

Kantar Media Healthcare Research



MARS Consumer Health Study

Summary of Content Changes: 2022 to
2023

| Section of Questionnaire | Description of Changes |
|---|---|
| Conditions – Cancer | <p>CHANGED 2 cancer types:</p> <ol style="list-style-type: none"> Urinary/Bladder/Kidney cancer split into two separate types: Bladder/Urinary and Kidney/Renal Skin cancer split into two separate types: Melanoma and Non-melanoma <p>ADDED 1 new response option to custom treatment list:</p> <ol style="list-style-type: none"> Targeted Therapy |
| Conditions – COVID-19 | <p>ADDED 2 new conditions:</p> <ol style="list-style-type: none"> COVID-19 [professionally diagnosed] Long COVID (symptoms lasting 3 months or longer that you did not have prior to having COVID-19) [professionally diagnosed] <p>CUT COVID-19 Attitudes: <i>How much do you agree or disagree with the following statements about COVID-19?</i> Note that we will keep "COVID-19 Behaviors" question.</p> <p>CUT "COVID-19 antibody test" from medical tests received in the last 12 months. Note: "COVID-19 virus test" is still collected.</p> |
| Conditions – Schizophrenia | <p>ADDED NEW condition: Schizophrenia [ever experienced, professionally diagnosed, how treating]</p> |
| Conditions – Hidradenitis suppurativa | <p>ADDED NEW condition: Hidradenitis suppurativa (HS) (recurring skin boils or painful nodules usually in armpit, groin or under breasts) [experienced last 12 months/professionally diagnosed/how treating/severity]</p> |
| Conditions – Women's Health – Birth Control | <p><i>Have you used any of the following methods of birth control in the last 12 months?</i></p> <p>ADDED 3 response options:</p> <ol style="list-style-type: none"> Emergency contraception (e.g., morning-after pill) Short-acting hormonal methods (e.g., patch, ring, shot) Spermicide or vaginal gel <p>CHANGED 1 response from "Long-term methods (e.g., implant, IUD, patch, ring, shot)" to " Long-acting hormonal methods (e.g., implant, IUD)"</p> <p><i>What is the most important factor when choosing a birth control option for yourself?</i></p> <p>ADDED 1 new response option:</p> <ol style="list-style-type: none"> Prefer non-hormonal options |
| Conditions – Severity | <p>ADDED 8 more conditions for Severity question: <i>How would you rate the severity of your <condition>?</i></p> <ol style="list-style-type: none"> Acid Reflux/GERD Anxiety Disorder Hidradenitis suppurativa (HS) Irritable Bowel Syndrome (IBS) Menopause symptoms – Hot flashes/Night sweats/Vaginal atrophy Migraine Headache Multiple Sclerosis Seizures/Epilepsy |

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| Treatments – Daily Aspirin Therapy | <p>ADDED “Daily Aspirin Therapy” to custom treatment list for 4 conditions: <i>How are you treating/did you treat your <condition>?</i></p> <ol style="list-style-type: none"> 1. Blood clots in the legs (DVT) or Pulmonary Embolism (PE) 2. Cardiovascular/Heart Disease 3. High Cholesterol 4. Hypertension/High Blood Pressure <p>CUT 3 aspirin brands from OTC brand lists for conditions noted above.</p> <ol style="list-style-type: none"> 1. Bayer Aspirin 2. Bayer Aspirin Low Dose 3. Other Aspirin brand |
| Treatments – Diabetes | <p>NEW Q: [IF “INSULIN” SELECTED AT “HOW TREATING”] <i>You mentioned using insulin to treat your Diabetes. How often do you take insulin?</i></p> <ol style="list-style-type: none"> 1. Less than once a day 2. 1 time per day 3. 2 times per day 4. 3 times per day 5. 4 or more times per day 6. Continuous delivery (i.e., insulin pump) |
| Treatments – Psoriasis | <p>ADDED 1 new response option to custom treatment list:</p> <ol style="list-style-type: none"> 1. Retinoids (topical or oral) |
| Treatments – Medical Marijuana | <p>CHANGED 1 response from “Cannabidiol/CBD (oil, cream, edibles, etc.)” to “Medical CBD (derived from marijuana)”</p> |
| Purchasing Medication | <p>CUT Q: <i>In the last 12 months, where did you purchase any prescription OR non-prescription drugs?</i></p> <p>NEW Q: Revised to be Rx-specific and updated response list <i>In the last 12 months, where did you purchase any prescription medications?</i></p> <p>IN-STORE PHARMACY</p> <ol style="list-style-type: none"> 1. Club store pharmacy (e.g., Costco, Sam’s Club) 2. Drug store chain pharmacy (e.g., Rite Aid, Walgreens, CVS) 3. Local non-chain drug store pharmacy 4. Grocery store pharmacy 5. Mass Merchandiser pharmacy (e.g., Walmart) <p>ONLINE OR MAIL ORDER PHARMACY</p> <ol style="list-style-type: none"> 6. Amazon Pharmacy 7. Club store pharmacy website/app (e.g., costco.com, samsclub.com) 8. Drug store chain pharmacy website/app (e.g., riteaid.com, walgreens.com, cvs.com) 9. Grocery store pharmacy website/app 10. Independent online pharmacy/app (e.g., Mark Cuban Cost Plus Drug Company, healthwarehouse.com) 11. Mass Merchandiser pharmacy website/app (e.g., Walmart.com) 12. Some other type of online pharmacy/app 13. Mail order pharmacy provided by your insurance 14. No prescription medication purchased in last 12 months |

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| Vitamins & Mineral Supplements | <p><i>In the last 12 months, what types of vitamins or mineral supplements have you personally used?</i></p> <p>ADDED 3 new response options:</p> <ol style="list-style-type: none"> 1. CBD products (over the counter, dispensary) 2. Collagen 3. Melatonin <p>CUT 2 response options:</p> <ol style="list-style-type: none"> 1. Glucosamine 2. Vitamin A <p><i>Why have you used any vitamin/mineral supplements in the last 12 months?</i></p> <p>ADDED 5 new response options:</p> <ol style="list-style-type: none"> 1. Exercise recovery/pre-workouts 2. Memory support 3. Skin/hair/nail health 4. Sleep aid 5. Stress relief <p>CUT 2 response options:</p> <ol style="list-style-type: none"> 1. Additional nutrients 2. Healthy aging <p><i>In the last 12 months, which brands of vitamins or mineral supplements have you personally used?</i></p> <p>ADDED 3 new response options:</p> <ol style="list-style-type: none"> 1. Alive! 2. Nature Made 3. Nature's Bounty <p>CUT 9 response options:</p> <ol style="list-style-type: none"> 1. Berocca 2. Caltrate 3. Citrical 4. Emergen-Zzzz 5. Geritol 6. GNC Ultra Mega 7. Ocuville 8. Theragran-M 9. Viactiv |
| Diet & Nutrition | <p>CHANGED Q text: <i>What types of food or beverages do you consume as part of your diet or nutrition plan?</i></p> <p>ADDED 2 new response options:</p> <ol style="list-style-type: none"> 1. Plant-based 2. Drinks with beneficial effects from added minerals, vitamins, probiotics, etc. (e.g., enhanced immunity, digestion, focus, relaxation, recovery) |
| Medical Services | <p><i>In the last 12 months, where have you received any kind of medical or health-related services?</i></p> <p><i>How many times in the last 12 months have you received medical or health-related services from each of these types of healthcare providers?</i></p> <p>ADDED 2 new response options:</p> <ol style="list-style-type: none"> 1. Mobile Health Clinic 2. Home healthcare |
| Actions Taken After Seeing Medical Professional | <p>ADDED 1 new response option:</p> <ol style="list-style-type: none"> 1. Visited a website recommended by my doctor for health information |

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| Other Family Members – Conditions & Ages | <p>CHANGED Q text to specify immediate family: <i>Which of the following health or medical conditions is anyone in your immediate family (i.e., parents, siblings, spouse/partner, or children) currently experiencing? Please include immediate family members who live with you as well those who do not.</i></p> <p><i>What are the ages of your family members who are experiencing these conditions?</i></p> <p>CHANGED response list: “Less than 24 months old” and “2-11 years old” collapsed into single response “Under 12 years old”</p> |
| Caregivers | <p>NEW Q: [IF PROVIDE ANY TYPE OF CAREGIVER SUPPORT FOR A FAMILY MEMBER] <i>What is your relationship with any person you provide caregiver support for?</i></p> <ol style="list-style-type: none"> 1. I am their spouse/partner 2. I am their parent /guardian- they are under age 18 3. I am their parent /guardian- they are an adult (age 18+) 4. I am their child 5. Other relationship <p>CUT Q: <i>How long have you been providing caregiver support for anyone with a health or medical condition?</i></p> |
| Devices Owned/Used | <p>CHANGED – Split “Wearable fitness trackers” and “Smartwatch” into separate response items</p> |
| Information Sources – Online | <p><i>How much do you value the following sources for healthcare information?</i></p> <p>ADDED 1 new response option:</p> <ol style="list-style-type: none"> 1. Podcasts |
| Information Sources – Point of Care | <p><i>How much do you value the following sources for healthcare information?</i></p> <p>ADDED 1 new response option:</p> <ol style="list-style-type: none"> 1. Digital screens or tablets in a doctor’s office or hospital (“digital screens” previously included as part of “Health-related television programs” response) |
| Actions Taken After Seeing/Hearing Healthcare Advertising | <p>ADDED 1 new response option:</p> <ol style="list-style-type: none"> 1. Scanned a QR code <p>CUT 1 response option:</p> <ol style="list-style-type: none"> 1. Referred to a book, journal, or magazine for additional information |
| Publications – Consumer Magazines | <p>CUT 12 magazines [print issue/digital issue/website]:</p> <ol style="list-style-type: none"> 1. Allure 2. Eating Well 3. Entertainment Weekly 4. Health (*Note: health.com will be measured/reported with Internet websites) 5. InStyle 6. In Touch 7. Martha Stewart Living 8. Midwest Living 9. OK! 10. Parents 11. People en Español 12. Shape <p>CUT 1 magazine website:</p> <ol style="list-style-type: none"> 1. TVGuide.com (*Note: TV Guide magazine print/digital issue will still be reported) |

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| Radio – How Listen | <p>CUT Q: <i>How do you typically listen to the radio, including streaming radio, music, or podcasts?</i></p> <ol style="list-style-type: none"> 1. Regular AM/FM radio 2. Satellite radio 3. Internet/Apps (e.g., Pandora, Spotify, podcasts) 4. Other 5. I never listen to the radio |
| Radio & Audio – Devices Used to Listen | <p>NEW Q <i>What devices do you personally use to listen to radio, podcasts, or streaming music?</i></p> <ol style="list-style-type: none"> 1. Home stereo system, regular AM/FM radio, or satellite radio receiver 2. Car stereo system including AM/FM or satellite radio 3. Smartphone 4. Desktop or laptop PC 5. Gaming Console 6. Media streaming device 7. Tablet 8. Smart TV/Internet-enabled TV 9. Smart speakers 10. Wearable fitness tracker, activity band or clip-on 11. Smartwatch 12. I never listen to radio, podcasts, or streaming music |
| Radio & Audio – Podcasts | <p>NEW Qs <i>How often do you listen to podcasts?</i></p> <ol style="list-style-type: none"> 1. Daily 2. Weekly 3. Monthly 4. Less often 5. Never <p><i>What apps or platforms do you use to listen to podcasts?</i></p> <ol style="list-style-type: none"> 1. Amazon Music 2. Apple Podcasts (iTunes) 3. Audible 4. Castbox 5. Google Podcasts 6. iHeart 7. Pandora 8. PlayerFM 9. Pocket Casts 10. SiriusXM 11. Spotify 12. Stitcher 13. TuneIn Radio 14. YouTube 15. Other |

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| Radio & Audio – Streaming Music Services | <p><i>What streaming services do you use to listen to music?</i></p> <p>ADDED 2 new response options:</p> <ol style="list-style-type: none"> 1. SoundCloud 2. YouTube Music |
| Television – Streaming | <p>NEW Qs</p> <p><i>Which free streaming services have you used? [Last month/Last 7 days]</i></p> <ol style="list-style-type: none"> 1. Amazon Freevee (formerly IMDb TV) 2. Crackle 3. Peacock 4. Pluto 5. Roku 6. Tubi 7. ViX 8. Vudu 9. Xumo 10. YouTube 11. Other FREE streaming services/apps <p><i>Which paid/subscription streaming services have you used? [Last month/Last 7 days]</i></p> <p><i>Which services do you pay a higher tier subscription fee to watch ad-free content?</i></p> <ol style="list-style-type: none"> 1. Amazon Prime Video 2. Apple TV+ 3. DirecTV Stream (formerly AT&T TV Now) 4. Discovery+ 5. Disney+ 6. ESPN+ 7. Other sports streaming channels or major league apps (e.g., MLB.TV, FuboTV) 8. HBO Max 9. Hulu 10. Netflix 11. Paramount+ or Paramount+ with Showtime bundle 12. Peacock Premium/Plus 13. Showtime 14. YouTube TV 15. Other streaming services or apps that require a fee <p><i>Have you cancelled any paid streaming service in the last 30 days, either temporarily or permanently (including services with free trial periods)? Yes/No/Not sure</i></p> <p><i>Primary reason for cancelling service in last 30 days</i></p> <ol style="list-style-type: none"> 1. I was not using it enough 2. The service raised its prices 3. A specific series or live event ended 4. To join another service with content I prefer to see 5. No content that I am currently interested in seeing 6. Needed to save money 7. My free trial ended 8. Other reason |
| Television – Genres | <p>ADDED 1 new response option: Suspense/Thriller (e.g., Reacher, Shining Girls)</p> <p>CUT 1 response option: Home Shopping</p> |
| Television – Networks | <p>CUT 1 response option: NBCSN</p> |

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| Internet & Mobile – Websites | <p>ADDED 2 new response options:</p> <ol style="list-style-type: none"> clevelandclinic.org health.com <p>CUT 1 response option:</p> <ol style="list-style-type: none"> diabetesselfmanagement.com |
| Internet & Mobile – Health-Related Online Activities | <p>ADDED 1 new response option:</p> <ol style="list-style-type: none"> Scanned a QR code to access condition, treatment, or other health information <p>CHANGED 1 response option:</p> <ol style="list-style-type: none"> Used a patient portal to access health records, view test results, communicate with a healthcare provider, etc. <p>CUT 1 response option:</p> <ol style="list-style-type: none"> Scheduled an appointment with a healthcare professional |
| Internet & Mobile – General Online Activities | <p>CHANGED 1 response option – combined four news-related responses into a single item (<i>Note: Celebrity news/sports/politics now covered in NEW Online Interests Q</i>):</p> <ol style="list-style-type: none"> Caught up on news <p>CUT 5 response options</p> <ol style="list-style-type: none"> Caught up on local news Caught up on national news/politics Caught up on sports news Caught up on celebrity news/gossip Listened to/viewed podcasts (<i>see NEW podcasts Qs</i>) |
| Internet & Mobile – Devices Used for Online Activities | <p>CHANGED 1 response option – combined “Smartphone” and Tablet” into a single “Mobile device” response item:</p> <p><i>In the last 30 days, what devices did you use for each of these online activities?</i></p> <ol style="list-style-type: none"> Desktop or laptop PC Mobile device |
| Internet & Mobile – Online Interests | <p>NEW Q</p> <p><i>Which of the following topics do you regularly research, follow, or read about online (e.g., going to specific websites/apps, online search, podcasts, etc.)?</i></p> <ol style="list-style-type: none"> BIPOC (Black, Indigenous, People of Color) news and lifestyle Career/Job search Celebrity news and interviews Environmental news/issues Family history/Genealogy Fashion/Beauty Finance/Economy Fitness/Exercise Food (cooking, recipes, dining out, etc.) Healthy lifestyle Hobbies/Crafts Home improvement LGBTQIA+ news and lifestyle Movies/TV programs Music Parenting Politics Real estate/House hunting Religion/Spirituality Science/Nature Sports Technology Vacation/Travel Video games/Gaming |

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| <p>Internet & Mobile – Health-related Mobile Apps</p> | <p><i>What types of health-related mobile apps have you used in the last 6 months?</i></p> <p>CHANGED 2 response options:</p> <ol style="list-style-type: none"> 1. “Medical records access” updated to “Patient portal” <p>ADDED 2 new response options:</p> <ol style="list-style-type: none"> 1. Telemedicine/Telehealth 2. Pharmacy <p>CUT 1 response option: Pharmacy/ER/Fast clinic locator</p> |
| <p>Sports & Leisure</p> | <p>ADDED 1 new response option:</p> <ol style="list-style-type: none"> 1. Camping <p>CUT 3 response options:</p> <ol style="list-style-type: none"> 1. Fantasy sports league 2. Sailing/Water Skiing 3. Snow Skiing/Snowboarding |
| <p>Drug Brands – Additions & Changes</p> | <p>CHANGED various condition-specific Rx and OTC brand lists</p> <p>COPD (including Chronic Bronchitis and Emphysema)</p> <ul style="list-style-type: none"> • ADDED Breztri • CUT Dulera <p>Crohn's disease:</p> <ul style="list-style-type: none"> • ADDED Skyrizi <p>Depression</p> <ul style="list-style-type: none"> • ADDED Spravato • CUT Pristiq • CUT Trintellix • CUT Viibryd <p>Insomnia/Sleep Apnea</p> <ul style="list-style-type: none"> • ADDED ZzzQuil • CUT Excedrin <p>Multiple Sclerosis</p> <ul style="list-style-type: none"> • ADDED Kesimpta • ADDED Ponvory • ADDED Zeposia <p>Pain relieving rubs & liquids</p> <ul style="list-style-type: none"> • ADDED Biofreeze <p>Psoriatic Arthritis</p> <ul style="list-style-type: none"> • ADDED Rinvoq • ADDED Skyrizi • ADDED Tremfya <p>Ulcerative colitis</p> <ul style="list-style-type: none"> • ADDED Rinvoq • ADDED Zeposia |

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| <p>Drug Brands – Cuts</p> | <p>CUT various condition-specific Rx and OTC brands based on low intab counts over multiple years or if the drug was discontinued:</p> <p>Allergies – CUT 2 response options:</p> <ol style="list-style-type: none"> 1. Chlor-Trimeton 2. Rhinocort <p>Cold/Cough/Flu – CUT 7 response options:</p> <ol style="list-style-type: none"> 1. Breathe Right Nasal Strips 2. Cold-Eeze 3. Contac 4. Dimetapp 5. Halls 6. Luden’s 7. Triaminic <p>Diabetes [Type 1 & Type 2] – CUT 3 response options:</p> <ol style="list-style-type: none"> 1. Humulin 2. Levemir 3. Tresiba <p>Heartburn/Indigestion – CUT 3 response options:</p> <ol style="list-style-type: none"> 1. Beano 2. Maalox 3. Tagamet <p>Rosacea – CUT 1 response option:</p> <ol style="list-style-type: none"> 1. Oracea |