

Creating connected communities for aging well

Philips and Georgetown University's Global Social Enterprise Initiative surveyed 1,000 respondents in the United States, age 50-80, and interviewed residential and commercial developers to understand their thoughts and expectations around using technology to connect people from homes to resources in the community to stay independent as they age.

There's no place like home



91%

Want to live in their own home or apartment, including age-eligible homes and communities

- **4%** Care community
- **3%** Live with their children
- **1%** Assisted living communities
- **1%** Share a place with friends



96%

Say it's important to be as independent as possible as they get older

Disinterest and perceived cost in remodels and home upgrades



59%

Say they are not interested in upgrading their home



33%

Say it is too costly

only **15%**

Of those planning to remodel or retrofit their home, only 15% plan to pay whatever it takes to stay in their own homes as they age

Willing to invest in familiar tech

Nearly half (48%) of respondents 60+ are not planning to adopt smart technology in their homes

Respondents are also interested in practical technologies to help them **remain independent**, such as:

Of those not planning to upgrade, when it comes to **upgrading in-home technology**:

23%
Don't even know where to start



25%
Are not interested

42%
Say it's too expensive



58%

Stovetops/ovens that automatically shutoff

46%

Single remote control to manage everything in the home



However, people find value in **familiar technology** they use every day:



- 63%** High-speed internet
- 53%** Security system
- 50%** Automated thermostats
- 49%** WiFi



41%

Driverless car

Improving future communities and homes

Three most important factors for **communities**:

The most important factors for the **home**:



- **87%** High-speed internet access
- **83%** Nearby grocery stores
- **77%** Access to hospitals and medical centers
- **73%** Walkability



- **58%** Low-maintenance exterior
- **54%** Master bedrooms and baths on the first floor
- **54%** Effective lighting throughout the house
- **48%** Bathroom handrails

Respondents already **connect to the community using technology devices** (i.e. computers, smartphones, etc.) to...



51%

Order prescriptions



45%

Access government services from home (i.e. license renewal, filing taxes)



41%

Make doctors' appointments

The **top reason** those 60+ use technology devices is to **order prescriptions**, while those 50-59 mostly use them to **download entertainment**

What developers say

"Builders are concerned about making a home obsolete, meaning the pace of technology innovation is changing so rapidly that integrating technology-based systems into homes may quickly become outdated and hard to maintain or upgrade"

"The average tenant of senior housing is 81 or 82 years old... but might be using smart phones or cell phones to 'connect' to friends and family members and access basic services"

"Technology integration that might enable staying in homes longer will likely not be addressed for another 10-15 years"

