



June 2025

# Older Audiences & TV

Linear & Streaming Attitudes & Behaviors of Adults 55+

**NBCUniversal**

# Contents



## Adoption of Streaming by Older Audiences

CONSUMER BEHAVIOR



## Streaming Attitudes & Content Preferences

CONSUMER MINDSET



## Key Takeaways

TAKING ACTION



# Who is the older audience?

## DID YOU KNOW

While now split evenly among Boomers & Gen X, Gen X will make up most of the older audience by 2034<sup>1</sup>



Growing



Employed



Affluent

## 4.1 Million

Americans are forecast to reach 65 years old each year through 2027, peaking at 4.2M in 2025<sup>2</sup>

The number of employed Adults 65+ increased

### +33%

between 2015 and 2024, now accounting for 7% of the total workforce<sup>3</sup>

The median net worth of A55-64 was

### \$365K

in 2022, up +48% vs. 2019<sup>4</sup>

Above-Average Spenders in Key Categories<sup>5</sup>



Auto  
106i



Pharma  
105i



Home  
107i



Travel  
116i



# Why are they viewing content?

Similar to content consumed across generations, Boomers & Gen X are watching content for entertainment and a chance to unwind

They also want content to take them away and allow them to discover something new

To be Entertained  
75% | 67%  
Boomers | Gen X

To Relax  
63%  
Boomers & Gen X

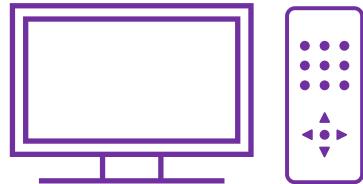
To Laugh  
45% | 49%  
Boomers | Gen X

Provide an Escape from the Routine  
38%  
Boomers & Gen X

Allow Time for Yourself  
25% | 32%  
Boomers | Gen X

Learn New Things  
37% | 30%  
Boomers | Gen X

# For A55+, TV is on the big screen...

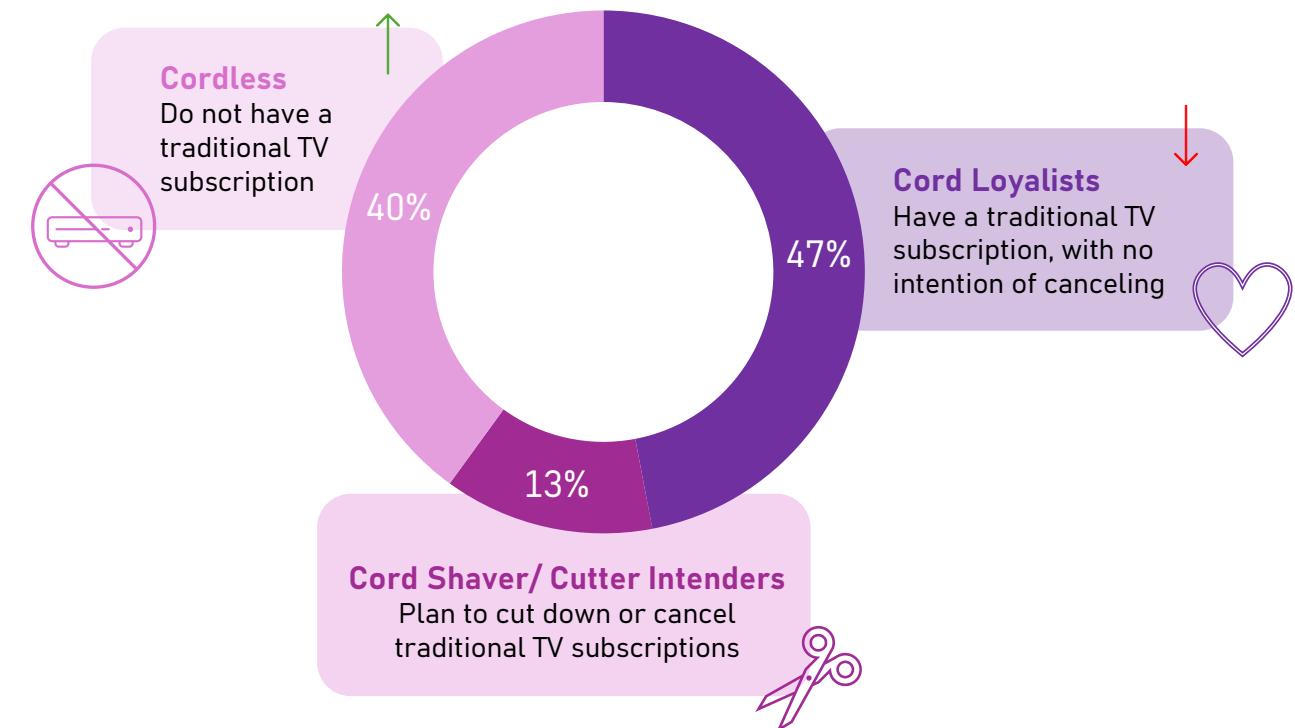


# 61%

of adults 55+ define TV as anything that can be watched on a TV set, regardless of the source (+7pp vs. 2024)



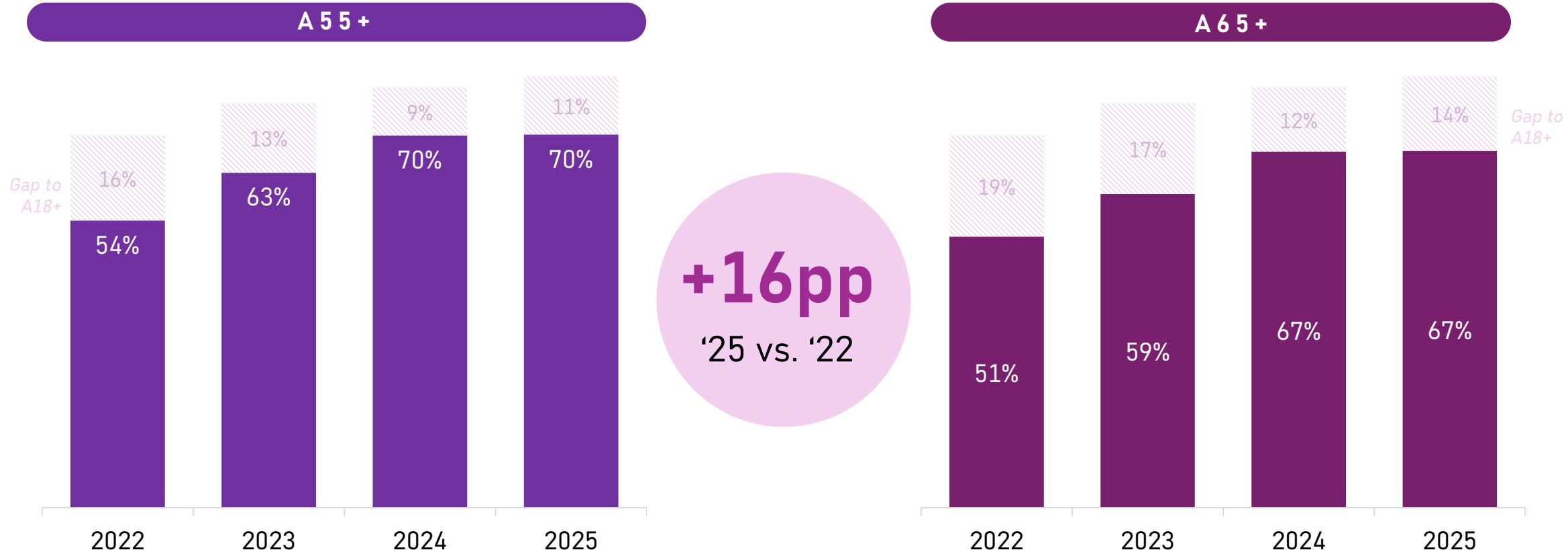
## ...and how they access TV content varies



After years of accelerated growth,  
**streaming among adults 55+ & 65+ is starting to plateau**

### Streaming Viewing

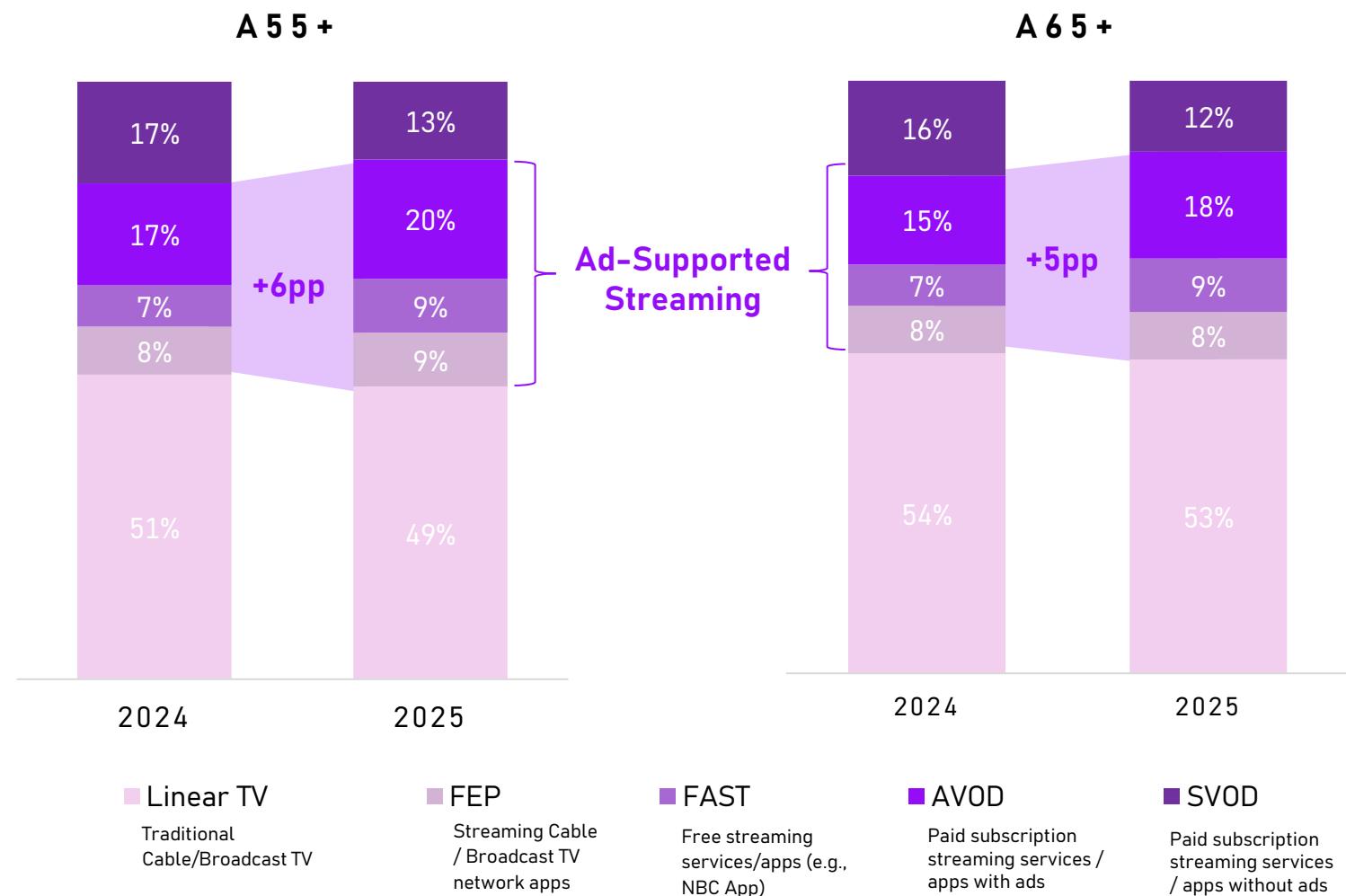
1+ Hours Streamed in a Typical Week



# Trading their time with SVOD services for AVOD

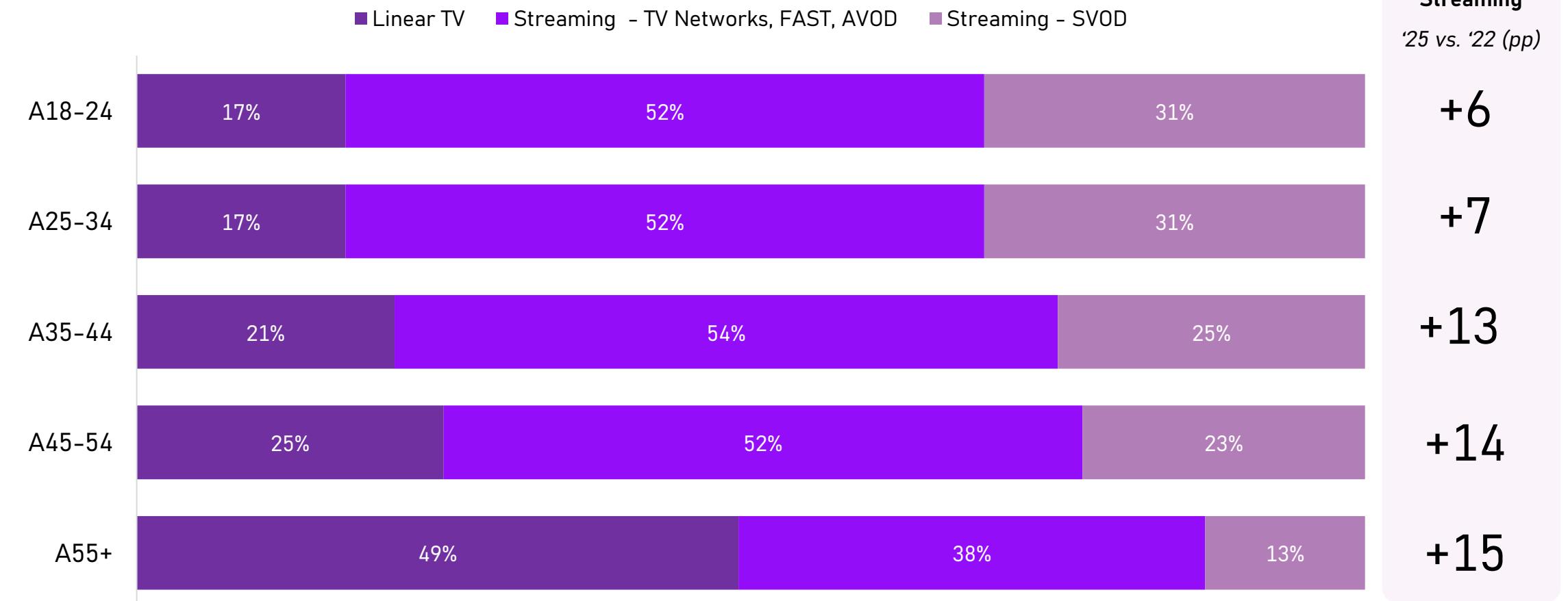
For A55+ and A65+, AVOD services gained share of weekly time spent, primarily at the expense of SVOD, while linear remains relatively flat

## Share of Weekly Time Spent Watching Content by Platform



In fact,  
the fastest growth in time spent with AVOD services is among A55+

### Share of Weekly Time Spent Watching Content 2025



Source: MRI-Simmons Cord Evolution Study, March 2025, sources used to watch content – Traditional TV, Streaming (FEP – full episode player, AVOD – paid subscription with ads, SVOD – paid subscription without ads, FAST – free streaming services/apps)

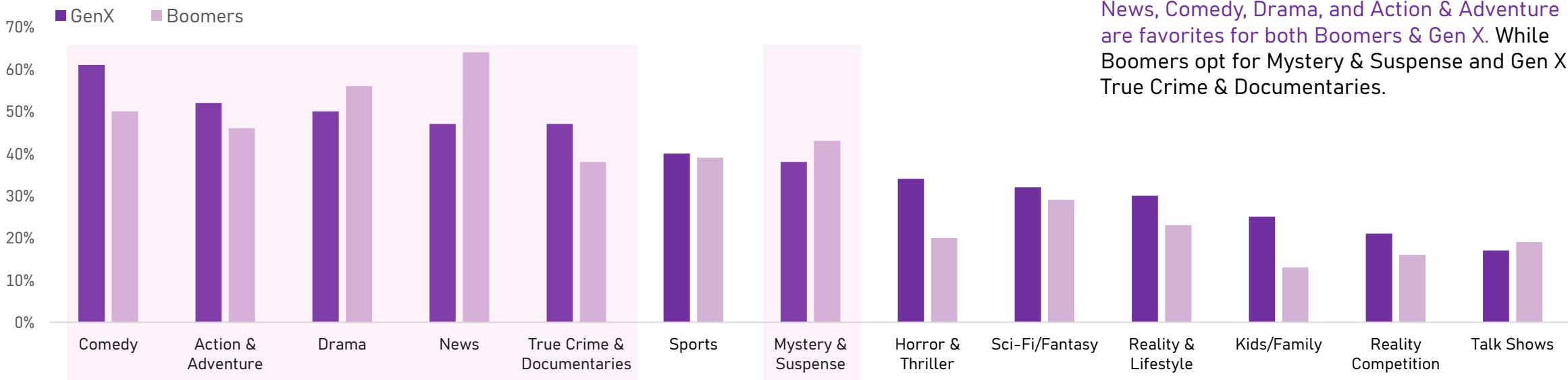
# Boomers and Gen X use a variety of streaming services...

Viewed Last 2 Weeks



...to view the content they want

## Content Viewed in the Last 2 Weeks



News, Comedy, Drama, and Action & Adventure are favorites for both Boomers & Gen X. While Boomers opt for Mystery & Suspense and Gen X True Crime & Documentaries.

## IN THEIR WORDS

 "If I didn't have any streaming... I'd probably miss a lot... because I wouldn't have my choice of what I was going to watch." - William D.

# Wherever and whenever

## IN THEIR WORDS

"You don't have to wait for something to come on. It's there no matter what... **You don't have to worry about missing an episode because it's there.**"

- Trevor V.



Source: 2023 NBCU / SmithGeiger Video Motivations Generations Study; Question S11: Which of the following connected streaming devices do you own and use regularly?; AA12: When watching a new show on TV/streaming, do you most often watch...?; Quote: NBCU Proprietary Research, Summer 2021

## OTT Devices

Owned & Used Regularly

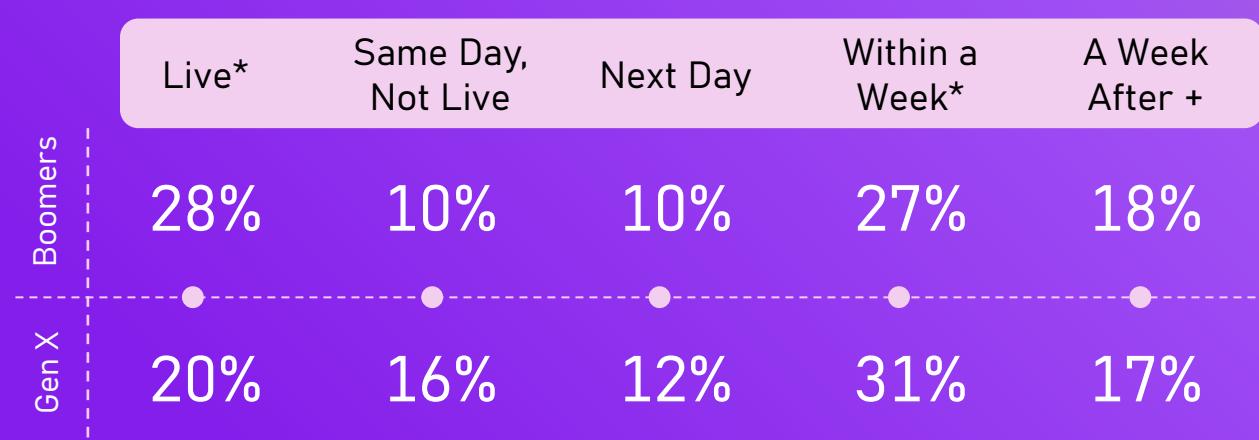
*\*Top 2 devices*

Device	Boomer	Gen X
Roku*	39%	45%
Amazon Fire*	27%	31%
Apple TV	10%	15%
Chromecast	6%	11%
Other	14%	21%

## Timing

For Watching New Shows Most Often

*\*Top 2 Behaviors*



# And choosing to stay connected through ad-supported subscriptions

Boomers are subscribing to non-ad subscription services less than any other generation  
**49% Boomers vs. 72% Millennials / 66% Gen Z**

A higher percentage of Gen X subscribe to paid ad-supported streaming services vs. Gen Z  
**42% Gen X vs. 37% Gen Z**

More Boomers are watching network streaming apps than Gen Z  
**19% Boomers vs. 12% Gen Z**

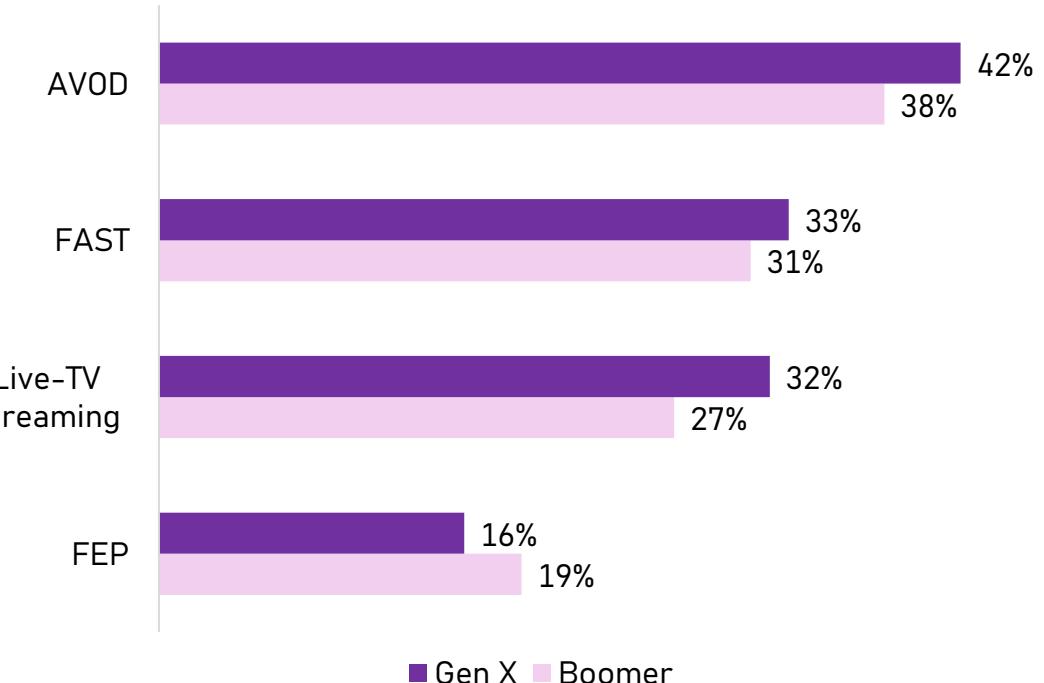
## IN THEIR WORDS



"A lot of times they can introduce a product that you like, that you want to try, and you don't want to miss that... **I would not opt in to removing the ads.**"

– Dorothy A.

## Content Consumption At Least Once a Week



**Older audiences**  
are increasingly  
watching Peacock

## **Peacock Growth in MAUs**

2H'24 vs. 2H'23

**+22%**

Adults 55+

**+17%**

Adults 65+

# Turning to a variety of programming that fits their motivations to view



WITH NBCU,  
**streaming offers  
incremental reach to  
your linear plans**

Streaming offers gains in reach

A18+

+54%

+82M Incremental

A25-54

+93%

+56M Incremental

A35-49

+80%

+26M Incremental

A55+

+16%

+13M Incremental

# Key Takeaways

## WHAT WE KNOW

Adults 55+ are **growing**

Viewing content is an **escape** from the daily routine, a way to have **time for themselves**, and a **discovery/learning** mechanism

Accessing content varies, from traditional **TV subscriptions** to **cutting the cord** to the **devices** used

## WHY IT MATTERS

**Reframe perception of A55+, influencing creative and media choices for stronger relevancy**

NBCU's pulse on culture and consumers through marketing, media, and ad innovations can support your connections strategies

**Leverage audience insights as guidance for data targeting and contextual choices**

NBCU 1<sup>st</sup> party data and learnings can inform your media plans to further performance against goals

**Achieve optimal reach using both Streaming & Linear TV**

@NBCU, Streaming provides incremental reach to Linear against A55+

June 2025

NBCUniversal

# Thank You

Questions? Please reach out to:

CATEGORY STRATEGY

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