Media release
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More Australian seniors choosing retirement living for quality of life and financial confidence

New Keyton research shows retirees can access social connection, a fulfilling lifestyle and financial certainty at around half the median price of a local home.

More Australians are choosing retirement living as a pathway to a better quality of life and financial confidence, with new Keyton research showing a home in a connected community costs around half the price of a house in the same local area.

Keyton's affordability analysis found the average residence price across 66 benchmarked villages is approximately $660,000, compared with an average local median house price of approximately $1.26 million. On average, a Keyton residence is priced at around 52 per cent of the surrounding local median house price.

The findings come as many Australians approaching retirement look beyond housing and focus on how they want to live, with quality of life, social connection and financial certainty becoming increasingly important considerations.

Daniel Gannon, Executive Director of the Retirement Living Council, said the *2025 PwC-RLC Retirement Census* showed demand for retirement living continues to grow, with almost 27,000 waitlist registrations recorded nationally.

“Nearly 27,000 waitlist registrations show that more Australians are recognising the benefits of retirement living and want the lifestyle it offers,” Mr Gannon said.

“Retirement villages are about much more than just a place to live. They provide connection, independence, support and a better quality of life, all within a genuine community.

“Importantly, growing waitlists are also a reminder that people considering retirement living should start thinking about the move sooner rather than later.

“As the Census shows, demand is growing faster than supply, and the last thing you want is to make the decision to move only to find yourself stuck on a waitlist.”

Keyton's 2025 resident satisfaction survey of more than 7,100 residents showed residents report higher levels of life satisfaction, future security, personal relationships and personal safety than retirees living in the broader community.

Keyton Acting Chief Executive Officer **Paul Martin** said retirement living was increasingly being recognised as a lifestyle choice that delivers immediate benefits.

"Australians are increasingly looking beyond the traditional idea of retirement and focusing on how they want to live," Mr Martin said.

"Retirement living is about quality of life, independence and connection. That's reflected in our resident satisfaction results, where residents report stronger wellbeing, personal relationships and future security than retirees in the broader community."

"Combined with the financial certainty that comes from having more choice and flexibility, it's easy to see why so many residents tell us the same thing: 'I wish I'd made the move sooner'."

The survey found 62 per cent of residents said their sense of wellbeing improved after moving into a Keyton village, while 90 per cent felt positive about the strength of community spirit and sense of belonging.

Residents also highlighted the practical benefits of retirement living, with 93 per cent positive about the design of their home for easy living and 92 per cent reporting easy access to transport options and surrounding green spaces.

Property expert and television presenter **Andrew Winter** said many people overestimate the challenges of making the move.

"The wonderful benefit you have with a retirement village is that in most cases you'll be able to reserve the home you want, be given the time to sell your existing home, and get assistance through the process," Mr Winter said.

"It doesn't need to be anywhere near as stressful as it can be perceived to be."
Mr Martin said the findings reinforce the value of retirement living as a pathway to both lifestyle improvement and financial confidence.

"For many people, the biggest risk isn't making the move, it's waiting too long to enjoy the benefits that come with living in a community designed for this stage of life."

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About Keyton:
Keyton is one of Australia's leading retirement living providers, creating vibrant communities where residents enjoy independence, social connection and peace of mind. Home to more than 15,000 people across 66 communities, Keyton draws on over 30 years of experience helping them enjoy a richer and more rewarding retirement lifestyle.