

Medicare Marketing Insights

# Senior Media Preferences 2021



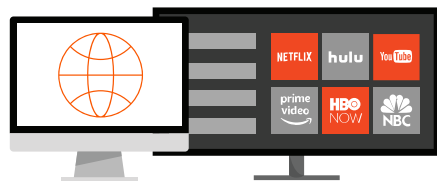
media logic®



For the fourth year, Media Logic's surveyed more than 450 men and women aged 63 and older on their media habits.

The COVID-19 pandemic has had an impact on almost every facet of life.

As Medicare marketing experts, we want to understand how the pandemic has impacted the media preferences of seniors and to what degree. For example:



Have **TV and the internet** maintained their position as the favorite forms of media for seniors?



Did **social media usage** experience an extra surge from the pandemic?

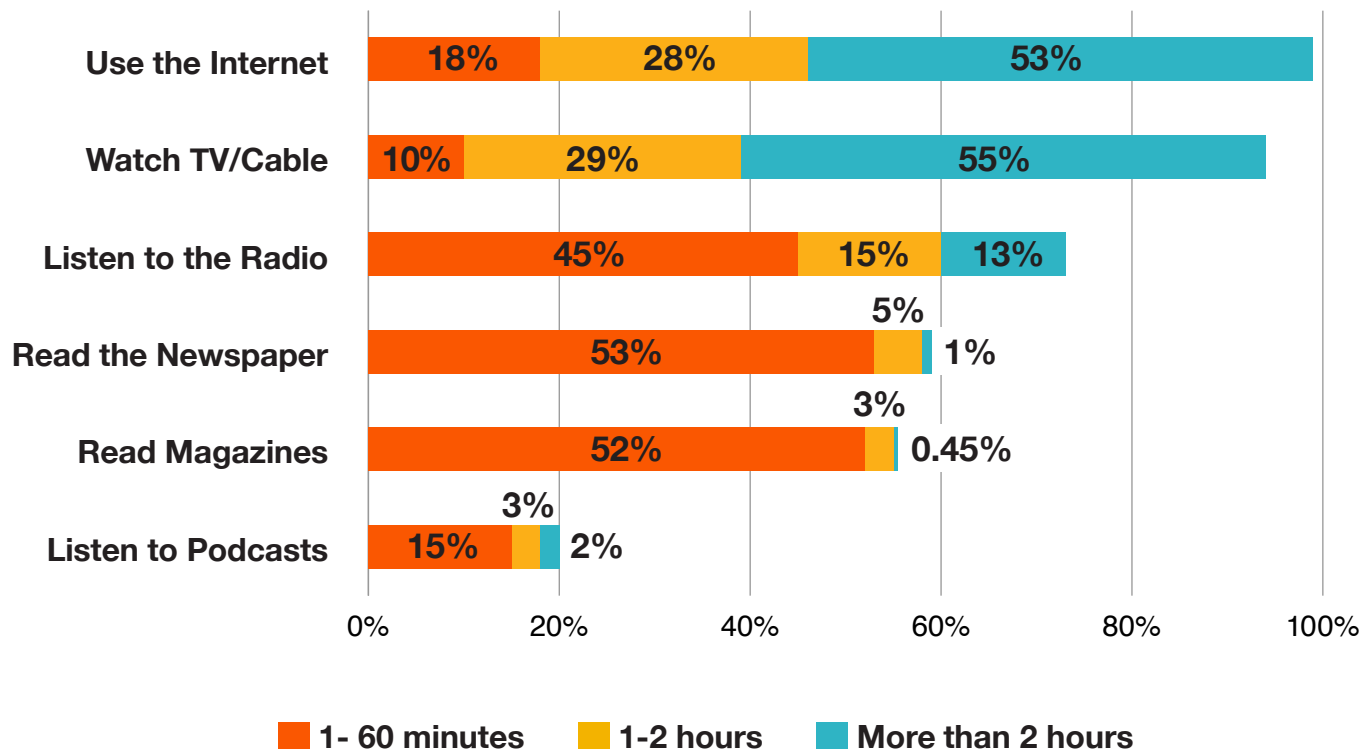


Have the increased usage of **telemedicine and video calls** caused a media disruption?

This knowledge enables us to make recommendations to optimize our clients' Medicare AEP, New-to-Medicare and OEP campaigns.

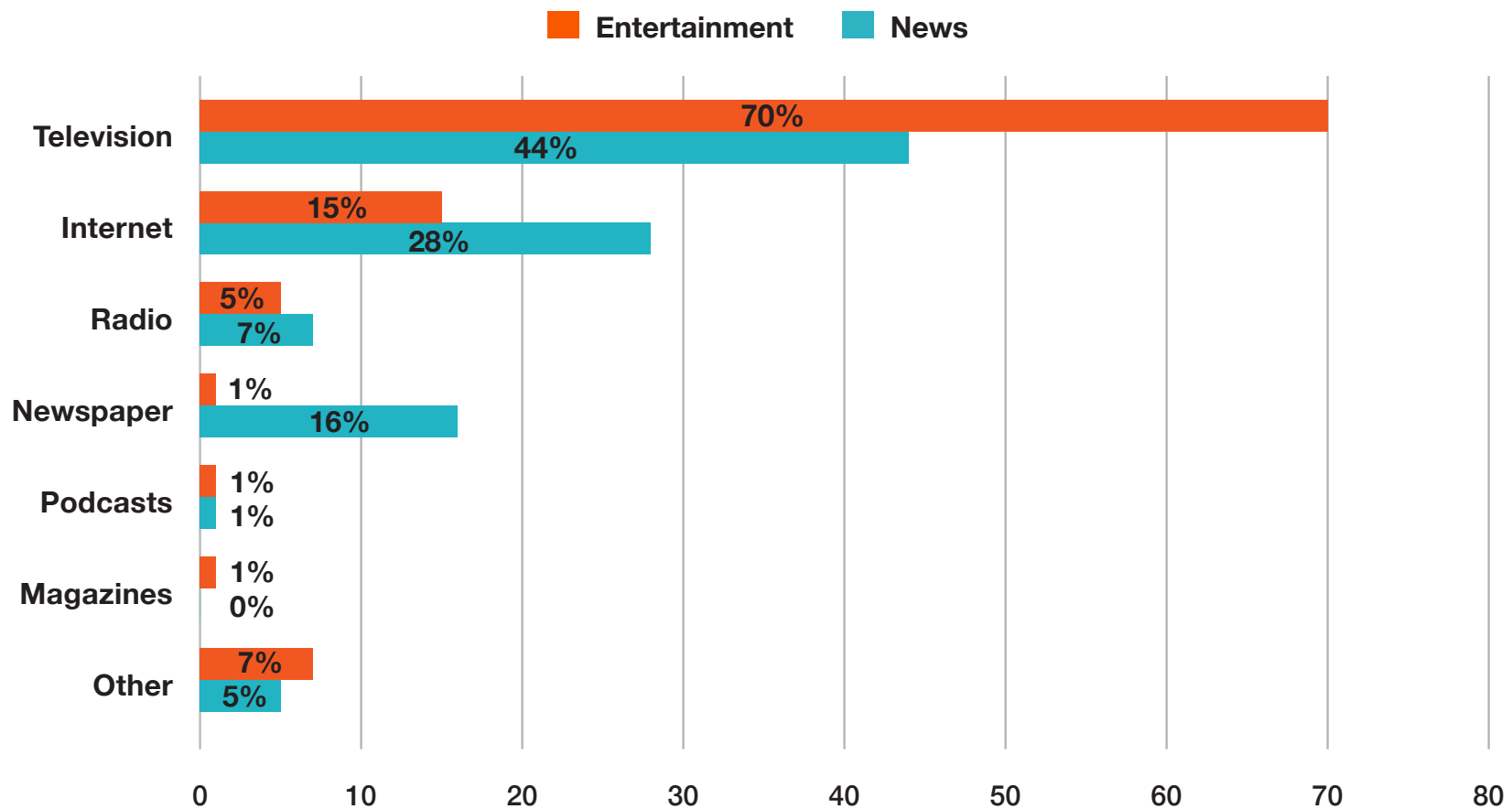
# Where seniors spend their media time on a typical day

Watching TV and using the internet continue to dominate senior media usage, with more than 50% of seniors spending over 2 hours and 75% spending more than 1 hour on each during a typical day.



# Entertainment & news preferences among seniors

While television is the primary media source for both entertainment and news, it is overwhelmingly preferred for entertainment. On the other hand, seniors are more likely to utilize the internet and newspapers for news than entertainment.





# Television

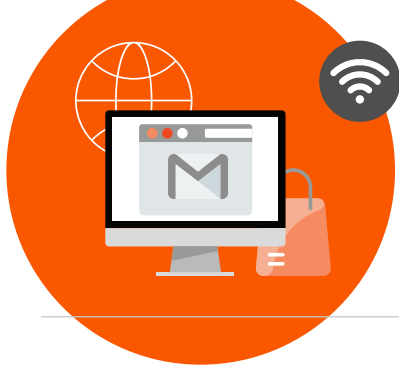
## Television is becoming increasingly fragmented

With high utilization across all senior age brackets and the variety of streaming services available (e.g., YouTube TV, Sling, Hulu, DirecTV, etc.), in addition to on-demand platforms (e.g., Netflix, Amazon Prime Video, HBO Max, Disney Plus, etc.), television media options like broadcast, cable, and over-the-top (OTT) require an ongoing test-and-learn approach to maximize results.

### Seniors subscribed to TV streaming services



**About 60% of seniors reported that at least sometimes they watch TV and use other media (e.g., the internet, read a newspaper, etc.) at the same time.**



# Internet

## The internet is part of everyday life

Seniors use the internet for a wide variety of activities. The top five uses are listed below and are followed by social media, entertainment, watching videos, and keeping up-to-date on sports.

### Top 5 reasons seniors use the internet:



**#1**  
Email - 96%



**#2**  
Shopping - 81%



**#3**  
News - 72%



**#4**  
Paying Bills - 72%



**#5**  
Research - 64%

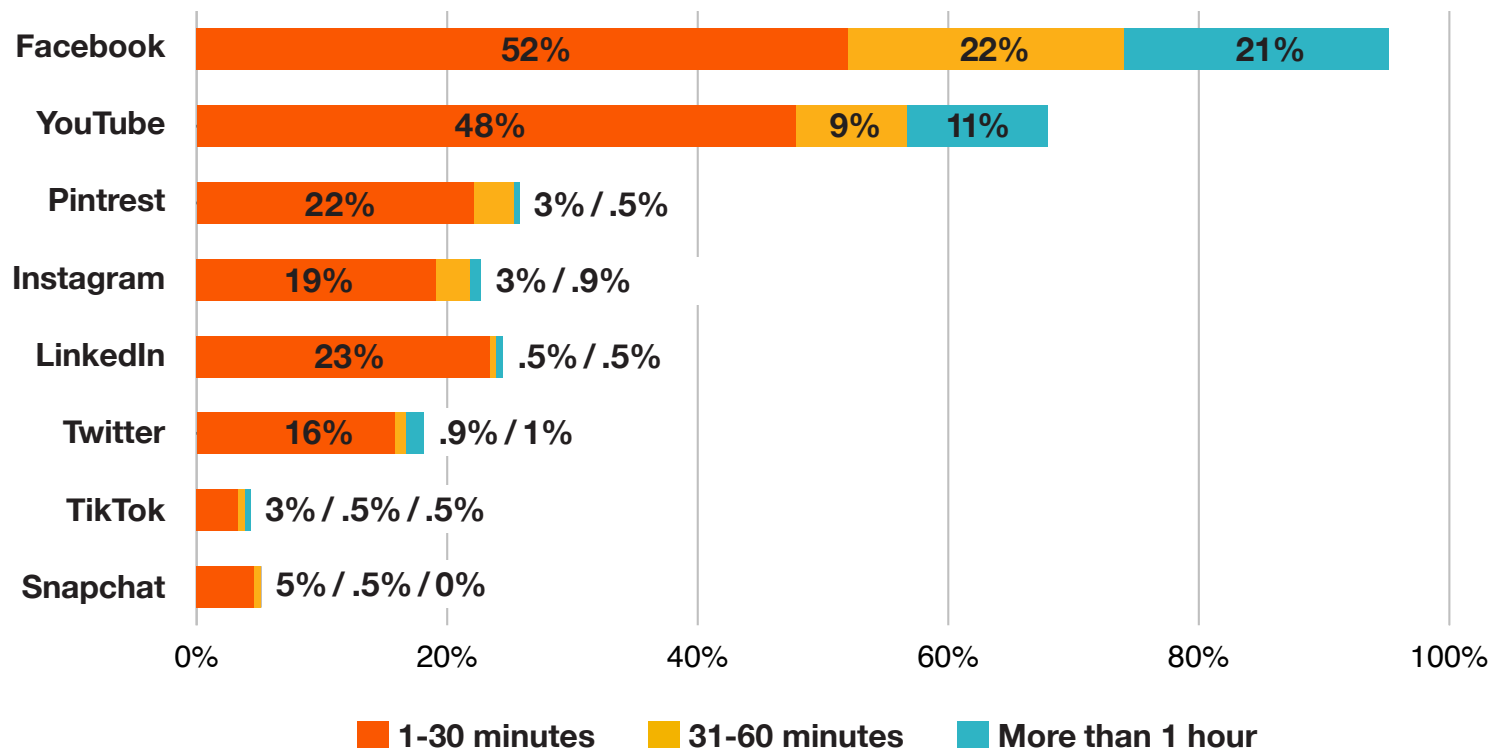
While 87% of seniors use the internet on their computer or laptop, portable devices such as smartphones (67%) and tablets (43%) are also popular.



# Social Media

## Led by Facebook, most seniors are using social media

More than 50% of seniors reported using social media on a typical day. Of those, more than 95% use Facebook and two-in-three use YouTube. As new social media platforms emerge and others gain/lose appeal, it's advisable to keep an eye on demographic shifts and media options.





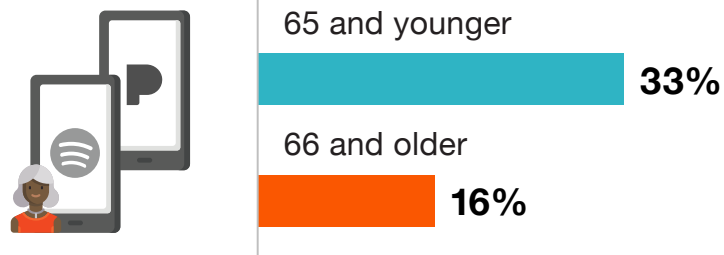


# Radio & Podcasts

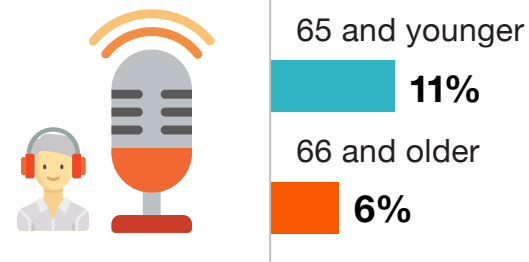
## More than half of seniors listen to the radio on a typical day

Among radio listeners, 84% reported listening to traditional broadcast AM/FM radio, maintaining its position as the most popular mode of delivery. However, digital formats such as audio streaming services and podcasts have grown over the past decade, especially among the younger Medicare audience.

### Seniors using audio streaming services



### Seniors listening to podcasts



When do seniors listen to the radio? “In the car” topped responses at 92%, followed by “At home” at 67%.



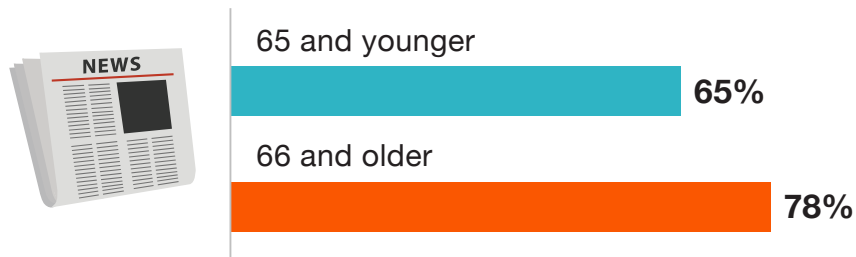


# Newspapers

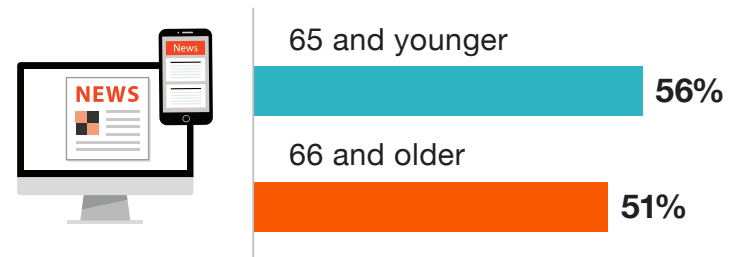
## On a typical day, 46% of seniors read the newspaper

Survey results showed that local dailies (80%) are the favorite type of newspaper, followed by national newspapers (35%) and local weeklies (14%). While digital readership has grown, particularly among younger seniors, it's interesting to note that print remains more popular for both groups.

### Seniors reading PRINT



### Seniors reading DIGITAL



Although magazine readership remains popular, the long lead times for regional buys prohibits local and regional health insurance carriers from considering advertising in magazines.

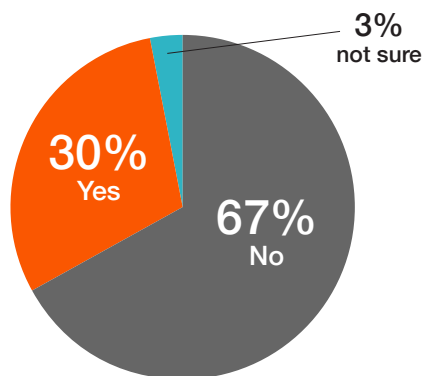


# Smart Speakers

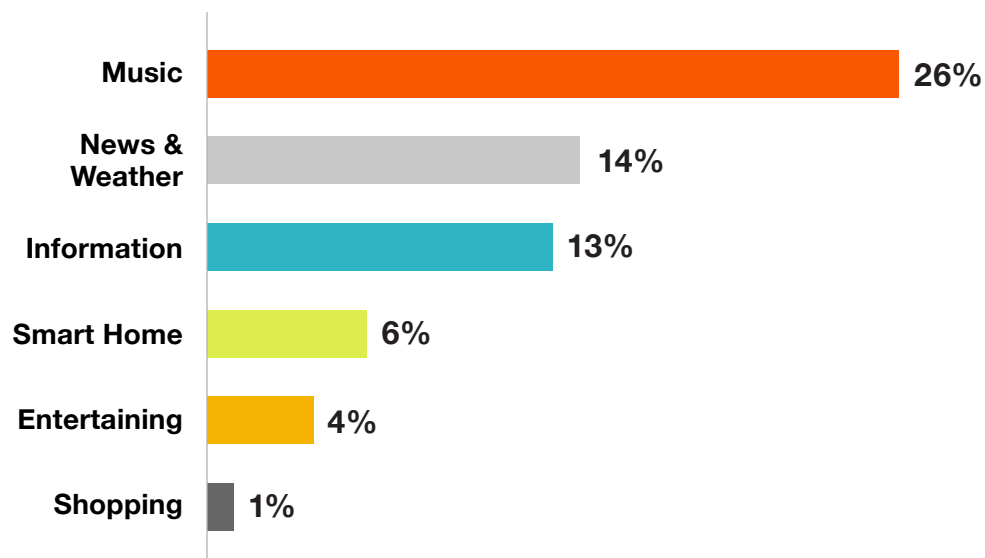
## Smart speaker ownership and usage have plateaued

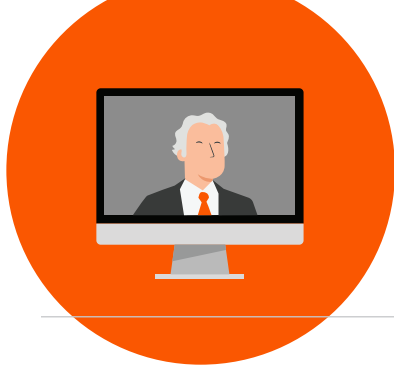
Thirty percent (30%) of seniors own a smart speaker, which has remained consistent over the past few years. They're primarily used for listening to music, getting a news/weather update, and for quick answers to questions.

Percentage of seniors that own a smart speakers



Common uses of smart speakers



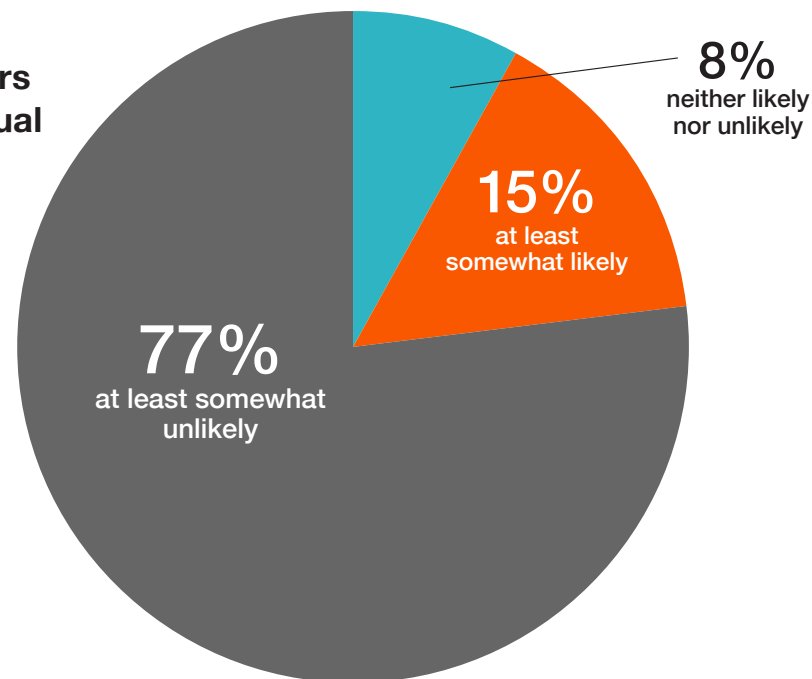


# Virtual Sales Meetings

## Virtual sales meetings appeal to a subset of seniors

Last fall, in-person general sales meetings were halted due to the pandemic, so Medicare sales turned to virtual meetings. These virtual meetings had mixed results, but with lingering COVID concerns and 15% of seniors at least somewhat likely to attend these meetings, it's worthwhile to continue offering virtual events and exploring similar alternatives (e.g., Facebook Live events).

**Percentage of seniors  
likely to attend a virtual  
sales meeting**

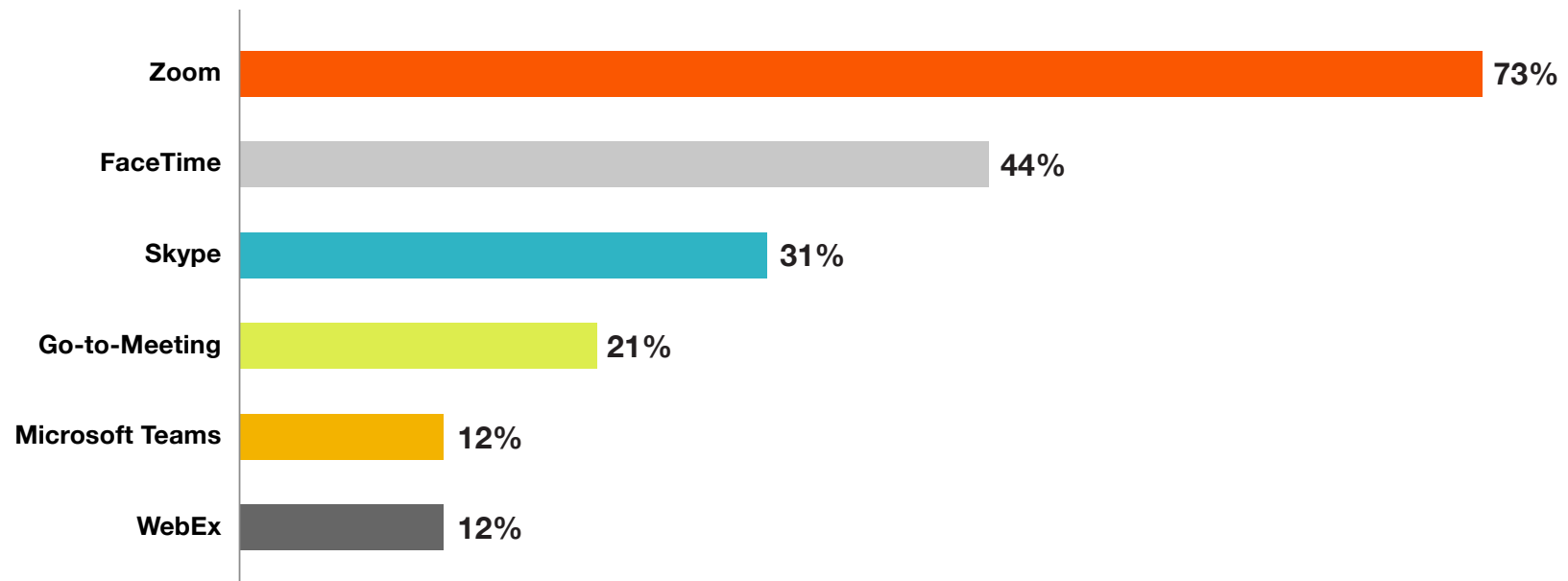




# Video Conferencing

## **ZOOM stands apart when you can't meet in person but want to meet face-to-face**

Video conferencing platforms surged during the pandemic. With its easy-to-use and reliable software, Zoom seized the opportunity to become the de facto video conferencing platform for both business and personal communications. Unsurprisingly, our study found Zoom to be the most common platform, used by almost three-quarters of seniors.

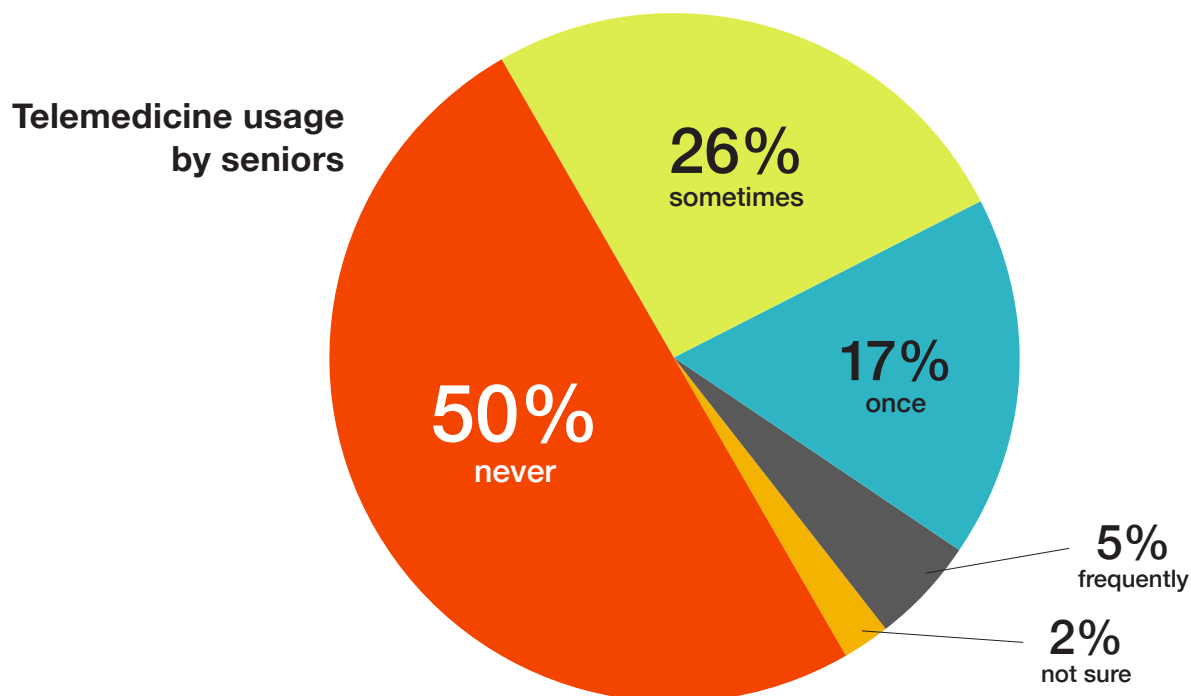




# Telemedicine

## Telemedicine continues to experience impressive growth

Forty-eight percent (48%) of seniors reported using telemedicine to meet with a doctor or other healthcare provider at least once, compared with 41% of seniors in last year's study. In addition, the percent of seniors that have never used telemedicine dropped from 59% to 50%.



# 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](http://medialogic.com) and subscribe to our healthcare marketing newsletter at [medialogic.com/newsletter](http://medialogic.com/newsletter).

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