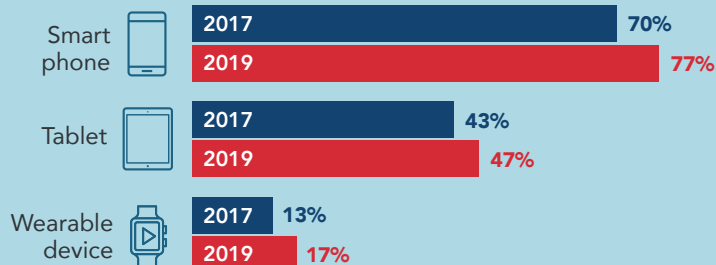


Tech Trends of the 50+



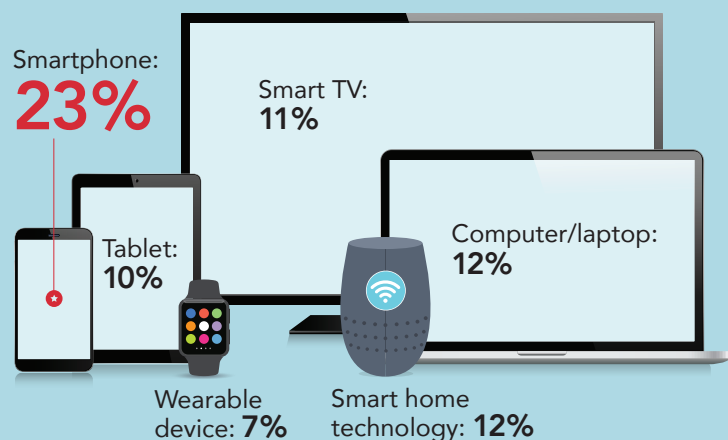
Tech ownership is growing with no signs of slowing down.

GROWTH IN TECHNOLOGY PRODUCTS:



51% of 50+ have purchased tech in the past year.

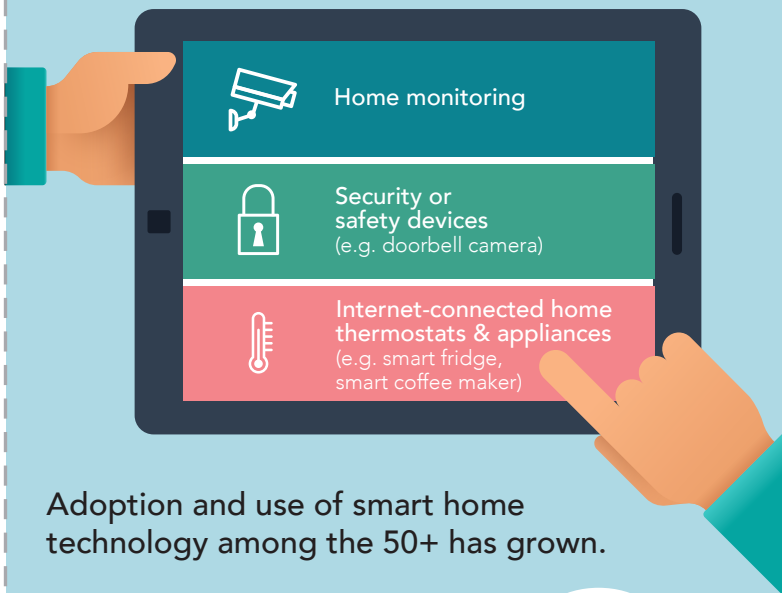
THE MOST POPULAR ITEMS PURCHASED:



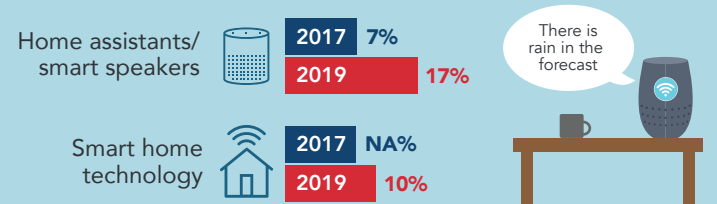
Smart home technology is an emerging market for the 50+.

Smart home technology provides **convenience and peace of mind** by allowing users to monitor and control connected home devices.

HOME TECHNOLOGY INCLUDES:



Adoption and use of smart home technology among the 50+ has grown.



The 50+ are consuming media in new ways.

Seven in ten 50+ have watched a show, series, or video on a streaming service platform.

Almost half (45%) stream entertainment weekly.



Interest in home security technology is significant.

