



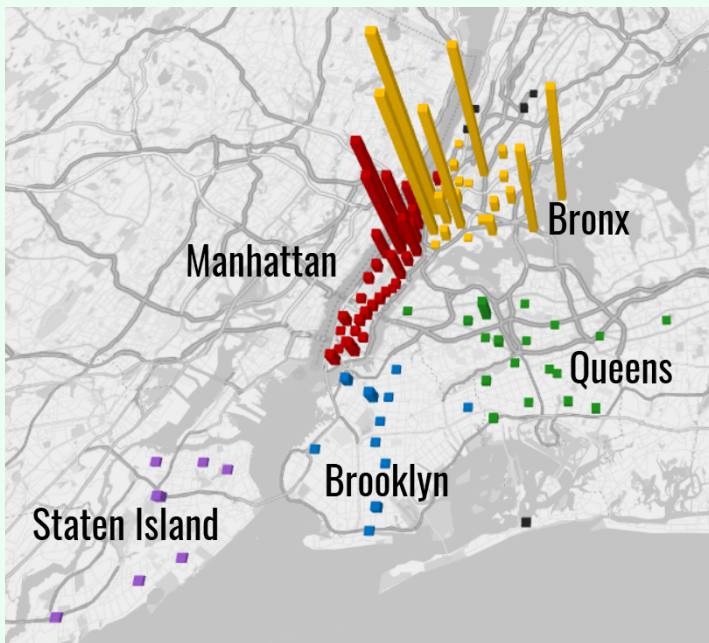
# DIGITAL CAPACITY-BUILDING

## The Need to Increase Tech-Readiness Among New York's Senior Population

### Why PSS Cares About Digital Capacity Among NYC Seniors

Using personal technology is no longer optional for navigating life in the 22nd century. However, for many older persons, technology can be confusing to understand, expensive to own, daunting to navigate, and seemingly impossible to keep pace with as new advancements are continually introduced. Many older adults are being left behind in a way that can be detrimental to their well-being (emotionally, financially, and even physically).

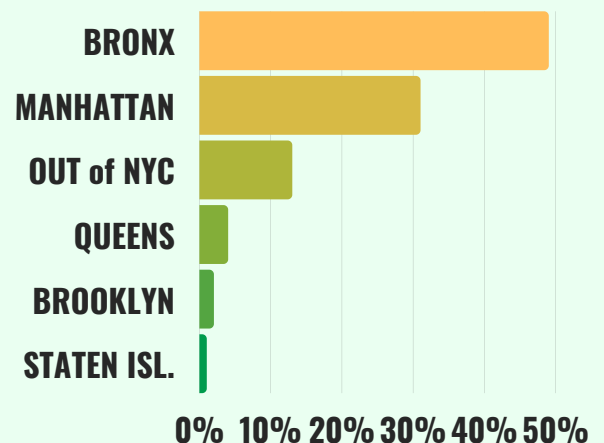
PSS (Presbyterian Senior Services) conducted a survey of our constituents, across all five NYC Boroughs and beyond. 845 women and men responded.



The map above shows relative response rate based on actual zip code. For the sake of size and scale, we are not displaying responses from outside NYC.

### LOCATIONS

The location response is consistent with what we expected, as far as local seniors. What surprised us is that 12% of our reach is outside the NYC area. Our Coming of Age and PSS Life! University programs serve people all over the country.

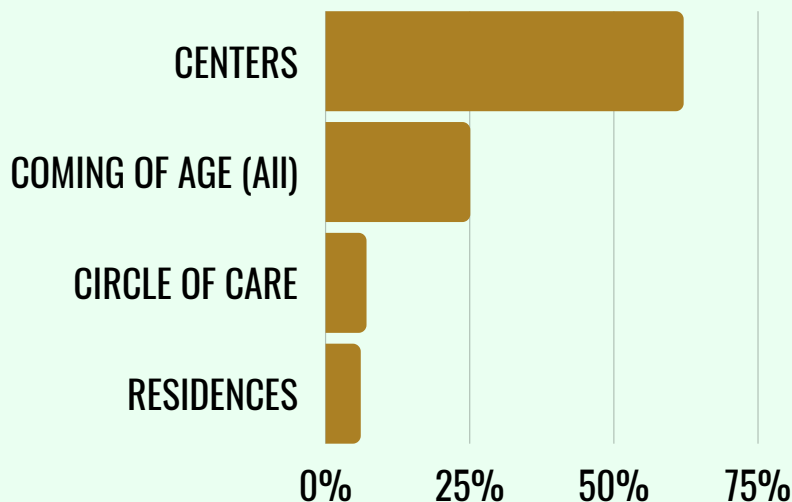




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## PSS PROGRAMS

Below is a chart of PSS responders, based on program area. Our Center and residence responders are primarily lower-income persons.

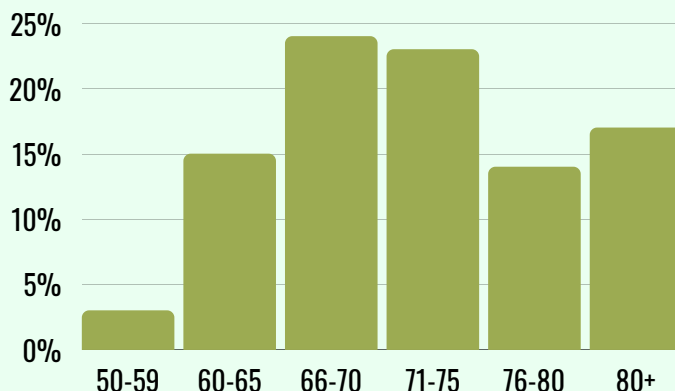
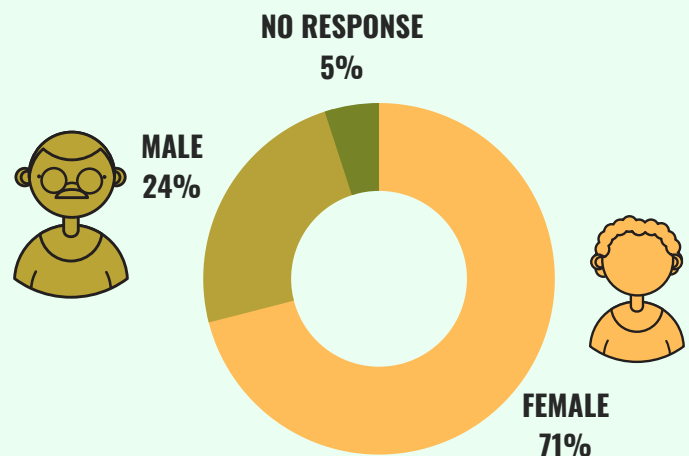


PSS runs 10 **Centers**, 7 in the Bronx and 3 in Manhattan. We also run 2 **residences**, our Grandparent Family Apartment is the first of its kind in the USA.

Our **Coming of Age** program serves "active agers" with online learning. **Circle of Care** serves caregivers of those with memory loss and dementia.

## GENDER

The Gender profile is consistent with our known audience of persons we serve.



## AGE DISTRIBUTION

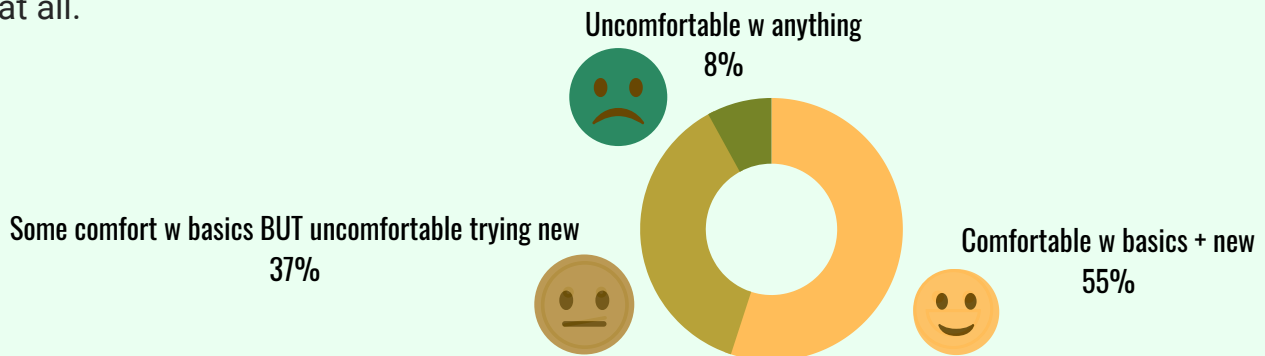
We gained new insights into the older persons we serve. We were pleased and interested to see that we had so many in the 80+ age group. It speaks to the willingness and ability of people, of all ages, to learn and use technology.



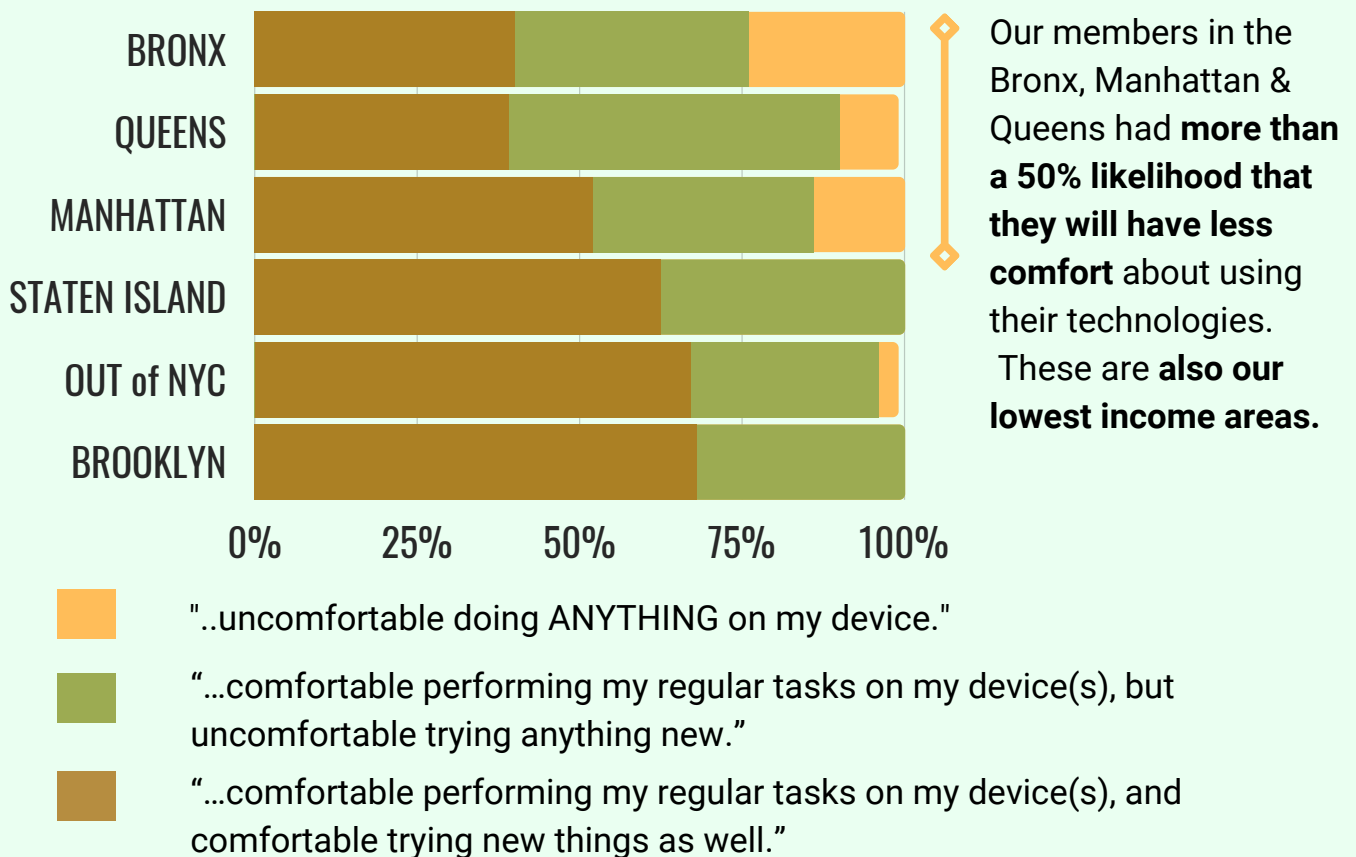
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## PERCEIVED ABILITY AND ACTUAL FEELINGS OF CONFIDENCE

While 55% reported an ability to perform basic tech functions, **nearly HALF also reported feelings of discomfort** trying new things or even actually doing anything at all.



Looking into the same data above, by Borough location, we see more striking trends...



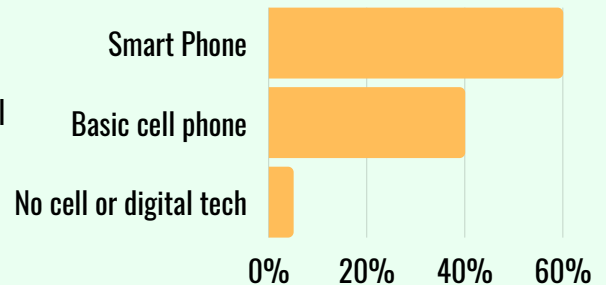


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## TYPE of TECH USED

In the Bronx and upper Manhattan...

- Overall, 60% have “smartphones” but 40% still have just a basic call/text phone (most of those with older tech are in the low-income areas). 5% still have no tech or use a landline phone.
- Few have laptops or desktops and fewer still have wearable devices or home “assistants”.



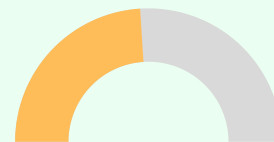
## HOW TECHNOLOGY IS USED:



- There is a strong correlation between location (and relative income) and tech usage. Responders in the Bronx and upper Manhattan (**low-income areas**) had **lower use of more complex functions**.
- There are significant disparities between our Center members and the remainder of our constituents ...
  - Non-Center constituents are using email, web searching, video meetings and other higher-level functions 3x more than Center members.
  - Center members use of smart phones is limited to mainly calls and texts.
  - Center members use video mtgs, online shopping or banking less than 15% of the time.

## ACCESS TO THE NET

- In low-income areas more people connect via their cell plans vs personal wifi
- More women have personal wifi than men.



LESS than 50% of our low-income Center members have reliable internet access



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## COMMENTS AND CONCLUSIONS :

- The majority of our responders are from lower-income neighborhoods and therefore we are reflecting the needs of some of New York's more under-served populations.
- While many seniors have access to or even own personal digital devices, many are not using them effectively.
- There is a general lack of ability and confidence among many (especially older) seniors, in using their personal devices.
- The lower the income level there is...
  - less ownership of current personal tech devices (especially PCs)
  - less knowledge of how to use many capabilities of their devices
  - less use of WiFi / more use of cell service to access the internet

## RECOMMENDATIONS:

- Messaging needs to be better delivered to seniors, to help them understand the risks they face by not learning to use newer personal tech, like smartphones.
- Better engagement is needed to then invite them to learn.
- Effective teaching methods need to be employed to deliver the information.

## PSS RESPONSE:

- PSS is investing in both staff and communications to our audiences.
- We have a dedicated bi-lingual Tech Trainer on staff who is focusing first on the communities of greatest need.
- We have two program partners, Candoo Tech and GetSetup, who are providing deeper training and education on topics such as: Using Smartphones (Android/iPhone), Using tablets (Android/iPad), and Using Zoom, among others.
- We are providing language-relevant content as needed.
- We are seeking funding for expansion of this initiative. We want to thank the Mother Cabrini Health Foundation for their support in launching this effort.

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