



June 2025

# Older Audiences & TV

Linear & Streaming Attitudes & Behaviors of Adults 55+

**NBCUniversal**

# Contents



## Adoption of Streaming by Older Audiences

CONSUMER BEHAVIOR

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## Streaming Attitudes & Content Preferences

CONSUMER MINDSET

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## Key Takeaways

TAKING ACTION





# Who is the older audience?



Growing

## 4.1 Million

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

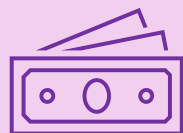


Employed

The number of employed Adults 65+ increased

## +33%

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



Affluent

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

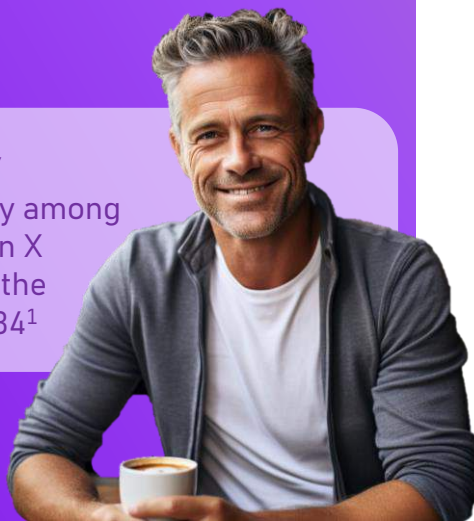


Travel

116i

### 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>



# Why are they viewing content?

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

To be  
Entertained

75% | 67%

Boomers | Gen X

To  
Relax

63%

Boomers & Gen X

To  
Laugh

45% | 49%

Boomers | Gen X

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

Provide an  
Escape from  
the Routine

38%

Boomers & Gen X

Allow  
Time for  
Yourself

25%

Boomers

32%

Gen X

Learn  
New Things

37%

Boomers

30%

Gen X

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

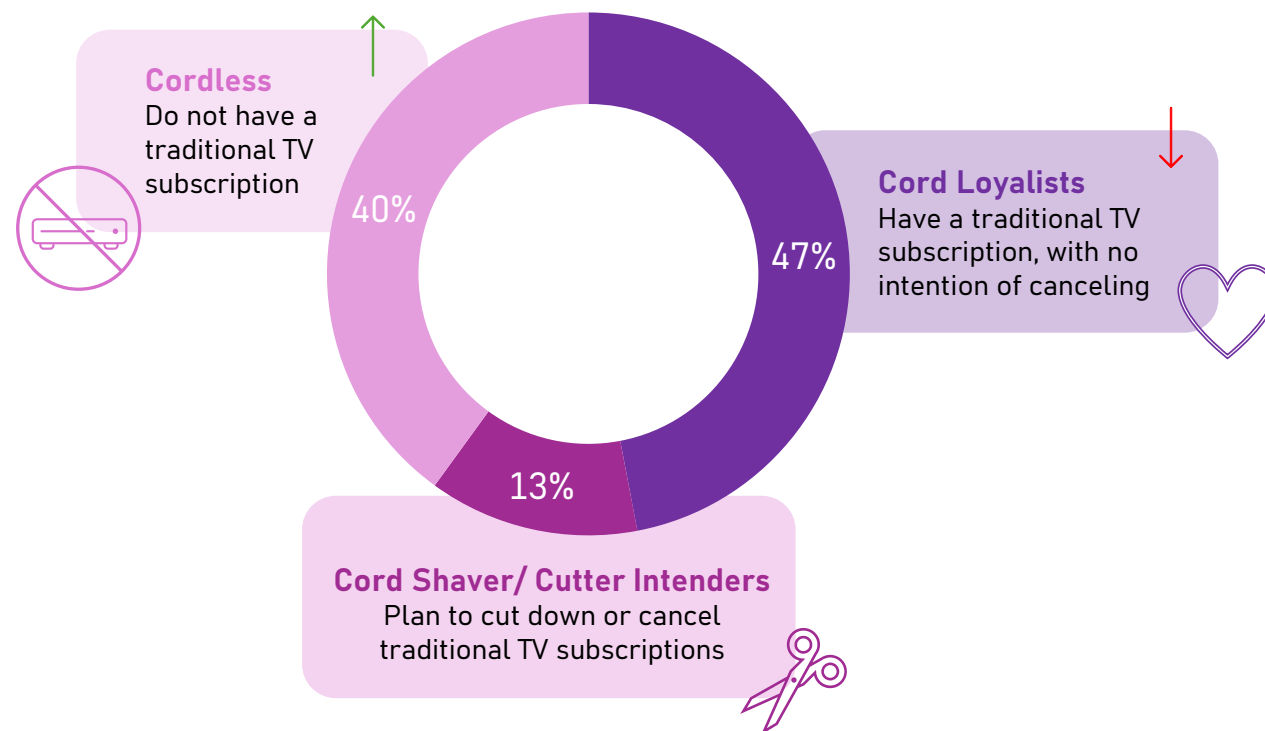


## 61%

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

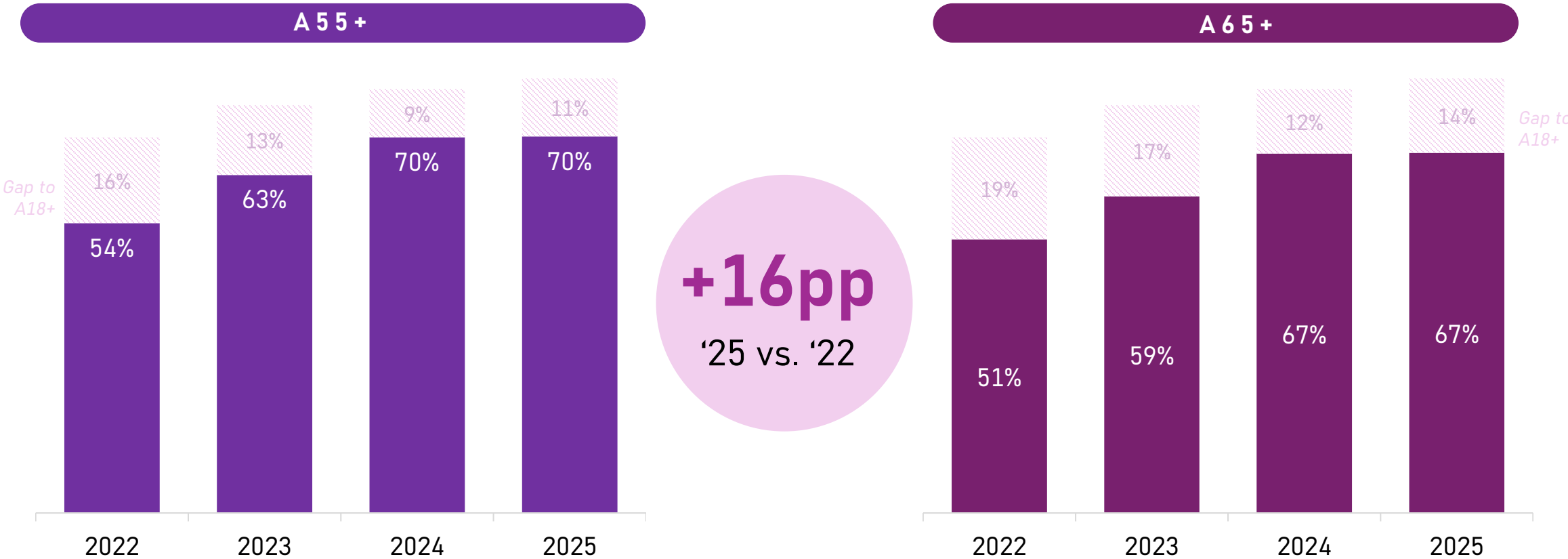


## ...and how they access TV content varies



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

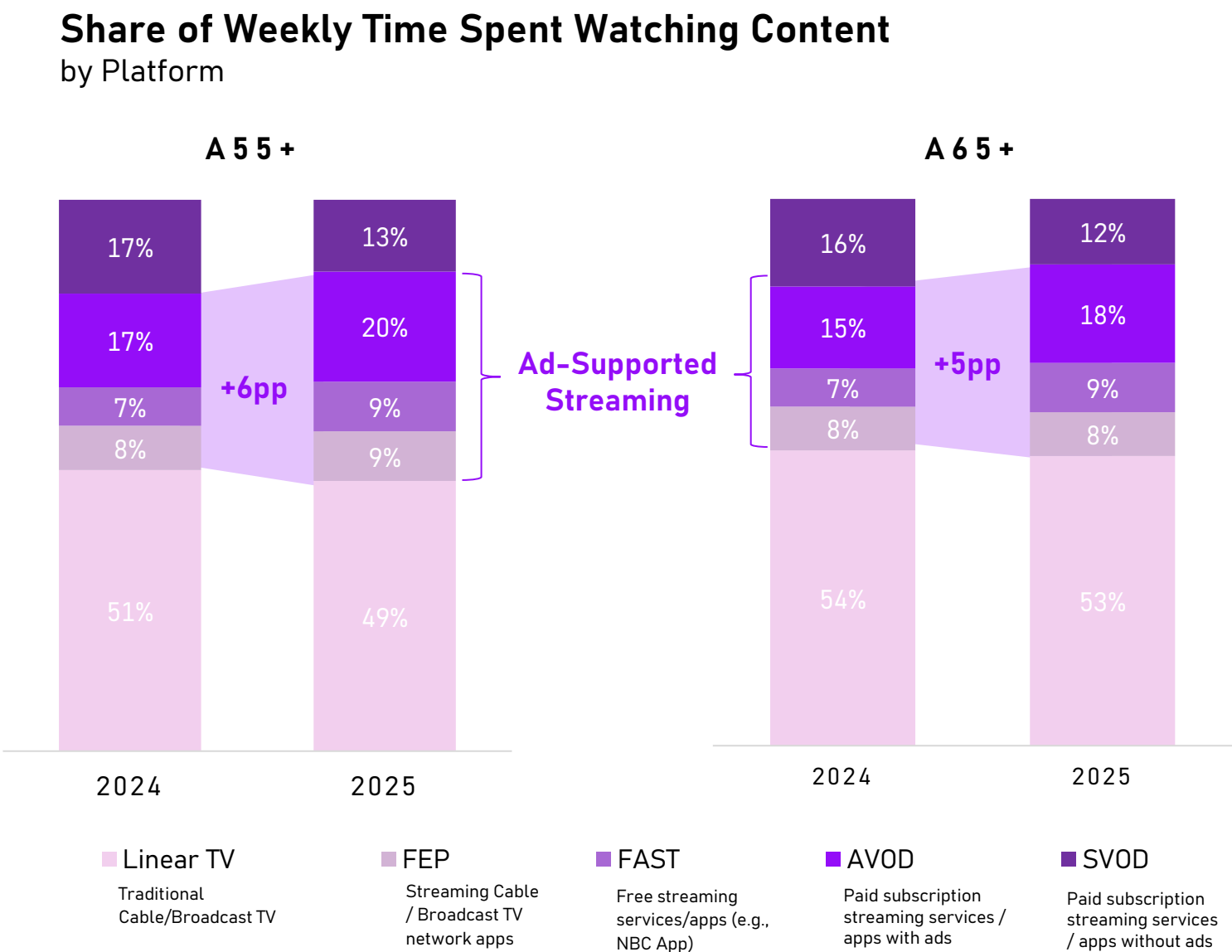
**Streaming Viewing**  
1+ Hours Streamed in a Typical Week



Source: MRI-Simmons Cord Evolution Study; March 2022-2025. 1+ Hours Live Streaming or Time-Shifted Streaming in a typical week.

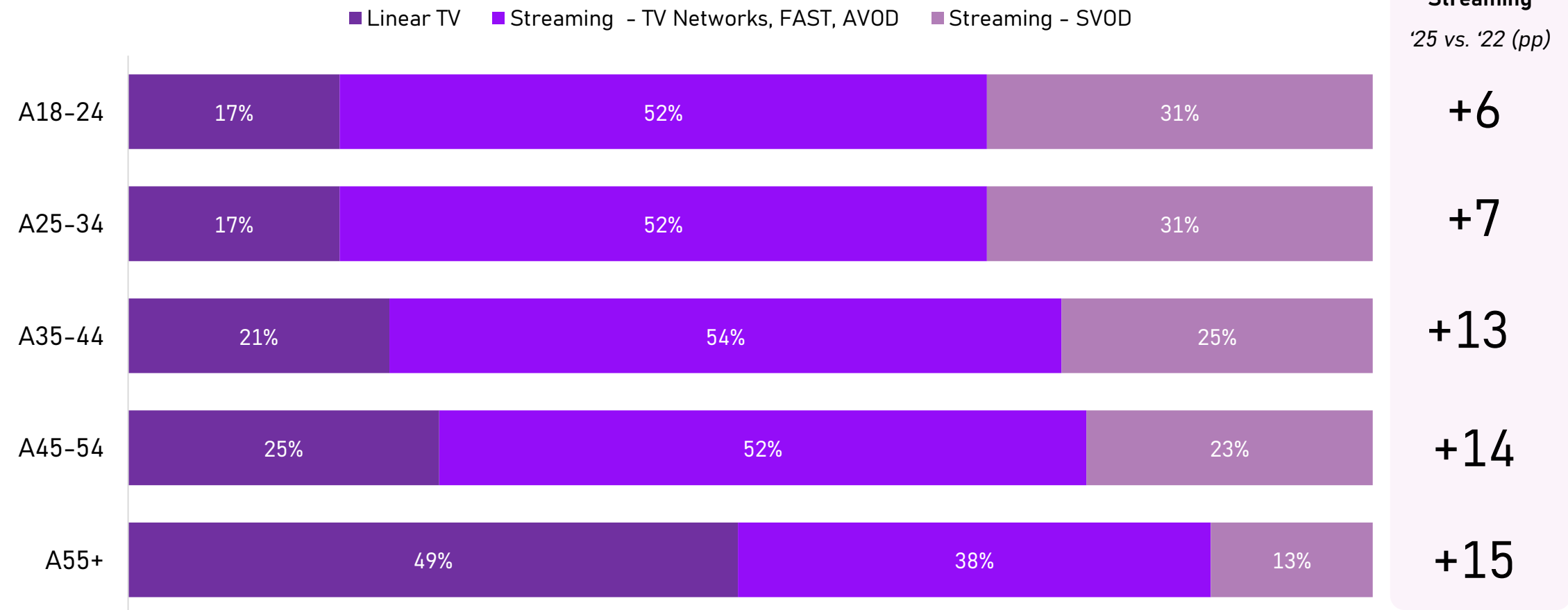
# Trading their time with SVOD services for AVOD services for AVOD

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



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...



IN THEIR WORDS

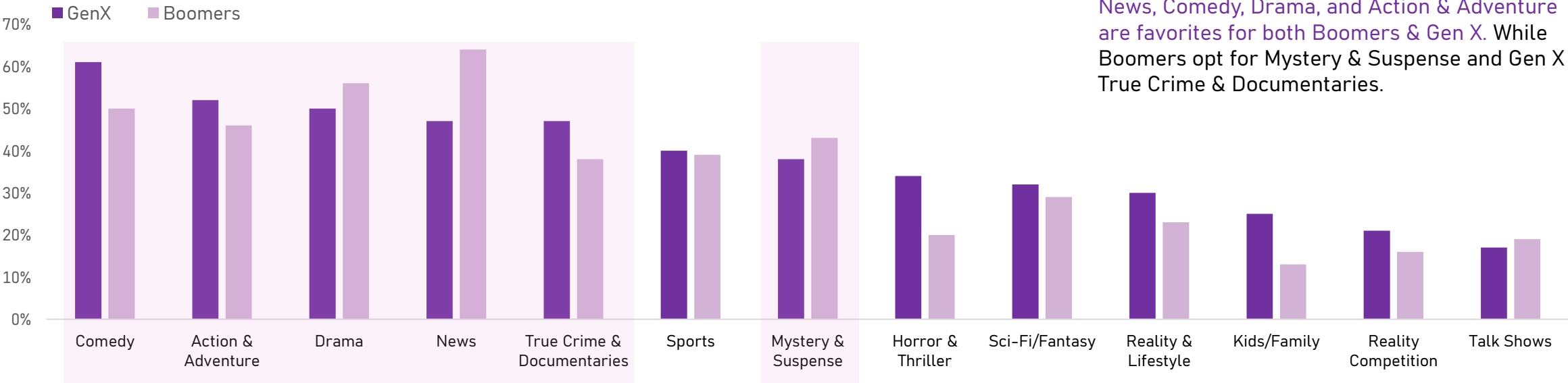
**"If I didn't have any streaming... I'd probably miss a lot...** because I wouldn't have my choice of what I was going to watch." - William D.

Viewed Last 2 Weeks



...to view the content they want

## Content Viewed in the Last 2 Weeks




Source: Top: 2023 NBCU / SmithGeiger Video Motivations Generations Study; Question AA2: Which of the following networks, apps, and streaming services have you used to watch video content of any kind in the past two weeks? Bottom: 2023 NBCU / SmithGeiger Video Motivations Generations Study; Question AA4: Which of the following kinds of video content have you watched in the past two weeks? Quote: NBCU Propriety Research, Summer 2021

# 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 Propriety 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*

	Live*	Same Day, Not Live	Next Day	Within a Week*	A Week After +
Boomers	28%	10%	10%	27%	18%
Gen X	20%	16%	12%	31%	17%

# And choosing to stay connected through ad-supported subscriptions



## 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.

Boomers are subscribing to non-ad subscription services less than any other generation

**49% Boomers vs. 72% Millennials / 66% Gen Z**

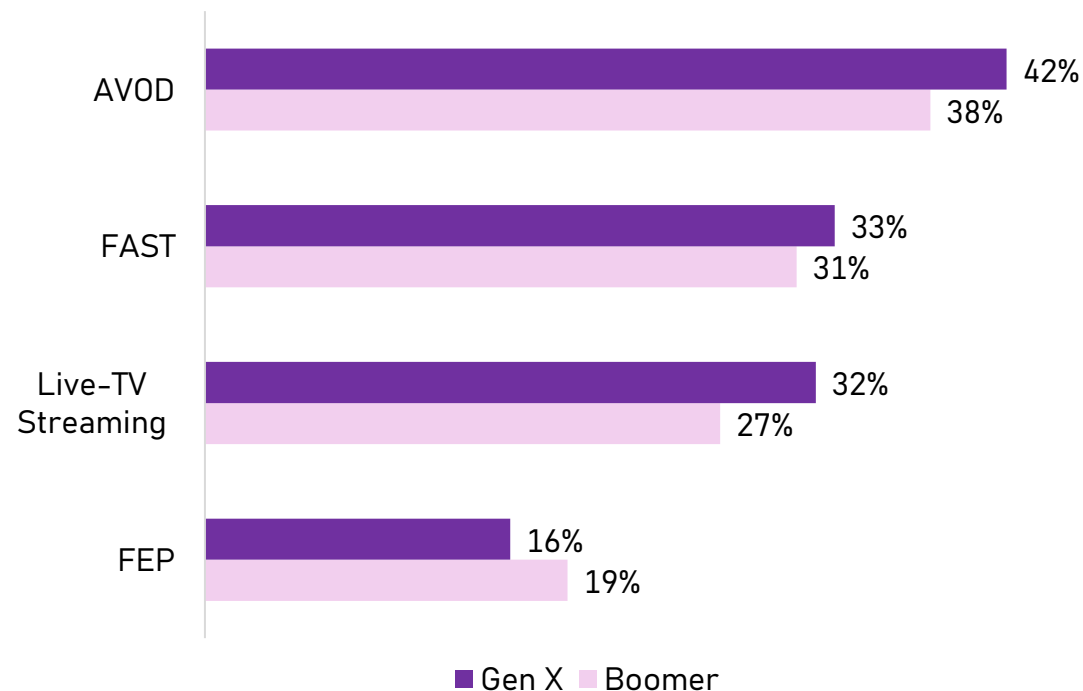
A higher percentage of Gen X subscribe to paid ad-supported streaming services vs. Gen Z

**42% Gen X vs. 37% Gen Z**

More Boomers are watching network streaming apps than Gen Z

**19% Boomers vs. 12% Gen Z**

## 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



Source: Based on NBCU's in-house audience insights using 1P and 3P data; date range: 1Q25; base: HH w/ A55+, highlighting top reaching and/or top indexing titles.

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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