Research Report
Digital By Device

How today’s 55+ consumer is increasingly embracing technology to manage and enrich their lives and engage with products and services.
Our Digital Mission

While the myth of the tech-averse “senior” is gradually dissipating, the marketing world still largely overlooks the extent to which technology has taken hold of the lives of consumers 55+ and the almost endless opportunities for engagement.

With a mission to bust the myths and crush the stereotypes around aging and to help marketers exploit opportunities with consumers 55+, Age of Majority set out to explore the depth of integration of technology into the day-to-day lives of who we call Active Aging consumers. This group represents approximately 75% of the 55+ population and is defined by being socially, mentally, physically and digitally active.

To do so we examined the use of multiple devices in and around the home to manage eight areas of older consumers’ lives: Health & Fitness, Entertainment, E-Commerce, Finances, News & Information, Socialization and Organizing & Navigating. What we learned is based on feedback from 763 members of AOM’s Revolution55 community (Active Agers 55+). Our study goes beyond measuring use to assess future growth areas for devices in servicing and shaping the lives of older consumers.

Consumers 55+ rely on devices to shop, to manage finances, to gather news, to connect with friends, family and colleagues, to stay entertained, to organize their lives and to manage their homes. Computers, smartphones, smart TVs and tablets dominate device use, however smart speakers and wearable devices are emerging growth areas for news/entertainment and health monitoring respectively:

- Nine in 10 (91%) Active Agers are using smart phones
- Nearly nine in 10 (89%) are using computers
- Nearly six in ten (58%) have smart TVs
- More than half (54%) have tablets
- A third (34%) use wearable tech
- Nearly a quarter (24%) use smart speakers

We asked survey respondents what tech mindset or philosophy they identified with most:

- **Early Adopter**
  - Looks for new innovations and has to have the latest tech

- **Everyday Embracer**
  - Likes using popular mainstream forms of technology in everyday life

- **Reluctant User**
  - Uses technology to get by, but doesn’t love it or get particularly excited by it

- **Old Schooler**
  - Can’t be bothered with technology and tries to use it as little as possible

“ The evolution of technology changes the way everyone does things. I don’t try to anticipate. I just wait for new things to become available and then decide whether it is right for me and worth the cost.”

— Elliot R, 74
The extent to which technology use has become a norm vs. the exception among Active Agers is reflected in hard usage numbers and in philosophy. Two thirds consider themselves early adopters or enthusiastic embracers of technology and marketers should take notice of the receptive audience for both tech and other things new. While others may not be as avid users, less than 3% of Active Agers out and out shun technology. It’s become a big part of their lives in mindset and use, with no signs of slowing down.

Marketing Outlook

Marketers already prioritizing older consumers will need to make digital engagement a focal point of their efforts. And those who aren’t focusing on this group will have a greater opportunity to do so through their digital campaigns.

Active Agers will increasingly use technology to manage every facet of their lives, to consume content, shop for products and engage with brands. And why wouldn’t they when you consider a 55 year-old today was in their mid 20s when the first smartphones/PDAs arrived and web browsers went mainstream. Tech has always been a big part of their adult lives.

For Active Agers there is no turning back from tech. We shouldn’t be asking the question: are older consumers really using technology? We should be considering how quickly can producers of technology and marketers tap the power of tech to serve and appeal to this audience.

Tech Timeline – How Active Agers Use Tech Throughout the Day

Active Agers are most likely using their devices throughout the day for a variety of reasons, especially for getting news, checking social media, streaming music, messaging family/friends, and playing games. Below are particularly popular times for specific activities:
Breakout Sections/Summaries by Theme

Here’s a closer look at tech usage across eight areas of the Active Ager’s life.

E-Commerce

It’s clear Active Agers are very comfortable with E-Commerce and appreciate the convenience and visibility of the online experience, including the ability to track shipments online:

Marketing Takeaway – Move to Mobile

For marketers this means investing in how to enhance the online experience of older shoppers and potentially using traditional channels (i.e. TV) to bring them there. Older shoppers want to empower themselves with information to make smart choices and they appreciate detailed product information and reviews from others like them. More so, mobile is playing a big role in E-Commerce to research, buy and track.

Future Watch

Look out for the growth in use of mobile payments by Active Agers. More than half (54%) are already using digital wallets like Apple Pay and Samsung Pay. A quarter of current users expect to do this even more/more often in the future. Nearly one in five (19%) non-users definitely plan or are interested in doing this in the future!

I use my phone for just about everything except games as that doesn’t interest me. If a new and interesting app comes about I’ll consider it then

— James W, 69

E-Commerce by Device

<table>
<thead>
<tr>
<th>Activity</th>
<th>Overall % doing this</th>
<th>% Using computer for this</th>
<th>% Using smartphone for this</th>
<th>% Using tablet for this</th>
</tr>
</thead>
<tbody>
<tr>
<td>Researching products online</td>
<td>94%</td>
<td>77%</td>
<td>50%</td>
<td>30%</td>
</tr>
<tr>
<td>Buying products online</td>
<td>96%</td>
<td>78%</td>
<td>45%</td>
<td>24%</td>
</tr>
<tr>
<td>Tracking shipments online</td>
<td>92%</td>
<td>55%</td>
<td>37%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Research Report: Digital By Device
Managing Finances
Active Agers have fully embraced the convenience of managing finances digitally, including mobile banking. More than 9 in 10 are banking online and half (50%) are managing stocks/investments online suggesting a high level of confidence in online systems. Still, Active Agers have their security concerns with ‘having credit card information stolen’ their top online security concern followed by fear of identity theft.

"I have already suffered from at least 5 instances of my credits being used, without them ever leaving my possession. And in 2019 I experienced someone trying to impersonate me while applying for credit that I never authorized."
— Gary K, 66

Banking on Devices

<table>
<thead>
<tr>
<th>Device</th>
<th>% Using</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall online</td>
<td>92%</td>
</tr>
<tr>
<td>Computer</td>
<td>75%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>45%</td>
</tr>
<tr>
<td>Tablet</td>
<td>16%</td>
</tr>
</tbody>
</table>

Marketing Takeaway – Safe Keeping
Financial institutions, in particular, can take steps to recognize the high level of engagement of Active Agers in their online offerings. They should also continue to inspire confidence in the security of their systems and broaden their marketing efforts and resources to include Active Agers.

Future Watch
The Active Ager’s financial future is online. One in seven Active Agers who already bank online expect to do this more/more often in the future (under 2% will do it less). Nearly one in five (19%) Active Agers not banking online now either have definite plans or an interest in doing so in the future.

Active Agers’ Top Digital Security Concerns

<table>
<thead>
<tr>
<th>Concern</th>
<th>% Concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identity theft</td>
<td>88%</td>
</tr>
<tr>
<td>Stolen password</td>
<td>65%</td>
</tr>
<tr>
<td>Stolen credit card information</td>
<td>76%</td>
</tr>
<tr>
<td>Sharing personal information</td>
<td>51%</td>
</tr>
</tbody>
</table>

Marketing Takeaway – Safe Keeping
Financial institutions, in particular, can take steps to recognize the high level of engagement of Active Agers in their online offerings. They should also continue to inspire confidence in the security of their systems and broaden their marketing efforts and resources to include Active Agers.

Future Watch
The Active Ager’s financial future is online. One in seven Active Agers who already bank online expect to do this more/more often in the future (under 2% will do it less). Nearly one in five (19%) Active Agers not banking online now either have definite plans or an interest in doing so in the future.
Entertainment

When Active Agers consume entertainment on their devices it is most likely to be in the form of YouTube videos or streaming TV/movies (91% and 80% respectively are doing this). However, three quarters (75%) are also streaming music on their devices and 7 in 10 (71%) are playing games.

Top Three Devices Used to Consume Different Forms of Entertainment (Smartphones Rule for Music, Audiobooks and Playing Games)

<table>
<thead>
<tr>
<th>Watching/streaming TV/movies</th>
<th>Watching short videos (i.e. YouTube)</th>
<th>E-Learning</th>
<th>Reading books</th>
<th>Playing games</th>
<th>Listening to audiobooks</th>
<th>Streaming music</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Smart TV</td>
<td>Computer</td>
<td>Computer</td>
<td>Tablet</td>
<td>Smartphone</td>
<td>Smartphone</td>
<td>Smartphone</td>
</tr>
<tr>
<td>2 Computer</td>
<td>Smartphone</td>
<td>Tablet</td>
<td>E-Reader</td>
<td>Smartphone</td>
<td>Tablet</td>
<td>Computer</td>
</tr>
<tr>
<td>3 Tablet</td>
<td>Tablet</td>
<td>Smartphone</td>
<td>Smartphone</td>
<td>Tablet</td>
<td>Computer</td>
<td>Smart Speaker</td>
</tr>
</tbody>
</table>

Future Watch

The already large % of Active Agers streaming video content and music will only increase. Nearly half (43%) of those not streaming TV/movies plan or are interested in doing so in the future and nearly 3 in 10 (28%) of those not streaming music plan or are interested in doing this.

News & Information

Most Active Agers are using their devices to get news and information and in many ways digital sources have supplanted traditional news sources. In fact, checking news is likely to be one of the first things Active Agers do on their devices each day and something they continue to do throughout the day.

<table>
<thead>
<tr>
<th>What they are doing</th>
<th>% doing it with devices</th>
<th>Top 3 devices used for it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Checking the weather</td>
<td>98%</td>
<td>1. Smart Phone 2. Computer 3. Tablet</td>
</tr>
<tr>
<td>Obtain news/current events</td>
<td>95%</td>
<td>1. Computer 2. Smartphone 3. Smart TV</td>
</tr>
</tbody>
</table>

Future Watch

While TV is still tops as Active Agers’ preferred news channel, they are five times more likely to be going online for news than print or radio. We expect this group to rely on an ever widening array of digital news sources including social media, news aggregators (i.e. Google, Reddit), and alternate news sites, along with web sites of mainstream news outlets.

Marketing Takeaway – Digital Supplants Print

The Active Ager’s move to digital for sources of news and information will greatly expand opportunities to reach them with advertising and other forms of content online. The high % of this audience finding weather online alone suggests advertising and an array of sponsored content ideas with weather apps and providers.
Socialization

Making and checking social media posts has become routine for Active Agers with more than 8 in 10 (84%) doing so across a variety of devices. Perhaps influenced by the need to stay connected during the pandemic, 7 in 10 (72%) are using devices for video conferencing.

Future Watch

Video conferencing on devices will continue to be a hot growth area with a quarter (25%) of those who do this now expecting to do this more/more often in the future and a quarter (25%) of those not doing this now planning or are interested in doing this in the future.

Enjoy a quick email or text with a friend or family member. Still pick up the phone but able to keep up to daily happenings with today’s technology.

— Lynda F, 73
Health & Fitness

The use of devices for managing or monitoring health, fitness and diet is poised for significant growth. Health is also the area where wearable tech has made the greatest inroads into the Active Ager’s life.

Marketing Takeaway – Strong Vital Signs

Health management is already a significant area of interest for tech innovators, software and app creators and the investment community. The interest is well founded and there are countless opportunities to support Active Agers’ health, so they can maintain current lifestyles and enjoy more peace of mind in caring for their own parents or spouses.

People already battling health issues are particularly good targets for devices/applications that allow them to monitor the health of loved ones.

Organizing & Navigating

Active Agers have made their devices (and especially smartphones) go-to tools for organizing and at times navigating their lives. The findings reveal demographic differences in device preferences. For example, men (49%) are more likely than women (36%) to use computers for booking appointments, while women (54%) are more likely than men (46%) to use smartphones for this activity.

Top five health/fitness diet device applications

- 56% Meal & recipe preparation
- 28% Managing diet routine
- 49% Managing exercise routine
- 27% Monitoring sleep
- 31% Monitoring vitals

Future Watch

Look for devices to play a more significant role in helping manage the health of Active Agers and those they care for. More than a quarter (27%) of Active Agers who are already using devices to manage some aspect of health, expect to use them for monitoring vitals more in the future and a third (34%) of non-users plan or are interested in doing this. Four in 10 (42%) respondents overall either use, plan to use or are interested in using their devices to monitor the safety and security of a loved one (i.e. fall detection, home security).

Health & Fitness

The use of devices for managing or monitoring health, fitness and diet is poised for significant growth. Health is also the area where wearable tech has made the greatest inroads into the Active Ager’s life.

Marketing Takeaway – Strong Vital Signs

Health management is already a significant area of interest for tech innovators, software and app creators and the investment community. The interest is well founded and there are countless opportunities to support Active Agers’ health, so they can maintain current lifestyles and enjoy more peace of mind in caring for their own parents or spouses.

People already battling health issues are particularly good targets for devices/applications that allow them to monitor the health of loved ones.

Organizing & Navigating

Active Agers have made their devices (and especially smartphones) go-to tools for organizing and at times navigating their lives. The findings reveal demographic differences in device preferences. For example, men (49%) are more likely than women (36%) to use computers for booking appointments, while women (54%) are more likely than men (46%) to use smartphones for this activity.

Future Watch

Over the shorter term expect to see smartphones increasingly take over as the primary organizational tool among Active Agers, especially with the younger (ages 55-64) cohort opting for smartphones even more so than those 65+.

Use of Wearable Devices for Health Management

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing exercise routine</td>
<td>23%</td>
</tr>
<tr>
<td>Monitoring vitals</td>
<td>21%</td>
</tr>
<tr>
<td>Monitoring sleep</td>
<td>20.2%</td>
</tr>
<tr>
<td>Managing diet routine</td>
<td>4.71%</td>
</tr>
</tbody>
</table>

Only areas where wearable devices enjoy double-digit use

Future Watch

Over the shorter term expect to see smartphones increasingly take over as the primary organizational tool among Active Agers, especially with the younger (ages 55-64) cohort opting for smartphones even more so than those 65+.

Use Smartphone to Access Car Sharing Services (By Household Income)

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Use (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $100,000</td>
<td>24.1%</td>
</tr>
<tr>
<td>Over $100,000</td>
<td>43.4%</td>
</tr>
</tbody>
</table>

Future Watch

Over the shorter term expect to see smartphones increasingly take over as the primary organizational tool among Active Agers, especially with the younger (ages 55-64) cohort opting for smartphones even more so than those 65+.

Use of Wearable Devices for Health Management

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing exercise routine</td>
<td>23%</td>
</tr>
<tr>
<td>Monitoring vitals</td>
<td>21%</td>
</tr>
<tr>
<td>Monitoring sleep</td>
<td>20.2%</td>
</tr>
<tr>
<td>Managing diet routine</td>
<td>4.71%</td>
</tr>
</tbody>
</table>

Only areas where wearable devices enjoy double-digit use

Future Watch

Over the shorter term expect to see smartphones increasingly take over as the primary organizational tool among Active Agers, especially with the younger (ages 55-64) cohort opting for smartphones even more so than those 65+.

Use Smartphone to Access Car Sharing Services (By Household Income)

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Use (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $100,000</td>
<td>24.1%</td>
</tr>
<tr>
<td>Over $100,000</td>
<td>43.4%</td>
</tr>
</tbody>
</table>

Future Watch

Over the shorter term expect to see smartphones increasingly take over as the primary organizational tool among Active Agers, especially with the younger (ages 55-64) cohort opting for smartphones even more so than those 65+.
Managing the Home

The study also explored the use of devices for connecting with and managing “smart” devices throughout the home—from smart appliances to heating/cooling to home security. The findings suggest strong interest in Wi-Fi connectivity, yet with a sense of practicality that guides what they want to control/connect with. For example, Active Agers are much more likely to be using devices to manage security or heating/cooling than to get alerts from smart appliances.

Marketing Takeaway – Connected Pragmatists

Active Agers (especially men) show strong current and emerging interest in using devices to harness the power of home connectivity, but they see this use through a practical lens. This sense of practicality should be considered in selling them on the benefits of home connectivity.

Use of Devices for Controlling & Managing the Connected Home

<table>
<thead>
<tr>
<th>Use Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Controlling/managing devices connected to your home Wi-Fi network</td>
</tr>
<tr>
<td>Managing home security/getting alerts</td>
</tr>
<tr>
<td>Controlling or getting alerts from your home’s heating/cooling system</td>
</tr>
<tr>
<td>Controlling or getting alerts from smart appliances (washer, dryer, refrigerator, etc.)</td>
</tr>
</tbody>
</table>

Smart Speaker Use

While smart speakers are not yet a go-to device for Active Agers they are a potential growth area. Current top three uses for smart speakers include:

- 18% Streaming music
- 10.4% Checking the weather
- 5.2% Controlling/managing Wi-Fi devices connected to the speaker

Future Watch

Two areas to watch are the use of devices for managing home security and heating/cooling. While only about one in five Active Agers use devices to manage home security, a third (33%) of non-users plan or are interested in doing this in the future. Nearly a quarter (23%) of respondents who currently do not use devices to manage their heating/cooling system plan or are interested in doing this in the future.

Use Devices to Manage Connected Home (Men Vs. Women)

- Control/get alerts from home’s heating/cooling system: Men 21%, Women 11%
- Control/get alerts from smart appliances: Men 11%, Women 4%
- Control/manage devices connected to Wi-Fi network: Men 47%, Women 39%
- Manage home security: Men 27%, Women 19%
Wrap Up: The Future in their Hands

Our research clearly counters the myth of the disconnected and tech-challenged senior. While today’s Active Ager audience (which holds close to 70% of consumer wealth and accounts for over 40% of consumer spending) has its reservations around the security and privacy implications of living in a digital world, it continues to embrace new technology.

Armed with a lifetime of experience evaluating new products and services for how they will add value to their lives, this group applies a practical mindset to its adoption of new devices and applications. While less likely to adopt technology for the thrill of it, they are enthusiastic embracers of tech where it helps them connect with friends and loved ones, to stay informed, to be entertained, to manage their health (and that of loved ones) and to organize their lives.

Enhance their E-Commerce experience
Active Agers were already embracing E-Commerce and the pandemic has only accelerated the trend with large numbers going mobile to research products and to shop, while taking advantage of digital functionality like tracking shipments. E-Commerce sites must be optimized for this audience across devices.

They are primed for tech and app innovation
Health monitoring applications are key areas of interest for smartphones and wearable devices. Opportunities to proactively manage their health and those of loved ones (as caregivers) will drive interest in tech innovations and applications. Their interest will expand beyond the use of computers and mobile devices to include new tech such as smart personal health assistants/robots.

Digital video will play an increasing role in engaging Active Agers
Video is being eagerly consumed by Active Agers across smart devices, in multiple formats. Tapping interests or targeting them by life milestones (i.e. children/grandchildren’s graduations/weddings, benefits of retirement) are opportunities for brands/companies to reach them in relevant spaces via digital video.

Survey Methodology
Between February 22 and March 8, 2021 a survey was conducted with 763 members of Age of Majority’s Revolution55 community (all ages 55+) to better understand current use of and attitudes towards a range of devices across eight key areas: Health & Fitness, Entertainment, E-Commerce, Finances, News & Information, Socialization, Organizing & Navigating and Managing Home. As the survey was not conducted using a random sample a margin of error cannot be assigned to the results.

For more information, please contact:

Jeff Weiss
President and CEO
(Chief EvAGElist Officer)
jeff@ageofmajority.com
1.888.544.4561
www.ageofmajority.com