

# age of majority

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## Pandemic Effects Entertainment



### Post COVID-19 Entertainment

Across the board, older adults contribute the highest percentage of their annual spending to entertainment activities compared to younger generations ([SmartAsset](#)). Inevitably, the outbreak of COVID-19 has altered the way all generations engage in entertainment activities, with the closure of theatres, cinemas, and venues.

How quickly have Active Agers adapted to new forms of virtual entertainment? When will older adults feel comfortable returning to in-person entertainment venues, like restaurants and theatres? What features will help them feel safe? These questions and more are explored in our research.

*Pandemic Effects is an eight-part series looking at the ways in which the COVID-19 pandemic will affect the lives and habits of adults 55+.*

#### Survey methodology

An average of 400 U.S. and Canadian residents participated in eight online surveys fielded between June 10 and July 28, 2020. Respondents were all members of Revolution55, an online insights community of Age of Majority.

### While the pandemic caused a dip in entertainment activities outside of the home, adults 55+ have every intention of returning.

- Before COVID-19, 96% of adults 55+ spent money on out-of-home entertainment activities (i.e. theatre, restaurants, bars, museums). During the height of the pandemic, this spending dropped to 54%.
- Once it is deemed safe to do so, 92% of adults 55+ project that they will spend money on entertainment activities once again.



### When they return, they expect a few things.

- Out of a variety of possible safety features applicable to entertainment venues, adults 55+ identified mandatory audience masks, mandatory seat distancing/limited audience size, and enhanced cleaning between shows/viewings as their top priorities.



Mandatory masks



Seat distancing



Enhanced cleaning

## Outdoor activities are the most comfortable...

- Out of a variety of different venues and activity options, adults 55+ will feel the most comfortable returning to outdoor markets (49%), restaurants (39%), and outdoor concerts (34%) – but only when it is deemed safe to do so by the government.

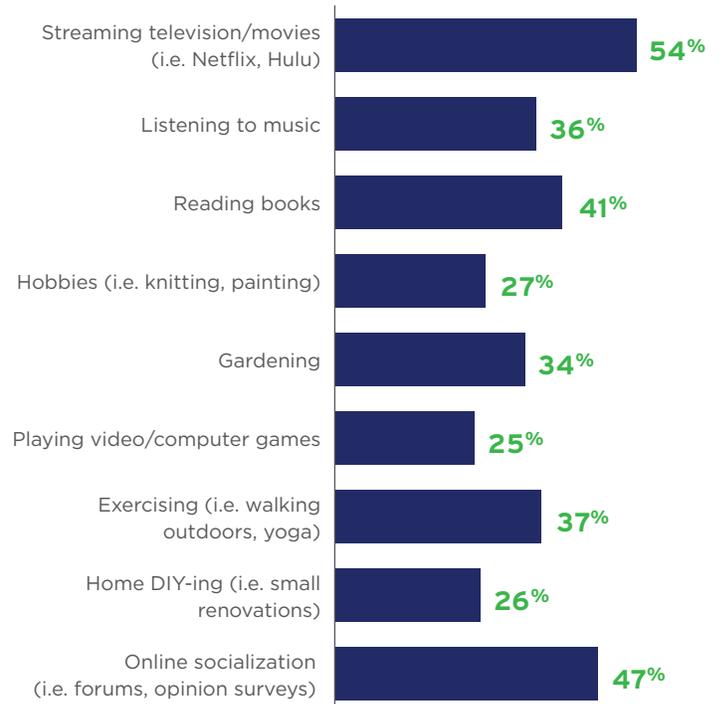
## ...and they plan on returning to those almost immediately.

- Outdoor markets will be popular, with 24% of adults 55+ returning immediately one it is deemed safe, and an additional 22% returning in the month post-approval. The same goes with restaurants – 22% of adults 55+ will return immediately when it is deemed safe, and an additional 22% will return in the month post-approval.

## Entertainment technology has enjoyed a massive boost in popularity.

- Over half of respondents stated that they spent more time streaming television/movies than before the pandemic, and nearly half of respondents spent more time on online socialization platforms (i.e. forums, opinion surveys).

During the pandemic, which of the following did you spend more time doing than before the pandemic?



## What does it all mean?

There is no denying that this has been a scary time for restaurants, cinemas, theatres, and entertainment venues alike. As regional re-openings begin at staggered rates, businesses need to understand that older adults are still very much interested in entertainment activities, yet they have unique concerns.

During the pandemic, Active Agers have been adopting entertainment technology at a rapid pace, finding ways to pass the time and engage themselves using online and mobile platforms. Now more than ever, they are comfortable adapting to new forms of entertainment technology and will continue to do so in the future.

However, recognizing that Active Agers want to make an eventual return to entertainment venues (with certain safety measures in place) is key in capturing their future business and instilling a sense of trust and safety.



Visit [ageofmajority.com](https://ageofmajority.com) to subscribe to our email list and receive all of the Pandemic Effects white papers, as well as our regular updates.

## About Age of Majority and Revolution55

Age of Majority is a strategic marketing consultancy that identifies, sizes and capitalizes on opportunities to deliver better products, services and experiences to Active Aging consumers. Powered by our highly engaged online community of Active Agers, Revolution55, we deliver actionable consumer insights and decisive recommendations that lead to executable solutions. Let us put our community to work for your brand or company.



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