

(APP)ROPRIATE AT ANY AGE

TECH SAVVY SENIORS ON THE RISE IN CANADA

HomEquity Bank is on the frontlines when it comes to working with Canadian seniors. Our average client is aged 72 and, contrary to popular belief, online and digital usage among seniors is rapidly increasing. Previously, HomEquity Bank received almost all inquiries through a call centre. Now, 90 per cent come through our website – we predict this will only continue to grow.

According to *ComScore*, Boomers are more likely than other generations to own and consume content on tablets – we've seen this firsthand with 19 per cent of HomEquity Bank site-visits originating from tablets. 42 per cent of these site visits come from desktop users and 39 per cent are through mobile.

HomEquity Bank clients are spending more and more time using online and mobile apps. We talked to the experts and compiled the data to outline other popular apps that signal a booming trend: tech-savviness among seniors is on the rise in Canada.



Airbnb

This home-sharing service, available online or through a mobile or tablet, allows users to monetize their extra space. Recent media shows this growing Airbnb trend.



Goodreads

A social media site for users to share reading lists and reviews with others – popular among the book clubbers.



TuneIn Radio

Listen to live sports, commercial-free music and 24/7 news coverage to podcasts and audiobooks from around the world through this easy to use application.



Pillboxie

Managing multiple medications throughout the day can be a challenge – Pillboxie, a visual med-reminder app, helps seniors keep track of all their medications.



Blood Pressure Monitor – Family Lite

Turn your smartphone or tablet into a personal blood pressure and weight monitoring device with this app. This tool tracks your health and medical readings, making them easy to share with your healthcare provider.