

**KANTAR**



**MARS Consumer Health Study**

**Summary of Content Changes: 2022 to 2023**

Section of Questionnaire	Description of Changes
Conditions – Cancer	<p><b>CHANGED</b> 2 cancer types:</p> <ol style="list-style-type: none"> <li>Urinary/Bladder/Kidney cancer split into two separate types: Bladder/Urinary and Kidney/Renal</li> <li>Skin cancer split into two separate types: Melanoma and Non-melanoma</li> </ol> <p><b>ADDED</b> 1 new response option to custom treatment list:</p> <ol style="list-style-type: none"> <li>Targeted Therapy</li> </ol>
Conditions – COVID-19	<p><b>ADDED</b> 2 new conditions:</p> <ol style="list-style-type: none"> <li>COVID-19 [professionally diagnosed]</li> <li>Long COVID (symptoms lasting 3 months or longer that you did not have prior to having COVID-19) [professionally diagnosed]</li> </ol> <p><b>CUT</b> COVID-19 Attitudes: <i>How much do you agree or disagree with the following statements about COVID-19?</i> Note that we will keep "COVID-19 Behaviors" question.</p> <p><b>CUT</b> "COVID-19 antibody test" from medical tests received in the last 12 months. Note: "COVID-19 virus test" is still collected.</p>
Conditions – Schizophrenia	<p><b>ADDED</b> NEW condition: Schizophrenia [ever experienced, professionally diagnosed, how treating]</p>
Conditions – Hidradenitis suppurativa	<p><b>ADDED</b> NEW condition: Hidradenitis suppurativa (HS) (recurring skin boils or painful nodules usually in armpit, groin or under breasts) [experienced last 12 months/professionally diagnosed/how treating/severity]</p>
Conditions – Women's Health – Birth Control	<p><i>Have you used any of the following methods of birth control in the last 12 months?</i></p> <p><b>ADDED</b> 3 response options:</p> <ol style="list-style-type: none"> <li>Emergency contraception (e.g., morning-after pill)</li> <li>Short-acting hormonal methods (e.g., patch, ring, shot)</li> <li>Spermicide or vaginal gel</li> </ol> <p><b>CHANGED</b> 1 response from "Long-term methods (e.g., implant, IUD, patch, ring, shot)" to " <b>Long-acting hormonal methods (e.g., implant, IUD)</b>"</p> <p><i>What is the most important factor when choosing a birth control option for yourself?</i></p> <p><b>ADDED</b> 1 new response option:</p> <ol style="list-style-type: none"> <li>Prefer non-hormonal options</li> </ol>
Conditions – Severity	<p><b>ADDED</b> 8 more conditions for Severity question: <i>How would you rate the severity of your &lt;condition&gt;?</i></p> <ol style="list-style-type: none"> <li>Acid Reflux/GERD</li> <li>Anxiety Disorder</li> <li>Hidradenitis suppurativa (HS)</li> <li>Irritable Bowel Syndrome (IBS)</li> <li>Menopause symptoms – Hot flashes/Night sweats/Vaginal atrophy</li> <li>Migraine Headache</li> <li>Multiple Sclerosis</li> <li>Seizures/Epilepsy</li> </ol>

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Treatments – Daily Aspirin Therapy	<p><b>ADDED</b> “Daily Aspirin Therapy” to custom treatment list for 4 conditions: <i>How are you treating/did you treat your &lt;condition&gt;?</i></p> <ol style="list-style-type: none"> <li>1. Blood clots in the legs (DVT) or Pulmonary Embolism (PE)</li> <li>2. Cardiovascular/Heart Disease</li> <li>3. High Cholesterol</li> <li>4. Hypertension/High Blood Pressure</li> </ol> <p><b>CUT</b> 3 aspirin brands from OTC brand lists for conditions noted above.</p> <ol style="list-style-type: none"> <li>1. Bayer Aspirin</li> <li>2. Bayer Aspirin Low Dose</li> <li>3. Other Aspirin brand</li> </ol>
Treatments – Diabetes	<p><b>NEW</b> Q: [IF “INSULIN” SELECTED AT “HOW TREATING”] <i>You mentioned using insulin to treat your Diabetes. How often do you take insulin?</i></p> <ol style="list-style-type: none"> <li>1. Less than once a day</li> <li>2. 1 time per day</li> <li>3. 2 times per day</li> <li>4. 3 times per day</li> <li>5. 4 or more times per day</li> <li>6. Continuous delivery (i.e., insulin pump)</li> </ol>
Treatments – Psoriasis	<p><b>ADDED</b> 1 new response option to custom treatment list:</p> <ol style="list-style-type: none"> <li>1. Retinoids (topical or oral)</li> </ol>
Treatments – Medical Marijuana	<p><b>CHANGED</b> 1 response from “Cannabidiol/CBD (oil, cream, edibles, etc.)” to “<b>Medical CBD (derived from marijuana)</b>”</p>
Purchasing Medication	<p><b>CUT</b> Q: <i>In the last 12 months, where did you purchase any prescription OR non-prescription drugs?</i></p> <p><b>NEW</b> Q: Revised to be Rx-specific and updated response list <i>In the last 12 months, where did you purchase any <b>prescription medications</b>?</i></p> <p><b>IN-STORE PHARMACY</b></p> <ol style="list-style-type: none"> <li>1. Club store pharmacy (e.g., Costco, Sam’s Club)</li> <li>2. Drug store chain pharmacy (e.g., Rite Aid, Walgreens, CVS)</li> <li>3. Local non-chain drug store pharmacy</li> <li>4. Grocery store pharmacy</li> <li>5. Mass Merchandiser pharmacy (e.g., Walmart)</li> </ol> <p><b>ONLINE OR MAIL ORDER PHARMACY</b></p> <ol style="list-style-type: none"> <li>6. Amazon Pharmacy</li> <li>7. Club store pharmacy website/app (e.g., costco.com, samsclub.com)</li> <li>8. Drug store chain pharmacy website/app (e.g., riteaid.com, walgreens.com, cvs.com)</li> <li>9. Grocery store pharmacy website/app</li> <li>10. Independent online pharmacy/app (e.g., Mark Cuban Cost Plus Drug Company, healthwarehouse.com)</li> <li>11. Mass Merchandiser pharmacy website/app (e.g., Walmart.com)</li> <li>12. Some other type of online pharmacy/app</li> <li>13. Mail order pharmacy provided by your insurance</li> <li>14. No prescription medication purchased in last 12 months</li> </ol>

Section of Questionnaire	Description of Changes
Vitamins & Mineral Supplements	<p><i>In the last 12 months, what types of vitamins or mineral supplements have you personally used?</i></p> <p><b>ADDED</b> 3 new response options:</p> <ol style="list-style-type: none"> <li>1. CBD products (over the counter, dispensary)</li> <li>2. Collagen</li> <li>3. Melatonin</li> </ol> <p><b>CUT</b> 2 response options:</p> <ol style="list-style-type: none"> <li>1. Glucosamine</li> <li>2. Vitamin A</li> </ol> <p><i>Why have you used any vitamin/mineral supplements in the last 12 months?</i></p> <p><b>ADDED</b> 5 new response options:</p> <ol style="list-style-type: none"> <li>1. Exercise recovery/pre-workouts</li> <li>2. Memory support</li> <li>3. Skin/hair/nail health</li> <li>4. Sleep aid</li> <li>5. Stress relief</li> </ol> <p><b>CUT</b> 2 response options:</p> <ol style="list-style-type: none"> <li>1. Additional nutrients</li> <li>2. Healthy aging</li> </ol> <p><i>In the last 12 months, which brands of vitamins or mineral supplements have you personally used?</i></p> <p><b>ADDED</b> 3 new response options:</p> <ol style="list-style-type: none"> <li>1. Alive!</li> <li>2. Nature Made</li> <li>3. Nature's Bounty</li> </ol> <p><b>CUT</b> 9 response options:</p> <ol style="list-style-type: none"> <li>1. Berocca</li> <li>2. Caltrate</li> <li>3. Citrical</li> <li>4. Emergen-Zzzz</li> <li>5. Geritol</li> <li>6. GNC Ultra Mega</li> <li>7. Ocuville</li> <li>8. Theragran-M</li> <li>9. Viactiv</li> </ol>
Diet & Nutrition	<p><b>CHANGED</b> Q text: <i>What types of food or beverages do you consume as part of your diet or nutrition plan?</i></p> <p><b>ADDED</b> 2 new response options:</p> <ol style="list-style-type: none"> <li>1. Plant-based</li> <li>2. Drinks with beneficial effects from added minerals, vitamins, probiotics, etc. (e.g., enhanced immunity, digestion, focus, relaxation, recovery)</li> </ol>
Medical Services	<p><i>In the last 12 months, where have you received any kind of medical or health-related services?</i></p> <p><i>How many times in the last 12 months have you received medical or health-related services from each of these types of healthcare providers?</i></p> <p><b>ADDED</b> 2 new response options:</p> <ol style="list-style-type: none"> <li>1. Mobile Health Clinic</li> <li>2. Home healthcare</li> </ol>
Actions Taken After Seeing Medical Professional	<p><b>ADDED</b> 1 new response option:</p> <ol style="list-style-type: none"> <li>1. Visited a website recommended by my doctor for health information</li> </ol>

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Other Family Members – Conditions & Ages	<p><b>CHANGED</b> Q text to specify immediate family: <i>Which of the following health or medical conditions is anyone in your <b>immediate family</b> (i.e., parents, siblings, spouse/partner, or children) currently experiencing? Please include <b>immediate</b> family members who live with you as well those who do not.</i></p> <p><i>What are the ages of your family members who are experiencing these conditions?</i></p> <p><b>CHANGED</b> response list: “Less than 24 months old” and “2-11 years old” collapsed into single response “<b>Under 12 years old</b>”</p>
Caregivers	<p><b>NEW</b> Q: [IF PROVIDE ANY TYPE OF CAREGIVER SUPPORT FOR A FAMILY MEMBER] <i>What is your relationship with any person you provide caregiver support for?</i></p> <ol style="list-style-type: none"> <li>1. I am their spouse/partner</li> <li>2. I am their parent /guardian- they are under age 18</li> <li>3. I am their parent /guardian- they are an adult (age 18+)</li> <li>4. I am their child</li> <li>5. Other relationship</li> </ol> <p><b>CUT</b> Q: <i>How long have you been providing caregiver support for anyone with a health or medical condition?</i></p>
Devices Owned/Used	<p><b>CHANGED</b> – Split “Wearable fitness trackers” and “Smartwatch” into separate response items</p>
Information Sources – Online	<p><i>How much do you value the following sources for healthcare information?</i></p> <p><b>ADDED</b> 1 new response option:</p> <ol style="list-style-type: none"> <li>1. Podcasts</li> </ol>
Information Sources – Point of Care	<p><i>How much do you value the following sources for healthcare information?</i></p> <p><b>ADDED</b> 1 new response option:</p> <ol style="list-style-type: none"> <li>1. Digital screens or tablets in a doctor’s office or hospital (“digital screens” previously included as part of “Health-related television programs” response)</li> </ol>
Actions Taken After Seeing/Hearing Healthcare Advertising	<p><b>ADDED</b> 1 new response option:</p> <ol style="list-style-type: none"> <li>1. Scanned a QR code</li> </ol> <p><b>CUT</b> 1 response option:</p> <ol style="list-style-type: none"> <li>1. Referred to a book, journal, or magazine for additional information</li> </ol>
Publications – Consumer Magazines	<p><b>CUT</b> 12 magazines [print issue/digital issue/website]:</p> <ol style="list-style-type: none"> <li>1. Allure</li> <li>2. Eating Well</li> <li>3. Entertainment Weekly</li> <li>4. Health (*Note: health.com will be measured/reported with Internet websites)</li> <li>5. InStyle</li> <li>6. In Touch</li> <li>7. Martha Stewart Living</li> <li>8. Midwest Living</li> <li>9. OK!</li> <li>10. Parents</li> <li>11. People en Español</li> <li>12. Shape</li> </ol> <p><b>CUT</b> 1 magazine website:</p> <ol style="list-style-type: none"> <li>1. TVGuide.com (*Note: TV Guide magazine print/digital issue will still be reported)</li> </ol>

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Radio – How Listen	<p><b>CUT Q:</b>  <i>How do you typically listen to the radio, including streaming radio, music, or podcasts?</i></p> <ol style="list-style-type: none"> <li>1. Regular AM/FM radio</li> <li>2. Satellite radio</li> <li>3. Internet/Apps (e.g., Pandora, Spotify, podcasts)</li> <li>4. Other</li> <li>5. I never listen to the radio</li> </ol>
Radio & Audio – Devices Used to Listen	<p><b>NEW Q</b>  <i>What devices do you personally use to listen to radio, podcasts, or streaming music?</i></p> <ol style="list-style-type: none"> <li>1. Home stereo system, regular AM/FM radio, or satellite radio receiver</li> <li>2. Car stereo system including AM/FM or satellite radio</li> <li>3. Smartphone</li> <li>4. Desktop or laptop PC</li> <li>5. Gaming Console</li> <li>6. Media streaming device</li> <li>7. Tablet</li> <li>8. Smart TV/Internet-enabled TV</li> <li>9. Smart speakers</li> <li>10. Wearable fitness tracker, activity band or clip-on</li> <li>11. Smartwatch</li> <li>12. I never listen to radio, podcasts, or streaming music</li> </ol>
Radio & Audio – Podcasts	<p><b>NEW Qs</b>  <i>How often do you listen to podcasts?</i></p> <ol style="list-style-type: none"> <li>1. Daily</li> <li>2. Weekly</li> <li>3. Monthly</li> <li>4. Less often</li> <li>5. Never</li> </ol> <p><i>What apps or platforms do you use to listen to podcasts?</i></p> <ol style="list-style-type: none"> <li>1. Amazon Music</li> <li>2. Apple Podcasts (iTunes)</li> <li>3. Audible</li> <li>4. Castbox</li> <li>5. Google Podcasts</li> <li>6. iHeart</li> <li>7. Pandora</li> <li>8. PlayerFM</li> <li>9. Pocket Casts</li> <li>10. SiriusXM</li> <li>11. Spotify</li> <li>12. Stitcher</li> <li>13. TuneIn Radio</li> <li>14. YouTube</li> <li>15. Other</li> </ol>

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Radio & Audio – Streaming Music Services	<p><i>What streaming services do you use to listen to music?</i></p> <p><b>ADDED</b> 2 new response options:</p> <ol style="list-style-type: none"> <li>1. SoundCloud</li> <li>2. YouTube Music</li> </ol>
Television – Streaming	<p><b>NEW</b> Qs</p> <p><i>Which free streaming services have you used? [Last month/Last 7 days]</i></p> <ol style="list-style-type: none"> <li>1. Amazon Freevee (formerly IMDb TV)</li> <li>2. Crackle</li> <li>3. Peacock</li> <li>4. Pluto</li> <li>5. Roku</li> <li>6. Tubi</li> <li>7. ViX</li> <li>8. Vudu</li> <li>9. Xumo</li> <li>10. YouTube</li> <li>11. Other FREE streaming services/apps</li> </ol> <p><i>Which paid/subscription streaming services have you used? [Last month/Last 7 days]</i></p> <p><i>Which services do you pay a higher tier subscription fee to watch ad-free content?</i></p> <ol style="list-style-type: none"> <li>1. Amazon Prime Video</li> <li>2. Apple TV+</li> <li>3. DirecTV Stream (formerly AT&amp;T TV Now)</li> <li>4. Discovery+</li> <li>5. Disney+</li> <li>6. ESPN+</li> <li>7. Other sports streaming channels or major league apps (e.g., MLB.TV, FuboTV)</li> <li>8. HBO Max</li> <li>9. Hulu</li> <li>10. Netflix</li> <li>11. Paramount+ or Paramount+ with Showtime bundle</li> <li>12. Peacock Premium/Plus</li> <li>13. Showtime</li> <li>14. YouTube TV</li> <li>15. Other streaming services or apps that require a fee</li> </ol> <p><i>Have you cancelled any paid streaming service in the last 30 days, either temporarily or permanently (including services with free trial periods)? Yes/No/Not sure</i></p> <p><i>Primary reason for cancelling service in last 30 days</i></p> <ol style="list-style-type: none"> <li>1. I was not using it enough</li> <li>2. The service raised its prices</li> <li>3. A specific series or live event ended</li> <li>4. To join another service with content I prefer to see</li> <li>5. No content that I am currently interested in seeing</li> <li>6. Needed to save money</li> <li>7. My free trial ended</li> <li>8. Other reason</li> </ol>
Television – Genres	<p><b>ADDED</b> 1 new response option: Suspense/Thriller (e.g., Reacher, Shining Girls)</p> <p><b>CUT</b> 1 response option: Home Shopping</p>
Television – Networks	<p><b>CUT</b> 1 response option: NBCSN</p>



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Internet & Mobile – Websites	<p><b>ADDED</b> 2 new response options:</p> <ol style="list-style-type: none"> <li>clevelandclinic.org</li> <li>health.com</li> </ol> <p><b>CUT</b> 1 response option:</p> <ol style="list-style-type: none"> <li>diabetesselfmanagement.com</li> </ol>
Internet & Mobile – Health-Related Online Activities	<p><b>ADDED</b> 1 new response option:</p> <ol style="list-style-type: none"> <li>Scanned a QR code to access condition, treatment, or other health information</li> </ol> <p><b>CHANGED</b> 1 response option:</p> <ol style="list-style-type: none"> <li>Used a patient portal to access <a href="#">health records</a>, <a href="#">view test results</a>, <a href="#">communicate with a healthcare provider</a>, etc.</li> </ol> <p><b>CUT</b> 1 response option:</p> <ol style="list-style-type: none"> <li>Scheduled an appointment with a healthcare professional</li> </ol>
Internet & Mobile – General Online Activities	<p><b>CHANGED</b> 1 response option – combined four news-related responses into a single item (<i>Note: Celebrity news/sports/politics now covered in NEW Online Interests Q</i>):</p> <ol style="list-style-type: none"> <li><a href="#">Caught up on news</a></li> </ol> <p><b>CUT</b> 5 response options</p> <ol style="list-style-type: none"> <li>Caught up on local news</li> <li>Caught up on national news/politics</li> <li>Caught up on sports news</li> <li>Caught up on celebrity news/gossip</li> <li>Listened to/viewed podcasts (<i>see NEW podcasts Qs</i>)</li> </ol>
Internet & Mobile – Devices Used for Online Activities	<p><b>CHANGED</b> 1 response option – combined “Smartphone” and Tablet” into a single “Mobile device” response item:</p> <p><i>In the last 30 days, what devices did you use for each of these online activities?</i></p> <ol style="list-style-type: none"> <li>Desktop or laptop PC</li> <li><a href="#">Mobile device</a></li> </ol>
Internet & Mobile – Online Interests	<p><b>NEW Q</b></p> <p><i>Which of the following topics do you regularly research, follow, or read about online (e.g., going to specific websites/apps, online search, podcasts, etc.)?</i></p> <ol style="list-style-type: none"> <li>BIPOC (Black, Indigenous, People of Color) news and lifestyle</li> <li>Career/Job search</li> <li>Celebrity news and interviews</li> <li>Environmental news/issues</li> <li>Family history/Genealogy</li> <li>Fashion/Beauty</li> <li>Finance/Economy</li> <li>Fitness/Exercise</li> <li>Food (cooking, recipes, dining out, etc.)</li> <li>Healthy lifestyle</li> <li>Hobbies/Crafts</li> <li>Home improvement</li> <li>LGBTQIA+ news and lifestyle</li> <li>Movies/TV programs</li> <li>Music</li> <li>Parenting</li> <li>Politics</li> <li>Real estate/House hunting</li> <li>Religion/Spirituality</li> <li>Science/Nature</li> <li>Sports</li> <li>Technology</li> <li>Vacation/Travel</li> <li>Video games/Gaming</li> </ol>



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Internet & Mobile – Health-related Mobile Apps	<p><i>What types of health-related mobile apps have you used in the last 6 months?</i></p> <p><b>CHANGED</b> 2 response options:</p> <ol style="list-style-type: none"> <li>1. “Medical records access” updated to “Patient portal”</li> </ol> <p><b>ADDED</b> 2 new response options:</p> <ol style="list-style-type: none"> <li>1. Telemedicine/Telehealth</li> <li>2. Pharmacy</li> </ol> <p><b>CUT</b> 1 response option: Pharmacy/ER/Fast clinic locator</p>
Sports & Leisure	<p><b>ADDED</b> 1 new response option:</p> <ol style="list-style-type: none"> <li>1. Camping</li> </ol> <p><b>CUT</b> 3 response options:</p> <ol style="list-style-type: none"> <li>1. Fantasy sports league</li> <li>2. Sailing/Water Skiing</li> <li>3. Snow Skiing/Snowboarding</li> </ol>
Drug Brands – Additions & Changes	<p><b>CHANGED</b> various condition-specific Rx and OTC brand lists</p> <p>COPD (including Chronic Bronchitis and Emphysema)</p> <ul style="list-style-type: none"> <li>• <b>ADDED</b> Breztri</li> <li>• <b>CUT</b> Dulera</li> </ul> <p>Crohn's disease:</p> <ul style="list-style-type: none"> <li>• <b>ADDED</b> Skyrizi</li> </ul> <p>Depression</p> <ul style="list-style-type: none"> <li>• <b>ADDED</b> Spravato</li> <li>• <b>CUT</b> Pristiq</li> <li>• <b>CUT</b> Trintellix</li> <li>• <b>CUT</b> Viibryd</li> </ul> <p>Insomnia/Sleep Apnea</p> <ul style="list-style-type: none"> <li>• <b>ADDED</b> ZzzQuil</li> <li>• <b>CUT</b> Excedrin</li> </ul> <p>Multiple Sclerosis</p> <ul style="list-style-type: none"> <li>• <b>ADDED</b> Kesimpta</li> <li>• <b>ADDED</b> Ponvory</li> <li>• <b>ADDED</b> Zeposia</li> </ul> <p>Pain relieving rubs &amp; liquids</p> <ul style="list-style-type: none"> <li>• <b>ADDED</b> Biofreeze</li> </ul> <p>Psoriatic Arthritis</p> <ul style="list-style-type: none"> <li>• <b>ADDED</b> Rinvoq</li> <li>• <b>ADDED</b> Skyrizi</li> <li>• <b>ADDED</b> Tremfya</li> </ul> <p>Ulcerative colitis</p> <ul style="list-style-type: none"> <li>• <b>ADDED</b> Rinvoq</li> <li>• <b>ADDED</b> Zeposia</li> </ul>

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<p>Drug Brands – Cuts</p>	<p><b>CUT</b> various condition-specific Rx and OTC brands based on low intab counts over multiple years or if the drug was discontinued:</p> <p>Allergies – <b>CUT</b> 2 response options:</p> <ol style="list-style-type: none"> <li>1. Chlor-Trimeton</li> <li>2. Rhinocort</li> </ol> <p>Cold/Cough/Flu – <b>CUT</b> 7 response options:</p> <ol style="list-style-type: none"> <li>1. Breathe Right Nasal Strips</li> <li>2. Cold-Eeze</li> <li>3. Contac</li> <li>4. Dimetapp</li> <li>5. Halls</li> <li>6. Luden's</li> <li>7. Triaminic</li> </ol> <p>Diabetes [Type 1 &amp; Type 2] – <b>CUT</b> 3 response options:</p> <ol style="list-style-type: none"> <li>1. Humulin</li> <li>2. Levemir</li> <li>3. Tresiba</li> </ol> <p>Heartburn/Indigestion – <b>CUT</b> 3 response options:</p> <ol style="list-style-type: none"> <li>1. Beano</li> <li>2. Maalox</li> <li>3. Tagamet</li> </ol> <p>Rosacea – <b>CUT</b> 1 response option:</p> <ol style="list-style-type: none"> <li>1. Oracea</li> </ol>