

Technology and the Over-55s - UK - July 2011

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"Compared to the younger generation, the over-55s are more likely to use technology as a functional tool rather than a source of recreation. This bias may have put older consumers off buying new technology products that, despite being primarily associated with entertainment, can also contribute practical benefits to their everyday lives, from smartphones and apps that can save them money on the high street to video games that encourage regular exercise. Education will be the key to getting more over-55s to adopt these gadgets."

– Cecilia Liao, Senior Technology Analyst

In this report we answer the key questions:

- What is the most sought-after technology among over-55s?
- How can advertisers more effectively market technology products to the over-55s?
- What do over-55s want from technology products?
- How can technology improve the wellbeing of the over 55s?

Definition

In this report focused on technology usage among the over-55s, the term "older consumers" has been used to describe the over-55s, as opposed to "younger consumers" which refers to the under-55s.

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