

Streaming services booming with over-65s in pandemic, new Deloitte survey finds

The pandemic and its resulting [lockdowns](#) have meant we all spent more time on the sofa than planned.

Video streaming [services](#) such as [Netflix](#) and Amazon Prime have benefited, signing up millions of new [customers](#).

And a new [survey](#) from Big Four firm [Deloitte](#), released on Tuesday, revealed that 57% of Britons aged 65-75 now have a login to a video streaming subscription, up from 36% of those in the age bracket in 2020.

The Deloitte's Digital Consumer Trends, which the firm has been carrying out for over a decade, found that the over-60s are half as likely on average to have cancelled a subscription – indicating they are a valuable consumer group to have on board.

Younger consumers are more likely to flit between platforms and change allegiances, reports have suggested.

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Deloitte's Helen Rees said: "Streaming subscription growth is slowing among every age group other than those aged over 65, offering a new and loyal audience for platforms to target.

"This should be a clear focus for streaming platforms in the year ahead as they look to set themselves apart in a crowded market. Platforms that invest in quality content and stories that strike a chord with older audiences will reap the rewards."

Across the age groups, a total of 76% of those surveyed said they have access to a video-on-demand service today, up from 65% in 2020.

Around two-thirds of subscribers said they have access to more than one service, with the average subscriber having access to 2.24 platforms.

The survey also found a record 19.2 million devices were bought by Britons in the year to July – more than double the number bought in the year to May 2020 – with wearable tech seeing the sharpest rise.

Around 40% of people surveyed said they now have access to a smartwatch or fitness band, up from 31% in the prior year. Nearly a quarter said they now have a smart watch.