



Broadbeam Proprietary Research:

Video & Audio Usage Among Older Adults – Topline Results

September 2022

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Summary

While older adults (ages 55+) are often slower to adopt newer technologies and services, the COVID-19 pandemic accelerated adoption among all groups. This along with the wide-ranging **financial pressures** older adults are feeling drew Broadbeam's focus for our most recent proprietary study on older Americans and their media habits.

Methodology

Broadbeam surveyed 1,000 people over the age of 55 about their lifestyle along with their video and audio usage and adoption. The survey was fielded from June 30th to July 6th of 2022.

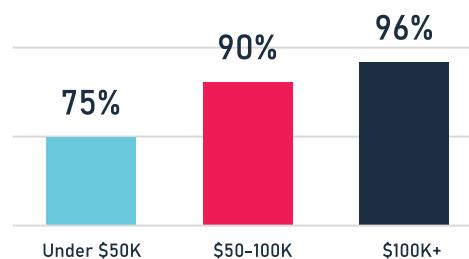
Linear TV: Still on Top for Seniors

Linear TV still has the highest reach of any platform among people 55+. In this study, 84% of this group had watched broadcast or cable TV in the last month. Only 80% watched any streaming service in the same time period, topped by Netflix at 50%. This means linear TV still far outpaces any other individual ad-supported media (AM/FM radio was closest at 62%).

Linear TV also has streaming services beat when it comes to time spent watching – 68% of Linear TV viewers said they watched multiple hours a day, compared to only 24% of Netflix subscribers that said they watch multiple hours of the service a day. In fact, only 31% of older adults who watched streaming services said there was any streaming service they watched for multiple hours a day. More likely, they watched a given streaming services a few hours a week or less.

While on the whole, older respondents were more likely to still have access to Linear TV, the most significant differences were between high income households and those making under \$50K. Seniors making under \$50K are looking for replacements for the high-cost cable bill. (See Linear Replacements.) High income seniors are also the least likely to have access to zero streaming services, but among respondents that are streaming, the actual number of services used is similar to other income groups. It doesn't appear that a higher income means seniors go on a streaming service spending spree and buy them all, but it does ensure they keep up with their cable bill.

Linear TV Viewership Among Adults 55+, by Household Income



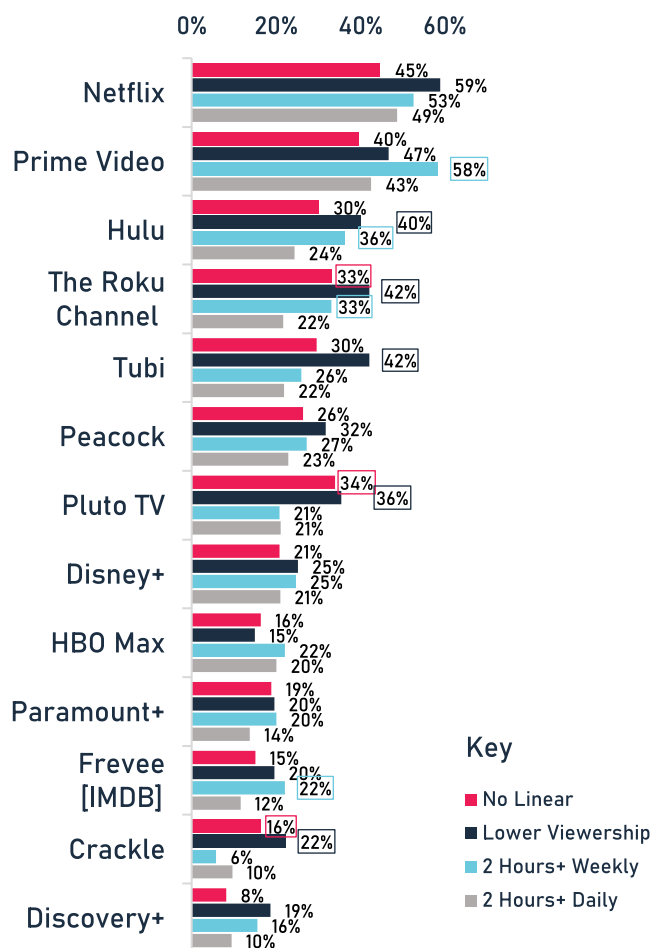
Source: Broadbeam Proprietary Research: Video & Audio Usage Among Older Adults, August 2022

Streaming: SVODs and the Rise of AVODs

Streaming adoption among seniors has increased in the last few years. While we are at 80% penetration among our 55+ sample, individual service adoption is still much lower than for younger age groups. The slower pace of adoption among older adult is especially clear when looking at the low usage rates for the newer services like HBOmax, Paramount+ and Discovery+. Overall Netflix has the widest reach of the streaming services (50%) followed by Amazon Prime Video (45%) which has been able to gain subscribers in this group with their additional benefits. Hulu has the third largest reach (29%) with 70% of these viewers are watching with ads. Free streaming channels, the Roku Channel and Tubi were 4th and 5th (28% and 26% respectively).

Looking specifically at hybrid SVOD/AVODs like Hulu or Peacock, 75% of people subscribed to one or more of these services were getting ads on at least one of them. Among cord-cutters specifically, the percentage exposed to ads is up to 83%. Hybrid SVOD/AVODs can be a useful way to get in front of seniors that are no longer accessible through linear.

Streaming Service Usage by Linear Viewership



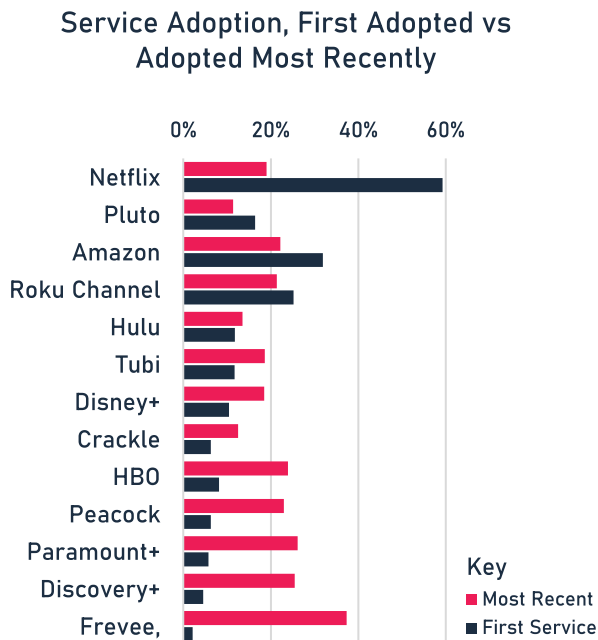
Source: Broadbeam Proprietary Research: Video & Audio Usage Among Older Adults, August 2022
 Note: Outlined figures represent a significant difference at the 95% confidence level.

Linear TV Replacement: A Matter of Price

While only 16% of our sample had cut the cord, there were some significant trends among this group. Of note, these seniors watch more ads in order to pay less. Along with being more likely to have ads on their hybrid SVODs, these cord-cutters were significantly more likely to use many of the AVODs that offer free TV replacement include Crackle, Pluto, Vudu* and Vizio WatchFree* (*small sample). It's especially clear that these free streaming channels are serving as TV replacement when looking at the genres older adults are watching there. Unlike the paid SVODs that audiences look to for newly release content that has taken over prime time, 60% of the free AVOD audience over 55 watch classic comedies and drama or movies on these stations and watching at a comparative high rate during the daytime. This viewership easily takes the space of Linear TV's daytime's syndicated programming that this audience was used to.

Streaming Growth

Which streaming services look like they have room to grow among seniors? Comparing the first streaming services seniors started using against the ones they've most recently adopted can point to the answer. Looking at seniors who watch 2 or more services, we can see how established Netflix is, with nearly 60% of their users saying it was their first streaming service (around three times more than said Netflix was the service they started using most recently.) All four of the most popular streaming services had more users report it was their first streaming service, driving home the point that popularity with the senior audience comes after slow adoption. Freevee, Discovery+ and Paramount+ had the highest ratio of new adoptees to established users. These three were also the services that seniors with 5+ streaming services were more likely than others to have added most recently. We can expect these services to grow their senior viewing base as more seniors start adding them to their CTV home screen.



Like other age groups, exclusive fresh content was the top driver for using a new streaming service. Seniors that still have linear were especially swayed by new exclusive content when considering adding to their entertainment services. Seniors 55 to 62 and/or fully employed were significantly more likely than older retirees to get service recommendations from friends or family their age. Seniors who had started using Pluto or Tubi were most likely to say they started using the service because it was already on their TV. The smaller AVODs like Crackle, Vudu, and Freevee were the services most likely to have drawn in viewers with older content, also aligning with their higher usage among cord-cutters looking to replicate syndicated programming.

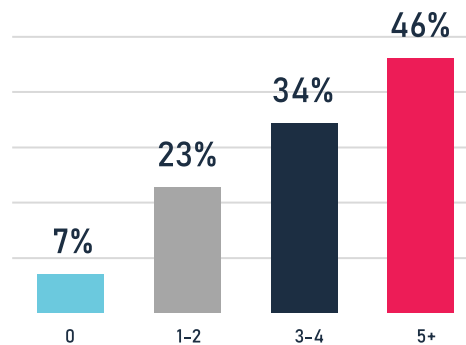
Source: Broadbeam Proprietary Research: Video & Audio Usage Among Older Adults, August 2022

Audio Trends

Overall audio content consumption is highly tied to employment; a quarter of retired respondents reported not listening to any audio content in the last month (compare this to just 11% avoiding audio among 55+ fully employed). This significant difference held especially true for podcasts and streaming music, and directionally true for AM/FM radio (66% of fully employed respondents listened to AM/FM vs 59% of retirees).

Satellite radio was an interesting exception: while podcasts have certainly outpaced satellite radio among the general public, among people 55+ they are neck and neck. Younger seniors lean more towards podcasts, but among people 70+, satellite radio has twice the reach (18% satellite vs 9% podcast listenership). Unsurprisingly, with its higher cost than many alternatives, satellite radio is also more popular among high income households (33% of \$100K+ HHI listen; only 9% of under \$50K HHI).

Streaming Audio Listenership by Number of OTT Services Watched



Source: Broadbeam Proprietary Research: Video & Audio Usage Among Older Adults, August 2022

Unlike podcasts, streaming music platforms like Spotify and Pandora have been more successful in cultivating an older audience with 30% of respondents being listeners. Age certainly plays a role in streaming audio adoption with 40% of people under 62 saying they listen vs 17% of people over 70 (a percentage less than are using satellite radio). Streaming audio adoption also aligned with streaming video adoption – the more streaming services a senior subscribes to, the more likely they are to use streaming audio. People with 5 or more streaming services are 6.5 times more likely to listen to streaming audio than people who don't subscribe to any streaming services.

Conclusion

While older adults are generally slower to adopt new technologies; it's important to remember that this group is not homogenous. As some seniors hold on to linear like an old habit, others have long been expanding their media options and will continue to do so. Especially for the growing percentage of seniors struggling to make ends meet, the streaming landscape offers a growing number of alternatives to the passive view experience of TV channels.

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