

Technology Habits of Over-55s: Inc Impact of COVID-19 - UK - November 2020

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This report looks at the following areas:

- The impact of COVID-19 on the technology habits of the over-55s.
- Innovations targeted at, or likely to particularly appeal to, the over-55s.
- Key factors driving the market for take-up of technology goods and services for the over-55s and predictions as to next growth categories in the technology sector for this group.
- Over-55s' technology ownership, activities and use of emerging technologies.
- Attitudes and behaviours of the over-55s, including how they decide to make and evaluate technology purchases.

Just 9% of all over-55s say that 'technology advertising represents people like me'. For this generation, not seeing representation of themselves in the media or in advertising campaigns can mean they feel undervalued by the brands involved, despite being technologically engaged, financially stable and looking for ways for technology to add value in all parts of their lives.

COVID-19 has increased engagement among this generation in areas such as online shopping and virtual communication. Consumers' confidence to go digital first will mean in some cases business models will fundamentally change, with physical stores playing a supporting role to enhance digital offerings.

Some 68% of over-55s say that it is hard to keep up with the pace of technological progress, and 62% also say that trying new technology can be daunting, creating barriers to uptake and perception of the role of technology more broadly. 2020 has been as much about a 'needs must' approach to technology for this generation, however, having tried such actions out of necessity this can have the knock-on effect of helping to build confidence to use technologies in other parts of their lives.

More relatable marketing and focus on the value technology can bring to the over-55s' working and social lives will create strong opportunities for brands to



"The impact of COVID has accelerated tech adoption and habits for some of the over-55s, many of whom have tried services such as video calling for the first time. Additionally, social distancing and shielding measures have meant a reliance on online grocery shopping and other online retail products such as household electronics."

– Joe Birch, Consumer Technology Analyst

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tap into this valuable segment. Focusing on pre- and post-sales customer support, with particular prominence on digital safety and security, can help brands and retailers foster long-term and meaningful relationships with the over-55s.

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