

MEDICARE MARKETING INSIGHTS

Senior Media Preferences

2019 Media Habits Study



media logic®



For the second year, Media Logic surveyed more than 400 men and women aged 63 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 continually understand their media usage, including where and how often they access and consume media for news, entertainment and everyday needs.

For 2019, we added questions around the convergence of media and online habits and the impact they had on the Medicare decision-making process, including:



How likely are you to use social media to research Medicare plans?

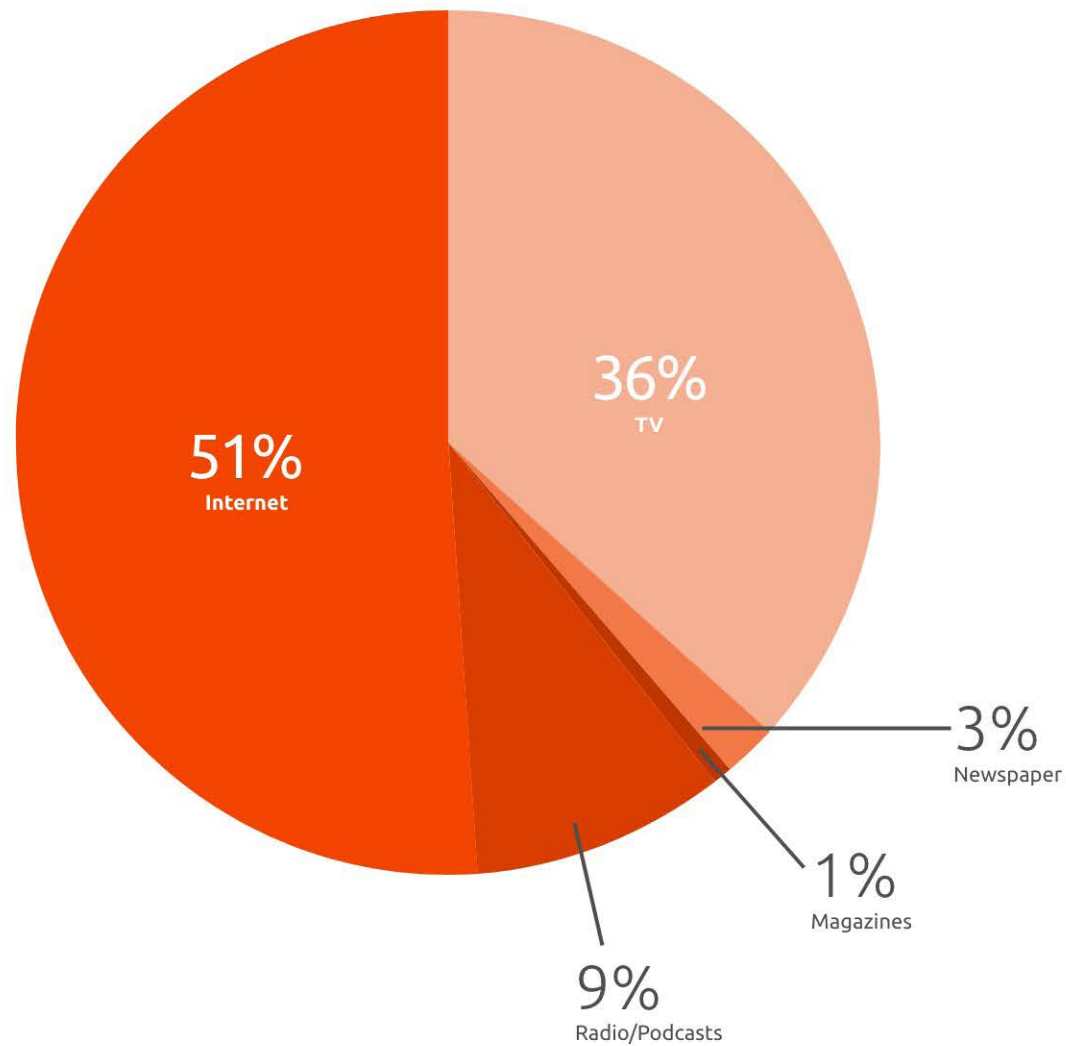


What impact do online reviews have on your Medicare decision-making process?

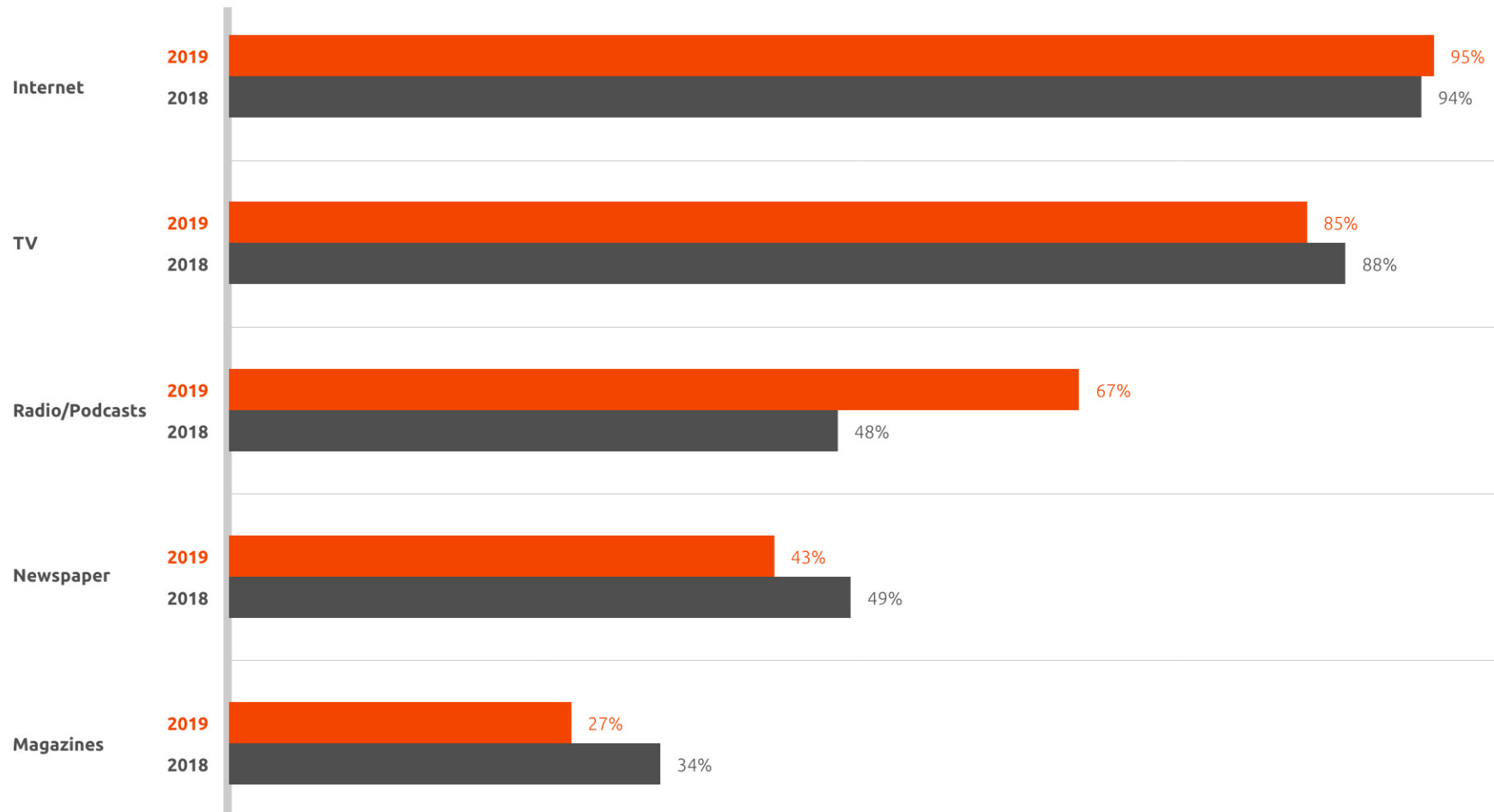


Insights from this study can be used to **optimize Medicare marketing channel selection and targeting** for both [New-to-Medicare](#) and [Annual Enrollment Period](#) (AEP) campaigns.

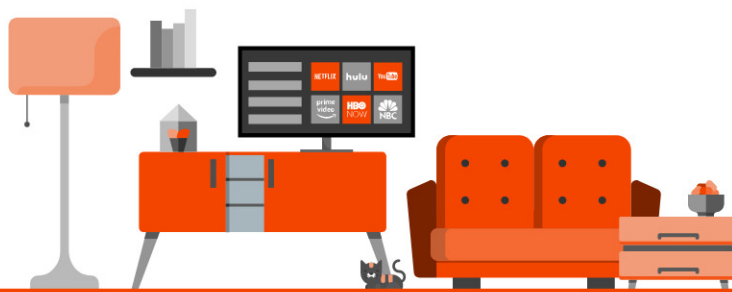
Once again, among the seniors surveyed, we found the majority still spent most of their daily media time **using the Internet** and **watching TV**.



And the vast majority of seniors still use the Internet and watch TV **every day**.



2019 INSIGHT: While seniors still use the Internet and watch TV every day, this year we saw daily use of radio/podcasts surpass that of newspapers.



TV

While TV remains the number one source for entertainment and news, how seniors watch TV is changing.

What They Watch



67%

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



48%

of seniors prefer getting the news by watching TV, followed by the Internet at 25%.

How They Watch It



53%

of seniors record TV shows and watch them later.



37%

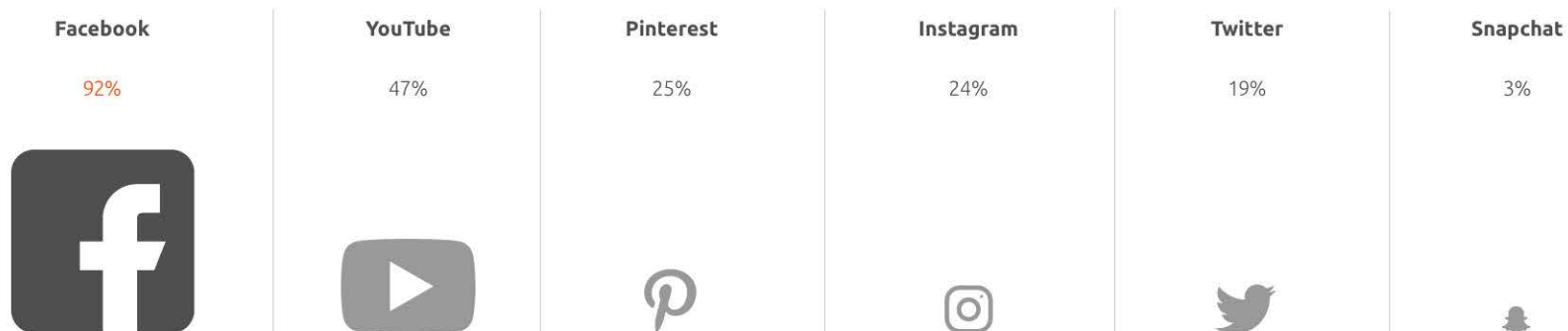
of seniors are using a streaming TV service as compared to 25% of seniors in 2018.



Social Media

Seniors continue to embrace social media.

85% of seniors access social media daily, with Facebook being the most popular platform by far.

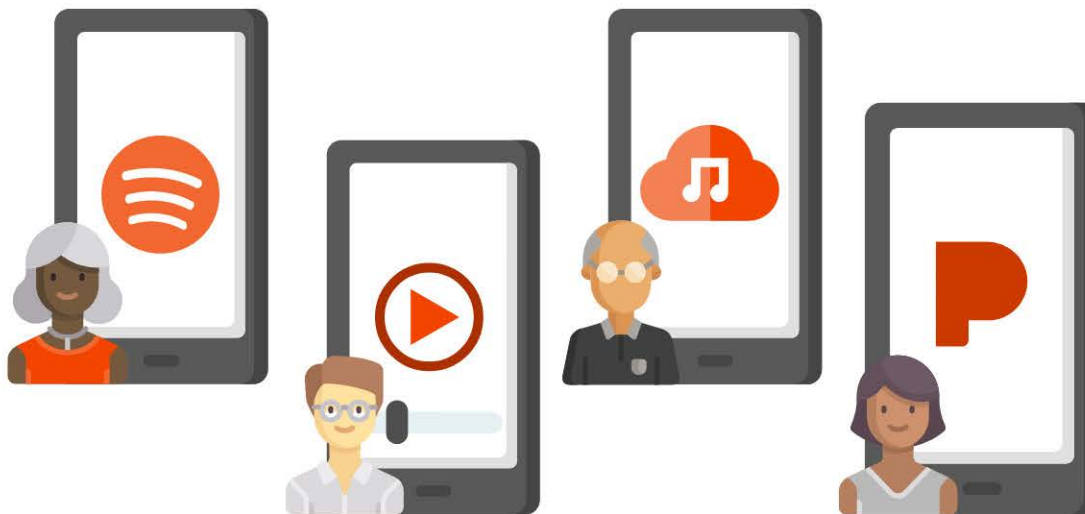


2019 INSIGHT: 24% of seniors are using Instagram as compared to 18% of seniors surveyed in 2018. Twitter saw a decline in users while Pinterest continues to grow in popularity.



Radio & Podcast

While 9 out of 10 seniors say they still listen to AM/FM radio, streaming and podcasts are catching on.



19% of respondents use a streaming service such as Pandora or Spotify.

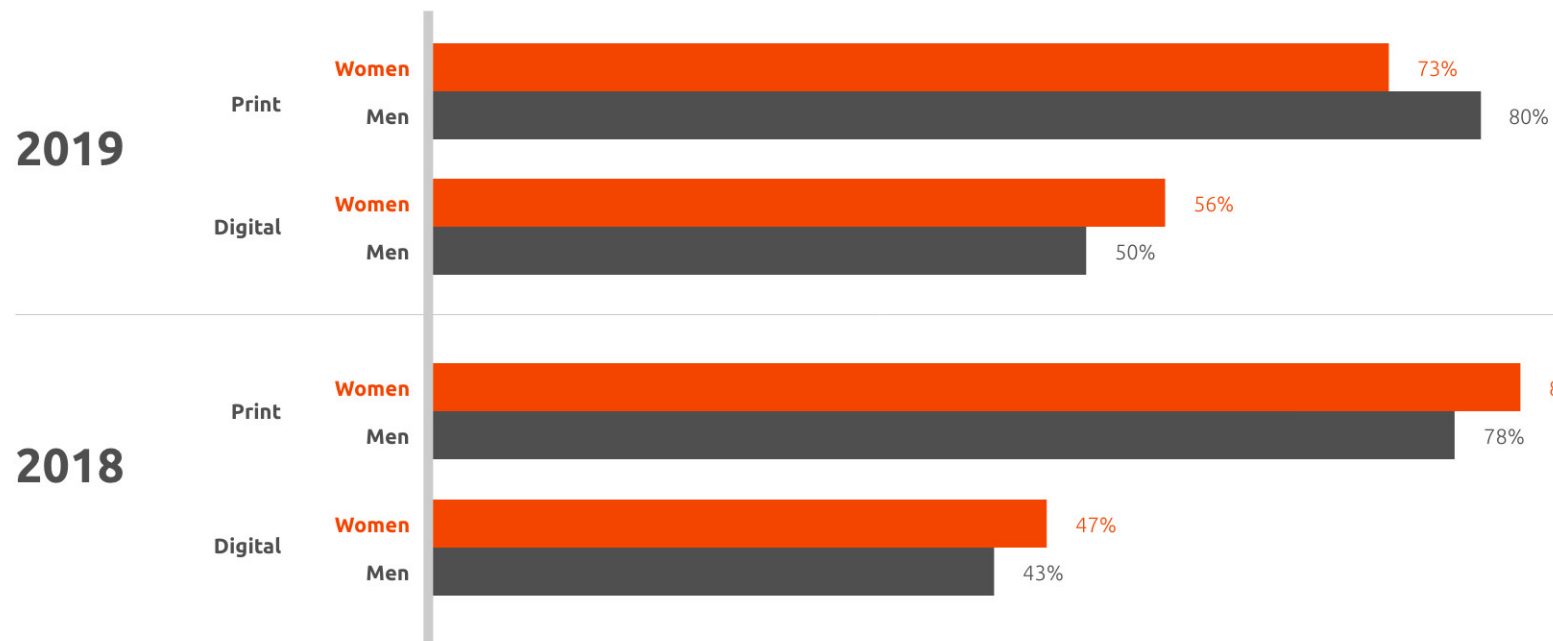


2019 INSIGHT: Of the respondents who listen to podcasts, 41% listen weekly.



Newspaper

Though digital readership is growing (especially among women), print remains the preference.



2019 INSIGHT: Of the 43% of seniors who read the newspaper daily, 75% still read the print edition.



Magazines

Hobbies and travel are top magazine preferences.



Entertainment



Travel

SHARED INTERESTS



Home



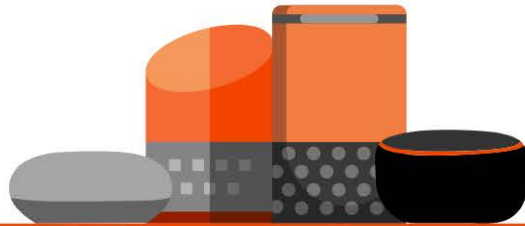
Cooking



News



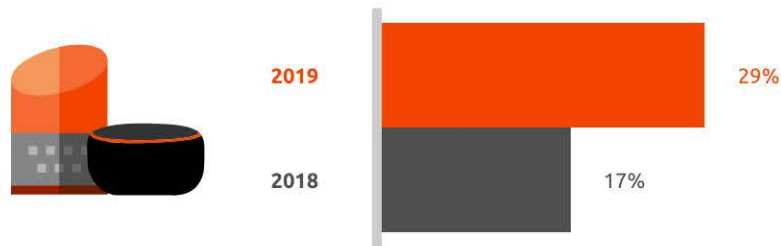
2019 INSIGHT: Nearly 25% of seniors read magazines at least once a day, down from 34% last year.



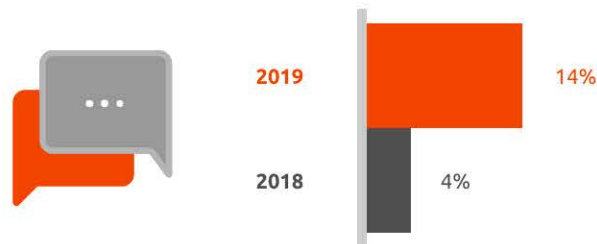
Smart Speaker Usage

Adoption of smart speakers among seniors is growing surprisingly fast.

Seniors who own a smart speaker



Seniors who use a smart speaker to search for information



2019 INSIGHT: 35% of seniors 65 and younger own a smart speaker, compared with 27% of seniors 66 and older.



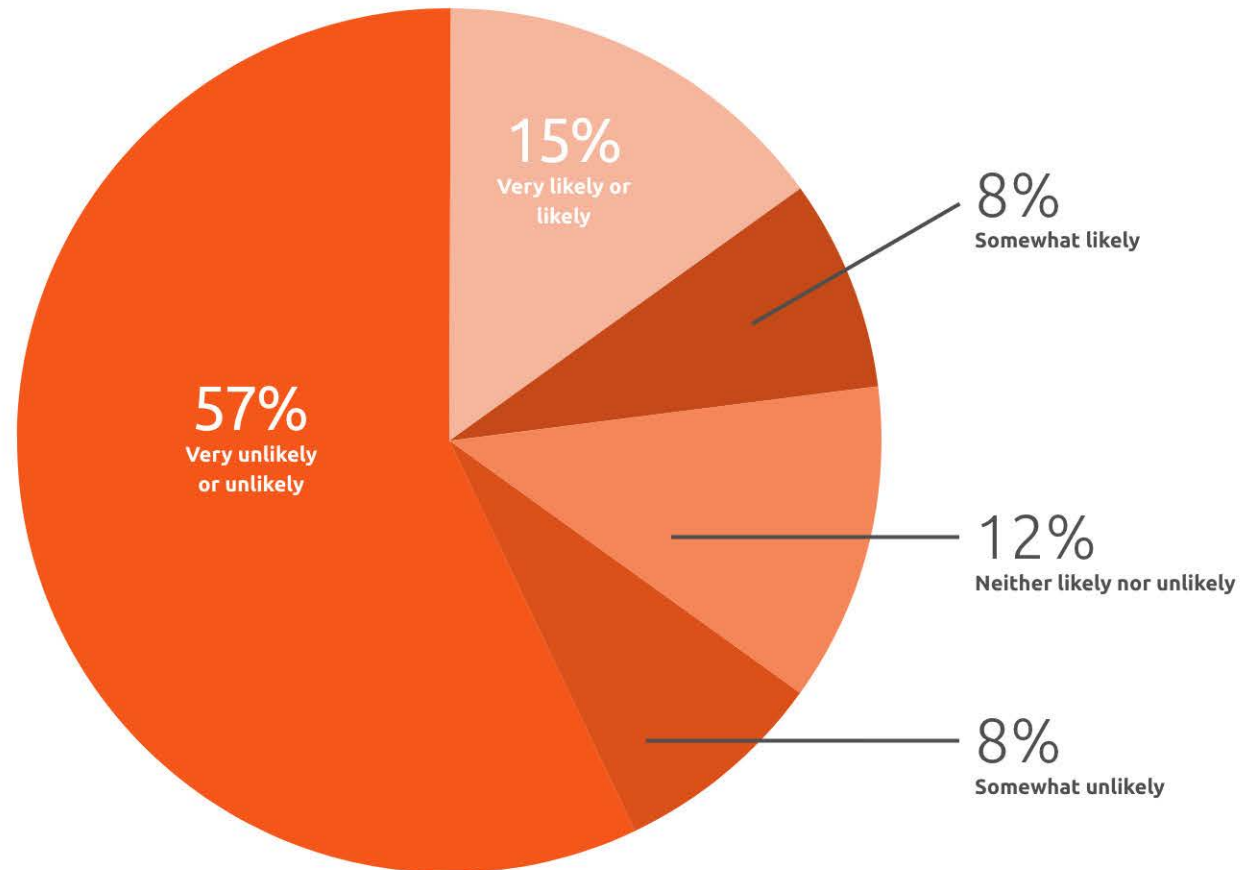
Gender Differences

Senior men and women have distinct media habits.



CHOOSING A MEDICARE PLAN: SOCIAL MEDIA

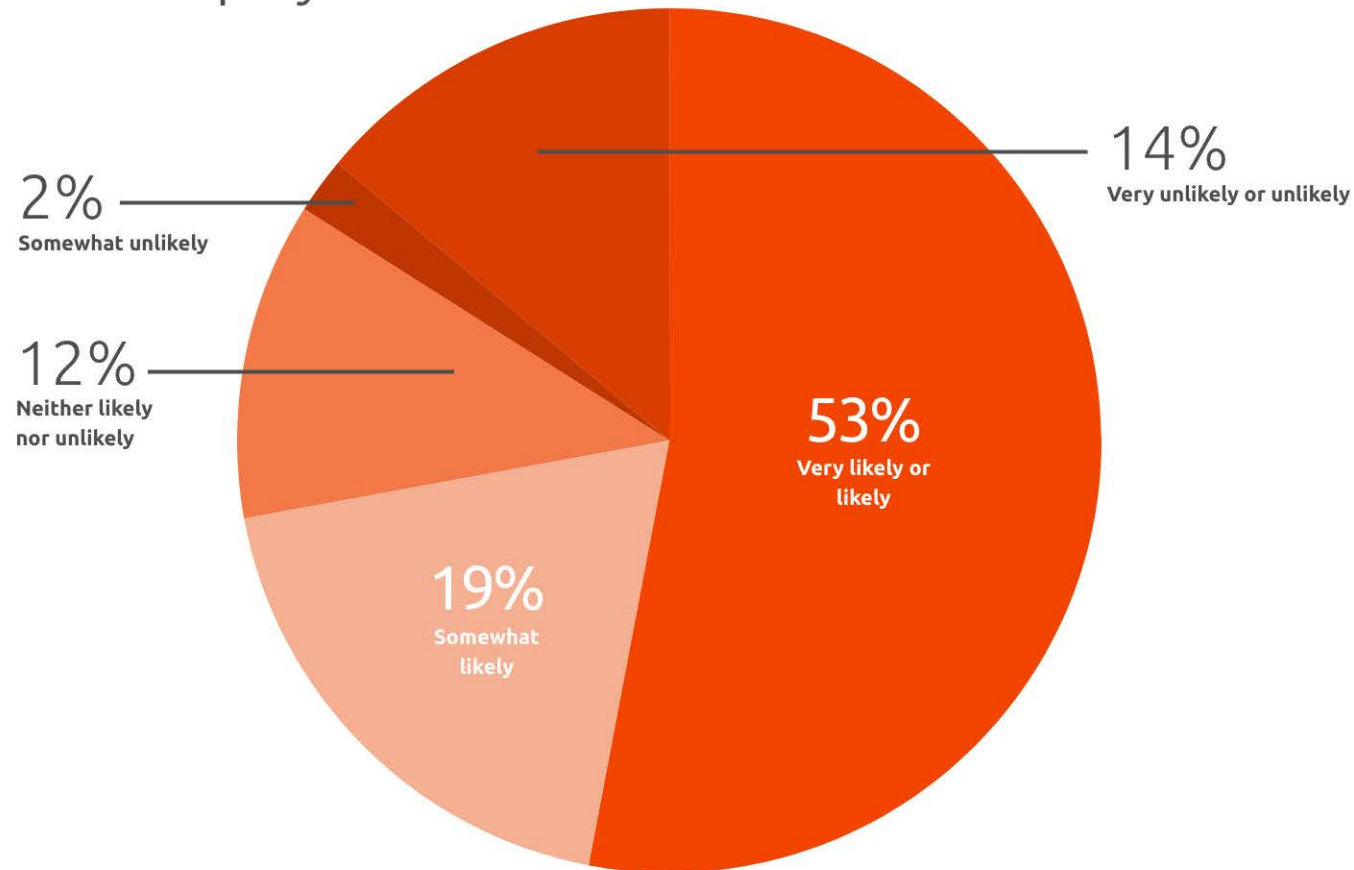
When asked about social media, 57% of seniors said they'd be either "Very unlikely or unlikely" to use social media to ask family or friends about a health plan.



TAKEAWAY: This is not surprising as insurance is not a topic often posted about on social media. However, it's worth monitoring as new social platforms like Nextdoor gain traction.

CHOOSING A MEDICARE PLAN: ONLINE REVIEW SCORE

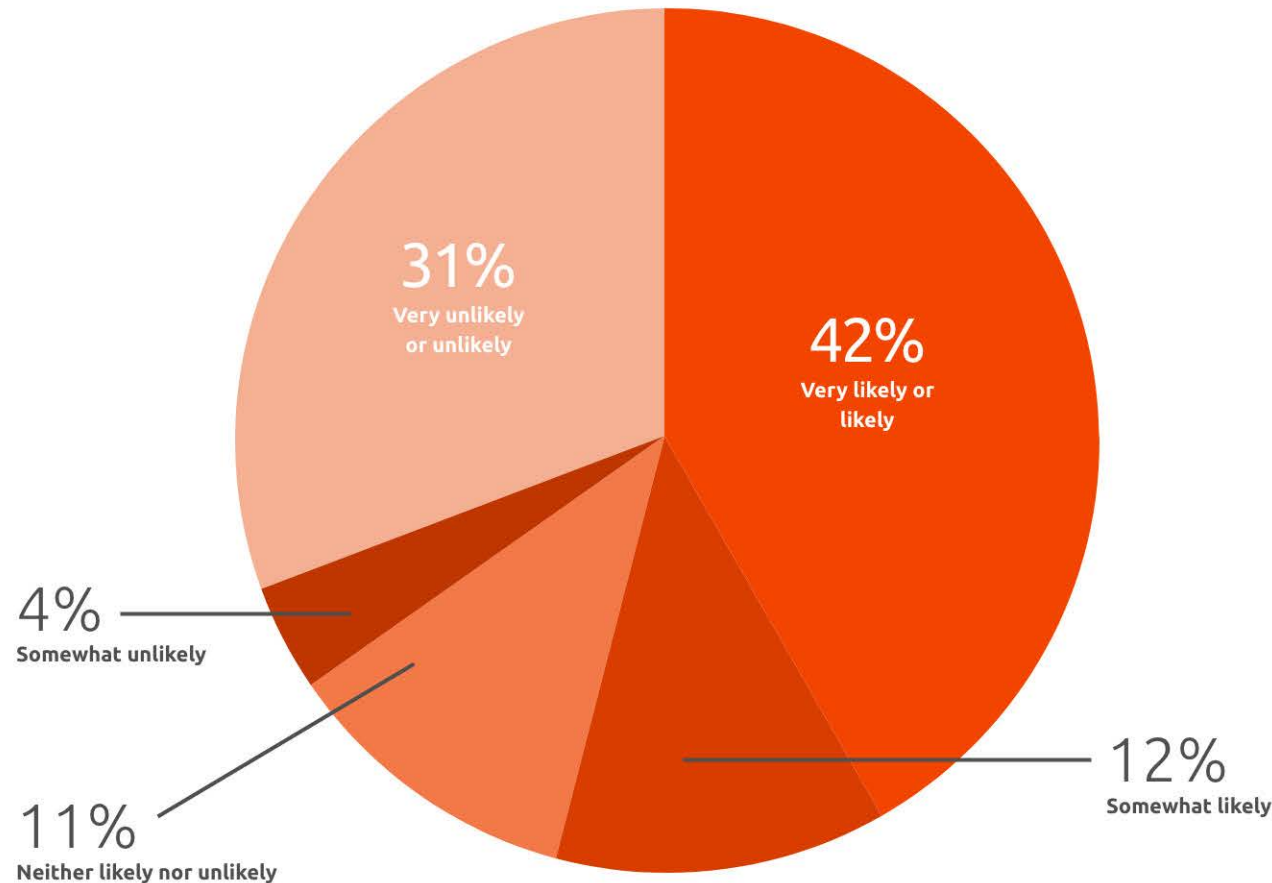
53% of seniors believe that a company's low review score (on Google, Yelp or other review sites) would "Very likely or likely" impact their decision to buy a plan from that company.



TAKEAWAY: While respondents are reluctant to seek advice from family or friends on social media about health plans, online reviews are likely to impact their decision to buy a plan.

CHOOSING A MEDICARE PLAN: ONLINE REVIEWS

When asked about online reviews, more than 50% of seniors said they are at least “Somewhat likely” to look up online reviews of the plan/company.



TAKEAWAY: Check your online review scores often and, if low, make efforts to improve them.

Implications

For year two of our Senior Media Habits Study, we continue to recognize that targeting the older adult audience requires an integrated approach. **Senior media preferences are diverse and constantly evolving.**

Based on the survey results, below are a few implications to consider for the year ahead:

Television remains a strong vehicle for broad reach, but you may want to focus buys on local news or event programming such as sports.

Audio-based media consumption is growing, and we expect this trend to continue since vehicles like podcasts are more popular with the younger Boomers aging into Medicare.

Newspaper readership is still popular, but on the decline. It may be time to diversify if that is a large part of your budget.

Current Facebook penetration suggests it may be time to consider paid advertising, if you haven't already.

The Internet continues to provide an outlet for seniors to not only research health plans and source information, but gain access to online reviews and ratings.

The increased adoption of smart speakers will also open the ability for marketers to reach this group with voice search.

Just as the lines between what was once “digital” and “traditional” media blur, the media mix for this audience will continue to change over time as newer technology and more media options emerge. **Current Boomers and future Gen X retirees are going to be increasingly digitally engaged.** As savvy healthcare marketers, we need to keep our eye on the ever-changing habits and preferences of this key demographic.

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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