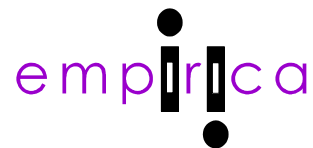

Older People & Technology

- Preliminary results from the SeniorWatch surveys -

by

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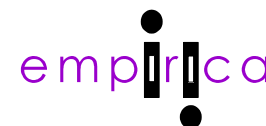
www.seniorwatch.de

Telecommunications: Access for all, November 3-4, 2001

Leuven

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

Research context - the user surveys

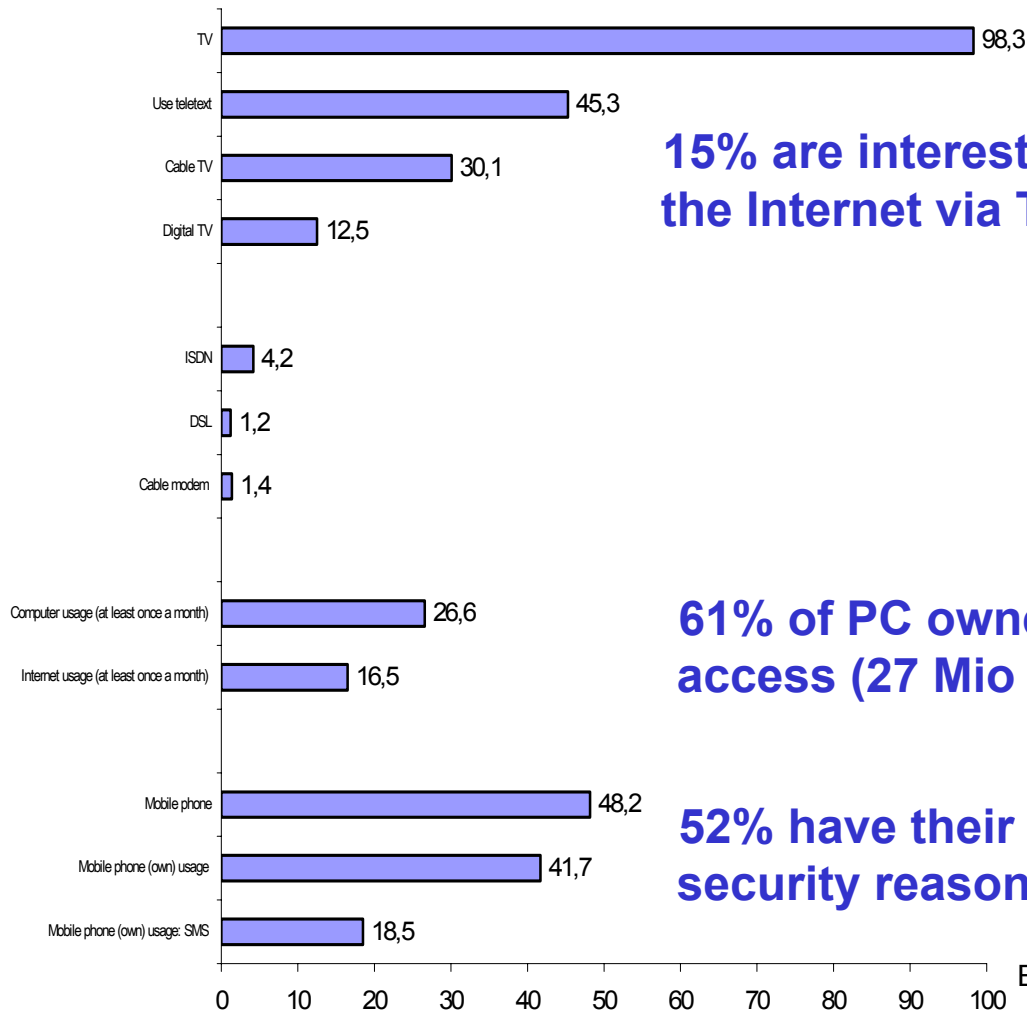
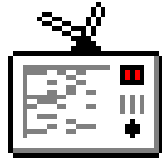
- **Older Population Survey**
(9661 respondents aged 50+ across Europe)

- **Decision Maker Survey**
(512 decision makers from home care provider organisation across Europe)

Contents

- **To what extent do older Europeans currently use IST ?**
- **To what extent can they be expected to demand IST within the next one or two years ?**
- **Which factors have an influence on whether or not IST is used ?**

Main stream IST currently used



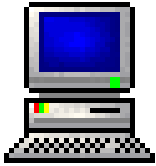
15% are interested in accessing the Internet via TV

61% of PC owners have Internet access (27 Mio people)

52% have their mobile mainly for security reasons

Base: All respondents (N=9661).

Future demand for main stream IST



13% of those who have no computer at home are likely to have one within the next one or two years (9.8 Mio people)

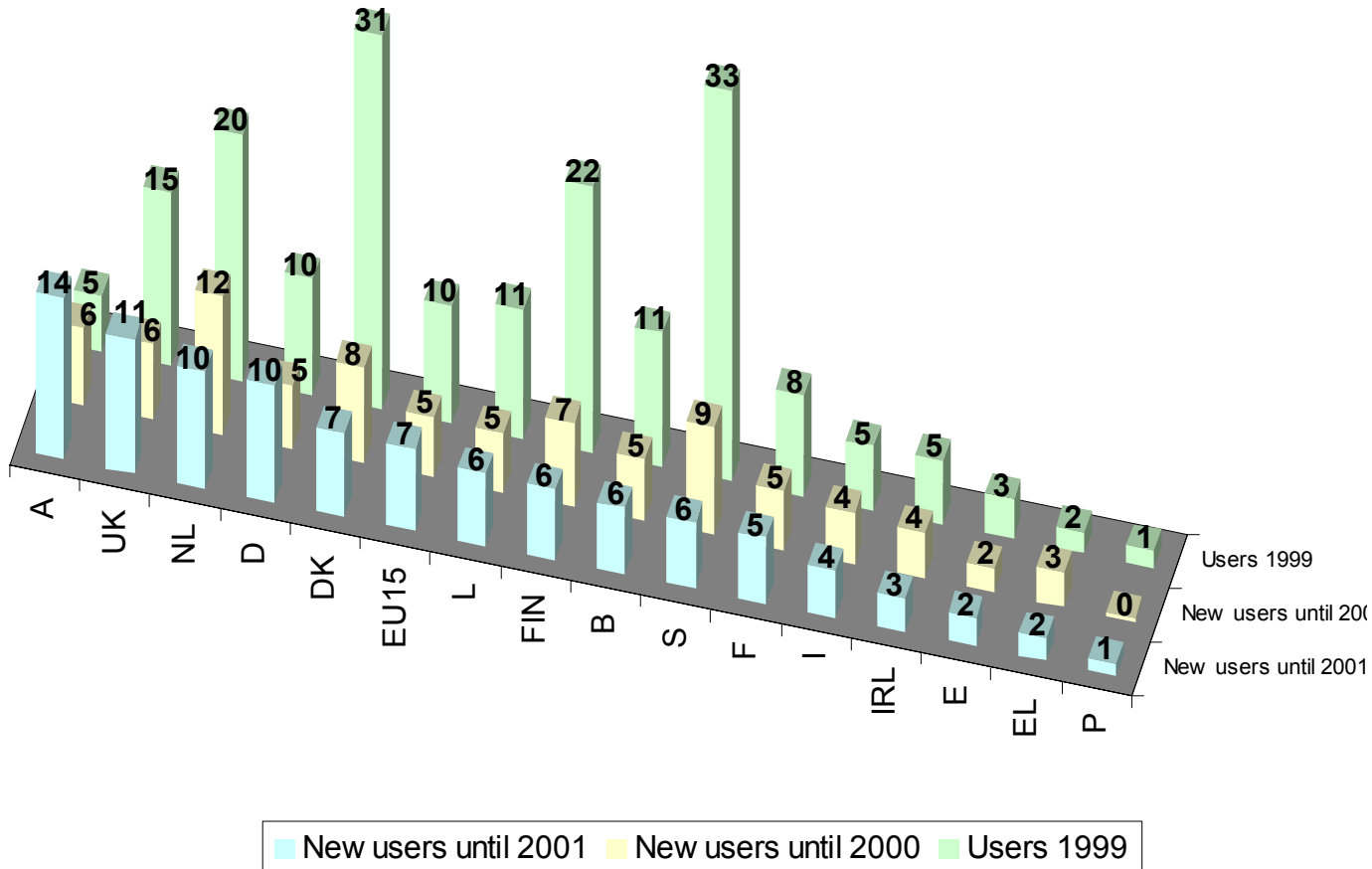


14% of those who have never used the Internet are likely to use it within the next one or two years (11 Mio people)



20% of those who have no mobile phone are likely to have one within the next one or two years (12 Mio people)

Internet users by country



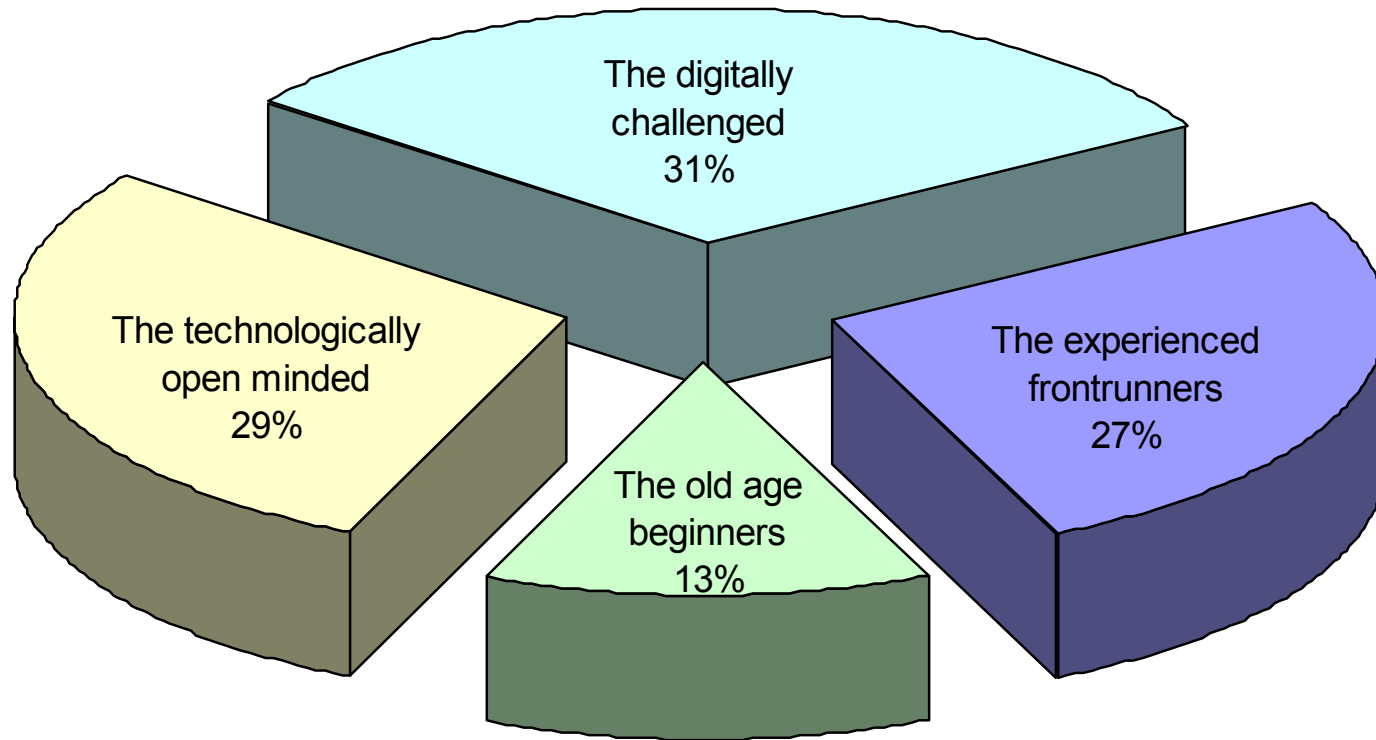
Base: All respondents (N=9661).

Influencing factors - socio-demography

		Internet-access at home Yes	Ever used the Internet Yes	Frequent internet user yes
Age	50 - 59	37.9	38.3	30.0
	60 - 69	19.1	18.3	12.8
	70 - 79	9.8	8.1	5.6
	80+	7.0	6.7	5.2
Gender	female	18.8	16.6	11.2
	male	26.9	28.6	23.1
Occupation	unskilled manual workers and other less well educated worker	11.3	9.9	6.5
	skilled workers and non-manual employees	23.7	21.8	16.1
	well educated non-manual and skilled workers	33.4	33.8	27.6
	managers and professionals	43.3	46.6	36.1
Income	--	5.7	6.4	3.5
	-	17.6	14.4	10.1
	+	30.0	30.0	22.7
	++	46.1	48.8	39.6

Base: All respondents (N=9661).

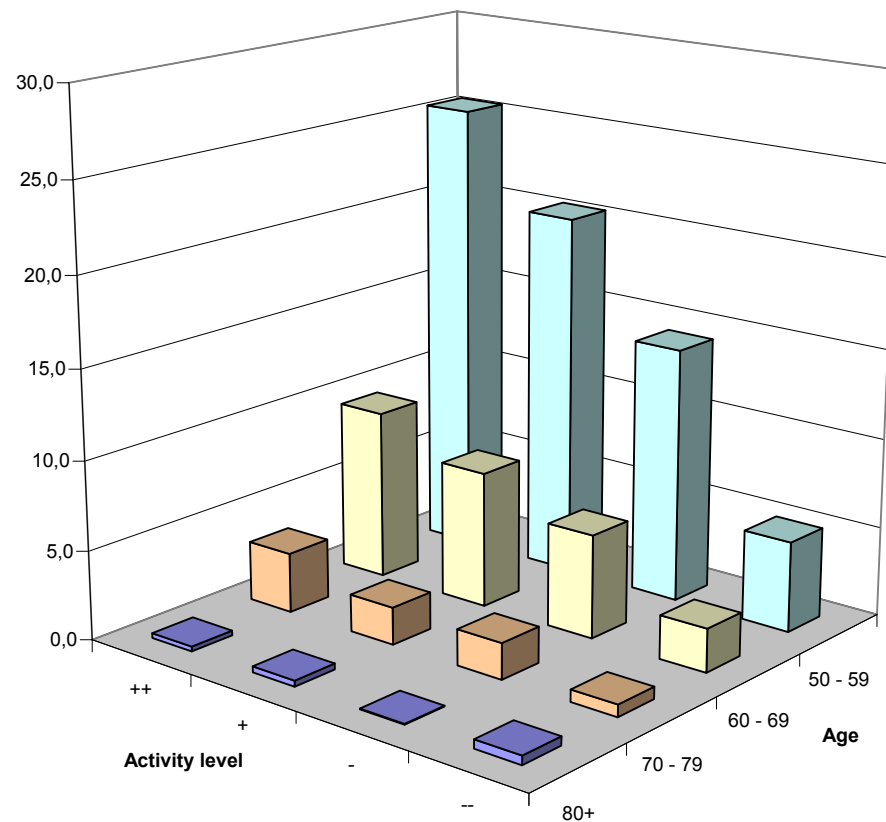
Types of computer users & non-users



Base: All respondents (N=9661).

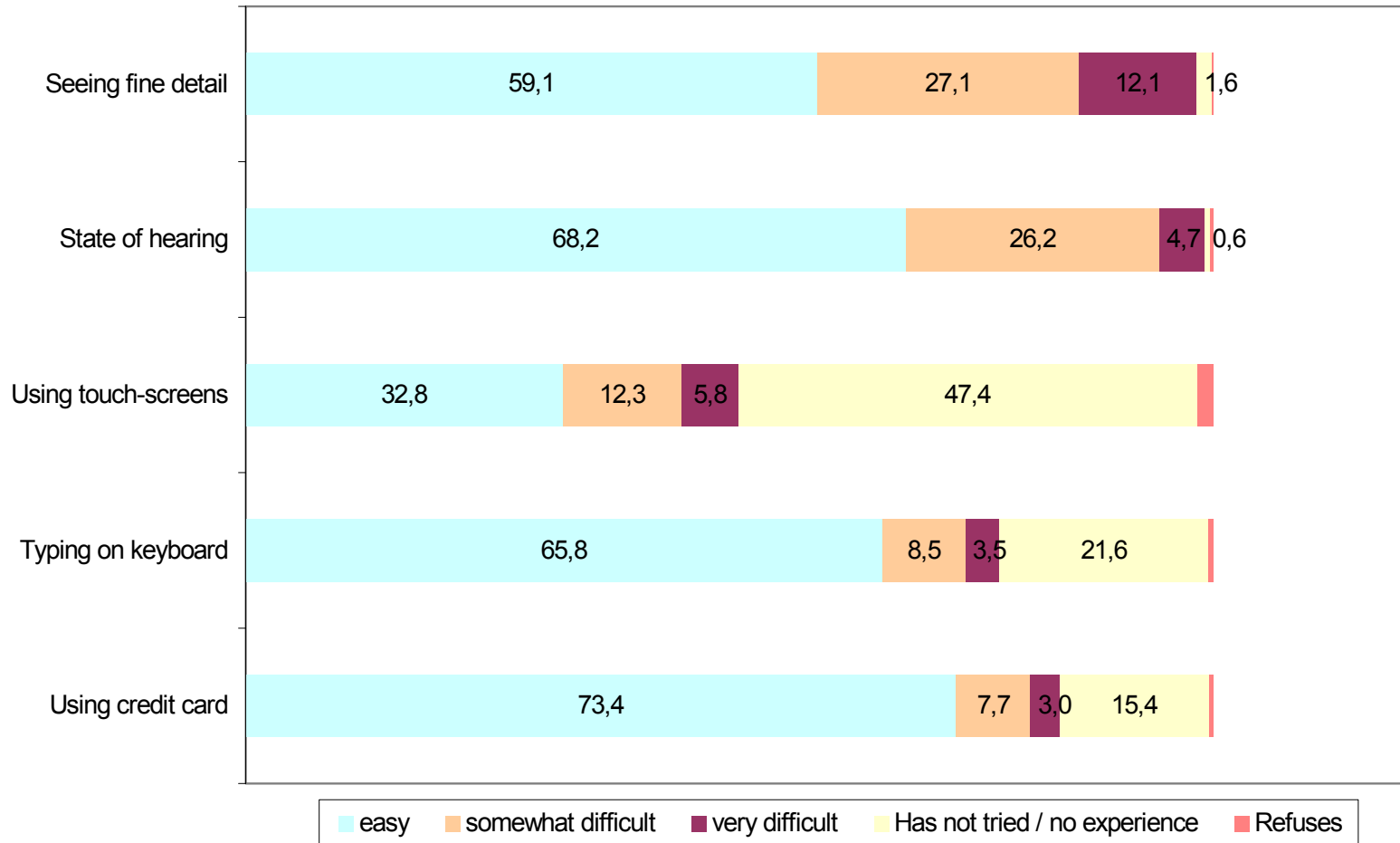
Influencing factors - age & activity level

Age and activity level of the the “experienced frontrunners”



Base: all experienced frontrunners (N=2621)

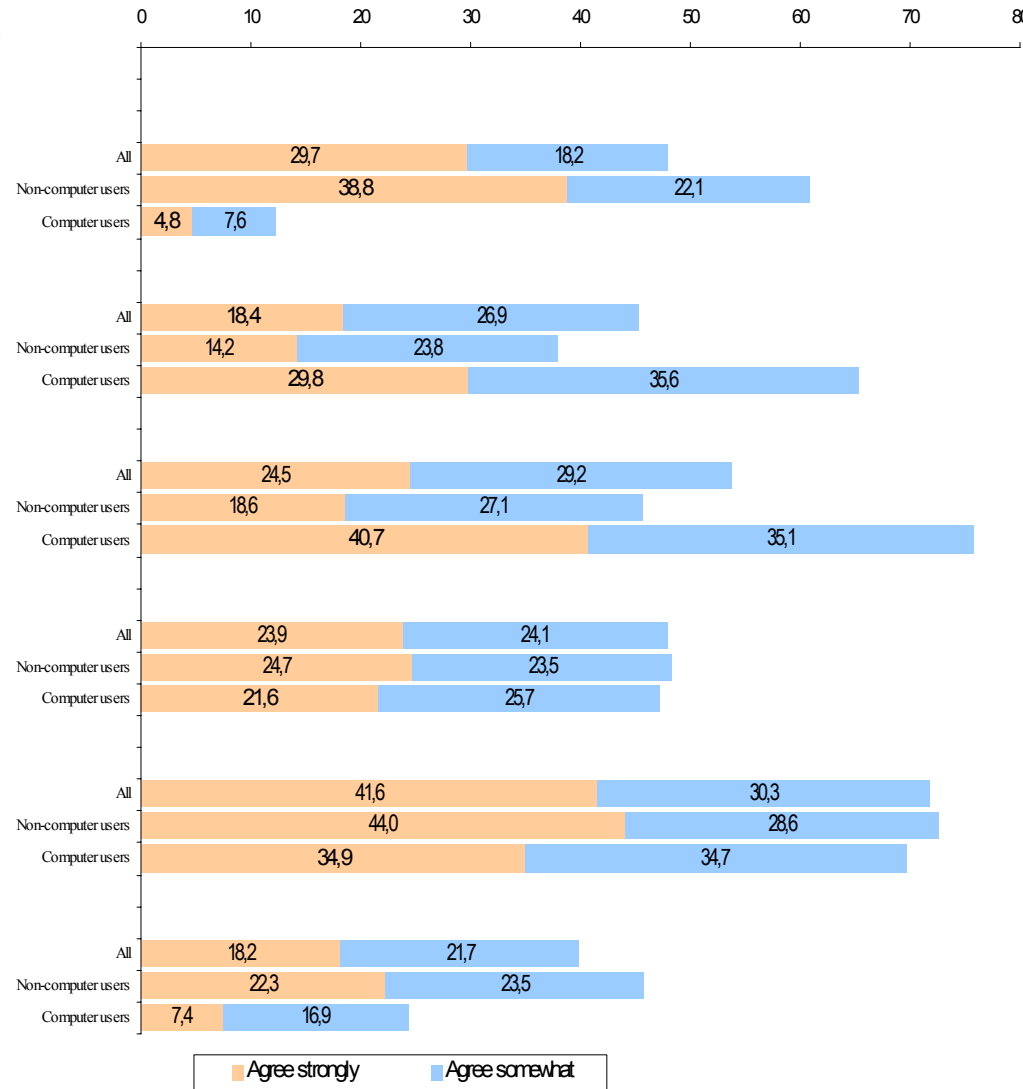
Functional restrictions



Base: All respondents (N=9661).

Attitudes towards IST

- *I'm too old to familiarise myself with computers*
- *All in all, I feel sufficiently informed about computers*
- *I'm keen on learning about technological advances and developments*
- *Manufacturers don't consider the interests of older people*
- *In the media, technologies are connected with young people*
- *Information technology makes me feel uncertain*



Base: All respondents (N=9661).