

# Technology and caregiving

Enhancing connection, health, and daily life



As the role of caregiving becomes increasingly common across generations, technology is playing a vital role for those providing care. Among adults 50-plus, technology is being used more often by caregivers and noncaregivers alike. From smart home devices and health monitoring tools to digital services and caregiving-specific tech, caregivers are turning to tech not just for convenience, but for safety purposes, to stay connected, and manage daily caregiving responsibilities. Their higher level of use and interest signals both a growing reliance on tech tools and a strong opportunity for innovation among caregivers.



## \$825

**In 2024, caregivers spent an average of \$825 on tech purchases and they own eight tech devices.**

## Caregivers lead the way in adopting current and emerging technologies.

Caregivers 50-plus, of which 3 in 5 are women (61 percent), are significantly more likely than noncaregivers to adopt tech which supports convenience and safety. For example, seven in ten (70 percent) caregivers say they use smart home tech, compared to six in ten (61 percent) of non-caregivers. They are also more likely to show a greater interest in home safety devices overall. While use of brain health tech is still relatively low across the board, caregivers are more likely than non-caregivers to use it (18 percent vs. 12 percent). When it comes to caregiver-specific tech, which includes tools that help track health, manage medications, and coordinate care for another adult, one-third (33 percent) of caregivers are currently using this type of technology, while roughly two in four (39 percent) are interested. With high interest in caregiving specific solutions, the caregiving tech space promises opportunity for growth.



### DEMOGRAPHICS



*Percent of caregivers:*

**27%**  
*50-plus*

**26%**  
*18 – 49*

Looking into emerging tech, like generative AI, caregivers 50-plus are more likely than noncaregivers to have used it already (22 percent vs. 17 percent), but less likely than caregivers ages 18–49 (29 percent). Furthermore, caregivers 50-plus are more likely than noncaregivers to use it in the next six months (25 percent vs. 18 percent), similar to the likelihood of caregivers age 18–49 using it in the future (28 percent). Caregivers 50-plus, more than noncaregivers of the same age, also expect generative AI to be helpful in making their everyday life easier in the future (26 percent vs. 21 percent), with more than one-third of caregivers 18–49 having the same expectation and the gap between noncaregivers being the same (36 vs. 31 percent).

## Use and interest in the following technology categories

Among adults ages 50+, by caregiver status

■ Currently use ■ Interested ■ Not interested

### Smart home tech



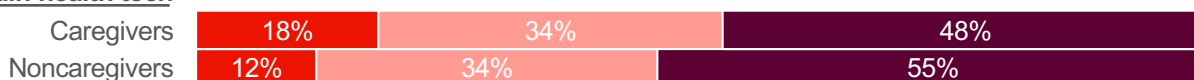
### Home safety tech



### Mobility tech



### Brain health tech



### Caregiver tech



---

**Caregivers ages 18–49 are more likely than noncaregivers of the same age to be using Wi-Fi-connected appliances (33 percent vs. 23 percent), smart cleaning devices (28 percent vs. 17 percent), and an alarm to know if a door or window at home is open unexpectedly (21 percent vs. 13 percent).**

---

## **Not only do caregivers 50-plus use more tech than others; they also feel tech makes a bigger difference in their lives.**

It is clear technology plays an important role among caregivers, and overall, caregivers 50-plus view their experience with tech as a positive enhancement to their lives. For example, 4 in 5 caregivers say they rely on technology to stay connected with friends and family (82 percent) and feel tech makes their lives easier (78 percent). Three in 5 say tech makes aging easier (62 percent), compared to one-half of noncaregivers (55 percent), while one-half (51 percent) also state tech enables them to lead a healthy life.

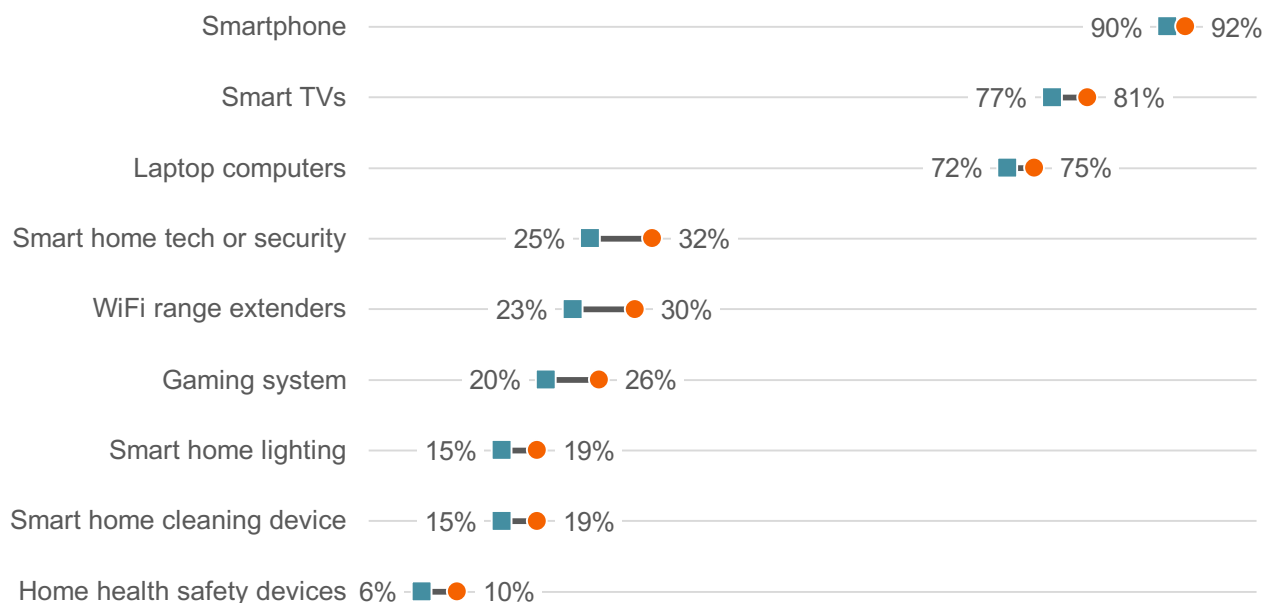


Caregivers 50-plus are no different than noncaregivers in owning tech devices like smartphones (92 percent vs. 90 percent), smart TVs, (81 percent vs. 77 percent), and laptop computers (75 percent vs. 72 percent). However, they are more likely than noncaregivers to own smart home tech security (32 percent vs. 25 percent) like a Nest or Ring doorbell, Wi-Fi range extenders (30 percent vs. 23 percent), a gaming console (26 percent vs. 20 percent), smart home lighting (19 percent vs. 15 percent), smart home cleaning devices (19 percent vs. 15 percent), and home health and safety devices (10 percent vs. 6 percent) such as medication managers or emergency alert systems.

### Ownership of the following tech devices

*Among adults ages 50+, by caregiver status*

■ Non-caregivers    ● Caregivers



## **Caregivers 50-plus prioritize tools offering peace of mind and immediate help, while younger caregivers are open to a wider range of tech.**

When it comes to caregiving technology, age seems to play a role in what people are looking for. Caregivers 50-plus tend to gravitate toward tech focusing on peace of mind, saving time, safety and quick response, while younger caregivers, those ages 18–49, show more balanced interest between safety features and tools to manage daily routines and make life easier. For example, about 2 in 5 caregivers across both age groups are using or interested in using emergency response systems (37 percent age 50-plus vs. 41 percent ages 18–49). Similarly, location detectors to help keep track of a loved one are popular with nearly one-half of younger caregivers (49 percent) and over one-third of older caregivers (36 percent). One-third (34 percent) of caregivers 18–49 use or are interested in using motion sensors, significantly more than caregivers 50-plus (24 percent).

However, when it comes to managing day-to-day tasks, younger caregivers are more likely to embrace tech. About one-third of caregivers under 50 use or are interested in using scheduling assistants (32 percent), compared to 1 in 5 of those 50-plus (19 percent). The same goes for daily activity trackers (28 percent vs. 17 percent, respectively). Younger caregivers are also more likely to engage or want to engage with online support communities compared to those 50-plus (22 percent vs. 13 percent).

More than three-quarters of caregivers 50-plus (76 percent) and roughly 4 in 5 caregivers 18–49 (79 percent) are interested in tech support designed specifically for older adults, compared to 7 in 10 noncaregivers 50-plus (69 percent) and one-half of noncaregivers ages 18–49 (53 percent). Three in 5 caregivers and noncaregivers 50-plus expect this service to be free (66 percent and 64 percent, respectively), with only one-third expecting to pay for it (34 percent and 36 percent, respectively). On the other hand, younger caregivers and noncaregivers are split, with about one-half expecting tech support to be free (49 percent vs. 58 percent) and about the same expecting to have to pay for it (51 percent vs. 42 percent).

## **Caregiver responsibilities may be driving higher use of digital services.**

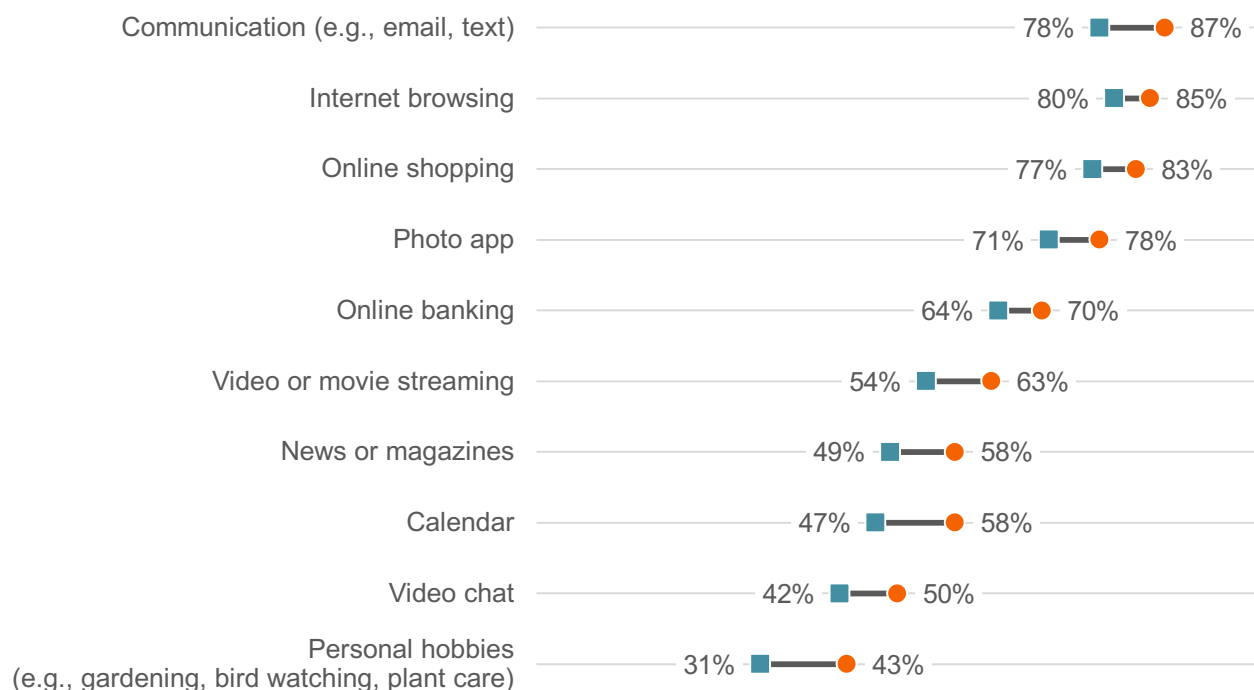
Perhaps driven by necessity, efficiency, or the need to stay connected and informed, caregivers 50-plus are more likely than noncaregivers in this age cohort to have engaged in digital activities and services. On average, caregivers 50-plus have engaged in 15 online activities in the last three months, compared to 13 for noncaregivers. Furthermore, caregivers are more likely than noncaregivers to have used certain digital services and activities through a mobile app or website. For example, more than one-half of caregivers engaged in emailing and texting (87 percent vs. 78 percent), online shopping (83 percent vs. 77 percent), online banking (70 percent vs. 64 percent), video streaming (63 percent vs. 54 percent), news or magazines (58 percent vs. 49 percent), and video chatting (50 percent vs. 42 percent). To a lesser extent, but still significant, caregivers are more likely than noncaregivers to have used apps supporting hobbies (43 percent vs. 31 percent), like bird watching or gardening, medical apps (42 percent vs. 32 percent), review/information apps (37 percent vs. 30 percent), and health and fitness tracking apps (32 percent vs. 22 percent).



## Top digital services and activities among caregivers




Usage among adults ages 50+, by caregiver status

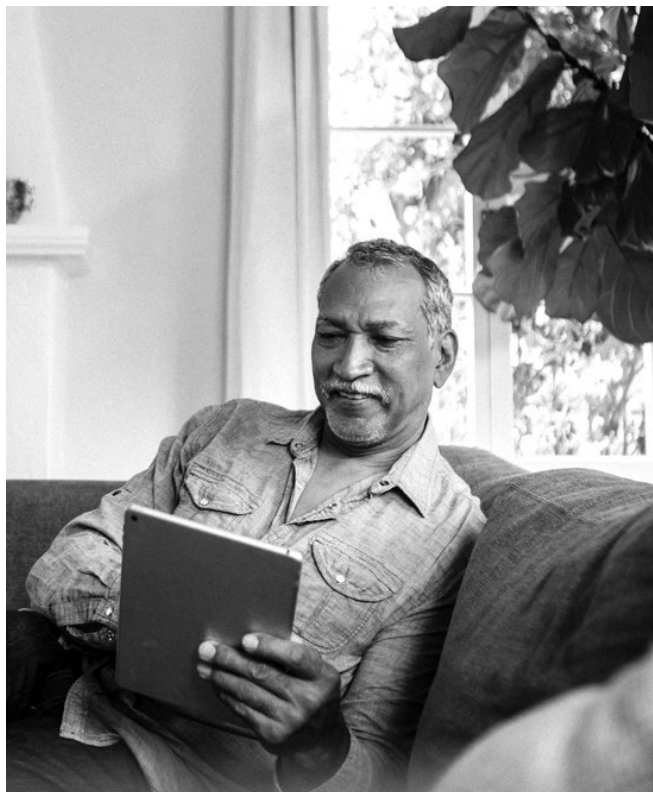
■ Non-caregivers ■ Caregivers



### ACCESS

**Caregivers 50-plus more than noncaregivers pay a fee for digital services:**

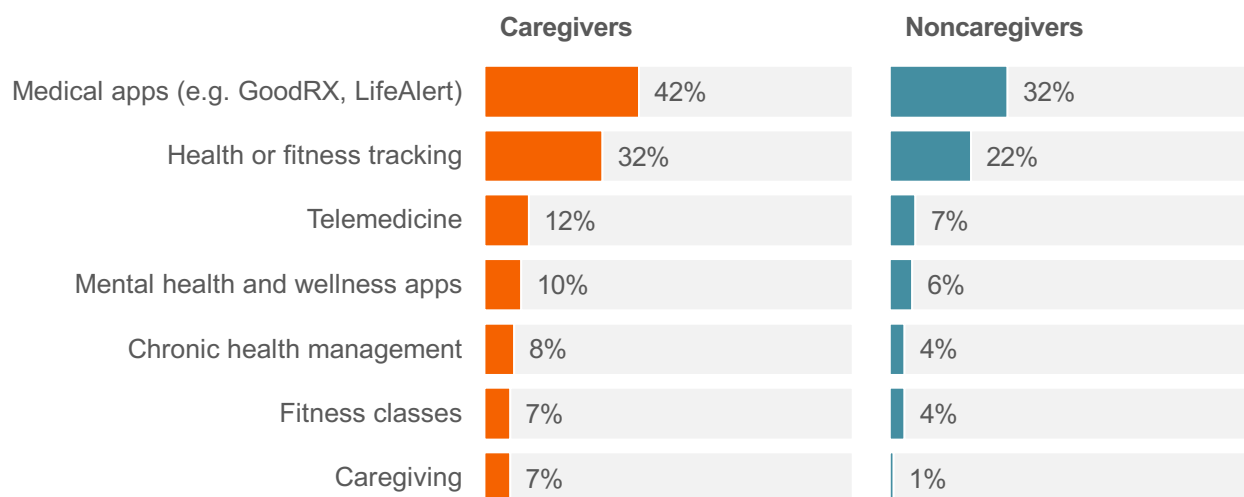
	CAREGIVERS	NON-CAREGIVERS
Book apps 	42%	28%
Home assistant services 	27%	16%
Health-related apps 	20%	14%





## Top health-focused digital services and activities among caregivers

Usage among adults ages 50+, by caregiver status



**Caregivers 50-plus are more likely than caregivers ages 18–49 to use communication tools (36% vs. 26%), shop online (34% vs. 12%), and use medical apps (16% vs. 6%) for caregiving purposes.**

## Implications

Caregivers 50-plus are adopting a wider range of technologies than their noncaregiving counterparts, making them an important audience for companies developing health-related tech. Their interest in current and emerging tech strongly suggests potential for adoption, especially if solutions are designed with real-life caregiving needs in mind, like managing medications, coordinating appointments, or monitoring a loved one's safety from a distance.

Younger caregivers (those ages 18–49) are even more engaged with emerging and connected technologies than their older counterparts. This generational shift suggests an important long-term implication: As younger caregivers age and their caregiving responsibilities grow, they will likely look for and expect advanced tools offering automation and customization. This creates an opportunity to design tech solutions to meet current caregiving needs while anticipating more tech-savvy audiences in the future.

Caregivers 50-plus engage with digital services at higher rates than noncaregivers, offering the opportunity to reach out to this audience in the digital space. Whether through targeted ads or personalized content, brands can build both trust and brand awareness by introducing caregiving to tools and digital services that can bring peace of mind, save time, and make daily tasks easier. These touchpoints align naturally with caregivers' routines, offering a way to connect in digital spaces where caregivers are already engaged.

## About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering people 50 and older to choose how they live as they age. With a nationwide presence, AARP strengthens communities and advocates for what matters most to the more than 100 million Americans 50-plus and their families: health security, financial stability and personal fulfillment. AARP also produces the nation's largest circulation publications: AARP The Magazine and AARP Bulletin. To learn more, visit [www.aarp.org/about-aarp/](http://www.aarp.org/about-aarp/), [www.aarp.org/español](http://www.aarp.org/español) or follow @AARP, @AARPenEspañol and @AARPadvocates on social media.

*This writing was created with the assistance of CoPilot and has been reviewed for accuracy and appropriateness.*



**For more information on the survey and methodology** please contact: Brittne Kakulla, [bkakulla@aarp.org](mailto:bkakulla@aarp.org); **For media inquiries:** contact External Relations at [media@aarp.org](mailto:media@aarp.org) <https://doi.org/10.26419/res.00891.007>

Kakulla, Brittne. *2025 Tech Trends and Adults 50-Plus*. Washington, DC: AARP Research, January 2025. <https://doi.org/10.26419/res.00891.001>