

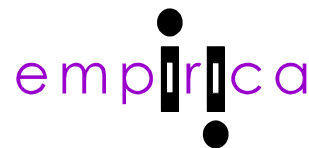


Attitudes, expectations and needs of older people for telehealth:

Results from the European SeniorWatch survey

by

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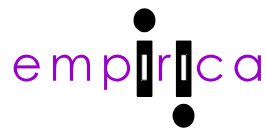
TeleMed `02, London, January 30, 2002

Research context - the overall project

- a market study about the specific Information Society Technology needs of older people
- funded by the EU under the Information Society Technology Programme (1998-2002)



- project consortium:



- subcontractors in Europe, USA and Japan

The user surveys

• Older Population Survey (OPS)

- 9,661 respondents aged 50+
- all 15 European Union Member States
- computer-assisted telephone interviews - CATI
- geographically and socio-demographically stratified random sampling
- summer of 2001

• Decision Maker Survey (DMS)

- 512 decision makers from home care provider organisations across Europe

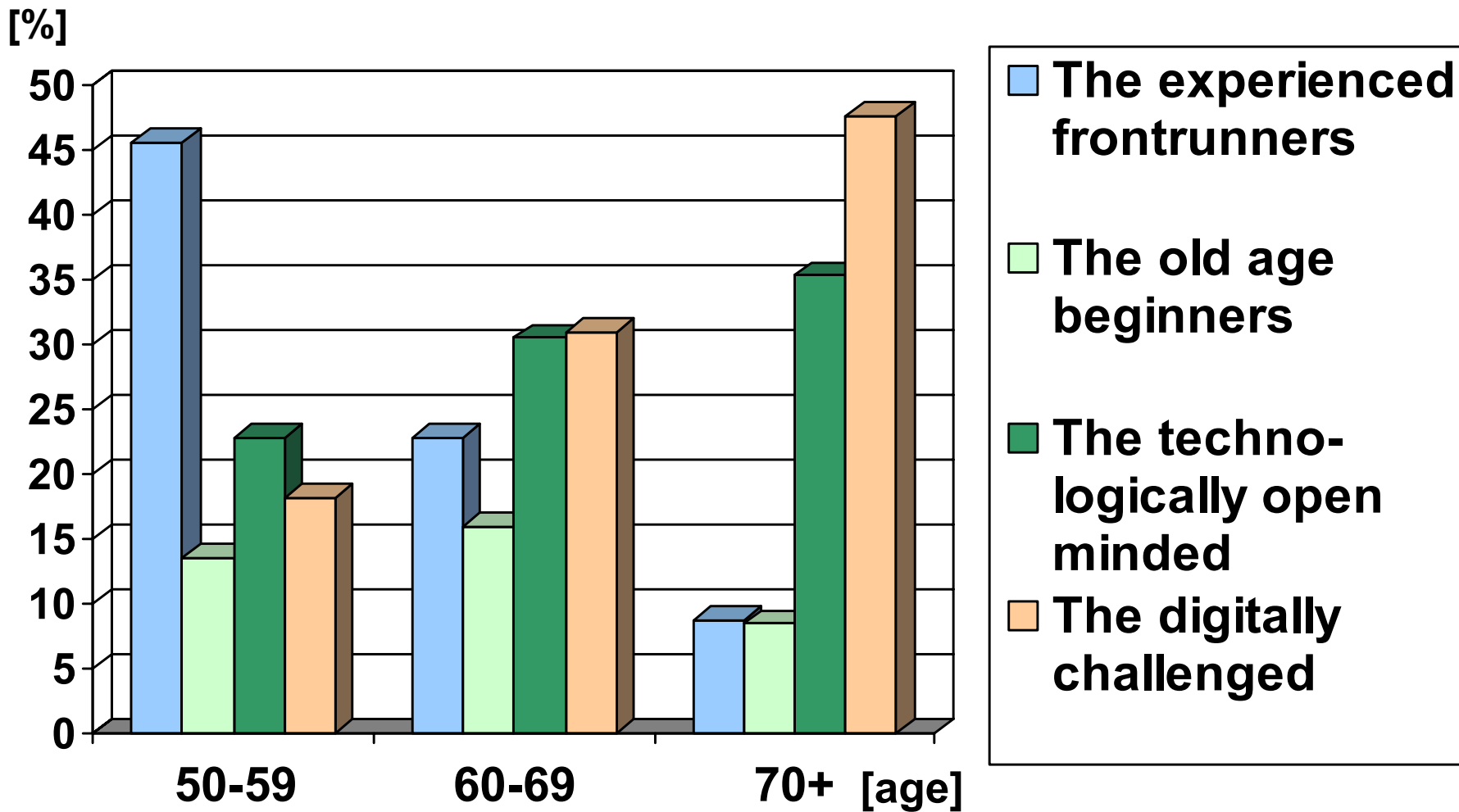
Demography of OPS Respondents

<p>Age:</p> <p>50-59.....36%</p> <p>60-69.....31%</p> <p>70-79.....25%</p> <p>80+.....8%</p>	<p>Household size:</p> <p>one person.....22%</p> <p>two persons.....48%</p> <p>three persons+.....30%</p>
	<p>Type of area:</p> <p>rural/ small town.....65%</p> <p>urban/ suburban.....35%</p>

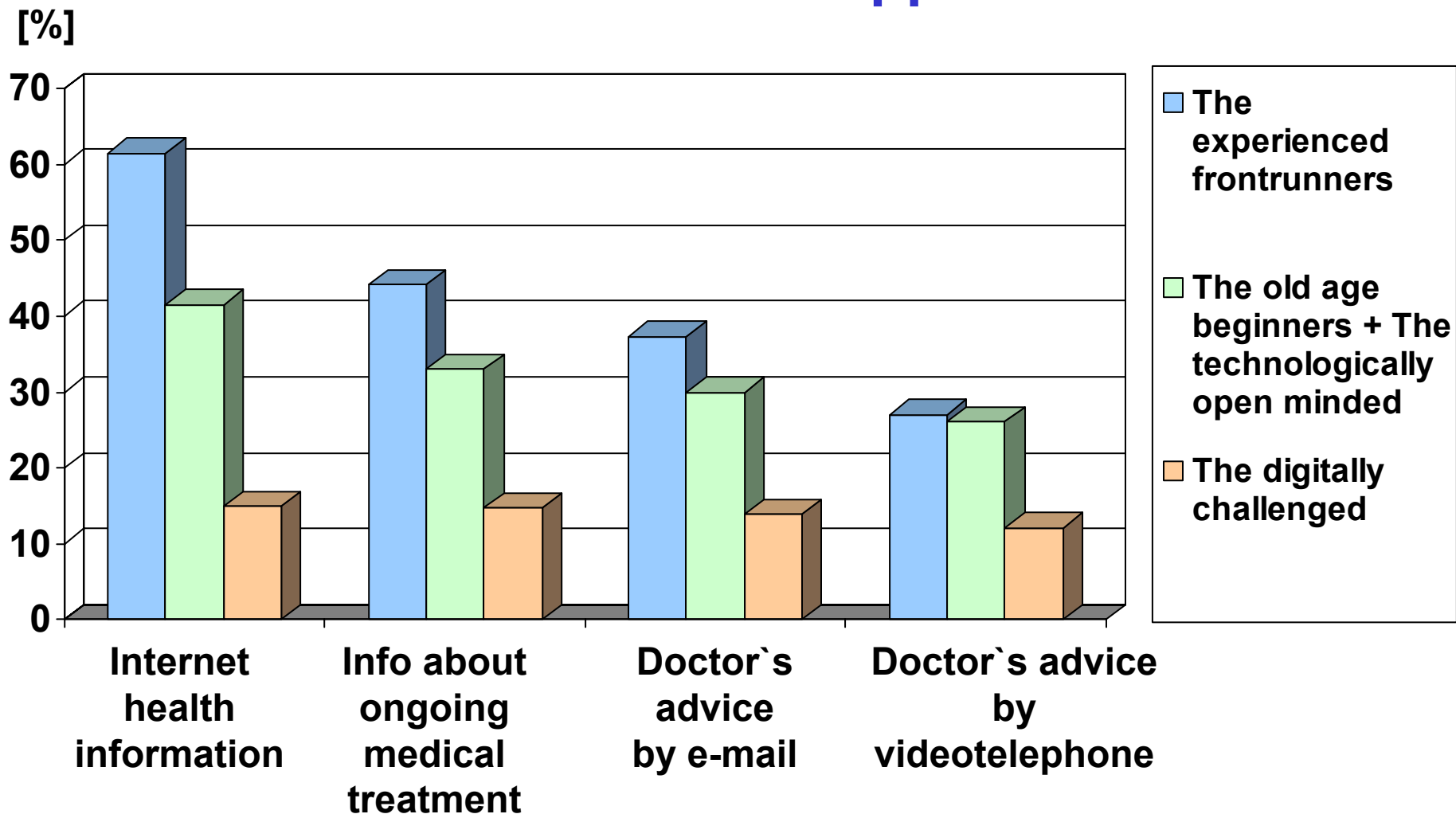
Access to and usage of general purpose ICT applications

<u>Access:</u>	<u>Usage:</u>
Standard TV.....98%	Teletext (on TV).....45%
Cable TV.....30%	
Digital TV.....13%	
Mobile Phone.....48%	Mobile Phone.....42%
PC.....36%	Computer.....27%
Notebook/Laptop.....5%	
Internet.....22%	Internet.....17%

Computer users or ICT interests by age group



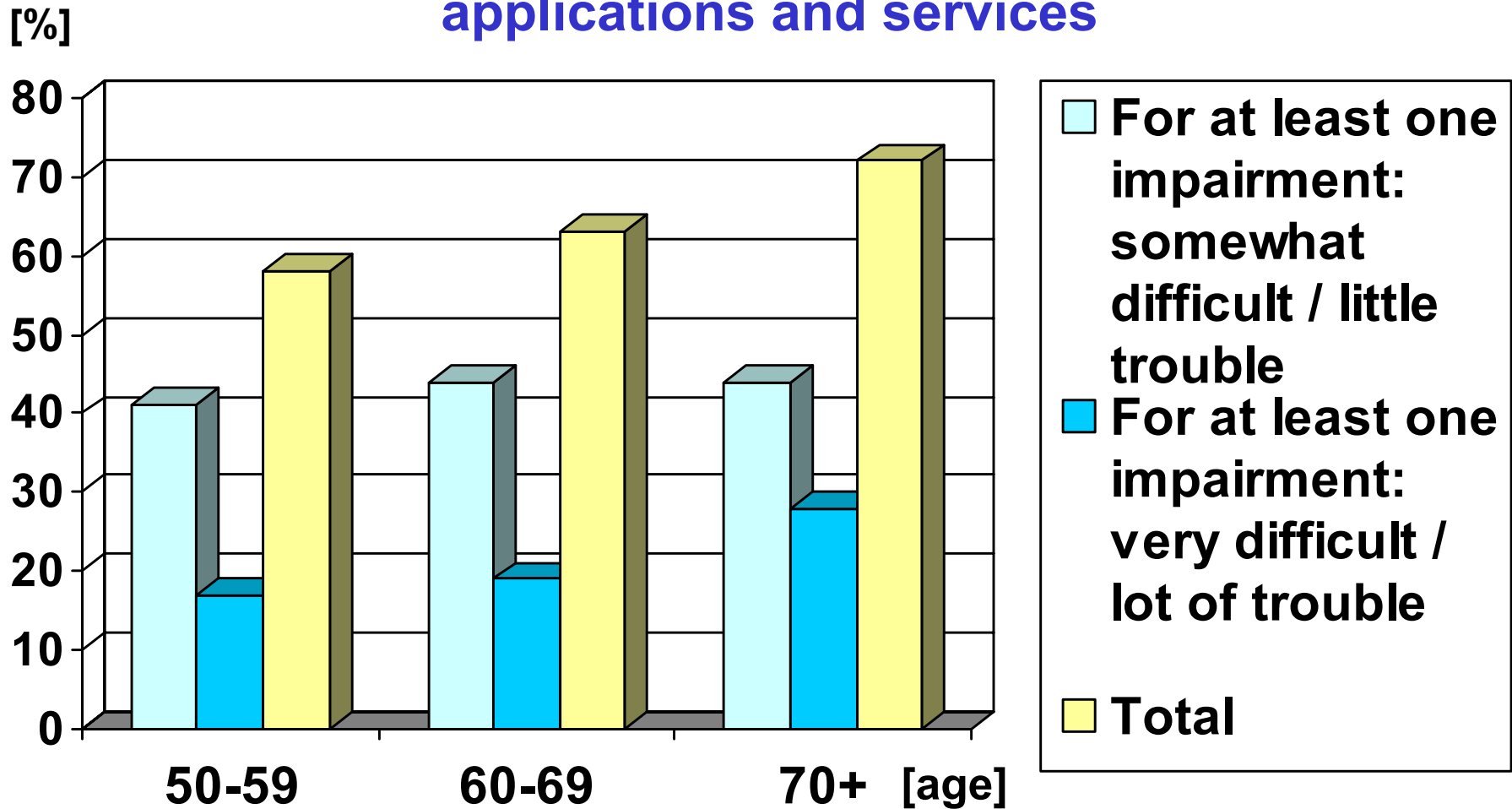
Interest in e-Health applications



Market opportunities for tele-medical services

	Chronically ill citizens		All 50+ citizens
	percent [%]	absolute [million]	percent [%]
The experienced frontrunners	22%	17 m	31%
Old age beginners + technologically open minded	43%	32 m	42%
The digitally challenged	35%	26 m	27%

Prevalence of disabilities: the need to adapt e-Health applications and services



Conclusions

- **40% of the European population of 50+ age (49 m people!) are computer users, 27% have advanced skills and use a PC at least once a week - a vast market for e-Health applications and services**
- **The market will grow substantially as those presently still in work (50 to 60/65 years old) retire**
- **Access media like TV sets, (mobile) phones or services like Teletext need to be explored**
- **User interfaces must allow access for people with various disabilities**
- **Policy measures need to be taken to avoid a "Medical Divide"**

Thank you very much!

Fore more information, visit

www.seniorwatch.de

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