

Heads, Hands & Hearts for Age-Tech

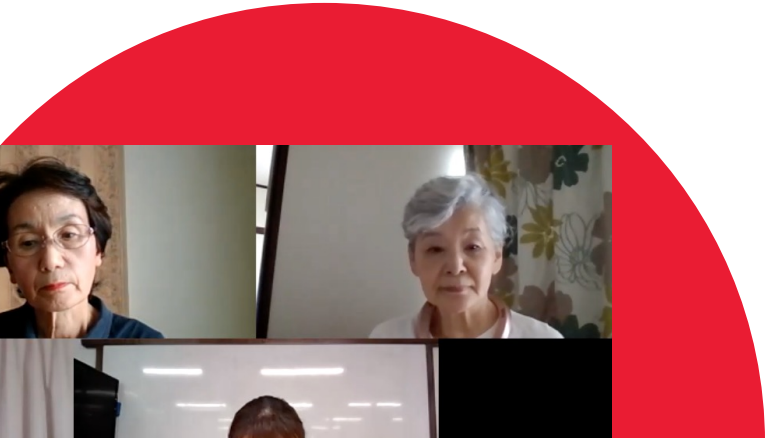
頭・手・心で取り組むエイジテック

DOMINIC CARTER



Living Best
AGEING WITH TECHNOLOGY

 **cartergroup**
Japan Market Resource Network

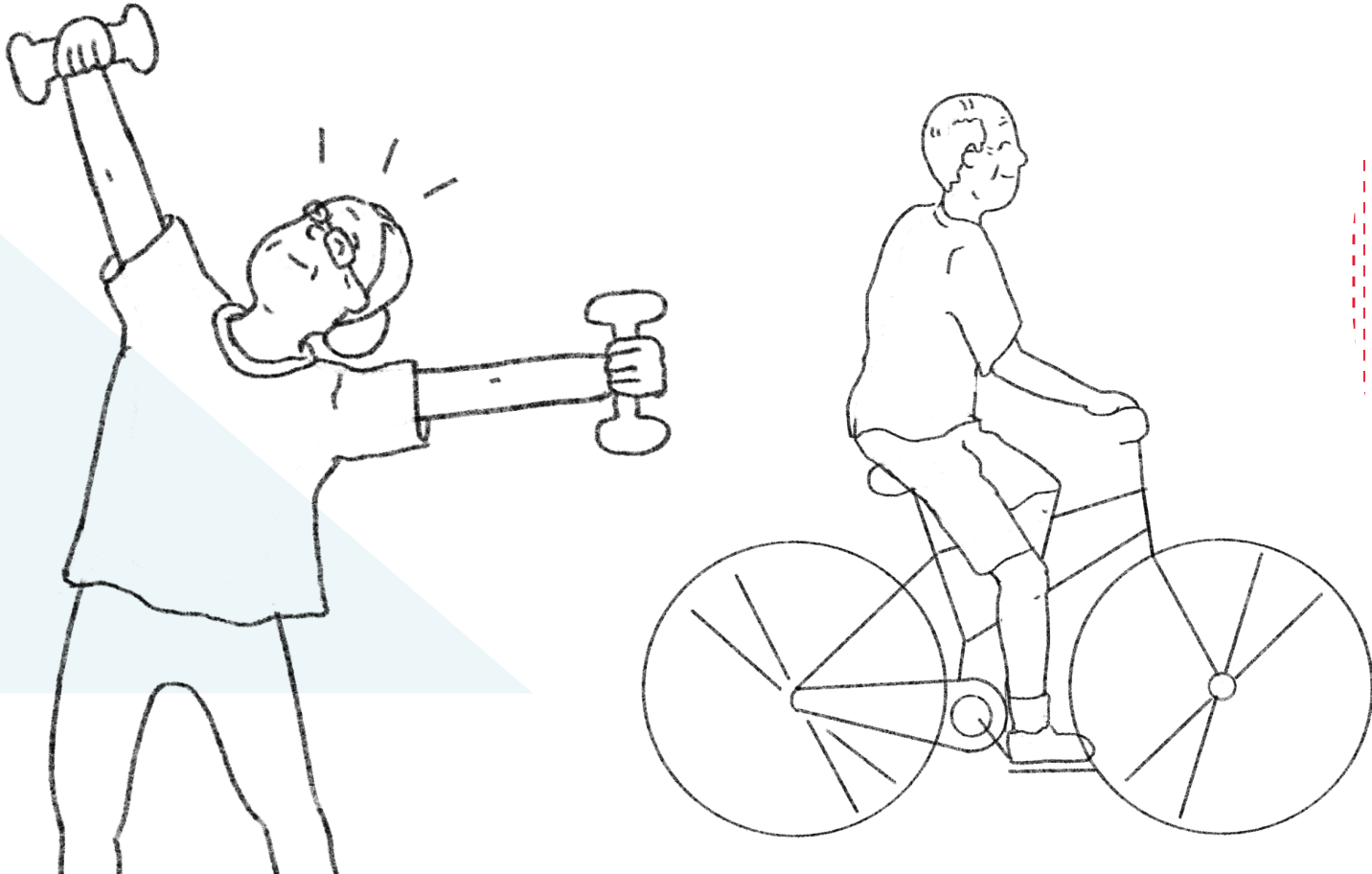




HEY SIRI



It's not “ageing”
in and of itself that
needs to be **‘fixed’**



Are seniors the **happiest** amongst us?

16-19

20's

30's

40's

50's

60's

70's

80's

In the last week...

Top-2-box %/ 5-pt apply scale | Base for %s (all respondents)

I felt peaceful

53%	44%	49%	45%	34%	54%	68%	65%
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I felt happy



48%	50%	48%	45%	39%	48%	62%	61%
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I felt delighted

53%	46%	52%	46%	40%	50%	58%	60%
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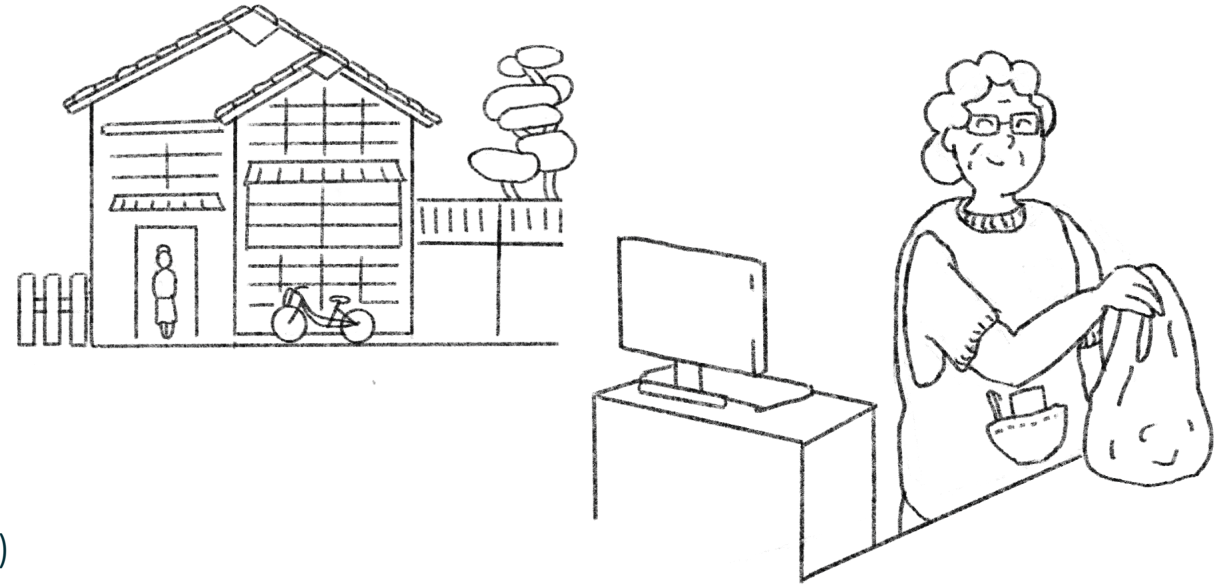
Base: Nationwide, all respondents (males/ females 16-89) n=1,300

Carter Japanese Sentiment Survey March 2022 – “Q57. How much do you agree with each of the descriptions about how you feel about yourself?”

 Higher than the total population by 10%+ points
 Lower than the total population by 10%+ points

Sense of being useful

I have a role at or outside of home



% who agree/ 3-pt agree scale | Base for %s (all respondents)

16-19

20's

30's

40's

50's

60's

70's

80's

38%

38%

46%

52%

52%



59%

72%

76%

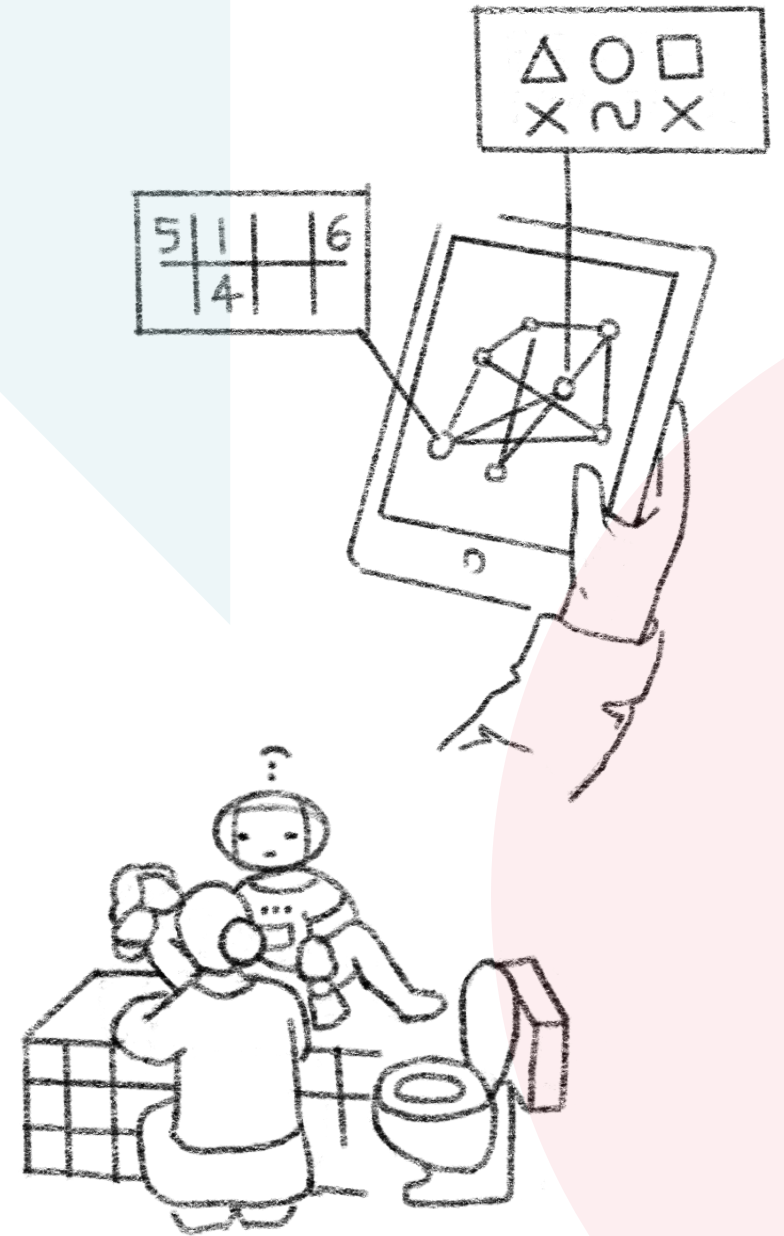
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But the **needs**
ageing creates
are **real**.

So, who wouldn't want tech?



Seniors who are **active** and **prepared** are ready for age-tech



ACTIVE

(Highly socially and community engaged)



HEAD IN THE SAND AGEING
(Reactive, avoiding solutions)

Active in the community still, sometimes out of a sense of obligation, but not doing anything specific yet to sustain physical and mental health

*'Naru youni naru'**

Not very physically active, often house bound, and feeling a sense of helplessness on ageing- it's a bit out of my hands

Actively engaged with life and often still working part time or volunteering. Actively sustaining quality of life both physically and mentally, e.g., gym, walking, social activities

*'Sonae Junbi'**

Somewhat disengaged from the community, sometimes due to Covid or a lack of mobility, but doing what they can to sustain physical and mental health



PROACTIVE AGEING
(Engaged and creating solutions)

PASSIVE

(Not socially or community engaged)



*Naru youni naru = go with the flow

* Sonae Junbi = thorough preparation for the future



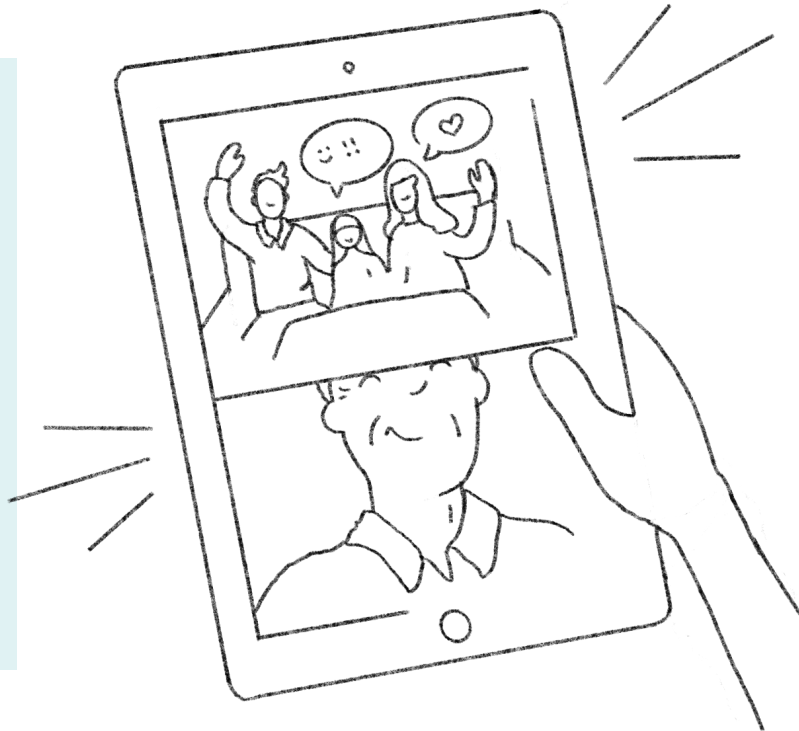
Meet the age-tech enthusiasts

12%

Naturally enthusiasts
about everything

Probably early adopters
for much of their lives...

Now they are up
for Age-Tech!





ENTHUSIASTS

**Sense of accomplishment,
mission and purpose**

“I have something
I have accomplished”

66% among
age-tech enthusiasts

44% in broader population

“I have something
I still want to do”

73% among
age-tech enthusiasts

56% in broader population

INTRODUCING

KEIKO

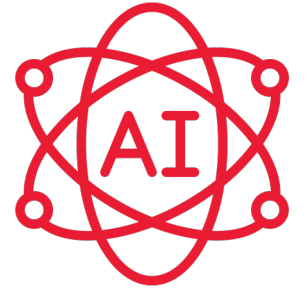
I'll use the exo-suit, but
for goodness' sake make
it look **STYLISH!**



Intersection of **happiness** and **technology**

Connecting emotion

with age tech



HIGH IKIGAI PEOPLE

are

OUR PEOPLE



Living Best **communities**

Living Best
AGEING WITH TECHNOLOGY

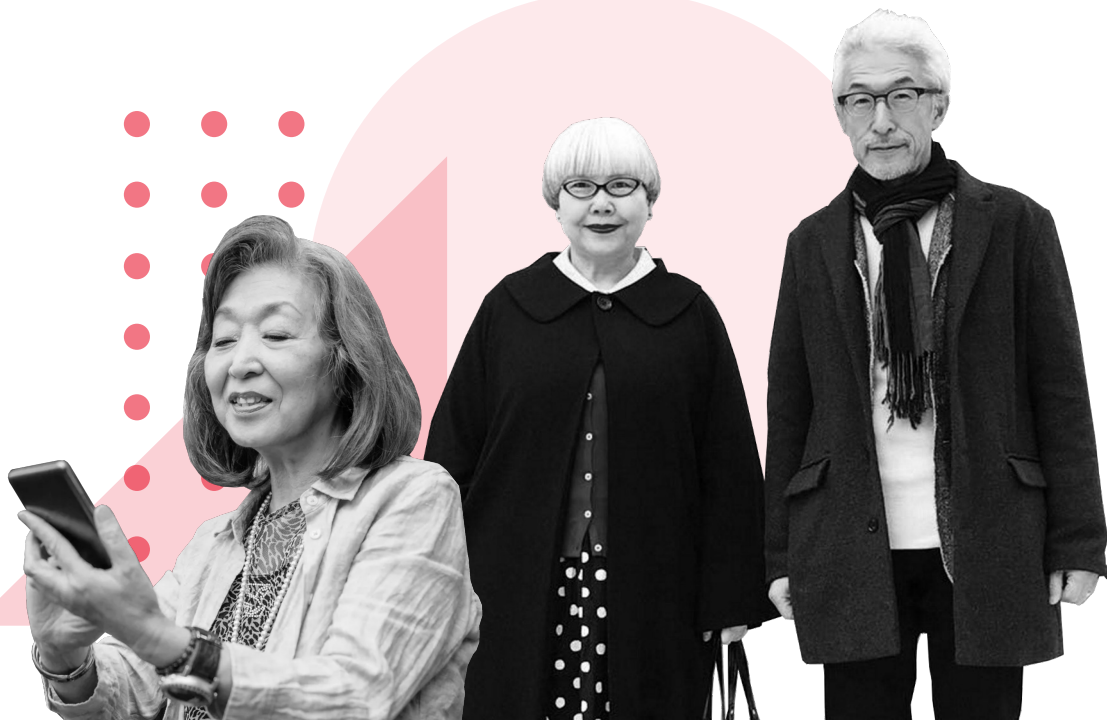
Purpose-driven **USER Community**

Ageing Japanese with an early-adopter/ influencer mindset

PROVIDERS
AND USERS
WORKING
TOGETHER

Purpose-driven **PROFESSIONAL Community**

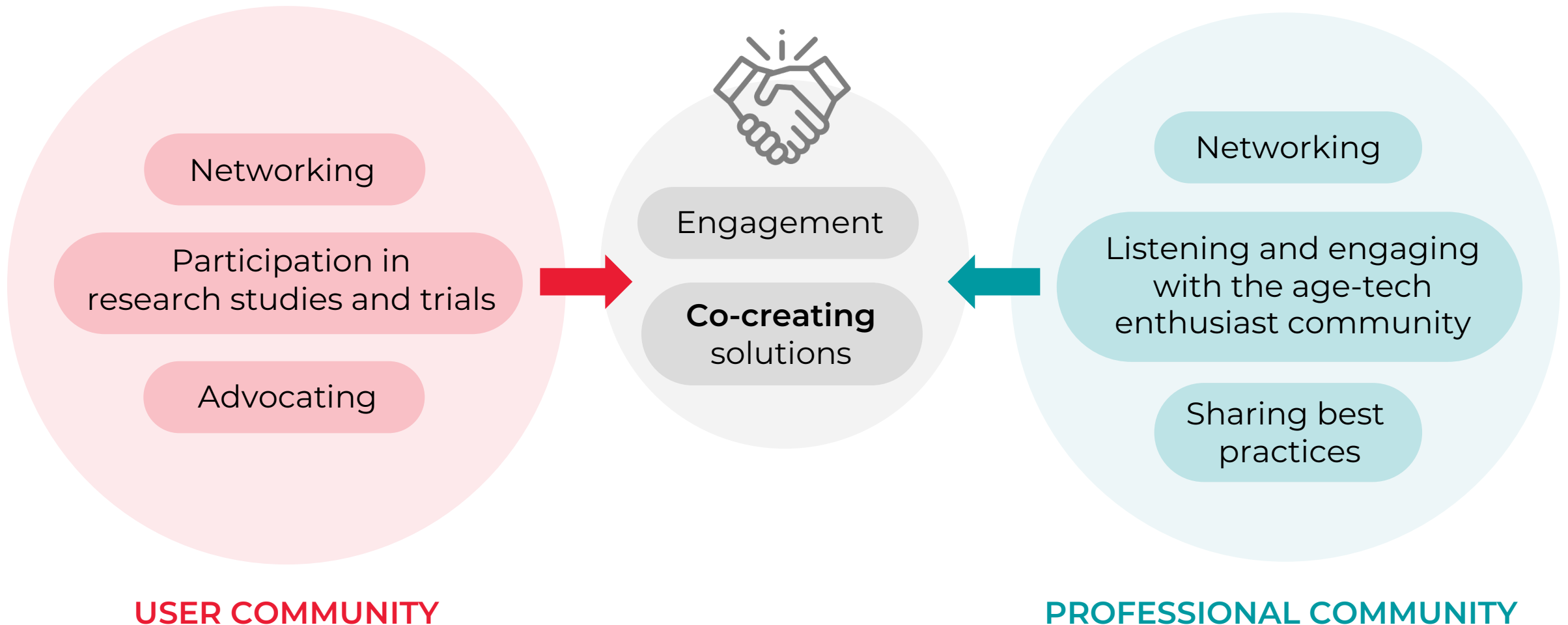
Researchers, start-ups,
corporates



Living Best **communities**

Living Best
AGEING WITH TECHNOLOGY

Co-ordinated by Carter Group, the communities interact via:





Thank you!

ありがとうございました!

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