

SEAS 2 Grow Silver Economy Stakeholder Needs Report

Annex: Intermediary actor survey results – plots and tables

Table I1. Percentage of intermediary actors considering themselves as part of the Silver Economy (SE), segmented by region and percentage of current business in SE.

	% of all Intermediary Actors who feel they belong to SE	% of Intermediary Actors with ≤20% business targeting the elderly who feel they belong to SE	% of Intermediary Actors with >20% and ≤50% business targeting the elderly who feel they belong to SE	% of Intermediary Actors with >50% business targeting the elderly who feel they belong to SE
UK	63%	0%	50%	86%
Netherlands	78%	75%	100%	75%
France	73%	60%	67%	100%
Belgium	60%	20%	n/a	100%
Across all 4 countries	68%	44%	67%	89%

Table I2. Percentage of intermediary actors who believe they have sufficient contact with other Silver Economy (SE) actors to realise their SE ambitions, segmented by scale of current and future business targeting the SE market.

	% of Intermediary Actors planning to <u>decrease</u> SE business who feel they have sufficient SE contacts	% of Intermediary Actors planning to <u>maintain</u> SE business who feel they have sufficient SE contacts	% of Intermediary Actors planning to <u>increase</u> SE business share by <u>10%</u> who feel they have sufficient SE contacts	% of Intermediary Actors planning to <u>increase</u> SE business share by <u>20%</u> who feel they have sufficient SE contacts
UK	14%	57%	0%	29%
Netherlands	0%	43%	14%	43%
France	0%	66%	33%	0%
Belgium	38%	63%	0%	0%
Across all 4 countries	28%	56%	8%	4%

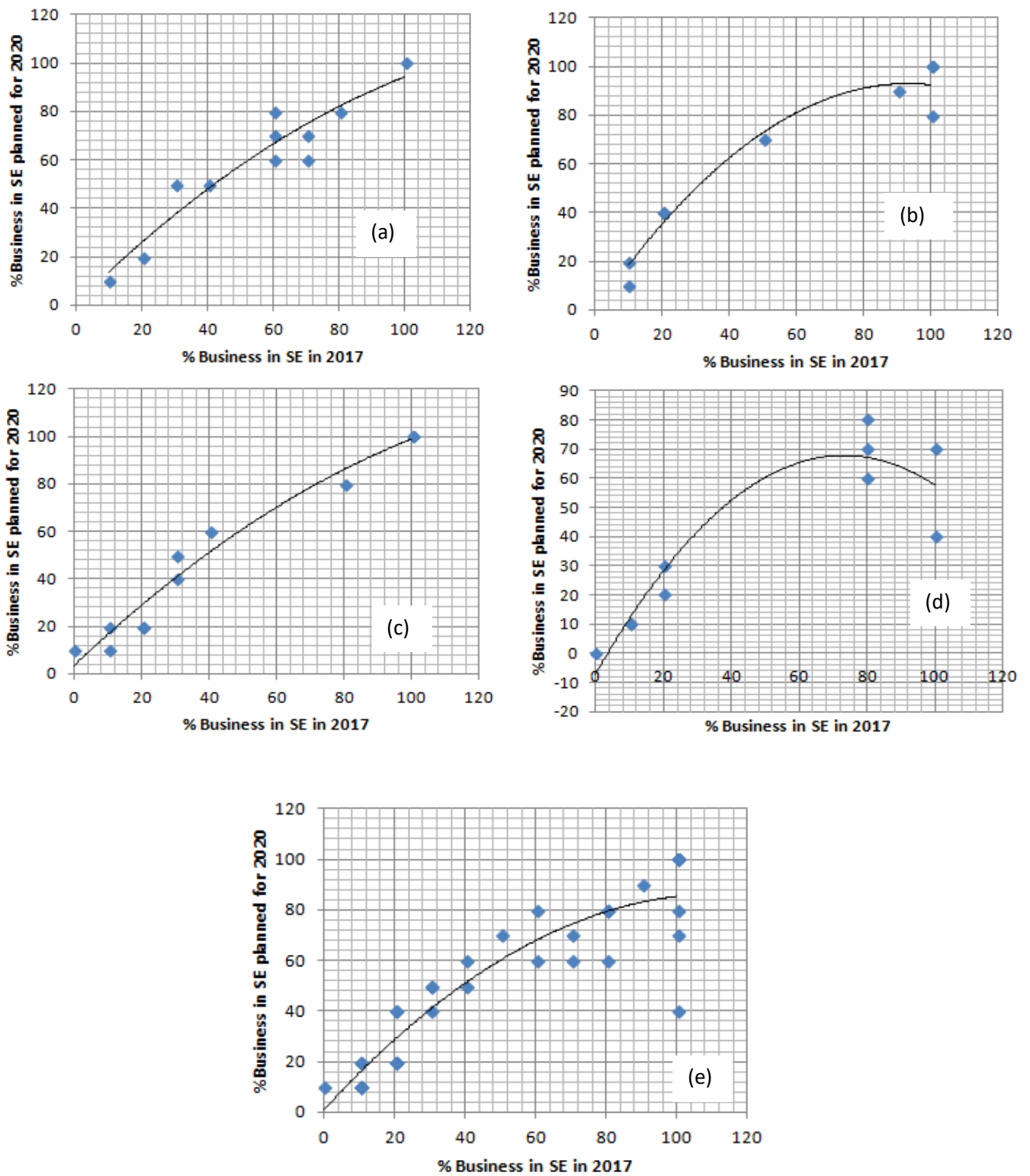
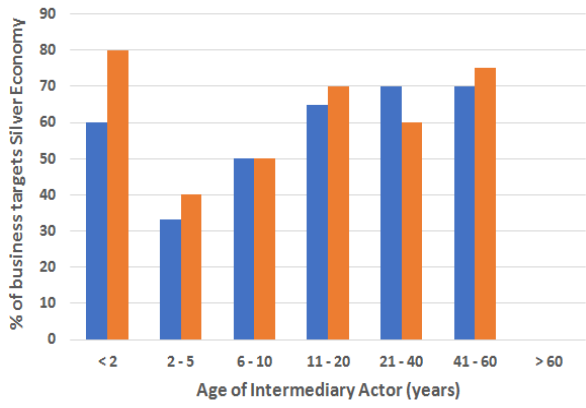
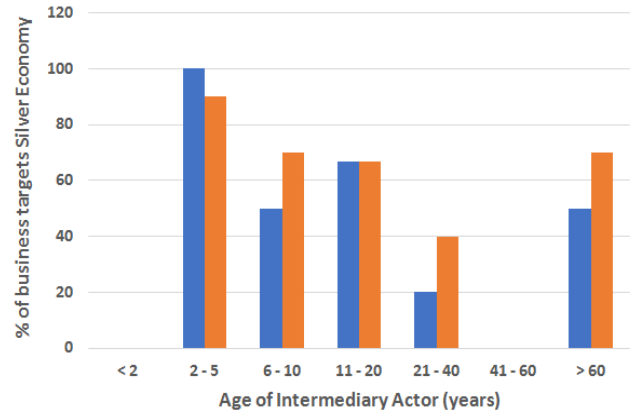


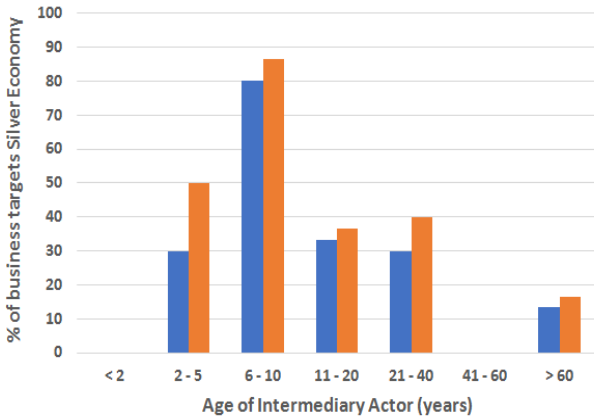
Figure I1. Current (2017) versus future (2020) intermediary actor SE businesses focus in the UK (a), The Netherlands (b), France (c), Belgium (d) and across all regions (e).



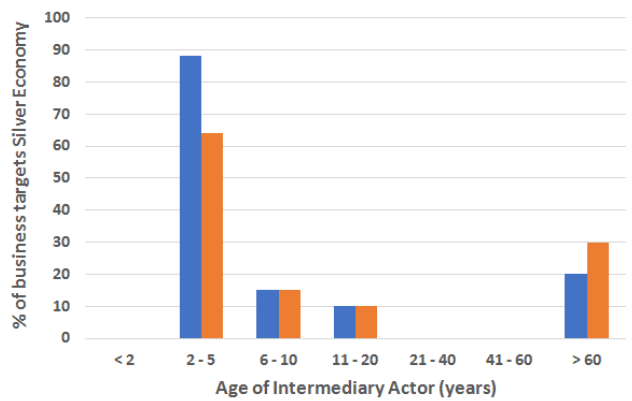
(a)



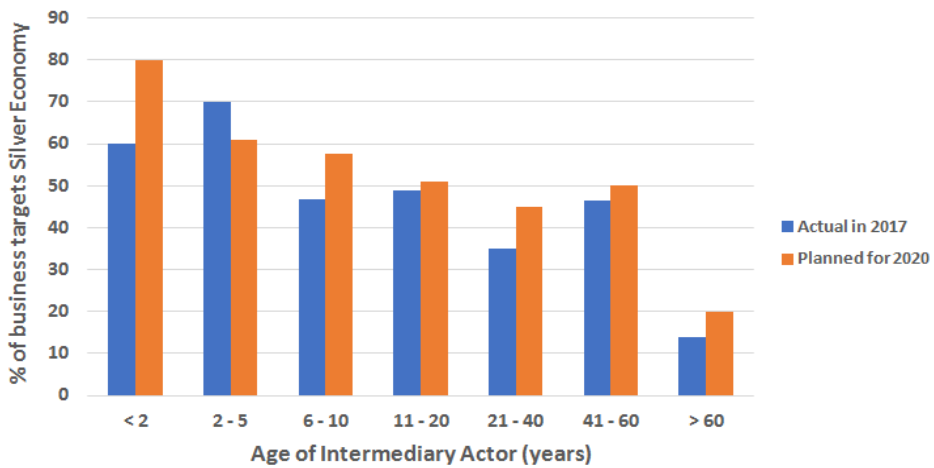
(b)



(c)



(d)



(e)

Figure 12. Trend between the age of intermediary actor businesses, and their current (blue bars) and future (orange bars) targets for the Silver Economy market in the UK (a), The Netherlands (b), France (c), Belgium (d) and across all regions (e).

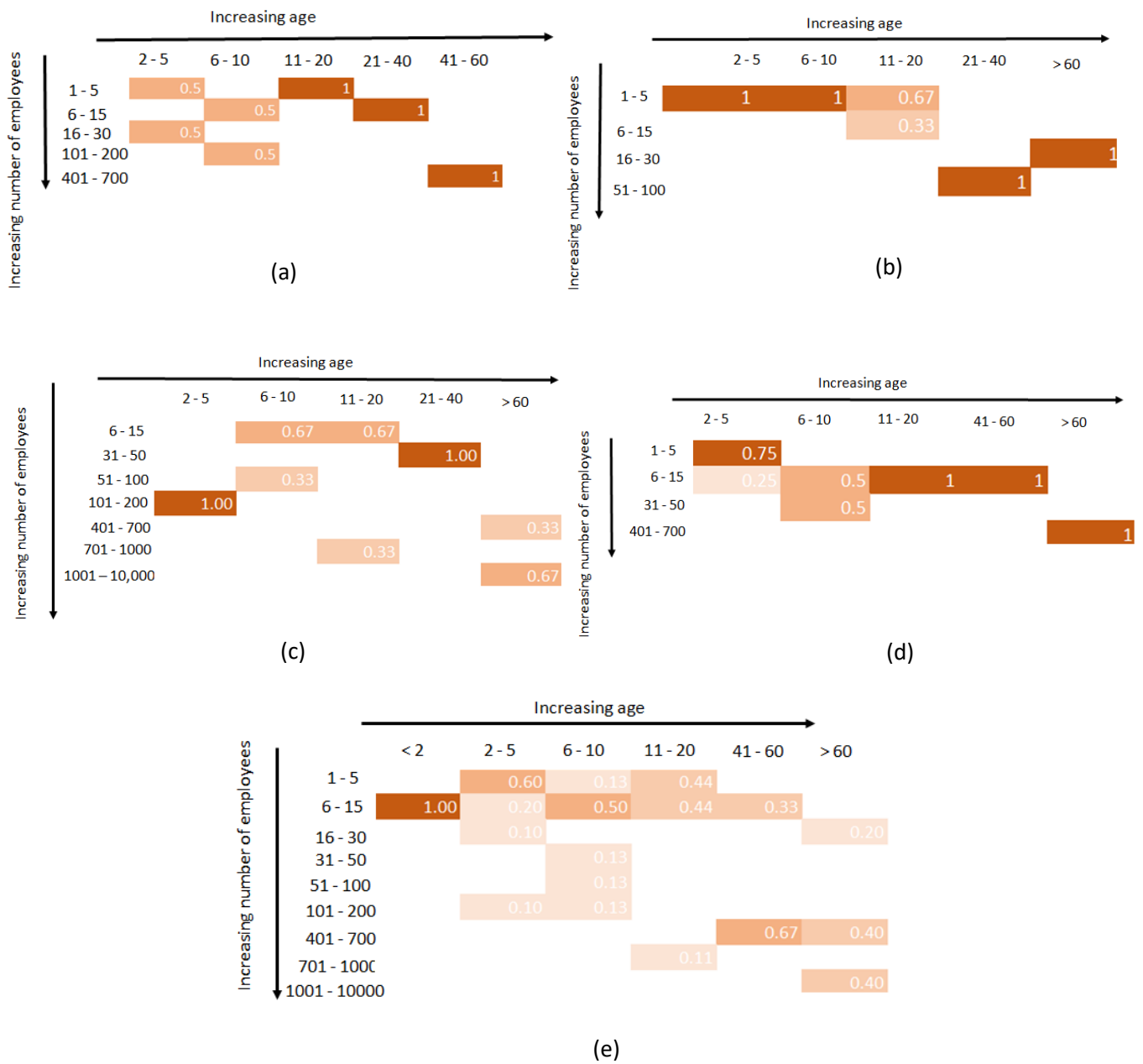


Figure 13. Growth of intermediary actor businesses in the UK (a), The Netherlands (b), France (c), Belgium (d) and across all regions (e).



Figure 14. Types of support service provided by intermediary actors in the UK (a), The Netherlands (b), France (c), Belgium (d) and across all regions (e).

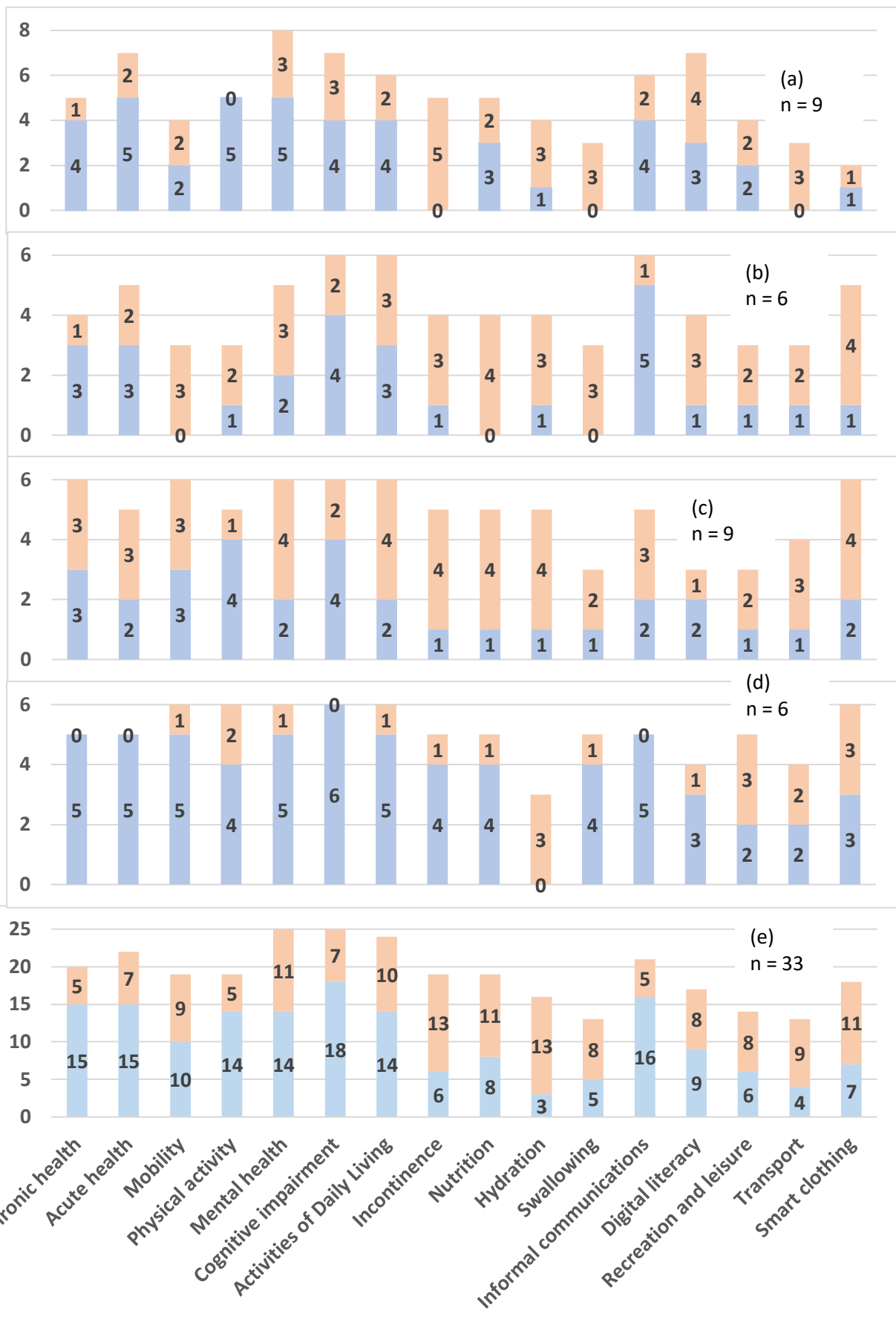


Figure 15. Innovations that n numbers of intermediary actors are supporting currently (blue bars) or planning to support in the future (orange bars) in the UK (a), The Netherlands (b), France (c), Belgium (d) and across all regions (e).

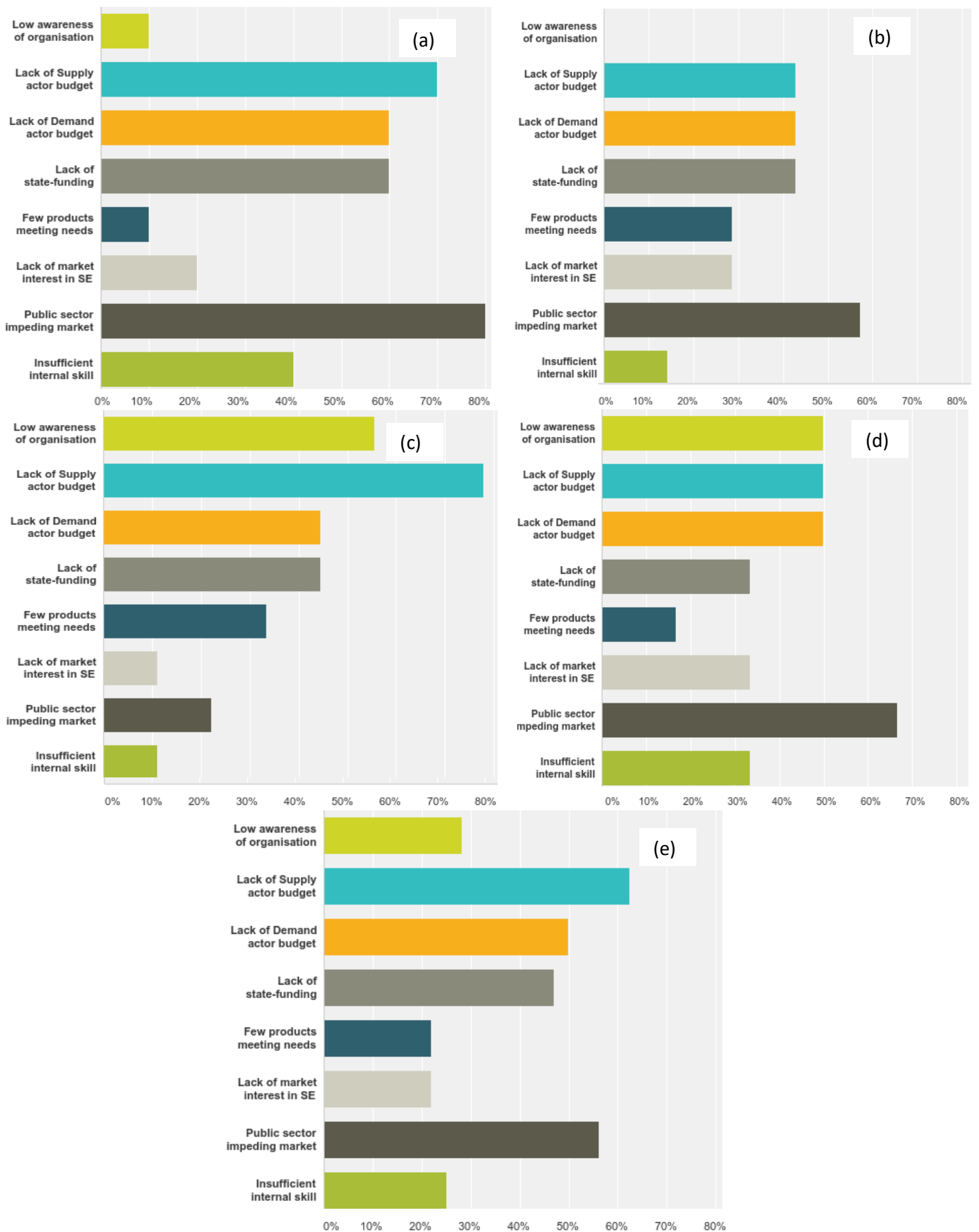


Figure 16. Barriers to intermediary actor companies supporting the development and availability of innovations for the elderly in the UK (a), The Netherlands (b), France (c), Belgium (d) and across all regions (e). Note that x-axes only extend up to 80%.

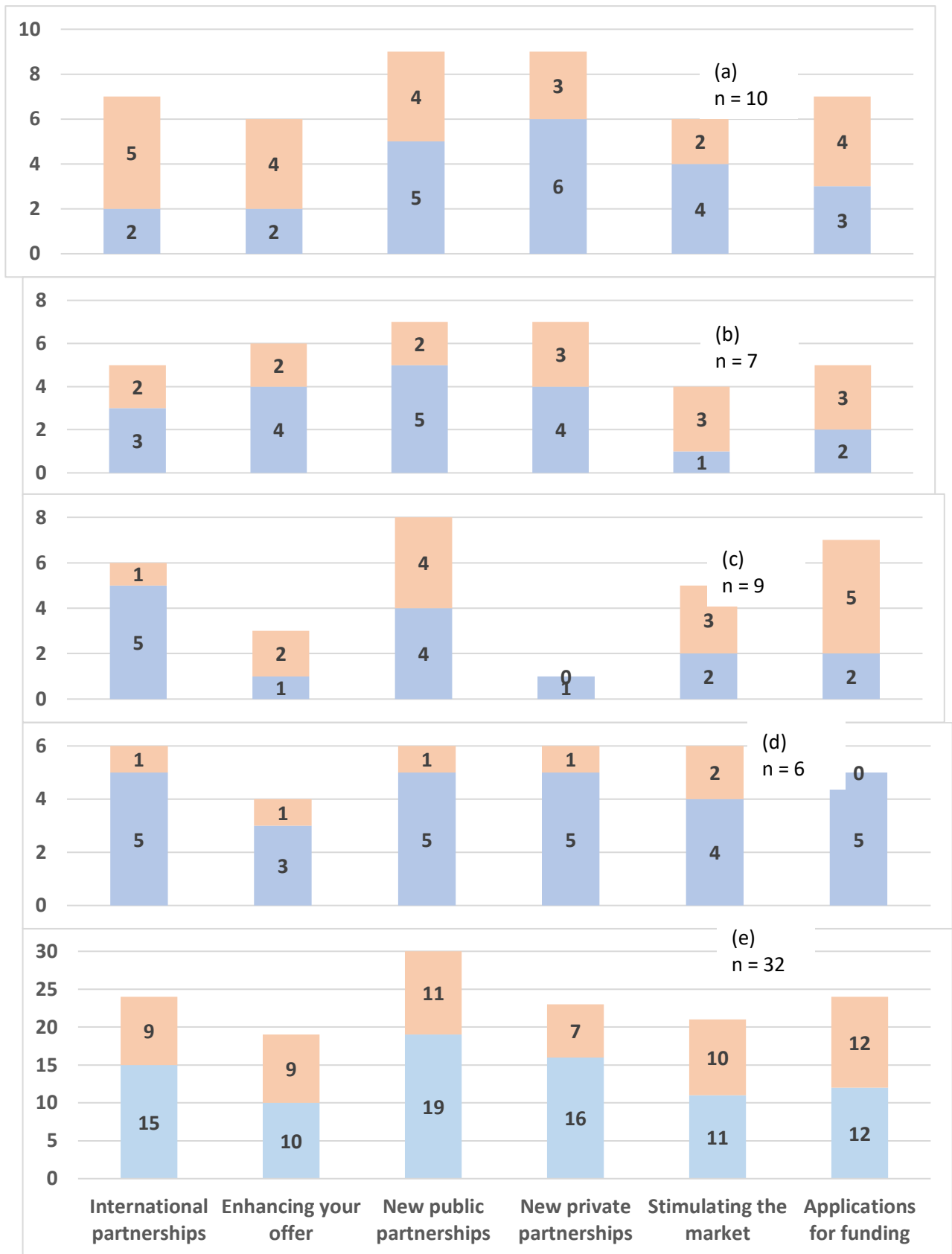


Figure 17. Strategies used by n numbers of intermediary actor companies currently (blue bars) or in the future (orange bars) to overcome barriers in the UK (a), The Netherlands (b), France (c), Belgium (d) and across all regions (e).