

# Battle of the apps: Who wins among health enthusiasts?

Where do health enthusiasts turn to for fitness and diet recommendations? Our survey of health-conscious consumers revealed that males and females seeking health advice through social media tend to rely on different apps to acquire their knowledge.



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



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



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.



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](mailto:solutions@mfour.com) or call 714-754-1234.  
Data witnessed April 2023.

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