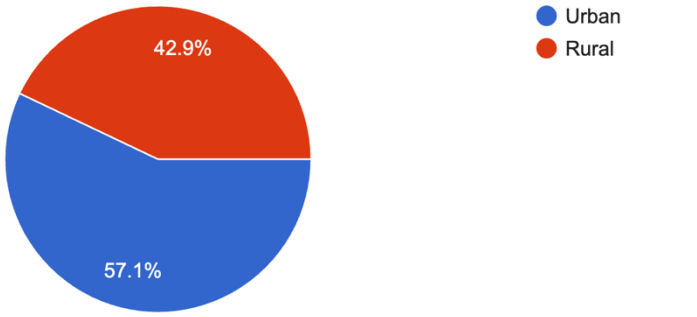
The NAAP Salary Survey received 163 responses. Based on the analysis of the survey data, here are some interesting trends and patterns:

1. **Urban Focus with Broad Geographic Representation:**
    - A higher number of respondents work in urban areas compared to rural areas, suggesting a potential concentration of senior living communities or survey participation in urban settings.
    - While a few states have a higher number of respondents (Iowa, Indiana, Pennsylvania, Minnesota, North Carolina, and North Dakota), there is representation from a wide range of states, indicating a geographically diverse sample.
2. **Experienced and Educated Workforce:**
    - The respondents have a wide range of experience, with significant portions having between 3 to 9 years of experience and over 30 years, indicating a mix of newer and long-term professionals in the field.
    - The education levels are primarily Bachelor's Degree and High School, with a notable number also holding Associate's Degrees, suggesting varied educational backgrounds within activity professionals.
3. **Strong Emphasis on National Certifications:**
    - NCCAP and NCCDP are the most frequently held certifications, highlighting the importance of these national credentials within the activity profession. However, a considerable number of respondents are not certified, which could be an area for further exploration.
4. **Activity Director as the Predominant Role in Skilled Nursing Settings:**
    - The majority of respondents hold the title of Activity Director, which aligns with the fact that Skilled Nursing Facilities are the most common work environment reported. This suggests that the role of Activity Director is central, particularly within skilled nursing settings.
5. **Salary Concentration in the $40,000 - $55,000 Range:**
    - The most frequent annual salary ranges fall between $40,000 and $55,000, indicating a central tendency in compensation among the survey respondents. However, there are individuals earning both below and above this range, suggesting potential variations based on experience, education, location, and type of community.

Here is the breakdown of the results from each question.

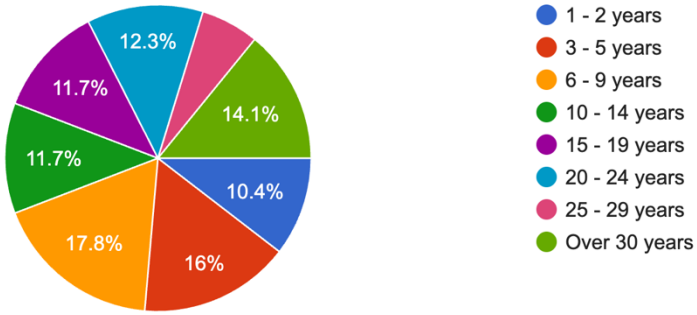
Do you work in an urban or rural area?

163 responses



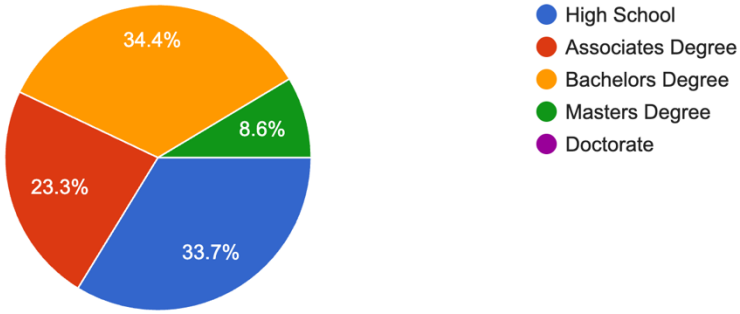
How many years of activity experience do you have?

163 responses



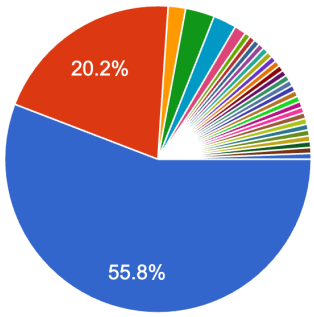
What is your highest level of education?

163 responses



What is your position title?

163 responses



- Activity Director
- Life Enrichment
- Recreational Therapist
- Consultant
- Occupational Therapist
- Assistant/Aid
- Community Life Director
- Resident Services Director

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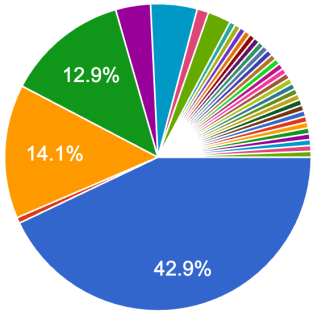
What type of senior living community do you work in?

163 responses



- Skilled Nursing Facility
- Post-acute Rehab
- CCRC
- Assisted Living
- Independent Living
- Memory Care
- Residential Care
- Adult Day Health Care

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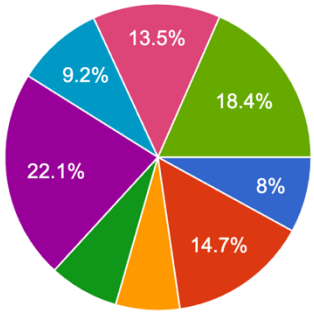
What is your annual salary range?

163 responses



- Under $35,000
- $35,000 - $40,000
- $40,000 - $45,000
- $45,000 - $50,000
- $50,000 - $55,000
- $55,000 - $60,000
- $60,000 - $65,000
- Over $65,000

Here is a list of average salaries based on the type of community in which one works, along with a second list based on population.

Type of senior living community	Annual salary range
Enhanced Assisted Living	$35,000 - $40,000
Home Health	$40,000 - $45,000
Independent Living	$50,000 - $55,000
Independent Living	$35,000 - $40,000
Independent Living	$45,000 - $50,000
Independent Living/Assisted Living	$50,000 - $55,000
Independent Living/Assisted Living	$35,000 - $40,000
Independent Living/Assisted Living	$40,000 - $45,000
Memory Care	$50,000 - $55,000
Memory Care	$40,000 - $45,000
Memory care assisted living	$50,000 - $55,000
Nursing Home	$35,000 - $40,000
Nursing Home	$50,000 - $55,000
Nursing Home	$40,000 - $45,000
Nursing Home	$55,000 - $60,000
Nursing Home	$60,000 - $65,000
Nursing Home	Over $65,000
Nursing Home	Under $35,000
Nursing home/Assisted living	$35,000 - $40,000
Residential Care Facility	$50,000 - $55,000
Skilled Nursing Facility	$40,000 - $45,000
Skilled Nursing Facility	$50,000 - $55,000
Skilled Nursing Facility	$35,000 - $40,000
Skilled Nursing Facility	$55,000 - $60,000
Skilled Nursing Facility	$60,000 - $65,000
Skilled Nursing Facility	Over $65,000
Skilled Nursing Facility	$45,000 - $50,000
Skilled Nursing Facility	Under $35,000
Stand alone memory care	$50,000 - $55,000
Stand alone skilled nursing facility	$50,000 - $55,000

Salary Range Distribution by Resident Population:

Resident population?	Annual salary range
1-25	$50,000 - $55,000
1-25	$40,000 - $45,000
101-150	$50,000 - $55,000
101-150	$35,000 - $40,000
101-150	$40,000 - $45,000
101-150	$55,000 - $60,000
101-150	$60,000 - $65,000
101-150	Over $65,000
151-200	$50,000 - $55,000
151-200	$40,000 - $45,000
151-200	$35,000 - $40,000
151-200	$60,000 - $65,000
151-200	$55,000 - $60,000
151-200	Over $65,000
201-300	$50,000 - $55,000
201-300	$60,000 - $65,000
201-300	$35,000 - $40,000
201-300	$40,000 - $45,000
201-300	$55,000 - $60,000
201-300	Over $65,000
201-300	Under $35,000
26-50	$50,000 - $55,000
26-50	$35,000 - $40,000
26-50	$40,000 - $45,000
26-50	$55,000 - $60,000
26-50	$60,000 - $65,000
26-50	Over $65,000
26-50	Under $35,000
300+	Over

This survey aims to provide insights into the professional landscape of activity and life enrichment professionals, including their qualifications, roles, work environments, and compensation.