Insight Driven Health

Seniors use digital channels and expect very specific things across these channels

WEARABLES
Among the 65+ population, wearables adoption has grown by 264%, more than 5 times faster than the general population.

TABLET
35% of 65+ seniors use a tablet, up more than 55% in 2015 among those who are also internet users.

SOCIAL MEDIA
47% of seniors who use the internet also use social media in 2015.

DIGITAL VIDEO
The population of 65+ Digital Video viewers grew by 35% in 2015, more than 7 times faster than the general population.

SMARTPHONE
By 2020, 67% of 65+ seniors who use the internet will also have a smartphone (est.).

WEB
63% of 65+ seniors use the internet, compared to 30% of the general population.

MOBILE PHONE
Seniors at parity in mobile phone adoption (80%) with the general population and may eclipse it as early as 2016.

Source: Accenture Analysis