KANTAR

MARS Consumer Health Study

Summary of Content Changes: 2021 to 2022

Section of Questionnaire	Description of Changes

Conditions - Anxiety & PTSD	**CHANGED** 1 condition:
	1. Anxiety – the following changes were made to align with the most recent gov't source:
	   a. Changed from measuring "Anxiety (frequently felt anxious, nervous, or worried)" to measuring "Anxiety disorder (e.g., generalized anxiety disorder, social anxiety disorder, PTSD, OCD, phobias)"
	   b. Will ask as "ever experienced" (previously asked as "experienced in last 12 months")
	
	CUT 1 condition:
	1. Post-Traumatic Stress Disorder (PTSD). Condition is considered a type of Anxiety Disorder

Conditions - Cardiovascular/Heart	**ADDED** 1 condition: 1. Heart Failure **CUT** 1 condition: 1. Other cardiovascular or heart disease **CHANGED** from "Coronary Artery Disease/CAD" to "Coronary Heart/Artery Disease" to align with most recent gov't source. **ADDED** new Q for those who have treated a cardiovascular condition with surgery: *What coronary surgeries or procedures have you had?* 1. Angioplasty or stent implant 2. Bypass 3. Heart valve replacement/repair 4. Pacemaker implant 5. Other
Conditions - Eye Disease or Vision Issues	**ADDED** 2 conditions: 1. Astigmatism 2. Myopia ("nearsighted", the ability to see close objects more clearly than distant objects) **ADDED** new custom treatment "Prescription lenses (contacts or glasses)." Asked if selected any eye disease/condition (e.g., Astigmatism, Myopia, Cataracts, etc.)
Conditions - Lupus	**ADDED** "Lupus" to "Condition Severity" question: *How would you rate the severity of your Lupus?* 1. Mild 2. Moderate 3. Severe
Conditions - Skin	**ADDED** 1 condition: 1. Alopecia Areata (an autoimmune disorder that causes sudden hair loss)

Section of Questionnaire	Description of Changes
Point of Care - Information Sources	**CHANGED** response options for Q (note: green text is new for 2022): *How much do you value each of the following as a source for healthcare information?* HEALTHCARE PROVIDERS Alternative/holistic medical practitioners Doctors Nurses/Physician Assistants Pharmacists INFORMATION IN THE DOCTOR'S OFFICE OR HOSPITAL **NEW/COMBINED**: Magazines in a doctor's office or hospital **CUT/COMBINED**: ~~General magazines in a doctor's office/waiting room~~ and ~~Health-related magazines in a doctor's office/waiting room~~ Health-related television programs or digital screens in a doctor's office or hospital Brochures, posters, other health education materials in a doctor's office or hospital Digital educational materials provided by a doctor or hospital (e.g., video links, digital brochures) **CUT**: ~~Tablet computer in the exam room~~ IN-STORE/RETAIL INFORMATION **NEW**: Printed brochures or other take-home health materials from a pharmacy **CUT**: ~~Ads/brochures/magazines in pharmacies~~ **CUT**: ~~In store radio, TV or video~~ **CUT**: ~~Medication packaging/labels~~
Telemedicine - How Used/How Plan to Use in the Future	**OLD**: *Thinking only about your telemedicine/virtual or online doctor visits in the **last 12 months**, which of these describes the purpose of the appointments?* and ***Going forward**, for what purposes would you be most likely to continue using telemedicine/a virtual or online doctor visit instead of an in-person appointment?* **NEW**: *For what purposes are you most likely to **continue or consider using** telemedicine/a virtual or online doctor visit instead of an in-person appointment?* 1. Counseling/therapy session 2. Discuss non-urgent concerns about an existing condition or treatment plan 3. Discuss test or lab results 4. Follow-up appointment after a procedure or surgery 5. Get a new prescription 6. Renew/refill a prescription <ANCHOR> 7. Looking for a diagnosis for symptoms I was experiencing 8. Referral for a specialist 9. Routine visit or annual check-up 10. Urgent care 11. Other purpose

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COVID-19 Insights	**ADDED** 1 new response option to Vaccines had in last 12 months: 1. COVID-19 **CUT** 1 response option from Attitudes & Opinions about COVID-19: 1. Until a vaccination is available to everyone, I will continue social distancing *Which of these, if any, are you doing as a result of COVID-19?* **ADDED** 1 response option: 1. Using telemedicine/virtual or online doctor visits instead of in-person appointments **CUT** 2 response options: 1. Putting off seeking diagnosis or treatment for non-COVID-19 symptoms 2. Stockpiling prescription refills or other medications
Attitudes & Opinions - Doctors & Treatments	**ADDED** 1 response option: 1. I feel that my doctor listens to my concerns and input about my health or treatment plans
Attitudes & Opinions - Mobile Health & Wearables	**ADDED** 1 response option: 1. Using a home-based or mobile monitoring device that sends health data (vital signs, blood sugar levels, etc.) to my doctor would help them make better decisions about my health **CUT** 3 response options: 1. Using an app to share my personal health/fitness data with my doctor or others would motivate me 2. I would be willing to use a mobile app offered by my insurance health plan 3. I prefer using apps instead of websites when I want health-related information or tools
Attitudes & Opinions - Healthcare Advertising	**CUT** 1 response option: 1. The pharmaceutical healthcare information at my doctor's office is credible and useful
Attitudes & Opinions - Personal Health	**ADDED** 1 response option: 1. My condition is never far from the forefront of my mind **CUT** 1 response option: 1. I always try to eat healthy foods and maintain a balanced diet
Publications - Magazine Websites	**COLLAPSED** response categories: **OLD** 1. 1+ times per day 2. 2-3 times per week 3. 2-3 times per month 4. 1 time per month 5. Less than 1 time per month 6. No visits in last 6 months **NEW** 1. Daily 2. Weekly 3. Monthly 4. Less than 1 time per month 5. No visits in last 6 months

Section of Questionnaire	Description of Changes
Publications - Consumer Magazines	**CUT** 13 magazines: 1. Cooking with Paula Deen 2. Diabetes Forecast 3. Diabetic Living 4. First for Women 5. Guideposts 6. Marie Claire 7. Psychology Today 8. The Saturday Evening Post 9. Scientific American 10. Sunset 11. This Old House 12. WebMD Magazine 13. Woman's World **SUPPRESSED** 7 magazines due to ceasing print publication during MARS fielding (magazine websites for these titles were reported): 1. Eating Well 2. Entertainment Weekly 3. Health 4. InStyle 5. Parents 6. People en Español 7. Shape
Television - Streaming Services or Apps	**CHANGED** 1 response option: 1. CBS All Access changed to "Paramount+ (formerly CBS All Access)"
Television - Genres	**CHANGED** 1 response option: 1. Comedy - Variety (e.g., America's Funniest Home Videos, SNL) changed to "Comedy - Variety/Sketch (e.g., America's Funniest Home Videos, SNL)"
Television - Networks	**CHANGED** 6 response options: 1. GSN to "Game Show Network (GSN)" 2. Combined separate Hallmark networks into one response item: "Hallmark (e.g., Hallmark Channel, Hallmark Movies & Mysteries)" 3. ION Television to "ION" 4. Combined separate Lifetime networks into one response item: "Lifetime or LMN" 5. WGN America to "NewsNation (formerly WGN America)" 6. Science to "Science Channel" **SUPPRESSED** 1 response option: 1. NBCSN
Internet & Mobile - Health Online Activities	**CUT** 2 response options: 1. Looked for alternative (non-medical) treatments or home remedies 2. Purchased an at-home medical testing kit (e.g., food sensitivity, STD, COVID-19) **MOVED** 1 response option to Sports & Leisure: 1. Participated in virtual workout or fitness sessions (e.g., Peloton, Zoom workout class, YouTube exercise video)
Internet & Mobile - Websites	**ADDED** 1 response option: 1. whattoexpect.com **CUT** 2 response options: 1. arthritis.org 2. hellogiggles.com **SUPPRESSED** 1 response option: 1. diabetesselfmanagement.com

Section of Questionnaire	Description of Changes
Internet & Mobile - Website Visitation & Frequency	**COLLAPSED** response categories: **OLD** 1. 4+ times per day 2. 2-3 times per day 3. 1 time per day 4. 2-3 times per week 5. 2-3 times per month 6. 1 time per month 7. Less than 1 time per month 8. No visits in last 6 months **NEW** 1. Daily 2. Weekly 3. Monthly 4. Less than 1 time per month 5. No visits in last 6 months
Sports & Leisure	**ADDED** 1 response option: 1. Virtual workout or fitness sessions (e.g., Peloton, YouTube exercise video)
Personal Beliefs or Ideology	**ADDED** new Q: *Generally speaking, where would you place yourself on the following scale in terms of your personal beliefs or ideology?* 1. Very liberal 2. Somewhat liberal 3. Moderate 4. Somewhat conservative 5. Very conservative 6. Not sure/Decline
Drug Brands – Updates	High Cholesterol 1. **CHANGE**: Rx drugs are now presented/categorized as Statins and Non-statin medications. Type 2 Diabetes 1. **ADDED** Rybelsus 2. **CUT** Toujeo Women's Health – Birth Control 1. **ADDED** Annovera (ring) 2. **ADDED** Kyleena IUD 3. **CUT** Xulane (patch) 4. **CUT** Yaz
Drug Brands – New Rx	**ADDED** new condition-specific Rx brands for Anaphylaxis/Severe allergy: 1. Adrenaclick 2. Symjepi
Drug Brands – Cut Rx	**CUT** various condition-specific Rx brands based on low intab counts over multiple years or if the drug was discontinued: Multiple Sclerosis 1. Rebif 2. Tysabri Obesity 1. Contrave