



66.9% of UK seniors looking at senior living options say that strong connectivity is a critical factor

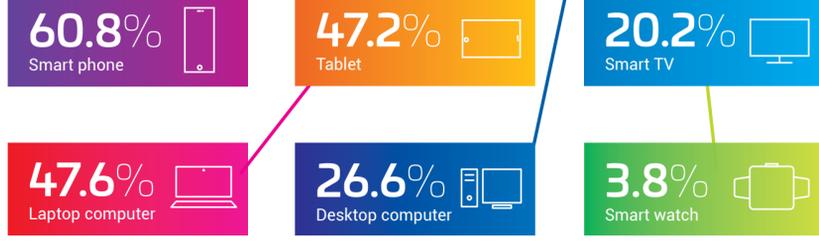
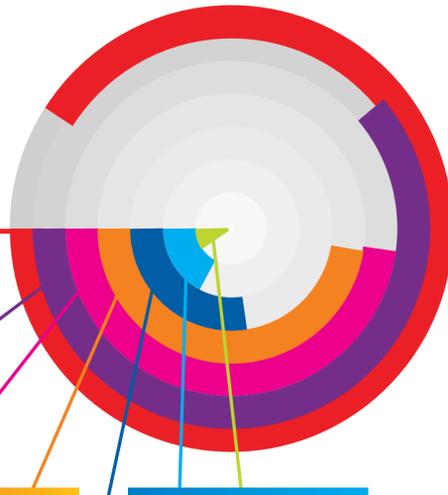
A survey of more than 1,000 seniors aged 65+ in the UK—the vast majority of them not yet living in a senior care setting—revealed a strong preference for continuing and expanding their digital lives once they move to a senior living environment. In fact, more than 2/3 of them place strong connectivity among the most important factors in their final decision.

This is a strong signal to senior living facilities that their facilities are being judged for connectivity as well as quality of care.

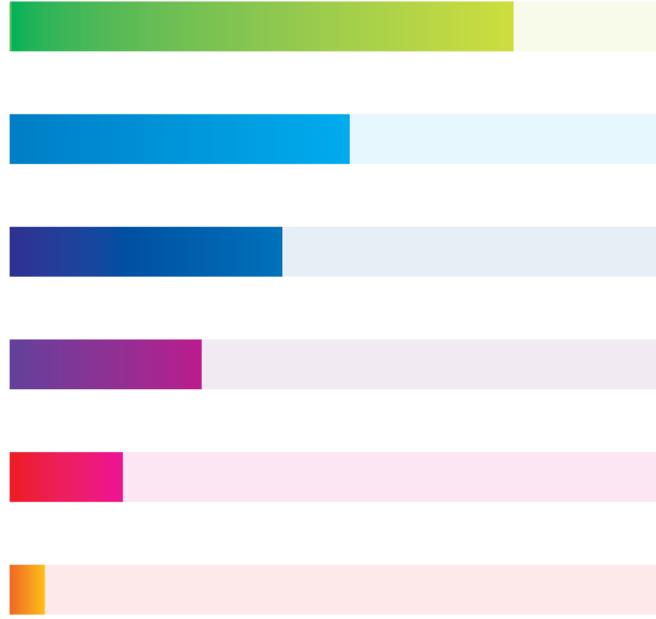
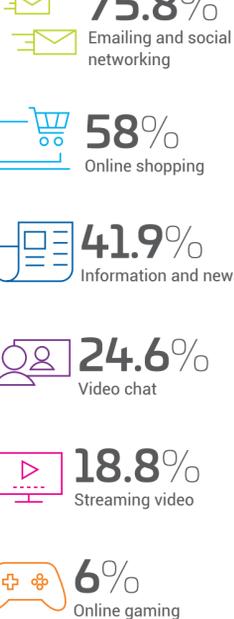


91.3%

own at least one internet-connected device, with the majority owning smart phones.

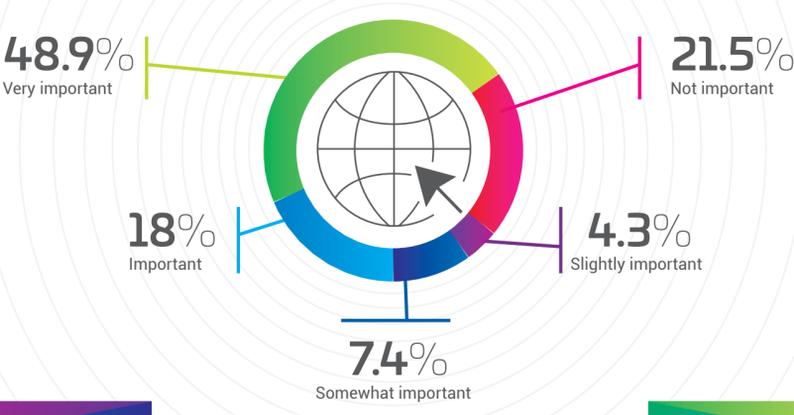


Seniors connect for a wide variety of reasons

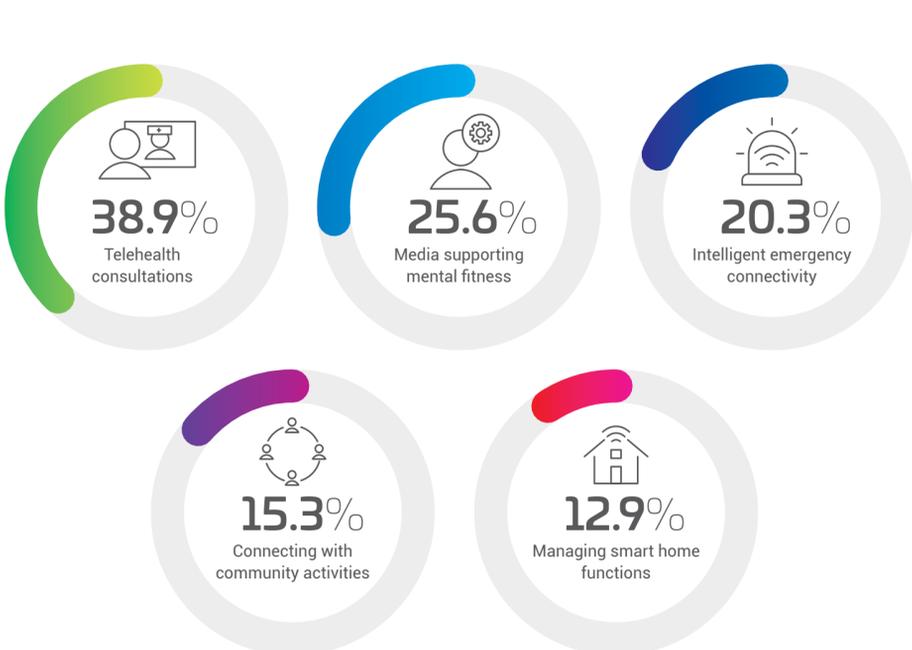


Connectivity is central to choosing a senior living facility for 66.9% of seniors.

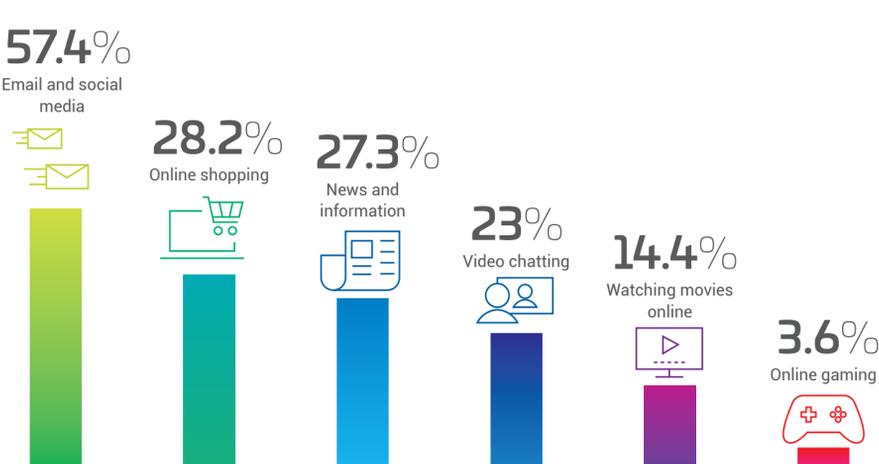
Internet connectivity is:



Seniors who value connectivity in senior care see many uses for it



Among connected seniors, a lack of internet would make them miss:



The bottom line:

UK seniors are tech-savvy and depend on their connected devices to stay in touch with friends, family and doctors. They are highly discriminating in their choice of senior living arrangements. The availability, quality and flexibility of your facility's digital amenities can be a critical factor in seniors' decisions—because they understand that, while living arrangements may change, their expectations of a strongly connected digital life will remain as ever.