

Lifestyles of the Over-55s: Inc Impact of COVID-19 - UK - January 2021

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This report looks at the following areas:

The COVID-19 pandemic has accelerated the senior population's already growing engagement with technology. Areas such as online shopping and virtual communication became crucial during 2020 due to social distancing measures, particularly as much of the upper end of this age group were forced to shield. These behaviours persisted across the year, and returned to the fore in 2021 as the new lockdown measures were introduced.

Whilst many of these behaviours are expected to continue during the next normal, brands can focus their marketing on the value technology can bring to the over-55s' lives both socially and on a day-to-day basis, thus prolonging and bolstering the strong opportunities COVID-19 has created for tech to tap into this valuable segment.

Given that 89% of deaths involving COVID-19 in England were among the over-65s, the need to engage with the over-55s regarding their health has arguably never been stronger. Much of this age group's heightened vulnerability to the virus stems from their being more likely to have pre-existing health conditions, causing complications when the virus is contracted.

It is clear that more can be done to engage the wider senior demographic on the importance of healthy living and making changes to their lifestyle that could significantly improve their quality of life and their ability to better fight off not just the coronavirus, but any future illnesses.

Key issues covered in this Report

- The impact of COVID-19 on the over-55s.
- Health and lifestyle concerns of the over-55s.
- The over-55s' views on friendship.
- Finances of the over-55s.
- The over-55s and pre-COVID lifestyles.
- Technology activities of the over-55s.



"With vulnerability to the coronavirus increasing alongside age, Britain's over-55s have been consistently among the most anxious about being exposed to the coronavirus, driving widespread cautious behaviours among the cohort."

– Katie Martin, Research Analyst

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