

UCOA Tech Survey

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Overview and Purpose

- At the start of the pandemic, the shift to online platforms left a gap in aging services
- UCOA started the development of the new website and virtual senior center
- There was a lack of data about tech use and internet access across the state, especially among Utahns 55 and older
- We developed a short survey to assess internet access and interest and use of technology in this population

The Survey

- The survey was open from May 20th, 2021 – August 30th, 2021
- Surveys could be taken online, on a smartphone, computer, or tablet, or over the phone with the help of a volunteer through our partnership with Mon Ami
- The survey and recruitment materials were translated into Spanish
- We distributed the recruitment materials widely via mailing lists, flyers, through Meals on Wheels volunteers, newsletters, social media, and sponsored ads on the KSL news app

Survey Results – Participant Characteristics

A total of 662 individuals responded to this survey.

- Most (n=608) opted to take the survey independently while 54 used the volunteer hotline to complete the survey
- *Age.* While the survey was targeted to those 55 and older, we did not block those younger from taking it, so as not to exclude caregivers from participating. The age ranged from 33 to 98, with an average of 68.13 years.
- *Income.* Approximately 43% (n=283) reported their income below \$50,00 per year and 56% reported their income above \$50,000 per year.

Survey Results – Participant Characteristics

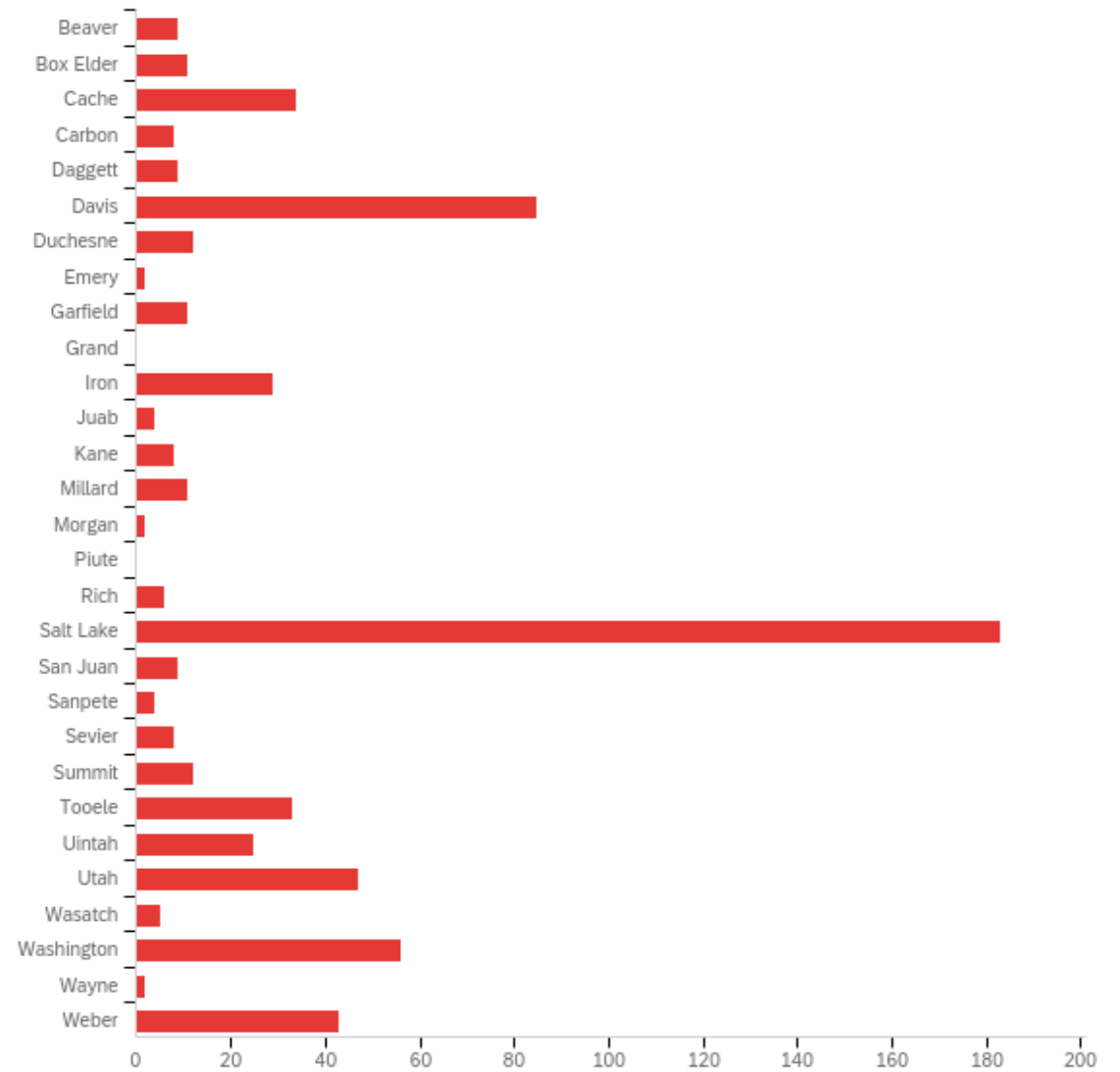
Race and Ethnicity.

- The participants in this survey do not reflect the diversity of the state, and were mostly white (95%, n=645). Very few Hispanic/Latino individuals and members of the various Native American tribes in Utah are represented by these survey results.

	Race	%	Count
	White	95.13%	645
	Black or African American	0.88%	6
	American Indian or Alaska Native	0.59%	4
	Asian	0.74%	5
	Native Hawaiian or Pacific Islander	0.44%	3
	Other	2.21%	15
	Ethnicity		
	Hispanic/Latino	1.89%	12
	Not Hispanic/Latino	98.11%	623

Survey Results – Geography

- We tried to get at least one response from every county in the state, and almost achieved this! We were able to increase rural responses by geotargeting ads to rural areas.
- The results are reflective of the population centers of the state, although rural areas and areas that typically have less internet access are less represented.



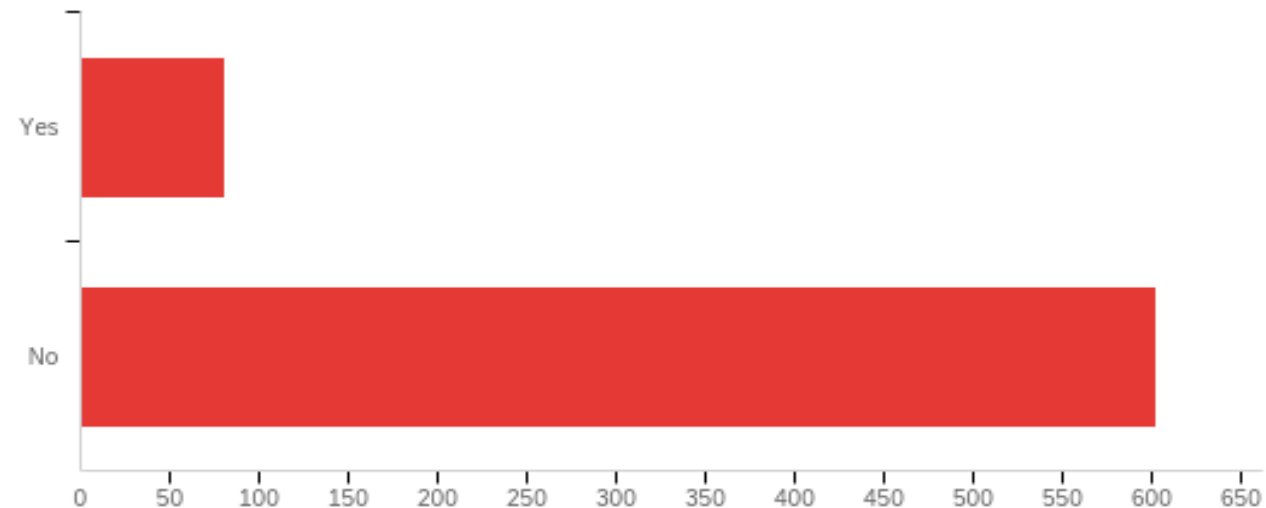
Survey Results – Geography

- We grouped some responses by county to represent Area Agency on Aging regions.
- The total responses by AAA regions are shown in this table.

AAA Region	Percent	Count
Bear River	7.6%	51.0
Davis	12.7%	85.0
Five County	16.9%	113.0
Mountainland	9.6%	64.0
Salt Lake County	27.4%	183.0
San Juan	1.3%	9.0
Six County	4.3%	29.0
Southeastern	1.5%	10.0
Tooele	4.9%	33.0
Uintah Basin	3.1%	21.0
Uintah County	3.7%	25.0
Weber	6.7%	45.0

Survey Results – Participant Characteristics

“Do you give or receive help with daily activities (bathing, dressing, preparing meals, managing medications)?” - ~15% give or receive help with ADLS



- 30% of all participants reported that they live alone, and 40% of those 65 and older reported that they lived alone

Survey Results – Internet Access

- 93% of participants reported that they had internet access
 - of those that did not have access: 80% had annual household incomes less than \$50,000, and 90% were 65 or older
- By AAA region, Davis, Five County, and Uintah proportionally had the most individuals reporting no internet access.
- For those with no home internet, they reported:

I do not access the internet	12
Family or friends outside the home	11
Cellular data/smartphone/hotspots	10
Library	4
Other (explain)	4
Senior or community center	3

Survey Results – Internet Use

- 95% of participants reported that they use email
- The table below shows that over 70% of participants have smartphone and at least half, have a computer

Answer	%	Count
Smart Phone	71.75%	475
Desktop Computer	56.19%	372
Tablet computer (e.g. iPad, Samsung Galaxy)	53.02%	351
Streaming Media Device (e.g., Roku, AppleTV, integrated TV)	44.86%	297
Laptop Computer with Camera	43.05%	285
Cell Phone	37.46%	248
Laptop Computer	36.25%	240
E-book Reader (e.g., Kindle, Nook)	28.25%	187
I don't own any of these electronic devices	1.36%	9

Survey Results – Comfort with Technology

- On a scale of 1-10 of being comfortable using technology, including the internet and electronic devices, to access information, resources and/or participate in online activities, the average self-rating among the total sample was 7.37
- On a scale of 1-10, the average level of interest in training to improve knowledge of technology use was 4.65

Survey Results – Online Activities

- A majority of the participants are active on social media and have been utilizing Zoom and other video conferencing tools since the pandemic

Answer	%	Count
Facebook	77.64%	514
YouTube	69.94%	463
Pinterest	42.90%	284
Instagram	38.52%	255
Twitter	23.41%	155
None	9.82%	65
Other (please specify)	4.53%	30

Answer	%	Count
Zoom	75.38%	499
Facetime	53.63%	355
Facebook Messenger	45.92%	304
Skype	45.17%	299
Other (please specify)	17.82%	118
None	11.33%	75

Survey Results – Interest in Online Activities

- The participants have a wide range of interests in the offerings of the new UCOA website and virtual senior center services

Answer	%	Count
Technology	41.09%	272
Exercise & Wellness	38.67%	256
Conferences & Educational Events	35.35%	234
Arts & Culture	33.38%	221
Aging Issues (housing, fall prevention, fraud prevention, isolation, mobility)	29.46%	195
Public Policy	18.88%	125
Caregiving	13.90%	92
Other (please list)	5.74%	38

Conclusions

- The stereotype that “older adults don’t use technology” doesn’t hold up, this sample with an average age of 68, was made up of active internet users who are mostly comfortable doing activities online
- Rural areas still have trouble accessing reliable internet, rural partners should continue to do outreach and offer services that don’t require stable internet connections; cost of internet is the biggest barrier when access isn’t the issue
- Technology training and equipment is an area of interest, as well as cyber security, consider integrating resources on these topics
- Accessibility of website was listed as a concern