

The Ultimate Guide To Today's Senior Living Consumer



Senior Consumer Insights Report



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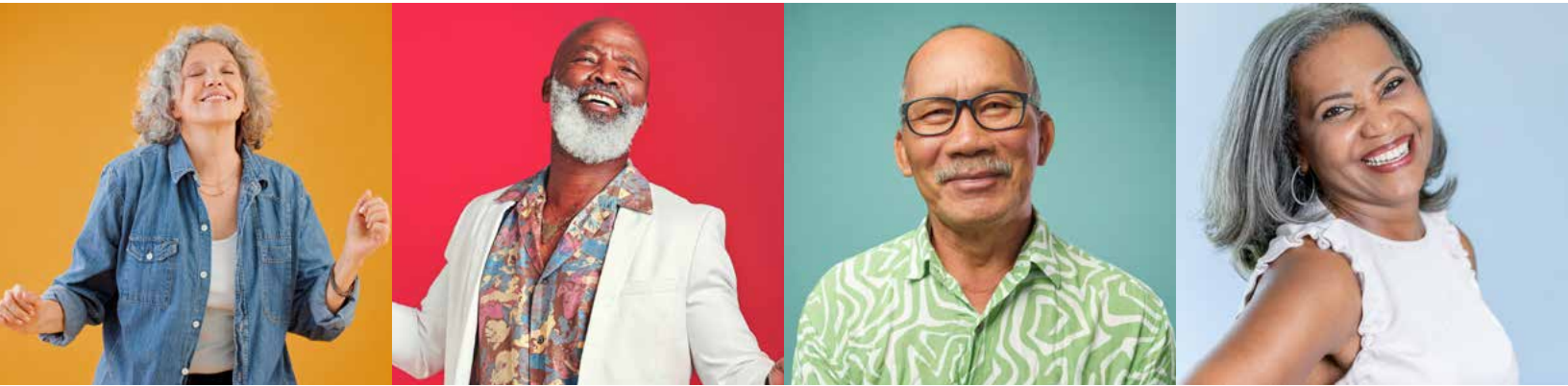
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Senior Living Options Have Evolved and Expanded Over the Last Decade

Both the target residents and their search process has changed considerably over the last 10 years.

SSDM wanted to get our fingers on the pulse of how this target behaved **RIGHT NOW**, what they care about in their personal and financial lives, and better understand them in ways that could be translated into marketing and operational insights for senior living environments.

Because of this, we commissioned a study.

The following pages reveal the outcomes of research that looked at behaviors of the average target senior living prospect, but also included the data on those who engaged with our senior living marketing ads by clicking through to websites and those who paid move-in deposits at over 120 communities.

From the combination of all three of these audiences, the data experts built a modeled customer that represents the in-market senior population in the midwest and provided statistics that are based on how this audience **indexes*** against the whole of the senior community of a similar age in the United States.

The following showcases those behaviors and preferences, and delivers some correlating insights.

Our research assessed over 15,000 attributes on 57 million individual U.S. consumer profiles

***Data Indexing** is a tool that helps uncover how your target audience behaves compared to a broader population.

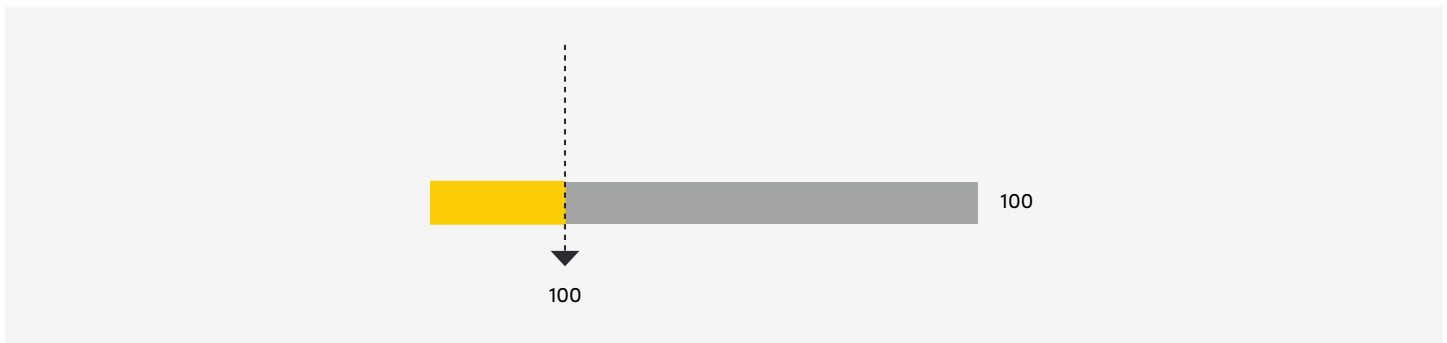
It's especially useful for senior living operators and investors, offering clarity on what truly drives decision-making among prospective residents.

How Indexing Works

Indexing compares a specific group—like your in-market senior living prospects—to a baseline population, such as all seniors in the U.S. It assigns a score that highlights behavioral differences.

Index of 100

Your target audience behaves exactly like the baseline group in this area.

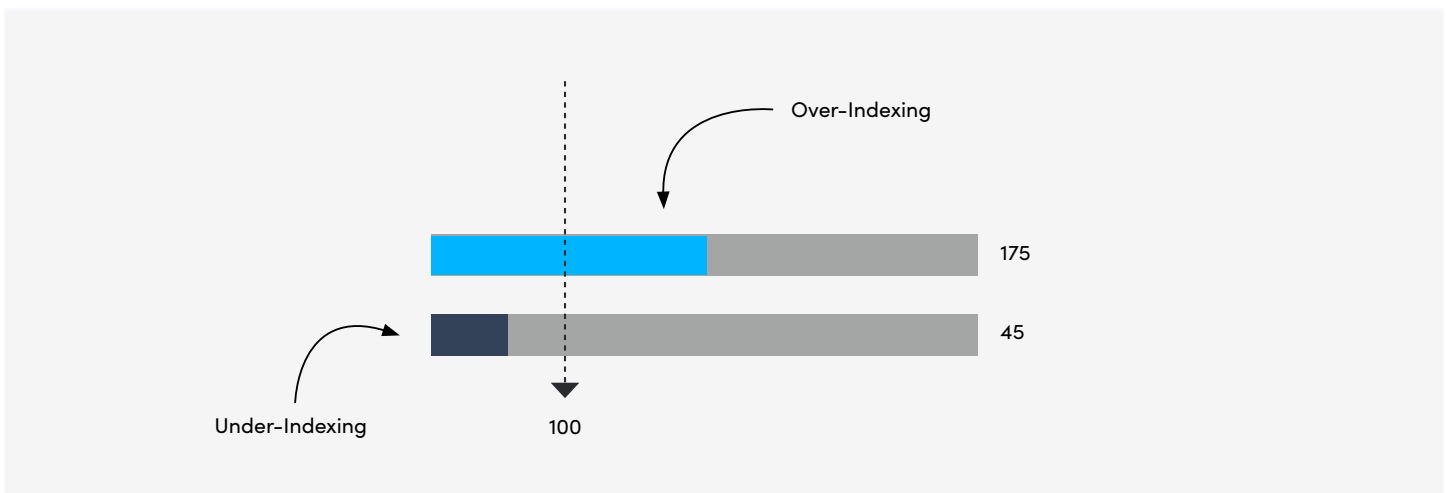


Index under 100 (Under-Indexing)

Your audience is less likely to exhibit that behavior. For instance, if they index at 70 for attending offsite events, they're 30% less likely to seek that experience.

Index above 100 (Over-Indexing)

Your audience is more likely to exhibit a behavior. For example, if your prospects index at 130 for valuing onsite wellness amenities, they're 30% more likely to prioritize this compared to the average senior.



Data Summary

This research entailed assessing over 15,000 attributes on 57 million individual US consumer profiles. This rich dataset includes offline demographics and household information to gather comprehensive insights to the senior living target. This report outlines key findings that can help you better understand your target market, motivations, and behaviors, enabling more effective and personalized marketing and operational strategies.

Consumer Dataset



Psychographics ~2,200

Personal values and motivations, psychological drivers such as environmental, charity, social causes, and governance.



Preferences ~2,200

Selection consideration by industry: price, rates, brand, convenience, quality, service, products, and features.



Media Consumption ~2,500

Television, AVOD, SVOD, online, social, linear, OTT, OOH, gaming, print, radio: provider, device, channel, show, and engagement time.



Behaviors ~5,500

Past purchases, products and services used, actions taken, frequency of actions, and behaviors across industries.



Financial/Future Purchases ~2,200

Financial mindset, trusted referral sources, common path to purchase and brand preferences/influences.



Demographics ~1,000

Age, gender, income, life stages, children, status, ethnicity, employment, industry, and role.

The Behaviors and Preferences Shaping Tomorrow's Senior Living

Demographics + Lifestyles

Target displays healthy and active/outdoors lifestyle traits (health/diet minded, cooking at home, gardening), while also indicating an over-indexing sense of "escapism" (travel, lottery/gambling, reading, following TV series).

For lifestyle, it is evident that this target craves a sense of certainty (routines, schedules) in daily life, despite being at the point of a significant life change.



Media Consumption + Influential Sources

Majority are AARP and AAA members and consider both a highly trusted source of information. Facebook, Local News (huge), FM radio, Direct Mail, and even Pinterest (surprise!) along with Email are primary media sources.


Important to note: The senior living target over-indexes on "search engine usage more than once per day." Important to understand, however, is that while Search is a critical demand-side platform, they do not tend to do general searches.


They tend to search brands they know of and feel they can trust; if you aren't already top of mind when they go to the Search console, they're unlikely to browse.

Audience Overview

Demographic Highlights

 **58% are Married**

 **63% are Female**

 **33% with College Degree**



32% with Household Income of \$50-75k

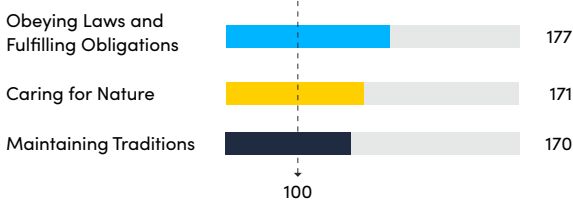
Mean Income: \$81,039
Median Income: \$65,260



Motivations & Lifestyle Highlights

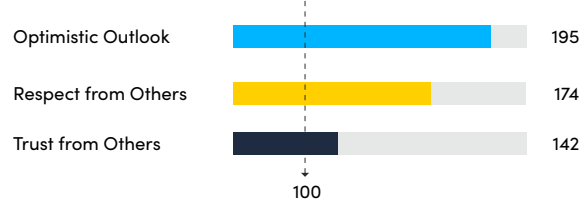
Top Personal Values

BY INDEX



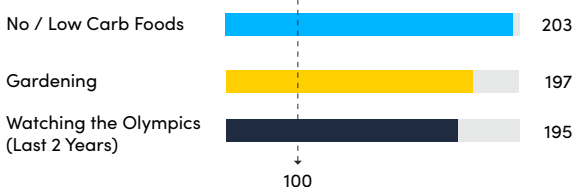
Top Psychological Drivers

BY INDEX with minimum composition: 10%



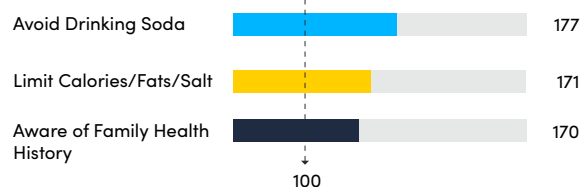
Top Hobbies

BY INDEX with minimum composition: 15%



Daily Routine

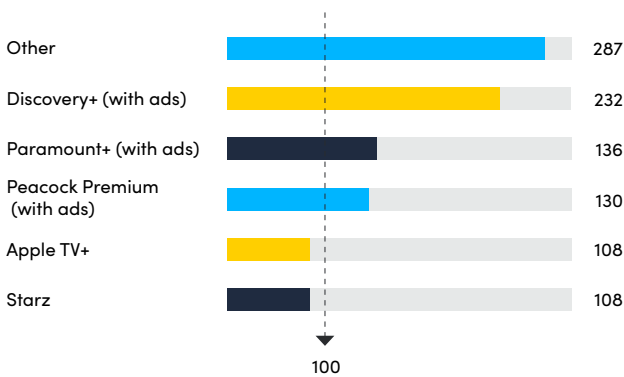
BY INDEX with minimum composition: 25%



Media Consumption: Streaming + Television

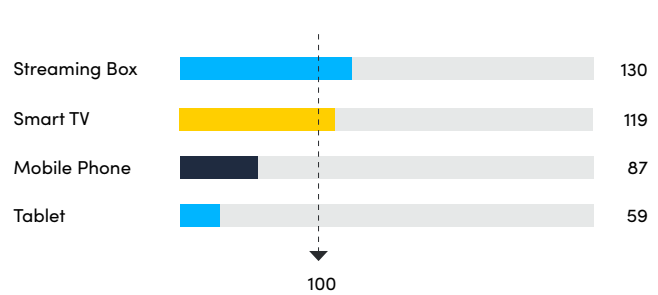
Top Paid Streaming Subscriptions

BY INDEX with minimum composition: 5%



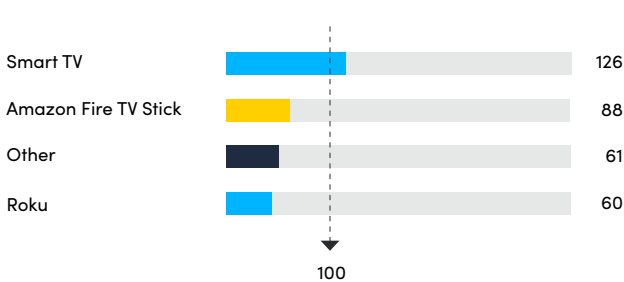
Top Streaming Devices

BY INDEX with minimum composition: 0%



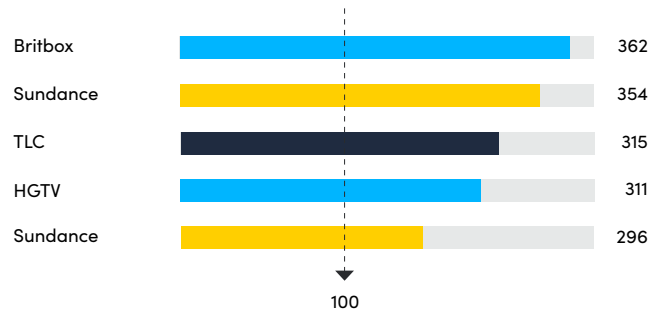
Over the Top Streaming Devices

BY INDEX with minimum composition: 3%



Top TV Networks

BY INDEX with minimum composition: 3%

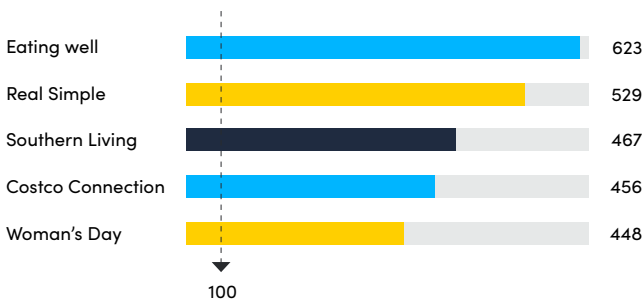


49% Spend 20-40 Hours Per Week Online

Media Consumption: Print and Social Media

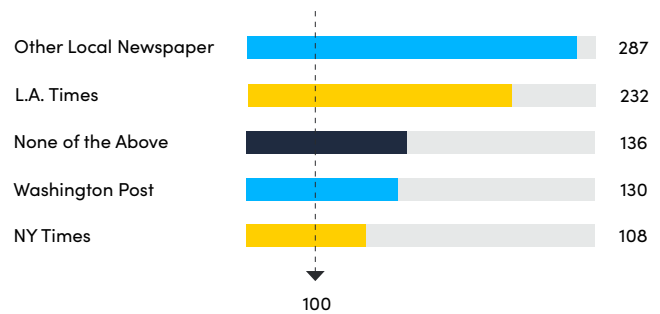
Top Magazines Read

BY INDEX with minimum composition: 5%



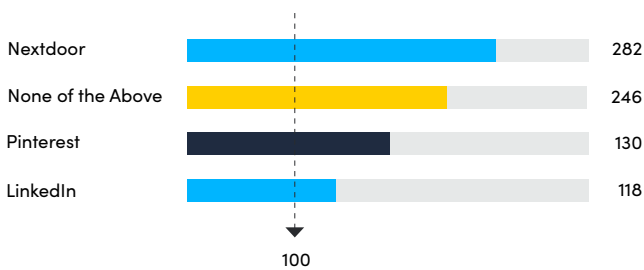
Top Newspapers Read

BY INDEX with minimum composition: 3%



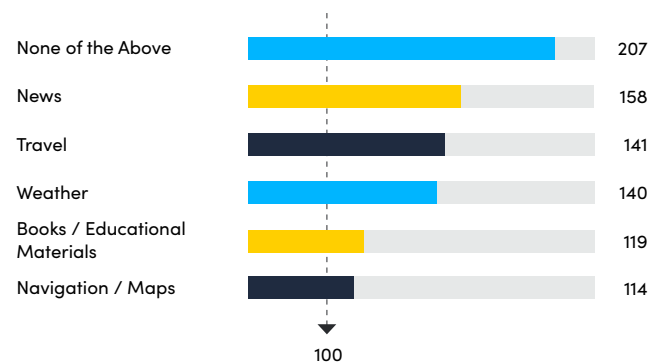
Top App Categories

BY INDEX with minimum composition: 3%

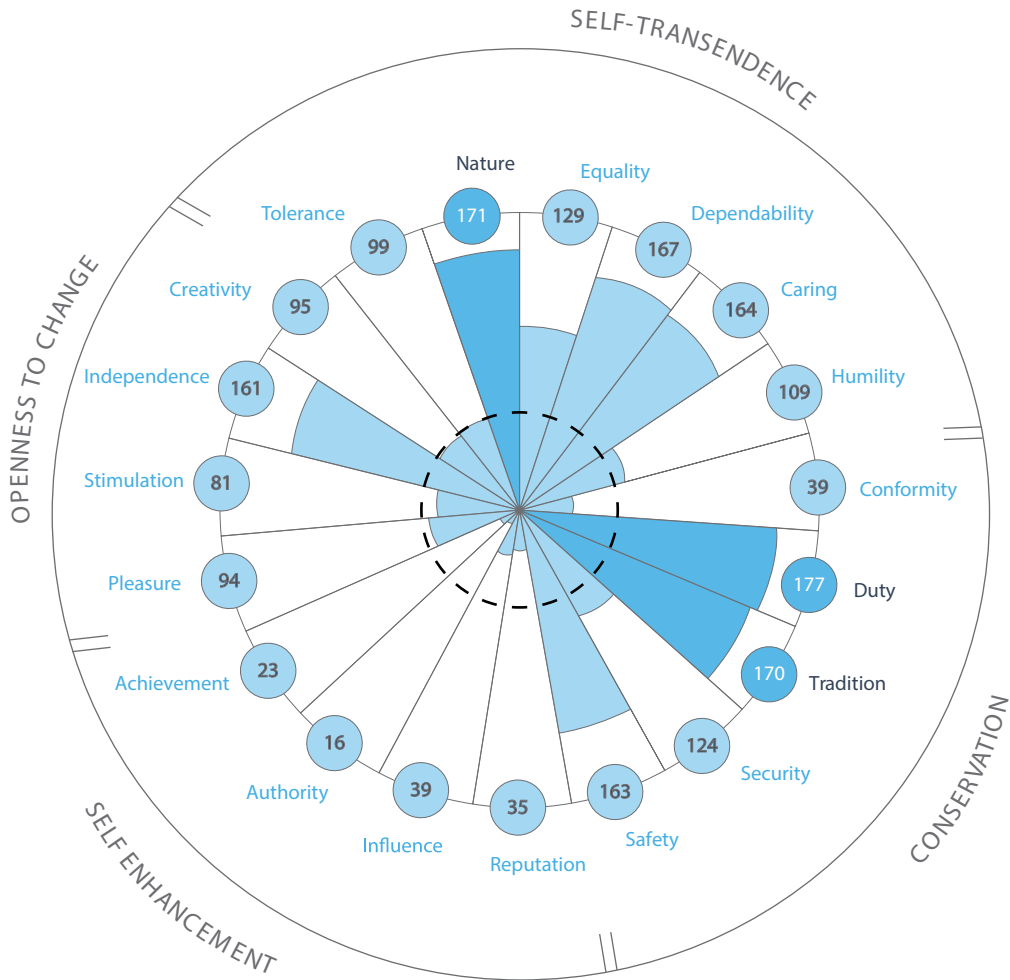


Top Newspapers Read

BY INDEX with minimum composition: 10%



25% Do Not Use Any of the Apps Surveyed



Personal Values

177 - Duty - Obeying Laws and Fulfilling Obligation

May, or may desire to, emphasize adherence to obligations, rules and laws. May also be more self-disciplined, obedient, organized and dependable.

171 - Nature - Caring for Nature

May, or may desire to, emphasize the preservation of the natural environment. Life is about protecting the environment.

170 - Tradition - Maintaining Traditions

May, or may desire to, emphasize the preservation of traditions and customs, including those within family, culture and religion. May be inclined to do things in a way that maintains continuity with the way they have always been done and may be more altruistic and sympathetic.

Tip: Consider using themes of being proper, lawful, accountable and decent in your creative and messaging.

Tip: Consider using themes of unity with nature, safekeeping and conservation in your creative and messaging.

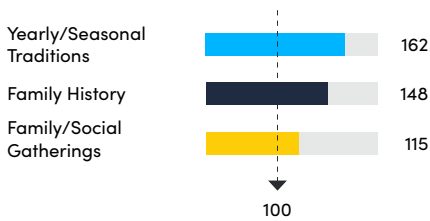
Tip: Consider using themes of family, religion, appreciation for culture and traditional practices and beliefs in your creative and messaging.

Over-Indexing Insights

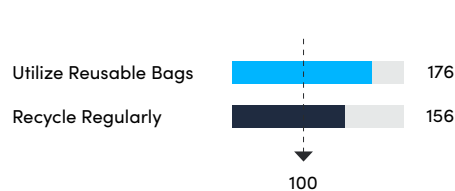
Personal Attributes, Values + Activity Preferences

When compared to the average consumer of the same age and gender, the senior living prospect over indexes on these issues/preferences:

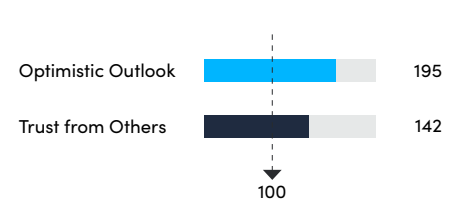
Culture



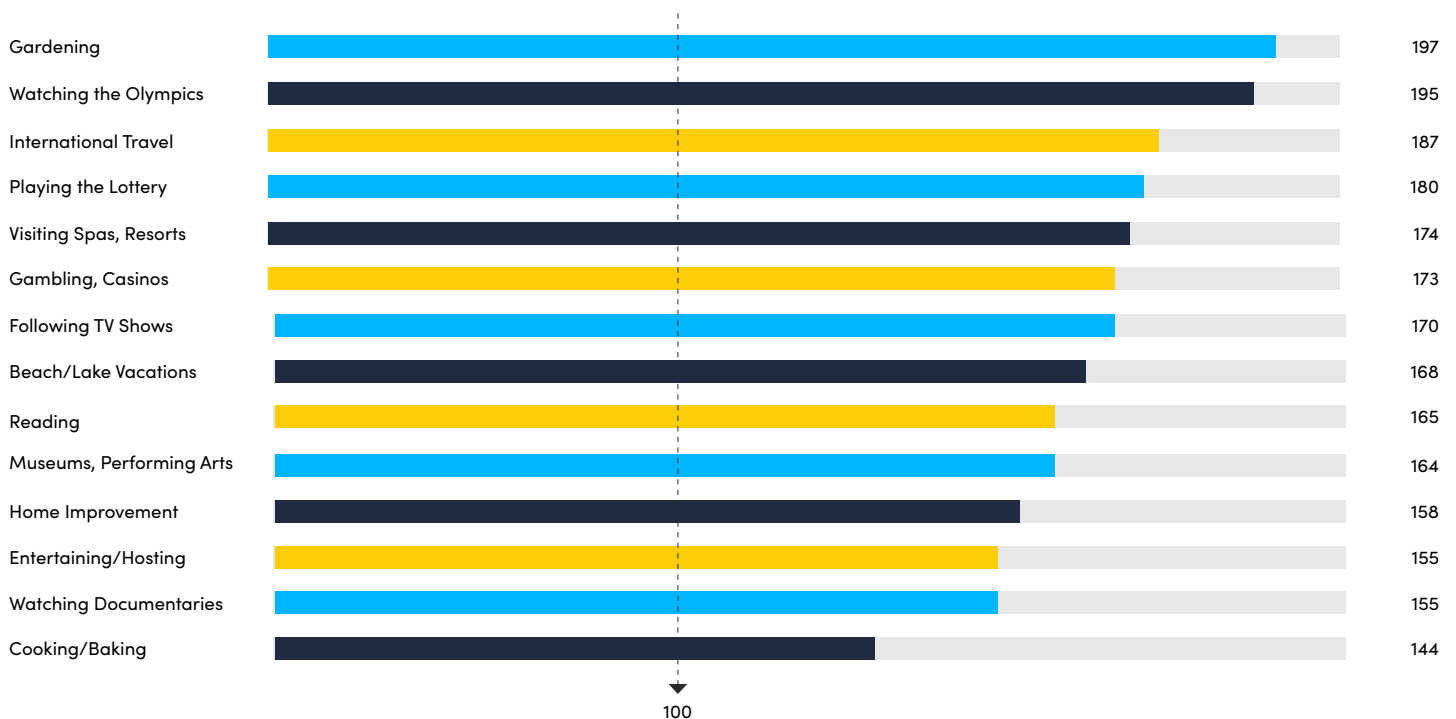
Green Behaviors



Personal Drivers



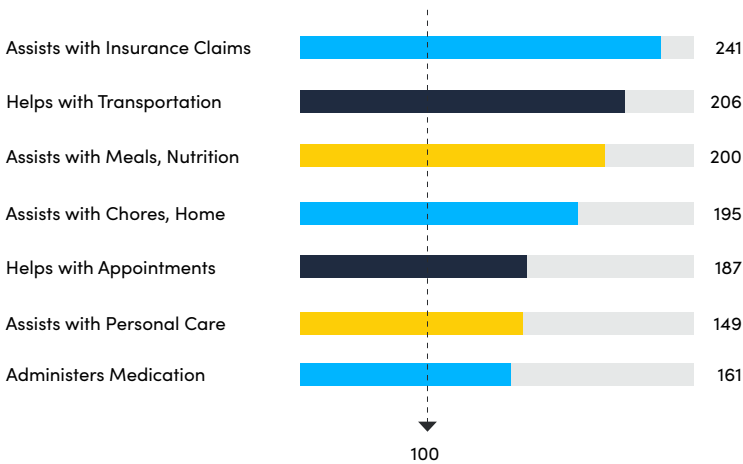
Free Time



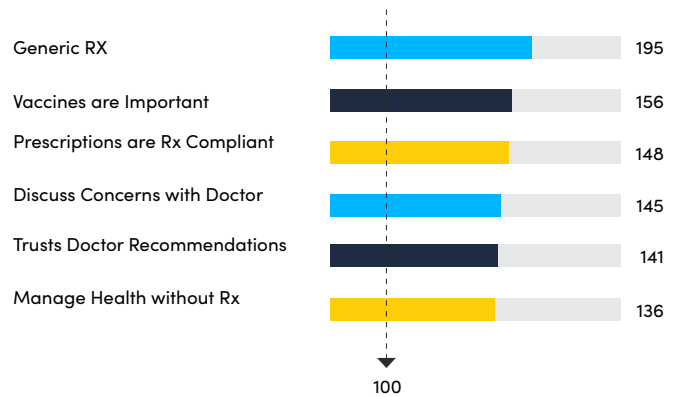
Over-Indexing Insights

Personal Health Preferences

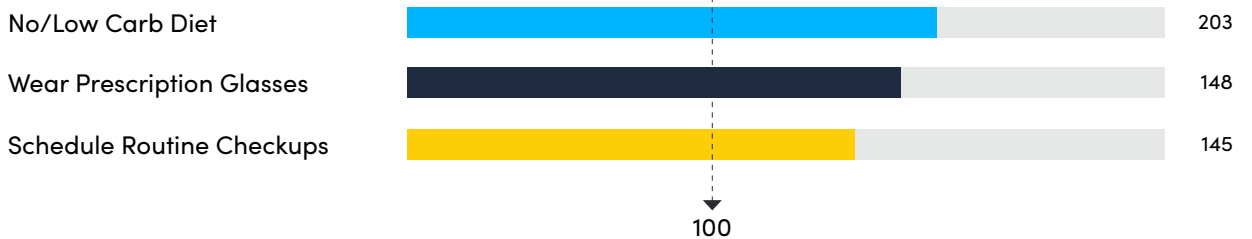
Caregiver Services



Healthcare Management



Healthcare Behaviors



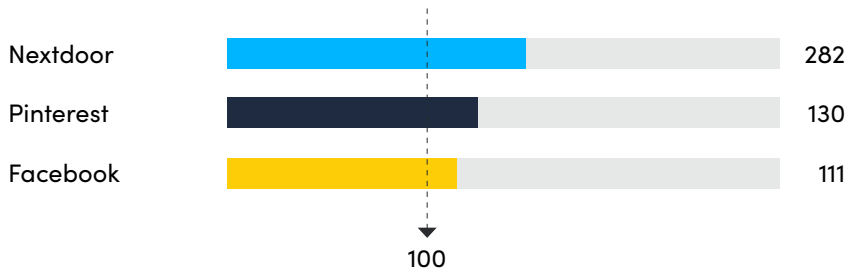
47% are Less Physically Active Than Their Peers

Over-Indexing Insights

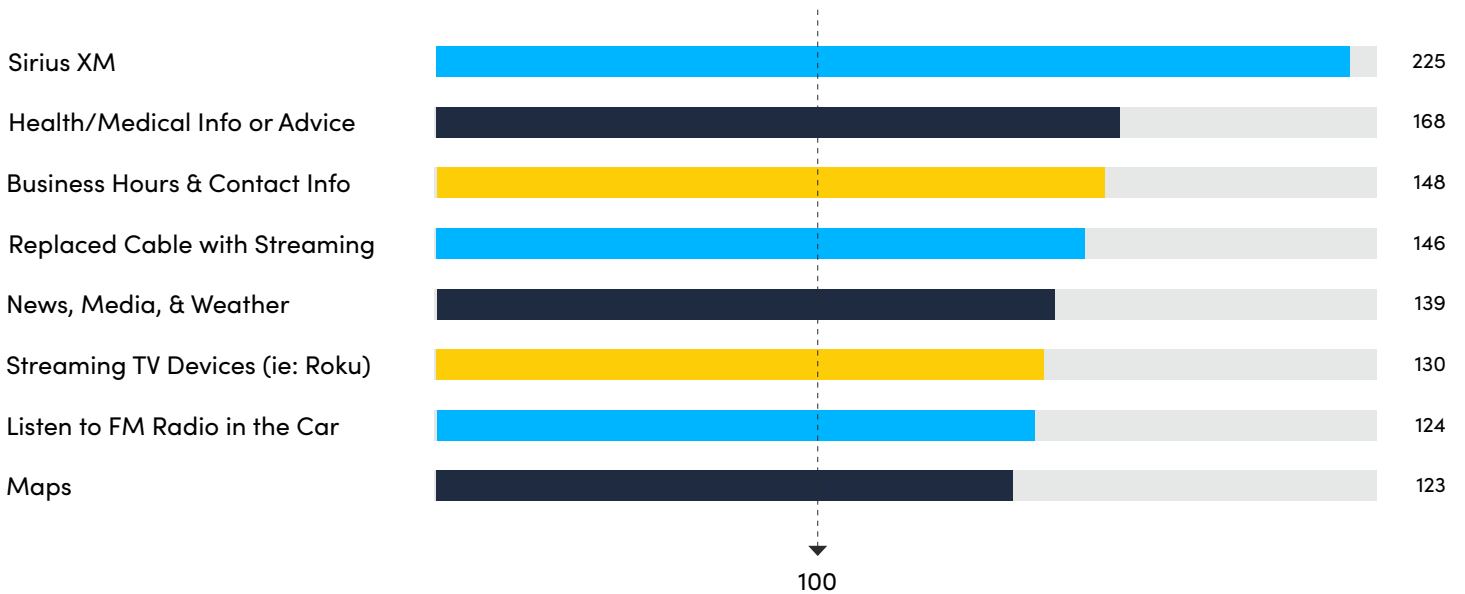
Digital Behaviors



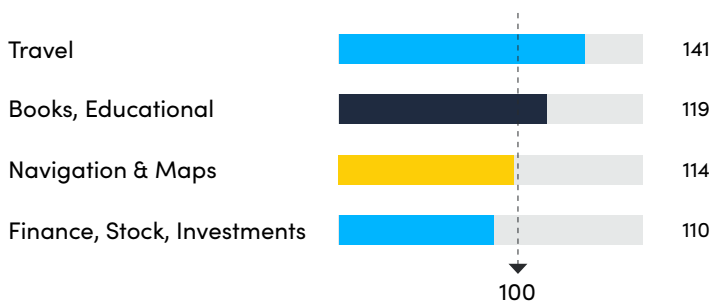
Social Media Channels



Media Consumption



Mobile App Usage



Time Online

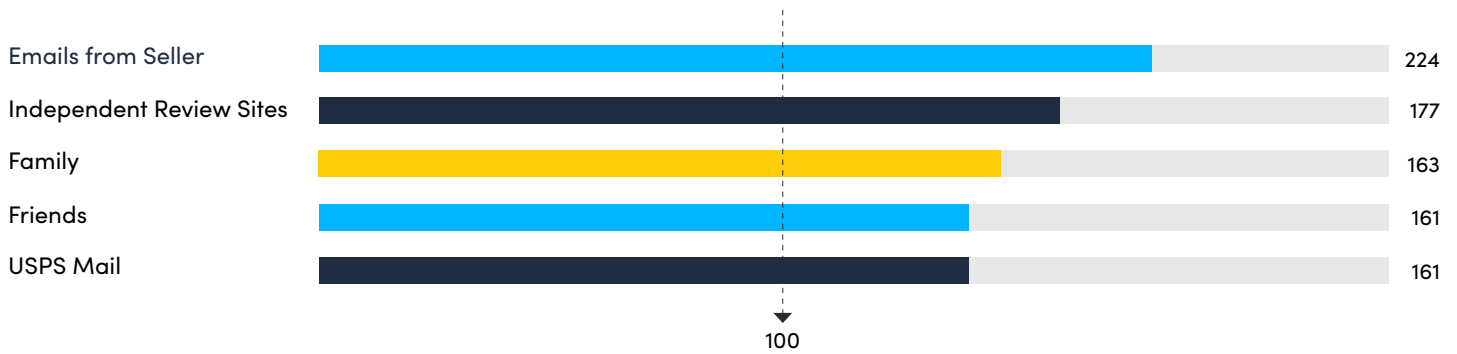


Over-Indexing Insights

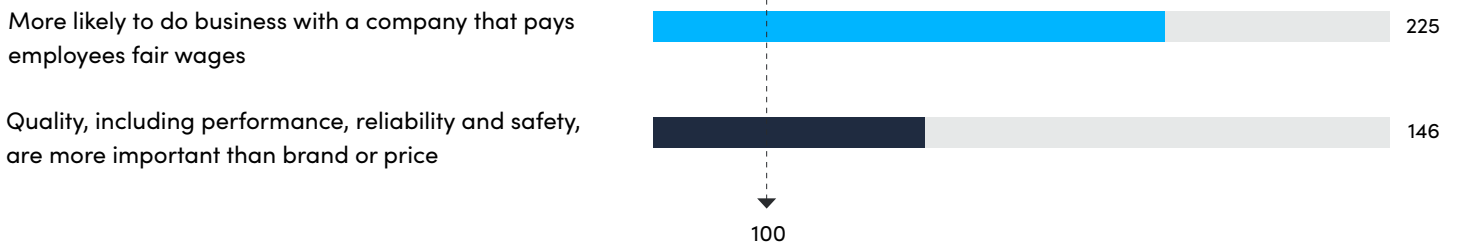
Financial/Business Attributes + Preferences



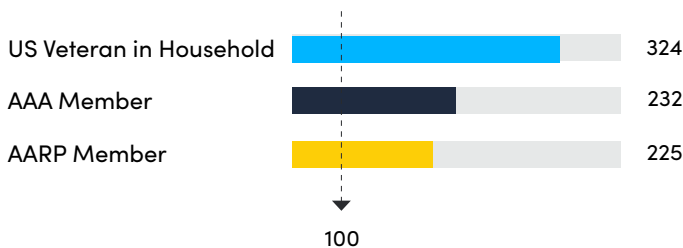
Purchase Decision Sources of Information



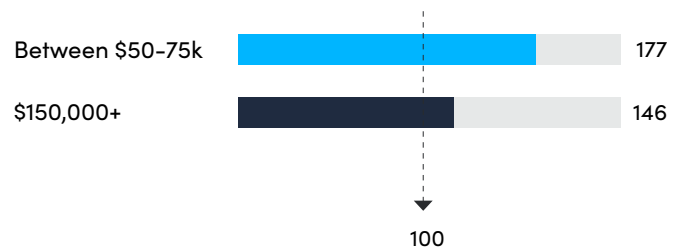
Business Preferences



Involvement & Membership



Household Income

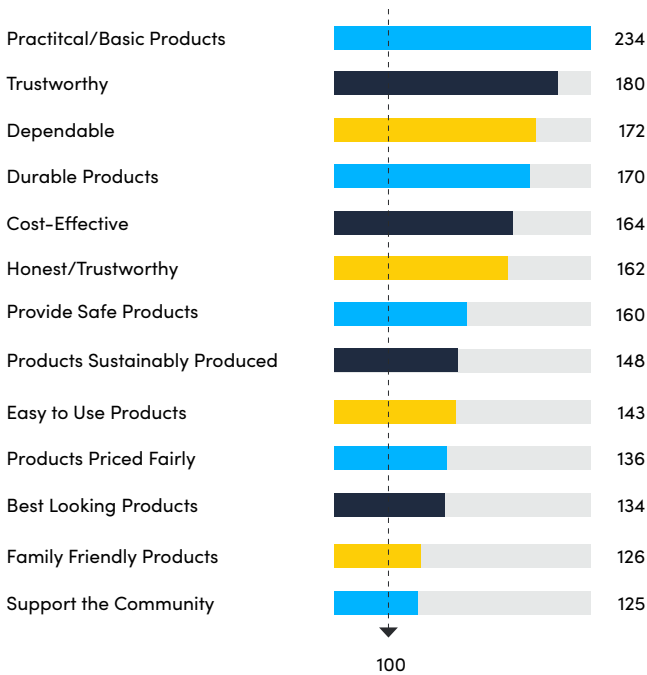


Over-Indexing Insights

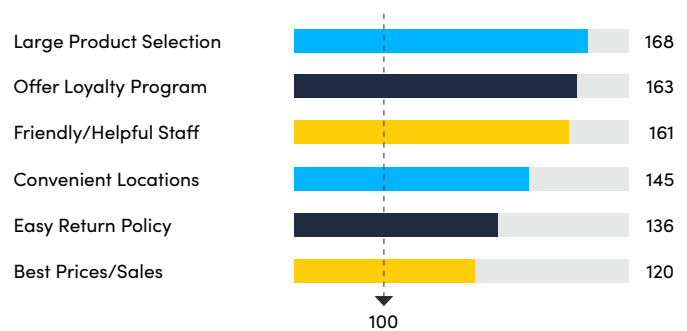
Financial/Business Attributes + Preferences (cont.)



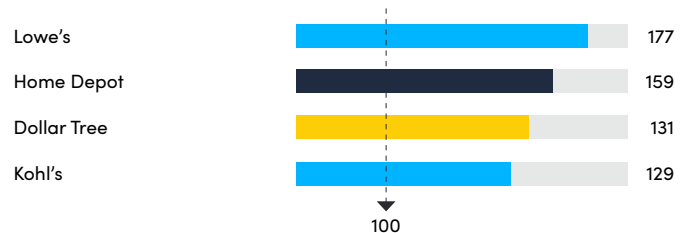
Product/Brand Attributes



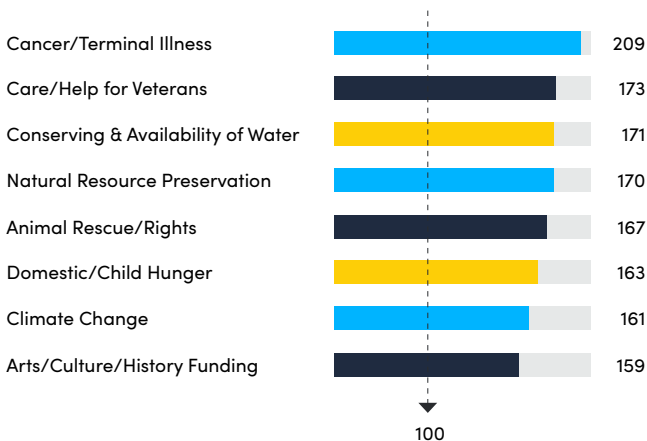
Priority Retailer Traits



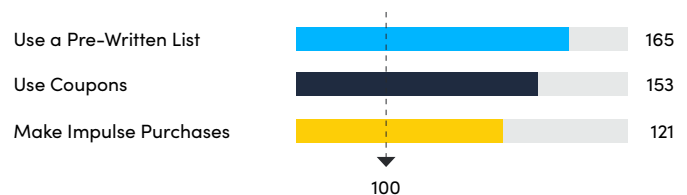
Preferred Brands To Shop



Societal/Charitable Issues



Shopping Behaviors

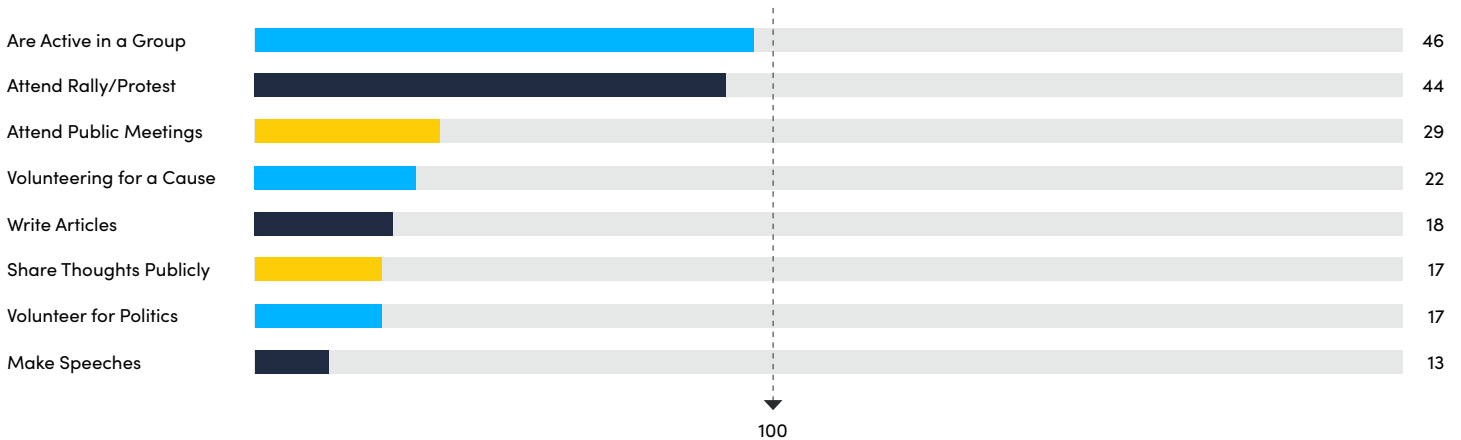


Under-Indexing Insights

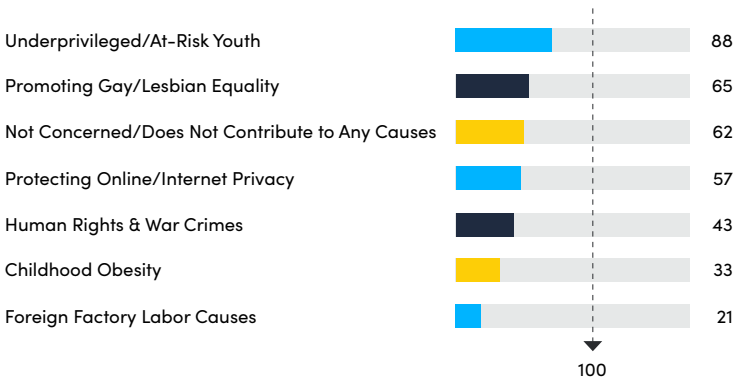
Personal Attributes, Values + Activity Preferences

When compared to the average consumer of the same age and gender, the senior living prospect under indexes on these issues/preferences:

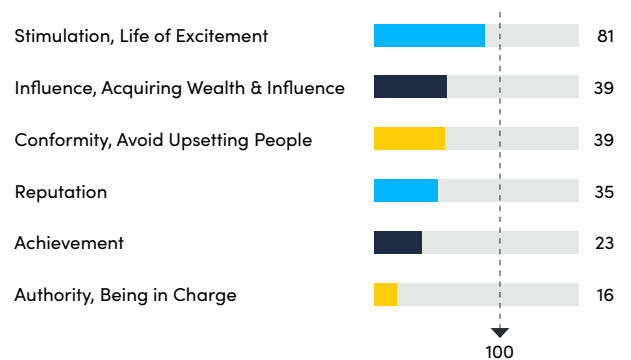
Free Time



Societal Causes



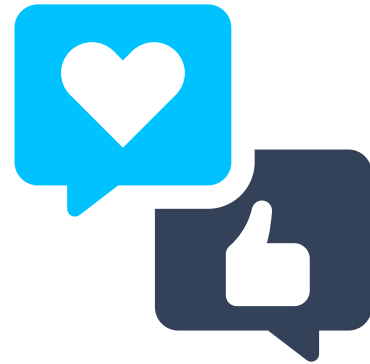
Personal Drivers



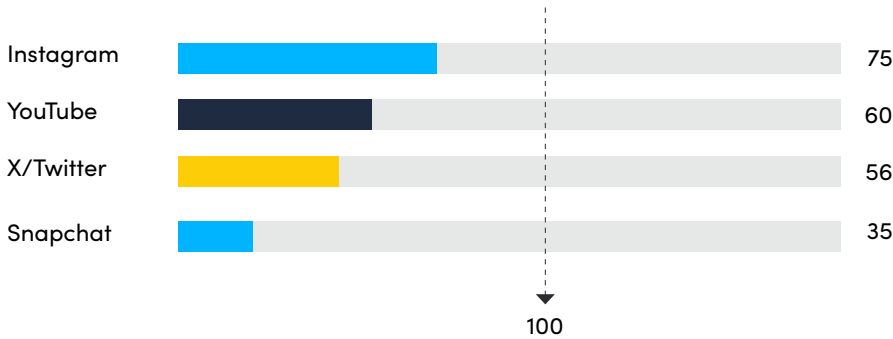
This group under-indexes on all green behaviors except **Recycling and Use of Reusable Bags**

Under-Indexing Insights

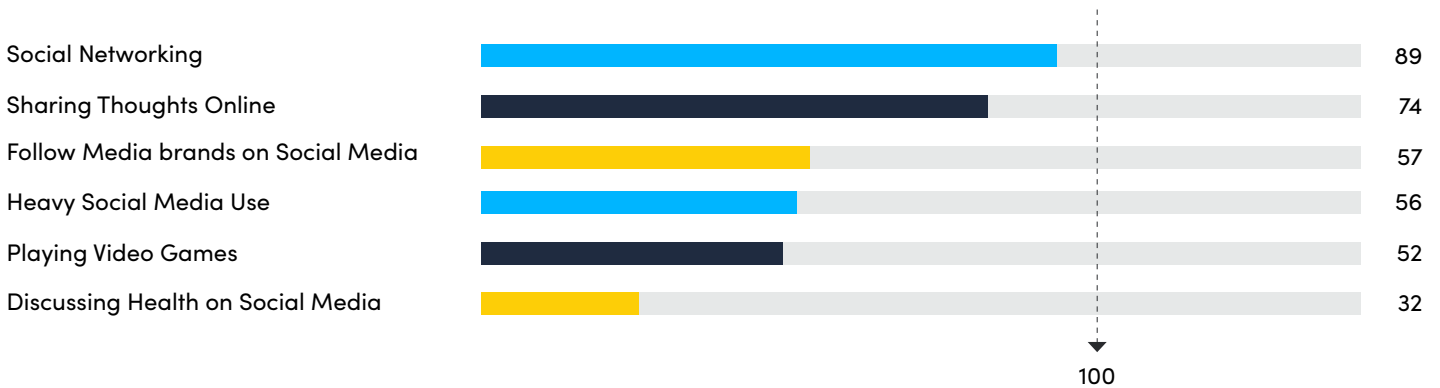
Digital Insights



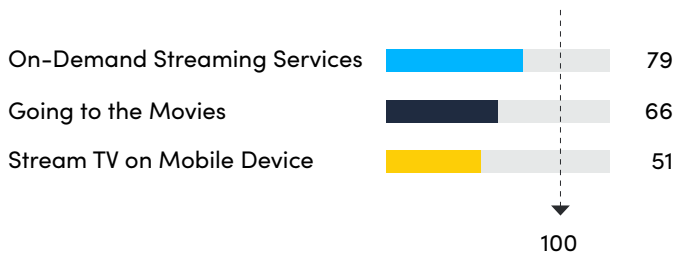
Social Media Channels



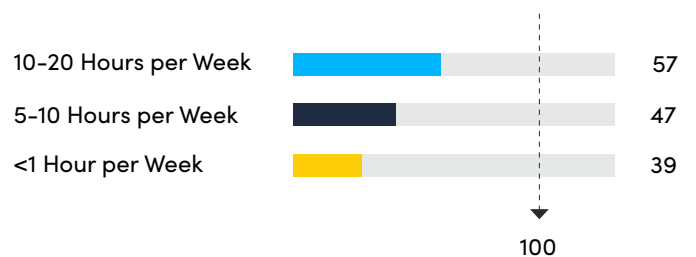
Online Activity



Media Consumption



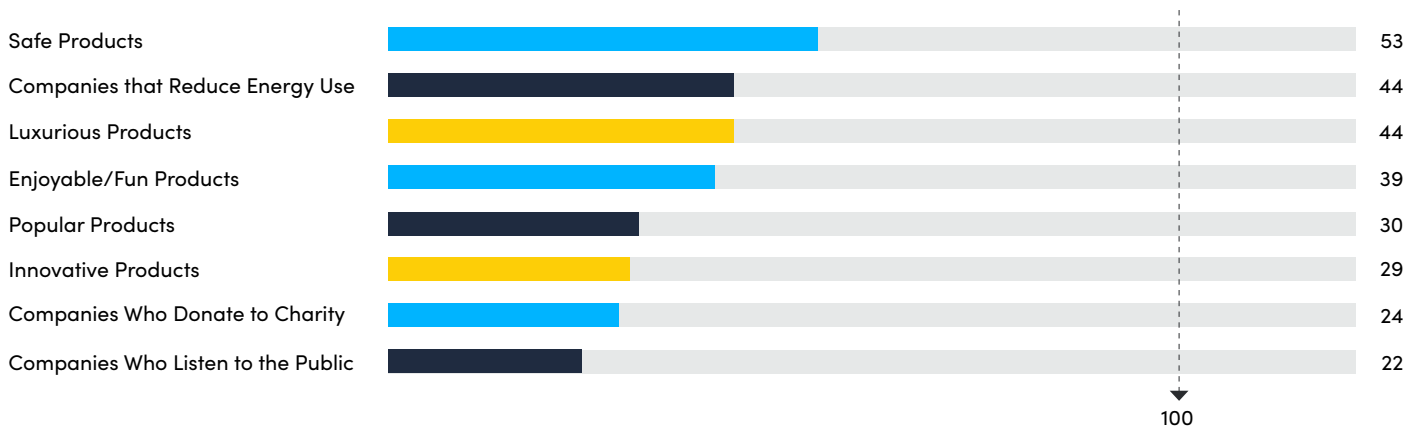
Time Online



Under-Indexing Insights

Financial/Business Attributes + Preferences

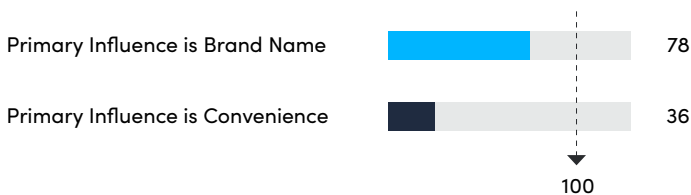
Product/Brand Attributes



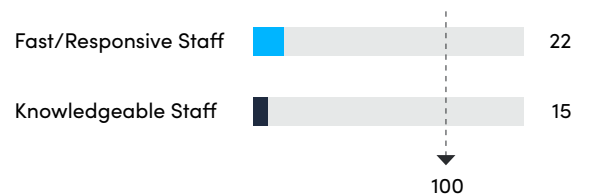
Shopping Behaviors



Purchase Influencers



Priority Retailer Traits





We're Here to Help

Now that you have the data, let us know if we can assist you further. If you have any questions or would like additional support in applying these findings, please don't hesitate to reach out. Our senior living experts are ready to help you achieve your goals.



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Chat With Us

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