
Senior Living Communities: Smart & Connected Living

Prelim Survey Plan

2026 Channel Analytics Study



PARKS
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Attribution

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Senior Living Communities: Smart & Connected Living

This study analyzes the smart technology strategies of senior living communities – spanning independent living, assisted living, and continuing care retirement communities (CCRCs). Based on surveys with community owners and operators, it identifies adoption and interest in connected solutions including remote monitoring, digital health, emergency response, voice assistants, resident engagement platforms, communication tools for family members, and smart home amenities for residents. This study examines the current state of networking at these properties and the value that bulk internet and managed Wi-Fi can bring.

The research highlights the operational benefits and resident outcomes that drive investment, while also identifying barriers such as cost, integration, connectivity, and staff training. It provides a roadmap for technology vendors and service providers looking to support healthy aging through connected innovation.

This study draws from Parks Associates' Q2 2026 survey of 150-200 key decision makers in US companies that own or operate senior living facilities. This includes retirement communities, independent living facilities, CCRCs, and nursing homes. The survey includes quotas on company-size and property-size.

Key Questions Addressed:

- What are the primary factors driving investment into connectivity and smart aging tech in senior living communities?
- Which technologies are most of interest to these communities?
- What are the top barriers to deployment of smart aging technologies in senior living communities?
- How do senior living communities find and evaluate potential technology partners?
- What is the timeline for investment decision making?

Preliminary Outline:

1. Smart Technology Adoption in Senior Living Communities
 - Types of smart building technologies adopted
 - Electronic access control systems
 - Video surveillance
 - Smart thermostats
 - Smart water leak detectors
 - In-unit smart device amenities
 - Types of health technologies adopted
 - In-unit personal emergency response solutions
 - Health tracking wearables for residents
 - Stove/oven sensors
 - In-unit motion sensor systems
 - Telehealth consultations
 - Smart speakers and/or voice interfaces

- Communication or messaging apps
 - Distribution of technologies across company footprints
 - Smart building platform adoption
 - PMS brand adoption
- 2. Resident Amenities
 - Amenities offered to residents
 - Devices included in smart device packages
 - NPS of resident amenity solutions
 - Use of resident digital tools
 - Community event and resident engagement
 - Communication or messaging systems
 - Service requests (package management, room service, etc)
- 3. Internet and Connectivity
 - Resident Connectivity Landscape in Senior Living Communities
 - Types of Wi-Fi networks deployed
 - Satisfaction with Wi-Fi networks
 - Managed Wi-Fi adoption
 - Drivers for managed Wi-Fi deployments
 - Wi-Fi Accessibility in Senior Living Communities
 - Resident rooms
 - Parking lot/garage
 - Elevators
 - Pool and outdoors amenity areas
 - Fitness center and indoor amenity areas
 - Hallways
- 4. Drivers and Barriers of Technology Deployment
 - Impact of smart technology deployments on...
 - Resident health outcomes
 - Resident satisfaction
 - Operating efficiencies
 - Operating costs
 - Employee retention
 - Safety incidents
 - Drivers of technology deployments, methods of measuring effectiveness for
 - Improved patient outcomes, risk reduction, automated compliance and outcomes reporting, cost control/cost reduction, resident preference, family member preference
 - Barriers to smart solution deployments
 - Cost, insurance coverage, HIPAA, resident tech affinity, family member preference
- 5. Future Roadmaps
 - Major company initiatives
 - Technology standardization efforts
 - Centralization of operations
 - Environmental sustainability goals
 - AI Strategies
 - Plans on deploying technology in the next five years
 - Health technologies

- Property technologies
 - Estimated timeline and scale of decision-making
 - Technology deployment strategy – retrofit vs. new construction vs. acquisition-focused
 - Preferences when selecting technology partners and vendors
- 6. Market Sizing – Largest Property
 - Characteristics of largest property
 - Age, size, type of property, classification
 - Technologies installed
 - Analysis by age, property type
 - Type of connectivity used (Wi-Fi, Ethernet, cellular, IoT hub/gateway, POTS, etc)
 - Internet
 - Wi-Fi adoption and access point locations

Respondent Overview

Demographic questions typically asked in Parks Associates quarterly surveys, which may be used for analysis where relevant, include the following:

- Company type
- Length of ownership
- Types of properties owned or managed
- Types of housing included in company portfolio
- Types of buildings owned or managed in portfolio
- Company annual revenues
- Number of properties in portfolio
- Number of residential units in portfolio
- Size of properties included in portfolio
- Company operating regions