The researcher obtained the data through thirteen in-depth personal interviews conducted with senior citizens aged 65 or better with a monthly gross income of over $3,000. The sessions included the presentation of a retirement community concept with the intention of ensuing reactions, the identification of desirable amenities, and any requisite architectural features. The researcher was able to conclude that, given the lack of luxury senior retirement communities in Puerto Rico, many elders have a negative perception of them and associate the idea with nursing homes.

Because of this negative connotation, and the cultural taboo that leads the family to care for their aging, elders refuse to actively consider their future health and housing needs, assuming they will remain at home until their death. Nonetheless, through the interview process, the researcher was able to generate a list of desirable amenities and architectural requirements ranked in order of importance. The most important desirable amenities are meal, medical and housecleaning services, family accessibility, good administration, and social interactions. Specifically, they require dining alternatives, nursing and security services, transportation, visitor parking facilities, and activity rooms for a variety of entertainment purposes. Elders are less interested in golf courses, tennis courts, beaches and gymnasium facilities, something that poses a problem for the Palmas del Mar project, due to its emphasis on exactly that active lifestyle. Elders also prefer an urban location close to family and friends, another negative element in the Palmas del Mar project due to its location in the southeastern part of the island, far away from Metro San Juan, where the target market segment is concentrated.

These conclusions suggest the need to evaluate any senior retirement community project in Puerto Rico with a focus on educating the potential target market through individual product promotion as well as through industry wide image building. The findings also suggest that family is an influencing factor in the decision to move to senior housing and thus the developer must market to them as well.