

Assisted Living Industry Update:

The Internet

- Approximately **one-third** of Americans **over the age of 62 use the Internet**.
- This number is expected to reach **25.4 million in 2011** (accounting for 12% of total Internet users)
- **65% of respondents** (seniors on a waiting list for a community, 10% depositors, and community residents) who **use the Internet** would be very likely or somewhat likely **to visit a community's Web site after receiving a piece of direct mail**. [Source: "Ranks of Internet-Using Seniors Grow." eMarketer. 4 Aug. 2008. Web, 6 Aug. 2008.]

Does your website meet the potential of your business? Are you utilizing the potential of direct mail?

Geography

- **Most customers are drawn from a 15 mile radius**. [survey by Assisted Living Federation of America.]

Are you wasting ad dollars reaching people who aren't your target audience?

Baby Boomers

- **Forty-nine percent of adults 50 to 70 years** want to be **taken care of at home** by family and professionals. [Source: Ad-ology Research, 2010.]
- The top concerns among Baby Boomers, in regards to retirement, are **health care** (18 %) and **staying productive** and useful during their retirement years (18%). Note that among young Baby Boomers (those born in 1964), the top concerns are **outliving their retirement savings** (18%) and **having to work full or part-time during the traditional retirement years** (17%). [Source: MetLife Mature Market Institute and GfK Custom Research North America. 2009.]
- This generation **seeks independence** as opposed to organized activities traditionally offered at retirement centers. They want access to **health and fitness facilities, transportation, and social activities**.
- Note also that **Baby Boomers are the wealthiest generation**, and many in this age group will seek **luxury in their retirement years**. [Source: Handley, John. "This is not your father's old folks home Boomers' active lifestyles redefining 55-plus housing." The Chicago Tribune. March 6, 2009.]

How do you plan to reach this growing market segment?

Housing Glut

One challenge this industry is facing is the glut of homes on the market is making it difficult for retirees to sell. Some centers are **hiring real estate agents** to assist potential residents with selling their homes. **Housing, second to Social Security, is the greatest asset among those over 60, making up approximately 22% of their total wealth and outweighing investments and pensions**. [Source: Healy, Jack. "Unable to Sell Homes, Elderly Forgo Move to Assisted Living." The New York Times. The New York Times Company, 21 Nov. 2008.]

Harnessing innovative solutions to problems like this is what we do.