



Triangle NC Market Analysis Summary Results of Projected Usage Poll Taken October 2011

The following figures resulted from a poll that was taken of a sampling of Activity Directors in NC's Triangle area market in October 2011.

In that poll, nine Activity Directors were asked,

"On average, in a typical month (i.e., a month in which there is no holiday), how many program providers do you pay to conduct an activity or perform some form of entertainment in your facility?"

Those polled were instructed to only include in their figures those program providers who are not a staff member, resident's family member or volunteer.

Of the six Activity Directors who responded to the poll:

Answers ranged from 7 to approximately 12, which was derived by diluting the total figures to allow for those that are repeated on a weekly or twice-weekly basis. The original total figures included one place that estimated 7 monthly paid providers and another, 8; and others who estimated they pay for 12-15, 18, 25, and 34 programs in an average month (with the latter stating that roughly 90% of those were 'repeat programs', including one that occurs twice weekly.)

Based on the responses of those polled, the average number of times a program provider is paid to provide entertainment at senior care facilities in Wake County, NC (of which there are 76) range from 532 - 912 times per month (calculated by multiplying both the low and high figures that comprise the average range by the total number of facilities within the county: $7 \times 76 = 532$; $12 \times 76 = 912$.)

Senior Play List, Inc.sm

www.seniorplaylist.com 919/954-9745 info@seniorplaylist.com

"Local Entertainment Variety for Seniors"