Recreation Centers of Sun City Needs Assessment

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Overview

In the fall of 2022, Recreation Centers of Sun City (RCSC) engaged Arizona State University to assist in gathering and analyzing data to inform the RCSC long-range planning efforts. Similar to many 55+ communities, Sun City recognizes an ongoing generational shift as residents who are members of the younger Baby Boomer generation and Generation X are increasing in numbers. Further, the community of Sun City is over 60 years old. As such, RCSC recognizes the need to plan and adapt to meet the needs of both its current community and the future community.

The entire project consists of five parts:

- **Current resident questionnaire** to assess current resident perceptions, recreation activity preferences, benefits sought, and attitudes toward programs and facilities.
- **Current resident focus groups** to supplement the resident questionnaire data and provide additional detail and nuance beyond the survey instrument.
- **Current resident working group** used a modified world café format to provide residents a facilitated opportunity to engage with specific questions that emerged in the data collection.
- **Benchmark data** to provide a basic comparison of recreation services and facilities at peer communities.
- **Trends analysis** will provide a summary of existing data from publicly available sources relevant to 55+ communities.
- **Future resident survey panel** will assess needs and preferences of potential future residents.

This report provides results from the current resident questionnaire.

Executive Summary

Over 5,000 surveys were included in the survey analysis.

Key highlights from the survey include:

- Residents of Sun City generally ~~higher~~ have a high sense of community and rate the variety of activities at Sun City very highly.
- Responses across groups are largely similar; some gender differences and differences based on years of residence (newer residents sometimes ranked things slightly differently), as well as employment status can be seen throughout the results.
- Members engage with RCSC in a variety of ways and readership of publications (particularly electronic publications) is relatively high.
- The most popular activities are walking for pleasure, cardio fitness, weight training, and golf.
- The most common barrier to participation was that hours ~~to~~ do not fit the individual's schedule.
- Residents tend to own cell phones, personal computers and many also own tablets and fitness tracking devices. General satisfaction with technology can best be described as moderate.
- Participation in clubs is an important part of the life of Sun City.
- Approximately one-fifth of ~~residents~~ the members volunteer in some capacity for RCSC.
- ~~Residents~~ Members are largely satisfied with fitness facilities. The most frequently requested addition is cardio equipment with individual TV (cable or Internet entertainment video). Members are generally split on whether hours should be expanded.
- Walking areas are by far the most popular outdoor area – and the most requested outdoor area for improvement/expansion.
- Members are generally in favor of remodeling both Lakeview and Mountain View. Respondents ranked Lakeview slightly higher than Mountain View.
- The number one way that people hear about Sun City is from friends/current residents. Knowing someone at Sun City is also one of the top reasons for moving to Sun City.

Methods

In the fall of 2022, ASU faculty worked with RCSC staff and the board of directors to develop the current resident questionnaire. The final questionnaire consisted of 111 items, including a combination of open-ended and closed-ended items. Given the length of the questionnaire, a randomized design was used to ensure balance across the survey in the event of drop-out. First, RCSC identified the 19 most essential items. These items were asked first on every survey. Remaining items were divided into 16 blocks with each block containing questions on similar topics. After a participant completed the first 19 questions, the remaining blocks of questions were presented in a random order. Prior to the distribution of the survey, RCSC communications used multiple platforms to notify residents to expect the survey. Thirty-thousand four hundred and thirty-one (30,431) initial emails were sent out on January 16, 2023. Emails were sent through the survey software system (Qualtrics). In addition, if a resident did not receive an email (either they missed it, or it went into spam, or they have an updated email address), they were able to request a unique link. One-hundred forty-three (143) participants requested a link to the survey. Participants could also pick up a paper version of the survey at RCSC officers to complete and submit. One-hundred thirty-one (131) participants completed a paper survey.

A total of 6,374 individuals began the survey; of those, 5,355 completed a sufficient amount of the survey to include their data. Five-thousand three-hundred and fifty-five individuals (n=5,355) completed the survey and were used for analysis, representing a response rate of 18%. This response rate is somewhat higher than most online surveys, particularly of this length. This suggests a high degree of community engagement and interest. Based on the overall population, this yields a confidence interval of 1, and a 95% confidence level. In other words, we are 95% confident that the percentage of people that picked a particular answer would fall within +/- 1 percentage point of the value provided. This is above the normally accepted standard for a statistically valid survey. Thus, we can conclude that the results accurately reflect the entire population of Sun City.

Below, results are grouped according to the following general categories:

- Sample characteristics
- Sense of Community
- RCSC Activities, Events, and Amenities
- Involvement with Board Activities
- Technology
- Communication
- Fitness Activities and Equipment
- RCSC Office Services
- Outdoor Space
- RCSC Clubs
- Activities Participation with Spouse
- Parties
- Volunteering
- Future Focused
- Marketing Considerations
- Renters
- Final Comments

Sample Characteristics

Survey respondents were generally female (56%), have lived in Sun City for 1-5 years (39%), have an annual income between $45K and $75K (32%), are not employed (82%), are in very good health (43%), live with a spouse or partner (73%), and have attained a college degree or higher (59%). The average age of respondents was 70.7, and the median age was 70. The figures below visually display detailed information on these characteristics.

Gender

Most respondents (56%) identify as female.

Figure 1: Gender of Survey Respondents
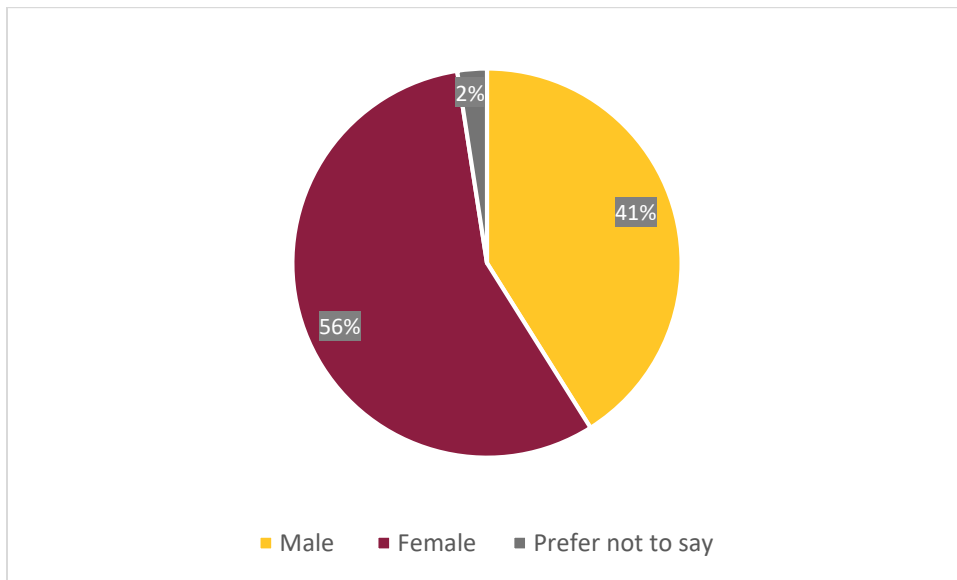
Living Status

Almost three-quarters (73%) or respondents live with a spouse or partner.

Figure 2: Living Status
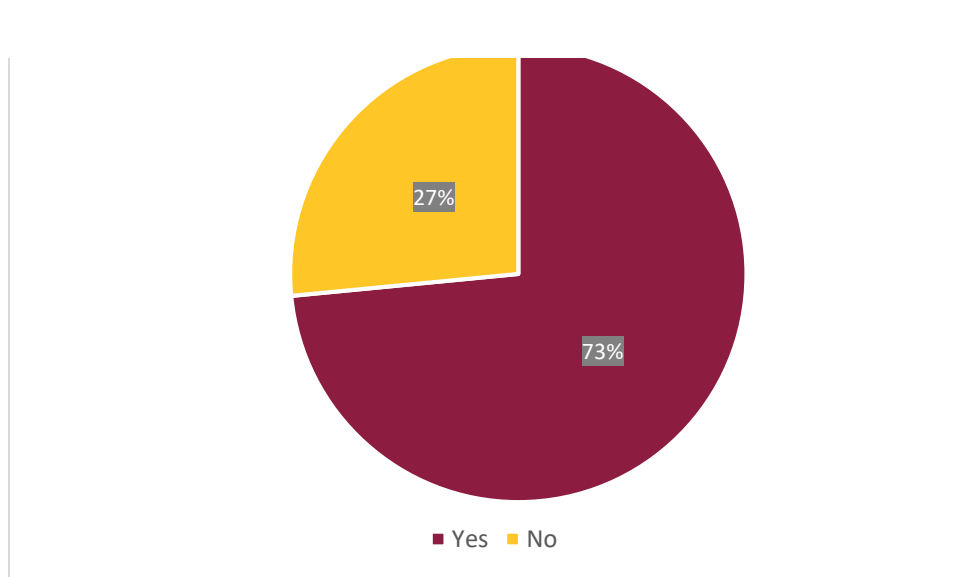
Length of Residence

Sixty percent of respondents have lived in Sun City for 10 years or less, with a plurality living in Sun City for 5 years or less (39%).

Table 1: Length of Residence

Years of Sun City Residence	% of Respondents
1-5	39%
6-10	29%
11-15	16%
16-19	6%
20-25	7%
26-29	1%
30+	1%

Figure 3: Length of Residence
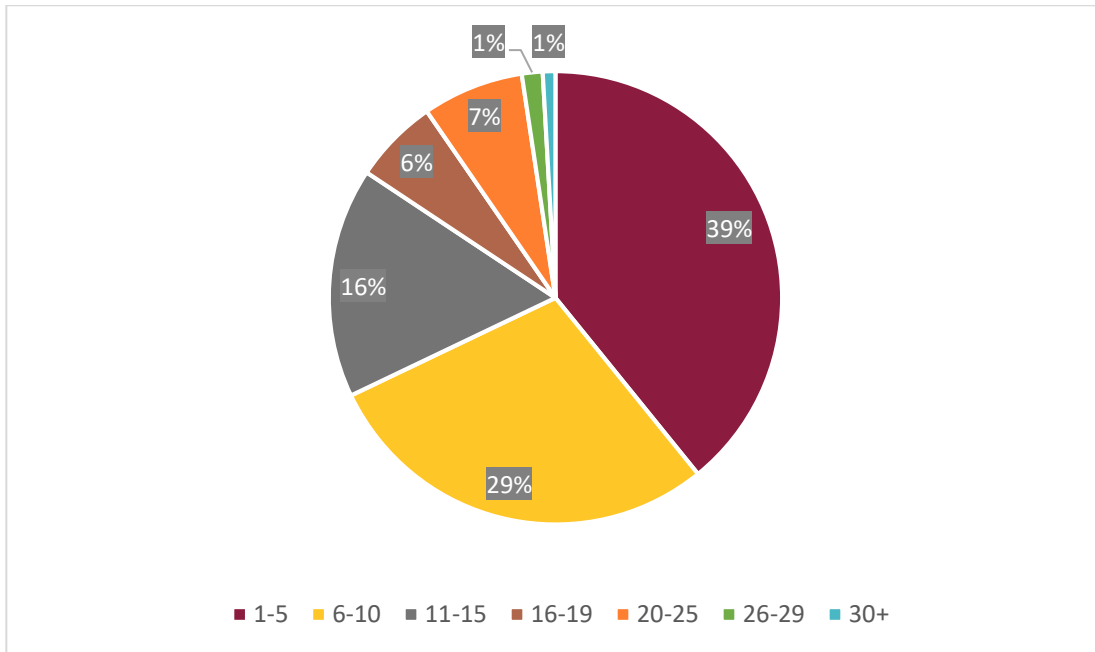
Annual Income

Survey respondents reported a range of income. The most frequently reported annual income range was between $45,000 - $74,999 (32%)

Table 2: Annual Income

Income	% of Respondents
Under $15,000	2%
$15,000 - $24,999	7%
$25,000 - $44,999	20%
$45,000 - $74,999	32%
$75,000 - $99,9999	19%
$100,000+	20%

Figure 4: Annual Income

- Under $15,000
- $15,000 - $24,999
- $25,000 - $44,999
- $45,000 - $74,999
- $75,000 - $99,9999
- $100,000+
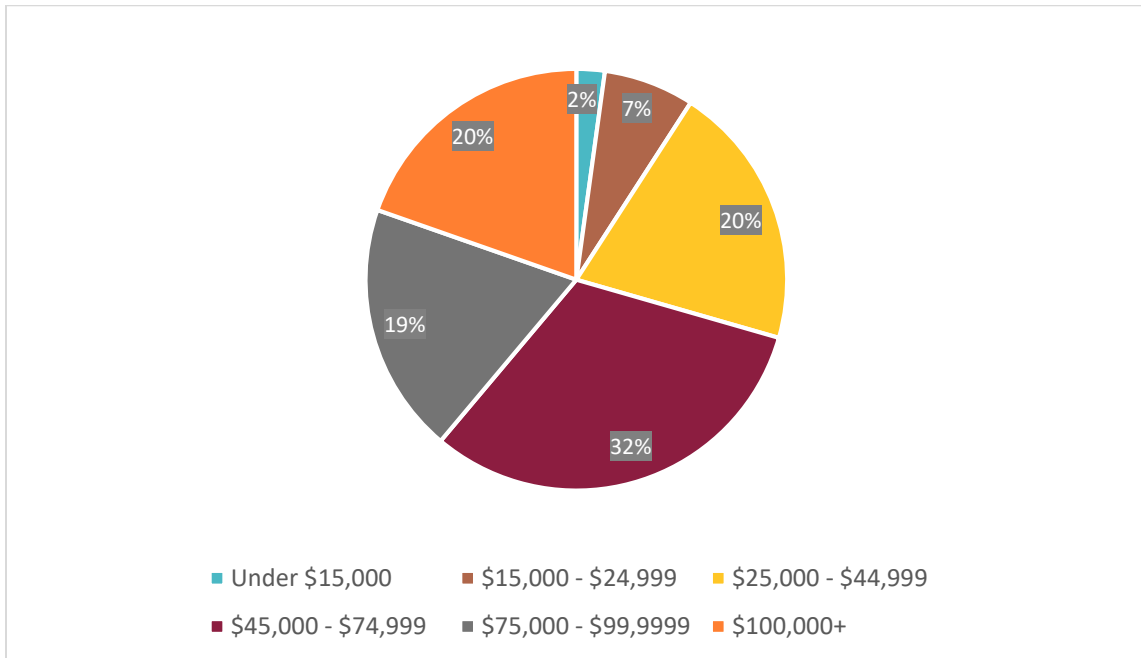
Employment Status

Though national data indicates that people are working to older ages, a strong majority of survey respondents are not currently employed (82%), while only 10% are employed full-time.

Figure 5: Employment Status

- Full-time
- Part-time
- Not currently employed
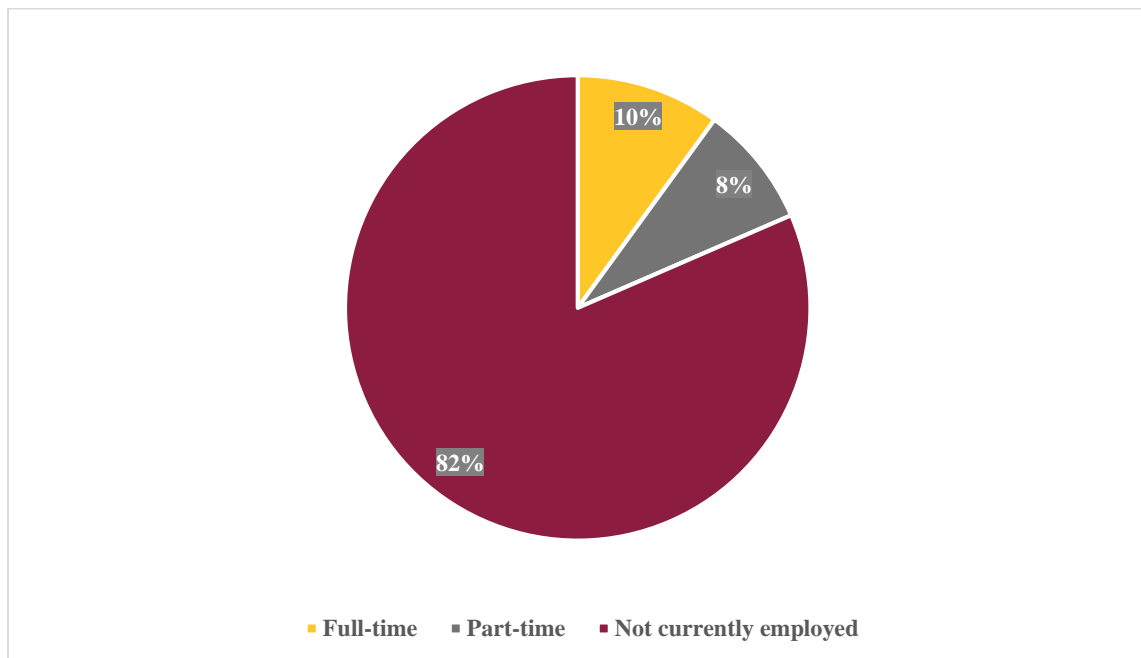
Citizenship

The overwhelming majority of survey respondents (96%) are US citizens, compared to only three percent that are Canadian citizens.

Figure 6: Citizenship
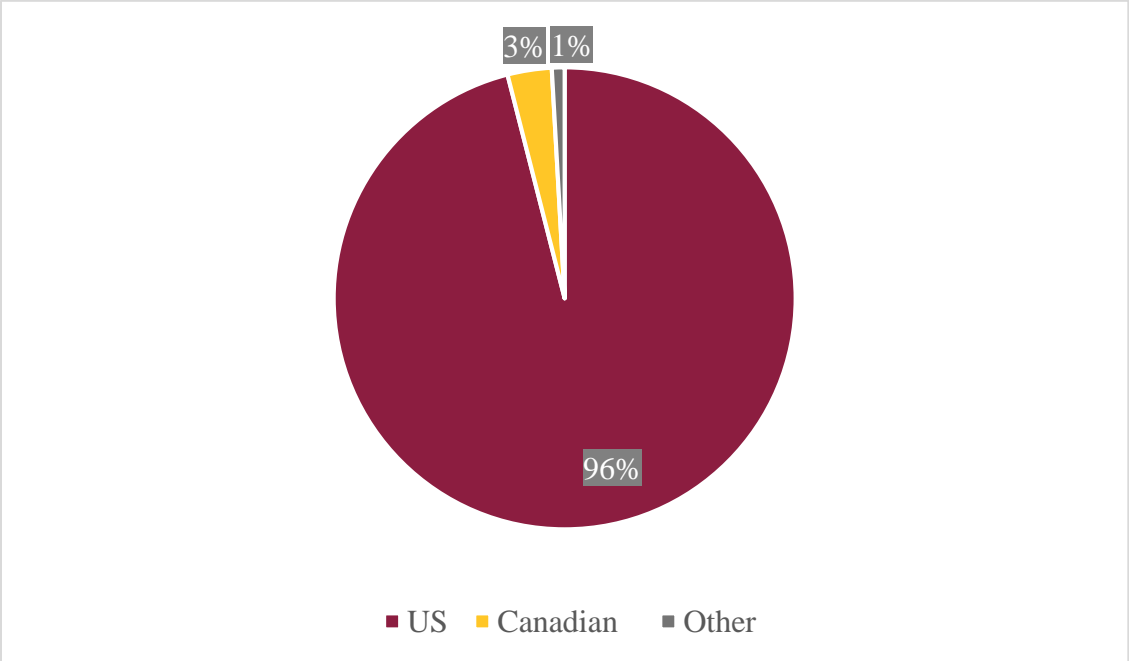
Seasonal vs Year-round Residents

Sixty-eight percent of respondents live in Sun City Year-round (defined as more than 8 months a year).

Figure 7: Seasonal vs Year-round Residents
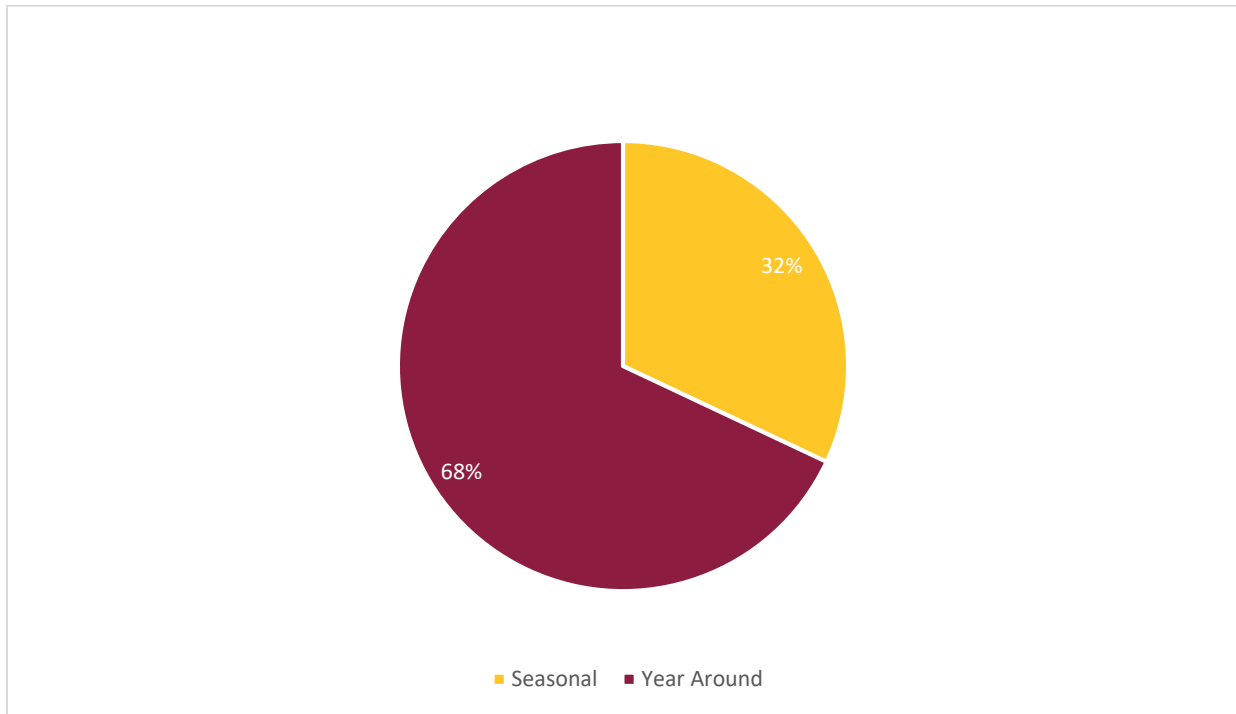
Health Status

Survey respondents report, on average, very good to excellent health. Over two-thirds of respondents reported either very good (43%) or excellent health (24%).

Table 3: Health Status

Health Status	% of Population
Excellent	24%
Very Good	43%
Good	26%
Fair	6%
Poor	1%

Education

The percentage of respondents with at least a college degree is like the national average. Approximately one-half of respondents had a attained a college degree (37%) or a post graduate degree (22%). The 22% of individuals with a post graduate degree is substantially higher than the national average (14%) suggested that Sun City has a highly educated community.

Table 4: Highest Education Completed

Highest Education Completed	% of Sample
High school graduate	13%
College degree	37%
Technical school	7%
Post graduate degree	22%
Some college	21%

Sense of Community

Q: Do you feel a sense of community in Sun City?

The presence of a sense of community is a key indicator of community health. A strong majority of respondents indicated that they felt a sense of community at Sun City. Seventy-seven percent (77%) feel a sense of community, while 15% are not sure, and only eight percent responded that they did not feel a sense of community. Minimal differences existed across groups; men, longer-term residence, not employed, and Year-round residents felt a slightly stronger sense of community than their counterparts.

Figure 8: Sense of Community
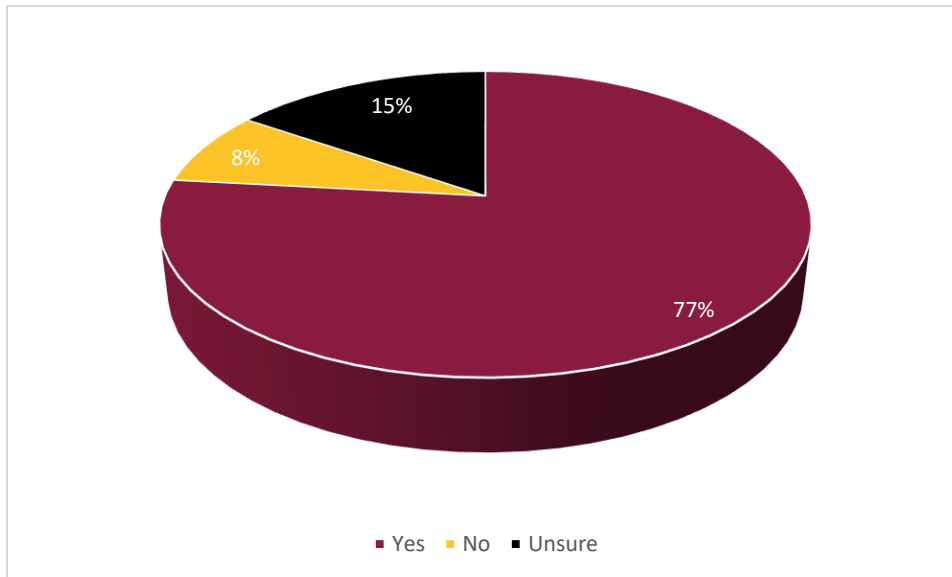
Table 5 Sense of Community by Gender

Do you feel a sense of community in Sun City?	Your gender:	
	Male	Female
Yes	78%	75%
No	7%	10%
Unsure	15%	15%

Table 6 Sense of Community by Length of Residence

Do you feel a sense of community in Sun City?	1-5	6-10	11-15	16-19	20-25	26-29	30+
Yes	73%	79%	76%	75%	83%	86%	69%
No	10%	7%	9%	8%	8%	5%	9%
Unsure	18%	14%	15%	17%	9%	9%	22%

Table 7: Sense of Community by Employment Status

Do you feel a sense of community in Sun City?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Yes	75%	75%	77%
No	9%	11%	8%
Unsure	17%	15%	15%

Table 8: Sense of Community by Seasonal vs Year-round

Do you feel a sense of community in Sun City?	Seasonal Resident?	
	Seasonal	Year Around
Yes	80%	75%
No	6%	10%
Unsure	14%	15%

A follow-up question asked participants to explain why they did or did not feel a sense of community.

Q: Do you feel a sense of community in Sun City? Why do you feel this way?
There was a total of 3076 survey respondents that answered this question. The themes emerging from the data analysis are categorized into five main groups. These five resulting themes, subcategories, and significant statement examples are presented in the tables below.

Themes and Subcategories

❖ **Community Engagement:** Active Community, Activities, Church, Clubs, Community, Facilities, Friendly, Friends, Golf, Neighbors, Participation, Shared Interests
❖ **Community Safety and Security:** COVID, Crime, Safety
❖ **Location and Accessibility:** Access, Clean, Location, Hours of Operation, Snowbirds, Time Lived in SC, Too Big
❖ **Social Dynamics:** Cliques, Lack of Interest, Lack of Participation, Rude People
❖ **Organizational Governance and Communication:** Age Restrictions, Board, Communication, HOA, Lack of Information, Political Climate, Renter, Rules, Staff

When analyzing the feedback received in response to the question, "Do you feel a sense of community in Sun City? Why do you feel this way?" the most prominent theme that emerged was "Community Engagement." The subcategories under this theme were Active Community, Activities, Church, Clubs, Community, Facilities, Friendly, Friends, Golf, Neighbors, Participation, and Shared Interests.

Several respondents highlighted that they feel a strong sense of community in Sun City because of the numerous activities available and the opportunity to participate in clubs that facilitate community engagement. They also mentioned that they have been able to make friends easily due to the wide choice of activities and their shared interests and goals with other residents.

The respondents also spoke highly of the friendliness of their neighbors, which contributed to a sense of belonging and support within the community. Some respondents mentioned that they had made more friends in Sun City than they ever have in their lives and that they felt a strong association with fellow golfers.

However, there were some concerns raised about the lack of community engagement in certain areas, where clubs were not open to new members or did not return phone calls. Some respondents also mentioned that there were issues with rude behavior from some neighbors and a growing influx of people who were less interested in the concept of "we" and more interested in "me." Despite these concerns, many respondents still felt that they were part of a community that cared about each other and looked out for each other.

Throughout the other themes, several reasons were identified as to why respondents did not feel a sense of community in Sun City. One common reason was the presence of homeless individuals

and the drug addiction rehabilitation center in the area, which caused concerns about safety and crime. Some respondents felt that people in the community tended to keep to themselves and that it was difficult to connect with neighbors, contributing to a lack of community. Others felt that the community had changed and no longer had a relaxed feeling due to increased homelessness and crime.

Overall, the reasons for the lack of community in Sun City were multifaceted and reflected a range of social, administrative, and personal factors. In addition to social factors, some respondents mentioned dissatisfaction with the management team and administration of the community. Some felt that changes were being made without prior approval or proper communication with residents and that there was a lack of transparency and information provided. Others felt that the staff were unfriendly and unwelcoming and that their interactions with management left them feeling unheard and unimportant. Political divisions within the community were also mentioned as a factor that contributed to a lack of community, with some residents feeling offended by flags they felt were offensive or signs put up by other residents. Lastly, some respondents cited personal reasons for not feeling a sense of community in Sun City, such as being introverted or not being interested in community activities.

The charts below display the distribution of total respondents across various demographic categories for each theme. The categories include gender, age groups, the average number of months living in Sun City per year, and the total number of years lived in Sun City.

Most respondents were female, with the highest proportion being in the "Community Engagement" theme. This theme also had the highest number of male respondents.

For the average number of months living in Sun City per year, most respondents reported living in Sun City for 7-12 months per year. Lastly, for the total number of years lived in Sun City, the largest proportion of respondents had lived in Sun City for 1-5 years, with the highest proportion also being in the "Community Engagement" theme. Overall, the distribution of respondents across demographic categories varied across themes, highlighting the importance of considering demographic factors when analyzing community feedback.

Table 3: Examples of Community Engagement Theme

THEME	DESCRIPTION
Community Engagement	❖ The *"Community Engagement"* theme highlights the importance of shared interests and activities in fostering a sense of community among Sun City residents. Respondents cited the availability of active community engagement, facilities, clubs, and friendly neighbors as key factors contributing to the community atmosphere. Church, participation in activities such as golf, and making friends with other residents were also mentioned as important elements of community engagement.
Subcategories	*Significant Statement Examples*
Active Community	- "Yes – Active adults living their lives" - "Yes – Active retirement community residents care about our community and each other"
Activities	- "Yes – Club activities facilitate community" - "Yes – Easy to make friends because of large choice of activities" - "Yes – Family and friends are interconnected in a number of activities"
Church	- "Yes – We found a church we like and we have friendly neighbors" - "Yes – There are so many churches to belong to!"
Clubs	- "Yes – I belong to several clubs and everyone feels this is their home and they are proud of it" - "Yes – When you join clubs you become part of that community" - "No – Although the clubs advertise that they are open for new members, most do not return phone calls or 'allow' a new member to participate. Lack of room to do things when the snowbirds are in town"
Community	- "Yes – Community spirit" - "Yes – Community that looks out for the seniors" - "Unsure – Generally a friendly community but often isolated. As with many areas SC becoming split!" - "No – I have lived MANY places and Sun City, where I live, has the least sense of community of any place I have ever lived. I realize it varies greatly from HOA to HOA and different areas of Sun City. I just drew the short end of the straw" - "Yes – Love the lifestyle, activities and have more friends that ever!"
Facilities	- "Yes – Love the facilities" - "Yes – Rec centers are a great place to meet others"
Friendly	- "Yes – Everyone is friendly and supportive" - "Yes – Friendliness of neighbors and others in community"

Friends	- "Yes – Have met and made many like-minded friends here" - "Yes – Have more friends here than I have ever had anywhere I have ever lived" - "Yes –I've made more friends here than I did in high school or my work career"
Golf	- "Yes – Association with fellow golfers" - "Unsure – Only within the golf community"
Neighbors	- "Yes – Neighbors are friendly and welcoming" - "No – Neighbors are too worried about what everyone else is doing and have run into some very rude behaviors" - "Yes – Neighbors have been the most welcoming we've ever experienced"
Participation	- "No – I can't attend early events, so I don't meet anyone" - "Yes – By being involved in activities with others one feels a stronger sense of community. I can always find friends when I am involved" - "Yes – You can engage as much or as little as you want. That's the way I like it"
Shared Interests	- "Yes – Common ideals of a retirement community" - "Yes – Like minded active people with pride in their homes and community" - "Yes – We have common interests, goals, and needs" - "Yes – Shared interests with many of the residents" - "Unsure – I deal with many who have the community's best interest at heart. However, there is a growing influx of people who are less interested in the concept of "we", and more interested in "me". Also, the "silent" majority is closer to a supermajority. I suppose that is typical"

Table 4: Examples of Location and Accessibility Theme

THEME	DESCRIPTION
Location and Accessibility	❖ The *"Location and Accessibility"* theme reveals mixed views among respondents. Some appreciated the clean environment and availability of medical facilities and stores, while others cited difficulties navigating the town's complex street system and a lack of nearby shopping options. Some respondents felt isolated due to their work or health restrictions, while others found it easy to engage with the community. One respondent noted that the town was too large to foster a sense of community, while another felt a sense of community on their street despite being new to the area. Overall, this theme highlights the need for convenient and accessible amenities and infrastructure, as well as a sense of belonging and social interaction to foster a sense of community among residents.
Subcategories	*Significant Statement Examples*
Access	- "No – Access to Sun City from many streets makes it like any other town"
Cleanliness	- "Yes - Clean environment and appearance"
Location	- "Unsure – So many changes over the decades. Lost our local grocery store. No restaurants ever seem to survive here" - "Yes – Lakeview United Methodist, Stores available, Medical facilities available" - "No - Difficult system of streets. Lack of shopping close" - "Yes – I like the area"
Hours of Operation	- "No – I feel isolated because still work parttime and on fixed income that needs me to work" - "Unsure – Few people are outside in the daytime. Hard to meet your neighbors especially if they still work" - "No – I have to work and cannot participate in enough activities to be a bigger part of the community.
Snowbirds	- "Unsure – Huge snowbird population= some have superior attitude" - "Yes – Many people here are snowbirds so it requires some social interaction which most people do" - "No – Snow birds in my area and health reasons keep people behind closed doors"
Time Lived in SC	- "Yes – 20 years ago when I moved here neighbors and people I met at the facilities were friendly and welcoming" - "Unsure – Too soon to know" - "Yes – We have only lived here just over a year and are still exploring all Sun City has to offer"
Too Big	- "No – Probably because it is too large"

- "No – Sun City as a whole is to big, I feel community on our street. We have only been here 2 years so hopefully that feeling will change"

Table 5: Examples of Community Safety and Security Theme

THEME	DESCRIPTION
Community Safety and Security	❖ The *"Community Safety and Security"* theme revealed mixed opinions among respondents. Some expressed concerns about crime, such as the prevalence of homeless individuals breaking into houses and the proximity of a drug rehab center. Others felt safe in Sun City and appreciated the sense of community. However, one respondent reported feeling unsafe due to a recent robbery and the lack of response from the Posse, while another noted that safety in the area has decreased and that action needs to be taken. COVID also emerged as a concern for some respondents, with mixed feelings about how the community responded to the pandemic. Overall, this theme highlights the need for continued efforts to ensure safety and security in Sun City.
Subcategories	*Significant Statement Examples*
COVID	- "No – I moved here right before COVID, sense of community started but then but it seemed to stop. My neighborhood is different than anywhere I have lived, no one talks much to each other, due to age they stay in their homes. Now the only time I see action is when an ambulance approaches. - "Unsure – Moved here at beginning of pandemic and shut down. RCSC staff was hostile about helping me learn how to use facilities and the guidelines/rules" - "Unsure – Moved here during Covid-19, most people were scared and standoffish"
Crime	- "No – I see way to many homeless breaking into houses" - "No – I would not have moved here if I would have known there is a drug rehab center three condos for me and homeless walking the street constantly" - "No – It has changed with all the homeless and crime Not a relaxed feeling anymore people are getting scared and angry"
Safety	- "Yes – I feel safe here in Sun City and a since of community" - "Yes – I feel safe when I walk around my neighborhood or visit any recreation center by myself" - "No – Lack of safety, we were robbed, called Posse three times on a Friday of a 3 day weekend with no response. Called 911 Maricopa County came out in 2 1/2 hrs. response and did not want finger prints or security camera footage, officer said it was unlikely to help with a known 5-6 group of burglars!" - "Yes – but not as safe as it was. Something needs to be done about this"

Table 6: Examples of Social Dynamic Theme

THEME	DESCRIPTION
Social Dynamics	❖ The *"Social Dynamics"* theme revealed a range of perspectives among respondents. Some felt that Sun City resembled high school cliques, with neighbors who could be standoffish and activities dominated by certain groups. Others reported feeling isolated or disinterested in the community due to being single, introverted, or widowed. On the other hand, some respondents expressed satisfaction with the variety of activities available and a sense of neighborliness in their immediate surroundings. However, a few noted that interactions on neighborhood chat rooms could be negative or that some residents had an agenda that could harm the community. Overall, this theme suggests that efforts to foster inclusivity and a sense of community among all residents could be beneficial for the well-being of the Sun City community.
Subcategories	*Significant Statement Examples*
Cliques	- "No – City very much like high school cliques. Have met some good friends here but on the whole stick with them" - "No – Everyone does own thing. Neighbors can be standoffish" - "No – I am single and tend to be friendly. When I first came here and spoke to couples, they looked at me like I was crazy for speaking to them. I would rate friendliness here at about 30 %. Especially at rec centers if you are not part of a 'group' , you are invisible" - "No – People tend to get cliquish within their specific activities. I do not see people shooting to provide what is best for the community"
Lack of Interest	- "No – Actually, I am very introverted so not interested in community" - "No – All my neighbors sold or live out of state most of the year. I haven't attempted to meet people, since my husband passed away. I am feeling more like myself now; I might have to find something to get involved in this year"
Lack of Participation	- "No – I am a widow. The only reason I moved here was because of the affordable home prices. I feel this area is mostly couples and I feel sad and lost" - "No – I don't care what other seniors do. I mind my own business and expect my privacy to be honored"

	- "Unsure – I haven't immersed myself within the community activities. My involvement has been very selective due to Covid and too many Sun City residents do not take precautions" - "Yes – If you are bored in Sun City it is your own fault. Always something to do if you wish"
Rude People	- "Unsure – At times I see neighbors looking out for each other however, when you see these same people on neighborhood chat rooms, they are evil" - "No – I feel the people here are rude and have no respect towards others especially when driving on the road" - "Unsure – I used to feel a sense of community. - But in the past several years there has been a group of trouble makers who have an agenda which will tear Sun City apart. These folks are never happy no matter what and they use half-truths and lies to manipulate naive newcomers. It makes me strongly consider leaving SC after 10 years of home ownership here" - "Unsure – In my immediate neighborhood very much so, but not so much out in the community at large"

Table 7: Examples of Organizational Governance and Communication Theme

THEME	DESCRIPTION
Organizational Governance and Communication	❖ The *"Organizational Governance and Communication"* theme revealed mixed opinions among respondents. Some felt that the community was welcoming and friendly and appreciated the opportunity to live among people of their age group. Others expressed concerns about cliques, lack of interest, lack of participation, and rude people in various aspects of the community, such as the Board and the staff. The political climate was also identified as a source of tension, with some residents offended by mean-spirited signs and flags put up by their neighbors. Renters felt excluded from full participation in the community, while some respondents expressed uncertainty about the impact of the political climate on the community. The need for effective communication and information sharing was also highlighted, as some felt that there was not enough information provided to new residents, while others wished for a weekly publication to keep them informed. Overall, this theme underscores the importance of fostering a sense of community and inclusivity while minimizing divisive factors such as politics and cliques. Effective communication and information sharing can also help ensure a positive community experience for all residents.
Subcategories	***Significant Statement Examples***
Age Restrictions	- "Yes – 55+ community, people our own age" - "No – I retired earlier than most and this community doesn't really welcome younger retirees (will be turning 60 soon)" - "Yes – We are all people that have worked the better part of our lives raising our children, and making a living. Now we are able to settle down, and enjoy the rest of our lives surrounded by people our own age. We help each other as much as we can, and respect each other's property, and privacy"
Board	- "Unsure – Constant arguments" - "Yes – Not as much lately. Way to much bickering and not enough getting done" - "Unsure – Those that constantly complain at meetings" - "Unsure – When we first moved here everything was perfect. People got along, no bickering. Now from RCSC to the individual clubs to much bickering. To many elected officials will their way instead of listening to the wants and needs of people. Or just a couple of non-elected people want to rule their individual clubs, even if majority of people want to keep it status quo. - "Unsure – I have lived in SC for 10 years. It used to feel friendly. Now, the Board Meetings are unfriendly and no longer "neighborly".

		I have sat on college boards, school boards, and nonprofit boards. The RCSC Board seems to be worse than the AZ State House. We are no longer a "community" but more like "unneighborly neighbors". It makes me want to move away!"
HOA	-	"Yes – Within our immediate HOA people were welcoming and there are many ways to get involved"
	-	"No – There are too many HOAs instead of just one for all of Sun City which causes many little communities"
Communication	-	"Yes – The communication within the community"
	-	"No – No internet neighbor communication"
Lack of Information	-	"Unsure – When I moved here last year I felt like I had to figure everything out on my own. A monthly (or quarterly) welcome to new members would be nice"
	-	"Unsure – Not enough info from managerial information doing changes without previous approval adding non useful equipment that only benefits managerial employees and family"
	-	"No – Because there is no weekly publication keeping residents informed"
Political Climate	-	"Unsure – political climate has splintered our country...Sun City included"
	-	"Unsure – There is a political division in this community for the last few years. I am OFFENDED that residents are allowed to put up signs and flags that are mean spirited and offensive to 1/2 the community"
Renter	-	"No – I am a renter. A long term one and have no intention of leaving sun city. But until a long term renter can fully participate in everything including voting petitions, I will never feel a sense of community"
	-	"No – As a long time renter (23 year) I have no voice with anything that happens here. But I do love the amenities"
Rules	-	"No – SCHOA is responsible for enforcement of requirement and restrictions, but does NOT have the resources needed"
	-	"No – I can't stand the overseeing of everyone here and the rules are outrageous"
Staff	-	"Unsure – I was treated rudely by staff. I was given bad information by office staff; overpaid fees and then charged fees to refund my overpayment....never get monthly newsletter....nothing. It is like I don't exist...."
	-	"Unsure – Partly yes but wish the management team was more welcoming and open to suggestions and new ideas. Usually when I have had interaction with either the GM or Ops manager I leave feeling that I should have stayed home and kept my mouth shut. Their

first reaction is to say no and hope we go away. It leaves one with the feeling that they don't care"
- "No – unfriendly staff"

RCSC Activities, Amenities, and Events

Attention to Activities and Amenities

Perceptions are a very important part of "community culture." They also provide a sense of residents' knowledge about the community. Residents were asked to rate the attentiveness of RCSC and its staff on a variety of items.

Q: RCSC offers a wide variety of activities and amenities. How would you rate RCSC's attention to each area below?

This item was measured on a four-point scale (4=Excellent, 3=Good, 2=Average, 1=Poor). The variety of activities rated the highest (M=3.42), and information provided about RCSS Board Policies and Actions rated lowest (M=2.51).

Comparisons by gender indicate minimal differences in opinion. Like the overall sample, the variety of activities/amenities ranked highest by both male and female respondents and information provided about RCSC Board policies/activities ranked lowest. However, female respondents did rate information about Board policies and actions somewhat higher than male respondents (2.80 compared to 2.69).

Comparisons by employment status yielded similar results with one notable exception. Though the variety of activities was still rated highest by all groups, individuals who are employed full-time rated "Time activities/amenities are offered or available" the lowest, while the other two groups continued to rate "Information provided about RCSC Board policies/actions" the lowest. Though individuals with full-time employment still represent a small minority of residents, this may be an area of concern as more individuals continue to work until older ages.

Comparisons by length of residence, and comparisons by seasonal vs Year-round were consistent with the overall population.

The table below shows displays mean scores in order of rating (highest scores at the top) across all items, and following tables display compare results based on gender, employment status, length of Residence, and seasonal vs Year-round Residence.

Table 8: Attention to Activities and Amenities

Activities and Amenities	Mean Score
Variety of activities/amenities	3.42
Quality of activities/amenities	3.31
Landscaping of common areas	3.27
Quality of building maintenance	3.26
Quality of pools/spas	3.26
Quality of fitness facilities	3.26
Proper set up of facilities	3.25
Cost of activities/amenities	3.25
Service by Maintenance staff	3.22
Service by Events & Entertainment Office staff	3.18
Information provided about activities/amenities	3.18
Quality of fitness equipment	3.17
Time activities/amenities are offered or available	3.14
Service by Corporate Office staff	3.09
Overall Responsiveness	3.07
Modernization of fitness equipment	3.01
Information provided about RCSC Board policies/actions	2.76

Table 9: Attention to Activities and Amenities - Gender

Gender		
Activities and Amenities	**Male**	**Female**
Overall Responsiveness	3.04	3.11
Information provided about activities/amenities	3.17	3.25
Service by Corporate Office staff	3.09	3.13
Service by Events & Entertainment Office staff	3.15	3.25
Service by Maintenance staff	3.17	3.28
Information provided about RCSC Board policies/actions	2.69	2.80
Quality of activities/amenities	3.35	3.36
Cost of activities/amenities	3.30	3.34
Variety of activities/amenities	3.48	3.49
Time activities/amenities are offered or available	3.20	3.15
Proper set up of facilities	3.26	3.31
Landscaping of common areas	3.27	3.32
Quality of building maintenance	3.30	3.27
Quality of pools/spas	3.31	3.26
Quality of fitness facilities	3.32	3.26
Quality of fitness equipment	3.20	3.17
Modernization of fitness equipment	3.00	3.02

Table 10: Attention to Activities and Amenities - Length of Residence

How would you rate RCSC's attention to each area below?	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
Overall Responsiveness	3.15	3.01	2.94	2.99	3.02	2.95	3.00
Information provided about activities/amenities	3.20	3.15	3.16	3.17	3.15	2.99	3.15
Service by Corporate Office staff	3.17	3.03	3.02	3.05	3.05	2.83	3.03
Service by Events & Entertainment Office staff	3.24	3.14	3.10	3.09	3.11	3.01	3.07
Service by Maintenance staff	3.29	3.17	3.13	3.26	3.16	3.03	3.13
Information provided about RCSC Board policies/actions	2.85	2.66	2.68	2.81	2.74	2.53	2.81
Quality of activities/amenities	3.33	3.30	3.29	3.33	3.33	3.20	3.27
Cost of activities/amenities	3.28	3.27	3.26	3.21	3.21	3.04	3.05
Variety of activities/amenities	3.45	3.46	3.41	3.45	3.42	3.36	3.34
Time activities/amenities are offered or available	3.11	3.15	3.17	3.23	3.20	3.03	3.05
Proper set up of facilities	3.31	3.23	3.22	3.25	3.22	3.14	2.94
Landscaping of common areas	3.32	3.25	3.21	3.29	3.24	3.32	3.07
Quality of building maintenance	3.31	3.23	3.22	3.22	3.26	3.16	3.23
Quality of pools/spas	3.29	3.24	3.23	3.22	3.27	3.11	3.09
Quality of fitness facilities	3.25	3.25	3.24	3.30	3.32	3.06	3.11
Quality of fitness equipment	3.15	3.18	3.17	3.20	3.20	3.13	3.11
Modernization of fitness equipment	2.98	3.00	3.04	3.05	3.12	3.03	2.95
Other (specify below)	2.61	2.42	2.31	2.42	2.51	2.65	2.53

Table 11: Attention to Activities and Amenities- Employment Status

How would you rate RCSC's attention to each area below?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Overall Responsiveness	3.21	3.09	3.03
Information provided about activities/amenities	3.19	3.20	3.17
Service by Corporate Office staff	3.20	3.06	3.08
Service by Events & Entertainment Office staff	3.23	3.13	3.17
Service by Maintenance staff	3.33	3.22	3.20
Information provided about RCSC Board policies/actions	2.87	2.82	2.73
Quality of activities/amenities	3.27	3.32	3.32
Cost of activities/amenities	3.28	3.25	3.27
Variety of activities/amenities	3.36	3.42	3.46
Time activities/amenities are offered or available	2.74	3.14	3.20
Proper set up of facilities	3.27	3.28	3.26
Landscaping of common areas	3.34	3.30	3.26
Quality of building maintenance	3.33	3.27	3.25
Quality of pools/spas	3.31	3.32	3.25
Quality of fitness facilities	3.26	3.21	3.26
Quality of fitness equipment	3.17	3.12	3.17
Modernization of fitness equipment	3.02	2.95	3.02

Table 12: Attention to Activities and Amenities - Seasonal vs Year Around Residents

How would you rate RCSC's attention to each area below?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year Around**
Overall Responsiveness	3.12	3.02
Information provided about activities/amenities	3.27	3.13
Service by Corporate Office staff	3.20	3.04
Service by Events & Entertainment Office staff	3.27	3.12
Service by Maintenance staff	3.28	3.19
Information provided about RCSC Board policies/actions	2.83	2.72
Quality of activities/amenities	3.40	3.28
Cost of activities/amenities	3.42	3.20
Variety of activities/amenities	3.56	3.40
Time activities/amenities are offered or available	3.28	3.09
Proper set up of facilities	3.33	3.23
Landscaping of common areas	3.29	3.27
Quality of building maintenance	3.36	3.22
Quality of pools/spas	3.37	3.21
Quality of fitness facilities	3.33	3.22
Quality of fitness equipment	3.23	3.14
Modernization of fitness equipment	3.08	2.98

In the open-ended section, other items listed included fitness equipment maintenance, staff professionalism, golf, landscaping, fees, swimming pools, and safety. Respondents note the lack of maintenance of fitness equipment and lack of family-focused amenities.

Current Engagement with RCSC Activities

Respondents also provided information about approximately how many days a week they engaged in different RCSC activities.

Q: How many days a week do you engage in the following activities at RCSC facilities?
The top five activities residents engage in are walking for pleasure, cardio fitness, water walking, weight training, and golf.

Comparisons by gender indicated similar results. For men, the most popular activities (in order of participating at least once a day) were walking for pleasure, cardio fitness, weight training, and golf. Cardio fitness, weight training, and golf received near identical participation for men. For women, the most popular activities (in order of participating at least once a day) were walking for pleasure, water walking, cardio fitness, and mini golf.

Cross-tabs by length of Residence suggest declining participation on several activities based on length of Residence. This is likely attributable to aging and decreased overall activity.

Cross-tabs by employment indicate four activities with the biggest differences in employment comparing individuals who work full-time to individuals who do not work

- Weight training – 51% of individuals who work do at least once a week, compared to only 38% who do not work.
- Golf – 39% of individuals who do not work golf at least once a week, compared to only 27% of individuals who work full-time.
- Cardio fitness – 55% of individuals who work participate in cardio at least once a week compared to only 44% of individuals who do not work.
- Lap swimming – 25% of individuals wo work participate in lap swimming at least once a week compared to only 16%.

The tables below show the daily frequency residents engage in the indicated activities, first by the entire sample and then by gender, employment status, length of residence, and seasonal vs Year-round residents. For ease of viewing, the overall summary tables are divided into two halves.

Top half of activities (Most frequent activities)

Table 13: Frequency of Participation in RCSC Activities

	Days Per Week			
	6-7	**3-5**	**1-2**	**None**
Walking for pleasure	15%	26%	32%	27%
Cardio Fitness	3%	20%	28%	49%
Water Walking	3%	14%	31%	51%
Weight Training	2%	17%	24%	56%
Golf	3%	19%	17%	61%
Sitting by the pool	2%	10%	22%	66%
Mini Golf	1%	3%	36%	60%
Pickleball	4%	6%	10%	80%
Lap Swimming	1%	7%	12%	80%
Card Games	1%	3%	12%	84%
Bowling (10-pin)	0%	2%	15%	83%
Billiards	0%	2%	13%	85%
Woodworking	1%	3%	7%	90%
Ceramics/Pottery	1%	3%	5%	92%
Sewing / Quilting	1%	2%	5%	92%

Lower Half

Lower Half	Days Per Week			
Activities	**6-7**	**3-5**	**1-2**	**None**
Dance Class / Recital	0%	2%	6%	92%
Bocce Ball	0%	1%	6%	92%
Lawn Bowling	1%	1%	3%	95%
Shuffleboard	0%	1%	7%	93%
Glass Crafts	0%	1%	3%	95%
Metalworking	0%	1%	4%	95%
Vintage Vehicle Work	0%	1%	4%	95%
Music Class / Recital	0%	1%	4%	95%
Fine Arts / Painting	0%	1%	3%	96%
Photography/Video	0%	1%	4%	96%
Silversmithing	0%	1%	3%	96%
Tennis	0%	1%	2%	97%
Softball	0%	1%	2%	97%
Lapidary	0%	1%	2%	97%
Water Volleyball	0%	1%	1%	98%

Table 14: Engagement with RCSC Activities - Gender

		Your gender:	
		Male	Female
Lap Swimming	None	82%	82%
	1-2	11%	11%
	3-5	6%	6%
	6-7	1%	1%

		Male	Female
Water Walking	None	63%	48%
	1-2	28%	32%
	3-5	7%	16%
	6-7	2%	4%

		Male	Female
Sitting by the pool	None	71%	67%
	1-2	21%	21%
	3-5	6%	10%
	6-7	1%	2%

		Male	Female
Water Volleyball	None	98%	99%
	1-2	1%	0%
	3-5	1%	1%
	6-7	0%	0%

		Male	Female
Weight Training	None	49%	67%
	1-2	26%	19%
	3-5	22%	13%
	6-7	3%	2%

		Male	Female
Cardio Fitness	None	48%	59%
	1-2	27%	24%
	3-5	21%	15%
	6-7	3%	2%

Shuffleboard		Male	Female
	None	93%	93%
	1-2	6%	6%
	3-5	0%	1%
	6-7	0%	0%

Tennis		Male	Female
	None	96%	97%
	1-2	2%	2%
	3-5	1%	1%
	6-7	0%	0%

Golf		Male	Female
	None	50%	72%
	1-2	19%	14%
	3-5	28%	12%
	6-7	3%	2%

Mini Golf		Male	Female
	None	61%	63%
	1-2	36%	33%
	3-5	3%	3%
	6-7	1%	1%

Bocce Ball		Male	Female
	None	92%	94%
	1-2	7%	5%
	3-5	1%	1%
	6-7	0%	0%

Lawn Bowling		Male	Female
	None	95%	95%
	1-2	2%	3%
	3-5	1%	1%
	6-7	1%	1%

		Male	Female
Softball	None	96%	98%
	1-2	2%	1%
	3-5	2%	0%
	6-7	1%	0%

		Male	Female
Walking for pleasure	None	30%	30%
	1-2	33%	30%
	3-5	25%	25%
	6-7	12%	16%

		Male	Female
Woodworking	None	86%	94%
	1-2	9%	4%
	3-5	3%	2%
	6-7	1%	0%

		Male	Female
Metalworking	None	93%	97%
	1-2	6%	2%
	3-5	1%	1%
	6-7	0%	0%

		Male	Female
Bowling (10-pin)	None	83%	86%
	1-2	15%	12%
	3-5	2%	1%
	6-7	1%	0%

		Male	Female
Billiards	None	81%	89%
	1-2	17%	9%
	3-5	2%	1%
	6-7	0%	0%

		Male	Female

Pickleball	None	78%	83%
	1-2	11%	8%
	3-5	8%	5%
	6-7	3%	4%

		Male	Female
Lapidary	None	97%	97%
	1-2	2%	2%
	3-5	1%	1%
	6-7	0%	0%

		Male	Female
Silversmithing	None	98%	96%
	1-2	1%	3%
	3-5	1%	1%
	6-7	0%	0%

		Male	Female
Ceramics/Pottery	None	97%	89%
	1-2	2%	6%
	3-5	1%	4%
	6-7	1%	2%

		Male	Female
Glass Crafts	None	97%	94%
	1-2	2%	3%
	3-5	1%	2%
	6-7	0%	1%

		Male	Female
Sewing / Quilting	None	97%	90%
	1-2	2%	6%
	3-5	0%	3%
	6-7	0%	1%

		Male	Female
	None	96%	96%

Photography/Video	1-2	3%	3%
	3-5	1%	1%
	6-7	0%	0%

		Male	Female
Fine Arts / Painting	None	97%	96%
	1-2	2%	3%
	3-5	0%	1%
	6-7	0%	0%

		Male	Female
Card Games	None	88%	84%
	1-2	9%	12%
	3-5	2%	3%
	6-7	1%	0%

		Male	Female
Vintage Vehicle Work	None	92%	98%
	1-2	6%	2%
	3-5	1%	0%
	6-7	0%	0%

		Male	Female
Music Class / Recital	None	96%	95%
	1-2	3%	4%
	3-5	1%	1%
	6-7	0%	0%

		Male	Female
Dance Class / Recital	None	96%	93%
	1-2	3%	6%
	3-5	0%	1%
	6-7	0%	0%

		Male	Female
Other (specify below)	None	73%	67%
	1-2	15%	19%

	3-5	9%	9%
	6-7	4%	5%

Table 15: Engagement with RCSC Activities – Length of Residence

Lap Swimming				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	77%	15%	7%	1%
6-10	82%	10%	6%	1%
11-15	84%	10%	5%	1%
16-19	87%	6%	6%	1%
20-25	90%	6%	4%	1%
26-29	91%	2%	7%	0%
30+	81%	14%	2%	2%
Water Walking				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	50%	33%	15%	3%
6-10	54%	33%	11%	2%
11-15	57%	27%	12%	4%
16-19	61%	24%	12%	3%
20-25	66%	23%	8%	4%
26-29	63%	24%	8%	5%
30+	69%	15%	10%	6%
Sitting by the pool				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**

1-5	63%	25%	11%	2%
6-10	69%	22%	8%	1%
11-15	69%	21%	8%	3%
16-19	83%	11%	7%	0%
20-25	84%	12%	1%	2%
26-29	91%	4%	0%	5%
30+	68%	17%	10%	6%

Water Volleyball			
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	98%	1%	1%	0%
6-10	98%	0%	1%	0%
11-15	98%	1%	1%	0%
16-19	99%	0%	1%	0%
20-25	98%	0%	1%	1%
26-29	100%	0%	0%	0%
30+	95%	5%	0%	0%

Weight Training			
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	54%	24%	19%	3%
6-10	56%	25%	17%	2%
11-15	62%	19%	17%	1%
16-19	70%	19%	10%	1%

20-25	70%	15%	12%	2%
26-29	70%	14%	7%	9%
30+	68%	29%	4%	0%

Cardio Fitness				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	52%	25%	20%	3%
6-10	51%	29%	17%	3%
11-15	53%	27%	19%	1%
16-19	62%	24%	12%	2%
20-25	62%	20%	14%	4%
26-29	63%	22%	6%	9%
30+	57%	35%	8%	0%

Shuffleboard				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	92%	8%	1%	0%
6-10	93%	6%	1%	0%
11-15	94%	6%	0%	0%
16-19	96%	4%	0%	0%
20-25	97%	3%	0%	0%
26-29	95%	5%	0%	0%
30+	96%	4%	0%	0%

Tennis

How many years have you lived in Sun City?	How many days a week do you engage in activities at RCSC facilities?			
	None	**1-2**	**3-5**	**6-7**
1-5	97%	2%	1%	0%
6-10	97%	2%	1%	0%
11-15	96%	2%	1%	1%
16-19	96%	2%	2%	1%
20-25	98%	1%	0%	0%
26-29	100%	0%	0%	0%
30+	83%	12%	5%	0%

Golf				
How many years have you lived in Sun City?	How many days a week do you engage in activities at RCSC facilities?			
	None	**1-2**	**3-5**	**6-7**
1-5	66%	16%	16%	2%
6-10	60%	19%	19%	3%
11-15	54%	16%	27%	3%
16-19	64%	13%	20%	3%
20-25	60%	16%	23%	2%
26-29	82%	11%	7%	0%
30+	61%	10%	30%	0%

Mini Golf				
How many years have you lived in Sun City?	How many days a week do you engage in activities at RCSC facilities?			
	None	**1-2**	**3-5**	**6-7**
1-5	57%	39%	3%	1%
6-10	61%	34%	4%	0%

11-15	65%	32%	2%	1%
16-19	68%	29%	1%	1%
20-25	74%	23%	2%	1%
26-29	76%	23%	1%	0%
30+	67%	33%	0%	0%

Bocce Ball				
How many years have you lived in Sun City?	How many days a week do you engage in activities at RCSC facilities?			
	None	1-2	3-5	6-7
1-5	92%	6%	1%	0%
6-10	92%	7%	1%	0%
11-15	95%	5%	1%	0%
16-19	94%	4%	1%	1%
20-25	95%	4%	1%	0%
26-29	98%	0%	2%	0%
30+	100%	0%	0%	0%

Lawn Bowling				
How many years have you lived in Sun City?	How many days a week do you engage in activities at RCSC facilities?			
	None	1-2	3-5	6-7
1-5	95%	4%	1%	1%
6-10	95%	2%	1%	1%
11-15	95%	2%	1%	1%
16-19	95%	4%	1%	1%
20-25	94%	2%	2%	1%
26-29	99%	0%	1%	0%

30+	95%	0%	5%	0%

Softball				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	96%	2%	1%	1%
6-10	98%	1%	1%	0%
11-15	96%	2%	2%	1%
16-19	97%	2%	1%	0%
20-25	99%	0%	0%	0%
26-29	100%	0%	0%	0%
30+	100%	0%	0%	0%

Walking for pleasure				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	27%	32%	25%	16%
6-10	29%	31%	25%	15%
11-15	32%	30%	24%	14%
16-19	34%	31%	25%	10%
20-25	31%	34%	27%	8%
26-29	44%	30%	17%	9%
30+	45%	26%	21%	9%

Woodworking				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**

1-5	90%	7%	2%	0%
6-10	90%	6%	3%	1%
11-15	89%	6%	3%	2%
16-19	91%	7%	2%	0%
20-25	96%	2%	2%	0%
26-29	98%	0%	3%	0%
30+	97%	3%	0%	0%

Metalworking				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	94%	4%	1%	0%
6-10	95%	4%	1%	0%
11-15	95%	4%	1%	0%
16-19	96%	4%	0%	0%
20-25	98%	2%	0%	0%
26-29	96%	4%	0%	0%
30+	97%	3%	0%	0%

Bowling (10-pin)				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	80%	17%	2%	1%
6-10	85%	13%	2%	0%
11-15	87%	11%	2%	1%
16-19	90%	9%	1%	0%

20-25	93%	6%	1%	0%
26-29	89%	11%	0%	0%
30+	98%	3%	0%	0%

Billiards				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	82%	16%	2%	0%
6-10	86%	13%	1%	0%
11-15	86%	13%	1%	0%
16-19	93%	7%	0%	0%
20-25	91%	6%	1%	1%
26-29	95%	5%	0%	0%
30+	84%	14%	3%	0%

Pickleball				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	76%	13%	8%	4%
6-10	78%	9%	8%	5%
11-15	85%	8%	5%	3%
16-19	92%	5%	3%	0%
20-25	96%	3%	1%	1%
26-29	91%	5%	2%	2%
30+	94%	0%	6%	0%

Lapidary

How many years have you lived in Sun City?	How many days a week do you engage in activities at RCSC facilities?			
	None	**1-2**	**3-5**	**6-7**
1-5	97%	2%	1%	0%
6-10	97%	2%	1%	0%
11-15	95%	3%	1%	1%
16-19	98%	2%	0%	0%
20-25	98%	2%	0%	0%
26-29	91%	4%	5%	0%
30+	98%	0%	3%	0%

Silversmithing

How many years have you lived in Sun City?	How many days a week do you engage in activities at RCSC facilities?			
	None	**1-2**	**3-5**	**6-7**
1-5	97%	2%	1%	0%
6-10	97%	2%	1%	0%
11-15	95%	3%	1%	1%
16-19	97%	2%	0%	0%
20-25	99%	1%	0%	0%
26-29	88%	8%	5%	0%
30+	100%	0%	0%	0%

Ceramics/Pottery

How many years have you lived in Sun City?	How many days a week do you engage in activities at RCSC facilities?			
	None	**1-2**	**3-5**	**6-7**
1-5	91%	5%	3%	1%
6-10	92%	4%	3%	1%

11-15	94%	3%	2%	1%
16-19	94%	3%	2%	1%
20-25	94%	2%	2%	1%
26-29	93%	7%	0%	0%
30+	99%	0%	1%	0%

Glass Crafts				
How many years have you lived in Sun City?	**Glass How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	95%	3%	1%	1%
6-10	95%	3%	1%	0%
11-15	96%	3%	1%	0%
16-19	94%	4%	1%	1%
20-25	96%	3%	1%	0%
26-29	95%	2%	2%	0%
30+	100%	0%	0%	0%

Sewing / Quilting				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	93%	5%	2%	0%
6-10	93%	4%	2%	1%
11-15	92%	5%	2%	1%
16-19	93%	5%	2%	1%
20-25	95%	3%	1%	0%
26-29	91%	4%	5%	0%

| 30+ | 95% | 0% | 5% | 0% |

Photography/Video				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	94%	4%	1%	0%
6-10	96%	3%	1%	0%
11-15	97%	3%	0%	0%
16-19	98%	2%	0%	0%
20-25	98%	2%	0%	0%
26-29	99%	1%	0%	0%
30+	98%	3%	0%	0%

Fine Arts / Painting				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	96%	3%	0%	0%
6-10	96%	3%	1%	0%
11-15	97%	2%	1%	0%
16-19	97%	3%	0%	0%
20-25	96%	3%	0%	0%
26-29	94%	6%	0%	0%
30+	95%	5%	0%	0%

Card Games				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**

1-5	86%	12%	2%	0%
6-10	87%	10%	2%	1%
11-15	85%	12%	3%	1%
16-19	83%	13%	3%	1%
20-25	87%	9%	4%	0%
26-29	80%	11%	9%	0%
30+	69%	31%	0%	0%

Vintage Vehicle Work				
How many years have you lived in Sun City?	How many days a week do you engage in activities at RCSC facilities?			
	None	1-2	3-5	6-7
1-5	95%	4%	1%	0%
6-10	94%	4%	1%	1%
11-15	96%	4%	1%	0%
16-19	97%	2%	0%	1%
20-25	95%	3%	1%	0%
26-29	100%	0%	0%	0%
30+	93%	8%	0%	0%

Music Class / Recital				
How many years have you lived in Sun City?	How many days a week do you engage in activities at RCSC facilities?			
	None	1-2	3-5	6-7
1-5	95%	4%	1%	0%
6-10	95%	4%	1%	0%
11-15	96%	4%	0%	0%
16-19	94%	5%	1%	0%

	None	1-2	3-5	6-7
20-25	95%	4%	1%	0%
26-29	94%	6%	0%	0%
30+	92%	3%	5%	0%
Dance Class / Recital				
How many years have you lived in Sun City?	**How many days a week do you engage in activities at RCSC facilities?**			
	None	**1-2**	**3-5**	**6-7**
1-5	94%	4%	1%	0%
6-10	94%	5%	0%	0%
11-15	94%	5%	1%	0%
16-19	94%	4%	2%	0%
20-25	94%	5%	1%	0%
26-29	98%	2%	0%	0%
30+	95%	4%	1%	0%

In the open-ended section "other" listed activities included aqua fitness classes, Yoga, dance clubs, dog parks/training, concerts, computer club, Spanish club and needle crafts. Respondents also mentioned they participate in these activities, but not necessarily on a weekly basis.

Table 16: Percentage of Individuals Participating at least one day by Employment (top 5)

	Are you currently employed while living in Sun City?	
	Yes, full-time	No
Weight Training	51%	38%
Golf	27%	39%
Cardio Fitness	55%	44%
Lap Swimming -	25%	16%
Sitting by the Pool	37%	30%

Q: How often do you participate in the following RCSC activities?

Participants ranked the frequency they participated in several RCSC activities. Items were scored on a 4-point scale (4=Often, 1=Never), and a summary mean score was created. The most frequently attended activity was theater outings (1.94), followed by exercise classes (1.87). The least attended activity was choir (1.01).

Comparisons by gender indicate the largest differences are in exercise classes and water aerobics. In all categories, women participate more frequently than men.

Comparisons by length of residence suggest the largest differences in participation based on length of residence are in computer classes (though it should also be noted that participation in computer classes was generally lower), followed by water aerobics and bridge/card games. In all cases, individuals in the 1-5 years Residence category were more active in activities than individuals who have lived in Sun City longer.

Comparisons by employment status indicate the largest differences to be in bridge/card games and drama activities.

Minimal differences exist in differences by seasonal vs Year-round, with the largest difference being in participation in bingo (year around residents are more frequent participants)

The table below displays results in descending order from most popular to least popular.

Table 17: Frequency of Participation in Activities

How often do you participate in the following RCSC activities?	Average frequency of use
Theater outings	1.94
Exercise classes	1.87
Water aerobics	1.48
Bingo	1.44
Solo outings	1.44
Drama activities	1.41
Bridge / card games	1.37
Computer classes	1.33
Choir	1.08

Table 18: Frequency of Participation in Activities - Gender

How often do you participate in the following RCSC activities?	Male	Female
Exercise classes	2.08	2.66
Water aerobics	1.39	1.84
Theater outings	1.96	2.19
Bridge / card games	1.33	1.51
Bingo	1.36	1.61
Drama activities	1.38	1.62
Computer classes	1.42	1.43
Solo outings	1.43	1.61
Choir	1.08	1.12

Table 19: Frequency of Participation in Activities - Length of Residence

How often do you participate in the following RCSC activities?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-20**	**20-25**	**26-29**	**30+**
Exercise classes	1.48	1.51	1.55	1.53	1.53	1.43	1.84
Water aerobics	1.31	1.32	1.4	1.44	1.35	1.36	1.72
Theater outings	1.84	1.8	1.88	1.79	1.82	1.86	2.08
Bridge / card games	1.31	1.28	1.34	1.34	1.43	1.45	1.66
Bingo	1.4	1.39	1.4	1.36	1.34	1.27	1.38
Drama activities	1.32	1.35	1.39	1.44	1.37	1.4	1.35
Computer classes	1.16	1.24	1.37	1.46	1.53	1.54	1.63
Solo outings	1.4	1.36	1.39	1.34	1.37	1.41	1.53
Choir	1.06	1.06	1.09	1.1	1.07	1.02	1.04

Table 20: Frequency of Participation in Activities - Employment

How often do you participate in the following RCSC activities?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Exercise classes	1.46	1.51	1.52
Water aerobics	1.30	1.27	1.36
Theater outings	1.70	1.77	1.86
Bridge / card games	1.19	1.27	1.35
Bingo	1.35	1.41	1.39
Drama activities	1.23	1.34	1.37
Computer classes	1.12	1.25	1.29
Solo outings	1.39	1.41	1.38
Choir	1.46	1.51	1.52

Table 21: Frequency of Participation in Activities - Seasonal vs Year-round

How often do you participate in the following RCSC activities?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Exercise classes	1.55	1.50
Water aerobics	1.33	1.36
Theater outings	1.94	1.79
Bridge / card games	1.32	1.33
Bingo	1.34	1.41
Drama activities	1.35	1.35
Computer classes	1.30	1.25
Solo outings	1.40	1.38
Choir	1.07	1.07

Q: How often do you participate in the following RCSC Events?

Respondents indicated how frequently they participated in RCSC events. Special events scored the highest (2.51), followed by the concert series (2.49). The least attended RCSC events were state parties (1.22) and weekly dances (1.44).

Special events were also the most frequently participated in activity for women; however, concerts ranked highest for men (with special events being the second highest). The biggest difference in participation based on gender was for craft sales (women were much more active participants).

Based on years of Residence, special events ranked the highest for all Residence lengths except 6-10 years (concerts ranked highest, followed closely by special events), and 16-20 years (craft sales ranked highest, followed closely by special events)

Special events also ranked highest for all employment categories. Participation in potlucks exhibited the largest discrepancy between full-time employed and not employed respondents (not employed were much more likely to participate).

Table 22: Frequency of Participation in Events

Event	Average Frequency of Participation
Special events	2.51
Concert series	2.49
Craft sales	2.43
Food trucks	1.93
Vendor sales	1.84
Private parties	1.76
Educational seminars	1.71
Potlucks	1.63
SC food events	1.63
Ice cream socials	1.48
Planned happy hours	1.46
Weekly dances	1.44
State parties	1.22

Table 23: Frequency of Participation in Events - Gender

How often do you participate in the following RCSC Events?	Gender	
	Male	**Female**
Potlucks	1.66	1.78
Private parties	1.83	1.89
Vendor sales	1.82	2.01
Craft sales	2.26	2.75
Special events	2.49	2.77
Ice cream socials	1.51	1.64
Planned happy hours	1.53	1.58
Educational seminars	1.75	1.93
State parties	1.28	1.28
SC food events	1.69	1.79
Weekly dances	1.47	1.61
Concert series	2.58	2.70
Food trucks	2.00	2.09

Table 24: Frequency of Participation in Events - Length Residence

How often do you participate in the following RCSC Events?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Potlucks	1.53	1.58	1.69	1.57	1.56	1.64	1.43
Private parties	1.64	1.72	1.85	1.70	1.7	1.63	1.57
Vendor sales	1.77	1.79	1.84	1.66	1.71	1.59	1.91
Craft sales	2.27	2.36	2.48	2.30	2.38	2.28	2.35
Special events	2.38	2.48	2.52	2.29	2.4	2.35	2.41
Ice cream socials	1.38	1.42	1.45	1.43	1.54	1.60	1.40
Planned happy hours	1.44	1.4	1.42	1.28	1.32	1.22	1.30
Educational seminars	1.61	1.76	1.67	1.74	1.62	1.9	1.62
State parties	1.17	1.15	1.23	1.18	1.33	1.16	1.07
SC food events	1.56	1.56	1.64	1.48	1.58	1.44	1.55
Weekly dances	1.33	1.41	1.39	1.26	1.34	1.36	1.12
Concert series	2.37	2.51	2.52	2.12	2.28	2.11	2.28
Food trucks	1.88	1.89	1.96	1.67	1.72	1.69	1.84

Table 25: Frequency of Participation in Events- Employment Status

How often do you participate in the following RCSC events?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Potlucks	1.37	1.60	1.60
Private parties	1.56	1.74	1.72
Vendor sales	1.65	1.95	1.79
Craft sales	2.19	2.36	2.37
Special events	2.28	2.52	2.45
Ice cream socials	1.38	1.54	1.41
Planned happy hours	1.37	1.50	1.40
Educational seminars	1.43	1.73	1.65
State parties	1.15	1.21	1.19
SC food events	1.44	1.67	1.58
Weekly dances	1.37	1.43	1.36
Concert series	2.21	2.39	2.45
Food trucks	1.81	1.93	1.88

Table 26: Frequency of Participation in Events - Seasonal vs Year-round

How often do you participate in the following RCSC events?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Potlucks	1.60	1.57
Private parties	1.73	1.70
Vendor sales	1.83	1.77
Craft sales	2.44	2.32
Special events	2.56	2.39
Ice cream socials	1.38	1.44
Planned happy hours	1.49	1.37
Educational seminars	1.69	1.61
State parties	1.26	1.15
SC food events	1.59	1.57
Weekly dances	1.34	1.38
Concert series	2.66	2.32
Food trucks	1.99	1.83

Q: Since moving to Sun City are there any new activities you have begun?
Participants also indicated if they had started any new activities since moving to Sun City. Sixty-four percent (64%) of the respondents indicated that they had started a new activity. Cross-tabs suggest that women and individuals who are not employed were more likely to begin a new activity.

Table 27: Starting New Activities at SC – Gender

Since moving to Sun City are there any new activities you have begun?	Gender	
	Male	**Female**
Yes	62%	74%
No	38%	26%

Table 28: Starting New Activities at SC – Residence

Since moving to Sun City are there any new activities you have begun?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Yes	62%	62%	64%	58%	57%	65%	60%

Table 29: Starting New Activities at SC – Employment

Since moving to Sun City are there any new activities you have begun?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Yes	50%	62%	63%

Table 30: Starting New Activities at SC – Seasonal vs Year-round

Since moving to Sun City are there any new activities you have begun?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Yes	64%	61%

Q: Are there any RCSC activities you no longer engage in?

Respondents were also asked if there were any activities that they no longer engage in. Thirty-four percent (34%) indicated that they had stopped at least one activity. Women, longer-term residents, not employed residents, and year-round residents were most likely to have stopped an activity. However, it should be noted that these groups were also often the most active (except for longer-term residents)

Table 31: RCSC Activities No longer Engaged In- Gender

Are there any RCSC activities you no longer engage in?	Gender	
	Male	**Female**
Yes	28%	37%

Table 32: RCSC Activities No longer Engaged In - Residence

Are there any RCSC activities you no longer engage in?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Yes	19%	33%	44%	49%	54%	75%	47%

Table 33: RCSC Activities No longer Engaged In - Employment

Are there any RCSC activities you no longer engage in?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Yes	17%	27%	35%

Table 34: RCSC Activities No longer Engaged In - Seasonal vs Year-round

Are there any RCSC activities you no longer engage in?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Yes	27%	36%

Q: Have you ever wanted to take part in RCSC activities but did not do so?

We were also interested in barriers to participation. First, participants were asked if there was ever an activity that they wanted to participate in but did not. Fifty-five percent (55%) of respondents indicated that they had not participated in something that they had wanted to. Notable differences among groups were based on gender (63% of women compared to 47% of men) and employment status (69% of full-time employed versus only 50% of not employed)

Table 35: Participation in Activities - Gender

Have you ever wanted to take part in RCSC Activities but did not do so?	Gender	
	Male	**Female**
Yes	47%	63%

Table 36: Participation in Activities - Residence

Have you ever wanted to take part in RCSC Activities but did not do so?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Yes	60%	51%	50%	46%	41%	58%	38%

Table 37: Participation in Activities - Employment

Have you ever wanted to take part in RCSC Activities but did not do so?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Yes	69%	63%	50%

Table 38: Participation in Activities - Seasonal vs Year-round

Have you ever wanted to take part in RCSC Activities but did not do so?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Yes	49%	55%

Q: What reasons have impacted your participation?

The next question asked what reasons had impacted participation. The most common barrier was that the hours did not fit the individual's schedule (43% of individuals selected this), followed by not having the time (28%). The least frequent barriers included lack of transportation (1%), not feeling safe (2%), unable to go out at night (5%), cost (6%), and lack of interest (6%).

Comparisons by gender suggest that the hours not fitting one's schedule is the top barrier to participation for both men and women. Not having someone to participate with was the biggest difference in men versus women – 19% of women indicated that this was a barrier, compared to only 10% of men.

Comparisons by length of residence indicate only minimal differences. The number one barrier for individuals who have resided in Sun City for 16-26 years was health, followed by the hours not fitting their schedule.

Hours not fitting one's schedule was the top reasons for all status of employment and was particularly pronounced for individuals who are full-time employed – 62% of individuals who are employed full-time listed this as a barrier to participation.

The top reason for both seasonal and year-round residents was that the hours did not fit their schedule.

Other reasons given for discontinuing participation included health concerns, overcrowding, and physical limitations.

Table 39: Reasons impacting participation

Reason	% of Individuals
The hours do not fit my schedule	39%
I do not have the time	28%
My health/physical conditions hinders me	19%
I have no one with whom to participate	15%
I do not know what is offered	12%
My spouse's/partner's health/physical condition hinders me	11%
It costs too much	6%
What I like to do is not available	6%
I cannot go out at night	5%
I do not feel safe	2%
I have no way to get to the activities	1%

Table 40: Reasons impacting participation - Gender

Reason	Male	Female
I do not have the time	31%	26%
The hours do not fit my schedule	36%	42%
My health/physical conditions hinders me	17%	20%
My spouse's/partner's health/physical condition hinders me	13%	10%
I have no one with whom to participate	10%	19%
It costs too much	4%	7%
I do not know what is offered	13%	11%
What I like to do is not available	6%	6%
I cannot go out at night	2%	6%
I have no way to get to the activities	0%	2%
I do not feel safe	2%	2%

Table 41: Reasons Impacting Participation - Length of Residence

What reasons have impacted your participation?	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
I do not have the time	27%	30%	29%	26%	24%	16%	32%
The hours do not fit my schedule	42%	42%	36%	32%	29%	22%	26%
My health/physical conditions hinders me	14%	17%	23%	25%	34%	45%	32%
My spouse's/partner's health/physical condition hinders me	7%	11%	14%	21%	18%	20%	6%
I have no one with whom to participate	17%	14%	12%	15%	14%	12%	16%
It costs too much	6%	5%	7%	7%	4%	2%	6%
I do not know what is offered	15%	11%	9%	10%	6%	6%	6%
What I like to do is not available	7%	7%	7%	5%	2%	6%	3%
I cannot go out at night	3%	5%	3%	11%	9%	12%	10%
I have not way to get to the activities	1%	1%	1%	3%	1%	2%	0%
I do not feel safe	2%	3%	2%	2%	1%	6%	3%
Other (specify below)	17%	15%	17%	14%	15%	8%	6%

Table 42: Reasons Impacting Participation - Employment Status

Reason	Yes, full-time	Yes, part-time	No
I do not have the time	42%	49%	22%
The hours do not fit my schedule	65%	49%	35%
My health/physical conditions hinders me	6%	9%	22%
My spouse's/partner's health/physical condition hinders me	5%	10%	12%
I have no one with whom to participate	9%	19%	16%
It costs too much	4%	5%	6%
I do not know what is offered	15%	11%	12%
What I like to do is not available	6%	5%	6%
I cannot go out at night	1%	2%	5%
I have no way to get to the activities	1%	0%	1%
I do not feel safe	1%	2%	2%

Table 43: Reasons Impacting Participation - Seasonal vs Year-Round

Reason	Seasonal	Year Around
I do not have the time	29%	28%
The hours do not fit my schedule	35%	42%
My health/physical conditions hinders me	13%	22%
My spouse's/partner's health/physical condition hinders me	12%	10%
I have no one with whom to participate	15%	15%
It costs too much	3%	7%
I do not know what is offered	13%	11%
What I like to do is not available	7%	6%
I cannot go out at night	2%	6%
I have no way to get to the activities	1%	1%
I do not feel safe	1%	2%

An open-ended question allowed respondents to expand on what activities they believed were priced too high, just right, and too low.

Q: Please indicate your opinion on the pricing structures for RCSC activities and events
Participants were also asked their opinion on the pricing structure of concerns/entertainment. Most participants felt that the pricing was just right (61%). Percentages were also consistent across cross-tabs.

A further question asked participants to list what activities they felt were priced too high, just right, and too low.

Q-: What RCSC activities/events/amenities do you feel are priced: Too High, Just Right, and Too Low."

<p style="text-align:center">*Too High*</p>

When analyzing the feedback received in response to the research question, "What RCSC activities/events/amenities do you feel are priced: Too High, "Community Events and Engagement" theme had the most respondents. The subcategories of the theme were: Activities, Clubs, Concerts, Entertainment, Movies, NextGen, and Restaurants. These categories suggest that the residents of Sun City, AZ are highly engaged in social activities and are keen on participating in a wide range of events but at a lower price.

Looking at the responses from the question, there is concern about the pricing of community events and engagement activities. Respondents mentioned specific activities such as Softball, Club activities, Pottery, Stained Glass, Stenciling, and Wood Shop, all of which were perceived to be too expensive.

Concerts were mentioned several times, with respondents citing rising prices for music concerts, season concert tickets, Sun Dial concerts, Wednesday night shows, winter concerts, concert series, and indoor concerts. Similarly, entertainment costs, including bands, monthly tributes, plays, and movies, were also highlighted as too high. Furthermore, the data analysis mentioned the NextGen program as being too expensive. Finally, the restaurant in the bowling alley was also mentioned as having high prices.

In conclusion, the "Community Events and Engagement" theme emerged as the most prominent theme from the data analysis, indicating that respondents are particularly concerned about the pricing of community events, concerts, and entertainment-related activities.

<p style="text-align:center">*Just Right*</p>

When analyzing the feedback received in response to the research question, "What RCSC activities/events/amenities do you feel are priced: Just Right," the "Activities and Entertainment" theme had the most respondents. The subcategories of the theme were: Activities, Art, Bingo, Bowling, Clubs, Concerts, Classes, Dances, Entertainment, Fitness, Golf, Lawn Bowling, Pickleball, and Pools.

The responses from the question about the RCSC activities/events/amenities that were priced just right were also related to the Activities and Entertainment theme. The responses indicated that activity club fees, art classes, bingo, bowling club fees, clubs dues, concert series, classes, all dance clubs, line dance, Zumba, Tip top dance, community theater, movies, plays, aqua fitness, exercise classes, softball, tennis, yoga, after 5 pm golf pass, golf, mini-golf, lawn bowling, pickleball club, pool access, and swimming were all priced just right.

These responses clearly show that the RCSC activities and entertainment options are valued by the community and that the pricing for these options is seen as fair. The mention of various clubs,

classes, and events also suggests that the community values the social and recreational opportunities that the RCSC provides. Overall, the prominence of the "Activities and Entertainment" theme in the data analysis and the positive responses related to it indicates that the RCSC's pricing strategy for these amenities is effective and well-received by the community.

Too Low

When analyzing the feedback received in response to the research question, "What RCSC activities/events/amenities do you feel are priced: Too Low," it was found that the "Other" theme had the most respondents.

The responses within the "Other" theme suggest that some individuals feel that everything is priced too low, while others feel that nothing is priced too low. For example, one participant stated, "Everything is too low. You get what you pay for. For example, if you need traffic control at a concert at Sun Dial then contract out for it." This response indicates that the individual believes that the pricing of all RCSC activities/events/amenities is too low and that contracting out for specific services may be necessary to ensure quality.

In contrast, another participant responded with "None" or "Nothing is priced too low," indicating that they do not feel that any of the RCSC activities/events/amenities are priced too low. This perspective suggests that some individuals may believe that the current pricing accurately reflects the value of the services provided or that prices are too high. Overall, the data analysis indicates that the "Other" theme was the most prominent, with varying opinions regarding whether or not any RCSC activities/events/amenities are priced too low.

Overall, most respondents were female. In terms of age groups, For the average number of months living in Sun City per year, most respondents reported living in Sun City for 7-12 months per year. Lastly, for the total number of years lived in Sun City, the largest proportion of respondents had lived in Sun City for 1-5 years and, secondly, 6-10 years. Overall, the distribution of respondents across demographic categories varied across themes, highlighting the importance of considering demographic factors when analyzing community feedback.

Q: What RCSC activities/events/amenities do you feel are priced: - Too High

There was a total of 1203 survey respondents that answered this question. The themes emerging from the data analysis are categorized into three main groups. These three resulting themes, subcategories, and significant statement examples are presented in Tables 1-3.

Themes and Subcategories

- ❖ **Community Events and Engagement:** Activities, Clubs, Concerts, Entertainment, Movies, NextGen, Restaurants
- ❖ **Fees:** Annual, Buy-in, Everything, HOA, Passes, Guests
- ❖ **Fitness and Recreation:** Bowling, Facilities, Golf, Instructors, Pickleball, Pools, Trainers

Table 44: Examples from Community Events and Engagement Pricing Theme

THEME	DESCRIPTION
Community Events and Engagement	❖ The theme of "*Community Events and Engagement*" pertains to the various activities, clubs, concerts, entertainment, movies, Next Gen, and restaurants offered by the RCSC in Sun City, AZ. Respondents who highlighted this theme expressed concerns about the affordability of these amenities, specifically identifying which activities/events are priced too high. Participants listed several examples of amenities that they felt were overpriced, such as music concerts, club activity fees, entertainment costs, and restaurant prices in the bowling alley. This theme highlights the importance of making community events and engagement activities more accessible to all residents, including those with limited financial resources. Respondents suggest that certain club memberships should be free, and that the prices of music concerts and other entertainment events have risen sharply in recent years. The theme also suggests that residents would like to have more affordable options for movies, and other recreational activities.
Subcategories	*Significant Statement Examples*
Activities	- "Programs at Sun Dial" - "Softball"
Clubs	- "Club activities" - "Club activity fees, except for needed class supplies, because we pay for center use" - "Club memberships should be free" - "Pottery" - "Stain glass" - "Stenciling" - "Wood shop"
Concerts	- "Music Concert prices of risen very sharp late" - "Season concert tickets" - "Sun Dial Concerts" - "Wednesday night shows" - "Winter concerts" - "Concert series" - "Indoor Concerts"
Entertainment	- "Entertainment costs" - "Entertainment – bands" - "Monthly tribute" - "Music" - "Plays"
Movies	- "Movies"

NextGen	-	"NextGen"
Restaurants	-	"Restaurant in bowling alley"

Table 45: Examples of Fees Pricing Theme

THEME	DESCRIPTION
Fees	❖ The *"Fees"* theme pertains to the pricing of various RCSC activities/events/amenities in the community. Respondents who highlighted this theme are interested in various aspects related to fees, such as the affordability of annual fees, dues, and purchasing fees, as well as the cost of HOA fees, passes, and guest cards. Many respondents expressed that they feel that the fees for all activities and amenities are too high, including annual assessments and yearly fees. They also mentioned that buy-in fees and visitor passes for families should be lower or offered without charge.
Subcategories	*Significant Statement Examples*
Annual	- "Annual assessment" - "Annual fees" - "Annual dues for singles" - "Real Estate Purchasing Fees" - "Yearly fees should be lower"
Buy In	- "Buy in when changing name on deed to a trust"
Everything	- "All activities for members" - "Everything is too expensive" - "All because we already pay REC fees, why do we pay again?"
HOA	- "HOA Fees"
Passes	- "Visitor passes for families"
Guests	- "Punch card as there should not be charge for guest" - "Guest card"

Table 46: Examples of Fitness and Recreation Pricing Theme

THEME	DESCRIPTION
Fitness and Recreation	❖ The *"Fitness and Recreation"* theme pertains to the pricing of various activities, amenities, and services related to fitness and recreation in the community. Respondents who highlighted this theme are interested in various aspects related to the pricing of these activities, such as the affordability of bowling and its associated café, the cost of centers and amenities, the price of golfing and the quality of courses, the dues for

Pickleball clubs, the fees for personal trainers, and the rates for non-member golfing.

Subcategories	Significant Statement Examples
Bowling	- "Bowling and the café in bowling centers" - "Bowling for residents"
Facilities	- "Centers" - "Amenities"
Golf	- "Golf - especially for the quality of course being played" - "Golf (for residents)" - "Golf for members of Non-members have better rates" - "Golfing and cart rental, No REFUNDS when unable to finish a 9 hole round when you paid for 18!"
Instructors	- "Activity clubs that don't offer trained professionals as instructors"
Pickleball	- "Pickle ball club dues"
Pool	- "Pool"
Trainers	- "Personal trainers"

Q: What RCSC activities/events/amenities do you feel are priced: - Just Right

There was a total of 1592 survey respondents that answered this question. The themes emerging from the data analysis are categorized into three main groups. These three resulting themes, subcategories, and significant statement examples are presented below.

Themes and Subcategories

- ❖ **Activities and Entertainment:** Activities, Art, Bingo, Bowling, Clubs, Concerts, Classes, Dances, Entertainment, Fitness, Golf, Lawn Bowling, Pickleball, Pools
- ❖ **Amenities and Facilities:** Amenities, Facilities, Food, RV Storage, Sun Bowl, Passes, Rec Card
- ❖ **Affordability:** Annual, Everything, Fees, Free Stuff, Taxes, Just Right, Mostly Everything, Nothing

Table 47: Examples of Activities and Entertainment Pricing Theme

THEME	DESCRIPTION
Activities and Entertainment	❖ The *"Activities and Entertainment"* theme relates to the various events and amenities offered by the RCSC in Sun City AZ, including activities like bowling, art classes, fitness classes, concerts, and access to pools and golf courses. Participants who mentioned this theme expressed their opinions on the pricing of various RCSC activities and events. They felt that some activities, such as bingo, lawn bowling, and pickleball club fees, were priced just right. They also noted that concert attendance would drop if the prices were raised too high, and that concerts were fairly priced for most events. Additionally, some participants felt that activities like golf and art classes should be priced higher for non-RCSC people.
Subcategories	*Significant Statement Examples*
Activities	- "Activity club fees"
Art	- "Art Classes"
Bingo	- " Bingo"
Bowling	- "Bowling club fees"
Clubs	- "Clubs dues"
Concerts	- "Concert series" - "Concerts are fairly priced for most events; attendance would drop if it was raised"
Classes	- "Classes"
Dances	- "All dance clubs" - "Line dance" - "Zumba" - "Tip top dance"
Entertainment	- "Community theater" - "Movies" - "Plays"
Fitness	- "Aqua Fitness" - "Exercise Classes" - "Softball" - "Tennis" - Yoga"
Golf	- "After 5pm golf pass" - "Golf, but should be higher for non-RCSC people"

	- "Mini golf"
Lawn Bowling	- "Lawn Bowling"
Pickleball	- "Pickleball club"
Pools	- "Pool Access" - "Swimming"

Table 48: Examples of Amenities and Facilities Pricing Theme

THEME	DESCRIPTION
Amenities and Facilities	❖ The *"Amenities and Facilities"* theme pertains to the various activities, events, and amenities available at the RCSC (Recreation Centers of Sun City) and how participants perceive their pricing. Respondents who highlighted this theme are interested in different aspects related to amenities and facilities, such as the pricing of food and RV storage, access to the Sun Bowl and passes, and the cost of membership cards. The majority of the participants felt that the amenities and facilities were priced just right, including the RV storage, Sun Bowl, outdoor concerts, guest passes, and punch cards. Some respondents expressed concerns about price hikes for recreation centers and food prices.
Subcategories	*Significant Statement Examples*
Amenities	- "All amenities are priced very well!"
Facilities	- "Rec center fees, see no need to increase" - "Recreation centers - prior to new price hike"
Food	- " Food prices"
RV Storage	- "RV Storage"
Sun Bowl	- "Sun Bowl" - "Sun Bowl outdoor concerts"
Passes	- "The guest passes are a true gift for when friends/family visit!" - "Punch Cards"
Rec Card	- "Privilege cards, guest passes" - "Rec card"

Table 49: Examples of Affordability Pricing Theme

THEME	DESCRIPTION
Affordability	❖ The *"Affordability"* theme pertains to the perceived value of the various RCSC activities, events, and amenities offered in Sun City AZ. Respondents who highlighted this theme are interested in the pricing of annual fees, everything that is offered, fees for specific events or amenities, free activities, taxes, and whether or not they feel the pricing is just right. Some participants expressed satisfaction with the current pricing, while others were critical of the high or low prices.
Subcategories	*Significant Statement Examples*

Annual	-	"Annual fee as you have a lot of buildings and areas to maintain-- the people/staff you have are amazing"
Everything	-	"All"
	-	"All I have attended"
	-	"Current pricing seems relatively fair"
Fees	-	" Homeowners fees"
	-	"SCHOA Fees"
Free	-	"Free Concerts"
	-	"Free Movies"
	-	"Anything that is free!"
Taxes	-	"Taxes"
Just Right	-	"Just Right"
Mostly Everything	-	"Most"
	-	"Most clubs"
Nothing	-	"Nothing – it all seems too high or too low"

Q: What RCSC activities/events/amenities do you feel are priced: - _Too low_

There was a total of 654 survey respondents that answered this question. The themes emerging from the data analysis are categorized into four main groups. These four resulting themes, subcategories, and significant statement examples are presented below.

Themes and Subcategories

❖ **Sports and Recreation:** Activities, Bowling, Carts, Clubs, Fitness, Golf, Lawn Bowling, Pickleball
❖ **Entertainment:** Concerts, Movies, Theater
❖ **Facilities and Amenities:** Dogs, Facilities, Fees, Non-Residents, Sun Bowl, Sun Dial
❖ **Other:** Everything, Nothing

Table 50: Examples of Sports and Recreation Pricing Theme

THEME	DESCRIPTION
Sports and Recreation	❖ The *"Sports and Recreation"* theme pertains to various activities and amenities offered by RCSC, including bowling, carts, fitness, golf, lawn bowling, and pickleball. Respondents who highlighted this theme expressed that they feel certain activities and amenities are priced too low, particularly for non-RCSC members. These include all activities for non-members, bowling for non-RCSC members, rental carts, club memberships, water aerobics, yoga, golf - especially for people outside of Sun City, mini golf, lawn bowling, and pickleball.
Subcategories	***Significant Statement Examples***
Activities	- "All activities for non-members"
Bowling	- "Bowling for non- RCSC members"
Carts	- "For rental carts"
Clubs	- "Club memberships"
Fitness	- "Water aerobics" - "Yoga"
Golf	- "Golf – especially for people outside of Sun City" - "Mini golf"
Lawn Bowling	- "Lawn bowling"
Pickleball	- "Pickleball"

Table 51: Examples of Entertainment Pricing Theme

THEME	DESCRIPTION
Entertainment	❖ The *"Entertainment"* theme pertains to the various activities and amenities related to entertainment that are provided by the RCSC. Respondents who highlighted this theme are interested in aspects related to concerts, movies, and theater. Specifically, some respondents feel that the current pricing for these activities and events is too low. For example, one respondent suggested raising the price of concerts and providing better entertainment, while another mentioned movies and plays. Additionally, one respondent mentioned that theater is priced at $5/year, which may be perceived as too low by some.
Subcategories	***Significant Statement Examples***
Concerts	- "Concerts. Raise the price and provide better entertainment"
Movies	- "Movies"
Theater	- " Plays" - "Theater $5/yr"

Table 52: Examples of Facilities and Amenities Pricing Theme

THEME	DESCRIPTION
Facilities and Amenities	❖ The *"Facilities and Amenities"* theme pertains to various aspects related to the recreational amenities and activities offered by RCSC. Respondents who highlighted this theme are interested in the pricing of different RCSC activities/events/amenities, such as the fees for dog parks, overall use of RCSC facilities, golf prices for public players, guest passes, Sun Bowl, Sun Dial Concert Series, and more. The responses indicate that some participants feel that certain amenities are priced too low, such as the annual fee for overall use of RCSC facilities and golf prices for public players. Others suggest that fees in general should be increased, or that "outside" players should be charged a lot more. Furthermore, some participants suggest that certain amenities, like Sun Bowl and Sun Dial Concert Series, need better entertainment for a small fee.
Subcategories	*Significant Statement Examples*
Dogs	- "Dog parks"
Facilities	- "Overall use of RCSC facilities - I think the annual fee is to low; if we charged a fee for sun bowl that might help budget"
Fees	- "Fees in general"
Non-Residents	- "Golf prices are too low for the public especially when you compare prices to other courses around Sun City" - "Guest passes" - "TOO LOW for "outside" players. They need to pay a lot more!!"
Sun Bowl	- "Sun bowl needs better entertainment for a small fee"
Sun Dial	- "Sun Dial Concert Series"

Table 53: "Other" Pricing Examples

THEME	DESCRIPTION
Other	❖ The *"Other"* theme pertains to the perceived value of the various activities, events, and amenities offered by the community recreational facilities in Sun City AZ. Participants who responded "Everything is too low" expressed a belief that all activities, events, and amenities offered by the RCSC are undervalued and should be priced higher to reflect their worth. They feel that paying more would result in better

quality services and experiences. The participant who responded "None" indicated that they did not feel that any RCSC activities, events, or amenities were priced too low. This suggests that they perceive the current prices to be reasonable and reflective of the value they receive. Lastly, the participant who responded "Nothing is too low" indicated that they believe that all activities, events, and amenities offered by the RCSC are priced appropriately and that none of them are priced too low. This suggests that they are satisfied with the current prices and do not feel the need for any changes in pricing

Subcategories	Significant Statement Examples
Everything	- "Everything is too low. You get what you pay for. For example, if you need traffic control at a concert at Sun Dial then contract out for it"
Nothing	- "None" - "Nothing is too low"

Involvement with Board Activities

A series of questions asked about engagement with the RCSC Board. Specific results are displayed below.

Q: Do you attend Board meetings in-person?
This question was asked on a four-point scale (4=Always; 1=Never). Ninety-two percent of respondents indicated that they never (55%) or rarely (37%) attend Board meetings in person. Mean scores were calculated for cross-tabs. Individuals who have lived in Sun City longer, were not employed, and lived in Sun City year-round were somewhat more likely to attend board meetings in person.

Table 54: In-Person Board Meeting Attendance
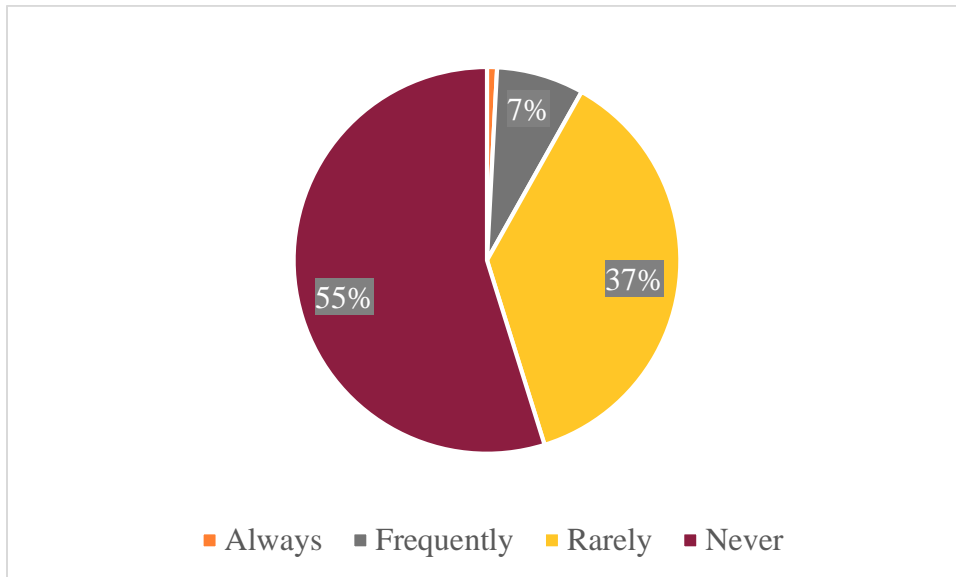
Table 55: In-Person Board Meeting Attendance – Gender

Do you attend Board meetings in-person?	Gender	
	Male	**Female**
Mean	1.63	1.60

Table 56: In-Person Board Meeting Attendance – Length of Residence

Do you attend Board meetings in-person?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Mean	1.46	1.54	1.57	1.58	1.56	1.78	1.52

Table 57: In-Person Board Meeting Attendance – Employment Status

Do you attend Board meetings in-person?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Yes	1.36	1.55	1.54

Table 58: In-Person Board Meeting Attendance -Seasonal vs Year-round

Do you attend Board meetings in-person?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Yes	1.47	1.55

Q: Do you watch the Board meetings online on the RCSC YouTube channel?

Though still low, engagement with Board meetings online was substantially higher than in-person engagement. Twenty percent (20%) of respondents indicated that they always (4%) or frequently (16%) watch the Board meetings online while approximately half (48%) still indicated that they never watched the Board meetings. As with the above, mean scores were calculated for cross-tab purposes. Cross-tabs did not suggest any particularly meaningful differences among groups.

Table 59: Online Board Meetings
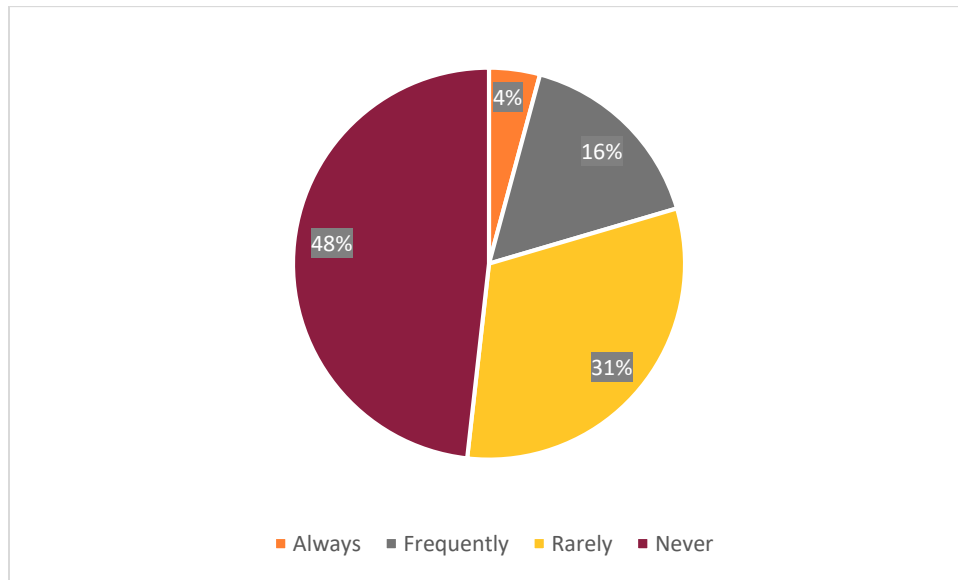
Table 60: Board Meetings Online – Gender

Do you watch the Board meetings online on the RCSC YouTube Channel?	Gender	
	Male	**Female**
Mean	1.85	1.84

Table 61: Board Meetings Online – Length of Residence

Do you watch the Board meetings online on the RCSC YouTube Channel?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Mean	1.71	1.79	1.88	1.76	1.78	1.66	2.13

Table 62: Board Meetings Online – Employment Status

Do you watch the Board meetings online on the RCSC YouTube Channel?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Yes	1.75	1.76	1.77

Table 63: Board Meetings Online - Seasonal vs Year-round

Do you watch the Board meetings online on the RCSC YouTube Channel?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Yes	1.72	1.80

Q: Do you read the minutes of Board meetings online at www.suncityaz.org?

Though engagement was still limited, reading the minutes online appears to be the most common way respondents accessed Board information. Thirty-six percent (36%) of respondents indicated that they always (6%) of frequently (30%) read the Board minutes online, while approximately one-quarter (26%) never read the minutes. Mean scores were calculated for cross-tab purposes. Cross-tabs do not suggest meaningful differences across groups.

Table 64: Read Board Meetings Online

Legend: ■ Always ■ Frequently ■ Rarely ■ Never

Pie chart values: 6%, 30%, 38%, 26%
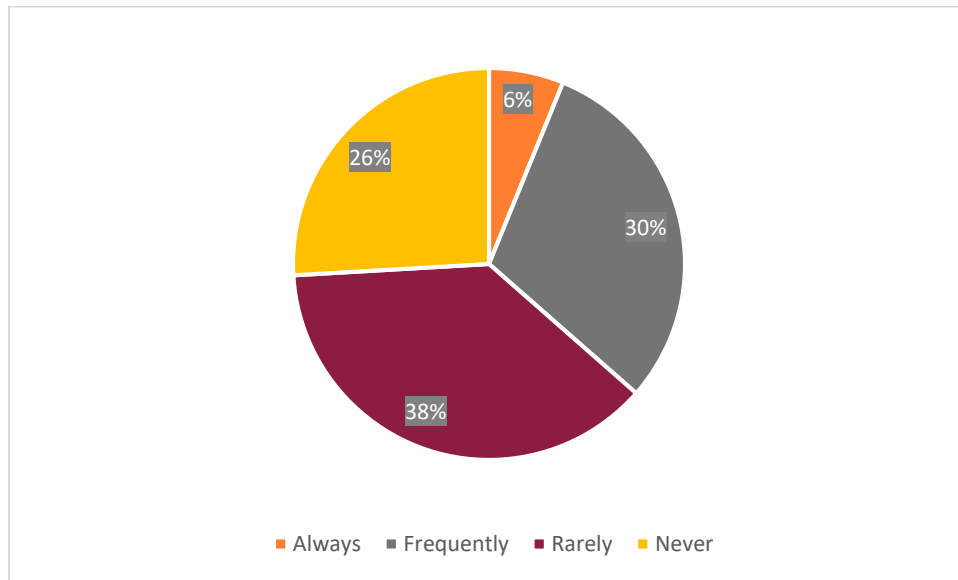
Table 65: Read Board Meetings Online – Gender

Do you read the minutes of Board meetings online at www.suncityaz.org?	Gender	
	Male	**Female**
Mean	2.30	2.23

Table 66: Read Board Meetings Online – Length of Residence

Do you read the minutes of Board meetings online at www.suncityaz.org?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Mean	2.17	2.13	2.24	2.15	2.18	2.02	2.16

Table 67: Read Board Meetings Online – Employment Status

Do you read the minutes of Board meetings online at www.suncityaz.org?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Mean	2.10	2.26	2.16

Table 68: Read Board Meetings Online - Seasonal vs Year-Round

Do you read the minutes of Board meetings online at www.suncityaz.org?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Mean	2.22	2.14

Q: If you are an RCSC Member, do you attend the Annual Membership Meeting in-person?

Q: Do you attend the Annual Membership meeting by proxy?

Twenty-three percent (23%) of respondents indicated that they attended the RCSC Annual Membership meeting in person, and 17% attended by proxy. Individuals who have lived in Sun City for less time were generally more likely than other groups to attend the meeting in person.

Table 69: RCSC Membership Meeting - Gender

If you are an RCSC Member, do you attend the Annual Membership Meeting in-person?	Male	Female
Yes	23%	21%

Table 70: RCSC Membership Meeting- Length of Residence

If you are an RCSC Member, do you attend the Annual Membership Meeting in-person?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Yes	34%	30%	20%	6%	7%	2%	1%

Table 71: RCSC Membership Meeting Attendance - Seasonal vs Year-Round

If you are an RCSC Member, do you attend the Annual Membership Meeting in-person?	Seasonal	Year-round
Yes	21%	23%

Table 72: Annual Membership Meeting – Gender

Do you attend the Annual Membership meeting by proxy	Gender	
	Male	**Female**
Yes	21%	17%

Table 73: Annual Membership Meeting – Length of Residence

Do you attend the Annual Membership meeting by proxy?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Yes	40%	27%	19%	7%	6%	1%	1%

Table 74: Annual Membership Meeting – Employment Status

Do you attend the Annual Membership meeting by proxy?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Yes	14%	18%	16%

Table 75: Annual Membership Meeting - Seasonal vs Year-round

Do you attend the Annual Membership meeting by proxy?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Yes	19%	15%

Q: Do you attend the special community update meetings (i.e., Oakmont filtration conversion) either in-person or online?

This question was asked on a four-point scale (4=Always; 1=Never). Most participants either rarely (46%) or never (30%) attend either in person or online. Mean scores were calculated for cross-tab purposes and do not suggest any meaningful differences among groups.

Table 76: Community Update Meetings – Gender

Do you attend the special community update meetings either in-person or online?	Gender	
	Male	**Female**
Mean	1.54	1.50

Table 77: Community Update Meetings – Length of Residence

Do you attend the special community update meetings either in-person or online?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Mean	1.38	1.43	1.47	1.39	1.44	1.35	1.37

Table 78: Community Update Meetings – Employment Status

Do you attend the special community update meetings either in-person or online?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Mean	1.31	1.50	1.42

Table 79: Community Update Meetings - Seasonal vs Year-round

Do you attend the special community update meetings either in-person or online?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Mean	1.45	1.40

Q: Do you attend specially scheduled "Planning meetings" held by the RCSC Board on "special" topics (i.e., Long-range planning, Technology, Safety & Security initiatives)?
This question was asked on a four-point scale (4=Always; 1=Never). Most participants either rarely (32%) or never (62%) attend either in person or online. Mean scores were calculated for cross-tab purposes and do not suggest any meaningful differences among groups.

Table 80: Special Meetings – Gender

Do you attend specially scheduled "Planning meetings" held by the RCSC Board on "special" topics?	Gender	
	Male	**Female**
Mean	1.59	1.51

Table 81: Special Meetings – Length of Residence

Do you attend specially scheduled "Planning meetings" held by the RCSC Board on "special" topics?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Mean	1.37	1.44	1.54	1.44	1.46	1.42	1.47

Table 82: Special Meetings – Employment Status

Do you attend specially scheduled "Planning meetings" held by the RCSC Board on "special" topics?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Mean	1.35	1.47	1.43

Table 83: Special Meetings - Seasonal vs Year-round

Do you attend specially scheduled "Planning meetings" held by the RCSC Board on "special" topics?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Mean	1.44	1.43

Q: Do you attend the monthly sessions with the RCSC Board of Directors? (Member/Board Exchange)

Monthly sessions with RCSC Board of Directors are not well-attended. Ninety-one percent (91%) of respondents indicated that they do not attend those sessions. Cross-tabs indicate that individuals who are-newer to Sun City and individuals who do not work are more likely to attend these meetings.

Table 84: Monthly Sessions - Gender

Do you attend specially scheduled "Planning meetings" held by the RCSC Board on "special" topics?	Gender	
	Male	**Female**
Yes	10%	9%

Table 85: Monthly Sessions – Length of Residence

Do you attend the monthly sessions with the RCSC Board of Directors? (Member/Board Exchange)	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Yes	37%	30%	18%	6%	7%	2%	1%

Table 86: Monthly Sessions – Employment Status

Do you attend the monthly sessions with the RCSC Board of Directors? (Member/Board Exchange)	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Yes	5%	9%	9%

Table 87: Monthly Sessions - Seasonal vs Year-round

Do you attend the monthly sessions with the RCSC Board of Directors? (Member/Board Exchange)	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Yes	8%	9%

Technology

Several questions focused on technology.

Q: Currently, how satisfied are you with the Internet accessibility at RCSC facilities?
This item asked participants to rate their satisfaction with Internet accessibility on a 4-point scale (4=Very satisfied, 3=Satisfied, 2=Neither satisfied nor dissatisfied, 1=Dissatisfied). A plurality of respondents was either satisfied (37%) or neither satisfied nor dissatisfied (36%). Mean scores were calculated for cross-tab purposes. Cross-tabs do not suggest any meaningful differences across groups.

The average satisfaction score was 2.76. The table below displays the range of responses.

Table 88: Satisfaction with Internet Accessibility

Satisfaction Level	% of Sample
Very satisfied	22%
Satisfied	37%
Neither satisfied nor dissatisfied	36%
Dissatisfied	5%

Table 89: Satisfaction with Internet Accessibility – Gender

Currently, how satisfied are you with the Internet accessibility at RCSC facilities?	Male	Female
Mean	2.20	2.24

Table 90: Satisfaction with Internet Accessibility – Length of Residence

Currently, how satisfied are you with the Internet accessibility at RCSC facilities?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Mean	2.78	2.70	2.77	2.84	2.70	2.63	2.83

Table 91: Satisfaction with Internet Accessibility – Employment Status

Currently, how satisfied are you with the Internet accessibility at RCSC facilities?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Mean	2.80	2.92	2.72

Table 92: Satisfaction with Internet Accessibility - Seasonal vs Year-round

Currently, how satisfied are you with the Internet accessibility at RCSC facilities?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Mean	2.84	2.70

Q: Do you experience problems with Internet accessibility at RCSC facilities?

Participants rated this item on a 4-point scale (Always = 4, Frequently =3, Rarely =2, Never =1). An overwhelming majority of respondents indicated that they either never (39%) or rarely (49%) experienced problems with Internet accessibility at RCSC facilities. The average score was 1.76. The table below displays the range of responses. Newer residents and individuals who work full-time were somewhat more likely than other groups to experience problems with Internet accessibility.

Table 93: Internet Accessibility Issues

Frequency of Internet problems	% of Sample
Always	2%
Frequently	11%
Rarely	49%
Never	39%

Table 94: Internet Accessibility Issues – Gender

Do you experience problems with Internet accessibility at RCSC facilities?	Gender	
	Male	Female
Mean	3.17	3.21

Table 95: Internet Accessibility Issues – Length of Residence

Do you experience problems with Internet accessibility at RCSC facilities?	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
Mean	3.33	3.21	3.19	3.27	3.23	3.12	3.07

Table 96: Internet Accessibility Issues – Employment Status

	Are you currently employed while living in Sun City?

Do you experience problems with Internet accessibility at RCSC facilities?	Yes, full-time	Yes, part-time	No
Mean	3.32	3.22	3.25

Table 97: Internet Accessibility Issues - Seasonal vs Year-round

Do you experience problems with Internet accessibility at RCSC facilities?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Mean	3.26	3.24

Q: Do you own a: (cell phone, table, fitness tracking device, Wi-Fi router)
This item asked participants if they owned various technology related items. Participants almost unanimously have cell phones and a strong majority also have personal computers and tablets. Women were somewhat more likely than men to own a fitness tracking device. No other noticeable differences across groups emerged.

Table 98: Technology - Gender

Do you own a:	Male	Female
Cell Phone	99%	100%
Tablet (e.g. iPad)	75%	80%
Fitness Tracking Device	49%	60%
Wi-Fi router at home	96%	95%
Personal Computer	96%	92%

Table 99: Technology – Length of Residence

Do you own a:	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
Cell phone	99%	71%	39%	15%	17%	4%	2%
Tablet (e.g. iPad)	78%	55%	30%	11%	13%	2%	1%
Fitness tracking device	55%	38%	19%	6%	6%	1%	0%
Personal computer	95%	67%	37%	14%	16%	3%	2%
Wi-Fi router at home	96%	69%	38%	14%	16%	3%	2%

Table 100: Technology - Employment

Do you own a:	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Cell phone	100%	100%	99%
Tablet (e.g. iPad)	77%	78%	76%
Fitness tracking device	60%	55%	49%
Personal computer	97%	93%	94%
Wi-Fi router at home	95%	97%	96%

Table 101: Technology - Seasonal vs Year-round

Do you own a:	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Cell phone	99%	98%
Tablet (e.g. iPad)	77%	73%
Fitness tracking device	53%	47%
Personal computer	90%	93%
Wi-Fi router at home	93%	95%

Q: During your visits to RCSC facilities, do you use a personal computer?

Participants were also asked if the used a personal computer during visits to RCSC facilities. On average, only 18% of individuals used a personal computer during facility visits. Cross-tabs did not suggest any meaningful differences across groups.

Table 102: Computer Use – Gender

During your visits to RCSC facilities, do you use a personal computer?	Gender	
	Male	**Female**
Yes	22%	18%

Table 103: Computer Use – Length of Residence

During your visits to RCSC facilities, do you use a personal computer?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Yes	14%	18%	21%	19%	19%	21%	44%

Table 104: Computer Use – Employment Status

During your visits to RCSC facilities, do you use a personal computer?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Yes	13%	19%	17%

Table 105: Computer Use - Seasonal vs Year-round

During your visits to RCSC facilities, do you use a personal computer?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Yes	19%	16%

Q: Have you taken any computer classes offered by RCSC clubs?

Q: Have you taken other technology classes offered by RCSC clubs?

Two questions asked about taking computer or other technology classes offered by RCSC clubs? Overall, 15% of individuals had taken a computer class, and only 5% had taken other technology classes. Individuals who have lived at Sun City longer, and individuals who do not work were more likely to have taken a computer or other technology class. Other technology classes noted in an open-ended question were iPhone, computer, photography, and cellphone classes.

Table 106: Computer Classes – Gender

Have you taken any computer classes offered by RCSC clubs?	Gender	
	Male	**Female**
Yes	12%	14%

Table 107: Computer Classes – Length of Residence

Have you taken any computer classes offered by RCSC clubs?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Yes	4%	12%	20%	26%	34%	49%	37%

Table 108: Computer Classes – Employment Status

Have you taken any computer classes offered by RCSC clubs?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Yes	3%	8%	15%

Table 109: Computer Classes - Seasonal vs Year-round

Have you taken any computer classes offered by RCSC clubs?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Yes	13%	13%

Table 110: Technology Classes – Gender

Have you taken other technology classes offered by RCSC clubs?	Gender	
	Male	**Female**
Yes	5%	5%

Table 111: Technology Classes – Length of Residence

Have you taken other technology classes offered by RCSC clubs?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Yes	3%	5%	7%	7%	7%	5%	13%

Table 112: Technology Classes – Employment Status

Have you taken other technology classes offered by RCSC clubs?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Yes	2%	4%	5%

Table 113: Technology Classes - Seasonal vs Year-round

Have you taken other technology classes offered by RCSC clubs?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Yes	5%	5%

Q: Do you use any of the following RCSC Wi-Fi hotspots? (Check all that apply)
Participants were also asked what hotspots they used. The most frequently used hotspots were at rec centers, with 70% of respondents indicating that they use rec center hot spots. Men were more likely to use hotspots at golf courses, while women are more likely to use hot spots at libraries. Cross-tabs did not indicate any other meaningful differences.

Table 114: Hotspot Usage

Do you use any of the following RCSC Wi-Fi hotspots?	
Fitness Centers	47%
Rec Centers	70%
Golf Courses	25%
Libraries	38%

Table 115: Hotspot usage by Gender

Do you use any of the following RCSC Wi-Fi hotspots?	Gender	
	Male	**Female**
Fitness Centers	47%	46%
Rec Centers	69%	72%
Golf Courses	33%	19%
Libraries	29%	45%

Table 116: Hotspots – Length of Residence

Do you use any of the following RCSC Wi-Fi hotspots?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Fitness Centers	51%	46%	41%	42%	43%	50%	28%
Rec Centers	72%	72%	68%	72%	65%	70%	56%
Golf Courses	21%	23%	35%	21%	35%	7%	36%

| Libraries | 36% | 35% | 41% | 42% | 38% | 57% | 72% |

Table 117: Hotspots – Employment Status

Do you use any of the following RCSC Wi-Fi hotspots?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Fitness Centers	62%	54%	6%
Rec Centers	71%	69%	8%
Golf Courses	20%	23%	3%
Libraries	27%	34%	4%

Table 118: Hotspots -Seasonal vs Year-round

Do you use any of the following RCSC Wi-Fi hotspots?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Fitness Centers	44%	47%
Rec Centers	69%	72%
Golf Courses	30%	22%
Libraries	43$	35%

Communication

Multiple questions asked about communication.

Two questions asked about engagement with the RCSC newsletter. Participants indicated how frequently they read the printed version and online versions of the RCSC *SunViews* newsletter. In general, participants were slightly more likely to read the printed version (30% always read it) than the online version (15% always read it). Mean scores were calculated for cross-tab purposes.

Q: Do you read the monthly RCSC *SunViews* printed newsletter?
Q: Do you read the monthly RCSC *SunViews* newsletter online at www.suncityaz.org?

The table below compares readership of the two versions.

Table 119: Frequency of Reading Newsletter

	Online	Printed
Always	15%	30%
Frequently	26%	37%
Rarely	33%	23%
Never	26%	11%

Table 120: Frequency of Reading Monthly RCSC Newsletter by Gender

Do you read the monthly RCSC SunViews newsletter…	Gender	
	Male	**Female**
Printed Copy	2.85	3.05
Online Copy at www.suncityaz.org	2.39	2.38

Table 121: Frequency of Reading Monthly RCSC Newsletter – Length of Residence

Do you read the monthly RCSC SunViews newsletter…	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
Printed Copy	2.27	2.23	2.15	2.12	2.11	1.77	2.02
Online at www.suncityaz.org	2.60	2.78	2.70	2.85	2.79	2.98	2.92

Table 122: Frequency of Reading Monthly RCSC Newsletter – Employment Status

Do you read the monthly RCSC SunViews newsletter…	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Printed Copy	2.39	2.19	2.18
Online at www.suncityaz.org	2.61	2.61	2.73

Table 123: Frequency of Reading Monthly RCSC Newsletter - Seasonal vs Year-round

Do you read the monthly RCSC SunViews newsletter…	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Printed Copy	2.65	2.74
Online at www.suncityaz.org	2.09	2.25

Q: Do you read the weekly RCSC "Your Sun City AZ Week" email blast?

The weekly email blast seems to be well read. Sixty-eight percent (68%) read the weekly blast. Individuals who are newer to Sun City (1-5 years) read the email blast at a higher rate than other groups.

Table 124: Weekly Email Blast - Gender

Do you read the weekly RCSC "Your Sun City AZ Week" email blast?	Gender	
	Male	**Female**
Yes	65%	69%

Table 125: Weekly Email Blast - Length Residence

Do you read the weekly RCSC "Your Sun City AZ Week" email blast?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Yes	71%	65%	70%	64%	60%	44%	59%

Table 126: Weekly Email Blast -by Employment Status

Do you read the weekly RCSC "Your Sun City AZ Week" email blast?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Yes	70%	70%	67%

Table 127: Weekly Email Blast - Seasonal vs Year-round

Do you read the weekly RCSC "Your Sun City AZ Week" email blast?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Yes	67%	68%

Q: Do you read RCSC special email blasts?

A strong majority of respondents read the weekly RCSC "special email blasts (72%), Females and individuals who have lived in Sun City for less time appear more likely to read the special email blasts.

Table 128: Special Email Blasts - Gender

Do you read RCSC special email blasts?	Gender	
	Male	**Female**
Yes	69%	74%

Table 129: Special Email Blasts – Length of Residence

Do you read RCSC special email blasts?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Yes	75%	70%	72%	72%	66%	48%	69%

Table 130: Special Email Blasts – Employment Status

Do you read RCSC special email blasts?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Yes	73%	73%	71%

Table 131: Special Email Blasts - Seasonal vs Year-round

Do you read RCSC special email blasts?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Yes	71%	73%

Q: Do you read RCSC daily/Sunday email blasts?

The RCSC daily/Sunday e-mail blasts appear to be well read. Sixty-two percent (62%) of respondents indicated they that read these emails. No discernible differences existed across groups.

Table 132: Sunday Email Blasts – Gender

Do you read RCSC daily/Sunday email blasts?	Gender	
	Male	**Female**
Yes	61%	63%

Table 133: Sunday Email Blasts – Length of Residence

Do you read RCSC daily/Sunday email blasts?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Yes	64%	61%	64%	59%	57%	44%	71%

Table 134: Sunday Email Blasts – Employment Status

Do you read RCSC daily/Sunday email blasts?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Yes	61%	62%	62%

Table 135: Sunday Email Blasts - Seasonal vs Year-round

Do you read RCSC daily/Sunday email blasts?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Yes	63%	63%

Do you utilize the website managed by RCSC www.suncityaz.org?	Gender	
	Male	**Female**
Yes		

Q: Do you utilize the website managed by RCSC www.suncityaz.org?

Q: How often do you use the RCSC website www.suncityaz.org?

Two questions asked about use of the website. Seventy-two percent (72%) of respondents indicated that they use the website. A second question asked about frequency of use and was scored on a 4-point scale (4=Everyday, 1=Seldom). Mean scores of frequency of use were calculated for cross-tab use. Cross-tabs suggest heavier usage by individuals wo have lived at Sun City for fewer years.

Table 130: Website Use - Gender

Do you utilize the website managed by RCSC www.suncityaz.org?	Gender	
	Male	**Female**
Yes	74%	72%

Table 131: Website Use - Length of Residence

Do you utilize the website managed by RCSC www.suncityaz.org?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Yes	72%	74%	78%	73%	68%	57%	57%

Table 136: Website Use - Employment Status

Do you utilize the website managed by RCSC www.suncityaz.org?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Yes	74%	79%	72%

Do you utilize the website managed by RCSC www.suncityaz.org?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Yes	75%	73%

Table 137: RCSC Website Frequency of Use by Gender

How often do you use the RCSC website www.suncityaz.org?	Gender	
	Male	Female
Mean	2.04	1.85

Table 138: RCSC Website – Length of Residence

How often do you use the RCSC Website?	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
Yes	3.15	3.16	2.99	3.19	3.16	3.54	3.53

Table 139: RCSC Website – Employment Status

How often do you use the RCSC Website?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Yes	3.25	3.04	3.14

Table 140: RCSC Website - Seasonal vs Year-round

Do you read RCSC daily/Sunday email blasts?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Mean	2.99	3.20

Q: How easy is it to use the RCSC Web Portal?

Respondents also rated the ease of use of the RCSC Web Portal on a 4-point scale (4=Very easy; 1=Difficult). The mean score of 3.14 suggests that in general participants find the portal relatively easy to use, but with room for improvement. Cross-tabs suggest that men, newer residents, and full-time employees find the website easier to use than do other groups.

Table 141: Website Ease of Use – Gender

How easy is it to use the RCSC Web Portal?	Gender	
	Male	**Female**
Mean	3.19	3.14

Table 142: Website Ease of Use – Length of Residence

How easy is it to use the RCSC Web Portal?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Mean	3.18	3.17	3.21	3.17	3.10	2.79	2.91

Table 143: Website Ease of Use – Employment Status

How easy is it to use the RCSC Web Portal?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Mean	3.26	3.21	3.15

Table 144: Website Ease of Use - Seasonal vs Year-round

How easy is it to use the RCSC Web Portal?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Mean	3.19	3.15

Q: On the RCSC website, how easy is it to see text on the pages?

A similar item asked about seeing text on the website. This item was also scored on a 4-point scale (4=Very easy; 1=Difficult). Seventy-three percent of participants stated that the text was either very easy (12%) or easy (61%) to read. The overall mean score was 3.04 (out of 4). Cross-tabs suggest that men, newer residents, and full-time employees find the text easier to read than do other groups.

Table 145: RCSC Website Text - Gender

On the RCSC website, how easy is it to see text on the pages?	Gender	
	Male	Female
Mean	3.08	3.02

Table 146: RCSC Website Text – Length of Residence

On the RCSC website, how easy is it to see text on the pages?	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
Mean	3.06	3.06	3.06	3.12	3.04	2.79	2.57

Table 147: RCSC Website Text – Employment Status

On the RCSC website, how easy is it to see text on the pages?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Mean	3.14	3.09	3.04

Table 148: RCSC Website Text - Seasonal vs Year-round

On the RCSC website, how easy is it to see text on the pages?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Mean	3.05	3.06

Q: When using the RCSC website, how easy is it to find the information you're looking for?

This item was scored on a 4-point scale like above items. The overall mean score was 2.83 (out of 4), suggesting room for improvement in this area. Cross-tabs did not reveal meaningful differences across groups.

Table 149: Ease of Information – Gender

When using the RCSC website, how easy is it to find the information you're looking for?	Gender	
	Male	**Female**
Mean	2.87	2.82

Table 150: Ease of Information – Length of Residence

When using the RCSC website, how easy is it to find the information you're looking for?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Mean	2.84	2.84	2.83	2.94	2.81	2.64	2.62

Table 151: Ease of Information – Employment Status

When using the RCSC website, how easy is it to find the information you're looking for?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Mean	2.93	2.87	2.82

Table 152: Ease of Information - Seasonal vs Year-round

When using the RCSC website, how easy is it to find the information you're looking for?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Mean	2.86	2.83

Q: Does the homepage of the RCSC website provide you with key information about RCSC and Sun City AZ?

A similar question asked about the website providing key information and was scored on the same 4-point scale. The overall mean score was 3.0 (out of 4). Females and full-time employees were slightly more likely to state that the website provided key information.

Table 153: Key Information – Gender

Does the homepage for the RCSC website provide you with key information about RCSC and Sun City AZ?	Gender	
	Male	Female
Mean	2.97	3.04

Table 154: Key Information – Length of Residence

Does the homepage for the RCSC website provide you with key information about RCSC and Sun City AZ?	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
Mean	2.99	2.99	3.03	3.06	3.02	3.01	2.66

Table 155: Key Information – Employment Status

Does the homepage for the RCSC website provide you with key information about RCSC and Sun City AZ?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Mean	3.09	3.03	2.99

Table 156: Key Information - Seasonal vs Year-round

Does the homepage for the RCSC website provide you with key information about RCSC and Sun City AZ?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Mean	3.02	3.00

Q: Thinking about your favorite website, how does the RCSC website www.suncityaz.org compare?

In this item, participants were asked to compare their favorite website to the RCSC website. The item was scored on a 3-point scale (3=very well, 2= OK, 1=Poorly). The overall mean score was 2.04 suggesting that the website compares "OK". Meaningful differences did not appear across groups.

Table 157: Website Comparison – Gender

Thinking about your favorite website, how does the RCSC website www.suncityaz.org compare?	Gender	
	Male	**Female**
Mean	2.04	2.05

Table 158: Website Comparison -Length of Residence

Thinking about your favorite website, how does the RCSC website www.suncityaz.org compare?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Mean	2.01	2.05	2.06	2.15	2.09	2.01	1.86

Table 159: Website Comparison – Employment Status

Thinking about your favorite website, how does the RCSC website www.suncityaz.org compare?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Mean	2.03	2.08	2.04

Table 160: Website Comparison - Seasonal vs Year-round

Thinking about your favorite website, how does the RCSC website www.suncityaz.org compare?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Mean	2.10	2.01

Q: Do you read the bulletin boards at RCSC facilities?

Q: Do you pick up printed communications at the Cardholder Services Office or the Sun City AZ Visitors Center?

Two items asked about reading bulletin boards and picking up printed communications at the Cardholder Services office. These items were asked on a 4-point scale (4=Always, 1=Never). The overall mean score of picking up printed materials was 1.93 and the mean score for reading the bulletin boards was 1.74.

Table 161: Bulletin Boards and Printed Communication – Gender

	Gender	
	Male	**Female**
Do you read the bulletin boards at RCSC facilities?	1.94	1.89
Do you pick up printed communications at the Cardholder Services Office or the Sun City AZ Visitors Center?	2.05	2.15

Table 162: Bulletin Boards and Printed Communication – Length of Residence

	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Do you read the bulletin boards at RCSC facilities?	1.77	1.72	1.73	1.65	1.73	1.65	1.66
Do you pick up printed communications at the Cardholder Services Office or the Sun City AZ Visitors Center?	1.96	1.89	1.94	1.91	1.91	1.97	1.98

Table 163: Bulletin Boards and Printed Communication – Employment Status

	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Do you read the bulletin boards at RCSC facilities?	1.73	1.93	1.72
Do you pick up printed communications at the Cardholder Services Office or the Sun City AZ Visitors Center?	1.92	2.00	1.93

Table 164: Bulletin Boards and Printed Communication - Seasonal vs Year-round

Do you read the bulletin boards at RCSC facilities?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Do you read the bulletin boards at RCSC facilities?	1.82	1.71
Do you pick up printed communications at the Cardholder Services Office or the Sun City AZ Visitors Center?	2.05	1.88

Q: To what degree do you agree with the following communication ideas? RCSC should…
This item asked participants to rate how much they liked two communication ideas by rating how much they agreed or disagreed with two statements. The item was scored on a 5-point scale (5=Strongly Agree, 1=Strongly Disagree). Creating a cell phone application scored higher than hiring a lifestyle coordinator. Female residents, older residents, and individuals who do not work scored a lifestyle coordinator somewhat higher than other groups did; however, each of those groups still preferred a cell phone application.

To what degree do you agree with the following communication ideas? RCSC should…	
Create a specific application for cell phones and devices to provide better access to what is happening within RCSC	3.64
Hire a Lifestyle Concierge (resource person you could talk to) who could help with current and future needs	3.07

Table 165: Communication Ideas – Gender

To what degree do you agree with the following communication ideas? RCSC should…	Gender	
	Male	**Female**
Create a specific application for cell phones and devices to provide better access to what is happening within RCSC	3.68	3.68
Hire a Lifestyle Concierge (resource person you could talk to) who could help with current and future needs	3.03	3.16

Table 166: Communication Ideas – Length of Residence

To what degree do you agree with the following communication ideas? RCSC should…	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Create a specific application for cell phones and devices to provide better access to what is happening within RCSC	2.28	2.40	2.44	2.41	2.54	2.65	2.59
Hire a Lifestyle Concierge (resource person you could talk to) who could help with current and future needs	2.80	3.00	3.16	2.94	3.11	3.06	3.11

Table 167: Communication Ideas – Employment Status

To what degree do you agree with the following communication ideas? RCSC should…	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Create a specific application for cell phones and devices to provide better access to what is happening within RCSC	2.07	2.31	2.42
Hire a Lifestyle Concierge (resource person you could talk to) who could help with current and future needs	2.69	2.93	2.98

Table 168: Communication Ideas - Seasonal vs Year-round

To what degree do you agree with the following communication ideas? RCSC should…	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Create a specific application for cell phones and devices to provide better access to what is happening within RCSC	2.40	2.35
Hire a Lifestyle Concierge (resource person you could talk to) who could help with current and future needs	2.98	2.93

Fitness Activities and Equipment

Multiple questions asked about fitness opportunities.

Q: Regarding fitness opportunities, how satisfied are you with the following:
Participants rated satisfaction with the selection of fitness opportunities and the amount of fitness equipment available on a 5-pt scale (5=Very satisfied; 1=Very dissatisfied). On average, participates rated satisfaction with selection of fitness equipment 3.9 (out of 5), and satisfaction with amount of fitness equipment as 3.85 (out of 5)

Table 169: Satisfaction with Fitness Opportunities
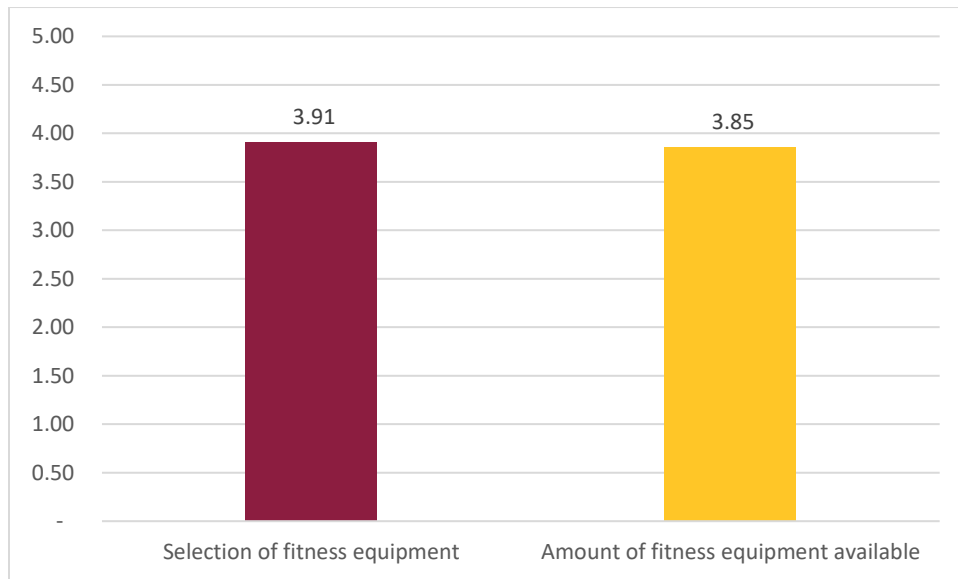
This item asked about satisfaction with both the selection and amount of fitness equipment. This item was scored on a 5-point scale (5=very satisfied; 1=very dissatisfied. Overall mean scores were 3.91 (of 5) for selection and 3.85 (of 5) for amount suggesting that participants were generally satisfied (but not very satisfied)

Table 170: Satisfaction with Fitness Opportunities – Gender

Regarding fitness opportunities, how satisfied are you with the following:	Gender	
	Male	Female
Selection of fitness equipment	4.00	3.91
Amount of fitness equipment available	3.93	3.94

Table 171: Satisfaction with Fitness Opportunities – Length of Residence

Regarding fitness opportunities, how satisfied are you with the following:	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
Selection of fitness equipment	3.91	3.94	3.96	3.96	4.00	3.87	4.10
Amount of fitness equipment available	3.85	3.86	3.89	3.86	3.96	3.78	4.12

Table 172: Satisfaction with Fitness Opportunities – Employment Status

Regarding fitness opportunities, how satisfied are you with the following:	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Selection of fitness equipment	3.94	3.91	3.95
Amount of fitness equipment available	3.86	3.88	3.88

Q: Which of the following equipment would you like to see added to RCSC fitness centers? – select all that apply

The most frequently requested equipment was cardio equipment with individual TV (43%). The table below displays all results.

Table 173: Requested Fitness Equipment

Equipment	% of Total Respondents[1]
Peloton bikes or similar video coach-guided training equipment	34%
Internet connected video training classes equipment	27%
Mirror (wall mounted) type fitness equipment (Tonal or similar brand)	9%
Cardio equipment with individual TV (cable or Internet entertainment video)	43%
Other	31%

Table 174: Requested Fitness Equipment – Gender

Which of the following equipment would you like to see added to RCSC fitness centers? – select all that apply	Gender	
	Male	**Female**
Peloton bikes or similar video coach-guided training equipment	28%	39%
Internet connected video training classes equipment	21%	32%
Mirror (wall mounted) type fitness equipment (Tonal or similar brand)	6%	11%
Cardio equipment with individual TV (cable or Internet entertainment video)	44%	43%

Table 175: Requested Fitness Equipment – Length of Residence

Which of the following equipment would you like to see added to RCSC fitness centers? – select all that apply	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Peloton bikes or similar video	37%	35%	28%	29%	28%	23%	40%
Internet connected video training classes equipment	27%	27%	26%	29%	21%	31%	28%
Mirror (wall mounted) type fitness equipment (Tonal or similar brand)	10%	8%	8%	7%	6%	6%	0%
Cardio equipment with individual TV (cable or Internet entertainment video)	46%	44%	41%	39%	34%	51%	36%
Other (specify below)	30%	31%	36%	39%	36%	34%	32%

Table 176: Requested Fitness Equipment – Employment Status

Which of the following equipment would you like to see added to RCSC fitness centers? – select all that apply	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Peloton bikes or similar video	40%	39%	33%
Internet connected video training classes equipment	25%	28%	27%
Mirror (wall mounted) type fitness equipment (Tonal or similar brand)	14%	10%	8%
Cardio equipment with individual TV (cable or Internet entertainment video)	47%	44%	43%
Other (specify below)	32%	37%	31%

Table 177: Requested Fitness Equipment - Seasonal vs Year-round

Which of the following equipment would you like to see added to RCSC fitness centers? – select all that apply	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Peloton bikes or similar video	34%	34%
Internet connected video training classes equipment	30%	26%
Mirror (wall mounted) type fitness equipment (Tonal or similar brand)	9%	9%
Cardio equipment with individual TV (cable or Internet entertainment video)	44%	43%
Other (specify below)	30%	33%

Other items specified included equipment accessible to disabilities/injuries, stair stepper, ellipticals, spin bikes, and rowing machines.

An open-ended question asked for more details about the type of equipment that people were interested in.

Q: What quantity and type of equipment would make the fitness centers better for your use?

There was a total of 1684 survey respondents that answered this question. The themes emerging from the data analysis are categorized into five main groups. These five resulting themes, subcategories, and significant statement examples are presented below.

Themes and Subcategories

- ❖ **Equipment Variety:** Aerobics, ARC Trainer, Badminton, Balance, Bikes, Bosu ball, Bowling, Calf machine, Cardio, Circuit, Core machines, Cycling, Elliptical, Free weights, Glute, Inversion table, Kettlebells, Leg machines, Lift machine, Low impact, Lower body, Mats, Medicine Balls, Nautilus, NuStep machine, Peloton, Pilates, Resistance, Recumbent bikes, Ropes, Rowing, Smith machines, Spin bikes, Stationary bikes, Step machine, Stretch, Treadmills, Weighted balls, Weights, Vibration machine
- ❖ **Quality and Quantity:** Computerized, Consistency, Double Quantity, Maintenance, Hours, Modernize, Repairs, Updated equipment, Virtual
- ❖ **Facility Amenities:** Accessible, Basketball, Benches, Golf, Gymnasium, Locker rooms, Massage, Mirrors, Pickleball, Pools, Private Area, Sauna, Space, Tracks, TV
- ❖ **Fitness Classes and Instruction:** Dance, Spin Classes, Instruction, Trainers, Workout Classes
- ❖ **Location:** Bell, Fairway, Lakeview, Mountain View, Oakmont, Sundial

When analyzing the feedback received in response to the question, "What quantity and type of equipment would make the fitness centers better for your use?" the "Equipment Variety" theme highlights the specific types of equipment that Sun City residents desire more of. The table below shows the most frequently mentioned equipment types. Additionally, the "Quality and Quantity" theme provides insight into the amount of fitness equipment that respondents believe is necessary. In general, the respondents would like to see the quantity of fitness equipment doubled.

Overall, most respondents were female, with the highest proportion being in the "Equipment Variety" theme. This theme also had the highest number of male respondents.

For the average number of months living in Sun City per year, most respondents reported living in Sun City for 7-12 months per year, with the highest proportion being in the "Equipment Variety" theme. Lastly, for the total number of years having lived in Sun City, the largest proportion of respondents had lived in Sun City for 1-5 years, with the highest proportion also being in the "Equipment Variety" theme. Overall, the distribution of respondents across demographic categories varied across themes, highlighting the importance of considering demographic factors when analyzing community feedback.

Table 178: Equipment Variety Theme

THEME	DESCRIPTION
Equipment Variety	❖ The *"Equipment Variety"* theme pertains to the range and quality of exercise equipment available in the fitness centers within Sun City AZ. Respondents who highlighted this theme are interested in a broad variety of equipment, including cardio machines such as treadmills, ellipticals, and stationary bikes, as well as resistance training equipment like free weights, weight machines, and kettlebells. They may also be interested in specialized equipment such as Pilates machines, inversion tables, or vibration machines. This theme underscores the importance of having a wide variety of exercise equipment available to meet the diverse needs and preferences of residents and members, and to promote physical fitness and health. It also highlights the importance of maintaining and updating equipment regularly to ensure that it remains safe, functional, and attractive to users.
Subcategories	*Significant Statement Examples*
Cardio Equipment	- Bikes (stationary and recumbent) - Elliptical - ARC Trainer - NuStep machine - Step machine - Treadmills - Rowing machine - Spin bikes - Stationary bikes
Strength Training Equipment	- Free weights - Lift machine - Leg machines - Smith machines - Glute machine - Resistance bands - Kettlebells - Medicine Balls - Weighted balls - Nautilus
Flexibility/Stretching Equipment	- Mats - Bosu ball - Inversion table - Stretch machine
Core Training Equipment	- Core machines - Pilates equipment

Low Impact/Rehabilitation Equipment	- Balance equipment - Calf machine - Lower body machine - Recumbent bikes - Vibration machine
Other Types of Equipment	- Badminton equipment - Bowling equipment - Ropes

Table 179: Quality and Quantity Theme

THEME	DESCRIPTION
Quality and Quantity	❖ The *"Quality and Quantity"* theme pertains to the overall quality and quantity of exercise equipment available in the fitness centers within Sun City AZ. Respondents who highlighted this theme are interested in ensuring that the facilities have sufficient quantities of equipment to meet the demand of residents and members, as well as in maintaining consistent quality and performance across all equipment. They may also be interested in modernizing the equipment available, and ensuring that it is regularly maintained and repaired to remain in good condition. Additionally, some respondents may be interested in virtual or computerized options for exercise, which can provide a convenient and flexible alternative to in-person workouts. This theme underscores the importance of providing high-quality and up-to-date equipment that is properly maintained and accessible to all residents and members. It also highlights the role that technology can play in enhancing the fitness experience, particularly in the context of virtual or remote exercise options.
Subcategories	*Significant Statement Examples*
Computerized	- "Computerized alternate reality cardio equipment" - "Technology enhanced" - "Internet connectivity equipment like peloton"
Consistency	- "Consistent equipment between centers" - "Equality of equipment across the centers"
Double Quantity	- "At least two of each type of machine" - "More of what we have to decrease the wait time to use the equipment"
Maintenance	- "Better maintenance" - "Timely upkeep so equipment is in good condition"
Hours / Time Management	- "Extended hours" - "Greater availability of equipment"
Repairs	- "Better timely repairs to equipment" - "Equipment that is repaired quickly. Repairs seem to take too long at the centers"
Updated Equipment	- "Keep equipment updated"
Virtual	- "Virtual training" - "Virtual reality equipment"

Table 180: Facility Amenities Theme

THEME	DESCRIPTION
Facility Amenities	❖ The *"Facility Amenities"* theme pertains to the various amenities available in the fitness centers within Sun City, AZ. Respondents who highlighted this theme are interested in having a diverse range of amenities available, including facilities for basketball, pickleball, and golf, as well as spaces for private exercise and relaxation such as saunas or massage rooms. They may also be interested in the availability of mirrors, benches, and other functional elements that can enhance the exercise experience. This theme underscores the importance of providing a range of amenities to meet the diverse needs and preferences of residents and members.
Subcategories	*Significant Statement Examples*
Accessible	- "More ergonomically designed for seniors" - "Handicap accessible" - "More age appropriate machines for the elderly"
Basketball	- "Indoor basketball facility" - "Basketball Gymnasium"
Benches	- "A few more elevated benches to stretch/ exercise on" - "Some workout benches are cracking, in poor shape"
Golf	- "Golf exercise equipment" - "Golf strength"
Locker Rooms	- "Restrooms and changing areas -locker rooms- for residents with caregivers needed for dressing and toileting as resident has dementia"
Massage	- "Lymphedema massage" - "Massage chairs" - "Water massage chairs"
Mirrors	- "Interactive mirrors" - "Mirror, virtual reality spinning" - "Trainer mirrors"
Pickleball	- "Air conditioned pickleball courts" - "More Pickleball courts – covered ones too"
Pools	- "More lap lanes at pools" - "Additional pools - swimming and walking"
Private Area	- "More space for floor exercises" - "More space for stretching. - "More floor mats and a dedicated stretching area" - "There are exercises that need to be done in the more private area rather than in the main room"
Sauna	- "Steam room and sauna" - "Cold plunge and dry sauna"

Tracks	-	"Indoor walking tracks"
	-	"Outdoor walking tracks"
TV	-	"A tv on the treadmills and bikes"
	-	"Bigger televisions – we cannot see on the little ones"
	-	"Tv's on various news channels not just one"

Table 181: Fitness Classes and Instruction Theme

THEME	DESCRIPTION
Fitness Classes and Instruction	❖ The *"Fitness Classes and Instruction"* theme pertains to the availability and quality of fitness classes and instruction within the fitness centers of Sun City AZ. Respondents who highlighted this theme are interested in having a variety of classes available, such as dance classes, spin classes, and other workout classes. They may also be interested in the availability of qualified and experienced trainers who can provide personalized instruction and guidance. This theme underscores the importance of providing high-quality fitness instruction and classes to promote physical fitness and health.
Subcategories	*Significant Statement Examples*
Dance	- "I would like more Dance exercise activities...Zumba or Jazzercise" - "Use of dance studio"
Spin Classes	- "Spin classes would be great!"
Instruction	- "Better instructions on how to use the machines and fitness routines using the machines" - "Fitness instructors" - "Availability of staff for instruction – need a person stationed at the centers to advise of incorrect equipment usage to avoid injury"
Trainers	- "Access to a personal trainer" - "Having fitness trainers would be helpful in order to adjust training as I age"
Workout Classes	- "Classes for physically limited people" - "Biweekly group workouts with a trainer, bar or sculpt yoga" - "Group Exercise in evenings"

Table 182: Location Theme

THEME	DESCRIPTION
Location	❖ The *"Location"* theme pertains to the specific RCSC fitness centers mentioned by respondents in their answers. Respondents highlighted the need for improvements in various facilities, including the well-equipped Bell Fitness Center, the crowded Fairway Fitness area that needs more centers of similar size and quality, and the outdated Mountain View Fitness Center that requires a remodeling. Respondents also expressed the need for updated equipment at Oakmont Fitness Center, including equipment designed for women, and expanding the facilities at Sundial Fitness Center. This theme highlights the importance of improving specific RCSC fitness centers to provide better amenities and equipment for residents to use.
Subcategories	*Significant Statement Examples*
Bell	- "Bell is extremely well equipped. I believe it is the standard for the other RCSC centers" - "More centers the size and quality of Bell Fitness"
Fairway	- "Improving other facilities fitness area would take the help to ease the crowded Fairway fitness area" - "Newer resistance training at Fairway"
Mountain View	- "Remodel Mountain View" - "Mountain View needs a lot of help – its old"
Oakmont	- "Equipment that are women sized. The equipment at Oakmont needs to be thrown away" - "Update all, Oakmont equipment is very old" - "Better equipment at Oakmont"
Sundial	- "Expand Sundial facilities" - "Update sundial to newer equipment and the room feel claustrophobic"

Q: Which of the following classes (scheduled, open to Cardholders) would interest you? (Select all that apply)

For classes, the classes of most interest included yoga (18%), weight/resistance training (18%), and personal training (15%). The table below displays all results.

Table 183: Requested Fitness Classes

Class	% of Total Responses[1]
Spin Cycle	6%
Zumba	10%
Yoga	18%
Tai Chi	13%
Pilates	9%
Weight/Resistance Training	18%
Personal Training	15%
Virtual Reality Fitness	6%
Other (specify below)	6%

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[1] Respondents could select multiple options. The percent of total represents percent of total responses, not necessarily individuals.

Table 184: Requested Fitness Classes – Gender

Which of the following classes (scheduled, open to Cardholders) would interest you? (Select all that apply)	Gender	
	Male	Female
Spin Cycle	14%	16%
Zumba	8%	32%
Yoga	27%	53%
Tai Chi	25%	35%
Pilates	9%	32%
Weight/Resistance Training	47%	43%
Personal Training	38%	38%
Virtual Reality Fitness	11%	16%

Table 185: Requested Fitness Classes – Length of Residence

Which of the following classes (scheduled, open to Cardholders) would interest you? – select all that apply	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
Spin Cycle	19%	16%	13%	8%	6%	9%	7%
Zumba	25%	22%	23%	20%	17%	18%	18%
Yoga	49%	44%	37%	35%	33%	25%	32%
Tai Chi	32%	29%	32%	35%	31%	32%	29%
Pilates	26%	24%	18%	19%	12%	7%	21%
Weight/Resistance Training	49%	47%	37%	39%	36%	39%	29%
Personal Training	41%	38%	34%	36%	37%	34%	32%
Virtual Reality Fitness	15%	14%	12%	12%	11%	16%	11%
Other (specify below)	13%	14%	19%	18%	22%	16%	29%

Table 186: Requested Fitness Classes – Employment Status

Which of the following classes (scheduled, open to Cardholders) would interest you? – select all that apply	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Spin Cycle	26%	22%	20%
Zumba	32%	36%	32%
Yoga	50%	66%	62%
Tai Chi	36%	42%	44%
Pilates	37%	35%	30%
Weight/Resistance Training	55%	60%	64%
Personal Training	49%	55%	53%
Virtual Reality Fitness	22%	20%	18%
Other (specify below)	15%	22%	22%

Table 187: Requested Fitness Classes - Seasonal vs Year-round

Which of the following equipment would you like to see added to RCSC fitness centers? – select all that apply	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Spin Cycle	21%	20%
Zumba	30%	31%
Yoga	63%	55%
Tai Chi	38%	42%
Pilates	32%	29%
Weight/Resistance Training	59%	58%
Personal Training	52%	49%
Virtual Reality Fitness	16%	19%
Other (specify below)	19%	20%

Q: Are you in favor of expanding operational hours for fitness centers?

A slight majority of respondents were <u>not</u> in favor of expanding the operational hours of the fitness centers (54%). Notable differences, however, appeared by gender (50% of females were in support of expanding hours compared to 39% of men), length of residence (54% of the newest residence were in favor of expanded hours), and by employment status (65% of those employed full-time are in favor of expanded hours).

Table 188: Expanding Operational Hours for Fitness Centers
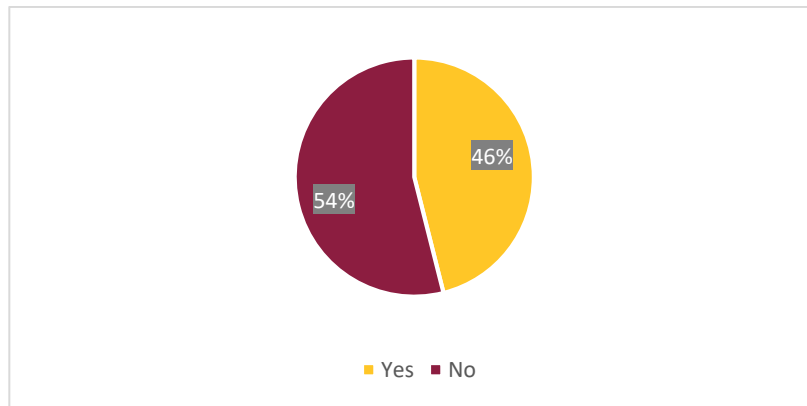
Table 189: Expanding operational hours for fitness centers - Gender

Are you in favor of expanding operational hours for fitness centers?	Male	Female
Yes	39%	50%

Table 190:Expanding operational hours for fitness centers - Length of Residence

Are you in favor of expanding operational hours for fitness centers?	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
Yes	54%	41%	39%	37%	34%	39%	52%

Table 191: Expanding operational hours for fitness centers - Employment Status

Are you in favor of expanding operational hours for fitness centers?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Yes	65%	49%	42%

Table 192: Expanding operational hours for fitness centers -Year-Round v Seasonal Resident

Are you in favor of expanding operational hours for fitness centers?	Seasonal Resident?	
	Seasonal	Year-round
Yes	40%	47%

Q: How many days per week do you use the following areas or RCSC facilities?
Participants were also asked how many days a week they used various RCSC facilities. The most used area was fitness centers – over two-thirds of participants use the fitness centers at least once a week. The least use area was dog park; only 11% of participants use the dog park at least once a week. Female respondents ranked the pool as the most used facility (63% use it at least once a week), and fitness centers second most used. No differences existed in most/least popular based on employment status.

How many days per week do you use the following areas or RCSC facilities?	Days per week			
	None	**1-2**	**3-5**	**6-7**
Hot tubs	60%	28%	10%	2%
Library	50%	43%	5%	1%
Fitness Center	34%	34%	26%	6%
Billiards Hall	84%	14%	2%	0%
Rec Center (club activity)	46%	31%	18%	5%
Rec Center (sport activity)	57%	23%	16%	5%
Bowling	82%	15%	2%	0%
Golf	62%	17%	18%	3%
Dog Park	89%	8%	2%	2%
Pools	38%	35%	21%	5%
Administrative Offices	81%	18%	0%	0%

Table 193: RCSC Facilities Usage - Gender

How many days per week do you use the following areas or RCSC facilities?		Days per Week			
Areas/RCSC Facilities	**Gender**	**None**	**1-2**	**3-5**	**6-7**
Library	Male	54%	41%	5%	1%
	Female	39%	52%	8%	2%
Hot Tubs	Male	53%	31%	14%	2%
	Female	56%	30%	11%	2%
Fitness Center	Male	24%	33%	35%	8%
	Female	29%	39%	26%	6%
Billiards Hall	Male	78%	20%	2%	1%
	Female	87%	11%	1%	0%
Rec Center (Club Activity)	Male	45%	33%	18%	4%
	Female	33%	36%	25%	7%
Rec Center (Sport Activity)	Male	48%	27%	20%	5%
	Female	50%	26%	17%	6%
Bowling	Male	79%	18%	2%	1%
	Female	81%	17%	2%	0%
Golf	Male	50%	19%	26%	5%
	Female	68%	16%	13%	3%
Dog Park	Male	90%	7%	2%	2%
	Female	87%	8%	2%	2%
Pools	Male	39%	37%	20%	4%
	Female	27%	37%	28%	7%
Administrative Offices	Male	78%	19%	2%	1%
	Female	79%	20%	1%	0%

Table 194: RCSC Facilities Usage – Employment Status

How many days per week do you use the following areas or RCSC facilities?		Are you currently employed while living in Sun City?		
Areas / RCSC Facilities	**Days Per Week**	**Yes, full-time**	**Yes, part-time**	**No**
Library	None	64%	50%	52%
	1-2	32%	45%	42%
	3-5	4%	4%	5%
	6-7	0.3%	1%	1%
Hot Tubs	None	56%	60%	63%
	1-2	33%	27%	26%
	3-5	10%	12%	9%
	6-7	2%	1%	2%
Fitness Center	None	26%	30%	41%
	1-2	39%	36%	31%
	3-5	27%	28%	23%
	6-7	7%	6%	5%
Billiards Hall	None	79%	80%	86%
	1-2	18%	17%	12%
	3-5	2%	2%	1%
	6-7	0.6%	0.2%	0.4%

Rec Center (Club Activity)	None	60%	46%	51%
	1-2	27%	36%	28%
	3-5	10%	15%	16%
	6-7	3%	3%	5%

Rec Center (Sport Activity)	None	58%	58%	61%
	1-2	25%	21%	20%
	3-5	12%	18%	14%
	6-7	5%	3%	5%

Bowling	None	76%	76%	85%
	1-2	22%	21%	13%
	3-5	2%	1%	2%
	6-7	0.3%	0.9%	0.3%

Golf	None	71%	64%	61%
	1-2	15%	13%	16%
	3-5	10%	20%	20%
	6-7	4%	3%	3%

Dog Park	None	83%	87%	91%
	1-2	13%	8%	6%
	3-5	3%	2%	1%
	6-7	0.8%	3%	1%

Pools	None	35%	39%	43%
	1-2	42%	38%	33%
	3-5	17%	20%	19%
	6-7	6%	3%	5%
Administrative Offices	None	82%	86%	82%
	1-2	17%	14%	17%
	3-5	1%	0.0%	0.4%
	6-7	0.2%	0.0%	0.2%

Q: Have you ever wanted to take part in RCSC activities but did not do so?

Q: What reasons have impacted your participation? (Check all that apply)

Two items asked about barriers to participation in RCSC activities. Most respondents (55%) indicated that they had, at least once, wanted to take part in RCSC activities, but did not. Participants were then asked what reasons impacted their participation. Of those individuals who provided at least one reason, the most common reason was that the hours did not fit their schedule (39%), followed by not having the time (28%). Other reasons included lack of motivation, COVID, work, safety, overcrowded, and unfriendly members.

Table 195: Barriers to Participation

Reasons for Not Participating	% of Respondents
The hours do not fit my schedule	39%
I do not have the time	28%
My health/physical conditions hinders me	19%
Other	16%
I have no one with whom to participate	15%
I do not know what is offered	12%
My spouse's/partner's health/physical condition hinders me	11%
It costs too much	6%
What I like to do is not available	6%
I cannot go out at night	5%
I do not feel safe	2%
I have no way to get to the activities	1%

Q: If you are not a member of an RCSC club, do you feel comfortable participating at the RCSC facilities?

Overwhelmingly participants feel comfortable at RCSC facilities even if they are not a member of an RCSC club. Eighty-six percent (86%) of respondents indicate they feel comfortable. Cross-tabs did not reveal any notable differences across groups.

Table 196: Comfort as RCSC Facilities – Gender

If you are not a member of an RCSC club, do you feel comfortable participating at the RCSC facilities?	Gender	
	Male	Female
Yes	89%	86%

Table 197: : Comfort as RCSC Facilities – Length of Residence

If you are not a member of an RCSC club, do you feel comfortable participating at the RCSC facilities?	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
Yes	86%	88%	87%	88%	88%	91%	79%

Table 198: : Comfort as RCSC Facilities – Employment Status

If you are not a member of an RCSC club, do you feel comfortable participating at the RCSC facilities?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Yes	86%	91%	87%
No	14%	9%	13%

RCSC Office Services

Q: What RCSC office services do you utilize most? (Select 2)

Participants selected two office services that they utilized the most. The most frequent service utilized was cardholder services for cardholder questions (66%). The table below displays full results. Cross-tabs suggest some differences, but it is not clear if these are meaningful differences. Note, since participants could select more than one, the percentages will not add up to 100 percent. The percent represents the number of individuals that selected that response.

Table 199: Most Frequently Used Services

RCSC Service	Percent (%) of Total
Events & Entertainment Office for ticket purchases	40%
Cardholder Services for Cardholder questions	66%
Chartered Clubs Office for Club questions	17%
Visitors Center for general information about Sun City	31%
Human Resources for employment information	3%
Corporate Office for management resolutions	6%

Table 200: Most Frequently Used Services – Gender

What RCSC office services do you utilize most (Select 2)	How many years have you lived in Sun City?	
	Male	Female
Events & Entertainment Office for ticket purchases	37%	41%
Cardholder Services for Cardholder questions	68%	65%
Chartered Clubs Office for Club questions	15%	19%
Visitors Center for general information about Sun City	28%	34%
Human Resources for employment information	3%	3%
Corporate Office for management resolutions	5%	6%

Table 201: Most Frequently Used Services – Length of Residence

What RCSC office services do you utilize most (Select 2)	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
Events & Entertainment Office for ticket purchases	42%	39%	38%	30%	35%	48%	42%
Cardholder Services for Cardholder questions	64%	67%	70%	71%	72%	57%	77%
Chartered Clubs Office for Club questions	14%	18%	20%	26%	24%	27%	10%
Visitors Center for general information about Sun City	35%	31%	25%	26%	24%	20%	39%
Human Resources for employment information	3%	3%	1%	3%	1%	2%	3%
Corporate Office for management resolutions	5%	6%	7%	7%	9%	9%	10%

Table 202: Most Frequently Used Services – Employment Status

What RCSC office services do you utilize most (Select 2)	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Events & Entertainment Office for ticket purchases	34%	37%	41%
Cardholder Services for Cardholder questions	68%	78%	66%
Chartered Clubs Office for Club questions	14%	16%	19%
Visitors Center for general information about Sun City	32%	36%	31%
Human Resources for employment information	7%	8%	1%
Corporate Office for management resolutions	8%	9%	6%

Table 203: Most Frequently Used Services - Seasonal vs Year-round

What RCSC office services do you utilize most (Select 2)	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Events & Entertainment Office for ticket purchases	46%	37%
Cardholder Services for Cardholder questions	68%	66%
Chartered Clubs Office for Club questions	13%	20%
Visitors Center for general information about Sun City	33%	30%
Human Resources for employment information	0%	4%
Corporate Office for management resolutions	40%	41%

Q: How satisfied are you with services for the following:

Participants rated their satisfaction with various RSCS services on a 5-point scale (5=Very satisfied; 1=Very dissatisfied). On average, participants were highly satisfied with office staff (4.16), and maintenance (4.11), and slightly less satisfied with hours of facility availability (3.99) and fitness equipment training (3.61). Cross-tabs did not suggest notable differences.

Table 204: Satisfaction with Services

Service	Average Satisfaction
Office Staff	4.16
Maintenance	4.11
Hours of Facility Availability	3.99
Fitness of Equipment Training	3.61

Table 205: Satisfaction with Services – Gender

How satisfied are you with services for the following:	Gender	
	Male	**Female**
Office staff	4.17	4.19
Maintenance	4.09	4.15
Hours of facility availability	4.05	3.99
Fitness equipment training	3.67	3.61

Table 206: Satisfaction with Services – Length of Residence

How satisfied are you with services for the following:	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Office Staff	4.22	4.12	4.10	4.11	4.12	3.92	4.00
Maintenance	4.16	4.07	4.01	4.08	4.11	3.94	4.02
Hours of facility availability	3.96	3.97	4.00	4.07	4.06	3.84	3.89
Fitness equipment training	3.58	3.55	3.61	3.68	3.70	3.54	3.81

Table 207: Satisfaction with Services – Employment Status

How satisfied are you with services for the following:	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Office Staff	4.25	4.14	4.14
Maintenance	4.26	4.10	4.09
Hours of facility availability	3.76	3.99	4.02
Fitness equipment training	3.58	3.60	3.60

Table 208: Satisfaction with Services - Seasonal vs Year-round

How satisfied are you with services for the following:	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Office Staff	4.20	4.13
Maintenance	4.13	4.14
Hours of facility availability	4.14	4.09
Fitness equipment training	4.09	4.07

Outdoor Space

Q: Regarding outdoor space, which of the following would you like to see provided by RCSC? (Select all that apply)

The most frequently used outdoor space that participants would like to see provided by RCSC is pedestrian walking trails. Participants could select up to two items. Seventy-three percent (73%) of respondents indicated that this is an outdoor space they would like RCSC to provide. The next highest item was bicycle trails (44%). Pedestrian walking trails ranked highest for both men and women, though women were even more strongly in favor of pedestrian walking space (78%). No differences existed in the highest priority based on length of residence; however, bicycle trails were much more highly ranked for more recent residents than older residents. Major differences did not exist across other areas.

Table 209: Most Frequently Used Outdoor Space

Outdoor Space	% of Sample[2]
Pedestrian walking trails	73%
Bicycle trails (non-street)	44%
Gardens	30%
Picnic areas	29%
Dog friendly areas	27%
Barbecue areas	12%
Disc golf	12%
Drone field	6%
Fling golf	2%
Other	10%

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[2] Since participants could select more than one option, percentages will not add up to 100.

Table 210: Outdoor Space - Gender

Outdoor Space		%
Pedestrian Walking Trails	Male	65%
	Female	78%
Bicycle Trails (non-street)	Male	44%
	Female	45%
Picnic Areas	Male	24%
	Female	34%
Dog Friendly Areas	Male	24%
	Female	30%
Gardens	Male	23%
	Female	36%
Barbecue Areas	Male	12%
	Female	13%
Disc Golf	Male	14%
	Female	12%
Fling Golf	Male	2%
	Female	2%
Drone Field	Male	9%
	Female	3%
Other (specify below)	Male	12%
	Female	9%

Table 211: Most Frequently Used Outdoor Space – Length of Residence

Regarding outdoor space, which of the following would you like to see provided by RCSC? – select all that apply	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Pedestrian Walking Trails	74%	74%	71%	73%	70%	83%	82%
Bicycle Trails (non-street)	50%	45%	39%	35%	34%	21%	43%
Picnic Areas	29%	29%	31%	33%	34%	21%	43%
Dog Friendly Areas	31%	28%	22%	22%	17%	21%	29%
Gardens	33%	29%	30%	29%	27%	23%	32%
Barbecue Areas	15%	12%	12%	9%	7%	10%	18%
Disc Golf	16%	12%	10%	11%	9%	6%	7%
Fling Golf	2%	1%	2%	3%	1%	4%	4%
Drone Golf	7%	5%	5%	4%	5%	4%	0%
Other (specify below)	10%	9%	14%	9%	11%	10%	11%

Table 212: Most Frequently Used Outdoor Space – Employment Status

Regarding outdoor space, which of the following would you like to see provided by RCSC? – select all that apply	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Pedestrian Walking Trails	72%	76%	73%
Bicycle Trails (non-street)	53%	55%	52%
Picnic Areas	31%	37%	29%
Dog Friendly Areas	35%	33%	26%
Gardens	31%	36%	30%
Barbecue Areas	17%	15%	12%
Disc Golf	17%	10%	12%
Fling Golf	3%	3%	2%
Drone Golf	12%	6%	5%
Other (specify below)	12%	13%	10%

Table 213: Most Frequently Used Outdoor Space - Seasonal vs Year-round

Regarding outdoor space, which of the following would you like to see provided by RCSC? – select all that apply	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Pedestrian Walking Trails	72%	76%
Bicycle Trails (non-street)	53%	55%
Picnic Areas	31%	37%
Dog Friendly Areas	35%	33%
Gardens	31%	36%
Barbecue Areas	17%	15%
Disc Golf	17%	10%
Fling Golf	3%	3%
Drone Golf	12%	6%
Other (specify below)	12%	13%

RCSC Clubs

Q: To how many RCSC clubs do you ACTIVELY belong?

For many individuals, clubs represent a substantial part of recreational life at RCSC. Approximately, two-thirds (66%) of respondents actively belong to at least one club. Female respondents were more likely to belong to clubs than male respondents, longer-term residents were somewhat more likely to belong than newer residents, and individuals with full-time employment were much less involved with clubs. Interestingly, seasonal residents were also more likely to belong to a club than year-Round residents.

Table 214: RCSC Clubs

		Respondents
To how many RCSC clubs do you belong?	None	34%
	1-2	45%
	3-4	16%
	5-7	4%
	More than 7	1%

Table 215: Frequency of Actively Belonging to RCSC Clubs - Gender

		Male	Female
To how many RCSC clubs do you ACTIVELY belong?	None	30%	24%
	1-2	48%	45%
	3-4	17%	24%
	5-7	5%	6%
	More than 7	1%	1%

Table 216: Frequency of Actively Belonging to RCSC Clubs – Length of Residence

To how many RCSC clubs do you ACTIVELY belong?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
None	40%	34%	34%	40%	41%	43%	43%
1-2	42%	46%	47%	45%	45%	48%	37%
3-4	14%	16%	15%	13%	11%	6%	20%
5-7	3%	3%	4%	1%	3%	3%	0%
More than 7	0%	0%	1%	1%	0%	0%	0%

Table 217: Frequency of Actively Belonging to RCSC Clubs – Employment Status

To how many RCSC clubs do you ACTIVELY belong?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
None	53%	36%	36%
1-2	36%	50%	45%
3-4	9%	11%	16%
5-7	1%	2%	4%
More than 7	0.3%	0.2%	0.5%

Table 218: Frequency of Actively Belonging to RCSC Clubs - Seasonal vs Year-round

To how many RCSC clubs do you ACTIVELY belong?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
None	31%	40%
1-2	49%	42%
3-4	16%	13%
5-7	3%	3%
More than 7	0%	1%

Q: When you are using RCSC club facilities, do you feel the space allocated is sufficient for the activity?

Club facilities also appear to be adequate. Eighty-two percent (82%) of respondents feel that the space allocated for RCSC club facilities is adequate. Reasons why participants did not feel that the space was sufficient included that there is not enough pool space because of activities and seasonal participation. Fitness rooms are too small. Bell Social Hall is too small. More pickleball courts was another primary complaint.

Table 200: RCSC Club Facilities Space - Gender

When you are using RCSC club facilities, do you feel the space allocated is sufficient for the activity?	Gender	
	Male	**Female**
Yes	84%	79%

Table 219: RCSC Club Facility Space – Length of Residence

When you are using RCSC club facilities, do you feel the space allocated is sufficient for the activity?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Yes	83%	79%	79%	84%	85%	93%	94%

Table 220: RCSC Club Facility Space – Employment Status

When you are using RCSC club facilities, do you feel the space allocated is sufficient for the activity?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Yes	85%	81%	81%
No	15%	19%	19%

Table 221: RCSC Club Facility Space - Seasonal vs Year-round

When you are using RCSC club facilities, do you feel the space allocated is sufficient for the activity?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Yes	82%	81%

Activities Participation with a Spouse or Partner

Q: How many days per week do you participate in RCSC recreational activities with a spouse or partner?

Q: How important is it to you to have activities which you can participate in with a partner or spouse?

Q: During the part of the year you are not in Sun City, how many days per week are you typically involved in RCSC type recreational activities with a spouse or partner?

Three items asked about participation in RCSC activities with a spouse or partner. Most respondents (60%) indicated that they participate in activities with a spouse or partner at least one day a week. On average being able to participate with a spouse or partner was somewhat important (1.95 out of 3).

Table 222: Participation with a Spouse or Partner

Days Per Week	% of Sample
None	40%
1-2	32%
3-5	23%
6-7	5%

Participants were also asked how many days they participated with a spouse or partner during any part of the year they were not in Sun City. Of the respondents who indicated that they did not live in Sun City year-round, similar numbers reported participating with a spouse or partner as compared to the entire Sun City sample.

Table 223: Participation with a Spouse of Partner when not in Sun City

Days Per Week	% of Sample
None	36%
1-2	35%
3-5	24%
6-7	5%

Parties

Q: How often do you use RCSC facilities for PRIVATE parties each year?

RCSC facilities are not occasionally used for parties. Eighty-six percent (86%) of respondents indicated that they never use RSCC facilities for private parties. Facilities were slightly more frequently used for club parties; however, 58% still indicated that they do not use facilities for club parties.

Table 224: Frequency of use for Private Parties

Frequency of use for Private Parties	% of Sample
Never	86%
1-2 times	11%
3-6 times	2%
7-10 times	0%
11 or more times	0%

Table 225: Frequency of Using RCSC Facilities for Private Parties - Gender

	Male	Female
Never	82%	85%
1-2 times	14%	12%
3-6 times	3%	3%
7-10 times	0%	0%
11 or more times	0%	0%

Table 226: Frequency of Using RCSC Facilities for Private Parties – Length of Residence

How often do you use RCSC facilities for PRIVATE parties each year?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Never	91%	84%	83%	85%	85%	91%	90%
1-2 times	7%	12%	13%	14%	13%	9%	6%
3-6 times	1%	3%	4%	1%	2%	0%	5%
7-10 times	0%	0%	0%	0%	0%	0%	0%
11 or more times	0%	0%	0%	0%	0%	0%	0%

Table 227: Frequency of Using RCSC Facilities for Private Parties - Employment

How often do you use RCSC facilities for PRIVATE parties each year?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Never	91%	92%	86%
1-2 times	7%	6%	11%
3-6 times	2%	2%	2%
7-10 times	0.1%	0.4%	0.1%
11 or more times	0.2%	0%	0.1%

Table 228: Frequency of Using RCSC Facilities for Private Parties - Seasonal or Year-round

How often do you use RCSC facilities for PRIVATE parties each year?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Never	86%	88%
1-2 times	11%	10%
3-6 times	3%	2%
7-10 times	0%	0%
11 or more times	0%	0%

Q: How often do you use RCSC facilities for CLUB parties each year?

Table 229: Frequency of Using RCSC Facilities for Private Parties

	Male	Female
Never	57%	48%
1-2 times	27%	31%
3-6 times	12%	15%
7-10 times	3%	3%
11 or more times	2%	2%

Table 230: Frequency of Using RCSC Facilities for Private Parties – Length of Residence

How often do you use RCSC facilities for CLUB parties each year?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Never	66%	55%	54%	56%	59%	62%	83%
1-2 times	21%	27%	31%	32%	27%	28%	12%
3-6 times	9%	13%	11%	11%	10%	9%	0%
7-10 times	2%	2%	1%	1%	3%	1%	6%
11 or more times	2%	3%	2%	1%	1%	0%	0%

Table 231: Frequency of Using RCSC Facilities for Private Parties – Employment Status

How often do you use RCSC facilities for CLUB parties each year?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Never	76%	59%	58%
1-2 times	16%	28%	26%
3-6 times	6%	11%	11%
7-10 times	2%	1.3%	2.1%
11 or more times	0.9%	0.8%	2%

Table 232: Frequency of Using RCSC Facilities for Private Parties - Seasonal vs Year-round

How often do you use RCSC facilities for CLUB parties each year?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Never	58%	60%
1-2 times	28%	25%
3-6 times	10%	12%
7-10 times	2%	2%
11 or more times	2%	2%

Volunteering

Volunteering has been a prominent part of the culture of Sun City, and multiple questions asked about volunteering. Eighteen percent (18%) indicated that they volunteer for RCSC in some capacity. Not surprisingly, individuals who are not employed are much more likely to volunteer than individuals who are employed.

Q: Do you currently volunteer for RCSC in any capacity?

Figure 8: Prevalence of Volunteering for RCSC

Do you currently volunteer for RCSC in any capacity?

18%

82%

■ Yes ■ NO
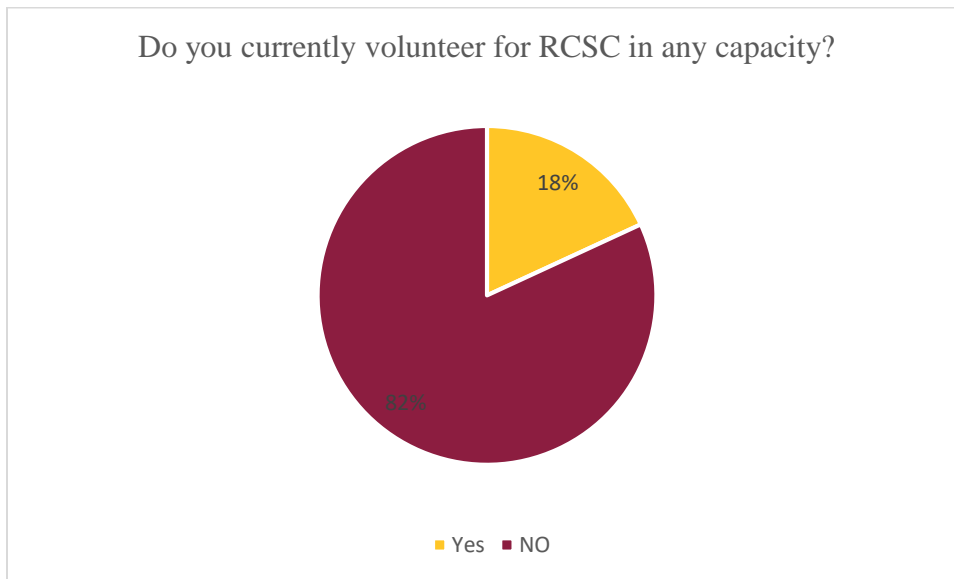
Table 233: Percentage of Respondents that Volunteer - Gender

Do you currently volunteer for RCSC in any capacity?	Gender	
	Male	**Female**
Yes	18%	16%

Table 234: Percentage of Respondents that Volunteer – Length of Residence

Do you currently volunteer for RCSC in any capacity?	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
Yes	14%	19%	22%	14%	20%	15%	6%

Table 235: Percentage of Respondents that Volunteer – Employment Status

Do you currently volunteer for RCSC in any capacity?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Yes	9%	16%	18%

Table 236: Percentage of Respondents that Volunteer - Seasonal vs Year-round

Do you currently volunteer for RCSC in any capacity?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Yes	18%	17%

Q: If yes, what is the average number of hours you volunteer for RCSC per week?

Most participants who volunteer, volunteer less than 4 hours a week. Year-round residents and individuals who are not employed tended to volunteer for more hours compared to other groups.

Table 237: Volunteer Hours

If yes, what is the average number of hours you volunteer for RCSC per week?	% of Total
0-1	39%
2-4	42%
5-8	12%
9-15	4%
16+	3%

Table 238: Average Weekly Hours Volunteering - Gender

If yes, what is the average number of hours you volunteer for RCSC per week?	Gender	
	Male	**Female**
0-1	35%	39%
2-4	43%	43%
5-8	13%	11%
9-15	3%	3%
16+	5%	3%

Table 239: Average Weekly Hours Volunteering - Length of Residence

If yes, what is the average number of hours you volunteer for RCSC per week?	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
0-1	37%	39%	40%	34%	35%	69%	40%
2-4	46%	43%	40%	49%	39%	17%	40%
5-8	11%	10%	14%	7%	15%	11%	20%
9-15	3%	6%	3%	8%	5%	3%	0%
16+	3%	2%	4%	1%	6%	0%	0%

Table 240: Average Weekly Hours Volunteering – *Employment Status*

If yes, what is the average number of hours you volunteer for RCSC per week?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
0-1	44%	49%	38%
2-4	44%	35%	43%
5-8	3%	12%	12%
9-15	3%	2%	4%
16+	6%	3%	3%

Table 241: Average Weekly Hours Volunteering - Seasonal vs Year-round

If yes, what is the average number of hours you volunteer for RCSC per week?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
0-1	47%	36%
2-4	43%	42%
5-8	7%	13%
9-15	2%	5%
16+	1%	4%

Q: When did you become an active RCSC volunteer?

Volunteering with RCSC appears to be an activity that individuals engage in early in their time in Sun City. Eighty-four (84%) of respondents indicated that they became an active volunteer either immediately (35%) or after 1-3 years (49%). Cross-tabs do not suggest any notable differences across groups.

Table 242: When Respondents Became an Active Volunteer

When Respondents Became an Active Volunteer	%
Immediately	35%
After 1-3 years	49%
After 4-6 years	10%
After 7 years or more	6%

Q: When did you become an active RCSC volunteer?

Table 243: When Respondents Became an Active Volunteer – Gender

When did you become an active RCSC volunteer?	Gender	
	Male	Female
Immediately	33%	38%
After 1-3 years	50%	46%
After 4-6 years	9%	10%
After 7 years or more	8%	6%
Immediately	33%	38%

Table 244: When Respondents Became an Active Volunteer – Length of Residence

When did you become an active RCSC volunteer?	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
Immediately	40%	33%	26%	38%	40%	13%	40%
After 1-3 years	55%	49%	52%	38%	37%	29%	20%
After 4-6 years	5%	14%	9%	22%	9%	19%	0%
After 7 years or more	0%	5%	13%	2%	13%	39%	40%

Table 245: When Respondents Became an Active Volunteer - Employment Status

When did you become an active RCSC volunteer?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Immediately	35%	43%	34%
After 1-3 years	50%	42%	51%
After 4-6 years	12%	11%	9%
After 7 years or more	3%	4%	6%

Table 246: When Respondents Became an Active Volunteer - Seasonal vs Year-round

When did you become an active RCSC volunteer?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Immediately	34%	33%
After 1-3 years	49%	50%
After 4-6 years	9%	10%
After 7 years or more	7%	6%

Q: For which activities do you volunteer? (Check all that apply)

Of those who do volunteer, the most frequent volunteer roles were with clubs. Fifty-eight percent (58%) of volunteers reported volunteering as a club monitor/instructor, and 36% a club officer. Other volunteer activities included garden club, pickleball club, golf ranger, club monitor, and PRIDES.

Table 247: Volunteer Roles

Volunteer Roles	% of Volunteers in this role
Club monitor/instructor	58%
Club officer	36%
Other (specify below)	22%
RCSC special events/entertainment	8%
RCSC Standing Committee	8%
RCSC Board	3%
Visitors Center	2%
Other (specify below)	2%

Table 248: Volunteer Roles - Gender

	Male	Female
RCSC special events/entertainment	7%	12%
Club officer	29%	59%
Club monitor/instructor	51%	91%
RCSC Board	3%	3%
RCSC Standing Committee	12%	10%
Visitors Center	2%	4%
Administrative tasks	2%	3%
Other (specify below)	27%	25%

Table 249: Volunteer Roles – Length of Residence

For which activities do you volunteer? – check all that apply	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
RCSC Special Events/Entertainment	8%	7%	9%	5%	7%	8%	0%
Club Officer	26%	36%	45%	47%	43%	25%	75%
Club Monitor/ Instructor	61%	60%	53%	63%	58%	33%	25%
RCSC Board	1%	1%	7%	2%	4%	0%	0%
RCSC Standing Committee	8%	7%	10%	7%	15%	17%	0%
Visitors Center	1%	2%	2%	7%	3%	17%	0%
Administrative Tasks	2%	2%	2%	5%	4%	0%	25%
Other (specify below)	22%	22%	25%	12%	21%	42%	25%

Table 250: Volunteer Roles – Employment Status

For which activities do you volunteer? (check all that apply)	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
RCSC Special Events/Entertainment	11%	10%	7%
Club officer	21%	33%	38%
Club Monitor/Instructor	53%	44%	59%
RCSC Board	0%	4%	3%
RCSC Standing Committee	13%	12%	8%
Visitors Center	3%	0%	2%
Administrative Tasks	3%	2%	2%
Other (specify below)	26%	23%	21%

Table 251: Volunteer Roles - Seasonal vs Year-round

For which activities do you volunteer? (check all that apply)	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
RCSC Special Events/Entertainment	9%	7%
Club officer	23%	43%
Club Monitor/Instructor	61%	57%
RCSC Board	1%	3%
RCSC Standing Committee	4%	11%
Visitors Center	2%	2%
Administrative Tasks	2%	2%
Other (specify below)	21%	21%

Q: What are your reasons for volunteering with RCSC?

For those who volunteer with RCSC, the most common reasons were to help others (56%), they enjoy the work (46%), and to enjoy other's company (40%). Cross-tabs did not suggest any noticeable differences across groups.

Table 252: Reason for Volunteering

Reason for Volunteering	% of those who volunteer[3]
Enjoy the work	46%
Help others	56%
Save on association fees	7%
Help a cause	25%
Having a skill to share	36%
Makes me feel needed	17%
Enjoy others' company	40%
Other (specify below)	12%

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[3] Participants could select multiple answers; therefore percentages will not add up to 100.

Table 253: Reason for Volunteering - Gender

Reason for Volunteering		%
Enjoy the work	Male	47%
	Female	46%
Help others	Male	54%
	Female	58%
Save on association fees	Male	8%
	Female	7%
Help a cause	Male	29%
	Female	24%
Having a skill to share	Male	37%
	Female	36%
Makes me feel needed	Male	15%
	Female	19%
Enjoy others' company	Male	33%
	Female	46%
Other (specify below)	Male	10%
	Female	13%

Table 254: Reasons for Volunteering - Length of Residence

How many years have you lived in Sun City?	Enjoy the work	Help others	Save on association fees	Help a cause	Having a skill to share	Makes me feel needed	Enjoy others' company	Other (specify below)
1-5	41%	50%	11%	25%	36%	16%	37%	15%
6-10	44%	57%	6%	23%	40%	18%	38%	11%
11-15	47%	64%	6%	29%	41%	18%	43%	12%
16-19	72%	67%	0%	26%	35%	21%	51%	9%
20-25	47%	56%	4%	22%	31%	15%	44%	7%
26-29	38%	62%	8%	31%	23%	31%	46%	23%
30+	75%	25%	0%	0%	50%	25%	75%	25%

Table 255: Reasons for Volunteering – Employment Status

What are your reasons for volunteering with RCSC?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Enjoy the work	50%	36%	46%
Help others	0%	0%	0%
Save on association fees	0%	0%	0%
Help a cause	0%	0%	0%
Having a skill to share	0%	0%	0%
Makes me feel needed	0%	0%	0%
Enjoy others' company	0%	0%	0%

Table 256: Reasons for Volunteering - Seasonal vs Year-round

For which activities do you volunteer? (check all that apply)	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Enjoy the work	36%	50%
Help others	56%	57%
Save on association fees	8%	7%
Help a cause	24%	26%
Having a skill to share	32%	38%
Makes me feel needed	14%	19%
Enjoy others' company	41%	40%
Other (specify below)	10%	12%

Q: What are your reasons for not volunteering with RCSC?
Reasons for not volunteering primarily include working fulltime and health. Other responses included laziness, not being in town, lack of opportunities, and lack of time.

Q: Would you be willing to serve on the…

Respondents were also asked about their interest in serving on the Board of Directors or on Standing Committees. Though only six percent of individuals indicated an interest in serving on the Board, it is worth noting that this still represents a sizeable number of individuals. Further, 15% indicated an interest in serving on a standing committee. This suggest a high number of individuals who are interested and willing in being involved in the management of RCSC. Men, newer residents, and, perhaps surprisingly, those who are currently employed were in general more willing to serve in these roles.

Open-ended responses to reasons for not being interested included "too old", "too political" snowbird, still employed, and time constraints.

Table 257: Willingness to Serve

	Male	Female
RCSC Board of Directors	10%	4%
Standing Committees	22%	13%

Table 258: Willingness to Serve - Length of Residence

Would you be willing to serve on the…	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
RCSC Board of Directors	7%	5%	6%	4%	7%	3%	0%
Standing Committees	17%	12%	16%	10%	11%	9%	1%

Table 259: Willingness to Serve - Employment

Would you be willing to serve on the…	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
RCSC Board of Directors	14%	9%	5%
Standing Committees	20%	20%	13%

Table 260: Willingness to Serve - Seasonal vs Year-round

Would you be willing to serve on the…	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
RCSC Board of Directors	5%	7%
Standing Committees	13%	15%

Q: Would you rather pay for services or donate your time as a volunteer to provide free or low-cost services?

Participants were also asked if they would rather pay for services or donate their time. Percentages were equal with 52% indicating that they would rather volunteer. Differences were more pronounced by gender, with 58% of women indicating that they would rather volunteer. Interestingly, there was little difference based on employment status.

An open-ended question asked participants what types of services they would be willing to pay for. Responses included golf, security, special events, and fitness rooms.

Table 261: Pay or Volunteer – Gender

When did you become an active RCSC volunteer?	Gender	
	Male	**Female**
I would rather pay	50%	42%
I would rather volunteer	50%	58%

Table 262: Pay or Volunteer – Length of Residence

Would you rather pay for services or donate your time as a volunteer to provide free or low cost services?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
I would rather pay	46%	47%	45%	44%	48%	27%	50%
I would rather volunteer	50%	50%	50%	50%	48%	71%	42%

Table 263: Pay or Volunteer – Employment Status

Would you rather pay for services or donate your time as a volunteer to provide free or low-cost services?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
I would rather pay	51%	48%	50%
I would rather volunteer	49%	52%	50%

Table 264: Pay or Volunteer - Seasonal vs Year-round

Would you rather pay for services or donate your time as a volunteer to provide free or low cost services?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
I would rather pay	52%	49%
I would rather volunteer	48%	51%

Q: Are you willing to volunteer on a steady basis, fill an occasional volunteer need, or would you prefer not to volunteer at all?

Participants across categories indicated that they were much more willing to volunteer for an occasional need than a steady commitment. No substantial differences based on groups appeared.

Table 265: Preferred Volunteer Frequency

Are you willing to volunteer on a steady basis, fill an occasional volunteer need, or would you prefer not to volunteer at all?	% of Total
Steady commitment	8%
Occasional need	58%
I don't want to volunteer	34%

Table 266: Preferred Volunteer Frequency – Gender

Are you willing to volunteer on a steady basis, fill an occasional volunteer need, or would you prefer not to volunteer at all?	Gender	
	Male	**Female**
Steady commitment	9%	10%
Occasional need	56%	64%
I don't want to volunteer	34%	26%

Table 267: Preferred Volunteer Frequency – Length of Residence

Are you willing to volunteer on a steady basis, fill an occasional volunteer need, or would you prefer not to volunteer at all?	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Steady commitment	5%	7%	8%	8%	9%	13%	9%
Occasional need	57%	52%	53%	43%	46%	52%	38%

| I don't want to volunteer | 32% | 35% | 34% | 42% | 41% | 35% | 47% |

Table 268: Preferred Volunteer Frequency – Employment Status

Are you willing to volunteer on a steady basis, fill an occasional volunteer need, or would you prefer not to volunteer at all?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Steady commitment	6%	5%	8%
Occasional need	54%	64%	56%
I don't want to volunteer	40%	31%	37%

Table 269: Preferred Volunteer Frequency - Seasonal vs Year-round

Are you willing to volunteer on a steady basis, fill an occasional volunteer need, or would you prefer not to volunteer at all?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Steady commitment	6%	8%
Occasional need	62%	53%
I don't want to volunteer	32%	39%

Future Focused

An open-ended item asked participants what the focus of RCSC should be.

Q: If you could ask the RCSC Board of Directors to focus on 3 things, what would they be?
There was a total of 3779 survey respondents that answered this question. The themes emerging from the data analysis are categorized into five main groups. These five resulting themes, subcategories, and significant statement examples are presented below.

Themes and Subcategories

- ❖ **Affordability:** Budget, Costs, Financial Management, Long-term Planning
- ❖ **Community and Social:** Activities, Clubs, Coffee Bar, Dog, Education, Entertainment, Golf, Pickleball
- ❖ **Facilities and Amenities:** A/C, Fitness, Hours of Operation, Internet, Landscaping, Maintenance, Modernize, Mountain view, Pools, Repairs, Restaurants, Upgrades
- ❖ **Governance:** Age Restrictions, CCRs, Community Cohesion, Communication, Focus on majority wishes not minority demands, Focus on residents/members, Get along with one another, Kindness, Learn, New-Resident Management, Non-Resident Management, Respect, Rules, Staff, Transparency, Time Management
- ❖ **Preventative Measures:** Coyotes, Crime Prevention, Homeless, Safety, Security, Water Conservation

When analyzing the feedback received in response to the research question, " If you could ask the RCSC Board of Directors to focus on 3 things, what would they be?" "Community and Social" and "Facilities and Amenities" themes had the most respondents.

The subcategories that fell under the theme "Community and Social" were: Activities, Clubs, Coffee Bar, Dog, Education, Entertainment, Golf, and Pickleball. The subcategories that fell under the theme "Facilities and Amenities" were A/C, Fitness, Hours of Operation, Internet, Landscaping, Maintenance, Modernize, Mountain view, Pools, Repairs, Restaurants, and Upgrades.

The "Community and Social" theme was reflected in responses such as the need for more pickleball courts, more evening times for events, better WIFI for clubs, and more pet-friendly activities. Respondents also expressed the desire for more morning activities and better hours for those still working.

The "Facilities and Amenities" theme was reflected in responses such as the need to improve overall maintenance of facilities and the community, upgrade pools, make them all ADA friendly, and maintain equipment. Respondents also expressed the desire for more variety in fitness classes and larger fitness classes at prime times.

Overall, the data suggests that the RCSC Board of Directors should prioritize improving Facilities and Amenities and Community and Social aspects for the benefit of the community members. Improving facilities and amenities such as pools, fitness equipment, and WIFI for clubs can attract more members and improve their satisfaction. Adding more community and social events and activities, including dog-friendly events, will enhance community bonding and overall satisfaction.

Table 270: Examples of Affordability Theme

THEME	DESCRIPTION
Affordability	The "*Affordability*" theme pertains to the cost of living within the community and the perceived value for money that residents receive. Respondents who identified this theme are concerned about the affordability of services, amenities, and other costs associated with living in the community. They are also interested in the availability of affordable housing options, property taxes, and other related expenses. This theme highlights the importance of balancing the cost of living with the value that residents receive from the services and amenities provided by the RCSC. It emphasizes the need for the board to consider the financial impact of their decisions on community members, particularly those on a fixed income or with limited financial resources.

Subcategories	*Significant Statement Examples*
Cost	- "Keep cost down" - "Affordability" - "Reduce cost" - "Be realistic about cost and stop spending" - "BUDGET" - "Balance budget better vs increasing cost" – - "Lower annual cost"
Value	- "Value for money spent"
Taxes	- "Keep taxes down"

Table 271: Examples of Community and Social Theme

THEME	DESCRIPTION
Community and Social	The *"Community and Social"* theme pertains to the social and recreational aspects of community life, as well as the promotion of social cohesion and community engagement. Respondents who highlighted this theme are interested in specific amenities such as pickleball, golf, and other recreational facilities that foster social connections among community members. This theme highlights the importance of promoting a sense of community and social connectedness among residents, particularly for older adults who may be more isolated or have limited opportunities for social interaction.
Subcategories	*Significant Statement Examples*
Golf	- "RCSC members should be priority for tee times" - "low cost to golf for rcsc members" - "charge outsiders more" - "fix mini-golf + maintain" - "Maintain all courses"
Pickleball	- "More pickleball courts!!" - "More indoor" - "More covered courts" - "Allow pickleball club events in evening"
Clubs	- "Make joining a club less 'political'" - "Respond better to club needs" - "Better WIFI for clubs" - "More evening times for those who work" - "More director interaction" - "Honor room reservations"
Activities	- "More info – keep residents aware of everything" - "More pet friendly activities" - "Increase capacity" - "More morning activities" - "More for elderly and handicapped" - "Better hours for those still working"

Table 272: Examples of Facilities and Amenities Theme

THEME	DESCRIPTION
Facilities and Amenities	This "*Facilities and Amenities*" theme pertains to the maintenance, improvement, and provision of physical resources and services within the community. Respondents who highlighted this theme are concerned about the overall condition and upkeep of community facilities such as swimming pools, fitness centers, and other recreational amenities. They are also interested in the availability of equipment and the accessibility of these facilities to all residents. This theme highlights the importance of providing quality facilities and amenities that enhance the living experience of community members. It also underscores the need for proper maintenance and management of these resources to ensure their continued functionality and longevity.

Subcategories	*Significant Statement Examples*
Maintenance	- "Improve overall maintenance of facilities and community"
Pool	- "Upgrade pools" - "More walking pools" - "More indoor pools" - "Maintain pool decks" - "Higher temperatures" - "More chaise lounges" - "Make them all ADA friendly" - "More pool tables and sun shades"
Fitness	- "More instructor led fitness classes" - "Larger fitness classes" - "More classes at prime times (9-10am)"
Equipment	- "Update and upgrade equipment" - "Maintain equipment" - "More variety"

Table 273: Examples of Governance Theme

THEME	DESCRIPTION
Governance	The "*Governance*" theme relates to the systems, structures, and processes that ensure effective management and accountability within Sun City. Respondents who identified this theme are concerned about transparency, communication, and decision-making processes within the RCSC Board of Directors. They are also interested in the performance of board members and the role they play in representing the interests of the community. This theme highlights the importance of good governance in promoting trust, accountability, and community engagement. It also emphasizes the need for effective communication channels between the board and community members.

Subcategories	*Significant Statement Examples*
Board of Directors	- "Get along with others. There is a LOT of contention during the board meetings." - "Board should agree to disagree, be kind to each other" "Listen to members ideas: not board members agenda"
Communication	- "Improve overall communication with members" - "Better communication from board"
Transparency	- "Transparency regarding budgets and expenses of activities/clubs" - "Transparency in discussions and decisions"
Meetings	- "Limit individuals time for speaking at meetings" - "Meetings when people who work can attend...weekends or after 6pm" - "Improve how the meetings are organized – too chaotic"
Age	- "Maintaining age limit for SC - 55 plus"

Table 274: Examples of Preventative Measures Theme

THEME	DESCRIPTION
Preventative Measures	The "*Preventative Measures*" theme pertains to measures that ensure the safety and security of community members, as well as strategies that mitigate potential risks and threats. Respondents who highlighted this theme are concerned about crime, safety, and security within the community, as well as issues related to homelessness. They are also interested in the implementation of preventive measures, such as security systems, neighborhood watch programs, and other initiatives that promote safety and security. This theme emphasizes the importance of taking proactive measures to mitigate risks and threats that could potentially harm the community and its residents. It also underscores the need for the RCSC Board of Directors to prioritize the safety and well-being of the community in all decision-making processes.

Subcategories	*Significant Statement Examples*
Safety	- "Safety of community and parking lots"
Security	- "Hire security to keep our facilities/golf courses/parking lots safe"
Crime	- "Crime prevention"
Homelessness	- "Get homeless under control"
Lighting	- "Lighting in the community. The streets and lots are dark"

Q: How likely are you to participate in the following activities if they were offered at or through RCSC?

Participants rated how frequently they believed they would participate in potential future activities if they were offered at or through RCSC (4=Often, 1=Never). The activity that participants believed they would most likely be interested in was website development/design (3.58) followed by introductory computer/Internet (3.53) and using social media (3.53).

Table 275: Predicted Participation in Future Activities

Activity	Average Predicted Frequency of Use
Website development / design	3.58
Introductory Computer/Internet	3.53
Using social media	3.53
Digital photography classes	3.34
Indoor cycling	3.26
Other (specify below)	3.21
Cooking classes	2.90
Wellness programs	2.84
Fitness instructor led fit classes	2.82
Fitness training	2.75
Lifelong learning	2.64
Learning mini-classes	2.58

Table 276: Predicted Participation in Future Activities – Gender

How likely are you to participate in the following activities if they were offered at or through RCSC?	Gender	
	Male	**Female**
Lifelong learning	2.36	2.70
Learning mini-classes	2.34	2.83
Indoor cycling	1.82	2.00
Fitness instructor led fit classes	2.16	2.82
Digital photography classes	1.69	1.82
Introductory Computer/Internet	1.74	1.80
Website development / design	1.51	1.46
Using social media	1.55	1.59
Wellness programs	2.23	2.57
Cooking classes	1.98	2.53
Fitness training	2.42	2.67

Table 277:Predicted Participation in Future Activities - Length of Residence

How likely are you to participate in the following activities if they were offered at or through RCSC?	How many years have you lived in Sun City?						
	1-5	6-10	11-15	16-19	20-25	26-29	30+
Lifelong learning	2.60	2.70	2.60	2.54	2.72	2.84	2.78
Learning mini-classes	2.50	2.61	2.60	2.63	2.78	2.86	2.73
Indoor cycling	3.13	3.28	3.38	3.44	3.49	3.48	3.25
Fitness instructor led fit classes	2.67	2.85	2.97	3.04	2.98	2.73	2.92
Digital photography classes	3.22	3.36	3.42	3.51	3.62	3.50	3.20
Introductory Computer/Internet	3.38	3.37	3.24	3.24	3.06	3.21	3.37
Website development / design	3.53	3.60	3.60	3.63	3.63	3.60	3.63
Using social media	3.50	3.56	3.53	3.43	3.60	3.57	3.36
Wellness programs	2.72	2.89	2.89	2.98	2.97	3.13	2.88
Cooking classes	2.69	2.94	3.00	3.24	3.36	3.33	2.89
Fitness training	2.56	2.80	2.89	3.03	2.91	3.04	2.89

Other (specify below)	3.08	3.21	3.26	3.53	3.36	3.78	3.50

Table 278: Predicted Participation in Future Activities – Employment Status

How likely are you to participate in the following activities if they were offered at or through RCSC?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Lifelong learning	2.55	2.76	2.57
Learning mini-classes	2.66	2.83	2.64
Indoor cycling	2.18	2.10	1.88
Fitness instructor led fit classes	2.83	2.81	2.53
Digital photography classes	1.95	1.84	1.75
Introductory computer/internet	1.71	1.82	1.77
Website development/design	1.70	1.63	1.44
Using social media	1.57	1.74	1.56
Wellness programs	2.52	2.63	2.42
Cooking classes	2.48	2.53	2.30
Fitness training	2.83	2.79	2.52
Other (specify below)	2.11	2.04	1.97

Items listed as "other" included golf lessons, pickleball lessons, Yoga, dog training, and day trips. Some respondents also mentioned that their attendance would increase if provided different hours to attend.

Q: How supportive are you of the upcoming (next 10 years) facility remodels?

Participants were asked about their support of remodeling Mountain View and Lakeview facilities in the next 10 years. Participants rated their support on a 4-point scale (4-very supportive, 1=Definitely not supportive). Mean scores indicate relatively strong support for remodeling both facilities. Participants were slightly more supportive of remodeling Lakeview (3.25) than Mountainview (3.16). A small percentage of participants were definitely not supportive (6% for Mountain View and 4% for Lakeview) or Not very supportive (14% for Mountain view and 11% for Lakeview) of remodeling the facilities.

Table 279: Support for Facility Remodels

	Male	**Female**
Mountain View	3.16	3.26
Lakeview	3.25	3.33

	How many years have you lived in Sun City?						
How supportive are you of the upcoming (next 10 years) facility remodels?	1-5	6-10	11-15	16-19	20-25	26-29	30+
Mountain View	3.26	3.20	3.13	3.32	3.23	3.04	3.34
Lakeview	3.34	3.31	3.22	3.31	3.17	3.15	3.34

Table 280: Support for Facility Remodels – Employment Status

How supportive are you of the upcoming (next 10 years) facility remodels?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Mountain View	3.30	3.22	3.11
Lakeview	3.36	3.30	3.21

Table 281: Support for Facility Remodels - Seasonal vs Year-round

How supportive are you of the upcoming (next 10 years) facility remodels?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Mountain View	3.12	3.15
Lakeview	3.26	3.22

Other listed possibilities in the open-ended component included
Oakmont, Bell, pickleball courts, pools/pool lanes, Marinette and Lakeview. Oakmont was most frequently mentioned in this section.

Q: Our community just turned 63 years old! To ensure that we remain a vibrant and modern community, please rank the following RCSC facility "possibilities" by level of importance.

Participants were also asked how important it was to engage to make certain improvements ("possibilities") to RCSC to remain a vibrant and modern community. "Possibilities" were rated on a 4-point scale (4=very important, 1=not important). Maintaining solar ranked highest (3.14) followed by recycling (3.08). Rebuilding maintenance buildings ranked the lowest (2.40). Minimal differences were noted in cross-tabs.

RCSC Facility "Possibilities"	Mean Importance
Maintain Solar	3.14
Recycling	3.08
Replace/remodel buildings	3.02
Technology improvements (Internet, TV availability)	2.99
Replace facility roofs	2.97
Electronic Voting	2.89
Other (specify below)	2.55
Rebuild maintenance buildings	2.40

Table 282: RCSC Facility Possibilities - Gender

RCSC Facility "Possibilities"	Male	Female
Replace/remodel buildings	3.00	3.04
Remodel/add/delete Fitness Centers	3.02	3.04
Rebuild maintenance buildings	2.46	2.38
Technology improvements (Internet, TV availability)	2.98	3.02
Replace facility roofs	2.98	2.97
Maintain Solar	3.09	3.17
Electronic Voting	2.83	2.92
Recycling	2.88	3.21

Table 283: RCSC Facility Possibilities by Length of Residence

To ensure that we remain a vibrant and modern community, please rank the following RCSC facility "possibilities" by level of importance.	1-5	6-10	11-15	16-19	20-25	26-29	30+
Replace/remodel buildings	2.97	3.02	3.02	3.21	3.09	3.00	3.10
Rebuild maintenance buildings	2.42	2.37	2.41	2.49	2.40	2.22	2.56
Technology improvements (Internet, TV availability)							
Replace facility roofs	2.96	2.97	2.99	2.95	3.00	3.01	3.14
Maintain Solar	3.12	3.15	3.18	3.14	3.10	3.21	3.10
Electronic Voting	2.87	2.90	2.90	2.98	2.83	2.73	2.83
Recycling	3.06	3.11	3.08	3.11	3.01	3.22	2.97
Other (specify below)	2.61	2.59	2.45	2.14	2.50	2.31	3.32

Table 284: RCSC Facility Possibilities – Employment Status

To ensure that we remain a vibrant and modern community, please rank the following RCSC facility "possibilities" by level of importance.	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Replace/remodel buildings	2.89	2.95	2.94
Remodel/add/delete Fitness Centers	3.02	2.96	2.89
Rebuild maintenance buildings	2.43	2.41	2.36
Technology improvements (Internet, TV availability)	2.96	2.95	2.94
Replace facility roofs	2.95	2.91	2.93
Maintain Solar	3.11	3.05	3.11
Electronic Voting	2.86	2.76	2.87
Recycling	3.01	3.06	3.03
Other (specify below)	2.89	2.95	2.94

Table 285: RCSC Facility Possibilities - Seasonal vs Year-round

To ensure that we remain a vibrant and modern community, please rank the following RCSC facility "possibilities" by level of importance.	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Replace/remodel buildings	2.96	2.93
Remodel/add/delete Fitness Centers	2.95	2.90
Rebuild maintenance buildings	2.34	2.39
Technology improvements (Internet, TV availability)	2.90	2.97
Replace facility roofs	2.92	2.95
Maintain Solar	3.11	3.11
Electronic Voting	2.83	2.88
Recycling	3.14	2.98
Other (specify below)	2.52	2.38

Areas listed as "other" included security, trash pickup, grounds maintenance, maintenance of facilities, increased customer service, keep community 55+, and water conservation.

Q: How important is development of a new or remodeled fitness complex to your decision to rent or own a home in Sun City?

Table 286: Importance of Remodeled Fitness Complex – Gender

How important is development of a new or remodeled fitness complex to your decision to rent or own a home in Sun City?	Gender	
	Male	**Female**
Mean	2.32	2.21

	How many years have you lived in Sun City?						
How important is development of a new or remodeled fitness complex to your decision to rent or own a home in Sun City?	1-5	6-10	11-15	16-19	20-25	26-29	30+
Mean	2.30	2.24	2.19	2.30	2.04	2.30	2.12

Table 287: Importance of Remodeled Fitness Complex - Residence

How important is development of a new or remodeled fitness complex to your decision to rent or own a home in Sun City?	Are you currently employed while living in Sun City?		
	Yes, full-time	**Yes, part-time**	**No**
Mean	2.33	2.34	2.04

Table 288: Importance of Remodeled Fitness Complex - Seasonal vs Year-round

How important is development of a new or remodeled fitness complex to your decision to rent or own a home in Sun City?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	**Year-round**
Mean	2.14	2.09

Q: What priority should RCSC give to the addition of these future facilities?

Participants ranked the addition of walking/running paths, followed by a restaurant/coffee shop as the highest priority for a future facility. No substantial differences appeared based on group comparisons.

Table 289: Priority for Future Facilities

What priority should RCSC give to the addition of these future facilities?	Average Rank
Walking / running paths	3.71
Restaurant/coffee shop	3.43
Other (specify below)	3.27
Updated patio furniture in pool areas	3.12
Clubhouse style lounge	3.03
Sports bar	2.92
Updated furniture in common areas	2.92
Additional pickleball course	2.89
Enhanced landscaping	2.86
New fitness facility	2.85
Healthy snack vending machines	2.83
Cyberspa/ Internet cafe	2.77
Additional dog exercise areas	2.61
Shuttle service between rec centers	2.54
Indoor basketball	2.29
Additional racquetball courts	2.24
E-sports / Digital gaming room	2.14

Table 290: Priority for Future Facilities - Gender

Priorities for Future Facilities	Male	Female
Restaurant/coffee shop	2.36	2.51
Cyberspa/ Internet cafe	1.76	1.85
E-sports / Digital gaming room	1.24	1.07
Clubhouse style lounge	2.07	2.07
Sports bar	2.05	1.87
Healthy snack vending machines	1.78	1.93
New fitness facility	1.97	1.90
Indoor basketball	1.33	1.27
Additional racquetball courts	1.29	1.21
Shuttle service between rec centers	1.45	1.61
Additional pickleball course	1.98	1.90
Updated patio furniture in pool areas	2.11	2.22
Updated furniture in common areas	1.97	1.96
Enhanced landscaping	1.87	1.90
Additional dog exercise areas	1.50	1.72
Walking / running paths	2.60	2.89
Other (specify below)	2.33	2.41

Table 291: Priorities for Future Facilities - Length of Residence

	How many years have you lived in Sun City?						
What priority should RCSC give to the addition of these future facilities?	1-5	6-10	11-15	16-19	20-25	26-29	30+

Restaurant/coffee shop	2.52	2.49	2.32	2.45	2.26	2.47	2.22
Cyberspa/ Internet cafe	1.84	1.89	1.74	1.82	1.50	1.76	1.84
E-sports / Digital gaming room	1.14	1.14	1.05	1.16	1.08	1.34	1.14
Clubhouse style lounge	2.21	2.06	1.97	1.91	1.74	1.65	1.51
Sports bar	2.12	1.95	1.84	1.56	1.50	1.51	1.42
Healthy snack vending machines	1.96	1.85	1.78	1.82	1.74	1.93	1.57
New fitness facility	2.09	1.89	1.69	1.91	1.69	1.91	1.52
Indoor basketball	1.37	1.31	1.14	1.22	1.19	0.80	1.11
Additional racquetball courts	1.29	1.22	1.12	1.23	1.20	1.04	1.14
Shuttle service between rec centers	1.70	1.50	1.38	1.60	1.41	1.27	1.14
Additional pickleball course	2.04	2.03	1.75	1.71	1.62	1.60	1.44
Updated patio furniture in pool areas	2.25	2.15	2.18	2.27	1.94	1.93	1.83
Updated furniture in common areas	1.94	1.97	1.97	2.09	1.87	1.99	1.91
Enhanced landscaping	1.90	1.88	1.87	2.01	1.82	1.91	1.58
Additional dog exercise areas	1.77	1.67	1.41	1.47	1.41	1.38	1.41

Walking / running paths	2.86	2.84	2.67	2.75	2.43	2.65	2.59
Other (specify below)	2.38	2.46	2.49	2.01	1.95	0.95	2.60

Table 292: Priorities for Future Facilities – Employment Status

What priority should RCSC give to the addition of these future facilities?	Are you currently employed while living in Sun City?		
	Yes, full-time	Yes, part-time	No
Restaurant/coffee shop	3.60	3.52	3.37
Cyberspa/ Internet cafe	2.98	2.84	2.72
E-sports / Digital gaming room	2.18	2.16	2.11
Clubhouse style lounge	3.30	3.12	2.96
Sports bar	3.32	3.02	2.84
Healthy snack vending machines	2.96	2.92	2.76
New fitness facility	3.09	2.23	2.75
Indoor basketball	2.39	2.44	2.24
Additional racquetball courts	2.31	2.39	2.20
Shuttle service between rec centers	2.65	2.52	2.48
Additional pickleball course	2.82	2.98	2.88
Updated patio furniture in pool areas	3.22	3.10	3.07
Updated furniture in common areas	2.97	2.86	2.90
Enhanced landscaping	2.87	2.93	2.81
Additional dog exercise areas	2.84	2.81	2.54
Walking / running paths	3.93	3.84	3.62
Other (specify below)	3.18	2.99	3.24

Table 293: Priorities for Future Facilities - Seasonal vs Year-round

What priority should RCSC give to the addition of these future facilities?	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-round
Restaurant/coffee shop	3.32	3.45
Cyberspa/ Internet cafe	2.64	2.80
E-sports / Digital gaming room	2.00	2.17
Clubhouse style lounge	2.99	3.02
Sports bar	2.93	2.88
Healthy snack vending machines	2.68	2.84
New fitness facility	2.76	2.82
Indoor basketball	2.20	2.30
Additional racquetball courts	2.17	2.25
Shuttle service between rec centers	2.33	2.58
Additional pickleball course	3.04	2.80
Updated patio furniture in pool areas	3.10	3.09
Updated furniture in common areas	2.88	2.91
Enhanced landscaping	2.87	2.80
Additional dog exercise areas	2.38	2.71
Walking / running paths	3.57	3.72
Other (specify below)	3.35	3.15

Other responses included bike paths, better band/music, golf, outdoor community spaces.

Q: What would you like to see RCSC provide more of?

There was a total of 812 survey respondents that answered this question. The themes emerging from the data analysis are categorized into five main groups. These five resulting themes, subcategories, and significant statement examples are presented below.

Themes and Subcategories

❖ **Community Engagement:** Common Area, Community Events, Meet & Greet
❖ **Dining and Food Services:** Coffee Shop, Restaurants, Sports Bar
❖ **Facilities and Amenities:** Facilities, Landscaping, Maintenance, Dog Areas
❖ **Organizational Governance and Communication:** Affordability, Board, Communication, Handicapped, Non-Resident Management, Rules, Security, Staff, Tours
❖ **Recreation and Fitness:** Activities, Clubs, Courts, Dance, Education, Entertainment, Fitness, Golf, Instruction, Park, Pickleball, Pools, Sauna, Tracks, Trails

When analyzing the feedback received in response to the research question, "What would you like to see RCSC provide more of?" the "Recreation and Fitness" theme had the most respondents. The subcategories that fell under this theme were Activities, Clubs, Courts, Dance, Education, Entertainment, Fitness, Golf, Instruction, Park, Pickleball, Pools, Sauna, Tracks, and Trails.

The responses from the participants in the survey further supported the prominence of the Recreation and Fitness theme. The participants expressed their desire for more activities geared towards the younger generation, not stereotyped visions of seniors. They also requested the provision of classes and activities that can be done through Zoom for those who are homebound and cannot go to Rec Centers. Some participants requested the provision of summer activities and better control for heat and cooling during club functions, snacks by the pool, and warmer pool temperatures. Furthermore, the participants expressed their desire for more funds to clubs for equipment, an indoor basketball court, badminton courts, and a full gymnasium for badminton and basketball. They also requested more community social events, continued education classes, lectures on current events, and lifelong learning activities.

The participants also expressed their desire for better-quality fitness machines, exercise classes, fitness equipment training, physical therapy, wellness resources, saunas, and steam rooms. They also requested better golf course maintenance, equitable access to the tee time lottery for golf, eliminating preferential access granted to some groups, and fixing miniature golf.

In conclusion, the "Recreation and Fitness" theme was the most prominent theme that emerged from the data analysis. The participants expressed their desire for more activities and classes for younger residents, better quality fitness machines and equipment, improved golf course maintenance, and more pickleball courts.

Table 294: Examples from Community Engagement Theme

THEME	DESCRIPTION
Community Engagement	❖ The *"Community Engagement"* theme reveals that many respondents would like to see more opportunities to connect with others in Sun City. Some mentioned the need for gathering areas, such as lounge areas or outdoor spaces for grandchildren, where they could meet others and socialize. Others suggested having more community events, such as clubhouses, socials, or free events, that would bring members together and create a sense of community. Many also expressed interest in neighborhood meet and greets or small socials that would allow them to connect with their immediate neighbors. Overall, the theme highlights the importance of social connections in Sun City and the desire for more opportunities to engage with others in the community.
Subcategories	*Significant Statement Examples*
Common Area	- "Gathering areas to meet others like lounge areas" - "I wish there was an outdoor space for grandchildren" - "More areas to gather in group. Other locations have a clubhouses which would be nice" - "Places to gather to just talk and make new friends"
Community Events	- "Community get togethers" - "Maybe small community socials by rec center so you can get to know more people in your neighborhood" - "Social Events for all membership (ice cream social / BBQ) so we can get to meet more of our neighbors"
Meet & Greet	- "Neighborhood meet & greet so we can get to know people close to our location" - "More free events to get people together to meet"

Table 295: Examples from Dining and Food Services Theme

THEME	DESCRIPTION
Dining and Food Services	❖ The *"Dining and Food Services"* theme revealed that respondents had a strong desire for more options and updated facilities. Many suggested the addition of a coffee shop or lounge area specifically for residents. Others mentioned the need for an updated clubhouse or restaurant with a more modern and resort-style feel, complete with a bar or coffee lounge. Some respondents suggested more social activities centered around food and drink, such as karaoke or open mic nights. Additionally, several respondents mentioned the desire for a sports bar or similar space for residents to socialize and watch games, with some suggesting extended hours to accommodate different schedules. Overall, the theme highlighted the desire for more dining and food service options, as well as updated and modern facilities to enhance the social and community experience for residents.
Subcategories	*Significant Statement Examples*
Coffee Shop	- "Coffee shops are good idea" - "More resort style feel. Updated lobbies that have bar/ coffee lounge" - "Coffee shops just for residents"
Restaurants	- "Restaurant that provides karaoke or open/mic nights" - "We really need an updated clubhouse/restaurant/lounge"
Sports Bar	- "A sports bar space for residents to socialize" - "A place to watch sports and visit along with food and drink" - "Sports bars w/ food open until 9-10pm" - "A nice sports bar or clubhouse type restaurant/bar would be nice"

Table 296: Examples from Facilities and Amenities Theme

THEME	DESCRIPTION
Facilities and Amenities	❖ The *"Facilities and Amenities"* theme revealed that many respondents would like to see improvements in the availability and quality of facilities and amenities in Sun City. Some mentioned the need for better facilities for movies or the promotion of water conservation and desert landscaping to keep costs down. Others suggested better planning and faster response to maintenance problems in various club rooms. Many also expressed interest in additional dog parks with grass, dog-friendly areas to walk their pets on RCSC property, and a dog training facility for year-round socializing and training. Overall, the theme highlights the importance of maintaining and improving existing facilities and amenities, as well as the need for more dog-friendly spaces in Sun City.
Subcategories	*Significant Statement Examples*
Facilities	- "Availability of facilities" - "Better facilities for movies" - "Better planning abilities when upgrading/repurposing facilities"
Landscaping	- "Promotion of water conservation" - "Rock landscaping to keep water costs down in budget" - "Grants and programs for encouraging desert landscaping and water conservation so we are a community that looks like we care about the environment"
Maintenance	- "Continually improve facilities and equipment" - "Faster response to maintenance problems in various club rooms" - "Overall emphasis on maintenance for everything"
Dog Areas	- "Additional dog parks with grass" - "Dog friendly areas to walk your dogs on RCSC property" - "More Dog Parks- separate for large and small dogs" - "Dog training facility for Year-round socializing and training"

Table 297: Examples from Organizational Governance and Communication Theme

THEME	DESCRIPTION
Organizational Governance and Communication	❖ The *"Organizational Governance and Communication"* theme shows that many respondents are concerned with affordability and pricing. Some expressed the need for reduced costs and fees, especially for single residents who are currently required to pay the same price as couples. Others emphasized the importance of transparent and open communication from the board, as well as the need for leadership with integrity and respect for residents. The theme also includes suggestions for better communication and messaging about activities and clubs, as well as more information on facilities and programs for disabled seniors. Additionally, many respondents expressed a desire for better rules enforcement and security measures, such as cameras and police forces, to ensure a safe and secure gated community. Finally, there were requests for tours of homes and the community, as well as more coordination with local tour groups to provide opportunities to travel in the Phoenix area. Overall, the theme highlights the importance of affordability, transparency, communication, rules enforcement, and security in Sun City governance and management.
Subcategories	*Significant Statement Examples*
Affordability	- "Acceptable pricing for singles. Should not have to pay couple prices: - "Cheaper rental fees for rooms" - "Drop the price for single Sun City Residents. The same price is the same for a married couple. $496.00" - "Reducing all costs and fees"
Board	- "Access to board activities and a responsive board membership" - "Board members that respect each other, set an example of community and honor the concept of a wonderful place to grow older together" - "Important matters that will come before the Board, for which the members should be aware. For example, raising the annual rec center fees from $496 to $525 -- without financial need -- seems like something that should have been vetted with the members. Not just a Board decision" - "Integrity of the board" - "Intelligent leadership" - "Open Board of Directors and more respect for residents" - "Transparency!!"

Communication	- "A mobile application to better stay in touch with current events and information about everything" - "Better communication/ streamline, messaging for the activities" - "Communications on all actions and total transparency on spending and how votes show what we are spending money on" - "Information on clubs & activities available" - "Open communication with members"
Handicapped	- "Facilities and programs for partially handicapped" - "I am blind. I think more activities and services for the blind. Braille and jaws in the library. Buses for activities and other community centers. Classes for non-visual learners" - "Services for disabled seniors" - "Very little consideration is given to handicapped residents"
Non-Resident Management	- "Access to golf for paying owners before others. Renters often are allowed to make a great number of tee times and then cancel at the last minute if they don't use them" - "Access to morning tee times for residents" - "Higher fees for public golfers" - "More time for activities that is taken up by non-residents" - "RCSC needs to address the nonresident golf and bowling situation. Members should have first choice. Need to have riding golf carts available for guests instead of reserving for nonresidents"
Rules	- "Help with adherence to CCRs" - "I believe we need more help in making sure Sun City residents are living up to our "rules" , in particular our age restrictions , maintenance of properties, and excess vehicles. There seems to be some violations in these areas, particularly the age limit" - "Rules enforcement"
Security	- "Police force for security" - "A safe and secure gated community!" - "Crime Prevention" - "Deterrents against outsiders coming in to commit crime. Cameras if needed" - "More cameras, security in parking lots"
Staff	- "A friendly staff that cares more about the members than enforcing rules" - "Better overall attitudes of Corporate staff" - "Supervision of the staff" - "Responsive monitors and employees"
Tours	- "Coordinate with local tour groups to provide opportunities to travel in the Phoenix area" - "Tours of homes and the community"

Table 298: Examples from Recreation and Fitness Theme

THEME	DESCRIPTION
Recreation and Fitness	❖ The *"Recreation and Fitness"* theme suggests that respondents are interested in a wide range of physical and mental activities, clubs, and educational opportunities. Many respondents requested activities and classes geared towards younger generations and expressed a desire for programs that go beyond stereotypical views of seniors. Some respondents suggested offering classes or activities through Zoom to accommodate those who are homebound. Others requested improvements to existing facilities, such as additional or better-maintained courts and better quality fitness equipment. Many also expressed interest in educational programs, lectures, and lifelong learning activities. Additionally, respondents requested improvements to golf courses and equitable access to tee time lotteries. The theme also highlighted a strong interest in pickleball, with requests for additional courts and covered, air-conditioned facilities. Overall, the "Recreation and Fitness" theme reveals a desire for a diverse range of physical and mental activities and improved facilities and programs to accommodate these interests.
Subcategories	***Significant Statement Examples***
Activities	- "Activities geared to the next generations" - "Activities not directed to health issues or to stereotyped vision of seniors. We are not all suffering from physical infirmities or health issues. Drop the senior stereotypes" - "Classes or activities that can be done through Zoom for those of us who are homebound and cannot go to Rec Centers" - "Summer activities"
Clubs	- "Controls for heat & cooling during club function, and vending machines for drink items in halls" - "More clubs for the younger resident not everyone that lives here is 80" - "Oversight in clubs...lots of politics" - "Providing more funds to clubs for equipment"
Courts	- "An indoor basketball court" - "Badminton courts" - "A full gymnasium for badminton and basketball etc"
Dance	- "Dance instruction" - "Dances – social events"
Education	- "Continued education classes" - "Educational programs" - "Lectures on current events" - "Lifelong learning activities"

Entertainment	-	"Better bands at Sun Bowl"
	-	"Better movie choices"
	-	"FREE entertainment events"
	-	"Theater/ entertainment facilities"
Fitness	-	"Better locker rooms, more weight and resistance equipment"
	-	"Better quality fitness machines with treadmills that are lower to the ground. There are people who can't step onto them because they are too high to step onto"
	-	"Exercise classes"
	-	"Fitness equipment training"
	-	"Physical therapy"
	-	"Wellness resources (more massage opportunities, acupuncture), saunas, steam rooms"
Golf	-	"Attention to Golf range ball machines and lighting the driving ranges, particularly during the summer hours"
	-	"Better golf course maintenance"
	-	"Better golf scheduling and residents a priority"
	-	"Equitable access to the tee time lottery for golf, eliminating the preferential access granted some groups"
	-	"Fix miniature golf!"
Instruction	-	"Ability for pro instruction at SC centers"
	-	"In person instruction for those of us new to a facility. I always feel lost when I go in"
	-	"More trained staff for fitness center and classes vs residents attempting to teach"
Park	-	"Indoor Park"
Pickleball	-	"Better response to pickleball club requests. It sometimes takes years or never even though the club is willing to pay for it"
	-	"Covered air-conditioned pickleball courts"
	-	"Additional Pickleball courts!
	-	"Pickleball courts. Just look at the club membership and popularity of the sport. This needs to happen now!"
Pools	-	"Indoor water aerobics"
	-	"It would be nice to be able to get lunch or snacks by the pool"
	-	"Lounge chairs"
	-	"One more additional competitive lap pool with heater and chiller"
	-	"Warmer water temps"
Sauna	-	"A steam room near the pools"
Tracks	-	"Cushioned outdoor tracks"
	-	"For those of us who live here all year, we need more than one indoor walking track!!!!! Fairway is too far away for those of us who live north of Bell"

	-	"Updated air conditioning on Fairview walking track and/or another walking track"
Trails	-	"Biking and hiking trails"

Marketing Considerations

Several items asked questions relevant to marketing Sun City for future residents.

Q: Why did you choose to move to Sun City (rank 1 (lowest) to 5 (highest)? Drag and drop to place items in order.

Survey respondents were provided five reasons for moving to Sun City and were ask to rank them in order of how important they were to them. To analyze this item, we created a mean score by scoring a top ranked reason (5), and the lowest ranked reason (1). Based on this, the top reason for moving to Sun City is that it is an active adult community (3.19), followed by having friends/relatives close by (3.10).[4]

Table 299: Reasons for Moving to Sun City

Reason	Mean Score
Active adult community	3.19
Friends / relatives close by	3.10
Access to specific amenities (i.e. facilities, amenities, clubs, activities)	2.97
Affordable home prices	2.89
Investment property	2.70

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[4] Anecdotal feedback suggests that some respondents struggled with the original forced ranking format of this question. Though results are consistent with what we would expect, caution is recommended when interpreting this item.

Q: How did you first hear about Sun City? (Check all that apply)

In this question, participants were able to select multiple options from a list about how they first heard about Sun City? The most frequent way people heard about Sun City was by resident referral, and the second reason was also from an informal source (reputation/word of mouth). No substantial differences appeared when comparing groups.

Table 300: How did you hear about Sun City?

How did you first hear about Sun City?	% of Total Choices
Resident referral	43%
Reputation / Word of Mouth	34%
Other (specify below)	30%
Website	8%
Drive by sign	5%
Magazine/Travel Guide	3%
Facebook	0%

Table 301: How did you hear about Sun City -Gender

How did you first hear about Sun City?	Male	Female
Resident referral	43%	43%
Reputation / Word of Mouth	36%	32%
Website	9%	7%
Drive by sign	5%	4%
Facebook	0%	0%
Magazine/Travel Guide	4%	2%
Other (specify below)	28%	31%

Table 302: How did you hear about Sun City by Gender- Length of Residence

	How many years have you lived in Sun City?						
	1-5	**6-10**	**11-15**	**16-19**	**20-25**	**26-29**	**30+**
Resident referral	40%	42%	50%	44%	47%	41%	34%
Reputation / Word of Mouth	35%	35%	32%	30%	36%	34%	26%
Website	10%	7%	6%	3%	4%	2%	9%
Drive by sign	4%	5%	5%	3%	7%	7%	0%
Facebook	1%	0%	0%	0%	0%	0%	0%
Magazine/Travel Guide	3%	3%	2%	3%	2%	3%	3%
Other (specify below)	30%	30%	30%	29%	29%	29%	40%

Table 303: How did you hear about Sun City - Employment Status

	Are you currently employed while living in Sun City?		
	Yes	Yes, Part-time	No
Resident referral	32%	38%	45%
Reputation / Word of Mouth	36%	33%	34%
Website	7%	8%	8%
Drive by sign	5%	4%	5%
Facebook	0%	0%	0%
Magazine/Travel Guide	2%	2%	3%
Other (specify below)	34%	35%	29%

Table 304: How did you hear about Sun City- Year-Round vs Seasonal Resident

	Are you a seasonal or year-round Sun City resident?	
	Seasonal	Year-Round
Resident referral	57%	37%
Reputation / Word of Mouth	28%	37%
Website	6%	8%
Drive by sign	3%	5%
Facebook	0%	0%
Magazine/Travel Guide	2%	3%
Other (specify below)	26%	32%

Other places were participants heard about Sun City included realtor, parents, friends, family, and residents.

Q: What do you feel are the top 3 incentives/attractions that cause new residents to choose Sun City AZ over other Active Adult Communities?

There was a total of 4757 survey respondents that answered this question. Out of the 4757 respondents, data analysis revealed that the top three incentives/attractions that cause new residents to choose Sun City AZ over other Active Adult Communities are cost, golf, and facilities. Within the cost theme, respondents cited factors such as affordability of housing, low fees, and competitive pricing. For the golf theme, the availability, variety, and affordability of golf courses were mentioned. Within the facilities theme, respondents appreciated the number and quality of recreation centers, fitness centers, and pools, as well as age-appropriate facilities like lawn bowling and pickleball.

Some specific responses related to cost include the affordability of housing, low costs and fees, and cost effectiveness. In terms of golf, respondents appreciated the number of courses and affordable pricing. Regarding facilities, respondents valued having access to modernized, well-managed facilities, as well as a variety of amenities.

Overall, the data suggests that cost, golf, and facilities are the primary attractions for new residents choosing Sun City over other Active Adult Communities. The affordability and value of housing, as well as the variety and quality of golf courses and facilities, are key factors for those considering moving to Sun City.

Table 305: Examples from Cost Theme

THEME	DESCRIPTION
Cost	The "*Cost"* theme pertains to the financial aspects of living in Sun City, and it emerged as one of the top reasons why new residents choose this community over other active adult communities. The subcategories found within the Cost theme included Affordability, Low Fees, Competitive Pricing, Cost Effectiveness, and Cost of Housing, among others. Respondents frequently mentioned the affordability of housing and the low cost of living as attractive factors of Sun City. Some mentioned the low costs of annual dues, property taxes, and homeowner association fees, as well as the cost of the RCSC privilege card. Others emphasized the competitive pricing and value for money, suggesting that Sun City offers affordable and cost-effective options. Overall, the Cost theme reflects the importance of affordability and value for money in attracting new residents to Sun City. The data suggests that cost is a significant factor in decision-making for those seeking to live in an active adult community, and Sun City's affordability is a compelling reason for choosing this community over others.

Subcategories	*Significant Statement Examples*
Affordability Low Fees Competitive Pricing Cost Effectiveness Cost of Housing	- "Affordability" - "Affordability of housing" - "Low costs and keeping them low" - "Low fees" - "Competitive price and value" - "Cost effectiveness" - "Cost of facilities and amenities offered" - "Cost of annual dues, property taxes, etc." - "Cost of HOA's" - "Cost of housing" - "Cost of living" - "Cost of RCSC privilege card"

Table 306: Examples from Golf Theme

THEME	DESCRIPTION
Golf	The "*Golf"* theme pertains to the financial aspects of living in Sun City, and it emerged as one of the top reasons why new residents choose this community over other active adult communities. The subcategories found within the "Golf" theme included the number and availability of golf courses, affordability of golf, the golf cart community, and the variety of golf courses. Respondents expressed a strong interest in golf, with many indicating that the number of golf courses available and the affordability of golf were key factors in their decision to move to Sun City. Some respondents appreciated the golf cart community and the ease with which they could access the courses. Others appreciated the variety of golf courses available in the community. Overall, the data suggests that golf is an important factor for those who choose to move to Sun City, and the availability and affordability of golf courses are key incentives/attractions.

Subcategories	*Significant Statement Examples*
Quantity Availability Affordability Golf Cart	- "Number of golf courses" - "Golf availability and pricing" - "Golf cart community" - "Variety and number of golf courses" - "Affordable golf"

Table 307: Examples of Facilities Theme

THEME	DESCRIPTION
Facilities	The "*Facilities"* theme pertains to the financial aspects of living in Sun City, and it emerged as one of the top reasons why new residents choose this community over other active adult communities. The subcategories found within the "Facilities" theme included availability, quality, and quantity of recreational centers, fitness centers, pools, and other facilities. Respondents mentioned the importance of having facilities that were age-appropriate and

well-managed, with modernized amenities and easy access. specific facilities mentioned included medical facilities, lawn bowling facilities, and pickleball facilities. Respondents also expressed a desire for a recreation center that was exclusively for residents and not open to the general public. Overall, the Facilities theme reflected the importance of having a wide range of high-quality facilities and amenities within the Sun City community, catering to the specific needs and interests of its residents.

Subcategories	Significant Statement Examples
Availability	- "Having a rec center for residents only and not the general public"
	- "Number of recreation centers and their proximity to residents"
Quality	- "Well managed and modernized facilities"
	- "Number of fitness centers and pools"
Quantity	- "All of the centers available to us"
	- "All amenities offered"
Rec Centers	- "Quantity of facilities"
	- "High quality facilities"
	- "Medical facilities"
	- "Lawn bowling facilities"
	- "Pickleball facilities"
	- "Bang for buck facilities"
	- "Easy access to facilities"
	- "Age appropriate facilities"
	- "Golf facilities"

Q: What is one thing RCSC could do to make the community recreational facilities more attractive to prospective Sun City, AZ residents?

There was a total of 3186 survey respondents that answered this question. The themes emerging from the data analysis are categorized into seven main groups. These seven resulting themes, subcategories, and significant statement examples are presented below.

Themes and Subcategories

- ❖ **Board and Membership:** Access, Affordability, Age Restrictions, Communication, Hours of Operation, New Resident Management, Non-Members Management, Passes, Residents, Rules, Transportation
- ❖ **Community Engagement:** Community, Members Area, Staff, Tours
- ❖ **Information and Marketing:** Advertise, Directory, Newsletter
- ❖ **Dining and Food Services:** Coffee Shop, Restaurant, Sports Bar
- ❖ **Facility Maintenance and Improvement:** A/C, Appearance, Dog, Homeless, Landscape, Maintenance, Modernize, Parking, Seating, Shade, Safety
- ❖ **Technology:** Internet, WIFI
- ❖ **Recreation and Activities:** Activities, Auditorium, Clubs, Entertainment, Fitness, Golf, Lifelong Learning, Pickleball, Pools, Sports, Walking

When analyzing the feedback received in response to the research question, "What is one thing RCSC could do to make the community recreational facilities more attractive to prospective Sun City AZ residents?" "Facility Maintenance and Improvement" theme had the most respondents.

The responses within this theme indicated that prospective residents would be more attracted to Sun City AZ if the recreational facilities were better maintained and improved. This included suggestions such as upgrading the facilities, enhancing the landscaping, adding more amenities, and increasing cleanliness. These suggestions emphasize the importance of maintaining and improving the existing facilities to ensure that they meet the changing needs and expectations of community members.

Within the theme, several subcategories were identified to provide specific suggestions on how to improve the facilities. For example, under the Appearance subcategory, respondents suggested improving the appearance of the facilities would enhance the curb appeal. Similarly, under the Landscape subcategory, respondents suggested enhancing the landscaping around the facilities to create a more attractive and inviting atmosphere.

These subcategories provide a more detailed and nuanced understanding of the types of maintenance and improvement activities that are most important to the community. By addressing these specific areas of concern, the RCSC can ensure that the facilities meet the needs and expectations of community members and are more attractive to prospective residents.

The high number of respondents in this theme underscores the significance of maintaining and improving the community recreational facilities as a key factor in attracting prospective residents to Sun City AZ. This theme suggests that to remain competitive and attractive, the RCSC needs to continually invest in the maintenance and improvement of the facilities to meet the needs of the community and attract new residents.

Table 308: Examples from Board and Membership Theme

THEME	DESCRIPTION
Board and Membership	❖ The "*Board and Membership*" theme pertains to the management and administration of the community recreational facilities in Sun City AZ. Respondents who highlighted this theme are interested in various aspects related to the board and membership, such as access to the facilities, affordability of membership fees, age restrictions, communication of policies and changes, hours of operation, management of new residents and non-members, issuance of passes, and transportation to and from the facilities. This theme underscores the importance of having clear policies and guidelines governing access to the facilities, as well as ensuring that residents and members have the necessary information and resources to make use of the recreational facilities. It also highlights the need to provide affordable options for older adults who may have limited financial resources.
Subcategories	**Significant Statement Examples**
Access	- "Make it easier to bring in a guest" - "Make them more geared to an aging population" - "Ability to access facilities with a card swipe system" - "Anything to assist single and physically impaired to get to participate in anything. There are plenty of us in Sun City" - "Make each and every area accessible and have dedicated parking for mobility device usage not just a vehicle plate, every other person has a plate and there is no room for devices to get in/out."
Affordability	- "Lower Costs - "Lower Fees / Lower Annual Fee" - "Less Expensive" - "Don't make it mandatory for residents to pay into the RCSC. A pay-as-you-go plan is more appropriate for the economic level and is a better gauge of determining an interest in the type of recreational facilities offered here"
Age Restrictions	- "Make sure age limit is enforced and that we remain a 55+ community" - "Help reduce number of underage people living here" - "Keep the kids out"
Communication	- "Better communications, website, marketing and advertising" - "Communicate about the amenities" - "Respond to questions and concerns of members that leave messages in drop suggestion boxes"

	-	"More open dialogue with club presidents and members"
Hours of Operations	-	"Longer hours"
	-	"Bigger range of hours for activities, we are not all retired"
	-	"Cater more to folks who are still working full time with more flexible schedule for activities"
	-	"We both work every day so have not been able to enjoy activities"
New Member Management	-	"Communicate to new members how to participate"
	-	"Acclimation - Assist new residents in becoming familiar and understanding of all facilities and activities offered by RCSC."
	-	"Floor plans of RCs to help locate clubs & activities when people first arrive"
	-	"Have a newcomers club – Activities for new members"
	-	"New member intro
	-	"Orientation monthly to each facility"
Non-Resident Management	-	"Control over non-member use"
	-	"Minimize (specific hours/days) for non-residents"
	-	"Do not let non-residents have same golf privileges as members"
Passes	-	"Allow single people, who pay the same fee as married couples, to have a second pass with their membership – or make it cheaper for single people"
	-	"Change daily pass cards for visitors to be digital instead of paper copies"
	-	"Make the purchase of guest passes easier and more flexible for more days"
	-	"Allow complimentary one day guest passes"
Residents	-	"Focus on people that live here needs and word of mouth will sell"
	-	"Cater to SC residents first. Seems like our stuff is being pimped out for money, golf passes, group bookings & pickleball tournaments"
	-	"Listen to what the residents want"
	-	"Pay attention to residents needs and wants"
Rules	-	"Enforce rules as presented in the CC&Rs"
	-	"Help SCHOA enforce CC&R's"
	-	"Some of the rules are rather strict and formal, such as no men's non-sleeved shirts during summer in facilities and no drinks in billiard areas"
	-	"Reduce silly rules, like tie shoes to walk in we are adults"
	-	"Be a little less controlling on some rules:
Transportation	-	"A shuttle/bus service"
	-	"Bring back the bus so new residents can be taken around to the different centers for locations"

- "Transportation availability"
- "Resume the bus "field trips" to other locations"

Table 309: Examples of Communication and Engagement Theme

THEME	DESCRIPTION
Communication and Engagement	❖ The *"Community Engagement"* theme pertains to the ways in which the community, members area, staff, and tours can foster greater community engagement and social connectedness among residents of Sun City AZ. Respondents who highlighted this theme are interested in initiatives that encourage greater interaction among community members, such as community events, social clubs, and other group activities. They are also interested in ensuring that the members area and staff are accessible and responsive to the needs of residents, particularly those who may require assistance or have special needs. Additionally, respondents are interested in tours that showcase the community's amenities and foster a greater sense of pride and connection to the community. This theme underscores the importance of fostering a sense of community and social connectedness among residents, particularly for older adults who may be more isolated or have limited opportunities for social interaction. It also highlights the role that staff and tours can play in promoting greater engagement and connection among residents.
Subcategories	**Significant Statement Examples**
Community	- "Big social gathering - meet & greet events" - "More organized group activities not associated with a specific club" - "Offer occasional social hours / happy hours as other resort communities do" - "Youthfulness- continue variety of dances, game nights like Trivia wine tasting more upbeat things that would draw the younger crowd" - "Have occasional parties at the rec centers to get to know your neighbors"
Members Area	- "A beautiful, comfortable gathering area for all members" - "Create some public park/picnic areas for RCSC members only" - "Develop gathering areas where people can meet, maybe have something to eat, sit and walk under trees" - "Provide a "community space" at each Rec Center with internet access and casual space use for all members" - "More casual gathering areas"
Staff	- "Better customer service" - "Less grumpy to visitors when they are checking in at monitor stations, make them feel welcome" - "Get rid of the Hawaiian shirts and have staff act more courteous and knowledgeable" - "Have more cheerful staff at the desks. I often feel I have disturbed their phone scrolling"

	- "Have the staff at the facility truly interested in helping and being very friendly" - "Maintain culture of friendliness at all levels... a smile makes a huge difference"
Tours	- "Bring back guided tours" - "Have pre-scheduled/prearranged tours for anyone interested" - "Offering tours to prospective residents. Self-guided tours are not as effective at highlighting benefits" - "Work with realtors to make sure tours and information about the recreational facilities are highlighted during the purchase process"

Table 310: Examples from Information and Marketing Theme

THEME	DESCRIPTION
Information and Marketing	❖ The *"Information and Marketing"* theme pertains to the ways in which information and marketing can be used to promote the community recreational facilities and attract prospective residents to Sun City AZ. Respondents who highlighted this theme are interested in initiatives that advertise the recreational facilities, such as targeted marketing campaigns and directories that highlight the amenities and features of the community. They are also interested in receiving regular newsletters that provide updates on community events, changes to policies, and other important information. This theme underscores the importance of effective communication and marketing strategies in promoting the community recreational facilities and attracting new residents. It also highlights the role that newsletters and directories can play in keeping residents informed and engaged with the community.
Subcategories	**Significant Statement Examples**
Advertise	- "Better advertising of facility activities and events" - "Better signage and directories at each location" - "Improve online presence to promote and market facilities. Better photos, videos, etc. through social media" - "Promote the fun of living here!" - "More outreach- advertising of community to prospective residents"
Marketing	- "Emphasize marketing and bring marketing efforts and techniques up to at least average" - "Have your Marketing department work on it! Flyers reminding residents of the wonderful amenities they offer" - "Marketing our amenities using advanced technology"
Newsletter	- "A newsletter paper or digital to know what's hot this month" - "Advertise more in newspapers" - "Advertise "Open House Club Events" outside of the internal newsletter"

Table 311: Examples from Dining and Food Services Theme

THEME	DESCRIPTION
Dining and Food Services	❖ The *"Dining and Food Services"* theme pertains to the availability and quality of dining and food services within the community recreational facilities in Sun City AZ. Respondents who highlighted this theme are interested in having a range of options for dining and food services, including a coffee shop, restaurant, and sports bar. They are also interested in ensuring that the quality of the food and service is high, and that the prices are reasonable. This theme underscores the importance of providing convenient and high-quality dining options for residents and members of the community recreational facilities. It also highlights the role that dining and food services can play in promoting social interaction and community engagement among residents, particularly in the context of the coffee shop and sports bar.
Subcategories	**Significant Statement Examples**
Coffee Shop	- "A coffee shop in some of the facilities" - "Would be nice to have gathering places – coffee shop" - "A coffee/snack/smoothie bar at the rec centers"
Restaurants	- "A restaurant with fine dining, and a bar" - "Better food & beverage selection in golf snack shops" - "We need a quality restaurant, more than just a café"
Sports Bar	- "Add a sports bar" - "Cocktail bar" - "A nice bar for seniors for happy hours and socializing"

Table 312: Examples from Facility Maintenance and Improvement Theme

THEME	DESCRIPTION
Facility Maintenance and Improvement	❖ The *"Facility Maintenance and Improvement"* theme pertains to the upkeep and enhancement of the community recreational facilities in Sun City AZ. Respondents who highlighted this theme are interested in ensuring that the facilities are well-maintained, with particular attention paid to issues such as air conditioning, appearance, landscape, maintenance, seating, shade, and safety. They are also interested in modernizing the facilities to ensure that they meet the needs and preferences of current and prospective residents, and in addressing issues such as parking and dog-related concerns. This theme underscores the importance of regular maintenance and improvements to the recreational facilities, in order to ensure that they remain safe, attractive, and functional. It also highlights the role that modernization and upgrades can play in enhancing the overall experience for residents and members of the community recreational facilities.
Subcategories	**Significant Statement Examples**
A/C	- "A/C for the Vintage Vehicles club" - "Attention to climate mitigation in facilities, e.g., better HVAC in Grand auto shop – A/C"
Appearance	- "Brighten with some color. Flowers, flags or something for cheerfulness – beatification" - "Community aesthetics. Common areas and ensure acceptable private home curb appeal" - "Face lift - we look like the 1950's" - "Make the lobbies more appealing"
Dog	- "Better dog friendly areas" - "Better dog park; split the current part in two areas for big and small dogs" - "Have a designated dog walking path, preferably tree-lined" - "Make them pet friendly – more lenient" - "An indoor dog park"
Homeless	- "Address and control the homeless problem" - "Remove the Rehab Centre at Olive and 107th so we don't have so many young drug addicts walking around our streets" - "Put pressure on Maricopa County to update its vagrancy panhandling laws"
Landscape	- "Better landscape maintenance" - "Replace the plants and clean up the medians of streets. If you compare the look of our community to Peoria, we look awful. Many

		main streets are bare and unattractive. Enforce rules about keeping residences clean and not full of junk or weeds"
	-	"Add palm trees and flowers, aesthetic appearance"
Maintenance	-	"Better maintenance and more rapid/timely remodeling and repairs"
	-	"Do routine maintenance more often"
	-	"Continue upgrading and maintenance of everything"
	-	"Make everything much cleaner"
Modernize	-	"A few facilities need to be modernized"
	-	"Continue modernizing, making bigger/more."
	-	"If we could prioritize updating/renovating some of the older centers, that would be ideal"
	-	"Keep them updated and modern – keep up with the trends"
Parking	-	"More handicap parking"
	-	"Better parking lot security"
	-	"More shaded parking"
Seating	-	"Better seating/chairs would help a lot"
	-	"Much more pool side chairs and tables"
	-	"Increase common seating areas"
Shade	-	"Install misters and shade for summer use and patio heaters for winter use"
	-	"Shaded sitting areas at some centers"
	-	"More Sun Shades at pools"
Safety/Security	-	"Address the increasing safety issues confronted by Sun City AZ residents"
	-	"Begin use of security measures - cameras, posse patrols, sheriff patrols"
	-	"For safety reasons put cameras up in the parking lot areas of all RCSC properties to help prevent golf carts, catalytic converters, and bicycles from being stolen"
	-	"Stop Crime and make more safe environment"

Table 313: Examples from Recreation and Activities Theme

THEME	DESCRIPTION
Recreation and Activities	❖ The *"Recreation and Activities"* theme pertains to the range and quality of recreational activities available to residents and members of the community recreational facilities in Sun City AZ. Respondents who highlighted this theme are interested in a broad range of activities, including fitness, golf, pickleball, walking, swimming, and other sports. They are also interested in opportunities for entertainment, such as concerts and performances, as well as lifelong learning and educational activities. The availability of clubs and other social organizations is also important to respondents, as it provides opportunities for social connection and engagement. This theme underscores the importance of providing a diverse range of recreational activities and opportunities for residents and members of the community recreational facilities. It also highlights the role that recreational activities can play in promoting physical and mental health, as well as social connection and community engagement among residents.
Subcategories	**Significant Statement Examples**
Activities	- "Keep the popular activities available to all areas of Sun City and rec. centers not just concentrated in one area" - "Activities for physically challenged" - "Maintain a wide variety of activities and facilities available to people – better hours and offered on weekends" - "Better advertisement and communication of activities available"
Auditorium	- "A nice auditorium for concerts and plays with comfortable seating" - "Build a Performing Arts Center" - "Small movie theater with movies of current times"
Clubs	- "Increase space/access for club activities" - "Encourage clubs to have open houses to demo activities or allow trial memberships" - "More clubs – updated clubs"
Entertainment	- "Better entertainment options" - "More FREE entertainment activities" - "More live performances" - "Better concert bands"
Fitness	- "Better fitness equipment – upgrade/modernize" - "Maintain and repair exercise equipment on a quicker basis" - "More exercise classes – trainers or instruction on how to use equipment" - "Updated and more advanced equipment"
Golf	- "Better golf course maintenance"

	- "Easier of "ALL" RCSC card holders to secure tee times that "THEY REQUEST'. Reduce public privileges in securing tee times to only "3-days' prior to play" - "Give the residents prime tee times over out of city visitors" - "Cheaper rates for golf for members" - "Residents should have priority to booking golf dates – get rid of outsider golfing"
Lifelong Learning	- "I would like to see an improved lifelong learning option. I attended several classes. Some were excellent, but others were really poorly presented" - "Include community learning classes, such as Lifelong Learning" - "Provide more support for continuing education"
Pickleball	- "Add More Pickleball Courts" - "More Pickleball courts...it is the fastest growing sport in the USA and we want to attract the next generation"
Pools	- "Add entertainment and food/bar services at the pools" - "Better maintenance of pool areas" - "Have a pool just for leisure and floaties" - "Make pools more attractive, replace damaged lounge chairs" - "Warmer temperature in pools"
Sports	- "A full court basketball facility with enough room to play games practice and just for people to generally shoot around to get back into shape" - "A sports entertainment center for related sporting events" - "New softball field with clubhouse"
Walking	- "Addition of indoor walking areas" - "More walking paths and trails" - "Provide green and shaded walking paths" - "Find space and create scenic paths for walkers. Possibly create specific morning and evening times on the golf courses for safely walking"

Table 314: Examples from Technology Theme

THEME	DESCRIPTION
Dining and Food Services	❖ The *"Technology"* theme pertains to the availability and quality of technological resources within the community recreational facilities in Sun City AZ. Respondents who highlighted this theme are interested in ensuring that the facilities are equipped with reliable and high-speed internet and WiFi, which are increasingly important for communication, entertainment, and work-related activities. They may also be interested in other technological amenities that support digital connectivity and access. This theme underscores the growing importance of technology in our daily lives, and the need for community recreational facilities to provide up-to-date resources that meet the needs and preferences of residents and members. It also highlights the role that technology can play in promoting social connection and engagement among residents, particularly in the context of digital communication and entertainment.
Subcategories	**Significant Statement Examples**
Internet	- "Better internet connectivity" - "Improve technology because without that, you'll never get prospective residents" - "Surprisingly difficult now to use web pages to view the facilities. This is an easy fix and a must do fix to be competitive"
WIFI	- "Better WIFI" - "Include internet to all Sun City residents. Help us save some money on our expenses!" - "Improve the WIFI at all facilities"

Q: If you are planning to leave Sun City and not return, please tell us why.

There was a total of 292 survey respondents that answered this question, however, 217 of them stated that they were not planning on leaving Sun City. The themes emerging from the data analysis are categorized into four main groups. These four resulting themes, subcategories, and significant statement examples are presented below.

<p align="center">*Themes and Subcategories*</p>

- ❖ **Cost and Financial Concerns:** Affordability, Taxes.
- ❖ **Age and Health:** Age, Handicapped, Health.
- ❖ **Community Issues**: Board, Community, Crime, Homeless, Posse.
- ❖ **Quality of Life:** Appearance, Boring, Death, Environment, Family, Golf, Move to a different Community, Snowbird, Weather.

When analyzing the feedback received in response to the question, "If you are planning to leave Sun City and not return, please tell us why," it was found that the "Age and Health" and "Quality of Life" themes had the most respondents.

The subcategories of the "Age and Health" theme were Age, Handicapped, and Health. The subcategories of the "Quality of Life" theme were Appearance, Boring, Death, Environment, Family, Golf, Move to a different Community, Snowbird, and Weather.

The responses regarding the "Age and Health" theme indicated that some residents would leave if there were under-age residents living permanently in the community, while others expressed frustration with the age overlay and the restrictions it places on who can reside there. Some residents mentioned that they need support services for their handicapped adult child or have declining health, which necessitates a move closer to family. Others mentioned that they faced discrimination due to their age and that changes in their health or family issues may require them to leave.

The responses to the "Quality of Life" theme showed that some residents were unhappy with the old appearance of the community and the poor condition of some homes. Others expressed boredom with Sun City or found it too hot to live full time. Some residents cited environmental concerns like pollution, climate, and crime, and wanted to move to a better living environment. Several residents mentioned the desire to move closer to family or children, while others wanted to retire to a lake or mountain community. Some residents were tired of owning two homes and being snowbirds. One resident expressed the need for nicer golf courses.

Overall, the data analysis showed that "Age and Health" and "Quality of Life" were the most prominent themes among the reasons why residents would leave Sun City. The responses highlighted the importance of age restrictions, support services, declining health, family, environment, and quality of life as factors that could influence a decision to leave.

Table 315: Examples from Cost and Financial Concerns Theme

THEME	DESCRIPTION
Cost and Financial Concerns	❖ The "*Cost and Financial Concerns*" theme pertains to issues related to the impact of taxes on their financial wellbeing and the overall cost of living in the community. Respondents who identified this theme as a reason for leaving Sun City are concerned with affordability of services, amenities, and other costs associated with living in the community. It emphasizes the need for community leaders to consider the financial impact of their decisions on community members, particularly those on a fixed income or with limited financial resources.
Subcategories	*Significant Statement Examples*
Affordability	- "Assessment is too expensive" - "I want to stay but my IRA took a hit from the pandemic down turn"
Taxes	- "Tax benefits"

Table 316: Examples from Age and Health Theme

THEME	DESCRIPTION
Age and Health	❖ The "*Age and Health"* theme pertains to issues related to health status and age restrictions in the community. Respondents who identified this theme as a reason for leaving Sun City are concerned with the community changing its demographics to allow those under the age of 55, more specifically, children. They are also concerned with their health and needing to be closer to family or support services.
Subcategories	*Significant Statement Examples*
Age	- "I would leave if SC starts looking like Youngstown (under-age residents moving in permanently)" - "It's not the same as it was, now it's like Youngstown" - "Not planning on it. But watching the nonstop under age resident violations and ready to go when the age overlay is removed by Maricopa County." - "The age limit over 55 and having any school children in sun city" - "Took relentless crap when I moved here at age 50 (MIL lived with us, qualifying adult), changed my opinion on people." - "Under age 55, cannot maintain property without 55 or older resident with me" - "Allowing young kids to live in the community"
Handicapped	- "Support service availability for our handicapped adult child"
Health	- "Bad health" - "Cancer patient, may need family soon" - "Changes in health issues or possibly family issues would necessitate a change" - "Memory care needs" - "Our health is declining and need to move closer to our family for the remainder of our lives"

Table 317: Examples from Community Issues Theme

THEME	DESCRIPTION
Community Issues	❖ The "*Community Issues*" theme pertains to issues related to the community as a whole. Respondents who identified this theme as a reason for leaving Sun City are concerned with disagreements within the board of directors, lack of friendliness within the community, an increase in crime and homeless population, and with the Posse.
Subcategories	*Significant Statement Examples*
Board of Directors	- "The attitude of the board members. It is unacceptable!" - "My COA would not have volunteers to be on the Board; it's very difficult to get other owners to volunteer. As a Board member, I'm practically volunteering full time" - "Move to a better community that has less political infighting of board"
Community	- "Lack of flexibility & friendliness of current neighbors" - "Nasty people" - "Not friendly" - "Unfriendly environment"
Crime	- "High crime rate. Sun city should have been incorporated so we had police"
Homeless	- "I look out my window and see a carport full of junk and bums on the street"
Posse	- "Posse can do nothing with a perpetrator and no response"

Table 318: Examples from Quality of Life Theme

THEME	DESCRIPTION
Quality of Life	❖ The "*Quality of Life*" theme pertains to issues related to an individual's overall satisfaction with their life. Respondents who identified this theme as a reason for leaving Sun City are concerned with the overall appearance of the community, lack of excitement, death of loved ones, golf, and the weather in Arizona being too hot in the summer.
Subcategories	*Significant Statement Examples*
Appearance	- "Have considered leaving due to the old appearance of community and poor appearance of some homes"
Boring	- "It's become very boring"
Death	- "If/when my dad dies, it's possible that my wife and I will relocate. AZ politics are a little hard to take at times. Wherever we go, it will have to be financially feasible for a retiree"
Environment	- "Better living environment" - "Climate, pollution, crime"
Family	- "To move closer to family/children" - "Need help of family" - "I lost my husband and my grandchildren are in another state"
Golf	- "Somewhere with nicer golf courses"
New Community	- "Retire to lake or mountain community"
Snowbird	- "Primary residence is out of state" - "Snowbird for 25 years, tired of 2 homes"
Weather	- "Heat in summer" - "Too hot to live full time"

Q: If you are planning to leave Sun City and not return, please tell us why.

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Themes and Subcategories

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- ❖ **Community Issues**: Board, Community, Crime, Homeless, Posse.
- ❖ **Quality of Life:** Appearance, Boring, Death, Environment, Family, Golf, Move to a different Community, Snowbird, Weather.

When analyzing the feedback received in response to the research question, "If you are planning to leave Sun City and not return, please tell us why," "Age and Health" and "Quality of Life" themes had the most respondents.

The subcategories of the "Age and Health" theme were Age, Handicapped, and Health. The subcategories of the "Quality of Life" theme were Appearance, Boring, Death, Environment, Family, Golf, Move to a different Community, Snowbird, and Weather.

The responses regarding the "Age and Health" theme indicated that some residents would leave if there were under-age residents living permanently in the community, while others expressed frustration with the age overlay and the restrictions it places on who can reside there. Some residents mentioned that they need support services for their handicapped adult child or have declining health, which necessitates a move closer to family. Others mentioned that they faced discrimination due to their age and that changes in their health or family issues may require them to leave.

The responses to the "Quality of Life" theme showed that some residents were unhappy with the old appearance of the community and the poor condition of some homes. Others expressed boredom with Sun City or found it too hot to live full time. Some residents cited environmental concerns like pollution, climate, and crime, and wanted to move to a better living environment. Several residents mentioned the desire to move closer to family or children, while others wanted to retire to a lake or mountain community. Some residents were tired of owning two homes and being snowbirds. One resident expressed the need for nicer golf courses.

Overall, the data analysis showed that "Age and Health" and "Quality of Life" were the most prominent themes among the reasons why residents would leave Sun City. The responses highlighted the importance of age restrictions, support services, declining health, family, environment, and quality of life as factors that could influence a decision to leave.

The bar charts in Figures 1-4 display the distribution of total respondents across various demographic categories for each theme. The categories include gender, age groups, the average number of months living in Sun City per year, and the total number of having lived in Sun City.

Overall, most respondents were female, with the highest proportion being in the "Age and Health" theme. The theme "Quality of Life" had the highest number of male respondents. In terms of age groups, the largest proportion of respondents were aged 50-75, which is consistent with the demographic makeup of Sun City. This was particularly prominent in the "Age and Health" and "Quality of Life" themes.

For the average number of months living in Sun City per year, most respondents reported living in Sun City for 7-12 months per year. Lastly, for the total number of years having lived in Sun City, the largest proportion of respondents had lived in Sun City for 1-5 years, with the highest proportion also being in the "Age and Health" theme. Overall, the distribution of respondents across demographic categories varied across themes, highlighting the importance of considering demographic factors when analyzing community feedback.

Table 319: Examples from Cost and Financial Concerns Theme

THEME	DESCRIPTION
Cost and Financial Concerns	❖ The "*Cost and Financial Concerns*" theme pertains to issues related to the impact of taxes on their financial wellbeing and the overall cost of living in the community. Respondents who identified this theme as a reason for leaving Sun City are concerned with affordability of services, amenities, and other costs associated with living in the community. It emphasizes the need for community leaders to consider the financial impact of their decisions on community members, particularly those on a fixed income or with limited financial resources.
Subcategories	*Significant Statement Examples*
Affordability	- "Assessment is too expensive" - "I want to stay but my IRA took a hit from the pandemic down turn"
Taxes	- "Tax benefits"

Table 320: Examples from Age and Health Theme

THEME	DESCRIPTION
Age and Health	❖ The "*Age and Health*" theme pertains to issues related to health status and age restrictions in the community. Respondents who identified this theme as a reason for leaving Sun City are concerned with the community changing its demographics to allow those under the age of 55, more specifically, children. They are also concerned with their health and needing to be closer to family or support services.
Subcategories	*Significant Statement Examples*
Age	- "I would leave if SC starts looking like Youngstown (under-age residents moving in permanently)" - "It's not the same as it was, now it's like Youngstown" - "Not planning on it. But watching the nonstop under age resident violations and ready to go when the age overlay is removed by Maricopa County." - "The age limit over 55 and having any school children in sun city" - "Took relentless crap when I moved here at age 50 (MIL lived with us, qualifying adult), changed my opinion on people." - "Under age 55, cannot maintain property without 55 or older resident with me" - "Allowing young kids to live in the community"
Handicapped	- "Support service availability for our handicapped adult child"
Health	- "Bad health" - "Cancer patient, may need family soon" - "Changes in health issues or possibly family issues would necessitate a change" - "Memory care needs" - "Our health is declining and need to move closer to our family for the remainder of our lives"

Table 321: Examples from Community Issues Theme

THEME	DESCRIPTION
Community Issues	❖ The *"Community Issues"* theme pertains to issues related to the community as a whole. Respondents who identified this theme as a reason for leaving Sun City are concerned with disagreements within the board of directors, lack of friendliness within the community, an increase in crime and homeless population, and with the Posse.
Subcategories	*Significant Statement Examples*
Board of Directors	- "The attitude of the board members. It is unacceptable!" - "My COA would not have volunteers to be on the Board; it's very difficult to get other owners to volunteer. As a Board member, I'm practically volunteering full time" - "Move to a better community that has less political infighting of board"
Community	- "Lack of flexibility & friendliness of current neighbors" - "Nasty people" - "Not friendly" - "Unfriendly environment"
Crime	- "High crime rate. Sun city should have been incorporated so we had police"
Homeless	- "I look out my window and see a carport full of junk and bums on the street"
Posse	- "Posse can do nothing with a perpetrator and no response"

Table 322: Examples from Quality of Life Theme

THEME	DESCRIPTION
Quality of Life	❖ The "*Quality of Life*" theme pertains to issues related to an individual's overall satisfaction with their life. Respondents who identified this theme as a reason for leaving Sun City are concerned with the overall appearance of the community, lack of excitement, death of loved ones, golf, and the weather in Arizona being too hot in the summer.
Subcategories	*Significant Statement Examples*
Appearance	- "Have considered leaving due to the old appearance of community and poor appearance of some homes"
Boring	- "It's become very boring"
Death	- "If/when my dad dies, it's possible that my wife and I will relocate. AZ politics are a little hard to take at times. Wherever we go, it will have to be financially feasible for a retiree"
Environment	- "Better living environment" - "Climate, pollution, crime"
Family	- "To move closer to family/children" - "Need help of family" - "I lost my husband and my grandchildren are in another state"
Golf	- "Somewhere with nicer golf courses"
New Community	- "Retire to lake or mountain community"
Snowbird	- "Primary residence is out of state" - "Snowbird for 25 years, tired of 2 homes"
Weather	- "Heat in summer" - "Too hot to live full time"

Renters

Q: Did you rent before purchasing a home in Sun City?

Fifteen percent (15%) of residents stated that they rented before buying. Of those renters, approximately one-third rented seasonally, for less than one year, and for more than one year.

Q: If you rent, why did you choose to rent in Sun City?

There was a total of 317 survey respondents that answered this question. The themes emerging from the data analysis are categorized into three main groups. These three resulting themes, subcategories, and significant statement examples are presented below.

Themes and Subcategories

- ❖ **Community and Lifestyle:** Active, Activities, Age, Family, Friendliness, Friends, Fun, Golf, Lawn Bowling, Safety, Weather
- ❖ **Financial and Personal Factors:** Affordability, Personal, Referral, Reputation, Work
- ❖ **Housing and Real Estate:** Access, Acclimate, Accident, Del Webb, House Hunting, Location, New Here, Try Before Buy

When analyzing the feedback received in response to the research question, "If you rent, why did you choose to rent in Sun City?" "Community and Lifestyle" and "Housing and Real Estate" themes had the most respondents.

The subcategories of the "Community and Lifestyle" theme were: Active, Activities, Age, Family, Friendliness, Friends, Fun, Golf, Lawn Bowling, Safety, and Weather. The subcategories of the "Housing and Real Estate" theme were: Access, Acclimate, Accident, Del Webb, House Hunting, Location, New Here, and Try Before Buy.

The "Community and Lifestyle" theme was reflected in responses such as seeking an active retirement, great activities, and the perception of 55+ communities having less crime, vandalism, and traffic. The friendliness of the people, the presence of friends and family, and the availability of fun activities, such as golfing and lawn bowling, were also factors that attracted respondents. Safety and cleanliness, as well as the climate, were also mentioned as reasons for choosing to rent in Sun City.

The "Housing and Real Estate" theme was reflected in responses such as seeking access to desired amenities and location, acclimating to the area before making a purchase, and accidentally finding a rental through VRBO. Some respondents were temporarily renting before making a purchase, while others were using the rental as a pre-planned option while house hunting. Respondents also expressed the desire to be part of the Sun City community and to get to know the neighborhoods before making a purchase. Overall, the data suggests that the sense of community and lifestyle, as well as the housing options and location, are important factors for those who choose to rent in Sun City.

Table 323: Examples from Community and Lifestyle Theme

THEME	DESCRIPTION
Community and Lifestyle	❖ The *"Community and Lifestyle"* theme revealed that there were various reasons why respondents chose to rent in Sun City. Many mentioned the active lifestyle and the great activities offered, such as golf courses and lawn bowling. Others appreciated the safety and cleanliness of the area, as well as the warm climate. Some mentioned the age-restricted community, believing it to have less crime, vandalism, and traffic. Family and friends also played a role in their decision, with some choosing to live close to relatives or friends already living in the area. Overall, the theme highlights the diverse reasons for renting in Sun City, with many citing the active lifestyle, social connections, and safe environment as important factors.
Subcategories	*Significant Statement Examples*
Active	- "Active retirement"
Activities	- "Great activities"
Age	- "I think 55+ communities have less crime, vandalism, traffic, etc. I like the west valley" - "Wanted a over adult community"
Family	- "Close to family" - "Living with relatives"
Friendliness	- "We liked the friendliness of people"
Friends	- "Friends live here"
Fun	- "Lots of fun"
Golf	- "Many good golf courses within the community"
Lawn Bowling	- "I came for lawn bowling"
Safety	- "Safety and cleanliness"
Weather	- "Climate!"

Table 324: Examples from Financial and Personal Factors Theme

THEME	DESCRIPTION
Financial and Personal Factors	❖ The *"Financial and Personal Factors"* theme also emerged among respondents who chose to rent in Sun City. Affordability was a key factor, with several respondents citing the price as a major consideration in their decision to rent. One respondent even specifically mentioned the rental price in 2006 as a deciding factor. Personal reasons also played a role, with one respondent indicating that they chose to rent for personal reasons. Referrals were also mentioned, with one respondent noting that a friend recommended Sun City. Reputation was another consideration, with one respondent citing the community's good reputation as a factor. Finally, work-related factors were mentioned, with one respondent noting that they chose to live in Sun City because it was close to their job and another indicating that their employer asked them to live in the area. These factors highlight the various personal and financial considerations that individuals take into account when choosing to rent in Sun City.
Subcategories	*Significant Statement Examples*
Affordability	- "Price was right" - "Affordable" - "Rental price in 2006"
Personal	- "For personal reasons"
Referral	- " Friend recommended"
Reputation	- "Good reputation"
Work	- "Close to job" - "Employer asked me to live in SC"

Table 325: Examples from Housing and Real Estate Theme

THEME	DESCRIPTION
Housing and Real Estate	❖ The *"Housing and Real Estate"* theme showed that there were various reasons why respondents chose to rent in Sun City. Some were looking for a specific type of housing and wanted access to what they wanted, while others wanted to acclimate to the area first before making a decision about purchasing a home. Some respondents accidentally stumbled upon a rental that they liked on VRBO, while others were actively house hunting and looking to buy in the community. A few respondents chose to temporarily rent before making a purchase, while others had already decided to buy and preplanned their rental while house hunting. Amenities and location were also important factors, with some wanting to be part of Sun City and others wanting to find out what was offered. For first-time visitors, renting provided the opportunity to see if they liked the area and to look at properties. Others wanted to get to know the neighborhoods before making a decision about where to buy.
Subcategories	*Significant Statement Examples*
Access	- "Access to what we wanted"
Acclimate	- "Acclimate to area first"
Accident	- " Accidently happened – VRBO happened to have a place I liked"
House Hunting	- "Looking to buy here" - "Temporarily renting before purchase" - "Time to look for house to purchase" - "Had already decided, preplanned rental while house hunting"
Location	- "Amenities and location" - "To be part of Sun City"
New Here	- "1st time here"
Try Before Buy	- "Find out what was offered" - "See if I liked it and time to look at properties" - "To get to know the neighborhoods so we would have a better idea about where to buy"

Final Comments

Q: Final Comments - Please add any additional comments you have regarding life in Sun City, AZ, below

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There was a total of 425 survey respondents that answered this question. The themes emerging from the data analysis are categorized into six main groups. These six resulting themes, subcategories, and significant statement examples are presented below.

Themes and Subcategories

- ❖ **Community Life:** Common Areas, Community Activities, Education, Entertainment, Volunteer Engagement
- ❖ **Facilities and Amenities:** Facilities, Golf, Handicapped Accessibility, Pickleball, Restaurants, Transportation
- ❖ **Financial Considerations:** Affordability, Costs
- ❖ **Governance:** Board, Communication, HOA, Rules, Listen to Members, Member Management, Non-Resident Management, Staff
- ❖ **Safety and Security:** Crime Prevention, Security
- ❖ **Property Management:** Maintenance, Modernization, Landscaping
- ❖

When analyzing the feedback received in response to the research question, "Final Comments - Please add any additional comments you have regarding life in Sun City AZ below," the "Safety and Security" theme had the most respondents. The subcategories that fell under this theme were Crime Prevention and Security. The second most prominent theme was found to be "Governance." The subcategories that fell under this theme were Board, Communication, HOA, Rules, Listen to Members, Member Management, Non-Resident Management, and Staff.

The "Safety and Security" theme was reflected in responses such as concerns about the increase in crime, especially related to homelessness, burglary, and home invasions. They highlighted the need for a dedicated uniformed police force to ensure the safety of the residents.

The "Governance" theme was the second most prominent theme. Some respondents appreciated the efforts of the board members and staff members for keeping the community clean and well-maintained. However, some also expressed their dissatisfaction with the lack of transparency, accountability, and follow-through by the board. They wanted the board to listen to members and keep management accountable. Respondents also expressed concerns about the enforcement of rules and regulations, such as age restrictions, building permits, and parking regulations, and the need to deal with repeat offenders in a more effective manner.

Overall, the responses indicate that the residents of Sun City are concerned about their safety and security and want a more efficient and accountable governance system. The data suggests that the community may need to address the issues related to crime, homelessness, and enforcement of

rules and regulations. The feedback from the respondents highlights the importance of effective communication and member involvement in decision-making processes to address the concerns of the residents.

Table 326: Examples from Community Life Theme

THEME	DESCRIPTION
Community Life	❖ The *"Community Life"* theme reveals that many respondents highly value community activities, education, and entertainment opportunities in Sun City. Some suggested the need for more gathering places and coffee shops at the recreation centers, which would facilitate social connections and create a sense of community. Others mentioned the importance of clubs and community activities in their households and suggested offering more educational and Lifelong Learning classes, which would provide opportunities for continued education and personal growth. Many respondents also mentioned the need for entertainment and activities during the summer. The volunteer engagement aspect of the theme revealed that many respondents value the unique volunteer culture in Sun City and hope to see it continue in the future. Overall, the theme highlights the importance of community engagement and the desire for more opportunities to connect, learn, and grow in Sun City.
Subcategories	*Significant Statement Examples*
Common Areas	- "We need informal gathering places and coffee shops at some rec centers"
Community Activities	- "Clubs and community activities are very important to our household"
Education	- "Would love to have some educational classes offered in Sun City by the MCC system: history, CRT, philosophy, psychology, English" - "I think having some further education classes would be great" - "I would like to see more Lifelong Learning classes offered"
Entertainment	- "Too many things shut down during the summer! Those who are here need things to do and entertainment!"
Volunteer Engagement	- "The volunteers make Sun city unique. The future with younger residents doesn't always appreciate the value of volunteers. It keeps costs down plus develops friendships. Hopefully that volunteer spirit will live on" - "I am proud to live in the original Sun City and value my neighbors who have aged in place around me and share their insights and wisdom. I hope you keep the volunteer emphasis and I will do my part in my neighborhood to support our community" - "Concentrate on encouraging residents/snowbirds to volunteer -as is our motto: Sun City.......the city of volunteers!!!

Table 327: Examples from Facilities and Amenities Theme

THEME	DESCRIPTION
Facilities and Amenities	❖ The *"Facilities and Amenities"* theme pertains to the recreational facilities and services in Sun City AZ. Respondents who highlighted this theme are interested in various aspects related to the facilities and amenities, such as the conditions of the golf courses, the availability of tee times, the storage facilities for golf carts and bags, the need for more pickleball courts, the accessibility of the facilities for physically handicapped individuals, and the availability of transportation options. This theme underscores the importance of maintaining the facilities to a high standard, providing adequate resources for popular activities such as golf and pickleball, and ensuring that the facilities are accessible to all members, including those with disabilities. It also highlights the need to provide a variety of dining options to meet the diverse needs of the community and the importance of transportation options for those who may no longer be able to drive themselves.
Subcategories	*Significant Statement Examples*
Facilities	- "Facilities attendants spend too much time reading, playing computer games etc."
Golf	- "Golfers should be fined or removed from course when hitting employees who are working at golf course" - "With the amount of money the golf courses bring in they should be in better shape" - "Tee times are very difficult to get right now even 5 days out" - "Sun City is a great place to live. We enjoy the people and the golf. Like I said, I'd like RCSC members to be able to get better tee times before the public. And, I think the public could pay more for golfing here" - "Golf is a major attraction. In the past few years, decisions have been made to allow the public to golf at our courses, sometimes at the expense of members. The public has no commitment to protect the facilities. They are able to golf for a small amount of money. Owners in SC pay rec fees, taxes and golf memberships. Other clubs are not responsible for generating revenue for Sun City. The public should pay a great deal more - compared to other public courses we are not charging enough- there should be no memberships sold for non-members, ever. SC owners are being devalued because of this - you can benefit and use the golf club without paying to support the community"

	-	"None of the golf courses have facilities to store walking carts/bags. We spend $4000+/year to belong to Sun City Country Club primarily for the convenience of cart/bag storage"
Handicapped	-	"I have some good activity ideas for physically handicapped but realize I'm in the minority & majority rules here. I use to be an Activity Director in a nursing home. Chair exercise classes, beach ball volleyball sitting down. Cornhole. I will volunteer to run all these. Weekly videos"
	-	"Most areas are fairly handicapped accessible- which is not a big deal until you have an illness or major injury. Wife and brother in law have had major disabling injuries in past 5 years and the Sun City area is very easy, in general, to gain access to most things.
	-	Medical care is generally close. Problem can be extended waits- especially in winter"
Pickleball	-	"Everyone knows we need more Pickleball courts. It is senseless to demolish the perfectly good courts at Mountainview. Add to these courts"
	-	"Need many more Pickleball courts since our club is over 1200 members!! Too long of a wait to get on a court!!"
	-	"There is a great need for more pickleball courts. There is 1200+ members and one of our facilities is removing the courts. Although lake view is adding a few courts, it's not enough. People are moving here every day and so is the club. These younger retirees are going to move to areas with more courts"
Restaurants	-	"Need more little restaurants"
	-	"It would be great if a sports bar/restaurant could go in on the corner of Boswell and Bell. Then we wouldn't have to drive to Phoenix, Peoria, Glendale or Surprise"
Transportation	-	"Sun city shuttle or bus system"
	-	"There is a definite need for transportation...."
	-	"I really like the idea of the shuttle between rec centers for those who live alone because as we age, the day may come when we can no longer drive ourselves even if we're still healthy enough to participate in many activities"

Table 328: Examples from Financial Considerations

THEME	DESCRIPTION
Financial Considerations	❖ The *"Financial Considerations"* theme revealed that cost and affordability were important factors for many respondents. Some expressed a desire for the RCSC to keep things affordable and not spend money on things they do not use, while others mentioned that HOA fees were too high. Some respondents also expressed frustration with the annual membership fees, particularly with regards to single people having to pay the same fee as married couples and having to purchase additional passes for guests. Others suggested a sliding scale for membership fees, particularly for those who are disabled and unable to use certain facilities. Overall, the theme highlights the importance of cost and affordability for members of the Sun City community, particularly for those who may not be able to fully utilize all of the amenities provided.
Subcategories	*Significant Statement Examples*
Affordability	- "Keep things affordable!" - "I don't want to pay for things that I do not use" - "HOA is too high" - "It seems like they spend a lot of money on poor construction companies - wasting a lot that has to be redone"
Costs	- "I hate that single people have to pay the same annual membership fee as married couples. And on top of it; we have to buy a pass for a friend to use the facility (e.g., fitness center) when they come to visit However, both spouses can use these facilities all year long. It's not fair or equitable. I've been subsidizing others my entire life, and I'm sick of it" - "I think it is only fair to let two people use the rec facilities since I am paying for two people. Many people are not married. I shouldn't have to pay for two people and then have a roommate pay on top of that to use the facilities" - "Keep costs down, don't waste time and money trying to make chronic complainers and spoiled brats happy" - "The rec fees are not a bargain for my spouse and I, we are both disabled and can't use the exercise stuff etc. Would like a sliding scale for the membership"

Table 329: Examples from Governance Theme

THEME	DESCRIPTION
Governance	❖ The *"Governance"* theme pertains to the management and administration of the Sun City AZ community by the governing board and Homeowner's Association (HOA). Respondents who highlighted this theme are interested in various aspects related to governance, such as communication of policies and changes, HOA rules and regulations, member management, non-resident management, and staff operations. This theme underscores the importance of having clear policies and guidelines governing the community, as well as ensuring that residents and members have access to information and resources to participate in the governance process. It also highlights the need for the governing board and HOA to listen to member feedback and concerns, and to take appropriate action to address them. Effective management and communication by the governing board and HOA are crucial for maintaining a positive and thriving community.
Subcategories	***Significant Statement Examples***
Board	- "I just want to say thank you to all board members and all the planners etc. who make this community everything it is! You often hear complaints, but my wife and I really enjoy all that is offered here. Thanks for keeping it in such good condition and so clean. We appreciate your efforts! Keep up the good work" - "Citizens here in Sun City are very fortunate to have such an amazing community to live in. I think we are spoiled and need to increase our annual fees so that we can hire competent staff to run and maintain our facilities. I've watched some of the board meetings and I'm appalled at the lack of awareness by our board in regards to the increased costs that RCSC is facing in utilities, rolling stock, building maintenance materials. Our maintenance people are paid min. wage for the most part and we need to try and increase those wages to help us retain our workers and to entice new prospective workers to consider coming here. The RCSC people are very attentive to our needs and I wish I could give them all bonuses for their hard work" - "Do not run as a business but like a community with member involvement" - "Get younger board members and keep everything transparent as possible, vote on everything. No board unilateral decisions" - "Great place to live but residents have to be constantly on guard against special interest minority groups overly influencing RCSC and SCHOA policies and expenditures" - "I absolutely love Sun City. I have such a full schedule and life, that I don't have all the time or bandwidth to follow the RCSC board. I went to a meeting once, but it was so contentious that I left feeling very uncomfortable. I think

	most residents wants what is best for the group. I am trusting in that and feel Sun City is a wonderful place to live. I can't imagine living anywhere else"
	- "My only concern is that grandiose plans could break the budget or push out current activities and spoil what's so great about Sun City"
	- "I wish the board meetings and other events were scheduled at a time of day that made it easier to participate. Late afternoon would be nice"
	- "The Board of Directors needs to follow their bylaws and listen to the Members. They need to keep Management accountable"
Communication	- "Because of COVID epidemic we stopped going to in person meetings and rely on the YouTube recordings. We need the Committee meetings available on YouTube to get a full picture of what is happening. I've had hip replacement with another to be done in a month. I'll go back to 10 pin bowling and use the fitness centers once I'm in good shape to do so"
	- "I have never received a monthly newsletter; never knew a board existed...."
	- "I never get e-mail blasts, didn't know they did that. I also didn't know they had a web site"
	- "I would like the Board to provide emails re voting meetings etc. info is not advertised well. Also activities were mentioned that I have never seen i.e. potlucks"
	- "I think there may be missed opportunities within the weekly blast - would a monthly calendar view be possible reflecting ongoing events such as Farmer's Market, Concerts, Board and listening meetings, and such, Beyond that, perhaps a searchable link - what is happening today in Sun City (and this might be where clubs list their time and place - Whittling on Saturday morning at Lakeview, etc... There are a million things to do here, but sometimes hard to differentiate"
	- "Seems to be a lot of communication problems with members and directors. A big them/us divide. Doesn't feel resident friendly meetings"
HOA	- "The HOA's need updated"
Rules	- "I hope Sun City abides by the Adult community rules"
	- "Am concerned about lack of rules enforced (rentals to people younger than 55, building permits that exceed height of a structure, allowing people under 18 to reside with owners of property)"
	- "I don't like how you have changed the rules at the pools and how you didn't notify people of the changes. I think it's ridiculous that swimmers have to wait to use a lane when someone is in the lane doing something they can easily do outside of the lanes. Swimmers should be given first priority in using the lap lanes! I also don't like how a neighbor can torment all of their neighbors, have the posse and police called on them numerous times over the years, and nothing is done about it. It's one thing to annoy a neighbor now and then and another to have the police called on you many times and to be known throughout the neighborhood as a total pain in the a. This should not be tolerated"

	- "It seems that some of the new people moving in do not have the same respect for the rules and regulations that have been part of the Sun City environment" - "Lots of seemingly silly rules & lots of people who seem to enjoy making sure all those rules are followed" - "Some residents get away with repeatedly breaking residence requirements and/or exhibit noncompliance with parking and building regulations. Repeated offenders need to be dealt with in more effective manners" - "Political signs, flags, etc. that are displayed for the sole purpose of igniting sarcasm, spite, and hostile feelings should be prohibited. Many are still being displayed to this day"
Listen to Members	- "Asked for child indoor pool at one of your meetings and was told they would get back to me. They never did. Now waiting 25+ years for an answer"
Member Management	- "There are people who think they own the billiard rooms and are rude to others. This needs to be monitored, and those people need to be banned. Especially when they are aggressive. Also, as mentioned earlier, the walking pool needs to be monitored so large groups do not clog up the flow" - "Unfriendly neighbors, mostly snowbirds that keep to themselves"
Non-Resident Management	- "I don't like the way golf is being marketed to non-residents" - "Life is great. But no one respects golf carts on streets. They all speed and run all stop signs. Not your problem but a big issue. Thanks for survey. You should ask more questions. Outside golf should be paying what other courses in valley are charging"
Staff	- "Develop a friendly, caring staff" - "Get a more personable General Manager"

Table 330: Examples of Property Management Theme

THEME	DESCRIPTION
Property Management	❖ The *"Property Management"* theme pertains to the maintenance, modernization, and landscaping of the community in Sun City, AZ. Respondents who highlighted this theme are interested in various aspects related to property management, such as the maintenance of facilities, landscaping, updates to facilities, sustainability, and aesthetics of the community. This theme underscores the importance of maintaining and updating the facilities to ensure that they remain attractive and functional for residents. It also highlights the need for sustainability practices, such as the use of native plants to conserve water. Additionally, respondents expressed a desire for modernization of facilities and the need for a variety of club offerings, including culinary and wine clubs. This theme underscores the importance of balancing traditional offerings with new and modern amenities to appeal to a diverse population. Finally, respondents noted the importance of aesthetics, such as the appearance of main roads leading into Sun City, which contributes to the overall appeal of the community.
Subcategories	***Significant Statement Examples***
Maintenance	- "I have sent a card into the office to comment on the pool deck at Fairway, Its looking pretty shabby but have had no response" - "I think it is very sad that the south side is not maintained well" - "I think Sun City is the best adult community to retire in, so please keep it that way by maintaining and updating all our facilities as needed" - "Enjoy it as long as it improves overall maintenance" - "Please keep up with the maintenance of the facilities and variety of activities available"
Modernization	- "The city is dated and original concept of Sun City is in jeopardy. Rec center amenities are largely tilted towards older population. Technology needs to be addressed" - "Sun City needs to keep up with the times. The newer generations are not into some of the activities that current Sun City residence are" - "We need to have more current club offerings, like a culinary club, a wine club, an equestrian club, etc."
Landscaping	- "We are generally pleased with Sun City. Always disappointed by the lack of variety in residential architecture (not likely to change)" - "There are opportunities to improve the aesthetics of some of the main roads leading into Sun City. For example, when driving south on 99th Ave, the median and sides of the street are not attractive" - "I am really concerned about water issues in the future and if staying here will be sustainable. I also REALLY would like to see changes in

landscaping that supports native plants ONLY and gets rid of ANYTHING that requires too much water"

Table 331: Examples of Safety and Security Theme

THEME	DESCRIPTION
Safety and Security	❖ The *"Safety and Security"* theme pertains to the concerns of the community members in Sun City AZ regarding crime prevention and security measures. Respondents who highlighted this theme expressed their worries about the rising crime rates, homeless individuals, drug users, and burglaries in and around the Sun City area. They stressed the need for a dedicated uniformed police force and for better handling of the homeless situation. The respondents also pointed out the need for increased personal safety, better burglary prevention measures, and more visible security through the use of cameras and patrolling. The community members also called for the community to be more enclosed or gated to increase security. The Safety and Security theme emphasizes the importance of implementing measures to ensure that residents feel safe and secure in their community, and that appropriate steps are taken to prevent crime and ensure the safety of community members.
Subcategories	*Significant Statement Examples*
Crime Prevention	- "I am disturbed by the crime and "dead body found" statistics reported in police reports in and near Sun City" - "My concern now is the homeless and crime in this changing world. Sun City may have to step up their game and get in dedicated uniformed paid police" - "Need to handle the homeless situation" - "I love living in Sun City however am very concerned about the many home invasions and homelessness in the area. I do wish there was something that could be done to ensure that this remains a senior only community" - "It's a great place to live, but the homeless issues are a threat to our personal safety and our properties" - "Personal safety has become an issue. We have increased burglary, home break-ins, car thefts and creepy characters wandering around. There are street beggars on several corners. There has been a marked increase in crime since I moved here. We need a police presence" - "We feel getting to be too much crime with all the homeless, drug people. Sun City posse is no help at all with this and really unsafe for most of them to handle. It is getting out of hand"
Security	- "Due to expansion of the West Valley, for security, I wish it was more enclosed/gated and feel this will continue to be an issue"

- "Since we don't have police force, let Posse patrol all facilities, as they rightfully say, they are the eyes and ears of MCSO. 99 percent of citizens favor their help. Why not let them help?"
- "I believe there should be a true Police Force in Sun City"
- "Make residents feel more secure living here"
- "More security, visible and via cameras"
- "Safety is becoming a concern"