

MEDICARE MARKETING INSIGHTS

Senior Media Preferences

2018 Media Habits Study



media logic®



Media Logic recently surveyed more than **400 men and women** aged 64 and older on their media habits.

The media habits and preferences of seniors are ever changing. To optimize marketing budgets targeting this segment, it's critical to keep tabs on the current trends. In our latest survey, we sought to understand the media usage habits of seniors, including where and how often they access and consume media for news, entertainment, and everyday needs.

Survey questions included:



Which types of media do you use the most in a typical day?
What is your preferred source for news?
What media do you prefer for entertainment?



What services do you use the most to view media?

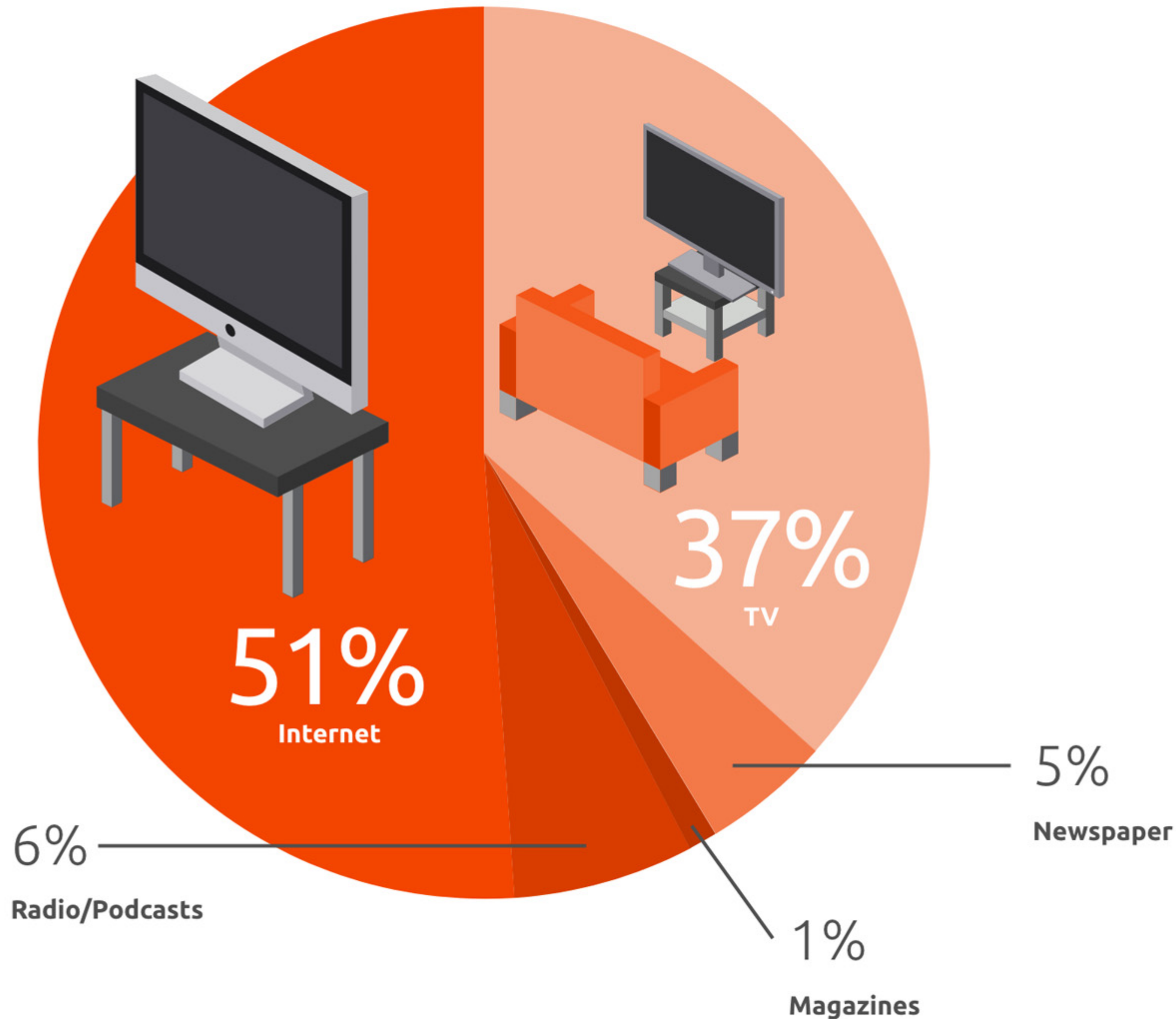


On what devices do you view the most media?

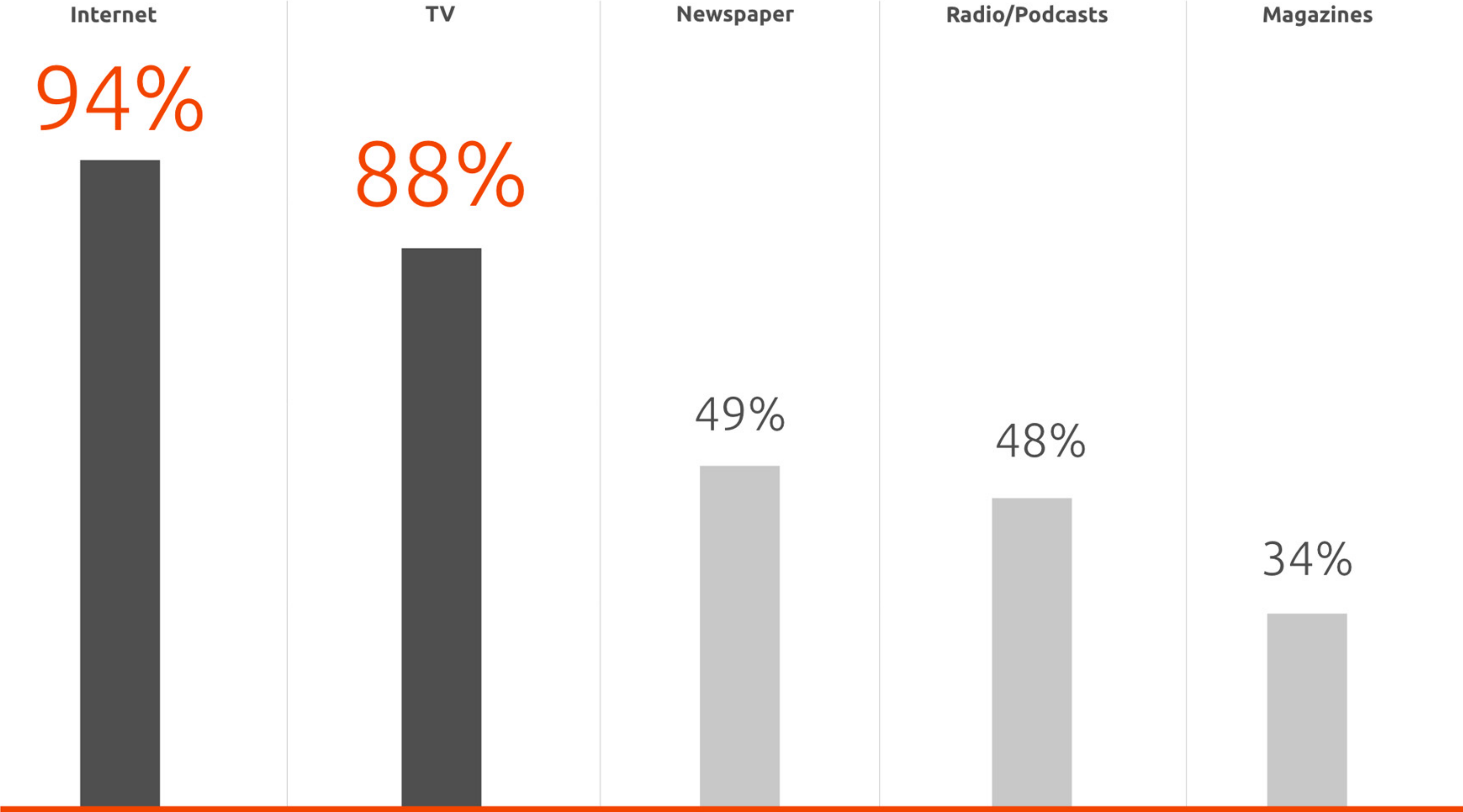


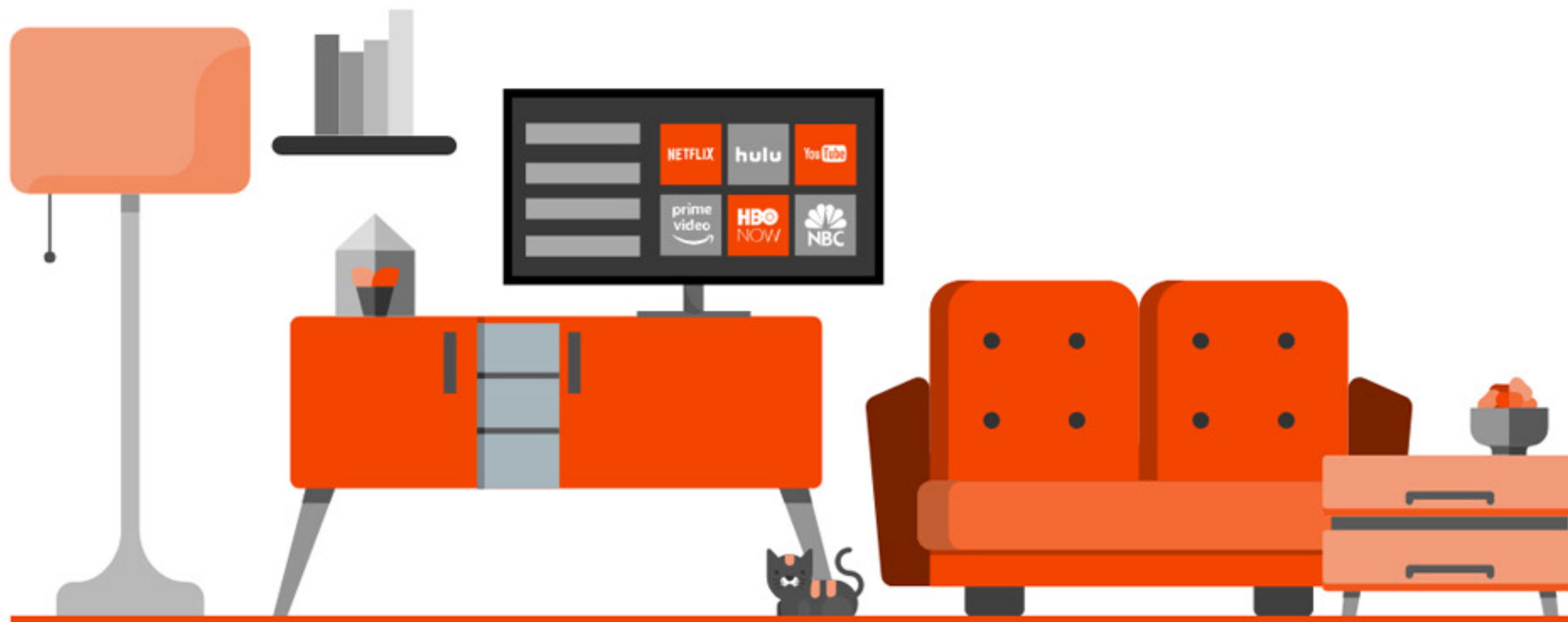
Insights from this study can be used to **optimize Medicare marketing channel selection and targeting** for both New-to-Medicare and Annual Enrollment Period (AEP) prospects.

On a typical day, the majority of seniors spend their media time **using the Internet** followed by **watching TV**.



And, the majority of seniors use the Internet and TV every day.





TV

TV remains the number one source for entertainment and news



Entertainment

72%

of seniors say that watching TV is their favorite source of entertainment.



News

46%

of seniors prefer getting the news by watching TV, followed by the Internet at 29%.



TREND TO WATCH: More than 25% of seniors are using a streaming TV service (as compared to 57% of all Americans*).

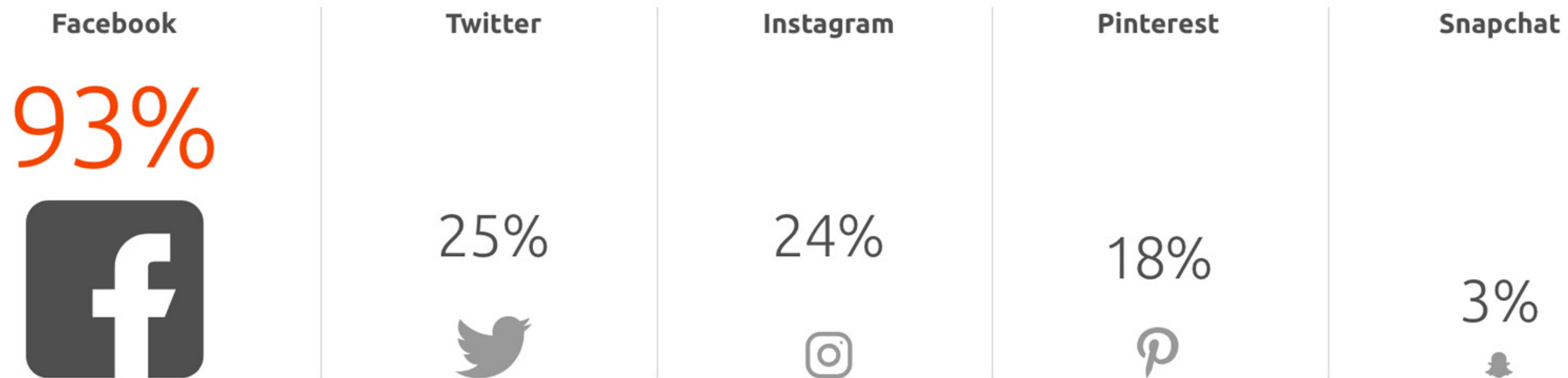
*Source: 2018 CNBC All-American Economic Survey



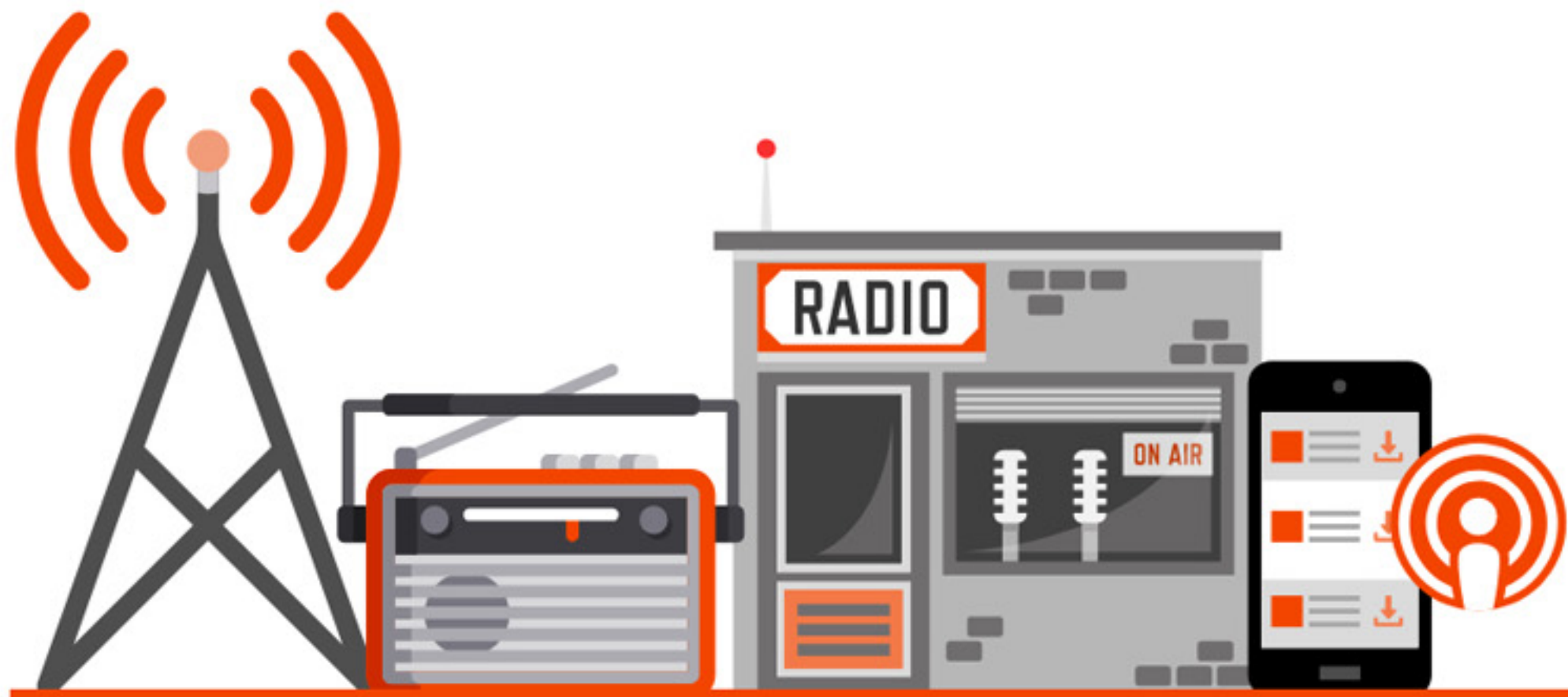
Social Media

Seniors have embraced social media

87% of seniors access social media daily with Facebook being the most popular platform by far.

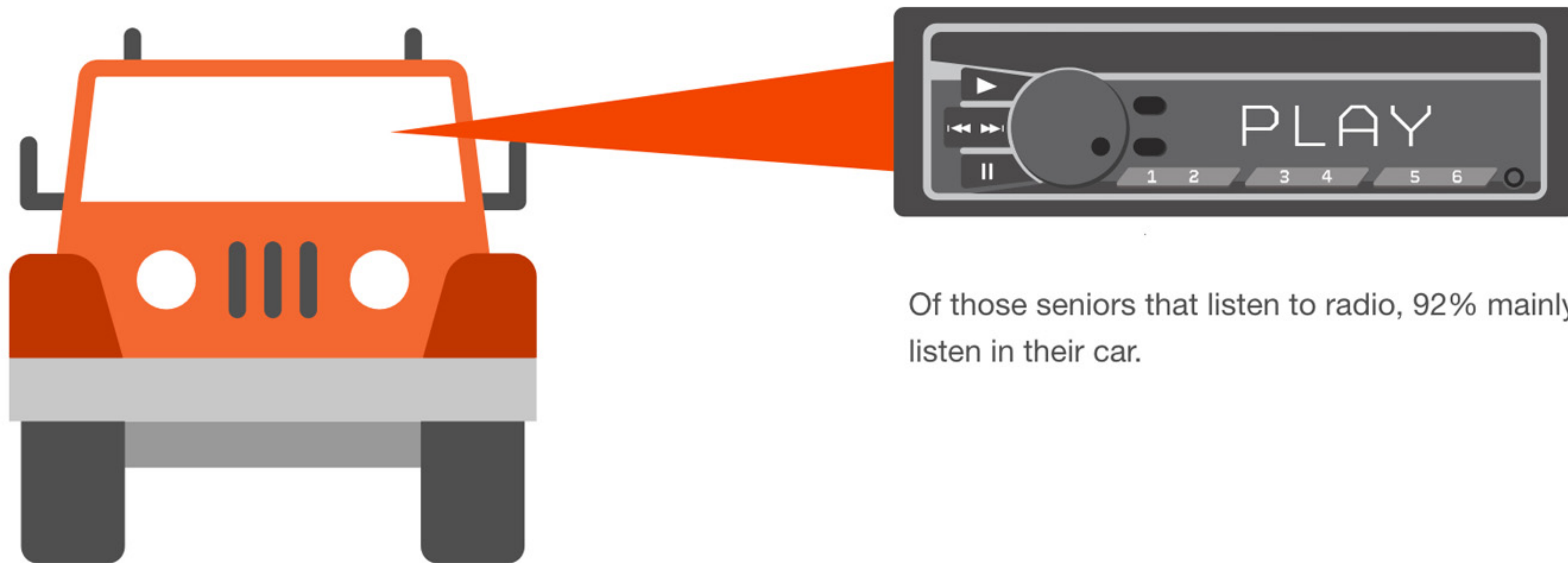


Seniors primarily use social media to connect with friends and family, post photos and videos and to join groups and events.



Radio & Podcast

Radio rules, but streaming has caught on
9 out of 10 seniors said they still listen to AM/FM radio.



Of those seniors that listen to radio, 92% mainly listen in their car.



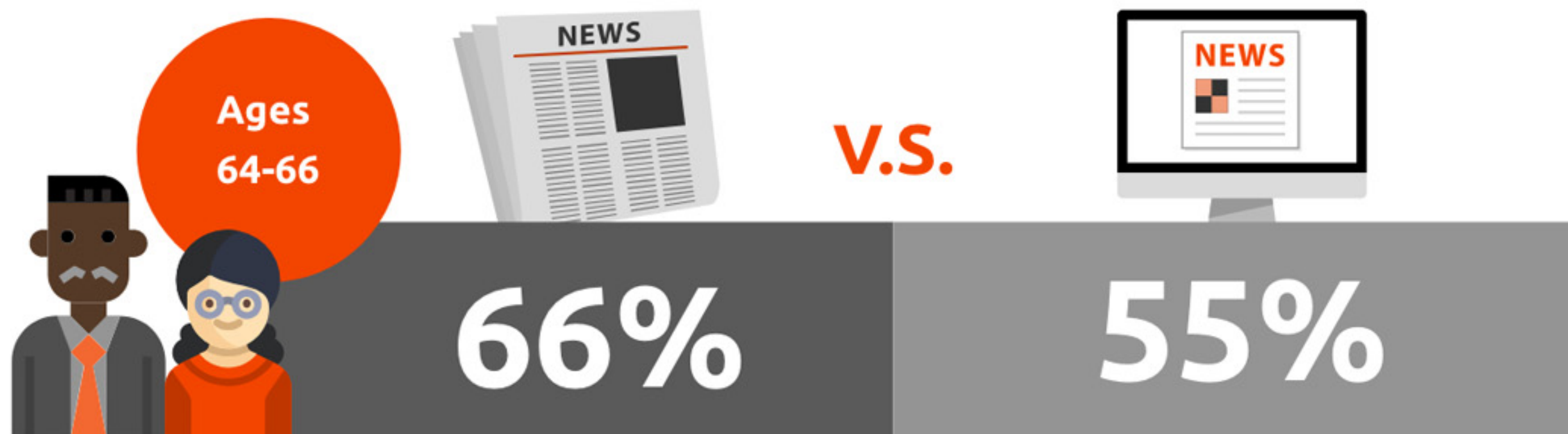
TREND TO WATCH: 25% of seniors responded that they use a streaming service like Pandora or Spotify.



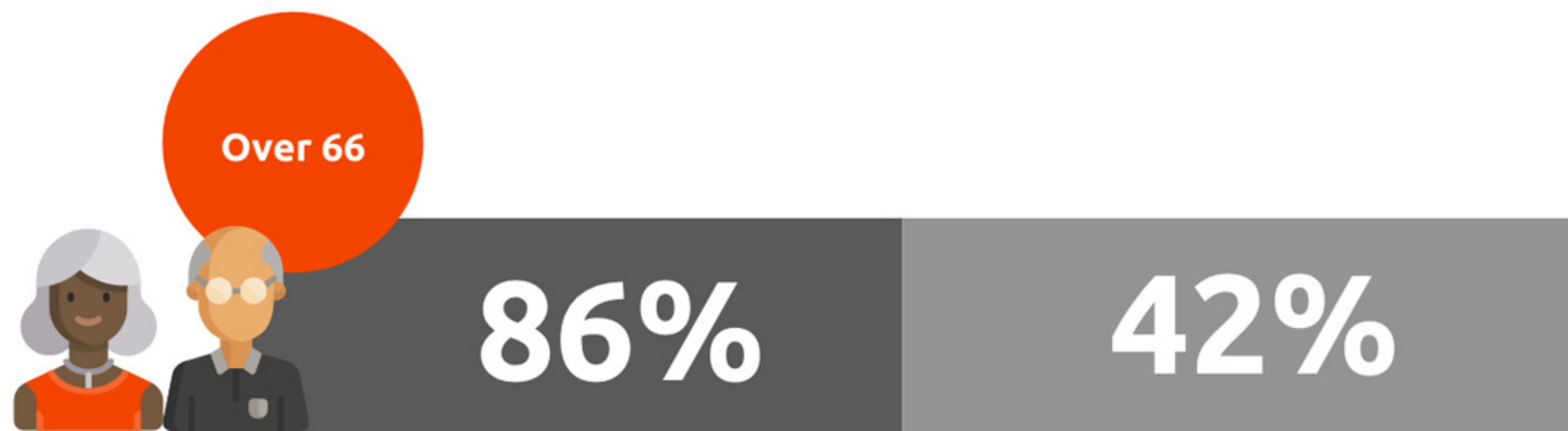
Newspaper

Readership is slowly shifting to digital

Of the 49% of seniors that read the newspaper daily, **younger seniors are almost evenly split** between print and digital preferences, while **older seniors are twice as likely** to read print papers over digital.



1 in 5 women get a local weekly newspaper, compared to 1 in 10 men.



Over 20% of men selected the newspaper as their preferred source of news, compared to 15% of women.



Magazines

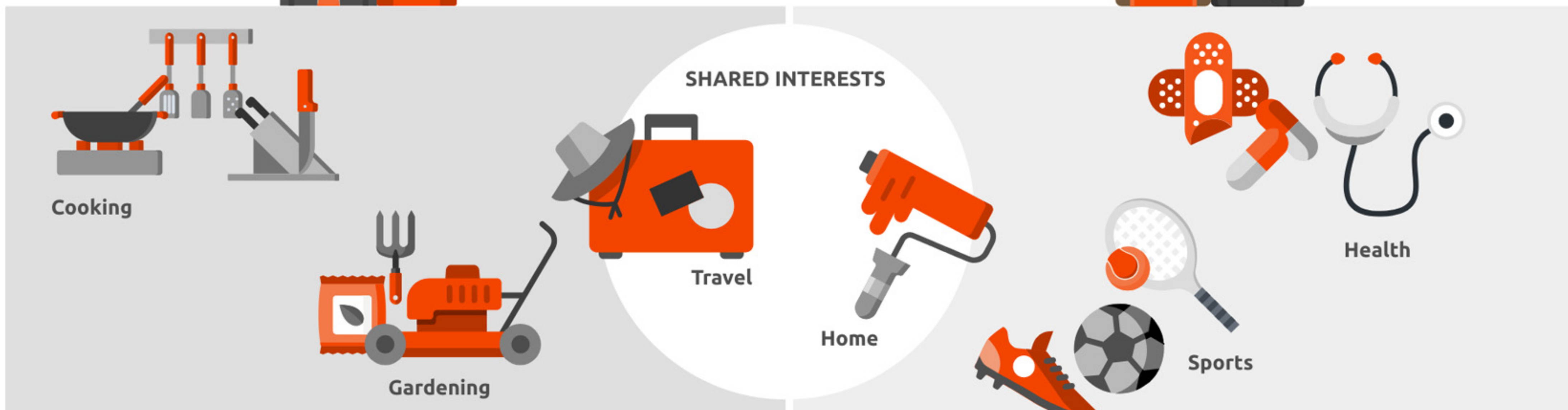
Magazine subject preferences differ by age



Ages
64-66



Over 66



TREND TO WATCH: 34% of seniors read magazines at least once a day.

Gender Differences



Statistically Significant Differences by Gender




**Watching
TV for news**


**Use the
Internet
to access
social media**


**Use Facebook,
Pinterest and
Snapchat**


**Read home
and fashion
magazines**




**Use the
Internet
for news**


**Use the
Internet to
keep up on
sports**


**Use social
media for news,
sports and
entertainment**


**Read sports
magazines**

Implications

Targeting the 65+ audience requires an **integrated, diverse media approach.**

This approach should include both traditional and digital tactics. There is no silver bullet. Even a media channel as pervasively used as TV is becoming fragmented, with a portion of the senior population turning to streaming options. However, along with this ever-expanding array of media options, marketers now have greater ability to narrowly target their audience – via demographic, behavioral and/or content-based segmentation.

Assembling the right media mix is dependent on the complexity of the message, as well as the action you are attempting to illicit. When considering new media channels, test them first to confirm their viability before allocating a significant budget toward them. The “right” media mix for this audience will continue evolving over time as new technology/options/channels emerge and more tech-savvy consumers age-into the 65+ segment.

About Media Logic

Media Logic is a national leader in healthcare marketing – providing strategic, breakthrough solutions that drive business. Media Logic offers deep experience in branding and lead generation, and is expert at turning research and segmentation data into actionable plans. Leveraging more than two decades of health plan marketing knowledge, Media Logic understands the nuances of Medicare, group and individual exchange prospects. From traditional ad campaigns to retention efforts to content marketing, everything Media Logic does is focused on generating results for clients... giving them an edge in a competitive, constantly changing environment.

Learn more about Media Logic at medialogic.com and subscribe to our healthcare marketing newsletter at medialogic.com/newsletter.

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