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# news release

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## FOR IMMEDIATE RELEASE

# First of Its Kind Survey Reveals Insights about Baby Boomers

## Economic Factors Make Impact on Retirement Plans

INDIANAPOLIS, Ind., Jan. 19, 2012 – Mainstreet recently commissioned a comprehensive survey with [America's Research Group](#), the leading U.S. independent social research firm, to better understand the Baby Boomer generation's decision-making process and the key factors that drive this next generation of seniors' needs as they approach retirement. This unique survey is believed to be the first of its kind and will be vital to the design and development of next-generation senior living and healthcare properties in the future.

"Aging adults are currently rejecting senior living options based on a variety of factors, including their economic situations, healthcare needs, and lifestyle choices," said Zeke Turner, Chairman and CEO of Mainstreet. "This Baby Boomer survey seeks to identify those factors that are crucial to understanding the decision-making process of the next generation of users in order to provide the best possible options in senior healthcare and living."

According to the [Administration on Aging](#), the population 65 and over will increase from 35 million in 2000 to 55 million in 2020. To meet the growing demands of the retiring Baby Boomer generation, there will need to be a \$300 billion investment in senior care.

"We know there is a need for better options in senior care, and this research helps us identify what those needs are and how we can meet those needs," Turner said.

The Baby Boomer survey polled seniors over the age of 55 on a variety of issues including retirement plans, financial situation, senior living facilities, lifestyle preferences and health concerns. Mainstreet, which plans a series of announcements regarding the survey's findings, develops next-generation senior living communities for a wide variety of needs, including skilled nursing and short-term rehabilitation, independent living, and Alzheimer's/memory care.

## **Polling Reveals Insights about Baby Boomers, page 2**

One of the numerous findings from the survey highlighted the financial struggles many Baby Boomers are experiencing. They now plan to work longer than they anticipated, citing factors associated with the ongoing economic downturn.

The survey found that the average Baby Boomer plans to retire at age 67.8 as compared to an average age 10 years ago of 66.1.

“Many seniors are uneasy about their financial situations and their ability to fully retire,” said Turner. “To help counteract the impact of the economy, seniors are choosing to work longer, continue working part-time, or downsizing.”

Boomers 55 to 64 surveyed who have postponed retirement listed a variety of causes related to the recession, including:

- Poor economy (26.6 percent);
- Stock market losses (21.3);
- Investments weaker (18.6); and
- Loss of job (10.6).

“I am not aware of anyone else who has done this kind of in-depth research into the retirement plans of the Baby Boom generation,” said Turner. “These results will be invaluable as we plan to meet Boomers’ health-care needs into the future.”

The survey was conducted among a random sample of the United States and within each state of people 55 and older. The margin of error was +/-3.8 percent.

Mainstreet, one of the fastest-growing healthcare real estate investment companies in the country, had \$100 million in new development in 2011. Mainstreet offers guests need-based healthcare in a hotel-like atmosphere. Mainstreet’s design includes multiple social destinations, a business center, restaurant dining, private rooms and baths, and therapy/wellness.

Based in Cicero, Ind., Mainstreet is expanding into other states throughout the U.S. For 2012, Mainstreet has identified 14 other locations and has begun the land acquisition process for many of those projects. For additional information, visit <http://www.mainstreetcap.net>.

- 30 -

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