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.

Seniors connect for a wide variety of reasons

- Online shopping: 58%
- Information and news: 41.9%
- Video chat: 24.6%
- Streaming video: 18.8%
- Online gaming: 6%

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

- Internet connectivity: 48.9%
- TV connectivity: 21.5%
- On-demand video: 18%
- Phone connectivity: 7.4%

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

- Email and social media: 75.8%
- Online shopping: 58%
- Emailing and social networking: 41.9%
- Very important: 24.6%
- Not important: 18.8%
- Important: 6%

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

- Email and social media: 57.4%
- Online shopping: 28.2%
- Information and news: 27.3%
- Video chat: 23%
- Online gaming: 16.4%
- Managing smart home functions: 3.6%

The bottom line:

UK seniors are tech-savvy and depend on their connected devices to stay in contact 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 strong as ever.