



## Aging and Health Technology Watch

### Connecting to others – Older Adult Profile Data

**Who is aging?** Adults aged 75+ are a growing demographic in the US as baby boomers age into that population segment. As of January 2023, the oldest baby boomers will be 77, and the groups behind them, with 10,000 turning 65 each day, is approaching. Women can expect to [live on average another 20 years](#), men another 18 years.

**Housing.** Today, [42% of women aged 75+ live alone](#). Today, more women are classified as heads of households, with 61% of women owning their own homes.

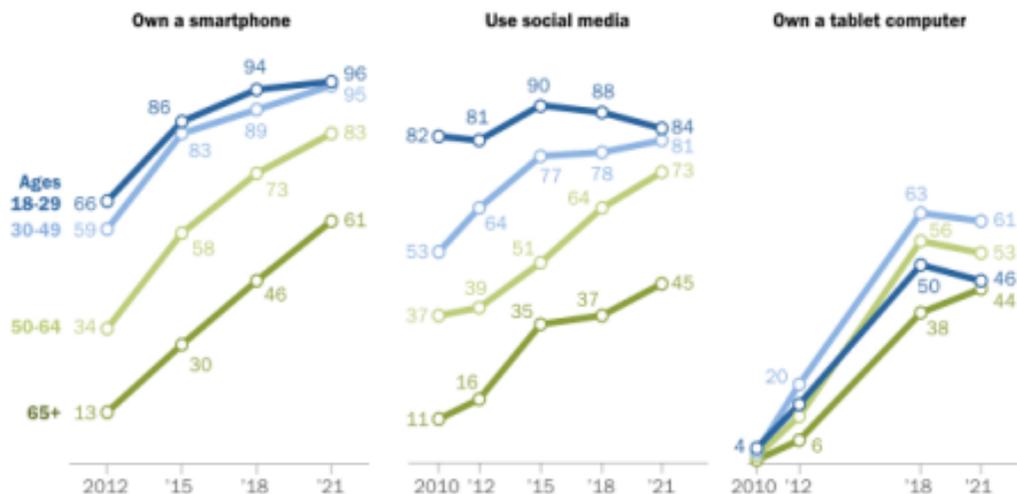
**Driving.** Yet these individuals aged 75+ may lack connections to others, whether it is through widowhood (58% of women, 28% of men). They may not have driver's licenses – 4 million of them – and thus be dependent on others for transportation – or forced to use public transit.

**Income.** Among elderly Social Security beneficiaries, 12% of men and 15% of women rely on Social Security for 90% or more of their income. The average monthly benefit for women is \$1,669, representing \$20K of annual income.

**Technology ownership.** Pew Research is best available (through 2021). This will be updated in early 2023. [AARP data surveys](#) include the 70+, also to be updated in 2023.

### Smartphone ownership and social media use among older adults continue to grow

% of U.S. adults who say they ...



Note: Respondents who did not give an answer are not shown.  
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

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