

**SIMON  
MYERS**



**TREND REPORT**

# **AGING IN PLACE: FIVE WAYS FORWARD**

# AGING IN PLACE: 5 WAYS FORWARD

This report investigates how smart home technologies, sustainability, safety, and wellness all intersect with the continuing need for home modifications to better serve an ever-increasing population of aging homeowners.

## WE ARE SIMON / MYERS

We're built to transform and accelerate brands in home improvement and construction, focusing on innovative marketing solutions.

Our mission is to empower brands with insights, strategies and creative that drive impactful transformations of their business. We believe in the power of data-driven decisions, and our extensive research into consumer preferences and trends within the aging-in-place space reflects this commitment.

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We are based in Chicago, and work with clients across the U.S. and globally.

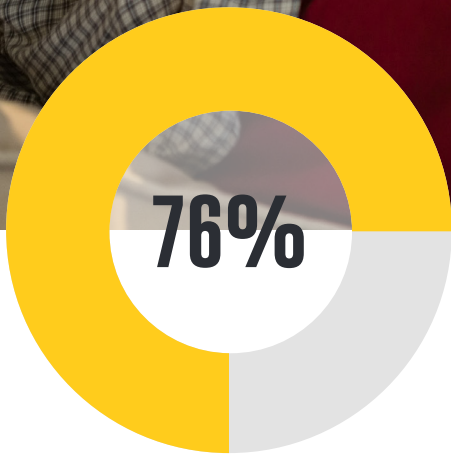
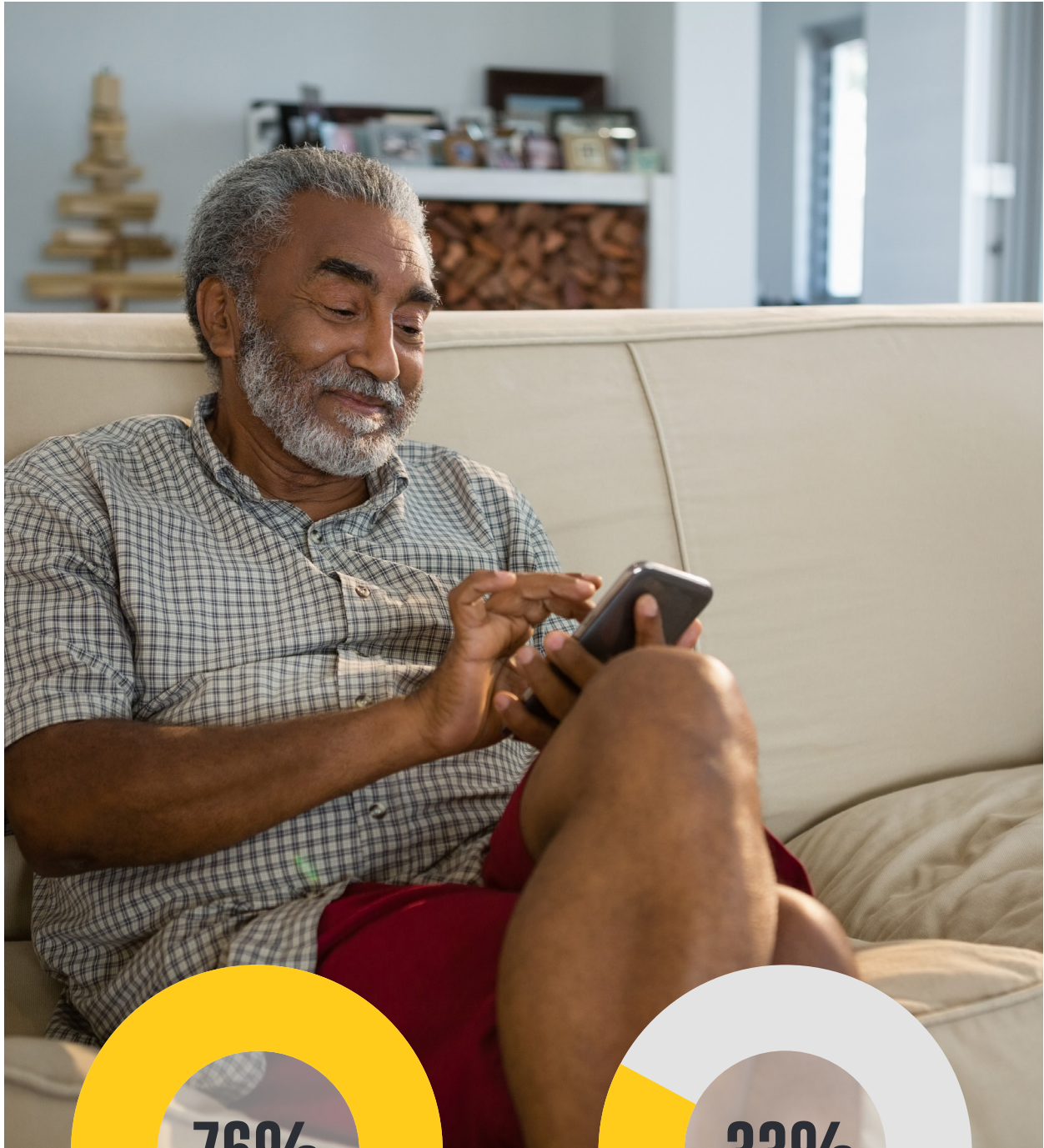
Among our services:

**Branding** – From brand identity to sales support to full campaigns.

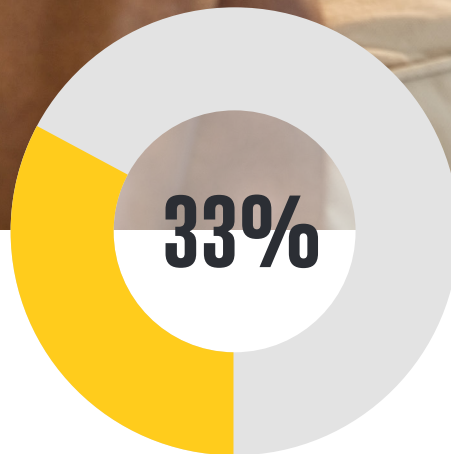
**Digital** – From social strategy to content creation to site design & UX.

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**Consulting** – From quant/qual research to long-range planning.



**CAREGIVERS WHO CONSIDER SMART HOME TECH EXTREMELY IMPORTANT**



**CURRENT AIP PEOPLE THAT SAY THEY VALUE SMART HOME TECH**

**TREND 1**

# WHERE THE WISDOM OF AGE MEETS THE BRILLIANCE OF TECH

Smart home technology is rapidly transforming the way we think about aging in place. From AI-driven health monitoring systems to advanced home automation, these technologies provide unparalleled safety, convenience, and independence for AIP individuals. Imagine a home where the resident's health is constantly monitored by discreet sensors that alert caregivers at the first sign of trouble, or where voice-activated systems control everything from lighting to security, ensuring ease of use for those with mobility issues.

The future of aging in place lies in these intelligent systems that not only react to current needs but also anticipate future requirements. For instance, AI algorithms can learn an individual's routines and detect deviations that may indicate health issues, allowing for early intervention and potentially life-saving measures.

**KEY TAKEAWAYS**

- 1 AI-driven health monitoring systems will become a staple in AIP homes, ensuring continuous safety and care.
- 2 Future smart home technologies will be seamlessly integrated into daily life, helping to make aging in place not just possible but preferable to alternatives.

## TREND 2

# AN EMPHASIS ON WELLNESS

Wellness is more than a trend. It's a fundamental shift in how homes are designed for those aging in place. Future-forward wellness features include biophilic design elements that bring nature indoors, such as living walls and large windows with scenic views, which have been shown to reduce stress and improve mental health. Additionally, ergonomic designs and adaptive technologies will become increasingly sophisticated, offering personalized comfort and support.

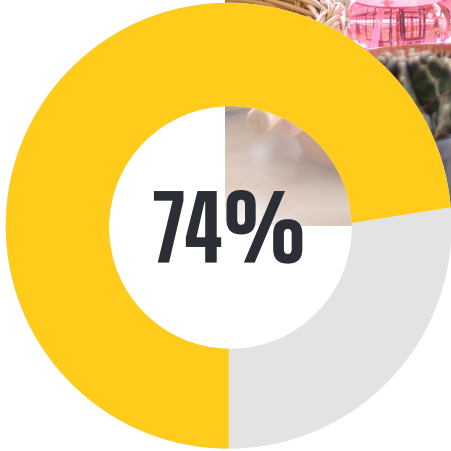
We'll see homes equipped with adjustable furniture that adapts to the user's needs throughout the day, or indoor air quality systems that ensure a constant supply of fresh, clean air. These innovations are not just about preventing illness but enhancing overall well-being, making homes truly supportive environments for aging individuals.

### KEY TAKEAWAYS



- 1 Future home wellness feature sets could consist of adaptive furniture and air quality systems, ensuring personalized comfort and health.
- 2 Access to nature is highly valued by those aging in place, promoting mental and physical well-being through nature-inspired design elements.

"I want to age in a familiar place. There is no comfort like the comfort of your own home."  
 –Future AIP Person



**RANKED WELLNESS FEATURES AS EITHER VERY OR EXTREMELY IMPORTANT FOR HOME DESIGN<sup>†</sup>**

*<sup>†</sup>Average of all respondents*

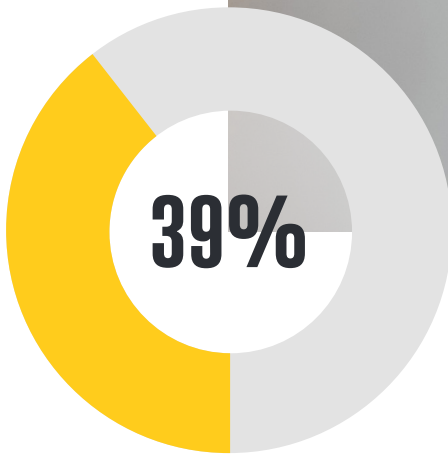


**RANKED ACCESS TO NATURE AS CRITICAL TO HOME DESIGN; MORE THAN ANY OTHER FEATURE\***

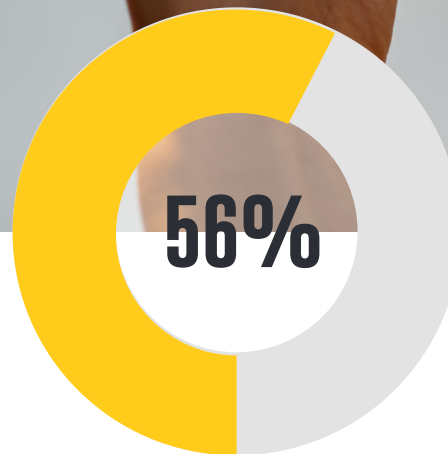
*\*30% ranked it as the most important feature.*

"It's more comfortable and less expensive to be able to age on my own. I like where I live, and don't want to be dependent on strangers, so I have to make sure I'm doing what I can to save."

—Current AIP Person



**FUTURE AIP HOMES THAT PLAN TO INCLUDE SUSTAINABILITY AND ECO-FRIENDLY FEATURES**



**AIP PEOPLE WITH LIVING EXPENSES AS ONE OF THEIR TOP 3 CONCERNS FOR INDEPENDENT LIVING**



**TREND 3**

# SEEKING SUSTAINABILITY

Sustainability is not just a buzzword. It's a core component of the future of aging in place. Home modifications such as solar panels, rainwater harvesting systems, and energy-efficient appliances are already becoming increasingly popular. These features not only reduce environmental impact but also offer significant cost savings, making them an attractive option for homeowners on a fixed income.

The next frontier in sustainable AIP homes could include innovations like energy-sharing communities where homes generate and share renewable energy, or smart grids that optimize energy use across entire neighborhoods. These advancements will make sustainable living more accessible and practical for aging individuals, ensuring that their homes are not only environmentally friendly but also economically viable.

**KEY TAKEAWAYS**

- 1** AIP homes of the future will heavily incorporate renewable energy solutions, reducing both costs and environmental impact.
- 2** Energy-sharing and smart grid technologies will revolutionize sustainable living, making it more efficient and community-oriented.

## TREND 4

# TOP PRIORITIES: PRACTICALITY AND FAMILIARITY

Caregivers and those aging in place often have different priorities when it comes to home modifications. Both the present and future of AIP design aims to bridge these gaps with innovative solutions. Caregivers focus on smart home and sustainability features for enhanced safety and efficiency, while those aging in place prioritize comfort and familiarity. Future home designs will blend these needs seamlessly, creating environments that are both technologically advanced and deeply comforting.

Imagine homes with customizable environments that can be adjusted based on who is present — a caregiver’s needs for high-tech monitoring could coexist with an elderly person’s desire for a cozy, familiar setting. Innovations such as modular designs that allow for easy reconfiguration of spaces will cater to the evolving needs of both caregivers and those receiving care.

### KEY TAKEAWAYS

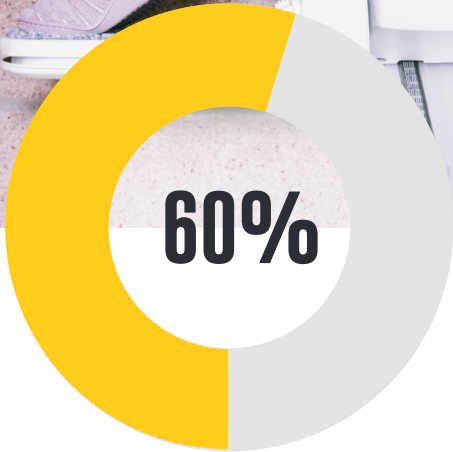


- 1 Future AIP homes will feature customizable environments that adapt to the needs of both caregivers and those aging in place.
- 2 Innovations in modular design will allow for spaces that can be easily reconfigured to meet changing needs.

"The main factor is their safety and comfort, because I like that she always feels good and supported by me."  
-Caregiver



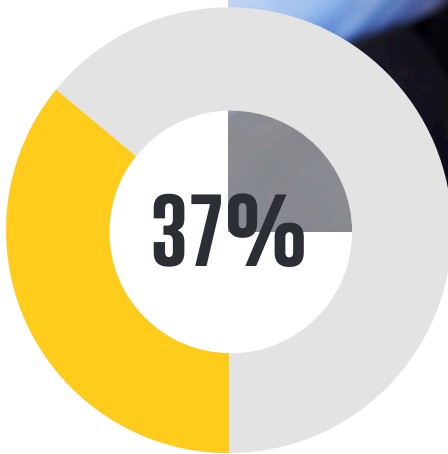
**CAREGIVERS ARE MORE LIKELY TO INVEST IN SMART HOME AND SUSTAINABILITY FEATURES**



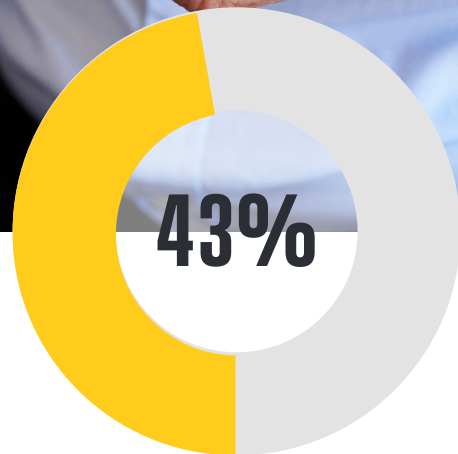
**AIP PERSONS WHO PRIORITIZE COMFORT AND FAMILIARITY**

"If she was at home alone and had a fall for an emergency, she is able to get a hold of several different people be it the voice activated speaker or her medical alert button."

-Caregiver



**CAREGIVERS WHO RANKED MEDICAL EMERGENCIES AS A TOP 3 CONCERN FOR AIP INDEPENDENT LIVING**



**PEOPLE CURRENTLY AGING IN PLACE WHO RANKED MEDICAL EMERGENCIES AS A TOP 3 CONCERN FOR AIP INDEPENDENT LIVING**

**TREND 5**

# SAFETY FIRST

Emergency preparedness is a cornerstone of safe aging in place. Future-forward emergency solutions include integrated emergency response systems that provide real-time alerts to caregivers and emergency services, ensuring a rapid response to any situation. Additionally, advancements in energy storage solutions, such as home batteries and microgrids, will ensure that essential systems remain operational during power outages.

Future homes will also feature smart evacuation plans with automated alerts and guidance systems that assist residents in safely exiting the home during emergencies. These technologies not only enhance safety but also provide peace of mind, knowing that help is always available when needed.

**KEY TAKEAWAYS**

- 1** Emergency preparedness measures include integrated systems that provide real-time alerts and rapid responses, providing peace of mind and security in emergency situations. The popularity of these systems will continue to grow.
- 2** Advanced evacuation systems will guide residents to safety during emergencies, ensuring comprehensive preparedness.

# OUR METHODOLOGY

We conducted a 15-minute national online survey from late November to mid-December 2023 that included both open- and closed-ended questions. We aimed to gather comprehensive data on the priorities and preferences of caregivers and those aging in place regarding home modifications.

Participants included individuals aged 55 and older, those currently committed to aging in place, and those planning to age in place within the next 10 years. The survey captured a diverse range of perspectives, ensuring a well-rounded understanding of AIP needs.

## DEMOGRAPHICS OF PARTICIPANTS

- 39% caregivers
- 21% current AIP persons
- 40% future AIP persons

Our goal was simple: to uncover the top product features and modifications homeowners seek for AIP, and to identify solutions with the highest return on investment.





## YOUR LEFT BRAIN IS SMILING.

Thank you for exploring our aging-in-place insights.

As you consider the implications of this growing trend for your brand, we invite you to consider Simon/Myers as your strategic partner. From market research, digital marketing, and branding to tackling the tactile and tangible with our SMX experiential unit, we're here to take your brand to the next level in the eyes of this unique audience.

To learn more about us and stay updated, visit our website:

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