

MARS Consumer Health

SUMMARY OF CONTENT CHANGES

2025 to 2026



M3 MI

Section of Questionnaire	Description of Changes
Conditions – Age Related Memory Loss	Changed condition name: "Age Related Memory Loss (moderate or severe confusion/memory problems)" → "Age Related Memory Loss (a lot of difficulty remembering or concentrating)" to align with government weighting source
Conditions – Bipolar Disorder	Added NEW custom follow-up question: <i>Is your bipolar disorder...? (select one)</i> - Type 1: Occurrence of at least one manic episode - Type 2: Occurrence of at least one hypomania episode (A hypomania episode has the same symptoms of a manic episode, but to a lesser degree) - Don't know
Conditions – Cancer	<i>What phase of cancer treatment are you currently undergoing, if any?</i> Added 1 NEW response item: Cancer is active but not treating or stopped treatment (no longer effective, side effects, etc.)
Conditions – Chronic Hives/Chronic urticaria	Added NEW condition: Chronic Hives/Chronic urticaria (experiencing for 6 weeks or more) [ever experienced, professionally diagnosed, how treating]
Conditions – Type 1 & Type 2 Diabetes	<i>What features are important to you when choosing a glucose meter/monitoring system? (Select all that apply.)</i> Updated response list, modifying existing items and adding new ones: - Automatic coding of test strips - Compact size/portability - Continuous 24/7 monitoring - Provides insights such as patterns, averages, or estimated HbA1C levels - Results are uploaded automatically to share with doctor/other - Syncs with fitness, diet or medication trackers/apps Modified text: Bluetooth capability/Connects directly with phone or other device Modified text: Integrates with my insulin pump to deliver the correct amount of insulin Modified text: Uses a sensor on/under the skin rather than finger pricks NEW in 2026: Ability to purchase without a prescription NEW in 2026: Fits my budget or is covered by insurance <i>What diabetes-related complications or conditions have you ever experienced? (Select all that apply.)</i> Updated response list for additional detail on diabetes-related eye conditions: 2 NEW eye-related items added: - Cardiovascular/Heart conditions (e.g., Angina, heart disease) - DKA and ketones - Diabetic macular edema NEW in 2026: Diabetic retinopathy NEW in 2026: Other diabetes-related eye conditions (e.g., glaucoma, cataracts) - Foot conditions (e.g., ulcers, poor circulation, amputation) - Gastroparesis - Hearing impairment - Hypertension/High blood pressure - Kidney disease - Skin conditions (e.g., infections, itching) - Stroke - Other Cut 1 response item (to split out for greater detail): Eye conditions (e.g., glaucoma, cataracts, diabetic retinopathy) Added NEW question: <i>Which of these blood glucose meters/monitors do you currently own? (Select all that apply.)</i> - Dexcom - FreeStyle - OneTouch - Other - Don't know

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Conditions – Prediabetes/borderline diabetes	Added Prediabetes/borderline diabetes to the following diabetes follow-up questions: <i>In the last 30 days, have you used a blood glucose meter/monitoring system?</i> <i>How many times per day, on average, do you use a blood glucose meter/monitoring system?</i> <i>What features are important to you when choosing a glucose meter/monitoring system? (Select all that apply.)</i> <i>Which of these blood glucose meters/monitors do you currently own? (Select all that apply.)</i> <i>What types of health-related mobile apps have you used in the last 6 months? (Select all that apply.)</i> Prediabetes/borderline diabetes added to the base that sees the following response item: - Blood sugar or diabetes
Conditions – Eye disease or Vision Issues	Added NEW condition: Presbyopia (age-related difficulty reading or seeing things clearly at close range) [ever experienced, professionally diagnosed, how treating, Rx brands, non-Rx brands, Rx satisfaction]
Conditions – Nasal Polyps	Added NEW condition: Nasal Polyps [experienced in last 12 months, professionally diagnosed, how treating]
Conditions – Pain types	Added NEW condition: Stomach/Abdominal Pain [experienced in last 12 months, severity, custom follow-up, how treating, Rx brands]
Treatments – Eye disease or Dry Eye	<i>How are you treating or did you treat your eye conditions?</i> Added 2 NEW response items to custom treatment list: - Prescription eye drops - Non-prescription reading glasses
Treatments – Sleep Apnea	<i>How are you treating or did you treat your sleep apnea?</i> Added 1 NEW response item to custom treatment list: GLP-1 medication

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Drug Brands – Additions	Condition-specific Rx/OTC brand list updates: Asthma - Added Airsupra - Added Trelegy Ellipta - Added Xolair COPD - Added Dupixent - Added Nucala Depression - Added Vraylar Eczema/Atopic Dermatitis - Added Ebglyss - Added Nemluvio - Added VTAMA - Added Zoryve Eye disease or Dry Eye - Added Izerbay - Added Miebo IBD – Crohn’s Disease - Added Omvoh - Added Tremfya IBD – Ulcerative Colitis - Added Omvoh - Added Skyrizi - Added Tremfya Irritable Bowel Syndrome – now measuring non-Rx brands - Added Dulcolax (OTC) - Added Metamucil (OTC) - Added MiraLAX (OTC) - Added Philips’ Milk of Magnesia (OTC) Migraine Headache - Added Symbravo - Added Qulipta - Added Zavzpret Osteoporosis - Added Evenity Overactive Bladder - Added Gemtesa Psoriatic Arthritis - Added Bimzelx Rheumatoid Arthritis - Added Olumaint Schizophrenia - Added Cobenfy Sleep Disorders (insomnia, narcolepsy, sleep apnea) - Added Zepbound

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Overall Health > Social Determinants of Health	Added NEW question: <i>In the past 12 months, have you faced any of the following challenges related to your health or health conditions? (Select all that apply.)</i> 1. Lack of health insurance or health coverage plan 2. Inability to afford healthcare 3. Inability to afford medicines 4. Lack of pharmacies that carry or can order your medicines 5. Lack of stable housing – staying with others, in a hotel, in a shelter, living outside on the street, on a beach, in a car, or in a park 6. Frequent changes in your housing situation 7. Difficulty affording food or getting healthy food 8. Difficulty understanding medical information or making decisions about your health 9. Inability to access transportation for medical appointments 10. Unsafe neighborhood or living environment 11. Lack of friends and family to assist with healthcare needs 12. Lack of access to educational or job opportunities 13. Difficulty maintaining employment 14. Discrimination based on your race, ethnicity, gender, or sexual orientation 15. Language barriers at medical appointments or when reviewing medical information
Prescription Adherence	<i>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.)</i> Added 2 NEW response items: 1. Insurance would not approve/cover prescribed treatment 2. Lack of time/too busy or forgot <i>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.)</i> Added 1 NEW response item: Disease/treatment education materials provided by my doctor
Purchasing Medication	Added NEW question: <i>How likely would you be to use an online health platform from a pharmaceutical company, such as LillyDirect or PfizerForAll, that provides condition information, direct access to virtual consultations with healthcare professionals, and prescription medications?</i> 1. Definitely would not 2. Probably would not 3. Probably would 4. Definitely would 5. Currently using/have used
Health Insurance	<i>Which of the following types of health or medical insurance do you currently have? (Select all that apply.)</i> Updated response list: Split “Military or other Government employee” into 2 new categories: 1. Government employee or active military 2. Veteran/Retired military (VA)
Vaccinations	Added NEW question: <i>Where did you receive your vaccinations in the last 12 months? (Select all that apply.)</i> 1. Community Health Center/Clinic 2. Doctor's office (private or group practice) 3. Pharmacy 4. Workplace 5. Other location Cut question: <i>Which of these pneumonia vaccinations have you, yourself, received in the last 12 months? (Select all that apply.)</i> 1. Pneumovax 2. Prevnar

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Medical Services & Telemedicine	<i>In the last 12 months, where have you received any kind of medical or health-related services? (Select all that apply.)</i> Added 2 NEW response items: 1. Rehabilitation Center – Physical (e.g., physical/occupational therapy, skilled nursing, transitional care) 2. Rehabilitation Center – Drug/Alcohol treatment/recovery <i>For what purposes are you most likely to continue or consider using telemedicine/a virtual or online doctor visit instead of an in-person appointment? (Select all that apply.)</i> Added 1 NEW response item: Weight loss management/treatment
Diet & Nutrition	Cut question: <i>How would you evaluate your diet at home in terms of health and wellness? Type in a number from 0-100, where 0 represents completely unhealthy and 100 represents completely healthy.</i>
Other Family Members	<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> Changed 2 response items: 1. “Diabetes” split in two: a. Type 1 Diabetes b. Type 2 Diabetes 2. Updated “Age Related Memory Loss”: a. “Age Related Memory Loss (moderate or severe <u>confusion/memory problems</u>)” → “Age Related Memory Loss (a lot of difficulty remembering or concentrating)” Added 4 NEW conditions: 1. Growth Disorders (e.g., Growth hormone deficiency (GHD), Small for Gestational Age (SGA), Idiopathic Short Stature (ISS)) 2. Kidney Disease 3. Sickle Cell Disease 4. Other allergy (use in net with “Food Allergies” for reporting/analysis of family members with “any allergies”)
Healthcare Advertising	<i>In the last 12 months, where have you seen or heard any healthcare advertising? (Select all that apply.)</i> Updated 1 response item for greater detail: 1. “Outdoors (e.g., billboards)” → “Outdoors (e.g., billboards, <u>bus/subway/taxi ads, public benches, digital screens</u>)”
Internet & Mobile > Online Health Information Sources	<i>How much do you value each of the following as a source for healthcare information?</i> Added 4 NEW response items: 1. AI platforms/tools (e.g., ChatGPT, Google Gemini, Google AI, Bing AI, Microsoft Copilot) 2. Celebrity influencers/advocates on social media 3. Patient influencers/advocates on social media 4. Physician or other medical professional influencers on social media
Internet & Mobile > Online Health-Related Activities	<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> Added 2 NEW response items: 1. Followed or looked at health-related posts by physician/other medical professional influencers on social media 2. Used an AI platform/tool to research health conditions, treatments, or other health information

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Internet & Mobile > Websites	<i>In the last 6 months, which of these websites/apps have you visited for any reason? (Please select one for each website.)</i> <i>On average, how often do you visit these websites/apps for any reason?</i> Added 1 NEW health information website: blackdoctor.org Added 1 NEW social media website: bluesky.com
Online Behavior > AI for Health	2026 MARS features new AI-related content: Attitudes about Online Health <i>How much do you agree or disagree?</i> Added 2 NEW response items: 1. I trust the health-related information provided by AI platforms and/or search summaries (e.g., ChatGPT, Google Gemini, Google AI, Bing AI, Microsoft Copilot) 2. The AI-generated summaries or overviews in search results meet my needs when looking for health information 3. I am comfortable with my doctor using AI-powered platforms/tools to help with diagnoses and treatment decisions Online Health Information Sources <i>How much do you value each of the following as a source for healthcare information?</i> Added 1 NEW response item: 1. AI platforms/tools (e.g., ChatGPT, Google Gemini, Google AI, Bing AI, Microsoft Copilot) Online Health-Related Activities <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> Added 1 NEW response item: 1. Used an AI platform/tool to research health conditions, treatments, or other health information
Device Use/Ownership > Smart Speakers	<i>How do you typically use your smart speakers (e.g., Amazon Echo, Google Nest, etc.)? (Select all that apply.)</i> Updated response list and added 1 new response item: 1. Ask health-related questions (e.g., find a doctor or clinic, how to treat a condition, etc.) 2. Listen to music, streaming radio, audiobooks, or podcasts 3. Online shopping 4. Set health-related reminders (e.g., take medication, refill prescriptions, doctor appointments) 5. NEW: Fitness tracking, health tips, or condition-related support 6. CUT: Ask general questions or play games (e.g., sports scores, history, trivia, jokes, etc.) 7. CUT: Check the weather 8. CUT: Follow the news 9. CUT: Make calls 10. CUT: Set general reminders/alarms 11. CUT: Smart home commands (e.g., control lights, security, thermostat)
Radio, Podcasts, and Music Streaming > Podcasts	<i>What apps or platforms do you use to listen to podcasts? (Select all that apply.)</i> Added 1 NEW response item: Tidal <i>What types of podcasts have you listened to/watched in the last 6 months? (Select all that apply.)</i> Added 2 NEW response items: 1. BIPOC (Black, Indigenous, People of Color) news and lifestyle 2. Self-help

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Television > Streaming	<i>Thinking about the last month, which of these FREE TV/video streaming services or apps did you use? (Select all that apply.)</i> Cut 4 response items: 1. Amazon Freevee 2. Crackle 3. DirecTV Stream 4. Showtime Cut 2 questions: 1. Have you cancelled any paid streaming service in the last 30 days, either temporarily or permanently (including services with free trial periods)? 2. Which ONE of these reasons BEST matches why you cancelled a paid streaming service in the last 30 days, either permanently or temporarily? (Select ONLY one.)
Television > Genres	<i>In the last 7 days, what types of television content have you watched, including streaming or recorded/DVR programs or movies? (Select all that apply.)</i> Added 1 NEW genre: Westerns (e.g., Ransom Canyon, Gunsmoke)
Television > Sports Programs	<i>What sports did you regularly watch on television during their last season? (Select all that apply.)</i> Added 2 NEW sports: 1. Summer Olympics 2. Winter Olympics

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