



ARGENTUM
EXPANDING SENIOR LIVING

The Senior Living Employee

A Socioeconomic Portrait of Today's Worker

THE SENIOR LIVING EMPLOYEE

Who is working in senior living, their backgrounds, and social and economic status

INTRODUCTION

Employees dedicated to the senior living industry are caring, unique individuals – each with their own experiences and reasons why they choose to serve our nation’s older adults as a career. Argentum took a look at the broader picture of these employees by exploring data revealing who is working in senior living, their backgrounds, and current economic and social status.

The U.S. Bureau of Labor Statistics (BLS) estimates that the senior living industry employed 892,000 people serving the aging population in 2016.¹ The needs of the baby boomer generation and their parents promise continued strong growth in the industry; the BLS predicts that the industry workforce will grow to 1.2 million by 2026. As a first step to recruitment and retention of an additional 300,000 employees, Argentum analyzed and profiled today’s senior living industry workforce. Senior living providers can greatly benefit by better identifying current industry workers’ unique characteristics and needs.

Using data from the U.S. Bureau of the Census’ 2016 American Community Survey (ACS), Argentum profiled today’s senior living workforce through seven broad job groupings of people who serve the aging population in senior living communities. The ACS is the largest household survey administered by the U.S. Census Bureau, sampling 3.5 million households annually. Each year, the Census Bureau releases a subset of ACS responses prepared in a manner to protect respondent confidentiality. This data is the basis for this study.

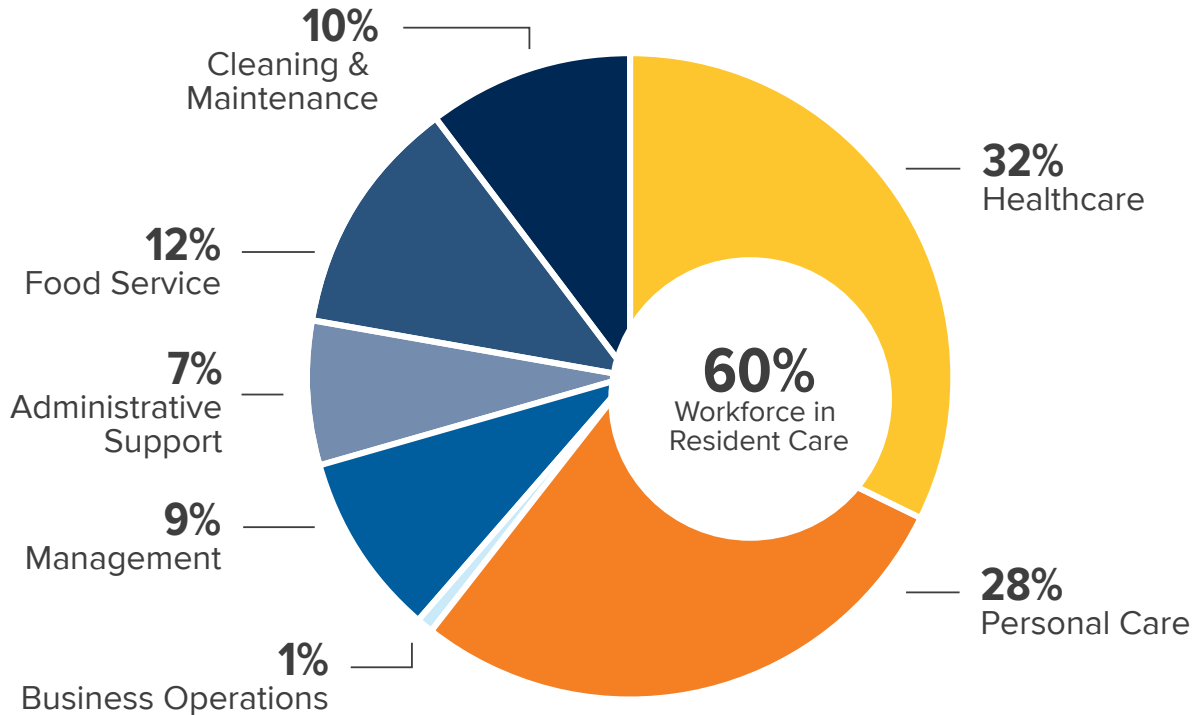
IDENTIFYING THE SENIOR LIVING WORKFORCE

The American Community Survey (ACS) uses its own system to define industries, sometimes combining related BLS industries into larger umbrella categories to preserve respondent confidentiality. To create its general senior living category, which it defines as residential care communities except nursing homes, the ACS combines three BLS industries: CCRCs and assisted living communities, plus care settings serving developmentally disabled and other residential care populations. While it’s not possible to completely isolate and remove all records from care settings that do not serve seniors, Argentum has eliminated many specific occupations that are not found in the senior living workforce.

For this analysis, Argentum first identified all people in the ACS data who reported they worked in the senior living industry. Since these survey results are self-reported by participants identifying themselves as working in the senior living industry, the results may include independent and assisted living, CCRCs, and memory care. The BLS data used in this report includes only CCRCs and assisted living. Using BLS data resources and Argentum’s topical knowledge, occupations were dropped that largely fall outside of the senior living industry, such as psychologists, substance abuse counselors, and probation officers. The remaining occupations were organized into seven job groups, guided by Argentum reports. The resulting data consist of ACS survey responses from 7,042 individuals, which is the best representation of the senior living workforce possible from available survey data.

¹Bureau of Labor Statistics, U.S. Department of Labor. Occupational Employment Projections; <https://data.bls.gov/projections/nationalMatrix?query-Params=623300&ioType=i>; The BLS data cited in this report is based on Continuing Care Retirement Communities (CCRCs) and assisted living communities.

Senior Living Community Workforce by Job Group



The senior living industry workforce is largely one of caregivers, with 60 percent of the workforce in health-care and personal care occupations. The chart on page 4 provides a summary of the major occupations by job group.

The charts in this profile contain data for each of the seven job groups. In the chart on page 6, the bar labeled “total” shows the sum of the senior living community workforce across the seven job groups. The “U.S. Labor Force” data

is for comparison and perspective; it represents all people currently employed and working in the United States—including over 57 million people working outside of the senior living industry as well as the nearly 900,000 people in the senior living community workforce. Due to rounding, percentages shown in the charts may sum to 99 percent or 101 percent.

Senior Living Industry Job Group Occupations

MAJOR OCCUPATIONS

HEALTHCARE

- » Nursing and home health aides
- » Licensed practical and vocational nurses
- » Registered nurses
- » Other healthcare support workers
- » Therapists and aides including physical and occupational

PERSONAL CARE

- » Personal and home care aides
- » Recreation and fitness workers
- » Bus drivers and chauffeurs
- » First-line supervisors of aides

BUSINESS OPERATIONS

- » Accountants and auditors
- » Human resources workers
- » Business operations specialists
- » Computer support specialists
- » Market research analysts

MANAGEMENT

- All senior living industry managers, including fields such as:
- » Health services
 - » Human resources workers
 - » Marketing
 - » Administrative services
 - » Operations
 - » Financial

ADMINISTRATIVE SUPPORT

- » Secretaries and administrative assistants
- » Receptionists
- » Office clerks
- » Bookkeeping, accounting and auditing clerks
- » First-line supervisors of administrative support workers

FOOD SERVICE

- » Cooks
- » Food servers
- » Food preparation workers
- » Waiters and waitresses
- » Chefs and head cooks
- » Dishwashers
- » First-line supervisors of food service workers

CLEANING & MAINTENANCE

- » Housekeeping cleaners
- » Janitors and building cleaners
- » Laundry workers
- » Grounds maintenance workers
- » First-line supervisors of cleaning and maintenance workers
- » Maintenance and repair workers
- » Security guards

TOTAL

All people working in the senior living industry (the seven senior living job groups above combined)

U.S. LABOR FORCE

The entire employed U.S. workforce working in any industry (including senior living)

RESIDENT CARE JOBS: 60 PERCENT OF THE SENIOR LIVING WORKFORCE



HEALTHCARE

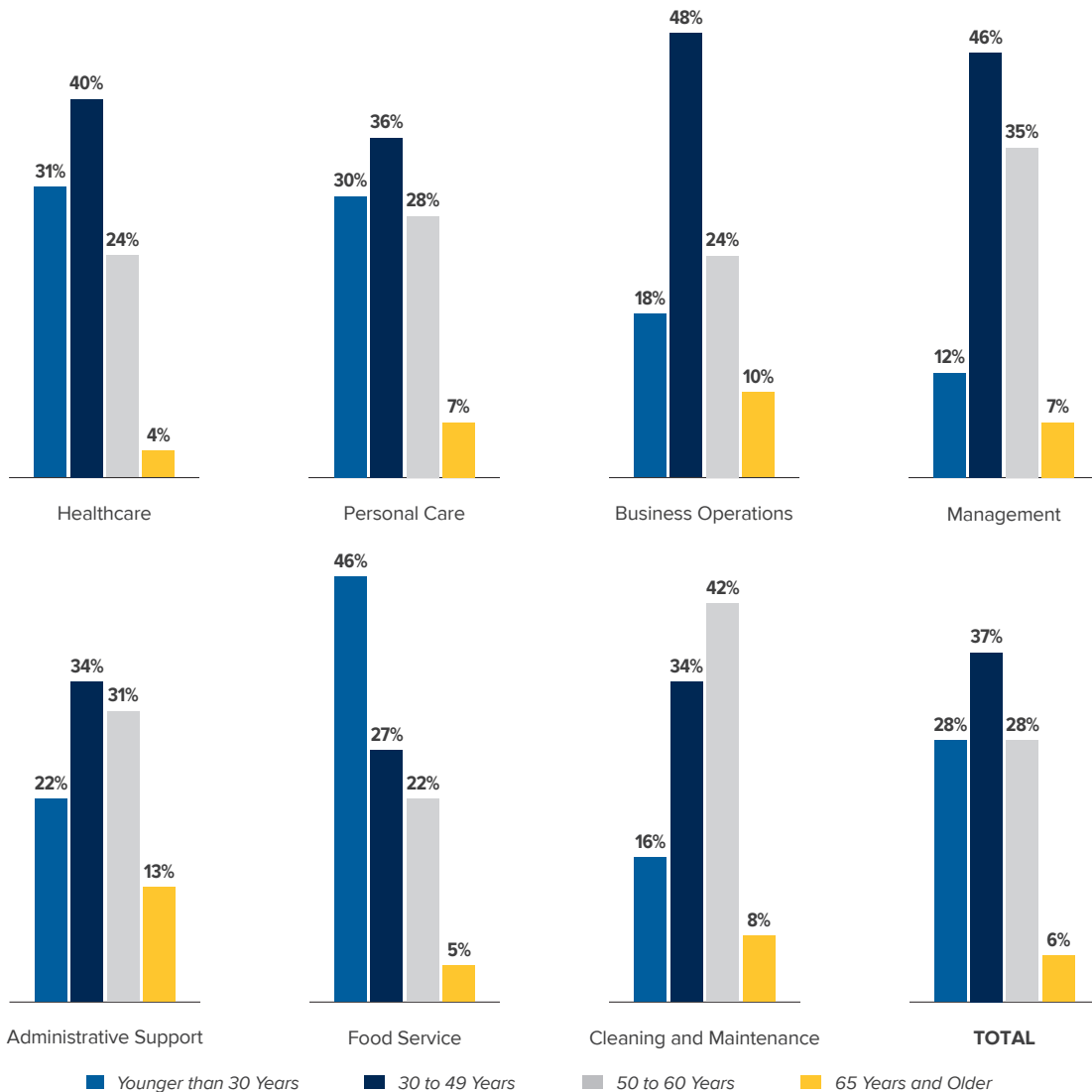
- » One-third of senior living community jobs are health-care-related. While this group includes jobs such as therapists and dietitians, one-half are nursing and home health aides, and another third are either registered nurses or licensed practical nurses.
- » The vast majority of healthcare workers are women (89 percent) and most workers are middle-aged (40 percent are age 30 to 49). The share of workers under age 30 is larger for men (40 percent) than for women (30 percent).
- » The share of black women in the healthcare job group is twice that of the general U.S. labor force, while Hispanic workers are under-represented.
- » Nearly one-fifth of healthcare workers were born outside of the United States, with the Caribbean Islands, several African countries, and the Philippines as the most common origins.
- » A full 94 percent of the healthcare job group are U.S. citizens, and only 1 percent report lack of English fluency.
- » Forty-one percent are married and 15 percent are single parents.
- » Education varies by occupation within the healthcare group. The share having attained an associate degree or more is 15 percent among health aides, 18 percent among licensed practical nurses, and 65 percent among all other health care occupations except registered nurses.
- » This is a mostly full-time workforce, with 71 percent working 35 or more hours per week.
- » One-half of healthcare workers report arriving for work between 6 a.m. and 9 a.m., and 84 percent have a commute of less than 30 minutes.
- » Away from work, 90 percent have internet access via home computer or mobile smartphone—leaving 10 percent without.



PERSONAL CARE

- » Nearly one-third of these resident care workers provide non-medical personal help. Most jobs in this group (83 percent) are personal care aides; the remainder includes recreation workers, drivers, or first-line supervisors of personal care aides.
- » These workers are typically female, yet compared to healthcare workers, twice as many are men (21 percent, vs. 11 percent male for healthcare workers).
- » This group is evenly divided between those under 30, 30 to 49, and age 50 or older, for both men and women.
- » Black women comprise one-fourth of this job group, a share nearly twice that seen in the U.S. workforce.
- » Nearly 20 percent of personal care workers were born outside of the United States, with the most common origins split between the Philippines (5 percent) and African countries (4 percent).
- » Today, 92 percent are U.S. citizens and just 3 percent report limited English fluency.
- » The share of married versus single employees are nearly equal at around 40 percent, with 23 percent previously married; 16 percent are single parents.
- » One-third have completed high school while another one-third report attending college. Nearly one-quarter have completed an associate degree, a bachelor's degree, or higher. One in seven is currently furthering their education.
- » Personal care is largely full-time, with 71 percent working 35 or more hours a week.
- » Compared to other senior living community workers, work schedules are more divided throughout the entire day to ensure coverage. Even so, 45 percent report to work between 6 a.m. and 9 a.m., and one-half report a commute of 15 minutes or less.
- » This job group is the least web-connected, with 12 percent reporting no internet access at home or via a smart phone.

Age of Senior Living Workers by Occupation



US LABOR FORCE BY AGE

23%
Younger than
30 Years

42%
30 to 49
Years

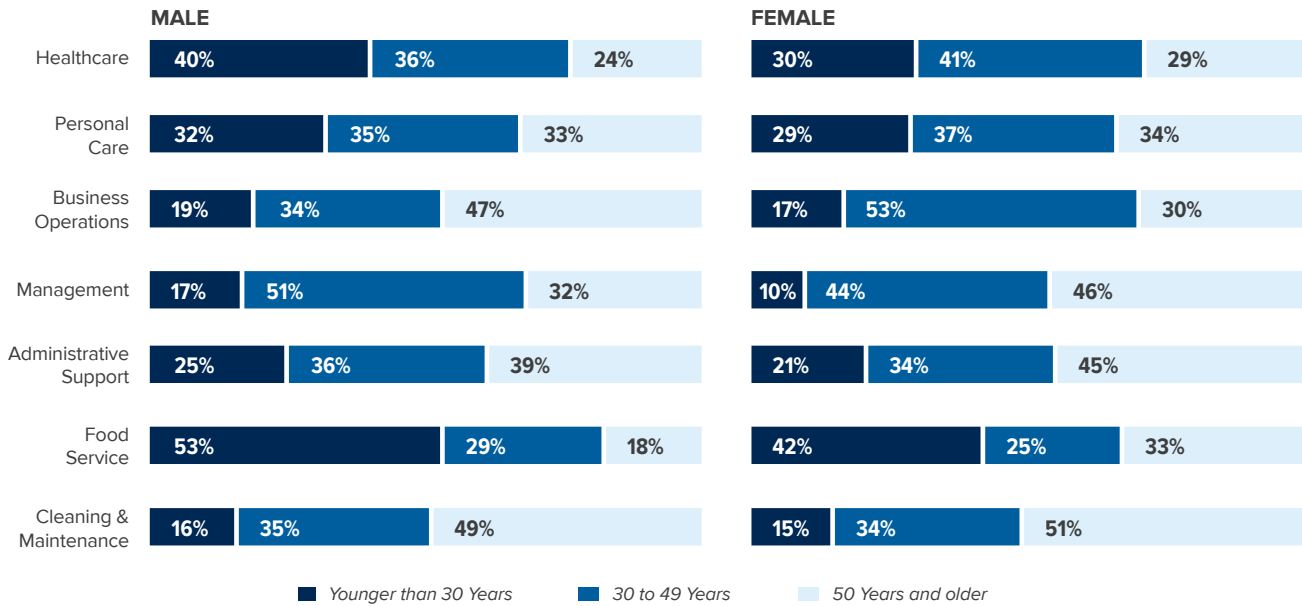
29%
50 to 64
Years

6%
65 Years
and older

- » Compared to U.S. labor force, the senior living workforce is disproportionately female. Four out of five people in the senior living workforce are women.
- » The top job groups for women are the caregiver occupations—healthcare and personal care—accounting for two-thirds of women working in senior living.

- » Just over 40 percent of men are in the caregiver occupations.
- » One in five men working in senior living work in food service and another one-fifth work in cleaning and maintenance.
- » While 8 percent of women in senior living work are in management positions, they account for nearly 70 percent of those holding management jobs overall. This contrasts with the total U.S. labor force, where women hold 56 percent of all management jobs.

Age and Gender of Senior Living Workers by Occupation



- » In every job group, the percentage under age 30 is larger among men than women. This difference by gender is particularly large among younger healthcare and food service workers; younger men may be starting to enter traditionally female healthcare occupations. The percent of women age 50 and older is greater than the share for men in each job group, with the exception of business operations.
- » Men are younger than women in the largest specific occupations that make up the healthcare group. The occupations of home health aides, licensed practical nurses, and registered nurses each have greater shares of men under age 30 than women.

CONCLUSION

Senior living workers are special people, fueled by a desire to do good, connect with others, and serve our nation's seniors. Their jobs are not easy jobs, but the rewards come in many forms and the return on the professional and emotional investment can be great.

Each senior living employee shows up at work with a story of who they are, where they came from, and what they plan for their future. Argentum decided to take a look at just who is working in the senior living industry and delve into their similarities and differences. It's a large part of what makes the senior living workplace function.

In this report, putting together the pieces of a data puzzle to build a social and economic profile of senior living employees, we hope that executives will get a clearer picture of trends in their workforce.



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