



2024 TECH TRENDS AND ADULTS 50+

January 2024

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EXECUTIVE SUMMARY

Executive summary

There has been a noticeable shift in technology adoption and use among older adults ages 50-plus.

- The 50-plus audience is now at parity with 18-49 regarding ownership of most of the primary tech devices. Nearly all of adults 50-plus now own at least one tech device.
- Though overall tech spending is down slightly from 2022 (\$912) to 2023 (\$798), ownership of smart TVs, smartphones, and wearables has increased year over year (YOY), driven primarily by those ages 60-69 and 70-plus.
- Older adults are actively engaged with a variety of digital services. They are more likely to access many of these digital services via an app as opposed to just via a website.
- 86% of those 50-plus stream at least some, if not all, of their entertainment content up from 64% in 2019.
- Four in five (79%) say they use technology to stay connected with friends and family.

Smart home and home safety technology have yet to be unlocked.

- Although awareness is high for all types of smart home technology, device adoption among older adults has remained relatively flat over the last five years.
- Cameras, alarms, and appliance controls are of greatest use and interest among older adults.
- Lack of need is the top reason many are not interested in smart home technology.

Executive summary

Technology has the potential to play a significant role encouraging wellness and healthy aging.

- Half of adults 50-plus recognize that technology can enable a healthy life.
- Seven in 10 (69%) of this audience have one or more chronic health issue(s), but few are using technology to manage.
- Most of the 50-plus have experienced a significant life event such as a new chronic health diagnosis or a major health status change in the past two years. When life events happen, the 50-plus are using some digital services to help them, but there are many underused services available where tech could help make life easier and save time or money.

Though the 50-plus are comfortable with what they use and know, they have a wait-and-see approach toward new tech.

- Only two-thirds (66%) of those 50-plus express comfort with their digital literacy skills; and comfort diminishes with age.
- 64% of 50-plus adults do not feel technology today is designed with their age in mind.
- Older adults are less than enthusiastic about what generative AI might mean for them. Though most (85%) have heard of it, they are unsure as to what it is and whether it will improve or impede their online safety. Only 9% have used it.



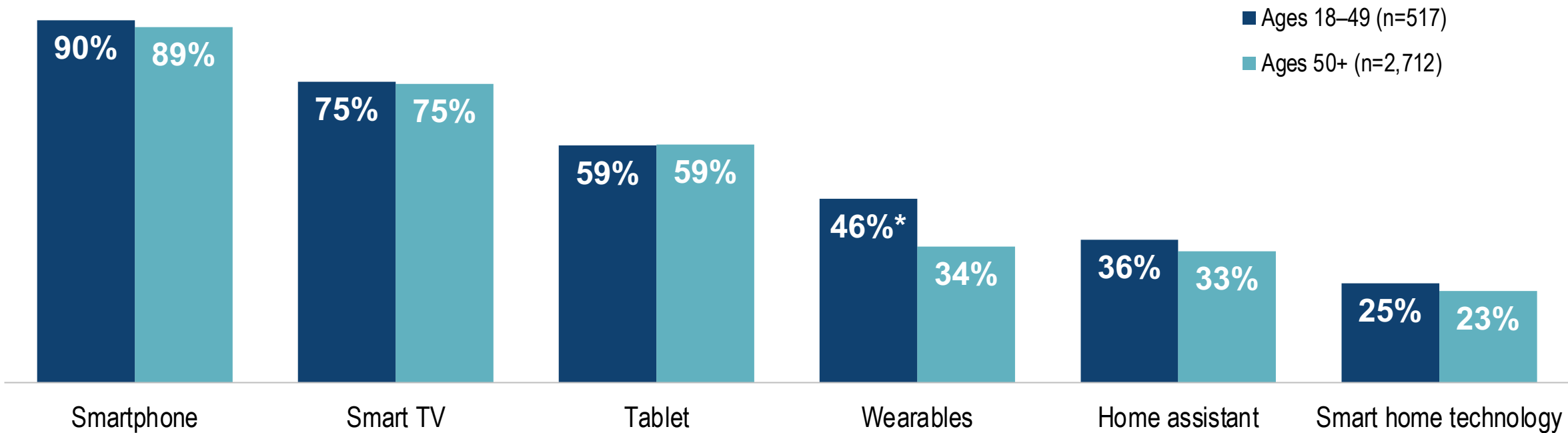
THE 50+ TECH CONSUMER

Older adults ages 50-plus now own most devices at the same rate as those ages 18-49.

In the past older adults adopt of technology devices may have lagged, but this year their ownership has reached parity with younger adults, with wearables being the exception.

Percent of adults who own the following technology devices

By age range



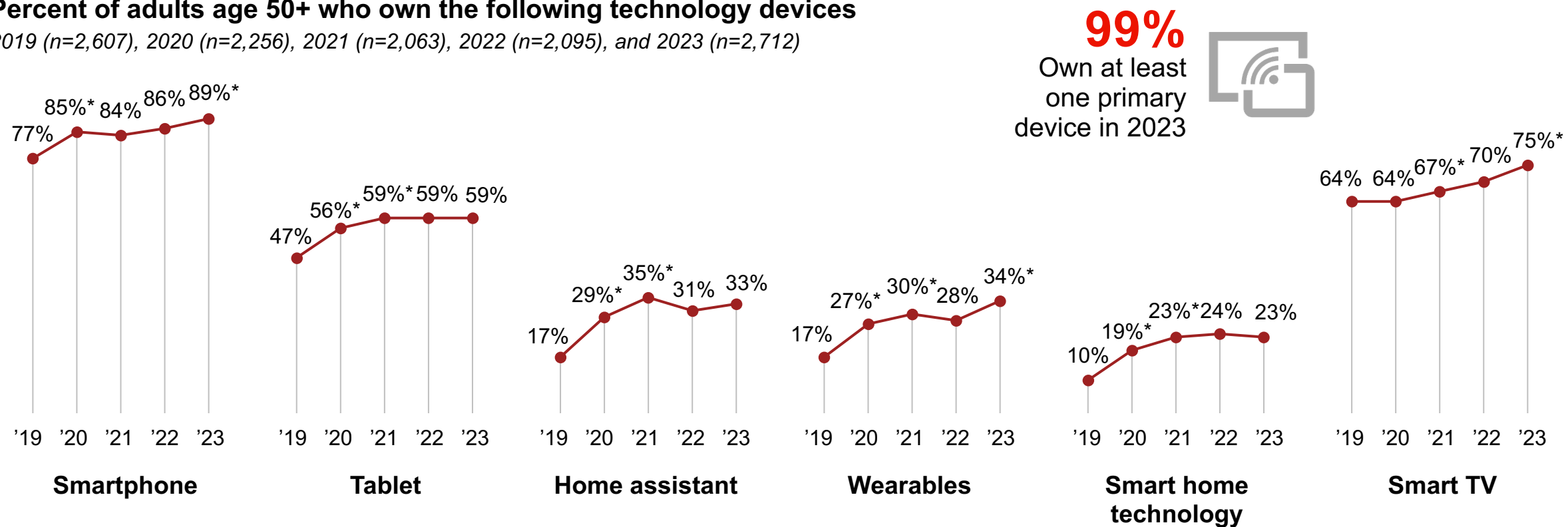
Base: Total Respondents
QTech1/Q2. Which of the following items do you have/own? Q6. Do you currently own a smart TV?

* Indicates a significant difference at a 95% confidence level

Adults 50-plus own an average of seven tech devices, with a significant increase in ownership of smartphones, wearables, and smart TVs compared to 2022.

Percent of adults age 50+ who own the following technology devices

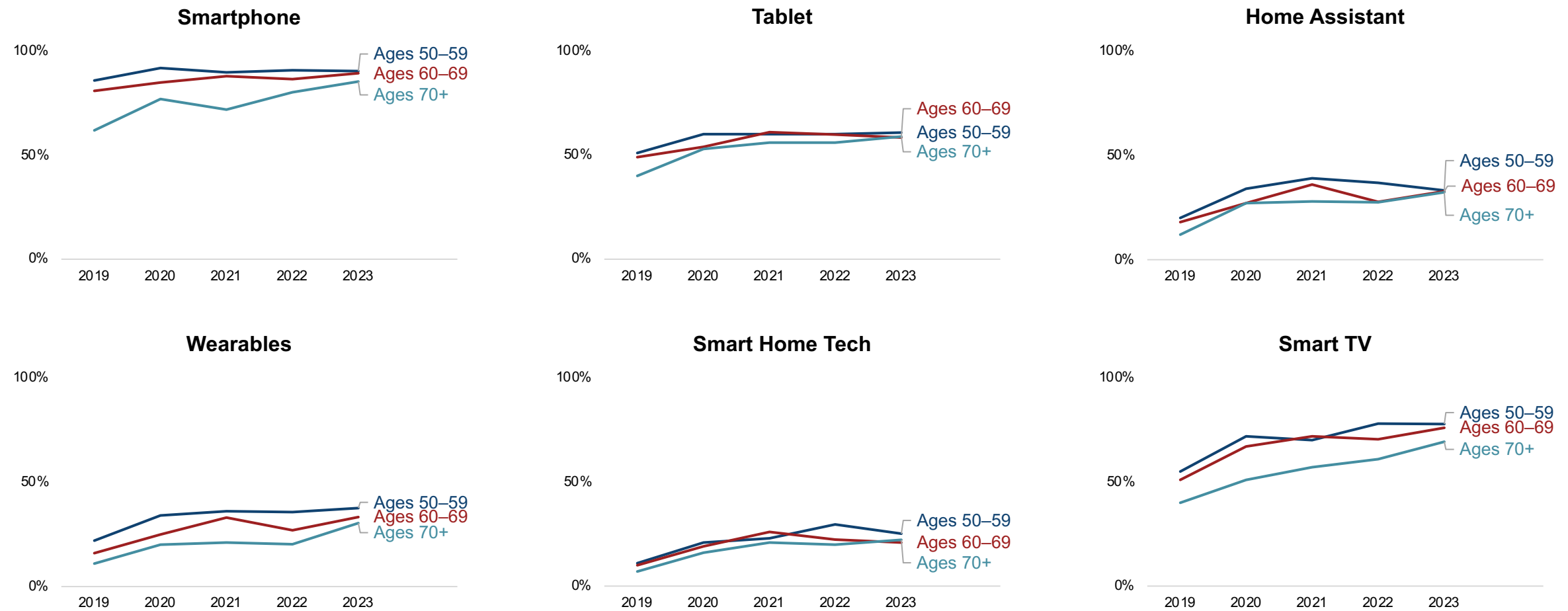
2019 (n=2,607), 2020 (n=2,256), 2021 (n=2,063), 2022 (n=2,095), and 2023 (n=2,712)



Base: Total 50+ Respondents
QTech1/Q2. Which of the following items do you have/own? Q6. Do you currently own a smart TV?

* Indicates a significant difference at a 95% confidence level

The increase in ownership is primarily driven by those 60-69 and 70-plus, while those 50-59 report lower levels of home assistant and smart home tech ownership year over year.

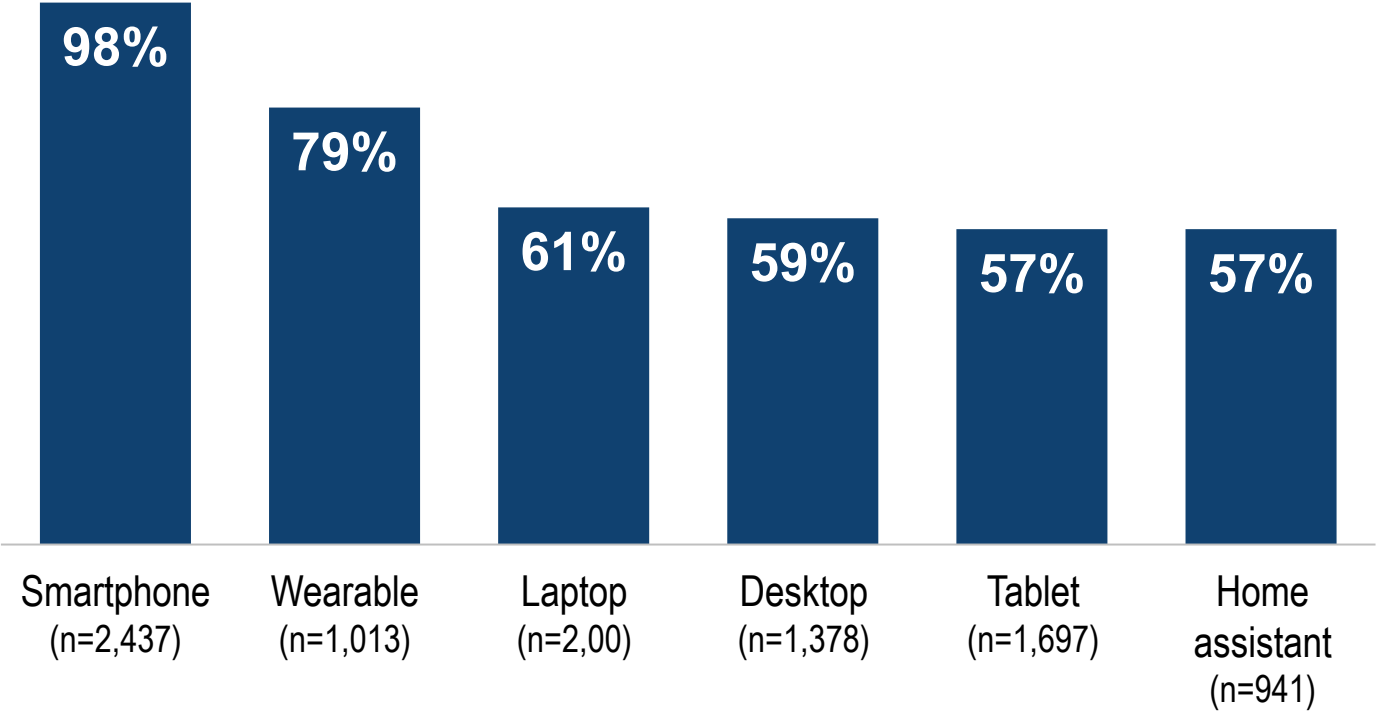


Base: Total 50+ Respondents
QTech1/Q2. Which of the following items do you have/own? Q6. Do you currently own a smart TV?

Most devices owned are used daily.

Percent who use the following technology devices daily

Among adults ages 50+ who own the device



Base: Respondents 50+ who own the device
Q3. How often do you currently use the following?



Between one-third and one-half of older adults are either using or interested in smart home devices, depending on the technology.

Smart home device adoption among older adults has remained relatively flat over the last five years despite high awareness and high interest in aging-in-place. Devices with tangible “right now” benefits, such as security and Wi-Fi extenders, top the list of smart home devices used.

Familiarity and use of smart home devices

Among adults age 50+

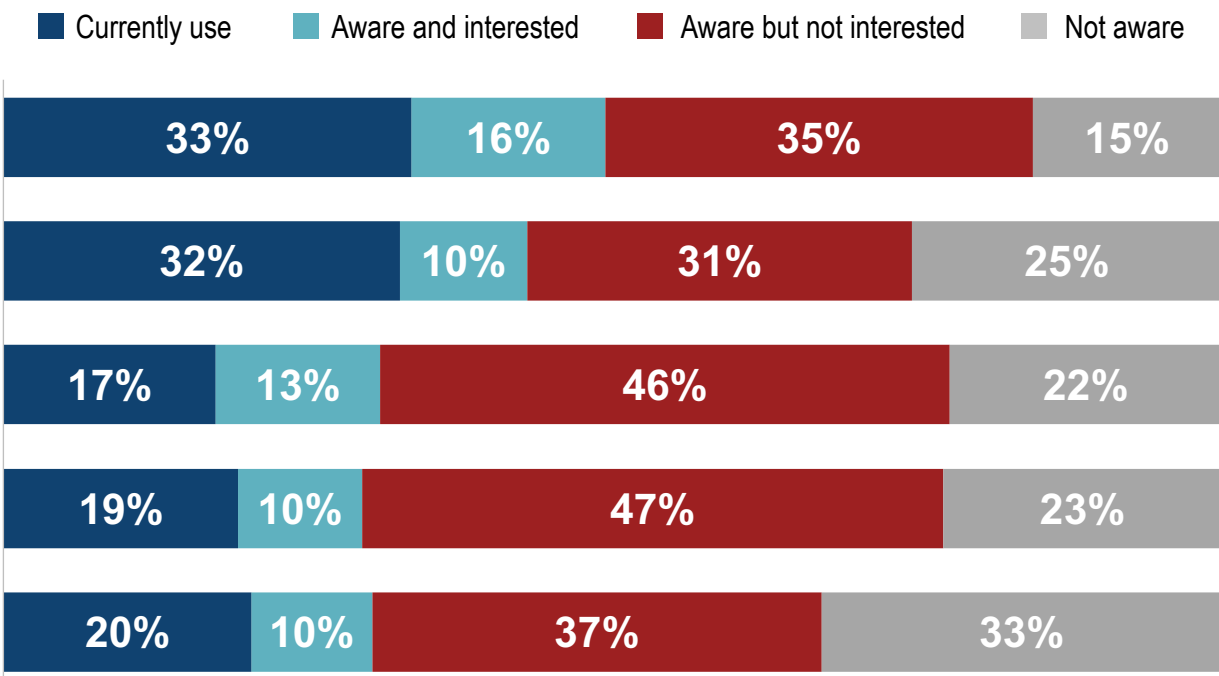
Security – interconnected devices that monitor your home safety

Extender – a device that extends the reach of your Wi-Fi signal

Lighting – a smart home lighting system that allows you to automate or control your lighting remotely

Appliance – a Wi-Fi connected appliance that can be operated remotely

Utility – a smart device that manages energy and water utility usage

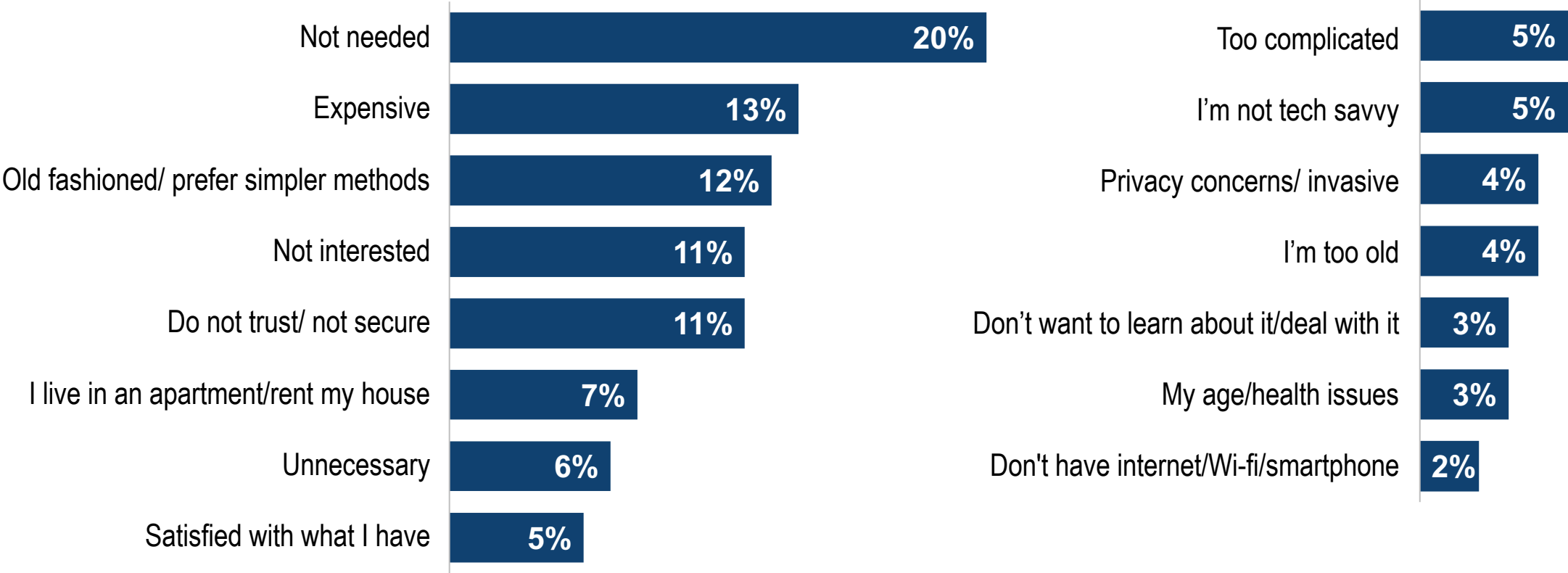


Base: Total 50+ Respondents
[NEW QUESTION 2023] Q77_2024_A. Please indicate your level of familiarity with each of the following types of **smart home devices**.

Those who are not interested in smart home devices say it's because they're not needed, are too expensive, or are too complicated.

Reasons not interested

Among adults ages 50+ not interested in smart home devices



Base: Total 50+ Respondents not interested in smart home devices (n=451)
[NEW QUESTION 2023] Q77B_2024. You indicated you are not interested in using smart home tech devices. Please use the space below to tell us why that is.

2% or above reported

Across a variety of smart home safety technology, cameras, alarms, and appliance controls are of greatest use and interest among older adults.

Awareness, interest, and use of such technology is relatively low for next-gen home safety technology.

Familiarity and use of home safety technology

Among adults ages 50+ (n=2,712)

Device enabling you to see who is at the front door or driveway

Alarm that can tell when a door or window has been opened or closed unexpectedly

Small electronic devices that can turn off appliances, turn lights on or off, and regulate temperature

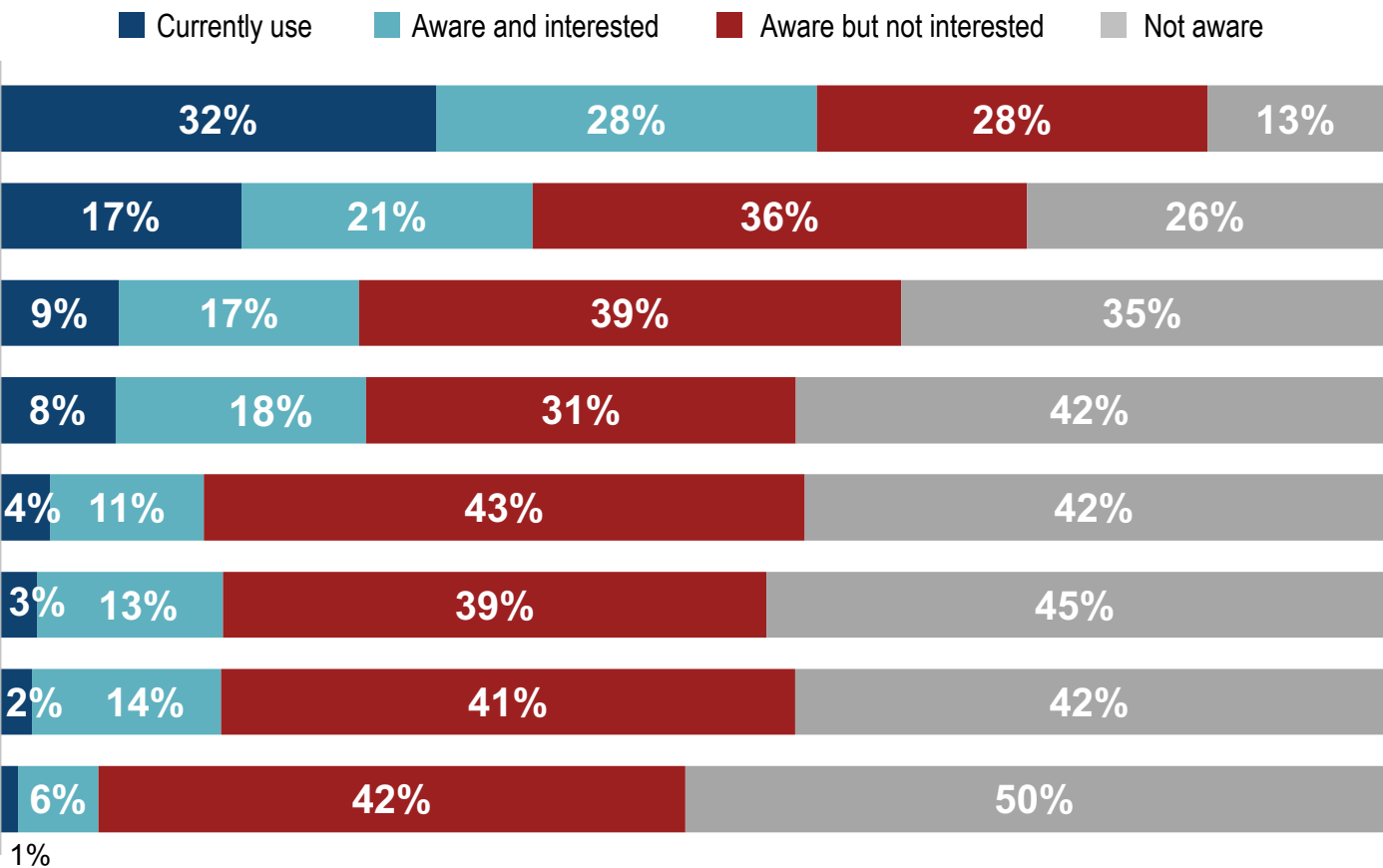
Wi-Fi enable smoke or gas leak detector

Device for monitoring an older adult's in-home location

Electronic system that lets family or friends know you are OK or if your daily routine changes

Sensors in the home that detect if someone falls and calls for emergency help

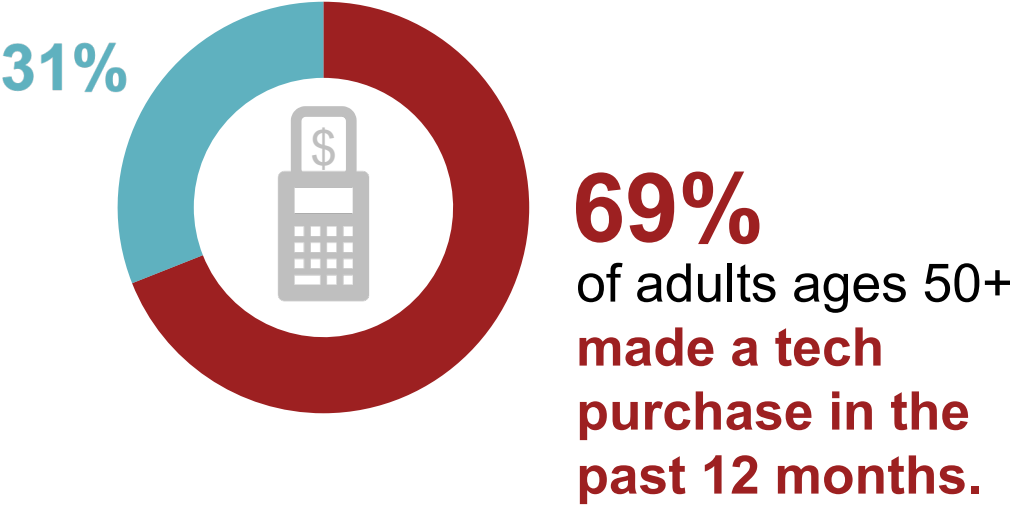
Smart, robotic devices for companionship, entertainment, or wellness



Base: Total 50+ Respondents

Q40. Now please indicate your level of familiarity and interest in the use of **home safety technology** devices.

Even in the presence of dampened spending, 69% of the 50-plus made a tech purchase in 2023, spending \$798, on average.



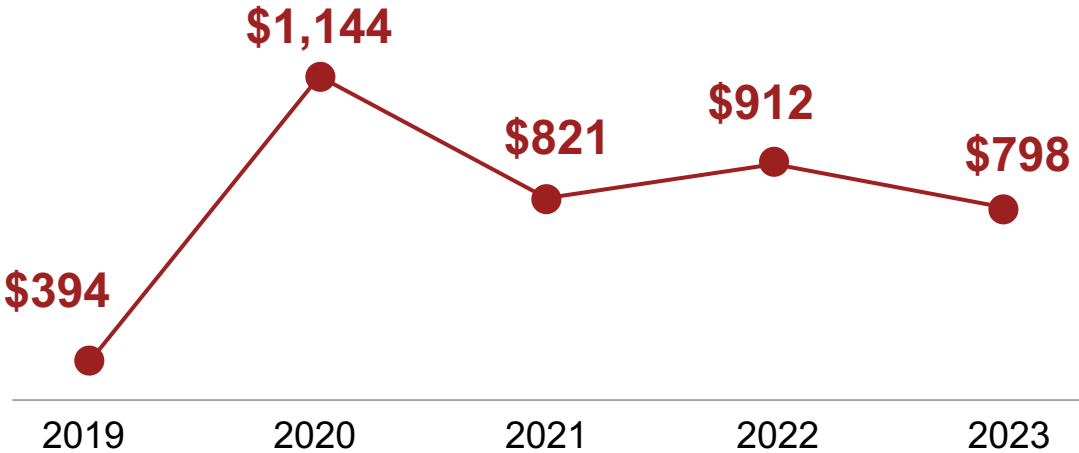
Base: Total 50+ Respondents (n=2,712)

Q30. Which specific technology products did you purchase in the past year (September 2022 - September 2023), for yourself and/or your household?

Q31. And thinking about all of the different tech items you purchased in the past 12 months (September 2022 – September 2023), approximately, how much did you spend in total?

But inflation has likely had an impact with the median spend on tech products decreasing YOY by 33%, from \$299 to \$199 per buyer.

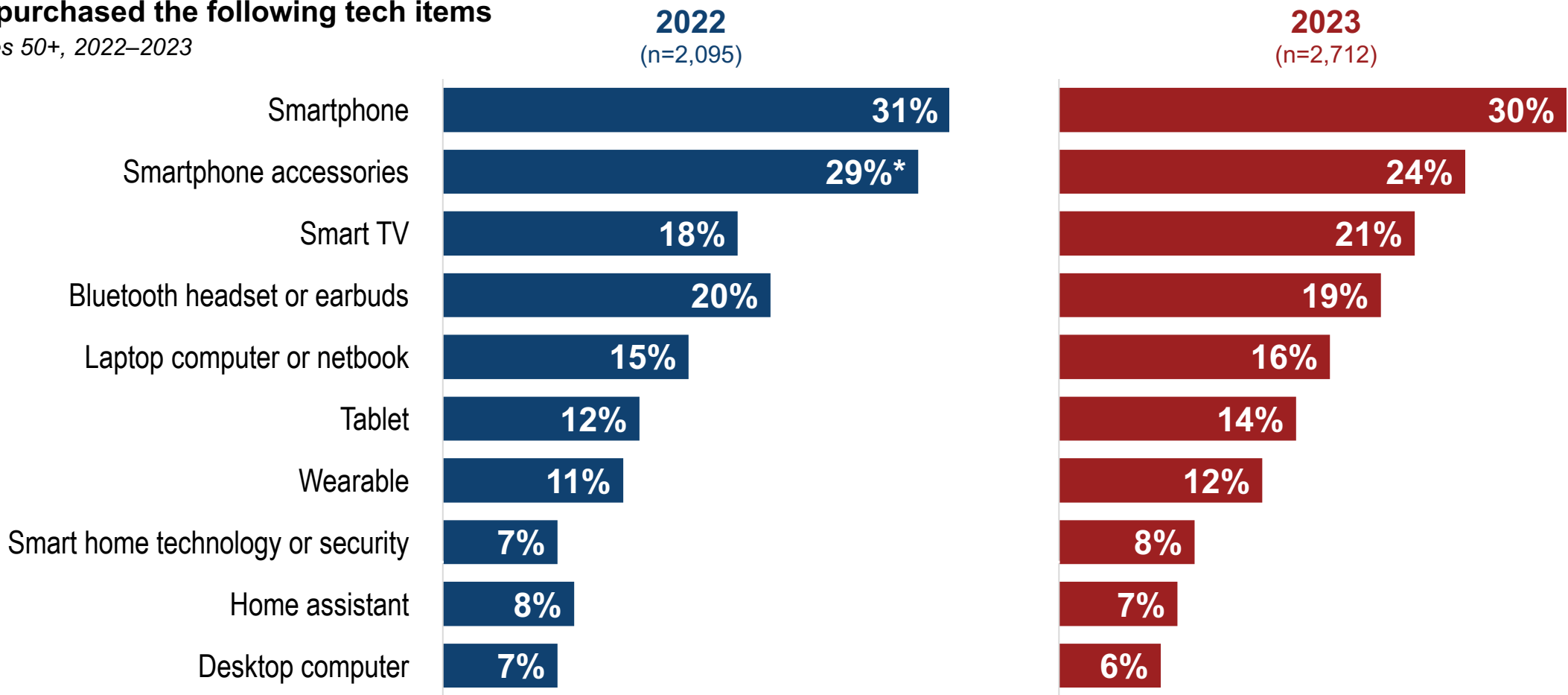
Total tech spend in the past 12 months
Among adults ages 50+, 2019 to 2023



Consumers 50-plus continue to buy a variety of tech devices for themselves and their households.

Percent who purchased the following tech items

Among adults ages 50+, 2022–2023



Base: Total 50+ Respondents

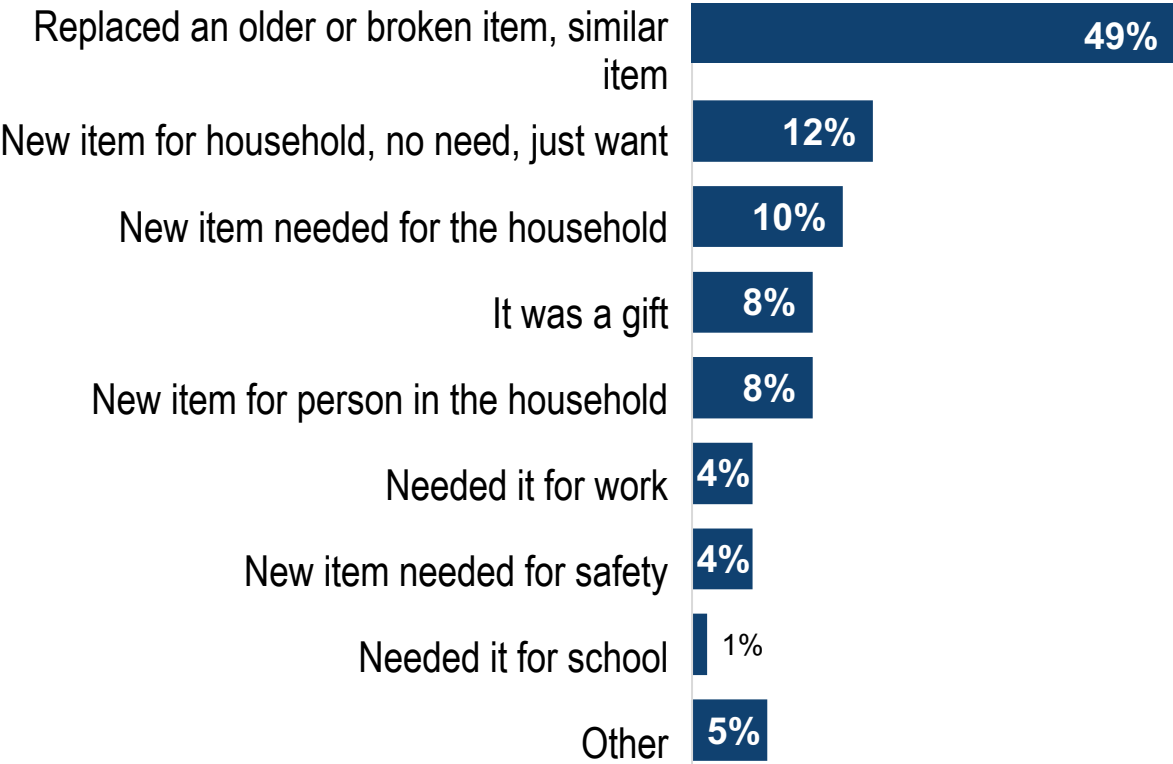
Q30. Which specific technology products did you purchase in the past year (September 2022 - September 2023), for yourself and/or your household?

* Indicates a significant difference at a 95% confidence level

About half of all items purchased were as a replacement, with smartphones topping the list.

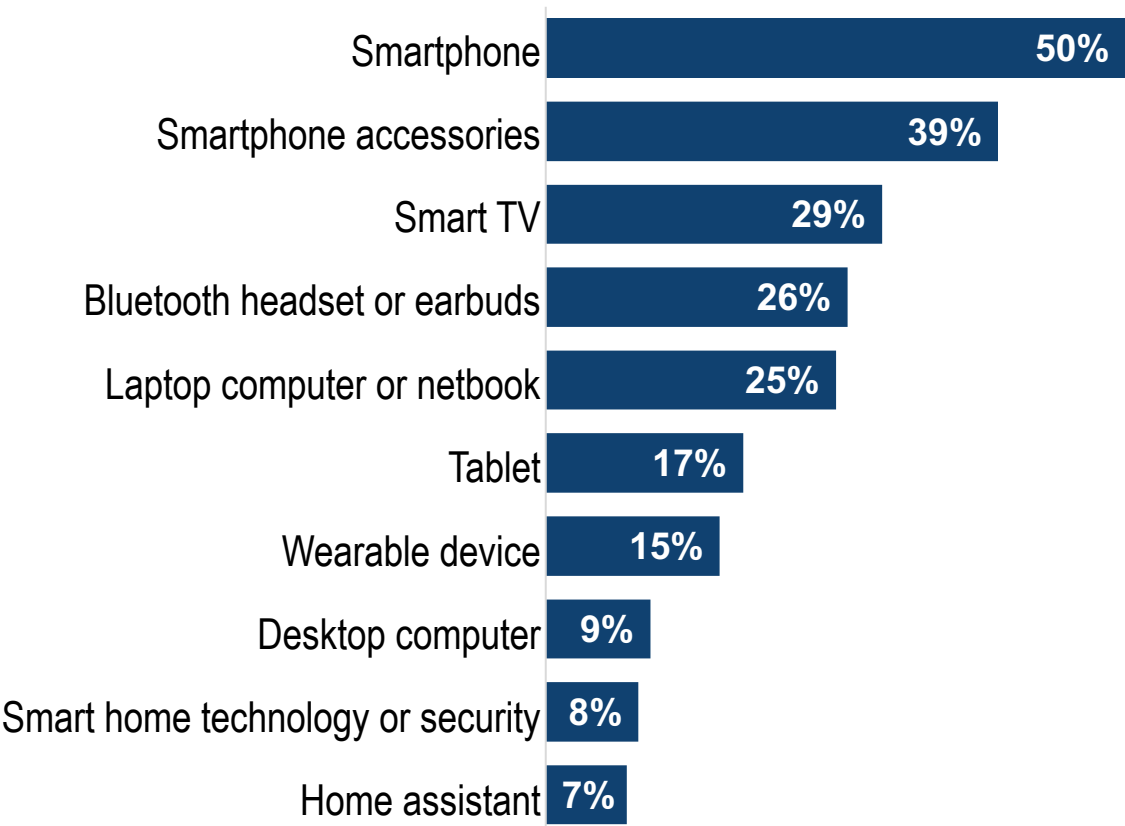
Purchase trigger

Among adults ages 50+ who made a tech purchase in the past year



Percent whose 2023 purchase was a replacement

Among adults ages 50+ who made the purchase in 2023



Base: Respondents 50+ who made tech purchase in past year (n=1,950)
[QUESTION REVISED 2023] Q60_NEW2024. Thinking just about the [PY PURCHASE] you purchased in the past year, which of the following best describes what triggered this purchase?

Among the two-thirds of 50-plus consumers who have hesitations when considering a tech purchase, four out of the five barriers carry equal weight; design, benefit, cost, and privacy.

*Base: Those who have tech purchase hesitations (n=1,799)
Q28e_2023. Please allocate 100 points across the technology barriers outlined below, based on the degree of hesitation each causes you stress or uncertainty prior to making a new tech purchase?*



Design & User Experience

24%

- Is it easy to use?
- Was it designed for people like me?
- Did they ask people like me to test it?



Awareness & Interest

23%

- Why should I be interested in this product?
- What new products exist?
- Should I care?



Cost & Acquisition

23%

- Can I afford it?
- How do I buy it?
- How do I select the right product?



Trust & Privacy

21%

- What personal data does it collect?
- Is my personal data secure?
- Any known privacy or identity theft issues?



Installation & Adoption

14%

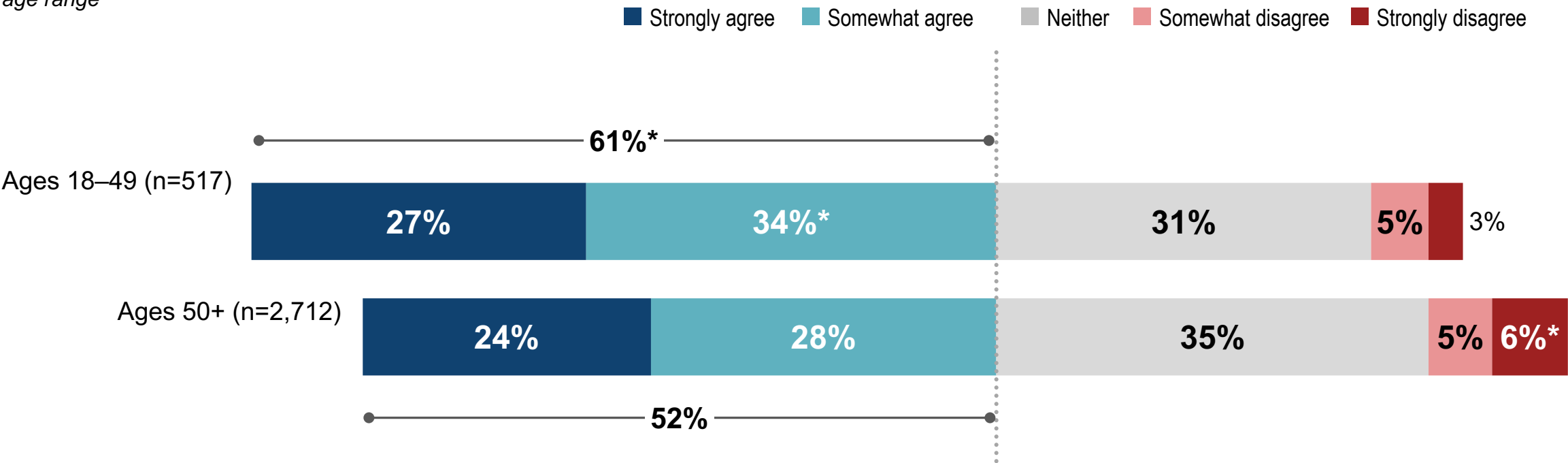
- How do I integrate it into my life?
- How difficult is it to set up?
- Who can help me if I run into problems?

While most (58%) continue to say it is important that old and new tech work seamlessly together, only half of the 50-plus say the technology in their homes does so consistently.

Those 18-49 fair slightly better with 61% saying technologies in their home work together.

Agreement that technology works seamlessly together

By age range



Base: Total Respondents

NEW QUESTION 2023] Q64c_2024. And thinking about the various technology you have in your home, how much do you agree or disagree that those that are meant to work seamlessly together, do so consistently?

* Indicates a significant difference at a 95% confidence level



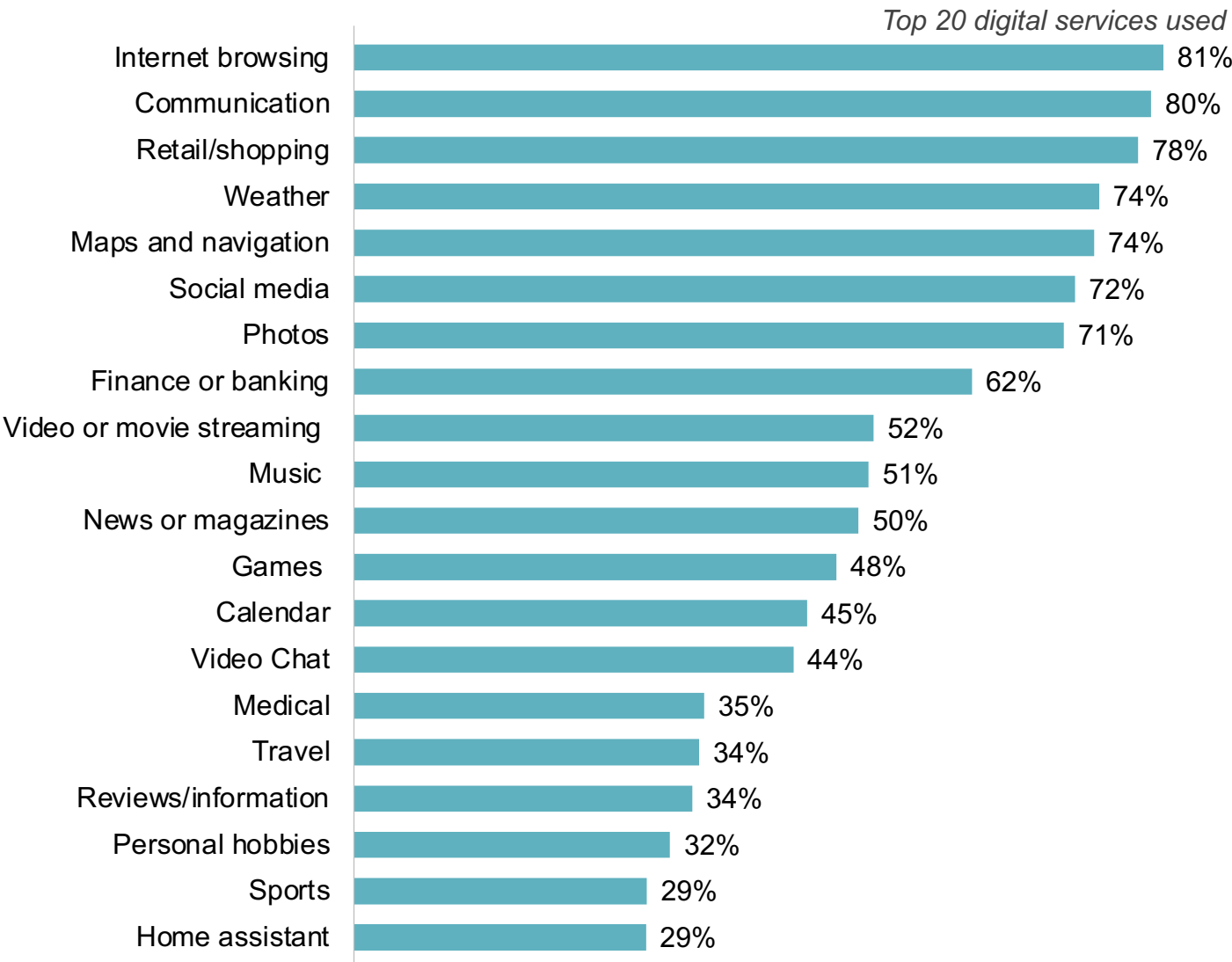
DIGITAL SERVICES

Nearly all adults have the ability to access digital services via an app or a website. Digital services allow consumers to curate convenient, personalized experiences to streamline everyday tasks and save time and money.

Although many older adults have incorporated some type of digital service into their lives, most still only use basic digital services such as internet browsing, use of communication tools (i.e., text), and shopping.

Base: Total 50+ Respondents (n=2,712)
[NEW QUESTION 2023] Q4_2024. Which of the following types of information or activities do you engage with online in the past 3 months via a website or a mobile app? These are also referred to as digital services.

Percent who engaged with the following digital services in the past 3 months
Among adults ages 50+, top 20 digital services used

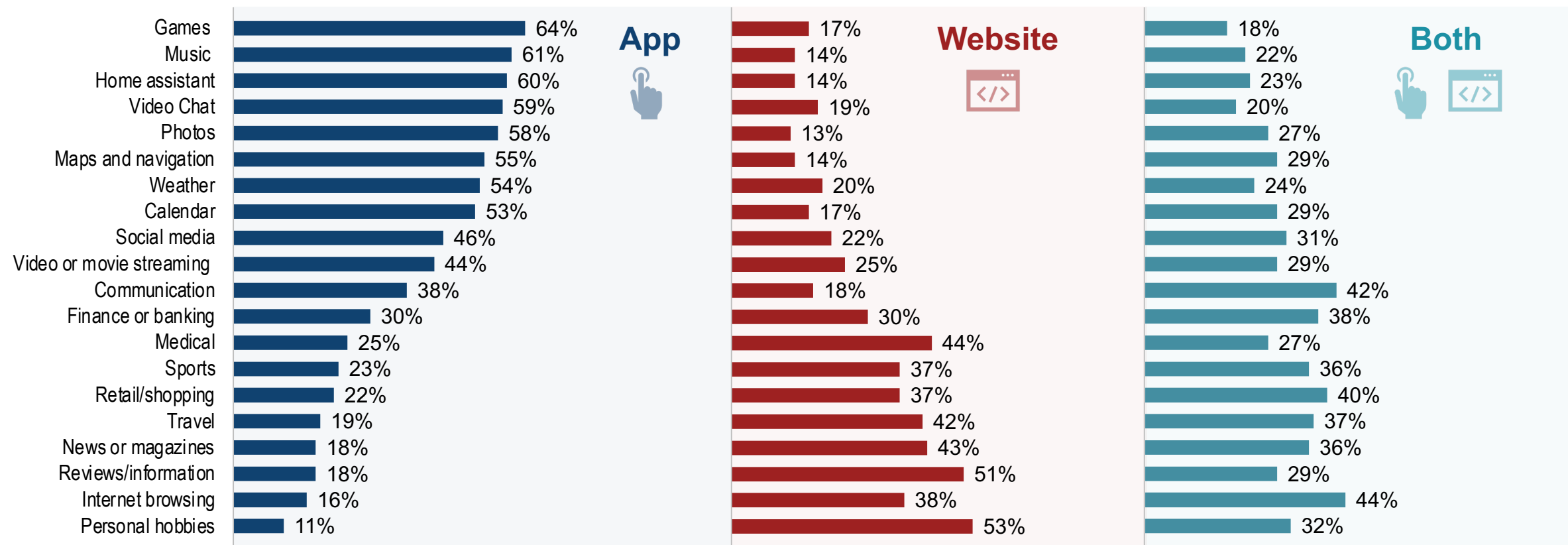


Across the most commonly used digital services, the majority are more likely accessed via an app than on a website.

Percent access via an app or website

Among adults ages 50+ who use service

Top 20 digital services used

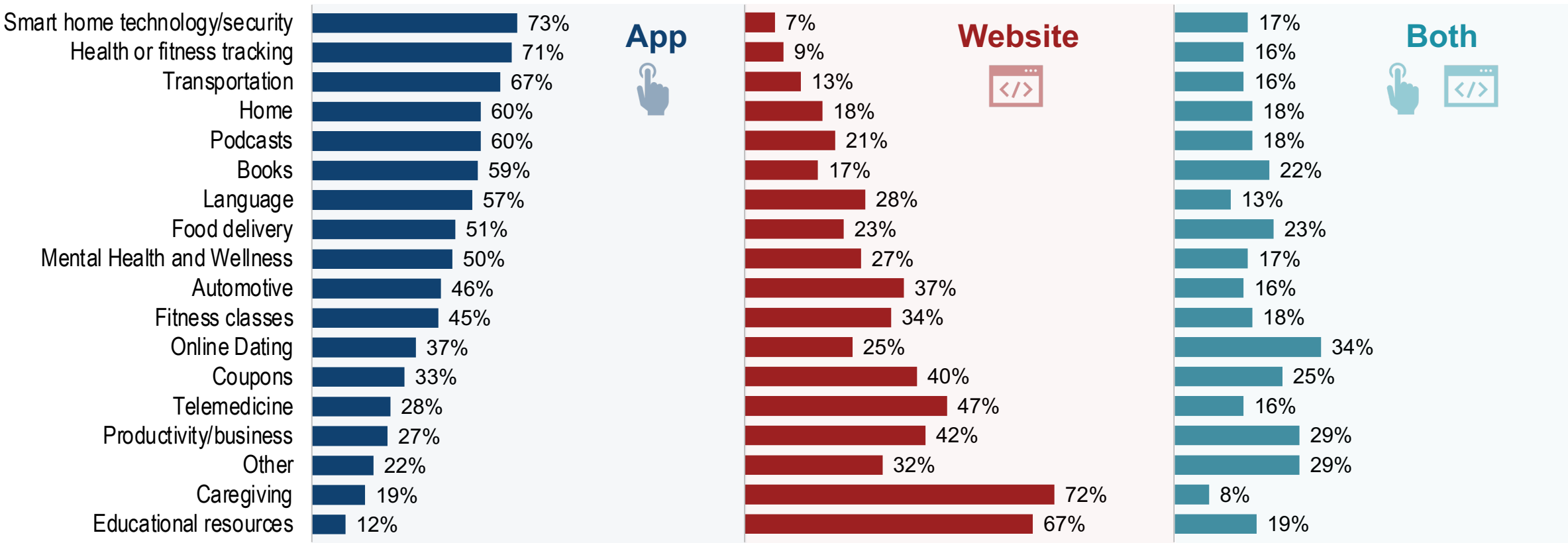


Base: Respondents 50+ who use service
[NEW QUESTION 2023] Q10_2024. Now more specifically, for those types of digital services you engaged with recently, please indicate if you typically access it via a website or an app on your mobile device.

Caregiving, educational resources, and medical-related services are the most likely to be accessed via a website as opposed to an app.

Percent access via an app or website

Among adults age 50+ who use service



Base: Respondents 50+ who use service

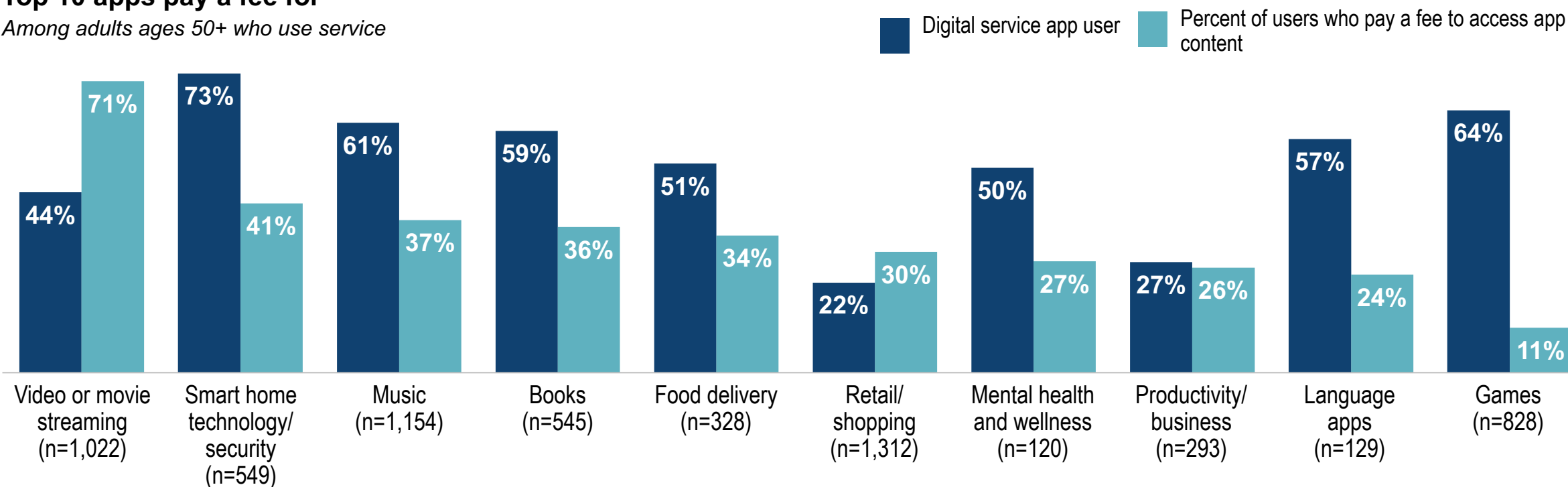
[NEW QUESTION 2023] Q10_2024. Now more specifically, for those types of digital services you engaged with recently, please indicate if you typically access it via a website or an app on your mobile device.

Video streaming is the most common type of app that is associated with a fee, followed by smart home tech, music and books.

Streaming entertainment apps are the most likely apps consumers pay to access, while very few pay for app-based gaming content.

Top 10 apps pay a fee for

Among adults ages 50+ who use service



Base: Respondents 50+ who use service via app

[NEW QUESTION 2023] Q10b_2024. Below are the types of apps you said you engaged with recently. Please select all those you pay a fee for access to content available through the app.



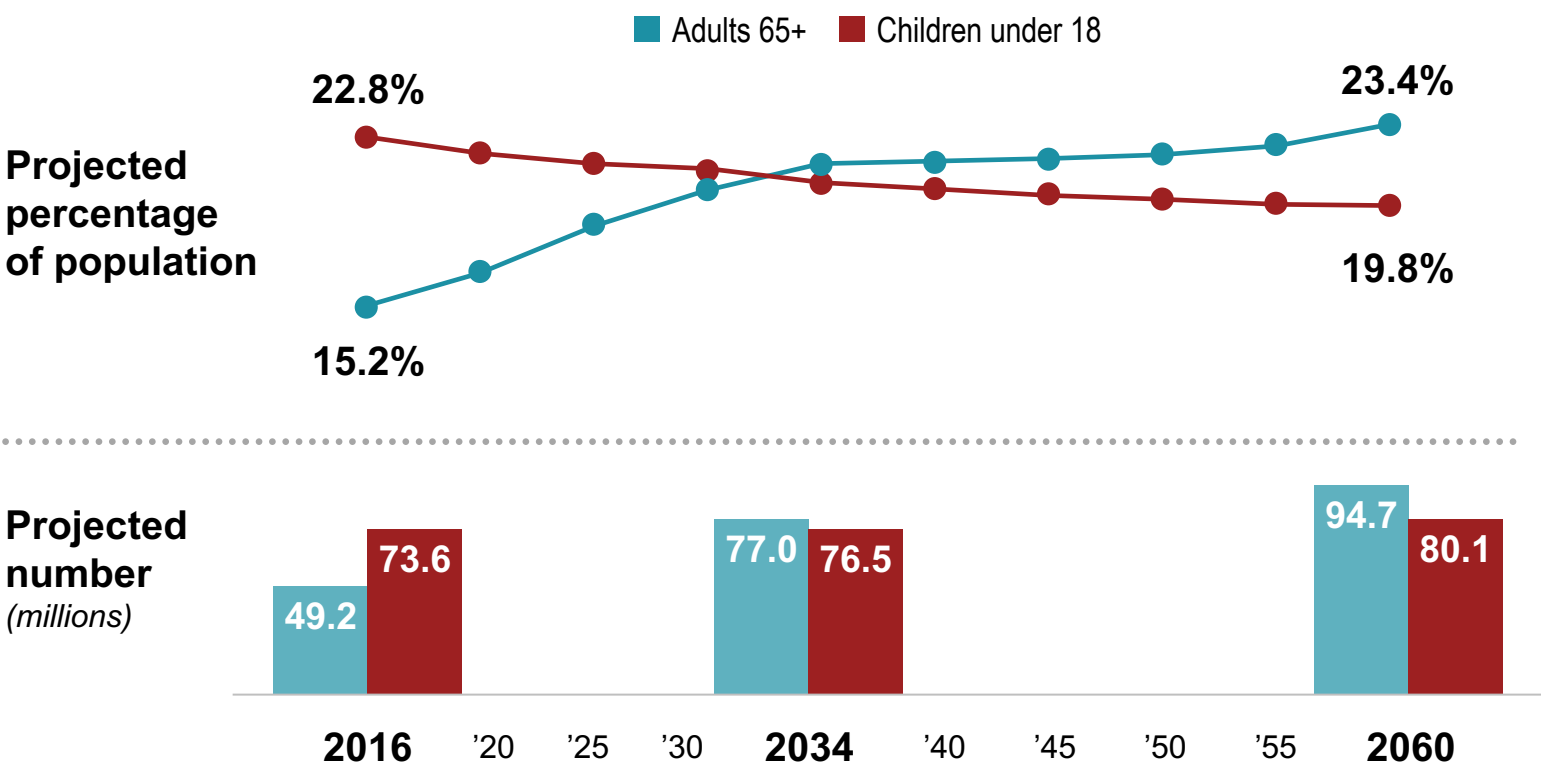
CONNECTING TECH & WELLNESS

Technology will need to play a key role in the future with an aging population.

Starting in 2030, when all boomers will be older than 65 and millennials will start turning 50, older Americans will make up 21% of the population. By 2060, 1 in 4 Americans will be older than age 65, compared to 1 in 5 Americans younger than age 18.

The changing demographics will require a shift in mindsets and behavior changes around issues related to aging in place, caregiving, health care, and all aspects of life.

For the first time in U.S. History older adults are projected to outnumber children by 2034



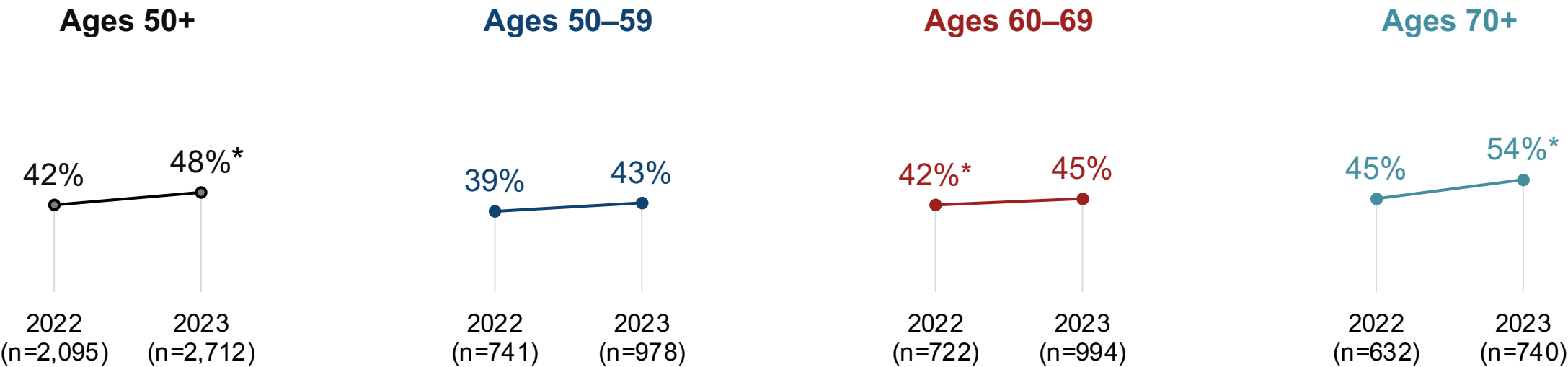
Source: U.S. Census Bureau
<https://www.census.gov/library/stories/2018/03/graying-america.html>
Note: 2016 data are estimates not projections.

Half of older adults recognize that technology can enable a healthy life.

As boomers age into their 70s, many are already seeing the value technology can provide. Compared to 2022, there is a significant increase in this sentiment among adults 50-plus and those 70-plus in the past year.

Percent of adults ages 50+ who agree and strongly agree that technology enables a healthy life

Among adults ages 50+, by age range, 2022 and 2023



Base: Total 50+ Respondents

Q23a_2. Please rate how much you agree or disagree with the following: Technology enables me to lead a healthy life.

* Indicates a significant difference with other age ranges within the same year at a 95% confidence level

Seven out of 10 adults 50-plus indicate they are suffering from one or more chronic or serious medical condition(s).

A chronic health condition defined broadly is a persistent disease or health condition such as diabetes, heart disease, high blood pressure or cancer that last one year or more and require ongoing medical attention.¹ The number of adults impacted significantly increases with age. By age 70, four in five have some chronic health issue.



Percent who have one or more health conditions

By age range

Ages 18-49
(n=517)

40%

Ages 50+
(n=2,712)

69%*

Ages 50-59
(n=978)

59%

Ages 60-69
(n=994)

69%*

Ages 70+
(n=740)

80%*

Base: Total Respondents
[NEW QUESTION 2023] Q76_2024. How many (if any) chronic or serious medical conditions do you suffer from?
Source: <https://www.cdc.gov/chronicdisease/about/index.htm>

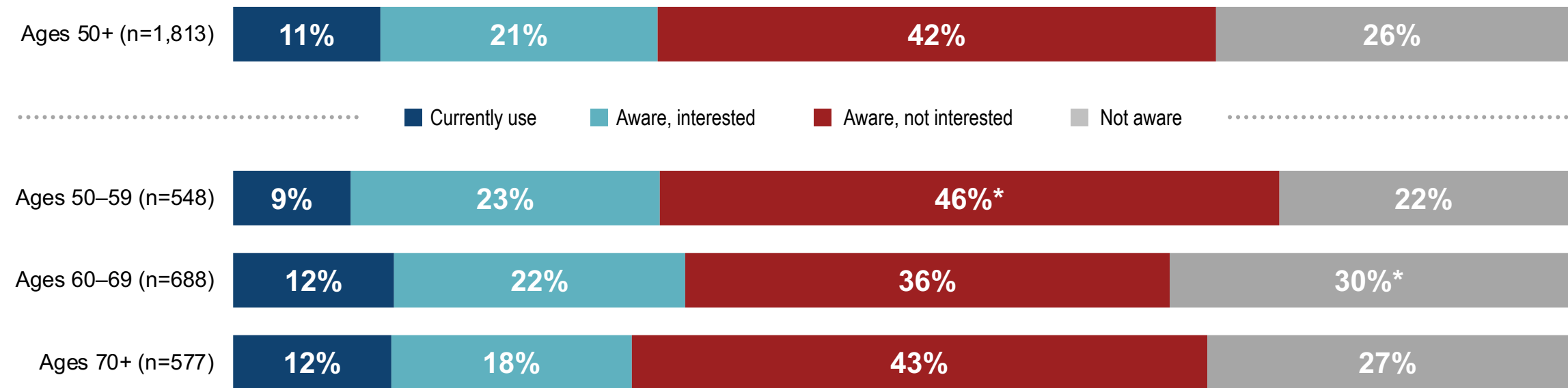
* Indicates a significant difference at a 95% confidence level

Many older adults suffering from a chronic health issue are aware but not interested in using technology to manage their health issues.

Only 13% of older adults currently use technology to manage their chronic health conditions. Given the high incidence of people with new and existing chronic health conditions, a clear understanding of the tech available to assist them may be standing in the way of mainstream adoption.

Familiarity and use of technology to manage a chronic health issue

Among 50+ respondents with medical condition(s), by age range



Base: 50+ Respondents with medical conditions
[NEW QUESTION 2023] Q76B_2024. What is your level of engagement and/or interest do you have in using technology to manage a chronic health issue? For example, using apps on your phone for managing your blood pressure (e.g., SmartBP) or glucose levels (e.g., Glucose Buddy).

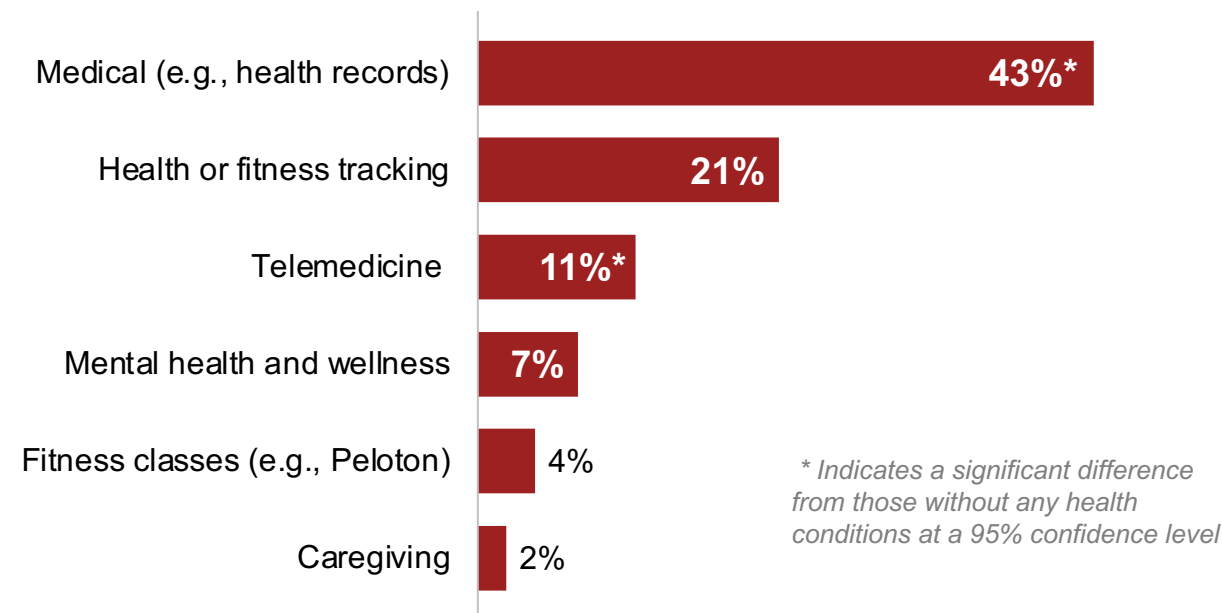
* Indicates a significant difference at a 95% confidence level

That said, some are engaging with various digital services focused on their health and well-being.

Those with a chronic issue are more likely to use digital services related to medical needs than the general population.

Percent who engaged with the following digital services in the past 3 months

Among adults 50+ with medical conditions



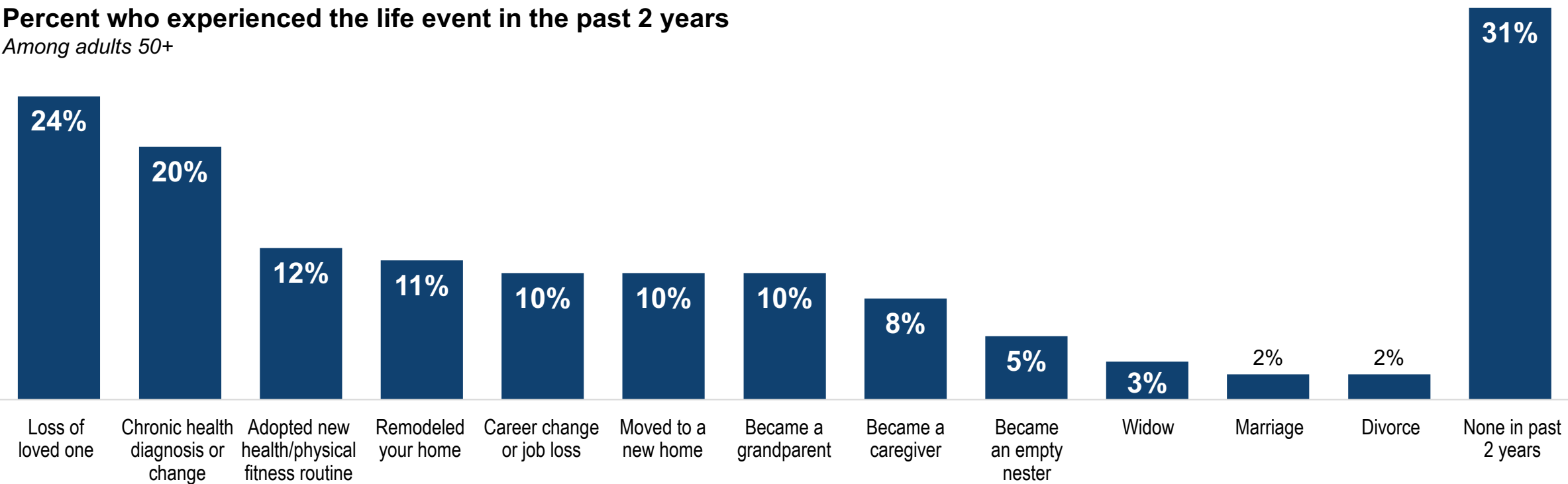
Base: Total 50+ Respondents with two or more health conditions (n=1,160)
[NEW QUESTION 2023] Q4_2024. Which of the following types of information or activities do you engage with online **in the past 3 months** via a website or a mobile app? These are also referred to as digital services.

Most of the 50-plus have experienced a major life event in the past two years.

One in five have experienced a major change in their life, health or a chronic health condition since 2021. Loss of a loved one is an experience of many, as are changes in work and home life.

Percent who experienced the life event in the past 2 years

Among adults 50+



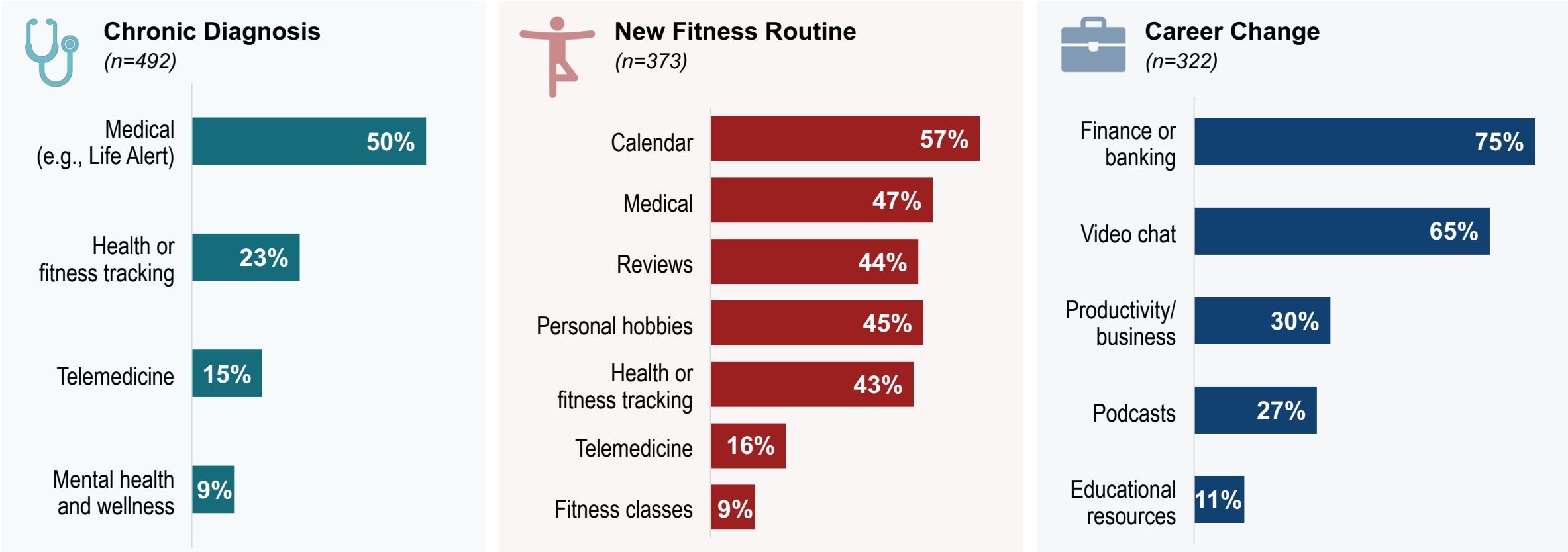
Base: Total 50+ Respondents

[NEW QUESTION 2023] D9. Which, if any, of the following life transitions have you experienced or have affected your life in the last 2 years- since 2021?

When life events happen, the 50-plus are using some digital services to help them.

Digital service use by top type of life event experienced

Among adults who experienced the life event in the past 2 years

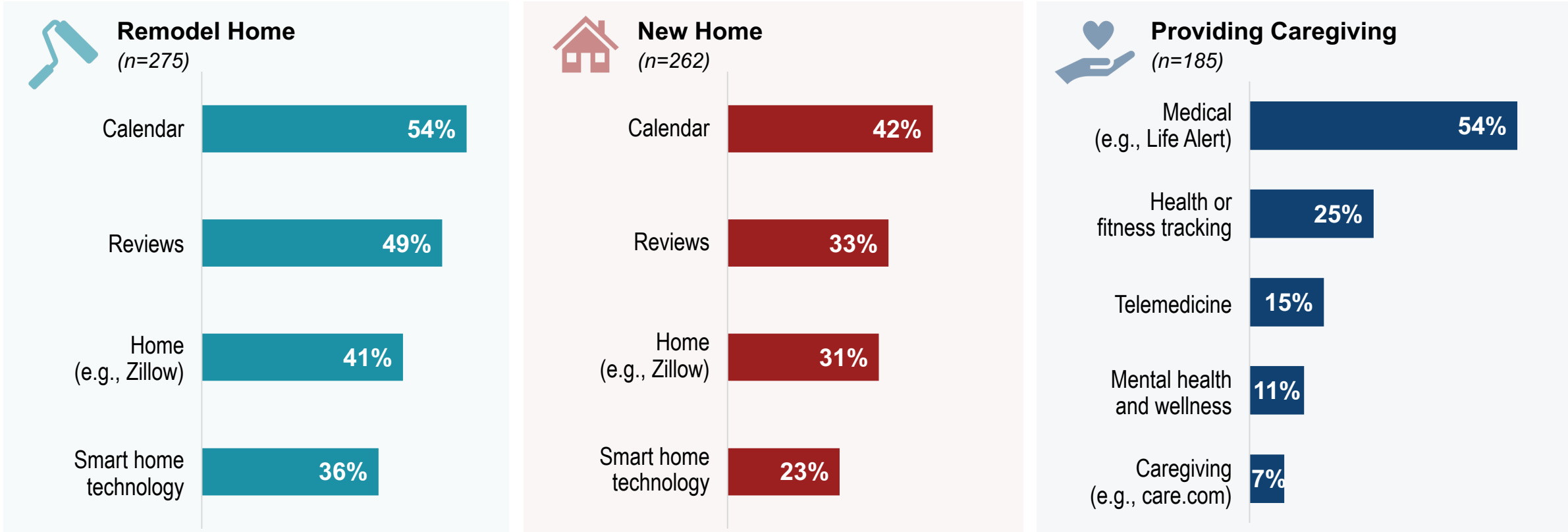


Base: Total 50+ Respondents

[NEW QUESTION 2023] Q4_2024. Which of the following types of information or activities do you engage with online **in the past 3 months** via a website or a mobile app? These are also referred to as digital services. [NEW QUESTION 2023] D9. Which, if any, of the following life transitions have you experienced or have affected your life in the last 2 years- since 2021?

But not all those experiencing major life events know what digital services are available to help them; caregivers are a good example of an underserved segment of the 50-plus.

Digital service use by type of life event experienced
Among adults who experienced the life event in the past 2 years



Base: Total 50+ Respondents

[NEW QUESTION 2023] Q4_2024. Which of the following types of information or activities do you engage with online **in the past 3 months** via a website or a mobile app? These are also referred to as digital services. [NEW QUESTION 2023] D9. Which, if any, of the following life transitions have you experienced or have affected your life in the last 2 years- since 2021?



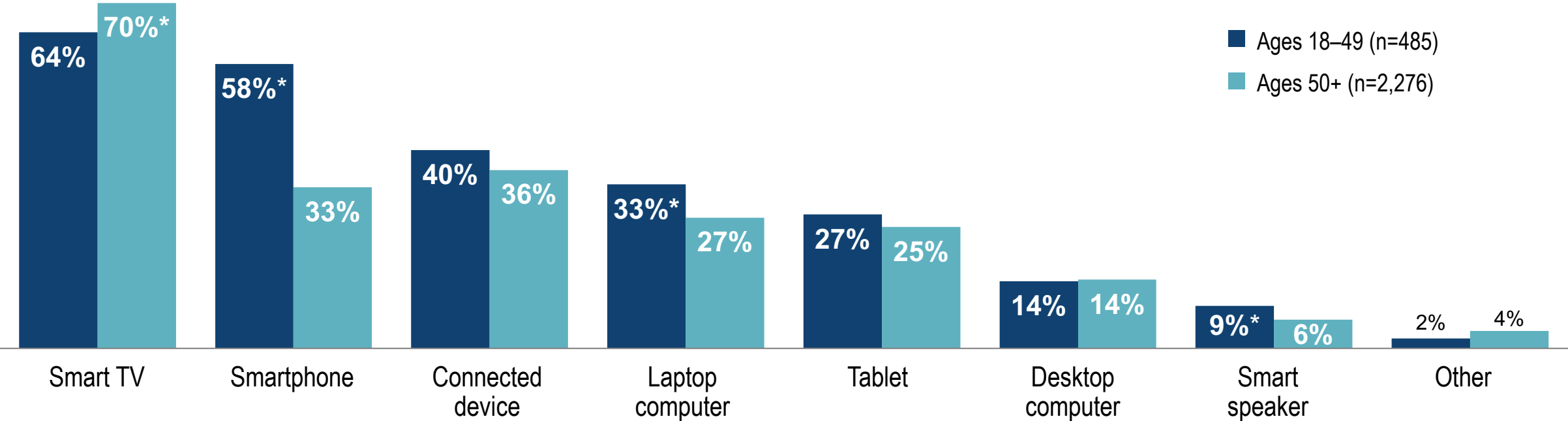
TECH & SOCIAL ENGAGEMENT

Streaming entertainment is an activity shared by older and younger adults across a variety of devices.

Even though smart TVs are owned at the same rate, those 18-49 opt for a slightly more mobile viewing experience, using their smartphones, laptops, connected devices, and smart speakers for streaming, while those 50-plus primarily stream through their smart TVs.

Percent of adults who use the types of devices to stream entertainment

Among those who stream, by age range



Base: Respondents who use any streaming service
Q7b_2023. Which types of devices do you use in the home for streamed entertainment, such as shows, movies, series, and/or videos?

* Indicates a significant difference at a 95% confidence level

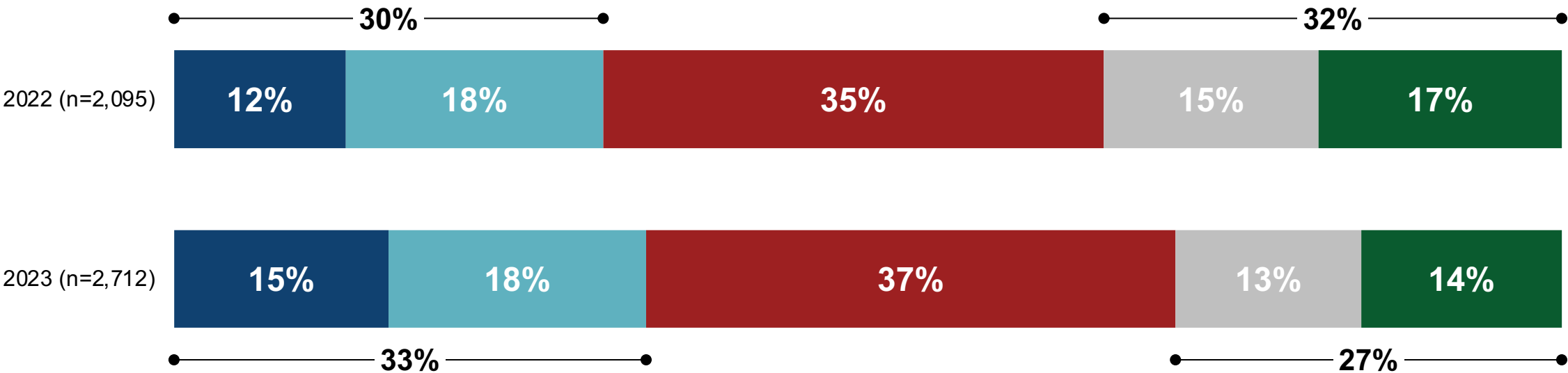
Among older adults, the shift from cable TV to a streaming entertainment experience continues.

One in three now prefer to primarily or only stream content, while a similar number prefer a blended viewing experience. Eighty-six percent stream at least some, if not all, of their entertainment content; up from 64% in 2019. Cable TV viewing has dropped from 58% in 2019 to 32% in 2023.

Methods of watching shows, series, and videos

Among adults ages 50+, 2022 and 2023

■ Streaming only ■ Primarily streaming ■ A mix ■ Primarily network or cable ■ Network or cable only



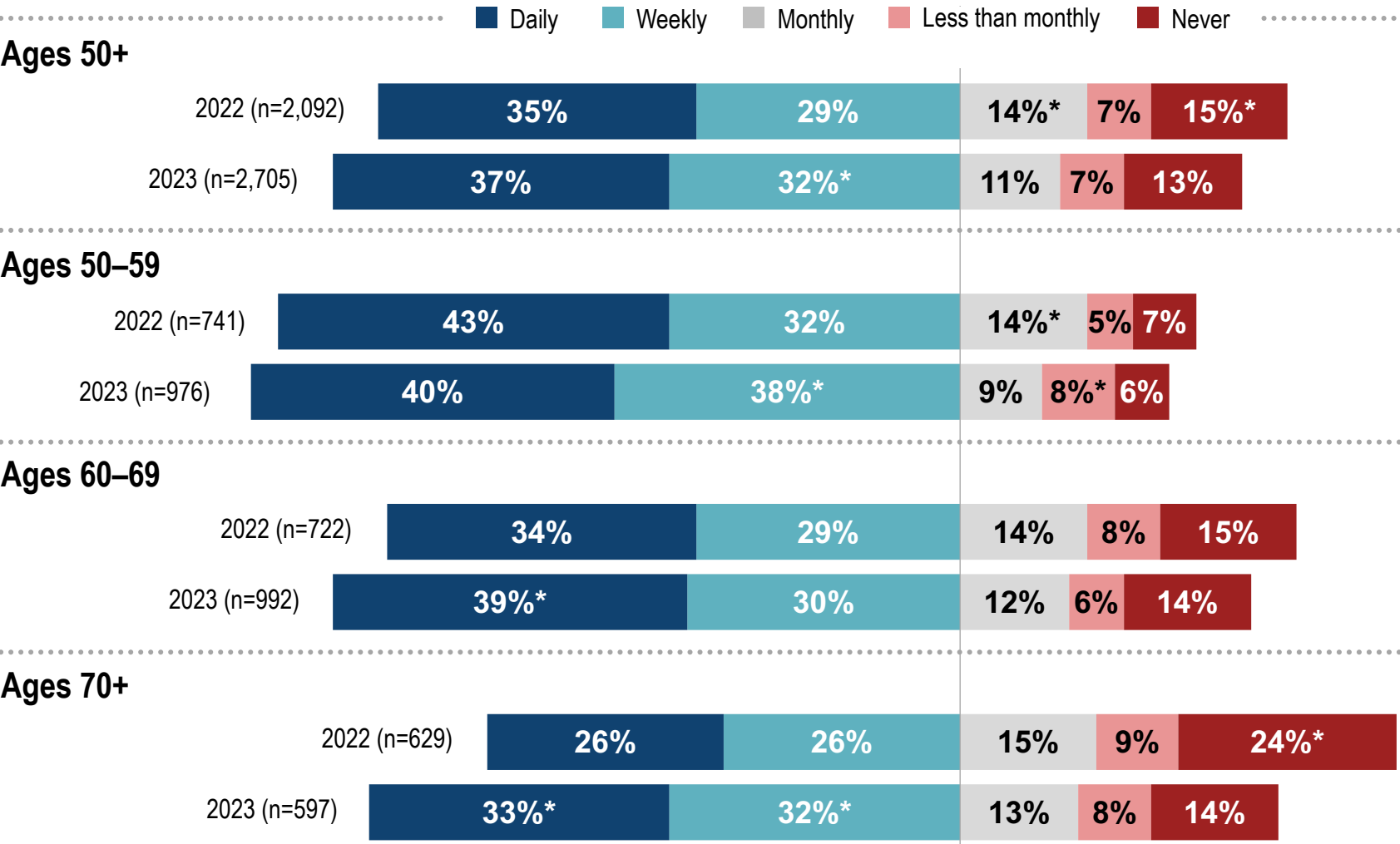
Base: Total 50+ Respondents

Q7. How do you generally watch shows, movies, series, and/or videos?

Seven out of 10 consumers 50-plus stream weekly or more often.

Those in their 70s report the most significant increase in their streaming frequency.

Frequency of streaming shows, movies, series, or videos
Among adults ages 50+, by age range, 2022 and 2023










Base: Total 50+ Respondents
Q8. How often do you watch streamed shows, movies, series, or videos?

* Indicates a significant difference at a 95% confidence level

The top streaming platforms remain consistent.

Netflix edges out Amazon Prime Video to remain the most popular streaming platform. Hulu, Disney Plus, and Peacock maintain their strong subscription rates. Most platforms experienced declining subscribers -except Paramount Plus- which joins the list of top five streaming platforms with a significant YOY increase, replacing Max (Formerly HBOMax) and tying with Peacock.

Percent who subscribe to the following streaming platforms
Among adults ages 50+, 2022 and 2023

	50+	
	2022 (n=1,817)	2023 (n=2,387)
	66%	62%*
	60%	61%
	38%	34%*
	29%	27%
	26%	19%*
	29%	26%*
	22%	26%*

AVG# of
subscriptions
3.4

Base: Watches streamed content (n=2,387)

Q9. Which of the following streaming services do you currently subscribe to?

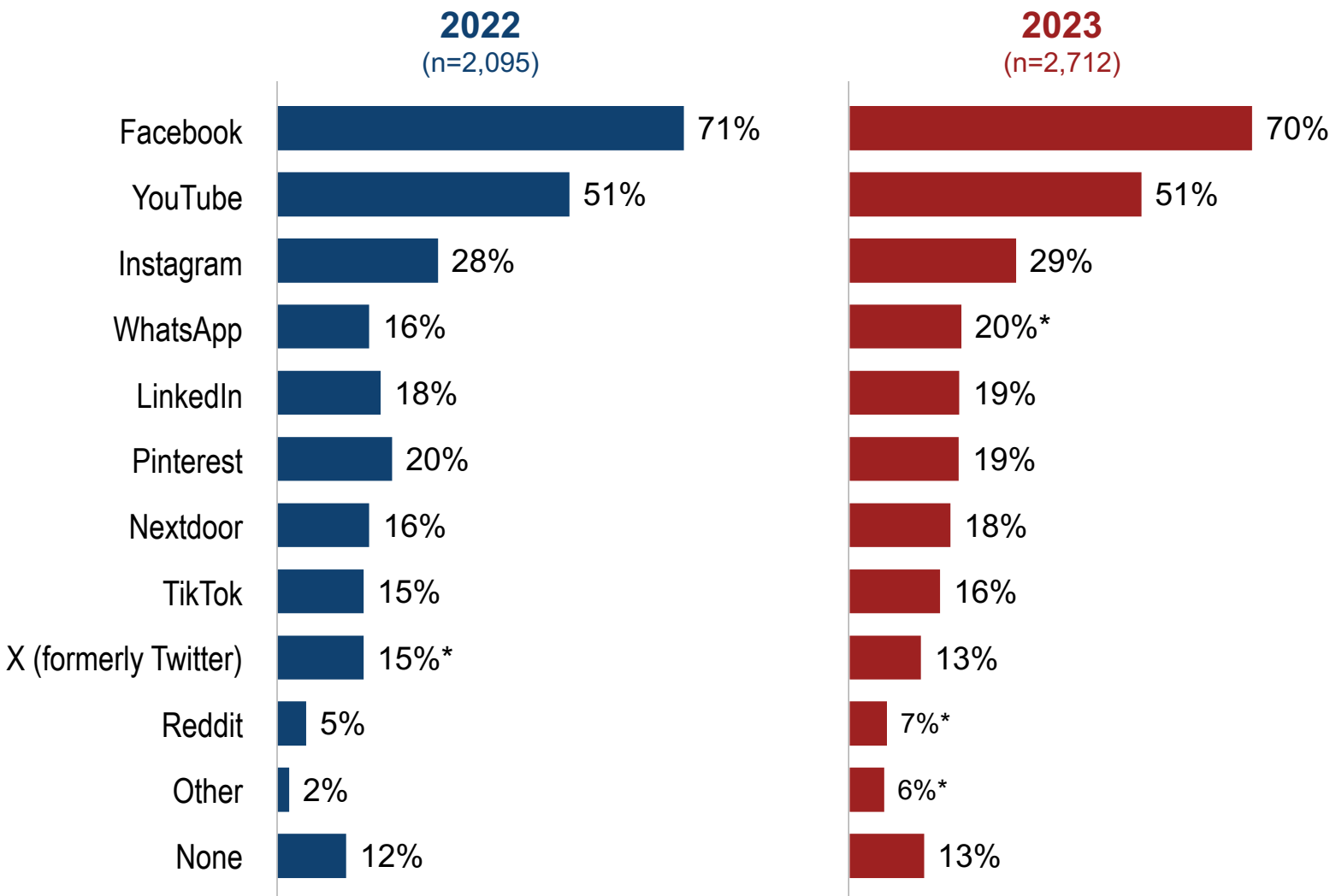
* Indicates a significant difference at a 95% confidence level

Most of the 50-plus continue to engage in social media.

Facebook and YouTube remain the most popular with a significant decrease seen for X (formerly Twitter) YOY.

WhatsApp experiences an increase in use, as does Reddit and “other” niche platforms such as Threads and Snapchat.

Percent who use the following social media platforms
Among adults ages 50+, 2022 and 2023



Base: Total 50+ Respondents
Q12b. Which of the following social media platforms do you use?

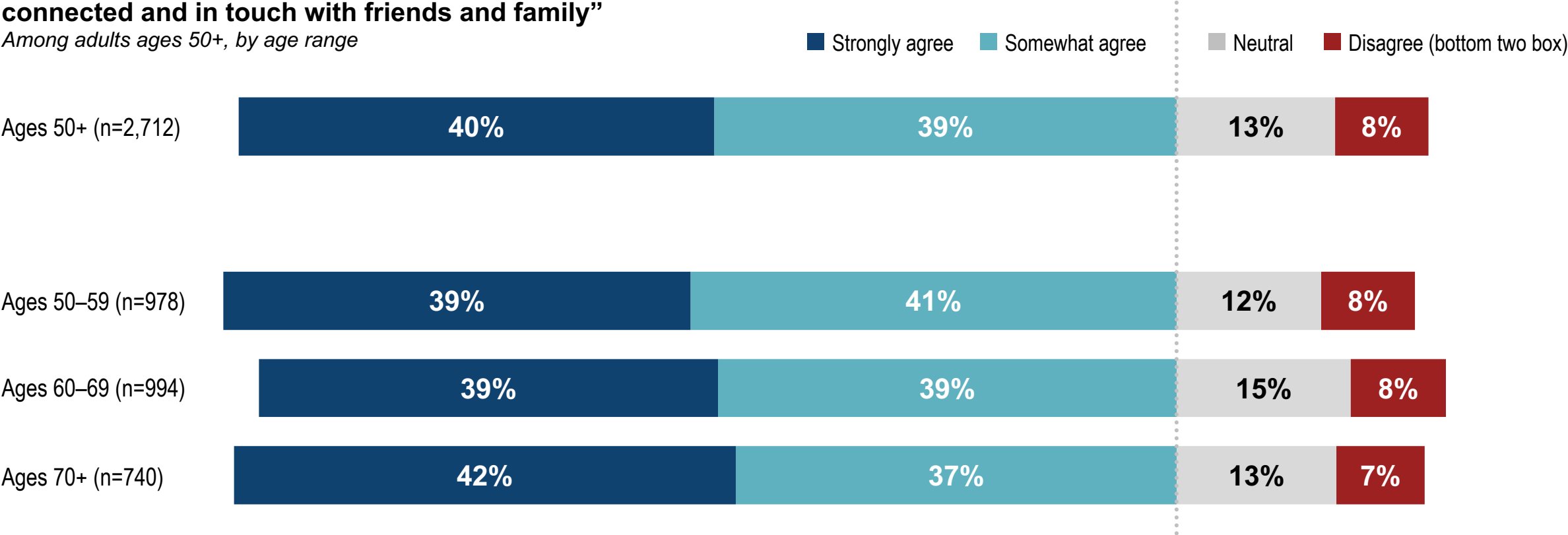
* Indicates a significant difference at a 95% confidence level

A majority of older adults rely on technology to stay in touch with friends and family.

79% say they use technology to stay connected with loved ones.

Agreement with “I rely on technology to stay connected and in touch with friends and family”

Among adults ages 50+, by age range

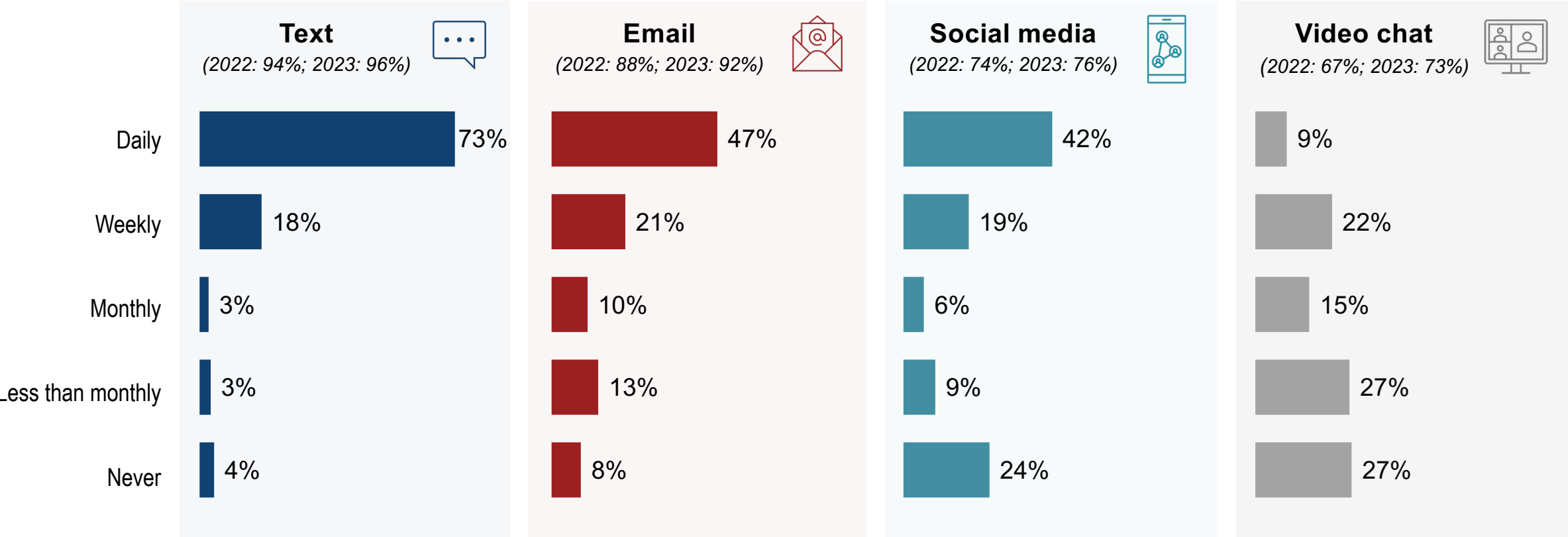


Base: Total 50+ Respondents

Q11. Please rate how much you agree or disagree with the following statement.

The 50-plus continue to use multiple forms of technology and communication, some daily, to stay connected with friends and family.

Frequency of using the following methods to stay connected
Among adults ages 50+



Base: Total 50+ Respondents (n=2,712)
Q12. How often do you use each of the following to communicate with and stay connected to friends and family?



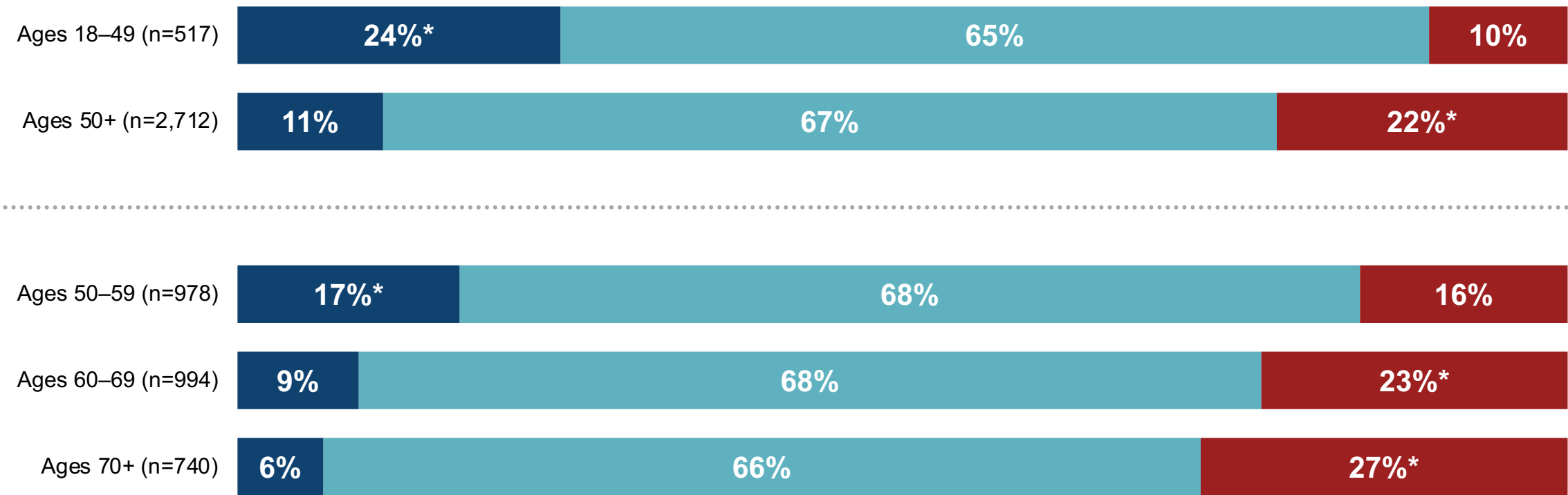
TECH HESITATIONS

Though the 50-plus are comfortable with what they use and know, they are likely to wait and see when it comes to new tech.

Behavior toward new technology

By age range

■ Early adopter ■ Try after it's been around ■ One of the last to try



Base: Total Respondents

Q28. Which of the following best describes how you engage with new technology?

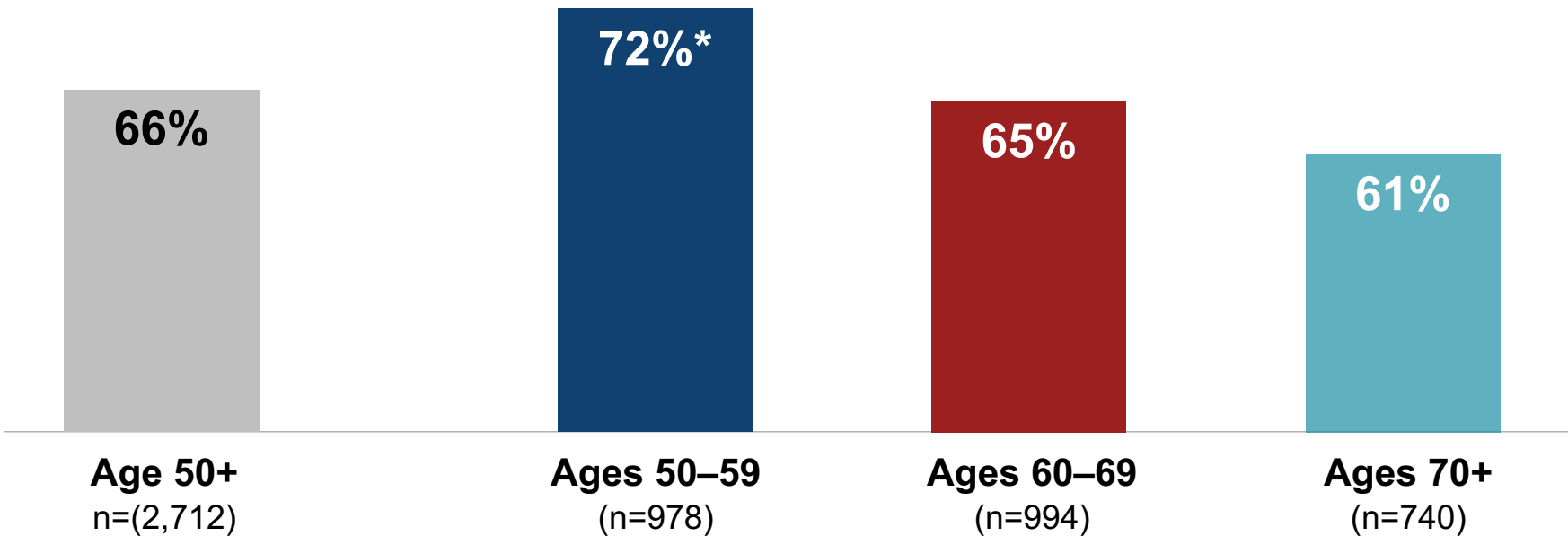
* Indicates a significant difference at a 95% confidence level

In fact, only two-thirds of those 50-plus express comfort with their digital skills, and comfort diminishes with age.

One in three older adults do not feel they have the digital literacy skills necessary to take advantage of being online. As age increases, more older adults doubt their digital literacy skills.

Percent of adults who agree and strongly agree that they have the digital skills necessary to fully take advantage of being online

Among adults ages 50+



Base: Total 50+ Respondents

[NEW QUESTION 2023] Q23a_4. Please rate how much you agree or disagree with the following: I have the digital skills necessary to fully take advantage of being online.

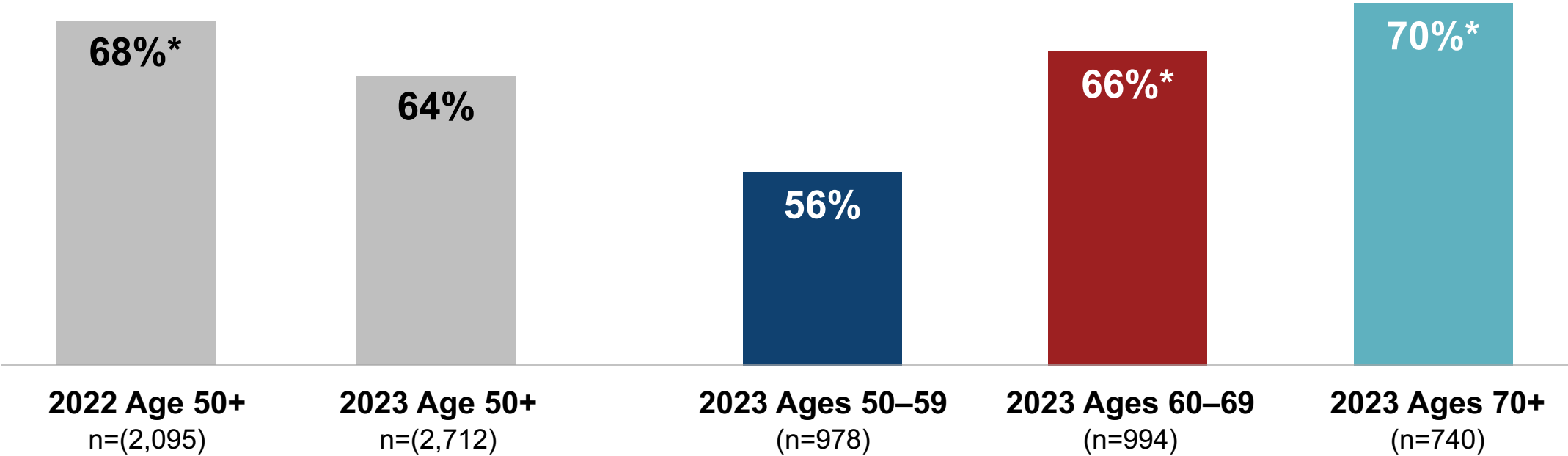
** Indicates a significant difference at a 95% confidence level*

Many 50-plus adults do not feel technology today is designed with their age in mind.

Many technological advances are meant to make lives easier and safer, but two in three do not feel as if older adults are considered in any aspect of the process when technology is designed. This reflects limited change in perceptions of tech inclusively compared to 2022.

Percent who feel technology is not designed with their age in mind

Among adults ages 50+



Base: Total 50+ Respondents
Q28b. Do you feel like technology today is being designed with your age in mind?

* Indicates a significant difference at a 95% confidence level

Older adults feel today’s technology is geared toward younger generations, is too complex, or needs more instruction or training – which is not offered.

..... Ways technology design is falling short

Made for younger generation/ difficult for older people



“I just turned 60. I used to think that new technology was designed for my generation of users but lately, it **seems to be aimed at much younger demographics. The terminology and jargon used today can be confusing.**”

“User interface should be customary. **Users should be able to operate under old platform models. Users have to teach themselves platform updates.** Online guides with directional clicks are ineffective.”

““I am an older adult and it **seems many technologies are created for younger folks who have grown up with using technology.** As a result, there seems to be an **assumed understanding of things as simple as knowing the symbol for on and off buttons, or the symbol to end or repeat a function.**”

“**Truly designed for young people.** Not very intuitive for those that don't understand technology.”

Too complex



“**Too complicated.** Assumes lots of previous experiences. **Not intuitive for those that didn’t grow up with digital technology.**”

“**Too many steps to set up devices,** not always clear how to tune device, **too many unnecessary options that are confusing,** takes long time to learn and memorize all options.”

“**Much of it feels complicated and not very user-friendly for older people —** probably seems self-explanatory for people raised with it, though.”

“**Complicated processes for accessing websites;** hard to memorize and not standardized. **Small print on websites. Terms not defined.** Instructions that do not include where a button or tab can be found.”

Need more training/ instruction



“**No printed instructions, everything is online and difficult to follow.** Things change so quickly that when your technology breaks, the next item you purchase is nothing like the last thing you used.”

“There are too many functions or needed services that require you to login to obtain help. There is no human interaction for older people that are not familiar with newer technologies. **It is a disservice to the elderly that do not have resources to readily assist them.**”

“**Older people need a “hands-on” course to review what’s available.** Maybe through a local senior center or community center.”

“**Ready availability of education, instruction and examples on how to effectively use the technology is lacking.**”

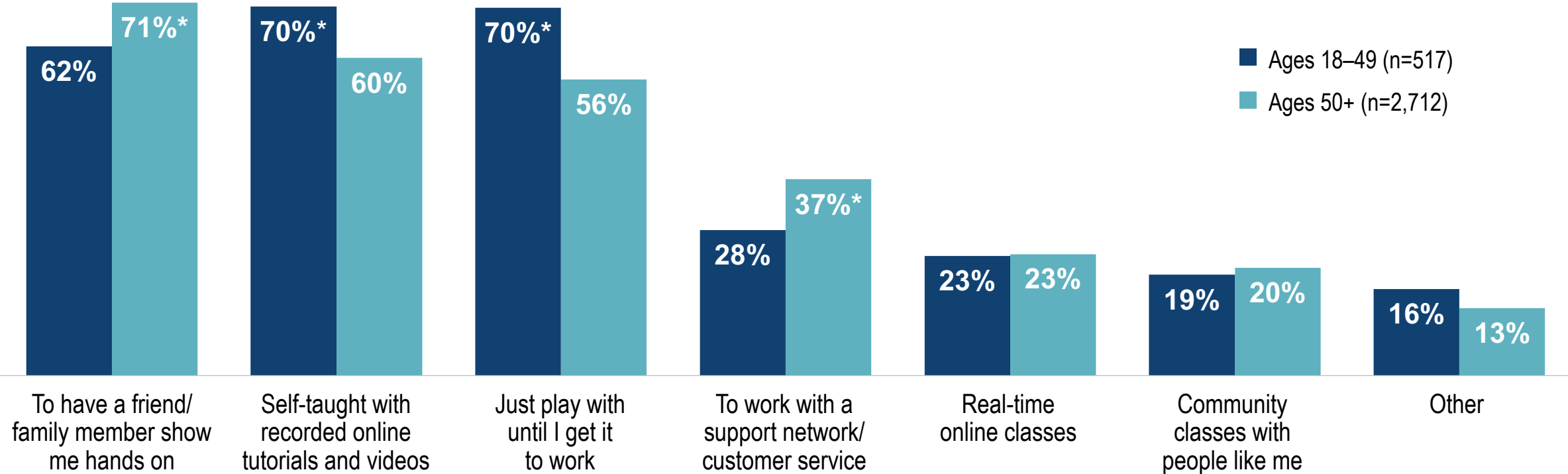
Base: Those 50+ who feel technology is not designed with their age in mind (n=1,727)
Q28c. Where do you feel the design of technology today is falling short for you, specifically?

Most 50-plus prefer someone they know show them how to use technology.

Older adults are less likely to want to just play with it on their own or try to self-teach when it comes to learning about new tech. They prefer a human connection, someone who can explain it to them.

Learning preferences; ranked 1st/2nd/3rd

By age range



Base: Total Respondents

Q24. Please place in rank order the ways you prefer to learn about new technology. Rank only those you would consider using.

* Indicates a significant difference at a 95% confidence level



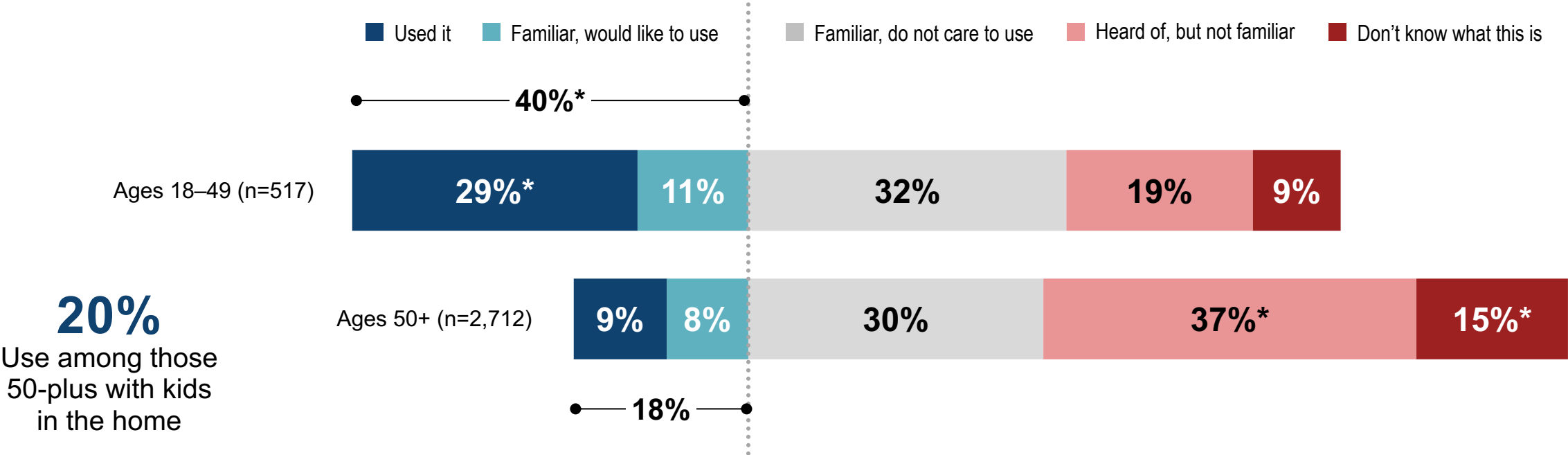
NEW TECH FRONTIERS

Among the 50-plus, most have heard something about Generative AI (GenAI), but few have used it.

Generative AI, a type of computer program that allows computers to produce or “generate” new content, earned a lot of media headlines in 2023. Eight in 10 older adults heard about GenAI, but only 9 percent have experimented with it.

Experience with Generative AI

By age range



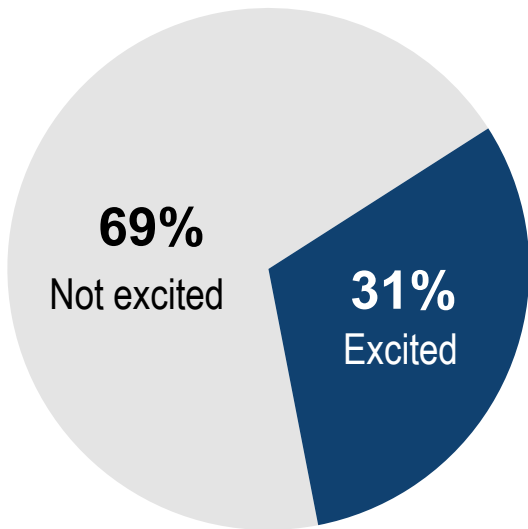
Base: Total Respondents
[NEW QUESTIONS 2023] Q73_2024. What best describes your experience with Generative AI?

* Indicates a significant difference at a 95% confidence level

Among those aware of GenAI, most are unsure how it will impact their lives.

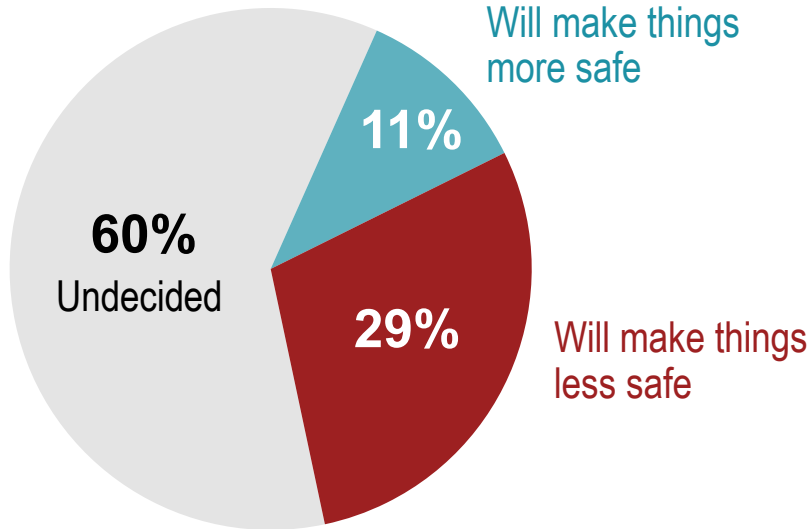
It is hard to know what is fact or fiction when it comes to GenAI’s impending impact on society. Therefore, it’s not surprising that many are skeptical. Only one in three older adults say they are excited about the potential benefits of GenAI, and only one in 10 believe it will improve their digital safety.

Percent excited about Generative AI
Among adults age 50+ who heard of GenAI



Base: Heard of Generative AI (n=2,314)
Q75_2024. How excited are you about the potential benefits of Generative AI in making your life easier and more enjoyable (e.g., personalized recommendations, virtual health assistants)?

Belief of Generative AI’s impact on digital safety
Among adults age 50+ who heard of GenAI



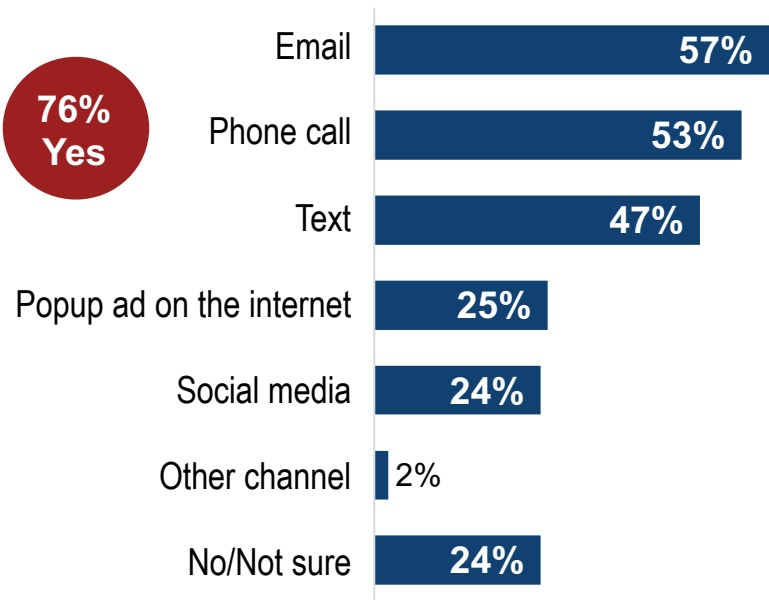
Base: Heard of Generative AI (n=2,314)
Q74_2024. Please move the dot along the bar to indicate how you believe Generative AI might be used in the future as it relates to your digital safety (e.g., fraud, scams, data privacy).

Cybercrime experiences may cause some hesitation toward GenAI.

Cybercrimes- scams using technology such as phishing emails and texts and fake antivirus software messages- have made many consumers wary. In 2022, the FBI reported over 800,000 complaints related to cybercrimes with the financial impact in the billions.² Three in four of the 50-plus believe they have been a target of a scam using technology, and 9% believe they were an actual victim of a scam using technology. Even more (43%) know of someone who has been a victim of an online scam using technology.

Percent been target of online scam through the following channels

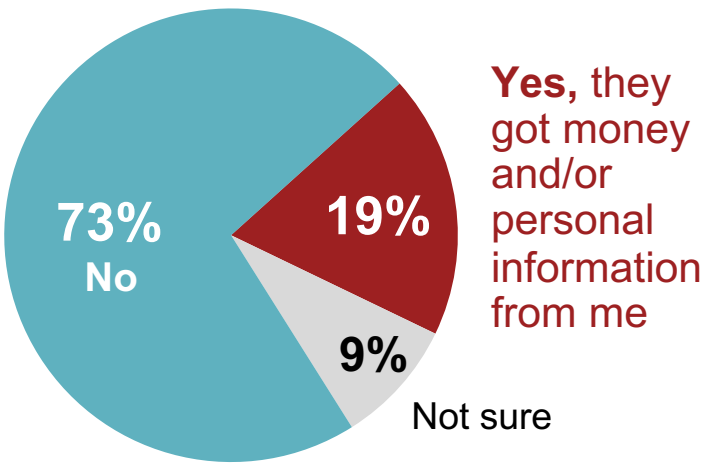
Among adults ages 50+



Base: Total 50+ Respondents (n=2,712)
[NEW QUESTIONS 2023] Q70_2024. Through which of the following channels, if any, have you ever been a target of an online scam?

Percent who have been a victim of an online scam

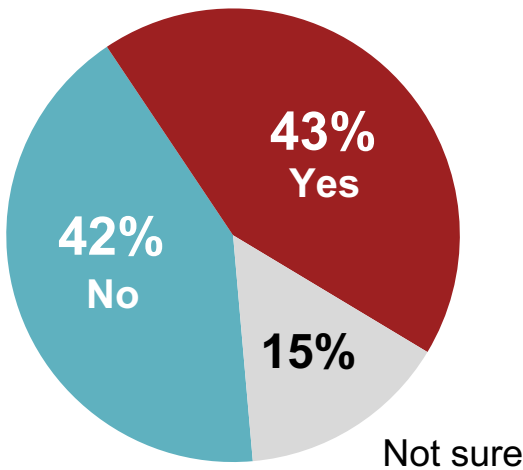
Among adults ages 50+



Base: Been targeted by a scam (n=2,133)
Q71_2024. Have you ever been a victim of an online scam?

Percent who know anyone that has been a victim of an online scam

Among adults ages 50+



Base: Total 50+ Respondents (n=2,712)
Q72_2024. Do you know anyone that has been a victim of an online scam?



IMPLICATIONS

Implications



This latest research paints a compelling picture of the changing dynamics of tech adoption among older adults who are not just keeping pace with younger consumers, but also **increasing adoption and integration of tech devices and digital services into their lives.**

The study also highlights the potential of technology to make a meaningful impact on the lives of older adults in the health and wellness space, especially since a **significant portion of older adults have experienced life changing events and/or are dealing with chronic medical conditions.**

A variety of tech solutions could present promising opportunities for innovation. However, the nuanced differences in attitudes and adoption toward tech must be acknowledged. While some are embracing new frontiers in tech like smart home integration and Gen AI, others feel they lack digital literacy and are more cautious. The findings call for a **more inclusive approach to product design, support, and education to cater to an increasingly tech-savvy older consumer.**



METHODOLOGY

Methodology: Quantitative Survey, n=3,229

Objective: Annual survey exploring technology use and attitudes among the 50-plus around device ownership, common activities performed online, social networking, mobile usage, privacy and trust, and connecting with friends and family.

NEW IN 2023: Safety tech and smart-home technology, digital literacy, digital safety and GenAI.

Methodology: Online survey using NORC’s research panel + Dynata

Qualifications: Ages 18+, U.S. Population

Sample: n=3,229

Interviewing Dates: September 27 – October 22, 2023

Language of Interview: English and Spanish

Weighting: Weighted according to demographics for US adults age 18+, 50+, and by generation

Questionnaire length: The survey was approximately 23 minutes in length online

Note: Unweighted base sizes are presented throughout the report.

Respondent profile

	Ages 18–49	Ages 50+	Ages 50–59	Ages 60–69	Ages 70+
Base:	517	2,712	978	994	740
Gender					
Men	50%	47%	50%	48%	44%
Women	50%	53%	50%	52%	56%
Education					
Less than HS	11%*	5%	6%	5%	4%
HS graduate	24%	34%*	30%	35%	38%*
Vocational/tech school/some college/ associates	29%	25%	25%	27%	25%
Bachelor's degree	21%	19%	20%	19%	17%
Post grad study/professional degree	16%	17%	19%	15%	17%
Ethnicity					
White, non-Hispanic	57%	65%*	57%	67%*	72%*
Black, non-Hispanic	13%	12%	13%	12%	10%
Other, non-Hispanic	2%	1%	1%	1%	1%
Hispanic	22%*	12%	16%*	11%	9%
2+ race/ethnicity, non-Hispanic	4%*	1%	2%	1%	0%
Asian, non-Hispanic	2%	9%*	12%*	8%	8%
Income					
Less than \$40K	31%	32%	28%	33%	35%*
\$40K-\$75K	28%	27%	22%	25%	33%*
\$75K+	41%	42%	50%*	42%*	32%

* Indicates a significant difference at a 95% confidence level

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 or follow @AARP and @AARPadvocates on social media.

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