Tech ownership is growing with no signs of slowing down.

GROWTH IN TECHNOLOGY PRODUCTS:

<table>
<thead>
<tr>
<th>Product</th>
<th>2017</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smart phone</td>
<td>70%</td>
<td>77%</td>
</tr>
<tr>
<td>Tablet</td>
<td>43%</td>
<td>47%</td>
</tr>
<tr>
<td>Wearable device</td>
<td>13%</td>
<td>17%</td>
</tr>
</tbody>
</table>

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

THE MOST POPULAR ITEMS PURCHASED:

- Smartphone: 23%
- Tablet: 10%
- Wearable device: 7%
- Smart TV: 11%
- Computer/laptop: 12%
- Smart home technology: 12%

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.

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

<table>
<thead>
<tr>
<th>Product</th>
<th>2017</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home assistants/ smart speakers</td>
<td>7%</td>
<td>17%</td>
</tr>
<tr>
<td>Smart home technology</td>
<td>NA%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Interest in home security technology is significant.

- Door cameras: 59%
- Sensors that monitor doors and windows: 39%
- Sensors that monitor appliances: 39%
- Systems that monitor & push notifications to loved ones in times of emergencies: 42%

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.

Source: 2020 Tech Trends and the 50+, January 2020, AARP Research
https://doi.org/10.26419/res.00329.002

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