



## Background -

### **Revera Report on Tech-Savvy Seniors**

#### **Introduction**

In 2000, only 5 per cent<sup>i</sup> of Canadian seniors 75+ were online, now that number has grown to 27 per cent<sup>ii</sup> in this country, and internet adoption in 2012 among American seniors 75+ has reached 34 per cent<sup>iii</sup>. New research from Revera, one of Canada's leading providers of seniors care and services, shows tech-savvy seniors are bridging the digital divide and challenging the stereotype that technology is only for the young. And what are they using technology for? Increasingly, they are using it to stay socially active and live independently for longer in their homes. In partnership with Leger Marketing, Revera surveyed online Canadians aged 55-64, 65-74 and seniors 75+ to find out their attitudes and behaviours around technology use. Below is a snapshot of the findings.

#### **Key research findings**

- 88 per cent of online seniors, over the age of 75, are going online at least once a day, to send emails (98 per cent), research topics of personal interest (76 per cent) do personal banking and investing (65 per cent), and go shopping (33 per cent).
- They use the Internet so much that email has surpassed face to face contact as a primary way to keep in contact with friends and family.
- For seniors over the age of 75, technology is seen as a tool to independent living with seven in 10 saying it's important in helping them live in their own homes for as long as possible.
- When asked how they'd be most inclined to use technology to live longer independently in their homes, the top five responses were:
  1. To keep socially active (63 per cent)
  2. To keep informed about news and world issues (60 per cent)
  3. To make their home more secure (49 per cent)
  4. To monitor their healthcare (45 per cent)
  5. To make their home safer (34 per cent)

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- Seniors are also joining the young in embracing new channels of technology as a way to keep in touch with friends and family.
  - More than half (53 per cent) of online seniors 75+ belong to a social networking site such as Facebook and over a third (36 per cent) of those visit the sites at least once a day.
  - When asked what they use social networking sites for, 76 per cent said to keep in touch with family and friends, while 20 per cent use them to post photos.
  - More than one in three (36 per cent) send text messages at least once a week.
  
- Seniors are also showing their savvy skills when it comes to videoconferencing. One in five (19 per cent) online seniors 75+ uses Skype or Apple's Facetime as their primary way of keeping in contact with family and friends.
  
- Looking to the future, three quarters believe technology has the potential to make their lives easier and more than half (56 per cent) would like to use it more in their day-to-day life.

#### **Methodology**

*The Revera Report on Tech-Savvy Seniors was completed online from January 23, 2012 to February 3, 2012 using Leger Marketing's online panel, **LegerWeb**, with a sample of 1532 Canadians in the following age groups: 500 Canadians age 55 to 64, 513 Canadians ages 65 to 74; and 519 Canadians age 75+. A probability sample of the same size would yield a margin of error of  $\pm 2.5$  per cent, 19 times out of 20.*

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<sup>i</sup> <http://www.statcan.gc.ca/pub/11-008-x/2009002/c-g/10910/c-g001-eng.htm> Accessed April 17, 2012.

<sup>ii</sup> <http://www.statcan.gc.ca/daily-quotidien/111012/dq111012a-eng.htm> Accessed April 17, 2012.

<sup>iii</sup> <http://www.pewinternet.org/Reports/2012/Older-adults-and-internet-use/Summary-of-findings.aspx> Accessed June 8, 2012.