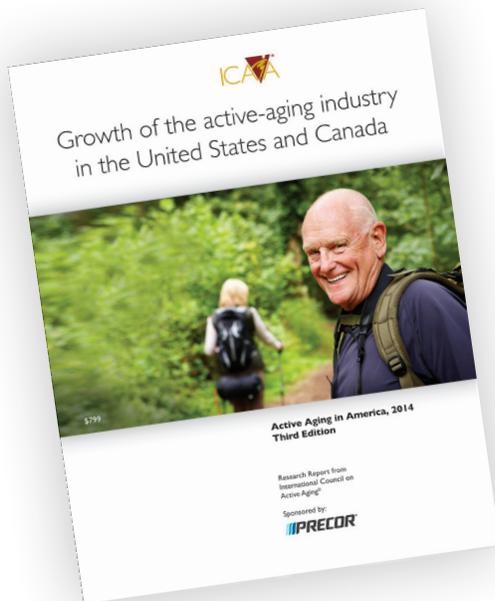


# Growth of the active-aging industry in the United States and Canada



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## ICAA Research Report

Active Aging in America, 2014  
Third Edition

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This third edition in the Active Aging in America series blends statistics from federal and private sources with ICAA's survey data within a narrative that presents the current state of the active-aging industry along with trends and forward-thinking perspectives.

Active aging means being engaged in life, to the fullest extent possible. The International Council on Active Aging, as do many aging services providers, organizes quality of life opportunities for older adults

within the dimensions of wellness: physical, social, intellectual, spiritual, environmental, emotional and professional/vocational.

Organizations within the active-aging industry provide facilities and programs focused on the health and well-being of people who are 50 years and older. The industry is composed of providers—the professionals and organizations that deliver services—as well as the companies that supply the products, services and consulting to the providers. Translating the concept of active aging into focused opportunities and programs enables older adults to live productive, healthier lives.

The report contains:

- The size of the population; number of households and residences; age-targeted properties; wellness and service providers
- Annual revenue of selected sectors
- Age-targeted housing segments, amenities and design trends
- Review of community services available to enable aging in place and active living
- Market profiles
- Descriptions of attitudes and cultural perspectives of three approximate age groups: 45-65, 65-75, 75 and older
- Older adults' attitudes toward successful aging, spending, life satisfaction and future activities
- Social and cultural trends; building and design trends; repositioning efforts to attract younger-older customers
- Outlook for housing, community services, livable communities, fitness and wellness centers
- Definitions, explanations

### Methodology

“Growth of the active-aging industry in the United States and Canada” includes information and data gathered from federal and state governments, trade associations, foundations, published research papers, and public and private organizations. Commentary from reliable industry experts has been considered. International Council on Active Aging (ICAA) provided primary research from surveys conducted within ICAA's network of members and associates.

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### About the International Council on Active Aging

The International Council on Active Aging® [www.icaa.cc](http://www.icaa.cc) is the professional association that leads, connects and defines the active-aging industry. ICAA supports professionals who develop wellness facilities, programs and services for adults over 50. The association is focused on active aging—an approach to aging that helps older adults live as fully as possible within all dimensions of wellness—and provides its members with education, information, resources and tools.

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