

ACTIVE AGERS WANT WEARABLE HEALTH TECHNOLOGY

Insights from the
Age of Majority Research Team



Expect more adults 55+ to embrace wearable tech.

METHODOLOGY

Active Agers, who are members of Age of Majority's Revolution55 community (all ages 55+), were asked about their current and anticipated future use of wearable health technology devices, and their attitudes about these devices.

759 participants responded to a survey that was conducted between May 14 – 27, 2021.

Put the power of Revolution 55 to work for you



Introduction

Wearable technology has come a long way since the 1970s, when Hewlett Packard's calculator wristwatch hit the market. In the 12 years since the original Fitbit tracker was released (2009), wearable health technology devices have only increased in popularity and functionality.

The global wearable medical devices market size, valued at USD \$16.6 billion in 2020 is expected to grow to roughly \$112 billion by 2028 ([source: Grand View Research](#)).

Knowing that marketing for technology and fitness products traditionally laser-focuses on young tech-savvy individuals and often overlooks older adults, Age of Majority wanted to learn more about the adoption of wearable health technology among this population.

Key Takeaways

Older consumers are clearly interested in wearable health technology and products and companies are missing the boat by ignoring this group. Active Agers are turning to wearable technology to help manage multiple facets of their lives, including their wellness.

Companies should consider how products can address the current and future needs of older adults in context of their changing lives — to support everything from how they monitor their sleep and vitals to how they manage their diets and exercise routines.

HIGHLIGHTS

- More than one-third of respondents currently use wearable health technology
- Among those not currently using wearable health technology, nearly three-quarters (74%) would consider using it in the future
- 91% of those open to using wearable health technology would be open to using smart watches
- Active Agers are interested in tracking a wide range of data using a wearable health technology device
- Active Agers are most comfortable sharing personal health data (from wearable technology devices) with healthcare providers and spouses/partners

Detailed Findings

i. Current use of wearable health technology

More than one-third of respondents (36%) reported using wearable health technology devices (see figure 1). Of those not currently using such a device, 74% would consider doing so in the future (27% said yes, 47% said maybe - see figure 2). This suggests the **wearable technology industry could realize a huge potential client base in adults aged 55+.**

Among those reporting a lack of interest in wearable health technology their primary reason was a simple lack of interest (77%), though more than one-third also believed the devices were too expensive (38%).

Accuracy of data was also a concern, as one respondent pointed out:

“I’ve used similar solutions in the past and found the data is inaccurate or unreliable.”

FIGURE 1. CURRENT USE OF WEARABLE HEALTH TECHNOLOGY DEVICES (n=759)

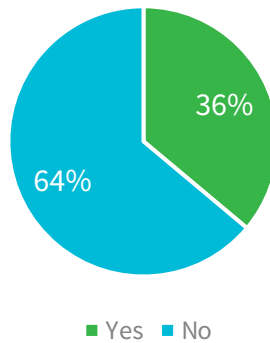
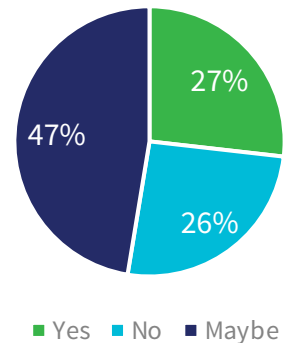


FIGURE 2. FUTURE OPENNESS TO WEARABLE HEALTH TECHNOLOGY DEVICES (n=485)



ii. Type of Devices

Current non-users open to using wearable health technology were overwhelming positive about smart watches (91%), while almost a quarter of this group would also consider smart pendant necklaces (23%). Other types of devices had lower levels of reported interest (e.g., smart rings, embedded accessories, skin patch sensors, embedded apparel - see figure 3 next page).

“I’VE USED SIMILAR SOLUTIONS IN THE PAST AND FOUND THE DATA IS INACCURATE OR UNRELIABLE.”



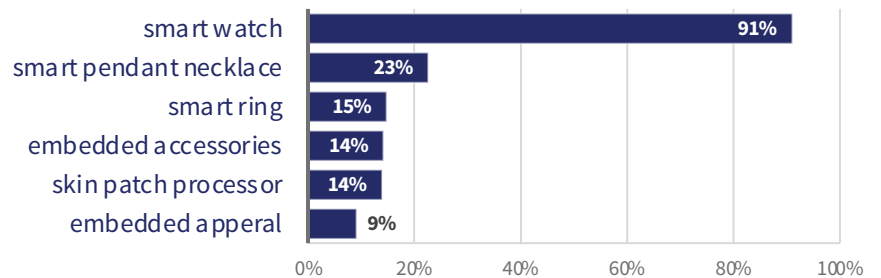
Steps walked and heart rate top the list of the most frequently tracked type of data via wearables.

iii. Top data being tracked

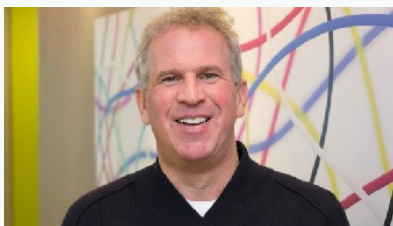
Respondents were asked what data they are most interested in collecting from their wearable devices and with whom they would be comfortable sharing that data.

Given the main functionality of many wearable devices it may not be surprising that steps walked (84%), heart rate (69%), calories burned (59%), blood pressure (58%), and sleep quality (50%) were the top types of data being tracked. Active Agers are less interested in tracking data points often associated with the needs and interests of older audiences: fall detection (19%), medication tracking (11%), biochemical release (6%), or seizure detection (5%).

FIGURE 3. WHAT TYPES OF WEARABLE DEVICES ARE YOU USING OR OPEN TO USING? (n=634)



When it comes to sharing the personal health data from their wearable technology devices, almost three-quarters indicated they were comfortable doing so with a healthcare provider (71%) and more than half are comfortable sharing with a partner or spouse (57%). Their comfort level, however, is lower in sharing personal health data with children (42%), and much lower in sharing with other parties such as friends (16%), insurance carriers (12%), parents (5%), or grandchildren (4%).



FOR MORE INFORMATION

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FIGURE 4. WHAT DATA ARE YOU INTERESTED IN COLLECTING FROM YOUR WEARABLE HEALTH TECHNOLOGY DEVICE? (N = 634)

