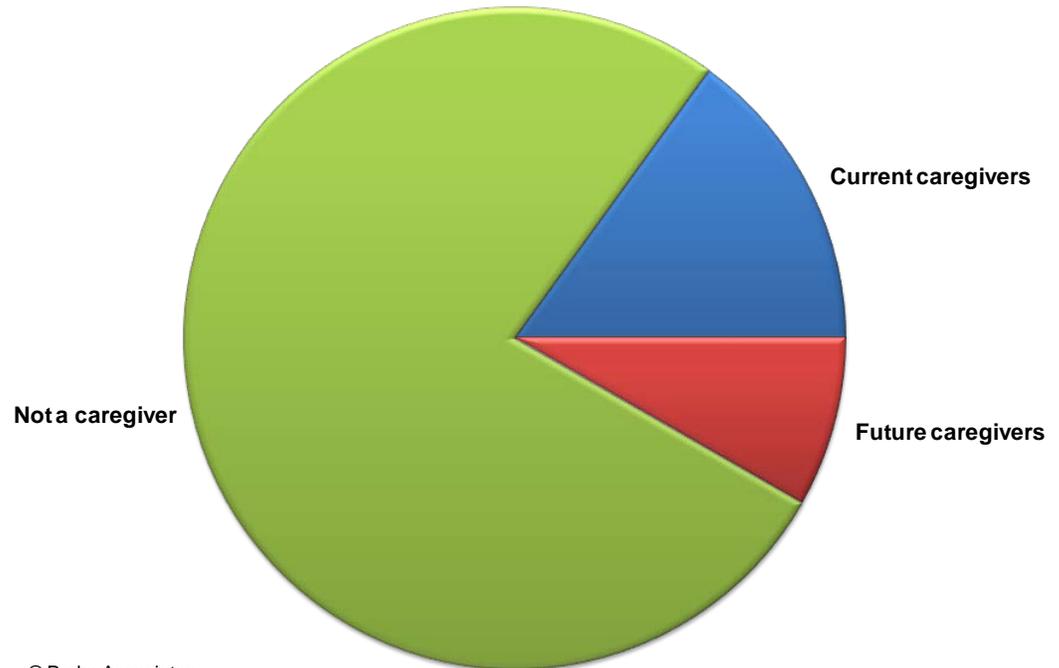


By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

SYNOPSIS

Digital technologies promise to help consumers care for family members with chronic health needs. *Supporting Caregivers: Digital Tools & Services* analyzes the market for these tools by sizing the market potential, identifying key consumer segments, and exploring the key drivers and inhibitors to adoption. Particular attention is given to three subgroups of caregivers: the caring for parents, those caring for spouses, and those caring for children.

Caregivers in U.S. Broadband Households



ANALYST INSIGHT

“Digital caregiving tools have potential, particularly among younger caregivers. At the same time, the tools must also appeal to the care recipients, who are often older and who also have a say in the decision to adopt.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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