



grove

Objective

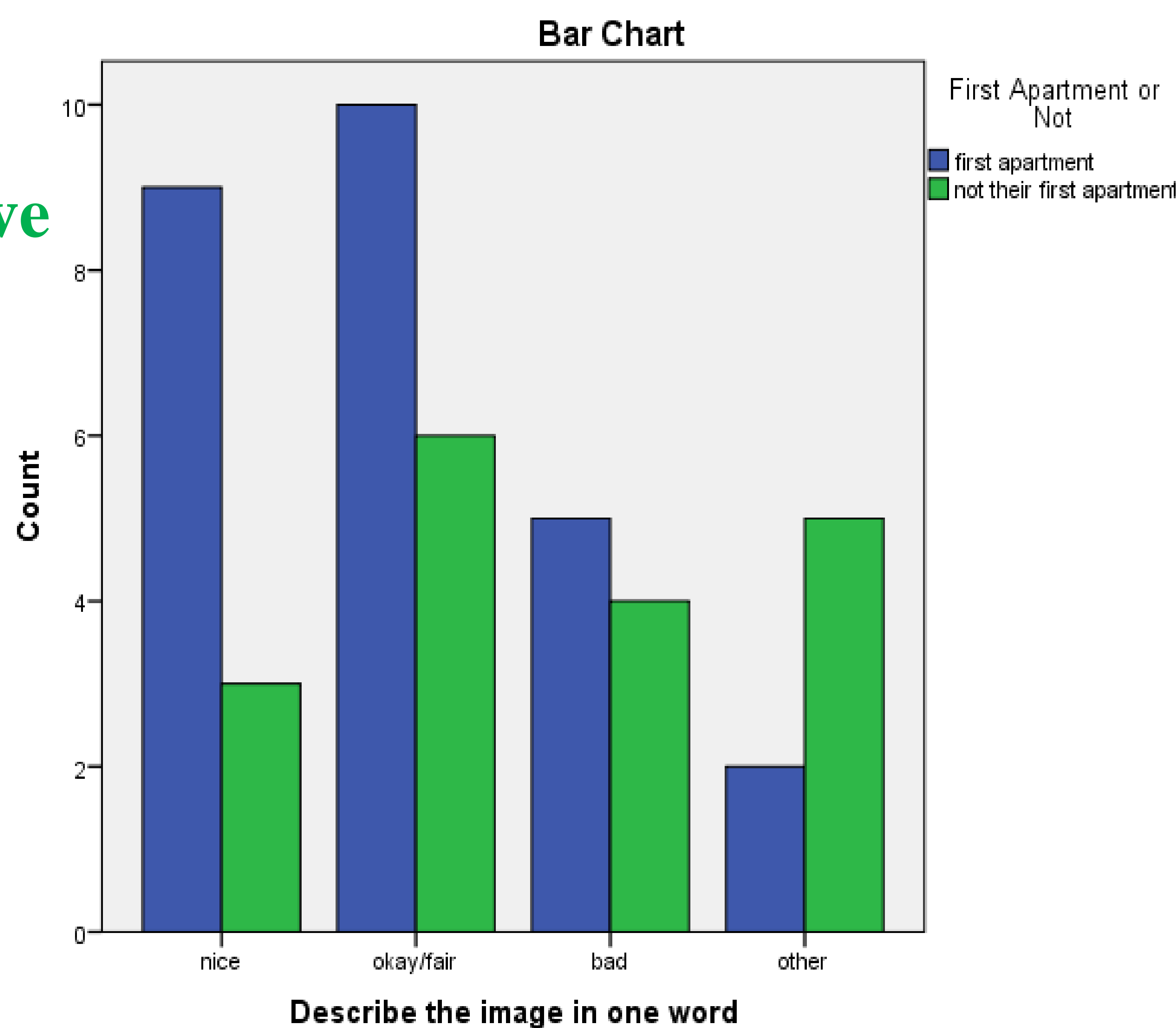
- ❖ Our goal was to find out what image the current residents have of the Grove Apartments in Nacogdoches, Texas.

Methodology

- ❖ We created a very detailed questionnaire that consisted of multiple types of questions to find out the image assigned to the Grove by their current residents. As a team we administered the questionnaire through individual face to face interviews located at the grove apartment complex in Nacogdoches, Texas. We split the buildings up so that each person would have 4 building to go to and look for respondents. Our sample size consisted of 19 males and 27 females which was consistent with the population at the Grove apartment complex. As a group we attempted to interview 78 residents and successfully completed 46 of them.

Primary Research Metrics

- ✓ What kind of people live at the Grove Apartment Complex?
- ✓ Why do people live at the Grove?
- ✓ What is the image of the Grove?
- ✓ What attitude do current residents have toward the Grove?
- ✓ Do residents attend Grove sponsored events?
- ✓ How do tenants feel about the Grove's management?
- ✓ Do residents plan on staying at the Grove?



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