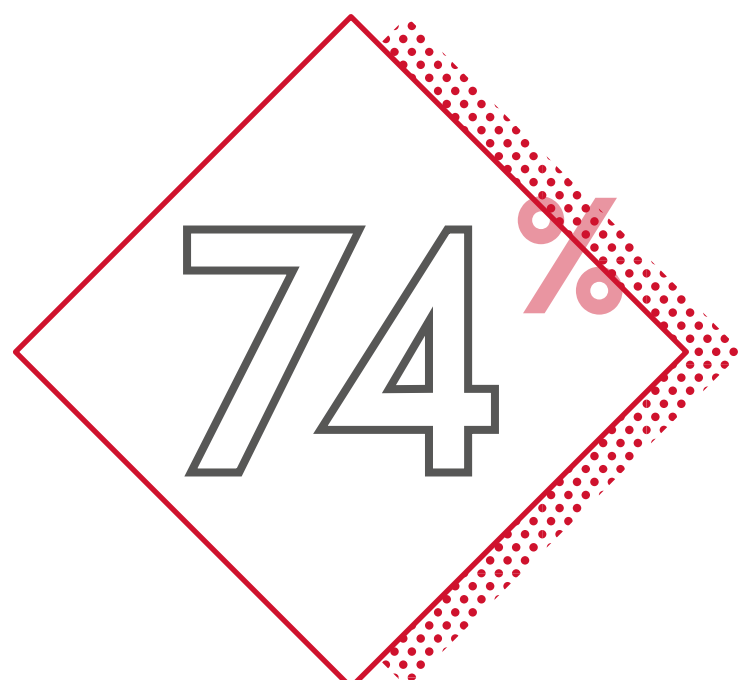


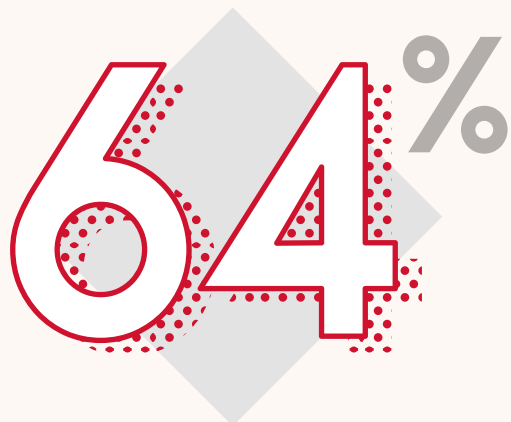
. THE . SELF-TREATING GENERATION

Whom do Millennials call when they are sick?
Havas Tonic surveyed over 4,000 Millennials,
aged 21-38, to find out. We discovered Millennials
are skipping the traditional doctor visit, calling Mom,
using Google and self-treating with TLC and OTCs.



believe doctors
are the experts

*Millennials asked to choose
their top 2 people*

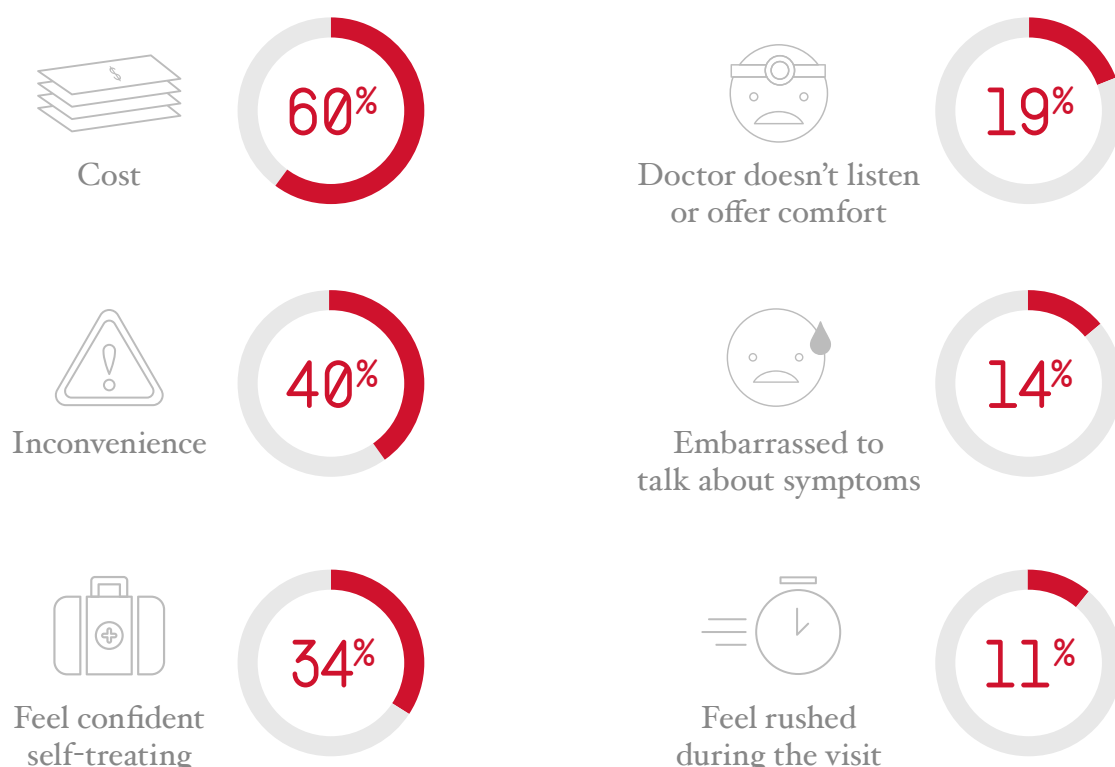


visited a doctor
when they were sick
in the last year

+

WHY AREN'T MORE MILLENNIALS VISITING THE DOCTOR?

×



Millennials asked to choose their top 2 reasons

+

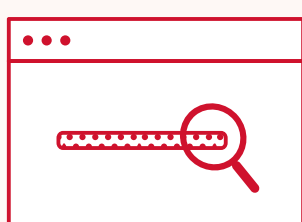
MILLENNIALS DO 3 THINGS WHEN THEY'RE SICK.

×



71%

They call Mom...



85%

...and use Google
to validate her advice...



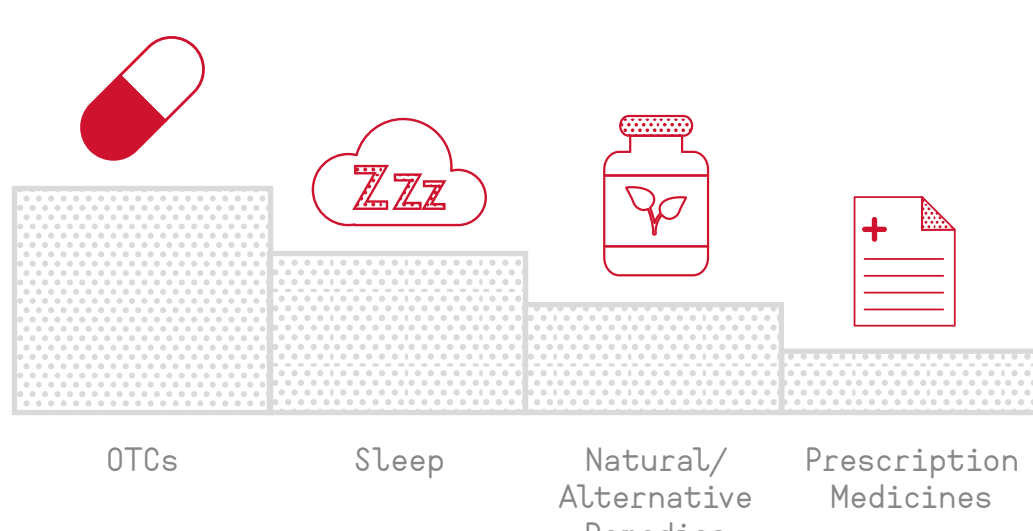
68%

...and self-treat
with OTCs

+

PRESCRIPTION MEDICINES ARE A LAST RESORT FOR MILLENNIALS.

×



+

FOR MILLENNIALS, DOCTORS MAY BE USEFUL EXPERTS IN HEALTH, BUT MOM IS THEIR ACTUAL HEALTH GURU.

×



.....