

TECH

Staying Connected



A new study examines the use of and interest in technology among Hispanic/Latinos 50+

Hispanic/Latinos 50+ own a variety of technology devices, from smartphones and tablets to smart TVs and laptops, all of which are used often. They embrace this technology to stay connected with people, get information, and even take everyday tasks online, like banking and shopping. However, they are more reluctant to adopt newer tech devices like wearables, home assistants, and home safety devices, even though they show signs of embracing this type of technology once they acquire it.

Usability is high among all owned technology

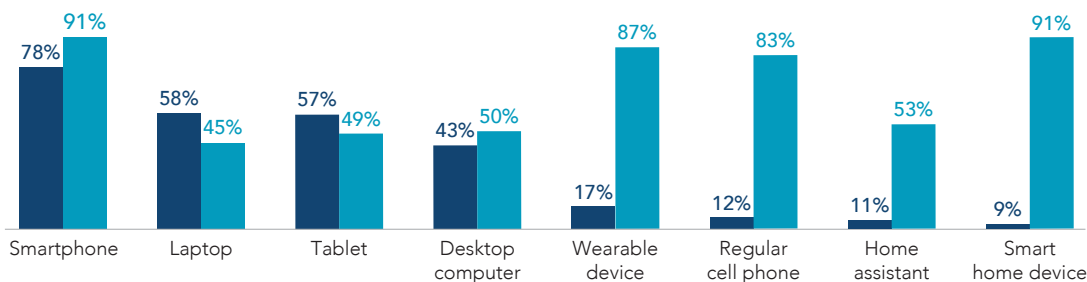
Hispanic/Latinos 50+ are more likely to adopt more traditional technology, like smartphones (78%), desktop (58%) and laptop (57%) computers, and tablets (43%), than wearable devices (12%), home assistants (11%), smart home devices (9%), or e-readers (9%).

A majority of Hispanic/Latinos 50+ use the technology available to them every day, with two-thirds or even more using a smartphone (91%), a smart home device like a smart thermostat (91%), or a wearable device, like a Fitbit or Garmin (87%), at least once a day.

91%
of Hispanic/Latinos 50+ use smartphones every day

Technology Ownership and Use Among Hispanic/Latinos 50+

■ Own item ■ Use daily



Hispanics/Latinos 50+ have not embraced streaming services over traditional cable and network television

With more than one-half (52%) of Latinos/Hispanics 50+ owning smart TVs, it comes as no surprise that three in five (62%) subscribe to Netflix, while just under one-third (30%) subscribe to Amazon Prime Video.

However, streaming via smart TVs is not the only way that Latinos/Hispanics 50+ watch shows and movies, as about one-third do so using their computers (32%) and one in five (21%) do so using their smartphones.

In spite of the high ownership of smartphones, laptops, and smart TVs, a majority of Hispanic/Latinos 50+ still say watching TV via network/cable is more convenient than streaming services (61%) and feel it provides lots of entertainment (61%) – even more than streaming content (45%).

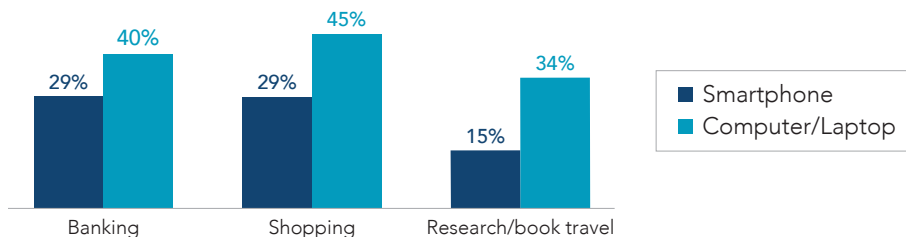
Due to this popularity, almost one-quarter are likely (23%) compared to one-third who are unlikely (34%) to give up traditional cable/satellite TV.

Hispanic/Latinos 50+ use different technologies in different ways

Hispanic/Latinos 50+ frequently use their smartphones to stay connected with others via text message and email (62%), use social media (48%), and access news and information (45%), but many still prefer to use their desktop/laptop computers to browse websites (54%), shop (45%), bank (40%), and research and book travel (34%).

Whether used on smartphones or tablets, the most commonly downloaded apps among Hispanic/Latinos 50+ are photo apps (68%), email (65%), and navigation apps (65%).

Ways Technology is Used Among Hispanic/Latinos 50+



Implications

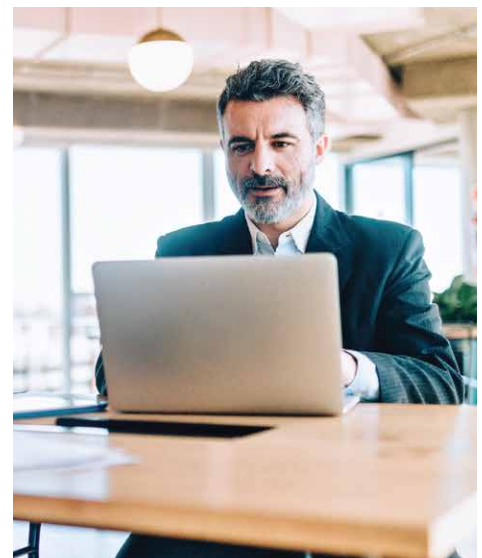
While the adoption rate of newer technologies, like wearables, home assistants, and safety home devices, among Hispanic/Latinos 50+ does not reach the same levels as smartphones and computers, if owned, they are quick to embrace the device's use, demonstrating the high observed value of such technologies. This signals a lack of awareness or access to these new technologies, not a reluctance to incorporate them into their daily lives.

Put into context, the preference of Hispanic/Latinos 50+ for cable/satellite television over streaming services should not be interpreted as a rejection of new technology. Since smart TV adoption and use is high, this is not a knowledge or access barrier; perhaps this cohort simply finds programming offered through traditional TV services more appealing or even more targeted to this audience compared to what they can find through streaming services.

Over one-third

35%

use video chat like Skype, FaceTime, or Whatsapp to communicate and stay connected with family and friends at least a couple of times a week or daily.



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