


































2017 MARS Consumer Health Study Directory

Inside, find details about the MARS 2017 study content. Data collected in the study can be used to identify target audiences, behaviors, attitudes, media usage, and demographics. Updates to study content in 2017 are noted in **pink** text.

Last 12 Months/Ever

- Acid Reflux/GERD Rx  
- ADD/ADHD Rx 
- Adult Acne Rx  
- Allergies/Allergic Reaction Rx  
 - Food Allergy
 - Grass Allergy
 - Insect Allergy
 - Pet Allergy
 - Ragweed Allergy
 - Tree Pollen Allergy
- Anaphylaxis/Severe Allergy Rx 
- Age Related Memory Loss  
- Anemia 
- Anxiety Rx
 - Panic Disorder 
 - Social Anxiety Disorder 
- Arthritis 
 - Ankylosing Spondylitis Rx  
 - Osteoarthritis Rx    
 - Psoriatic Arthritis Rx  
 - Rheumatoid Arthritis (RA) Rx    
- Asthma Rx    
- Athlete's Foot
- Bipolar Disorder Rx   
- Blood clots in the legs (DVT) Rx     
- Bronchitis 
- Cancer  
 - Breast
 - Colon/Colorectal
 - Head and Neck (including mouth, nose and throat)
 - Leukemia
 - Liver
 - Lung
 - Non-Hodgkin's Lymphoma
 - Ovarian
 - Pancreatic
 - Prostate
 - Skin
 - Stomach
 - Urinary/Bladder/Kidney
 - Uterine/Cervical

Cardiovascular/Heart Disease Rx

- Acute Coronary Syndrome/Heart Attack  
- Angina 
- Atherosclerosis 
- Atrial Fibrillation (A-Fib) 
- Coronary Artery Disease 
- Heart Failure 

Cold Rx

Cold Sores/Canker Sores


Constipation/Irregularity 

COPD (including Chronic Bronchitis and Emphysema) Rx   

Cough Rx 

Depression Rx   

Diabetes 

- Type 1 Rx   

- Type 2 Rx   

Diabetic Nerve Pain/Neuropathy Rx   

Eczema Rx  

Enlarged Prostate/Benign Prostate Hyperplasia Rx  


Erectile Difficulty Rx  

Eye problem/Eye disease Rx 

- Allergic Conjunctivitis 

- Cataracts 

- Dry Eye 

- Glaucoma 

- Macular Degeneration 

Fibromyalgia Rx   

Flu Rx  

Gas 

Gout Rx   






Hair Loss

Hangover

Headache (non-migraine)

Heartburn/Indigestion Rx 

Conditions Key

- Rx Condition Specific Prescription Drugs
-  Condition Specific Non-Prescription Drugs
-  At Risk For
-  Satisfied with Rx Treatment
-  Professionally Diagnosed
-  Pain Related Condition

Hepatitis B ↑
Hepatitis C Rx! ↑
Herpes Rx ↑
High Cholesterol Rx ↗ ↑
HIV Rx ↑
Hyperhidrosis/Excessive Sweating ↑
Hypertension/High Blood Pressure Rx ↗ ↑
Hypothyroidism Rx ↑
Inflammatory Bowel Disease/IBD Rx ☹
- Crohn's Disease ↑
- Ulcerative Colitis ↑
Irritable Bowel Syndrome (IBS) Rx ↑
Kidney Disease ! ↑
Low Testosterone Rx ↑
Lupus (SLE) Rx ! ↑ ☹
Menopause Rx ↑
Menstrual Cramps/PMS Rx ↗ ↑
Migraine Headache Rx ↗ ↑ ☹
Multiple Sclerosis Rx ↑ ☹
Nail Fungus
Obesity Rx ↑
Osteopenia ↑
Osteoporosis Rx ! ↑
Overactive Bladder Rx ↑
Pain
- Back
- Head
- Joint
- Muscle
- Neck
- Nerve
- Other
Pneumonia ! ↑
Post Traumatic Stress Disorder (PTSD) ↑
Psoriasis Rx ! ↑
Restless Leg Syndrome (RLS) Rx ↑ ☹
Rosacea Rx ↗ ↑
Seizures/Epilepsy Rx ! ↑
Shingles Rx ! ↑ ☹
Sinus Congestion/Sinus Headache
Sleeping Difficulty/Insomnia Rx ↗ ↑
Stroke ! ↑

Tired/Run Down Feeling
Urinary Tract Infection ! ↑
Yeast Infection ↗ ↑

Condition Related Details

Arthritis

Asthma

Inflammatory Bowel Disease/IBD (including Crohn's and Colitis)

Psoriasis

Severity of the condition

- Mild
- Moderate
- Severe

Birth Control

Methods Used in Last 12 Months

Blood Clots in the Legs (DVT)

Have ever experienced a pulmonary embolism (PE)

Cancer

When First Diagnosed

Active or in Remission

Spread to other Locations

Constipation

Caused by Prescription Medication

Is it Chronic

Conditions Key

- Rx Condition Specific Prescription Drugs
- ↗ Condition Specific Non-Prescription Drugs
- ! At Risk For
- ✓ Satisfied with Rx Treatment
- ↑ Professionally Diagnosed
- ☹ Pain Related Condition

Condition

Related Details

Diabetes

- Brand of Blood Glucose Meter Used
- Frequency of Daily Blood Glucose Meter Use
- Hemoglobin A1C Level
- Maintaining the Recommended A1C Level
- Related Conditions/Complications
 - Diabetic Nerve Pain/Neuropathy
 - Cardiovascular/Heart Conditions
 - DKA and Ketones
 - Eye Conditions
 - Foot Conditions
 - Gastroparesis
 - Hearing Impairment
 - Hypertension/High Blood Pressure
 - Kidney Disease
 - Skin Conditions
 - Stroke

HIV

Has the disease progressed to AIDS

Menopause

- Symptoms/Side Effects
 - Dyspareunia
 - Hot Flashes
 - Night Sweats
 - Vaginal Dryness

Migraine Headache

Episodic or Chronic

Pain

- Interference with Ability to Sleep
- Severity of Pain
 - No Pain
 - Mild Pain
 - Moderate Pain
 - Severe Pain
- Related Conditions
 - Arthritis
 - Cancer
 - Blood clots in legs (DVT)

- Diabetic Nerve Pain/Neuropathy
- Fibromyalgia
- Gout
- Lupus (SLE)
- Migraine Headache
- Multiple Sclerosis
- Restless Leg Syndrome (RLS)
- Shingles

Treatments

Non-Prescription Drugs

Prescription drugs - brand name

Prescription drugs - generic

Diet or Exercise

Herbal or Home Remedy

Vitamins/Supplements

- Allergy shots
- Birth Control
- Blood Product Donation/Transfusion
- Chemotherapy
- Dialysis
- ImmunoOncology/Immunotherapy
- Injections
- Insulin
- Oxygen therapy
- Phototherapy
- Physical therapy
- Psychological therapy/counseling
- Radiation
- Surgery
- Transplants

Would you consider taking a second or add-on prescription medication?

Treatments in bold make up the general treatment list for all conditions, while those that are not bold are specialty treatments associated with specific conditions.

Publications

Health related publications
Magazine ads
Magazine articles
Magazine websites
Magazines in the Sunday newspaper
Medical journals
Newspaper ads
Newspaper articles
Newspaper websites

Online

Association/non-profit websites
Diet or Fitness websites
Drug company/brand websites
Drug review/ratings websites
Email newsletters
General news websites
Government websites
Health information websites
Insurance provider websites
Online advertisements
Online blogs/vlogs
Online communities or support groups
Reference websites with user-generated content
Search engine results
Social networking sites
Websites dedicated to a particular health condition

Television

Television programs
Television advertisements
Online videos (e.g., YouTube)

Point of Care

Alternative/holistic medical practitioners
Brochures, wallboards or other information in a healthcare professional's exam room
Brochures/pamphlets in a healthcare professional's office
Doctor
General magazines in a healthcare professional's office
Health-related magazines in a healthcare professional's office
Health-related television programming in a healthcare professional's office
Nurse/Physician Assistant
Posters/wallboards in a healthcare professional's office
Tablet computer in a healthcare professional's exam room

Point of Purchase

Ad/brochures in grocery stores
Ad/brochures/magazines in pharmacies
In-store radio, TV or video
Medication packaging/labels
Pharmacists

Other

Condition or health-related events (such as seminars, classes, expos, etc.)
Direct mail
Friends or family
In-person support groups
Posters/wallboards at bars or nightclubs
Posters/wallboards at gyms or health clubs
Printed newsletters

All information sources are ranked on a four point value scale; very much, somewhat, not very much, not at all.

Healthcare Advertising

Where Seen/Heard

Direct mail
In a doctor's office
In a magazine
In a newspaper
In a magazine in the Sunday newspaper (e.g., Parade, USA Weekly)
In a pharmacy
On television
On the Internet
On the radio
Outdoors

Actions Taken as a Result

Asked your dentist for product sample or additional information
Asked your doctor for a product sample of a prescription drug
Asked your doctor to prescribe a specific drug
Called a toll free number to get additional information
Conducted an online search
Consulted a pharmacist
Discussed an ad with a friend or relative
Discussed an ad with your doctor
Downloaded an app
Made an appointment to see a doctor
Purchased a non-prescription product
Referred to a book, journal or magazine for additional information
Refilled a prescription
Signed up for a mail/email list to receive more information
Switched to a different brand
Took medication
Used a coupon
Visited a pharmaceutical company's website

Visited some other website

Watched a video online

Device Ownership

Desktop/Laptop/Netbook PC
Cell Phone
Smartphone
Tablet
e-Reader
Gaming Console
Streaming Device for TV/Video or Movie Programming
Television
SmartTV/Internet-enabled TV

Magazines & Newspapers

Magazines

AARP The Magazine
Allrecipes
Allure
The American Legion Magazine
Arthritis Today
Better Homes and Gardens
Bloomberg Businessweek
Bon Appétit
Car and Driver
Condé Nast Traveler
Cooking Light
Cooking with Paula Deen
Cosmopolitan
Country Living
Diabetes Forecast

Dr. Oz The Good Life
EatingWell
Ebony
The Economist
Elle
Entertainment Weekly
Esquire
ESPN The Magazine
Essence
Family Circle
FamilyFun
The Family Handyman
Field & Stream
First for Women
Fit Pregnancy and Baby (formerly American Baby)
Food & Wine
Food Network Magazine
Forbes
Fortune
Glamour
Golf Digest
Golf Magazine
Good Housekeeping
Guideposts
Harper's Bazaar
Health
HGTV Magazine
House Beautiful
In Touch Weekly
InStyle
Kiplinger's Personal Finance
Latina
Marie Claire
Martha Stewart Living
Men's Fitness
Men's Health
Men's Journal
Midwest Living
Money
National Geographic
The New Yorker
O, The Oprah Magazine
OK!
Outdoor Life
Parents
People
People en Español
Popular Mechanics
Popular Science
Prevention
Psychology Today
Rachael Ray Every Day
Reader's Digest
Real Simple
Redbook
Rolling Stone
The Saturday Evening Post
Scientific American
Self
Shape
Smithsonian
Soap Opera Digest
Southern Living
Sports Illustrated
Star
Sunset
Taste of Home
This Old House
Time
Traditional Home
Travel + Leisure
TV Guide
Us Weekly
Vogue
The Week
Weight Watchers Magazine
Wired
Woman's Day
Woman's World
Women's Health

Magazines & Newspapers

Newspapers

Chicago Tribune
Los Angeles Times
The New York Times
The Wall Street Journal.
The Washington Post
USA Today

Magazine and newspaper metrics include print audiences, digital audiences, combination print and digital audiences, frequency of website use, average monthly reach for print, digital and website, and total brand average monthly reach.

Other Publications

Arthritis Health Monitor
Diabetes Focus
Diabetes Health Monitor
Diabetes Self-Management (with Diabetic Cooking insert)
Diabetic Living
Digestion & Diet Health Monitor
Health Monitor
Heart Care Health Monitor
Inner Strength
Living with Cancer Health Monitor
Medicine Shoppe Diabetes Talk
Neurology Now
WebMD Magazine
WebMD Diabetes at Walgreens

Television

Dayparts and Time Spent Watching TV
Services and Devices Used to Watch TV
Media Multi-Tasking

Television Genres

- Audience Participation/Game Show
- Award Ceremony
- Cooking
- Day Animation/Cartoons
- Daytime Drama/Soaps
- **Daytime** Talk/Conversation
- Devotional/Religious
- Drama
- Evening Animation
- Financial News
- Health
- Home Shopping
- Home/Garden Improvements
- Late Night Talk/Variety
- Movies
- Music
- **News - Celebrity Gossip/Entertainment**
- **News - Local/National/World**
- News Magazine
- Reality - Competition
- Reality - Other
- Sci-Fi/Fantasy
- Self Improvement or Makeover
- Situation Comedy
- Spanish Language
- Sports Event (e.g., Monday Night Football)
- Sports: Non Live Event (e.g., Sports Center)
- Travel

Television Networks

- A&E
- ABC
- AMC
- American Heroes Channel
- Animal Planet
- BBC America
- BET
- Bravo
- Cartoon Network
- CBS
- CMT
- CNBC
- CNN
- Comedy Central
- Cooking Channel
- The CW
- Discovery Channel
- Discovery Life Channel
- DIY Network
- E!
- ESPN/ESPN2
- Food Network
- FOX
- FOX News Channel
- FOX Sports
- Freeform (formerly ABC Family)
- FYI
- FX
- GSN
- Hallmark Channel
- Hallmark Movies & Mysteries
- HGTV
- History
- HLN
- ION Television
- Lifetime
- LMN
- MSNBC
- MTV
- National Geographic Channel
- NBC
- Nick @ Nite
- OWN: Oprah Winfrey Network
- Oxygen
- PBS
- Pop
- Science Channel
- Spike
- Syfy
- TBS
- Telemundo
- The Weather Channel
- TLC
- TNT
- Travel Channel
- truTV
- TV Land
- TV One
- UniMás
- Univision
- USA Network
- VH1
- WE tv
- WGN America

For both television genres and television networks, respondents are asked to identify what they have watched in the last seven days.

Radio

Time Spent Listening to Radio

Listening via AM/FM/Satellite/Internet/Apps

Radio Genres

Dayparts and Time Spent Online

Use of a Computer/Mobile Device for Any Health & Wellness Activity

Frequency of Internet Use for Health & Wellness

Where Mobile Used for Health Information

Healthcare providers office/waiting room

Drug store or pharmacy

Hospital or clinic

Home

Elsewhere

Mobile App Types

Blood sugar or diabetes

Calorie counter/Diet tracker

Doctor locator

Drug or general health reference tool

Exercise/Fitness

Health testing/tracking tools (e.g., pulse, blood pressure)

Insurance provider

Medical records access

Nutrition or healthy recipes

Pharmacy/ER/Fast clinic locator

Pill reminder/Medication tracker

Sleep tracker

Specific ailment education or support

Stress/Relaxation

Symptom checker

Websites

About.com

Bing

CDC

Diabetes Self Management

Diabetic Living

Drugs.com

Everyday Health

Facebook

Google

Healthcare.gov

Health Central

Healthgrades

Healthline

Instagram

Johns Hopkins Medicine

Lifescrypt

Livestrong.com

Mayo Clinic

MedicineNet.com

Medscape

NIH.gov

Pinterest

Twitter

Weather.com

WebMD

Weight Watchers

Wikipedia

Yahoo!

YouTube

Websites are measured by use in the last six months and by frequency of visits to each site.

Mobile Health & Wearables

Ever used wireless mobile device to monitor health/fitness/condition

Mobile health/wearable products ever used

- Web-Connected Fitness Sensors
- Web-Connected Sleep Trackers
- Web-Connected Blood Pressure Sensors
- Web-Connected Glucose Monitors
- Web-Connected Scales

Online Activities

General

Caught up on local or national news
Caught up or post on a social network
Checked the weather
Looked up directions or maps
Watched video clips (e.g., YouTube)

Condition/Treatment Related

Looked for alternative (non-medical) treatments or home remedies
Looked for information about a particular health condition
Researched or read reviews of medications or types of treatments
Researched symptoms I/someone else was experiencing
Looked for other opinions/options after a doctor's diagnosis or treatment advice

Medical Professionals and Services

Looked for a doctor
Looked for information about pharmacies, hospitals, treatment centers, urgent care or surgery centers
Read reviews of doctors or other healthcare professionals
Scheduled an appointment with a healthcare professional
Used a patient portal to access electronic medical records (e.g., MyChart)

Prescription Shopping

Compared prices of medications or other health products or services
Purchased medications or other health products or services
Refilled a prescription online

Health-Related Lifestyle and Social

Looked for healthy recipes or other healthy lifestyle information
Read about others' experiences with conditions, medications or treatments
Tracked my diet/exercise

Medical Professionals & Services

Relationship with Primary Care Physician

Healthcare Professionals

Acupuncture/Acupressure Practitioner

Allergist

Cardiologist

Chiropractor

Dentist/Oral Hygienist

Dermatologist

Diabetes Educator/Specialist

Ear, Nose & Throat Specialist

Endocrinologist

Gastroenterologist

Gynecologist

Hematologist

Neurologist

Nurse Practitioner/Physician Assistant

Nutritionist

Obstetrician

Oncologist

Ophthalmologist

Optometrist

Orthopedist

Pain Specialist

Periodontist

Physical Therapist/Sports Medicine

Podiatrist

Primary Care Doctor

Psychiatrist

Psychologist/Therapist

Pulmonologist

Rheumatologist

Surgeon – Cosmetic/Plastic

Surgeon – Other

Urologist

Healthcare Facilities/Services

Emergency Room

Hospital

Infusion Center

Retail Health or In-store Clinic

Surgery Center

Urgent or Immediate Care Center

Outpatient or Specialized Care Clinic

Telemedicine/Virtual or Online Doctor Visit (using a smartphone, tablet or computer)

Both healthcare professionals and healthcare facilities/services are measured by frequency of visits over the last 12 months.

Actions Taken After Seeing Professionals

Received a prescription for a new drug

Filled a prescription

Looked up cost of medication or insurance coverage before filling a prescription

Looked into alternative treatments after receiving prescription

Made an effort to eat healthier or exercise more

Switched to a different prescription

Took medication as prescribed

Conducted an online search about a condition

Conducted an online search about a drug or treatment options

Visited a pharmaceutical company or drug brand website

Visited a social media site related to condition or prescribed treatment

Went to see a specialist

Went for x-rays, medical tests, or vaccines

Medical Tests & Vaccinations

2017 MARS Consumer Health Study
kantarmediahealthsurvey.com/MARS.html

Most Recent Annual Physical

Importance of Regular Medical Check-Ups

Medical Tests

- Allergy
- Blood glucose
- Blood pressure
- Bone density
- Cholesterol
- Colonoscopy
- Diabetic Retinopathy
- Eye exam
- Glaucoma
- HIV
- Kidney function
- Mammogram/Pap smear
- Pregnancy
- Prostate/PSA
- STD

Vaccines

- Flu
- Hepatitis
- HPV
- Meningitis
- Pneumonia
- Shingles
- Whooping cough

Both medical tests and vaccines are measured over a 12 month period.

Overall Health & Wellness

Current/Past Health Status

Current/Past Stress Level

Anti-Aging Procedures Had/Have Considered

Personal Control and Motivation for Improving Health

Tobacco Use and Cessation Methods

Diet & Exercise

Frequency of Exercise

Barriers to a Regular Exercise Program

Body Mass Index

Reasons for Managing Diet/Nutrition

Types of Foods Eaten on Diet/Nutrition Plan

Weight Loss Goal

Weight Loss Programs Used

Other Family Members

Health Conditions

Acute Coronary Syndrome/Heart Attack
ADD/ADHD
Allergies
Age Related Memory Loss
Alzheimer's/Dementia
Anaphylaxis/Severe Allergy
Arthritis, Osteoarthritis
Arthritis, Rheumatoid Arthritis (RA)
Asthma
Autism
Bipolar Disorder
Cancer
Cerebral Palsy
COPD (Including Chronic Bronchitis and Emphysema)
Depression
Diabetes
Down's Syndrome
Eczema
Enlarged Prostate/Benign Prostate Hyperplasia
Eye problem/Eye disease (Including Cataracts, Glaucoma, and Other Eye/Vision Problems)
Heart Disease
Hepatitis C
High Cholesterol/High Triglycerides
Hypertension/High Blood Pressure
Multiple Sclerosis
Nutritional Deficiency
Obesity
Parkinson's Disease
Psoriasis
Seizures/Epilepsy

Schizophrenia
Shingles
Stroke

Caregiver Support Activities

Administer or monitor medications
Arrange for outside services
Assist with daily household chores
Assist with personal care (e.g., bathing, dressing, eating)
Buy medication or refill prescriptions
Discuss conditions or treatments with their doctor
Encourage doctor visits
Make doctor appointments
Make sure vaccines are received
Manage finances or provide financial support
Monitor state of condition
Provide transportation to doctor/medical treatment
Research health information
Visit regularly to see how they are doing

Children's Healthcare Professionals

Allergist
Dentist
Ear, Nose & Throat Specialist
Nurse Practitioner/Physician's Assistant
Pediatrician
Primary Care Doctor
Psychiatrist

Caregivers identify the conditions and ages of family members for whom they provide support.

For children's conditions, specific treatment brands are identified for ADD/ADHD, allergies, asthma, depression, cold/cough and vitamins.

Plan to sign up for health insurance
(Next 12 months)

Type of Health Insurance Coverage

- Employer or union provided
- Government issued for low income people (Medicaid)
- Government issued for retiree (Medicare)
- Health insurance marketplace/exchange (Affordable Care Act)
- Military or other Government employee
- Private (self-pay) insurance
- No insurance

Insurance Details

- I must go through my primary care physician for referrals
- I use an HSA/FSA to help pay for medical expenses
- I choose physicians based on if they are in-network
- I choose to see a specific, out-of-network physician at a higher cost

Reasons for Being Uninsured

- I can cover my healthcare costs out of my own pocket
- I'm healthy, I don't need insurance
- I don't qualify for the Affordable Care Act
- Costs too much

Reasons for Switching Plans

- Benefits of the new plan are better for current needs
- Family or household change
- Employer changed plan provider or plan offer
- Job loss or job change
- Needed a less expensive plan to fit my budget
- Old plan was not qualified under the Affordable Care Act (ACA, "Obamacare")

Purchasing Medication

Number of prescription medications filled for self
(Last 12 Months)

How Purchased Rx Drugs

- A prescription assistance program from a drug brand
- A prescription drug plan separate from my health insurance
- A prescription savings plan or card that I use at in-network or major pharmacies
- Brand-specific coupons, rebates or loyalty cards
- I pay for all prescriptions myself because I have no prescription coverage
- I usually pay for prescriptions myself because my plan has a high deductible
- Medicare Prescription Drug Plan
- Prescriptions are included in my health insurance plan

Where Purchased Medication

- Club Store (e.g. Costco, Sam's Club, BJ's)
- Club Store's website
- Drug Store Chain (e.g. Rite-Aid, Walgreens, CVS)
- Drug Store Chain's website
- Mass Merchandiser (e.g. Wal-Mart, Target)
- Mass Merchandiser's website
- Supermarket/Grocery Store
- Health/Natural Food Store
- Other Drug Store
- Amazon.com
- Online pharmacy based inside the U.S.
- Online pharmacy based outside of the U.S.
- Mail order pharmacy provided by your insurance

Diet & Exercise

Diet plans usually work for me

Exercise is important to my diet and nutrition plan

I can't seem to adhere to a diet plan and often "cheat" when I'm on one

I diet to look good more than I diet to feel good

Weight loss surgery is an option for me

Drugs

I am hesitant to take prescription drugs with side effects that concern me

I am willing to pay extra for prescription drugs not covered by health insurance

I first try to remedy my illness with a non-prescription medicine before seeing a doctor

I sometimes stop taking a prescribed medication without consulting a doctor

I take non-prescription medicine as soon as I get sick

I will try another drug brand if I get a coupon for it

I dislike needles too much to consider a drug treatment that uses injections

It is very important that my health insurance covers all my prescription medication

It's worth paying more for branded prescription medications rather than getting generic products

Non-prescription medicines are safer than prescription medicines

Non-prescription store brand drugs work as well as national advertised brands

Prescription drugs are more effective than non-prescription remedies

Online Health

I am comfortable registering on a website which consistently offers useful information about my particular health condition

I am more comfortable talking about health and wellness concerns online than I am face-to-face

I am more likely to visit a health website that was recommended by my doctor or that I saw in my doctor's office

I am very cautious about which websites I access for health and wellness information

I feel health and wellness advertising on the Internet is trustworthy

I feel the Internet is a good way to confirm a diagnosis

I feel the Internet provides me with a wealth of resources when I am searching for health and wellness information

I refer my friends to certain websites I find helpful

I typically conduct research online prior to a doctor's appointment

Online videos help me understand complicated subjects

I trust the medical information other people share on social media

Researching online gives me confidence to speak knowledgeably about a medical condition

The Internet is the first source I turn to when researching health and wellness

Mobile Health & Wearables

I believe there are mobile apps available that would improve my current health

I would be willing to use a mobile app offered by my insurance health plan

I would be willing to use a mobile app recommended to me by my doctor

I'd rather download an app than look for health-related information or tools on a website

I believe a wearable fitness tracker that connects to my mobile device or the internet would make it easier to track my diet and exercise

The opportunity to download and share my personal health and fitness data with others, including doctor, motivates me

I am concerned about my personal health and fitness data being securely stored online

Web-connected devices are too complicated to use

Doctors/Treatments

I am willing to ask my doctor for a prescription medication or drug sample that I have seen or heard advertised

I often discuss new prescription medicines with my doctor

Normally, I only use drug brands that are recommended by my physician

I always do what my doctor tells me to do

I research treatment options on my own and then ask my doctor about them

I do not seek help from doctors or nurses unless I am very sick or injured

Healthcare Advertising

Friends come to me for advice about healthcare and medications

Healthcare advertising on the Internet is credible

I always read the small print in magazine/newspaper pharmaceutical ads

I trust pharmaceutical companies that advertise the medications I take

I trust the opinions of my family and friends about

health related issues

Pharmaceutical advertisements make me more knowledgeable about medicines

The pharmaceutical healthcare information at my doctor's office is credible and useful

The pharmaceutical healthcare information at my pharmacy is credible and useful

Personal Health

I am concerned that my unhealthy habits will soon catch up with me

I do everything I can to promote and maintain my personal health and wellness

I always try to eat healthy foods and maintain a balanced diet

I am better informed about my health than most people

I believe that vitamins and nutritional supplements make a difference in long-term health

I participate in preventative healthcare

I prefer alternative/holistic approaches to standard medical practices

I research healthcare information so that I am better informed about different healthcare treatment options

My condition makes it difficult to do/complete day-to-day tasks

Attitudes & Opinions

Vaccines

I am willing to ask my doctor for a vaccine that I have seen or heard advertised

I trust my doctor to recommend the vaccines that are essential to my continued health

If required vaccinations stopped, epidemics would return/become a problem

I am first among my peers to investigate vaccines that are recommended but not required

I am concerned about the possible side effects related to my vaccinations

Anti-Aging

I would consider cosmetic surgery for myself, now or in the future

I spend a lot of money on beauty and skincare products

Everyone should just age naturally

Children's Health

As a preventative measure it is important my children take vitamins every day

I actively participate in decisions regarding the types of vaccines my children receive

I always take my child to the doctor when he/she is sick

I trust my doctor to be cautious about over prescribing medications for my children

I will only buy the brands of medicine recommended by my child's doctor

When a prescription drug becomes available as an over-the-counter medication, I will switch my children to the over-the-counter version

The benefits of having my children immunized outweigh the risks

Sports & Leisure Activities

Adult education courses

Aerobics

Attend concerts/Live events

Attend professional/college sports events

Baseball/Softball

Basketball

Bicycling

Bird watching

Bowling

Cooking for fun

Dancing

Entertaining friends/family

Fantasy sports league

Fine dining/eating out

Fishing

Fitness walking

Football

Gardening

Go to bars/Nightclubs

Golf

Hiking
Hockey
Hunting
Ice Skating
Photography
Play a musical instrument
Poker
Reading books
Running/Jogging
Sailing/Water Skiing
Shopping for fun
Snow Skiing/Snowboarding
Soccer
Spa Services
Swimming
Tennis
Travel
Use a health club/gym
Video gaming
Visit museums
Volunteer your time
Weight training
Yoga/Pilates

Demographics

Age
Body Mass Index
Education
Employment Status
Gender
LGBT
Marital Status
Number of Adults in Household
Parent/Children in Household
Household Income
Personal Income
Primary Place of Residence
Race/Ethnicity
Spanish Language

Segmentations & Healthcare Profiles

Patient Segmentation

Future Prospects
Healthy Independents
Proactive Patients
Ailing But Willing

Sources Valued Segmentation

Doctor Led
Relevant Right Now
Elite Receptives
Engaged Yet Neutral

Healthcare Profiles

Online & Mobile Health

Devoted Digital Health
Doctor Shopper
Mobile Saavy
Health App User
Health App Willing
Wearable Health

Remedy Supporters

Frequent Doctor Visits
Prescription Loyalists
Doctor Averse
Over the Counter Cohorts

Advertising Responders

Digital Dynamos
Engage Doctor
Compliant Patient

Trusted Healthcare Advisors

Caregivers
Health Confidants

Patient Segmentation is developed from a set of 22 different survey inputs. This segmentation profiles consumers based on health behavior and attitudes regarding personal health, relationship with HCPs, treatments, prevention activities and health motivators.

Sources Valued Segmentation is based on the value consumers place on various sources for obtaining healthcare information. Channels analyzed for this segmentation include offline, online, point of care and point of purchase.

Healthcare Profiles can be used to identify or compare characteristics among patient groups to effectively reach them with targeted messaging.

2017 MARS Consumer Health Study

Since 2001, Kantar Media's MARS Consumer Health Study has provided ad agencies, pharmaceutical marketers and media companies with a wealth of data around multimedia consumption habits, ailment conditions, treatment plans, 500+ drug brands, attitudes & opinions, demographics and more.

In recent years the consumer healthcare landscape has changed and healthcare marketing is adopting a more targeted, patient-centric model that calls for more insights regarding patients, treatments and sources of information. In 2015, the methodology was updated to online data collection, while still maintaining an offline component to measure ailments, media consumption and demographics across the entire U.S. adult population.

Features of the 2017 MARS Study include:

- Respondent-base of nearly 20,000 U.S. consumers and improved coverage of the U.S. Hispanic population
- Media effectiveness insights: Where consumers encounter healthcare advertising and actions taken as a result
- Knowledge about online and offline media usage for 100+ consumer magazines, newspapers and health-related publications as well as TV, radio, and internet usage
- An extensive collection of healthcare information sources at point of care, point of purchase, online and offline
- Detailed information on 90+ health conditions, including 20+ lower incidence ailments
- Ailment-specific follow-up questions that capture treatment options and drug brand usage for 500+ Rx and over-the-counter remedies
- An understanding of those who provide care to other family members
- Use of telemedicine and walk-in healthcare facilities (such as in-store clinics and immediate care centers), and health insurance information
- Expanded internet and device content that covers wearables and online health and wellness activities
- Comprehensive attitudes and opinions, including use of the internet and mobile for health and wellness related activities, and extensive demographic data
- MARS Patient Segmentation and Sources Valued Segmentation: Two new solutions for targeting key consumer healthcare segments
- A variety of healthcare profiles for targeting patient groups with specific characteristics

Visit our website at kantarmediahealthsurvey.com/MARS.html for more information about the 2017 study content.

If you have any questions or would like to learn more about the study, please contact:

Michele Deutschman—VP Strategic Partnerships & Business Development
212-991-6008 | michele.deutschman@kantarmedia.com

Bernadette Cognac—VP Agency Relations
312-543-7078 | bernadette.cognac@kantarmedia.com