Prospect Economic Sentiment Tracker
Independent Living

Q3 2026 Update

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July 2026

Number of Completed Surveys (n)

Life Plan and Rental Communities Represented

	2023	2024	2025	2026
Q1	96	334	508	167
Q2	240	315	252	145
Q3	253	288	227	178
Q4	152	313	322	TBD

Response volume increased in Q3, with 178 completed surveys compared to 145 in Q2. Engagement metrics remained within historical norms across most portfolios, suggesting continued interest among invited prospects. Lower total completes in 2026 are primarily driven by a smaller eligible prospect universe and our sampling approach, which limits outreach to each prospect to once annually. As a result, quarterly response counts are expected to fluctuate based on the size of each sampled group.

Timing Context

Q3 2026

This survey was fielded from **July 15 - 28, 2026** amidst the:

- **Geopolitical and Energy Uncertainty:** This survey fielded amid ongoing U.S.-Iran tensions, continued volatility in global energy markets, and concerns about potential impacts on oil prices and economic stability.

- **Inflation and Fuel-Cost Focus:** Inflation remained a prominent topic in economic reporting, with consumers continuing to monitor fuel prices, energy costs, and their impact on household budgets.

- **Trade and Economic Uncertainty:** News coverage highlighted evolving tariff policies, global trade uncertainty, and ongoing questions about the near-term economic outlook.

Personal Finances Compared to Last Year

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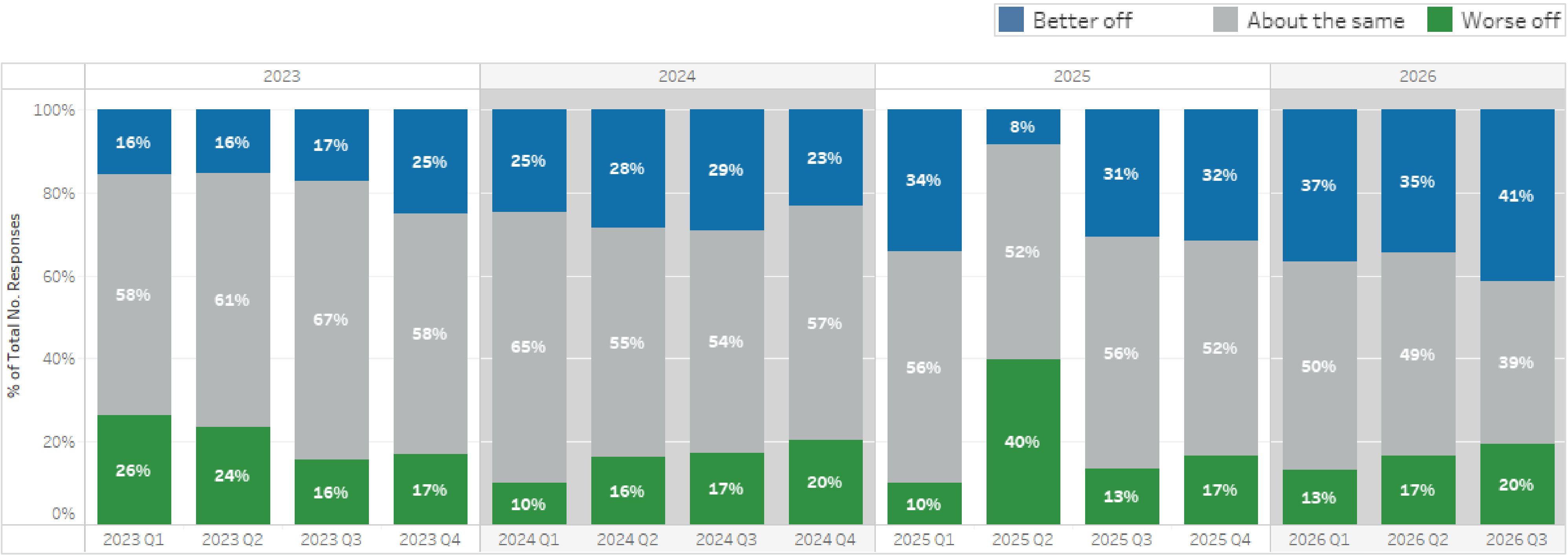
Q: Generally, would you say that you are better off or worse off financially than you were a year ago?

- 41% say they are better off financially than they were a year ago, **up 6% from last quarter.**
- The share of prospects who report being better off financially than a year ago reached a record high this quarter.



Financial Outlook of US

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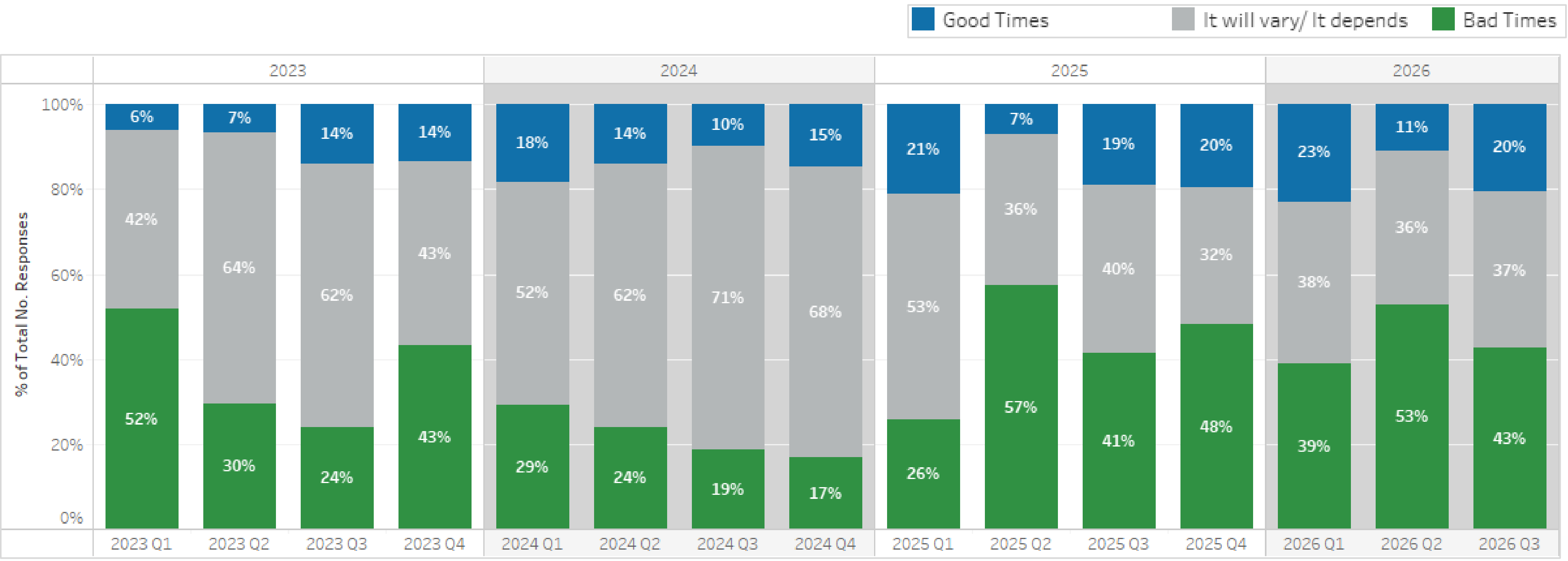
Q: Overall, do you think during the next 12 months our country, as a whole, will have good times financially or bad times?

- **Fewer prospects are expecting bad times** in the next 12 months, decreasing 10% QOQ.
- Expecting good times rebounded with a solid (+9%) increase this quarter.



Housing Market

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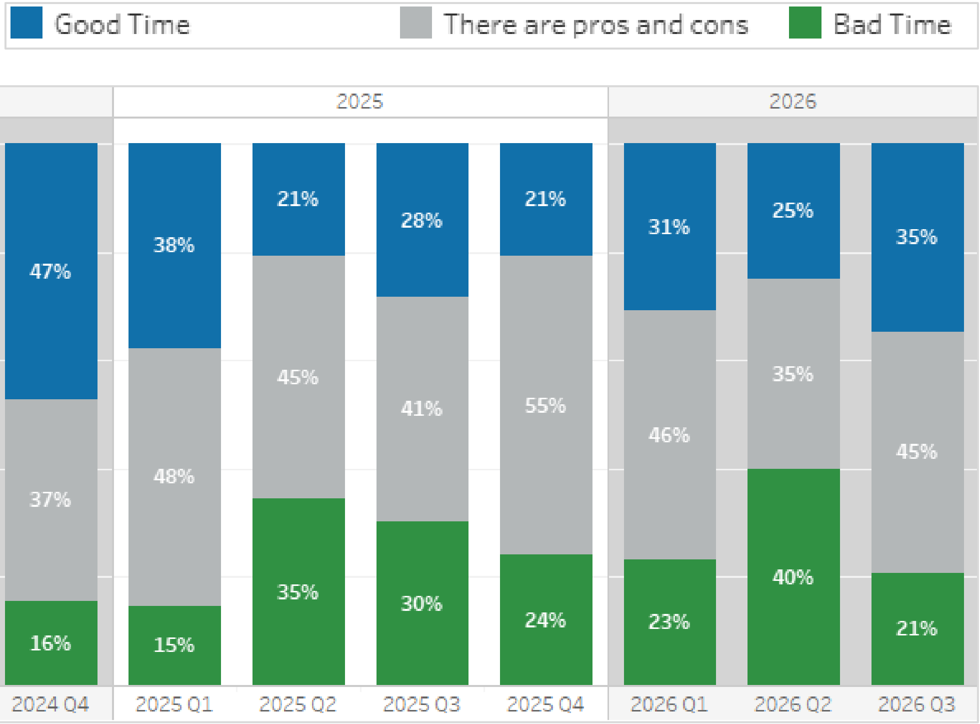
Q: Generally speaking, do you think now is a good time or a bad time to sell your home?

- 35% say now is a good time to sell a home, up 10% from last quarter.
- **Prospects thinking now is a bad time to sell their home decreased 19% down to 21%,** leveling out from the large increase last quarter.



Although interest rates remained unchanged, prospects became more favorable toward selling their homes this quarter, reflecting improved confidence in housing market conditions and the broader economic environment.

Impact on Move to Senior Living

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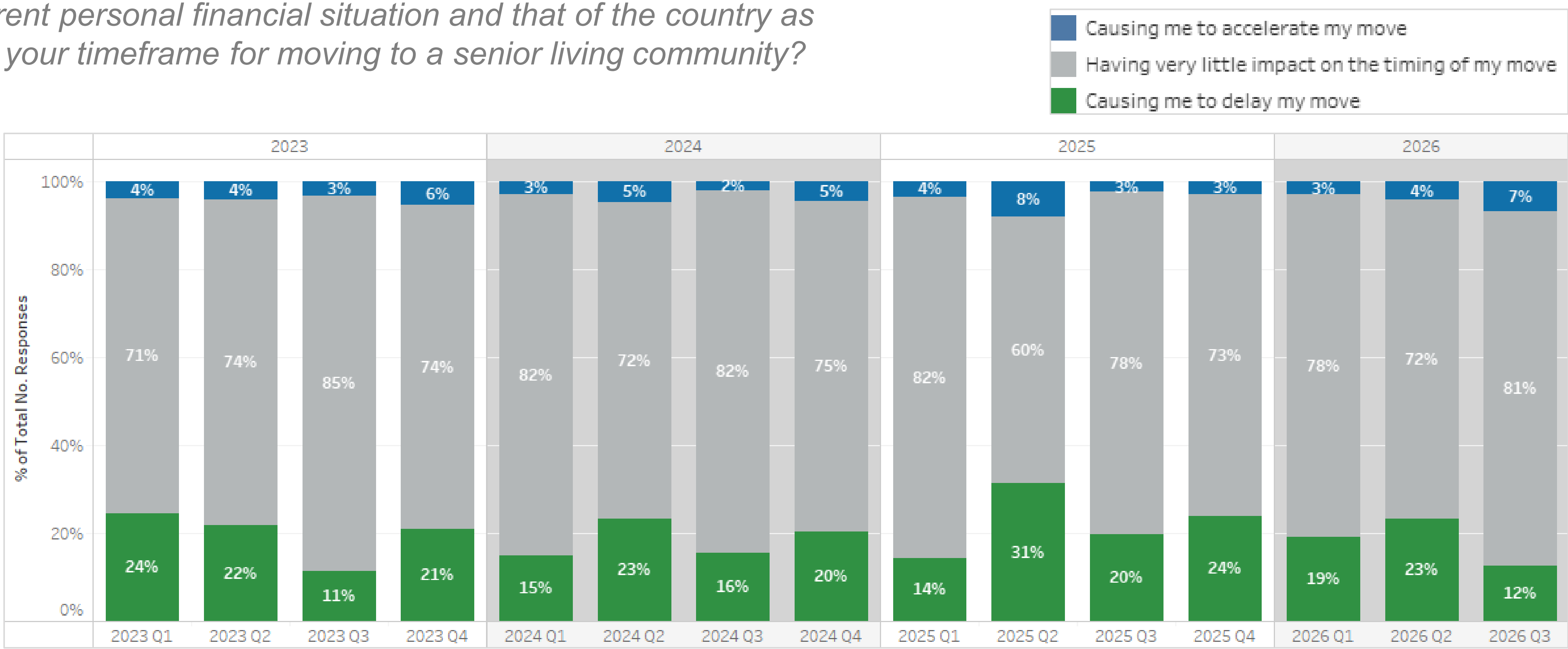
Q: How is your current personal financial situation and that of the country as a whole, impacting your timeframe for moving to a senior living community?

- 81% of prospects say financial conditions are *not* impacting their move timeline, up 9% from the last quarter.
- The share who are delaying their move decreased from 23% to 12%.



Consistent with improving economic and housing market sentiment, prospects are less likely to report that their personal financial situation or the broader economy is affecting their timeline for moving to a senior living community.

Global Events and Fuel Costs

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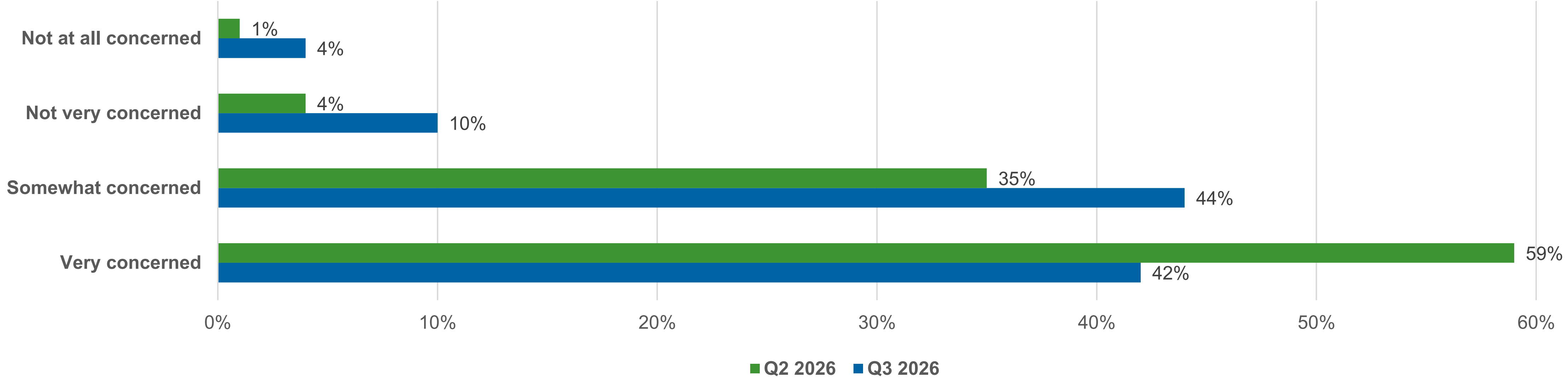
Q: To what extent, if at all, are you concerned about the impact of global events and rising fuel costs impacting the economy?



Concern with the impact of global events and rising fuel costs impacting the economy is decreasing QOQ, **but still on the high end with 86% of prospects sharing concern.**

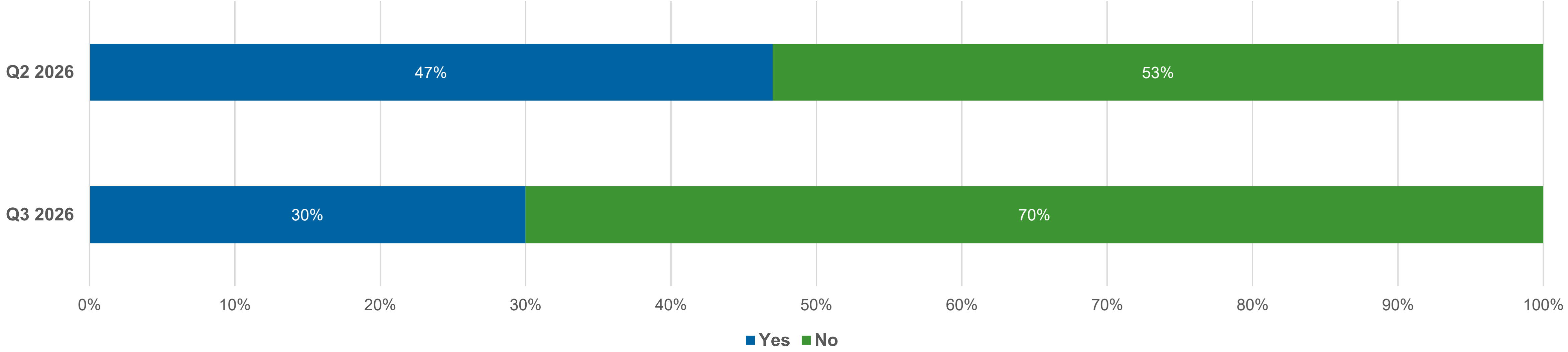
- “Inflation already staggering. **Worried about social security survival.”**
- **“Fixed income.”**
- **“Fuel, transportation affects many aspects of our daily living, getting gas, affordability of gas,** higher fuel will impact the cost of consumables - literally everything needed day to day, visiting a doctor, visiting family, etc.”
- “It may affect the **value of my investments.”**
- “Higher percentage of disposable income is becoming more non-discretionary; **general unease exists regarding economy; stock market appears overheated.”**
- **“I can't control it.** Why get stressed.”
- “**War is not good** for any country.”

Why is that?

Global Events and Fuel Costs

EXPERIENCE IS EVERYTHING®

Q: Are your current purchase decisions being affected by the impact of global events and rising fuel costs?



The influence of global events and high fuel costs on purchasing decisions has eased notably this quarter, with 70% of prospects indicating these factors are not affecting their spending.

- “The economy affects our monthly expenses. We know what we pay now and how to budget our money. **Moving right now is too risky.”**
- “No direct impact, **it has more to do with our current saving goals.”**
- “Beyond the ordinary expenses, **we have eliminated most 'extras' for now.”**
- **“We have the financial flexibility to make purchases as needed.** We have always thought carefully about how we spend.”
- **“Fuel costs have an impact,** but they haven't affected my travel or living arrangements.”
- **“I believe we have enough 'safe' assets to survive** difficult market conditions”
- **“I certainly have concerns however we do not live a lavish lifestyle.** We have what we need and enjoy what we have.”

Please explain:

Questions?

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