

# CHICAGO TRIBUNE

media group

## Senior Living Segments and Opportunities

4.3 million individuals on ChicagoTribune.com are retired. Among them...

### The Senior Market

Seniors (ages 55-90) are the fastest growing population segment



The senior population in the US is growing at a rate that surpasses the growth of all other age groups (18%).

70% of adults ages 55+ are homeowners. By age 65, the average household size is 2, by 75+ it's 1.65.

As seniors get older their homes no longer suit their lifestyle, motivating them to relocate or downsize.



Leaving family homes, coupled with financial implications of aging, can make retiring financially taxing and stressful.

### In Chicago

#### Senior Living Client Types

Number of Locations in Chicagoland  
Resident Entry Age  
Average Length of Stay  
Average Monthly Rent

Senior Apartments	Independent Living	Assisted Living	Memory Care	Nursing Care
6 Locations	43 Locations	56 Locations	44 Locations	24 Locations
55 to 75	75 to 84	75 to 85	Included w/ Assisted Living	80 to 90
5 to 12 Years	2.0 to 4.4 Years	1.2 to 2.9 Years	1.2 to 1.8 Years	30 Days to 2 Years
	\$3,164	\$4,804	\$6,452	\$9,645

### ChicagoTribune.com

#### Visitors by Device

Of those 4.3 million retired individuals

Fixed Web (54%)  
Mobile Web (46%)



58% Male



42% Female



1.4 million are health conscious seniors



798,000 are seniors who participate in fitness and exercise



455,000 show signals that they are in-market to retire

#### REFERENCES

"The Senior Market" Source: Lightspeed/Mintel, US Census Bureau, interim population projections and annual population estimates/Mintel.  
"In Chicago" Source: CBRE Research Senior Housing Market Insight