

MARS Consumer Health Study

Summary of Content Changes: 2018 to 2019

Section of Questionnaire	Description of Changes																								
Conditions - Anxiety	<p>CHANGED: “Anxiety” will be measured only at the net level, not by type.</p> <p>CUT TYPES OF ANXIETY DISORDERS:</p> <ol style="list-style-type: none"> 1. Panic disorder 2. Social anxiety disorder 3. Other anxiety 																								
Conditions - Crohn's Disease, Ulcerative Colitis	<p>CHANGED: Net condition “Inflammatory Bowel Disease/IBD (including Crohn's and Colitis)” will not be reported in 2019. Instead, “Crohn's Disease” and “Ulcerative Colitis” will be measured and reported individually. Clients will be able to manually net these conditions together if needed.</p> <p>Prior to 2019 MARS, most data collection and reporting were done at the net level - “Inflammatory Bowel Disease/IBD (including Crohn's and Colitis)”, not by individual type of IBD.</p>																								
Conditions - Insomnia/Sleep Apnea/Other sleeping difficulty	<p>CHANGED: “Insomnia”, “Sleep apnea” and “Other sleeping difficulty” will be measured and reported as individual conditions.</p> <p>Prior to 2019 MARS, “Sleeping difficulty/Insomnia” was captured only at a net level, and “Sleep apnea” was only asked if sleeping difficulty had been experienced.</p>																								
Conditions - Diabetes	<p>ADDED new follow-up Q for Diabetes: <i>What features are important to you when choosing a glucose meter/monitoring system?</i></p> <table border="0" data-bbox="539 1115 1444 1473"> <tr> <td>Alternate site testing</td> <td>Compact size/portability</td> <td>Results are uploaded automatically to share with doctor/other</td> </tr> <tr> <td>Automatic coding of test strips</td> <td>Connects directly to my smartphone</td> <td>Single device monitors blood glucose AND blood pressure or blood ketone levels</td> </tr> <tr> <td>Bluetooth capability</td> <td>Continuous 24/7 monitoring</td> <td>Syncs with fitness, diet or medication trackers/apps</td> </tr> <tr> <td>Communicates wirelessly with insulin pump</td> <td>No finger pricks</td> <td>Provides insights such as patterns, averages, or estimated HbA1C levels</td> </tr> <tr> <td></td> <td></td> <td>Other features</td> </tr> </table> <p>CUT follow-up Q for Diabetes: <i>Which of these blood glucose meters do you currently own?</i></p> <table border="0" data-bbox="539 1579 1444 1664"> <tr> <td>Accu-Chek</td> <td>Contour</td> <td>OneTouch</td> </tr> <tr> <td>Ascensia</td> <td>FreeStyle</td> <td>TRUE</td> </tr> <tr> <td>Breeze</td> <td>iBGStar</td> <td>WaveSense</td> </tr> </table>	Alternate site testing	Compact size/portability	Results are uploaded automatically to share with doctor/other	Automatic coding of test strips	Connects directly to my smartphone	Single device monitors blood glucose AND blood pressure or blood ketone levels	Bluetooth capability	Continuous 24/7 monitoring	Syncs with fitness, diet or medication trackers/apps	Communicates wirelessly with insulin pump	No finger pricks	Provides insights such as patterns, averages, or estimated HbA1C levels			Other features	Accu-Chek	Contour	OneTouch	Ascensia	FreeStyle	TRUE	Breeze	iBGStar	WaveSense
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Conditions - Pain	<p>ADDED 2 conditions to Pain-Related question: <i>Is any of the pain you experienced during the last 12 months a symptom of any of these conditions?</i></p> <ol style="list-style-type: none"> 1. Crohn's disease 2. Ulcerative colitis 																								

Section of Questionnaire	Description of Changes
Conditions – Women’s Health	<p>ADDED 5 conditions:</p> <ol style="list-style-type: none"> 1. Endometriosis 2. Infertility 3. Uterine Fibroids 4. Dyspareunia (painful intercourse) (previously only asked as a side effect of menopause) 5. Vaginal atrophy or dryness (previously only asked as a side effect of menopause) <p>ADDED all conditions listed above with the exception “Vaginal atrophy or dryness” to Professionally Diagnosed question.</p> <p>ADDED new Q (if experienced dyspareunia or vaginal atrophy/dryness):</p> <p><i>Have you used an over-the-counter personal lubricant or vaginal moisturizer (e.g., Replens, KY) in the last 12 months?</i></p> <p>Yes/No</p> <p>ADDED new Q:</p> <p><i>What is the most important factor when choosing a birth control option for yourself?</i></p> <p>How effective it is (risk of pregnancy) How long it lasts or how easily it can be reversed Cost Convenience (e.g., easy to use, need to plan ahead, prescription required) Side effects Health benefits (e.g., reduced risk of STD's, lighter periods) Religious or cultural beliefs It's my partner's preferred method Other factor</p> <p>CUT Q:</p> <p><i>Have you experienced any of the following as a side-effect or symptom of menopause?</i></p> <p>Dyspareunia (painful intercourse) (now asked with conditions ever experienced Q) Hot flashes Night sweats Vaginal atrophy or dryness (now asked with conditions ever experienced Q)</p>
Other Conditions	<p>CUT 2 conditions:</p> <ol style="list-style-type: none"> 1. Cold sores/Canker sores 2. Hair Loss
Conditions - Severity	<p>ADDED 5 more conditions for Condition Severity question: <i>How would you rate the severity of this condition?</i></p> <ol style="list-style-type: none"> 1. Cardiovascular/heart disease 2. COPD 3. Crohn’s disease 4. Diabetes 5. Ulcerative colitis
Treatments - Injections	<p>ADDED “Injections” to custom treatment list for 4 more conditions:</p> <ol style="list-style-type: none"> 1. Anemia 2. Cardiovascular/Heart Disease 3. Eye disease or Dry Eye 4. Pneumonia
Treatments - Medical Marijuana	<p>ADDED ‘Medical Marijuana’ to custom treatment list for 1 more condition:</p> <ol style="list-style-type: none"> 1. Seizures/Epilepsy

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Treatments - Satisfied with Rx	<p>ADDED 4 conditions 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. Cancer 2. Type 1 Diabetes 3. Type 2 Diabetes 4. HIV <p>NOTE for Diabetes: Prior to 2019 MARS, this question was asked only at a net level. Going forward it will be asked by type of diabetes.</p>
Treatments - Generic Rx	<p>CHANGED:</p> <p>The response list for the treatment question “<i>How are you treating <condition>?</i>” was updated in 2019 to combine Branded Prescription and Generic Prescription treatments into a single “Prescription drugs” response option. This was done in an effort to eliminate logical inconsistencies in the data (i.e., respondents who selected Generic Rx as a type of treatment but when presented with the condition-specific drug list that included a “Generic Rx” response option, selected only branded drugs/not generic). As a result, in 2019 Generic Rx is no longer reported with Treatments but can be found under Prescription & Non-Prescription Drugs for a particular condition.</p>
Drug brand cuts	<p>CUT Rx brand list for infections/antibiotics</p> <p>CUT:</p> <ol style="list-style-type: none"> 1. Various condition-specific Rx and OTC brands were cut based on low intab counts over multiple years. 2. Some formularies eliminated. Examples: “Advil Cold & Flu” --> Now Advil “Tylenol 8 Hour” --> Now “Tylenol” “Excedrin Migraine” --> Now “Excedrin”
Drugs – take OTC/Rx at same time	<p>CUT Q:</p> <p><i>How often do you take non-prescription drugs (including aspirin) at the same time you take prescription medication?</i></p> <p>Very often Often Sometimes Never</p>
Vaccine brands – Pneumonia, HPV	<p>ADDED new Q:</p> <p><i>Which of these pneumonia vaccinations you, yourself, have received in the last 12 months?</i></p> <p>Pneumovax 23 Pevnar 13 Other pneumonia vaccine</p> <p>CUT Q:</p> <p><i>Which of these HPV vaccinations you, yourself, have received in the last 12 months?</i></p> <p>NOTE: HPV is still included on the MARS list of types of vaccines received in the last 12 months, we just cut the brand question because Gardasil is currently the only HPV vaccine available in the U.S. (since Oct. 2016).</p> <p>Cervarix Gardasil Other HPV vaccine</p>
Medical Professionals - Seen in last 12 months	<p>CUT 4 Types of Medical Professionals:</p> <ol style="list-style-type: none"> 1. Periodontist 2. Hematologist 3. Obstetrician 4. Surgeon – Cosmetic/Plastic

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Medical Services - Received in last 12 months	ADDED new response option: 1. Doctor's office (private or group practice)
Telemedicine - Would Consider	ADDED new Q: <i>Telemedicine is the use of technology to provide health care from a distance using a smartphone, tablet or computer. Would you ever consider using telemedicine or a virtual/online doctor visit, if this was an available option for you?</i> Yes/No
Publications - Consumer Magazines	CUT 7 magazines: 1. FamilyFun 2. Fit Pregnancy and Baby (formerly American Baby) 3. Kiplinger's Personal Finance 4. Latina 5. Men's Fitness 6. Outdoor Life 7. Popular Science
Publications - Consumer Magazines	SUPPRESSED 6 magazines: 1. Glamour 2. Men's Journal 3. Redbook 4. Soap Opera Digest 5. The Week 6. WW Magazine (formerly Weight Watchers Magazine)
Publications - Consumer Magazine Websites Visited	CHANGED 6 magazine websites: 1. bloomberg.com/businessweek to "bloomberg.com" 2. foodnetwork.com/magazine to "foodnetwork.com" 3. hgtvmagonline.com to "hgtv.com" 4. insider.espn.com/insider/espn-the-magazine to "espn.com" 5. legion.org/magazine to "legion.org" 6. parents.com/parents-magazine to "parents.com"
Publications - Consumer Magazine Websites Visited	SUPPRESSED 11 magazine websites: 1. Cooking with Paula Deen 2. Diabetes Forecast 3. Family Circle 4. First for Women 5. Guideposts 6. People en Español 7. Rachael Ray Every Day 8. Saturday Evening Post 9. Star Magazine 10. Traditional Home 11. Women's World
Publications - Other Health Pubs	CUT 1 Other health publication: 1. Health Monitor
Publications - Other Health Pubs	CHANGED 2 other health publication titles: 1. Neurology Now to "Brain & Life (formerly Neurology Now)" 2. Diabetes Self-Management (with Diabetic Cooking insert) to "Diabetes Self-Management"
Television - TV Genres	ADDED 2 new TV Genres: 1. Comedy/Variety (e.g., America's Funniest Home Videos) 2. True Crime (e.g., 48 Hours, Snapped)
Television - TV Genres	CHANGED TV Genre: "Audience Participation/Game Shows" will be broken out by daytime/evening and measured as: Daytime Game Shows (e.g., The Price is Right) Evening Game Shows (e.g., Family Feud)

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Television - TV Networks	<p>ADDED 3 new TV Networks:</p> <ol style="list-style-type: none"> 1. ID (Investigation Discovery) 2. INSP 3. MeTV
Television - TV Networks	<p>CUT 4 TV Networks:</p> <ol style="list-style-type: none"> 1. DIY Network 2. Pop 3. TV One 4. UniMás
Television - TV Networks	<p>CHANGED 3 TV Network names:</p> <ol style="list-style-type: none"> 1. Lifetime Movies (formerly LMN) changed to "Lifetime Movies" 2. NBC Sports Network changed to "NBCSN" 3. Spike changed to "Paramount Network (formerly Spike)"
Television - TV Programs (Weekly)	<p>ADDED 2 new TV Programs:</p> <ol style="list-style-type: none"> 1. American Idol 2. S.W.A.T.
Television - TV Programs (Weekly)	<p>CUT 2 TV Programs:</p> <ol style="list-style-type: none"> 1. Kevin Can Wait 2. Scorpion
Television - TV Programs (Weekday)	<p>ADDED new TV Program:</p> <ol style="list-style-type: none"> 1. Live with Kelly and Ryan
Television - TV Programs (Weekday)	<p>CUT TV Program:</p> <ol style="list-style-type: none"> 1. The Chew
Television – Platforms Used and Proportion of TV Viewing	<p>ADDED new Q:</p> <p><i>Which types of television do you watch?</i></p> <p>Live broadcast television using an antenna or ‘over the air’ Live broadcast television using cable, satellite or telephone companies for TV/video service Recorded TV/DVR Streaming services/Video on Demand (VoD)</p> <p>ADDED new Q:</p> <p><i>In a typical week, what proportion of your television viewing time is spent watching each of the following?</i></p> <p>Live network TV Live cable TV Recorded TV/DVR Streaming/Video on Demand</p> <p>NOTE: Responses will add up to 100%</p> <p>CUT Q:</p> <p><i>What services does your household subscribe to or use for watching television?</i></p> <p>Streaming services (e.g., Netflix, hulu, iTunes, YouTube) Cable, satellite or telephone company services Premium channels (e.g., HBO, Showtime) Antenna or “over the air” Video on Demand or Pay-Per-View DVR (recorded television/movies)</p>

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Television - Streaming Services or Apps	<p>ADDED 7 new TV streaming services/apps:</p> <p><i>What streaming services or apps have you used in the last month?</i></p> <ol style="list-style-type: none"> 1. Amazon Prime Video 2. CBS All Access - NEW 3. Direct TV Now - NEW 4. HBO Now – NEW 5. Hulu 6. Netflix 7. Showtime – NEW 8. Sling TV 9. Sony Crackle - NEW 10. Sports streaming channels/major league apps (e.g., ESPN+, MLB.TV) - NEW 11. YouTube TV (includes access to live and cable TV content) - NEW
Internet & Mobile - Websites	<p>ADDED 2 new websites:</p> <ol style="list-style-type: none"> 1. amazon.com 2. linkedin.com
Internet & Mobile - Websites	<p>CHANGED website URL:</p> <ol style="list-style-type: none"> 1. verywell.com to “verywell.com (formerly About.com/Health)”
Internet & Mobile - Websites	<p>CUT 6 websites:</p> <ol style="list-style-type: none"> 1. bing.com 2. diabeticlivingonline.com 3. lifescrpt.com 4. vitals.com 5. weather.com 6. weightwatchers.com
Internet & Mobile - Websites	<p>SUPPRESSED 1 website:</p> <ol style="list-style-type: none"> 1. diabetesselfmanagment.com
Internet & Mobile - Health-related Online Activities	<p>ADDED 1 new health-related online activity:</p> <p>Watched online videos to learn more about symptoms, conditions or treatments</p> <p>NOTE: This activity was added as a possible substitute for the following attitude statement that has been cut: “Online videos help me understand complicated subjects.” See “Attitudes & Opinions” section for more details.</p>
Internet & Mobile - General Online Activities	<p>ADDED 4 new general online activities:</p> <ol style="list-style-type: none"> 1. Caught up on local news 2. Caught up on national news/politics 3. Caught up on sports news 4. Caught up on celebrity news/gossip
Internet & Mobile - General Online Activities	<p>CUT 2 general online activities:</p> <ol style="list-style-type: none"> 1. Caught up on local or national news 2. Looked up directions or maps
Internet & Mobile - Social Media	<p>ADDED new Q:</p> <p><i>On average, what percentage of the time you spend on the Internet is spent on social media (e.g., Facebook, Instagram, Twitter)?</i></p> <p>Select from 0% - 100%</p> <p>ADDED new social media site to list for “websites visited in the last 6 months”:</p> <p>Linkedin.com</p> <p>ADDED new response item for “Where have you seen or heard any healthcare advertising in the last 12 months?”</p> <p>On social media</p>
Devices Owned/Regularly Used	<p>ADDED new response item: Wearable fitness tracker: smartwatch, activity band or clip-on (e.g., Fitbit, Garmin Vivo)</p>
Devices Owned/Regularly Used	<p>CUT response item: e-Reader (e.g., Kindle, Nook)</p>

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Healthcare Advertising - Actions Taken after seeing/hearing ads	CUT response item: Asked your dentist for product sample or additional information
Diet & Nutrition - Types of Food Eaten	ADDED new response item: Nutritional drinks/shakes (e.g., Boost, Glucerna)
Diet & Nutrition - Programs	<p>CHANGED response item: 1. Weight Watchers to “WW (formerly Weight Watchers)”</p> <p>CUT 3 response items: 1. DASH Diet 2. Jenny Craig 3. Prescription weight loss drugs</p>
Information Sources	<p>CHANGED 3 Point of Care sources consolidated into one combined source: NEW – COMBINED SOURCE: “Brochures, posters, other health education materials in a doctor’s office/waiting room” OLD – INDIVIDUAL SOURCES CUT: 1. “Brochures/pamphlets in a healthcare professional’s office” 2. “Posters/wallboards in a healthcare professional’s office” 3. “Brochures, wallboards or other information in a healthcare professional’s exam room”</p> <p>CUT 6 information sources: 1. Ad/brochures in grocery stores 2. Reference websites with user-generated content (e.g. Wikipedia) 3. Online blogs/vlogs 4. Medical journals 5. In-person support groups 6. Posters/wallboards at bars or nightclubs</p>
Attitudes & Opinions	<p>CHANGED 3 statements revised: 1. OLD: “I first try to remedy my illness with a non-prescription medicine before seeing a doctor” NEW: “I prefer to try OTC remedies before seeking prescriptions” 2. OLD: “I’d rather download an app than look for health-related information or tools on a website” NEW: “I prefer using apps instead of websites when I want health-related information or tools” 3. OLD: “The opportunity to download and share my personal health and fitness data with others, including my doctor, motivates me” NEW: “Using an app to share my personal health/fitness data with my doctor or others would motivate me”</p> <p>CUT 6 attitude statements: 1. I take non-prescription medicine as soon as I get sick 2. If required vaccinations stopped, epidemics would return/become a problem 3. Healthcare advertising on the Internet is credible 4. The pharmaceutical healthcare information at my pharmacy is credible and useful 5. I feel the Internet provides me with a wealth of resources when I am searching for health and wellness information 6. Online videos help me understand complicated subjects (<i>NOTE: this statement was replaced by the new online health-related activity: Watched online videos to learn more about symptoms, conditions or treatments.</i>)</p>
Children’s Health - Depression Rx brands	CUT Q: Which of the brands of prescription or non-prescription medication below have you given to a child with depression in the last 12 months?

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<p>Conditions - Other Family Members</p>	<p>ADDED new condition to <i>“Health or medical conditions currently experienced by anyone in your family”</i>:</p> <ol style="list-style-type: none"> Chronic Pain <p>CUT 2 conditions:</p> <ol style="list-style-type: none"> Cerebral palsy Down's syndrome
<p>Caregivers - Types of Support</p>	<p>CUT response item: Visit regularly to see how they are doing</p>
<p>Caregivers - Decision Involvement</p>	<p>ADDED 2 new Qs:</p> <p><i>Do you live in the same household as any person you provide caregiver support for?</i></p> <p>Yes/No</p> <p><i>How involved are you in discussions about medical choices or treatment decisions for any person you provide caregiver support for?</i></p> <p>Very involved Somewhat involved Not very involved Not at all involved</p>