




### About AgeTech Insights Reports

 A market intelligence series sharing insights from Canadians 50+

 Designed to help entrepreneurs, investors, innovators, ecosystem leaders, and policymakers

 Supports the development of technologies, services, and business models

 Grounded in lived experience

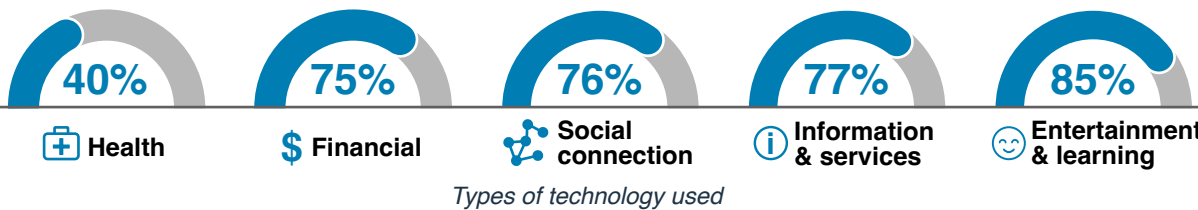
 Supports partner organizations shape their strategic objectives and enable evidence-informed decision making

 This specific report is a collaborative effort between The Centre for Aging + Brain Health Innovation and the International Federation on Ageing, designed to understand trends in daily technology use and the participation of Canadians 50+ in the design and marketing of technology

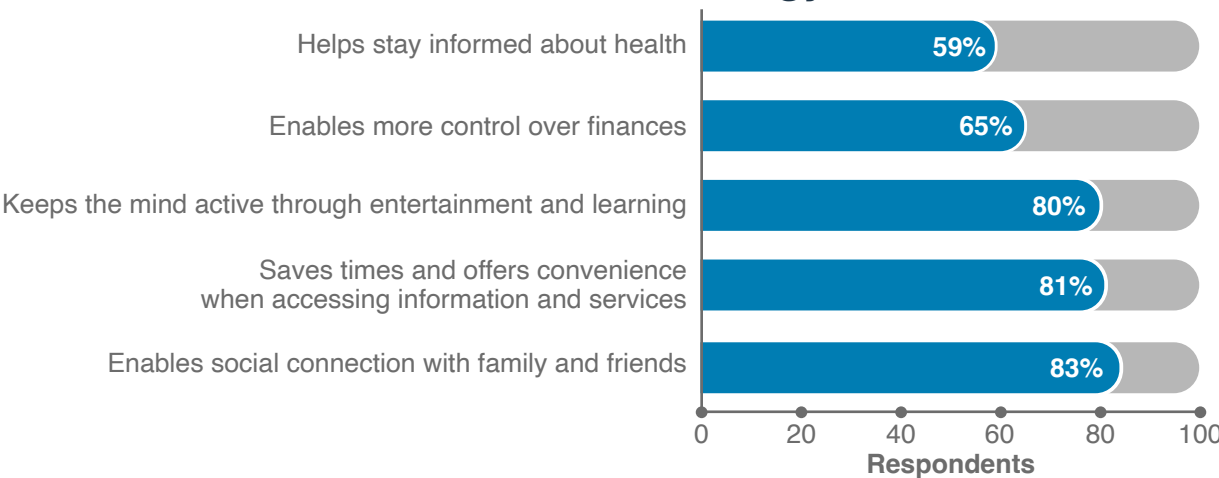


**1,489** Canadians 50+ surveyed across 10 provinces and 1 territory

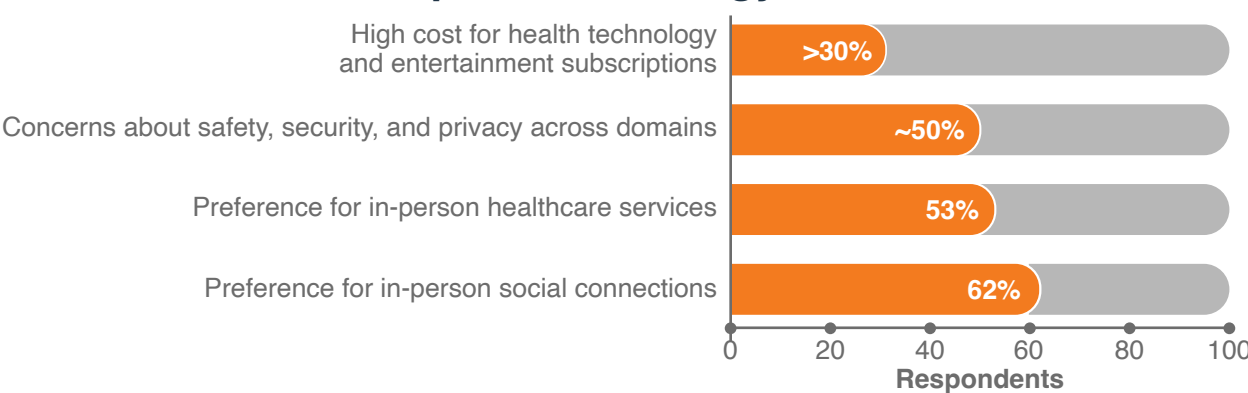
### What Technologies are Canadians 50+ Using in Their Daily Lives?



### Benefits of Technology



### Gaps in Technology Use



### Opportunity to Engage Canadians 50+ in Technology Design

**11%** of respondents believe Canadians 50+ are sufficiently consulted in technology design

**51%** of respondents are interested in participating in the development or testing of new technologies



### Actionable Recommendations



#### Innovators, Entrepreneurs, + Ecosystem Leaders:

- + Increase opportunities for co-design and user feedback by engaging Canadians 50+ directly in the design, testing, and development of technologies
- + Prioritize age-friendly design with plain language, accessibility features, and tutorials
- + Make privacy controls transparent, embed fraud prevention and scam detection, and simplify reporting of suspicious activity
- + Offer flexible pricing models
- + Combine digital and in-person options



#### Policymakers:

- + Invest in digital literacy programs, scam prevention education, and opportunities for co-design
- + Standardize security and privacy frameworks, and strengthen security reporting systems
- + Develop guidelines and standards to ensure inclusive, accessible design for Canadians 50+
- + Monitor gaps in access to ensure Canadians 50+ are not cut off from essential services only offered online
- + Promote and support co-design initiatives, like CABHI's Leap platform, that link innovators with Canadians 50+

*"I appreciate Telehealth, email/phone or zoom like platforms to access health professionals if it is difficult to go in person."*

*"As a retired computer technician, I am familiar with technology, and not afraid of it. But as a senior, I do not find it intuitive or simple to use."*



+ Interested in learning more? Visit [cabhi.com](https://cabhi.com) to view the full AgeTech Insights report.  
+ Contact us at [agetechnights@cabhi.com](mailto:agetechnights@cabhi.com) if you are interested in conducting your own market research.  
+ CABHI thanks everyone who contributed to this report.



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