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)

Source: Kantar’s 2019 MARS Consumer Health Study provides the full spectrum of how the healthcare consumer gets information in order to manage their health and make informed decisions.

Note: All indexes are to total U.S. adults