



## **Search Influence Releases Senior Living Search Behavior Report**

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Search Influence, a digital marketing agency, has released the Senior Living Search Behavior Report, a survey of 300 families that measures how search engines and AI tools influence the choice of a senior living community. The report debuted at the 2026 Senior Care Marketing & Sales Summit (SMASH) and is available to the public.

According to the report, 43% of families begin their research with a search engine or an AI tool before contacting any community. Twenty-seven percent start with a traditional search engine, the most common single entry point, and 51% use traditional search engines "a great deal" or "a lot" during their search. Families narrow their options quickly. Fifty-seven percent seriously consider only two or three communities, and 77% consider four or fewer. Families are 68% more likely to consider a community that an AI tool features prominently.

"Many families are building their shortlists with search and AI tools before they ever speak with a senior living

community," said Paula French, director of sales and marketing at Search Influence. "The report gives marketers and community leaders a clear look at where those families are searching, what they trust, and what leads them to cross a community off the list."

Citations in AI answers affect trust. Sixty-nine percent of respondents said they trust a site more when it is cited in an AI answer, and 65% click through to a cited source most of the time. Eighty percent read the AI Overview when it appears. Fifty-three percent use AI to compare cost, care level, or amenities across communities, and 46% use it to narrow their shortlist.

Information found online also removes communities from consideration. Forty-four percent of families rule out a community based on something they read online. Among those families, the most common reasons are negative reviews (52%) and concerns about the quality of care (48%). Cost and pricing transparency ranks as the most important factor in comparing communities and is the information families find hardest to locate online.

The report also covers what prompts families to begin their search, how long a typical search lasts, who makes the decision, and which platforms families use in the same way they use a search engine. It examines which AI platforms families use most, how they use AI during research, and how much a page-one Google ranking or an AI answer influences consideration.

The survey included respondents who are currently researching senior living or have done so within the past 12 months. Of the 300 respondents, 55% were currently researching, and 56% were researching on behalf of a parent or family member. Respondents were divided evenly between independent living and assisted living or memory care.

Search Influence offers senior living marketing services, including SEO, paid advertising, and email, for communities and care facilities nationwide. The report is the agency's own research into how families use search and AI tools when choosing a community, and it is intended to help marketers and leaders understand that process.

The Senior Living Search Behavior Report is available at no cost. Visit the full report to learn more and download a copy.

About Search Influence

Search Influence is a digital marketing agency specializing in AI and organic search engine optimization,

digital advertising, and analytics for higher education, hospitality, and healthcare, including senior living. Founded in 2006, Search Influence's core purpose is to optimize potential. The agency collaborates with well-regarded brands and institutions both nationally and locally in New Orleans. Clients include: Liberty Senior Living, Harvard University, New Orleans & Company, and Audubon Nature Institute.

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## Search Influence

*Search Influence, a national SEO and digital advertising agency since 2006, delivers demonstrable ROI for clients. Specialties include SEO, Paid Advertising, and Analytics. In-house experts collaborate with clients for results. Also an informative blog.*

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