



FOR RELEASE:

Mather LifeWays Announces CCRC Survey Results

Results Inform Industry on Bright Future for Continuing Care Retirement Communities

Evanston, Ill. (January 2, 2012) – Mather LifeWays, Brecht Associates, Inc. and Ziegler are announcing results of a national survey to adult children with family members living in continuing care retirement communities (CCRCs) which asked what they are planning for in their own retirement lifestyle and health needs. This is the first-ever national study of family members of CCRC residents.

With medical and health advancements increasing life expectancies and the emphasis on health and wellness promoting active lifestyles, it is projected that 20 to 25% of one's life will be in active retirement years. The future older adult population will be better educated, healthier, and more discerning consumers. What will the next generation of older adults desire for their own retirement, and how can the senior living industry best prepare to provide those needs?

Hoping to answer that question and more, the survey, which was conducted between March and June of 2011, represents 221 CCRCs, and more than 65,000 residents in 49 states. Results from nearly 3,700 respondents included responses of adult children of residents living in independent living, assisted living, skilled nursing and memory care environments. Eight in ten respondents are baby boomers, married, college graduates, living in single-family homes, and in 'very good/excellent' health.

"This study is important in providing key information that will help the industry in planning for the future," said Mather LifeWays CEO and President, Mary Leary. "The results are overwhelmingly positive, with 74% of respondents stating that they themselves are interested in living at a CCRC in the future and that they would recommend CCRCs to others because of their family members' positive experiences."

The survey consisted of 49 questions focusing on the following key areas:

- Opinions about the community in which their family member lives;
- Plans about one's own retirement and future housing plans;
- Interests and preferences for a CCRC lifestyle;
- Programs, services, amenities, and long-term care contract preferences; and,
- Choices regarding housing options to meet future needs

Key findings show the following factors as most important to respondents in their decision making about moving to a CCRC: cost and value of the community, reputation of the owner, location, services and amenities, and availability of onsite health care if needed. Compared to a single-family home, the majority feel that a CCRC lifestyle would offer greater opportunities for personal safety, socialization, maintenance of a healthy lifestyle, and a number of other attributes emphasizing the value of a CCRC.

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“Providing insight from those who know the CCRC product well, this study was both timely and relevant to Ziegler as a leader in senior living capital markets and finance,” states Dan Hermann, Senior Managing Director/Head of Investment Banking, Ziegler. “The survey offers an encouraging endorsement of the CCRC lifestyle and its attractiveness to the ‘next generation’ of residents.”

The proof is in the pudding regarding the eventual decisions of family members of those currently residing in CCRCs, but the findings also indicate that there are tremendous opportunities now for industry professionals to educate consumers unfamiliar with the CCRC product and lifestyle.

“This forward-looking research provides CCRC operators and investors alike with key insights into the critical factors for increasing market penetration rates and driving the absorption of units among senior housing’s future resident population,” stated Robert Kramer, Founder and President, National Investment Center.

For a copy of the report please visit:

<http://www.nxtbook.com/nxtbooks/mather/finalreport2011/>

For more information, call 1 (888) 722.6468 or e-mail Kathryn Brod, Vice President of Senior Living Strategic Initiatives, Mather LifeWays, kbrod@matherlifeways.com

The three partnering organizations who conducted the survey:

Mather LifeWays (Evanston, IL) – Mather LifeWays Institute on Aging, the research and education arm of Mather LifeWays, a 70-year-old, non-denominational, not-for-profit organization whose mission is to create Ways to Age WellSM. The Institute on Aging serves as a thought leader in the field of aging by designing and conducting national applied research, pilot demonstration projects, and education initiatives.

Brecht Associates, Inc. (Philadelphia, PA) – Brecht Associates, Inc. (BAI) is celebrating 20 years of helping clients in the senior living industry better understand their markets and the customers they serve. BAI conducts market feasibility studies, competitive analyses and market positioning, focus groups, trends audits, strategic planning and other related services including board and staff training and civic engagement coaching.

Ziegler (Chicago, IL) – Ziegler is the nation’s lead underwriter of financing for non-profit senior living providers. Ziegler serves its clients through comprehensive services that include investment banking, financial risk management, mergers and acquisition services, investment management, seed capital, FHA-mortgage banking, capital and strategic planning, senior living research, education, and communication.

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