



# The Inside Look at the Boomer Healthcare Consumer

Google/Nielsen Online/Sterling  
U.S., September 2010

# Study Scope and Methodology

- **Survey Approach Developed by Nielsen and Google**
  - Google/Nielsen Boomers Survey fielded August 2010, N=3,878
- **Definitions**
  - Gen Y: 18-30
  - Gen X: 31-45
  - Boomers: 46-65
  - **Healthcare Boomer Consumer = Used the internet for health info within the last 12 months**
  - G.I. Generation: 66-75
  - Silent/Lost Generation: 75+
- **Qualitative Research**
  - Sterling Brands: Online focus group of 15 Boomers

# Executive Summary of Insights

Boomers are just as active and engaged in seeking health content in the digital space as all other adults (18+); and they are engaging as both patients & caregivers

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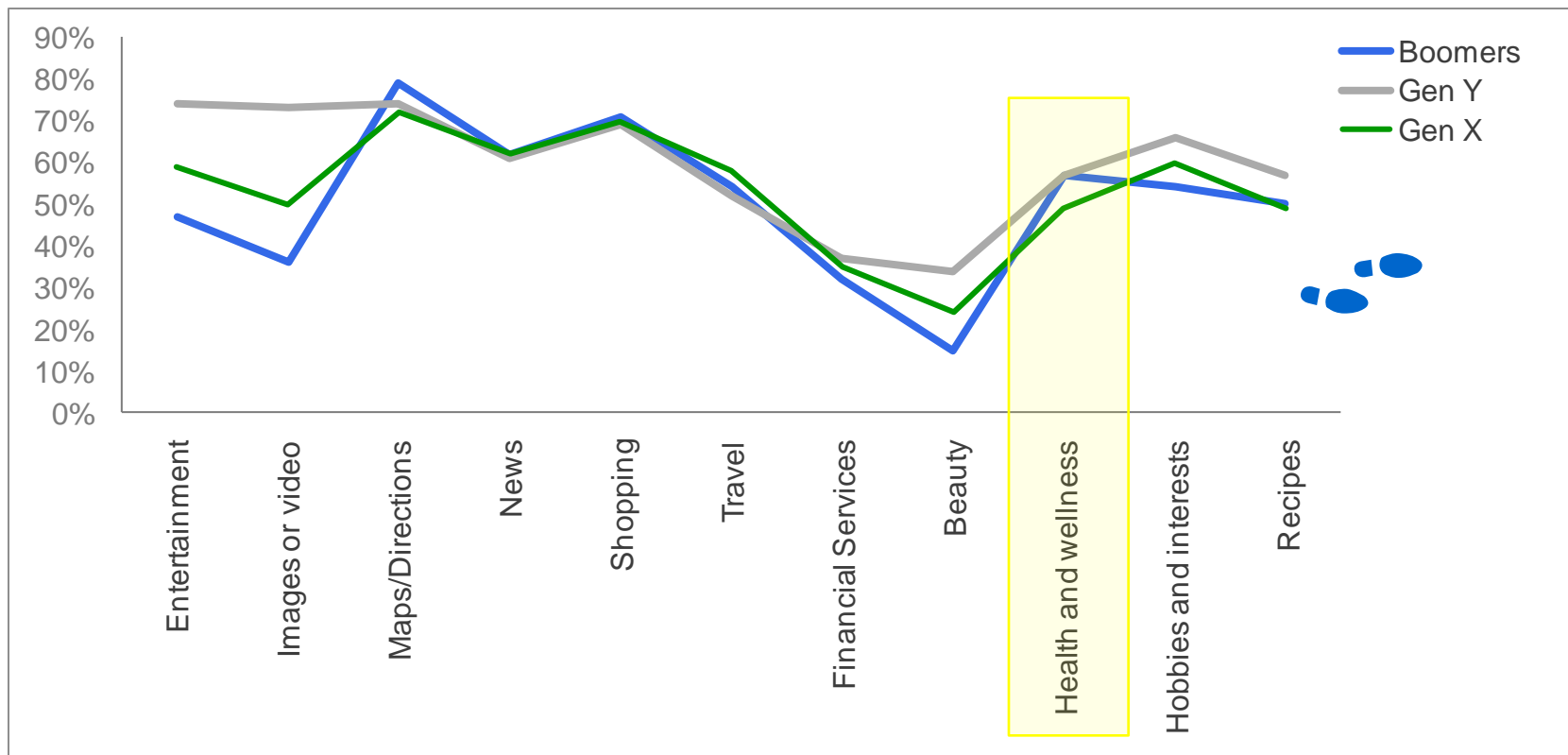
Boomers' health search queries indicate they are further along the patient pathway – queries focus on treatment, drug and remedy information; indexing highest for medication, medication efficacies, side effects & risks

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Offline channels actively drive Boomers online – TV and direct response media drives search volume and online engagement, not call center volume

# Boomers are Just as Search Savvy as Gen X and Y, Especially in the Health Space

Type of information searched for on search engine



# 57% of Boomers Have Searched for Health and Wellness Information Online



**10%** More likely to have recalled using the internet to research health in the last 3 months than the average adult

Source: Google/Nielsen Boomer Survey August 2010

Q: When is the last time, if ever, you used the internet to learn more about the following products? – Health and Wellness

N = 2175

# Boomer's are the Most Likely to Research Health Topics as a Caregiver, Specifically...



**37%**

More likely to look up medication benefits for a family member or friend

**23%**

More likely to look for medication side effects for a family member or friends

**20%**

More likely to research general info about medications and treatments for a family member or friend

# Boomers are “mid/lower” funnel in their search for health information; closer to treatment options, medications, and adherence



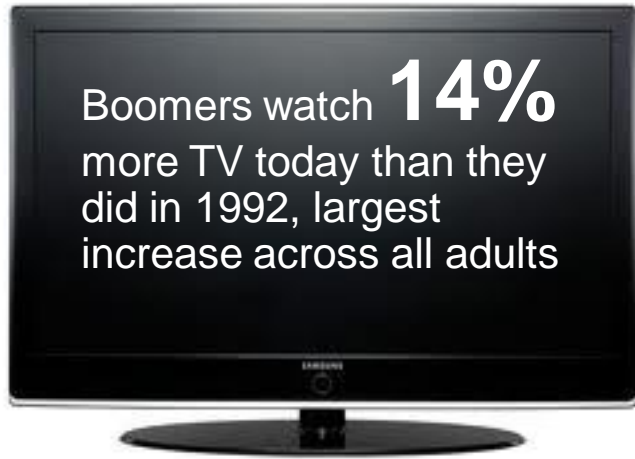
## Search Drives Interaction with HCP

Boomers are **20% more likely** to find their research helped by providing info on a drug, remedy, or treatment that they were able to ask their physician about





# TV is an Effective Trigger to Search



# 78%

of Healthcare Boomer  
Consumers have searched after  
seeing something on TV

*45% of Boomers co-consume television and internet  
media*

Source: Google/Nielsen Boomer Survey August 2010:

Question 17 "Have you ever used a search engine to find more information on something that you . . . saw on a television commercial" OR "saw featured on a TV program?" Net those who responded yes.

Healthcare Boomer Consumer N=1315

Q24.1 How often do you engage in other activities at the same time you are using the Internet? Healthcare Boomer Consumer N=1688

thinkhealth  
with Google





# Sponsored Links Speak to Boomer Healthcare Consumers

73%

Healthcare **Boomers**  
click on sponsored  
links

65%

Healthcare **Gen Xers**  
click on sponsored  
links

60%

Healthcare **Gen Yers**  
click on sponsored  
links

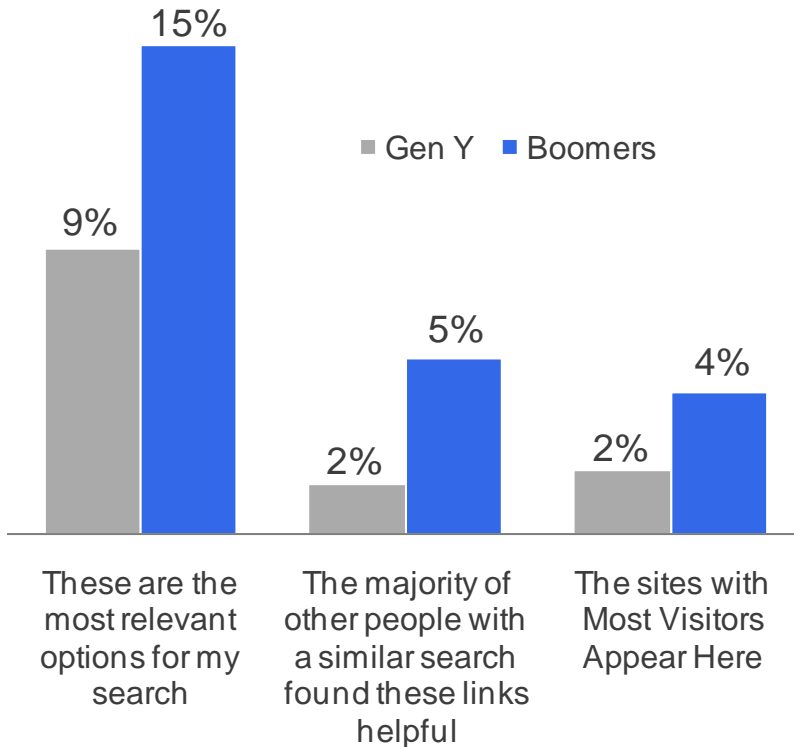


Source: Google/Nielsen Boomer Survey August 2010:

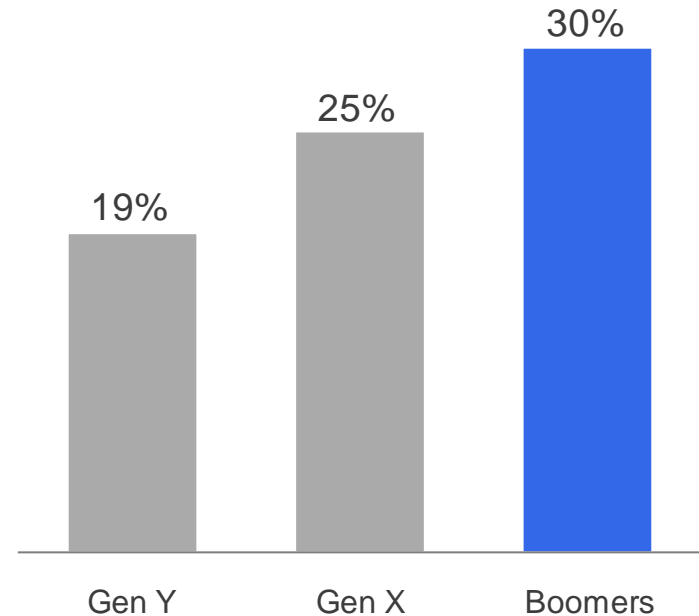
Q21: "Have you ever clicked on links that typically appear in the sections highlighted in red?" Respondents who answered 'Yes'.  
Healthcare Gen Y Consumer N=217, Healthcare Gen X consumer N=483, Healthcare Boomer Consumer N=1683

# Boomers Find Sponsored Links Relevant and Useful

Perceived Purpose of Sponsored Links  
% Audience



% Finding Sponsored Links Useful



# Key Takeaways for Healthcare Marketers

## Meet the Boomers' need for “mid/lower funnel” content and information

- Boomers actively search for content such as drug/treatment options, medications and tools to help with adherence (e.g. lifestyle tips or value-based promotions)

## Speak to Boomers as Both Patients and Caregivers

- Design campaigns and creative executions that support patients and caregivers
- Pair creative targeting with precision targeting media

## Use Surround Sound Marketing Strategies (Integrated Offline and Online Tactics) to Help Engage Boomers

- Search and online advertising campaigns need to align (e.g. creative, timing, messaging) with traditional offline media strategies

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