



COVID-19 & Social Distancing

Recently, we asked you to participate in a special survey. Thank you to all who participated during this difficult and challenging time.

We asked panelists to share thoughts, prayers and advice. Here are just a few of the many wonderful responses.

"Although these are definitely difficult times, I would hope that we could all focus on some of the positive aspects that can come out of this situation. Becoming aware of ways in which we can continue better health practices, making personal contact with those with whom we have become distant because of our busy lives, appreciating how we can use the "extra" time, and on and on. Within the darkness there is always light."

"Call an old friend, watch funny shows on TV, laughter is good for uplifting spirits."

"Do not forget the power of prayer!"

"I find writing in my journal helps tremendously. I can explore my feelings, say things I wouldn't share with others. I encourage everyone, whether you consider yourself a "writer" or not, to give this practice a try; it really is comforting. Plus it's a good way to preserve your thoughts and concerns. We are living through a history-making event; we should document our reactions it for future generations. If we don't, who will?"

"Maintain a listing (with phone numbers) of health care resources in case of need. Keep a positive attitude, keep in touch with and pray for friends and neighbors, help them when you can."

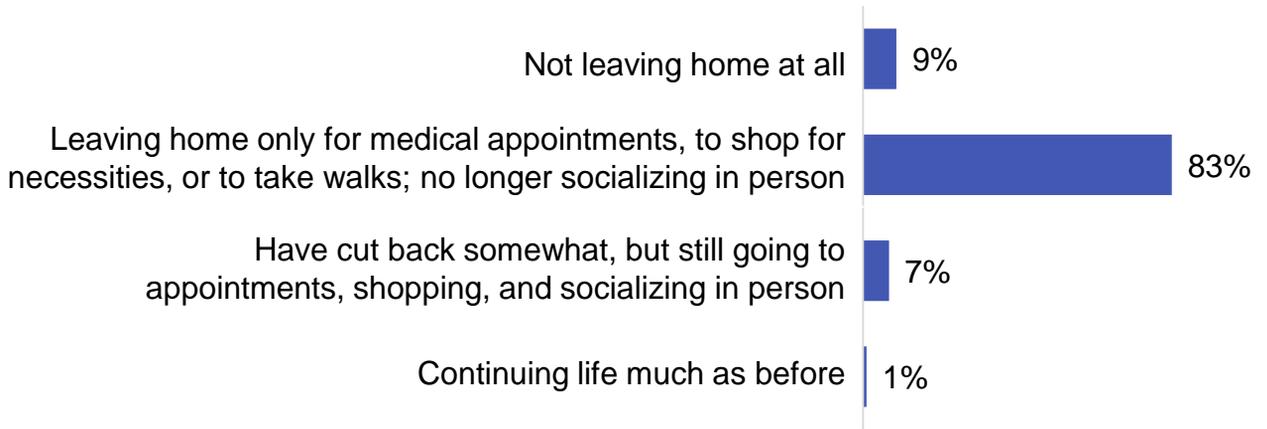
"Praying for all of you, for our country, and for our world. God is sovereign."

"Spend more time FaceTiming with your grandchildren; enjoying their company and giving their parents a break. Check on neighbors who are home alone."

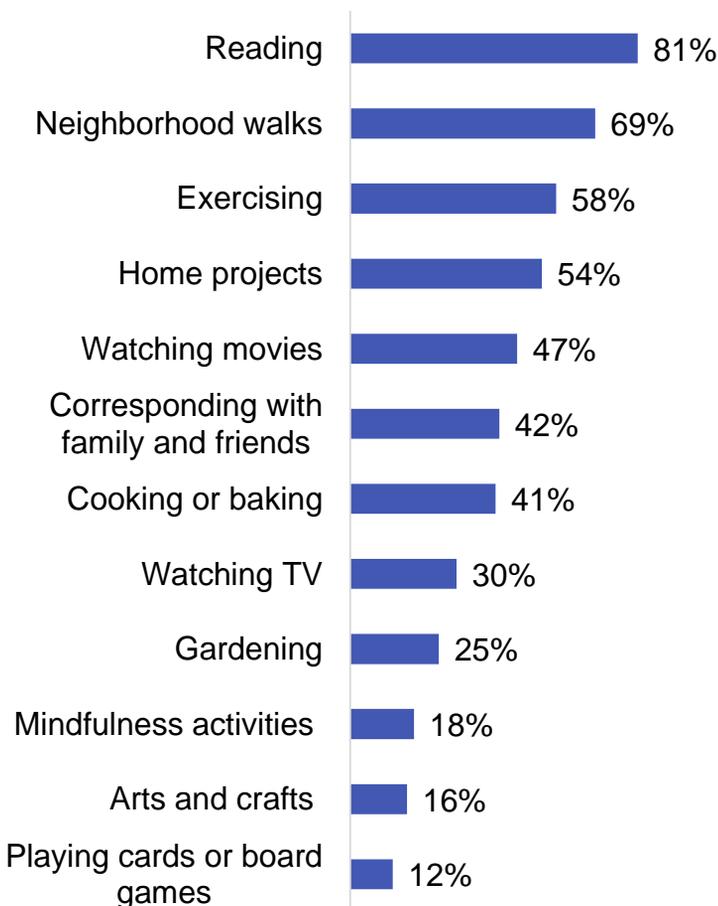
"While this is a frightening and unprecedented time, I have felt the need to slow down, reflect, and meditate on what is really important in life has been a blessing. The creative ways that people are adjusting to this have been very inspiring."

Most prospects report they are following social distancing guidelines, including 9% who are not leaving home at all.

Current Social Distancing Behavior



At-home Activities



Prospects are spending time at home in a variety of ways. Reading tops the list, followed by taking neighborhood walks, exercising, and doing home projects.

Many prospects shared other ways they are spending their time. The most common are:

- Working from home (Several panelists pointed out – correctly – that this was missing from our original list)
- Checking in on neighbors (from a safe distance)
- Doing jigsaw puzzles
- Playing with pets

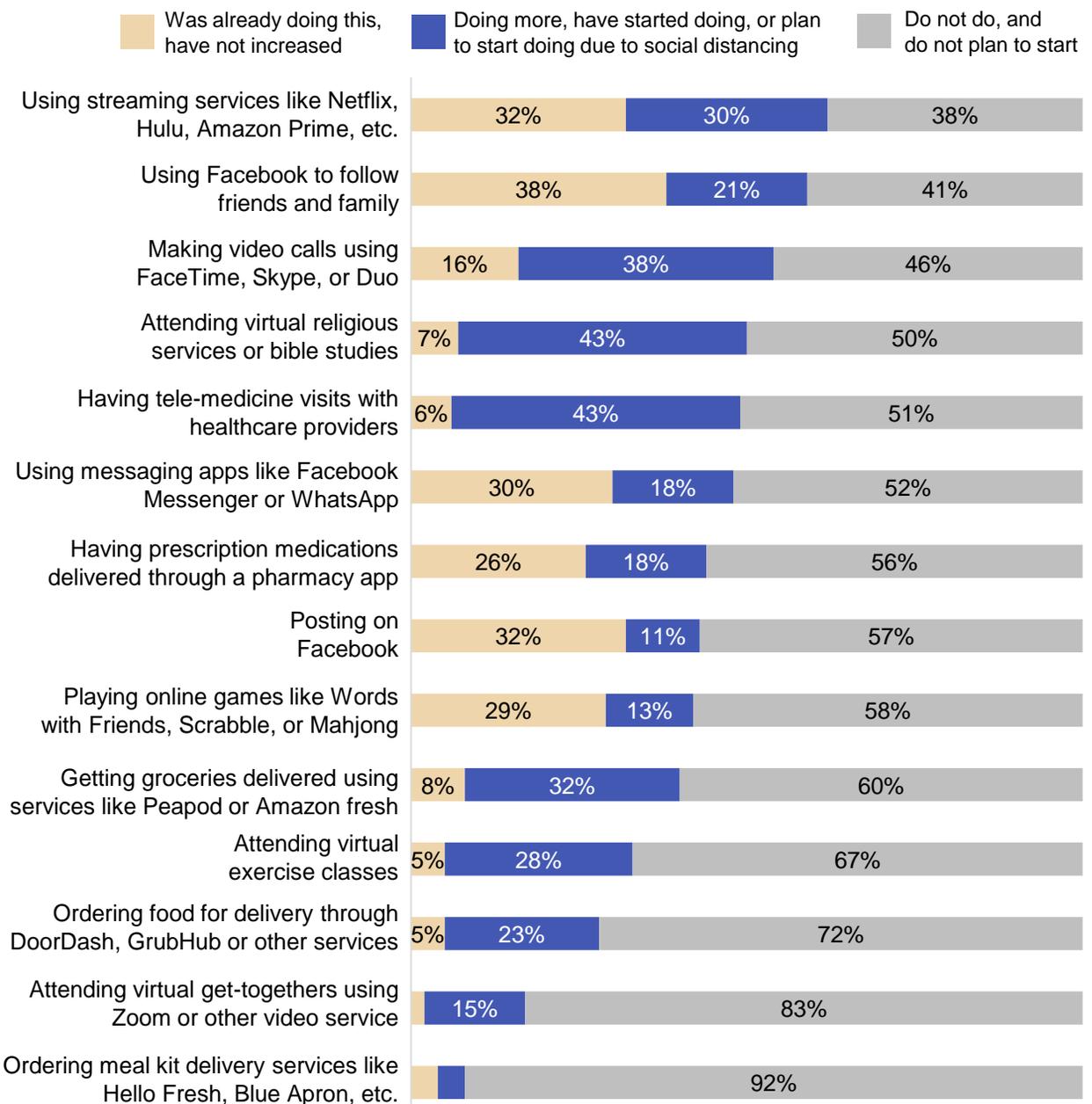
Others shared that they are volunteering, taking online classes, doing genealogy research, and catching up on paperwork (including taxes).

News reports suggest people—especially older adults—are using technology in new and different ways due to social distancing. Our survey suggests this is the case:

- Over half of our prospects are currently using, or plan to start using, streaming entertainment content services, Facebook, and video calling programs.
- Many have started or plan to start participating remotely in religious activities and using tele-medicine services, things few had done previously.

On the other hand, few if any prospects are interested in virtual get-togethers, using apps like GrubHub, or ordering meal kit delivery services.

Social Distancing and Technology Use



Campus Security

According to February’s survey about campus security, the majority of panelists would prefer a senior living community with enhanced security.

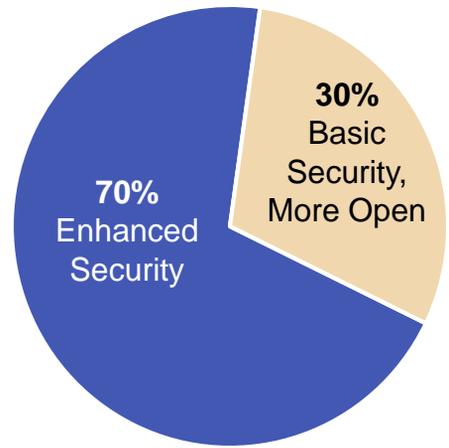
Prospects say security must be balanced with other considerations including residents’ privacy and freedom to come and go as they please.

We also asked about specific security measures:

- Three-quarters of prospects say it is important to have a gatehouse, primarily for security reasons, but also to welcome residents and guests and to provide directions.
- Almost all prospects say security cameras are important. Most want them at building entrances. Three-quarters want perimeter security cameras; some would opt for security cameras instead of a perimeter fence and others would like both.
- When it comes to building access, three-quarters of prospects would allow specially authorized visitors to enter residential buildings by being “buzzed-in” by residents or staff, or with a key or key card. A quarter of prospects, however, would prefer *all* visitors enter through a clubhouse and sign in with a front desk staff member.

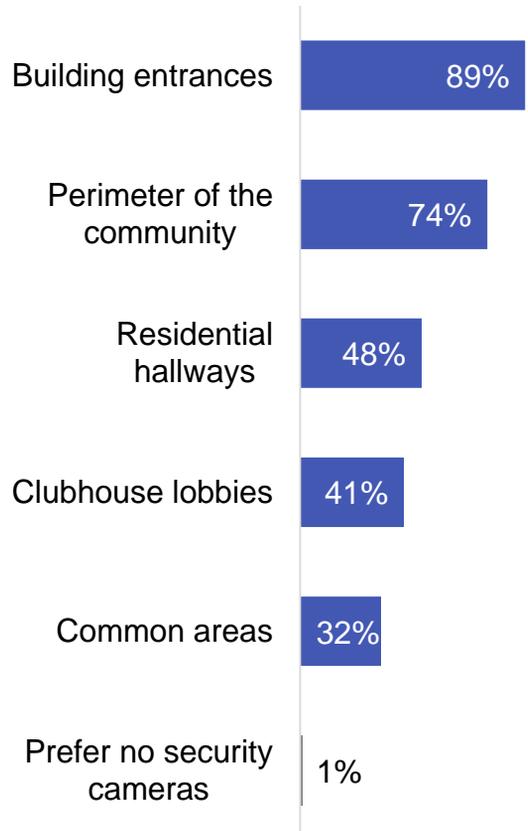
Some prospects added that a senior living community’s security features should depend in part on the surrounding area.

Preferred Security at a Senior Living Community



Security Camera Placement

% who want cameras at each



Senior Living: Basic, Luxury, or Somewhere in Between?

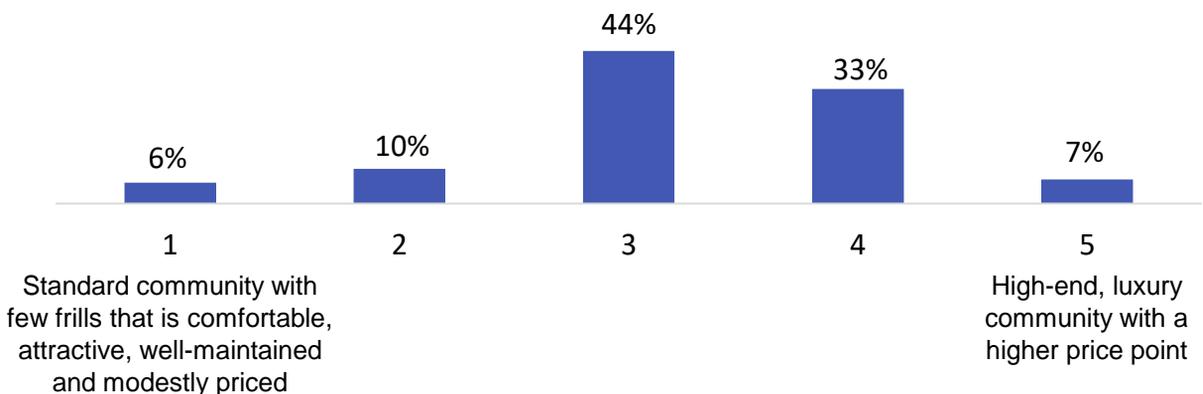
Most prospects believe there are senior living options for middle class seniors. Almost a third, however, believe retirement communities are only for upper-middle class and wealthy seniors.

This is, in part, a matter of familiarity. Prospects who have done more research into senior living are more likely to recognize a range of options than those who are just starting to shop.

Which of the Following Represents Your View of Senior Living Communities?	
There are senior living communities available to middle-class, upper middle-class, and wealthy seniors	69%
Only wealthy and upper-middle class seniors can afford these communities. They are too expensive for middle-class seniors	29%
Senior living communities are a luxury that only very wealthy seniors can afford	2%

Panelists were asked about their personal senior living community preference on a five-point scale where one is a standard, moderately-priced community and five is a high-end, luxury community. Most prefer a community in the level three or four range.

Preference on a Standard-to-Luxury Scale



Prospects familiar with their local Erickson Living community were asked where it falls on this scale. Most consider their local Erickson a three or four.

Prospects consider a range of factors when ranking a community on this standard-to-luxury scale. Cost is a key factor of course, but the services and amenities offered, as well as the size and design of the apartments are just as important. A community's location and the type of people who live there are also factors.

Sweepstakes Winner

Gene Elwood

Gene Elwood is a native New Jerseyan. He was born and raised in Paterson and obtained two bachelor's degrees from Rutgers University and a master's from Fairleigh Dickinson University.

Gene met his wife Marge, also a New Jersey native, in 1964. Marge and Gene believe their life together was destined to be. They were born six days apart and were in the same hospital nursery at the same time! They married in 1966 and raised their three children – Kelly, Colleen, and Brian – in Hanover Township.



Gene began his career as an organizational psychologist, founding a consultancy that he and his partners eventually sold to a larger consulting firm. In 1989, he switched fields, becoming a marketing executive for an international technology firm. He helped spearhead their expansion into the medical device industry. In fact, he is among the patent holders for a replacement knee. Marge, a certified nurse practitioner, retired just last year.

Since retiring in 2012, Gene has kept busy. He is very active with Welcome Home Vets of New Jersey, serving as a trustee and a director. The organization and its partners provide housing, employment, legal, healthcare, and financial assistance to soldiers, veterans, and military families. Supporting those who serve our nation is important to Gene, who served in Vietnam. Gene also volunteers at Morristown Medical Center, fits in some golf when he can, and spends time with his ten grandchildren.

Currently Gene and Marge split their time between Hanover, Cape Cod, and Naples, Florida. Within the next few years, they plan to move to Cedar Crest, Erickson Living's community in Pompton Plains, New Jersey. Cedar Crest has long been in their plans. In fact, they have been on the Priority List for over a dozen years. They like Cedar Crest's amenities, large size, and diverse resident base. "It is a well-rounded community, and we feel comfortable there," says Gene. There is also a legacy of sorts, as Gene's aunt and uncle have lived at Cedar Crest for 15 happy years.

Gene has been on the Senior Living Advisory Board for several years. He appreciates that Erickson Living asks future residents for their opinions and ideas, and uses the information to make sure communities like Cedar Crest evolve to meet the needs of the market.