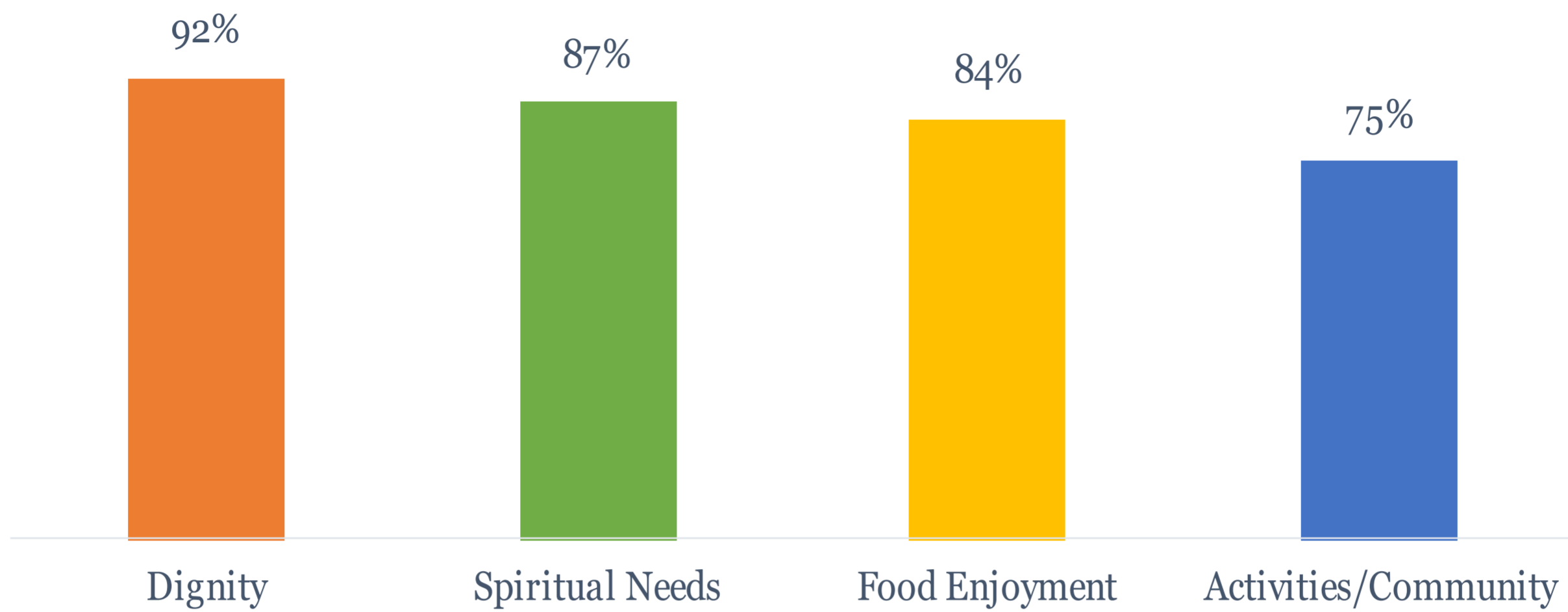
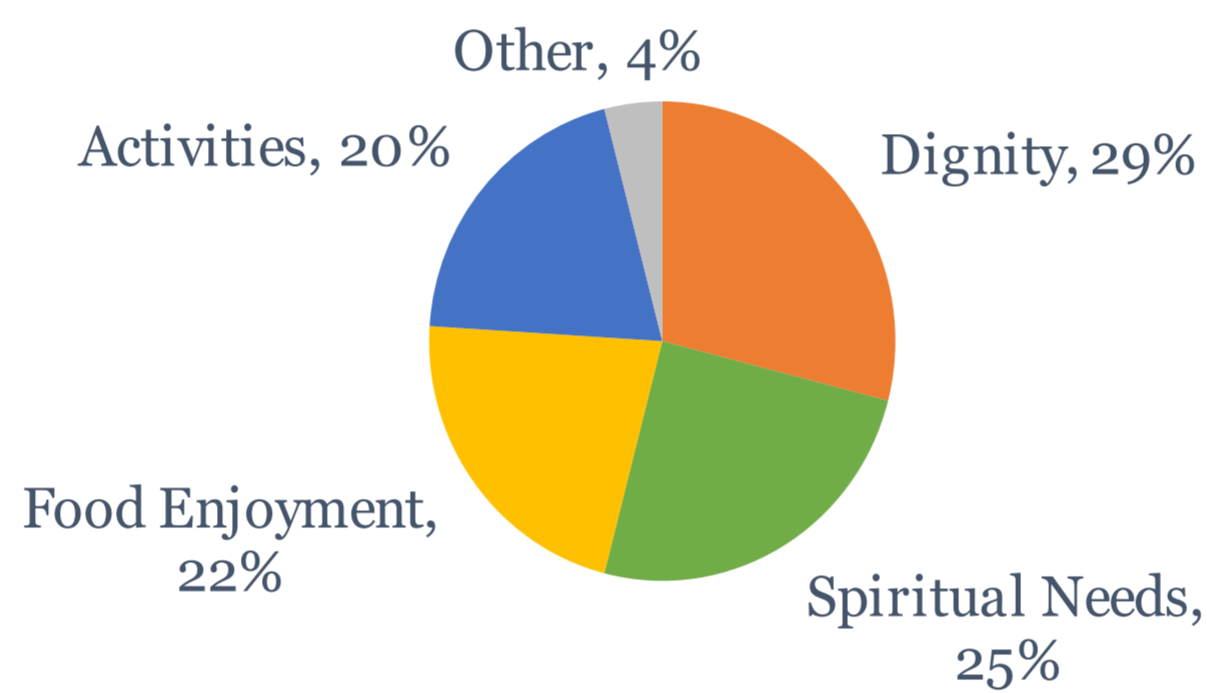


# WHAT'S IMPORTANT TO SENIOR CITIZENS IN RETIREMENT COMMUNITIES?

## Percentage of seniors concerned about common senior living issues



## Percentage of seniors who considered this their "top concern"



### Dignity

This includes staff treatment of residents, as well as respect and privacy.



### Spiritual Needs

This includes onsite church services, Bible study, transportation to church observance of "holy days" such as Christmas, Hanukkah, Easter, Ramadan, Passover.



### Activities/Community

This means the enjoyment of social activities and making friends. These activities include such things as bingo games, holiday cook-outs, movie night, shopping trips, and other forms of entertainment.



### Food Enjoyment

This includes food that tastes good and has a "home-cooked" appeal. Also observance of kosher and Lenten "no meat" days.

Source: Sunrise Senior Living, Resident National Survey in Conjunction with the National Institute of Senior Centers, October 2017, 30,000 responses. Hard copy from Sunrise on Providence, Charlotte, NC.