

Ofcom Consumer Panel Research Quantitative Research Findings

Focus on older people






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Report outline

- This report compares the findings for residential consumers aged 65 and over with those for residential consumers in the **UK overall**
- Differences shown of $\pm 5\%$ (where based on all respondents) are statistically significant
- Where findings for older people are significantly different from the UK average this has been shown using green and red arrows
 - to indicate significantly higher or lower measures for older people
- Unweighted base sizes are shown throughout the report to illustrate the number of respondents interviewed

Profile of groups of interest by nation

Figures in **bold** indicate where the incidences of a group is significantly higher than for the UK as a whole or in comparison to other nations in the UK. Final row and final column indicate the number of interviews conducted for the Consumer Panel survey.

	England 	Scotland 	Wales 	Northern Ireland 	UK TOTAL 	<i>INTERVIEWS CONDUCTED</i>
Older people (aged 65 plus)	16%	16%	18%	14%	16%	461
Rural	13%	13%	19%	55%	15%	398
Non-white	7%	1%	2%	1%	6%	331
Limiting long term illness/ disability	14%	18%	29%	15%	15%	488
TOTAL NATION SPLIT	84%	9%	5%	2%	100%	
<i>INTERVIEWS CONDUCTED</i>	1398	426	352	343	2519	

Summary of key findings for older people compared to UK average

Understanding

- Less likely to have heard the terms broadband, digital TV, digital radio and 3G
- Less likely to understand the term digital switchover

Keeping informed

- Less likely to keep informed of developments in communications technologies at all
- Less likely to nominate any sources of information or advice on communications services

Ownership, use and satisfaction

- No real difference in terms of ownership levels for landline, but less likely to have mobile phone, internet and digital TV
- Less likely to access the internet at all
- Less likely overall to have ever switched suppliers for their home communications services
- Less likely to be dissatisfied with their home communications services
- More likely to have any difficulties using a mobile phone, PC, landline or TV

Less likely to have heard of broadband, digital TV, digital radio & 3G

Whilst most older people have **heard of** broadband, digital TV and digital radio, they are significantly less likely to understand the terms through being able to describe what they refer to. Fewer than one in ten older people have heard of 3G.

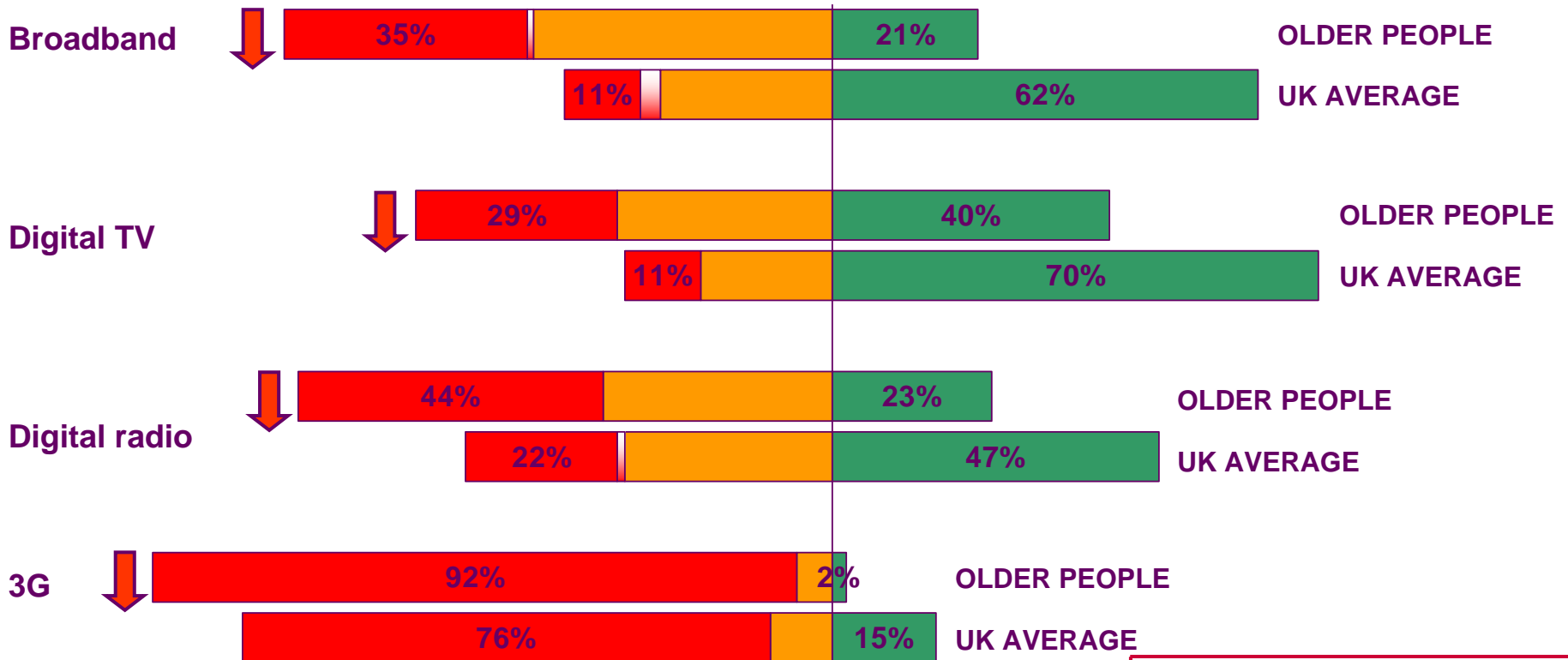
Aware of each communications term

Not aware

Misinformation

Can't describe

Understand

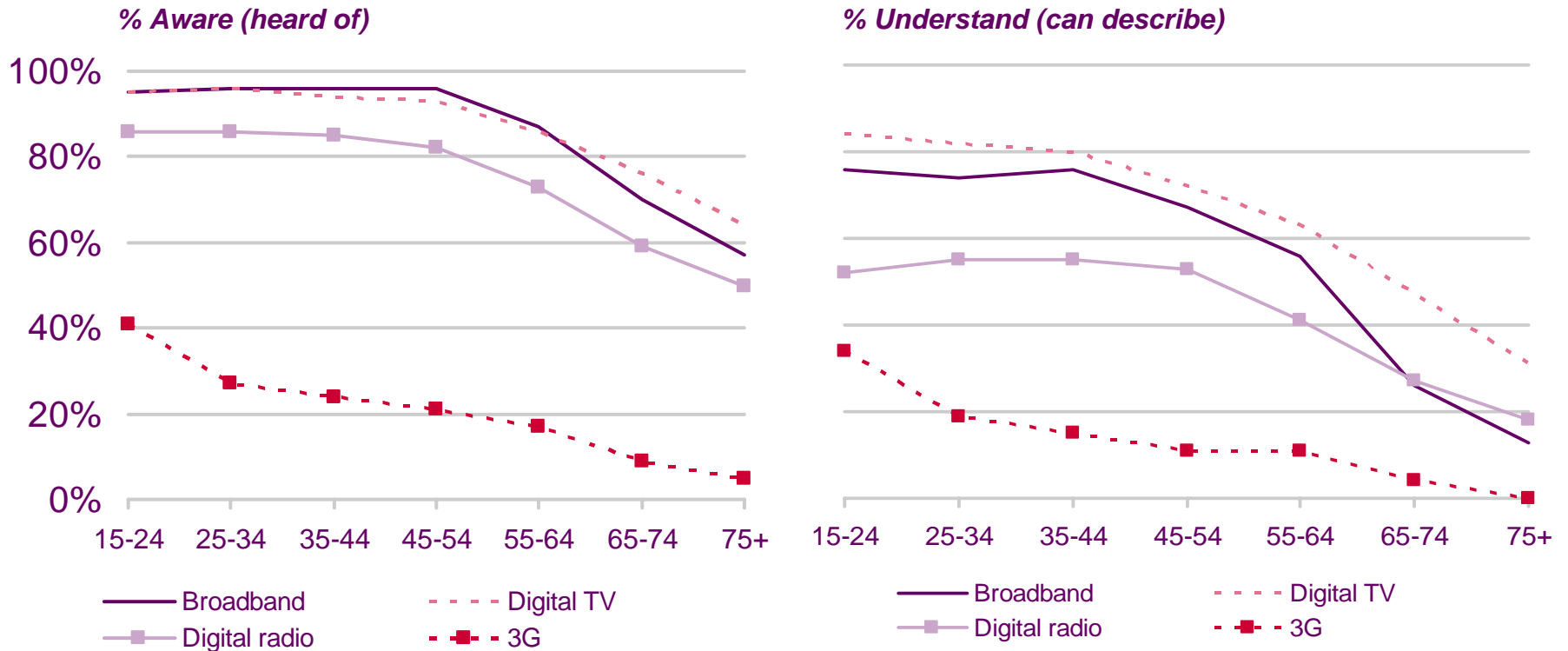


Base : All respondents aged 65 and over (461) and UK overall (2519)

↓ ↑ Indicates significantly lower levels of awareness or higher levels of understanding

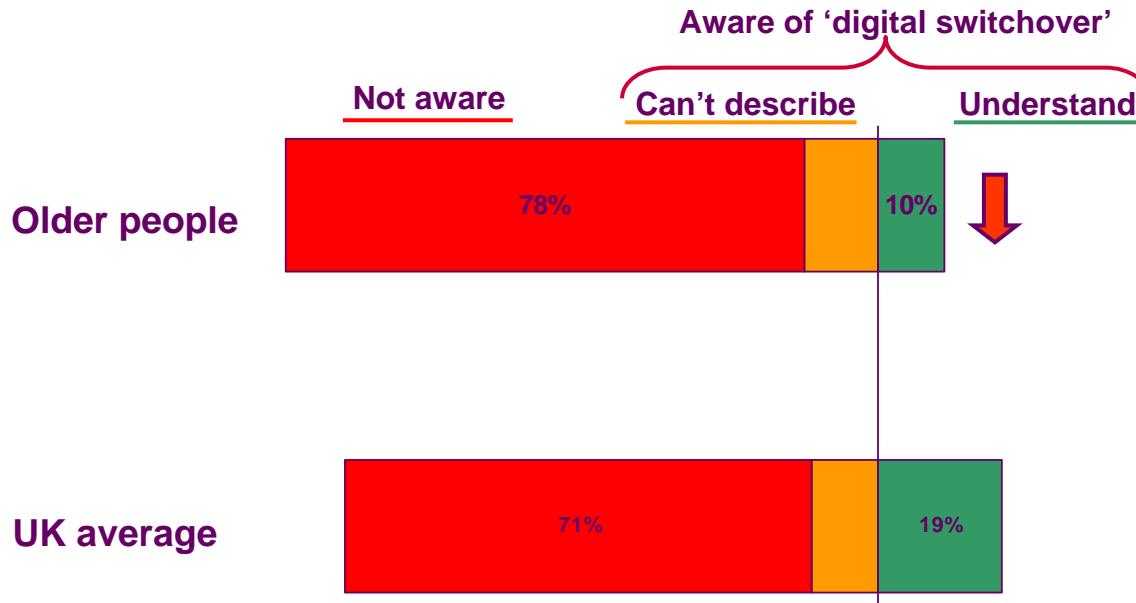
A clear drop in awareness and understanding of technology terms for over 55's

Awareness and understanding for each of the four technology terms is lowest amongst older people aged 65 and over. Awareness of the terms broadband, digital TV and digital radio can be seen to drop from age 55, whilst awareness of 3G drops steadily across each age group.



Base : All respondents (2,519)

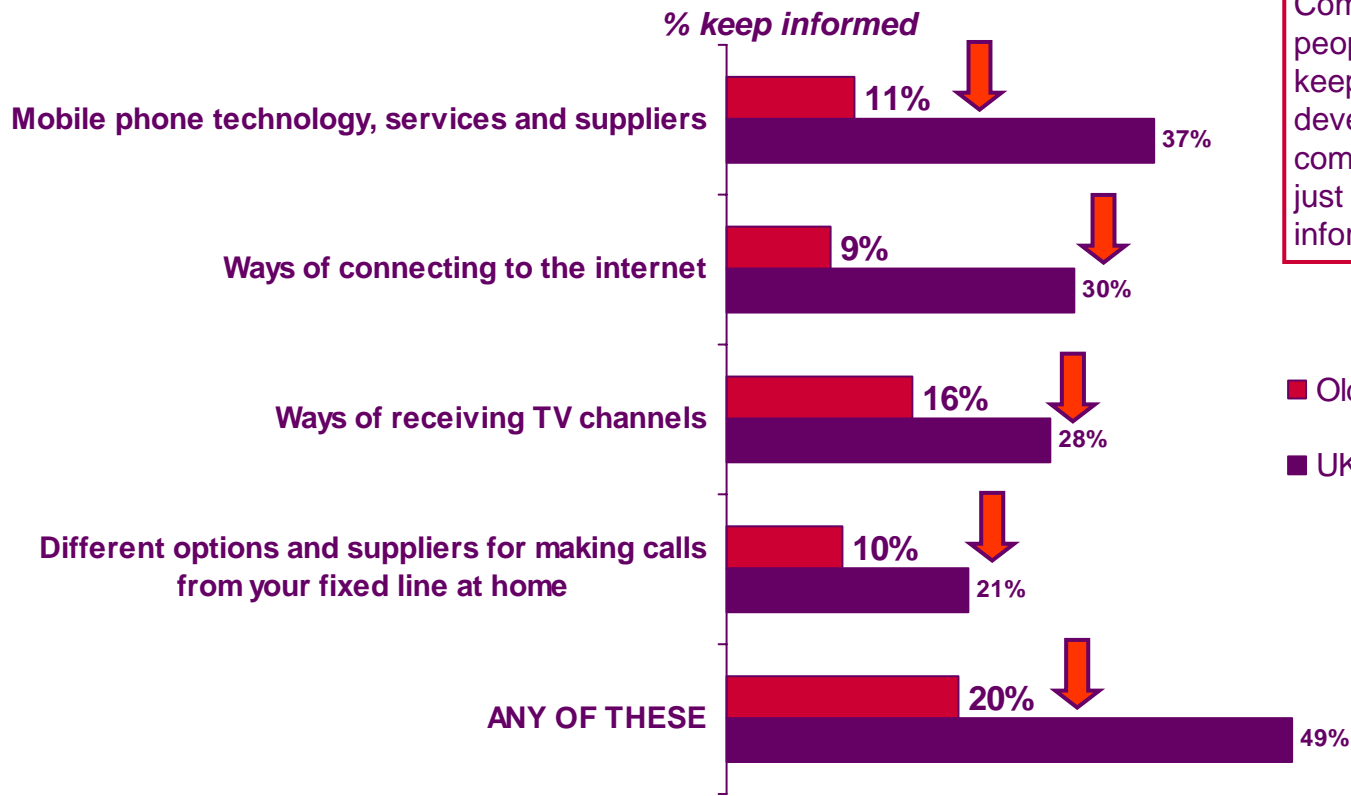
Less likely than UK average to understand 'digital switchover'



•One in ten older people are able to correctly describe what the term 'digital switchover' refers to, and over three in four have not heard the term

↓ ↑ Indicates significantly lower or higher levels of understanding

Significantly less likely to keep informed compared to UK average



Compared to the UK average, older people are significantly **less** likely to keep themselves informed about new developments for each of the communications technologies, with just one in five older people keeping informed about **any**.

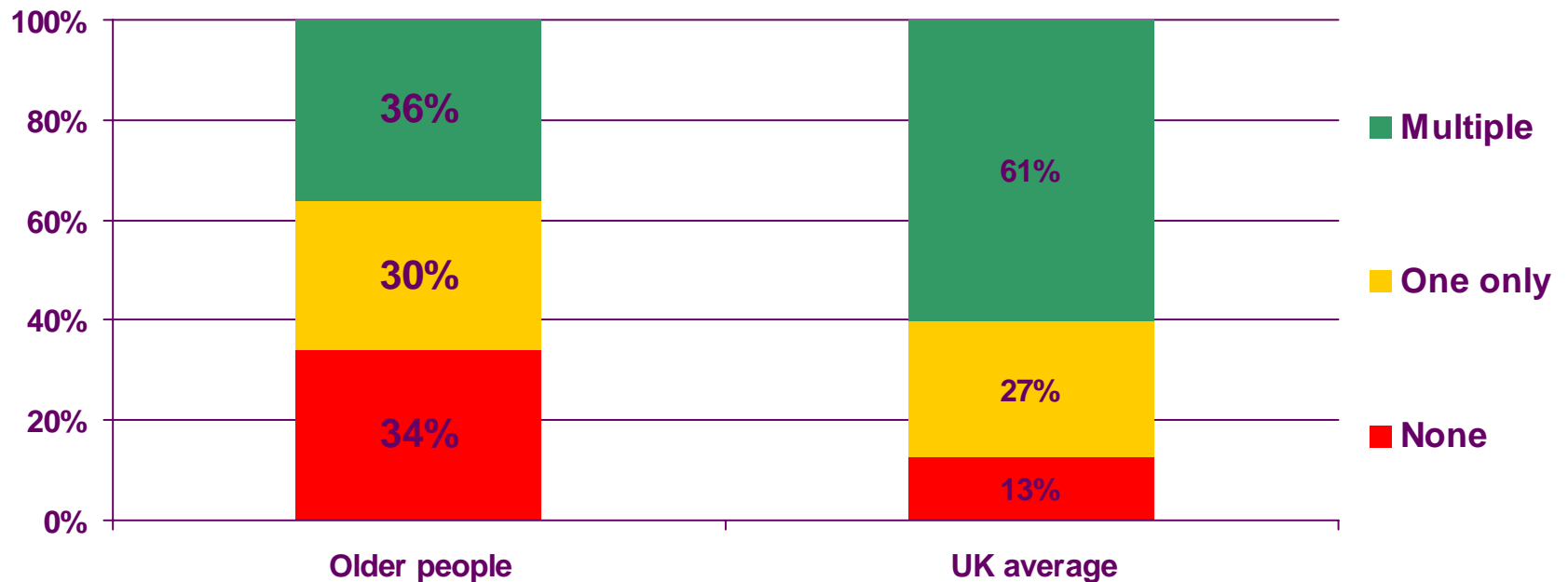
Older people
UK average

Indicates significantly lower or higher levels of keeping informed compared to the UK average

Base : All respondents aged 65 and over (461) and UK overall (2519)

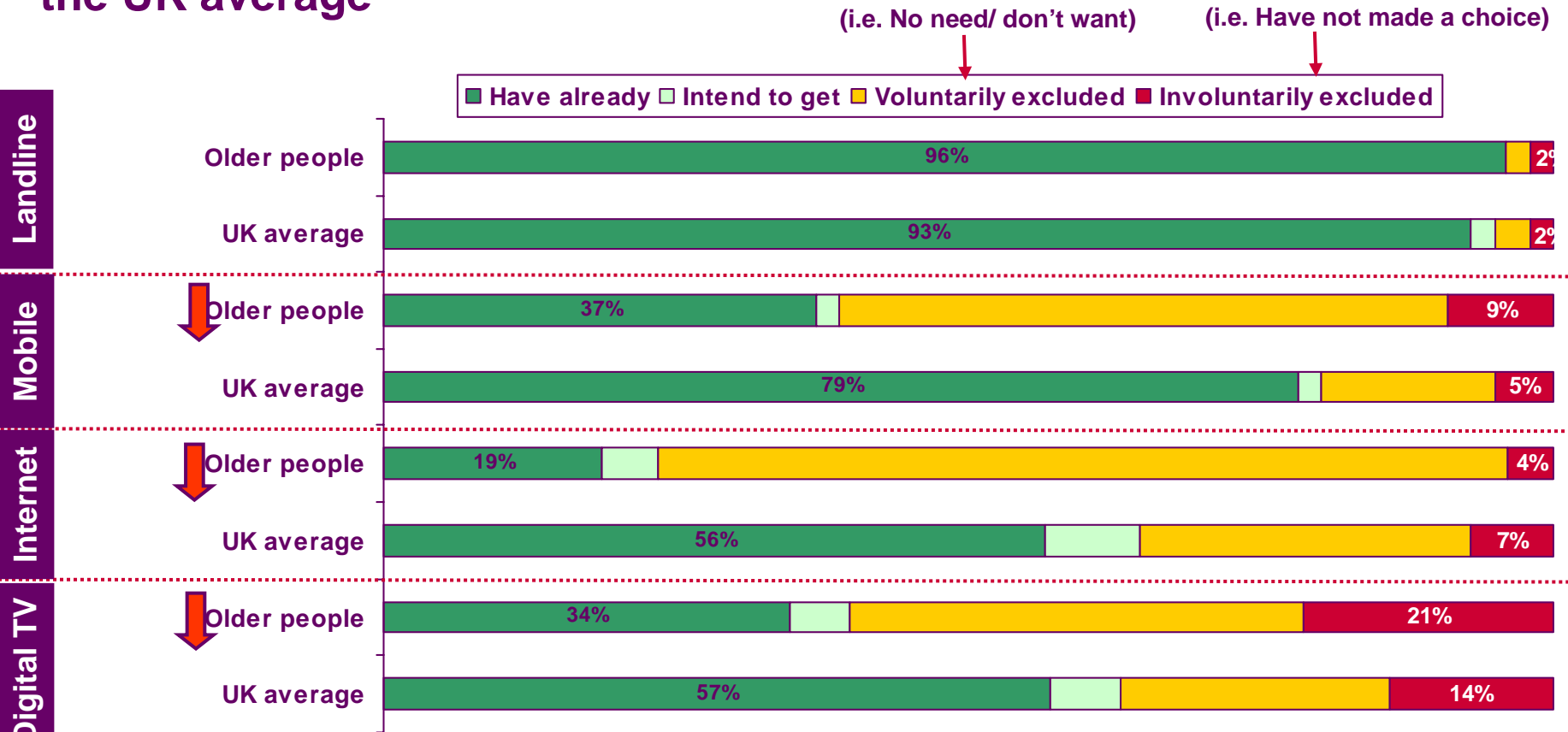
Less likely than UK average to recall any sources of advice or information on communications services

Two in three older people recall any sources of information, compared to the UK average of close to nine in ten



Base : All respondents aged 65 and over (461) and UK overall (2519)

Ownership of technologies other than landline is lower compared to the UK average

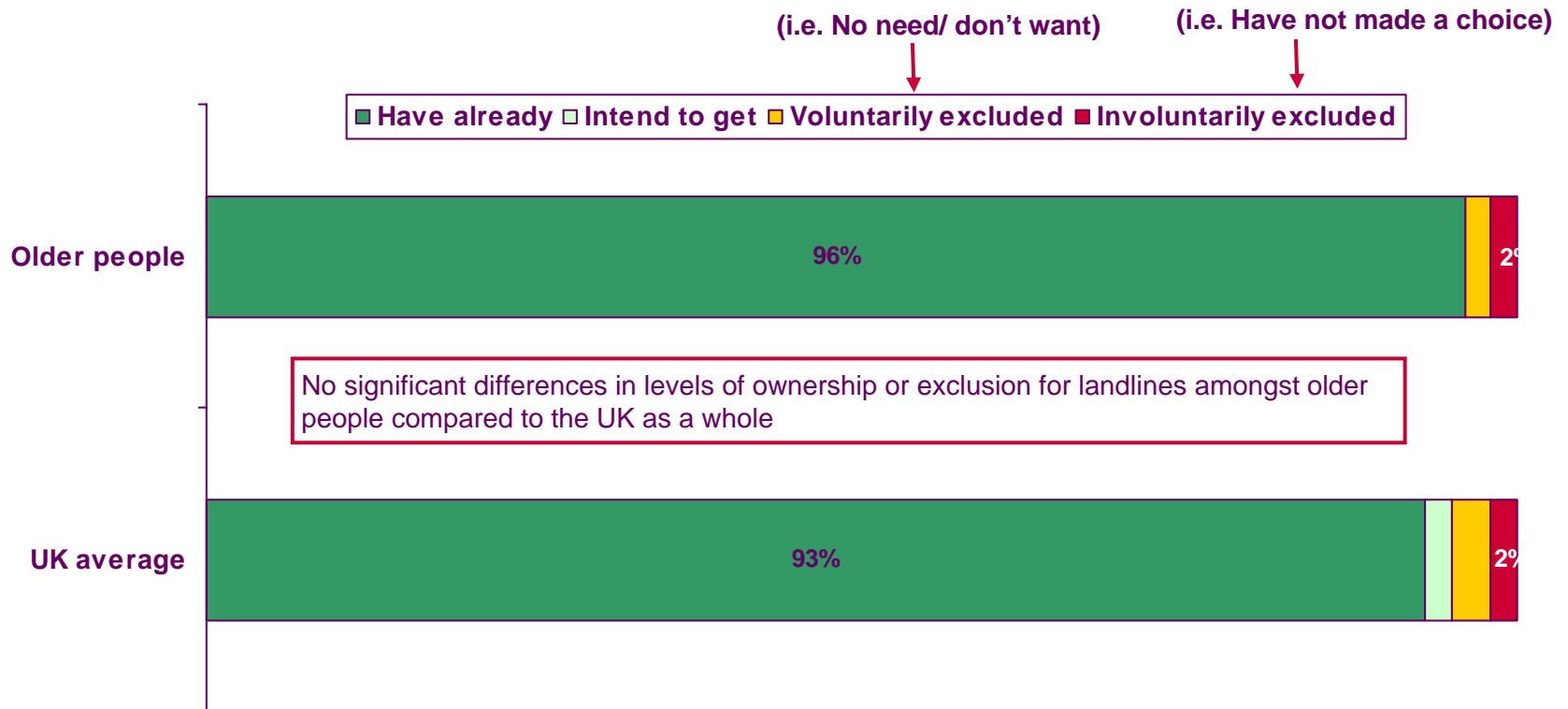


Base : All respondents aged 65 and over (461) and UK overall (2519)

Indicates significantly lower or higher levels of ownership

Landline ownership is broadly similar to the UK average

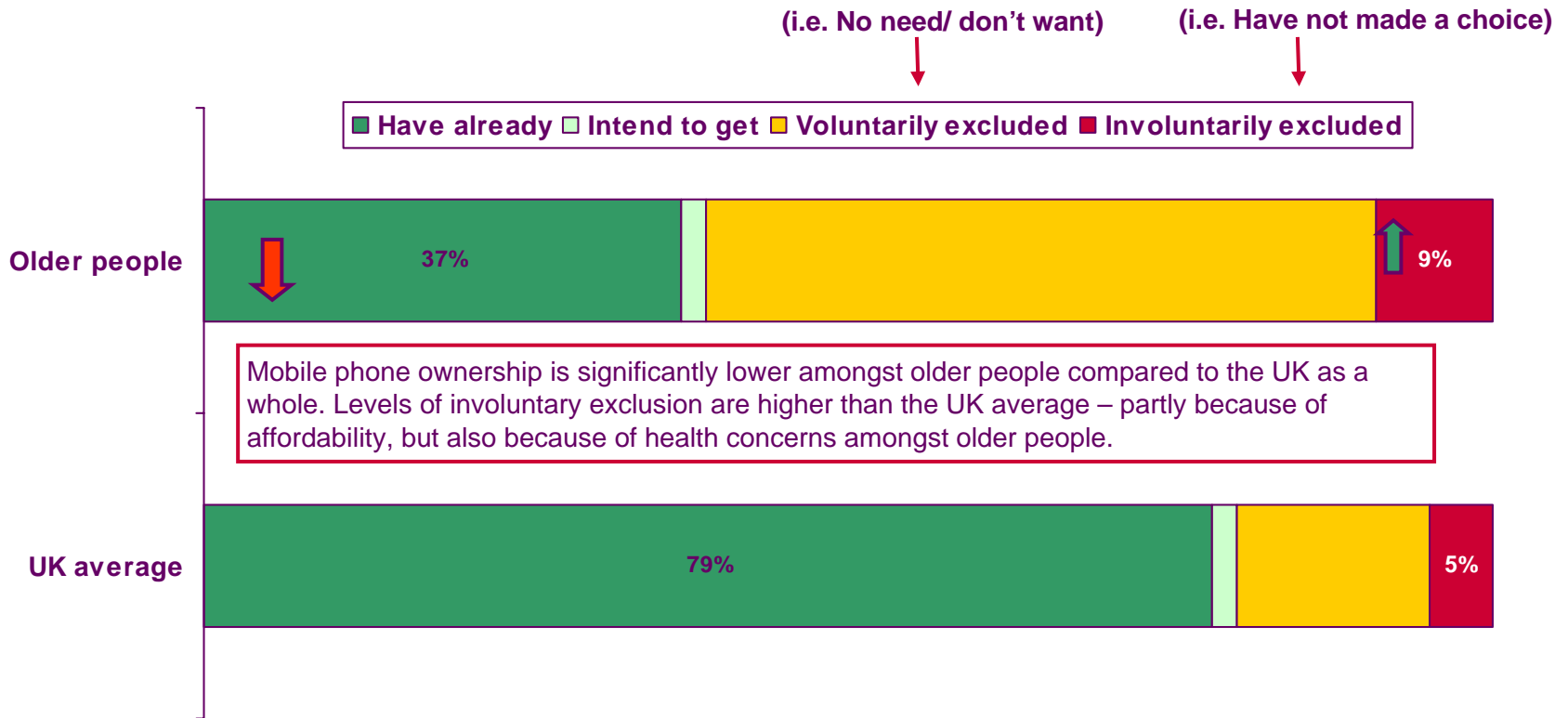
Landline



Base : All respondents aged 65 and over (461) and UK overall (2519)

Indicates significantly lower or higher levels of ownership

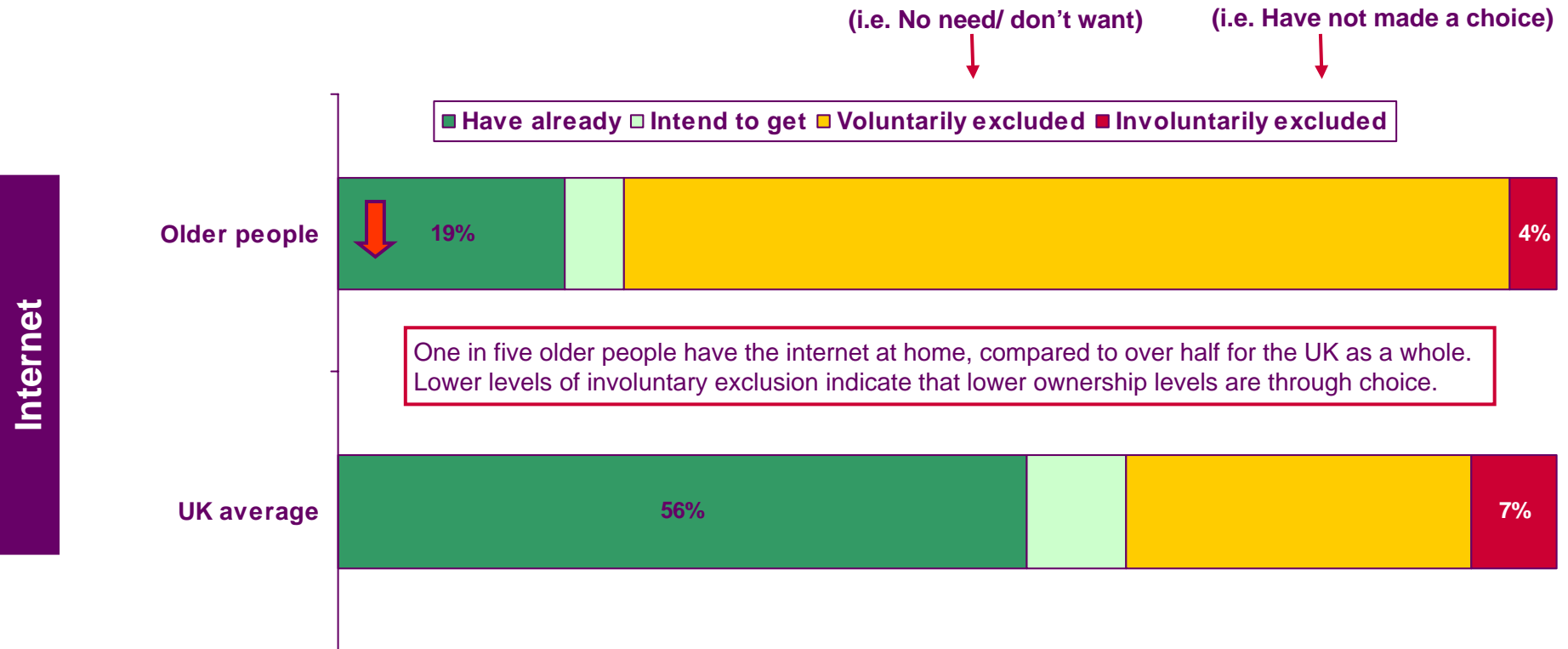
Lower mobile phone ownership and higher involuntary exclusion



Base : All respondents aged 65 and over (461) and UK overall (2519)

Indicates significantly lower or higher levels of ownership

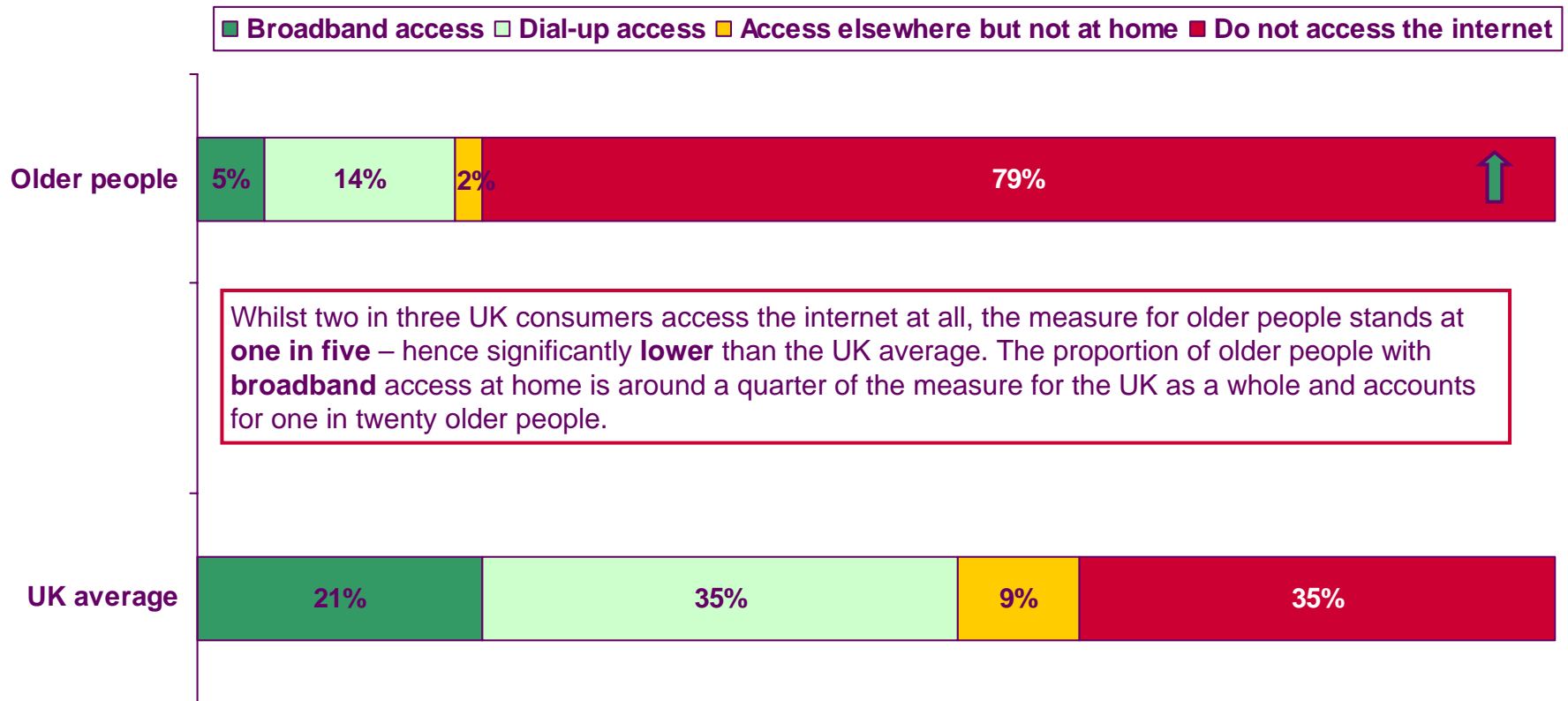
Less likely to have the internet at home, but almost all through choice



Base : All respondents aged 65 and over (461) and UK overall (2519)

Indicates significantly lower or higher levels of ownership

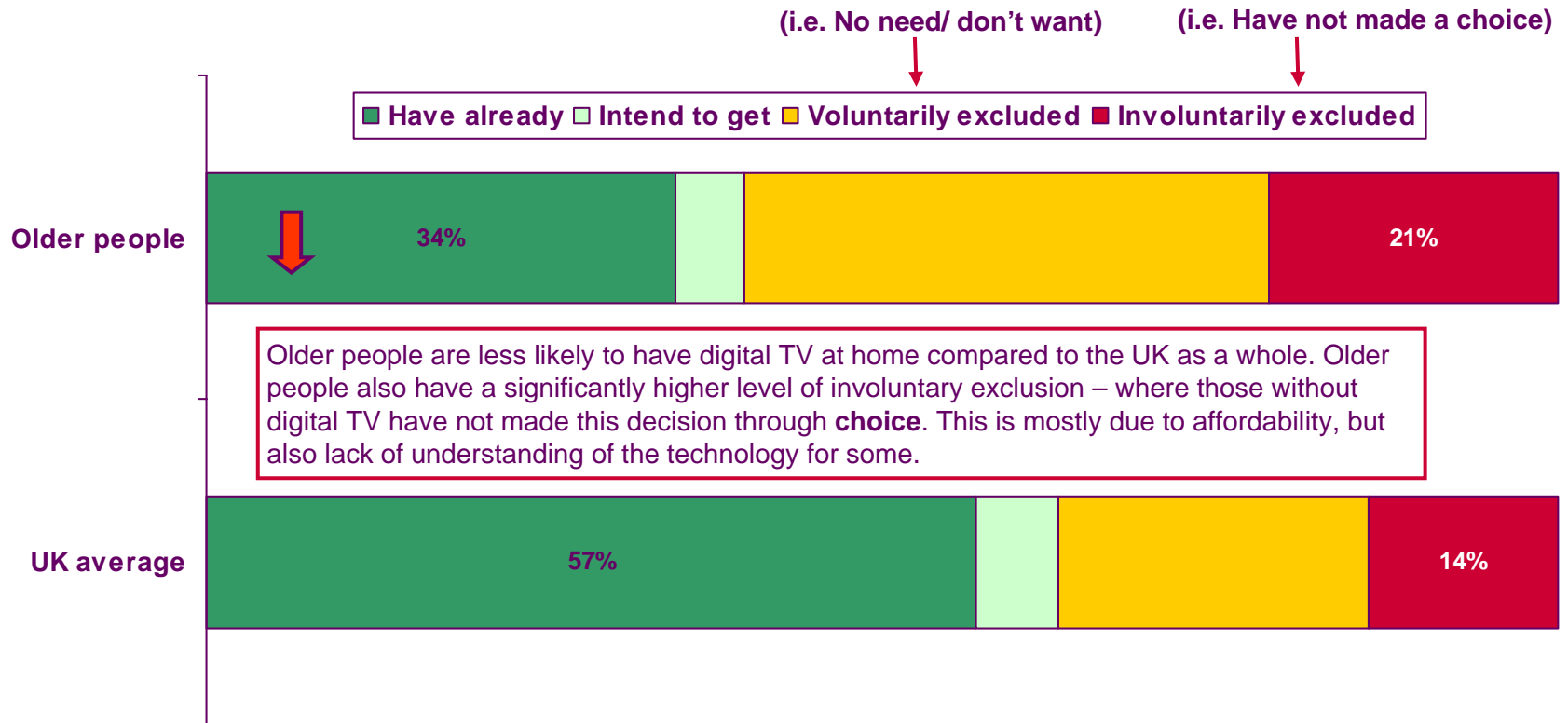
Significantly less likely to access the internet at home or elsewhere



Base : All respondents aged 65 and over (461) and UK overall (2519)

↓↑ Indicates significantly lower or higher levels accessing the Internet

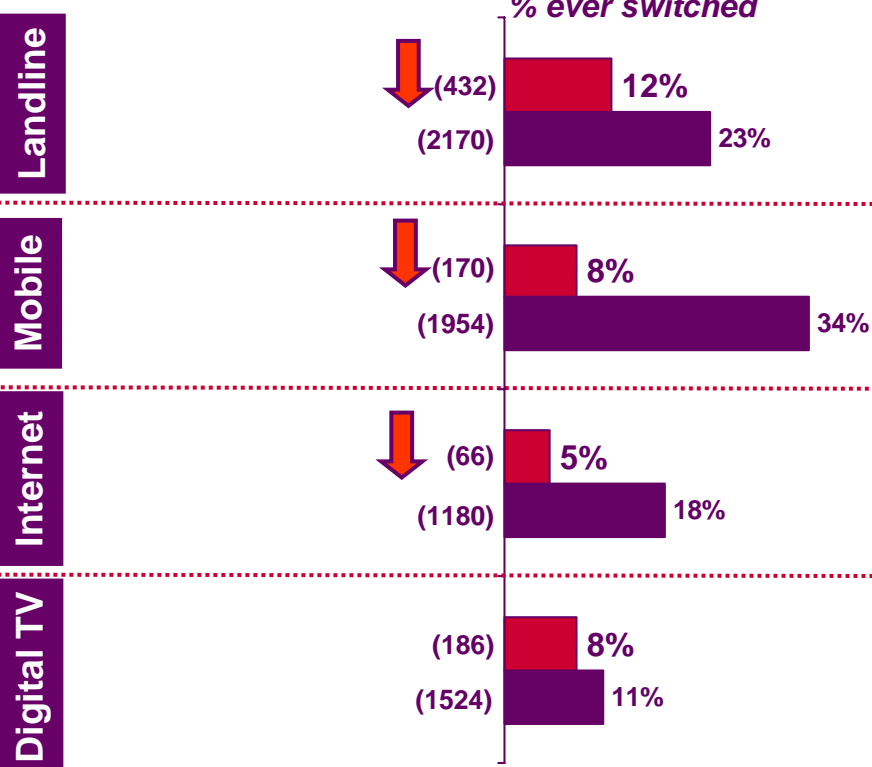
Lower ownership levels for digital TV, with higher levels of involuntary exclusion



Base : All respondents aged 65 and over (461) and UK overall (2519)

Indicates significantly lower or higher levels of ownership

Lower levels of switching phone and internet service suppliers



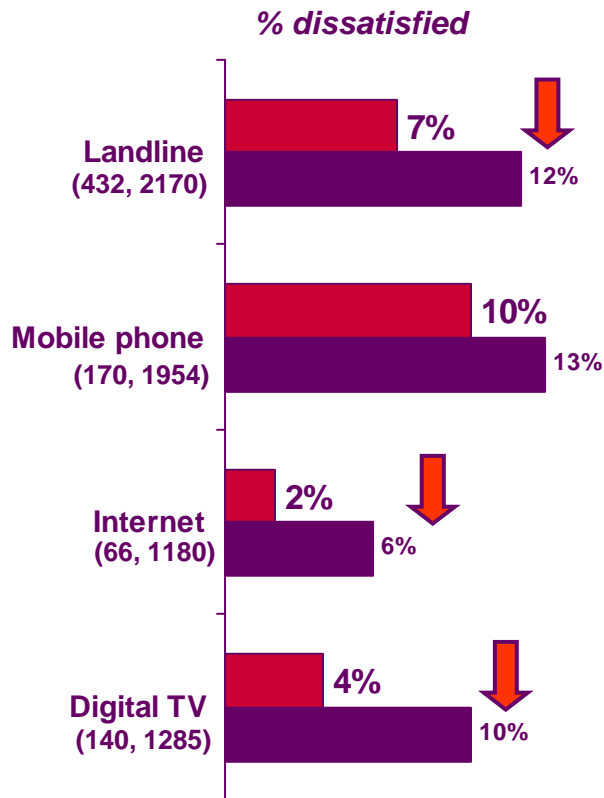
Compared to the UK average, older people are significantly **less** likely to have switched supplier for their landline, mobile phone or internet service. Higher levels of switching are found amongst those who keep themselves informed, which is less common amongst older people.

Older people
UK average

Indicates significantly lower or higher levels of switching

Base : All with access to each service at home

Lower proportion are dissatisfied with their services than the UK as a whole



Compared to the UK average, older people are significantly **less** likely to be dissatisfied with the service they receive from their landline supplier, internet service provider and digital TV supplier. Dissatisfaction with service from the mobile phone network does not differ significantly from the UK average. Higher levels of dissatisfaction are found amongst those who keep themselves informed, which is less common amongst older people.

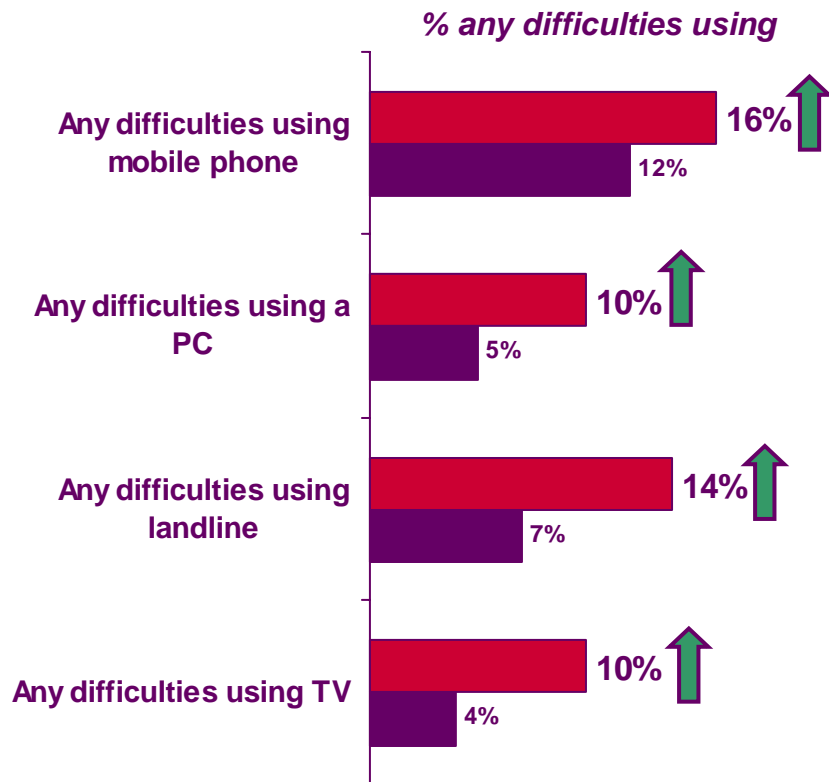
- Older people
- UK average

Base : All with access to each service at home



Indicates significantly lower or higher levels of dissatisfaction compared to the UK average

More likely to have any difficulties using communications technologies



Compared to the UK average, older people are significantly **more** likely to report they have any difficulties using each of the four communications technologies.

- Difficulties using a mobile phone more commonly relate to using the buttons on the phone and seeing the display
- Difficulties using a PC more commonly relate to using the mouse or keyboard or seeing the display
- Difficulties using a landline more commonly relate to hearing the phone ring or the person on the other end of the call
- Difficulties using a TV more commonly relate to hearing the TV

■ Older people
■ UK average

Base : All respondents aged 65 and over (461) and UK overall (2519)



Indicates significantly lower or higher levels reporting any difficulties using compared to the UK average