

Health Audiences

The Health Category consists of a Diet and Fitness Enthusiasts segment as well as a Health & Wellness Advocates segment. The people in this segment take an active interest in their health and well being by reading expert advice on news sites **and** researching specific health conditions and medicines. These segments are powered by AudienceScience's leading audience targeting technology.



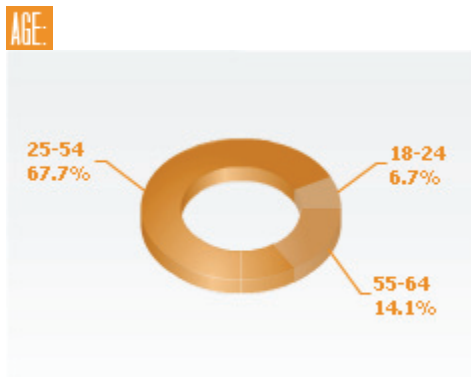
Hw

Health & Wellness Advocates

MALE: 30.5%

FEMALE: 69.5%

Diet and fitness enthusiasts are just as enthusiastic about reading and researching diet and fitness as they are about achieving it. With wide-ranging sources of information, these people read health articles and news on news, portals, and shopping sites. Knowledgeable and up-to-date on the latest data, these people also shop for diet, fitness, and beauty products online.



SEGMENT AUDIENCES:

- 4.21x more likely to visit 'Retail - Fragrances/Cosmetics' sites than the average internet user
- 3.71x more likely to visit 'Retail - Food' sites than the average internet user
- 3.44x more likely to visit 'Health - Pharmacy' sites than the average internet user

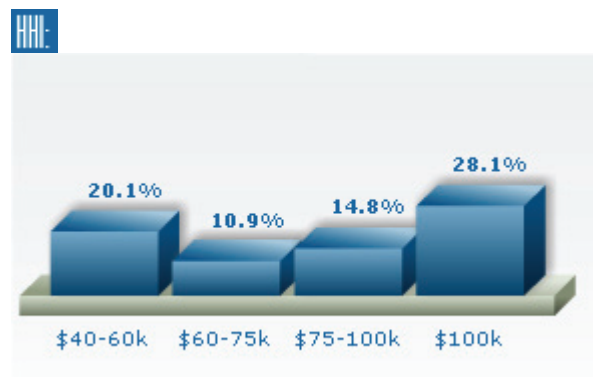
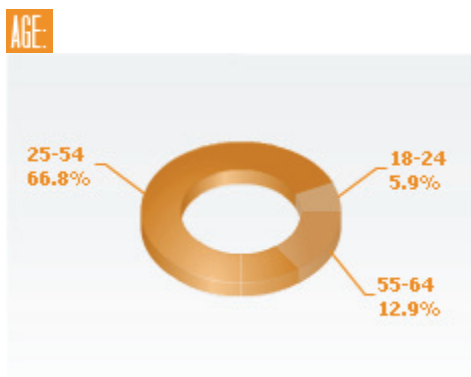
Df

Diet & Fitness Enthusiasts

MALE: 34.2%

FEMALE: 65.8%

Health and wellness advocates take an active interest in their health and well-being--and they back it up with a lot of online reading on portals with expert advice and news sites. In addition to conducting a lot of research, these people tend to look for goods and services in online directories and major shopping sites.



SEGMENT AUDIENCES:

- 4.50x more likely to visit 'Health - Pharmacy' sites than the average internet user
- 3.91x more likely to visit 'Retail - Fragrances/Cosmetics' sites than the average internet user
- 3.62x more likely to visit 'Retail - Food' sites than the average internet user

Cfp

Cold & Flu Prevention Advocates

Cold & Flu Prevention Advocates are researching cold and flu symptoms, healthy habits, as well as looking for cold and flu products and OTC medications across news and health sites. They read about cold/flu/sinuses across news and parenting sites.

More Information Coming Soon