

SENIOR CENTERS

MARKET SNAPSHOT REPORT



SENIOR CENTERS

SECTOR SIZE



11,400

SENIOR CENTERS
NATIONWIDE



10M

PEOPLE
SERVED



\$5.1B

ANNUALLY

RELATIVE TO OTHER LTSS SECTORS, SENIOR CENTERS ARE...

#4 **Fourth largest**
in terms of
service providers

#1 **Single largest**
in terms of
people served

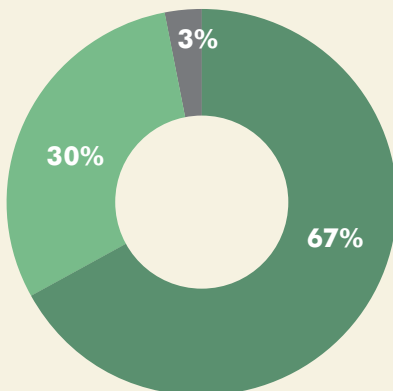
#7 **Seventh**
in terms of
revenue

ASSISTED LIVING
NURSING HOME
HOME HEALTH
SENIOR CENTER
ADULT DAY
HOSPICE
CCRC
PACE

SENIOR CENTER
HOME HEALTH
NURSING HOME
HOSPICE
ASSISTED LIVING
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NURSING HOME
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ADULT DAY
SENIOR CENTER
PACE

SECTOR COMPOSITION



- Not-for-profits (7,600 senior centers)
- Government owned (3,420 senior centers)
- For-profit (380 senior centers)

A TYPICAL SENIOR CENTER...

- > Serves **88 people** per day, and **877 people** annually
- > Receives a total of **\$447,000 per year** to operate
- > Spends about **\$510 per year** in operating costs per user

SENIOR CENTERS

FAST FACTS

- Nationwide, senior centers serve **10,000,000** people every day
- **3/4** of senior center visitors visit **1–3** times per week, and stay an average of **3.3** hours
- The average senior center visitor is **75** years old; **7 in 10** are women and **50%** live alone
- **6,610** senior centers (**58%**) are also Administration on Aging (AoA) designated focal points — connecting users to vital community resources
- Senior centers are typically funded by a wide variety of sources, including government funds, private and public grants, local businesses, in-kind donations, special events and volunteers.

SECTOR TRENDS

1.1%/yr



The sector has been **growing slowly**

- > 10,793 centers nationwide in 2005, vs. an estimated 11,400 today



Senior Centers are increasingly catering to the **“young old”** (55–65 years)

- > Offering fitness centers, continuing education, cafes and more



“Virtual” senior centers are emerging, taking advantage of today’s technology

- > Offers interactivity for home-bound seniors, such as painting and armchair yoga



Senior Centers are an increasingly important resource as more older persons live in **poverty**

- > Provide services, meals and activities at low or no cost

WHAT ARE OUR MEMBERS SAYING ABOUT SENIOR CENTERS?



“I like to say we’re a social club for people over 50. We’re a place to hang out, we have a travel program and hundreds of volunteers. I think we’ll continue to do well. I only see the need increasing.”

“In the future I think we will serve people longer. They will come earlier and stay longer. We’ll need to provide new services. These are not the senior citizens you see on TV. They will want to be entertained.”

“We do everything from providing adult day care to exercise. We provide socialization, including Scrabble, quilting, art classes by local artists and field trips.”

“We receive funding from United Way donations and the Area Agency on Aging depending on membership levels. Right now we are trying to aggressively grow.”

LeadingAge is an association of 6,000 not-for-profit organizations dedicated to making America a better place to grow old. **leadingage.org**



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