

Active Aging in Singapore

A data analysis report



Introduction

The population in most developed countries worldwide, including Singapore, is aging fast. By 2030, 1 among 4 people here will be past retirement age. This will mean nearly a million people, with longer life expectancy. It is therefore important on a national level to think about how to care for them, so that they are healthy and happy in their silver years.

The government has already initiated strategic plans to encourage citizens to keep active and healthy into their retirement years. Private sector companies are also welcomed to participate in the roadmap.

SilverCare, is a (pseudo) US multinational company looking to extend their presence into the Asian countries, and their Marketing Director would like to know more about the elderly market segmentation available in Singapore. An understanding of the existing elderly care service and facilities available in the neighbourhood would also help in the company's SWOT analysis and market positioning.

Dataset

To support the elder care market analysis, the following data are required:

- (1) the neighbourhood areas,
- (2) the neighbourhood areas' population age group, education level, and household income
- (3) the neighbourhood areas' nearby elder care services and facilities

In order to get the neighbourhood areas, the Master Plan 2019 Planning Area Boundary KML file from Data.gov.sg will be used. This will provide the area name, region and boundaries. E.g. Bukit Merah, Central Region. The latitude and longitude of the various areas were added on with OpenStreetMap Nominatim. E.g. Bukit Merah, 1.270439, 103.828318.

For understanding of the areas' population demographics, Onemap.gov.sg provides the necessary details from 2015 (latest available). E.g. Bedok, University:5550, SGD3000-3999:8128, Age_60-64:20360.

To discover any nearby elder care facilities, the Foursquare venue was searched for terms like 'elder(s)' and 'eldercare'. Results returned were too thin, and mostly for food. Hence, data from Agency for Integrated Care (AIC) - Map for Eldercare Service Locator was used

instead. E.g. Ang Mo Kio, AWWA Senior Activity Centre, Blk 123 Ang Mo Kio Ave 6 #01-4011 Singapore 560123. The location coordinates were also added.