

# Media Preferences of Older Adults

2023 Survey



# Media Preferences of Older Adults 2023

*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.*

In this sixth consecutive survey on the media preferences of older adults, Media Logic surveyed 577 people between the ages of 63 and 75.

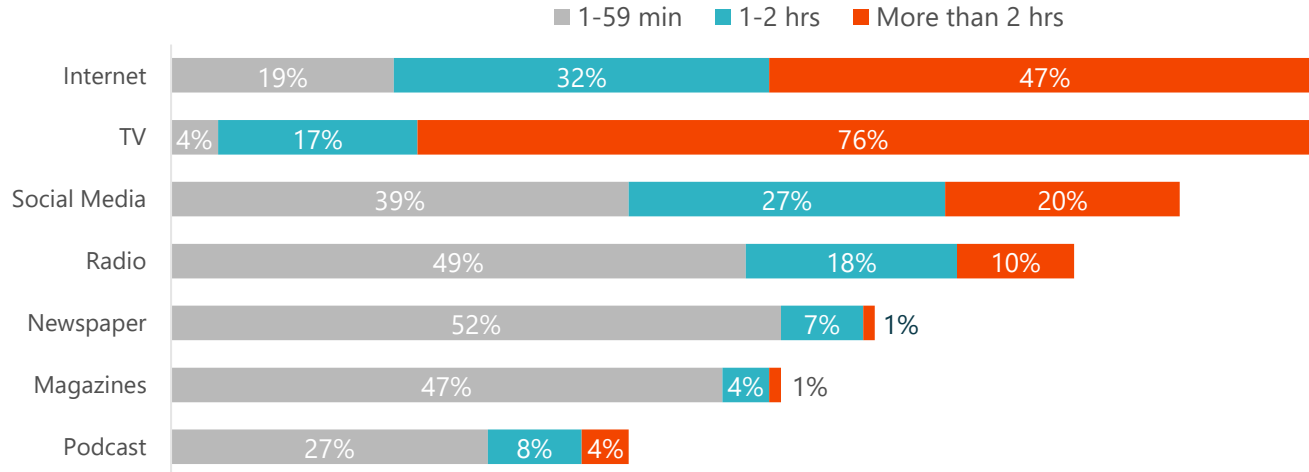
This survey looks at the current state and the trends in media preferences of older adults to help Medicare marketers optimize channel selection and targeting for [Medicare AEP](#), [New-to-Medicare](#) and OEP campaigns.

# Older adults continue to use the internet and watch TV more than other media.



## Q. In a typical day, how much time do you spend engaging with the following media?

In a typical day, 98% of older adults use the internet and 97% watch TV. Still, TV holds the highest level of engagement of all media, with 76% of respondents watching TV for over two hours each day. Elsewhere, this year's media habits reveal shifts. Radio and newspapers both experienced less engagement since last year, while time spent on social media has increased. Podcast listening (39%) also increased since last year, showing an upward trend year-over-year, even though it currently trails other media.

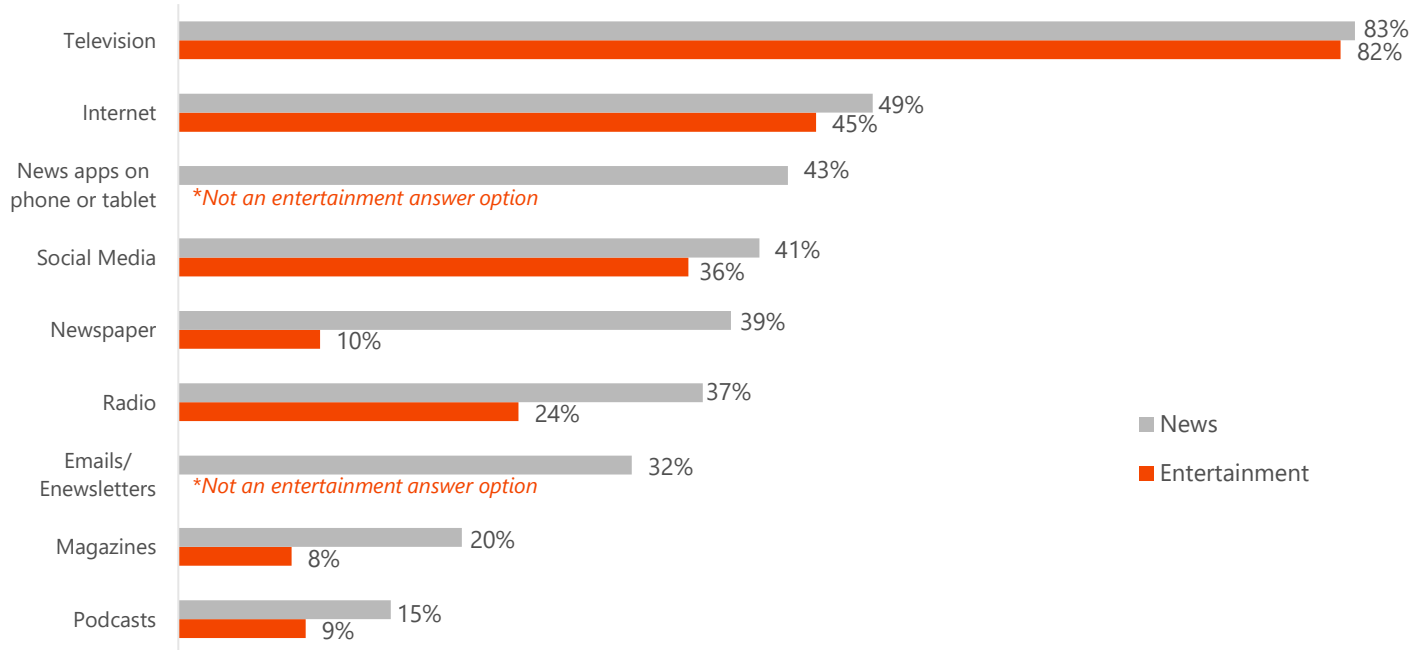


# TV remains the preferred source for news and entertainment.



## Q. Which of the following media sources are your favorite for news and entertainment?

As seen last year, television and the internet are the leading go-to sources for both news and entertainment, with TV leading. While the internet and news apps rank slightly ahead of social media for current affairs information, social media grew for both news and entertainment and is not far behind.

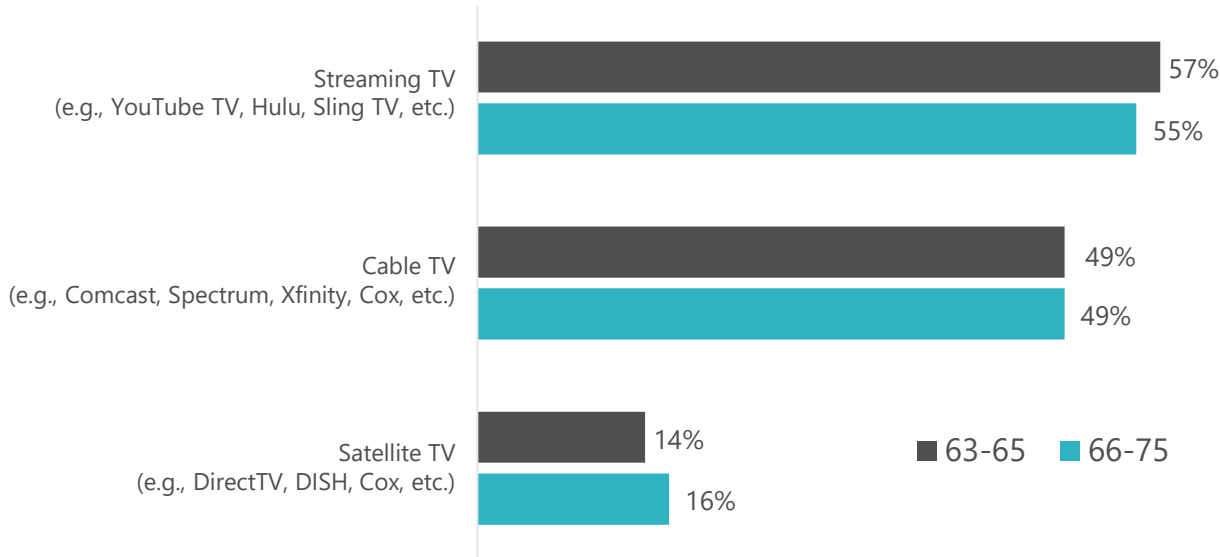


# Streaming continues to be the most popular way older adults watch TV.



## Q. What TV services do you subscribe to?

In this year's survey, streaming TV was the most popular TV service among both the 63 to 65 and the 66 to 75 age groups, surpassing cable TV for another consecutive year. Cable TV and Satellite subscriptions continue to trail in popularity, consistent with last year's findings.



Q. What are the types of television programs you enjoy most?

### The top five types of content watched by older adults:

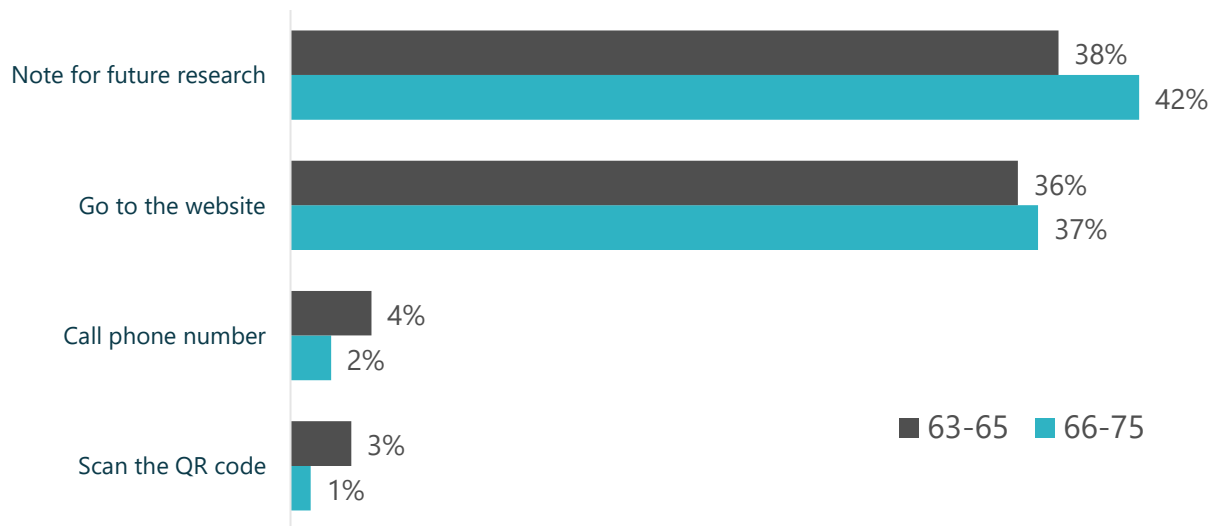
- |            |                |
|------------|----------------|
| #1 Drama   | #2 News        |
| <b>48%</b> | <b>47%</b>     |
| #3 Comedy  | #4 Documentary |
| <b>38%</b> | <b>32%</b>     |
| #5 Sports  |                |
| <b>27%</b> |                |



## Memorable website URLs can help maximize TV ad responses.

### *Q. How would you respond to a television commercial for a product or service that interests you?*

Older adults are most likely to respond to a TV commercial by visiting the advertiser's website or making a note to research them later. Only a small fraction of the population (4% or less) will opt to call the number shown in the ad or scan the QR code.



# Internet use continues to span all aspects of life.

## Q. What activities do you do on the internet?

Older adults continue use the internet mainly for email and checking the weather, as last year. Conducting activities on personal accounts, shopping, and social media round out the top five online activities.



## Top 5 reasons older adults use the internet:

#1  
Email

89%

#2  
Weather

74%

#3  
Access personal  
accounts (e.g., pay bills,  
file/check statements)

72%

#4  
Shopping

67%

#5  
Social Media

64%

## Q. Which devices do you use to access the internet?

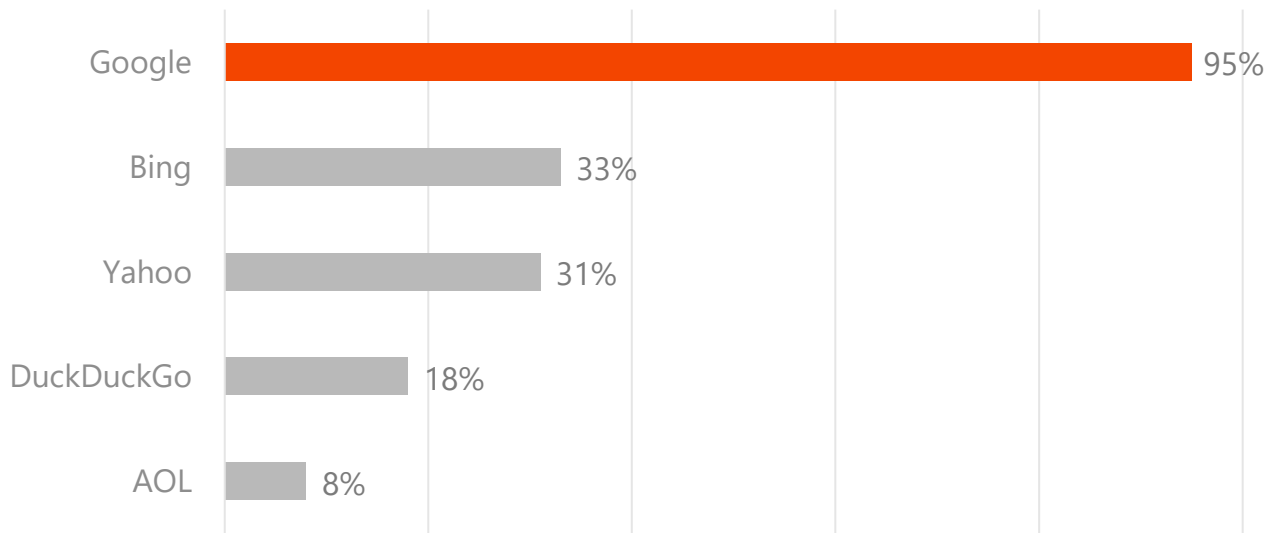
Computers/laptops (78%) and smartphones (76%) were most popular for online activity, followed by tablets (40%), smart TVs (24%) and e-readers (7%).



## Internet search follows different paths.

**Q. In the past 12 months, which internet search engines have you used?**

Older adults on the internet mostly depend on Google for information but also note the use of other engines, including Bing, Yahoo and DuckDuckGo.



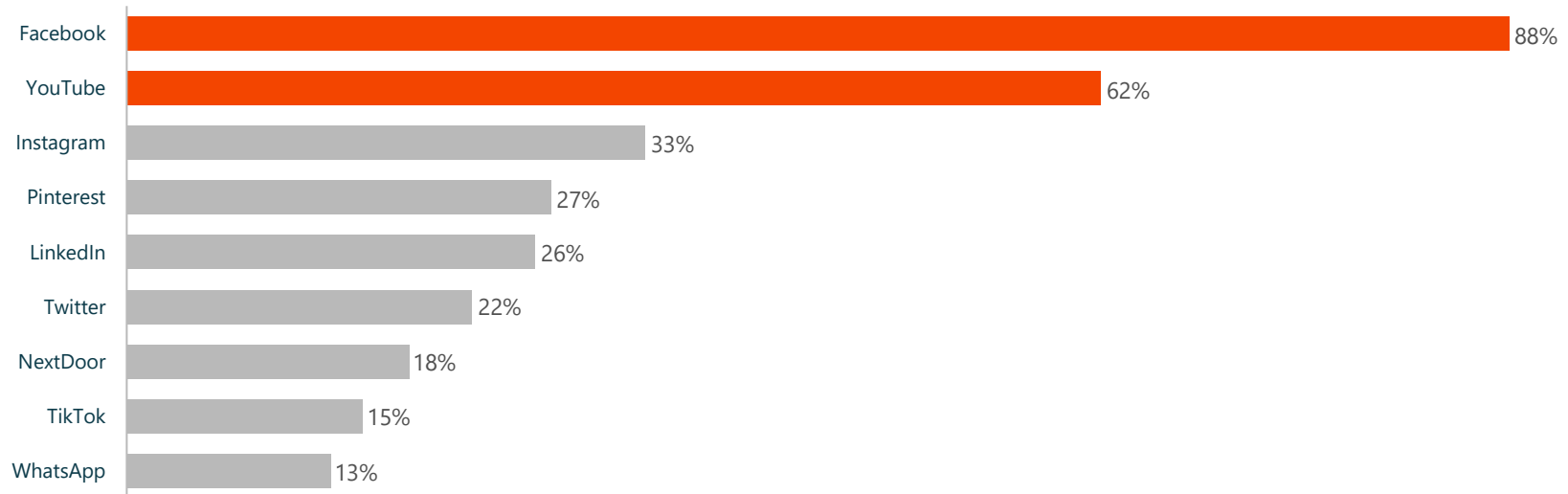




# Older adults using social media are most active on Facebook and YouTube

## Q. Which social media platforms do you use?

Consistent with last year, Facebook and YouTube are clearly the favorite social media channels, with Facebook retaining a notable lead in use. In a shift from last year, however, slightly more older adults are using Instagram than Pinterest.

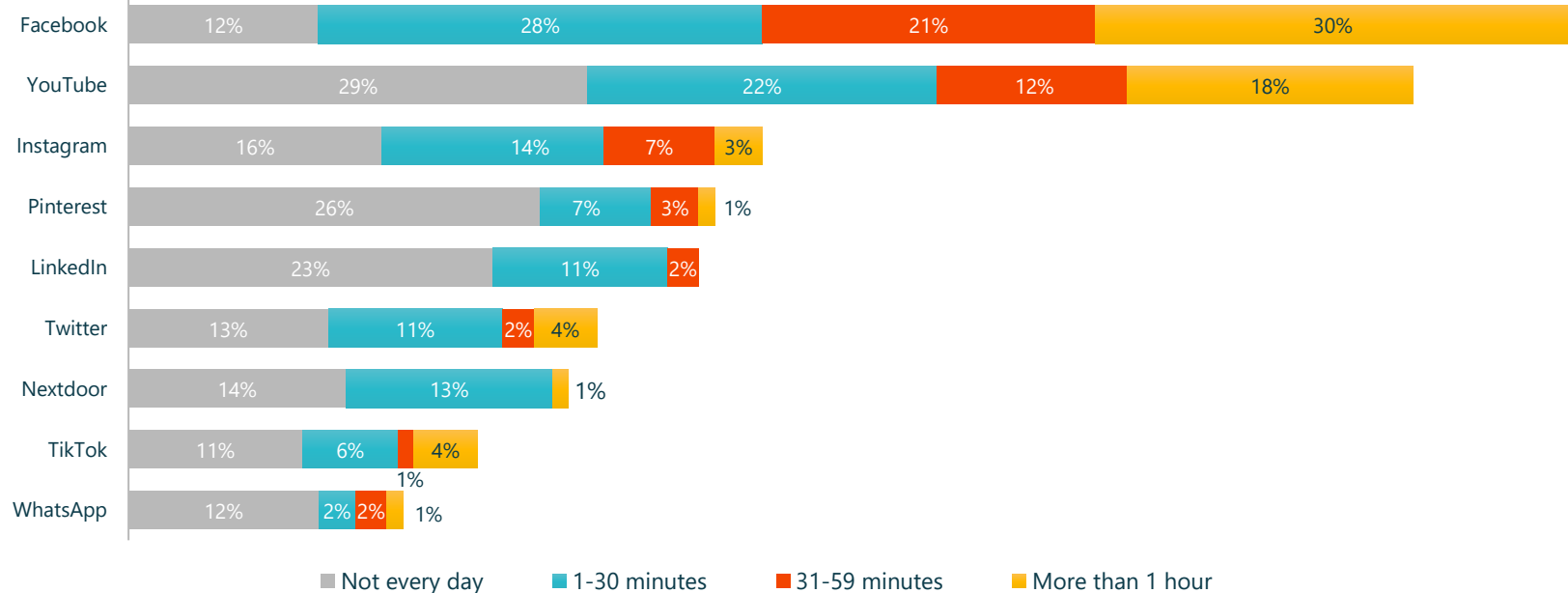




# About 47% of older adults on social media spend over an hour on social channels daily.

**Q. In a typical day, how much time do you spend on these social media channels?**

Not only are Facebook and YouTube favorites, Facebook is the social platform that older adults spend the most time on each day. In fact, about 30% spend an hour or more on the platform compared to 18% spending that time on YouTube.



# Older adults use social media for a wide variety of reasons.



## Q. What do you use social media for?

Older adults on social media use it to combat loneliness and boredom. While their most frequently mentioned reason for using social media is to connect with others, older adults also use these channels for general entertainment (50%) and to post and look at photos (45%).

## Top 5 reasons older adults use social media:

**#1**  
Connect with  
friends and family  
**76%**

**#2**  
Entertainment  
**50%**

**#3**  
Post and look  
at photos  
**45%**

**#4**  
News  
**41%**

**#5**  
See others'  
thoughts  
**30%**

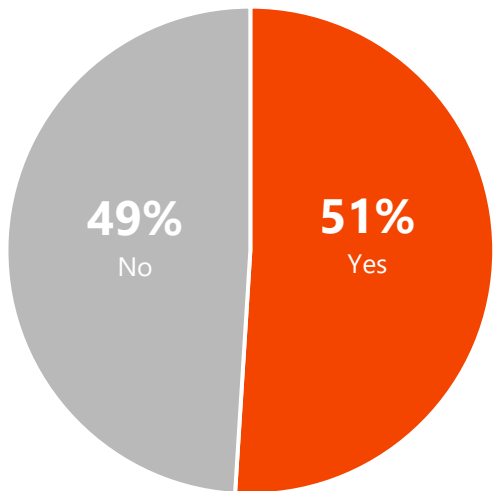


## Older adults play games online.

Online gaming is becoming an increasingly popular way for older adults to hone their skills, connect with others and pass the time. Over 50% of older adults surveyed this year said they play games on the internet compared to 45% last year. While memory and word skills are used the most, many also enjoy puzzles and party games.

**Q. Do you play games online?**

**More than half of respondents play games online.**



**Q. Which video games or virtual activities interest you?**

**Older adults play a wide range of games.**

Memory and word games

**56%**

Puzzle and party games

**39%**

Action and adventure

**15%**

Exercise and dance

**14%**

Sports simulation

**12%**

Virtual reality

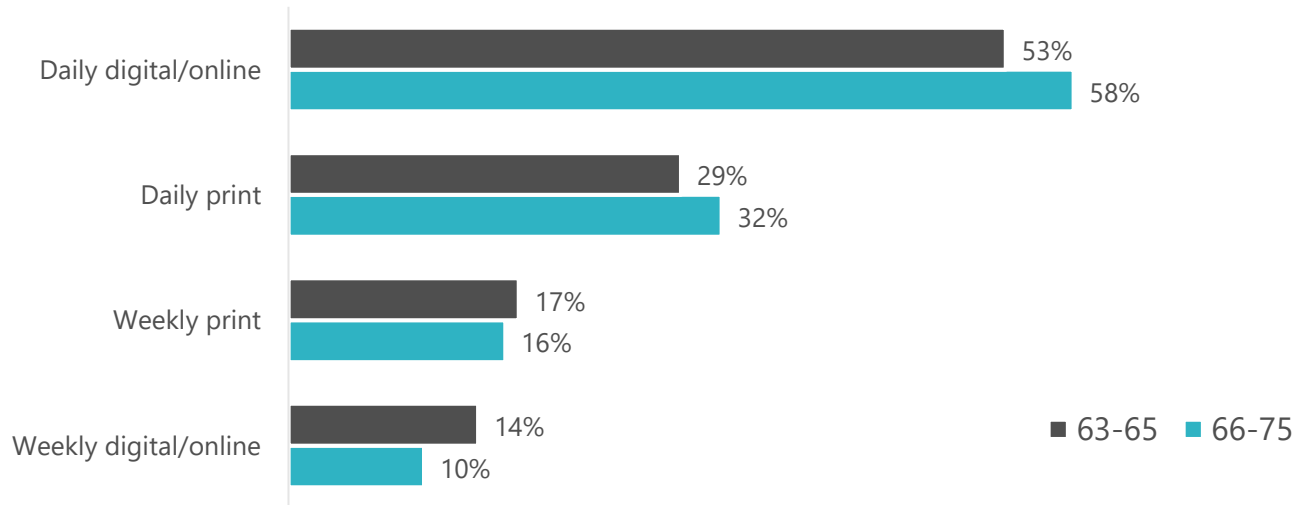
**10%**



## Newspaper readership continues to be predominantly digital.

### *Q. What kind of newspapers do you read or subscribe to?*

Older adults are overwhelmingly going digital for their written daily newsfeed. In fact, both 63- to 65- year-olds and 66- to 75- year-olds prefer daily digital/online versions. Interestingly, the more mature segment of older adults enjoy their daily digital news fix just as much as younger respondents.

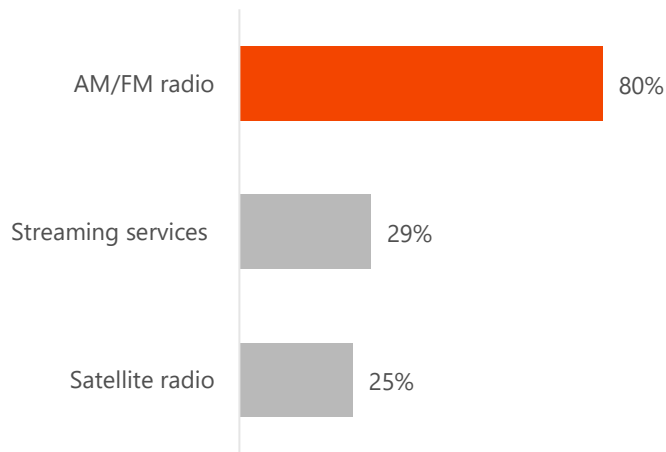




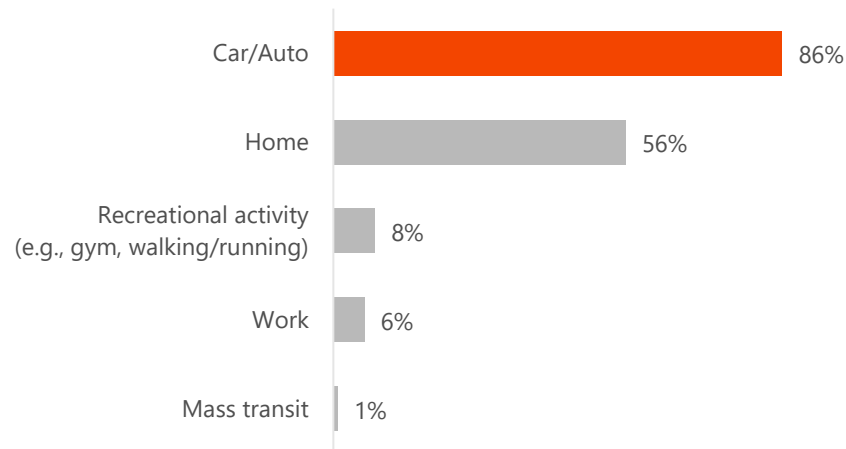
## Radio listening habits remain mostly traditional.

When older adults tune into the radio, 80% listen to AM/FM radio and 65% do so from the car – the most popular space for listening. Streaming services like Pandora and Spotify slightly surpassed satellite radio options, such as SiriusXM.

### Q. What types of radio services do you listen to?



### Q. Where are you when you listen to the radio?

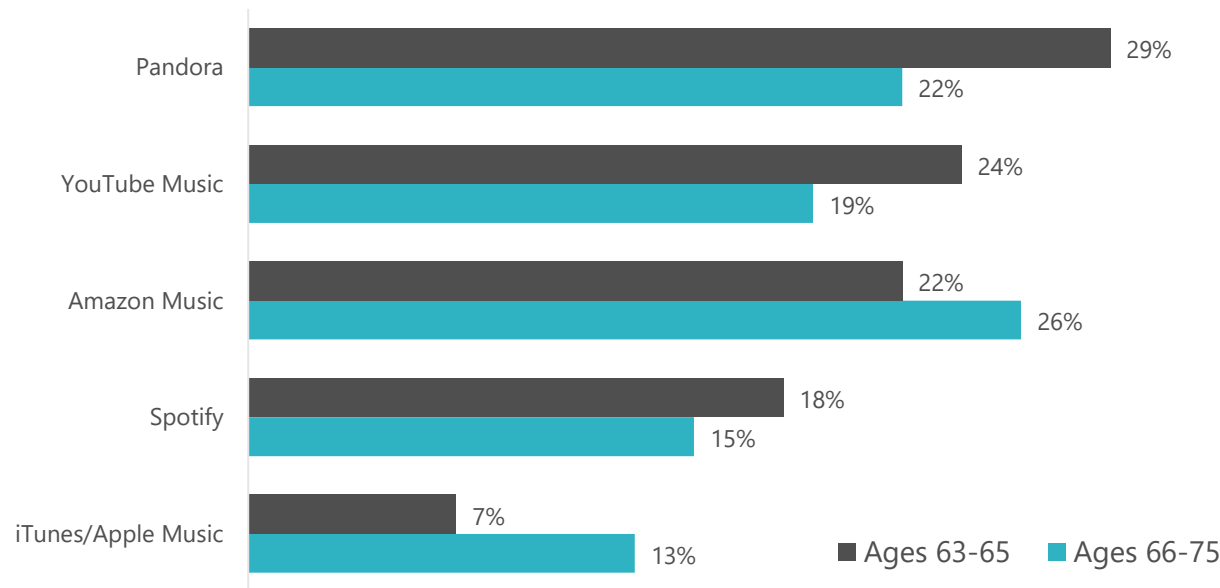




## Older adults stream music from a variety of services.

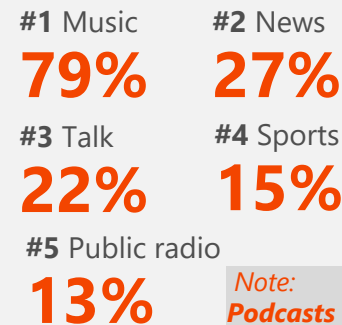
### Q. Which online music services do you use either on a free or paid-for subscription?

When it comes to streaming services, the younger segment of older adults (ages 63-65) show a slight preference for Pandora. YouTube and Amazon music are both neck and neck for second place, but respondents noted that Spotify and iTunes are still on their radars. The older segment of streaming listeners have the highest affinity for Amazon Music, which could be because of price bundling with Amazon Prime.



Q. What types of radio programs do you enjoy most?

### Older adult radio listeners love their music



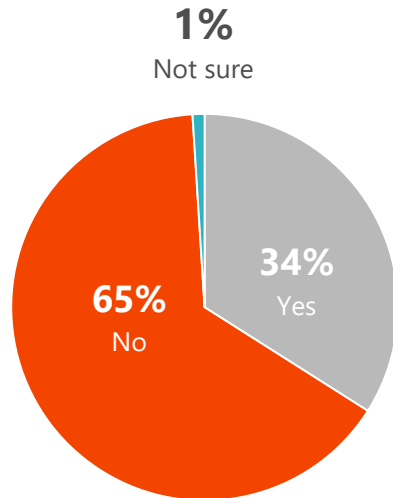
Note:  
Podcasts were  
#7 at 7%.



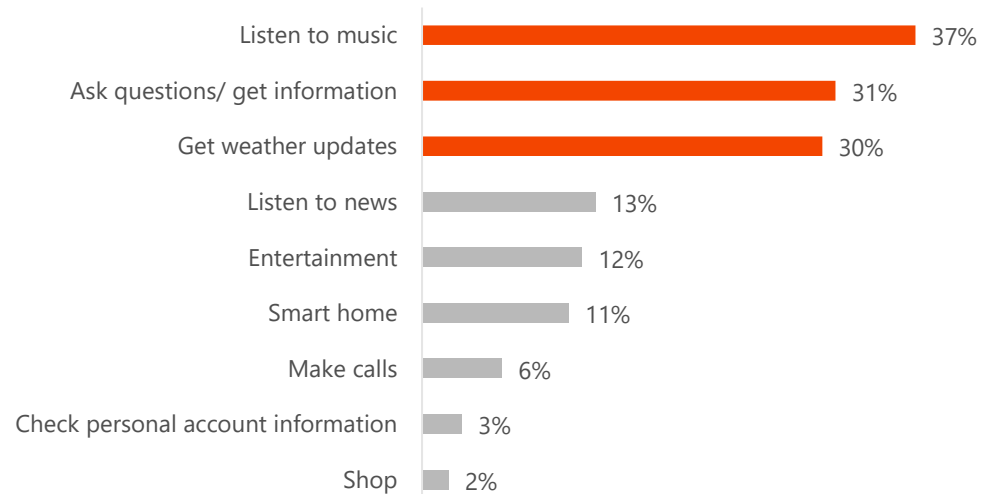
# Older adults are slowly adopting smart speakers.

Thirty-four percent (34%) of older adults own smart speakers. Listening to music remains the most common use for a smart speaker, followed by getting information and weather updates.

## Q. Do you own a smart speaker?



## Q. What do you use a smart speaker to do?



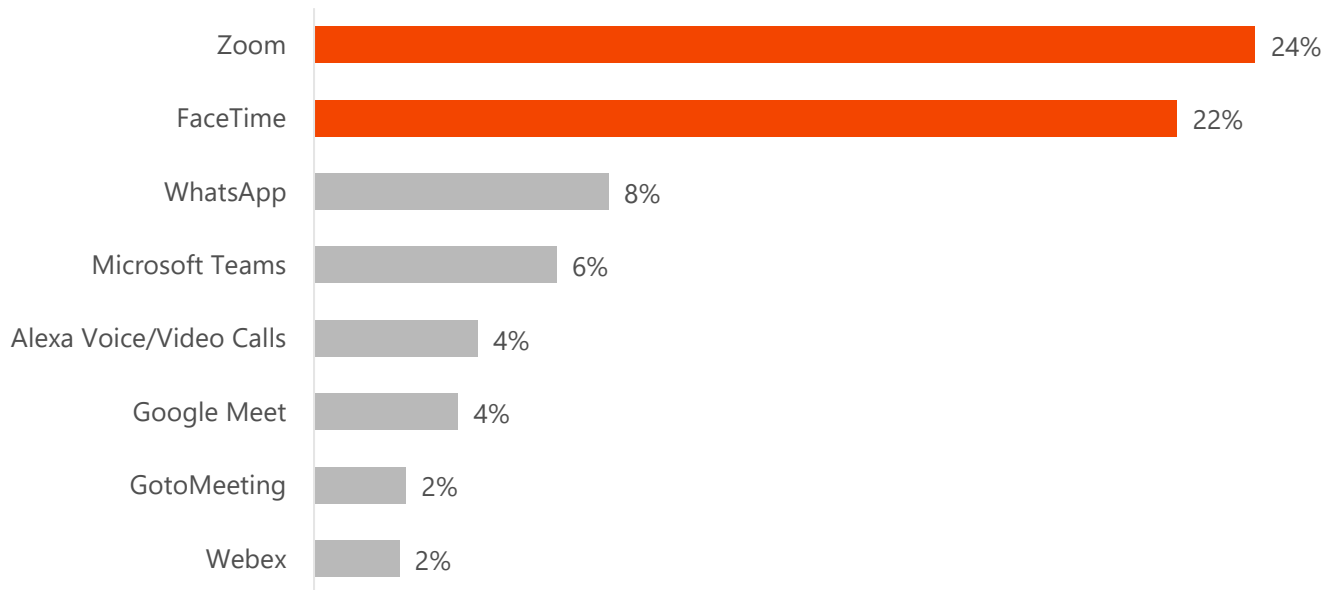




## Zoom and FaceTime lost usage in the last year but remain the leading video calling platforms.

### *Q. In the past 12 months, which video calling platforms have you used?*

While Zoom and FaceTime continue to be the most frequently used video calling platforms, their use declined since last year (by 27 and 20 percentage points, respectively) as we continue to emerge from the isolation of the pandemic crisis. ,

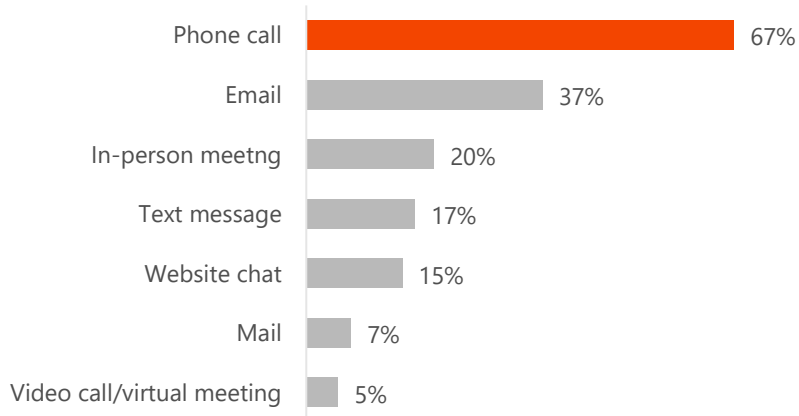


# Older adults still prefer using the phone to get answers to Medicare questions.

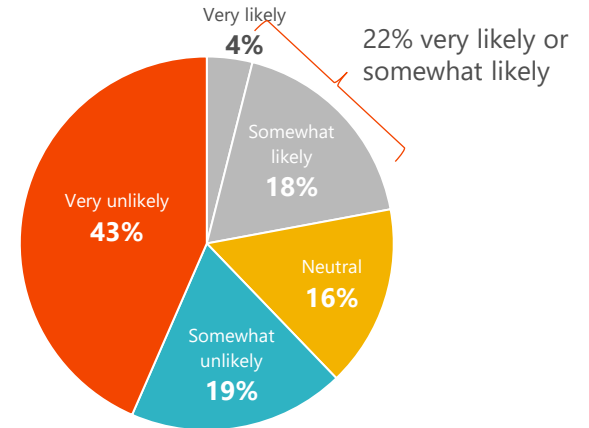


When it comes to getting answers to Medicare questions, older adults strongly prefer the phone (67%), followed by email (37%), in-person meetings (20%), texting (17%) and website chat (15%). Compared to last year, respondents likely to attend a virtual Medicare meeting decreased from 27% to 22%.

## Q. What channels would you use to get a Medicare question answered?



## Q. How likely are you to attend a virtual meeting or seminar to learn more about a Medicare plan?

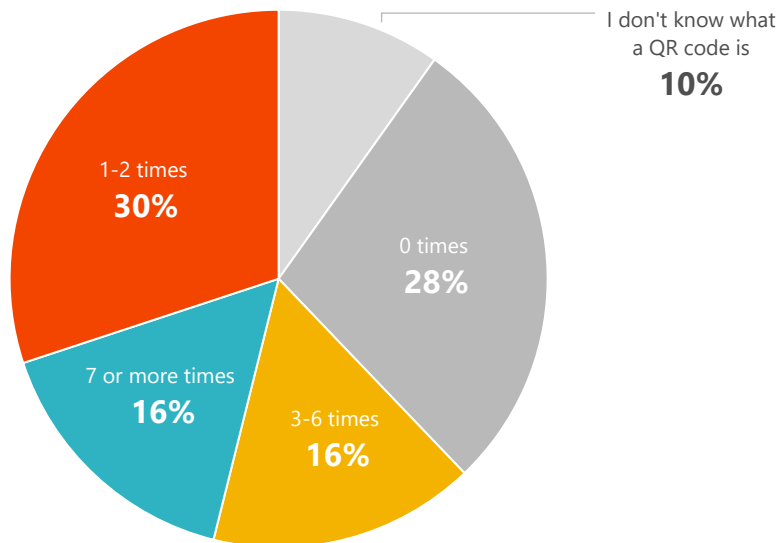




## While use of QR codes has slightly decreased, 62% of older adults have used them at least once during the year.

### *Q. In the past 12 months, how often have you used a QR code?*

QR codes spiked during the COVID-19 pandemic as a way to access digital menus. However, with less forced dependency on digital connection, the use of QR codes has decreased by 7 percentage points since last year.



# Methodology

**N=577**  
**USA Recruitment**  
**Age: 63-75**

**Confidence level: 95%**  
**Margin of error: 4.08%**

**Gender Distribution:**  
**Male/Female      50/50**



**Consumer In Sight** (CIS) is an investigative research series conducted by Media Logic, with the aim of gaining new insights into consumer preferences and behaviors in the healthcare and financial services industries. Using an industry-leading software platform, we survey geo-targeted and national panels to track the changing marketing landscape and support clients in connecting with consumers through creative executions and multichannel media.



media logic®

4 Tower Place, Suite 602, Albany, NY 12203

t 518.456.3015

f 518.456.4279

[www.medialogic.com](http://www.medialogic.com)

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