

Square Holes Technology Monitor 2006



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- 400 telephone interviews with Australian adults ...
 - 200 Sydney / 200 Adelaide

- 2006 study replicates 2005

The good bad and ugly of technology



- Has it made our lives better or worse? How?
- Technology usage
- 'Tech-rage'
- Technology at work

Most believe technology has made their lives easier



- 79% believe technology has made their lives better than it was 5-10 years ago
- Overall no change since 2005
- However ...
 - Sydney moved from 86% >> 75% 2006
 - Adelaide moved from 72% >> 83% 2006

The good ...



“Provides more efficient and continual communication”
[52%]

“Quick and easy access to large amounts of information”
[44%]

- Interestingly, better communication was the leading response in Sydney [61%, 43% Adelaide]; and access to large amounts of information was the top response in Adelaide [48%, 39% Sydney]

The bad ...



"You are always contactable, even when you don't want to be"
[15%]

"Society is losing personal contact"
[12%]

- Seven in ten are able to name an aspect of technology that has made their life not so good [70% 2006 - a 7% increase from the 63% in 2005]

The ugly ...



- Four in ten regularly experience 'tech rage' from having technology problems from using computers, mobile phones or other forms of technology [37%]
 - Adelaide: 44% suffer tech rage
 - Sydney: 31% suffer tech rage
- This is largely from mobiles [27% of sufferers]; the web [14%]; or email [11%]

Tech rage in the office



- Evidence that work 'office' tech rage from computer problems is decreasing ...
 - 28% 2005 ↓ 17% 2006
Adel: 27% ↓ 21%
Syd: 29% ↓ 11%

[more about workers later]

Adoption of technology



- Mobiles, free to air digital TV and MP3 player usage has increased – especially in Adelaide

Used over the past week ...

- **Mobile phone**
79% 2005 ↑ 85% 2006
Adel: 76% ↑ 89%
Syd: 82% ↔ 82%
- **Free to air digital TV**
21% 2005 ↑ 31% 2006
Adel: 19% ↑ 35%
Syd: 22% ↑ 28%
- **Portable MP3 player**
13% 2005 ↑ 22% 2006
Adel: 7% ↑ 25%
Syd: 18% ↔ 19%

Adoption of technology



□ Used over the past week ...

■ Email

66% 2005 ↑ 70% 2006

Adel: 72% ↔ 73%

Syd: 60% ↑ 67%

■ World Wide Web

65% 2005 ↔ 66% 2006

Adel: 71% ↔ 71%

Syd: 60% ↔ 62%

■ DVD

67% 2005 ↑ 72% 2006

Adel: 64% ↑ 80%

Syd: 70% ↓ 64%

■ Digital camera

40% 2005 ↑ 45% 2006

Adel: 32% ↑ 47%

Syd: 46% ↓ 43%

Adoption of new tech services



□ Use ...

■ **Bill paying phone/net**

69% 2005 ⇔ 69% 2006
Adel: 63% ↑ 71%
Syd: 74% ↓ 67%

■ **Internet banking**

53% 2005 ⇔ 53% 2006
Adel: 50% ↑ 58%
Syd: 55% ↓ 47%

■ **Phone banking**

31% 2005 ⇔ 31% 2006
Adel: 39% ↑ 44%
Syd: 43% ↓ 38%

■ **Internet shopping**

23% 2005 ⇔ 24% 2006
Adel: 17% ↑ 28%
Syd: 29% ↓ 20%

Technology at work



□ Small increases in computer problems in the workplace

- Spam emails
35% 2005 ↑ 38% 2006
[28 on average per week]
- Crashes
20% 2005 ↑ 29% 2006
[1 on ave]
- Emails not being received
21% 2005 ↑ 25% 2006
[0.5 on ave]
- Difficulty understanding computer package
10% 2005 ↑ 14% 2006
[0.3 on ave]

Technology at work



The good ...

“Increased efficiency and productivity” [48%]

“Quick and easy access to information” [47%]

“More efficient and continual communication with work colleagues” [40%]

Technology at work



The bad ...

- Two-thirds believe technology has made their work more difficult or frustrating in some way

“Computer problems and crashes”
[23%]

“Added pressure to be more efficient and technology savvy”
[12%]

Summary



- Most believe technology has, all-in-all, made their lives better than 5 to 10 years ago ... ease of communication and information access were noted
- However, technology has its downside ... seven in ten believe it has made their life not good in some way ... always contactable and society becoming disconnected were the main downsides
- 'Tech-rage' is significant for general consumers, especially from mobile phones [higher in Adelaide], although evidence that work related computer tech rage is decreasing. Are we becoming more accepting at work?
- Use of mobile phones, free to air digital TV and portable MP3 players is increasing – especially in Adelaide
- No notable change in usage of phone/net bill paying; Internet banking; phone banking; and Internet shopping. Although Adelaide usage does appear to be increasing while Sydney is decreasing
- Spam emails are the major workplace problem ... workers receive 28 on average per week

Closing thoughts



- Will tech rage increase?
- Or, will we just become more accepting of the positive and negative sides of technology?
- Is Sydney starting to switch-off from technology?
- Is Adelaide's high level of tech-rage related to a rapid increase in technology usage in recent years?
- What are the emerging opportunities - increase in mobile MP3 players, mobile phones and digital TV- and how can corporate and government take advantage of them?
- Has usage of technology related services flattened?
- How can usage of Internet shopping and other technology services be increased?
- How are consumers dealing with the rise of email spam?





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