

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



69% of social media users have a chronic condition



Nearly 2 in 5 social media users with a chronic condition value social networking sites for healthcare information



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

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

Profiling based on 18,571 U.S. adult respondents 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

93 million adult respondents recall seeing **healthcare ads on social media**

after viewing the ads



24 million refilled a prescription



71% more likely to visit a pharma company's website



1 in 2 social media users with a chronic condition **think that pharma ads make them more knowledgeable**

and



54% also say they **often discuss new prescription medicines** with their doctor

Source: 2024 MARS Consumer Health Study

Build in-depth social media 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., using an FSA or HSA, covered by insurance, savings programs, out of pocket)
- Attitudes toward insurance, health costs, & other health-related psychographics

MARS Consumer Health

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.