Executive Survey Insights
Wave 26
April 5 - 18, 2021

- Report Graphs
Organizations with increase in lead volume since beginning of the year

- Increased Lead Volume: 84% Yes, 16% No
- Above Pre-Pandemic Levels: 80% Yes, 20% No

Wave 26 responses collected April 5 to April 18, 2021
Source: NIC Executive Survey Insights
Pace of Move-Ins in Past 30-Days

Wave 23 responses collected February 22 to March 7, 2021
Wave 24 responses collected March 8 to March 21, 2021
Wave 25 responses collected March 22 to April 4, 2021
Wave 26 responses collected April 5 to April 18, 2021
Source: NIC Executive Survey Insights
Change in Occupancy by Care Segment: Current vs. One Month Prior

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Source: NIC Executive Survey Insights
Organizations offering rent concessions

*Respondents with three or more properties
Source: NIC Executive Survey Insights
Rent concessions being offered by organizations

- Rent discounts: 73%
- Free rent for a specific period of time: 65%
- Upgrades to units: 18%
- Something else: 13%
- Non-monetary benefits: 8%

Source: NIC Executive Survey Insights

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What organizations are doing to attract CAREGIVING staff: key words

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