

**PERKINS  
— EASTMAN**



**2019**

**The State of Senior Living:  
An Industry Grappling with Autonomy**

# An Industry Grappling with Autonomy

For years, maybe even decades, many of us speculated about the dazzling number of predictions for 2020 and how that vision might impact senior living. While Perkins Eastman is not here to read the tea leaves, we can offer commentary on the signals—those things we see in the world today that allow us to make reasonable forecasts about what the future holds for an industry committed to housing and providing services for aging adults.

This survey, the fourth in a biennial series, is the final glimpse of the industry before the end of the decade and is witness to the impact of the leading edge of the Boomers—the fading of the silent generation and the technological transformation of everyday living. Some impacts are slow in brewing as generational shifts take form and demand new options, while others, like the smart phone, are having transformational impact after just a decade.

The 2019 survey saw similar response rates of about 200 industry professionals. Many of the questions that have been repeated year-to-year saw only slight shifts in attitude. New questions introduced this year based on Perkins Eastman's [Clean](#)

[Slate Project](#) are beginning to tease out the kinds of challenges the industry faces as we contemplate what lies beyond 2020.

The striking insight from this survey is the interest in alternatives and options that enable the individual to control their own destiny and chart their own path, whether by accessing services in the broader community or creating communities that provide more autonomy and self-directed control of their housing and healthcare needs. The increased focus on autonomy and the expression of individuality is completely consistent with what we would expect from the leading edge of the Boomers—perhaps this is the confirmation that they have arrived?

Highlights of the survey (detailed graphic representation follows) include:

- Participation in the survey has gradually grown with the 2019 survey seeing less C-suite participation and more responses from those working in memory care, short-term rehabilitation, and assisted living. This survey shows a 9% swing in participation from for-profit providers and there was an uptick in participation from industry consultants from the previous survey.



- In general, for those questions where uncertainty is a potential answer, the numbers of respondents who expressed uncertainty has steadily declined to almost nothing.

- The growing consumer emphasis on a full spectrum of wellness continues. The view of the center for healthy living concept,



with its focus on whole person wellness, continues to resonate.

- Urban/community integrated housing, rental housing with services and ‘pay as you go’ life plan communities were all seen as more attractive now by about fifty percent of the responders.

- Many of the survey responses are about broadening the number of options to meet the needs of a greater variety of individuals and their choices. There is also an increasing recognition that there

are **limited choices** available to those in the **middle income** segment of the population. About three-quarters of the 2019 respondents said middle income housing is more attractive, an 8% increase over the 2017 survey. This could have significant impacts as more Boomers (with limited incomes) retire and cannot afford the current models of care available for aging adults.

Simultaneous to the industry survey, our firm initiated the [Clean Slate Project](#), co-sponsored by J+J Flooring Group, as

a year-long effort to explore the senior living environment through fresh eyes. Going beyond market trends and industry disruptors, we are seeking innovations outside the senior living sector to understand the drivers of change that may come from the convergence of senior living and other industries, or just through inspiration from non-senior living service providers and other market sectors. As both studies come to a close, we are seeing parallels between the State of the Industry Survey results and the [Clean Slate Project](#) insights, some of which are listed below:

- This year’s survey added questions about trends that may be industry disruptors. The most impactful disruptors for providers are seen as financial strain and changing reimbursement (healthcare costs, shifts away from pensions), aging-in-the-community (decentralized care and services), providing a living wage for staff, and technology. Almost 80% of respondents think **technology, products and services** that allow consumers to be **autonomous and proactive** in their care will have the most impact on the senior living market.

■ The technology questions fielded a variety of insights into a market that **has not fully embraced the power of change that technology** can drive. Telemedicine, Smart Home technology (care monitoring/supervision via sensors, home automation) and apps that support a sharing economy (Uber/Lyft, grocery delivery) were seen as extremely/very impactful by almost 75% of the survey. Interestingly, there was a view that driverless cars, social connections via apps and care delivering robotics were not seen as significant disruptors in the future. So on one hand, the survey sees **significant interest in new housing options that offer individual choice**, but (possibly) has not embraced the forms of technology that offer further autonomy and other forms of social connectivity. It is widely agreed that the for-profit providers are far ahead in their use of technology.

■ Aging-in-the-community options scored high in relation to future housing/care options, but follow-up questions did not reveal consensus around what models will be most impactful. Modifications of existing housing stock/accessory dwelling units, market rate housing and satellite facilities that deliver services out into the community ranked highest.

■ Perkins Eastman believes that a combination of a longer (and healthier?) lifespan, financial challenges to retirement, and the desire to pursue personal interests and volunteering will change the patterns of the traditional retirement years, or everyone's "Third Act." As previously mentioned, **technology is seen as a**

**significant driver of change**, but life expectancy, volunteerism, non-traditional retirement locations (non-US), and intergenerational housing received little interest. It will be interesting to monitor this issue in future surveys as Boomers enter the market looking for options that meet their personal choices.





■ Another area of interest by Perkins Eastman is the impact of external **paradigm-shifting forces** such as environmental changes (severity of storms/flooding, fires), the sharing economy, financial strains of rising healthcare costs/reimbursement changes, and shifting retirement income away from pensions (coupled with social security uncertainty). Financial concerns dwarfed all other issues, as sponsors struggle with the costs of a smaller/tighter labor force/market (and providing a living wage), and the impact on healthcare costs. Changing reimbursement and convergence with healthcare (a topic highlighted in prior surveys) is clearly a disruptive force, but nearly **90% of respondents highlighted anticipated financial strains on their consumers as their primary concern of the survey**. The survey results seem to be pointing us to how the limited assets of the Boomers will influence the importance of a full array of options to meet the price point and unique needs of each individual.

Given some of the shifts in concerns and priorities, we believe the survey speaks for an industry that is **grappling with autonomy**. What does this mean for you and your organization?

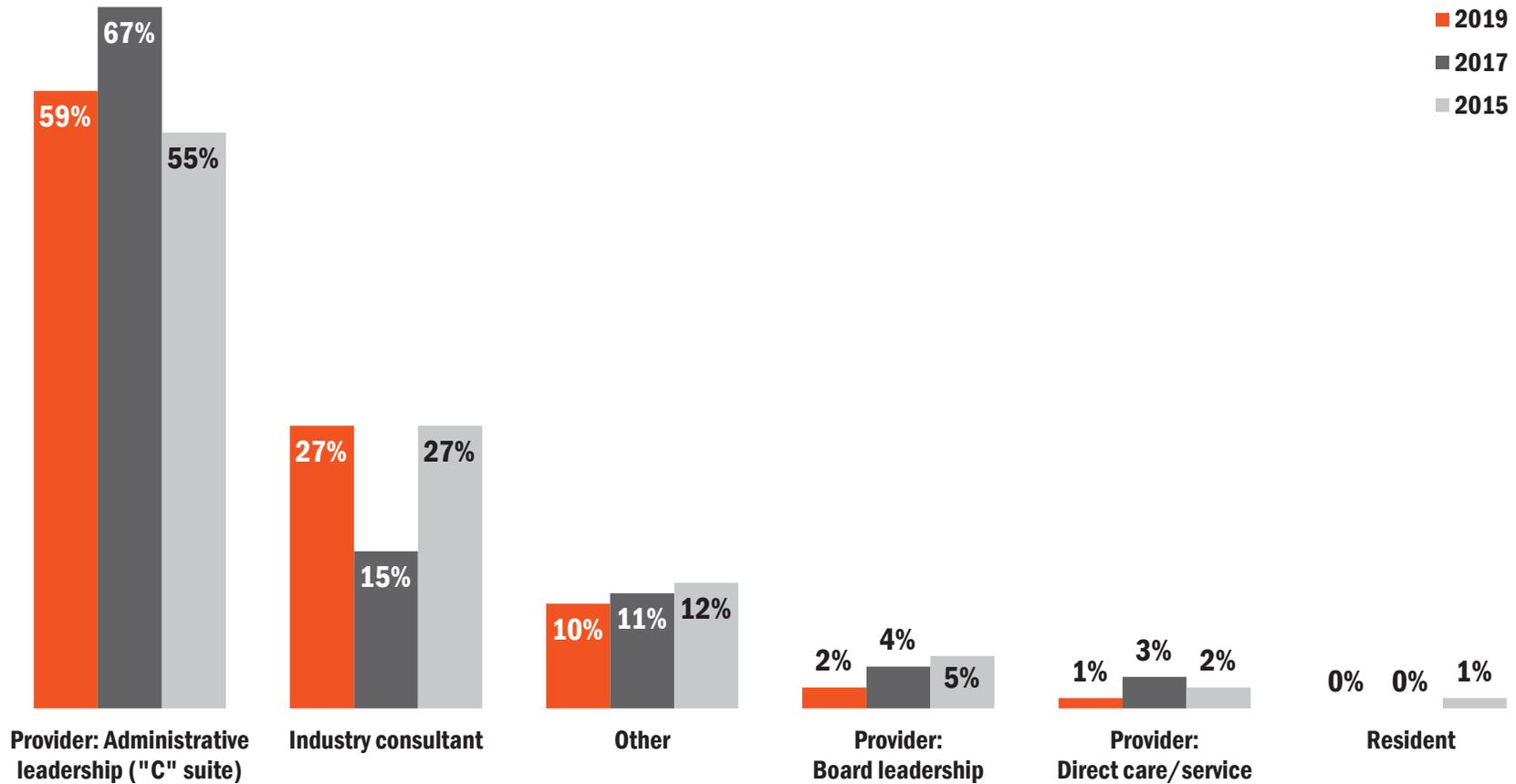
The competition between providers is significant, but the **real competition for residents is with their homes in the community**. Respect for the aging adult's autonomy, or individual control of decision making and lifestyle choices, is at the heart of providing services and care. We feel the social location of an individual establishes their priorities, concerns, values and beliefs, and home is where the heart is. How can providers recreate the heart of an individual's home within a communal living environment? Even more, how can providers offer services to support individuals seeking an autonomous experience in their homes that enhances/supports their sense of self-worth and self-trust? It's clear that providers will continue to have a significant impact on supporting individual autonomy by providing services marked by increased options, whether at home or in a community, and a care model that prioritizes the social well-being of the individual.

# About the Respondents

## 1 What is your current role in the senior living industry?

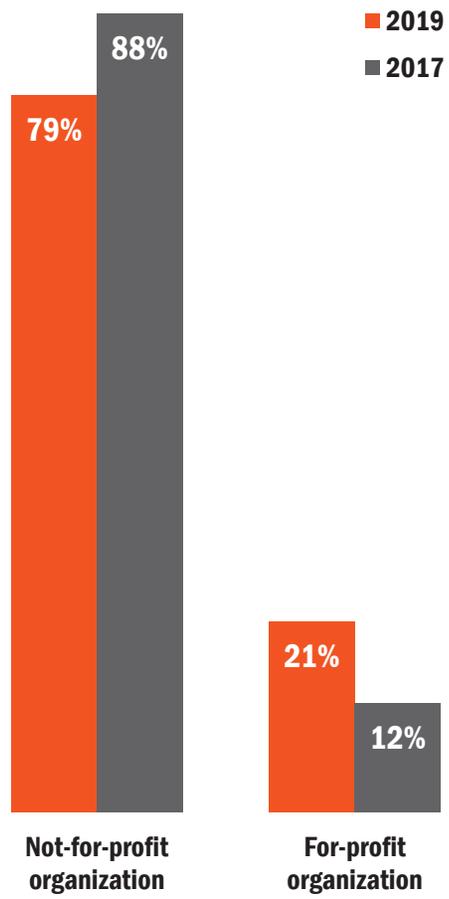
The quantity and types of respondents in 2019 were generally similar to those of 2015 and 2017. There was a small increase in participation in 2019 over both previous years (2017 and 2015) with slightly more industry consultants

and fewer C-suite respondents in 2019 compared to 2017 participants. [Answered: 202 in 2019, 190 in 2017, 191 in 2015]



## 2 Do you primarily work at (or with) a...?

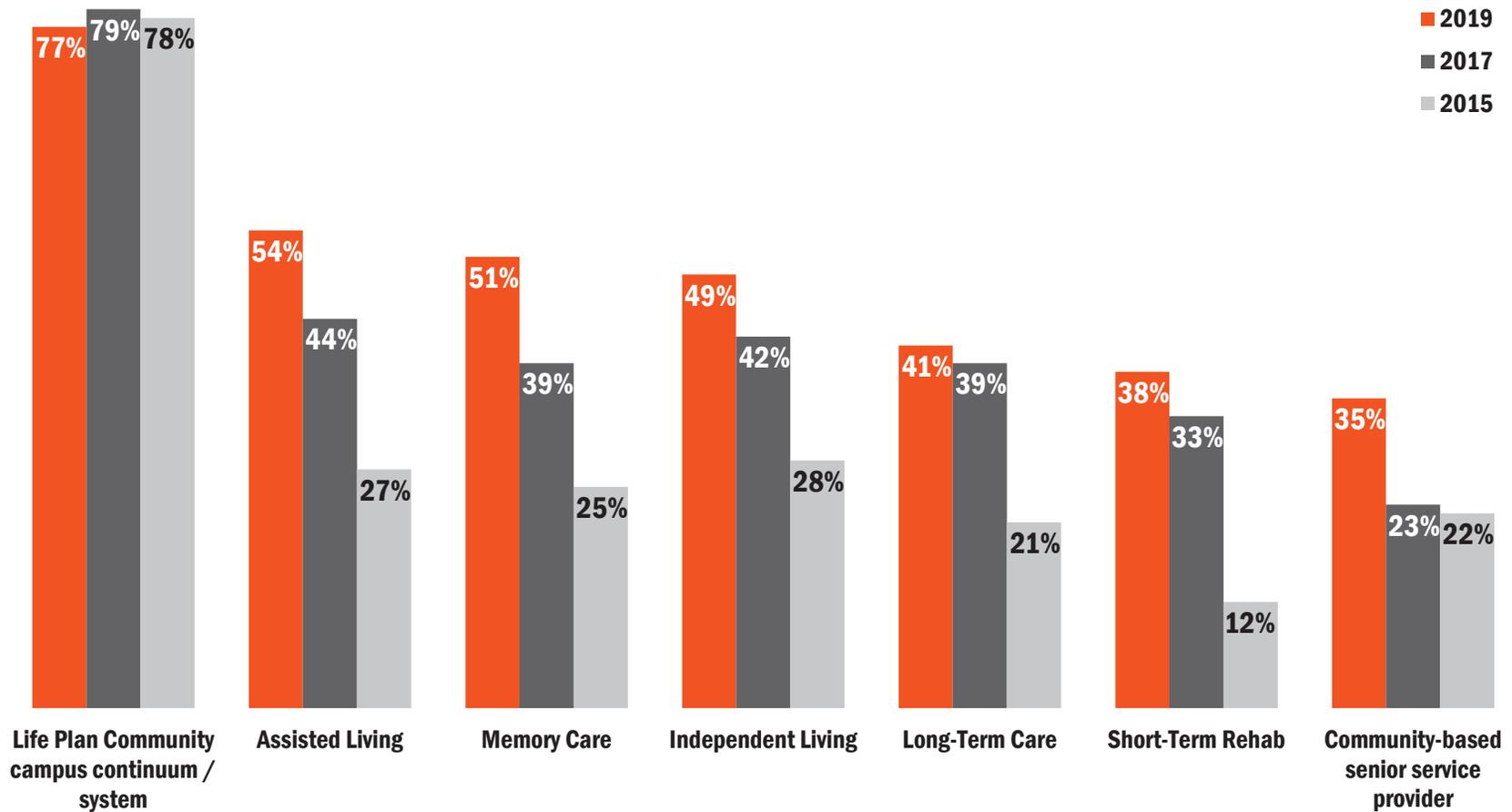
Similar to the 2017 survey, most respondents work at or with not-for-profit organizations. [Answered: 202 in 2019, 190 in 2017, not asked in 2015]



### 3 Do you work at (or with) a...?

Compared to the 2017 results, the 2019 survey received about the same participation from people working with Life Plan Communities campus continuum/system, Long-Term Care. The participation increase which started in 2017 continued in 2019 with higher participation from people working in

community-based senior service providers, Memory Care, Assisted Living, Independent Living and Short-Term Rehab. [Answered: 193 in 2019, 183 in 2017, 166 in 2015]



# Senior Living Disruptors

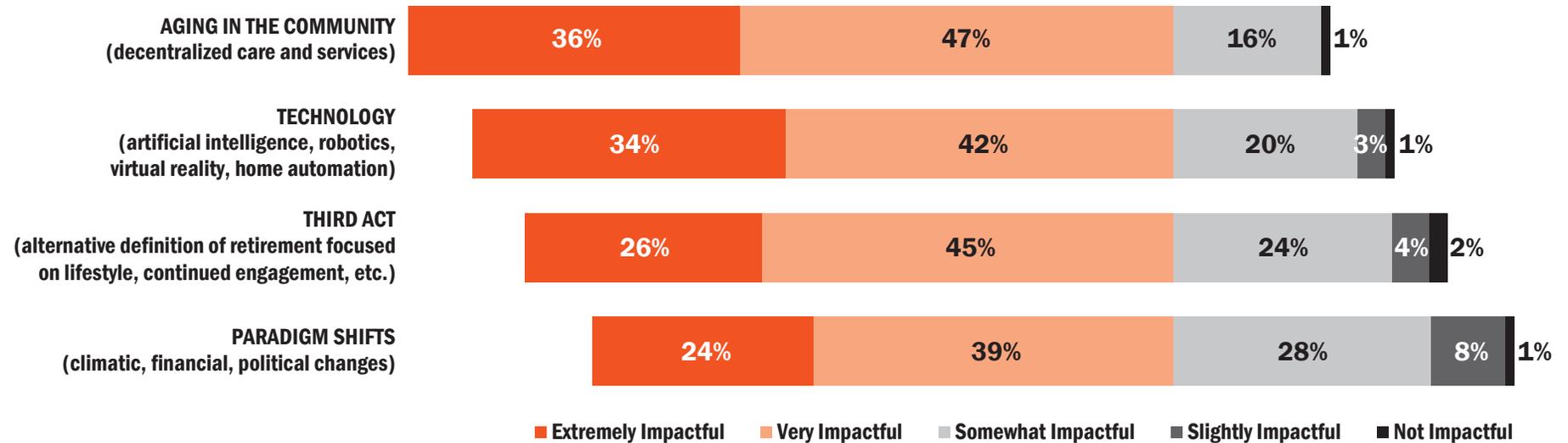
In a 2018 study conducted by Perkins Eastman, four industry “disruptors” were identified, which will reshape the senior living market in the years to come. These include: Technology (e.g., artificial intelligence, robotics, virtual reality, home automation); Aging in the Community supported by

decentralized care and services; Third Act, which is an alternative definition of retirement that is focused on lifestyle, continued engagement, etc.; and Paradigm Shifts related to worldwide climatic, financial, and political changes.

## 4 How much impact will the following disruptors have on the senior living industry?

In general all the disruptors were seen to be impactful on the senior living industry. However, based on the frequency in which an issue was found to be extremely to very impactful, aging in the community had a higher percentage compared to technology, which was the second most impactful

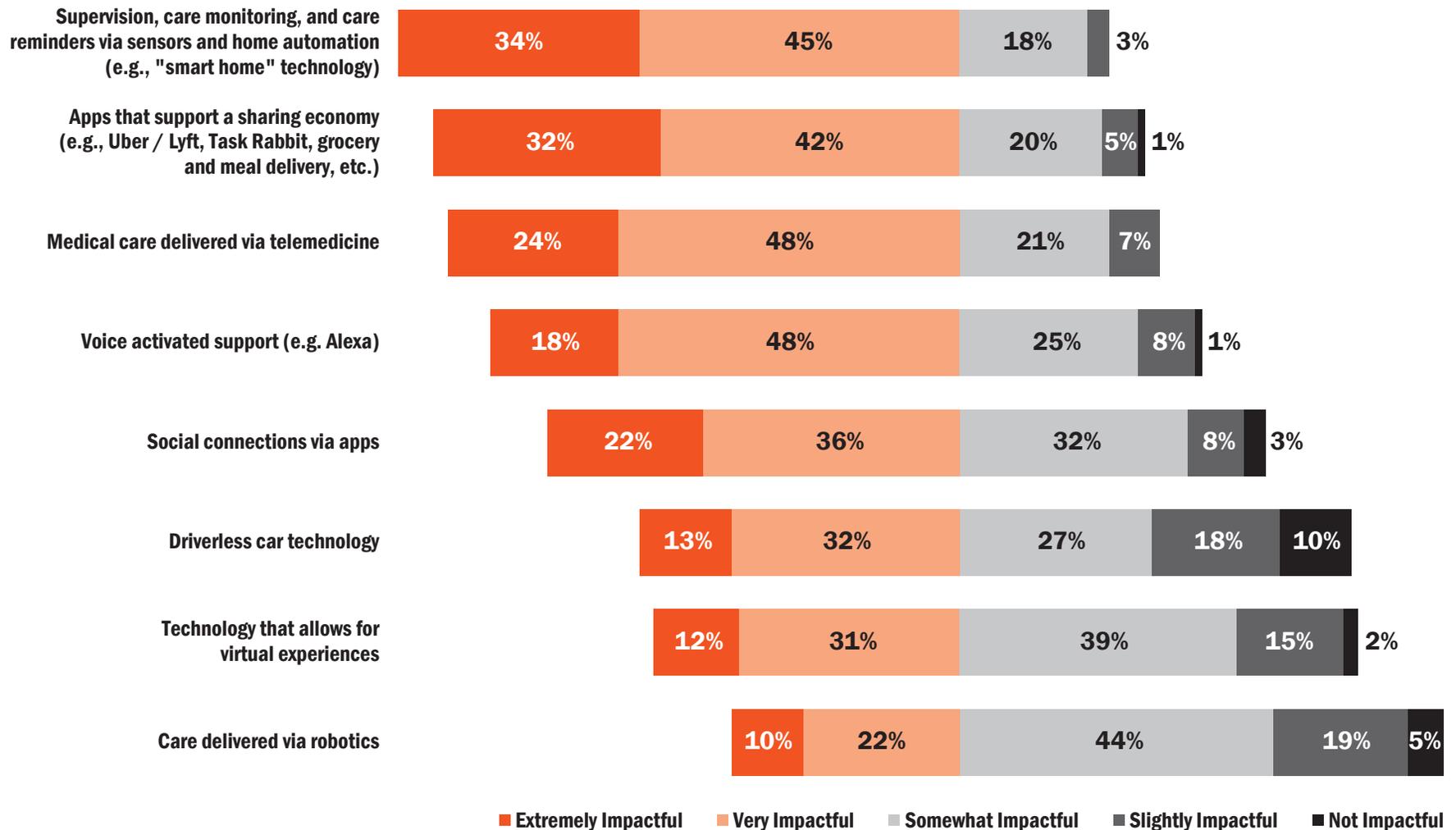
issue identified. Both these factors go hand in hand, though, as technological advancements will likely enable more people to age in the community and in new types of locations. [Answered: 185, not asked in 2017 and 2015]



## 5 How much impact will the following **Technology**-related disruptors have on the senior living industry?

Most of the technology-related disruptors were thought to be impactful by the respondents. Care delivered via robotics, however, was seen as the least impactful while the majority of the participants thought supervision, care monitoring, and care reminders via sensors and home automation will be

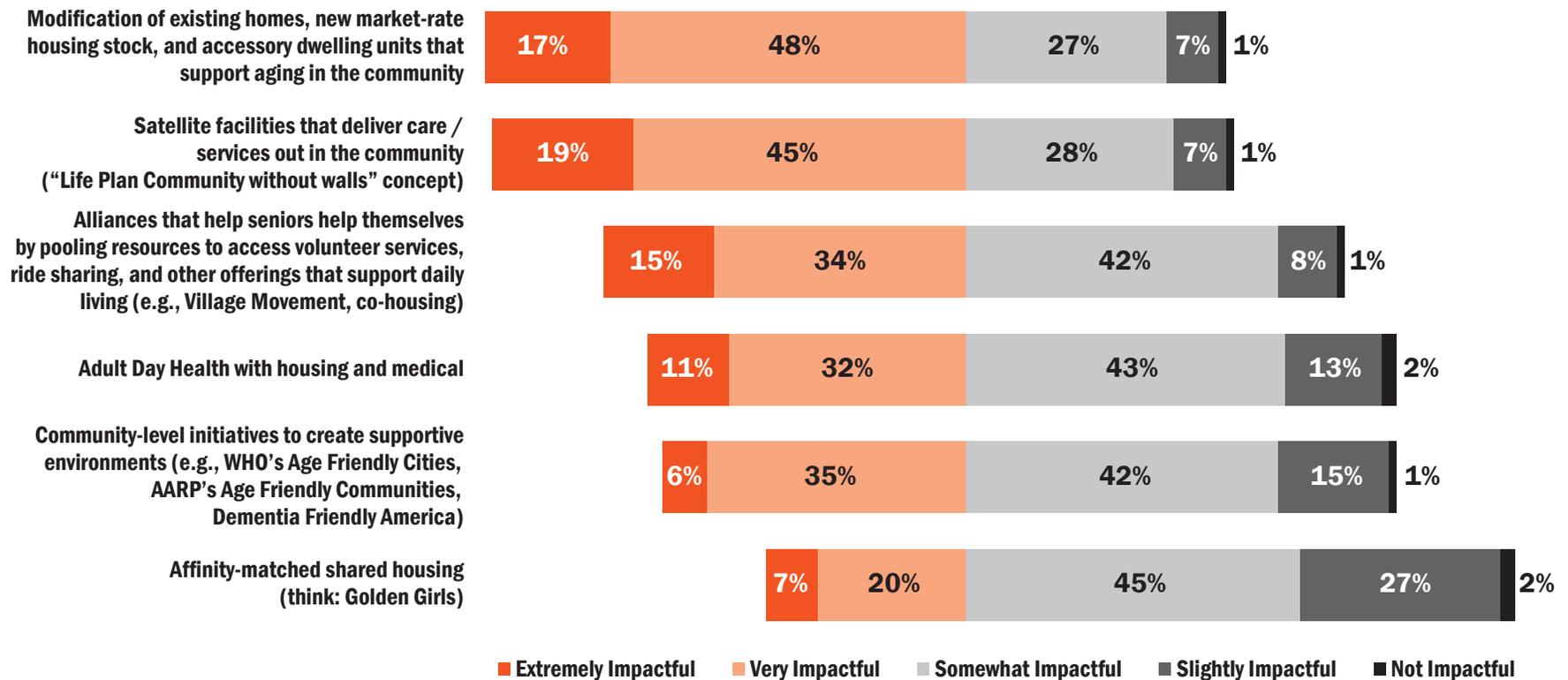
extremely to very impactful. Over two thirds of respondents thought apps that support a sharing economy, medical care delivered via telemedicine and voice activated support will be extremely to very impactful as well. [Answered: 185, not asked in 2017 and 2015]



## 6 How much impact will the following **Aging in the Community**-related disruptors have on the senior living industry?

A little over sixty percent of respondents think modification of existing homes, new market-rate housing stock, and accessory dwelling units that support aging in the community as well as satellite facilities that deliver care / services out in the community will be very to extremely impactful on the

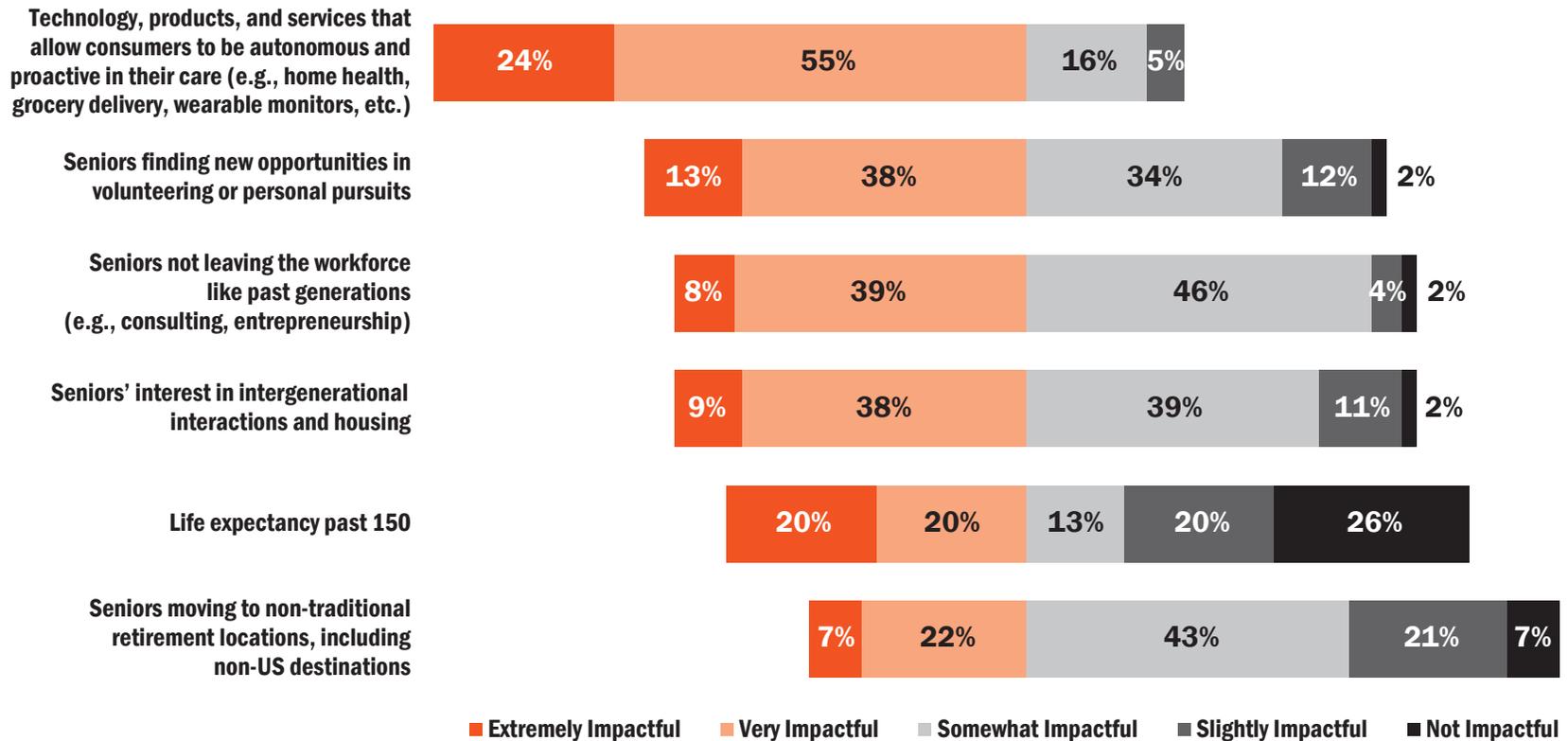
senior living industry. On the other hand, affinity-matched shared housing may have the least impact according to the respondents. [Answered: 180, not asked in 2017 and 2015]



## 7 How much impact will the following **Third Act**-related disruptors have on the senior living industry?

About eighty percent of respondents think technology, products, and services that allow consumers to be autonomous and proactive in their care will have the most impact on the senior living industry. About half of the participants think seniors finding new opportunities in volunteering or personal pursuits, seniors' interest in intergenerational interactions and housing, as well as not

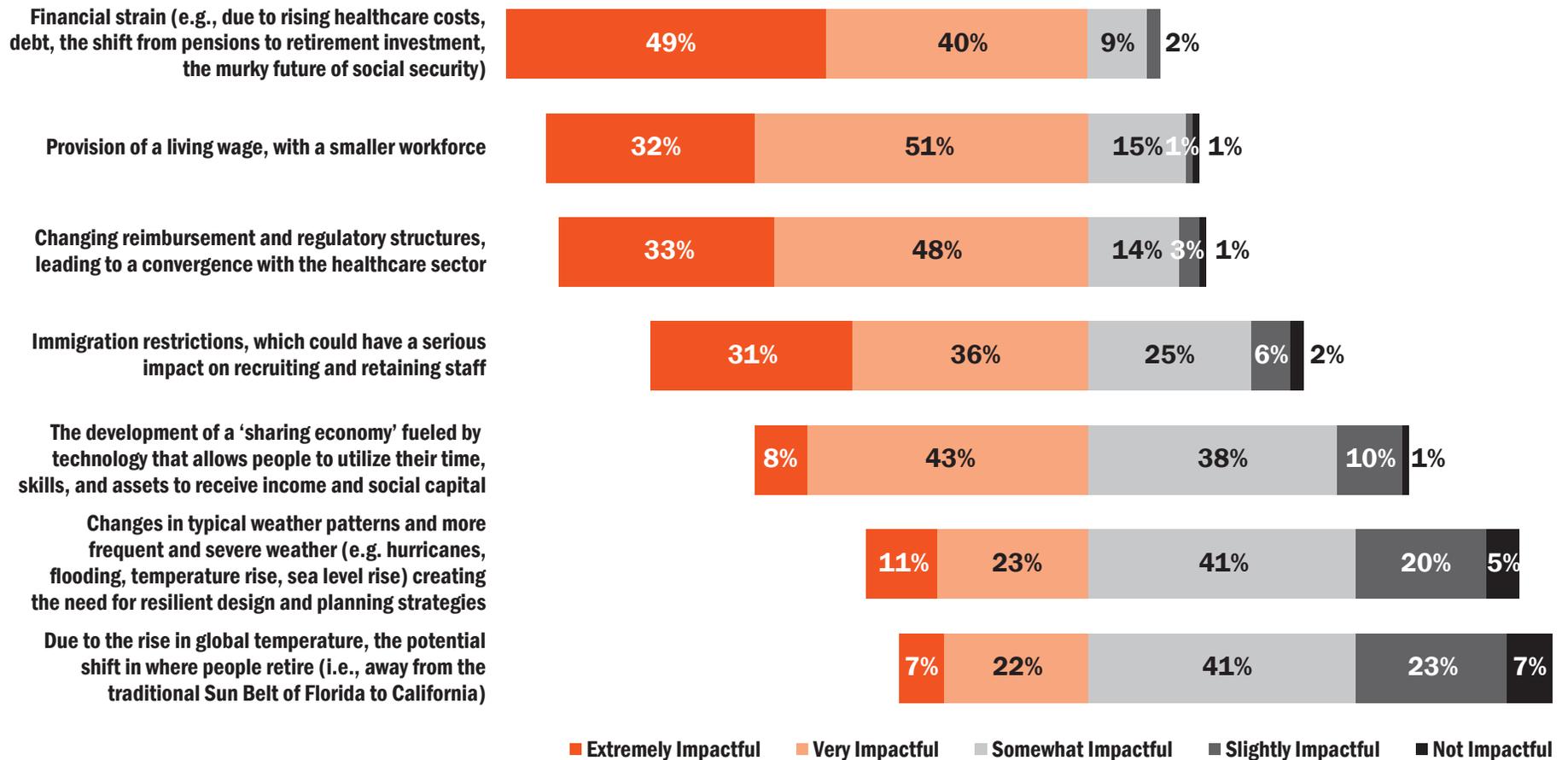
leaving the workforce at the same rate of past generations will also be very to extremely impactful. On the other hand, seniors moving to non-traditional retirement locations, including non-US destinations was perceived as the least impactful on the industry. [Answered: 181, not asked in 2017 and 2015]



## 8 How much impact will the following **Paradigm Shift**-related disruptors have on the senior living industry?

The majority of the respondents found paradigm shifts related to financial strain, provision of living wages with a smaller workforce, and changing reimbursement and regulatory structures leading to a convergence with the healthcare sector to be very to extremely impactful on the senior living industry. These were followed by about two-thirds of the participants indicating immigration restrictions, that could have an impact on retaining staff, as an important shift. About fifty percent saw potential impact in

the development of a 'shared economy' fueled by technology that allows people to utilize their time, skills, and assets to receive income and social capital. Only around a third of the respondents thought changes in typical weather patterns and a shift in where people retire due to a rise in global temperatures would have a consequential impact on the industry. [Answered: 178 in 2019, not asked in 2017 and 2015].

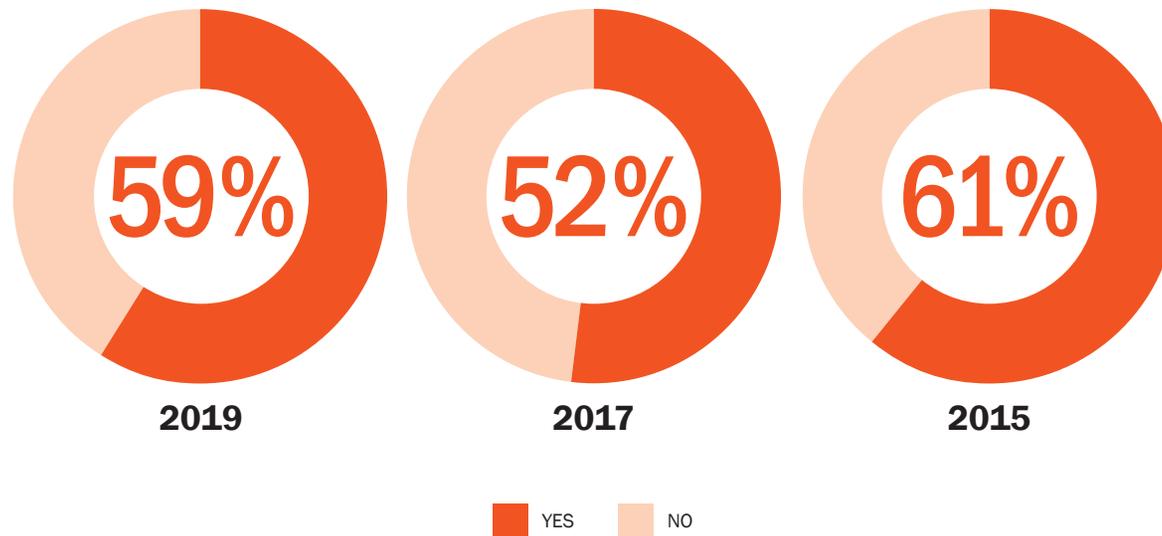


# Additional Senior Living Trends

## 9 Looking toward the future, is the “traditional” entry fee, “life care” continuing care retirement community (CCRC) endangered?

A little more than half the respondents said ‘yes’ again in 2019—the traditional CCRC is endangered. When compared to the 2017 survey, a 7%

increase was noted. This percentage is still very slightly lower than the 2015 survey results. [Answered: 170 in 2019, 162 in 2017, 154 in 2015]



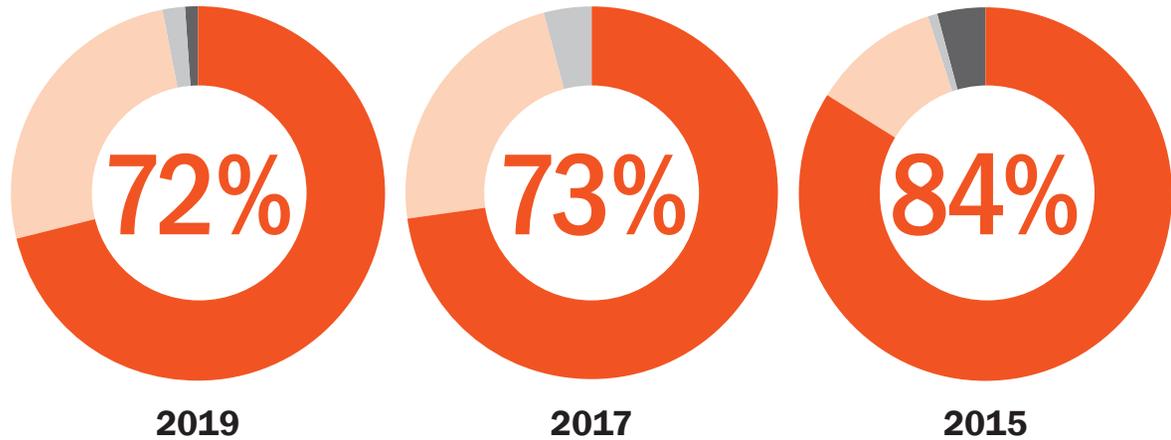
## 10 Are existing and new models of housing and services more, the same, or less attractive than previously?

Note: A fourth answer choice of “Not Sure” was added to this question in the 2019 survey. This may have caused slight fluctuations in percentages

from previous years, however many of the main themes continued except as noted below.

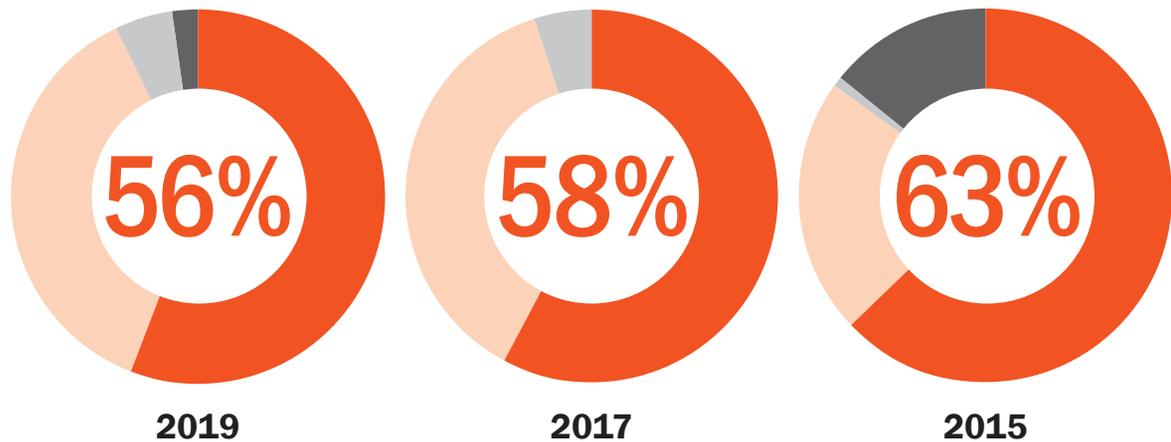
### A. HOME-BASED SERVICES

Almost three-quarters of the 2019 respondents said home-based services are more attractive now. This matches almost exactly the responses in 2017 and is 12% less than 2015. [Answered: 169 in 2019, 163 in 2017, 152 in 2015]



### B. AT-HOME COMMUNITY NETWORKS (I.E. BEACON VILLAGE):

Over half of the 2019 respondents said at-home community networks (i.e. Beacon Village) are more attractive now. This opinion has not seen much change since the 2017 survey, however there may be a trend of decrease compared to the 2015 survey which had 7% more people who found it more attractive. [Answered: 171 in 2019, 161 in 2017, 153 in 2015]

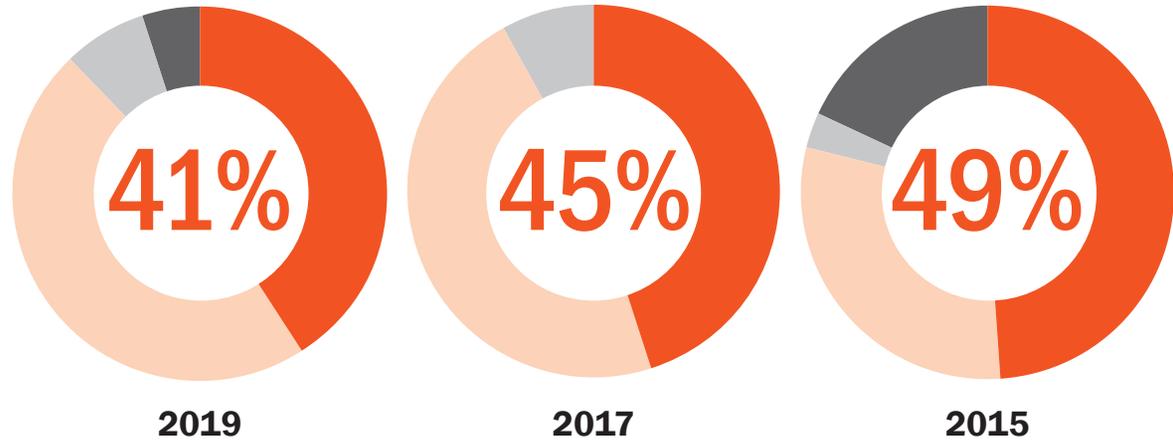


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**10** Are existing and new models of housing and services more, the same, or less attractive than previously?  
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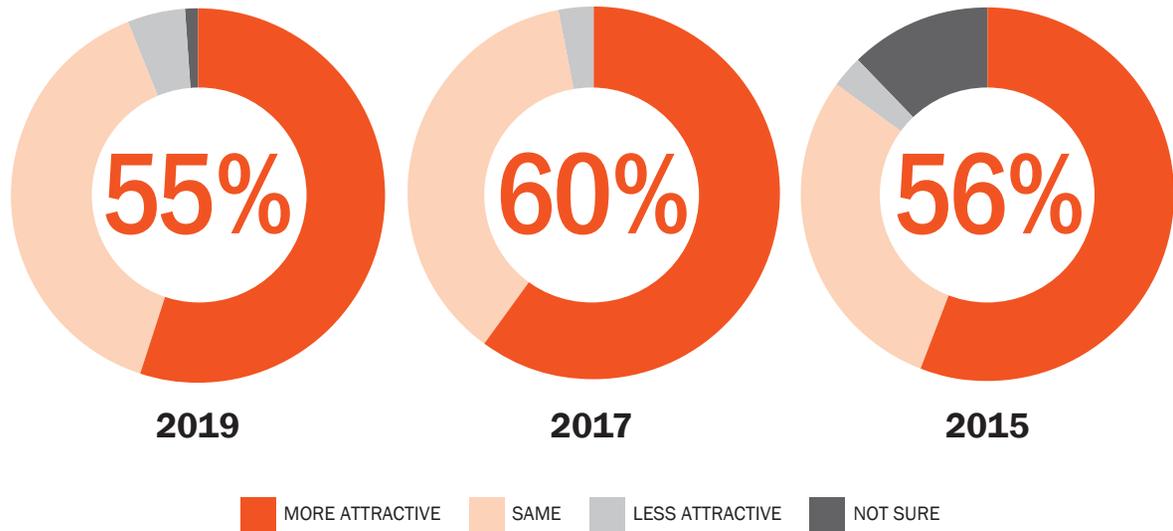
**C. SHARED SERVICES WITH NON-SENIOR PROVIDER:**

About forty percent of the 2019 respondents said shared services with non-senior providers are more attractive now. However compared to the 2017 survey, 4% fewer respondents said this was attractive now. Compared to the 2015 survey, the decrease is more noticeable as 8% fewer found it more attractive in 2019. However, the percentage of those who said it has the same level of attractiveness rose in 2017 and has been consistent in 2019, which may indicate this has become an appreciated norm in the industry. [Answered: 170 in 2019, 156 in 2017, 149 in 2015]



**D. URBAN / COMMUNITY INTEGRATED HOUSING:**

A little more than half of the 2019 respondents said urban / community integrated housing is more attractive now. However, compared to the 2017 survey, this is 5% fewer respondents who think this is more attractive now. This is closer to the 2015 survey response. Percentages of those who find its attractiveness the same rose in 2017 and another 2% in 2019, which may indicate this is becoming a norm that people appreciate. [Answered: 170 in 2019, 156 in 2017, 150 in 2015]

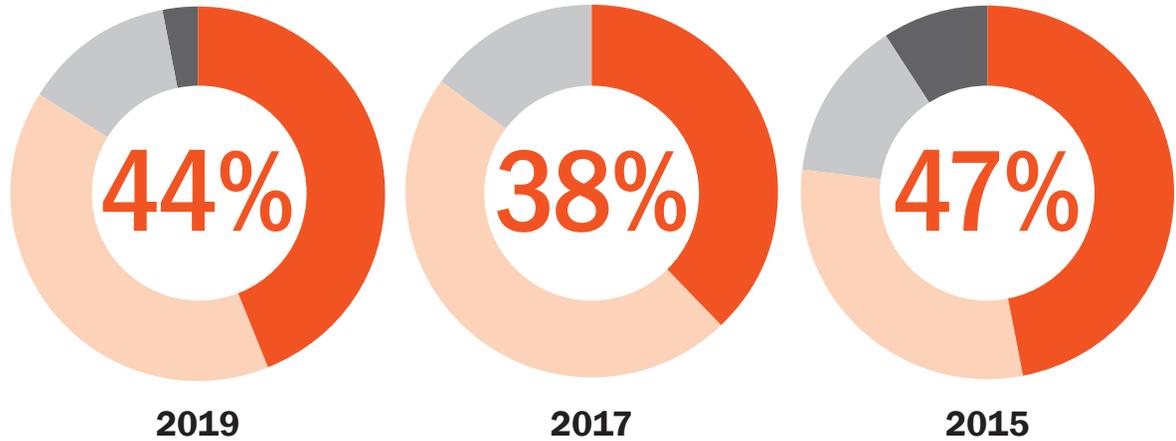


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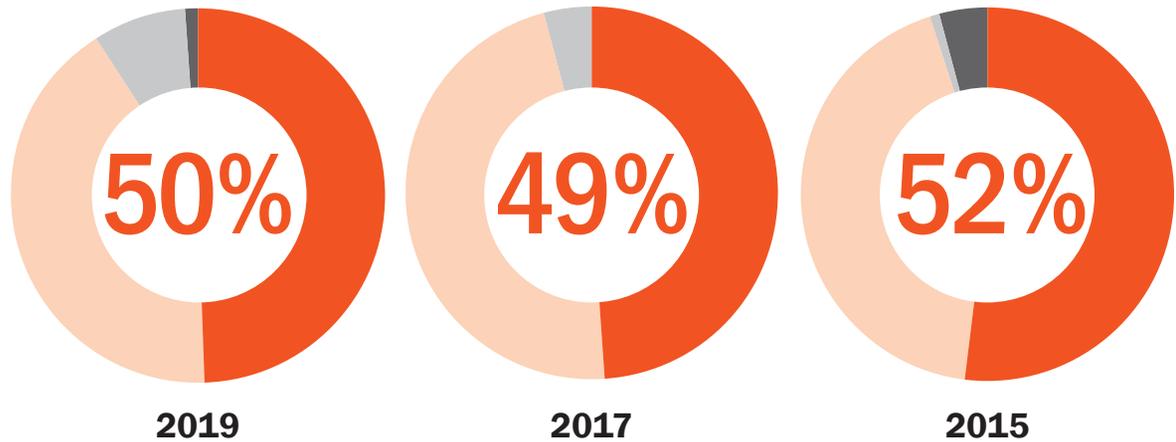
**E. “PAY AS YOU GO” ENTRY FEE LIFE PLAN COMMUNITY (FORMERLY KNOWN AS CCRC):**

Almost forty five percent of the 2019 respondents said “pay as you go” entry fee Life Plan Communities are more attractive now. This saw a 6% increase from 2017 but is still 3% shy of the percentage of those who found it more attractive in 2015. Despite a slight dip in popularity in 2017, findings in 2019 may suggest its popularity is on the rise again. [Answered: 173 in 2019, 160 in 2017, 152 in 2015]



**F. RENTAL HOUSING AND SERVICES:**

Half of the 2019 respondents said rental housing and services are more attractive now. This is only slightly higher than 2017 and only 2% less than 2015 responses. [Answered: 173 in 2019, 164 in 2017, 153 in 2015]

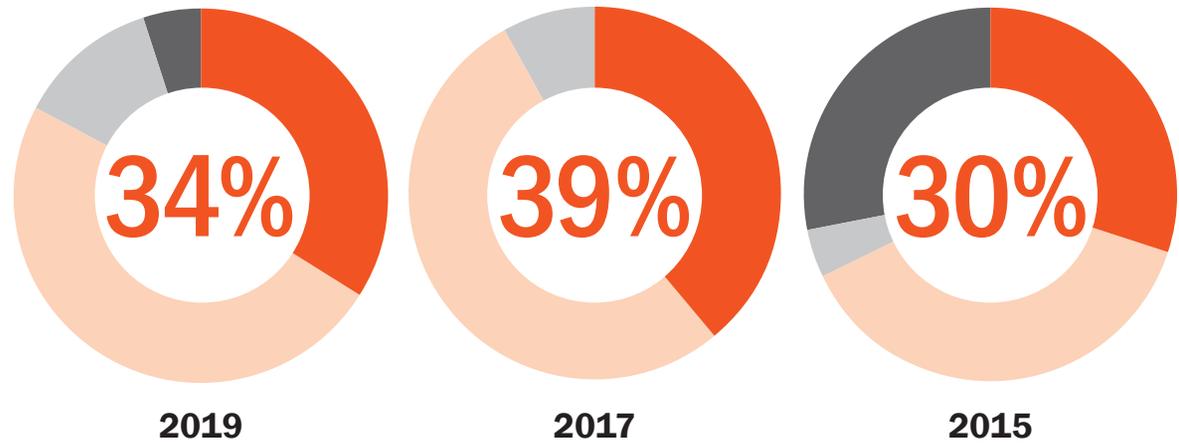


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**10 Are existing and new models of housing and services more, the same, or less attractive than previously? (continued)**

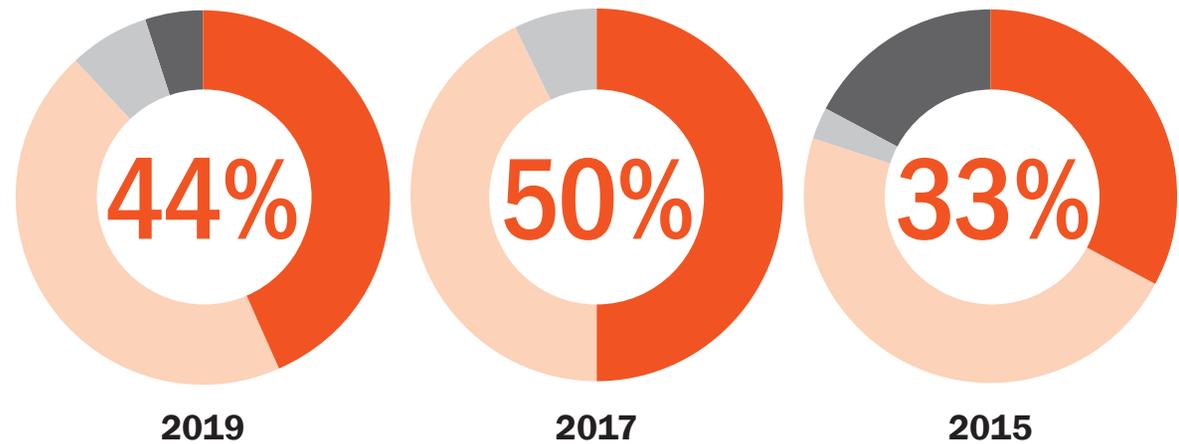
**G. SENIOR CO-HOUSING:**

Over one-third of the 2019 respondents said senior co-housing is more attractive now. This is 5% less than 2017 but not as low as 2015 when only 30% of respondents found co-housing more attractive. Almost fifty percent of the sample think this has the same level of attractiveness as before. Despite the percentage being slightly lower than 2017 results, it is still a large percentage and may indicate this option is a norm people like. [Answered: 171 in 2019, 157 in 2017, 151 in 2015]



**H. INTERGENERATIONAL CAMPUS LIVING:**

A little under a half of the 2019 respondents said intergenerational campus living is more attractive now. This is a 6% decrease from the 2017 survey, however it is still an 11% increase compared to the 2015 responses. [Answered: 172 in 2019, 160 in 2017, 132 in 2015]

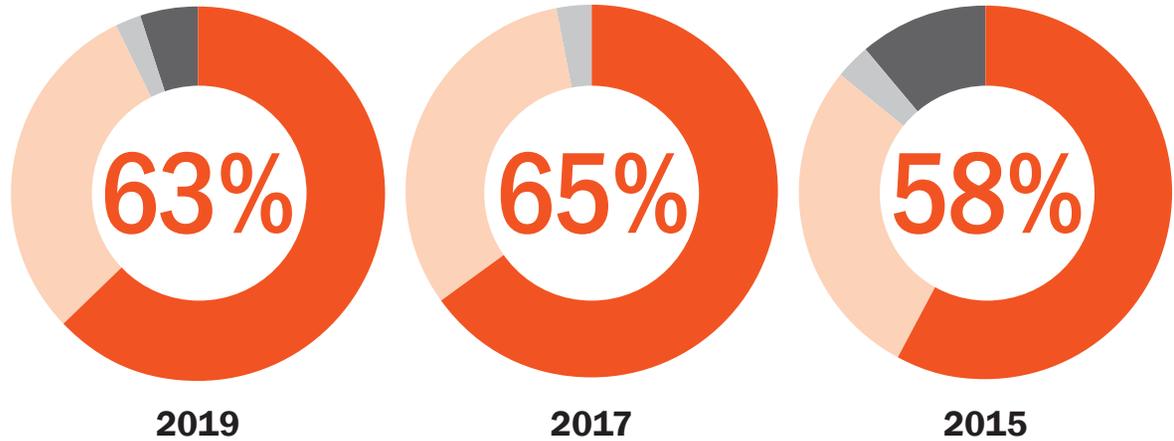


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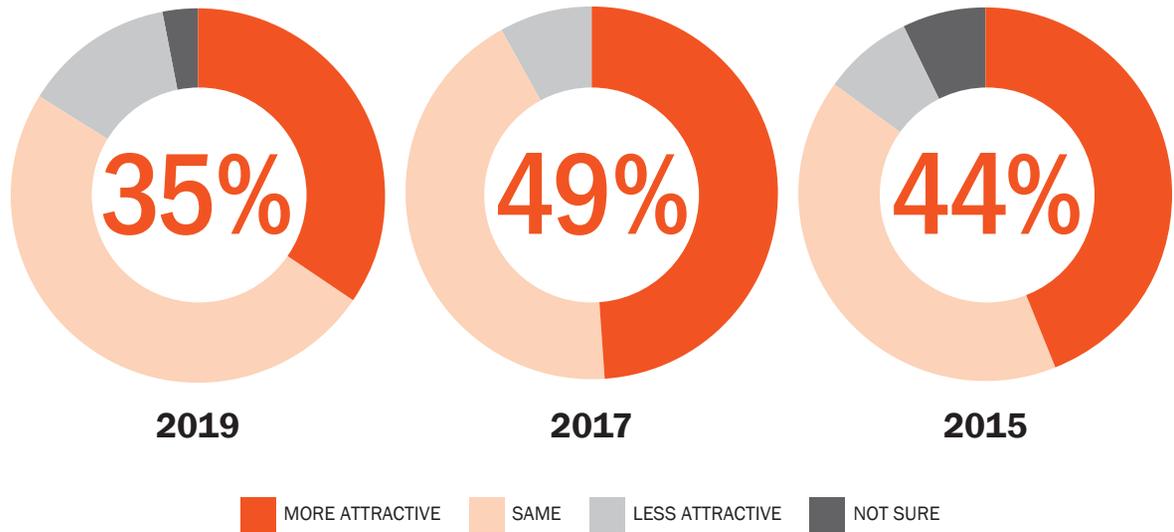
**I. "APARTMENTS FOR LIFE" / AGE-IN-PLACE:**

Almost two-thirds of the 2019 respondents said apartments for life / age-in-place is more attractive now. Despite this being 2% less than 2017, it is still thought to be more attractive by 5% more respondents compared to 2015. [Answered: 173 in 2019, 162 in 2017, 148 in 2015]



**J. GREEN HOUSE® / SMALL HOUSE:**

Only about a third of the 2019 respondents said Green House® / Small House is more attractive now. This has seen a notable decline when compared to both the 2017 and 2015 surveys, as 14% fewer people found it attractive compared to 2017 and 9% fewer compared to 2015. However, those who answered this holds either more or the same level of attractiveness form half of the respondents and represent a 7% increase in 2019 when compared to 2017. This may indicate that although its popularity is not growing, it is still attractive to at least half the survey participants. [Answered: 171 in 2019, 161 in 2017, 152 in 2015]

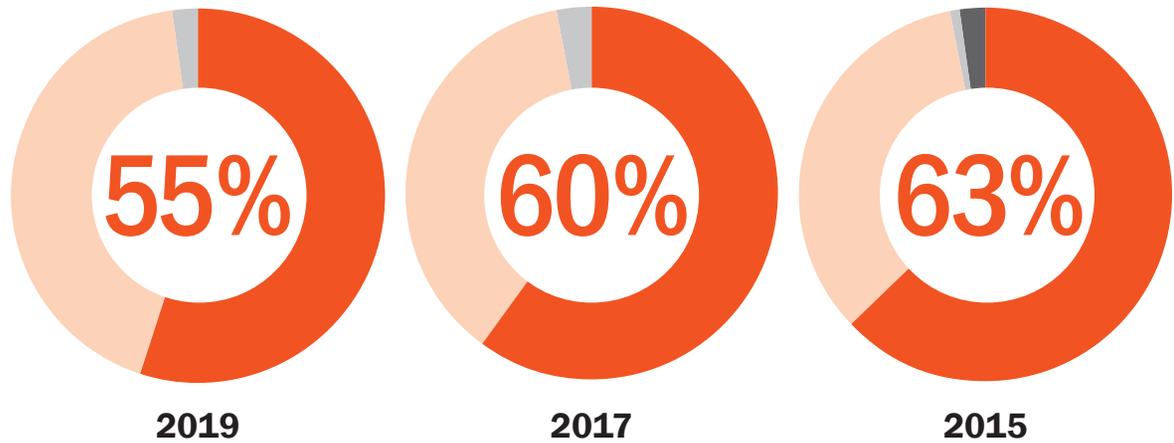


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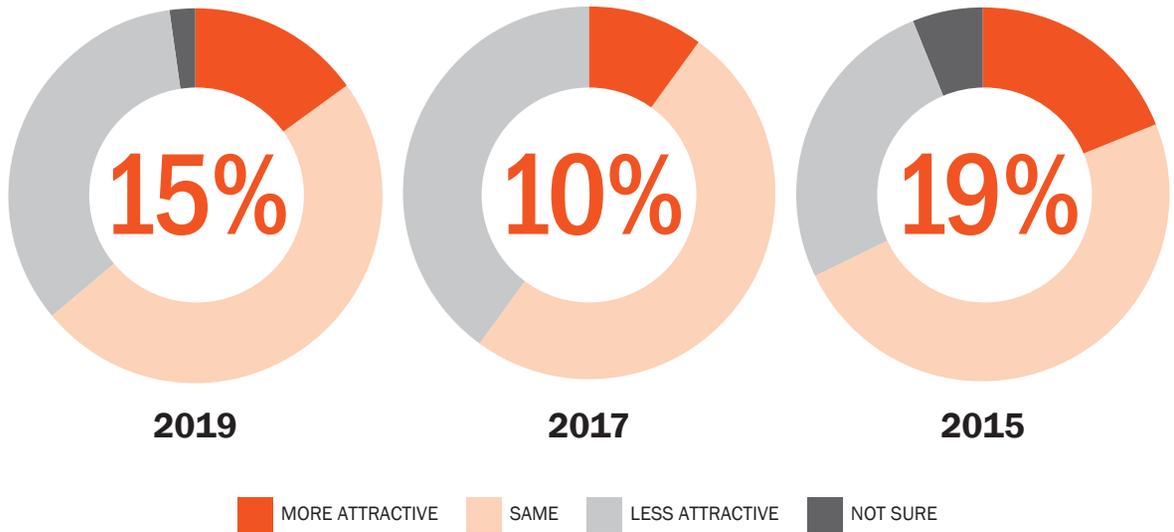
**K. MEMORY SUPPORT AL:**

A little over half of the 2019 respondents said Memory Support Assisted Living is more attractive now. However, compared to the 2017 survey, 5% fewer respondents think this is attractive and compared to 2015, the decrease is closer to 8%. On the other hand, those who find it to have the same level of attractiveness in 2019 has seen an increase of 6% over 2017, which may indicate this has become a norm people like. [Answered: 171 in 2019, 161 in 2017, 151 in 2015]



**L. STAND-ALONE AL:**

Only 15% of the 2019 respondents said stand-alone Assisted Living is more attractive now; while 34% found it to be less attractive, although that percentage is almost a third of the respondents, it is still a 6% decrease compared to 2017. Additionally, compared to the 2017 survey, 5% more respondents think this is more attractive. This is still 4% fewer than those who found it more attractive in the 2015 survey, however it may indicate this option is regaining some attractiveness. [Answered: 173 in 2019, 159 in 2017, 151 in 2015]

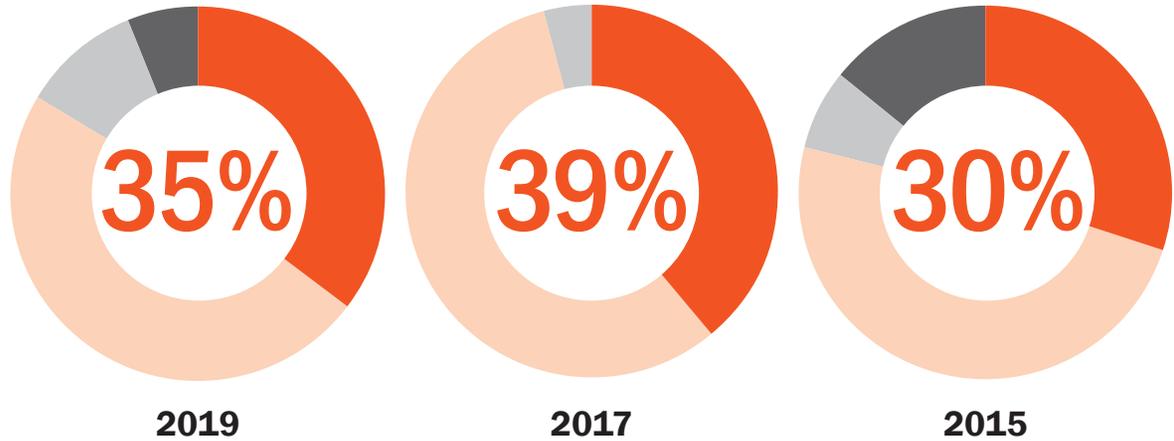


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**10 Are existing and new models of housing and services more, the same, or less attractive than previously? (continued)**

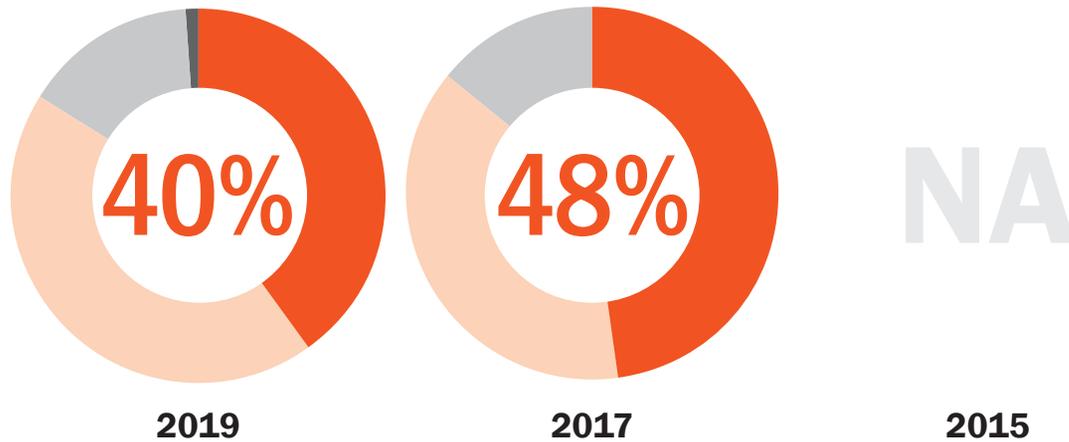
**M. UNIVERSITY / COLLEGE-AFFILIATED LIFE PLAN COMMUNITY (FORMERLY KNOWN AS CCRC):**

About one-third of the 2019 respondents said university / college affiliation is more attractive now. However, compared to the 2017 survey, 4% fewer respondents think it is attractive, which nonetheless is still more than those in 2015. Almost half the participants think this is as attractive as before, which despite being a 9% decrease from 2017 is still a good number of responses. [Answered: 172 in 2019, 157 in 2017, 152 in 2015]



**N. SHORT-TERM REHAB AL:**

Forty percent of the 2019 respondents said Short-Term Rehab Assisted Living is more attractive now, which is an 8% decrease compared to the 2017 survey. However, the percentage of those who think it has the same level of attractiveness increased by 6%. If this percentage continues to increase over the years that may suggest this housing model is turning into a norm. [Answered: 171 in 2019, 159 in 2017, not asked in 2015]

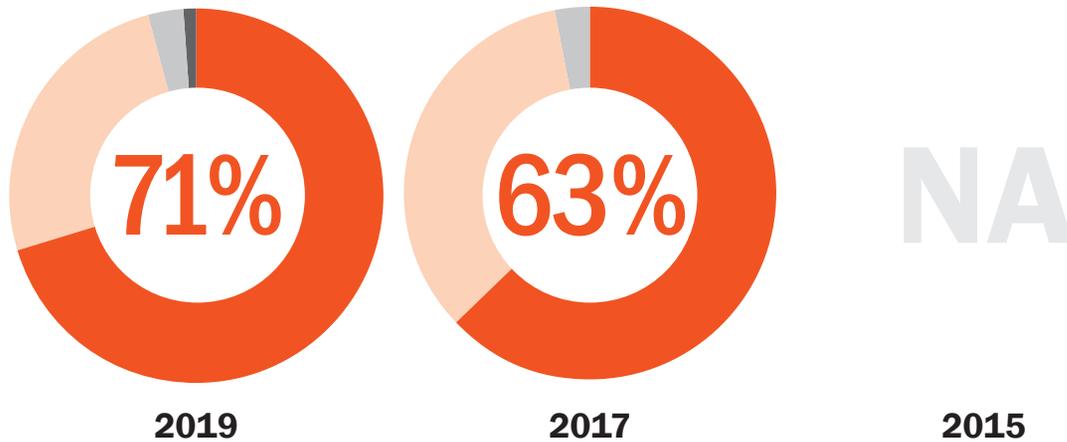


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**10 Are existing and new models of housing and services more, the same, or less attractive than previously? (continued)**

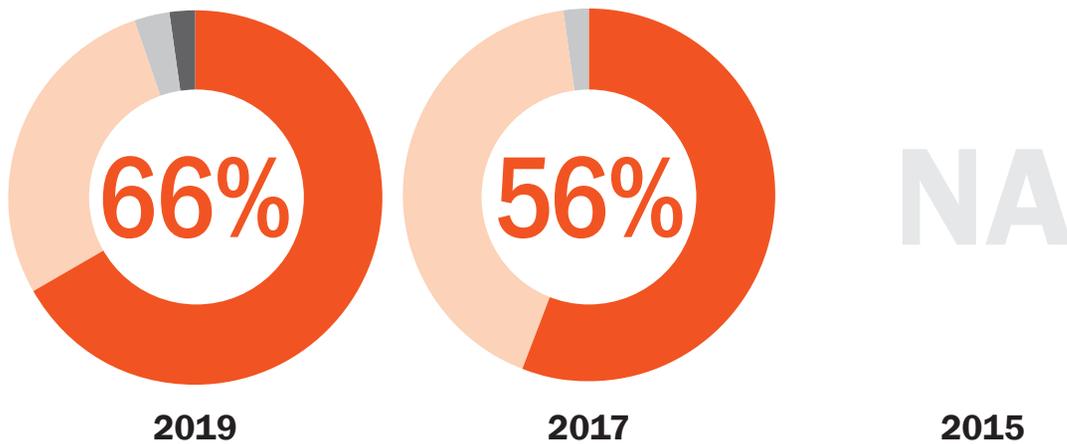
**O. MIDDLE INCOME HOUSING:**

About three-quarters of the 2019 respondents said middle income housing is more attractive now. In fact, compared to the 2017 survey, this is an 8% increase, which may have resulted from less people saying it has the same level of attractiveness compared to 2017 and deciding it is more attractive in 2019. [Answered: 171 in 2019, 160 in 2017, not asked in 2015]



**P. CENTERS FOR HEALTHY LIVING (I.E. WHOLE-PERSON WELLNESS):**

Almost two-thirds of the 2019 respondents said Centers for Healthy Living are more attractive now. In fact, this has seen a notable increase of 10% compared to the 2017 responses and a 14% decrease among respondents who think it has the same level of attractiveness. These percentages suggest Centers for Healthy Living are gaining in attractiveness. [Answered: 172 in 2019, 160 in 2017, not asked in 2015]

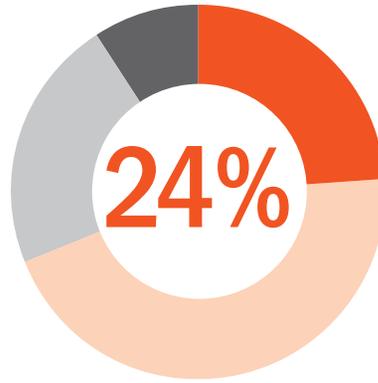


■ MORE ATTRACTIVE 
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**10 Are existing and new models of housing and services more, the same, or less attractive than previously? (continued)**

**Q. OFFSHORE RETIREMENT DESTINATIONS IN LESS EXPENSIVE ECONOMIC REGIONS:**

Nearly one quarter of respondents said offshore retirement is more attractive now, with another 45% saying it has the same level of attractiveness. [Answered: 171 in 2019, not asked in 2017 and 2015]



**2019**

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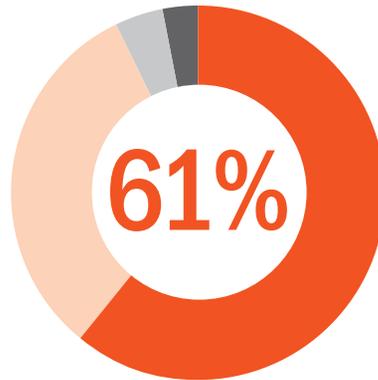
**2017**

NA

**2015**

**R. JOINT AFFILIATIONS BETWEEN HEALTHCARE INSTITUTIONS AND SENIOR LIVING:**

Nearly two thirds of respondents said joint affiliations between healthcare institutions and senior living is more attractive now, and almost another third say they have the same level of attractiveness. With only 4% of respondents saying this is less attractive, these affiliations have a clear place in the senior living industry. [Answered: 173 in 2019, not asked in 2017 and 2015]



**2019**

NA

**2017**

NA

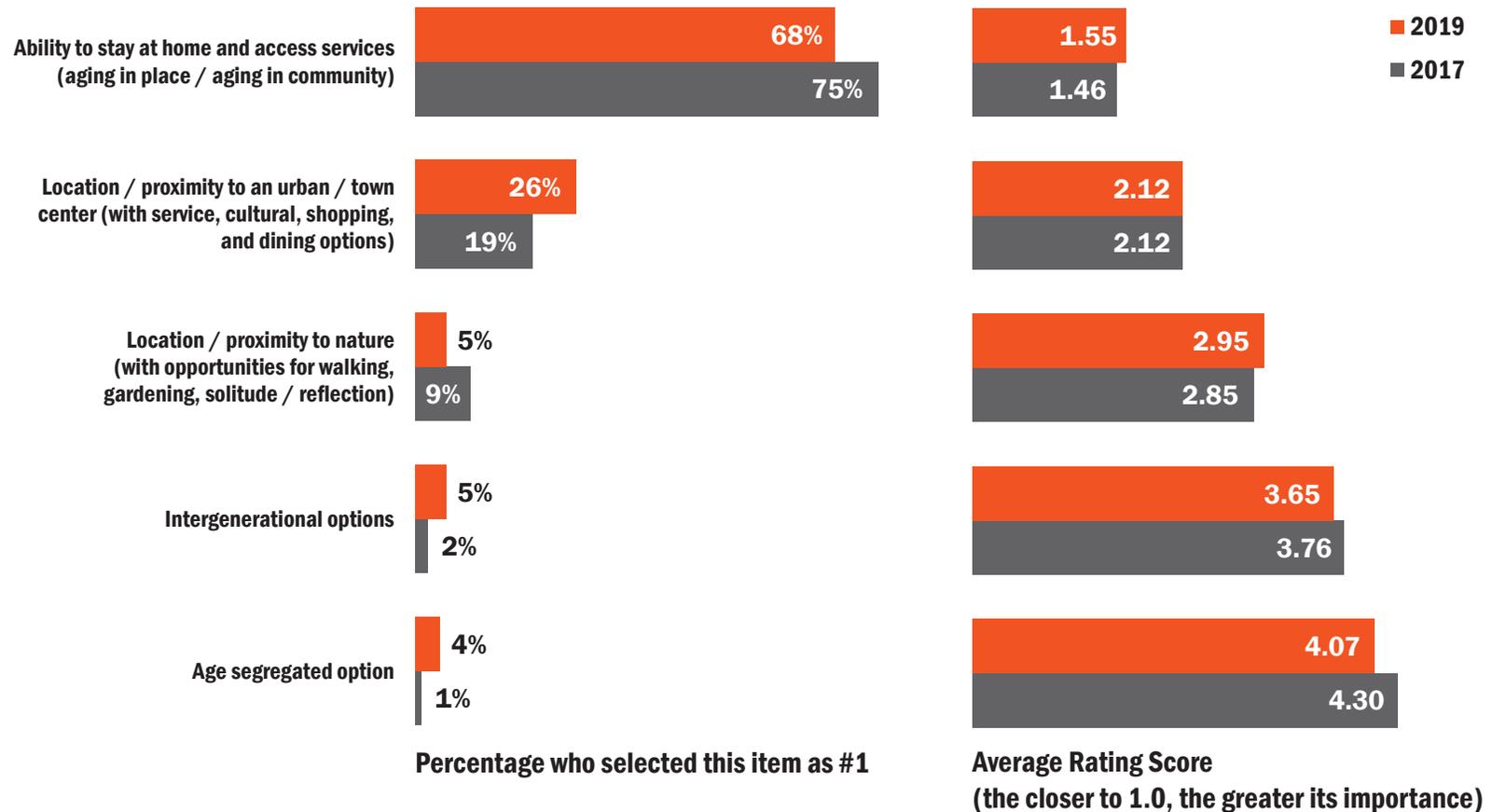
**2015**

■ MORE ATTRACTIVE 
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## 11 Rank the characteristics you think will be the most important to Baby Boomers as they look for supportive housing.

2019 survey respondents gave similar responses as those in 2017 based on average ratings as well as the frequency of which a characteristic was selected as the #1 most important. The majority felt that the ability to stay at home and access services (aging in place / aging in the community) will be the most important characteristic to Baby Boomers, which matches the

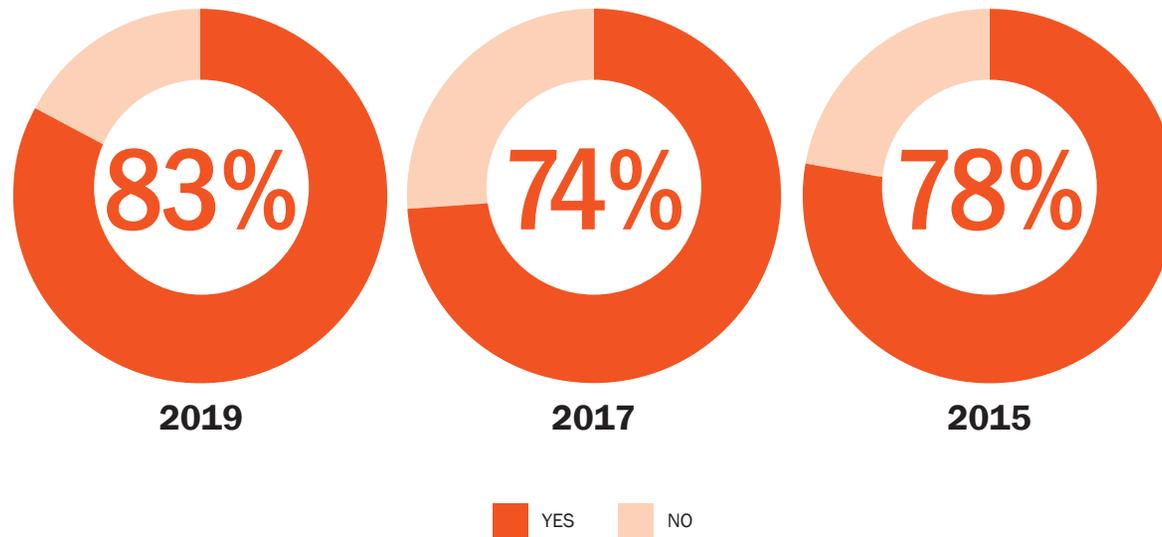
2017 evaluation. This was followed by location / proximity to an urban / town center which saw a 7% increase in 2019. Age segregated options was still considered the least important characteristic. [Answered: 167 in 2019, 144 in 2017, not asked in 2015]



## 12 Will reimbursement / healthcare reform drive the convergence of the healthcare and senior living sectors?

The percentage of those who agree that reimbursement / healthcare reform will drive the convergence of the healthcare and senior living sectors grew by 9% in 2019 compared to the 2017 survey. This is also slightly higher than the

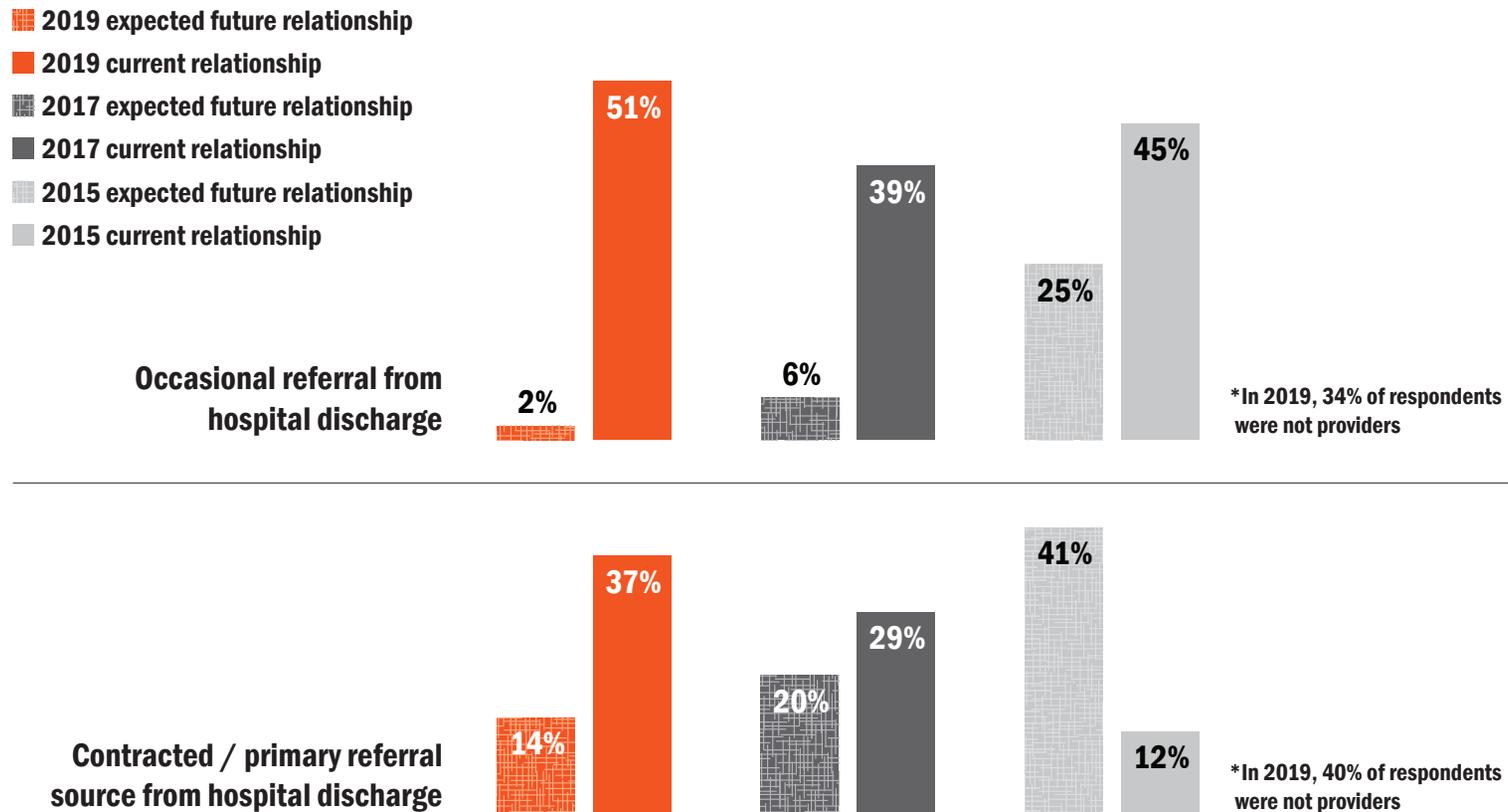
percentage of 2015 survey answers. [Answered: 168 in 2019, 139 in 2017, 127 in 2015]

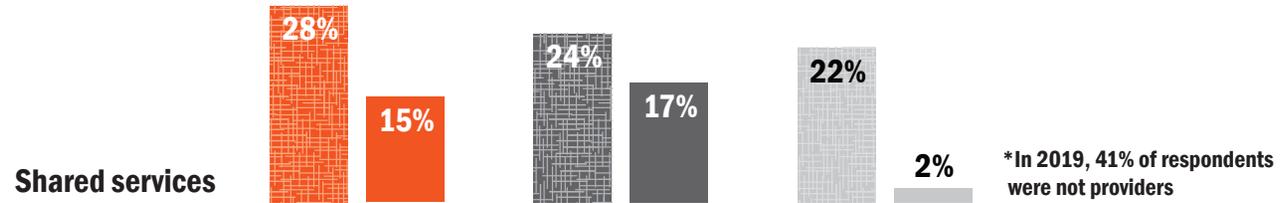
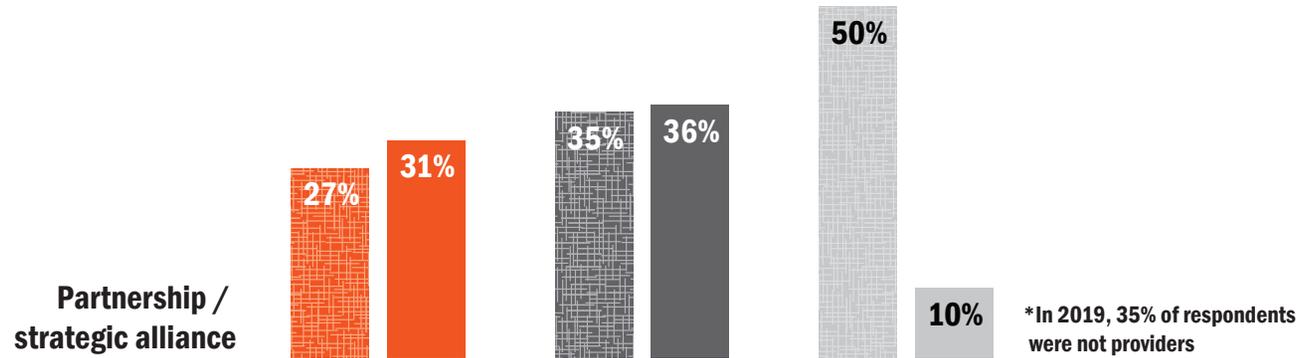
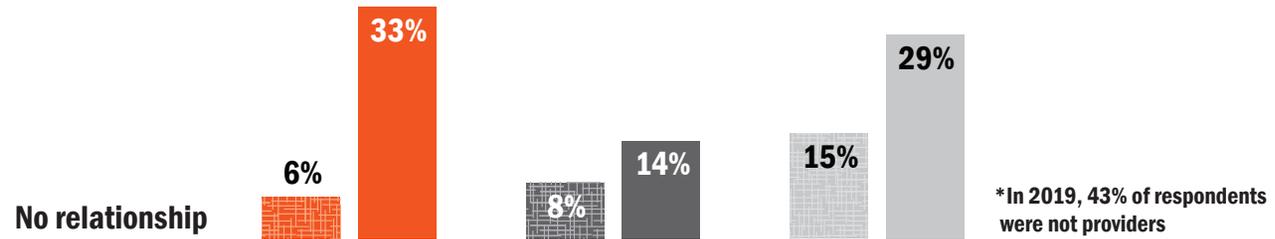


**13 Indicate the type of relationship your organization has with healthcare systems (e.g., community hospitals, physician practice groups, academic medical centers, etc.)?**

Despite a slight increase, roughly the same percentage of respondent organizations are owned by a health system / hospital in 2019 as those who responded to the 2017 and 2015 surveys, both currently and in future expectations. Almost the same percentage of 2019 respondents currently share services compared to 2017 despite a slight decrease, while 4% more of the 2019 respondents expect this relationship in the future. Contracted / primary referral sources from hospital discharge continued the trend from 2017 by again reporting greater actual instances while partnership /

strategic alliances saw a slight decrease in 2019, though are still higher than percentages reported in the 2015 survey. In regards to occasional referral from hospital discharge, there was a 12% increase in the current relationship according to the 2019 survey compared to 2017, while future predictions saw a small decrease. The percentage of those who indicated there is currently no actual relationship among their organization and health care providers saw a notable 19% increase in 2019. [Answered 167 in 2019, 139 in 2017 and 124 in 2015]

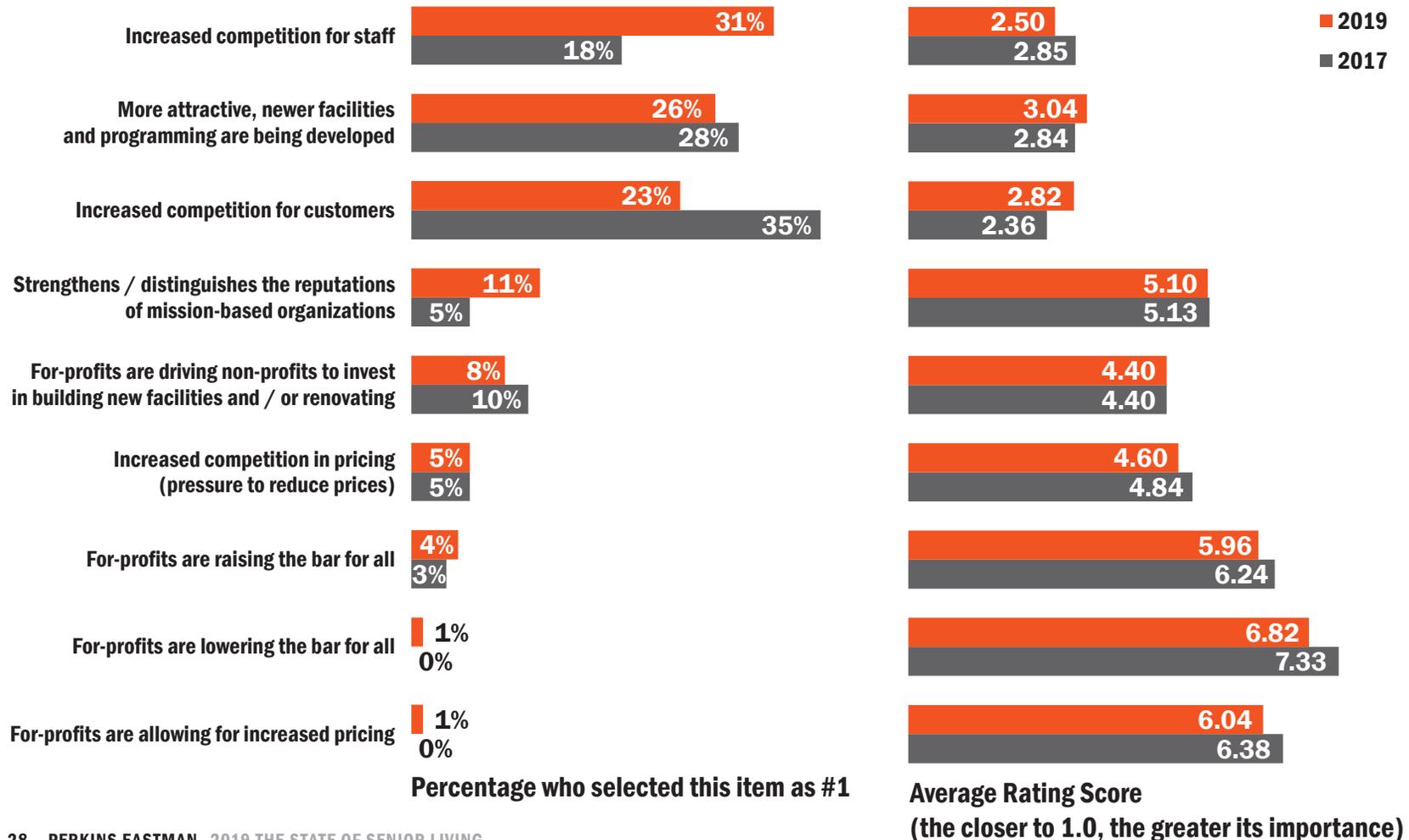




**14 The industry has seen a significant growth in the past decade of for-profit companies developing senior living products. What are the most significant issues facing the not-for-profit industry related to this trend?**

Similar to respondents in 2017, the 2019 participants generally did not think issues facing not-for profits due to the growth of for-profit companies were highly consequential. Nonetheless, based on average ratings and the frequency of which an issue was selected as the #1 most significant, 2019 respondents thought the increased competition for **staff** was somewhat significant for not-for-profits. This differs from the 2017 survey results, as

respondents indicated then that increased competition for **customers** was the biggest issue. In both surveys, the second-most important issue was the more attractive, newer facilities and programming being developed by the for-profits. Very few 2019 and 2017 respondents thought for-profits are lowering the bar for all or allowing for increased pricing. [Answered: 158 in 2019, 135 in 2017, not asked in 2015]

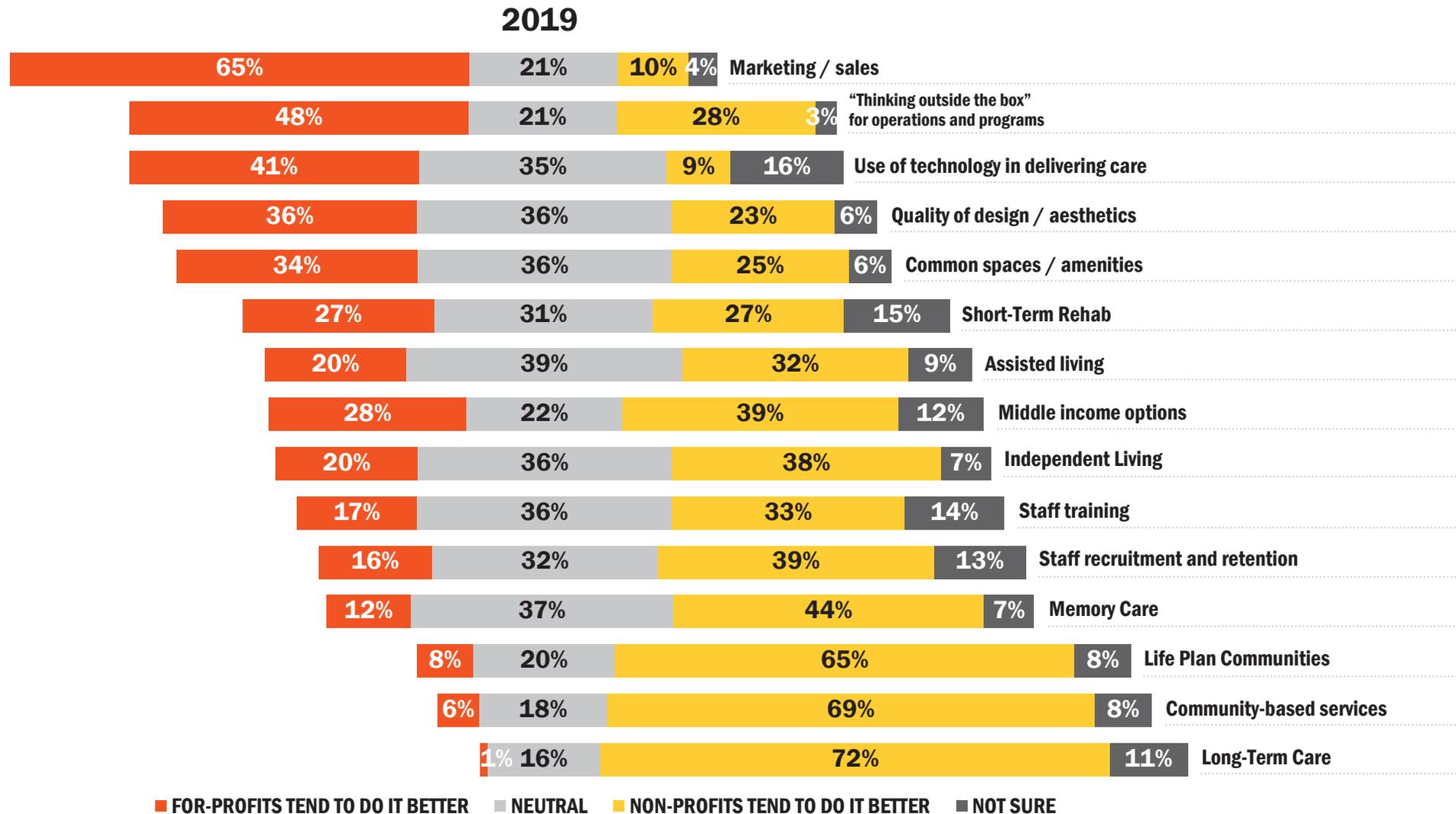




## 15 In terms of the following, how do for-profit providers compare to non-profit providers?

Overall, comparisons between the 2017 and 2019 survey data were similar, with some slight variations in the percentages for each issue measured. 2019 survey respondents thought non-profit providers surpass for-profits in the following areas: Long-Term Care (+71% difference); community-based

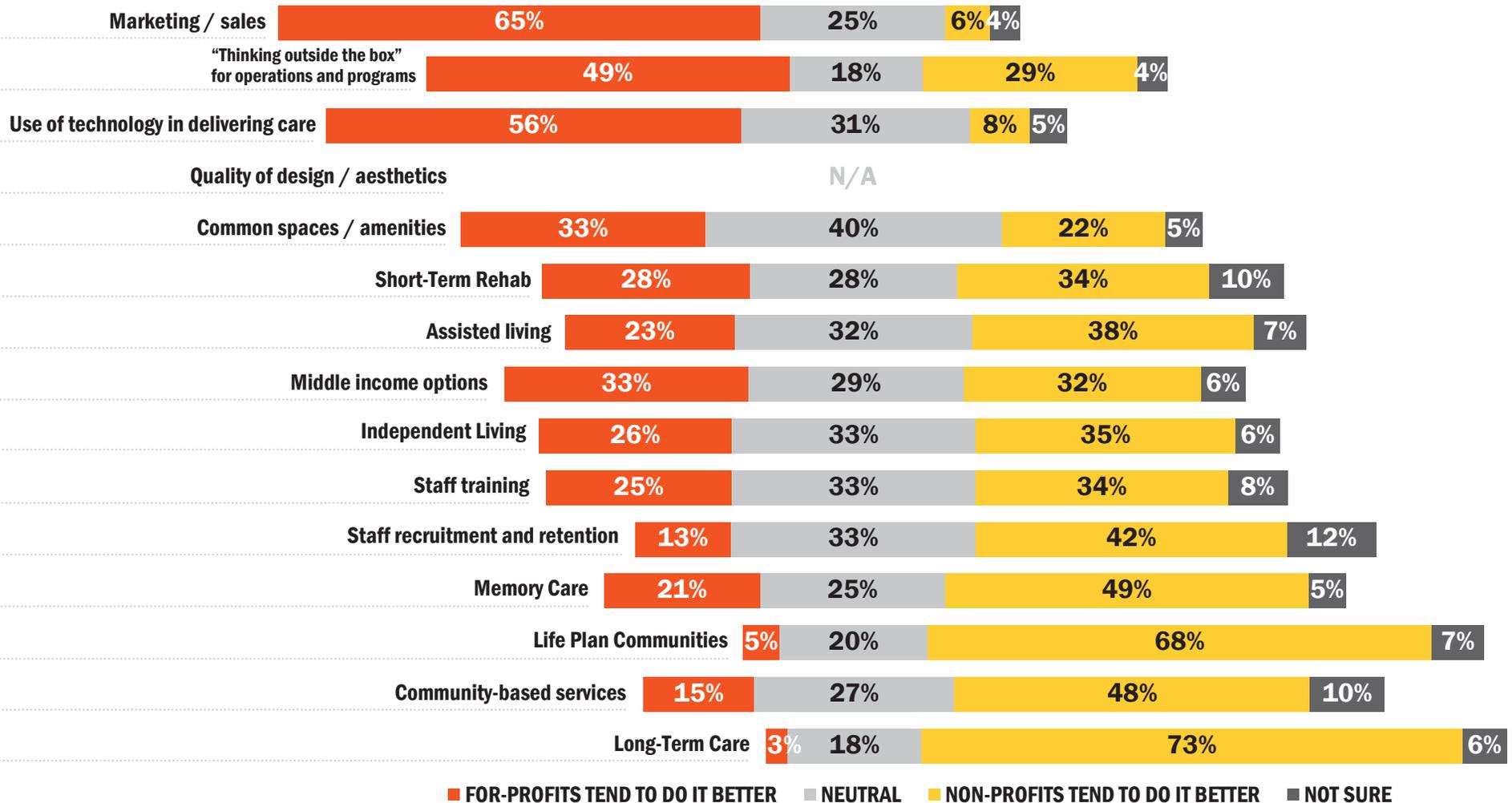
services (+63% difference, much higher than the percentage from 2017); Life Plan Communities (+57% difference); Memory Care (+32% difference); staff recruitment and retention (+23% difference); Independent Living (+18% difference, a 9% increase from 2017); staff training (+16% difference, almost



double 2017); Assisted Living (+12% difference, a very slight decrease from 2017) and middle income options (+11% difference), which according to the 2017 survey responses was rated almost the same among for-profit and non-profit. On the other hand, survey participants thought for-profit providers surpass non-profits on the following: marketing / sales (+55% difference); use of technology in delivering care (+32% difference); “thinking outside

the box” for operations and programs (+20% difference, consistent with 2017); common spaces / amenities (+9% difference); and quality of design / aesthetics (+13% difference). The 2019 respondents also rated non-profit and for-profit providers about the same on Short-Term Rehab, which according to the 2017 survey was done better by non-profit providers. [Answered: 160 in 2019, 136 in 2017, not asked in 2015]

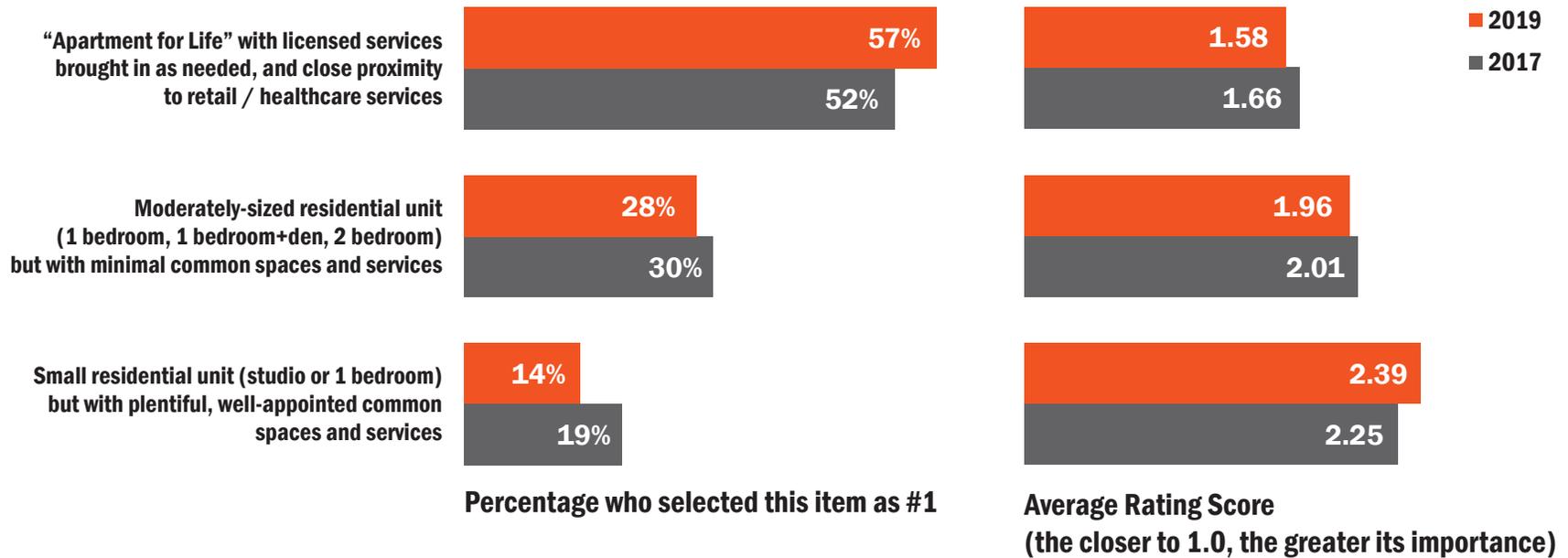
## 2017



**16 Which of the following Independent Living residential models do you think might be the most attractive to the middle income senior (age 80+) consumer?**

In looking at the frequency of which a model was selected as the #1 most attractive as well as the average rating, 2019 respondents felt that the “Apartment for Life” model with licensed services brought in as needed, and close proximity to retail / healthcare services is the most attractive model.

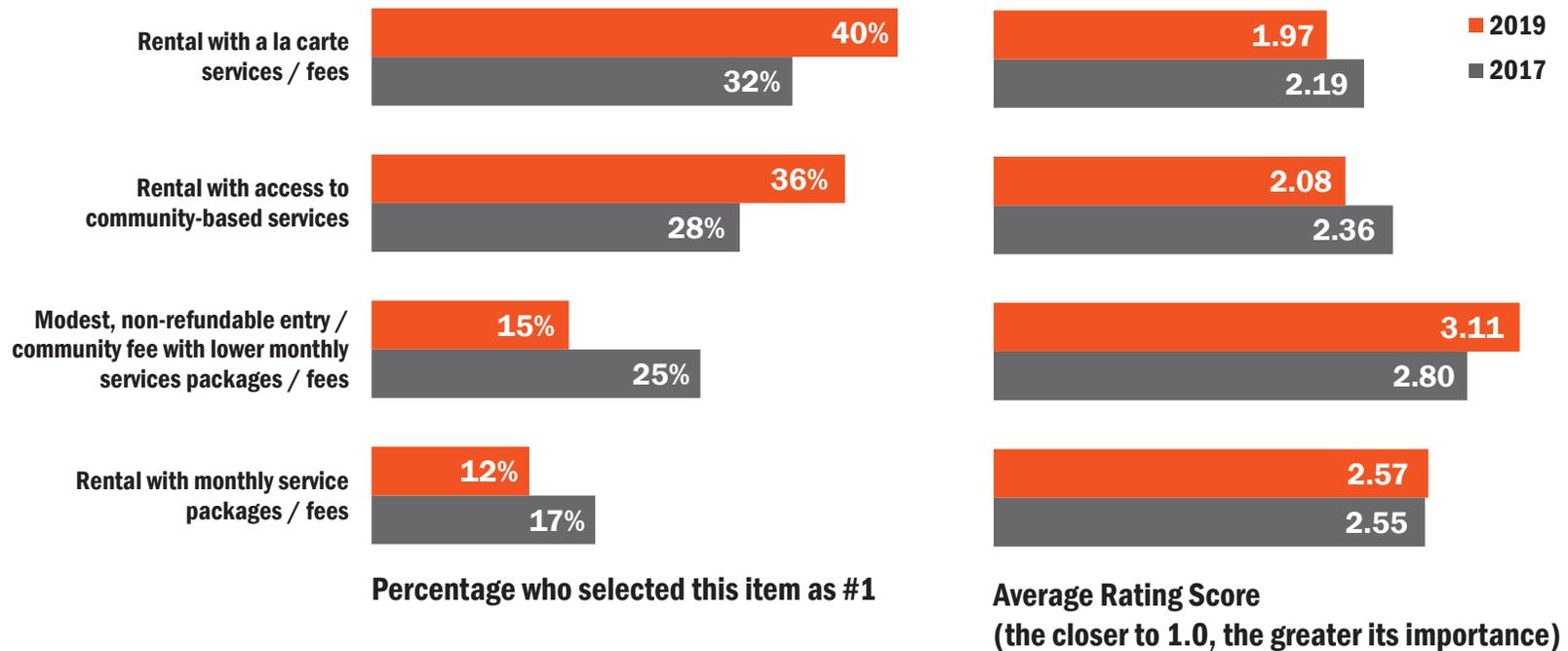
This was analogous to the 2017 data. Similar to 2017 as well, respondents this time around also indicated the least attractive model is small residential units coupled with plentiful, well-appointed common space and services. [Answered: 159 in 2019, 135 in 2017, not asked in 2015]



## 17 Which of the following financial models do you think might be the most attractive to the middle income senior (age 80+) consumer?

In general, the attraction rating did not differ dramatically from the 2017 responses. However, based on the average ratings and the frequency of which a model was selected as the #1 most attractive, a rental with à la carte services / fees is the most attractive financial model for middle income senior consumers according to 2019 survey respondents, an 8% increase over 2017.

This was again followed by rental with access to community-based services. The least attractive model according to the 2019 respondents was rental with monthly service packages / fees which also matched 2017. [Answered: 158 in 2019, 134 in 2017, not asked in 2015]



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# Contacts

If you would like to discuss the results of this research study, please contact one of the principals listed below. We are also available to present these findings and industry trends to your community leadership and Board.

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