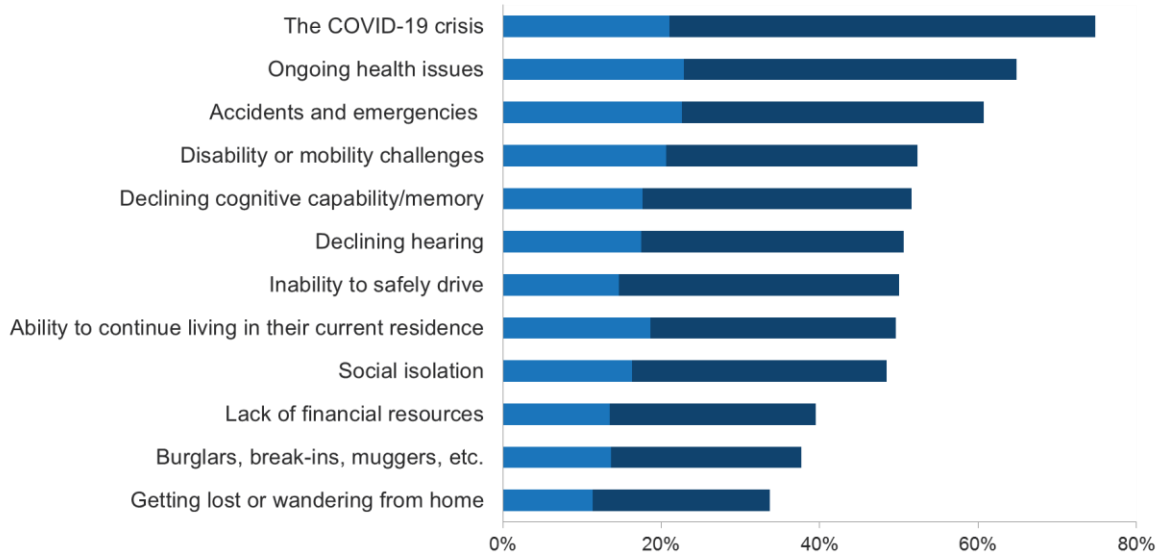


Caregivers' Concerns About Loved Ones

Caregivers in US Broadband Households

■ Concerned (Rating 5) ■ Highly concerned (Rating 6-7)



© Parks Associates

Consumer Analytics Team



Yilan Jiang, Director



Keshav Jaiswal, Consumer Insights Analyst II



Xiaofan Tan, Consumer Insights Analyst I

Industry Analysts



Jennifer Kent, Senior Director



Kristen Hanich, Senior Analyst

SYNOPSIS

COVID-19 exposed the vulnerability of our senior population. Seniors seek solutions that can keep them safe and well in their home but still connected to their loved ones and doctors. At the same time, retailers, service providers, and device manufacturers are expanding the market of technology solutions that support independent and safe living for seniors. This research quantifies the impact of the COVID-19 crisis on seniors and family caregivers, assessing concerns, pain points, and demand for technology products and services.

ANALYST INSIGHT

“A greater willingness on the part of seniors to try and adopt new technology presents opportunities for many players in the market. Increased adoption of smartphones and smart home devices among the senior population points to new avenues for services to engage with their senior members.”

— Kristen Hanich, *Senior Analyst*, Parks Associates

Number of Slides: 66

CONTENTS

Survey Methodology

COVID-19 Timeline

Executive Summary

- Industry Insight
- Senior Use of Video Conferencing Services
- YoY Changes in Senior Use of Telehealth Services
- Senior Technology Adoption
- Consideration of Housing Alternatives Among Seniors
- Appeal of Products for Caregiving Among Caregivers
- Preferred Independent Living System Purchase Channels

Impact of COVID-19 on Seniors

- Coronavirus Disease 2019 (COVID-19) Deaths and Cases, CDC COVID Data Tracker
- Impact on Seniors
- Impact on Caregivers
- Public Health Behaviors by Age
- COVID-19 Challenges by Age
- Services Used During COVID-19 by Age
- Seniors' First Time Using Services
- Use of Telehealth Services
- Use of Virtual Health & Wellness Tools by Age
- COVID-19 Impact on Spending Activities Among Seniors
- Spending Rollup
- Activities During COVID-19 Among Seniors
- Community Leaders' Handling of COVID-19

- Service Provider Handling of COVID-19
- Smartphone Adoption
- Smart Home Device Adoption
- Current Adoption

Impact of COVID-19 on Caregivers

- Market Size of Caregivers (2019 - 2020)
- Average Age of Loved Ones Attended by Caregivers (2019-2020)
- Residence of Loved One
- Loved One's Independence
- Caregivers' Concerns About Loved Ones
- Caregivers' Decisions Related to COVID-19 (Q2/20)

Demand for Independent Living Systems

- Appeal of Smart Products Used to Care for Loved Ones
- Top 10 Must-Have Features of Independent Living System: Seniors vs. Caregivers
- Must-Have Features of Independent Living System: Seniors vs. Caregivers, Cont'd.
- Likelihood of Purchasing Independent Living System Among Caregivers
- Independent Living System Purchase Channels
- Reasons for Not Purchasing Independent Living System

Seniors' Perspectives and Retirement Concerns

- Highly Important Aspects of Retirement Life (2018 - 2020)
- Retirement Concerns Among Seniors
- Consideration of Housing Alternatives
- Health Activities by Age



COVID-19: Impact on Seniors, Caregivers, and Independent Living Solutions

SERVICE:
WELLNESS AND
INDEPENDENT
LIVING

4Q 2020

Seniors' Health Device Adoption

- Overall Adoption of Connected Health Devices by Age
- Adoption of Connected Medical Devices by Age
- Adoption of Fitness/Wellness Devices by Age
- Panic Button Capabilities
- High Intention to Purchase Connected Medical Devices by Age

Senior Use of Telehealth

- High Familiarity with Digital Health Tools
- Telehealth Service & Self-Diagnosis App Use
- Telehealth Service Channels
- Reasons for Using Telehealth Services Among Seniors
- Medical Issues Consulted Using Telehealth Services
- Outcomes of Telehealth Service Visit
- Consumer Perception of Telehealth Service Quality by Age
- Telehealth Service Barriers Among Seniors
- High Important Telehealth Service Features by Age
- High Appeal of Telehealth Services by Age
- Likelihood of Using Telehealth Services

Appendix



COVID-19: Impact on Seniors, Caregivers, and Independent Living Solutions

SERVICE:
WELLNESS AND
INDEPENDENT
LIVING

4Q 2020

ATTRIBUTION

Parks Associates

5080 Spectrum Drive
Suite 1000W
Addison TX 75001

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Authored by Kristen Hanich, Keshav Jaiswal, Yilan Jiang, Jennifer Kent, and Xiaofan Tan
Executive Editor: Jennifer Kent

Published by Parks Associates

© 2020 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.