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

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# Main Topics:

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



# Aging in Megaregions: Challenges and Potential

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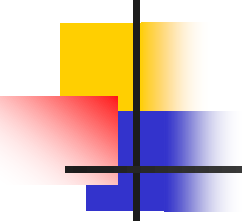
- **The *Silver Tsunami*: those 65+**
  - **2030 = 20+% of US population**
  - **2030 = 20% of 65+ will be 80+**
- **2016 = 83% of those 65+ lived in metropolitan regions**
  - **55% lived in Suburban Areas**
  - **28% lived in Principal Cities**



# Seniors are Aging in Low Density Places Driving More

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- **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**



# Seniors Who Moved 2015 – 2016 Moved “Out”

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- **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.

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- **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**

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- **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:

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- **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

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- **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

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- **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

Use Now or Used in the Past?	YES	% of Total Respondents
Local grocery delivery	4	5.1%
Local delivery of other products	2	2.5%
Local restaurant delivery	2	2.5%
Transportation network services	2	2.5%
Meal kit delivery services	3	3.8%
On-line clothing shopping	6	7.6%
On-line staples/craft shopping	4	5.1%
Local chore/task services	0	na
		<b>N = 79</b>

# Common Discussion Themes I



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- **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

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



# Methodological Problems

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- **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

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- **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?**