

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



The **healthcare industry** is poised for significant **ad spend** in audio platforms and **consumers are listening**.



Over 9 in 10 U.S. adult respondents listen to radio, podcasts, and music streaming services



88% of listeners aged 50+ have a chronic condition



Nearly 1 in 3 have heard healthcare advertising on the radio/podcasts/smart speaker

MARS audio engagement data provides a detailed picture of listeners:

Profiling based on 18,092 U.S. adult respondents who listen to radio, podcasts, or streaming music

- Number of listeners that can be reached via radio/audio streaming, by type of device & platform
- Listeners that have heard ads on the radio/a podcast/a smart speaker
- Time spent with radio/podcasts/streaming music
- 100+ conditions, diagnosed and treated
- Healthcare facilities where care was received in the past year
- Healthcare professionals & specialists visited in person/telemed, by type and frequency

Propensity towards ads

- Awareness of healthcare advertising on audio platforms and 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 and pharma advertising

Listener health-related habits/behavior, HCP relationship, attitudes & opinions

- Last annual physical & importance of regular medical check-ups
- Medical tests in the past year
- Relationship to primary care physician
- Importance of podcasts as a source of healthcare information
- Vaccinations received in the past year
- Attitudes & opinions towards telemedicine, doctors, and treatments

75.6 million adult respondents have **heard healthcare ads on a radio, podcast, or smart speaker**

after hearing ads



12 million have asked their doctor to prescribe a specific drug



89% more likely to ask their doctor for a product sample

56 million patients diagnosed with a chronic condition **listen to podcasts at least weekly**

among them



Nearly 2 in 3 value podcasts as a source of health information



85% of caregivers involved with making medical decisions for their loved one also **stream music**

Source: 2024 MARS Consumer Health Study

Build in-depth listener profiles, access key insights, and develop an omnichannel strategy with MARS data.

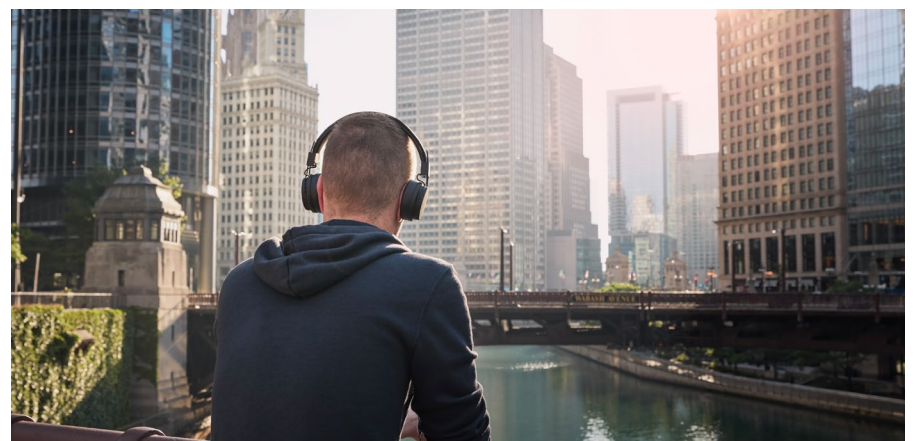


Personal Health & Beauty

- Current health status, personal control over health, & future health outlook
- Whether proactive about health & other attitudes/opinions about personal health and diet/exercise
- 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

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 and smartphones
- Platforms used for streaming and podcasts (e.g., Apple, Audible, Pandora, YouTube)
- Attitudes towards, and usage of, online platforms for health research and digital health resources
- Frequency of Internet use for health & wellness



Prescriptions & Brands

- Satisfaction with Rx treatment
- Use of 400 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

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 and 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.