

Attitudes, Privacy, and Adoption Barriers in the AgeTech Sector

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Executive Summary

In March 2026, the Future of Privacy Forum (FPF) conducted two parallel, nationally representative surveys to assess attitudes toward emerging aging and caregiving technologies (AgeTech). Polling 1,000 older adults (age 55 and older) and 1,005 caregivers, the study evaluated consumer reactions to four hypothetical AgeTech applications: an AI companion with a camera, a smart medication dispenser, an AI financial manager, and an expense savings app.

FPF Key Takeaways

- › **Design and intrusiveness matter more than the product category:** The physical, single-purpose smart medication dispenser (Power Pill) was the most accepted app, significantly outperforming the camera-equipped AI companion (AffectionConnection) on nearly every metric. Complex, surveillance-capable designs generate the most resistance among users.
- › **The “monitor” and the “monitored” have different perspectives:** Caregivers are consistently more positive about AgeTech than the older adults they care for. This acceptance gap is widest for tools with monitoring features, such as cameras; caregivers view these as tools to reduce their burden, while older adults experience them as surveillance.
- › **Existing tech engagement is the primary driver of adoption:** A person’s gender, income, and education level are not significant predictors of their willingness to use AgeTech. Instead, the strongest predictors of acceptance are how many digital devices they already own and whether they have prior awareness of aging support technologies.
- › **High-burden, tech-engaged caregivers are the most receptive:** Caregivers who currently spend the most time providing hands-on technology support (such as setting up devices) to older adults are the most open to adopting new AgeTech tools. Strategies targeting this already-engaged group are likely to yield the highest adoption rates.
- › **Privacy uncertainty suppresses adoption as much as active distrust:** Roughly 50% of respondents could not tell if the hypothetical apps respected user privacy. This lack of clarity creates an obstacle, discouraging people from using the technology nearly as effectively as a direct belief that their privacy is at risk. Subsidizing costs through insurance coverage only meaningfully boosts adoption for people who *already* trust the app’s privacy practices.

Study Overview and Methodology

As the “Silver Economy” expands toward an estimated \$600 billion market, the intersection of caregiver monitoring and older adult privacy has emerged as a critical strategic frontier. For companies seeking to serve this market or policymakers seeking solutions to support older adults, navigating this sector requires more than technical compliance; it demands a deep understanding of the friction between the logistical imperatives of caregiving and the fundamental right of older adults (OA) to data autonomy. Failure to address these psychological and structural barriers is likely to suppress the adoption of technologies that could support independent living of older adults.

This report synthesizes findings from two parallel, nationally representative surveys designed by FPF in partnership with the Eller College of Management at the University of Arizona and conducted by YouGov in March 2026, with the support of the Alfred P. Sloan Foundation. The methodology utilized a randomized, comparative framework to evaluate four hypothetical applications, ensuring that differences in reception were driven by design features rather than demographic sampling variances.

The Digital Baseline: Device Ownership and Technology Use

Current device penetration serves as the primary indicator of digital readiness and future AgeTech receptivity. Adoption in this sector is rarely a matter of introducing new hardware from a zero-baseline; rather, it is the strategic “app-ification” of devices already embedded in the daily lives of both the caregiver and the recipient.

Core Device Adoption

DEVICE TYPE	OLDER ADULTS (OA)	CAREGIVERS (CG)
Smartphones	90.7%	90.0%
Smart TVs	75.9%	76.0%
Laptops	56.0%	56.0%
Tablets	43.8%	45.0%

While ownership levels are remarkably consistent across cohorts, the *functional intent* of technology use reveals a profound strategic divide. Older adults overwhelmingly prioritize social connectivity, with 88.0% using technology to stay in touch with family and friends. For this group, technology is a bridge to others. Conversely, caregivers focus on logistical efficiency, with 54.4% utilizing technology for scheduling and appointment management. For them, technology is an administrative bypass. This divergence creates immediate market friction: when a product emphasizes monitoring (logistics) without a corresponding relational value (connection), it is frequently rejected by the older adult as an intrusive tool of surveillance rather than support.

The Password Paradox: Collaborative Control and Consent

A structural tension exists between older adults’ desire for digital autonomy and the practical necessity of technical support. This “Password Paradox” creates a significant “Clarity Gap” that threatens the integrity of existing privacy frameworks.

While 68.8% of older adults claim they do not share any logins or passwords, the caregiver reality is far more integrated: 65% of caregivers hold at least some account logins for the individual they support, and 20% hold all logins. This is the paradox described above, and the discrepancy effectively nullifies the legal framework of individual consent. If an older adult maintains a facade of password independence while a caregiver holds the master keys, the chain of meaningful consent is broken.

This risk is compounded by findings on consent delegation. Approximately 79% of older adults reject the idea of a caregiver providing consent on their behalf, yet the login data suggests caregivers are already positioned to do exactly that. Furthermore, the study identifies a state of “consent stasis”: 74.6% of caregivers report that once monitoring is established, the older adult never asks to reverse the decision. This lack of reversal likely indicates a permanent loss of data autonomy rather than ongoing enthusiasm. These dynamics compromise the foundation of long-term data self-determination in the aging sector, a reality now being tested by the entry of Generative AI.

AI Awareness and the Chatbot Market

Generative AI is entering the aging sector amid a landscape of low awareness and high skepticism. While a range of providers propose uses of AI as a solution for cognitive support, “Trust vs. Comfort” hurdles remain substantial.

AI Awareness and Adoption Snapshot

AI TOOL	OLDER ADULTS (OA)	CAREGIVERS (CG)
ChatGPT	24.8%	20.9%
Gemini	23.7%	15.2%
Copilot	15.6%	6.8%

The majority of both groups, 57.7% of older adults and 68.9% of caregivers, claimed they had never used an AI chatbot.

Claude (Anthropic) and Other Tools: At the time this survey was conducted, Claude had very low overall adoption for this audience, used by just 2.7% of older adults and 3.9% of caregivers. “Other” unspecified AI tools were used by 3.3% of older adults and 2.0% of caregivers. Of “Other” AI, participants named Grok and Meta AI. It’s worth noting that the adoption and use of various consumer-facing models is changing rapidly and various demographics are expanding or contracting use of AI as individuals and communities engage with the models.

The “Under 30” Caregiver Adopter Profile

In the survey there were sharply age-differentiated patterns of AI use. Among the Under-30 caregiver group, the “Have NOT used” rate is 58.9%, significantly lower than the 79.7% non-use rate among caregivers aged 65+. The Under-30 group stands out as the cohort that will drive the initial adoption of AI-enabled AgeTech, viewing these tools as native extensions of their caregiving toolkit rather than experimental novelties.

Comparative Analysis of AgeTech Hypothetical Products

App design and feature intrusiveness shape acceptance far more than the product category. Users do not reject AgeTech in the abstract; they reject specific designs that feel like surveillance.

- **Power Pill:** This smart dispenser led in comfort (45.0% among OA). Its success stems from its tangible, health-related utility and physical presence, which builds trust more effectively than software-only solutions.
- **Pocket Pal:** Received a “mixed but cautious” reception. While valued for its savings potential, a comfort gap of 13.8 points suggests that older adults remain wary of the privacy trade-offs required to access prescription and location data.
- **FinWisdom:** Despite the benefit of a voice interface intended to reduce complexity, this app met with profound “Financial Skepticism.” Older adults expressed fear of “Scary Access” to sensitive data, viewing AI-led financial oversight as a high-risk entry point for exploitation.
- **AffectionConnection:** Generated the highest “Creepy Factor” in the study. The primary trigger for rejection was the caregiver-controlled camera feature; only 28.5% of older adults felt comfortable with this platform, viewing the AI “Alfie” as a vehicle for surveillance rather than companionship.

The Monitor vs. Monitored Asymmetry

APP CONCEPT	COMFORT GAP (CG VS. OA)
AffectionConnection	15.5 points (CG: 43.9% / OA: 28.5%)
Pocket Pal	13.8 points (CG: 45.5% / OA: 31.6%)
Power Pill	8.6 points (CG: 53.6% / OA: 45.0%)
FinWisdom AI	6.9 points (CG: 37.7% / OA: 30.8%)

The Fraud Awareness Gap

A key finding for the sector is a lack of understanding regarding fraud and the various types of fraud that may exist beyond financial fraud (e.g., prescription fraud.) Across all four apps, participants expressed significant confusion about how fraud risks applied to their various devices. Trust rates remained low, between 21.8% and 29.0%, largely because users could not conceptualize the specific fraud vectors associated with different hardware. This is a sector-wide awareness crisis that requires education on device-specific vulnerabilities.

Drivers of Receptivity: Regression Insights

Regression models identify the modifiable levers that can influence adoption. Receptivity is not a fixed demographic trait but a result of tech engagement.

Top Predictors Significant in Both Groups

Below is a brief expansion on key predictors of AgeTech acceptance.

Device Ownership: The Strongest Predictor

The number of digital devices a person already owns is the single strongest and most consistent predictor of AgeTech acceptance for both older adults and caregivers. While basic devices like smartphones and smart TVs are nearly universal in this demographic, the variation in acceptance is driven by individuals who own additional connected devices, such as smart home technology (e.g., Ring doorbells, voice assistants) or wearables (e.g., Fitbits). Essentially, people who are already embedded in a digital ecosystem are much more open to adding AgeTech to their lives, meaning existing tech use serves as the primary gateway to adoption.

Prior Awareness: A Direct Lever for Outreach

Having previously heard about technologies designed to support aging independently predicts a substantial increase in acceptance, with nearly identical effect sizes in both the older adult and caregiver groups. This is a critical finding because, unlike a person's age or demographics, awareness is a modifiable factor. It demonstrates that public education campaigns, community outreach, and clinician referrals could serve as highly effective, direct levers to proactively shift acceptance rates and boost market adoption.

Age: A Generational Cohort Effect

Even within an already-older sample (where the average older adult respondent was 68 years old), increasing age modestly but consistently reduces a person's willingness to adopt AgeTech. Interestingly, this decline is not a perfectly smooth downward slope; rather, it reflects a generational cohort effect. The largest drop in AgeTech receptivity actually occurs between the 55–59 and 60–64 age brackets—likely because the younger cohort was more deeply embedded in using digital tools in the workplace right before retirement. Acceptance then plateaus for individuals in their late 60s and 70s before experiencing a second significant drop for those aged 80 and older.

The Caregiver Tech-Engagement Predictor

The strongest predictor in the caregiver model is how often the caregiver currently helps the older adult with technology tasks. Caregivers who provide hands-on technology support most frequently are, in fact, significantly *more* open to new AgeTech, viewing these tools as native extensions of their existing digital caregiving ecosystem rather than an additional burden. Strategically, this tech-engaged cohort represents the most receptive early adopters for new AgeTech solutions.

Strategic Barrier: Privacy Uncertainty and the Insurance Gap

“Privacy Uncertainty” is the single greatest obstacle to sector growth. This is not active distrust; it is the inability of 50% of respondents to form an opinion on an app’s safety. This uncertainty suppresses adoption almost as much as active distrust.

Insurance Uplift vs. Privacy Trust

Insurance reimbursement is often viewed as a “silver bullet” for adoption. However, it is not a substitute for trust.

PRIVACY SENTIMENT GROUP	INSURANCE “UPLIFT” (INCREASE IN INTEREST SCORE)
Trusts Privacy	+0.68
Unsure about Privacy	+0.56
Distrusts Privacy	+0.30

Reimbursement provides more than double the “uplift” for those who already trust the app’s privacy compared to those who distrust it. Cost interventions will fail if the privacy foundation is not secured.

Future Analysis: Demographic Relationships in AgeTech Perceptions and Privacy Protections

In our survey, demographic variables merited closer analysis and detail. We look forward to sharing in-depth findings via a forthcoming scholarly publication.

Final Recommendations and Research Next Steps

The AgeTech sector is currently defined by a “Fraud Protection Trust Crisis.” With trust in fraud prevention plateauing below 30%, the industry must move beyond product-level marketing to solve a collective credibility problem.

FPF Key Takeaways from the Surveys

- **Design and Intrusiveness Matter More Than Product Category:** The clear, physical, single-purpose smart medication dispenser (Power Pill) was the most accepted app, outperforming the camera-equipped AI companion (AffectionConnection) on every significant metric. Complex, surveillance-capable designs generate the most resistance, indicating that feature intrusiveness shapes acceptance more than the type of product.
- **The “Monitor” and the “Monitored” Have Different Perspectives:** Caregivers are consistently more open to adopting AgeTech than older adults, but the gap is asymmetric. The divergence is widest for tools like an AI companion with camera monitoring: caregivers view these features as instruments to reduce their burden, while the older adults on the receiving end experience them as surveillance.
- **Existing Tech Engagement Drives Adoption:** A person’s gender, income, and education level are not significant predictors of their willingness to use AgeTech. Instead, the strongest predictors are how many digital devices they already own and whether they have prior awareness of aging support technologies.
- **Tech-Engaged Caregivers Are the Most Receptive:** Caregivers who currently spend the most time providing hands-on technology support (like setting up devices or troubleshooting) to older adults are the most open to new AgeTech tools. Adoption strategies should target these highly engaged users first, as people already embedded in a digital caregiving ecosystem are the likeliest early adopters.
- **Privacy Uncertainty Blocks Adoption as Much as Distrust:** Roughly 50% of respondents could not tell if the hypothetical apps respected user privacy. This uncertainty is a major barrier: users who are “unsure” about an app’s privacy are almost as unlikely to adopt the technology as those who actively distrust it. Furthermore, offering the technology for free or covering it via insurance only meaningfully boosts adoption for people who already trust the app’s privacy. True transparency must come first.

APPENDIX

Methodology Overview

In March 2026, the FPF commissioned YouGov to conduct two parallel, nationally representative online surveys to assess attitudes toward emerging aging and caregiving technologies (AgeTech).

Sample and Weighting: The study comprised two distinct respondent groups:

- › **Older Adults:** 1,000 respondents aged 55 and older (birth years 1933–1971).
- › **Caregivers:** 1,005 caregivers of older adults, who were identified and screened from a broader general population pool of 4,929 respondents.

To ensure the findings accurately reflect the U.S. population, both samples were matched and weighted to the [2023 American Community Survey](#) (ACS) benchmarks for age, gender, race, and education. The caregiver sample specifically utilized propensity score weighting along these same demographic dimensions.

Survey Design and Randomization: In addition to broad questions about technology related to aging and caregiving, the survey measured consumer reactions to four hypothetical AgeTech applications.

- › **AffectionConnection:** An AI companion named “Alfie” that utilizes smartphone and smart TV cameras for caregiver “look-ins.”
- › **Power Pill:** A coffee-maker-sized smart medication dispenser that sorts doses and sends caregiver alerts.
- › **FinWisdom:** An AI-driven financial management tool with voice interface features and fraud flagging.
- › **Pocket Pal:** A mobile app for managing prescription and grocery savings through location and health data tracking.

These prototypes are entering a market defined by established, yet divergent, digital foundations.

To prevent survey fatigue and ensure rigorous comparative data, each respondent was randomly assigned to evaluate only two of the four apps. Because this assignment was completely randomized, any differences in the resulting ratings reflect genuine consumer reactions to the specific apps, rather than underlying differences in the people who were evaluating them.

Measurement and Analytical Approach: For each app they were assigned, participants answered eight attitude-based questions regarding their comfort using the app, purchase intent, willingness to use it if covered by insurance, and their perception of its privacy and fraud protections. Responses were captured using a standard six-point scale ranging from “Strongly agree” to “Strongly disagree,” along with a distinct “Unsure” option to capture ambiguity.

The data was analyzed in three specific stages:

- 1. Direct App Comparison:** Researchers used chi-square tests and weighted percentages to compare acceptance and privacy perceptions directly across the four apps.
- 2. Predictive Modeling (Regression):** To identify which types of consumers are most receptive to AgeTech, researchers built a composite acceptance score and ran Ordinary Least Squares (OLS) regression models. These models included “app fixed effects,” a statistical control that isolates a respondent’s personal characteristics (like their age or device ownership) from the specific app they were evaluating, ensuring the findings represent true within-group variations.
- 3. Privacy Barrier Analysis:** Researchers analyzed the correlation between privacy perceptions and adoption intent (such as purchase likelihood) to measure how heavily privacy uncertainty suppresses market acceptance.

Predictive Modeling (Regression Analysis)

To understand exactly which types of consumers are most likely to adopt AgeTech, researchers used a statistical method known as Ordinary Least Squares (OLS) regression. This method helps identify which specific personal characteristics reliably predict a user’s willingness to adopt a technology, while holding other factors constant.

The regression analysis was built on three main components:

- **The Outcome Variable (Composite Acceptance Score):** Rather than looking at single survey questions in isolation, researchers created a comprehensive “acceptance score” for each respondent. This score was calculated by averaging their responses to four key items: comfort using the app, likelihood to purchase it, willingness to use it if covered by insurance, and interest in learning more. The score was mapped on a 1 to 6 scale, where 1 means “least accepting” and 6 means “most accepting.”
- **The Predictor Variables:** The models tested a wide range of demographic and behavioral factors to see what drives acceptance. For both older adults and caregivers, the models analyzed age, gender, education, income, race, the number of digital devices the person already owns, and whether they were previously aware of aging support technology. For the caregiver group, the researchers also included specific caregiving dynamics, such as how often they provide hands-on tech support, how close they live to the older adult, whether they manage the older adult’s passwords, and whether they have previously consented to data sharing on the older adult’s behalf.
- **Controlling for the Apps (Fixed Effects):** Because each respondent only evaluated two randomly assigned apps out of the four possible options, researchers needed to ensure that the results weren’t skewed by *which* apps a person saw. To solve this, they included “app fixed effects”—a statistical control that isolates a respondent’s personal characteristics

from the specific app they were rating. This ensures that the model measures genuine, underlying receptiveness to AgeTech in general, rather than just a preference for one specific product design.

To ensure the reliability of the findings, researchers ran one large, combined model for all apps in each sample group, as well as separate models for each of the four individual apps to verify that the predictors remained consistent regardless of the product.

SURVEY QUESTIONS — OLDER ADULTS

1. Which devices do you use? *(select all that apply)*

- ☐ Cell phone (e.g., non-smart phone like a flip phone)
- ☐ Smartphone
- ☐ Tablet
- ☐ E-reader (e.g., Kindle or Kobo)
- ☐ Desktop computer or PC
- ☐ Laptop or netbook
- ☐ None of the above

2. Which devices do you use? *(select all that apply)*

- ☐ Smart TV (e.g., TV connected to the internet with apps like Netflix)
- ☐ Gaming system (e.g., PlayStation, Xbox, Nintendo Switch)
- ☐ GPS tracking or tags (e.g., Air Tags)
- ☐ Virtual reality headset (e.g., Oculus)
- ☐ Augmented reality glasses (e.g., Meta glasses)
- ☐ Voice-activated assistant (e.g., Alexa)
- ☐ Wearables for activity tracking (e.g., Fitbit)
- ☐ Internet connected fitness equipment (e.g., Peloton)
- ☐ Smart home technology (e.g., doorbell cameras or internet-connected thermostats)
- ☐ Smart appliances (e.g., smart fridges, Roomba vacuums, or smart coffee makers)
- ☐ Other _____
- ☐ None of the above

3. You mentioned you use these devices. Which do you personally own?

- | | |
|--|--|
| ☐ Cell phone | ☐ GPS tracking or tags |
| ☐ Smartphone | ☐ Virtual reality headset |
| ☐ Tablet | ☐ Augmented reality glasses |
| ☐ E-reader | ☐ Voice-activated assistant |
| ☐ Desktop computer or PC | ☐ Wearables for activity tracking |
| ☐ Laptop or netbook | ☐ Internet connected fitness equipment |
| ☐ Smart TV | ☐ Smart home technology |
| ☐ Gaming system | ☐ Smart appliances |

4. You mentioned you use these devices. Do others in your household or community also use these devices (i.e., do you share them)?

Do You Share These Devices?	Always	Often	Sometimes	Never	Unsure
Cell phone	☐	☐	☐	☐	☐
Smartphone	☐	☐	☐	☐	☐
Tablet	☐	☐	☐	☐	☐
E-reader	☐	☐	☐	☐	☐
Desktop Computer or PC	☐	☐	☐	☐	☐
Laptop or netbook	☐	☐	☐	☐	☐
Smart TV	☐	☐	☐	☐	☐
Gaming system	☐	☐	☐	☐	☐
GPS tracking or tags	☐	☐	☐	☐	☐
Virtual reality headset	☐	☐	☐	☐	☐
Augmented reality glasses	☐	☐	☐	☐	☐
Voice-activated assistant	☐	☐	☐	☐	☐
Wearables for activity tracking	☐	☐	☐	☐	☐
Internet connected fitness equipment	☐	☐	☐	☐	☐
Smart home technology	☐	☐	☐	☐	☐
Smart appliances	☐	☐	☐	☐	☐
Other	☐	☐	☐	☐	☐

5. Do you use any of your devices to help you with the following? (select all that apply)

- ☐ Getting rides to and from places
- ☐ Getting groceries or household items delivered
- ☐ Staying in touch with family and friends
- ☐ Applying for benefits or other resources
- ☐ Managing daily tasks like cleaning and chores
- ☐ Tracking appointments or keeping reminders
- ☐ Watching video media
- ☐ Reading text media
- ☐ Listening to podcasts, radio, and/or music
- ☐ Social media
- ☐ Games and digital puzzles
- ☐ Applying for jobs, gig work or income sources
- ☐ Staying active or fit
- ☐ Getting engaged with community activities
- ☐ Keeping healthy, tracking health conditions, tracking medications, or diagnoses
- ☐ Brain health or preventing cognitive decline
- ☐ Accessing healthcare services
- ☐ Other _____

6. Do you have anyone in your personal life that you ask for help using technologies such as devices or apps? If so, are they... (select all that apply)

- ☐ Family
- ☐ Friends
- ☐ Neighbors
- ☐ Community members
- ☐ Hired help
- ☐ Online communities such as help forums or talking through video chat
- ☐ Other _____
- ☐ I do not have helpers or caregivers

7. Do your helpers or caregivers live nearby or far away?

- ☐ They live with me
- ☐ Very close, they live in the same neighborhood / same city
- ☐ Somewhat close, they live within drivable distance
- ☐ Not very close, a long drive or a flight away
- ☐ Not close at all

8. Do you share any of your account logins or passwords with your helpers or caregivers?

- ☐ I do not share any logins or passwords with my helpers,
- ☐ I share some...
- ☐ I share most...
- ☐ I share all...

9. Have any of your helpers or caregivers ever set up a device or app for you?

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ Unsure

10. [If Q9=Yes] Which device(s) or app(s) have your helpers or caregivers set up for you?

11. When setting up new devices, online accounts, or apps...

- › Have you ever given consent for your data to be collected by companies who provide the devices or apps you use?
 - ☐ Yes
 - ☐ No
 - ☐ Maybe
 - ☐ Unsure
- › Has a helper or caregiver ever given consent on your behalf for data to be collected by companies who provide the devices or apps you use?
 - ☐ Yes
 - ☐ No
 - ☐ Maybe
 - ☐ Unsure
- › Has a helper or caregiver ever talked to IT services on your behalf in order to set up a device or account?
 - ☐ Yes
 - ☐ No
 - ☐ Maybe
 - ☐ Unsure
- › Have you ever given personal information (e.g., passwords, SSN) to a helper or caregiver in order to set up a device or app on your behalf?
 - ☐ Yes
 - ☐ No
 - ☐ Maybe
 - ☐ Unsure

12. Have you used any of the AI chatbots below for support, advice, or tasks?

- ☐ ChatGPT (OpenAI)
- ☐ Gemini (Google)
- ☐ Claude (Anthropic)
- ☐ Copilot (Microsoft)
- ☐ Other _____
- ☐ I have not used any AI chatbots.

13. Have you heard of technologies specifically to support aging, independent living, or caregiving sometimes called AgeTech? For example, automated pill dispensers, robots to help with loneliness, apps to support brain health, or others?

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ Unsure

14. [If Q13 = Yes] Where had you previously heard of AgeTech?

- ☐ Family/friend
- ☐ Social media
- ☐ Magazine or newspaper
- ☐ TV or radio
- ☐ Healthcare office or provider
- ☐ Other _____

AgeTech refers to technologies, like those in the previous question, that are designed to support older adults, including wearables, remote monitoring systems, and AI-enabled applications. This technology is aimed at enhancing independence, autonomy, aging with dignity, and supportive connection with caregivers.

The next questions are about some examples of AgeTech that are in development.

15. AgeTech Example #1: AffectionConnection

AffectionConnection is a software platform that simplifies technology for older adults and allows connection to caregivers. The app transforms standard smartphones, tablets, and smart TVs into a caregiving device tailored for older adults. It features an AI “companion” named Alfie that can engage in conversation, health check-ins, reminders, and entertainment. Alfie can auto-answer calls, suggest activities, and schedule routines for medication, meals, and wellness checks. Family members and caregivers can monitor and set wellness routines through Alfie, and “look in” through a camera on the smart TV without disturbing the older adult.

AffectionConnection	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
I would feel comfortable using this technology.					
This technology respects the privacy of older adults.					
I would consider purchasing this AgeTech for myself.					
I would like to receive this AgeTech as a gift.					
I would use this AgeTech if it were covered by Medicare, insurance, or other reimbursement processes.					
I would be interested in knowing more about this company’s products and services.					
I would trust this product to protect older adult users against fraud.					
I would trust my caregiver to use the caregiver features in a way I would be comfortable with.					
Other thoughts on this AgeTech?					

16. AgeTech Example #2: Power Pill

Power Pill is a medication management solution combining a smart pill dispenser, a companion mobile app, and 24/7 support. The dispenser, about the size of a coffee maker, can store up to 90 days of medication across up to 10 different types (i.e., slots or channels). When it's time to take medication, the device lights up and sends an alert—by pressing one button, the device sorts and dispenses the correct dose. The app enables setting schedules and reminders, as well as caregiver monitoring such as alerts for missed or late doses.

Power Pill	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
I would feel comfortable using this technology.					
This technology respects the privacy of older adults.					
I would consider purchasing this AgeTech for myself.					
I would like to receive this AgeTech as a gift.					
I would use this AgeTech if it were covered by Medicare, insurance, or other reimbursement processes.					
I would be interested in knowing more about this company's products and services.					
I would trust this product to protect older adult users against fraud.					
I would trust my caregiver to use the caregiver features in a way I would be comfortable with.					
Other thoughts on this AgeTech?					

17. AgeTech Example #3: FinWisdom AI

FinWisdom is an app which uses AI to automate budgeting, investing, and bill payments. It’s also a safeguard against financial exploitation—it can alert the user and caregivers co-managing the account to unusual transactions, subscription renewals, missed bills, or sudden spending changes. Users can activate FinWisdom’s voice mode to answer questions like, “What’s my bank balance today”? instead of complex app navigation. Caregivers can use FinWisdom’s reports to coordinate with social workers or family members about the older person’s financial health.

FinWisdom AI	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
I would feel comfortable using this technology.					
This technology respects the privacy of older adults.					
I would consider purchasing this AgeTech for myself.					
I would like to receive this AgeTech as a gift.					
I would use this AgeTech if it were covered by Medicare, insurance, or other reimbursement processes.					
I would be interested in knowing more about this company’s products and services.					
I would trust this product to protect older adult users against fraud.					
I would trust my caregiver to use the caregiver features in a way I would be comfortable with.					
Other thoughts on this AgeTech?					

18. AgeTech Example #4: Pocket Pal

Pocket Pal is a mobile and web application designed to help older adults manage and reduce daily expenses, with multiple features that collect and analyze the users' personal data. The Medication Cost Finder collects user prescription medication names to compare prices and suggest generics or alternatives. The Grocery Savings feature collects user shopping habits and location data to personalize and aggregate coupons and discounts from local stores. Caregivers utilize the companion features of Pocket Pal to assist the older adult. These features allow a caregiver to be authorized to remotely set up and manage the user's prescription list and preferred pharmacies, receive alerts for refills and appointments, and review savings data.

Pocket Pal	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
I would feel comfortable using this technology.					
This technology respects the privacy of older adults.					
I would consider purchasing this AgeTech for myself.					
I would like to receive this AgeTech as a gift.					
I would use this AgeTech if it were covered by Medicare, insurance, or other reimbursement processes.					
I would be interested in knowing more about this company's products and services.					
I would trust this product to protect older adult users against fraud.					
I would trust my caregiver to use the caregiver features in a way I would be comfortable with.					
Other thoughts on this AgeTech?					

SURVEY QUESTIONS — CAREGIVERS

1. Do you help, support, or provide care for—such as by helping set up new technology—an individual in your personal life over the age of 55?

☐ Yes, I care for more than one individual for anyone over the age of 55

2. Do you support or provide care for a...?

☐ Family member

☐ Friend

☐ Neighbor

☐ Community member

☐ Other _____

3. How close or far away do you live to the older adult(s) you support or provide care for?

☐ They live with me

☐ Very close, they live in the same neighborhood / same city

☐ Somewhat close, they live within drivable distance

☐ Not very close, a long drive or a flight away

☐ Not close at all

4. Which devices do you personally own? (select all that apply)

☐ Cell phone (e.g., non-smart phone like a flip phone)

☐ Smartphone

☐ Tablet

☐ E-reader (e.g., Kindle or Kobo)

☐ Desktop computer or PC

☐ Laptop or netbook

☐ Smart TV (e.g., TV connected to the internet with apps like Netflix)

☐ Wearables for activity tracking (e.g., Fitbit)

☐ Smart home technology (e.g., doorbell cameras or internet-connected thermostats)

☐ Smart appliances (e.g., smart fridges, Roomba vacuums, or smart coffee makers)

☐ Other _____

☐ None of the above

5. How often do you use these devices to help you with supporting or providing care for your older adult(s)?

Device	Several Times A Day	Once A Day	Several Times	Once A Week	Less Often	Never
Cell phone	☐	☐	☐	☐	☐	☐
Smartphone	☐	☐	☐	☐	☐	☐
Tablet	☐	☐	☐	☐	☐	☐
E-reader	☐	☐	☐	☐	☐	☐
Desktop computer or PC	☐	☐	☐	☐	☐	☐
Laptop or netbook	☐	☐	☐	☐	☐	☐
Smart TV	☐	☐	☐	☐	☐	☐
Wearables for activity tracking	☐	☐	☐	☐	☐	☐
Smart home technology	☐	☐	☐	☐	☐	☐
Smart appliances	☐	☐	☐	☐	☐	☐
Other	☐	☐	☐	☐	☐	☐

6. Do you use any of your devices, or any websites or apps, to help you with supporting or caring for your older adult(s)? (select all that apply)

- ☐ Getting rides to and from places for them
- ☐ Getting groceries or household items delivered for them
- ☐ Managing daily tasks like cleaning and chores
- ☐ Tracking appointments or keeping reminders
- ☐ Entertainment and games for them
- ☐ Helping them stay active or fit
- ☐ Getting them engaged with community activities
- ☐ Working on their health or keeping them healthy
- ☐ Tracking their specific conditions or health diagnoses
- ☐ Accessing healthcare services for them
- ☐ Keeping them safe at home
- ☐ Other _____

7. How often do you...

- › Help your older adult(s) set up new devices or install new apps on their devices?
 - ☐ Always
 - ☐ Often
 - ☐ Sometimes
 - ☐ Never
 - ☐ Unsure

- › Read the privacy policy when setting up a device or app for your older adult(s)?
 - ☐ Always
 - ☐ Often
 - ☐ Sometimes
 - ☐ Never
 - ☐ Unsure

- › Understand what data is being collected by your devices and apps?
 - ☐ Always
 - ☐ Often
 - ☐ Sometimes
 - ☐ Never
 - ☐ Unsure

- › Feel the devices and apps you use help you to support your older adult(s)?
 - ☐ Always
 - ☐ Often
 - ☐ Sometimes
 - ☐ Never
 - ☐ Unsure

- › Unsure Use devices or apps with artificial intelligence (AI) for caregiving support or tasks?
 - ☐ Always
 - ☐ Often
 - ☐ Sometimes
 - ☐ Never
 - ☐ Unsure

8. Which devices or apps have you set up for the older adult(s) you provide care for?

9. To your knowledge, have you ever given consent on behalf of your older adult(s) for a device or app to use their data, so they could have access to the device or app features or functions?

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ Unsure

10. Do you know or keep any account logins or passwords for the older adult(s) you support or care for?

- ☐ I do not keep any account logins or passwords for them
- ☐ I keep some...
- ☐ I keep most...
- ☐ I keep all...

11. To your knowledge, has an older adult you support or care for ever wanted to undo or take back consent for data sharing on device or app?

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ Unsure

12. Have you used any of the AI chatbots below for support, advice, or tasks in your role as a caregiver for your older adult(s)?

- ☐ ChatGPT (OpenAI)
- ☐ Gemini (Google)
- ☐ Claude (Anthropic)
- ☐ Copilot (Microsoft)
- ☐ Other _____
- ☐ I have not used any AI chatbots.

13. Have you heard of technologies specifically to support aging, independent living, or caregiving (sometimes called AgeTech)? For example, automated pill dispensers, robots to help with loneliness, apps to support brain health, or others?

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ Unsure

[If Q13 = Yes] Where had you previously heard of AgeTech?

- ☐ Family/friend
- ☐ Social media
- ☐ Magazine or newspaper
- ☐ TV or radio
- ☐ Healthcare office or provider
- ☐ Other _____

AgeTech refers to technologies, like those in the previous question, that are designed to support older adults, including wearables, remote monitoring systems, and AI-enabled applications. This technology is aimed at enhancing independence, autonomy, aging with dignity, and supportive connection with caregivers.

The next questions are about some examples of AgeTech that are in development.

14. AgeTech Example #1: AffectionConnection

AffectionConnection is a software platform that simplifies technology for older adults and allows connection to caregivers. The app transforms standard smartphones, tablets, and smart TVs into a caregiving device tailored for older adults. It features an AI “companion” named Alfie that can engage in conversation, health check-ins, reminders, and entertainment. Alfie can auto-answer calls, suggest activities, and schedule routines for medication, meals, and wellness checks. Family members and caregivers can monitor and set wellness routines through Alfie, and “look in” through a camera on the smart TV without disturbing the older adult.

AffectionConnection	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
I would feel comfortable using this technology as a caregiver.					
This technology respects the privacy of older adults.					
This technology respects the privacy of caregivers.					
I would like to use this AgeTech to help me care for my older adult/s.					
I would use this AgeTech if it were covered by Medicare, insurance, or other reimbursement processes.					
I would be interested in knowing more about this company’s products and services.					
I would trust this product to protect older adult users against fraud.					
Those I care give for would trust me to use the caregiver features in the AgeTech in their best interests.					
Other thoughts on this AgeTech?					

15. AgeTech Example #2: Power Pill

Power Pill is a medication management solution combining a smart pill dispenser, a companion mobile app, and 24/7 support. The dispenser, about the size of a coffee maker, can store up to 90 days of medication across up to 10 different types (i.e., slots or channels). When it's time to take medication, the device lights up and sends an alert – by pressing one button, the device sorts and dispenses the correct dose. The app enables setting schedules and reminders, as well as caregiver monitoring such as alerts for missed or late doses.

Power Pill	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
I would feel comfortable using this technology as a caregiver.					
This technology respects the privacy of older adults.					
This technology respects the privacy of caregivers.					
I would like to use this AgeTech to help me care for my older adult/s.					
I would use this AgeTech if it were covered by Medicare, insurance, or other reimbursement processes.					
I would be interested in knowing more about this company's products and services.					
I would trust this product to protect older adult users against fraud.					
Those I care give for would trust me to use the caregiver features in the AgeTech in their best interests.					
Other thoughts on this AgeTech?					

16. AgeTech Example #3: FinWisdom AI

FinWisdom is an app which uses AI to automate budgeting, investing, and bill payments. It's also a safeguard against financial exploitation—it can alert the user and caregivers co-managing the account to unusual transactions, subscription renewals, missed bills, or sudden spending changes. Users can activate FinWisdom's voice mode to answer questions like, "What's my bank balance today?" instead of complex app navigation. Caregivers can use FinWisdom's reports to coordinate with social workers or family members about the older person's financial health.

FinWisdom AI	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
I would feel comfortable using this technology as a caregiver.					
This technology respects the privacy of older adults.					
This technology respects the privacy of caregivers.					
I would like to use this AgeTech to help me care for my older adult/s.					
I would use this AgeTech if it were covered by Medicare, insurance, or other reimbursement processes.					
I would be interested in knowing more about this company's products and services.					
I would trust this product to protect older adult users against fraud.					
Those I care give for would trust me to use the caregiver features in the AgeTech in their best interests.					
Other thoughts on this AgeTech?					

17. AgeTech Example #4: Pocket Pal

Pocket Pal is a mobile and web application designed to help older adults manage and reduce daily expenses, with multiple features that collect and analyze the users' personal data. The Medication Cost Finder collects user prescription medication names to compare prices and suggest generics or alternatives. The Grocery Savings feature collects user shopping habits and location data to personalize and aggregate coupons and discounts from local stores. Caregivers utilize the companion features of Pocket Pal to assist the older adult. These features allow a caregiver to be authorized to remotely set up and manage the user's prescription list and preferred pharmacies, receive alerts for refills and appointments, and review savings data.

PocketPal	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
I would feel comfortable using this technology as a caregiver.					
This technology respects the privacy of older adults.					
This technology respects the privacy of caregivers.					
I would like to use this AgeTech to help me care for my older adult/s.					
I would use this AgeTech if it were covered by Medicare, insurance, or other reimbursement processes.					
I would be interested in knowing more about this company's products and services.					
I would trust this product to protect older adult users against fraud.					
Those I care give for would trust me to use the caregiver features in the AgeTech in their best interests.					
Other thoughts on this AgeTech?					

