

# Top Technology Trends for Adults Age 50+ in 2019



## Adults 50+ are a strong and growing base for technology products



By 2030, nearly **132 million Americans** age 50+ will spend upwards of

**\$84 billion a year** on technology products.

## Mainstream technology use remains robust

**91%** report using a computer.



**83%**

of Americans age 50 to 64 have smart phones, about the same as the population at large.\*

## Meanwhile, interest in NEW technology is strong and growing

**46%** express interest in vehicles with features such as automatic parking, auto emergency braking, lane change detection, or collision avoidance.

**49%** own a Smart TV with another **9 million** planning to purchase one in the next year.



Nearly **1 in 7 Americans 50+** own a home assistant device such as an Amazon Alexa or Google Home, and ownership is growing.

Virtual reality is increasing in use (**13%**, **+4 percentage points vs. a year ago**).

## The opportunities for technology to enrich lives are endless

**94%** say technology helps them keep in touch with friends and family.



Tech is a means to pursue lifelong learning with

**58 million** are interested in technology that can enrich their lives or make it easier.

**23%**

taking online classes and utilizing how-to tutorials online.

## However, security and privacy education is a must

Fewer than **1 in 4** trust online retailers, the federal government, or telecom service providers, among others.



**19%** have confidence in their safety online.