

ICAA Marketing Value and Financing Methods Survey 2005

January 2, 2005

ICAA Survey: Marketing value and financing methods for older adult fitness and wellness programs

In October 2005, 540 people responded to three questions sent to the International Council on Active Aging e-mail list. Of this number, 497 responses were categorized by type of business and included in the results. Percentages have been rounded up at .5 or higher or rounded down at .4 or lower.

Respondent categories	Number of respondents	Percent of total respondents
Retirement community, seniors housing	133	27%
Fitness Center, club	124	25%
Personal training	53	11%
Area Agency on Aging	38	8%
Community center, recreation	29	6%
Seniors center	25	5%
University	23	5%
Government	18	4%
Consultants	15	3%
YMCA	11	2%
Hospitals	10	2%
Physical therapists	9	2%
Title 5, 6	6	1%
Spa	3	.5%

1. Does having a fitness or wellness center or a physical activity program targeted to older adults attract more members/residents?

(N = 497)

Yes 95%

No 5%

If so, do you know what percent?

ICAA Marketing Value and Financing Methods Survey 2005

Members/residents attracted by a fitness or wellness center

Respondent category	No. of respondents	Percent of members/residents			
		Median	Mean	Minimum	Maximum
Area Agency on Aging	16	20%	25%	2%	70%
Community center, recreation	11	15%	22%	5%	60%
Fitness center, club	54	35%	43%	1%	100%
Personal training	20	36%	39%	5%	100%
Retirement community, seniors housing	52	48%	43%	7%	100%
Seniors center	14	28%	26%	1%	75%

(Note: median is the midpoint, mean is the average)

2. Does having a fitness or wellness center or a physical activity program targeted to older adults retain more members/residents?

(N = 484)

Yes 93%

No 7%

If so, do you know what percent?

Responses so varied in the method used to track retention that it is impossible to provide a reasonable result.

3. How do you pay for your program? Please indicate all that apply:
a) Sell memberships, b) Fee per use/session, c) Build cost into community fees,
d) HMO/Insurance reimbursement, e) Other

Of those who responded to question 3:

309 reported using one method to pay for the program

119 reported 2 methods

51 reported 3 methods

21 reported 4 methods

8 reported 5 methods

ICAA Marketing Value and Financing Methods Survey 2005

Methods used to pay for programs

The number of respondents who use these methods. Multiple responses were provided.

Respondent category	Sell memberships	Fee per use/session	Build cost into community fees	HMO, Insurance reimbursement	Other
Area Agency on Aging	9	10	3	3	19
Community center, recreation	20	19	5	4	7
Fitness center, club	69	64	36	24	18
Government	8	9	6	3	8
Hospitals	7	7	4	1	1
Personal training	20	37	10	4	9
Retirement community, seniors housing	28	33	97	3	21
Seniors center	8	7	3	3	11
YMCA	5	6	0	3	2
Total number using each method	174	192	164	48	96

Other methods to pay for programs include:

- Area Agencies on Aging: public funding
- Fitness center: resident endowment foundation; Medicare capitation payment from federal government; corporate employer; federal grants (*note: based on respondent statements, it appears the fitness centers are part of seniors housing as well as commercial health clubs*)
- Senior center: tax base subsidizes classes by 40% plus participants pay a fee
- Retirement community, senior housing: grant funding, fund raising events and either selling memberships or building into resident fees

About the International Council on Active Aging

ICAA is the world's largest association dedicated to changing the way we age by uniting and working with professionals in the retirement, assisted living, recreation, fitness, rehabilitation and wellness fields. We connect a community of like-minded professionals who share the goals of changing society's perceptions of aging and improving the quality of life for older adults within the six dimensions of wellness (emotional, vocational, physical, spiritual, intellectual, social).