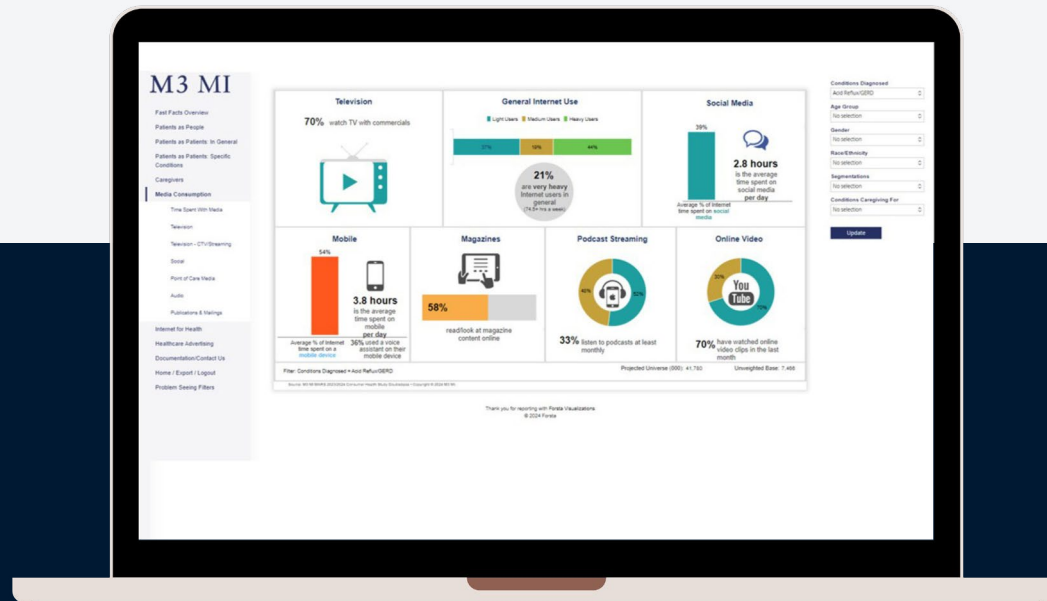


MARS Consumer Health Dashboard

Your new tool for health consumer insights



Easily digestible charting is now available for the 2023/2024 MARS Consumer Health Study, the industry’s most comprehensive & unbiased research of health consumers.

This unique interactive data visualization tool provides users with:

- **Access to a detailed dataset of health consumers, patients and caregivers**, connecting conditions, treatments, media usage, channel preferences for health information, health behaviors and attitudes.
- **Curated categories to organize data for quick navigation**, including:
 - Fast Facts (Audience Snapshot)
 - Patients as People
 - Caregivers
 - Media Consumption
 - Internet for Health
 - Healthcare Advertising
 - and more!
- **Exportable, presentation-ready visuals** for PowerPoint and PDF, or **downloadable Excel reports that can be customized** for your own materials.

MARS Resources



Download the latest MARS content directory [here](#) or visit our [website](#) for other relevant materials.

Dashboard Audience Filters

Gather insights by:



100+ Health conditions diagnosed



30+ Conditions caregiving for



8 Unique segmentations

- Patient segments
- Sources valued segments



- Gender
- Age group
- Race/ethnicity

Custom filter opportunities are available based on your needs.