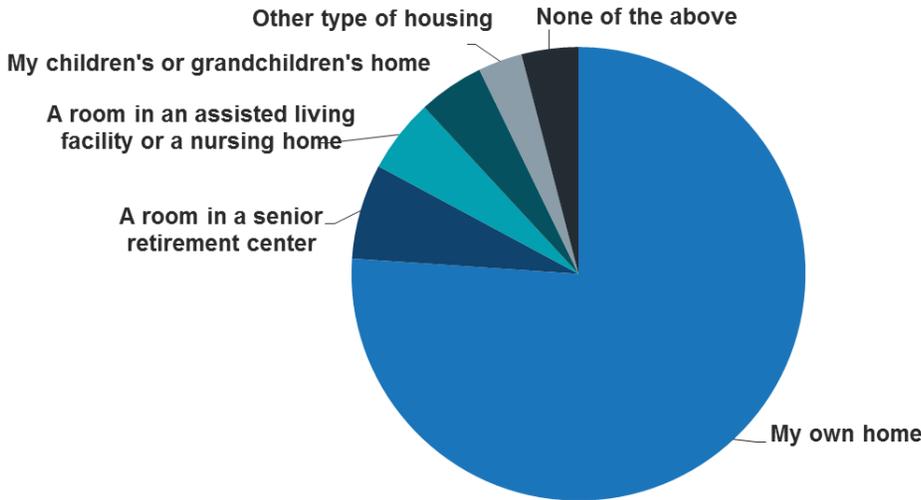


**Expectation on Most Likely Place to be Living at Age 80**  
U.S. Respondents Age 40 and Older



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**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.”

— Kristen Hanich, *Research Analyst*, Parks Associates



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