

# MARS Consumer Health

2024 STUDY DIRECTORY

MARS is the industry's most widely used audience planning and profiling currency for healthcare insights and advertising. Reach and market to your consumer healthcare audiences more effectively by understanding their ailments, media use, health-related attitudes and behaviors, and more.



M3 MI / Kantar Media Healthcare Research



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Updates to study content in 2024 are noted in blue text.



# Conditions

## CONDITIONS KEY

- Condition-Specific Prescription Drugs
- Condition-Specific Non-Prescription Drugs
- At Risk For
- Satisfied with Rx Treatment
- Professionally Diagnosed
- When First Diagnosed
- Severity: Mild/Moderate/Severe

## LAST 12 MONTHS/EVER

- Acid Reflux/GERD
- Acne
- ADD/ADHD
- Age Related Memory Loss (moderate or severe)
- Allergies/Allergic Reaction
  - Food Allergy
  - Grass Allergy
  - Insect Allergy
  - Pet Allergy
  - Ragweed Allergy
  - Tree Pollen Allergy
- Anaphylaxis/Severe Allergy

Alopecia Areata

Anemia

Anxiety Disorder (e.g., generalized anxiety disorder, social anxiety disorder, PTSD, OCD, phobias)

Arthritis

- Ankylosing Spondylitis
- Osteoarthritis /Degenerative arthritis
- Psoriatic Arthritis
- Rheumatoid Arthritis

Asthma

Bipolar Disorder

Cancer

- Bladder/Urinary
- Breast
- Colon/Colorectal
- Head and Neck (including mouth, nose and throat)
- Kidney/Renal
- Leukemia
- Liver
- Lung
- Multiple Myeloma**
- Non-Hodgkin's Lymphoma
- Ovarian
- Pancreatic
- Prostate



- ◆ Skin - Melanoma
- ◆ Skin - Non-melanoma
- ◆ Stomach
- ◆ Thyroid
- ◆ Uterine/Cervical

Cardiovascular/Heart Disease **Rx** **o** **Δ** **✓** **⌚**

- ◆ Acute Coronary Syndrome/Heart Attack **Δ** **⌚**
- ◆ Angina/**angina pectoris** **⌚**
- ◆ Atrial Fibrillation (A-Fib) or Arrhythmia **⌚** **⌚**
- ◆ Coronary Heart/Artery Disease **⌚**
- ◆ Heart Failure **⌚**

Cold **Rx** **o**

Constipation/Irregularity (More than one episode) **o**

COPD (including Chronic Bronchitis & Emphysema) **Rx** **Δ** **✓** **⌚** **⌚**

Cough **Rx** **o**

Long COVID (**new, returning, or ongoing health problems after a COVID-19 infection**) **⌚**

Deep Vein Thrombosis (DVT) (**A blood clot in a deep vein, usually in the legs**) or Pulmonary Embolism **Rx** **o** **Δ**

Depression **Rx** **Δ** **✓** **⌚** **⌚**

Diabetes **⌚**

- ◆ Type 1 **Rx** **Δ** **✓** **⌚**
- ◆ Type 2 **Rx** **Δ** **✓** **⌚**

Diabetic Nerve Pain **Rx** **⌚** **⌚**

Eczema/ Atopic Dermatitis **Rx** **o** **⌚** **⌚**

Enlarged Prostate/Benign Prostate Hyperplasia **Rx** **⌚**

Erectile Difficulty (More than one episode) **Rx** **⌚**

Eye Disease or Vision Issues **Rx** **o** **✓**

- ◆ Astigmatism **⌚**
- ◆ Cataracts **⌚**
- ◆ Dry Eye **⌚**
- ◆ Glaucoma **⌚**
- ◆ Macular Degeneration **⌚**
- ◆ Myopia (“nearsighted”) **⌚**

Fibromyalgia **Rx** **⌚** **⌚**

Flu **Rx** **o** **⌚**

Gout **Rx** **✓** **⌚** **⌚**

Heartburn/Indigestion **Rx** **o**

Hepatitis B **⌚**

Hepatitis C **Rx** **⌚**

Herpes **Rx** **⌚**

Hidradenitis suppurativa (HS) 🏠 🩺

High Cholesterol 📄 🩺

HIV ✓ 🩺

Hyperhidrosis/Excessive Sweating 🩺

Hypertension/High Blood Pressure 📄 🩺

Hypothyroidism /Low Thyroid Function 📄 🩺

Inflammatory Bowel Disease (IBD)

- ◆ Crohn's Disease 📄 🩺 ⌚ 🩺
- ◆ Ulcerative Colitis 📄 🩺 ⌚ 🩺

Irritable Bowel Syndrome (IBS) 📄 ✓ 🩺 🩺

Kidney Disease 📄 🩺 🩺

Low Testosterone 📄 🩺

Lupus 📄 🩺 🩺

Migraine Headache 📄 🩺 ✓ 🩺 ⌚ 🩺

Multiple Sclerosis 📄 🩺 🩺

Obesity 📄 🩺

Osteopenia 🩺

Osteoporosis 📄 📄 🩺 ⌚ 🩺

Overactive Bladder 📄 🩺

Pain 📄 🩺

- ◆ Back
- ◆ Head (other than headaches)
- ◆ Joint
- ◆ Muscle
- ◆ Neck
- ◆ Nerve
- ◆ Other

**Parkinson's Disease** 🩺

Pneumonia 📄 🩺

Psoriasis 📄 📄 ✓ 🩺 ⌚ 🩺

Restless Leg Syndrome (RLS) (also called Willis Ekbom Disease) 📄 🩺

Rosacea 📄 🩺

Schizophrenia 🩺

Seizures/Epilepsy 📄 🩺 🩺

Shingles 📄 📄 🩺



Sinus Headache/Sinus Congestion

Sleep-related Issues 📄 🩺 ✓

- ◆ Sleep Apnea 🩺
- ◆ Insomnia 🩺

Stroke 📄 🩺

Urinary Tract Infection 📄 🩺

**Vitiligo (patchy loss of skin color that is larger than the size of a dime on any part of the body)** 🩺

Yeast Infection 🩺 🩺

Women's Health

- ◆ Endometriosis 🩺
- ◆ Infertility 🩺
- ◆ Menstrual Cramps/PMS 🩺 🩺 🩺
- ◆ Uterine Fibroids 🩺
- ◆ Menopause Symptoms
  - ◆ Hot Flashes 🩺
  - ◆ Irregular Periods or Absence of Menstruation
  - ◆ Night Sweats 🩺
  - ◆ Painful Intercourse/Dyspareunia
  - ◆ Vaginal Atrophy or Dryness

**ASKED ONLY AT "FEEL AT RISK FOR" QUESTION**

Alzheimer's Disease

# Condition-Related Details

## CANCER

Stage at the time of diagnosis

Current stage of treatment

Spread to other locations

## CARDIOVASCULAR/HEART

Coronary surgeries or procedures

- ◆ Angioplasty or stent implant
- ◆ Bypass
- ◆ Heart valve replacement/repair
- ◆ Pacemaker implant

## CONSTIPATION/IRREGULARITY

Caused by prescription medication

Is it chronic (<3 bowel movements/week)

## DEPRESSION

Severity rating

- ◆ Mild – I feel sad but it doesn't interrupt my daily activities of life
- ◆ Moderate – I feel sad and lonely, and have long periods of time where I cannot perform normal, everyday functions of life
- ◆ Severe – I have long periods of time where I simply lie in bed and don't interact with people, and cannot perform normal daily activities

## DIABETES

Important features of glucose meter/monitoring system

- ◆ Alternate site testing
- ◆ Automatic coding of test strips
- ◆ Bluetooth capability
- ◆ Communicates wirelessly with insulin pump
- ◆ Compact size/portability
- ◆ Connects directly to my smartphone
- ◆ Continuous 24/7 monitoring
- ◆ No finger pricks
- ◆ Provides insights such as patterns, averages, or estimated HbA1C levels
- ◆ Results are uploaded automatically to share with doctor/other
- ◆ Single device monitors blood glucose AND blood pressure or blood ketone levels
- ◆ Syncs with fitness, diet or medication trackers/apps

Blood Glucose Meter Use Frequency

Hemoglobin A1C: Testing, Results/Level, Ease/Difficulty maintaining recommended A1C level

Insulin Use Frequency

Related Conditions/Complications

- ◆ Cardiovascular/Heart Conditions
- ◆ DKA and Ketones
- ◆ Eye Conditions
- ◆ Foot Conditions
- ◆ Gastroparesis
- ◆ Hearing Impairment
- ◆ Hypertension/High Blood Pressure
- ◆ Kidney Disease
- ◆ Skin Conditions
- ◆ Stroke

## DEEP VEIN THROMBOSIS (DVT) OR PULMONARY EMBOLISM

Have ever experienced a pulmonary embolism (PE)

## HIV

Has the disease progressed to AIDS

## MIGRAINE HEADACHE

Episodic (occasional) or Chronic (15+ days/month)

## PAIN (ASKED FOR "OTHER PAINS" E.G., BACK PAIN)

Interference with ability to sleep

Level of pain on a typical day in last 12 months (0-10 scale, No pain to Severe pain)

## PSORIASIS

Severity/Percent of body surface affected

- ◆ Mild – Less than 3% body coverage
- ◆ Moderate – 3% - 10% body coverage
- ◆ Severe – More than 10% body coverage

## WOMEN'S HEALTH: PAINFUL INTERCOURSE/ DYSpareunia OR VAGINAL ATROPHY/DRYNESS

Used an over-the-counter personal lubricant or vaginal moisturizer in last 12 months

# Treatments

**Treatments in bold** make up the general treatment list for all conditions, while those that are not bold are specialty treatments associated with specific conditions.

- ◆ **Non-Prescription Drugs**
- ◆ **Prescription Drugs**
- ◆ **Diet or Exercise**
- ◆ **Herbal or Home Remedy**
- ◆ **Vitamins/Supplements**
- ◆ Biologics – infusion/injection
- ◆ Birth Control
- ◆ Blood Product Donation/Transfusion
- ◆ Chemotherapy
- ◆ Daily Aspirin Therapy
- ◆ Dialysis
- ◆ ImmunoOncology/Immunotherapy
- ◆ Immunotherapy (tablets or shots)
- ◆ Infusion Therapy
- ◆ Injections
- ◆ Inhaler
- ◆ Insulin
- ◆ Non-insulin Injectable
- ◆ Medical Marijuana
- ◆ Oral Medication (i.e., pills or tablets)
- ◆ Oral Hormone Therapy
- ◆ Oral Non-hormonal Treatment
- ◆ Oxygen Therapy
- ◆ Phototherapy
- ◆ Physical Therapy
- ◆ Prescription lenses (contacts or glasses)
- ◆ Psychological Therapy/Counseling
- ◆ Radiation
- ◆ Retinoids (topical or oral)
- ◆ Spinal Cord Stimulation
- ◆ Surgery
- ◆ Targeted Therapy
- ◆ Topical Medication
- ◆ Traditional Immunosuppressants
- ◆ Transdermal/Skin Patch, Spray or Gel
- ◆ Transplants
- ◆ Vaginal Estrogen Insert or Cream

Add-on Treatment: Would consider taking add-on Rx

Would consider using as a treatment

- ◆ Medical marijuana
- ◆ Medical CBD (derived from marijuana)

First Aid & Topical Remedies

- ◆ A + D
- ◆ Bacitracin
- ◆ Bactine
- ◆ Cortizone-10
- ◆ Gold Bond Cream
- ◆ Hydrogen Peroxide
- ◆ Neosporin
- ◆ Polysporin

Pain Over-the-Counter (OTC)

- ◆ Advil
- ◆ Aleve
- ◆ Bayer Aspirin
- ◆ Bufferin
- ◆ Excedrin
- ◆ Extra Strength Bayer
- ◆ Motrin
- ◆ Tylenol

Pain Relieving Rubs & Liquids

- ◆ Aspercreme
- ◆ Bengay
- ◆ Biofreeze
- ◆ Flector patch
- ◆ Flexall
- ◆ Icy Hot
- ◆ Sportscreme
- ◆ ThermaCare

Types and brands of Vitamins/Mineral Supplements used

Reasons for using Vitamins/Mineral Supplements

- ◆ Bone health
- ◆ Digestive health
- ◆ Exercise recovery/pre-workouts
- ◆ Heart health
- ◆ Immune health
- ◆ Increased energy
- ◆ Joint health
- ◆ Memory support
- ◆ Overall health/wellness benefits
- ◆ Prenatal health
- ◆ Skin/hair/nail health
- ◆ Sleep aid
- ◆ Stress relief
- ◆ Weight management



# Women's Health

## Methods of birth control used in last 12 months

- ◆ Abstinence
- ◆ Barrier methods (e.g., condoms, diaphragm)
- ◆ Emergency contraception (e.g., morning-after pill)
- ◆ Fertility awareness (e.g., temperature method)
- ◆ Short-acting hormonal methods (e.g., patch, ring, shot)
- ◆ Long-acting hormonal methods (e.g., implant, IUD)
- ◆ Oral contraceptives/birth control pills
- ◆ Permanent procedures (e.g., tubal ligation)
- ◆ Spermicide or vaginal gel
- ◆ Withdrawal method

## Most important factor when choosing a birth control

- ◆ Advice from friends or family
- ◆ Convenience (e.g., easy to use)
- ◆ Cost
- ◆ Health benefits (e.g., reduced risk of STD's)
- ◆ How effective it is (risk of pregnancy)
- ◆ How long it lasts or how easily it can be reversed
- ◆ It's my partner's preferred method

- ◆ Prefer non-hormonal options
- ◆ Religious or cultural beliefs
- ◆ Side effects

## Birth control brands/products used in last 12 months

### Long- or short-acting hormonal methods of birth control used

- ◆ Implant
- ◆ IUD
- ◆ Patch
- ◆ Ring
- ◆ Shot



# Information Sources

## PUBLICATIONS

- ◆ Health-related publications
- ◆ Magazine ads
- ◆ Magazine articles
- ◆ Magazine websites
- ◆ Newspaper ads
- ◆ Newspaper articles
- ◆ Newspaper websites

## ONLINE

- ◆ Association/non-profit websites
- ◆ Diet or Fitness websites
- ◆ Drug company/brand websites
- ◆ Drug review/ratings websites
- ◆ Email newsletters
- ◆ General news websites
- ◆ Government websites
- ◆ Health information websites
- ◆ Insurance provider websites
- ◆ Online advertisements
- ◆ Online communities or support groups
- ◆ Online videos (e.g., YouTube)
- ◆ Podcasts
- ◆ Search engine results
- ◆ Social networking sites
- ◆ Websites dedicated to a particular health condition

## TELEVISION

- ◆ Television advertisements
- ◆ Television programs

## POINT OF CARE & POINT OF PURCHASE

- ◆ Alternative/holistic medical practitioners
- ◆ Brochures, posters, other health education materials in a doctor's office or hospital
- ◆ Digital educational materials provided by a doctor or hospital (e.g., video links, digital brochures)
- ◆ Digital screens or tablets in a doctor's office or hospital
- ◆ Doctor
- ◆ Health-related television programs in a doctor's office or hospital
- ◆ Magazines in a doctor's office or hospital
- ◆ Nurse/Physician Assistant
- ◆ Pharmacists
- ◆ Printed brochures or other take-home health materials from a pharmacy

## OTHER

- ◆ Condition or health-related events (such as seminars, classes, expos, etc.)
- ◆ Direct mail
- ◆ Friends or family
- ◆ Posters/wallboards at gyms or health clubs
- ◆ Printed newsletters

All information sources are ranked on a four-point value scale: very much, somewhat, not very much, not at all.

# Magazines

## MAGAZINES

- ◆ AARP The Magazine
- ◆ The American Legion Magazine
- ◆ Architectural Digest
- ◆ Better Homes and Gardens
- ◆ Bon Appétit
- ◆ Car and Driver
- ◆ Condé Nast Traveler
- ◆ Cosmopolitan
- ◆ Country Living
- ◆ The Economist
- ◆ Elle
- ◆ Esquire
- ◆ Essence
- ◆ The Family Handyman
- ◆ Food & Wine
- ◆ Food Network Magazine
- ◆ Forbes
- ◆ Fortune
- ◆ Golf Digest
- ◆ Golf Magazine
- ◆ Good Housekeeping
- ◆ GQ
- ◆ Harper's Bazaar
- ◆ HGTV Magazine
- ◆ House Beautiful
- ◆ Men's Health
- ◆ National Geographic
- ◆ The New Yorker
- ◆ People
- ◆ Popular Mechanics
- ◆ Prevention
- ◆ Reader's Digest
- ◆ Real Simple
- ◆ Rolling Stone
- ◆ Smithsonian
- ◆ Southern Living
- ◆ Sports Illustrated

- ◆ Star\*
- ◆ Taste of Home
- ◆ Time
- ◆ Travel + Leisure
- ◆ TV Guide Magazine\*
- ◆ Us Weekly
- ◆ Vanity Fair
- ◆ Vogue
- ◆ Wired
- ◆ Woman's Day
- ◆ Women's Health

Magazine metrics include print estimated audiences, combination print or digital estimated audiences, average monthly reach for websites, frequency for print issue readership, and website visitation.

Minimum requirements for measurement in MARS: Must publish a print edition with a publication frequency of at least 6 times a year and >300K print + digital circulation.

\*Magazine website reach and frequency data not reported. Only print and digital audience, and print frequency are available for these publications.

# Newspapers

How often read/look at newspaper

Number of newspapers read/looked at in last 7 days



# Radio, Podcasts, & Streaming Music

Devices used to listen to radio, podcasts, or streaming music

- ◆ **Cellphone or** smartphone
- ◆ Desktop or laptop PC
- ◆ Gaming Console
- ◆ Media streaming device
- ◆ Tablet
- ◆ Smart TV/Internet-enabled TV
- ◆ Smart speakers
- ◆ Wearable fitness tracker, activity band or clip-on (e.g., Fitbit, Amazfit Band)
- ◆ Home stereo system, regular AM/FM radio, or satellite radio receiver
- ◆ Car stereo system including AM/FM or satellite radio

Time spent listening to radio, podcasts, or streaming music

Music streaming services used

- ◆ Amazon Music (Unlimited or Prime)
- ◆ Apple Music
- ◆ iHeartRadio
- ◆ Pandora
- ◆ SiriusXM
- ◆ Spotify

- ◆ SoundCloud
- ◆ YouTube Music

Frequency listen to podcasts

Apps or platforms used to listen to podcasts

- ◆ Amazon Music
- ◆ Apple Podcasts (iTunes)
- ◆ Audible
- ◆ Castbox
- ◆ Google Podcasts
- ◆ iHeart
- ◆ Pandora
- ◆ PlayerFM
- ◆ PocketCasts
- ◆ SiriusXM
- ◆ Spotify
- ◆ Stitcher
- ◆ TuneIn Radio
- ◆ YouTube

# Television & Streaming

## Devices used to watch TV

- ◆ Desktop or laptop PC
- ◆ Gaming Console
- ◆ **Cellphone or** smartphone
- ◆ Media streaming device (e.g., Apple TV, Roku)
- ◆ Tablet
- ◆ Television
- ◆ Smart TV/Internet-enabled TV

## Brand(s) of Smart TV owned

- ◆ Hisense
- ◆ LG
- ◆ Panasonic
- ◆ Samsung
- ◆ Sharp
- ◆ Sony
- ◆ TCL
- ◆ Vizio

## Brand(s) of media streaming device owned

- ◆ Amazon Fire TV Stick or Cube
- ◆ Apple TV
- ◆ Google Chromecast
- ◆ Roku (Express, Streaming Stick, Streambar, Ultra, etc.)

## Types of TV watched and Proportion of time spent watching each type in a typical week (0%-100%)

- ◆ Antenna/'over the air' - live broadcast
- ◆ Cable/satellite/telephone service - live broadcast
- ◆ Recorded TV/DVR
- ◆ Streaming services/Video on Demand

## Tendency to watch programming with commercials vs. commercial-free

## Weekday/Weekend Viewing by Daypart (adjusted based on time zone)

- ◆ 6AM to 9AM
- ◆ 9AM to 6PM
- ◆ 6PM to 8PM
- ◆ 8PM to 11PM
- ◆ 11PM to 1:30AM
- ◆ 1:30AM to 6AM

## Free streaming services/apps used in the last month and in the last 7 days

- ◆ Amazon Freevee
- ◆ Crackle
- ◆ Pluto
- ◆ Roku
- ◆ Tubi
- ◆ ViX **Gratis**
- ◆ Vudu
- ◆ Xumo
- ◆ YouTube

## Paid (i.e. requiring a monthly/annual subscription fee) streaming services/apps used in the last month and in the last 7 days

- ◆ Amazon Prime Video
- ◆ Apple TV+
- ◆ DirecTV Stream
- ◆ Discovery+
- ◆ Disney+
- ◆ ESPN+
- ◆ Other sports streaming channels or major league apps
- ◆ **Fubo**
- ◆ Hulu
- ◆ Max (**formerly HBO Max**)
- ◆ Netflix
- ◆ Paramount+ or Paramount+ with Showtime
- ◆ Peacock
- ◆ Showtime
- ◆ **ViX Premium**
- ◆ YouTube TV

## Pay higher tier subscription fee for ad-free content

## Whether canceled any paid streaming services/apps in the past 30 days (including services with a free trial period)

## Main reason why canceled paid streaming service/app (whether temporarily or permanently)

- ◆ I was not using it enough
- ◆ The service raised its prices
- ◆ A specific series or live event ended
- ◆ To join another service with content I prefer to see
- ◆ No content that I am currently interested in seeing
- ◆ Needed to save money
- ◆ My free trial ended

## TELEVISION GENRES

- ◆ Animation/Cartoons - Daytime
- ◆ Animation - Evening
- ◆ Award Ceremony
- ◆ Comedy - Dramedy/Other
- ◆ Comedy - Sitcom
- ◆ Comedy - Variety/Sketch
- ◆ Cooking
- ◆ Court Shows
- ◆ Dramas/Soaps - Daytime
- ◆ Drama
- ◆ Crime Drama
- ◆ True Crime/Crime Documentary
- ◆ Faith-based/Religious
- ◆ Financial News
- ◆ Game Shows - Daytime
- ◆ Game Shows - Evening
- ◆ Health
- ◆ Home/Garden Improvements
- ◆ Movies
- ◆ Music
- ◆ News - Celebrity Gossip/Entertainment
- ◆ News - Morning News Shows
- ◆ News - Evening newscasts between 4pm-7pm
- ◆ News - Other Local/National/World
- ◆ News Magazine
- ◆ Reality - Competition
- ◆ Reality - Other
- ◆ Sci-Fi/Fantasy
- ◆ Superhero
- ◆ Supernatural/Horror
- ◆ Self Improvement or Makeover
- ◆ Spanish Language
- ◆ Sports Event
- ◆ Sports: Non Live Event
- ◆ Suspense/Thriller
- ◆ Talk/Conversation - Daytime
- ◆ Talk/Variety - Late Night
- ◆ Travel

## TELEVISION SPORTS PROGRAMS

- ◆ Auto racing - Formula 1
- ◆ Auto racing - NASCAR
- ◆ College Baseball
- ◆ College Basketball
- ◆ College Football
- ◆ Esports (e.g., League of Legends, Fortnite)
- ◆ Extreme Sports (e.g., BMX)
- ◆ Figure Skating
- ◆ Golf
- ◆ Horse Racing
- ◆ MLB Baseball
- ◆ NBA Basketball
- ◆ NFL Football
- ◆ NHL Hockey
- ◆ Professional Boxing
- ◆ Soccer
- ◆ Tennis
- ◆ Track & Field

Sports programs are selected if watched regularly during the last season.

# Television & Streaming

## TELEVISION NETWORKS

- ◆ A&E
- ◆ ABC
- ◆ Adult Swim
- ◆ AHC (American Heroes Channel)
- ◆ AMC
- ◆ Animal Planet
- ◆ BBC America
- ◆ BET
- ◆ Bravo
- ◆ Cartoon Network
- ◆ CBS
- ◆ CMT
- ◆ CNBC
- ◆ CNN
- ◆ Comedy Central
- ◆ Cooking Channel
- ◆ The CW
- ◆ Discovery Channel
- ◆ Discovery Life Channel
- ◆ E!
- ◆ ESPN (e.g., ESPN, ESPN2, ESPNNews)
- ◆ Food Network
- ◆ FOX
- ◆ FOX News Channel
- ◆ FOX Sports (e.g., FS1, FS2)
- ◆ Freeform
- ◆ FX
- ◆ Game Show Network (GSN)
- ◆ Hallmark (e.g., Hallmark Channel, Hallmark Movies & Mysteries)
- ◆ HGTV
- ◆ History
- ◆ HLN
- ◆ ID (Investigation Discovery)
- ◆ INSP
- ◆ ION
- ◆ Lifetime or LMN
- ◆ MeTV
- ◆ MSNBC
- ◆ MTV
- ◆ National Geographic
- ◆ NBC
- ◆ NewsNation
- ◆ NFL Network
- ◆ Nick @ Nite
- ◆ OWN (Oprah Winfrey Network)
- ◆ Oxygen
- ◆ Paramount Network
- ◆ PBS
- ◆ Science Channel
- ◆ Syfy
- ◆ TBS
- ◆ Telemundo
- ◆ TLC
- ◆ TNT
- ◆ Travel Channel
- ◆ truTV
- ◆ TV Land
- ◆ Univision
- ◆ USA Network
- ◆ VH1
- ◆ We tv
- ◆ The Weather Channel

For both television genres and television networks, respondents are asked to identify what they have watched in the last seven days.

# Internet & Websites/Apps

## Dayparts and Time spent online

### Frequency of Internet use for health & wellness

- ◆ More often than once a day
- ◆ Once a day
- ◆ 4-6 times a week
- ◆ 2-3 times a week
- ◆ Once a week
- ◆ 2-3 times a month
- ◆ Once a month or less
- ◆ Never

### Online interests (topics regularly research, follow, read about, or watch online)

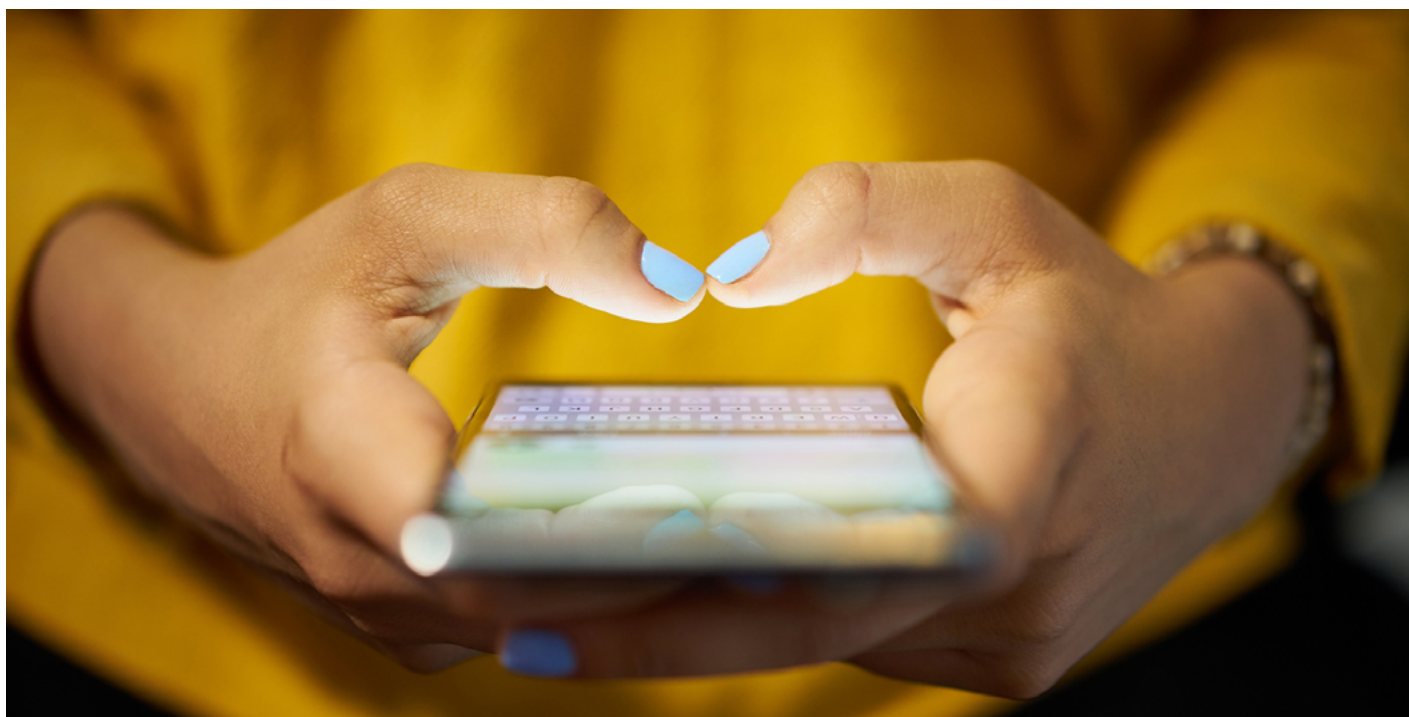
- ◆ BIPOC (Black, Indigenous, People of Color) news and lifestyle
- ◆ Career/Job search
- ◆ Celebrity news and interviews
- ◆ Environmental news/issues
- ◆ Family history/Genealogy
- ◆ Fashion/Beauty
- ◆ Finance/Economy
- ◆ Fitness/Exercise
- ◆ Food (cooking, recipes, dining out, etc.)
- ◆ Healthy lifestyle
- ◆ 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

### WEBSITES/APPS

- ◆ [Allrecipes](#)
- ◆ Amazon
- ◆ CDC
- ◆ Cleveland Clinic

- ◆ Delish
- ◆ [Discord](#)
- ◆ Drugs.com
- ◆ [Eating Well](#)
- ◆ Everyday Health
- ◆ Facebook
- ◆ Glamour
- ◆ GoodRx
- ◆ Google
- ◆ Health.com
- ◆ Healthcare.gov
- ◆ Health Central
- ◆ Healthgrades
- ◆ Healthline
- ◆ Instagram
- ◆ LinkedIn
- ◆ Livestrong.com
- ◆ Mayo Clinic
- ◆ Medical News Today
- ◆ [MedicineNet.com](#)
- ◆ Medscape
- ◆ NIH.gov
- ◆ Pinterest
- ◆ Reddit
- ◆ Self
- ◆ Sharecare
- ◆ Snapchat
- ◆ TikTok
- ◆ [Threads](#)
- ◆ Tumblr
- ◆ [Twitch.tv](#)
- ◆ [X \(formerly Twitter\)](#)
- ◆ Verywell health
- ◆ Whattoexpect
- ◆ WebMD
- ◆ Wikipedia
- ◆ Yahoo!
- ◆ YouTube

Websites/apps are measured by use in the last six months and by frequency of visits to each site/app.



# Device Ownership & Online Behavior

## Devices own or regularly use

- ◆ Desktop/Laptop PC
- ◆ Tablet (e.g., iPad, Amazon Fire)
- ◆ Cellphone or Smartphone (e.g., cellular/mobile phone, iPhone, Android or other device that is also a cell phone)
- ◆ Television
- ◆ Smart TV/Internet-enabled TV
- ◆ Media streaming device (e.g., Apple TV, Roku)
- ◆ Smart speaker (e.g., Amazon Echo, Google Nest)
- ◆ Gaming Console
- ◆ Wearable fitness tracker, activity band or clip-on (e.g., Fitbit, Amazfit Band)
- ◆ Smartwatch (e.g., Apple Watch, Samsung Galaxy Watch)

## Smart speaker use

- ◆ Ask general questions or play games (e.g., sports scores, history, trivia, jokes, etc.)
- ◆ Ask health-related questions (e.g., find a doctor or clinic, how to treat a condition, etc.)
- ◆ Check the weather
- ◆ Follow the news
- ◆ Listen to music, streaming radio, audiobooks, or podcasts
- ◆ Make calls
- ◆ Online shopping
- ◆ Set general reminders/alarms
- ◆ Set health-related reminders (e.g., take medication, refill prescriptions, doctor appointments)
- ◆ Smart home commands (e.g., control lights, security, thermostat)



## MOBILE & SOCIAL MEDIA

Time spent online using a mobile device (cellphone/smartphone or tablet)

Time spent on social media

### MOBILE APP TYPES

#### HEALTH CONDITIONS

- ◆ Blood sugar or diabetes
- ◆ Health testing/tracking tools (e.g., blood pressure)
- ◆ Specific ailment education or support
- ◆ Symptom checker
- ◆ [Medical alert/Fall detection](#)

#### DIET & EXERCISE

- ◆ Calorie counter/Diet tracker
- ◆ Exercise/Fitness
- ◆ Healthy recipes/Nutrition

#### MEDICAL PROFESSIONALS & INSURANCE

- ◆ Doctor locator
- ◆ Patient portal
- ◆ Telemedicine/Telehealth
- ◆ Insurance provider
- ◆ Pharmacy

#### MEDICATION

- ◆ Drug or general health reference tool
- ◆ Pill reminder/Medication tracker

#### GENERAL HEALTH/WELLNESS

- ◆ Sleep tracker
- ◆ Stress/Relaxation/Meditation

## ONLINE ACTIVITIES

### GENERAL

- ◆ Caught up on news
- ◆ Caught up or post on a social network
- ◆ Checked the weather
- ◆ Used a voice assistant on your mobile device (e.g., Siri, Google Assistant)
- ◆ Watched video clips (e.g., YouTube)

### CONDITION OR TREATMENT-RELATED

- ◆ Looked for information about a particular health condition
- ◆ Researched or read reviews of medications or types of treatments
- ◆ Researched symptoms I/someone else was experiencing
- ◆ Looked for other opinions/options after a doctor's diagnosis or treatment advice
- ◆ Scanned a QR code to access condition, treatment, or other health information

### DOCTORS AND HEALTH SERVICES

- ◆ Looked for a doctor
- ◆ Looked for information about pharmacies, hospitals, treatment centers, urgent care or surgery centers
- ◆ Read reviews of doctors or other healthcare professionals
- ◆ Used a patient portal to access health records, view test results, communicate with a healthcare provider, etc.

### SHOPPING

- ◆ Compared prices of medications or other health products or services
- ◆ Purchased medications or other health products or services
- ◆ Refilled a prescription online

### INTERNET, SOCIAL MEDIA AND LIFESTYLE

- ◆ Looked for healthy recipes or other healthy lifestyle information
- ◆ Read about others' experiences with conditions, medications or treatments
- ◆ Tracked my diet/exercise
- ◆ Watched online videos to learn more about symptoms, conditions or treatments

Respondents are asked to identify whether they used a desktop/laptop PC or mobile device for selected online activities.

# Medical Professionals & Services

Relationship with Primary Care Physician

## HEALTHCARE PROFESSIONALS

- ◆ Acupuncture/Acupressure Practitioner
- ◆ Allergist
- ◆ Cardiologist
- ◆ Chiropractor
- ◆ Dentist/Oral Hygienist
- ◆ Dermatologist
- ◆ Diabetes Educator/Specialist
- ◆ Ear, Nose & Throat Specialist
- ◆ Endocrinologist
- ◆ Gastroenterologist
- ◆ Gynecologist
- ◆ Hematologist
- ◆ Nephrologist
- ◆ Neurologist
- ◆ Nurse Practitioner/Physician Assistant
- ◆ Nutritionist
- ◆ Obstetrician
- ◆ Oncologist
- ◆ Ophthalmologist
- ◆ Optometrist
- ◆ Orthopedist
- ◆ Pain Specialist
- ◆ Physical Therapist/Sports Medicine
- ◆ Podiatrist
- ◆ Primary Care Doctor
- ◆ Psychiatrist
- ◆ Psychologist/Therapist
- ◆ Pulmonologist
- ◆ Rheumatologist
- ◆ Surgeon – Cosmetic/Plastic
- ◆ Surgeon – Other
- ◆ Urologist

## HEALTHCARE FACILITIES/SERVICES

- ◆ Doctor's office (private or group practice)
- ◆ Emergency Room
- ◆ Home healthcare
- ◆ Hospital
- ◆ Infusion Center
- ◆ Mobile Health Clinic
- ◆ Retail Health or In-store Clinic
- ◆ Surgery Center
- ◆ Urgent or Immediate Care Center

- ◆ Outpatient or Specialized Care Clinic
- ◆ Telemedicine/Virtual or Online Doctor Visit (using a smartphone, tablet or computer)

## TELEMEDICINE

- ◆ Most likely reasons to continue or consider using
- ◆ Counseling/therapy session
- ◆ Discuss non-urgent concerns about an existing condition or treatment plan
- ◆ Discuss test or lab results
- ◆ Follow-up appointment after a procedure or surgery
- ◆ Get a new prescription
- ◆ Renew/refill a prescription
- ◆ Looking for a diagnosis for symptoms I was experiencing
- ◆ Referral for a specialist
- ◆ Routine visit or annual check-up
- ◆ Urgent care
- ◆ Other purpose

## ACTIONS TAKEN AFTER SEEING PROFESSIONALS

- ◆ Conducted an online search about a condition
- ◆ Conducted an online search about a drug or treatment options
- ◆ Filled a prescription
- ◆ Looked into alternative treatments after receiving prescription
- ◆ Looked up cost of medication or insurance coverage before filling a prescription
- ◆ Made an effort to eat healthier or exercise more
- ◆ [Read condition or treatment-related education materials provided by my doctor](#)
- ◆ Received a prescription for a new drug
- ◆ Signed up for a prescription savings program I saw or heard about at my doctor's office or pharmacy
- ◆ Switched to a different prescription
- ◆ Took medication as prescribed
- ◆ Visited a pharmaceutical company or drug brand website
- ◆ Visited a social media site related to condition or prescribed treatment
- ◆ Visited a website recommended by my doctor for health information
- ◆ Went for x-rays, medical tests, or vaccines
- ◆ Went to see a specialist

Both healthcare professionals and healthcare facilities/services are measured by frequency of visits over the last 12 months (1 time, 2–3 times, 4–6 times, 7 or more times).

# Medical Tests & Vaccinations

Importance of regular medical check-ups

Most recent annual physical

- ◆ 6 months ago or less
- ◆ 6 months to 1 year
- ◆ 1 year to 2 years
- ◆ 2 years to 3 years
- ◆ 3 years to 5 years
- ◆ More than 5 years ago
- ◆ Never been

## MEDICAL TESTS

- ◆ Allergy (skin or blood test)
- ◆ Blood glucose
- ◆ Bone density
- ◆ Cardiac/heart tests (e.g., EKG, stress test, etc.)
- ◆ Cholesterol
- ◆ Colonoscopy
- ◆ COVID-19 virus test
- ◆ CT scan
- ◆ Diabetic Retinopathy
- ◆ Glaucoma
- ◆ HIV
- ◆ Kidney function
- ◆ Mammogram
- ◆ Pap smear
- ◆ Pregnancy
- ◆ Prostate Exam
- ◆ Prostate Specific Antigen (PSA)
- ◆ STD/STI (e.g., chlamydia, genital herpes, HPV)

## VACCINES

- ◆ COVID-19
- ◆ Flu
- ◆ Hepatitis
- ◆ HPV
- ◆ Meningitis
- ◆ Pneumonia
- ◆ **RSV**
- ◆ Shingles
- ◆ Whooping cough

Both medical tests and vaccines are measured over a 12 month period.

# Health Insurance

Type of health insurance coverage

- ◆ Employer or union provided
- ◆ Government issued for low income people (Medicaid)
- ◆ Government issued for retiree (Medicare)
- ◆ Health insurance marketplace/exchange (Affordable Care Act)
- ◆ Military or other Government employee
- ◆ Private (self-pay) insurance
- ◆ No insurance

Type of Medicaid or Medicare plan

- ◆ Managed care - My choice of healthcare providers is limited to those who are in network
- ◆ Fee for service - I can choose any healthcare provider who accepts Medicaid or Medicare

# Purchasing Medication

Number of prescription medications filled for self

- ◆ None
- ◆ 1 to 2
- ◆ 3 to 5
- ◆ 6 to 9
- ◆ 10 or more

## HOW PURCHASED RX DRUGS

- ◆ A prescription assistance program from a drug brand
- ◆ A prescription drug plan separate from my health insurance
- ◆ A prescription savings program discount card/mobile app (e.g., GoodRx, SingleCare)
- ◆ Brand-specific coupons, rebates or loyalty cards
- ◆ I pay for all prescriptions myself because I have no prescription coverage
- ◆ I usually pay for prescriptions myself because my plan has a high deductible
- ◆ Medicare Prescription Drug Plan
- ◆ Prescriptions are included in my health insurance plan
- ◆ [A Flexible Spending or Health Savings Account \(FSA or HSA\)](#)

## WHERE PURCHASED Rx MEDICATION

### IN-STORE PHARMACY

- ◆ Club store pharmacy (e.g., Costco, Sam's Club)
- ◆ Drug store chain pharmacy (e.g., Rite Aid, Walgreens, CVS)
- ◆ Local non-chain drug store pharmacy
- ◆ Grocery store pharmacy
- ◆ Mass merchandiser pharmacy (e.g., Walmart)

### ONLINE OR MAIL ORDER PHARMACY

- ◆ Amazon Pharmacy
- ◆ Club store pharmacy website/app (e.g., costco.com, samsclub.com)
- ◆ Drug store chain pharmacy website/app (e.g., riteaid.com, walgreens.com, cvs.com)
- ◆ Grocery store pharmacy website/app
- ◆ Independent online pharmacy/app (e.g., Mark Cuban Cost Plus Drug Company, healthwarehouse.com)
- ◆ Mass merchandiser pharmacy website/app (e.g., Walmart.com)
- ◆ Mail order pharmacy provided by your insurance

# Overall Health & Wellness

## HEALTH STATUS

Current health status

- ◆ Excellent/Very good/Good/Fair/Poor

Health compared to a year ago

- ◆ Much better/Somewhat better/About the same/Somewhat worse/Much worse

## STRESS LEVEL

Current stress level

- ◆ Very stressed/Somewhat stressed/Not very stressed/Not at all stressed

Stress level compared to a year ago

- ◆ Much higher/Somewhat higher/About the same/Somewhat lower/Much lower

## OUTLOOK & CONTROL OVER HEALTH

Outlook regarding future health

- ◆ Very optimistic/Somewhat optimistic/Neutral/Somewhat pessimistic/Very pessimistic

Personal control over health

- ◆ Complete control/Mostly in control/Some control/Little or no control

## MOTIVATION FOR IMPROVING HEALTH

How much do each of these motivate you to maintain or improve your health (scale question)

- ◆ To live a long life
- ◆ To look good

Medication purchasing is measured over a 12 month period.

# Health Lifestyles

## DIET & EXERCISE

Frequency of exercise

Barriers to a regular exercise program

Body mass index

Evaluation of the diet at home in terms of health and wellness

Overall level of concern regarding the healthiness of the diet

Reasons for managing diet/nutrition

Types of foods/drinks consumed on diet/nutrition plan

- ◆ Drinks with beneficial effects from added minerals, vitamins, probiotics, etc.
- ◆ Fat free
- ◆ Gluten free
- ◆ Grain free
- ◆ High fiber/whole grain
- ◆ High protein
- ◆ Lactose free
- ◆ Low calorie
- ◆ Low carbohydrate
- ◆ Low cholesterol
- ◆ Low fat
- ◆ Low sodium
- ◆ Natural or organic
- ◆ Nutritional drinks/shakes (e.g., Boost, Glucerna)
- ◆ Plant-based
- ◆ Probiotic
- ◆ Raw food
- ◆ Sugar free
- ◆ Vegetarian
- ◆ Vegan
- ◆ Weight loss goal

Weight loss programs used

- ◆ Doctor-created
- ◆ Self-created
- ◆ Non-prescription weight loss drugs
- ◆ Low carbohydrate/high protein or fat (e.g., Atkins, Ketogenic, Paleo, South Beach)
- ◆ Points- or calorie-based nutrition program (e.g., WW, Noom)
- ◆ Prepared meal plan (e.g., Jenny Craig, NutriSystem)

## TOBACCO USE AND CESSATION METHODS

- ◆ Tobacco use on a regular basis
- ◆ Packs smoked in the last 7 days
- ◆ Have you ever tried to quit smoking/using tobacco

# Healthcare Advertising

## WHERE SEEN/HEARD

- ◆ Direct mail
- ◆ In a doctor's office
- ◆ In a pharmacy
- ◆ In a magazine
- ◆ In a newspaper (daily or weekend)
- ◆ On television
- ◆ On the Internet
- ◆ On a mobile device (cellphone/smartphone or tablet)
- ◆ On social media
- ◆ On the radio
- ◆ On a smart speaker (e.g., Amazon Echo, Google Nest)
- ◆ **On a podcast**
- ◆ Outdoors (e.g., billboards)
- ◆ Somewhere else

## ACTIONS TAKEN AS A RESULT

- ◆ Asked your doctor for a product sample of a prescription drug
- ◆ Asked your doctor to prescribe a specific drug
- ◆ Called a toll free number to get additional information
- ◆ Conducted an online search
- ◆ Consulted a pharmacist
- ◆ Discussed an ad with a friend or relative
- ◆ Discussed an ad with your doctor
- ◆ Downloaded an app
- ◆ Made an appointment to see a doctor
- ◆ Purchased a non-prescription product
- ◆ Refilled a prescription
- ◆ Scanned a QR code
- ◆ Signed up for a mail/email list to receive more information
- ◆ Switched to a different brand
- ◆ Took medication
- ◆ Used a coupon
- ◆ Visited a pharmaceutical company's website
- ◆ Visited some other website
- ◆ Watched a video online

# Caregivers & Family Members

## HEALTH CONDITIONS OF IMMEDIATE FAMILY MEMBERS

- ◆ Acne
- ◆ Acute Coronary Syndrome/Heart Attack
- ◆ ADD/ADHD
- ◆ Age Related Memory Loss (moderate or severe)
- ◆ Alzheimer's/Dementia
- ◆ Allergies
- ◆ Anaphylaxis/Severe Allergy
- ◆ Osteoarthritis/Degenerative arthritis
- ◆ Rheumatoid Arthritis (RA)
- ◆ Asthma
- ◆ Autism
- ◆ Bipolar Disorder
- ◆ Cancer
- ◆ Chronic Pain
- ◆ COPD (Including Chronic Bronchitis and Emphysema)
- ◆ Depression
- ◆ Diabetes
- ◆ Eczema/Atopic Dermatitis
- ◆ Enlarged Prostate
- ◆ Eye problems/Eye disease (Including Cataracts, Glaucoma, and Other Eye/Vision Problems)
- ◆ Heart Disease
- ◆ Hepatitis C
- ◆ High Cholesterol/High Triglycerides
- ◆ Hypertension/High Blood Pressure
- ◆ Multiple Sclerosis
- ◆ Nutritional Deficiency
- ◆ Obesity
- ◆ Parkinson's Disease
- ◆ Psoriasis
- ◆ Seizures/Epilepsy
- ◆ Schizophrenia
- ◆ Shingles
- ◆ Stroke
- ◆ Other condition

Caregivers identify the conditions and age group for those family members for whom they provide support.

## CAREGIVER SUPPORT ACTIVITIES

### DOCTORS & TREATMENTS

- ◆ Administer or monitor medications
- ◆ Buy medication or refill prescriptions
- ◆ Discuss conditions, medical choices, or treatments with their doctor
- ◆ Encourage doctor visits
- ◆ Make doctor appointments
- ◆ Make sure vaccines are received
- ◆ Monitor state of condition
- ◆ Provide transportation to doctor/medical treatment
- ◆ Research condition or treatment information
- ◆ [Read condition or treatment-related educational materials provided by their doctor](#)

### PERSONAL ASSISTANCE

- ◆ Assist with daily household chores or personal care (e.g., bathing, dressing, eating)
- ◆ Manage finances or provide financial support, or arrange for outside services

### Caregiver in same household

Caregiver level of involvement (very/somewhat/not very/not at all involved) in...

- ◆ Discussions with their doctor about medical choices or treatment decisions
- ◆ [Researching condition or treatment information](#)
- ◆ [Reading or helping my family member understand condition or treatment-related educational materials provided by their doctor](#)

Caregiver relationship to family member receiving their support

- ◆ I am their spouse/partner
- ◆ I am their parent/guardian - they are under age 18
- ◆ I am their parent/guardian - they are an adult (age 18+)
- ◆ I am their child
- ◆ Other relationship

# Attitudes & Opinions

## ANTI-AGING

- ◆ Everyone should just age naturally
- ◆ I feel younger than other people my age
- ◆ I spend a lot of money on beauty and skincare products
- ◆ I would consider cosmetic surgery for myself, now or in the future
- ◆ I would consider non-surgical cosmetic treatments or procedures (botox, fillers, laser treatments, peels, coolsculpting, body contouring, etc.)

## CHILDREN'S HEALTH

- ◆ As a preventative measure it is important my children take vitamins every day
- ◆ I actively participate in decisions regarding the types of vaccines my children receive
- ◆ I always take my child to the doctor when he/she is sick
- ◆ I trust my doctor to be cautious about over-prescribing medications for my children
- ◆ I will only buy the brands of medicine recommended by my child's doctor
- ◆ When a prescription drug becomes available as an over-the-counter medication, I will switch my children to the over-the-counter version
- ◆ The benefits of having my children immunized outweigh the risks

## DIET & EXERCISE

- ◆ Diet plans usually work for me
- ◆ Exercise is important to my diet and nutrition plan
- ◆ I can't seem to adhere to a diet plan and often "cheat" when I'm on one
- ◆ I diet to look good more than I diet to feel good
- ◆ Weight loss surgery is an option for me

## DOCTORS/TREATMENTS

- ◆ I am willing to ask my doctor for a prescription medication or drug sample that I have seen or heard advertised
- ◆ I often discuss new prescription medicines with my doctor
- ◆ Normally, I only use drug brands that are recommended by my physician
- ◆ I always do what my doctor tells me to do

- ◆ I research treatment options on my own and then ask my doctor about them
- ◆ I do not seek help from doctors or nurses unless I am very sick or injured
- ◆ The convenience of using telemedicine is more important than seeing my doctor face-to-face
- ◆ I feel that my doctor listens to my concerns and input about my health or treatment plans

## DRUGS

- ◆ I am hesitant to take prescription drugs with side effects that concern me
- ◆ I am willing to pay extra for prescription drugs not covered by health insurance
- ◆ I prefer to try OTC remedies before seeking prescriptions
- ◆ I sometimes stop taking a prescribed medication without consulting a doctor
- ◆ I will try another drug brand if I get a coupon for it
- ◆ I dislike needles too much to consider a drug treatment that uses injections
- ◆ It is very important that my health insurance covers all my prescription medication
- ◆ It's worth paying more for branded prescription medications rather than getting generic products
- ◆ Non-prescription medicines are safer than prescription medicines
- ◆ Non-prescription store brand drugs work as well as national advertised brands
- ◆ Prescription drugs are more effective than non-prescription remedies

## HEALTH INSURANCE

- ◆ The high cost of healthcare prevents me from being as healthy as I would like
- ◆ I'm willing to pay more for high quality health insurance

## HEALTHCARE ADVERTISING

- ◆ Friends come to me for advice about healthcare and medications
- ◆ I always read the small print in magazine/newspaper pharmaceutical ads
- ◆ I trust pharmaceutical companies that advertise the medications I take
- ◆ I trust the opinions of my family and friends about health-related issues
- ◆ Pharmaceutical advertisements make me more knowledgeable about medicines

## MOBILE HEALTH & WEARABLES

- ◆ I believe there are mobile apps available that would improve my current health
- ◆ I would be willing to use a mobile app recommended to me by my doctor
- ◆ I believe a wearable fitness tracker that connects to my mobile device or the internet would make it easier to track my diet and exercise
- ◆ I am concerned about my personal health and fitness data being securely stored online
- ◆ Web-connected devices are too complicated to use
- ◆ Using a home-based or mobile monitoring device that sends health data (e.g., vital signs, blood sugar levels, **cardiac device data**, etc.) to **a healthcare provider** would help **my doctor** make better decisions about my health

## ONLINE HEALTH

- ◆ I am comfortable registering on a website which consistently offers useful information about my particular health condition
- ◆ I am more comfortable talking about health and wellness concerns online than I am face-to-face
- ◆ I am more likely to visit a health website that was recommended by my doctor or that I saw in my doctor's office
- ◆ I am very cautious about which websites I access for health and wellness information I feel health and wellness advertising on the Internet is trustworthy
- ◆ I feel the Internet is a good way to confirm a diagnosis
- ◆ I refer my friends to certain websites I find helpful
- ◆ I typically conduct research online prior to a doctor's appointment
- ◆ I trust the medical information other people share on social media
- ◆ Researching online gives me confidence to speak knowledgeably about a medical condition
- ◆ The Internet is the first source I turn to when researching health and wellness

## PERSONAL HEALTH

- ◆ I am concerned that my unhealthy habits will soon catch up with me
- ◆ I do everything I can to promote and maintain my personal health and wellness
- ◆ I am better informed about my health than most people
- ◆ I believe that vitamins and nutritional supplements make a difference in long-term health
- ◆ I participate in preventative healthcare
- ◆ I prefer alternative/holistic approaches to standard medical practices
- ◆ I research healthcare information so that I am better informed about different healthcare treatment options
- ◆ My condition makes it difficult to do/complete day-to-day tasks
- ◆ My condition is never far from the forefront of my mind

## VACCINES

- ◆ I am willing to ask my doctor for a vaccine that I have seen or heard advertised
- ◆ I trust my doctor to recommend the vaccines that are essential to my continued health
- ◆ I am first among my peers to investigate vaccines that are recommended but not required
- ◆ I am concerned about the possible side effects related to my vaccinations
- ◆ **I try to stay up to date by getting the latest COVID-19 vaccinations/boosters**



# Sports & Leisure Activities

- ◆ Adult education courses
- ◆ Aerobics
- ◆ Attend concerts/Live events
- ◆ Attend professional/college sports events
- ◆ Baseball/Softball
- ◆ Basketball
- ◆ Bicycling
- ◆ Bird watching
- ◆ Bowling
- ◆ Camping
- ◆ Cooking for fun
- ◆ Crossword puzzles/word games
- ◆ Dancing
- ◆ Entertaining friends/family
- ◆ Fine dining/eating out
- ◆ Fishing
- ◆ Fitness walking
- ◆ Football
- ◆ Gardening
- ◆ Go to bars/Nightclubs
- ◆ Go to the movies
- ◆ Golf
- ◆ Hiking
- ◆ Hunting
- ◆ **Pickleball**
- ◆ Photography
- ◆ Play a musical instrument
- ◆ Poker
- ◆ Reading books
- ◆ Running/Jogging
- ◆ Shopping for fun
- ◆ Soccer
- ◆ Spa Services
- ◆ Spend time with pets
- ◆ Swimming
- ◆ Tennis
- ◆ Travel
- ◆ Use a health club/gym

- ◆ Video gaming
- ◆ Virtual workout or fitness sessions (e.g., Peloton, YouTube exercise video)
- ◆ Visit museums
- ◆ Volunteer your time
- ◆ Weight training
- ◆ Yoga/Pilates

## Demographics

Age

Gender

Education

Employment Status

LGBT

Marital Status

Number of Adults in Household

Parent/Children in Household

Household Income

Personal Income

Race/Ethnicity

- ◆ White
- ◆ Spanish/Hispanic/Latino
- ◆ American Indian or Alaska Native
- ◆ Black or African American
- ◆ Asian or Pacific Islander
- ◆ Other Race

Spanish Language

- ◆ Only Spanish at home
- ◆ Mostly Spanish, but some English
- ◆ Spanish and English about equally at home
- ◆ Mostly English, but some Spanish
- ◆ Only English at home

Personal beliefs or ideology

- ◆ Very liberal
- ◆ Somewhat liberal
- ◆ Moderate
- ◆ Somewhat conservative
- ◆ Very conservative

### Extend your planning and reach your target audience segments

200+ predefined audience segments from the MARS Consumer Health Study are available via LiveRamp, TruAudience (formerly Tru Optik) and Eyeota to most major programmatic platforms for activation. Visit our [Health Audiences site](#) for more information about our off-the-shelf segments or contact us to help onboard your custom targets.

## Features of the 2024 MARS Study include:

- ◆ 100+ health conditions, including 20+ low-incidence ailments (e.g., Crohn's, Lupus, MS, Schizophrenia): Ailment-specific follow-up questions capture condition details, treatment options, and drug brand usage
- ◆ Nearly 400 Rx and over-the-counter remedies
- ◆ Caregivers: Caregiver support activities, level of involvement, conditions of those receiving care, relationship to care recipient, etc.
- ◆ Extensive Point of Care coverage: HCPs and medical services used, actions taken after seeing HCP, medical testing and vaccinations
- ◆ Audience measurement for nearly 50 consumer publications
- ◆ Newspaper readers: How often read, how many read in past week
- ◆ Radio & expanded streaming audio content: time spent, devices used, podcast and streaming music listening and services used
- ◆ Television viewing, including streaming coverage & device brands: Dayparts and time spent watching, network and genre coverage, devices used, **Smart TV and streaming device brands**, streaming services used (free vs. paid, last 30 days/last 7 days), ad-free tier subscriptions, and service switching
- ◆ Digital insights: Online interests, activities and device use, dayparts, website visitation for 40+ sites (including social, health-related, others), health-related mobile app use, time spent online with mobile and social media, and more
- ◆ Media effectiveness insights: Where consumers encounter healthcare advertising and actions taken as a result
- ◆ 40 healthcare information sources: Value of various point of care, point of purchase, media and other sources for health information
- ◆ 70+ attitudes and opinions toward healthcare advertising, doctors and treatments, online and mobile health, diet and exercise, children's health, and more
- ◆ Extensive demographic data: Geographic information, gender, age, generation, race, marital status, education, employment, income, personal ideology (e.g., conservative or liberal)
- ◆ Solutions for targeting key consumer healthcare audiences: MARS Patient, Sources Valued, and Health Tech IQ Segmentations

## Flexible Data Access

MARS data is available to clients via multiple platforms and formats for maximum convenience and utility. Data delivery options include:

- ◆ Database access through various third-party services that provide custom software for data analysis or media planning
- ◆ KMHR also offers database access via our Choices cross tabulation software or TGI360 Online, an easy and intuitive web-based analytical tool for exploring data sets and obtaining insights for sales, targeting strategy, and more
- ◆ Custom data tables, reports, or dashboards

Modeling and respondent level data is also available for advanced analytics.

If you have any questions or would like to learn more about the study, please contact us at [MARS.Support@M3-MI.com](mailto:MARS.Support@M3-MI.com).