



# 2020 TECH AND THE 50+ SURVEY

December 2019

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# EXECUTIVE SUMMARY

# Executive Summary

## **Tech ownership among older adults is growing with no signs of slowing down.**

- For many devices, adoption among adults ages 50 and older is comparable to younger generations. Adults ages 50 and older are adopting smartphones, wearables, home assistants/smart speakers, and smart home technology at nearly the same rate as adults ages 18–49.
- Younger adults have abandoned tablets, but older adults are adopting tablets at an increasing rate: More than half (52%) of adults ages 50 and older own a tablet.
- Once adopted, usage of smartphones, wearables, tablets, home assistants/smart speakers, and smart home technology is high with most owners using their technology daily.

## **While older adults are highly engaged with their devices, many are not using the technology to its full potential.**

- Adults ages 50 and older are using smartphones and tablets to maintain social connections, find information, and for entertainment, but only a few are using their device to automate their home or conduct transactions.
- Engaging in social media is one of the most common uses of a tech device (e.g., computer, tablet, or smartphone).
- Though 49% claim to own a smart TV, only 42% are using streaming or online options to watch shows.
- Nearly half (46%) of all smart home assistant/smart speaker owners do not use their device daily.

# Executive Summary

## **Secure home technology is an emerging market, but concerns of privacy need to be addressed.**

- Adults 50 and older are interested in smart home safety technology and devices that provide convenience, safety, and peace of mind.
- They also have significant interest in home security technology, specifically door cameras (59%), sensors that monitor doors and windows (48%), and appliances (42%).
- However, just 14% are extremely/very confident that what they do online is private. Among home assistant device owners, just 11% are confident their information is private on the device.

## **Demand for health and wellness technology to enhance provider care is increasing among older adults.**

- With 76% of adults age 50 and older indicating a desire to age in place,<sup>1</sup> voice activated tools such as home assistants and home health care technology (emergency or virtual care) are relevant potential purchases for them.
- If offered a choice, over half (53%) would prefer to have their health care needs managed by a mix of medical professionals and health care technology.

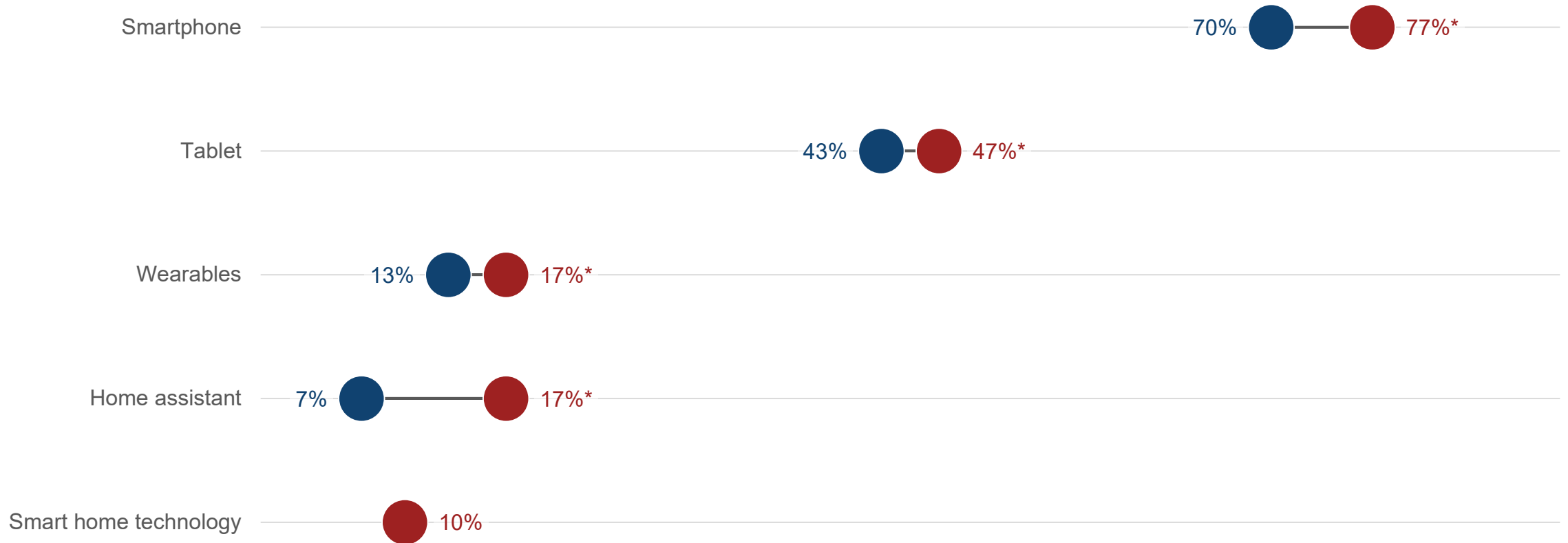
<sup>1</sup>Source: AARP. (2019). *2018 Home and Community Preferences: A National Survey of Adults Age 18-Plus*. Washington, DC.



## TECH OWNERSHIP

# Older adults continue to adopt all forms of modern technology devices.

Device adoption rates among adults ages 50 and older, **2017 (n=1,520)** and **2019 (n=2,597)**



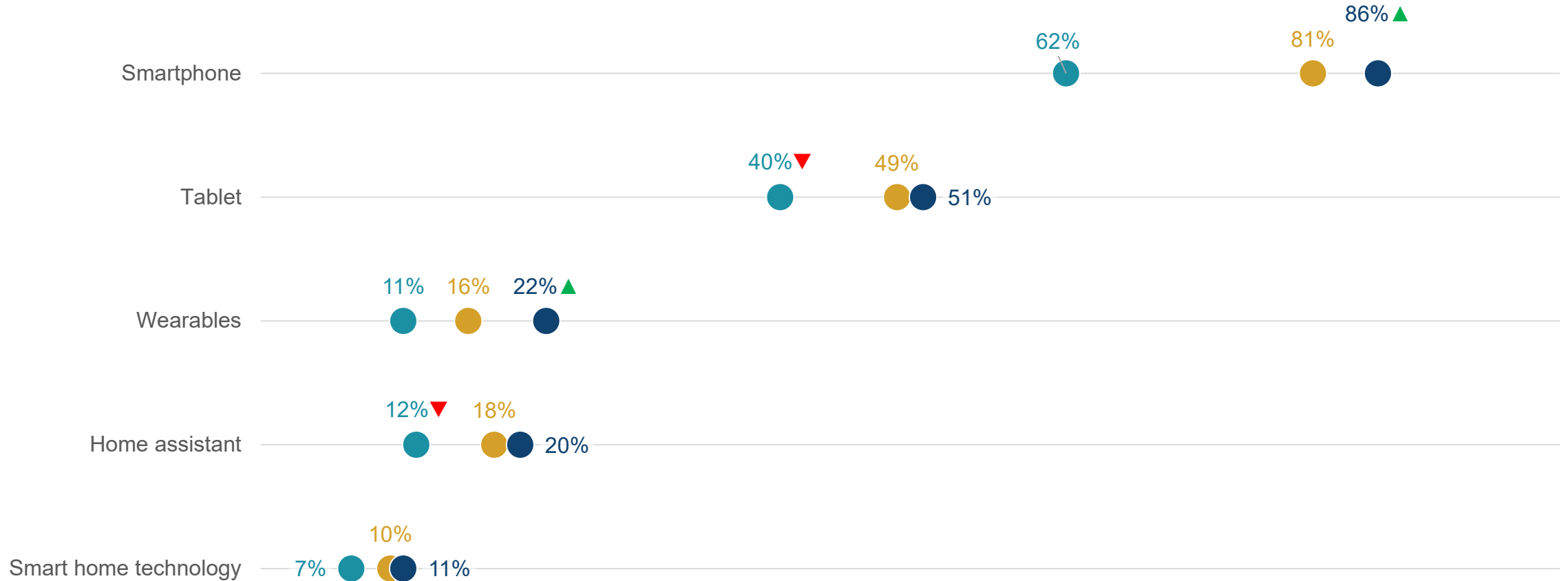
Base: Total Respondents

Q.Tech1 Which of the following items do you have?

\* Indicates a significant difference at the 95% confidence level

# Ownership varies slightly by age and skews younger for most devices.

Device adoption among those ages 50–59 (n=972), 60–69 (n=849), and 70 and older (n=776)



Base: Total Respondents (n=2,607)

Q.TECH1 Which of the following items do you have?

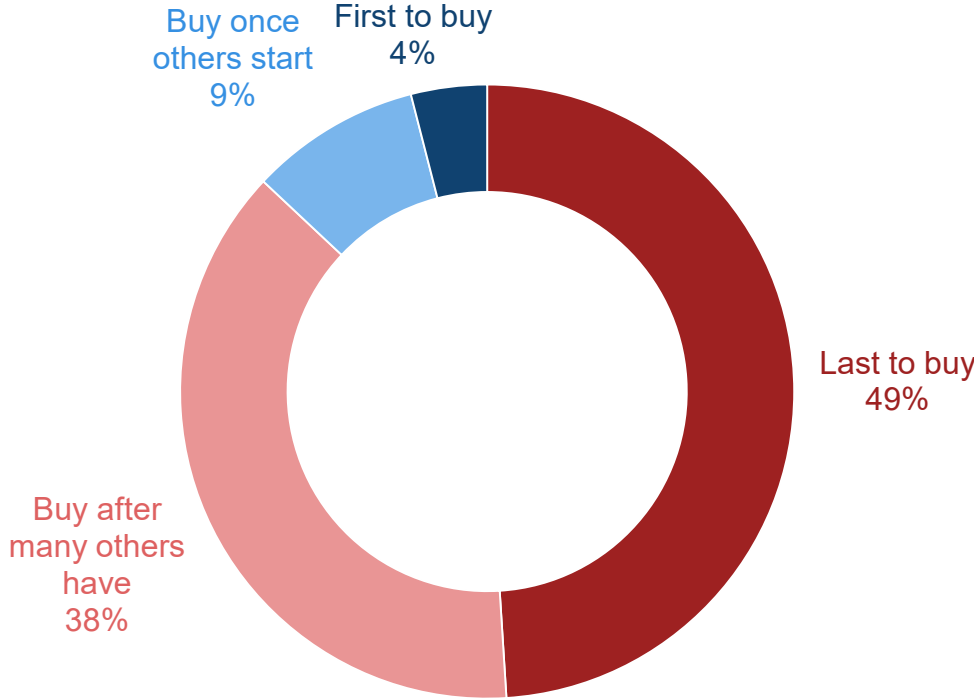
▲ Statistically higher than both groups at the 95% confidence level

▼ Statistically lower than both groups at the 95% confidence level



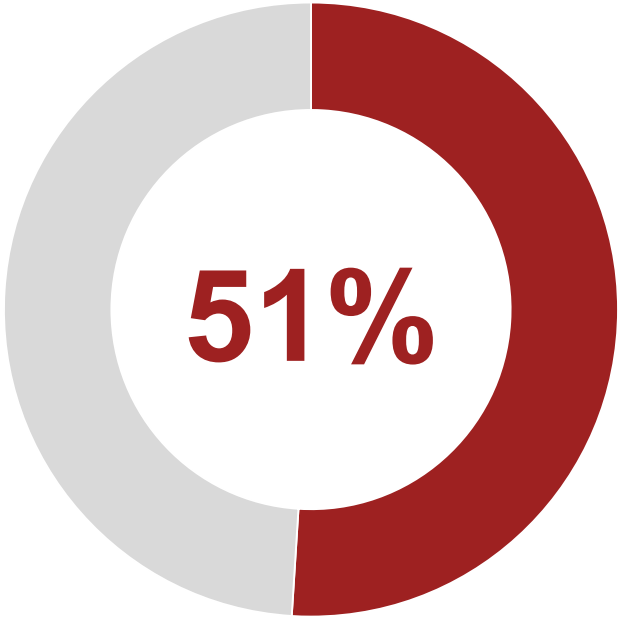
# Older adults tend not to be early adopters, although half bought a tech item in the past year.

Behavior towards new technology



Base: Total Respondents (n=2,576)  
Q. NEWTech13. Which of the following best describes your typical behavior when new technology designed to make your life easier or better enters the marketplace? (New Question, 2019)

Bought a new tech item in the past year



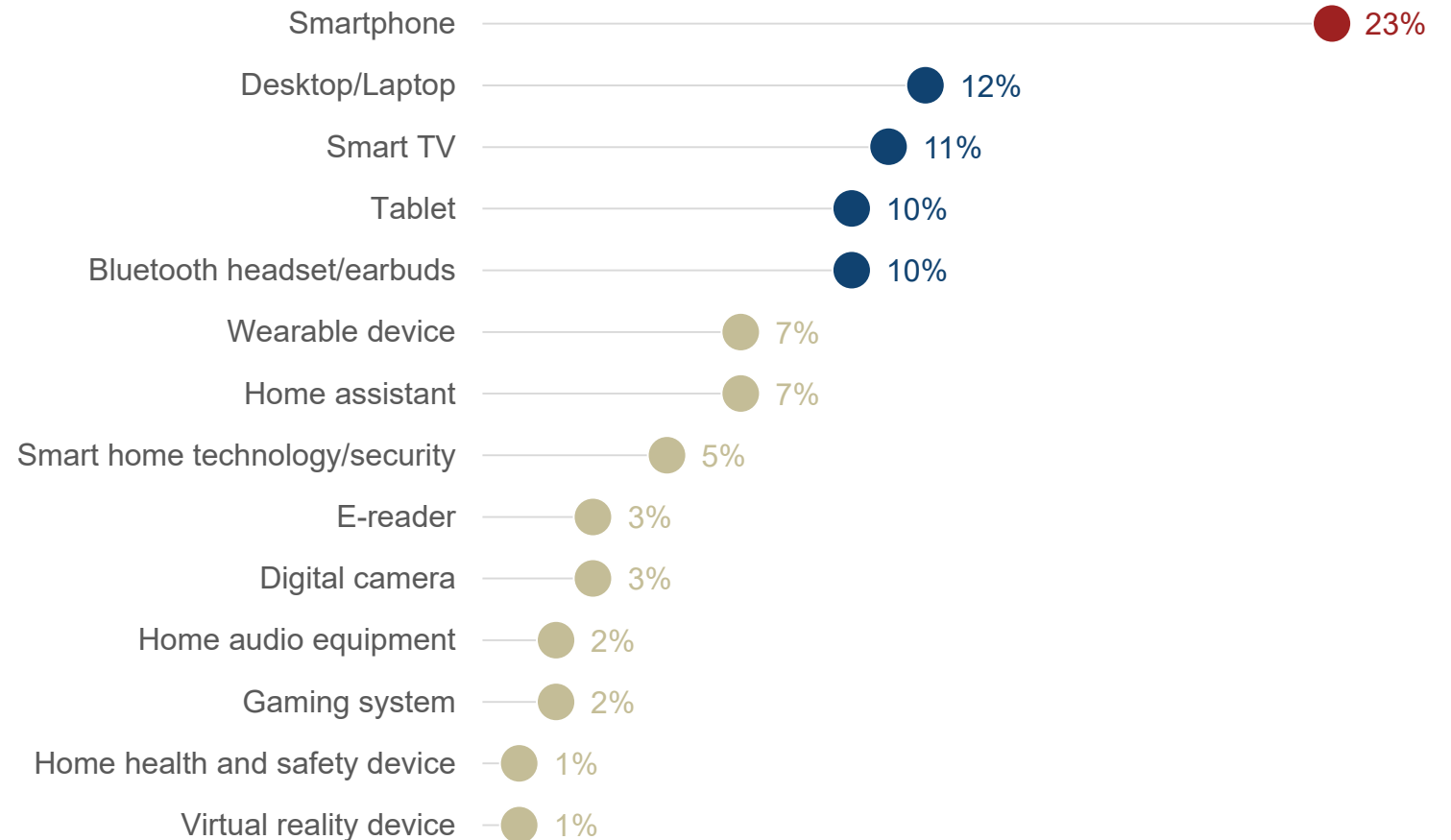
Base: Total Respondents (n=2,575)  
Q. NEWTech102019. Which specific technology products did you purchase in the past year (July 2018 – June 2019), for yourself and/or your household? (New Question, 2019)

# The smartphone is the device purchased the most in the past year.

Percentage of adults ages 50 and older who bought the following tech devices in the past year

- **At least 10 percent** bought the following devices in the past year:

- Smartphones
- Computers (including both desktops and laptops)
- Smart TVs
- Tablets
- Bluetooth headsets or earbuds



Base: Total Respondents (n=2,575)

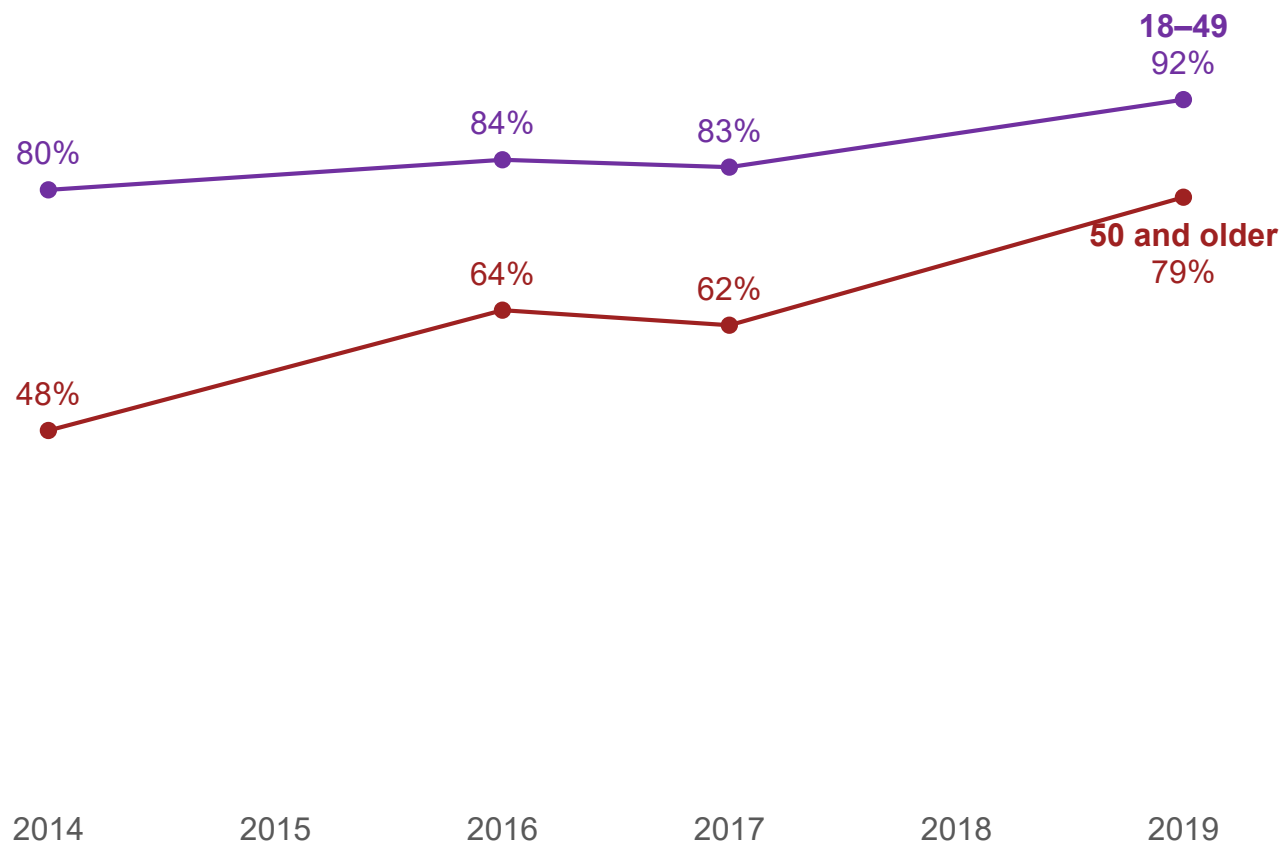
Q. NEWTech102019. Which specific technology products did you purchase in the past year (July 2018 – June 2019), for yourself and/or your household? (New Question, 2019)



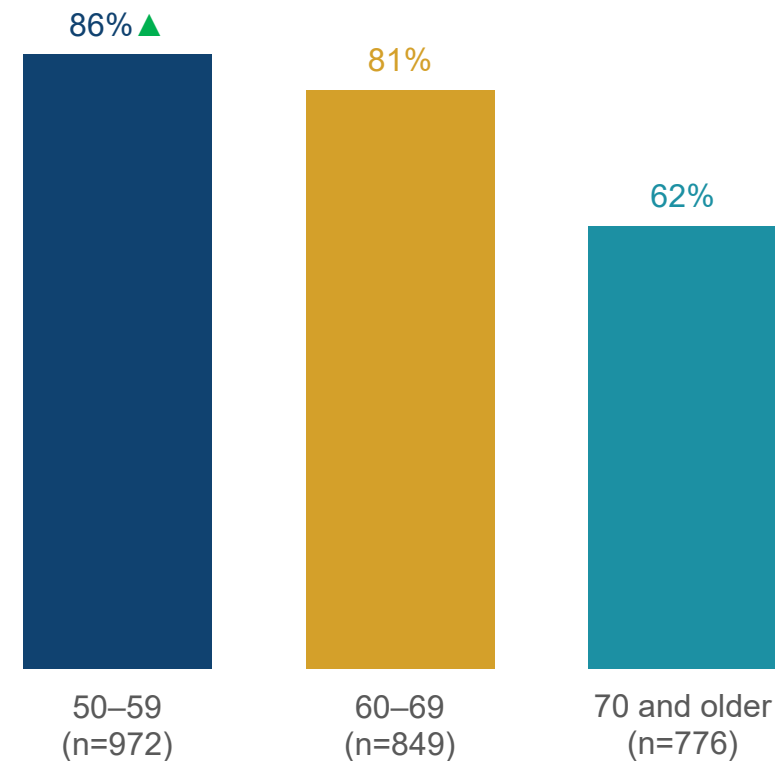
## SMARTPHONES AND TABLETS

# Smartphone usage among older adults has increased greatly since 2014.

Smartphone adoption rates among adults **18–49** and **50 and older**  
2014 to 2019



Smartphone adoption rates in 2019  
Among adults **50–59**, **60–69**, and **70 and older**



Base: Total Respondents (n=2,597)

Q.TECH1 Which of the following items do you have?

- ▲ Statistically higher than both groups at the 95% confidence level
- ▼ Statistically lower than both groups at the 95% confidence level

Source: Forrester Analytics; Consumer Technographics Online Benchmark Survey of online adults age 18-88 (Part 2)

18-49 sample sizes: 2014 = 21,234; 2016 = 18,529; 2017 = 20,723; 2019 = 29,741

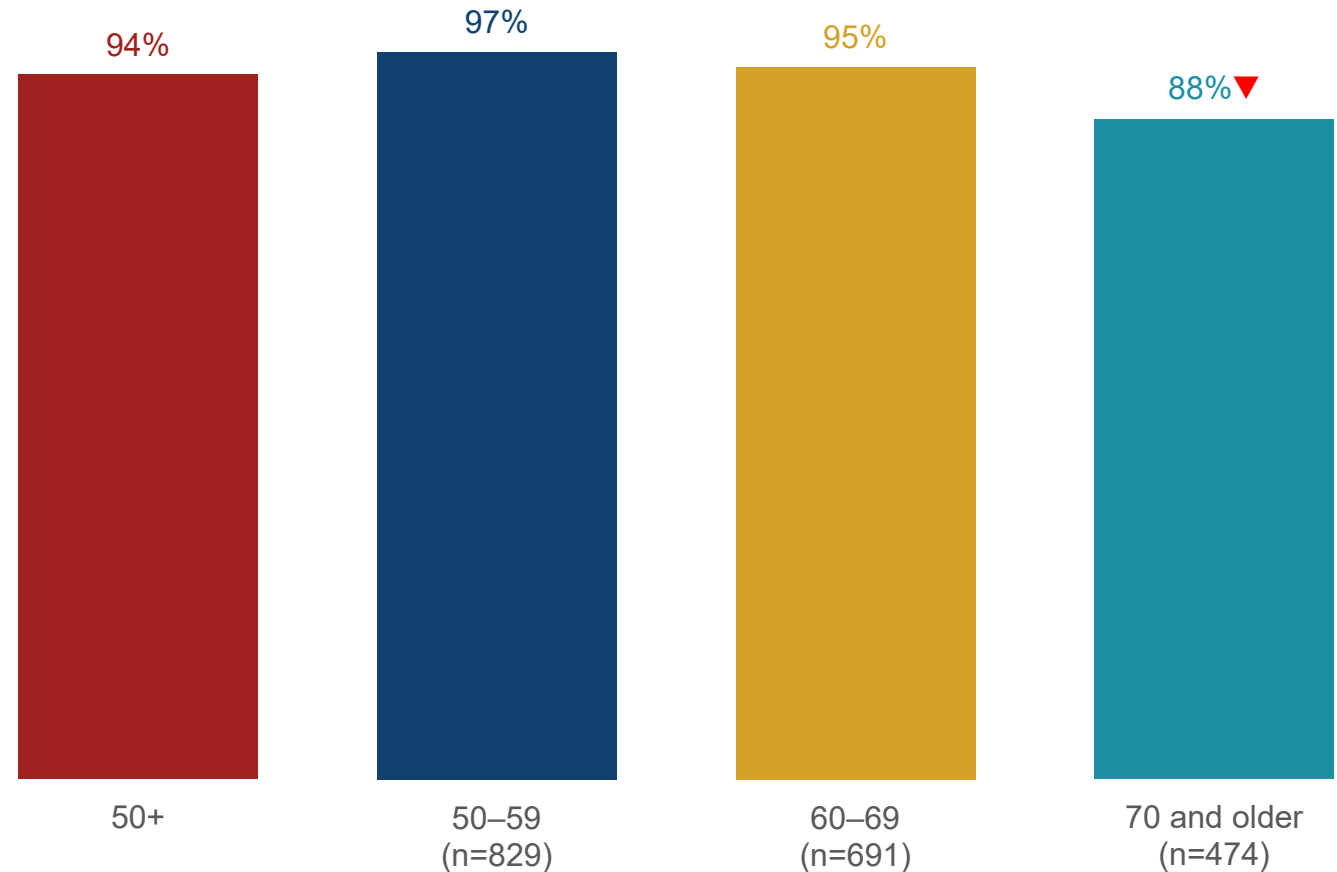
50-88 sample sizes: 2014 = 12,312; 2016 = 11,370; 2017 = 12,747; 2019 = 18,164

# Most smartphone owners use their smartphones daily.

Smartphone owners reporting daily usage

- Nine in ten adults ages 50 and older who own smartphones use their smartphone daily.
- Among adults ages 50 and older who own smartphones, **those ages 50–59 were the most likely to report daily smartphone usage.**

Smartphone daily use rates among owners age 50+



50+, 50-59, 60-69, and 70+ Base: Those who own a smartphone (n=1,994); Q. Tech1a How often do you currently use the following?

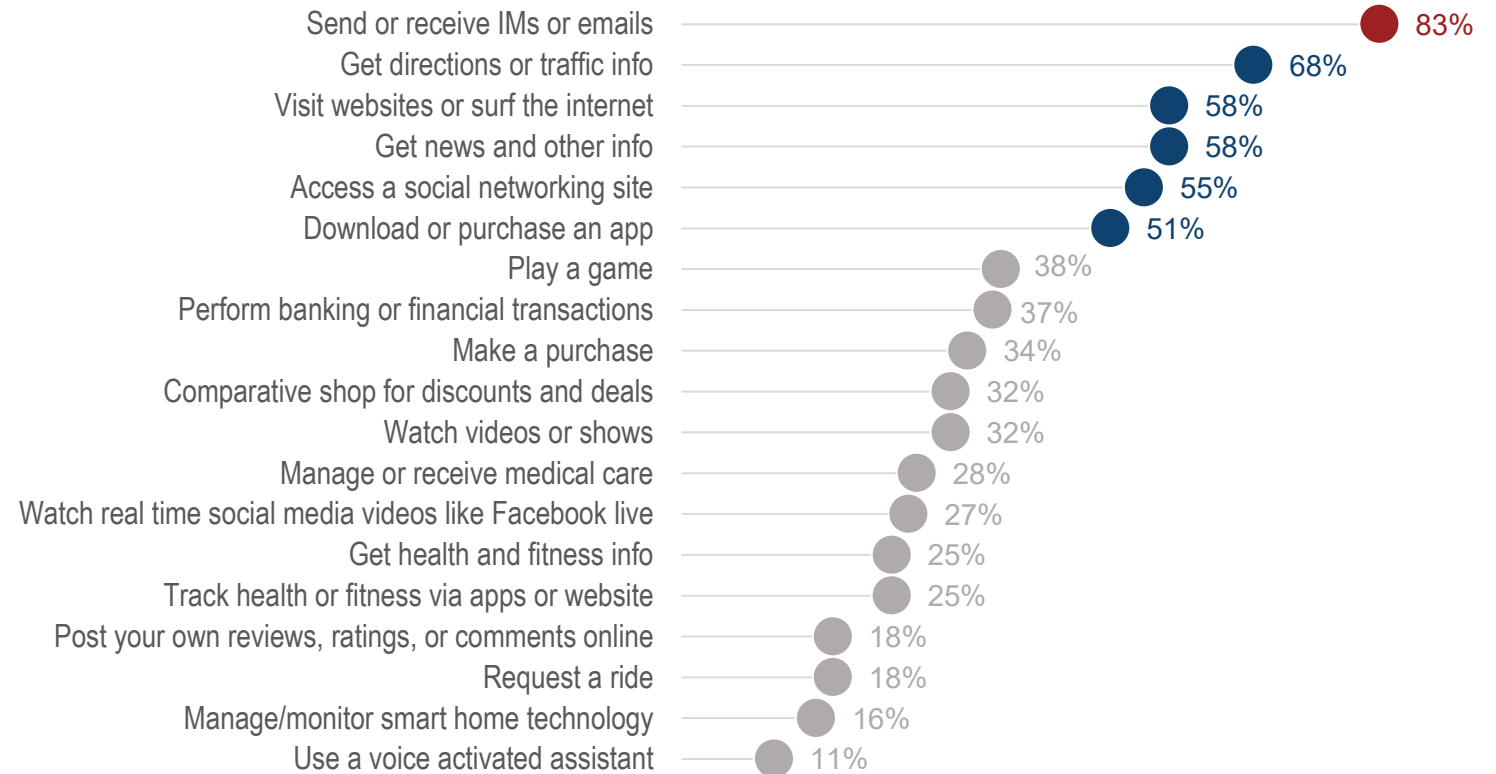
▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level

# Smartphones are most commonly used to gather information on the fly, and to connect socially through text, email, websites or apps.

- **More than half** also said that they use their smartphones to

- Send or receive IM or email
- Get directions or traffic information
- Visit websites or surf the internet
- Get news and other information
- Access a social networking site
- Download or purchase an app

Activities performed on a smartphone in the past three months  
Among those who own a smartphone



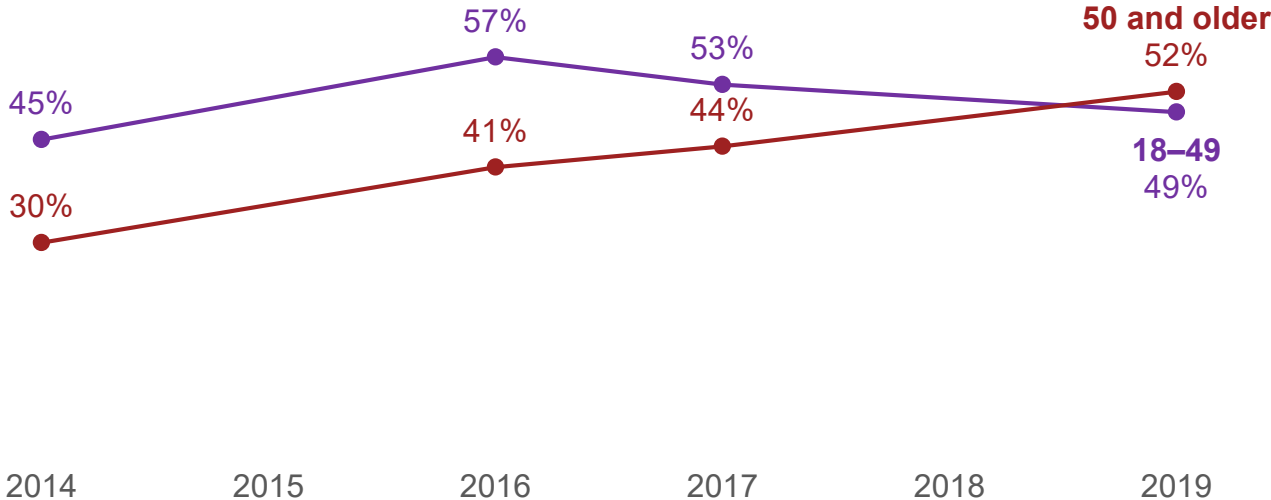
Note: Activities listed are limited to those performed by at least 10%.

Base: Those who own a smartphone (n=2,003)

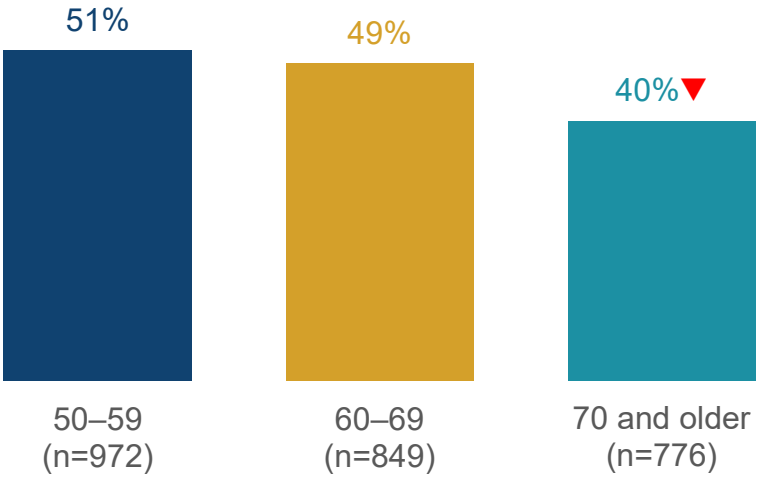
Q.NEWTech2 Have you used your device to do any of the following activities [ADDED 2019:] in the past 3 months?

# Adults ages 50 and older are increasingly adopting tablets, even as adoption among those 18–49 is decreasing.

Tablet adoption rates among adults **18–49** and **50 and older**  
2014 to 2019



Tablet adoption rates in 2019  
Among adults **50–59**, **60–69**, and **70 and older**



Source: Forrester Analytics; Consumer Technographics Online Benchmark Survey of online adults age 18-88 (Part 2)  
 18-49 sample sizes: 2014 = 21,234; 2016 = 18,529; 2017 = 20,723; 2019 = 29,741  
 50-88 sample sizes: 2014 = 12,312; 2016 = 11,370; 2017 = 12,747; 2019 = 18,164

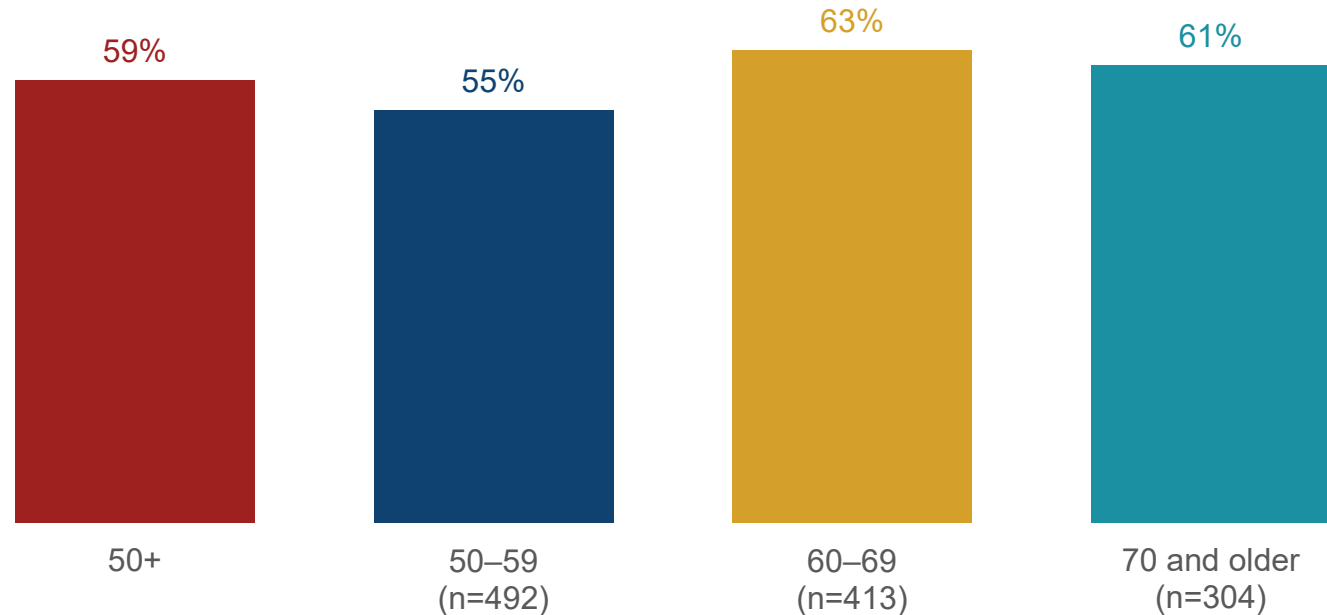
Base: Total Respondents (n=2,597)  
 Q. TECH1 Which of the following items do you have?  
 ▲ Statistically higher than both groups at the 95% confidence level  
 ▼ Statistically lower than both groups at the 95% confidence level

# A slight majority of tablet owners use their tablets daily.

*Tablet owners reporting daily usage*

- Over half of adults ages 50 and older who own tablets use their tablets every day.
- Among older adults who own tablets, **those ages 60–69 were the most likely to report daily tablet usage.**

Tablet daily use rates among owners age 50+



50+, 50-59, 60-69, and 70+ Base: Those who own a tablet (n=1,209); Q. Tech1a How often do you currently use the following?

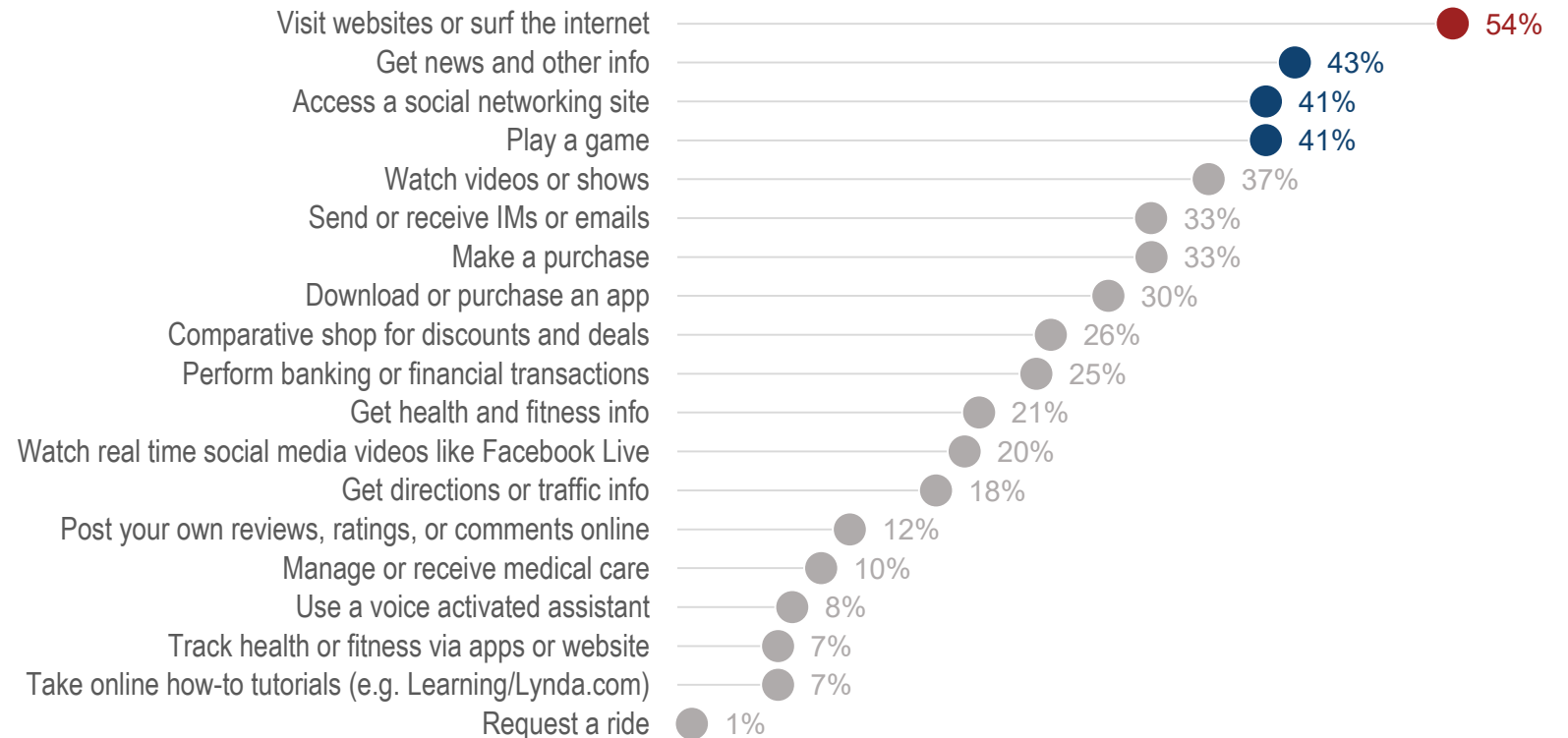


# Tablet owners most commonly use their tablets for portable activities more enjoyable on a large screen such as surfing the internet, playing games and watching videos.

- **More than four in ten** said that they use their tablets to

- Surf the internet
- Get news and other information
- Access social networking websites
- Play games

Activities performed on a tablet in the past three months  
Among those who own a tablet

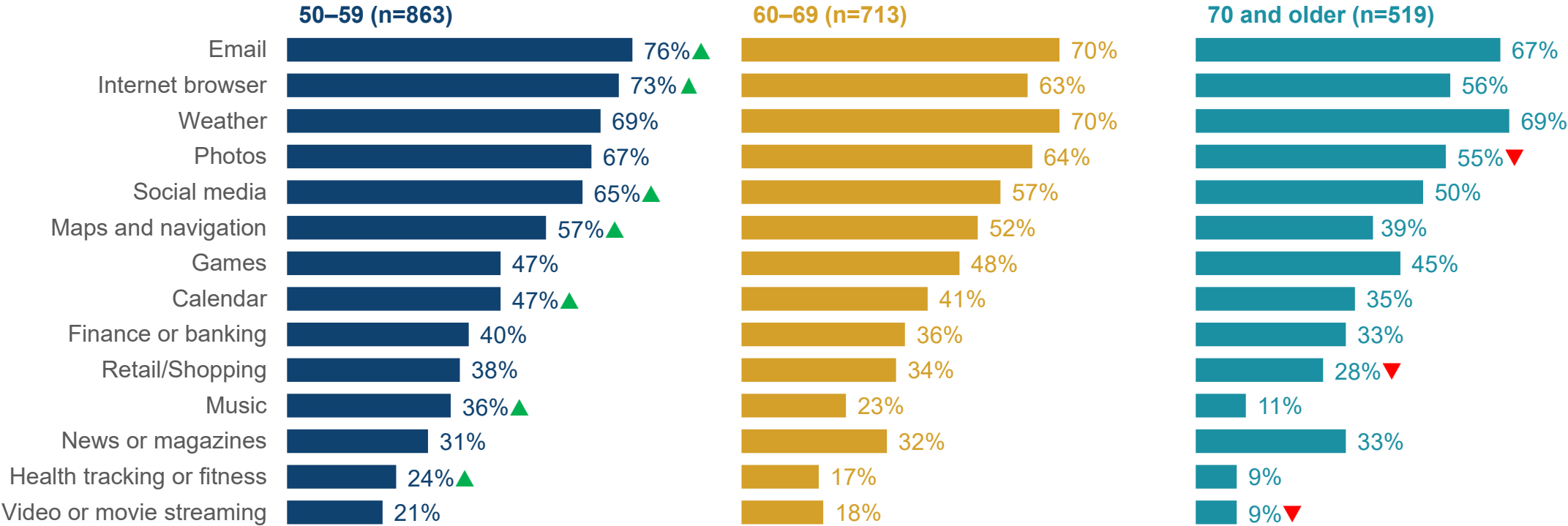


Base: Those who own a tablet (n=1,222)

Q.NEWTech2 Have you used your device to do any of the following activities [ADDED 2019:] in the past 3 months?

# Apps used to connect and share information are the most popular, particularly among those ages 50–59.

Top types of apps used weekly  
*Among those who own a smartphone or tablet*



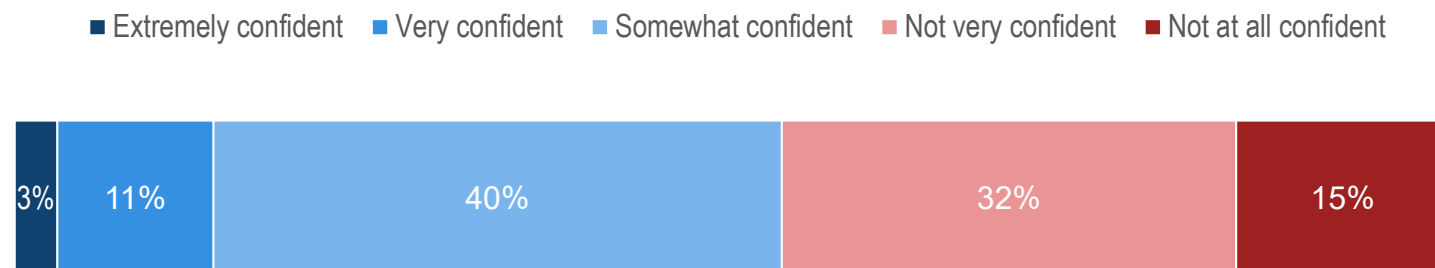
Base: Those who own smartphones or tablets (n=2,095)  
 Q.TECH7. Which of the following apps do you use on your smartphone or tablet at least once a week?

▲ Statistically higher than both groups at the 95% confidence level  
 ▼ Statistically lower than both groups at the 95% confidence level

# When using a wireless device, privacy is a concern for many.

- More say they are “not very confident” or “not at all confident” in online privacy than those who say they are “extremely confident” or “very confident.”

Confidence in online privacy



- The percentage that are at least “very confident” is similar across those ages 50–59, 60–69, and 70 and older.

Percent at least "very confident" in online privacy



Base: Those who own at least one device (n=2,372)

Q.TECH4. How confident are you that the things you do online when you are using a wireless device such as a laptop, Smartphone, or tablet, are private and will not be used or seen by others without your permission?

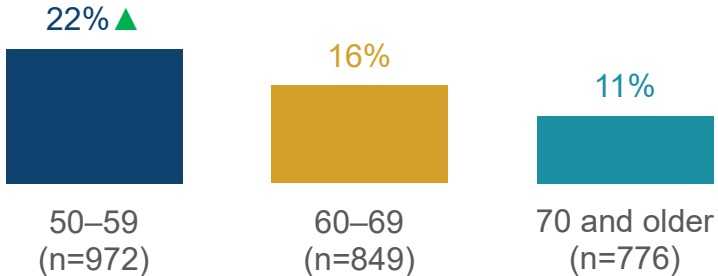
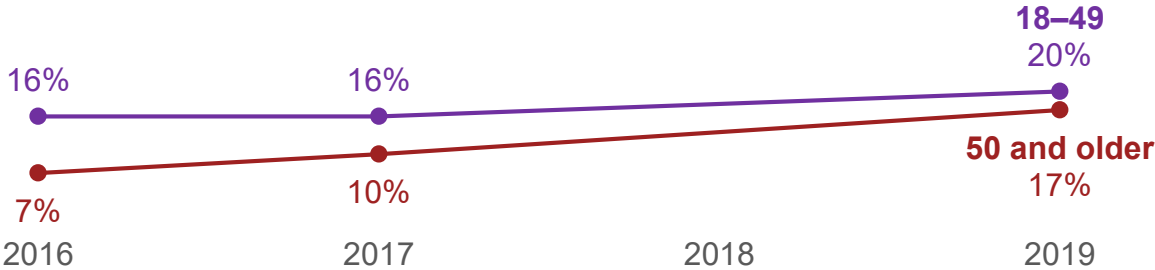


## **WEARABLES AND HEALTH TECH**

# Adults ages 50 and older reached a wearable adoption rate similar to those 18–49. However, among older adults, ownership skews younger.

Wearable adoption rates among adults **18–49** and **50 and older** 2016 to 2019

Wearable adoption rates in 2019  
Among those **50–59**, **60–69**, and **70 and older**



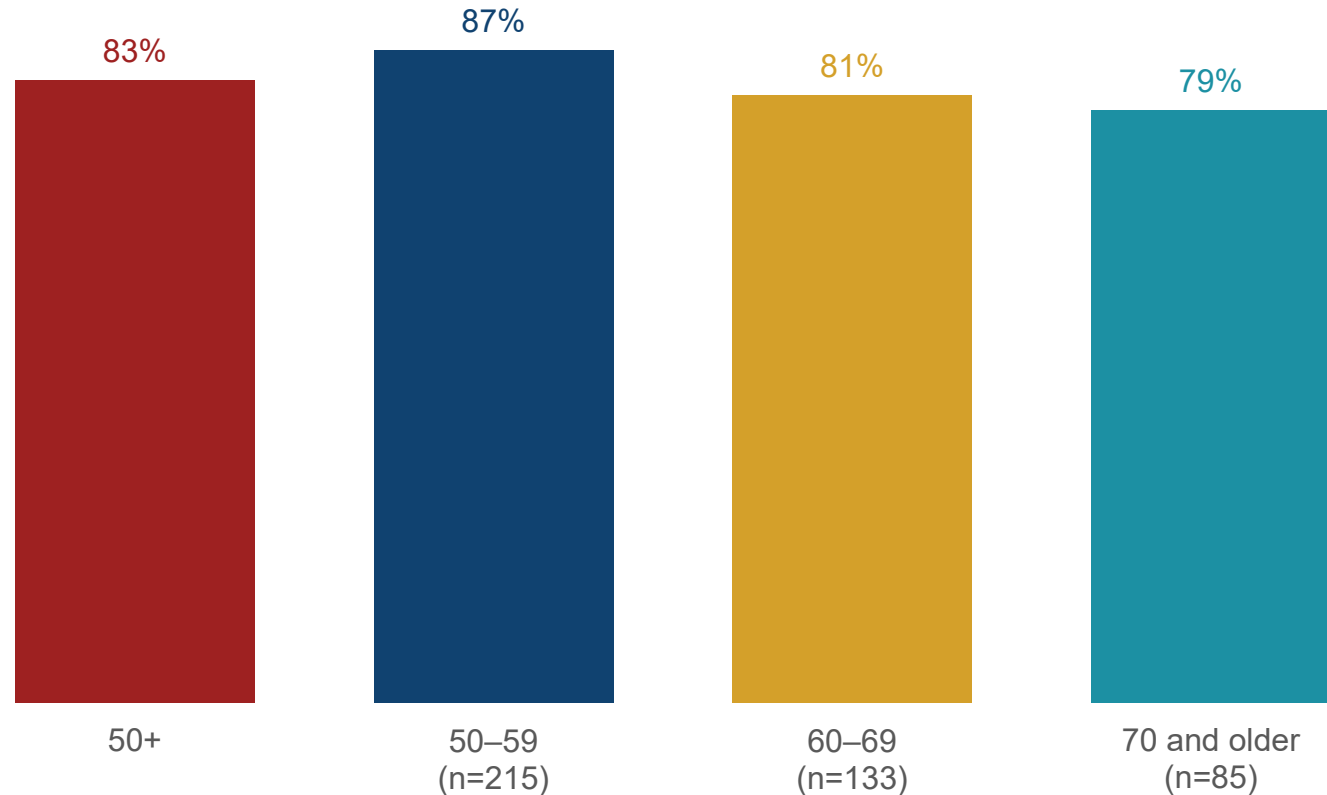
Source: Forrester Analytics; Consumer Technographics Online Benchmark Survey of online adults age 18-88 (Part 2)  
 18-49 sample sizes: 2014 = 21,234; 2016 = 18,529; 2017 = 20,723; 2019 = 29,741  
 50-88 sample sizes: 2014 = 12,312; 2016 = 11,370; 2017 = 12,747; 2019 = 18,164

Base: Total Respondents (n=2,597)  
 Q.TECH1 Which of the following items do you have?  
 ▲ Statistically higher than both groups at the 95% confidence level  
 ▼ Statistically lower than both groups at the 95% confidence level

# Among those who own a wearable, most use them daily.

*Wearable owners reporting daily usage*

- Among adults 50 and older who own wearables, younger adults are more likely to report daily usage. **Nearly 9 in 10 of those 50–59 use their wearables daily**, compared to about 8 in 10 of those 60–69 and 70 and older.

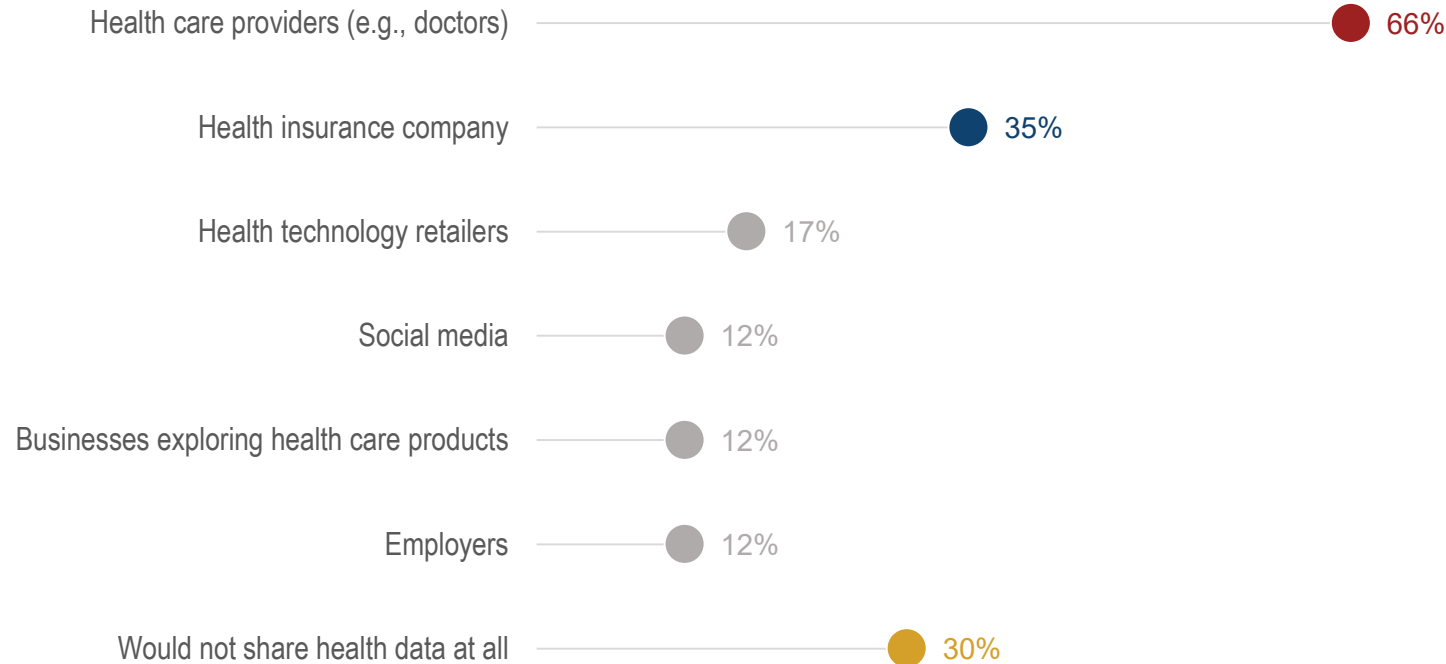


Base: Those who own a wearable device (n=434)  
Q. Tech1a How often do you currently use the following?

# Data privacy is a concern. Those who use a wearable would share health-related data collected with health care providers but not with many others.

- While most would share health data with their health care providers, **just over a third say they would share those data with their health insurance company.**
- **Three in 10 say they would not share health data at all.**

Percentage who would share health data with...  
*Among those who own wearables*



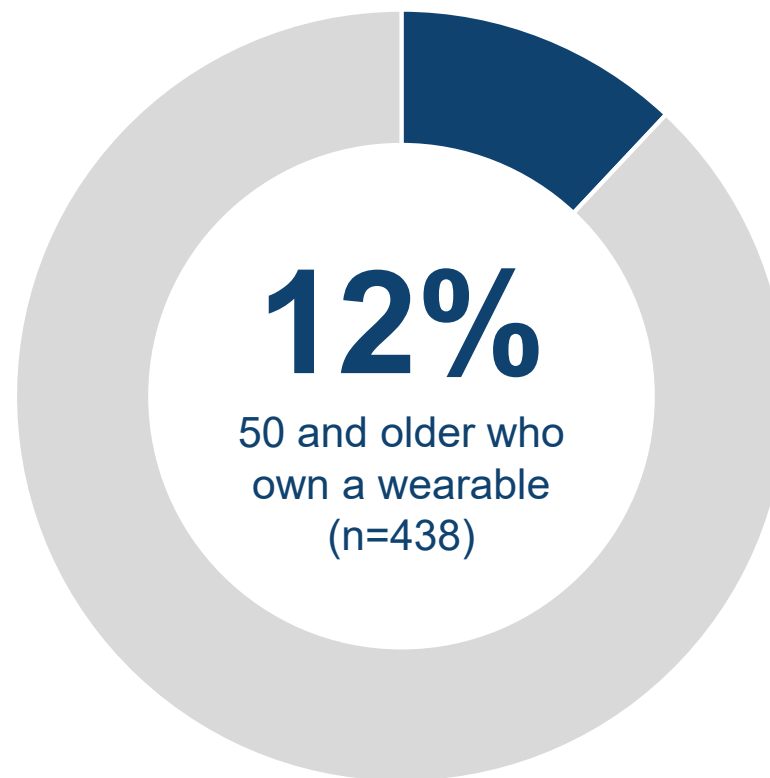
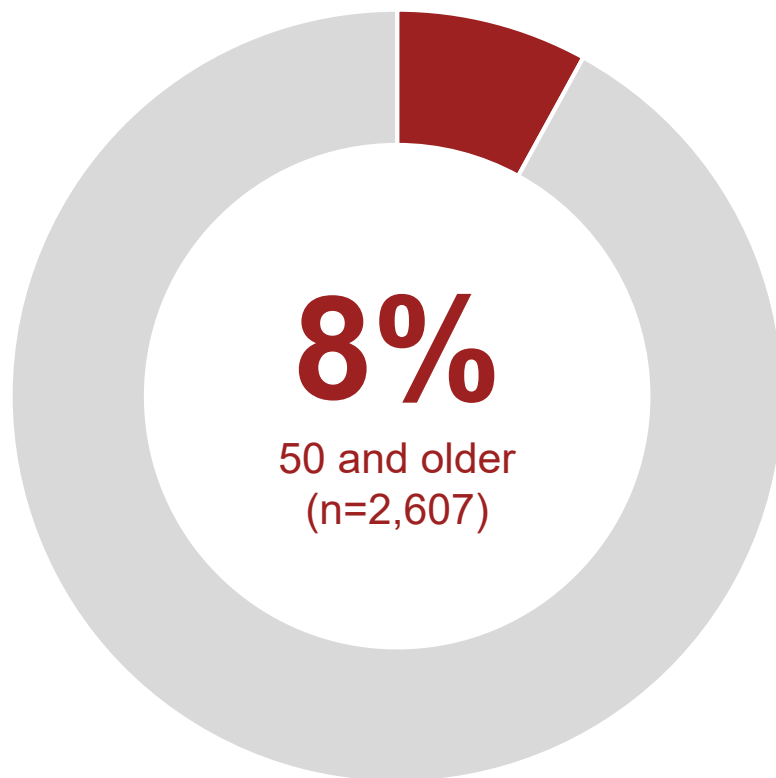
Base: Own Wearable (n=438)

Q. Tech\_Privacy. Would you be willing to share the health information collected through personal health and wellness technology devices. (such as smart scales, Fitbits, health monitors and other tracking devices, etc.) with....

# Few older adults would share health information on social media.

Percentage who would share digitally tracked health information on social media

**Those who own wearables are more willing to share their data**, but even then just 12 percent are willing to do so.

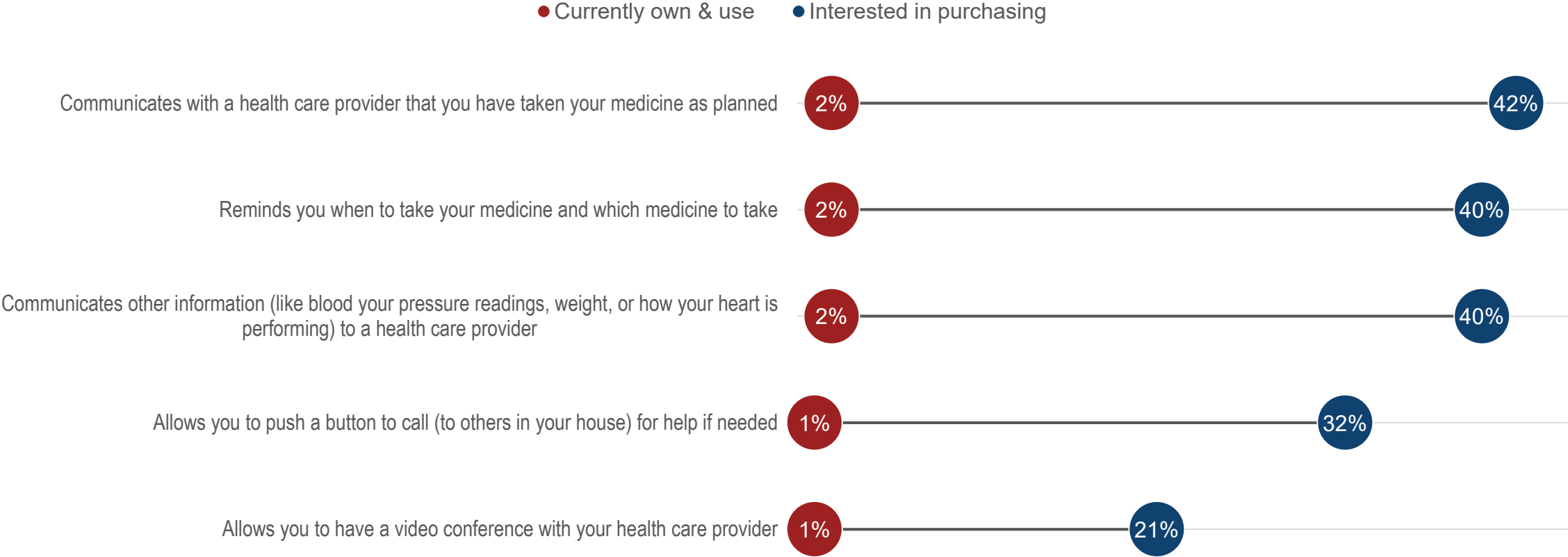


Base: Total Respondents (n= 2,607)

Q. Tech\_Privacy. Would you be willing to share the health information collected through personal health and wellness technology devices. (such as Smart scales, Fitbits, health monitors and other tracking devices, etc.) with... (New Question, 2019)



# Interest in cutting-edge health and wellness technology is higher than ownership rates among older adults.

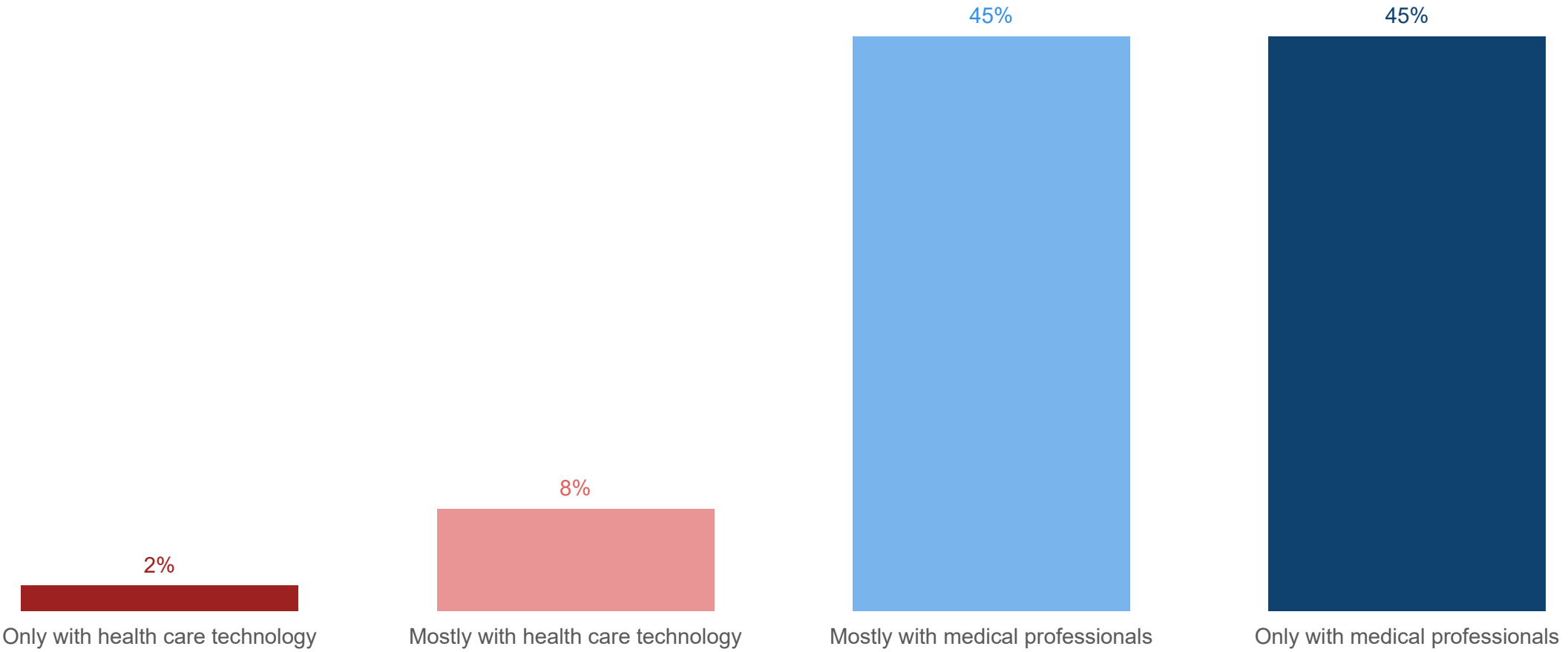


Base: Total Respondents (n=2,607)

Q. NEWTECH22. How interested are you in buying the following types of personal health and wellness technology devices, whether for yourself or a loved one? (New Question, 2019)

# Few older adults prefer to leave health care management primarily to technology.

*Preferences for using technology to manage health care delivery*



Base: Total Respondents (n=2,545)  
Q. NEWTECH27. Which of the following best describes your preference for your future health care needs?

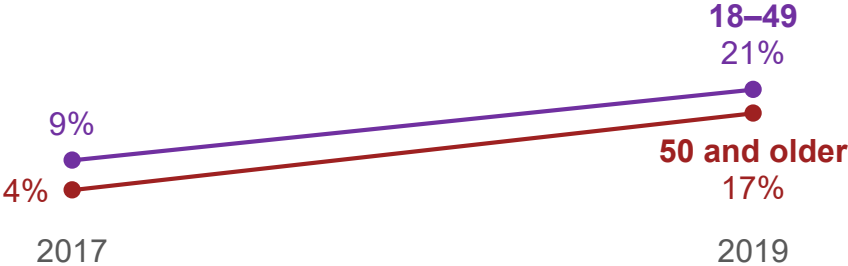


# HOME ASSISTANTS

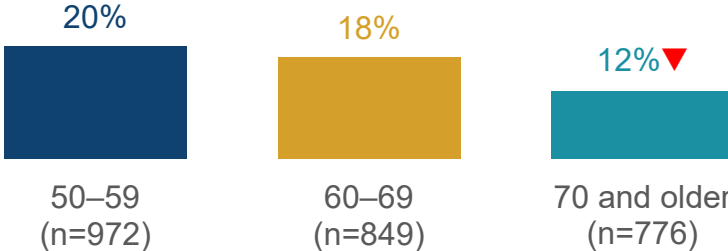
# Adoption rates of home assistants/smart speakers more than doubled in the past two years.

Home assistant adoption rates among adults **18–49** and **50 and older**

2017 and 2019



Home assistant adoption rates in 2019  
Among those **50–59**, **60–69**, and **70 and older**



Source: Forrester Analytics; Consumer Technographics Online Benchmark Survey of online adults age 18-88 (Part 2)  
 18-49 sample sizes: 2014 = 21,234; 2016 = 18,529; 2017 = 20,723; 2019 = 29,741  
 50-88 sample sizes: 2014 = 12,312; 2016 = 11,370; 2017 = 12,747; 2019 = 18,164

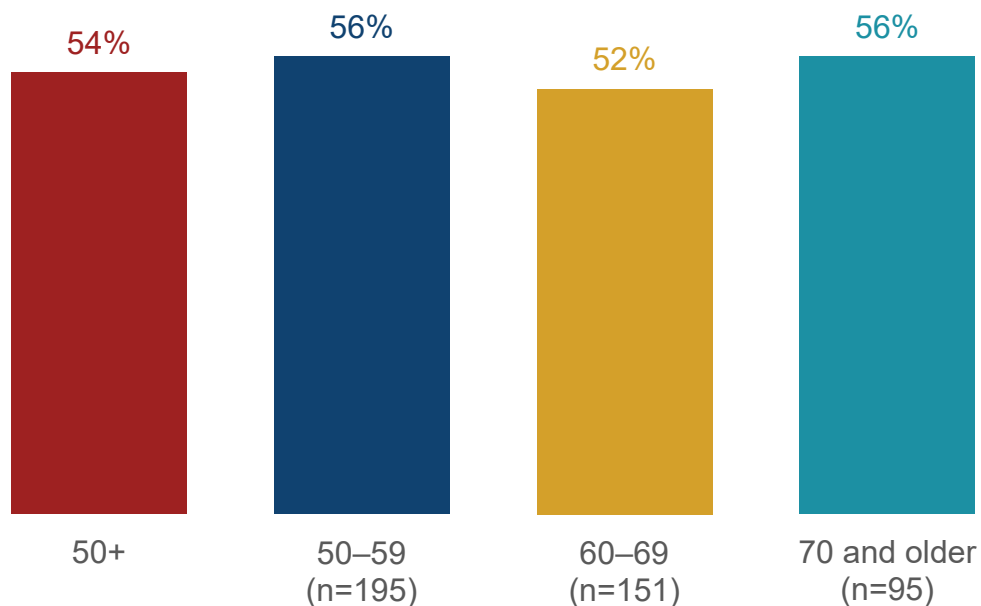
Base: Total Respondents (n=2,597)  
 Q.TECH1 Which of the following items do you have?

▲ Statistically higher than both groups at the 95% confidence level  
 ▼ Statistically lower than both groups at the 95% confidence level

# Over half of home assistant owners use them daily, with about a quarter using them several times a day or more.

Home assistant owners reporting daily usage

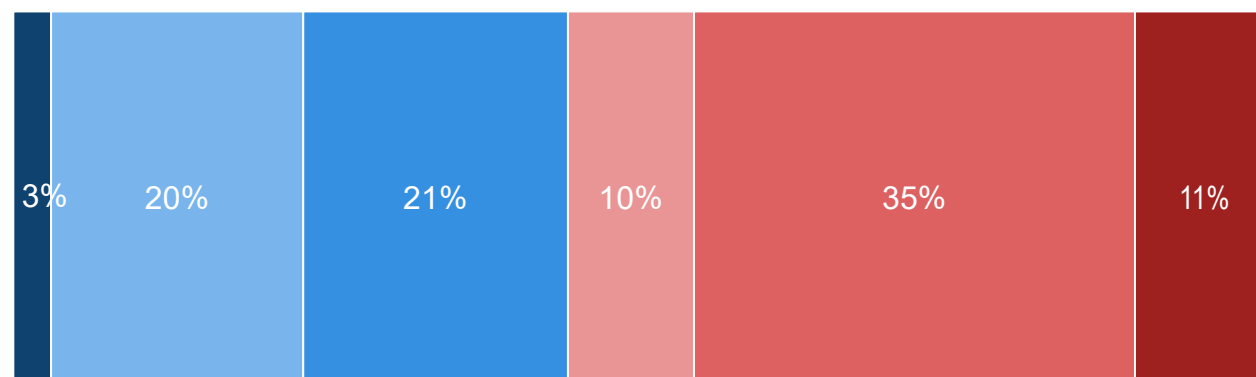
- Among adults ages 50 and older, the percentage of those who use home assistants daily varies little by age.



Base: Currently own a home assistant (n=441)  
Q. Tech1a How often do you currently use the following?

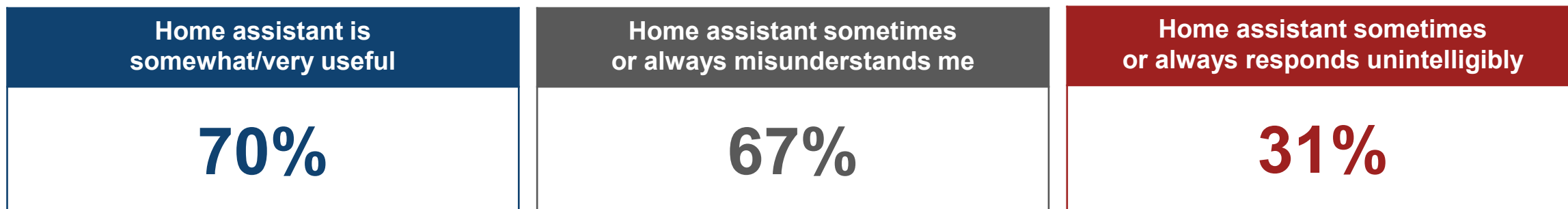
## Frequency of use of home assistants

Hourly Several times a day A couple of times a day Once a day Less than once a day Not at all



Base: Currently own a home assistant (n=442)  
Q. TECH1b\_New. Speaking of newer technology, how frequently do you use your home assistant when you are at home?

Though most find home assistants useful, they do face some challenges.



Base: Currently own a home assistant ( n=442)

Q. TECH1c\_New. How useful (including being relevant and factually correct) do you feel the responses of your home assistant are?

Q. TECH1d\_New. How often does your home assistant misunderstand what you are asking it?

Q. TECH1e\_New. How often does your home assistant respond to your requests with unintelligible responses?

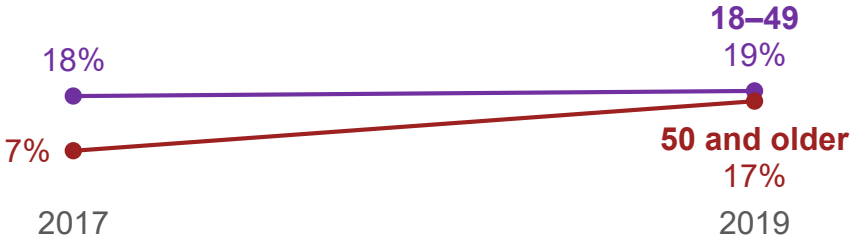


# SMART HOME TECHNOLOGY

# Among older adults, smart home technology adoption rates more than doubled in the past two years.

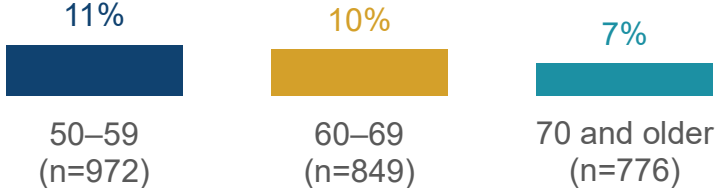
Smart home technology includes items like home monitoring, security, or safety devices (e.g., doorbell cameras), and internet-connected home thermostats and appliances (e.g., smart fridges or smart coffee makers).

Smart home technology adoption rates among adults ages **18–49** and **50 and older** 2017 and 2019



Source: Forrester Analytics; Consumer Technographics Online Benchmark Survey of online adults age 18-88 (Part 2)  
18-49 sample sizes: 2014 = 21,234; 2016 = 18,529; 2017 = 20,723; 2019 = 29,741  
50-88 sample sizes: 2014 = 12,312; 2016 = 11,370; 2017 = 12,747; 2019 = 18,164

Smart home technology adoption rates in 2019 Among those **50–59**, **60–69**, and **70 and older**



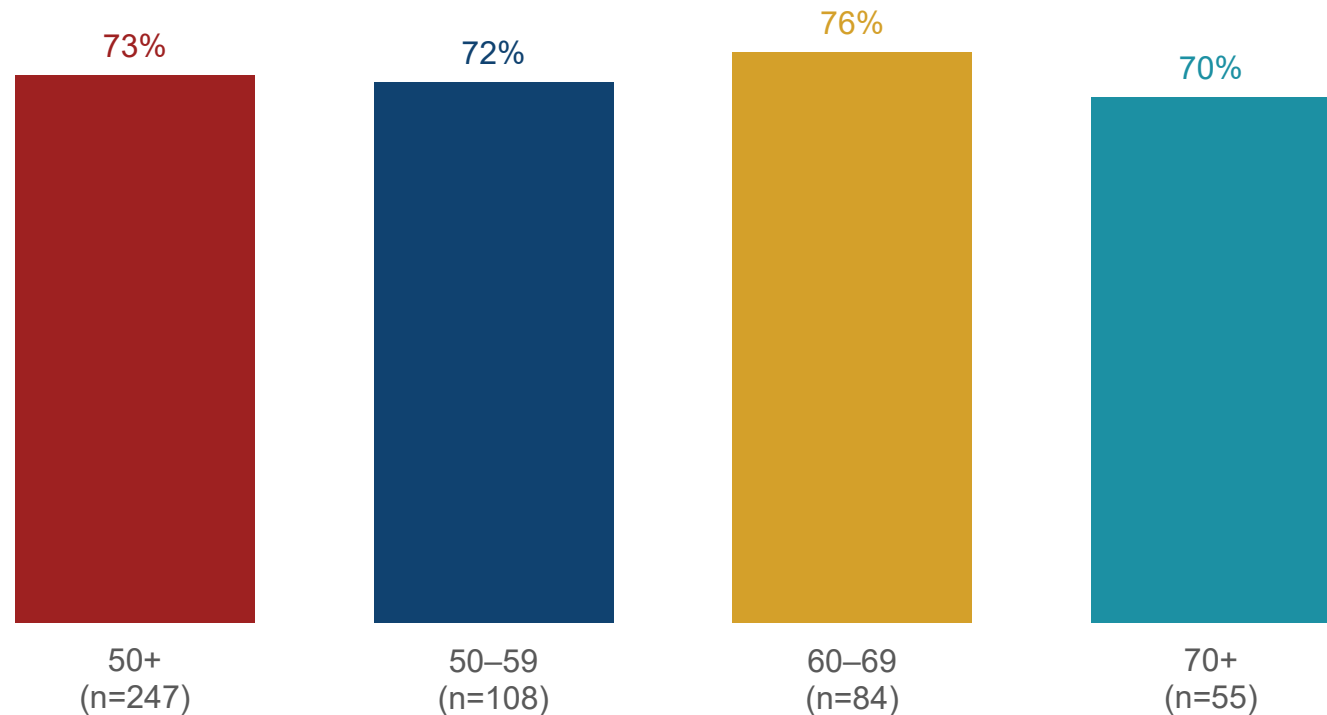
Base: Total Respondents (n=2,607)  
Q.TECH1 Which of the following items do you have?



# Most smart home technology owners report using it daily.

*Smart home technology owners reporting daily usage*

- Among older adults who own smart home technology, usage rates vary by age. **Those ages 60–69 were more likely to report using smart home technology than those 50–59 or 70 and older.**

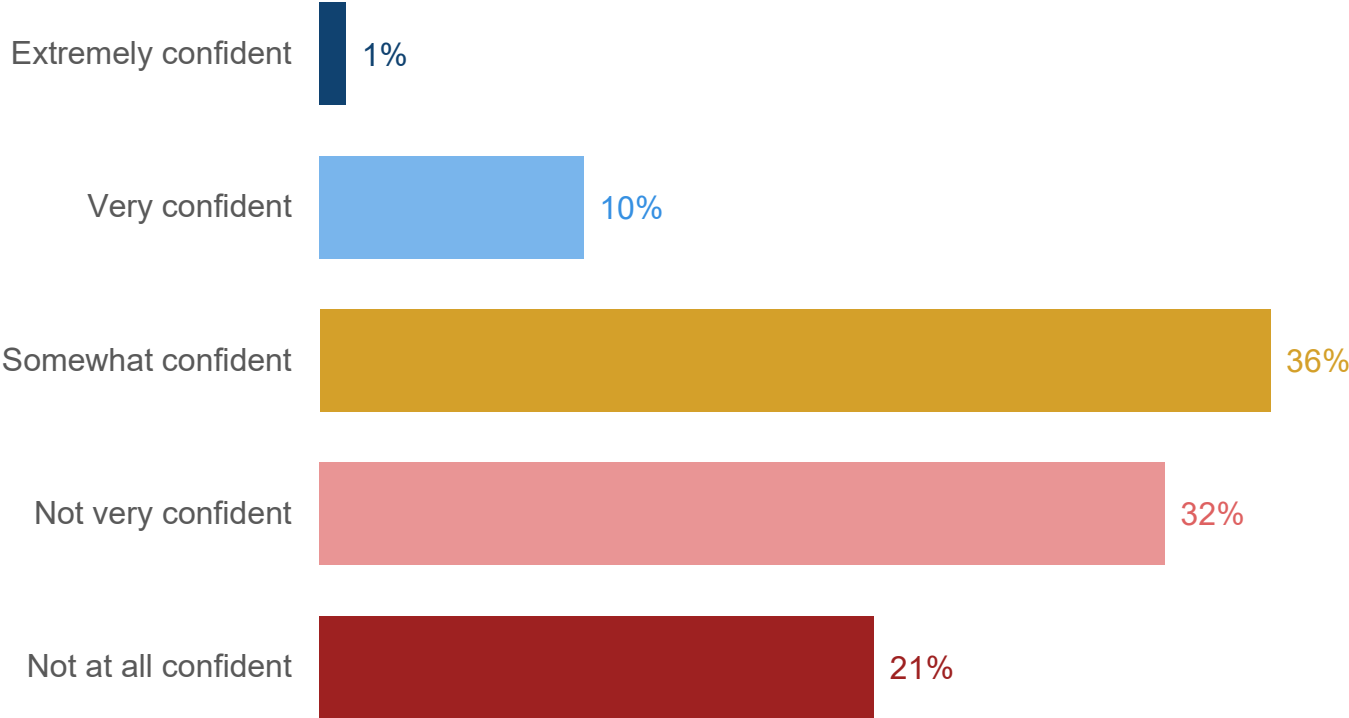


Base: Those who own a smart home technology (n=247)

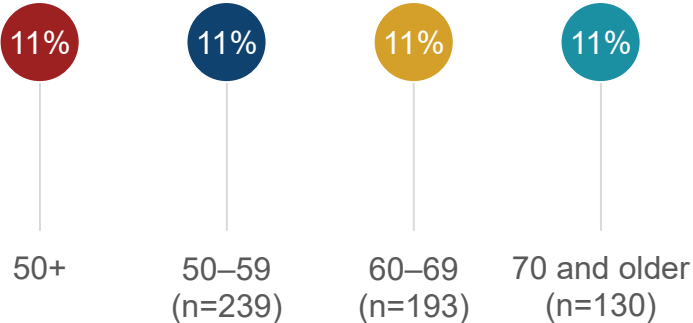
Q. Tech1a How often do you currently use the following?

# Very few are extremely or very confident that interactions with their smart home assistants or home security devices will be kept private.

Confidence in privacy of home assistant interactions



Percent very/extremely confident

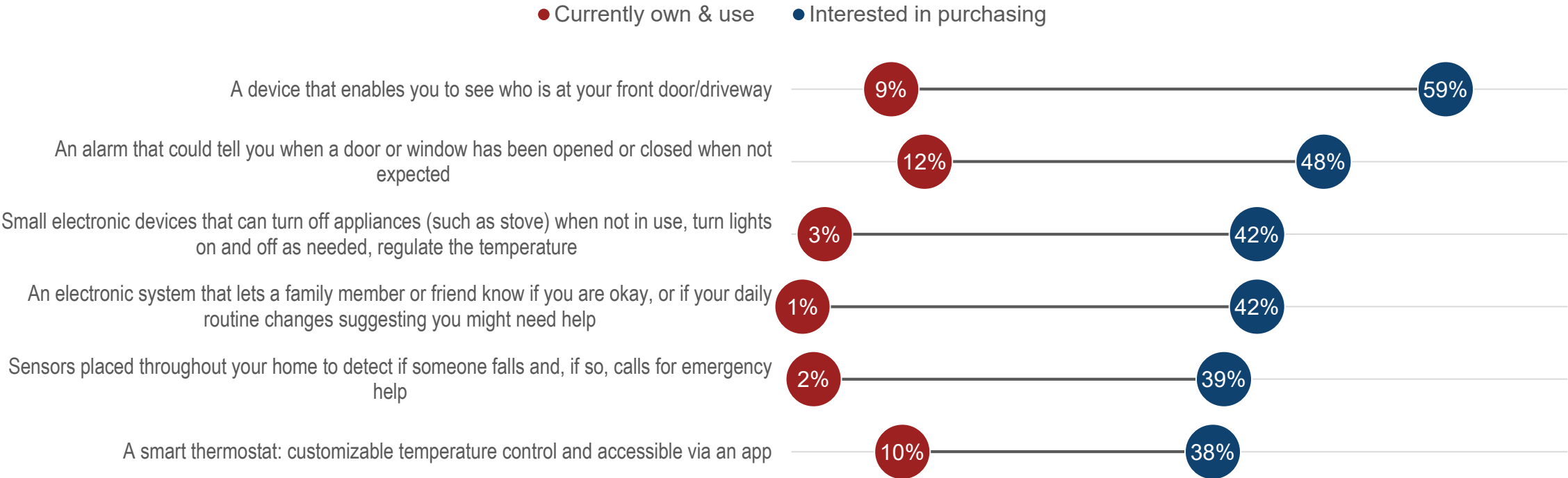


Base: Own home assistant/smart home technology (n=563)

Q. TECH4b. How confident are you that the information given to or received from your home assistant/smart home devices (e.g., Google Home, Nest, Ring, Amazon Echo) are private and will not be used or seen by others without your permission?

# While adults ages 50 and older are interested in buying smart home safety technology, ownership rates among older adults are low.

The mobile health market, including telemedicine, remote devices and mobile phone apps is expected to account for more than \$20 billion in sales annually by 2020.<sup>2</sup> Smart home safety technology and devices that provide convenience, safety, and peace of mind are of interest to older adults.



<sup>2</sup> Source: Oxford Economics. (2013). *The Longevity Economy*. London.

Base: Total Respondents (n=2,563); Q. NEWTECH18: Now we would like to know about your experience with some home safety technology devices. How interested are you in buying the following types of home safety technology devices, whether for yourself or for a loved one?

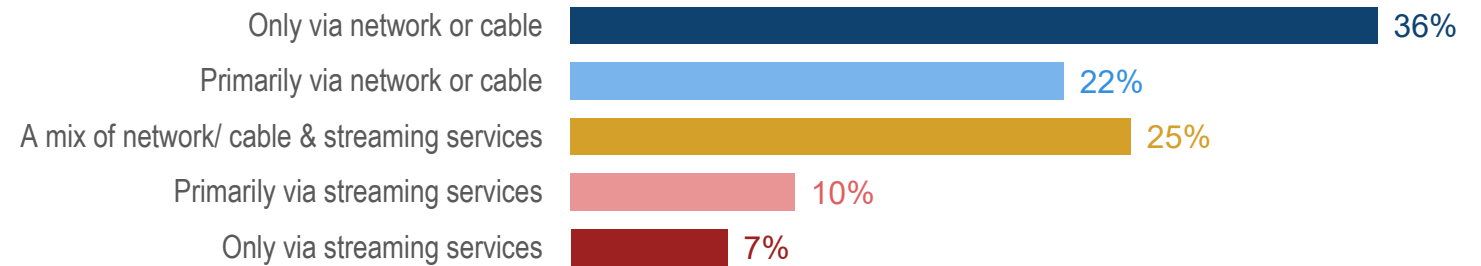


## VIDEO STREAMING

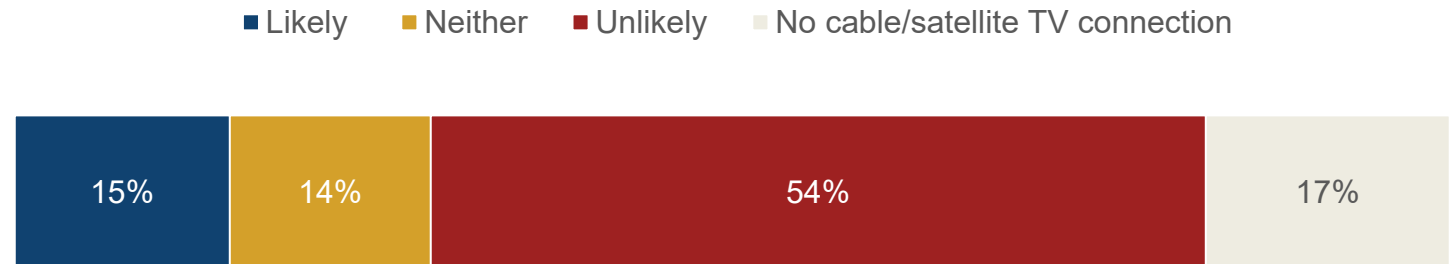
# Most older adults still use traditional network or cable TV and say they are unlikely to cancel cable or satellite TV anytime soon.

- Nearly half (49%) own a Smart TV.
- Nearly 60 percent say they **primarily or only use traditional network and cable TV.**
- More than half (54%) say they are **unlikely to cancel their cable or satellite TV connections in the next 12 months.**

Method of watching shows, series, and videos



Likelihood of canceling cable/satellite TV in the next 12 months



Base: Total Respondents( n=2,607)

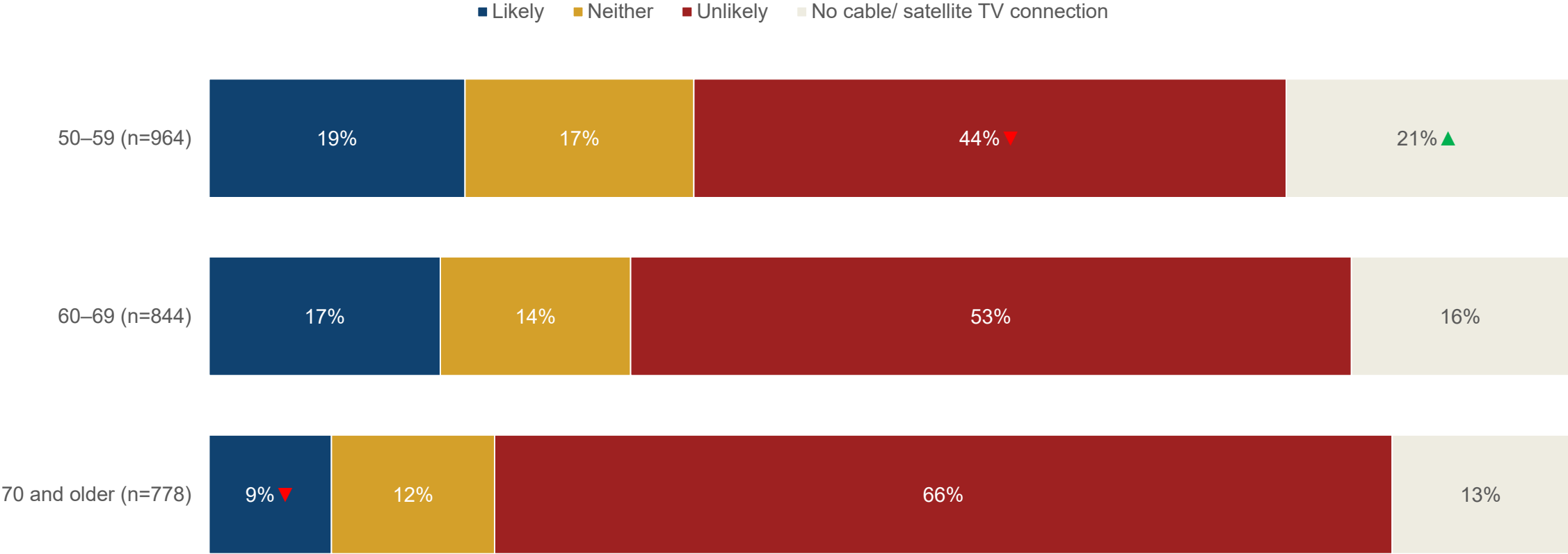
Q. STREAMING1. How do you generally watch shows, series, and/or videos? (New Question, 2019)

Q. STREAMING6. With so many new streaming services available, how likely are you to give up your traditional cable/satellite TV connection in the next 12 months? (New Question, 2019)

Q. NewTech12. Do you currently own a smart TV?

# Adults age 50-59 are more likely to say they might cut the cord in the near future compared to older age groups.

Likelihood of canceling cable/satellite TV in the next 12 months



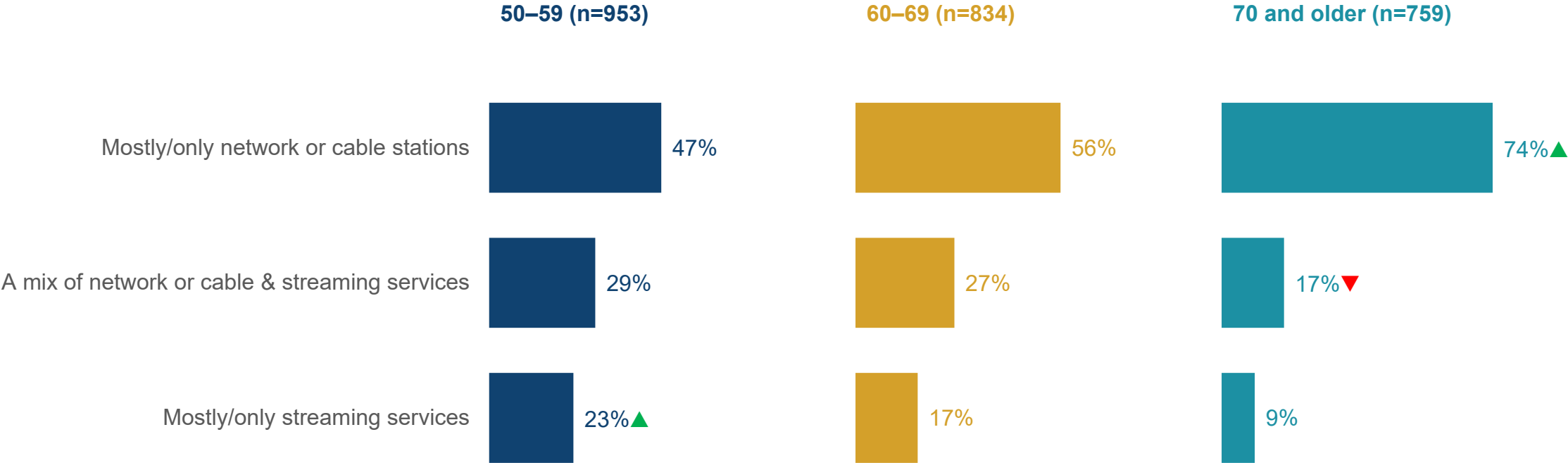
Base: Total Respondents 2,586

Q. STREAMING6. With so many new streaming services available, how likely are you to give up your traditional cable/satellite TV connection in the next 12 months? (New Question, 2019)

▲ Statistically higher than both groups at the 95% confidence level  
 ▼ Statistically lower than both groups at the 95% confidence level

# Among older adults, those ages 50–59 and 60–69 are more likely to primarily use streaming services to watch something than those 70 and older.

Primary method for watching shows, series, and videos



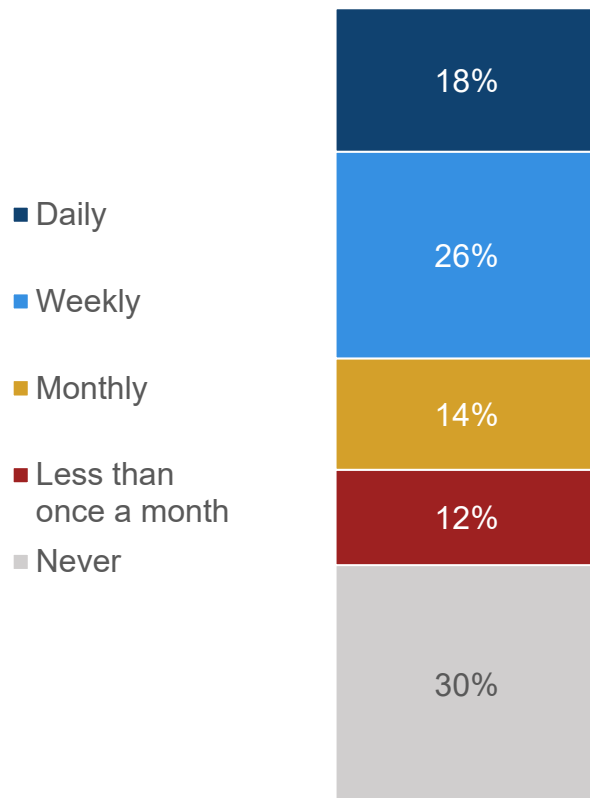
Base: Total Respondents (n=2,547)  
 Q. STREAMING1. How do you generally watch shows, series, and/or videos? (New Question, 2019)

▲ Statistically higher than both groups at the 95% confidence level  
 ▼ Statistically lower than both groups at the 95% confidence level

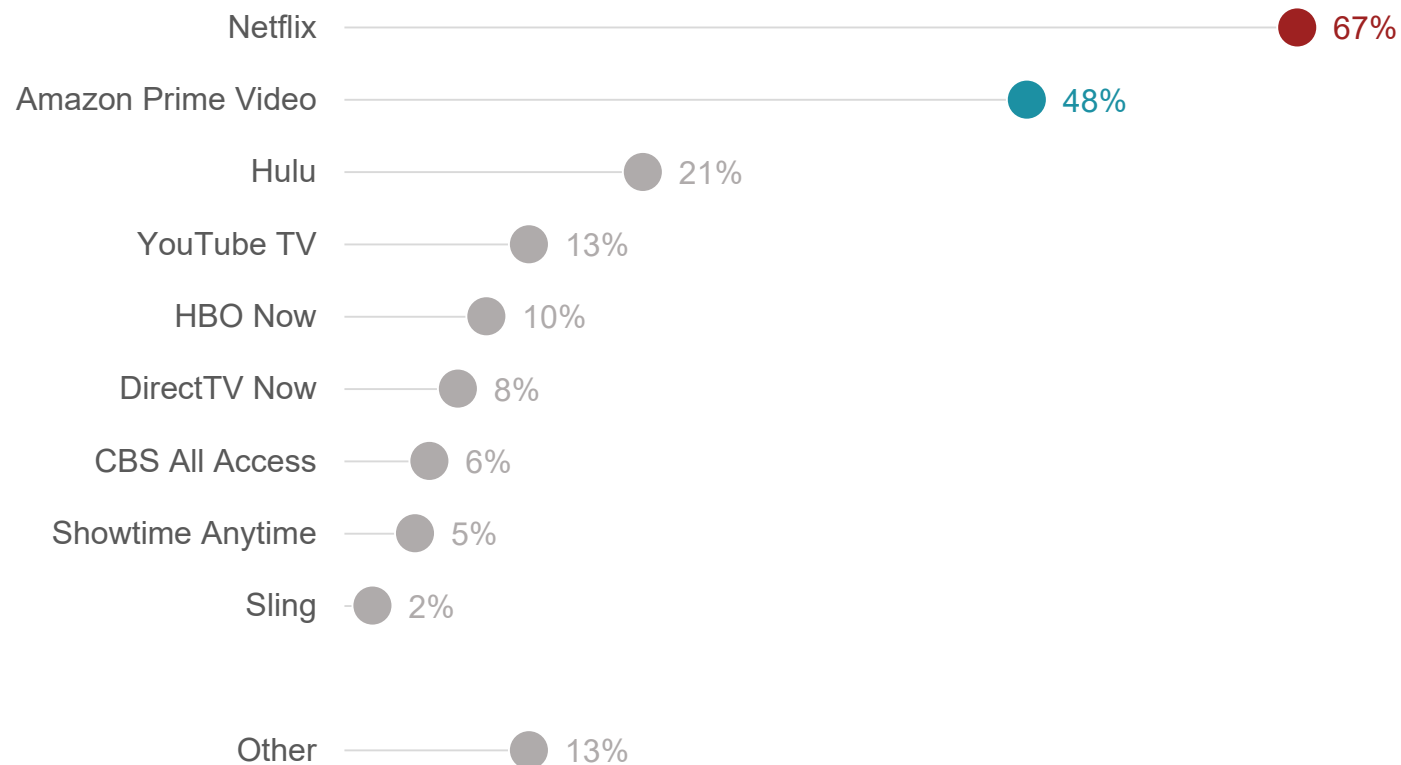
# Nearly half of adults ages 50 and older stream video content weekly or daily.

Among those who use streaming services, **Netflix** and **Amazon Prime Video** are the most popular.

Frequency of streaming  
Among the 50 and older



Streaming services used  
Among 50 and older streamers



Base: Total Respondents (n=2,592)

Q. STREAMING3. How often do you watch streamed shows, series, or videos? (New Question, 2019)

Base: Ever Stream (n=1,660)

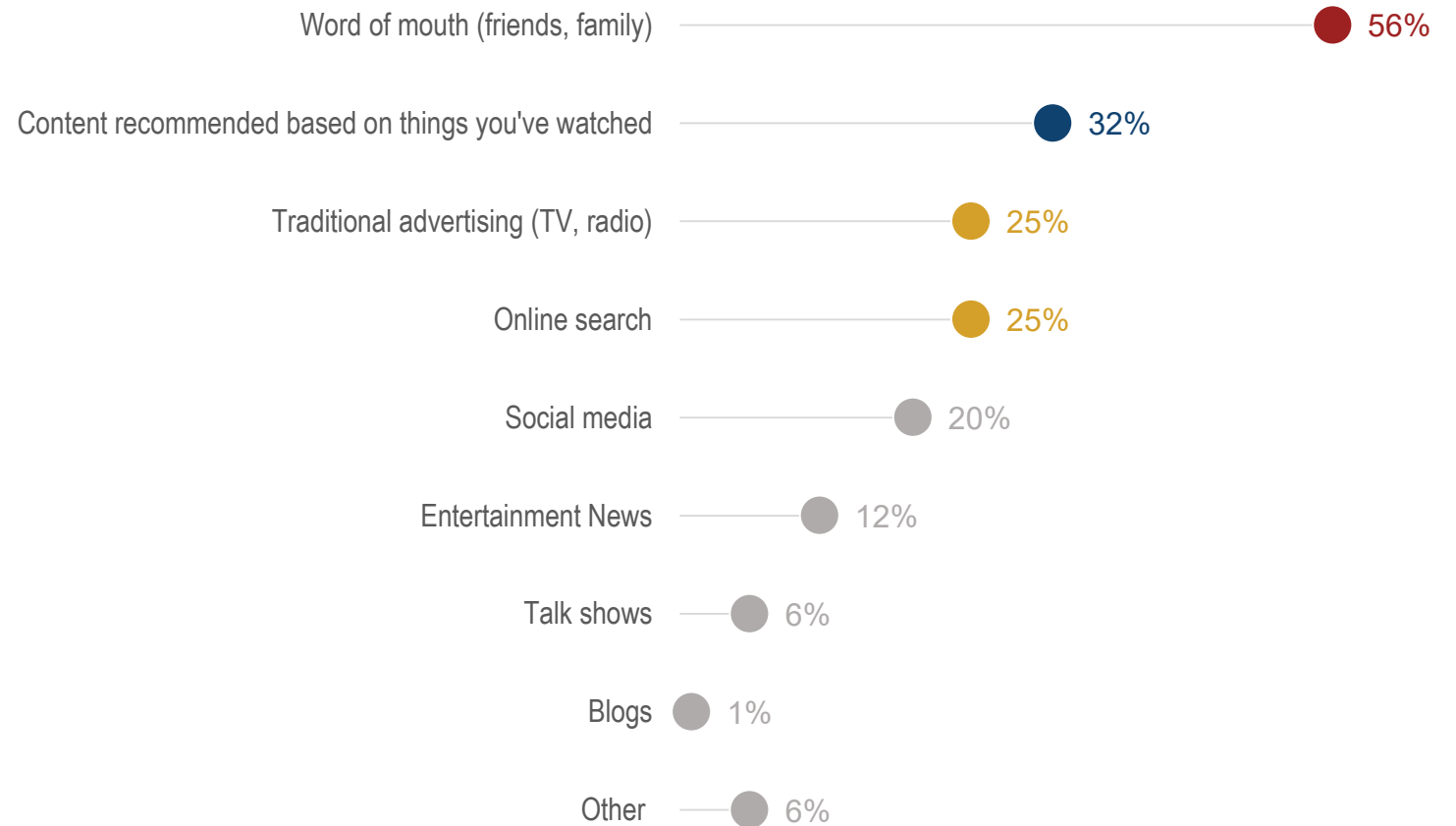
Q. STREAMING4. Which of the following streaming services do you currently subscribe to? (New Question, 2019)



# Most streamers hear about streaming content via word of mouth.

Sources for learning about streaming content

- About a third of streamers hear about streaming content from **recommendations made based on things they have watched.**
- A quarter of streamers hear about streaming content from **traditional advertising on TV or radio and online searches.**



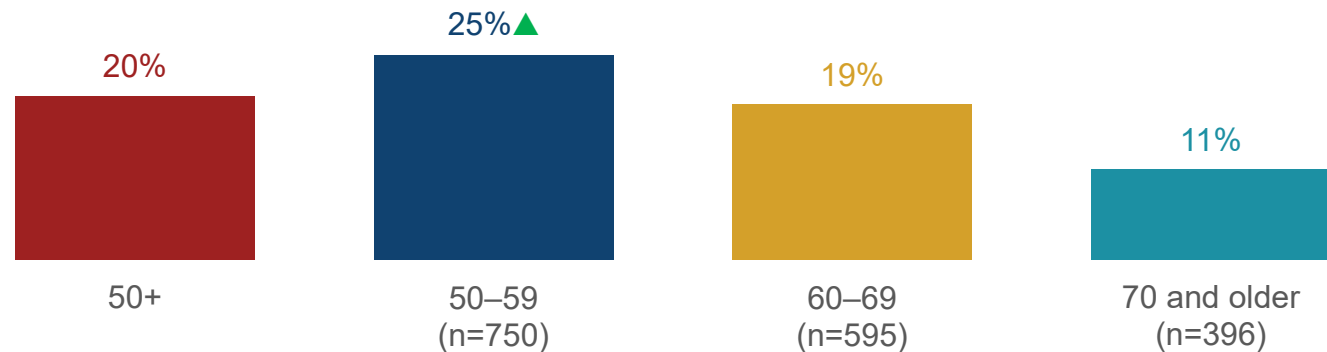
Base: Ever Stream (n=1,740)

Q. STREAMING5. Where do you typically hear about streaming content of interest to you? (New Question, 2019)

# One in five older adults hear about streaming content through social media.

Percentage who hear of streaming content via social media

- Among adults ages 50 and older, those ages 50–59 and 60–69 are more likely to hear about streaming content via social media.
- **A quarter of adults ages 50–59 hear about streaming content through social media.**



Base: Ever Stream (n=1,740)

Q. STREAMING5. Where do you typically hear about streaming content of interest to you? (New Question, 2019)

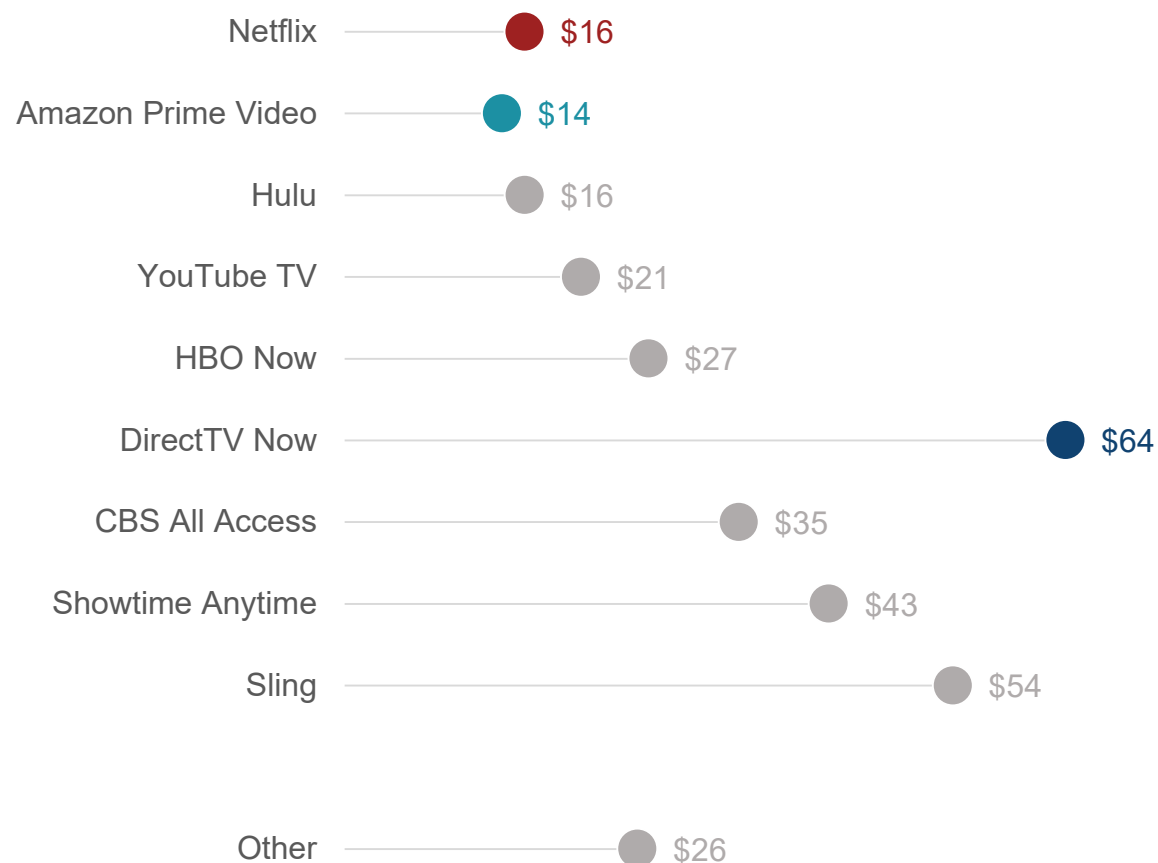
▲ Statistically higher than both groups at the 95% confidence level

▼ Statistically lower than both groups at the 95% confidence level

# Monthly spend on streaming services varies widely.

Average monthly spend on streaming services, by service

- On the most popular services — **Netflix** and **Amazon Prime Video** — streamers ages 50 and older spend about \$15 per month, on average.
- More expensive services include **DirectTV NOW** at an average of \$64 per month, and Sling at \$54 per month, on average.



Base: Size varies based on streaming subscription.

Q. STREAMING4B\_11. And approximately, how much are you spending per month for each streaming service you subscribe to? Please round to the nearest whole dollar. (New Question, 2019)

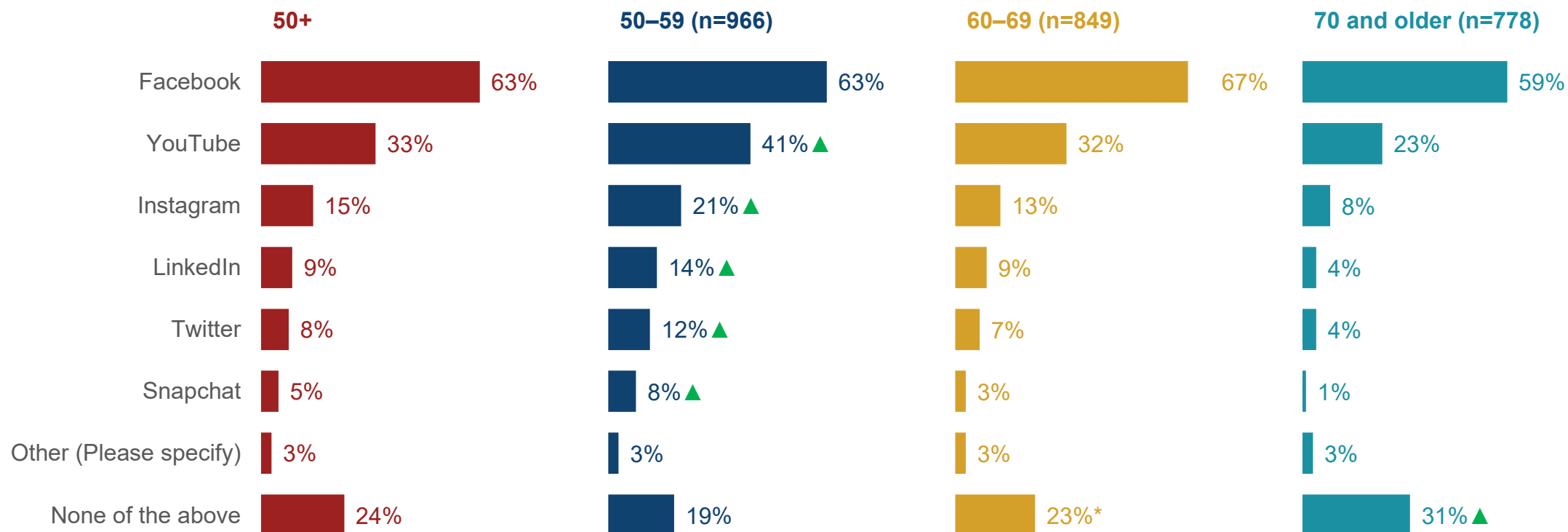


# SOCIAL MEDIA

# Most adults ages 50 and older use social media on a regular basis, primarily Facebook.

Three in four adults (76%) ages 50 and older use at least one social media platform.

Percentage of adults 50 and older who use social media sites



Base: Total Respondents (n=2,594)

Q99. What social media sites do you use on a regular basis?

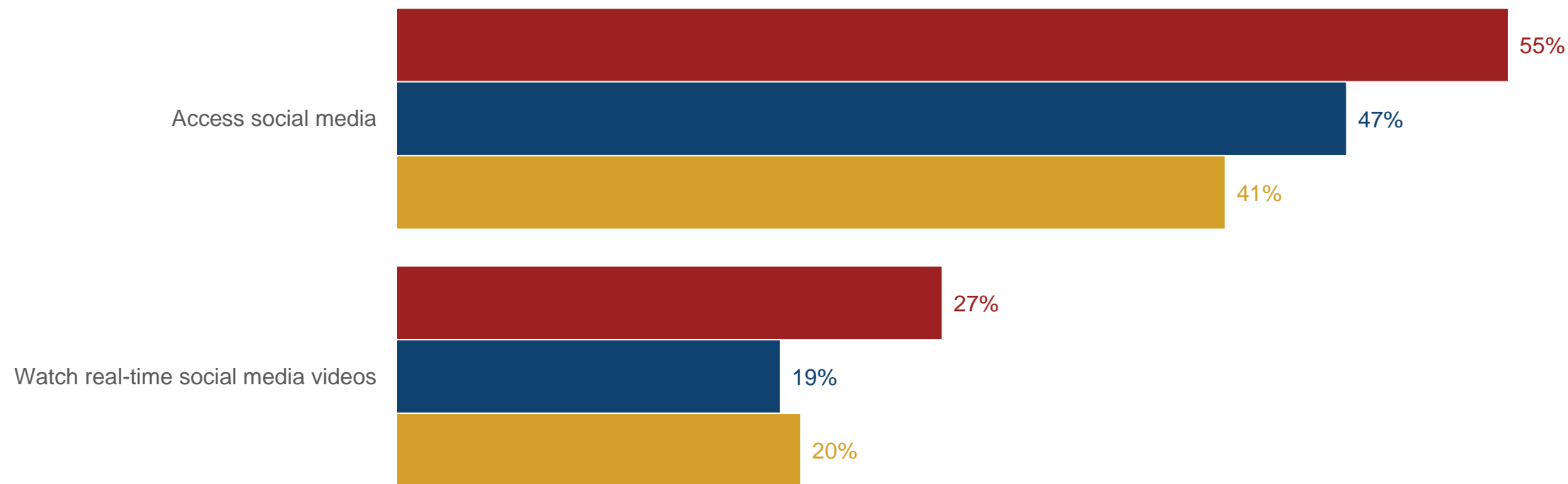
▲ Statistically higher than both groups at the 95% confidence level

▼ Statistically lower than both groups at the 95% confidence level

# More older adults access social media on smartphones rather than computers (desktop or laptop) or tablets.

Percentage of device owners who use the device to...

Among owners of **smartphones** (n=2,003), **computers** (n= 2,345), and **tablets** (n=1,222)



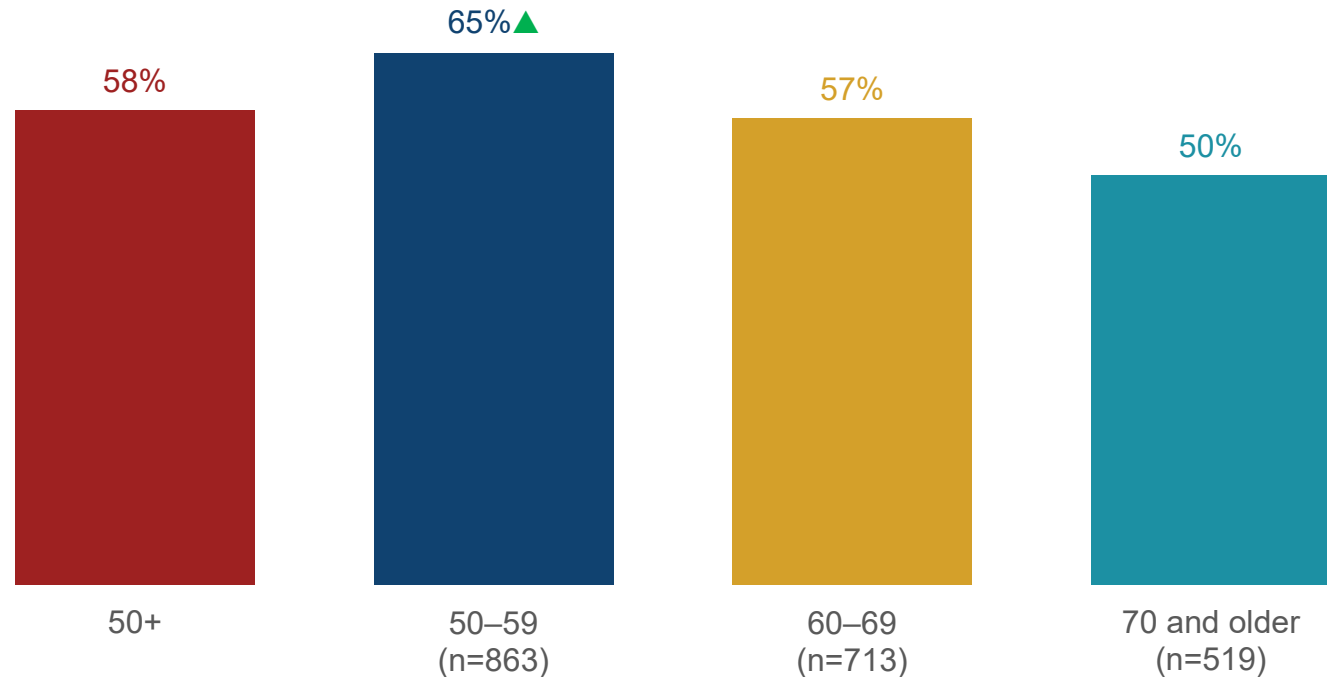
Base: Those who own a smartphone (n=2,003); those who own a desktop or laptop (n=2,345); those who own a tablet (n=1,222)

Q.NEWTech2 Have you used your device to do any of the following activities [added in 2019:] in the past 3 months?

# More than half of all mobile and tablet owners use social media apps weekly.

Percentage of smartphone and tablet owners who use social media apps at least once a week

- Among adults ages 50 and older, those ages 50–59 and 60–69 are more likely to use social media apps weekly.
- **Nearly two-thirds of those ages 50-59 use social media apps weekly.**



Base: Those who own smartphones or tablets (n=2,095)

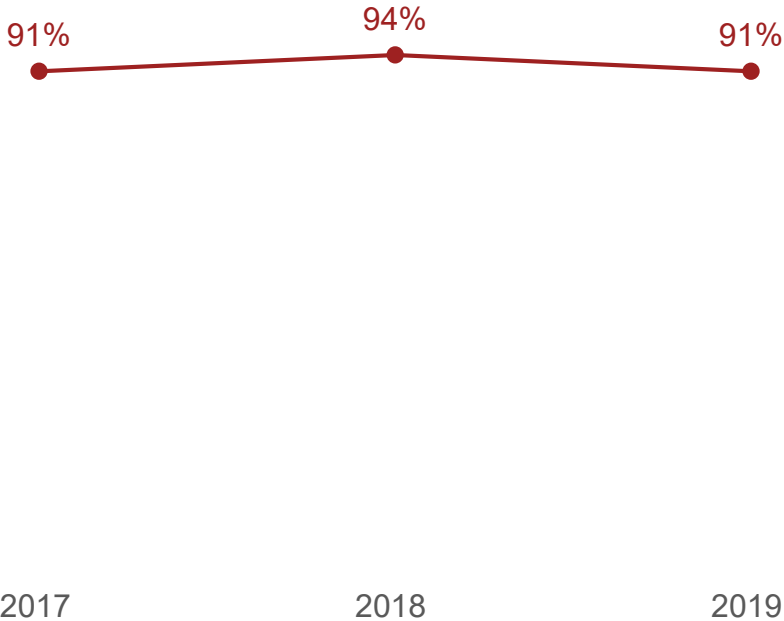
Q.TECH7. Which of the following apps do you use on your smartphone or tablet at least once a week?

▲ Statistically higher than both groups at the 95% confidence level

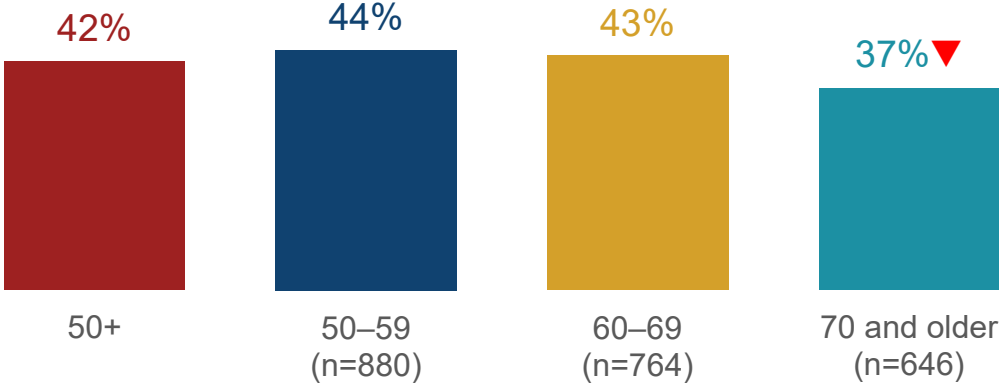
▼ Statistically lower than both groups at the 95% confidence level

# Most older adults use technology to stay connected with friends and family, but less than half use social media daily for that purpose.

50 and older who use technology to stay connected  
2017 to 2019



Percent using social media daily to connect in 2019  
Among those 50+, 50-59, 60-69, and 70 and older



Base: Those who own a desktop, laptop, tablet or smartphone (n=2,584)  
 Q. NEWQ1 Do you use technology like cell phones, computers, and the Internet to stay connected and in touch with family and friends?  
 Base: Those who use technology to stay connected (n=2,290)  
 Q. NEWQ2 How often do you use each of the following to communicate with and stay connected to friends and family?

▲ Statistically higher than both groups at the 95% confidence level  
 ▼ Statistically lower than both groups at the 95% confidence level

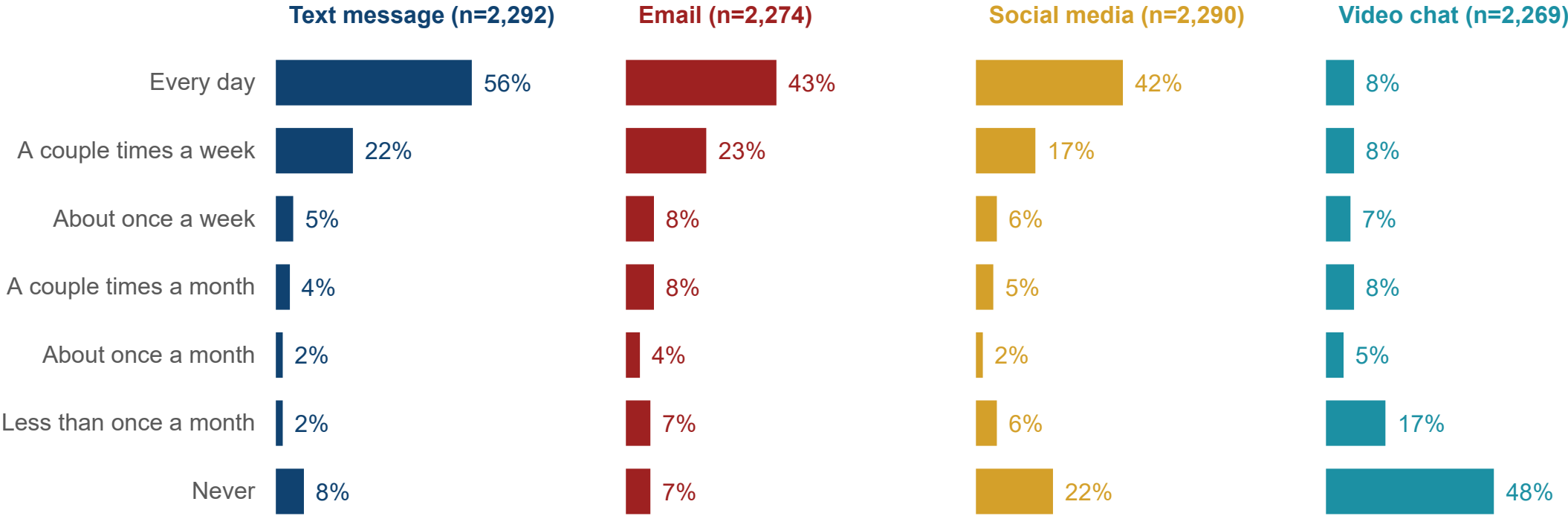




# APPENDIX

# Older adults use a variety of technologies to stay connected to loved ones.

Percent using methods to communicate and stay connected with friends and family  
*Among those who use technology to stay connected*



Base: Those who use technology to stay connected  
 Q. NEWQ2 How often do you use each of the following to communicate with and stay connected to friends and family?

# Respondent profile

	50+	50-59	60-69	70-79
<b>Base:</b>	<b>2,607</b>	<b>975</b>	<b>851</b>	<b>781</b>
<b>Gender</b>				
Female	53%	51%	53%	56%
Male	47%	49%	47%	44%
<b>Education</b>				
Less than high school	12%	12%	10%	12%
High school	32%	28%	32%	36%
Some college	26%	26%	29%	23%
Bachelors degree or higher	31%	34%	30%	29%
<b>Race/Ethnicity</b>				
White, non-Hispanic	72%	67%	72%	78%
Black, non-Hispanic	11%	12%	12%	8%
Other, non-Hispanic	6%	7%	5%	5%
Hispanic	11%	13%	10%	9%
<b>Income</b>				
Less than \$25K	18%	15%	19%	21%
\$25K - \$49.9K	21%	18%	20%	26%
\$50K - \$74.9K	16%	14%	16%	17%
\$75K+	45%	53%	45%	35%



## Methodology: Quantitative survey, n=2,607

- **Objective:** Repeat survey exploring technology use and attitudes among adults ages 50 and older around device ownership, common activities performed online, social networking, mobile usage, privacy and trust, and connecting with friends and family.
- **NEW IN 2019:** Home assistants deep-dive, privacy, streaming, health & wellness tech.
- **Methodology:** Online survey using Ipsos, with sample targeting panelists ages 50 or older
- **Qualifications:** Ages 50 or older
- **Sample:** Ipsos, n=2,607
- **Interviewing Dates:** June 25–July 9, 2019
- **Language of Interview:** English and Spanish
- **Weighting:** The data are weighted according to demographics for U.S. adults ages 50 and older to represent the ages 50+ population by gender, race/ethnicity, census division, education, household income, and language proficiency. Weighted base sizes are used in the report.
- **Confidence Interval:** Total sample:  $\pm 2.08\%$
- **Questionnaire length:** The survey was approximately 15 minutes in length online

## About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit [www.aarp.org](http://www.aarp.org) or follow @AARP and @AARPadvocates on social media.

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Interloq provides innovative market research solutions to help brands, marketers and business leaders collect and harness the power of data to drive fast insights and decisions about their business. Nimble and efficient, we do things quickly without the drag of sizeable unneeded bureaucracy. Our primary consultants have been conducting market research for over two decades while always remaining on the pulse of modern technology to inform our research methods. Interloq is proud to be a woman-owned business based in Dallas, Texas. To learn more, visit [www.Interloq.com](http://www.Interloq.com).



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