

Technology Use and Attitudes among Mid-Life and Older Americans



Adults 50-plus are Empowered by Tech

92%
use a laptop or desktop

70%
use a smart phone

43%
use a tablet

23%
use a e-reader

7%
use a home assistant

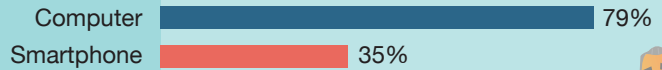


Device of Choice Where Their Wallet is Concerned

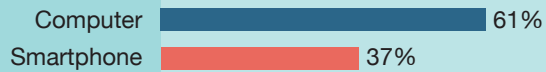
Users still prefer computers over smartphones for activities involving money.



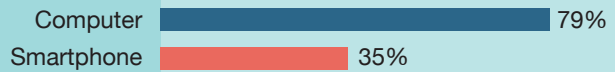
Make a purchase



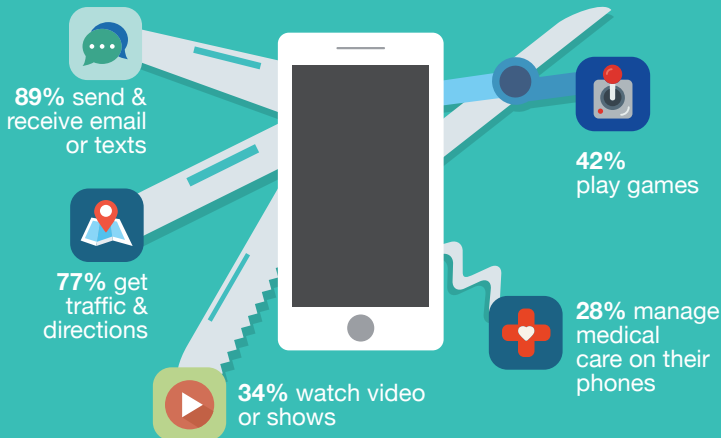
Comparative shop for discounts or deals



Perform banking or financial transactions



The Multi-Use Smartphone



Connected to BFFs and Family

91% of adults 50-plus use technology to stay connected

86% connect through text messaging

72% connect through social media*



*Social media usage has grown over 112% since 2011

Data Privacy Alert

41% do not trust that their data is safe online...yet

ONLY 33% use two-factor identification

ONLY 45% regularly change their passwords on important accounts



ONLY 58% have a passcode on their smartphone