

Media Release

Grandma connects better with the BoBsquad

New research by iiNet finds nearly half of older Australians struggle to set up their technical devices

12 December 2011 – Sydney, Australia - Despite a keen interest in all things technology, older Australians are struggling to get connected according to a new study commissioned by Australia's second largest DSL broadband provider, iiNet.

A Newspoll studyⁱ found nearly half of Australians aged 50 – 64 years old bought a technical device or software that they were unable to set up or use by themselves. Of these older Australians, a staggering 93 per cent were unable to set up the technology because it was too difficult and 23 per cent said it took too much time.

Maryna Fewster, iiNet's Chief Customer Officer, said it's evident that older Australians are willing to give technology a go but often run into trouble when trying to set up and connect.

"There's no age barrier when it comes to technology. We're seeing a growing number of grandmas and grandpas wanting to go online and connect with friends and family. They often just lack the technical know-how to do so," Ms Fewster said.

The Newspoll study comes hot on the heels of the comprehensive report, *Older Australians and the Internet*ⁱⁱ, which further uncovers older Australian's growing appetite for using the Internet to shop online, pay bills and keep in touch with family.

Professor Trevor Barr of Swinburne University and principle advisor on the study added, "The report, based on credible field research, reveals that the group in society who is progressively becoming more dependent on the Internet to live richer lives is seniors."

Surprisingly, the Newspoll study also found it wasn't just older Australians struggling to set up their technologies. 33 per cent of young adults (18 – 34 year olds) had bought a technology device or software that they were unable to set up or use – and of these, 87 per cent said it was because it was too difficult.

The study coincides with the announcement that iiNet's BoBsquad – a team of tech-loving experts – are now on call for residential customers in Melbourne and Sydney (metro areas only).

"For Australians young and old who aren't huge tech-heads or are just too busy, iiNet's team of experts are on call to make personal house visits and sort out all your tech issues," said Ms Fewster.

For more information on iiNet and the BoBsquad, visit www.iiNet.net.au/bobsquad.

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QUALITY ISO 9001
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WINNER
Partnerships for Growth
(iiNet & fetchtv) and
Communications
Ambassador,
ACOMMS Communications
Alliance & CommsDay
Awards 2011



National Large Business - iiNet
WA Large Business - iiNet
WA Service Excellence in a
Contact Centre – Westnet
Customer Service Institute of
Australia (CSIA)



WINNER
Carrier of the Year Award,
Highly commended - iiNet's
'work from home' program,
Australian Telecommunications
Users Group (ATUG)

A full list of current awards
can be seen at iiNet Awards

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About iiNet

iiNet is Australia's second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We employ more than 2000 inquisitive staff across four countries and support over 1.3 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We're a publicly listed company and we maintain our own super-fast broadband network. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

To achieve this, we employ creative thinkers and true advocates of technology. Our people are a huge part of the iiNet success story, so we've developed a unique and stimulating work culture to ensure they remain engaged and inspired.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn't changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.

ⁱ *iiNet's Newspan survey was conducted online in November 2011 among 1,219 adults aged 18-64 nationally.*

ⁱⁱ *The study Older Australians and the Internet: Bridging the Digital Divide was undertaken by researcher Dr Sandra Haukka for National Seniors in September 2011.*