



Village Management Services, Inc.

2024 Resident Satisfaction Survey

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Purpose

On May 22, 2024, VMS senior management and board directors convened for a strategic planning session to define priorities for 2024–2027. Among the agreed-upon goals was a commitment to **“Provide exceptional service.”** However, like any goal, this objective requires a clear and reliable means of measuring progress and success.

To address this, the VMS board appointed an ad hoc committee to identify an appropriate measurement tool. The committee recommended conducting a resident satisfaction survey with the following key objectives:

- Measure satisfaction with the everyday services provided by VMS.
- Identify areas for targeted improvement.
- Ensure the survey is designed for repeated use to allow meaningful comparisons over time.
- Keep costs—both financial and staff time—manageable to enable annual administration.
- Build confidence in the survey results among residents.
- Build confidence in the survey results among staff.
- Maximize representation from all resident groups to ensure inclusive and balanced feedback.

This approach supports VMS’s efforts to consistently evaluate and enhance its services, ensuring they align with resident expectations and organizational goals.

Survey Methodology and Insights

Voluntary surveys, by their nature, carry inherent biases. Completing a survey requires time and effort, and participation is typically motivated by specific experiences. Those most likely to respond are individuals who wish to express concerns or suggest improvements, followed by those who have had positive experiences and wish to encourage continuation of successful practices. The least likely to respond, often the largest segment, are those with limited interaction or neutral experiences. As a result, voluntary surveys can exhibit a bias toward more polarized feedback.

The most statistically reliable method to represent an entire population is a random sample survey with complete responses from all selected participants. For instance, the quality of a production line can be accurately assessed by analyzing a random sample of manufactured items. However, conducting such a survey within a human population is significantly more complex. It requires extensive resources, including repeated follow-ups via phone and in person, to ensure responses are obtained from every sample member. Without full participation, even a random sample survey would face the same voluntary response biases.

Given the goals of improving operations at VMS, voluntary surveys remain a practical and valuable tool. While they may not fully represent the entire population at a single point in time, they provide meaningful insights into areas requiring attention and highlight successful practices. Moreover, when conducted periodically, trends from successive voluntary surveys can effectively reflect whether the organization is progressing or facing setbacks.

Response

Summary of surveys submitted:

Mutual	# of Responses	% of Total
Third	300	
United	243	
Mutual 50	9	
Subtotal	552	93.2%
Invalid ID#	27	4.6%
Duplications	13	2.2%
Total	592	100.0%

The overall survey response rate was **3.0%**, which may have been influenced by the requirement for respondents to provide a valid resident ID number. While this measure ensures the integrity of the survey—by confirming residency and preventing duplicate submissions—it also poses a challenge, as survey respondents often prefer to remain anonymous.

As a result of the identification requirement, **6.8%** of all submissions were rejected due to invalid or missing IDs.

It is important to note that a low response rate is not inherently negative and may even indicate positive outcomes. A detailed explanation of this perspective can be found in the following resource: [Why Low Response Rates Can Be a Positive Indicator](#).

Promotion and Accessibility

The survey was conducted from **November 12 to 30, 2024**, and was available for completion either online or through a computer-readable paper form. Flyers, with attached paper forms, were prominently posted in high-traffic areas, including:

- Community Center lobby
- Village Library
- Clubhouse 1 Drop-In Lounge
- The Towers lobby
- Literature racks at Clubhouses 3, 4, 5, and 7
- Village buses

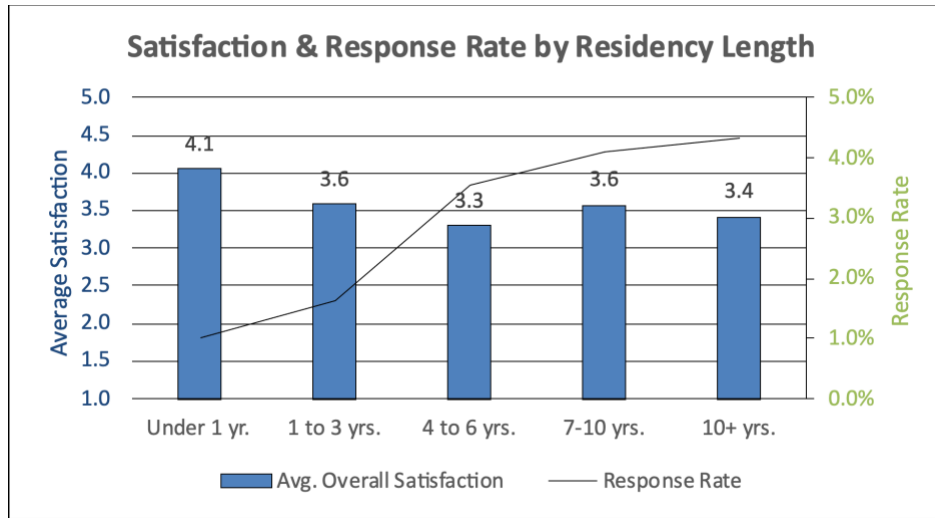
To ensure accessibility, **over 800 paper surveys** were printed and distributed.

Additionally, the survey was promoted through multiple communication channels:

- Four consecutive issues of “What’s Up in the Village”
- The November/December issue of the “Village Breeze”

Further support was enlisted from leadership within the community. The presidents of GRF and the housing mutuals were encouraged to promote participation among their members, as were all club presidents.

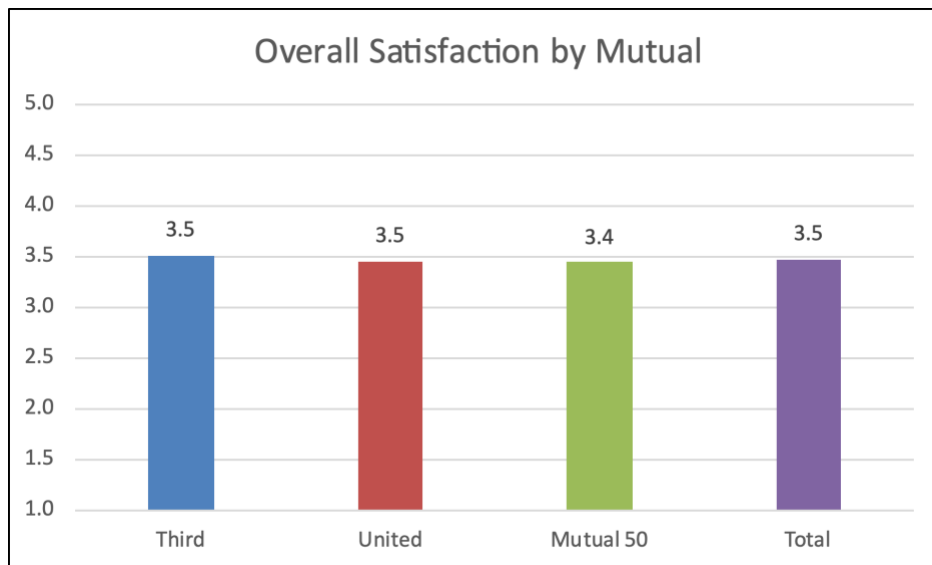
Satisfaction by Length of Residency



The above-average satisfaction score of **3.5** highlights an opportunity for further improvement toward achieving the goal of exceptional service. This survey provides valuable insights to guide those efforts.

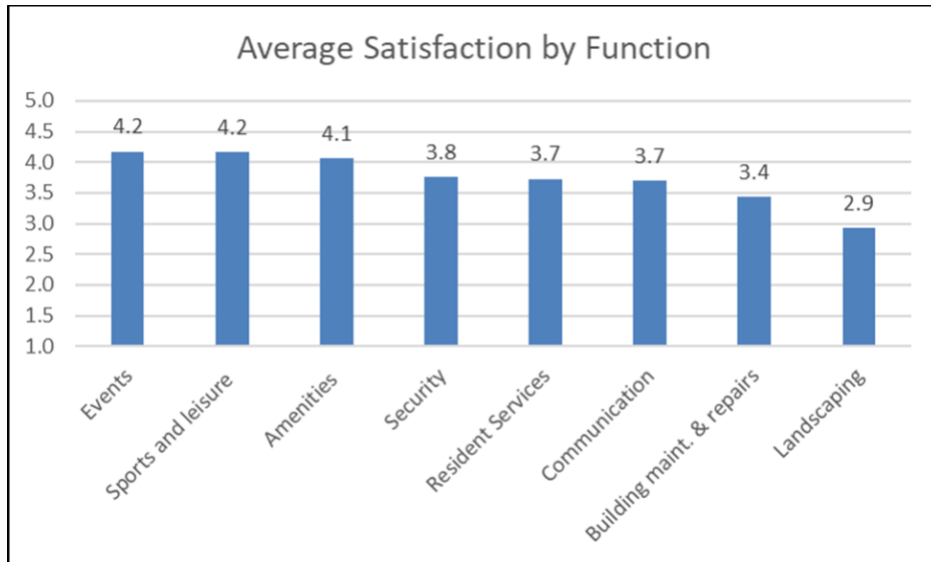
Satisfaction trends based on residency length suggest an opportunity to better engage with long-term residents. Lower satisfaction levels among this group may stem from evolving expectations or comparisons to previous service standards.

Overall Satisfaction



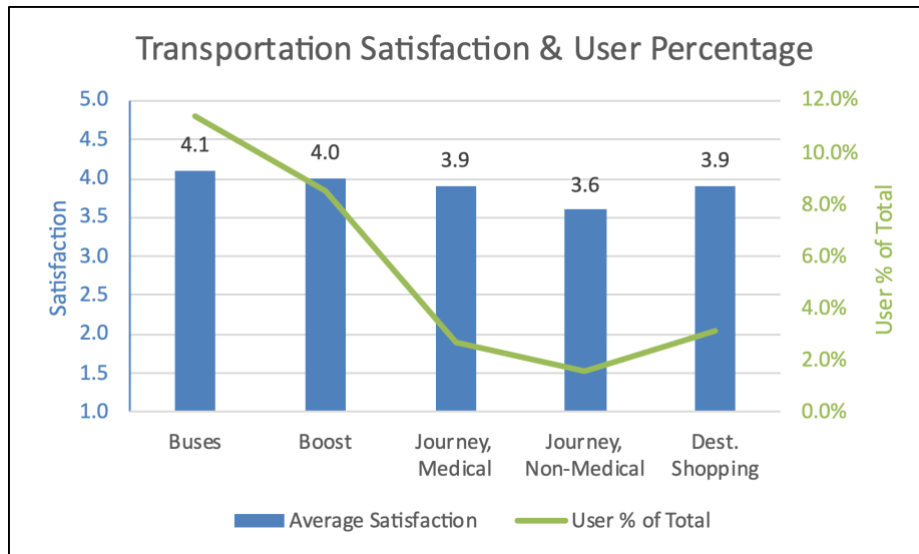
Residents in all housing mutuals demonstrate similar satisfaction levels.

Satisfaction by Function

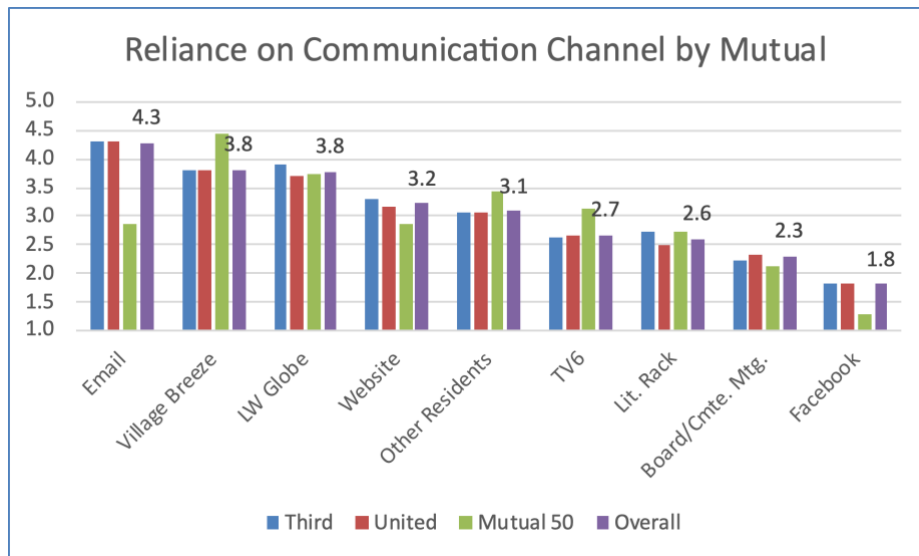
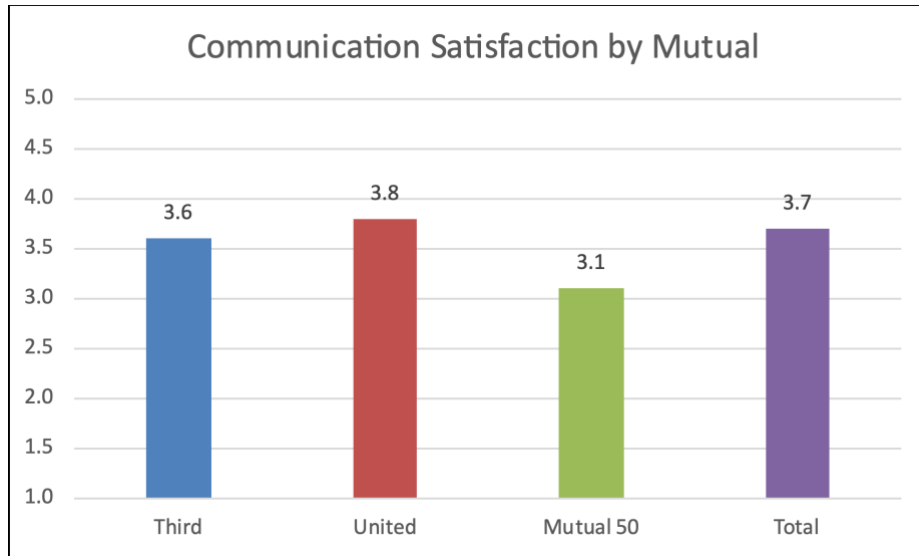


Functional areas most in need of improvement are Landscaping and Building Maintenance.

Transportation Satisfaction

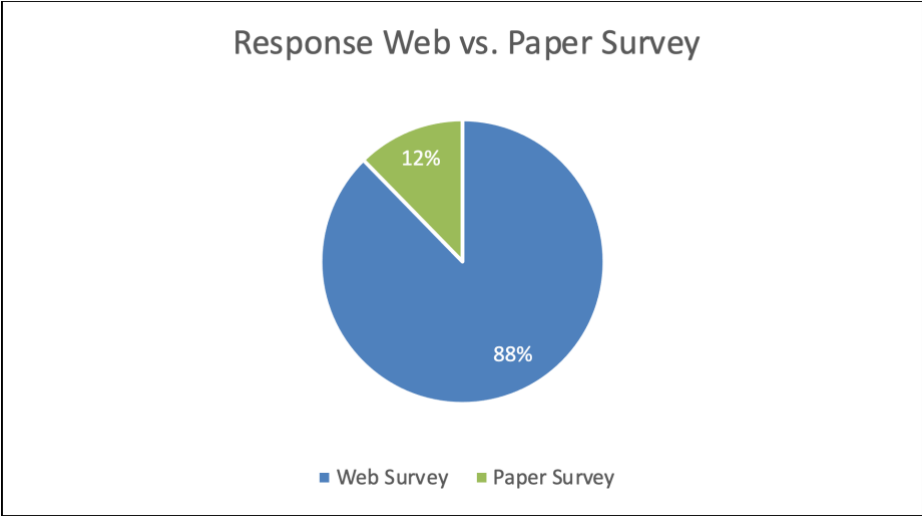


Communication Satisfaction

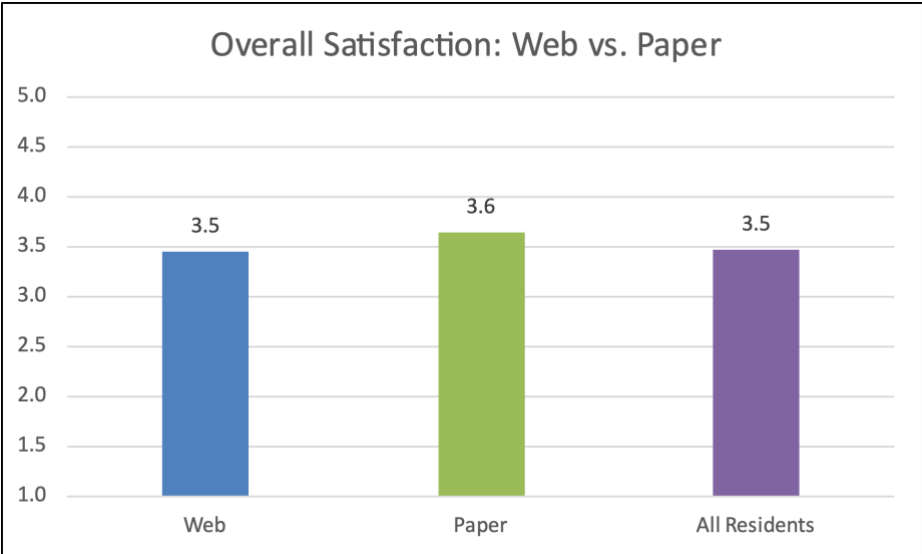


Village residents primarily rely on email, the “Village Breeze” and the “Laguna Woods Globe” for information. These channels should continue to be prioritized in communication strategies.

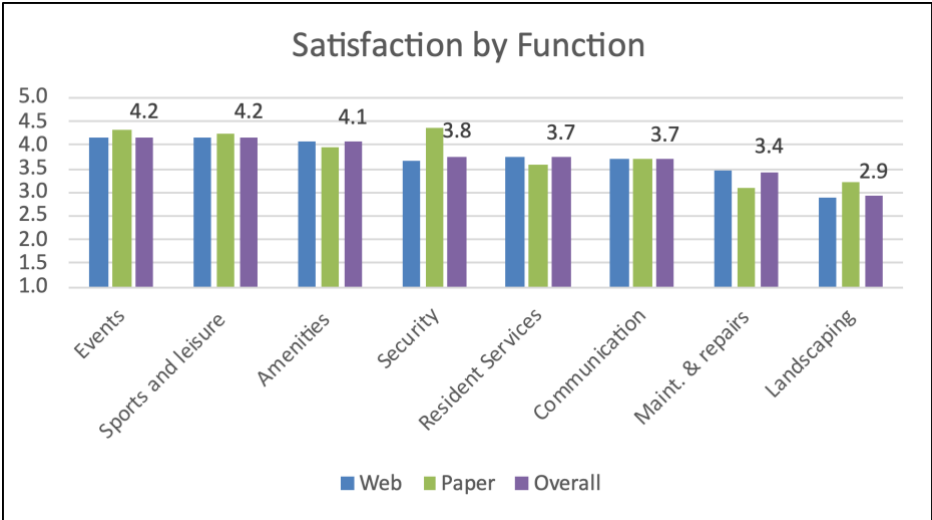
Web vs. Paper



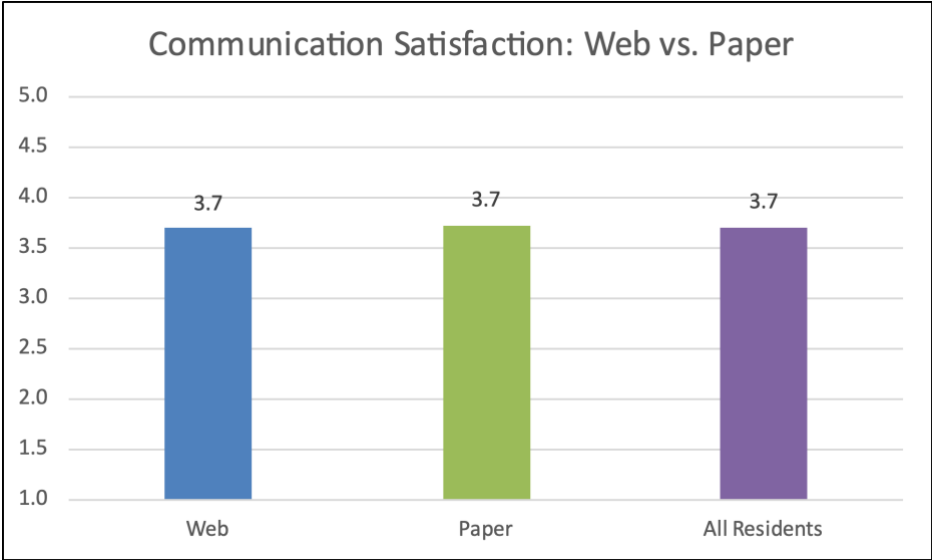
Out of more than 800 distributed, 76 hard-copy surveys were returned.



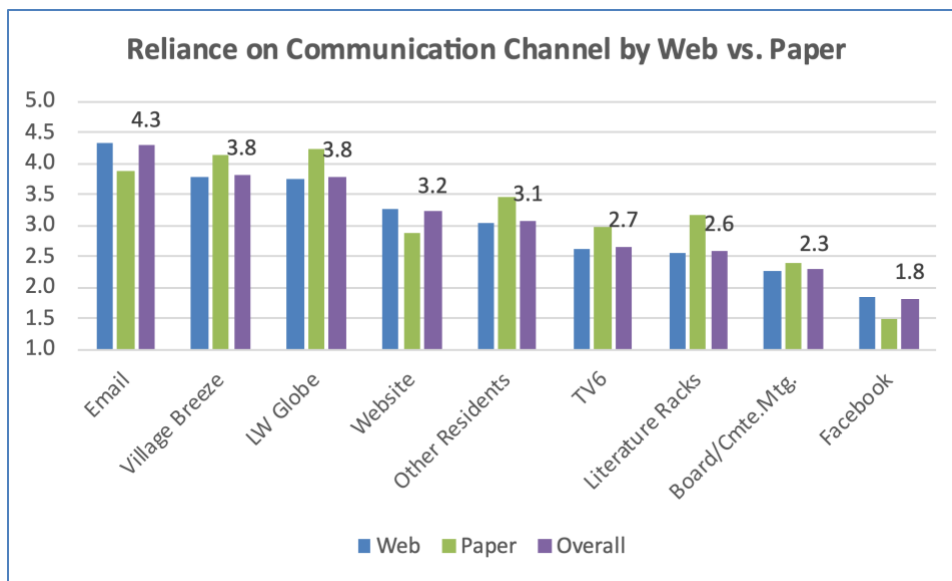
There is little difference in satisfaction levels between web and paper respondents.



Security and Maintenance have small differences between web and paper respondents.



There is little difference in satisfaction levels between web and paper respondents.



The primary distinction between paper and web respondents is that paper respondents are less likely to use digital communication channels. Administratively, conducting a survey online is the simplest method. However, the ad hoc committee recognized that an online-only approach might exclude residents who prefer or rely on nondigital methods, potentially overlooking differences in experiences and satisfaction levels.

To address this, the survey was offered in both online and scannable paper formats. While paper surveys accounted for 12% of responses, their inclusion ensured accessibility for all residents. This survey found minimal differences in satisfaction levels between paper and web respondents.

For future surveys, the balance between cost-effectiveness and inclusivity should be carefully evaluated.

Considerations for Future Surveys

Future surveys should focus on maintaining data reliability and providing actionable insights.

Recommendations include:

- Retaining ID requirements to ensure data accuracy and prevent duplicate responses.
- Utilizing hybrid formats to balance cost considerations with inclusivity.
- Scheduling surveys earlier in the year to align with strategic and budget planning processes.
- Adjusting the question order to improve clarity, such as placing the communication channel question before the communication satisfaction question.
- Making all questions mandatory, with options for a rating, "N/A," or a reliance level to reduce ambiguity in responses.