



# Connecting Older People

Survey Summary (March 2021)

intro

survey



How older people like  
to connect with others

A postal survey of  
1,500 older people –  
led to 360 surveys

A 24% response rate,  
which is **five times** the  
industry average (5%)



## key findings

A 24% response rate indicates AGEnda has a strong brand

99.7% of older people have either a phone or a mobile-phone; with 76% having both

Males and those aged < 80 are more likely to use a mobile, check email and have good internet access

People prefer to be contacted by letter

4 in 5 people have used their mobile phone in the last 3 days; mostly for calls (90%), texts and camera (52%)

2 in 3 (63%) have an email they check weekly; (but only 1 in 3 females (35%) over 80 do)

28% of older people (and 52% of females over 80) can't access the internet at home. At least 1 in 8 are unable to access it anywhere

35% (rising to 56% of females over 80) don't have a computer or iPad in the house; and 39% don't have someone who can regularly help them with technology

Whilst many use the internet and apps; WhatsApp is the most popular and indicates that many older people are using technology to connect with family, friends & wider world



57%

most older people  
would consider being  
part of an older  
people's group

context

wider research



# Ofcom



## UK communications market report 2019

4 in 5 households have fixed broadband connections (2 in 3 are 'superfast')

People are continuing to use more data (i.e. more internet and streaming)

More messaging is through apps (e.g. WhatsApp) than by text

Call volumes continue to decline

**“39% of over 65s don’t  
feel confident using a  
smartphone”**

Ageuk 2020





connect

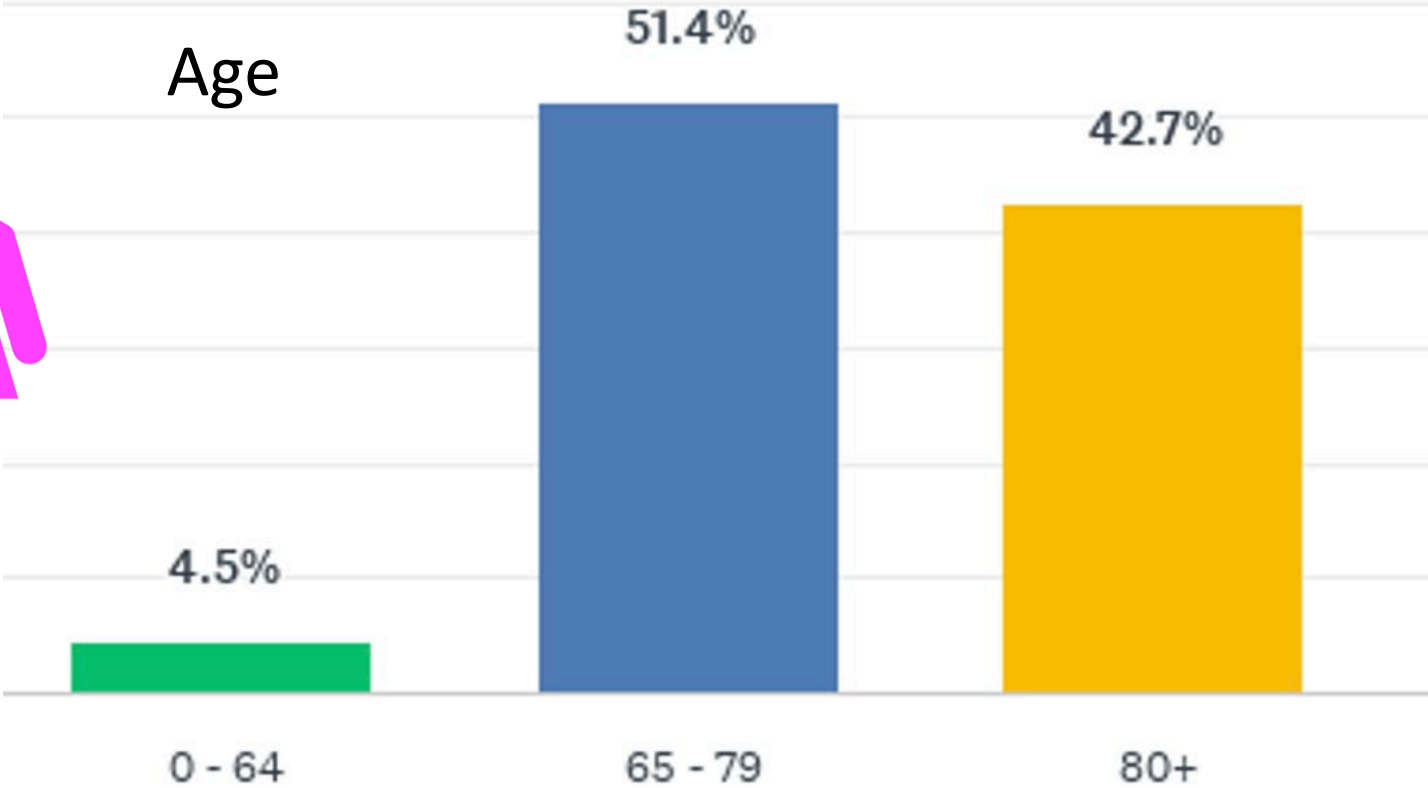
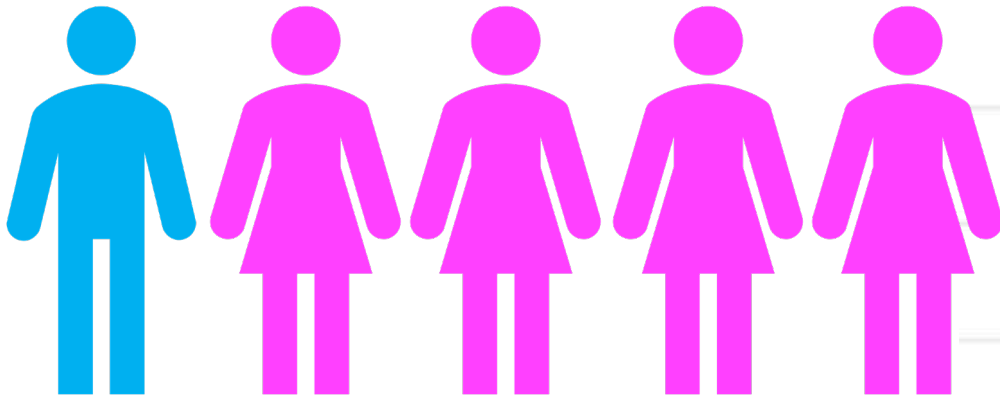
survey results



# survey responder profile

77% are female

95% are aged over 65



## communication

how would you like to be contacted by  
AGEnda (tick all that apply)?



**71.8%** of older people would  
like to be contacted by letter



**22.5%**  
by email



**21.1%**  
by phone



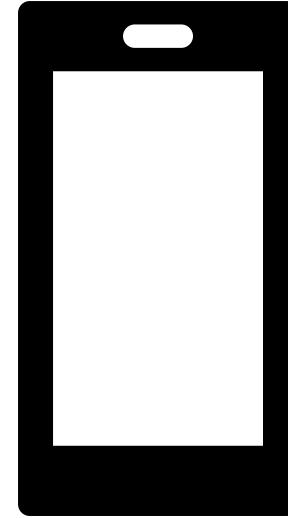
**12.2%**  
by text

**“I find it very helpful to  
have such technology but  
need help when things go  
wrong”**

Survey Response



**90%**  
have a landline



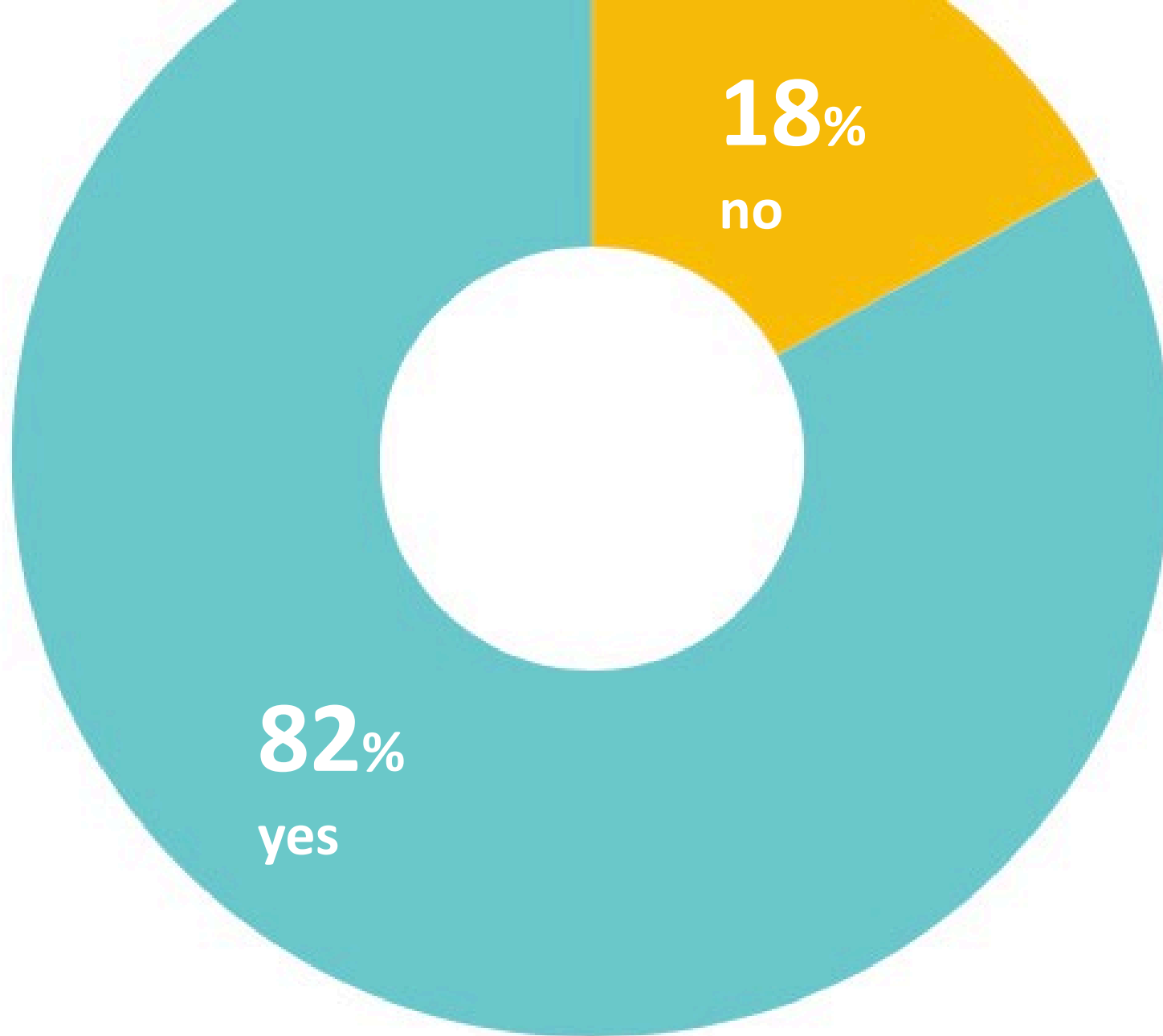
**87%** have a  
mobile phone



99.7%

effectively all (99.7%) of  
the survey respondents  
had a phone

3 in 4 (76.1%) had both a  
landline and a mobile



**mobile usage**

4 in 5 people have used their mobile phone in the last 3 days

## mobile usage

9 out of 10 make phone calls

4 out of 5 use text/messages

3 out of 10 use emails

over half use their mobile camera



**90%**  
calls



**82%**  
text/messages



**30%**  
email



**52%**  
camera



## comment on mobile usage

“I find it impossible to fully utilize my mobile phone”

“Not all older people know how to use a phone”

“Gave up on mobile phone as unable to keep up with advances in technology”

“I would like classes for mobile phones”



**‘6 in 10 older people  
have someone who can  
regularly help them with  
technology’**

AGEnda Connect Survey (2021)

## internet access in their home



67%

access to  
internet via  
broadband



16%

access to  
internet via  
mobile/4G



28%

have no  
access to  
internet

most older people are using technology – phone and apps to remain connected with family, friends and others; which is important but there are still many who remain disconnected



## internet access

6 out of 10 of those who do not have internet at home can access it through family and friends; with 1 in 5 accessing it via the library

1 in 4 of those without internet access at home (rising to 1 in 3 of females over 80) can't access the internet in anyway



## keeping in touch with people

61% of people answered this question, with almost 4 in 5 using WhatsApp and just over half using Facebook. 2 in 5 use zoom, and 1 in 5 use Skype. Some also used FaceTime and Facebook Messenger



**78%**

WhatsApp



**51%**

Facebook



**39%**

Zoom



**18%**

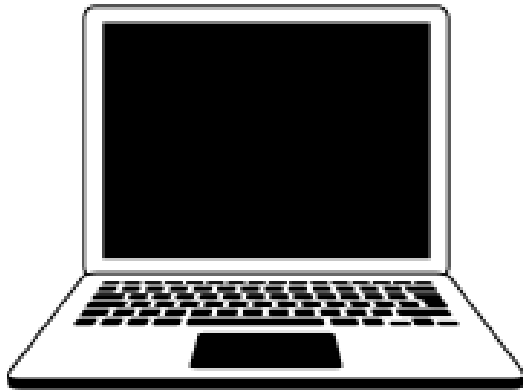
Skype/Teams



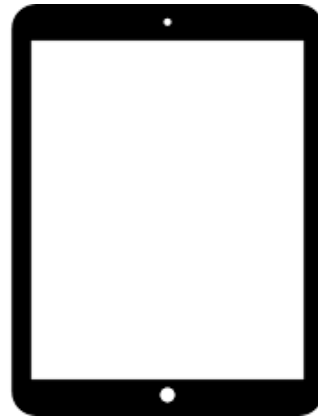
**Connecting with others is important, and face to face will always be the preferred way for most but there is a growing role for technology to help supplement that and fill in the gaps between face to face meetings**

## access to a computer in the home

most older people have access to a computer or tablet device in their homes; with 1 in 7 older people have access to both



**44%** have access  
to a computer or  
laptop



**37%** have access  
to a computer or  
laptop



**35%** have no  
access to a  
device





## **technology support**

61% of older people have someone who can help them regularly with technology

141 (39%) people responded indicating they'd like advice or support with the following:

56% with their iPad or computer

38% with keeping safe online

31% with their mobile phone

27% with ordering food or goods online

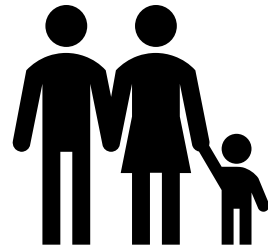
21% with filling in forms online

## technology areas you would like to know more about

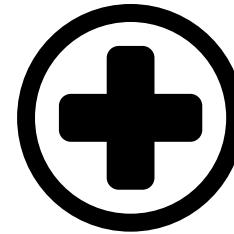
116 people responded, seeking more information as follows



**51%** help to connect with church, groups or classes



**24%** help to connect with family and friends



**45%** help with health issues



**39%** help with making home safer



appendices

**mcgarryconsult.com**