

MEDICARE MARKETING INSIGHTS

Senior Media Preferences

2020 Media Habits Study



media logic®



In May 2020, Media Logic conducted our annual survey by asking more than 450 men and women aged 63 and older about their media habits.

2020, of course, has been a year of great disruption. COVID-19 and social distancing protocols have changed the way people live – particularly seniors.

As you'll see, it appears that COVID-19 impacted the consumption of news and social media usage in addition to other notable changes compared to 2019 data.

We also added questions regarding usage of videoconferencing (such as Zoom) and telemedicine, as well as receptivity toward attending virtual sales meetings.



Which videoconferencing technology have you used?



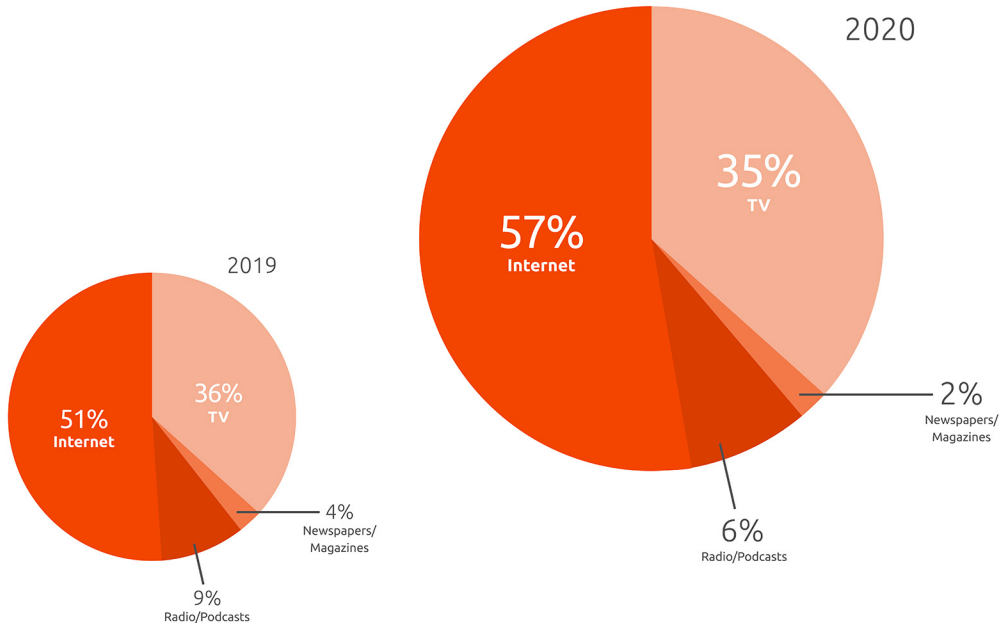
Have you ever used telemedicine/telehealth to video conference with a doctor or other healthcare provider? If so, how often?



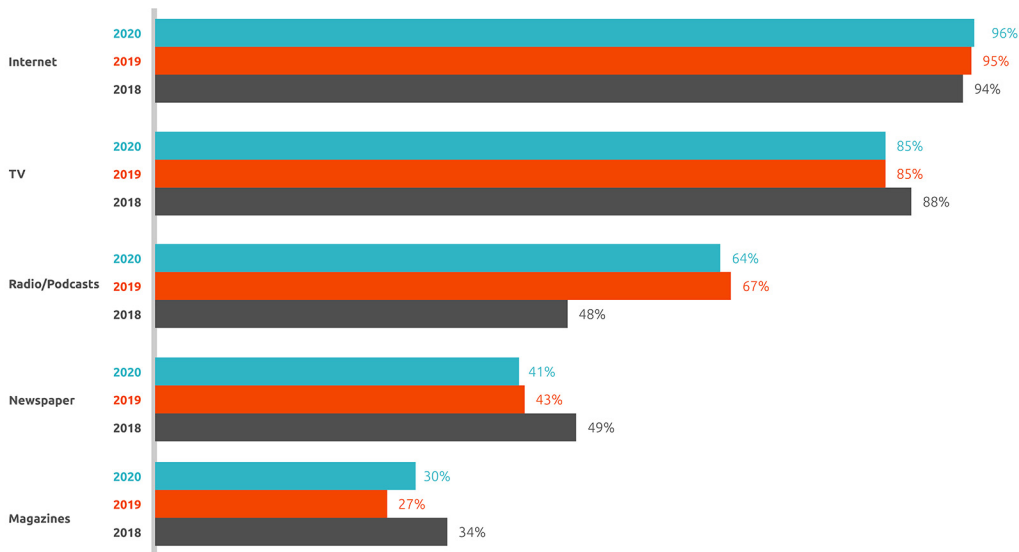
Insights and Takeaways from this study can be used to **optimize Medicare marketing channel selection and targeting** for both **New-to-Medicare** and **Annual Enrollment Period (AEP)** campaigns.

HOW SENIORS SPEND THEIR TIME ON MEDIA EACH DAY

In 2020, we noticed that seniors' daily internet usage **increased** from last year's survey while other forms of media decreased.



And, for the third year in a row, there was an **increase** in the percentage of respondents who used the internet every day.



2020 INSIGHT:

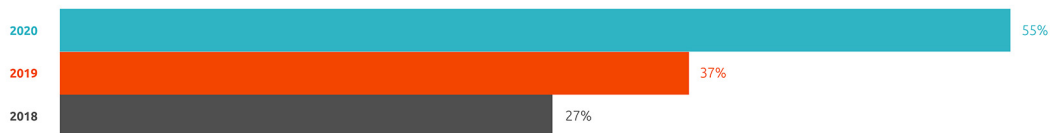
Daily newspaper readership continues to decline – seniors, especially during COVID-19, were relying on other forms of media for news.



TV

TV is still very popular with seniors but the way they watch TV is changing.

We saw considerable growth in the percentage of respondents who subscribed to a streaming service in 2020.



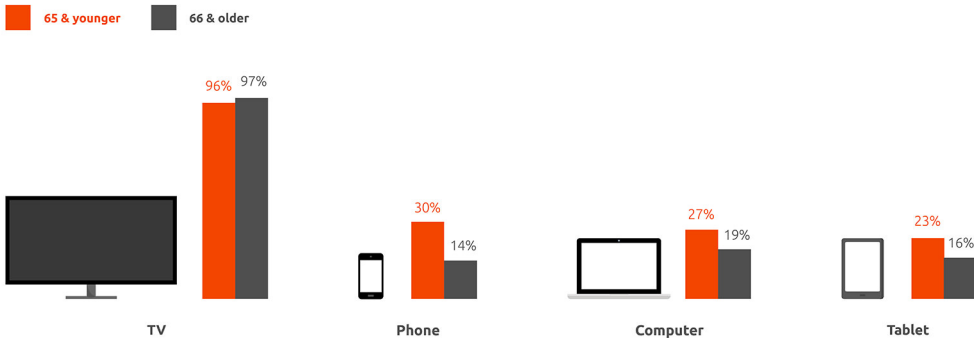
TAKEAWAY:

With the increase in popularity of streaming services on platforms such as Hulu and via devices like Roku, Amazon Fire Stick and more, marketers have the opportunity to leverage prospecting data to efficiently deliver messages directly to Medicare-eligible households and devices.



TV (con't)

While most seniors still watch programming on TV, we noticed that younger seniors are watching content on computers and mobile devices.



TAKEAWAY:

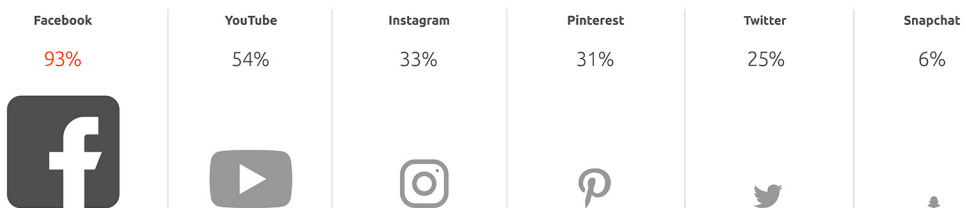
While streaming is growing, its presence is not equal across devices. Be mindful of screen sizes, whether it be by way of managing messaging for screen size or selectively targeting to more appropriate screens only.



Social Media

Seniors continue to embrace social media.

88% of seniors access social media daily – and Facebook continues to be the most popular platform.



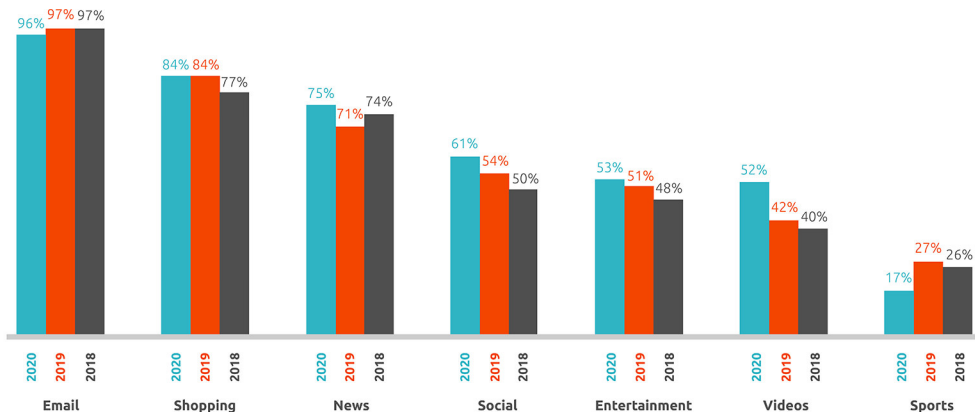
2020 INSIGHT:

While Facebook continues to be the most popular social media platform for seniors, we saw growth across all platforms year over year. Seniors are seeking a sense of community and opportunities to connect while spending more time at home.



Internet

For 2020, using the internet for news and social media increased among seniors.



2020 INSIGHT:

In addition, there was a significant increase in seniors using the internet to watch videos – marketers may want to invest in digital video advertising.

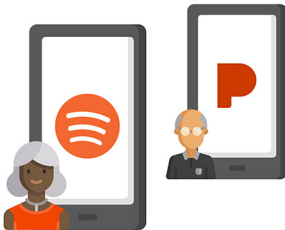


Radio & Podcast

While 8 out of 10 seniors say they still listen to AM/FM radio, streaming and podcasts continue to grow in popularity.

31% of respondents use a streaming service such as Pandora or Spotify vs. 19% in 2019.

The percentage of respondents who listen to podcasts **increased** from 6% in 2019 to 12% in 2020.



TAKEAWAY:

Streaming audio services and podcasts offer a variety of targeting parameters that allow for discreet, relatively precise audience ID.

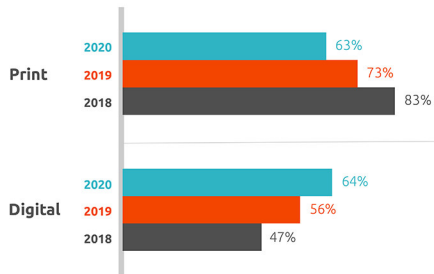


Newspaper

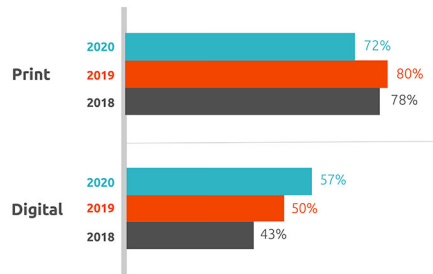
In 2020, for the first time ever, women say they prefer digital newspapers over traditional print, and the gap for men is also narrowing.



Women



Men



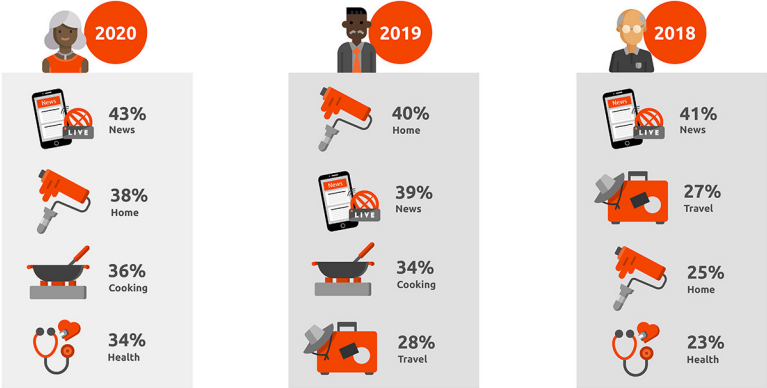
2020 INSIGHT:

Of the 41% of seniors who read the newspaper daily, 68% still read the print edition. This is down from 2019, when 43% read the newspaper daily and 75% read the print version.



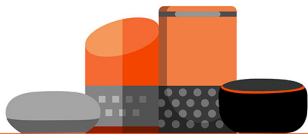
Magazines

While news, cooking and home were still preferred magazine topics for seniors, health-centric publications rose in popularity (bumping travel out of the top four entirely) – clearly driven by COVID-19.



2020 INSIGHT:

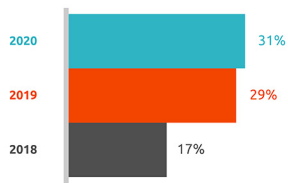
We saw magazine readership among seniors slightly increase to 30% in 2020 – up from 24% in 2019.



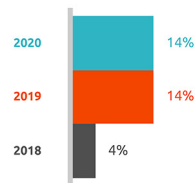
Smart Speaker Usage

Smart speaker usage continues to grow.

Seniors who own a smart speaker



Seniors who use a smart speaker to search for information

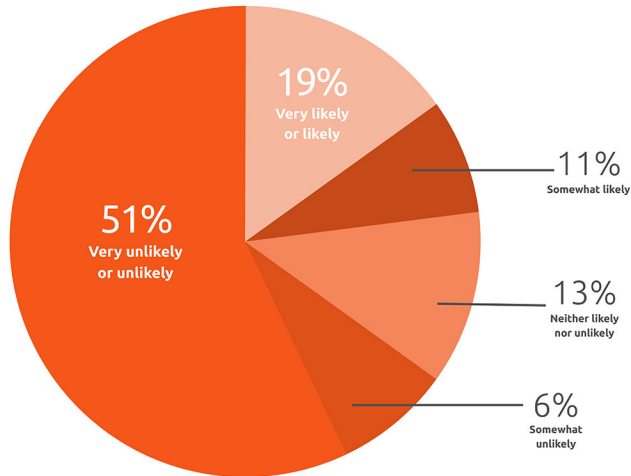


TAKEAWAY:

As these devices continue to grow in popularity with seniors, marketers should consider ways to leverage this technology via digital audio platforms such as Pandora and Spotify as well as niche content like podcasts.

CHOOSING A MEDICARE PLAN: SOCIAL MEDIA

30% of seniors said they'd be at least "somewhat likely" to use social media to ask family or friends about a health plan. This is up from 23% in 2019.



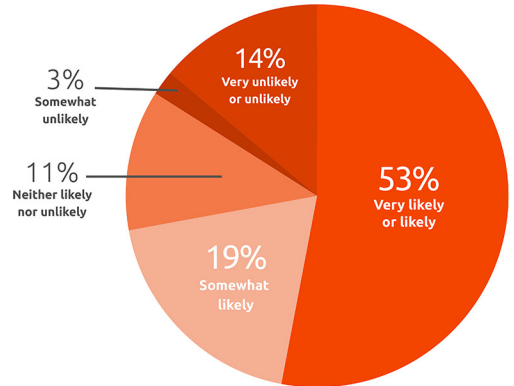
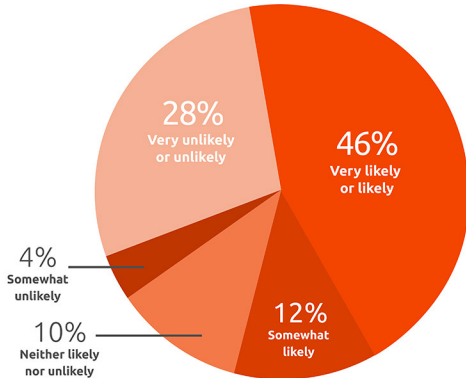
TAKEAWAY:

With seniors using social media to connect with family and friends – especially during COVID-19 – it's also important for insurers to engage and connect with this audience in these platforms.

CHOOSING A MEDICARE PLAN: IMPORTANCE OF ONLINE REVIEWS

When asked about online reviews, nearly 60% of seniors said they are at least “somewhat likely” to look up online reviews of a Medicare plan/ company. This is up from about 50% in 2019.

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.

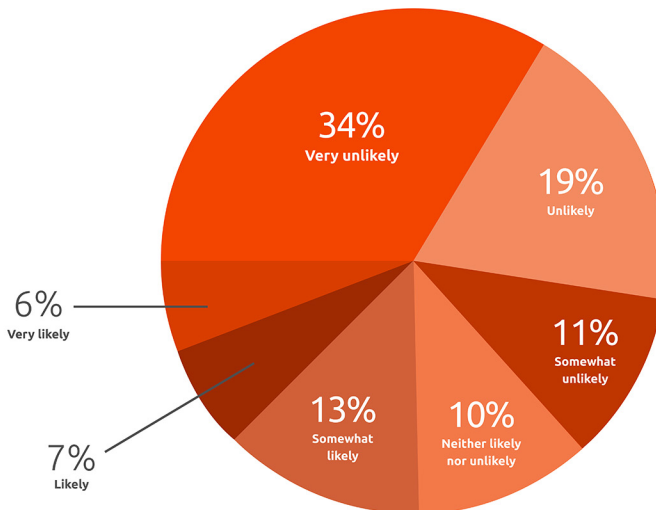


TAKEAWAY:

Health insurers should monitor online review sites and their own social platforms to capture positive feedback and seek permission to share these experiences as well as thoughtfully address negative comments.

USING VIDEOCONFERENCING

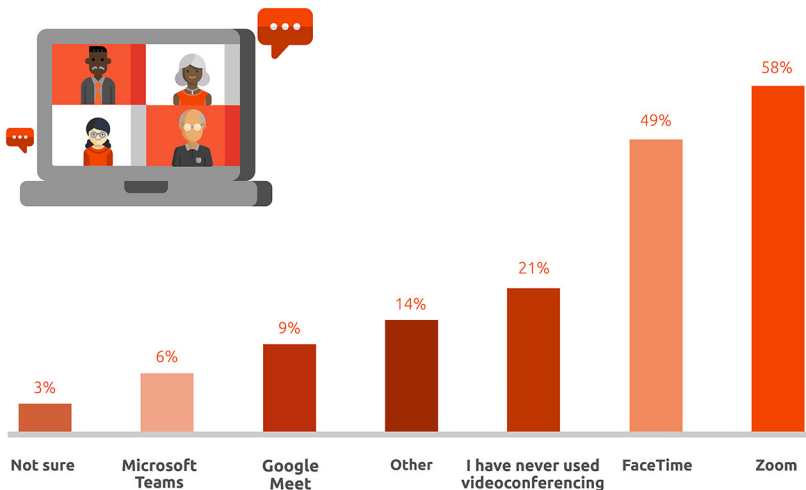
Only 26% of respondents were at least “somewhat likely” to attend a virtual meeting to learn more about a Medicare plan.

**TAKEAWAY:**

While seniors seem hesitant about attending virtual meetings, insurers may need to rely on these formats due to social distancing guidelines. Building support and trust with members and prospects using other social media channels may help seniors overcome their concerns.

USING VIDEOCONFERENCING

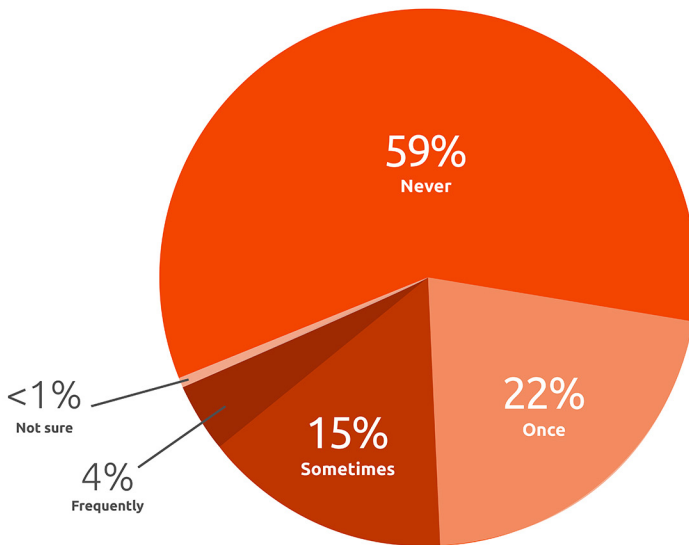
Zoom and FaceTime are the most popular videoconferencing platforms with seniors.

**2020 INSIGHT:**

Although Zoom and FaceTime are becoming more familiar to seniors, 21% indicated they hadn't used a videoconferencing platform. Marketers should consider making the process as easy as possible when using videoconferencing and offer technical support and assistance, if possible.

USING VIDEOCONFERENCING FOR HEALTHCARE

More than 40% of seniors have used telemedicine/telehealth.

**2020 INSIGHT:**

Per national trends, COVID-19 has greatly expanded trial of, and satisfaction with, telemedicine. However, 59% of respondents haven't tried it, meaning that additional education and promotion may be necessary for 2021.

Implications

The COVID-19 pandemic has made seniors more dependent on TV, digital and social media than ever – making these particularly strong media choices for marketers. **However, there are shifting trends and market forces to be aware of:**

Television still remains an excellent way to reach seniors, but marketers need to be aware of the potential for limited availability on buys and extra “noise” during a presidential election year.

There has been a surge in streaming TV services, which may necessitate shifting some traditional TV dollars toward Over-the-Top (OTT) advertising.

The decline in the readership of traditional newspapers, combined with an increased interest in news and information, means a continuing shift away from print toward digital media marketing (including paid search and remarketing).

Though likely hastened by COVID-19 isolation, senior usage of social media platforms (especially Facebook) is at an all-time high; marketers should consider increasing their spending not only on paid social but also on strengthening their social content marketing.

Due to COVID-19 concerns, insurers may want to consider digital sales meetings to reach prospects for the upcoming AEP – and consider offering training and support to seniors in using videoconferencing.

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.

If you have any questions, please contact:

Jim McDonald

Director of Business Development

866.353.3011 ext. 274

jmcdonald@medialogic.com



media logic®

59 Wolf Road, Albany, NY 12205

t 518.456.3015 | f 518.456.4279

medialogic.com

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