





2018 MARS Consumer Health Study Directory











Inside, find details about the MARS 2018 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 2018 are noted in **pink** text.















Conditions

Conditions Key

- Rx** Condition Specific Prescription Drugs
-  Condition Specific Non-Prescription Drugs
- !** At Risk For
- ✓** Satisfied with Rx Treatment
-  Professionally Diagnosed
-  Pain-Related Condition
-  **When First Diagnosed**
(12 conditions beginning in 2018)
-  Severity: Mild/Moderate/Severe

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 
 - Atrial Fibrillation (A-Fib)  
 - Coronary Artery Disease 

Cold **Rx** 

Cold Sores/Canker Sores

Constipation/Irregularity 

COPD **Rx** **!**   
(including Chronic Bronchitis & Emphysema)

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 problems/Eye disease Rx 🩹

- Cataracts ↑
- Dry Eye ↑
- Glaucoma ↑
- Macular Degeneration ↑

Fibromyalgia Rx ↑ ☹️ ⏰

Flu Rx 🩹 ↑

Gas 🩹

Gout Rx ↑ ☹️

Hair Loss

Headache (non-migraine)

Heartburn/Indigestion Rx 🩹

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

Blood Clots in the Legs (DVT)

Have ever experienced a pulmonary embolism (PE)

Cancer

Stage at the time of diagnosis

Current stage of treatment

Spread to other Locations

Constipation

Caused by Prescription Medication

Is it Chronic

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

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

Sleeping Difficulty/Insomnia

Experienced sleep apnea in the last 12 months

Treatments

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.

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

Medical Marijuana

Oxygen Therapy

Phototherapy
Physical Therapy
Psychological Therapy/Counseling
Radiation
Surgery
Transplants

Add-on Treatment: Would consider taking add-on Rx

Vitamin/Mineral Supplements

- Types used in last 12 months
- Brands used in last 12 months
- Reasons for using

Information Sources

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 a mobile device (smartphone or tablet)
- 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
- Cell Phone
- Smartphone
- Tablet
- e-Reader
- Gaming Console
- Streaming Device for TV/Video or Movie Programming
- Television
- SmartTV/Internet-enabled TV
- Voice-enabled Virtual Assistants

Time spent online using a mobile device (smartphone or tablet)

Magazines

Magazines

- AARP The Magazine
- Allrecipes Magazine
- Allure
- The American Legion Magazine
- Architectural Digest
- 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
- EatingWell
- Ebony
- The Economist
- Elle

Entertainment Weekly
Esquire
ESPN The Magazine
Essence
Family Circle
FamilyFun
The Family Handyman
Field & Stream
First for Women
Food & Wine
Food Network Magazine
Forbes
Fortune
Glamour
Golf Digest
Golf Magazine
Good Housekeeping
GQ
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
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
Vanity Fair
Vogue
The Week
Weight Watchers Magazine
Wired
Woman's Day
Woman's World
Women's Health

Magazine 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 Health Monitor
Diabetes Self-Management
(with Diabetic Cooking insert)
Diabetic Living
Digestion & Diet Health Monitor
Health Monitor
Heart Care Health Monitor
Living with Cancer Health Monitor
Heartbeat
Neurology Now
WebMD Magazine
WebMD Diabetes at Walgreens

Radio

Time spent listening to radio
Listening via AM/FM/Satellite/Internet/Apps

Television

Dayparts and time spent watching TV
Types of services and devices used to watch TV
Streaming services/apps used in the last month
- Amazon Video/Amazon Prime Video
- Hulu
- Netflix
- Sling TV
- TV network or cable channel app (e.g., HBO Now)
Tendency to watch programming with commercials vs. commercial-free
How often skip commercials when watching pre-recorded programming
Media multi-tasking

Television Genres

- Audience Participation/Game Show
- Award Ceremony
- Cooking
- **Court Shows**
- Day Animation/Cartoons
- Daytime Drama/Soaps
- Daytime Talk/Conversation
- **Faith-based/Religious**
- Drama
- Evening Animation
- Financial News
- Health
- Home Shopping
- Home/Garden Improvements
- Late Night Talk/Variety
- Movies
- Music
- News - Celebrity Gossip/Entertainment
- **News - Evening newscasts between 4pm-7pm**
- **News - Other 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
- Adult Swim
- AHC (American Heroes Channel)
- AMC
- 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
- FX
- GSN
- Hallmark Channel
- Hallmark Movies & Mysteries
- HGTV
- History
- HLN
- ION Television
- Lifetime
- Lifetime Movies (formerly LMN)

- MSNBC
- MTV
- National Geographic
- NBC
- NBC Sports Network
- Nick @ Nite
- NFL Network
- OWN (Oprah Winfrey Network)
- Oxygen
- PBS
- Pop
- Science
- 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.

Television Weekly Programs

- 20/20
- 48 Hours
- 60 Minutes
- America's Got Talent
- The Bachelor
- Big Bang Theory
- Big Brother
- Blue Bloods
- Bull
- CBS Sunday Morning
- Criminal Minds
- Dancing with the Stars
- Dateline NBC (Friday)
- Elementary
- Grey's Anatomy
- Hawaii Five-0
- Kevin can Wait
- Law & Order: Special Victims Unit
- Life In Pieces
- MacGyver
- Madam Secretary
- Meet the Press
- NCIS
- NCIS: Los Angeles
- NCIS: New Orleans
- Scorpion
- Shark Tank
- Survivor
- This is Us
- The Voice

For both television weekly and weekday programs, respondents are asked to identify what they have watched in the last 6 months. A follow-up asks if they have seen the most recent new episode or broadcast. Sports programs are selected if watched regularly during the last season.

Television Weekday Programs

MORNING NEWS

- ABC Good Morning America (Stephanopoulos/Roberts)
- CBS This Morning (King/O'Donnell/Dickerson)
- Today (Guthrie/Kotb/Roker)

DAYTIME

- The Bold and the Beautiful
- The Chew
- Days of Our Lives
- General Hospital
- Let's Make a Deal
- The Price is Right
- The Talk
- The View
- The Young and the Restless

EVENING NEWS

- ABC World News Tonight (Muir)
- CBS Evening News (Pelley)
- NBC Nightly News (Holt)

Television Sports Programs

- Auto racing - Formula 1
- Auto racing - NASCAR
- College Baseball
- College Basketball
- College Football
- Extreme Sports
- Figure Skating
- Golf
- Horse Racing
- MLB Baseball
- NBA Basketball
- NFL Football
- NHL Hockey
- Professional Boxing
- Soccer
- Tennis
- Track & Field

Internet & Mobile

Dayparts and time spent online
Use of a computer/mobile device for any health & wellness activity
Frequency of Internet use for health & wellness

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

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
Reddit
Self
Tumblr
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.

Online Activities

General

Caught up on local or national news
Caught up or post on a social network
Checked the weather
Listened to or viewed podcasts
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

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.

Birth Control

Methods used in last 12 months
Brands/Products used in last 12 months

Overall Health & Wellness

Current/Past health status
Current/Past stress level
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 problems/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.

Health Insurance

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

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

Other Drug Store

Mass Merchandiser (e.g. Wal-Mart, Target)

Mass Merchandiser's website

Supermarket/Grocery Store

Health/Natural Food Store

Amazon.com

Online pharmacy

Mail order pharmacy provided by your insurance

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

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

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

Crossword puzzles/word games

Dancing

Entertaining friends/family

Fantasy sports league

Fine dining/eating out

Fishing

Fitness walking

Football

Gardening

Go to bars/Nightclubs

Go to the movies

Golf

Hiking

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

2018 MARS Consumer Health Study

Since 2001, Kantar Media's MARS Consumer Health Study has been the go-to information source for ad agencies, pharmaceutical marketers, and media companies seeking stable and reliable media and healthcare data that is projectable to the U.S. population. No other study provides this level of data and a 360 degree view of your target patient groups.

Features of the 2018 MARS Study include:

- 90+ health conditions, including 20+ low-incidence ailments (e.g., Crohn's, Lupus, MS):
Ailment-specific follow-up questions capture condition details, treatment options and drug brand usage
- 500+ Rx and over-the-counter remedies
- Caregivers: Support activities for other family members, conditions of those receiving care, etc.
- Extensive Point of Care coverage: HCP and services used (including telemedicine and walk-in healthcare facilities), actions taken after seeing HCP, medical testing and vaccinations
- 100+ consumer magazines, including both print and digital media use
- Television coverage: Top primetime programs by pharma ad spend, dayparts and time spent watching, network and genre coverage, services and devices used (including streaming)
- Digital insights: Online activities and device use, dayparts, website visitation for 30+ general and health-related sites, health app use
- Media effectiveness insights: Where consumers encounter healthcare advertising and actions taken as a result
- 50+ healthcare information sources: Value of various point of care, point of purchase, media and other sources for health information
- 75+ attitudes and opinions toward healthcare advertising, doctors and treatments, online and mobile health, diet and exercise, children's healthcare, and more
- Extensive vitamin/mineral supplement usage data
- 80+ pre-defined health-related segments and profiles are available for audience targeting through various ad tech platforms. Custom segments are also available.

Visit our website at kantarmediahealthsurvey.com/MARS.html for more information about the 2018 study content.

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

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