



# Senior Divide



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# Valuable Technology

- We have technology, finally, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people.

—Pierre Omidyar, Founder of E-Bay





# Valuable to Older People

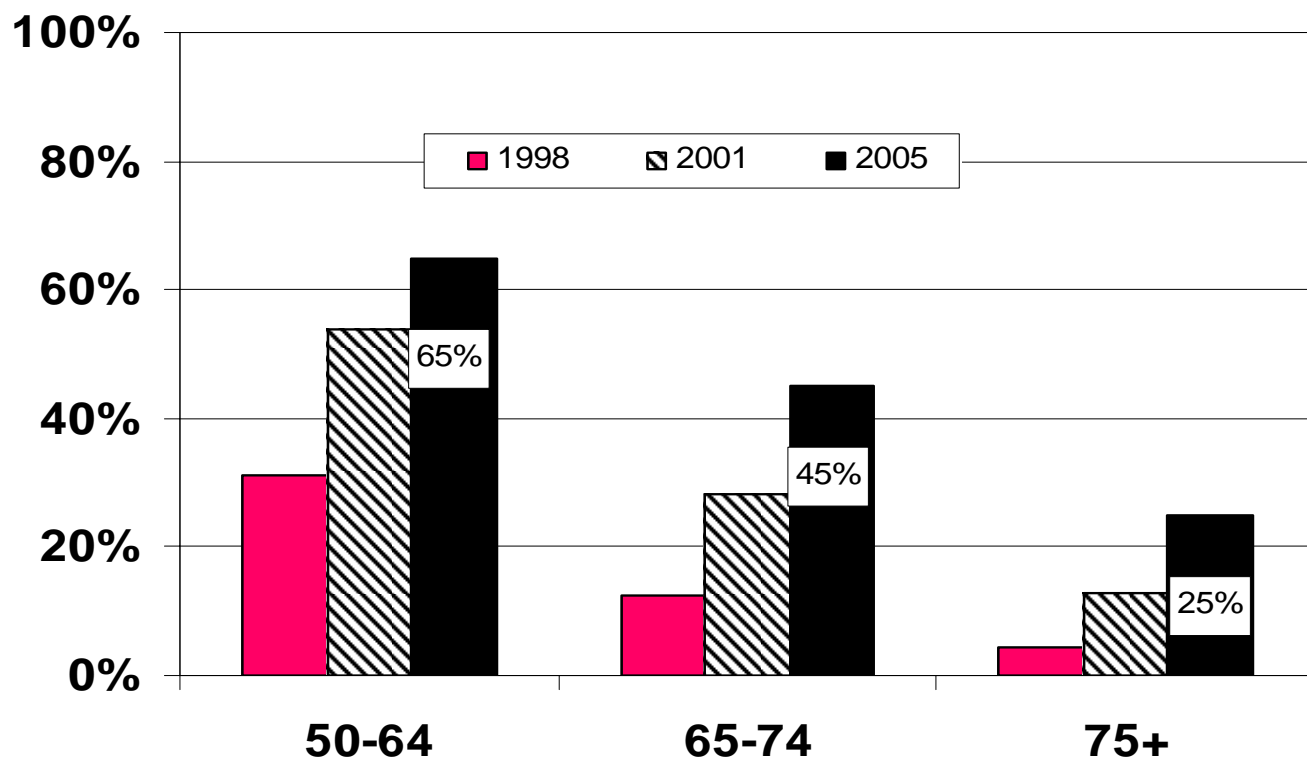
- Online users age 50+ cite "availability of a wide range of information" and "staying connected to family and friends" as what they like most about being online.

— *Forrester's Benchmark North America Survey,  
February 2005*





# Internet Use by Age, 1998, 2001 and 2005

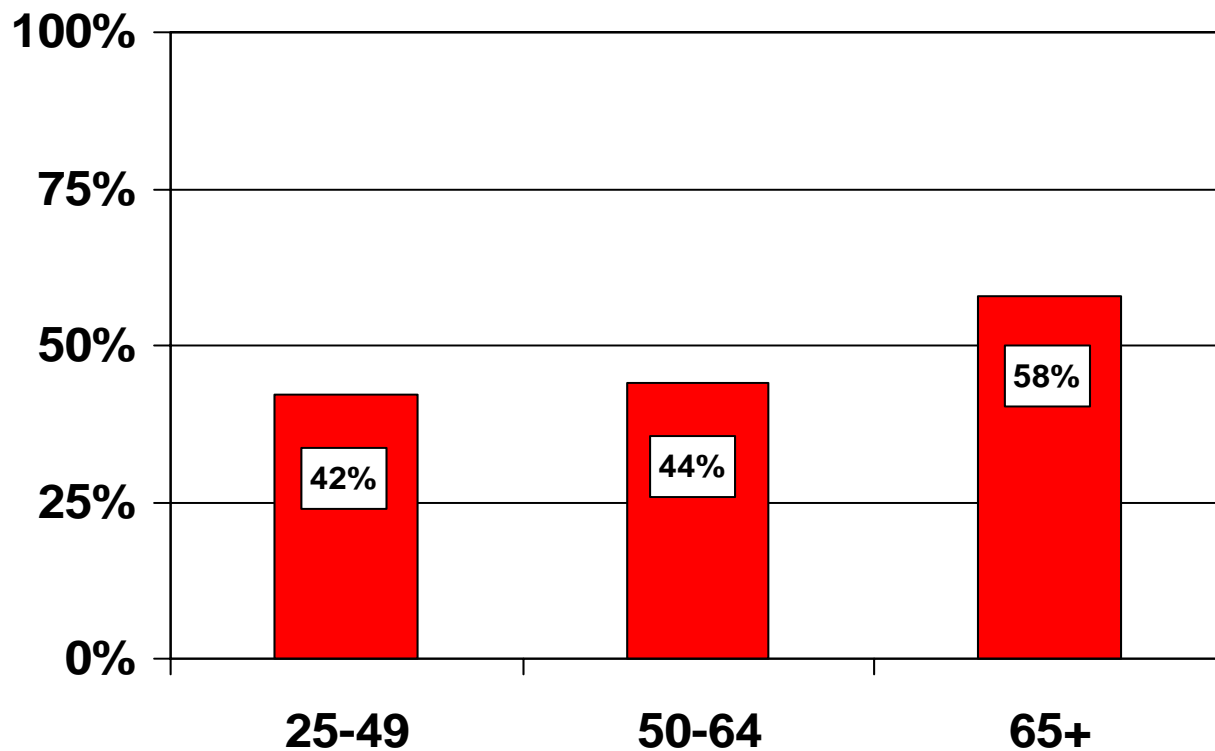


Sources: US Census Bureau, Current Population Survey, Internet and Computer Use Supplement, 1998 and 2001; AARP Aging Indicators Survey, 2005.





# Dial-Up at Home Among Internet Users, by Age

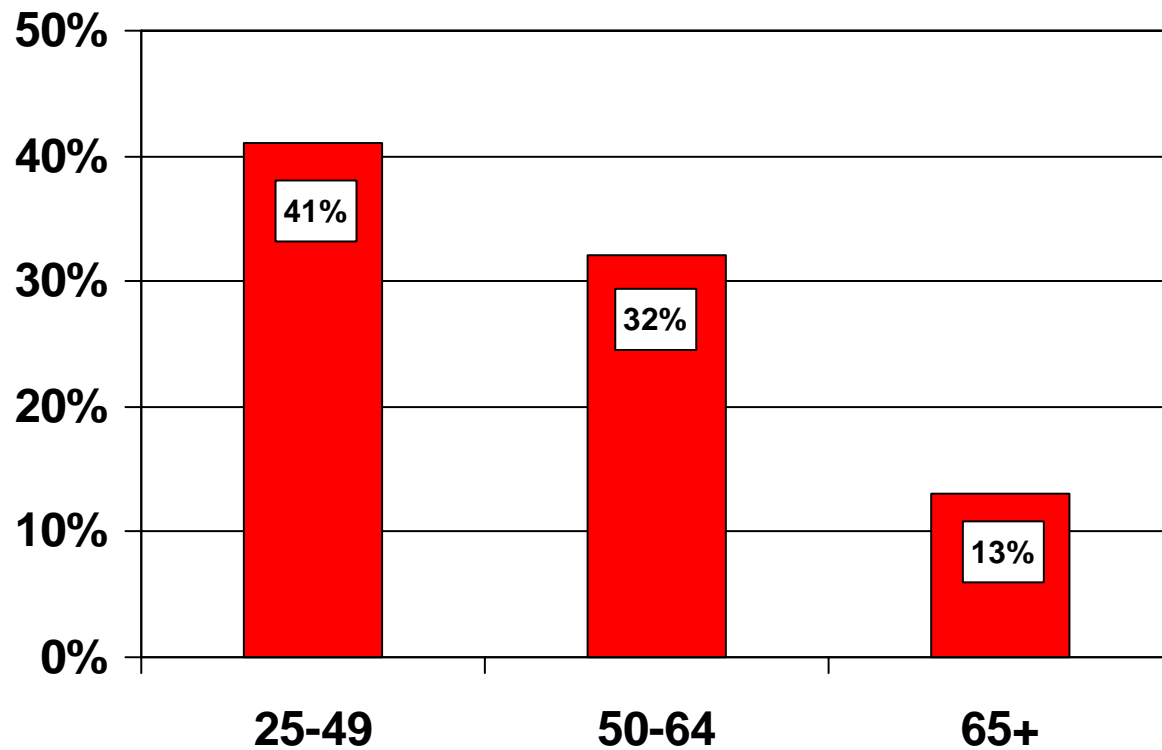


Source: 2005 AARP Aging Indicators Survey





# Broadband at Home by Age



Source: 2005 AARP Aging Indicators Survey





# Benefits/Potential of Broadband

- Telemedicine
- Distance learning
- Telecommuting – workers age 50-70:
  - 68% plan to work in some capacity during retirement or never retire at all.
  - 70% are looking for ways to better balance work and personal life.
  - 53% say that being able to work from home is an important attribute in retirement work



# Benefits/Potential of Broadband

- Aging in place
  - “Digital Family Portrait”  
[www.awarehome.gatech.edu](http://www.awarehome.gatech.edu)
- Home security
- Consumer info/comparison shopping
- March madness on demand



# Reasons for the Senior Divide

- Challenge of acquiring basic computer skills
- Poorly-designed software and Web sites
  - For more info on Web design, see [www.aarp.org/olderwiserwired](http://www.aarp.org/olderwiserwired)
- Lack of perceived relevance
- Connection speed - a more important factor in Internet use than experience. (Pew Internet)

# Reasons for the Senior Divide

- Access/Affordability
  - U.S. has dropped from 3rd to 16th place in the number of broadband subscribers per 100 inhabitants
  - Percentage of U.S. households with no access to broadband remains constant at 19 percent  
(FCC Chairman Kevin J. Martin 01-12-2005)





# Reasons for the Senior Divide

- Access/Affordability (cont.)
  - City of Austin – World Congress on Information Technology
  - Average broadband service in US is slower, pricier, and less reliable than in other countries
  - About 99% of broadband users buy from incumbent cable or phone company, only 53% have a choice



# AARP Policy and Consumer Protection

- Make ubiquitous, affordable and truly high-speed broadband a national priority.
- Aggressive national deployment strategy
  - Specific targets for broadband penetration, coverage and usage
  - Establish the US as the world leader for the fastest and most affordable broadband services to all





# AARP Policy and Consumer Protection

- Ensure network neutrality
- Ensure local governments maintain the right to own, operate or deploy their own broadband network and services
- Publish information that provides full and accurate measure of broadband deployment in the U.S.



# AARP Policy and Consumer Protection

- FCC NPRM broadband consumer protections
  - Market forces alone are insufficient
  - Truth-in-billing
  - Protection against early termination fees and other switching costs
  - Privacy Protections

