	88%
Natural beauty/views	62%	69%	61%	68%	67%
Abundance of "active adult" communities	30%	34%	30%	33%	33%
Abundance of assisted living centers	6%	5%	12%	5%	6%
Close proximity to Tucson (airport, restaurants, symphony, U of A sports, etc.)	52%	54%	49%	54%	53%
Small town feel	59%	64%	64%	63%	63%
Volunteer opportunities	14%	13%	12%	13%	13%
Abundance of golf courses	17%	24%	17%	23%	23%
To be close to family/friends	23%	19%	19%	20%	20%
Other	11%	9%	8%	9%	9%
Total*	100%	100%	100%	100%	100%

*Total may exceed 100% as respondents could select more than one option.

By Employment Status and Annual Household Income

Table 88: Question #2 by Employment Status and Annual Household Income

Please rate how well do you think GVR does each of the following. Percent responding excellent or good.	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
Provides opportunities for members to maintain and improve their physical health	92%	94%	88%	94%	96%	96%	94%
Provides recreational opportunities	91%	95%	88%	93%	95%	95%	93%
Provides opportunities for members to make social connections	82%	88%	78%	83%	86%	86%	84%
Provides activities that address members' emotional well-being	64%	75%	55%	65%	70%	72%	67%
Provides activities that stimulate members' minds	77%	83%	68%	76%	81%	83%	79%
Provide opportunities for members to enhance their lives with cultural activities and education	82%	82%	73%	81%	85%	85%	82%
Contribute to the community's economy (such as offering special events that draw visitors from inside and outside the community, enhancing real estate values, providing additional non-dues income, and so on)	59%	76%	51%	62%	67%	65%	62%
Provides recreational opportunities to underserved members who might not otherwise be able to participate	53%	68%	41%	51%	60%	60%	54%
Promote the community's image as the preeminent destination of choice for active adults and retirees.	65%	76%	61%	66%	74%	70%	68%

Table 89: Question #3 by Employment Status and Annual Household Income

Please rate the quality of each of the following aspects of GVR's services. Percent responding excellent or good.	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
Communication from GVR or about GVR	65%	65%	58%	69%	76%	74%	70%
Accessibility of GVR staff	65%	67%	58%	67%	73%	73%	68%
Accessibility of GVR Board	33%	44%	33%	39%	42%	45%	39%
Staff service to you as a member	70%	73%	61%	75%	78%	79%	75%
Volunteer/monitor courtesy to you as a member.	76%	71%	66%	78%	81%	82%	78%
Quality of classes/activities/programs	81%	86%	75%	83%	88%	87%	84%
Cost of classes/activities/programs	57%	57%	44%	50%	61%	65%	57%
Variety of classes/activities/programs	76%	76%	72%	78%	83%	84%	81%
Appropriateness of times classes/activities/programs offered	77%	72%	65%	75%	79%	81%	77%
Convenient hours of operation	85%	81%	76%	85%	89%	89%	86%
Accessibility for those with physical limitations	78%	89%	67%	80%	83%	83%	79%
Level of cleanliness of facilities	91%	96%	85%	91%	95%	94%	92%

Table 90: Question #4 by Employment Status and Annual Household Income

To what extent do you agree or disagree with the following statements: Percent responding strongly or somewhat agree.	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
I am getting good value for my GVR dues	67%	71%	51%	66%	77%	80%	71%
The amount of my annual dues is fair	62%	64%	41%	56%	71%	77%	64%

Table 91: Question #5 by Employment Status and Annual Household Income

Please tell us how often you visited each of the following GVR Centers in the last 12 months. Percent ever visiting each in last year.	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
Abrego North Satellite Center	14%	14%	13%	14%	15%	17%	15%
Abrego South Satellite Center	18%	24%	18%	16%	16%	16%	16%
Canoa Hills Center	48%	51%	35%	46%	54%	60%	51%
Casa Paloma I Satellite Center	12%	24%	14%	13%	11%	9%	11%
Casa Paloma II Satellite Center	10%	17%	12%	13%	10%	9%	10%
Continental Vistas Satellite Center	12%	16%	12%	13%	11%	15%	13%
Desert Hills Center	54%	56%	41%	50%	61%	59%	54%
East Center	52%	54%	51%	57%	56%	59%	55%
Las Campanas Center	52%	54%	42%	52%	54%	58%	53%
Madera Vista Satellite Center	17%	20%	14%	16%	14%	17%	15%
Santa Rita Springs Center	38%	45%	30%	33%	42%	44%	37%
West Center	63%	75%	57%	66%	67%	73%	66%
Canoa Ranch Center	36%	43%	25%	33%	40%	46%	38%

Table 92: Frequency of Use of GVR Facilities by Employment Status and Annual Household Income

How frequently visited GVR centers in the past year	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
Never	9%	4%	14%	7%	4%	4%	7%
Less than once month	18%	28%	23%	24%	16%	13%	19%
1 to 3 times a month	16%	14%	14%	14%	13%	14%	14%
1 to 2 times a week	20%	16%	15%	18%	23%	18%	19%
3 to 4 times a week	20%	12%	15%	17%	20%	23%	19%
5 to 7 times a week	17%	25%	18%	20%	23%	27%	22%
Total	100%	100%	100%	100%	100%	100%	100%

Table 93: Question #6 by Employment Status and Annual Household Income

Do you belong to a GVR Club?	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
No	46%	46%	40%	43%	44%	42%	42%
Yes	54%	54%	60%	57%	56%	58%	58%
Total	100%	100%	100%	100%	100%	100%	100%

Table 94: Question #7 by Employment Status and Annual Household Income

In the last 12 months, have you volunteered for GVR in any of the following ways? Percent responding they have volunteered.	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
GVR Board of Directors or any Board Committee or Sub-Committee	1%	0%	2%	2%	3%	3%	2%
GVR Club Officer/Monitor/Instructor	12%	8%	9%	13%	14%	14%	12%
Pool Volunteer (monitor)	2%	0%	4%	2%	2%	2%	2%
Fitness Volunteer (monitor)	3%	0%	2%	1%	2%	2%	1%
Program/Activity Volunteer (e.g., provide assistance)	7%	1%	5%	6%	6%	8%	6%
Performing Arts Volunteer (e.g., usher)	3%	5%	5%	3%	2%	3%	3%
GVR Foundation Volunteer	0%	2%	1%	0%	0%	1%	1%
SoAZ CultureFest Volunteer	1%	2%	1%	1%	1%	1%	1%
Southern AZ Senior Games Volunteer	5%	5%	3%	4%	5%	7%	5%
Administrative Support Volunteer	0%	0%	1%	0%	1%	1%	1%

Table 95: Question #8 by Employment Status and Annual Household Income

How many GVR Board/committee meetings have you attended in the past 12 months?	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
None	73%	70%	78%	74%	72%	71%	73%
1 or 2	23%	22%	18%	20%	21%	22%	21%
3 or 4	4%	5%	3%	4%	4%	4%	4%
5 or 6	1%	0%	1%	1%	1%	1%	1%
7+	1%	2%	0%	1%	2%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%

Table 96: Question #9 by Employment Status and Annual Household Income

To what extent do you agree that GVR's Vision Statement should be "Green Valley is the preeminent destination of choice for active adults and retirees"?	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
Strongly agree	17%	25%	20%	24%	29%	29%	25%
Somewhat agree	35%	40%	33%	36%	36%	38%	36%
Somewhat disagree	19%	10%	15%	17%	15%	16%	16%
Strongly disagree	29%	25%	32%	23%	20%	18%	23%
Total	100%	100%	100%	100%	100%	100%	100%

Table 97: Question #11 by Employment Status and Annual Household Income

To what extent do you support GVR implementing the following activities included in the current 3 to 5 Year Capital Projects Plan? Percent responding strongly or somewhat support	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
Pickleball Center (24 courts)	59%	63%	46%	61%	66%	71%	62%
Canoa Hills Center-Fitness Area Expansion	69%	65%	55%	71%	76%	80%	72%
West Center-Courtyard Shading (year-round activities & gathering place)	75%	82%	66%	76%	80%	81%	76%
Lapidary Studios Consolidation (all three into one space)	74%	67%	67%	77%	77%	80%	76%
Create Industrial Arts Club Space (metal working shop, fused glass studio, etc.) at New GVR Facilities Maintenance Site	79%	79%	68%	80%	81%	83%	78%
Signage Updatings at Facilities Undergoing Capital Improvements	74%	71%	60%	73%	78%	78%	73%
Evaluate Sustainable Design Opportunities Throughout All Projects (e.g., solar panels; lower water, gas & electric usage)	87%	90%	83%	89%	92%	92%	89%

Table 98: Question #12 by Employment Status and Annual Household Income

Please indicate the extent to which you would support GVR pursuing each of the items listed below Percent responding strongly or somewhat support	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
More evening programs and activities	73%	84%	67%	79%	80%	81%	77%
More weekend programs and activities	78%	83%	76%	82%	83%	83%	80%
Social & community gathering spaces	74%	74%	67%	76%	76%	78%	73%
Dog Park	50%	62%	49%	57%	57%	56%	53%
New auditorium/performing arts center	49%	56%	41%	50%	53%	59%	50%
Indoor walking track	63%	62%	60%	62%	60%	60%	59%
Spin bike studio	48%	52%	37%	50%	52%	55%	48%
Fitness studio with 'cardio' exercise equipment such as stationary bikes, ellipticals, rowing machines with some opportunities for instructor-led classes.	72%	76%	67%	79%	77%	81%	76%
Shaded Outdoor Pavilion	69%	71%	65%	73%	72%	73%	70%
Climbing Wall	15%	27%	15%	18%	19%	17%	17%
Outdoor Fitness Equipment Areas	40%	49%	35%	41%	43%	46%	41%
Outdoor Picnicking Areas	61%	52%	56%	60%	62%	61%	59%
Multi-purpose Gym (for a variety of recreation activities, such as basketball, volleyball, badminton, etc.)	58%	61%	56%	62%	63%	66%	61%
Disc Golf	37%	43%	24%	38%	39%	37%	35%
Recreational Vehicle Rentals (e.g. bikes, Segway's, etc.)	40%	49%	39%	44%	46%	45%	42%
Arcade/Electronic Games	11%	23%	14%	16%	12%	12%	12%
Walkable Trails & Open Space	75%	78%	70%	77%	81%	81%	77%

Table 99: Question #14 by Employment Status and Annual Household Income

How familiar were you with the GVR Foundation before this explanation? Percent responding very or somewhat familiar	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
How familiar were you with the GVR Foundation before this explanation?	48%	52%	43%	47%	51%	54%	50%

Table 100: Question #15 by Employment Status and Annual Household Income

To what extent do you support the GVR Foundation's mission? Percent responding strongly or somewhat support	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
To what extent do you support the GVR Foundation's mission?	76%	73%	69%	81%	86%	85%	80%

Table 101: Question #16 by Employment Status and Annual Household Income

There are a number of issues affecting Green Valley residents' quality of life, such as road repair, expansion of the Interstate, new mining operations, concerns about water quality and quantity, and preserving scenic views. To what extent would you support GVR Board taking positions on and advocating policies on some of these issues on behalf of the GVR membership?	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
Strongly support	34%	36%	31%	35%	41%	45%	37%
Somewhat support	33%	28%	31%	34%	30%	29%	31%
Somewhat oppose	11%	14%	10%	8%	10%	8%	9%
Strongly oppose	22%	21%	28%	23%	19%	19%	23%
Total	100%	100%	100%	100%	100%	100%	100%

Table 102: Question #17 by Employment Status and Annual Household Income

To what extent do you support GVR being a part of the "Joint Resolution for an Envisioned Future of Green Valley, Arizona"?	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
Strongly support	37%	41%	27%	35%	43%	51%	39%
Somewhat support	37%	35%	37%	43%	38%	33%	37%
Somewhat oppose	8%	7%	15%	8%	8%	6%	9%
Strongly oppose	18%	17%	21%	13%	11%	10%	14%
Total	100%	100%	100%	100%	100%	100%	100%

Table 103: Question #18 by Employment Status and Annual Household Income

To what extent would you support moving the annual election from February/March to the third or fourth quarter of the year?	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
Strongly support	25%	23%	22%	24%	26%	25%	22%
Somewhat support	41%	48%	39%	39%	41%	34%	38%
Somewhat oppose	11%	8%	11%	15%	12%	16%	14%
Strongly oppose	23%	21%	28%	22%	21%	25%	25%
Total	100%	100%	100%	100%	100%	100%	100%

Table 104: Question #19 by Employment Status and Annual Household Income

Some GVR members have expressed an interest in increasing access to facilities and activities for physically challenged fellow GVR members. However, such access would require shifting resources within GVR and/or an increase in GVR annual dues. Which statement comes closest to how you feel about increasing access to facilities and activities for physically challenged fellow GVR members?	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
GVR should increase annual dues by a small proportion to help provide additional access	8%	8%	4%	4%	9%	15%	8%
GVR should shift some resources (provide less of some current activities/programs) in order to help provide additional access	38%	44%	39%	40%	36%	34%	37%
GVR currently provides an appropriate amount of access	55%	48%	57%	56%	55%	51%	55%
Total	100%	100%	100%	100%	100%	100%	100%

Table 105: Question #20 by Employment Status and Annual Household Income

Participation in activities at GVR centers is lower in the summer months compared to the rest of the year. To what extent would you support opening-up GVR facilities to non-GVR members on a fee basis to generate additional (non-dues) revenue during summer months only?	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
Strongly support	13%	33%	17%	19%	18%	22%	17%
Somewhat support	35%	25%	28%	33%	35%	35%	32%
Somewhat oppose	13%	10%	11%	14%	13%	12%	12%
Strongly oppose	39%	33%	45%	35%	34%	31%	38%
Total	100%	100%	100%	100%	100%	100%	100%

Table 106: Question #22 by Employment Status and Annual Household Income

How much information, if any, do you receive about GVR from each of the following sources? Percent responding most or a lot	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
GVR Board/committee meetings	10%	19%	14%	13%	16%	19%	16%
GVR website	30%	31%	27%	33%	36%	36%	33%
Weekly GVR eBlast (email news update)	49%	49%	39%	47%	55%	58%	51%
GVR Now! (monthly newsletter)	45%	50%	40%	47%	52%	53%	48%
GVR bulletin boards	13%	24%	15%	16%	15%	17%	16%
GVR Smartphone App	4%	10%	5%	6%	6%	5%	5%
GVR video monitors	1%	3%	2%	2%	2%	3%	2%
President's Monthly Uplift newsletter	11%	9%	13%	11%	16%	15%	13%
GVR club newsletters	25%	24%	18%	22%	25%	27%	23%
Green Valley News (newspaper)	41%	31%	31%	39%	40%	44%	40%
'Word of mouth' (from family, friends, or neighbors)	28%	33%	25%	25%	28%	29%	27%
Other	1%	0%	2%	1%	1%	1%	1%

Table 107: Question #24 by Employment Status and Annual Household Income

To what extent do you agree with each of the following statements about GVR and its Board of Directors? Percent responding strongly or somewhat agree	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
I receive news and information about GVR in a timely manner	72%	68%	62%	74%	81%	80%	75%
I am informed as I like/need to be about GVR	64%	65%	60%	71%	77%	77%	72%
There is a free-flow of information between the Board of Directors and members	32%	37%	25%	34%	42%	45%	37%
I have the opportunity to discuss issues or concerns I have with a member of the GVR Board of Directors	30%	53%	28%	36%	40%	45%	37%
I have the opportunity to provide input on major financial expenditures before a Board decision is made	23%	40%	18%	29%	32%	36%	29%
I believe the Board of Directors follows their Code of Conduct which commits them to act in the best interests of the membership as a whole, above their own individual, neighborhood (HOA), or GVR club interests	45%	40%	37%	47%	58%	62%	52%
I believe the Board adequately represents me and is responsive to my needs	41%	45%	36%	45%	54%	59%	49%
I believe the Board adequately represents the entire membership and is responsible to its needs	40%	49%	34%	44%	51%	59%	47%

Table 108: Question #26 by Employment Status and Annual Household Income

Why did you choose to live in Green Valley? (Please check all that apply.)*	Fully retired	Working or looking for work	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or more	Overall
Green Valley Recreation, Inc. (GVR)	43%	46%	28%	37%	49%	56%	44%
Low cost of living	44%	60%	45%	48%	48%	40%	42%
Affordable homes	64%	64%	63%	69%	68%	64%	63%
Climate	89%	86%	81%	86%	89%	90%	88%
Natural beauty/views	68%	72%	60%	67%	70%	73%	67%
Abundance of "active adult" communities	35%	28%	24%	32%	37%	39%	33%
Abundance of assisted living centers	7%	7%	7%	6%	7%	5%	6%
Close proximity to Tucson (airport, restaurants, symphony, U of A sports, etc.)	52%	52%	44%	52%	56%	59%	53%
Small town feel	65%	54%	62%	66%	67%	62%	63%
Volunteer opportunities	15%	9%	12%	14%	14%	13%	13%
Abundance of golf courses	20%	20%	15%	17%	24%	29%	23%
To be close to family/friends	22%	30%	22%	20%	19%	20%	20%
Other	8%	12%	8%	11%	9%	9%	9%
Total*	100%	100%	100%	100%	100%	100%	100%

*Total may exceed 100% as respondents could select more than one option.

By Age and Sex of Respondent

Table 109: Question #2 by Age and Sex of Respondent

Please rate how well do you think GVR does each of the following. Percent responding excellent or good.	under 65	65-74	75+	Female	Male	Overall
Provides opportunities for members to maintain and improve their physical health	95%	95%	93%	95%	94%	94%
Provides recreational opportunities	94%	95%	92%	94%	92%	93%
Provides opportunities for members to make social connections	87%	86%	80%	86%	81%	84%
Provides activities that address members' emotional well-being	73%	68%	64%	71%	62%	67%
Provides activities that stimulate members' minds	84%	81%	75%	82%	75%	79%
Provide opportunities for members to enhance their lives with cultural activities and education	84%	85%	79%	84%	80%	82%
Contribute to the community's economy (such as offering special events that draw visitors from inside and outside the community, enhancing real estate values, providing additional non-dues income, and so on)	65%	64%	60%	65%	58%	62%
Provides recreational opportunities to underserved members who might not otherwise be able to participate	58%	56%	52%	52%	56%	54%
Promote the community's image as the preeminent destination of choice for active adults and retirees.	68%	71%	66%	70%	65%	68%

Table 110: Question #3 by Age and Sex of Respondent

Please rate the quality of each of the following aspects of GVR's services. Percent responding excellent or good.	under 65	65-74	75+	Female	Male	Overall
Communication from GVR or about GVR	74%	73%	65%	72%	68%	70%
Accessibility of GVR staff	71%	70%	64%	69%	66%	68%
Accessibility of GVR Board	48%	40%	36%	41%	36%	39%
Staff service to you as a member	74%	79%	71%	77%	72%	75%
Volunteer/monitor courtesy to you as a member.	78%	80%	77%	81%	76%	78%
Quality of classes/activities/programs	85%	85%	83%	85%	82%	84%
Cost of classes/activities/programs	57%	57%	58%	54%	61%	57%
Variety of classes/activities/programs	80%	82%	80%	82%	79%	81%
Appropriateness of times classes/activities/programs offered	73%	79%	77%	78%	76%	77%
Convenient hours of operation	82%	89%	85%	87%	86%	86%
Accessibility for those with physical limitations	84%	82%	77%	79%	80%	79%
Level of cleanliness of facilities	94%	93%	91%	92%	92%	92%

Table 111: Question #4 by Age and Sex of Respondent

To what extent do you agree or disagree with the following statements: Percent responding strongly or somewhat agree.	under 65	65-74	75+	Female	Male	Overall
I am getting good value for my GVR dues	74%	75%	66%	71%	70%	71%
The amount of my annual dues is fair	68%	68%	59%	63%	65%	64%

Table 112: Question #5 by Age and Sex of Respondent

Please tell us how often you visited each of the following GVR Centers in the last 12 months. Percent ever visiting each in last year.	under 65	65-74	75+	Female	Male	Overall
Abrego North Satellite Center	19%	16%	12%	15%	14%	15%
Abrego South Satellite Center	21%	16%	13%	16%	15%	16%
Canoa Hills Center	52%	54%	47%	51%	51%	51%
Casa Paloma I Satellite Center	12%	12%	9%	12%	10%	11%
Casa Paloma II Satellite Center	11%	10%	9%	11%	9%	10%
Continental Vistas Satellite Center	15%	12%	12%	13%	11%	13%
Desert Hills Center	53%	57%	50%	55%	52%	54%
East Center	57%	58%	51%	56%	54%	55%
Las Campanas Center	54%	57%	48%	54%	51%	53%
Madera Vista Satellite Center	17%	15%	15%	16%	14%	15%
Santa Rita Springs Center	33%	42%	33%	39%	36%	37%
West Center	64%	70%	62%	66%	66%	66%
Canoa Ranch Center	42%	44%	31%	37%	39%	38%

Table 113: Frequency of Use of GVR Facilities by Age and Sex of Respondent

How frequently visited GVR centers in the past year	under 65	65-74	75+	Female	Male	Overall
Never	6%	5%	9%	7%	6%	7%
Less than once month	19%	15%	21%	18%	19%	19%
1 to 3 times a month	10%	14%	15%	14%	13%	14%
1 to 2 times a week	21%	20%	19%	21%	18%	19%
3 to 4 times a week	17%	20%	19%	19%	20%	19%
5 to 7 times a week	27%	26%	17%	22%	23%	22%
Total	100%	100%	100%	100%	100%	100%

Table 114: Question #6 by Age and Sex of Respondent

Do you belong to a GVR Club?	under 65	65-74	75+	Female	Male	Overall
No	51%	42%	39%	42%	42%	42%
Yes	49%	58%	61%	58%	58%	58%
Total	100%	100%	100%	100%	100%	100%

Table 115: Question #7 by Age and Sex of Respondent

In the last 12 months, have you volunteered for GVR in any of the following ways? Percent responding they have volunteered.	under 65	65-74	75+	Female	Male	Overall
GVR Board of Directors or any Board Committee or Sub-Committee	2%	3%	2%	2%	3%	2%
GVR Club Officer/Monitor/Instructor	11%	15%	10%	13%	12%	12%
Pool Volunteer (monitor)	1%	2%	3%	2%	2%	2%
Fitness Volunteer (monitor)	1%	2%	1%	1%	2%	1%
Program/Activity Volunteer (e.g., provide assistance)	5%	8%	5%	7%	5%	6%
Performing Arts Volunteer (e.g., usher)	3%	3%	2%	3%	2%	3%
GVR Foundation Volunteer	1%	1%	0%	1%	1%	1%
SoAZ CultureFest Volunteer	1%	1%	1%	1%	1%	1%
Southern AZ Senior Games Volunteer	5%	6%	5%	5%	5%	5%
Administrative Support Volunteer	0%	1%	1%	1%	0%	1%

Table 116: Question #8 by Age and Sex of Respondent

How many GVR Board/committee meetings have you attended in the past 12 months?	under 65	65-74	75+	Female	Male	Overall
None	76%	70%	75%	74%	71%	73%
1 or 2	19%	24%	19%	21%	22%	21%
3 or 4	3%	4%	4%	4%	5%	4%
5 or 6	1%	1%	1%	1%	1%	1%
7+	2%	2%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%

Table 117: Question #9 by Age and Sex of Respondent

To what extent do you agree that GVR's Vision Statement should be "Green Valley is the preeminent destination of choice for active adults and retirees"?	under 65	65-74	75+	Female	Male	Overall
Strongly agree	31%	26%	23%	25%	25%	25%
Somewhat agree	37%	36%	35%	37%	35%	36%
Somewhat disagree	14%	16%	16%	16%	16%	16%
Strongly disagree	18%	22%	26%	22%	24%	23%
Total	100%	100%	100%	100%	100%	100%

Table 118: Question #11 by Age and Sex of Respondent

To what extent do you support GVR implementing the following activities included in the current 3 to 5 Year Capital Projects Plan? Percent responding strongly or somewhat support	under 65	65-74	75+	Female	Male	Overall
Pickleball Center (24 courts)	68%	66%	56%	63%	61%	62%
Canoa Hills Center-Fitness Area Expansion	76%	75%	68%	72%	72%	72%
West Center-Courtyard Shading (year-round activities & gathering place)	81%	79%	71%	79%	72%	76%
Lapidary Studios Consolidation (all three into one space)	78%	77%	74%	77%	74%	76%
Create Industrial Arts Club Space (metal working shop, fused glass studio, etc.) at New GVR Facilities Maintenance Site	84%	81%	72%	80%	76%	78%
Signage Updatings at Facilities Undergoing Capital Improvements	76%	75%	70%	74%	71%	73%
Evaluate Sustainable Design Opportunities Throughout All Projects (e.g., solar panels; lower water, gas & electric usage)	92%	91%	86%	90%	88%	89%

Table 119: Question #12 by Age and Sex of Respondent

Please indicate the extent to which you would support GVR pursuing each of the items listed below Percent responding strongly or somewhat support	under 65	65-74	75+	Female	Male	Overall
More evening programs and activities	85%	80%	71%	77%	77%	77%
More weekend programs and activities	87%	83%	75%	82%	78%	80%
Social & community gathering spaces	81%	76%	69%	77%	70%	73%
Dog Park	66%	58%	44%	58%	48%	53%
New auditorium/performing arts center	58%	53%	44%	52%	48%	50%
Indoor walking track	68%	60%	55%	66%	51%	59%
Spin bike studio	68%	53%	35%	52%	44%	48%
Fitness studio with 'cardio' exercise equipment such as stationary bikes, ellipticals, rowing machines with some opportunities for instructor-led classes.	84%	77%	71%	77%	75%	76%
Shaded Outdoor Pavilion	78%	73%	63%	74%	65%	70%
Climbing Wall	32%	17%	11%	18%	15%	17%
Outdoor Fitness Equipment Areas	53%	41%	35%	42%	39%	41%
Outdoor Picnicking Areas	65%	59%	56%	61%	55%	59%
Multi-purpose Gym (for a variety of recreation activities, such as basketball, volleyball, badminton, etc.)	74%	65%	52%	61%	61%	61%
Disc Golf	47%	37%	27%	36%	33%	35%
Recreational Vehicle Rentals (e.g. bikes, Segway's, etc.)	57%	45%	34%	46%	38%	42%
Arcade/Electronic Games	23%	11%	10%	12%	13%	12%
Walkable Trails & Open Space	83%	80%	72%	79%	75%	77%

Table 120: Question #14 by Age and Sex of Respondent

How familiar were you with the GVR Foundation before this explanation? Percent responding very or somewhat familiar	under 65	65-74	75+	Female	Male	Overall
How familiar were you with the GVR Foundation before this explanation?	51%	52%	47%	51%	49%	50%

Table 121: Question #15 by Age and Sex of Respondent

To what extent do you support the GVR Foundation's mission? Percent responding strongly or somewhat support	under 65	65-74	75+	Female	Male	Overall
To what extent do you support the GVR Foundation's mission?	87%	84%	75%	83%	78%	80%

Table 122: Question #16 by Age and Sex of Respondent

There are a number of issues affecting Green Valley residents' quality of life, such as road repair, expansion of the Interstate, new mining operations, concerns about water quality and quantity, and preserving scenic views. To what extent would you support GVR Board taking positions on and advocating policies on some of these issues on behalf of the GVR membership?	under 65	65-74	75+	Female	Male	Overall
Strongly support	42%	40%	33%	38%	36%	37%
Somewhat support	33%	30%	31%	31%	30%	31%
Somewhat oppose	8%	8%	10%	9%	9%	9%
Strongly oppose	17%	22%	26%	22%	24%	23%
Total	100%	100%	100%	100%	100%	100%

Table 123: Question #17 by Age and Sex of Respondent

To what extent do you support GVR being a part of the "Joint Resolution for an Envisioned Future of Green Valley, Arizona"?	under 65	65-74	75+	Female	Male	Overall
Strongly support	47%	42%	34%	41%	38%	39%
Somewhat support	35%	37%	39%	38%	37%	37%
Somewhat oppose	7%	8%	12%	9%	10%	9%
Strongly oppose	11%	12%	16%	13%	15%	14%
Total	100%	100%	100%	100%	100%	100%

Table 124: Question #18 by Age and Sex of Respondent

To what extent would you support moving the annual election from February/March to the third or fourth quarter of the year?	under 65	65-74	75+	Female	Male	Overall
Strongly support	27%	23%	20%	25%	20%	22%
Somewhat support	41%	37%	39%	39%	38%	38%
Somewhat oppose	11%	16%	14%	14%	15%	14%
Strongly oppose	21%	24%	26%	23%	27%	25%
Total	100%	100%	100%	100%	100%	100%

Table 125: Question #19 by Age and Sex of Respondent

Some GVR members have expressed an interest in increasing access to facilities and activities for physically challenged fellow GVR members. However, such access would require shifting resources within GVR and/or an increase in GVR annual dues. Which statement comes closest to how you feel about increasing access to facilities and activities for physically challenged fellow GVR members?	under 65	65-74	75+	Female	Male	Overall
GVR should increase annual dues by a small proportion to help provide additional access	9%	9%	8%	8%	9%	8%
GVR should shift some resources (provide less of some current activities/programs) in order to help provide additional access	40%	37%	35%	41%	31%	37%
GVR currently provides an appropriate amount of access	51%	54%	57%	51%	60%	55%
Total	100%	100%	100%	100%	100%	100%

Table 126: Question #20 by Age and Sex of Respondent

Participation in activities at GVR centers is lower in the summer months compared to the rest of the year. To what extent would you support opening-up GVR facilities to non-GVR members on a fee basis to generate additional (non-dues) revenue during summer months only?	under 65	65-74	75+	Female	Male	Overall
Strongly support	24%	18%	15%	18%	17%	17%
Somewhat support	31%	33%	32%	32%	33%	32%
Somewhat oppose	11%	13%	13%	13%	12%	12%
Strongly oppose	34%	36%	41%	37%	39%	38%
Total	100%	100%	100%	100%	100%	100%

Table 127: Question #22 by Age and Sex of Respondent

How much information, if any, do you receive about GVR from each of the following sources? Percent responding most or a lot	under 65	65-74	75+	Female	Male	Overall
GVR Board/committee meetings	20%	18%	13%	16%	16%	16%
GVR website	40%	37%	27%	36%	31%	33%
Weekly GVR eBlast (email news update)	62%	58%	38%	53%	47%	51%
GVR Now! (monthly newsletter)	51%	50%	45%	51%	43%	48%
GVR bulletin boards	18%	16%	15%	18%	13%	16%
GVR Smartphone App	9%	6%	3%	6%	4%	5%
GVR video monitors	3%	2%	2%	2%	2%	2%
President's Monthly Uplift newsletter	13%	14%	13%	14%	13%	13%
GVR club newsletters	22%	26%	20%	24%	22%	23%
Green Valley News (newspaper)	31%	39%	44%	42%	38%	40%
'Word of mouth' (from family, friends, or neighbors)	26%	29%	24%	29%	24%	27%
Other	0%	1%	1%	1%	1%	1%

Table 128: Question #24 by Age and Sex of Respondent

To what extent do you agree with each of the following statements about GVR and its Board of Directors? Percent responding strongly or somewhat agree	under 65	65-74	75+	Female	Male	Overall
I receive news and information about GVR in a timely manner	79%	79%	71%	78%	73%	75%
I am informed as I like/need to be about GVR	77%	73%	70%	74%	70%	72%
There is a free-flow of information between the Board of Directors and members	48%	40%	31%	37%	37%	37%
I have the opportunity to discuss issues or concerns I have with a member of the GVR Board of Directors	46%	40%	33%	37%	38%	37%
I have the opportunity to provide input on major financial expenditures before a Board decision is made	35%	31%	25%	28%	30%	29%
I believe the Board of Directors follows their Code of Conduct which commits them to act in the best interests of the membership as a whole, above their own individual, neighborhood (HOA), or GVR club interests	56%	56%	49%	50%	55%	52%
I believe the Board adequately represents me and is responsive to my needs	51%	52%	45%	47%	51%	49%
I believe the Board adequately represents the entire membership and is responsible to its needs	52%	50%	44%	45%	50%	47%

Table 129: Question #26 by Age and Sex of Respondent

Why did you choose to live in Green Valley? (Please check all that apply.)*	under 65	65-74	75+	Female	Male	Overall
Green Valley Recreation, Inc. (GVR)	45%	48%	41%	44%	45%	44%
Low cost of living	47%	45%	37%	41%	43%	42%
Affordable homes	63%	66%	61%	62%	65%	63%
Climate	83%	88%	89%	86%	90%	88%
Natural beauty/views	70%	69%	65%	69%	66%	67%
Abundance of "active adult" communities	32%	35%	32%	35%	31%	33%
Abundance of assisted living centers	4%	4%	8%	6%	5%	6%
Close proximity to Tucson (airport, restaurants, symphony, U of A sports, etc.)	50%	54%	54%	55%	51%	53%
Small town feel	60%	63%	64%	65%	61%	63%
Volunteer opportunities	10%	13%	15%	14%	11%	13%
Abundance of golf courses	19%	23%	24%	20%	27%	23%
To be close to family/friends	27%	19%	18%	21%	19%	20%
Other	14%	9%	8%	10%	8%	9%
Total*	100%	100%	100%	100%	100%	100%

*Total may exceed 100% as respondents could select more than one option.

By GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

Table 130: Question #2 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

Please rate how well do you think GVR does each of the following. Percent responding excellent or good.	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
Provides opportunities for members to maintain and improve their physical health	95%	94%	89%	95%	98%	96%	91%	94%
Provides recreational opportunities	94%	93%	88%	95%	96%	95%	90%	93%
Provides opportunities for members to make social connections	84%	84%	75%	87%	89%	86%	79%	84%
Provides activities that address members' emotional well-being	67%	66%	58%	68%	73%	70%	62%	67%
Provides activities that stimulate members' minds	79%	79%	71%	80%	84%	82%	72%	79%
Provide opportunities for members to enhance their lives with cultural activities and education	82%	82%	75%	84%	87%	85%	76%	82%
Contribute to the community's economy (such as offering special events that draw visitors from inside and outside the community, enhancing real estate values, providing additional non-dues income, and so on)	61%	62%	53%	63%	68%	66%	55%	62%
Provides recreational opportunities to underserved members who might not otherwise be able to participate	54%	52%	45%	54%	62%	57%	49%	54%
Promote the community's image as the preeminent destination of choice for active adults and retirees.	68%	68%	60%	70%	74%	71%	62%	68%

Table 131: Question #3 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

Please rate the quality of each of the following aspects of GVR's services. Percent responding excellent or good.	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
Communication from GVR or about GVR	71%	68%	62%	72%	76%	75%	59%	70%
Accessibility of GVR staff	69%	66%	60%	69%	73%	72%	59%	68%
Accessibility of GVR Board	40%	38%	33%	38%	45%	42%	35%	39%
Staff service to you as a member	75%	74%	66%	77%	81%	79%	67%	75%
Volunteer/monitor courtesy to you as a member.	78%	78%	70%	82%	83%	82%	72%	78%
Quality of classes/activities/programs	83%	85%	76%	86%	89%	86%	79%	84%
Cost of classes/activities/programs	56%	58%	48%	58%	64%	58%	55%	57%
Variety of classes/activities/programs	81%	81%	72%	83%	87%	84%	75%	81%
Appropriateness of times classes/activities/programs offered	76%	77%	67%	78%	84%	79%	72%	77%
Convenient hours of operation	86%	87%	80%	88%	91%	89%	81%	86%
Accessibility for those with physical limitations	81%	78%	70%	82%	86%	83%	73%	79%
Level of cleanliness of facilities	93%	92%	89%	94%	94%	94%	89%	92%

Table 132: Question #4 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

To what extent do you agree or disagree with the following statements: Percent responding strongly or somewhat agree.	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
I am getting good value for my GVR dues	70%	71%	49%	78%	87%	76%	61%	71%
The amount of my annual dues is fair	65%	63%	45%	70%	79%	70%	54%	64%

Table 133: Question #5 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

Please tell us how often you visited each of the following GVR Centers in the last 12 months. Percent ever visiting each in last year.	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
Abrego North Satellite Center	15%	15%	11%	17%	17%	16%	12%	15%
Abrego South Satellite Center	15%	17%	10%	20%	20%	17%	14%	16%
Canoa Hills Center	49%	52%	35%	57%	62%	57%	39%	51%
Casa Paloma I Satellite Center	10%	12%	6%	13%	15%	12%	10%	11%
Casa Paloma II Satellite Center	10%	11%	6%	11%	14%	11%	10%	10%
Continental Vistas Satellite Center	12%	13%	7%	15%	16%	14%	11%	13%
Desert Hills Center	52%	55%	37%	64%	64%	60%	42%	54%
East Center	52%	57%	38%	63%	67%	60%	46%	55%
Las Campanas Center	51%	54%	33%	61%	67%	58%	43%	53%
Madera Vista Satellite Center	14%	16%	8%	18%	20%	17%	12%	15%
Santa Rita Springs Center	32%	41%	21%	48%	48%	43%	27%	37%
West Center	64%	67%	51%	75%	75%	73%	53%	66%
Canoa Ranch Center	35%	40%	22%	40%	52%	44%	28%	38%

Table 134: Frequency of Use of GVR Facilities by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

How frequently visited GVR centers in the past year	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
Never	5%	8%	17%	0%	0%	4%	12%	7%
Less than once month	21%	16%	48%	0%	0%	16%	23%	19%
1 to 3 times a month	16%	12%	35%	0%	0%	14%	13%	14%
1 to 2 times a week	19%	19%	0%	100%	0%	20%	19%	19%
3 to 4 times a week	20%	19%	0%	0%	46%	20%	17%	19%
5 to 7 times a week	19%	25%	0%	0%	54%	26%	16%	22%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 135: Question #6 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

Do you belong to a GVR Club?	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
No	100%	0%	46%	42%	39%	44%	39%	42%
Yes	0%	100%	54%	58%	61%	56%	61%	58%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 136: Question #7 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

In the last 12 months, have you volunteered for GVR in any of the following ways? Percent responding they have volunteered.	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
GVR Board of Directors or any Board Committee or Sub-Committee	2%	3%	1%	2%	4%	3%	1%	2%
GVR Club Officer/Monitor/Instructor	7%	17%	4%	14%	19%	15%	7%	12%
Pool Volunteer (monitor)	2%	2%	1%	1%	4%	2%	2%	2%
Fitness Volunteer (monitor)	2%	1%	1%	1%	2%	2%	1%	1%
Program/Activity Volunteer (e.g., provide assistance)	5%	8%	3%	5%	10%	8%	4%	6%
Performing Arts Volunteer (e.g., usher)	2%	3%	1%	3%	4%	3%	2%	3%
GVR Foundation Volunteer	0%	1%	0%	0%	1%	1%	0%	1%
SoAZ CultureFest Volunteer	1%	1%	0%	1%	1%	1%	0%	1%
Southern AZ Senior Games Volunteer	3%	6%	1%	3%	9%	6%	3%	5%
Administrative Support Volunteer	1%	0%	1%	0%	1%	1%	0%	1%

Table 137: Question #8 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

How many GVR Board/committee meetings have you attended in the past 12 months?	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
None	76%	71%	82%	71%	65%	70%	77%	73%
1 or 2	20%	22%	15%	21%	27%	22%	19%	21%
3 or 4	3%	5%	2%	5%	5%	5%	3%	4%
5 or 6	0%	1%	0%	1%	1%	1%	1%	1%
7+	1%	1%	0%	2%	2%	2%	0%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 138: Question #9 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

To what extent do you agree that GVR's Vision Statement should be "Green Valley is the preeminent destination of choice for active adults and retirees"?	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
Strongly agree	26%	24%	21%	24%	30%	27%	21%	25%
Somewhat agree	36%	36%	34%	37%	37%	37%	35%	36%
Somewhat disagree	16%	16%	16%	18%	15%	16%	16%	16%
Strongly disagree	22%	24%	29%	22%	19%	21%	28%	23%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 139: Question #11 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

To what extent do you support GVR implementing the following activities included in the current 3 to 5 Year Capital Projects Plan? Percent responding strongly or somewhat support	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
Pickleball Center (24 courts)	62%	61%	54%	64%	68%	68%	51%	62%
Canoa Hills Center-Fitness Area Expansion	72%	72%	64%	75%	78%	78%	62%	72%
West Center-Courtyard Shading (year-round activities & gathering place)	76%	76%	71%	80%	79%	81%	66%	76%
Lapidary Studios Consolidation (all three into one space)	76%	76%	70%	77%	80%	79%	70%	76%
Create Industrial Arts Club Space (metal working shop, fused glass studio, etc.) at New GVR Facilities Maintenance Site	78%	77%	69%	82%	83%	84%	67%	78%
Signage Updatings at Facilities Undergoing Capital Improvements	74%	72%	68%	74%	77%	78%	64%	73%
Evaluate Sustainable Design Opportunities Throughout All Projects (e.g., solar panels; lower water, gas & electric usage)	90%	89%	83%	92%	93%	93%	83%	89%

Table 140: Question #12 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

Please indicate the extent to which you would support GVR pursuing each of the items listed below Percent responding strongly or somewhat support	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
More evening programs and activities	79%	75%	72%	81%	80%	82%	68%	77%
More weekend programs and activities	82%	78%	75%	82%	84%	85%	71%	80%
Social & community gathering spaces	74%	72%	69%	76%	76%	79%	62%	73%
Dog Park	53%	53%	51%	55%	54%	58%	45%	53%
New auditorium/performing arts center	51%	50%	43%	51%	56%	55%	41%	50%
Indoor walking track	62%	58%	60%	62%	58%	62%	54%	59%
Spin bike studio	51%	47%	43%	48%	53%	55%	36%	48%
Fitness studio with 'cardio' exercise equipment such as stationary bikes, ellipticals, rowing machines with some opportunities for instructor-led classes.	78%	75%	73%	77%	79%	80%	69%	76%
Shaded Outdoor Pavilion	70%	69%	65%	71%	73%	75%	61%	70%
Climbing Wall	18%	15%	15%	17%	18%	19%	13%	17%
Outdoor Fitness Equipment Areas	43%	39%	37%	43%	43%	45%	33%	41%
Outdoor Picnicking Areas	60%	57%	55%	59%	61%	63%	51%	59%
Multi-purpose Gym (for a variety of recreation activities, such as basketball, volleyball, badminton, etc.)	62%	60%	54%	64%	66%	66%	52%	61%
Disc Golf	35%	34%	31%	36%	37%	38%	28%	35%
Recreational Vehicle Rentals (e.g. bikes, Segway's, etc.)	45%	41%	40%	44%	44%	46%	35%	42%
Arcade/Electronic Games	14%	11%	13%	13%	12%	13%	11%	12%
Walkable Trails & Open Space	78%	76%	72%	79%	80%	80%	71%	77%

Table 141: Question #14 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

How familiar were you with the GVR Foundation before this explanation? Percent responding very or somewhat familiar	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
How familiar were you with the GVR Foundation before this explanation?	48%	51%	42%	50%	57%	54%	43%	50%

Table 142: Question #15 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

To what extent do you support the GVR Foundation's mission? Percent responding strongly or somewhat support	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
To what extent do you support the GVR Foundation's mission?	82%	80%	72%	85%	85%	84%	74%	80%

Table 143: Question #16 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

There are a number of issues affecting Green Valley residents' quality of life, such as road repair, expansion of the Interstate, new mining operations, concerns about water quality and quantity, and preserving scenic views. To what extent would you support GVR Board taking positions on and advocating policies on some of these issues on behalf of the GVR membership?	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
Strongly support	38%	36%	32%	34%	44%	41%	30%	37%
Somewhat support	30%	31%	30%	35%	29%	30%	31%	31%
Somewhat oppose	9%	9%	9%	10%	8%	9%	10%	9%
Strongly oppose	23%	24%	29%	21%	19%	20%	29%	23%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 144: Question #17 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

To what extent do you support GVR being a part of the "Joint Resolution for an Envisioned Future of Green Valley, Arizona"?	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
Strongly support	40%	38%	31%	41%	46%	44%	31%	39%
Somewhat support	38%	38%	39%	37%	36%	36%	39%	37%
Somewhat oppose	8%	10%	11%	10%	8%	9%	10%	9%
Strongly oppose	14%	15%	19%	12%	11%	11%	20%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 145: Question #18 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

To what extent would you support moving the annual election from February/March to the third or fourth quarter of the year?	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
Strongly support	24%	21%	21%	24%	23%	25%	18%	22%
Somewhat support	39%	37%	41%	37%	36%	37%	41%	38%
Somewhat oppose	13%	16%	12%	15%	16%	15%	14%	14%
Strongly oppose	24%	26%	26%	24%	25%	24%	27%	25%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 146: Question #19 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

<p>Some GVR members have expressed an interest in increasing access to facilities and activities for physically challenged fellow GVR members. However, such access would require shifting resources within GVR and/or an increase in GVR annual dues. Which statement comes closest to how you feel about increasing access to facilities and activities for physically challenged fellow GVR members?</p>	<p>Do NOT belong to a GVR club</p>	<p>Belong to a GVR club</p>	<p>Less than once a week</p>	<p>Between 1 and 3 times a week</p>	<p>3 or more times a week</p>	<p>Online</p>	<p>Hard Copy</p>	<p>Overall</p>
<p>GVR should increase annual dues by a small proportion to help provide additional access</p>	<p>8%</p>	<p>9%</p>	<p>5%</p>	<p>8%</p>	<p>11%</p>	<p>9%</p>	<p>6%</p>	<p>8%</p>
<p>GVR should shift some resources (provide less of some current activities/programs) in order to help provide additional access</p>	<p>37%</p>	<p>35%</p>	<p>41%</p>	<p>36%</p>	<p>32%</p>	<p>38%</p>	<p>35%</p>	<p>37%</p>
<p>GVR currently provides an appropriate amount of access</p>	<p>55%</p>	<p>56%</p>	<p>53%</p>	<p>56%</p>	<p>57%</p>	<p>53%</p>	<p>59%</p>	<p>55%</p>
<p>Total</p>	<p>100%</p>	<p>100%</p>	<p>100%</p>	<p>100%</p>	<p>100%</p>	<p>100%</p>	<p>100%</p>	<p>100%</p>

Table 147: Question #20 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

Participation in activities at GVR centers is lower in the summer months compared to the rest of the year. To what extent would you support opening-up GVR facilities to non-GVR members on a fee basis to generate additional (non-dues) revenue during summer months only?	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
Strongly support	18%	16%	18%	17%	17%	19%	15%	17%
Somewhat support	33%	33%	32%	34%	31%	33%	31%	32%
Somewhat oppose	13%	12%	12%	13%	12%	13%	12%	12%
Strongly oppose	36%	39%	38%	36%	39%	35%	43%	38%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 148: Question #22 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

How much information, if any, do you receive about GVR from each of the following sources? Percent responding most or a lot	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
GVR Board/committee meetings	17%	15%	14%	16%	18%	20%	10%	16%
GVR website	34%	33%	25%	33%	42%	41%	21%	33%
Weekly GVR eBlast (email news update)	51%	50%	38%	54%	61%	62%	30%	51%
GVR Now! (monthly newsletter)	48%	47%	37%	53%	56%	53%	37%	48%
GVR bulletin boards	16%	16%	9%	14%	23%	17%	14%	16%
GVR Smartphone App	6%	5%	4%	4%	8%	6%	4%	5%
GVR video monitors	2%	2%	1%	1%	3%	2%	3%	2%
President's Monthly Uplift newsletter	13%	13%	11%	12%	16%	15%	10%	13%
GVR club newsletters	19%	26%	14%	25%	30%	26%	18%	23%
Green Valley News (newspaper)	40%	40%	36%	44%	42%	40%	40%	40%
'Word of mouth' (from family, friends, or neighbors)	26%	27%	20%	26%	33%	26%	27%	27%
Other	1%	1%	1%	1%	1%	0%	3%	1%

Table 149: Question #24 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

To what extent do you agree with each of the following statements about GVR and its Board of Directors? Percent responding strongly or somewhat agree	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
I receive news and information about GVR in a timely manner	77%	73%	68%	77%	80%	81%	64%	75%
I am informed as I like/need to be about GVR	73%	71%	66%	74%	76%	76%	64%	72%
There is a free-flow of information between the Board of Directors and members	38%	35%	29%	36%	44%	43%	26%	37%
I have the opportunity to discuss issues or concerns I have with a member of the GVR Board of Directors	37%	37%	30%	36%	43%	42%	29%	37%
I have the opportunity to provide input on major financial expenditures before a Board decision is made	28%	28%	24%	28%	34%	34%	21%	29%
I believe the Board of Directors follows their Code of Conduct which commits them to act in the best interests of the membership as a whole, above their own individual, neighborhood (HOA), or GVR club interests	53%	51%	42%	53%	61%	57%	45%	52%
I believe the Board adequately represents me and is responsive to my needs	49%	48%	37%	49%	58%	53%	41%	49%
I believe the Board adequately represents the entire membership and is responsible to its needs	47%	47%	36%	49%	56%	52%	39%	47%

Table 150: Question #26 by GVR Club Status, Frequency of Use of GVR Facilities and Whether Completed the Survey Online or Mailed Hard Copy

Why did you choose to live in Green Valley? (Please check all that apply.)*	Do NOT belong to a GVR club	Belong to a GVR club	Less than once a week	Between 1 and 3 times a week	3 or more times a week	Online	Hard Copy	Overall
Green Valley Recreation, Inc. (GVR)	42%	46%	26%	46%	62%	50%	35%	44%
Low cost of living	41%	43%	38%	41%	46%	44%	38%	42%
Affordable homes	63%	64%	60%	63%	67%	66%	60%	63%
Climate	86%	89%	85%	88%	90%	88%	87%	88%
Natural beauty/views	67%	68%	64%	68%	71%	69%	64%	67%
Abundance of "active adult" communities	32%	35%	23%	33%	43%	36%	28%	33%
Abundance of assisted living centers	5%	6%	6%	6%	5%	4%	8%	6%
Close proximity to Tucson (airport, restaurants, symphony, U of A sports, etc.)	52%	54%	50%	56%	55%	54%	52%	53%
Small town feel	63%	63%	61%	64%	65%	64%	61%	63%
Volunteer opportunities	12%	13%	10%	13%	15%	13%	12%	13%
Abundance of golf courses	23%	24%	23%	24%	23%	22%	24%	23%
To be close to family/friends	21%	19%	22%	21%	17%	19%	21%	20%
Other	10%	9%	10%	9%	10%	11%	7%	9%
Total*	100%	100%	100%	100%	100%	100%	100%	100%

*Total may exceed 100% as respondents could select more than one option.

Demographic Profile By Whether Respondent was Underserved and Whether Completed Survey Online or Mailed Hard Copy

Note: A respondent was considered “underserved” if they answered they did not drive a car or had any of the physical limitations described or if they needed assistance with basic household expenses.

Table 151: Question #27 by Whether Completed the Survey Online or Mailed Hard Copy

About how many years have you lived in Green Valley (full-time or part-time)?	Under-served	NOT Under-served	Online	Hard Copy	Overall
Less than 1 year	4%	6%	8%	2%	6%
1-5 years	14%	23%	30%	11%	23%
6-10 years	16%	23%	24%	20%	22%
11-15 years	26%	24%	21%	29%	24%
16-20 years	16%	14%	11%	20%	15%
More than 20 years	24%	10%	6%	18%	11%
Total	100%	100%	100%	100%	100%

Table 152: Question #28 by Whether Completed the Survey Online or Mailed Hard Copy

Do you live in Green Valley year-round, or just part of the year? ("Year-round" includes those who take vacations, sometimes long ones, but whose only or primary residence is Green Valley.)	Under-served	NOT Under-served	Online	Hard Copy	Overall
Year-round	78%	64%	62%	69%	65%
Part-time	22%	36%	38%	31%	35%
Total	100%	100%	100%	100%	100%

Table 153: Question #29 by Whether Completed the Survey Online or Mailed Hard Copy

What months of the year do you live in Green Valley? (Please check all months you are in Green Valley.)*	Under-served	NOT Under-served	Online	Hard Copy	Overall
January	99%	94%	96%	93%	95%
February	98%	94%	94%	94%	94%
March	95%	93%	93%	94%	93%
April	79%	75%	75%	76%	75%
May	17%	18%	18%	19%	18%
June	4%	3%	3%	5%	3%
July	5%	3%	2%	4%	3%
August	4%	3%	3%	4%	3%
September	10%	7%	6%	9%	7%
October	41%	35%	35%	36%	35%
November	72%	70%	71%	70%	70%
December	82%	73%	73%	76%	74%
Total*	100%	100%	100%	100%	100%

*Total may exceed 100% as respondents could select more than one option.

Table 154: Question #30 by Whether Completed the Survey Online or Mailed Hard Copy

How many people, including yourself, reside in your household?	Under-served	NOT Under-served	Online	Hard Copy	Overall
1	25%	19%	18%	22%	19%
2	72%	80%	81%	76%	79%
3	2%	1%	1%	1%	1%
4	0%	0%	0%	0%	0%
6	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%

Table 155: Question #32 by Whether Completed the Survey Online or Mailed Hard Copy

How much do you anticipate your household's total income before taxes will be for 2018?	Under-served	NOT Under-served	Online	Hard Copy	Overall
Less than \$15,000	10%	2%	2%	5%	3%
\$15,000-\$24,999	17%	8%	7%	11%	9%
\$25,000-\$49,999	29%	22%	22%	24%	23%
\$50,000-\$74,999	20%	28%	28%	27%	28%
\$75,000-\$99,999	12%	20%	20%	17%	19%
\$100,000 or more	12%	20%	21%	16%	19%
Total	100%	100%	100%	100%	100%

Table 156: Question #33 by Whether Completed the Survey Online or Mailed Hard Copy

What is your current employment status?	Under-served	NOT Under-served	Online	Hard Copy	Overall
Fully retired	91%	84%	83%	90%	85%
Working full-time for pay	1%	6%	6%	3%	5%
Working part-time for pay	8%	8%	9%	6%	8%
Unemployed, looking for full-time paid work	0%	0%	1%	0%	0%
Unemployed/partially retired, looking for part-time paid work	0%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%

Table 157: Question #34 by Whether Completed the Survey Online or Mailed Hard Copy

What is your gender?	Under-served	NOT Under-served	Online	Hard Copy	Overall
Female	57%	55%	54%	57%	55%
Male	43%	45%	46%	43%	45%
Total	100%	100%	100%	100%	100%

Table 158: Question #35 by Whether Completed the Survey Online or Mailed Hard Copy

In which category is your age?	Under-served	NOT Under-served	Online	Hard Copy	Overall
Under 55 years	1%	1%	1%	1%	1%
55-59 years	1%	4%	4%	2%	3%
60-64 years	7%	9%	11%	5%	9%
65-69 years	10%	21%	24%	14%	20%
70-74 years	15%	27%	27%	23%	26%
75-79 years	21%	23%	20%	27%	23%
80-84 years	18%	11%	9%	16%	11%
85-89 years	16%	4%	3%	9%	5%
90-94 years	9%	1%	1%	3%	2%
95+ years	2%	0%	0%	1%	0%
Total	100%	100%	100%	100%	100%

Table 159: Question #31 by Whether Completed the Survey Online or Mailed Hard Copy

Do you: Percent responding "yes"	Under- served	NOT Under- served	Online	Hard Copy	Overall
Drive a car	79%	100%	99%	97%	98%
Use a wheel chair	14%	0%	1%	2%	1%
Use an assistive mobility device (e.g., walker, cane, etc.)	80%	0%	5%	11%	7%
Have a caregiver	18%	0%	1%	3%	2%
Attend adult day care	2%	0%	0%	0%	0%
Need assistance with basic household expenses such as food or utilities	15%	0%	1%	2%	1%

Table 160: Underserved by Whether Completed the Survey Online or Mailed Hard Copy

Have a physical limitation or need help with basic household expenses	Online	Hard Copy	Overall
Underserved	6%	14%	9%
NOT underserved	94%	86%	91%
Total	100%	100%	100%

Table 161: Whether Completed the Survey Online or Mailed Hard Copy by Underserved

Completed Survey Online or Mailed Hard Copy	Underserved	NOT underserved	Overall
Online	44%	64%	64%
Hard Copy	56%	36%	36%
Total	100%	100%	100%

Additional Crosstabulations of Survey Results

Figure 55: Information Sources Used by Whether or Not Agree with Vision Statement

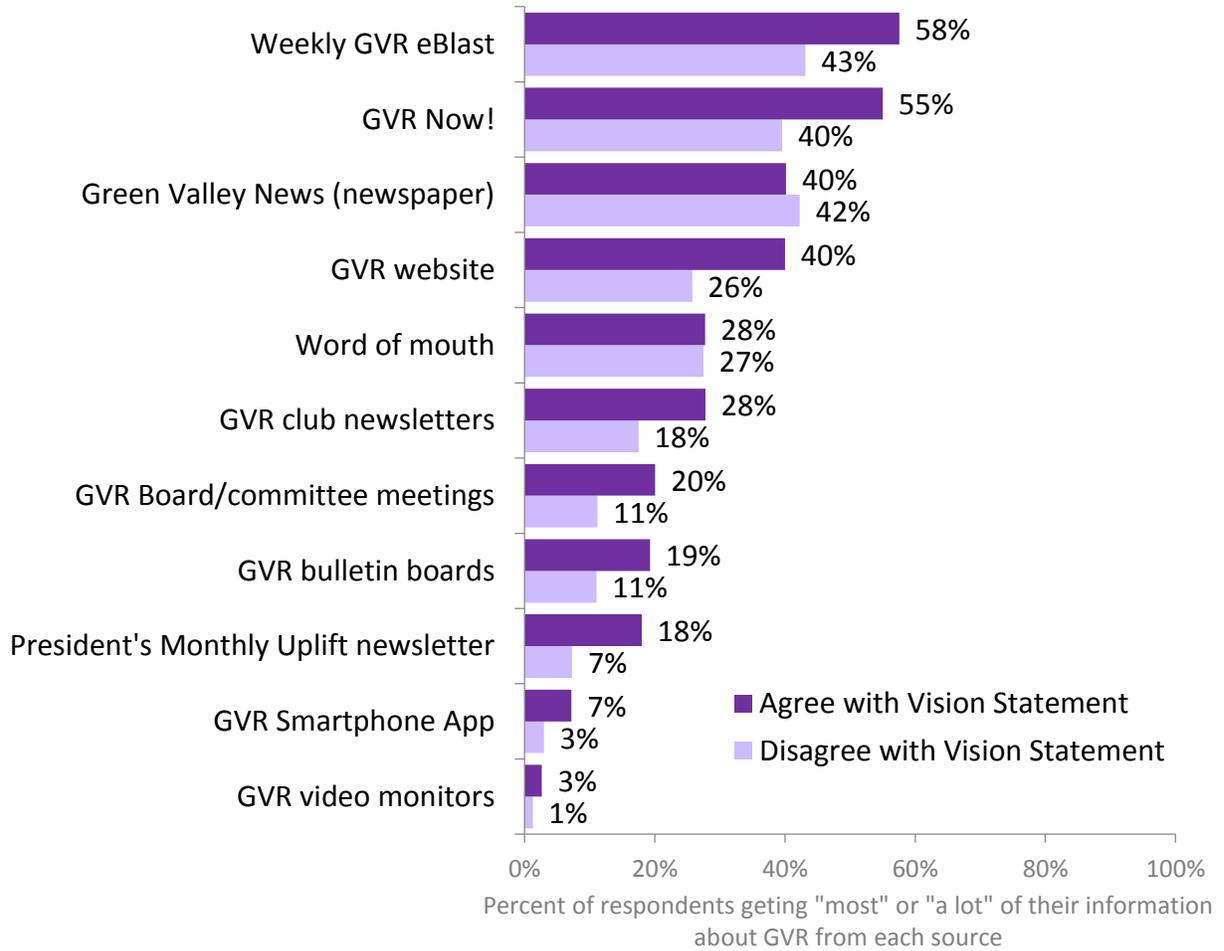


Figure 56: Rating of How Well GVR Serves Members by Whether or Not Agree with Vision Statement

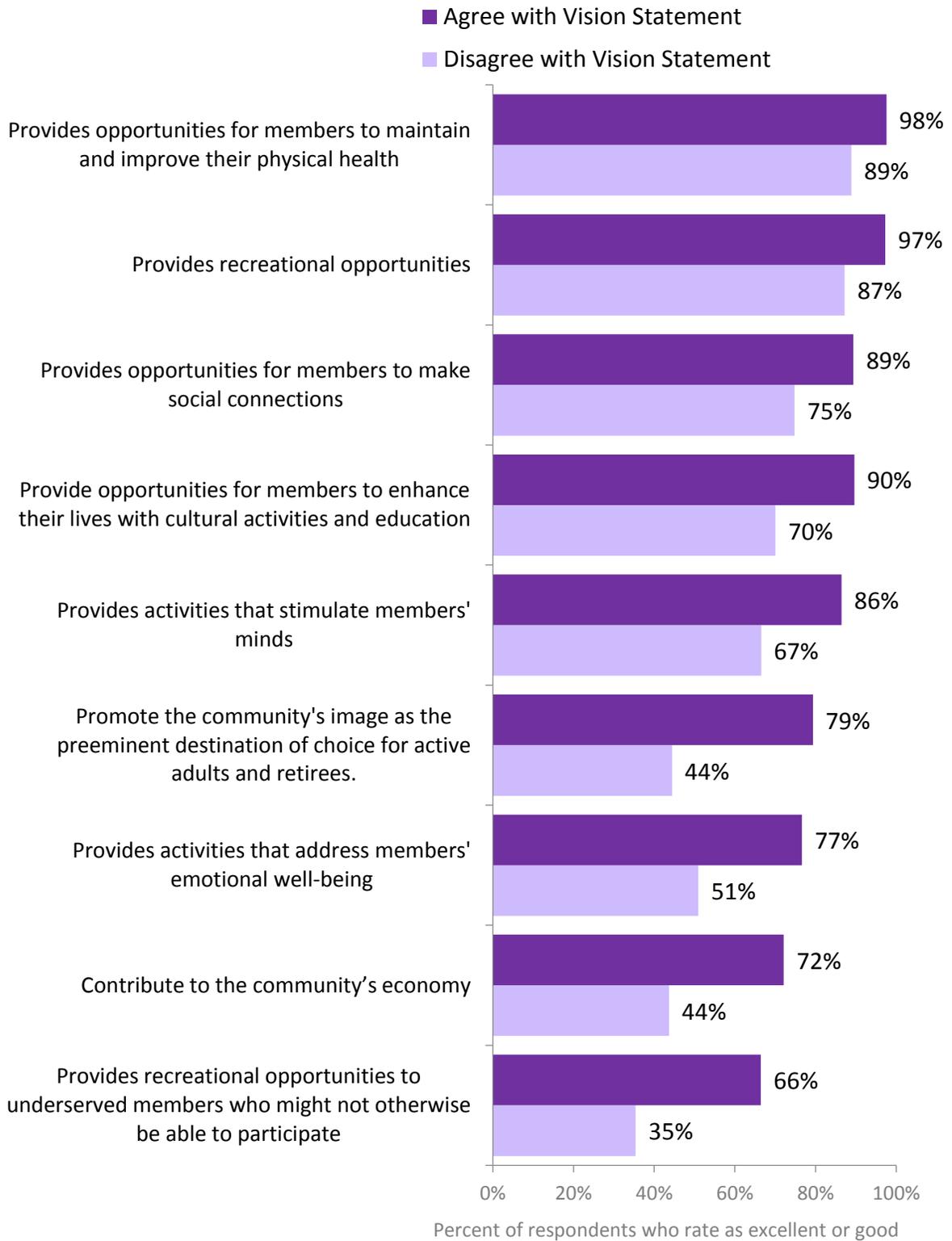


Table 162: Question #11 by Number of Board & Committee Meetings Attended

To what extent do you support GVR implementing the following activities included in the current 3 to 5 Year Capital Projects Plan? Percent responding strongly or somewhat support	None	1 or 2	3 or 4	5 or 6	7+	Overall
Pickleball Center (24 courts)	63%	60%	52%	38%	85%	62%
Canoa Hills Center-Fitness Area Expansion	73%	71%	68%	47%	81%	72%
West Center-Courtyard Shading (year-round activities & gathering place)	77%	76%	72%	44%	73%	76%
Lapidary Studios Consolidation (all three into one space)	76%	77%	70%	61%	79%	76%
Create Industrial Arts Club Space (metal working shop, fused glass studio, etc.) at New GVR Facilities Maintenance Site	78%	78%	75%	67%	84%	78%
Signage Updatings at Facilities Undergoing Capital Improvements	75%	70%	61%	42%	84%	73%
Evaluate Sustainable Design Opportunities Throughout All Projects (e.g., solar panels; lower water, gas & electric usage)	89%	89%	87%	82%	99%	89%

Table 163: Question #11 by Frequency of Use of GVR Centers

To what extent do you support GVR implementing the following activities included in the current 3 to 5 Year Capital Projects Plan? Percent responding strongly or somewhat support	Never	Less than once month	1 to 3 times a month	1 to 2 times a week	3 to 4 times a week	5 to 7 times a week	Overall
Pickleball Center (24 courts)	28%	53%	64%	64%	68%	68%	62%
Canoa Hills Center-Fitness Area Expansion	33%	62%	76%	75%	78%	79%	72%
West Center-Courtyard Shading (year-round activities & gathering place)	42%	70%	82%	80%	80%	77%	76%
Lapidary Studios Consolidation (all three into one space)	47%	70%	77%	77%	81%	79%	76%
Create Industrial Arts Club Space (metal working shop, fused glass studio, etc.) at New GVR Facilities Maintenance Site	43%	69%	79%	82%	83%	84%	78%
Signage Updatings at Facilities Undergoing Capital Improvements	37%	67%	78%	74%	77%	78%	73%
Evaluate Sustainable Design Opportunities Throughout All Projects (e.g., solar panels; lower water, gas & electric usage)	58%	84%	91%	92%	94%	93%	89%

The items related to social connection were related to each other, as shown in the Table 164 below and Table 165 on the next page. (Likely most of the survey items are correlated in this fashion; those who give higher ratings are more likely to support projects, while those who give lower ratings or more likely to oppose projects.)

Table 164: Social Connection Items

Social Connection Items		Provides opportunities for members to make social connections		West Center-Courtyard Shading (year-round activities & gathering place)		Social & community gathering spaces		Shaded Outdoor Pavilion	
		Fair or Poor	Excellent or Good	Oppose	Support	Oppose	Support	Oppose	Support
Provides opportunities for members to make social connections	Fair or Poor	100%	0%	29%	12%	25%	14%	25%	13%
	Excellent or Good	0%	100%	71%	88%	75%	86%	75%	87%
	Total	100%	100%	100%	100%	100%	100%	100%	100%
West Center-Courtyard Shading (year-round activities & gathering place)	Oppose	41%	19%	100%	0%	60%	11%	66%	7%
	Support	59%	81%	0%	100%	40%	89%	34%	93%
	Total	100%	100%	100%	100%	100%	100%	100%	100%
Social & community gathering spaces	Oppose	38%	23%	66%	14%	100%	0%	64%	11%
	Support	62%	77%	34%	86%	0%	100%	36%	89%
	Total	100%	100%	100%	100%	100%	100%	100%	100%
Shaded Outdoor Pavilion	Oppose	45%	26%	81%	14%	71%	15%	100%	0%
	Support	55%	74%	19%	86%	29%	85%	0%	100%
	Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 165: Social Connection Items

Social Connection Items		Frequency of Use of GVR Centers						Overall
		Never	Less than once month	1 to 3 times a month	1 to 2 times a week	3 to 4 times a week	5 to 7 times a week	
Provides opportunities for members to make social connections	Fair or Poor	37%	26%	20%	13%	12%	10%	16%
	Excellent or Good	63%	74%	80%	87%	88%	90%	84%
	Total	100%	100%	100%	100%	100%	100%	100%
West Center-Courtyard Shading	Oppose	58%	30%	18%	20%	20%	23%	24%
	Support	42%	70%	82%	80%	80%	77%	76%
	Total	100%	100%	100%	100%	100%	100%	100%
Social & community gathering spaces	Oppose	55%	32%	22%	24%	23%	24%	27%
	Support	45%	68%	78%	76%	77%	76%	73%
	Total	100%	100%	100%	100%	100%	100%	100%
Shaded Outdoor Pavilion	Oppose	52%	35%	28%	29%	25%	29%	30%
	Support	48%	65%	72%	71%	75%	71%	70%
	Total	100%	100%	100%	100%	100%	100%	100%

Appendix C: Survey Methodology

Survey Purpose

Green Valley Recreation, Inc. (GVR) heard from many members that they want to be more engaged in the future of GVR, so the GVR Board of Directors approved undertaking a comprehensive assessment of members' needs, wants, interests and values. A "Blue Ribbon Committee" (BRC) of eight (8) members and led by GVR President Jim Nelson was formed in summer 2017 to oversee the member assessment. National Research Center, Inc. (NRC) was contracted to conduct the survey. The goal of the survey was to learn how members evaluate the facilities and offerings of GVR, how they evaluate the governance of GVR, and what they desire for the future of GVR.

Developing the Questionnaire

The BRC had discussed a number of topics to be covered in the survey, and looked at the survey that had been conducted in Green Valley in 2010 as part of a joint effort between GVR and the Green Valley Council. Staff from NRC worked with the BRC to prioritize the questions and craft the questionnaire. The final questionnaire was created through an iterative process between NRC and the BRC. Once a nearly final questionnaire was drafted, it was pilot tested with a group of GVR members recruited by the BRC. The pilot was conducted by members of the BRC, with the pilot testers completing the survey and providing any comments to the BRC about questions they found confusing. A final version of the questionnaire was created after that review.

As the survey was administered both as a hard copy and as an online survey (see below for more information), the survey was programmed into a web-based survey application, SurveyGizmo. The hard copy survey was six pages long, with a seventh page for the cover letter. These were printed booklet style for mailing.

In addition, the ancillary survey materials were created, including an outgoing survey envelope, a survey cover letter, and email invitations.

Selecting Survey Recipients

The BRC desired that every member of Green Valley Recreation, Inc. have a chance to participate in the survey. A list of all members is maintained by GVR which includes members' names, addresses, and where provided, email addresses. This list was provided to NRC for the purposes of conducting the survey.

It was found that approximately 70% of the members had an email address within this database. Thus, a two-pronged approach was taken to administering the survey. Those members with an email address were invited to an online survey, and those without would be mailed a hard copy survey with a postage-paid return envelope.

Administering the Survey

Emailing invitations to an online survey

The email addresses included in the member database were unique to the property in Green Valley with which it was associated, and not to an individual. This meant that if more than one GVR member was associated with that property, they each had the same email address in this list. An email campaign was set up within SurveyGizmo to deliver the email invitations to the members with an email. A field could be inserted into the email message with the name of the GVR member. The email message included a paragraph to explain that each GVR member within the household was welcome to complete the survey, and multiple invitations may be sent for different members at the same email address. The email was delivered from the address of survey@gvrec.org with the name of Jim Nelson, the President of GVR, who was the signatory of the email invitation.

SurveyGizmo's emailing protocol is such that a sample of the addresses to be sent the invitation are sent initially, to see how many "bounces" are received – that is, how many of the emails can actually be delivered and how many cannot be due to invalid address or other errors. If the bounce rate is above 10%, the campaign is suspended. The bounce rate for the GVR list was higher than 10%, so the list was split into further lists to attempt to get them through. They were all eventually delivered. However, due to a glitch that was a surprise even to SurveyGizmo technical support, every time a list was sent, it changed the name associated with the email on all the lists associated with that survey. Thus, while the intention was that every member receive an email with their name, this did not happen for many households. Attempts were made to fix this on reminder emails. Emails were sent starting January 8, with reminders following in the next week or so.

After several days, all the "bounced" emails were examined and associated with the member. These members were then mailed a hard copy of the survey.

Sending hard copy surveys

All those originally on the member list without an email were mailed a copy of the survey packet with a cover letter signed by Jim Nelson, and a postage return envelope. This first batch of surveys was mailed on January 4. Several more batches were sent over the next couple of weeks to those whose emails had "bounced."

Total responses

After accounting for bounced emails and responses from recipients who told us the intended recipient was deceased or had moved, it was estimated that a total of 21,593 members were invited to participate in the survey; 9,118 with a hard copy survey and 12,475 by email.

The first question on the survey asked members to enter their GVR Member ID, as GVR wished to hear from each member, but only once from each member. After the dataset was assembled, it was examined to see if there were surveys with duplicate member IDs. There were a number of these, but in most cases it was due to a respondent starting the online survey, and then going back for another session and completing the survey. In a few cases, examination of the demographics revealed that most likely two different members of the

same household (e.g., husband and wife) were using the same member ID to complete the survey, so these were left un-deduped. Other instances of multiple surveys with the same ID were de-duped. When one survey record was more complete than another, it was chosen for inclusion in the final dataset. If both were equally complete, one was randomly chosen for inclusion.

The final dataset included 3,663 surveys that were received online and 2,056 by mail, for a total of 5,719 responses. The response rate to the online survey was 29% and to the hard copy survey was 23%, with an overall response rate of 26%. Typical response rates for a parks and recreation survey range from 12% to 30%.

An estimate was also made of the proportion of households (property addresses) from which at least one survey was received; about 31% of households completed at least one survey.

Survey Processing (Data Entry)

The mailed surveys were returned directly to NRC via postage-paid business reply envelopes. Each survey was scanned into a PDF form from which the data entry personnel would work. As they entered the data into the electronic dataset, each survey was reviewed and “cleaned” as necessary. For example, if a question asked a respondent to pick two items out of a list of five, but the respondent chose three, staff would choose randomly two of the three selected items to be coded in the dataset.

This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

For the online surveys, the respondent’s responses are recorded into an electronic dataset as they complete the survey. This dataset was downloaded and combined with the hard copy dataset.

Analyzing the Results

The electronic dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and average (mean) ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix A: Complete Responses to Survey Questions*. Also included are results by selected respondent characteristics found in *Appendix B: Selected Survey Results by Respondent Characteristics*. Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they are marked with grey shading.

Appendix D: Survey Materials

The following pages contain a copy of the cover letters and survey questionnaire.



GREEN VALLEY RECREATION, INC.

January 2018

Dear fellow member of Green Valley Recreation, Inc.,

Please participate in the Green Valley Recreation, Inc. (GVR) member survey!

Your Board of Directors wants to hear from ALL Green Valley Recreation, Inc. (GVR) members! We anticipated questions that you may have about this initiative, and offer the following information.

Why is GVR doing this survey? GVR heard from many members that they want to be more engaged in the future of GVR, so the Board approved undertaking a comprehensive assessment of member's needs, wants, interests and values. The member assessment will also evaluate current and future GVR programs/services and governance issues. A "Blue Ribbon Committee" (BRC) of eight (8) members and led by GVR President Jim Nelson was formed in summer 2017 to oversee the member assessment.

How do I participate in the survey? One copy of the survey is enclosed, and can be returned to National Research Center (NRC) in the enclosed postage-paid envelope. NRC is an independent organization conducting this survey on GVR's behalf. If more than one member of GVR lives in your household, each member should receive their own survey, either via mail or email. **Completed surveys must be returned by January 26, 2018.** Survey results and analyses will be presented at the Annual Meeting of the Corporation on March 29, 2018.

Why are you asking for my GVR member ID? We want to hear from EVERY member, but only ONCE from each member. Surveys that do not include a member ID will not be included in the analyses. If more than one survey is received with the same member ID, only one of those surveys will be included in the analysis. (NRC will choose the survey that was received first and/or is the most complete.) Your member number will never be associated with your survey results. Only National Research Center, the independent organization conducting this survey, will see the member ID with survey results. GVR will not have a dataset that includes the member ID, and results will be reported in aggregate form only.

If you have questions about this survey, or need help in completing the survey, please contact GVR at 520-625-3440. **Remember, your completed survey must be returned by January 26, 2018 to be included in the data analyses and report.**

Thank you for helping Green Valley Recreation, Inc. best serve the needs of its members now and into the future.

Sincerely,

Jim Nelson, President
Green Valley Recreation, Inc.

Green Valley Recreation, Inc. (GVR) Member Survey

January 2018

1. What is your Green Valley Recreation, Inc. (GVR) member ID? It is important that you include this, because we want to hear from EVERY member, but only ONCE from each member. Your member ID number will never be associated with your survey results. Only NRC, the independent organization conducting this survey, will see the member ID with survey results. GVR will not have a dataset that includes the member ID, and results will be reported in aggregate form only.

GVR Member ID:

Evaluation of Green Valley Recreation, Inc. (GVR)

2. Please rate how well do you think GVR does each of the following. Please circle your response.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
Provides opportunities for members to maintain and improve their physical health.....	1	2	3	4	DK
Provides recreational opportunities	1	2	3	4	DK
Provides opportunities for members to make social connections	1	2	3	4	DK
Provides activities that address members' emotional well-being.....	1	2	3	4	DK
Provides activities that stimulate members' minds	1	2	3	4	DK
Provide opportunities for members to enhance their lives with cultural activities and education.....	1	2	3	4	DK
Contribute to the community's economy (such as offering special events that draw visitors from inside and outside the community, enhancing real estate values, providing additional non-dues income, and so on)	1	2	3	4	DK
Provides recreational opportunities to underserved members who might not otherwise be able to participate	1	2	3	4	DK
Promote the community's image as the preeminent destination of choice for active adults and retirees.....	1	2	3	4	DK

3. Please rate the quality of each of the following aspects of GVR's services. Please circle your response.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
Communication from GVR or about GVR	1	2	3	4	DK
Accessibility of GVR staff	1	2	3	4	DK
Accessibility of GVR Board.....	1	2	3	4	DK
Staff service to you as a member.....	1	2	3	4	DK
Volunteer/monitor courtesy to you as a member.....	1	2	3	4	DK
Quality of classes/activities/programs	1	2	3	4	DK
Cost of classes/activities/programs.....	1	2	3	4	DK
Variety of classes/activities/programs	1	2	3	4	DK
Appropriateness of times classes/activities/programs offered	1	2	3	4	DK
Convenient hours of operation	1	2	3	4	DK
Accessibility for those with physical limitations.....	1	2	3	4	DK
Level of cleanliness of facilities	1	2	3	4	DK

4. To what extent do you agree or disagree with the following statements:

	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>
I am getting good value for my GVR dues	1	2	3	4	DK
The amount of my annual dues is fair	1	2	3	4	DK

Participation at GVR Facilities & in GVR Activities

5. Please tell us how often you visited each of the following GVR Centers in the last 12 months. (If you lived in Green Valley only part of the time in the last 12 months, please answer just for the time you were living in Green Valley.)

	Never	Less than once a month	1 to 3 times a month	1 to 2 times a week	3 to 4 times a week	5 to 7 times a week
Abrego North Satellite Center	0	1	2	3	4	5
Abrego South Satellite Center	0	1	2	3	4	5
Canoa Hills Center	0	1	2	3	4	5
Casa Paloma I Satellite Center	0	1	2	3	4	5
Casa Paloma II Satellite Center	0	1	2	3	4	5
Continental Vistas Satellite Center	0	1	2	3	4	5
Desert Hills Center	0	1	2	3	4	5
East Center	0	1	2	3	4	5
Las Campanas Center	0	1	2	3	4	5
Madera Vista Satellite Center	0	1	2	3	4	5
Santa Rita Springs Center	0	1	2	3	4	5
West Center	0	1	2	3	4	5
Canoa Ranch Center	0	1	2	3	4	5

6. Do you belong to a GVR Club?

- Yes No

7. GVR relies heavily on its volunteers to supplement efforts of paid staff. In the last 12 months, have you volunteered for GVR in any of the following ways?

	Yes	No
GVR Board of Directors or any Board Committee or Sub-Committee	Y	N
GVR Club Officer/Monitor/Instructor	Y	N
Pool Volunteer (monitor)	Y	N
Fitness Volunteer (monitor)	Y	N
Program/Activity Volunteer (e.g., provide assistance)	Y	N
Performing Arts Volunteer (e.g., usher)	Y	N
GVR Foundation Volunteer	Y	N
SoAZ CultureFest Volunteer	Y	N
Southern AZ Senior Games Volunteer	Y	N
Administrative Support Volunteer	Y	N

8. How many GVR Board/committee meetings have you attended in the past 12 months?

- None One or two Three or four Five or six Seven or more

Future of Green Valley Recreation, Inc.

9. To what extent do you agree that GVR's Vision Statement should be

“Green Valley is the preeminent destination of choice for active adults and retirees”?

- Strongly agree Somewhat agree Somewhat disagree Strongly disagree Don't know

10. Why did you answer question #9 as you did?

11. In 2015/2016, the GVR Board of Directors commissioned a long-range Strategic Facilities Master Plan by an outside consultant that included a “wish list” of nearly all possibilities that GVR could pursue over the next 10 years. Some of these projects were recently endorsed by the Board to be part of a more specific 3 to 5 Year Capital Projects Plan. The Board of Directors has pledged that these improvements will NOT result in an annual dues increase. To what extent do you support GVR implementing the following activities included in the current 3 to 5 Year Capital Projects Plan?

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Don't Know
Pickleball Center (24 courts)	1	2	3	4	DK
Canoa Hills Center-Fitness Area Expansion.....	1	2	3	4	DK
West Center-Courtyard Shading (year-round activities & gathering place).....	1	2	3	4	DK
Lapidary Studios Consolidation (all three into one space)..	1	2	3	4	DK
Create Industrial Arts Club Space (metal working shop, fused glass studio, etc.)at New GVR Facilities Maintenance Site	1	2	3	4	DK
Signage Updatings at Facilities Undergoing Capital Improvements.....	1	2	3	4	DK
Evaluate Sustainable Design Opportunities Throughout All Projects (e.g., solar panels; lower water, gas & electric usage) 1	1	2	3	4	DK

12. Over the next few years, GVR may make additional improvements to its recreational facilities by adding new programs or deleting existing ones. Potential improvements or new programs may include those listed below. Please indicate the extent to which you would support GVR pursuing each of the items listed below, understanding there will be NO ANNUAL DUES INCREASE to support any of these activities.

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Don't Know
More evening programs and activities	1	2	3	4	DK
More weekend programs and activities.....	1	2	3	4	DK
Social & community gathering spaces.....	1	2	3	4	DK
Dog Park	1	2	3	4	DK
New auditorium/performing arts center	1	2	3	4	DK
Indoor walking track.....	1	2	3	4	DK
Spin bike studio	1	2	3	4	DK
Fitness studio with “cardio” exercise equipment such as stationary bikes, ellipticals, rowing machines with some opportunities for instructor-led classes.....	1	2	3	4	DK
Shaded Outdoor Pavilion.....	1	2	3	4	DK
Climbing Wall	1	2	3	4	DK
Outdoor Fitness Equipment Areas.....	1	2	3	4	DK
Outdoor Picnicking Areas	1	2	3	4	DK
Multi-purpose Gym (for a variety of recreation activities, such as basketball, volleyball, badminton, etc.)	1	2	3	4	DK
Disc Golf.....	1	2	3	4	DK
Recreational Vehicle Rentals (e.g. bikes, Segway’s, etc.) .	1	2	3	4	DK
Arcade/Electronic Games	1	2	3	4	DK
Walkable Trails & Open Space	1	2	3	4	DK

13. What other new or different activities, programs or services important for the future of GVR do you believe should be offered by GVR?

GVR Foundation

Formation of the GVR Foundation, a 501(c)(3) tax-exempt, charitable giving nonprofit organization, grew out of a desire of the GVR Board of Directors to support activities that directly affect special needs within GVR and the Green Valley community. The GVR Foundation's mission is *'To enrich the lives of GVR members and community residents through programs, advocacy, and financial support that promote health and wellness in Green Valley, Arizona.'* It is funded by tax-deductible donations, grants and gifts from individual and corporate donors.

14. How familiar were you with the GVR Foundation before this explanation?

- Very familiar Somewhat familiar Heard the name Not at all familiar

15. To what extent do you support the GVR Foundation's mission?

- Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know

GVR Governance

16. There are a number of issues affecting Green Valley residents' quality of life, such as road repair, expansion of the Interstate, new mining operations, concerns about water quality and quantity, and preserving scenic views. To what extent would you support GVR Board taking positions on and advocating policies on some of these issues on behalf of the GVR membership?

- Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know

17. In May 2017, GVR signed a *"Joint Resolution for an Envisioned Future of Green Valley, Arizona"* with the Green Valley Council (GVC) and the Green Valley/Sahuarita Chamber of Commerce & Visitors Center (Chamber). GVR, GVC and the Chamber agreed to cooperate to ensure that Green Valley remains an exceptionally attractive community for people to live, work, play and invest and keeps pace with ever-changing economic, social and demographic conditions. The guiding principles are to preserve cost-of-living value; ensure exceptional quality of life for all persons, regardless of age; offer active and passive leisure pursuits that maximize self-expression opportunities; and increase demand for Green Valley homes, thereby improving property values.

To what extent do you support GVR being a part of the *"Joint Resolution for an Envisioned Future of Green Valley, Arizona"*?

- Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know

18. GVR's annual elections are currently held February/March, with the new Board's governance year beginning about April 1. Moving annual elections to the third or fourth quarter of the year could provide newly elected Directors more time to learn more about GVR and responsibilities associated with their leadership role before assuming their official position on the Board the following April. Moving the annual election timeframe would require a bylaws change.

To what extent would you support moving the annual election from February/March to the third or fourth quarter of the year?

- Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know

19. Some GVR members have expressed an interest in increasing access to facilities and activities for physically challenged fellow GVR members. However, such access would require shifting resources within GVR and/or an increase in GVR annual dues. Which statement comes closest to how you feel about increasing access to facilities and activities for physically challenged fellow GVR members?

- GVR should increase annual dues by a small proportion to help provide additional access.
 GVR should shift some resources (provide less of some current activities/programs) in order to help provide additional access.
 GVR currently provides an appropriate amount of access.

20. Participation in activities at GVR centers is lower in the summer months compared to the rest of the year. To what extent would you support opening-up GVR facilities to non-GVR members on a fee basis to generate additional (non-dues) revenue during summer months only?

- Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know

21. GVR annual dues will cover only 59.42% of GVR's 2018 annual Operating and Capital Budgets. What other suggestions do you have for how GVR could increase non-dues revenue to pay for the remaining 40% (approximately) of annual expenses?

GVR Communications

22. How much information, if any, do you receive about GVR from each of the following sources?

	<u>Most</u>	<u>A lot</u>	<u>Some</u>	<u>None</u>
GVR Board/committee meetings.....	1	2	3	4
GVR website.....	1	2	3	4
Weekly GVR eBlast (email news update).....	1	2	3	4
GVR <i>Now!</i> (monthly newsletter).....	1	2	3	4
GVR bulletin boards.....	1	2	3	4
GVR Smartphone App.....	1	2	3	4
GVR video monitors.....	1	2	3	4
President's Monthly <i>Uplift</i> newsletter.....	1	2	3	4
GVR club newsletters.....	1	2	3	4
Green Valley News (newspaper).....	1	2	3	4
“Word of mouth” (from family, friends, or neighbors).....	1	2	3	4
Other: _____.....	1	2	3	4

23. What can GVR do to improve communications with members?

24. To what extent do you agree with each of the following statements about GVR and its Board of Directors?

	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>
I receive news and information about GVR in a timely manner.....	1	2	3	4	DK
I am informed as I like/need to be about GVR.....	1	2	3	4	DK
There is a free-flow of information between the Board of Directors and members.....	1	2	3	4	DK
I have the opportunity to discuss issues or concerns I have with a member of the GVR Board of Directors.....	1	2	3	4	DK
I have the opportunity to provide input on major financial expenditures before a Board decision is made.....	1	2	3	4	DK
I believe the Board of Directors follows their Code of Conduct which commits them to act in the best interests of the membership as a whole, above their own individual, neighborhood (HOA), or GVR club interests.....	1	2	3	4	DK
I believe the Board adequately represents me and is responsive to my needs.....	1	2	3	4	DK
I believe the Board adequately represents the entire membership and is responsible to its needs.....	1	2	3	4	DK

25. Is there anything else you would like the GVR Board of Directors to know?

Our last questions are about you and your household. Again, all of your responses to this survey are STRICTLY CONFIDENTIAL; your member ID will never be associated with your survey results.

**26. Why did you choose to live in Green Valley?
(Please check all that apply.)**

- Green Valley Recreation, Inc. (GVR)
- Low cost of living
- Affordable homes
- Climate
- Natural beauty/views
- Abundance of "active adult" communities
- Abundance of assisted living centers
- Close proximity to Tucson (airport, restaurants, symphony, U of A sports, etc.)
- Small town feel
- Volunteer opportunities
- Abundance of golf courses
- To be close to family/friends
- Other: _____

27. About how many years have you lived in Green Valley (full-time or part-time)?

- Less than 1 year 11-15 years
- 1-5 years 16-20 years
- 6-10 years More than 20 years

28. Do you live in Green Valley year-round, or just part of the year? ("Year-round" includes those who take vacations, sometimes long ones, but whose only or primary residence is Green Valley.)

- Year-round → go to question #30
- Part-time

29. What months of the year do you live in Green Valley? (Please check all months you are in Green Valley.)

- January July
- February August
- March September
- April October
- May November
- June December

30. How many people, including yourself, reside in your household? _____

31. Do you:

	<u>Yes</u>	<u>No</u>
Drive a car	Y	N
Use a wheel chair.....	Y	N
Use an assistive mobility device (e.g., walker, cane, etc.).....	Y	N
Have a caregiver	Y	N
Attend adult day care	Y	N
Need assistance with basic household expenses such as food or utilities ..	Y	N

32. How much do you anticipate your household's total income before taxes will be for 2018?

- Less than \$15,000 \$50,000 to \$74,999
- \$15,000 to \$24,999 \$75,000 to \$99,999
- \$25,000 to \$49,999 \$100,000 or more

33. What is your current employment status?

- Fully retired
- Working full-time for pay
- Working part-time for pay
- Unemployed, looking for full-time paid work
- Unemployed/partially retired, looking for part-time paid work

34. What is your gender?

- Female Male

35. In which category is your age?

- Under 55 years 75-79 years
- 55-59 years 80-84 years
- 60-64 years 85-89 years
- 65-69 years 90-94 years
- 70-74 years 95+ years

**Thank you for participating in the GVR Member Survey! Please return your survey in the enclosed postage-paid envelope NO LATER THAN JANUARY 20 to:
National Research Center, Inc.
PO Box 549; Belle Mead, NJ 08502**



GREEN VALLEY RECREATION, INC.

Green Valley Recreation, Inc.
P.O. Box 586
Green Valley, AZ 85622

We want to hear from you!
Important: Member Survey Enclosed

Presorted
First Class Mail
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PAID
Boulder, CO
Permit NO. 94

Dear fellow GVR member {ABCD},

Please participate in the Green Valley Recreation, Inc. member survey! Your Board of Directors wants to hear from ALL GVR members!

Click the link below to start the survey!

<http://www.surveygizmo.com/s3/4030636/GVR-Member-Survey-2018>

(You can also copy and paste the URL above into your internet browser.)

We anticipated questions that you may have about this initiative, and offer the following information.

Why is GVR doing this survey? GVR heard from many members that they want to be more engaged in the future of GVR, so the Board approved undertaking a comprehensive assessment of member needs, wants, interests and values. The member assessment will also evaluate current and future GVR programs/services and governance issues. A "Blue Ribbon Committee" (BRC) of eight (8) members and led by GVR President Jim Nelson was formed in summer 2017 to oversee the member assessment.

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If more than one member of GVR lives in your household, each member should receive their own survey, either through the mail or by email. For most households with more than one member, the same email address was used for all members. Each member should complete the survey!

If you need help in completing the online survey, please contact Erin Caldwell from National Research Center Toll Free at [1-877-467-2462](tel:1-877-467-2462) and leave a voice mail, or contact her directly at [303-226-6992](tel:303-226-6992) (not a toll-free number). If you reply to this email, it will go to Erin. Direct other questions about the survey to GVR at [520-625-3440](tel:520-625-3440).

Remember, your completed survey must be returned by January 20, 2018 to be included in the data analyses and report.

Thank you for helping Green Valley Recreation, Inc. best serve the needs of its members now and into the future.

Sincerely,

Jim Nelson, *President*



Ranked #1 by TopRetirements.com as 2017 Best Place to Retire
[1070 S Calle de las Casitas • Green Valley, Arizona 85614](#)
[520.625.3440 ext. 7204](#) • Fax: [520.620.5511](#)
www.gvrec.org

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