Executive Survey Insights
Wave 33
September 7 – October 3, 2021

• Report Graphs
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
Wave 33 responses collected September 7 to October 3, 2021
Source: NIC Executive Survey Insights
Organizations currently experiencing a backlog of residents waiting to move in

COVID-19 vaccine became available

September 15, 2020, October 3, 2021

Source: NIC Executive Survey Insights
Assisted Living Pace of Move-Ins Past 30-Days

*Vaccine distributed in W18 (December 20, 2020)
Source: NIC Executive Survey Insights

The blue line illustrates share of organizations that reported a backlog of residents waiting to move in

*Vaccine distributed in W18 (December 20, 2020)
Source: NIC Executive Survey Insights
Occupancy expected to return to pre-pandemic levels:

- **W25**: 2021, 25%  
  - Don't know, 5%
  - 2022, 57%
  - 2023, 11%

- **W30**: 2021, 19%  
  - Don't know, 4%
  - 2022, 62%
  - 2023, 15%

- **W33**: 2021, 14%  
  - Don't know, 3%
  - 2022, 73%
  - 2023, 8%

*Wave 25 responses collected March 22 to April 4, 2021
Wave 30 responses collected June 14 to July 11, 2021
Wave 33 responses collected September 7 to October 3, 2021

Source: NIC Executive Survey Insights*
Change in Occupancy by Care Segment: Current vs. One Month Prior

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
Wave 33 responses collected September 7 to October 3, 2021
Source: NIC Executive Survey Insights
Change in Occupancy By Care Segment: Current vs. One Month Prior

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
Wave 33 responses collected September 7 to October 3, 2021
Source: NIC Executive Survey Insights
In the next six months, my organization expects operating margins to...

- Decrease more than 10%: 2%
- Decrease between 6% and 10%: 8%
- Decrease between 1% and 5%: 25%
- Stay the same: 17%
- Increase between 1% and 5%: 31%
- Increase between 6% and 10%: 13%
- Increase more than 10%: 5%

Wave 33 responses collected September 7 to October 3, 2021
Source: NIC Executive Survey Insights
Rent concessions being offered by organizations

- **Rent discounts**: W33: 59%, W29: 56%, W27: 53%
- **Free rent for a specific period of time**: W33: 69%, W29: 56%, W27: 53%
- **Waiving community fee/move-in fee**: W33: 22%
- **Rent freeze/no increase for specific period of time**: W33: 16%, W29: 19%
- **Upgrades to units**: W33: 13%, W29: 9%, W27: 16%

Wave 27 responses collected April 19 to May 2, 2021
Wave 29 responses collected May 17 to June 13, 2021
Wave 33 responses collected September 7 to October 3, 2021
Source: NIC Executive Survey Insights