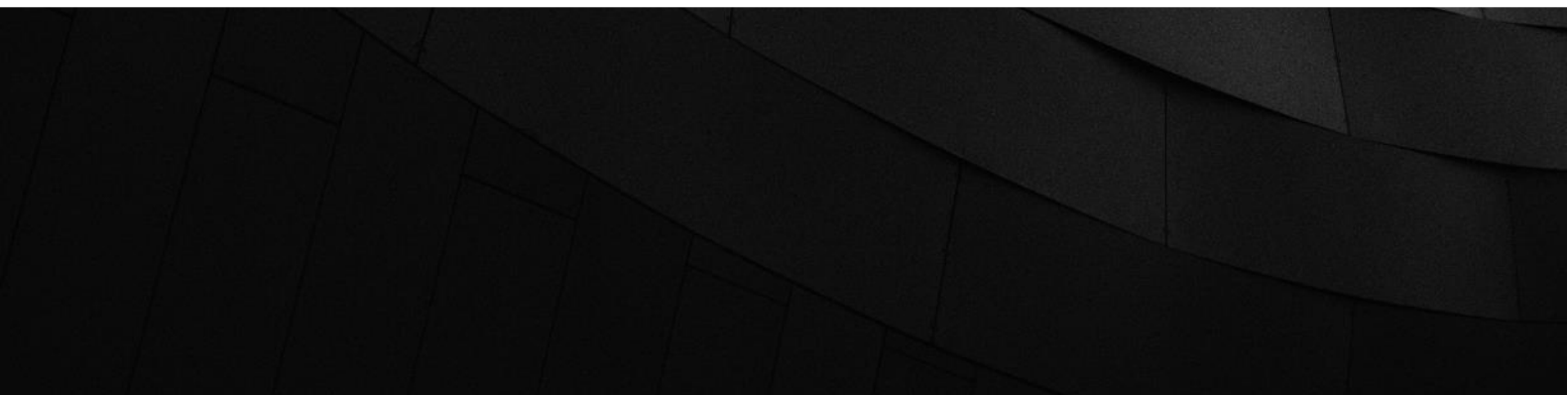


ASIA

SENIORS AND TECHNOLOGY

---

JUNE 2018



## KEY FINDINGS

---

### Aussie seniors embrace the use of technology in their daily lives

- Most Aussie seniors are confident in dealing with challenges when it comes to using technology but are happy to reach out to their family/friends for assistance when faced with adversity.
- They also see themselves as 'tech savvy' and more so compared to the past, but think the millennials are more 'tech savvy' compared to their own generation.
- Doing their own research on the internet and talking about it with others more experienced or knowledgeable are the top things Aussie seniors are currently doing to keep up with the advancing technology.
- However, many seniors have also expressed concern about how advancing technology would impact future generations.
- Although some think personal technology devices make their lives complicated, most seniors believe their generation has embraced personal technology in their daily lives, with smartphones and laptops as the most popular devices they use.

### ... And this extends to utilising personal technology in managing their health

- Aussie seniors use technology to monitor their personal health, fitness/activity trackers such as Fitbits is the top choice of tech.
- They believe it gives them more empowerment in managing their health and that it makes monitoring their health easier.
- Some seniors also tend to check their symptoms online first before consulting with a doctor whenever they do not feel well, saying it does not cost them anything and that it is quite easy to do so.
- However, they then go to the doctor after receiving their online diagnosis and end up following their doctor's advice.
- Nearly all seniors would generally trust a doctor more than online symptoms checkers to diagnose issues with their health even though they would consider using these checkers if they were as accurate as doctors.
- Many seniors believe technology will change the doctor's surgery as we know it; for instance, they think 'robot doctors' in the future will be able to give the same level of diagnosis and care as the doctors of today.

### Aussie seniors also open to the possibilities of advancing technology that may prolong lifespan

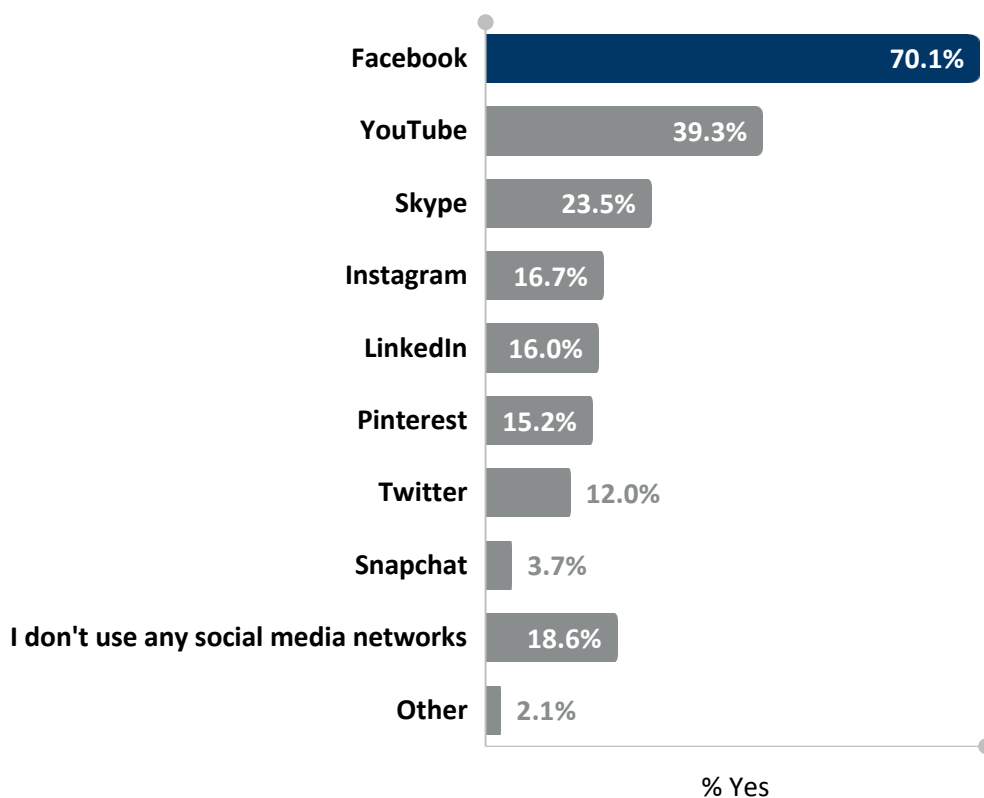
- Nearly all seniors think elective surgery can help improve the overall quality of life and maintain prime health.
- Seniors say the ideal lifespan of their generation is approximately 87 years, with elective surgery believed to have the ability to extend this by an average of 15 years.
- Cataract surgery, cardiac surgery, hip and knee replacement/reconstruction are the most important forms of elective surgery Australians should consider according to seniors.
- These are largely the same forms of surgery seniors would consider undergoing themselves to prolong their lifespan and they are willing to spend an average of \$38,061 on it.
- Fewer seniors say they would be willing to travel overseas to undergo elective surgery, citing USA as their top destination.

## MAIN FINDINGS

### USE OF SOCIAL MEDIA

- Many seniors believe social media helps them connect with their family, friends and community as well as reduces feelings of isolation and disconnectedness.
- Facebook is the most popular platform among seniors who use social media, while Youtube comes in second.
- Seniors who use social media networks spend an average of 12 hours per week on these platforms. Australia-wide, this translates to roughly 3,328,711,124 hours in a year or equivalent to 379,990 years.
- Disinterest is the top reason given by seniors who are non-social media users for not utilising any platform.

Which of the following social media networks do you use?



\*Multiple answers allowed

Source: CoreData - Seniors and Technology Survey (June 2018)

Question: Which of the following social media networks do you use?

Seven in 10 (70.1%) seniors use Facebook, while close to two in five (39.3%) watch Youtube. Other social media networks seniors utilise include Skype, Instagram, LinkedIn and Pinterest. However, close to one-fifths (18.6%) say they do not use any social media network.

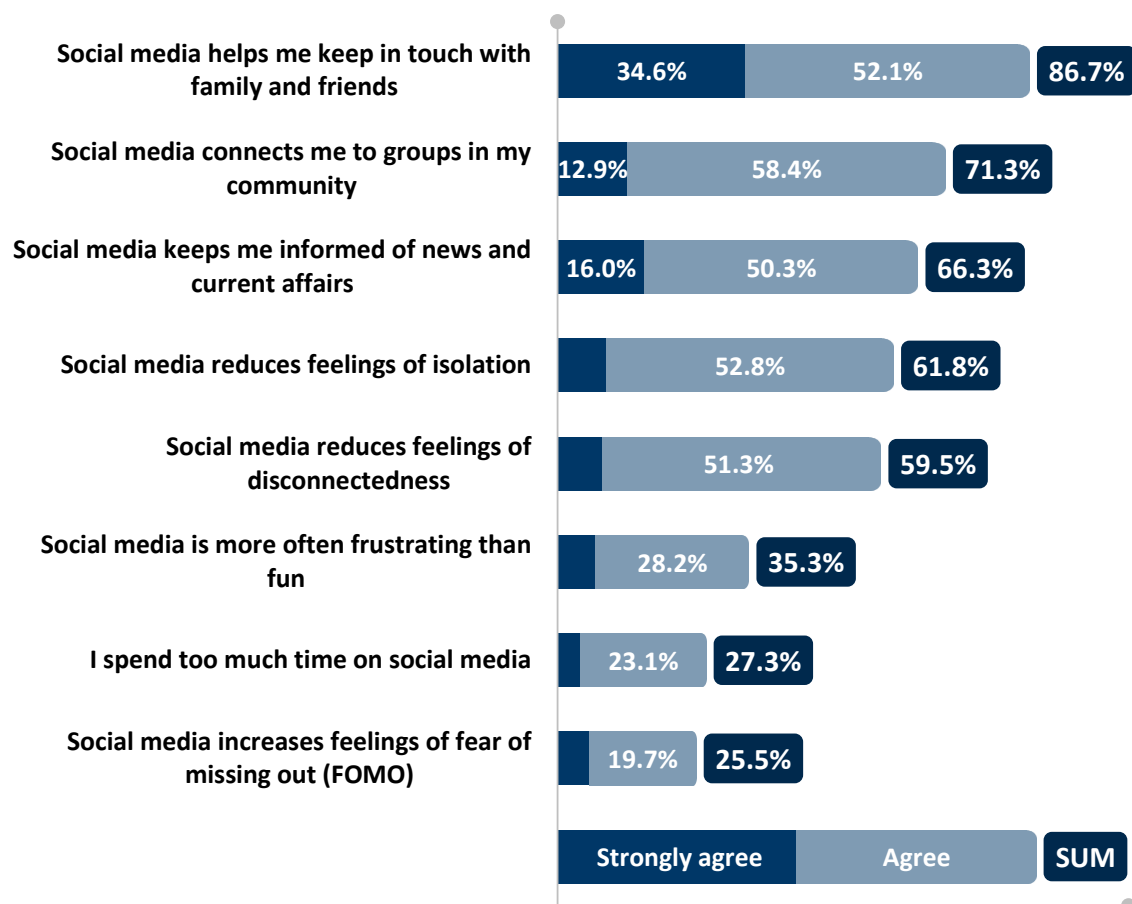
Approximately how many hours do you spend each week using social media networks?



*Source: CoreData - Seniors and Technology Survey (June 2018)  
Question: Approximately how many hours do you spend each week using social media networks?*

Seniors who use social media networks spend an average of 12 hours per week on these platforms. Australia-wide, this translates to roughly 3,328,711,124 hours in a year or equivalent to 379,990 years.

How much do you agree with the following statements on the use of social media?



Source: CoreData - Seniors and Technology Survey (June 2018)

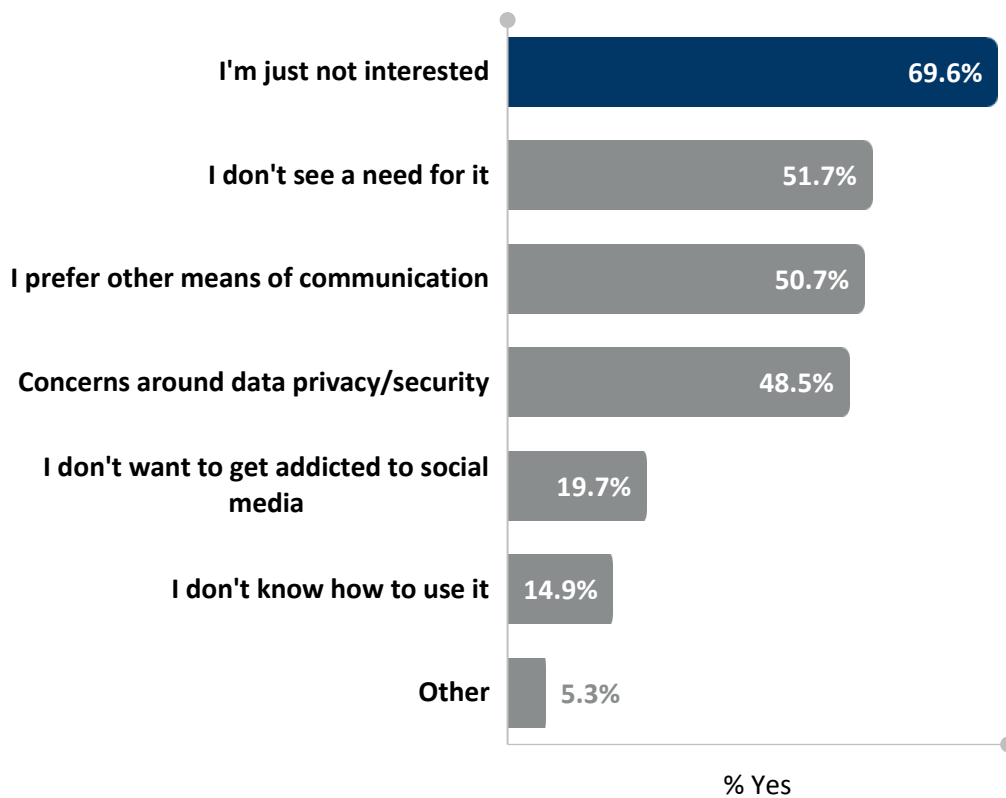
Question: How much do you agree with the following statements on the use of social media?

The vast majority (86.7%) of seniors who use social media agree that it helps them keep in touch with their family and friends, while more than seven in 10 (71.3%) say it connects them to groups in their community. Two-thirds (66.3%) keep abreast of news and current affairs through social media.

Similar proportions say social media reduces feelings of isolation (61.8%) and disconnectedness (59.5%).

However, some seniors also say that social media is more often frustrating than fun (35.3%), that they spend too much time on it (27.3%) and it increases feelings of FOMO or fear of missing out (25.5%).

Why don't you use any social media network?



\*Multiple answers allowed

Source: CoreData - Seniors and Technology Survey (June 2018)

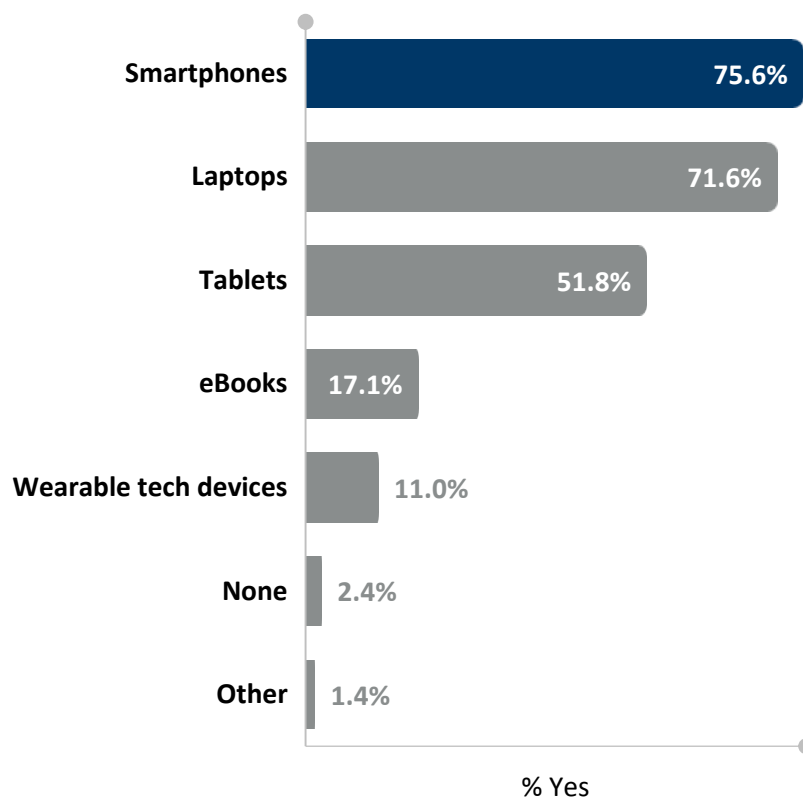
Question: Why don't you use any social media network?

Among seniors who do not use social media, the majority (69.6%) are just not interested in using the platforms. Similar proportions say they do not see a need for social media (51.7%), prefer other means of communication (50.7%) and have concerns around data privacy/security (48.5%).

## USE OF TECHNOLOGY

- Most seniors are confident in dealing with challenges when it comes to using technology but are happy to reach out to their family/friends for assistance when faced with adversity.
- A good number of seniors feel advancing technology has had a generally positive impact on their relationships with their family/friends and believe it makes them more connected rather than isolated.
- Seniors also see themselves as 'tech savvy' and more so compared to the past, but think the millennials are more 'tech savvy' compared to their own generation.
- Doing their own research on the internet and talking about it with others more experienced or knowledgeable are the top things seniors are currently doing to keep up with the advancing technology.
- However, many seniors have also expressed concern about how advancing technology would impact future generations.
- Although some think personal technology devices make their lives complicated, most seniors believe their generation has embraced personal technology in their daily lives, with smartphones and laptops as the most popular devices they use.

Which of the following personal technology devices do you use?



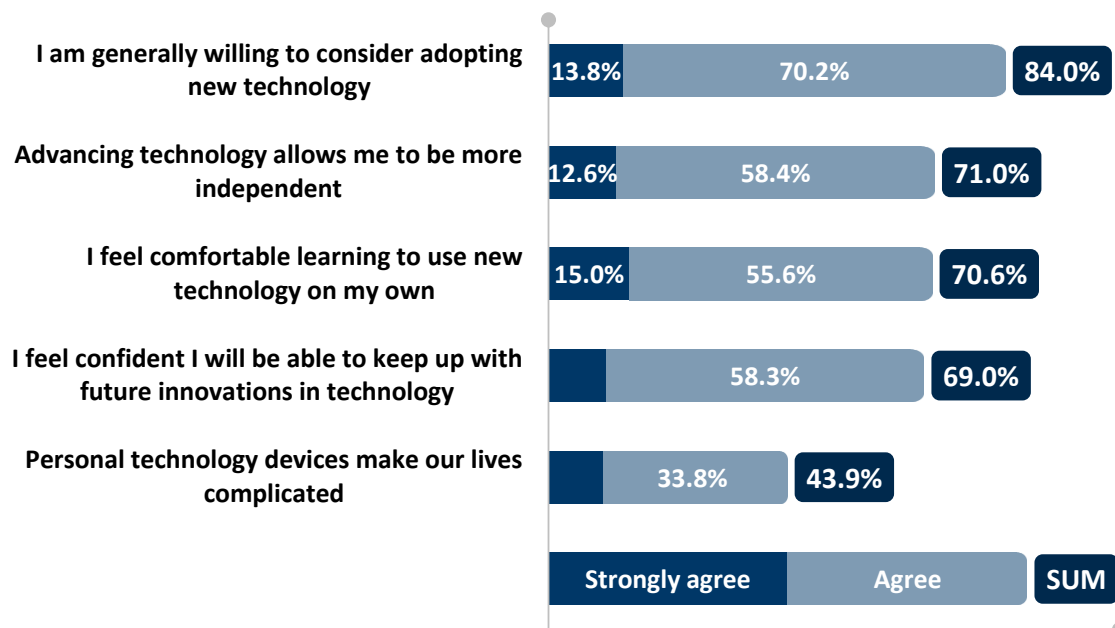
\*Multiple answers allowed

Source: CoreData - Seniors and Technology Survey (June 2018)

Question: Which of the following personal technology devices do you use?

Smartphones (75.6%) and laptops (71.6%) are by far the most popular personal technology devices seniors use. More than half (51.8%) say they use tablets, while a minor proportion read eBooks (17.1%) and have wearable tech devices such as fitness/activity trackers (11.0%).

How much do you agree with the following statements about technology?



Source: CoreData - Seniors and Technology Survey (June 2018)

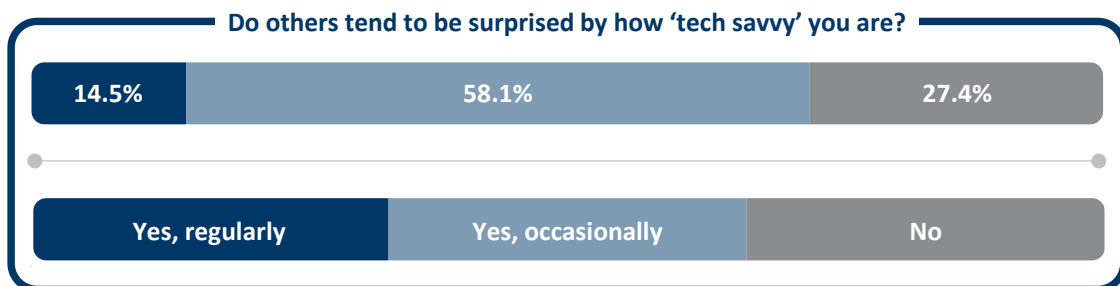
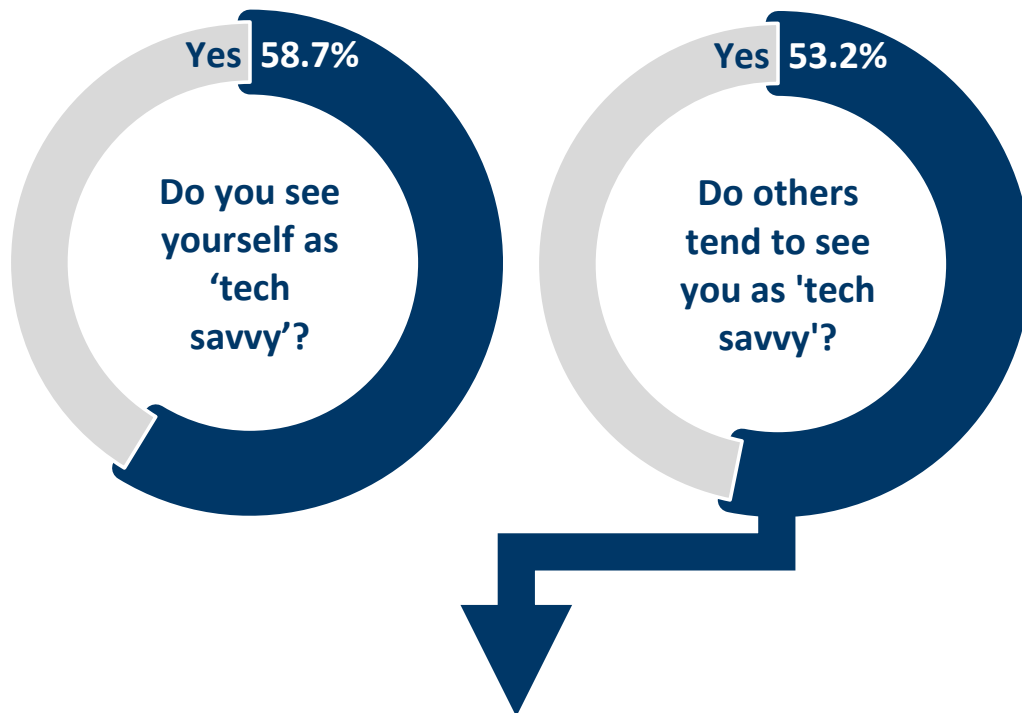
Question: How much do you agree with the following statements about technology?

The vast majority (84.0%) of seniors are generally willing to consider adopting new technology. Similar proportions also think advancing technology allows them to be more independent (71.0%), that they feel comfortable learning to use new technology on their own (70.6%) and that they feel confident they would be able to keep up with future innovations in technology (69.0%).

However, more than two in five (43.9%) seniors also think personal technology devices make lives complicated.



Do you see yourself as 'tech savvy'? Do others tend to see you as 'tech savvy'? Do others tend to be surprised by how 'tech savvy' you are?



Source: CoreData - Seniors and Technology Survey (June 2018)  
 Questions: Do you see yourself as 'tech savvy'? Do others tend to see you as 'tech savvy'? Do others tend to be surprised by how 'tech savvy' you are?

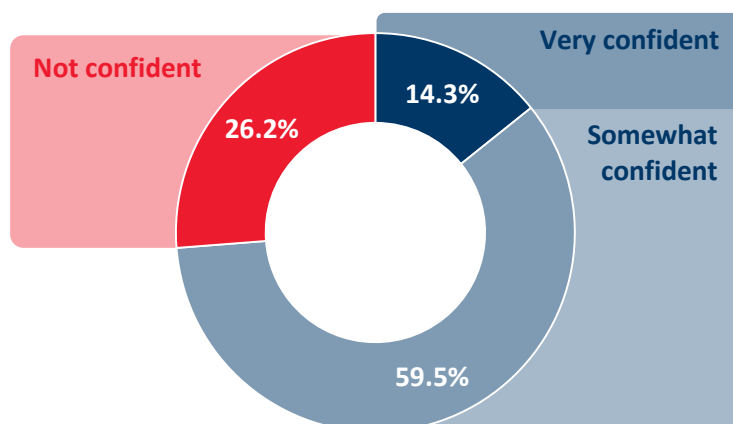
Almost three in five (58.7%) seniors see themselves as 'tech savvy', while to a slightly lesser extent more than half (53.2%) believe others tend to see them as 'tech savvy'.

Among seniors who say others tend to see them as 'tech savvy', the large majority (72.6%) say others tend to be surprised by how 'tech savvy' the seniors are, with one in seven (14.5) saying this is a regular occurrence.

**What are the biggest challenges that you typically face in using technology?**

- "What is the purpose and how it works." (Female, 50 years old, WA)*
- "Rapid change in programs/apps and the way they work." (Male, 60 years old, Qld)*
- "Which button (or buttons) to press where and when! Also reading the very fine print on many of the soft wear programs." (Male, 74 years old, Vic)*
- "Hackers and viruses." (Male, 67 years old, WA)*
- "Slow connections." (Female, 64 years old, SA)*
- "Understanding & learning new techniques." (Male, 82 years old, WA)*
- "Remembering how to do things that i have learnt but don't use frequently." (Female, 66 years old, Vic)*
- "Mainly the cost of upgrading devices like smartphones and computers and the understanding of the different terms used." (Female, 69 years old, Qld)*
- "Confidentiality privacy." (Male, 50 years old, Vic)*
- "Time to work through learning guides to be able to use new technology more efficiently. It was easier when I worked in an office environment and could share tips and tricks more with co-worker more readily." (Female, 57 years old, NSW)*

**How confident are you in dealing with challenges when it comes to using technology?**

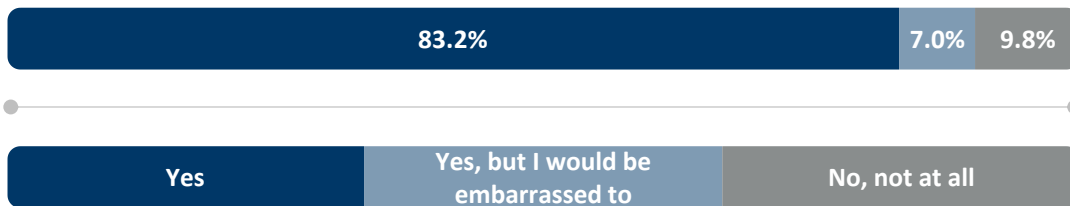


*Source: CoreData - Seniors and Technology Survey (June 2018)*  
*Question: How confident are you in dealing with challenges when it comes to using technology?*

Close to three-quarters (73.8%) of seniors are confident in dealing with challenges when it comes to using technology, with one in seven (14.3%) saying they are very confident about it.

Seniors aged 50-59 years are the most likely to say they are confident in dealing with challenges that come with using technology, while seniors aged 60-69 years are the least likely to (80.1% and 69.0% respectively).

When faced with challenges in using technology, would you be happy to reach out to family/friends for assistance?



Source: CoreData - Seniors and Technology Survey (June 2018)  
 Question: When faced with challenges in using technology, would you be happy to reach out to family/friends for assistance?

The vast majority (83.2%) of seniors say they would be happy to reach out to family/friends for assistance when faced with challenges in using technology.

Has advancing technology had a generally positive or negative impact on the relationships you have with family/friends?



Source: CoreData - Seniors and Technology Survey (June 2018)  
 Question: Has advancing technology had a generally positive or negative impact on the relationships you have with family/friends?

While more than half (54.8%) of seniors say advancing technology had neither positive or negative impact on their relationships with family or friends, two in five (40.4%) say the impact has been generally positive.

Do you feel technology leads to ...?



Source: CoreData - Seniors and Technology Survey (June 2018)

Question: Do you feel technology leads to ...?

More than two in five (43.5%) seniors say technology leads to greater feelings of connection with family/friends and the community, while almost one in 10 (9.3%) say it leads to greater feelings of isolation. Close to half (47.2%) are on the fence on whether technology can connect or isolate them from the world at large.

Have you ever attended ...?

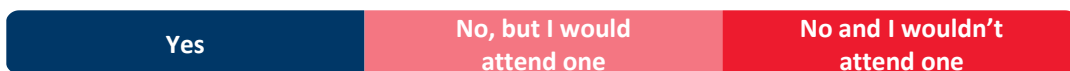
**A live-streamed (virtual) birthday or event**



**A live-streamed (virtual) wedding**



**A live-streamed (virtual) funeral**



Source: CoreData - Seniors and Technology Survey (June 2018)

Question: Have you ever attended ...?

While only a very minor portion say they have attended live-streamed or virtual funerals, weddings, birthdays or other events, a good portion of seniors have expressed their interest. More than a third say they have not but would attend a virtual wedding (34.9%) and birthday/event (34.7%), while more than a quarter (27.0%) would attend a virtual funeral.

Generally speaking, are seniors more 'tech savvy' these days compared to?

**5 years ago**



**10 years ago**

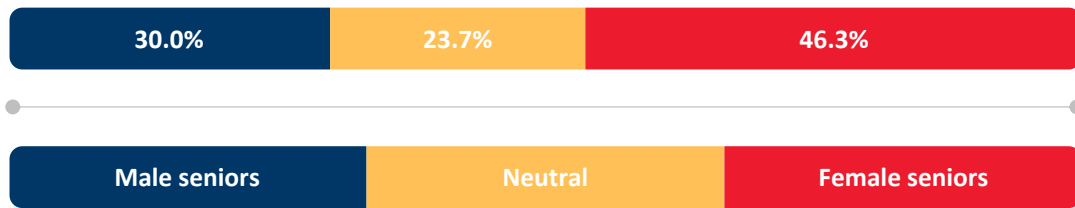


Source: CoreData - Seniors and Technology Survey (June 2018)

Question: Generally speaking, are seniors more 'tech savvy' these days compared to?

Close to three in five (56.8%) think seniors are generally more 'tech savvy' today compared to five years ago. This increases to close to seven in 10 (69.9%) who believe seniors are more 'tech savvy' compared to 10 years ago.

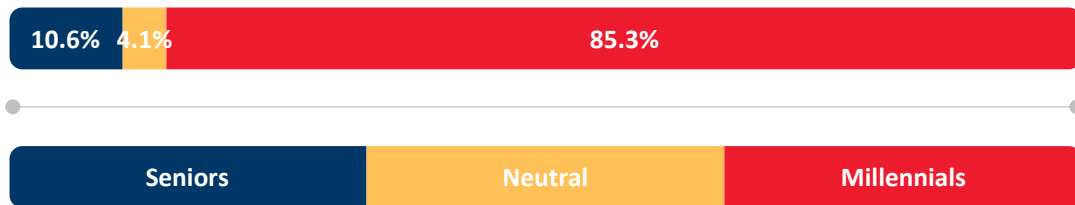
Generally speaking, who do you think are more 'tech savvy' these days?



Source: CoreData - Seniors and Technology Survey (June 2018)  
 Question: Generally speaking, who do you think are more 'tech savvy' these days?

Close to half (46.3%) of seniors think their female contemporaries are more 'tech savvy' these days, while three in 10 (30.0%) say it is their male counterparts who are more inclined towards technology.

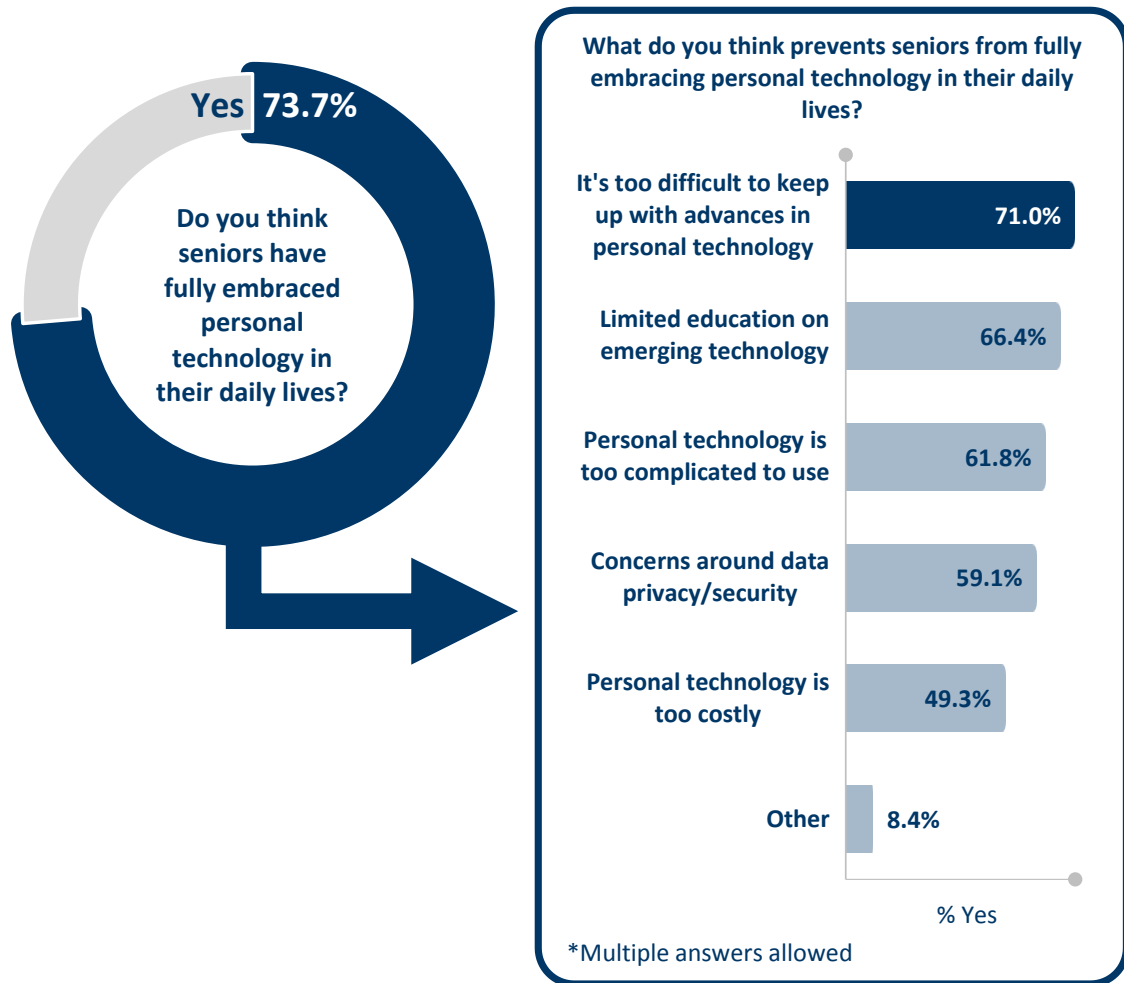
Generally speaking, which generation do you think is more 'tech savvy' these days?



Source: CoreData - Seniors and Technology Survey (June 2018)  
 Question: Generally speaking, which generation do you think is more 'tech savvy' these days?

The vast majority (85.3%) of seniors point to millennials as the more 'tech savvy' generation, while one in 10 (10.6%) believe it is their own generation who is more 'tech savvy'.

Do you think seniors have fully embraced personal technology in their daily lives? What do you think prevents seniors from fully embracing personal technology in their daily lives?



Source: CoreData - Seniors and Technology Survey (June 2018)

Questions: Do you think seniors have fully embraced personal technology in their daily lives? What do you think prevents seniors from fully embracing personal technology in their daily lives?

Close to three-quarters (73.7%) of seniors think they have embraced personal technology in their daily lives, with two-thirds (66.4%) thinking seniors have embraced it to some extent.

Among those who say seniors have not really incorporated personal technology in their lives, more than seven in 10 (71.0%) cite the difficulty of keeping up with the advances in personal technology, while two-thirds (66.4%) attribute this to limited education on emerging technology.

**What fears do you have with regards to advancing technology?**

*"Becoming isolated due to the wide spread and changing technology." (Female, 58 years old, Vic)*

*"Changing technology being so fast to update to a newer version." (Male, 59 years old, Qld)*

*"Cost of constant upgrades and built in obsolescence." (Male, 68 years old, SA)*

*"Extreme security risks." (Female, 74 years old, SA)*

*"Artificial intelligence." (Male, 56 years old, SA)*

*"Younger generation will rely totally on technology." (Female, 74 years old, NSW)*

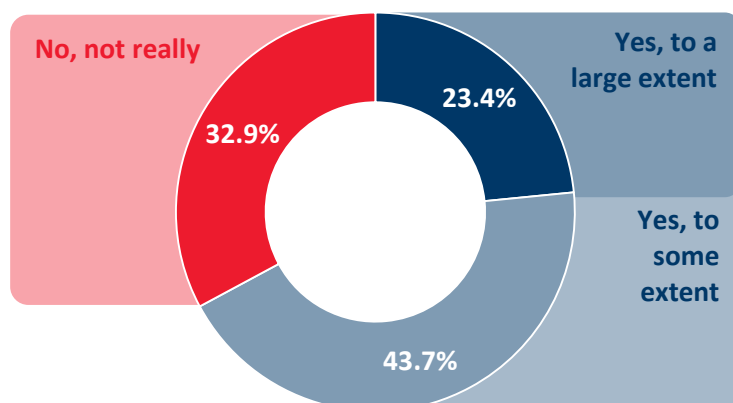
*"We will forget how to live without the use of technology. Sometimes we just need to be without the gadgets and look listen and feel nature life the world around us." (Female, 62 years old, Qld)*

*"It will reduce the power of real communication use face to face and destroy family life." (Female, 69 years old, Qld)*

*"Abuse of highly personal data; commercialisation of my personal data; unwanted commercial approaches as a result of such compromised data; identity theft and fraud." (Male, 71 years old, Tas)*

*"Will leave a lot of people out of the loop." (Female, 61 years old, NSW)*

**Are you concerned about how advancing technology will impact future generations?**



*Source: CoreData - Seniors and Technology Survey (June 2018)  
Question: Are you concerned about how advancing technology will impact future generations?*

Most seniors (67.1%) are concerned about how advancing technology will impact future generations, with close to a quarter (23.4%) showing concern to a large extent.



## What concerns do you have about how advancing technology will impact future generations?

### Yes, to a large extent

*"I fear that dependence on iPhones, social media, texts and impersonal technological communications will produce generations of socially inept young people, with minimal social skills and an unhealthy dependence on electronic communications." (Male, 71 years old, Tas)*

*"The type of jobs that they will have to choose from, not everybody will have the ability to work with the technology or be able to afford to "keep up" Will 'robots' take over many jobs." (Female, 63 years old, SA)*

*"Losing the art of personal communication, talking, greeting each other, personal contact." (Male, 61 years old, NSW)*

*"Young school children will need to find a niche area that suits them much earlier than when I was at school. Many areas will continue to be taken over by robotics." (Male, 82 years old, SA)*

*"Less family interaction." (Female, 57 years old, Qld)*

### Yes, to some extent

*"Addiction." (Male, 53 years old, NSW)*

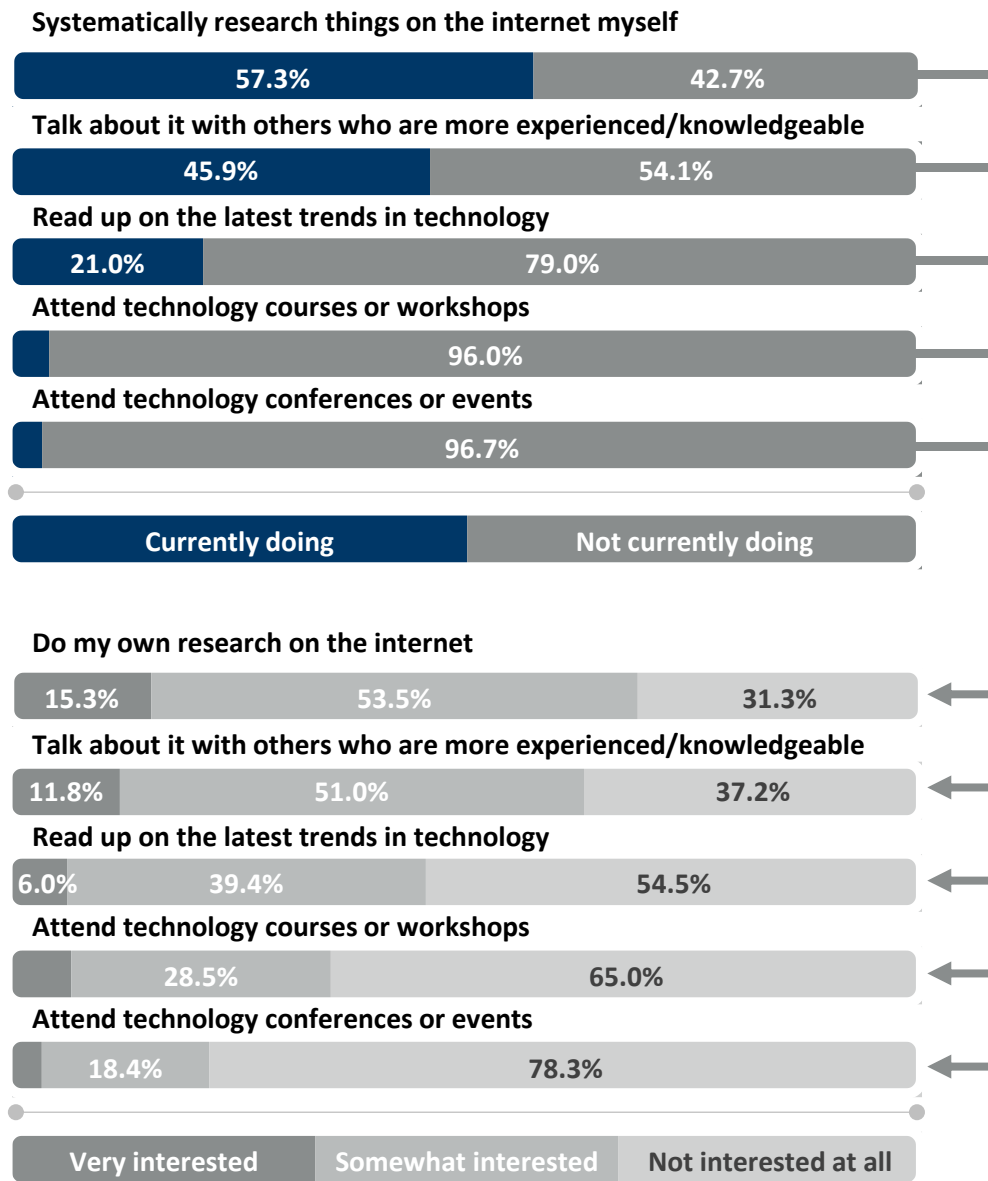
*"They will rely on technology too much and not use their brains for simple things like arithmetic." (Female, 59 years old, Qld)*

*"Could diminish the individual's responsibility for participation and decision making could impact on the way a person's brain develops and their involvement with the world technology could be more highly regarded than the individual." (Female, 69 years old, WA)*

*"Younger children will spend less time on outdoor activities." (Female, 71 years old, SA)*

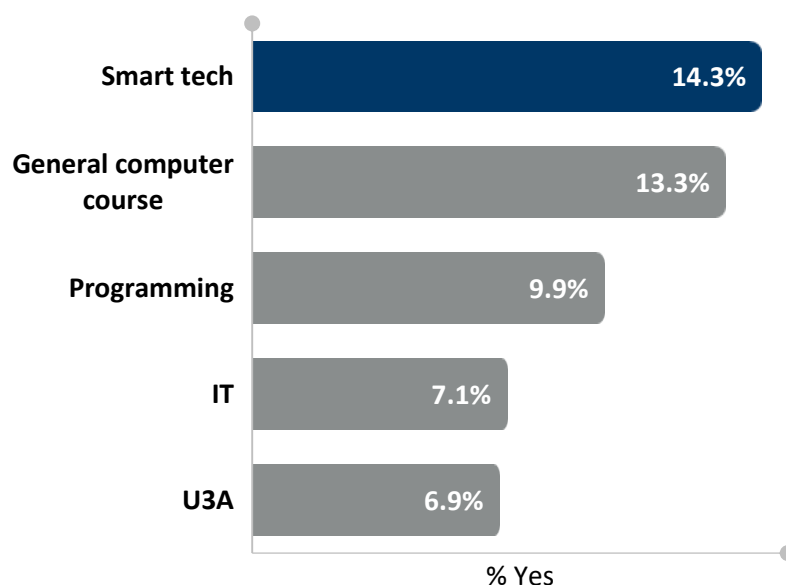
*"Poor skill sets in life skills, like 3R's, ability to communicate "face-to-face", no hands on abilities in general life." (Male, 77 years old, Qld)*

Which of the following are you currently doing/planning to do to keep up with advancing technology? Which of the following are you potentially interested in doing to keep up with advancing technology? What technology courses or workshops have you attended/would you be interested to attend? (low n's)



Source: CoreData - Seniors and Technology Survey (June 2018)

Questions: Which of the following are you currently doing/planning to do to keep up with advancing technology? Which of the following are you potentially interested in doing to keep up with advancing technology?



\*Top 5 answers

\*\*Multiple answers allowed

Source: CoreData - Seniors and Technology Survey (June 2018)

Question: What technology courses or workshops have you attended/would you be interested to attend?

In keeping up with the advancing technology, close to three in five (57.3%) seniors are currently systematically researching things on the internet themselves, while almost half (45.9%) are talking about it with others who are more experienced or knowledgeable.

More than one in five (21.0%) are currently reading up on the latest trends in technology through articles, books and magazines. Only a very minor portion are attending technology conferences/events and courses/workshops.

Among those who are not currently doing any of the above, the interest is high in potentially doing the same things in the future particularly in doing their own research on the internet (68.8%) and talking about advancing technology with others more knowledgeable about it (62.8%).

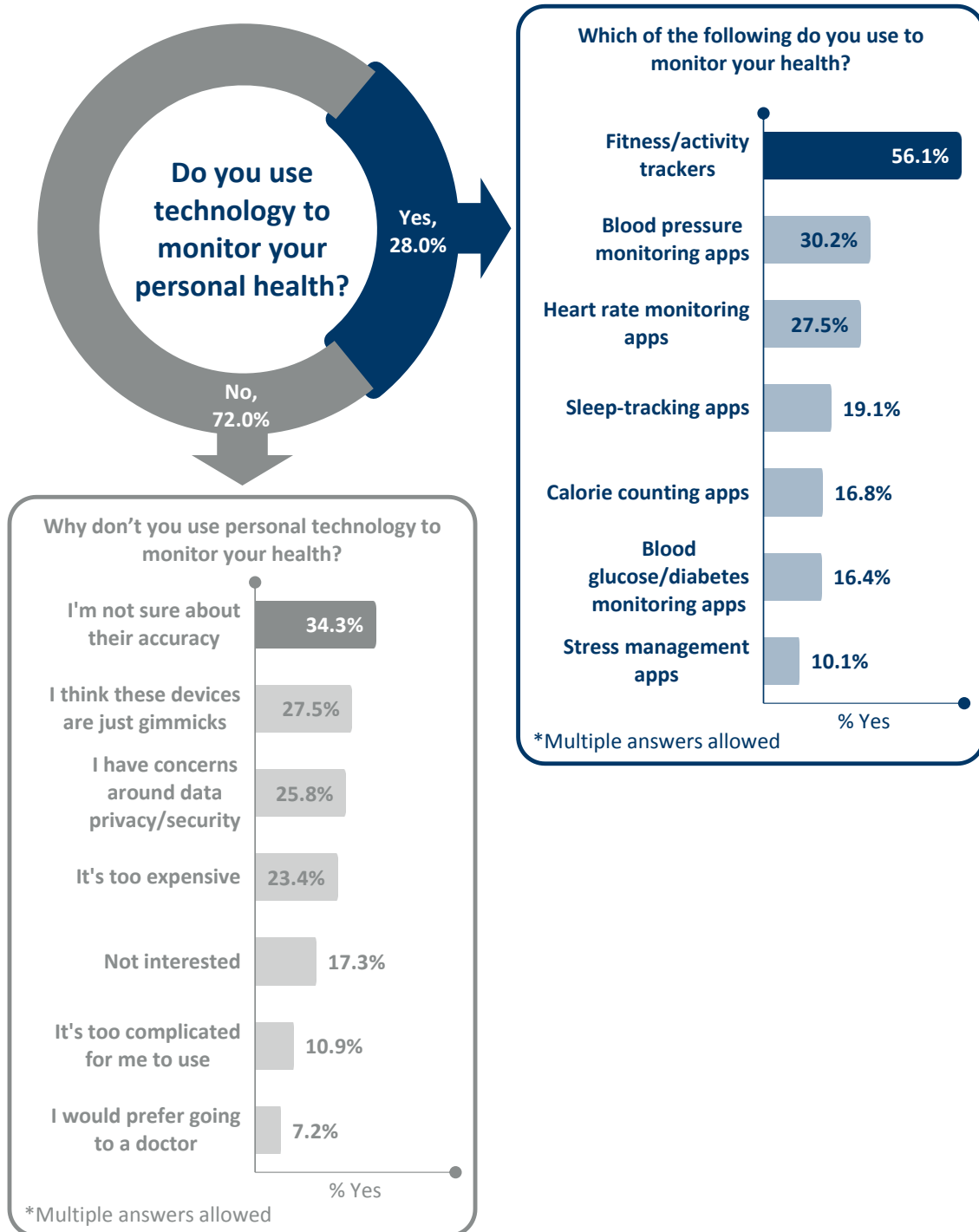
Seniors are also expressing their interest in reading up on the latest technological trends in articles, books and magazines (45.4%) and attending technology courses/workshops (35.0%) and conferences/events (21.6%).

For those who have attended or would be interested to attend technology courses or workshops, smart tech, general computer courses and programming are some of the areas seniors have cited.

## TECHNOLOGY AND HEALTH

- Some seniors use technology to monitor their personal health, fitness/activity trackers such as Fitbits as the top choice of tech.
- For users of personal tech, seniors believe it gives them more empowerment in managing their health and that it makes monitoring their health easier.
- Among seniors who use fitness or activity trackers, the large majority have daily targets they monitor through their trackers and typically feel proud when they meet or exceed them.
- Some seniors also tend to check their symptoms online first before consulting with a doctor whenever they do not feel well, saying it does not cost them anything and that it is quite easy to do so.
- However, many seniors who tend to check their symptoms online first then go to the doctor after receiving their online diagnosis and end up following their doctor's advice.
- Nearly all seniors would generally trust a doctor more than online symptoms checkers to diagnose issues with their health even though they would consider using these checkers if they were as accurate as doctors.
- Many seniors believe technology will change the doctor's surgery as we know it; for instance, they think 'robot doctors' in the future will be able to give the same level of diagnosis and care as the doctors of today.

Do you use technology to monitor your personal health? Which of the following do you use to monitor your health? Why don't you use personal technology to monitor your health?



Source: CoreData - Seniors and Technology Survey (June 2018)

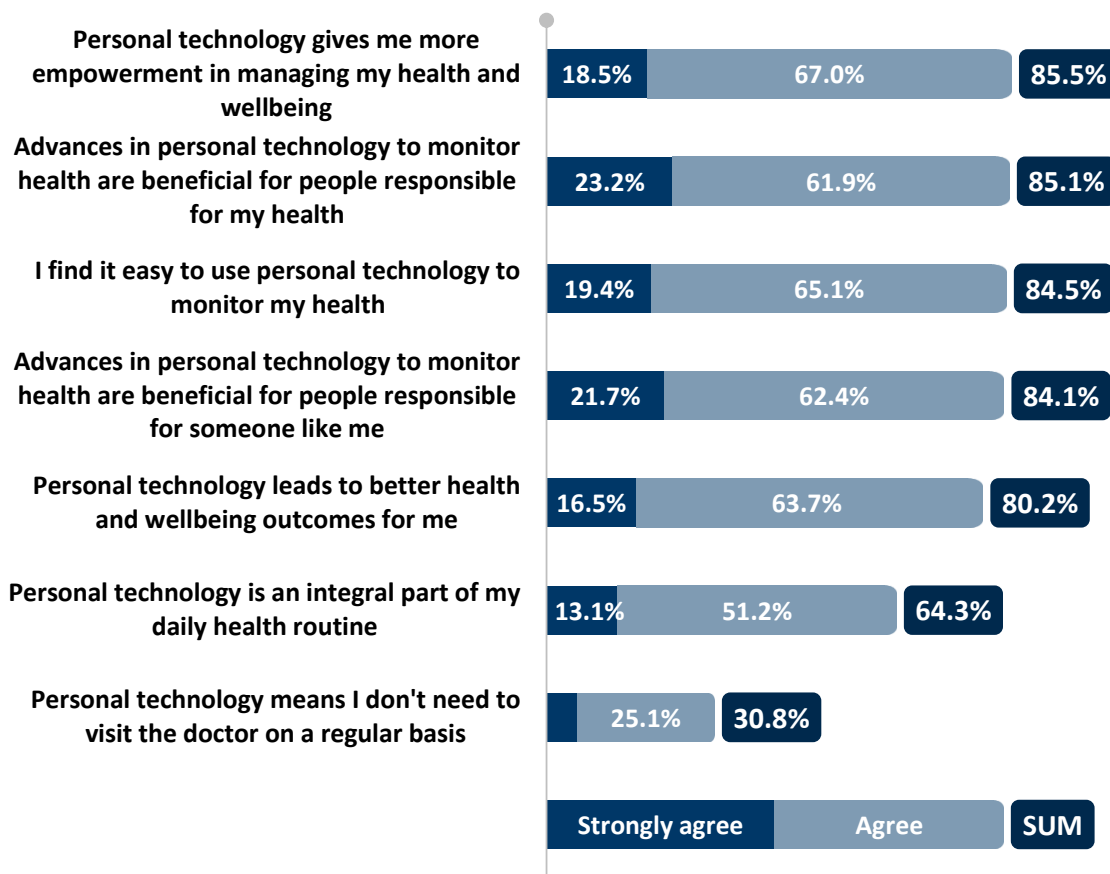
Questions: Do you use technology to monitor your personal health? Which of the following do you use to monitor your health? Why don't you use personal technology to monitor your health?

Close to three in 10 (28.0%) seniors regularly or occasionally use technology to monitor their personal health. Among those who do, fitness/activity trackers such as Fitbits are the most popular (56.1%). Other personal technology seniors have cited include apps for monitoring blood pressure (30.2%) and heart rate (27.5%), apps to track sleep (19.1%) and count calories (16.8%).

Among seniors who do not use personal technology to monitor their health, more than a third (34.3%) are unsure about their accuracy. Similar proportions think these devices are just gimmicks (27.5%) or have concerns around data privacy/security (25.8%).

More than one in six (17.3%) are just not interested in personal technology that monitors their health, while less than one in 10 (7.2%) prefer going to the doctor.

How much do you agree with the following statements?

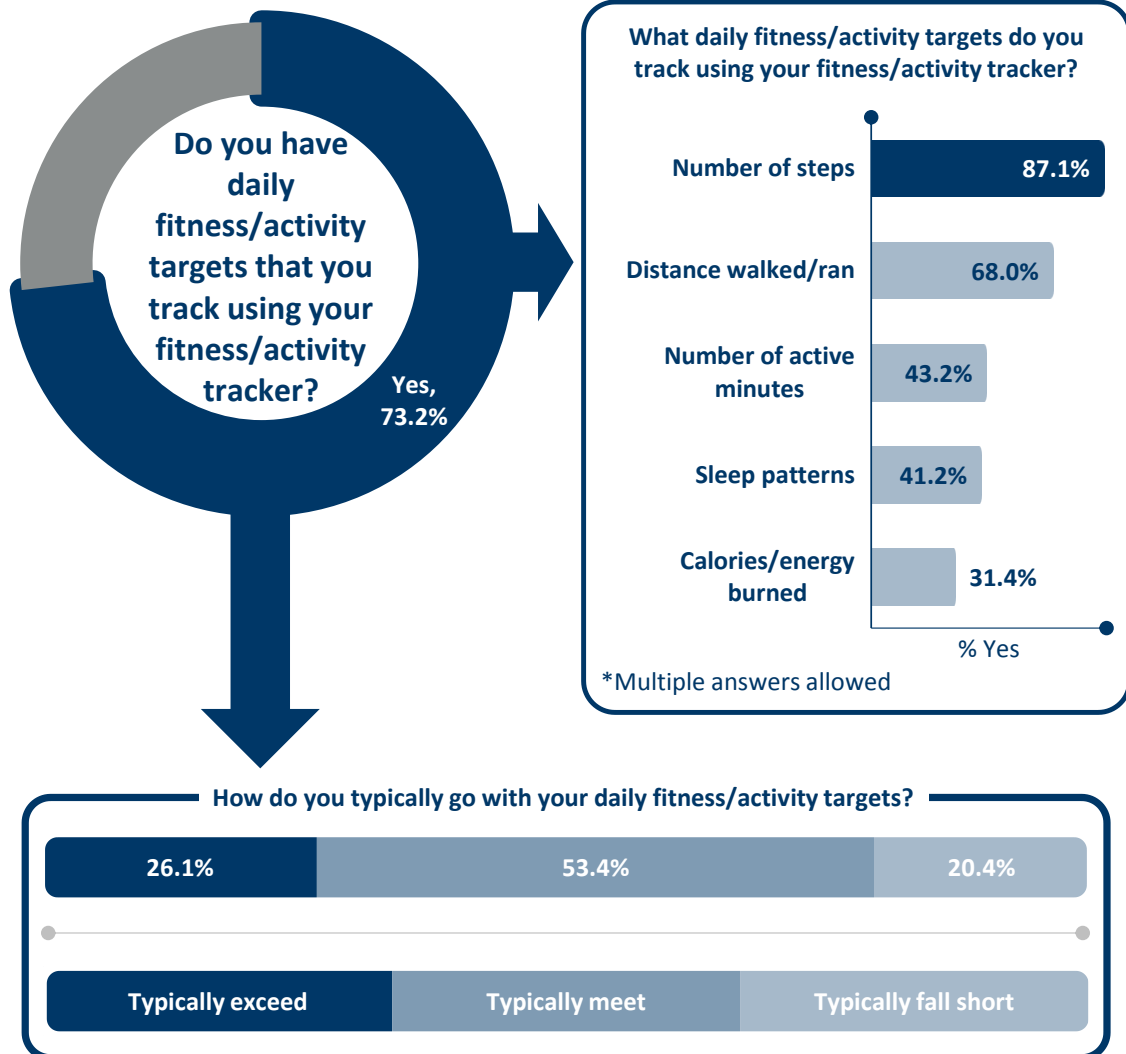


Source: CoreData - Seniors and Technology Survey (June 2018)  
 Question: How much do you agree with the following statements?

The vast majority of seniors who use technology to monitor their personal health believe it gives them more empowerment in managing their health (85.5%) and that advances in technology that monitor health are beneficial for people (e.g. doctors or personal carers) responsible for their health (85.1%). Seniors also find personal technology easy to use to monitor their health (84.5%) and advances in personal technology to monitor health are beneficial for people responsible for people like them (84.1%).

To a lesser degree, almost two in three (64.3%) seniors think personal technology is an integral part of their daily health routine. Interestingly, three in 10 (30.8%) also think personal technology means they do not need to visit a doctor on a regular basis.

Do you have daily fitness/activity targets that you track using your fitness/activity tracker? What daily fitness/activity targets do you track using your fitness/activity tracker? How do you typically go with your daily fitness/activity targets?



Source: CoreData - Seniors and Technology Survey (June 2018)

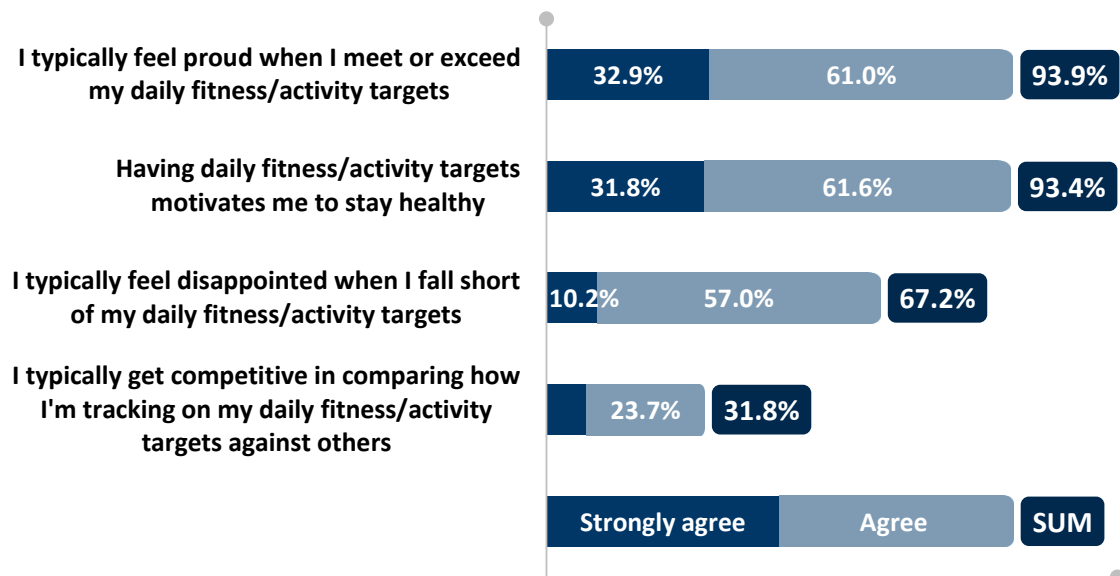
Questions: Do you have daily fitness/activity targets that you track using your fitness/activity tracker? What daily fitness/activity targets do you track using your fitness/activity tracker? How do you typically go with your daily fitness/activity targets?

Among seniors who use fitness or activity trackers, the large majority (73.2%) have daily targets they monitor through their trackers.

The most common of these daily targets is the number of steps they take (87.1%). They also track the distance they walked or ran (68.0%), number of active minutes (43.2%), sleep patterns (41.2%) and calories or energy burned (31.4%).

Although many seniors typically meet their daily fitness/activity targets, more than a quarter (26.1%) say they typically exceed them. However, one in five (20.4%) say they typically fall short of their daily targets.

How much do you agree with the following statements on your daily fitness/activity targets?



Source: CoreData - Seniors and Technology Survey (June 2018)

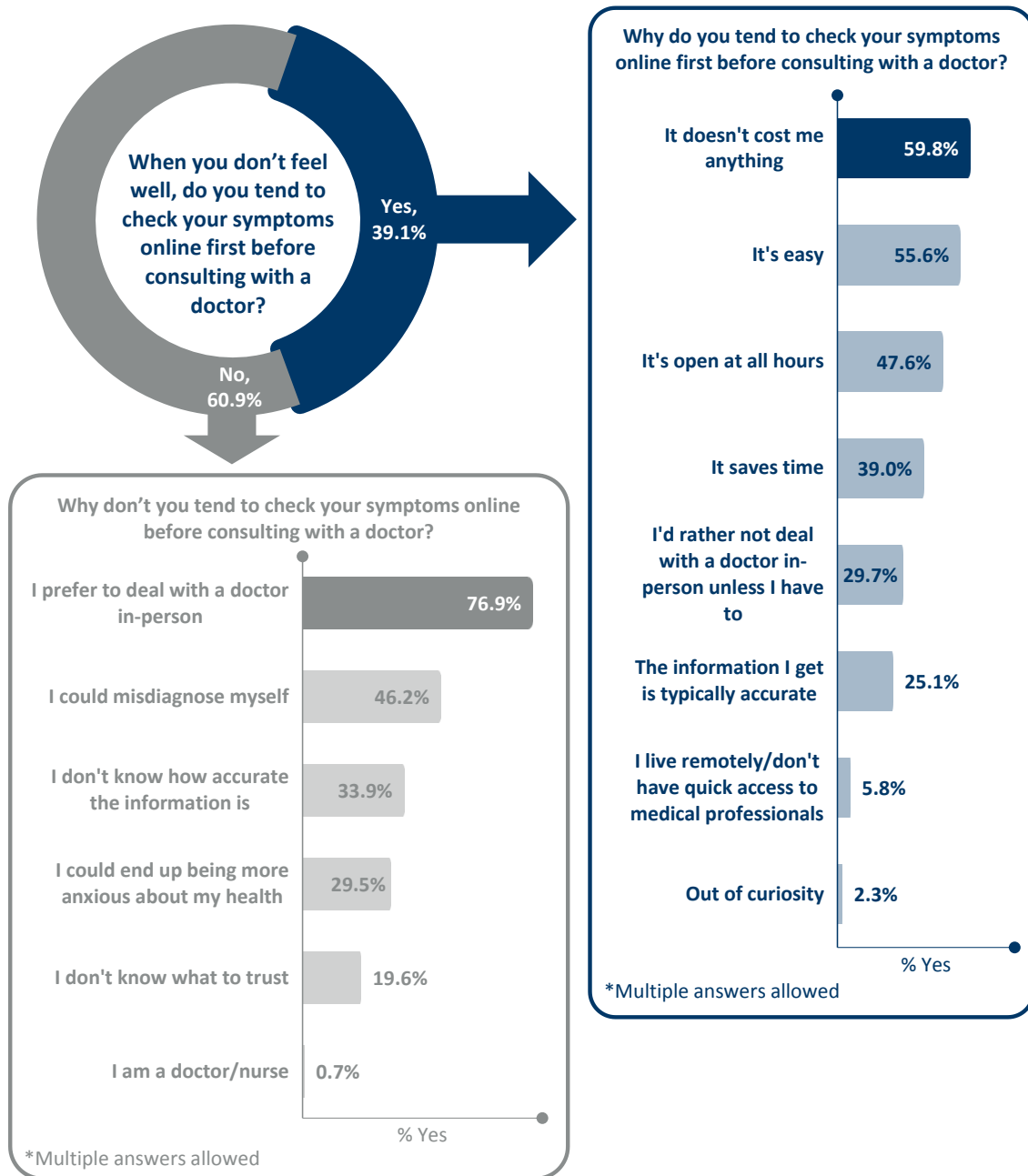
Question: How much do you agree with the following statements on your daily fitness/activity targets?

The overwhelming majority of seniors who have daily fitness/activity targets typically feel proud when they meet or exceed them (93.9%) and having such targets motivate them to stay healthy (93.4%).

To a lesser extent, seniors also feel disappointed when they fall short of their daily fitness/activity targets (67.2%) and almost a third (31.8%) get competitive in comparing how they are tracking on their daily fitness/activity targets against others.



When you don't feel well, do you tend to check your symptoms online first before consulting with a doctor? Why do you tend to check your symptoms online first before consulting with a doctor? Why don't you tend to check your symptoms online before consulting with a doctor?



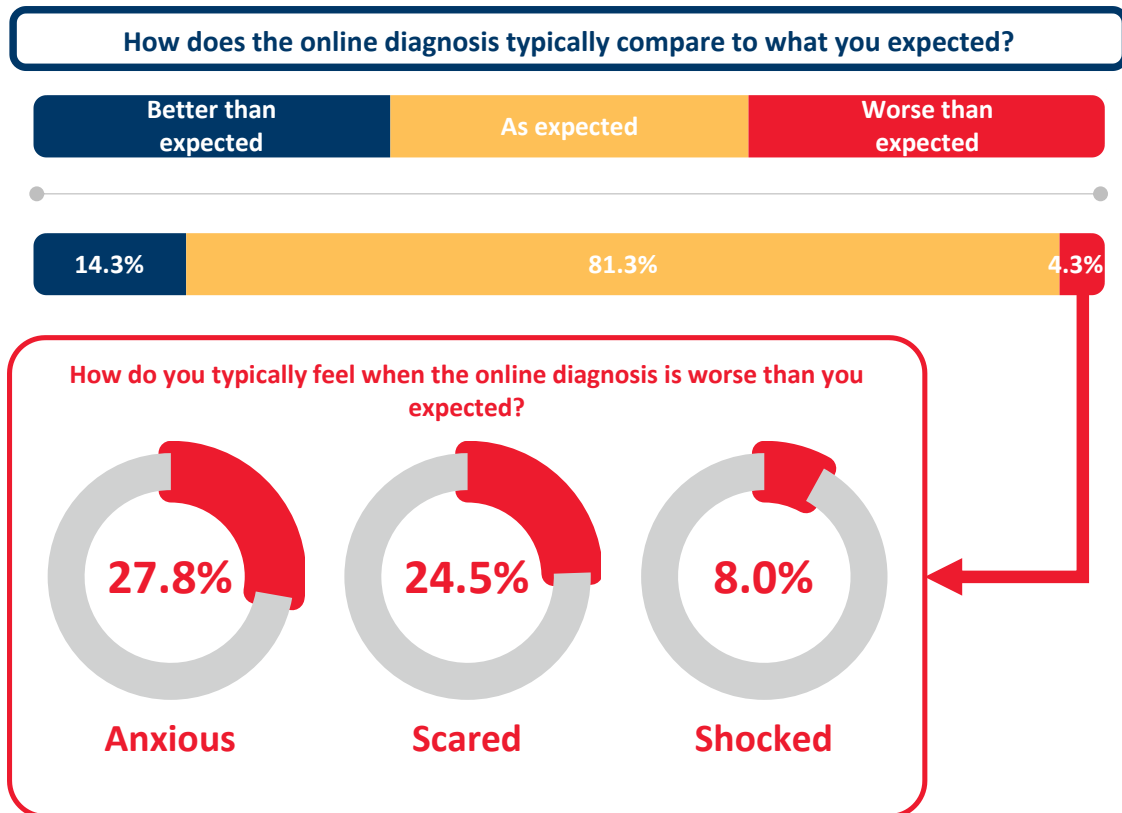
Source: CoreData - Seniors and Technology Survey (June 2018)  
 Questions: When you don't feel well, do you tend to check your symptoms online first before consulting with a doctor? Why do you tend to check your symptoms online first before consulting with a doctor? Why don't you tend to check your symptoms online before consulting with a doctor?

Almost two in five (39.1%) seniors tend to check their symptoms online first before consulting with a doctor whenever they do not feel well.

For those who do check their symptoms online, doing so is not costing them anything (59.8%) and is quite easy (55.6%). Other reasons given include checking online could be done at any time (47.6%) and saving them time (39.0%).

Among those who do not check their symptoms online, the large majority (76.9%) say they prefer to deal with a doctor in-person. They also fear misdiagnosing themselves (46.2%) and do not know how accurate the information they would find online could be (33.9%).

How does the online diagnosis typically compare to what you expected? How do you typically feel when the online diagnosis is worse than you expected? (Very low n's)

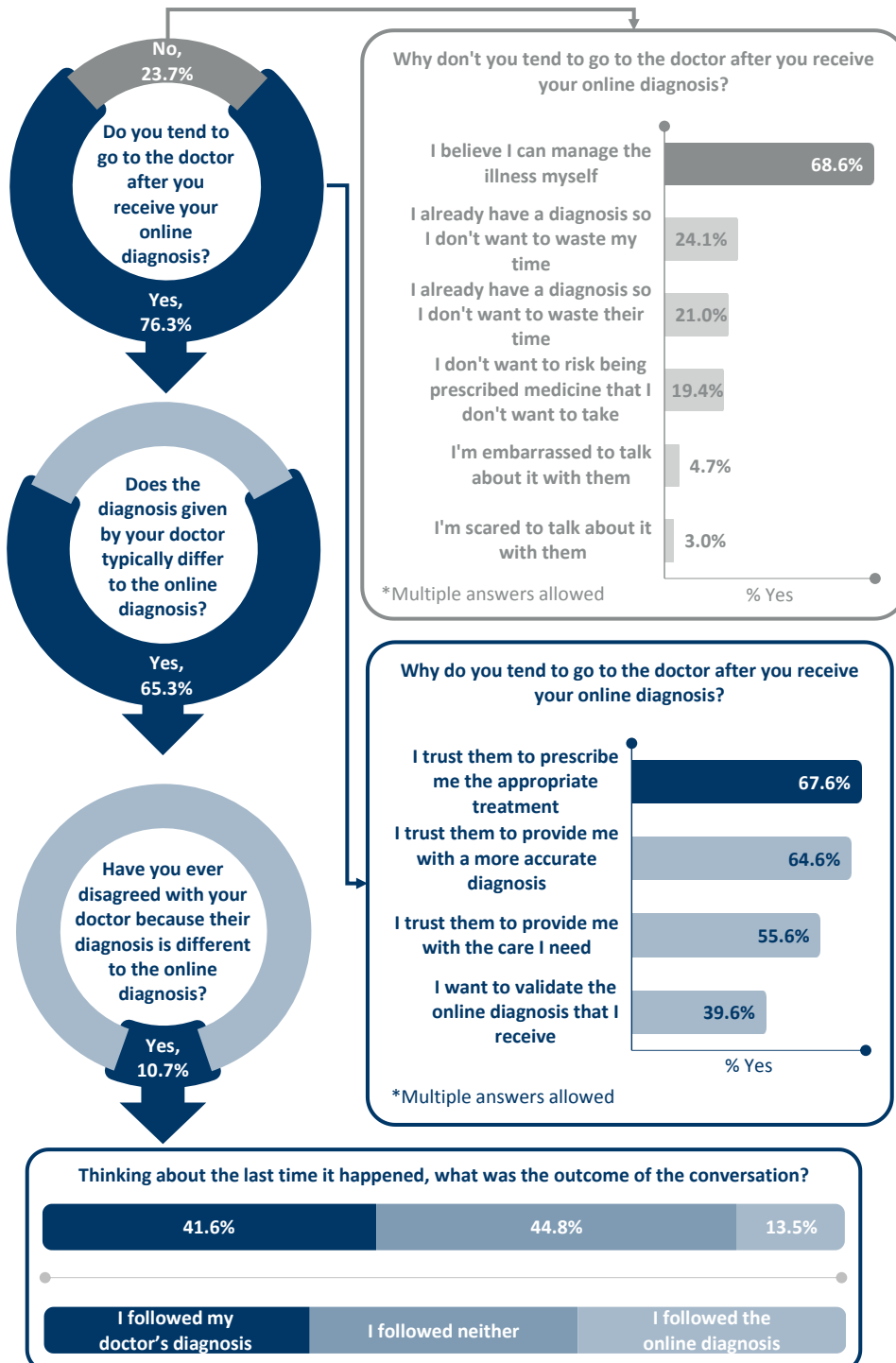


Source: CoreData - Seniors and Technology Survey (June 2018)  
 Questions: How does the online diagnosis typically compare to what you expected? How do you typically feel when the online diagnosis is worse than you expected?

For seniors who tend to check their symptoms online first before consulting a doctor, the vast majority (81.3%) find the online diagnosis as they expected. One in seven (14.3%) feel it is better than they expected or that it was not as bad as they assumed.

For the minority who find their online diagnosis worse than expected, they typically feel anxious or scared about it.

Do you tend to go to the doctor after you receive your online diagnosis? Why do you tend to go to the doctor after you receive your online diagnosis? Does the diagnosis given by your doctor typically differ to the online diagnosis? Have you ever disagreed with your doctor because their diagnosis is different to the online diagnosis? Thinking about the last time it happened, what was the outcome of the conversation? Why don't you tend to go to the doctor after you receive your online diagnosis?



Source: CoreData - Seniors and Technology Survey (June 2018)

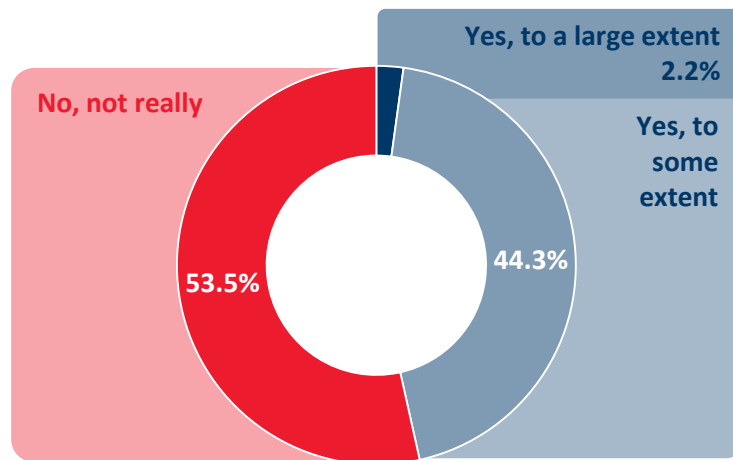
Among seniors who tend to check their symptoms online first before consulting a doctor, more than three in four (76.3%) tend to go to the doctor after they receive their online diagnosis.

Trust in their doctor to prescribe them the appropriate treatment is the top reason for seniors who tend to go to the doctor after they receive their online diagnosis (67.6%). They also trust their doctor to provide them with a more accurate diagnosis (64.6%) and with the care they need (55.6%).

More than three in five (65.3%) seniors find major to minor differences in the diagnosis given by their doctor to the one they found first online. Only one in 10 (10.7%) say they have disagreed with their doctor over the dissimilarity of diagnoses. Among those who have disagreed with their doctor, more seniors tend to follow their doctor's diagnosis than the one they found online.

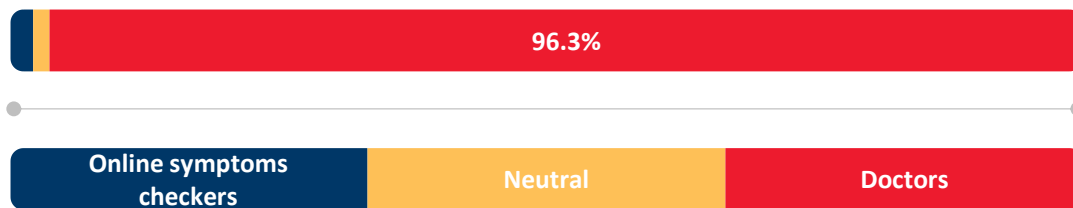
For seniors who do not tend to go to the doctor after receiving their online diagnosis, most of them believe they can manage the illness themselves (68.6%). They also do not want to waste their time (24.1%) or the doctor's time (21.0%).

Regardless of whether you use them, would you consider online symptoms checkers to be an accurate tool in diagnosing health issues?



Source: CoreData - Seniors and Technology Survey (June 2018)  
 Question: Regardless of whether you use them, would you consider online symptoms checkers to be an accurate tool in diagnosing health issues?

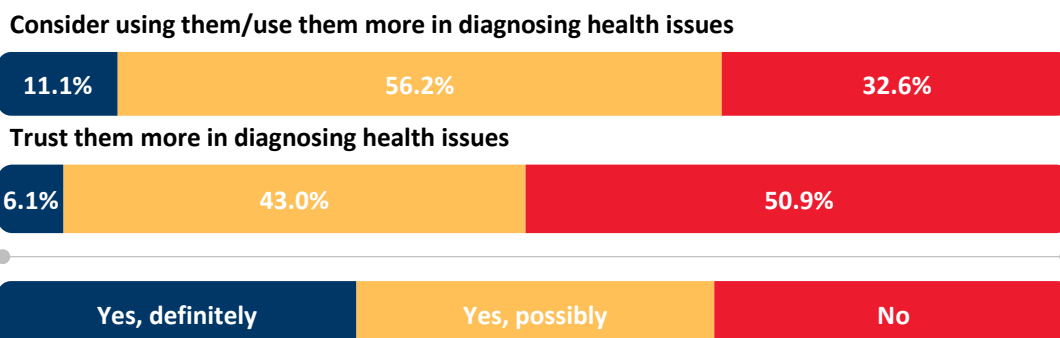
Generally speaking, who would you trust more to diagnose issues with your health?



Source: CoreData - Seniors and Technology Survey (June 2018)  
 Question: Generally speaking, who would you trust more to diagnose issues with your health?

Close to half (46.5%) of seniors would consider online symptoms checkers to be an accurate tool in diagnosing health issues regardless of whether they use them or not. Nearly all seniors would trust a doctor more than online symptoms checkers to diagnose issues with their health (96.3%).

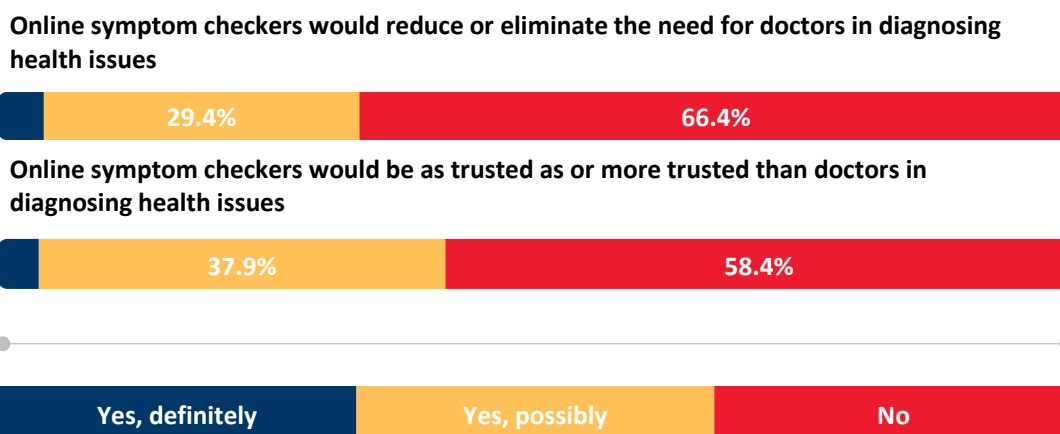
Assuming online symptom checkers are as accurate as doctors in diagnosing health issues, would you ...?



Source: CoreData - Seniors and Technology Survey (June 2018)  
 Question: Assuming online symptom checkers are as accurate as doctors in diagnosing health issues, would you ...?

More than two-thirds (67.3%) of seniors would consider using online symptoms checkers more in diagnosing health issues assuming these are as accurate as doctors. Less than half (49.1%) would trust online symptoms checkers more in the same situation.

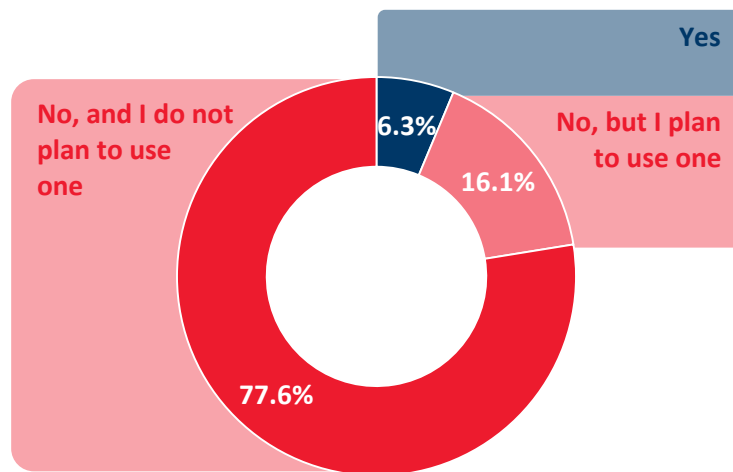
Assuming online symptom checkers are as accurate as doctors in diagnosing health issues, do you think ...?



Source: CoreData - Seniors and Technology Survey (June 2018)  
 Question: Assuming online symptom checkers are as accurate as doctors in diagnosing health issues, do you think ...?

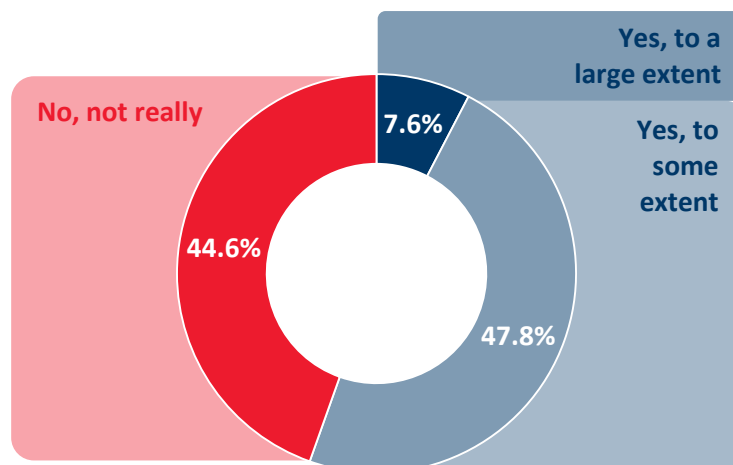
More than two in five (41.7%) seniors think online symptom checkers would be as trusted as or more trusted than doctors in diagnosing health issues assuming they are as accurate as doctors. A third (33.6%) would say online symptom checkers would reduce or eliminate the need for doctors in diagnosing health issues.

Do you use artificial intelligence (AI) home assistants such as Amazon Echo or Google Home?



Source: CoreData - Seniors and Technology Survey (June 2018)  
 Question: Do you use artificial intelligence (AI) home assistants such as Amazon Echo or Google Home?

Are you aware of the assistance that these AI home assistants can offer you?

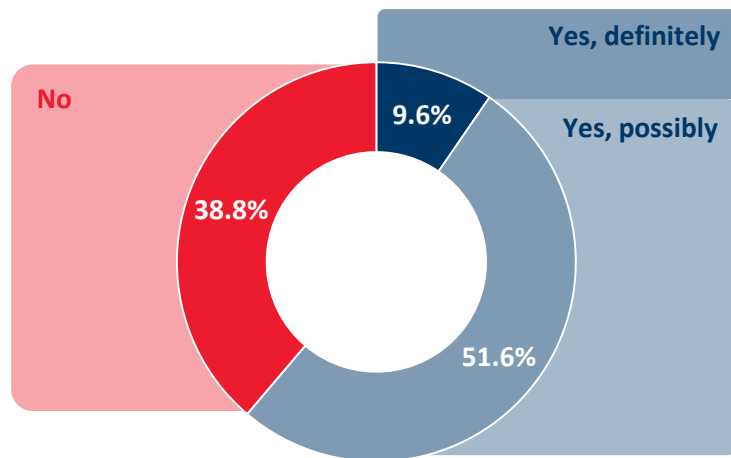


Source: CoreData - Seniors and Technology Survey (June 2018)  
 Question: Are you aware of the assistance that these AI home assistants can offer you?

Less than one in 10 (6.3%) seniors use artificial intelligence (AI) home assistants such as Amazon Echo or Google Home, while one in six (16.1%) do not but plan to use one in the future.

However, almost three in five (55.4%) seniors are aware of the assistance AI home assistants can offer them.

Regardless of whether you use them, would you consider using AI home assistants for health emergency purposes, such as researching emergency treatments/first aid or calling an ambulance?



*Source: CoreData - Seniors and Technology Survey (June 2018)*

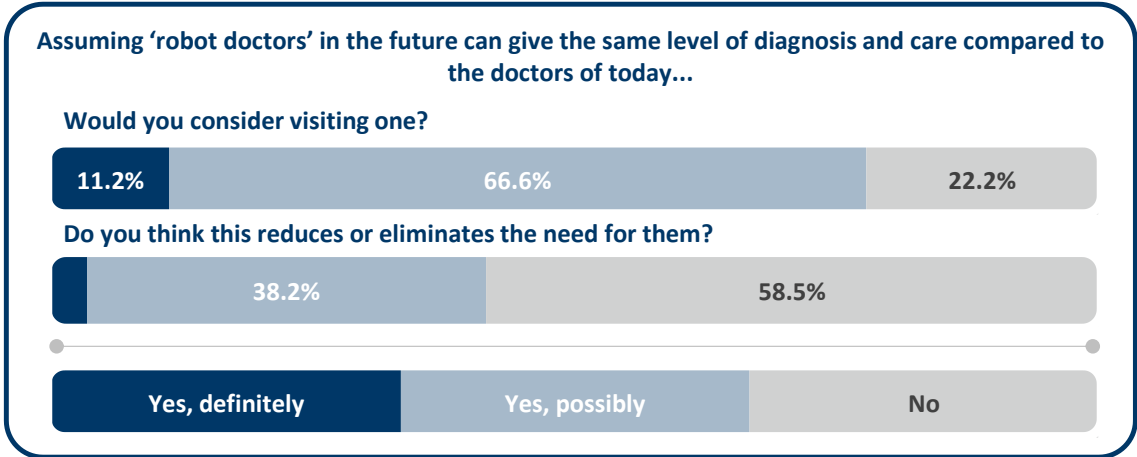
*Question: Regardless of whether you use them, would you consider using AI home assistants for health emergency purposes, such as researching emergency treatments/first aid or calling an ambulance?*

More than three in five (61.2%) seniors say they would consider using AI home assistants for health emergency purposes regardless of whether they use them or not.



Do you think advancing technology (i.e. ‘robot doctors’) in the future will be able to give the same level of diagnosis and care compared to the doctors of today? Assuming ‘robot doctors’ in the future can give the same level of diagnosis and care compared to the doctors of today, would you consider visiting one? Assuming ‘robot doctors’ in the future can give the same level of diagnosis and care compared to the doctors of today, do you think this reduce or eliminate the need for them?

**Do you think advancing technology (i.e. ‘robot doctors’) in the future will be able to give the same level of diagnosis and care compared to the doctors of today?**



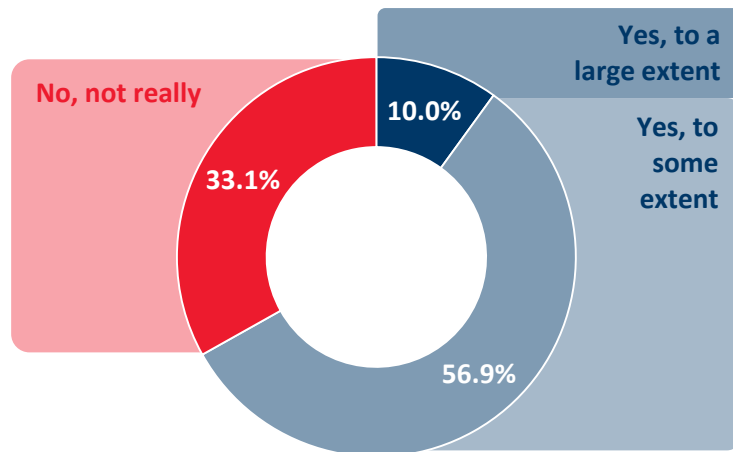
Source: CoreData - Seniors and Technology Survey (June 2018)

Questions: Do you think advancing technology (i.e. ‘robot doctors’) in the future will be able to give the same level of diagnosis and care compared to the doctors of today? Assuming ‘robot doctors’ in the future can give the same level of diagnosis and care compared to the doctors of today, would you consider visiting one? Do you think this reduces or eliminates the need for them?

Close to two in five (38.3%) seniors think advancing technology (i.e. robot doctors) in the future will be able to give the same level of diagnosis and care compared to the doctors of today.

Among seniors who think ‘robot doctors’ would be able to give the same level of diagnosis and care as doctors today, the large majority (77.8%) would consider visiting one. However, more than two in five (41.5%) think this would reduce or eliminate the need for doctors.

Do you think technology will change the doctor's surgery as we know it?



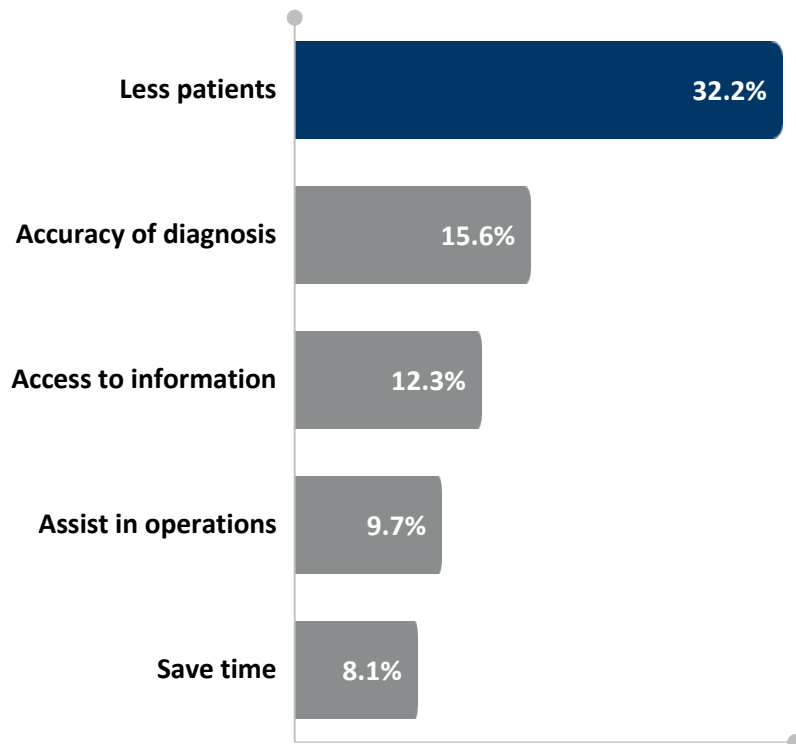
*Source: CoreData - Seniors and Technology Survey (June 2018)*

*Question: Do you think technology will change the doctor's surgery as we know it?*

Many seniors (66.9%) think technology will change the doctor's surgery as we know it, with one in 10 (10.0%) believing this to a large extent.

How do you think technology will change the doctor's surgery as we know it?

Yes, to a large extent



\*Top 5 answers

Source: CoreData - Seniors and Technology Survey (June 2018)

Question: How do you think technology will change the doctor's surgery as we know it?

Close to a third (32.2%) of seniors who think technology would affect the doctor's surgery as we know it to a large extent say it would be through the reduction in the number of patients. Technology would also change surgery of doctors in the accuracy of diagnosis and access to information among others.

*"More accurate and less time consuming." (Female, 68 years old, Vic)*

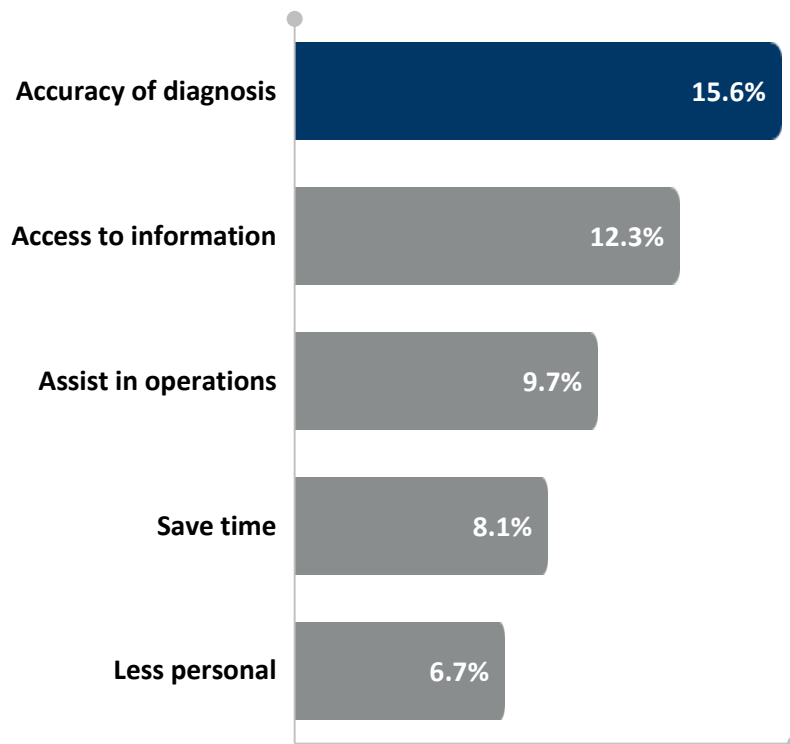
*"Will give doctors greater access to data and support to treat patients." (Male, 71 years old, Qld)*

*"A lot more things are done in a doctor's surgery with technology now e.g. taking your blood pressure, recording patient notes, booking apps, etc. so I'm sure there will be more in the future. Robotic equipment is also being used during operations, so there have been big advances in that regard." (Female, 68 years old, Vic)*

*"Greater accuracy in diagnosis and improved ability to deal with simple surgery on the spot reducing hospital demand." (Female, 52 years old, Vic)*

*"I think they will have access to a greater range of specialist knowledge and even remote specialist diagnosis." (Female, 65 years old, Qld)*

Yes, to some extent



**\*Top 5 answers**

Source: CoreData - Seniors and Technology Survey (June 2018)

Question: How do you think technology will change the doctor's surgery as we know it?

Close to one in six (15.6%) of seniors who think technology would affect the doctor's surgery as we know it to some extent believe it would be in the accuracy of their diagnosis. Technology would also change surgery of doctors in the access to information and assistance in operations or procedures.

*"Doctors would have speedier access to test results. Doctors have access to other medical information." (Female, 67 years old, NSW)*

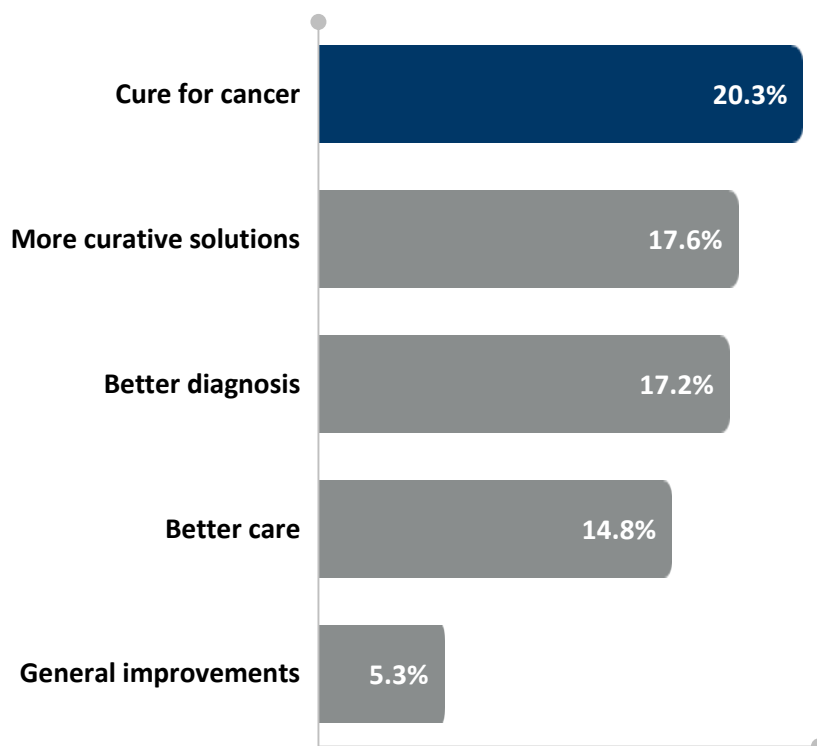
*"Faster analysis of bloods etc." (Male, 63 years old, Qld)*

*"Ability to link data to see where it "fits" into diagnosis; links of personal tools to alert Dr. of some changes possibly requiring immediate attention." (Female, 63 years old, SA)*

*"Recording and passing on information and records, better information sources for doctors." (Male, 74 years old, WA)*

*"More advanced, quicker diagnosis." (Male, 53 years old, Qld)*

Overall, what hopes do you have for the future of health care and medicine as a result of advancing technology (e.g. specific cures and improvements to quality of life)?



**\*Top 5 answers**

Source: CoreData - Seniors and Technology Survey (June 2018)

Question: Overall, what hopes do you have for the future of health care and medicine as a result of advancing technology (e.g. specific cures and improvements to quality of life)?

One in five (20.3%) of seniors hope that a cure for cancer would be developed as a result of advancing technology. They also cite more curative solutions and better diagnosis as some of their hopes for the future of health care and medicine as by-products of advancing technology.

*"Accessing up to date data and new medical information." (Male, 62 years old, Vic)*

*"Development of immunotherapy treatments, analytics and shared knowledge." (Female, 75 years old, NSW)*

*"High hopes, with what is available today, open heart surgery now performed as keyhole surgery is one example. Cancer will be found to be spread by a common denominator and hopefully cured. Diabetics will be cured, the list is endless There is also a very real problem with ethics looming. Quality of life, what is an improvement?" (Female, 68 years old, Qld)*

*"Research will eventually cure all. Concerned that new ones will appear." (Male, 70 years old, WA)*

*"A cure for cancer and other terminal diseases." (Female, 63 years old, Vic)*

*"Things will improve all round. With the sharing of knowledge and technology and information worldwide patients will have a much greater chance for recovery or cure without leaving their country or even their home." (Female, 57 years old, WA)*

*"Been able to access a person's previous health and diagnosis in real time." (Male, 67 years old, NSW)*

*"Medicine will expand exponentially on the future with new treatments and methods." (Female, 74 years old, Qld)*

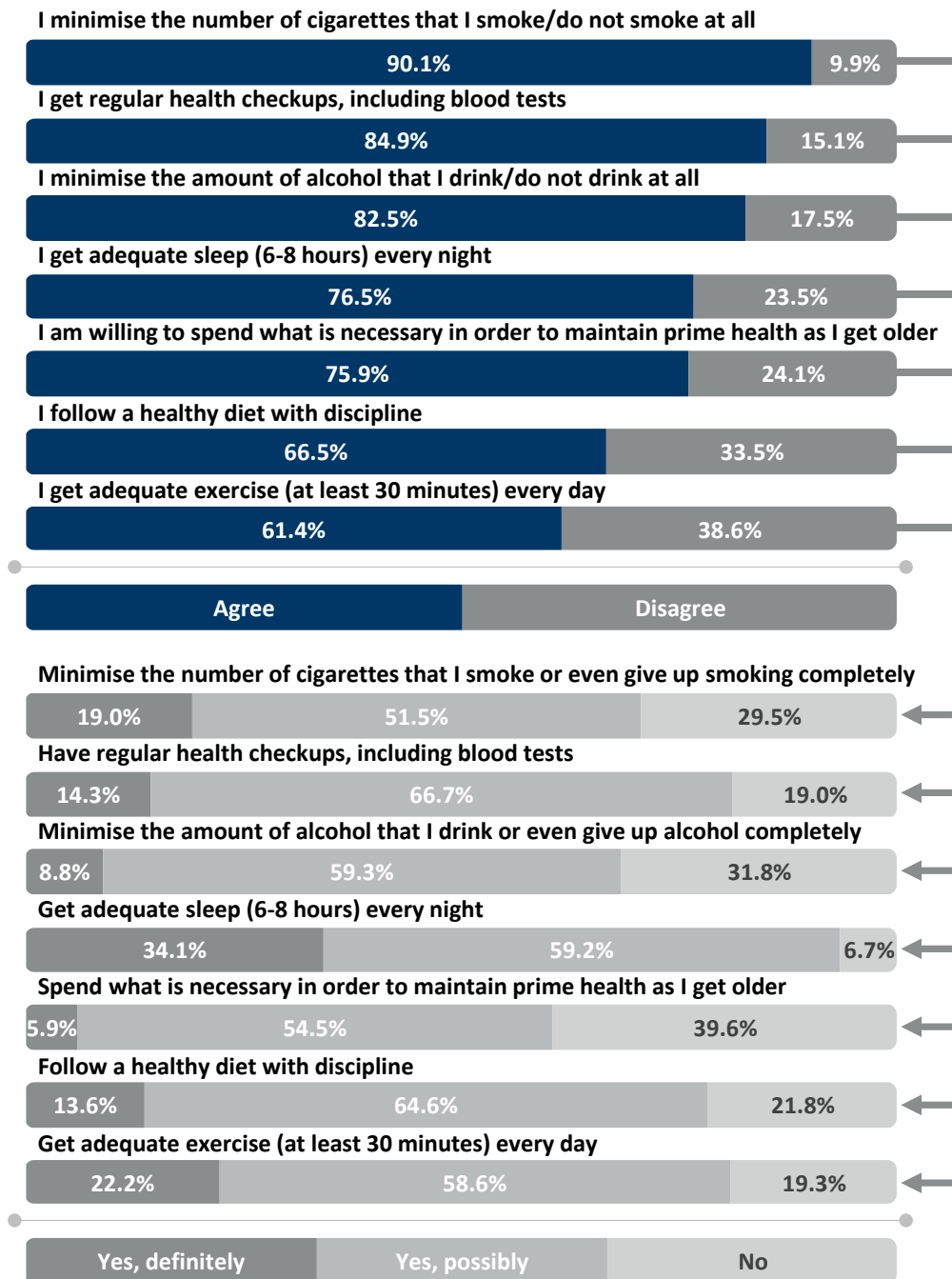
*"Perhaps more research into diseases." (Female, 60 years old, WA)*

*"Faster diagnosis and treatment." (Female, 64 years old, WA)*

## MAINTAINING PRIME HEALTH

- Most seniors are doing all they could to maintain prime health as they get older by not smoking and drinking, getting regular health checkups and adequate sleep and spending what is necessary.
- Although many seniors would let nature take its course, some prefer to live indefinitely as long as they remain in good health.
- Nearly all seniors think elective surgery can help improve the overall quality of life and maintain prime health.
- Seniors say the ideal lifespan of their generation is approximately 87 years, with elective surgery believed to have the ability to extend this by an average of 15 years.
- Cataract surgery, cardiac surgery, hip and knee replacement/reconstruction are the most important forms of elective surgery Australians should consider according to seniors.
- These are largely the same forms of surgery seniors would consider undergoing themselves to prolong their lifespan and they are willing to spend an average of \$38,061 on it or Australia-wide, this translates to roughly \$209,388,286,959.
- Fewer seniors say they would be willing to travel overseas to undergo elective surgery, citing America as their top destination.

How much do you agree with the following statements on maintaining prime health as you get older? Would you be willing to do the following to maintain prime health as you get older?



Source: CoreData - Seniors and Technology Survey (June 2018)

Questions: How much do you agree with the following statements on maintaining prime health as you get older? Would you be willing to do the following to maintain prime health as you get older?

When it comes to maintaining prime health as they get older, nearly all seniors say they either minimise the number of cigarettes they smoke or they do not smoke at all (90.1%). They also get regular health checkups including blood tests (84.9%) and minimise the amount of alcohol they drink or they do not drink at all (82.5%).



Similar proportions say they get adequate sleep every night (76.5%) and are willing to spend what is necessary to maintain prime health (76.0%). To a lesser extent, seniors also follow a healthy diet with discipline (66.5%) and get adequate exercise every day (61.3%).

Among seniors who have not done at least one of the activities to maintain prime health as they get older, most are willing to do them particularly getting adequate sleep every night (93.3%), having regular health checkups (81.0%) and getting adequate exercise every day (80.8%).

### What other sacrifices, if any, would you be willing to make to maintain prime health as you get older?

*"Just keep generally active most days of the week, both mentally and physically." (Male, 74 years old, Vic)*

*"Reduce consumption of red meat." (Male, 64 years old, Vic)*

*"Self-control." (Male, 75 years old, Vic)*

*"Drink alcohol only on special occasions and then limit myself to 2 wines. I try to avoid stress. I'm also continuing to work as I feel the contact with young colleagues keeps me on my toes and valued for my experience. I try to keep moving daily be it at the gym or at Park Run where I am slow but steady - and I love the encouragement from the young ones. I also want to regularly do some long hikes. Also - no direct sun on my skin." (Female, 65 years old, NSW)*

*"A better diet if it necessary and not too expensive and hard to follow." (Male, 64 years old, Vic)*

*"Adding some alternate health medicine into the mix e.g. naturopaths to compliment mainstream medical assistance." (Female, 71 years old, Vic)*

*"Avoid stress." (Female, 71 years old, Qld)*

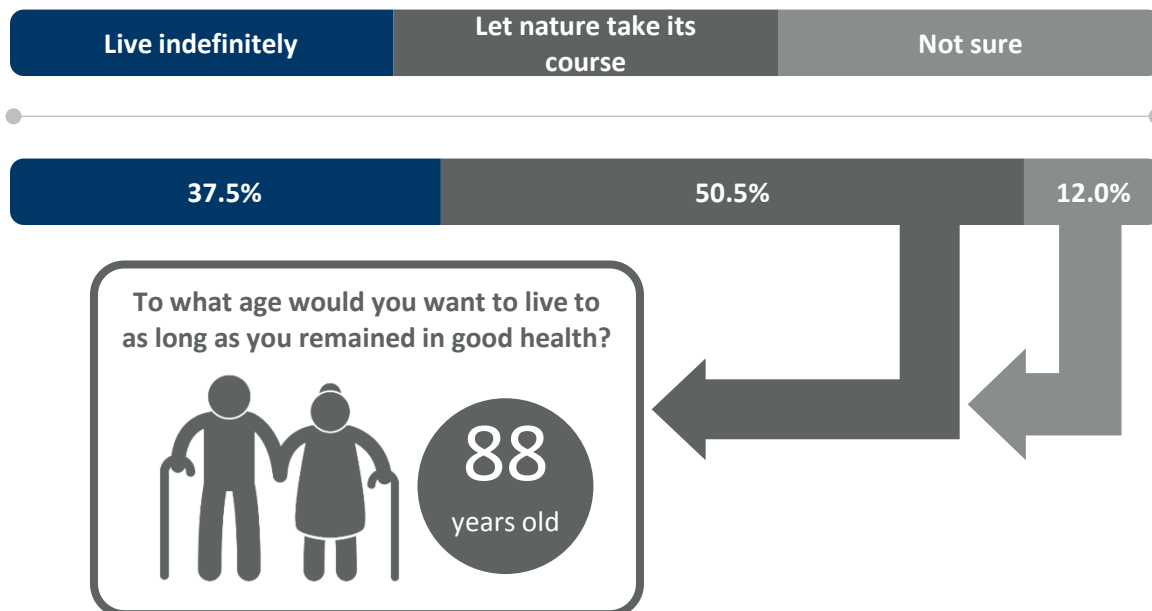
*"Exercise more as I am doing now walk 3k and ride the bike 4k per day 5 days a week not bad for a person that is 70 years." (Male, 70 years old, SA)*

*"Rest and relaxation." (Male, 52 years old, SA)*

*"Try to eliminate fat and sugar from my diet, as I am doing now." (Female, 78 years old, Tas)*

If you had access to technology that could keep you healthy in old age, would you prefer to ...? To what age would you want to live to as long as you remained in good health?

**If you had access to technology that could keep you healthy in old age, would you prefer to ...?**



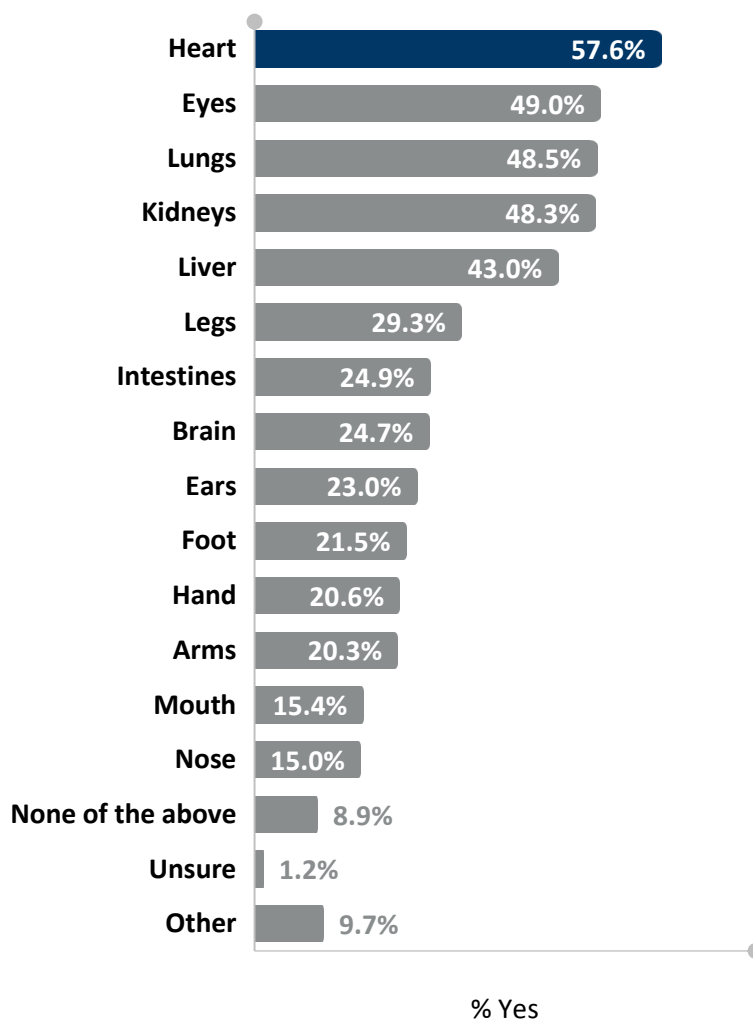
Source: CoreData - Seniors and Technology Survey (June 2018)

Questions: How much do you agree with the following statements on maintaining prime health as you get older? Would you be willing to do the following to maintain prime health as you get older?

Half of seniors (50.5%) say they would let nature take its course or they do not want to live indefinitely even if they had access technology that could keep them healthy in old age, while one in eight (12.0%) are unsure about it. Close to two in five (37.5%) seniors prefer to live indefinitely or as long as they remain in good health.

Among seniors who do not want to live indefinitely or are unsure about it, they want to live up to an average of 88 years as long as they remain healthy.

Assuming the technology existed, and you could afford it, which of the following body parts would you replace to extend your lifespan as long as you remained in good health?



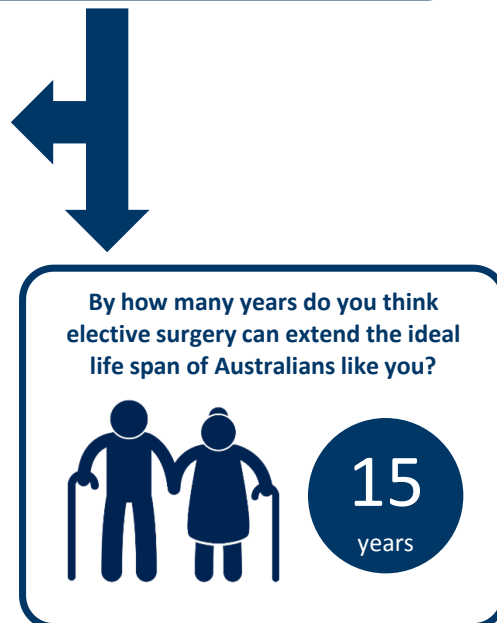
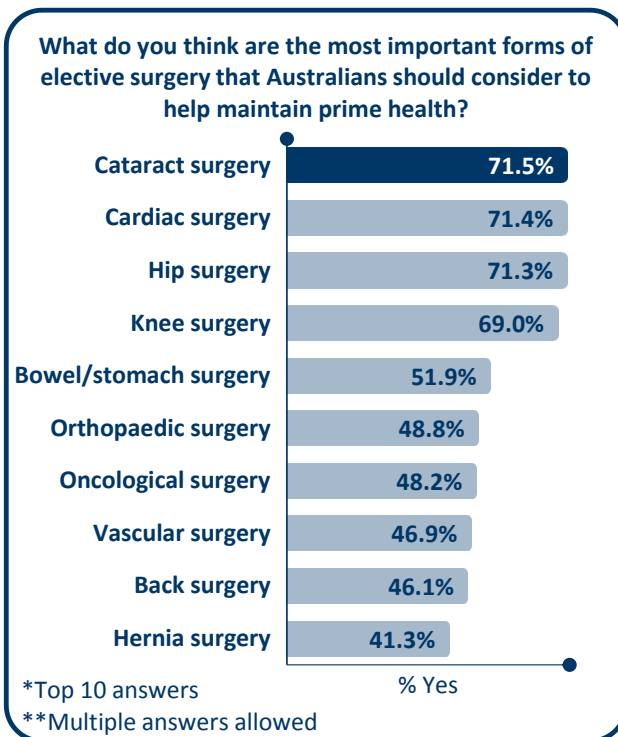
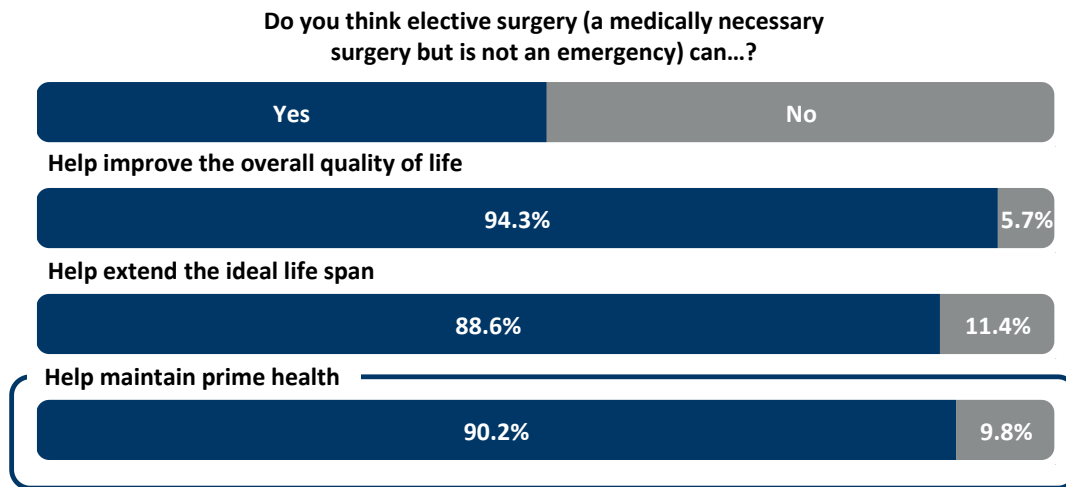
\*Multiple answers allowed

Source: CoreData - Seniors and Technology Survey (June 2018)

Question: How much do you agree with the following statements on maintaining prime health as

Close to three in five (57.6%) seniors would want to replace their heart to extend their lifespan as long as they remain healthy assuming the technology existed and they could afford it. Other popular body part seniors are open to replacing include their eyes (49.0%), lungs (48.5%) and kidneys (48.3%). Less than one in 10 (8.9%) say they would not want to replace any body part even if the technology existed.

Do you think elective surgery (a medically necessary surgery but is not an emergency) can ...? What do you think are the most important forms of elective surgery that Australians should consider to help maintain prime health? By how many years do you think elective surgery can extend the ideal life span of Australians like you?



Source: CoreData - Seniors and Technology Survey (June 2018)  
 Questions: Do you think elective surgery (a medically necessary surgery but is not an emergency) can...? What do you think are the most important forms of elective surgery that Australians should consider to help maintain prime health? By how many years do you think elective surgery can extend the ideal life span of Australians like you?

Nearly all seniors think elective surgery can help improve the overall quality of life (94.3%) and maintain prime health (90.2%). They also believe it can help extend the ideal lifespan (88.6%).

Among seniors who think elective surgery can help maintain prime health, the large majority think cataract surgery (71.5%), cardiac surgery (71.4%), hip replacement/reconstruction (71.3%) and knee

replacement/reconstruction (69.0%) are the most important forms of elective surgery Australians should consider.

For seniors who think elective surgery can help maintain prime health, they estimate that it would extend the ideal lifespan of their generation to around 15 years.

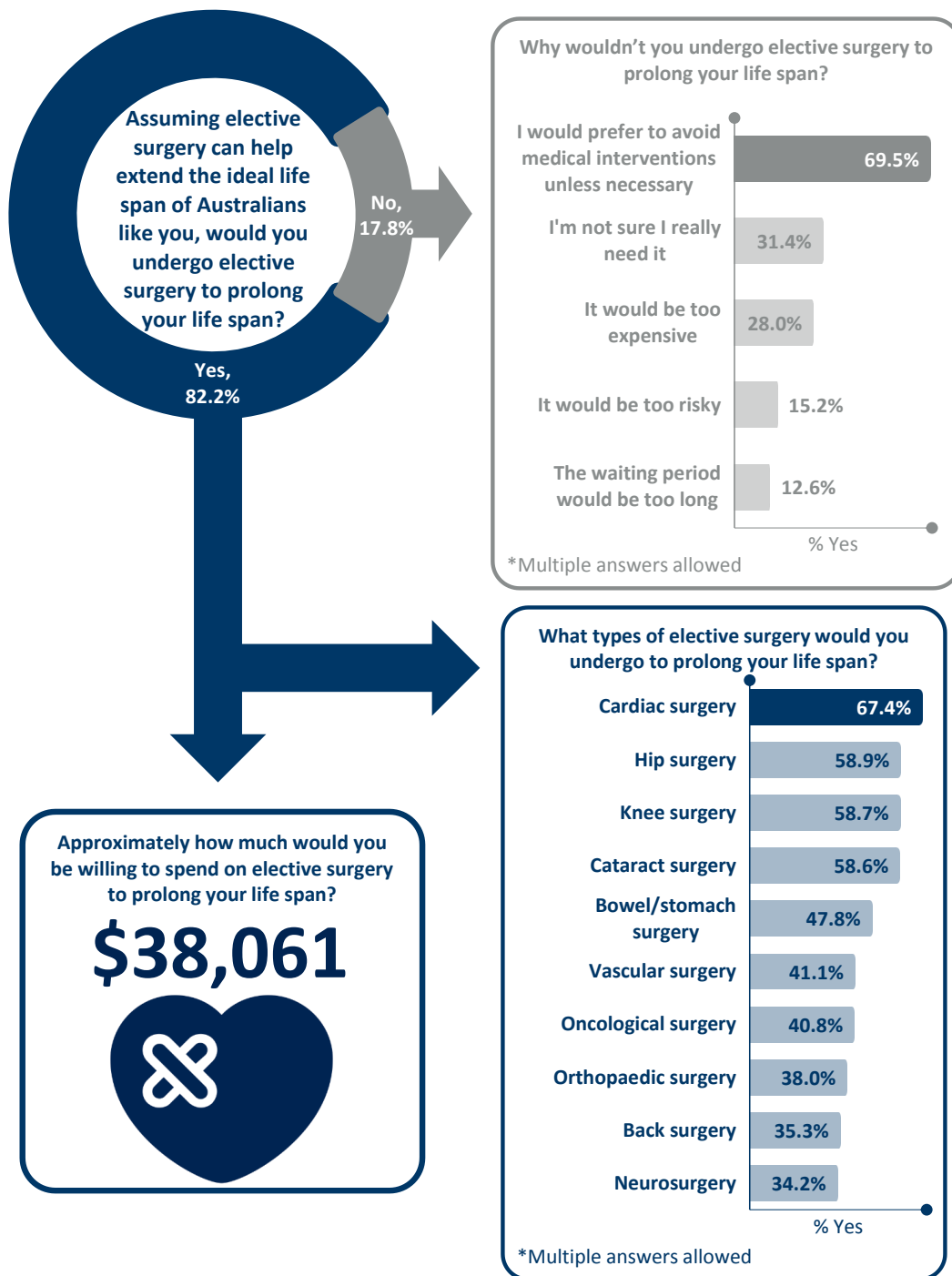
What do you think is the ideal life span of Australians of your generation?



*Source: CoreData - Seniors and Technology Survey (June 2018)  
Question: What do you think is the ideal life span of Australians of your generation?*

Seniors think Australians that belong to their generation could ideally live up to approximately 87 years.

Assuming elective surgery can help extend the ideal life span of Australians like you, would you undergo elective surgery to prolong your life span? What types of elective surgery would you undergo to prolong your life span? Approximately how much would you be willing to spend on elective surgery to prolong your life span? Why wouldn't you undergo elective surgery to prolong your life span?

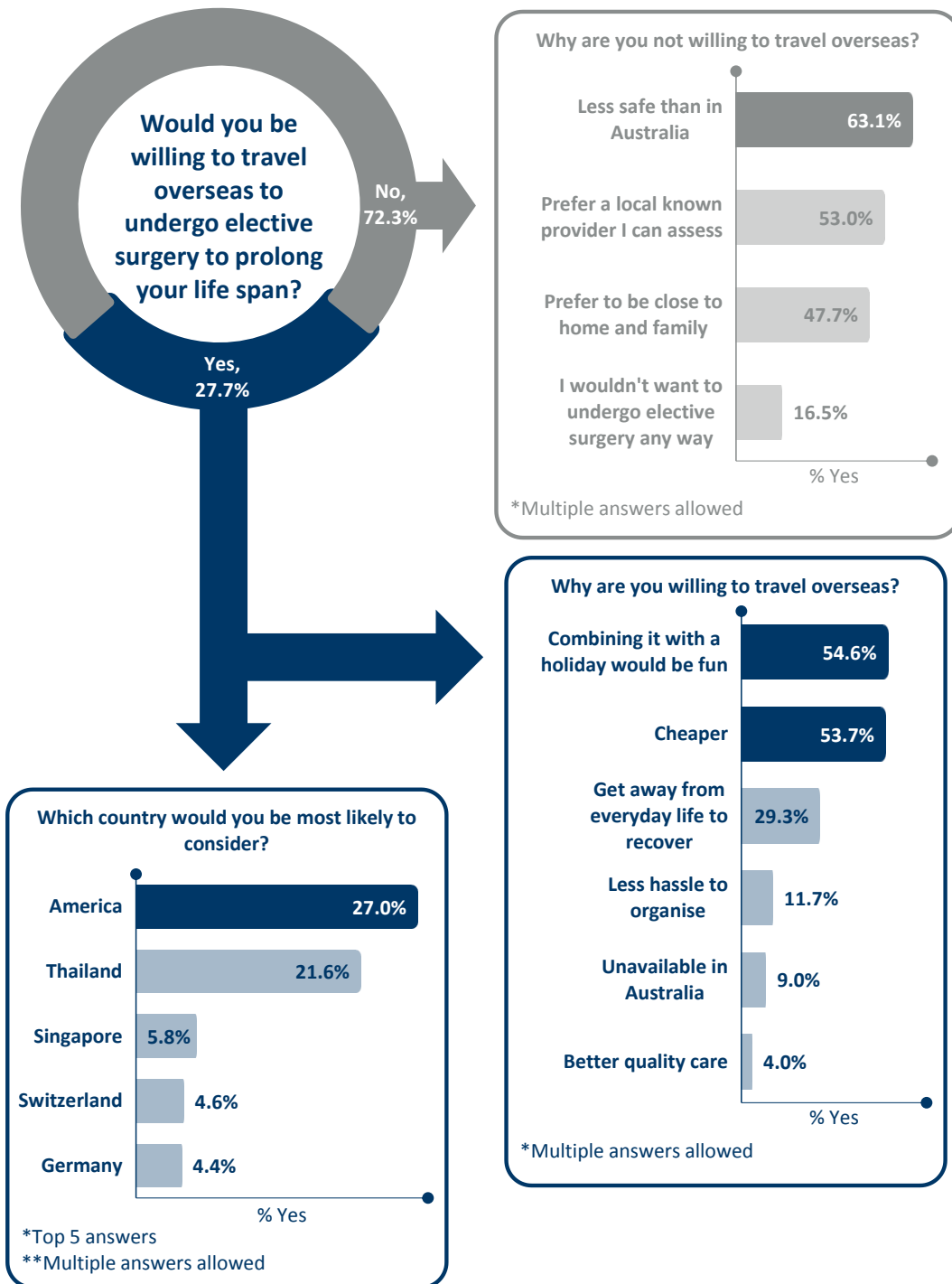


Source: CoreData - Seniors and Technology Survey (June 2018)  
 Questions: Assuming elective surgery can help extend the ideal life span of Australians like you, would you undergo elective surgery to prolong your life span? What types of elective surgery would you undergo to prolong your life span? Approximately how much would you be willing to spend on elective surgery to prolong your life span? Why wouldn't you undergo elective surgery to prolong your life span?

The vast majority (82.2%) of seniors say they would undergo elective surgery to prolong their lifespan assuming having the surgery can help extend the ideal lifespan of Australians like them. Cardiac surgery (67.4%), hip (58.9%) and knee replacement/reconstruction (58.7%) and cataract surgery (58.6%) are the most popular forms of elective surgery for seniors who would consider it and are willing to spend an average of \$38,061. Australia-wide, this translates to roughly \$209,388,286,959 in total.

Among seniors who would not consider undergoing elective surgery to prolong their lifespan, close to seven in 10 (69.5%) would prefer to avoid medical interventions unless necessary. They are also unsure about needing it (31.4%) and think it would be too expensive (28.0%).

Would you be willing to travel overseas to undergo elective surgery to prolong your life span? Why are you willing to travel overseas? Which country would you be most likely to consider? Why are you not willing to travel overseas?



Source: CoreData - Seniors and Technology Survey (June 2018)  
 Questions: Would you be willing to travel overseas to undergo elective surgery to prolong your life span? Why are you willing to travel overseas? Which country would you be most likely to consider? Why are you not willing to travel overseas?

Close to three in 10 (27.7%) say they would be willing to travel overseas to undergo elective surgery to prolong their life span, citing America (27.0%) as the top country they would most likely to consider.



Combining it with a holiday (54.6%) and the cheaper cost (53.7%) are the main reasons why seniors are willing to travel overseas to undergo elective surgery. They also cite wanting to get away from everyday life to recover (29.3%), less hassle to organise (11.7%) and procedure being unavailable in Australia (9.0%).

Among those who are not willing to travel overseas to undergo elective surgery, more than three in five (63.1%) seniors attribute it to be less safe than conducted in Australia. They also prefer a local known provider they could assess (53.0%) and prefer to be close to home and family (47.7%). One in six (16.5%) say they would not want to undergo elective surgery anyway.

## DEMOGRAPHICS

Gender	
Female	51.9%
Male	48.1%
<b>Total</b>	<b>100.0%</b>

Age	
50 - 59 years old	37.7%
60 - 69 years old	38.0%
70 years old & above	24.3%
<b>Total</b>	<b>100.0%</b>

Marital Status	
Single	12.8%
Living with partner/married	60.6%
Separated/divorced/widowed	26.0%
Other	0.6%
<b>Total</b>	<b>100.0%</b>

Education	
Primary	0.7%
Part of high school	15.1%
Completed high school	22.3%
Diploma or certificate qualification	36.4%
Degree qualification	16.3%
Postgraduate qualification	9.3%
<b>Total</b>	<b>100.0%</b>

Personal Income	
\$20,000 or less	29.8%
\$20,001 to \$30,000	28.6%
\$30,001 to \$40,000	13.1%
\$40,001 to \$50,000	5.4%
\$50,001 to \$60,000	6.5%
\$60,001 to \$70,000	5.4%
\$70,001 to \$80,000	2.7%
\$80,001 to \$90,000	1.6%
\$90,001 to \$100,000	2.2%
\$100,001 to \$125,000	2.5%
\$125,001 to \$150,000	1.3%
\$150,001 to \$200,000	0.7%
More than \$200,000	0.3%
<b>Total</b>	<b>100.0%</b>

Household Income	
\$50,000 or less	54.1%
\$50,001 to \$75,000	20.7%
\$75,001 to \$100,000	11.3%
\$100,001 to \$125,000	5.9%
\$125,001 to \$150,000	3.5%
\$150,001 to \$200,000	2.8%
\$200,001 to \$250,000	1.2%
\$250,001 to \$350,000	0.3%
\$350,001 or more	0.2%
<b>Total</b>	<b>100.0%</b>

Investment Portfolio	
I have no investments	39.1%
\$50,000 or less	12.0%
\$50,001 to \$150,000	11.1%
\$150,001 to \$250,000	7.4%
\$250,001 to \$350,000	8.2%
\$350,001 to \$450,000	4.1%
\$450,001 to \$550,000	4.2%
\$550,001 to \$650,000	3.1%
\$650,001 to \$750,000	4.3%
\$750,001 to \$1 million	2.6%
More than \$1 million to \$3 million	3.2%
More than \$3 million to \$5 million	0.5%
More than \$5 million	0.1%
<b>Total</b>	<b>100.0%</b>

Wealth Segment	
Mass Market	70.1%
Mass Affluent	21.3%
Core Affluent	6.5%
HNW	2.2%
<b>Total</b>	<b>100.0%</b>

State	
ACT	1.7%
NSW	18.7%
NT	1.0%
Qld	20.4%
SA	12.5%
Tas	4.6%
Vic	20.4%
WA	20.7%
<b>Total</b>	<b>100.0%</b>

Area	
The capital city of my state/territory	56.1%
A regional centre	31.5%
A rural area	12.4%
<b>Total</b>	<b>100.0%</b>

Work Status	
Full-time paid employment	14.3%
Part-time paid employment	8.0%
Self-employed	4.8%
Casual employment	4.2%
Transitioning to retirement and working part-time	1.9%
Fully retired	45.1%
Full-time home duties	7.1%
Unemployed/not in paid employment	6.1%
On a disability pension	6.7%
Other	1.9%
<b>Total</b>	<b>100.0%</b>

Occupation	
Business owner	10.5%
Manager	11.4%
Professional	21.9%
Technician	2.9%
Trades worker	6.0%
Community and personal service worker	4.3%
Clerical and administrative worker	19.2%
Sales worker	6.3%
Machinery operators and driver	3.3%
Labourer	6.6%
Other	7.7%
<b>Total</b>	<b>100.0%</b>

## ABOUT COREDATA

CoreData Research is a global specialist financial services research and strategy consultancy. CoreData Research understands the boundaries of research are limitless and with a thirst for new research capabilities and driven by client demand; the group has expanded over the past few years into the Americas, Africa, Asia, and Europe.

CoreData Group has operations in Australia, the United Kingdom, the United States of America, Brazil, Singapore, South Africa and the Philippines. The group's expansion means CoreData Research has the capabilities and expertise to conduct syndicated and bespoke research projects on six different continents, while still maintaining the high level of technical insight and professionalism our repeat clients demand.

With a primary focus on financial services CoreData Research provides clients with both bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research database hosting and outsourcing services.

CoreData Research provides both business-to-business and business to- consumer research, while the group's offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

The team is a complimentary blend of experienced financial services, research, marketing and media professionals, who together combine their years of industry experience with primary research to bring perspective to existing market conditions and evolving trends.

CoreData Research has developed a number of syndicated benchmark proprietary indexes across a broad range of business areas within the financial services industry.

- Experts in financial services research
- Deep understanding of industry issues and business trends
- In-house proprietary industry benchmark data
- Industry leading research methodologies
- Rolling benchmarks

The team understands the demand and service aspects of the financial services market. It is continuously in the market through a mixture of constant researching, polling and mystery shopping and provides in-depth research at low cost and rapid execution. The group builds a picture of a client's market from hard data which allows them to make efficient decisions which will have the biggest impact for the least spend.



## AUSTRALIA

---

### SYDNEY

CoreData Pty Limited  
Suite 7, Level 9, 66 Hunter St  
Sydney, NSW, 2000

T: +61 2 9376 9600

E: [sydney@coredata.com.au](mailto:sydney@coredata.com.au)

### PERTH

CoreData Pty Limited  
191 St Georges Terrace,  
Perth WA 6000

T: +61 8 6500 3216

E: [perth@coredata.com.au](mailto:perth@coredata.com.au)

## PHILIPPINES

---

CoreData Research Services Inc.  
Unit E-1608 Philippine Stock  
Exchange Centre,  
Exchange Rd, Ortigas, Pasig City,  
1605

T: +63 2 667 3996

E: [info\\_ph@coredataresearch.com](mailto:info_ph@coredataresearch.com)

## UK

---

CoreData Research Ltd  
6 Foster Lane,  
London ECV 6HH  
United Kingdom

T: +44 (0) 207 600 5555

E: [info\\_uk@coredataresearch.com](mailto:info_uk@coredataresearch.com)

## US

---

CoreData Research LLC  
15 Court Square, #450  
Boston, 02108

T: +1 (857) 239 8398

E: [info\\_us@coredataresearch.com](mailto:info_us@coredataresearch.com)