

MARS Consumer Health Study

Summary of Content Changes: 2019 to 2020

Section of Questionnaire	Description of Changes
Conditions	<p>CUT 6 conditions:</p> <ol style="list-style-type: none"> 1. Athlete's Foot 2. Bronchitis [Note: Chronic Bronchitis and Emphysema are still being measured under COPD as "COPD (including Chronic Bronchitis and Emphysema)"] 3. Gas 4. Headache (non-migraine) 5. Nail Fungus 6. Tired/Run Down Feeling
Conditions - Alignment with Weighting Sources	<p>CHANGED 14 condition names to align with government sources used for weighting:</p> <ol style="list-style-type: none"> 1. "Adult Acne" to "Acne" 2. "Age Related Memory Loss" to "Age Related Memory Loss (moderate or severe)" 3. "Anxiety" to "Anxiety (frequently felt anxious, nervous, or worried)" 4. "Atrial Fibrillation (A-Fib)" to "Atrial Fibrillation (A-Fib) or Arrhythmia" 5. "Constipation/Irregularity" to "Constipation/Irregularity (More than one episode)" 6. "Coronary artery disease" to "Coronary Artery Disease/CAD (sometimes called "hardening" or "clogging" of the arteries)" 7. "Diabetic Nerve Pain/Neuropathy" to "Diabetic Nerve Pain" 8. "Erectile Difficulty" to "Erectile Difficulty (More than one episode)" 9. "Hypothyroidism" to "Hypothyroidism/Low Thyroid Function" 10. "Lupus (SLE)" to "Lupus" 11. "Menopause" to "Menopause (more than 12 months since your last period)" 12. "Osteoarthritis" to "Osteoarthritis/Degenerative arthritis" 13. "Restless Leg Syndrome (RLS)" to "Restless Leg Syndrome (RLS) (also called Willis Ekbohm Disease)" 14. "Sleep Apnea" to "Sleep Apnea (frequently gasp or stop breathing while asleep)" <p>CHANGED 8 conditions from experience in "last 12 months" to "ever experienced":</p> <ol style="list-style-type: none"> 1. Depression 2. Cataracts 3. Dry Eye 4. Glaucoma 5. Macular degeneration 6. Endometriosis 7. Uterine Fibroids 8. Overactive Bladder <p>CHANGED 1 condition from "ever experienced" to "last 12 months":</p> <ol style="list-style-type: none"> 1. Pneumonia <p>CHANGED the age filter for who sees the birth control questions. New filter: female and have not experienced menopause and age 18-49 (previously age 18-54)</p>
Conditions - At Risk	<p>ADDED 2 more conditions for Condition At Risk question: <i>Which of these conditions do you feel at risk for getting in the future?</i></p> <ol style="list-style-type: none"> 1. Alzheimer's Disease 2. High Cholesterol <p>CUT 2 conditions from Condition At Risk question due to low in-tab:</p> <ol style="list-style-type: none"> 1. Hepatitis C 2. Seizures/Epilepsy
Conditions - Severity	<p>ADDED 2 more conditions for Condition Severity question: <i>How would you rate the severity of your <condition>?</i></p> <ol style="list-style-type: none"> 1. Gout 2. Menstrual Cramps/PMS
Conditions - When Diagnosed	<p>ADDED 1 more condition for Condition When Diagnosed question: <i>When were you first diagnosed with <condition>?</i></p> <ol style="list-style-type: none"> 1. Gout
Conditions - Diabetes-related Complications or Conditions	<p>CUT response option:</p> <ol style="list-style-type: none"> 1. Diabetic nerve pain/Neuropathy
Conditions - Other Family Members	<p>ADDED new condition to "Health or medical conditions currently experienced by anyone in your family":</p> <ol style="list-style-type: none"> 1. Acne

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Women's Health - Birth Control	<p>ADDED new Q: <i>Which of these long-term methods of birth control have you used in the last 12 months?</i></p> <ol style="list-style-type: none"> 1. Implant 2. IUD 3. Patch 4. Ring 5. Shot
Treatments - Satisfied with Rx	<p>ADDED new condition to Satisfaction with Rx question: <i>How satisfied are you with your prescription drug treatment for <condition>?</i></p> <ol style="list-style-type: none"> 1. Gout
Treatments - Allergies	<p>ADDED "Immunotherapy (tablets or shots)" to custom treatment list.</p> <p>CUT "Allergy shots" from the custom treatment list.</p>
Treatments - Menopause	<p>ADDED 5 new response options to custom treatment list:</p> <ol style="list-style-type: none"> 1. Injections 2. Oral hormone therapy 3. Oral non-hormonal treatment 4. Transdermal/skin patch, spray or gel 5. Vaginal estrogen insert or cream
Treatments - Diabetes	<p>ADDED 2 new response options to custom treatment list:</p> <ol style="list-style-type: none"> 1. Non-insulin injectable 2. Oral medication <p>CUT "Injections" from the custom treatment.</p>
Treatments - Psoriasis	<p>ADDED 2 new response options to custom treatment list for Psoriasis:</p> <ol style="list-style-type: none"> 1. Infusion therapy 2. Topical medication
Treatments - Infusion Therapy	<p>ADDED 'Infusion therapy' to custom treatment list for 9 conditions:</p> <ol style="list-style-type: none"> 1. Ankylosing Spondylitis 2. Psoriatic arthritis 3. Rheumatoid arthritis (RA) 4. Crohn's disease 5. Ulcerative colitis 6. Lupus 7. Multiple Sclerosis 8. Osteoporosis 9. Psoriasis
Treatments - Inhaler	<p>ADDED 'Inhaler' to custom treatment list for 2 conditions:</p> <ol style="list-style-type: none"> 1. Asthma 2. COPD (including Chronic Bronchitis and Emphysema)
Treatments - Injections	<p>CUT "Injections" from the custom treatment list for 1 condition:</p> <ol style="list-style-type: none"> 1. Bipolar Disorder
Treatments - Medical Marijuana	<p>ADDED 'Medical Marijuana' to custom treatment list for 3 more conditions:</p> <ol style="list-style-type: none"> 1. Anxiety 2. Crohn's disease 3. Post Traumatic Stress Disorder (PTSD)
Treatments - Psychological Therapy/Counseling	<p>CUT "Psychological therapy/counseling" from the custom treatment list for 2 conditions:</p> <ol style="list-style-type: none"> 1. COPD (including Chronic Bronchitis and Emphysema) 2. Erectile Difficulty
Treatments - Surgery	<p>CUT "Surgery" from the custom treatment list for 5 conditions:</p> <ol style="list-style-type: none"> 1. Erectile Difficulty 2. Gout 3. Low Testosterone 4. Lupus 5. Psoriatic arthritis

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Treatments - Medical Marijuana and Cannabidiol/CBD	<p>ADDED new Q:</p> <p><i>Would you consider using any of the following as a treatment option if legally available or recommended by your doctor?</i></p> <ol style="list-style-type: none"> 1. Medical marijuana 2. Cannabidiol/CBD (oil, cream, edibles, etc.) 3. Would not consider using
Medical Professionals - Seen in last 12 months	<p>ADDED new response option:</p> <ol style="list-style-type: none"> 1. Nephrologist <p>CUT response option:</p> <ol style="list-style-type: none"> 1. Acupuncture/Acupressure Practitioner
Medical Tests - Had in last 12 months	<p>ADDED 2 new response options:</p> <ol style="list-style-type: none"> 1. Cardiac/heart tests (e.g., EKG, stress test, etc.) 2. CT scan <p>CUT 2 response options:</p> <ol style="list-style-type: none"> 1. Blood pressure 2. Eye exam <p>CHANGED response option:</p> <ol style="list-style-type: none"> 1. STD to "STD/STI (e.g., chlamydia, genital herpes, HPV)"
Types of Vitamins or Mineral Supplements - Used in last 12 months	<p>CUT 2 response options:</p> <ol style="list-style-type: none"> 1. Niacin (vitamin B3) 2. Selenium
Vitamins or Mineral Supplements - Reasons Used	<p>ADDED new response option:</p> <ol style="list-style-type: none"> 1. Prenatal health
Publications - Consumer Magazines	<p>CUT 11 magazines:</p> <ol style="list-style-type: none"> 1. Cooking Light 2. ESPN The Magazine 3. Family Circle 4. Glamour 5. Men's Journal 6. Money 7. Redbook 8. Soap Opera Digest 9. Traditional Home 10. The Week 11. WW magazine (formerly Weight Watchers Magazine)
Publications - Consumer Magazine Websites Visited	<p>CHANGED 2 magazine websites:</p> <ol style="list-style-type: none"> 1. rachaelray.com to "rachaelraymag.com" 2. oprah.com to "oprahmag.com"
Publications - Other Health Pubs	<p>CHANGED WebMD print and digital issues are now asked with Consumer Magazines instead of Other Health Pubs. Webmd.com site will continue to be asked with general Internet websites.</p>
Publications - Other Health Pubs, Issues Read	<p>CUT Q:</p> <p><i>Have you read or looked into a printed paper issue of the publications below in the last two or three months?</i></p> <p>Yes/No</p> <p>Note: MARS study will continue measuring the six month readership of other health pubs, but will no longer ask the recency question above.</p>

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Radio/Music - Streaming Services	<p>ADDED new Q: <i>What music or radio streaming services do you listen to?</i></p> <ol style="list-style-type: none"> 1. Pandora 2. Amazon Music (Unlimited or Prime) 3. Spotify 4. iHeartRadio 5. Apple Music 6. SiriusXM 7. Other 8. I do not listen to streaming radio/music
Television - TV Programs (Weekly)	<p>ADDED 3 new TV Programs:</p> <ol style="list-style-type: none"> 1. Chicago Fire 2. The Good Doctor 3. Manifest <p>CUT 3 TV Programs:</p> <ol style="list-style-type: none"> 1. Big Bang Theory 2. Elementary 3. Life In Pieces
Television - Streaming Services or Apps	<p>ADDED 2 new response options:</p> <ol style="list-style-type: none"> 1. Apple TV+ 2. Disney+ <p>CUT response option:</p> <ol style="list-style-type: none"> 1. Sling TV
Internet & Mobile - Websites	<p>ADDED 6 new websites:</p> <ol style="list-style-type: none"> 1. cookinglight.com 2. delish.com 3. glamour.com 4. hellogiggles.com 5. medicalnewstoday.com 6. snapchat.com <p>CUT 2 websites:</p> <ol style="list-style-type: none"> 1. hopkinsmedicine.org 2. ww.com (formerly weightwatchers.com) <p>CHANGED website:</p> <ol style="list-style-type: none"> 1. verywell.com (formerly About.com/Health) to “verywellhealth.com”
Internet & Mobile - General Online Activities	<p>ADDED new general online activity:</p> <ol style="list-style-type: none"> 1. Used a voice assistant on your mobile device (e.g., Siri, Google Assistant)
Internet & Mobile – Health-Related Mobile Apps Used	<p>CHANGED mobile app:</p> <ol style="list-style-type: none"> 1. Stress/Relaxation to “Stress/Relaxation/Meditation”
Healthcare Advertising - Where Seen or Heard	<p>CUT response option:</p> <ol style="list-style-type: none"> 1. In a magazine in the Sunday newspaper (e.g., Parade, USA Weekly)

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Smart Speakers	<p>ADDED new Q: <i>How do you typically use your smart speakers (e.g., Amazon Echo, Google Home, etc.)?</i></p> <ol style="list-style-type: none"> 1. Ask general questions or play games (e.g., sports scores, history, trivia, jokes, etc.) 2. Ask health-related questions (e.g., find a doctor or clinic, how to treat a condition, etc.) 3. Check the weather 4. Follow the news 5. Listen to music, streaming radio, audiobooks, or podcasts 6. Make calls 7. Online shopping 8. Set general reminders/alarms 9. Set health-related reminders (e.g., take medication, refill prescriptions, doctor appointments) 10. Smart home commands (e.g., control lights, security, thermostat) 11. Other ways <p>ADDED new response option “On a smart speaker (e.g., Amazon Echo, Google Home)” for Q: <i>In the last 12 months, where have you seen or heard any healthcare advertising?</i></p>
Attitudes & Opinions - Anti-Aging	<p>ADDED new response option: 1. I would consider non-surgical cosmetic treatments or procedures (botox, fillers, laser treatments, peels, coolsculpting, body contouring, etc.)</p>
Attitudes & Opinions - Health Insurance	<p>ADDED new Q: <i>How much do you agree or disagree?</i></p> <ol style="list-style-type: none"> 1. The high cost of healthcare prevents me from being as healthy as I would like 2. I'm willing to pay more for high quality health insurance
Sports & Leisure	<p>ADDED new response option: 1. Spend time with pets</p> <p>CUT response option: 1. Ice Skating</p>

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Drug Brand Cuts	<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>Acne: 1. Evoclin</p> <p>Anaphylaxis/Severe allergy: 1. Adrenalin</p> <p>Ankylosing Spondylitis: 1. Remicade</p> <p>Blood clots in the legs (DVT) or Pulmonary Embolism (PE): 1. Ecotrin</p> <p>Cardiovascular/Heart Disease: 1. Ecotrin</p> <p>Children_ADD/ADHD: 1. Tenex</p> <p>COPD (including Chronic Bronchitis and Emphysema): 1. Brovana 2. Qvar</p> <p>Eczema: 1. Kenalog 2. Jergens 3. Olay 4. TriCalm</p> <p>High Cholesterol: 1. Ecotrin</p> <p>HIV: 1. Reyataz 2. Stribild</p> <p>Hypertension/High Blood Pressure: 1. Tenex 2. Ecotrin</p> <p>Low Testosterone: 1. Axiron</p> <p>Lupus: 1. Benlysta</p> <p>Menopause [Note: Rx brand list was replaced with custom treatment types noted above]: 1. Estrace 2. Estring 3. Premarin 4. Prempro</p> <p>Psoriasis: 1. Dovonex 2. Tazorac</p> <p>Type 1 diabetes: 1. Glucagon 2. Tanzeum</p> <p>Women's Health (Oral Contraceptives/Pills): 1. Beyaz</p>