

MARS Consumer Health

SUMMARY OF CONTENT CHANGES

2023 to 2024



M3 MI / Kantar Media Healthcare Research

Section of Questionnaire	Description of Changes
Conditions – Angina/angina pectoris	Changed condition name from “Angina” to “Angina/angina pectoris”
Conditions – Cancer – Multiple Myeloma	Added NEW cancer type: Multiple Myeloma [ever experienced]
COVID-19 Content	<p>Cut COVID-19 [ever experienced, professionally diagnosed]</p> <p>Changed Long Covid definition to “new, returning, or ongoing health problems after a COVID-19 infection” [ever experienced, professionally diagnosed]</p> <p>Cut COVID-19 behaviors Q: <i>Which of these, if any, are you doing as a result of COVID-19?</i></p> <p>Added NEW vaccine attitude: I try to stay up to date by getting the latest COVID-19 vaccinations/boosters</p>
Conditions – Deep Vein Thrombosis (DVT) or Pulmonary Embolism	Changed condition name from “Blood clots in the legs (DVT) or Pulmonary Embolism (PE)” to “Deep Vein Thrombosis (DVT) (A blood clot in a deep vein, usually in the legs) or Pulmonary Embolism”
Conditions – Parkinson’s Disease	Added NEW condition: Parkinson’s Disease [ever experienced, professionally diagnosed, how treating]
Conditions – Vitiligo	Added NEW condition: Vitiligo (patchy loss of skin color that is larger than the size of a dime on any part of the body) [ever experienced, professionally diagnosed, how treating]
Conditions – Severity	<p>Added 1 more condition for Severity question: <i>How would you rate the severity of your <condition>?</i></p> <ol style="list-style-type: none"> Kidney disease
Conditions – Pain Details	<p>Cut custom pain-related Q*: <i>Is any of the pain you experienced during the last 12 months a symptom of any of the conditions below?</i></p> <ul style="list-style-type: none"> Arthritis (ANY TYPE) Blood clots in legs (DVT) or Pulmonary Embolism (PE) Cancer (ANY TYPE) Crohn’s disease Diabetic Nerve Pain Fibromyalgia Gout Lupus Migraine headache Multiple Sclerosis Restless Leg Syndrome (RLS) Shingles Ulcerative colitis <p><i>*Note: Pain-related follow up questions [level of pain experienced on typical day, pain interference with sleep] are still asked and can be crossed with individual conditions experienced.</i></p>
Treatments – Bipolar Disorder	<p><i>How are you treating or did you treat your bipolar disorder?</i></p> <p>Added 1 response option to condition treatment list: Injections</p>

Section of Questionnaire	Description of Changes
Treatments - HIV	<p><i>How are you treating or did you treat your HIV?</i></p> <p>Added 1 response option to condition treatment list: Injections</p>
Treatments - Obesity	<p><i>How are you treating or did you treat your obesity?</i></p> <p>Added 1 response option to condition treatment list: Injections</p>
Treatments - Schizophrenia	<p><i>How are you treating or did you treat your schizophrenia?</i></p> <p>Added 1 response option to condition treatment list: Injections</p>
Rx Satisfaction	<p>Added 3 conditions to Rx Satisfaction question: <i>How satisfied are you with your prescription drug treatment for <condition>? (very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, very dissatisfied)</i></p> <ol style="list-style-type: none"> 1. Cardiovascular/Heart Disease 2. Insomnia/Sleep Apnea 3. Eye disease or Dry Eye
Drug Brands – Additions & Cuts	<p>Condition-specific Rx/OTC brand list updates:</p> <p>Asthma</p> <ul style="list-style-type: none"> • Cut Primatene Tablets (<i>non-Rx</i>) <p>Bipolar Disorder</p> <ul style="list-style-type: none"> • Added Caplyta <p>Diabetes – Type 2</p> <ul style="list-style-type: none"> • Cut Byetta • Added Mounjaro <p>Eczema/Atopic Dermatitis</p> <ul style="list-style-type: none"> • Added Adbry • Added Cibinqo • Added Opzelura <p>Erectile Difficulty</p> <ul style="list-style-type: none"> • Added Xiaflex <p>Eye disease or Dry Eye</p> <ul style="list-style-type: none"> • Added Eylea • Added Lucentis • Added Vabysmo <p>Multiple Sclerosis</p> <ul style="list-style-type: none"> • Cut Lemtrada • Cut Mayzent <p>Obesity</p> <ul style="list-style-type: none"> • Added Contrave • Added Ozempic • Added Saxenda • Added Wegovy <p>Psoriasis</p> <ul style="list-style-type: none"> • Cut Siliq • Added Sotyktu • Added VTAMA

Section of Questionnaire	Description of Changes
Purchasing Medication	<p><i>In the last 12 months, how have you paid for any prescription drugs?</i></p> <p>Added 1 response item:</p> <ol style="list-style-type: none"> 1. A Flexible Spending or Health Savings Account (FSA or HSA)
Vaccines	<p><i>In the last 12 months, what vaccinations have you received?</i></p> <p>Added 1 response item:</p> <ol style="list-style-type: none"> 1. RSV <p>Attitudes about vaccines: <i>How much do you agree or disagree?</i></p> <p>Added 1 response item:</p> <ol style="list-style-type: none"> 1. I try to stay up to date by getting the latest COVID-19 vaccinations/boosters
Medical Professionals – Actions Taken After Doctor’s Visit	<p><i>In the last 12 months, what actions did you take after seeing any medical professionals in person or using telemedicine/a virtual visit?</i></p> <p>Added 1 response item:</p> <ol style="list-style-type: none"> 1. Read condition or treatment-related education materials provided by my doctor
Caregivers	<p><i>What types of caregiver support do you provide for any family members with a health or medical condition?</i></p> <p>Added 1 response item:</p> <ol style="list-style-type: none"> 1. Read condition or treatment-related educational materials provided by their doctor <p>Changed 3 response items:</p> <ol style="list-style-type: none"> 1. Research health information → Research condition or treatment information 2. “Household chores” and “personal care” assistance items COMBINED: “Assist with daily household chores or personal care (e.g., bathing, dressing, eating)” 3. “Financial support” and “outside service arrangement” items COMBINED: “Manage finances or provide financial support, or arrange for outside services” <p>Added NEW Q: <i>How involved are you in the following activities for any person you provide caregiver support for? (very involved, somewhat involved, not very involved, not at all involved)</i></p> <ol style="list-style-type: none"> 1. Discussions with their doctor about medical choices or treatment decisions 2. Researching condition or treatment information 3. Reading or helping my family member understand condition or treatment-related educational materials provided by their doctor

Section of Questionnaire	Description of Changes
Device Use/Ownership	<p><i>Which of the following devices do you own or regularly use?</i></p> <p>Added 1 response item*:</p> <ol style="list-style-type: none"> 1. Cell phone or smartphone (e.g., cellular/mobile phone, iPhone, Android or other device that is also a cell phone) <p><i>*Note: Previously asked cell phone and smartphone ownership separately</i></p>
Publications – Consumer Magazines	<p>Cut 2 magazines:</p> <ol style="list-style-type: none"> 1. Bloomberg Businessweek 2. Allrecipes Magazine (<i>allrecipes.com will be measured/reported with Internet websites</i>)
Television – Smart TV	<p>Added NEW Q: <i>What brand(s) of Smart TV do you own?</i></p> <ol style="list-style-type: none"> 1. Hisense 2. LG 3. Panasonic 4. Samsung 5. Sharp 6. Sony 7. TCL 8. Vizio 9. Other Smart TV brand
Television – Streaming Devices	<p>Added NEW Q: <i>What brand(s) of media streaming device(s) do you own?</i></p> <ol style="list-style-type: none"> 1. Amazon Fire TV Stick or Cube 2. Apple TV 3. Google Chromecast 4. Roku (Express, Streaming Stick, Streambar, Ultra, etc.) 5. Other streaming device brand
Television – Streaming Services	<p>PAID TV/video streaming services or apps used</p> <p>Added 2 response items:</p> <ol style="list-style-type: none"> 1. Fubo 2. ViX Premium <p>Changed 1 response item:</p> <ol style="list-style-type: none"> 1. HBO Max → Max (formerly HBO max)
Healthcare Advertising	<p><i>In the last 12 months, where have you seen or heard any healthcare advertising?</i></p> <p>Added 1 response item:</p> <ol style="list-style-type: none"> 1. On a podcast
Information Sources – Publications, TV, Other sources	<p><i>How much do you value the following sources for healthcare information?</i></p> <p>Cut 1 response item:</p> <ol style="list-style-type: none"> 1. Magazines in the Sunday newspaper (e.g., Parade, USA weekly)

Section of Questionnaire	Description of Changes
Internet & Mobile – Websites	<p>Added 5 websites:</p> <ol style="list-style-type: none"> 1. allrecipes.com (<i>previously measured with magazine websites</i>) 2. eatingwell.com 3. discord.com 4. threads.net 5. twitch.tv <p>Changed 1 website:</p> <ol style="list-style-type: none"> 1. twitter.com → X (<i>formerly twitter.com</i>) <p>Cut 1 website:</p> <ol style="list-style-type: none"> 1. cookinglight.com
Mobile Health & Wellness	<p><i>What types of health-related mobile apps have you used in the last 6 months?</i></p> <p>Added 1 response item:</p> <ol style="list-style-type: none"> 1. Medical alert/Fall detection
Sports & Leisure	<p><i>Finally, which of these sports or leisure activities do you regularly play or participate in?</i></p> <p>Added 1 response item:</p> <ol style="list-style-type: none"> 1. Pickleball

MARS Consumer Health

MARS.Support@M3-MI.com

M3 MI / Kantar Media Healthcare Research