

MARS Consumer Health

MARS Audiences - 2024 Taxonomy



250+ privacy-safe, syndicated health and media-related segments available for addressable advertising across digital channels.

Custom audiences also available on request.

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.

For more information, contact clientservice@M3-MI.com or visit M3-MI.com/Audiences

Privacy & consent

Audiences are:

- First party data from MARS Consumer Health Study and Kantar's trusted LifePoints Panel
- Built from self-reported, consent-based survey respondents from opt-in online panelists
- 100% privacy-safe, anonymous and secure
- Scaled using propensity models built from an offline, people-based, national consumer database
- Calibrated to be representative of national incidence
- Seed records removed to ensure respondents are never targeted directly based on survey responses



Privacy-compliant:

NAI
✓

HIPAA
✓

CCPA
✓

MARS is self-reported survey data; we do not use any medical records or pharmaceutical prescription data.

Demographics

Age and Gender	
Female Aged 18 to 34	Propensity modeled audiences who are likely to be female and age 18-34.
Female Aged 35 to 49	Propensity modeled audiences who are likely to be female and age 35-49.
Female Aged 50 to 64	Propensity modeled audiences who are likely to be female and age 50-64.
Female Aged 65 or Older	Propensity modeled audiences who are likely to be female and age 65+.
Male Aged 18 to 34	Propensity modeled audiences who are likely to be male and age 18-34.
Male Aged 35 to 49	Propensity modeled audiences who are likely to be male and age 35-49.
Male Aged 50 to 64	Propensity modeled audiences who are likely to be male and age 50-64.
Male Aged 65 or Older	Propensity modeled audiences who are likely to be male and age 65+.
Income	
Household Annual Income 100K or More	Propensity modeled audiences who are likely to have \$100K or more annual household income.
Household Annual Income 250K or More	Propensity modeled audiences who are likely to have \$250K or more annual household income.

Entertainment and Media

Music Services	
Amazon Music	Propensity modeled audiences who are likely to listen to Amazon Music (Unlimited or Prime).
Apple Music	Propensity modeled audiences who are likely to use Apple Music.
iHeartRadio	Propensity modeled audiences who are likely to use iHeartRadio.
Frequent Podcast Listeners	Propensity modeled audiences who listen to podcasts weekly or more often.
Pandora	Propensity modeled audiences who are likely to use Pandora.
Podcast Listeners	Propensity modeled audiences who listen to podcasts.
SiriusXM	Propensity modeled audiences who are likely to use SiriusXM.
Spotify	Propensity modeled audiences who are likely to use Spotify.
Social Media	
Heavy Social Media Users	Propensity modeled audiences who are likely to be heavy social media users (Top 1 / Highest Quintile of Internet on Social Media Quintiles).

Entertainment and Media, continued

TV and Video Services	
Amazon Freevee	Propensity modeled audiences who are likely to have used Amazon FreeVee streaming service or app in the last month.
Amazon Prime Video Users	Propensity modeled audiences who are likely to have used Amazon Prime Video streaming service or app in the last month.
Apple TV Plus	Propensity modeled audiences who are likely to have used Apple TV+ streaming service or app in the last month.
Auto racing or NASCAR Watchers	Propensity modeled audiences who are likely to have regularly watched Auto racing - NASCAR on television during the last season.
Celebrity News or Gossip and Entertainment Show Watchers	Propensity modeled audiences who are likely to have watched News - Celebrity Gossip/Entertainment TV programs in the last 7 days.
College Football Watchers	Propensity modeled audiences who are likely to have regularly watched College Football on television during the last season.
Cooking Show Watchers	Propensity modeled audiences who are likely to have watched Cooking TV programs in the last 7 days.
Disney Plus	Propensity modeled audiences who are likely to have used Disney+ streaming service or app in the last month.
Faith based or Religious Programming Watchers	Propensity modeled audiences who are likely to have watched Faith-based/Religious TV programs in the last 7 days.

Entertainment and Media, continued

TV and Video Services, continued	
Financial News Programming Watchers	Propensity modeled audiences who are likely to have watched Financial News TV programs in the last 7 days.
Golf Watchers	Propensity modeled audiences who are likely to have regularly watched Golf on television during the last season.
Heavy TV Watchers	Propensity modeled audiences who are likely to spend more than 8 hours per day watching TV.
Hulu	Propensity modeled audiences who are likely to have used Hulu streaming service or app in the last month.
Make Appointment to See Doctor after Seeing Healthcare Ads on TV	Propensity modeled audiences who are likely to make an appointment to see a doctor after seeing healthcare ads on TV.
Max or HBO Max	Propensity modeled audiences who are likely to have used Max (HBO/HBO Max) streaming service or app in the last month.
MLB Baseball Watchers	Propensity modeled audiences who are likely to have regularly watched MLB Baseball on television during the last season.
NBA Basketball Watchers	Propensity modeled audiences who are likely to have regularly watched NBA Basketball on television during the last season.
Netflix	Propensity modeled audiences who are likely to have used Netflix streaming service or app in the last month.

Entertainment and Media, continued

TV and Video Services, continued	
Paramount Plus	Propensity modeled audiences who are likely to have used Paramount+ (formerly CBS All Access) streaming service or app in the last month.
Peacock	Propensity modeled audiences who are likely to have used Peacock streaming service or app in the last month.
Pluto TV	Propensity modeled audiences who are likely to have used Pluto TV streaming service or app in the last month.
Reality Show Watchers	Propensity modeled audiences who are likely to have watched any Reality TV programs in the last 7 days.
Refill Prescription after Seeing Healthcare Ads on TV	Propensity modeled audiences who are likely to refill a prescription after seeing healthcare ads on TV.
Roku	Propensity modeled audiences who are likely to have used Roku streaming service or app in the last month.
SciFi or Fantasy Show Watchers	Propensity modeled audiences who are likely to have watched Sci-Fi/Fantasy TV programs in the last 7 days.
Situation Comedy Watchers	Propensity modeled audiences who are likely to have watched any Situation Comedy TV programs in the last 7 days.
Soccer Watchers	Propensity modeled audiences who are likely to have regularly watched Soccer on television during the last season.

Entertainment and Media, continued

TV and Video Services, continued	
Spanish Language Programming Watchers	Propensity modeled audiences who are likely to have watched Spanish Language TV programs in the last 7 days.
Sports Live Events Watchers	Propensity modeled audiences who are likely to have watched Sports Event (e.g., Monday Night Football) TV programs in the last 7 days.
Sports Non Live Events Watchers	Propensity modeled audiences who are likely to have watched Sports -Non Live Event (e.g., Sports Center) TV programs in the last 7 days.
Suspense or Thriller Show Watchers	Propensity modeled audiences who are likely to have watched Suspense or Thriller programs in the last 7 days.
Tennis Watchers	Propensity modeled audiences who are likely to have regularly watched Tennis on television during the last season.
Tubi	Propensity modeled audiences who are likely to have used Tubi streaming service or app in the last month.
YouTube TV	Propensity modeled audiences who are likely to have used YouTube TV streaming service or app in the last month.

Finance and Insurance

Health Insurance	
Employer or Union Provided Health Insurance	Propensity modeled audiences who are likely to have a health insurance through employer or union provided (their own or through a family member).
Government Issued Health Insurance for Low Income People or Medicaid	Propensity modeled audiences who are likely to have a government issued health insurance for low income people (Medicaid).
Marketplace or Exchange like Obamacare or Affordable Care Act	Propensity modeled audiences who are likely to have a health insurance through health insurance marketplace/exchange (ACA, "Obamacare").
Medicare Prescription Drug Plan	Propensity modeled audiences who are likely to pay for prescription drugs using Medicare Prescription Drug Plan (Part D).
No Health Insurance	Propensity modeled audiences who are likely to not have health insurance.
Prescription Savings Plan	Propensity modeled audiences who are likely to have purchased Rx drugs using a prescription savings plan or card that they use at in-network or major pharmacies.
Private or Selfpay Health Insurance	Propensity modeled audiences who are likely to have private (self-pay) insurance.
Will Pay More For High Quality Insurance	Propensity modeled audiences who are likely to be willing to pay extra for prescription drugs not covered by health insurance.
Will Pay More for Rx Not Covered by Insurance	Propensity modeled audiences who are likely to be willing to pay extra for prescription drugs not covered by health insurance.

Health and Wellness

Beauty	
Cosmetic Surgery Inclined	Propensity modeled audiences who are likely to consider cosmetic surgery for themselves now or in the future.
Feel Younger Than Peers	Propensity modeled audiences who are likely to feel younger than other people their age.
Open to Anti Aging Treatments or Procedures like Botox or Peels	Propensity modeled audiences who are likely to consider non-surgical treatments/procedures (e.g., Botox, peels, CoolSculpting).
Prefer to Age Naturally	Propensity modeled audiences who are likely to believe that everyone should just age naturally.

Health and Wellness, continued

Caregivers	
Caregiver for a Parent	Propensity modeled audiences who are likely to provide caregiver support for a parent.
Caregiver for a Spouse	Propensity modeled audiences who are likely to provide caregiver support for their spouse.
Caregiver for a Family Member	Propensity modeled audiences who are likely to provide caregiver support for a family member.
Caregiver for Family Member with Age Related Memory Loss	Propensity modeled audiences who are likely to provide caregiver support to a family member with Age Related Memory Loss.
Caregiver for Family Member with Asthma	Propensity modeled audiences who are likely to provide caregiver support to a family member with Asthma.
Caregiver for Family Member with Autism	Propensity modeled audiences who are likely to provide caregiver support to a family member with Autism.
Caregiver for Family Member with Bipolar Disorder	Propensity modeled audiences who are likely to provide caregiver support to a family member with Bipolar Disorder.
Caregiver for Family Member with Cardiovascular Disease	Propensity modeled audiences who are likely to provide caregiver support to a family member with High Blood Pressure, High Cholesterol or Heart Disease.
Caregiver for Family Member with Chronic Pain	Propensity modeled audiences who are likely to provide caregiver support to a family member with Chronic Pain.
Caregiver for Family Member with COPD or Chronic Bronchitis or Emphysema	Propensity modeled audiences who are likely to provide caregiver support to a family member with COPD (Including Chronic Bronchitis and Emphysema).

Health and Wellness, continued

Caregivers, continued	
Caregiver for Family Member with Depression	Propensity modeled audiences who are likely to provide caregiver support to a family member with Depression.
Caregiver for Family Member with Diabetes	Propensity modeled audiences who are likely to provide caregiver support to a family member with Diabetes.
Caregiver for Family Member with Schizophrenia	Propensity modeled audiences who are likely to provide caregiver support to a family member with Schizophrenia.
Caregiver for Family Member with Seizures or Epilepsy	Propensity modeled audiences who are likely to provide caregiver support to a family member with Seizures or Epilepsy.
Caregiver of Adult Family Member Aged 65 or Older	Propensity modeled audiences who are likely to provide caregiver support to a family member who is 65 years or older.
Caregiver Very Involved in Medical Decisions	Propensity modeled audiences who are likely to be very involved in discussions about medical choices or treatment decisions for any person they provide caregiver support for.
Caregiver Who Discusses Treatments With Doctors	Propensity modeled audiences who are likely to discuss conditions or treatments with a doctor as a caregiver function for any family member with a medical condition.
Middle Aged Caregiver for Family Member with Diabetes	Propensity modeled audiences who are likely to be age 45-64 and provide caregiver support for a family member with Diabetes.

Health and Wellness, continued

Conditions and Treatments	
Acid Reflux or GERD Propensity	Propensity modeled audiences who are likely to have Acid Reflux/GERD.
Age Related Memory Loss Propensity	Propensity modeled audiences who are likely to have Age Related Memory Loss.
Allergies from Pet Propensity	Propensity modeled audiences who are likely to have pet allergies.
Alopecia Areata Propensity	Propensity modeled audiences who are likely to have Alopecia Areata.
Anxiety Disorder Propensity	Propensity modeled audiences who are likely to have an Anxiety Disorder (including GAD, OCD, phobias, PTSD, SAD).
Atrial Fibrillation or Afib Propensity	Propensity modeled audiences who are likely to have Atrial Fibrillation or AFib.
Back Pain Propensity	Propensity modeled audiences who are likely to have back pain.
Cannabidiol or CBD Treatment Consideration Propensity	Propensity modeled audiences who would consider using Cannabidiol/CBD (oil, cream, edibles, etc.) as a treatment option if legally available or recommended by their doctor.
Cataracts Propensity	Propensity modeled audiences who are likely to have Cataracts.
Chronic Constipation Propensity	Propensity modeled audiences who are likely to have Chronic Constipation (fewer than three bowel movements a week, persisting for several weeks or longer).
Chronic Migraine Headache Propensity	Propensity modeled audiences who are likely to have Chronic Migraine headaches (occur 15+ days in a month, with headaches lasting at least 4 hours).
Concerned about Side Effects of Medication	Propensity modeled audiences who are likely to be hesitant to take prescription drugs with side effects that concern them.

Health and Wellness, continued

Conditions and Treatments, continued	
Crohns Disease or Ulcerative Colitis Propensity	Propensity modeled audiences who are likely to have Crohn's Disease or Ulcerative colitis.
Diabetic Nerve Pain Propensity	Propensity modeled audiences who are likely to have diabetic nerve pain.
Dry Eye Propensity	Propensity modeled audiences who are likely to have Dry Eye.
Eczema Propensity	Propensity modeled audiences who are likely to have Eczema.
Endometriosis Propensity	Propensity modeled audiences who are likely to have Endometriosis in the last 12 months.
Herbal Sleeping Difficulty or Insomnia Treatment Propensity	Propensity modeled audiences who are likely to use Herbal or Home Remedy treatment for Sleeping Difficulty/Insomnia.
High Blood Pressure Propensity	Propensity modeled audiences who are likely to have hypertension/high blood pressure.
High Cholesterol Propensity	Propensity modeled audiences who are likely to have High Cholesterol.
Hypothyroidism Propensity	Propensity modeled audiences who are likely to have Hypothyroidism.
Irritable Bowel Syndrome or IBS Propensity	Propensity modeled audiences who are likely to have Irritable Bowel Syndrome (IBS).
Joint Pain Propensity	Propensity modeled audiences who are likely to have joint pain.
Kidney Disease Propensity	Propensity modeled audiences who are likely to have Kidney Disease.
Medical Marijuana Treatment Consideration Propensity	Propensity modeled audiences who would consider using Medical Marijuana as a treatment option if legally available or recommended by their doctor.

Health and Wellness, continued

Conditions and Treatments, continued	
Menopause Symptoms Propensity	Propensity modeled audiences who are likely to experience any Menopause Symptoms.
Migraine Headache Propensity	Propensity modeled audiences who are likely to have Migraine Headaches.
Moderate to Severe Acid Reflux or GERD Propensity	Propensity modeled audiences who are likely to have moderate to severe Acid Reflux/GERD.
Moderate to Severe Asthma Propensity	Propensity modeled audiences who are likely to have moderate/severe Asthma.
Moderate to Severe Irritable Bowel Syndrome IBS Propensity	Propensity modeled audiences who are likely to have moderate to severe Irritable Bowel Syndrome (IBS).
Moderate to Severe Migraine Headache Propensity	Propensity modeled audiences who are likely to have moderate to severe Migraine Headaches.
Motivated to Talk to Doctor About Rx	Propensity modeled audiences who are likely to ask doctor for specific Rx or drug sample they saw/heard advertised or discuss new Rx meds with HCP.
Multiple Sclerosis Propensity	Propensity modeled audiences who are likely to have Multiple Sclerosis.
Obesity Propensity	Propensity modeled audiences who are likely to be obese.
Osteoarthritis Propensity	Propensity modeled audiences who are likely to have Osteoarthritis.
OTC Adult Acne Treatment Propensity	Propensity modeled audiences who are likely to use non-prescription products to treat Adult Acne.
OTC Allergy Treatment Propensity	Propensity modeled audiences who are likely to use non-prescription products to treat Allergies.
OTC Eczema Treatment Propensity	Propensity modeled audiences who are likely to use non-prescription products to treat Eczema.
OTC Menstrual Cramps or PMS Treatment Propensity	Propensity modeled audiences who are likely to use non-prescription products to treat Menstrual cramps/PMS.

Health and Wellness, continued

Conditions and Treatments, continued	
OTC Muscle Pain Treatment Propensity	Propensity modeled audiences who are likely to use non-prescription products to treat Muscle Pain.
OTC Pain Treatment Propensity	Propensity modeled audiences who are likely to use non-prescription products to treat Pain.
Pain Interferes with Sleep Propensity	Propensity modeled audiences who are likely to have pain that interferes with their ability to sleep.
Prefer to Try OTC Before Using Rx	Propensity modeled audiences who strongly prefer to try OTC remedies before seeking prescriptions.
Psoriasis and Feel Stress Propensity	Propensity modeled audiences who are likely to have Psoriasis and feel very/somewhat stressed.
Psoriatic Arthritis Propensity	Propensity modeled audiences who are likely to have Psoriatic Arthritis.
Rx Asthma Treatment Propensity	Propensity modeled audiences who are likely to use Rx treatment for Asthma.
Rx Rheumatoid Arthritis Treatment Propensity	Propensity modeled audiences who are likely to use Rx treatment for Rheumatoid Arthritis (RA).
Rx Type 2 Diabetes Treatment Propensity	Propensity modeled audiences who are likely to use Rx treatment for Type 2 Diabetes (T2D).
Seizures or Epilepsy	Propensity modeled audiences who are likely to have Seizures or Epilepsy.
Type 2 Diabetes for 10 or More Years Propensity	Propensity modeled audiences who are likely to have Type 2 Diabetes (T2D) for 10 or more years.
Type 2 Diabetes Propensity	Propensity modeled audiences who are likely to have Type 2 Diabetes.
Weight Loss Surgery Propensity	Propensity modeled audiences who are likely to believe that weight loss surgery is an option for them.

Health and Wellness, continued

Diet and Exercise	
Diet to Control Blood Pressure	Propensity modeled audiences who are likely to be managing their diet to control blood pressure.
Diet to Lose Weight	Propensity modeled audiences who are likely to be managing their diet to lose weight.
Diet to Lower or Maintain Blood Glucose or Cholesterol	Propensity modeled audiences who are likely to be managing their diet to lower/maintain Blood Glucose or Cholesterol Levels.
Drink Nutritional Drinks or Shakes	Propensity modeled audiences who are likely to drink nutritional drinks or shakes as part of their diet or nutrition plan.
Eat High Fiber or Whole Grain Foods	Propensity modeled audiences who are likely to eat high fiber or whole grain foods as part of their diet or nutrition plan.
Eat High Protein Foods	Propensity modeled audiences who are likely to eat high protein food as part of their diet or nutrition plan.
Eat Low Calorie Foods	Propensity modeled audiences who are likely to eat low calorie foods as part of their diet or nutrition plan.
Eat Low Carbohydrate Foods	Propensity modeled audiences who are likely to eat low carbohydrate foods as part of their diet or nutrition plan.
Eat Natural or Organic Foods	Propensity modeled audiences who are likely to eat natural or organic foods as part of their diet or nutrition plan.
Eat Probiotic Foods	Propensity modeled audiences who are likely to eat probiotic foods as part of their diet or nutrition plan.

Health and Wellness, continued

Diet and Exercise, continued	
Eat Sugar Free Foods	Propensity modeled audiences who are likely to eat sugar free foods as part of their diet or nutrition plan.
Fitness Fanatics	Propensity modeled audiences who are likely to exercise at least 5 times in the last week and value very much/somewhat Diet or Fitness websites as sources for healthcare information.
Healthy Eating Habits	Propensity modeled audiences who are likely to try to eat healthy foods and maintain a balanced diet AND rate their diet at home as healthy.
Motivated to Improve Physical Appearance	Propensity modeled audiences who are likely to be extremely motivated to improve their health in order to improve the way they look.
Motivated to lose weight	Propensity modeled audiences who have a weight loss goal of 20 pounds or more.
Not Motivated to Exercise	Propensity modeled audiences who are likely to feel that it's easier for them to find excuses not to exercise than to go out and do something.
Overweight BMI Propensity	Propensity modeled audiences who are likely to have a body mass index of 25-29.9 and be considered overweight.
Plant Based Diet	Propensity modeled audiences who are likely to eat a Plant Based Diet.
Struggle with Dieting	Propensity modeled audiences who are likely to feel they can't adhere to a diet plan and often "cheat" when they are on one AND disagree that diet plans usually work for them.
Vegan Diet	Propensity modeled audiences who are likely to eat vegan foods as part of their diet or nutrition plan.
Vegetarian Diet	Propensity modeled audiences who are likely to eat vegetarian foods as part of their diet or nutrition plan.

Health and Wellness, continued

Health Providers and Services	
Cardiologist Visit Propensity	Propensity modeled audiences who are likely to have seen a Cardiologist at least once in last 12 months.
Dermatologist Visit Propensity	Propensity modeled audiences who are likely to have seen a Dermatologist at least once in last 12 months.
Endocrinologist Visit Propensity	Propensity modeled audiences who are likely to have seen an Endocrinologist at least once in last 12 months.
Frequent Doctor Visitor Propensity	Propensity modeled audiences who are likely to have seen any type of health care provider at least 4+ times in the last 12 months and had an annual physical in last year.
Frequent Hospital User Propensity	Propensity modeled audiences who are likely to have received medical services at a Hospital 2 or more times in last 12 months.
Frequent Urgent Care User Propensity	Propensity modeled audiences who are likely to have received medical services at an Urgent or Immediate Care Center (“walk-in” clinic) 2 or more times in last 12 months.
Ophthalmologist Visit Propensity	Propensity modeled audiences who are likely to have seen an Ophthalmologist at least once in last 12 months.
Relationship with Primary Care Physician is Fair or Poor	Propensity modeled audiences who are likely to describe their relationship with their primary care physician as fair or poor.

Health and Wellness, continued

In Market	
Mail Order Pharmacy Purchase Propensity	Propensity modeled audiences who are likely to have purchased Rx medication using a mail order pharmacy provided by their insurance in the last 12 months.
Online Pharmacy Purchase Propensity	Propensity modeled audiences who are likely to have purchased Rx medication using any online pharmacy in the last 12 months.
Receptive to Rx Coupons	Propensity modeled audiences who are likely to be willing to try a different drug brand if they get a coupon for it.

Health and Wellness, continued

Influencer	
Health Influencers who are Informed and Trusted by Friends	Propensity modeled audiences who are likely to refer friends to certain websites or friends come to them for advice about health/meds or they are better informed about their health than most people.
Online Activities	
Comparison Shopper for Medications and Healthcare	Propensity modeled audiences who are likely to have compared prices of medications or health products or services online on any device in the last 30 days.
Go Online to Confirm Diagnosis	Propensity modeled audiences who feel the Internet is a good way to confirm a diagnosis.
Read Reviews of Medications or Treatments	Propensity modeled audiences who are likely to have researched or read reviews of medications or treatments online on any device in the last 30 days.
Use Internet to Research Health Services	Propensity modeled audiences who are likely to use the Internet at least once a week for health and wellness, and used a computer or mobile device in the last 30 days for doctor or health services-related activities.
Value Diet or Fitness Websites for Health Information	Propensity modeled audiences who are likely to value diet or fitness websites as sources for healthcare information.
Use Smartphone for Health Related Activities	Propensity modeled audiences who are likely to have compared prices of medications or health products or services online on any device in the last 30 days.
Value Diet or Fitness Websites for Health Information	Propensity modeled audiences who feel the Internet is a good way to confirm a diagnosis.

Health and Wellness, continued

Outlook	
Doctor Led who Value Doctors Opinions	Propensity modeled audiences who are likely to defer to the judgement and advice of their healthcare provider.
Feeling Very Stressed Propensity	Propensity modeled audiences who are likely to report being very stressed and current stress level is much/somewhat higher compared to a year ago.
Proactive Patients	Propensity modeled audiences who are likely to be informed, health-focused and motivated. They research treatments, discuss new medicines with doctors and ask for Rx sample. These individuals highly value healthcare providers and other healthcare information sources.
Stressed and Discouraged About Health Propensity	Propensity modeled audiences who are likely to describe their future health outlook as somewhat or very pessimistic AND feel very or somewhat stressed.

Health and Wellness, continued

Telemedicine	
Age 65 or Older and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to be aged 65 or older and have used or would consider using telemedicine or a virtual/online doctor visit.
Cardiologist Visit and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to have visited cardiologists at least once in the last 12 months and have used or would consider using telemedicine or a virtual/online doctor visit.
Caregiver and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to provide caregiver support for a family member and have used or would consider using telemedicine or a virtual/online doctor visit.
Counseling or Therapy Session Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to continue or consider using telemedicine/a virtual or online doctor visit for counseling/therapy session.
Diabetes Specialist Visit and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to have visited diabetes specialists at least once in the last 12 months and have used or would consider using telemedicine or a virtual/online doctor visit.

Health and Wellness, continued

Telemedicine Use, Continued	
Gynecologist Visit and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to have visited gynecologists at least once in the last 12 months and have used or would consider using telemedicine or a virtual/online doctor visit.
Pain Specialist Visit and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to have visited pain specialists at least once in the last 12 months and have used or would consider using telemedicine or a virtual/online doctor visit.
Parents of Children Under 18 and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to be parents with children under age 18 and have used or would consider using telemedicine or a virtual/online doctor visit.
Primary Care Doctor Visit and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to have visited primary care doctors at least once in the last 12 months and have used or would consider using telemedicine or a virtual/online doctor visit.
Telemedicine Use Propensity	Propensity modeled audiences who are likely to have received a medical or health-related service via Telemedicine/Virtual or Online Doctor Visit (using a smartphone, tablet or computer).

Health and Wellness, continued

Tobacco	
Adult eCigarette or Vaporizer User Propensity	Propensity modeled audiences who are likely to be 18+ years old and use e-cigarettes on a regular basis.
Adult Tobacco Use Propensity	Propensity modeled audiences who are likely to be 18+ years old and smoke or use tobacco products on a regular basis.
Adults Who Have Tried to Quit Smoking Propensity	Propensity modeled audiences who are likely to be 18+ years old and smoke or use tobacco products on a regular basis and have tried to quit smoking in the past.
Vaccinations	
COVID-19 Vaccine Propensity	Propensity modeled audiences who are likely to have received a vaccine for COVID-19 in the last 12 months.
Flu Vaccine Propensity	Propensity modeled audiences who are likely to have received a vaccine for Flu in the last 12 months.
Pneumonia Vaccine Propensity	Propensity modeled audiences who are likely to have received a vaccine for Pneumonia in the last 12 months.
Shingles Vaccine Propensity	Propensity modeled audiences who are likely to have received a vaccine for Shingles in the last 12 months.
Vaccine Hesitant and Concerned About Side Effects	Propensity modeled audiences who are likely to be concerned about the possible side effects related to their vaccinations.
Vaccine Motivated	Propensity modeled audiences who are likely to be first among their peers to investigate vaccines that are recommended but not required AND they are willing to ask their doctor for a vaccine that they have seen or heard advertised.

Health and Wellness, continued

Vitamins	
Bone Health Supplements	Propensity modeled audiences who are likely to have used a vitamin/mineral supplement for bone health in the last 12 months.
CBD Product Users	Propensity modeled audiences who are likely to have used OTC or dispensary CBD products in the last 12 months.
Collagen Users	Propensity modeled audiences who are likely to have used Collagen supplements in the last 12 months.
Digestive Health Supplements	Propensity modeled audiences who are likely to have used a vitamin/mineral supplement for digestive health in the last 12 months AND agree a lot that vitamins and nutritional supplements make a difference in long-term health.
Energy Supplements	Propensity modeled audiences who are likely to have used a vitamin/mineral supplement for increased energy in the last 12 months.
Heart Health Supplements	Propensity modeled audiences who are likely to have used a vitamin/mineral supplement for heart health in the last 12 months.
Herbals or Botanicals Users	Propensity modeled audiences who are likely to have used an herbal or botanical (e.g., Turmeric, Green Tea, Melatonin) supplement in the last 12 months.
Immune Health Supplements	Propensity modeled audiences who are likely to have used a vitamin/mineral supplement for immune health in the last 12 months AND agree a lot that vitamins and nutritional supplements make a difference in long-term health.

Health and Wellness, continued

Vitamins, continued	
Joint Health Supplements	Propensity modeled audiences who are likely to have used a vitamin/mineral supplement for joint health in the last 12 months.
Melatonin Users	Propensity modeled audiences who are likely to have used Melatonin supplements in the last 12 months.
Memory Support Supplements	Propensity modeled audiences who are likely to have used Memory Support supplements in the last 12 months.
Omega 3 or Fish Oil Users	Propensity modeled audiences who are likely to have used an Omega-3/Fish oil supplement in the last 12 months.
Prenatal Health Supplements	Propensity modeled audiences who are likely to have used a vitamin/mineral supplement for prenatal health in the last 12 months.
Probiotics Users	Propensity modeled audiences who are likely to have used a Probiotics supplement in the last 12 months.
Skin or Hair or Nail Health Supplements	Propensity modeled audiences who are likely to have used Skin or Hair or Nail Health supplements in the last 12 months.
Sleep Aid Supplements	Propensity modeled audiences who are likely to have used Sleep Aid supplements in the last 12 months.
Stress Relief Supplements	Propensity modeled audiences who are likely to have used Stress Relief supplements in the last 12 months.

Health and Wellness, continued

Vitamins, continued	
Vitamin and Supplement Supporters	Propensity modeled audiences who are likely to believe that vitamins and nutritional supplements make a difference in long-term health.
Vitamin B Complex Users	Propensity modeled audiences who are likely to have used Vitamin B Complex supplements in the last 12 months.
Vitamin C Users	Propensity modeled audiences who are likely to have used Vitamin C supplements in the last 12 months.
Vitamin D Users	Propensity modeled audiences who are likely to have used Vitamin D supplements in the last 12 months.
Vitamin E Users	Propensity modeled audiences who are likely to have used Vitamin E supplements in the last 12 months.
Weight Management Supplements	Propensity modeled audiences who are likely to have used a vitamin/mineral supplement for weight management in the last 12 months.
Workout Supplements	Propensity modeled audiences who are likely to have used Exercise Recovery or Pre Workout supplements in the last 12 months.

Lifestages, Lifestyles and Events

Lifestage	
Empty Nesters	Propensity modeled audiences who are likely to be Lifestage Empty Nesters (age 55+, married, no children in household, no children under 18 years old).
Nest Builders	Propensity modeled audiences who are likely to be Lifestage Nest Builders (age 18-34, married, no children).
Playschool Parents	Propensity modeled audiences who are likely to be Lifestage Playschool Parents (youngest child is age 0-5).
Primary School Parents	Propensity modeled audiences who are likely to be Lifestage Primary School Parents (youngest child is age 6-11).
Secondary and High School Parents	Propensity modeled audiences who are likely to be Lifestage Secondary and High School Parents (youngest child is age 12-17).
Senior Sole Decision Makers	Propensity modeled audiences who are likely to be Lifestage Senior sole decision makers (age 55+, not married, household size of 1).
Unconstrained Couples	Propensity modeled audiences who are likely to be Lifestage Unconstrained Couples (age 35-54, married, no children under 18 years old).

Sports and Leisure

Hobbies and Interests	
Aerobics or Pilates or Yoga	Propensity modeled audiences who are likely to regularly do aerobics, Pilates or yoga.
Bicycling	Propensity modeled audiences who are likely to regularly bicycle.
Fine Dining or Eating Out	Propensity modeled audiences who are likely to regularly do fine dining or eating out.
Fishing	Propensity modeled audiences who are likely to regularly go fishing.
Fitness Walking or Running	Propensity modeled audiences who are likely to regularly do fitness walking or running, jogging.
Football Fans	Propensity modeled audiences who are likely to regularly play football.
Gardening	Propensity modeled audiences who are likely to regularly do gardening.
Golf	Propensity modeled audiences who are likely to regularly play golf.
Hiking	Propensity modeled audiences who are likely to regularly go hiking.
Hunting	Propensity modeled audiences who are likely to regularly go hunting.
Lifelong Learners Who Take Adult Education Courses	Propensity modeled audiences who are likely to regularly participate in adult education courses.
Live Music Fans	Propensity modeled audiences who are likely to regularly attend concerts/live events.
Mature Generation Experience and Travel Oriented	Propensity modeled audiences who are likely to be age 50+ and travel regularly.

Sports and Leisure, continued

Hobbies and Interests, continued	
Museums	Propensity modeled audiences who are likely to regularly go to museums.
Photography	Propensity modeled audiences who are likely to regularly do photography.
Play a Musical Instrument	Propensity modeled audiences who are likely to regularly play a musical instrument.
Read Books	Propensity modeled audiences who are likely to regularly read books.
Swimming	Propensity modeled audiences who are likely to regularly swim.
Team Sports	Propensity modeled audiences who are likely to regularly play or participate in basketball, football, baseball or softball.
Use a Health Club or Gym	Propensity modeled audiences who are likely to regularly use a health club or gym.
Video Gamers	Propensity modeled audiences who are likely to regularly play video games.
Virtual Workouts like Peloton or YouTube Exercise Videos	Propensity modeled audiences who are likely to regularly participate in virtual workout or fitness sessions (e.g., Peloton, YouTube exercise video).
Volunteer	Propensity modeled audiences who are likely to regularly participate in volunteering.
Weight Training	Propensity modeled audiences who are likely to regularly go weight training.

Telecom and Electronics

Mobile App Users	
Exercise or Fitness Apps	Propensity modeled audiences who are likely to have used an exercise/fitness app on a mobile device in last 6 months.
Health Apps	Propensity modeled audiences who are likely to have used a health-related app on a mobile device in last 6 months.
Meditation or Stress Management Apps	Propensity modeled audiences who are likely to have used a stress/relaxation/meditation app on a mobile device in last 6 months.
Nutrition or Healthy Recipe Apps	Propensity modeled audiences who are likely to have used a nutrition or healthy recipe app on a mobile device in last 6 months.
Would Use App Recommended by Doctor	Propensity modeled audiences who are likely to be willing to use a mobile app recommended to them by their doctor.