



RESIDENT
SATISFACTION
2022

ResiRating Q&As

Operation of ResiRatings

Q: Is the ResiRating survey voluntary?

A: Yes. It is the decision of the resident to participate.

Q: How does the ResiRating survey work?

A: Each resident is randomly allocated a unique code. The unique code is printed on a paper survey form distributed to each residents' letterbox. The resident has the choice to complete the survey on the back of this form and mail it back in the supplied postage-paid envelope or complete it online. One way or the other, not both. To complete online go to:

www.villages.com.au/resirating

NOTE: it is easy to do the ResiRating survey on a mobile phone

Q: Can a husband and wife use the same code?

A: No. Each person receives their own code (which has no identification).

Q: Can the resident be assisted by another resident or family?

A: Yes.

Q: How long does the survey take to complete:

A: It should take no longer than 5 minutes to answer the 8 questions.

Q: Will the results be counted if the resident only partially completes the survey?

A: No, results will only be counted once the resident has completed all questions and clicked the submit button or returned the survey via the post.

Q: Are all questions compulsory?

A: Yes, residents will not be able to submit their responses online until all questions have been answered. Incomplete paper surveys will be discounted.

Q: If residents are on holidays can they complete the survey after the closing date?

A: No.



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Confidentiality

Q: Why are there individual codes?

A: To identify the village and to prevent accidental multiple responses.

Q: Can the results be traced to one resident.

A: No. The codes are 100% random. They identify the village but not the resident.

Background to the survey

Q: Who commissioned ResiRatings and why?

A: DCM Group (owns villages.com.au) commissioned, operates and manages ResiRatings. DCM is the largest retirement living media business and independent of any village operator.

The primary objective is to provide a rating program that communicates what residents genuinely think of their village, and is standardised across the sector.

Q: Who prepared the questions?

A: DCM alongside Australia Online Research prepared the questions. Representatives of residents and operators were consulted plus government commentary on issues were considered, as well as reference to past focus group and qualitative research.

Q: Who is Australia Online Research (AOR)?

A: AOR is an independent market research organisation that specialises in both online surveys and customer satisfaction measurements.

The results

Q: How will the results be used?

A: The results will be provided to head office in the form of a star rating out of 5 and a satisfaction rating out of 100. They will have the option to present these results in marketing collateral and online at villages.com.au.