



Residents Survey

Retirement Villages Association

January 2021

Methodology

- Results in this report are based on questions asked in an online survey distributed to 100 Retirement Villages across New Zealand. Of the 100 villages invited, over half (56) had at least one resident take part. The total number of residents that took part was 1,000*.
- Fieldwork was conducted from the 22nd of December 2020 to the 31st January 2021.
- The margin of error for sample size of 1,000 for a 50% figure at the 95% confidence level is $\pm 3.1\%$.
- UMR designed a representative sample of retirement villages based on village size (number of units), location and type (company-group, company-individual and not for profit).

Note on rounding:

- *All numbers are shown rounded to zero decimal places. Hence specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%.*
- *For example: $25.7 + 31.5 = 57.2$ would appear: $26 + 32 = 57$*

* A total of 69 Retirement Village residents took part in the research via telephone as they did not have access to email.

Residents mostly satisfied across several aspects of village life

Overall strong satisfaction with retirement villages

- Most residents (86%) are satisfied with the village they reside in, 10% were neutral and only 4% said they were not satisfied. This meant of those that had an opinion, 97% were either very satisfied, satisfied or neutral.
- Overall residents gave their retirement village a favourable net promoter score (NPS) of +43. When using the NPS anything above '0' is considered good, above '20' considered favourable and above '50' is usually defined as excellent.

Most residents were satisfied with their villages response to COVID-19

- The vast majority of residents (87%) were satisfied with how the management and staff of their village managed their safety during COVID-19. Only 2% reported feeling not satisfied with how they were looked after in their village during the height of the pandemic.

Most residents satisfied with quality of legal advice they received and with the consumer protections they have

- Around four out of five residents (83%) were satisfied with the quality of the legal advice they received before moving into their retirement village. Seven out of ten residents (70%) indicated they were satisfied with, *'The overall consumer protections for residents, this includes the Retirement Villages Code of Practice, Code of Resident Rights and Retirement Villages Act'*.