



roobrik™

2023 Mid-Year Report

Senior Living's “Hidden Market” Audience Snapshot

Data and insights from 41,000+
consumer assessments.



Senior Living's "Hidden Market"

- Data from 41,000+ consumer assessments provides a snapshot of the older adults that visit senior living community websites, but hesitate to connect.

Who are they? What are their concerns? And what's blocking them from moving forward?

Roobrik *Insight Solutions*™ data reveals all that and more to optimize senior living providers' marketing and sales investments.

Methodology

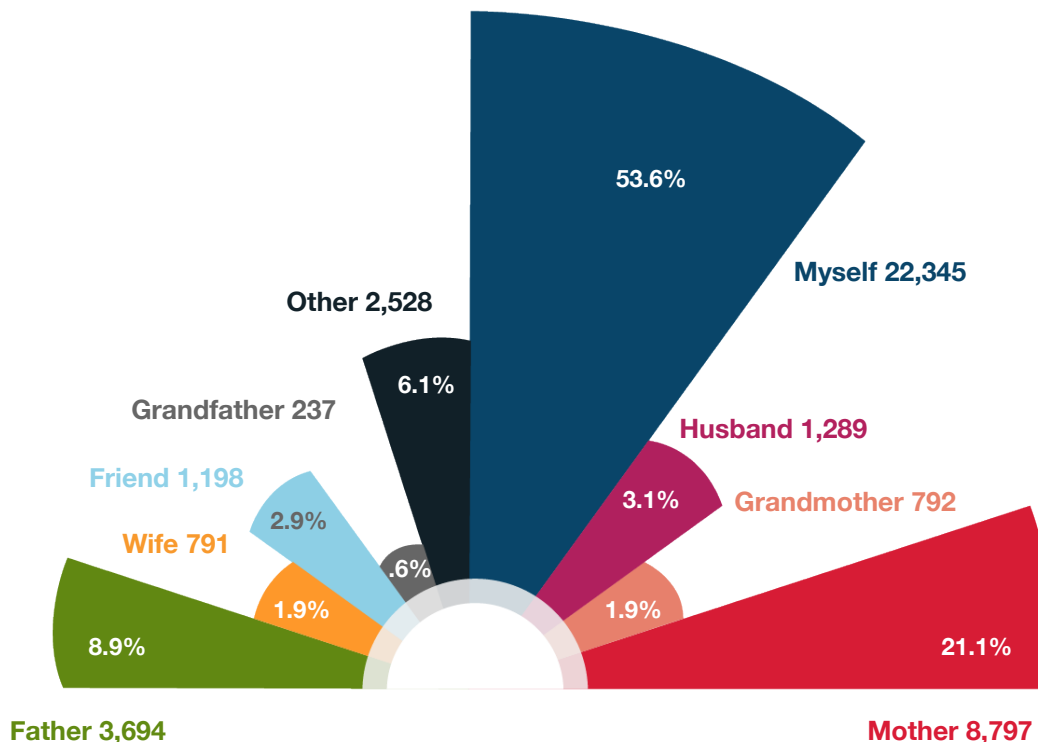
From January 1 to June 30, 2023, 41,681 Roobrik assessments entitled "Is it the right time for senior living?" were completed by senior living prospects. Of the people completing these assessments, the majority were doing research for themselves — 53.6%.

Each self-assessor completed all 23 questions to generate a personalized Care Score and recommendations for

appropriate living options. The compiled data reveals senior living's "hidden audience" — prospects looking for answers and personalized advice before they feel ready to talk to a sales advisor.

This mid-year report shares key insights from this growing audience segment.

To get started, can you tell us who you are doing this for?

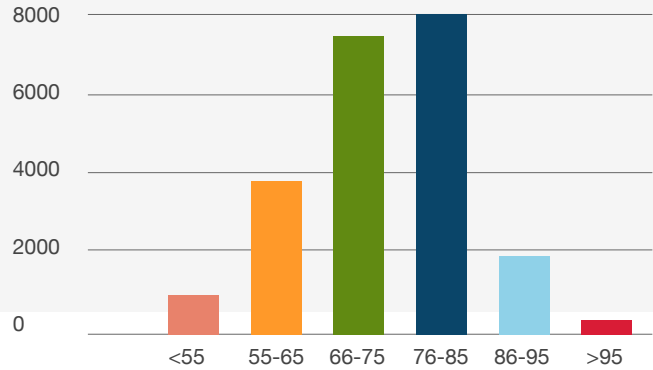


A closer look at the “hidden audience.”

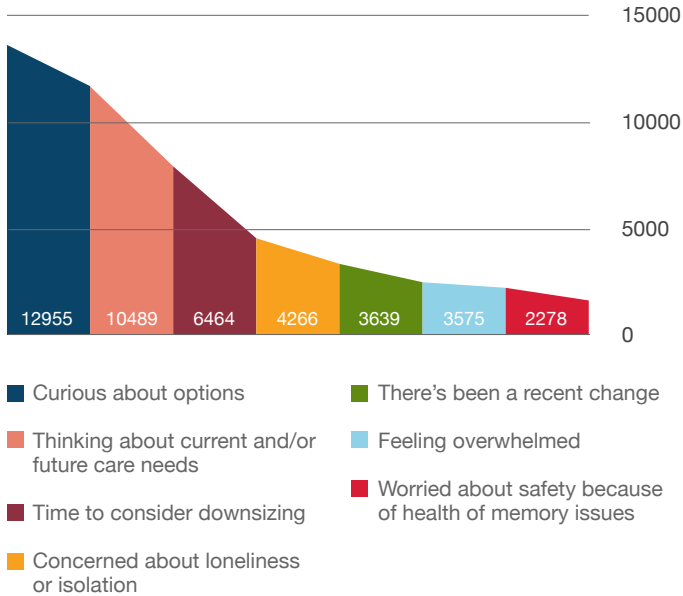
Age

According to **Where You Live Matters**, the average age of senior living residents is 84. Roobrik data shows that the hidden audience skews below that age — a good portion is significantly younger.

How old are you?



Why are you considering a move to a senior living community?



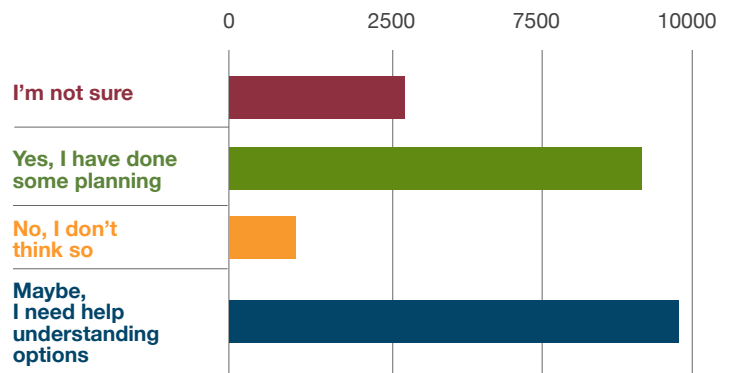
Decision Drivers

When asked why they're considering senior living options now, this audience indicated multiple reasons, including curiosity, a desire to downsize, and concerns around isolation. Interestingly, current and/or future care needs ranked higher than safety, health, or memory issues suggesting that this audience, while in good health, are **prudent planners**.

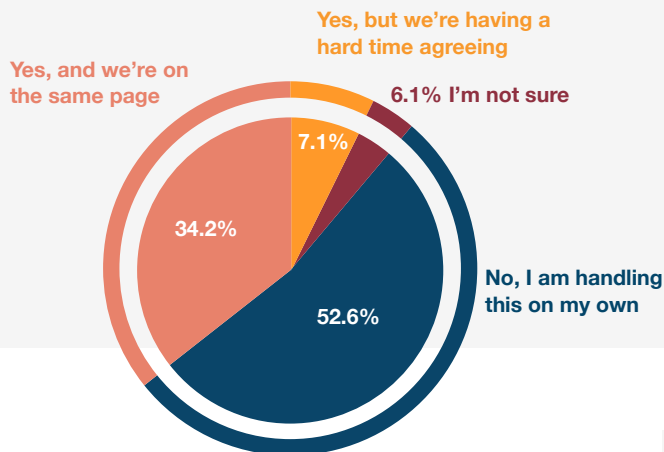
Finances

This is an audience of researchers and planners. **A sizable portion has done some planning, followed closely by a large group looking for additional information.**

Do you think you are financially prepared for a move?



Are any family members or friends helping with this decision?



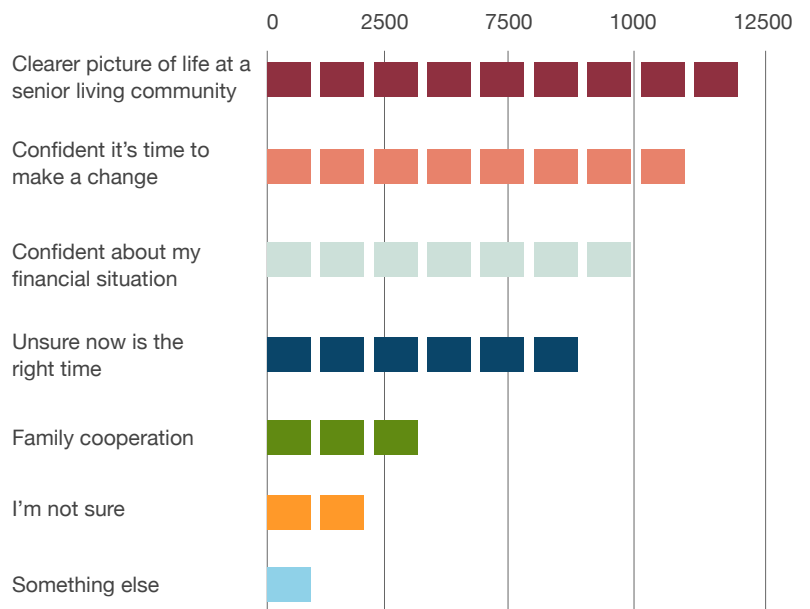
Decision Teams

When asked who's helping them along their decision making process, **this audience is revealed to be independent** — handling the process on their own — or in alignment with their team.

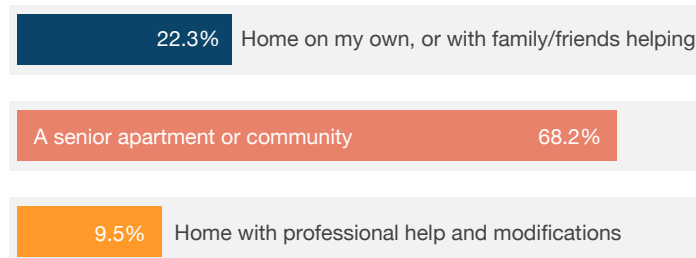
Barriers

What stands in the way for this audience as they contemplate options? The top four answers all indicate **a need for clarification about day-to-day life in a community** plus this audience's **desire to make decisions with confidence**.

When you think about this decision, what would make it easier?



What living situation do you think makes the most sense for you?



What Do They Think

More than two-thirds of this audience already feels that senior living is the best choice. Our research shows that **unbiased information and decision support can build the trust they need to contact sales advisors sooner**.

Summary

Visitors come to senior living websites for a variety of reasons, but **true prospects fall into two categories: those that have immediate need and are motivated to get in touch right away and a “hidden audience” that’s doing research to help them move forward with confidence.** Understanding that “hidden audience” — and providing digital access to information and self-education tools — can help senior living marketing and sales teams convert more anonymous web browsers into sales-qualified leads.

Roobrik data shows that a majority of this audience is older adults researching for themselves — and they’re younger than many providers may realize. The data also reveals key motivators and barriers to moving forward. Adjusting content to those concerns and barriers can maximize the effectiveness of marketing outreach.

Roobrik has produced these insights by compiling data from the tens of thousands of consumers that take our assessments on one of more than 1300 senior living community sites.

- **By reaching, educating, and motivating this younger-than-usual audience to connect early in their buying journey, providers may be able to help people make senior living decisions sooner.**

We can show you how to reach, engage, and motivate your hidden audience in just 30 minutes.

Contact sales@roobrik.com or call (984) 484-9111.

