Females that look online for health advice are 35% more likely to use TikTok than males.

Healthy males are 25% more likely to visit YouTube than healthy females.

Females that look online for health advice are 35% more likely to use TikTok than males.

Healthy females are 25% more likely to use Snapchat than males, but healthy males visit 25% more often than females.

Facebook has similar visitation among those who have good health, but females visit the social media site 33% more frequently than males.

Males who rely on social media for health advice visit the YouTube app 2x more often than females.

Gain a higher reach by targeting health-conscious consumers by gender based on their app preferences.

NEED RESEARCH?
Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed April 2023.