

HAVAS TONIC FACT SHEET

SUMMER 2015

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When Millennials Have a Cold

Who do Millennials call when they are sick? They call their mom. Don't we all? Millennials are skipping the traditional doctor visit and self-treating with TLC and OTCs. With Mom's Rx, Google's info self-serve, and the high cost and inconvenience of getting to an MD, what else do you need?

Havas Tonic surveyed over 4,000 Millennials (ages 21-38) through Crowdtap, from which we conducted a more in-depth interview with 300, and asked them how they take care of themselves when they are sick.

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Data source: Crowdtap
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MOM IS A MILLENNIAL'S HEALTH GURU

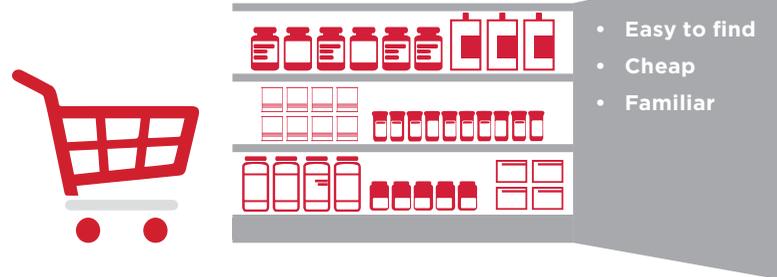
- Mom has been their primary healthcare provider for their whole lives; she's not only reliable, but more important, she's free.
- Many also reveal that they call Mom when they are sick to receive the comfort and support they had when they were kids.



MOM PRESCRIBES OTCs

- Millennials are taking Mom's advice and self-treating with OTCs, especially the ones Mom treated them with when they were younger.

Not only are OTCs "Mom Approved," they're also:



MILLENNIALS HAVE A LOVE-HATE RELATIONSHIP WITH HEALTH INSURANCE

- Millennials are grateful to have health insurance, but they have some complaints:

"It's good, I mean...it's better than not having any, I suppose (or not, lol). It's just so darn expensive, and I still have to pay an arm and a leg for stuff I might need."

- Sonia, 31

"For the most part [it covers what I need it to], except the deductibles are ridiculous."

- Cathy, 37

SORRY DOCTOR, I CAN'T AFFORD YOU

- Millennials recognize that doctors are probably the best source for healthcare (despite feeling there's a lack of sympathy, which Millennials often crave); however, due to the high cost and inconvenience, doctors end up being a last resort.

Top 4 reasons Millennials avoid doctor visits:

- 60% Cost
- 40% Inconvenience
- 19% Doctor doesn't listen or offer comfort
- 14% Embarrassed to talk about symptoms



"I would like to seek advice from my regular doctor, but since price is an issue, I'm more comfortable talking to and seeking advice from my family."

- Jessica, 24

"I'm most comfortable talking to my family and friends because I know that they won't judge me..."

- Rachael, 28

SELF-TREATERS BEFORE AND AFTER



- When they get sick, Millennials seek advice from Mom and Google, and then they go ahead and treat themselves.
- Millennials also treat themselves preventatively so they won't get sick, using technology as much as they can to be healthier.

The 4 most important things to Millennials for staying healthy:



65%
Sleep



41%
Exercise



56%
Food—quantity & quality



14%
"Me" Time

KEY TAKEAWAYS

1. Millennials live and get well by the motto, "convenience, cost, comfort."
2. Millennials not only believe Mom knows best, but they believe Mom knows me best—especially when they have a cold.
3. Digital natives validate Mom's recommendation with Google.
4. Non-medical prevention (sleep, food, etc.), coupled with over-the-counter meds as needed, is how Millennials stay well.

