

## WELLNESS MEANS MORE THAN PHYSICAL HEALTH FOR ACTIVE AGERS

Insights from the  
**Age of Majority Research Team**



*When active agers hear “wellness,” they think of overall physical and mental health, among other important aspects of their lives.*

### METHODOLOGY

Active Agers in the Revolution 55 community (all ages 55+) were asked about their priorities when it comes to overall wellness and health, and whether they would consider living in a senior living community that focused on overall wellness.

745 respondents participated in the survey that was conducted between May 20 – June 2, 2022.

Put the power of Revolution 55 to work for you



### Introduction

Older adults desire a level of wellness that goes beyond physical health and basic nutritional and health needs. In response to this need and to increase the pipeline of potential new residents, many retirement/senior living communities have begun to integrate wellness and lifestyle options into their programs and facilities to improve the experience and satisfaction of their residents long-term.

This report explores what active agers think about wellness, their priorities while they age, and what factors they care about most when it comes to senior living communities.

### Key Takeaways

Active agers typically think of wellness in terms of health, both in body and mind. Most active agers are at least moderately satisfied with their overall wellness, rating intellectual, emotional, and spiritual areas of their lives highly based on level of personal satisfaction. Top priorities as they age include staying healthy, being financially stable, staying active, and staying physically fit.

The majority of older adults want to stay in their own home for the long-term. There are a variety of factors that will influence their interest in moving into a senior living community and operators would do well to recognize and meet the needs associated with a broader wellness framework if they want to thrive financially and grow their resident base.

### HIGHLIGHTS

- The term "wellness" is most associated with being healthy
- Active agers link physical and emotional well-being above all else in relation to their overall wellness
- Active agers are most satisfied with the emotional and intellectual elements of their lives
- Staying healthy, being financially stable, staying active, and staying physically fit are top priorities
- The majority of older adults have no desire to live in a 55+ community in the future
- Safety/security and availability of activities to support physical well-being are the most important features for those considering a move to a 55+ community

### Detailed Findings

i. Active Agers equate wellness with good physical and mental health.

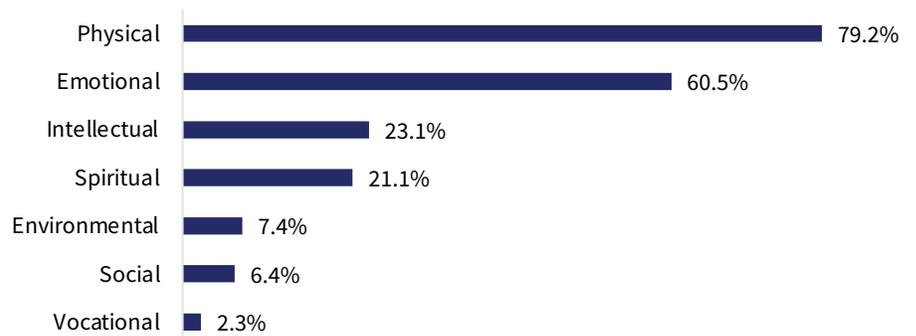
Top attributes mentioned when asked (open-ended) what wellness means to them were: health or healthy, feeling good, physical and mental health, staying well/being proactive.

Two definitions for wellness were presented to active agers:

1. *The quality or state of being healthy in body and mind, especially as the result of deliberate effort.*
2. *An approach to healthcare that emphasizes preventing illness and prolonging life, as opposed to emphasizing treating diseases.*

Based on these definitions, active agers were asked to rank what areas of their lives they thought were most important to their overall wellness. Figure 1 shows the % of respondents including each area within their top two ranked choices:

FIGURE 1: ACTIVE AGER TOP-RANKED WELLNESS AREAS BASED ON IMPORTANCE



Rankings varied based on demographic factors as well, by gender and age group:

- Physical wellness was ranked highest among all age groups and especially by adults 65 and older.
- Emotional wellness was more likely to be ranked first by women vs. men.
- Intellectual wellness was more likely to be included by men within their top two vs. women.

**WELLNESS IS COMPLETE OVERALL WELL-BEING. PHYSICAL, EMOTIONAL AND FINANCIAL WELLNESS.**

- Revolution55 member



68% of active agers want to stay in their own home.

ii. Active Agers are generally satisfied with current levels of their wellness across all areas

Active agers were most satisfied with their intellectual wellness while vocational wellness had the lowest satisfaction rating (Figure 2 shows results based on a moderately or very satisfied rating).

FIGURE 2: WELLNESS AREAS RATED AS MODERATELY OR VERY SATISFIED



iii. Aging priorities differ among Active Agers

Overall, active agers responded that they care about staying healthy, active, fit, and being financially stable in their approach to aging.

Some key differences emerged based on demographics:

- Adults 65 and older care more about physical fitness and mobility
- Women and respondents in the top income bracket (\$200,000+ annually) care more about feeling safe and being socially engaged
- Active agers with at least one chronic illness care more about mobility and less about staying fit, healthy, or active.

iv. Most Active Agers prefer to stay at home, though some are interested in the benefits of community living

When asked about their future living plans, most active agers expected to stay where they are (68%). Those who would like to move to a retirement/senior living community (17%) cited safety/security, available activities to support physical well-being, and activities to support mental well-being as most likely to convince them to move to such a community. The remainder of active agers planned to downsize, upsize, or to move in with family.

“**39% OF ACTIVE AGERS RESPONDED THAT THEY HAVE AT LEAST ONE CHRONIC ILLNESS**”

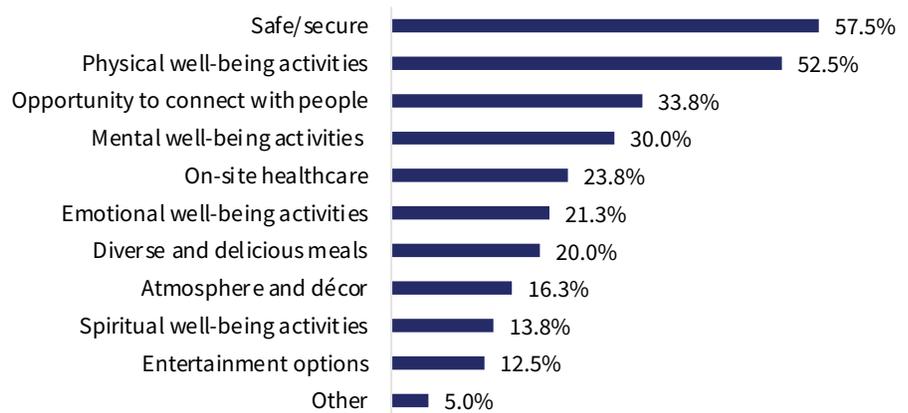


53% of active agers look for activities to support their physical well-being when choosing a retirement/senior living community.

v. Active Agers are more likely to consider a move into a 55+ community if its features connected to their overall wellness were enhanced

Beyond offering a safe and secure environment, older adults would be more interested in communities that provide activities that better support their physical and mental well-being along with an opportunity to connect with others who have shared interests. (Figure 3 shows a ranking of features based on their likelihood of increasing respondent consideration of a move into a community).

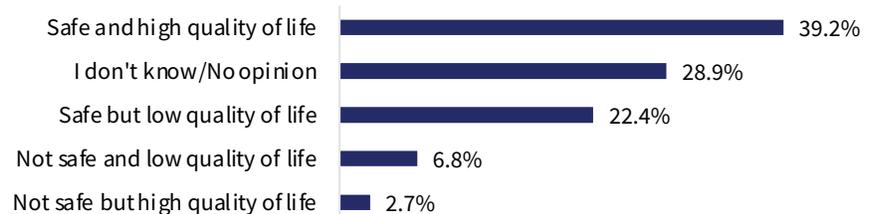
FIGURE 3: COMMUNITY FEATURES CONSIDERED MOST IMPORTANT WHEN CHOOSING A COMMUNITY



vi. Perceptions of the overall quality of life of those currently living in an assisted living community vary greatly amongst Active Agers

Overall, 39% of active agers believe residents of retirement/senior living communities are safe and have a high quality of life, though there were many who had more negative perceptions. (See Figure 4 on general perceptions).

FIGURE 4: PERCEPTIONS OF SAFETY AND QUALITY OF LIFE FOR COMMUNITY RESIDENTS



FOR MORE INFORMATION

**Jeff Weiss**  
 President and CEO, (Chief EvAGelist Officer) jeff@ageofmajority.com  
 1.888.544.4561

[www.ageofmajority.com](http://www.ageofmajority.com)