

The end of the generational digital divide

The technology divide between the generations is clearly being overcome with the number of over 50s browsing the Saga website on tablets increasing by a third (35%) over the Christmas period.

Saga's director of communication commented "Our survey of more than 11,000 over 50s revealed that iPads and tablets were at the top of the Christmas wish lists for the over 50s, and it appears that many were very good last year as it appears that Santa stuffed their stockings with tablets galore. Indeed, Saga has seen a surge since Christmas Day with the proportion of visits to our website from people using tablets up by more than a third."

Many of today's over 50s have grown up with the evolution of technology so it is not surprising that many want to use the latest devices on the market. However with tablet devices often working quicker and being much more intuitive to use, it may explain why older generations are also increasingly trying out new technology.

Paul Green continued "The increasing use of this type of technology could have huge benefits for the future health and wellbeing of older people in our communities. Keeping in contact with others could help reduce social isolation, and as it becomes more a part of our everyday lives it is likely that it will play an increasing part in monitoring our daily health and social care.

"Maybe in years to come we will see people visiting their doctors with their iPads or tablet devices that may contain their medical history or changes in their monitoring of an ongoing condition – much in the same way as new mothers turn up at appointments with both their new baby and their Personal Child Health Records."