

**Social Media for
All elderly people**



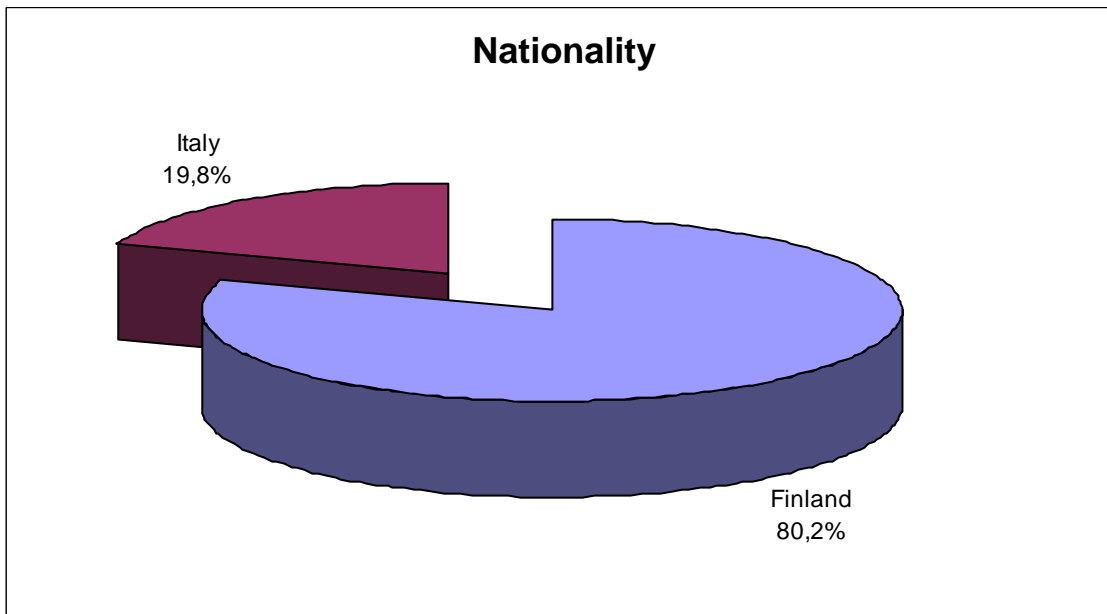
***SoMedAll
WP 1
D1.1 – State of the Art Report***

***ANNEX 3
Statistical Survey***

Part 1 – Synoptic results

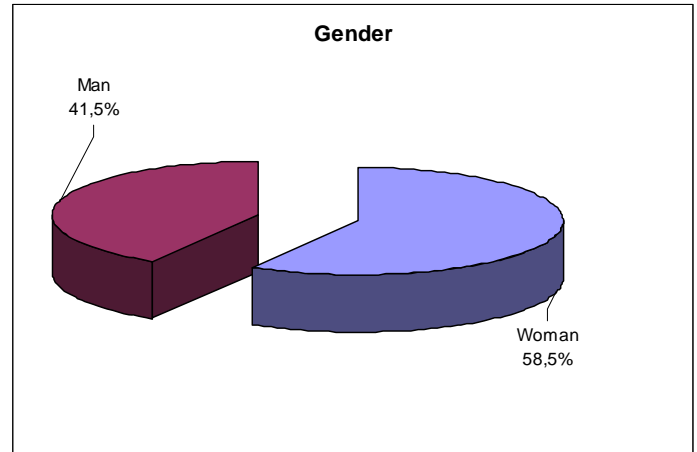
Q0 – Nationality

<i>Description</i>	<i>Value</i>	<i>Perc</i>
Finland	223	80,2%
Italy	55	19,8%
Total	278	100,0%



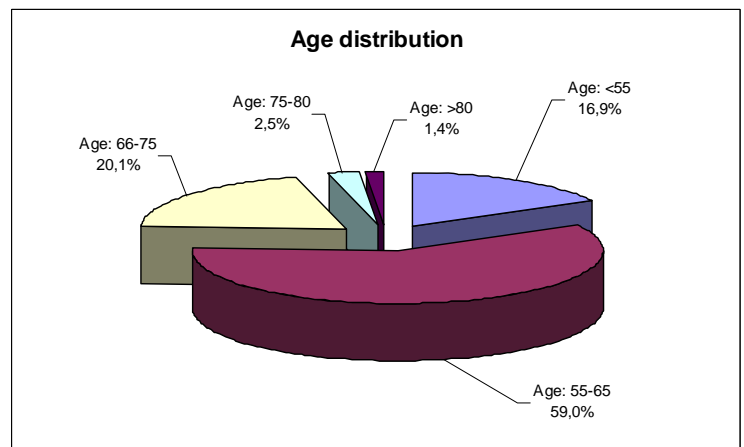
Q1 - Gender

Description	Value	Perc
Woman	162	58,5%
Man	115	41,5%
Total	277	100,0%



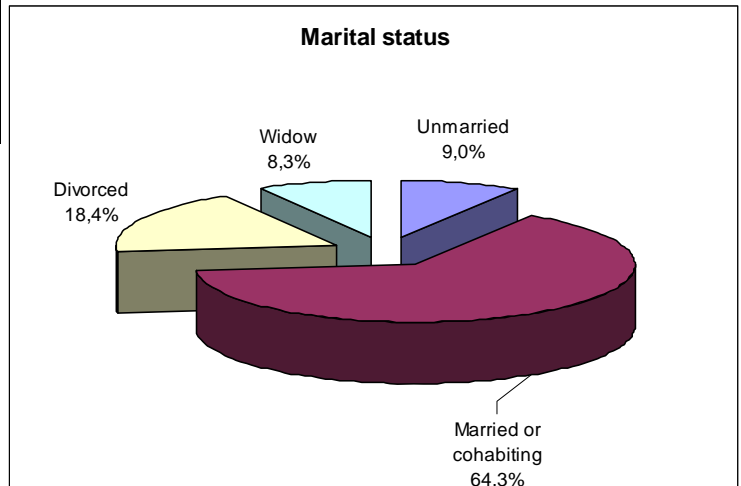
Q2 – Age distribution

Description	Value	Perc
Age: <55	47	16,9%
Age: 55-65	164	59,0%
Age: 66-75	56	20,1%
Age: 75-80	7	2,5%
Age: >80	4	1,4%
Total	278	100,0%



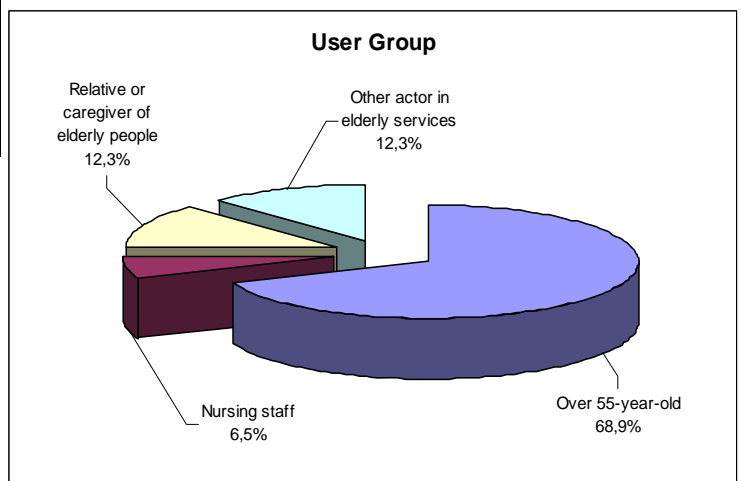
Q3 - Marital Status

Description	Value	Perc
Unmarried	25	9,0%
Married or cohabiting	178	64,3%
Divorced	51	18,4%
Widow	23	8,3%
Total	277	100,0%



Q4 – What user group do you represent?

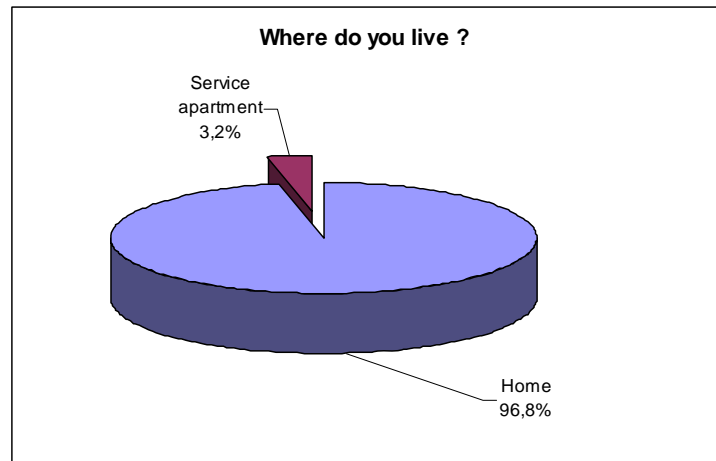
Description	Value	Perc
Over 55-year-old	224	68,9%
Nursing staff	21	6,5%
Relative or caregiver of elderly people	40	12,3%
Other actor in elderly services	40	12,3%
multiple answers	325	100,0%



Q5 - Residence

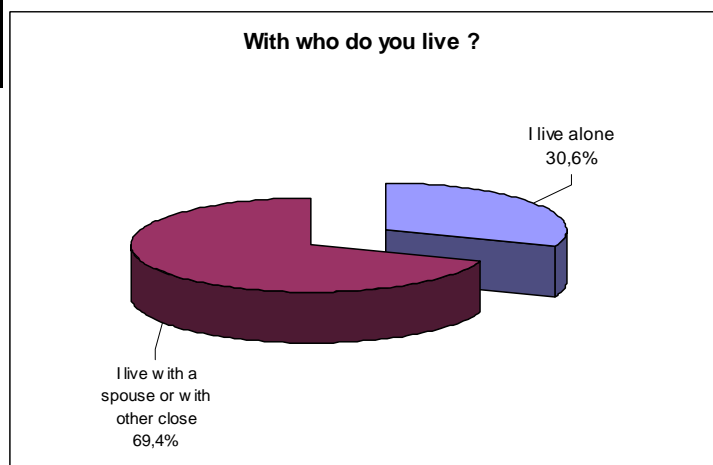
Q5a - Where do you live ?

Description	Value	Perc
Home	212	96,8%
Service apartment	7	3,2%
Total	219	100,0%



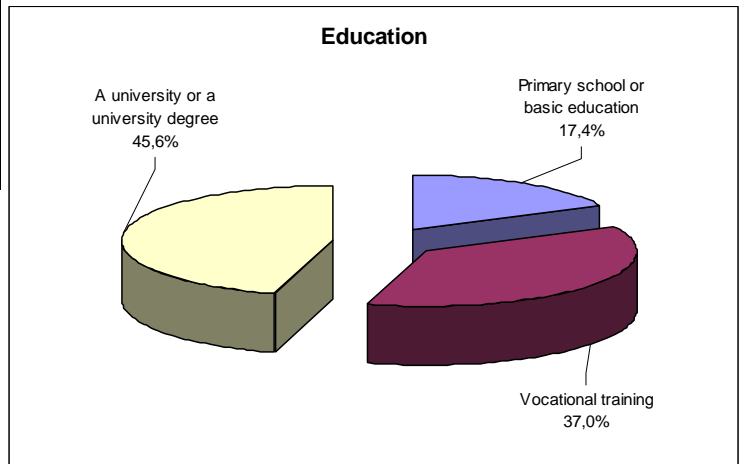
Q5a - With who do you live ?

Description	Value	Perc
I live alone	68	30,6%
I live with a spouse or with other close	154	69,4%
Total	222	100,0%



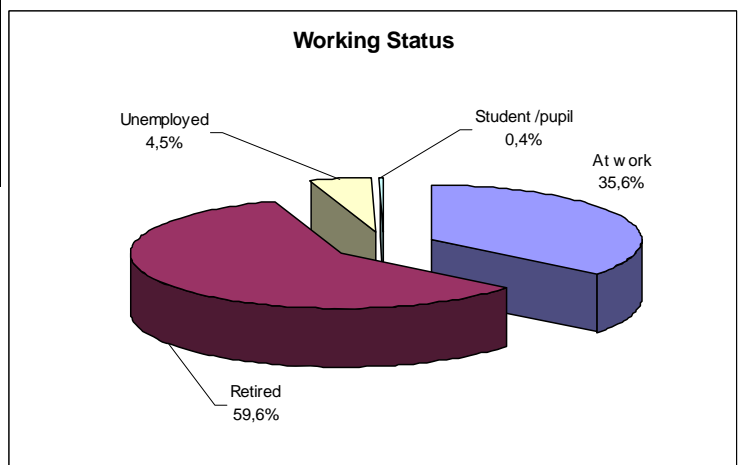
Q6 – Education degree

Description	Value	Perc
Primary school or basic education	47	17,4%
Vocational training	100	37,0%
A university or a university degree	123	45,6%
Total	270	100,0%



Q7 – Working Status

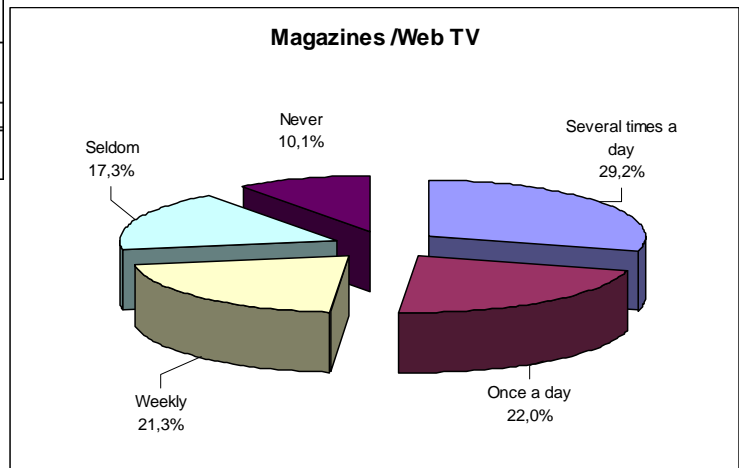
Description	Value	Perc
At work	95	35,6%
Retired	159	59,6%
Unemployed	12	4,5%
Student /pupil	1	0,4%
Total	267	100,0%



Q8 – Internet Services

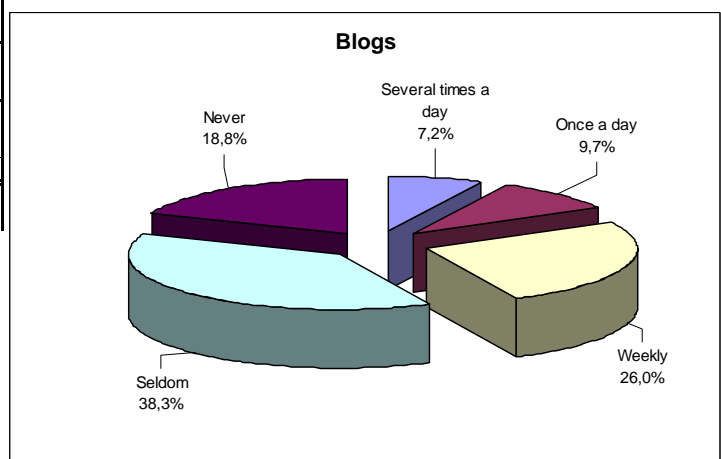
Q8a - Do you read online magazines or television web site?

Description	Value	Perc
Several times a day	81	29,2%
Once a day	61	22,0%
Weekly	59	21,3%
Seldom	48	17,3%
Never	28	10,1%
Total	277	100,0%



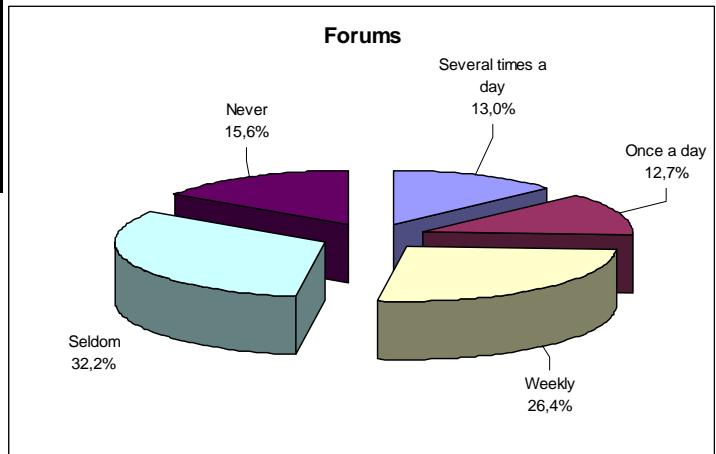
Q8b - Do you read blogs?

Description	Value	Perc
Several times a day	20	7,2%
Once a day	27	9,7%
Weekly	72	26,0%
Seldom	106	38,3%
Never	52	18,8%
Total	277	100,0%



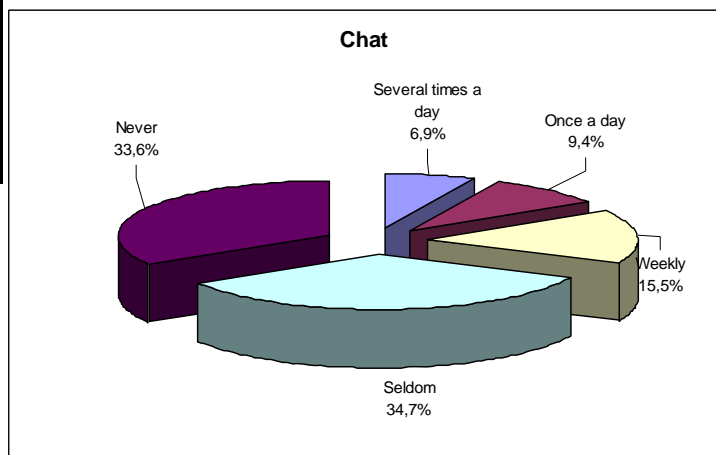
Q8c - Do you follow forums?

Description	Value	Perc
Several times a day	36	13,0%
Once a day	35	12,7%
Weekly	73	26,4%
Seldom	89	32,2%
Never	43	15,6%
Total	276	100,0%



Q8d - Do you use chats?

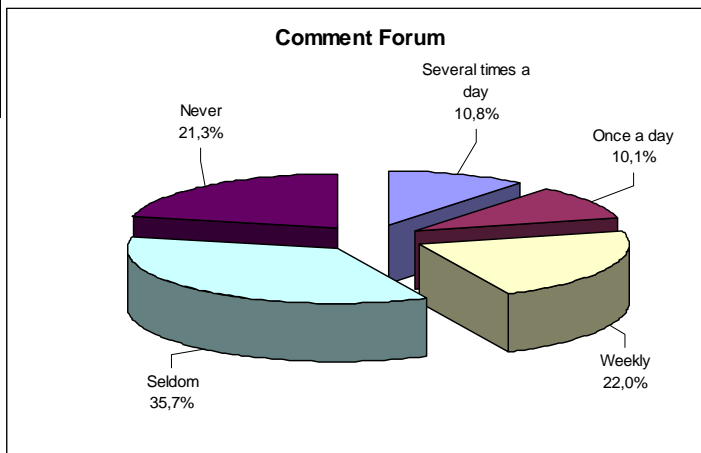
Description	Value	Perc
Several times a day	19	6,9%
Once a day	26	9,4%
Weekly	43	15,5%
Seldom	96	34,7%
Never	93	33,6%
Total	277	100,0%



Q9 – Content production

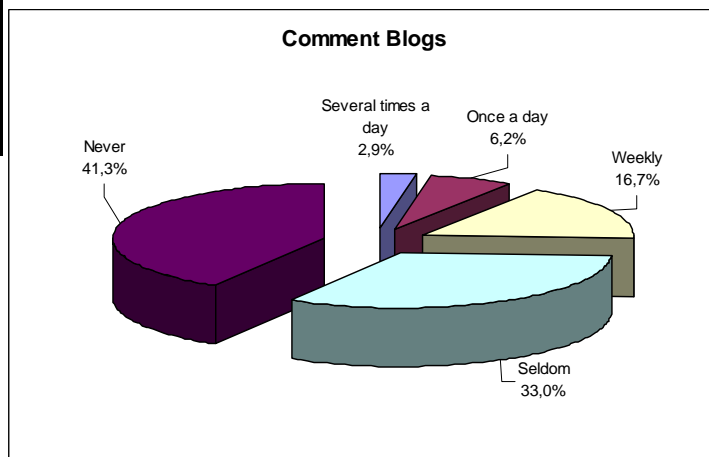
Q9a - Do you comment contents or discussions on online forums?

Description	Value	Perc
Several times a day	30	10,8%
Once a day	28	10,1%
Weekly	61	22,0%
Seldom	99	35,7%
Never	59	21,3%
Total	277	100,0%



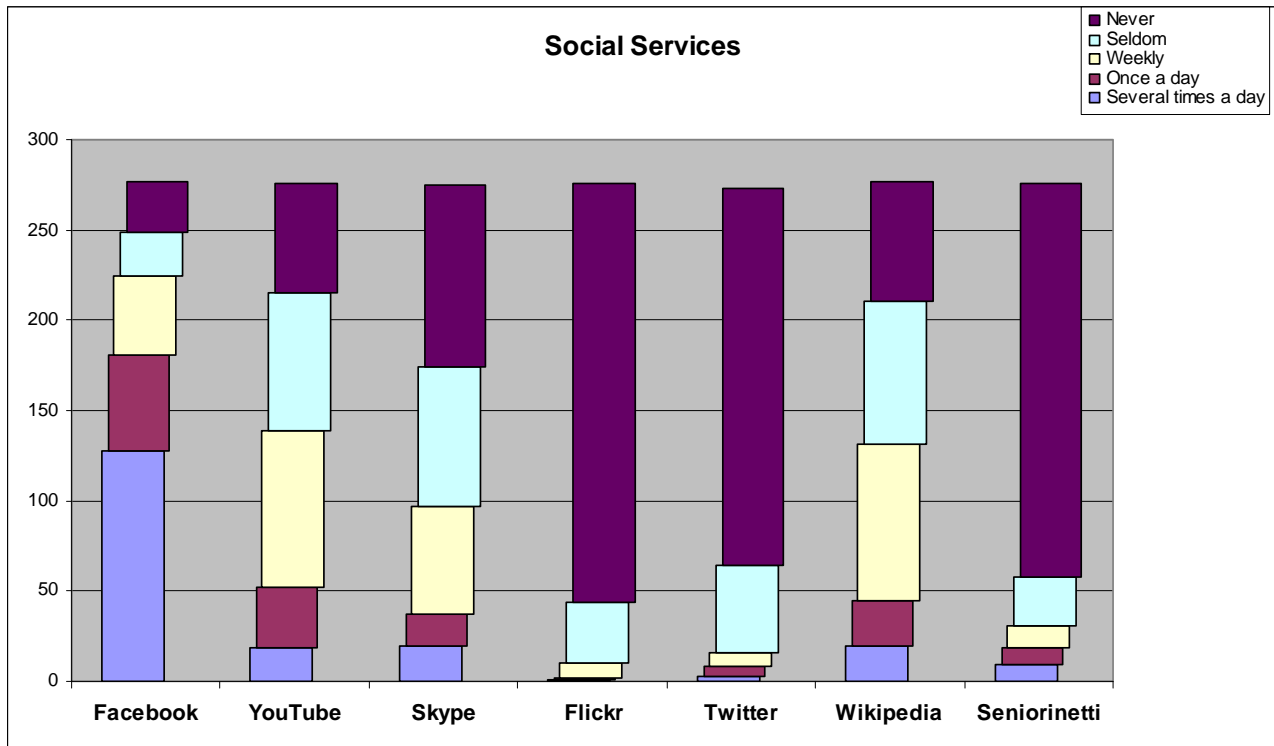
Q9b - Do you write blogs or comment other user's blogs?

Description	Value	Perc
Several times a day	8	2,9%
Once a day	17	6,2%
Weekly	46	16,7%
Seldom	91	33,0%
Never	114	41,3%
Total	276	100,0%



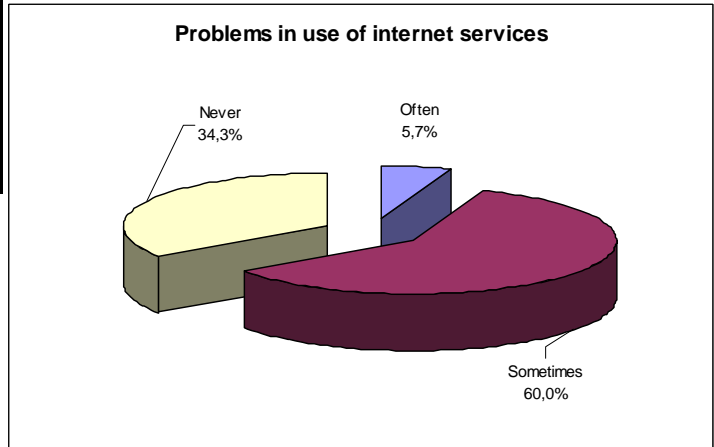
Q10 – Use of Social Services

Description	Facebook		YouTube		Skype		Flickr		Twitter		Wikipedia		Seniorinetti	
	Value	Perc	Value	Perc	Value	Perc	Value	Perc	Value	Perc	Value	Perc	Value	Perc
Several times a day	128	46,2%	19	6,9%	20	7,3%	1	0,4%	3	1,1%	20	7,2%	9	3,3%
Once a day	53	19,1%	33	12,0%	17	6,2%	1	0,4%	5	1,8%	25	9,0%	10	3,6%
Weekly	44	15,9%	87	31,5%	60	21,8%	8	2,9%	8	2,9%	86	31,0%	12	4,3%
Seldom	24	8,7%	76	27,5%	77	28,0%	34	12,3%	48	17,6%	80	28,9%	27	9,8%
Never	28	10,1%	61	22,1%	101	36,7%	232	84,1%	209	76,6%	66	23,8%	218	79,0%
Total	277	100,0%	276	100,0%	275	100,0%	276	100,0%	273	100,0%	277	100,0%	276	100,0%



Q11 - Do you have had problems with the use of Internet services?

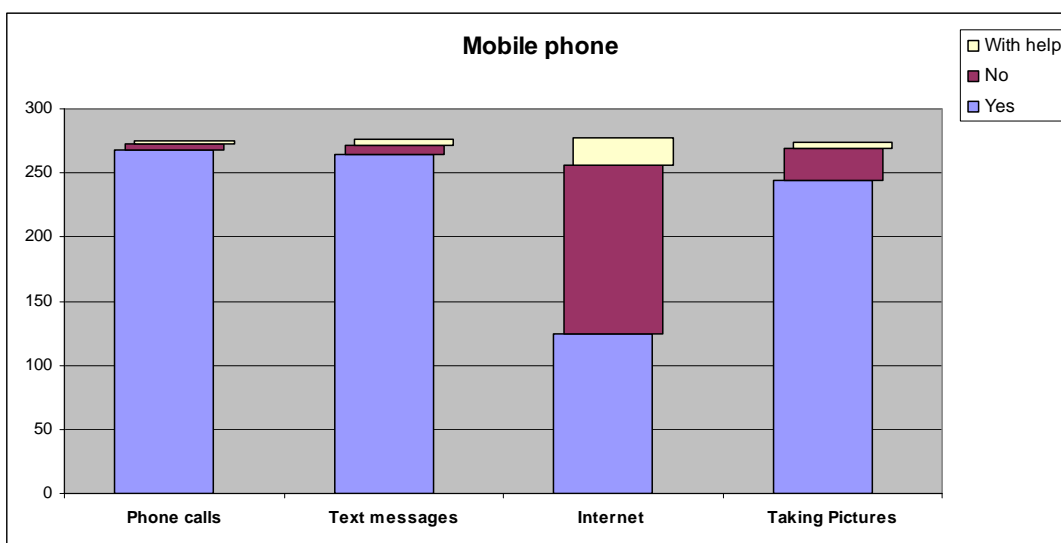
Description	Value	Perc
Often	15	5,7%
Sometimes	159	60,0%
Never	91	34,3%
Total	265	100,0%



Q12 - Have you used the below-mentioned devices?

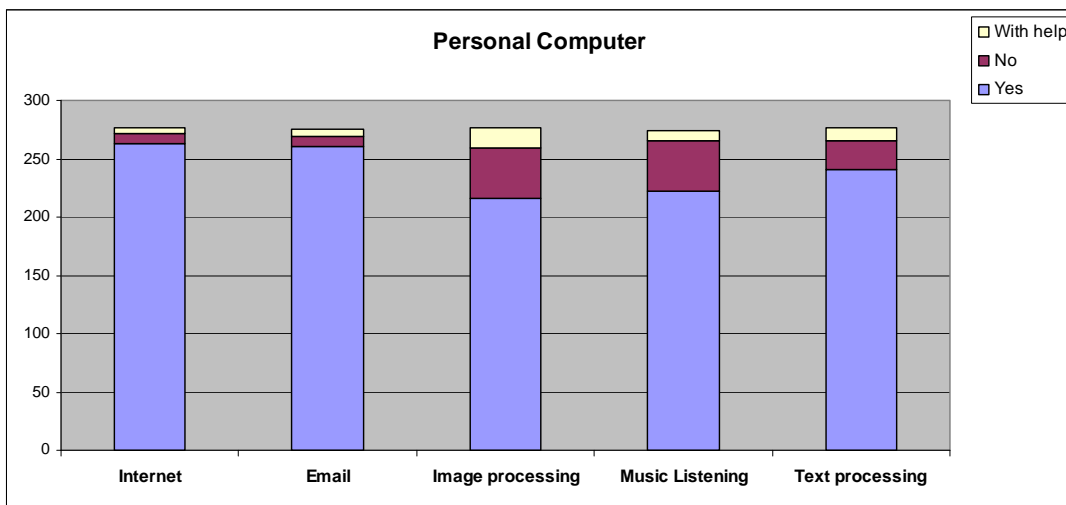
Q12a - Mobile phone

Description	Phone calls		Text messages		Internet		Taking Pictures	
	Value	Perc	Value	Perc	Value	Perc	Value	Perc
Yes	268	97,5%	265	96,0%	125	45,1%	244	89,1%
No	5	1,8%	7	2,5%	131	47,3%	25	9,1%
With help	2	0,7%	4	1,4%	21	7,6%	5	1,8%
Total	275	100,0%	276	100,0%	277	100,0%	274	100,0%



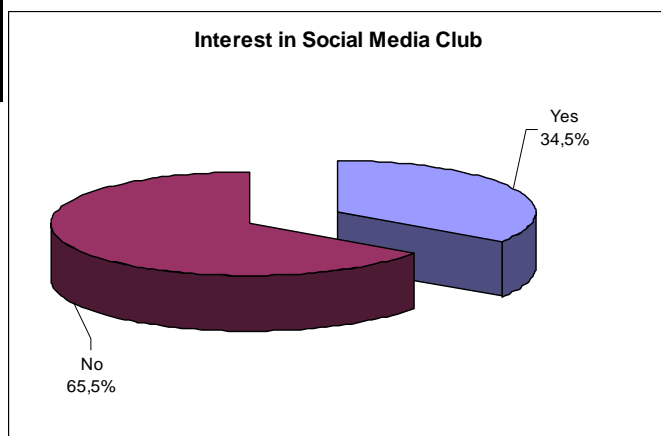
Q12b – Personal Computer

Description	Internet		Email		Image processing		Music Listening		Text processing	
	Value	Perc	Value	Perc	Value	Perc	Value	Perc	Value	Perc
Yes	263	94,9%	260	94,5%	216	78,0%	222	81,0%	241	87,3%
No	8	2,9%	9	3,3%	43	15,5%	44	16,1%	24	8,7%
With help	6	2,2%	6	2,2%	18	6,5%	8	2,9%	11	4,0%
Total	277	100,0%	275	100,0%	277	100,0%	274	100,0%	276	100,0%



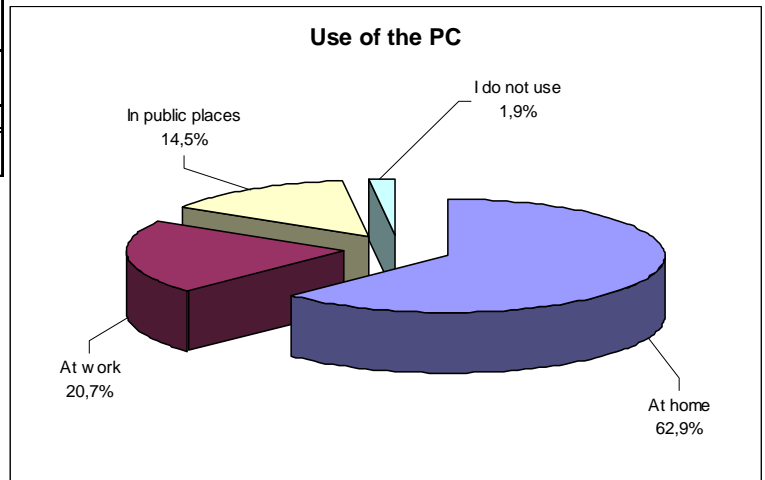
Q12c - Would you be interested in participating in social media club? (only Finland)

Description	Value	Perc
Yes	77	34,5%
No	146	65,5%
Total	223	100,0%



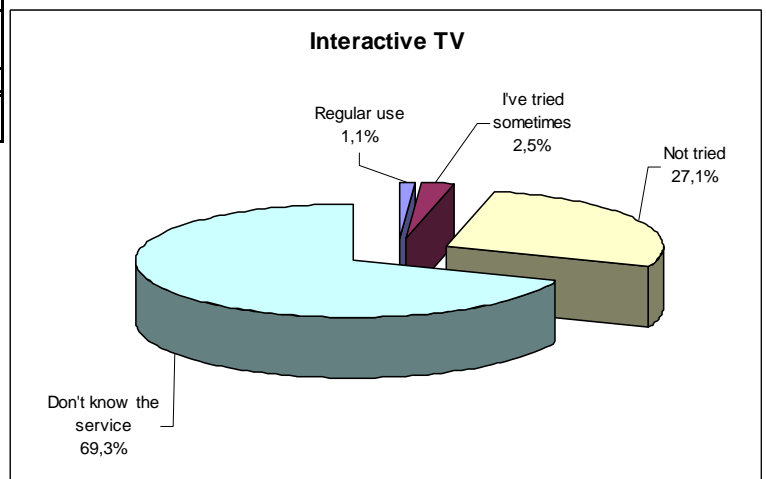
Q12d - Where do you use the PC?

Description	Value	Perc
At home	264	62,9%
At work	87	20,7%
In public places	61	14,5%
I do not use	8	1,9%
Multiple answers	420	100,0%



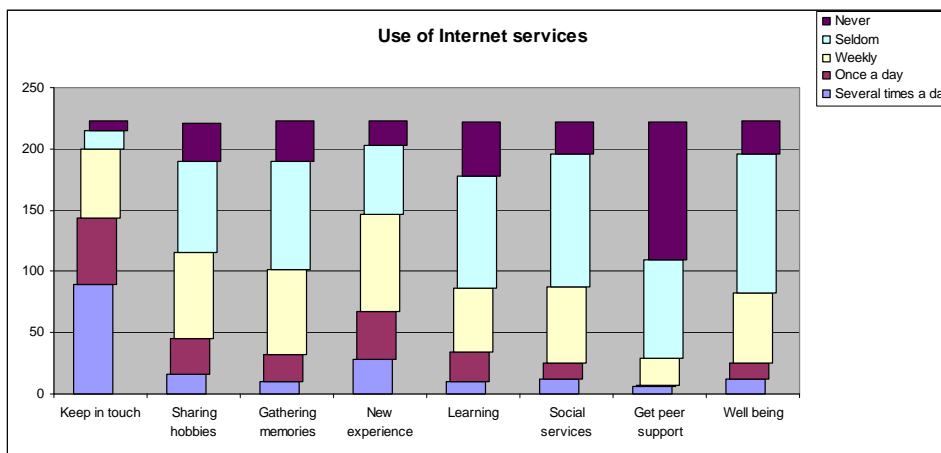
Q12e - Do you know/use Interactive TV?

Description	Value	Perc
Regular use	3	1,1%
I've tried sometimes	7	2,5%
Not tried	76	27,1%
Don't know the service	194	69,3%
Total	280	100,0%



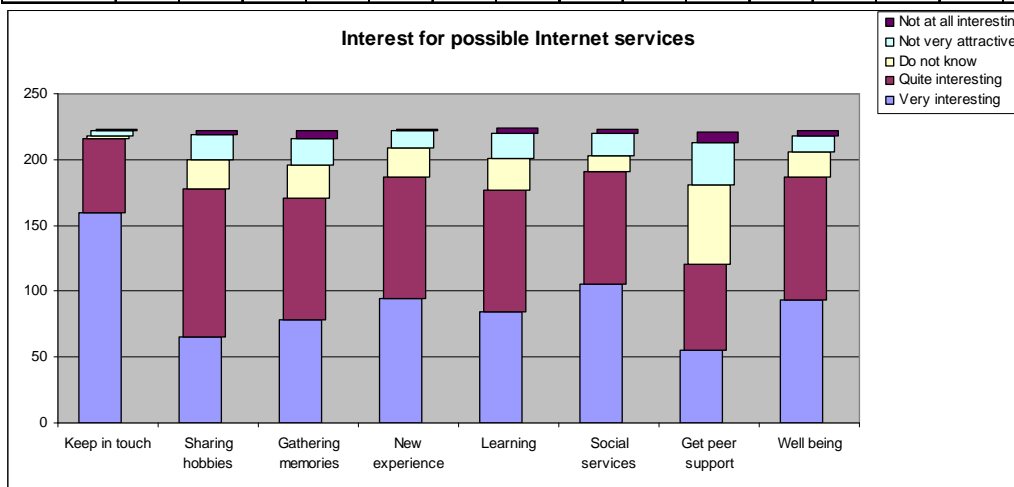
Q13 - What you are using Internet services for?

Description	Keep in touch		Sharing hobbies		Gathering memor		New experience		Learning		Social services		Get peer support		Well being	
	Value	Perc	Value	Perc	Value	Perc	Value	Perc	Value	Perc	Value	Perc	Value	Perc	Value	Perc
Several times a day	89	39,9%	16	7,2%	10	4,5%	28	12,6%	10	4,5%	12	5,4%	6	2,7%	12	5,4%
Once a day	55	24,7%	29	13,1%	22	9,9%	39	17,5%	24	10,8%	13	5,9%	1	0,5%	13	5,8%
Weekly	56	25,1%	70	31,7%	69	30,9%	80	35,9%	52	23,4%	62	27,9%	22	9,9%	57	25,6%
Seldom	15	6,7%	75	33,9%	89	39,9%	56	25,1%	92	41,4%	109	49,1%	80	36,0%	114	51,1%
Never	8	3,6%	31	14,0%	33	14,8%	20	9,0%	44	19,8%	26	11,7%	113	50,9%	27	12,1%
Total	223	100,0%	221	100,0%	223	100,0%	223	100,0%	222	100,0%	222	100,0%	222	100,0%	223	100,0%



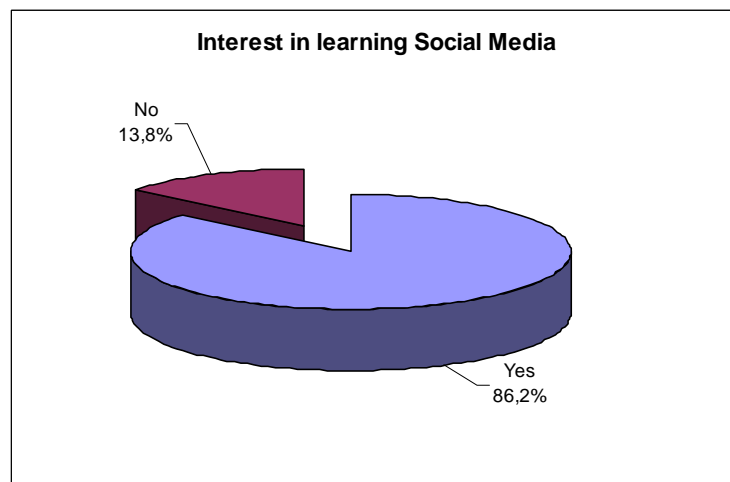
Q14a - How interesting do you see the opportunities for Internet use?

Description	Keep in touch		Sharing hobbies		Gathering memor		New experience		Learning		Social services		Get peer support		Well being	
	Value	Perc	Value	Perc	Value	Perc	Value	Perc	Value	Perc	Value	Perc	Value	Perc	Value	Perc
Very interesting	160	71,7%	65	29,3%	78	35,1%	94	42,2%	84	37,5%	105	47,1%	55	24,9%	93	41,9%
Quite interesting	56	25,1%	113	50,9%	93	41,9%	93	41,7%	93	41,5%	86	38,6%	65	29,4%	94	42,3%
Do not know	2	0,9%	22	9,9%	25	11,3%	22	9,9%	24	10,7%	12	5,4%	61	27,6%	19	8,6%
Not very attractive	4	1,8%	19	8,6%	20	9,0%	13	5,8%	19	8,5%	17	7,6%	32	14,5%	12	5,4%
Not at all interesting	1	0,4%	3	1,4%	6	2,7%	1	0,4%	4	1,8%	3	1,3%	8	3,6%	4	1,8%
	223	100,0%	222	100,0%	222	100,0%	223	100,0%	224	100,0%	223	100,0%	221	100,0%	222	100,0%



Q14b - Would you be interested to learn social media? (only Finland)

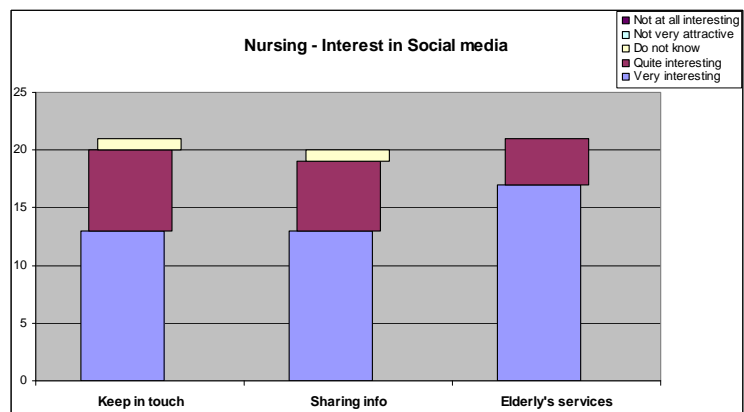
Description	Value	Perc
Yes	188	86,2%
No	30	13,8%
Total	218	100,0%



How interesting do you see the opportunities for Social media use in the following situations?

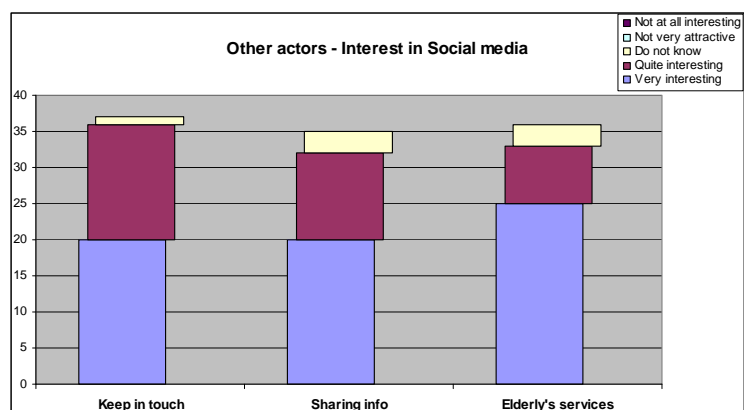
Q15 - For Nursing Personal

Description	Keep in touch		Sharing info		Elderly's services	
	Value	Perc	Value	Perc	Value	Perc
Very interesting	13	61,9%	13	65,0%	17	81,0%
Quite interesting	7	33,3%	6	30,0%	4	19,0%
Do not know	1	4,8%	1	5,0%	0	0,0%
Not very attractive	0	0,0%	0	0,0%	0	0,0%
Not at all interesting	0	0,0%	0	0,0%	0	0,0%
Total	21	100,0%	20	100,0%	21	100,0%



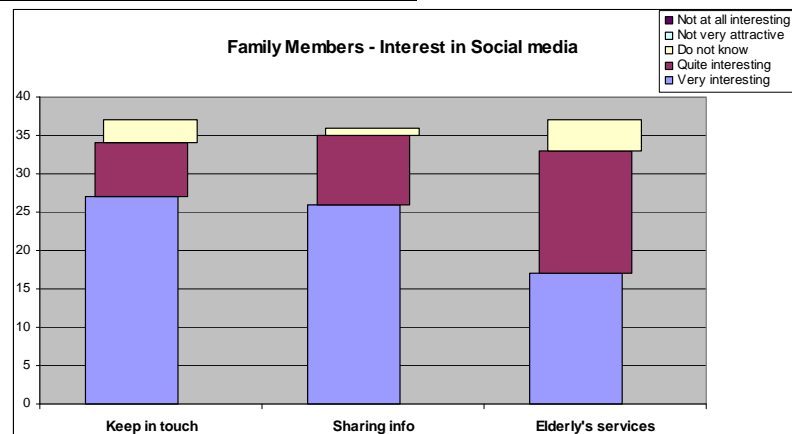
Q16 - For Other actors in elderly services

Description	Keep in touch		Sharing info		Elderly's services	
	Value	Perc	Value	Perc	Value	Perc
Very interesting	20	54,1%	20	57,1%	25	69,4%
Quite interesting	16	43,2%	12	34,3%	8	22,2%
Do not know	1	2,7%	3	8,6%	3	8,3%
Not very attractive	0	0,0%	0	0,0%	0	0,0%
Not at all interesting	0	0,0%	0	0,0%	0	0,0%
Total	37	100,0%	35	100,0%	36	100,0%



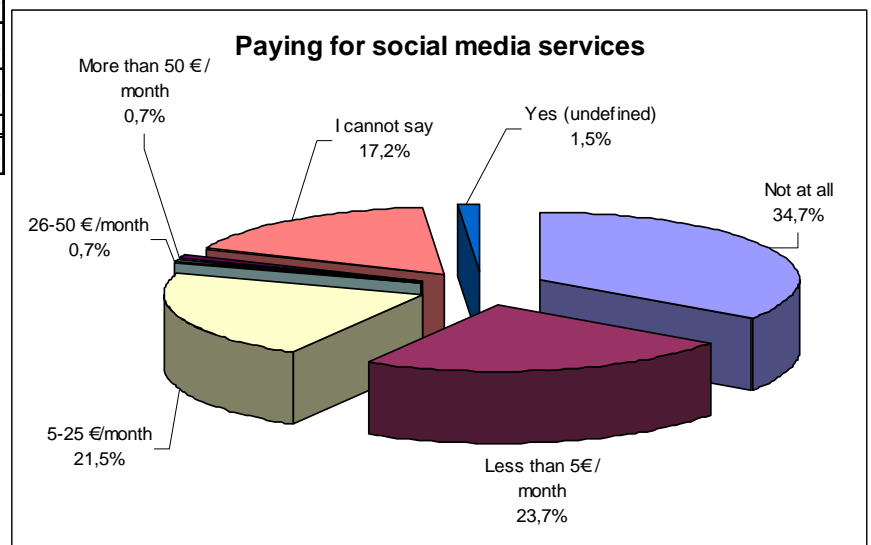
Q17 - For Relatives and other Family members

Description	Keep in touch		Sharing info		Elderly's services	
	Value	Perc	Value	Perc	Value	Perc
Very interesting	27	73,0%	26	72,2%	17	45,9%
Quite interesting	7	18,9%	9	25,0%	16	43,2%
Do not know	3	8,1%	1	2,8%	4	10,8%
Not very attractive	0	0,0%	0	0,0%	0	0,0%
Not at all interesting	0	0,0%	0	0,0%	0	0,0%
Total	37	100,0%	36	100,0%	37	100,0%



Q18 - Would you be willing to pay the social media services, if useful?

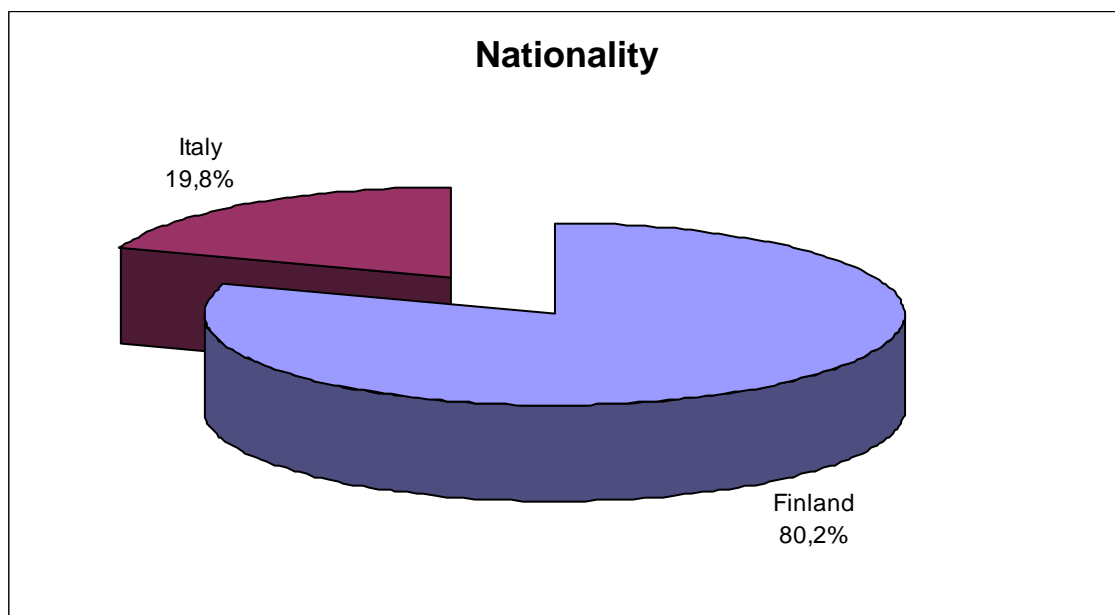
Description	Value	Perc
Not at all	95	34,7%
Less than 5€/ month	65	23,7%
5-25 €/month	59	21,5%
26-50 €/month	2	0,7%
More than 50 €/ month	2	0,7%
I cannot say	47	17,2%
Yes (undefined)	4	1,5%
Total	274	100,0%



Part 2 – Finland/Italy Comparison

Q0 – Nationality

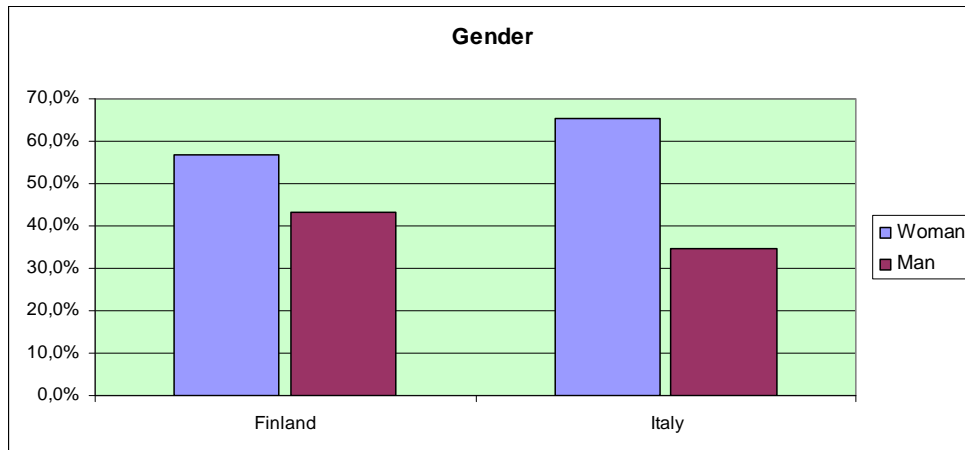
<i>Description</i>	<i>Value</i>	<i>Perc</i>
Finland	223	80,2%
Italy	55	19,8%
Total	278	100,0%



Q1 - Gender

Description	Finland	Italy	Total
Woman	126	36	162
Man	96	19	115
Total	222	55	277

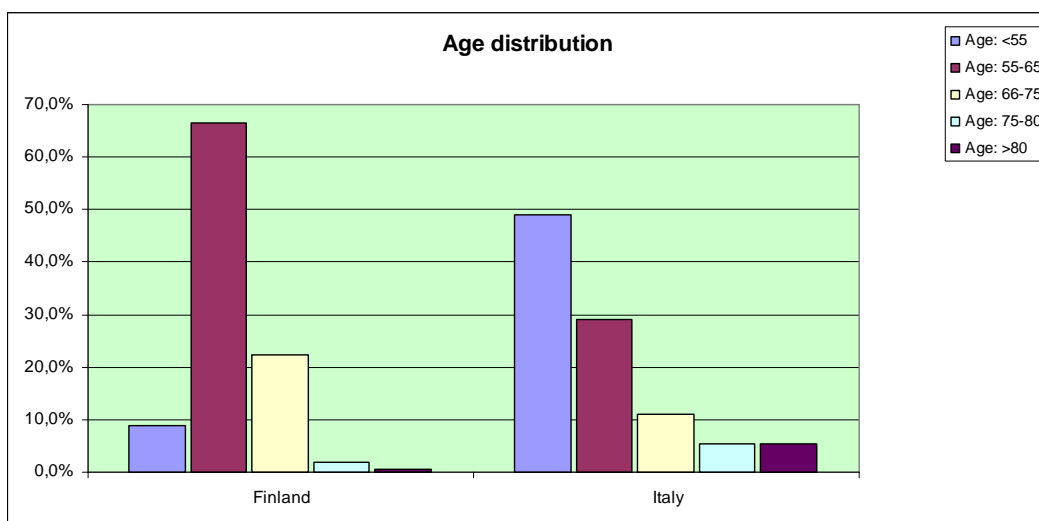
Description	Finland	Italy	Total
Woman	56,8%	65,5%	58,5%
Man	43,2%	34,5%	41,5%
Total	80,1%	19,9%	100,0%



Q2 – Age distribution

Description	Finland	Italy	Total
Age: <55	20	27	47
Age: 55-65	148	16	164
Age: 66-75	50	6	56
Age: 75-80	4	3	7
Age: >80	1	3	4
Total	223	55	278

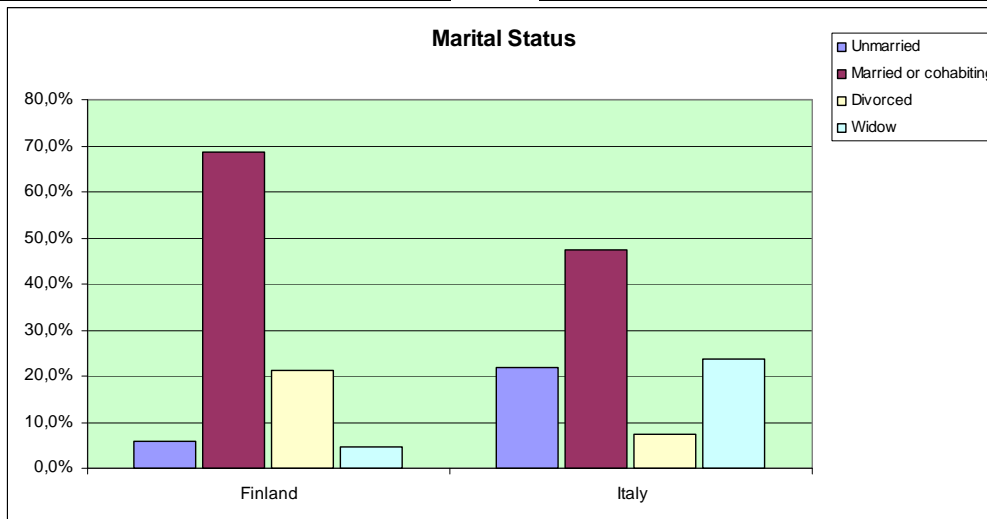
Description	Finland	Italy	Total
Age: <55	9,0%	49,1%	16,9%
Age: 55-65	66,4%	29,1%	59,0%
Age: 66-75	22,4%	10,9%	20,1%
Age: 75-80	1,8%	5,5%	2,5%
Age: >80	0,4%	5,5%	1,4%
Total	80,2%	19,8%	100,0%



Q3 - Marital Status

Description	Finland	Italy	Total
Unmarried	13	12	25
Married or cohabiting	152	26	178
Divorced	47	4	51
Widow	10	13	23
Total	222	55	277

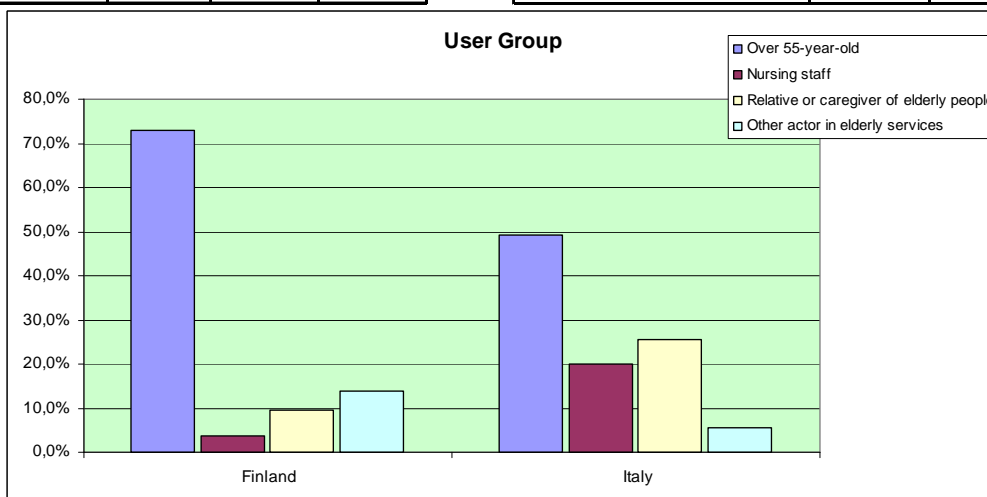
Description	Finland	Italy	Total
Unmarried	5,9%	21,8%	9,0%
Married or cohabiting	68,5%	47,3%	64,3%
Divorced	21,2%	7,3%	18,4%
Widow	4,5%	23,6%	8,3%
Total	80,1%	19,9%	100,0%



Q4 – What user group do you represent?

Description	Finland	Italy	Total
Over 55-year-old	197	27	224
Nursing staff	10	11	21
Relative or caregiver of elderly people	26	14	40
Other actor in elderly services	37	3	40
Total	270	55	325

Description	Finland	Italy	Total
Over 55-year-old	73,0%	49,1%	68,9%
Nursing staff	3,7%	20,0%	6,5%
Relative or caregiver of elderly people	9,6%	25,5%	12,3%
Other actor in elderly services	13,7%	5,5%	12,3%
Total	83,1%	16,9%	100,0%

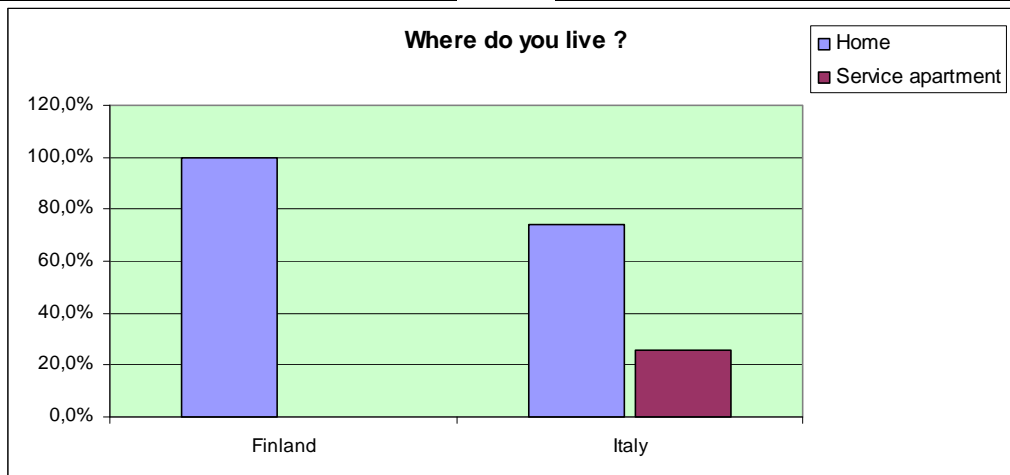


Q5 - Residence

Q5a - Where do you live ?

Description	Finland	Italy	Total
Home	192	20	212
Service apartment		7	7
Total	192	27	219

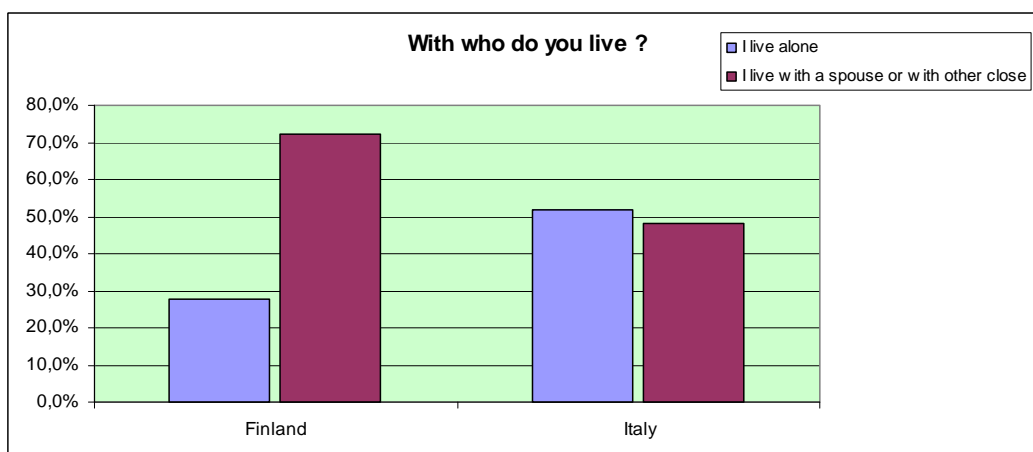
Description	Finland	Italy	Total
Home	100,0%	74,1%	96,8%
Service apartment	0,0%	25,9%	3,2%
Total	87,7%	12,3%	100,0%



Q5a - With who do you live ?

Description	Finland	Italy	Total
I live alone	54	14	68
I live with a spouse or with other close	141	13	154
Total	195	27	222

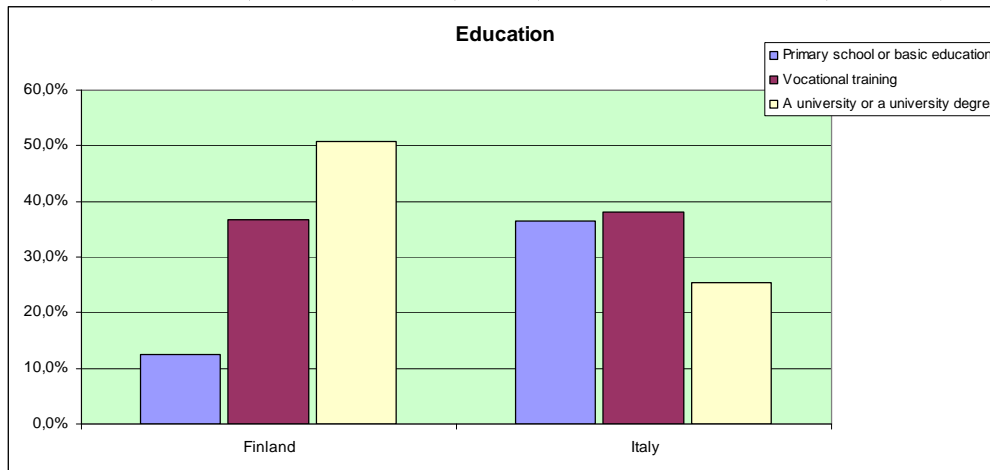
Description	Finland	Italy	Total
I live alone	27,7%	51,9%	30,6%
I live with a spouse or with other close	72,3%	48,1%	69,4%
Total	87,8%	12,2%	100,0%



Q6 – Education degree

Description	Finland	Italy	Total
Primary school or basic education	27	20	47
Vocational training	79	21	100
A university or a university degree	109	14	123
Total	215	55	270

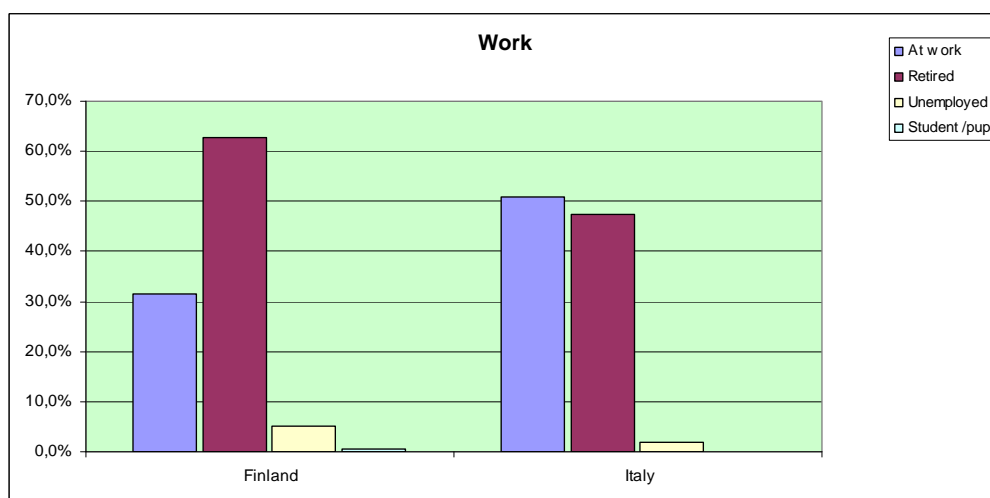
Description	Finland	Italy	Total
Primary school or basic education	12,6%	36,4%	17,4%
Vocational training	36,7%	38,2%	37,0%
A university or a university degree	50,7%	25,5%	45,6%
Total	79,6%	20,4%	100,0%



Q7 – Working Status

Description	Finland	Italy	Total
At work	67	28	95
Retired	133	26	159
Unemployed	11	1	12
Student /pupil	1		1
Total	212	55	267

Description	Finland	Italy
At work	31,6%	50,9%
Retired	62,7%	47,3%
Unemployed	5,2%	1,8%
Student /pupil	0,5%	0,0%
Total	79,4%	20,6%

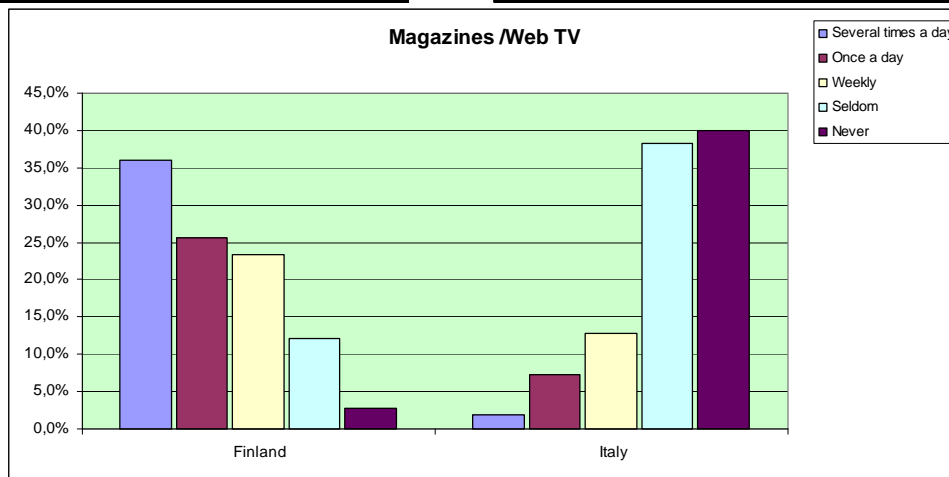


Q8 – Internet Services

Q8a - Do you read online magazines or television web site?

Description	Finland	Italy	Total
Several times a day	80	1	81
Once a day	57	4	61
Weekly	52	7	59
Seldom	27	21	48
Never	6	22	28
Total	222	55	277

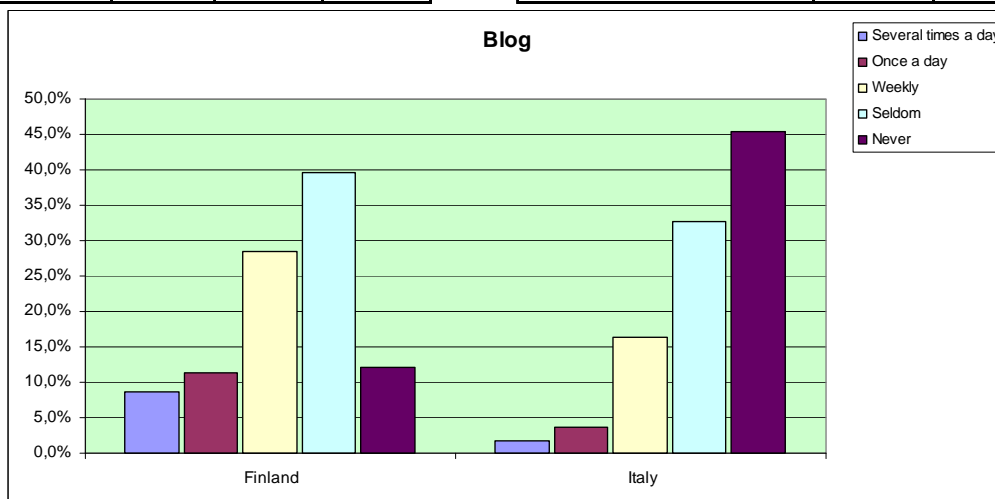
Description	Finland	Italy	Total
Several times a day	36,0%	1,8%	29,2%
Once a day	25,7%	7,3%	22,0%
Weekly	23,4%	12,7%	21,3%
Seldom	12,2%	38,2%	17,3%
Never	2,7%	40,0%	10,1%
Total	80,1%	19,9%	100,0%



Q8b - Do you read blogs?

Description	Finland	Italy	Total
Several times a day	19	1	20
Once a day	25	2	27
Weekly	63	9	72
Seldom	88	18	106
Never	27	25	52
Total	222	55	277

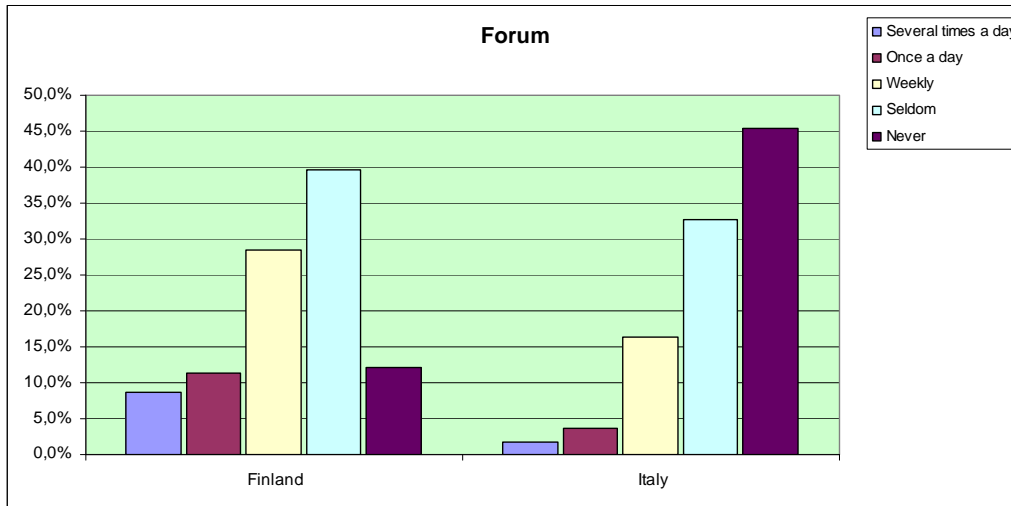
Description	Finland	Italy	Total
Several times a day	8,6%	1,8%	7,2%
Once a day	11,3%	3,6%	9,7%
Weekly	28,4%	16,4%	26,0%
Seldom	39,6%	32,7%	38,3%
Never	12,2%	45,5%	18,8%
Total	80,1%	19,9%	100,0%



Q8c - Do you follow forums?

Description	Finland	Italy	Total
Several times a day	19	1	20
Once a day	25	2	27
Weekly	63	9	72
Seldom	88	18	106
Never	27	25	52
Total	222	55	277

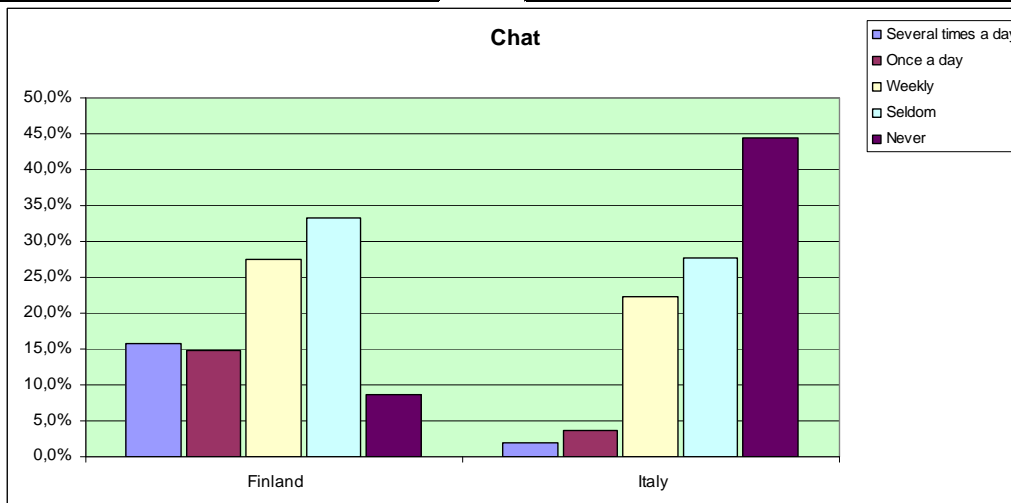
Description	Finland	Italy	Total
Several times a day	8,6%	1,8%	7,2%
Once a day	11,3%	3,6%	9,7%
Weekly	28,4%	16,4%	26,0%
Seldom	39,6%	32,7%	38,3%
Never	12,2%	45,5%	18,8%
Total	80,1%	19,9%	100,0%



Q8d - Do you use chats?

Description	Finland	Italy	Total
Several times a day	35	1	36
Once a day	33	2	35
Weekly	61	12	73
Seldom	74	15	89
Never	19	24	43
Total	222	54	276

Description	Finland	Italy	Total
Several times a day	15,8%	1,9%	13,0%
Once a day	14,9%	3,7%	12,7%
Weekly	27,5%	22,2%	26,4%
Seldom	33,3%	27,8%	32,2%
Never	8,6%	44,4%	15,6%
Total	80,4%	19,6%	100,0%

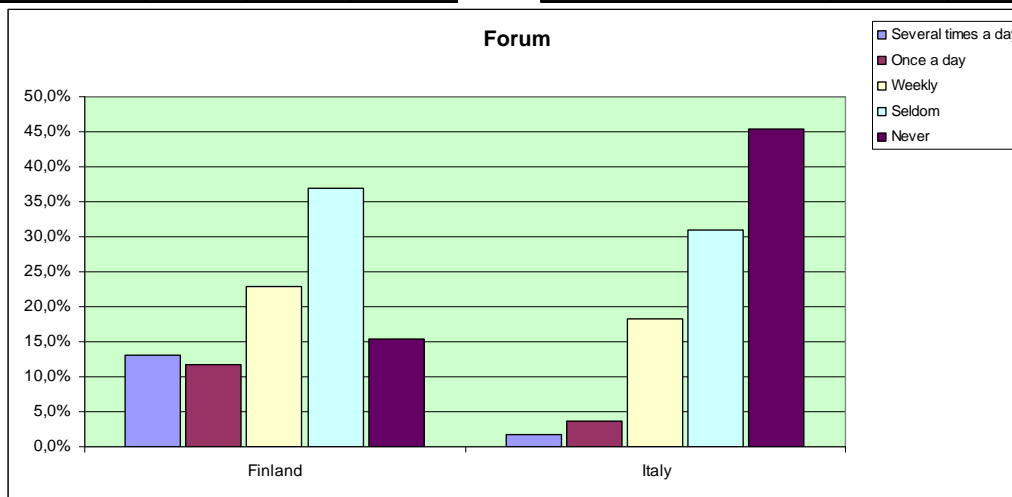


Q9 – Content production

Q9a - Do you comment contents or discussions on online forums?

Description	Finland	Italy	Total
Several times a day	29	1	30
Once a day	26	2	28
Weekly	51	10	61
Seldom	82	17	99
Never	34	25	59
Total	222	55	277

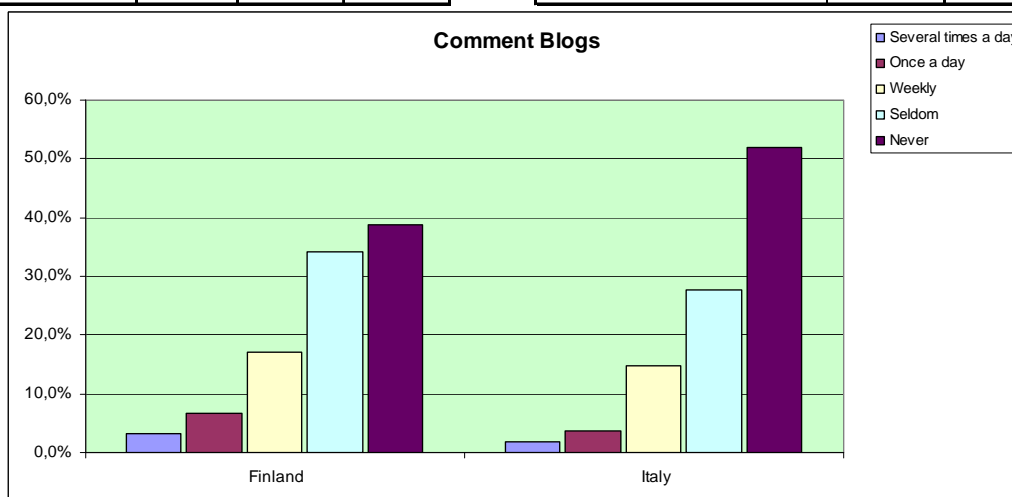
Description	Finland	Italy	Total
Several times a day	13,1%	1,8%	10,8%
Once a day	11,7%	3,6%	10,1%
Weekly	23,0%	18,2%	22,0%
Seldom	36,9%	30,9%	35,7%
Never	15,3%	45,5%	21,3%
Total	80,1%	19,9%	100,0%



Q9b - Do you write blogs or comment other user's blogs?

Description	Finland	Italy	Total
Several times a day	7	1	8
Once a day	15	2	17
Weekly	38	8	46
Seldom	76	15	91
Never	86	28	114
Total	222	54	276

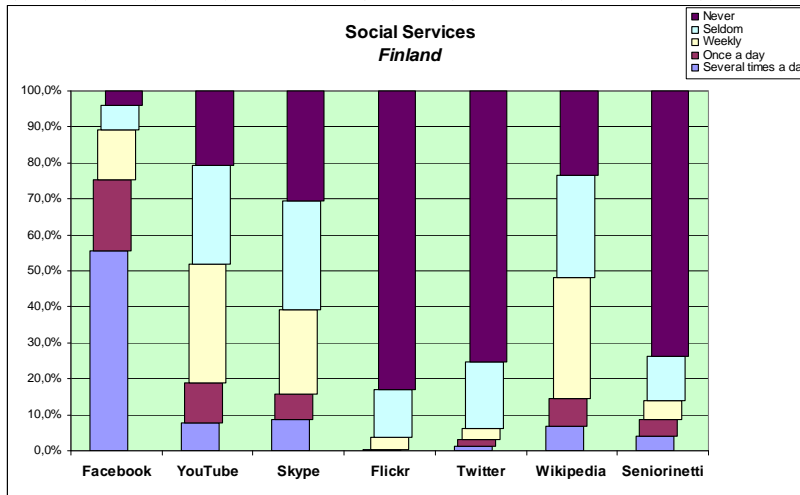
Description	Finland	Italy	Total
Several times a day	3,2%	1,9%	2,9%
Once a day	6,8%	3,7%	6,2%
Weekly	17,1%	14,8%	16,7%
Seldom	34,2%	27,8%	33,0%
Never	38,7%	51,9%	41,3%
Total	80,4%	19,6%	100,0%



Q10 – Use of Social Services Finland

Description	Facebook	YouTube	Skype	Flickr	Twitter	Wikipedia	Seniori netti
Several times a day	123	17	19	1	3	15	9
Once a day	44	25	16	0	4	17	10
Weekly	31	73	52	7	7	75	12
Seldom	15	61	67	30	41	63	27
Never	9	46	68	184	167	52	164
	222	222	222	222	222	222	222

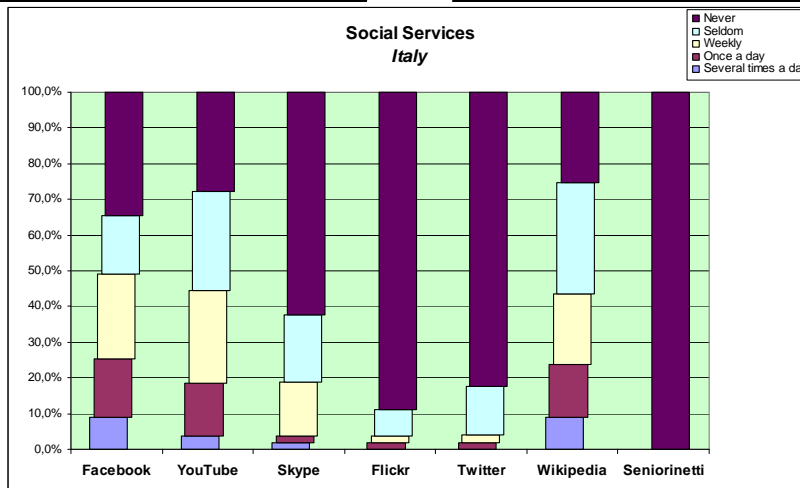
Description	Facebook	YouTube	Skype	Flickr	Twitter	Wikipedia	Seniori netti
Several times a day	55,4%	7,7%	8,6%	0,5%	1,4%	6,8%	4,1%
Once a day	19,8%	11,3%	7,2%	0,0%	1,8%	7,7%	4,5%
Weekly	14,0%	32,9%	23,4%	3,2%	3,2%	33,8%	5,4%
Seldom	6,8%	27,5%	30,2%	13,5%	18,5%	28,4%	12,2%
Never	4,1%	20,7%	30,6%	82,9%	75,2%	23,4%	73,9%
	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%



Italy

Description	Facebook	YouTube	Skype	Flickr	Twitter	Wikipedia	Seniori netti
Several times a day	5	2	1	0	0	5	0
Once a day	9	8	1	1	1	8	0
Weekly	13	14	8	1	1	11	0
Seldom	9	15	10	4	7	17	0
Never	19	15	33	48	42	14	54
	55	54	53	54	51	55	54

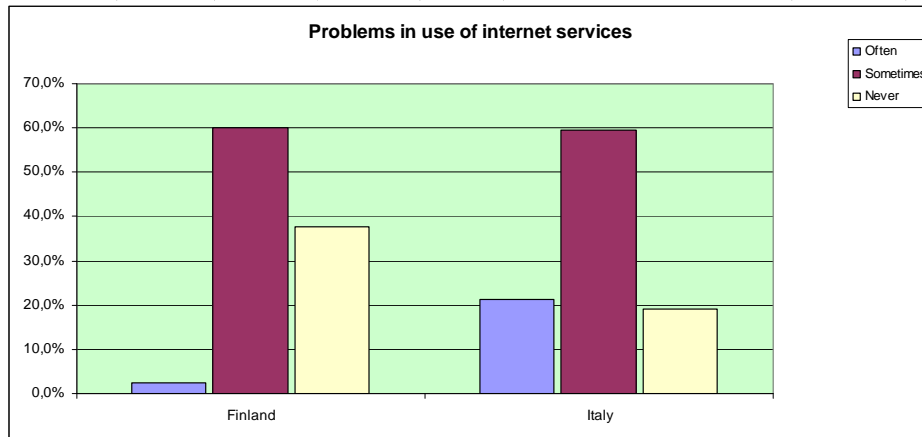
Description	Facebook	YouTube	Skype	Flickr	Twitter	Wikipedia	Seniori netti
Several times a day	9,1%	3,7%	1,9%	0,0%	0,0%	9,1%	0,0%
Once a day	16,4%	14,8%	1,9%	1,9%	2,0%	14,5%	0,0%
Weekly	23,6%	25,9%	15,1%	1,9%	2,0%	20,0%	0,0%
Seldom	16,4%	27,8%	18,9%	7,4%	13,7%	30,9%	0,0%
Never	34,5%	27,8%	62,3%	88,9%	82,4%	25,5%	100,0%
	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%



Q11 - Do you have had problems with the use of Internet services?

Description	Finland	Italy	Total
Often	5	10	15
Sometimes	131	28	159
Never	82	9	91
Total	218	47	265

Description	Finland	Italy	Total
Often	2,3%	21,3%	5,7%
Sometimes	60,1%	59,6%	60,0%
Never	37,6%	19,1%	34,3%
Total	82,3%	17,7%	100,0%



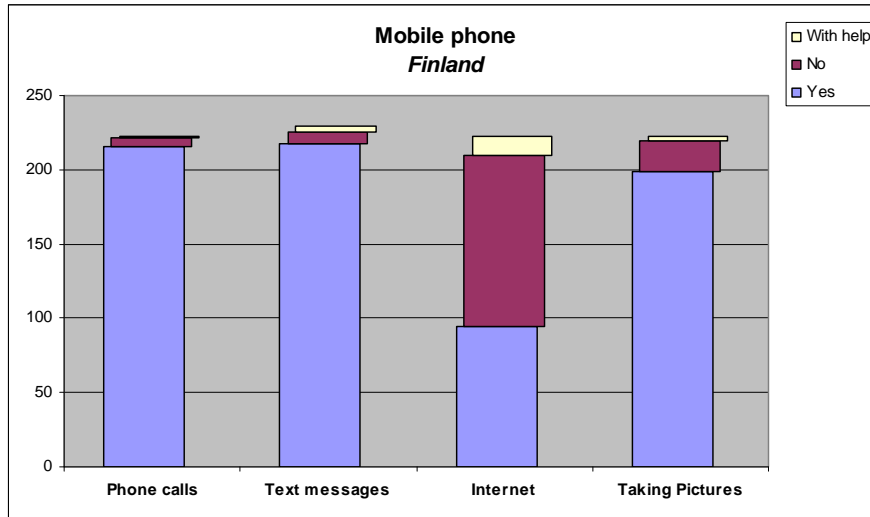
Q12 - Have you used the below-mentioned devices?

Q12a - Mobile phone

Finland

Description	Phone calls	Text messages	Internet	Taking Pictures
Yes	216	218	94	199
No	5	7	116	20
With help	1	4	12	3
	222	229	222	222

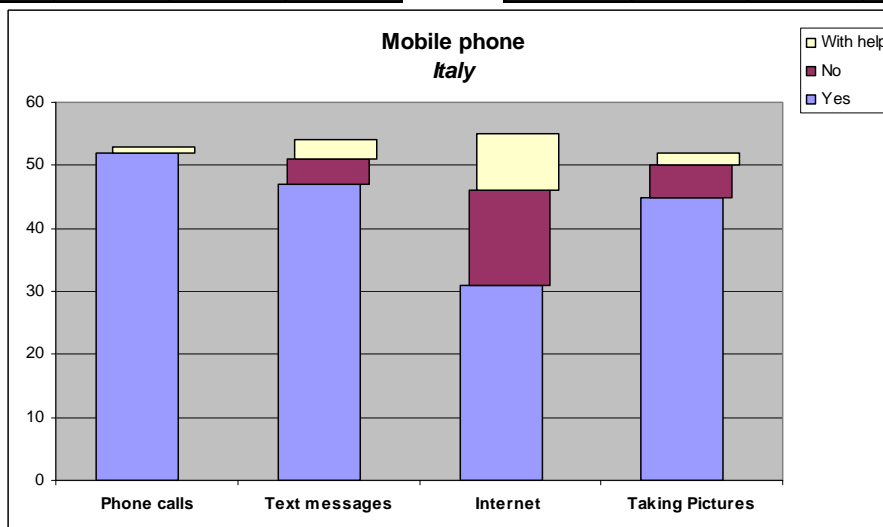
Description	Phone calls	Text messages	Internet	Taking Pictures
Yes	97,3%	95,2%	42,3%	89,6%
No	2,3%	3,1%	52,3%	9,0%
With help	0,5%	1,7%	5,4%	1,4%
	100,0%	100,0%	100,0%	100,0%



Italy

Description	Phone calls	Text messages	Internet	Taking Pictures
Yes	52	47	31	45
No	0	4	15	5
With help	1	3	9	2
	53	54	55	52

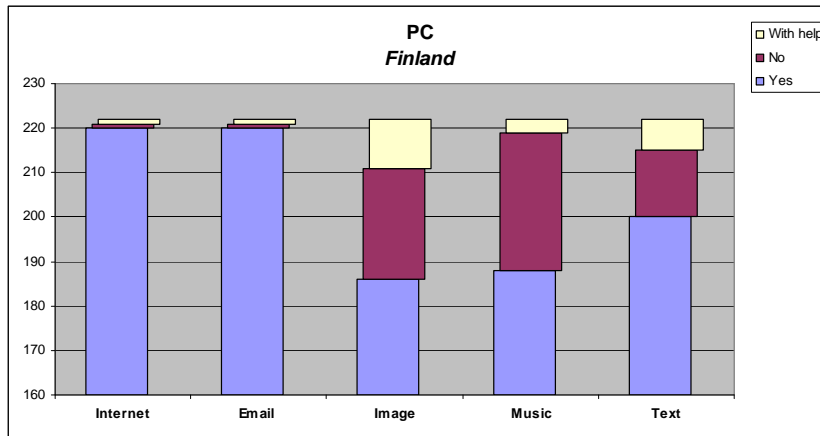
Description	Phone calls	Text messages	Internet	Taking Pictures
Yes	98,1%	87,0%	56,4%	86,5%
No	0,0%	7,4%	27,3%	9,6%
With help	1,9%	5,6%	16,4%	3,8%
	100,0%	100,0%	100,0%	100,0%



Q12b – Personal Computer
Finland

Description	Internet	Email	Image	Music	Text
Yes	220	220	186	188	200
No	1	1	25	31	15
With help	1	1	11	3	7
	222	222	222	222	222

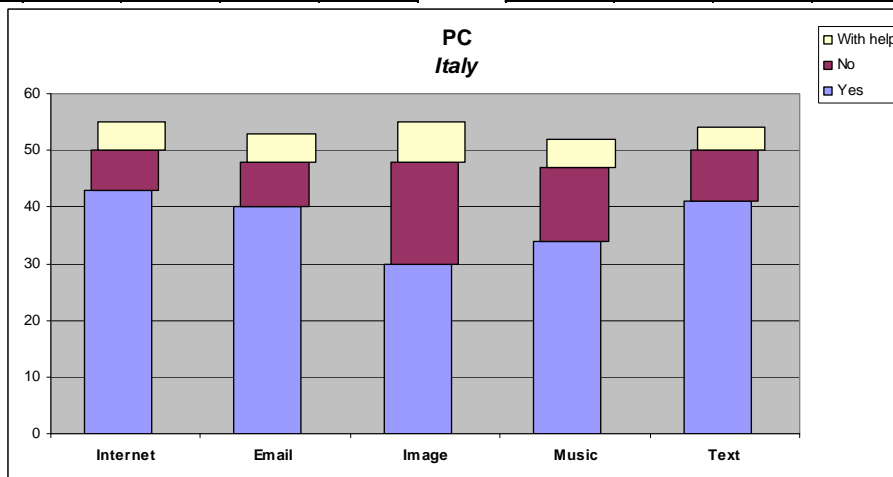
Description	Internet	Email	Image	Music	Text
Yes	99,1%	99,1%	83,8%	84,7%	90,1%
No	0,5%	0,5%	11,3%	14,0%	6,8%
With help	0,5%	0,5%	5,0%	1,4%	3,2%
	100,0%	100,0%	100,0%	100,0%	100,0%



Italy

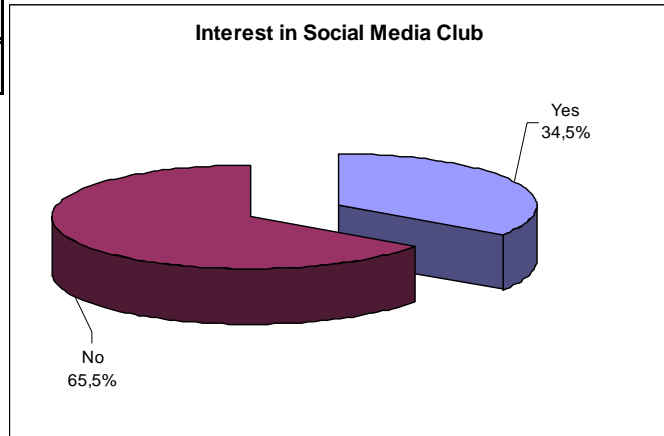
Description	Internet	Email	Image	Music	Text
Yes	43	40	30	34	41
No	7	8	18	13	9
With help	5	5	7	5	4
	55	53	55	52	54

Description	Internet	Email	Image	Music	Text
Yes	78,2%	75,5%	54,5%	65,4%	75,9%
No	12,7%	15,1%	32,7%	25,0%	16,7%
With help	9,1%	9,4%	12,7%	9,6%	7,4%
	100,0%	100,0%	100,0%	100,0%	100,0%



Q12c - Would you be interested in participating in social media club? (*only Finland*)

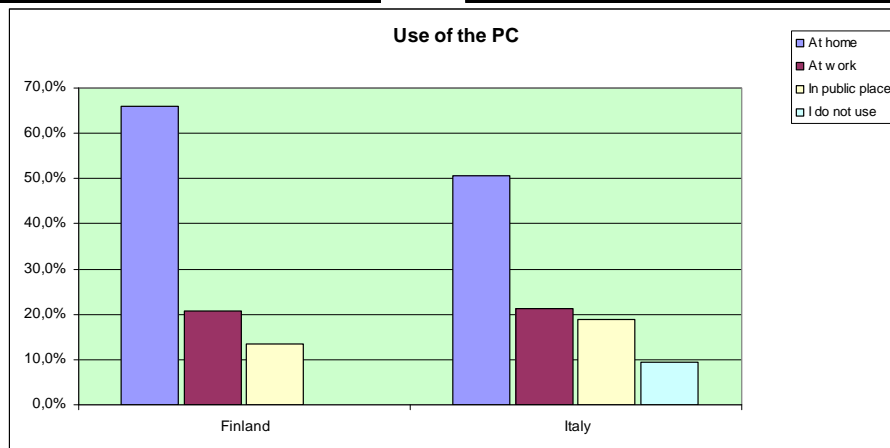
Description	Value	Perc
Yes	77	34,5%
No	146	65,5%
Total	223	100,0%



Q12d - Where do you use the PC?

Description	Finland	Italy	Total
At home	221	43	264
At work	69	18	87
In public places	45	16	61
I do not use	0	8	8
Total	335	85	420

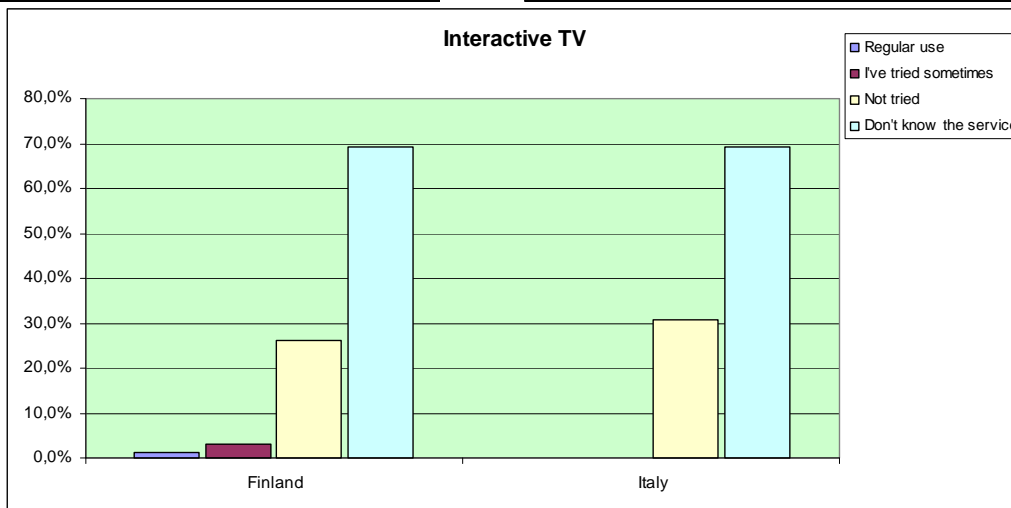
Description	Finland	Italy	Total
At home	66,0%	50,6%	62,9%
At work	20,6%	21,2%	20,7%
In public places	13,4%	18,8%	14,5%
I do not use	0,0%	9,4%	1,9%
Total	79,8%	20,2%	100,0%



Q12e - Do you know/use Interactive TV?

Description	Finland	Italy	Total
Regular use	3	0	3
I've tried sometimes	7	0	7
Not tried	59	17	76
Don't know the service	156	38	194
Total	225	55	280

Description	Finland	Italy	Total
Regular use	1,3%	0,0%	1,1%
I've tried sometimes	3,1%	0,0%	2,5%
Not tried	26,2%	30,9%	27,1%
Don't know the service	69,3%	69,1%	69,3%
Total	80,4%	19,6%	100,0%

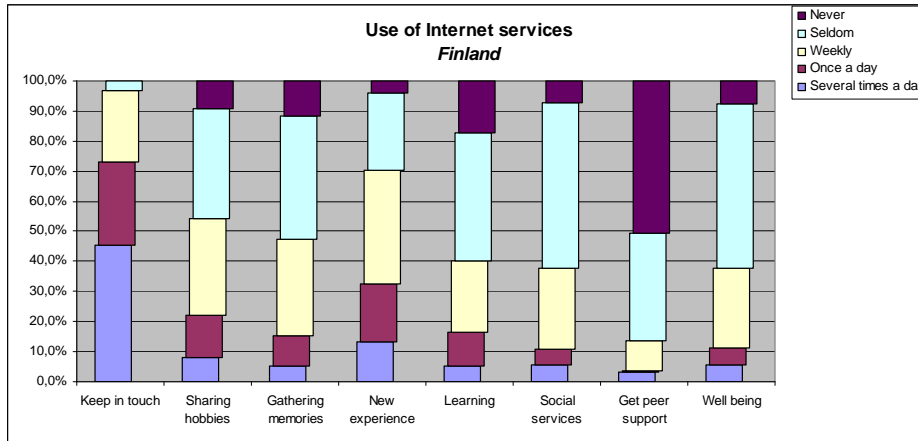


Q13 - What you are using Internet services for?

Finland

Description	Keep in touch	Sharing hobbies	Gathering memories	New experience	Learning	Social services	Get peer support	Well being
Several times a day	89	16	10	26	10	11	6	11
Once a day	54	27	20	38	22	10	1	11
Weekly	47	63	63	74	46	53	20	52
Seldom	6	71	80	50	83	107	70	107
Never	0	18	23	8	34	14	99	15
	196	195	196	196	195	195	196	196

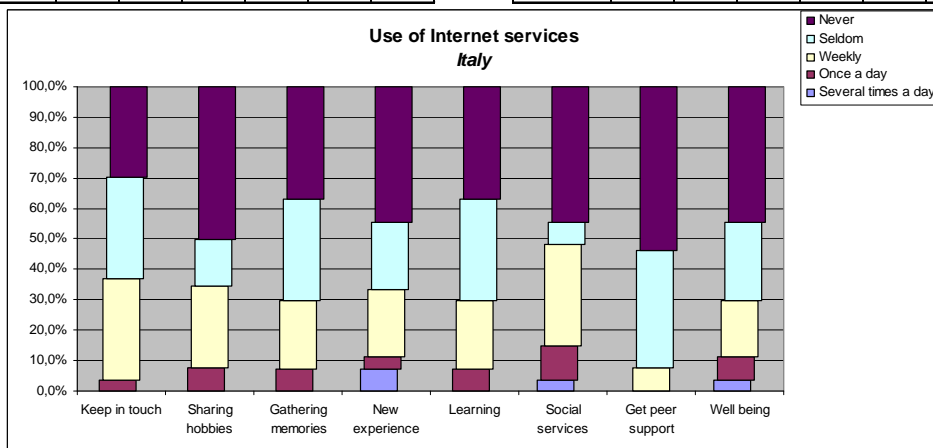
Description	Keep in touch	Sharing hobbies	Gathering memories	New experience	Learning	Social services	Get peer support	Well being
Several times a day	45,4%	8,2%	5,1%	13,3%	5,1%	5,6%	3,1%	5,6%
Once a day	27,6%	13,8%	10,2%	19,4%	11,3%	5,1%	0,5%	5,6%
Weekly	24,0%	32,3%	32,1%	37,8%	23,6%	27,2%	10,2%	26,5%
Seldom	3,1%	36,4%	40,8%	25,5%	42,6%	54,9%	35,7%	54,6%
Never	0,0%	9,2%	11,7%	4,1%	17,4%	7,2%	50,5%	7,7%
	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%



Italy

Description	Keep in touch	Sharing hobbies	Gathering memories	New experience	Learning	Social services	Get peer support	Well being
Several times a day	0	0	0	2	0	1	0	1
Once a day	1	2	2	1	2	3	0	2
Weekly	9	7	6	6	6	9	2	5
Seldom	9	4	9	6	9	2	10	7
Never	8	13	10	12	10	12	14	12
	27	26	27	27	27	27	26	27

Description	Keep in touch	Sharing hobbies	Gathering memories	New experience	Learning	Social services	Get peer support	Well being
Several times a day	0,0%	0,0%	0,0%	7,4%	0,0%	3,7%	0,0%	3,7%
Once a day	3,7%	7,7%	7,4%	3,7%	7,4%	11,1%	0,0%	7,4%
Weekly	33,3%	26,9%	22,2%	22,2%	22,2%	33,3%	7,7%	18,5%
Seldom	33,3%	15,4%	33,3%	22,2%	33,3%	7,4%	38,5%	25,9%
Never	29,6%	50,0%	37,0%	44,4%	37,0%	44,4%	53,8%	44,4%
	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

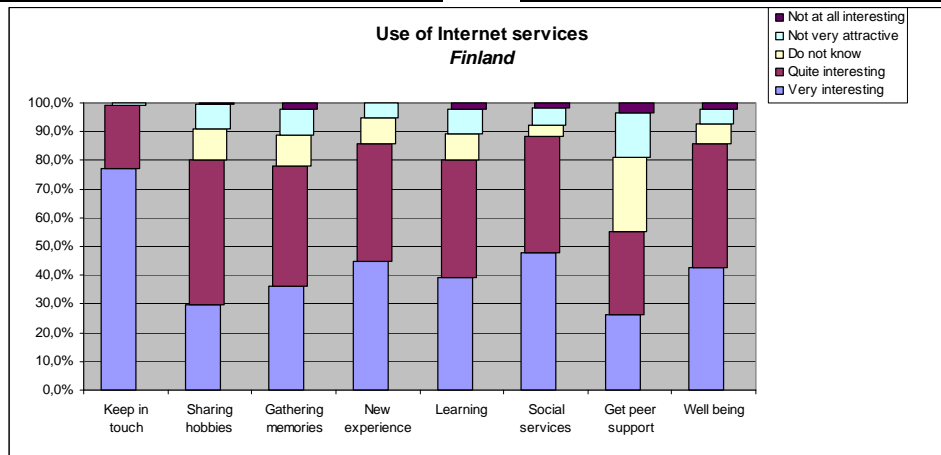


Q14a - How interesting do you see the opportunities for Internet use?

Finland

Description	Keep in touch	Sharing hobbies	Gathering memories	New experience	Learning	Social services	Get peer support	Well being
Very interesting	152	59	71	88	77	94	51	83
Quite interesting	43	99	83	81	81	80	57	84
Do not know	0	21	21	18	18	8	50	14
Not very attractive	2	17	18	10	17	12	30	10
Not at all interesting	0	1	4	0	4	3	7	4
	197	197	197	197	197	197	195	195

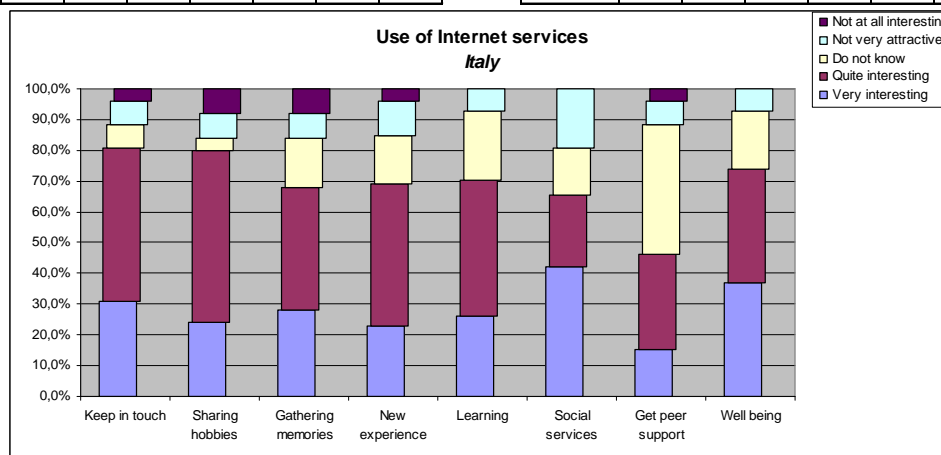
Description	Keep in touch	Sharing hobbies	Gathering memories	New experience	Learning	Social services	Get peer support	Well being
Very interesting	77,2%	29,9%	36,0%	44,7%	39,1%	47,7%	26,2%	42,6%
Quite interesting	21,8%	50,3%	42,1%	41,1%	41,1%	40,6%	29,2%	43,1%
Do not know	0,0%	10,7%	10,7%	9,1%	9,1%	4,1%	25,6%	7,2%
Not very attractive	1,0%	8,6%	9,1%	5,1%	8,6%	6,1%	15,4%	5,1%
Not at all interesting	0,0%	0,5%	2,0%	0,0%	2,0%	1,5%	3,6%	2,1%
	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%



Italy

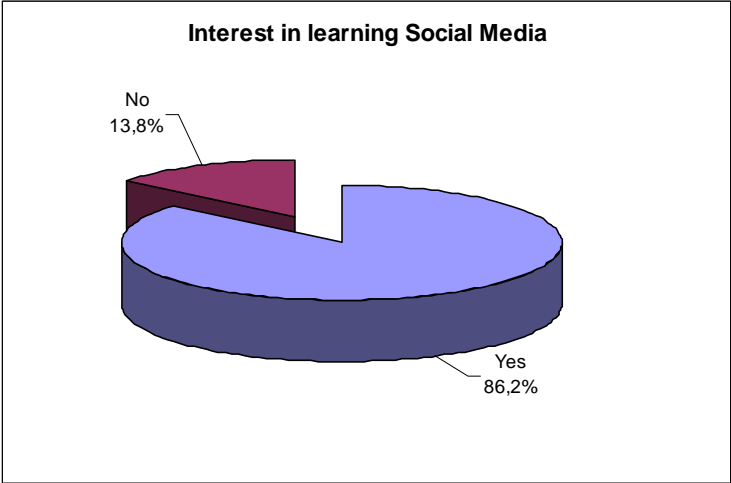
Description	Keep in touch	Sharing hobbies	Gathering memories	New experience	Learning	Social services	Get peer support	Well being
Very interesting	8	6	7	6	7	11	4	10
Quite interesting	13	14	10	12	12	6	8	10
Do not know	2	1	4	4	6	4	11	5
Not very attractive	2	2	2	3	2	5	2	2
Not at all interesting	1	2	2	1	0	0	1	0
	26	25	25	26	27	26	26	27

Description	Keep in touch	Sharing hobbies	Gathering memories	New experience	Learning	Social services	Get peer support	Well being
Very interesting	30,8%	24,0%	28,0%	23,1%	25,9%	42,3%	15,4%	37,0%
Quite interesting	50,0%	56,0%	40,0%	46,2%	44,4%	23,1%	30,8%	37,0%
Do not know	7,7%	4,0%	16,0%	15,4%	22,2%	15,4%	42,3%	18,5%
Not very attractive	7,7%	8,0%	8,0%	11,5%	7,4%	19,2%	7,7%	7,4%
Not at all interesting	3,8%	8,0%	8,0%	3,8%	0,0%	0,0%	3,8%	0,0%
	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%



Q14b - Would you be interested to learn social media? (only Finland)

Description	Value	Perc
Yes	188	86,2%
No	30	13,8%
Total	218	100,0%



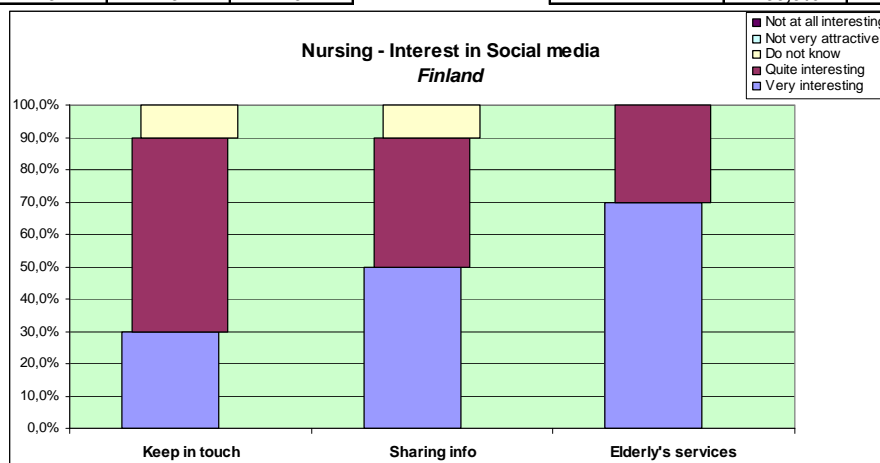
How interesting do you see the opportunities for Social media use in the following situations?

Q15 - For Nursing Personal

Finland

Description	Keep in touch	Sharing info	Elderly's services
Very interesting	3	5	7
Quite interesting	6	4	3
Do not know	1	1	0
Not very attractive	0	0	0
Not at all interesting	0	0	0
	10	10	10

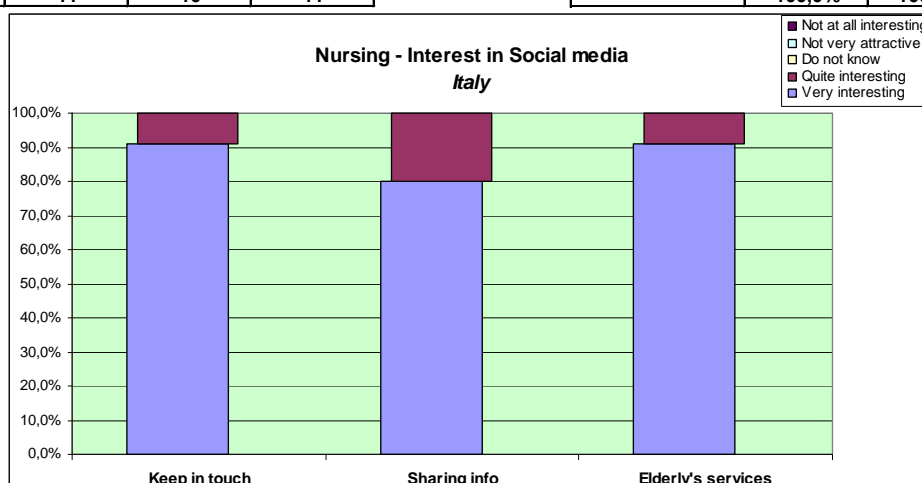
Description	Keep in touch	Sharing info	Elderly's services
Very interesting	30,0%	50,0%	70,0%
Quite interesting	60,0%	40,0%	30,0%
Do not know	10,0%	10,0%	0,0%
Not very attractive	0,0%	0,0%	0,0%
Not at all interesting	0,0%	0,0%	0,0%
	100,0%	100,0%	100,0%



Italy

Description	Keep in touch	Sharing info	Elderly's services
Very interesting	10	8	10
Quite interesting	1	2	1
Do not know	0	0	0
Not very attractive	0	0	0
Not at all interesting	0	0	0
	11	10	11

Description	Keep in touch	Sharing info	Elderly's services
Very interesting	90,9%	80,0%	90,9%
Quite interesting	9,1%	20,0%	9,1%
Do not know	0,0%	0,0%	0,0%
Not very attractive	0,0%	0,0%	0,0%
Not at all interesting	0,0%	0,0%	0,0%
	100,0%	100,0%	100,0%

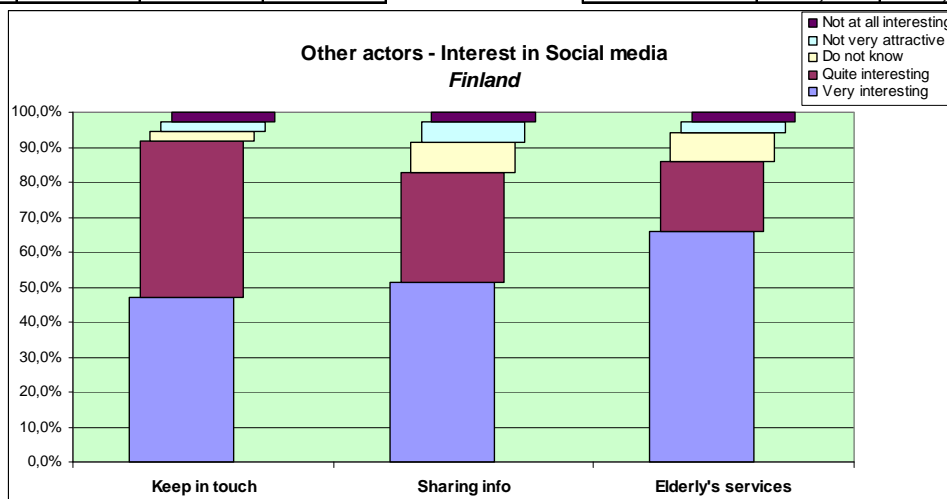


Q16 - For Other actors in elderly services

Finland

Description	Keep in touch	Sharing info	Elderly's services
Very interesting	17	18	23
Quite interesting	16	11	7
Do not know	1	3	3
Not very attractive	1	2	1
Not at all interesting	1	1	1
	36	35	35

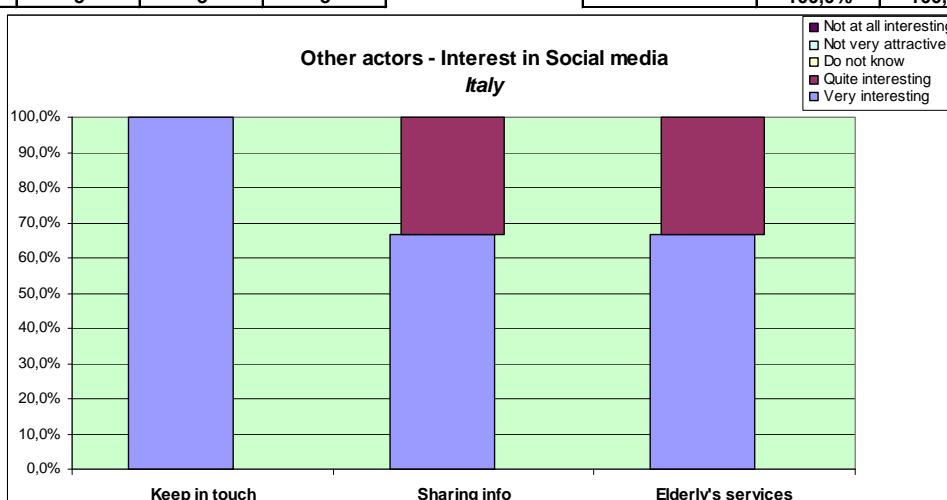
Description	Keep in touch	Sharing info	Elderly's services
Very interesting	47,2%	51,4%	65,7%
Quite interesting	44,4%	31,4%	20,0%
Do not know	2,8%	8,6%	8,6%
Not very attractive	2,8%	5,7%	2,9%
Not at all interesting	2,8%	2,9%	2,9%
	100,0%	100,0%	100,0%



Italy

Description	Keep in touch	Sharing info	Elderly's services
Very interesting	3	2	2
Quite interesting	0	1	1
Do not know	0	0	0
Not very attractive	0	0	0
Not at all interesting	0	0	0
	3	3	3

Description	Keep in touch	Sharing info	Elderly's services
Very interesting	100,0%	66,7%	66,7%
Quite interesting	0,0%	33,3%	33,3%
Do not know	0,0%	0,0%	0,0%
Not very attractive	0,0%	0,0%	0,0%
Not at all interesting	0,0%	0,0%	0,0%
	100,0%	100,0%	100,0%

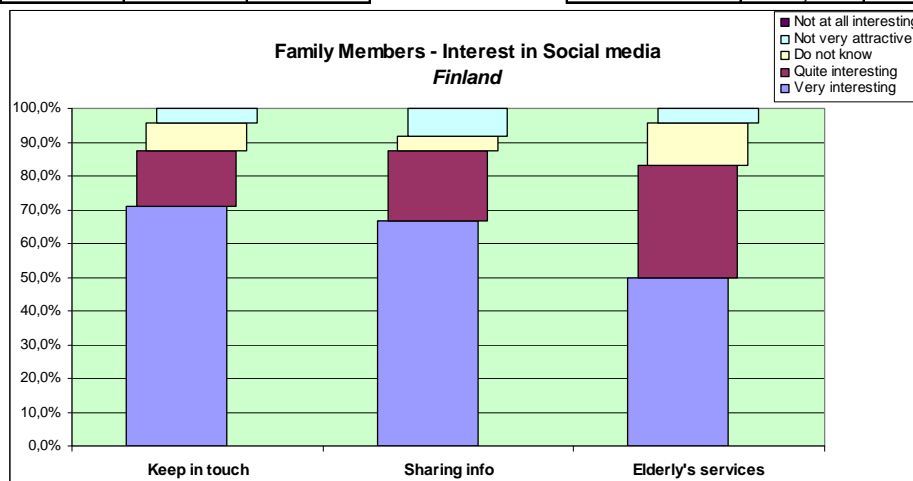


Q17 - For Relatives and other Family members

Finland

Description	Keep in touch	Sharing info	Elderly's services
Very interesting	17	16	12
Quite interesting	4	5	8
Do not know	2	1	3
Not very attractive	1	2	1
Not at all interesting	0	0	0
	24	24	24

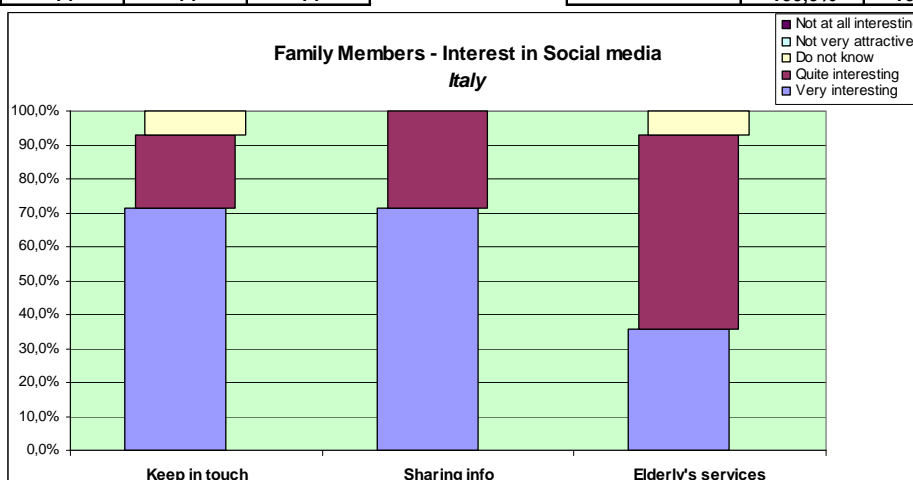
Description	Keep in touch	Sharing info	Elderly's services
Very interesting	70,8%	66,7%	50,0%
Quite interesting	16,7%	20,8%	33,3%
Do not know	8,3%	4,2%	12,5%
Not very attractive	4,2%	8,3%	4,2%
Not at all interesting	0,0%	0,0%	0,0%
	100,0%	100,0%	100,0%



Italy

Description	Keep in touch	Sharing info	Elderly's services
Very interesting	10	10	5
Quite interesting	3	4	8
Do not know	1	0	1
Not very attractive	0	0	0
Not at all interesting	0	0	0
	14	14	14

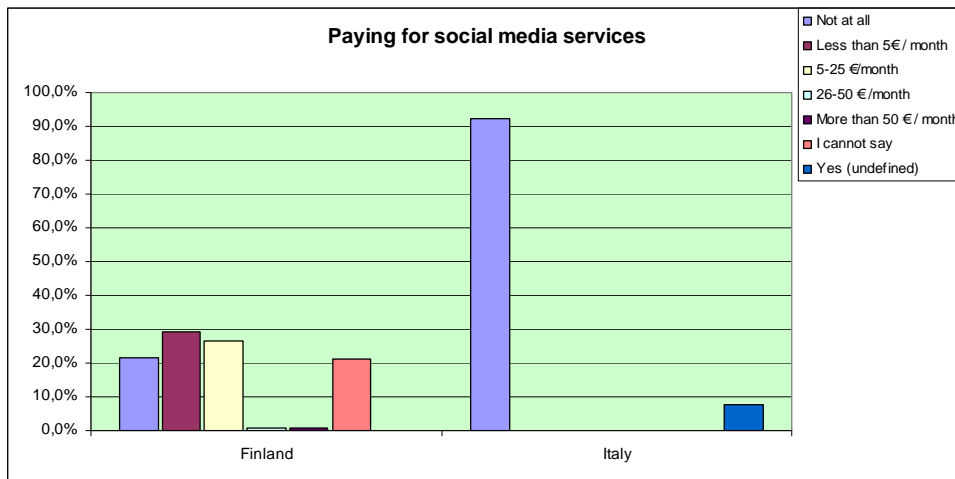
Description	Keep in touch	Sharing info	Elderly's services
Very interesting	71,4%	71,4%	35,7%
Quite interesting	21,4%	28,6%	57,1%
Do not know	7,1%	0,0%	7,1%
Not very attractive	0,0%	0,0%	0,0%
Not at all interesting	0,0%	0,0%	0,0%
	100,0%	100,0%	100,0%



Q18 - Would you be willing to pay the social media services, if useful?

Description	Finland	Italy	Total
Not at all	48	47	0
Less than 5€/ month	65	0	95
5-25 €/month	59	0	130
26-50 €/month	2	0	177
More than 50 €/ month	2	0	8
I cannot say	47	0	10
Yes (undefined)	0	4	282
Total	223	51	702

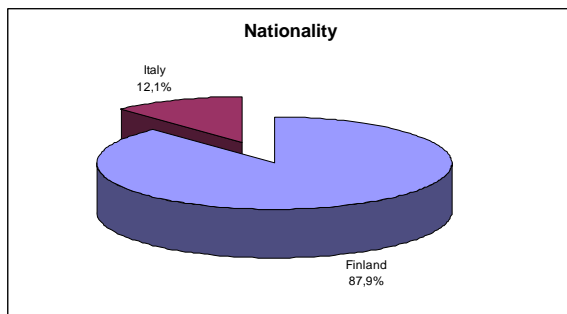
Description	Finland	Italy	Total
Not at all	21,5%	92,2%	0,0%
Less than 5€/ month	29,1%	0,0%	13,5%
5-25 €/month	26,5%	0,0%	18,5%
26-50 €/month	0,9%	0,0%	25,2%
More than 50 €/ month	0,9%	0,0%	1,1%
I cannot say	21,1%	0,0%	1,4%
Yes (undefined)	0,0%	7,8%	40,2%
Total	31,8%	7,3%	100,0%



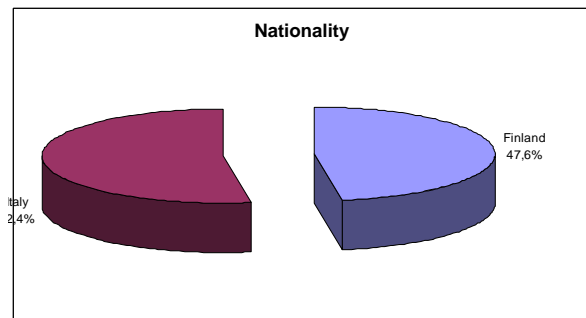
Part 3 – User Group Comparison

Q0 – Nationality

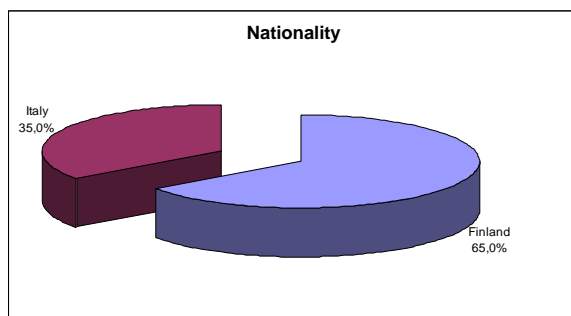
Over 55-year-old



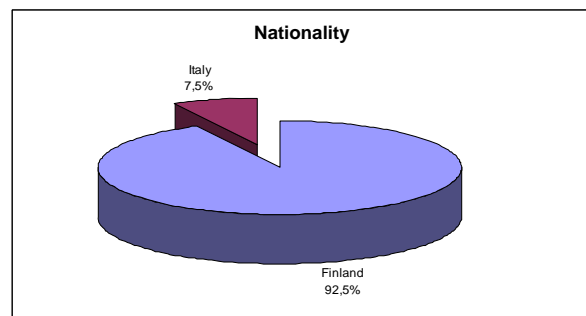
Nursing staff



Relative or caregiver of elderly people

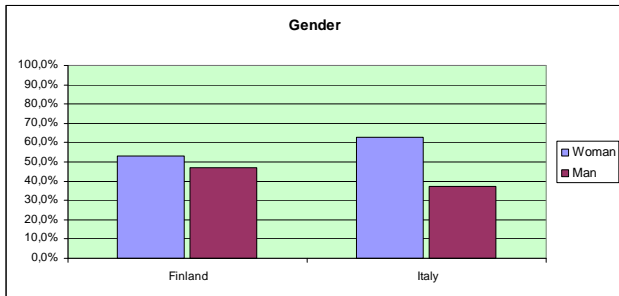


Other actor in elderly services

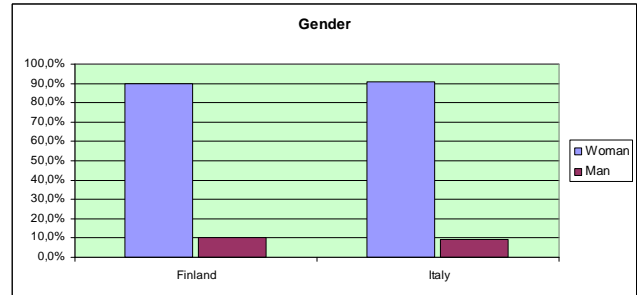


Q1 – Gender

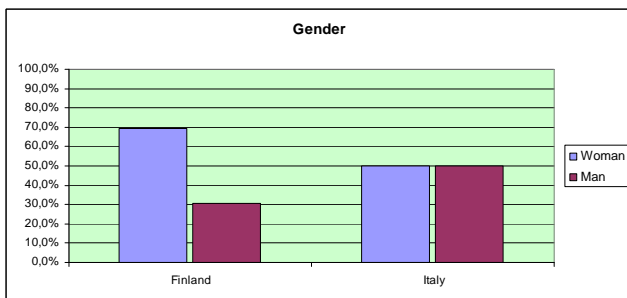
Over 55-year-old



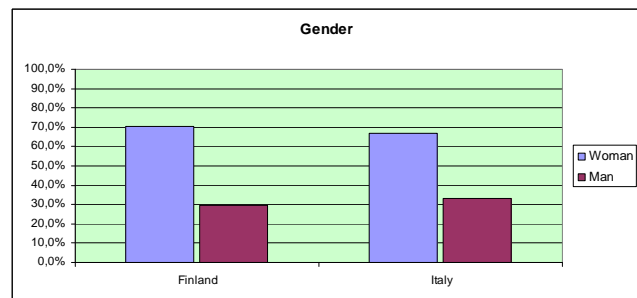
Nursing staff



Relative or caregiver of elderly people

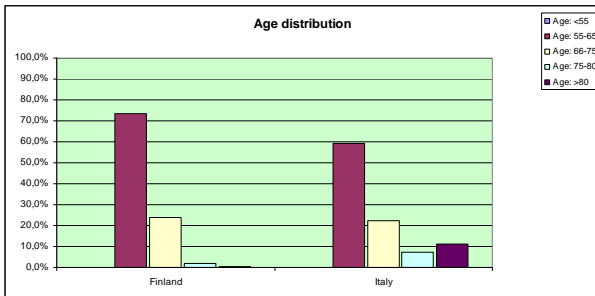


Other actor in elderly services

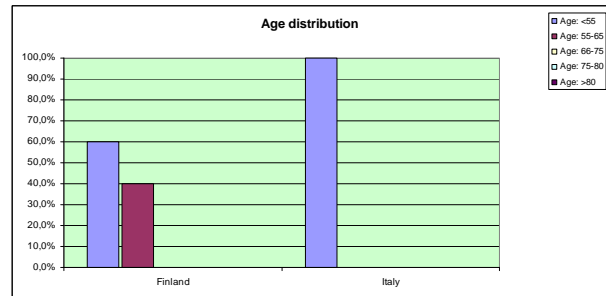


Q2 – Age distribution

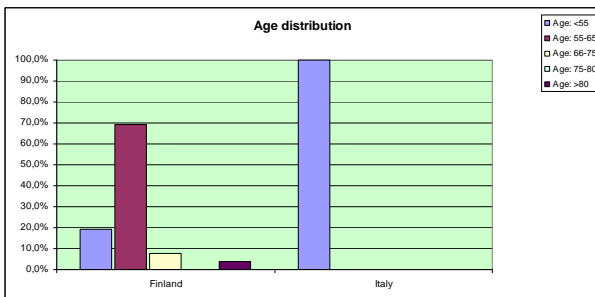
Over 55-year-old



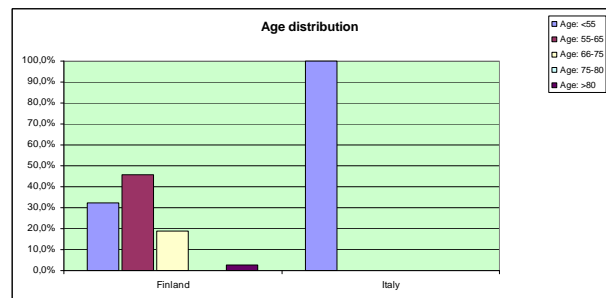
Nursing staff



Relative or caregiver of elderly people

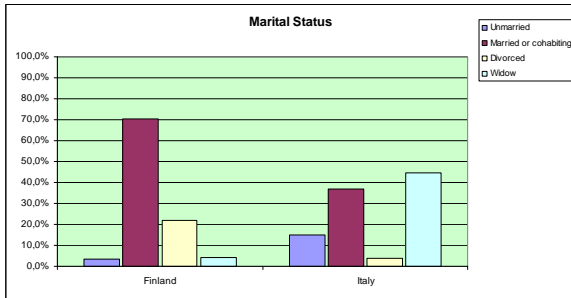


Other actor in elderly services

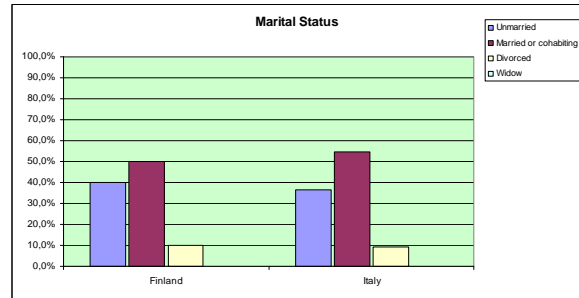


Q3 - Marital Status

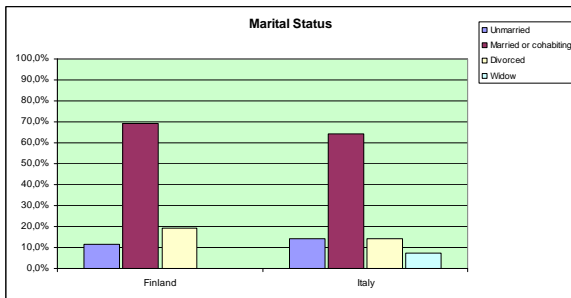
Over 55-year-old



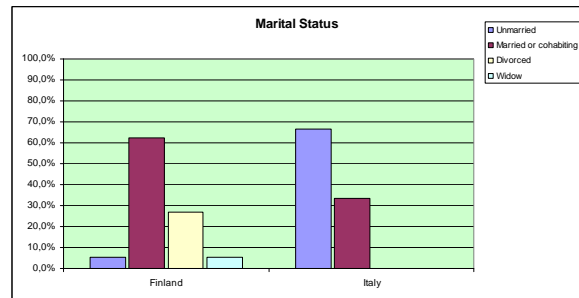
Nursing staff



Relative or caregiver of elderly people



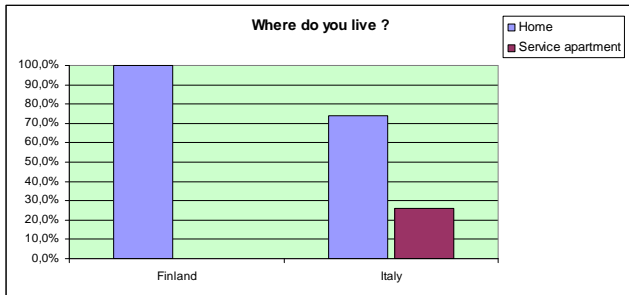
Other actor in elderly services



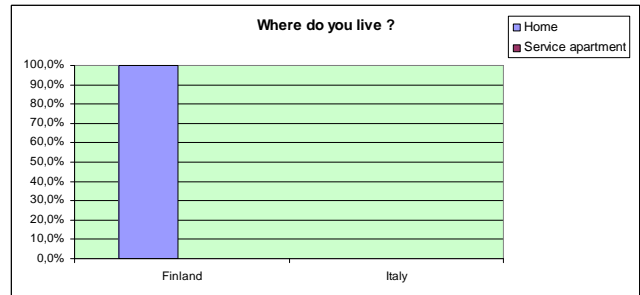
Q5 - Residence

Q5a - Where do you live ?

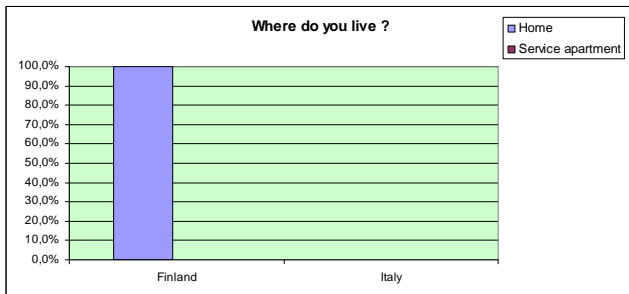
Over 55-year-old



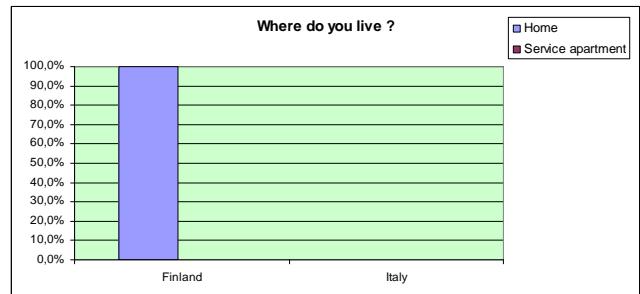
Nursing staff



Relative or caregiver of elderly people

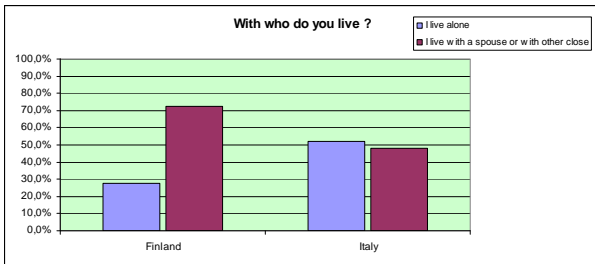


Other actor in elderly services

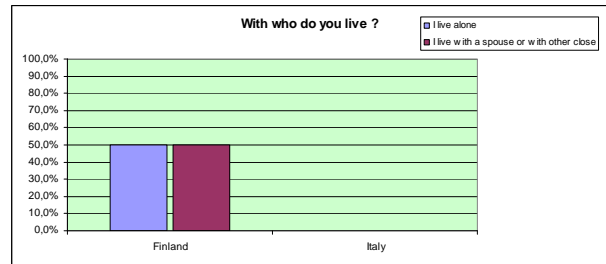


Q5a – With who do you live ?

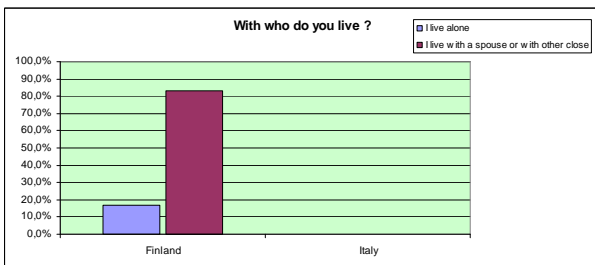
Over 55-year-old



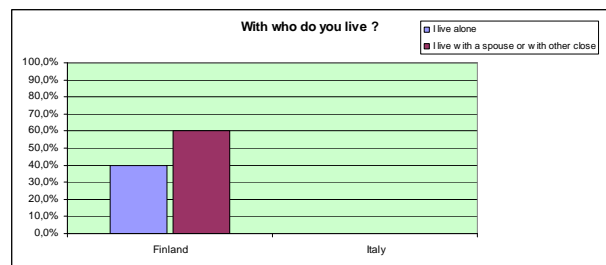
Nursing staff



Relative or caregiver of elderly people

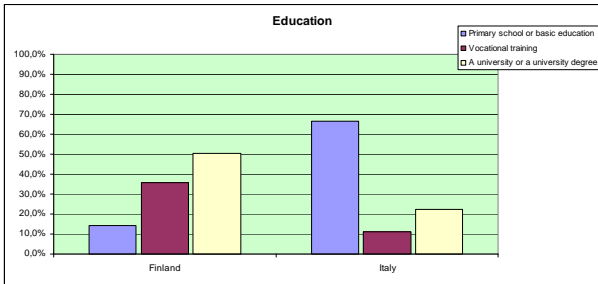


Other actor in elderly services

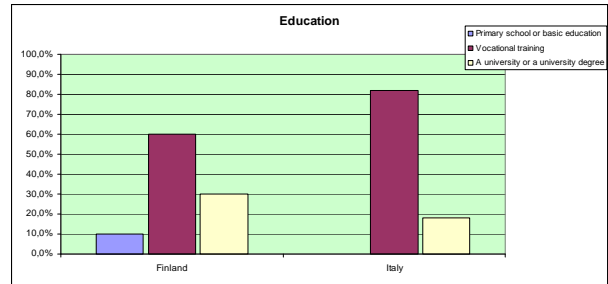


Q6 – Education degree

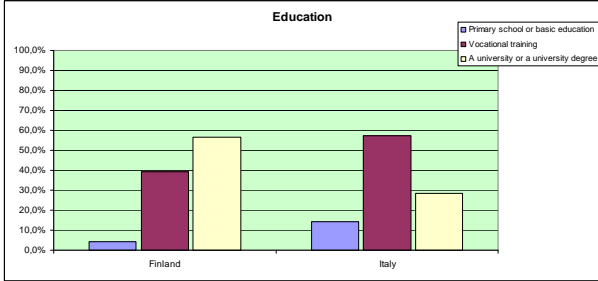
Over 55-year-old



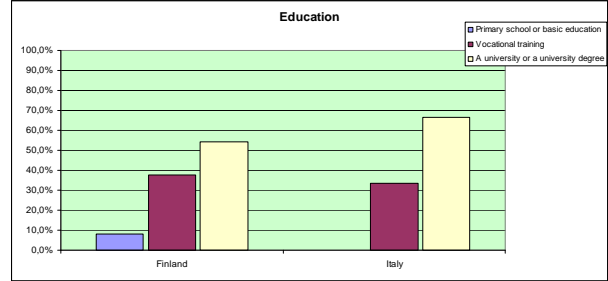
Nursing staff



Relative or caregiver of elderly people

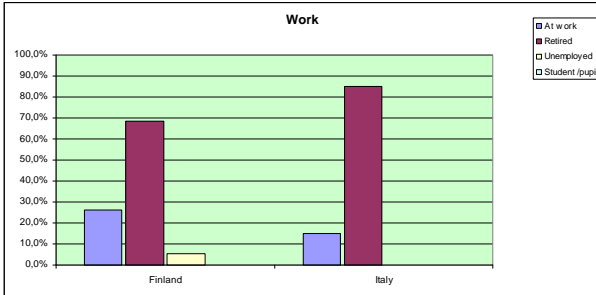


Other actor in elderly services

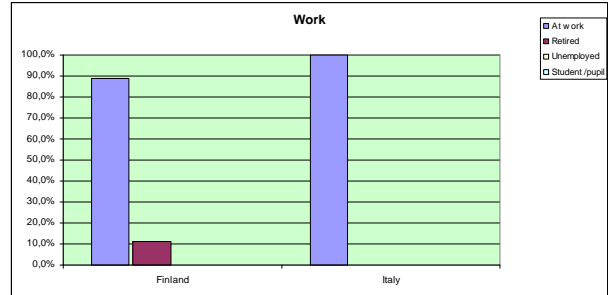


Q7 – Working Status

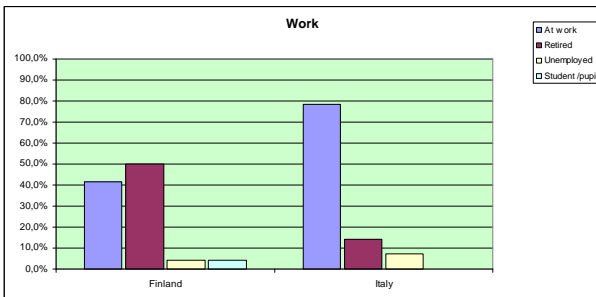
Over 55-year-old



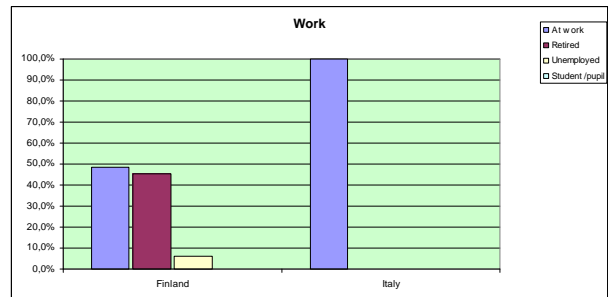
Nursing staff



Relative or caregiver of elderly people



Other actor in elderly services

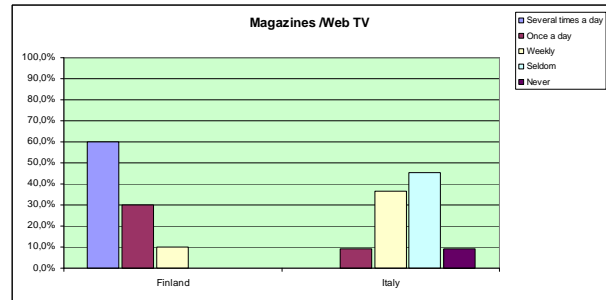
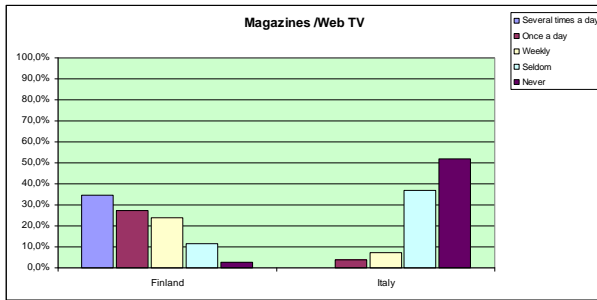


Q8 – Internet Services

Q8a - Do you read online magazines or television web site?

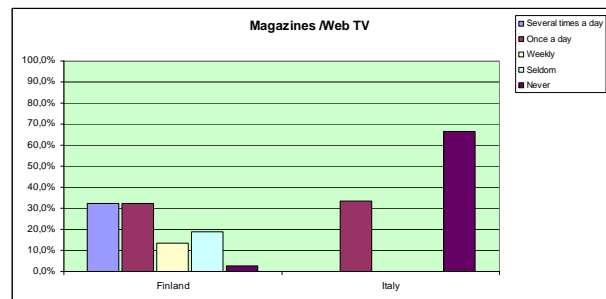
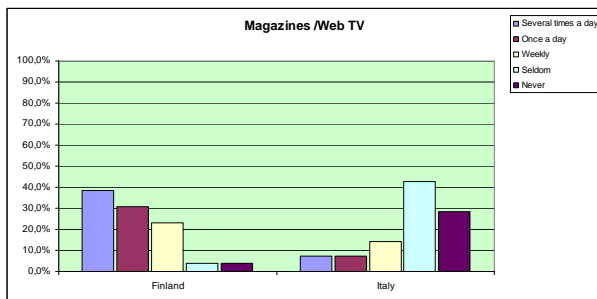
Over 55-year-old

Nursing staff



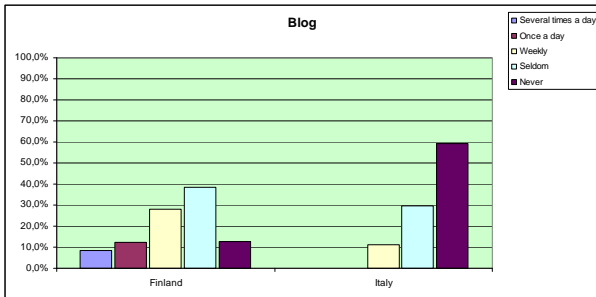
Relative or caregiver of elderly people

Other actor in elderly services

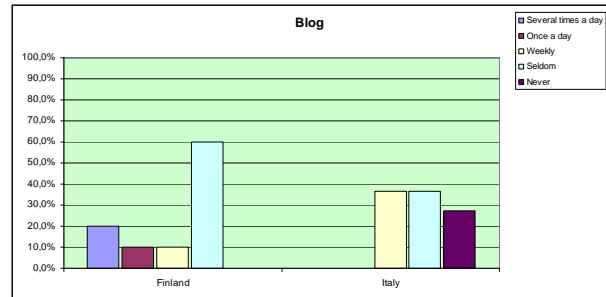


Q8b - Do you read blogs?

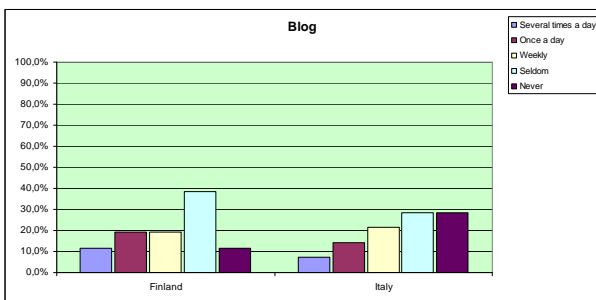
Over 55-year-old



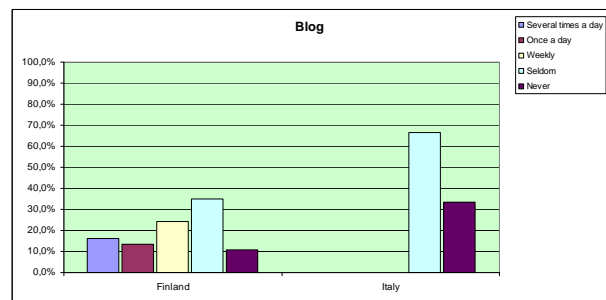
Nursing staff



Relative or caregiver of elderly people

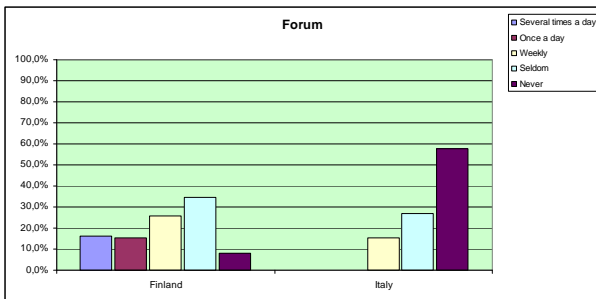


Other actor in elderly services

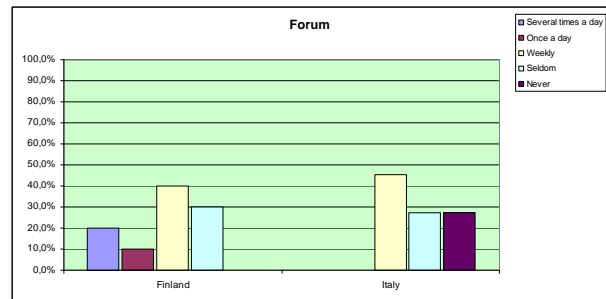


Q8c - Do you follow forums?

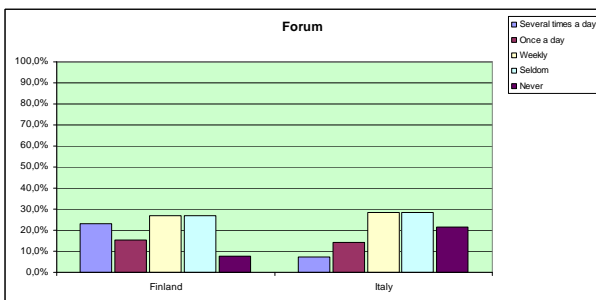
Over 55-year-old



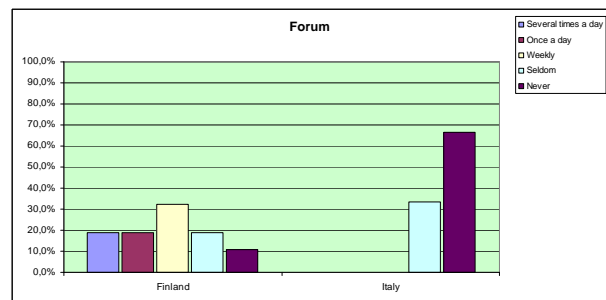
Nursing staff



Relative or caregiver of elderly people

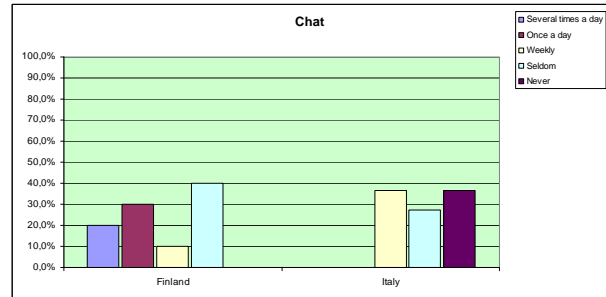
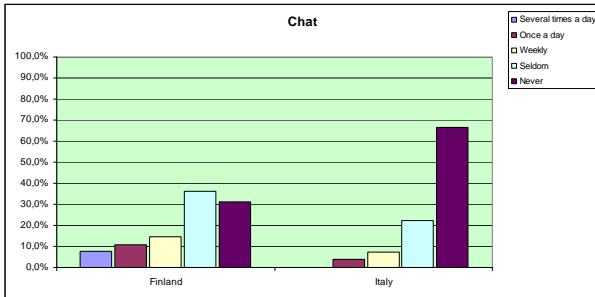


Other actor in elderly services



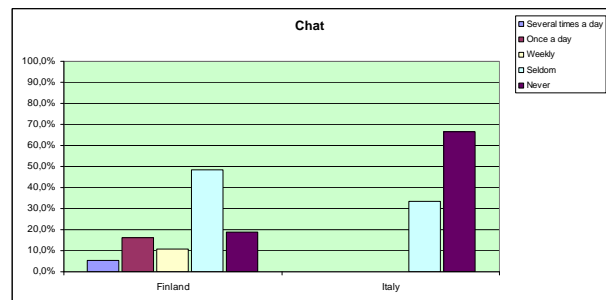
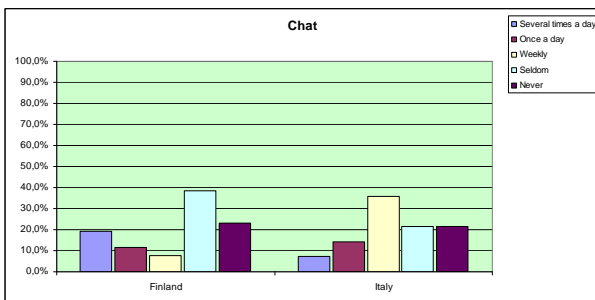
Q8d - Do you use chats?
Over 55-year-old

Nursing staff



Relative or caregiver of elderly people

Other actor in elderly services

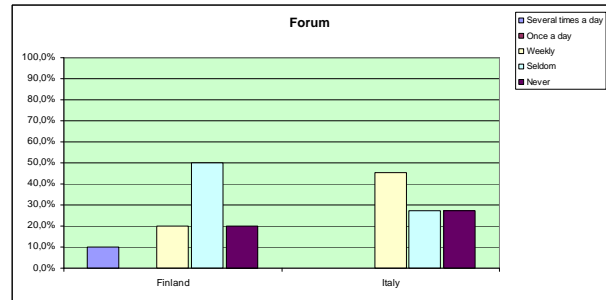
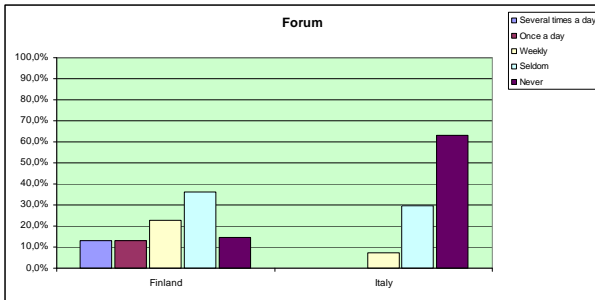


Q9 – Content production

Q9a - Do you comment contents or discussions on online forums?

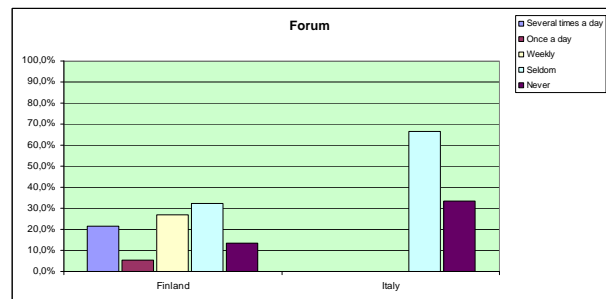
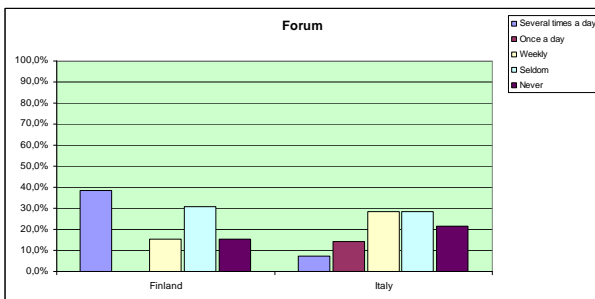
Over 55-year-old

Nursing staff



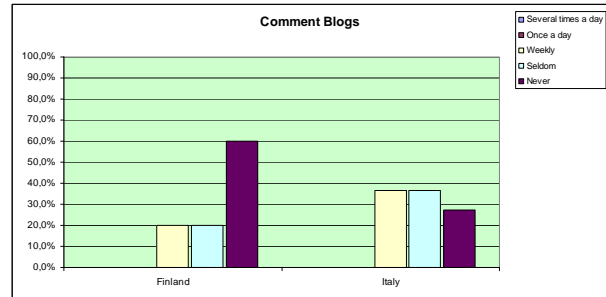
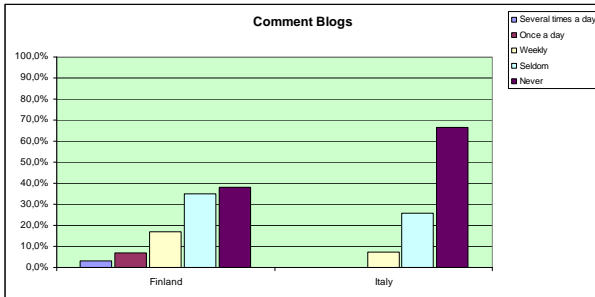
Relative or caregiver of elderly people

Other actor in elderly services



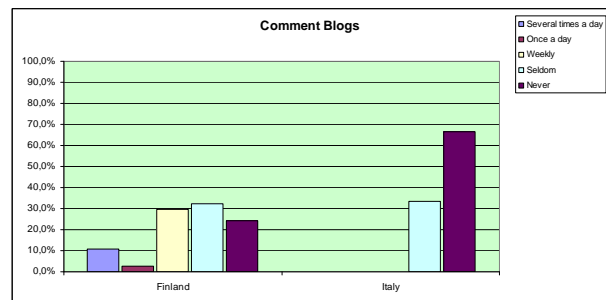
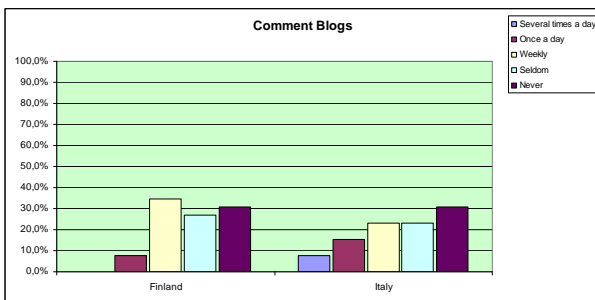
Q9b - Do you write blogs or comment other user's blogs?
Over 55-year-old

Nursing staff



Relative or caregiver of elderly people

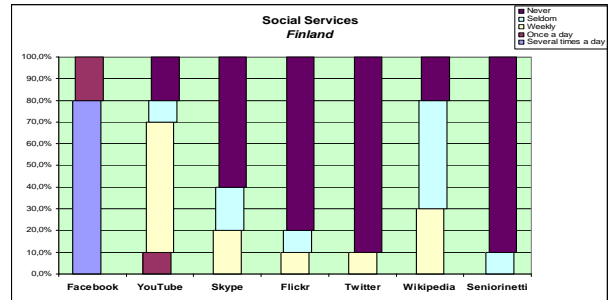
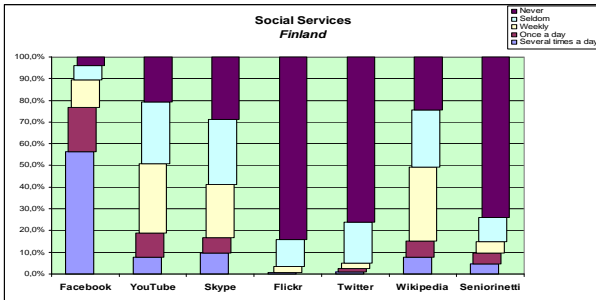
Other actor in elderly services



Q10 – Use of Social Services Finland

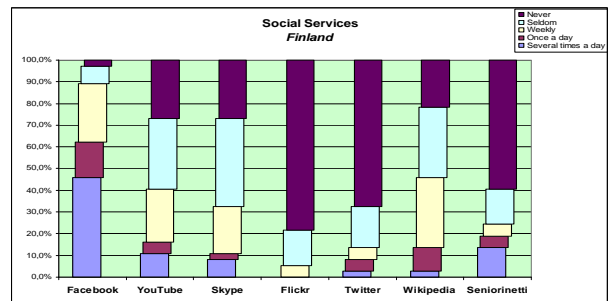
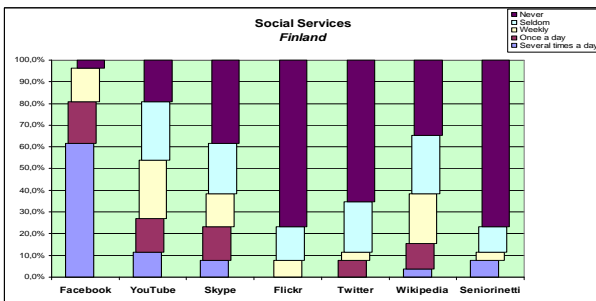
Over 55-year-old

Nursing staff



Relative or caregiver of elderly people

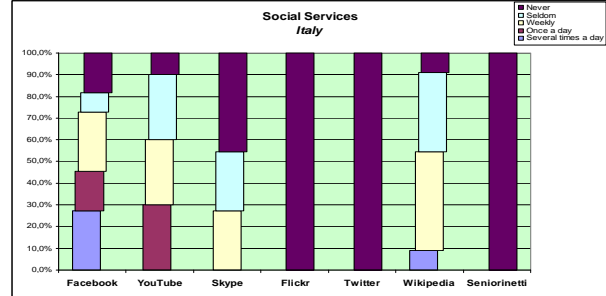
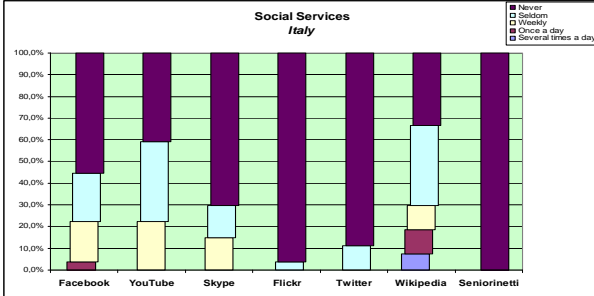
Other actor in elderly services



Italy

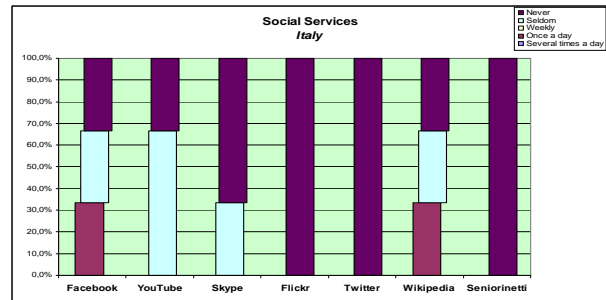
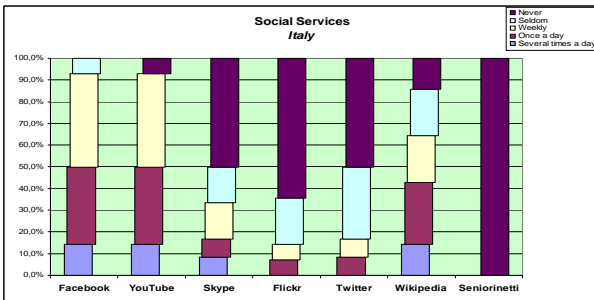
Over 55-year-old

Nursing staff



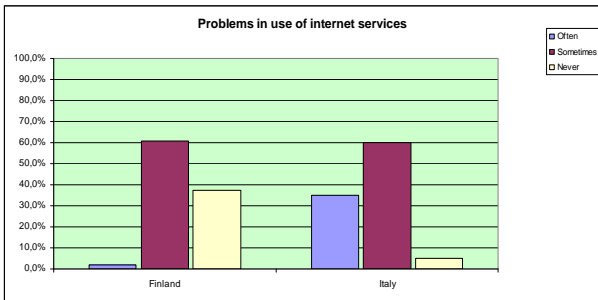
Relative or caregiver of elderly people

Other actor in elderly services

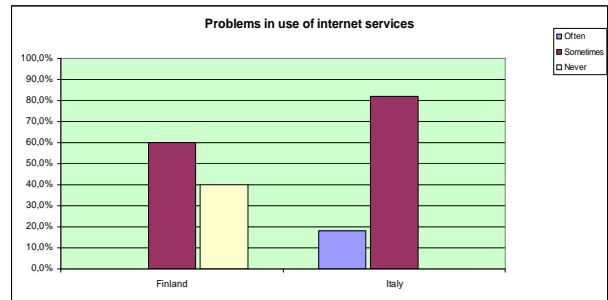


Q11 - Do you have had problems with the use of Internet services?

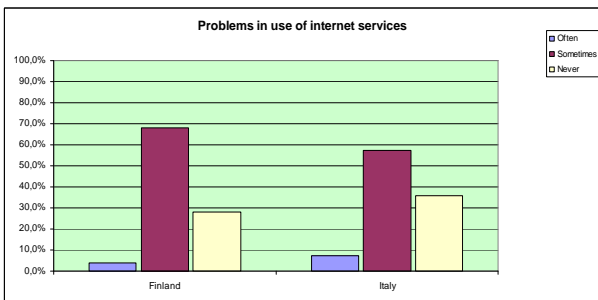
Over 55-year-old



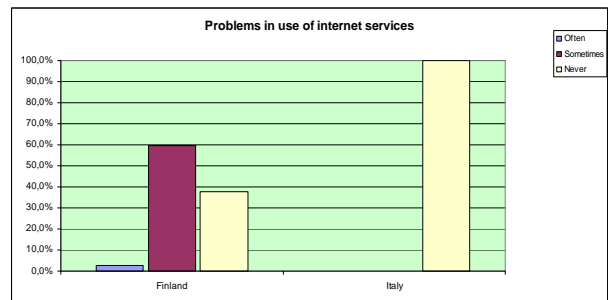
Nursing staff



Relative or caregiver of elderly people



Other actor in elderly services



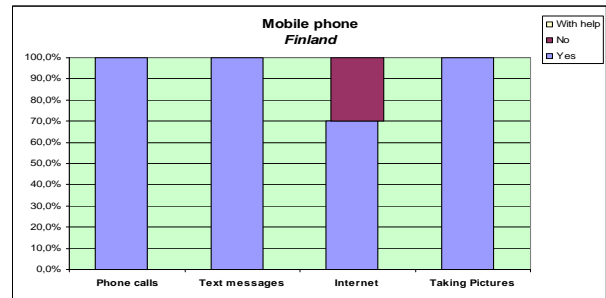
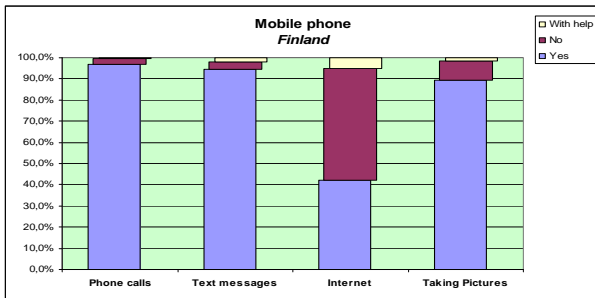
Q12 - Have you used the below-mentioned devices?

Q12a - Mobile phone

Finland

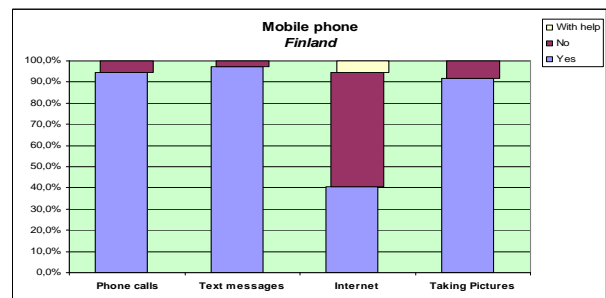
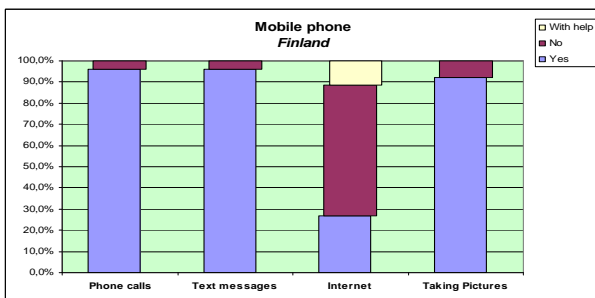
Over 55-year-old

Nursing staff



Relative or caregiver of elderly people

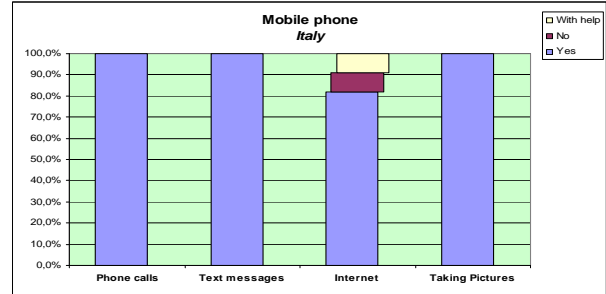
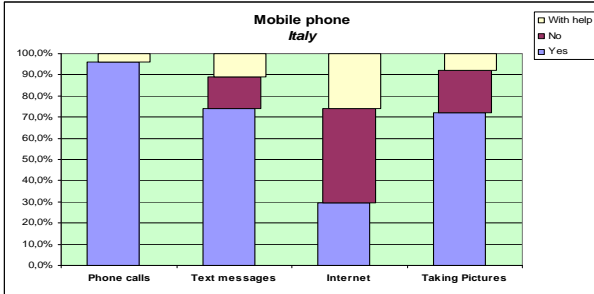
Other actor in elderly services



Italy

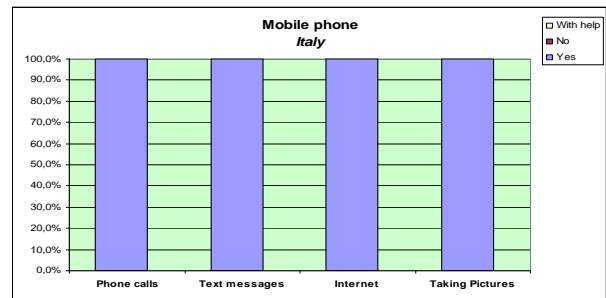
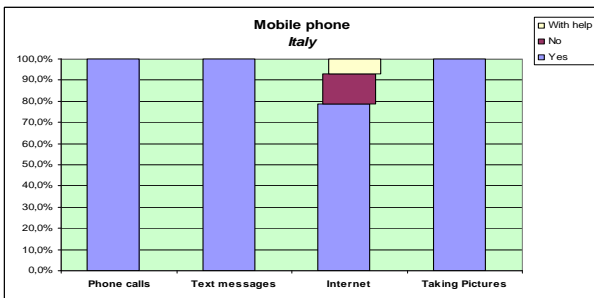
Over 55-year-old

Nursing staff



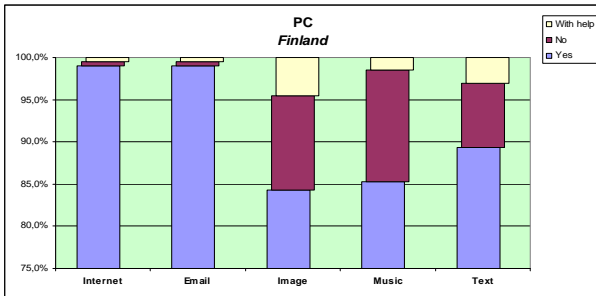
Relative or caregiver of elderly people

Other actor in elderly services

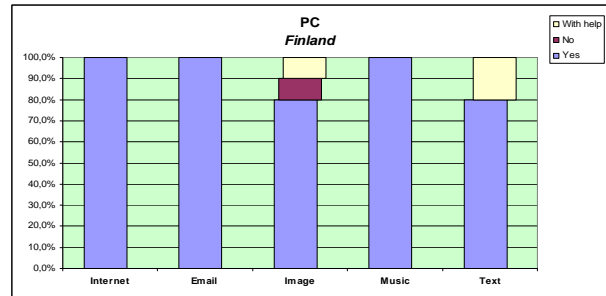


Q12b – Personal Computer
Finland

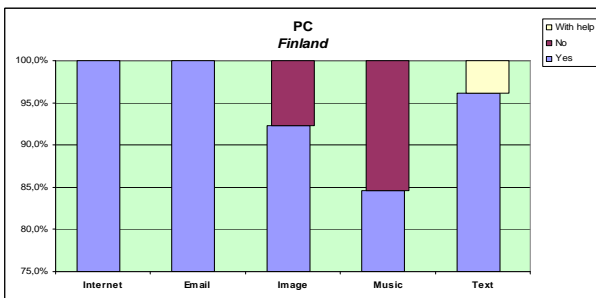
Over 55-year-old



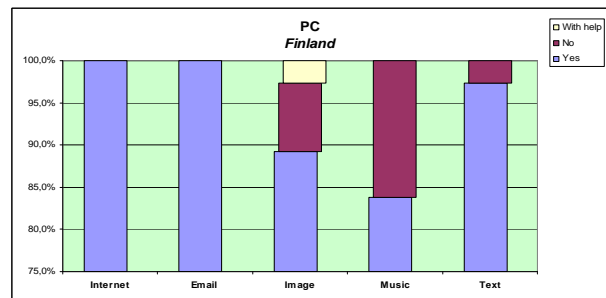
Nursing staff



Relative or caregiver of elderly people

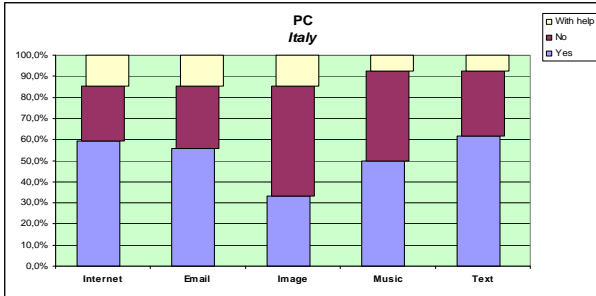


Other actor in elderly services

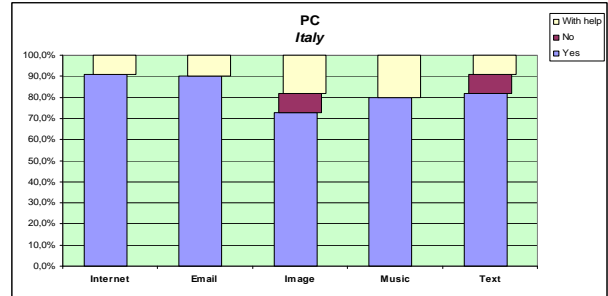


Italy

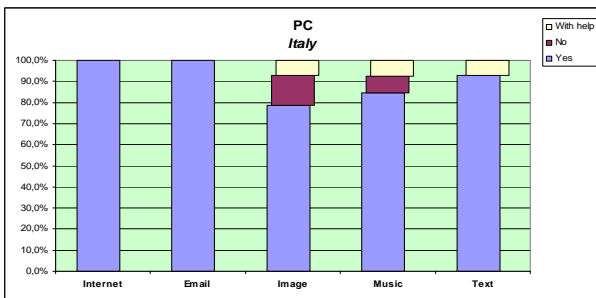
Over 55-year-old



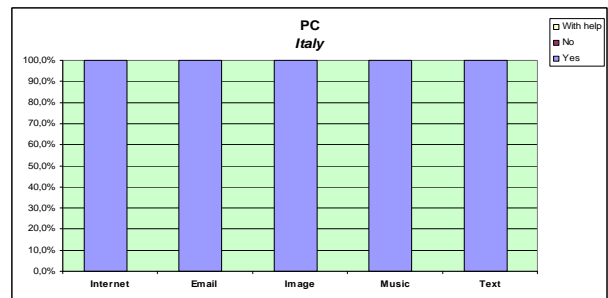
Nursing staff



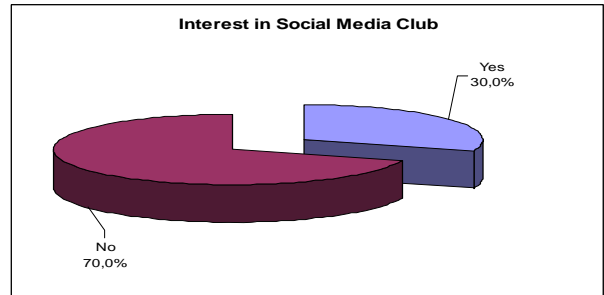
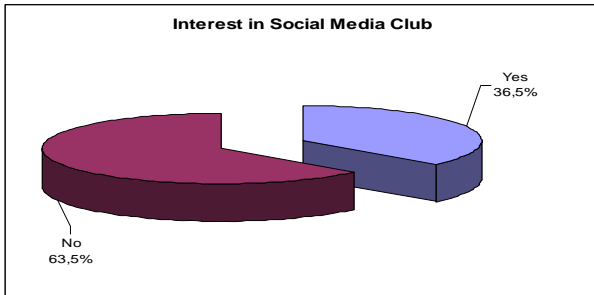
Relative or caregiver of elderly people



Other actor in elderly services

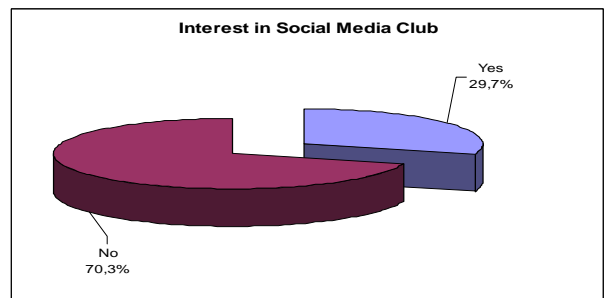
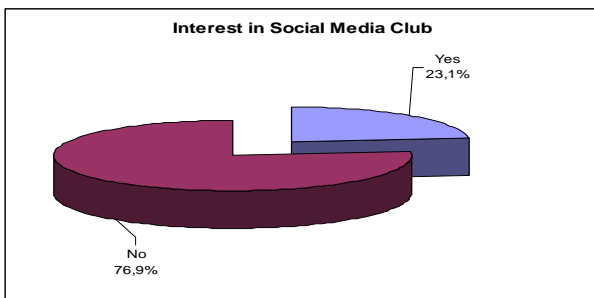


Q12c - Would you be interested in participating in social media club? (*only Finland*)
Over 55-year-old Nursing staff



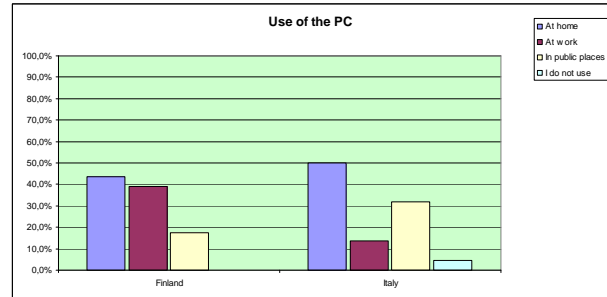
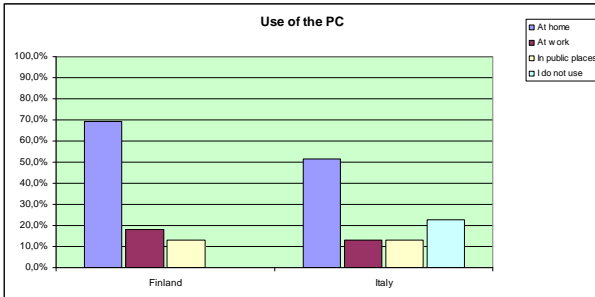
Relative or caregiver of elderly people

Other actor in elderly services



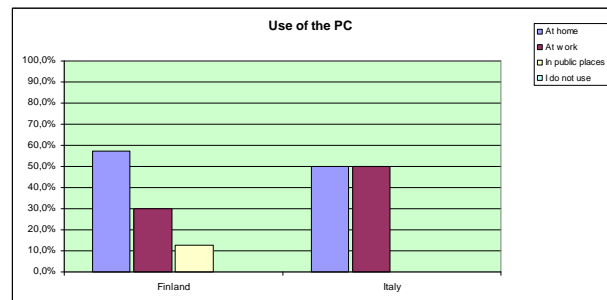
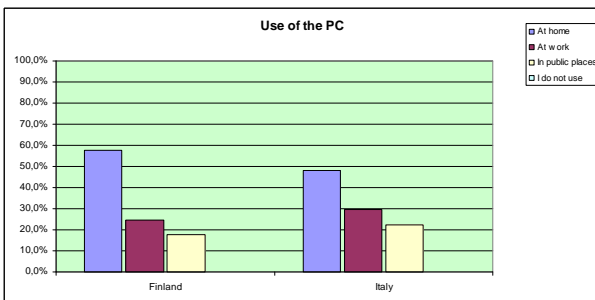
Q12d - Where do you use the PC?
Over 55-year-old

Nursing staff



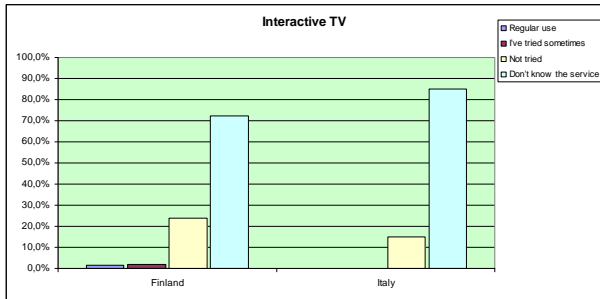
Relative or caregiver of elderly people

Other actor in elderly services

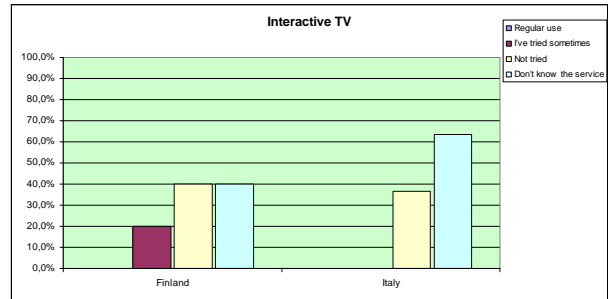


Q12e - Do you know/use Interactive TV?

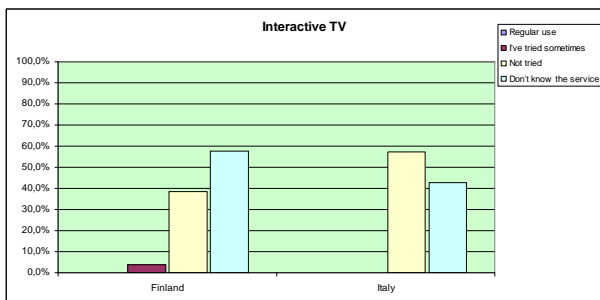
Over 55-year-old



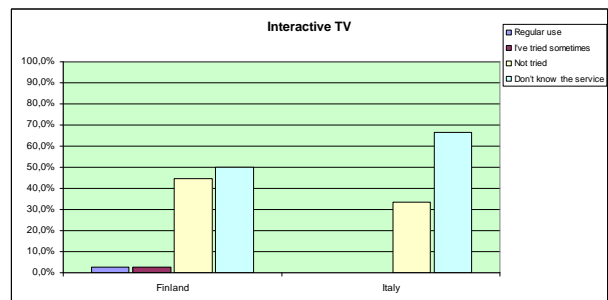
Nursing staff



Relative or caregiver of elderly people



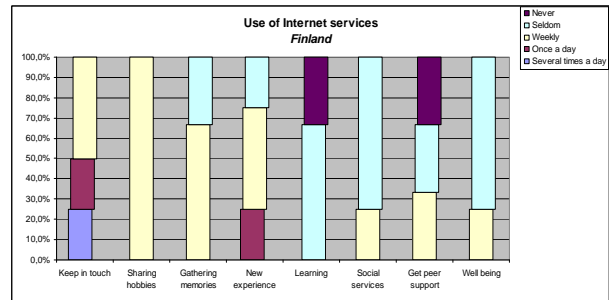
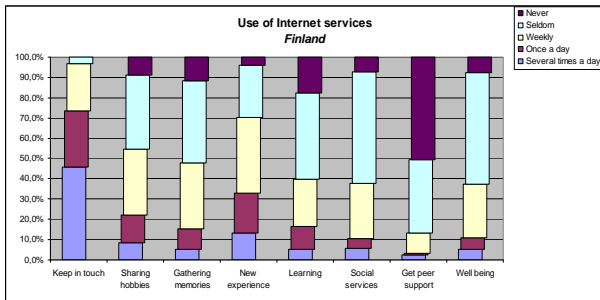
Other actor in elderly services



Q13 - What you are using Internet services for? Finland

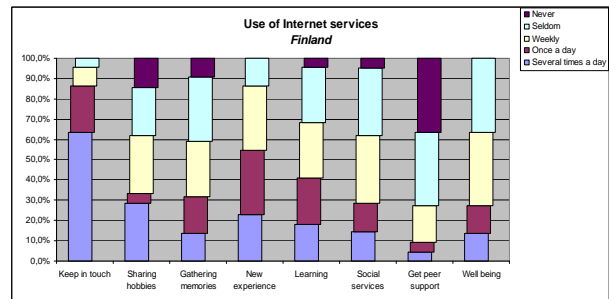
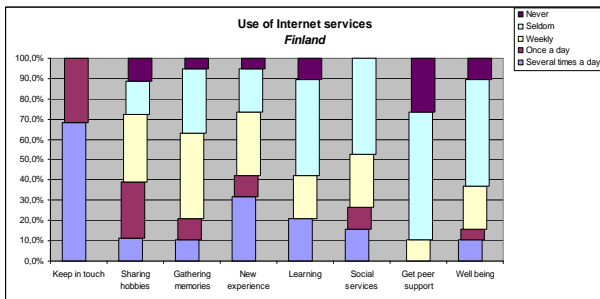
Over 55-year-old

Nursing staff



Relative or caregiver of elderly people

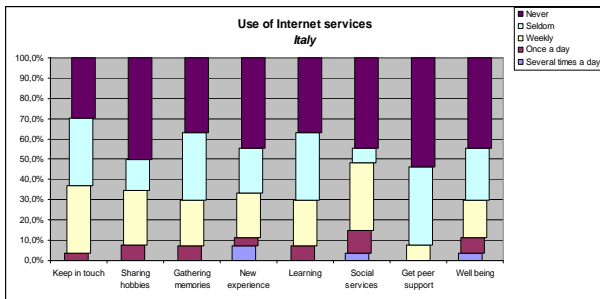
Other actor in elderly services



Italy

Over 55-year-old

Nursing staff



N. A.

Relative or caregiver of elderly people

Other actor in elderly services

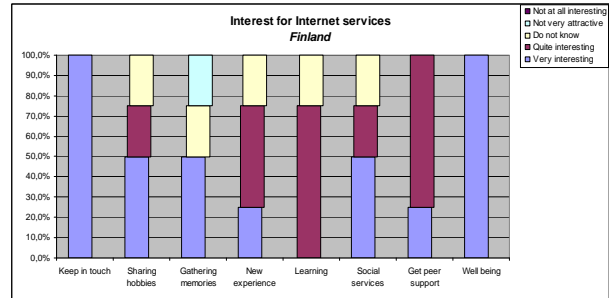
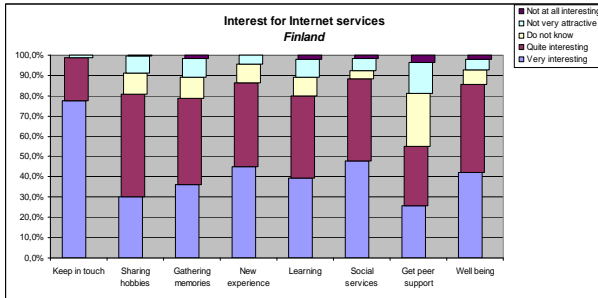
N. A.

N. A.

Q14a - How interesting do you see the opportunities for Internet use? Finland

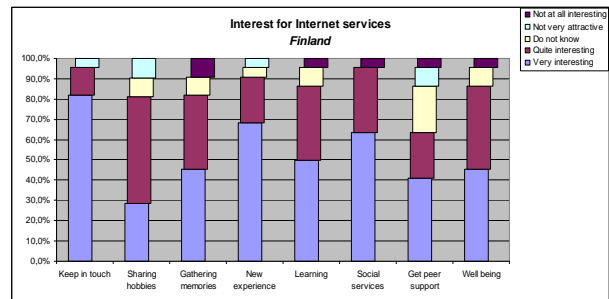
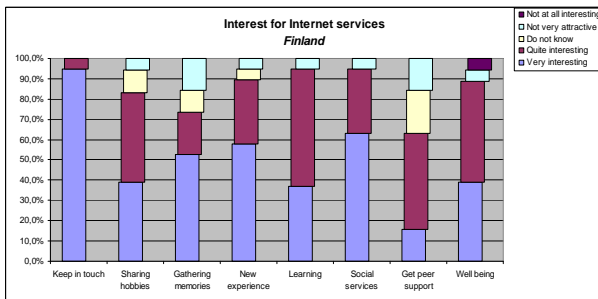
Over 55-year-old

Nursing staff



Relative or caregiver of elderly people

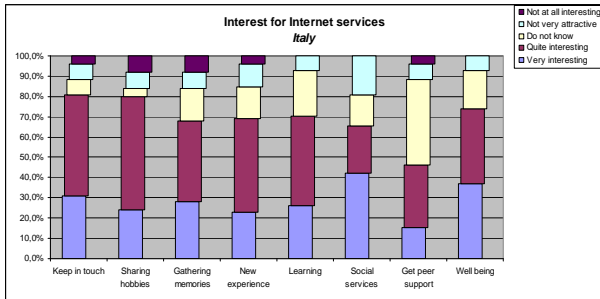
Other actor in elderly services



Italy

Over 55-year-old

Nursing staff



N. A.

Relative or caregiver of elderly people

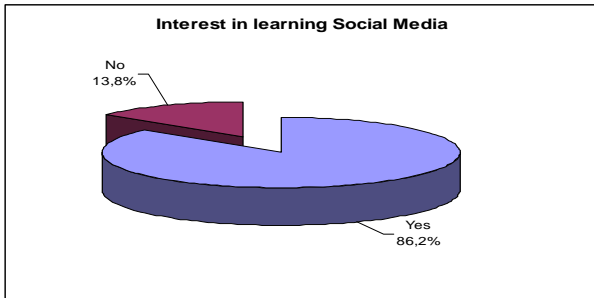
Other actor in elderly services

N. A.

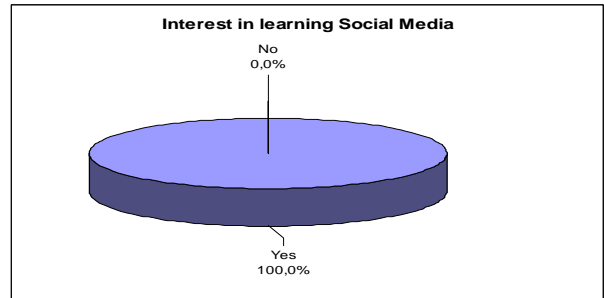
N. A.

Q14b - Would you be interested to learn social media? (*only Finland*)

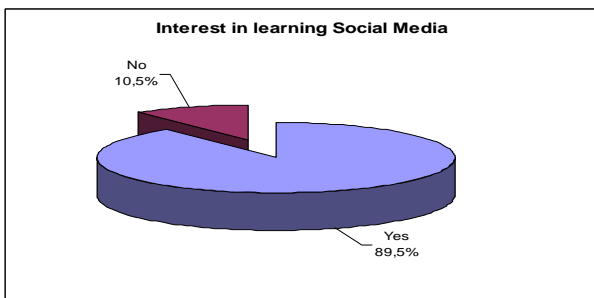
Over 55-year-old



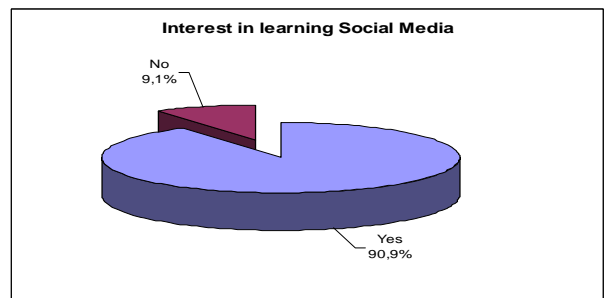
Nursing staff



Relative or caregiver of elderly people



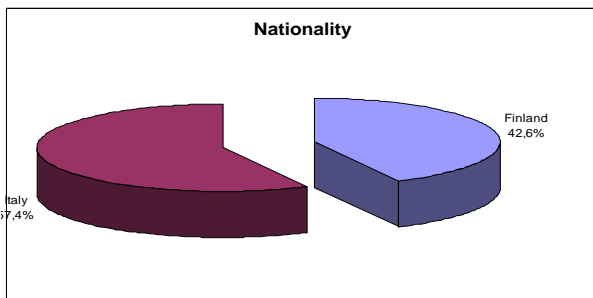
Other actor in elderly services



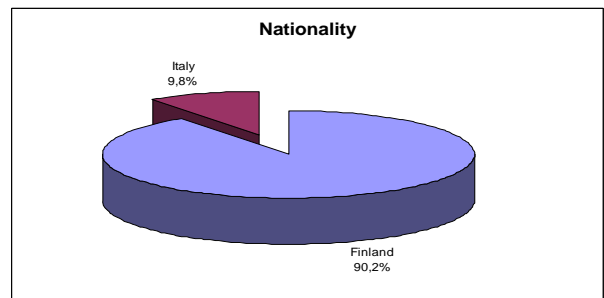
Part 4 – Age Comparison

Q0 – Nationality

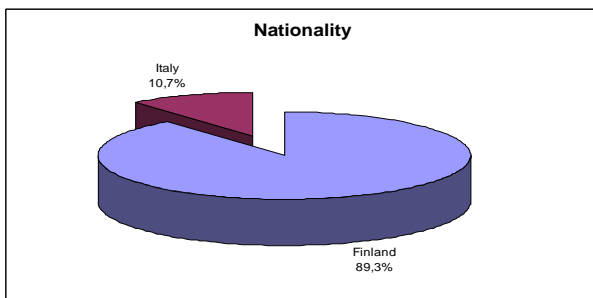
Less than 55



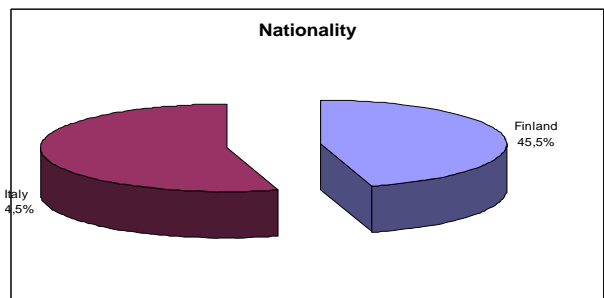
From 55 to 65



From 66 to 75

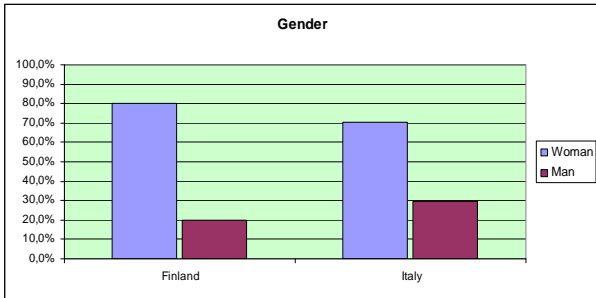


76 and over

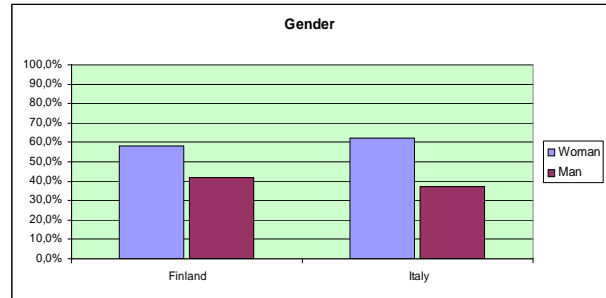


Q1 – Gender

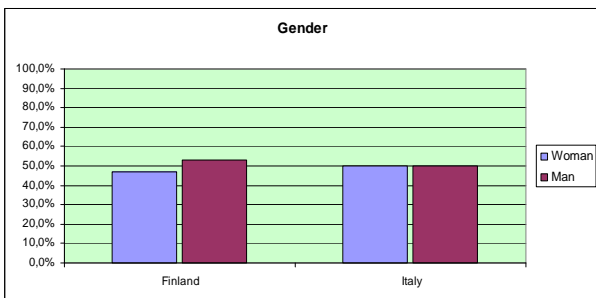
Less than 55



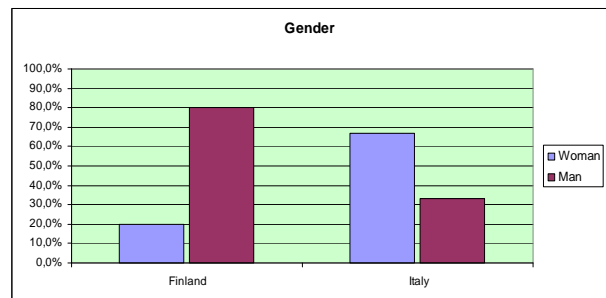
From 55 to 65



From 66 to 75

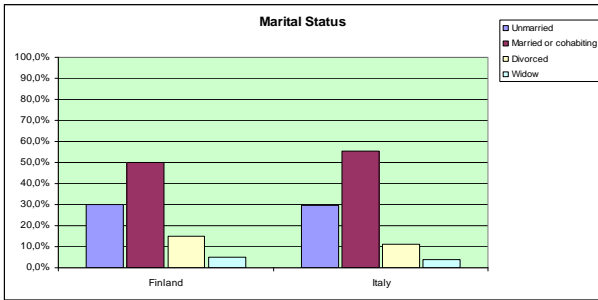


76 and over

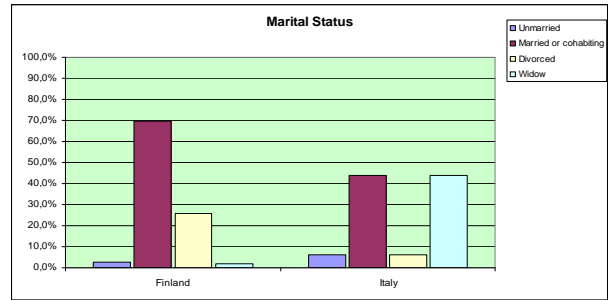


Q3 - Marital Status

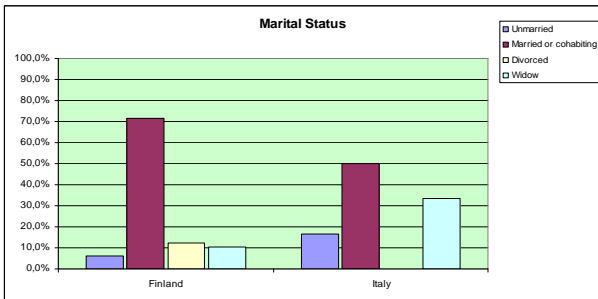
Less than 55



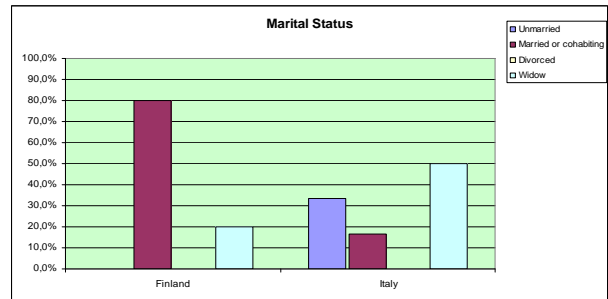
From 55 to 65



From 66 to 75

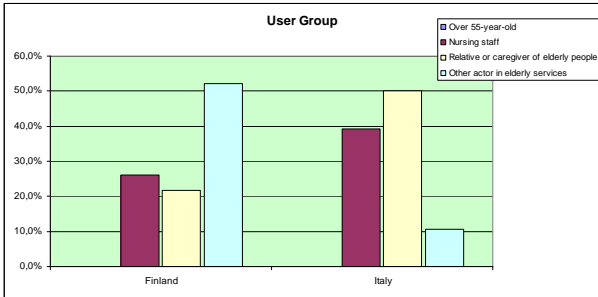


76 and over

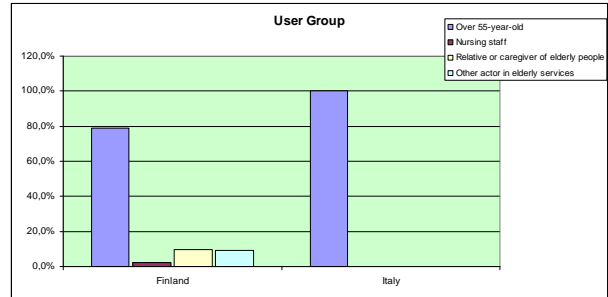


Q4 – User Group

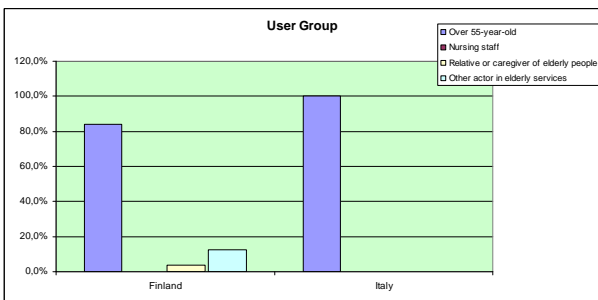
Less than 55



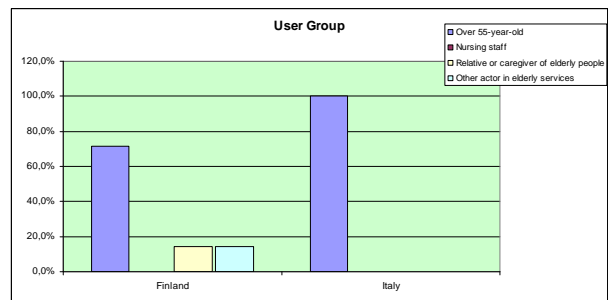
From 55 to 65



From 66 to 75



76 and over



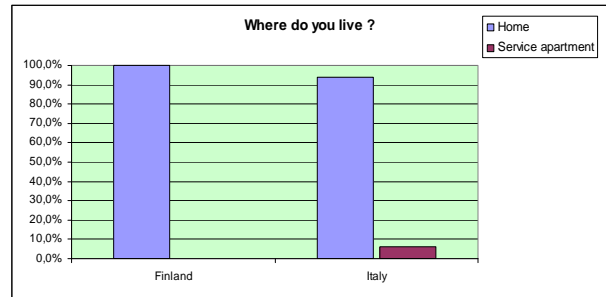
Q5 - Residence

Q5a - Where do you live ?

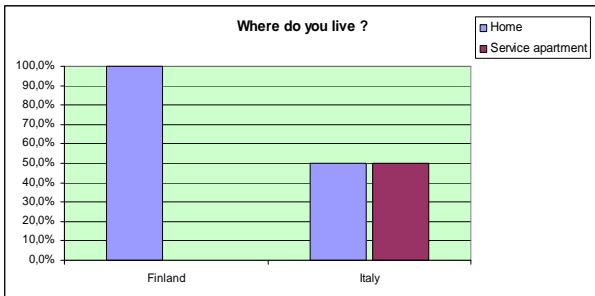
Less than 55

N. A.

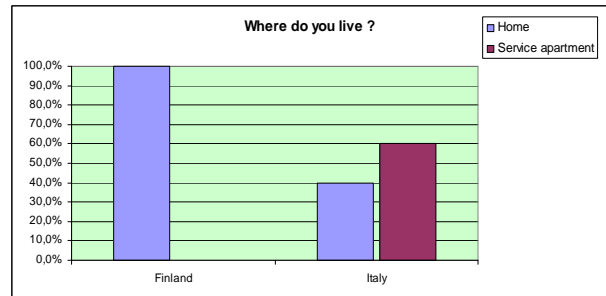
From 55 to 65



From 66 to 75



76 and over

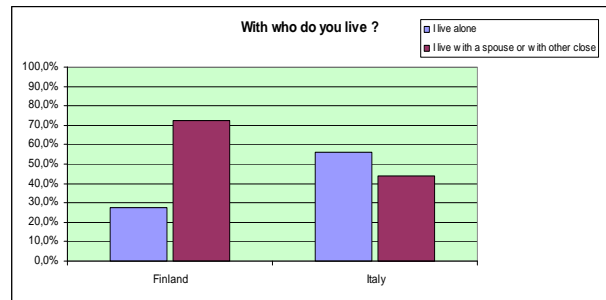


Q5a – With who do you live ?

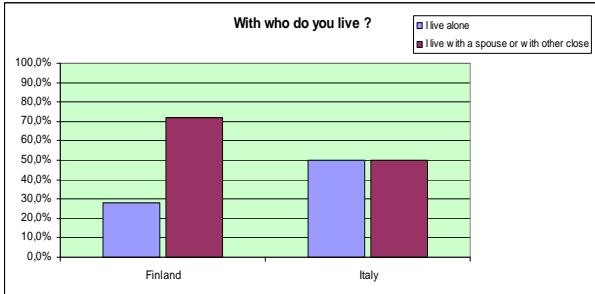
Less than 55

N. A.

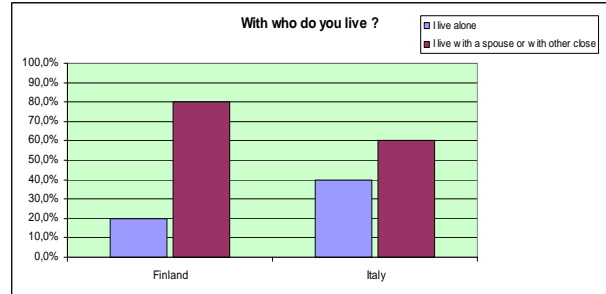
From 55 to 65



From 66 to 75

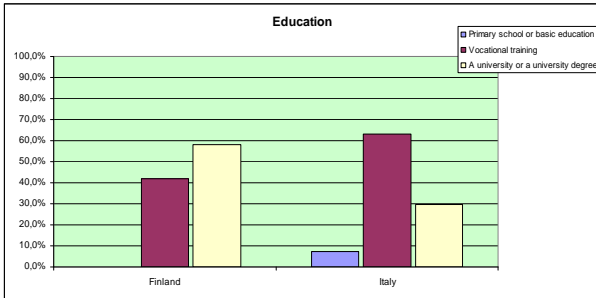


76 and over

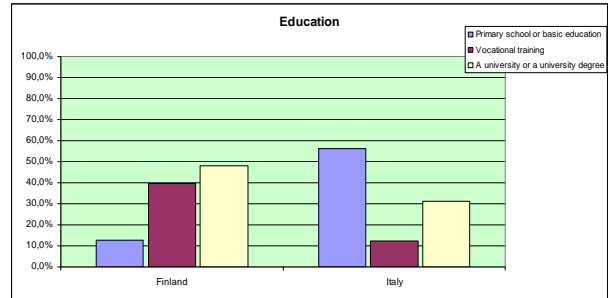


Q6 – Education degree

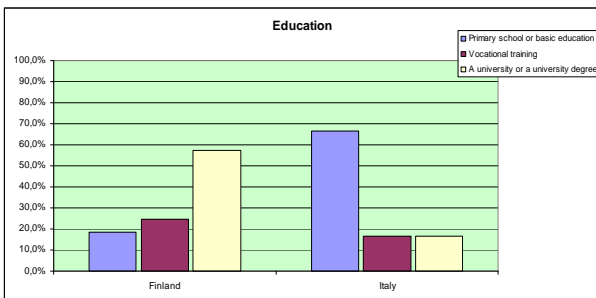
Less than 55



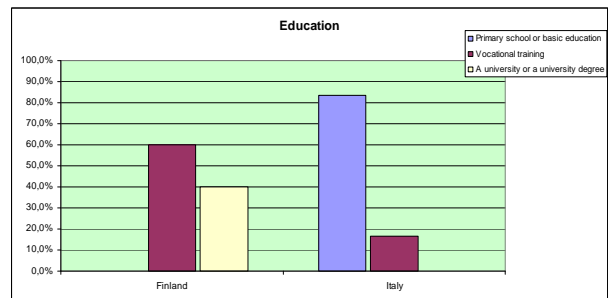
From 55 to 65



From 66 to 75

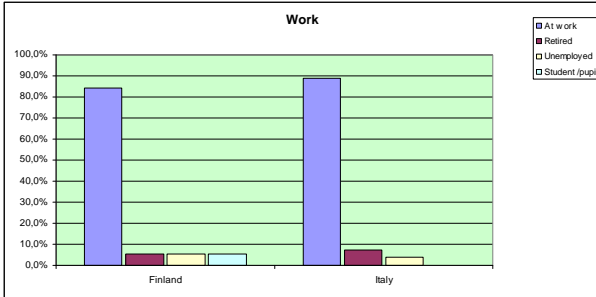


76 and over

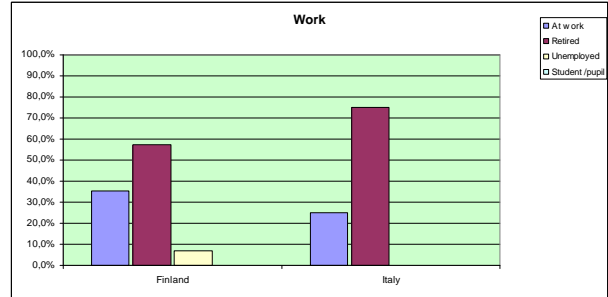


Q7 – Working Status

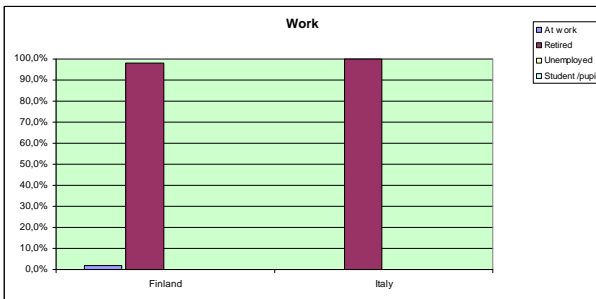
Less than 55



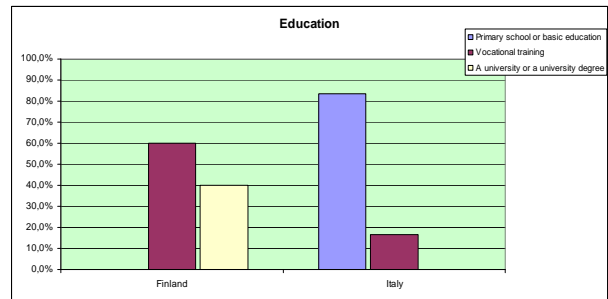
From 55 to 65



From 66 to 75



76 and over

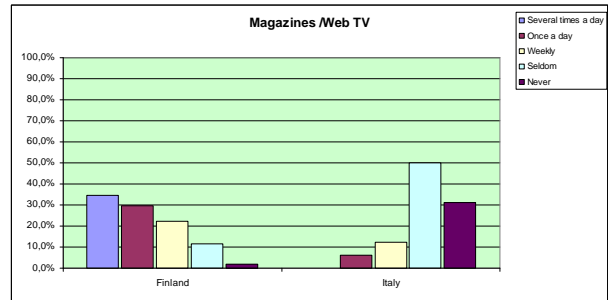
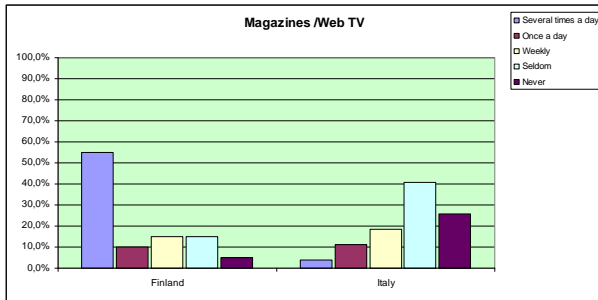


Q8 – Internet Services

Q8a - Do you read online magazines or television web site?

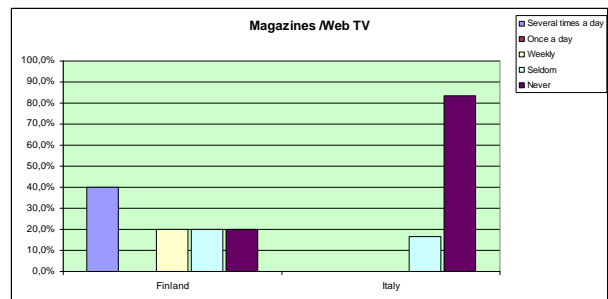
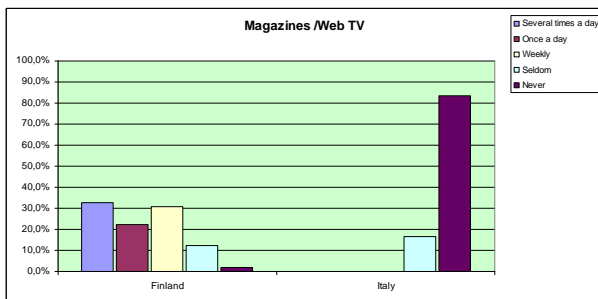
Less than 55

From 55 to 65



From 66 to 75

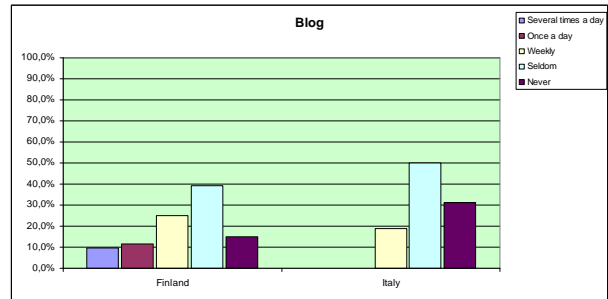
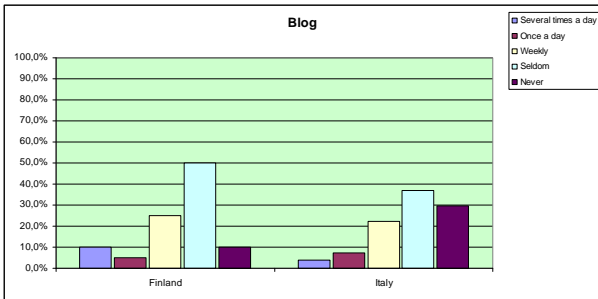
76 and over



Q8b - Do you read blogs?

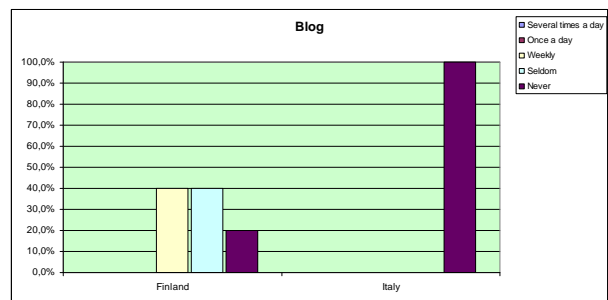
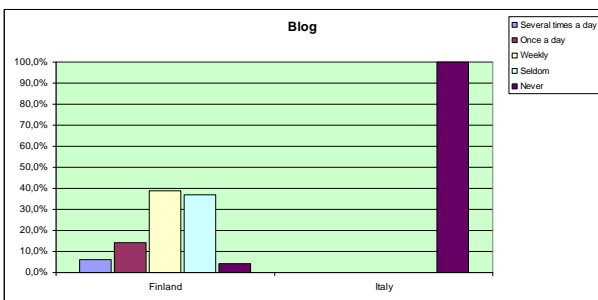
Less than 55

From 55 to 65



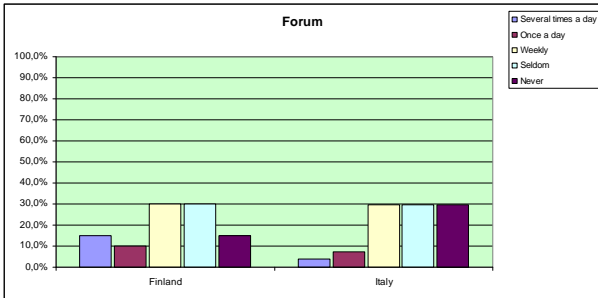
From 66 to 75

76 and over

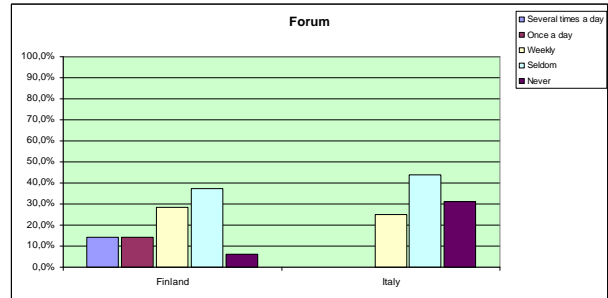


Q8c - Do you follow forums?

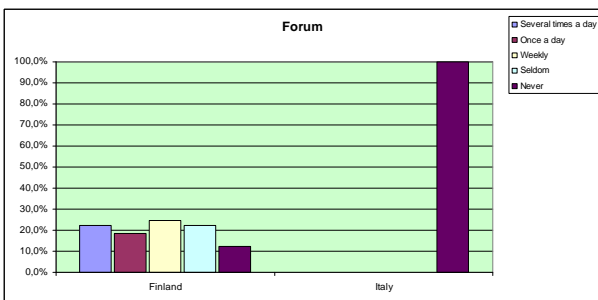
Less than 55



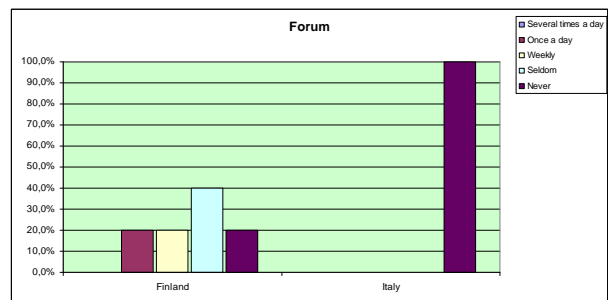
From 55 to 65



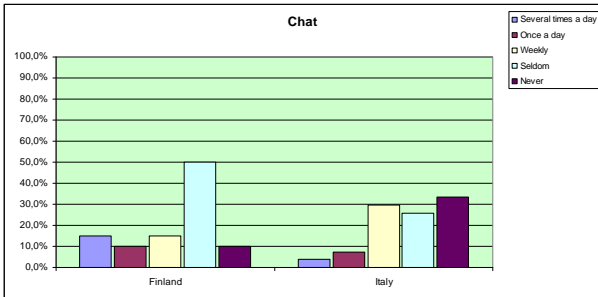
From 66 to 75



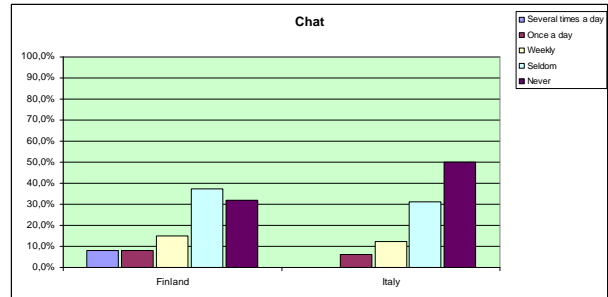
76 and over



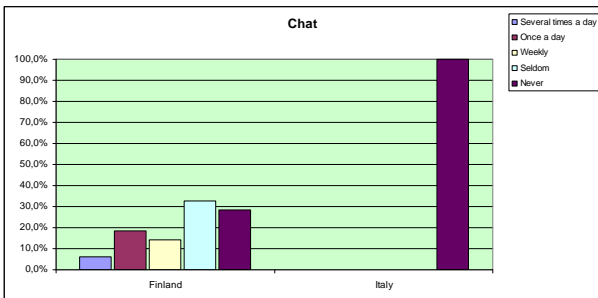
Q8d - Do you use chats?
Less than 55



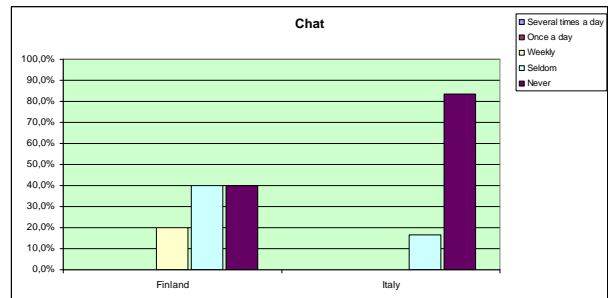
From 55 to 65



From 66 to 75



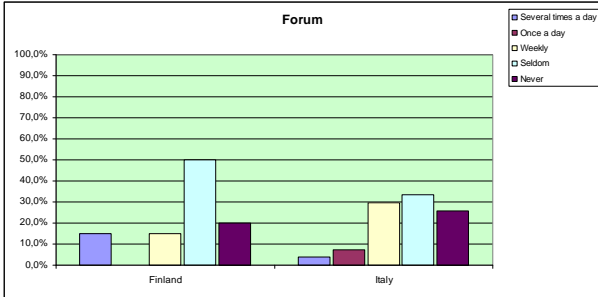
76 and over



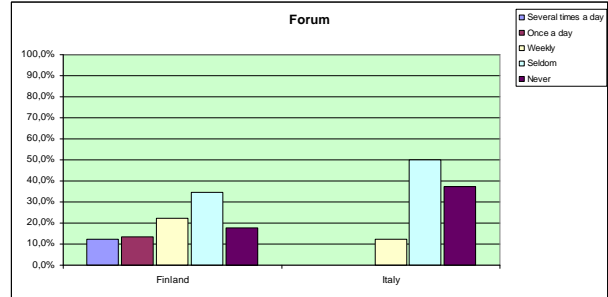
Q9 – Content production

Q9a - Do you comment contents or discussions on online forums?

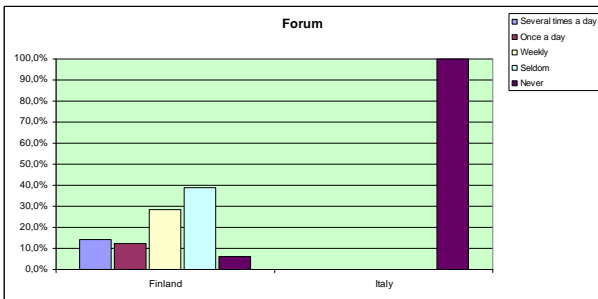
Less than 55



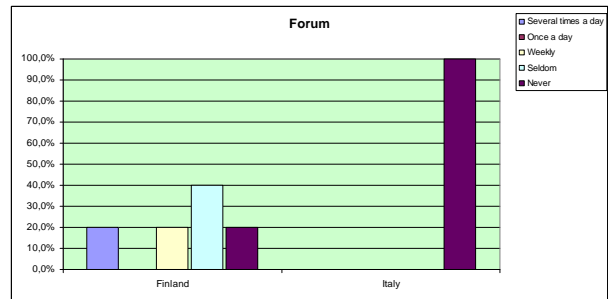
From 55 to 65



From 66 to 75



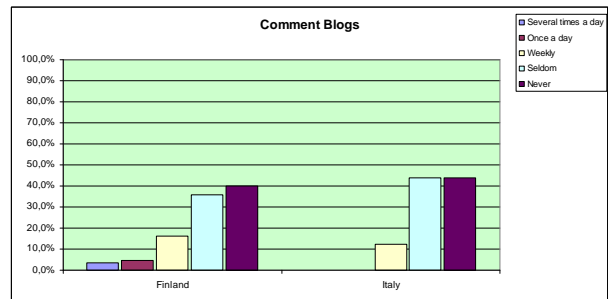
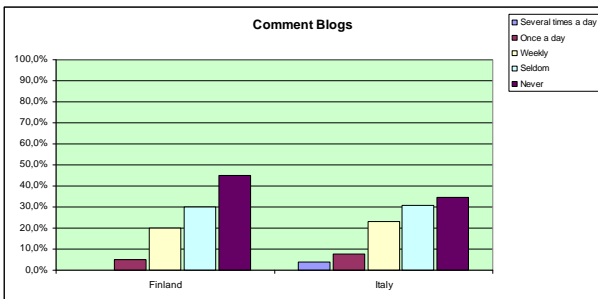
76 and over



Q9b - Do you write blogs or comment other user's blogs?

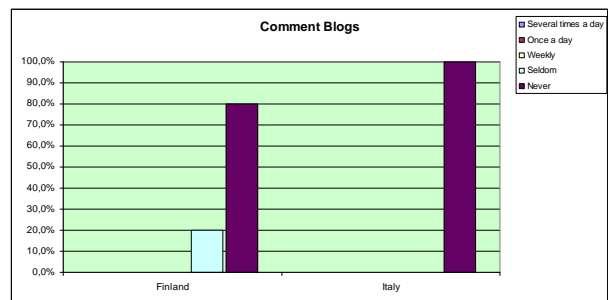
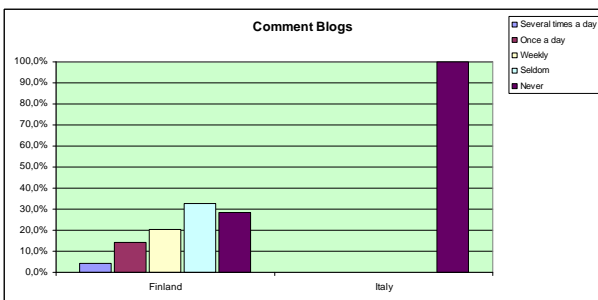
Less than 55

From 55 to 65



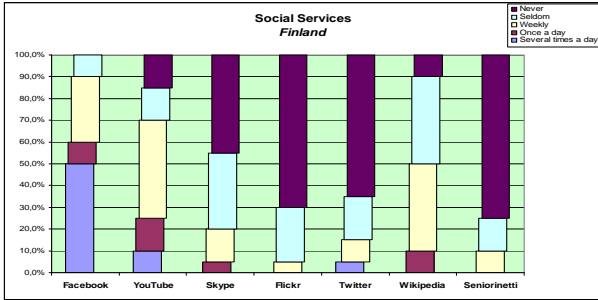
From 66 to 75

76 and over

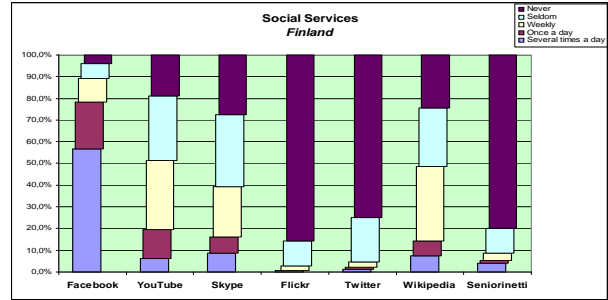


Q10 – Use of Social Services Finland

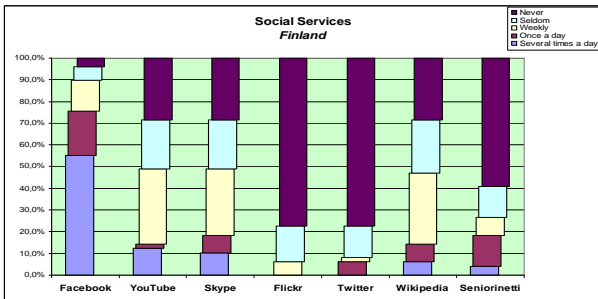
Less than 55



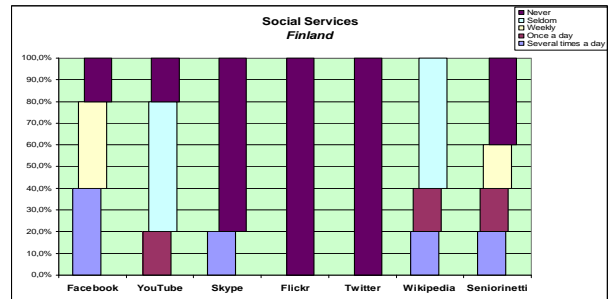
From 55 to 65



From 66 to 75



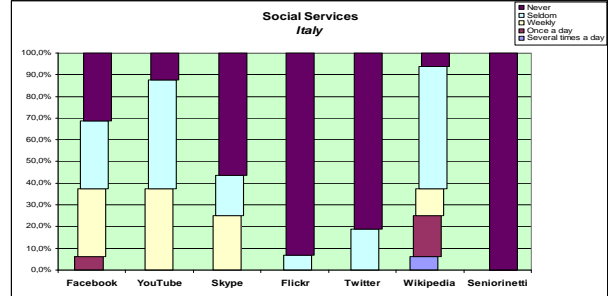
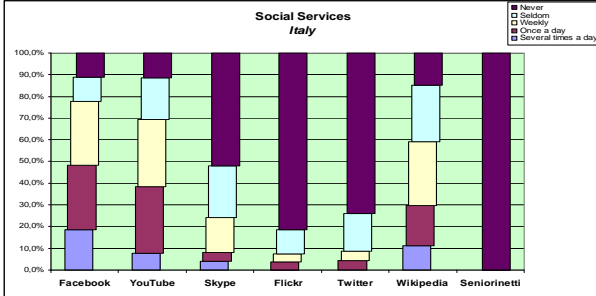
76 and over



Italy

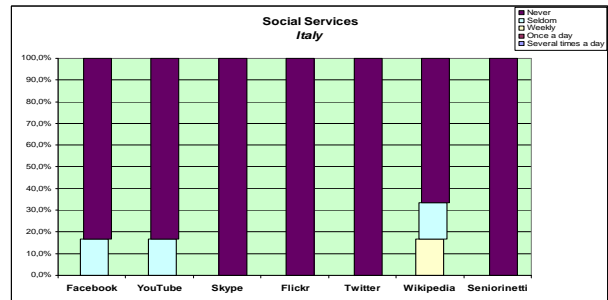
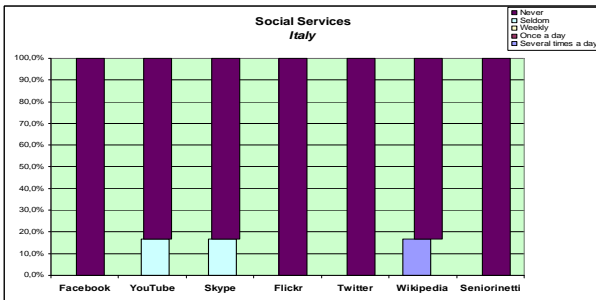
Less than 55

From 55 to 65



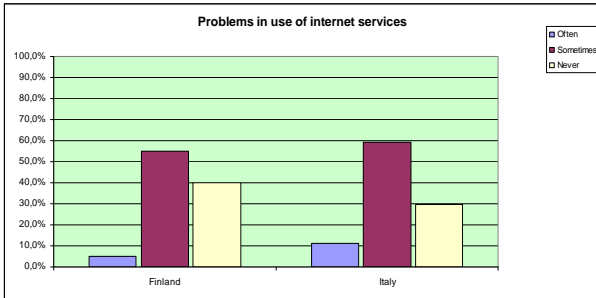
From 66 to 75

76 and over

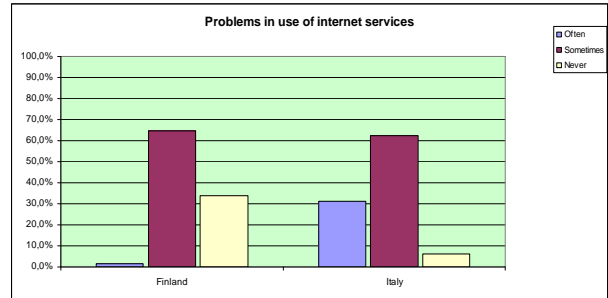


Q11 - Do you have had problems with the use of Internet services?

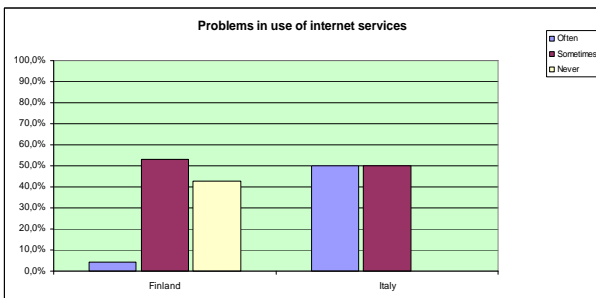
Less than 55



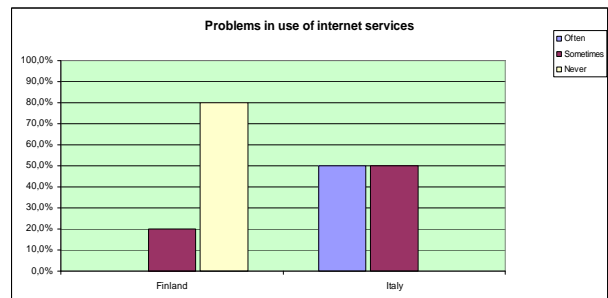
From 55 to 65



From 66 to 75



76 and over

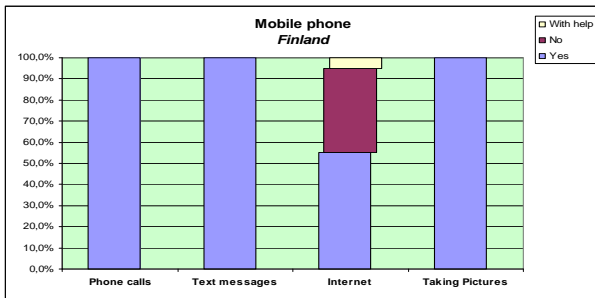


Q12 - Have you used the below-mentioned devices?

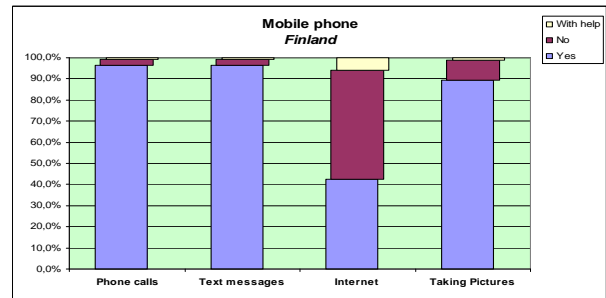
Q12a - Mobile phone

Finland

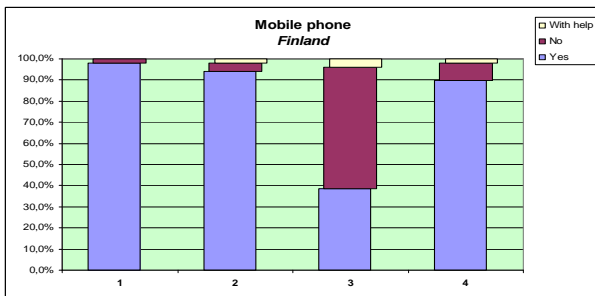
Less than 55



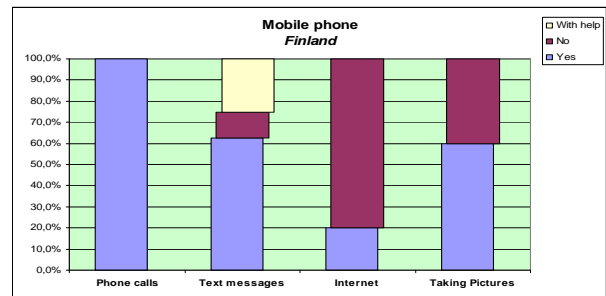
From 55 to 65



From 66 to 75

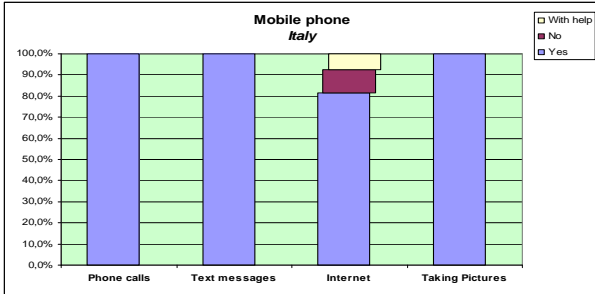


76 and over

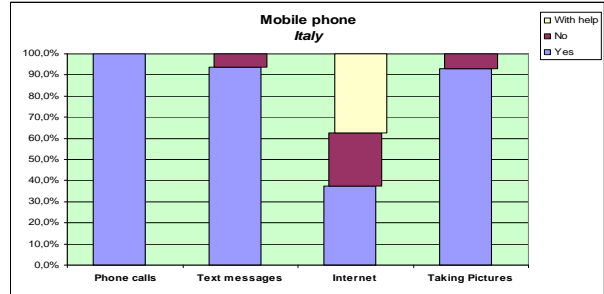


Italy

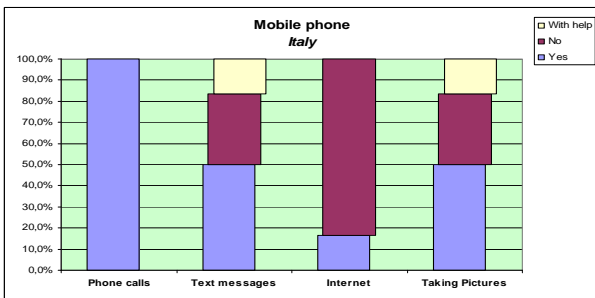
Less than 55



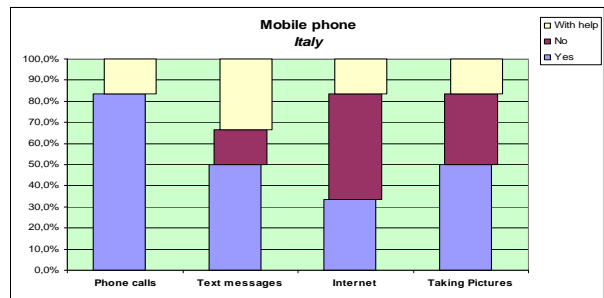
From 55 to 65



From 66 to 75

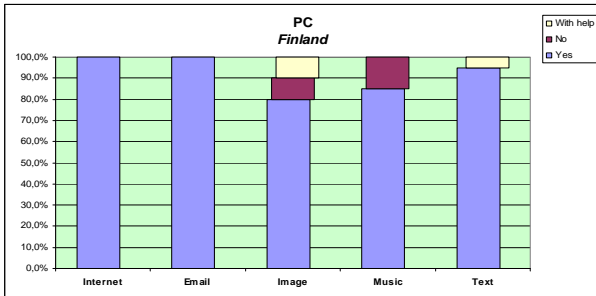


76 and over

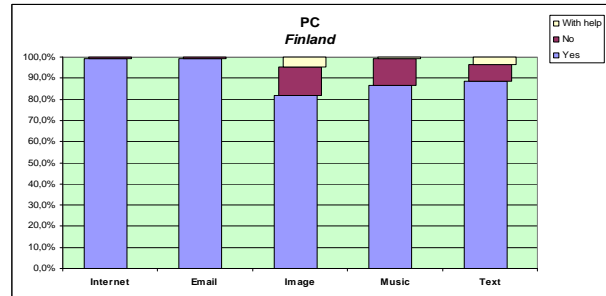


Q12b – Personal Computer
Finland

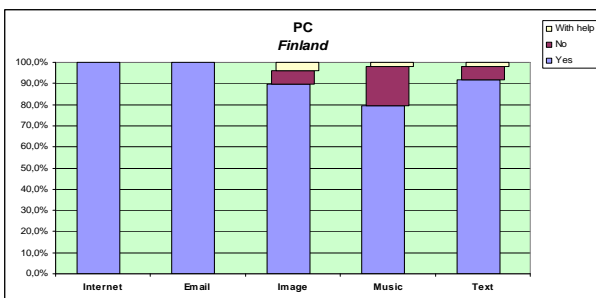
Less than 55



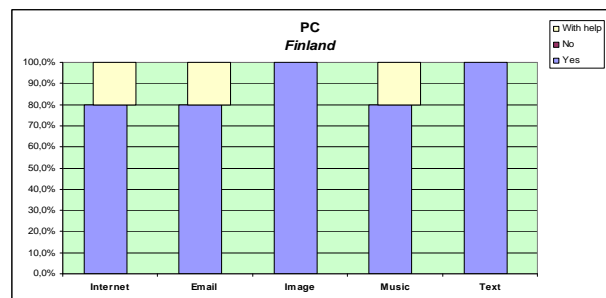
From 55 to 65



From 66 to 75

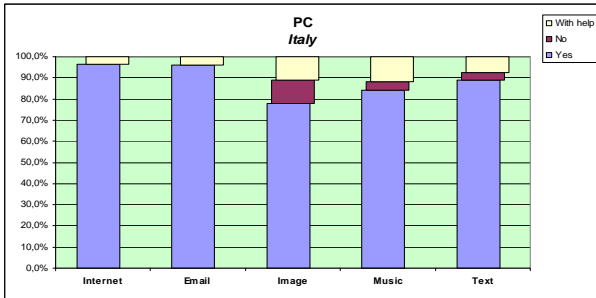


76 and over

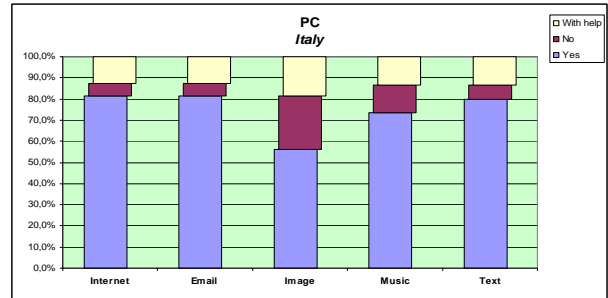


Italy

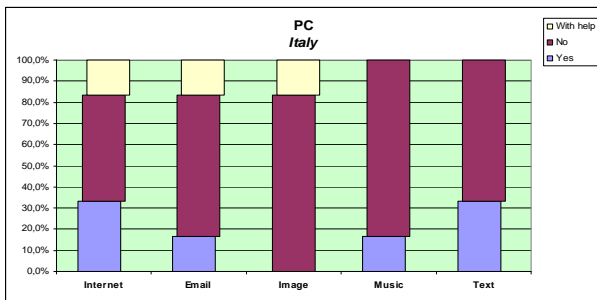
Less than 55



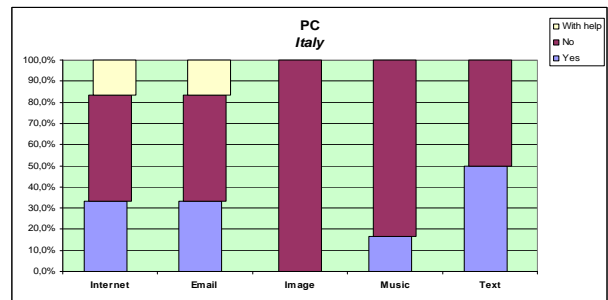
From 55 to 65



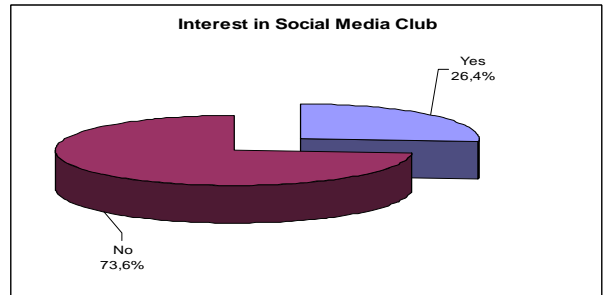
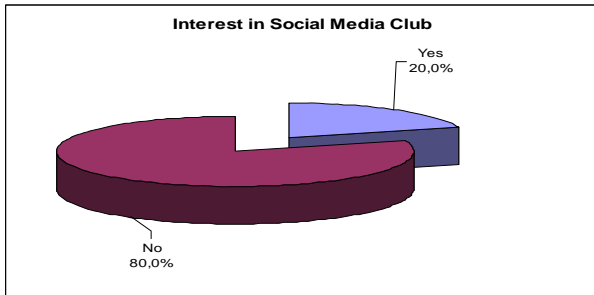
From 66 to 75



76 and over

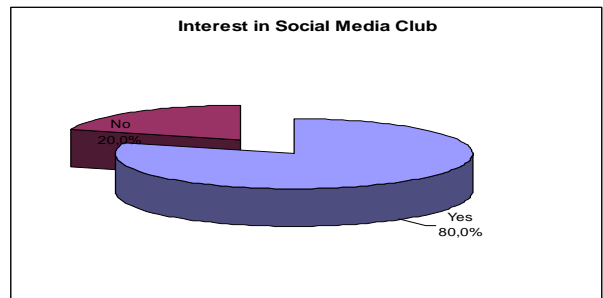
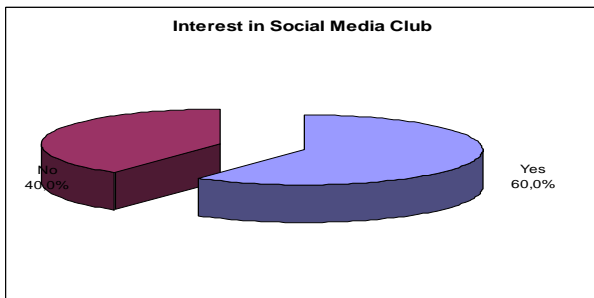


Q12c - Would you be interested in participating in social media club? (*only Finland*)
Less than 55 From 55 to 65



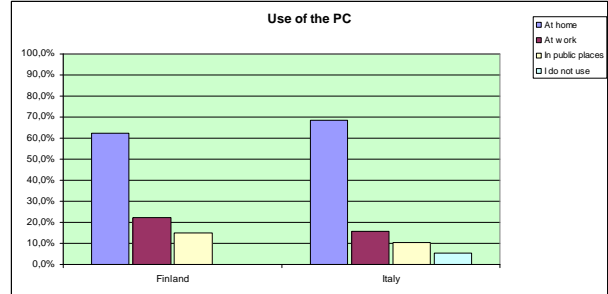
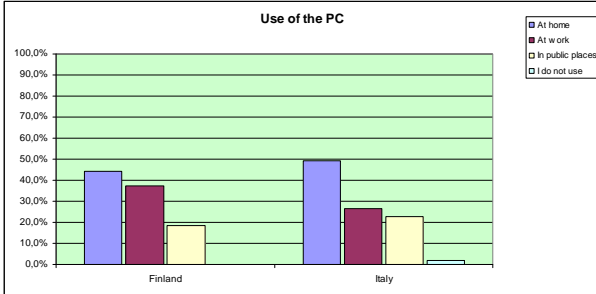
From 66 to 75

76 and over



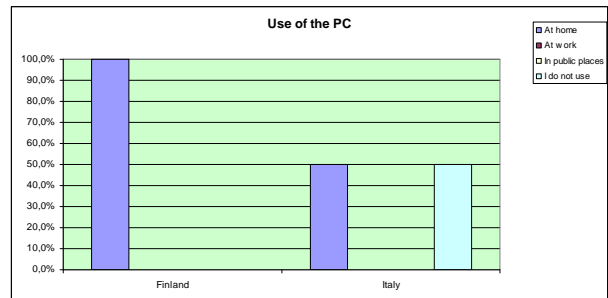
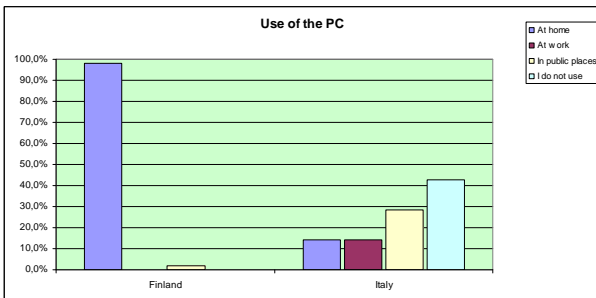
Q12d - Where do you use the PC?
Less than 55

From 55 to 65



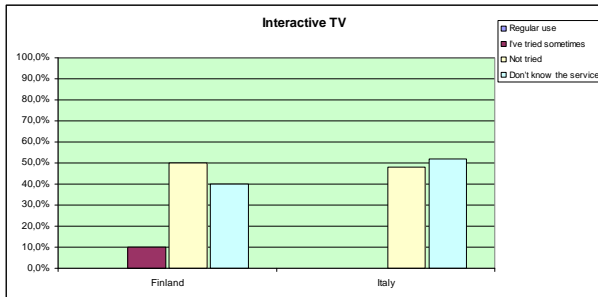
From 66 to 75

76 and over

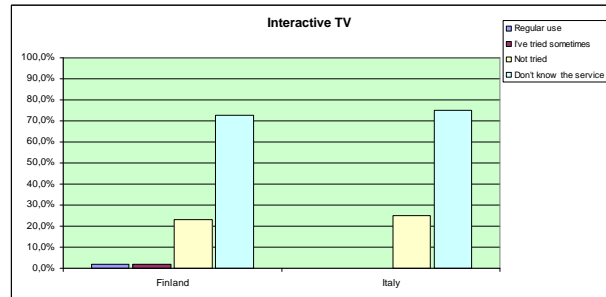


Q12e - Do you know/use Interactive TV?

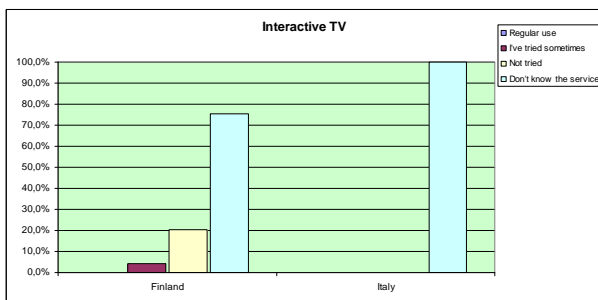
Less than 55



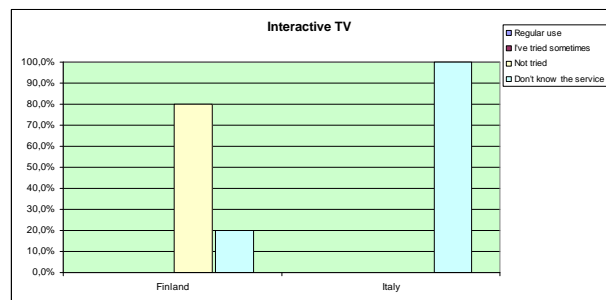
From 55 to 65



From 66 to 75



76 and over

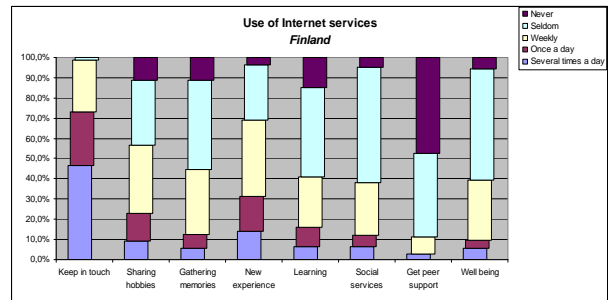


Q13 - What you are using Internet services for? Finland

Less than 55

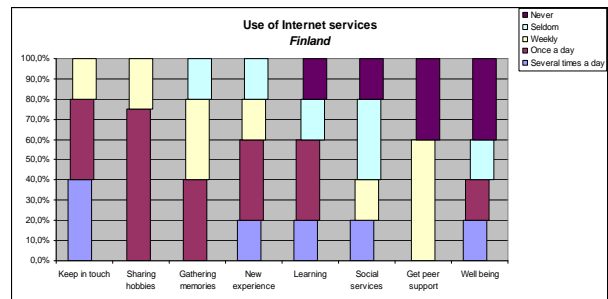
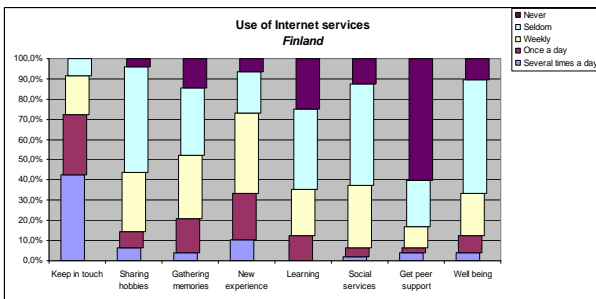
From 55 to 65

N. A.



From 66 to 75

76 and over

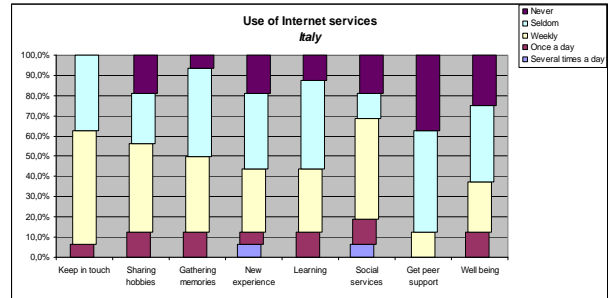


Italy

Less than 55

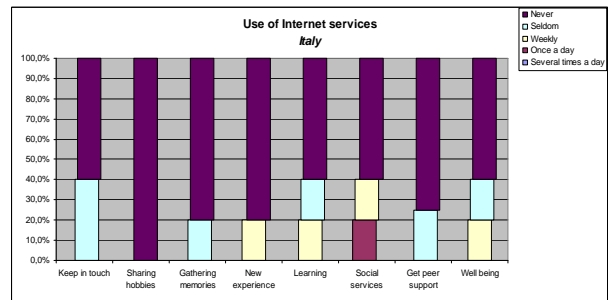
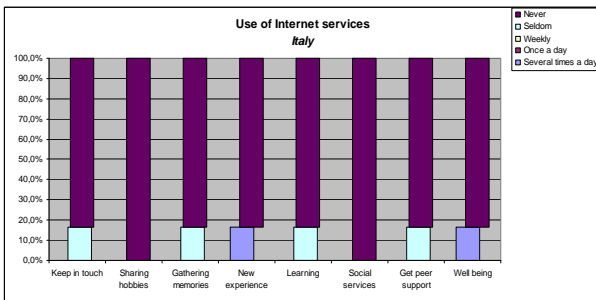
From 55 to 65

N. A.



From 66 to 75

76 and over

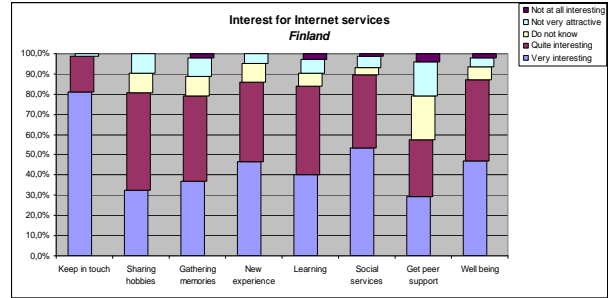


Q14a - How interesting do you see the opportunities for Internet use?
Finland

Less than 55

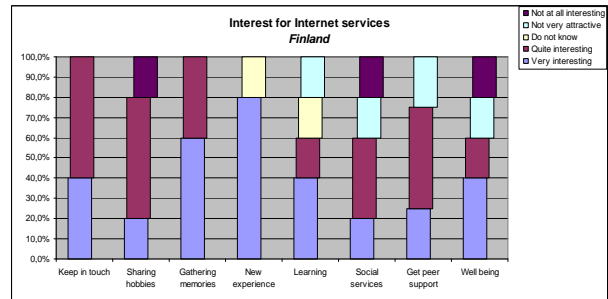
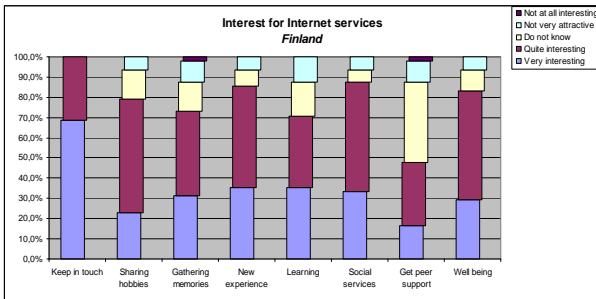
From 55 to 65

N. A.



From 66 to 75

76 and over

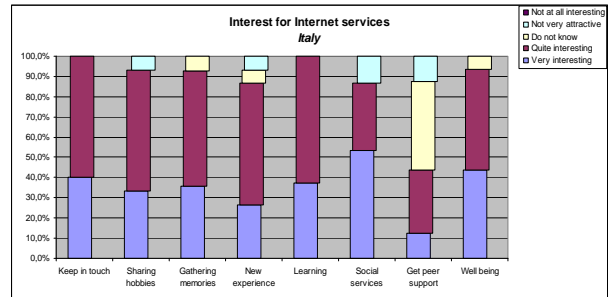


Italy

Less than 55

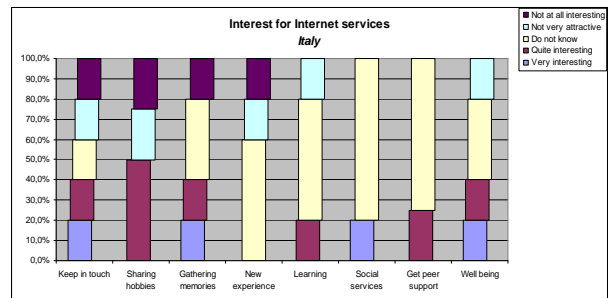
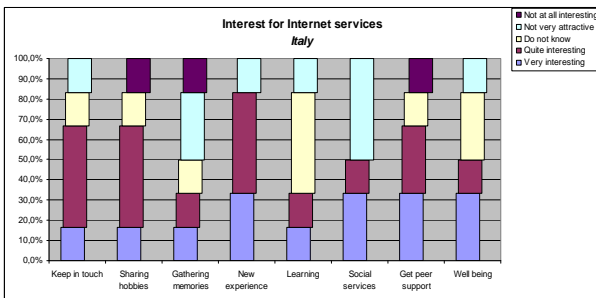
From 55 to 65

N. A.



From 66 to 75

76 and over

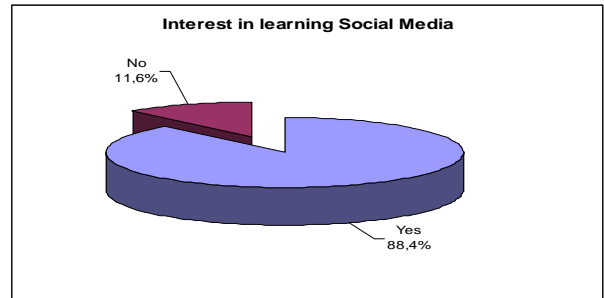


Q14b - Would you be interested to learn social media? (*only Finland*)

Less than 55

From 55 to 65

N. A.



From 66 to 75

76 and over

