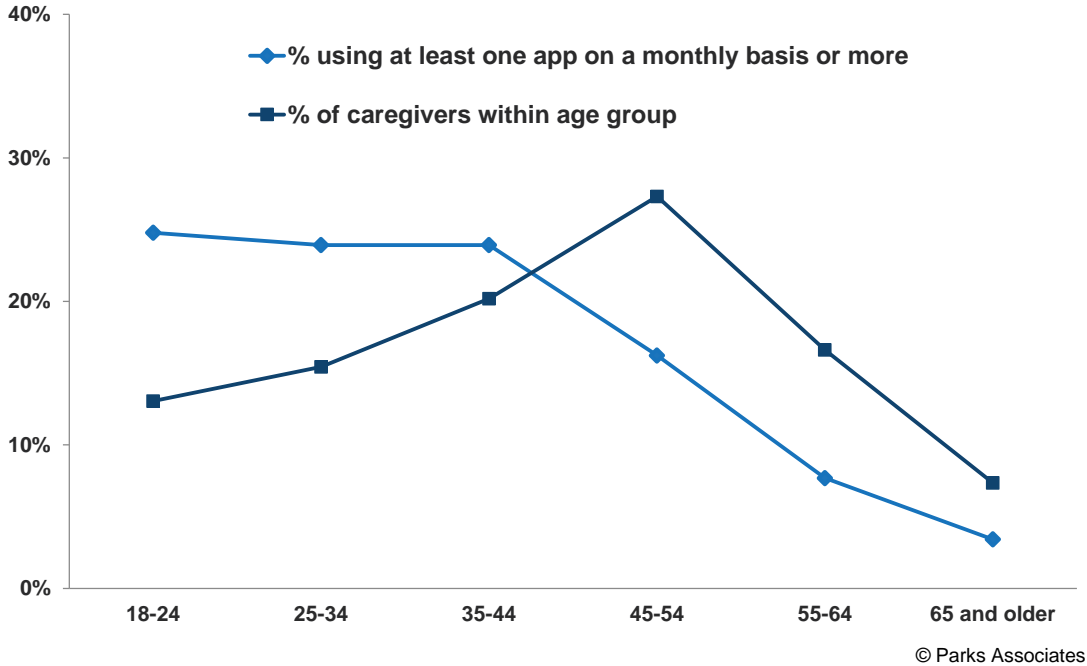


Caregivers: Age Distribution compared to Usage of Caregiving Apps Caregivers in U.S. Broadband Households



Consumer Analytics Team



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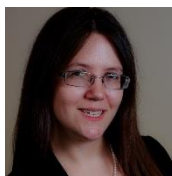


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SYNOPSIS

360 View Update: Independent Living Needs: Helping Aging Parents Thrive examines current and future caregiver status and time spent on common caregiving tasks. It also studies health status and concerns of age 65 and over individuals, as well as the common health challenges encountered in this age cohort. It analyzes technology interest and use in terms of current usage of app features for caregiving and tech interest among those 65+.

ANALYST INSIGHT

“Helping seniors living independently at their own home not only is a social responsibility but also makes economic sense for seniors and their family caregivers. Technology has advanced to the point that it can provide caregivers with peace of mind by passively tracking and monitoring a senior’s well-being without intruding in their loved one’s private life. And it benefits caregivers by reducing the stress and saving time incurred during caregiving.”

— Harry Wang, *Senior Research Director*, Parks Associates

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