
Measuring IST Demand - The SeniorWatch Surveys -

senior  watch

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Objectives

**Monitoring the
status-quo**

- **current penetration of IST**
- **awareness of IST products/services**

**Assessing market
potentials**

- **needs that could be met by IST**
- **interest in IST products & services**
- **factors constraining/facilitating the demand for IST products & services**

Technical approach

Measuring
residential/consumer
demand

Older Population Survey (OPS):

- 10 000 respondents aged 50+
- EU-wide survey
- CATI-based telephone interviews

Measuring
institutional
demand

Decision Maker Survey (DMS):

- 500 decision makers
- outpatient care providers
- EU-wide survey
- CATI-based telephone interviews

OPS: Data to be gathered

Current usage

- IT devices in the household
- telephone (fixed/mobile, PSTN/ISDN)
- PC/Internet
- activities PC/Internet is used for
- time spend with IT (actually/development)
- expenses (actual/development)
- attitudes on current usage (e.g. telephone is a luxury or an every day need)

Current potential demand

- interest re online-activities
- interest/knowledge re general purpose IST
- IST-related needs (health status, impairments, problems/inability to use certain media/devices, etc)

OPS: Data to be gathered



Mediating factors

- economic resources
(e.g. income, properties, self assessment)
- social resources
(e.g. social network, communication patterns, availability of support)
- cognitive resources
(experience with IT in private/occupational context, self assessment of skills, etc)
- psychological resources
(acceptance of help, IST relevance for seniors, level of information on IST, perceived hindrances)
- likeliness of usage
(ever thought about, plans to purchase)

OPS: Data to be gathered



Supplementary variables

- socio- demography
(sex, age, martial status, occupational status, age of retirement, educational attainment, etc)
- technical information
(date/time of the interview, local area code, no. of attempts, etc.)

DMS: Data to be gathered

Current usage

- usage of IST services and devices within the organisation
- usefulness/benefits
- problems re implementation/usage

Current potential demand

- care/support services currently offered
- potentials for improvement of service delivery through IST
- awareness /interest in IST
- anticipated risks/problems re IST implementation
- plans re purchasing IST
- anticipated mid range demand

DMS: Data to be gathered

Mediating factors

- corporate vision/strategy
(e.g. explicitly stated, image, role of IST)
- experiences re IST
(e.g. experiences re earlier implementations, skills available within the organisation, training measures)
- legal status
(e.g. for-profit/welfare, type of revenues, decision structure re investments)

Supplementary variables

- technical information
(date/time of the interview, local area code, no. of attempts, etc.)

Outcomes



Descriptive report

- current penetration of IST
- direct/inferred demand estimates
- typology of users
- facilitators/constraints



Data base

- targeted secondary analysis
(e.g. regional disparities, sub-groups)

**Thank you very much for your
attention !**

In case of further questions please contact:

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