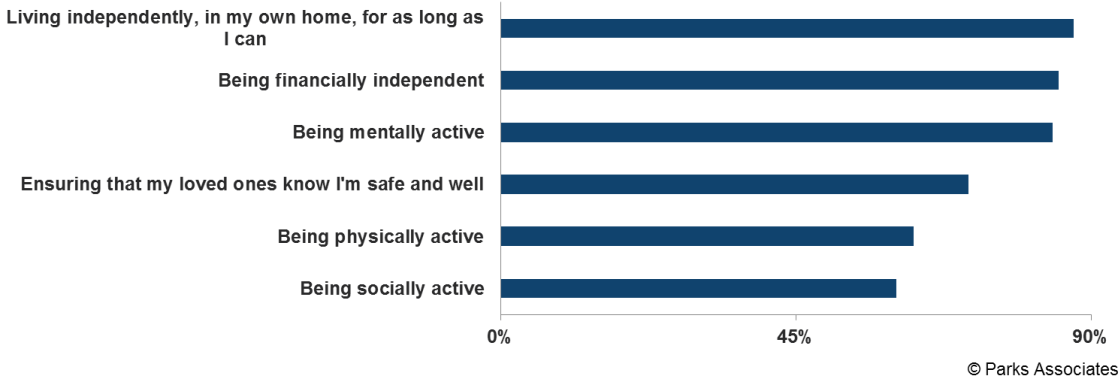


Highly Important Aspects of Retirement Life

US Broadband Households 65 and Older



Consumer Analytics Team



Keshav Jaiswal, Researcher

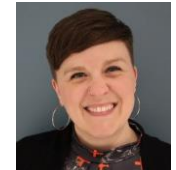


Yilan Jiang, Director



Pooja Kamble, Researcher

Industry Analyst



Lindsay Gafford, Research Analyst

SYNOPSIS

Retailers, service providers, and device manufacturers are expanding the market of technology solutions that help seniors live safely and well in their homes. Mobile emergency response monitoring, daily activity monitoring, remote video-based communication and caregiving, and voice-first technologies addressing social isolation are a few examples of these next-generation products. This research analyzes the existing and anticipated independent living needs among people ages 50 and older, as well as their family caregivers. It explores consumers' motivation and perceptions about aging, quantifies current use of technologies to aid independent living today, and tests interest and likelihood to buy selected solutions/services, including those enabled by smart home technologies and products.

Key Questions Answered

- 1) What are housing trends among seniors, and what features and technology are appealing in their retirement residences?
- 2) What features of connected technology, including wellness and fitness wearables, are in highest use and demand among seniors?
- 3) What is driving seniors use or non-use of telehealth/virtual visit services and what factors most impact the experience?
- 4) What needs do seniors have or expect to have as they age, and how open are they to assistive technologies, products, and services?
- 5) What are top caregiver pain points, and how willing are caregivers to pay for independent living solutions?

Number of Slides: 78



CONTENTS

Executive Summary

- Industry Insight
- Key Findings and Market Impact

Senior Profile

- Demographic Distribution of Senior Households (Q2/19)
- Highly Important Aspects of Retirement Life (2018 - 2019)
- Technology Adoption Among Seniors (Q2/19)
- Technology Adoption Among Seniors (2016 - 2019)

Interest in Independent Living Solutions Among Seniors

- Top 7 Must-Have Features in an Independent Living System (Q2/19)
- Must-Have Features in an Independent Living System, Cont'd. (Q2/19)
- Likelihood of Purchasing Independent Living System (Q2/19)
- High Likelihood of Purchasing an Independent Living System by Demographics (Q2/19)
- Independent Living System Business Models
- Independent Living System Business Models (Q2/19)
- Preferred Channel for Purchasing Independent Living System (Q2/19)
- Reasons for Not Purchasing Independent Living System (Q2/19)

Caregiver Profile

- Market Size of Caregivers (Q2/19)
- Average Age of Loved Ones Attended by Caregivers (Q2/19)

- Residence of Loved One (Q2/19)
- Loved One's Independence (Q2/19)

Interest in Independent Living Solutions Among Caregivers

- Top 7 Must-Have Features of Independent Living System: Caregivers vs. Seniors (Q2/19)
- Must-Have Features of Independent Living System: Caregivers vs. Seniors, Contd. (Q2/19)
- Likelihood of Purchasing Independent Living System Among Caregivers (Q2/19)
- Likelihood of Purchasing Independent Living System: Caregivers vs. Seniors (Q2/19)
- Caregivers' Likelihood of Purchasing Independent Living System by Smart Home Device and Home Security System Ownership (Q2/19)
- Caregivers' Likelihood of Purchasing Independent Living System by Loved One's Level of Independence (Q2/19)
- Caregivers' Likelihood of Purchasing Independent Living System (Q2/19)
- Independent Living System Business Models
- Caregivers' Independent Living System Business Model Preferences (Q2/19)
- Caregivers' Preferred Channel for Purchasing Independent Living System (Q2/19)
- Reasons for Not Purchasing Independent Living System For Loved One (Q2/19)

Opportunities for Technology in Seniors' Residences

- Housing Characteristics of Senior Households (Q2/19)
- Future Residence Type (Q2/19)

- Consideration of Housing Alternatives (Q2/19)
- Appeal of Certain Features in Next Home (Q2/19)

PERS Market Overview

- Adoption of PERS Devices (Q2/19)
- Attitude Towards PERS Devices (Q2/19)
- PERS Device Capabilities (Q2/19)
- Purchase Channel for PERS Devices (Q2/19)
- Appeal of Smart Devices Used to Care for Loved Ones (Q2/19)

Telehealth Use and Preferences

- Methods of Accessing Telehealth Services (Q2/19)
- Reasons for Not Using Telehealth Service (Q2/19)
- Appeal of Telehealth Services (Q2/19)

Senior Health & Wellness Products and Services

- Concerns About Retirement Life (Q2/19)
- Caregivers' Concerns About Loved Ones (Q2/19)
- Health Condition of Loved One (Q2/19)
- Health Events of Loved One (Q2/19)
- Adoption of Connected Medical Devices by Age (Q2/19)
- Adoption of Connected Fitness/Wellness Devices by Age (Q2/19)
- Reasons For Purchasing Connected Health Devices (Q2/19)
- Most Useful Health Metrics For Connected Health and Fitness Devices (Q2/19)
- Receipt of Wrist-Worn Wearable Received from Friend/Family (Q2/19)

- Appeal of Connected Health to Connected Home Crossover Use Cases (Q2/19)
- Seniors' Use of Health Services (Q2/19)

Appendix

ATTRIBUTES

Parks Associates

5080 Spectrum Drive
Suite 1000W
Addison, TX 75001

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Toll free 800.727.5711

Authored by Lindsay Gafford, Keshav Jaiswal, Yilan Jiang, and Pooja Kamble
Executive Editor: Jennifer Kent

Published by Parks Associates

© 2019 Parks Associates | Addison, Texas 75001

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

DISCLAIMER

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.