

6. SENIOR HOUSING SURVEY

A. Introduction

There are multiple ways to assess seniors' current and future needs and desires. This study began with an evaluation of demographic data, with a special focus on housing, using primarily Census data. Other perspectives on housing needs were offered by senior housing facilities managers, who were surveyed by mail and email and participated in a focus group. A third perspective was provided by residents of senior housing facilities, who participated focus groups held around the state.

To complete the picture of housing needs of seniors a statistically valid statewide survey of residents who are 55 years of age or older was undertaken, which is described in this chapter. The survey results, together with the other information gathering efforts noted above, are intended to give MSHDA an understanding of the types of senior housing, including the housing amenities, that would be appropriate in specific locations across the state.

In addition, the survey had several goals:

- Gather information about the factors that are most likely to influence a senior's propensity to move and determine what type of housing they will seek.
- Quantify the number of households based on age and income that will consider each type of senior housing.
- Identify the features seniors would like in their housing units.
- Identify the features seniors would like in the community in which they live. For the purposes of this study, the "community" is located within in or on the same property as a senior housing facility, outside of individual housing units.
- Identify the features seniors would like in the neighborhood in which they live.
- Gather information about the seniors' assisted housing preferences and the reasons they would consider moving into such housing.

METHODOLOGY

A mail survey was chosen for this project. Development of the survey instrument began in August 2010 with the participation of members of a Steering Committee that had been assembled to monitor the study.¹⁷

Thomas B. Jankowski, Ph.D., from the Institute of Gerontology at Wayne State University was engaged to assist with three key survey tasks: drawing the sample, entering and compiling data and returns, and reporting the results. In addition, Dr. Jankowski completed the required statistical analyses. Note that the cross-tabulations included in this Chapter are those where a significant relationship exists, as identified by Dr. Jankowski.

The Michigan Secretary of State provided the database from which the survey sample of residents 55 years of age and older was derived. There were 3,182,300 cases in the data file after deleting those that had invalid zip codes. It is this data base from which the sample of 12,000 survey recipients was drawn.

¹⁷ Steering Committee members represented MSHDA (the project sponsors), Michigan Office of Services to the Aging, the Area Agencies on Aging (AAA), UPCAP Services, Inc., McKenna Associates, and NCB Capital Impact.

6. Senior Housing Survey

At this point in the survey process, there was an interest in knowing how well the Secretary of State's dataset corresponded to the 2009 Census estimates, particularly with respect to Michigan Office of Services to the Aging Planning and Service Areas (PSAs). As noted in Table 32 this comparison revealed an amazingly close comparison, providing a high degree of comfort with the database.

Surveys were mailed with a MSHDA-addressed, stamped return envelope, in an effort to maximize return rates. Survey printing and mailing was handled by the State of Michigan's Print and Mail services.

Data entry was completed by the Institute of Gerontology personnel, with monitoring, auditing, and quality control by senior staff to ensure that data were transcribed as accurately and reliably as reasonably possible. A total of 2,688 valid surveys were returned and entered, resulting in a margin of error of $\pm 1.9\%$ at the 95% confidence interval at the state level.

FULL DATA REPORT

This section presents a summary and analysis of notable survey results. The full results of the survey, including all summary and analysis tables, are available in a companion document to this study.

B. Respondent Characteristics

The survey included several questions relative to the survey respondent's current housing situation and demographics. The purpose for collecting these data was two-fold: to be certain the survey properly represented the senior population in Michigan, and, to provide valuable information to help analyze data later in this survey. The following analysis summarizes the responses and identifies any trends associated with the current housing patterns of survey respondents.

To verify the representative nature of the survey, a number of survey questions were compared with census data for several measures to ensure that the results are in line with the general senior population in the State. Following is a summary of the census validation measures.

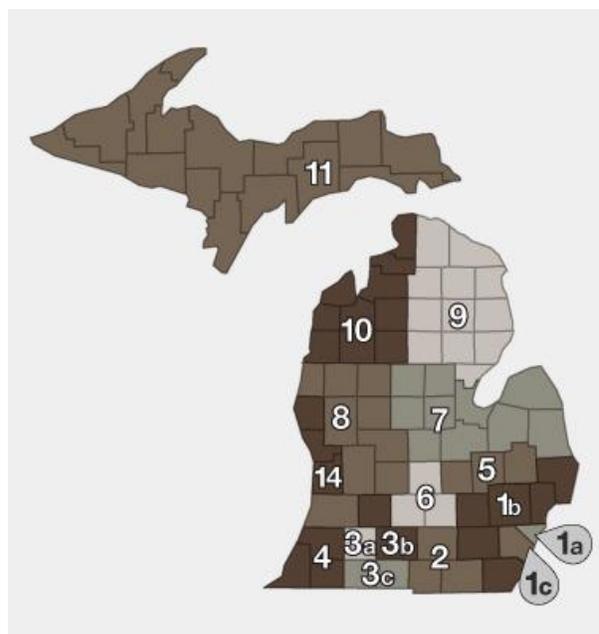
Respondents were asked to identify their zip codes. Zip codes associated with the Area Agencies on Aging Planning and Service Areas were used to determine the location of survey respondents. Additionally, a respondent's zip code was used to identify the type of settlement they reside in, urban, regional center, exurban, or rural (see Chapter 1 for a description of settlement types).

Figure 7 illustrates the boundaries of AAA Planning and Service Areas and Table 32 reports the number of respondents from each area. Survey responses per AAA Planning and Service Area align with the overall percentage of population that reside in those areas. Table 32 reveals that the geographic location of survey respondents is remarkably similar to the overall senior population.

Table 32. Respondents Location by AAA Planning and Service Areas

AAA Location	Survey Percent	2009 US Census Est. Percent
1a	4.8%	--
1b	26.6%	28.3%
1c	8.3%	--
1a+1c	13.1%	17.9%
2	3.3%	3.2%
3a	2.9%	2.2%
3b	2.0%	2.1%
3c	1.0%	1.1%
4	3.3%	3.2%
5	6.4%	5.9%
6	4.0%	4.2%
7	7.1%	7.6%
8	8.9%	9.1%
9	3.5%	3.4%
10	4.0%	3.7%
11	4.2%	3.8%
14	4.0%	4.3%
Total:	100%	100%

Figure 7. AAA Planning and Service Areas



Source: www.mi-seniors.net

Table 33. Gender

Gender	Survey Percent	2009 Census Estimate Percent
Female	58.2%	54.5%
Male	41.8%	45.5%
Total:	100%	

Survey respondents are slightly more likely to be female than the general population, but this is not uncommon for survey responses, and a variance of less than 4% is well within acceptable bounds.

Table 34. Respondents Location by Settlement Type

Settlement Type	Survey Percent	2009 Census Estimate Percent
Urban	27.1%	33.3%
Regional Center	16.5%	17.0%
Exurban	27.0%	28.4%
Rural	29.4%	21.3%
Total:	100%	100%

Seniors are more likely to currently reside in a rural, exurban or urban settlement type. They are least likely to currently reside in a regional center.

Table 35. Household Size

Household Size	Survey Percent	2009 Census Estimate Percent
1	24.7%	27.9%
2	60.1%	33.7%
3	8.9%	15.6%
4 or more	5.4%	22.8%
No answer	1.0%	-
Total:	100%	100%

Senior households predominately have 2 or few persons residing in them. While the majority of households have two persons, one person households account for almost a quarter of all senior households in the State. Far less common are households with more than three persons.

Table 36. Age Composition

Age	Survey Percent	2009 Census Estimate Percent
55-59	20.0%	26.2%
60-64	23.1%	21.3%
65-69	18.7%	16.0%
70-74	14.2%	12.0%
75-79	10.0%	9.6%
80-84	7.3%	7.8%
85+	6.7%	7.2%
Total:	100%	100%

The age composition of survey respondents is quite consistent with the age composition of the State of Michigan as reported by the US Census. Younger seniors age 55-59 are somewhat under-represented in the survey responses, but the remaining age cohorts are well-distributed and consistent with the Census composition.

Table 37. Current Dwelling

Current Dwelling	Survey Percent	2009 Census Estimate Percent
Single family house	78.5%	71.7%
Apartment, etc.	11.3%	22.7%
Mobile Home	4.3%	5.6%
Other	5.9%	--
Total:	100%	100%

Survey respondents' current dwelling status is generally in line with overall Census figures for the state as a whole. The most notable difference is that respondents who lived in condominiums often chose the "other" category, somewhat skewing the results and preventing a direct comparison with Census data.

Table 38. Tenure

Tenure	Survey Percent	2009 Census Estimate Percent
I own my home	85.3%	82.1%
I live with family/friends	3.1%	--
I rent my home	11.6%	17.9%
Total:	100%	100%

A high rate of ownership is prevalent among survey respondents, consistent with Census data for the over 55 population.

Table 39. Income

Monthly Income	Survey Percent	2006-2010 ACS PUMS
Under\$832	10%	23.1%
\$833 to \$1,249	14.7%	12.4%
\$1,250 to \$2,083	19.1%	19.1%
\$2,084 to \$2,916	16.5%	13.9%
\$2,917 to \$4,166	17.1%	12.7%
\$4,167 to \$6,249	10.9%	9.7%
\$6,250 to \$8,333	5.1%	4.0%
\$8,334 and over	6.7%	5.2%
Total:	100%	100%

The returned surveys are likely not as representative of the population as a whole by income as by other measures, particularly for lower income seniors. However, the rest of the representation by income is remarkably accurate.

There are a few reasons why the lower-income cohort is underrepresented in the survey results. Lower income groups are more transient which makes them harder to locate for survey purposes. Also, lower income groups are less likely to hold drivers' licenses or to be registered to vote, which means that they were less likely to end up in the sample in the first place.

C. Factors Influencing Moving Decisions

Survey respondents were asked a number of questions about what would motivate them to move to an independent living facility. The following is a summary of notable factors that influence a senior to consider moving into an independent living facility. The primary purpose of this section is to identify demographic characteristics that will inform the accuracy of market analyses for new senior housing facilities.

LOCATION MOVED FROM

Table 40. Location of Previous Residence for Seniors Moving in the Previous Five Years

Moved From	Survey Percent
Within the same county	60.5%
Another county	27.9%
Out of state	11.5%
Total:	100%

The table at left indicates that, for survey respondents who have moved in the previous five years, 60.5% moved within the same county and 11.5% moved from out of state.

This finding has implications for market analyses and facility planning. Most importantly, it validates the findings from Table 16 on page 66 which indicates that between 71% and 100% of residents in senior housing facilities had moved 25 miles or less from their previous residence. Considering that a 25 mile

radius around a particular site will take in a good percentage of a county or counties, the above Table 40 is consistent with the earlier finding. This confirms that most of the demand for new senior housing facilities will come from within 25 miles of the site.

PLANNING TO MOVE

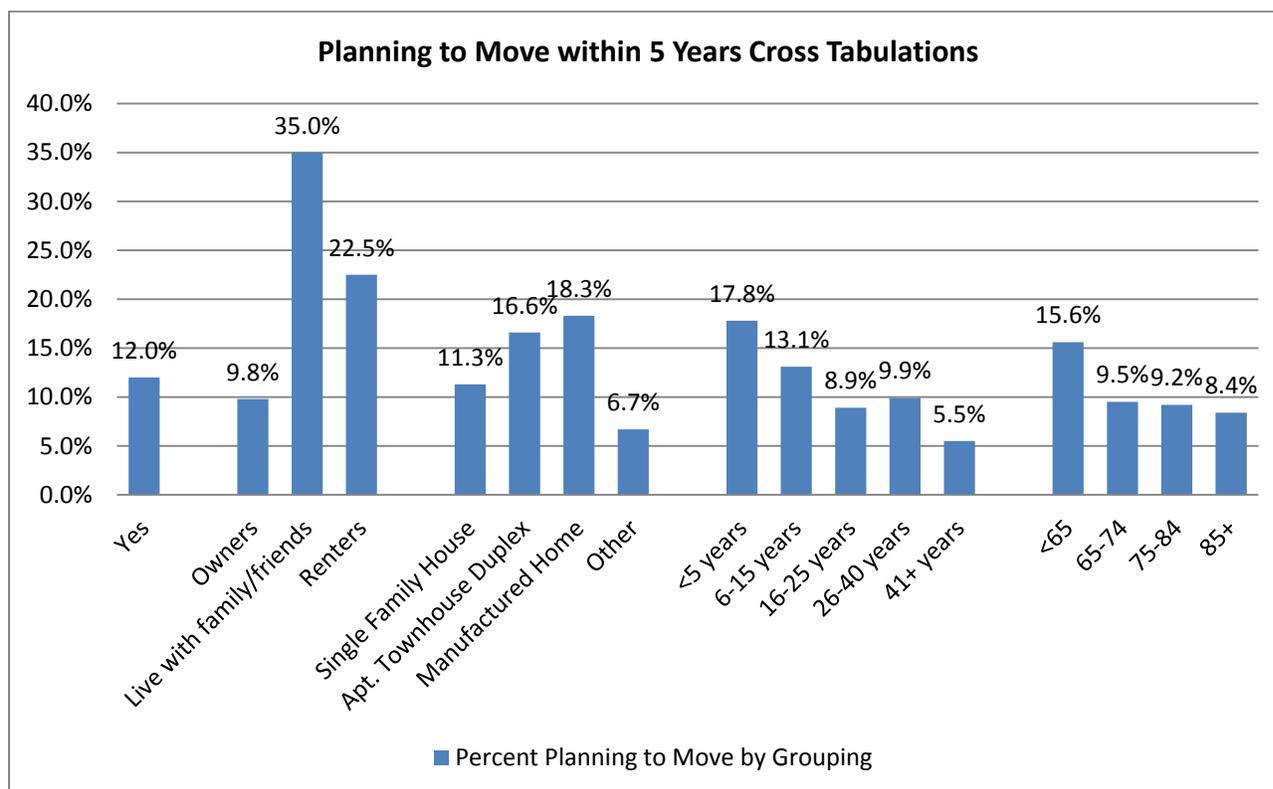
Survey respondents were asked to indicate if they planned on moving within the next 5 years. **11.8% indicated yes, 62.4% indicated no, and 24.4% were not sure.** By way of further examination, the results of the “planning to move” question were cross tabulated with current tenure, type of current residence, length of residence, and age.

The following Figure 8 shows the percentage of “yes” responses broken down by four cross tabulations – tenure, current house type, length of current residence, and age. Notable takeaways from the figure include:

- Those living with family/friends and renters are much more likely to plan to move.
- Those living in manufactured housing are somewhat more likely to plan to move.
- The propensity to plan to move decreases based on length of residence.
- Propensity to plan to move decreases with age.

Income is not included in the following Figure 8 because income is less related to the intent to move and more related to what kind of housing a senior would prefer once they decide to move.

Figure 8. Planning to Move within 5 Years – Cross Tabulations



REASONS WHY RESPONDENTS WOULD WANT TO MOVE

Table 41. Reasons Why Respondents Would Move

Reason to Move	Survey Percent
No longer able to maintain home	54.5%
Reduced living costs	38.8%
Better weather/climate	26.8%
Closer to family	26.4%
Other	13.2%
Access to hospitals/health services	12.8%
Accessible features not currently in home	12.3%
Access to community and social activities	12.0%
Lower crime/more safety	11.7%
Access to transportation services	8.7%

Respondents were asked to identify reasons why they would want to move from their current home. The table at left indicates that no longer being able to maintain their home was the most selected response, identified by over half of respondents. A reduced living cost was also a popular choice, perhaps due to the recent economic climate in the State. Better weather and being closer to family were selected by about 25% of respondents.

In terms of identifying likely candidates to move, acuity and mobility limitations are commonly used indicators for not being able to maintain a home in Assisted Living market studies. Being closer to family

and better weather are not items that can be easily controlled for, and so will not likely have an impact on MSHDA policy decisions. Reduced living costs is an important consideration, but likely will have more of an impact on facility pricing than propensity to move.

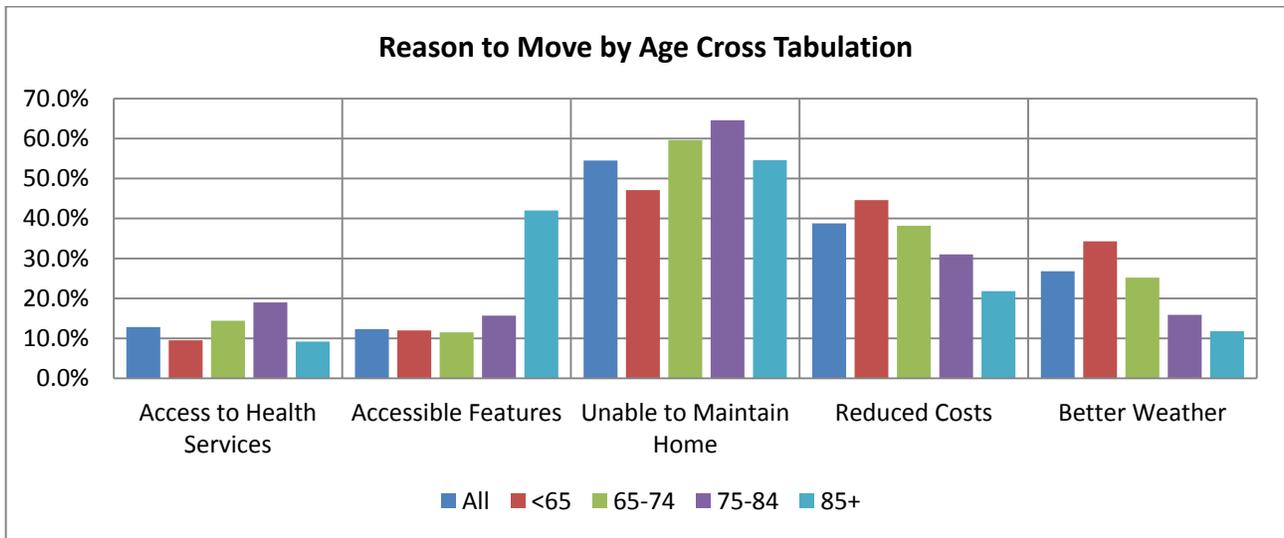
Reasons to Move Cross Tabulations

The cross tabulations on this and the following page identify notable differences in the propensity to move by demographic characteristics.

Age influences a number of reasons to want to move.

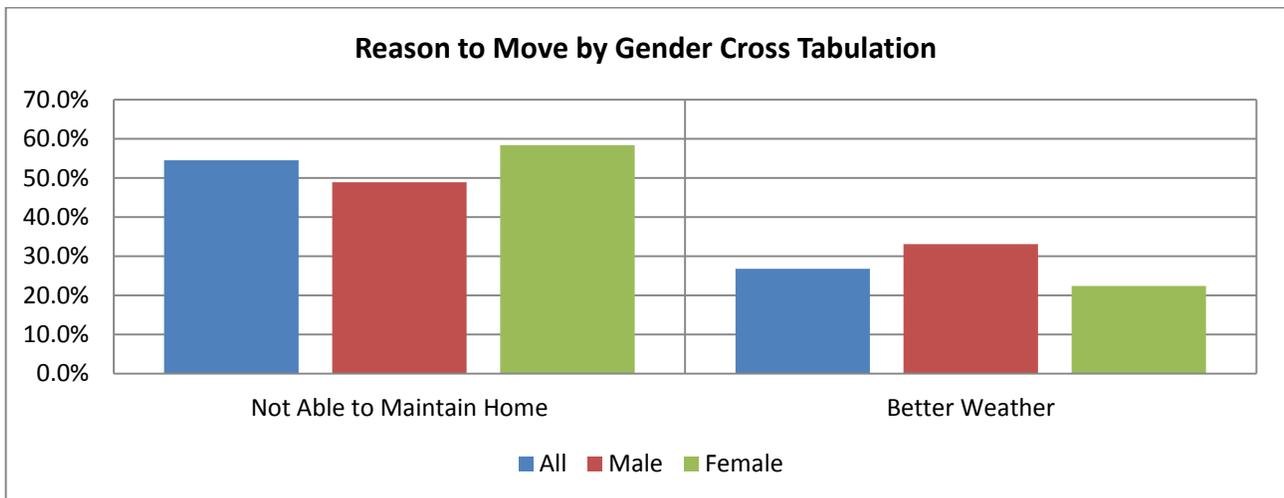
- *Access to health services* increases up to 84, and then declines.
- *Accessible features* become very important at age 85.
- *The ability to maintain current home* increases with importance up to age 85.
- *Reduced costs* is an important reason for the under 65 group, and declines thereafter. It is likely that those under 65 are still living in a home that was suitable for their earlier life stages.
- *Better weather* is important to younger cohorts. Once seniors age past a certain point they are much less likely to move to seek better weather.

Figure 9. Reason to Move by Age Cross Tabulation



Gender. Males are more likely to move to seek better weather, and females are more likely to move due to home maintenance limitations.

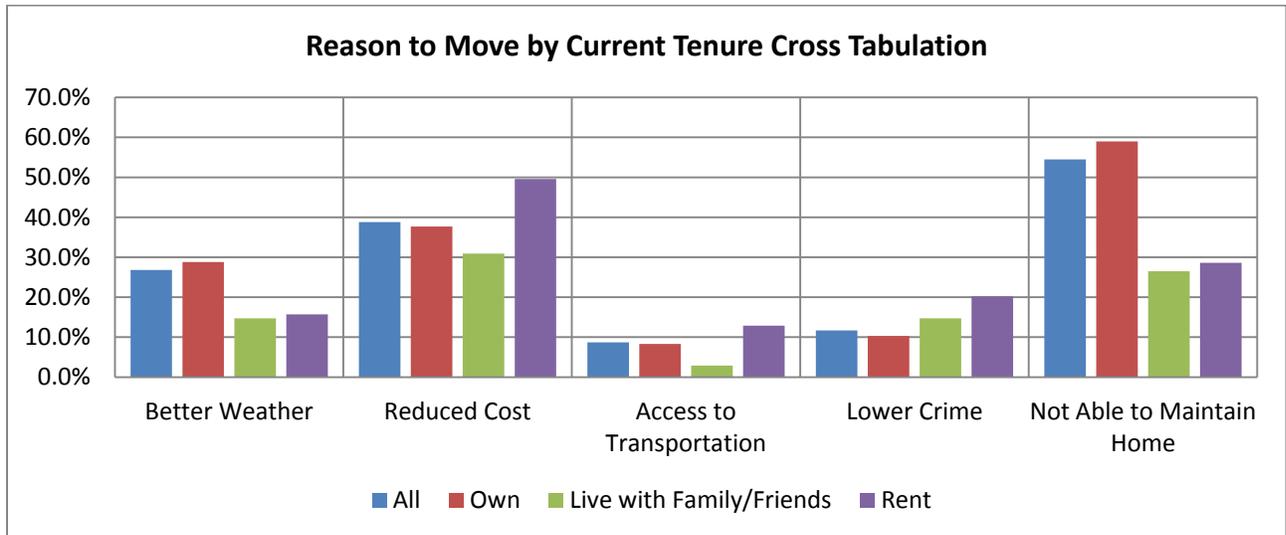
Figure 10. Reason to Move by Gender Cross Tabulation



Current Tenure.

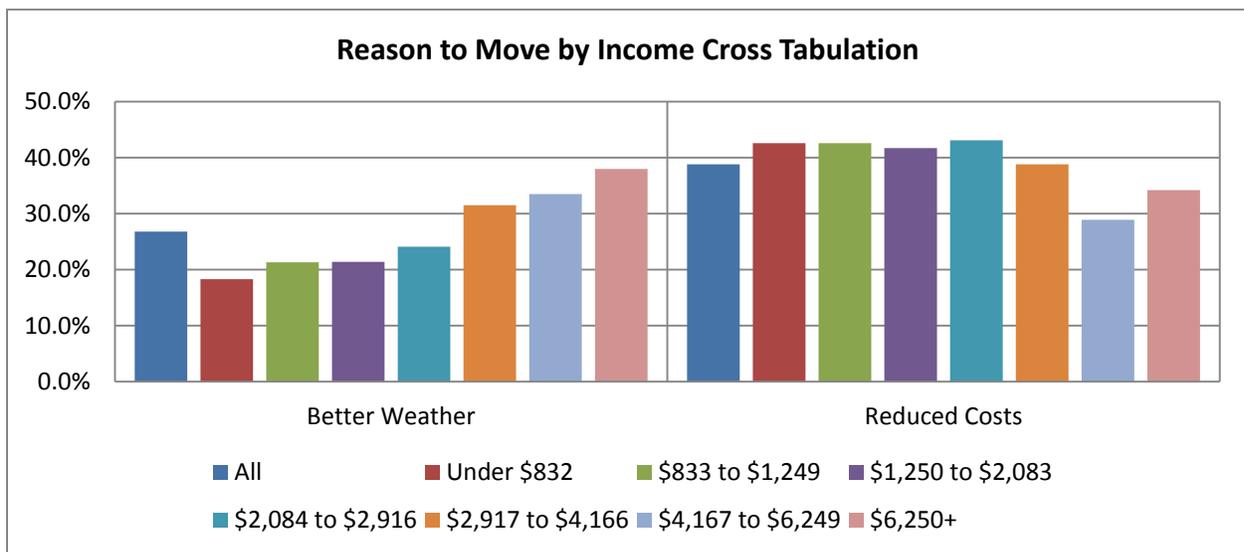
- *Better weather.* Owners are more likely to move to seek better weather. This may be related to income differences between owners and renters.
- *Reduced cost* is most important to renters.
- *Access to transportation* is of low importance overall, but of slightly higher importance to current renters.
- *Lower crime* is more important to current renters.
- *Ability to maintain current home* is important to current owners, who likely have much more maintenance responsibilities than renters or co-dwellers.

Figure 11. Reason to Move by Current Tenure Cross Tabulation



Income. The desire for better weather is a greater factor for high income households, who can more readily afford to move to a location of choice. Reduced costs are consistently important up to monthly income levels of \$4,167 or more.

Figure 12. Reason to Move by Monthly Income Cross Tabulation



WHAT TYPE OF HOUSING RESPONDENTS WOULD CONSIDER

Table 42. Housing Types Respondents Would Consider Moving To

Housing Type	Survey Percent
Buy a single family home or condo	52.7%
Rent an apartment that offers rent based on income	28.3%
Rent an apartment that is restricted to seniors	24.4%
Rent apartment with onsite services	16.0%
Buy into a life care facility	14.7%
Rent an apartment without age restrictions	11.1%
Move in with family	9.5%
Other housing ²	7.7%

Our cultural preference for single-family housing shows up in the survey responses. Over half of respondents would consider moving to a single family home or condo, while about 15% would consider moving to an apartment with on-site services or into a life-care facility.

Apartments that offer income-based rents and those that are restricted to seniors only were identified by about 25% of respondents as being desirable, which is a notable difference from unrestricted apartments and apartments with on-site services.

¹ Respondents were given the option of choosing more than one type of housing.

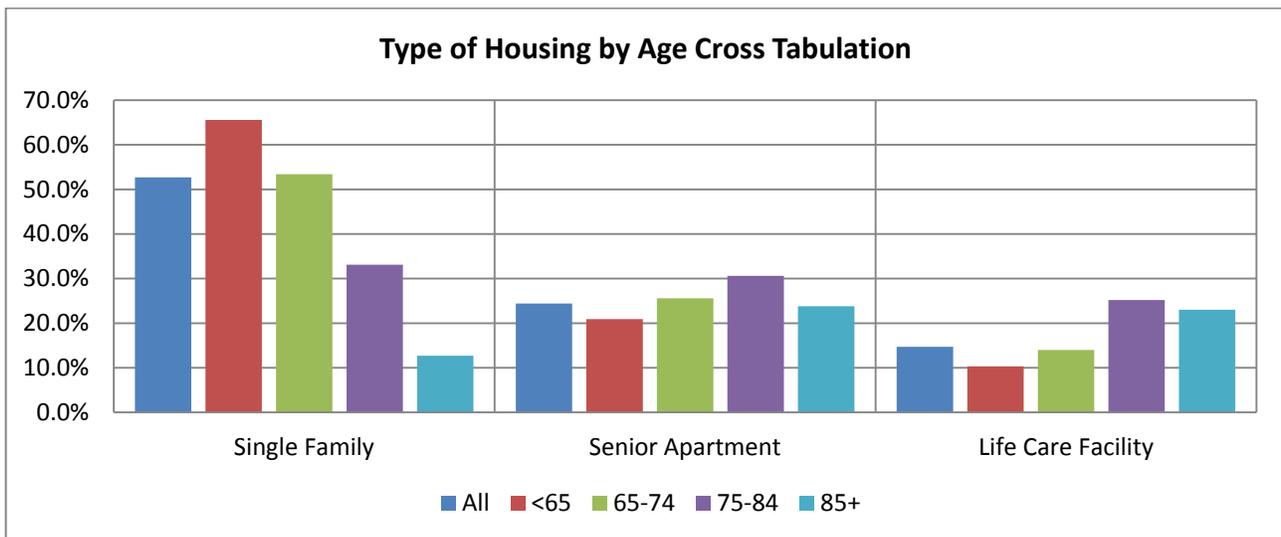
² See Appendix B

Housing Type Preference Cross Tabulations

The cross tabulations on this and the following page identify notable differences in the type of housing desired by demographic characteristics.

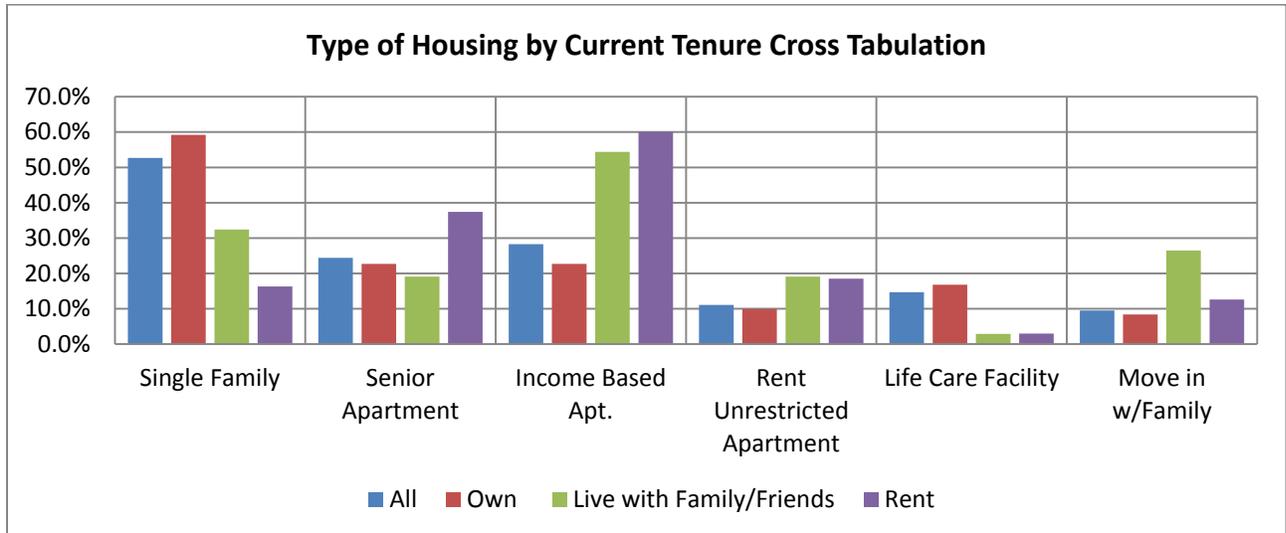
Age. The desire for single family housing declines with age, while demand for age-restricted senior apartments and life care facilities increase with age. Consistent with the results of the manager’s survey in Chapter 2, it is reasonable to expect most residents of senior housing facilities will be 75 years of age or older.

Figure 13. Housing Type Preference by Age Cross Tabulation



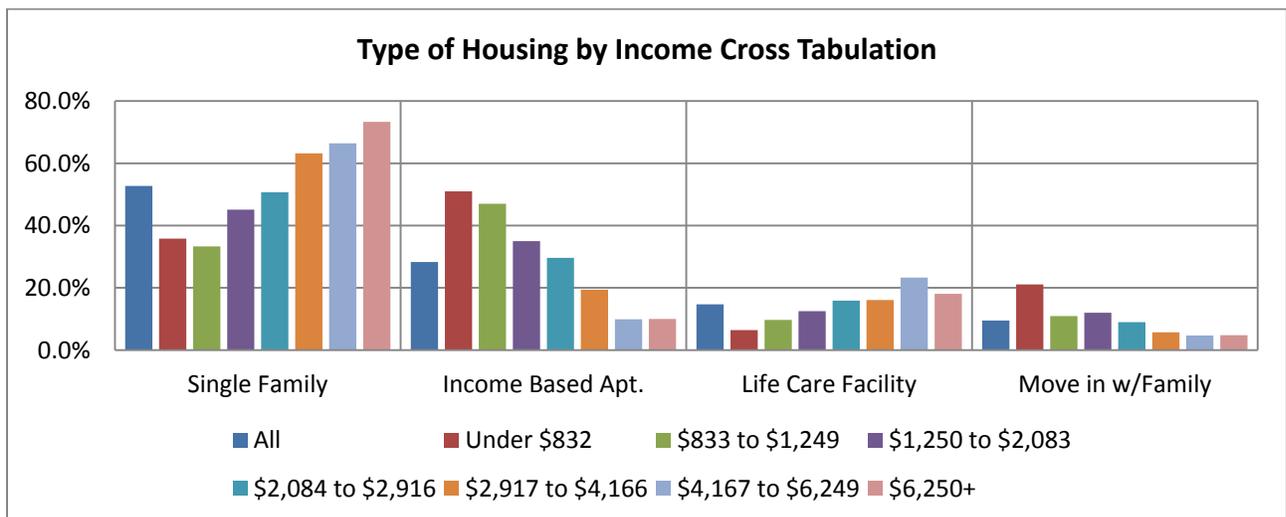
Tenure. Those who currently own their homes are more likely to consider single family homes, while renters and those who live with family are more likely to consider apartments. Life care facilities are much more desirable to owners than renters, likely due to income or wealth differences (see below).

Figure 14. Housing Type Preference by Current Tenure Cross Tabulation



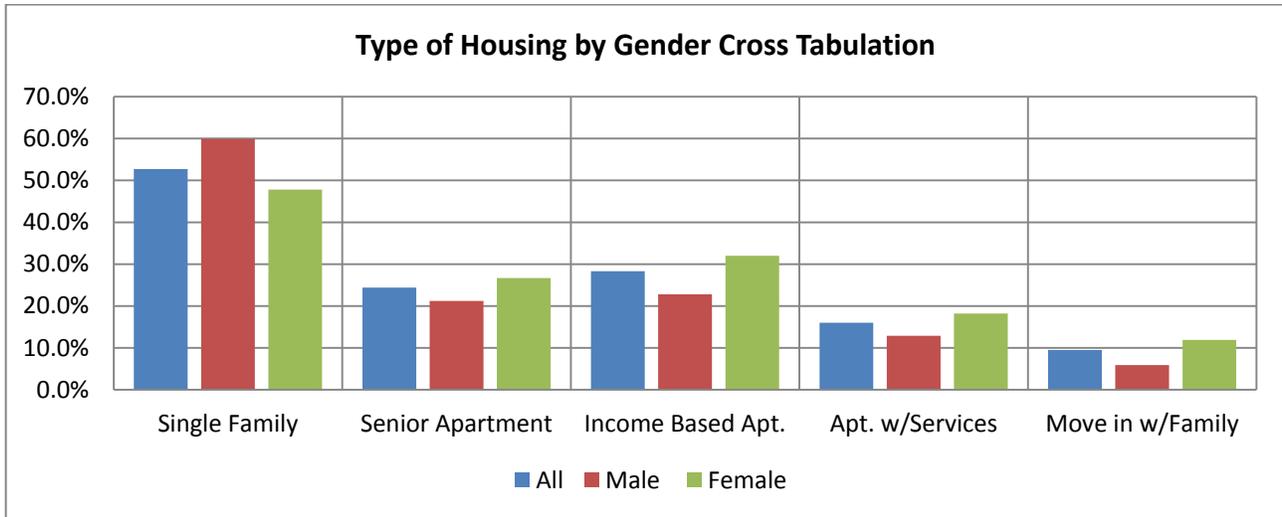
Income. Higher income households are more likely to desire single family houses or life care facilities, while lower income households are more likely to consider income based apartments or moving in with family.

Figure 15. Housing Type Preference by Monthly Income Cross Tabulation



Gender. Males prefer single family residences while females are more likely to consider apartment-style living arrangements.

Figure 16. Housing Type Preference by Gender Cross Tabulation



INTER-GENERATIONAL PREFERENCE

Table 43. Inter-Generational Housing Preference

Housing Type	Survey Percent
Multiple ages are present	61.6%
Only seniors (55 and older)	35.3%
Children are permitted	21.5%

Whether or not a senior prefers to live with other seniors or in inter-generational community provides senior housing providers with insight into whether or not future communities should be age restricted.

Respondents would consider living in an un-restricted community, but do not prefer children being permitted. About 1/3 of respondents would prefer an age-restricted community, which is consistent with the housing type data from earlier in this section.

Respondents may have checked more than one option.

SUMMARY

Market studies should quantify the number of households based on age and income that will consider a particular type of senior housing. The following factors are the most likely to influence a senior's propensity to move and what kind of housing they will seek.

- **Age is a critical factor that influences housing choice.** Seniors under 75 are unlikely to consider living in a senior housing facility.
- **Income is a critical factor that influences housing choice.** Income will determine what kind of housing is preferred. High income households with \$4,166 or more of monthly income will choose detached or life care facilities. Lower income households are more open to apartment-style senior housing. Households with incomes under \$2,083 are more likely to consider apartments, particularly apartments that are rent based on income.
- **Distance.** Seniors are most likely to move within 25 miles of their current residence. Those moving farther than 25 miles will likely do so to seek better weather in a different state, to move closer to family, or to move to a uniquely desirable continuing care retirement community (see Table 16 on page 66 for an explanation of distance moved to a CCRC).
- **Tenure.** Seniors that are renting or living with friends/family are much more likely to plan to move than those who own their home.
- **No longer being able to maintain a current residence.** Location and market study work should focus on identifying households that are no longer able to maintain a home, such as those who are older than 75 and/or those with acuity or mobility limitations.
- **Market qualification of households.** Generally, about 25% of qualified households will consider living in an apartment style senior housing development. Which one they choose will be based on amenities and rents that match their income level, so careful quantification of the pool of potential residents will be an important market study step.

D. Independent Living Facility Characteristics and Amenities

Now that we have examined the reasons why seniors might move to a new location, and what factors influence their choice of what kind of housing to seek, we can examine facility-level preferences. This section summarizes preferences for independent living facilities, and identifies the building features and community and neighborhood amenities that will be important when choosing their next home.

EXISTING RESIDENTS' PREFERENCES

First, we examine what influenced current senior housing residents to move to their current location. Survey respondents were also asked to indicate if their dwelling was located in a building or community intended primarily for people 55 years and older. **The majority (91.7%) of respondents indicated that they do not live in such a building or community.** Of 7% that reside in such a building or community, the majority (48.4%) live in an independent-living senior apartment building.

Those residents who already live in an independent living facility were then asked to identify factors that made them choose an independent living community. Note that residents in assisted living or nursing home properties may have been less likely to answer the survey due to physical limitations.

Table 44. Reasons Existing Senior Housing Residents Moved to Their Current Residence

Characteristic	% Identifying as Important
Ability to age in place without moving	45.0%
Home safety and accessibility features	43.9%
Location closer to family and friends	38.3%
Access to activities and services	36.7%
Reduced rent or rent based on income	35.6%
Assistance with home maintenance	27.8%
Access to community amenities and features	27.8%
Previous home not affordable	20.6%
Offers arranged transportation	13.9%

The table at left indicates that the ability to age in place without moving and safety and accessibility features are important reasons that attracted current senior housing residents. Location, activities, and rent were also cited as important by more than 1/3 of all respondents.

BEDROOMS

Table 45. Preferred Number of Bedrooms

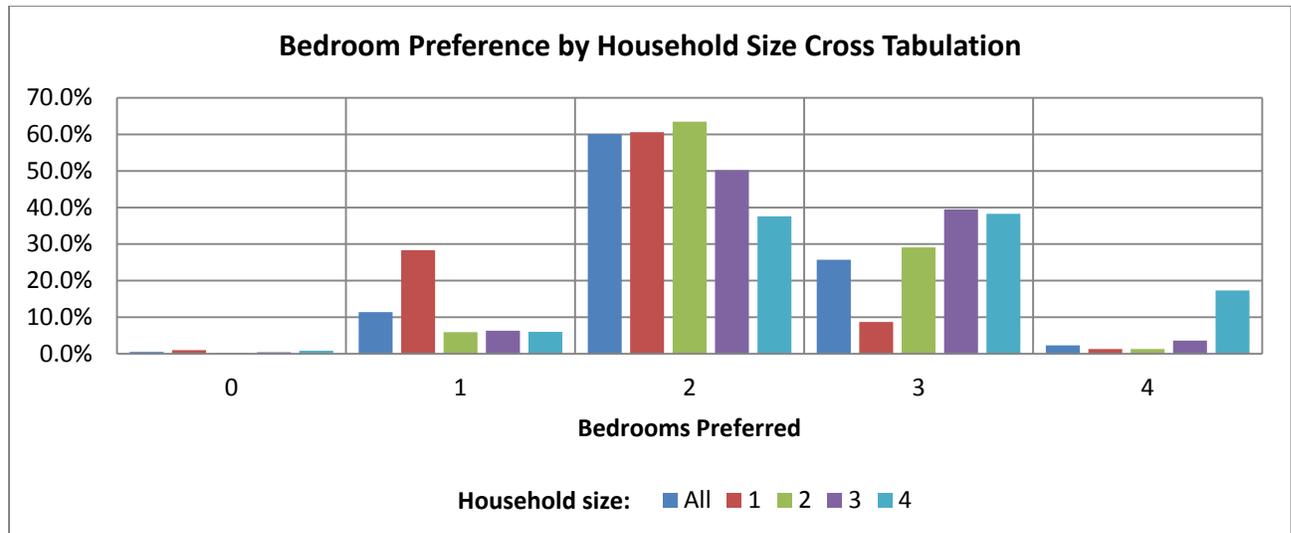
Number of Bedrooms	Percent
0 (studio)	.5%
1	11.4%
2	60.1%
3	25.7%
4	2.3%
Total:	100%

Respondents were asked how many bedrooms would be preferred in their next residence. The majority (60.1%) indicated they would prefer a home with two bedrooms followed by 25.7% indicating they would prefer three bedrooms. Less than 12% of respondents indicated that they would prefer a studio or a dwelling with only one bedroom. The responses to this question should give direction for the design and construction of new senior housing.

Bedroom Preference Cross Tabulation

There was a statistically significant relationship between household size and the number of bedrooms preferred. Not surprisingly, households preferred a number of bedrooms that was generally equal to or greater than their household size. The following chart indicates that:

Figure 17. Bedroom Preference by Household Size Cross Tabulation



- Among the different household sizes, one bedroom units are most desirable to one-person households. Yet only 30% of one-person households indicated a preference for a one bedroom unit, meaning that most one person households would prefer a 2 bedroom unit.
- Over 90% of two-person households would prefer a two or three bedroom unit.
- Three person households are split, with 50% preferring a 2 bedroom unit and 40% preferring a four bedroom unit.
- Four person households display the most varied demand, with about 40% preferring 2 bedroom units, 40% preferring 3 bedroom units, and 15% preferring a 4 bedroom unit.

SAFETY AND ACCESSIBILITY FEATURES

The availability of features that improve an apartment's safety and accessibility plays a role in where a senior may choose to rent a dwelling. Respondents were asked to rate each feature as not important, somewhat important, important, or extremely important.

The following Table 46 identifies those features deemed important. The table includes the percent of respondents indicating if the feature was important or extremely important, and a cumulative column that is the sum of important and extremely important responses.

The table is sorted in descending order according to the cumulative percentage, but it is very important to note that the column labeled "Extremely Important" is also perfectly ordered in descending fashion. Respondents indicating that the identified safety and accessibility features were important ranged in the 23% to 30% range across all responses, meaning that the difference in ranking is attributed entirely to those responding that a feature was extremely important. For this reason, it is more instructive to focus on the "Extremely Important" column and discount the important and cumulative columns in the following table.

Based on the extremely important column, it is apparent that:

- One-story units and bedrooms on the first floor are critical design features
- Minimal steps into the unit and bathroom grab bars are of secondary importance and should be incorporated into new facility design.
- Room for a caregiver is not an important feature.
- The remaining features less important for marketability to seniors.

Table 46. Important Safety and Accessibility Features

Feature ¹	Important	Extremely Important	Cumulative
Bedroom on 1 st Floor	23.2%	63.0%	83.2%
One-Story	23.6%	54.7%	78.3%
Minimal step up to get into house/apartment	29.0%	46.6%	75.6%
Grab bars in shower/around toilet	28.4%	43.7%	72.1%
Wide hallways and doorways	30.4%	33.2%	63.6%
Shower only (with seat or ability to roll in wheel chair)	27.9%	30.6%	58.5%
Personal emergency response system	26.6%	30.2%	56.8%
Bathroom large enough for a wheel chair	25.2%	28.0%	53.2%
Bathtub with a door to assist stepping in	24.1%	20.6%	44.7%
Room for a caregiver	14.5%	14.0%	28.5%

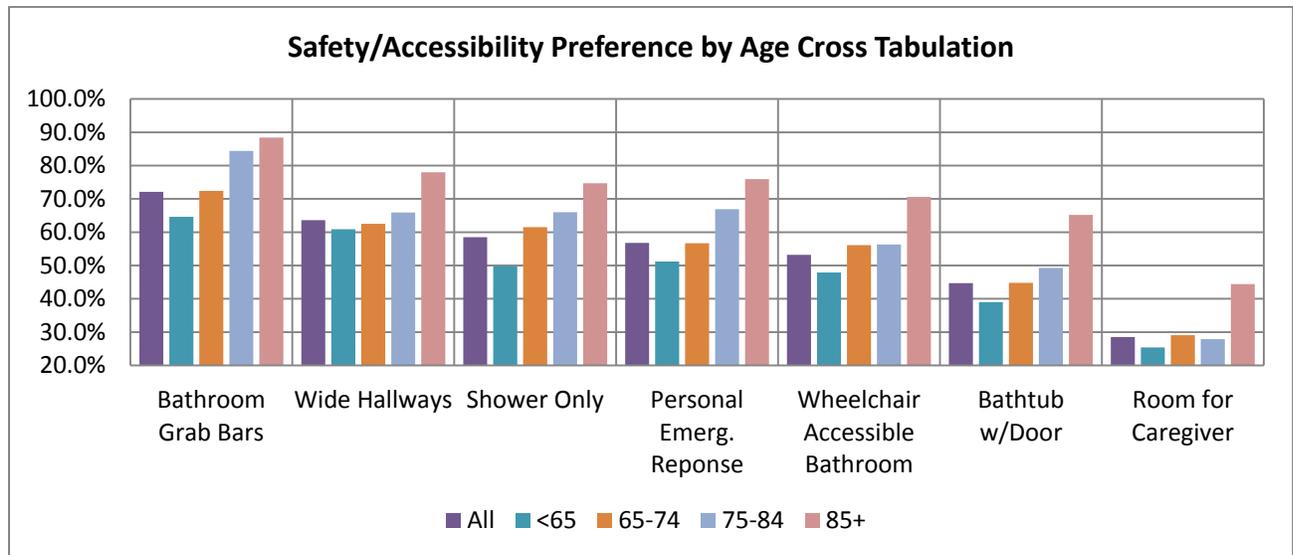
¹ See Appendix C for "other" features identified by respondents

Safety and Accessibility Cross Tabulations

The only cross tabulation with safety and accessibility features that showed a relationship was age. This makes intuitive sense as safety and accessibility features are primarily related to the effects of aging which all seniors experience, regardless of where they live, their income, or any of the other demographic factors.

Of the safety and accessibility features, there was no relationship to age cohort among the desirability of the 1st floor bedroom, one-story unit, and minimal step features and age cohort. Each of those features was consistently desired across all ages.

Figure 18. Safety and Accessibility Feature Preference by Age Cross Tabulation



- In general, the importance of safety and accessibility features increases with respondent age.
- There is a consistent demand spread of about 20% between the <65 and 85+ category.
- The demand among 85+ seniors is over 60% for all safety and accessibility features.
- Based on respondent demand from Table 46 and Figure 18, new senior housing facilities should incorporate all safety and accessibility features except for bathtubs with doors and caregiver accommodations. The exception may be rent based on income senior apartments, which appeal to the 65-74 age cohort. Rent-restricted facilities may not need all of the safety and accessibility features.

APARTMENT UNIT FEATURES

Features or amenities offered in a particular apartment affects where a senior may choose to reside in the future. Respondents were asked to rate each feature as not important, somewhat important, important, or extremely important.

The following Table 47 identifies those features deemed important. For purposes of determining the rank of features, extremely important and important responses were combined. Once again, the extremely important column nearly perfectly correlates with the ordering by cumulative importance, while the important column does not show a ready relationship to cumulative importance. 25% to 35% of respondents replied that each amenity was important, and so once again, the percent of respondents answering that an amenity is extremely important is more instructive.

Table 47. Important Apartment Unit Features

Feature	Important	Extremely Important	Cumulative
Laundry machines in apartment	26.1%	66.2%	92.3%
Energy efficient appliances	35.9%	49.8%	85.7%
Garage or carport parking	34.7%	47.6%	82.3%
Security system	31.1%	47.0%	78.1%
Private patio or balcony	35.1%	36.3%	71.4%
Dishwasher	26.5%	42.0%	68.5%
Additional storage	30.4%	35.6%	66.0%
High speed internet	30.4%	35.6%	66.0%
Walk-in closets	33.6%	32.1%	65.7%

Based on the extremely important column, it is apparent that:

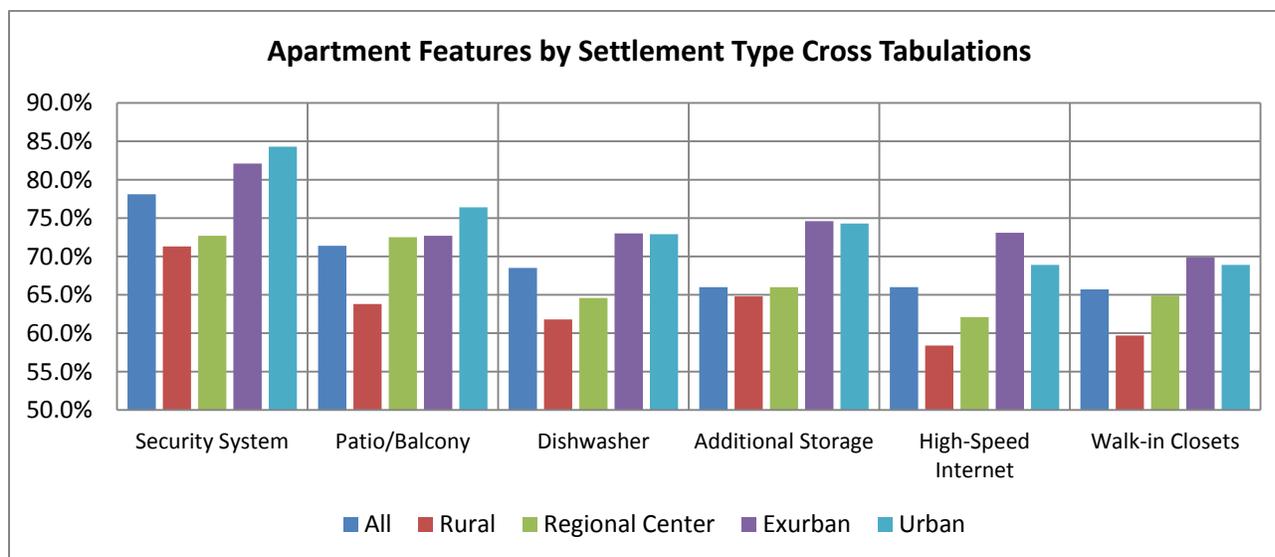
- Laundry machines in apartment units are the most important feature by a healthy margin.
- Energy efficient appliances, garage or carport parking, security systems, and dishwashers are extremely important to 40%-50% of respondents, enough that these should be mandatory for new senior housing facilities.
- The remaining features – private patio/balcony, additional storage, high-speed internet, and walk-in closets were extremely important to between 30%-36% of respondents, and important or extremely important to over 66% of respondents. It is possible that a new facility could be successful without one of the features in the following table, but missing two or more of the features would most likely have a negative impact on the desirability of the project.

Apartment Unit Features Crosstabulations

Apartment Unit Features by Settlement Type. When the apartment building features question was cross tabulated with settlement type (rural, regional center, exurban, urban), there were a few notable differences that are summarized in the following figure.

Note that laundry machines in the apartment, energy efficient appliances, and garage/carport parking displayed no notable difference in demand among settlement types and are not included in the following figure.

Figure 19. Important Apartment Features by Settlement Type Cross Tabulations

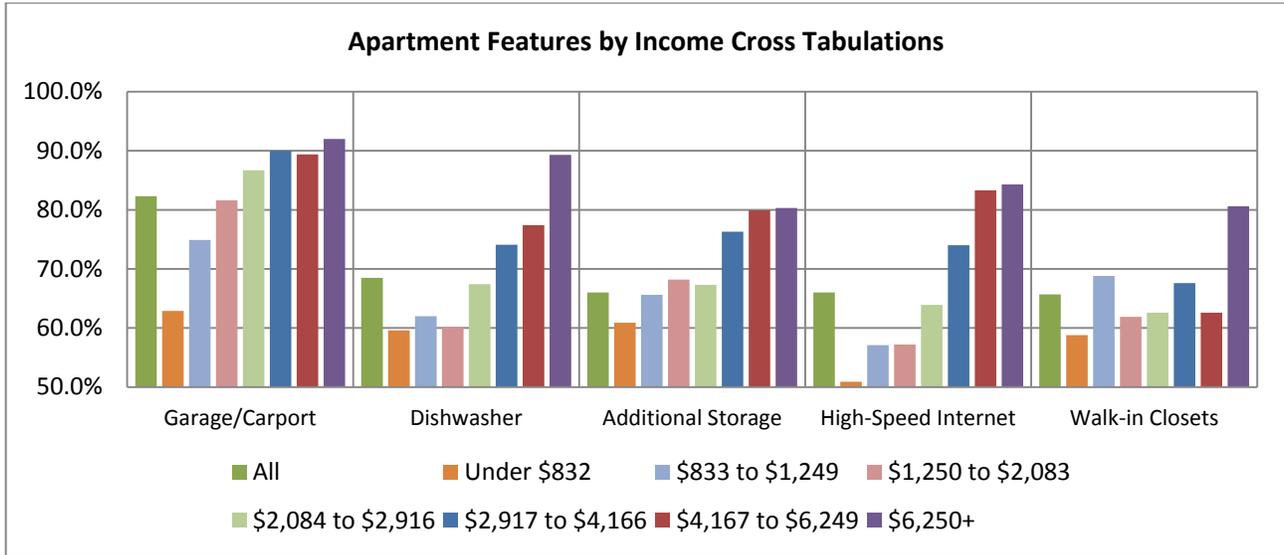


- Security systems are more important in urban and exurban areas (about 85%) than rural and regional center areas (about 70%).
- Patios/balconies are relatively less important to rural respondents than respondents from other settlement types.
- Dishwashers and additional storage are more important to exurban and urban respondents than rural or regional center respondents.
- High speed internet is most important to exurban respondents.
- Walk-in closets are more important to exurban and urban respondents.

Apartment Unit Features by Income. When the apartment building features question was cross tabulated with income group there were a few notable differences that are summarized in the following chart.

Note that laundry machines, energy efficient appliances, security systems, and private patio/balconies displayed no notable difference among income groups and are not included in the following figure.

Figure 20. Important Apartment Features by Monthly Income Cross Tabulations

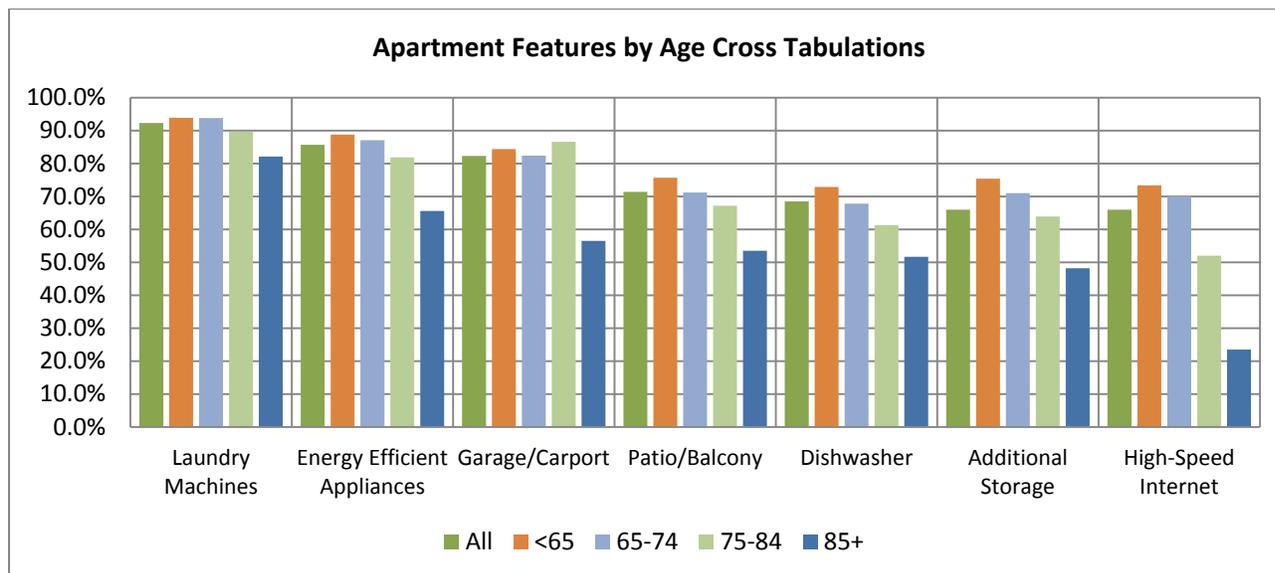


- Generally, there is an increasing demand for features with higher income.
- Garages are important to all income groups, but somewhat less important to the lowest two income groups.
- Dishwasher importance rises once incomes exceed \$2,084 a month.
- Additional storage and high-speed internet importance rises once incomes exceed \$2,917 a month.
- Walk in closets are more important to the highest income group.

Apartment Features by Age. When the apartment building features question was cross tabulated with age group there were a few notable differences that are summarized in the following figure.

Note that laundry security systems and walk-in closets displayed no notable difference among age groups and are not included in the following figure.

Figure 21. Important Apartment Features by Age Cross Tabulations



- Generally, there is an decreasing demand for features with higher age.
- The 85+ age group is notably different than the other age groups.
- There are smaller differences between the <65, 65-74, and 75-84 age groups.
- As most seniors will start to consider senior housing facilities around age 75, it will be important for independent living facilities to provide competitive facilities.
- The above figure indicates that there is less importance for apartment features in assisted living facilities that cater to the frail elderly which are generally older.

Apartment Features Cross Tabulations Conclusions. The above cross tabulation findings indicate that senior housing projects that are targeted to urban and exurban, and higher income groups will require a more extensive list of features than rural/regional center and lower income groups. However, it is important to note that even at lower demand levels, all of the features are still rated as being important by more than half of respondents in all demographic groups.

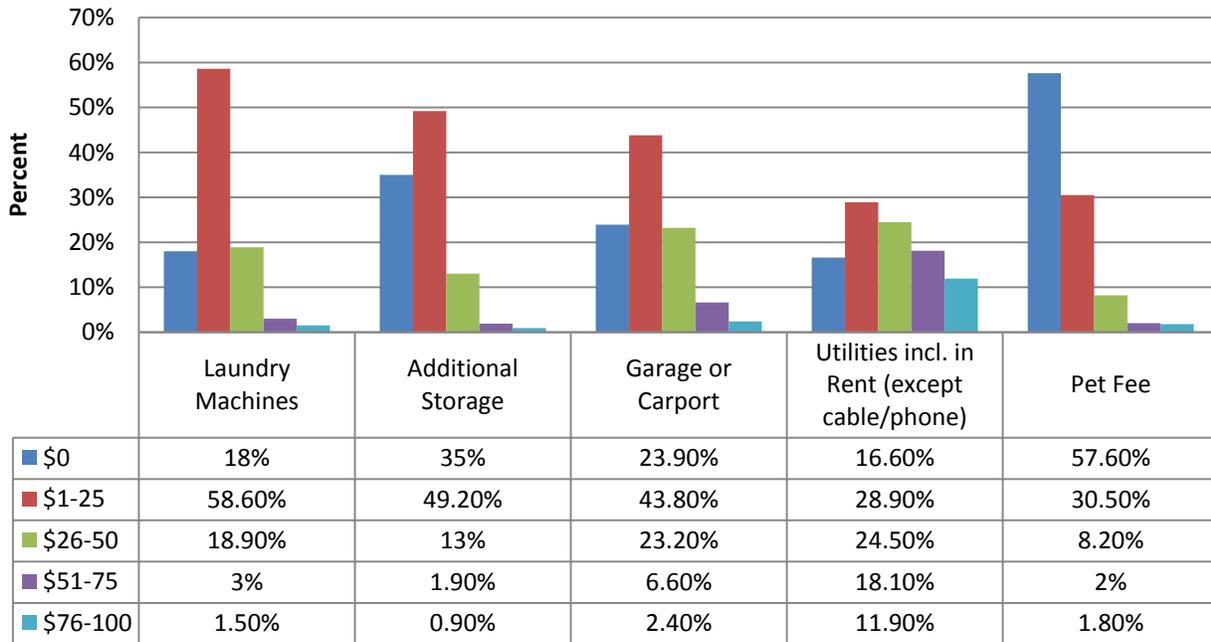
Value of Apartment Unit Features

To further analyze how important apartment features were to respondents they were asked to put a value on how much more per month would they be willing to pay for each feature.

The following table identifies the percentage of respondents and what they would be willing to pay for these features to be included in their apartment. Respondents consistently identified \$1-\$25 as the most likely amount they would be willing to pay for features if offered for an additional fee, with the exception of pets, which most respondents are not willing to pay for.

Respondents appeared to have the highest tolerance for payment surcharges of more than \$25 for utilities, which makes intuitive sense as the respondent would have to pay for utilities separately if not included in the rent.

Table 48. Value of Apartment Unit Features



COMMUNITY AMENITIES

Community amenities are features that are located within or on the same property as a senior housing facility outside of individual living units. These amenities are intended for communal use by all residents of the facility, and generally improve the quality of life for residents.

Respondents were asked to rate each feature as not important, somewhat important, important, or extremely important.

The following Table 49 identifies those features deemed important. For purposes of determining the rank of features, extremely important and important responses were combined. Unlike the apartment unit features (see the preceding section), there is a range within both the important and extremely important columns and so the following table is ordered according to the cumulative percentage column.

Many of the community amenities are substitutes for in-unit features – i.e. a common laundry vs. in-unit laundry machines, computer center vs. in-unit high-speed internet access. Whenever a communal facility is a substitute for an in-unit feature, the in-unit feature is rated as being of higher importance than the communal amenity. This indicates that the community amenities such as reading rooms, computer centers, common laundry, and the like should not be planned to replace in-unit features except where cost requirements dictate.

- The most important community amenities are those that have no analogous in-unit substitute such as walking paths/outdoor space, a central kitchen, and community or bus transportation. If community amenities are to be provided, those three amenities should be provided before any others.
- Of the remaining community amenities, pets being allowed can be considered the next most important. While it is important to only 43% of respondents, it is extremely important to 25% of respondents. For a senior with a pet, the ability to bring their pet to a new place of residence could be a must-have amenity.
- Computer centers and mini-movie theatres did not rate very important, and are likely not necessary except in the most full-featured of senior housing facilities.

Table 49. Important Community Amenities

Feature ¹	Important	Extremely Important	Cumulative
Walking paths/outdoor space	37.6%	35.8%	73.4%
Central kitchen/dining area	36.8%	22.9%	69.7%
Community or bus transportation	35.0%	30.7%	65.7%
Common laundry facility	30.8%	19.1%	49.9%
Library/reading room/TV lounge	29.6%	15.0%	44.6%
Pets allowed	18.0%	25.0%	43.0%
Clubs & activities	28.6%	14.3%	42.9%
Computer center	22.6%	10.7%	33.3%
Mini-movie theatre	15.7%	5.6%	21.3%

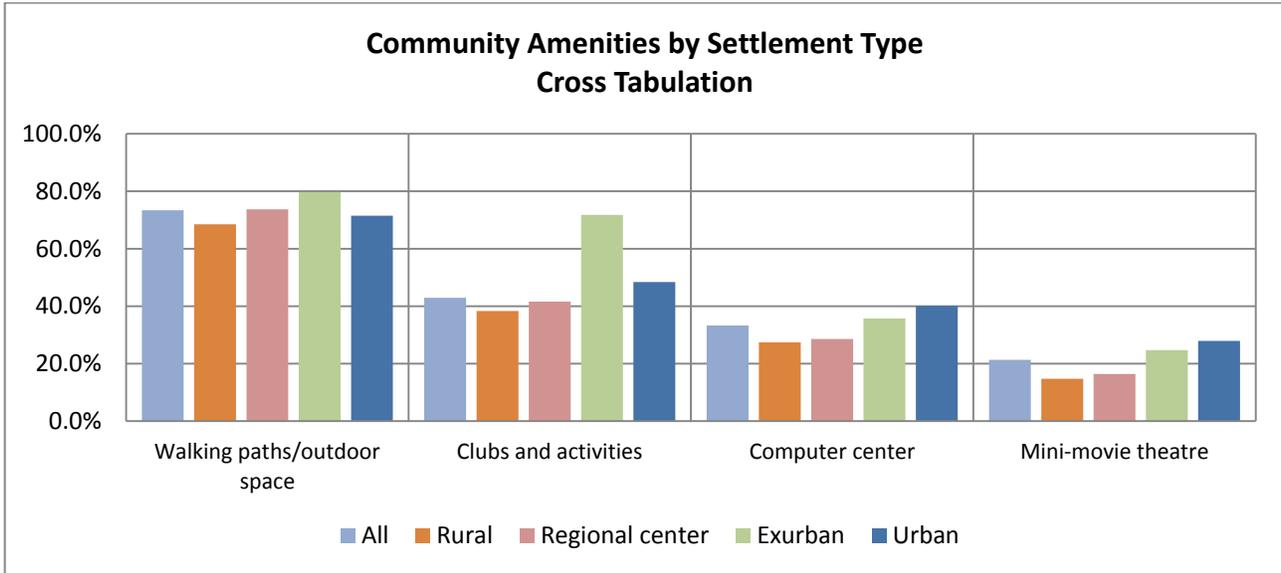
See Appendix E for “other” amenities identified by respondents.

Community Amenities Cross Tabulations

The importance of community amenities across all demographic groups is remarkably consistent, with just a few notable exceptions:

Settlement Type. There were four community amenities that showed a significant relationship between respondent’s settlement type and preference:

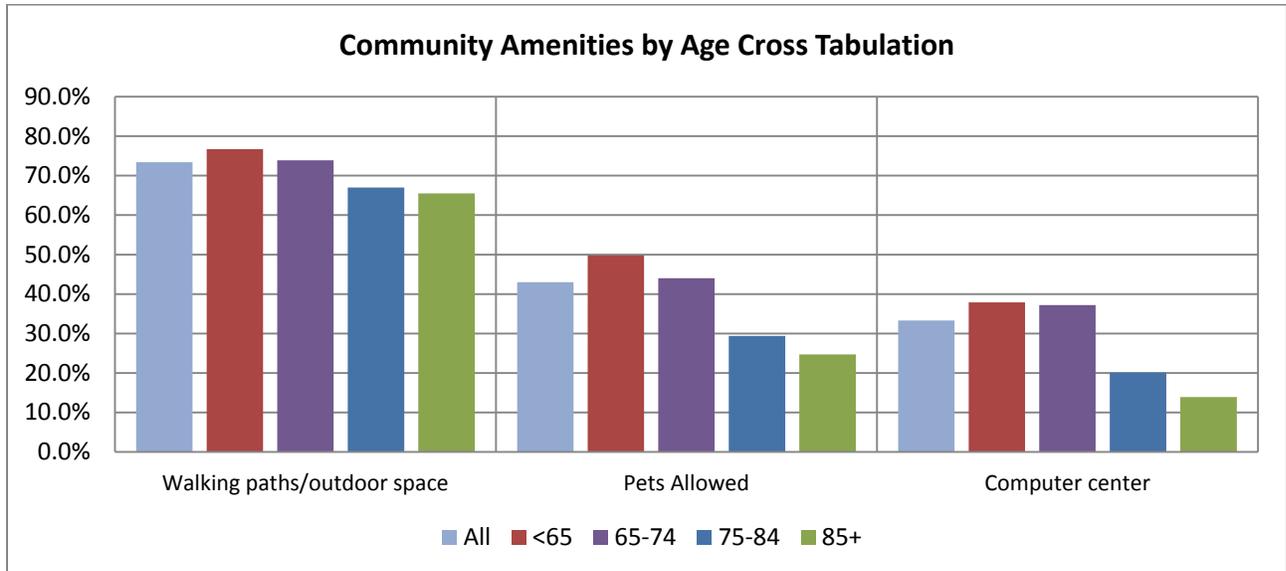
Figure 22. Importance of Community Amenities by Settlement Type Cross Tabulation



- Walking paths are more important to exurban respondents.
- Clubs and activities are important to over 70% of all exurban respondents, compared to about 40% of rural and regional center respondents and slightly less than 50% of urban respondents. We can only speculate about the reasons for this result, but it does highlight an important consideration for facilities in exurban areas.
- Computer centers and mini-movie theatres, while not very important overall, are more important to exurban and urban residents. Facilities in exurban and urban areas may want to consider incorporating these kinds of amenities.

Age. There were three community amenities that showed a significant relationship between respondent's age and preference:

Figure 23. Importance of Community Amenities by Age Type Cross Tabulation



- Walking paths are more important to younger seniors.
- The ability to keep pets decreases with age. Half of respondents younger than 65 find it important to keep pets, while just 25% of those older than 85 find it important.
- Computer centers are more important to younger seniors. This may be a function of younger seniors being more comfortable with computers than the older cohorts, and this feature may increase in importance as the current younger senior cohort ages.

NEIGHBORHOOD FEATURES

Neighborhood features are located within the same neighborhood as the senior housing facility, and serve all residents of the neighborhood. These neighborhood features generally take two forms – features that serve “needs of living” and features that do not serve needs of living but do offer “quality of life benefits.” Grocery stores, pharmacies, and medical care are needs of living, while parks, restaurants, and the like offer quality of life benefits.

Respondents were asked to rate each feature as not important, somewhat important, important, or extremely important. The following Table 50 identifies those features deemed important. For purposes of determining the rank of features, extremely important and important responses were combined. Like the apartment unit features results, all neighborhood features were rated as being “important” by a similar percentage of respondents. Therefore, the difference in ratings in the table is attributable to the percent of respondents rating each feature as being “extremely important.”

Notable conclusions from the table include:

- Grocery stores and pharmacies were rated as being “extremely important” by over half of respondents. Over 93% of the respondents rated grocery stores “important” or “extremely important.” The corresponding figure for pharmacies was 85.9%. Medical services and hospitals were slightly less “extremely important,” but nearly equally “important” overall. **Proximity to grocery stores, pharmacies, medical services, and hospitals should be weighted in senior housing policy decisions.** This finding is not surprising, as these four services are necessities of living for seniors.
- Proximity to churches and restaurants is desirable, being extremely important to about 1/3 and important to about 2/3 of all respondents. Proximity to these features should not be a requirement for senior housing facilities, but facilities that are located close to churches and restaurants should be given preference.
- Parks, fitness facilities, and libraries were rated as being extremely important by less than 20% of respondents. Proximity to these features would likely benefit a senior housing facility, but such proximity may not need to be given priority in senior housing location or funding decisions.
- “Proximity” to neighborhood features will depend on the place-type in which the senior housing facility is proposed. It is possible for a senior housing facility to be located within walking distance of several neighborhood features in an urban or regional center context, a few features in an exurban context, and no features in a rural context. The definition of “proximate” will have to be adjusted on a case-by-case basis, but a potential rule of thumb would be to define proximity as being located within a 5 to 10 minute travel time via walking, transit, or community bus. Travel time equalizes for distance, as one can travel farther in the same amount of time in less developed areas when compared to busier, denser areas.

Table 50. Important Neighborhood Features

Feature	Important	Extremely Important	Cumulative
Grocery stores	36.5%	57.0%	93.5%
Pharmacies	34.9%	51.0%	85.9%
Medical services	39.6%	45.5%	85.1%
Hospital	40.4%	42.6%	83.0%
Churches/places of worship	34.1%	36.8%	70.9%
Restaurants	38.8%	29.7%	68.5%
Parks and other outdoor recreation	38.7%	19.9%	57.6%
Fitness facility or similar	32.7%	17.7%	50.4%
Library (public)	31.7%	17.7%	49.4%

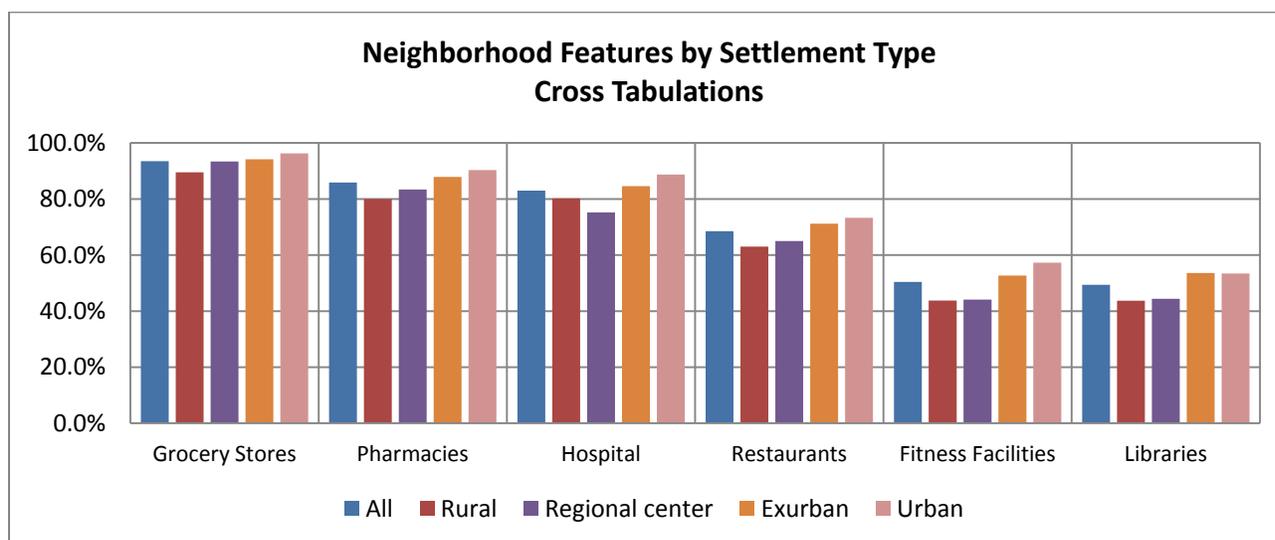
Neighborhood Features Cross Tabulations

The importance of neighborhood features is remarkably consistent across all demographic groups, with just a few notable exceptions:

Settlement type. The following figure shows the importance given to neighborhood amenities by respondents from different settlement types.

Note that there was no significant difference in demand for medical services, places of worship, or parks and recreation among respondents from different settlement types.

Figure 24. Importance of Neighborhood Features by Settlement Type Cross Tabulation



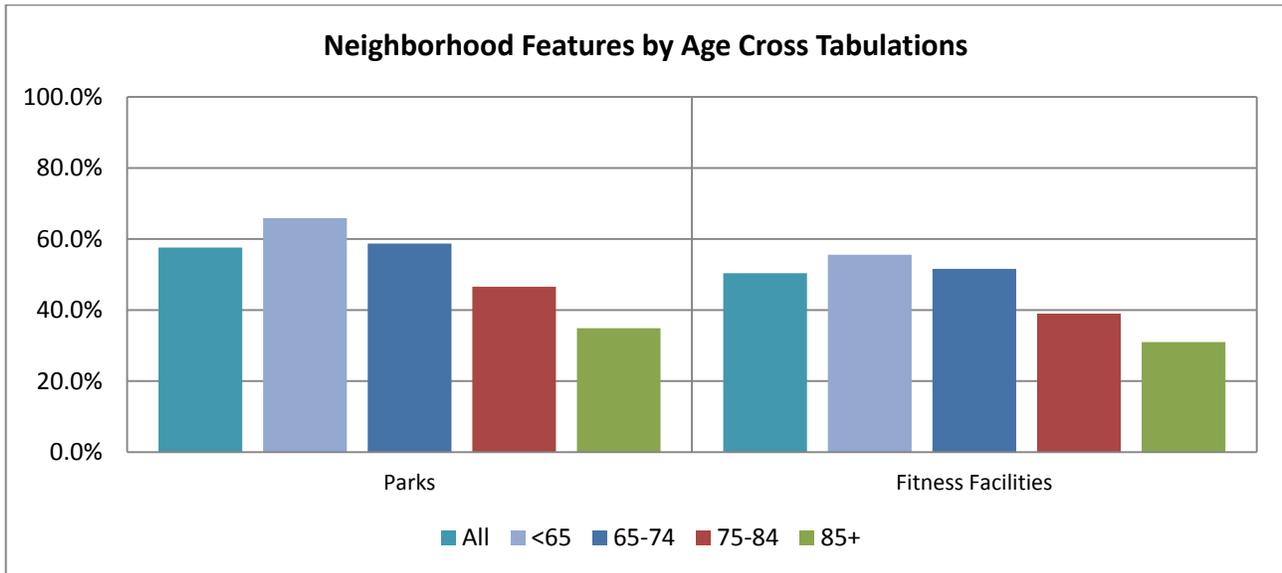
- Demand for neighborhood amenities generally increases along the rural-urban continuum, with urban residents typically having about a 10% greater preference for neighborhood amenities than rural residents.
- The differences, while statistically significant, are not particularly large or divergent from the overall averages. The cross tabulation may support a marginally lower neighborhood amenity standard or importance in rural areas, where such neighborhood amenities may be sparse and separated, making proximity to more than a few neighborhood amenities difficult. Still, senior facilities in rural areas would benefit from being located as close as possible to concentrations of neighborhood features.

Age. There are two significant relationships between age and importance of neighborhood features:

- Parks and recreation are more important to younger seniors.
- Fitness facilities are more important to younger seniors.

The importance of parks and physical fitness to younger seniors could be related to generally better health among younger seniors, but it also could be related to a generational preference for health and physical fitness among Baby Boomers. It will be interesting to see if current younger seniors' zeal for physical fitness and recreation persists as they age.

Figure 25. Importance of Neighborhood Features by Age Cross Tabulation



E. Assisted Living Preferences

The survey posed a series of questions regarding the reasons a respondent would consider moving into an assisted living facility. The following is an analysis of those results.

REASONS TO MOVE INTO ASSISTED LIVING

Table 51. Reasons One Might Move to an Assisted Living Building

Reason	Percent
No longer able to live independently ¹	76.5%
I would not consider assisted living	9.8%
Knowledge that I could purchase services	7.9%
If my children wanted me to	2.9%
To live in a building with a manager present	1.6%
Total:	100%

Respondents were asked to identify what the main reason they might choose to move into an assisted living apartment building as opposed to living in an independent apartment building.

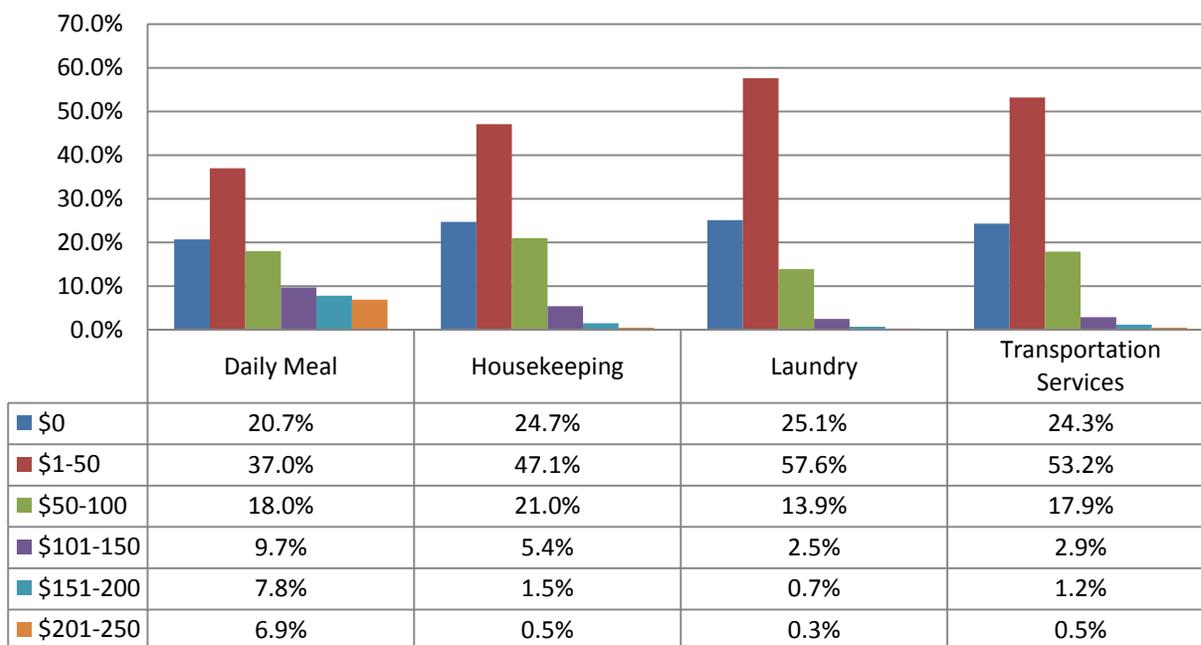
The table at left makes abundantly clear that being unable to live independently is the primary reason that respondents would choose assisted living.

1 9.6% of those who responded to this question selected multiple answers. Only the first of those was recorded.

VALUE OF ASSISTED LIVING BUILDING FEATURES

Respondents were asked to identify how much they would be willing to pay monthly, in addition to their base rent, for the features identified below.

Table 52. Value of Assisted Living Building Features



Note: Several respondents wrote in the margins of the survey that they had no idea what these services typically cost, they had no need for these services, or they had no basis to judge the value of such services.

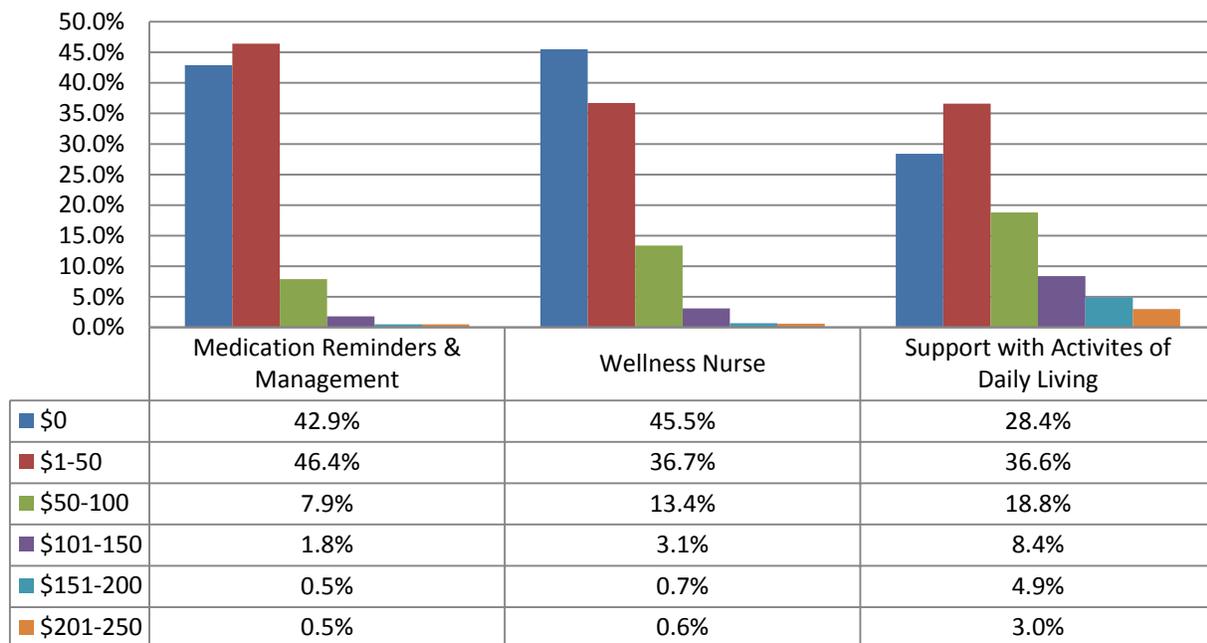
6. Senior Housing Survey

- About 75% of respondents indicated that they would be willing to pay for housekeeping, laundry, and transportation services, with about half of respondents willing to pay between \$1 and \$25 for each service.
- Almost 80% of respondents indicated a willingness to pay some amount for daily meal service. 25% of respondents indicated that they would pay more than \$100 a month for meal service, while 55% would pay between \$1 and \$100 dollars.
- Meal service was the only building feature that a reasonably large percentage of respondents would pay more than \$100 for.

VALUE OF ASSISTED LIVING BUILDING PERSONAL CARE SERVICES

Respondents were asked to identify how much they would be willing to pay monthly, in addition to their base rent, for the features identified below.

Table 53. Value of Assisted Living Building Personal Care Services



- A high percentage of respondents indicated they would be unwilling to spend anything for the services indicated, suggesting that many respondents have the expectation that such services would be included in the base rent.
- Among those who would pay extra for medication reminders or management and wellness nurse services, most would pay a minimal amount, \$1-\$50 per month.
- Survey respondents indicated a greater willingness to pay for support with activities of daily living. About a third of respondents would pay \$1-\$50, while another third would pay more than \$50 a month for such services.
- The survey results may reflect a lack of knowledge by respondents about the actual costs of services.

RENT AND SERVICE PAYMENT PREFERENCE

Table 54. Assisted Living Rent and Service Payment Preference

Preference	Percent
Add services as needs increase	41.9%
Pay based upon income	34.7%
Have rent and services be bundled	14.1%
Pay for rent and services separately	9.3%
Total:	100%

Respondents were asked to indicate their preference regarding payment of rent and services in assisted living facilities. Two out of five respondents would prefer to add services as needs increase, indicating a demand for independent living initially with the option to add in necessary assisted living services when/if the need arises. This model exists for some independent living and congregate facilities and by definition all CCRC facilities.

Another third of respondents would prefer to pay for assisted living services based on their income.

Only 14% of respondents would prefer rent and services to be bundled together, as is sometimes the case with market-rate assisted living facilities.

SUMMARY

The survey results suggest that two pricing models are likely for assisted living facilities, with the pricing model being tied to the type of facility:

- **Independent with Services** facilities (including independent and CCRC facilities) should use the a-la-carte payment for services model, as this model will allow seniors to customize their level of service(s) to their own individual needs and ability to pay. This is a better model for facilities where seniors will be expected to have longer terms of residence and where they will age in place. These additional fee-based services can help to overcome the reason why a large majority of residents would move to assisted living, that being the inability to live independently (see Table 51 and Table 54).

The implications of having very frail seniors in the same building as more independent seniors may have implications on the marketability and desirability of the facility for more independent seniors. This point warrants further research.

- **Assisted Living Facilities** would appear to be best served by offering a program that allows residents to add services as needs increase, or to offer a program that relates payment to income. Only 14.1% would like rent and services bundled. Notwithstanding these observations, there is a low tolerance for individual feature pricing, with the majority of respondents being willing to pay \$50 or less for each service included in the survey.