

MARS Consumer Health

SUMMARY OF CONTENT CHANGES

2024 to 2025



M3 MI

Section of Questionnaire	Description of Changes
Conditions – Age Related Memory Loss	Changed condition name from “Age Related Memory loss (moderate or severe)” to “ Age Related Memory Loss (moderate or severe confusion/memory problems) ”
Conditions – Cancer	<p>Added 1 NEW leukemia follow-up question: <i>Is the type of leukemia you were diagnosed with...? (Select one)</i></p> <ol style="list-style-type: none"> 1. Acute (e.g., AML, ALL) 2. Chronic (e.g., CML, CLL) <p>Added 1 NEW lung cancer follow-up question: <i>Is the type of lung cancer you were diagnosed with...? (Select one)</i></p> <ol style="list-style-type: none"> 1. Small cell lung cancer (SCLC) 2. Non-small cell lung cancer (NSCLC)
Conditions – Fatty Liver Disease	Added NEW condition: Fatty Liver Disease [ever experienced, professionally diagnosed, how treating]
Conditions – Genital Herpes	Changed condition name from “Herpes” to “ Genital Herpes ” to align with government weighting source
Conditions – Long Covid	Changed condition name from “Long Covid (new, returning, or ongoing health problems after a COVID-19 infection)” to “ Long Covid (symptoms lasting 3 months or longer that you did not have prior to having COVID-19) ” to align with government weighting source
Conditions – Macular Degeneration	<p>Added NEW condition follow-up question: <i>Is your macular degeneration...? (Select all that apply.)</i></p> <ol style="list-style-type: none"> 1. Dry AMD 2. Wet AMD 3. Diabetic macular edema
Conditions – Prediabetes/borderline diabetes	<p>Added NEW condition: Prediabetes/borderline diabetes [ever experienced, professionally diagnosed, how treating]</p> <p>Added NEW custom condition treatment: GLP-1 medication</p>
Conditions – Tardive Dyskinesia	<p>Added NEW condition follow up question: <i>Have you ever experienced Tardive Dyskinesia (TD)? Symptoms of TD may include mild to severe involuntary movements such as twitching, shaking, or jerking in the hands, feet, face, or torso, or involuntary blinking, tongue movements, and other uncontrollable movements.</i></p> <ol style="list-style-type: none"> 1. Yes 2. No

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Treatments – IBD: Crohn’s disease	<p><i>How are you treating or did you treat your Crohn’s disease?</i></p> <p>Added 1 response option to condition treatment list: Ostomy bag</p>
Treatments – IBD: Ulcerative colitis	<p><i>How are you treating or did you treat your ulcerative colitis?</i></p> <p>Added 1 response option to condition treatment list: Ostomy bag</p>
Treatments – Insomnia	<p><i>How are you treating or did you treat your insomnia?</i></p> <p>Cut custom treatment option: psychological therapy/counseling</p>
Treatments - Obesity	<p><i>How are you treating or did you treat your obesity?</i></p> <p>Added 1 response option to condition treatment list: GLP-1 medication</p>
Treatments – Sleep apnea	<p><i>How are you treating or did you treat your sleep apnea?</i></p> <p>Added 5 response options to condition treatment list:</p> <ol style="list-style-type: none"> 1. Nasal strips (e.g., Breathe Right) 2. Airway pressure devices (CPAP, BPAP) 3. Oral appliances 4. Implants 5. Surgery
Treatments – Type 2 Diabetes	<p><i>How are you treating or did you treat your Type 2 diabetes?</i></p> <p>Added 1 response option to condition treatment list: GLP-1 medication</p>
Rx Satisfaction	<p><i>How satisfied are you with your prescription drug treatment for <condition>? (very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, very dissatisfied)</i></p> <p>Added 2 conditions to Rx Satisfaction question:</p> <ol style="list-style-type: none"> 1. Obesity 2. Cancer (any type)

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<p>Drug Brands – Additions</p>	<p>Condition-specific Rx/OTC brand list updates:</p> <p>Acid reflux/GERD</p> <ul style="list-style-type: none"> • Added Voquezna <p>Asthma</p> <ul style="list-style-type: none"> • Added Tezspire <p>Bipolar Disorder</p> <ul style="list-style-type: none"> • Added Lybalvi <p>Cancer – any type</p> <ul style="list-style-type: none"> • Added Keytruda • Added Opdivo • Added Yervoy <p>Cardiovascular/Heart Disease</p> <ul style="list-style-type: none"> • Added Inpefa <p>COPD</p> <ul style="list-style-type: none"> • Added Trelegy Ellipta <p>Eczema/Atopic Dermatitis</p> <ul style="list-style-type: none"> • Added Rinvoq • Added Non-Rx CeraVe • Added Non-Rx Jergens <p>Eye disease or Dry Eye</p> <ul style="list-style-type: none"> • Added Syfovre <p>Sleep Disorders</p> <ul style="list-style-type: none"> • Added Sunosi • Added Non-Rx Natrol • Added Non-Rx Zarbees <p>Migraine Headache</p> <ul style="list-style-type: none"> • Added Vyepti <p>Multiple Sclerosis</p> <ul style="list-style-type: none"> • Added Briumvi <p>Obesity</p> <ul style="list-style-type: none"> • Added Mounjaro • Added Zepbound <p>Psoriasis</p> <ul style="list-style-type: none"> • Added Bimzelx <p>Schizophrenia</p> <ul style="list-style-type: none"> • Added Abilify • Added Invega • Added Lybalvi • Added Perseris • Added Uzedy <p>Women’s Health – OTC Birth Control</p> <ul style="list-style-type: none"> • Added Opill
<p>Medicine Cabinet (OTC Drugs: First Aid, Pain OTC, Vitamins)</p>	<p><i>In the last 12 months, which of these non-prescription (“over-the-counter”) medications or health products have you personally used? (Select all that apply.)</i></p> <p>ADDED 2 response items to pain relieving rubs & liquids (non-rx):</p> <ol style="list-style-type: none"> 1. Tiger Balm 2. Salonpas <p>CUT 1 response item from pain relieving rubs & liquids (non-rx):</p> <ol style="list-style-type: none"> 1. Flector patch

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<p>Prescription Adherence</p>	<p>Added 3 NEW questions:</p> <ol style="list-style-type: none"> 1. Which of the following do you consider before filling a prescription for a new drug for yourself or someone you make health-related decisions for? (Select all that apply.) <ol style="list-style-type: none"> a. Whether it is really needed/will the medication truly improve symptoms or prognosis b. Whether there are alternatives to taking medication (e.g., diet, exercise, lifestyle changes) c. Price/out-of-pocket cost d. Concern over side effects/safety of the prescribed medication e. Seeing/hearing advertisements for the medication/treatment f. Seeing/hearing stories of other patients who have taken the medication g. Knowing the drug is a top brand prescribed as a treatment for the condition h. Other considerations i. Not applicable 2. If you've ever decided NOT to fill/refill a prescription medication for yourself or someone you make health-related decisions for, what were the reasons? (Select all that apply.) <ol style="list-style-type: none"> a. To save money (e.g., drug too expensive, cut dose/less frequent refills) b. Unsure the drug was working c. Concerned about side effects d. Too difficult to get a prescription renewal from the doctor (e.g., appointment availability, travel issues) e. Prefer to treat with alternatives (e.g., over the counter medication, diet, exercise) f. Other reasons g. Not applicable 3. When it comes to getting the information or support you need for new or ongoing prescription medications, which of these would be helpful? (Select all that apply.) <ol style="list-style-type: none"> a. Live or virtual consultation with a healthcare provider other than my doctor (e.g., nurse, pharmacist, other physician) b. Financial assistance (e.g., insurance plan co-pay, coupon offered by the drug brand, discount drug sites, other programs) c. Dedicated website with information about the drug, coverage, cost, or the condition being treated d. Website or mobile app where I can ask questions via online chat/AI assistant at any time of day or night e. Support program offered by a drug brand to help with treatment management (e.g., disease education, medication use, support group resources, etc.) f. Other types of information or support g. Not applicable
<p>Health Insurance</p>	<p>Which of the following types of health or medical insurance do you currently have? (Select all that apply.)</p> <p>Changed 1 response item: "Government issued for retiree (Medicare)" → "Government issued for age 65+ or people with disabilities (Medicare)"</p> <p>Added NEW Q: Who is your health insurance carrier (Select all that apply.)</p> <ol style="list-style-type: none"> 1. Aetna 2. Blue Cross /Blue Shield 3. Cigna 4. Humana 5. Kaiser Permanente 6. UnitedHealthcare 7. Other

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Medical Tests – Last 12 Months	<p><i>What medical tests have you had in the last 12 months?</i></p> <p>Added 1 response item: Early cancer screening (e.g., stool-based colorectal cancer tests, lung cancer CT scan)</p> <p>Cut 1 response item: COVID-19 virus test</p>
Medical Professionals	<p>Changed question text from “How would you describe your relationship with your primary care physician?” to “How would you describe your relationship with your primary care physician or other health care provider you see most often?”</p> <p><i>In the last 12 months, which of these types of medical professionals have you seen either in person or using telemedicine/a virtual visit? (Select all that apply.)</i></p> <p>Added 1 response item: Sleep Specialist</p>
Caregivers	<p><i>Which of the following health or medical conditions is anyone in your immediate family (i.e., parents, siblings, spouse/partner, or children) currently experiencing? Please include immediate family members who live with you as well those who do not. (Select all that apply.)</i></p> <p>Added 2 response items:</p> <ol style="list-style-type: none"> 1. Food allergies 2. Physical disability (e.g., vision impairment, hearing loss, mobility impairment, chronic pain or fatigue, etc.) <p>Cut 1 response item: Allergies</p> <p><i>What is your relationship with any person you provide caregiver support for? (Select all that apply.)</i></p> <p>Added 2 response items:</p> <ol style="list-style-type: none"> 1. I am their sibling (sister/brother) 2. I am their grandchild <p>Added NEW Q: <i>Do you, yourself, receive any type of caregiver support from family members or others due to your own health or medical conditions?</i></p> <ol style="list-style-type: none"> 1. Yes 2. No 3. Prefer not to say
Attitudes About Doctors/Treatments	<p><i>How much do you agree or disagree?</i></p> <p>Added 1 response item: I would consider participating in a clinical trial</p>
Point of Care & Point of Purchase Information Sources	<p><i>How much do you value each of the following as a source for healthcare information?</i></p> <p>Changed 1 response item:</p> <p>“Digital screens or tablets in a doctor’s office or hospital” split in two:</p> <ol style="list-style-type: none"> 1. Interactive screens or wallboards in an exam room (e.g., condition or treatment-related educational information) 2. Digital patient check-in tools (e.g., tablet, kiosk or using your own mobile device)
Anti-Aging Attitudes	<p><i>How much do you agree or disagree?</i></p> <p>Cut 2 response items:</p> <ol style="list-style-type: none"> 1. Everyone should just age naturally 2. I feel younger than other people my age
Diet Attitudes	<p><i>How much do you agree or disagree?</i></p> <p>Added 1 response item: I would consider taking a prescription medication for weight loss</p> <p>Cut 1 response item: Diet plans usually work for me</p>

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Magazine Readership	<p>Starting in 2025 MARS, print and print+digital magazine estimated audience and readership frequency will no longer be reported at the title level. Instead, for print/digital editions, MARS will report genre-level magazine readership and time spent data. 24 magazine websites will continue to be measured/reported at the title level (average monthly reach and visitation frequency).</p> <p>Added 2 NEW questions:</p> <ol style="list-style-type: none"> 1. Which of the following types of magazines have you read or looked at in the last 6 months? Please only include printed issues or digital editions (i.e., electronic replicas of the printed magazine issues formatted for reading on a computer or mobile device). Do NOT include visits to a magazine’s website, online magazine articles, video content, etc. (Select all that apply.) <ol style="list-style-type: none"> a. BIPOC (e.g., Essence, Ebony, LATINO) b. Business/Finance (e.g., Forbes, The Economist) c. Food/Epicurean (e.g., Bon Appétit, Taste of Home) d. Health (e.g., Prevention, Men’s Health, Women’s Health) e. Home Design & Decorating (e.g., Architectural Digest, House Beautiful, Dwell) f. Home Improvement & Lifestyle (e.g., Better Homes & Gardens, Country Living, Real Simple) g. LGBTQ+ (e.g., Out, The Advocate) h. Mature (e.g., AARP, The American Legion Magazine) i. Men’s General/Lifestyle (e.g., Esquire, GQ, Car & Driver) j. News - Celebrity/Entertainment (e.g., People, Us Weekly, Vanity Fair, Rolling Stone) k. News - Current Events/Politics (e.g., Time, Newsweek, The Atlantic) l. Science & Technology (e.g., Popular Mechanics, Wired) m. Sports & Outdoors (e.g., Golf Magazine, Sports Illustrated, Field & Stream) n. Travel (e.g., Condé Nast Traveler, Travel + Leisure) o. Women’s Fashion (e.g., Elle, Harper’s Bazaar, Vogue) p. Women’s General/Lifestyle (e.g., Cosmopolitan, Good Housekeeping, Woman’s Day) q. Other r. None in the last 6 months 2. How many hours do you spend reading or looking at magazines on a typical weekday and weekend day? Again, only include time spent with printed issues or digital editions (i.e., electronic replicas of the print magazine formatted for reading on a computer or mobile device). Do NOT include any time spent on a magazine’s website, reading online magazine articles, or viewing other types of magazine content online. (Select one for each time period – weekday or weekend.) <ol style="list-style-type: none"> a. None b. Less than 15 minutes c. 15 minutes to less than 30 minutes d. 30 minutes to less than 1 hour e. 1 to less than 2 hours f. 2 to less than 3 hours g. 3 hours or more

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<p>Magazine Websites</p>	<p>MARS will continue to measure/report visitation frequency for 24 magazine websites:</p> <ol style="list-style-type: none"> 1. aarp.org 2. architecturaldigest.com 3. bhg.com 4. bonappetit.com 5. cosmopolitan.com 6. countryliving.com 7. essence.com 8. forbes.com 9. golfdigest.com 10. goodhousekeeping.com 11. gq.com 12. menshealth.com 13. newyorker.com 14. people.com 15. realsimple.com 16. rollingstone.com 17. si.com 18. tasteofhome.com 19. time.com 20. travelandleisure.com 21. vanityfair.com 22. vogue.com 23. wired.com 24. womenshealthmag.com
<p>Newspaper Readers</p>	<p>Starting in 2025 MARS, time spent with newspapers will be reported based on print/digital editions only (previously reported time spent with newspapers on any platform).</p> <p>Added NEW Q: <i>How many hours do you spend reading or looking at newspapers on a typical weekday and weekend day? Only include time spent with printed newspapers or digital/e-editions (i.e., electronic replicas of the print newspaper formatted for reading on a computer or mobile device). Do NOT include any time spent on a newspaper's website, reading online newspaper articles, or viewing other types of newspaper content online. (Select one for each time period – weekday or weekend.)</i></p> <ol style="list-style-type: none"> 1. None 2. Less than 15 minutes 3. 15 minutes to less than 30 minutes 4. 30 minutes to less than 1 hour 5. 1 to less than 2 hours 6. 2 to less than 3 hours 7. 3 or more hours <p>Cut 2 questions:</p> <ol style="list-style-type: none"> 1. <i>Thinking about any national or local newspapers, how often do you read or look at a newspaper?</i> 2. <i>How many newspapers have you read or looked at in the last 7 days?</i>

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Internet & Mobile - Websites	<p><i>In the last 6 months, which of these websites/apps have you visited for any reason? (Please select one for each website.)</i></p> <p>Added 8 new retail websites</p> <ol style="list-style-type: none"> 1. instacart.com 2. ubereats.com 3. doordash.com 4. ebay.com 5. walmart.com 6. target.com 7. cvs.com 8. walgreens.com <p>Cut 2 websites:</p> <ol style="list-style-type: none"> 1. medicinenet.com 2. livestrong.com
Internet & Mobile – Online Interests	<p><i>Which of the following topics do you regularly research, follow, read about, or watch online (e.g., going to specific websites/apps, online search, podcasts, videos, etc.)? (Select all that apply.)</i></p> <p>Added 1 response item: Diet/Weight Loss</p>
Internet & Mobile – Online Health-Related Activities	<p><i>In the last 30 days, what types of health-related activities have you done using a computer or mobile device (cell phone/smartphone or tablet)? (Select all that apply.)</i></p> <p>Added 3 response items:</p> <ol style="list-style-type: none"> 1. Shared my own experiences with conditions, medications or treatments on social media 2. Followed or looked at health-related posts by celebrity influencers/advocates on social media 3. Followed or looked at health-related posts by patient influencers/advocates on social media <p>Changed 1 response item: Read about others’ experiences with conditions, medications or treatments → Read about, watched, or listened to others’ experiences with conditions, medications or treatments</p>
Internet & Mobile – Online Health Information Sources	<p><i>How much do you value the following sources for healthcare information?</i></p> <p>Added 1 response item: Health influencers/advocates on social media</p>
Radio, Podcasts, & Music Streaming	<p>Added 2 NEW questions: Types of audio listened to and proportion of listening time spent with each type in a typical week (0%-100%)</p> <p>Types of audio formats:</p> <ol style="list-style-type: none"> 1. Radio (traditional/terrestrial or internet radio stations) 2. Streaming music through an online service or app (e.g., Spotify, Apple Music) 3. Podcasts
Radio, Podcasts, & Music Streaming – Podcasts	<p>Added NEW Q:</p> <ol style="list-style-type: none"> 1. <i>What types of podcasts have you listened to/watched in the last 6 months? (Select all that apply.)</i> <ol style="list-style-type: none"> a. 23 genres asked, including Beauty & Fashion, Crime/True Crime, Health Conditions & Treatment/Medical Topics, Hobbies, Gaming, etc.
Device Ownership	<p><i>What brand(s) of Smart TV do you own? (Select all that apply.)</i></p> <p>Added 1 response item: Roku</p>

Section of Questionnaire	Description of Changes
Healthcare Advertising	<p><i>In the last 12 months, where have you seen or heard any healthcare advertising? (Select all that apply.)</i></p> <p>Changed 1 response item: “Television” changed from single response to two:</p> <ol style="list-style-type: none"> 1. On broadcast or cable television 2. On a television streaming service/app (e.g., Amazon Freevee, Paramount+) <p><i>How much do you agree or disagree?</i></p> <p>Cut 1 response item: I always read the small print in magazine/newspaper pharmaceutical ads</p>
Television – Networks	<p>Added 3 networks:</p> <ol style="list-style-type: none"> 1. FETV (Family Entertainment Television) 2. Newsmax TV 3. Sundance TV <p>Cut 3 networks:</p> <ol style="list-style-type: none"> 1. AHC (American Heroes Channel) 2. Discovery Life Channel 3. HLN
Television – Sports Programs	<p>Added 7 sports programs:</p> <ol style="list-style-type: none"> 1. WNBA Basketball 2. Men’s Golf 3. Women’s Golf 4. Men’s Soccer 5. Women’s Soccer 6. Men’s Tennis 7. Women’s Tennis

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