

FALL 2022 PENN'S VILLAGE SURVEY EXECUTIVE REPORT

Overview

The goal of the Penn's Village (PV) Survey was to garner participation and satisfaction feedback from members across a range of activities, services and other offerings. The pool of members targeted for the survey included Villagers (who pay an annual fee and may access volunteer provided services and participate in interest groups and all events and programs. Villagers are members who want and use volunteer provided services and members who do not use volunteer provided services but want to financially support Penn's Village at the highest level) and Neighbors who pay a lower annual fee and may participate in interest groups and all events and programs, as well as "sample" volunteer provided services. Contributors pay a basic annual fee and may attend programs and social events. Partners do not pay a fee, but contribute volunteer provided services and may participate in interest groups and all events and programs.

Survey recipients represent the pool of PV members who were sent the survey. Members who filled out the survey are the respondents and those who did not fill out the survey are non-respondents. Information derived from the survey will inform strategic planning efforts in order to better serve the needs and desires of members.

The survey was administered in November 2022. Although a very good response rate was obtained, the results are not considered generalizable to the entire membership since all members did not participate. Trends, however, emerged and are highlighted in order to serve as a baseline for assessing future programs and service offerings

Survey Administration and Question Development

We secured assistance in developing, administering and analyzing the online survey from Catchafire, an organization whose mission is to facilitate connections between professionals who want to donate their time and talent through virtual volunteering with nonprofits who need their skills. Assistance in understanding and using the Catchafire system was facilitated through the Philadelphia Foundation. By way of the Catchafire process, we secured two professionals - one with extensive experience in online survey development in academia and industry, and the other with extensive experience in survey analysis in industry and non-profits.

Survey items were adapted largely from the Village Annual Members Survey, (Graham and Scharlach, 2016), items drafted by several committee members, and selected NIH-specified socio demographic items. Several committee chairs and board members, as well as PV's Executive Director, edited/reviewed the survey. Our two Catchafire experts helped to refine the questions further to shorten the survey and ensure a greater rate of completion.

Questions focused on members' participation and satisfaction with PV's programs, groups, events, services and other offerings, as well as satisfaction with the organization as a whole. Members were also asked about their knowledge of resources and services, social engagement, well-being and other self-perceived impact outcomes derived from membership. In addition to the data captured from the above questions, several socio demographic variables were collected and three items were exported from the PV database: Membership status, email address and length of membership. Appendix A contains the survey questions.

Survey Monkey was the online survey platform used. The majority of PV members self-administered the survey which was sent via a link in an email. A small number (21) had their survey administered by a volunteer based upon members' abilities to access and complete the survey on their own. Problems, including glitches in the survey platform, confusion over how to go about completing and submitting the survey, and other reasons are listed in Appendix C.

Data were examined to determine if there were marked differences between those who self-administered the survey and those who were assisted by a volunteer. The small number of assisted surveys had no significant impact on the composite ratings

Confidentiality

Information from this survey is reported in the aggregate, meaning that information is compiled into data summaries such that individual names and email addresses are not present - no individual names or emails were used in the reporting. Identifying information such as verified names and email addresses were deleted once survey information was collected and verified.

Informing PV Members

In order to represent the opinions of the PV membership, it was important to reach as many members as possible. The survey team designed a multi-faceted initiative to alert, remind and incentivize members to complete the survey.

The primary ways that members were informed about the survey were through routine channels including online communications, programs and events, and committees. In addition, an automated system allowed for reminders and identified those who did not open their survey email, those who opened the email but did not start the survey, those who had incomplete surveys, and those who completed the survey. Reminders were sent to members who had not completed the survey.

After launching the survey it was realized that the wording following the last question was confusing and some did not complete the last step which would have allowed the survey to be submitted, therefore, these surveys remained marked incomplete. Those that were identified incomplete were followed up by a member of the survey team or trained volunteers. Those members who did not receive the survey because they had opted out of Survey Monkey were also contacted and offered an opportunity to complete the survey verbally.

The final approach was the Director's letter to all members, November 18th, thanking them for completing the survey and asking those who had not, to complete it. A prize drawing was instituted for those who completed the survey.

Results

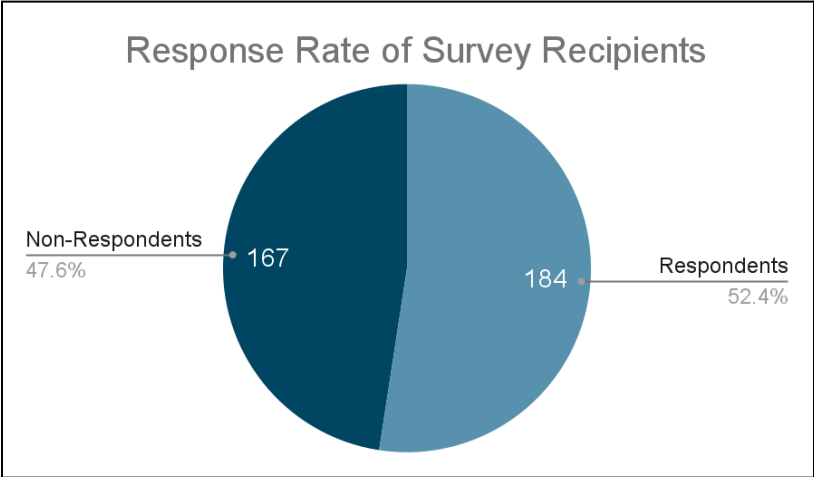
Diversity of Survey Respondents

Respondents were 95% white and 5% other; reported ethnicity was 98% “Not Hispanic or Latino” and 2% “Hispanic or Latino”.

There were proportionately more female respondents than male and proportionately more Neighbors than any other membership group. Therefore, we have not conducted select statistical analyses and have focused on trends.

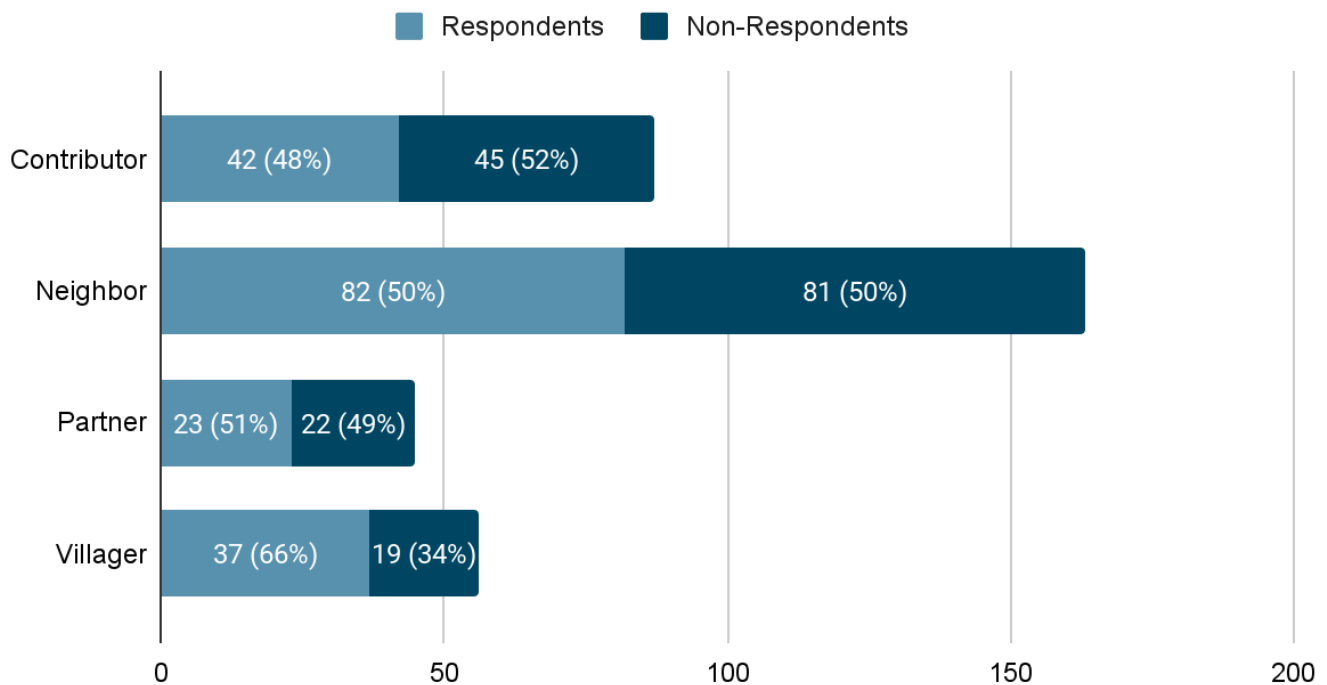
Overview of Respondents and Non-Respondents

The intended survey pool was defined by four membership levels: Villagers, Neighbors, Contributors and Partners, resulting in a survey recipient pool of 351 of which 184 completed the survey and 167 did not, for a response rate of 52% (184/351).



Total members surveyed: 351	
Total members who responded: 184 (52%)	Total members who did not respond: 167 (48%)
Female: 138 (75%), average age=77.5 yrs Male: 46 (25%), average=77.6 yrs (Note: (1 unknown gender)	Female: 101 (61%), average age=71.8 yrs Male: 65 (39%), average age =80.1 yrs
Age: average=77.5 (n=184)	Age: average=74.1 yrs old (n=167)
Length of Membership: average=5.2 yrs (n=184)	Length of Membership: average=4.6 yrs (n=167)
Member Levels: <ul style="list-style-type: none">• Villagers: 37 (66%)• Neighbors: 82 (50%)• Contributors: 42 (48%)• Partners: 23 (51%)	Member Levels: <ul style="list-style-type: none">• Villagers: 19 (34%)• Neighbors: 81 (50%)• Contributors: 45 (52%)• Partners: 22 (49%)

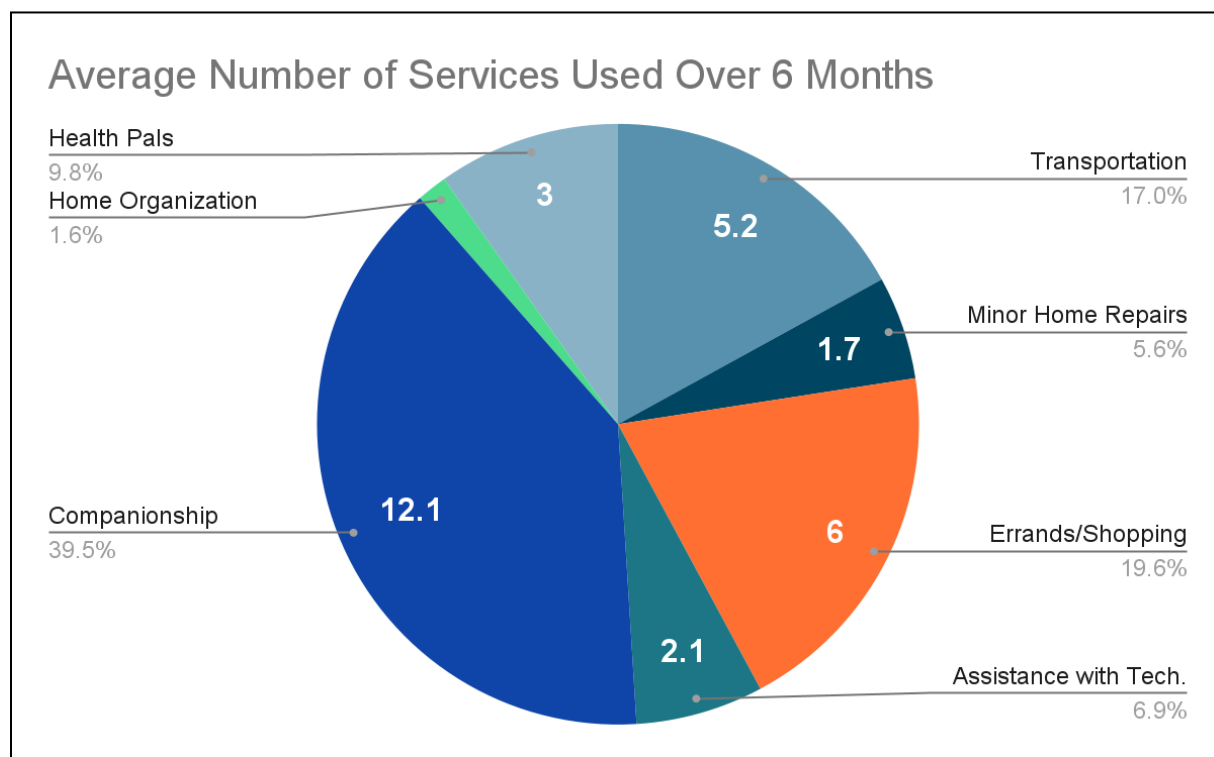
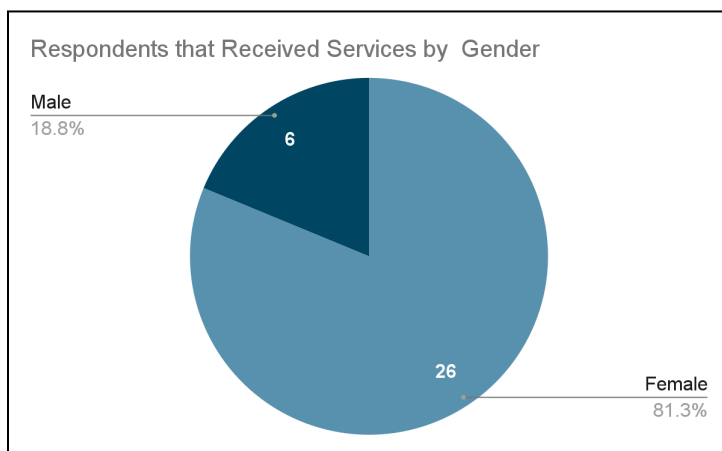
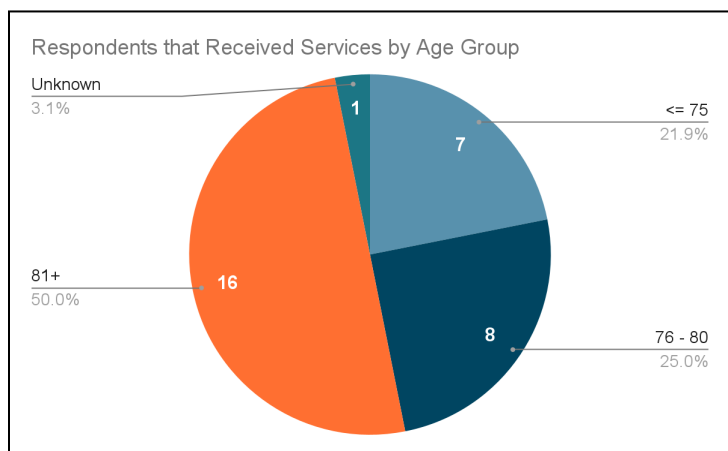
Respondents and Non-Respondents by Membership Type



Summary of Main Points

- Fifty-two percent of those surveyed completed the survey, which is considered a very high completion rate. Refer to Appendix D for a list of selected references pertaining to survey rate of return.
- Respondents and non-respondents did not differ by age, length of membership, or membership levels.
- Respondents were similar to non-respondents with the exceptions of:
 - ❖ Villagers were more highly represented in the respondent group
 - ❖ A disproportionate 75% of all members who completed the survey were female
 - ❖ Of those who did not respond to the survey, men were significantly older than the women

I. Services Received



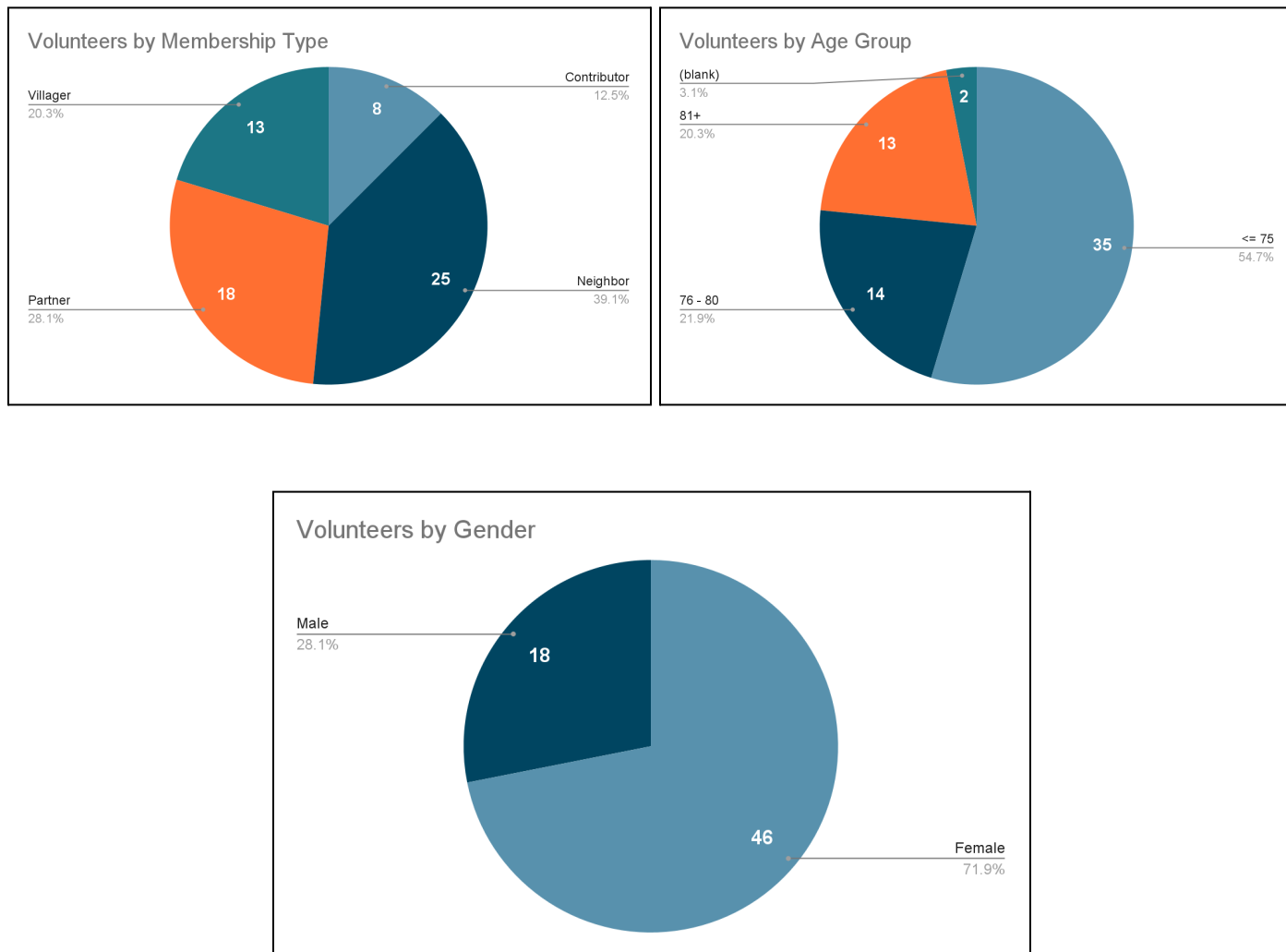
Summary of Main Points

- Of the respondents, 17% (32) reported that their household received at least one service over the past 6 months.
- Over 80% who received services were women
- The sample was equally divided by those over 80 and those under 80 years of age.
- The most frequently provided services were: companionship, errands/shopping and transportation, similar to what was reported prior to Covid (2019).
- Most individuals were positive and felt: satisfaction with services (90%), PV volunteers are caring and helpful (87%), and enabled to better manage daily living tasks (61%).

II. Engagement Measures

Measures of engagement over the past 6 months included volunteering, participating in programs/educational/cultural events, and participation in interest groups.

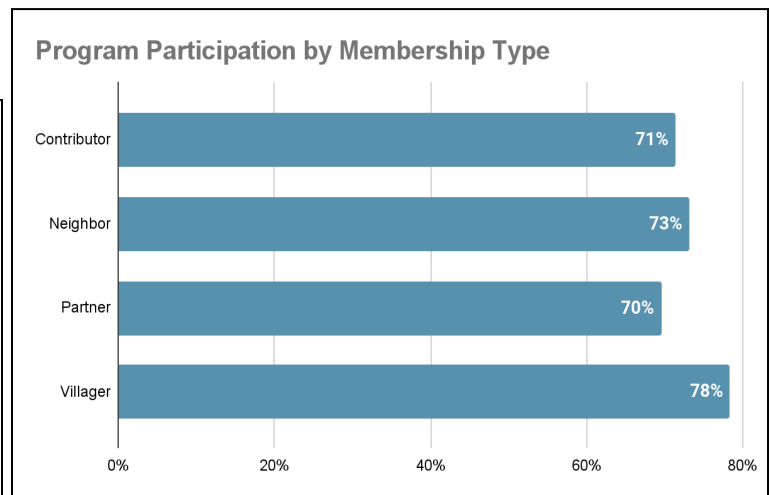
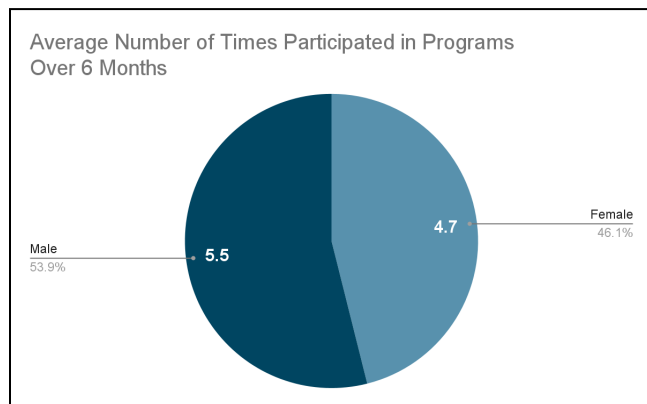
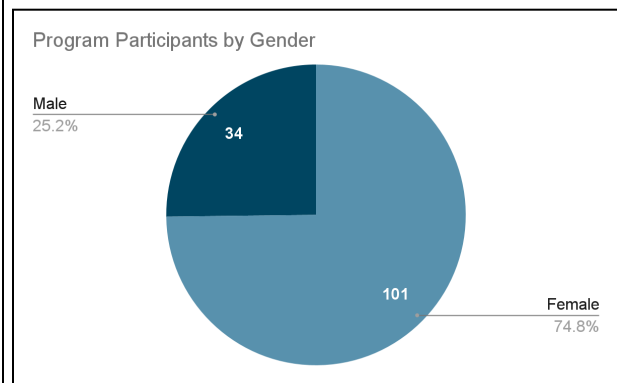
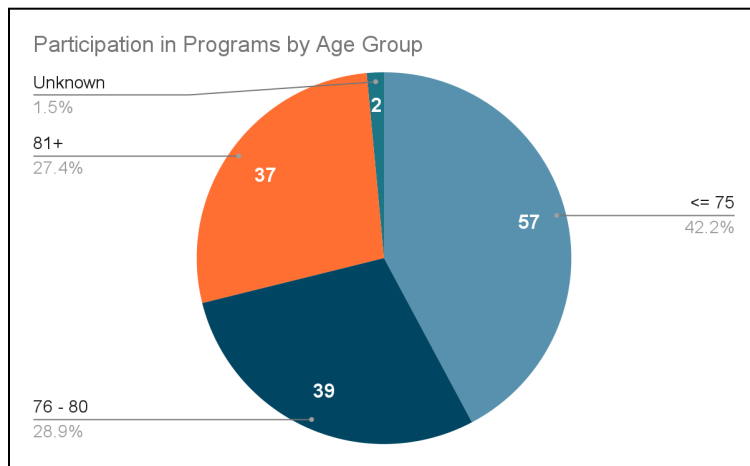
Volunteering



Summary of Main Points

- Volunteers expressed sentiments about volunteering as feeling: overall satisfaction (97%), supported by PV in their volunteer work (92%), volunteer work they do is meaningful (90%), and that they formed friendships with members assisted (82%)
- Over 1/3 of respondents volunteer
- Over 70% of the volunteers were female
- Those 75 years of age and younger comprised the largest percentage of volunteers with the other age groups almost evenly split
- Neighbors did most of the volunteering followed by Partners, with Villagers and Contributors comprising the remaining effort.
- Over 2/3 of Partners have not volunteered

B. Participating in Programs/Educational/Cultural Events

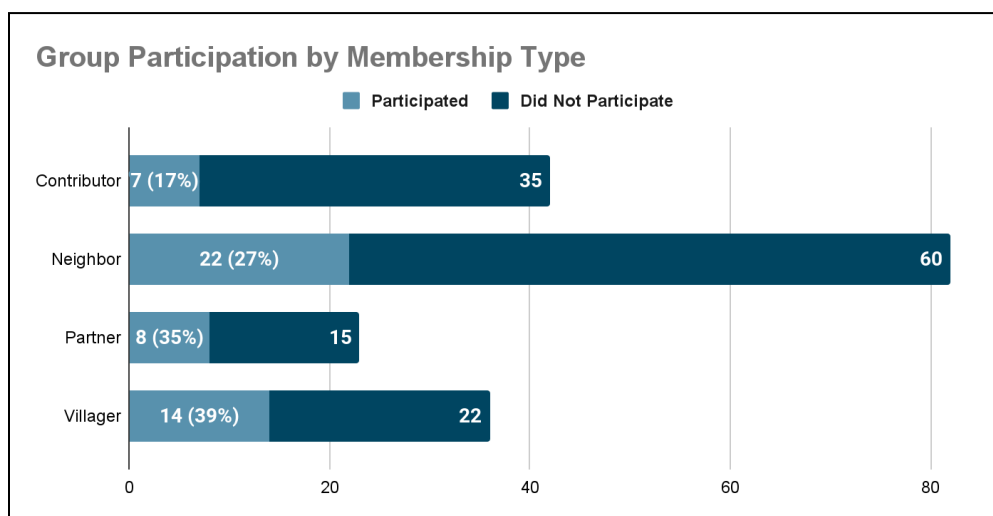
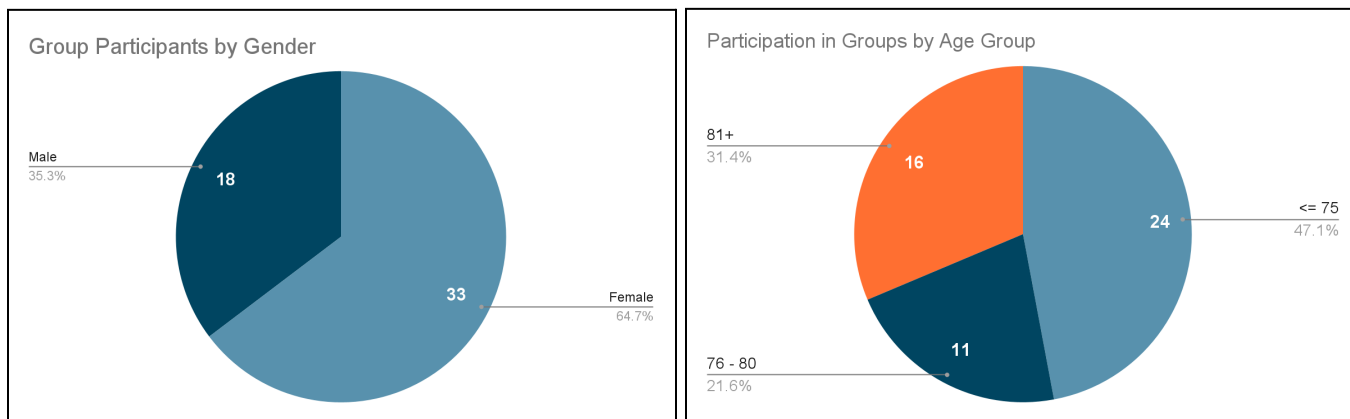


Summary of Main Points

- Respondents (88%) were positive about programs/events
- Almost $\frac{3}{4}$ of the respondents participated in at least one program/event
- Almost $\frac{3}{4}$ of the respondents were female, however individual males participated more frequently than individual females
- The youngest age group had the highest rate of participation with the older age groups participating at similar levels. As age increased, program participation decreased.
- Participation within membership groups showed that Villagers had the highest participation rate, following by Neighbors, Contributors and Partners

See Appendix B, Sections B-G, listing program related comments.

C. Participating in Interest Groups

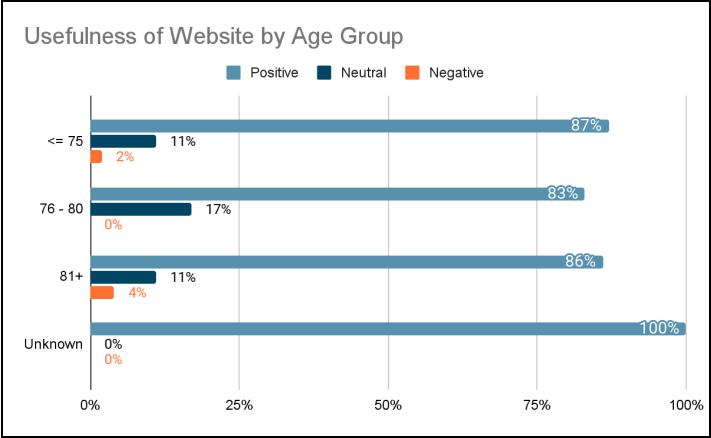
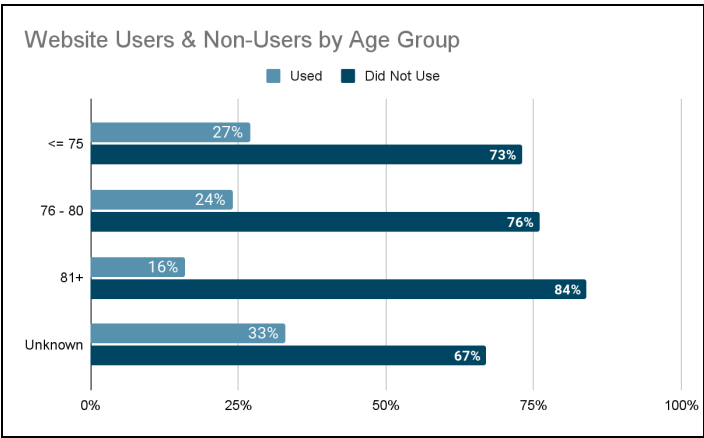
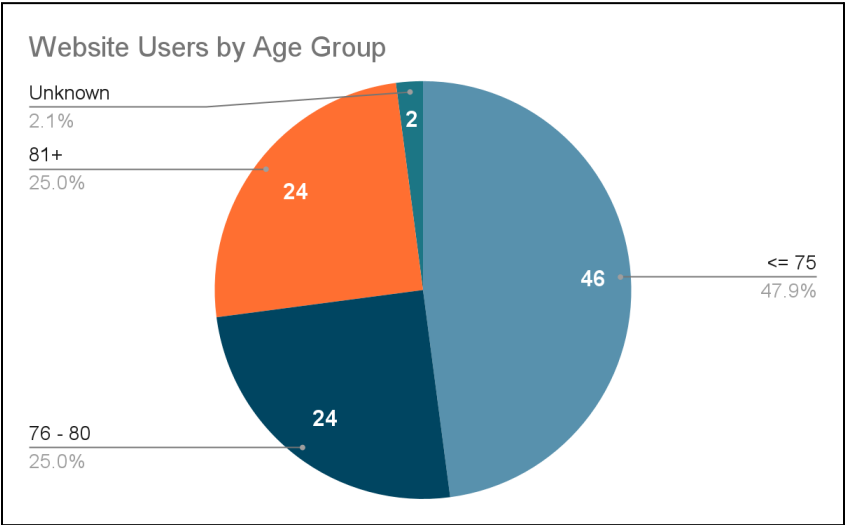


Summary of Main Points

- Over ¼ of respondents participated in at least one interest group
- Almost ⅔ were female
- Almost half of those who participated were 75 years of age or less
- Although the membership group with the most participants were Neighbors with 22 members. Villagers and Partners had the highest percent of members proportionately within their respective groups

III. Communication and Use of Business Partners Measures

A. Website

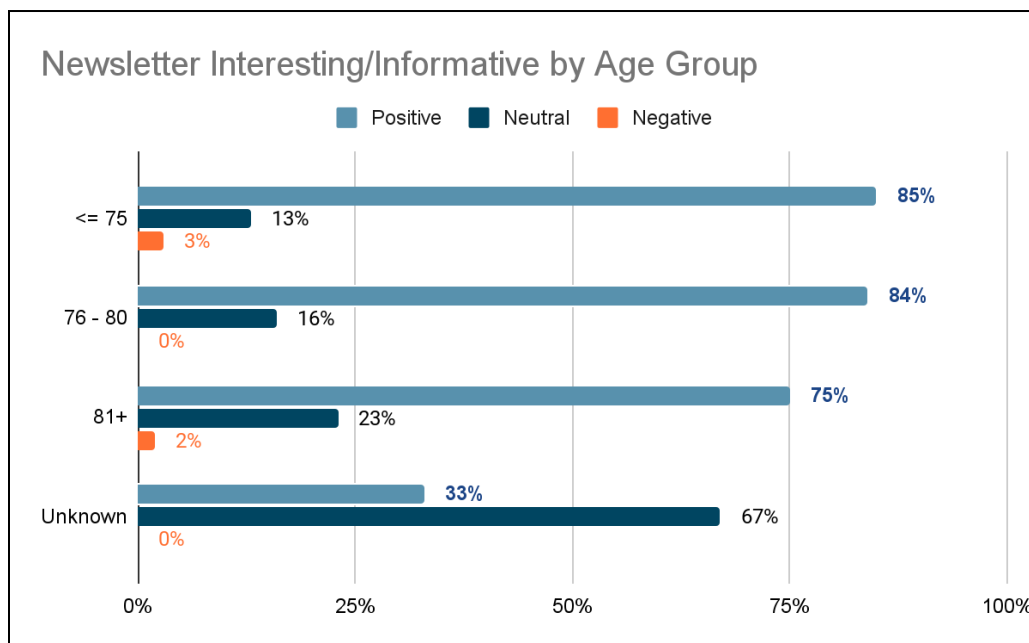


Summary of Main Points

- 62% of the respondents reported that they used the website
- Most found the website useful (86%), and there were no apparent differences based on gender
- Almost $\frac{3}{4}$ of the users were women
- Most website users were 75 years old or younger with the remaining members split evenly between the two older age groups
- Of those that said they did not use the website, the data showed an age trend, non-users tended to be older - as age increased, usage dropped

See Appendix B, Section I, for comments on the website

B. Newsletter



Summary of Main Points

- Over 81% (147) found the newsletter interesting/informative
- Women rated the newsletter more positively than men, 85% and 70% respectively
- As age increased, positive responses to the newsletter decreased

See Appendix B, Section J, for comments on the newsletter.

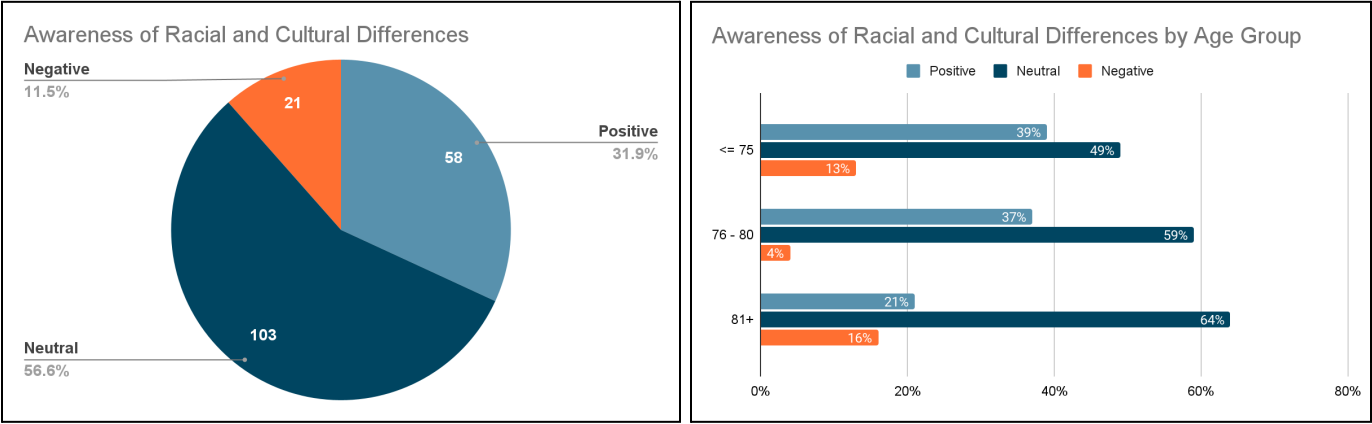
C. Use of Business Partners

23% of the respondents stated that they used business partners. The use of business partners varied based on member type with Neighbors and Villagers showing the most use.

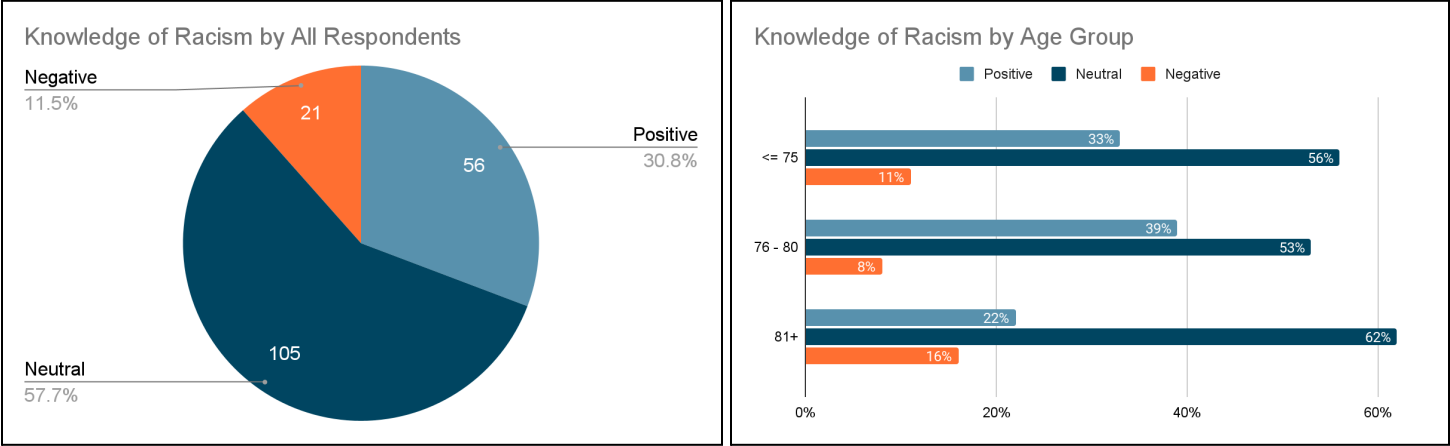
IV. Inclusion and Diversity

Three questions were included about inclusion and diversity reflecting awareness, knowledge and interest.

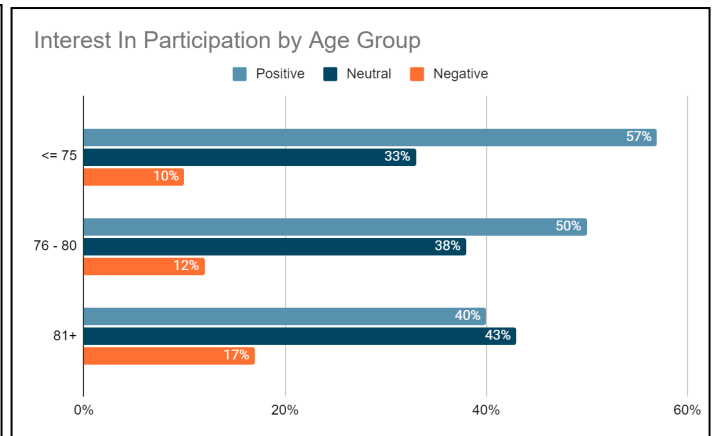
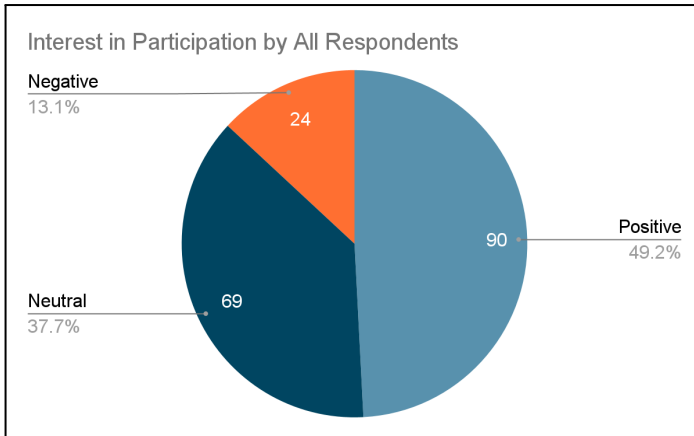
The intent of the first question was to determine heightened awareness of racial/cultural differences in our community.



The second question addressed effectiveness in increasing knowledge about racism, bias, discrimination and its effects on society.



The third question asked about interest in participation to enhance community learning in the area of inclusiveness and diversity

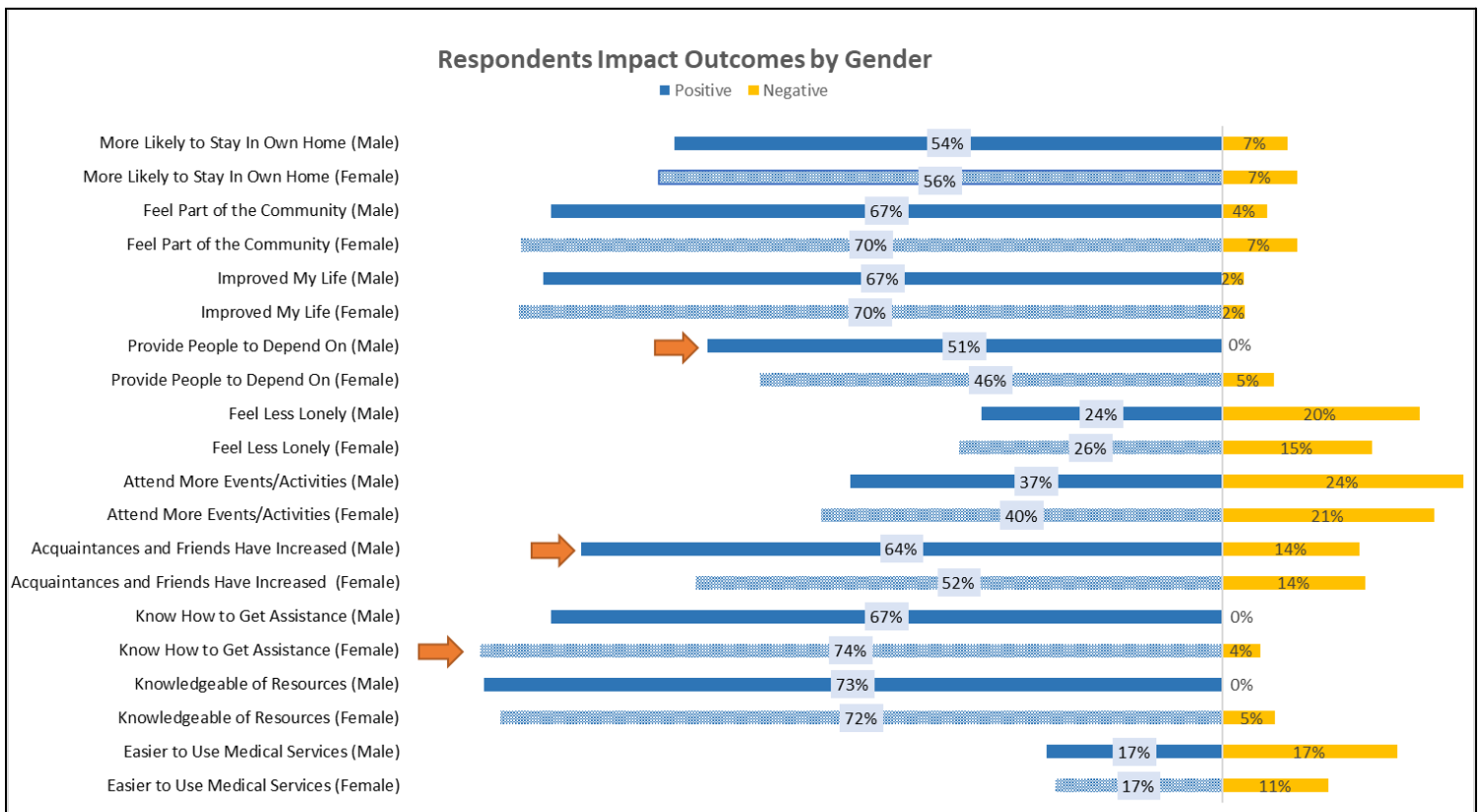
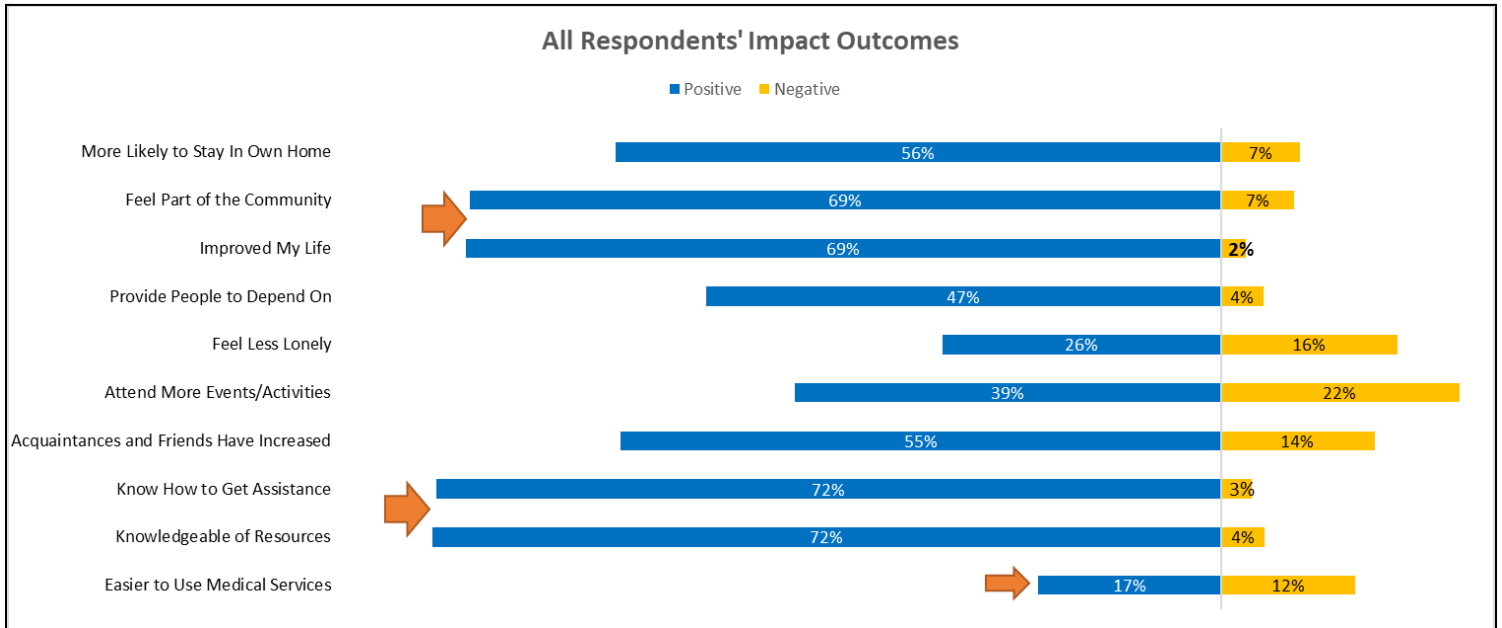


Summary of Main Points

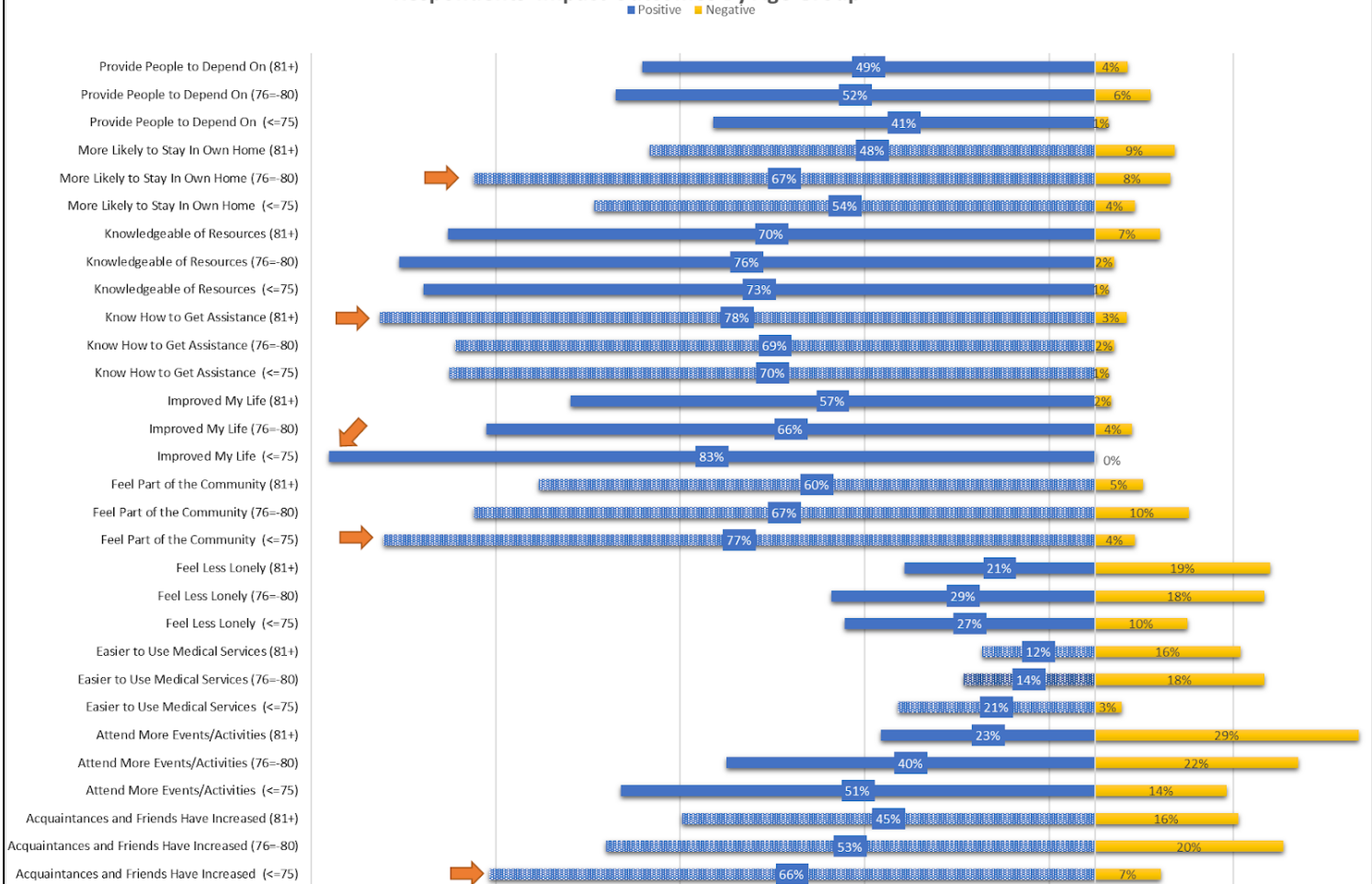
- Close to $\frac{1}{3}$ responded positively to PV increasing awareness of racial and cultural differences, however almost 57% responded neutrally and over 11% responded negatively. No difference was seen between men and women but positive responses decreased as age increased and neutral responses increased.
- Close to $\frac{1}{3}$ responded positively to PV being effective in increasing knowledge about racism, bias, discrimination and its effects on society, however, almost 58% responded neutrally and over 11% responded negatively. No difference was seen between men and women but positive responses decreased with age as neutral responses increased especially in the youngest and oldest age groups.
- Interest in participating in future programs aimed at helping the Penn's Village community learning grow in the area of inclusiveness and diversity showed a more positive response than the questions aimed at assessing effectiveness of awareness and knowledge efforts related to inclusion and diversity. 49.2% positively responded with 37.7% responding neutrally and 13.1% negatively although again, positive responses decreased while neutral responses and negative responses increased as age increased.
- Women did have a higher response rate than men

V. The Influence of Penn's Village on Member Impact Outcomes

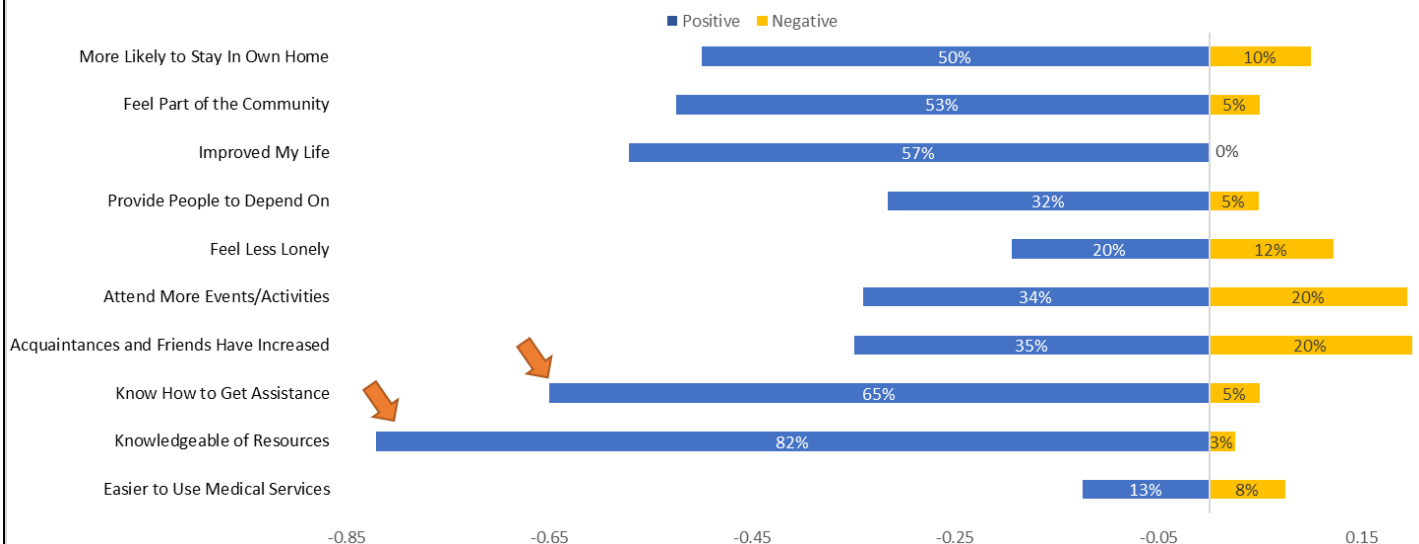
Survey questions addressed perceptions of various types of impacts Penn's Village had on knowledge of resources and services, social engagement, overall satisfaction with the organization, well-being, and affinity with Penn's Village. Appendix A: The Member Satisfaction section details these ten impact outcomes.



Respondents' Impact Outcomes By Age Group

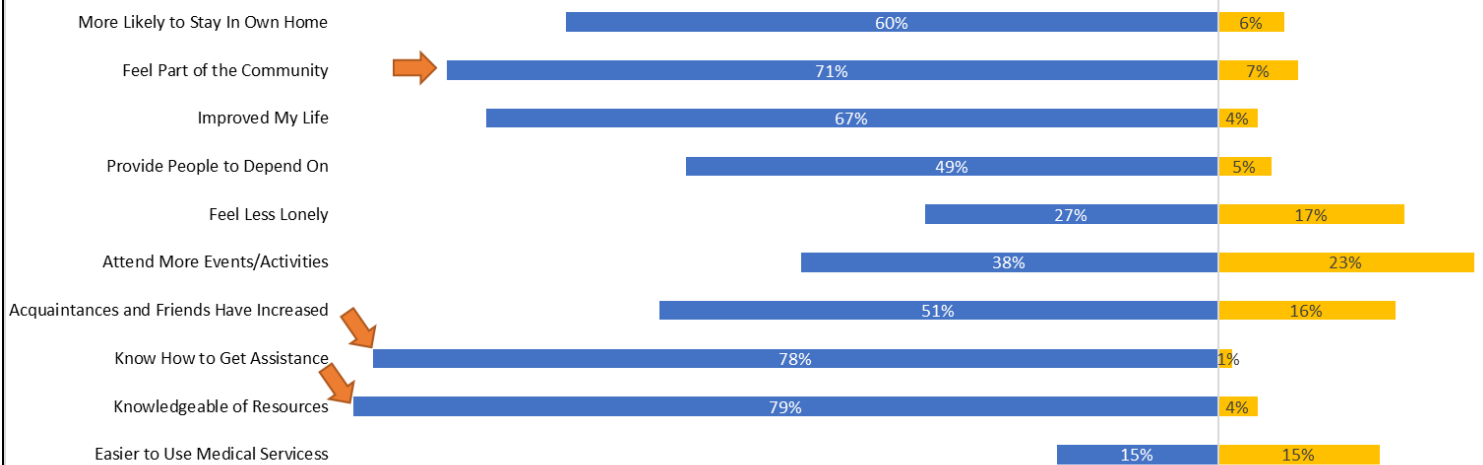


Respondents' Impact Outcomes by Contributor Membership Level



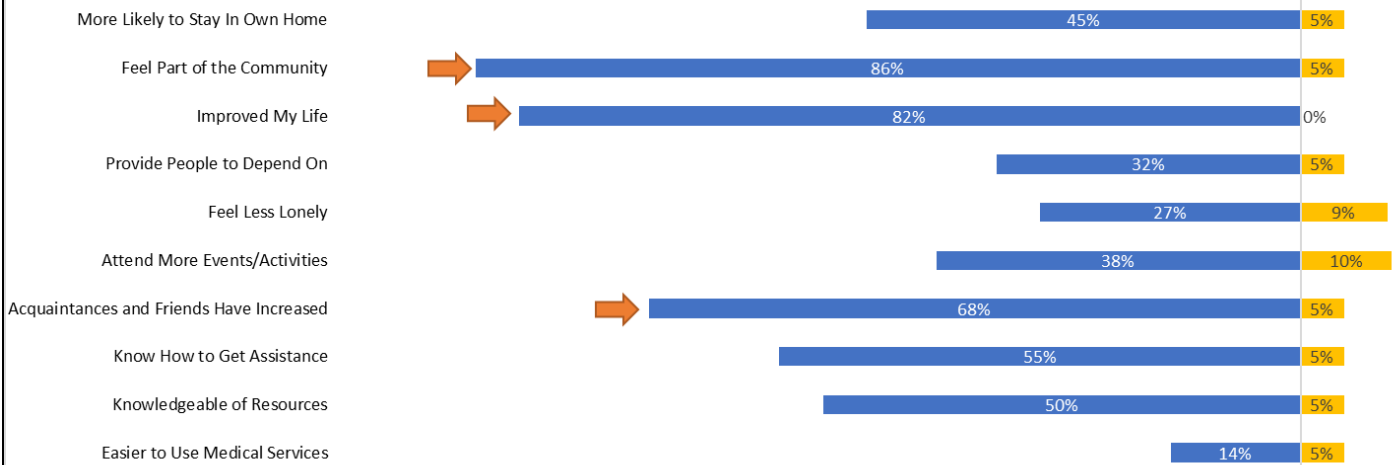
Respondents' Impact Outcomes by Neighbor Membership Level

■ Positive ■ Negative



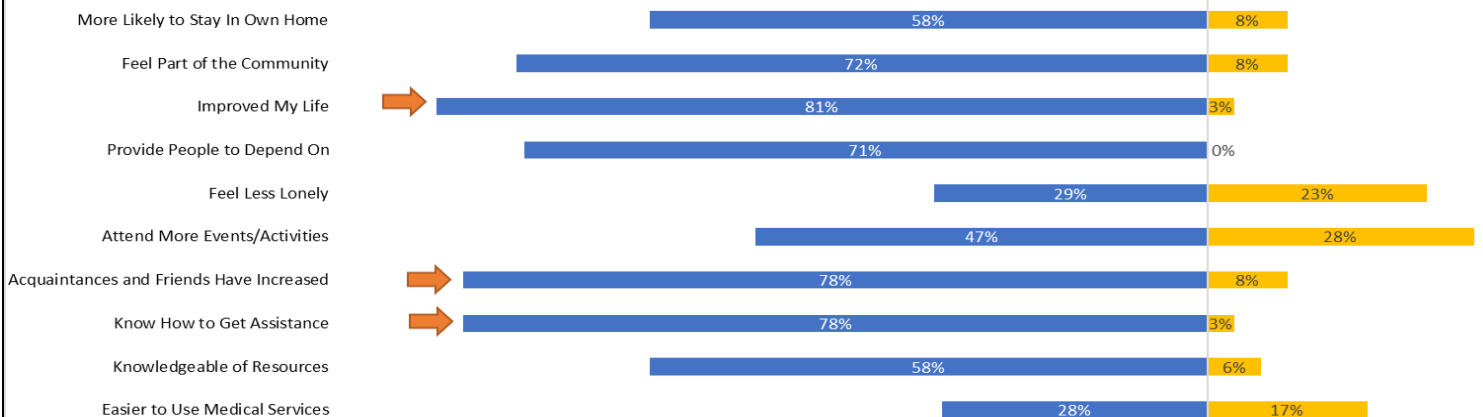
Respondents' Impact Outcomes by Partner Membership Level

■ Positive ■ Negative



Respondents' Impact Outcomes by Villager Membership Level

■ Positive ■ Negative

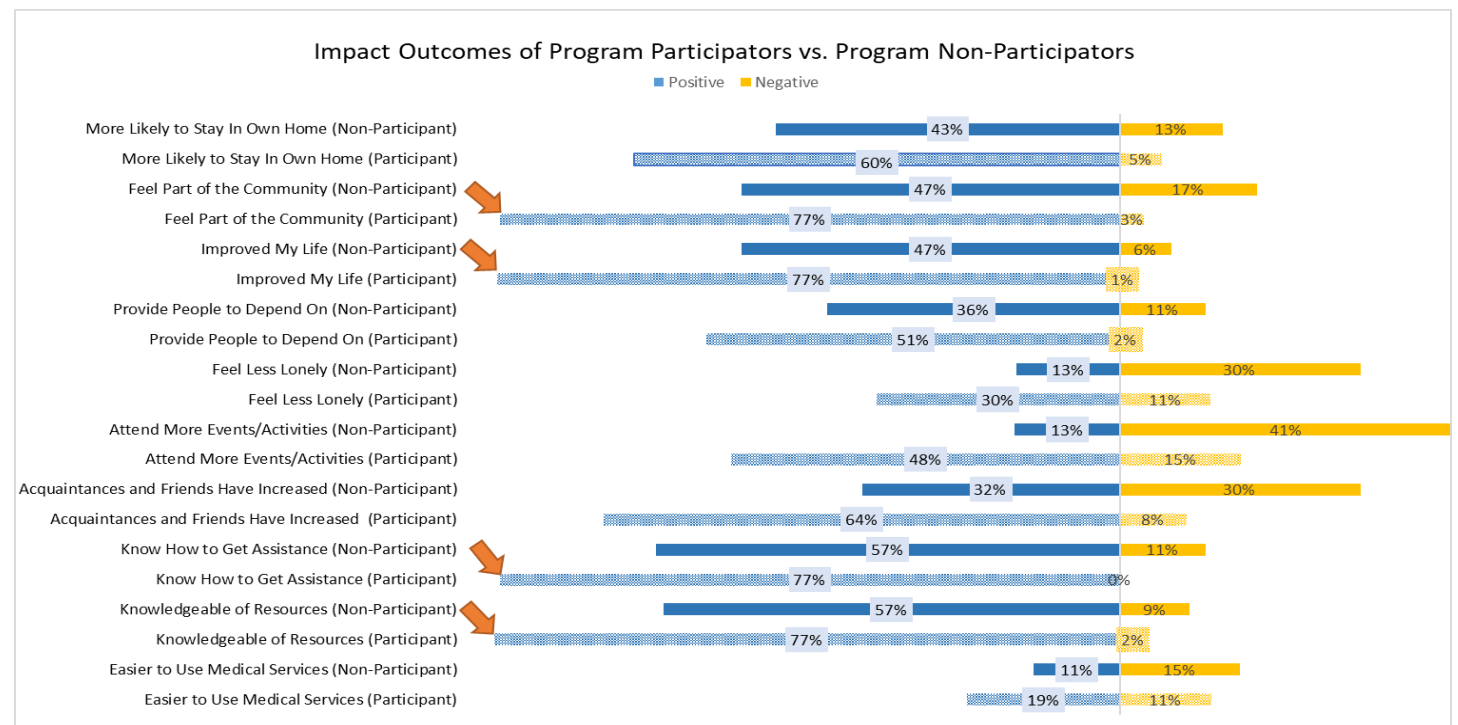
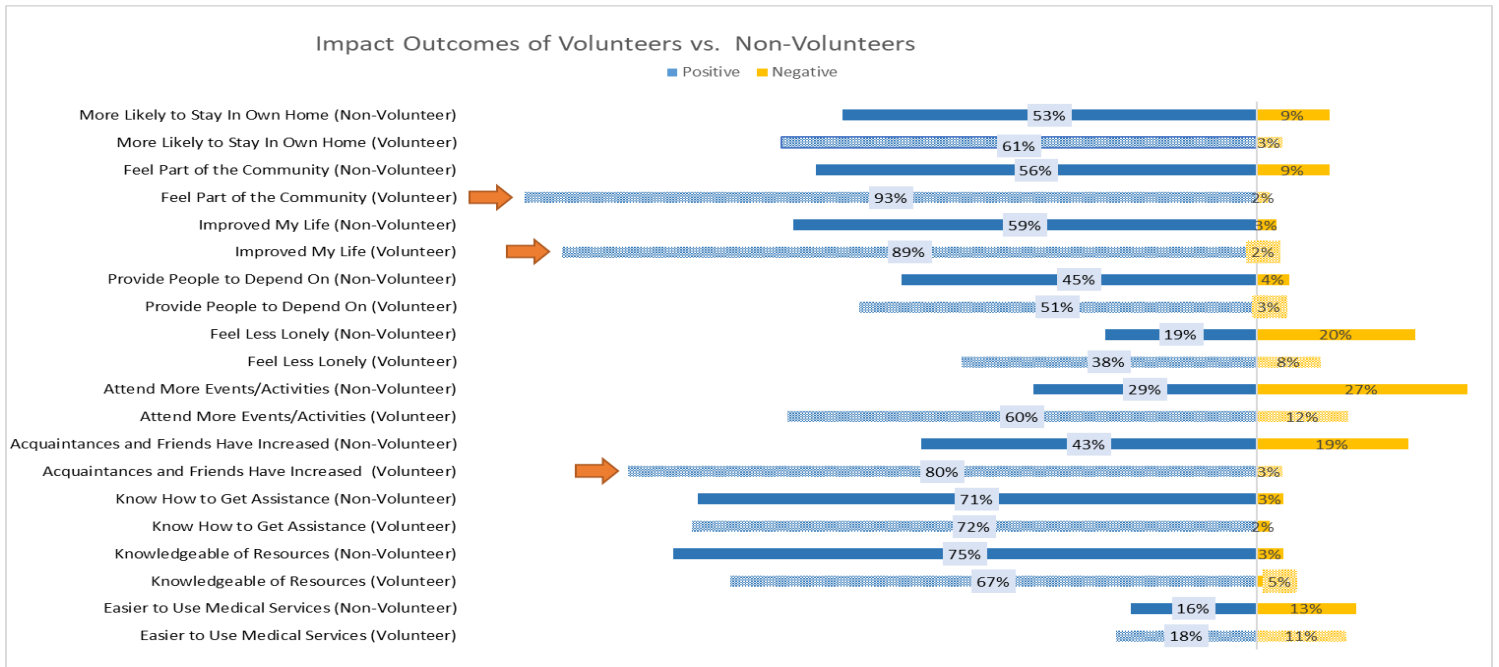


Summary of Main Points

- Overall, members responded positively to all impact questions. The highest percentages of positive responses (69%-72%) were: knowing how to get assistance, knowledge of resources, improved my life, and feeling part of the community.
- Overall, members responded the least positively to ease of use of medical services and feeling less lonely (17% and 26%, respectively)
- Ease of medical services use and feeling less lonely had low positive scores across age, gender and membership level.
- Gender differences were minimal with the exception that females showed a modest increase in feeling that acquaintances and friends have increased.
- As one ages, positive responses decreased notably for: feelings that acquaintances and friends have increased, feeling part of the community and feeling that Penn's Village has improved my life. The oldest age group was more positive on knowing how to get assistance. And the middle age group had the highest positive response for being more likely to stay in their own home.
- Among the four membership groups, Villagers rated more impact outcomes positively compared to the other membership groups.
- Comparing the impact outcome questions among the four membership groups Villagers had higher positive scores on: people to depend on, feeling less lonely, attending more events/activities, acquaintances/friends increasing and ease of using medical services than any other membership group.

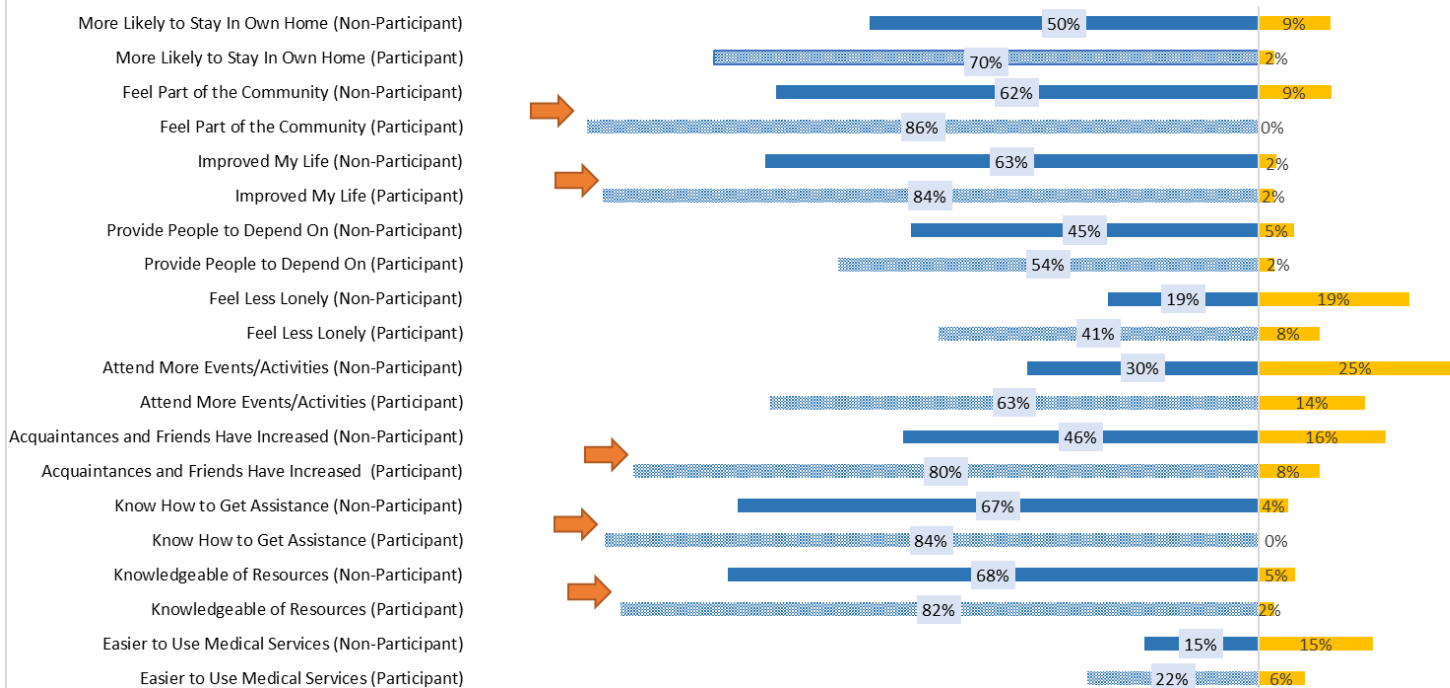
VI. The Effects of Engagement on Impact Outcomes

Engagement was conceptualized as volunteering, participating in programs/events/activities and participating in interest groups. The trends across all three measures of engagement show a very positive effect on all ten impact outcomes. The charts below depict the comparison of respondents who did not participate in each of the three engagement activities, with those that did. Non-participants who expressed a positive response are indicated by a solid blue line (■) while participants who responded positively are indicated by a patterned blue line (▨). All negative responses are indicated by gold lines (■). Neutral responses are omitted to help focus the attention on respondents who expressed a positive or negative opinion.



Impact Outcomes of Interest Group Participators vs. Interest Group Non-Participators

■ Positive ■ Negative



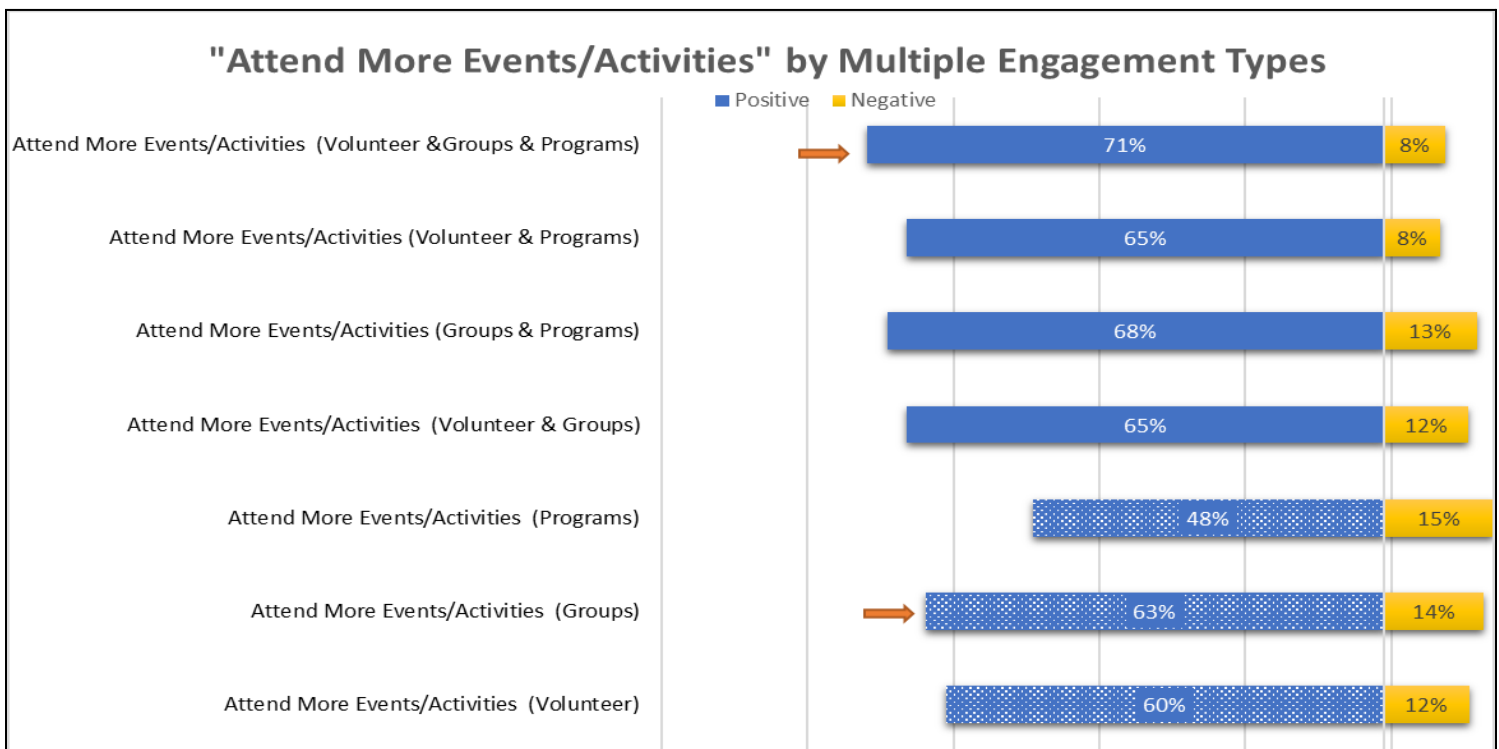
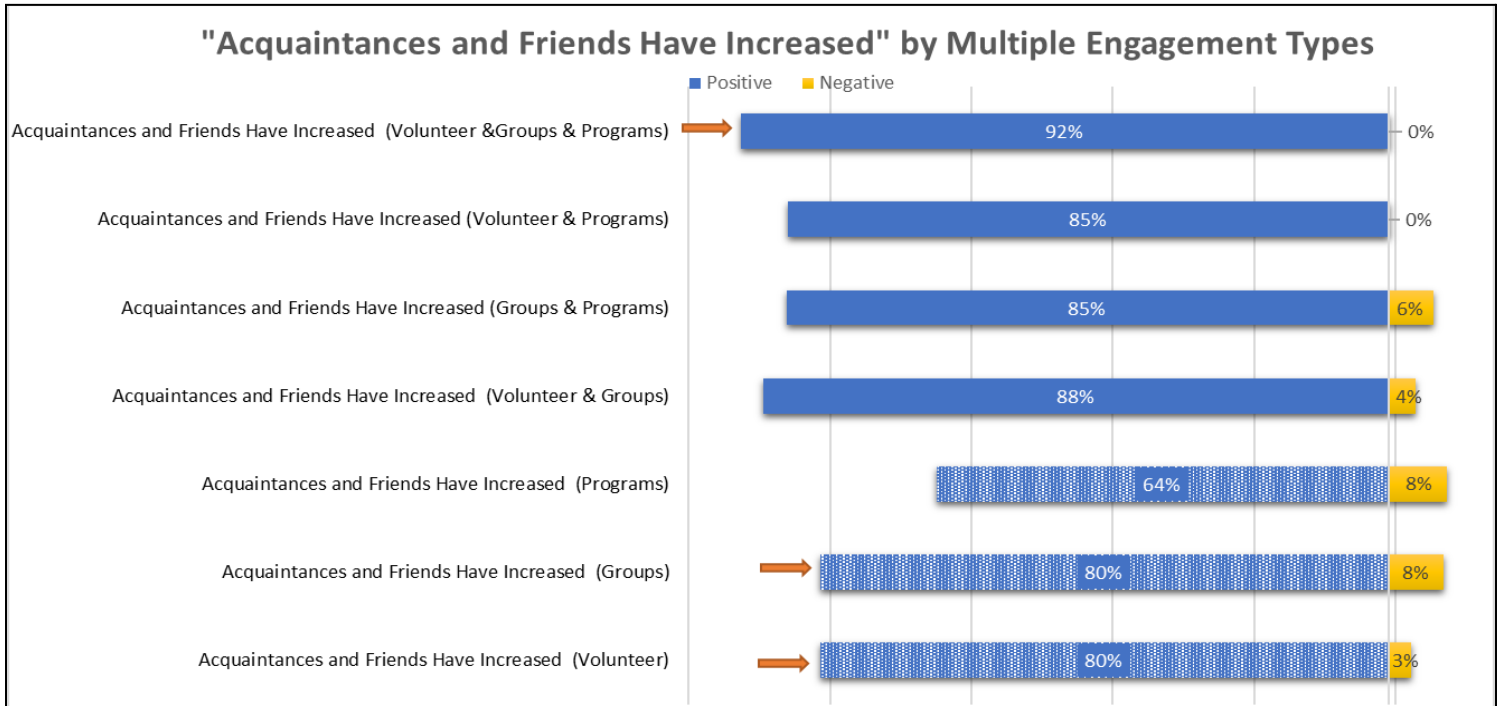
Summary of Main Points

- **Volunteering:** Overall the data show a very positive net effect of volunteering on impact outcomes due to belonging to Penn's Village. For volunteers, substantial positive effects are seen for the majority of impact outcomes, the highest being: feeling part of the community, improved my life and acquaintances and friends have increased compared to non-volunteers. The one item that volunteers were less positive than non-volunteers was knowledge of resources.
- **Participation In Programs/Educational/Cultural Events:** Overall the data show a very positive net effect of participation in Programs/Educational/Cultural Events on impact outcomes due to belonging to Penn's Village. For program participants, substantial positive effects are seen: knowledge of resources, knowing how to get assistance, improved my life, and feel part of the community compared to non-program participants.
- **Participation in Special Interest Groups:** Overall the data show a very positive net effect of participation in special interest groups on impact outcomes: on feeling part of the community, improving my life, knowing how to get assistance, knowledge of resources and acquaintances and friends have increased compared to non-interest group participants.

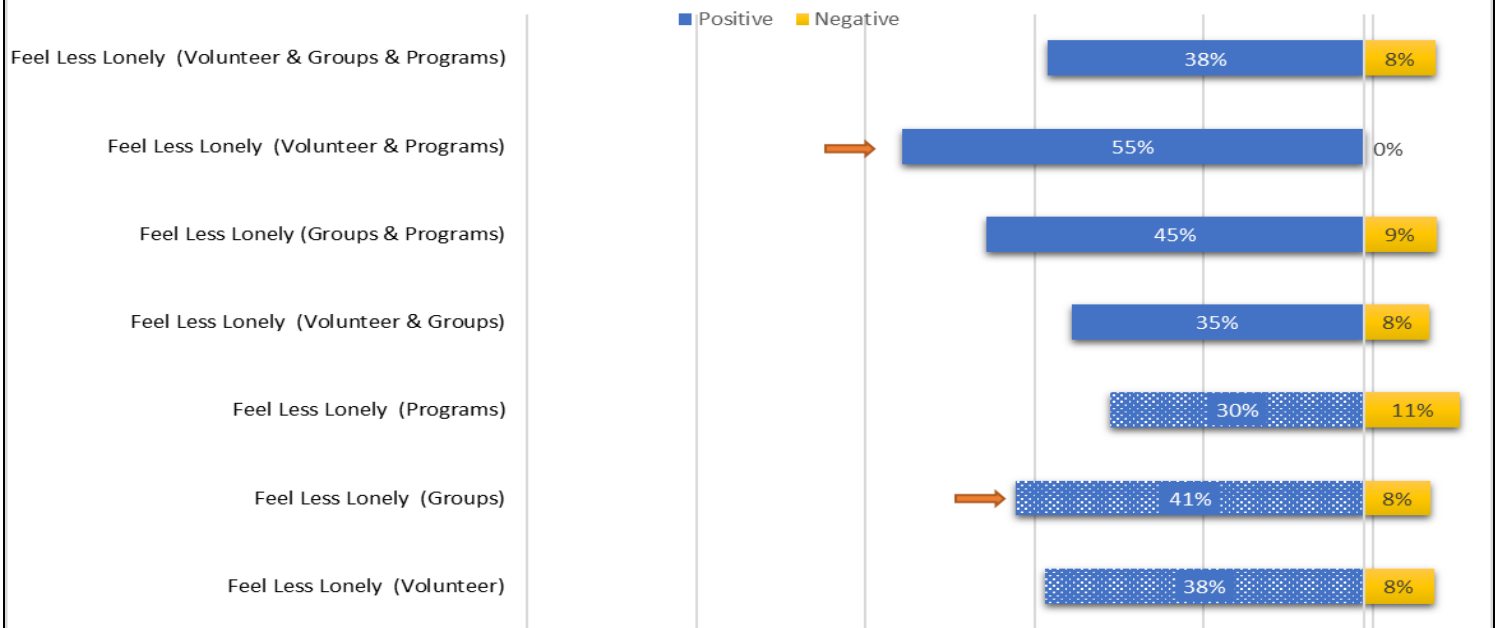
VII. Effects of Multiple Forms of Engagement on Impact Outcomes

The table below represents members who participated in multiple types of engagement activities compared to those participating in one type and their respective effects on impact outcomes.

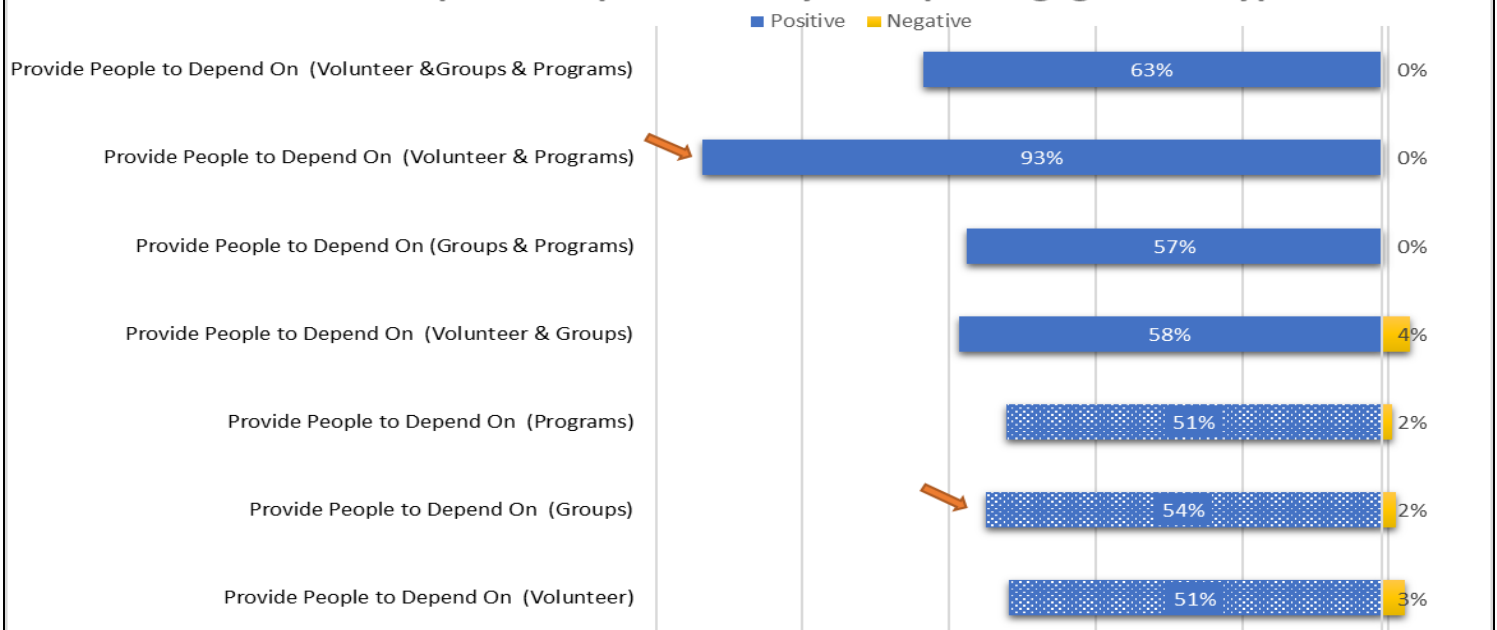
In the charts below, a solid blue line (■) indicates positive responses of members that participated in more than one engagement activity, while patterned blue line (▨) shows the positive responses for each individual engagement activity. All negative responses are indicated by gold lines (■). Neutral responses are omitted to help focus the attention on respondents who expressed a positive or negative opinion



"Feel Less Lonely" by Multiple Engagement Types



"Provide People to Depend On" by Multiple Engagement Types



Summary of Main Points

- Participating in one mode of engagement shows marked improvements on impact outcomes over members that do not participate. Participating in multiple engagement opportunities generally increases positive responses across most impact outcomes, this improvement in positive responses was especially evident in several impact outcome measures: acquaintances and friends have increased, attend more events and activities, feel less lonely, and provide people to depend on.
- In particular, the combination of volunteering and participating in programs produced the greatest effects.

Appendix A: Survey Questions

Penn's Village Member Survey

Welcome to Penn's Village member survey. We would like to ask you about your participation in and satisfaction with Penn's Village programs, events and services. This information will help inform efforts to better serve you.

Your answers will be reported in the aggregate, meaning that the information is compiled into data summaries such that individual names and email addresses are not present - no individual names or emails will be used in the reporting.

A few tips to assist you in taking the survey:

- An asterisk (*) before a question means that you must answer the question, you cannot proceed with the survey until you do so.
- For questions that ask for numeric answers, please enter whole numbers (no decimals) and please do not spell the numbers out (e.g., use 3 instead of three).
- The survey will save your answers on each page when you click the 'Next' button. If you later return to the survey, previous saved pages will retain your answers.
- Please do not use the "back" button on your browser. If you want to navigate through the survey, use the Prev (previous) and Next buttons at the bottom of the page.

First, we would like to know about your use of volunteer provided services.

* 1. Over the past 6 months, have you used any services?

- ☐ Yes
- ☐ No

Member Services

This section asks about the number of times you have used various services. These are some examples:

- **Transportation:** provision of rides
- **Minor home repair:** changing light bulb/filters, hanging pictures, open/close stuck window and other light home maintenance
- **Errands/grocery shopping:** cleaners, post office/delivery service, pick up prescription or over the counter items, ...**Assistance with technology:** assistance with computers (PC's & MAC's), smartphones, iPads/tablets, televisions, voice-activated systems
- **Companionship:** friendly visits in person and/or phone calls
- **Home organization:** help with organizing closet/drawers/personal papers; organize and pay bills; special decluttering projects
- **Health Pals:** volunteers accompany member to appointments as a support person and a second pair of ears

2. For services you have used, please enter the number of times you have used each service over the last 6 months.

Transportation (Please indicate one-way transportation, eg: from your home to the doctor and the return home is counted as 2 times)

Minor home repairs

Errands and/or grocery shopping

Assistance with technology/electronics

Companionship

Home organization

Emergency pet care

Health Pals

3. Please enter the service and number of times used, over the last 6 months, for any services not listed in the previous question.

Member Services Satisfaction

Please indicate how much you agree or disagree with the following statements.

4. Overall, I am satisfied with Penn's Village volunteer supplied services.

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

5. Using Penn's Village services, enables me to better manage my daily living tasks.

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

6. Penn's Village volunteers are caring and helpful.

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

Volunteers

* 7. Over the last 6 months, have you volunteered for Penn's Village?

☐ Yes

☐ No

Volunteer experience

We would like to ask you about your volunteer experience.

8. For services you have provided, please enter the number of times, over the last 6 months, you have provided each service.

Transportation (Please indicate one-way transportation, eg: from your home to the doctor and the return home is counted as 2 times)

Minor home repairs

Errands and/or grocery shopping

Assistance with technology/electronics

Companionship

Home organization

Emergency pet care

Health Pals

Office support

Committee work

PV Board of Directors

Writing for blog and/or newsletter

9. Please enter the service and number of times provided, over the last 6 months, for any services not listed in the previous question.

Volunteer satisfaction

Please indicate how much you agree or disagree with the following statements.

10. Overall, I am satisfied with my Penn's Village volunteer experience.

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

11. I feel supported by Penn's Village in my volunteer work.

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

12. I believe that the Penn's Village volunteer work I do is meaningful.

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

13. I have formed friendships with some of the members I assist or work with.

- ☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

Educational, social, or cultural programs

* 14. Over the last 6 months, have you participated in Penn's Village educational, social or cultural programs?

- ☐ Yes
☐ No

Educational, social, or cultural programs satisfaction

15. Over the last 6 months, how many times have you participated in Penn's Village educational, cultural or social programs?

16. Please indicate how much you agree or disagree with the following statement:

Overall I am satisfied with Penn's Village programs and events.

- ☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

Additional activities

Now for a few questions about additional activities and resources that Penn's Village provides.

17. Do you attend one or more interest groups (Inter-generational Book Club, Men's Group, Short Story Group, Spanish Conversation Group, Writer's Group, Support Group, Chat Group, Walking Group, Cooking and Restaurant Group)

- ☐ Yes
☐ No

18. Please indicate how much you agree or disagree with the following statement:

I find Penn's Village Newsletter, Village View, interesting/informative.

- ☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

19. Have you used the Business Partners that are listed on the Penn's Village website and in our newsletter?

- ☐ Yes
☐ No

* 20. In the past 6 months, have you used the Penn's Village web site?

- ☐ Yes
☐ No

Web Site Usefulness

21. Please indicate how much you agree or disagree with the following statement:

I find the website useful.

- ☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

Additional activity impact

Please indicate how much you agree or disagree with the following statements.

22. Penn's Village is heightening my awareness of racial/cultural differences in our community.

- ☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

23. Penn's Village is increasing my knowledge about racism, bias, discrimination and its effects on society.

- ☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

24. I am interested in participating in programs aimed at helping the Penn's Village community learn and grow in the area of inclusiveness and diversity (e.g .discussion groups, local field trips, social action opportunities).

- ☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

Member Satisfaction

Based on your membership in Penn's Village, please indicate how much you agree or disagree with the following statements.

25. Belonging to Penn's Village makes it easier for me to use the medical services I require when I need them.

- ☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

26. Because of Penn's Village I am more knowledgeable about the resources and services that may benefit me.

- ☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

27. Because of Penn's Village I am more likely to know how to get assistance when I need it.

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

28. Because of Penn's Village my circle of acquaintances and friends has increased.

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

29. Because of Penn's Village I participate in more activities and events than I used to.

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

30. Since joining Penn's Village I feel less lonely than I used to.

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

31. Penn's Village provides me with people to depend upon.

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

32. Being part of Penn's Village has improved my life.

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

33. I feel part of the Penn's Village community.

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

34. Because of Penn's Village I am more likely to stay in my own home as I age.

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

Final questions

We are almost done, just a few more questions.

35. What is your race?

- ☐ Asian
- ☐ American Indian or Alaska Native
- ☐ Black or African American
- ☐ Hawaiian or Other Pacific Islander
- ☐ White
- ☐ Other (please specify)

36. What is your ethnicity?

- ☐ Hispanic or Latino
- ☐ Not Hispanic or Latino

37. How do you identify yourself?

- ☐ Male
- ☐ Female
- ☐ Non-Binary/Other
- ☐ Do not wish to answer

38. How do you identify yourself?

- ☐ Bisexual
- ☐ Gay or Lesbian
- ☐ Heterosexual
- ☐ Transgender
- ☐ Transsexual
- ☐ Do not wish to answer
- ☐ Other (please specify)

39. Please enter the year you were born in YYYY format.

40. Please list ways Penn’s Village could better meet your needs and any additional comments you may have.

Note that Questions 41 & 42 are different for the Self Administered survey than the Assisted survey

Self Administered:

41. Did you complete this survey on behalf of another Penn's Village member?

☐ Yes

☐ No

42. If you would like to be entered in the survey drawing, please enter your email address here.

Assisted:

41. Please enter the member number of the member for whom this survey was completed.

42. If the member for whom this survey was completed would like to be entered in the survey drawing, please enter their phone number here.

You may check your answers to make sure that you did not skip a question and to confirm that each answer is your final response by following these steps:

- **Use the Prev (previous) button to page back through the survey. There is a Prev button at the bottom of each page after the first, and you may go back as many pages as you like.**
- **You may change or add to any answer you previously made to a question.**
- **If, after checking a particular answer, or adding an answer to a question, you would like to page through the survey to get back to the end, use the Next button.**
- **After you have reviewed your survey and clicked Next, you will see "Thank you for completing the survey."**
- **Lastly, click Done to submit the survey.**

Thanks

Thank you for completing the survey.

Appendix B: Comments

A. Lack of knowledge of benefits of PV(in how to access components of PV)

- What am I eligible for, I don't know.
- I am active and independent but live alone. Often I find I need someone to pick me up after a medical procedure that involves anesthesia. I have to prevail upon a sister who lives 90 minutes away. I would be happy to return the favor if I know how to access local volunteers willing to do that
- Perhaps you could provide a list of contractors members have used and liked for others to consider

B. Virtual/Online Programs

- I hope Penn's Village will continue to offer insightful hybrid seminars and continue the wonderfully inclusive volunteer programs it offers our community
- More educational zoom programs
- Online meetings: use break-out rooms so people can meet each other
- Perhaps more videos of PV programs
- Virtual programs developed during Covid should be a permanent feature of the organization's identity and the ways it can provide services to a broader constituency.
- Now there is a constituency not comfortable with in-person activities and they should be served as well those who just find virtual opportunities convenient.
- Zoom presentations
- I am not interested in indoor social gatherings or presentations

C. In-Person Programs

- She'd like to see more in person/group activities
- I will be interested in attending small in person events in the spring
- I would like to get back to in person trips, lectures...
- More in-person events
- I am eager to return to in-person programming which is more effective and offers opportunities for socialization as well
- More outdoor social gatherings next spring and summer
- I'm not interested in zooming programs. I belong to 2 other groups offering similar programs and don't use them. I look forward to in-person programs.
- Resume more in-person programs and activities
- Social gatherings so everybody gets to meet everybody else

D. Programs Incorporating Field Trips

- More trips
- Simpler group activities: bus trips to NY, cultural activities
- More field trips outside the city to public gardens, art museums
- Trips together to see an exhibit
- Bus half day trips

E. Program Topics

- Anti-racist awareness
- Maintain a topical focus
- Perhaps a speaker or two on how to improve your sleep - staying asleep, falling asleep, suggestions for how to sleep longer getting the suggested 7-8 hours of sleep for better health
- Loves the webinars especially the medical oriented ones. She has participated in the Vivo exercise program introduced by PV and made friends virtually. She said PV has helped and impacted her whole life, she signed up for a Road Scholar trip and attributes her physical well being and ability to take the trip to PV and the Vivo program
- Book club other than the very academic oriented history club
- Would like to see even more programs about cultural, artistic, intellectually stimulating topics and places to go locally
- Not so strong of an emphasis on mortality although many of these have been very good too.
- I would appreciate more focused programming related to Parkinson's
- Travel and other cultures are interesting but should be shorter
- Inform the Penn's Village community of the life style limitations and challenges of mobility limited people

F. Timing of Programs

- There never seem to be activities on the weekend and as she is still working full time, she'd be interested in such trips/activities
- Could the Men's group meet on weekends or evenings for those of us who are still working?

G. Other Programming/Social Occasion Comments

- Perhaps more informative lectures; originally this drew me to Penn's Village. 2 groups proved to be very disappointing.
- More programming
- I do not take advantage of all that PV has to offer, often have conflicts and then forget to watch recordings. Would be helpful if PV could announce with recordings are available.
- More social events if covid prevalence permits
- More opportunities for companionship, group meetings
- Opportunities for interactions with other members. I would like to expand my social network
- Provide more activities that would place people in conversational situations

H. Intent to participate and/or volunteer now or in the future

- Have been waiting for more opportunities to assist others
- I anticipate we will get more involved in the future
- It is my intention to participate more this year
- I will be interested in volunteering in the spring
- In the future she wants to volunteer
- Would like to volunteer
- I guess I should participate more and use my \$600 membership services more
- My life plan is to stay in my apartment indefinitely, and I will certainly make use of PV service

I. Website

- Website hard to use, cumbersome
- Hard to become a member on website
- Type is very small: need dialed button to make font larger
- Suggest a feature that puts text into audio
- Need to design website 'outside/in', i.e.: click on Neighbor showing what you get for that level, click on Contributor showing what you get for that level of membership
- Presentation is poor-area where it lists sponsors/donors is poorly shown as far as design is concerned. If I am a small donor I get clobbered by the big players
- I checked the website before I answered and found a lot there that I didn't know about
- Website is difficult to navigate, sometimes it indicates that her password doesn't work but she says it may be her technical acumen

J. Newsletter

- I like the new format of the newsletter. My one suggestion is to shorten the articles, particularly because it's an online publication.
- Perhaps you can publicize more about the benefits from business partners.
- There wasn't anything about whether you need more members, but if so, I think some kind of intentional campaign would help

K. Services/resources

- PV very helpful regarding good information on Sr. Services, ie: home care providers
- Call me regularly, often enough until we become personal friends
- Penn's Village is an excellent resource that I feel safe reaching out to access resources or be introduced to a new activity
- I would like to access other resources, e.g.: the writers group or the Spanish conversation but need to have a more consistent schedule
- There should be more sources for receiving home care, either as part of PV or for referrals
- Better assistance with technology for members not capable of using it (as opposed to asking each of us to go to their house to fix something. Perhaps an ongoing course.
- Update technology requests by asking member to better identify their needs
- Would like to see an on call staff to address last minute requests that crop up unexpectedly, for example like info/referral where someone can suggest alternate (not PV volunteer) route of help - suggestions places to call for help, for example, if someone needs last minute transportation resource if PV can't help - what are other resources.
- Offer transportation to other stores (i.e.: TJ Maxx, Walmart)

L. Complements

- Keep doing what you're doing
- Thank you for all you do
- Why do you exist, what you do is wonderful
- You are doing a great job
- Don't avail myself of most of your activities. I like what you represent in our community and that is why I support you
- I am fortunate to not yet have needy needs so cannot comment other than to say PV is a wonderful, practical, extensive resource for those that do have them
- Overall the staff is always helpful

- I think you did an amazing job through the pandemic coming up with programs and managing the new online landscape
- I'd like to have someone sit in at an important doctor's visit with me but I'm not entitled to that. I'll have to join at a different level next time.
- If you can't provide me with more services, I will not rejoin. I am not getting my money's worth
- Just being there with resources and education is helpful
- I respect and support Penn's Village
- Penn's Village very effectively serves its community and fulfills its mission with a most dedicated leadership and staff
- Right now I support organization because for people who use it and or need it find great resources
- Very satisfied
- You are doing a wonderful job
- Extremely happy and satisfied and my wife and I are advocates for PV whenever we have the opportunity.
- Fantastic program
- I think PV does a good job. My age precludes participation
- Just keep doing the good work you already do
- I feel that if I need help Penn's Village will offer to help

M. Complaints

- The neighbor level is not a good option as you only get a couple of services (compared to Contributor where you get all the programming, Neighbors only adds 2 services for \$100 more
- A better system of recruiting volunteers
- At times, potential new initiatives fall through the cracks because as a volunteer-driven organization the "owner" of the idea has not been either identified or empowered to continue and follow through
- Covid really put a crimp in our social lives. I am so tired of Zoom
- Cure Covid and get life back to normal
- I have friends of many years and a most supportive family, I but I seem to have lost the knack of meeting new friends in this area. I have attended/zoomed with many nice PV folks and read stories aloud for PV when we were locked down signed up for a walking group and attended the AVA garden party. I've never actually met anyone at PV who seemed to be interested in personal connection but for me, the kind of connections I was hoping to make have been somewhat disappointing

N. Not relevant: don't need now/haven't had occasion to use services/ inapplicable

- Clarification on my answer to the question about being less lonely and being more likely to use medical services - in my case, I wasn't lonely in the first place and belonging to PV has no influence on my use of medical services - so for both of these, I neither agreed nor disagreed
- She used neither agree/disagree as inapplicable to her.
- Add non-applicable response to survey - two individuals cited this
- My own schedule limits the degree to which I take advantage of and volunteer for Penn's Village
- My survey answers sound negative. I am not. I just haven't had the occasion to use what is offered
- Right now I am busy traveling and volunteering two days a week so I do not need your services but pleased to know they are there
- Right now I'm not feeling any needs that Penn's Village could meet; that could change at any time
- I am aware that if I needed anything I could take advantage of what you offer
- Interviewer said member was using the 'Neither agree nor disagree' response option as meaning inapplicable to him

O. Other recommendations/comments

- As to ethnicity, I am Jewish (East European) and I suggest you add choices to that category Had a very hard time answering Because of PV I am more likely to stay in my home as I age
- Hmmm. Maybe weekly deliveries of coffee ice cream with butterscotch sauce?
- Keep on developing and growing sustainably as presently demonstrating
- Stay open to new opportunities that fit our mission
- Keep working hard on attaining/sustaining diversity in membership, programming and leadership
- Celebrate success
- We should explore and cultivate new ways to use technology now that it has become familiar to many who were once not comfortable with it.
- Bonds with other villages could be strengthened for pooling some resources and expertise, not necessarily technologically, although that is one area. Bonds could be stronger with other organizations with whom we may share some common constituencies and possibly goals.
- We are doing a good job with trying to build diversity, are we trying to do outreach to, for instance, the medical profession or to other social services I wonder if they know about us and consider us a resource to which they might refer people
- Related to the 'since joining PV I feel less lonely than I use to' question, she could not answer this as the term she would use is 'connection' she does not relate to being lonely
- Wants the geographic area extended
- Wants the list of volunteers and/or other members unless the volunteer does not want that
- More diversity
- Give members birthday cards and flowers for their birthday
- Offer vouchers as gifts (\$15-\$20)

Appendix C: Problems in delivering surveys

- Surveys were classified as Primary, Secondary, Assisted: Primary members had their own emails but some secondary members shared the email address with their partner; some did not have an email address, administered emails took time to reach the member by phone in order to administer the survey
- Some members opted out of previous Survey Monkey surveys or had an inactive email address
- The email client (the software that is used to receive inbound emails) used by the recipient may designate the email as spam, or even dangerous because it contains links and/or it is from an unknown address
- Email clients allow users to filter inbound emails into categories (Junk, Travel, Adds, Promotions,...) so emails can actually end up in other folders besides Junk/Spam or can even go directly to the deleted folder.
- If someone has multiple devices with multiple email clients, depending on how they set the email server up, the emails could be picked up by one device but never show up on another device
- If the user opens an email on one device it will likely be marked as "Read" and if one then tries to look at it later on a different device the email will no longer be listed as "New Mail" which may confuse people trying to find it again. In addition, Gmail allows the user to decide if they want to view their mail in date received order or new mails first, so it may look like the email you just looked at on your phone is missing on your PC or tablet when you look for it later.
- Business and University email servers likely have anti-spam and phishing software that may block "suspicious" emails.

Appendix D: Selected References for Survey Rate of Return

- (1) <https://reader.elsevier.com/reader/sd/pii/S1877042815004772?token=2AFDBF2EE7A75C75AE7014C990C039D2F0878FAEACE0C13995A0BB8D122D839AD11BB7CAEB980EE6A8CA61FAB8B7656F&originRegion=us-east-1&originCreation=20221129232057>

Our analyses showed the number of online surveys in published research grew steadily across the years. The average online survey response rate is 44.1%. Our results indicate that sending an online survey to more participants did not generate a higher response rate. Instead, sending surveys to a clearly defined and refined population positively impacts the online survey response rate. In addition, pre-contacting potential participants, using other types of surveys in conjunction with online surveys, and using phone calls to remind participants about the online survey could also yield a higher response rate. The use of incentives did not show a significant impact on the response rate of online surveys.

(2) <https://files.eric.ed.gov/fulltext/ED596616.pdf>

Findings: Results indicated that research survey response rate was highly influenced by interests of participants, survey structure, communication methods, and assurance of privacy and confidentiality. The findings also suggested that male participants were more likely to respond to surveys if they received a reminder, and older participants were more likely to respond if they were promised a reward.

(3) <https://delighted.com/blog/average-survey-response-rate>

When doing some research, you'll see a wide range of numbers on what a "good" or "average" survey response rate is. These response rate benchmarks are usually qualified by a specific distribution channel or survey type:

- 33% as the average response rate for all survey channels, including in-person and digital ([SurveyAnyplace, 2018](#))
- >20% being a good survey response rate for NPS surveys ([Genroe, 2019](#))

(4) <https://www.customerthermometer.com/customer-surveys/average-survey-response-rate/>

(5) [https://pointerpro.com/blog/average-survey-response-rate/determined that the average survey response rate was around 33%](https://pointerpro.com/blog/average-survey-response-rate/determined-that-the-average-survey-response-rate-was-around-33%)

(6) <https://www.genroe.com/blog/acceptable-survey-response-rate-2/11504>

"At Genroe our experience, for well crafted customer feedback surveys, is a response rate of between 10% and 30% depending on how engaged the audience is with the company."

(7) <https://www.customerthermometer.com>

A survey response rate of 50% or higher should be considered excellent in most circumstances. A high response rate is likely driven by high levels of motivation to complete the survey, or a strong personal relationship between business and customer. Survey response rates in the 5% to 30% range are far more typical. Jul 12, 2019

(8) <https://peoplepulse.com>

Customer satisfaction surveys and market research surveys often have response rates in the 10% – 30% range. Employee surveys typically have a response rate of 25% – 60%.