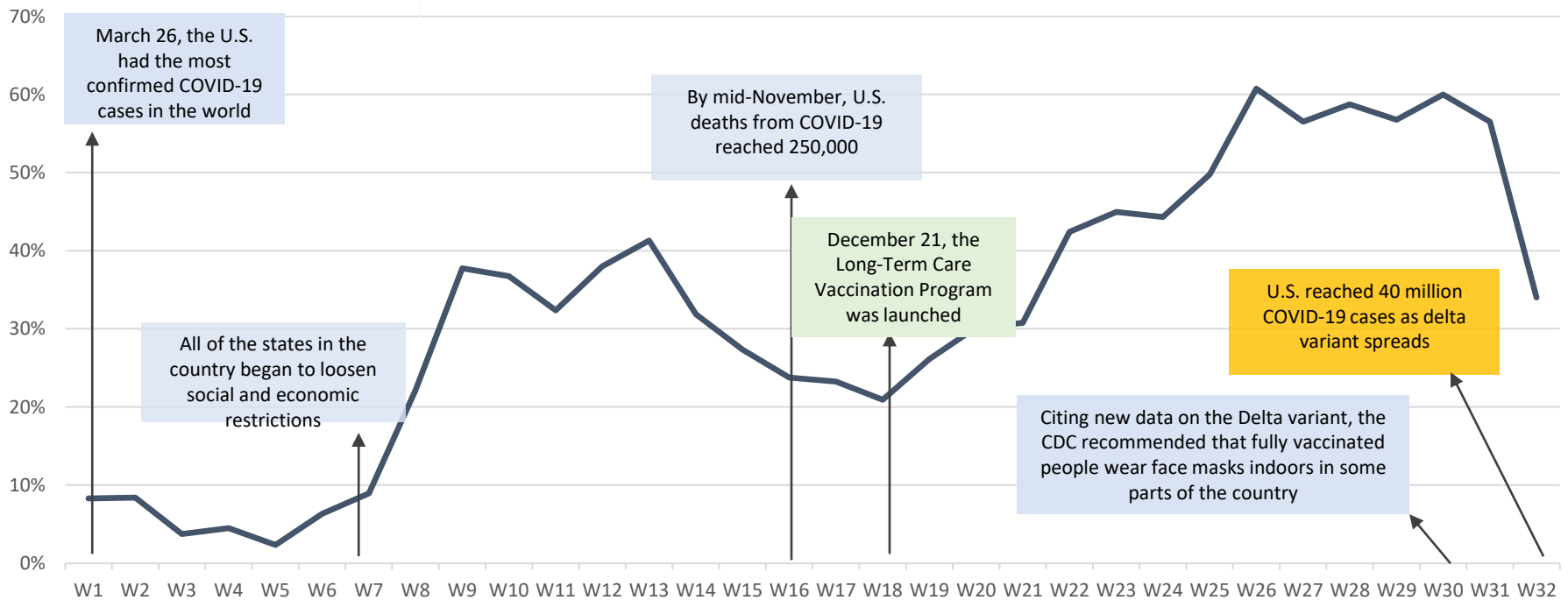




Executive Survey Insights Wave 32 August 9 – September 6, 2021

- Report Graphs

Organizations reporting an increase in the pace of move-ins since the beginning of the pandemic

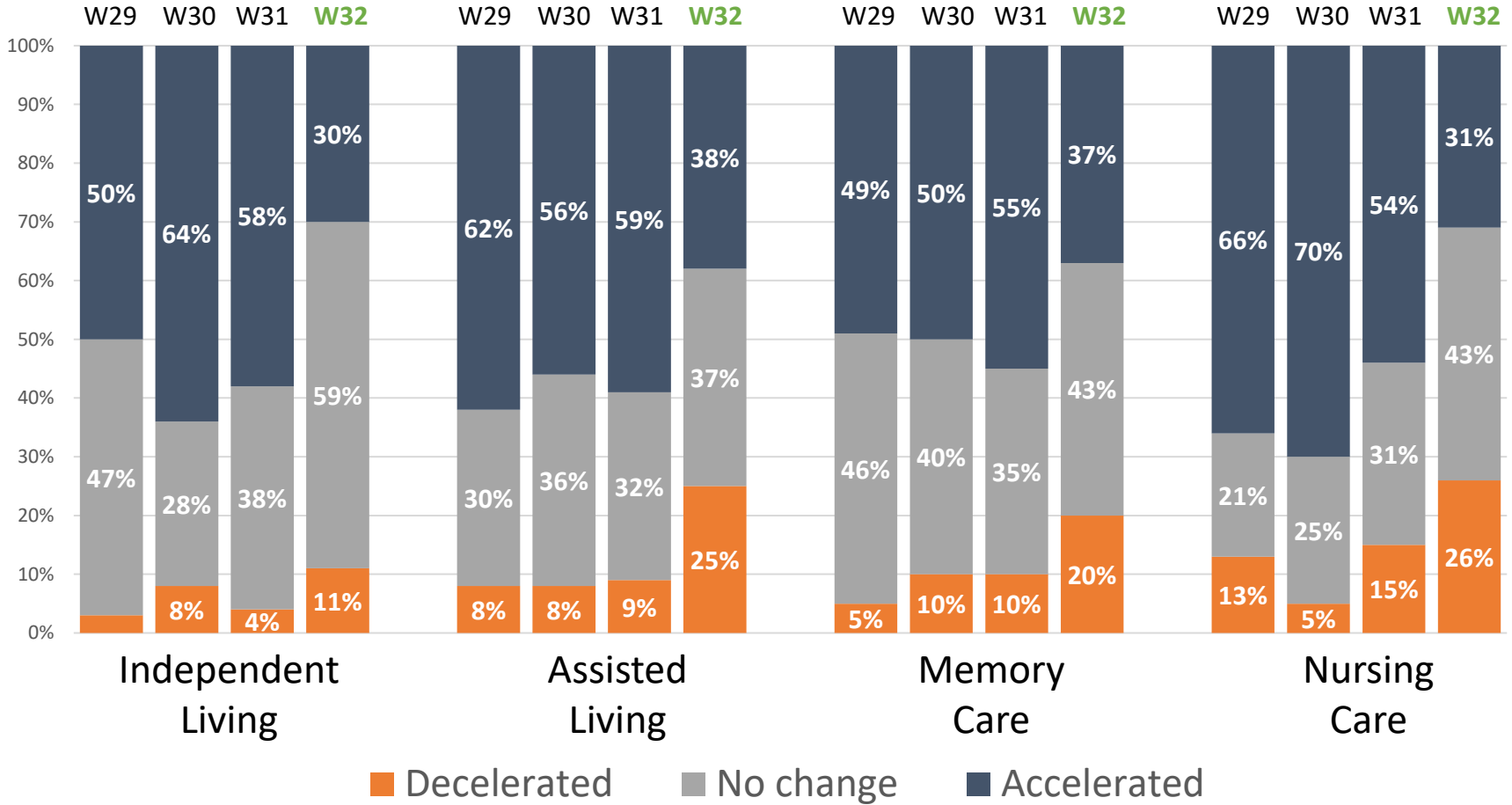


March 24, 2020



September 6, 2021

Pace of Move-Ins in Past 30-Days



Wave 29 responses collected May 17 to June 13, 2021

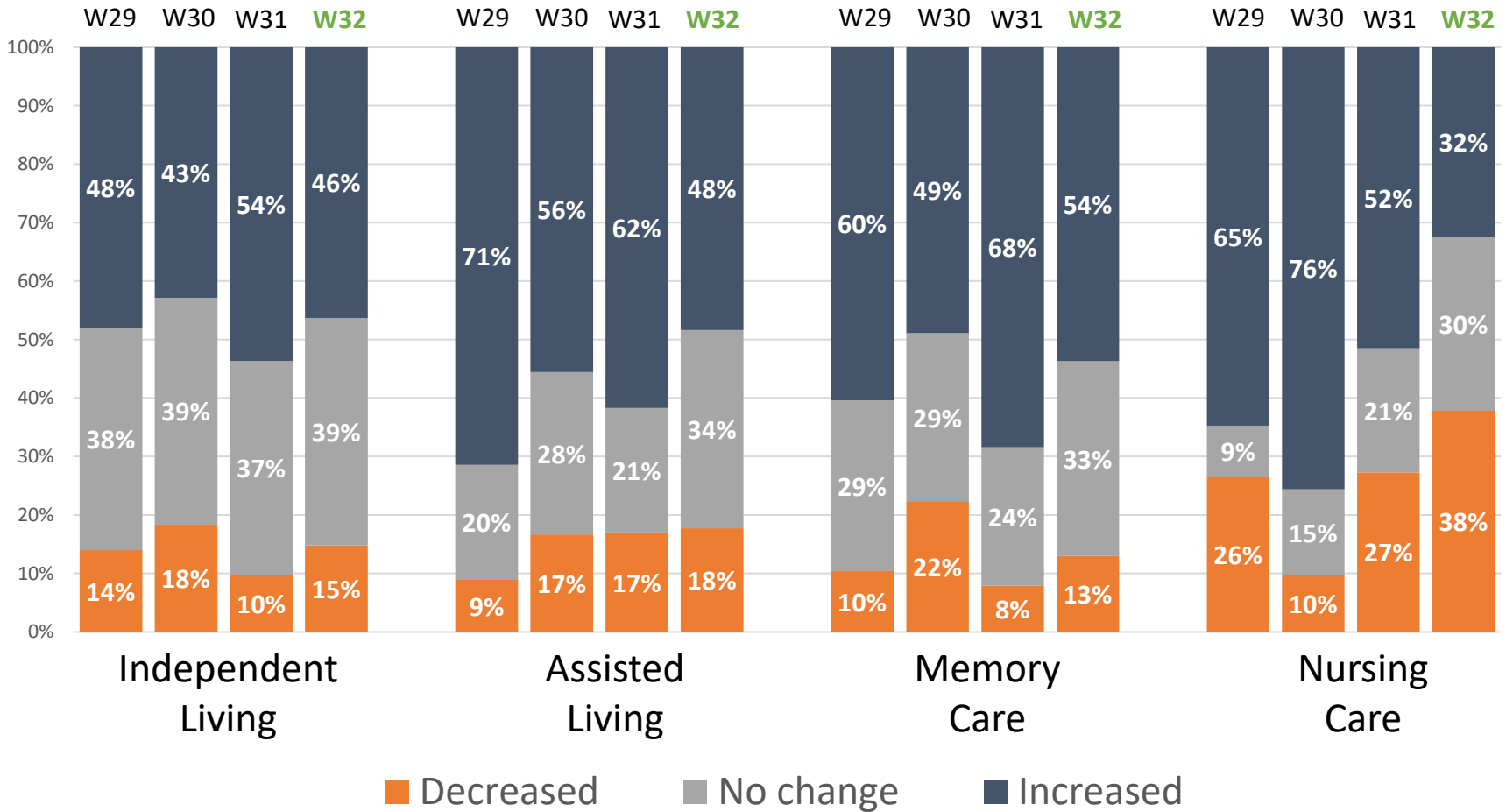
Wave 30 responses collected June 14 to July 11, 2021

Wave 31 responses collected July 12 to August 8, 2021

Wave 32 responses collected August 9 to September 6, 2021

Source: NIC Executive Survey Insights

Change in Occupancy by Care Segment: Current vs. One Month Prior



Wave 29 responses collected May 17 to June 13, 2021

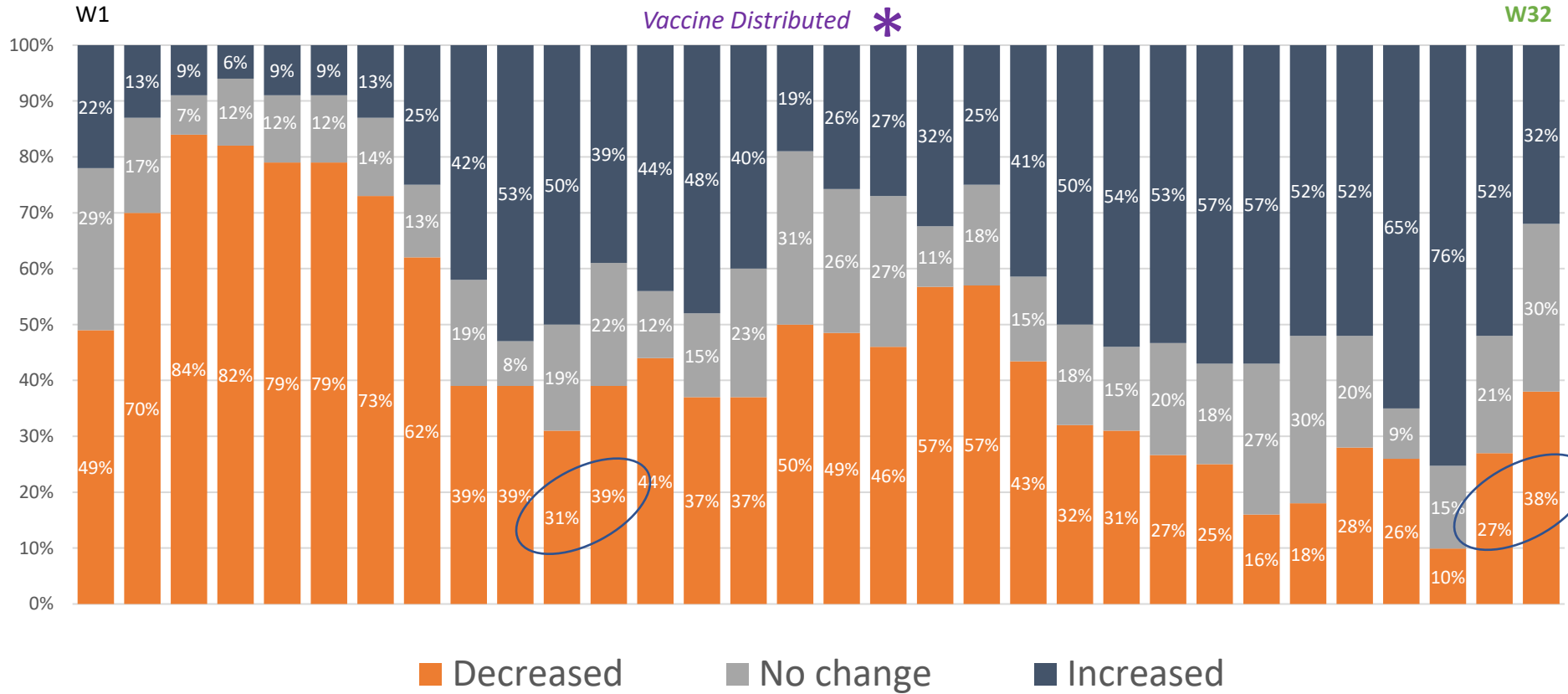
Wave 30 responses collected June 14 to July 11, 2021

Wave 31 responses collected July 12 to August 8, 2021

Wave 32 responses collected August 9 to September 6, 2021

Source: NIC Executive Survey Insights

Nursing Care Change in Occupancy: Current vs. One Month Ago



*Vaccine distributed in W18 (December 20, 2020)

Source: NIC Executive Survey Insights

A year and a half into the pandemic, my organization wants __ to know __ about seniors housing...
Representative verbatim comments from respondents:

What we want prospective residents/family to know:

- *“We are good at managing life with COVID and it is time to move in.”*
- *“Senior living is safe and improves quality of life as well as length of life.”*
- *“We are a safer environment than being isolated at home.”*
- *“We create a safe environment every day for our residents and adapt our operating procedures daily to ensure we continue to make that happen.”*
- *“We are prepared to provide for them, but costs will have to rise.”*

What we want the media and others to know:

- *“Infection protocols are working.”*
- *“Our infection rates are directly correlated to infection rates in the community.”*
- *“COVID is everywhere, and senior living is the best at helping people live a good life during the pandemic.”*
- *“We are better equipped today to care for our residents than we were last year.”*
- *“Support us by masking up and getting vaccinated.”*

NIC Executive Survey Insights Timeline

- Wave 1:** 3/24 – 4/31
- Wave 2:** 4/1 – 4/12
- Wave 3:** 4/13 – 4/19
- Wave 4:** 4/20 – 4/26
- Wave 5:** 4/27 – 5/3
- Wave 6:** 5/4 – 5/10
- Wave 7:** 5/11 – 5/24
- Wave 8:** 5/25 – 6/7
- Wave 9:** 6/22 – 7/5
- Wave 10:** 7/20 – 8/2
- Wave 11:** 8/17 – 8/30
- Wave 12:** 9/15 – 9/27
- Wave 13:** 9/28 – 10/11
- Wave 14:** 10/12 – 10/25
- Wave 15:** 10/26 – 11/8
- Wave 16:** 11/9 – 11/22
- Wave 17:** 11/30 – 12/13
- Wave 18:** 12/14 – 12/27
- Wave 19:** 12/28 – 1/10
- Wave 20:** 1/11 – 1/24
- Wave 21:** 1/25 – 2/7
- Wave 22:** 2/8 – 2/21
- Wave 23:** 2/22 – 3/7
- Wave 24:** 3/8 – 3/21
- Wave 25:** 3/22 – 4/4
- Wave 26:** 4/5 – 4/18
- Wave 27:** 4/19 – 5/2
- Wave 28:** 5/3 – 5/16
- Wave 29:** 5/17 to 6/13
- Wave 30:** 6/14 to 7/11
- Wave 31:** 7/12 – 8/8
- Wave 32:** 8/9 – 9/6