

# MYTH:

## DUE TO THEIR AGE, THE MAJORITY OF SENIORS WILL STRUGGLE OR REJECT TECH.

**FACT:** Pew Research shows a **5 fold adoption rate** amongst older people. Their research from 2016 shows **69% of those 50+ are on social media**. With the growing adoption rate, we can infer after 2020 this number is closer to **80%**.

**FACT:** Digital interfaces are designed for digital natives and those with ability even though census data shows **34%** of the population is over 50 and **26%** of the total population have a disability. Nielson Norman group outlined more than **80 areas that need improvement** on most websites.

**FACT:** NetChange's technology survey from 2018 shows **only 11% of nonprofits view their approach to digital spaces as highly effective**. NCOA's 2020 surveys found that **69% of older people want an increase in socialization efforts** yet **only 44% of senior centers** offer remote and virtual programs.

## SOLUTION: INVEST IN A DIGITAL COMMUNITY

The facts show us our aging clients are using technology and interested in engaging in digital spaces *designed just for them*. The facts also show that aging services in particular are not investing in these solutions.

**LET US HELP.**

