

Technology and the Over-55s - UK - January 2013

Report Price: £1750 / \$2834 / €2204

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



'It is clear that as an age group, the priorities and requirements of the over-55s are different to that of younger consumers, with service and usability trumping more aesthetic concerns.

Brands may not see seniors as their most profitable group, but products and messages tailored towards this sector could be highly rewarding, especially in product categories that are still evolving'.

- Paul Davies, Senior Technology Analyst

In this report we answer the key questions:

- **Why are smartphones far less popular with seniors?**
- **How can brands better engage with over-55s through advertising?**
- **Will the perceived decline in the standard of TV programming among seniors affect their purchasing of home entertainment?**
- **Would the closure of electrical stores cause a decline in technology purchasing among the over-55s?**

This analysis into technology and the over-55s has found that, on the whole, seniors are less likely to own the majority of modern devices. When purchasing gadgets they are likely to base decisions on word-of-mouth advice, as well as through visits to bricks and mortar stores. Generally they care most about the practicalities of a technology product, such as how easy it is to use.

This report examines what devices the over-55s own, including home entertainment, computers, mobiles and other portable devices, as well as which devices they are looking to purchase within the next three months.

The report also analyses what influences the purchasing decisions of the over-55s, how they prefer to conduct their research and purchasing journey as well as what behaviours and attitudes towards technology they exhibit.

Whilst generally seniors have fewer technology products and as a group know less about technology in comparison to younger generations, there are clearly varying levels of tech-savviness across this age sector. As a result, recommendations within this report take into account that there is no one-size-fits-all strategy for seniors, as is the case with any key demographic.

Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to **oxygen@mintel.com** or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100