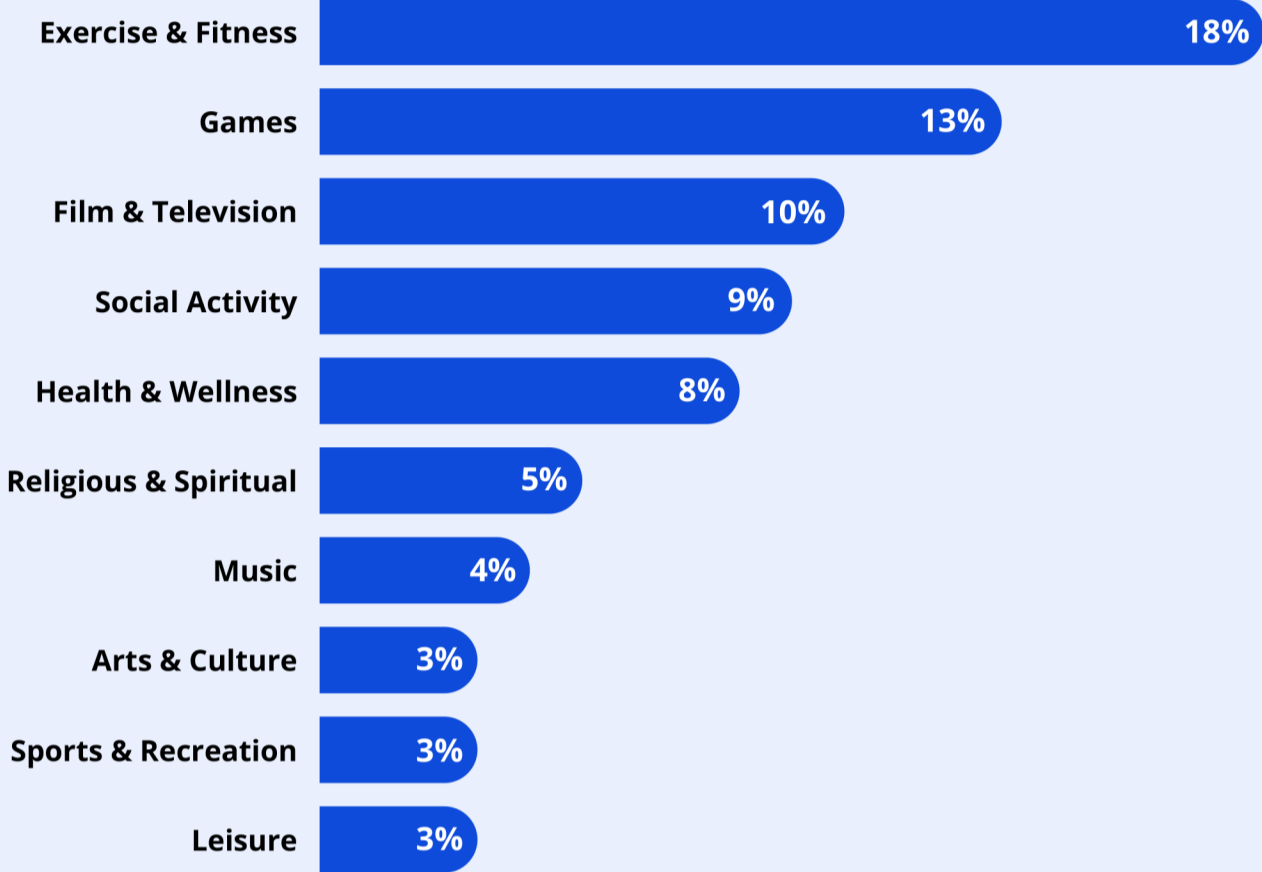




The Icon team looked at a sample of 125,000 activities held over the last 12 month across 100 communities representing all service levels. The following infographic shares what we learned.

Top Ten Categories of Activities Offered



Five Most Offered Exercise & Fitness Activities

- 1 Strength Training
- 2 Yoga
- 3 Walking
- 4 Aquatic Exercise
- 5 Stretching



Five Most Offered Game-Based Activities

- 1 Bingo
- 2 Trivia
- 3 Board Games
- 4 Word Games
- 5 Card Games

Most Offered

VS

Best Attended

Exercise & Fitness

General

Arts & Culture

Strength Training

Exercise & Fitness

Dance Fitness

Bingo

Game-Based

Bingo

Icon's Insight

Your most offered activities might not always be your best attended activities. To ensure your resident are happy, healthy and thriving you need to offer life enrichment programming that is not only unique, but meets the unique needs of your resident population.

With Icon's robust reporting tools you can take a deep dive into your activities programming to see what is working and where there is room for improvement. Want to take your research a step further? Icon's new enterprise reporting feature allows you to view data across all of your communities to identify trends and best practices.

Visit our website to learn more today!

