

## Blending the Old and New



Those 50+ use a mix of traditional network/cable and streaming services to find entertainment

Though one in six of those 50+ rely mainly on streaming services for their television entertainment, a majority prefer traditional network/cable and don't plan to give it up any time soon. However, this may change if those 50+ find streaming services to provide more relevant content, something they currently find lacking from both streaming and network/cable services.

### Two in five of people 50+ use streaming services once a week or even more often.

A majority of those 50+ generally watch television exclusively (36%) or primarily (22%) through network or cable; only one-quarter (25%) use a combination of traditional network/cable and streaming services and primarily (10%) or only stream (7%).

Two in five (44%) stream entertainment content at least once a week. Adults 50-64 (51%) are much more likely than those 65+ (35%) to stream with this same level of frequency.

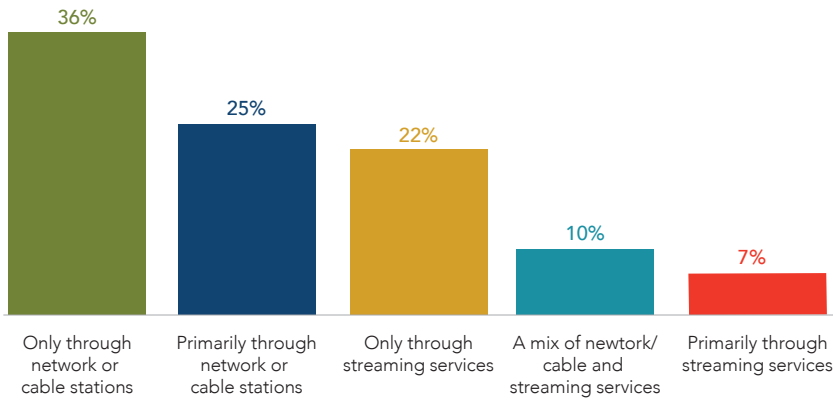
Though one-half (49%) of those 50+ have smart TVs which allow users to cast media from mobile devices to larger screens, three in five (61%) still use their computer to stream videos, almost one-half (48%) use their smartphone, and about one-third (35%) use their tablet. Those 50-64 are more likely to use their smartphone (54%) to stream videos than their older cohorts (65+: 37%).

Netflix (67%) and Amazon Prime (48%) are the most popular streaming services for those 50+, followed distantly by Hulu (21%). For the most part, all ethnicities and ages follow this trend except for those 65+ who watch each streaming channel less frequently than their younger peers (ages 50-64: 71% Netflix, 50% Amazon Prime, 26% Hulu; ages 65+: 61% Netflix, 44% Amazon Prime, 13% Hulu).

### One in six of those 50+

rely mainly on TV streaming services for their television entertainment

## Sources of television programming

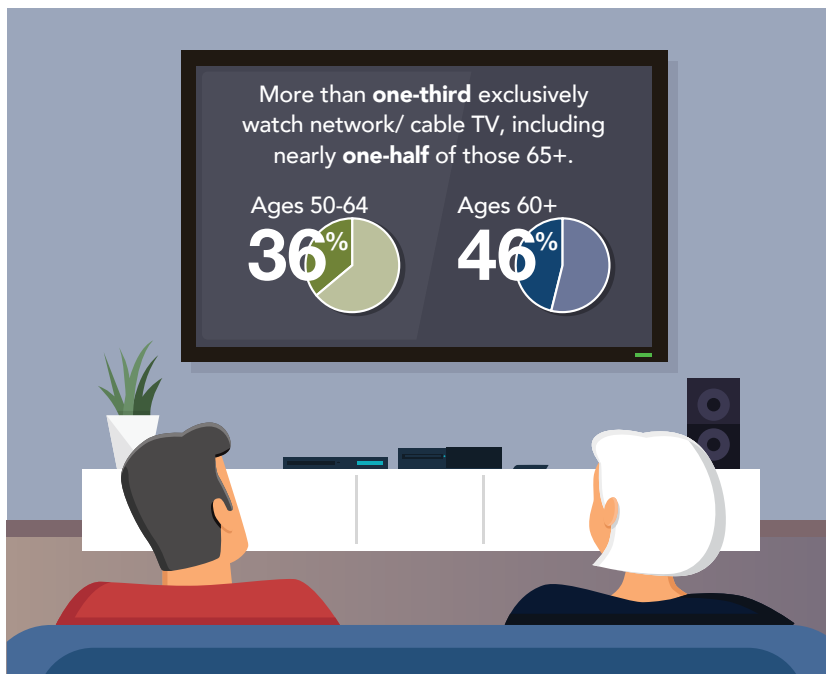


### The 50+ mix traditional network/cable and streaming services to find relevant content.

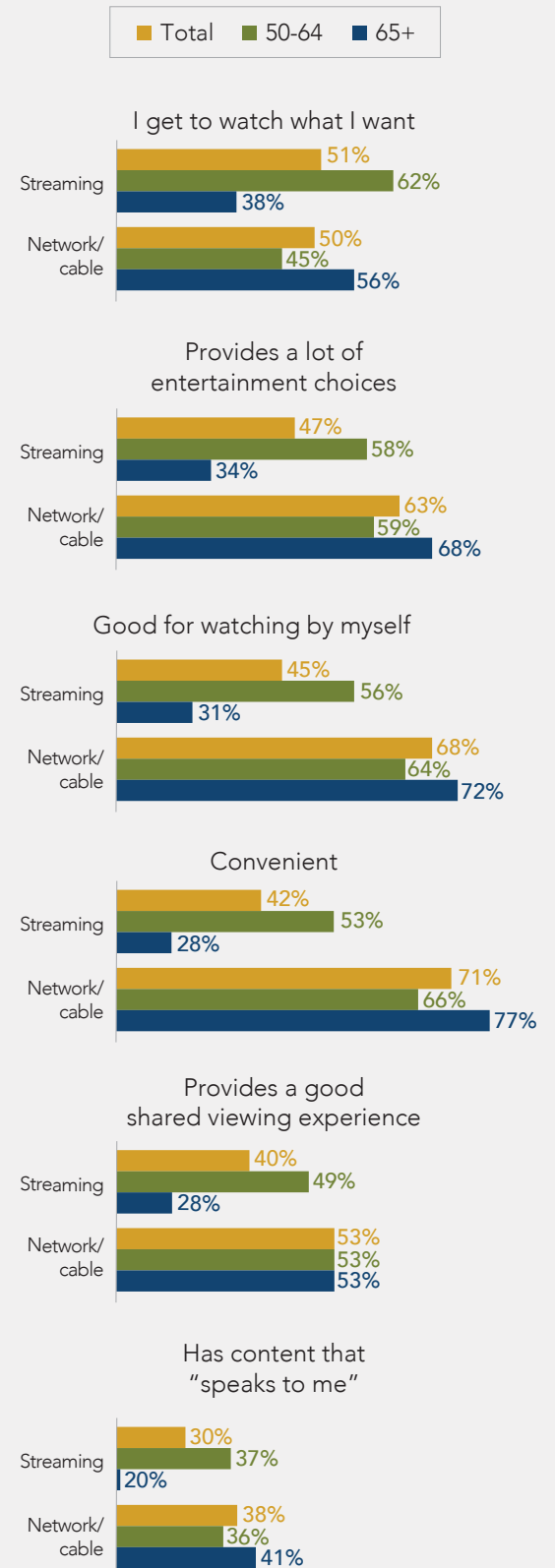
In interesting – and confounding – ways, those 50+ believe cable/network television provides more convenience (71%, compared to 42%), more entertainment choices (63%, compared to 47%), and a better shared (53%, compared to 40%) or solo (68%, compared to 45%) viewing experience than streaming services.

When it comes to being able to watch what they want and starting and stopping shows, people 50+ rate both streaming and network/cable services (51% and 50%, respectively) roughly the same.

While a majority (54%) are not likely to give up their traditional cable/network service anytime soon, there is a small subset of those 50+ (15%) who are likely to move to streaming exclusively. Those 50-64 are twice as likely as those 65+ to primarily or exclusively watch streaming content (22%, compared to 11%).



## Features of streaming vs. network/cable



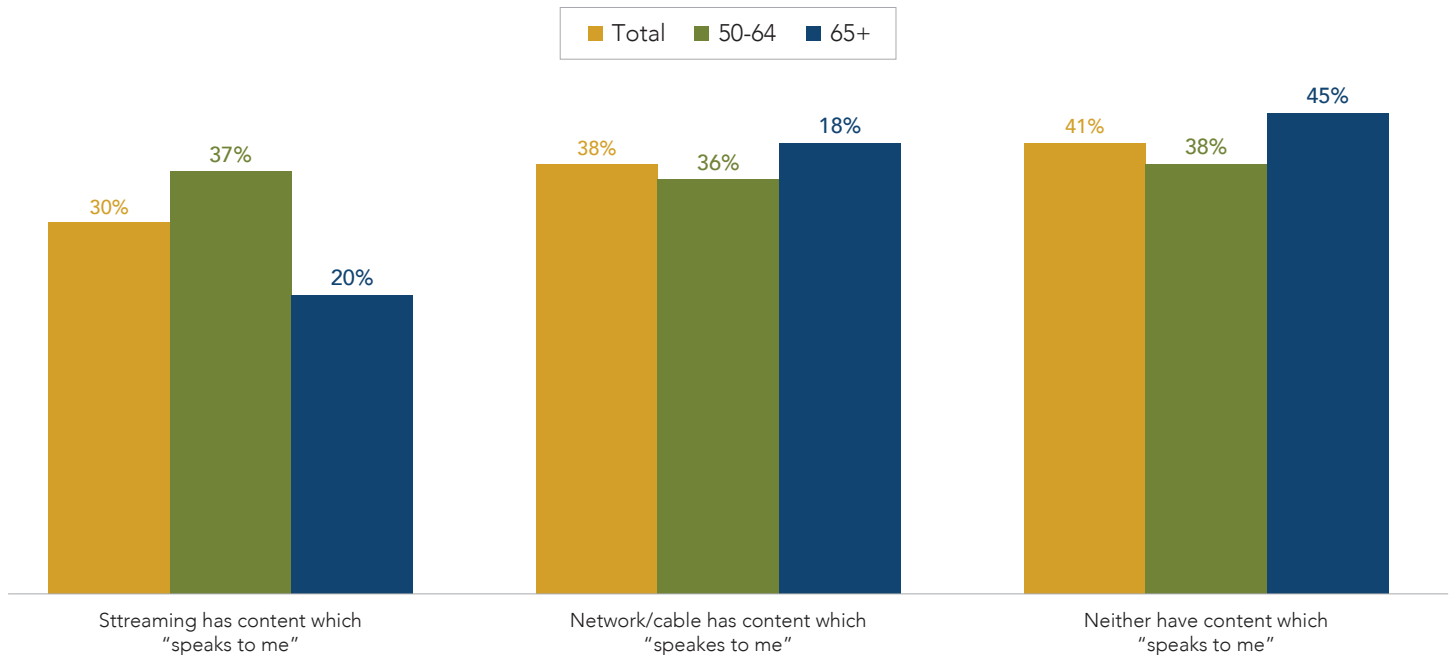
## Streaming services and network/cable providers have room for improvement in providing engaging content for the 50+.

Two in five (41%) of those 50+ are not pleased with programming offered by either streaming or network/cable; only three in ten (30%) feel streaming offers resonant content.

Interestingly, men and women equally find streaming content to be lackluster, as only three in ten find the content appealing (29% and 29%, respectively), though those on the younger end of the spectrum are much more likely to find this (50-64: 37%) than those who are older (65+: 20%).

Of those who do find streaming to have content which speaks to them, Netflix (80%) leads the way, followed by Amazon Prime (63%) and, to a much lesser extent, Hulu (31%) and HBO Now (11%).

### Service with content which "speaks to me"



### Implications

Lack of news coverage and lack of relevant content appealing to them may be two significant reasons those 50+ do not rely upon streaming services. Those who do find resonant content most often do so on Netflix and Amazon Prime. To help those 50+ learn about content, publications aimed at serving this population as well as the streaming services themselves could use social media to share engaging content to help spread the word on shows and movies which would be attractive to this group.

Many of those 50+ believe traditional network/cable services provide more convenience. While many factors impact this impression, perhaps this group would find streaming to be more convenient if they fully understood the features of streaming services, like being able to view it on mobile devices, pausing and resuming programs as needed, and the extensive search capacity to find appealing content. With a little help from more knowledgeable friends and family members, those 50+ may find more value in streaming services.



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