

60+ is Not a Segment:

What marketers get wrong — and how research gets it right



About us

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Uses research and insights to help mission-driven organizations design more impactful programs, stronger communications, and more effective strategies

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Award-winning qualitative researcher and strategist with experience fielding studies across categories and demographics in 30+ countries

Why should marketers care about adults 60+?

- The 60+ population controls a disproportionate share of wealth and discretionary spending.
- It's the fastest-growing consumer segment.
- They buy across virtually every category — not just healthcare.
- They are among the most valuable, loyal customers brands can have.
- Yet they're still remarkably underserved and misunderstood by marketers.

Life doesn't end at 60. Neither should your research.

We routinely treat “Adults 60+” as a single audience – or ignore it altogether, despite the fact that...

- The age gap between a 60-year-old and an 85-year-old is the same as the gap between a 35-year-old and a 60-year-old.
- The average American turning 60 today likely still has another **22–25 years** of life ahead of them.

There is no typical older adult



Our research: niche population, broadly applicable learning

A 2025 study to identify the attitudes, behaviors, and unmet needs of Jewish older adults and their family caregivers across Greater Orlando, including:

- Analysis of the demographic and community landscape
- Online survey with **680** Jewish adults, age 60+, and family caregivers
- Follow-up in-person focus groups with key constituents



sfirfoundation.org/jewish-aging-report

Nonprofit vs. corporate sector research

SIMILARITIES

- Understanding the audience: their demographics, attitudes, wants, and needs
- Similar methodologies: surveys, focus groups, in-depth interviews
- Strategic input for: new products, program improvement, messaging, resource allocation

DIFFERENCES

- Wants and preferences (corporate) vs. needs and gaps (nonprofits)
- Competition vs. coordination (to avoid duplication of services)
- Success metrics (revenue, growth, and market share vs. impact, outcomes, and mission fulfillment)

Who chooses? Who pays?



Corporate sector:

- The consumer/end-user almost always chooses and pays for the product or service

Non-profit sector:

- The consumer/end-user may not have multiple product options
- Donor funding and volunteer labor often help subsidize costs

Unique challenges: recruitment and building trust

- 1. Low incidence rules out the use of sample providers. Need to identify alternative recruitment channels**
 - Community newspapers and websites
 - Social service agencies
 - JCCs and synagogues
 - Word of mouth
- 2. Since scammers are known to target seniors, older adults are often reluctant to share their personal information**
 - Partner with trusted organizations and key influencers
 - Frame sensitive questions carefully or explore them in focus groups

Unique challenges: technology and accessibility

3. **While older adults are increasingly comfortable with technology, many experience challenges navigating unfamiliar platforms**
 - Sent volunteers with tablets to central locations to assist
 - Conducted focus groups in-person rather than on Zoom
4. **Getting to and from focus groups poses challenges for older adults who no longer drive or use mobility aids**
 - Offered, coordinated, and paid for Ubers
 - Ensured that both the facility and focus group room were accessible



Five assumptions we expected to confirm

1. Adults 60+ can be treated as a single market segment
2. Current health drives the needs of adults 60+
3. Most older adults want to downsize eventually and move into senior-focused housing
4. Information and guidance on aging-related matters is readily available to those who seek it
5. Social and communal programs are primarily of interest to healthy and independent seniors

1. 60+ is not a single segment — we found four distinct attitudinal segments

FOUR DISTINCT APPROACHES TO AGING



CONFIDENT (26%)

Older adults who are financially stable and socially engaged feel positive about their lives but might overlook future aging challenges.



PRAGMATISTS (33%)

Healthy and active, but realistic about future financial, caregiving, and emotional challenges – making them especially receptive to planning and support resources.



CONCERNED (23%)

Facing significant uncertainty around finances, health, transportation, loneliness, and support networks – placing them at heightened risk for isolation and unmet needs.

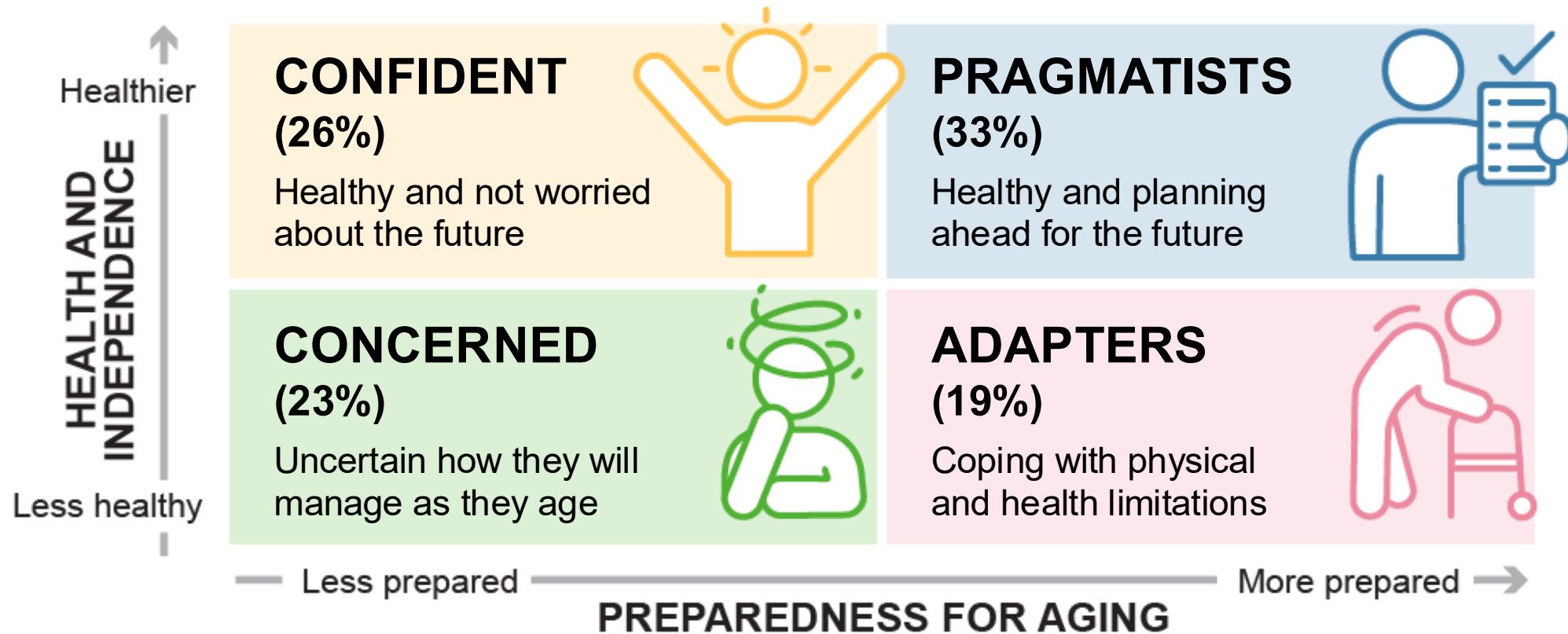


ADAPTERS (19%)

The oldest and frailest segment, already coping with physical or cognitive limitations and increasingly relying on family support, transportation, and care-related services.

2. Health told only half the story — preparedness revealed the rest

FOUR DISTINCT APPROACHES TO AGING



3. The vast majority of adults 60+ want to age in place

- **74%** of respondents still live in single-family homes, and **50%** of them expressed interest in housing repairs or modifications.
- Just **19%** reside in a 55+ community or Continuing Care Retirement Community (CCRC). In focus groups, many cited the high cost of these residences.

“As we age, and maybe our health declines, will we be able to continue living independently at home, or be able to afford to live in a residence? It’s something I think about a lot.”

Focus group respondent

4. Adults who need information and guidance on aging-related matters can't find it

- **81%** of respondents expressed interest in a website with information about resources for older adults in Greater Orlando.
- **64%** want in-person sessions or webinars on aging-related topics.
- **62%** would like a dedicated information-and-referral phone line.

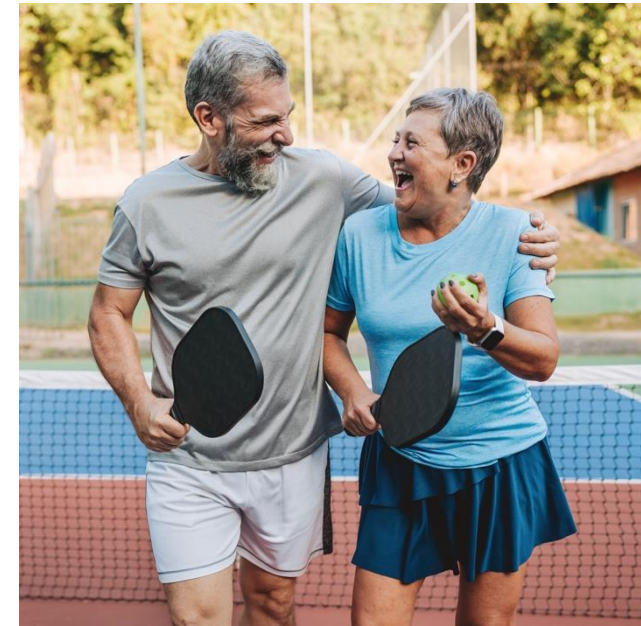
“[As a caregiver for my mom,] I need guidance and advice. I mean, literally, I just don’t know what to do. She needs rehab; she needs help with her medicines...I need help, but I don’t know where to go.”

Focus group respondent

5. Even the most frail, isolated seniors were interested in social and communal programs

Activities that reduce loneliness and help foster meaningful relationships are known to support health and well-being among older adults.

- **79%** expressed interest in outings to museums or events with others 60+.
- **75%** wanted to take part in communal holiday celebrations.
- **67%** were interested in volunteering with a community service program.



Moving from segmentation to action



CONFIDENT (26%)

Community programs that combine social activities with aging-related education to encourage more proactive planning.



PRAGMATISTS (33%)

Educational programs, planning resources, caregiver support services, as well as volunteer opportunities that keep them active and engaged in the community.



CONCERNED (23%)

Housing repairs, transportation, financial and legal assistance, and other aging-in-place supports, as well as communal programs and volunteering to foster connection and purpose.



ADAPTERS (19%)

Care management, mobility and falls prevention, and transportation, along with social and communal programs, to help them maintain independence and quality of life.

Shared priorities across the segments

In addition, all four older adult segments would benefit from...

- A centralized, trusted source of information, guidance, and referrals related to aging and caregiving
- Services and supports that help older adults remain safely and independently in their homes
- Social and cultural programs that reduce loneliness and help foster meaningful relationships

Three key takeaways for research and insights professionals

1. Age is a starting point — not a segment

- Demographics alone can mask fundamentally different attitudes, life circumstances, and needs.



Three key takeaways for research and insights professionals

2. Design research to include the people you need to understand most

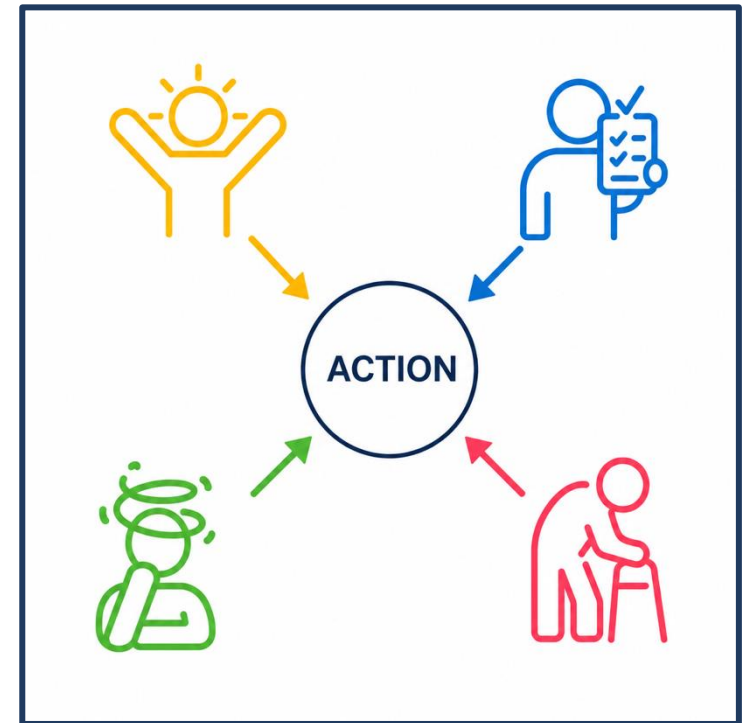
- Recruitment channels, trust, technology, and accessibility all influence who participates — and whose voices **may be missing**.

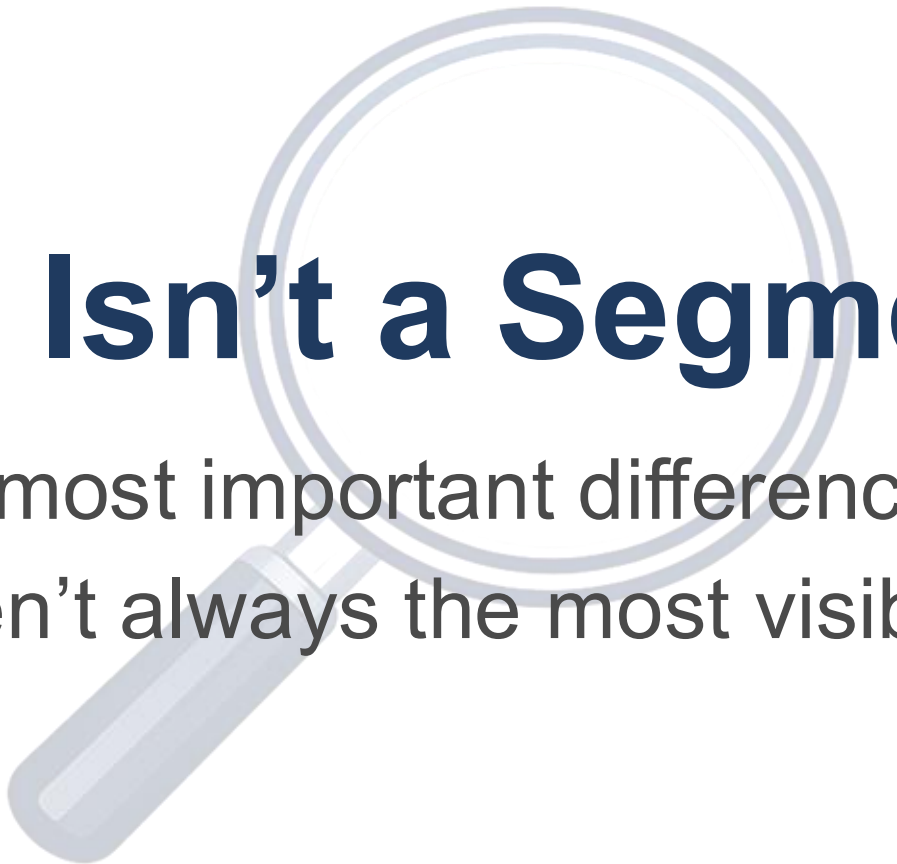


Three key takeaways for research and insights professionals

3. Insights should lead to action

- The value isn't simply identifying different groups — it's using what you learn to shape products, services, programs, and messaging.

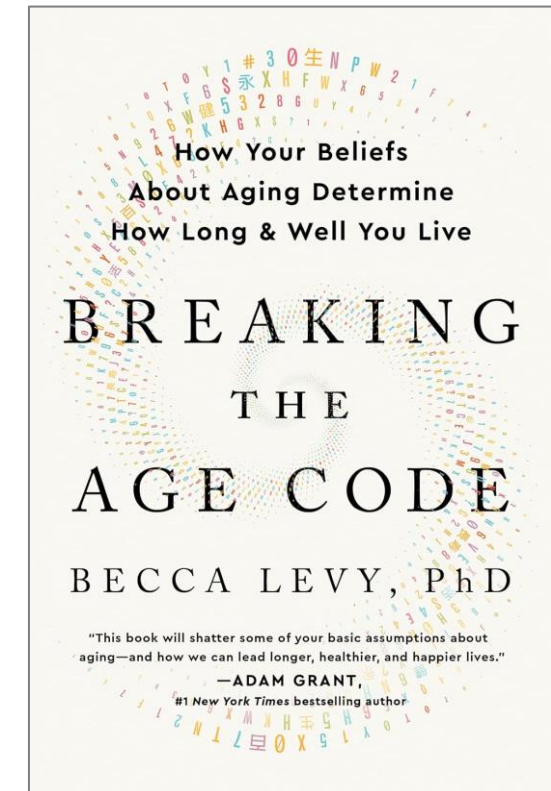
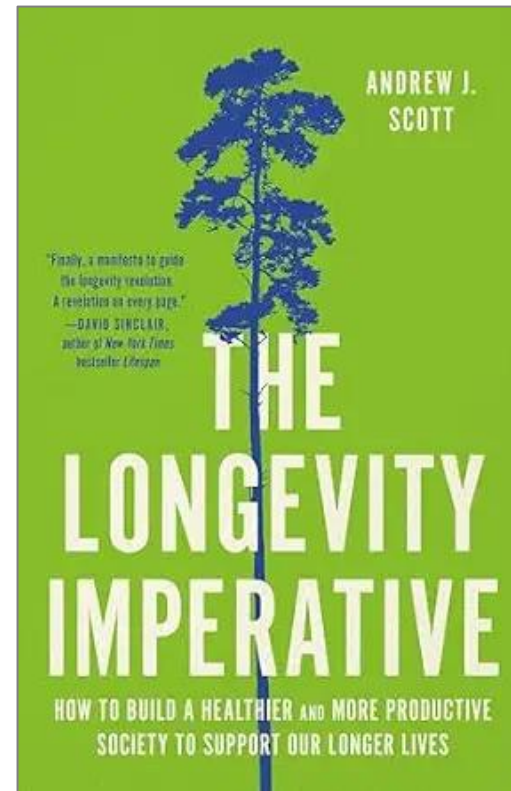
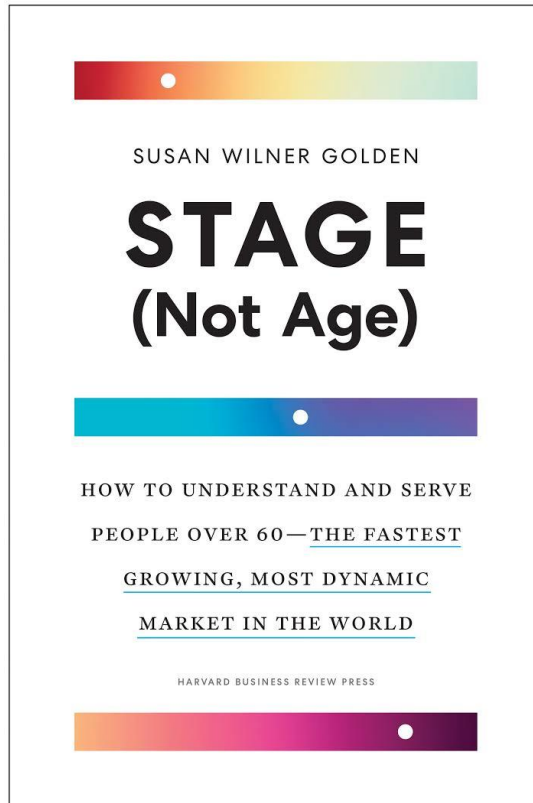




60+ Isn't a Segment.

The most important differences...
aren't always the most visible.

Suggested Reading



Read more about the study:

sfirrotfoundation.org/jewish-aging-report

