

DIGITAL HEALTH CONSUMER SERIES: SOCIAL MEDIA

Advertising on social media drives action

74% of those who **saw healthcare ads on social media** took some kind of action (*index 157*):



39% Conducted an online search (*index 208*)

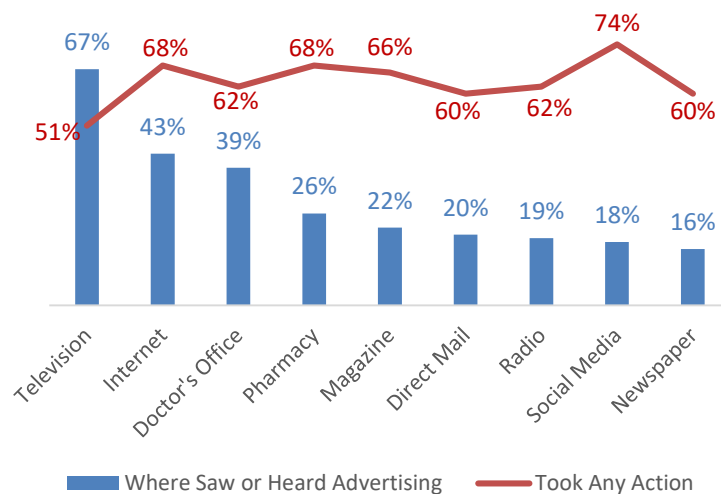


31% Took medication (*index 179*)

30% Visited any website (*index 228*)



29% Made an appointment to see a doctor (*index 195*)



Among internet users on any device:



89% spend time online using social media... and fill **1 hour 25 minutes** per day on social media

Among total adults:

20% trust the medical information other people share on social media

28% more comfortable talking about health and wellness concerns online than face-to-face

Especially effective in combination with other media

Social media is a great complement to other media:

Among diagnosed ailment sufferers who are heavy social media users:



32% commented on any social network about a show they were watching (*index 197*)



31% followed a magazine on any social media (*index 194*)

For more information contact:

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