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.

Meanwhile, interest in NEW technology is strong and growing

- Nearly 1 in 7 Americans 50+ own a home assistant device such as an Amazon Alexa or Google Home, and ownership is growing.
- Virtual reality is increasing in use (13%, +4 percentage points vs. a year ago).
- 46% express interest in vehicles with features such as automatic parking, auto emergency braking, lane change detection, or collision avoidance.
- 49% own a Smart TV with another 9 million planning to purchase one in the next year.

The opportunities for technology to enrich lives are endless

- 94% say technology helps them keep in touch with friends and family.
- 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.
- 91% of Americans age 50 to 64 have smart phones, about the same as the population at large.*

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.
- 4% express interest in vehicles with features such as automatic parking, auto emergency braking, lane change detection, or collision avoidance.

Source: 2019 Tech Trends and the 50+, January 2019, AARP Research
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