

Staffing and Maintenance Challenges Continue to Weigh on Satisfaction with Senior Living Providers, J.D. Power Finds

Life Care Services Ranks Highest among Independent Living Providers; Brookdale Senior Living and Enlivant Rank Highest in a Tie among Assisted Living/Memory Care Providers

TROY, Mich.: 16 Nov. 2022 – The combined effects of a prolonged labor shortage; deferred maintenance and building improvements; and rising prices are challenging both senior living providers and their residents. According to the J.D. Power 2022 U.S. Senior Living Satisfaction Study,SM released today, the overall satisfaction score for independent senior living providers declines for a second consecutive year, while the score for assisted living and memory care providers increases slightly year over year. The study evaluates resident satisfaction with the largest independent living providers as well as family member/decision-maker satisfaction with the largest providers of assisted living and memory care for their loved ones.

“As we come out of the pandemic, many senior living communities are still recovering and struggling to keep up with staffing needs,” said **Andrea Stokes, hospitality and senior living practice lead at J.D. Power**. “The key for senior living executives during this transition is to ramp up communication with residents and their families. Now is the time when both frontline staff and executive teams must be highly visible, accessible and forthcoming about facility management.”

Following are some key findings of the 2022 study:

- **Independent living resident satisfaction declines slightly:** The average overall satisfaction score among residents of independent living communities is 734 (on a 1,000-point scale), which is down 4 points from a year ago. This is the second consecutive decline in satisfaction among independent living community residents. The biggest declines are seen in satisfaction with community staff (-12 points) and satisfaction with community buildings and grounds (-10).
- **Family member/decision-maker satisfaction shows gains:** The average overall satisfaction score among the families and decision-makers of assisted living/memory care community residents is 829, which is up 4 points from a year ago, following a 12-point decline in 2021 from 2020. The biggest gain is seen in satisfaction with resident activities (+10 points).
- **Dining service emerges as bright spot:** In both the independent living and assisted living/memory care segments, satisfaction with dining services is a bright spot in this year’s study. Among independent living community residents, dining is the only factor in the study to show improvement, rising 15 points from 2021. In the assisted living/memory care segment, dining satisfaction rises 8 points year over year.
- **Accessibility to management crucial:** When family members/decision-makers of assisted living and memory care residents perceive it is “very easy” to contact the facility’s executive director, overall satisfaction scores climb 141 points. Yet less than half (47%) of family members/decision-makers say this is the case at their loved one’s facility.

Study Rankings

Life Care Services ranks highest in independent living resident overall satisfaction for a fourth consecutive year, with a score of 841. **Five Star Senior Living** (739) ranks second.

Brookdale Senior Living (832) and **Enlivant** (832) each rank highest in a tie in family member/decision-maker overall satisfaction with assisted living and memory care providers. **Sunrise Senior Living** (831) ranks third.

The U.S. Senior Living Satisfaction Study measures resident satisfaction with the nation's largest providers¹ of independent living for seniors and family member/decision-maker satisfaction with the largest providers of assisted living/memory care service providers. Overall satisfaction is measured across six factors of the senior living experience (listed in alphabetical order): community buildings and grounds; community staff; dining; price paid for services received; resident activities; and resident apartment/living unit. The 2022 study is based on 2,715 responses from residents living in an independent community—or from family members/decision-makers on behalf of residents of assisted living/memory care communities—within the previous three years. Responses were collected from May through August 2022.

For more information about the U.S. Senior Living Satisfaction Study, visit <http://www.jdpower.com/business/resource/senior-living-study>.

See the online press release at <http://www.jdpower.com/pr-id/2022171>.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit JDPower.com/business. The J.D. Power auto shopping tool can be found at JDPower.com.

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NOTE: Two charts follow.

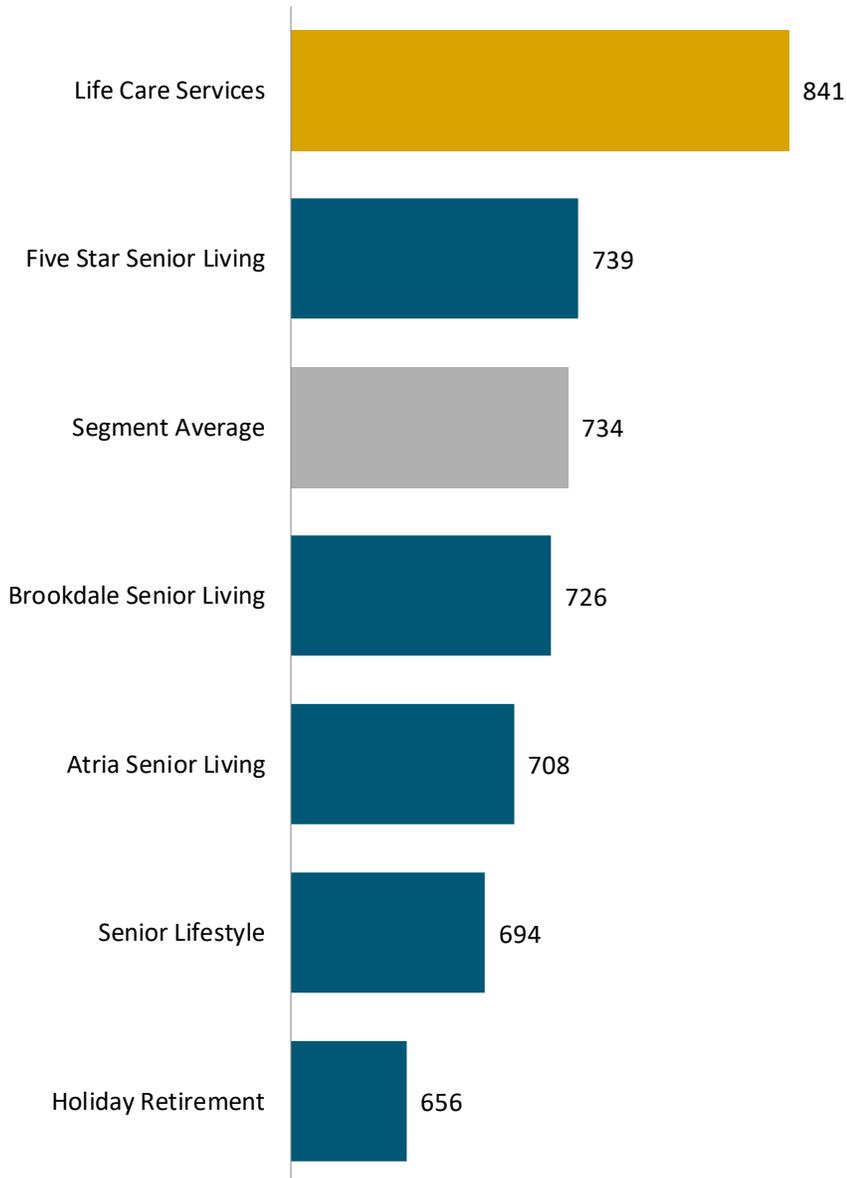
¹ Independent living providers included in the study must have had at least 7,000 living units and could not solely operate entrance-deposit communities. Included assisted living/memory care providers must have had at least 10,000 assisted living and/or memory care living units. Living unit data based on the Argentum Largest Providers Report, 2021.

J.D. Power 2022 U.S. Senior Living Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Independent Living



Source: J.D. Power 2022 U.S. Senior Living Satisfaction StudySM

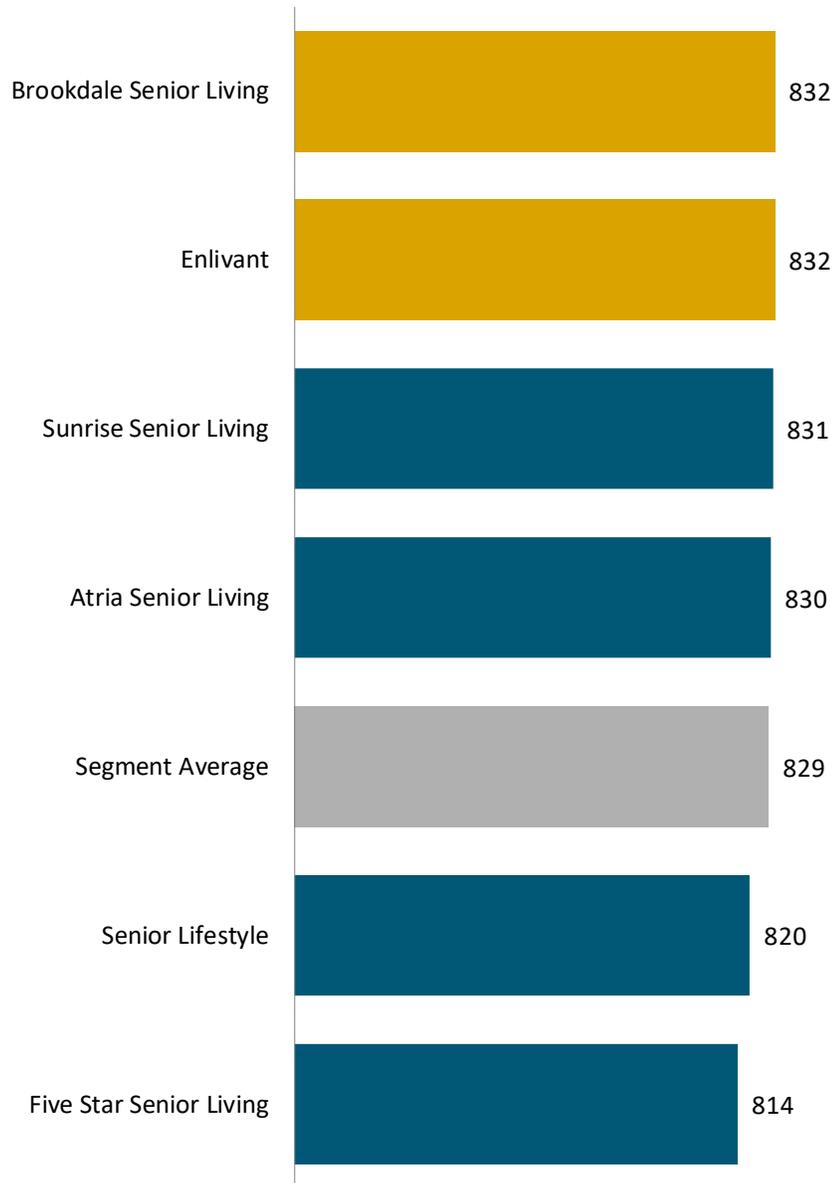
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J.D. Power 2022 U.S. Senior Living Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Assisted Living/Memory Care



Source: J.D. Power 2022 U.S. Senior Living Satisfaction StudySM

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