

# Trends to Attract More Residents to Senior Living Communities



92%

of Baby Boomers

surveyed say staying independent and self-sufficient is important.



76M

Baby Boomers

in the United States as of 2023.



70%

of Baby Boomers

surveyed say provided community amenities and services essential or desirable.

## INTRODUCE TECHNOLOGY



### Cleaning Technology:

Robotic floor scrubbers, like Cobi 18 by ICE Cobotics, can be deployed to clean floors by anyone, making it easy to support cleanliness and health, even if cleaning staff are not on site.



### Embedded Technology:

Sensors and microprocessors in appliances, furniture, and clothing collect data that helps diagnose diseases and risk patterns. Helps maintain safety, independence, and can help lower cost of living.



### Smart Home Technology:

Adds multiple levels of safety by allowing residents to gain assistance through voice command and provides residents with digital reminders that support health and wellness.

## ENHANCE THE ENVIRONMENT



### Urban Locations:

Baby Boomers living in cities prefer to stay in urban areas that resemble the homes they are accustomed to. City locations provide opportunities for longer independence due to amenities on site or in closer proximity.



### Multi-Generational Communities:

Creates opportunities for younger dwellers to keep an eye on older citizens and makes communities more affordable and safer.



### Personalized & Luxury Aesthetics:

Baby Boomers prefer modern, luxury, and personalized aesthetics in their home.

## PROVIDE AMENITIES



### Health & Wellness:

Add onsite activities that support overall health and wellness such as gyms, green spaces, art studios, yoga, meditation classes, etc.



### Entertainment:

Add spas, pools, and restaurants in the building or close by so seniors don't have to travel far from home; makes venturing out safer and more accessible. This supports a level of independence.



### Ability to Pursue Passions:

Opportunities that provide exposure to a resident's passion are becoming more popular. Bringing chefs or performing artists right to residents allows them more one on one attention.