

## Caregiver Audiences for Activation and Analysis

Over 100 million U.S. adults are caregivers for a family member with a health condition and 85% of them are involved in medical decisions for their loved one.

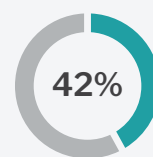
17 key caregiver segments and hundreds of other privacy-safe audiences developed from the MARS Consumer Health Study are available across all major ad tech platforms.



### MARS Consumer Health Audiences are:

- **First-party data** from the MARS Consumer Health Study
- Built from **self-reported, consent-based** survey responses from **opt-in** online panelists
- **100% privacy-safe** and compliant
- Scaled using **propensity models** built from an offline, people-based, national consumer database
- Models are scored to avoid risk of respondent re-identification and all **survey seed data is removed**

### Caregiver Profiling

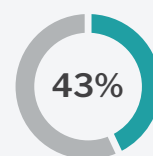


are Gen Z or Millennials  
Compared to total adults, they are **43% more likely** to look online for other opinions/options after a doctor's diagnosis or treatment advice (+56% since 2020).



**Nearly 1 in 3** provide care for a parent

Reach valuable caregiver audiences via multi-channel engagement



trust the pharmaceutical companies that advertise the medications they take

And they see/hear healthcare ads on:



**64%** Television



**60%** Internet



**37%** Social media

**Social media is becoming a more important channel for this group.**

Caregivers reporting that they “**very much**” value social networking sites for health information **has increased 42%** since 2020 and they are:



**45% more likely** to watch a video online after seeing an ad on social media

# Identify and reach the most relevant health and wellness segments

Visit our website for a [full list](#) of current categories and predefined segments or to download the latest study [content directory](#).

● New for 2024

## Segment Name and Description

### MARS Consumer Health > Health and Wellness > Caregivers > Caregiver for 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

### MARS Consumer Health > Health and Wellness > Caregivers > Caregiver for a Parent

Propensity modeled audiences who are likely to provide caregiver support for a parent.

### MARS Consumer Health > Health and Wellness > Caregivers > Caregiver for Family Member

Propensity modeled audiences who are likely to provide caregiver support for a family member.

### MARS Consumer Health > Health and Wellness > Caregivers > Caregiver for a Spouse

Propensity modeled audiences who are likely to provide caregiver support for their spouse.

### MARS Consumer Health > Health and Wellness > Caregivers > 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.

### MARS Consumer Health > Health and Wellness > Caregivers > Caregiver for Family Member with Asthma

Propensity modeled audiences who are likely to provide caregiver support to a family member with Asthma.

### MARS Consumer Health > Health and Wellness > Caregivers > Caregiver for Family Member with Autism

Propensity modeled audiences who are likely to provide caregiver support to a family member with Autism.

### MARS Consumer Health > Health and Wellness > Caregivers > Caregiver for Family Member with Bipolar Disorder

Propensity modeled audiences who are likely to provide caregiver support to a family member with Bipolar Disorder.

### MARS Consumer Health > Health and Wellness > Caregivers > 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.

### MARS Consumer Health > Health and Wellness > Caregivers > Caregiver for Family Member with Chronic Pain

Propensity modeled audiences who are likely to provide caregiver support to a family member with Chronic Pain.

### MARS Consumer Health > Health and Wellness > Caregivers > 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).

### MARS Consumer Health > Health and Wellness > Caregivers > Caregiver for Family Member with Depression

Propensity modeled audiences who are likely to provide caregiver support to a family member with Depression.

### MARS Consumer Health > Health and Wellness > Caregivers > Caregiver for Family Member with Diabetes

Propensity modeled audiences who are likely to provide caregiver support to a family member with Diabetes.

### MARS Consumer Health > Health and Wellness > Caregivers > 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.

### MARS Consumer Health > Health and Wellness > Caregivers > Caregiver for Family Member with Schizophrenia

Propensity modeled audiences who are likely to provide caregiver support to a family member with Schizophrenia.

### MARS Consumer Health > Health and Wellness > Caregivers > 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.

### MARS Consumer Health > Health and Wellness > Caregivers > 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.

### MARS Consumer Health > Health and Wellness > Caregivers > 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.

MARS partners with leading data onboarding platforms to make MARS Audiences available across major ad tech platforms, including the Trade Desk, Google, StackAdapt, Facebook, Amazon, Xandr, PulsePoint, Madhive, AdTheorent, Kargo, etc.

/LiveRamp

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