



MARKETING RESEARCH

December 12, 2012

Dear Village of Jefferson Residents Association,

We have been advised by your Board that there is an error in the data we reported on the Pool study conducted a few months ago. After review, it is clear that we at Applied, made an error in our reporting of one question on the pool survey findings, which was provided to your Association. We are extremely sorry for the problems that this has presented. We have always taken pride in our professional workmanship; however, in this case, we missed our mark.

Over the past two days, we have poured over the data multiple times and have taken every precaution to ensure that the information that we provide to the Association is accurate. We feel confident that we have corrected our mistake. Our re-inspection of the data has found that all information that was originally reported to the Association was accurate with the exception of the question pertaining to the amount of assessment fees that residents were willing to pay for the pool.

Specifically, the question concerned reads: "If you are willing to pay a special assessment to have a pool, approximately what dollar amount are you willing to pay?"

The corrected data is such that of the twenty-six percent (26%) of respondents who stated that they would be willing to pay a special assessment fee in order to have a pool, \$104 was the average dollar amount that they would be willing to pay.

Again, we deeply apologize for this error and we sincerely regret the confusion that this has caused.

Sincerely yours,

Karen Lowe
Project Manager