

ENTERTAINMENT EXPECTATIONS ARE CHANGING FOR SENIORS

SENIOR ENTERTAINMENT HABITS ARE GROWING

DID YOU KNOW?

When residents have down time they enjoy watching TV. Television is a companion, a link to the outside world, a source of comfort and entertainment, and a connection to other people through shared conversations about what is on TV.¹

72%

OF BABY BOOMERS

WATCH TV CHANNELS AT THEIR REGULARLY SCHEDULED TIME²

15.2%

OF SENIORS OVER 75 HAVE VISION LOSS

VOICE-ENABLED TECHNOLOGY AND INTERACTIVE GUIDES MAKE IT EASIER TO FIND FAVORITE CHANNELS³

46%

OF SENIORS OVER 65 STREAM TV CONTENT

MOST RESIDENTS WOULD PREFER TO WATCH TRADITIONAL TV; ALTHOUGH THIS IS CHANGING²

“The primary gratifications the aging audience sought from media, including TV, were a sense of being more involved in the world, entertainment, acquiring information and passing time.⁴”

- CENTER FOR MEDIA LITERACY

ENGAGEMENT IS MORE THAN GROUP ACTIVITIES

94%
CONNECT WITH LOVED ONES⁵

23%
TAKE ONLINE CLASSES⁵

19%
STAY PHYSICALLY ACTIVE⁵

12%
ENJOY HOBBIES/PROJECTS⁵

DID YOU KNOW?

Older adults who participated in social activities (for example, played games, belonged to social groups, attended local events, or traveled) or productive activities (for example, had paid or unpaid jobs, cooked, or gardened) lived longer than people who did not report taking part in these types of activities.⁶



People who are involved in hobbies and social and leisure activities may be at lower risk for some health problems.⁷”

-NATIONAL INSTITUTE ON AGING

DID YOU KNOW?

The assumption that older individuals rely less on technology than others may be increasingly inaccurate. Providing this lifestyle can be simple and easy to adopt with the right technology!

SENIOR TECH ADOPTION IS GROWING



55 MILLION

seniors want technology to help enrich their lives⁸

DURING COVID-19

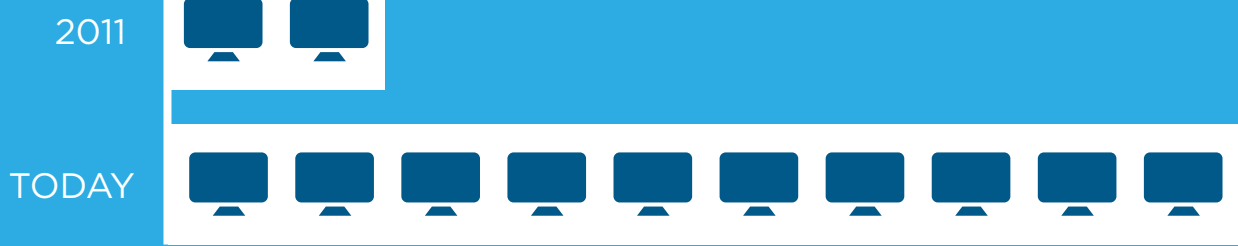
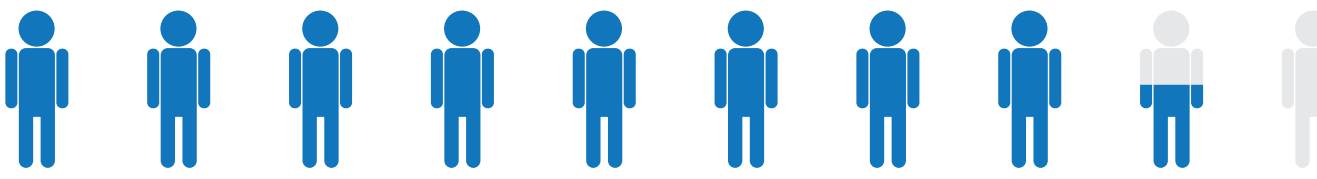
overall internet usage
↑ 25%

unique devices accessing the network
↑ 30%

A survey of residents by Dallas-based operator Buckner Retirement Services found that while

55% of seniors never participated in a video call before the pandemic,
52% plan to continue using them after the lockdowns are over⁹

85% of residents are online in senior living communities⁹



In 2011, the average *couple* in independent living had 2 internet-connected devices. Today, that exact same demographic has 8-10 devices.⁹

Is it time to migrate to something *better*?
Something *integrated*?
Something that combines the *best of entertainment and engagement*?

MAKE THE TV THE FOUNDATION FOR GREAT ENTERTAINMENT AND ENGAGEMENT

Great entertainment for every senior living community now includes customized TV programming, dedicated in-room Internet, and modern phone service in a bundled package that both you and your residents will like. But why stop there? With Sentrics, the TV is also the foundation for great entertainment and engagement that captivates the mind, body and spirit for a whole-health experience. All you need is one TV, one set-top box and one big-button or voice-controlled remote to provide an integrated entertainment and engagement experience your residents will love and you can make happen.

SENTRICS®

Vibrant Technology Surrounding Seniors with Care.

CONTACT CONTACT ME WITH MORE INFORMATION!

Sources:
1. TV and later life: a link to the outside world
2. Broadcast TV Still Tops Digital Video
3. Special Report on Aging and Vision Loss
4. Lifeline or Leisure?: TV's Role in the Lives of the Elderly
5. Phone Calls, Social Plans, and Entertainment As Prescriptions for Older People's Loneliness
6. What Do We Know About Healthy Aging?
7. Participating in Activities You Enjoy
8. Older American's' Technology Usage Keeps Climbing.
9. Are You Technologically Prepared?