

Pandemic Effects Working & Volunteering

Post COVID-19 Working & Volunteering

Working and volunteering are highly significant components of the lives of adults 55+. Many adults are continuing to work well into so-called retirement years, are returning to the workforce, starting their own businesses and embracing volunteer roles. So, has the COVID-19 pandemic altered their working and volunteering habits and interests? How have they adapted to the need for remote working? Will they continue doing volunteer work and have their motivations for doing so changed? We explore these and other key questions in our research findings below.

Older adults had a strong presence in the workforce before the pandemic.

- 42% of respondents were working in either a full-time or part-time capacity before the outbreak of COVID-19.

Most adults were working out-of-home before the pandemic...

- Of those working before the pandemic, 68% worked outside of the home (i.e. in an office, at a worksite, in a clinic, at a school).
- In contrast, only 17% worked remotely, while 15% combined out-of-home and at-home working.

...But they made a smooth transition to working from home.

- Overall respondents felt extremely positive about working at home with 40% saying they "like it a lot", versus just 4% who stated that they "disliked it a lot".
- Of those who worked out-of-home before the pandemic, 58% indicated that they did not miss anything about working in an office/workplace setting.

The pandemic has sparked additional interest in working.

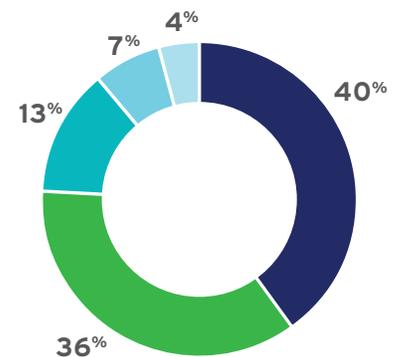
- Of those who were not employed before the pandemic, 37% indicated that they would consider entering the workforce in a post-COVID world.
- The opportunity to make money and to be productive and active were top reasons given by respondents for returning to the workforce.
- Non-profit, business services, and customer service are the sectors that interest adults 55+ the most when thinking about entering the workforce after the pandemic.

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.

How would you evaluate your experience of working from home?



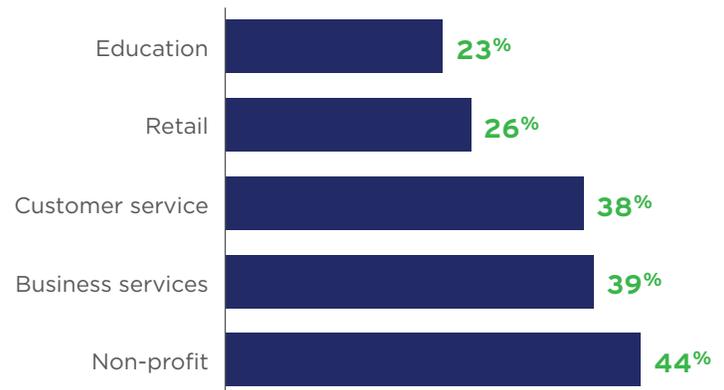
Volunteer work took a hit during COVID-19, but is projected to return stronger than before.

- Before the pandemic, 42% of adults 55+ participated in volunteer work at least once a week; during the height of the pandemic, that number dipped to just 21%, which could still be considered impressive given the limitations.
- After the pandemic, 46% of adults 55+ plan on volunteering at least once a week - a 4% increase over pre-pandemic practices.
- Out of a multitude of reasons for pursuing volunteer work, "making a difference" was the top motivation for respondents.

Certain areas of volunteer work will see a marked increase in popularity with adults 55+, including virtual opportunities.

- When asked about areas of volunteer work that would interest them in a post-COVID-19 world, respondents identified the environment, animals, education and literacy, and arts and culture as those they would consider the most.
- 64% of adults 55+ are interested in pursuing virtual volunteer work, while 4% already participate in it.

Which sectors would interest you if you entered the workforce post COVID-19?



46% of adults 55+ plan on volunteering at least once a week

What does it all mean?

With increased interest in working and staying active longer, it is no surprise that the COVID-19 pandemic would influence the involvement of adults 55+ in the workforce and in community organizations. However, many of the changes resulting from this difficult time may be positive ones.

This pandemic has shown the adaptability of the older population, with their widespread acceptance of and ability to quickly adopt a work from home model. It has also sparked the interest of many older adults joining or re-entering the workforce after the pandemic is over.

Looking towards the future, interest in volunteer work is poised to see an increase in areas like virtual opportunities and non-profits. Making a difference and giving back are core motivators that have become even stronger with adults 55+ in light of the pandemic.

Overall, there is an opportunity for employers and organizations who value the experience, skills and interest of the older population who are looking to explore passions, to pursue new skills and to be active contributors to their communities.

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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.



Jeff Weiss

President and CEO
(Chief Evangelist Officer)
jeff@ageofmajority.com

1.888.544.4561
www.ageofmajority.com