Using Technological Innovations Across Megaregions to Enhance the Mobility and Access of Seniors

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Main Topics:

- Aging Trends in Megaregions
- Aging and the Shared Economy
- Focus Groups: Insights from Seniors
- Preliminary Conclusions
Aging in Megaregions: Challenges and Potential

- **The Silver Tsunami:** those 65+
  - 2030 = 20+% of US population
  - 2030 = 20% of 65+ will be 80+
  - 2016 = 83% of those 65+ lived in metropolitan regions
    - 55% lived in Suburban Areas
    - 28% lived in Principal Cities
Seniors are Aging in Low Density Places Driving More

- Seniors less likely to move than:
  - younger people
  - seniors just a few decades ago

- Aging in place = automobility
  - 1996: 6.6% moved; 76% had licenses
  - 2001: 3.8% moved: 82% had licenses
  - 2008: 3.7% moved: 86% had licenses
  - 2013: 3.7% moved: 91% had licenses
  - 2016: 3.2% moved: 94% had licenses

- 3.2% moved = 4.3% of all movers

- They moved to or stayed in:
  - Suburbs – 55% (+)
  - A Principal City – 32% (-)
  - Non-Metro area – 13% (+)

- Two seniors moved “out” for every one that moved “in”
The Reality of Aging in Place in the U.S.

- Seniors are good drivers but their skills decline as they age.
  - it’s expensive to maintain a car.
  - they eventually stop driving.
  - then face limited suburban mobility & access.
- Lost mobility = social isolation that leads to increased morbidity.
The Potential of the Shared Economy

- Home delivery can compensate for mobility losses
- Vetted service personnel can address home and repair needs
- Restaurant deliveries can offset inability to dine out
- Meal kit services can improve health through proper nutrition
Qualitative Research: Focus Groups Asking Seniors:

- their perceptions, opinions, and attitudes about:
  - Local grocery delivery
  - Other local product deliveries
  - Local restaurant deliveries
  - TN services (Lyft, Uber)
  - Meal kit services
  - On-line clothing shopping
  - On-line shopping for staples, craft supplies
  - Local chore/task services
Ten Diverse Focus Groups

- Two pilot groups – 11 participants
- Eight actual focus groups – 79 participants:
  - 68 – 98 years old
  - 83 women, 7 men
  - 14 married/partnered
  - 84% still drove
What Participants Knew

- Many participants had not heard about most of these services
  - Men were more likely to know about and have used some services

- There were many misconceptions about what services were/did

- There was some interest in learning more as discussions progressed
## Focus Group Discussions

<table>
<thead>
<tr>
<th>Use Now or Used in the Past?</th>
<th>YES</th>
<th>% of Total Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local grocery delivery</td>
<td>4</td>
<td>5.1%</td>
</tr>
<tr>
<td>Local delivery of other products</td>
<td>2</td>
<td>2.5%</td>
</tr>
<tr>
<td>Local restaurant delivery</td>
<td>2</td>
<td>2.5%</td>
</tr>
<tr>
<td>Transportation network services</td>
<td>2</td>
<td>2.5%</td>
</tr>
<tr>
<td>Meal kit delivery services</td>
<td>3</td>
<td>3.8%</td>
</tr>
<tr>
<td>On-line clothing shopping</td>
<td>6</td>
<td>7.6%</td>
</tr>
<tr>
<td>On-line staples/craft shopping</td>
<td>4</td>
<td>5.1%</td>
</tr>
<tr>
<td>Local chore/task services</td>
<td>0</td>
<td>na</td>
</tr>
</tbody>
</table>

N = 79
Common Discussion Themes I

- No internet or smart phone experience
- Unwilling to give credit card info
- Reluctant to pay for services they could do themselves
- Paying for local transportation seems a strange/foreign idea
Common Discussion Themes II

- Concerns about quality, ease of returns
- Fear of drivers in TN services
- Anxiety about home deliveries
- Unwilling to travel alone
Methodological Problems

- Not representative groups; all were at least minimally active
- Male participants were generally married to women participants
- Staff were often present; often “contributed”
- Participants may have been reluctant to discuss costs
Preliminary Assessment

- **Age effects**: fear of traveling alone, going online

- **Cohort effects**: post-WW II suburbanization, automobility

- **Period effects**: confused by new technology; sharing on-line

- Potential for future use by current seniors or cohorts now <65?