

Top Technology Trends for Adults Age 50+ in 2019



Adults 50+ are a strong and growing base for technology products



By 2030, nearly **132 million Americans** age 50+ will spend upwards of

\$84 billion a year on technology products.

Mainstream technology use remains robust

91% report using a computer.



83%

of Americans age 50 to 64 have smart phones, about the same as the population at large.*

Meanwhile, interest in NEW technology is strong and growing

46% express interest in vehicles with features such as automatic parking, auto emergency braking, lane change detection, or collision avoidance.



Nearly **1 in 7 Americans 50+** own a home assistant device such as an Amazon Alexa or Google Home, and ownership is growing.

49% own a Smart TV with another **9 million** planning to purchase one in the next year.



Virtual reality is increasing in use (**13%**, **+4 percentage points vs. a year ago**).

The opportunities for technology to enrich lives are endless

94% say technology helps them keep in touch with friends and family.



Tech is a means to pursue lifelong learning with

58 million are interested in technology that can enrich their lives or make it easier.

23%

taking online classes and utilizing how-to tutorials online.

However, security and privacy education is a must

Fewer than **1 in 4** trust online retailers, the federal government, or telecom service providers, among others.



19% have confidence in their safety online.