

By Lindsay Gafford, Research Analyst, and Jennifer Kent, Senior Director, Parks Associates

Synopsis	Consumer Attitudes toward Pirated Content															
<p>Over the next several decades, the number of Americans age 65 and older will double. Service providers, professional security monitoring, and PERS monitoring companies are exploring opportunities to serve this population. This report assesses the market for aging with independence and highlights leading use cases. It profiles leading efforts from service providers and manufacturers, examines business models and partnership requirements, and includes a five-year forecast of PERS and sensor-based independent living solutions.</p>	<div style="text-align: center;"> <h3>Emergency Response Devices Appealing to Caregivers</h3> <p>US Broadband Households Identified as Caregivers</p> </div> <table border="1"> <caption>Emergency Response Devices Appealing to Caregivers</caption> <thead> <tr> <th>Device Type</th> <th>Appealing (Rating 5)</th> <th>Very Appealing (Rating 6-7)</th> </tr> </thead> <tbody> <tr> <td>Traditional PERS device (panic button)</td> <td>~20%</td> <td>~40%</td> </tr> <tr> <td>Mobile phone app with location tracking & emergency response capability</td> <td>~20%</td> <td>~35%</td> </tr> <tr> <td>Smartwatch with PERS capability</td> <td>~20%</td> <td>~35%</td> </tr> <tr> <td>Sensor-based PERS system</td> <td>~15%</td> <td>~40%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Device Type	Appealing (Rating 5)	Very Appealing (Rating 6-7)	Traditional PERS device (panic button)	~20%	~40%	Mobile phone app with location tracking & emergency response capability	~20%	~35%	Smartwatch with PERS capability	~20%	~35%	Sensor-based PERS system	~15%	~40%
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<p>Publish Date: 4Q 19</p>	<p>“Alternative devices with emergency response capabilities—such as mobile phones, smart watches, smart speakers, and residential security systems—are competing with legacy PERS devices. Some industry players are taking advantage of the widespread penetration of these devices and finding ways to integrate more robust emergency response technology into the devices already in consumers’ homes, while others are utilizing these form factors to develop new PERS-specific solutions that appeal to a broader consumer base,” said Lindsay Gafford, Research Analyst, Parks Associates.</p>															
Key Questions																
	<ul style="list-style-type: none"> How is the definition of PERS expanding to include other form factors or home sensor-based systems? Do consumer electronics like smartphones, wearables, and smart speakers complement or compete with PERS solutions? How can companies in the PERS space more effectively market their solutions? What are some examples of successful and unsuccessful messaging with regards to the PERS market? What are the business models within the PERS industry, and how does this affect adoption of different PERS technology? 															

TABLE OF CONTENTS

Contents	<p>Bottom Line The PERS Spectrum Alternative Emergency Solutions Messaging for PERS: Empowering the User Business Models Opportunity in the Security Channel Innovation PERS Five-Year Forecast Implications and Recommendations Appendix Citations Attribution</p>
Figures	<p>PERS Adoption The Senior Assistive Solution Spectrum Emergency Response Devices Appealing to Caregivers Mobile Phones as a PERS Alternative Smart Watches as a PERS Alternative Smart Speakers as a PERS Alternative Residential Security as a PERS Alternative PERS Purchase Channels Examining the PERS User Base Consumer Interest in Security System Features PERS Technological Innovation & Product Design US PERS Forecast – Users US PERS Forecast – Revenue</p>
Attributes	<p>Parks Associates 5080 Spectrum Drive Suite 1000W Addison, TX 75001</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p> <p>Authored by Lindsay Gafford and Jennifer Kent Executive Editor: Tricia Parks Published by Parks Associates</p> <p>© December 2019 Parks Associates Addison, Texas 75001</p> <p>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.</p> <p>Printed in the United States of America.</p> <p>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.</p>