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## ICAA Research Report

# ICAA Active-Aging Industry Development Survey 2010

**T**he active-aging industry is still new and evolving as aging services providers strive to build cultures that focus on the quality of life of the older adults they serve. Amenities and services are today's competitive advantage, and the ICAA 2010 Active-Aging Industry Development Survey is the tool that enables benchmarking against the leaders in the field.

The unique feature of the active-aging industry is that it unites many types of businesses and service sectors. The 640 respondents to the survey reflect this unique industry by reporting on continuing care retirement communities (24%), active adult and independent living retirement communities (24%), independent living with assisted living and assisted living communities (13%), seniors centers (13%), health club or medically-based wellness/fitness centers (10%) and other locations.

This research report includes:

- Summary of key findings
- Overview of wellness programs, wellness dimensions and management
- Participation levels and staffing
- Employee access to program
- Physical spaces and activities/programs currently available and planned
- Plans for capital expansions, wellness programs and purchasing
- Products and fitness equipment available and planned for purchase

This report is useful to industry suppliers, aging services decision makers involved in strategic planning, wellness directors and marketers.

### Methodology:

Three invitations to respond to the ICAA Active-Aging Industry Development 2010 survey were sent to emails in ICAA's database. The online survey was available from July 17 through August 14, 2010. Government agencies, professors, businesses in client's home, adult day centers and business-to-business companies were excluded from the results. There were 640 respondents.

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## Active aging

Active aging, as described by the World Health Organization, “allows people to realize their potential for physical, social, and mental well-being throughout the life course and to participate in society, while providing them with adequate protection, security and care when they need.”

Active aging means being engaged in life, to the fullest extent possible. The International Council on Active Aging, as do many aging services providers promotes active aging through a network of providers who organize quality of life opportunities for older adults within the dimensions of wellness: physical, social, intellectual, spiritual, environmental, emotional and professional/vocational.

## About the International Council on Active Aging

The International Council on Active Aging® is the professional association that leads, connects and defines the active-aging industry. ICAA supports professionals who develop wellness facilities, programs and services for adults over 50.

As an active-aging educator and advocate, ICAA has advised numerous organizations and governmental bodies, including the US Administration on Aging, the National Institute on Aging, the US Department of Health and Human Services, Canada’s Special Senate Committee on Aging, and the British Columbia ministries of Health, and Healthy Living and Sport.

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