

## A Fresh Take

Staying ahead of evolving dynamics in the marketplace and our culture

# Why banning Pharma TV ads would disproportionately affect minority groups



# Three key reasons why banning Pharma TV ads would disproportionately affect minority groups



**1**

**The increase in medical ailment sufferers and prescription remedy treatment users among minority groups has been outpacing Non-Hispanic Whites**

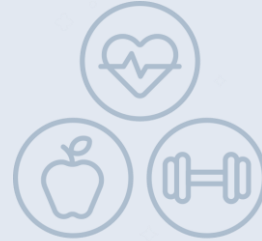
**2**

**Minority groups are more likely to look for ways to live healthier lives and they consider prescription drugs as effective remedies for their ailments**

**3**

**Minority groups are much more likely to act after seeing a pharma ad, leading to further education which enables them to make more informed decisions about their health**

# Ailment sufferers & prescription remedy users: A key reason why banning Pharma TV ads would disproportionately affect minority groups



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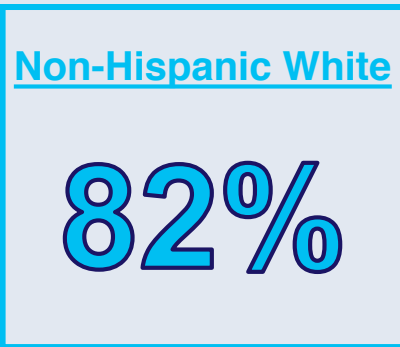
Minority groups are more likely to look for ways to live healthier lives and they consider prescription drugs as effective remedies for their ailments

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# Over two-thirds of minority groups suffer from a medical ailment and the increase in sufferers is far outpacing Non-Hispanic Whites

## % of Adults 18+ Currently Suffering a Medical Ailment



Hispanic

70%

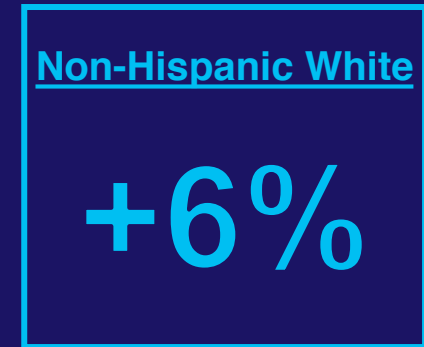
Black

72%

Asian

66%

## % Increase of Adults 18+ Suffering a Medical Ailment 2024 vs 2021



Hispanic

+14%

Black

+11%

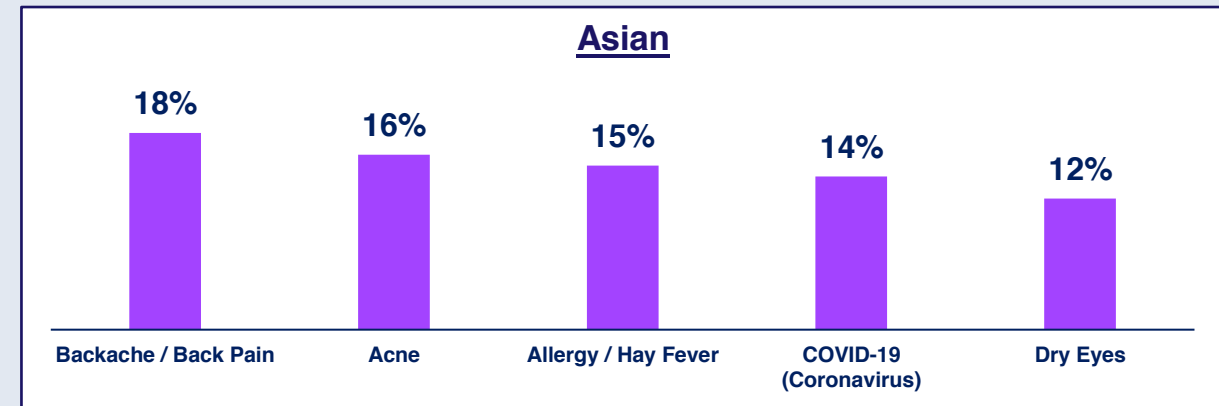
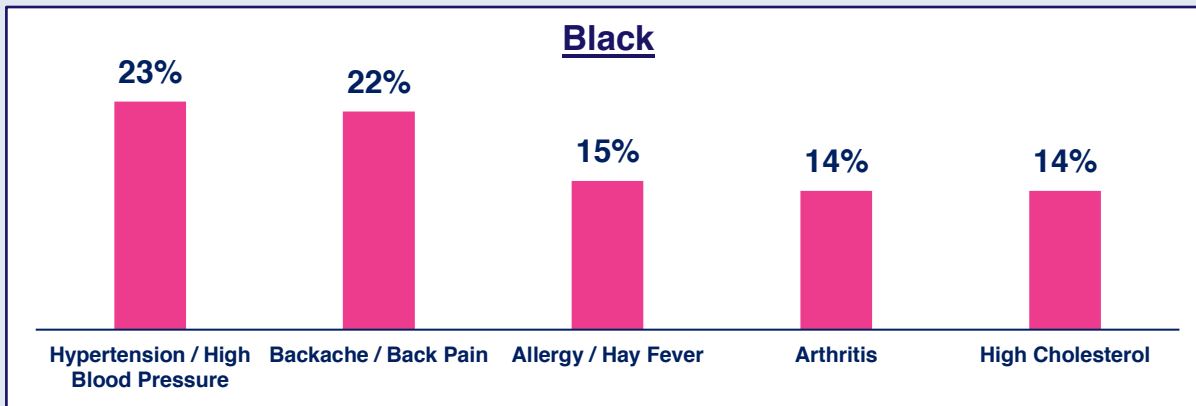
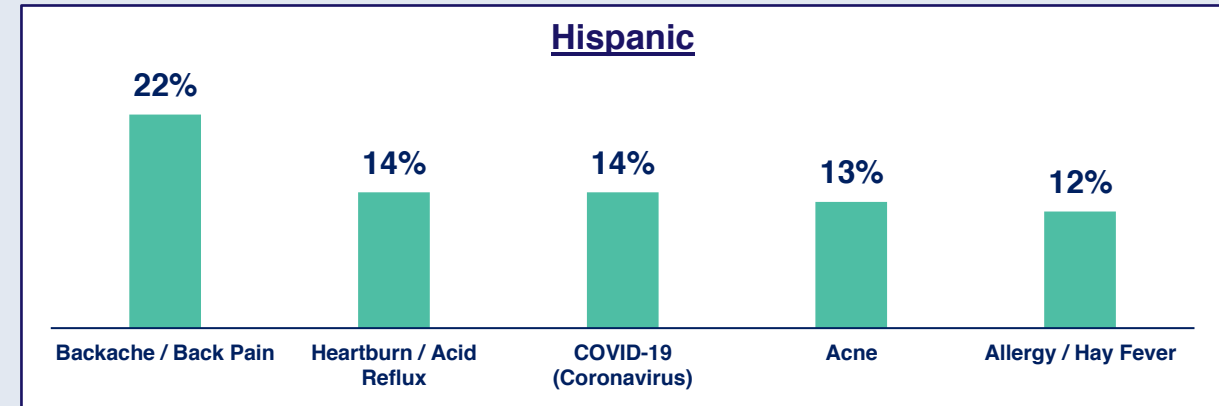
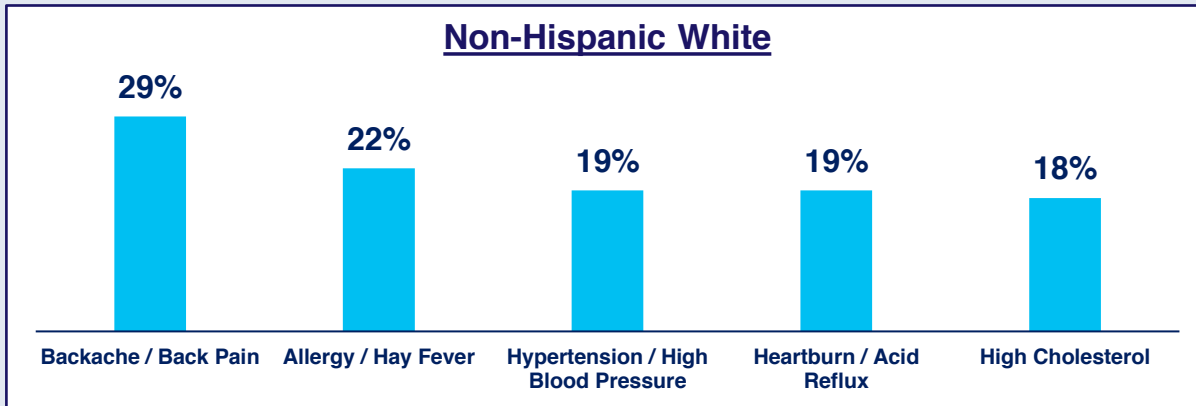
Asian

+18%

Source: VAB analysis of MRI-Simmons, Spring USA Doublebase Studies: 2021, 2022, 2023 & 2024, Non-Hispanic White Adults 18+, Hispanic Adults 18+, Non-Hispanic Black Adults 18+, Non-Hispanic Asian Adults 18+.

# Although there are some differences across groups, the **top ailments** reflect **several serious conditions** like high blood pressure and cholesterol

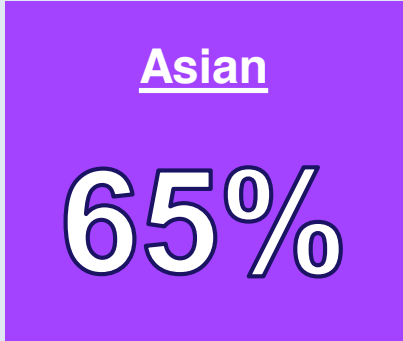
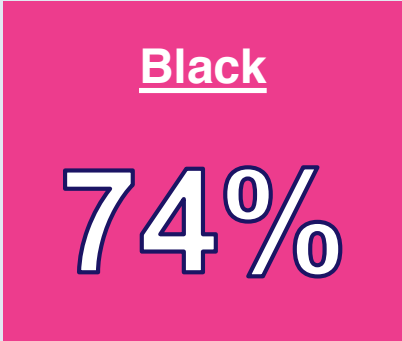
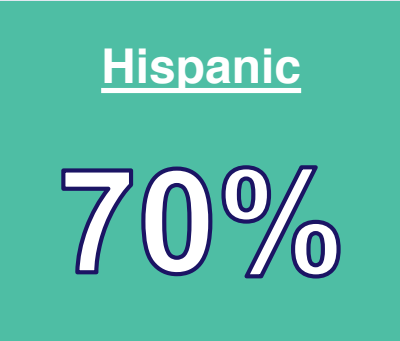
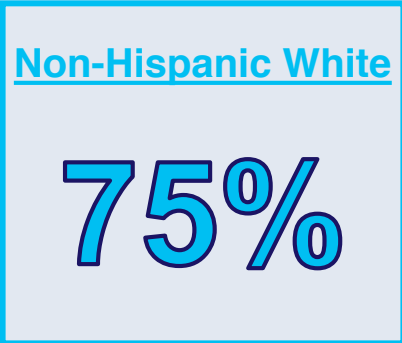
**Top 5 Ailments That Adults Currently Have / Had in the last 12 months**  
Adults 18+



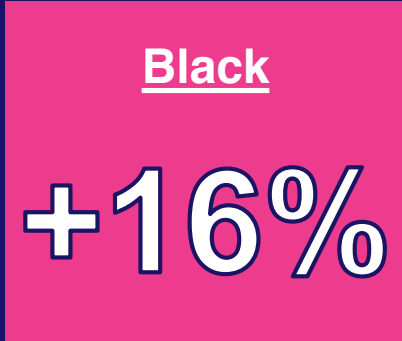
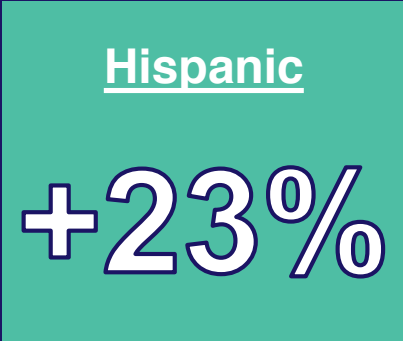
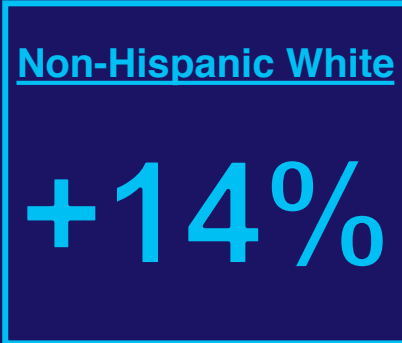
Source: VAB analysis of MRI-Simmons, Spring USA Doublebase Study 2024, Non-Hispanic Adults 18+, Hispanic White Adults 18+, Non-Hispanic Black Adults 18+, Non-Hispanic Asian Adults 18+. Note: Arthritis represents 'any.'

# While minority groups are less likely to use a prescription remedy, recent usage across Hispanics, Blacks and Asians has been outpacing NH Whites

## % of Ailment Sufferers Using A Prescription Remedy Adults 18+



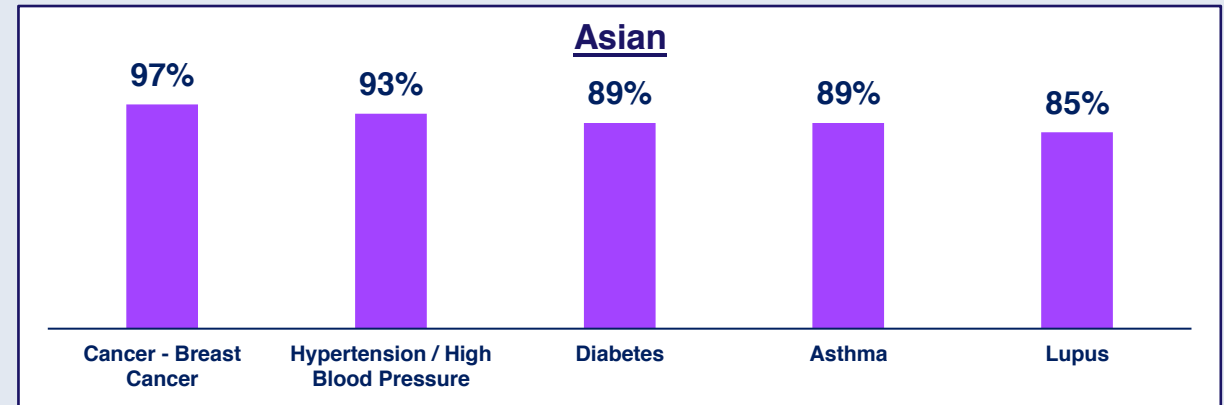
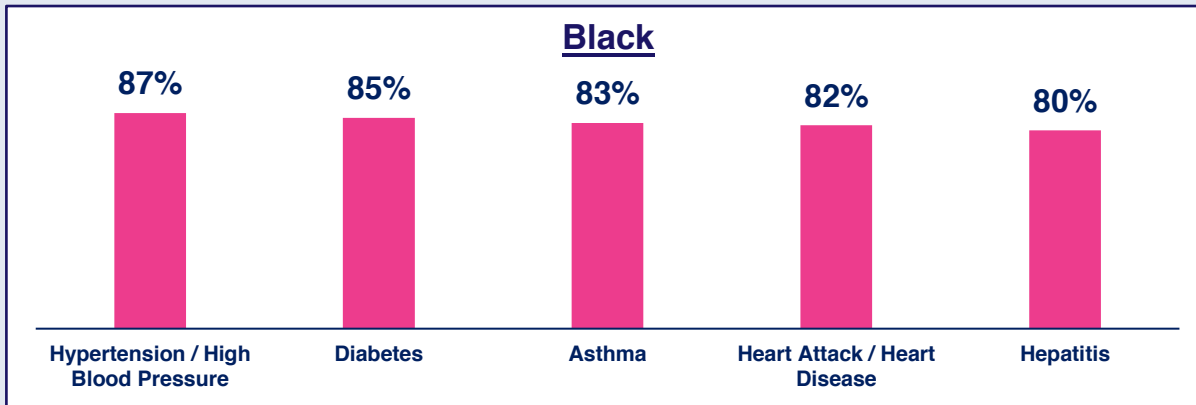
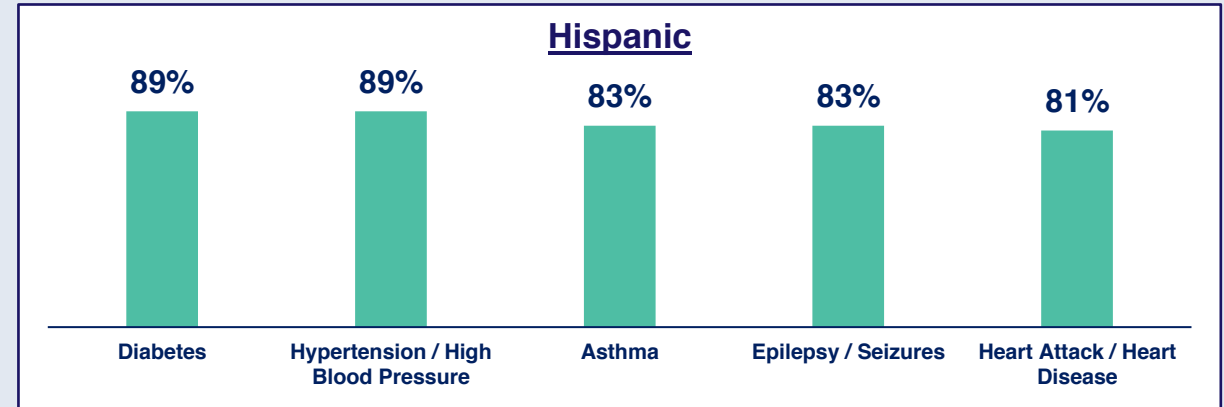
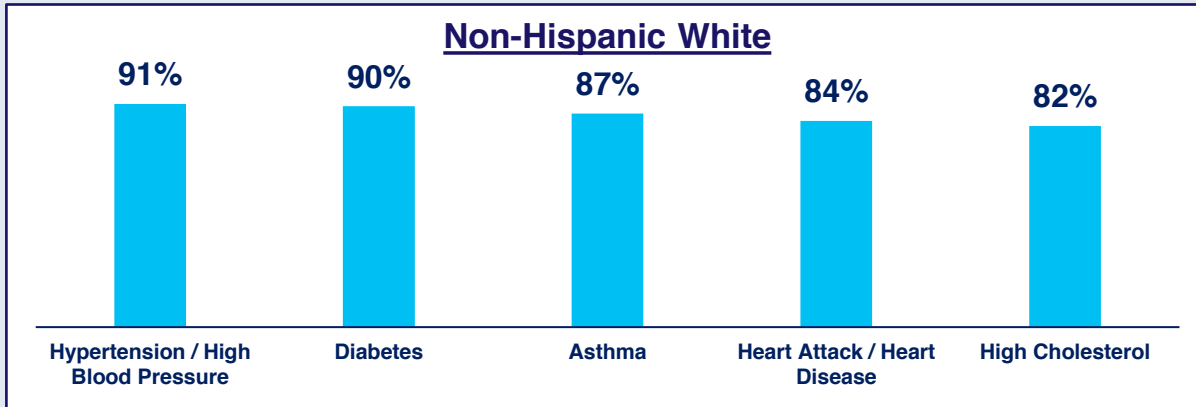
## % Increase of Sufferers Using A Prescription Remedy 2024 vs 2021



Source: VAB analysis of MRI-Simmons, Spring USA Doublebase Studies: 2021, 2022, 2023 & 2024, Non-Hispanic White Adults 18+, Hispanic Adults 18+, Non-Hispanic Black Adults 18+, Non-Hispanic Asian Adults 18+. \*Prescription remedy includes both branded and generic remedies.

# Ailments with the highest usage of prescription remedies reflect serious diseases and other severe conditions like diabetes and heart disease

**% of Ailment Sufferers that Used Prescription Remedies for Treatment**  
Top 5, Adults 18+



Source: VAB analysis of MRI-Simmons, Spring USA Doublebase Study 2024, Non-Hispanic White Adults 18+, Hispanic Adults 18+, Non-Hispanic Black Adults 18+, Non-Hispanic Asian Adults 18+. Note: Arthritis represents 'any.'

# Desire to live a healthier life: A key reason why banning Pharma TV ads would disproportionately affect minority groups



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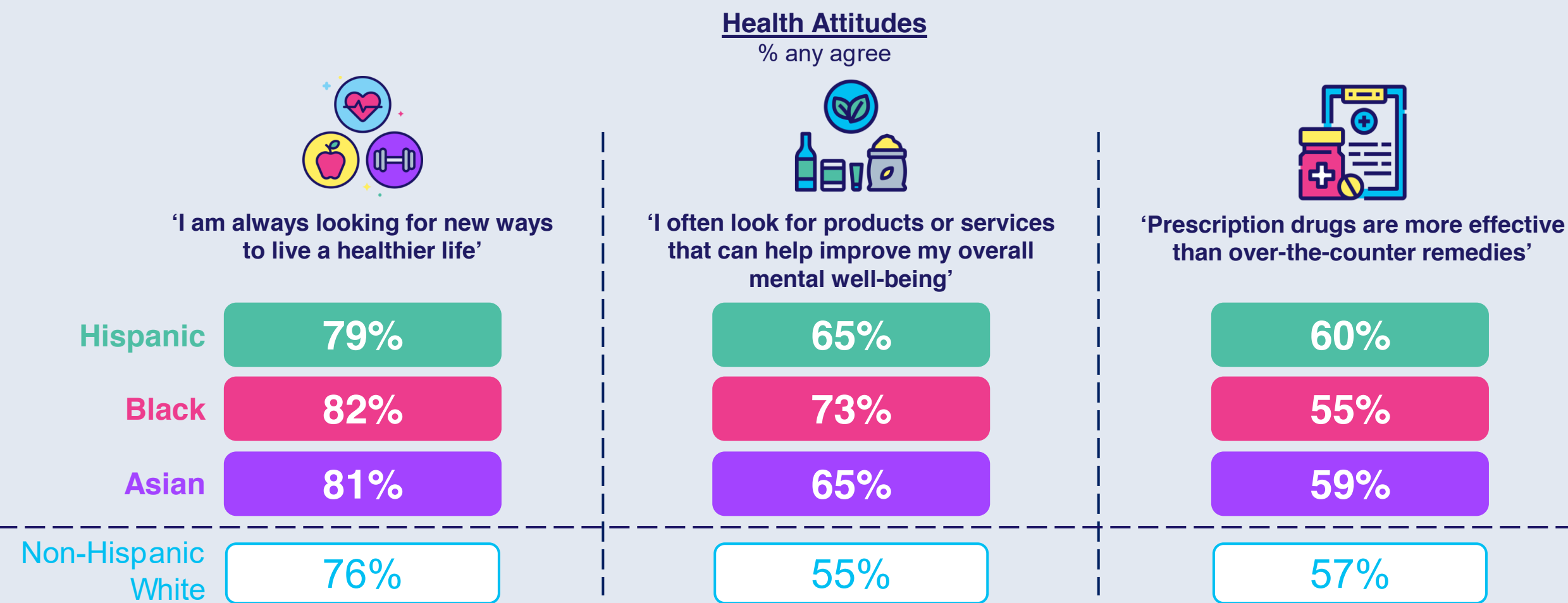
**2**

**Minority groups are more likely to look for ways to live healthier lives and they consider prescription drugs as effective remedies for their ailments**

**3**

Minority groups are much more likely to act after seeing a pharma ad, leading to further education which enables them to make more informed decisions about their health

# Minority groups are more likely to look for ways to live healthier, both physically and mentally, and believe prescription remedies are effective



Source: VAB analysis of MRI-Simmons, Spring USA Doublebase Study 2024. Non-Hispanic White Adults 18+, Hispanic Adults 18+, Non-Hispanic Black Adults 18+, Non-Hispanic Asian Adults 18+. Any agree = agree completely or somewhat agree.

# Many are also more likely to do their own research on treatments before asking their doctor and will look for as much information as possible

## Health Attitudes

% any agree



'I research treatment options on my own before asking my doctor about them'

Hispanic

56%

Black

63%

Asian

69%

Non-Hispanic White

60%



'Before I begin taking any drug, I look for as much information about it as possible'

74%

78%

77%

71%



'I always do what my doctor tells me to do'

71%

70%

71%

70%

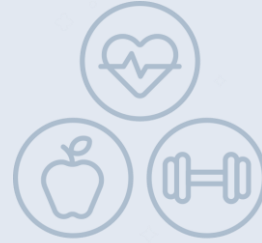
Source: VAB analysis of MRI-Simmons, Spring USA Doublebase Study 2024. Non-Hispanic White Adults 18+, Hispanic Adults 18+, Non-Hispanic Black Adults 18+, Non-Hispanic Asian Adults 18+. Any agree = agree completely or somewhat agree.

# Positive response to advertising: A key reason why banning Pharma TV ads would disproportionately affect minority groups



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**Minority groups are much more likely to act after seeing a pharma ad, leading to further education which enables them to make more informed decisions about their health**

# Minority groups are much more likely to take an action after seeing an ad like searching for more info, visiting a website or consulting a doctor

## % Who Have Taken An Action After Seeing a Healthcare Ad

Adults 18+

Non-Hispanic White

32%

Hispanic

40%

Black

39%

Asian

35%

Source: VAB analysis of MRI-Simmons, Spring USA Doublebase Study 2024, Non-Hispanic White Adults 18+, Hispanic Adults 18+, Non-Hispanic Black Adults 18+, Non-Hispanic Asian Adults 18+. \*Prescription remedy includes both branded and generic remedies. Note: 'an action' represents: Bought a non-prescription product, refilled a prescription, made an appointment to see a doctor, Discussed an ad with your doctor, discussed an ad with a friend or relative, asked your doctor for a specific vaccine, asked your doctor to prescribe a specific drug, consulted a pharmacist, visited health information website, visited a product or drug website, visited another website, requested a free sample, requested a specific test/procedure, called a toll-free number for information, or other.

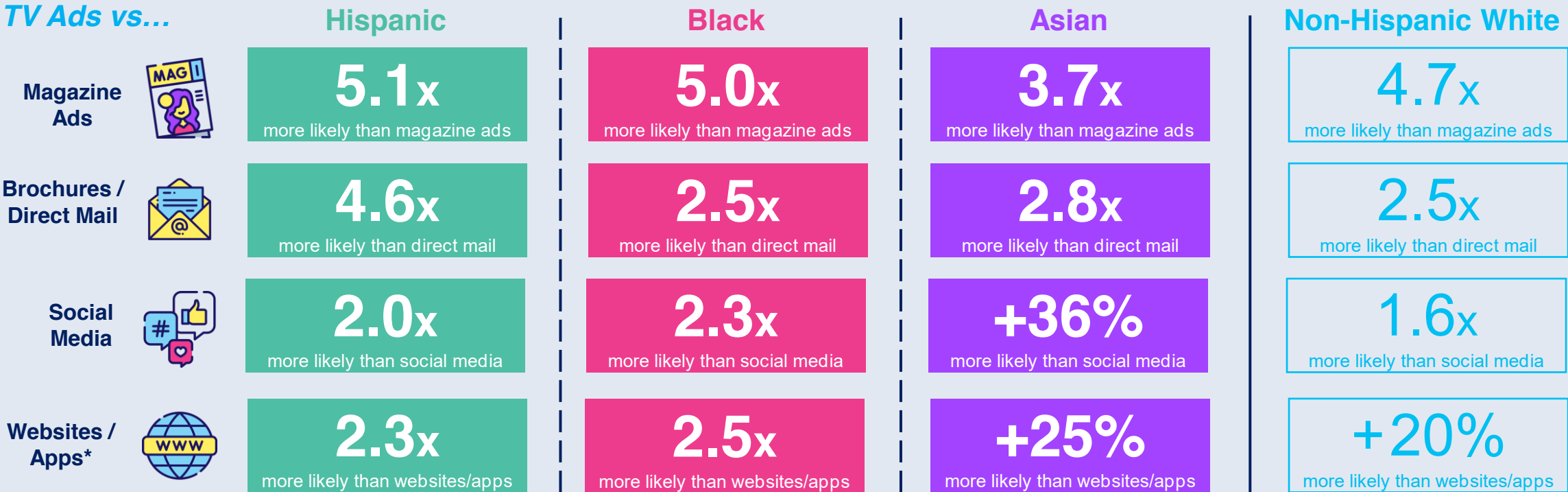


# More specifically, minority groups are much more likely to get information on ailment remedies from pharma TV ads than any other media

How did you obtain information about an ailment or prescription drug?  
Media platforms only

Adults were **much more likely** to get remedy information from **TV ads** than any other media

TV Ads vs...



Source: VAB analysis of MRI-Simmons, Spring USA Doublebase Study 2024, Non-Hispanic White Adults 18+, Hispanic Adults 18+, Non-Hispanic Black Adults 18+, Non-Hispanic Asian Adults 18+. Statement based on 'in last 12 months.' \*excludes health information-related websites/apps.

Download our full guide, *Dedicated to Your Good Health*, to learn more about how TV drives discovery and education for pharma brands



**52 pages**

*[Click report cover above to download](#)*

## Key Marketer Takeaways

### Why banning Pharma TV ads would disproportionately affect minority groups

- ▶ As more Black, Hispanic and Asians identify themselves as ailment sufferers, **advertising has played an important role in driving discovery and encouraging education** along patients' path to treatment
- ▶ While the percent of prescription remedy users among minority ailment sufferers is slightly lower than Non-Hispanic Whites, the gap has been closing over the last few years which shows **the critical role that advertising plays in terms of both awareness and action** among minority groups.
- ▶ In particular, **pharma TV ads have driven outsized outreach and action** among minority groups, inspiring them to learn more about treatments so they can make more informed decisions on their health

# About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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