DIGITAL INCLUSION OF OLDER ADULTS
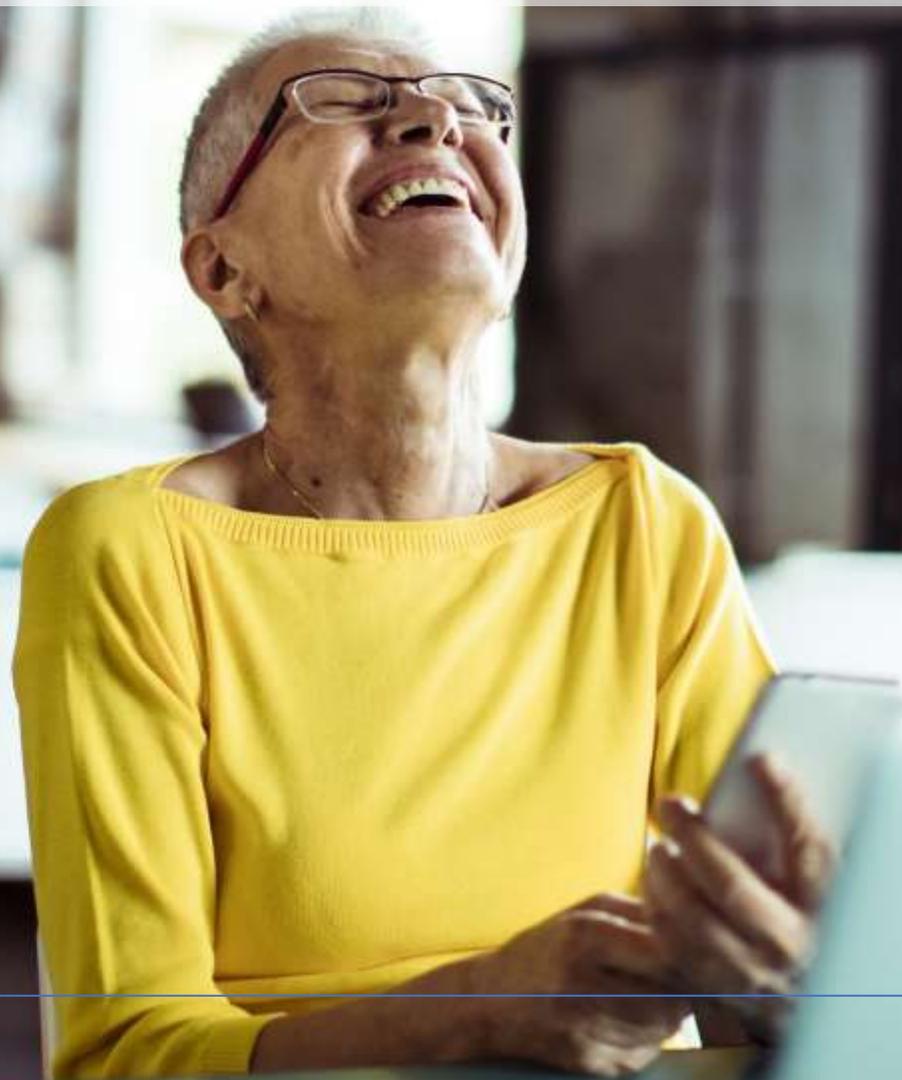
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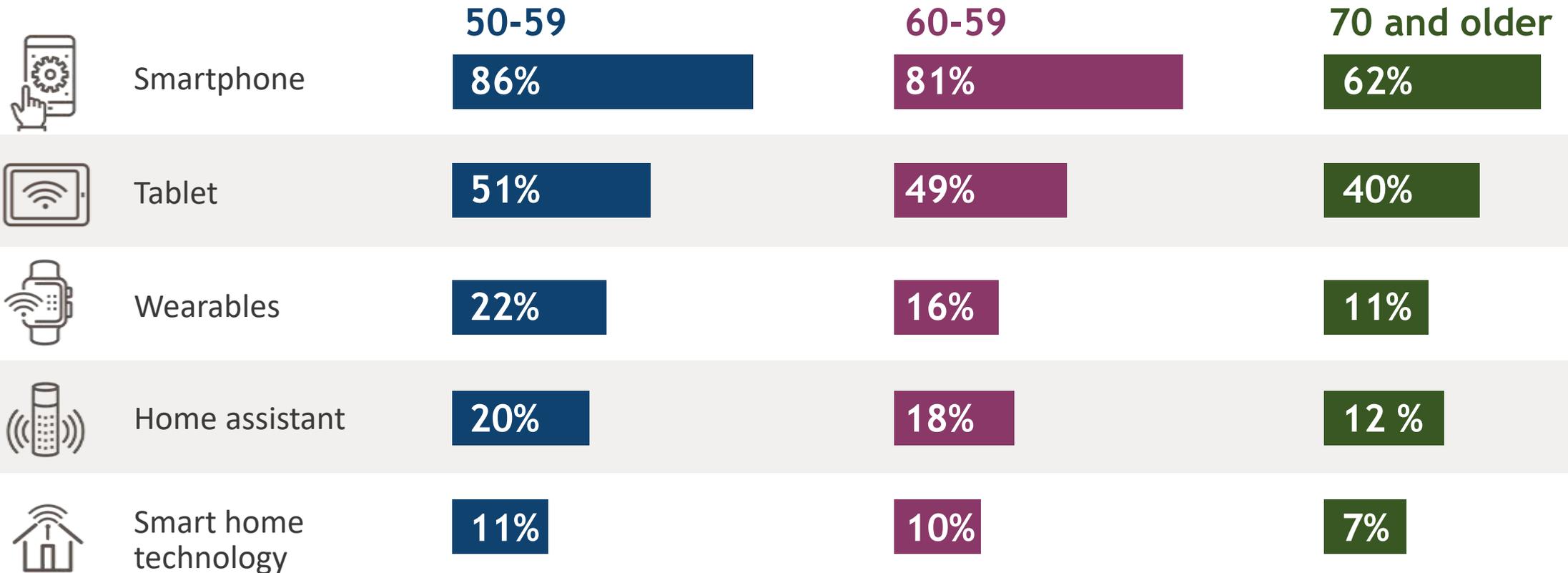# Digital inclusion is about designing for ALL ages, and understanding unique needs across users.

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

	50-59	60-59	70 and older
Smartphone	86%	81%	62%
Tablet	51%	49%	40%
Wearables	22%	16%	11%
Home assistant	20%	18%	12 %
Smart home technology	11%	10%	7%

Source: AARP Tech Trends study (2019)

Barriers to digital inclusion are also opportunities

	DESIGN & USER EXPERIENCE	AWARENESS & INTEREST	COST & ACQUISITION	INSTALLATION & ADOPTION	TRUST & PRIVACY
Opportunity Examples	Include older adults in design and UX	Include older adults in tech imagery	Scaling markets to reduce costs through inclusive design	Installation add-on options for tech	Consolidated consumer privacy labels

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
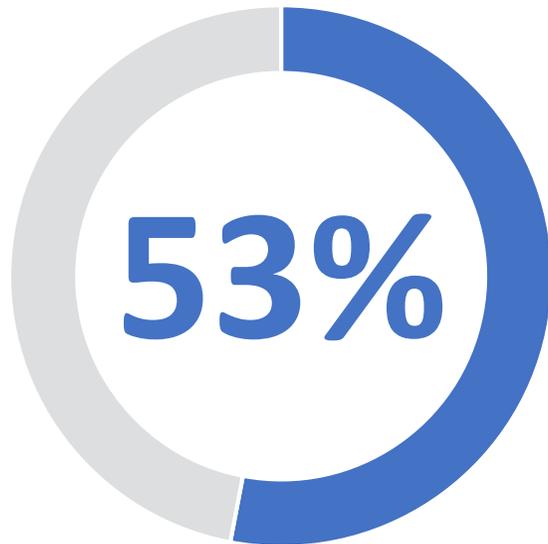- Employment/Small Business
- Social & Mental Well-Being

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**
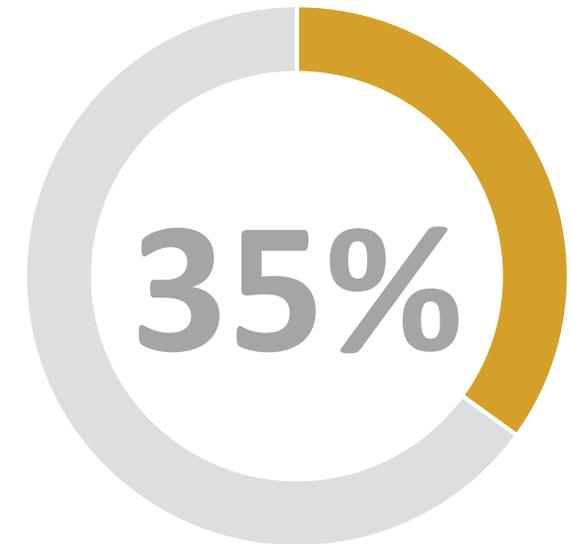
Virtual Volunteering

53%

Live Virtual Events

52%

Video Chat

35%

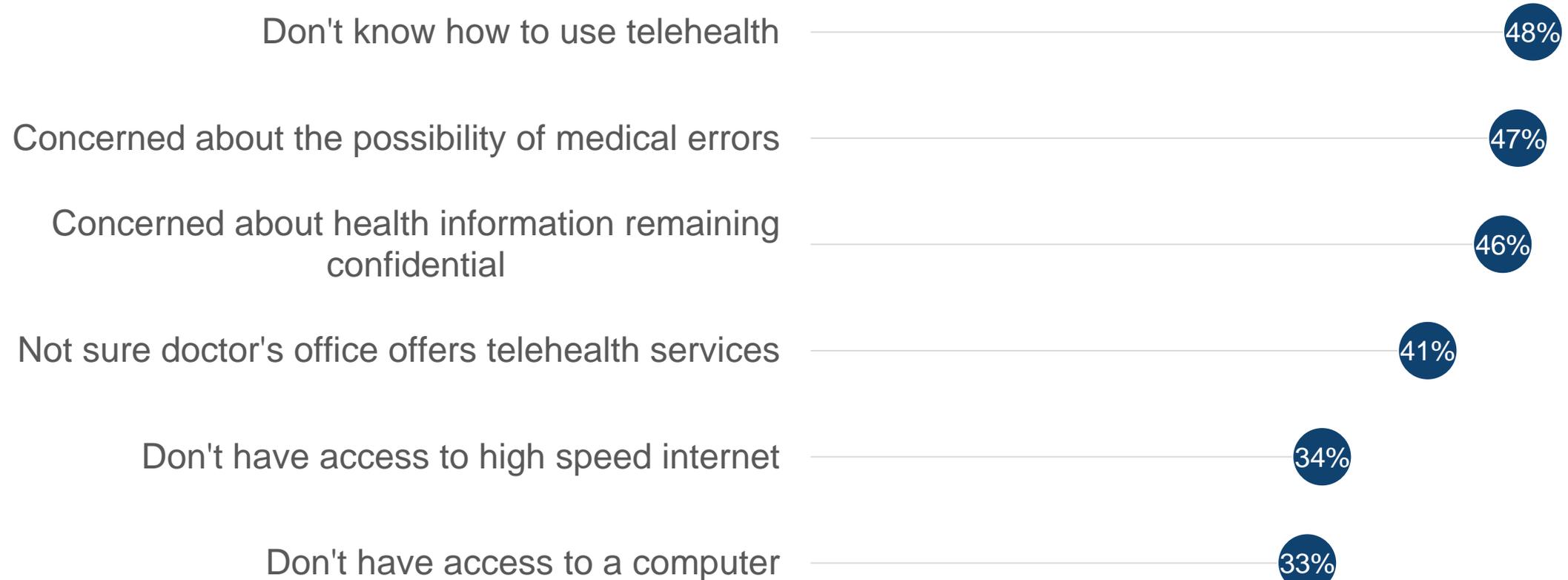With those 70 and older during it more often than other age groups

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.

Source: Keenan, Teresa A. Views on Telehealth. Washington, DC: AARP Research, June 2020. https://doi.org/10.26419/res.00388.001

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