SEAS 2 Grow Silver Economy Stakeholder Needs Report

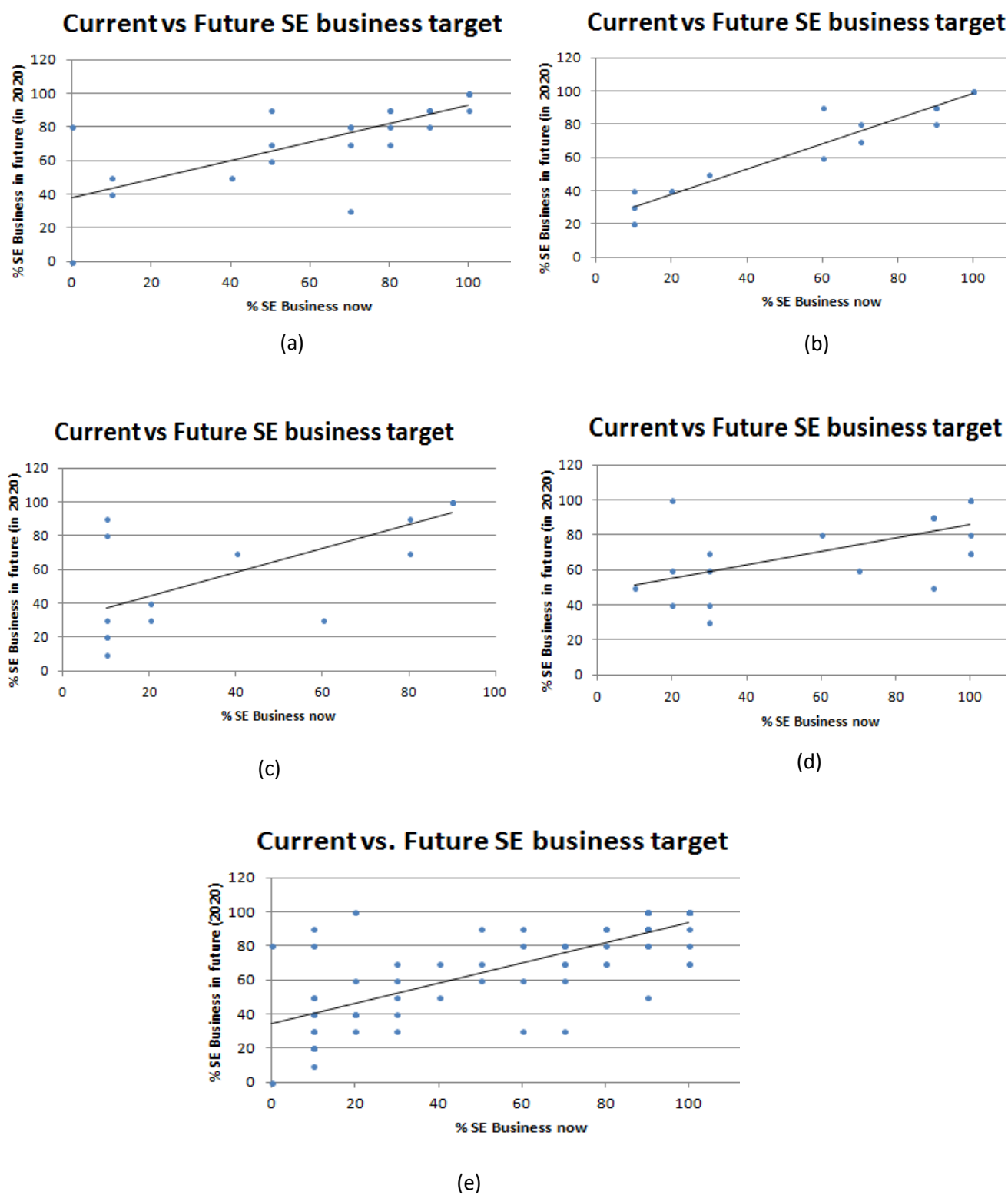## Annex: Supply actor survey results – plots and tables

Table S1. Percentage of supply actors considering themselves as part of the Silver Economy (SE), segmented by region and percentage of current business in SE.
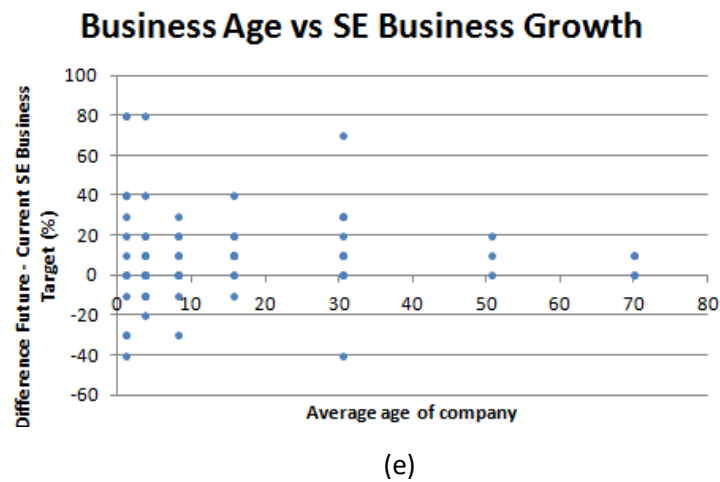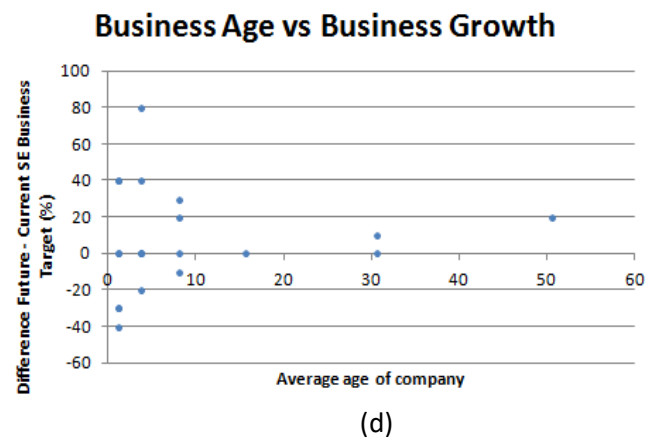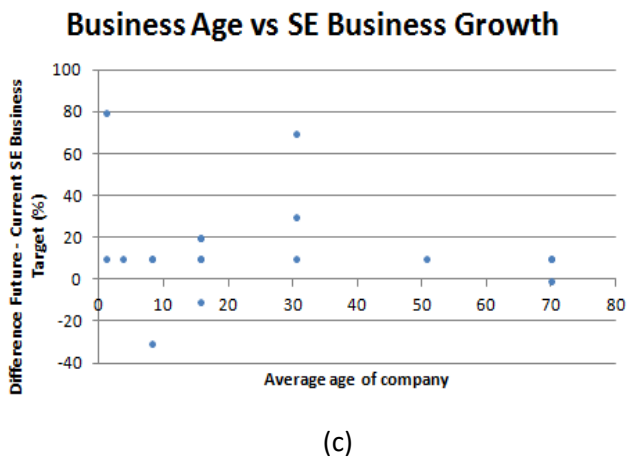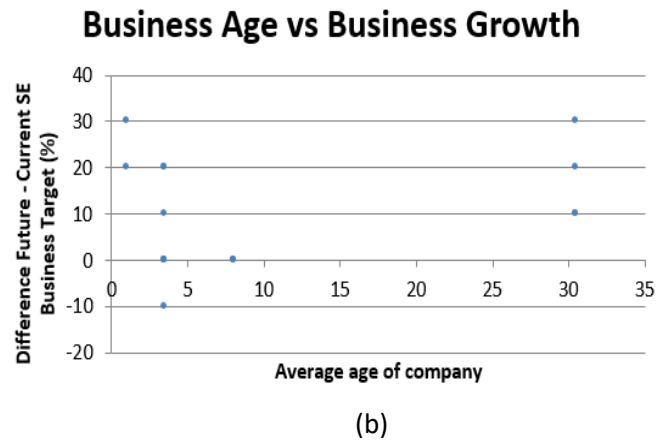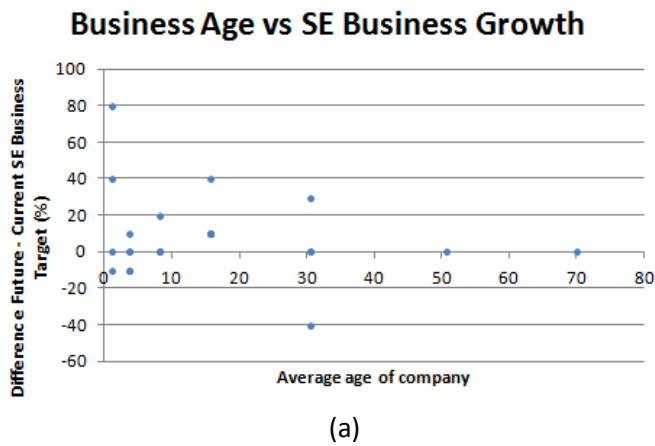
	% Actors who consider themselves part of the SE	% Actors with < 20% business in SE who consider themselves part of the SE	% Actors with 20 - 50% business in SE who consider themselves part of the SE	% Actors with > 50% business in SE who consider themselves part of the SE
UK	84%	50%	0%	94%
Netherlands	100%	100%	100%	100%
Belgium	90%	100%	100%	85%
France	22%	33%	100%	11%
Across all 4 countries	75%	60%	86%	78%

Table S2. Percentage of supply 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.
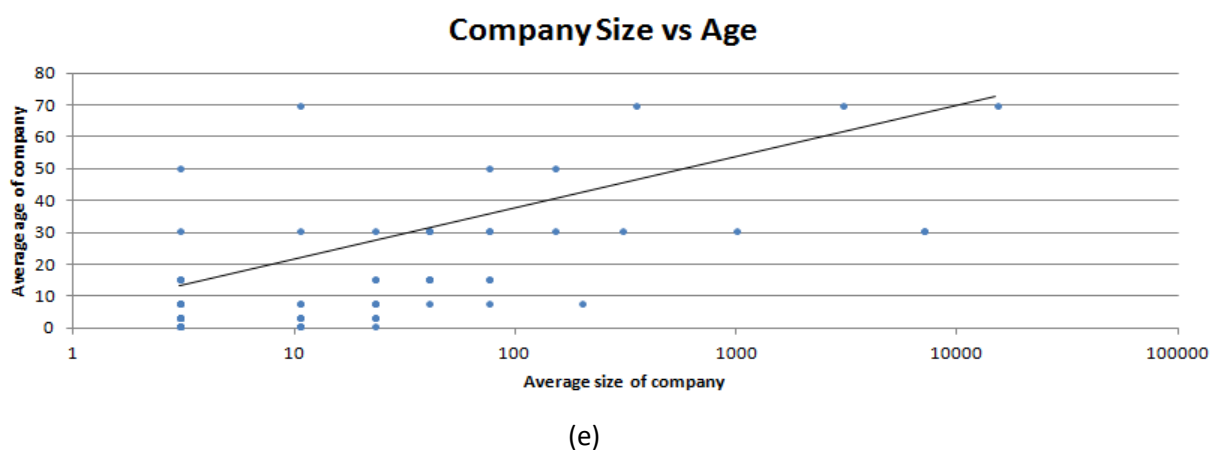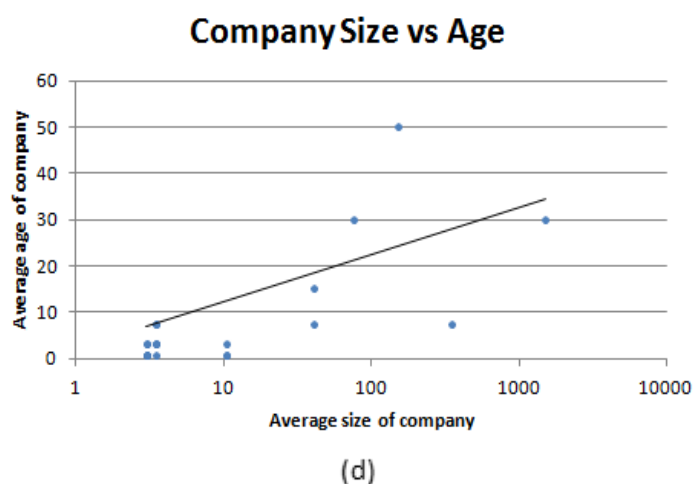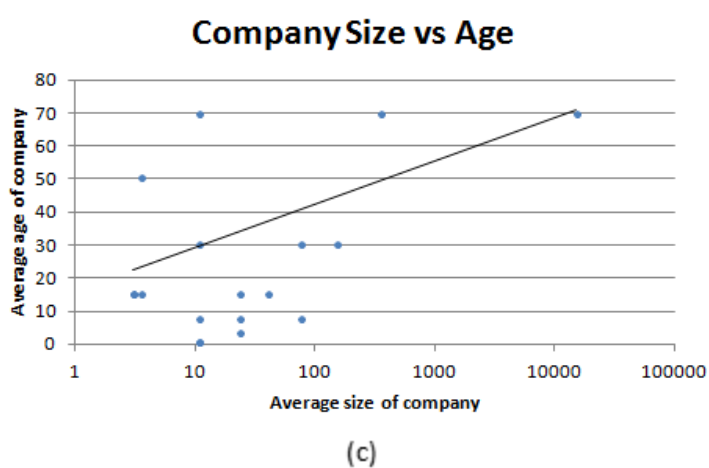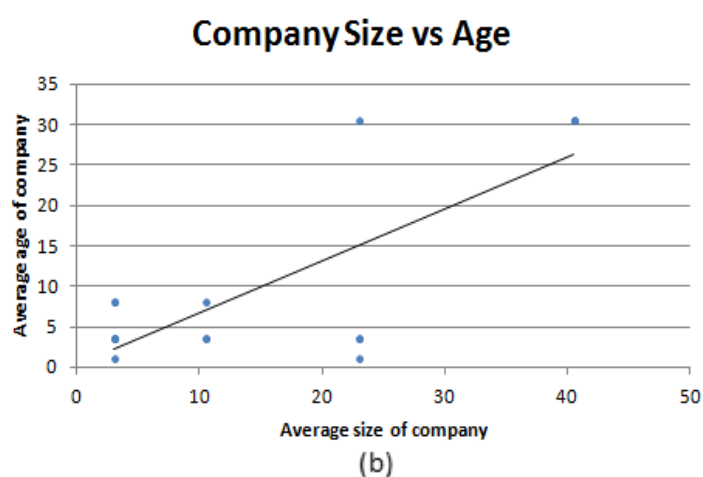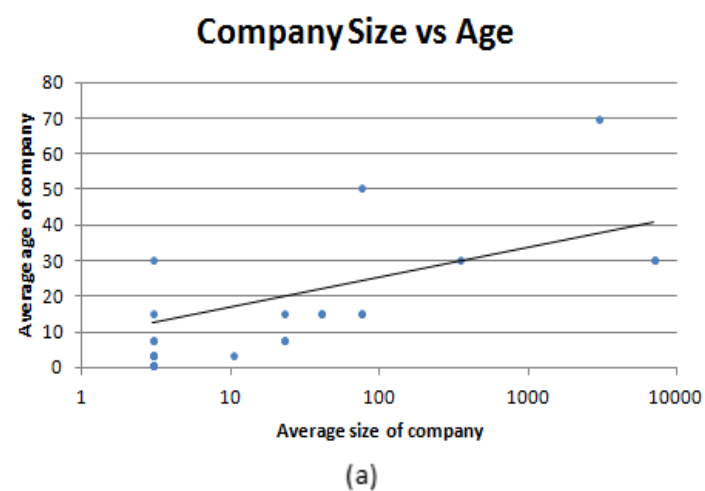
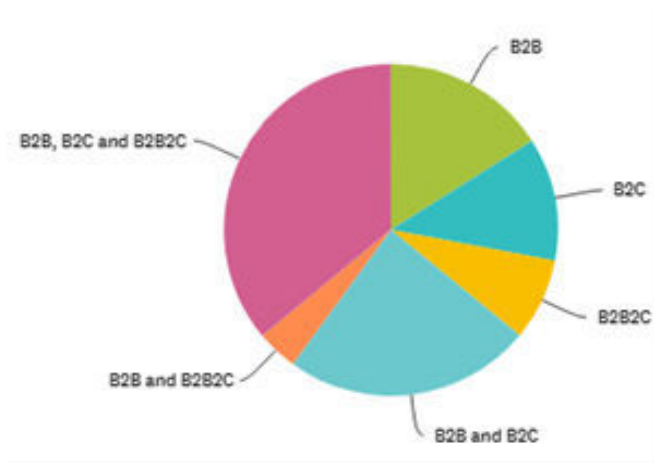|	% Actors with sufficient contacts if reducing SE business target	% Actors with sufficient contacts if maintaining SE business target	% Actors with sufficient contacts if increasing SE business target 10 – 30%	% Actors with sufficient contacts if increasing SE business target 40%+
UK	16%	40%	32%	12%
Netherlands	6%	41%	53%	0%
France	11%	6%	72%	11%
Belgium	24%	38%	19%	19%
Across all 4 countries	15%	33%	41%	11%

Figure S1. Current (2017) versus future (2020) SE supply actor business target trends in the UK (a), The Netherlands (b), France (c), Belgium (d) and across all regions (e).
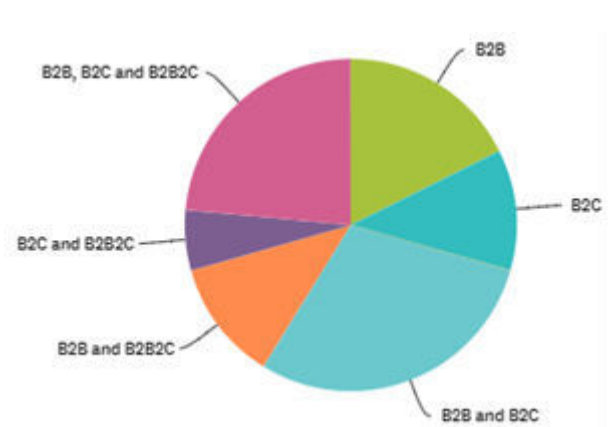
Figure S2. Trends between supply actor age (in years) and specialisation towards / differentiation away from SE in the UK (a), The Netherlands (b), France (c), Belgium (d) and across all regions (e).
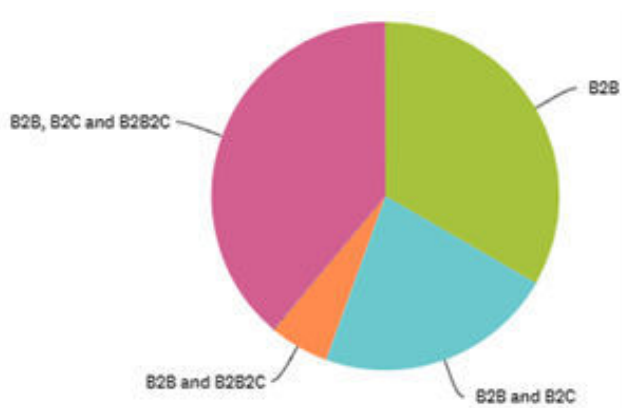
Figure S3. SE supply actor growth with age in the UK (a), The Netherlands (b), France (c), Belgium (d) and across all regions (e). Note that regional plots not directly comparable as different ranges on x-axes and y-axes.
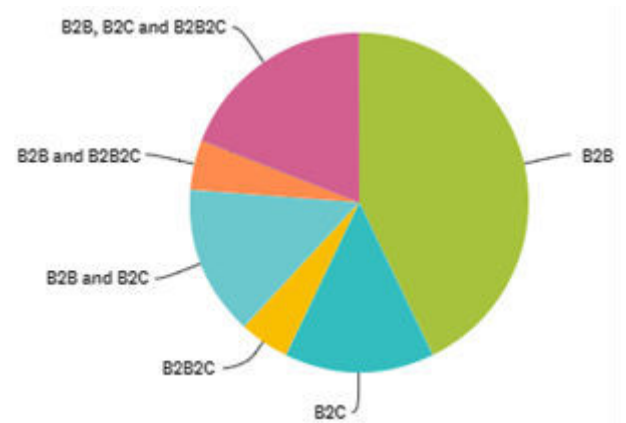
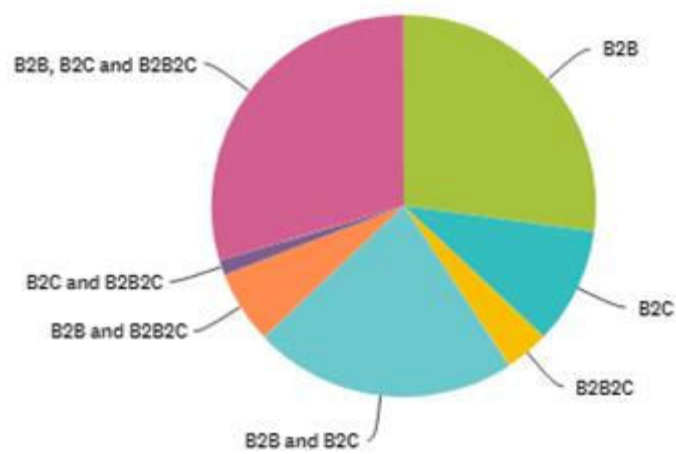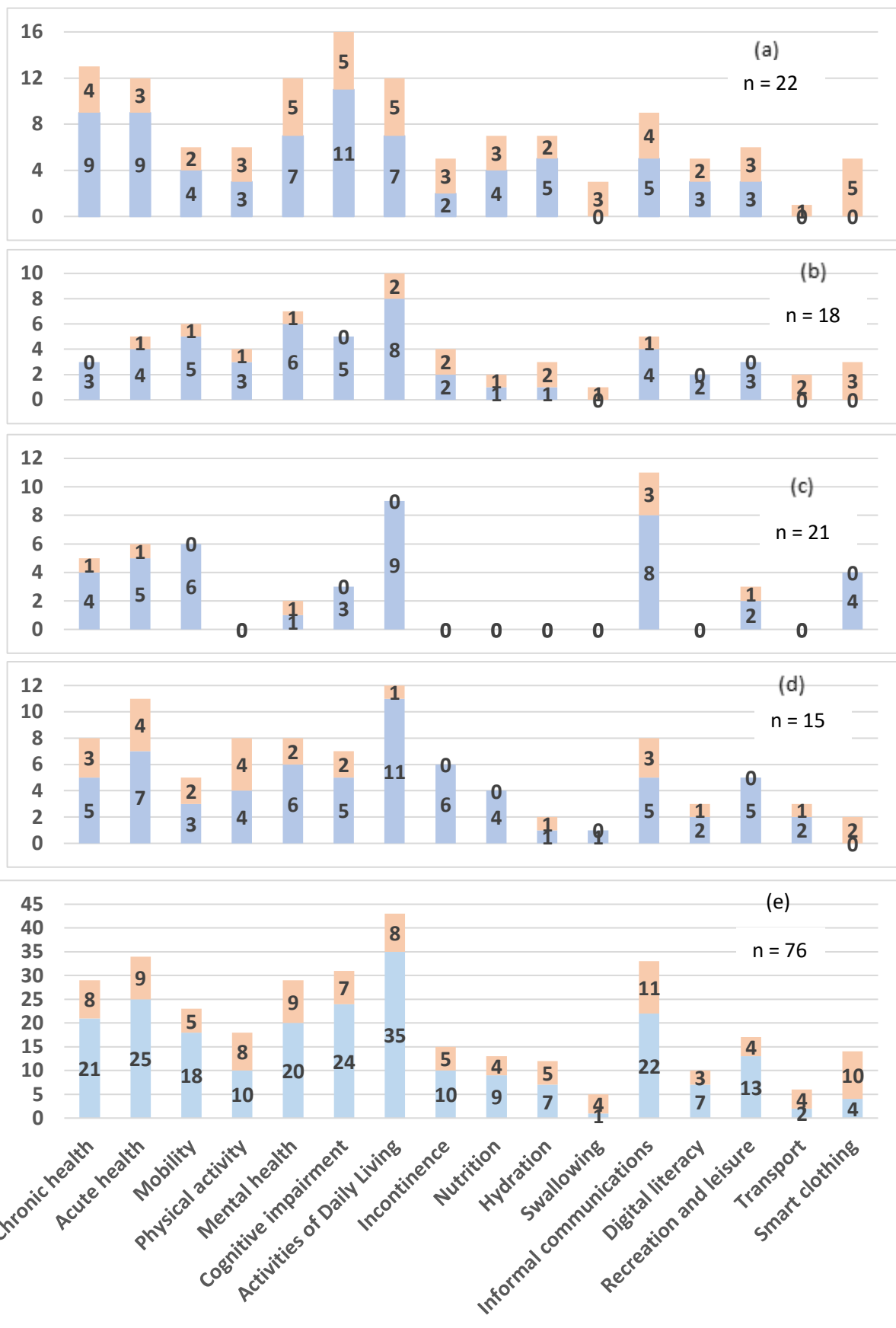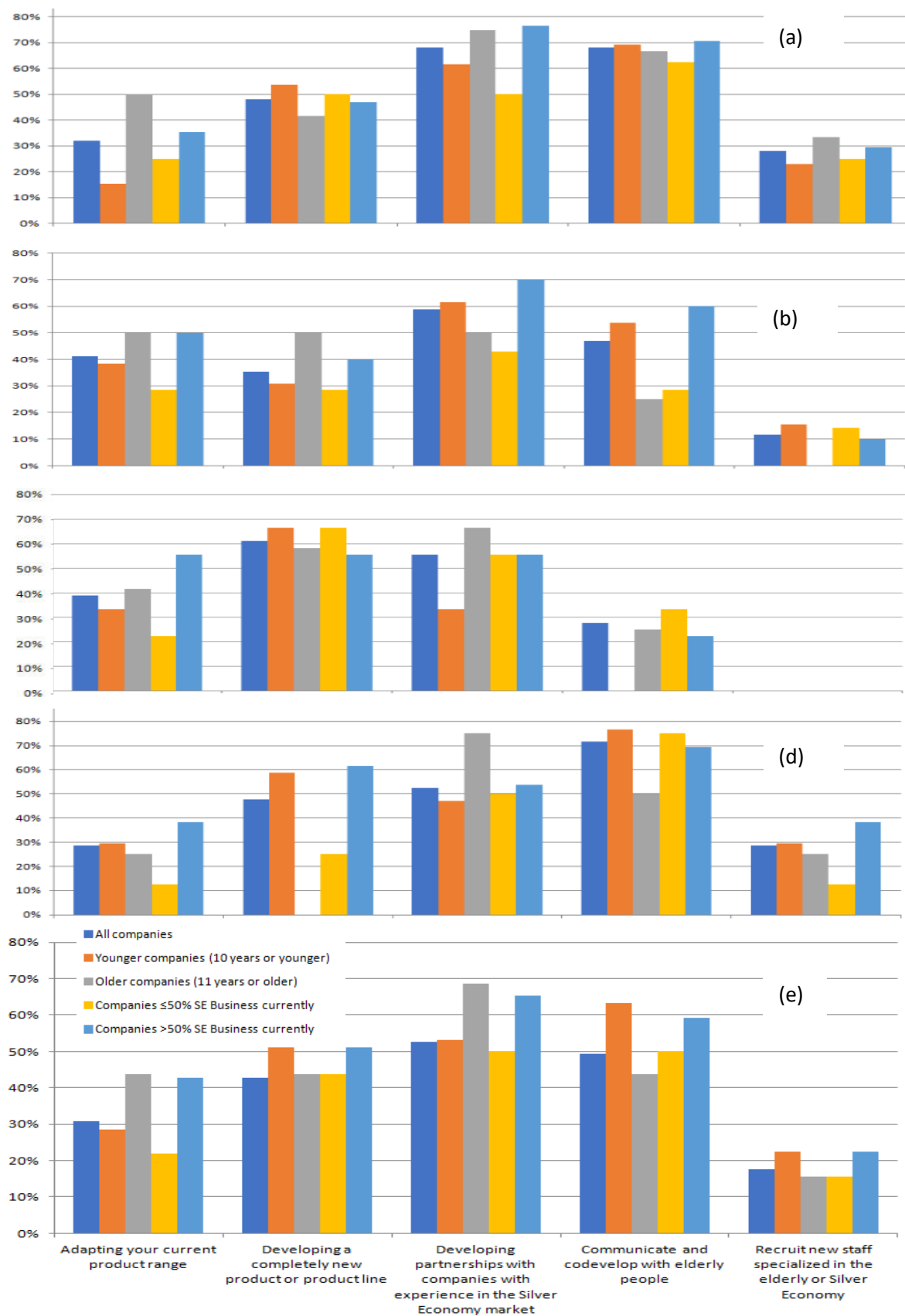**Figure S4**. Supply actor business models in the UK (a), The Netherlands (b), France (c), Belgium (d) and across all regions (e)

Figure S6. Innovations that n numbers of Supply actors are already developing (blue bars) or are planning to develop in the future (orange bars) in the UK (a), The Netherlands (b), France (c), Belgium (d) and across all regions (e).
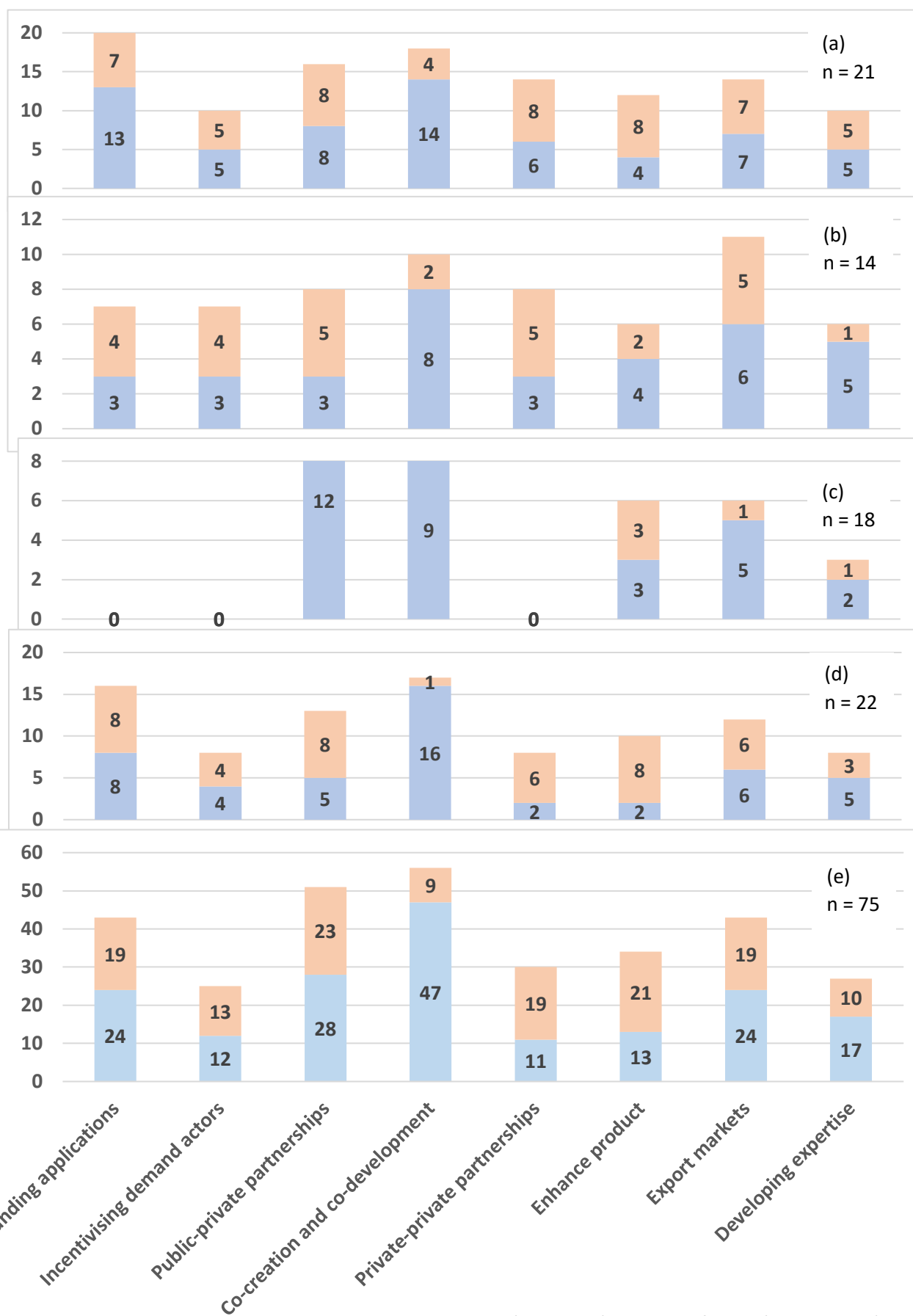
Figure S7. Supply actor strategies used to ensure that the innovations developed meet the needs of the elderly in the UK (a), The Netherlands (b), France (c), Belgium (d) and across all regions (e). Note that regional plots not directly comparable as different ranges on y-axes.

Figure S8. Barriers to supply actor companies developing or supplying innovations for the elderly in the UK (a), The Netherlands (b), France (c), Belgium (d) and across all regions (e).

Figure S10. Strategies used by supply actors currently (blue bars) or in the future (orange bars) to overcome barriers developing or supplying innovations for the elderly in the UK (a), The Netherlands (b), France (c), Belgium (d) and across all regions (e).