



REPORT

State of entertainment in independent living communities

DIRECTV
FOR BUSINESS

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In March 2024, DIRECTV for BUSINESSSM commissioned a custom research study surveying 599 U.S.-based Independent Living residents on their device ownership, usage and entertainment preferences.

KEY DEMOGRAPHICS

50%
MARRIED



69%
FEMALE



64
YEARS OLD+



36%
WIDOWED



31%
MALE



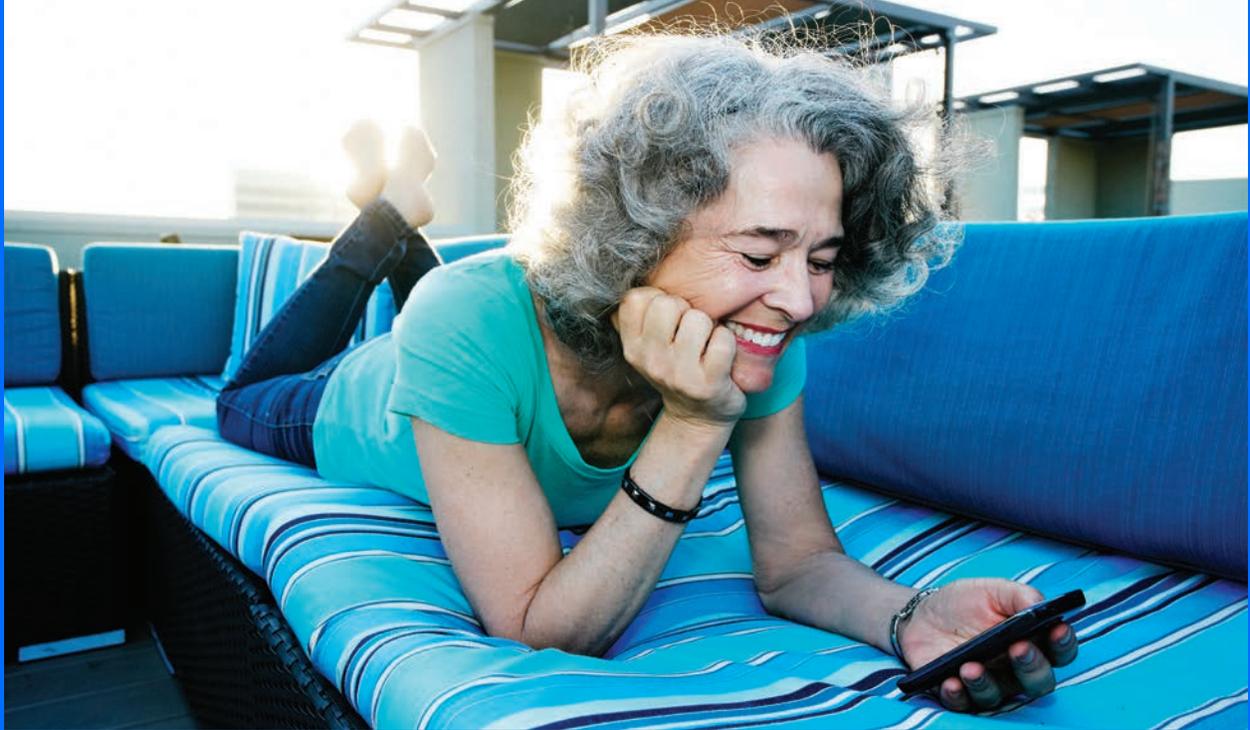
WITH **54%** OF
RESPONDENTS BETWEEN
THE AGES OF 80–89

Findings show content preferences are evolving among seniors, with this group increasingly embracing technology and diverse entertainment options.

Read on to learn about the key report findings.

TECH-SAVVINESS ON THE RISE

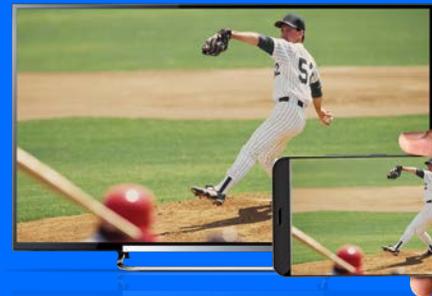
Since the pandemic, seniors have grown more receptive to technology. From communicating with friends and family to participating in telehealth, consuming entertainment and so much more, tech became a necessity for seniors. But the pandemic wasn't the reason for the senior tech boom—it was the accelerant. The underlying reasons are more closely tied to basic human needs like social connection, entertainment, good health and the feeling of safety and security. Luckily for them, tech has answered the call, giving seniors more ways to get their needs fulfilled—today and into the future.



SMART DEVICE OWNERSHIP CONTINUES TO GROW

Independent Living residents have embraced technology, with an increase in smart device ownership over the past few years. Smart phone and smart TV ownership among this demographic are both up **7%** since 2022, at **87%** and **62%** respectively.

The study also found nearly **50%** of seniors are using apps on their Smart TVs, showing their comfort level with technology. Sue Viox, executive director of Link-age Connect, the organization that conducted DIRECTV's independent research, says, "Research we've conducted shows a steady growth and ownership and usage of multiple apps, stating they use and like them because they are convenient, easy to use and offer a wide variety of free options."



The most popular personal devices seniors own in 2024

- 87%** SMART PHONE
- 63%** LAPTOP
- 62%** SMART TV
- 57%** TABLET



DESIRE FOR FASTER INTERNET SPEEDS

More than half of the seniors surveyed are using the basic internet service provided by their communities, with **23%** paying to upgrade to a faster speed. Their willingness to pay for an upgrade indicates a necessity for higher speeds to help accomplish the things they want to do online, such as watching YouTube, playing games, watching their favorite entertainment content and talking with their families via video.

Since the pandemic, seniors have been introduced to a variety of tech options to help replace the live experience, that they now pick and choose what works for them.

“If the weather conditions are bad or a group meeting is in the evening and they would have to drive in the dark, they can now choose to join the meeting via Zoom. They can choose tech for their convenience, to enhance their lives—such as ordering groceries online—then use that time to socialize live with friends,” says Viox.

Internet usage by seniors



98%
EMAIL



90%
WEB
SEARCHES



58%
STREAMING
CONTENT



38%
TELEHEALTH
VISITS

WILLINGNESS TO PAY FOR A VARIETY OF ENTERTAINMENT OPTIONS

Seniors seek varied entertainment options, with **38%** paying more for additional programming channels above and beyond the basic service provided by their existing communities. This illustrates an increased desire for a more robust programming offering, as the willingness to pay for more channels is up 30% from a previous study. Additionally, **61%** of seniors surveyed say it's important to have streaming services included in their programming offering.

So, what are seniors watching? News, historical and international programming and sports are key content preferences among residents.

Kim Twiggs, AVP of business development for DIRECTV for BUSINESSSM, says DIRECTV invests in independent, custom research on a regular basis to keep a current pulse on senior living residents' content and device preferences and usage to help deliver the best possible entertainment solution to Senior Living Providers and decision-makers.

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“The willingness of residents to invest in additional programming shows their commitment to ensuring they have access to content that matters most to them,” she says. “Our study shows that **86%** of respondents believe the content they consume is crucial to their personal well-being.”

Top 3 favorite types of programming



NEWS



HISTORICAL PROGRAMMING



INTERNATIONAL PROGRAMMING

To help meet the growing demand among seniors who rely on entertainment to remain actively engaged and entertained, Twiggs notes that DIRECTV's Advanced Entertainment Platform (AEP) not only helps deliver the entertainment residents want, it also helps share community information, such as on-site amenities, group activities, off-site excursions, church services and more.

Twiggs continues, "We understand the importance of continuing to deliver best-in-class programming, including live, On Demand and app-based content, so residents may continue enjoying the movies, series and live programming that sustains their need for family-friendly, wholesome content."



CONCLUSION

Technology adoption among the senior-living demographic continues to grow. The demand for technology and resident access to wide-ranging entertainment options should not be ignored, as seniors show a desire and openness to embrace technology and invest in programming options that help enrich their lives.

To learn more about DIRECTV for BUSINESS and entertainment options for your community, call 1.833.386.6066 or visit directv.com/seniorliving.

Source: Link-age Connect Survey conducted March – April 2024 with 599 U.S. Independent Living respondents. ©2025 DIRECTV. DIRECTV and all other DIRECTV marks are trademarks of DIRECTV, LLC. All other marks are the property of their respective owners.