

OUR AUDIENCE

Reaching highly-engaged and health-conscious 50+ consumers



Other Health Concerns

ailment	HAVE		USE RX TO TREAT	
	rank	index	rank	index
Osteoporosis	#1	287	#3	252
Fibromyalgia	#1	491	#1	654
High Cholesterol	#2	165	#2	178
Overactive Bladder	#3	235	#20	232
Acid Reflux	#5	173	#7	187
Hypertension/ High Blood Pressure	#5	153	#3	163
COPD	#3	235	#20	232

SOURCE: 2018/2019 MARS Consumer Study

Lifestyle

83% Always looking for new ways to live a healthier life

82% Look for as much information as possible before taking a new drug

77% Agree vitamin supplements improve health

75% Agree benefits of vaccines outweigh any possible risks

74% Agree medication has improved their quality of life

66% Often discuss new prescription medicines with their doctor*

64% Willing to ask doctor for a prescription medication or drug sample*

62% Consult pharmacist for health advice

SOURCE: 2018 Doublebase GfK MRI / *2019 MARS Consumer Study

A group of four smiling adults of diverse ages and ethnicities outdoors. In the foreground, a man with dark skin and a woman with curly hair are smiling broadly. Behind them, a woman with blonde hair and a man with glasses are also smiling. The background is a soft-focus green landscape with sunlight filtering through the trees.

OVER 108 MILLION PEOPLE
in the US are age 50+

52% of healthcare spending
is done by adults 50+

MORE THAN 8 IN 10
adults 50+ are online

1/2 of all consumer spending
is done by adults age 50+

MORE THAN 7 IN 10
adults 50+ own a smartphone

82% of adults age 50+ research
health and wellness online