

MARS Consumer Health Study
Summary of Content Changes: 2017 to 2018



Section of Questionnaire	Description of Changes
Conditions - Last 12 Months/Ever Had	<p>CUT from study:</p> <ol style="list-style-type: none"> Allergic conjunctivitis Atherosclerosis (hardening of the arteries) Hangover Heart failure
Conditions - When Diagnosed Rheumatoid arthritis Asthma Atrial Fibrillation COPD Type 2 diabetes Eczema Fibromyalgia Crohn's Disease Ulcerative colitis Migraine Headache Osteoporosis	<p>ADDED new follow-up Q added for 11 conditions:</p> <p><i>When were you first diagnosed with <condition>?</i></p> <p>In the last 12 months</p> <ol style="list-style-type: none"> 1 to less than 2 years ago 2 to less than 5 years ago 5 to less than 10 years ago 10 to less than 15 years ago 15 to less than 20 years ago 20 or more years ago
Conditions - Inflammatory Bowel Disease/IBD (including Crohn's and Colitis)	<p>CUT condition Other IBD/colitis. Please note, IBD ever experienced = NET of Crohn's disease (ever experienced) and Ulcerative colitis (ever experienced).</p>
Conditions - Cancer	<p>ADDED 2 new follow-up Q's for Cancer:</p> <ol style="list-style-type: none"> <i>What stage was the cancer at the time of diagnosis?</i> Stages 0-4 <i>What stage of cancer treatment are you currently undergoing, if any?</i> Currently undergoing treatment for active cancer (e.g., chemotherapy, radiation) Cancer is in remission but taking prescription medication to prevent recurrence Cancer is in remission or cured and no longer treating <p>CUT Q: <i>Is the cancer currently active or in remission?</i></p>
Conditions - Eczema	<p>ADDED new follow-up Q for Eczema: <i>Earlier you mentioned you have experienced eczema. How would you rate the severity of this condition?</i></p>
Conditions - Sleeping Difficulty/Insomnia: Sleep Apnea	<p>ADDED new follow-up Q for Sleeping Difficulty/Insomnia: <i>Have you experienced sleep apnea in the last 12 months?</i></p> <p>Yes/No/Don't know</p> <p>Note: No treatment or drug information will be collected for sleep apnea</p>
Treatments - Satisfied with Rx Psoriatic arthritis Irritable Bowel Syndrome (IBS) Migraine Headache Psoriasis	<p>ADDED 4 additional conditions to Satisfaction with Rx question.</p> <p><i>How satisfied are you with your prescription drug treatment for <condition>?</i></p>
Treatments - Injections Asthma Depression Eczema	<p>ADDED "Injections" to custom treatment list for 3 more conditions.</p>
Treatments - Medical Marijuana Ankylosing Spondylitis Osteoarthritis Psoriatic arthritis Rheumatoid arthritis (RA) Cancer Eye problems/Eye disease (including Dry Eye) Multiple Sclerosis Pain	<p>ADDED new custom treatment 'Medical Marijuana' for 8 conditions.</p>
Purchasing Medication - where Purchased	<p>CHANGED response list: combined online pharmacy inside/outside U.S. options into single category "Online pharmacy"</p>

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<p>Vitamin/Mineral Supplements</p>	<p>ADDED 2 new Q's:</p> <p>1. <i>Types of Vitamin/Mineral Supplements Used</i></p> <table border="0"> <tr> <td>Calcium</td> <td>Probiotics</td> </tr> <tr> <td>Fiber</td> <td>Protein</td> </tr> <tr> <td>Folic acid (vitamin B9)</td> <td>Selenium</td> </tr> <tr> <td>Glucosamine</td> <td>Vitamin A</td> </tr> <tr> <td>Herbals/Botanicals</td> <td>Vitamin B-complex</td> </tr> <tr> <td>Iron</td> <td>Vitamin C</td> </tr> <tr> <td>Magnesium</td> <td>Vitamin D</td> </tr> <tr> <td>Multi-vitamin</td> <td>Vitamin E</td> </tr> <tr> <td>Niacin (vitamin B3)</td> <td>Zinc</td> </tr> <tr> <td>Omega-3/Fish oil</td> <td>Other</td> </tr> <tr> <td>Potassium</td> <td>None in last 12 months</td> </tr> </table> <p>2. <i>Which of the following reasons describe why you used a vitamin/mineral supplement in the last 12 months?</i></p> <table border="0"> <tr> <td>Additional nutrients</td> <td>Immune health</td> </tr> <tr> <td>Bone health</td> <td>Increased energy</td> </tr> <tr> <td>Digestive health</td> <td>Joint health</td> </tr> <tr> <td>Healthy aging</td> <td>Overall health/wellness benefits</td> </tr> <tr> <td>Heart health</td> <td>Weight management</td> </tr> <tr> <td></td> <td>Other reasons</td> </tr> </table>	Calcium	Probiotics	Fiber	Protein	Folic acid (vitamin B9)	Selenium	Glucosamine	Vitamin A	Herbals/Botanicals	Vitamin B-complex	Iron	Vitamin C	Magnesium	Vitamin D	Multi-vitamin	Vitamin E	Niacin (vitamin B3)	Zinc	Omega-3/Fish oil	Other	Potassium	None in last 12 months	Additional nutrients	Immune health	Bone health	Increased energy	Digestive health	Joint health	Healthy aging	Overall health/wellness benefits	Heart health	Weight management		Other reasons
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<p>Publications - Consumer Magazines</p>	<p>ADDED 3 magazine titles:</p> <ol style="list-style-type: none"> 1. Architectural Digest 2. GQ 3. Vanity Fair 																																		
<p>Publications - Consumer Magazines</p>	<p>CUT 3 magazine titles:</p> <ol style="list-style-type: none"> 1. Dr. Oz The Good Life – No longer meets MARS publication frequency requirements 2. Fit Pregnancy and Baby – Print edition eliminated 3. Self – Print edition eliminated <p>Note: Self.com will be measured in the website section of the questionnaire</p>																																		
<p>Publications - Other Health Pubs</p>	<p>ADDED 1 other health publication:</p> <ol style="list-style-type: none"> 1. Heartbeat 																																		
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<p>Publications - National Newspapers</p> <p>Chicago Tribune Los Angeles Times The New York Times The Wall Street Journal The Washington Post USA Today</p>	<p>CUT newspaper print, digital and website audience measurement questions for the six major newspaper titles:</p> <ol style="list-style-type: none"> 1. <i>Please select all of the newspapers or newspaper websites below that you might have read or looked into, or visited online in the last 6 months.</i> 2. <i>Thinking only about printed paper issues, how many of the last five Monday-Friday printed issues published did you read or look into?</i> 3. <i>What devices do you ever use to read or look at any newspaper content online?</i> 4. <i>Thinking only about digital issues, how many of the last five Monday-Friday digital issues published did you read or look into?</i> 5. <i>Now please think only about the newspaper's website. How often do you visit the website, on average?</i> 6. <i>Do you follow any of the newspapers that we just asked you about on Facebook, Twitter, or any other social media network?</i> <p>Note: MARS is retaining the frequency of reading and number read questions for the broad category of "any national or local newspaper". Newspaper quintiles will still be reported</p>																																		

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<p>Television - Weekly/Weekday Program Viewership</p>	<p>ADDED 4 new Q's to collect TV viewership (6 months and most recent episode) for 30 individual programs, 6 daily news programs and 9 daytime programs. The list was finalized based on size of audience and relevance to DTC advertising:</p> <p>1. Which of the following weekly programs have you watched in the last 6 months?</p> <p>2. For which of the following weekly programs have you watched the most recent new episode that was broadcast?</p> <table border="0" data-bbox="582 568 1380 974"> <tr> <td>20/20</td> <td>Criminal Minds</td> <td>Madam Secretary</td> </tr> <tr> <td>48 Hours</td> <td>Dancing with the Stars</td> <td>Meet the Press</td> </tr> <tr> <td>60 Minutes</td> <td>Dateline NBC (Friday)</td> <td>NCIS</td> </tr> <tr> <td>America's Got Talent</td> <td>Elementary</td> <td>NCIS: Los Angeles</td> </tr> <tr> <td>The Bachelor</td> <td>Grey's Anatomy</td> <td>NCIS: New Orleans</td> </tr> <tr> <td>Big Bang Theory</td> <td>Hawaii Five-0</td> <td>Scorpion</td> </tr> <tr> <td>Big Brother</td> <td>Kevin can Wait</td> <td>Shark Tank</td> </tr> <tr> <td>Blue Bloods</td> <td>Law & Order: SVU</td> <td>Survivor</td> </tr> <tr> <td>Bull</td> <td>Life In Pieces</td> <td>This is Us</td> </tr> <tr> <td>CBS Sunday Morning</td> <td>MacGyver</td> <td>The Voice</td> </tr> </table> <p>3. Which of the following weekday programs have you watched in the last 6 months?</p> <p>4. For which of the following weekday programs have you watched the most recent new broadcast?</p> <table border="0" data-bbox="566 1144 1428 1659"> <tr> <td><u>MORNING NEWS</u></td> <td><u>DAYTIME</u></td> <td><u>EVENING NEWS</u></td> </tr> <tr> <td>ABC Good Morning America (Stephanopoulos/Roberts)</td> <td>The Bold and the Beautiful</td> <td>ABC World News Tonight (Muir)</td> </tr> <tr> <td>CBS This Morning (King/O'Donnell/Dickerson)</td> <td>The Chew</td> <td>CBS Evening News (Pelley)</td> </tr> <tr> <td>Today (Guthrie/Kotb/Roker)</td> <td>Days of Our Lives</td> <td>NBC Nightly News (Holt)</td> </tr> <tr> <td></td> <td>General Hospital</td> <td></td> </tr> <tr> <td></td> <td>Let's Make a Deal</td> <td></td> </tr> <tr> <td></td> <td>The Price is Right</td> <td></td> </tr> <tr> <td></td> <td>The Talk</td> <td></td> </tr> <tr> <td></td> <td>The View</td> <td></td> </tr> <tr> <td></td> <td>The Young and the Restless</td> <td></td> </tr> </table>	20/20	Criminal Minds	Madam Secretary	48 Hours	Dancing with the Stars	Meet the Press	60 Minutes	Dateline NBC (Friday)	NCIS	America's Got Talent	Elementary	NCIS: Los Angeles	The Bachelor	Grey's Anatomy	NCIS: New Orleans	Big Bang Theory	Hawaii Five-0	Scorpion	Big Brother	Kevin can Wait	Shark Tank	Blue Bloods	Law & Order: SVU	Survivor	Bull	Life In Pieces	This is Us	CBS Sunday Morning	MacGyver	The Voice	<u>MORNING NEWS</u>	<u>DAYTIME</u>	<u>EVENING NEWS</u>	ABC Good Morning America (Stephanopoulos/Roberts)	The Bold and the Beautiful	ABC World News Tonight (Muir)	CBS This Morning (King/O'Donnell/Dickerson)	The Chew	CBS Evening News (Pelley)	Today (Guthrie/Kotb/Roker)	Days of Our Lives	NBC Nightly News (Holt)		General Hospital			Let's Make a Deal			The Price is Right			The Talk			The View			The Young and the Restless	
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<p>Television - Sports Program Viewership</p>	<p>ADDED new Q to collect TV sport program viewership (last season). Please select any of the following sports that you regularly watched on television during their last season.</p> <table border="0" data-bbox="582 1794 1380 2033"> <tr> <td>Auto racing - Formula 1</td> <td>Figure Skating</td> <td>NHL Hockey</td> </tr> <tr> <td>Auto racing - NASCAR</td> <td>Golf</td> <td>Professional Boxing</td> </tr> <tr> <td>College Baseball</td> <td>Horse Racing</td> <td>Soccer</td> </tr> <tr> <td>College Basketball</td> <td>MLB Baseball</td> <td>Tennis</td> </tr> <tr> <td>College Football</td> <td>NBA Basketball</td> <td>Track & Field</td> </tr> <tr> <td>Extreme Sports</td> <td>NFL Football</td> <td></td> </tr> </table>	Auto racing - Formula 1	Figure Skating	NHL Hockey	Auto racing - NASCAR	Golf	Professional Boxing	College Baseball	Horse Racing	Soccer	College Basketball	MLB Baseball	Tennis	College Football	NBA Basketball	Track & Field	Extreme Sports	NFL Football																																											
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Television - Streaming Services or Apps	<p>ADDED new Q: <i>Which of these streaming services or apps have you used to stream television programming in the last month?</i></p> <p>Amazon Video/Amazon Prime Video Hulu Netflix Sling TV TV network or cable channel app (e.g., CBS All Access, HBO Now) Other</p>
Television - Commercial or Commercial-free Viewing	<p>ADDED 2 new Qs:</p> <p>1. <i>Thinking about all the time you spend watching television or streaming TV/movies on any device, use the slider below to indicate how you typically watch.</i></p> <p>Only watch programming with commercials (may or may not skip them) Watch with commercials and commercial-free equally Only watch commercial-free programming (e.g., Netflix, Hulu Plus No Commercials)</p> <p>2. <i>When you watch programming pre-recorded with a DVR, how often do you skip the commercials?</i></p> <p>Frequently Occasionally Seldom/Never</p>
Television - TV Genres	<p>ADDED 2 new TV Genres:</p> <p>1. Court Shows 2. News - Evening newscasts between 4pm-7pm (e.g., ABC World News, CBS Evening News)</p>
Television - TV Genres	<p>CHANGED 2 TV Genres:</p> <p>1. Devotional/Religious (e.g., 700 Club) changed to "Faith-based/Religious (e.g., 700 Club, Joseph Prince)" 2. News - Local/National/World (e.g., Today, ABC World News Tonight, CNN) changed to "News - Other Local/National/World (e.g., Today, CBS This Morning, Hannity)"</p>
Television - TV Networks	<p>ADDED 3 new TV Networks:</p> <p>1. Adult Swim 2. NBC Sports Network 3. NFL Network</p>
Television - TV Networks	<p>CUT TV Network:</p> <p>1. FYI</p>
Television - TV Networks	<p>CHANGED 4 TV Networks:</p> <p>1. American Heroes Channel changed to "AHC (American Heroes Channel)" 2. LMN changed to "Lifetime Movies (formerly LMN)" 3. National Geographic Channel changed to "National Geographic" 4. Science Channel changed to "Science"</p>
Internet & Mobile - Websites	<p>ADDED 3 new websites:</p> <p>1. redditt.com 2. self.com 3. tumblr.com</p>
Internet & Mobile - Websites	<p>CUT 1 website:</p> <p>1. about.com</p>
Internet & Mobile - Online General Activities	<p>ADDED new response item: Listened to or viewed podcasts</p>

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Devices Own/Regularly Use	ADDED new response item: Voice-enabled virtual assistants (e.g., Amazon Echo, Google Home)
Device Ownership - Time Spent on a Mobile Device	ADDED new Q to parse out mobile within Internet usage for channel time spent allocation: <i>On average, what percentage of the time you spend on the Internet/online is done using a mobile device (smartphone or tablet)?</i> Select from 0% - 100%
Internet & Mobile - Website Visitation Frequency	CHANGED response list, expanded to include options to identify heavy users. <i>How often do you visit these websites, on average?</i> 4+ times per day 2-3 times per day 1 time per day 2-3 times per week 2-3 times per month 1 time per month Less than 1 time per month I have not visited this website in the last 6 months
Radio - Genres	CUT Q: <i>What types of radio programs have you listened to the last 7 days?</i>
Time Spent with Media – Radio, TV and Internet on Any Device	EXPANDED categories to include options for identifying heavy users on media channels. Zero Less than 0.5 hours 0.5 hours to less than 1.0 hours 1.0 hours to less than 1.5 hours 1.5 hours to less than 2.0 hours 2.0 hours to less than 3.0 hours 3.0 hours to less than 4.0 hours 4.0 hours to less than 5.0 hours 5.0 hours to less than 6.0 hours 6.0 hours to less than 7.0 hours 7.0 hours to less than 8.0 hours 8.0 hours or greater
Time Spent with Media – Internet on a Mobile Device	ADDED 'Internet on a Mobile Device – Hours Spent Per Day' as a subset of 'Time Spent with Media – Internet on Any Device'. Categories included: Zero Less than 0.5 hours 0.5 hours to less than 1.0 hour 1.0 hours to less than 1.5 hours 1.5 hours to less than 2.0 hours 2.0 hours to less than 3.0 hours 3.0 hours to less than 4.0 hours 4.0 hours to less than 5.0 hours 5.0 hours to less than 6.0 hours 6.0 hours to less than 7.0 hours 7.0 hours to less than 8.0 hours 8.0 hours or greater
Media Quintiles – Internet on a Mobile Device	ADDED : 'Internet on a Mobile Device Quintiles' as a subset of 'Internet on Any Device Quintiles'

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<p>Mobile Device - where Used</p>	<p>CUT Q:</p> <p><i>In the last 6 months, where have you used a mobile device (smartphone or tablet) to access online health-related information?</i></p> <p>Healthcare provider's office/waiting room Drug store or pharmacy Hospital or clinic Home Someplace else Nowhere in the last 6 months</p>
<p>Web-Connected Wireless Devices</p>	<p>CUT 2 Q's about wireless devices:</p> <p><i>1. Have you ever used a web-connected wireless device to monitor your fitness, health or a medical condition?</i></p> <p>Yes, I currently use one of these devices on a regular basis I own a device but have not used in the last 30 days I own a device but either stopped using it more than 30 days ago or never started No, I don't own one but would consider No, I have no interest in owning or using this type of device</p> <p><i>2. Have you ever used any of the following products?</i></p> <p>Web-connected fitness sensors Web-connected sleep trackers Web-connected blood pressure sensors Web-connected glucose monitors Web-connected scales None of these</p>
<p>Health Insurance</p>	<p>CUT 6 Q's about health insurance:</p> <p><i>1. Have you switched health insurance plans in the last 12 months?</i></p> <p>Yes/No</p> <p><i>2. Why did you switch health insurance plans?</i></p> <p>Benefits of the new plan are better for current needs Family or household change Employer changed plan provider or plan offer Job loss or job change Needed a less expensive plan to fit my budget Old plan was not qualified under the Affordable Care Act (ACA, "Obamacare") Other reason</p> <p><i>3. Do you currently have health insurance for the first time because of the Affordable Care Act (ACA, "Obamacare")?</i></p> <p>Yes/No</p> <p><i>4. Why do you not currently have health insurance?</i></p> <p>I can cover my healthcare costs out of my own pocket I'm healthy, I don't need insurance I don't qualify for the Affordable Care Act (ACA, "Obamacare") Costs too much Other reason</p> <p><i>5. Do you plan to sign up for health insurance in the next 12 months?</i></p> <p>Yes/No</p> <p><i>6. Which of the following applies to the type of health insurance you have?</i></p> <p>I must go through my primary care physician for referrals I use an HSA/FSA to help pay for medical expenses I choose physicians based on if they are in-network I choose to see a specific, out-of-network physician at a higher cost None of these</p>

<u>Section of Questionnaire</u>	<u>Description of Changes</u>
Healthcare Advertising - where Seen/Heard	ADDED new response item: On a mobile device (smartphone or tablet)
Anti-Aging	CUT Q: <i>Which of the following procedures have you ever had or would you ever consider having?</i> Botox injections Injectable dermal fillers Eyelash enhancement Joint replacement (hip, knee)
Sports & Leisure	ADDED new response items: Go to the movies, Crossword puzzles/word games CUT : Hockey