Holiday season is here! This time of year also means the temperature is changing rapidly. That, combined with the terrible weather in the Great Lakes region over the past few weeks, has inspired us to look at seasonal trends in Center participation. Do people spend less time at the Center in the summer when there are lots of other options? Or perhaps chilly winter weather keeps people inside their homes and away from the Center? This issue is dedicated to seasonal trends.

Let’s have a look.

Welcome to...Fun Facts - the
'Tis the Season edition

Enjoy!

Peak Season
To answer our most basic questions, we looked at duplicated, unduplicated and new membership counts by season (see season definitions at left). Winter is, unsurprisingly, the quietest time across the Network while Fall leads the way in duplicated and unduplicated visits. 52% of all new members who have joined Senior Centers in the last 7 years have joined in the Summer or Fall.

Participation By Season
Snowbirds
Much like birds, Center members apparently have an inclination to "head south for the winter". As participation drops in locations with miserable winter weather (otherwise known as the Northeast and Midwest), it jumps in warmer locations (South and West). See the map at left for the regional definitions.

The snowbird sings the song he always sings and speaks to me of flowers that will bloom again in spring. Listen to this Anne Murray version.

Boys Of Fall
Another statistic we explored was demographic differences between attendees across seasons. Gender and age were the only attributes that showed any differences. Males make up a slightly higher percentage of the population in the Fall than at other times of the year, but the most interesting attribute was age.

The average age of attendees during the Fall is nearly a year older than those in the Winter and almost 18 months older than those who attend in the Summer!
UPCOMING WEBINAR TOPICS

- Tuesday, Dec. 2nd at 1:00 PM ET: Q&A - Get your questions ready!
- Wednesday, Dec. 10th at 2:00 PM ET: Updates to transportation
- Thursday, Dec. 18th at 3:00 PM ET: Sneak peak at new navigation bar

Information about each of these will appear on the MySeniorCenter login screen as the dates get closer. Stay tuned for training sessions on new features!

Online Training Videos

Hopefully most of you have had a chance to attend or watch our training sessions from this month. If not, the video recording is available in your product. You can click on Settings (top icon on the right when you're logged into the staff portion), then click Help (Tutorials), or from any computer, you can go to www.myseniorcenter.com/help. There are many other videos available to help you learn the different parts of the product. We will be continuing to add new videos and functionality to that section. There’s a new category called ‘Recent Live Webinars’ that will always show the last few live sessions in case you missed them.

Feedback

If you have any suggestions for a future Fun Facts topic (either drill further into this one or a new topic), please don’t hesitate to send us an email or give us a call 866-739-9745.

Forward to a friend

Know someone who might be interested in the email? Why not forward this email to a friend.

MySeniorCenter
Boston, MA 02205-5071
866.739.9745
www.myseniorcenter.com

Summer Breeze

Next we looked at the most popular Event Categories for each season. Because Social/Recreation and Fitness/Exercise make up 80%+ of all non-meal related programming, we used two different scales to evaluate the relative trends of the main categories. In reality, the difference between those two categories and the remaining three is much larger than shown on the graph. The trends show us that most categories are fairly consistent across seasons although there are noticeable variations:

- Social/Recreation is highest in Spring and Winter - possibly due to holiday parties
- Fitness/Exercise tapers off throughout the calendar year - perhaps due to New Year’s Resolutions
- Education spikes in Spring - apparently we never shake the urge to cram for finals

Program Type By Season

![Program Type By Season Graph]

Summary

What did we learn?

- More people come to the Center when the weather is nice
- Summer and Fall are the most popular times to join a Senior Center
- The average age of participants is noticeably higher in the Fall
- Home-delivered meals are at their peak in the Summer and Winter months
- Trips are most popular in the Summer and Spring
- As the number of parties goes up, the amount of exercise goes down

If you have any ideas for what you’d like in a future issue, please let us know: Fun Facts Idea.