



## PROMOTE ACTIVE ADULT LIFESTYLES TO INCREASE COMMUNITY CENSUS

CREATE AN ACTIVE CULTURE THROUGH YOUR DESIGN

84%

84% of Model55 survey respondents' state **active lifestyle options are a top deciding factor** when selecting a 55+ community for a loved one or relative

Design common areas for resident interests, involvement and interactivity within the community. Having card tables and communal seating to have residents interact and stay active in all aspects of life.

In a Model55 survey, respondents stated **resident activity ranking #2 as a top deciding factor** in choosing a 55+ community for themselves or a loved one - this ranked above price/affordability



Promote outdoor activities, events and weekly club meetings to entice potential residents to learn more and want to move in!