



Are Senior People ready for Telehealth Services ?

Results from the European SeniorWatch survey

Lutz Kubitschke, Tobias Hüsing, Veli N. Stroetmann, Karl A. Stroetmann



Institute for Communications- and Technology Research

Bonn / Germany

Lutz.Kubitschke@empirica.com

ATA 2002, 7th Annual Meeting, Los Angeles, June 4-6, 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
- information gathering through EU-wide representative surveys, country reports, case studies, technology watch

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Methodology

- **9,661 respondents aged 50+**
- **EU-wide random sample (geographically & socio-demographically stratified)**
- **CATI-based telephone interviews during summer 2001**
- **Data weighting according to country size and representative for the EU**

Demography of Respondents

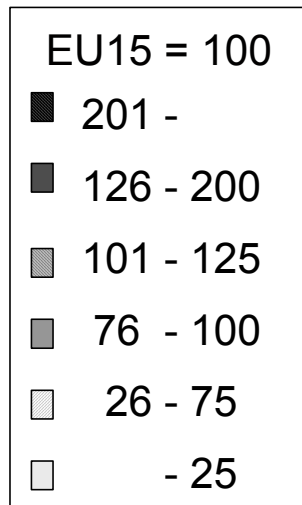
<p>Age:</p> <p>50-59.....36%</p> <p>60-69.....31%</p> <p>70-79.....25%</p> <p>80+.....8%</p>	<p>Household size:</p> <p>one person.....22%</p> <p>two persons.....48%</p> <p>three persons+.....30%</p>
	<p>Type of area:</p> <p>rural/ small town.....65%</p> <p>urban/ suburban.....35%</p>

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%

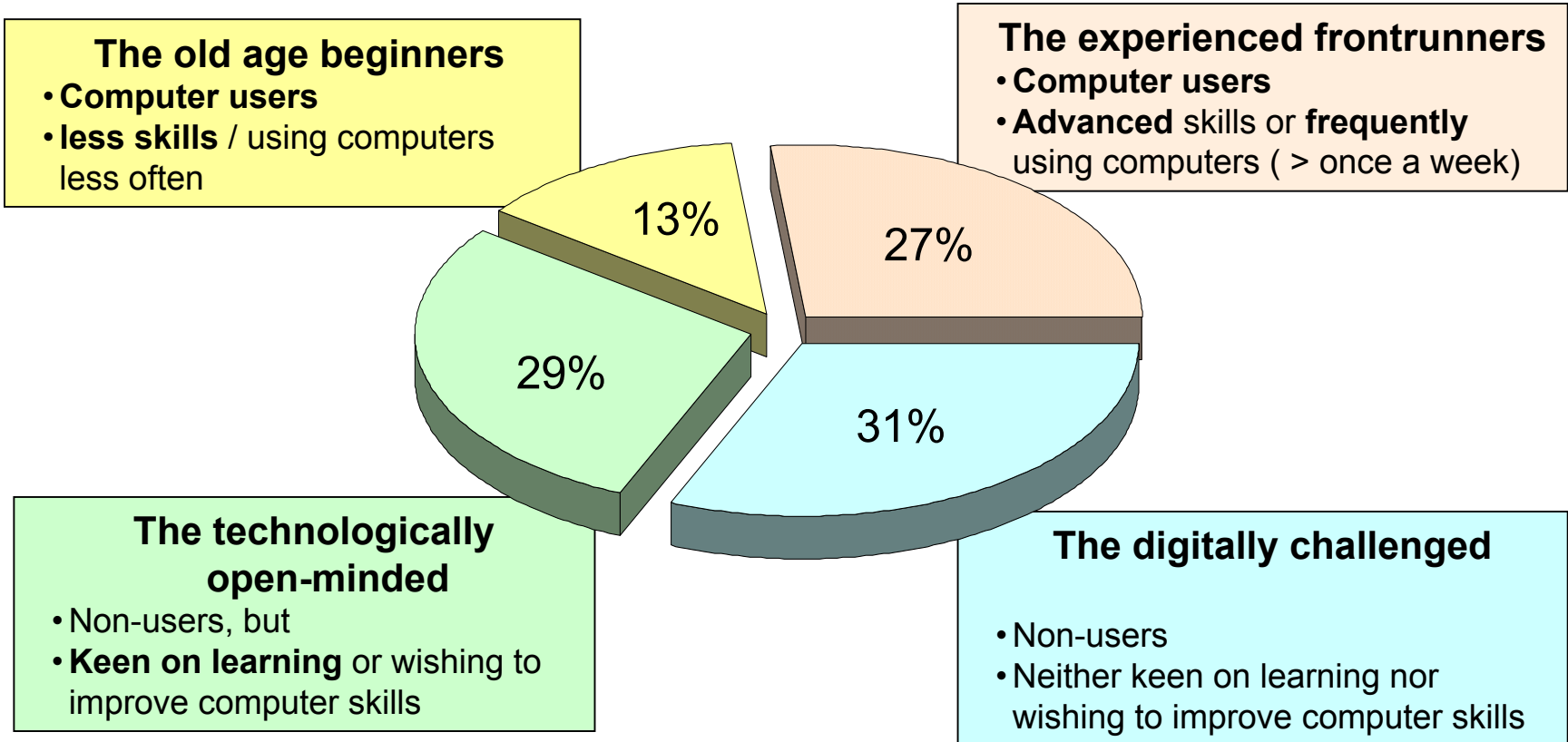
North South Gradient re internet usage

Regular internet users



- shares of internet users among the European older population vary considerably across Europe
- there is a clear north-south gradient regarding regular internet usage

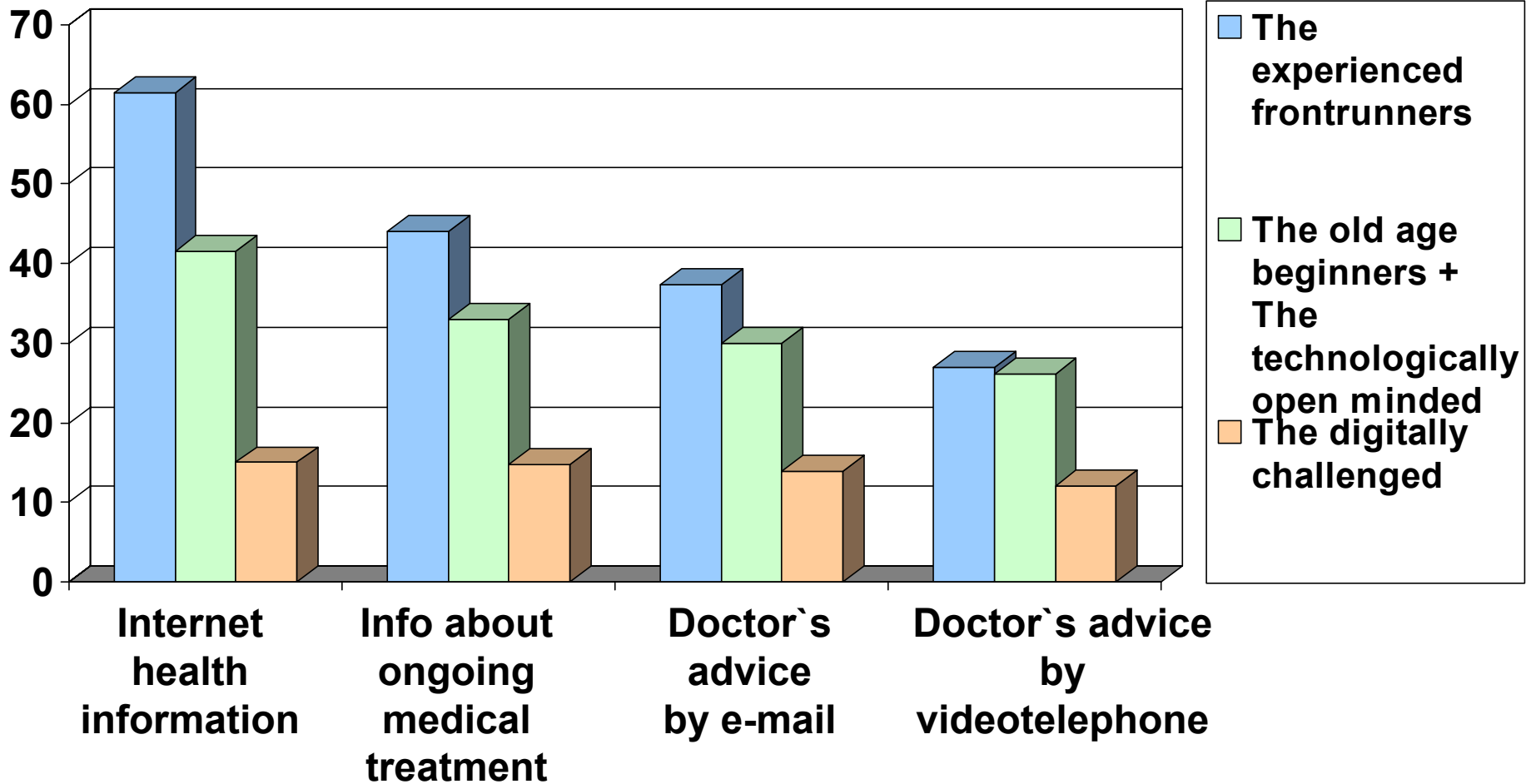
ICT involvement - Older population covers broad spectrum



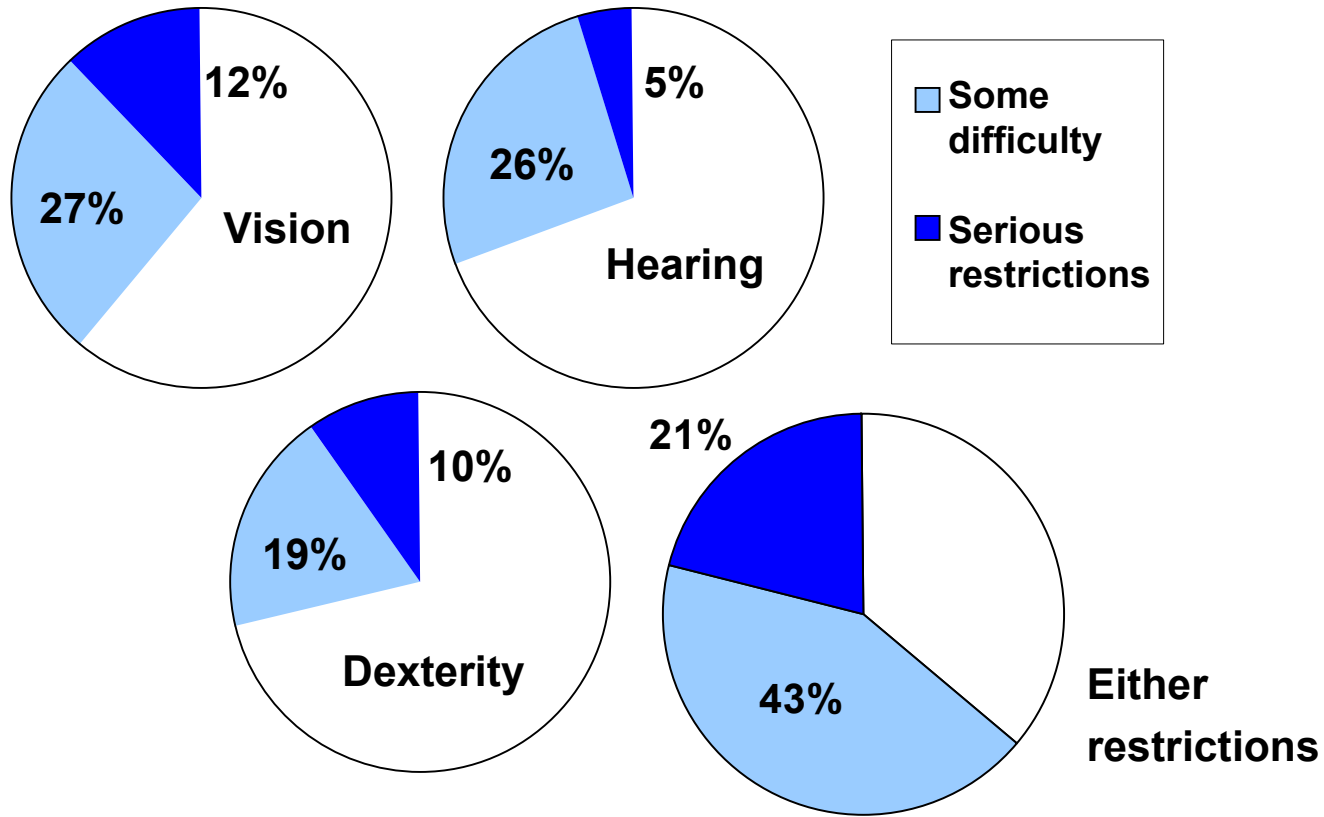
Interest in e-health applications (%) by age and computer literacy

	Interested in:	Health info on the Internet	Info re treatment on PC or TV screen	Doctor's advice by e-mail	Doctor's advice by video-telephone
Total		38	30	27	22
Age	50 - 59	52	39	33	27
	60 - 69	38	31	28	23
	70 - 79	25	20	19	16
	80+	15	18	14	13

Interest in e-Health applications



Functional restrictions - a challenge for user-friendly technologies



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%

Conclusions

- **vast market for e-Health applications and services**
(e.g. 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)
- **market will grow substantially as those presently still in work retire** (e.g. when those currently 50 to 65 retire)
- **diverse access media need to be explored**
(e.g. TV sets, mobile phones, teletext)
- **user interfaces to allow access for disabled people**
(e.g. hearing, visual, dexterity)
- **policy measures required to avoid a "Medical Divide"**
(e.g. awareness, skills, accessibility)

Thank you very much!

Fore more information, visit

www.seniorwatch.de

or contact:

Lutz.Kubitschke@empirica.com