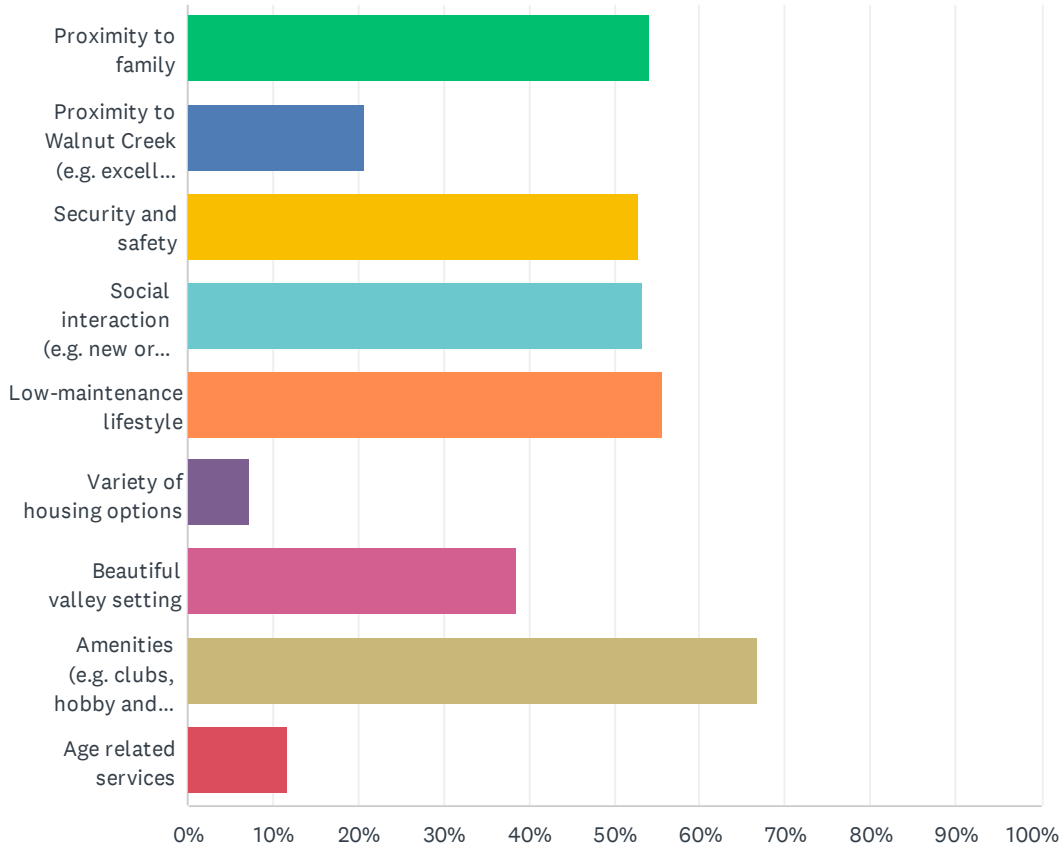
Q1 What are the main reasons you moved to Rossmoor? Please select no more than five (5) reasons that represent those you feel are most important

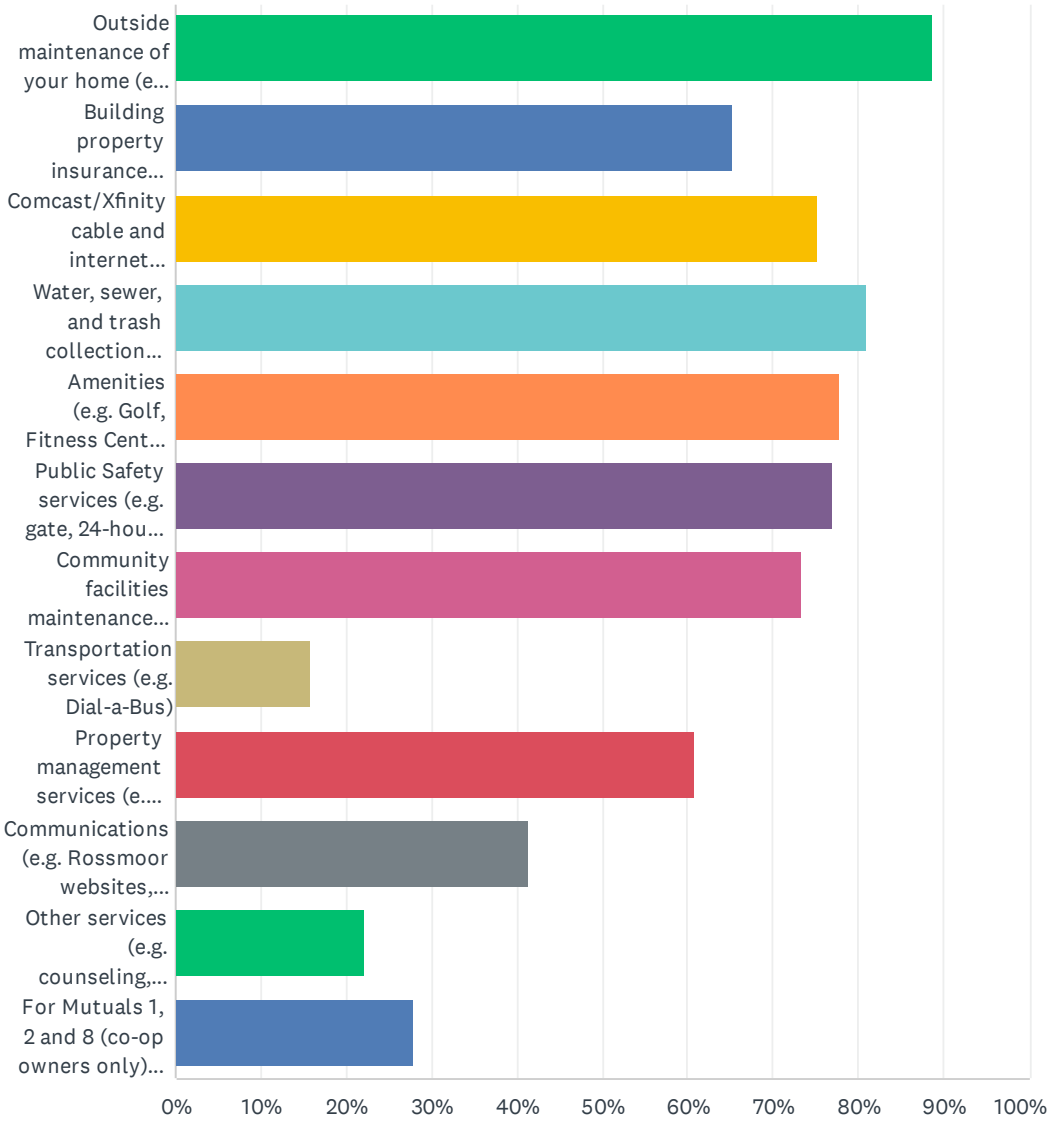
Answered: 223 Skipped: 0



ANSWER CHOICES	RESPONSES	
Proximity to family	54.26%	121
Proximity to Walnut Creek (e.g. excellent healthcare, shopping, nearby attractions)	20.63%	46
Security and safety	52.91%	118
Social interaction (e.g. new or existing friendships, lifestyle affinities, social activities)	53.36%	119
Low-maintenance lifestyle	55.61%	124
Variety of housing options	7.17%	16
Beautiful valley setting	38.57%	86
Amenities (e.g. clubs, hobby and sports, fitness center, activities)	66.82%	149
Age related services	11.66%	26
Total Respondents: 223		

Q2 Regarding your monthly coupon, which of the following items (all are included in the coupon's cost) do you value? Please check ALL that you care about.

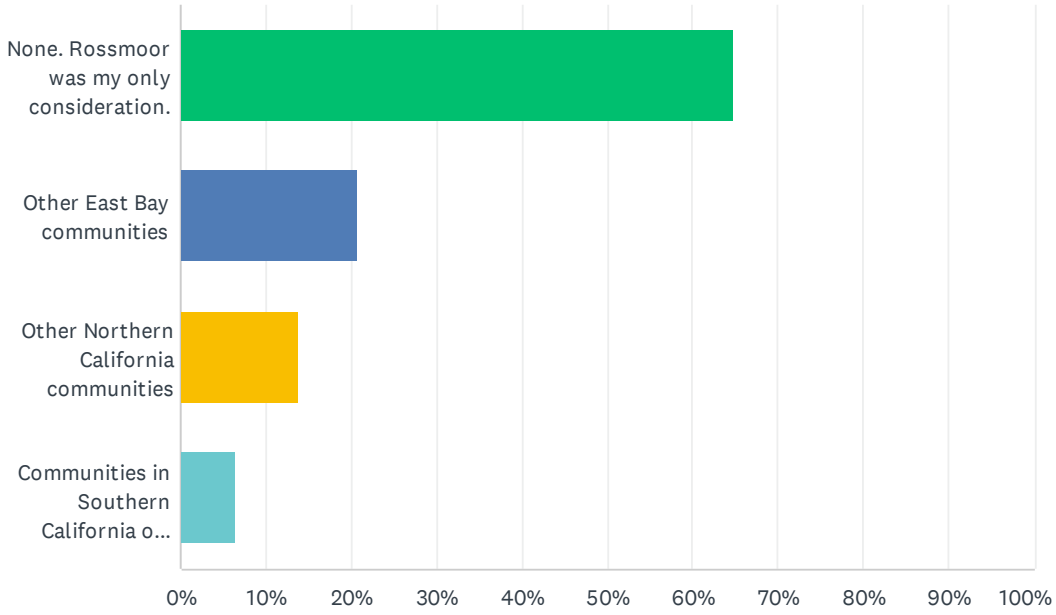
Answered: 222 Skipped: 1



ANSWER CHOICES	RESPONSES	
Outside maintenance of your home (e.g. painting, roofing, decking, landscaping) (excludes Mutual 61 residents)	88.74%	197
Building property insurance (excluding Mutuals 58 and 61 and excluding personal property)	65.32%	145
Comcast/Xfinity cable and internet services	75.23%	167
Water, sewer, and trash collection services	81.08%	180
Amenities (e.g. Golf, Fitness Center, Tennis, Table Tennis, Pickleball, Bocce, Lawn Bowling, pools, events, hobby studios, access to offsite excursions, classes, Creekside Grill)	77.93%	173
Public Safety services (e.g. gate, 24-hour security, fire protection, traffic and pedestrian safety, Stair Trac services)	77.03%	171
Community facilities maintenance (e.g. sidewalks, streets, parks, landscape, trails, open space, custodial, and dog park)	73.42%	163
Transportation services (e.g. Dial-a-Bus)	15.77%	35
Property management services (e.g. building maintenance, handyman services, alterations/resales, recycling, and composting)	60.81%	135
Communications (e.g. Rossmoor websites, newspaper, and TV station)	41.44%	92
Other services (e.g. counseling, Friday lunch, computer center and library)	22.07%	49
For Mutuals 1, 2 and 8 (co-op owners only): property taxes and appliance replacement	27.93%	62
Total Respondents: 222		

Q3 What other senior living communities did you seriously consider before choosing Rossmoor? Please select ALL that apply.

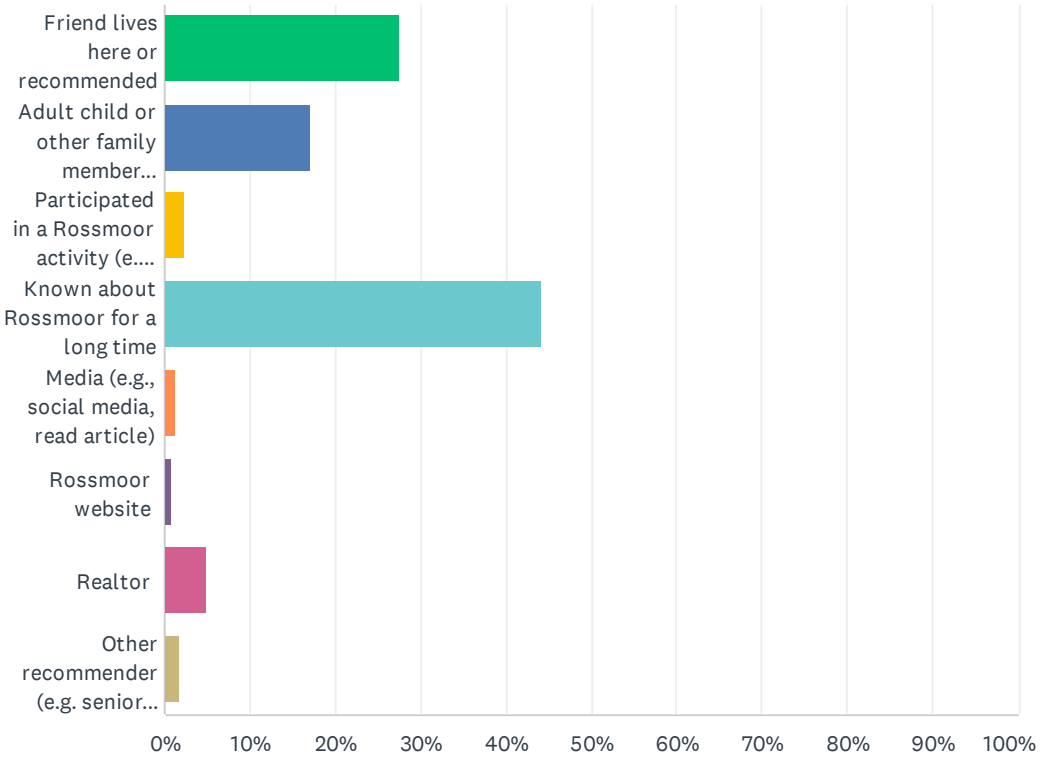
Answered: 222 Skipped: 1



ANSWER CHOICES	RESPONSES	
None. Rossmoor was my only consideration.	64.86%	144
Other East Bay communities	20.72%	46
Other Northern California communities	13.96%	31
Communities in Southern California or in another state	6.31%	14
Total Respondents: 222		

Q4 How did you first become interested in Rossmoor? Please select ONE answer that best applies.

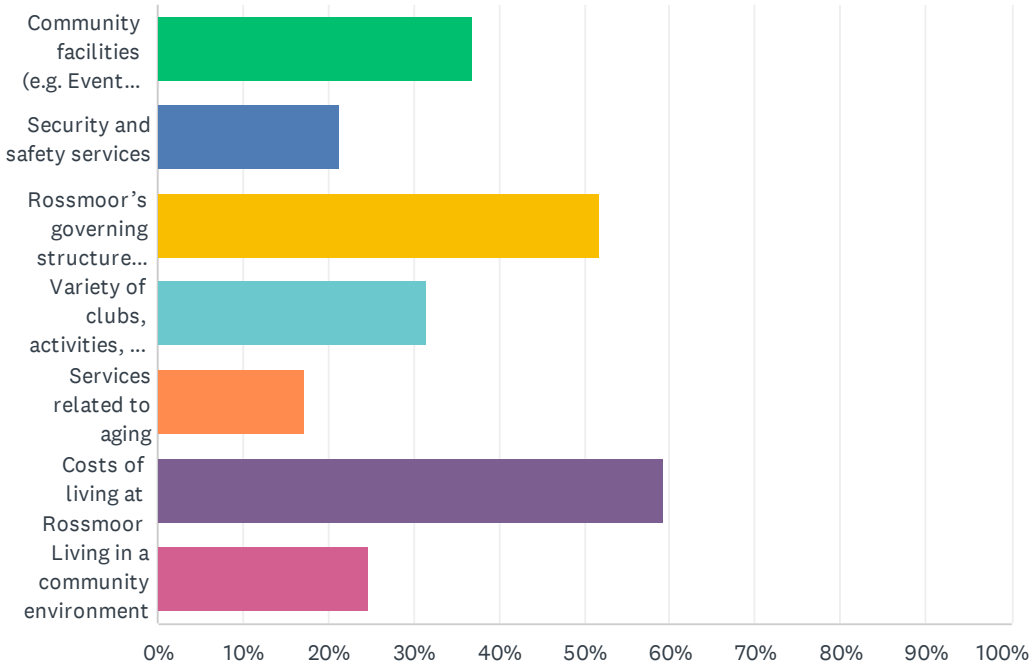
Answered: 222 Skipped: 1



ANSWER CHOICES	RESPONSES	
Friend lives here or recommended	27.48%	61
Adult child or other family member recommended	17.12%	38
Participated in a Rossmoor activity (e.g., attended event, took a class, played golf)	2.25%	5
Known about Rossmoor for a long time	44.14%	98
Media (e.g., social media, read article)	1.35%	3
Rossmoor website	0.90%	2
Realtor	4.95%	11
Other recommender (e.g. senior living specialist, other business)	1.80%	4
TOTAL		222

Q5 Before moving into Rossmoor, would you have appreciated additional information on any of the following topics? Please select ALL that apply.

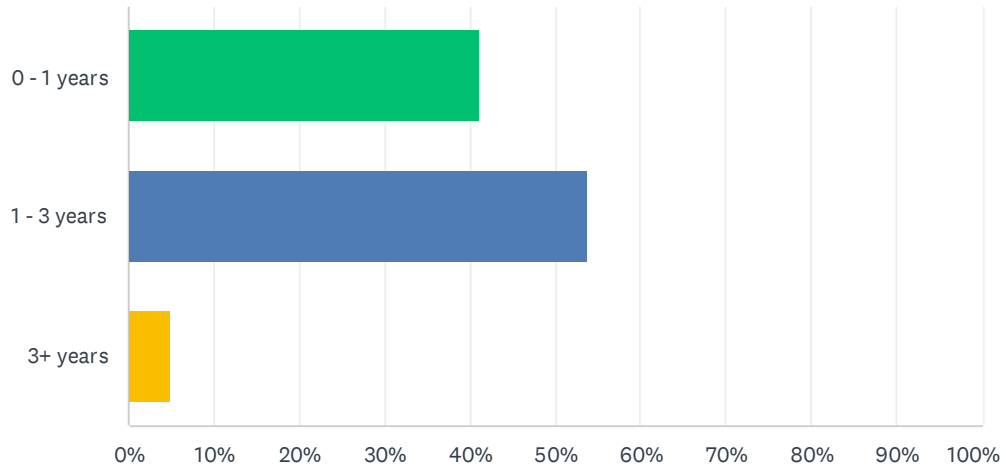
Answered: 174 Skipped: 49



ANSWER CHOICES	RESPONSES	
Community facilities (e.g. Event Center, Fitness Center, sports and hobby facilities)	36.78%	64
Security and safety services	21.26%	37
Rossmoor's governing structure (e.g., Golden Rain Foundation, Mutuals)	51.72%	90
Variety of clubs, activities, and amenities	31.61%	55
Services related to aging	17.24%	30
Costs of living at Rossmoor	59.20%	103
Living in a community environment	24.71%	43
Total Respondents: 174		

Q6 How long have you lived at Rossmoor?

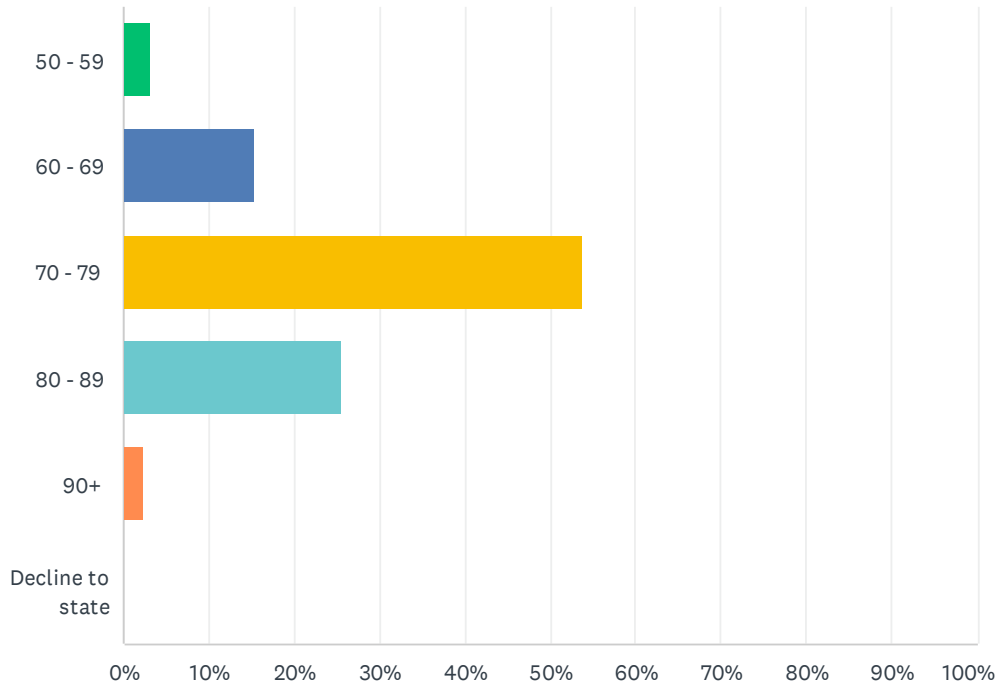
Answered: 223 Skipped: 0



ANSWER CHOICES	RESPONSES	
0 - 1 years	41.26%	92
1 - 3 years	53.81%	120
3+ years	4.93%	11
TOTAL		223

Q7 What is your current age?

Answered: 223 Skipped: 0



ANSWER CHOICES	RESPONSES	
50 - 59	3.14%	7
60 - 69	15.25%	34
70 - 79	53.81%	120
80 - 89	25.56%	57
90+	2.24%	5
Decline to state	0.00%	0
TOTAL		223