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Glossary

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ICAA Research Report

Active Aging Industry Outlook 2010

Today's generations of people 50 years and older in the United States and Canada are healthier and living longer than any generation in the past. Right behind them are the Baby Boomers—today in their forties, fifties and sixties—a group of startling size and diversity that likewise will experience longevity.

Active Aging Industry Outlook 2010 provides statistics and perspective on the 50+ older adult active-aging market in the United States and Canada. The unique aspect of this report is that so many types of organizations are covered.

The active-aging industry provides facilities and programs that are part of a prevention/wellness model focused on quality of life for people who are 50 years and older.

Health care, leisure and recreation, personal improvement, housing, retirement living and seniors support services benefit from the outlook presented in this compilation of secondary and primary research focused on areas pertinent to an older adults' quality of life.

The report contains:

- Strategic overviews of active aging and the active-aging industry
- Profile of the lifestyle needs and wants of the 50+ population
- Future trends for older adults and the active-aging industry
- Size of the population and scope of the industry
- Market characteristics and growth projections for:
 - seniors housing and retirement communities (including CCRCs, assisted living, skilled nursing and active adult)
 - seniors/community centers and adult day services
 - health clubs
 - worksite wellness programs

Two age cohorts, Baby Boomers and adults 65+ are referenced.

Active Aging Industry Outlook 2010 is targeted to market analysts, business development executives, and seniors services providers. People who are new to the aging marketplace will quickly be brought up to speed on the key features and opportunities of active aging. Industry veterans can update their business and marketing plans based on current statistics and future projections.

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Methodology

Active Aging Industry Outlook 2010 includes information and data gathered from federal and state governments, trade associations, foundations, published research papers, and public and private organizations. Commentary from reliable industry experts has been considered. International Council on Active Aging (ICAA) provided primary research and market analysis.

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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, organizes quality of life opportunities for older adults within the dimensions of wellness: physical, social, intellectual, spiritual, environmental, emotional and professional/vocational.

Trends driving active aging

1. An aging population is a large, growing market.
2. Functional ability among “older adults” is so diverse it requires a diverse range of services.
3. The 50+ population envisions their future lifestyle as active and involved.
4. Purposeful, relevant activities are replacing busywork.
5. People are working at older ages.
6. Public and private organizations seek to control health care costs.
7. Public-private partnerships are rising among service providers.

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