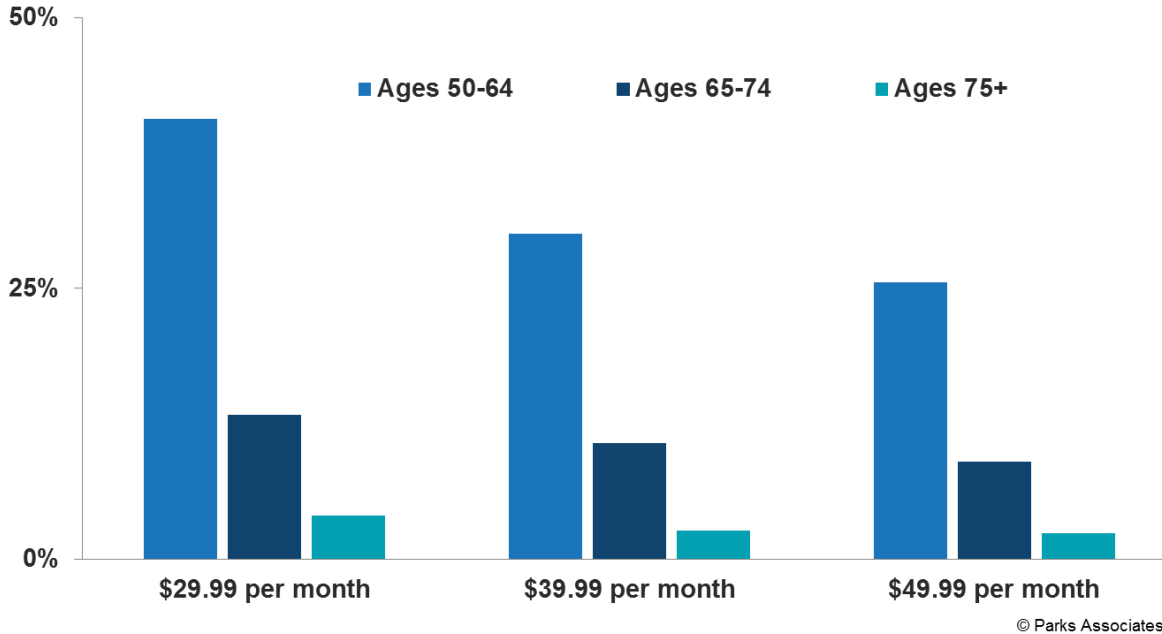


Willingness to Pay for Home Independent Living System, by Age

U.S. Broadband Households Ages 50+ Considering One or More Must-Have Independent Living Feature



SYNOPSIS

360 View: Health and Independent Living examines consumer needs, behaviors, and preferences in healthcare engagement and technology. The research provides an analysis of existing and anticipated independent living needs among people ages 50 and older. It explores consumers' motivation and perception about aging, analyzes key needs categories for independent living, explores their role as caregivers and resulting impact on their thinking about independent living, and tests their interest and likelihood to buy selected solutions/services, including those enabled by smart home technologies and products.

ANALYST INSIGHT

“The in-person office visit is the traditional foundation for the doctor-patient relationship, but as healthcare costs continue to increase, even this enduring standard of care is under consideration for changes. The push to engage consumers outside of the facility, combined with advances in consumer technology, has created several distinct markets for connected health products and services.”

— Jennifer Kent, *Senior Research Director*, Parks Associates

Consumer Analytics Team

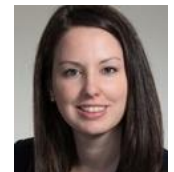


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Number of Slides: 128

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Published by Parks Associates

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