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EXECUTIVE SUMMARY
Executive Summary

Tech ownership among older adults is growing with no signs of slowing down.

- For many devices, adoption among adults ages 50 and older is comparable to younger generations. Adults ages 50 and older are adopting smartphones, wearables, home assistants/smart speakers, and smart home technology at nearly the same rate as adults ages 18–49.
- Younger adults have abandoned tablets, but older adults are adopting tablets at an increasing rate: More than half (52%) of adults ages 50 and older own a tablet.
- Once adopted, usage of smartphones, wearables, tablets, home assistants/smart speakers, and smart home technology is high with most owners using their technology daily.

While older adults are highly engaged with their devices, many are not using the technology to its full potential.

- Adults ages 50 and older are using smartphones and tablets to maintain social connections, find information, and for entertainment, but only a few are using their device to automate their home or conduct transactions.
- Engaging in social media is one of the most common uses of a tech device (e.g., computer, tablet, or smartphone).
- Though 49% claim to own a smart TV, only 42% are using streaming or online options to watch shows.
- Nearly half (46%) of all smart home assistant/smart speaker owners do not use their device daily.
Executive Summary

Secure home technology is an emerging market, but concerns of privacy need to be addressed.
- Adults 50 and older are interested in smart home safety technology and devices that provide convenience, safety, and peace of mind.
- They also have significant interest in home security technology, specifically door cameras (59%), sensors that monitor doors and windows (48%), and appliances (42%).
- However, just 14% are extremely/very confident that what they do online is private. Among home assistant device owners, just 11% are confident their information is private on the device.

Demand for health and wellness technology to enhance provider care is increasing among older adults.
- With 76% of adults age 50 and older indicating a desire to age in place,1 voice activated tools such as home assistants and home health care technology (emergency or virtual care) are relevant potential purchases for them.
- If offered a choice, over half (53%) would prefer to have their health care needs managed by a mix of medical professionals and health care technology.

Older adults continue to adopt all forms of modern technology devices.

Device adoption rates among adults ages 50 and older, 2017 (n=1,520) and 2019 (n=2,597)

- **Smartphone**: 70% (2017) to 77%* (2019)
- **Tablet**: 43% (2017) to 47%* (2019)
- **Wearables**: 13% (2017) to 17%* (2019)
- **Home assistant**: 7% (2017) to 17%* (2019)
- **Smart home technology**: 10%

* Indicates a significant difference at the 95% confidence level.

Base: Total Respondents
Q. Tech1 Which of the following items do you have?
Ownership varies slightly by age and skews younger for most devices.

Device adoption among those ages 50–59 (n=972), 60–69 (n=849), and 70 and older (n=776)

<table>
<thead>
<tr>
<th>Device Type</th>
<th>50–59 (n=972)</th>
<th>60–69 (n=849)</th>
<th>70 and Older (n=776)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>62%</td>
<td>51%</td>
<td>86% ▲</td>
</tr>
<tr>
<td>Tablet</td>
<td>40% ▼</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Wearables</td>
<td>11%</td>
<td>16%</td>
<td>22% ▲</td>
</tr>
<tr>
<td>Home assistant</td>
<td>12% ▼</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Smart home technology</td>
<td>7%</td>
<td>11%</td>
<td></td>
</tr>
</tbody>
</table>

Base: Total Respondents (n=2,607)
Q. TECH1 Which of the following items do you have?

▲ Statistically higher than both groups at the 95% confidence level
▼ Statistically lower than both groups at the 95% confidence level
Older adults tend not to be early adopters, although half bought a tech item in the past year.

Behavior towards new technology

- Last to buy: 49%
- Buy after many others have: 38%
- Buy once others start: 9%
- First to buy: 4%

Bought a new tech item in the past year

- 51%
The smartphone is the device purchased the most in the past year.

Percentage of adults ages 50 and older who bought the following tech devices in the past year

- **At least 10 percent** bought the following devices in the past year:
  - Smartphones
  - Computers (including both desktops and laptops)
  - Smart TVs
  - Tablets
  - Bluetooth headsets or earbuds

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>23%</td>
</tr>
<tr>
<td>Desktop/Laptop</td>
<td>12%</td>
</tr>
<tr>
<td>Smart TV</td>
<td>11%</td>
</tr>
<tr>
<td>Tablet</td>
<td>10%</td>
</tr>
<tr>
<td>Bluetooth headset/earbuds</td>
<td>10%</td>
</tr>
<tr>
<td>Wearable device</td>
<td>7%</td>
</tr>
<tr>
<td>Home assistant</td>
<td>7%</td>
</tr>
<tr>
<td>Smart home technology/security</td>
<td>5%</td>
</tr>
<tr>
<td>E-reader</td>
<td>3%</td>
</tr>
<tr>
<td>Digital camera</td>
<td>3%</td>
</tr>
<tr>
<td>Home audio equipment</td>
<td>2%</td>
</tr>
<tr>
<td>Gaming system</td>
<td>2%</td>
</tr>
<tr>
<td>Home health and safety device</td>
<td>1%</td>
</tr>
<tr>
<td>Virtual reality device</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base: Total Respondents (n=2,575)

Q. NEWTech102019. Which specific technology products did you purchase in the past year (July 2018 – June 2019), for yourself and/or your household? (New Question, 2019)
Smartphone usage among older adults has increased greatly since 2014.

Smartphone adoption rates among adults 18–49 and 50 and older 2014 to 2019

**Smartphone adoption rates in 2019
Among adults 50–59, 60–69, and 70 and older**

Source: Forrester Analytics; Consumer Technographics Online Benchmark Survey of online adults age 18-88 (Part 2)

18-49 sample sizes: 2014 = 21,234; 2016 = 18,529; 2017 = 20,723; 2019 = 29,741
50-88 sample sizes: 2014 = 12,312; 2016 = 11,370; 2017 = 12,747; 2019 = 18,164

Base: Total Respondents (n=2,597)

Q.TECH1 Which of the following items do you have?

- 86% of 18–49 had smartphones in 2019, up from 80% in 2014.
- 92% of 50 and older had smartphones in 2019, up from 84% in 2014.

- Smartphone adoption rates among adults 50–59, 60–69, and 70 and older in 2019 were as follows:
  - 50–59: 86% (n=972)
  - 60–69: 81% (n=849)
  - 70 and older: 62% (n=776)

Statistically higher than both groups at the 95% confidence level.
Statistically lower than both groups at the 95% confidence level.
Most smartphone owners use their smartphones daily.

Smartphone owners reporting daily usage

• Nine in ten adults ages 50 and older who own smartphones use their smartphone daily.

• Among adults ages 50 and older who own smartphones, **those ages 50–59 were the most likely to report daily smartphone usage.**

![Smartphone daily use rates among owners age 50+](chart)

50+, 50-59, 60-69, and 70+ Base: Those who own a smartphone (n=1,994); Q. Tech1a How often do you currently use the following?

▲ Statistically higher than both groups at the 95% confidence level
▼ Statistically lower than both groups at the 95% confidence level
Smartphones are most commonly used to gather information on the fly, and to connect socially through text, email, websites or apps.

- **More than half** also said that they use their smartphones to
  - Send or receive IM or email
  - Get directions or traffic information
  - Visit websites or surf the internet
  - Get news and other information
  - Access a social networking site
  - Download or purchase an app

**Activities performed on a smartphone in the past three months**

*Among those who own a smartphone*

- Send or receive IMs or emails: 83%
- Get directions or traffic info: 68%
- Visit websites or surf the internet: 58%
- Get news and other info: 58%
- Access a social networking site: 55%
- Download or purchase an app: 51%
- Play a game: 38%
- Perform banking or financial transactions: 37%
- Make a purchase: 34%
- Comparative shop for discounts and deals: 32%
- Watch videos or shows: 32%
- Manage or receive medical care: 28%
- Watch real time social media videos like Facebook live: 27%
- Get health and fitness info: 25%
- Track health or fitness via apps or website: 25%
- Post your own reviews, ratings, or comments online: 18%
- Request a ride: 18%
- Manage/monitor smart home technology: 16%
- Use a voice activated assistant: 11%

*Note: Activities listed are limited to those performed by at least 10%.
Base: Those who own a smartphone (n=2,003)*

Q. NEWTech2 Have you used your device to do any of the following activities [ADDED 2019:] in the past 3 months?
Adults ages 50 and older are increasingly adopting tablets, even as adoption among those 18–49 is decreasing.

Tablet adoption rates among adults 18–49 and 50 and older 2014 to 2019

Source: Forrester Analytics; Consumer Technographics Online Benchmark Survey of online adults age 18-88 (Part 2)
18-49 sample sizes: 2014 = 21,234; 2016 = 18,529; 2017 = 20,723; 2019 = 29,741
50-88 sample sizes: 2014 = 12,312; 2016 = 11,370; 2017 = 12,747; 2019 = 18,164

Tablet adoption rates in 2019
Among adults 50–59, 60–69, and 70 and older

Base: Total Respondents (n=2,597)

Q.TECH1 Which of the following items do you have?
▲Statistically higher than both groups at the 95% confidence level
▼Statistically lower than both groups at the 95% confidence level
A slight majority of tablet owners use their tablets daily.

Tablet owners reporting daily usage

- Over half of adults ages 50 and older who own tablets use their tablets every day.

- Among older adults who own tablets, **those ages 60–69 were the most likely to report daily tablet usage.**

![Bar graph showing tablet daily use rates among owners age 50+](image)

50+, 50–59, 60–69, and 70+ Base: Those who own a tablet (n=1,209); Q. Tech1a How often do you currently use the following?
Tablet owners most commonly use their tablets for portable activities more enjoyable on a large screen such as surfing the internet, playing games and watching videos.

- More than four in ten said that they use their tablets to
  - Surf the internet
  - Get news and other information
  - Access social networking websites
  - Play games
Apps used to connect and share information are the most popular, particularly among those ages 50–59.

Top types of apps used weekly
*Among those who own a smartphone or tablet*

<table>
<thead>
<tr>
<th>Type of App</th>
<th>50–59 (n=863)</th>
<th>60–69 (n=713)</th>
<th>70 and older (n=519)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>76% ▲</td>
<td>70%</td>
<td>67%</td>
</tr>
<tr>
<td>Internet browser</td>
<td>73% ▲</td>
<td>63% ▲</td>
<td>56%</td>
</tr>
<tr>
<td>Weather</td>
<td>69%</td>
<td>70% ▲</td>
<td>69% ▼</td>
</tr>
<tr>
<td>Photos</td>
<td>67%</td>
<td>64% ▲</td>
<td>69% ▼</td>
</tr>
<tr>
<td>Social media</td>
<td>65% ▲</td>
<td>57% ▲</td>
<td>45% ▼</td>
</tr>
<tr>
<td>Maps and navigation</td>
<td>57% ▲</td>
<td>52% ▲</td>
<td>41% ▼</td>
</tr>
<tr>
<td>Games</td>
<td>47% ▲</td>
<td>48%</td>
<td>41% ▼</td>
</tr>
<tr>
<td>Calendar</td>
<td>47% ▲</td>
<td>41% ▲</td>
<td>35% ▼</td>
</tr>
<tr>
<td>Finance or banking</td>
<td>40%</td>
<td>36% ▲</td>
<td>33% ▼</td>
</tr>
<tr>
<td>Retail/Shopping</td>
<td>38%</td>
<td>34% ▲</td>
<td>28% ▼</td>
</tr>
<tr>
<td>Music</td>
<td>36% ▲</td>
<td>23% ▲</td>
<td>11% ▼</td>
</tr>
<tr>
<td>News or magazines</td>
<td>31% ▲</td>
<td>17% ▲</td>
<td>9% ▼</td>
</tr>
<tr>
<td>Health tracking or fitness</td>
<td>24% ▲</td>
<td>18% ▲</td>
<td>9% ▼</td>
</tr>
<tr>
<td>Video or movie streaming</td>
<td>21%</td>
<td>18% ▲</td>
<td>9% ▼</td>
</tr>
</tbody>
</table>

Base: Those who own smartphones or tablets (n=2,095)

Q.TECH7. Which of the following apps do you use on your smartphone or tablet at least once a week?

▲ Statistically higher than both groups at the 95% confidence level
▼ Statistically lower than both groups at the 95% confidence level
When using a wireless device, privacy is a concern for many.

- More say they are “not very confident” or “not at all confident” in online privacy than those who say they are “extremely confident” or “very confident.”

- The percentage that are at least “very confident” is similar across those ages 50–59, 60–69, and 70 and older.

Confidence in online privacy

<table>
<thead>
<tr>
<th>Extremely confident</th>
<th>Very confident</th>
<th>Somewhat confident</th>
<th>Not very confident</th>
<th>Not at all confident</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>11%</td>
<td>40%</td>
<td>32%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Percent at least "very confident" in online privacy

- 50+ (n=647)
  - 14%
- 50–59 (n=925)
  - 15%
- 60–69 (n=801)
  - 12%
- 70 and older (n=647)
  - 13%

Base: Those who own at least one device (n=2,372)
Q.TECH4. How confident are you that the things you do online when you are using a wireless device such as a laptop, Smartphone, or tablet, are private and will not be used or seen by others without your permission?
WEARABLES AND HEALTH TECH
Adults ages 50 and older reached a wearable adoption rate similar to those 18–49. However, among older adults, ownership skews younger.

Wearable adoption rates among adults 18–49 and 50 and older
2016 to 2019

Wearable adoption rates in 2019
Among those 50–59, 60–69, and 70 and older

Source: Forrester Analytics; Consumer Technographics Online Benchmark Survey of online adults age 18-88 (Part 2)
18-49 sample sizes: 2014 = 21,234; 2016 = 18,529; 2017 = 20,723; 2019 = 29,741
50-88 sample sizes: 2014 = 12,312; 2016 = 11,370; 2017 = 12,747; 2019 = 18,164

Base: Total Respondents (n=2,597)
Q.TECH1 Which of the following items do you have?

▲Statistically higher than both groups at the 95% confidence level
▼Statistically lower than both groups at the 95% confidence level
Among those who own a wearable, most use them daily.

Wearable owners reporting daily usage

- Among adults 50 and older who own wearables, younger adults are more likely to report daily usage. Nearly 9 in 10 of those 50–59 use their wearables daily, compared to about 8 in 10 of those 60–69 and 70 and older.

Base: Those who own a wearable device (n=434)
Q. Tech1a How often do you currently use the following?

- 83% (50+)
- 87% (50–59, n=215)
- 81% (60–69, n=133)
- 79% (70 and older, n=85)
Data privacy is a concern. Those who use a wearable would share health-related data collected with health care providers but not with many others.

• While most would share health data with their health care providers, just over a third say they would share those data with their health insurance company.

• Three in 10 say they would not share health data at all.

Percentage who would share health data with...

Among those who own wearables

- Health care providers (e.g., doctors): 66%
- Health insurance company: 35%
- Health technology retailers: 17%
- Social media: 12%
- Businesses exploring health care products: 12%
- Employers: 12%
- Would not share health data at all: 30%

Base: Own Wearable (n=438)
Q. Tech_Privacy. Would you be willing to share the health information collected through personal health and wellness technology devices. (such as smart scales, Fitbits, health monitors and other tracking devices, etc.) with….
Few older adults would share health information on social media.

*Percentage who would share digitally tracked health information on social media*

Those who own wearables are more willing to share their data, but even then just 12 percent are willing to do so.

- **8%**
  - 50 and older (n=2,607)

- **12%**
  - 50 and older who own a wearable (n=438)

Base: Total Respondents (n=2,607)

Q. Tech Privacy. Would you be willing to share the health information collected through personal health and wellness technology devices, (such as Smart scales, Fitbits, health monitors and other tracking devices, etc.) with... (New Question, 2019)
Interest in cutting-edge health and wellness technology is higher than ownership rates among older adults.

Q. NEWTECH22. How interested are you in buying the following types of personal health and wellness technology devices, whether for yourself or a loved one? (New Question, 2019)

- Communicates with a health care provider that you have taken your medicine as planned
  - Currently own & use: 2%
  - Interested in purchasing: 42%

- Reminds you when to take your medicine and which medicine to take
  - Currently own & use: 2%
  - Interested in purchasing: 40%

- Communicates other information (like blood your pressure readings, weight, or how your heart is performing) to a health care provider
  - Currently own & use: 2%
  - Interested in purchasing: 40%

- Allows you to push a button to call (to others in your house) for help if needed
  - Currently own & use: 1%
  - Interested in purchasing: 32%

- Allows you to have a video conference with your health care provider
  - Currently own & use: 1%
  - Interested in purchasing: 21%

Base: Total Respondents (n=2,607)

Q. NEWTECH22. How interested are you in buying the following types of personal health and wellness technology devices, whether for yourself or a loved one? (New Question, 2019)
Few older adults prefer to leave health care management primarily to technology.

Preferences for using technology to manage health care delivery

- 45% Mostly with medical professionals
- 45% Mostly with health care technology
- 8% Mostly with medical professionals
- 2% Only with health care technology

Base: Total Respondents (n=2,545)
Q. NEWTECH27. Which of the following best describes your preference for your future health care needs?
Adoption rates of home assistants/smart speakers more than doubled in the past two years.

Home assistant adoption rates among adults 18–49 and 50 and older
2017 and 2019

Home assistant adoption rates in 2019
Among those 50–59, 60–69, and 70 and older

Source: Forrester Analytics; Consumer Technographics Online Benchmark Survey of online adults age 18-88 (Part 2)

18-49 sample sizes: 2014 = 21,234; 2016 = 18,529; 2017 = 20,723; 2019 = 29,741
50-88 sample sizes: 2014 = 12,312; 2016 = 11,370; 2017 = 12,747; 2019 = 18,164

Base: Total Respondents (n=2,597)
Q.TECH1 Which of the following items do you have?

▲Statistically higher than both groups at the 95% confidence level
▼Statistically lower than both groups at the 95% confidence level
Over half of home assistant owners use them daily, with about a quarter using them several times a day or more.

Home assistant owners reporting daily usage

- Among adults ages 50 and older, the percentage of those who use home assistants daily varies little by age.

Frequency of use of home assistants

- Hourly
- Several times a day
- A couple of times a day
- Once a day
- Less than once a day
- Not at all

Base: Currently own a home assistant (n=441)

Q. Tech1a How often do you currently use the following?

- 54% 56%
- 52%
- 56%

Base: Currently own a home assistant (n=442)

Q. TECH1b New. Speaking of newer technology, how frequently do you use your home assistant when you are at home?

- 50+
- 50–59 (n=195)
- 60–69 (n=151)
- 70 and older (n=95)

- 3%
- 20%
- 21%
- 10%
- 35%
- 11%
Though most find home assistants useful, they do face some challenges.

- **Home assistant is somewhat/very useful**
  - 70%

- **Home assistant sometimes or always misunderstands me**
  - 67%

- **Home assistant sometimes or always responds unintelligibly**
  - 31%

Base: Currently own a home assistant (n=442)

Q. TECH1c_New. How useful (including being relevant and factually correct) do you feel the responses of your home assistant are?

Q. TECH1d_New. How often does your home assistant misunderstand what you are asking it?

Q. TECH1e_New. How often does your home assistant respond to your requests with unintelligible responses?
SMART HOME TECHNOLOGY
Among older adults, smart home technology adoption rates more than doubled in the past two years.

Smart home technology includes items like home monitoring, security, or safety devices (e.g., doorbell cameras), and internet-connected home thermostats and appliances (e.g., smart fridges or smart coffee makers).

Smart home technology adoption rates among adults ages 18–49 and 50 and older
2017 and 2019

Smart home technology adoption rates in 2019
Among those 50–59, 60–69, and 70 and older

Source: Forrester Analytics; Consumer Technographics Online Benchmark Survey of online adults age 18-88 (Part 2)

18-49 sample sizes: 2014 = 21,234; 2016 = 18,529; 2017 = 20,723; 2019 = 29,741
50-88 sample sizes: 2014 = 12,312; 2016 = 11,370; 2017 = 12,747; 2019 = 18,164

Base: Total Respondents (n=2,607)
Q.TECH1 Which of the following items do you have?
Most smart home technology owners report using it daily.

Smart home technology owners reporting daily usage

- Among older adults who own smart home technology, usage rates vary by age. **Those ages 60–69 were more likely to report using smart home technology than those 50–59 or 70 and older.**

![Chart showing usage rates by age group](chart.png)

Base: Those who own a smart home technology (n=247)
Q. Tech1a How often do you currently use the following?

73% (n=247)
72% (n=108)
76% (n=84)
70% (n=55)
Very few are extremely or very confident that interactions with their smart home assistants or home security devices will be kept private.

Confidence in privacy of home assistant interactions

<table>
<thead>
<tr>
<th>Confidence Level</th>
<th>Percent very/extremely confident</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely confident</td>
<td>1%</td>
</tr>
<tr>
<td>Very confident</td>
<td>10%</td>
</tr>
<tr>
<td>Somewhat confident</td>
<td>36%</td>
</tr>
<tr>
<td>Not very confident</td>
<td>32%</td>
</tr>
<tr>
<td>Not at all confident</td>
<td>21%</td>
</tr>
</tbody>
</table>

Percent very/extremely confident

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Confidence Level</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>50+</td>
<td>Extremely confident</td>
<td>11%</td>
</tr>
<tr>
<td>50–59</td>
<td>Extremely confident</td>
<td>11%</td>
</tr>
<tr>
<td>60–69</td>
<td>Extremely confident</td>
<td>11%</td>
</tr>
<tr>
<td>70 and older</td>
<td>Extremely confident</td>
<td>11%</td>
</tr>
</tbody>
</table>

Base: Own home assistant/smart home technology (n=563)

Q. TECH4b. How confident are you that the information given to or received from your home assistant/smart home devices (e.g., Google Home, Nest, Ring, Amazon Echo) are private and will not be used or seen by others without your permission?
While adults ages 50 and older are interested in buying smart home safety technology, ownership rates among older adults are low.

The mobile health market, including telemedicine, remote devices and mobile phone apps is expected to account for more than $20 billion in sales annually by 2020. Smart home safety technology and devices that provide convenience, safety, and peace of mind are of interest to older adults.

<table>
<thead>
<tr>
<th>Devices</th>
<th>Currently own &amp; use</th>
<th>Interested in purchasing</th>
</tr>
</thead>
<tbody>
<tr>
<td>A device that enables you to see who is at your front door/driveway</td>
<td>9%</td>
<td>59%</td>
</tr>
<tr>
<td>An alarm that could tell you when a door or window has been opened or closed when not expected</td>
<td>12%</td>
<td>48%</td>
</tr>
<tr>
<td>Small electronic devices that can turn off appliances (such as stove) when not in use, turn lights on and off as needed, regulate the temperature</td>
<td>3%</td>
<td>42%</td>
</tr>
<tr>
<td>An electronic system that lets a family member or friend know if you are okay, or if your daily routine changes suggesting you might need help</td>
<td>1%</td>
<td>42%</td>
</tr>
<tr>
<td>Sensors placed throughout your home to detect if someone falls and, if so, calls for emergency help</td>
<td>2%</td>
<td>39%</td>
</tr>
<tr>
<td>A smart thermostat: customizable temperature control and accessible via an app</td>
<td>10%</td>
<td>38%</td>
</tr>
</tbody>
</table>


Base: Total Respondents (n=2,563); Q. NEWTECH18: Now we would like to know about your experience with some home safety technology devices. How interested are you in buying the following types of home safety technology devices, whether for yourself or for a loved one?
Most older adults still use traditional network or cable TV and say they are unlikely to cancel cable or satellite TV anytime soon.

- Nearly half (49%) own a Smart TV.
- Nearly 60 percent say they primarily or only use traditional network and cable TV.
- More than half (54%) say they are unlikely to cancel their cable or satellite TV connections in the next 12 months.

### Method of watching shows, series, and videos

- Only via network or cable: 36%
- Primarily via network or cable: 22%
- A mix of network/cable & streaming services: 25%
- Primarily via streaming services: 10%
- Only via streaming services: 7%

### Likelihood of canceling cable/satellite TV in the next 12 months

- Likely: 15%
- Neither: 14%
- Unlikely: 54%
- No cable/satellite TV connection: 17%

Base: Total Respondents (n=2,607)

Q. STREAMING1. How do you generally watch shows, series, and/or videos? (New Question, 2019)
Q. STREAMING6. With so many new streaming services available, how likely are you to give up your traditional cable/satellite TV connection in the next 12 months? (New Question, 2019)
Q. NewTech12. Do you currently own a smart TV?
Adults age 50-59 are more likely to say they might cut the cord in the near future compared to older age groups.

Likelihood of canceling cable/satellite TV in the next 12 months

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Likely</th>
<th>Neither</th>
<th>Unlikely</th>
<th>No cable/satellite TV connection</th>
</tr>
</thead>
<tbody>
<tr>
<td>50–59 (n=964)</td>
<td>19%</td>
<td>17%</td>
<td>44%</td>
<td>21%▲</td>
</tr>
<tr>
<td>60–69 (n=844)</td>
<td>17%</td>
<td>14%</td>
<td>53%</td>
<td>16%</td>
</tr>
<tr>
<td>70 and older (n=778)</td>
<td>9%▼</td>
<td>12%</td>
<td>66%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Base: Total Respondents 2,586
Q: STREAMINGS With so many new streaming services available, how likely are you to give up your traditional cable/satellite TV connection in the next 12 months? (New Question, 2019)

▲ Statistically higher than both groups at the 95% confidence level
▼ Statistically lower than both groups at the 95% confidence level
Among older adults, those ages 50–59 and 60–69 are more likely to primarily use streaming services to watch something than those 70 and older.

Primary method for watching shows, series, and videos

<table>
<thead>
<tr>
<th>Category</th>
<th>50–59 (n=953)</th>
<th>60–69 (n=834)</th>
<th>70 and older (n=759)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mostly/only network or cable stations</td>
<td>47%</td>
<td>56%</td>
<td>74%</td>
</tr>
<tr>
<td>A mix of network or cable &amp; streaming services</td>
<td>29%</td>
<td>27%</td>
<td>17%</td>
</tr>
<tr>
<td>Mostly/only streaming services</td>
<td>23% ▲</td>
<td>17%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Base: Total Respondents (n=2,547)
Q. STREAMING1. How do you generally watch shows, series, and/or videos? (New Question, 2019)

▲ Statistically higher than both groups at the 95% confidence level
▼ Statistically lower than both groups at the 95% confidence level
Nearly half of adults ages 50 and older stream video content weekly or daily. Among those who use streaming services, **Netflix** and **Amazon Prime Video** are the most popular.

**Frequency of streaming Among the 50 and older**

- **Daily**: 18%
- **Weekly**: 26%
- **Monthly**: 14%
- **Less than once a month**: 12%
- **Never**: 30%

**Streaming services used Among 50 and older streamers**

- **Netflix**: 67%
- **Amazon Prime Video**: 48%
- **Hulu**: 21%
- **YouTube TV**: 13%
- **HBO Now**: 10%
- **DirectTV Now**: 8%
- **CBS All Access**: 6%
- **Showtime Anytime**: 5%
- **Sling**: 2%
- **Other**: 13%

Base: Total Respondents (n=2,592)
Q. STREAMING3. How often do you watch streamed shows, series, or videos? (New Question, 2019)

Base: Ever Stream (n=1,660)
Q. STREAMING4. Which of the following streaming services do you currently subscribe to? (New Question, 2019)
Most streamers hear about streaming content via word of mouth.

Sources for learning about streaming content

- About a third of streamers hear about streaming content from recommendations made based on things they have watched.

- A quarter of streamers hear about streaming content from traditional advertising on TV or radio and online searches.

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**Base:** Ever Stream (n=1,740)

Q. STREAMINGS. Where do you typically hear about streaming content of interest to you? (New Question, 2019)
One in five older adults hear about streaming content through social media.

Percentage who hear of streaming content via social media

- Among adults ages 50 and older, those ages 50–59 and 60–69 are more likely to hear about streaming content via social media.

- A quarter of adults ages 50–59 hear about streaming content through social media.

Base: Ever Stream (n=1,740)
Q. STREAMINGS. Where do you typically hear about streaming content of interest to you? (New Question, 2019)

▲ Statistically higher than both groups at the 95% confidence level
▼ Statistically lower than both groups at the 95% confidence level
Monthly spend on streaming services varies widely.

*Average monthly spend on streaming services, by service*

- On the most popular services — **Netflix** and **Amazon Prime Video** — streamers ages 50 and older spend about $15 per month, on average.

- More expensive services include **DirecTV NOW** at an average of $64 per month, and **Sling** at $54 per month, on average.

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*Base: Size varies based on streaming subscription.*

Q: STREAMING4B_11. And approximately, how much are you spending per month for each streaming service you subscribe to? Please round to the nearest whole dollar. (New Question, 2019)
Most adults ages 50 and older use social media on a regular basis, primarily Facebook.

Three in four adults (76%) ages 50 and older use at least one social media platform.

Percentage of adults 50 and older who use social media sites

<table>
<thead>
<tr>
<th>Social Media Site</th>
<th>50+</th>
<th>50–59 (n=966)</th>
<th>60–69 (n=849)</th>
<th>70 and older (n=778)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>63%</td>
<td>63%</td>
<td>67%</td>
<td>59%</td>
</tr>
<tr>
<td>YouTube</td>
<td>33%</td>
<td>41%▲</td>
<td>32%</td>
<td>23%</td>
</tr>
<tr>
<td>Instagram</td>
<td>15%</td>
<td>21%▲</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>9%</td>
<td>14%▲</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Twitter</td>
<td>8%</td>
<td>12%▲</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>5%</td>
<td>8%▲</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Other (Please specify)</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>None of the above</td>
<td>24%</td>
<td>19%</td>
<td>23%*</td>
<td>31%▲</td>
</tr>
</tbody>
</table>

Base: Total Respondents (n=2,594)
Q99. What social media sites do you use on a regular basis?

▲Statistically higher than both groups at the 95% confidence level
▼Statistically lower than both groups at the 95% confidence level

Three in four adults (76%) ages 50 and older use at least one social media platform.
More older adults access social media on smartphones rather than computers (desktop or laptop) or tablets.

Percentage of device owners who use the device to...
Among owners of smartphones (n=2,003), tablets (n=1,222), and computers (n=2,345)

- **Access social media:**
  - Smartphones: 55%
  - Tablets: 41%
  - Computers: 27%

- **Watch real-time social media videos:**
  - Smartphones: 47%
  - Tablets: 19%
  - Computers: 20%

Base: Those who own a smartphone (n=2,003); those who own a desktop or laptop (n=2,345); those who own a tablet (n=1,222)
Q.NEWTech2 Have you used your device to do any of the following activities [added in 2019:] in the past 3 months?
More than half of all mobile and tablet owners use social media apps weekly.

Percentage of smartphone and tablet owners who use social media apps at least once a week

- Among adults ages 50 and older, those ages 50–59 and 60–69 are more likely to use social media apps weekly.

- Nearly two-thirds of those ages 50-59 use social media apps weekly.

Base: Those who own smartphones or tablets (n=2,095)
Q. TECH7: Which of the following apps do you use on your smartphone or tablet at least once a week?

▲ Statistically higher than both groups at the 95% confidence level
▼ Statistically lower than both groups at the 95% confidence level
Most older adults use technology to stay connected with friends and family, but less than half use social media daily for that purpose.

50 and older who use technology to stay connected 2017 to 2019

Percent using social media daily to connect in 2019
Among those 50+, 50–59, 60–69, and 70 and older

Base: Those who own a desktop, laptop, tablet or smartphone (n=2,584)
Q. NEWQ1 Do you use technology like cell phones, computers, and the Internet to stay connected and in touch with family and friends?

Base: Those who use technology to stay connected (n=2,290)
Q. NEWQ2 How often do you use each of the following to communicate with and stay connected to friends and family?

\[ \begin{array}{c|c|c|c|c}
\text{Year} & \text{50+} & \text{50–59} & \text{60–69} & \text{70 and older} \\
\hline
2018 & 42\% & 44\% & 43\% & 37\% \\
2019 & 91\% & 94\% & 91\% & \\
\end{array} \]
Older adults use a variety of technologies to stay connected to loved ones.

Among those who use technology to stay connected

Percent using methods to communicate and stay connected with friends and family

<table>
<thead>
<tr>
<th>Method</th>
<th>Every day</th>
<th>A couple times a week</th>
<th>About once a week</th>
<th>A couple times a month</th>
<th>About once a month</th>
<th>Less than once a month</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text message</td>
<td>56%</td>
<td>22%</td>
<td>5%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>8%</td>
</tr>
<tr>
<td>Email</td>
<td>43%</td>
<td>23%</td>
<td>8%</td>
<td>8%</td>
<td>4%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Social media</td>
<td>42%</td>
<td>17%</td>
<td>6%</td>
<td>5%</td>
<td>2%</td>
<td>6%</td>
<td>22%</td>
</tr>
<tr>
<td>Video chat</td>
<td>8%</td>
<td>8%</td>
<td>7%</td>
<td>8%</td>
<td>5%</td>
<td>17%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Base: Those who use technology to stay connected

Q. NEWQ2 How often do you use each of the following to communicate with and stay connected to friends and family?
<table>
<thead>
<tr>
<th>Respondent profile</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Base:</th>
<th>2,607</th>
<th>975</th>
<th>851</th>
<th>781</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>53%</td>
<td>51%</td>
<td>53%</td>
<td>56%</td>
</tr>
<tr>
<td>Male</td>
<td>47%</td>
<td>49%</td>
<td>47%</td>
<td>44%</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than high school</td>
<td>12%</td>
<td>12%</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>High school</td>
<td>32%</td>
<td>28%</td>
<td>32%</td>
<td>36%</td>
</tr>
<tr>
<td>Some college</td>
<td>26%</td>
<td>26%</td>
<td>29%</td>
<td>23%</td>
</tr>
<tr>
<td>Bachelors degree or higher</td>
<td>31%</td>
<td>34%</td>
<td>30%</td>
<td>29%</td>
</tr>
<tr>
<td><strong>Race/Ethnicity</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White, non-Hispanic</td>
<td>72%</td>
<td>67%</td>
<td>72%</td>
<td>78%</td>
</tr>
<tr>
<td>Black, non-Hispanic</td>
<td>11%</td>
<td>12%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Other, non-Hispanic</td>
<td>6%</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>11%</td>
<td>13%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than $25K</td>
<td>18%</td>
<td>15%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>$25K - $49.9K</td>
<td>21%</td>
<td>18%</td>
<td>20%</td>
<td>26%</td>
</tr>
<tr>
<td>$50K - $74.9K</td>
<td>16%</td>
<td>14%</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>$75K+</td>
<td>45%</td>
<td>53%</td>
<td>45%</td>
<td>35%</td>
</tr>
</tbody>
</table>
Methodology: Quantitative survey, n=2,607

- **Objective**: Repeat survey exploring technology use and attitudes among adults ages 50 and older around device ownership, common activities performed online, social networking, mobile usage, privacy and trust, and connecting with friends and family.
- **NEW IN 2019**: Home assistants deep-dive, privacy, streaming, health & wellness tech.
- **Methodology**: Online survey using Ipsos, with sample targeting panelists ages 50 or older
- **Qualifications**: Ages 50 or older
- **Sample**: Ipsos, n=2,607
- **Interviewing Dates**: June 25–July 9, 2019
- **Language of Interview**: English and Spanish
- **Weighting**: The data are weighted according to demographics for U.S. adults ages 50 and older to represent the ages 50+ population by gender, race/ethnicity, census division, education, household income, and language proficiency. Weighted base sizes are used in the report.
- **Confidence Interval**: Total sample: ± 2.08%
- **Questionnaire length**: The survey was approximately 15 minutes in length online
About AARP

AARP is the nation’s largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation’s largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit [www.aarp.org](http://www.aarp.org) or follow @AARP and @AARPadvocates on social media.

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This research was designed and executed by AARP Research