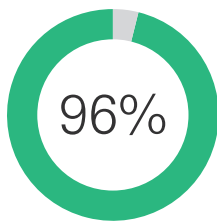


Tech redefines ageing

With some of the longest life expectancies in the world, Hong Kong faces important questions around how the older adults can be empowered to live productively and with dignity¹. In a recent survey, HSBC Life, in collaboration with Economist Impact, explored people’s attitudes toward the role of technology in enabling them to age proactively, while also looking at the barriers impeding their digital adoption.

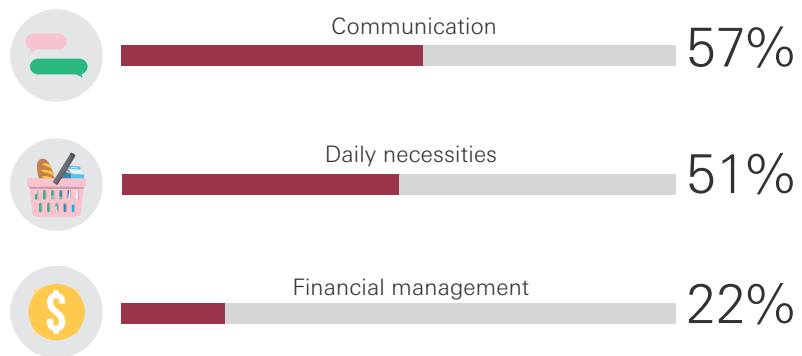
Going digital during the pandemic

Digital technologies have enabled many Hong Kong residents to live independently in the past, but their true value became even more apparent during the COVID-19 pandemic. In particular, over 96% of respondents aged 60-69 now own a smartphone and access the Internet daily.

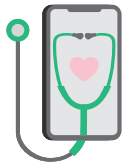


96% of respondents think that COVID-19 has accelerated the popularisation of digital tools

Top 3 areas in which respondents think technology has made their lives more convenient:



Digital tools promote social interaction



More than 96% of caregivers find digital apps useful for older adults keeping in touch with their social networks

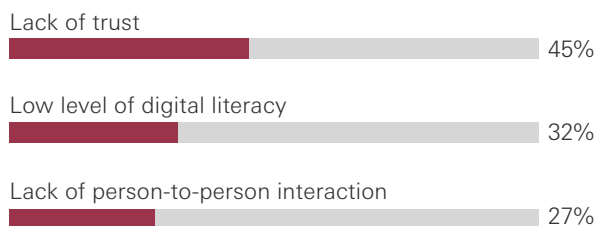


74% of respondents believe technology can facilitate social interaction during the pandemic

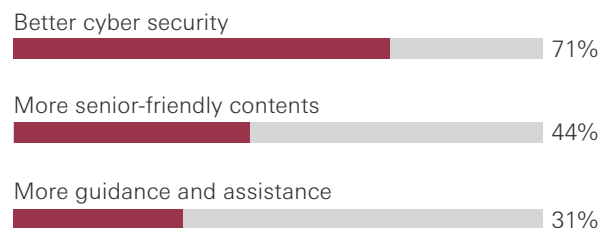
“Since the pandemic, the older adults in Hong Kong have become more keen to learn how to be online,”
 - Vivian Lou, Professor, Department of Social Work & Social Administration at The University of Hong Kong and Director, Sau Po Centre on Ageing

Removing barriers to the digital lifestyle

3 major obstacles when using digital services:



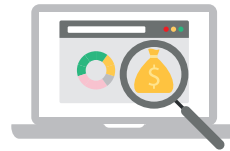
3 most wanted digital platform improvements :



Digital financial management widely accepted



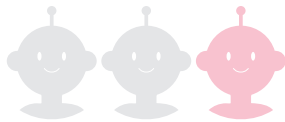
83% of respondents have used digital tools to manage their investments or insurance policies during the past 6 months



Around 86% of caregivers find digital tools helpful when managing older adults' finances on their behalf

"Just because 90% of older adults have a smartphone and use instant messaging apps doesn't mean they're able to access the really useful tools on their phones,"

- Dr Pamela Tin, Head of Healthcare & Social Development Research, Our Hong Kong Foundation



More than 35% of respondents aged 30-49 have used virtual financial consultation services during past 6 months



61% of respondents believe technologies make financial products easier to understand



Nearly 50% of respondents agree that digital services improve their financial autonomy and support early retirement planning



Around 82% of those aged 50 or above have not accessed these services



Comparatively, men are more likely than women to believe technology assists with the above areas, with a gender difference of around 10%

Tech for health

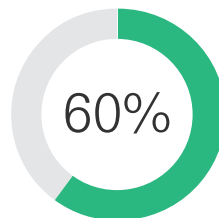
Data show that since the pandemic has led to a stronger health consciousness among the public, people have become more receptive to the use of digital technology to support physical and mental health wellbeing.

"I personally do not think that age is a factor for telemedicine's low usage rate. We should help the older adults develop the habit of using telemedicine to supplement the traditional approach - visiting private or government clinics."

- Carl Johan Krokst de, Managing Director, Doro Hong Kong Limited



Around 33% of respondents aged 30-49 have used telemedicine/online mental counselling services during the past 6 months



Over 60% of caregivers rely on digital wearables/apps to take care of older adults and monitor their vitals



Almost 50% of respondents have made use of online platforms/ videos to enhance their exercise routines



More than 80% of those aged 50 or above have not used these services

"The older adults are very much influenced by the people closest to them, so it will be good to actually train caregivers on how they can help the older adults use or approach digital services."

- Dr Pamela Tin, Head of Healthcare & Social Development Research, Our Hong Kong Foundation

In conclusion, it is of utmost importance to educate older adults and help boost their digital literacy, and in doing so, equip them for living up to their full potential.

Source:

¹ https://www.oal.cuhk.edu.hk/cuhkenews_202101_life_expectancy/

Disclaimer:

The report is based on a consumer survey of 600 Hong Kong residents (260 male and 340 female) aged 30-69 on their attitudes towards the role of technology in enabling them to age productively, conducted by Economist Impact in July 2022.

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