# IMAGES THAT MATTER REPORT

ProMatura

30th ANNIVERSARY

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# Thank You

**ASHA and ProMatura wish to thank Senior Star for their generous sponsorship support of the Messages that Matter research project.**

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# EXECUTIVE SUMMARY
# IMAGES THAT MATTER REPORT

From 2018 through 2020, ProMatura gathered opinions and preferences for images depicting aspects of residential communities with services from 613 **Prospects** looking for an age-qualified residential communities for themselves, and 629 **Influencers** who were typically family members of prospective residents considering a move to a residential community. **Prospects** were age- and income-qualified households on a list purchased from Dynata. ProMatura contacted the households and asked their likelihood of moving from their home in the next five years. Those who were very likely, likely, or who might move in the next five years and would consider moving to a retirement community were invited to complete the images preferences survey.

**Images Rated as Necessary or Very Necessary to be in Marketing Materials by at Least 75% of Prospects or Influencers.**

➢ Community buildings, 79% of both **Prospects** and **Influencers** (page 13).

➢ Outdoor spaces surrounding the buildings - 87% of **Prospects** and 81% of **Influencers** (page 14).

➢ Interiors of apartments or homes - 95% of **Prospects** and 90% of **Influencers** (page 16).

➢ Interior common areas such as library, dining venue, fitness center, etc.; 89% **Prospects** and 87% **Influencers** (page 17).

➢ Outdoor common spaces such as walking trails, athletic courts, gardens, water features, etc.; 84% **Prospects** and 80% **Influencers** (page 21).

**Preferred Images –Show People Being Active or Productive.**

A majority of both **Prospects** (60%) and **Influencers** (67%) wanted to see images of couples instead of a single female or a single male.

When shown images of a small group of two, three, or four people, 68% of **Prospects** and 67% of **Influencers** chose the image of four people. **Prospects** want to see what life would be like living in the community and many are moving so that they can be with people.

**Prospects** preferred images of residents being active, such as standing around someone playing a piano and enjoying an adult beverage, walking outdoors, swimming, playing pool, or playing cards and enjoying a beer, and were less likely to prefer an image of three women sitting on a couch laughing together or three men sitting outdoors and talking. Show people doing something besides sitting and smiling at the camera.

An image of a man reading a newspaper in a library was a highly rated image among Prospects (40%) particularly among those who liked the presence of the library and those who enjoy reading. And, an image of a woman making a necklace was liked most by Influencers (30%) because it represented arts and crafts and activities.

Avoid images of people just sitting, even if they are smiling and talking. Show people being active, productive or doing something purposeful.

**Preferences for Staff Clothing Among Prospects and Influencers**

Both **Prospects** and **Influencers** were divided almost evenly across the three different outfits modelled by the same person. Those who preferred the image of the staff member in scrubs (31% **Prospects**, 36% **Influencers**) those who preferred her dressed in a t-shirt and jeans (38% vs 32%), and those who preferred a blouse and skirt (31% vs 32%).

**Images of Staff Interacting with Prospects and Influencers**

The majority of both **Prospects** and **Influencers** preferred the image that showed the staff member and resident at equal heights. Thus, the image of a staff member and resident sitting facing each other and talking, (66% **Prospects**, 58% **Influencers**) was preferred more than an image with the staff member standing and the resident sitting (19% and 29%, respectively), as well as the staff member sitting and the resident standing (14%). Show Residents and Staff Members balanced in their roles.

**Prospects** preferred the image of a staff member checking the heartrate of a resident. **Influencers** preferred an image of a staff member assisting the resident with her medication.

**Information Desired by Prospects and Influencers**

Both groups preferred to receive a detailed list of care services provided at the community (45% **Prospects**, 33% **Influencers**); and photos of staff members providing care and a detailed list of care services provided (46% **Prospects**, 53% **Influencers**).
Participants were asked to identify which of five items of information:
1. Photos of model apartments
2. Photos of current residents' apartments,
3. Photos of empty apartments without furniture or decorations;
4. Floorplans of apartments, they wanted to see about a private apartments, or
5. Any of the items of information.

**Prospects** (36%) and **Influencers** (27%) were fine with any of the items of information. A larger proportion of **Prospects** (29%) than **Influencers** (16%) wanted to see floorplans of apartments.

**Images of People in an Apartment**

**Prospects** (62%) and **Influencers** (54%) preferred seeing a kitchen in a private residence without a person in it. Some of the comments said a person wasn't needed in the kitchen. 351 respondents selected the image without someone in the kitchen and 235 selected the kitchen with a person in it.

**Images of People in Communal Areas**

Seventy-eight percent of the **Prospects** and 79% of the **Influencers** preferred the lobby showing people in it. And, there was a slight preference to see the fitness center image with people in it (54% **Prospects** and 63% **Influencers**). Similarly both **Prospects** (66%) and **Influencers** (72%) preferred seeing people in the physical therapy room. Respondents who desire to be with other people, were more likely to choose the image with people.

**Photos of an Apartment vs Video of An Apartment**

**Prospects** and **Influencers** were essentially the same, half of each group preferred the photo and half preferred the video of the apartment.

**Images Desired of Apartments**

More than 90% of both **Prospects** and **Influencers** said it was necessary to see images of the interiors of apartments or homes in marketing materials. They are interested in seeing floorplans and photos of either model apartments or current residents' apartments.

# CHAPTER 1.
# INTRODUCTION AND RESEARCH METHOD

**Introduction**

The American Seniors Housing Association initiated "Messages that Matter" a multi-faceted study of the perception and impact of the media, messages (topics), terminology, labels, jargon, and imaging on attitudes, acceptance, and purchase decisions of people (**Prospects** and/or **Influencers** such as a spouse or adult children) who are exploring the lovely residential communities that include a host of customized convenience, entertainment, educational, supportive and personal services. These communities are labeled relative to the amount of support provided to the individual: independent living, assisted living, and/or memory care services.

**Goals**

The goal of this research effort was to achieve better and more effective communication with prospective and current customers, the general public, legislative bodies, and the professional referral market. The Messages that Matter task force members agreed that the language, jargon, and images presented in marketing materials for residential communities with services are often ageist, focus too heavily on care and communal living, and do not recognize individual differences, lifestyle of each person, and the opportunities for quality of life.

The language and jargon are entrenched, but we, as an industry, need to eradicate the institutional cloud that hangs over us from skilled nursing, and our penchant to over-communicate about the care and services provided and not the quality of life lived. These age-qualified, service-enriched residential communities promote living longer better.

**Objectives**

1. Learn the impact of the many elements employed in marketing, advertising, and educational efforts of the industry by using examples and controlling their presentation to the test subjects.
2. Identify similarities and differences in the respondent groups relative to their perceptions of the marketing, advertising, and educational components.
3. Determine if there are better ways to describe and present the residential communities represented by the members of the American Senior Housing Association.

**Survey Respondents**

There were two groups of survey respondents: those who provided information about themselves (**Prospects**), and those who provided information about their family member or friend who (**Influencers**).

**Prospects** were individuals looking at the retirement housing options and were considering them for themselves, while **Influencers** were looking for or with another person, such as a parent or sibling.

In total, 629 **Prospects** and 613 **Influencers** participated in the images study. Within each group, a minimum of 200 completed surveys obtained for respondents in each of the following income segments: $35,000-$49,999, $50,000-$74,999, and $75,000+.

### Exhibit 1. Number of Prospects Who Participated

| Survey | Sample Source | Respondents | |
|---|---|---|---|
| | | **Prospects** | **Influencers** |
| Images Study | Purchased List 2 | 629 | 613 |
| **Total** | | **629** | **613** |

**Influencer provided information about the Prospect.**

**All information in the report labelled "Influencer" is about the Prospect**

Total respondents: 613

Average age: 80

**Influencer**

**Prospect**

**Prospect provided information about herself or himself**

Total respondents: 629

Average age: 76
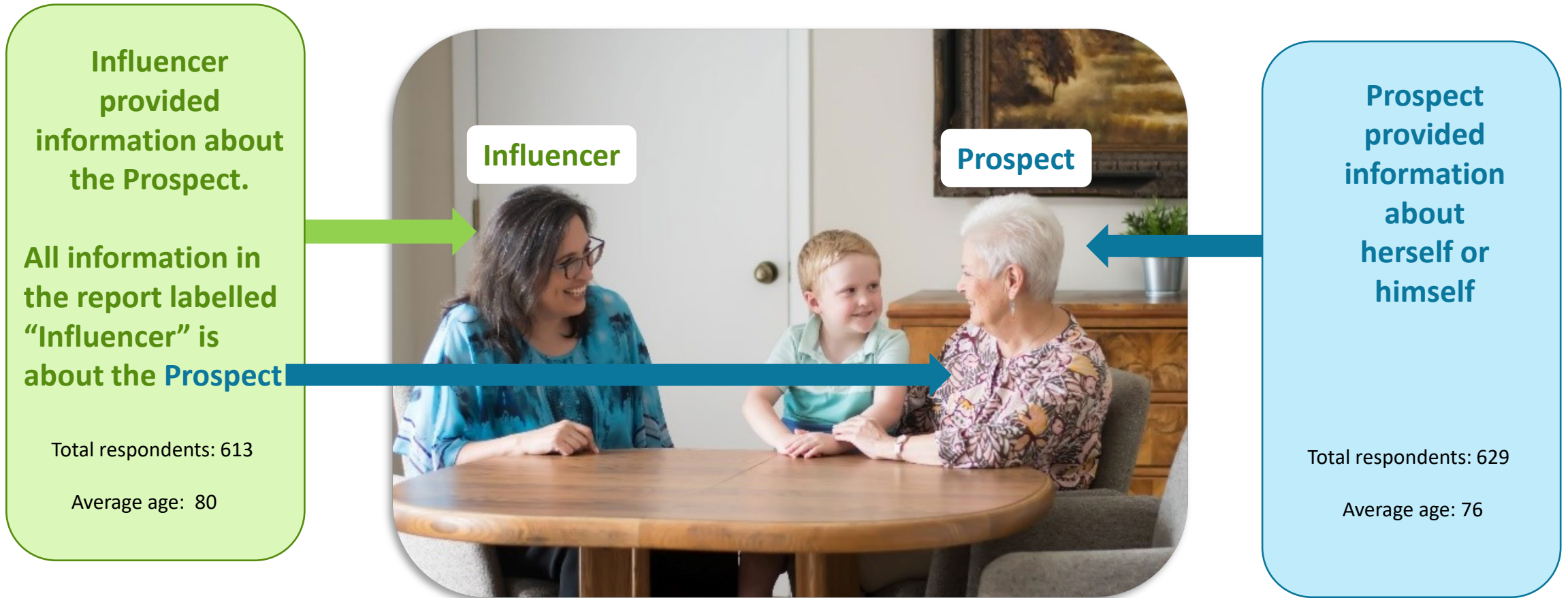
# CHAPTER 2.
# NECESSITY OF IMAGES IN MARKETING MATERIALS

# NECESSITY OF IMAGES
# IN MARKETING MATERIALS

Seventy-nine percent of both **Prospects** and **Influencers** rated having images depicting exteriors of the buildings in marketing materials necessary or absolutely necessary.

**Exhibit 2. Necessity of Images Depicting Exteriors of the Building(s) in Marketing Materials by Respondent Group (not sig.)**
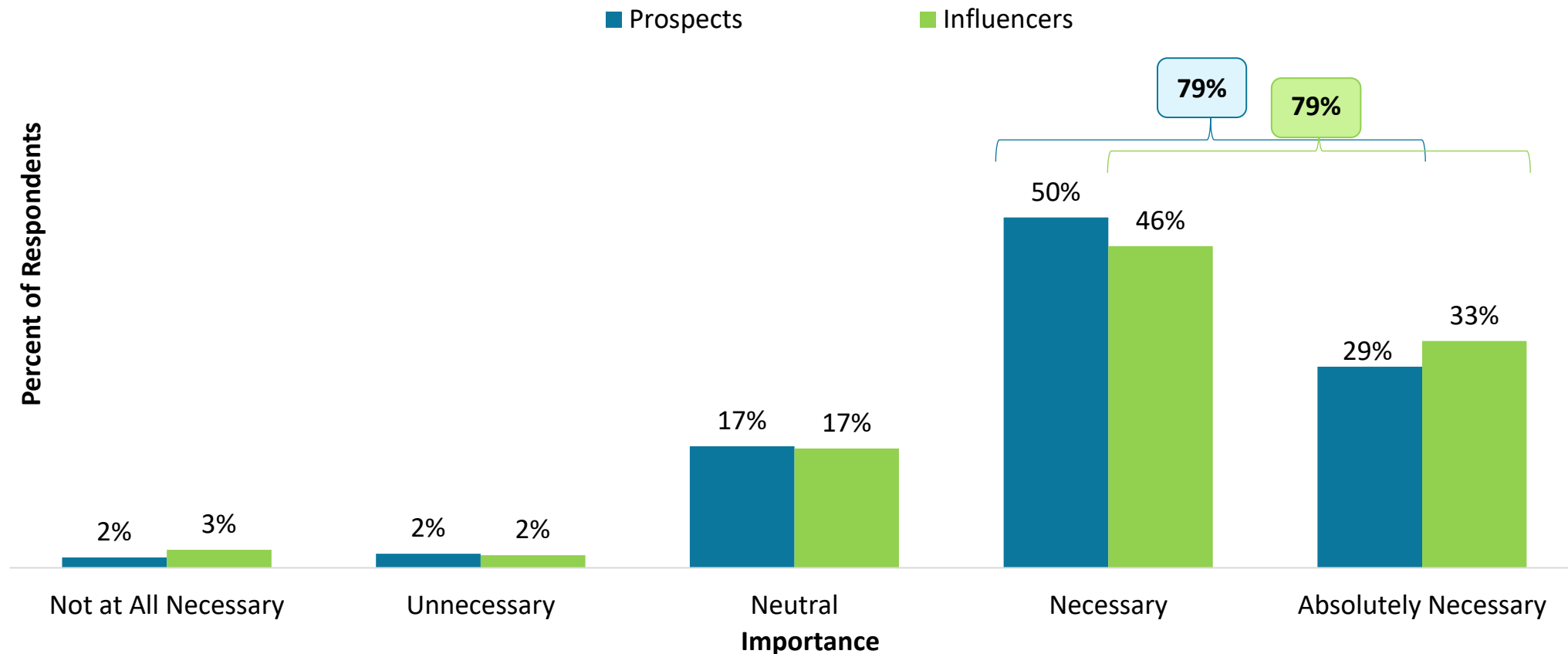
Eighty-seven percent of **Prospects** and 81% **Influencers** thought it necessary or absolutely necessary to have images of outdoor spaces in marketing materials. Seeing the outdoor spaces was slightly more important to the prospective residents than their family members. Getting out of the building and into sunshine and fresh air has been a consistent important opportunity desired by residences over decades of research of consumers. Walking trails are one of the most desired amenities.

**Exhibit 3. Necessity of Images Depicting Outdoor Spaces Surrounding the Building(s) in Marketing Materials by Respondent Group (p<.005)**



15
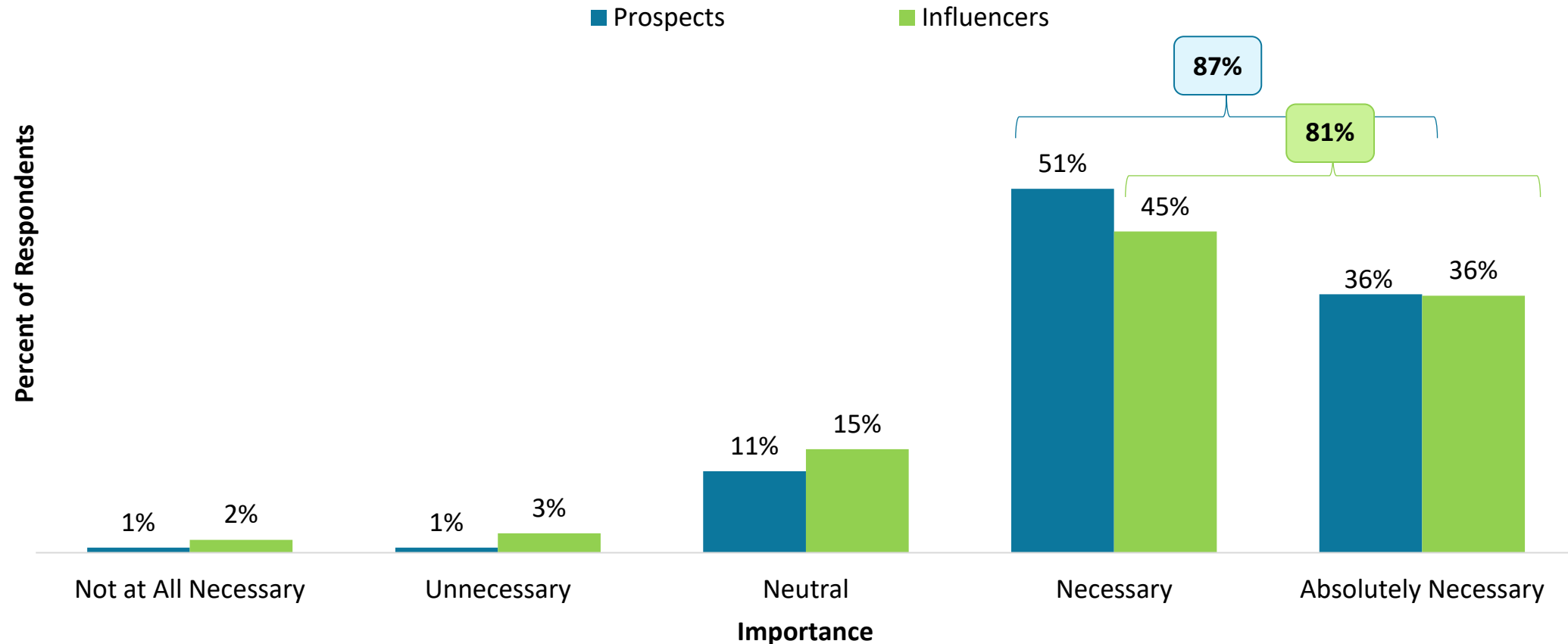
**Prospects** (84%) and **Influencers** (80%) rated the necessity of having images in marketing materials depicting outdoor common spaces (e.g., walking trails, athletic courts, gardens, water features, etc.) as necessary or absolutely necessary. Show people in the outdoor spaces enjoying themselves.

**Exhibit 4. Necessity of Images of Outdoor Common Spaces in Marketing Materials**



16
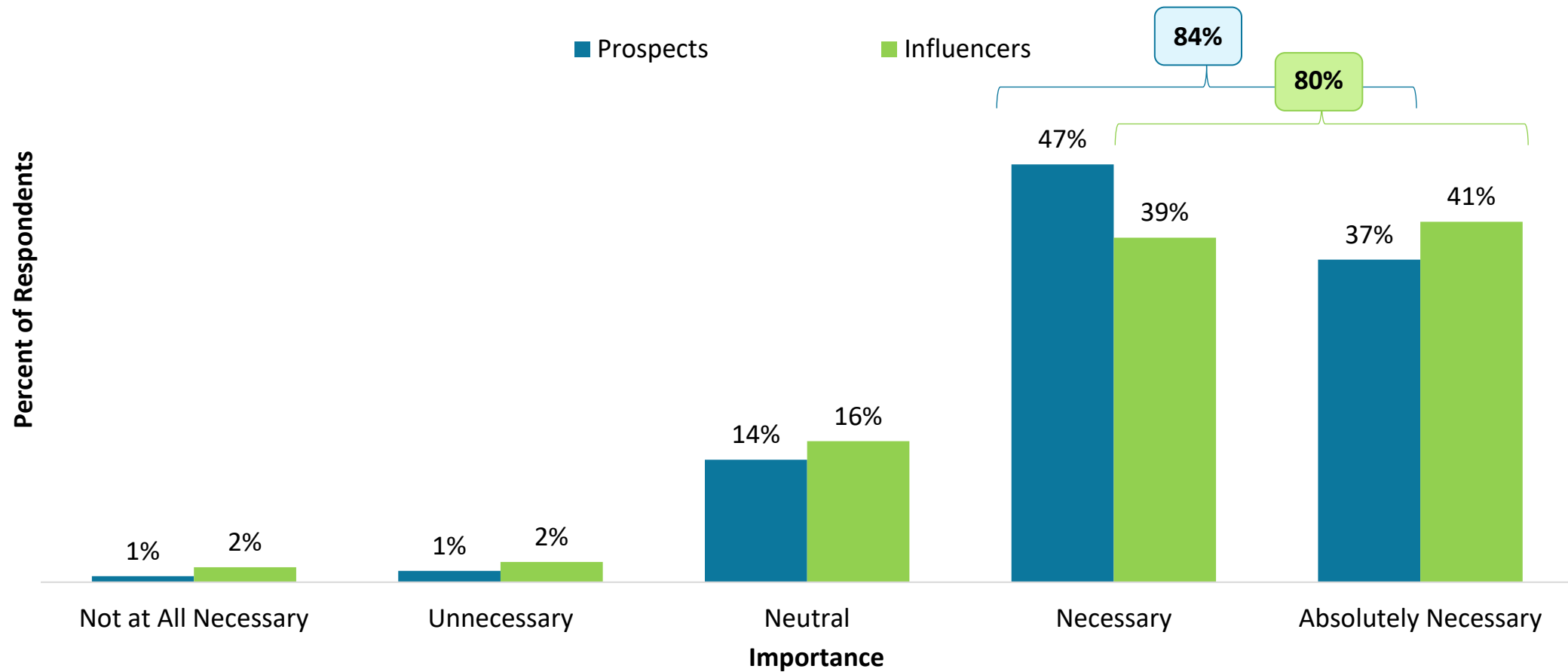
Ninety-five percent of **Prospects** and 90% of **Influencers** rated the necessity of having images depicting interiors of apartments/homes in marketing materials as necessary or absolutely necessary. **Prospects** want to assess if this new residence can feel like home. Do they have the space they need to bring their belongings. What is important for each prospect is different. Some want wall space for photos or art, another may have a massive collection of books they cannot part with. All need the space and flexibility to make their residence feel like home.

**Exhibit 5. Necessity of Images Depicting Interiors of Apartments/Homes in Marketing Materials by Respondent Group (p<.005)**

# NECESSITY OF COMMON SPACE IMAGES IN MARKETING MATERIALS
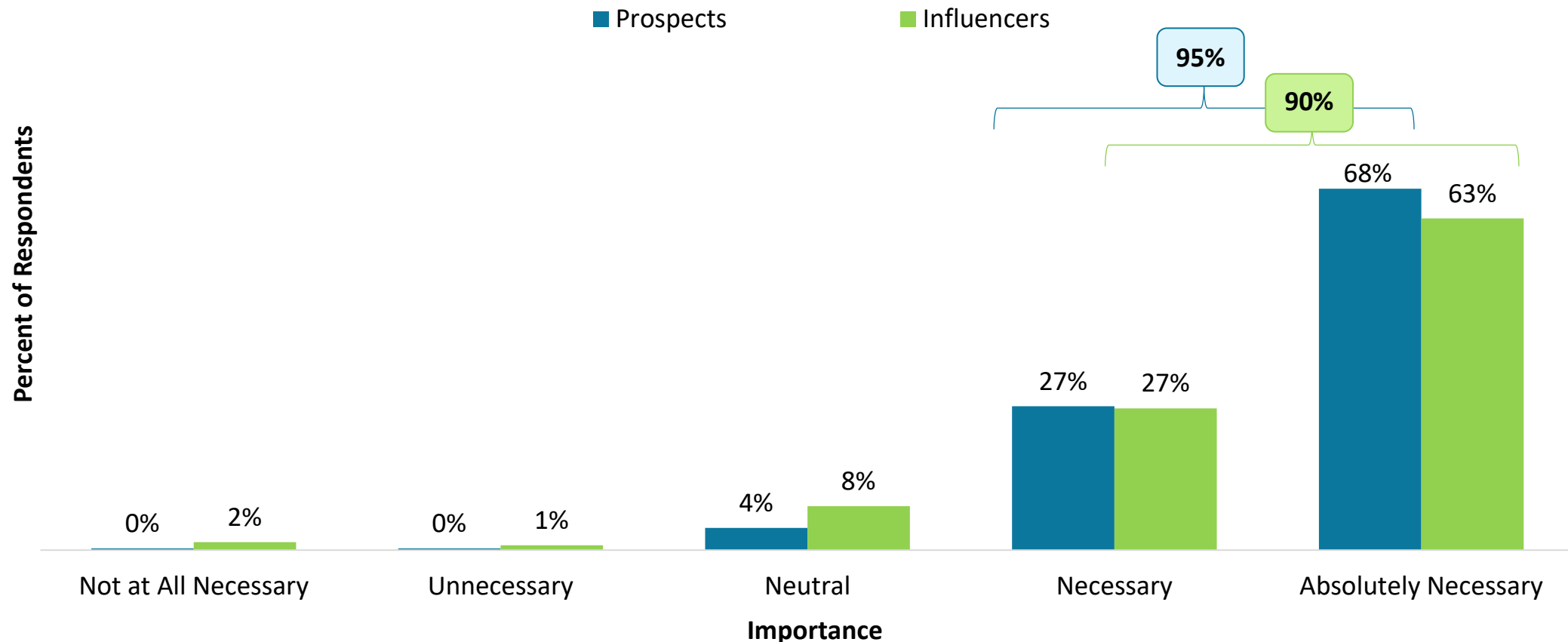
Almost equal proportions of **Prospects** (89%) and **Influencers** (87%) rated having images of interior common areas in marketing materials areas as necessary or absolutely necessary.

**Exhibit 6. Necessity of Images Depicting Interior Common Spaces (e.g., Library, Dining Venues, Meeting Rooms, Fitness Center) in Marketing Materials by Respondent Group (not sig.)**

■ Prospects    ■ Influencers

**89%**    **87%**

| Importance | Prospects | Influencers |
|---|---|---|
| Not at All Necessary | 1% | 1% |
| Unnecessary | 1% | 2% |
| Neutral | 10% | 10% |
| Necessary | 40% | 35% |
| Absolutely Necessary | 49% | 52% |

*Percent of Respondents*
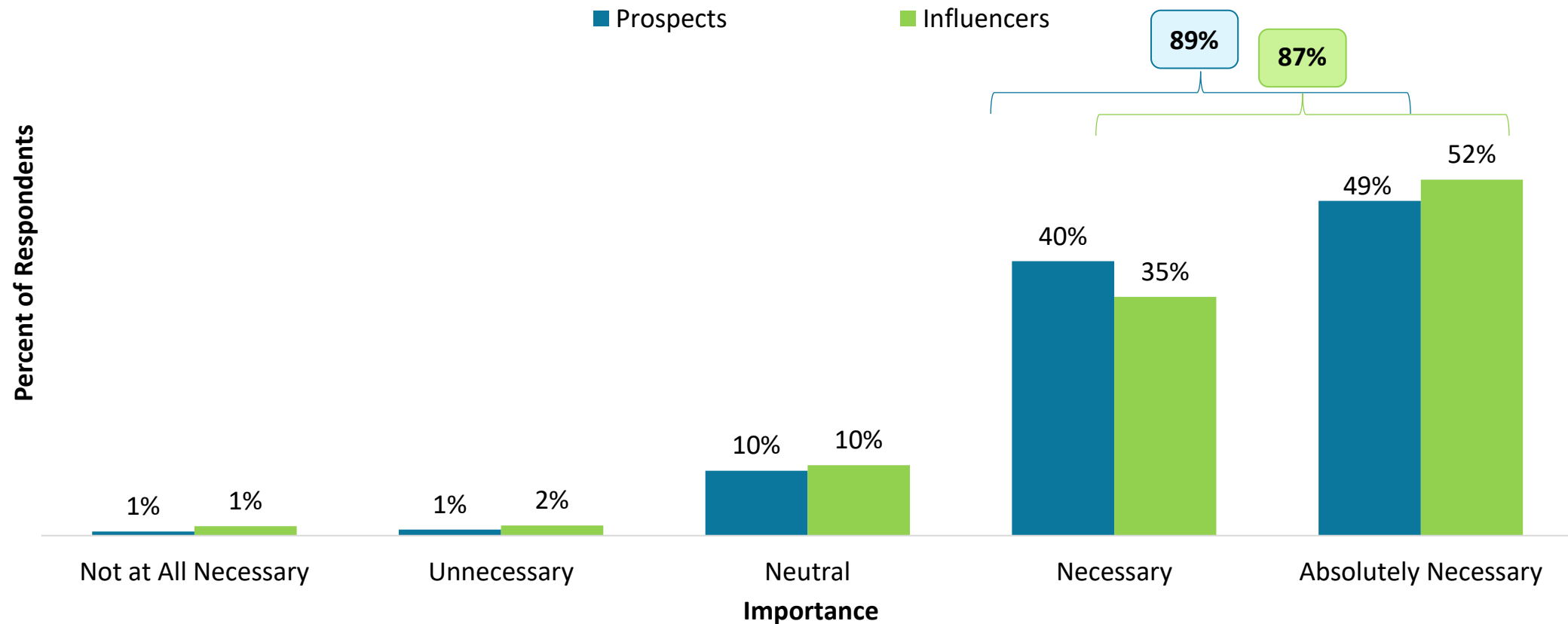
More **Influencers** (61%) than **Prospects** (47%) thought it necessary or absolutely necessary to have images of the leadership team of the community in marketing materials.

**Exhibit 7. Necessity of Images Depicting the Leadership Team in Marketing Materials by Respondent Group (p<.001)**
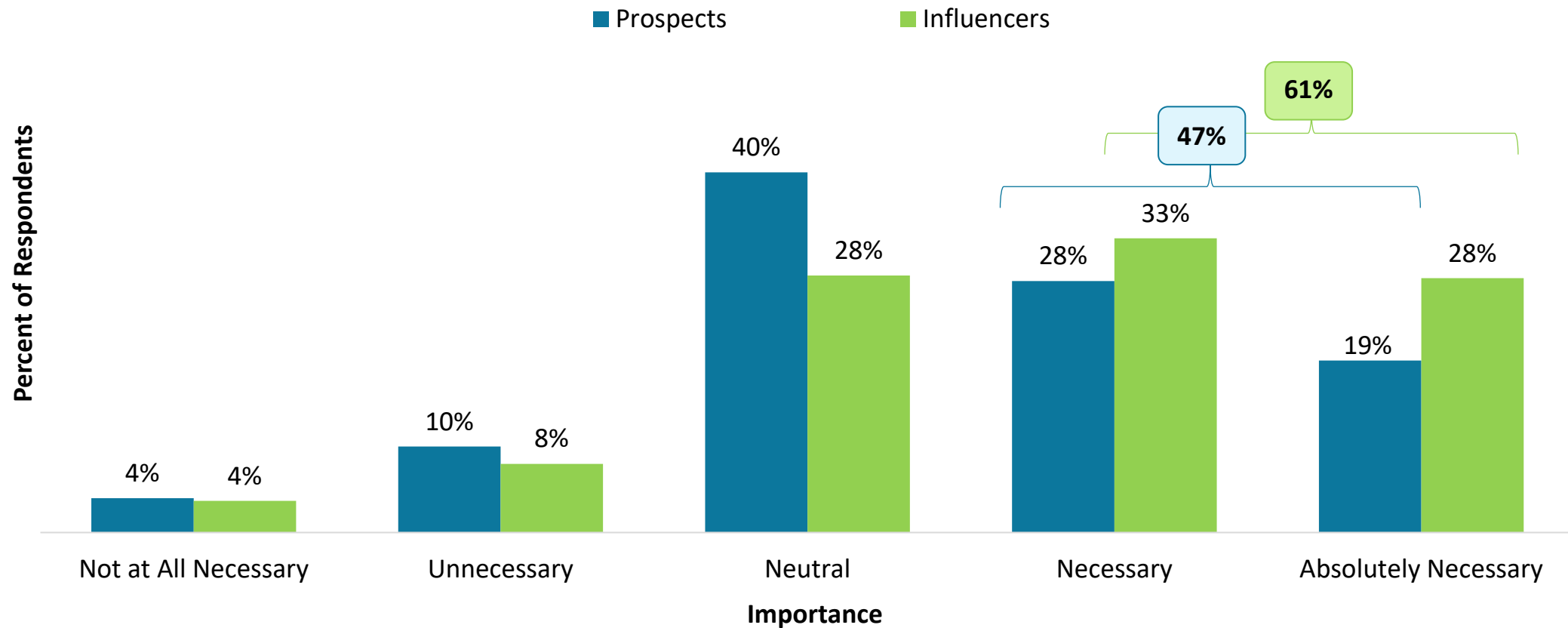
Two-thirds of **Influencers** and 56% of **Prospects** thought it necessary or absolutely necessary to have images of residents participating in activities in marketing materials.

**Exhibit 8. Necessity of Images Depicting Residents Participating in Activities/Events in Marketing Materials by Respondent Group (p<.001)**



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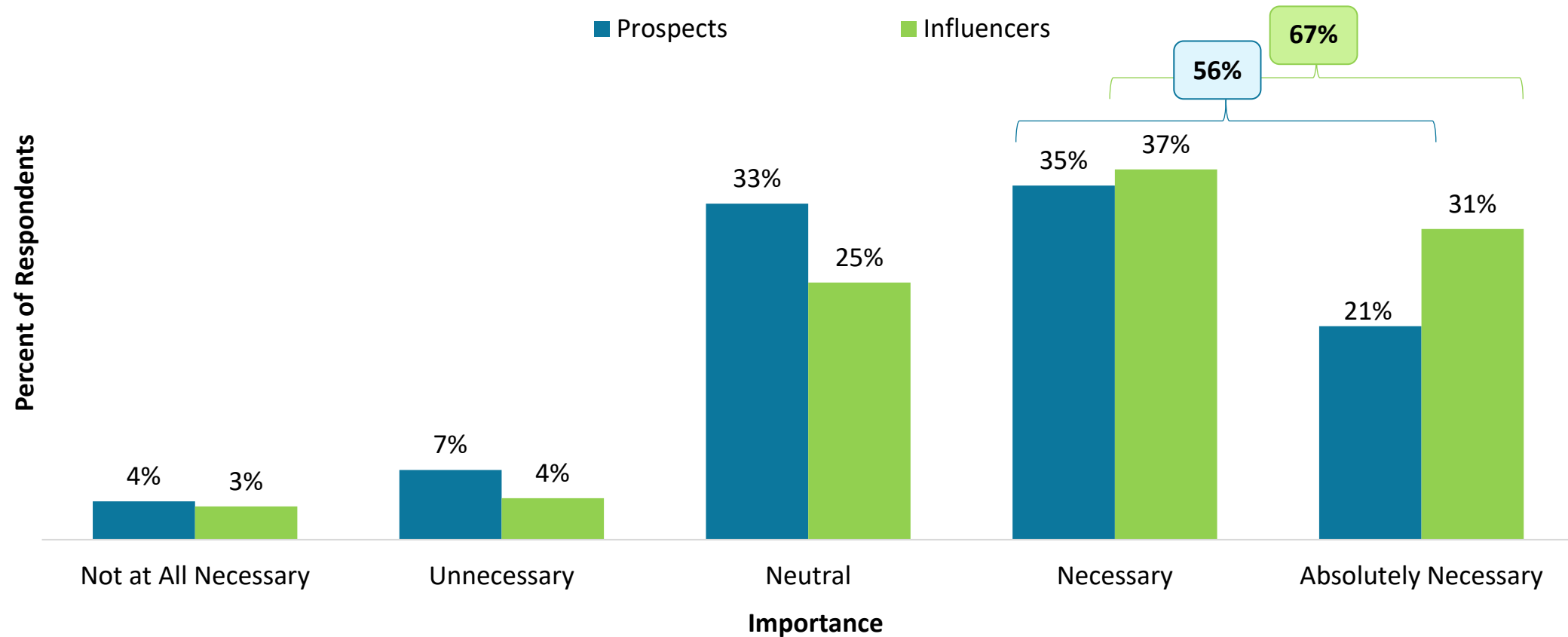
A higher proportion (71%) of **Influencers** than **Prospects** (58%) rated images of staff interacting with residents to be necessary or absolutely necessary to include in marketing materials.

**Exhibit 9. Necessity of Images Depicting Staff Interacting with Residents in Marketing Materials by Respondent Group (p<.001)**
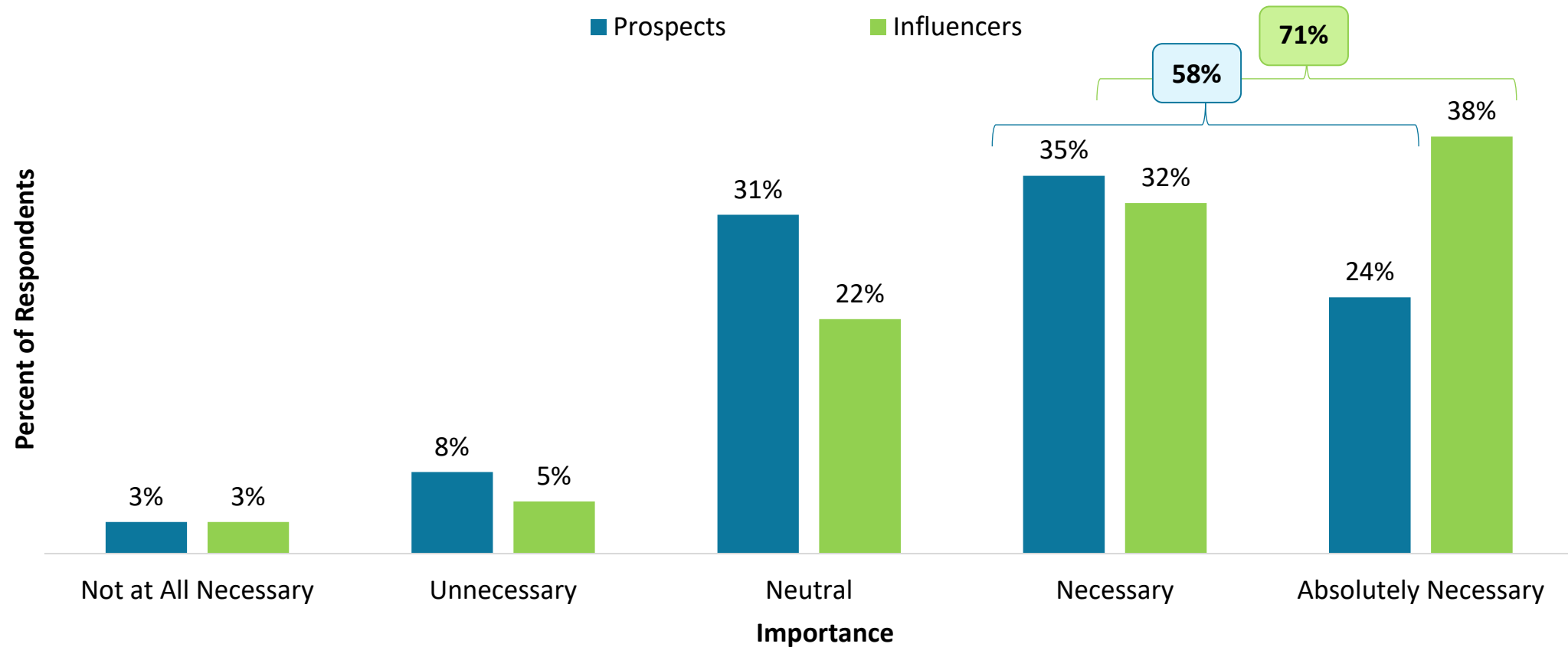
Both **Prospects** (95%) and **Influencers** (89%) rated images of the interiors of apartments/homes as the most important images to depict in marketing materials, followed by interior common spaces (89% and 87%, respectively); and outdoor common spaces surrounding the building(s) (84% and 80%, respectively).

**Exhibit 10. Necessary and Absolutely Necessary Images in Marketing Materials by Type of Depiction and Respondent Group (p<.001)**

■ Influencers  ■ Prospects

| Type of Depiction | Influencers | Prospects |
|---|---|---|
| Interiors of apartments/homes (p<.005) | 89% | 95% |
| Interior common spaces (i.e., library, dining venues, meeting rooms, fitness center) (not sig.) | 87% | 89% |
| Outdoor spaces surrounding the building(s) p<.005 | 81% | 87% |
| Outdoor common spaces (i.e., walking trails, athletic courts, gardens, water features, etc.) (p<.05) | 80% | 84% |
| Exteriors of the building(s) (not sig.) | 79% | 79% |
| Staff interacting with residents (p<.001) | 71% | 58% |
| Residents participating in activities/events (p<.001) | 67% | 56% |
| Leadership team (p<.001) | 61% | 47% |

The most frequently mentioned other images desired to be available by **Prospects** (18%) were images of amenities or services. The most frequently mentioned additional images desired by **Influencers** (15%) were images of the dining room and kitchen area.

| Prospects | | |
|---|---|---|
| Image | Count | % |
| Amenities/Services | 72 | **18%** |
| Floor Plans/Size | 42 | 11% |
| Activities/Calendar | 36 | 9% |
| Dining Facility | 34 | 9% |
| Meals/Menu | 32 | 8% |
| Surrounding Areas | 18 | 5% |
| Exterior/Interior | 16 | 4% |
| Residents | 13 | 3% |
| Bathroom/Shower | 12 | 3% |
| Parking | 12 | 3% |
| Location | 11 | 3% |
| Health Clinic/Services | 10 | 3% |
| Dining/Kitchen Area | 8 | 2% |
| Garage | 6 | 2% |
| Neighborhood | 6 | 2% |
| Security Devices | 5 | 1% |
| Cost | 4 | 1% |
| Everything | 4 | 1% |
| Excursions/Trips | 4 | 1% |
| Pets | 4 | 1% |
| Assistive Devices | 3 | 1% |
| Basement | 3 | 1% |

| Prospects (continued) | | |
|---|---|---|
| Image | Count | % |
| Churches | 3 | 1% |
| Entrance Photos | 3 | 1% |
| Financial Information | 3 | 1% |
| Recreational Centre | 3 | 1% |
| Yard Space/Landscaping | 3 | 1% |
| Clubs/Club Rooms | 2 | 1% |
| Comments of Family Members | 2 | 1% |
| Common Areas | 2 | 1% |
| Conveniences | 2 | 1% |
| Family Activities | 2 | 1% |
| Library | 2 | 1% |
| Storage | 2 | 1% |
| Upkeep of Property | 2 | 1% |
| Building | 1 | 0.3% |
| City Scapes | 1 | 0.3% |
| Decorated Models | 1 | 0.3% |
| Gates/Fences | 1 | 0.3% |
| Hallways/Elevators | 1 | 0.3% |
| Laundry Service | 1 | 0.3% |
| Single Women/Men | 1 | 0.3% |
| **Total** | **393** | **100%** |

| Influencers | | |
|---|---|---|
| Image | Count | % |
| Dining/Kitchen Area | 53 | **15%** |
| Meals/Menu | 47 | 14% |
| Residents | 33 | 10% |
| Activities/Calendar | 25 | 7% |
| Amenities/Services | 24 | 7% |
| Surrounding Areas | 21 | 6% |
| Exterior/Interior | 17 | 5% |
| Bathroom/Shower | 14 | 4% |
| Staff | 14 | 4% |
| Transportation | 14 | 4% |
| All Rooms | 13 | 4% |
| Exercise Room | 10 | 3% |
| Health Clinic/Services | 9 | 3% |
| Floor Plans/Size | 8 | 2% |
| Security Devices | 8 | 2% |
| Neighborhood | 7 | 2% |
| Parking | 4 | 1% |
| Location | 4 | 1% |
| License/Certificates | 4 | 1% |
| Yard Space/Landscaping | 3 | 1% |
| Events/Entertainment | 3 | 1% |
| Restaurants | 3 | 1% |

| Influencers (continued) | | |
|---|---|---|
| Image | Count | % |
| Family Activities | 2 | 1% |
| Living Space | 2 | 1% |
| Carpet vs. Hardwood Floors | 1 | 0.3% |
| Desk Staff | 1 | 0.3% |
| Countertops | 1 | 0.3% |
| **Total** | **345** | **100%** |

# CHAPTER 3.
# IMAGES OF PEOPLE

Respondents were shown an image of a woman, a man, and a couple that might be included in the marketing materials. The image of the couple was the most appealing to both **Prospects** and **Influencers**. **Influencers** (67%) were significantly more likely to prefer the image of the couple than the **Prospects** (60%).



Single Female



Single Male
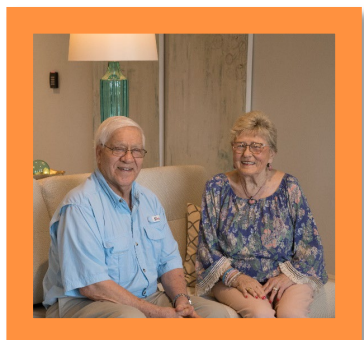


Couple

**Exhibit 11. Appeal by Respondent Group (p<.05)**

| | Prospects | Influencers |
|---|---|---|
| Single Female | 27% | 23% |
| Single Male | 13% | 10% |
| Couple | 60% | 67% |
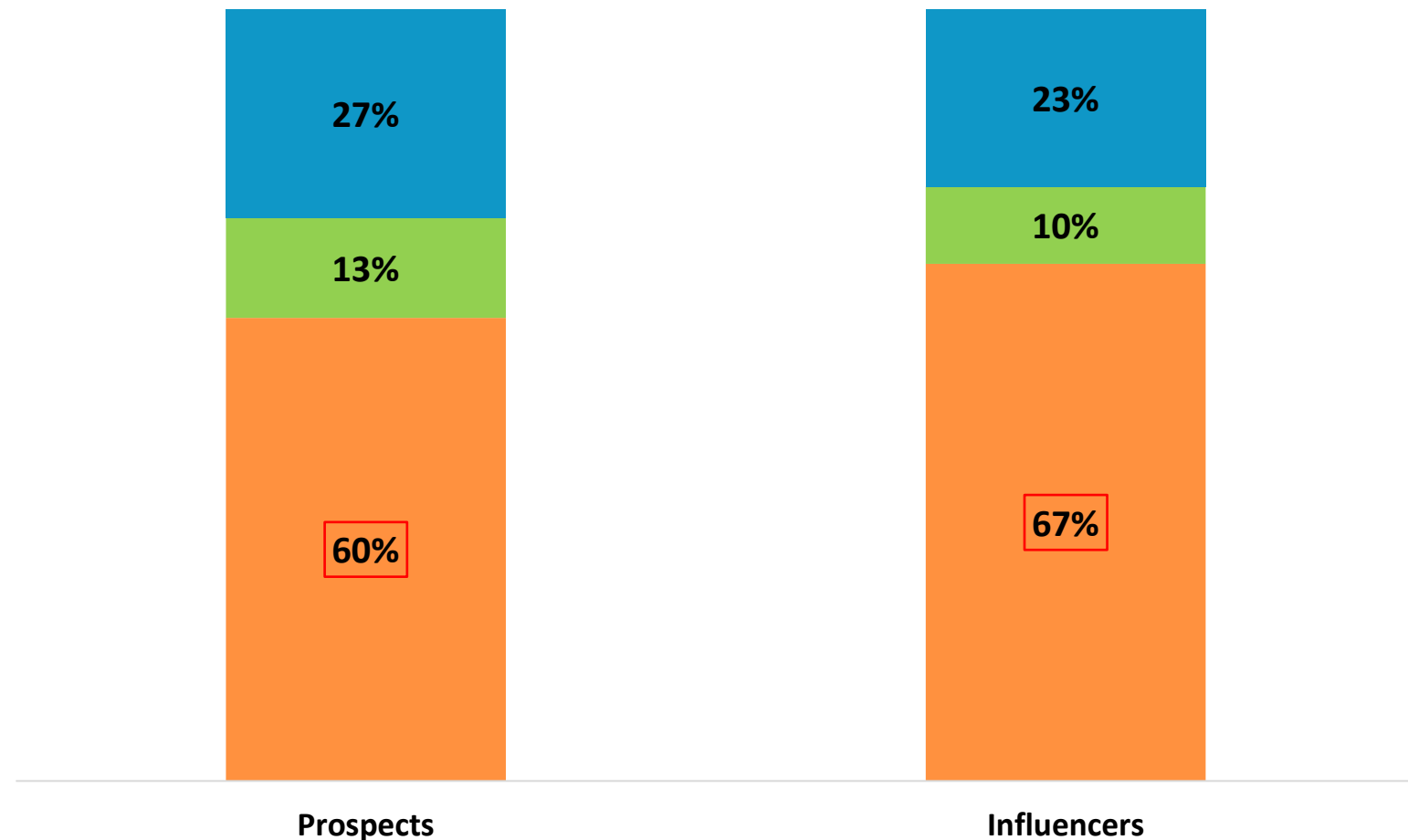
# PROSPECT COMMENTS ABOUT IMAGES OF PEOPLE

Prospects were asked why the image they chose was most appealing to them. Eighty-one percent of Prospects said they selected the couple because they preferred to see a couple instead of a single person.

Single Female

Single Male

Couple

| SinGe Female: Why Selected | | |
|---|---|---|
| | Count | % |
| Looks happy and comfortable | 38 | 25% |
| Single or widowed woman | 38 | 25% |
| I am a woman | 22 | 14% |
| Both are equal | 14 | 9% |
| Appealing | 10 | 6% |
| Better photo | 6 | 4% |
| Brighter | 6 | 4% |
| Could be me | 3 | 2% |
| Can see more | 2 | 1% |
| Community with just women | 2 | 1% |
| Looks like old people | 2 | 1% |
| More color | 2 | 1% |
| Want to see view of room and furniture | 2 | 1% |
| Better lighting | 1 | 1% |
| Can't see them all | 1 | 1% |
| Charming | 1 | 1% |
| Friendly looking | 1 | 1% |
| Fuller picture | 1 | 1% |
| Lighter in color | 1 | 1% |
| Like the way it looks | 1 | 1% |
| Total | 154 | 100% |

| Single Male: Why Selected | | |
|---|---|---|
| | Count | % |
| Looks happy | 14 | 25% |
| Single male | 12 | 21% |
| I am a male | 8 | 14% |
| Looks healthy and well | 8 | 14% |
| Just like it | 2 | 4% |
| Looks like me | 2 | 4% |
| Appealing | 1 | 2% |
| Around my age | 1 | 2% |
| Best photo | 1 | 2% |
| Clearer picture of him | 1 | 2% |
| Don't like the ladies smile | 1 | 2% |
| Looks good | 1 | 2% |
| Looks young | 1 | 2% |
| Modern setting | 1 | 2% |
| Prefer not to look at women | 1 | 2% |
| Shows a picture of a man | 1 | 2% |
| Total | 56 | 100% |

| Couple: Why Selected | | |
|---|---|---|
| | Count | % |
| A couple | 225 | 69% |
| Happy couple | 39 | 12% |
| Shows male and female | 32 | 10% |
| Interaction with others | 8 | 2% |
| Best photo | 4 | 1% |
| Companionship | 4 | 1% |
| Family can stay together | 4 | 1% |
| Appealing | 2 | 1% |
| Being together | 2 | 1% |
| Because it implies there is more room | 1 | 0% |
| Body language | 1 | 0% |
| Brighter lighting | 1 | 0% |
| Friendly people | 1 | 0% |
| Others looked lonely | 1 | 0% |
| Shows age | 1 | 0% |
| Staged photos | 1 | 0% |
| Total | 327 | 100% |
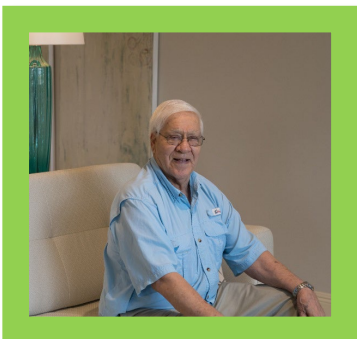
Image appeal by age group among **Prospects** was not statistically significant. Most **Prospects** 89 years of age or younger (51% to 61%) preferred the image of the couple, while **Prospects** 90+ years of age preferred the image of the single woman. Just 15% of the **Prospects** 90+ years of age were married and 76% were widowed. **Influencers** among all age groups were more likely than **Prospects** to prefer the image of the couple.



**Single Female**

**Single Male**
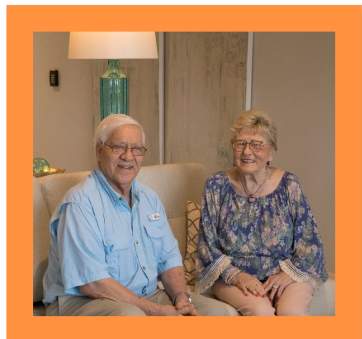
**Couple**

### Exhibit 12. Image Appeal by Age Group and Respondent Group
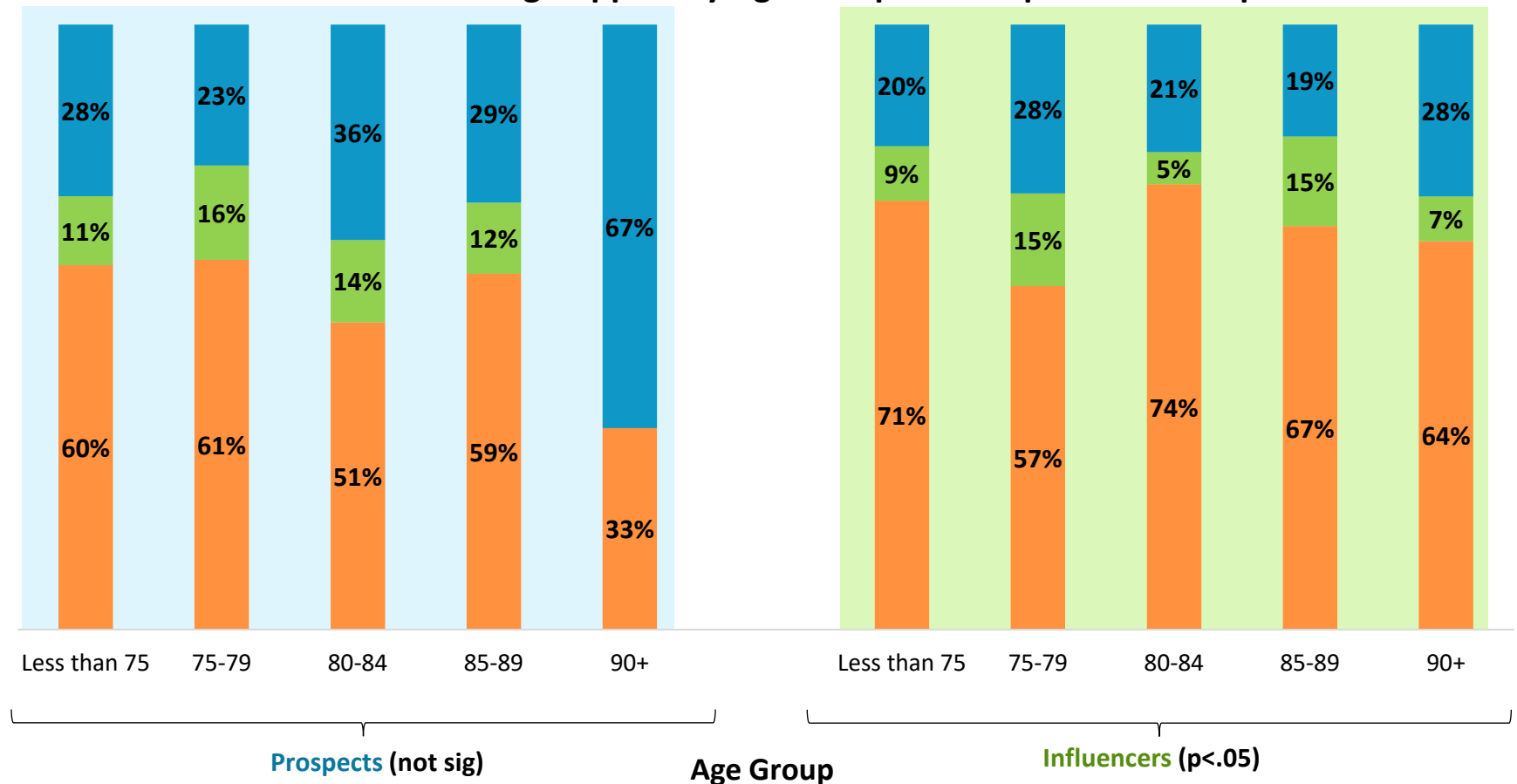


Prospects (not sig)     Age Group     Influencers (p<.05)

(Influencer's Spouse or Adult Children)

27

People preferred images that reflected themselves. **Prospects** who were married (71%) or in a domestic partnership (64%) were significantly more likely to prefer the image of the couple. **Prospects** who were widowed (52%), divorced (48%), or single (52%), were significantly more likely to prefer the image of the single woman. There were not statistically significant differences among **Influencers** by marital status. **Influencers** responding for a loved one in a domestic partnership preferred the image of the single woman (57%). Several attributes of both the Prospect and Influencer did not have an impact on the preferred image. These included: health status, presence of limitations in abilities, preferences for sizes of social groups, and their opinions about the importance of being with people.

**Single Female**

**Single Male**

**Couple**

## Exhibit 13. Image Appeal by Marital Status and Respondent Group
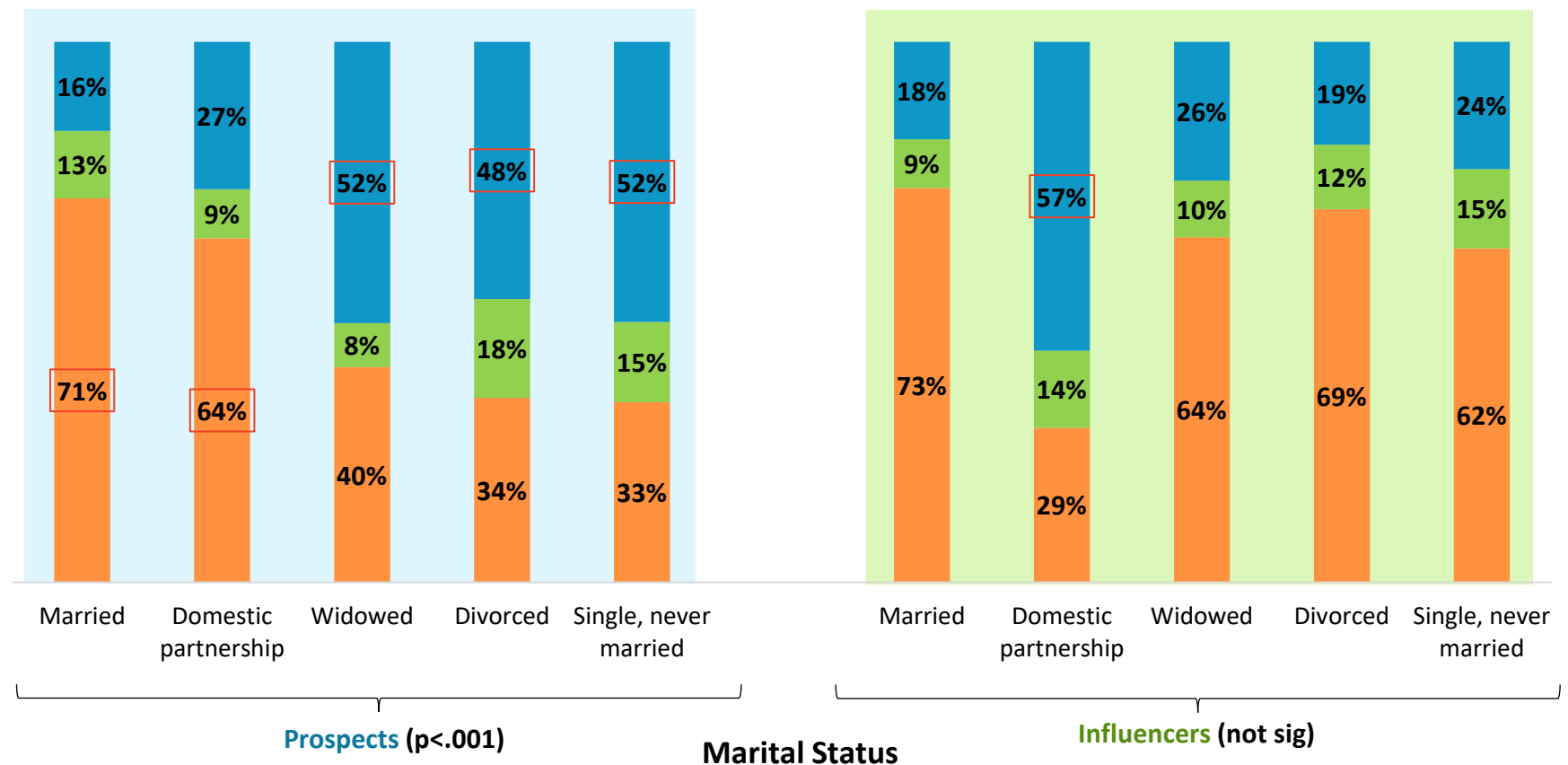


**Prospects (p<.001)**

**Marital Status**

**Influencers (not sig)**

(Influencer's Spouse or Adult Children)

28

The largest proportion of **Prospects** (48% to 76%) and **Influencers** (63% to 70%) preferred the image of the couple. **Prospects** with an annual household income of $150,000 or more were significantly more likely to prefer the image of the couple than **Prospects** with incomes less than $150,000. Fifty-four percent of single **Prospects** had incomes of less than $50,000, and 40% reported annual incomes of $50,000+. The remainder did not know or refused to record their income. Among Prospect couples, 74% had incomes in excess of $50,000+. **Influencers** represented single persons among whom 60% had incomes of less than $50,000, and 25% had incomes of $50,000+. **Influencers** represented couples among whom 33% reported incomes of less than $50,000 and 51% had incomes of $50,000+.
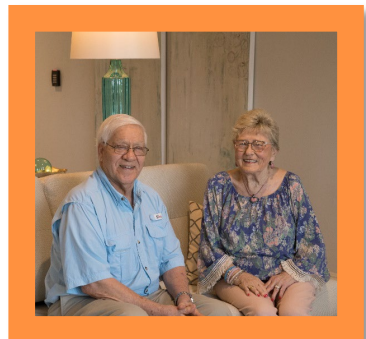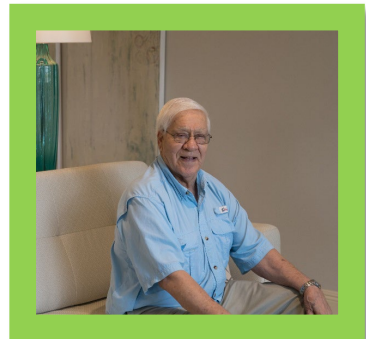
**Single Female**

**Single Male**

**Couple**



## Exhibit 14. Image Appeal by Annual Household Income and Respondent Group

**Prospects (p<.001)**

| Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000+ |
|---|---|---|---|
| 43% | 22% | 20% | 18% |
| 9% | 15% | 16% | 5% |
| 48% | 63% | 64% | 76% |

**Influencers (not sig)**
(Influencer's Spouse or Adult Children)

| Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000+ |
|---|---|---|---|
| 26% | 23% | 14% | 13% |
| 11% | 10% | 17% | 17% |
| 63% | 67% | 69% | 70% |

**Annual Household Income**

29
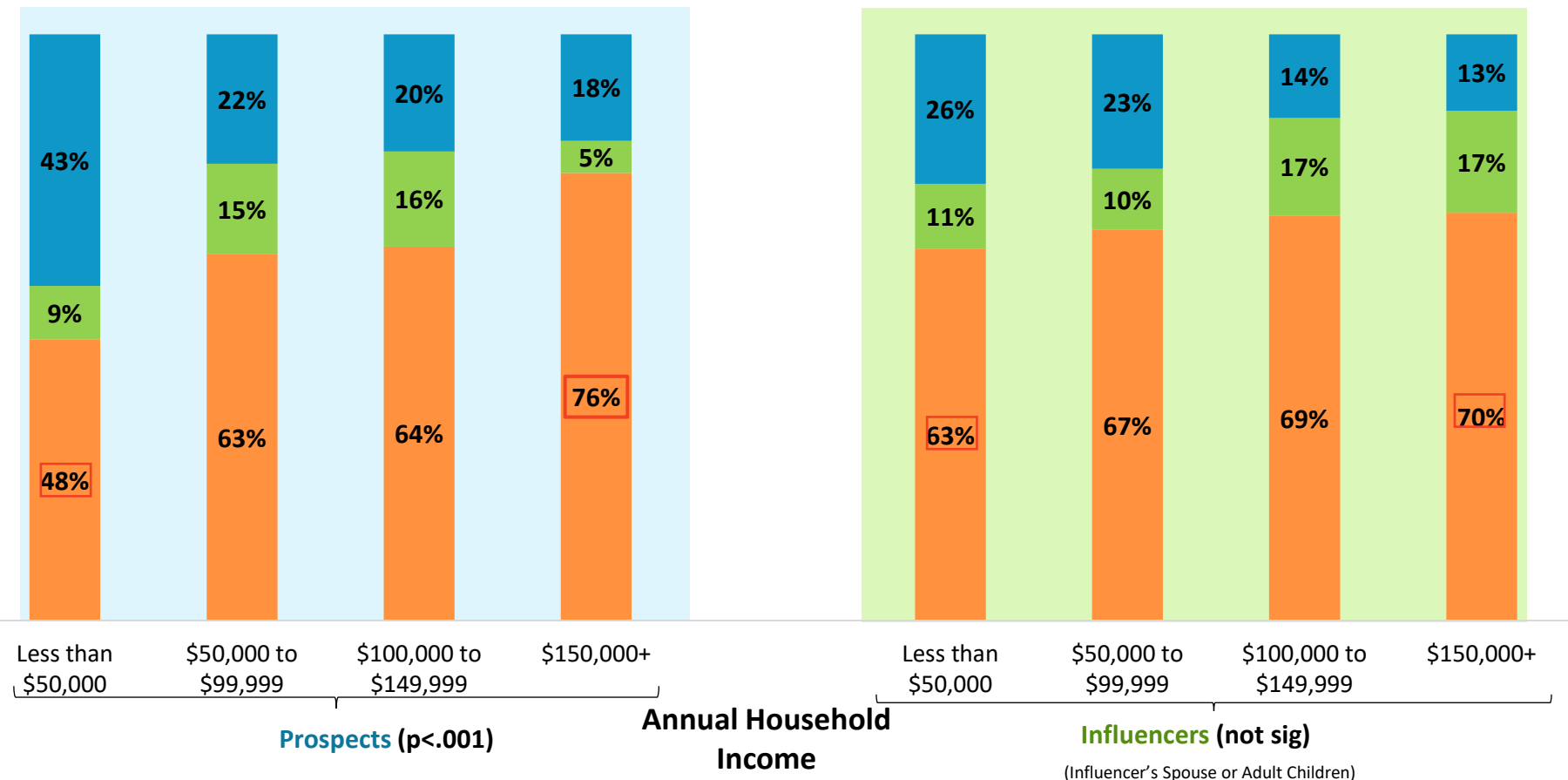
# CHAPTER 4.
# IMAGES OF GROUPS

Respondents were shown three images of groups of two, three and four people that might be included in the marketing materials for a residential community with services. The Group of four was essentially most appealing to approximately two-thirds of both **Prospects** and **Influencers**.



Group of 4
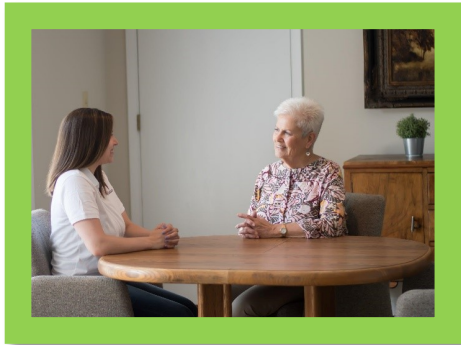
Group of 2
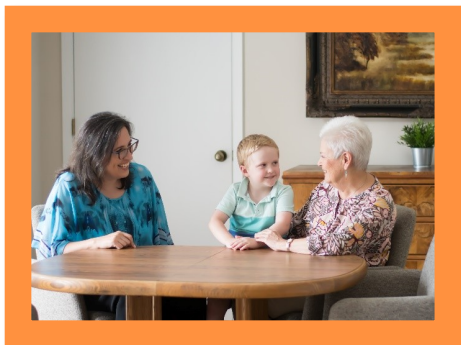
Group of 3

**Exhibit 15. Overall Image Appeal by Respondent Group (not sig)**



| | Prospects | Influencers |
|---|---|---|
| Group of 4 | 68% | 67% |
| Group of 2 | 9% | 8% |
| Group of 3 | 24% | 25% |
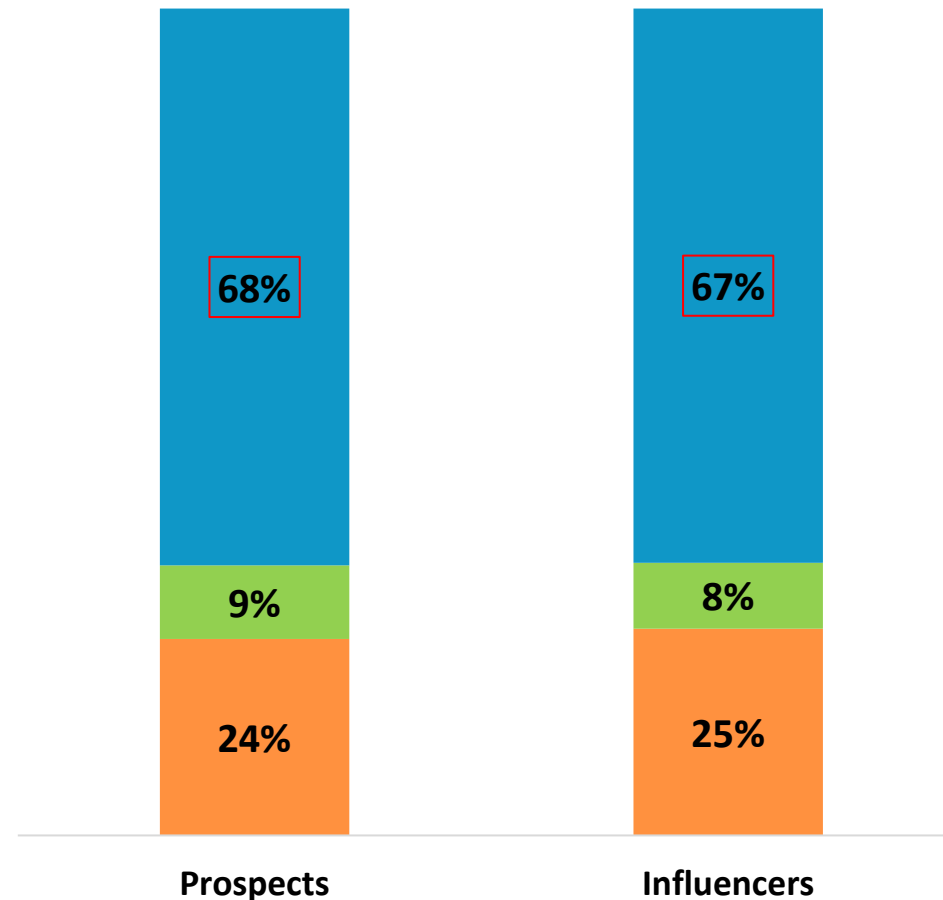
The Group of 4 was the preferred image every time it was evaluated. Preference for this image did not differ among people of different ages, marital status, health status, limitations or no limitations in abilities, income, preference for size of social groups, or the desire or lack there of to be with other people.

**Prospects** were asked why the image they chose was most appealing to them. Thirty-four percent of **Prospects** who selected the image of the group of three did so because they preferred to see socialization and interaction with others. Thirty-two percent of those who selected the image of the group of two chose it because it showed one-to-one interaction, and 30% of those who selected the image of the group of three selected it because of the presence of grandchildren and that it suggested family was welcome.

Group of 4

Group of 2

Group of 3

| Group of 4: Why Selected | Count | % |
|---|---|---|
| Socializing/interacting with others | 148 | **34%** |
| Activities | 96 | 22% |
| Group activities | 64 | 15% |
| They are having A good times | 34 | 8% |
| Family/friends together | 25 | 6% |
| Everyone looks happy | 12 | 3% |
| Fun and games | 12 | 3% |
| Shows residents interacting | 10 | 2% |
| Active adults | 6 | 1% |
| Best ones | 5 | 1% |
| Shows male and female | 5 | 1% |
| Mixed couples | 4 | 1% |
| People my age | 4 | 1% |
| Group photos | 4 | 1% |
| Couples | 3 | 1% |
| Feeling of community | 2 | 0.5% |
| All old people | 1 | 0.2% |
| Most natural | 1 | 0.2% |
| Photos are staged | 1 | 0.2% |
| **Total** | **437** | **100%** |

| Group of 2: Why Selected | Count | % |
|---|---|---|
| One on one interaction | 11 | **32%** |
| Interacting | 9 | 26% |
| Best of the three | 2 | 6% |
| Young person in photo two | 2 | 6% |
| Comfortable | 1 | 3% |
| Nurse or caregiver | 1 | 3% |
| Staff involvement | 1 | 3% |
| Social connections | 1 | 3% |
| Place for bible study | 1 | 3% |
| Available medical assistance | 1 | 3% |
| Need someone to talk to | 1 | 3% |
| Family oriented | 1 | 3% |
| No diversity | 1 | 3% |
| Can visit with relatives | 1 | 3% |
| **Total** | **34** | **100%** |

| Group of 3: Why Selected | Count | % |
|---|---|---|
| Children/grandchildren are welcome | 43 | **30%** |
| Family visits | 30 | 21% |
| Families/friends are welcome | 23 | 16% |
| All ages are great | 15 | 10% |
| All generations | 14 | 10% |
| Family interaction | 10 | 7% |
| Place for family/friends to visit | 6 | 4% |
| Friendly atmosphere | 2 | 1% |
| **Total** | **143** | **100%** |

# CHAPTER 5.
# IMAGES OF WOMEN PARTICIPATING IN ACTIVITIES

# APPEAL OF IMAGES OF WOMEN PARTICIPATING IN ACTIVITIES

Sitting on couch laughing

Standing around piano, man playing

Walking Outdoors

Sitting on edge of pool, feet in water

**APPEAL IS GREATEST WHEN RESIDENTS ARE ACTIVELY DOING SOMETHING**

Respondents were shown four images of women engaged in activities that might be shown in marketing materials for residential communities with services. Of the four images, **Prospects** were significantly more likely to prefer the image of the women standing around the piano with a man playing (38%). **Influencers'** preferences were split between man playing piano (30%), walking outdoors (29%), and sitting on edge of pool (30%). The image of the women sitting on the couch laughing was the least preferred image for both **Prospects** and **Influencers**.

**Exhibit 16. Image Appeal by Respondent Group (p<.001)**
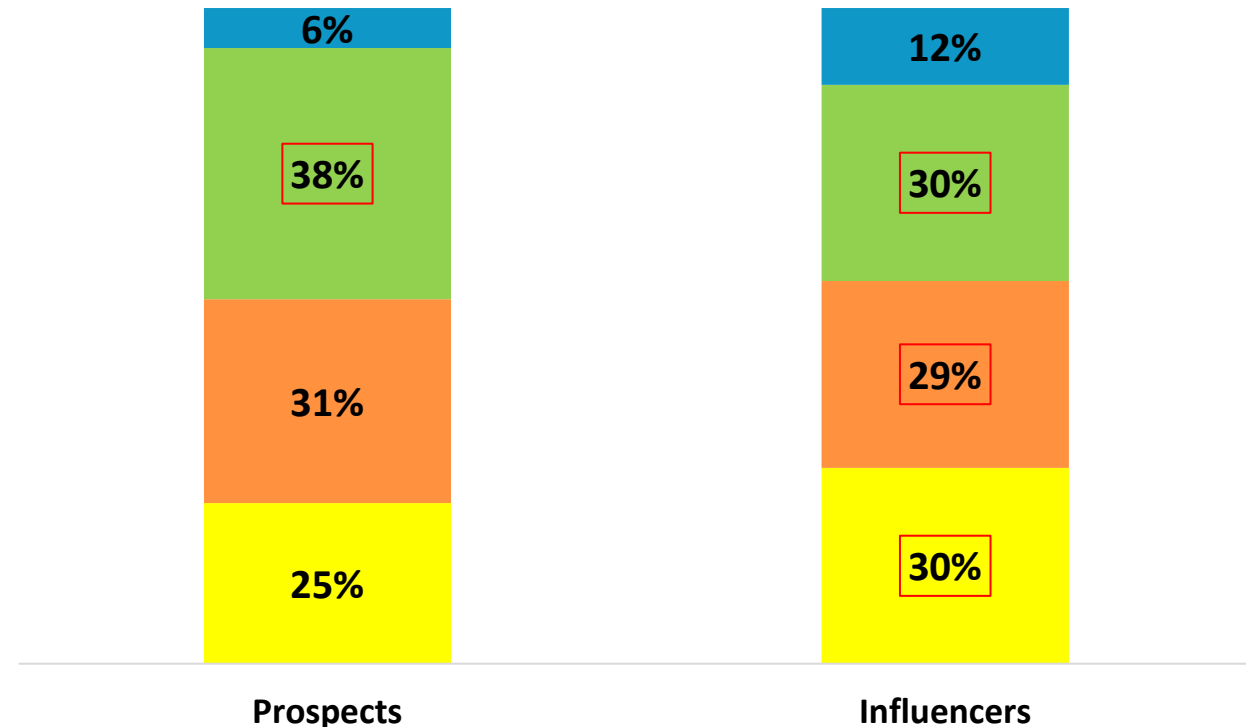
| Prospects | Influencers |
|-----------|-------------|
| 6% | 12% |
| 38% | 30% |
| 31% | 29% |
| 25% | 30% |

34

**Prospects** were asked why they chose the image that was most appealing to them. Of the 271 **Prospects** who chose the image of the people standing around piano, 35% said they chose this option because they enjoy seeing the women in the photo having a good time with friends. The image of the women walking outside was chosen by 192 respondents, and the women in the swimming pool was chosen by 160 respondents. All were chosen because they represent active people.



### Sitting on couch laughing: Why Selected

|  | Count | % |
|---|---|---|
| Good friends | 11 | 25% |
| Happy people | 11 | 25% |
| People having fun | 9 | 20% |
| Laughing and talking | 7 | 16% |
| Like them all | 4 | 9% |
| Companionship | 1 | 2% |
| Gatherings | 1 | 2% |
| **Total** | **44** | **100%** |
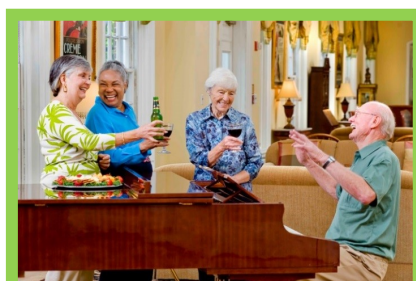


### Standing around piano, man playing: Why Selected

|  | Count | % |
|---|---|---|
| Having a good time | 94 | **35%** |
| Music | 33 | 12% |
| Socializing | 32 | 12% |
| Beer and wine available | 24 | 9% |
| Happy hour | 18 | 7% |
| Couples having fun | 11 | 4% |
| Enjoying friends | 10 | 4% |
| Mixed groups | 8 | 3% |
| Activities with others | 7 | 3% |
| Entertainment area | 7 | 3% |
| Celebrating and happy | 6 | 2% |
| Active social environment | 5 | 2% |
| Making new friends | 5 | 2% |
| Playing the piano | 5 | 2% |
| Most appealing | 3 | 1% |
| Like them all | 2 | 1% |
| Making memories together | 1 | 0% |
| **Total** | **271** | **100%** |



### Walking Outdoors: Why Selected

|  | Count | % |
|---|---|---|
| Walking outside | 51 | 27% |
| Outdoor activities | 36 | 19% |
| Beautiful surroundings/view | 29 | 15% |
| Being outdoors with others | 13 | 7% |
| Walking trail | 10 | 5% |
| Active lifestyle | 9 | 5% |
| Activities with others | 9 | 5% |
| Active outdoors activities | 7 | 4% |
| Exercise with friends | 7 | 4% |
| Lots of outdoor space | 7 | 4% |
| Appealing outside area | 6 | 3% |
| Making new friends | 4 | 2% |
| Outdoor access/space | 2 | 1% |
| Feeling of friendship | 1 | 1% |
| Like outdoor theme | 1 | 1% |
| **Total** | **192** | **100%** |



### Sitting on edge of pool, feet in water: Why Selected

|  | Count | % |
|---|---|---|
| Swimming pool | 90 | **56%** |
| Activities | 21 | 13% |
| Active residents | 9 | 6% |
| Physical activity | 9 | 6% |
| Happy/having fun | 8 | 5% |
| Exercise | 7 | 4% |
| Water aerobics | 6 | 4% |
| Active lifestyle | 4 | 3% |
| All are good | 2 | 1% |
| Water sports | 2 | 1% |
| Active community | 1 | 1% |
| Hot tub | 1 | 1% |
| **Total** | **160** | **100%** |

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**Prospects** younger than 75 years of age were significantly more likely to choose the image of women walking outdoors (33%), and **Prospects** 75+ were significantly more likely to choose the image of the people standing around the piano. Preferences among **Influencers** varied across all age groups, but most respondents preferred image with people around the piano, walking outdoors or sitting on edge of pool.

**Exhibit 17. Image Appeal by Age Group and Respondent Group**
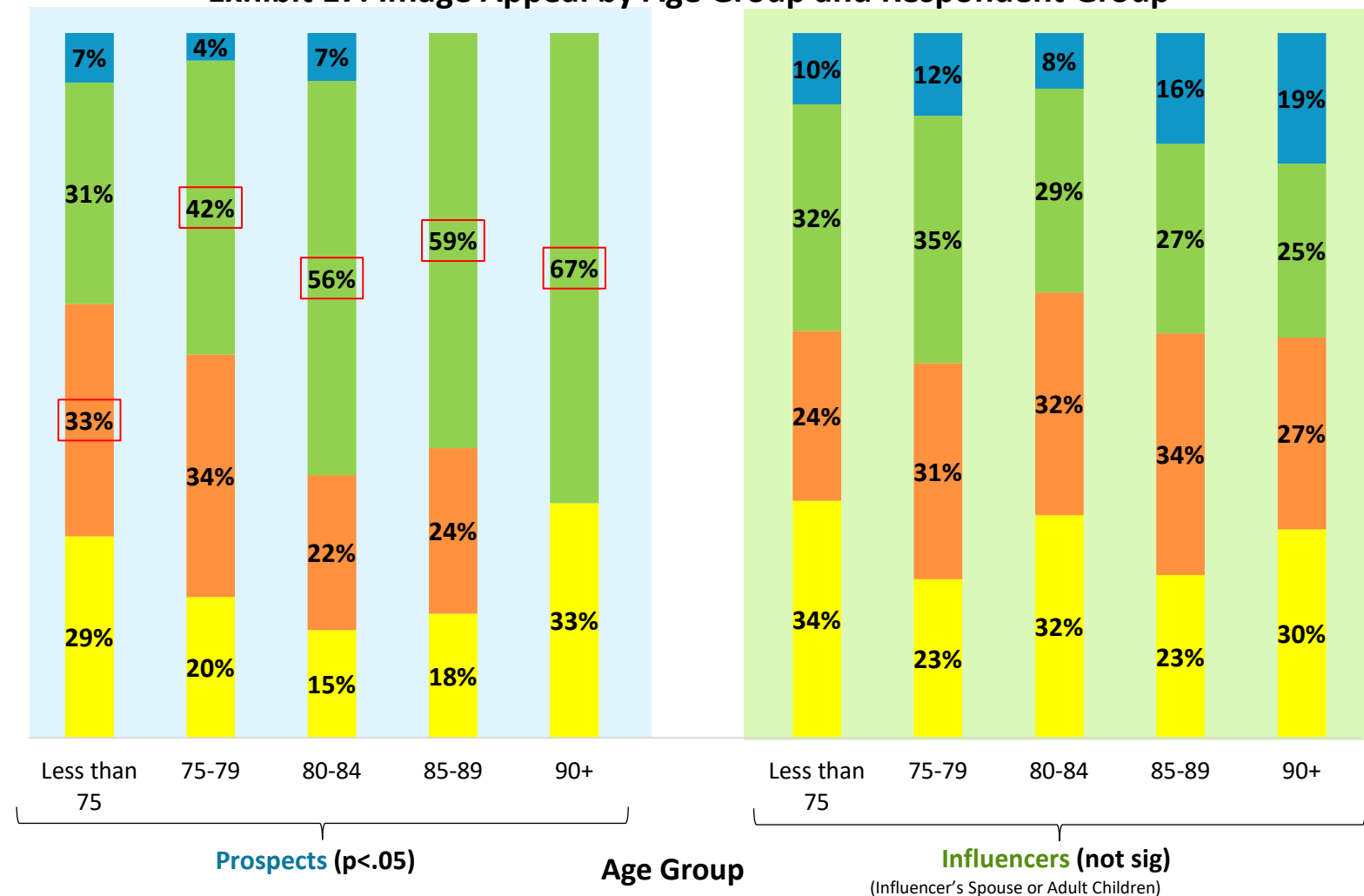
Sitting on couch laughing

Standing around piano, man playing

Walking Outdoors

Sitting on edge of pool, feet in water



| | Less than 75 | 75-79 | 80-84 | 85-89 | 90+ | Less than 75 | 75-79 | 80-84 | 85-89 | 90+ |
|---|---|---|---|---|---|---|---|---|---|---|
| Blue | 7% | 4% | 7% | | | 10% | 12% | 8% | 16% | 19% |
| Green | 31% | 42% | 56% | 59% | 67% | 32% | 35% | 29% | 27% | 25% |
| Orange | 33% | 34% | 22% | 24% | | 24% | 31% | 32% | 34% | 27% |
| Yellow | 29% | 20% | 15% | 18% | 33% | 34% | 23% | 32% | 23% | 30% |

**Prospects (p<.05)** — Age Group — **Influencers (not sig)**
(Influencer's Spouse or Adult Children)

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Image appeal by marital status was not statistically significant among either **Prospects** or **Influencers**. **Prospects** who were married (40%), in a domestic partnership (45%), or widowed (41%) preferred the image of the people standing around the piano; divorced **Prospects** (41%) preferred the image of the women walking outdoors and single **Prospects** (41%) preferred the image of women sitting on edge of pool. Influencer image appeal varied, but most respondents were split between images of people playing piano, walking outdoors, or sitting on edge of pool.

Sitting on couch laughing

Standing around piano, man playing

Walking Outdoors

Sitting on edge of pool, feet in water

**Exhibit 18. Image Appeal by Marital Status and Respondent Group**



| | Married | Domestic partnership | Widowed | Divorced | Single, never married |
|---|---|---|---|---|---|
| Sitting on couch laughing | 5% | 9% | 9% | 7% | 4% |
| Standing around piano | 40% | 45% | 41% | 24% | 33% |
| Walking Outdoors | 32% | 18% | 28% | 41% | 22% |
| Sitting on edge of pool | 24% | 27% | 22% | 27% | 41% |

| | Married | Domestic partnership | Widowed | Divorced | Single, never married |
|---|---|---|---|---|---|
| Sitting on couch laughing | 10% | 14% | 13% | 14% | 12% |
| Standing around piano | 30% | 57% | 29% | 40% | 24% |
| Walking Outdoors | 27% | 14% | 32% | 17% | 29% |
| Sitting on edge of pool | 32% | 14% | 26% | 29% | 35% |

**Prospects (not sig)**    **Marital Status**    **Influencers (not sig)**
(Influencer's Spouse or Adult Children)

37

**Prospects** were significantly more likely to prefer the image of the women standing around the piano being played regardless of their health status. Health status did not have a significant impact on image preference among **Influencers** as preferences were mixed between images of people playing piano, walking outdoors, and sitting on edge of pool. Similarly differences in abilities to perform daily activities, household income, preference for social group size, and the preference to be in the presence of others did not change the ratings of the images.

**Exhibit 19. Image Appeal by Reported Health Status and Respondent Group**

Sitting on couch laughing

Standing around piano, man playing

Walking Outdoors

Sitting on edge of pool, feet in water



Prospects (p<.05)    Health Status    Influencers (not sig)

| | Prospects | | | Influencers | | |
|---|---|---|---|---|---|---|
| | Excellent or Very Good | Good | Fair or Poor | Excellent or Very Good | Good | Fair or Poor |
| Sitting on couch laughing | 4% | 6% | 14% | 11% | 14% | 12% |
| Standing around piano | 38% | 37% | 39% | 27% | 28% | 33% |
| Walking Outdoors | 33% | 33% | 25% | 32% | 28% | 28% |
| Sitting on edge of pool | 25% | 25% | 22% | 30% | 31% | 28% |

# CHAPTER 6.
# IMAGES OF MEN PARTICIPATING IN ACTIVITIES

Sitting talking


Golfing


Playing pool


Cards and beer

Respondents were shown four images of men engaged in activities. Of the four images, **Prospects** slightly preferred the image of the men playing pool (32%). **Influencers** preferred the image of men playing cards and beer (33%). Health status did not have a significant impact on image preference among **Influencers** as preferences were mixed between golfing, playing pool, and cards and beer. Similarly differences in abilities to perform daily activities, household income, preference for social group size, and the preference to be in the presence of others did not change the ratings of the images.

## Exhibit 20. Overall Image Appeal by Respondent Group (not sig)



| | Prospects | Influencers |
|---|---|---|
| Sitting talking | 14% | 14% |
| Golfing | 24% | 25% |
| Playing pool | 32% | 28% |
| Cards and beer | 31% | 33% |

40

# PROSPECT COMMENTS ABOUT
# IMAGES OF MEN PARTICIPATING IN ACTIVITIES
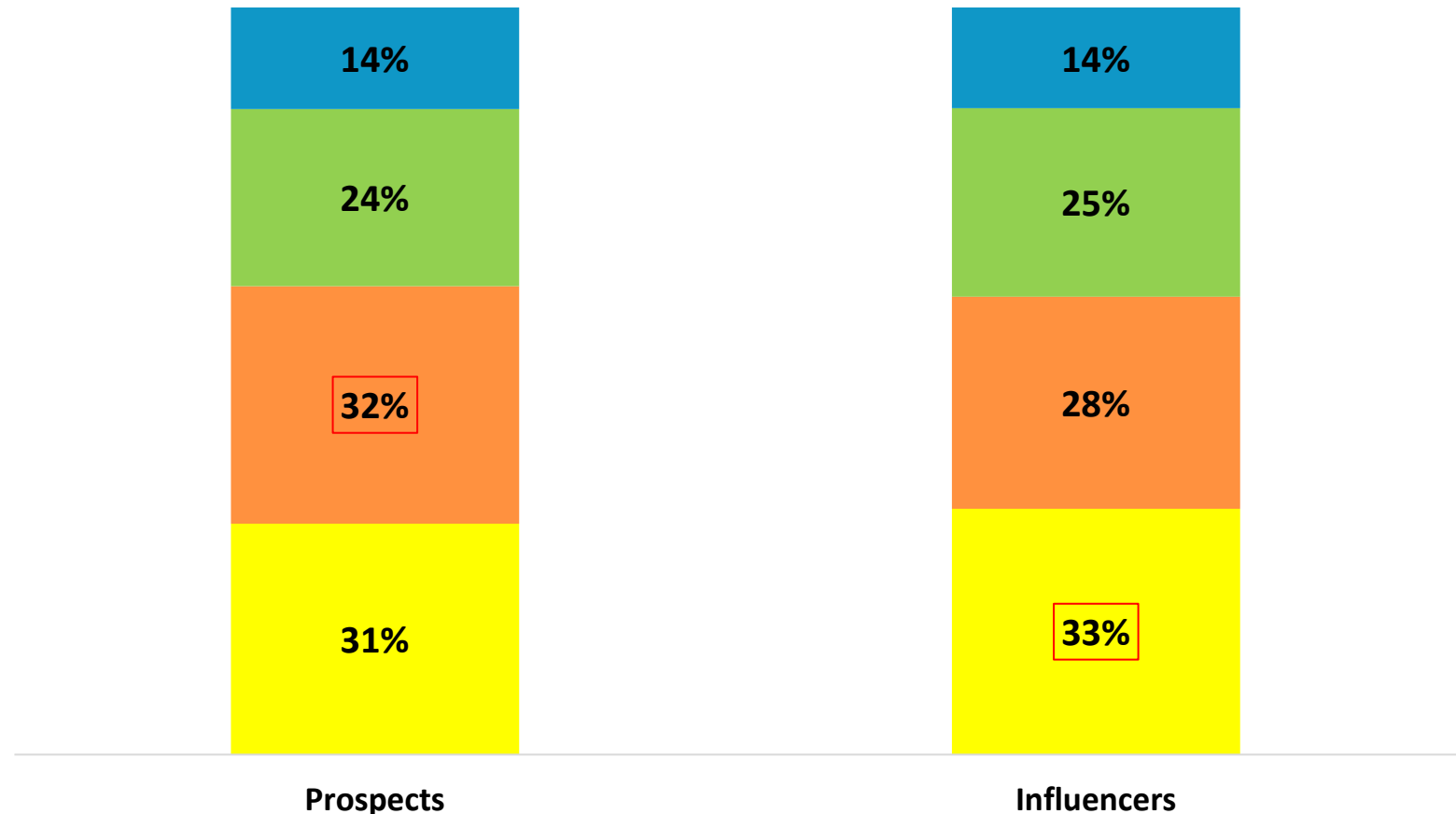
**Prospects** were asked why the image they chose was most appealing to them. Forty-eight percent of **Prospects** said they selected the image of men playing pool because they liked playing pool or doing activities.



## Sitting talking: Why Selected

|  | Count | % |
|---|---|---|
| Conversation | 16 | 22% |
| Friendship | 14 | 19% |
| Socializing | 14 | 19% |
| None appealing | 14 | 19% |
| Interacting | 8 | 11% |
| Companionship | 3 | 4% |
| Activities | 2 | 3% |
| All are appealing | 2 | 3% |
| **Total** | **73** | **100%** |

## Golfing: Why Selected

|  | Count | % |
|---|---|---|
| Golf | 69 | 47% |
| Outdoor activities | 45 | 31% |
| Activities | 12 | 8% |
| Active Lifestyle | 6 | 4% |
| Physical activity | 4 | 3% |
| Active men | 3 | 2% |
| Lots of open space | 2 | 1% |
| Beautiful surroundings | 2 | 1% |
| Amenities | 2 | 1% |
| Appealing | 1 | 1% |
| **Total** | **146** | **100%** |

## Playing pool: Why Selected

|  | Count | % |
|---|---|---|
| Playing pool | 43 | **25%** |
| Activities | 40 | **23%** |
| Games/game room | 26 | 15% |
| Fun | 15 | 9% |
| Socializing | 12 | 7% |
| Diversity | 9 | 5% |
| Having a good time | 8 | 5% |
| Happy people | 4 | 2% |
| Friends | 3 | 2% |
| Active residents | 2 | 1% |
| Gathering place | 2 | 1% |
| Action photo | 1 | 1% |
| Activity center | 1 | 1% |
| Amenities | 1 | 1% |
| Best of the four | 1 | 1% |
| Can see myself in this photo | 1 | 1% |
| Club atmosphere | 1 | 1% |
| Entertainment options | 1 | 1% |
| Friendly competition | 1 | 1% |
| Like minded | 1 | 1% |
| **Total** | **173** | **100%** |

## Cards and beer: Why Selected

|  | Count | % |
|---|---|---|
| Having fun | 43 | 20% |
| Playing cards | 40 | 19% |
| Beer/Booze | 32 | 15% |
| Socializing | 29 | 13% |
| Friends/friendship | 23 | 11% |
| Activities | 7 | 3% |
| Diversity | 7 | 3% |
| Playing poker | 7 | 3% |
| Group activities | 5 | 2% |
| Boys night out | 4 | 2% |
| Game room/games | 4 | 2% |
| Active men | 3 | 1% |
| All are good | 3 | 1% |
| Entertainment | 2 | 1% |
| Gambling | 2 | 1% |
| Feel of community | 1 | 0.5% |
| Generations enjoying life | 1 | 0.5% |
| Like all the photos | 1 | 0.5% |
| Staff member with residents | 1 | 0.5% |
| **Total** | **215** | **100%** |

# CHAPTER 7.
# IMAGES OF BOTH MEN AND WOMEN PARTICIPATING IN ACTIVITIES

Respondents were shown four images of people engaged in activities. The image of the man reading a newspaper was significantly more appealing to **Prospects** (40%), while **Influencers** were significantly more likely to prefer the image of a woman making necklace (30%). Both were doing something purposeful.

**Three women wearing hats**

**Men playing cards**

**Man reading newspaper**

**Woman making necklace**

**Exhibit 21. Image Appeal by Respondent Group (p<.001)**

**Prospects**
- 12%
- 24%
- **40%**
- 25%

**Influencers**
- 24%
- 22%
- 24%
- **30%**
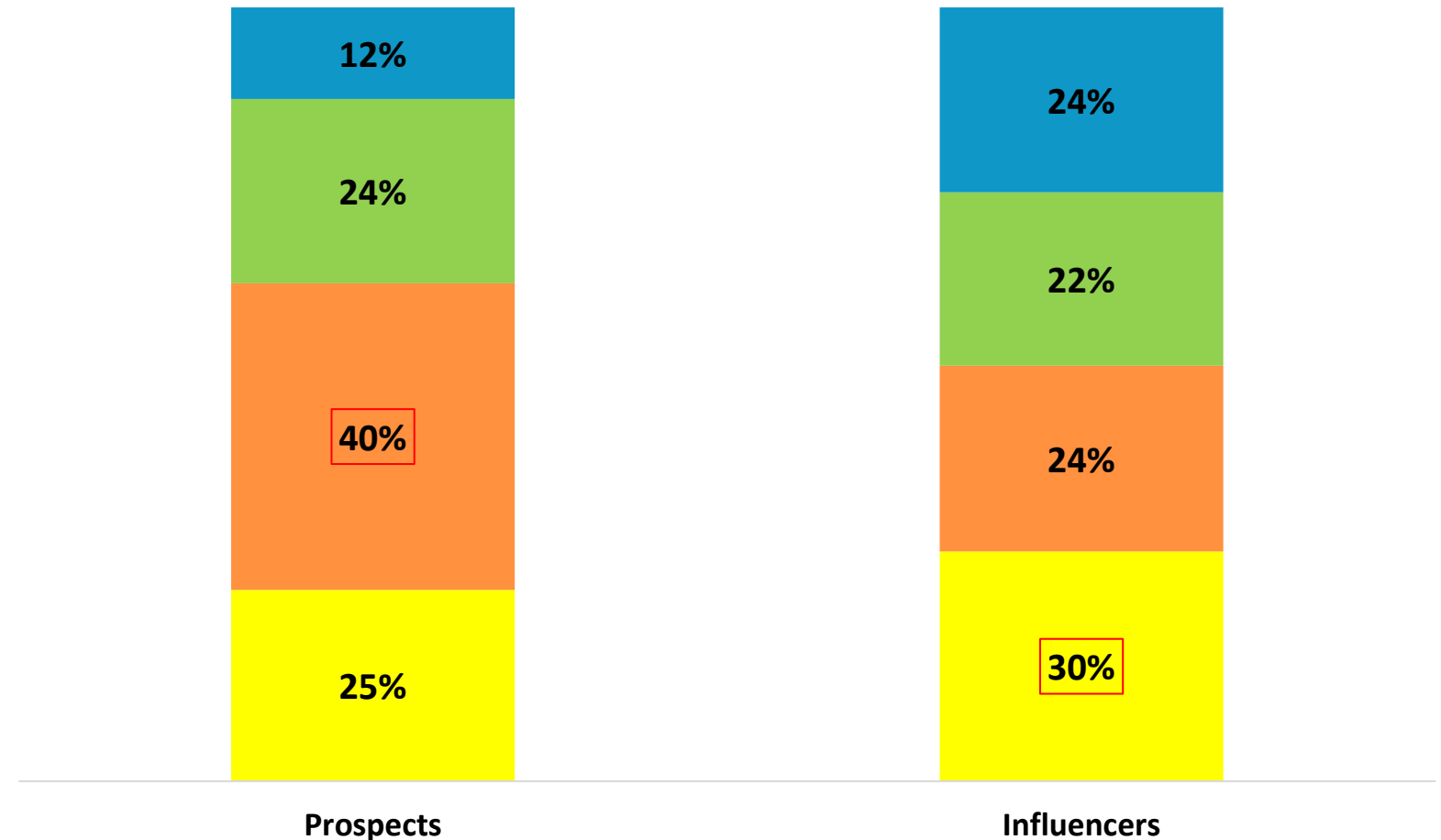
Prospects were asked why the image they chose was most appealing to them. Of the Prospects who chose the man reading a newspaper, 77% said they chose this option because they enjoy the library and/or reading. Of those who chose the woman making a necklace, 88% liked that it was arts and crafts and an activity they could do alone or in a group. The three women wearing hats had the least appeal.



### Three women wearing hats: Why Selected

|  | Count | % |
|---|---|---|
| Ladies having fun | 37 | 45% |
| Ladies partying | 12 | 15% |
| Socializing | 11 | 13% |
| Red hat ladies | 10 | 12% |
| Friends/friendship | 5 | 6% |
| Celebrating with friends | 2 | 2% |
| Crafts | 2 | 2% |
| A lot to do | 1 | 1% |
| Colorful picture | 1 | 1% |
| Group interaction | 1 | 1% |
| **Total** | **82** | **100%** |

### Men playing cards: Why Selected

|  | Count | % |
|---|---|---|
| Playing cards | 44 | 32% |
| Socializing | 25 | 18% |
| Activities | 15 | 11% |
| Playing poker | 13 | 9% |
| Having fun | 11 | 8% |
| Active men and women | 8 | 6% |
| Friends/friendship | 8 | 6% |
| Group activities | 5 | 4% |
| Companions | 4 | 3% |
| Reading | 2 | 1% |
| Dressed up | 1 | 1% |
| Friendly environment | 1 | 1% |
| Gambling | 1 | 1% |
| Shows things I like to do | 1 | 1% |
| **Total** | **139** | **100%** |
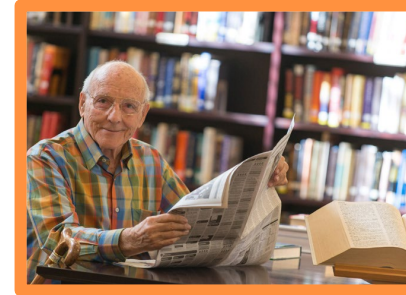
### Man reading newspaper: Why Selected

|  | Count | % |
|---|---|---|
| Library | 105 | 39% |
| Enjoy reading | 102 | 38% |
| Quiet time | 34 | 13% |
| Books | 16 | 6% |
| Don't like any of them | 3 | 1% |
| Education resources | 3 | 1% |
| Activities | 2 | 1% |
| All are good | 1 | 0.4% |
| Don't like the woman in the hat | 1 | 0.4% |
| Friendly people | 1 | 0.4% |
| Having a good time | 1 | 0.4% |
| **Total** | **269** | **100%** |

### Woman making necklace: Why Selected

|  | Count | % |
|---|---|---|
| Arts/crafts | 102 | 70% |
| Activities | 26 | 18% |
| Activities you do can alone | 8 | 5% |
| They are having fun | 7 | 5% |
| Group activities | 2 | 1% |
| Place to do crafts | 1 | 1% |
| **Total** | **146** | **100%** |

44

Image appeal by age group among all respondents was not statistically significant. Most **Prospects** 89 years of age or younger preferred the image of the man reading a newspaper, while **Prospects** over 90 years of age preferred the image of the men playing cards. Among **Influencers**, respondents with family members or friends 84 years of age or younger preferred the image of woman making necklace, while those with family members or friends 85 years of age or older preferred the image of man reading newspaper.

**Exhibit 22. Image Appeal by Age Group and Respondent Group**
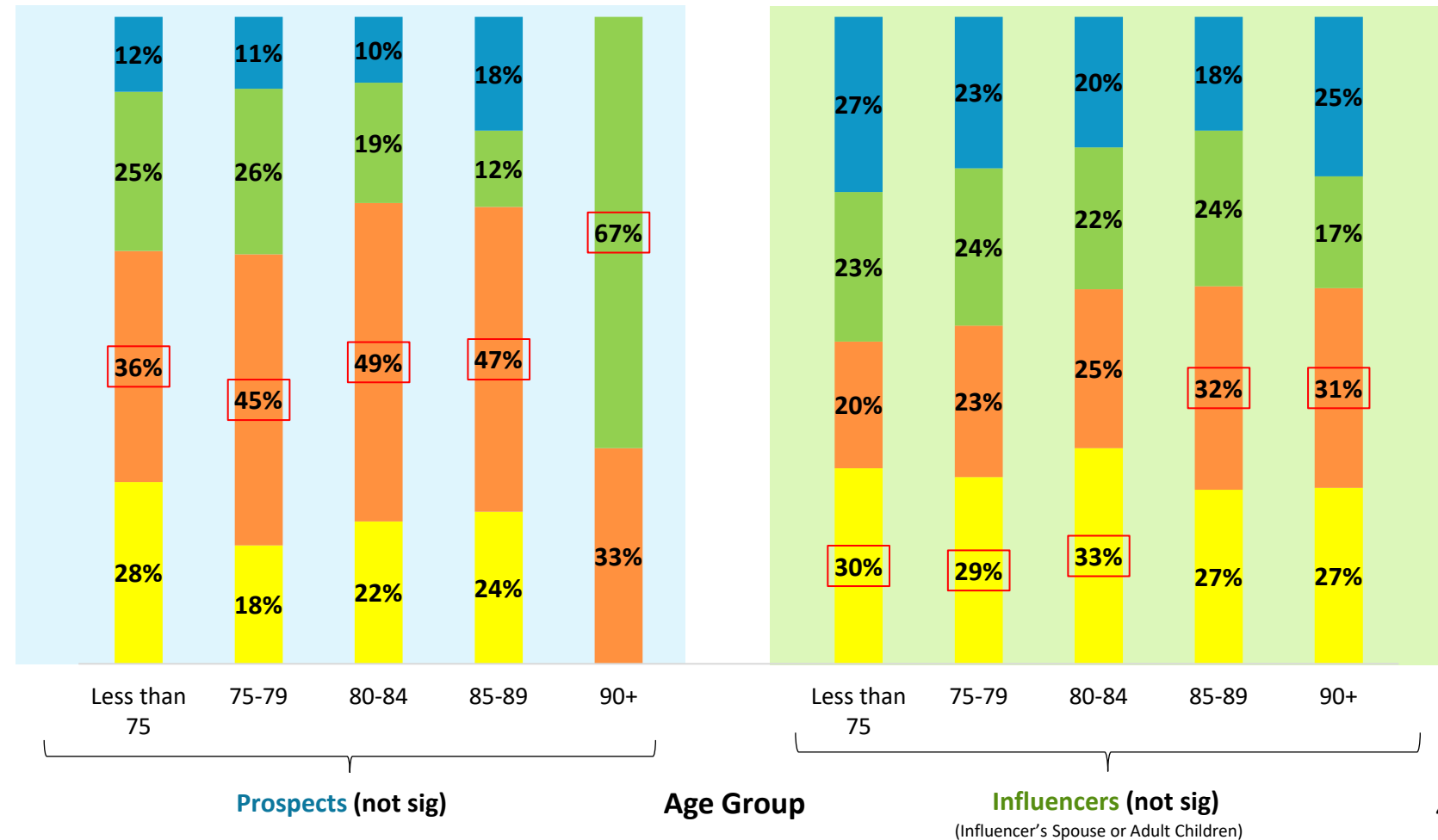
Three women wearing hats

Men playing cards

Man reading newspaper

Woman making necklace



**Prospects (not sig)**

| | Less than 75 | 75-79 | 80-84 | 85-89 | 90+ |
|---|---|---|---|---|---|
| Blue | 12% | 11% | 10% | 18% | |
| Green | 25% | 26% | 19% | 12% | 67% |
| Orange | 36% | 45% | 49% | 47% | |
| Yellow | 28% | 18% | 22% | 24% | 33% |

**Influencers (not sig)**
(Influencer's Spouse or Adult Children)

| | Less than 75 | 75-79 | 80-84 | 85-89 | 90+ |
|---|---|---|---|---|---|
| Blue | 27% | 23% | 20% | 18% | 25% |
| Green | 23% | 24% | 22% | 24% | 17% |
| Orange | 20% | 23% | 25% | 32% | 31% |
| Yellow | 30% | 29% | 33% | 27% | 27% |

**Age Group**

45

**Prospects** who were married (41%), divorced (37%), or single (59%) were significantly more likely to prefer the image of the man reading newspaper; **Prospects** who were in a domestic partnership (36%) were significantly more likely to prefer the image of men playing cards. There were no statistically significant differences among **Influencers** by marital status. However, **Influencers** responding for a spouse or parent who were divorced (31%) or single (29%) preferred the image of three woman wearing hats.

### Exhibit 23. Image Appeal by Marital Status and Respondent Group
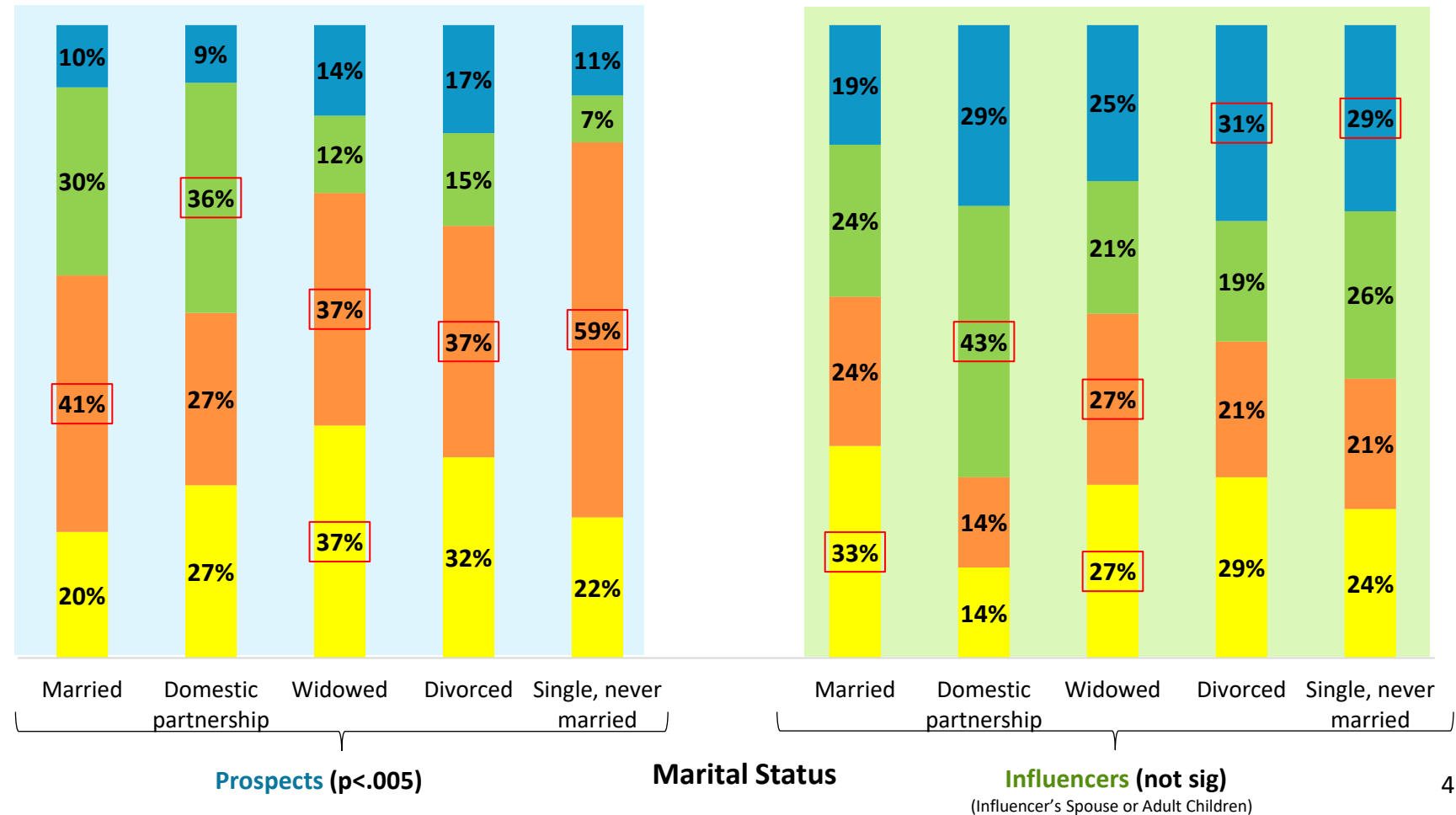


**Three women wearing hats**

**Men playing cards**

**Man reading newspaper**

**Woman making necklace**

**Prospects (p<.005)**

| | Married | Domestic partnership | Widowed | Divorced | Single, never married |
|---|---|---|---|---|---|
| Three women wearing hats | 10% | 9% | 14% | 17% | 11% |
| Men playing cards | 30% | 36% | 12% | 15% | 7% |
| Man reading newspaper | 41% | 27% | 37% | 37% | 59% |
| Woman making necklace | 20% | 27% | 37% | 32% | 22% |

**Influencers (not sig)**
(Influencer's Spouse or Adult Children)

| | Married | Domestic partnership | Widowed | Divorced | Single, never married |
|---|---|---|---|---|---|
| Three women wearing hats | 19% | 29% | 25% | 31% | 29% |
| Men playing cards | 24% | 43% | 21% | 19% | 26% |
| Man reading newspaper | 24% | 14% | 27% | 21% | 21% |
| Woman making necklace | 33% | 14% | 27% | 29% | 24% |

**Marital Status**

46

Three women wearing hats


Men playing cards


Man reading newspaper


Woman making necklace

Image appeal by social setting preference was statistically significant among **Prospects**, but not **Influencers**. **Prospects** who prefer small groups or gatherings, or prefer to be alone, were significantly more likely to choose the image of a woman making a necklace. **Prospects** who prefer large groups opted for men playing cards. **Influencers** preferred the image of a woman making a necklace, no matter the social setting preference of their loved one.

### Exhibit 24. Image Appeal by Social Setting Preference and Respondent Group



**Prospects (p<.05)**

| | Individually | Small gatherings (3-4 people) | Small groups (5-10 people) | Large groups (10 or more people) | Any (Doesn't have a preference) |
|---|---|---|---|---|---|
| Three women wearing hats | 12% | 10% | 11% | 6% | 16% |
| Men playing cards | 15% | 23% | 28% | 41% | 28% |
| Man reading newspaper | 57% | 43% | 31% | 29% | 32% |
| Woman making necklace | 16% | 24% | 31% | 24% | 25% |

**Influencers (not sig)**
(Influencer's Spouse or Adult Children)

| | Individually | Small gatherings (3-4 people) | Small groups (5-10 people) | Large groups (10 or more people) | Any (Doesn't have a preference) |
|---|---|---|---|---|---|
| Three women wearing hats | 24% | 23% | 27% | 21% | 13% |
| Men playing cards | 25% | 23% | 22% | 7% | 20% |
| Man reading newspaper | 25% | 26% | 21% | 36% | 23% |
| Woman making necklace | 27% | 28% | 30% | 36% | 45% |

**Social Setting Preference**

47

**Prospects** who prefer not to eat alone (31%) and feel safe and secure (39%) prefer the image of a man reading a newspaper. **Prospects** with a strong sense of camaraderie (31%) prefer the image of a woman making a necklace, and **Prospects** who consider themselves a people person prefer the image of the men playing cards. **Influencers** preferred the image of a woman making a necklace.

**Exhibit 25. Image Appeal by Preference To Be With Others**



Three women wearing hats

Men playing cards

Man reading newspaper

Woman making necklace

**Prospects (p<.05)**

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| Three women wearing hats | 20% | 22% | 18% | 11% |
| Men playing cards | 20% | 29% | 32% | 26% |
| Man reading newspaper | 31% | 18% | 24% | 39% |
| Woman making necklace | 29% | 31% | 26% | 24% |

**Influencers (not sig)**

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| Three women wearing hats | 34% | 32% | 27% | 24% |
| Men playing cards | 19% | 18% | 21% | 20% |
| Man reading newspaper | 12% | 14% | 14% | 21% |
| Woman making necklace | 34% | 37% | 38% | 36% |

(Influencer's Spouse or Adult Children)

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# CHAPTER 8.
# IMAGES OF STAFF CLOTHING

Respondents were shown three images of what the staff members might wear. The image of the staff member in a t-shirt and jeans was preferred by **Prospects** (38%), while **Influencers** (36%) preferred the image of the staff member in scrubs. Basically, the preference for the three images of clothing was almost equally rated among **Prospects** and **Influencers**.

**Exhibit 26. Overall Image Appeal by Respondent Group (not sig)**



Scrubs

A t-shirt and jeans

Blouse, skirt

| | Prospects | Influencers |
|---|---|---|
| Scrubs | 31% | 36% |
| A t-shirt and jeans | 38% | 32% |
| Blouse, skirt | 31% | 32% |
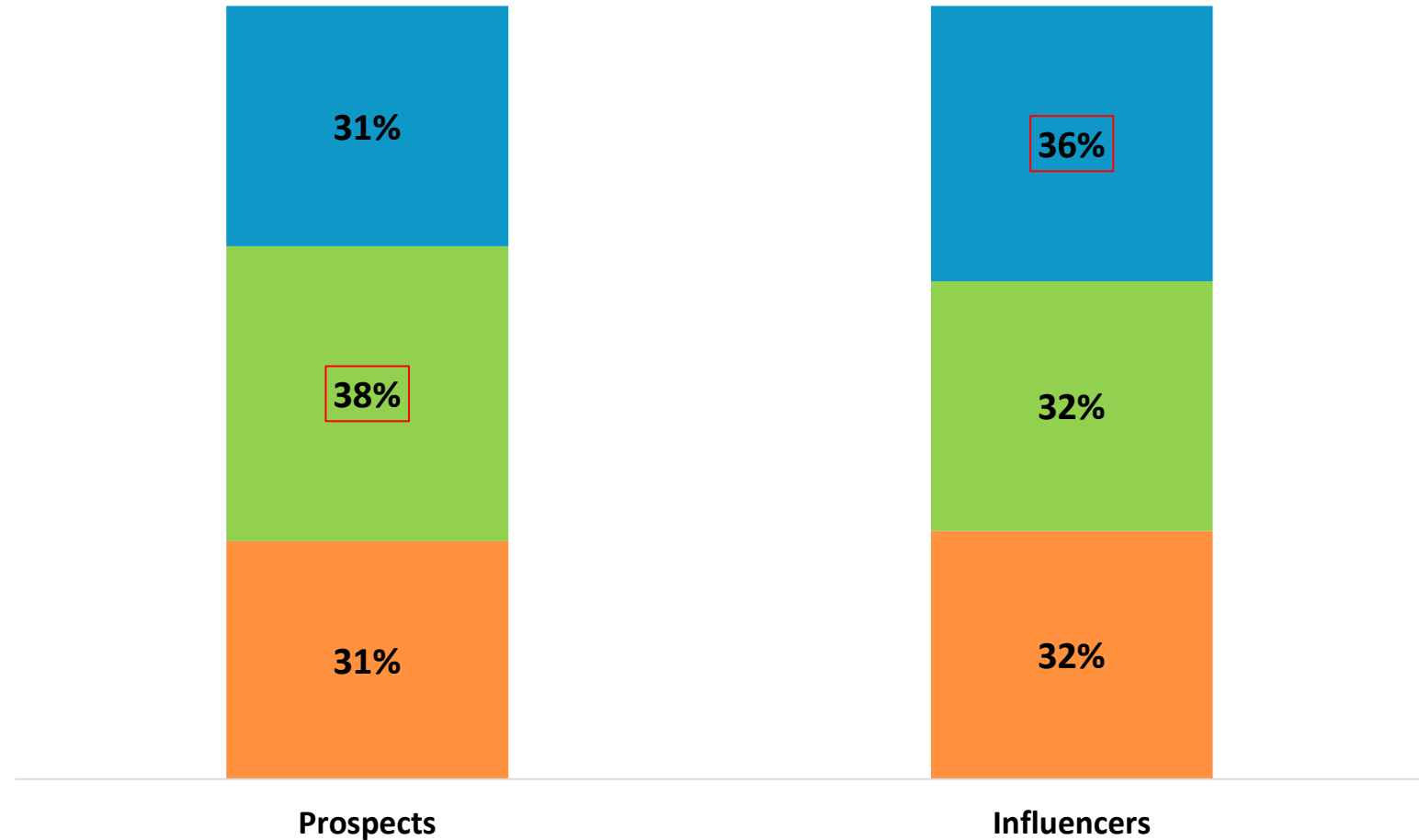
Prospects were asked why the image they chose was most appealing to them. Of the 241 Prospects who chose the image of a staff member in a t-shirt, and jeans, 61% said they chose this image because they prefer the casual look. Among the 196 Prospects (26%) chose the scrubs because they prefer staff members in uniforms, and among the 194 Prospects who chose the image of the staff member in a skirt and blouse, 47% chose it because it looked professional.

Scrubs

### Scrubs: Why Selected

|  | Count | % |
|---|---|---|
| Staff in uniforms | 51 | 26% |
| Easy to identify | 47 | 24% |
| More professional | 40 | 20% |
| Looks clean and professional | 26 | 13% |
| Medical professional | 8 | 4% |
| Colors are brighter | 7 | 4% |
| Healthcare assistance | 6 | 3% |
| All photos are good | 2 | 1% |
| Both are equal | 2 | 1% |
| Can identify medical staff | 2 | 1% |
| Friendly staff | 1 | 1% |
| Implies a medical facility | 1 | 1% |
| Medical trained | 1 | 1% |
| Qualified staff | 1 | 1% |
| Young people around | 1 | 1% |
| **Total** | **196** | **100%** |

A t-shirt and jeans

### A t-shirt and jeans: Why Selected

|  | Count | % |
|---|---|---|
| Casual look | 148 | **61%** |
| Comfortable | 24 | 10% |
| Less formal | 18 | 7% |
| Looks more relaxed | 18 | 7% |
| Looks less institutional | 14 | 6% |
| Uniforms look institutional | 6 | 2% |
| Less clinical | 4 | 2% |
| Does not look like a uniform | 3 | 1% |
| Don't like uniforms | 3 | 1% |
| Friendly looking | 2 | 1% |
| Helpful | 1 | 0.4% |
| **Total** | **241** | **100%** |
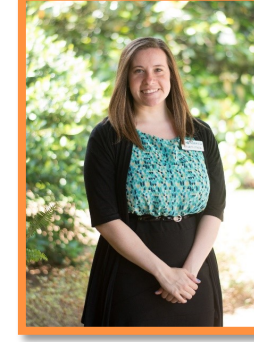
Skirt and Blouse

### Blouse, skirt: Why Selected

|  | Count | % |
|---|---|---|
| Professional looking/friendly | 91 | 47% |
| Business casual or casual | 77 | 40% |
| Less institutional | 10 | 5% |
| Non clinical look | 6 | 3% |
| All are appealing | 4 | 2% |
| Classy | 3 | 2% |
| Comfortable | 2 | 1% |
| I don't like uniforms | 1 | 1% |
| **Total** | **194** | **100%** |

51

**Prospects** younger than 79 years of age were significantly more likely to prefer the image of the staff member in a t-shirt and jeans, while respondents age 80 or older were significantly more likely to choose the image of the staff member in scrubs. There were not significant differences in preferences among the **Influencers**, however most respondents preferred staff in scrubs, with the exception of those whose family members were 80 to 84 years of age who preferred the image of staff member in a t-shirt and jeans.

Scrubs

A t-shirt and jeans

Blouse, skirt

### Exhibit 27. Image Appeal by Age Group and Respondent Group



| | Less than 75 | 75-79 | 80-84 | 85-89 | 90+ | | Less than 75 | 75-79 | 80-84 | 85-89 | 90+ |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Scrubs (blue) | 26% | 34% | 44% | 77% | 33% | | 39% | 35% | 31% | 38% | 35% |
| T-shirt/jeans (green) | 41% | 39% | 34% | 6% | 33% | | 29% | 32% | 39% | 31% | 32% |
| Blouse/skirt (orange) | 34% | 26% | 22% | 18% | 33% | | 33% | 33% | 31% | 32% | 33% |

**Prospects (p<.001)**     **Age Group**     **Influencers (not sig)**

(Influencer's Spouse or Adult Children)

52
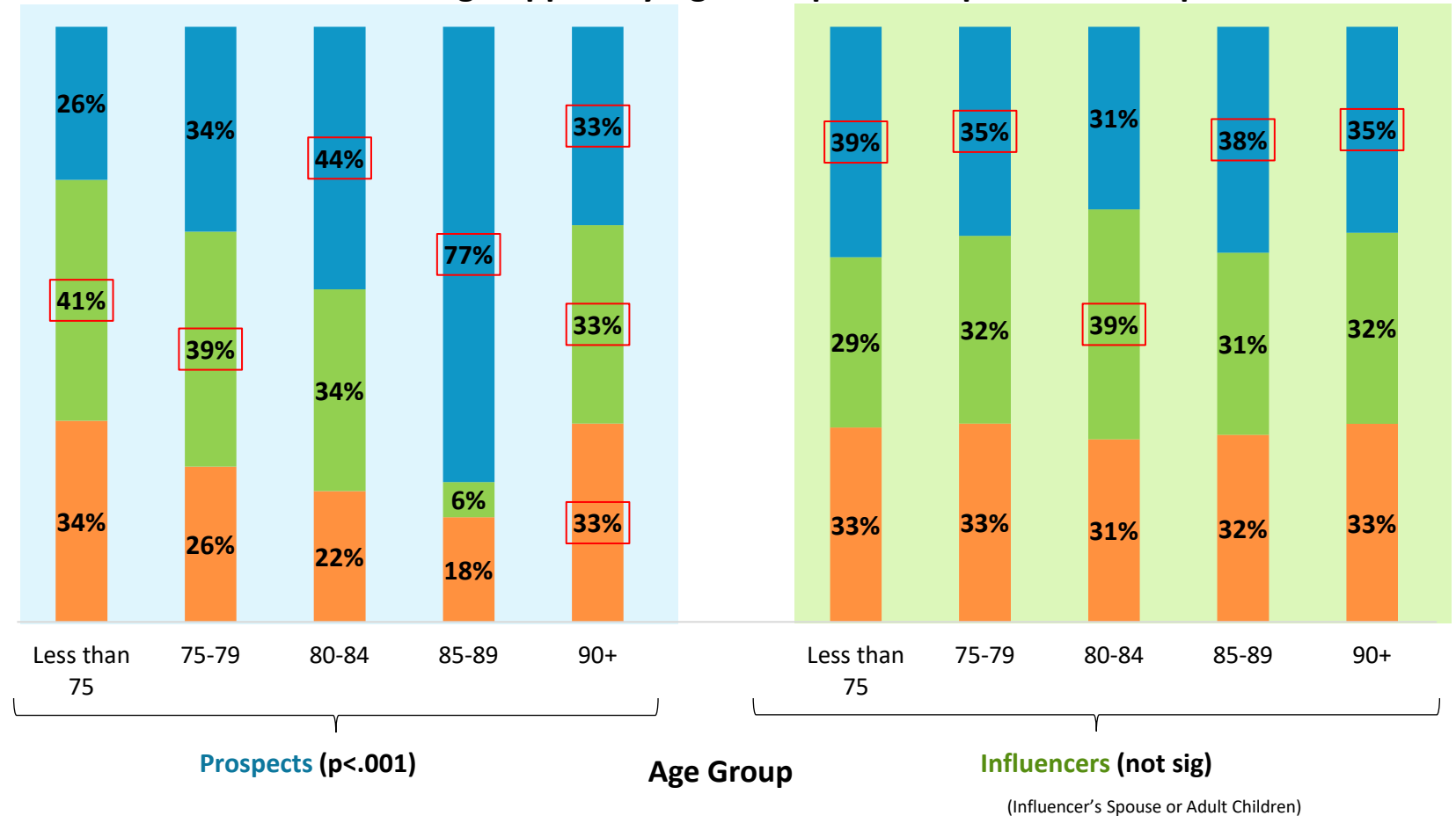
# APPEAL OF IMAGES OF STAFF CLOTHING BY REPORTED HEALTH STATUS

**Prospects** with excellent, very good, or good health status were significantly more likely to choose the image of a staff member in a t-shirt and jeans, and those with fair or poor health were significantly more likely to prefer the image of the staff in scrubs. Among **Influencers**, whose family members were in excellent or very good health preferred the blouse and skirt, while those with good, fair, or poor health preferred staff in scrubs.

Scrubs

A t-shirt and jeans

Blouse, skirt

## Exhibit 28. Image Appeal by Reported Health Status and Respondent Group

| | Prospects (p<.05) | | | Influencers (not sig) | | |
|---|---|---|---|---|---|---|
| | Excellent or Very Good | Good | Fair or Poor | Excellent or Very Good | Good | Fair or Poor |
| Scrubs | 27% | 32% | 46% | 32% | 39% | 36% |
| A t-shirt and jeans | 40% | 38% | 35% | 34% | 31% | 32% |
| Blouse, skirt | 33% | 30% | 20% | 35% | 31% | 32% |

Health Status

(Influencer's Spouse or Adult Children)

Limitation status did not have a significant impact on overall image preference among respondents. **Prospects** with limitations were split between the image of a staff member in scrubs and t-shirt and jeans and those without limitations preferred the image of a staff member in t-shirt and jeans. **Influencers**, regardless of their family member or friend's limitation status, preferred the image of a staff member in scrubs.

**Exhibit 29. Image Appeal by Reported Limitation Status and Respondent Group**
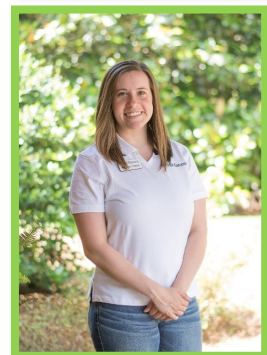
Scrubs

A t-shirt and jeans

Blouse, skirt



Prospects (not sig) — With Limitation(s): Scrubs 34%, A t-shirt and jeans 34%, Blouse/skirt 33%; Without Limitations: Scrubs 31%, A t-shirt and jeans 40%, Blouse/skirt 29%

Influencers (not sig) — With Limitation(s): Scrubs 36%, A t-shirt and jeans 32%, Blouse/skirt 31%; Without Limitations: Scrubs 36%, A t-shirt and jeans 31%, Blouse/skirt 33%

**Limitation Status**
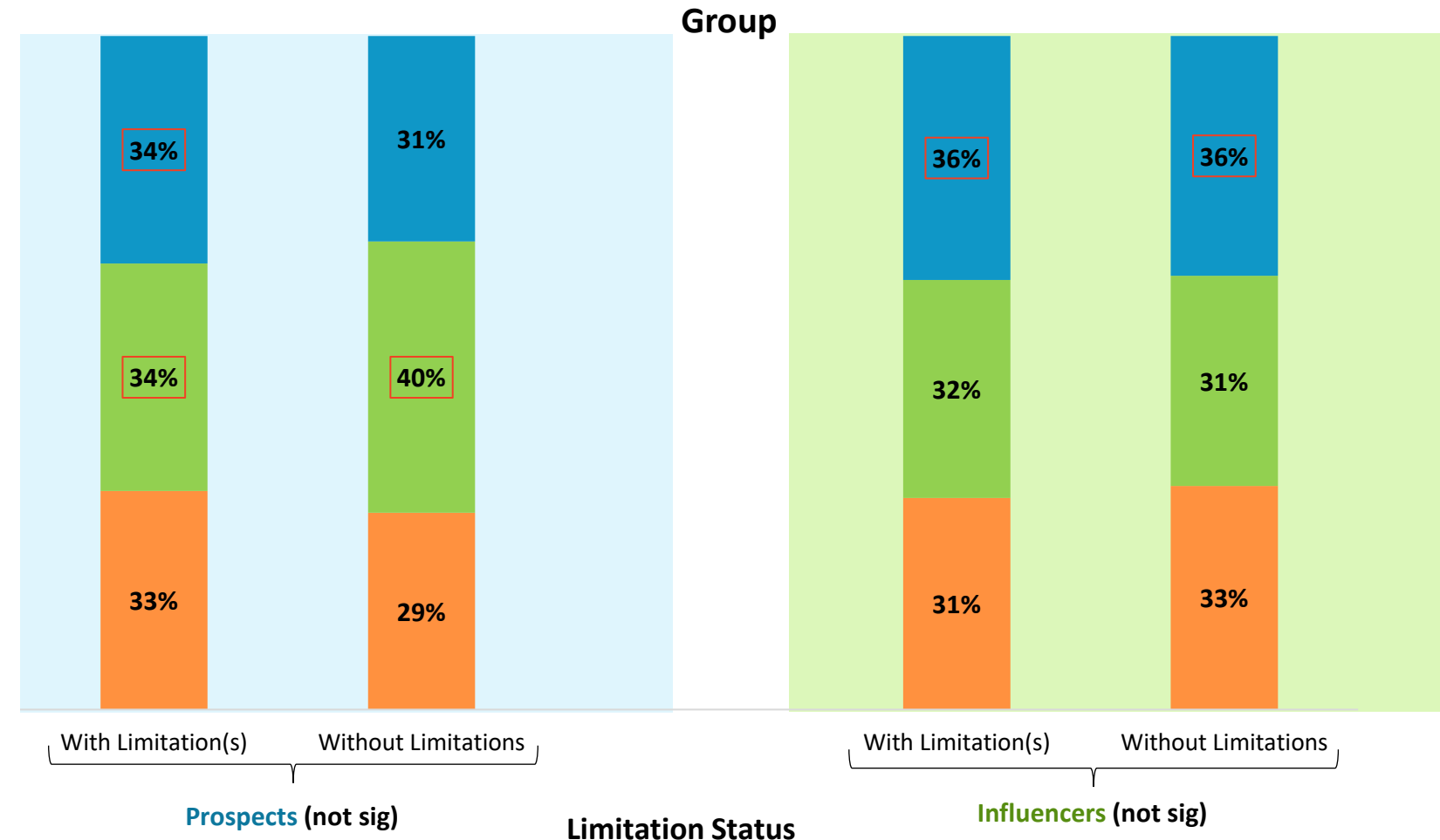
**Prospects (not sig)**

**Influencers (not sig)**

(Influencer's Spouse or Adult Children)

The appeal by annual household income among all respondents was not statistically significant. The largest proportion of **Prospects** (34% to 42%) regardless of their income group, preferred the image of the t-shirt and jeans. **Influencers** who reported their family member or friend's annual household income was $149,999 or less preferred the scrubs (37% to 43%), while those whose incomes were higher than $150,000 preferred the image of the t-shirt and jeans (43%).

**Exhibit 30. Image Appeal by Annual Household Income and Respondent Group**



Scrubs

A t-shirt and jeans

Blouse, skirt

| | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000+ | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000+ |
|---|---|---|---|---|---|---|---|---|
| Scrubs | 34% | 30% | 32% | 27% | 37% | 39% | 43% | 26% |
| A t-shirt and jeans | 42% | 37% | 34% | 40% | 31% | 33% | 31% | 43% |
| Blouse, skirt | 24% | 33% | 33% | 33% | 32% | 27% | 26% | 30% |

**Prospects (not sig)**

**Annual Household Income**

**Influencers (not sig)**
(Influencer's Spouse or Adult Children)

55
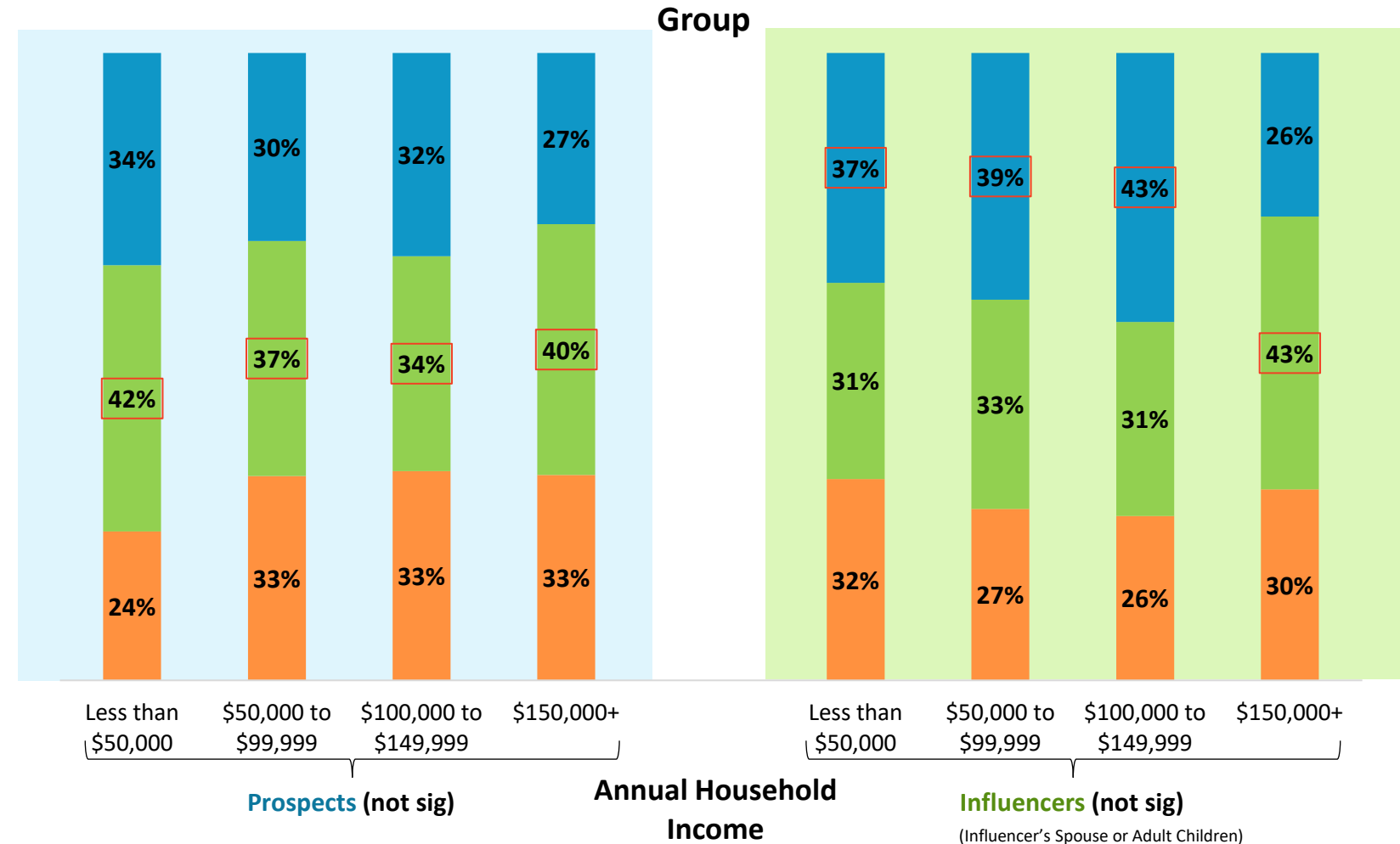
# CHAPTER 9.
# IMAGES OF STAFF INTERACTING WITH RESIDENTS

Respondents were shown three images of a staff member interacting with a resident. The image of both the staff member and resident sitting was significantly more appealing to both **Prospects** (66%) and **Influencers** (58%). This preference is likely related to the sense of balance between the staff member and the resident.

**Resident sitting and Staff standing**

**Staff and resident sitting**

**Resident standing, staff sitting**



Exhibit 31. Overall Image Appeal by Respondent Group (p<.005)

57
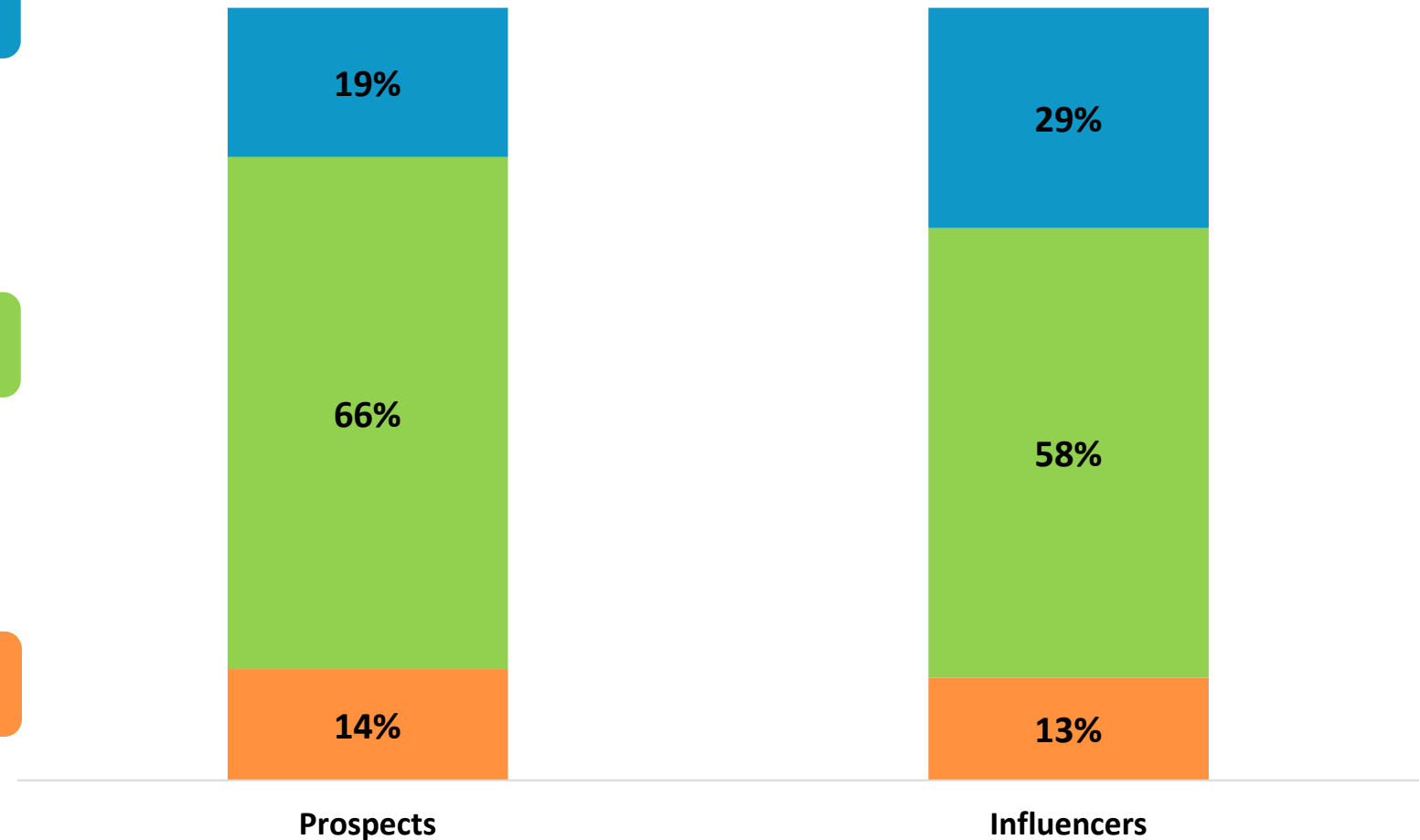
# PROSPECTS' COMMENTS ABOUT IMAGES OF STAFF INTERACTING WITH RESIDENTS

Prospects were asked why the image they chose was appealing to them. Of the 426 Prospects who chose the image of the staff and resident sitting 27%, or 117 respondents, said they chose this image because they are communicating with one another (27%) and both are equal (19%).

## Resident sitting: Why Selected

|  | Count | % |
|---|---|---|
| Caring/friendly | 51 | 41% |
| Touching | 25 | 20% |
| Personal attention | 15 | 12% |
| All are the same | 8 | 6% |
| Communicating | 8 | 6% |
| Comfortable | 4 | 3% |
| Compassion | 4 | 3% |
| Helpful | 4 | 3% |
| Like them all | 3 | 2% |
| Most appealing | 1 | 1% |
| Staff interacting with residents | 1 | 1% |
| **Total** | **124** | **100%** |

## Staff and resident sitting: Why Selected

|  | Count | % |
|---|---|---|
| Communicating | 117 | 27% |
| Both are equal | 83 | 19% |
| One on one interaction | 55 | 13% |
| Sitting together | 43 | 10% |
| Relaxed atmosphere | 27 | 6% |
| Comfortable | 21 | 5% |
| Friendly | 15 | 4% |
| Caring | 14 | 3% |
| Eye level contact | 10 | 2% |
| No touching | 7 | 2% |
| Less intimidating | 5 | 1% |
| Visiting | 5 | 1% |
| Helpful | 4 | 1% |
| Like friends | 4 | 1% |
| Looks natural/professional | 4 | 1% |
| Personal involvement | 4 | 1% |
| All are the same | 3 | 1% |
| Best photo | 2 | 0.5% |
| Nice setting | 2 | 0.5% |
| Educational | 1 | 0.2% |
| **Total** | **426** | **100%** |

## Resident standing, staff sitting: Why Selected

|  | Count | % |
|---|---|---|
| Resident in charge | 24 | 27% |
| Resident interacting with staff | 13 | 15% |
| Active involvement | 9 | 10% |
| Resident standing | 9 | 10% |
| Being listened to | 5 | 6% |
| Helping each other | 4 | 5% |
| Taking notes | 4 | 5% |
| Open communication | 3 | 3% |
| Resident knows what's going on | 3 | 3% |
| Asking questions | 2 | 2% |
| Checking info | 2 | 2% |
| Condescending | 2 | 2% |
| All photos are good | 1 | 1% |
| Activity planning | 1 | 1% |
| Comfortable interaction | 1 | 1% |
| Favors resident | 1 | 1% |
| Friendly | 1 | 1% |
| Resident is relaxed | 1 | 1% |
| Shows transparency | 1 | 1% |
| Staff should show respect | 1 | 1% |
| **Total** | **88** | **100%** |

**Prospects** preferred the image with both resident and staff sitting across all age groups except those 90 years of age or older. For **Prospects** age 90 or older, each image was preferred equally. Age did not have a significant impact on image preference among **Influencers**. Additionally, health status, limitations in abilities, household income, preferences for social group size, and preferences for being in proximity of others did not impact the selection of the image.

Resident sitting

Staff and resident sitting

Resident standing, staff sitting

**Exhibit 32. Image Appeal by Age Group and Respondent Group**



Prospects:
| Age Group | Blue | Green | Orange |
|---|---|---|---|
| Less than 75 | 15% | 67% | 18% |
| 75-79 | 22% | 69% | 9% |
| 80-84 | 24% | 64% | 12% |
| 85-89 | 35% | 65% | — |
| 90+ | 33% | 33% | 33% |

Influencers:
| Age Group | Blue | Green | Orange |
|---|---|---|---|
| Less than 75 | 30% | 56% | 14% |
| 75-79 | 29% | 57% | 14% |
| 80-84 | 25% | 63% | 11% |
| 85-89 | 25% | 66% | 9% |
| 90+ | 28% | 56% | 16% |

**Age Group**

**Prospects (p<.05)**          **Influencers (not sig)**

(Influencer's Spouse or Adult Children)

59
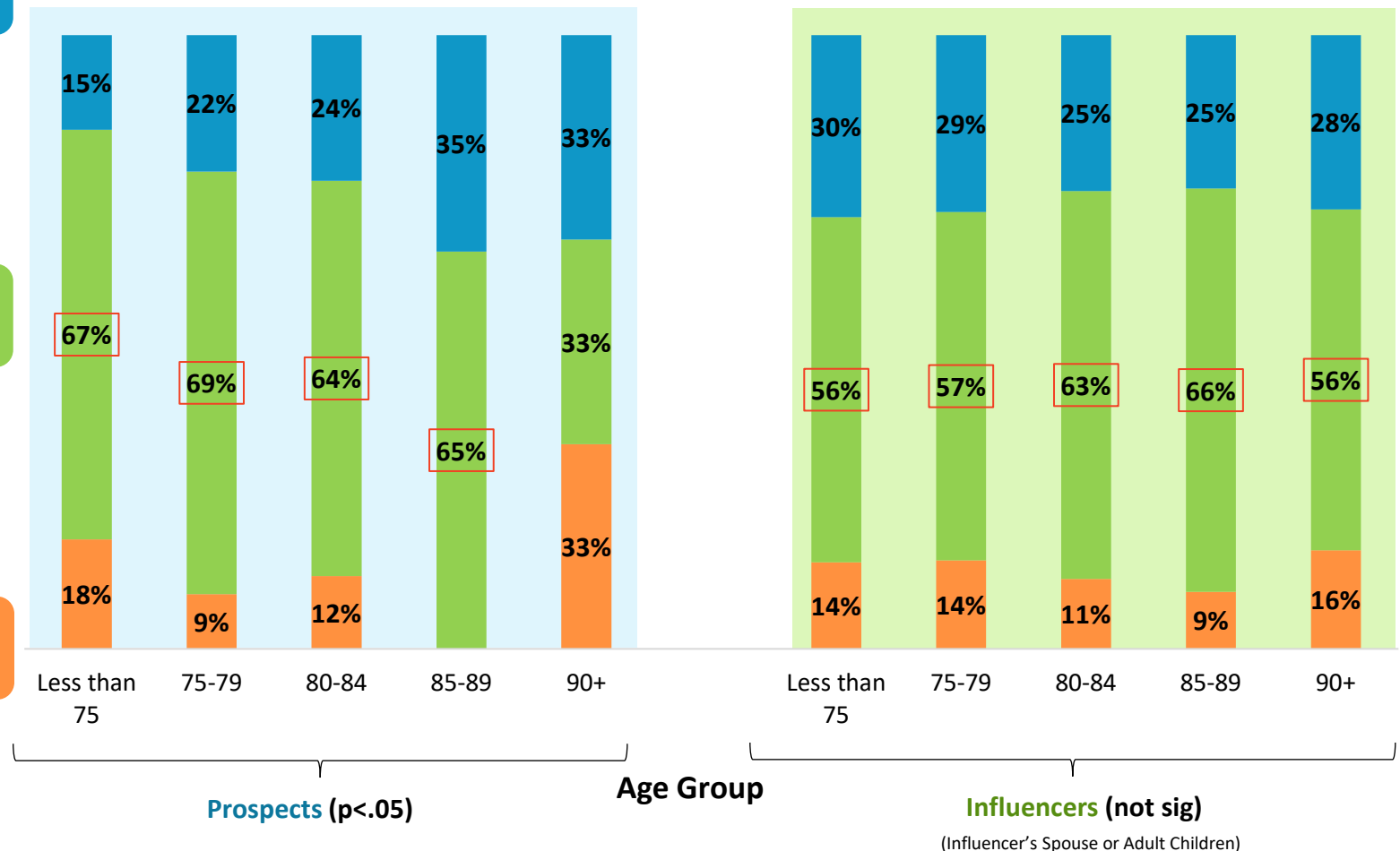
# CHAPTER 10.
# IMAGES OF CARE BEING GIVEN

Assisting with medication

Assisting with jewelry

Checking heartrate

Discussing pain in knee

Respondents were shown four images of a staff member providing care and asked which image was most appealing to them. Of the four images, the image of the staff checking heartrate was most appealing to **Prospects** (35%) and the image of the staff assisting with medication was most appealing to **Influencers** (31%).

**Exhibit 33. Overall Image Appeal by Respondent Group (p<.001)**



| Prospects | Influencers |
|---|---|
| 24% | 31% |
| 20% | 21% |
| 35% | 22% |
| 21% | 27% |

# PROSPECTS' COMMENTS ABOUT IMAGES OF CARE BEING GIVEN
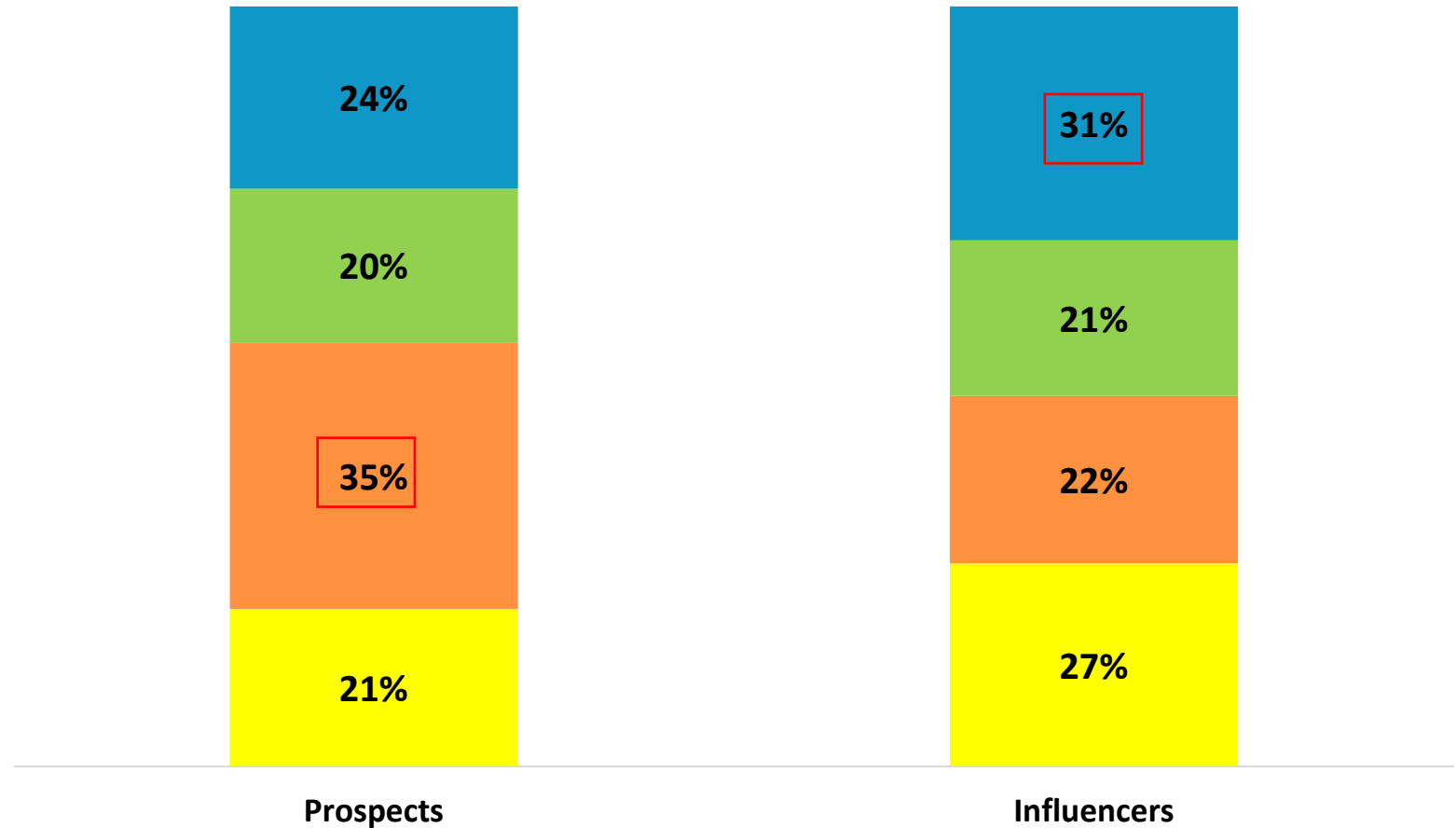
The most frequently listed reason 198 **Prospects** chose the image of staff checking heartrate (21%) was because it shows medical care or a basic check-up.






**Assisting with medication: Why Selected**

|  | Count | % |
|---|---|---|
| Assistance with medication | 21 | 21% |
| All are equal | 20 | 20% |
| Helpful staff | 13 | 13% |
| Caring | 11 | 11% |
| Checking/explaining meds | 8 | 8% |
| Personal interaction | 8 | 8% |
| Friendly | 5 | 5% |
| Asking questions about meds | 3 | 3% |
| Best photo | 3 | 3% |
| Medical staff | 2 | 2% |
| Professional advice | 2 | 2% |
| Wellness check | 2 | 2% |
| Comfortable | 1 | 1% |
| Interacting | 1 | 1% |
| One on one | 1 | 1% |
| Staff is knowledgeable | 1 | 1% |
| **Total** | **102** | **100%** |
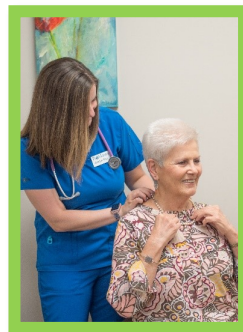
**Assisting with jewelry: Why Selected**

|  | Count | % |
|---|---|---|
| Helpful/friendly staff | 42 | 40% |
| Non-medical assistance | 15 | 14% |
| Assistance | 12 | 11% |
| All are the same | 11 | 10% |
| Caring | 10 | 10% |
| Personal care | 6 | 6% |
| Best photo | 3 | 3% |
| Comfortable | 2 | 2% |
| Medical available | 2 | 2% |
| Getting a check-up | 1 | 1% |
| Liked them all | 1 | 1% |
| **Total** | **105** | **100%** |

**Checking heartrate: Why Selected**

|  | Count | % |
|---|---|---|
| Basic check-up | 41 | 21% |
| Medical care | 41 | 21% |
| Checking vitals | 27 | 14% |
| Healthcare services | 25 | 13% |
| Caring/friendly staff | 21 | 11% |
| All are equal | 9 | 5% |
| Professional | 8 | 4% |
| Wellness check | 7 | 4% |
| Best photos | 6 | 3% |
| Caregiver assistance | 4 | 2% |
| Services | 4 | 2% |
| Nursing staff | 3 | 2% |
| Happy residents | 1 | 1% |
| Personal care | 1 | 1% |
| **Total** | **198** | **100%** |

**Discussing pain in knee: Why Selected**

|  | Count | % |
|---|---|---|
| Caring staff | 30 | 26% |
| Helpful | 14 | 12% |
| Physical therapy | 14 | 12% |
| All are the same | 11 | 9% |
| Fitness/exercise | 7 | 6% |
| Assistance when needed | 6 | 5% |
| Medical services | 6 | 5% |
| Wellness check | 5 | 4% |
| Appealing photo | 4 | 3% |
| Nurse on staff | 4 | 3% |
| Answering questions | 3 | 3% |
| Massage therapy | 3 | 3% |
| Nurse is listening | 2 | 2% |
| Personal care | 2 | 2% |
| Type care available | 2 | 2% |
| Interaction | 1 | 1% |
| Resident in control | 1 | 1% |
| Therapist on site | 1 | 1% |
| **Total** | **116** | **100%** |

Age did not have a statistically significant impact on image preference among **Prospects**. Influencer results were mixed with the image of a staff member assisting with medication the most preferred image. The image of staff assisting with medication was preferred among **Influencers** responding (44%) on behalf of a family member or friend age 75 to 79.

**Exhibit 34. Image Appeal by Age Group and Respondent Group**
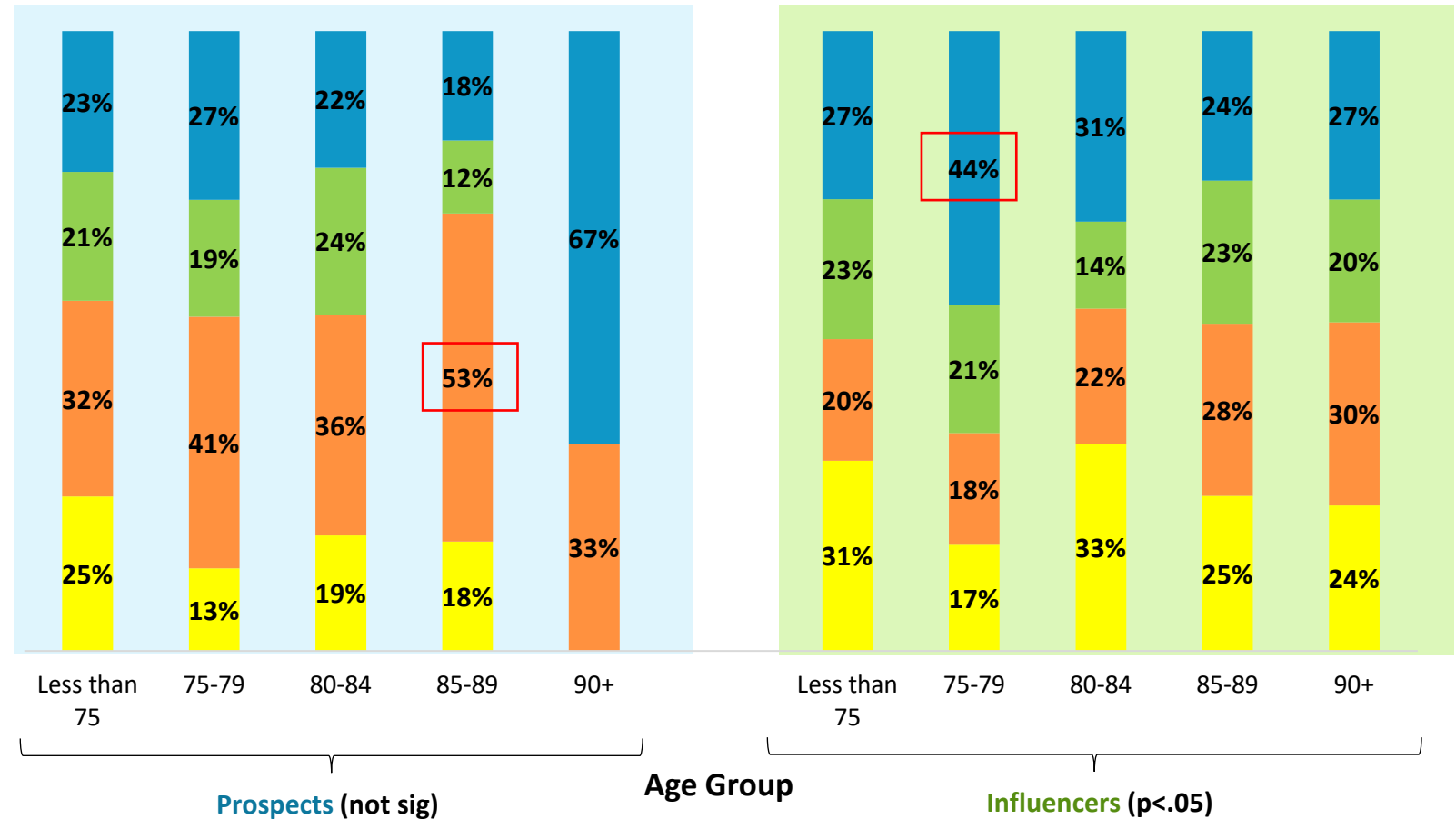


Assisting with medication

Assisting with jewelry

Checking heartrate

Discussing pain in knee

**Prospects (not sig)**

**Age Group**

**Influencers (p<.05)**

(Age of Influencer's Friend or Family Member)

63

Assisting with medication


Assisting with jewelry


Checking heartrate


Discussing pain in knee

**Prospects** who prefer not to eat alone (37%), have a strong sense of camaraderie (42%), who consider themselves to be "people persons," and/or feel safe and secure rated the image of the staff member assisting with medication the most appealing. **Influencers** (38%) also preferred the image of the staff member assisting with medication.

**Exhibit 35. Image Appeal by Desire to Be With Others and Respondent Group**



Prospects

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| Assisting with medication | 37% | 42% | 28% | 27% |
| Assisting with jewelry | 14% | | 19% | 20% |
| Checking heartrate | 26% | 22% | 27% | 31% |
| | | 13% | | |
| Discussing pain in knee | 23% | 24% | 25% | 21% |

Influencers

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| Assisting with medication | 38% | 33% | 29% | 32% |
| Assisting with jewelry | 17% | 22% | 21% | 16% |
| Checking heartrate | 19% | 23% | 24% | 23% |
| Discussing pain in knee | 26% | 22% | 25% | 29% |

# CHAPTER 11.
# PREFERRED IMAGES AND INFORMATION RELATED TO CARE SERVICES IN MARKETING MATERIAL

Both **Prospects** (46%) and **Influencers** (53%) preferred to see photos of staff members providing care and a detailed list of care services provided in marketing materials. **Prospects** (45%) were more likely than **Influencers** (33%) to want a detailed list of care services.

**Exhibit 36. Preferred Items to See in Marketing Material, Overall Preference by Respondent Group (p<.001)**

**ITEMS**

Photos of staff members providing care to current residents

A detailed list of care services provided at the community

Photos of staff members providing care AND a detailed list of care services provided

I don't want to see anything relative to on-site care services in the marketing materials

Prospects: 3%, 45%, 46%, 7%

Influencers: 11%, 33%, 53%, 3%
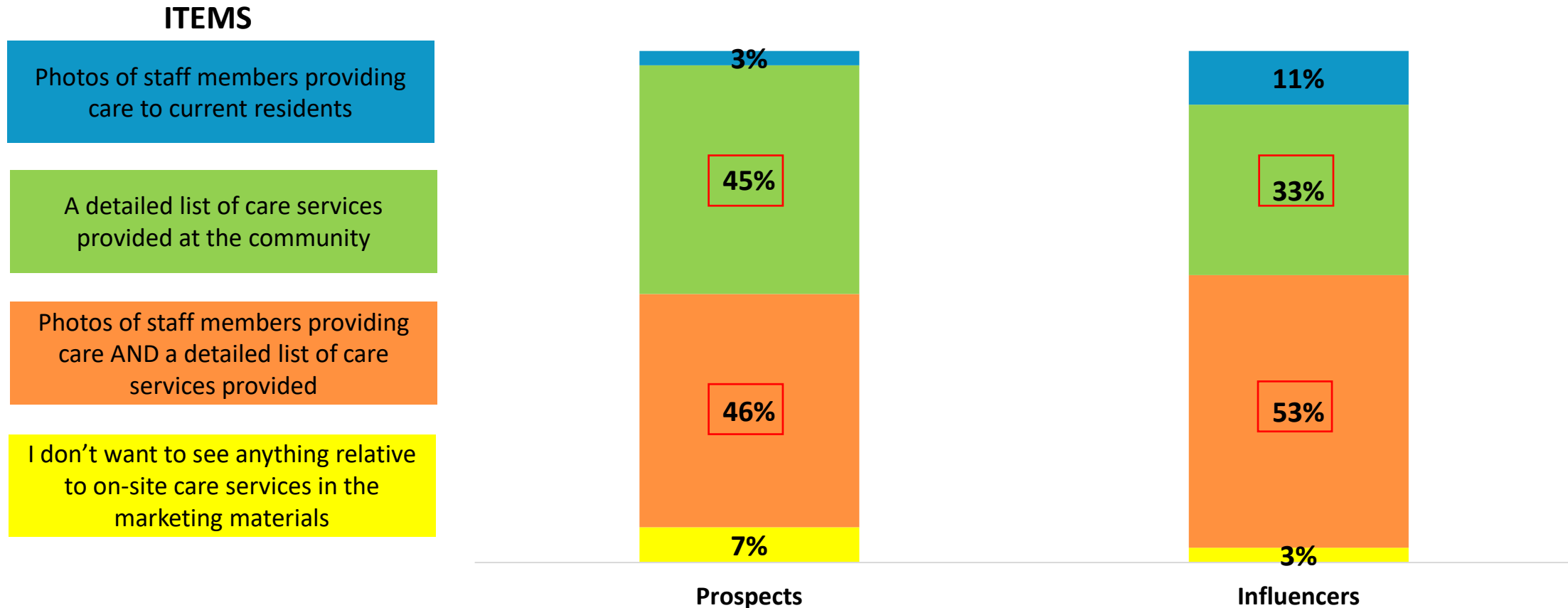
# PREFERENCE FOR PHOTOS AND INFORMATION RELATED TO CARE SERVICES IN MARKETING MATERIAL BY DESIRE TO BE WITH OTHERS

**Prospects** (52% to 63%), with the exception of those who felt safe and secure, preferred photos of staff members providing care and a detailed list of care services provided. **Prospects** who indicated they feel safe and secure (49%) preferred to only see a detailed list of care services provided at the community. **Influencers** representing someone who desires to be with others (48% to 59%) preferred to see photos of staff members providing care and a detailed list of care services provided.

## ITEMS

- Photos of staff members providing care to current residents
- A detailed list of care services provided at the community
- Photos of staff members providing care AND a detailed list of care services provided
- I don't want to see anything relative to on-site care services in the marketing materials

### Exhibit 37. Image Appeal by Desire to Be with Others and Respondent Group

**Prospects**

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| Photos of staff (blue) | 6% | 4% | 3% | 3% |
| Detailed list (green) | 29% | 38% | 41% | 49% |
| Photos AND list (orange) | 63% | 55% | 52% | 39% |
| Don't want (yellow) | 3% | 4% | 3% | 8% |

**Influencers**

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| Photos of staff (blue) | 21% | 17% | 13% | 15% |
| Detailed list (green) | 31% | 26% | 27% | 30% |
| Photos AND list (orange) | 48% | 56% | 59% | 53% |
| Don't want (yellow) | | 1% | 2% | 2% |

67

# CHAPTER 12.
# PREFERRED ITEMS RELATED TO PRIVATE APARTMENTS IN MARKETING MATERIAL

The largest proportion of **Prospects** did not have a preference for any specific image (36%) and were fine with any of the images. The second largest proportion (29%) wanted to see floorplans of apartments. **Influencers** (27%) were fine with any of the options, and 27% wanted to see photos of current residents' apartments.

**Exhibit 38. Preferred Items to See Related to Private Apartment, Overall Preference by Respondent Group (p<.001)**

## ITEMS



| ITEMS | Prospects | Influencers |
|---|---|---|
| Photos of model apartments | 15% | 21% |
| Photos of current residents' apartments | 16% | 27% |
| Photos of empty apartments (without furniture or decorations) | 5% | 9% |
| Floorplans of apartments | 29% | 16% |
| I am fine with any of these | 36% | 27% |
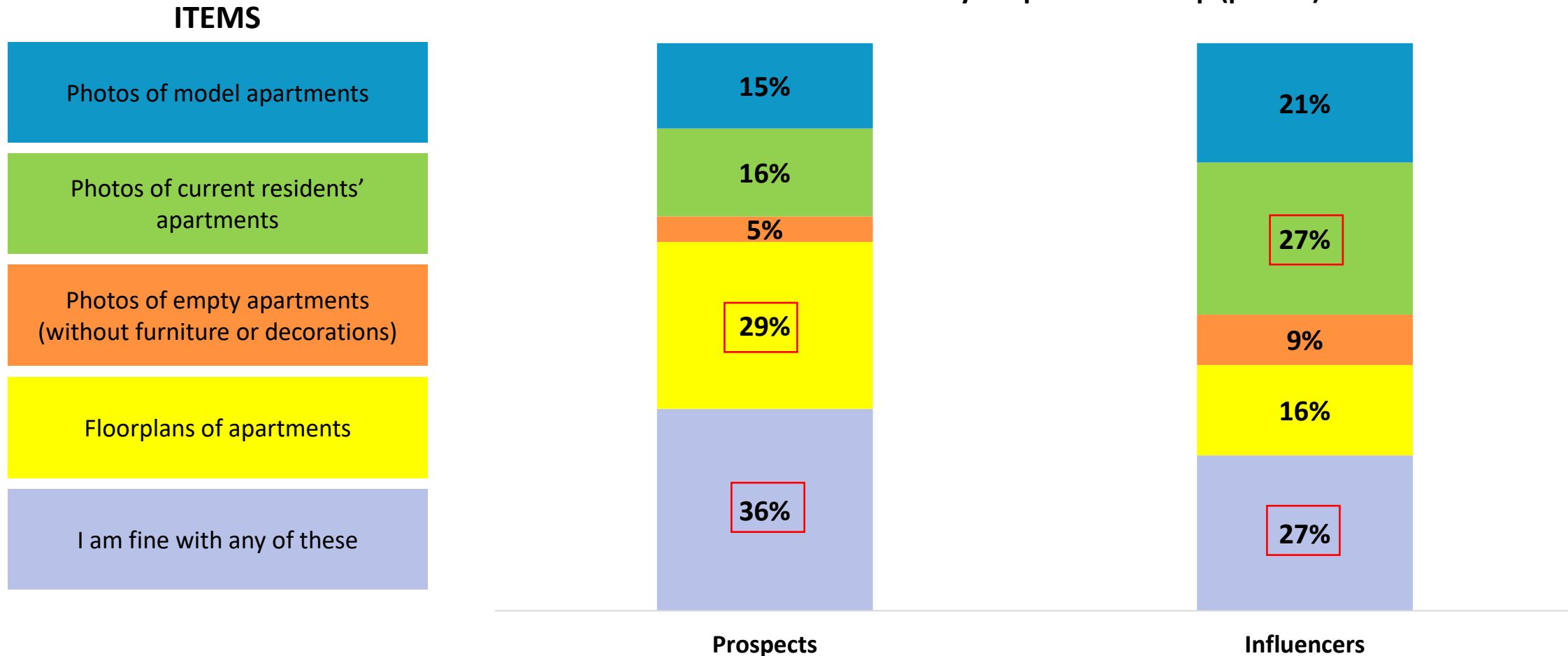
**Prospects** who were single, never married (48%), showed the greatest preference for floorplans of apartments. **Influencers** (71%) who were in a domestic partnership preferred to see photos of current residents' apartments. **Prospects** who were married, widowed, or divorced were mostly fine with any of the options. Marital status, did not have a significant impact on preference among **Influencers**. Among all respondents the age, health status, presence of limitations, and household income did not impact preference for images of potential residences.

## Exhibit 39. Preferred Items to See Related to Private Apartment by Marital Status and Respondent Group

### ITEMS

- Photos of model apartments
- Photos of current residents' apartments
- Photos of empty apartments (without furniture or decorations)
- Floorplans of apartments
- I am fine with any of these



**Prospects (p<.001)**

| Item | Married | Domestic partnership | Widowed | Divorced | Single, never married |
|---|---|---|---|---|---|
| Photos of model apartments | 13% | 18% | 13% | 21% | 33% |
| Photos of current residents' apartments | 16% | 27% | 16% | 11% | 4% |
| Photos of empty apartments | 4% | 18% | 2% | 5% | 7% |
| Floorplans of apartments | 32% | 9% | 29% | 18% | 48% |
| I am fine with any of these | 35% | 27% | 40% | 45% | 7% |

**Influencers (not sig)**

| Item | Married | Domestic partnership | Widowed | Divorced | Single, never married |
|---|---|---|---|---|---|
| Photos of model apartments | 22% | | 22% | 26% | 9% |
| Photos of current residents' apartments | 27% | 71% | 24% | 24% | 44% |
| Photos of empty apartments | 9% | 14% | 8% | 12% | 12% |
| Floorplans of apartments | 13% | | 20% | 14% | 9% |
| I am fine with any of these | 28% | 14% | 27% | 24% | 26% |

**Marital Status**

(Influencer's Friend or Family Member's Marital Status)

# CHAPTER 13.
# IMAGES OF FULL KITCHEN

Respondents were shown two images of a full kitchen and asked to identify which image was most appealing. Of the two images, the image of the kitchen without a person was most appealing among both **Prospects** (62%) and **Influencers** (54%). Preferences for the images was not influenced by the prospects age, marital status, health status, household income, or social setting preferences.

**Exhibit 40. Overall Image Appeal by Respondent Group (p<.005)**



Kitchen without person

Kitchen with person



| | Prospects | Influencers |
|---|---|---|
| Kitchen without person | 62% | 54% |
| Kitchen with person | 38% | 46% |
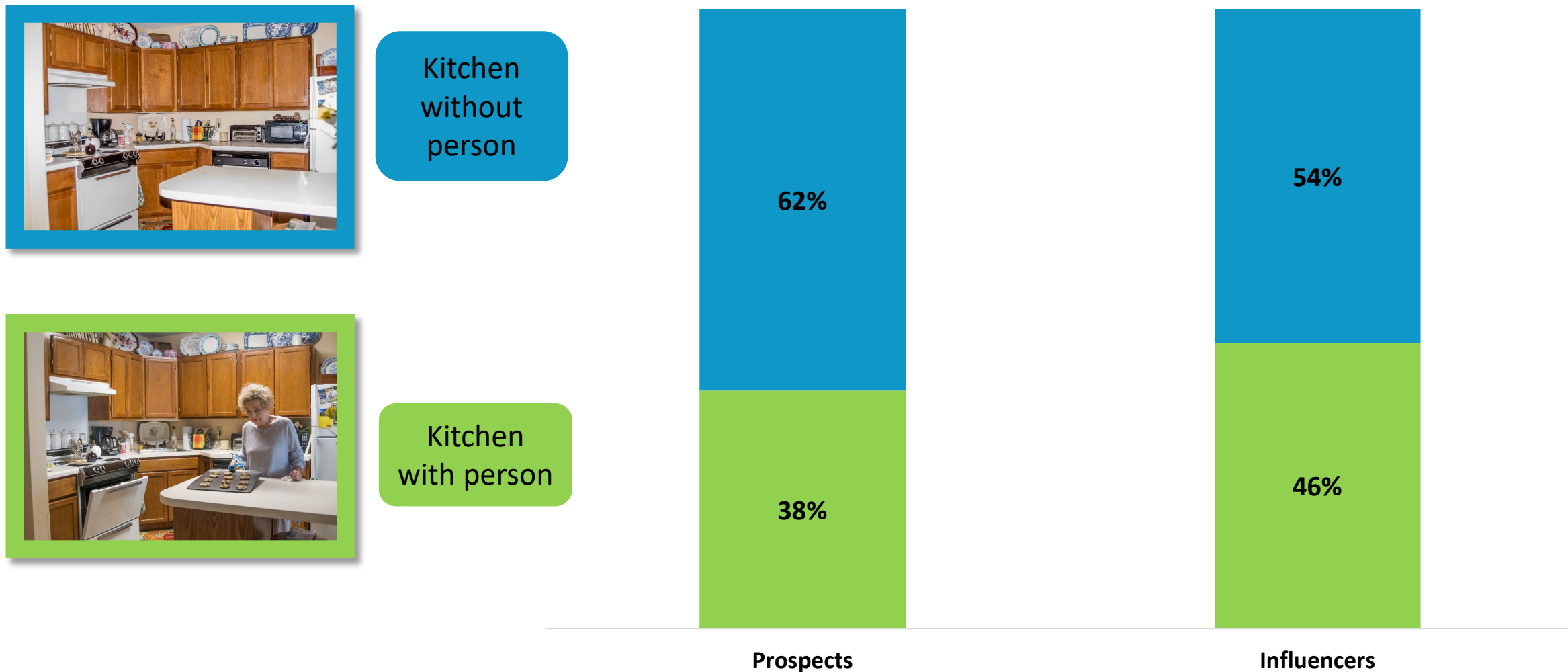
The most frequent reason 35% of 351 **Prospects** selected the kitchen without a person in it, was because it did not have a person in the kitchen. You tend to look more at the person than the kitchen.



Kitchen without person



Kitchen with person

| Kitchen, No person: Why Selected | Count | % |
|---|---|---|
| Don't need to see a person | 123 | 35% |
| More organized/neat | 33 | 9% |
| Basic kitchen | 26 | 7% |
| Can see kitchen set up | 24 | 7% |
| Clean kitchen | 23 | 7% |
| Too cluttered | 23 | 7% |
| All photos are good | 16 | 5% |
| Gives idea of size | 16 | 5% |
| Better view of kitchen | 12 | 3% |
| Both are the same | 12 | 3% |
| I don't cook | 9 | 3% |
| Appealing | 7 | 2% |
| Available appliances | 4 | 1% |
| Looks larger | 4 | 1% |
| Lovely kitchen | 4 | 1% |
| Any are okay | 3 | 1% |
| Need a full kitchen | 3 | 1% |
| See myself in apartment | 3 | 1% |
| Bright | 2 | 1% |
| Has everything you need | 1 | 0.3% |
| It looks real | 1 | 0.3% |
| Looks small | 1 | 0.3% |
| What a kitchen should like | 1 | 0.3% |
| **Total** | **351** | **100%** |

| Kitchen with person: Why Selected | Count | % |
|---|---|---|
| Shows a person baking | 178 | 76% |
| Looks homey | 16 | 7% |
| Both are the same | 6 | 3% |
| Show size of kitchen | 6 | 3% |
| Attractive kitchen | 4 | 2% |
| More personal | 4 | 2% |
| Can see myself there | 3 | 1% |
| Don't like either | 3 | 1% |
| Full kitchen | 3 | 1% |
| Like to cook | 3 | 1% |
| Too cluttered | 3 | 1% |
| Not appealing | 2 | 1% |
| Area is small | 1 | 0.4% |
| Clean | 1 | 0.4% |
| Full size range | 1 | 0.4% |
| Functional kitchen | 1 | 0.4% |
| **Total** | **235** | **100%** |

The image of the kitchen without a person in it was preferred by a majority of **Prospects**, (52% to 61%), and by **Influencers** responding on behalf of a family member or friend who agreed they are a "people person" (54%) or agreed they feel safe and secure (60%).

**Exhibit 41. Image Appeal by Desire to be With Others and Respondent Group**



| | Prospects | | | | Influencers | | | |
|---|---|---|---|---|---|---|---|---|
| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
| Kitchen without person | 54% | 56% | 52% | 61% | 47% | 49% | 54% | 60% |
| Kitchen with person | 46% | 44% | 48% | 39% | 53% | 51% | 46% | 40% |

74
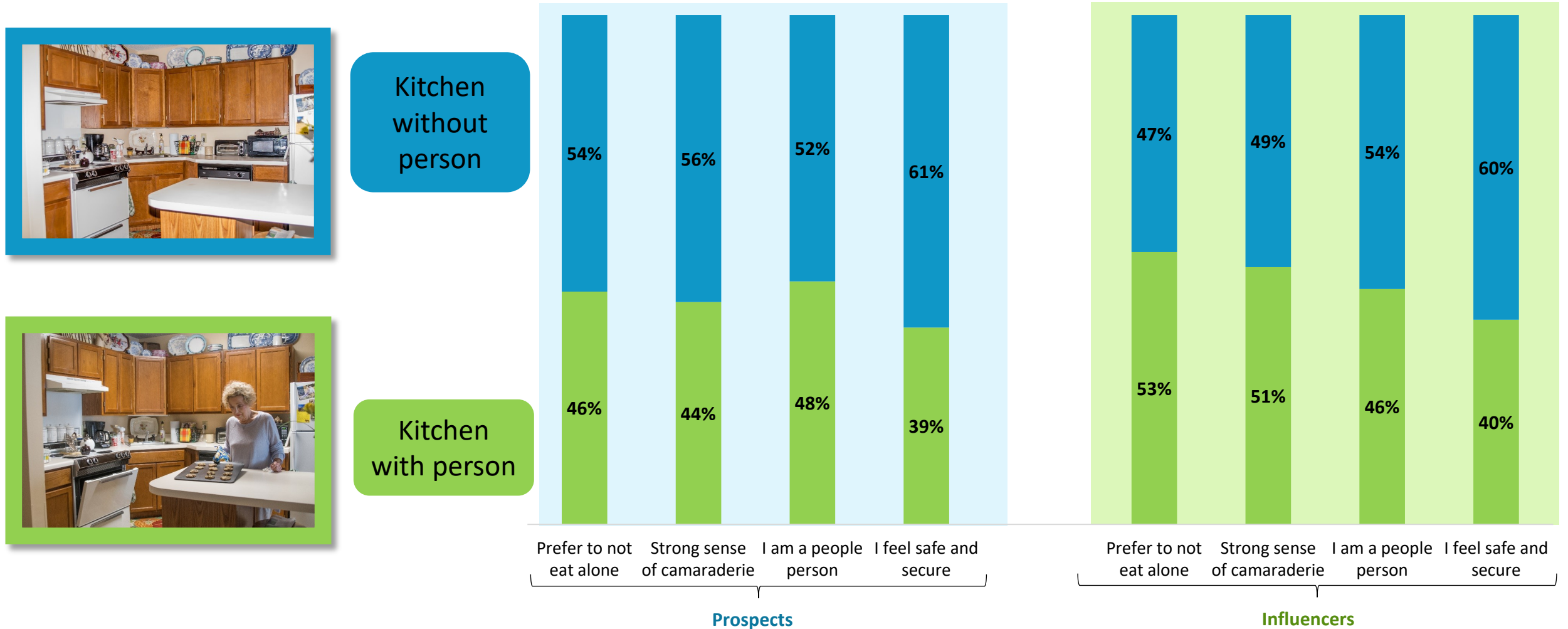
# CHAPTER 14.
# PREFERENCE Of APARTMENT PHOTO VS VIDEO

Respondents were shown a photo and a video of an apartment and asked which was most appealing to them. Of the two options, both were essentially equally appealing among **Prospects** (50% to 50%) and **Influencers** (49% to 51%).

### Exhibit 42. Apartment Photo vs. Video, Overall Preference by Respondent Group (not sig)



Photo

Video

| | Prospects | Influencers |
|---|---|---|
| Photo | 50% | 49% |
| Video | 50% | 51% |
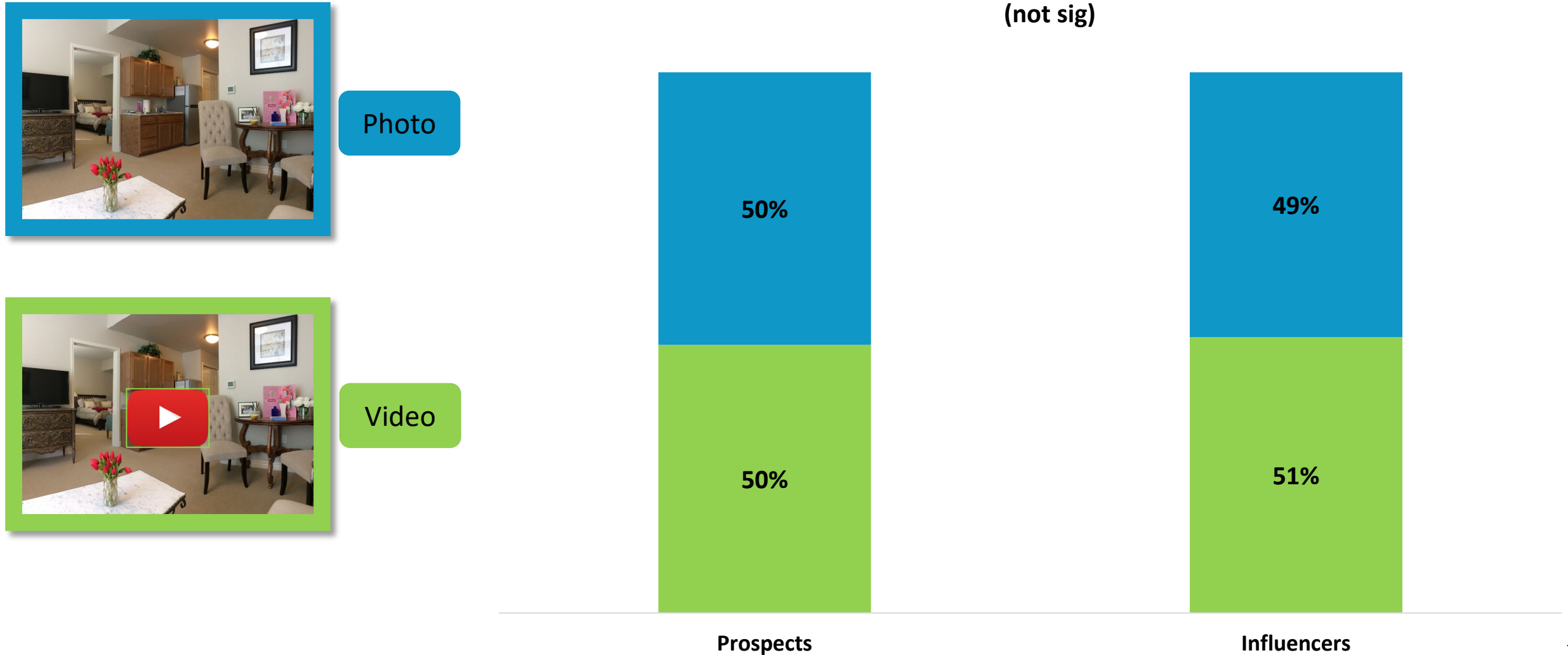
Fifty-eight percent or 157 **Prospects** who selected the photo stated it was easier to view and 84% of the 263 **Prospects** who selected the video said the video was better.
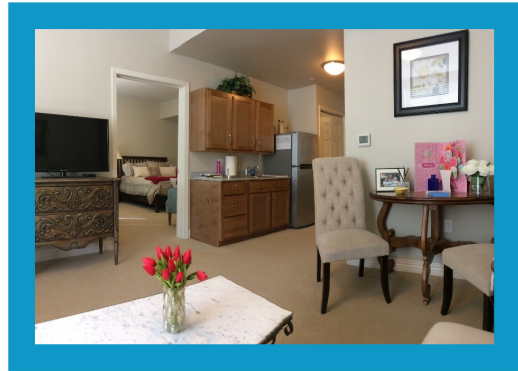


Photo



Video

### Photo: Why Selected

|  | Count | % |
|---|---|---|
| Photo is easier to view | 157 | **58%** |
| Don't need a video | 52 | 19% |
| Shows layout | 22 | 8% |
| Shows everything | 16 | 6% |
| Both are good | 11 | 4% |
| Prefer video | 6 | 2% |
| Clean/neat | 3 | 1% |
| Appealing | 2 | 1% |
| Larger view | 1 | 0.4% |
| Need a person in photo | 1 | 0.4% |
| Prefer still video | 1 | 0.4% |
| **Total** | **272** | **100%** |

### Video: Why Selected

|  | Count | % |
|---|---|---|
| Video is better | 263 | **84%** |
| Shows layout | 25 | 8% |
| Better view | 15 | 5% |
| Both are the same | 8 | 3% |
| Colorful | 1 | 0.3% |
| Like visual | 1 | 0.3% |
| **Total** | **313** | **100%** |

**Prospects** who were married (54%) preferred the video. The majority (55% to 74%) of the four groups who were not married preferred the photo. Marital status of the Prospect did not have a significant impact on preference among **Influencers**.

### Exhibit 43. Preference of Apartment Photo vs. Video by Marital Status and Respondent Group
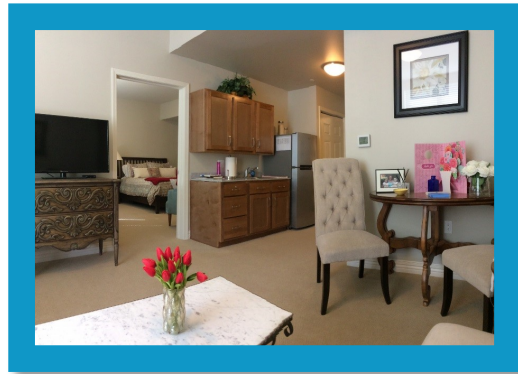


Photo

Video
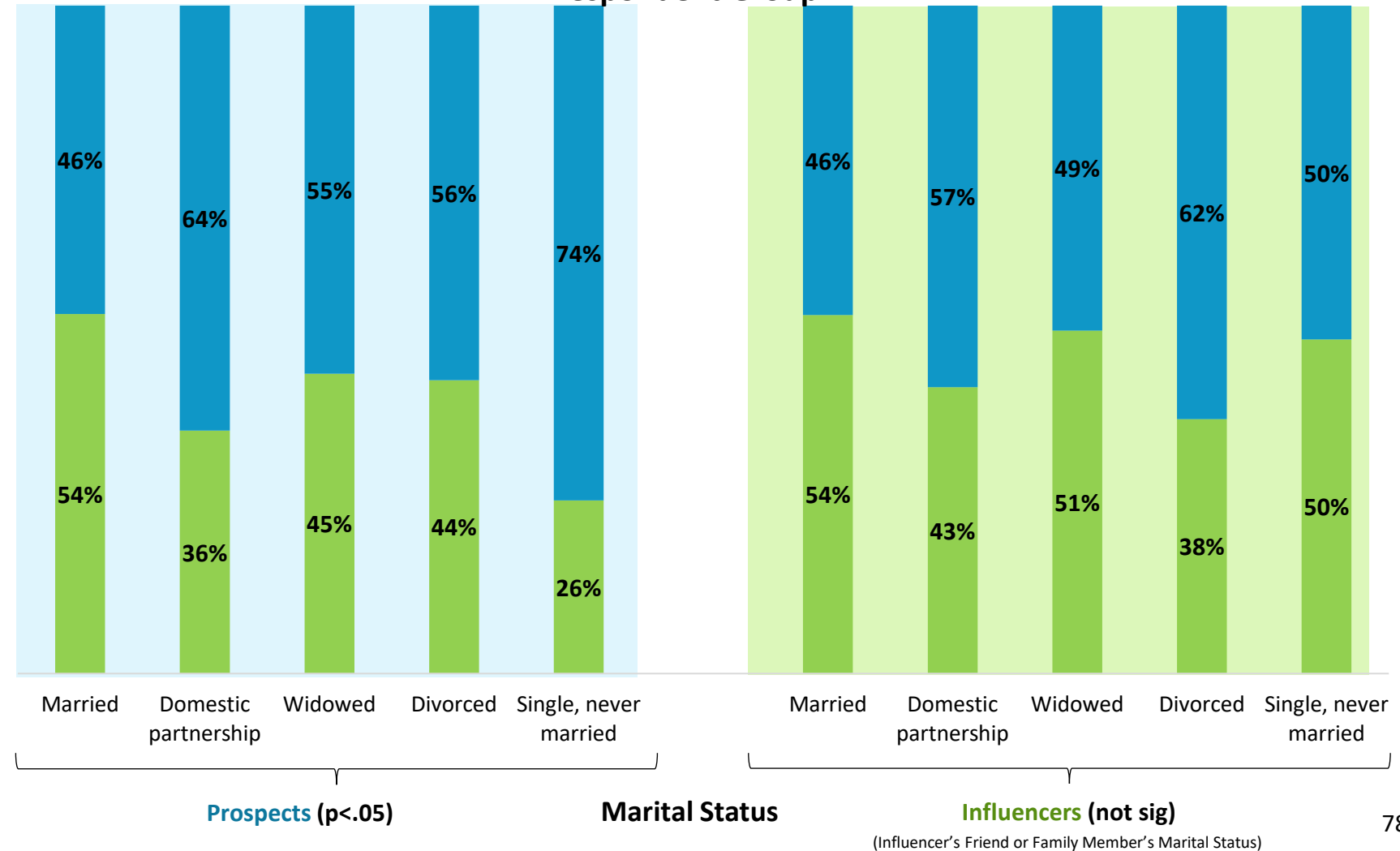
**Prospects (p<.05)**

| | Married | Domestic partnership | Widowed | Divorced | Single, never married |
|---|---|---|---|---|---|
| Photo | 46% | 64% | 55% | 56% | 74% |
| Video | 54% | 36% | 45% | 44% | 26% |

**Marital Status**

**Influencers (not sig)**

| | Married | Domestic partnership | Widowed | Divorced | Single, never married |
|---|---|---|---|---|---|
| Photo | 46% | 57% | 49% | 62% | 50% |
| Video | 54% | 43% | 51% | 38% | 50% |

(Influencer's Friend or Family Member's Marital Status)

**Prospects** who prefer to not eat alone or who feel safe and secure preferred the photo the most. **Prospects** with a strong sense of camaraderie and who considered themselves to be "people persons" preferred the video. **Influencers** preferred each image nearly equally, showing slightly greater preference for the photo.

**Exhibit 44. Preference of Photo or Video by Desire to Be With Others and Respondent Group**



| | Prospects | | | | Influencers | | | |
|---|---|---|---|---|---|---|---|---|
| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person. | I feel safe and secure. | Prefer to not eat alone | Strong sense of camaraderie | I am a people person. | I feel safe and secure. |
| Photo | 54% | 45% | 43% | 53% | 53% | 51% | 51% | 51% |
| Video | 46% | 55% | 57% | 47% | 47% | 49% | 49% | 49% |

(Influencer's Friend or Family Member's Desire to Bew With Others)
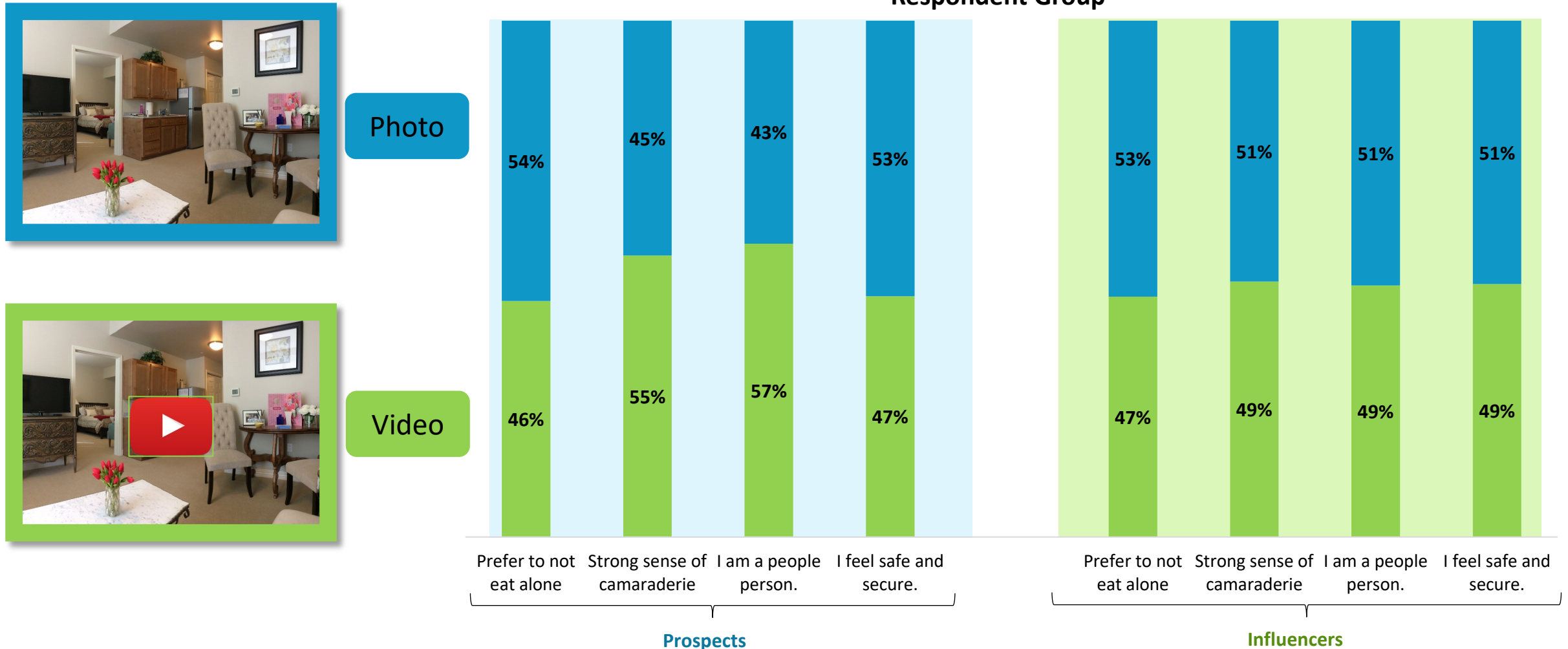
# CHAPTER 15.
# IMAGES OF RECEPTION DESK

Respondents were asked which of two images of a reception desk was most appealing to them. Of the two images, the image of the lobby with people in it was essentially equally appealing to both **Prospects** (78%) and **Influencers** (79%). Preferences for the images were not influenced by the age, health, marital status, presence of limitations, household income, or preferences for social settings of the respondent.

**Exhibit 45. Overall Image Appeal by Respondent Group (not sig)**



Lobby no people

Lobby with people

| | Prospects | Influencers |
|---|---|---|
| Lobby no people | 22% | 21% |
| Lobby with people | 78% | 79% |

81
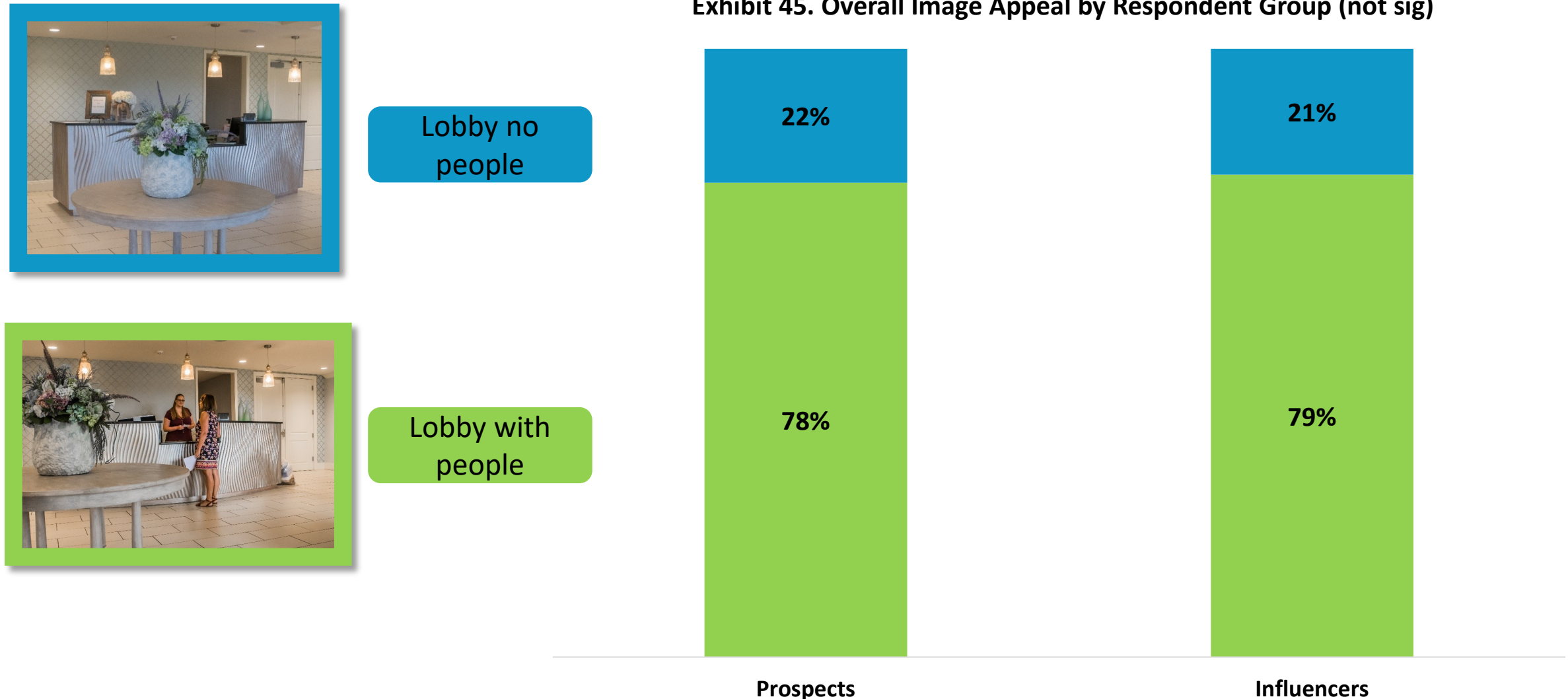
The most frequent reason why 189 **Prospects** (36% of 528) selected the image of the lobby with people was because the image shows people. Eighty-five percent of the 623 respondents who answered this question chose the lobby with people.



Lobby no people



Lobby with people

| Lobby no people: Why Selected | Count | % |
|---|---|---|
| Don't need people | 37 | 39% |
| Better view | 14 | 15% |
| Shows reception area | 11 | 12% |
| Both are good | 8 | 8% |
| Appealing | 7 | 7% |
| Colorful | 5 | 5% |
| Clean visual | 4 | 4% |
| Looks more organized | 2 | 2% |
| More inviting | 2 | 2% |
| Too cluttered | 2 | 2% |
| Atmosphere | 1 | 1% |
| Prefer a model | 1 | 1% |
| Quiet | 1 | 1% |
| **Total** | **95** | **100%** |

| Lobby with people: Why Selected | Count | % |
|---|---|---|
| Photo shows people | 189 | **36%** |
| Shows reception area with staff | 71 | 13% |
| Helpful staff | 37 | 7% |
| Shows activity | 37 | 7% |
| Better color/quality | 35 | 7% |
| Friendly/inviting | 26 | 5% |
| Interaction with employee | 25 | 5% |
| Appears more welcoming | 24 | 5% |
| Don't like first picture | 15 | 3% |
| Better view | 12 | 2% |
| Looks warmer | 12 | 2% |
| Shows size | 10 | 2% |
| Both are good | 8 | 2% |
| Better perspective | 7 | 1% |
| Lighting is better | 6 | 1% |
| Looks personal | 5 | 1% |
| Clean/spacious | 3 | 1% |
| Look like a hotel | 2 | 0.4% |
| More inviting | 1 | 0.2% |
| Neutral settings | 1 | 0.2% |
| Nice lobby | 1 | 0.2% |
| Poor lighting | 1 | 0.2% |
| **Total** | **528** | **100%** |

# CHAPTER 16.
# IMAGES OF FITNESS CENTER

The image of the fitness center with people, was chosen by both **Prospects** (54%) and **Influencers** (63%).

**Exhibit 46. Overall Image Appeal by Respondent Group (p<.005)**



Fitness Center
Without People

Fitness Center
with people

Prospects: 46% (without people), 54% (with people)

Influencers: 37% (without people), 63% (with people)

Prospects

Influencers
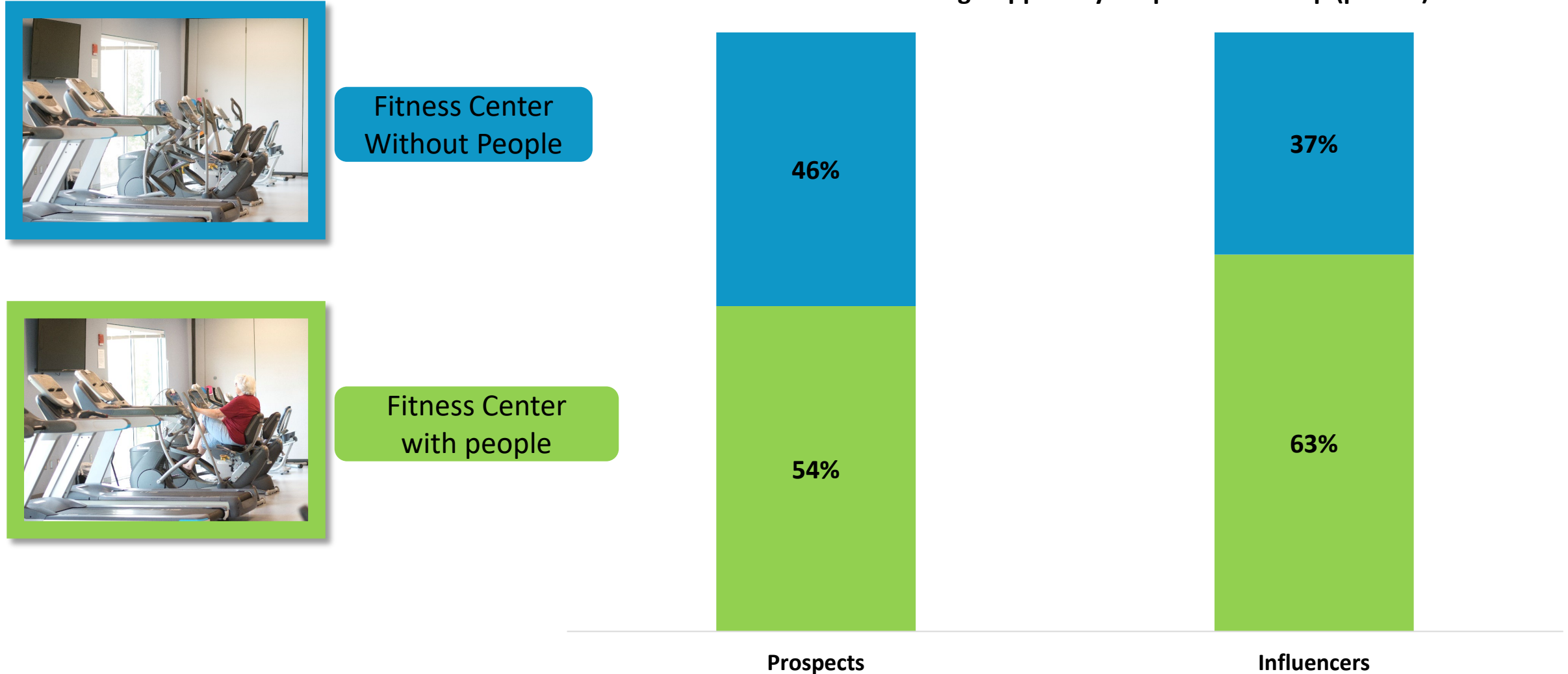
Sixty-one percent of the 603 people who selected an image chose the image with people in it. The most frequent reason why **Prospects** selected the image with people was because it shows the gym equipment being used.

Fitness Center
Without People

Fitness Center
with people

| Without people: Why Selected | | |
|---|---|---|
| | Count | % |
| Can see equipment | 80 | 34% |
| Don't need a person | 75 | 32% |
| Both are the same | 22 | 9% |
| Exercise/fitness center | 15 | 6% |
| Clean/organized | 11 | 5% |
| Appealing | 7 | 3% |
| Availability | 4 | 2% |
| Better view of area | 4 | 2% |
| Person preferred | 4 | 2% |
| Empty gym | 3 | 1% |
| Good picture | 2 | 1% |
| Not enough space | 2 | 1% |
| Can see myself in the picture | 1 | 0.4% |
| Cannot use this equipment | 1 | 0.4% |
| Good view of facilities | 1 | 0.4% |
| Looks open | 1 | 0.4% |
| Too cluttered | 1 | 0.4% |
| **Total** | **234** | **100%** |

| With People: Why Selected | | |
|---|---|---|
| | Count | % |
| Gym equipment being used | 180 | 49% |
| Shows a person | 147 | 40% |
| Both are good | 17 | 5% |
| Active people | 9 | 2% |
| Can see myself there | 4 | 1% |
| Better view of area | 3 | 1% |
| Shows size of room | 3 | 1% |
| Photos not good | 2 | 1% |
| Additional of equipment available | 1 | 0.3% |
| Less cluttered | 1 | 0.3% |
| Looks comfortable | 1 | 0.3% |
| Too cluttered | 1 | 0.3% |
| **Total** | **369** | **100%** |

Health status did not have a significant impact on image preference among **Prospects**. Fifty to 60% of **Prospects** preferred the image of the fitness center with people. **Influencers**, (55% to 68%) however, rated the image of the fitness center with people, to be the most appealing across all health statuses, especially so among **Influencers** responding on behalf of a family member or friend with fair or poor health (68%).

**Exhibit 47. Image Appeal by Reported Health Status and Respondent Group**



Fitness Center Without People

Fitness Center with people

| | Prospects (not sig) | | | Influencers (p<.05) | | |
|---|---|---|---|---|---|---|
| | Excellent or Very Good | Good | Fair or Poor | Excellent or Very Good | Good | Fair or Poor |
| Without People | 45% | 50% | 40% | 45% | 38% | 33% |
| With People | 55% | 50% | 60% | 55% | 62% | 68% |

Health Status

(Influencer's Friend or Family Member's Health Status)

86

Limitations in abilities did not have a significant impact on image preference among **Prospects** among whom 57% of those with limitations and 53% without limitations chose the fitness center with people. **Influencers** preferred the image of the fitness center with people regardless of the limitation status of the family member or friend for whom they were responding, especially so among those responding on behalf of someone with a limitation (70%) vs. (55%) without a limitation.

**Fitness Center Without People**

**Fitness Center with people**

## Exhibit 48. Image Appeal by Reported Limitation Status and Respondent Group

| | Prospects | | Influencers | |
|---|---|---|---|---|
| | With Limitation(s) | Without Limitations | With Limitation(s) | Without Limitations |
| Without People | 44% | 47% | 30% | 45% |
| With people | 57% | 53% | 70% | 55% |

**Prospects (not sig)**

**Influencers (p<.001)**

**Limitation Status**

(Influencer's Friend or Family Member's Limitation Status)

# APPEAL OF IMAGES OF FITNESS CENTER WITH AND WITHOUT PEOPLE BY DESIRE TO BE WITH OTHERS
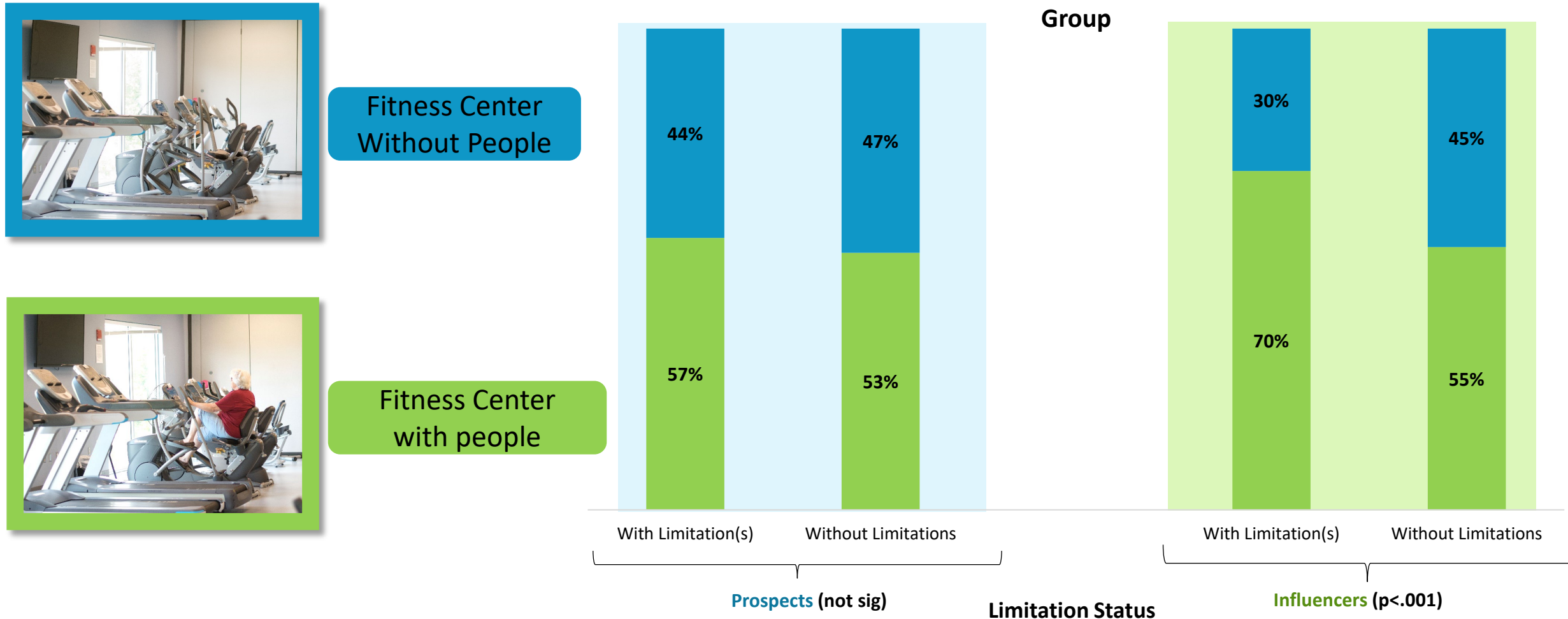
**Prospects** who prefer to be with other people (63% to 65%) and **Influencers** who prefer to be with other people (67% to 76%) preferred the image of the fitness center with people.

**Exhibit 50. Image Appeal by Desire to be With Other People and Respondent Group**

Fitness Center Without People

Fitness Center with people

### Prospects

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| Without People | 37% | 35% | 35% | 47% |
| With people | 63% | 65% | 65% | 53% |

### Influencers

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| Without People | 24% | 29% | 33% | 37% |
| With people | 76% | 71% | 67% | 63% |
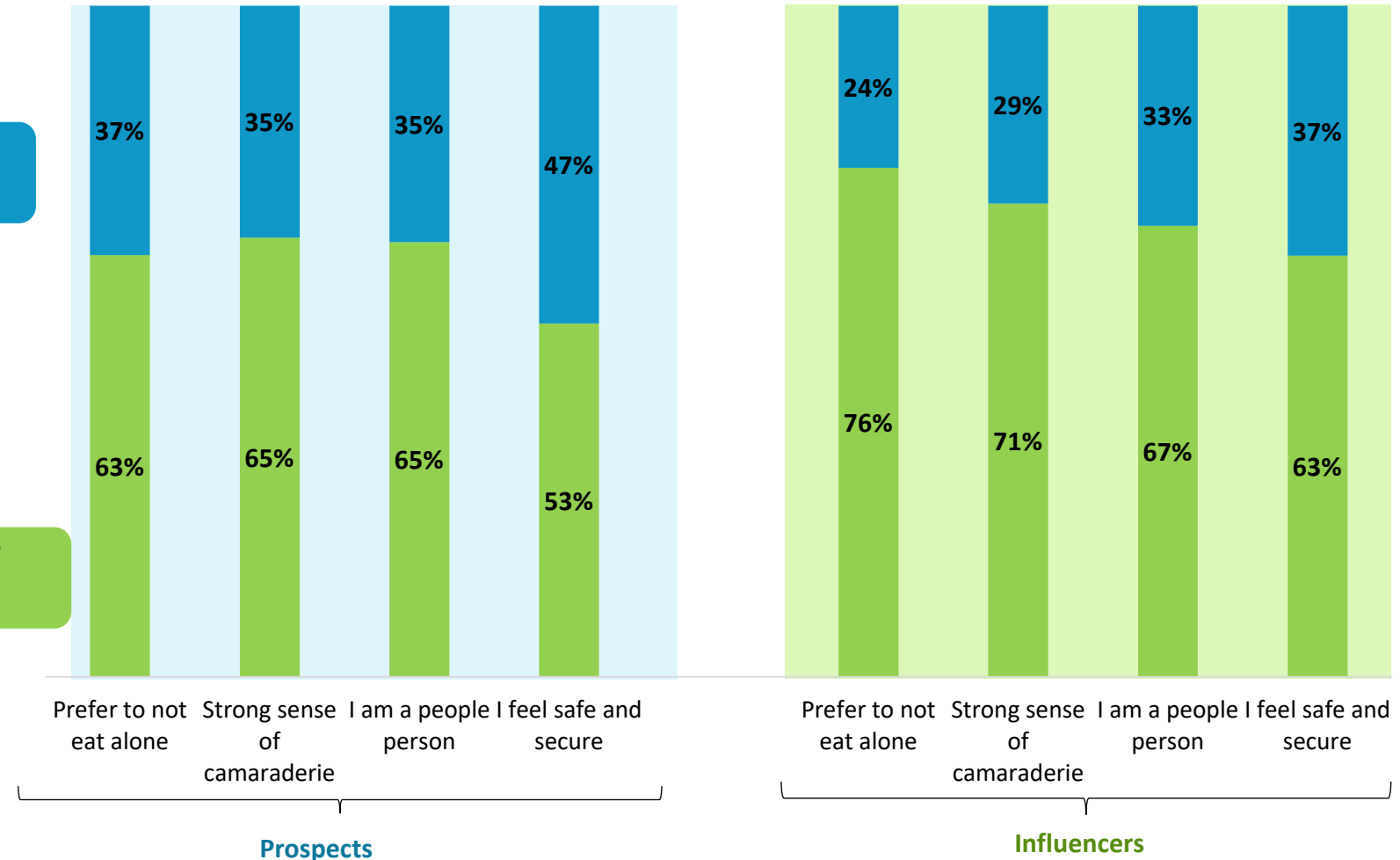
# CHAPTER 17.
# IMAGES OF PHYSICAL THERAPY/REHAB CENTERS

Respondents were shown two images of a physical therapy/rehab room and asked which image was most appealing. The image with people was most appealing among both **Prospects** (66%) and **Influencers** (72%).

**Exhibit 51. Overall Image Appeal by Respondent Group (p<.01)**



No people

With People

| | Prospects | Influencers |
|---|---|---|
| No people | 35% | 28% |
| With People | 66% | 72% |
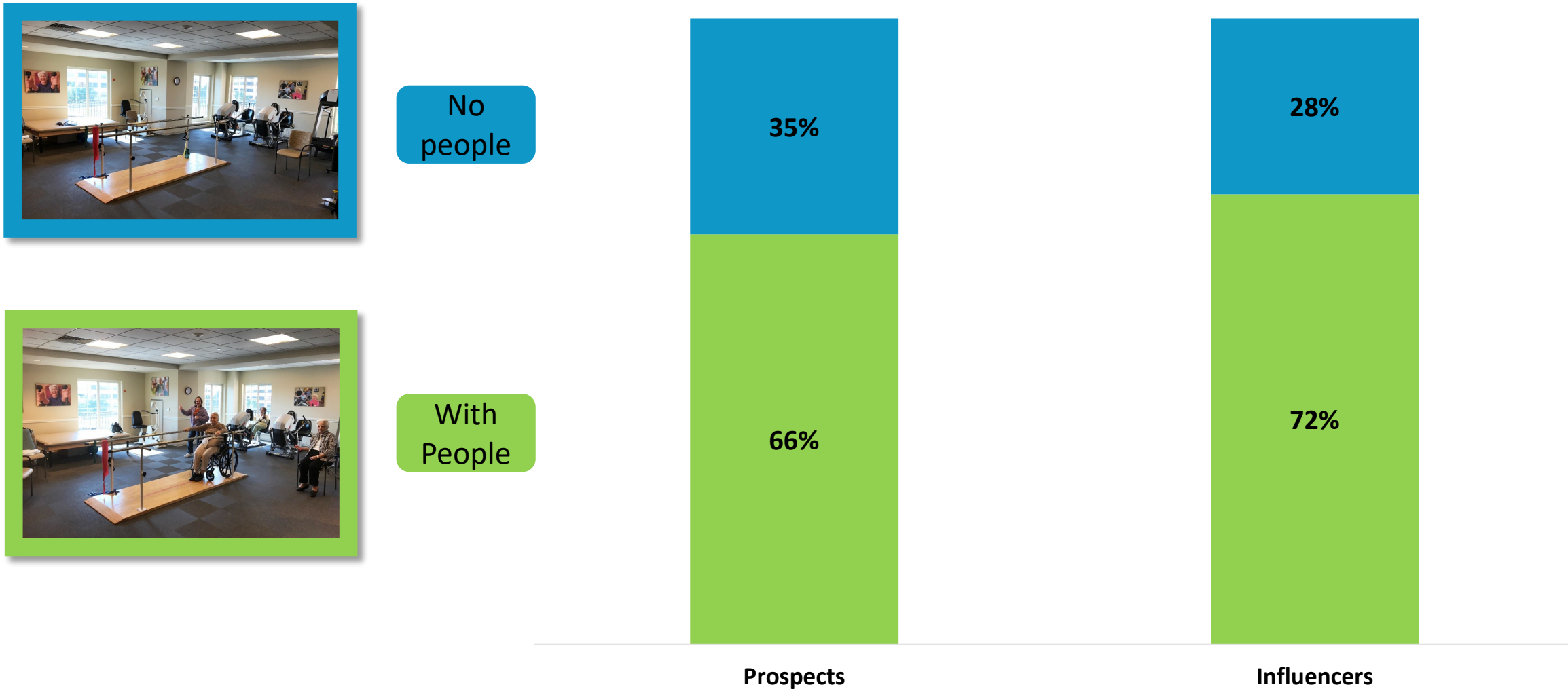
The image without people was selected by 154 respondents and the image with people was selected by 381 respondents. The most frequent reason **Prospects** selected the image with people, was because it shows the equipment in use.



**No people**



**With People**

| No people: Why Selected | | |
|---|---|---|
| | Count | % |
| Don't need a person | 30 | 19% |
| Both are the same | 16 | 10% |
| Photo of facility | 15 | 10% |
| Clean/organized | 14 | 9% |
| Don't want to see wheelchairs/walkers | 13 | 8% |
| Equipment available | 12 | 8% |
| Like the empty one | 11 | 7% |
| Easier to see | 8 | 5% |
| Too depressing | 6 | 4% |
| Less clutter | 5 | 3% |
| Activity | 4 | 3% |
| Can see myself there | 4 | 3% |
| Don't want PT in a facility | 3 | 2% |
| Less depressing | 3 | 2% |
| Too many people | 3 | 2% |
| Doesn't look crowded | 2 | 1% |
| Everyone doesn't need those services | 2 | 1% |
| Like a picture | 1 | 1% |
| Like to know what's available | 1 | 1% |
| The people don't look old | 1 | 1% |
| **Total** | **154** | **100%** |

| People: Why Selected | | |
|---|---|---|
| | Count | % |
| Shows equipment in use | 97 | **25%** |
| Showing people in action | 95 | 25% |
| Active therapy | 56 | 15% |
| Need to show people | 26 | 7% |
| Activity shown | 25 | 7% |
| Helping those who need it | 23 | 6% |
| Disable/elderly using equipment | 19 | 5% |
| Both are good | 13 | 3% |
| Interaction with each other | 8 | 2% |
| Better idea of use | 5 | 1% |
| Full service | 5 | 1% |
| Well staffed | 5 | 1% |
| Can see myself there | 1 | 0.3% |
| Include a therapist in the photo | 1 | 0.3% |
| Shows they care | 1 | 0.3% |
| There is something for everyone | 1 | 0.3% |
| **Total** | **381** | **100%** |

Health status did not have a significant impact on image preference among **Prospects**. **Influencers** preferred the image with people across all health statuses, especially among **Influencers** responding on behalf of a family member or friend with a fair or poor health status.

**Exhibit 52. Image Appeal by Reported Health Status and Respondent Group**
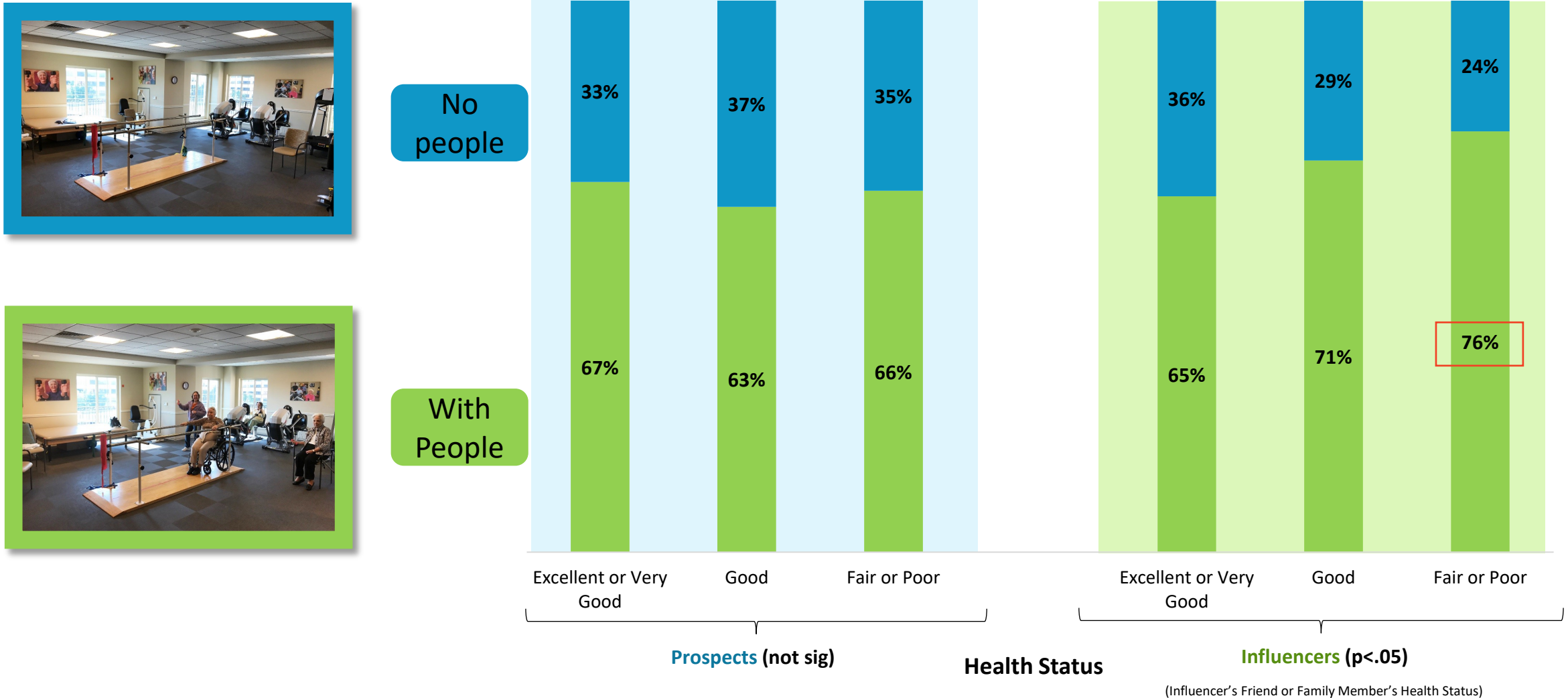


**No people**

**With People**

| | Excellent or Very Good | Good | Fair or Poor |
|---|---|---|---|
| No people (Prospects) | 33% | 37% | 35% |
| With People (Prospects) | 67% | 63% | 66% |

| | Excellent or Very Good | Good | Fair or Poor |
|---|---|---|---|
| No people (Influencers) | 36% | 29% | 24% |
| With People (Influencers) | 65% | 71% | 76% |

**Prospects (not sig)**     **Health Status**     **Influencers (p<.05)**

(Influencer's Friend or Family Member's Health Status)

92

Presence of a limitation in abilities did not have a significant impact on image preference among **Prospects**. Between 64% and 66% preferred the image of the physical therapy room with people in it. **Influencers** preferred the image with people especially so among **Influencers** responding on behalf of a family member or friend with a limitation (78%) compared to those without limitations (65%).

**Exhibit 53. Image Appeal by Reported Limitation Status and Respondent Group**
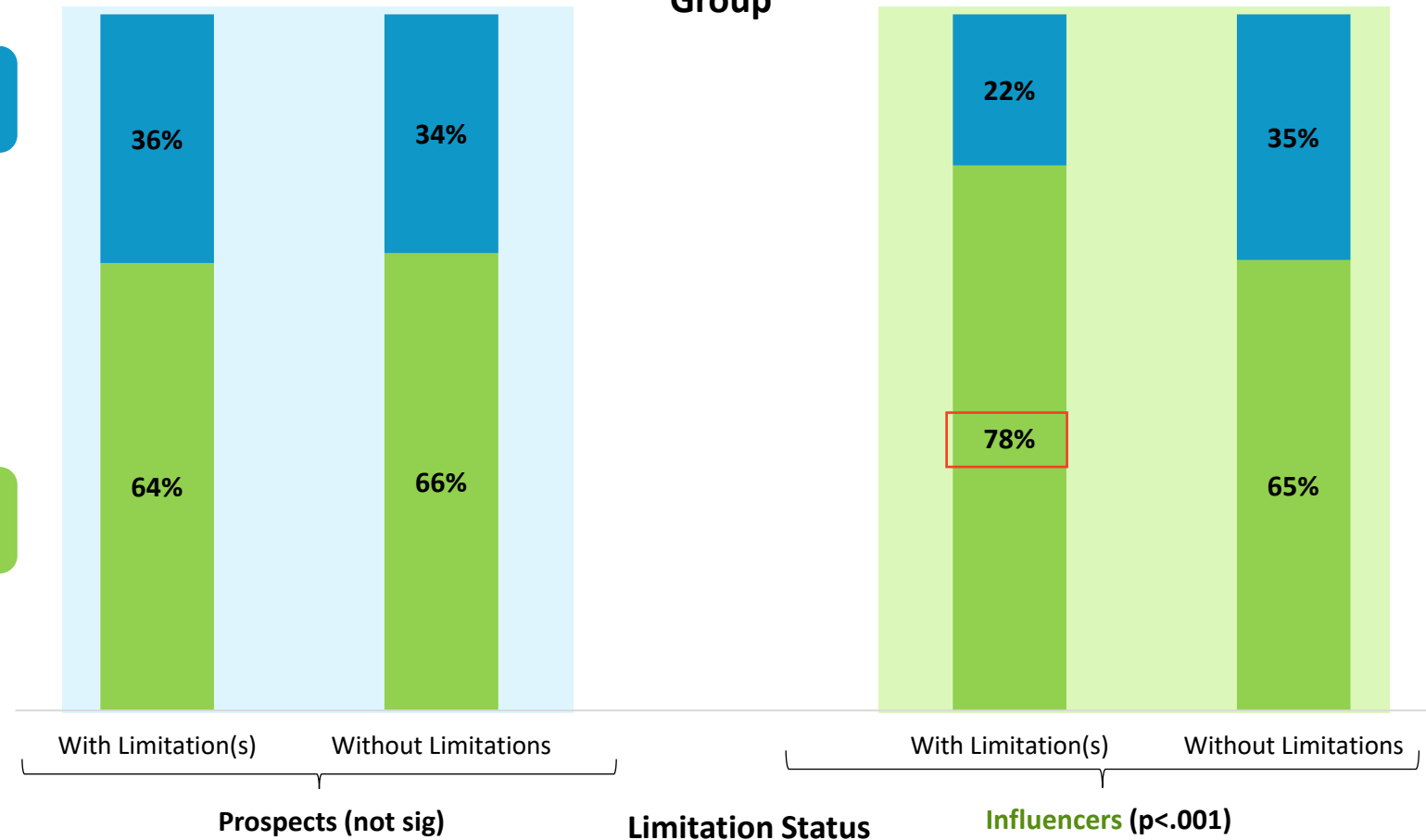
No people

With People

| | With Limitation(s) | Without Limitations |
|---|---|---|
| No people (Prospects) | 36% | 34% |
| With People (Prospects) | 64% | 66% |

**Prospects (not sig)**

| | With Limitation(s) | Without Limitations |
|---|---|---|
| No people (Influencers) | 22% | 35% |
| With People (Influencers) | 78% | 65% |

**Limitation Status**

**Influencers (p<.001)**

(Influencer's Friend or Family Member's Limitation Status)

Income did not have a significant impact on image preference among Prospects. Between 63% and 69% of **Prospects** in each income group preferred the image with people. **Influencers** preferred the image with people, especially so among **Influencers** responding on behalf of a family member or friend with less than $50,000 or $50,000 to $99,999 annual household income. A smaller proportion of those in the income group of $100,000 or more (57% to 60%) preferred the image with people.

**Exhibit 54. Image Appeal by Annual Household Income and Respondent Group**



**No people**

**With People**

| | Prospects (not sig) | | | | Influencers (p<.05) | | | |
|---|---|---|---|---|---|---|---|---|
| | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000+ | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000+ |
| No people | 31% | 37% | 36% | 33% | 24% | 26% | 40% | 43% |
| With People | 69% | 63% | 64% | 67% | 76% | 74% | 60% | 57% |

**Annual Household Income**
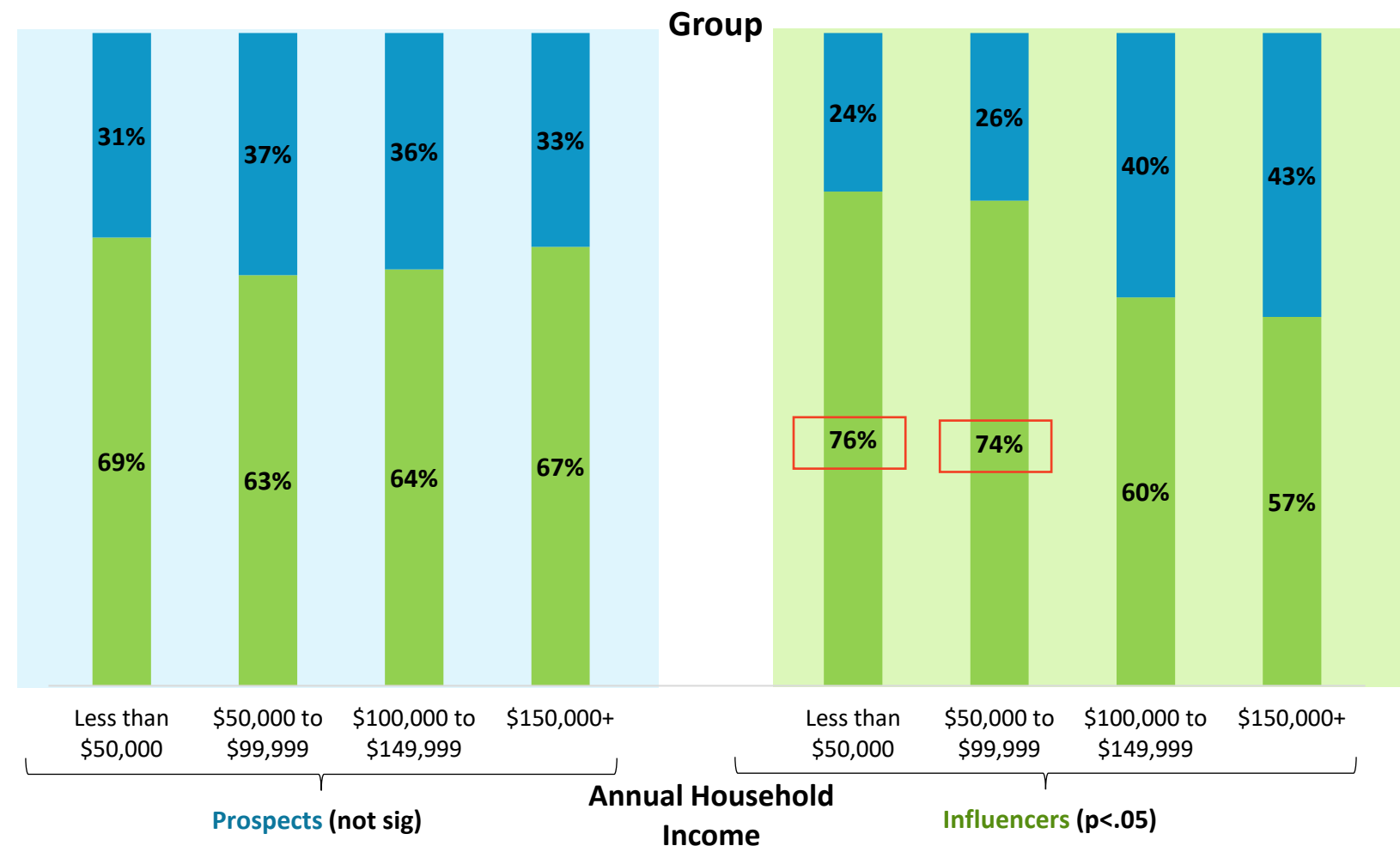
(Influencer's Friend or Family Member's Annual Household Income)

**Prospects** and **Influencers** who prefer to be with others chose the image with people about three to one (75% to 78%).

**Exhibit 55. Image Appeal by Desire to Be With Others and Respondent Group**



No people

With People

**Prospects**

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| No people | 23% | 25% | 22% | 31% |
| With People | 77% | 75% | 78% | 69% |

**Influencers**

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| No people | 19% | 28% | 31% | 31% |
| With People | 81% | 72% | 69% | 69% |

(Influencer's Friend or Family Member's Psychographic Traits)
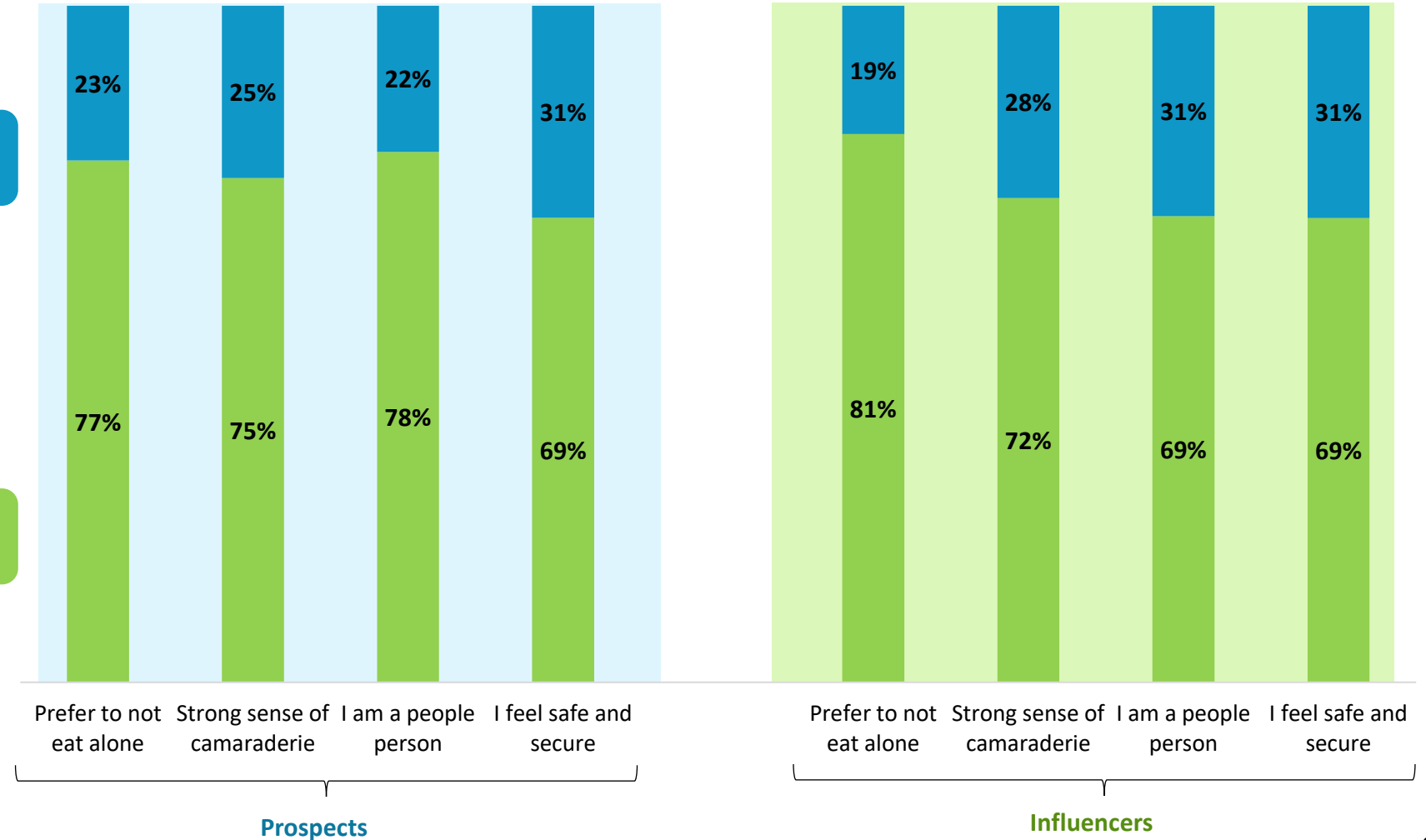
# CHAPTER 18.
# IMAGES OF DINING ROOMS

Respondents were shown two images of a dining room and asked which image was most appealing. The image of dining with people in it was rated the highest among both **Prospects** (51%) and **Influencers** (61%). The preferences among **Prospects** were nearly equally split between the two images: without people (49%) and with people dining (51%). The difference in image preference between **Prospects** and **Influencers** was significant. The obvious recommendation is to have more than one image of the dining area.



Dining without people

Dining with people

**Exhibit 56. Overall Image Appeal by Respondent Group (p<.001)**



| | Prospects | Influencers |
|---|---|---|
| Dining without people | 49% | 39% |
| Dining with people | 51% | 61% |

The most frequent reason why 142 (49%) out of 291 **Prospects** selected dining with people, was that it shows people. Forty percent of the Respondents who chose dining without people, stated "Don't need to show people."



Dining without people



Dining with people

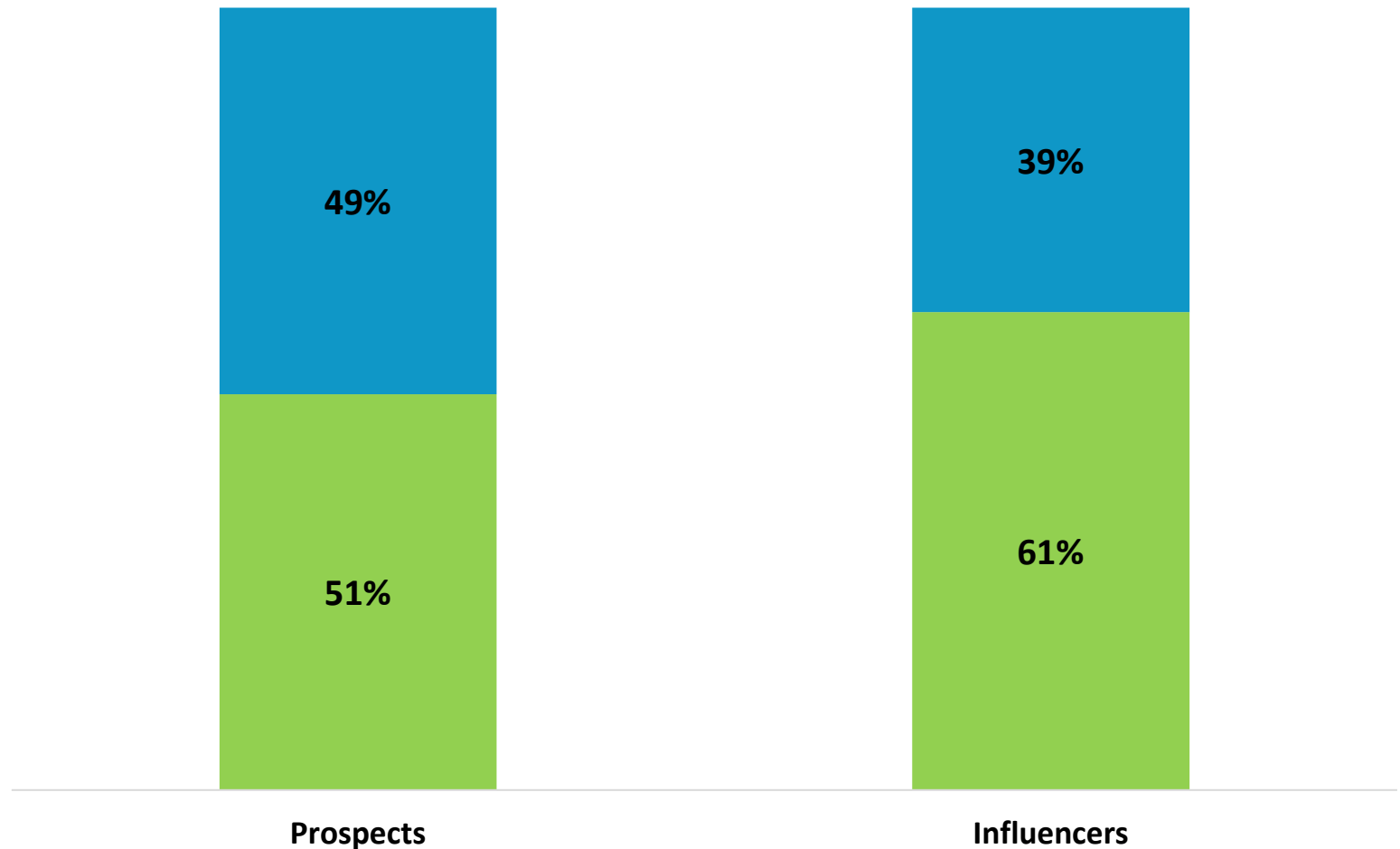| Dining without people: Why Selected | Count | % |
|---|---|---|
| Don't need to show people | 112 | 40% |
| Beautiful/appealing dining room | 32 | 12% |
| A fuller view of the room | 22 | 8% |
| Better view | 22 | 8% |
| Both are the same | 16 | 6% |
| Don't like picture one | 15 | 5% |
| Looks better empty | 12 | 4% |
| Clean/well maintained | 11 | 4% |
| Need to show people | 11 | 4% |
| Better of the two | 4 | 1% |
| Easier to see dining room | 4 | 1% |
| Better lighting | 3 | 1% |
| Can see myself there | 3 | 1% |
| Don't like either | 3 | 1% |
| Quiet/calming | 3 | 1% |
| Shows décor | 3 | 1% |
| Just show room | 1 | 0.4% |
| **Total** | **277** | **100%** |

| Dining with people: Why Selected | Count | % |
|---|---|---|
| Better to show people | 142 | 49% |
| Shows you have choices since there is a menu | 52 | 18% |
| More personable | 11 | 4% |
| Could have more people | 10 | 3% |
| Both are good | 9 | 3% |
| It's a couple | 9 | 3% |
| More appealing | 9 | 3% |
| Can see myself there | 5 | 2% |
| More comfortable | 5 | 2% |
| Restaurant feel | 4 | 1% |
| Gives scale to the dining room | 4 | 1% |
| Beautiful/appealing dining room | 4 | 1% |
| More life like | 4 | 1% |
| Casual dress | 3 | 1% |
| Active environment | 3 | 1% |
| More inviting | 2 | 1% |
| Less sterile looking | 2 | 1% |
| Getting to eat with others | 2 | 1% |
| Actual service | 2 | 1% |
| Atmosphere | 2 | 1% |
| Better lighting | 2 | 1% |
| Shows how the room is used | 1 | 0.3% |
| Clean/well maintained | 1 | 0.3% |
| A meal in the photo would be nice | 1 | 0.3% |
| Can keep your lifestyle | 1 | 0.3% |
| Could have table for two | 1 | 0.3% |
| **Total** | **291** | **100%** |

Although age did not have a significant impact on image preference, **Prospects** less than 75 years of age and those 80+ years of age showed greater preference for the dining image without people. **Influencers** preferred the dining image with people across all age segments.

**Exhibit 57. Image Appeal by Age Group and Respondent Group**



**Dining without people**

**Dining with people**

Prospects:
| Age Group | Dining without people | Dining with people |
|---|---|---|
| Less than 75 | 52% | 48% |
| 75-79 | 43% | 57% |
| 80-84 | 51% | 49% |
| 85-89 | 53% | 47% |
| 90+ | 67% | 33% |

Influencers:
| Age Group | Dining without people | Dining with people |
|---|---|---|
| Less than 75 | 39% | 61% |
| 75-79 | 39% | 61% |
| 80-84 | 40% | 60% |
| 85-89 | 41% | 59% |
| 90+ | 36% | 64% |

**Prospects (not sig)**     **Age Group**     **Influencers (not sig)**

(Age of Influencer's Friend or Family Member)
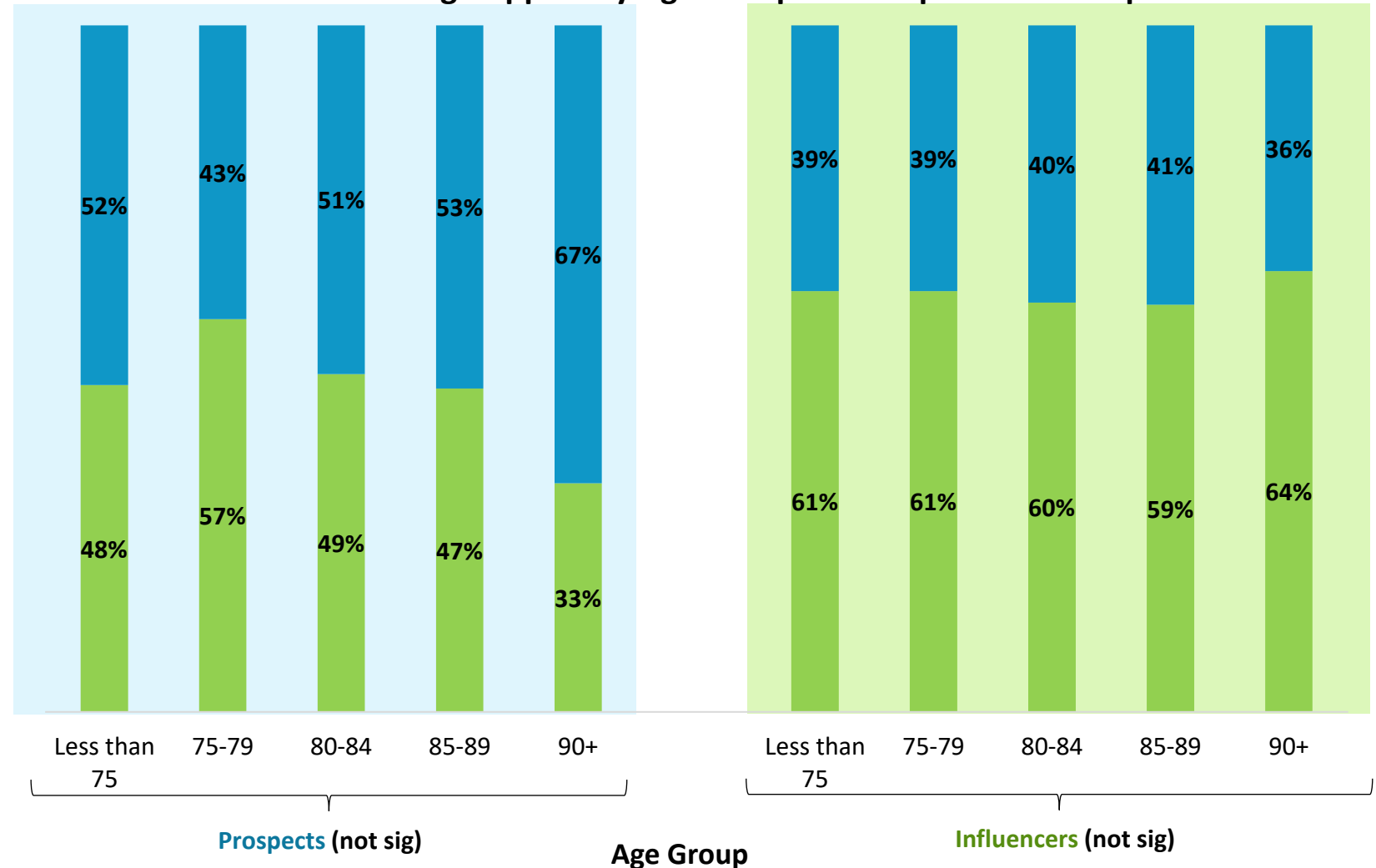
Although marital status did not have a significant impact on image preference, **Prospects** who were divorced, or single never married, showed greater preference for dining without people.

**Exhibit 58. Image Appeal by Marital Status and Respondent Group**



Dining without people

Dining with people

| | Married | Domestic partnership | Widowed | Divorced | Single, never married |
|---|---|---|---|---|---|
| **Prospects – Dining without people** | 50% | 45% | 42% | 52% | 63% |
| **Prospects – Dining with people** | 50% | 55% | 58% | 48% | 37% |

| | Married | Domestic partnership | Widowed | Divorced | Single, never married |
|---|---|---|---|---|---|
| **Influencers – Dining without people** | 41% | 14% | 38% | 36% | 41% |
| **Influencers – Dining with people** | 59% | 86% | 62% | 64% | 59% |

**Prospects (not sig)**          **Marital Status**          **Influencers (not sig)**

(Influencer's Friend or Family Member's Marital Status)

100
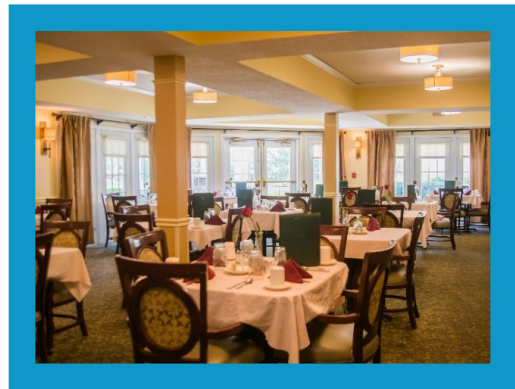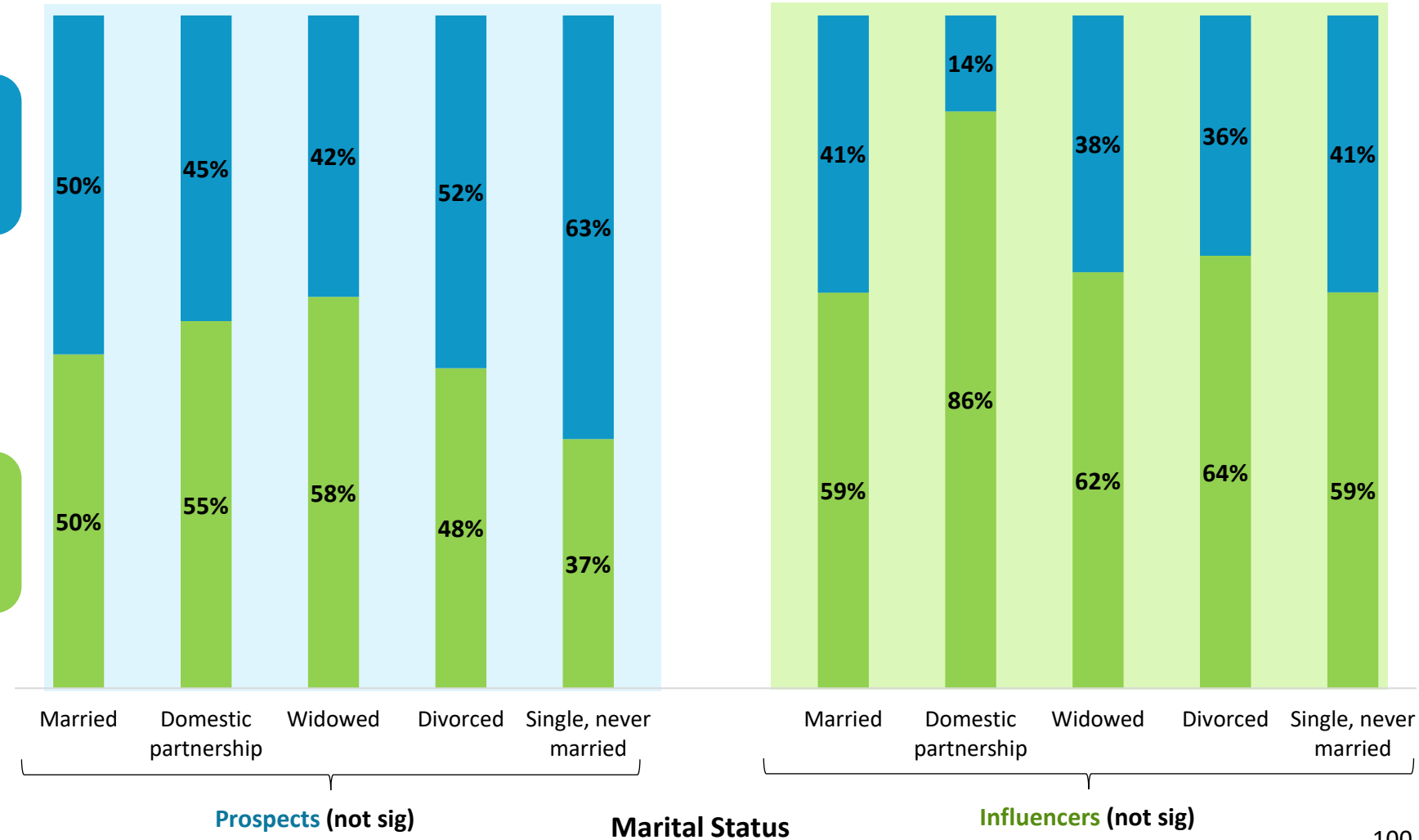
Prospects with annual household incomes of $50,000 to $99,999 and $150,000+ preferred the image of dining without people the most. Prospects with $100,000 to $149,999 annual household income found each image equally appealing. Prospects with less than $50,000+ annual income preferred the image with people. Income did not have a significant impact on image preference among Influencers.

**Exhibit 59. Image Appeal by Annual Household Income and Respondent Group**
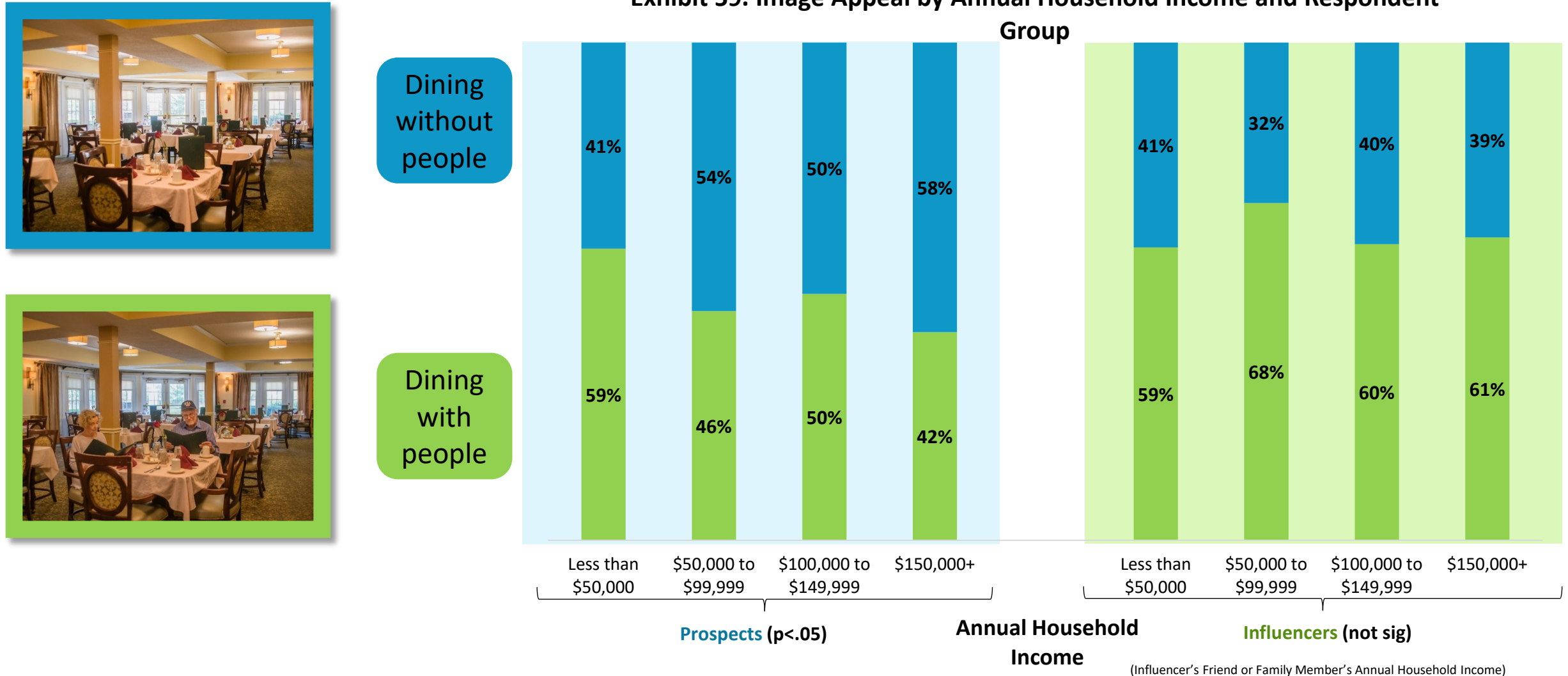


Dining without people

Dining with people

| | Prospects (p<.05) | | | | Influencers (not sig) | | | |
|---|---|---|---|---|---|---|---|---|
| | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000+ | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000+ |
| Dining without people | 41% | 54% | 50% | 58% | 41% | 32% | 40% | 39% |
| Dining with people | 59% | 46% | 50% | 42% | 59% | 68% | 60% | 61% |

Annual Household Income

(Influencer's Friend or Family Member's Annual Household Income)

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Preference for group size in a social setting ranged from individual to large groups of 10 or more people did not have a significant impact on image preference. The largest proportion of both **Prospects** and **Influencers** preferred the image with people regardless their group size selected.

**Exhibit 60. Image Appeal by Social Setting Preference and Respondent Group**



**Dining without people**

**Dining with people**

Prospects (Dining without people): Individually 45%, Small gatherings (3-4 people) 49%, Small groups (5-10 people) 49%, Large groups (10 or more people) 41%, Any (Doesn't have a preference) 55%

Prospects (Dining with people): Individually 55%, Small gatherings (3-4 people) 51%, Small groups (5-10 people) 51%, Large groups (10 or more people) 59%, Any (Doesn't have a preference) 45%

Influencers (Dining without people): Individually 36%, Small gatherings (3-4 people) 37%, Small groups (5-10 people) 46%, Large groups (10 or more people) 50%, Any (Doesn't have a preference) 41%

Influencers (Dining with people): Individually 64%, Small gatherings (3-4 people) 64%, Small groups (5-10 people) 55%, Large groups (10 or more people) 50%, Any (Doesn't have a preference) 59%

**Prospects (not sig)**  **Social Setting Preference**  **Influencers (not sig)**

(Influencer's Friend or Family Member's Social Setting Preference)

Prospects who desire to be with others preferred the image with people (56% to 60%), except among Prospects who indicated they felt safe and secure. Prospects who indicated they felt safe and secure found the images of dining without people and dining with people equally appealing. Influencers preferred the image with people.

**Exhibit 61. Image Appeal by Desire to be With Others and Respondent Group**
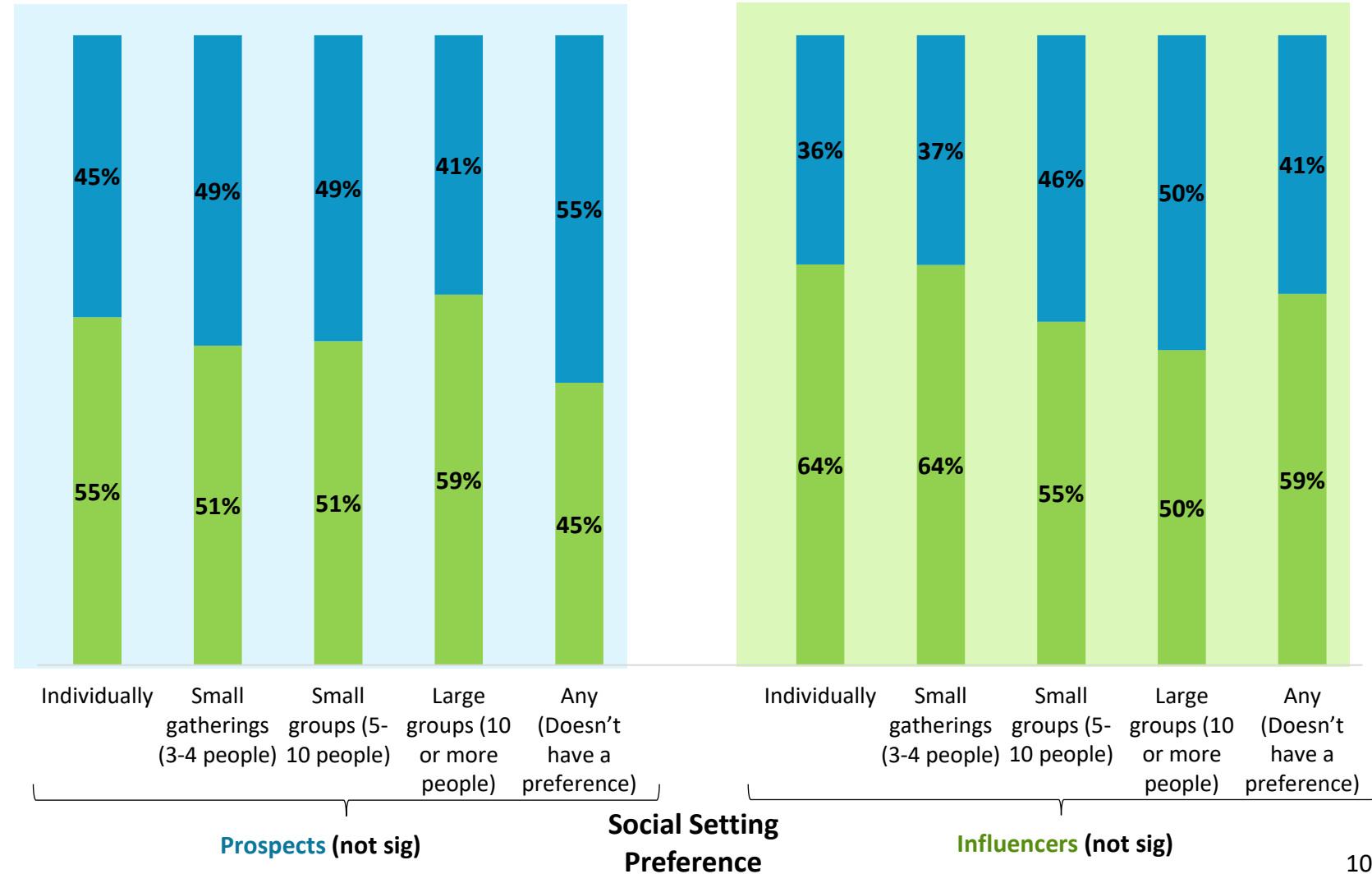


Dining without people

Dining with people

**Prospects**

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| Dining without people | 40% | 44% | 40% | 50% |
| Dining with people | 60% | 56% | 60% | 50% |

**Influencers**

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| Dining without people | 34% | 39% | 38% | 44% |
| Dining with people | 66% | 61% | 62% | 56% |

(Influencer's Friend or Family Member's Psychographic Traits)

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# CHAPTER 19.
# IMAGES OF DINING ROOMS
# BRIGHT TONES

Respondents were shown two images of a dining room one without people in it and the other with people and asked which image was most appealing to them. The image with people was preferred by two-thirds of **Prospects** and three-fourths of **Influencers** (75%).
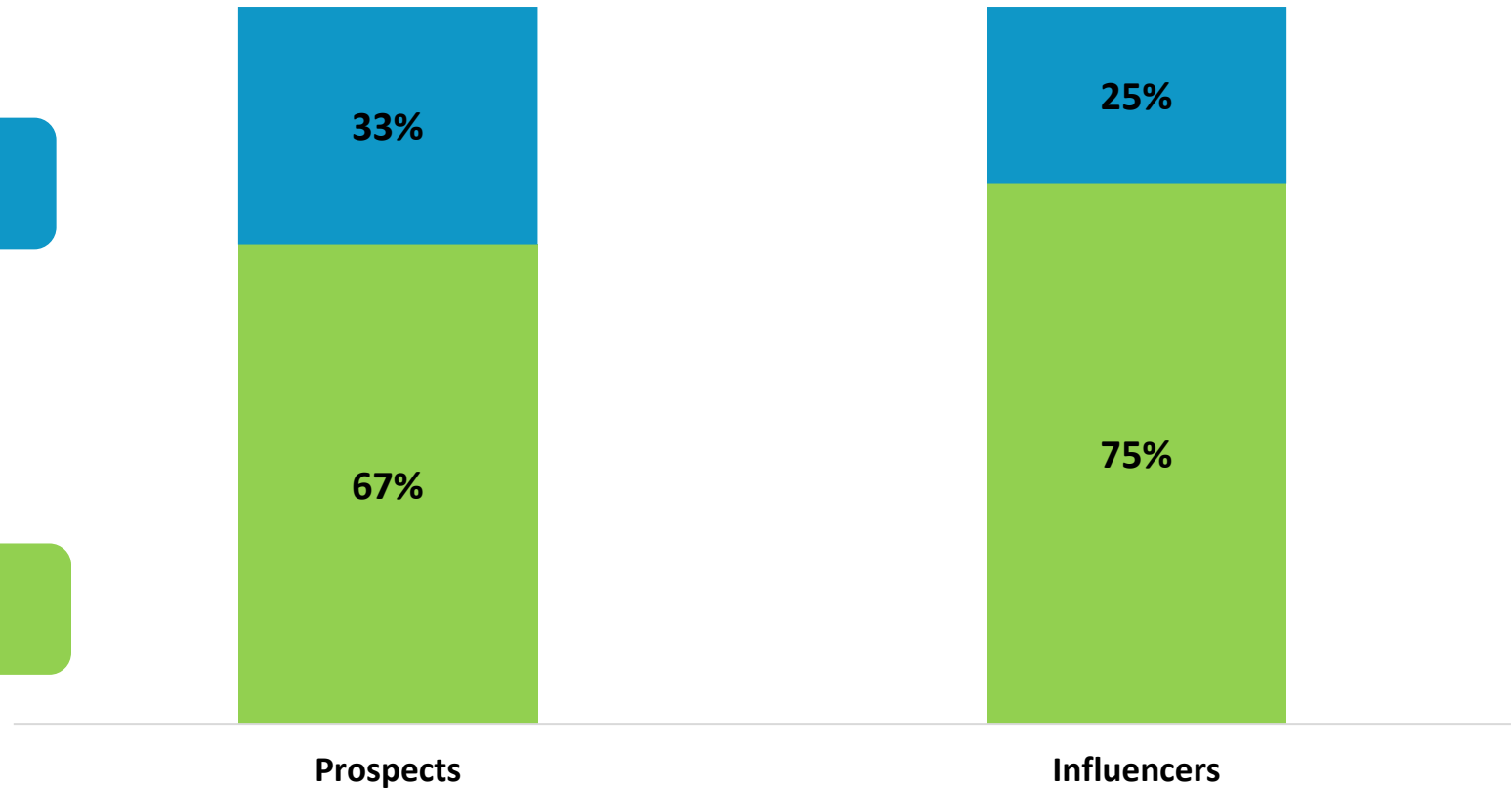
**Exhibit 62. Image Appeal by Respondent Group (p<.001)**

Without people

With people

| | Prospects | Influencers |
|---|---|---|
| Without people | 33% | 25% |
| With people | 67% | 75% |

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The most frequent reason given as to why 128 (34%) out of 380 **Prospects** selected the image with people was because it shows people. The reason given for the image without people was chosen was because it didn't show people. A total of 142 (27%) respondents chose the image without people.

Try to ensure each resident has the opportunity to select their dining choice. Be cognizant of established groups (also known as cliques), who are reticent to welcome new members. Best to ask them in private so that the new resident will not be rebuffed in public.

Without people

With people

### Percent of All Respondents Image Selection

|  | Count | % |
|---|---|---|
| Without people | 142 | **27%** |
| With people | 380 | **73%** |
| Total Number of Respondents | 522 | 100% |

### Without people: Why No People Selected

|  | Count | % |
|---|---|---|
| No people | 64 | 45% |
| More focus on the space | 13 | 9% |
| Can see myself there | 12 | 8% |
| A fuller/more clear view of the room | 9 | 6% |
| Less clutter/more organized | 9 | 6% |
| Both are good | 6 | 4% |
| More inviting | 6 | 4% |
| More appealing | 4 | 3% |
| Attractive space | 4 | 3% |
| Peaceful | 4 | 3% |
| The piano | 3 | 2% |
| I see enough old people already | 2 | 1% |
| Amenities are what's important | 2 | 1% |
| Quiet | 2 | 1% |
| Comfortable | 1 | 1% |
| More interested in group dining | 1 | 1% |
| **Total** | **142** | **100%** |

### With people: Why People Selected

|  | Count | % |
|---|---|---|
| Better to show people | 128 | **34%** |
| Shows happy people | 78 | 21% |
| Eating together | 70 | 18% |
| Dining area being used | 30 | 8% |
| Friendly/smiling people | 28 | 7% |
| Both are good | 17 | 4% |
| Don't like either | 7 | 2% |
| Can relate more | 6 | 2% |
| Entertainment | 5 | 1% |
| Feels warmer with people | 5 | 1% |
| Personable | 4 | 1% |
| First class | 2 | 1% |
| **Total** | **380** | **100%** |

**Prospects** who were married, widowed, or divorced preferred the image with people. **Prospects** who were in a domestic partnership or single, never married preferred the image without people. Marital status did not have a significant impact on image preference among **Influencers**.
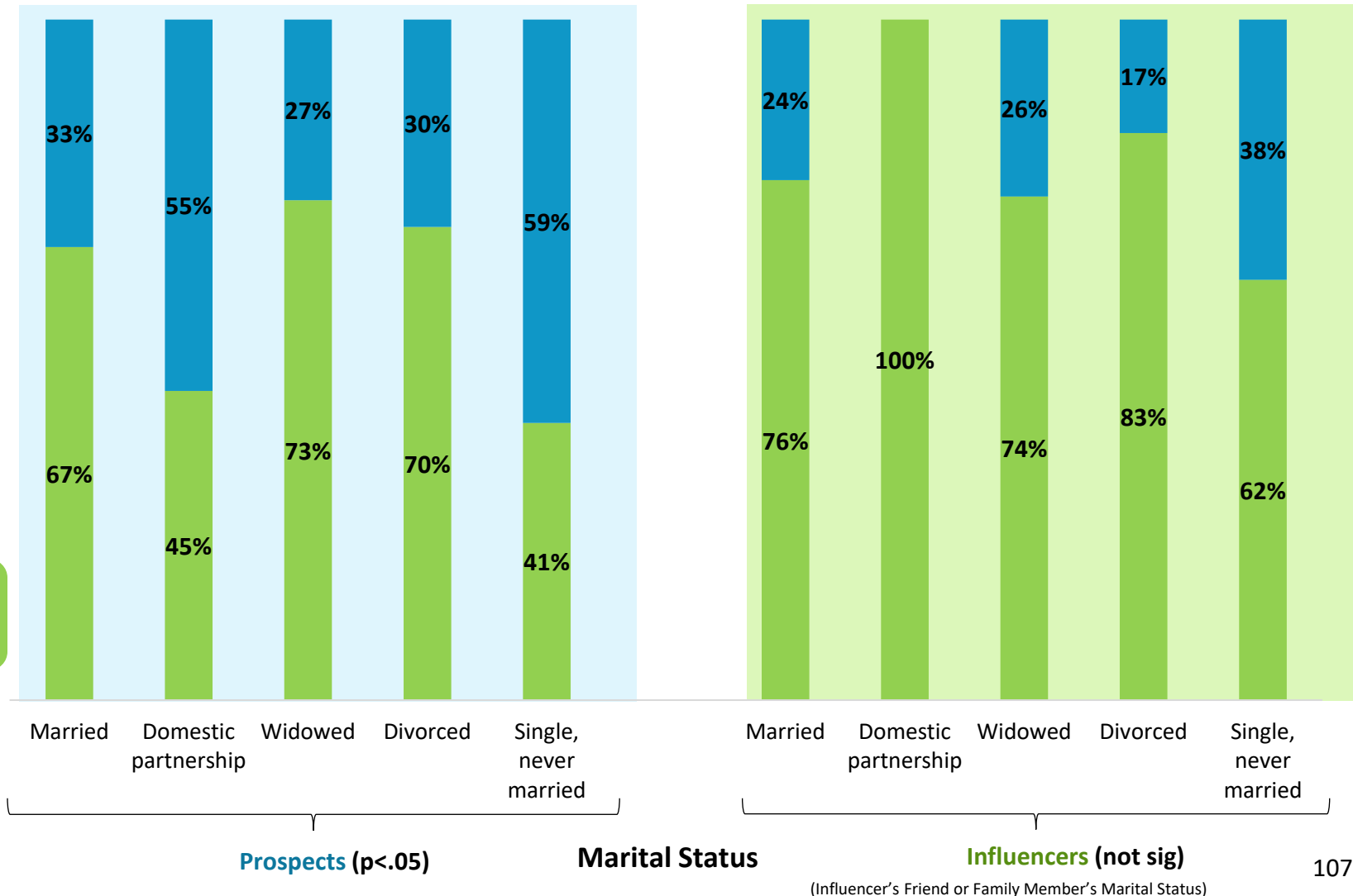
### Exhibit 63. Image Appeal by Marital Status and Respondent Group



Without people

With people

| | Married | Domestic partnership | Widowed | Divorced | Single, never married | Married | Domestic partnership | Widowed | Divorced | Single, never married |
|---|---|---|---|---|---|---|---|---|---|---|
| Without people | 33% | 55% | 27% | 30% | 59% | 24% | | 26% | 17% | 38% |
| With people | 67% | 45% | 73% | 70% | 41% | 76% | 100% | 74% | 83% | 62% |

**Prospects (p<.05)**          **Marital Status**          **Influencers (not sig)**

(Influencer's Friend or Family Member's Marital Status)

More than 72% of the respondents who desire to be with others chose the image with people. Age, health status, presence of limitations in abilities, household income, and preferred social setting did not have an impact on preferred dining room settings.
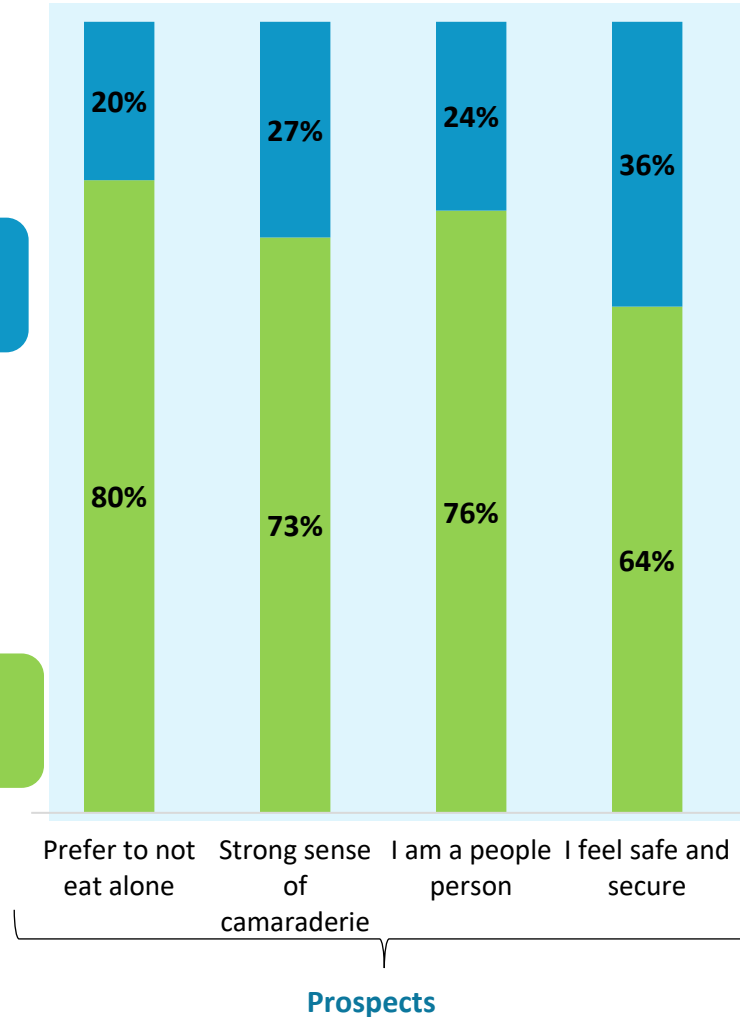
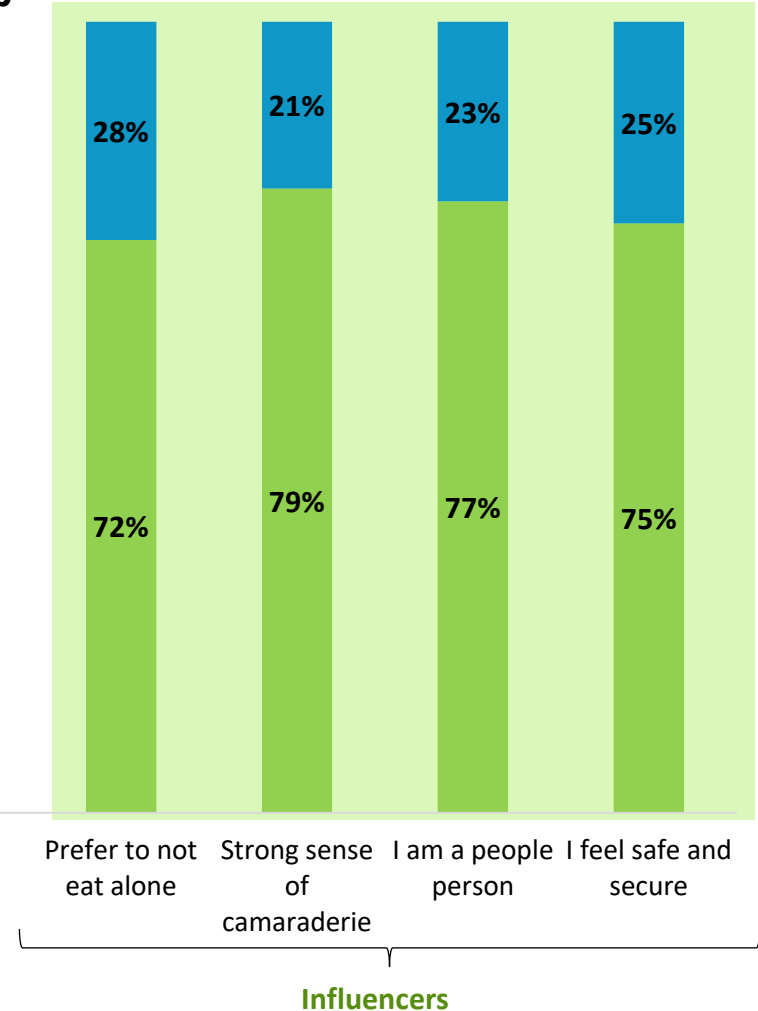### Exhibit 64. Image Appeal by Desire to Be With Others and Respondent Group
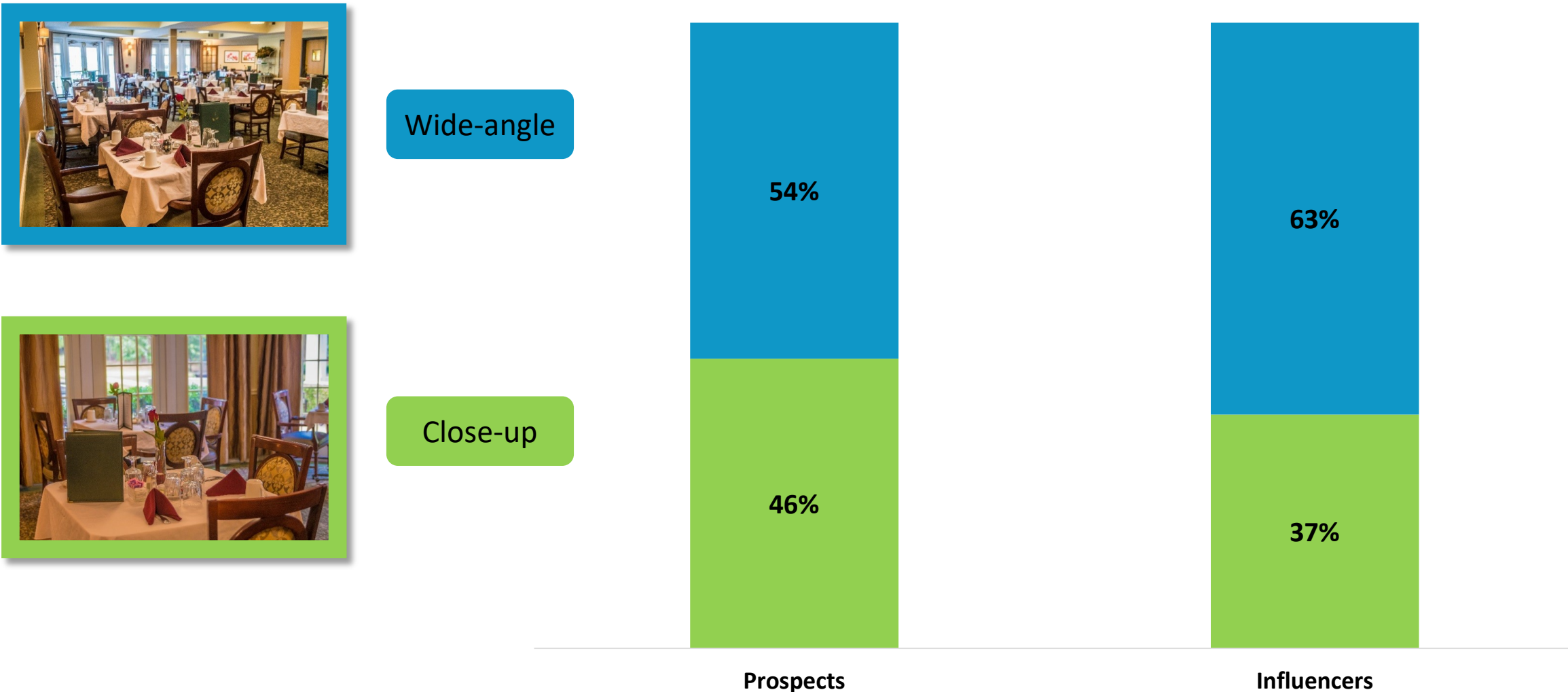


**Without people**

**With people**

**Prospects**

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| Without people | 20% | 27% | 24% | 36% |
| With people | 80% | 73% | 76% | 64% |

**Influencers**

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| Without people | 28% | 21% | 23% | 25% |
| With people | 72% | 79% | 77% | 75% |

(Influencer's Friend or Family Member's Psychographic Traits)

# CHAPTER 20.
# IMAGES OF DINING ROOMS
# CLOSE-UP VS WIDE-ANGLE

Respondents were shown a wide-angle and a close-up image of a dining room and asked which image was most appealing. The wide-angle image was chosen as more appealing among both **Prospects** (54%) and **Influencers** (63%).

**Exhibit 65. Overall Image Appeal by Respondent Group (p<.005)**

Wide-angle

Close-up

| | Prospects | Influencers |
|---|---|---|
| Wide-angle | 54% | 63% |
| Close-up | 46% | 37% |

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The most frequent reason why 30% of 299 **Prospects** selected the wide-angle image was because it shows the size and layout of the dining room. And, the most frequent reason given why 16% of 272 **Prospects** selected the Close-up image, was because it seemed more intimate.



Wide-angle



Close-up

| Wide-angle: Why Selected | Count | % |
|---|---|---|
| Shows size/layout | 89 | **30%** |
| Wider view is better | 82 | 27% |
| Better view of room | 45 | 15% |
| Large dining area | 32 | 11% |
| Attractive room | 18 | 6% |
| Clean/comfortable | 7 | 2% |
| Multiple tables | 6 | 2% |
| Looks like a restaurant | 4 | 1% |
| Both are the same | 3 | 1% |
| Brighter view | 3 | 1% |
| Cheerful/appealing | 3 | 1% |
| Doesn't look formal | 2 | 1% |
| Elegant | 2 | 1% |
| Group meals | 1 | 0.3% |
| Group of tables | 1 | 0.3% |
| Morel light | 1 | 0.3% |
| **Total** | **299** | **100%** |

| Close-up: Why Selected | Count | % |
|---|---|---|
| More intimate | 43 | 16% |
| Less cluttered | 40 | 15% |
| Too crowded | 26 | 10% |
| Can see individual tables | 24 | 9% |
| Better details | 22 | 8% |
| Can look out window | 22 | 8% |
| Cozy | 21 | 8% |
| Appealing | 15 | 6% |
| Close-up view | 12 | 4% |
| Better view | 10 | 4% |
| More private | 8 | 3% |
| First photo too busy | 6 | 2% |
| Looks more inviting | 6 | 2% |
| Both are appealing | 4 | 1% |
| It is smaller | 3 | 1% |
| Better size | 2 | 1% |
| Can see actual size | 2 | 1% |
| Either is fine | 2 | 1% |
| Can choose meal | 1 | 0% |
| Cheerful/comfortable | 1 | 0.4% |
| Left picture too big | 1 | 0.4% |
| Too large | 1 | 0.4% |
| **Total** | **272** | **100%** |

Prospects who indicated they prefer to not eat alone and those who feel safe and secure found the Close-up image the most appealing. Prospects who indicated they have a strong sense of camaraderie or that they are people persons found the wide angle image the most appealing.
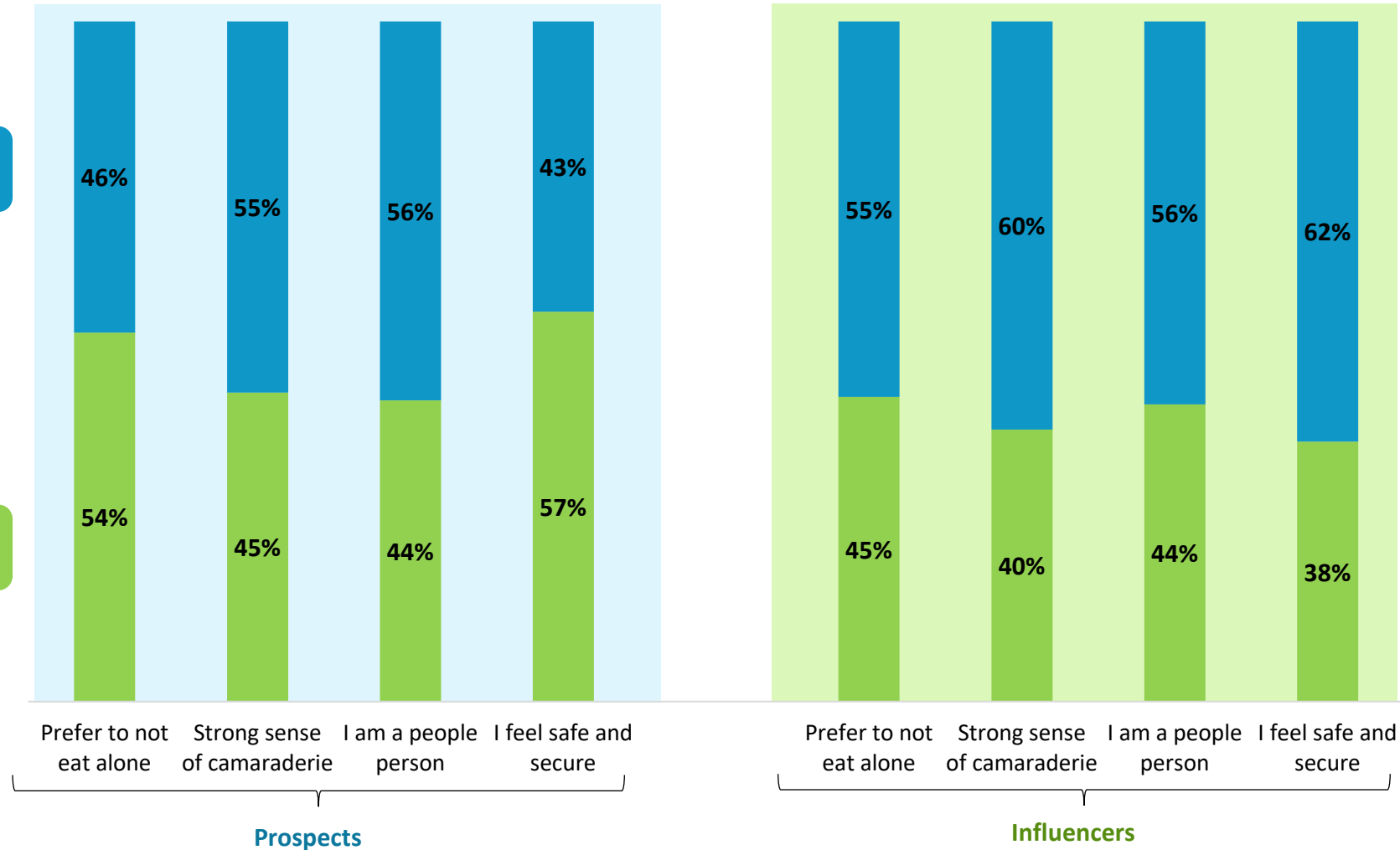
**Exhibit 66. Image Appeal by Desire to Be With Others and Respondent Group**



Wide-angle

Close-up

**Prospects**

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| Wide-angle | 46% | 55% | 56% | 43% |
| Close-up | 54% | 45% | 44% | 57% |

**Influencers**

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| Wide-angle | 55% | 60% | 56% | 62% |
| Close-up | 45% | 40% | 44% | 38% |

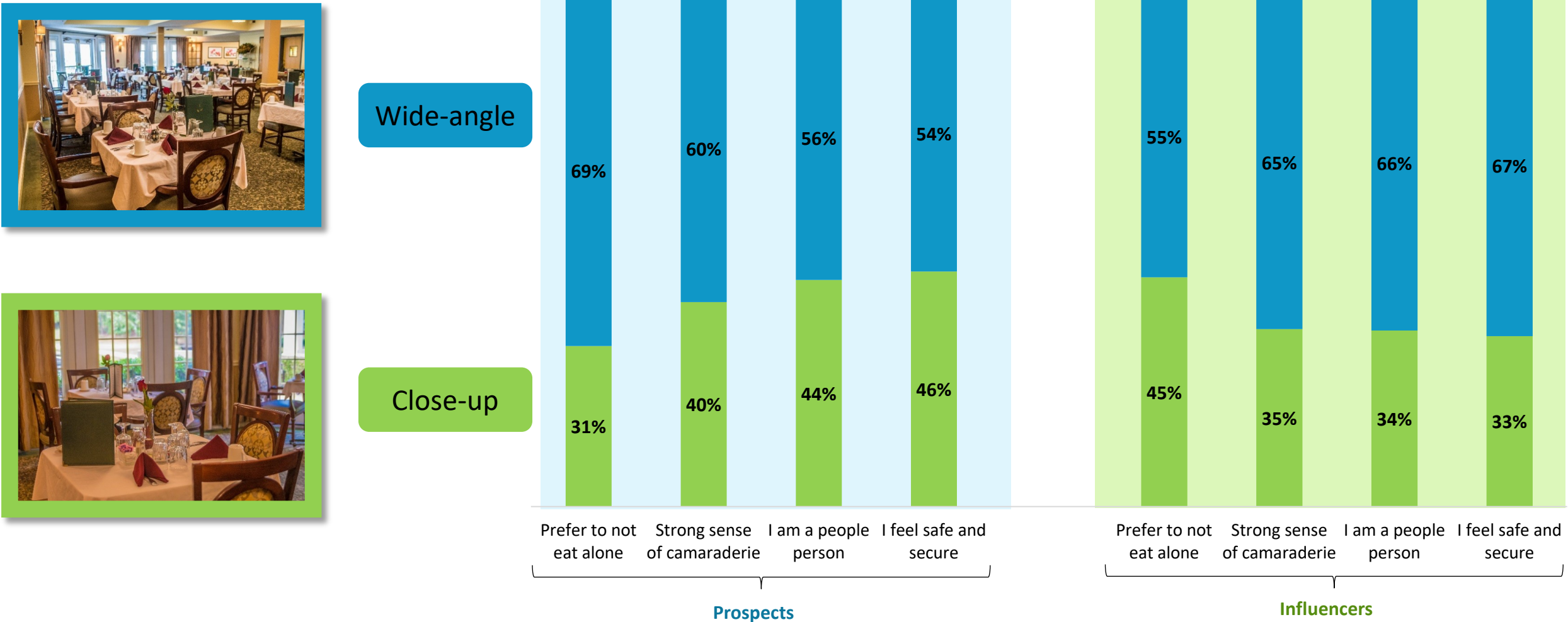(Influencer's Friend or Family Member's Psychographic Traits)

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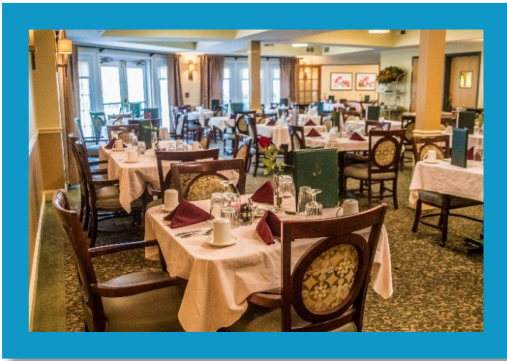
More than half of **Prospects** and **Influencers** who want to be with others preferred the wide angle image. None of the other personal attributes such as age, marital status, income, limitations in abilities of respondents had an impact on the image choice.

**Exhibit 67. Image Appeal by Desire to be With Others and Respondent Group**



Wide-angle

Close-up

**Prospects**

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| Wide-angle | 69% | 60% | 56% | 54% |
| Close-up | 31% | 40% | 44% | 46% |

**Influencers**

| | Prefer to not eat alone | Strong sense of camaraderie | I am a people person | I feel safe and secure |
|---|---|---|---|---|
| Wide-angle | 55% | 65% | 66% | 67% |
| Close-up | 45% | 35% | 34% | 33% |

(Influencer's Friend or Family Member's Psychographic Traits)

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# CHAPTER 21.
# IMAGES OF TRANSPORTATION

# APPEAL OF IMAGES OF A SEDAN OR COACH
# FOR TRANSPORTATION PROVIDED BY COMMUNITY

Respondents were shown an image of a sedan and a coach used for transportation of residents and asked which image was most appealing to them. The coach was most appealing among both **Prospects** (57%) and **Influencers** (71%). Age, marital status, health status, presence of limitations in abilities and income did not have an impact on vehicle preference.
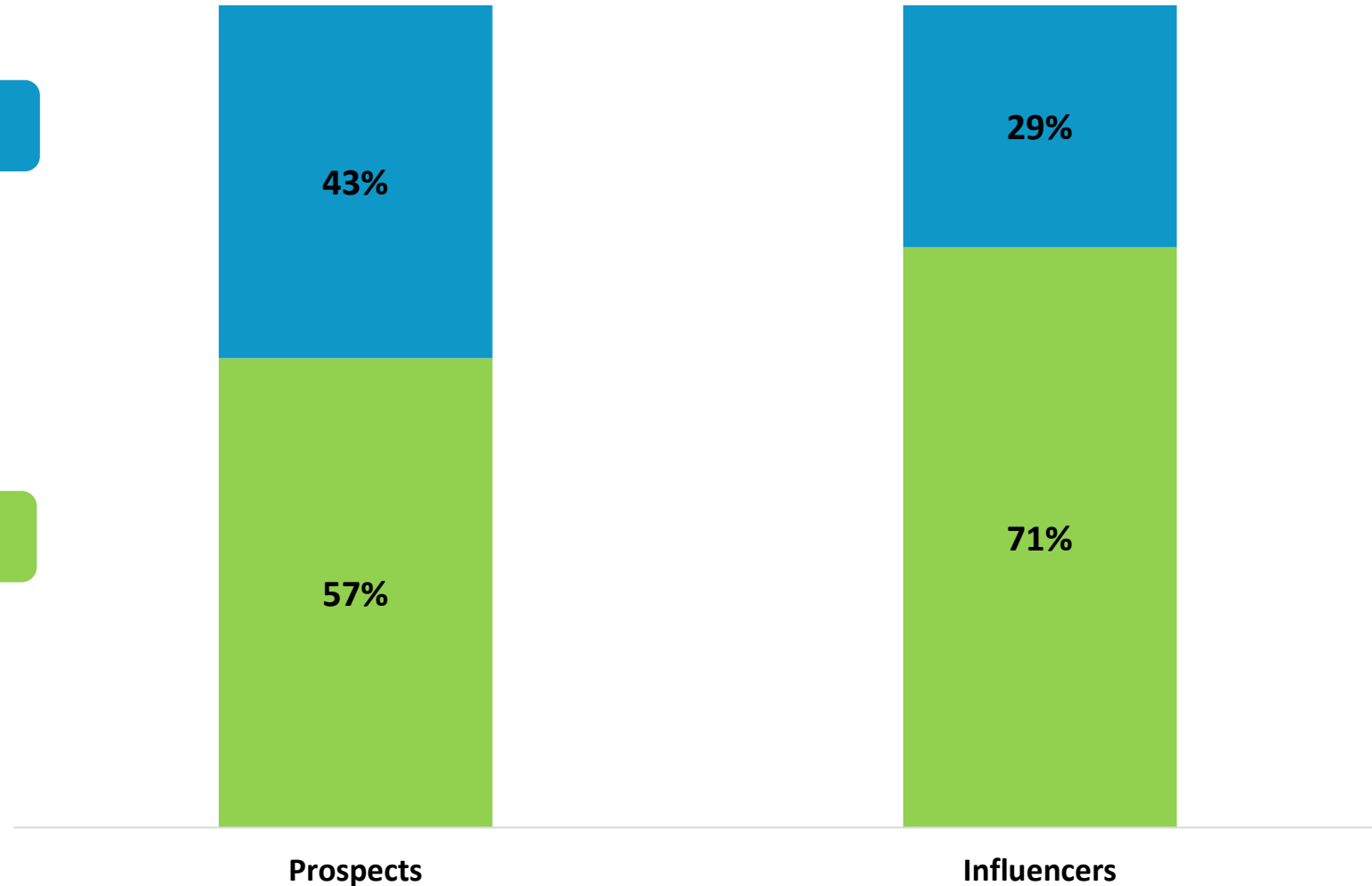
**Exhibit 68. Overall Image Appeal by Respondent Group (p<.001)**



| | Prospects | Influencers |
|---|---|---|
| Sedan | 43% | 29% |
| Coach | 57% | 71% |

The tables below exhibit the responses to why **Prospects** selected an image. The most frequent reason 182 out of 346 responses (53%) of **Prospects** selected the Coach was because they considered it a better option because more people can travel together (21%). The car was considered a better option by 237 respondents.



Sedan



Coach

| Sedan: Why Selected | | |
|---|---|---|
| | Count | % |
| Car is better option | 152 | 64% |
| Have my own car | 33 | 14% |
| Don't like bus or van | 26 | 11% |
| Van looks institutional | 7 | 3% |
| Both are okay | 5 | 2% |
| Less stops | 5 | 2% |
| Bus is okay | 4 | 2% |
| Doesn't make a difference | 4 | 2% |
| More personal | 1 | 0.4% |
| **Total** | **237** | **100%** |

| Coach: Why Selected | | |
|---|---|---|
| | Count | % |
| Bus or van are better options | 182 | 53% |
| More people can travel together | 71 | 21% |
| Easier access | 43 | 12% |
| Both are okay | 25 | 7% |
| Lots of room on bus or van | 10 | 3% |
| Good for group outings | 6 | 2% |
| Don't drive | 5 | 1% |
| Convenient | 1 | 0.3% |
| Don't like either | 1 | 0.3% |
| Don't need car service | 1 | 0.3% |
| Public transportation available | 1 | 0.3% |
| **Total** | **346** | **100%** |

**Prospects** who preferred individual social settings preferred the sedan (57%). **Prospects** who indicated they prefer small gatherings, small groups, large groups, or any size of group preferred the coach (55% to 71%). Social setting preference did not have a significant impact on influencer preference.
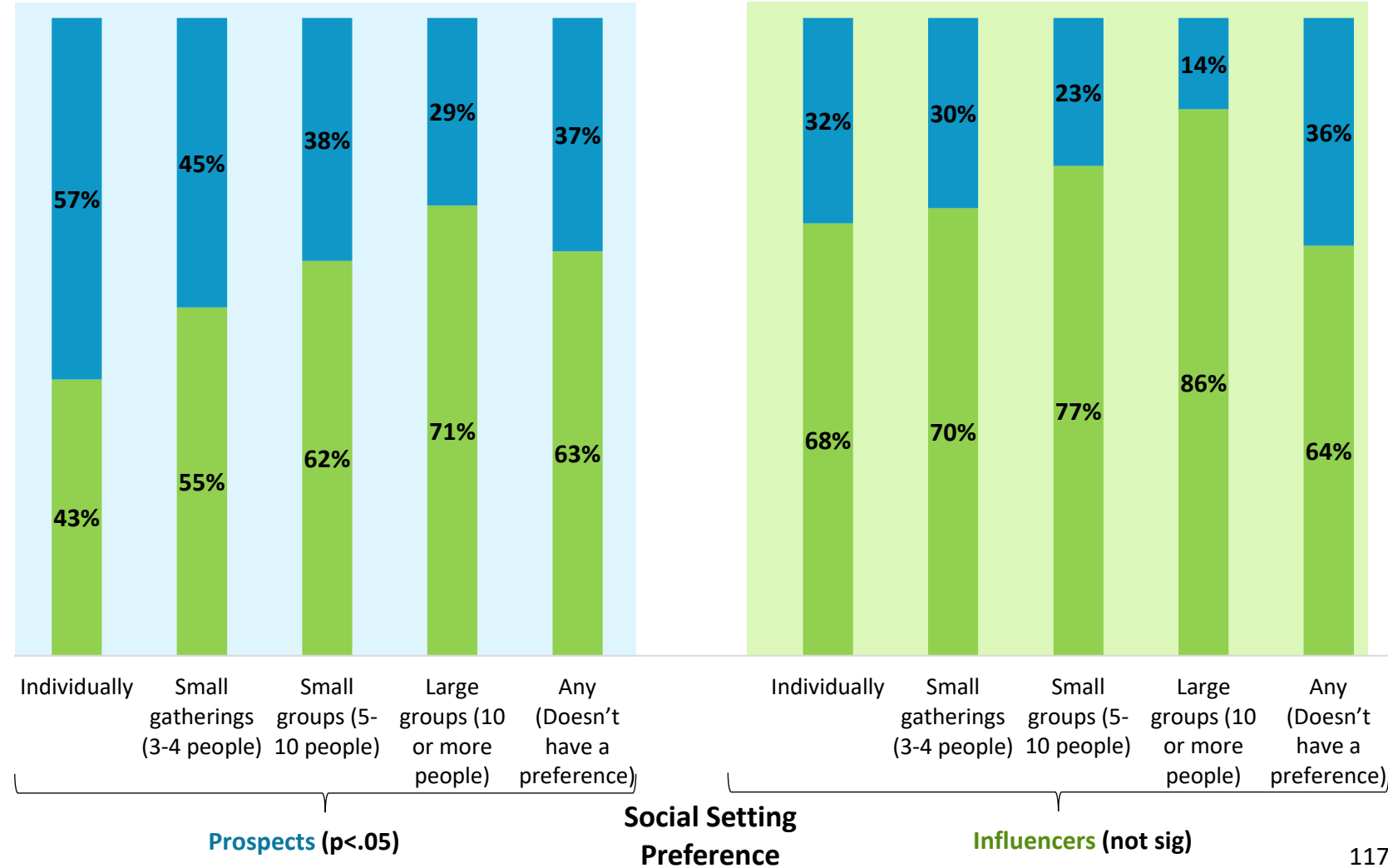
**Exhibit 69. Image Appeal by Social Setting Preference and Respondent Group**



Sedan

Coach

**Prospects (p<.05)**

| Social Setting Preference | Individually | Small gatherings (3-4 people) | Small groups (5-10 people) | Large groups (10 or more people) | Any (Doesn't have a preference) |
|---|---|---|---|---|---|
| Sedan | 57% | 45% | 38% | 29% | 37% |
| Coach | 43% | 55% | 62% | 71% | 63% |

**Influencers (not sig)**

| Social Setting Preference | Individually | Small gatherings (3-4 people) | Small groups (5-10 people) | Large groups (10 or more people) | Any (Doesn't have a preference) |
|---|---|---|---|---|---|
| Sedan | 32% | 30% | 23% | 14% | 36% |
| Coach | 68% | 70% | 77% | 86% | 64% |

(Influencer's Friend or Family Member's Social Setting Preference)

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# Glossary

# Glossary

| | |
|---|---|
| **Age-qualified, service-enriched communities** | A non-ageist term that describes the residential property, but does not label the individual who lives there as a "senior." The age-qualification may bee 55 years or 62 years of age. |
| **Assisted living** | A level of service that provides assistance with activities of daily living for individuals who may need support in eating, bathing, getting dressed, mobility (sit, stand, walk) and toileting. |
| **Desire to be with others** | A person who would tend to agree with one or more of these statements: "I prefer not to eat alone," "I have a strong sense of camaraderie," and/or "I am a people person." |
| **Health status** | A rating of personal health by a respondent using this scale: excellent, very good, good, fair, or poor. |
| **Independent living** | A label for a service level in a service-enriched community. Independent living typically includes a private residence that is usually an apartment, weekly housekeeping and at least one meal per day. Most communities provide transportation |
| **Influencer** | The person(s) for whom someone else is looking for a residence. |
| **Internet referral source** | A for-profit company that maintains a web-site that provides access to pricing, ratings and reviews of communities. Services are free to consumers, but communities are charged a fee for each person who moves-in. |
| **Lead List** | A list of names and contact information of people who have contacted a community to express their interest in it. |
| **Level of Care** | The type and/or the amount of services provided: independent living, assisted living, memory care, or skilled nursing services. |
| **Marketing materials** | Any form of marketing a community: Print, On-line, Post cards, Flyers, Brochures, etc. |
| **Memory care** | A level of assisted living that provides support for individuals with memory loss or dementia, such as Alzheimer's disease. |
| **Prospect** | The individual(s) looking for a residence for herself, himself, themselves. |
| **Purchased List** | A list of names and contact information of people who match the age, income, and other attributes specified by the client and purchased from a vendor. The list used in this study was purchased from Dynata. |
| **Senior Housing** | A common label for residential communities that offer services for individuals who are typically 65 years of age or older. Many consider the use of the term "senior" to define the property as ageist. |

ASHA and ProMatura wish to thank Senior Star for their generous sponsorship support of the Messages that Matter research project.