

PewResearchCenter

# Older adults and technology

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JASA – New York, NY

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# About Pew Research Center

Does not promote specific technologies or make policy recommendations

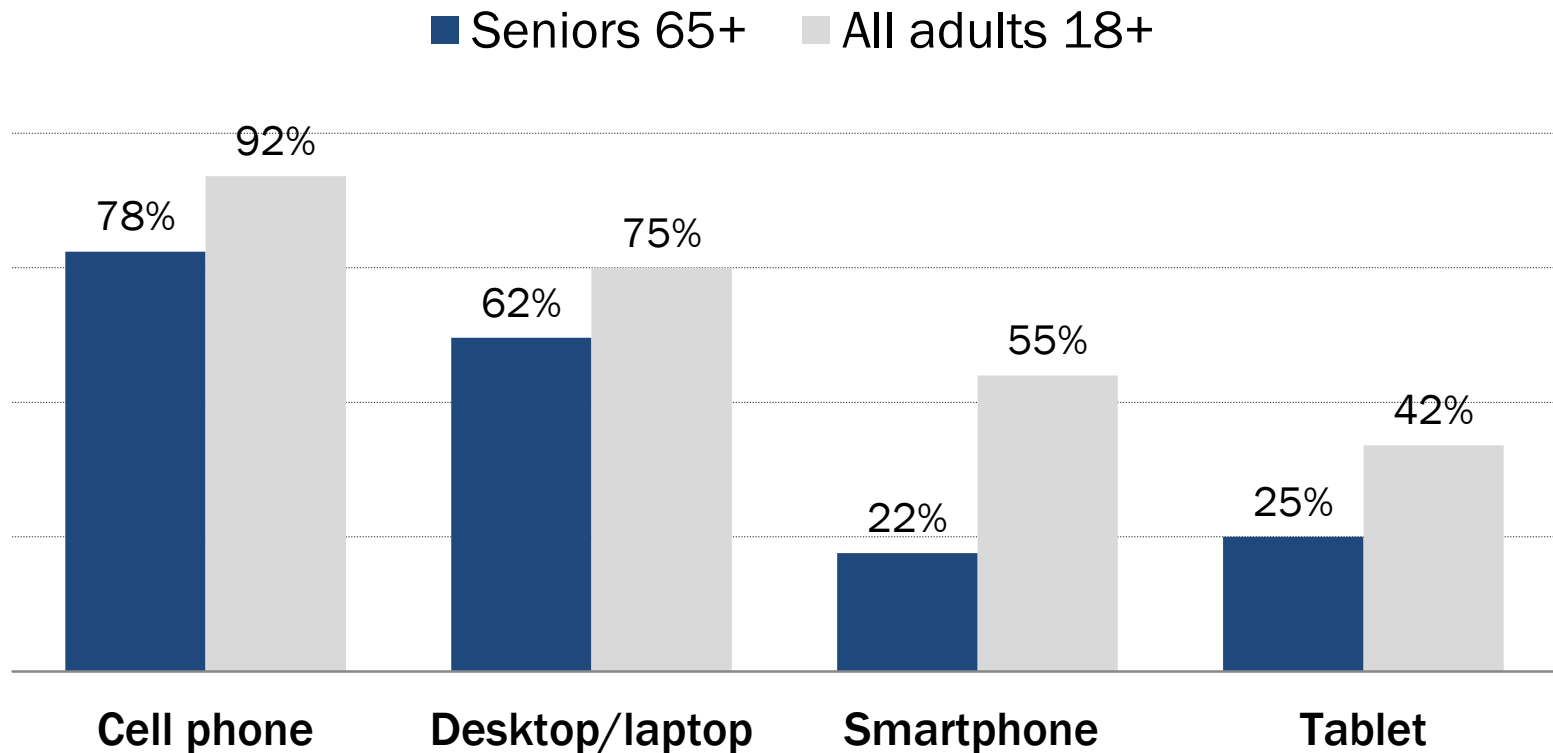
**pewresearch.org**/internet

@pewresearch (all topics)

@pewinternet (internet & tech)

Data in this talk based on nationally representative telephone surveys of U.S. adults

# Most seniors own cell phones and computers, but mobile devices are still catching on

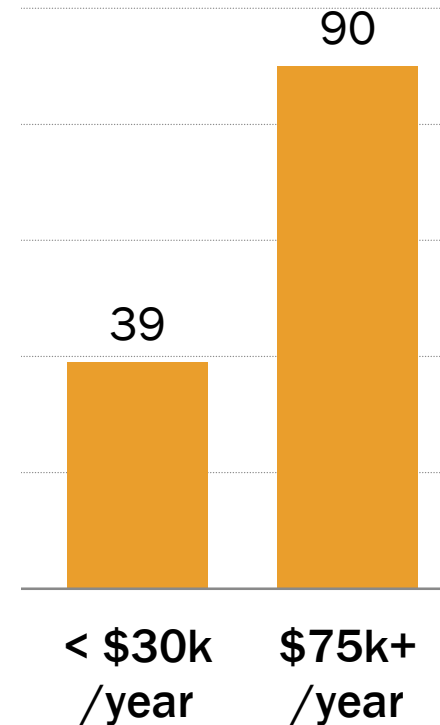
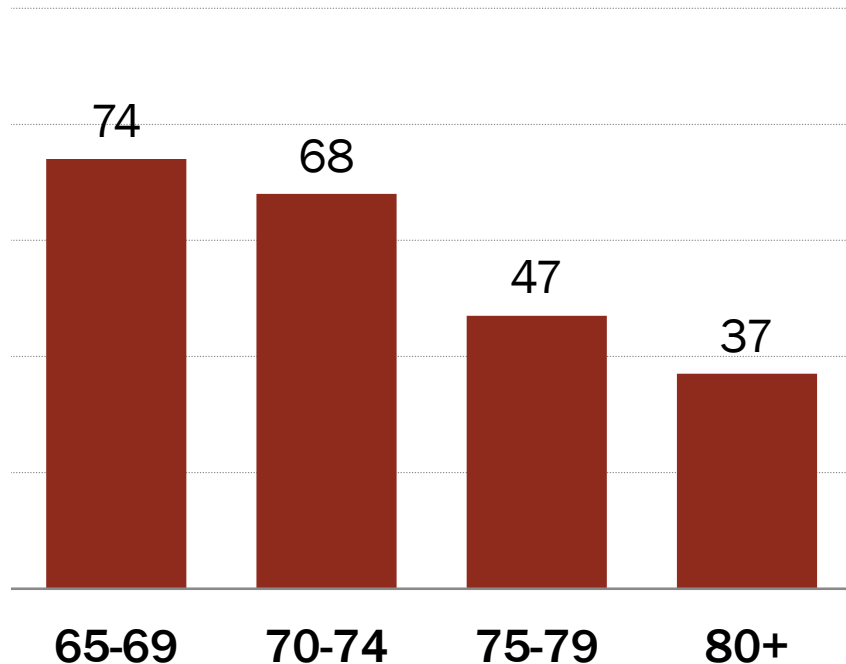


January 2014 data

# Older adults and the internet

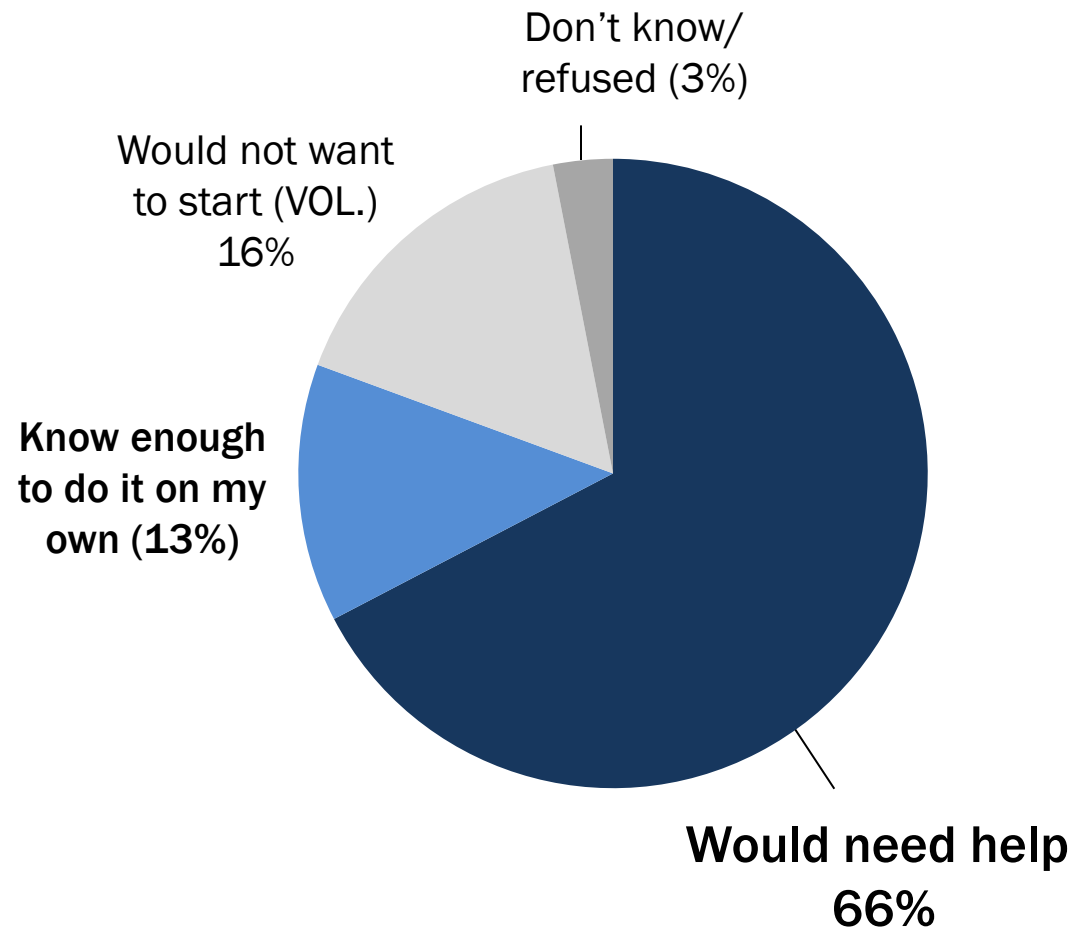
- 59% of adults ages 65+ use the internet
- Once seniors are online, it becomes a regular part of their lives:
  - 71% go online every day
  - 82% go online at least weekly

# Among seniors, internet use varies by age and household income



September 2013 data

Most offline seniors say **they would need help** if they wanted to go online in the future



*May 2013 - Among adults ages 65 and older who do not use the internet or email (n=214)*

*Data from upcoming OATS/NYLS report*

## **Top motivations for getting online:**

Among online seniors ages 65+

- 75% - Easier to communicate with family and friends
- 58% - Shopping
- 53% - Health information

Fewer rank managing finances, finding bargains, or following community news as highly, though many say they are important overall.

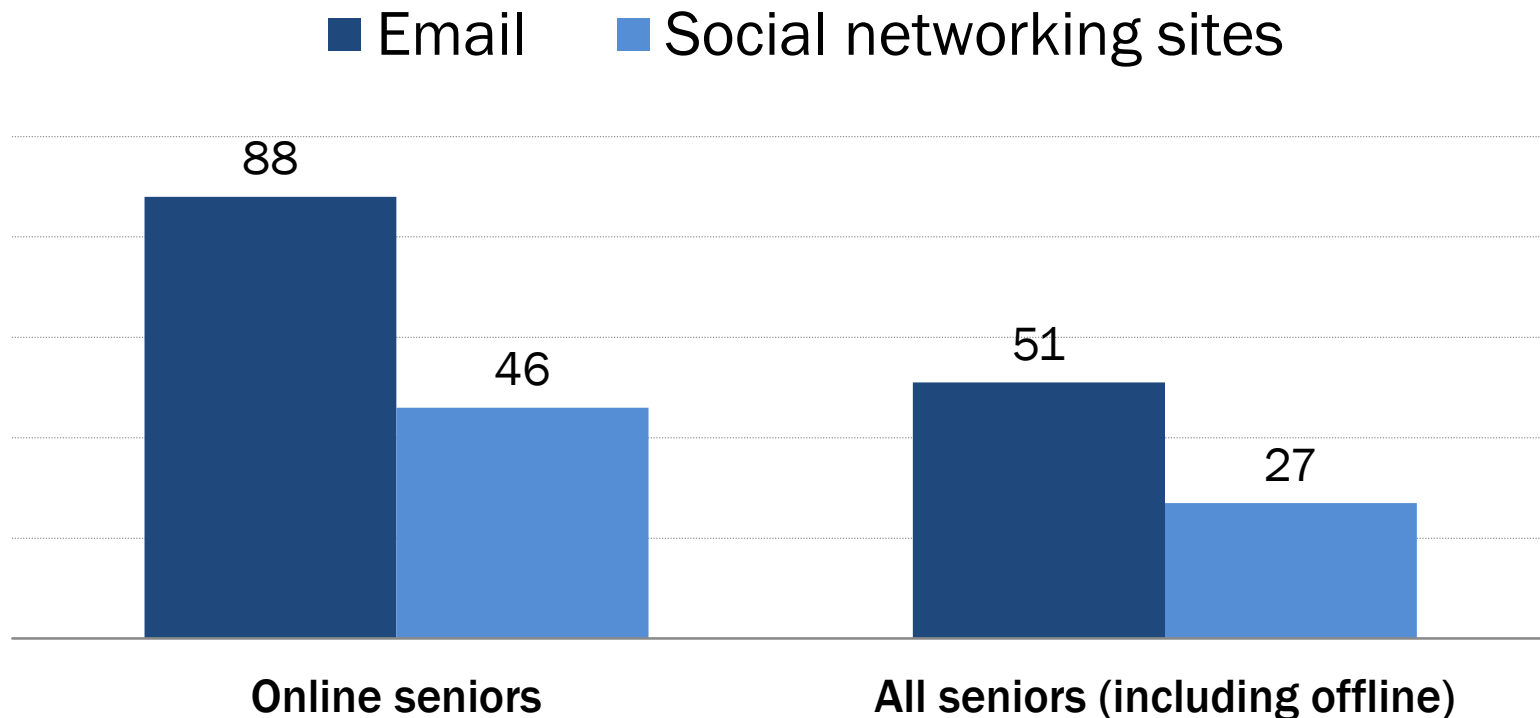
*Data from upcoming OATS/NYLS report*

- Once online, 56% say it would be “very hard” to give up the internet
- Value the internet most for communicating with family and friends, vs commerce or info

**However, email > social media (though SNS use is growing)**



# Most online seniors use email, though half now use SNS





Among seniors who go online\*, **56% would need help if they wanted to use social networking sites** to connect with friends or family.

\*but do not currently use social networking sites

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September 2013 data



Seniors who use social networking sites **socialize more frequently with friends and family members**— even when even after controlling for factors like age and income.

# Thank you!

Kathryn Zickuhr

Pew Research Center's Internet Project

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## **More information:**

Older Adults and Technology Use

<http://pewinternet.org/2014/04/03/older-adults-and-technology-use/>

Who's Not Online and Why

<http://pewinternet.org/2013/09/25/whos-not-online-and-why/>