

News media readers are the healthy choice

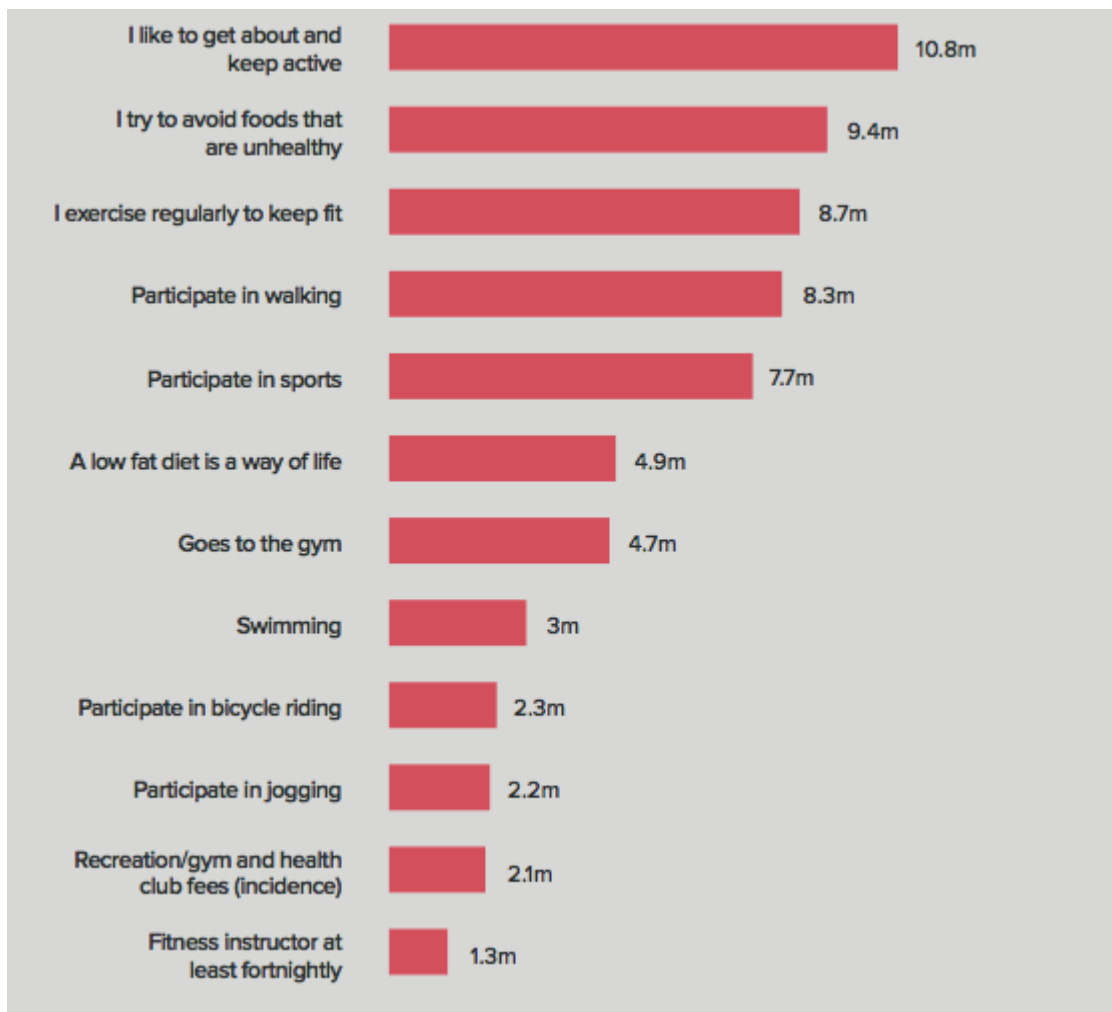
News media advertising delivers 5.4 million prospective health insurance buyers.

That's the finding of analysis of emma readership data.

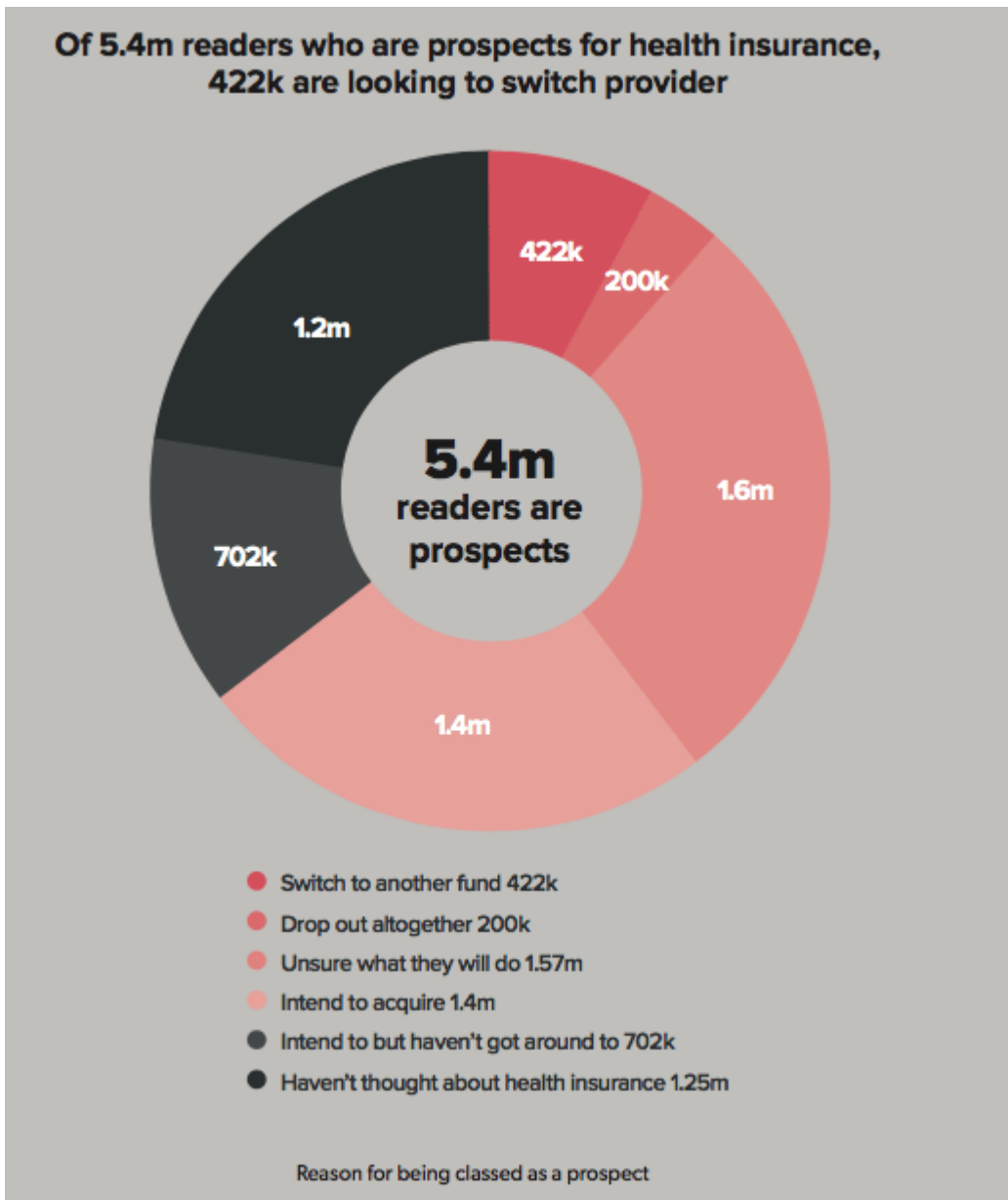
Overall, news media readers are health-conscious:

- 8.7 million news media readers regularly exercise to keep fit
- 7.7 million news media readers have participated in a sport in the last 12 months
- 12.3 million say that keeping themselves and their family healthy is a priority for them.

Here are some more health attitudes that we found:



For health insurance providers, news media readers represent a real opportunity:



Scroll down to view the whole infographic or [download it here.](#)

NEWS MEDIA READERS ARE THE HEALTHY CHOICE

NEWS MEDIA DELIVERS 5.4M HOT PROSPECTS FOR HEALTH INSURANCE PROVIDERS

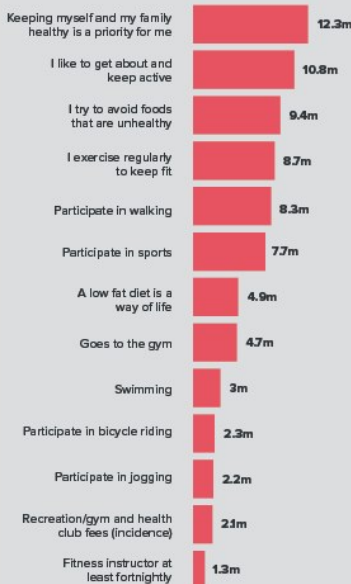


HEALTH CONSCIOUS

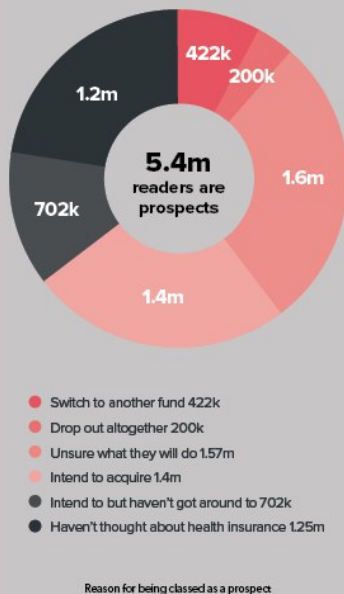


POLICY PROSPECTS

12.3m news media readers say that keeping themselves and their family healthy is a priority



Of 5.4m readers who are prospects for health insurance, 422k are looking to switch provider



8.7M News Media readers regularly exercise to keep fit

7.7M News Media readers have participated in a sport in the last 12 months



Source : emmaTM, 12 months to August 2019. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+ ALSO Nielsen Consumer & Media View (CMV), Nielsen Digital Panel (NDP), 4 weeks to August 2019, people 14+ calibrated to Nielsen Digital Content Ratings (DCR) data for the equivalent period. 5.4m is all news media readers planning to switch Health insurance providers in the next 12 months OR dropping out of the market OR Looking to acquire a policy OR Been intending to act but haven't got around to it OR Haven't thought about it OR Not sure what they'll be doing regarding Health insurance in the next 12 months - They're all prospects.