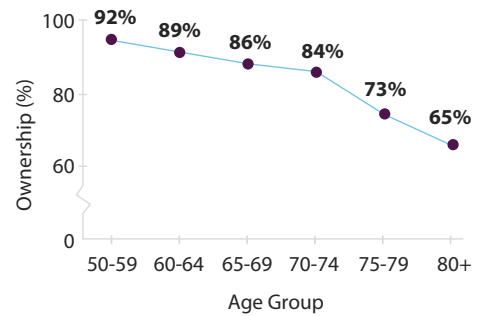


Connected Generations: Smartphone Trends Among Older Canadians

Insights from the 2024 NIA Ageing in Canada Survey



How Smartphone Ownership Varies by Age

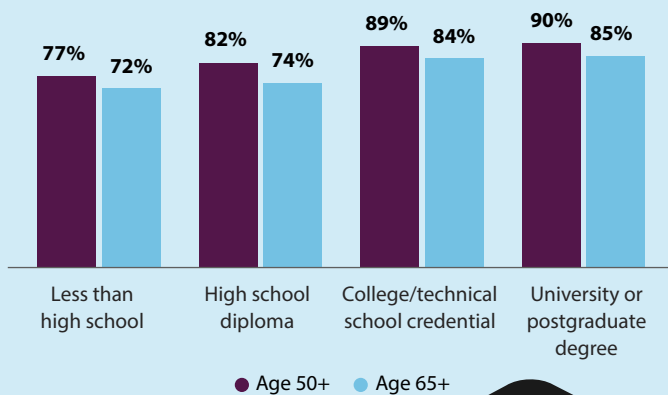


Most Canadians in their 50s and early 60s own smartphones, but ownership drops to 65% among those aged 80+



More schooling, more scrolling: smartphone use increases with level of education

Smartphone Ownership by Education Level



Smartphone use highest among racialized older Canadians

87%

Non-white adults 65+ own a smartphone

78%

White adults 65+ own a smartphone

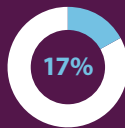


Cell Phone Ownership Trends: Men Hold a Small Edge

Men 50+



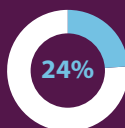
Women 50+



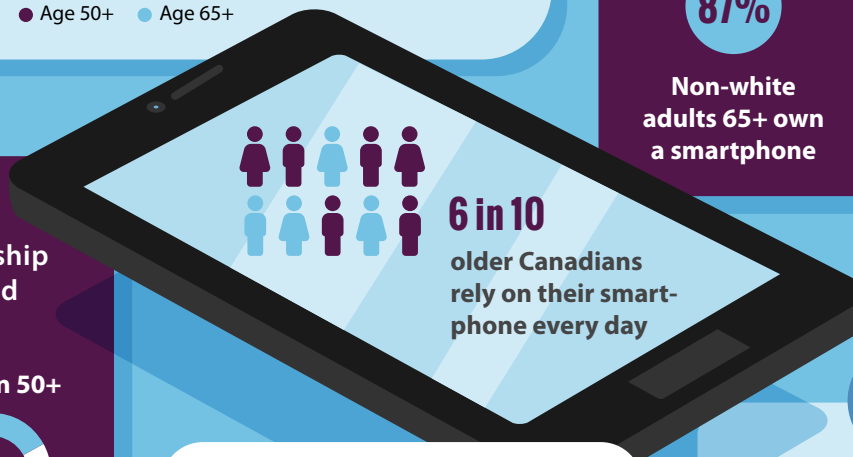
Men 65+



Women 65+



● Does not own smartphone



Staying healthy is the priority:

Among adults 65+, the most common smartphone uses are:

- Tracking physical activity (31%)
- Keeping up with medical appointments (23%)
- Monitoring blood pressure (13%).



Banking goes digital: 68% of older adults manage their money on their smartphone