



# The Connectivity Report

April 2018





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- Profile of older Australians
- Adoption of technology
- Connectedness
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# KEY FINDINGS

Older Australians are making good use of the internet for everyday purposes, particularly online banking. The internet is also becoming more important socially, with a third now using social media *'a lot of the time'*.

While continuing to rely on landlines and email as their primary forms of communication, older Australians are starting to adopt social media as a means of keeping in touch and staying connected.

With their use of social media limited to a couple of the most prominent platforms, there is an opportunity for older Australians to extend their repertoire, along with their knowledge of what the platforms they currently use can do.

A quarter of older Australians now have close family living interstate or overseas, and so feel that keeping up to date with technology is essential in order to keep in touch and stay connected.

While older Australians see new technology as relevant to them, they do find it daunting and lack the confidence to give new things a go, preferring to wait for others to lead the way. They are keen to be taught by others and enjoy learning from Millennials.

# KEY FINDINGS CONT...

With an ever increasing range of social media platforms being used, Millennials are feeling under pressure to keep up to date with new technology, and are concerned about their ability to stay connected in the future.

These concerns are reflected in their attitudes towards the role of technology for older Australians, who they would like to see make more use of social media and online communication platforms to stay in touch and connected.

Consequently most Millennials are keen to teach and believe they have a responsibility to help the older generations keep up to date and learn more about new technology.

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# BACKGROUND & OBJECTIVES

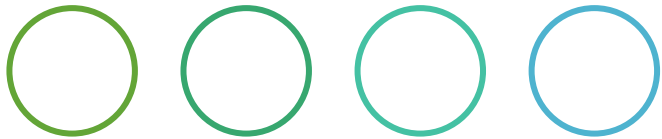


# BACKGROUND

**Operating for more than 20 years, Care Connect provides older Australians with independent home care advice, service coordination and access to Australia's widest network of quality service providers.**

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The 'Connectivity Report', explores the attitudes and behaviours of older Australians towards technology and their use of it to stay connected with family, friends and the community.



## Exploring the generational technology gap for older Australians

### Specific the report covers:

- Older Australians use of technology, specifically the internet, including social media
- The generational gap that exists between older Australians and Millennials
- The role of technology in helping older Australians keep in touch and stay connected
- Attitudes amongst older Australians towards new technology, and their openness to adopting new technology
- The views of Millennials towards the role of new technology, and their attitudes to helping the older generations keep up to date

# WHAT WE DID

## SURVEYS

A total of 829 ten minute surveys were conducted online and over the phone.

## SCOPE

Interviews were conducted with respondents living in metro/suburban areas across Victoria, NSW and QLD.



## SAMPLE GROUPS

Surveys were spread evenly across three sample groups; Millennials, Next Generation of Older Australians and Older Australians (see next slide).

## SAMPLE PROFILE

Within each sample group, surveys were controlled to be representative by gender and state (see appendix).



# WE SPOKE TO THREE GROUPS OF AUSTRALIANS

## Millennials

### Aged 18-25

Millennials were included to highlight the generational gap to older Australians, and provide insights for future programs.

## Next Generation of Older Australians

### Aged 55-69

A sample of the Next Generation of Older Australians was included to provide a forward looking view, and insights into how the generational gap might close naturally over time.

## Older Australians

### Aged 70+

Within our sample of older Australians, 47% were aged 75+, and 14% were aged 80+.

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# PROFILE OF OLDER AUSTRALIANS

# PROFILE – OLDER AUSTRALIANS (70+)

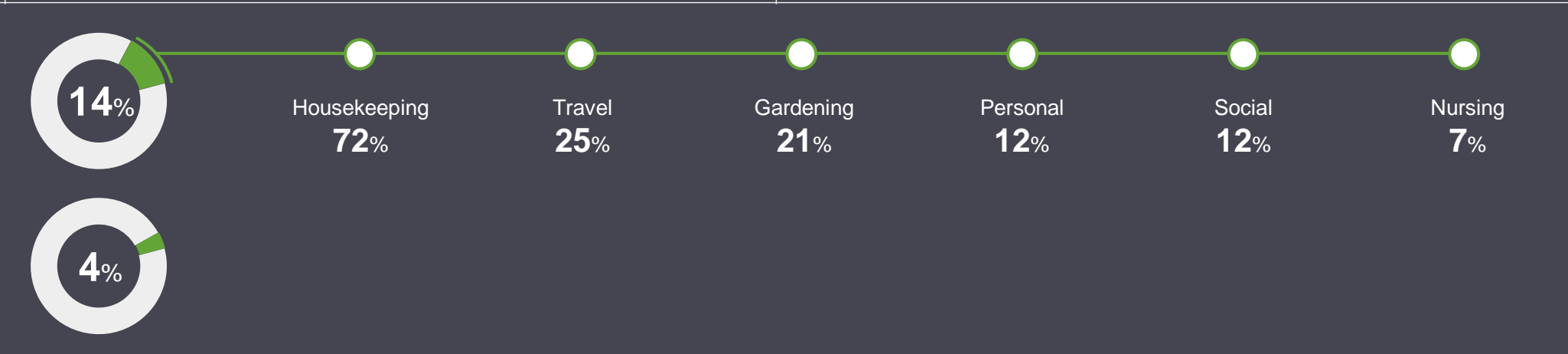
AGE	70-74	53%
	75-79	33%
	80+	14%
GENDER	♂	45%
	♀	55%

### LIVING SITUATION

Single, with children who have left home	26%
With a partner, after children have left home	49%
Single, with no children	11%
Partner, with no children	8%

Retired	91%
Live in their own house	84%
Live in a rented house	13%
Live within a retirement village	9%

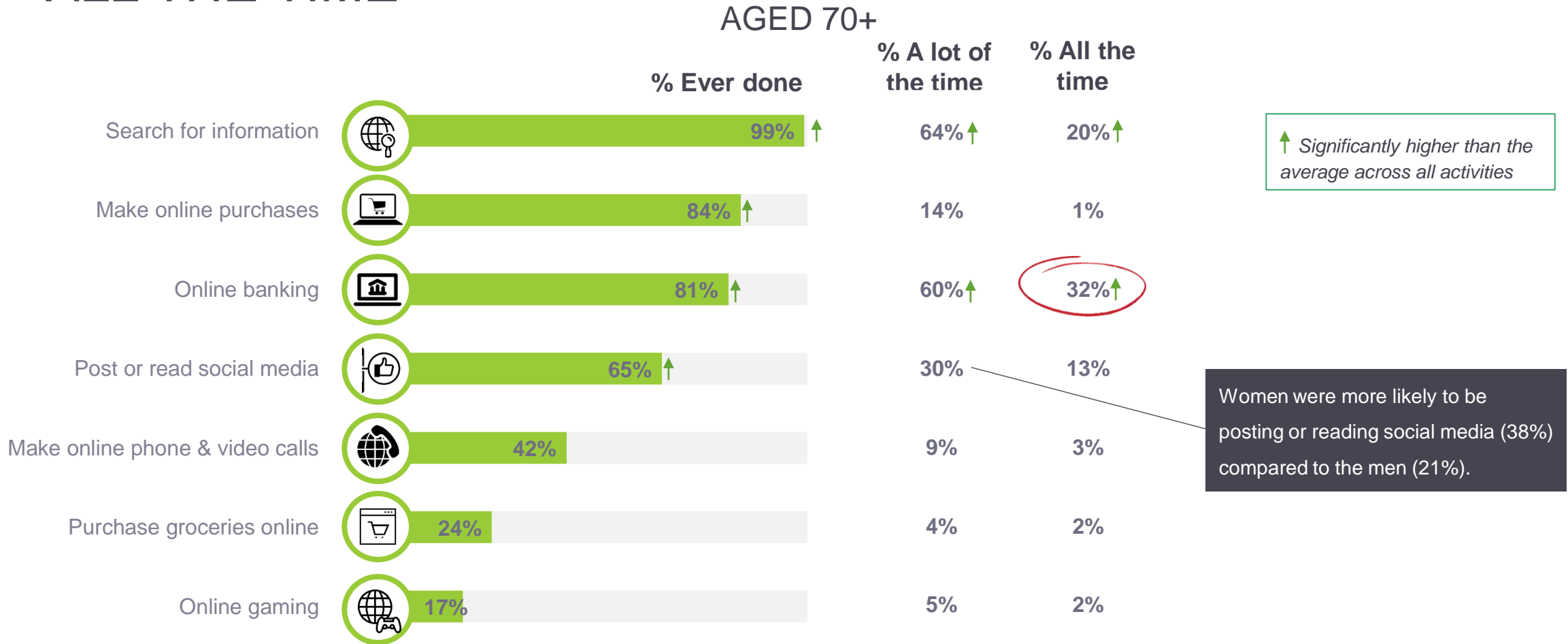
RECEIVING IN HOME CARE OR SUPPORT



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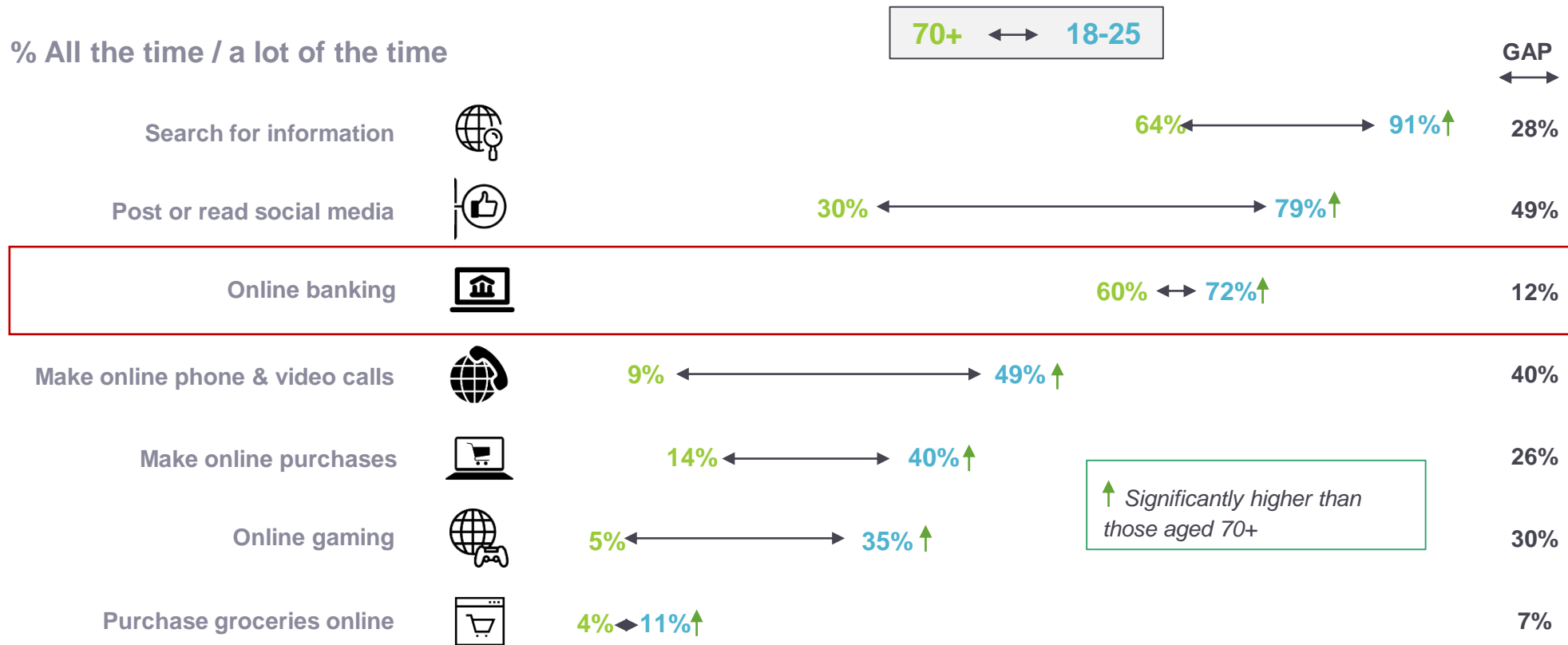
# ADOPTION OF TECHNOLOGY

# OLDER AUSTRALIANS ARE MAKING GOOD USE OF THE INTERNET, MOST NOTABLY FOR BANKING, WHICH A THIRD DO 'ALL THE TIME'



# OLDER AUSTRALIANS ARE ON A PAR WITH MILLENNIALS FOR ONLINE BANKING, AND A THIRD ARE NOW USING SOCIAL MEDIA 'A LOT OF THE TIME'

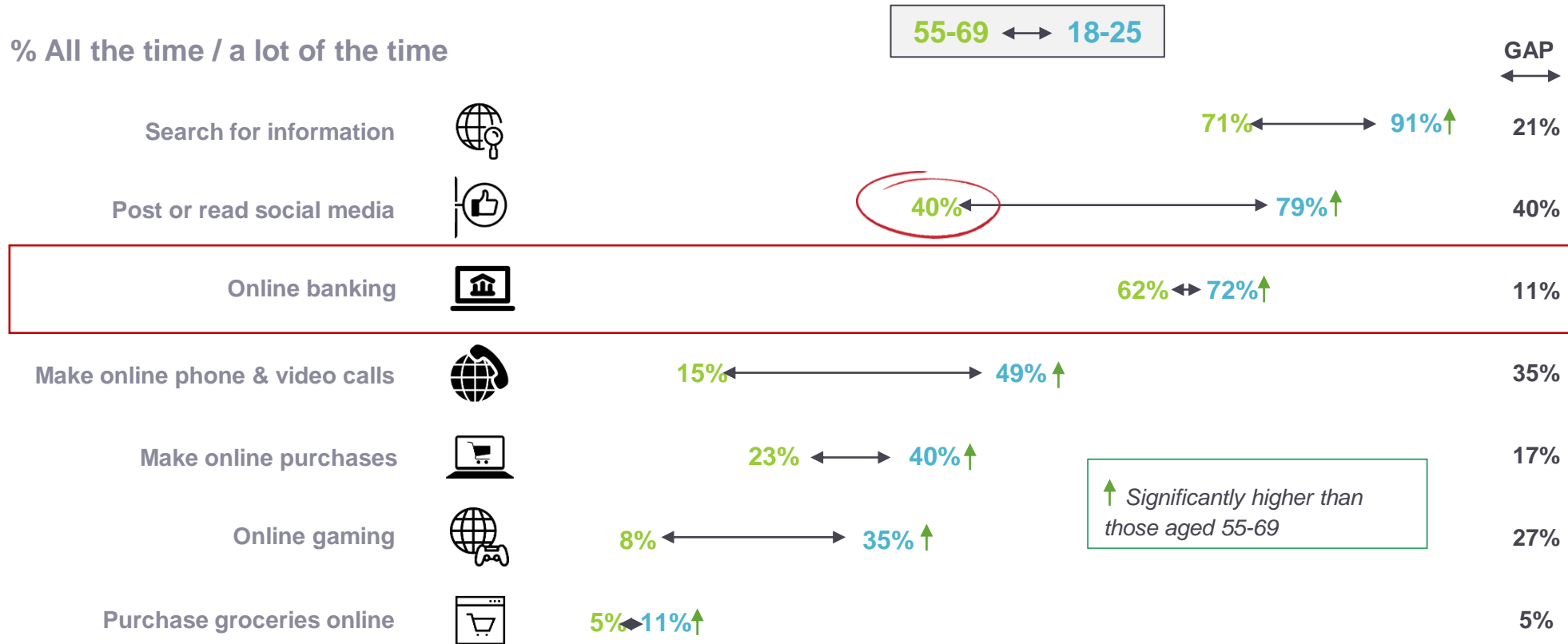
% All the time / a lot of the time



↑ Significantly higher than those aged 70+

While a third of older Australians are using Social Media 'a lot of the time', they are still somewhat behind Millennials.

# THE NEXT GENERATION OF OLDER AUSTRALIANS ARE SIMILARLY COMFORTABLE BANKING ONLINE, AND EVEN MORE SO WITH SOCIAL MEDIA



Q3.1: How often, if at all, do you do each of the following on the internet?  
 Base: All respondents; 18-25 (n=269), 55-69 (n=284)

# OLDER AUSTRALIANS CONTINUE TO RELY ON LANDLINES AND EMAIL AS THEIR PRIMARY FORMS OF COMMUNICATION

18-25

55-69

70+

PRIMARY



Text: 79%



Social Media: 78%



Text: 80%



Email: 75%

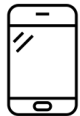


Email: 87%



Landline: 82%

SECONDARY

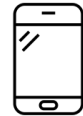


Mobile phone: 71%



Online calls: 57%

Email: 32%  
Voice calls: 24%

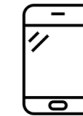


Mobile phone: 72%



Landline: 67%

Social Media: 47%  
Online calls: 28%



Mobile phone: 68%



Text: 66%

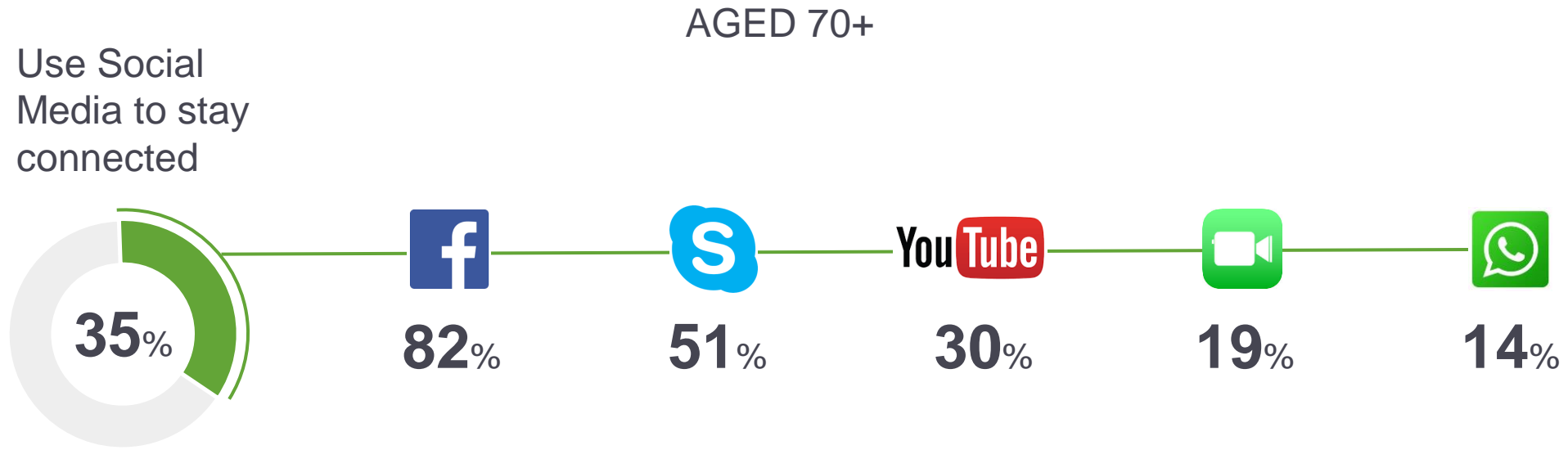
Social Media: 35%  
Online calls: 28%

While email is popular for the older generations, this could now be considered 'old fashioned' with Millennials moving to other channels.

Women are more likely to be using social media (41%) compared to men (24%).



# OLDER AUSTRALIANS COULD INCREASE THEIR SOCIAL MEDIA REPERTOIRE, WITH USE CURRENTLY LIMITED TO FACEBOOK, SKYPE AND YOUTUBE

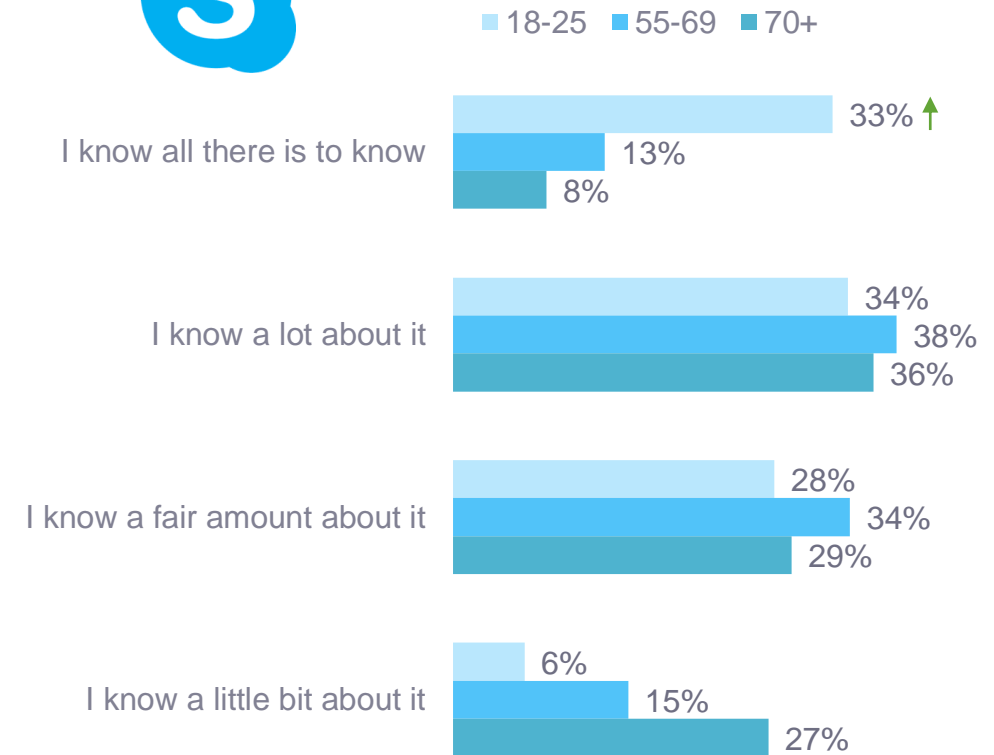
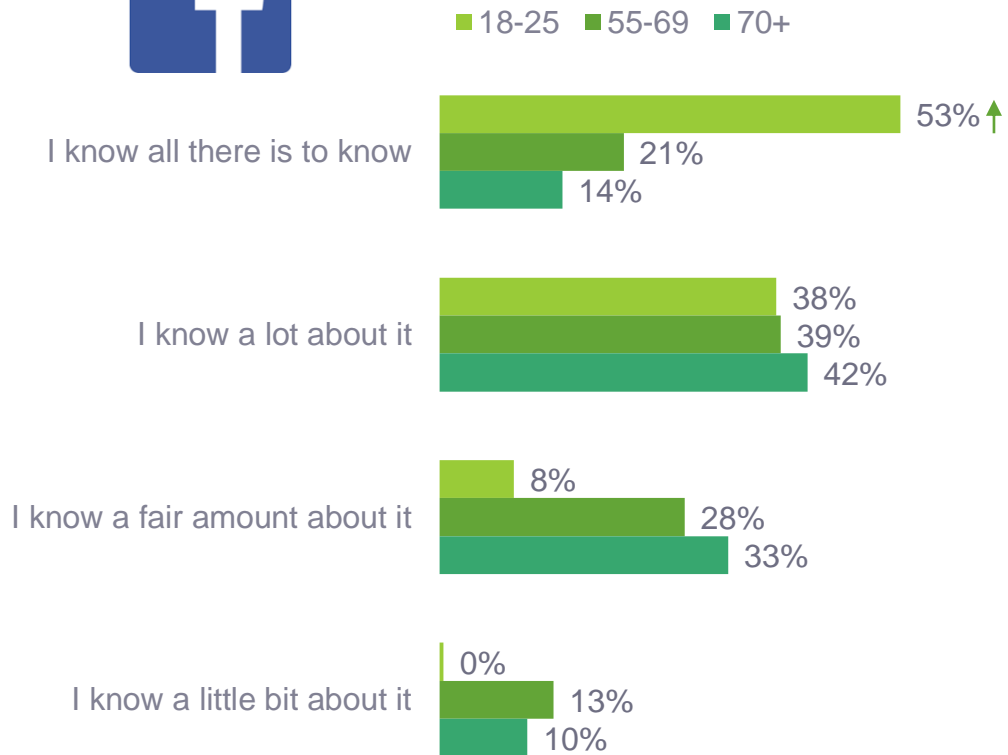


The profile for the Next Generation of Older Australians is similar, although Instagram and Pinterest start to make an appearance.

Millennials are using a wide variety of social media tools.

# OLDER AUSTRALIANS COULD GET MORE OUT OF THE SOCIAL MEDIA PLATFORMS THEY USE, WITH ROOM TO INCREASE THEIR LEVEL OF KNOWLEDGE

↑ Significantly higher than those aged 55+



Q3.4: Which of the following best describes your knowledge of each of the following types of social media and online communication platforms?  
 Base: Those using Facebook; 18-25 (n=224), 55-68 (n=135), 70+ (n=104); Those using Skype; 18-25 (n=91), 55-68 (n=76), 70+ (n=68)

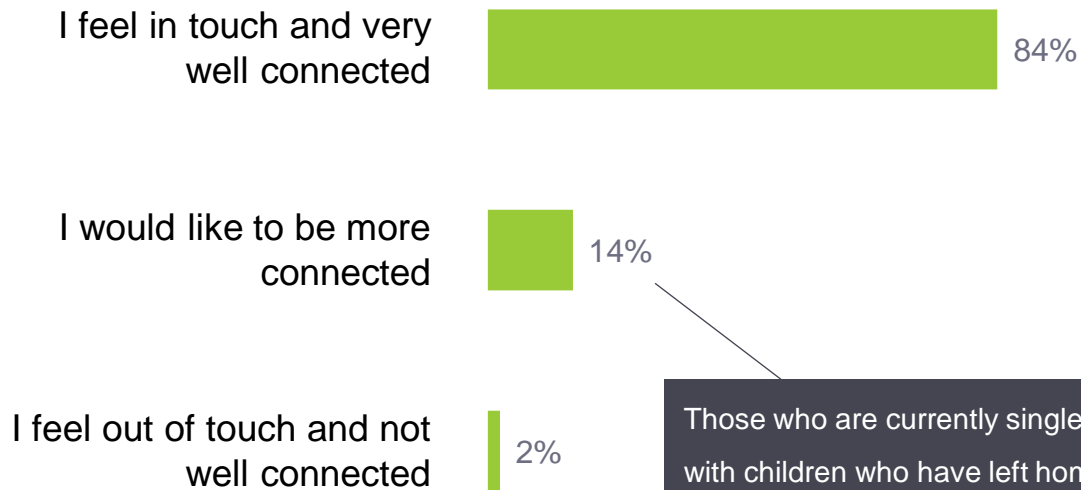
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CONNECTEDNESS

# OLDER AUSTRALIANS FEEL WELL CONNECTED, BUT THERE ARE SOME CONCERNS FOR THE FUTURE

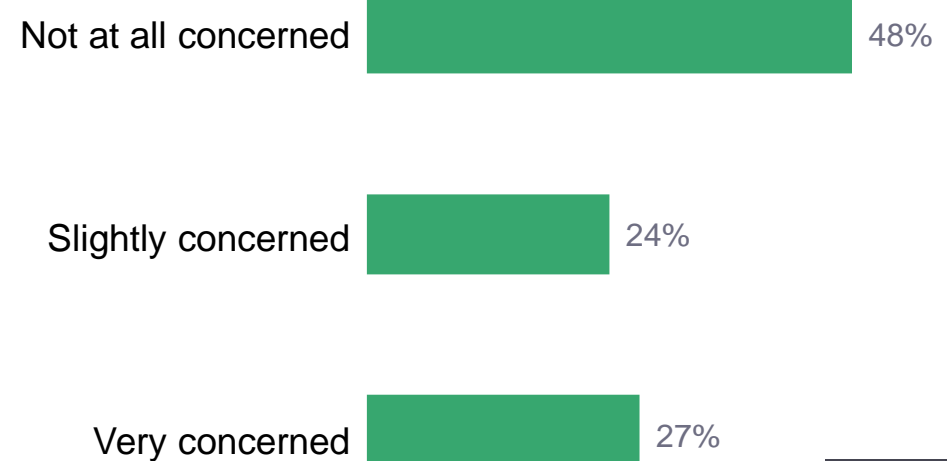
AGED 70+

## CURRENT FEELING OF CONNECTEDNESS



Those who are currently single, with children who have left home, have a stronger desire to be more connected (24%).

## CONCERN ABOUT STAYING CONNECTED IN THE FUTURE

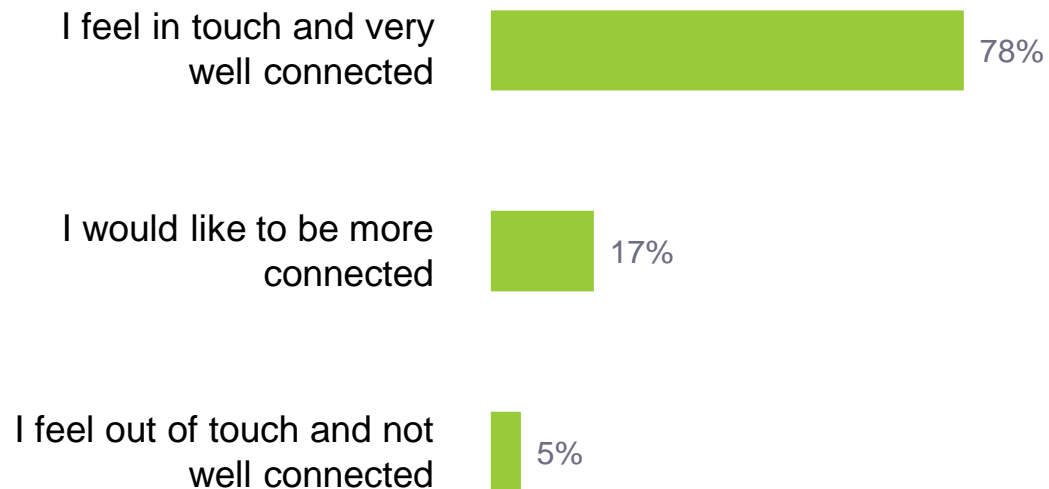


Increases to 34% amongst those who are aged 75+.

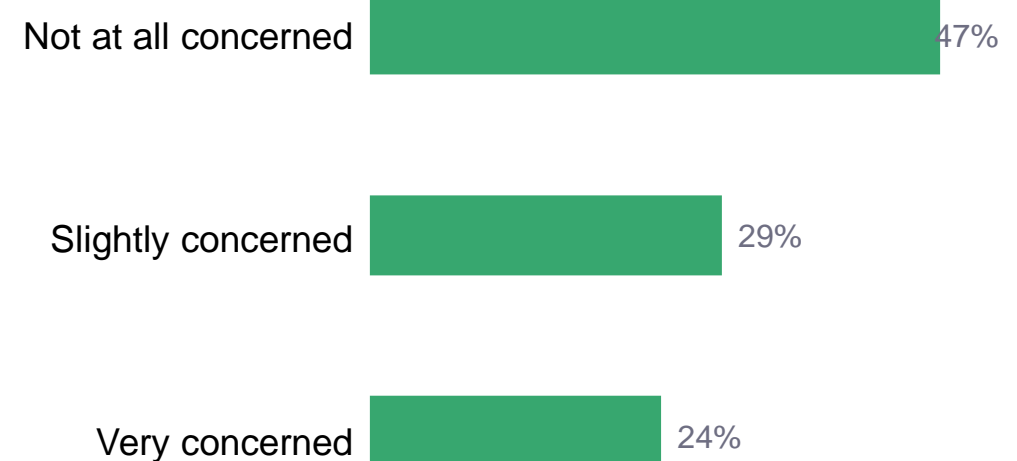
# THE NEXT GENERATION OF OLDER AUSTRALIANS ARE EQUALLY CONTENT AND FEEL IN TOUCH AND CONNECTED

AGED 55-69

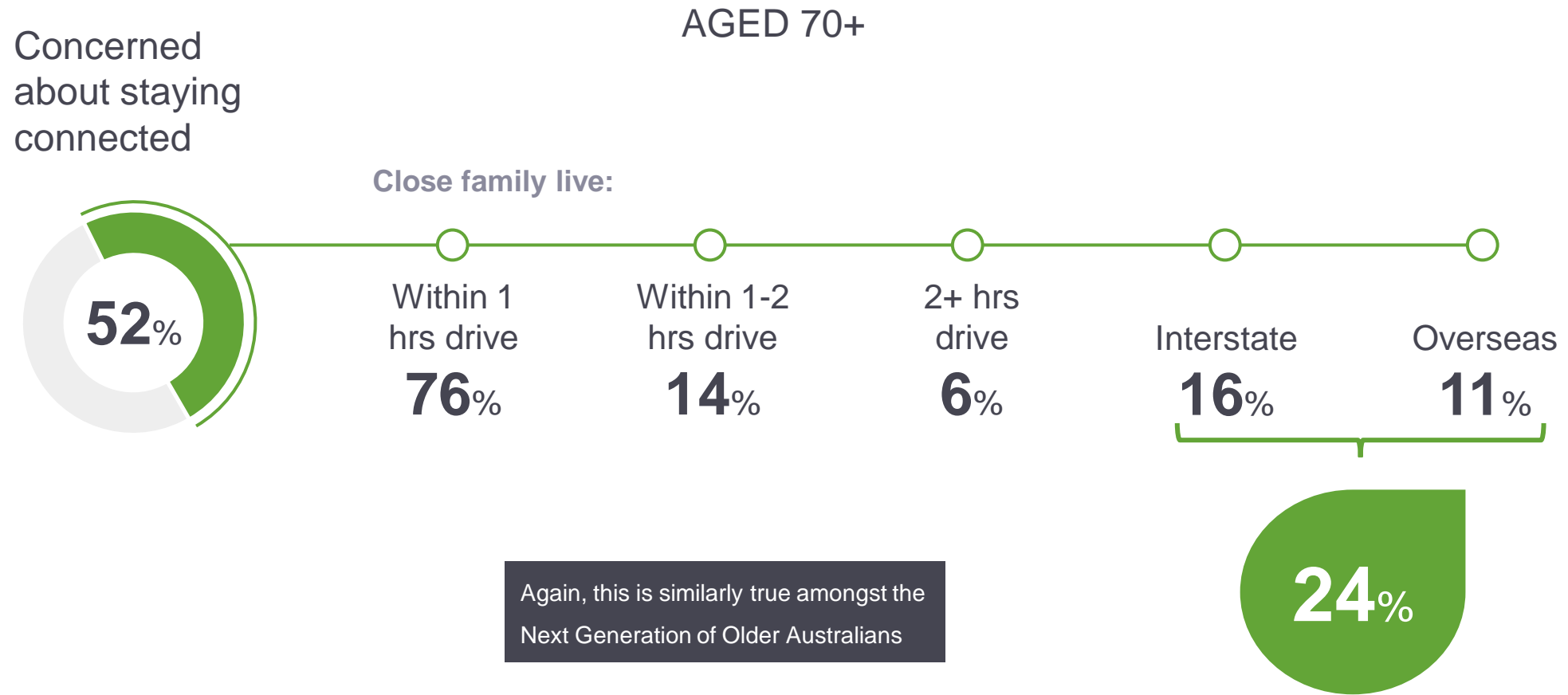
## CURRENT FEELING OF CONNECTEDNESS



## CONCERN ABOUT STAYING CONNECTED IN THE FUTURE

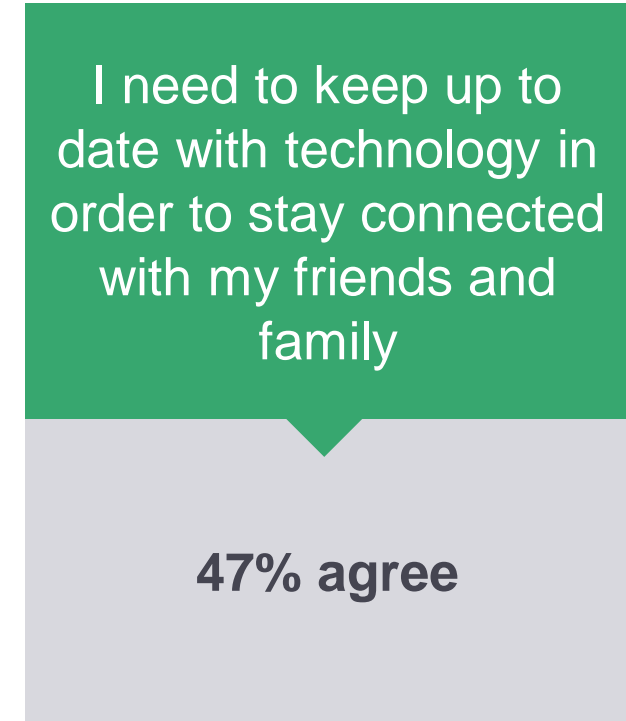


# OLDER AUSTRALIANS WHO ARE CONCERNED ABOUT STAYING CONNECTED OFTEN HAVE CLOSE FAMILY LIVING INTERSTATE OR OVERSEAS



# OLDER AUSTRALIANS FEEL THAT TECHNOLOGY HAS AN ESSENTIAL ROLE TO PLAY IN HELPING THEM STAY CONNECTED

AGED 70+



Increases to 71% agreement amongst those concerned about staying in contact

Q4.1: To what extent do you agree or disagree with the following statements?

Q4.2: We will now show a series of pairs of statements, for each, please select the answer you agree with the most?

Base: All respondents 70+ (n=276)

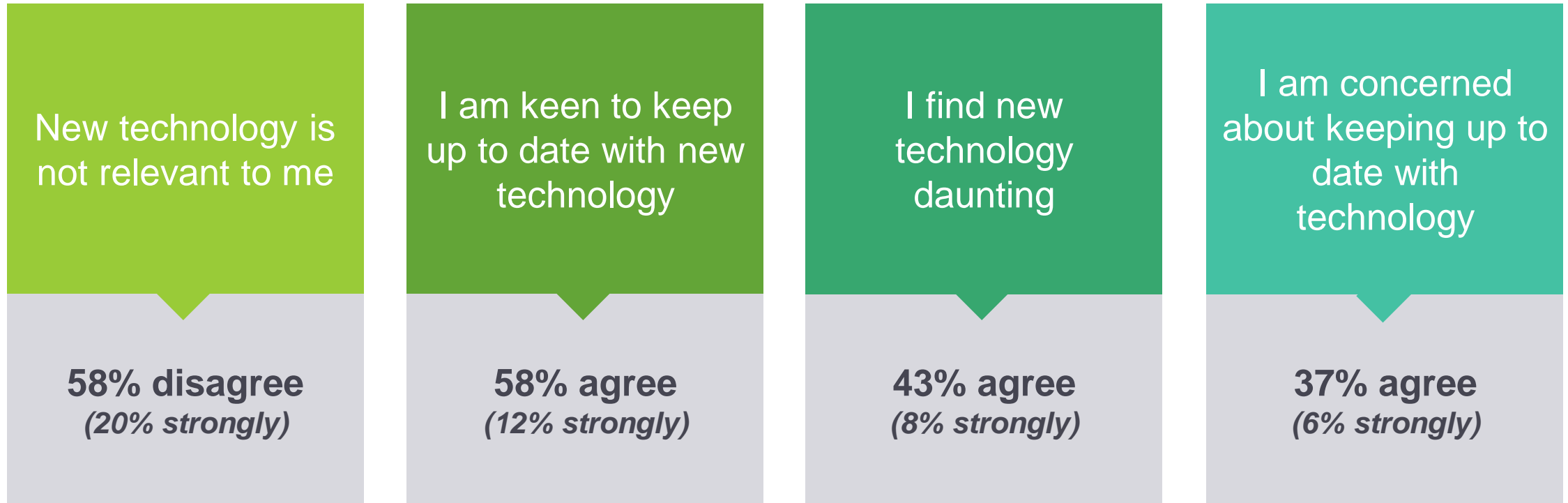
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# ATTITUDES OF OLDER AUSTRALIANS



# OLDER AUSTRALIANS FEEL THAT NEW TECHNOLOGY IS RELEVANT AND INTERESTING, BUT ALSO DAUNTING

AGED 70+



Similar levels of agreement from those aged 55-69

Q4.1: To what extent do you agree or disagree with the following statements?  
Base: All respondents 70+ (n=276)

# OLDER AUSTRALIANS ARE NOT EARLY ADOPTERS, THEY LACK CONFIDENCE AND WILL NEED TO BE LEAD TO NEW TECHNOLOGY



Q4.0: How would you describe your approach to using new products?  
Base: All respondents; 18-25 (n=269), 55-68 (n=283), 70+ (n=276)

# OLDER AUSTRALIANS ARE KEEN TO BE TAUGHT BY OTHERS AND ENJOY LEARNING FROM MILLENNIALS

AGED 70+

**62%** are  
keen to learn  
from others

**88%** enjoy  
learning new things  
from the younger  
generations

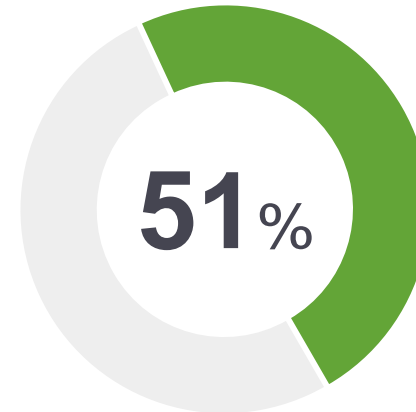
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# ATTITUDES OF MILLENNIALS

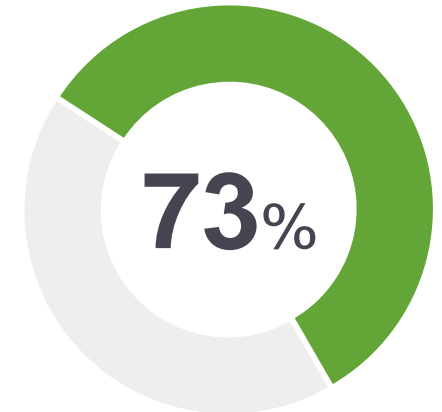
# MILLENNIALS FEEL UNDER PRESSURE TO KEEP UP TO DATE WITH TECHNOLOGY TO STAY CONNECTED

**59%** feel they need to keep up to date with technology in order to stay connected with friends and family

I like to try new products as soon as I can



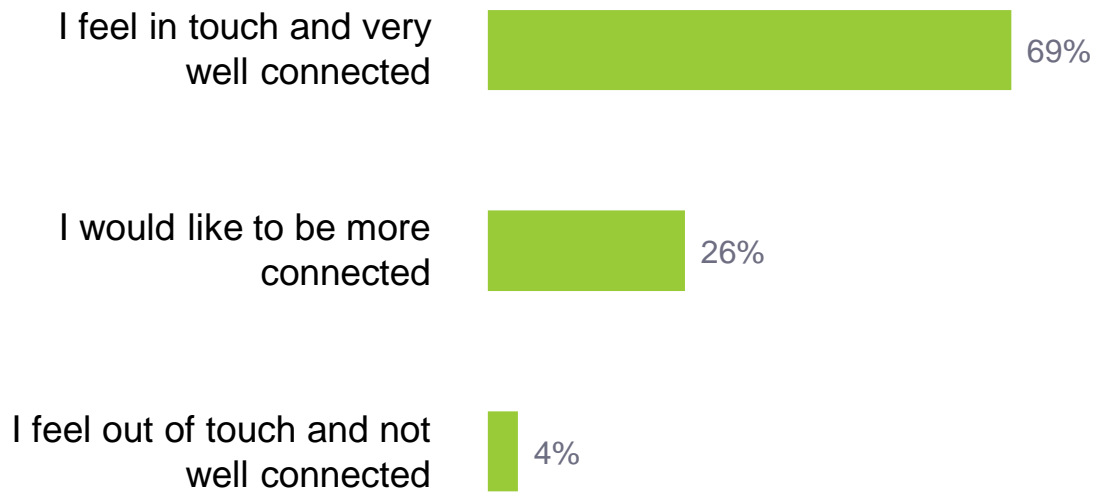
I am keen to keep up to date with new technology



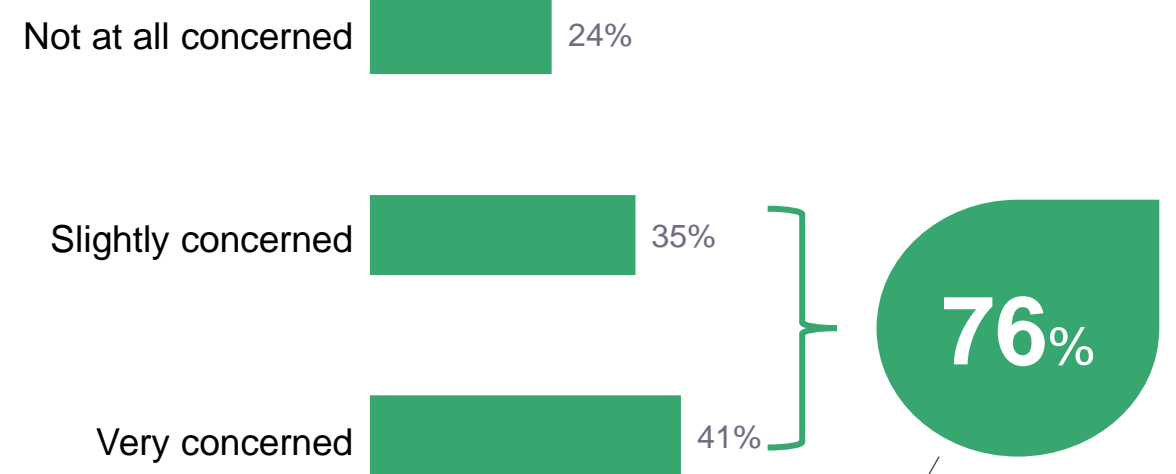
# MILLENNIALS CONSEQUENTLY FEEL INSECURE AND ARE CONCERNED ABOUT BEING ABLE TO STAY CONNECTED IN THE FUTURE

AGED 18-25

## CURRENT FEELING OF CONNECTEDNESS



## CONCERN ABOUT STAYING CONNECTED IN THE FUTURE



Significantly higher than seen for older Australians (55% and 54% respectively)

# MILLENNIALS ALSO BELIEVE THAT TECHNOLOGY IS ESSENTIAL FOR OLDER AUSTRALIANS TO STAY CONNECTED

AGED 18-25

Technology is essential to help older Australians stay connected

**68% agree**  
(24% strongly)

Technology is essential to help older Australians stay living at home

**60% agree**  
(20% strongly)

I would like to see older Australians use social media and online communication platforms more to stay in touch and connected

**87% agree**

93% amongst those who provide support for relatives over the age of 60

# MILLENNIALS ARE KEEN AND BELIEVE THEY HAVE A RESPONSIBILITY TO HELP OLDER AUSTRALIANS LEARN AND KEEP UP TO DATE

**69%** believe that the younger generations have a responsibility to ensure that older Australians keep up to date with technology

**73%** are keen to help older Australians learn more about new technology



# Questions? Get in touch



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