

# Who is your resident?

by: Michelle Maalouf



Have you surveyed your residents recently?



Do you know how many residents have an email address, still drive, or are feeling lonely?

## Activated Insights surveyed almost

# 500,000



residents and family members in the last 12 months.



The majority were surveyed between Oct 1, 2021 and Jan 31, 2022.



**Key findings show who our resident population is and how we can further serve our customers.** (all self-reported responses)

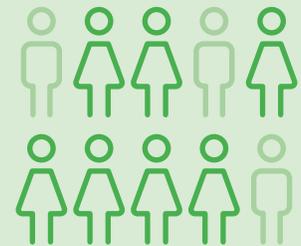
## Resident Statistics



Almost **80%** of our residents are between ages 77 and 96.\*



Over **90%** of our residents self-report as Caucasian.\*



Approximately **70%** of our residents are female.

\*These statistics represent respondents surveyed in both Independent and Assisted Living settings.

A slightly greater percentage of males are in Memory/Alzheimer's care settings, while a slightly lower percentage of males are in Independent Living settings.

## Well-being



**1/3** of our residents report being in moderate to very bad health.

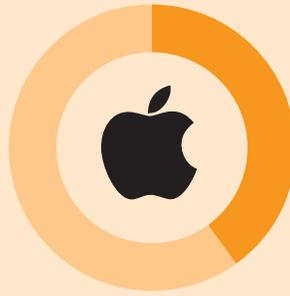


Over **3/4** of our residents report hardly ever feeling isolated.

## Technology



**36%** of residents/family members accessed their survey by mobile (vs. computer).



Apple iPhones/iPads/Macs used in **40%+** of households.



More of our Independent Living and Assisted Living residents have a mobile number on electronic record in their provider's systems than an email address.



Family members tend to have their email address on electronic record in their provider's systems (though 2/3 have a mobile number on record too).

## Lifestyle

**54%** of our IL residents **NEVER** drive.



**40%** say they drive fairly frequently. Half of those are not comfortable driving **AT NIGHT**.

## Satisfaction



Over **2/3** of our residents report being satisfied with the value paid for what they receive at their community.



**1/3** of our own residents **WANT** to leave a testimonial that is shared publicly. The **VAST** majority of these (85%+) are positive!

Nearly **90%** of residents say their community is good or better.



**83–89%** of family members say their community is good or better.

Sign up for the Activated Insights resident survey by Thanksgiving 2022 to capture insights related to your communities, gather amazing testimonials that your marketing teams can use, and for the chance to be recognized by the national **U.S. News & World report Best of Senior Living**.

**Activated Insights**