**SYNOPSIS**

This *360 View Update* provides an analysis of existing and anticipated independent living needs among people age 50 and older. Based on survey data, this research explores consumers motivation and perception about aging, analyze key needs categories for independent living, explore their role as caregivers and resulting impact on their thinking about independent living, and test their interest and likelihood to buy for selected solutions/services, including those enabled by smart home technologies and products.

**ANALYST INSIGHT**

“Over the next several decades, there will be an increased demand for solutions aimed at improving the quality of life for seniors. These solutions, including smart homes, on-demand services, and autonomous vehicles, represent a vast market opportunity for interested players.”

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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
FAX 972.490.1133

Authored by Kristen Hanich, Yilan Jiang, David Mitchel, and Katherine Li
Executive Editor: Jennifer Kent

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