THE NATIONAL AGE WAVE

Plan earlier. Protect your choices.

The Baby Boomer generation is reshaping senior living. Availability and care needs deserve a plan before a crisis.

76 million

BABIES BORN, 1946-1964

U.S. births during the Baby Boom. Pew's Census-based projection puts the living Boomer population at about 64 million in 2026. [1]

80 in 2026

THE OLDEST BOOMERS

The youngest Boomers turn 70 in 2034. Census reported about 10,000 Boomers a day reaching 65 in its December 2019 article. [1,2]

1 in 5

AMERICANS AGE 65+ BY 2030

The Census 2023 main-series projection puts the share at 20.63% in 2030: slightly more than one in five. [16]

2029

OLDER ADULTS OUTNUMBER CHILDREN

The Census 2023 main projection moved the crossover earlier than the original 2034 estimate. [3]

550,000

PROJECTED SENIOR HOUSING UNIT GAP BY 2030

NIC MAP states this estimate in an article updated September 2026. Its August outlook describes a gap of more than half a million units if underbuilding continues. U.S. national projection. [4,5]

U.S. age 80+: projected growth of 27.5% from 2025 to 2030 and 81.7% from 2025 to 2040. Census Table 3. [18]
Sources: Pew; U.S. Census; NIC MAP. Scan resources on page 5. Numbered references in separate source notes.

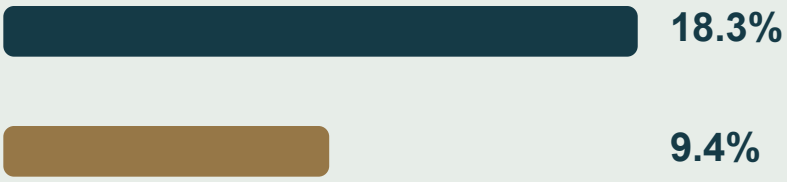
RALEIGH & WAKE COUNTY

The age wave is local.

Raleigh-area growth makes early research valuable. National housing projections do not establish a Raleigh-specific unit deficit.

Nearly 2x the national pace

Growth in population age 65+ | April 2020 to July 2023



18.3% versus 9.4% = 1.95 times the national rate. [7]

2x by 2041

WAKE COUNTY AGE 75+

75,926 in 2026 to 155,385 in 2041: projected growth of 104.7% in 15 years. Calculated from NC OSBM Vintage 2025B age data, released May 2026. [8]

2026

WAKE'S PROJECTED CROSSOVER

NC OSBM projects 261,677 residents age 60+ versus 260,726 children under 18 in 2026. This is a projection, not an observed count. [8]

Nearly twice as many residents age 65+

Wake County estimates: 82,000 in 2011 to 159,452 in 2023 - a 94.5% increase. Calculated from NC OSBM's current historical series. [8]

Research preferred communities early. Ask about current availability, waitlists and future care options.
Sources: U.S. Census (2020-2023 metro comparison); NC OSBM Vintage 2025B (Wake calculations). See source notes.

HOME CARE: PRICE + STAFFING

The hourly rate is only the beginning.

Nonmedical caregiver help | Raleigh metro and U.S. national median: $35 per hour in the CareScout 2025 survey. [11]

HOURS / WEEK	MONTHLY*	ANNUALLY*
20	$3,033	$36,400
40	$6,067	$72,800
168	$25,480	$305,760

*Calculated at $35/hour x 52 weeks; monthly = annual / 12. Rounded. Same median in both markets. 168 hours means hourly coverage 24/7, not a live-in quote.

760,500

PROJECTED OPENINGS EACH YEAR

Home health and personal care aides, 2025-2035. Includes replacements and growth; this is not a count of unfilled jobs. [12]

A missed shift.

HOME VS. COMMUNITY

At home: a replacement or family backup.
In assisted living: the on-site team can reassign coverage. Ask about its call-out plan. [19]

Budget for the whole home.

The caregiver bill does not pay your mortgage or rent, utilities, groceries, home maintenance or community activities. Caregivers may provide meal preparation, companionship and transportation; services and fees depend on the agency. Ask who covers missed shifts. [11,12]

24/7 coverage = 168 hours / 40 = 4.2 full-time workloads before leave or backup.
PHI projects 9.6 million direct-care openings over 2025-2035, including turnover and growth. [13]
NC's workforce center identifies a current direct-care workforce crisis; no Raleigh shortage count is asserted. [17]
Medicare excludes personal care when it is the only care needed. [14] Agency prices and services vary. See source notes.

NEW EVIDENCE: THE WAVE + THE FAMILY

The age wave is here. Families feel it.

Fresh evidence connects the growth in older adults with the people already providing care. These national figures cover broader populations than Boomers alone.

Nearly 9 million

MORE AMERICANS AGE 65+ IN JUST FIVE YEARS

55.6 million in April 2020 to 64.6 million in July 2025. Census estimates show a 16.2% increase - growth already recorded, rather than a future forecast. [20]

Two generations. Opposite directions.

+16.2%

POPULATION AGE 65+

-2.4%

POPULATION UNDER AGE 18

U.S. population change, April 2020 to July 2025. [20]

63 million

AMERICAN FAMILY CAREGIVERS

20 million more than in 2015. The 2025 study covers care for adults or children with medical conditions or disabilities. [21]

Nearly 1 in 4

PROVIDED 40+ HOURS OF CARE/WEEK

Six in ten family caregivers also held jobs. A family backup plan needs real people, available time and agreed responsibilities. [21]

Sources: Census June 2026 release, Vintage 2025 estimates [20]; AARP/National Alliance for Caregiving, 2025 [21].
Caregiving measures describe family caregivers across recipient ages, not only caregivers of Baby Boomers.
Caregiver count increase is 2015-2025; population change is April 2020-July 2025. Separate periods and measures.

KEEP THIS PAGE. USE IT.

Turn the numbers into a family plan.

A useful plan connects the budget, the people and the backup. Bring these questions to a family conversation or community visit.

01

COMPARE THE COMPLETE MONTHLY BUDGET

Add care, housing, groceries, utilities, transportation and maintenance. Ask each community exactly what its quoted fee includes.

02

WHEN THE CAREGIVER DOES NOT SHOW UP

Home agency: who sends a replacement, and how quickly? Care community: how does the on-site team cover a call-out, including overnight? Get the backup plan in writing.

03

PLAN FOR TOMORROW'S CARE NEEDS

Ask how services, charges and living arrangements change if more support is needed. Discuss location, preferences and decision-making now.

Go straight to the source.

HOUSING FORECAST
NIC MAP

LOCAL GROWTH
U.S. Census

CARE COSTS
CareScout

CARE WORKFORCE
BLS

Scan a QR code in print or click it in the PDF. Cost medians are planning benchmarks, not agency quotes.
For a conversation about your next step: ncseniorlivingsolutions.com