



# Hammock Dunes<sup>®</sup>

*A Private Oceanfront Golf Community*

Dear Hammock Dunes Owner:

During the 4th quarter of 2012, a survey was circulated throughout Hammock Dunes for the purpose of identifying characteristics that can be leveraged to maximize real estate values in the community. In appreciation for your participation in this survey, we have taken some time to summarize some of the more salient observations made.

- There were 466 surveys returned (representing 41% of eligible respondents) on behalf of 870 individuals residing in the community. There were an additional 195 individuals included representing family members and related parties of resident owners.
- 60% of respondents are between the ages of 50 and 70 with the largest block being between 56 and 60 (28%).
- Approximately 5% of the respondents have someone under the age of 23 living in their residence.
- 90% of respondents were born in the United States with 41% being born in the Northeast, 15% in the Southeast, and 28% in the Midwest. The largest percentages of respondents born abroad were found in Asia (2%) and Western Europe (4%).
- 97% of respondents lived in United States prior to buying in the community with 35% coming from the Northeast and Southeast respectively and 22% coming from the Midwest.
- 85% of respondents consider their property in Hammock Dunes to be their primary residence and 63% spend at least half their year in the community. Additionally, 90% of respondents spend up to 25% of their year traveling on vacation or holiday.
- 44% of respondents indicated that they are employed in some fashion with 26% indicating that they consider themselves to be fully employed.
- 81% of respondents belong to the Hammock Dunes Club and 43% of respondents maintain membership at a club in another city.
- 81% of respondents plan to maintain their residence in Hammock Dunes for the foreseeable future. Of the 19% that do not intend to maintain their Hammock Dunes residence, half intend to sell within the next 3 years.
- When asked of the primary reasons influencing their decision to purchase a home in Hammock Dunes, the most common answers from respondents included ocean frontage/access, attractive property price to value ratios, restricted/gated access and the Hammock Dunes Club.

While the items above hit the main points of each survey item, the Long Range Planning Committee will be looking at each item in detail, as well in concert with other items, to identify optimal groups to target as prospective Hammock Dunes owners. If you don't remember completing the survey, we would greatly appreciate your participation as it will help in further understanding the nature of the Hammock Dunes community and its residents. The survey can be found online at [www.hammockdunesoa.com](http://www.hammockdunesoa.com) or a copy can be requested by contacting Southern States Management Group at 386-446-6333.

Hammock Dunes Owners' Association

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