THE HARTFORD | Center for Mature Market EXCELLENCE®

MIT AGELAB Life Tomorrow

TOP SMART HOME TECHNOLOGIES FOR MATURE HOMEOWNERS

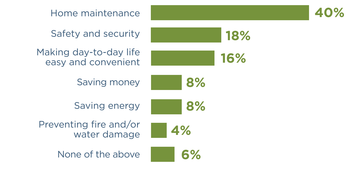
The Hartford Center for Mature Market Excellence® and the MIT AgeLab conducted research to better understand which smart home technologies may benefit homeowners over the age of 50 and to explore their perspectives on smart home technology. Our research involved an extensive review of new smart home technologies by leading experts in housing, aging, and technology and an online survey of homeowners.

Top 10 Smart Home Technologies

Smart home technologies that may make life easier, help with home maintenance, and enhance safety and security for homeowners 50+.

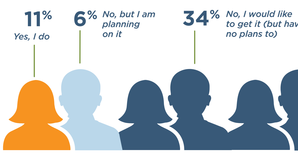


Concerns of Mature Homeowners Within Their Home



Adoption of Smart Home Technology

51% of mature homeowners have smart home technology or are interested in getting it.

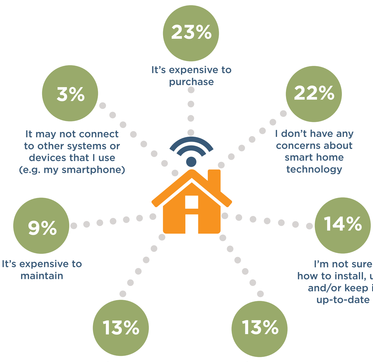


45% of mature homeowners say, *"No, and I do not want smart home technology"*.

Top 3 Benefits of Smart Home Technology

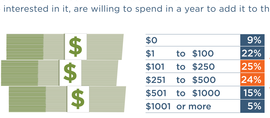


Number One Concern About Smart Home Technology



Spending on Smart Home Technology

What mature homeowners who don't have smart home technology, and are interested in it, are willing to spend in a year to add it to their home:



For more information on the **Top Smart HomeTechnologies,** visit: **thehartford.com/lifetime** and follow us at: **www.twitter.com/thehartfordcmme.**

Smart home technology is defined as: *Technologies, systems, and devices in the home that can be operated and/or accessed remotely by a smartphone or tablet, that may communicate with each other, and that may be able to learn patterns and adapt to the user's behaviors and preferences. Examples include smart thermostats, home security systems, automatic lighting or smart refrigerators.*

The Hartford and the MIT AgeLab identified a list of experts who were professionals with expertise in the housing, technology, and aging from the fields of occupational therapy, interior design, computer science, gerontology, and engineering. The panel of nine experts completed questionnaires reviewing 25 different smart home technologies. The results of these reviews were used to identify the top 10 technologies with benefits for 50+ homeowners.

YouGov conducted an online survey among 1,092 homeowners in the U.S. between Oct. 6-10, 2016 of whom 728 were 50+. Margin of error for this study is +/- 3.6 percent at the 95 percent confidence level.

*Due to rounding, percentages may not sum to 100%

This information is intended to help individuals who seek information about smart home technology. It is not intended to be an exhaustive source or to relate to a particular product, service, individual, or living situation. Readers are advised to consult the appropriate professionals to assist them in analyzing their situation.

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