Executive Survey Insights
Wave 42:
May 31 to June 26, 2022

- Report Graphs
March 26, the U.S. had the most confirmed COVID-19 cases in the world

March 26, 2020

June 26, 2022

*Average of IL/AL/MC/NC

Source: NIC Executive Survey Insights
Pace of Move-Ins in Past 30 Days
ESI Waves 39 - 42

Wave 39 responses were collected from March 7 to April 3, 2022
Wave 40 responses were collected from April 4 to May 1, 2022
Wave 41 responses were collected from May 2 to May 27, 2022
Wave 42 responses were collected from May 31 to June 26, 2022
Source: NIC Executive Survey Insights
*Sample size <30
Cause of Deceleration in Move-Ins
ESI Wave 42

Slowdown in Leads Conversions or Sales: 65%
Resident or Family Member Concerns: 15%
Staffing Constraints: 15%
Other: 5%

Wave 42 responses were collected from May 31 to June 26, 2022
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Source: NIC Executive Survey Insights
*Sample size <30
When Do Organizations Anticipate Improvement in Staffing Challenges?

Wave 42 responses were collected from May 31 to June 26, 2022
When Do Organizations Anticipate Improvement in Staffing Challenges? Wave 41 vs. Wave 42

Wave 41 responses were collected from May 2 to May 27, 2022
Wave 42 responses were collected from May 31 to June 26, 2022
Organizations With Lead Volume Above Pre-Pandemic Levels by Size
Wave 38 vs. Wave 40 vs. Wave 42

Wave 40 responses were collected from April 4 to May 1, 2022
Wave 41 responses were collected from May 2 to May 27, 2022
Wave 42 responses were collected from May 31 to June 26, 2022
In the next six months, my organization expects operating margins to...

Wave 35 responses were collected from November 8 to December 5, 2021
Wave 36 responses were collected from December 6 to January 9, 2022
Wave 37 responses were collected from January 10 to February 6, 2022
Wave 38 responses were collected from February 7 to March 6, 2022
Wave 42 responses were collected from May 31 to June 26, 2022
Note: Question not asked in all survey waves
Source: NIC Executive Survey Insights
Since the beginning of 2022, my organizations operating expenses have...
Severity of Staffing Shortages
ESI Waves 39 - 42

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Source: NIC Executive Survey Insights

*Sample size <30
The Most Effective Method of Attracting New Community Staff Today is...

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Source: NIC Executive Survey Insights
Anticipated Occupancy Recovery Timeframe by Care Segment
Wave 42

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Source: NIC Executive Survey Insights
Demographics – Wave 42
61 responses received

Types of properties owned/operated
• 70% Seniors Housing (IL/AL/MC)
• 23% Nursing Care
• 36% CCRC
(multiple responses allowed, will not add to 100%)

PROFIT STATUS: SIZE:
FP: 52% 1 to 10: 67%
NFP: 38% 11 to 25: 20%
Both: 10% 26+: 13%