

# Technology

Older Adults Keep Pace on Tech Usage

# AARP Survey

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## ***AARP conducted a Survey of adults 50 and older on the use of technology***

Here are the results:

Where do you fit in!

## ***Older Americans are increasingly drawn to new Technology***

In the Past year 51% of older Americans purchase some new Tech product.

1. Smartphone (23%)
2. Computer or Laptop (12%)
3. Smart Television (11%)
4. Tablet (10%)
5. Smart Home technology or device (12%)
6. Wearable Device (7%)

# Trends

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- People ages 50 and older use Smartphones, wearable technology, smart home technology **at the same rate as younger adults.**



Those under 50 are losing interest in Tablets

- Device preferences differ amount age groups

Those 50 and older continue to purchase them with more than half owning one

# Trends

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**Older adults' express enthusiasm toward new Devices but don't use to the fullest potential.** (does anyone)

- About half (49%) own a smart TV.
- (42%) use its streaming or online features.

# Trends

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**From the study: the generation gap in smartphone adoption is narrowing.**

**Smartphone adoption jumped from 70% to 77%**

- In 2014 - 8 out of 10 owned a smart phone.
- Only half of adults over 50 owned one.

Today smartphone adoption:

Amount ages 50 – 59 (86%)

For those 60 – 69 (81%)

Meanwhile 62% of those 70 and older use smartphones

# Trends

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## Emerging Home Security and Smart Tech Market

- The 50 and older group
  - fueling the demand for smart home technology
  - Home monitoring security systems
  - Home assistants, and smart appliances
- Many adults ages 50 and older are interested in home security BUT only **10%** are using these safety devices.

Older individuals are particularly interested in seeing who is at the front door. (59%)

Auto shutoff devices (42%)

Control a thermostat (38%)

Detect a fall or get emergency help (39%)

Monitor doors and windows (48%)

*Only about 1 in 10 are confident that interactions with smart home tech will be kept private!*

# Trends

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## Leveraging Health and Wellness Benefits

- 50 and older welcome voice-activated home assistants.
- Ownership of smart speakers more than doubled the past 2 years
  - Only 4% over 50 used a device in 2017.
  - 17% Today.
- Most report devices are helpful
  - 67% report home assistants misunderstand them.
- Three in four want to stay in their homes and age in place.
  - Home technology allows this to happen
- 40% indicate using tech to assist in reminders to take medicine and tell providers they took it.
- 21% are open to videoconferencing with health care providers
- Data privacy is a big concern"
  - 66% are comfortable sharing personal health info from wearables
  - 30% would not share at all



# Trends

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## Building Social Connections Online

- Three quarters of those 50 and older use social media on a regular basis.
- Facebook, You Tube, Instagram, and LinkedIn.
- Using Smartphones (55%)
- Computers (47%)
- Tablets (41%)

They are drawn to Social Media

- Stay connected with friends and family

Conclusion

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**Where do you fit in with Technology?**

**Thoughts!**

**Questions?**