

Medicare Marketing Insights

Senior Media Preferences

2022



media logic®



With the continued growth and saturation of the Medicare Advantage market, it's more important than ever for healthcare marketers to be up to date on this group of more than 63 million eligible individuals.

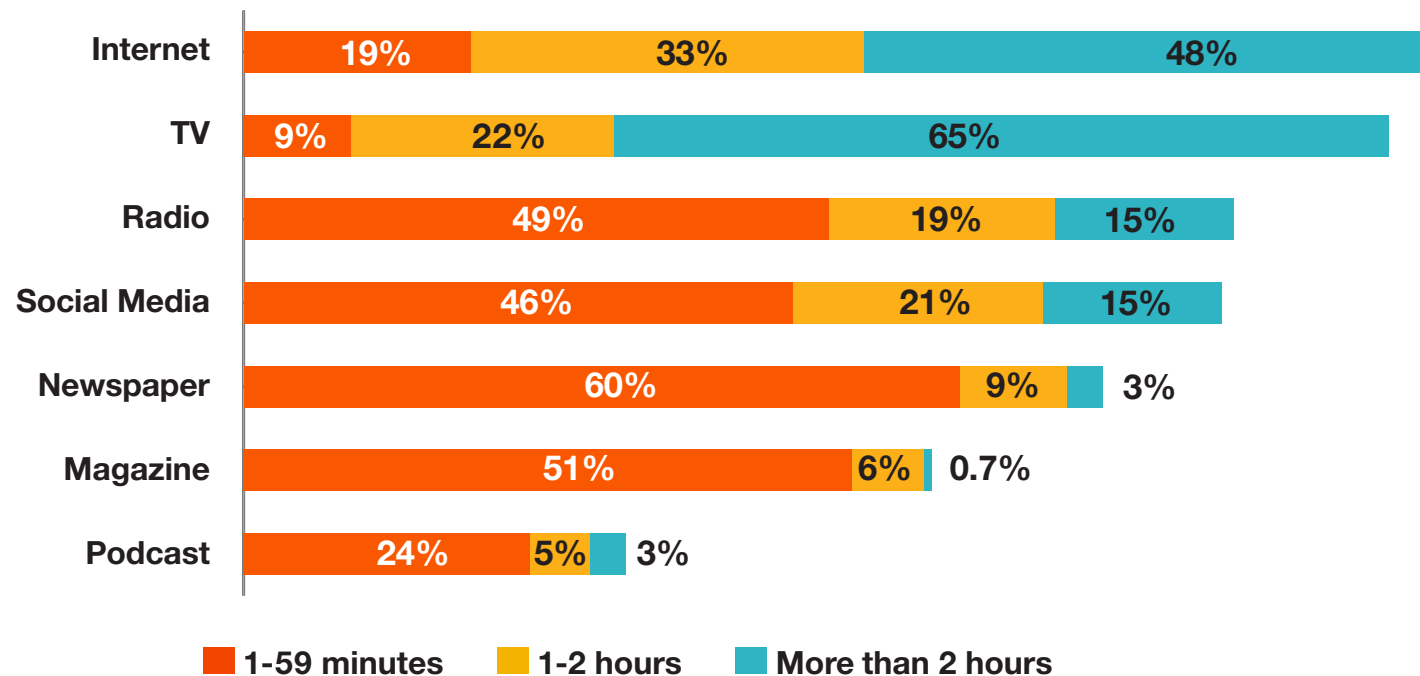
This year, Media Logic surveyed 573 seniors ages 63 to 75 on their media habits. The findings speak to the world we live in — a decreased use of Zoom amid waning COVID-19 concerns, increases in newspaper readership as national and global events capture attention, and growing use of streaming services as subscription platforms continue to proliferate.

This survey looks at the media preferences of the increasingly digitally savvy senior population to help Medicare marketers optimize channel selection and targeting for [Medicare AEP](#), [New-to-Medicare](#), and [OEP campaigns](#).



Using the internet and watching TV continue to dominate senior media usage.

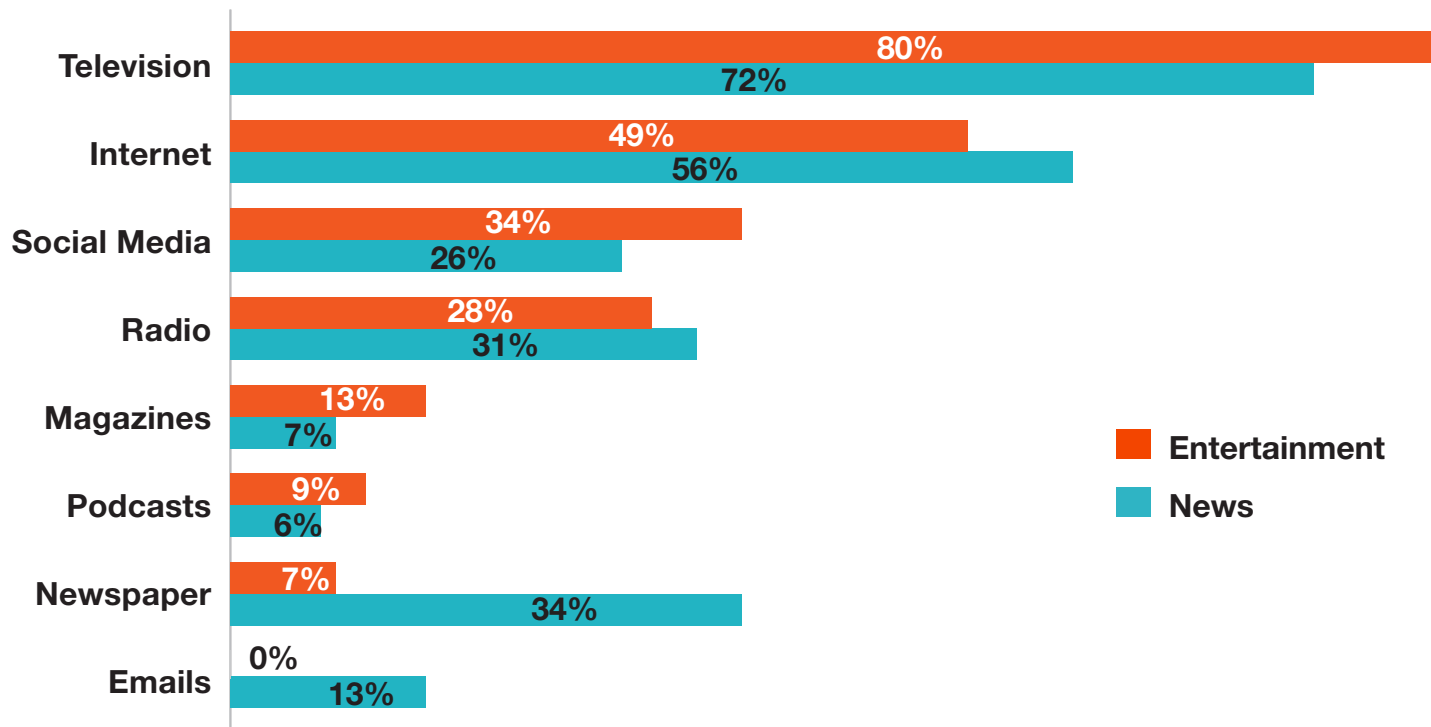
On a typical day, 99% use the internet and 95% watch TV. However, watching television engages seniors for extended periods, with 65% spending over 2 hours watching TV each day. In comparison, only 15% of seniors spend more than two hours listening to the radio or using social media. Newspaper readership increased from 59% to 72% this year, but most seniors spend less than an hour reading the paper. While podcasts trail other mediums in terms of usage by seniors, there was a 12-point percentage increase over last year.





Television is preferred for both entertainment and news.

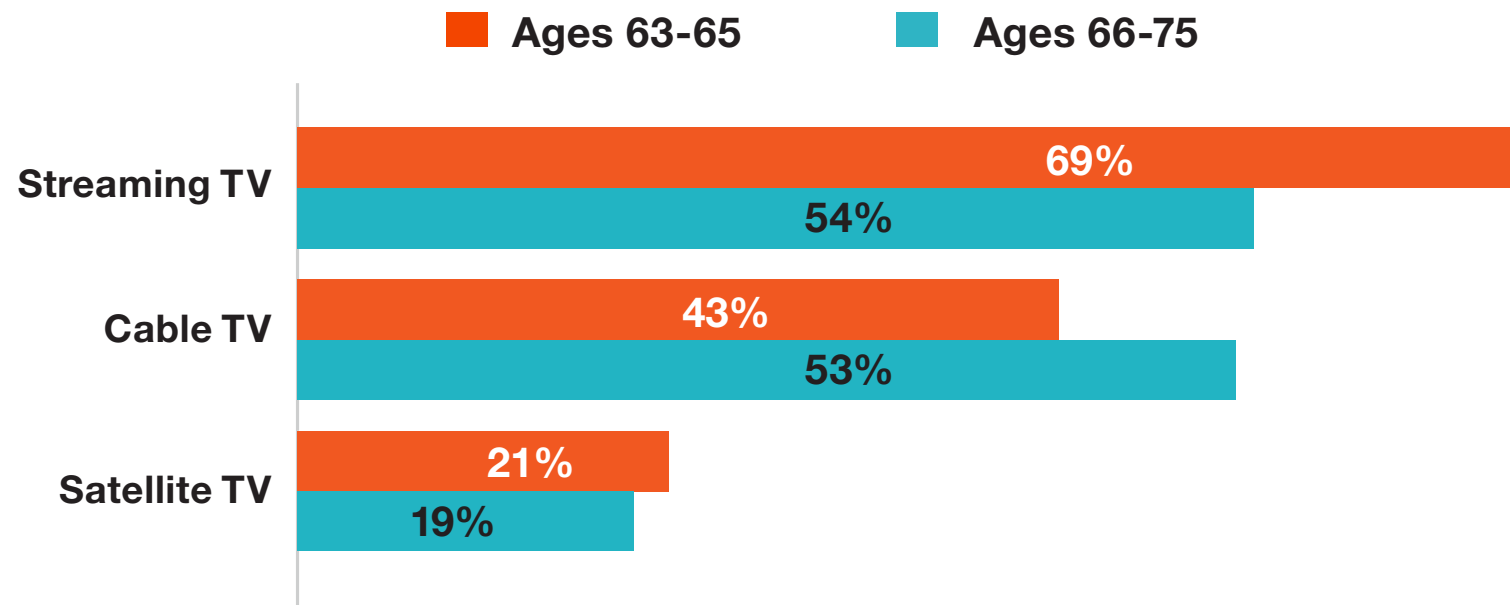
Despite television's dominance, the internet is not far behind, particularly as a news source. In addition, newspapers, radio and social media are the go-to news sources for 26-34% of the seniors surveyed. For entertainment beyond TV and the internet, seniors are also turning to social media and radio. In fact, many seniors seek news and entertainment from the same medium, except for newspapers and emails, which they view as predominantly news sources.





Streaming is the most popular way to watch TV for all seniors.

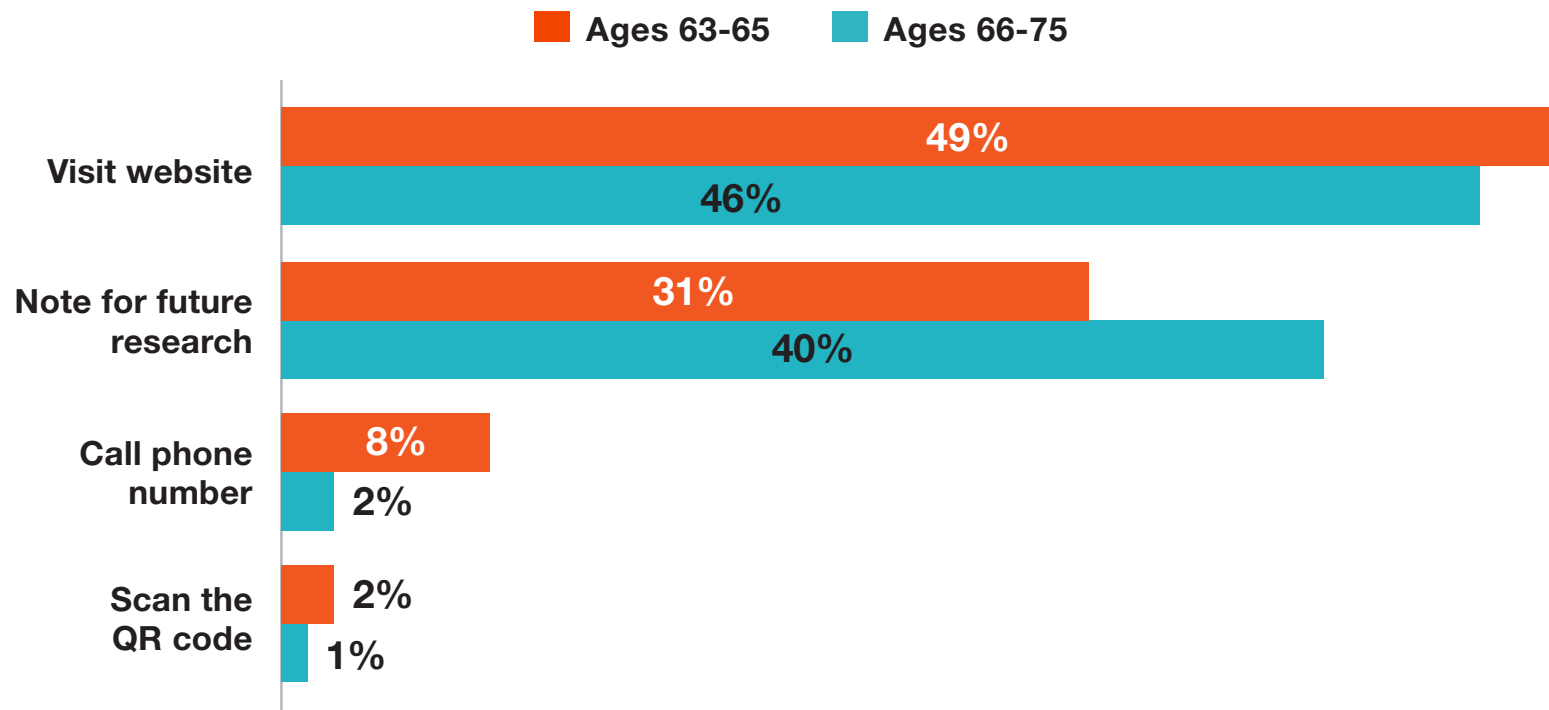
Sixty-nine percent (69%) of younger seniors (ages 63-65) subscribe to streaming services, while only 43% to cable TV. Seniors in the 66-75-year-old age range are more evenly split between the two services, with streaming just nudging out cable. While some seniors subscribe to satellite, it was a much smaller group, approximately 20%.





To maximize TV ad responses, make website URLs memorable.

Seniors are most likely to respond to a TV commercial by visiting the advertiser's website or making a note to research them later. However, only small fractions of the population (8% or less) will opt to call the number shown in the ad or scan the QR code.





Internet use spans all aspects of life.

Email is the top reason seniors use the internet again this year, with shopping and news also remaining in the top 5. From staying informed and staying in touch to paying bills and being entertained, the internet is a prominent channel for seniors.

Top 5 reasons seniors use the internet:

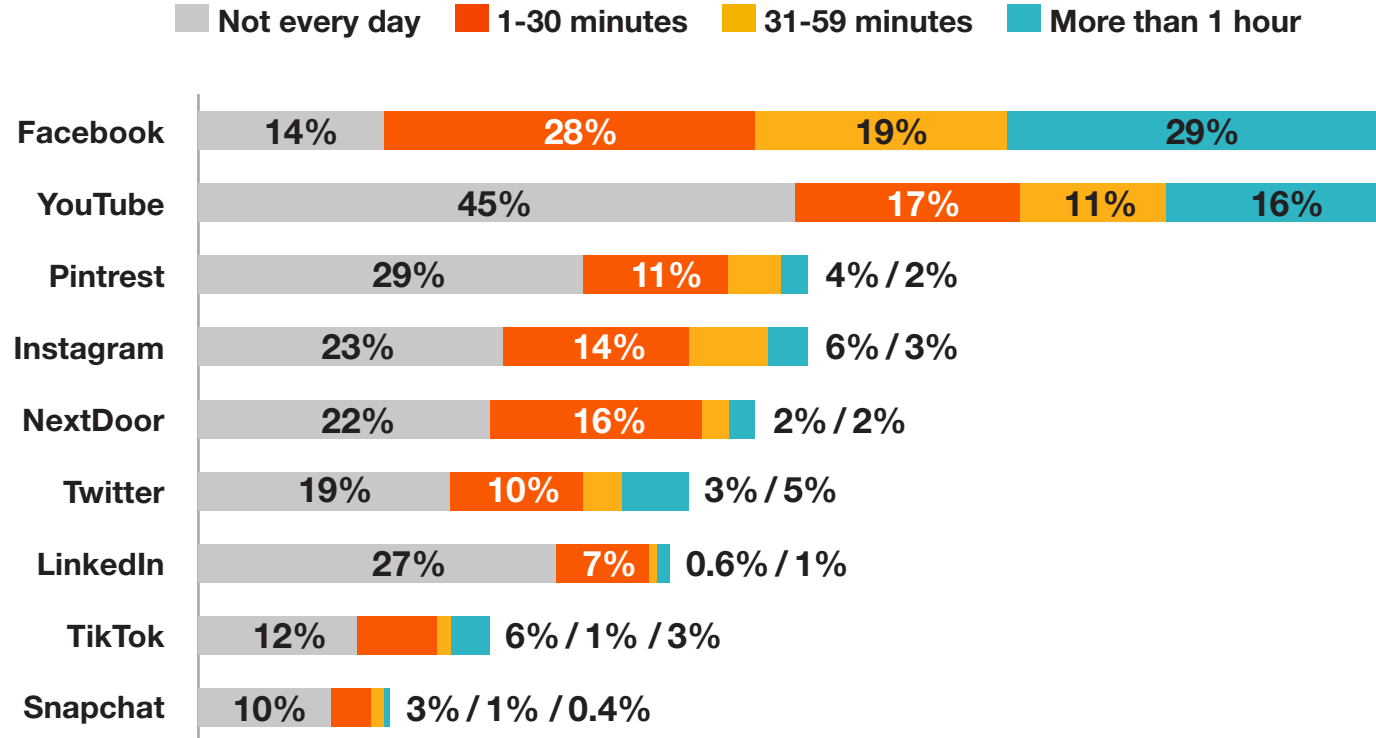
#1 Email	#2 Weather	#3 Shopping	#4 News	#5 Look up business
93%	79%	72%	70%	65%

Smartphone usage (79%) surpassed computers/laptops (70%) in this year's survey. Tablets were moderately popular at 44%, while smart TVs and e-readers were less popular, at 18% and 8%, respectively.



Over 80% of seniors use social media on a typical day.

While Facebook and YouTube are clear favorites, Facebook is the social platform they visit most often and spend the most time with each day. In fact, 76% of seniors visit Facebook, and almost 30% spend more than an hour on the platform daily, nearly double the corresponding daily percentages reported for YouTube.

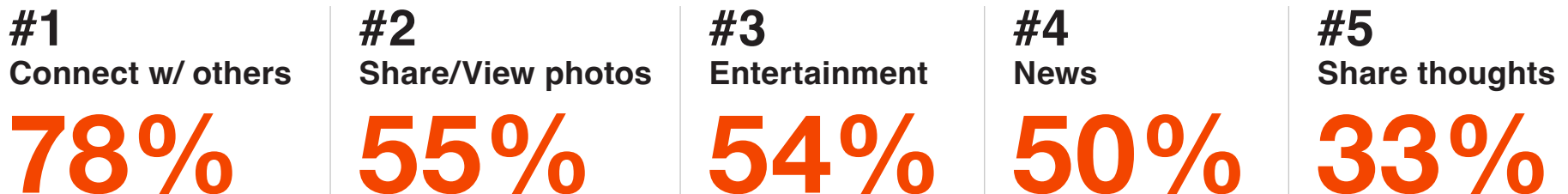




Much like the internet, seniors use social media for a wide variety of reasons.

The vast majority (78%) of seniors use social media mainly to connect with friends and family. In addition, more than half also use these digital channels to post and look at photos, access news and seek entertainment. A smaller percentage (33%) use social media to share thoughts and opinions, and a small percentage (16%) follow brands or businesses on social.

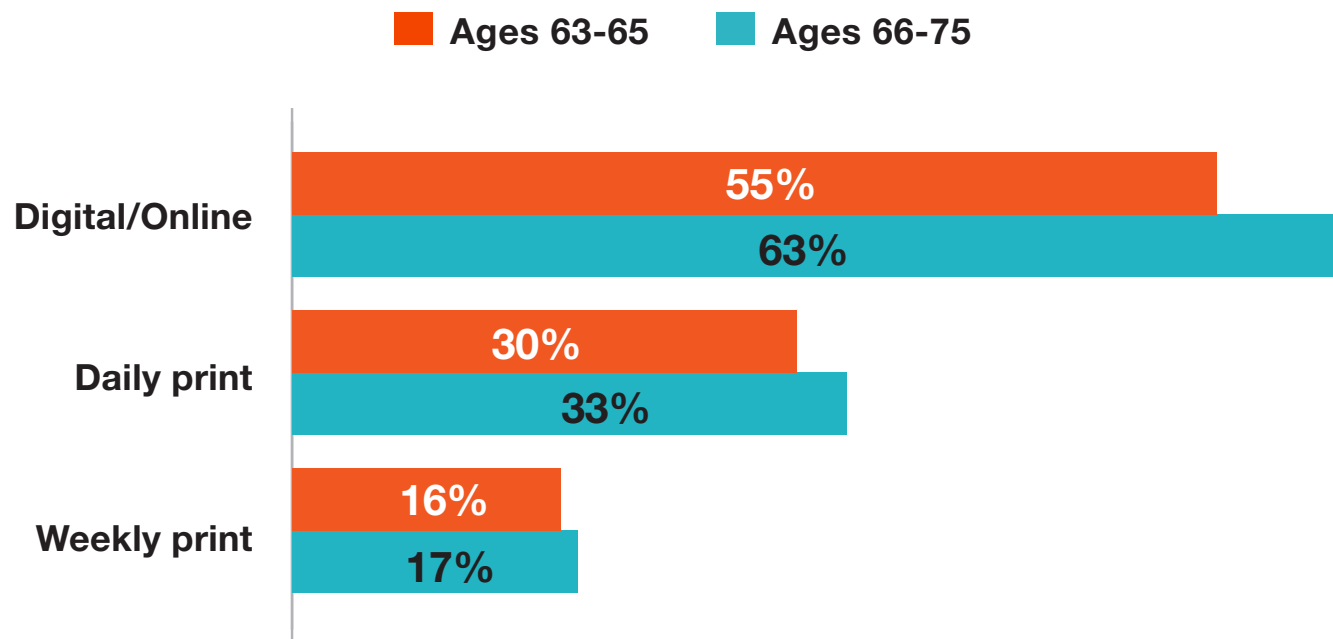
Top 5 reasons seniors use social





Most seniors don't grab the morning newspaper from their doorstep.

When seniors sit down to read the newspaper, they are overwhelmingly reaching for a phone, computer or tablet — not a print copy. In fact, both age groups reported a preference for digital/online versions, followed by daily print and then weekly print. Of note: 35% of print readers also read digital/online versions, and the 66-75 segment was more likely to read the paper in any format than the 63-65 segment.

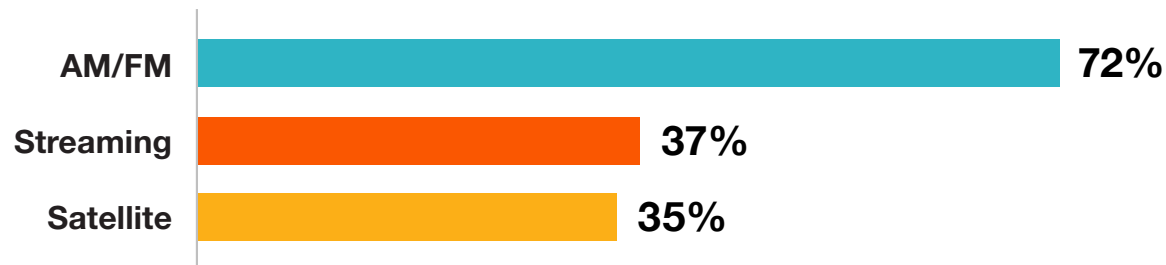




Radio habits have been slower to change.

When seniors tune into the radio, 72% listen to AM/FM radio, and 89% do so from the car. Streaming services (37%) — think Pandora and Spotify — barely edged out satellite radio options (35%) like SiriusXM. More than half (62%) of radio listeners turn it on at home, while less than 10% listen at work — maybe because the respondents are approaching and surpassing the typical retirement age.

Percentage of seniors that listen to radio format:



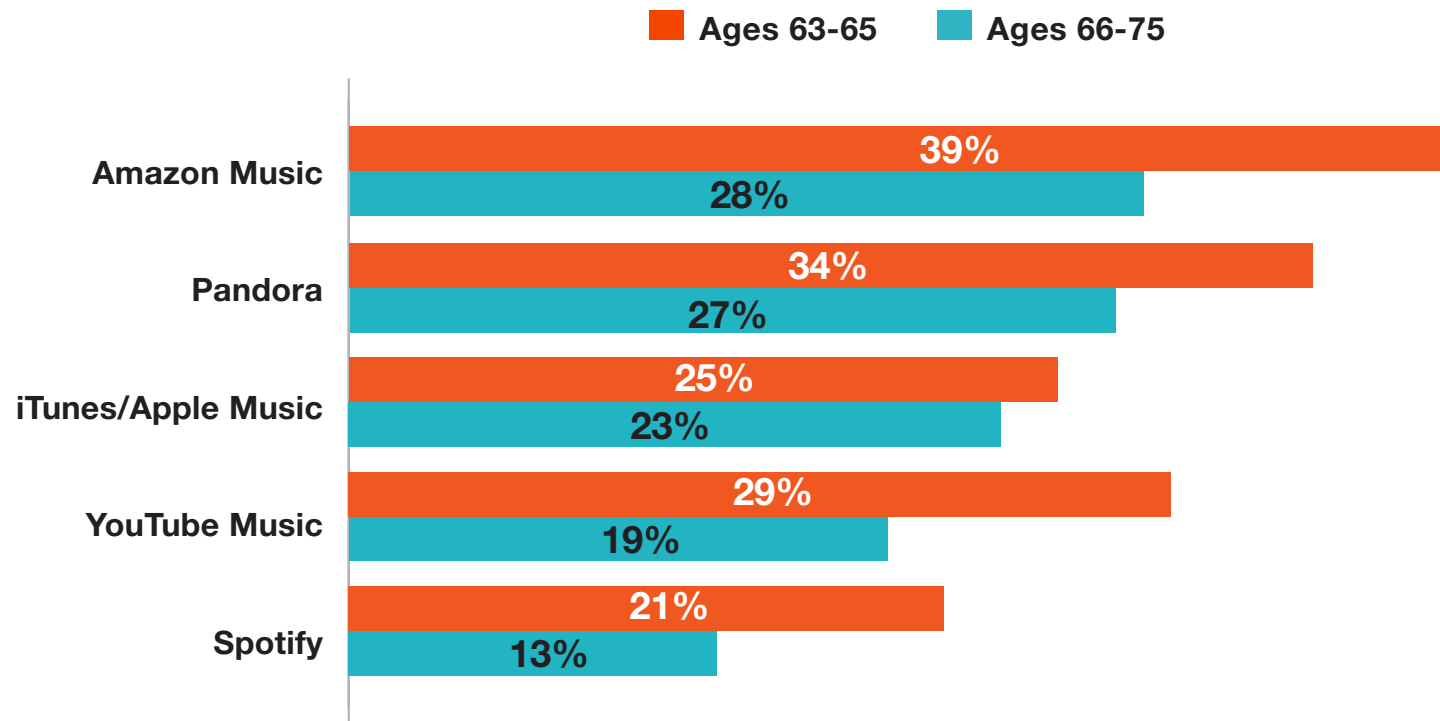
Where do they listen:





Streaming music services are gaining steam, particularly among younger seniors.

Although streaming music wasn't popular until these respondents were in their fifties, they are adapting to it. Amazon Music was the favorite online service for both age groups — possibly because a version of it is included with Amazon Prime memberships. Across the board, seniors in the 63-65 age group were more likely to listen on any of the platforms but noted Pandora and YouTube as top sources beyond Amazon Music.

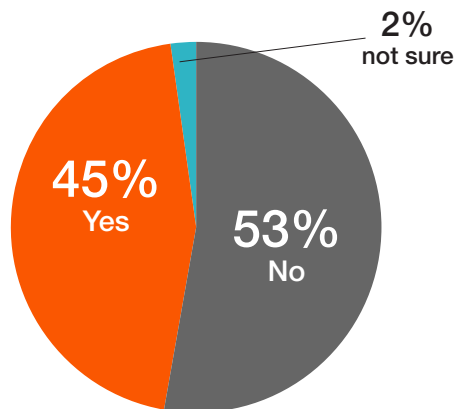




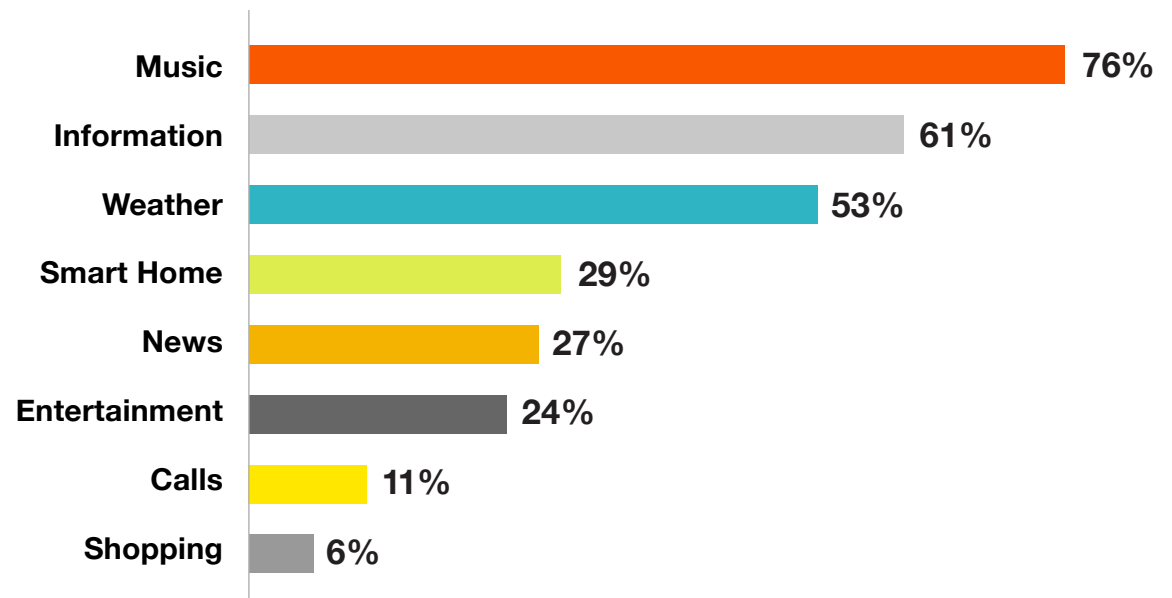
Smart speaker ownership and common uses increase.

Forty-five percent (45%) of seniors own a smart speaker, a 15-percentage point increase over last year. Like last year, listening to music was the most common use for a smart speaker, while shopping was the least. However, across the board, common uses increased significantly compared with last year (e.g., Music +192%, Information +369%, Smart Home +383%).

Percentage of seniors that own a smart speakers



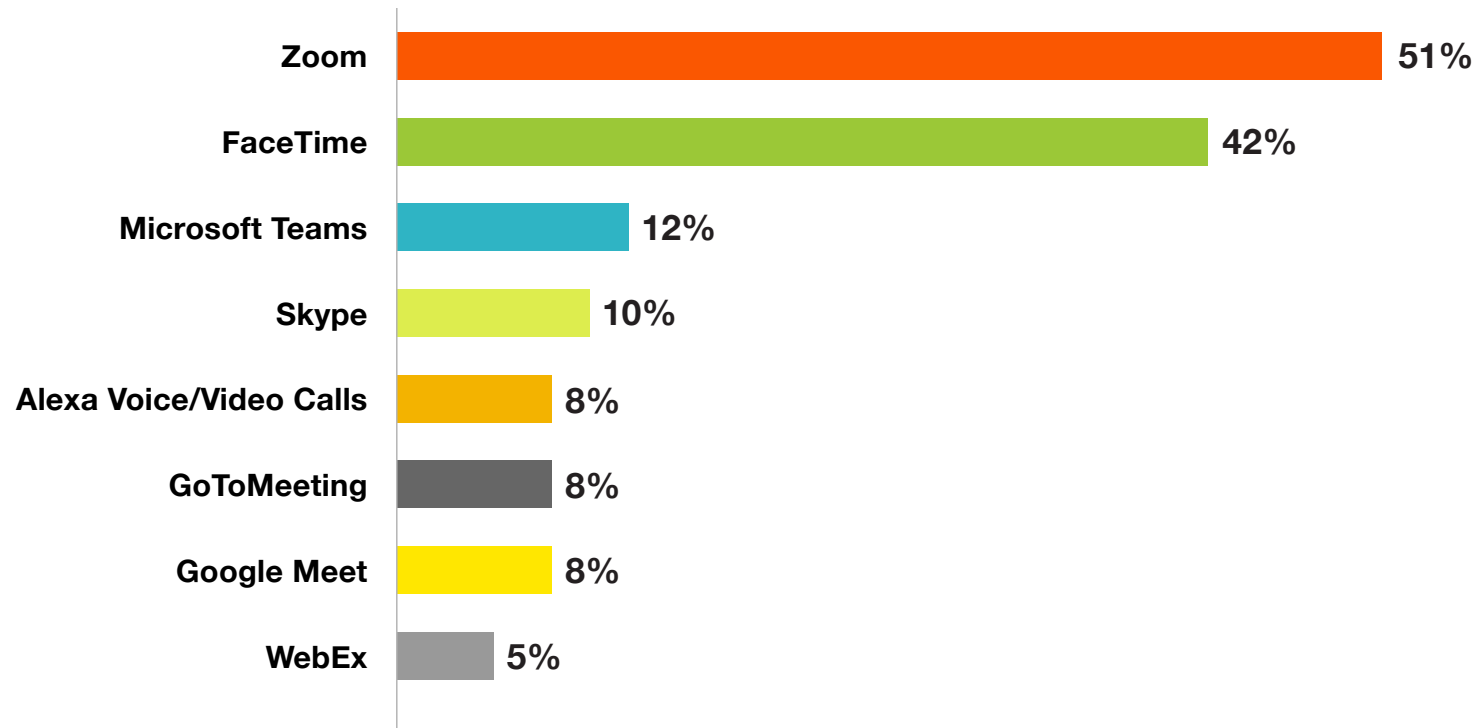
Common uses of smart speakers





Zoom and FaceTime lead the video calling platform pack.

While Zoom is still the most popular video calling platform, it saw a 22-percentage point decrease compared to last year. Remarkably, all platforms saw a decline in use over the past 12 months (except for Microsoft Teams which remained steady at 12%). ‘Zoom fatigue’ has become an increasingly common phrase, and our results support the notion.



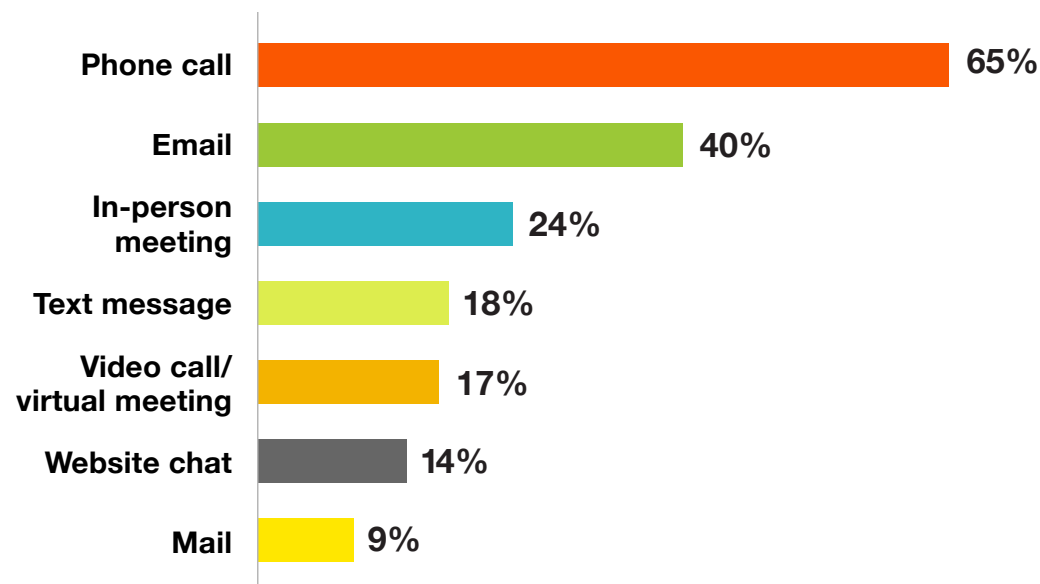


To get a Medicare question answered, seniors are most likely to reach for a phone.

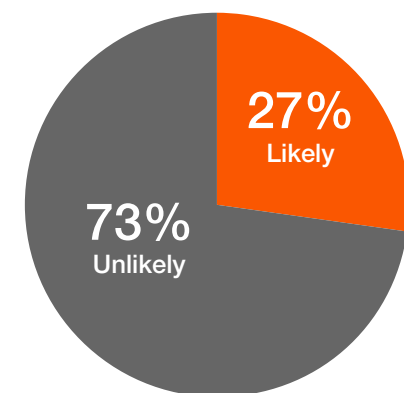
When it comes to getting answers to Medicare plan questions from company reps, phone calls take the cake (65%) with a significant lead over email (40%), in-person meetings (24%) and text messages (18%). Just 17% of seniors prefer virtual meetings, trailed only by website chat (14%) and mail (9%).

While an increased number of seniors expressed a likelihood to attend a virtual Medicare meeting than last year — 27% as opposed to 15%, the majority remained staunch in their opposition: almost three-quarters of seniors would be unlikely to attend a meeting via video call.

Preferred method of contact



Percentage of seniors likely to attend a virtual seminar

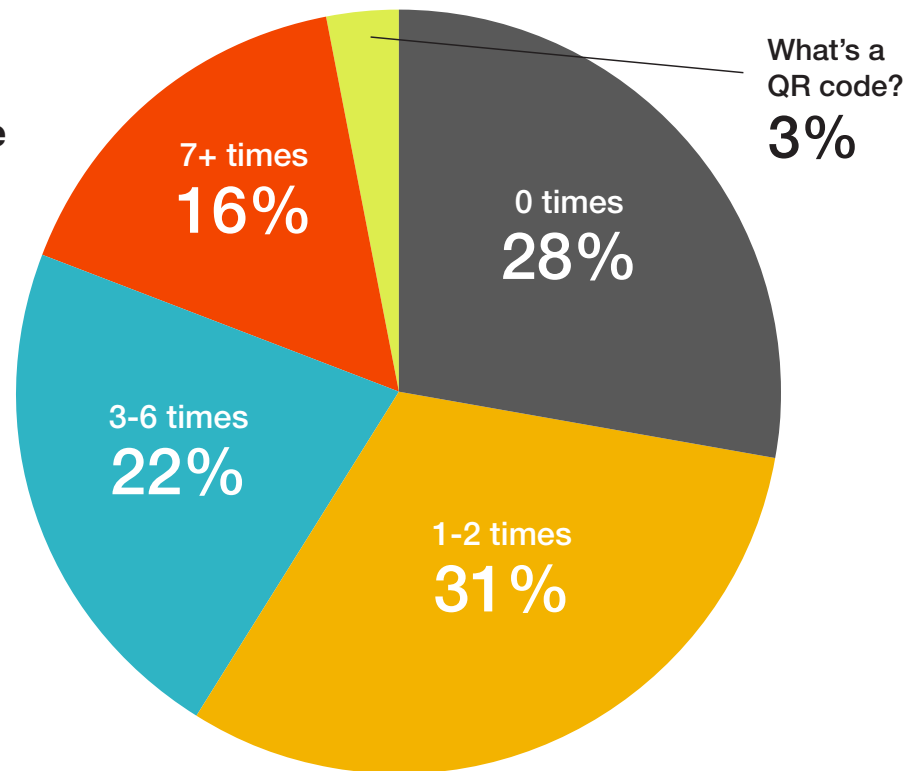




Most seniors are familiar with QR codes, but use them infrequently.

After the spike in digital menus during COVID-19, one thing most seniors aren't asking is, "What's a QR code?" More than 70% of respondents scanned a QR code at least once in the past 12 months, and 16% did so seven or more times. Although there is widespread awareness (97%), adoption is not quite as vast yet. Twenty-eight percent indicated no use of the tech in the past year, and another 31% have only used it once or twice.

Frequency of QR code usage in the past 12 months



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 an 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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