

Serving the Solos Aging Market Handout

Working definition of Solo

“Elder Orphans or Solos are individuals who, by choice or circumstances, function without the support system traditionally provided by family.”

It's a broader definition:

- Persons without children
- Persons without family
- Persons estranged from family
- Persons whose family is far-flung

Population - Projections

In 2017, the U.S. Census claimed the 65+ solo population was 17 million and it's projected to be 25 million by 2025.

In the baby boomer population cohort, almost 20% of women never had children. Only around 10 percent of women in the previous generation were childless.

Millions more (men and women) currently live alone and have relatively little contact with distant families. They are professionals; they are educated, and they will need support as they move into their 80s and 90s.

Further Study

- [Leading Age](#)
- [American Society on Aging](#)
- [AARP](#)
- [Next Avenue](#)
- [National Counseling on Aging](#)
- [Area Agency on Aging](#)

Presenters

Carol Marak, Solo Aging Advisor, Speaker, and Consultant

[Solo and Smart YouTube Channel](#) <https://www.youtube.com/c/SoloandSmart>

[CarolMarak.com](#) <https://carolmarak.com/index.html>

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Elder Orphan Facebook Group <https://www.facebook.com/groups/elderorphans>

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