

MARS Consumer Health Study
Summary of Content Changes: 2016 to 2017



Section of Questionnaire	Description of Changes
Publications - Consumer Magazines	New Consumer Magazine additions (3) 1. Car and Driver 2. Esquire 3. Wired
Publications - Consumer Magazines	Consumer Magazine title changes (2) 1. Every Day with Rachael Ray changed to "Rachael Ray Every Day" 2. American Baby changed to "Fit Pregnancy and Baby (formerly American Baby)"
Publications - Consumer Magazines	Consumer Magazine cuts (3 ceased publication) 1. All You 2. More 3. Scholastic Parent & Child
Publications - Digital editions	Minor Q text updates for clarity: <i>As a reminder, a digital issue (sometimes called a "digital edition") is read using a computer or mobile device (e.g., smartphone, tablet, e-reader) and looks just like a printed paper issue of a magazine. This is not the same thing as reading articles posted on a magazine's website because you can leaf through every page of a digital issue just like a printed magazine and you may be required to buy single digital issues or a subscription.</i> Thinking only about digital issues, how many of the last four digital issues published did you read or look into?
Publications - Other Health Pubs	Other Health pub cuts (6 ceased publication) 1. Allergies & Asthma Health Monitorr 2. Kmart Health Digest 3. Medicine Shoppe Talk 4. Remedy's Healthy Living 5. Rite Aid Rite Health Journal 6. Your Health
Internet & Mobile - Websites	Website URL Changes 1. Changed Livestrong.org to "Livestrong.com" (Website is still trendable with 2016)
Internet & Mobile - Websites	New website addition (1) 1. Healthcentral.com
Radio - Radio Genres	Changes to Radio Genres 1. Jack FM (or similar format) changed to "Adult hits (Jack FM, Bob FM)" 2. Black/Urban/HipHop changed to "Urban/Rap/Hip Hop/R&B"
Television - TV Networks	Changes to TV Networks 1. ABC Family changed to "Freeform (formerly ABC Family)" 2. Lifetime Movie Network (LMN) changed to "LMN" 3. History Channel changed to "History" 4. TV Guide Network changed to "Pop" 5. WGN changed to "WGN America"
Television - TV Genres	Added new genre "News - Celebrity Gossip/Entertainment (e.g., Entertainment Tonight, TMZ)".

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Television - TV Dayparts (weekday & weekend)	1. Dayparts presented according to time zone. 2. Overnight daypart split into two categories: Late Night and Overnight Updated Dayparts (Eastern & Pacific): 6AM to 9AM 9AM to 6PM 6PM to 8PM 8PM to 11PM 11PM to 1:30AM 1:30AM-6AM Updated Dayparts (Central, Mountain, Alaska, Hawaii): 6AM to 9AM 9AM to 5PM 5PM to 7PM 7PM to 10PM 10PM to 12:30AM 12:30AM-6AM
Conditions - Pneumonia	Pneumonia added to Ever Experienced conditions (no drug brand list asked for this condition).
Conditions - Liver Disease (including Hepatitis and Cirrhosis)	Still measuring Hepatitis B and C. Cut Cirrhosis, Hep A, Other liver disease.
Conditions – Dry Skin	Dry skin cut.
Conditions - Eczema, Rosacea	Eczema and Rosacea measured as separate conditions. Eczema asked as experienced in last 12 months, rosacea asked as ever experienced.
Conditions - Asthma	Added 2 new follow-up Q's for Asthma: 1. <i>Earlier you mentioned you have experienced Asthma. How would you rate the severity of this condition?</i> 2. <i>How satisfied are you with your prescription drug treatment for asthma?</i>
Conditions – Cancer	Added new response item: Head and Neck (including mouth, nose and throat).
Conditions - DVT/PE	Added new follow-up Q for DVT: <i>Earlier you mentioned that you have experienced blood clots in the legs (DVT). Have you ever experienced a pulmonary embolism (PE)?</i>
Conditions - Diabetes	<i>Which of the following diabetes-related complications or conditions have you ever experienced?</i> Cut from response list due to low intab: Hyperosmolar Hyperglycemic Nonketotic Syndrome (HHNS)
Conditions - Diabetes	Professionally diagnosed and At Risk now asked for both Type 1 and Type 2 Diabetes separately.
Drugs - Eczema, Rosacea	Separate Rx and non-Rx drug brand lists asked for Eczema and Rosacea.
Drugs - Hepatitis C	Added Rx drug brand list for Hepatitis C.
Drugs - Osteoporosis	Non-Rx drug brand list eliminated (most now asked as part of Vitamins/Minerals/Herbals brand list).
Drugs - Smoking Cessation	Added vaporizers to e-cig response item: Electronic Cigarettes (e.g. bluCigs) or Vaporizers.
Treatments - Psoriasis	Added "Injections" to custom treatment list.

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Treatments - Add-on treatment	Added new Q: <i>Sometimes a single prescription medication may not work as well as expected for treating of a particular health condition. In certain cases, taking a second or "add-on" prescription medication can improve symptoms or accelerate the response to treatment. Would you consider taking a second or add-on medication?</i> Definitely would not Probably would not Probably would Definitely would Currently taking an "add-on" Rx medication
Conditions - Other Family Members	<i>Which of the following health or medical conditions is anyone in your family currently experiencing? Please include family members who live with you as well those who do not.</i> Added to response list: Eczema and Psoriasis
Point of Care - Medical Services	Revised Q text: <i>In the last 12 months, where have you received any kind of medical or health-related services?</i> Added new response item: Telemedicine/Virtual or Online Doctor Visit (using a smartphone, tablet or computer)
Purchasing Medication - # Rx purchased	Revised Q text: <i>How many different prescription medications have you had filled for yourself in the last 12 months?</i>
Information Sources - Other Information Sources	Added new response item: Condition or health-related events (such as seminars, classes, expos, etc.)
Diet & Nutrition - Diet Programs	Deleted "Biggest Loser Diet", Added "DASH Diet"
Tobacco - Tobacco use	Updated response item to include vaporizers: Yes, I use electronic cigarettes or vaporizers.

2017 Online Survey Fielding Change: MARS online sample is mix of general population (aligned to U.S. Census along key demographics) and ailment-targeted sample. For the 2015 and 2016 MARS studies, general population sample was fielded first and ailment-targeted sample was brought in later as a supplement for lower incidence ailments. This year, as part of our continuing efforts to deliver robust ailment sample for media planning, MARS will field ailment-targeted sample *before* general population sample in order to maximize known ailment sufferers from the online panel.