

Comprehensive data to understand and reach health consumers through **television platforms**.



**Nearly 9 in 10** TV viewers aged 50+ have a chronic condition



**71%** of TV viewers watch recorded TV or streaming services (DVR, VoD, etc.)



**Over half (55%)** of TV viewers think that pharma ads make them more knowledgeable

## MARS television engagement data provides a detailed picture of viewers:

### Profiling based on 19, 021 U.S. adult respondents who watch television

- Number of viewers that can be reached via television by type of device, platform & brands for smart TV/Internet-enabled TV, media streaming device
- Types of television watched & time spent (streaming services/ video on demand, recorded TV/DVR, etc.)
- Viewers that have seen ads on television & commercial vs. commercial-free preference
- TV Streaming: whether use, types of services used, paid or unpaid
- Platforms used for TV streaming (e.g., Netflix, Hulu, Max, Disney+)
- Television dayparts, genres, networks, & sports programs
- 100+ conditions, diagnosed & treated
- Healthcare facilities where care was received in the past year
- Healthcare professionals & specialists visited in person/telemed, by type & frequency

### Propensity towards ads

- Awareness of healthcare advertising on television & actions taken as a result
- Engagement with doctors or pharmacists after noticing ads (e.g., discuss ad with HCP, request Rx sample, switch brands)
- Attitudes & opinions towards pharma & pharma advertising
- Importance of television as a source of healthcare information

### Viewer health-related habits/behavior, attitudes, & opinions

- Last annual physical & importance of regular medical check-ups
- Medical tests in the past year
- Vaccinations received in the past year
- Attitudes & opinions towards telemedicine, doctors, & treatments

**159 million** adult respondents recall seeing **healthcare ads on television**

*after viewing the ads*



**Nearly 3 in 4** with a chronic condition **watch TV with commercials**

**Nearly half of caregivers** involved with making medical decisions for their loved one **watch their TV mostly/only on demand** (streaming/VoD/DVR)



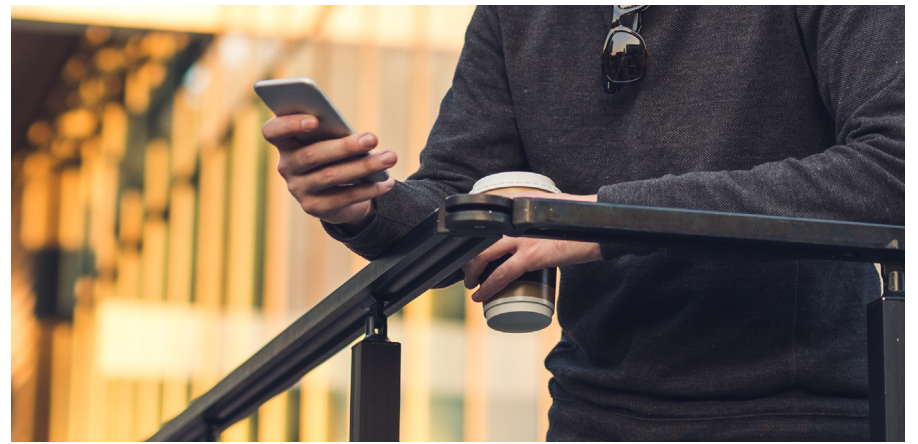
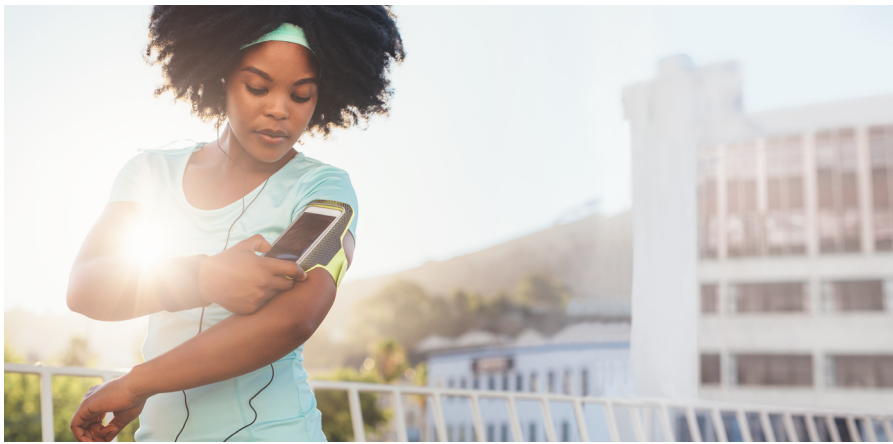
*among them*



**84%** used free streaming platforms with ads in the last month

Source: 2024 MARS Consumer Health Study

# Build in-depth viewer 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 for managing 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 fitness trackers & smartphones
- Attitudes towards, & usage of, online platforms for health research & digital health resources
- Frequency of Internet use for health & wellness



## Prescriptions & Brands

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