Digital Inclusion of Older Adults

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Digital inclusion is about designing for ALL ages, and understanding unique needs across users.
Age matters, but life experience, resources, context, and other factors matter more

Device ownership among U.S. adults ages 50-59, 60-69 and 70 and older

<table>
<thead>
<tr>
<th>Device Type</th>
<th>50-59</th>
<th>60-69</th>
<th>70 and older</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>86%</td>
<td>81%</td>
<td>62%</td>
</tr>
<tr>
<td>Tablet</td>
<td>51%</td>
<td>49%</td>
<td>40%</td>
</tr>
<tr>
<td>Wearables</td>
<td>22%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Home assistant</td>
<td>20%</td>
<td>18%</td>
<td>12%</td>
</tr>
<tr>
<td>Smart home technology</td>
<td>11%</td>
<td>10%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: AARP Tech Trends study (2019)
Barriers to digital inclusion are also opportunities

Digital literacy is a critical issue across these barriers

Opportunity Example: Use the “FUN” to lead people to the “FUNctional!”
COVID-19 has amplified digital inclusion issues

This is particularly the case in areas like:

- Healthcare/Telehealth
- Education
- Employment/Small Business
- Social & Mental Well-Being

And many of the changes will continue post-pandemic.
COVID accelerated adoption, and it’s here to stay

U.S. adults 50 and older are stepping out of their comfort zones and connecting with others by engaging with some technology for the very first time.

With those 70 and older during it more often than other age groups:
- 62% ages 70+
- 49% ages 60-69
- 50% ages 50-59

Source: AARP internal COVID survey
But in key areas, like telehealth, critical barriers remain

Percent in U.S. citing the following barriers to using telehealth services
Among those 18+ in U.S. interested in telehealth services

- Don't know how to use telehealth: 48%
- Concerned about the possibility of medical errors: 47%
- Concerned about health information remaining confidential: 46%
- Not sure doctor's office offers telehealth services: 41%
- Don't have access to high speed internet: 34%
- Don't have access to a computer: 33%

Q4. If you were interested in using tele-health, what are some of the barriers you might experience in trying to use it? Second fielding: n=1,829; field dates: April 21-May 2, 2020.

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