



The Changing Face of Seniors.

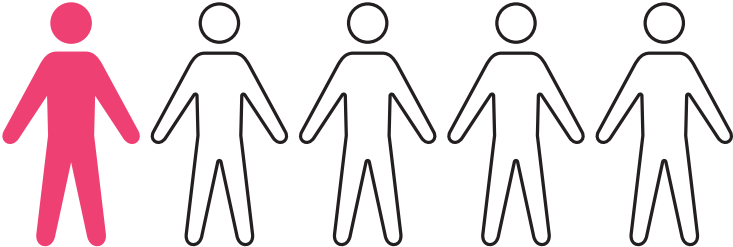
Who Will Fill Tomorrow's Communities?



Executive summary

By 2030, every Baby Boomer will be over 65.

This milestone marks not just a demographic shift but also a cultural one. For the senior living industry, it's both an unprecedented opportunity and a clear signal: The next generation of residents will redefine what it means to "age."



By 2030, 1 in 5 Americans will be 65+

At **Creating Results**, we've spent more than 35 years studying and marketing to the 50+ consumer. In 2025, we undertook our most forward-looking research yet — exploring how evolving consumer behavior will shape the future of senior living. This report combines our proprietary national survey of 500+ adults ages 59–75 with extensive analysis of research from U.S. Census, Pew Research, Bureau of Labor Statistics and other leading data sources.

Our findings reveal four powerful forces that will reshape demand, decision-making and expectations for senior living communities:

- 1) Diversity:** A far more multicultural 65+ population will expect communities that feel inclusive, authentic and representative.
- 2) Workforce participation:** Retirement is being redefined. More seniors than ever before are working well past 65, creating new expectations for flexibility, purpose and connectivity.
- 3) LGBTQ+ representation:** The population of LGBTQ+ seniors will more than double by 2030 — expecting communities that go beyond acceptance to genuine belonging.
- 4) Family dynamics:** More seniors are single, divorced or child-free, changing how decisions are made and what "community" really means.

Each of these shifts represents both a challenge and an opportunity. Senior living leaders who understand these dynamics — and adapt accordingly — will position their communities not just to survive, but to thrive in the next decade.

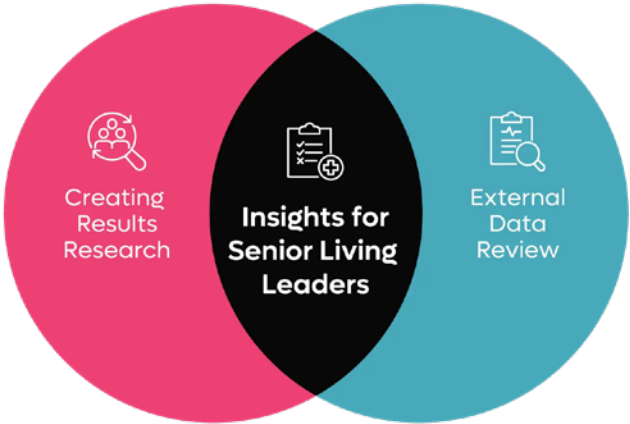


Why this research matters

Senior living leaders face a pivotal moment. Demand is coming — but demand alone won't guarantee occupancy. The communities that succeed in the 2030s will be those that resonate with a generation of older adults who are living longer, working longer and expecting more.

This report is designed for CEOs, COOs, CMOs and sales and marketing directors — decision-makers who need data-backed insight paired with practical strategies. Our goal is to help leaders see where the market is headed and what steps you can take now to sustain financial health, differentiate your brands, and create meaningful, future-ready communities.

Research methodology



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This report represents a combination of Creating Results' proprietary research and a comprehensive review of existing demographic and behavioral studies on the 50+ audience.

Primary research

Quantitative research: In October 2025, we conducted a survey of 500+ U.S. adults ages 59–75 who live independently and earn \$50,000+ annually. Respondents represented all four major U.S. regions equally — the Northeast, South, Midwest, and West — ensuring geographic and lifestyle balance.

Qualitative research: To deepen our understanding of the people behind the data, we also conducted in-depth video interviews with participants representing each of the four key audience segments identified in this report:

- Diversity
- Workforce participation
- LGBTQ+ representation
- Family dynamics

Secondary research

Analysis of authoritative research sources, including U.S. Census Bureau, Pew Research Center, Bureau of Labor Statistics and other longitudinal datasets on aging and consumer behavior.

Our approach

We blend quantitative data with qualitative insight to move beyond what's happening — and explore why. This enables us to connect demographic shifts directly to actionable implications for design, operations and marketing.





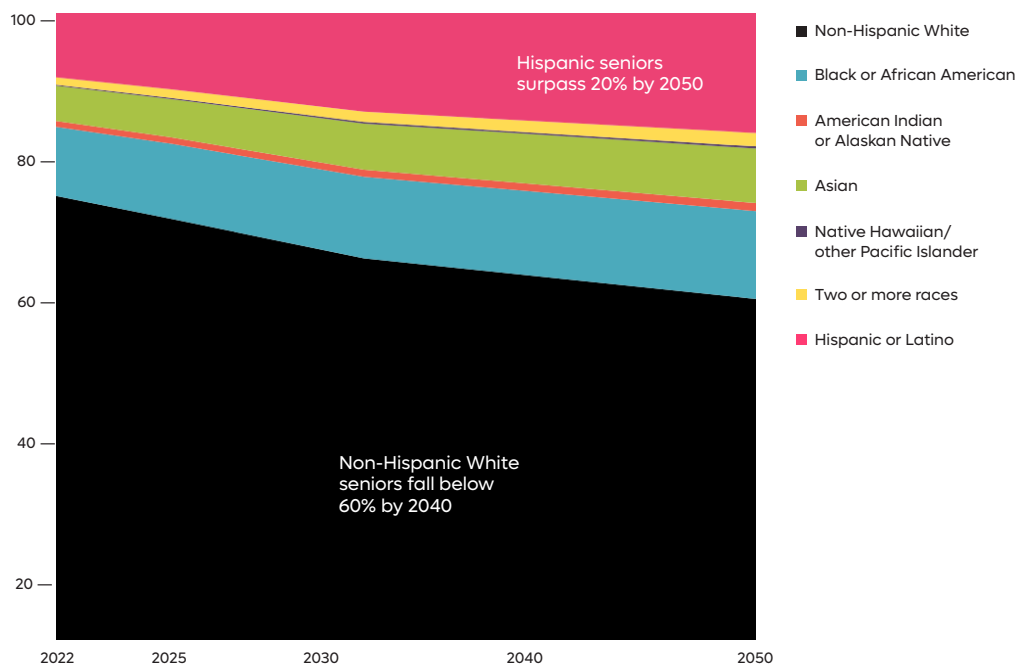
SECTION 1

Diversity: A more multicultural 65+ population

The data

America's older adult population is more diverse than ever, and that diversity will accelerate through 2050. In 2022, 75% of adults over 65 identified as White/non-Hispanic. By 2040, that number will drop below 60%. That's a dramatic shift in less than a generation.

Projected racial and ethnic composition of the U.S. senior population
(Age 65+, 2022-2050)



This chart illustrates how the racial and ethnic makeup of U.S. adults aged 65+ is projected to change between 2022 and 2050. The proportion of non-Hispanic White seniors is expected to decline, while Hispanic, Asian, Black and multiracial senior populations will continue to grow.

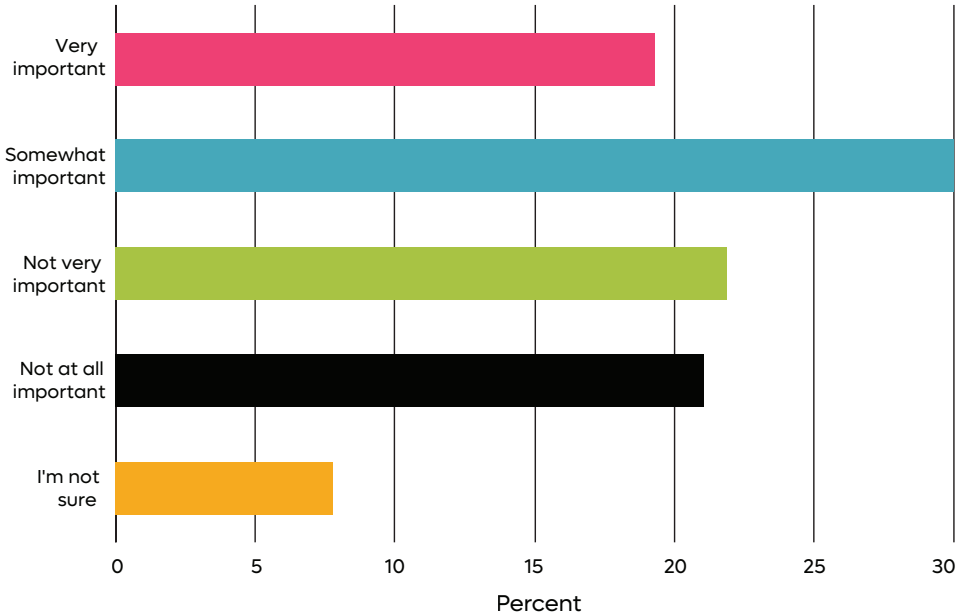


The fastest-growing senior segments are Hispanic, Black and Asian Americans, driven by both demographic aging and immigration trends. It's important to note that diversity is projected to increase despite potential changes in immigration policy.

For senior living, this means a growing base of potential residents whose cultural backgrounds influence everything from social engagement to dining preferences to perceptions of care.

In our survey, 49.3% of diverse participants said it's very or somewhat important to have other residents in the community who share their ethnic or cultural background. People who identify as Middle Eastern/North African or Black/African American were the most likely to say it's important to them.

How important is it to live in a senior community where there are other residents who share your ethnic or cultural background?



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Perception of senior living communities varies among different cultural backgrounds, with data suggesting that diverse audiences would need more education to buy into the concept of senior living overall. However, some participants indicated that openness is changing.

The implications

Communities that once served relatively homogenous populations must now consider a much broader range of expectations and traditions. Food, language, family involvement and faith-based activities all play deeper roles in decision-making.

This isn't just about translating marketing materials. It's about embedding cultural inclusivity into every aspect of community life — from staffing to holiday celebrations to resident councils.





How communities can adapt

AMENITIES

Faith-friendly spaces

Spaces for prayer or meditation make a powerful statement about honoring different beliefs.

Thoughtful décor

From artwork to model furniture, incorporate cultural elements that feel familiar and welcoming to residents of various backgrounds.

Adaptable living spaces

Design apartments with flexibility — think space for visiting family or kitchens suited for diverse cooking and dining styles.

SERVICES

Diverse dining options

Offer cuisines that reflect a variety of cultures and include options for dietary restrictions like kosher, halal or vegetarian preferences.

Celebrate and recognize traditions

Events for celebrations like Diwali, Lunar New Year or Ramadan to honor different heritages.

Wellness beyond the gym

Think tai chi classes, acupuncture sessions or culturally familiar mental health resources to cater to a range of preferences.

Foster connection

Language and culture classes can bring residents together, while transportation to cultural hubs or family-centered events builds stronger ties within and outside the community.

MARKETING

Speak prospects' language — literally

Marketing materials that are in languages commonly spoken in your market area and provide translation services to ensure families feel heard and included.

Build bridges with outreach

Engage with local cultural and religious organizations, community leaders and advocacy groups to establish your community as a trusted partner.

Provide training for cultural competency

Equip your staff with ongoing diversity and sensitivity training. Understanding cultural norms and values isn't just nice to have — it's essential for fostering meaningful relationships with residents.

Reflect your local community

When hiring, aim for a team that mirrors the diversity of your residents. Multilingual staff or access to interpreters can make all the difference, especially in moments of urgency or vulnerability.





SECTION 2

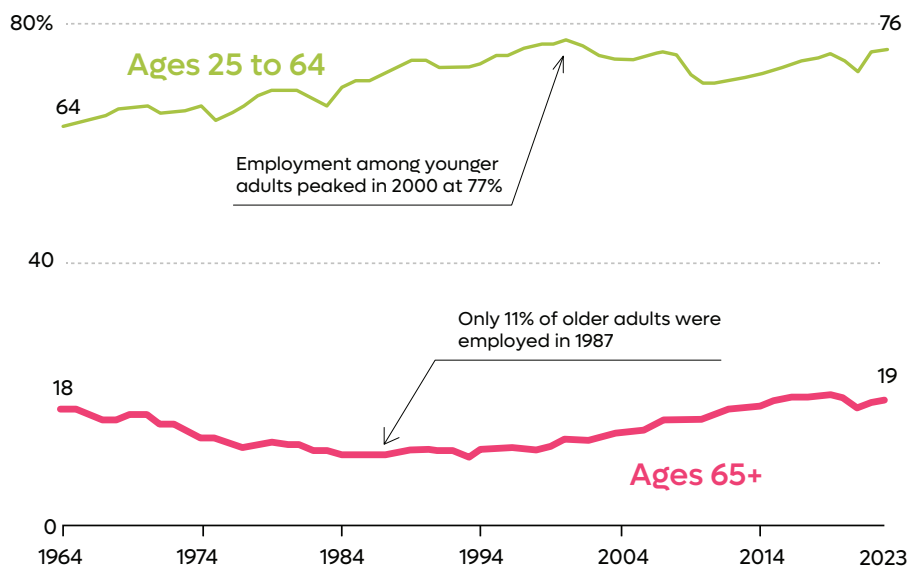
Workforce participation: Redefining retirement

The data

Retirement is no longer a finish line — it's a transition.

The number of working people ages 65–74 has nearly quadrupled since the 1980s, and workers ages 75+ are the fastest-growing age group in the workforce. Seniors are working longer because they're living longer, staying healthier and engaged in professions less tied to physical labor. In addition, changes in retirement plans and Social Security policies have discouraged early retirement.

Since the early 1990's, a rising share of older Americans are working



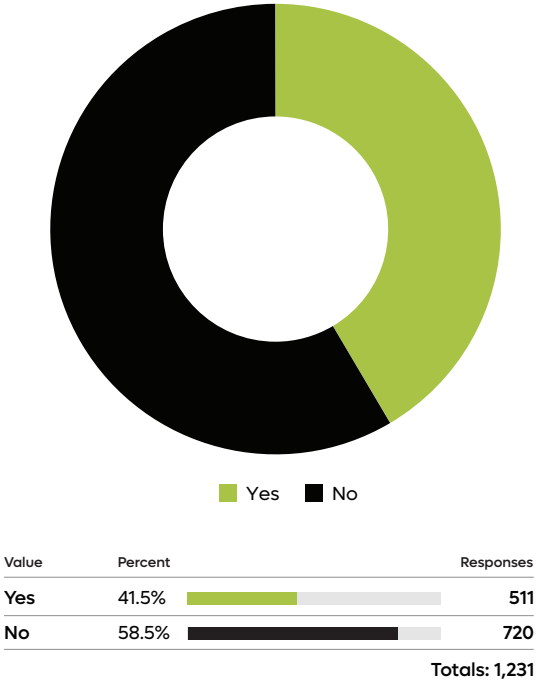
Source: Pew Research Center Analysis of Current Population Survey Annual Social and Economic Supplement (IPUMS). "Older Workers Are Growing in Numbers and Earning Higher Wages"

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Among our survey respondents, nearly 42% are currently working in some capacity. Those who work are most likely to work 30+ hours/week, continuing in the same type of work they did for most of their careers.

**Are you currently working in any capacity
(full-time, part-time, freelance, gig work or self-employment)?**



While most working seniors (73%) said they plan to retire at some point, nearly 34% envision working in some capacity past age 70.

Respondents reported that many people assume they work because they need to, but 78% said that they work because they enjoy it and want to stay active. Only 40% said they work to support their basic needs.

Office space, tech support, high-speed Wi-Fi and transportation to and from work topped the list of amenities or services that would make a senior living community more attractive to someone still in the workforce.

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**What discourages working seniors from senior living communities?
Everyone is retired!**

SURVEY RESPONDENT

The implications

Senior living communities were built for retirement. The next generation of residents won't fit that mold. These older adults expect Wi-Fi that works, spaces that inspire focus and schedules that don't assume everyone's free at 2 p.m. on a Tuesday.

They want flexibility and autonomy, not structure and limitation.



How communities can adapt

AMENITIES

Dedicated co-working spaces

Offer dedicated co-working spaces equipped with high-speed internet, comfortable workstations and private meeting rooms.

Home office space

In new floor plans, include a designated office space or flexible rooms that can be used as a home office, complete with sufficient electrical outlets, ample light and soundproofing.

Technology infrastructure

High-speed wireless internet throughout the community is no longer a “nice to have”; it’s a must.

SERVICES

Flexible transportation options

Provide convenient transportation options for commuting to work or client meetings to make it easier for working seniors to remain active in their careers.

Extended dining and gym hours

Working seniors may have different schedules, so services should be available at flexible hours to accommodate working residents.

Wellness beyond the gym

Think tai chi classes, acupuncture sessions or culturally familiar mental health resources to cater to a range of preferences.

Tech support

Reliable support to help residents set up home offices, troubleshoot technical issues and stay connected can be a selling point for those who rely on technology for remote work.

Skill development programs

Offering educational programs or workshops on topics like digital literacy, online marketing or even new languages can help residents stay competitive and explore new skills.

MARKETING

Emphasize live-work-play lifestyle

Consider sharing stories from residents who successfully balance work and community living, as well as showcasing amenities like co-working spaces and professional services.

Target niche professionals

Target professionals who are more likely to work later in life, such as consultants, entrepreneurs, academics and part-time workers by partnering with professional associations or hosting industry-related events.

Promote convenience

Highlight flexibility, such as 24/7 access to workspaces and services, and a community that understands and supports a working lifestyle.

Consider professional-focused events

Host workshops, seminars and networking events to help working prospects and existing residents connect with like-minded individuals and stay engaged.





SECTION 3

LGBTQ+ seniors: A growing, underserved segment

The data

Today, an estimated 3 million LGBTQ+ adults in the U.S. are over 50. **By 2030, more than 7 million will be over 65 — more than doubling this population segment in less than a decade.** Yet, LGBTQ+ older adults are more likely to live alone, less likely to have children and more likely to experience isolation.

According to national data, 78% worry about finding welcoming housing as they age. Many fear discrimination from staff or other residents: 48% have experienced adverse treatment when seeking senior housing and 34% fear having to re-closet themselves when seeking senior housing.

In our own research, more than 76% of LGBTQ+ participants shared that it's somewhat or very important that staff in a senior living community are trained to be inclusive and affirming of LGBTQ+ residents. Some took it a step further, saying that they want to see communities with openly gay staff and residents. Nearly 65% worry about finding a community where they'd feel accepted and safe.

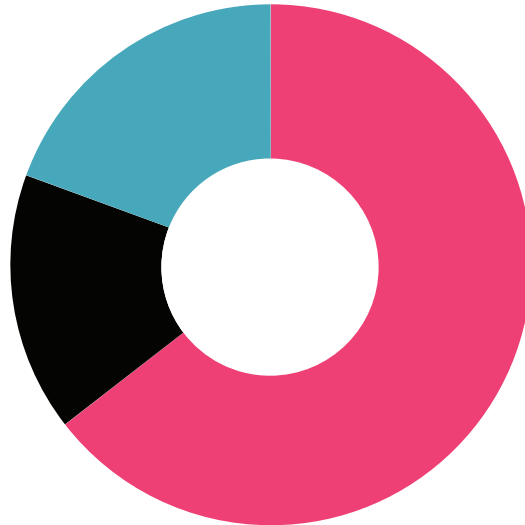


We have found so much acceptance among older couples in our circle, but we do have some concerns about moving in a senior living community. We have thought to ourselves, “will we have to go back in the closet?”

SURVEY RESPONDENT



If you were considering a move to a senior living community, would you have concerns about finding a community where you'd feel safe?



■ Yes ■ No ■ I'm not sure

Value	Percent	Responses
Yes	64.5%	20
No	16.1%	5
I'm not sure	19.4%	6

Totals: 31

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I'm concerned about the sole responsibility to arrange where I'm going to live as I get older.

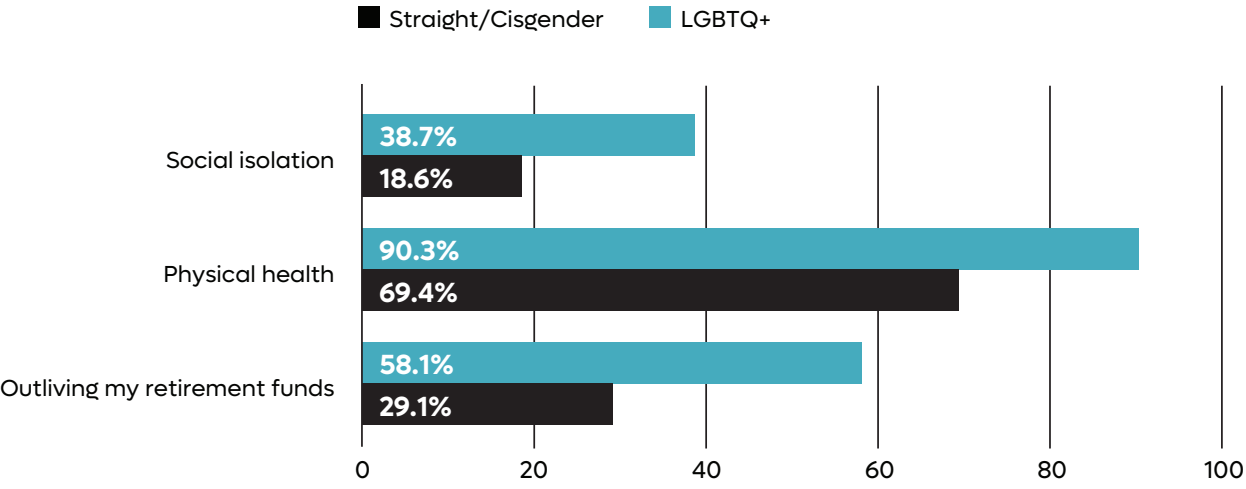
SURVEY RESPONDENT



Like their non-LGBTQ+ peers, this audience prioritizes physical health and independence, but with greater concern. LGBTQ+ respondents were twice as likely to worry about outliving their retirement funds (29.1% vs. 58.1%) and more than twice as likely to be concerned about social isolation (18.6% vs. 38.7%).



Concerns about aging



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Interestingly, these trends persisted even among higher income levels. In fact, LGBTQ+ seniors in the highest income group (\$100,000+ in annual income) were the most concerned about outliving their retirement funds.



I'd like to see a non-bullying policy in place and consequences for non-compliance.

SURVEY RESPONDENT

The implications

Inclusivity can't be performative. Communities that create safe, welcoming environments — both culturally and operationally — will earn trust and word-of-mouth loyalty from a population that has historically been underserved. For LGBTQ+ seniors, belonging is the differentiator.



How communities can adapt

AMENITIES

Inclusive policies

Policies and security measures should protect residents from discrimination or harassment. Review policies and forms for inclusivity and gendered or heteronormative language. Consider engaging LGBTQ+ advocacy groups or residents in the review process.

Gender-inclusive bathrooms and changing areas

Provide accessible, single-stall, gender-neutral restrooms as well as gender-neutral locker rooms in fitness or spa areas. Avoid gendered language on signage.

Thoughtful décor and cultural representation

Décor and community boards should reflect diversity, including LGBTQ+ history and culture. Include LGBTQ+ literature, biographies and advocacy resources in libraries

SERVICES

Events and social programming

Foster a sense of belonging through LGBTQ+ social groups, Pride celebrations and partnerships with local LGBTQ+ organizations.

Affirming care services

Ensure staff are trained in LGBTQ+ health issues, including HIV/AIDS management, gender-affirming care and mental health support related to past discrimination.

MARKETING

Diversity and sensitivity training

Provide ongoing education for all staff and residents to foster a welcoming and inclusive community.

Inclusive representation

Ensure imagery and messaging feature diverse older adults, including same-sex couples and gender-diverse individuals. Use inclusive language in all materials, avoiding heteronormative assumptions (e.g., "husband/wife").

Target an LGBTQ+ audience

Advertise in LGBTQ+-friendly outlets and conduct outreach through LGBTQ+ partner organizations. Stories from residents who have found a new sense of family and friendship can be powerful. Consider targeting a larger geographical area for LGBTQ+ messaging, as prospects may be willing to travel for communities where they feel safe and accepted.

Promote flexible living arrangements

Highlight unique living arrangement options, such as convertible spaces, co-living suites, roommate pairing services, seasonal/fractional contracts, "community hopping" options and so on. Help prospects see the options they have for living alone, with a partner or a roommate of either sex.





SECTION 4

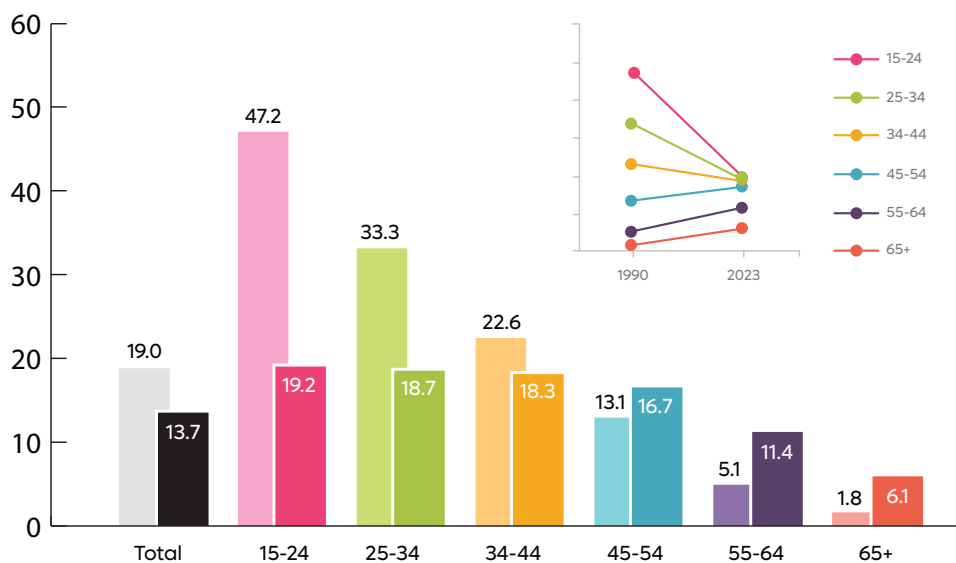
Family dynamics: The rise of solo and child-free aging

The data

For the first time, aging is becoming an independent journey.

Among those ages 65+, 6.6% have never married — a 27% increase since 1990. What's more, divorce rates among those 65+ have more than tripled since 1990 and are continuing to trend upward, while rates among other age groups have been declining. Our survey showed that 40% of respondents have divorced at least once, and about 17% of those divorces have occurred in the past 10 years.

Refined divorce rates by 10-year age groups, 1990 & 2023



Source: NCFMR analyses of National Center for Health Statistics, 1990; American Community Survey, 2023, 1-yr. est. (IPUMS USA, University of Minnesota, www.ipums.org)

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In addition, nearly 20% of adults over 50 have never had children. For those who do, the norm is now 1–2 kids vs. 3–4 in the 1960s.

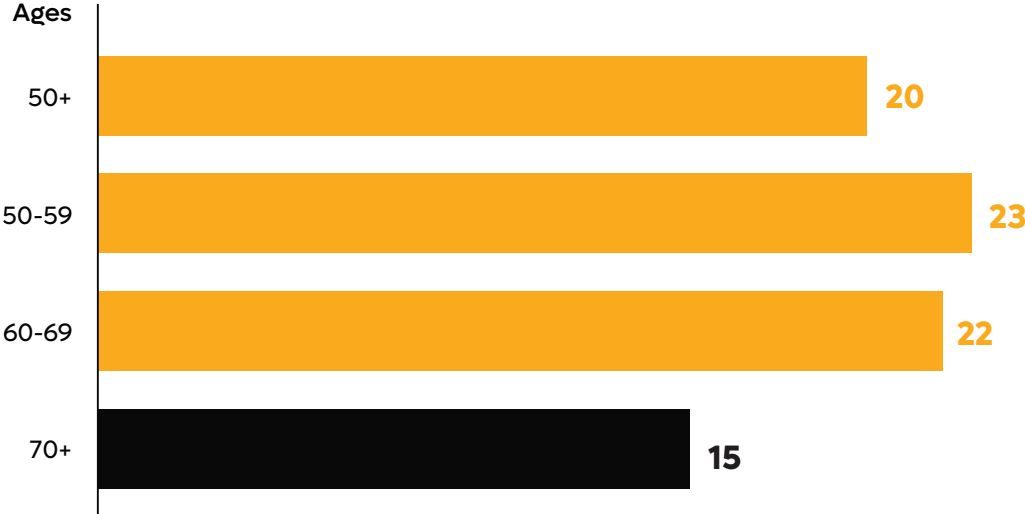


At first, I was concerned about aging by myself but now I'd rather have peace of mind than constant stress.

SURVEY RESPONDENT

Adults in their 50s and 60s are more likely than those ages 70 and older to have never had children

% of adults in each age group who have never had biological children



Source: Pew Research Center analysis of the 2021 and 2022 Survey of Income and Program Participation. "The Experiences of U.S. Adults Who Don't Have Children"

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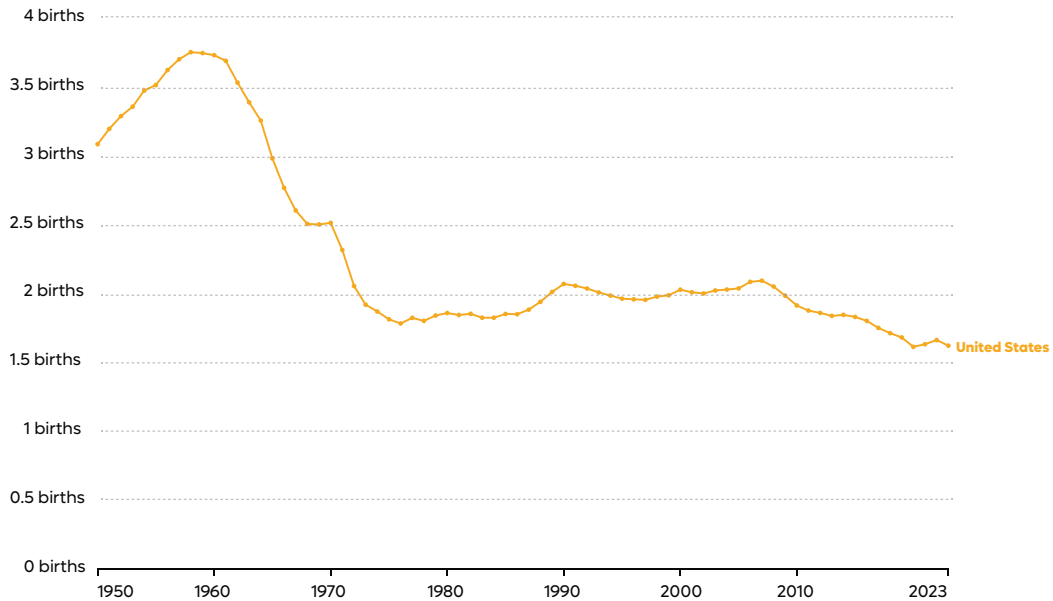
Our survey showed that more than 43% of respondents aren't in a relationship currently. Of those who are currently single, nearly 40% also don't have children. In other words, they would be making future housing decisions alone.

This means fewer family advocates — and more need for trust, convenience and community connection.



Fertility rate: Births per woman

The total fertility rate summarizes the total number of births a woman would have, if she experienced the birth rates seen in women of each age group in one particular year across her childbearing years.



Data Source: UN, World Population Prospects (2024) – processed by Our World in Data. "Fertility rate, total – UN WPP" [dataset]. United Nations, "World Population Prospects" [original data].

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I have my pets and friends and I love my freedom.

SURVEY RESPONDENT

The implications

When seniors age solo, their needs — and their buying behaviors — change. They often value companionship, safety and flexible options more than traditional care services.

Without children to weigh in, they're also making these decisions independently — and earlier. However, they need more education, help and handholding. Some say they rely on nieces, nephews and close friends for major life decisions.



How communities can adapt

AMENITIES

More versatile living spaces

Accommodations that maximize comfort and functionality can appeal to this demographic. Think: options for easily converting rooms, foldable walls or co-living options for shared living arrangements.

Thoughtful communal spaces

Single or childfree residents may place a higher value on social connections within the community. The design of communal areas should encourage interaction and social activities. Pet-friendly spaces are important, too!

Enhanced safety and monitoring

While younger seniors may not need or want traditional safety features, they may find enhanced security and modern safety devices appealing. Secure community access, optional wearable or voice-activated devices and AI-driven monitoring that can alert staff to activity pattern changes, for example, all help promote individual health and safety.

SERVICES

Facilitate flexible living arrangements

For those who crave a sense of community or companionship, make it easy to opt into companion/roommate pairing services or fractional living models that support residents who live or travel elsewhere for part of the year.

Travel services

Offering services that help residents plan trips, book transportation or even organize group travel excursions can cater to their sense of adventure and independence, while fostering connection.

Supportive dating policies and education

Create supportive environments for dating by organizing social events, mixers and even speed dating events. Recognizing the importance of companionship, you might also provide discreet help with online dating or arrange outings to local social venues.

Pet services

For many without children, pets have become an important source of companionship. Beyond allowing pets, offering pet care services (such as grooming, dog-walking, pet-sitting and vet visits) will appeal to this demographic.

MARKETING

Appeal to “anywhere” seniors

Prospects who aren't tied to a specific location by family connections may be more willing to relocate to communities that offer unique amenities, favorable climates or cultural attractions. Communities in locations that aren't typically considered “destinations” can find success through truly unique amenities and experiences.

Simplify the decision-making process

Make it easier for seniors to independently evaluate, choose and transition into a community. A “try before you buy” program may appeal to prospects who might want to experience the community before committing long-term.

Promote flexible living arrangements

Highlight unique living arrangement options, such as convertible spaces, co-living suites, roommate pairing services, seasonal/fractional contracts, “community hopping” options and so on.





Bringing it all together

Tomorrow's successful senior living communities will thrive at the intersection of data and empathy.

Our research points to four levers leaders can pull today to prepare for the residents of 2030:

- 1. Adapt design:** Create flexible, inclusive spaces that reflect real lives.
- 2. Evolve marketing:** Lead with empathy and representation.
- 3. Empower independence:** Support residents who are working, traveling or living solo.
- 4. Foster belonging:** Build connection as a competitive advantage.

Each community's path will look different, but the imperative is the same: **Act now.** The next generation of residents won't wait for the industry to catch up.

Senior living leaders who act with insight and agility will define what "aging well" means in the next decade.

At Creating Results, we believe in the power of data and humanity — understanding not just who the next generation of seniors is, but what motivates them to move, belong and thrive. Our goal is to help communities like yours bridge the gap between insight and action.

Let's shape what senior living means in 2030 — together.



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