

# Kantar Media Healthcare Research

## M3-MI

Comprehensive data to understand and reach health consumers through **social media**



**71%**  
of social media users  
have a chronic condition

**Over 1 in 3**   
social media users with a  
chronic condition value social  
networking sites for healthcare  
information

**Caregivers**  
involved in making medical  
decisions spend nearly half of their  
internet time on social media

MARS social media engagement data provides a detailed picture of social media users:



### Profiling based on 18,328 U.S. adults who spend time on social media

- 100+ conditions, diagnosed & treated
- Number of adults reached via social media and devices used for accessing social networks
- Time spent on social media
- Social media websites visited
- Importance of social media as a source of healthcare information
- Types of online health-related activities done on social media
- Level of trust in medical information shared on social media



### Propensity towards ads

- Awareness of healthcare advertising on social media & actions taken
- Engagement with doctors or pharmacists after noticing ads (e.g., discuss ad with physician, request Rx sample, switch brands)
- Attitudes & opinions toward pharma & pharma advertising



### User health-related habits/behaviors, attitudes, & opinions

- Last annual physical & importance of regular medical check-ups
- Medical tests taken in the past year
- Vaccinations received in the past year
- Attitudes & opinions toward telemedicine, doctors, & treatments
- Healthcare facilities where care was received in the past year
- Healthcare professionals & specialists visited in person/telemed, by type & frequency



**84 million** adults  
recall seeing **healthcare ads on social  
media**

After viewing ads...



**50%**  
of **social media users** with a **chronic  
condition** think that **pharma ads**  
make them **more knowledgeable**

and...

**52%**  
also say they **often discuss new  
prescription medicines** with their  
**doctor**

Source: 2023 MARS Consumer Health Study

# Build in-depth social media user profiles, access key insights, and develop an omnichannel strategy with MARS data



## Personal health & beauty

- Current health status, personal control over health, & future health outlook
- Preventative health behavior
- Reasons manage diet/nutrition
- Beauty/skincare product purchasing
- Consideration of medical procedures to improve appearance (e.g., weight loss surgery, cosmetic surgery)
- Attitudes toward aging, personal health, & diet/exercise



## Digital health & other media

- Time spent with various media
- Value of various media channels as a source of healthcare information
- Device usage, including mobile devices, smartwatches, & Smart TVs
- Attitudes toward digital health & importance of online platforms as sources for healthcare information
- Frequency of Internet use for health & wellness



## Prescriptions & brands

- Satisfaction with Rx treatment
- Use of 350+ Rx or OTC brands
- Attitudes toward side effects, branded vs. generic treatments, etc.
- Where purchased Rx & number of Rx purchased for self in past year
- Relationship with primary care physician



## Other profiling

- Demographic information (e.g., age, gender, ethnicity, household profile)
- Caregiver status, level of involvement, & type of support provided
- Type of health insurance coverage & type of Medicaid/Medicare plan
- Rx payment methods (e.g., covered by insurance, savings programs, out of pocket)
- Attitudes toward insurance, health costs, & other health-related psychographics

The **MARS Consumer Health Study** is the most trusted source of insights used by healthcare marketers and agencies for analysis, media strategies, and targeting their unique patient audiences. MARS Consumer Health is an annual, bilingual syndicated survey of 20,000 U.S. consumers, with thousands of data points across 90+ ailments, 300+ media channels, and numerous health behaviors and attitudes.