



## 2019 MARS Consumer Health Study Directory

Inside, find details about the MARS 2019 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 2019 are noted in **jade** text.



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# 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
- ! Severity: Mild/Moderate/Severe

Updates to study content in 2019 are noted in **jade** 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👩‍⚕️

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) or Pulmonary Embolism (PE) Rx🔑!👩‍⚕️😞

Bronchitis 👩‍⚕️

Cancer !✓😞🕒

- Breast
- Colon/Colorectal
- Head and Neck (including mouth, nose and throat)
- Leukemia



Cancer continued ! ✓ ☹ ⌚

- 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
- Other cardiovascular or heart disease

Cold Rx ✎

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 ↑ ☹

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)  
- Crohn's Disease Rx ⬆️ 😞 ⌚ ⬇️  
- Ulcerative Colitis Rx ⬆️ 😞 ⌚ ⬇️  
Irritable Bowel Syndrome (IBS) Rx ✓ ⬆️  
Kidney Disease ! ⬆️  
Low Testosterone Rx ⬆️  
Lupus (SLE) Rx ! ⬆️ 😞  
Migraine Headache Rx 🩺 ✓ ⬆️ 😞 ⌚  
Multiple Sclerosis Rx ⬆️ 😞  
Nail Fungus  
Obesity Rx ⬆️  
Osteopenia ⬆️  
Osteoporosis Rx ! ⬆️ ⌚  
Overactive Bladder Rx ⬆️  
Pain Rx 🩺 ⬇️  
- Back  
- Head (other than headaches)  
- 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 Headache/Sinus Congestion  
Sleep-related Issues Rx 🩺  
- Sleep Apnea ⬆️  
- Insomnia ⬆️  
- Other Sleeping Difficulty ⬆️  
Stroke ! ⬆️  
Tired/Run Down Feeling  
Urinary Tract Infection ! ⬆️  
Yeast Infection 🩺 ⬆️  
Women's Health  
- Dyspareunia (painful intercourse) ⬆️  
- Endometriosis ⬆️  
- Infertility ⬆️  
- Menopause Rx ⬆️  
- Menstrual Cramps/PMS Rx 🩺 ⬆️  
- Uterine Fibroids ⬆️  
- Vaginal atrophy or dryness



## Condition-Related Details

### **Blood Clots in the Legs (DVT) or Pulmonary Embolism (PE)**

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 (<3 bowel movements/week)

### **Diabetes**

Important features of glucose meter/monitoring system

- Alternate site testing
- Automatic coding of test strips
- Bluetooth capability
- Communicates wirelessly with insulin pump
- Compact size/portability
- Connects directly to my smartphone
- Continuous 24/7 monitoring

- No finger pricks
- Provides insights such as patterns, averages, or estimated HbA1C levels
- Results are uploaded automatically to share with doctor/other
- Single device monitors blood glucose AND blood pressure or blood ketone levels
- Syncs with fitness, diet or medication trackers/apps

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

### **Dyspareunia (painful intercourse) or Vaginal atrophy/dryness**

Used an over-the-counter personal lubricant or vaginal moisturizer in last 12 months

## **HIV**

Has the disease progressed to AIDS

## **Migraine Headache**

Episodic (occasional) or Chronic (15+ days/month)

## **Pain**

Interference with Ability to Sleep

Related Conditions

- Arthritis
- Cancer
- Crohn's disease
- Ulcerative colitis
- Blood clots in legs (DVT) or Pulmonary Embolism (PE)
- Diabetic Nerve Pain/Neuropathy
- Fibromyalgia
- Gout
- Lupus (SLE)
- Migraine Headache
- Multiple Sclerosis
- Restless Leg Syndrome (RLS)
- Shingles

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

Types of Vitamins/Mineral Supplements used

- Calcium
- Fiber
- Folic acid (vitamin B9)
- Glucosamine
- Herbals/Botanicals (e.g., turmeric, green tea)
- Iron
- Magnesium
- Multi-vitamin
- Niacin (vitamin B3)
- Omega-3/Fish oil
- Potassium
- Probiotics
- Protein (e.g., powders, drinks, bars)
- Selenium
- Vitamin A
- Vitamin B-complex
- Vitamin C
- Vitamin D
- Vitamin E
- Zinc

Brands of Vitamins/Mineral Supplements used

Reasons for using Vitamins/Mineral Supplements

- Additional nutrients
- Bone health
- Digestive health
- Healthy aging
- Heart health
- Immune health
- Increased energy
- Joint health
- Overall health/wellness benefits
- Weight management

# 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



## Women's Health

Methods of birth control used in last 12 months

- Abstinence
- Barrier methods (e.g., condoms, diaphragm)
- Fertility awareness (e.g., temperature method)
- Long-term methods (e.g., implant, IUD, patch)
- Oral contraceptives/birth control pills
- Permanent procedures (e.g., tubal ligation)
- Withdrawal method

Birth control brands/products used in last 12 months

Most important factor when choosing a birth control

- How effective it is (risk of pregnancy)
- How long it lasts or how easily it can be reversed
- Cost
- Convenience (e.g., easy to use)
- Side effects
- Health benefits (e.g., reduced risk of STD's)
- Religious or cultural beliefs
- It's my partner's preferred method

## 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



# Information Sources

## **Publications**

Health-related publications  
Magazine ads  
Magazine articles  
Magazine websites  
Magazines in the Sunday newspaper  
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 communities or support groups  
Online videos (e.g., YouTube)  
Search engine results  
Social networking sites  
Websites dedicated to a particular health condition

## **Television**

Television programs  
Television advertisements

## **Point of Care**

Alternative/holistic medical practitioners  
Doctor  
Nurse/Physician Assistant  
Pharmacists  
General magazines  
in a doctor's office/waiting room  
Health-related magazines  
in a doctor's office/waiting room  
Health-related television programming  
in a doctor's office/waiting room  
[Brochures, posters, other health education materials  
in a doctor's office/waiting room](#)  
Tablet computer in the exam room

## **Point of Purchase**

Ads/brochures/magazines in pharmacies  
In-store radio, TV or video  
Medication packaging/labels

## **Other**

Condition or health-related events  
(such as seminars, classes, expos, etc.)  
Direct mail  
Friends or family  
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.

# 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  
The Family Handyman  
Field & Stream  
First for Women  
Food & Wine  
Food Network Magazine  
Forbes  
Fortune  
Golf Digest  
Golf Magazine  
Good Housekeeping  
GQ  
Guideposts

Harper's Bazaar  
Health  
HGTV Magazine  
House Beautiful  
In Touch  
InStyle  
Marie Claire  
Martha Stewart Living  
Men's Health  
Midwest Living  
Money  
National Geographic  
The New Yorker  
O, The Oprah Magazine  
OK!  
Parents  
People  
People en Español  
Popular Mechanics  
Prevention  
Psychology Today  
Rachael Ray Every Day  
Reader's Digest  
Real Simple  
Rolling Stone  
The Saturday Evening Post  
Scientific American  
Shape  
Smithsonian  
Southern Living  
Sports Illustrated  
Star  
Sunset  
Taste of Home  
This Old House  
Time  
Traditional Home  
Travel + Leisure

TV Guide [Magazine](#)

Us Weekly  
Vanity Fair  
Vogue  
Wired  
Woman's Day  
Woman's World  
Women's Health

## **Other Publications**

Arthritis Health Monitor  
Diabetes Health Monitor  
Diabetes Self-Management  
Diabetic Living  
Digestion & Diet Health Monitor  
Heart Care Health Monitor  
Living with Cancer Health Monitor  
Heartbeat  
[Brain & Life](#) (formerly Neurology Now)  
WebMD Magazine  
WebMD Diabetes at Walgreens

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.



## Newspapers

How often read/look at newspaper  
Number of newspapers read/looked at in last 7 days

## Radio

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

## Device Ownership

- Desktop/Laptop PC
- Gaming Console
- Cell Phone
- Smartphone
- Streaming device
- Tablet
- Television
- Smart TV/Internet-enabled TV
- Voice-enabled virtual assistants/Smart speakers
- Wearable fitness tracker: smartwatch, activity band or clip-on

## Television

- Devices used to watch TV
- Desktop or laptop PC
  - Gaming Console
  - Smartphone
  - Streaming device
  - Tablet
  - Television
  - Smart TV/Internet-enabled TV

Types of TV watched and Proportion of time spent watching each type in a typical week (0%-100%)

- Live broadcast: antenna/over the air
- Live broadcast: cable/satellite/other service
- Recorded TV/DVR
- Streaming services/Video on Demand

Weekday/Weekend Viewing by Daypart  
(adjusted based on time zone)

- 6AM to 9AM
- 9AM to 6PM
- 6PM to 8PM
- 8PM to 11PM
- 11PM to 1:30AM
- 1:30AM to 6PM

Streaming services/apps used in the last month

- Amazon Prime Video
- CBS All Access
- Direct TV Now
- HBO Now
- Hulu
- Netflix
- Showtime
- Sling TV
- Sony Crackle
- Sports streaming channels or major league apps
- YouTube TV (includes access to live and cable TV content)

Tendency to watch programming with commercials vs. commercial-free

How often skip commercials when watching pre-recorded programming

Media multi-tasking

- Commented on social media (e.g., Facebook, Twitter) about the program
- Looked for more information about the program
- Looked for a product that was advertised on the program
- Purchased a product that was advertised on the program
- Texted friends or family about the program

**Television Genres**

- Animation/Cartoons - Daytime
- Animation - Evening
- Award Ceremony
- Comedy/Variety
- Comedy - Situation
- Cooking
- Court Shows
- Dramas/Soaps - Daytime
- Drama
- Faith-based/Religious
- Financial News
- Game Shows - Daytime
- Game Shows - Evening
- Health
- Home/Garden Improvements
- Home Shopping
- 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
- Spanish Language
- Sports Event
- Sports: Non Live Event
- Talk/Conversation - Daytime
- Talk/Variety - Late Night
- Travel
- True Crime

## **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
- E!
- ESPN/ESPN2
- Food Network
- FOX
- FOX News Channel
- FOX Sports
- Freeform
- FX
- GSN
- Hallmark Channel
- Hallmark Movies & Mysteries
- HGTV
- History
- HLN
- ID (Investigation Discovery)
- INSP
- ION Television
- Lifetime
- Lifetime Movies
- MeTV
- MSNBC
- MTV

- National Geographic
- NBC
- NBCSN
- Nick @ Nite
- NFL Network
- OWN (Oprah Winfrey Network)
- Oxygen
- Paramount Network (formerly Spike)
- PBS
- Science
- Syfy
- TBS
- Telemundo
- The Weather Channel
- TLC
- TNT
- Travel Channel
- truTV
- TV Land
- Univision
- USA Network
- VH1
- WE tv
- WGN America

## **Television Weekly Programs**

- 20/20
- 48 Hours
- 60 Minutes
- America's Got Talent
- American Idol
- 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
- Law & Order: Special Victims Unit
- Life In Pieces
- MacGyver
- Madam Secretary
- Meet the Press
- NCIS
- NCIS: Los Angeles
- NCIS: New Orleans
- Shark Tank
- Survivor
- S.W.A.T.
- This is Us
- The Voice

## **Television Weekday Programs**

### MORNING NEWS

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

### DAYTIME

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

### EVENING NEWS

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

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

## **Television Sports Programs**

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

For TV 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.

## **Internet & Mobile**

Dayparts and time spent online

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

[Time spent on social media](#)

Frequency of Internet use for health & wellness

- More often than once a day
- Once a day
- 4-6 times a week
- 2-3 times a week
- Once a week
- 2-3 times a month
- Once a month or less
- Never

## **Websites**

[Amazon](#)

CDC

Drugs.com

Everyday Health

Facebook

Google

Healthcare.gov

Health Central

Healthgrades

Healthline

Instagram

Johns Hopkins Medicine

[LinkedIn](#)

Livestrong.com

Mayo Clinic

MedicineNet.com

Medscape

NIH.gov

Pinterest

Reddit

Self

Tumblr

Twitter

Verywell (formerly About.com/Health)

WebMD

Wikipedia

Yahoo!

YouTube

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

## **Mobile App Types**

### **Health conditions**

Blood sugar or diabetes

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

Specific ailment education or support

Symptom checker

### **Diet & Exercise**

Calorie counter/Diet tracker

Exercise/Fitness

Healthy recipes/Nutrition

### **Medical Professionals & Insurance**

Doctor locator

Medical records access

Insurance provider  
Pharmacy/ER/Fast clinic locator

### **Medication**

Drug or general health reference tool  
Pill reminder/Medication tracker

### **General health/wellness**

Sleep tracker  
Stress/Relaxation

## Online Activities

### **General**

Caught up on local news  
Caught up on national news/politics  
Caught up on sports news  
Caught up on celebrity news/gossip  
Caught up or post on a social network  
Checked the weather  
Listened to or viewed podcasts  
Watched video clips (e.g., YouTube)

### **Condition or 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

### **Doctors and Health 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)



### **Shopping**

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

### **Internet, Social Media and Lifestyle**

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

[Watched online videos to learn more about symptoms, conditions or treatments](#)

Respondents are asked to identify what devices (desktop/laptop PC, tablet, smartphone) they use for all online activities.

# Medical Professionals & Services

## Relationship with Primary Care Physician

- Excellent
- Very good
- Good
- Fair
- Poor

## **Healthcare Professionals**

Acupuncture/Acupressure Practitioner  
Allergist  
Cardiologist  
Chiropractor  
Dentist/Oral Hygienist  
Dermatologist  
Diabetes Educator/Specialist  
Ear, Nose & Throat Specialist  
Endocrinologist  
Gastroenterologist  
Gynecologist  
Neurologist  
Nurse Practitioner/Physician Assistant  
Nutritionist  
Oncologist  
Ophthalmologist  
Optometrist  
Orthopedist  
Pain Specialist  
Physical Therapist/Sports Medicine  
Podiatrist  
Primary Care Doctor  
Psychiatrist  
Psychologist/Therapist  
Pulmonologist  
Rheumatologist  
Surgeon  
Urologist

## **Healthcare Facilities/Services**

Doctor's office (private or group practice)

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)

Would consider using telemedicine or a virtual/online doctor visit if it was an available option

Both healthcare professionals and healthcare facilities/services are measured by frequency of visits over the last 12 months (1 time, 2-3 times, 4-6 times, 7 or more times)

## **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

Importance of regular medical check-ups

Most recent annual physical

- 6 months ago or less
- 6 months to 1 year
- 1 year to 2 years
- 2 years to 3 years
- 3 years to 5 years
- More than 5 years ago
- Never Been

### **Medical tests**

- Allergy (skin or blood test)
- Blood glucose
- Blood pressure
- Bone density
- Cholesterol
- Colonoscopy
- Diabetic Retinopathy
- Eye exam
- Glaucoma
- HIV
- Kidney function
- Mammogram
- Pap smear
- Pregnancy
- Prostate Exam
- Prostate Specific Antigen (PSA)
- STD

### **Vaccines**

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

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

## Purchasing Medication

Number of prescription medications filled for self

- None
- 1 to 2
- 3 to 5
- 6 to 9
- 10 or more

### **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

Local Non-chain Drug Store

Mass Merchandiser (e.g., Walmart, Target)

Mass Merchandiser's website

Grocery Store

Health/Natural Food Store

Amazon.com

Online pharmacy

Mail order pharmacy provided by your insurance

Online (Net)

Medication purchasing is measured over a 12 month period.



## 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 a mobile device (smartphone or tablet)
- On social media
- On the radio
- Outdoors

### **Actions Taken as a Result**

- 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

## Overall Health & Wellness

### **Health Status**

Current health status

- Excellent/Very good/Good/Fair/Poor

Health compared to a year ago

- Much better/Somewhat better/About the same/Somewhat worse/Much worse

### **Stress Level**

Current stress level

- Very stressed/Somewhat stressed/Not very stressed/Not at all stressed

Stress level compared to a year ago

- Much higher/Somewhat higher/About the same/Somewhat lower/Much lower

### **Outlook & Control Over Health**

Outlook regarding future health

- Very optimistic/Somewhat optimistic/Neutral/Somewhat pessimistic/Very pessimistic

Personal control over health

- Complete control/Mostly in control/Some control/Little or no control

### **Motivation for improving health**

How much do each of these motivate you to maintain or improve your health (scale question)

- To live a long life
- To look good

### **Tobacco use and cessation methods**

Tobacco use on a regular basis

Packs smoked in the last 7 days

Have you ever tried to quit smoking

## Diet & Exercise

Frequency of exercise

Barriers to a regular exercise program

Body mass index

Evaluation of the diet at home in terms of health and wellness

Overall level of concern regarding the healthiness of the diet

Reasons for managing diet/nutrition

Types of foods eaten on diet/nutrition plan

- Fat free
- Gluten free
- Grain free
- High fiber/whole grain
- High protein
- Lactose free
- Low calorie
- Low carbohydrate
- Low cholesterol
- Low fat
- Low sodium
- Natural or organic
- Nutritional drinks/shakes (e.g., Boost, Glucerna)
- Probiotic
- Raw food
- Sugar free
- Vegetarian
- Vegan

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  
COPD (Including Chronic Bronchitis and Emphysema)  
Chronic Pain  
Depression  
Diabetes  
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

#### Caregiver in same household

#### Caregiver level of involvement in medical decisions

- Very involved
- Somewhat involved
- Not very involved
- Not at all involved

### 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, cold/cough and vitamins.

# 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

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 prefer to try OTC remedies before seeking prescriptions

I sometimes stop taking a prescribed medication without consulting a doctor

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 refer my friends to certain websites I find helpful

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

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 prefer using apps instead of websites when I want health-related information or tools

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

Using an app to share my personal health/fitness data with my doctor or others would motivate 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

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

## **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  
Gender  
Education  
Employment Status  
LGBT  
Marital Status  
Number of Adults in Household  
Parent/Children in Household  
Household Income  
Personal Income  
Race/Ethnicity  
- White  
- Spanish/Hispanic/Latino  
- American Indian or Alaska Native  
- Black or African American  
- Asian or Pacific Islander  
- Other Race  
Spanish Language  
- Only Spanish at home  
- Mostly Spanish, but some English  
- Spanish and English about equally at home  
- Mostly English, but some Spanish  
- Only English at home

### Extend your planning and reach your target audience segments

240+ predefined audience segments from the MARS Consumer Health Study are available via LiveRamp and Eyeota to most major programmatic platforms for activation.

Visit [info.kantarmedia.com/mars-syndicated-segments-list](http://info.kantarmedia.com/mars-syndicated-segments-list) for more information about our off-the-shelf segments or contact us to help onboard your custom targets.

## 2019 MARS Consumer Health Study

Since 2001, the 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 2019 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
- 400+ Rx and over-the-counter remedies
- Caregivers: Caregiver support activities and medical decision involvement, 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
- 85+ 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
- 40+ healthcare information sources: Value of various point of care, point of purchase, media and other sources for health information
- 70+ attitudes and opinions toward healthcare advertising, doctors and treatments, online and mobile health, diet and exercise, children's healthcare, and more
- Extensive demographic data
- Segmentation solutions for targeting key consumer healthcare audiences including Proactive Patients, Elite Receptives (to healthcare messaging) and Health Tech Adopters
- Target "Health Tech Adopters" and over 240+ healthcare audience segments via your programmatic buying platforms

Visit our website at  
[info.kantarmedia.com/MARS](http://info.kantarmedia.com/MARS)  
for more information about  
the 2019 study content

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

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