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.
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.
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.

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+.
PROFILE OF OLDER AUSTRALIANS
PROFILE – OLDER AUSTRALIANS (70+)

<table>
<thead>
<tr>
<th>AGE</th>
<th>Single, with children who have left home</th>
<th>With a partner, after children have left home</th>
<th>Single, with no children</th>
<th>Partner, with no children</th>
</tr>
</thead>
<tbody>
<tr>
<td>70-74</td>
<td>53%</td>
<td>33%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>75-79</td>
<td>45%</td>
<td>53%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>80+</td>
<td>55%</td>
<td>14%</td>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GENDER</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>45%</td>
</tr>
<tr>
<td>Female</td>
<td>55%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIVING SITUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retired</td>
</tr>
<tr>
<td>Live in their own house</td>
</tr>
<tr>
<td>Live in a rented house</td>
</tr>
<tr>
<td>Live within a retirement village</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE</th>
<th>70-74</th>
<th>75-79</th>
<th>80+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retired</td>
<td>91%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live in their own house</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live in a rented house</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live within a retirement village</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RECEIVING IN HOME CARE OR SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aged care services provider</td>
</tr>
<tr>
<td>Friends and Family</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>14%</th>
</tr>
</thead>
<tbody>
<tr>
<td>72%</td>
</tr>
<tr>
<td>25%</td>
</tr>
<tr>
<td>21%</td>
</tr>
<tr>
<td>12%</td>
</tr>
<tr>
<td>12%</td>
</tr>
<tr>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housekeeping</td>
</tr>
<tr>
<td>Travel</td>
</tr>
<tr>
<td>Gardening</td>
</tr>
<tr>
<td>Personal</td>
</tr>
<tr>
<td>Social</td>
</tr>
<tr>
<td>Nursing</td>
</tr>
</tbody>
</table>
ADOPTION OF TECHNOLOGY
OLDER AUSTRALIANS ARE MAKING GOOD USE OF THE INTERNET, MOST NOTABLY FOR BANKING, WHICH A THIRD DO ‘ALL THE TIME’

Q3.1: How often, if at all, do you do each of the following on the internet? Base: All respondents; 70+ (n=276)

<table>
<thead>
<tr>
<th>Activity</th>
<th>% Ever done</th>
<th>% A lot of the time</th>
<th>% All the time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search for information</td>
<td>99%</td>
<td>64%</td>
<td>20%</td>
</tr>
<tr>
<td>Make online purchases</td>
<td>84%</td>
<td>14%</td>
<td>1%</td>
</tr>
<tr>
<td>Online banking</td>
<td>81%</td>
<td>60%</td>
<td>32%</td>
</tr>
<tr>
<td>Post or read social media</td>
<td>65%</td>
<td>30%</td>
<td>13%</td>
</tr>
<tr>
<td>Make online phone &amp; video calls</td>
<td>42%</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td>Purchase groceries online</td>
<td>24%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Online gaming</td>
<td>17%</td>
<td>5%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Women were more likely to be posting or reading social media (38%) compared to the men (21%).

Significantly higher than the average across all activities
OLDER AUSTRALIANS ARE ON A PAR WITH MILLENNIALS FOR ONLINE BANKING, AND A THIRD ARE NOW USING SOCIAL MEDIA ‘A LOT OF THE TIME’

<table>
<thead>
<tr>
<th>Activity</th>
<th>70+ (n=276)</th>
<th>18-25 (n=269)</th>
<th>GAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search for information</td>
<td>64%</td>
<td>91%↑</td>
<td>28%</td>
</tr>
<tr>
<td>Post or read social media</td>
<td>30%</td>
<td>79%↑</td>
<td>49%</td>
</tr>
<tr>
<td>Online banking</td>
<td>60%</td>
<td>72%↑</td>
<td>12%</td>
</tr>
<tr>
<td>Make online phone &amp; video calls</td>
<td>9%</td>
<td>49%↑</td>
<td>40%</td>
</tr>
<tr>
<td>Make online purchases</td>
<td>14%</td>
<td>40%↑</td>
<td>26%</td>
</tr>
<tr>
<td>Online gaming</td>
<td>5%</td>
<td>35%↑</td>
<td>30%</td>
</tr>
<tr>
<td>Purchase groceries online</td>
<td>4%</td>
<td>11%↑</td>
<td>7%</td>
</tr>
</tbody>
</table>

While a third of older Australians are using Social Media ‘a lot of the time’, they are still someway behind Millennials.

Q3.1: How often, if at all, do you do each of the following on the internet?
Base: All respondents; 18-25 (n=269); 70+ (n=276)
THE NEXT GENERATION OF OLDER AUSTRALIANS ARE SIMILARLY COMFORTABLE BANKING ONLINE, AND EVEN MORE SO WITH SOCIAL MEDIA

<table>
<thead>
<tr>
<th>Activity</th>
<th>18-25 %</th>
<th>55-69 %</th>
<th>GAP %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search for information</td>
<td>71%</td>
<td>91%</td>
<td>21%</td>
</tr>
<tr>
<td>Post or read social media</td>
<td>40%</td>
<td>79%</td>
<td>39%</td>
</tr>
<tr>
<td>Online banking</td>
<td>62%</td>
<td>72%</td>
<td>10%</td>
</tr>
<tr>
<td>Make online phone &amp; video calls</td>
<td>15%</td>
<td>49%</td>
<td>34%</td>
</tr>
<tr>
<td>Make online purchases</td>
<td>23%</td>
<td>40%</td>
<td>17%</td>
</tr>
<tr>
<td>Online gaming</td>
<td>8%</td>
<td>35%</td>
<td>27%</td>
</tr>
<tr>
<td>Purchase groceries online</td>
<td>5%</td>
<td>11%</td>
<td>6%</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th></th>
<th>18-25</th>
<th>55-69</th>
<th>70+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRIMARY</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Text</td>
<td>79%</td>
<td>80%</td>
<td>87%</td>
</tr>
<tr>
<td>Social Media</td>
<td>78%</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td><strong>SECONDARY</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile phone</td>
<td>71%</td>
<td>72%</td>
<td>68%</td>
</tr>
<tr>
<td>Online calls</td>
<td>57%</td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td>Email</td>
<td>32%</td>
<td>47%</td>
<td>35%</td>
</tr>
<tr>
<td>Voice calls</td>
<td>24%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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%).

Q3.2: In which of the following ways do you keep in touch and stay connected with friends and family?  
Base: All respondents; 18-25 (n=269), 55-68 (n=284), 70+ (n=276)
OLDER AUSTRALIANS COULD INCREASE THEIR SOCIAL MEDIA REPERTOIRE, WITH USE CURRENTLY LIMITED TO FACEBOOK, SKYPE AND YOUTUBE

Use Social Media to stay connected

Aged 70+

- Facebook: 82%
- Skype: 51%
- YouTube: 30%
- Whatsapp: 19%
- Instagram: 14%

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.

Q3.3: Which of the following platforms do you use?
Base: Those using Social Media to communicate; 18-25 (n=238), 55-68 (n=147), 70+ (n=128)
OLDER AUSTRALIANS COULD GET MORE OUT OF THE SOCIAL MEDIA PLATFORMS THEY USE, WITH ROOM TO INCREASE THEIR LEVEL OF KNOWLEDGE

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

CURRENT FEELING OF CONNECTEDNESS

- I feel in touch and very well connected: 84%
- I would like to be more connected: 14%
- I feel out of touch and not well connected: 2%

CONCERN ABOUT STAYING CONNECTED IN THE FUTURE

- Not at all concerned: 48%
- Slightly concerned: 24%
- Very concerned: 27%

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

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

Q3.5: How well do you feel you manage to keep in touch and stay connected with friends and family?
Q3.6: How concerned are you about keeping in touch and staying connected with friends and family in the future?
Base: All respondents 70+ (n=276)
THE NEXT GENERATION OF OLDER AUSTRALIANS ARE EQUALLY CONTENT AND FEEL IN TOUCH AND CONNECTED

CURRENT FEELING OF CONNECTEDNESS

- I feel in touch and very well connected: 78%
- I would like to be more connected: 17%
- I feel out of touch and not well connected: 5%

CONCERN ABOUT STAYING CONNECTED IN THE FUTURE

- Not at all concerned: 47%
- Slightly concerned: 29%
- Very concerned: 24%

Q3.5: How well do you feel you manage to keep in touch and stay connected with friends and family?
Q3.6: How concerned are you about keeping in touch and staying connected with friends and family in the future?
Base: All respondents 55-69 (n=284)
OLDER AUSTRALIANS WHO ARE CONCERNED ABOUT STAYING CONNECTED OFTEN HAVE CLOSE FAMILY LIVING INTERSTATE OR OVERSEAS

Concerned about staying connected

AGED 70+

Close family live:

Within 1 hrs drive 76%
Within 1-2 hrs drive 14%
2+ hrs drive 6%
Interstate 16%
Overseas 11%

Again, this is similarly true amongst the Next Generation of Older Australians

Q3.6: How concerned are you about keeping in touch and staying connected with friends and family in the future?
Q2.7: Where do your close family live?
Base: All respondents 70+ (n=276); Those concerned about staying connected (n=144)
OLDER AUSTRALIANS FEEL THAT TECHNOLOGY HAS AN ESSENTIAL ROLE TO PLAY IN HELPING THEM STAY CONNECTED

AGED 70+

- Technology is essential to help older Australians stay connected: 66% agree (23% strongly)
- Technology is essential to help older Australians stay living at home: 66% agree (22% strongly)
- I need to keep up to date with technology in order to stay connected with my friends and family: 47% agree

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)
ATTITUDES OF OLDER AUSTRALIANS
OLDER AUSTRALIANS FEEL THAT NEW TECHNOLOGY IS RELEVANT AND INTERESTING, BUT ALSO DAUNTING

**AGED 70+**

- **New technology is not relevant to me**
  - **58% disagree**
    - (20% strongly)

- **I am keen to keep up to date with new technology**
  - **58% agree**
    - (12% strongly)

- **I find new technology daunting**
  - **43% agree**
    - (8% strongly)

- **I am concerned about keeping up to date with technology**
  - **37% agree**
    - (6% strongly)

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

<table>
<thead>
<tr>
<th>Q4.0: How would you describe your approach to using new products?</th>
<th>Base: All respondents; 18-25 (n=269), 55-68 (n=283), 70+ (n=276)</th>
</tr>
</thead>
</table>
| I like to try new products as soon as I can                  | 18-25: 51%  
55-69: 18%  
70+: 12%  |
| I prefer to wait until others have tried new products        | 18-25: 44%  
55-69: 57%  
70+: 58%  |
| I tend to be one of the last to try new products             | 18-25: 5%   
55-69: 24%  
70+: 30%  |

↑ Significantly higher than those aged 55+

↑ Significantly higher than those aged 18-25
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

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)
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

- 51%

I am keen to keep up to date with new technology

- 73%

Q4.2: We will now show a series of pairs of statements, for each, please select the answer you agree with the most?
Q4.1: To what extent do you agree or disagree with the following statements? Q4.0: How would you describe your approach to using new products? Base: All respondents; 18-25 (n=269)
MILLENNIALS CONSEQUENTLY FEEL INSECURE AND ARE CONCERNED ABOUT BEING ABLE TO STAY CONNECTED IN THE FUTURE

CURRENT FEELING OF CONNECTEDNESS

- I feel in touch and very well connected: 69%
- I would like to be more connected: 26%
- I feel out of touch and not well connected: 4%

CONCERN ABOUT STAYING CONNECTED IN THE FUTURE

- Not at all concerned: 24%
- Slightly concerned: 35%
- Very concerned: 41%

76%

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

Q3.5: How well do you feel you manage to keep in touch and stay connected with friends and family?
Q3.6: How concerned are you about keeping in touch and staying connected with friends and family in the future?
Base: All respondents; 18-25 (n=269)
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

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

Q3.7: Would you like to see older Australians use social media and online communication platforms more to stay in touch and connected?

Base: All respondents; 18-25 (n=269)
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

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; 18-25 (n=269)
Questions?
Get in touch