

Older Mobile Users Adopt Tablets Around the World

App download rates, however, remain lower

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Tablets have reached far beyond the ranks of early adopters and into the hands of older mobile adults across mature markets, according to research from [Deloitte](#).

July 2013 research across several mature markets found varying levels of tablet ownership among mobile phone users, ranging from just 12% in Japan to 53% in Singapore. But in most cases, a breakout of mobile users ages 55 and older were within 10 percentage points of the average rate of tablet ownership in their respective countries.

And in a few places—Japan, Finland and South Korea—tablet ownership among over-55s vs. the total population was at or almost at parity. In Singapore, it was even higher.

Mobile Phone Users in Mature Markets Who Own a Tablet, by Age, July 2013

% of respondents

	55+	Total
Singapore	57%	53%
Netherlands	37%	42%
Spain	29%	39%
UK	28%	36%
US	25%	31%
France	23%	30%
Belgium	22%	30%
South Korea	19%	22%
Germany	15%	21%
Finland	20%	20%
Japan	10%	12%

Source: Deloitte, "The State of the Global Mobile Consumer 2013: Divergence Deepens" conducted by Ipsos MORI, Nov 20, 2013

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Tablet penetration among these older users does not seem to be a sign of an overall increase in mobile-savviness to match the average. When Deloitte asked smartphone users about whether they had ever downloaded an app, for example, those ages 55 and up were significantly more likely than average to say they never had.

Smartphone Users in Mature Markets Who Have Never Downloaded an App, by Age, July 2013

% of respondents

	55+	Total
Germany	32%	20%
France	32%	19%
Belgium	30%	19%
Finland	34%	17%
UK	29%	15%
Netherlands	25%	11%
Spain	22%	10%
US	17%	10%
Japan	21%	9%
South Korea	16%	6%
Singapore	18%	5%

Source: Deloitte, "The State of the Global Mobile Consumer 2013: Divergence Deepens" conducted by Ipsos MORI, Nov 20, 2013

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In Finland, the Netherlands, Spain, Japan, South Korea and Singapore, smartphone users ages 55 and older were at least twice as likely as the average to have never downloaded an app, and in no mature market studied were app adoption rates even.

Source: <http://www.emarketer.com/Article/Older-Mobile-Users-Adopt-Tablets-Around-World/1010498#Du22ygD1LepsF1JU.99>