

Media Release

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‘GranTechies’: the new wave of silver surfers

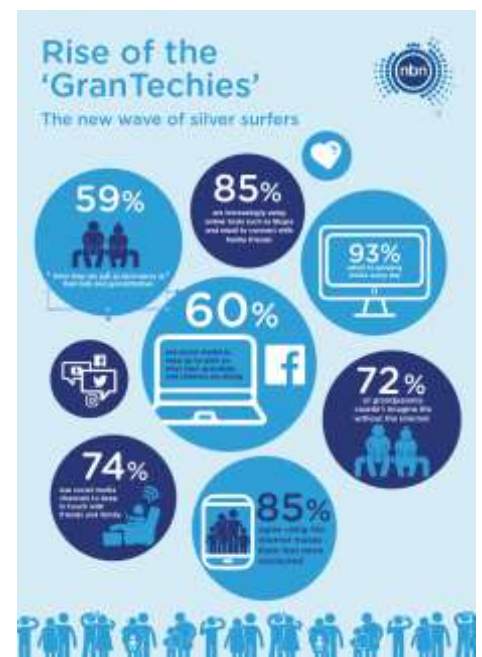
Seventy two per cent of Aussie grandparents couldn’t imagine life without the internet

Australian grandparents are now swapping their ‘knitting’ for ‘internetting’ as the explosion of smart devices and increased access to fast broadband are taking over all aspects of their lives, according to a new research report commissioned by **nbn**.

The **nbn**™ *GranTechies Report*, reveals the majority of these tech-savvy grandparents or ‘GranTechies’ couldn’t imagine their life without the internet (72 per cent) with the majority (93 per cent) admitting to jumping online every day.

Key findings include:

- **Shopping, streaming and Skyping non-stop:** Aussie grandparents are now using access to fast broadband for a range of tasks, including using email or Skype to connect with family and friends (85 per cent), online shopping (59 per cent), and downloading or streaming video and music content (24 per cent).
- **Closing the generational gap:** Silver surfers think they are just as tech-savvy as their kids and grandchildren, with almost two thirds (59 per cent) believing their generation are just as savvy as their younger counterparts.
- **Connections boost self-esteem:** Using the internet isn’t just about feeling connected or less lonely as most Aussie grandparents say that it makes them feel more educated (72 per cent) and purposeful (66 per cent).
- **Tech know-how:** Grandparents believe it’s very important that they upskill and keep up-to-date on tech trends with more than half eager to learn more through online and face-to-face tutorials (52 per cent).
- **Grandsons connect the most:** Millennial-men are leading the charge when it comes to staying in touch with their grandparents via social media with almost half (44 per cent) admitting to connecting with Nan and Pop compared with less than a third (29 per cent) of granddaughters.



Nan Bosler, President of the Australian Seniors Computer Clubs Association said:

“Gone are the days where grandparents were thought of as tech dinosaurs – this research shows senior Australians are well and truly riding the tech wave.

“With widespread access to fast broadband via the **nbn**™ network, ‘GranTechies’ are moving beyond using the internet to simply keep in contact with family and friends to become more advanced online users. We are seeing an increasing number of Aussie grandparents regularly enjoying ‘how-to’ DIY videos to brush up on their cooking and building skills, downloading and streaming movies and even starting their own interactive blogs.”



Check out the **nbn** [‘GranTechies’ blog series](#) to learn more about how Aussie grandparents are embracing technology and access to fast broadband.

There are more than 3 million homes and businesses around the country which can already connect to the **nbn**[™] network with the rollout scheduled to be complete by 2020.

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Media resources

[Click here for audio](#)

[Click for video](#)

[Click here for the GranTechies Report](#)

[Click here for the GranTechies infographic](#)

Notes to editors

References:

The **nbn**[™] *GranTechies Report* was conducted by Forethought in September 2016 and surveyed over 1,002 Australians aged 18-34 years and 55+ years.

About nbn:

- **nbn** is building a new and upgraded, fast wholesale broadband network to enable communities across Australia to access fast broadband from their retail service provider. Our goal is to connect eight million homes and businesses by 2020.
- Fast broadband like that delivered via the **nbn**[™] network can provide a range of benefits for Australians such as opportunities to work from home, access to online education tools and options for on-demand entertainment.
- End-user experience, including the speeds actually achieved over the **nbn**[™] network, depends on the technology over which services are delivered to your premises and some factors outside our control like equipment quality, software, broadband plans, signal reception and how the end-user’s service provider designs its network. Access to your work network will depend on factors outside our control like your organisation’s IT policy and infrastructure.