MARS Consumer Health

2027 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



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Updates to study content in 2027 are noted in blue text.



Conditions

CONDITIONS KEY:

- Professionally Diagnosed
- When First Diagnosed
- Severity *(Mild/Moderate/Severe)*
- Condition-Specific Non-Rx Brands
- Condition-Specific Rx Brands
- ✓ Satisfied with Rx Treatment
- ⚠ At Risk For

LAST 12 MONTHS/EVER

Acid Reflux/GERD

Acne

ADD/ADHD

Age Related Memory Loss (a lot of difficulty remembering or concentrating) ⚠

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 ✓

- Type 1: Occurrence of at least one manic episode
- Type 2: Occurrence of at least one hypomania episode

Cancer ✓⚠

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



- Skin — Melanoma
- Skin — Non-melanoma
- Skin — Don't know type
- Stomach
- Thyroid
- Uterine/Cervical

Cardiovascular/Heart Disease

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

Chronic hives/Chronic urticaria (experiencing for 6 weeks or more)

Cold

Constipation/Irregularity (More than one episode)

COPD (including Chronic Bronchitis & Emphysema)

Cough

Long Covid (symptoms lasting 3 months or longer than you did not have prior to having COVID-19)

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

Depression

Diabetes

- Type 1
- Type 2
- Prediabetes/Borderline Diabetes

Diabetic Nerve Pain

Eczema/Atopic Dermatitis

Enlarged Prostate/Benign Prostate Hyperplasia

Erectile Difficulty (More than one episode)

Eye Disease or Vision Issues

- Astigmatism
- Cataracts
- Dry Eye
- Glaucoma
- Macular Degeneration — Dry or Wet AMD
- Myopia ("nearsighted")
- Presbyopia (age-related difficulty reading or seeing things clearly at close range)

Fatty Liver Disease

Fibromyalgia

Flu

Gout

Heartburn/Indigestion

*OTC/Rx brands asked for cold/flu/cough combo

Hemophilia

Hepatitis B

Hepatitis C

Genital Herpes

Hidradenitis Suppurativa (HS)

High Cholesterol

HIV

Hyperhidrosis/Excessive Sweating

Hypertension/High Blood Pressure

Hypothyroidism/Low Thyroid Function

INFLAMMATORY BOWEL DISEASES (IBD):
- Crohn's Disease
- Ulcerative Colitis

Irritable Bowel Syndrome (IBS)

Kidney Disease

Low Testosterone

Lupus

Migraine Headache

Multiple Sclerosis

Nasal Polyps

Obesity

Osteopenia

Osteoporosis

Overactive Bladder

Pain
- Back
- Head (other than headaches)
- Joint
- Muscle
- Neck
- Nerve
- Stomach/Abdominal
- Other

Parkinson's Disease

Pneumonia

Psoriasis

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

Rosacea

Schizophrenia

Seizures/Epilepsy

Shingles

Sickle Cell Disease

Sinus Headache/Sinus Congestion

Sleep-related Issues
- Insomnia
- Narcolepsy
- Sleep Apnea

Stroke

Tardive Dyskinesia

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 (ANY)

Stage at the time of diagnosis

Current phase of treatment

- Currently undergoing treatment for active cancer (e.g., chemotherapy, radiation)
- Cancer is in remission but taking prescription medication to prevent recurrence
- Cancer is in remission or cured and no longer treating
- Cancer is active but not treating or stopped treatment (no longer effective, side effects, etc.)

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

Chronic (<3 bowel movements/week)

DEEP VEIN THROMBOSIS (DVT) OR PULMONARY EMBOLISM

Have ever experienced a pulmonary embolism (PE)

DEPRESSION

Severity

- 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 TYPE 1 OR 2

Hemoglobin A1c (HbA1c):

- Had test in last 12 months
- Most recent test results
- Ease or difficulty in maintaining HCP-recommended level *(4-point scale: Very easy/ Somewhat easy/Somewhat difficult/Very difficult)*

Insulin Use Frequency

Related Conditions/Complications:

- Cardiovascular/Heart Conditions
- DKA and Ketones
- Diabetic macular edema
- Diabetic retinopathy
- Other eye conditions (e.g., glaucoma, cataracts)
- Foot Conditions
- Gastroparesis
- Hearing Impairment
- Hypertension/High Blood Pressure
- Kidney Disease
- Skin Conditions
- Stroke

ANY DIABETES (TYPE 1, TYPE 2, OR PREDIABETES)

Blood Glucose Meter/Monitoring Systems:

- Use & Frequency
- Brands owned
  - Dexcom
  - FreeStyle
  - OneTouch
  - Other
- Important features
  - Ability to purchase without a prescription
  - Automatic coding of test strips
  - Bluetooth capability/Connects directly with phone or other device
  - Compact size/portability
  - Continuous 24/7 monitoring
  - Fits my budget or is covered by insurance
  - Integrates with my insulin pump to deliver the correct amount of insulin
  - 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
  - Uses a sensor on/under the skin rather than finger pricks

HIV

Has the disease progressed to AIDS

MIGRAINE HEADACHE

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

PAIN (ANY "OTHER PAINS" E.G., BACK PAIN)

Interferes with ability to sleep

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

JOINT PAIN

Types of joint pain experienced in last 12 months

- Hip
- Knee
- Shoulder
- Other joint pain

PSORIASIS

Severity (i.e., 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

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

Treatments

The "General" treatments list is presented for most conditions in the study. Additional, condition-specific treatments are also asked for 50+ conditions.

GENERAL

- Non-Prescription Drugs
- Prescription Drugs
- Diet or Exercise
- Herbal or Home Remedy
- Vitamins/Supplements

CONDITION-SPECIFIC

- Airway pressure devices (CPAP, BPAP)
- Biologics – infusion/injection
- Birth Control
- Blood Product Donation/Transfusion
- Chemotherapy
- Daily Aspirin Therapy
- Dialysis
- GLP-1 medication
- ImmunoOncology/Immunotherapy
- Immunotherapy (tablets or shots)
- Implants
- Infusion Therapy
- Injections
- Inhaler
- Insulin
- Medical Marijuana
- Nasal strips (e.g., Breathe Right)
- Oral appliances
- Oral Hormone Therapy
- Oral Non-hormonal Treatment
- Oral Medication (i.e., pills or tablets)
- Ostomy bag
- Oxygen Therapy
- Phototherapy
- Physical Therapy
- Prescription eye drops
- Prescription lenses (contacts or glasses)
- Non-prescription reading 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

Would consider using as a treatment
- A second or “add-on” Rx
- Medical marijuana
- Medical CBD (derived from marijuana)

GENERAL DRUGS/MEDICINE CABINET (OTC)

Brands of first aid and topical remedies (e.g., Neosporin)

Brands of pain medicine (e.g., Advil, Excedrin)

Brands of pain relieving rubs and liquids (e.g., Bengay, Tiger Balm)

Brands of eye drops (e.g., Refresh, Clear Eyes)

VITAMINS & SUPPLEMENTS

Types & Brands used

Reasons for using
- 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



BIRTH CONTROL

Methods 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
- Advice from friends or family
- Availability
- 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

Brands/products used in last 12 months

Long- or short-acting hormonal methods used
- Implant
- IUD
- Patch
- Ring
- Shot

Information Sources

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

CATEGORIES

Publications & Newsletters:

- Health-related publications
- Magazine ads
- Magazine articles
- Magazine websites
- Newspaper ads
- Newspaper articles
- Newspaper websites
- Printed newsletters
- Email newsletters

Social Communities & Influencers:

- Online communities or support groups
- Online videos (e.g., YouTube)
- Social networking sites
- Celebrity influencers/advocates on social media
- Patient influencers/advocates on social media
- Physician or other medical professional influencers on social media

Websites/Online:

- AI platforms/tools (e.g., ChatGPT, Copilot)
- Search engine results
- Association/non-profit websites
- Government websites
- Drug company/brand websites
- Drug review/ratings websites
- Insurance provider websites
- Health information websites
- Websites dedicated to a particular health condition
- Diet or Fitness websites
- General news websites
- Online advertisements
- Podcasts

Television:

- Television advertisements
- Television programs

Point of Care & Point of Purchase:

- Doctor
- Nurse/Physician Assistant
- Pharmacists
- 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 patient check-in tools (e.g., tablet, kiosk or using your own mobile device)
- Health-related television programs in a doctor's office or hospital
- Interactive screens or wallboards in an exam room (e.g., condition or treatment-related educational information)
- Magazines in a doctor's office or hospital
- 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

Magazines & Newspapers

MAGAZINES

Genres read or looked at in the last 6 months

- BIPOC *(e.g., Essence, Ebony, LATINO)*
- Business/Finance *(e.g., Forbes, The Economist)*
- Food/Epicurean *(e.g., Bon Appétit, Taste of Home)*
- Health *(e.g., Prevention, Men's Health, Women's Health)*
- Home Design & Decorating *(e.g., Architectural Digest, House Beautiful, Dwell)*
- Home Improvement & Lifestyle *(e.g., Better Homes & Gardens, Country Living, Real Simple)*
- LGBTQ+ *(e.g., Out, The Advocate)*
- Mature *(e.g., AARP, The American Legion Magazine)*
- Men's General/Lifestyle *(e.g., Esquire, GQ, Car & Driver)*
- News - Celebrity/Entertainment *(e.g., People, Us Weekly, Vanity Fair, Rolling Stone)*
- News - Current Events/Politics *(e.g., Time, Newsweek, The Atlantic) X*
- Science & Technology *(e.g., Popular Mechanics, Wired)*
- Sports & Outdoors *(e.g., Golf Magazine, Sports Illustrated, **Outside**)*
- Travel *(e.g., Condé Nast Traveler, Travel + Leisure)*
- Women's Fashion *(e.g., Elle, Harper's Bazaar, Vogue)*
- Women's General/Lifestyle *(e.g., Cosmopolitan, Good Housekeeping, Woman's Day)*

Time spent with printed issues/digital editions (hours per day)



NEWSPAPERS

Time spent with printed or digital/e-editions (hours per day)

Radio, Podcasts & Streaming Music

GENERAL AUDIO (RADIO, PODCASTS OR STREAMING MUSIC)

Devices used to listen

- Cell phone 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, WHOOP)
- Smartwatch (e.g., Apple Watch, Samsung Galaxy Watch)
- Home stereo system, regular AM/FM radio, or satellite radio receiver
- Car stereo system including AM/FM or satellite radio

Time spent listening (hours per day) — Weekday, Weekend

Type(s) of audio listened to & Proportion of time spent listening to each type in a typical week (0%-100%)

- Radio (traditional/terrestrial or internet radio stations)
- Streaming music through an online service or app (e.g., Spotify, Apple Music)
- Podcasts

STREAMING MUSIC

Streaming services used to listen

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

PODCASTS

Apps or platforms used to listen

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

Genres listened to in the last 6 months

- Arts & Culture (e.g., books, theater)
- Beauty & Fashion
- BIPOC (Black, Indigenous, People of Color) news and lifestyle
- Business & Finance
- Comedy
- Crime/True Crime
- Educational & How-To (e.g., courses, language learning)
- Entertainment & Pop Culture
- Exercise & Fitness
- Diet & Nutrition
- Health Conditions & Treatments/Medical Topics
- Mental Health & Well-Being
- History
- Kids & Family
- Hobbies (e.g., automotive, crafts)
- Gaming
- Music
- News (e.g., current events, politics)
- Religion & Spirituality
- Science & Nature
- Self-help
- Sports
- Technology
- Travel
- Television & Film

Television & Streaming TV

GENERAL TV

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
- Roku
- Samsung
- Sharp
- Sony
- TCL
- Vizio

Brand(s) of media streaming device(s) owned

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

Types of TV watched & 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

Television ad viewing tendency (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



STREAMING TV

Free streaming services/apps used — in the last month, in the last 7 days

- Fandango at Home
- Plex
- Pluto TV
- The Roku Channel
- Samsung TV Plus
- Tubi
- ViX Gratis
- Xumo Play
- YouTube

Paid (i.e. require a subscription fee) streaming services/apps used — in the last month, in the last 7 days

- Amazon Prime Video
- Apple TV+
- discovery+
- Disney+
- ESPN+
- Other sports streaming channels or major league apps (e.g., MLB.TV, DAZN)
- Fubo
- HBO Max
- Howdy
- Hulu
- Netflix
- Paramount+
- Peacock
- ViX Premium
- YouTube TV

Pay a higher tier subscription fee for ad-free content

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
- Westerns

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

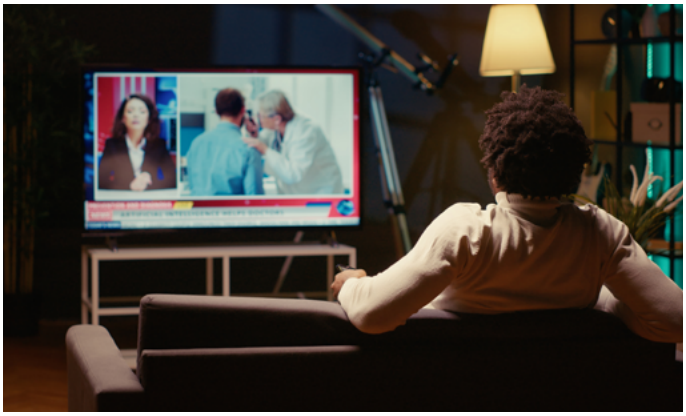
SPORTS PROGRAMS

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

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

TELEVISION NETWORKS

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



Internet & Websites/Apps

Dayparts & Time spent (hours per day) 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

HEALTH INFORMATION SOURCES

Sources used to find health information in last 30 days & Which was the starting source

- Search engines (e.g., Google, Bing)
- AI assistants (e.g., ChatGPT, Copilot)
- Health information sites
- Healthcare provider portals (e.g., MyChart)
- Government health websites
- Social media
- Patient communities/forums
- Mobile health apps

Source trusted the MOST for health information

Health information websites used most often

- WebMD
- Healthline
- Everyday Health
- Mayo Clinic
- Cleveland Clinic
- Medical News Today

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

WEBSITES/APPS

Health & Wellness:

- Blackdoctor
- CDC
- Cleveland Clinic
- Drugs.com
- Everyday Health
- GoodRx
- Health.com
- Healthcare.gov
- HealthCentral
- Healthgrades
- Healthline
- Mayo Clinic
- Medical News Today
- Medscape
- Men's Health
- NIH
- Prevention
- Self.com
- Sharecare
- Verywell health
- WebMD
- Women'sHealth

Retail Sites:

- Amazon
- CVS
- DoorDash
- eBay
- Instacart
- Target
- Uber Eats
- Walgreens
- Walmart

see next page for more

Other (epicurean, lifestyle, news, etc.):

- AARP
- Allrecipes
- Architectural Digest
- Better Homes & Gardens
- Bon Appetit
- Condé Nast Traveler
- Cosmopolitan
- Country Living
- Delish
- EatingWell
- Elle
- Esquire
- Essence
- Forbes
- Glamour
- Golf Digest
- Good Housekeeping
- GQ
- Harper's Bazaar
- The New Yorker
- Oprah Daily
- People
- Popular Mechanics
- Real Simple
- Rolling Stone
- Sports Illustrated
- Taste of Home
- TIME
- Travel + Leisure
- Vanity Fair
- Vogue
- What to Expect
- Wired
- Yahoo!

Social Networks & Search:

- Bluesky
- Discord
- Facebook
- Google
- Instagram
- LinkedIn
- Pinterest
- Reddit
- Snapchat
- Threads
- TikTok
- Tumblr
- Twitch
- Wikipedia
- X
- YouTube

AI Platforms/Tools:

- ChatGPT
- Claude
- Copilot
- DeepSeek
- Gemini
- Grok
- Meta AI
- Perplexity



Device Ownership & Online Behavior

DEVICES

Devices own or regularly use

- Desktop/Laptop PC
- Tablet (e.g., iPad, Amazon Fire)
- Cell phone or smartphone (e.g., cellular/mobile phone, iPhone, Android or other device that is also a cell phone)
- Smartwatch (e.g., Apple Watch, Samsung Galaxy Watch)
- Television
- Smart TV/Internet-enabled TV
- Media streaming device (e.g., Apple TV, Roku)
- Smart speaker (e.g., Amazon Echo, Google Nest)
- Gaming console (e.g., PlayStation, Xbox)
- Remote health monitoring device (e.g., continuous glucose monitor/CGM, cardiac monitors, infusion pumps)
- Smart ring (e.g., Oura Ring, RingConn)
- Wearable fitness tracker, activity band or clip-on (e.g., Fitbit, Amazfit Band, WHOOP)

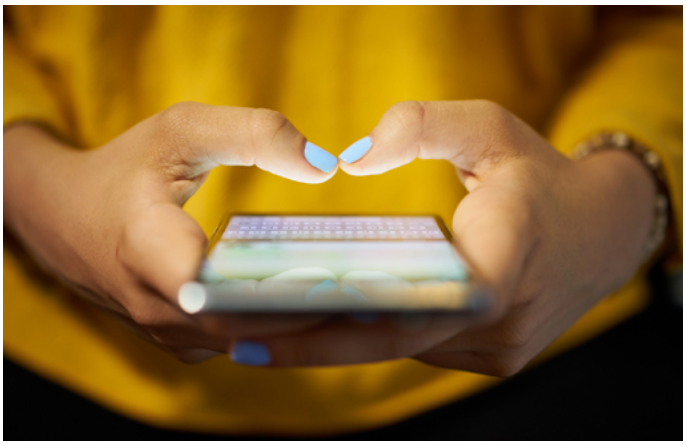
Smart speaker use

- Ask health-related questions (e.g., find a doctor or clinic, how to treat a condition, etc.)
- Fitness tracking, health tips, or condition-related support
- Listen to music, streaming radio, audiobooks, or podcasts
- Online shopping
- Set health-related reminders (e.g., take medication, refill prescriptions, doctor appointments)
- Other ways

TIME SPENT

Hours per day & Percent of time spent online on a mobile device (cell phone/smartphone or tablet)

Hours per day & Percent of time spent online on social media



MOBILE

(cell phone/smartphone, tablet, or smartwatch)

HEALTH APP TYPES (Last 6 Months)

Health Conditions:

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

Diet & Exercise:

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

Medical Professionals & Insurance:

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

Medication:

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

General Health/Wellness:

- Sleep tracker
- Stress/Relaxation/Meditation

ONLINE INTERESTS

Topics regularly research, follow, read about, or watch online (including search, asking AI, podcasts, etc.)

- BIPOC (Black, Indigenous, People of Color) news and lifestyle
- Career/Job search
- Celebrity news and interviews
- Diet/Weight loss
- 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



For the following section, respondents were asked to identify whether they used a desktop/laptop PC or mobile device to perform their selected online activities.

ONLINE ACTIVITIES (Last 30 Days)

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, watched, or listened to others' experiences with conditions, medications or treatments
- Shared my own experiences with conditions, medications or treatments on social media
- Tracked my diet/exercise
- Watched online videos to learn more about symptoms, conditions or treatments
- Followed or looked at health-related posts by **celebrity** influencers/advocates on social media
- Followed or looked at health-related posts by **patient** influencers/advocates on social media
- Followed or looked at health-related posts by **physician/other medical professional** influencers on social media
- Used an AI platform/tool to research health conditions, treatments, or other health information

AI for Health

Usefulness of online chat/AI assistant for patient Rx support

Value of AI platforms/tools as a source of healthcare information

Used an AI platform/tool to research health conditions, treatments, or other health information — via desktop/laptop PC, via mobile device

Attitudes/opinions about the use and value of AI

- I trust the health-related information provided by AI platforms and/or search summaries (e.g., ChatGPT, Google Gemini)
- The AI-generated summaries or overviews in search results meet my needs when looking for health information
- I am comfortable with my doctor using AI-powered platforms/tools to help with diagnoses and treatment decisions
- Using AI tools or summaries has helped me manage my health or medical conditions more effectively
- I verify health information provided by AI using a healthcare professional or another trusted medical source
- I am comfortable uploading my health information or medical records to an AI platform to receive more personalized information or guidance

Health-related needs that an AI tool (e.g., ChatGPT, Copilot) or AI-generated summary is expected to help address or accomplish

- Reducing complex medical terms to just the essentials you need to know
- Summarizing lengthy health, treatment, or medication information into key points
- Answering follow-up questions through an interactive tool or chatbot
- Understanding symptoms and whether medical attention may be needed
- Learning about a diagnosis, condition, test result, or treatment
- Preparing questions for a healthcare professional
- Comparing treatment or medication options
- Understanding insurance coverage, costs, or access to care
- Helping care for or make decisions on behalf of a family member
- Understanding how a treatment or medication is used, including potential side effects, risks, and benefits
- Finding a healthcare professional, specialist, or other healthcare resource

ACTIONS TAKEN AFTER HEALTH INFORMATION RECEIVED FROM AI TOOL/AI-GENERATED SUMMARY

Information Seeking & Validation:

- Conducted additional research on a health condition, treatment, or medication
- Verified the AI information by visiting a health website (e.g., WebMD, MayoClinic.org)

Interaction with Healthcare Providers:

- Decided to seek medical care or scheduled an appointment with a healthcare provider
- Decided not to seek medical care or cancelled an appointment
- Discussed or shared AI-generated information with a healthcare professional
- Asked additional questions during an appointment with a healthcare provider
- Asked a doctor or pharmacist about a specific medication or treatment

Health Management & Caregiving:

- Changed how you manage your health or medical condition
- Helped a family member make a healthcare decision
- Started, stopped, or changed how you take a medication or supplement
- Purchased an over-the-counter medication or product

MOST trusted source when encountering conflicting healthcare information (if not easily able to consult HCP)

- AI tools/platforms (e.g., ChatGPT, Copilot)
- Search engines (e.g., Google)
- Patient communities or forums
- Health information websites (e.g., WebMD, MayoClinic.org)
- Family/friends
- Pharmaceutical company websites
- Government/public health websites (e.g., CDC.gov., Healthcare.gov)

AI platform/tool visitation & frequency

Medical Professionals & Services

HCPs and facilities/services are measured as a frequency of visits over the past year (1 time, 2–3, 4–6, 7+).

Relationship with Primary Care Physician/Other Provider Seen Most Often

HEALTHCARE PROFESSIONALS (HCPs)

- 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
- Sleep Specialist
- Surgeon – Cosmetic/Plastic or Other
- Urologist

Actions taken after HCP visit(s)

- 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

Most likely reasons to continue or consider using telemedicine

- 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
- Weight loss management/treatment



HEALTHCARE FACILITIES/SERVICES & DTC/DTP PLATFORMS

- Doctor's office (private or group practice)
- Emergency Room
- Home healthcare
- Hospital
- Infusion Center
- Mobile Health Clinic
- Outpatient or Specialized Care Clinic
- Rehabilitation Center – Drug/Alcohol treatment/ recovery
- Rehabilitation Center – Physical
- Retail Health or In-store Clinic
- Surgery Center
- Urgent or Immediate Care Center
- Telemedicine/Virtual or Online Doctor Visit (using a smartphone, tablet or computer)
- Direct-access online healthcare platform (e.g., Ro, hims, hers)
- A pharmaceutical company's full-service online health platform (e.g., LillyDirect, PfizerForAll, AstraZenecaDirect)

Likelihood of using online health platforms from pharma companies (e.g., LillyDirect, PfizerForAll) *(5-point scale: Have used but not in the last 12 months/ Definitely would/Probably would/Probably would not/ Definitely would not)*

Reasons for using a direct-access healthcare platform (e.g., Ro, hims, hers)

- Birth control
- Dermatology
- Chronic condition management
- Hair loss
- Mental health
- Sexual health
- Prescription refills
- Weight management
- Women's health/menopause
- General healthcare

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

Both medical tests and vaccine information are measured over the last 12 months.

MEDICAL TESTS

- Allergy (skin or blood test)
- Blood glucose
- Bone density
- Cardiac/heart tests (e.g., EKG, stress test, etc.)
- Cholesterol
- Colonoscopy
- CT scan
- Diabetic Retinopathy
- Early cancer screening (e.g., stool-based colorectal cancer tests, lung cancer CT scan)
- Genetic testing (e.g., 23andMe, cancer biomarker tests)
- Glaucoma
- HIV
- Kidney function
- Liver function test/hepatic panel
- Mammogram
- MRI scan
- Pap smear
- Pregnancy
- Prostate exam
- Prostate Specific Antigen (PSA)
- Sleep study
- STD/STI (e.g., chlamydia, genital herpes, HPV)



PREVENTATIVE MEDICINE & VACCINES

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

Where received vaccinations

- Community Health Center/Clinic
- Doctor's office (private or group practice)
- Pharmacy
- Workplace

Health Insurance

Type of health insurance coverage

- Employer or union provided
- Government issued for low income people (Medicaid)
- Government issued for age 65+ or people with disabilities (Medicare)
- Government employee or active military
- Veteran/Retired military (VA)
- Health insurance marketplace/exchange (Affordable Care Act)
- 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

Insurance carrier

- Aetna
- Blue Cross /Blue Shield
- Centene
- Cigna
- Humana
- Kaiser Permanente
- UnitedHealthcare
- VSP Vision Care
- Wellcare

Medication Purchasing & Adherence

PURCHASING (LAST 12 MONTHS)

Number of prescriptions 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 pharamcy website/app (e.g., Walmart.com)
- Mail order pharmacy provided by your insurance



ADHERENCE

Considerations before filling a prescription (for self or someone you make health-related decisions for)

- Whether it is really needed/will the medication truly improve symptoms or prognosis
- Whether there are alternatives to taking medication (e.g., diet, exercise, lifestyle changes)
- Price/out-of-pocket cost
- Concern over side effects/safety of the prescribed medication
- Seeing/hearing advertisements for the medication/treatment
- Seeing/hearing stories of other patients who have taken the medication
- Knowing the drug is a top brand prescribed as a treatment for the condition

Reasons ever decided NOT to fill/refill prescription

- To save money (e.g., drug too expensive, cut dose/less frequent refills)
- Unsure the drug was working
- Concerned about side effects
- Too difficult to get a prescription renewal from the doctor (e.g., appointment availability, travel issues)
- Prefer to treat with alternatives (e.g., over the counter medication, diet, exercise)
- Insurance would not approve/cover prescribed treatment
- Lack of time/too busy or forgot
- Concerned about possible medication addiction or dependency

Useful patient prescription support resources

- Live or virtual consultation with a healthcare provider other than my doctor (e.g., nurse, pharmacist, other physician)
- Financial assistance (e.g., insurance plan co-pay, coupon offered by the drug brand, discount drug sites, other programs)
- Dedicated website with information about the drug, coverage, cost, or the condition being treated
- Website or mobile app where I can ask questions via online chat/AI assistant at any time of day or night
- Support program offered by a drug brand to help with treatment management (e.g., disease education, medication use, support group resources, etc.)
- Disease/treatment education materials provided by my doctor

Overall Health & Wellness

CURRENT & FUTURE HEALTH

Current health status *(5-point scale: Excellent/Very good/Good/Fair/Poor)*

Health compared to a year ago *(5-point scale: Much better/Somewhat better/About the same/Somewhat worse/Much worse)*

Outlook regarding future health *(5-point scale: Very optimistic/Somewhat optimistic/Neutral/Somewhat pessimistic/Very pessimistic)*

Reasons for maintaining or improving health *(1-7 sliding scale, from Not at all motivating to Extremely motivating)*

- To live a long life
- To look good

Sense of personal control over health *(0-10 sliding scale, from Complete control to No control)*

SOCIAL DETERMINANTS OF HEALTH

Challenges related to health or health conditions faced in the past 12 months

- Lack of health insurance or health coverage plan
- Inability to afford healthcare
- Inability to afford medicines
- Lack of pharmacies that carry or can order your medicines
- Lack of stable housing (e.g., staying with others, in a hotel, in a shelter, living outside on the street, on a beach, in a car, or in a park)
- Frequent changes in your housing situation
- Difficulty affording food or getting healthy food
- Difficulty understanding medical information or making decisions about your health
- Inability to access transportation for medical appointments
- Unsafe neighborhood or living environment
- Lack of friends and family to assist with healthcare needs
- Lack of access to educational or job opportunities
- Difficulty maintaining employment
- Discrimination based on your race, ethnicity, gender, or sexual orientation
- Language barriers at medical appointments or when reviewing medical information

STRESS

Current stress level *(4-point scale: Very stressed/Somewhat/Not very/Not at all)*

Stress level compared to a year ago *(5-point scale: Much higher/Somewhat higher/About the same/Somewhat lower/Much lower)*



Health Lifestyles

DIET & NUTRITION

Body mass index (BMI)

Level of concern regarding healthiness of diet *(0-10 sliding scale, from Not all all concerned to Extremely)*

Reasons for managing diet/nutrition

- I am lactose intolerant
- I have food allergies
- To achieve good health
- To control blood pressure
- To gain weight
- To lose weight
- To maintain weight
- To lower/maintain blood glucose levels
- To lower/maintain cholesterol levels

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

Nutrition/weight loss programs used

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

EXERCISE

Frequency of exercise (# days in the last week)

Barriers to a regular exercise program *(1-5 sliding scale, from Not a barrier to A very significant barrier)*

- I have a medical condition which prevents me from exercising
- It's easier for me to find excuses not to exercise than to go out and do something

TOBACCO USE & CESSATION

Tobacco use on a regular basis

Packs smoked in the last 7 days

Ever tried to quit smoking/using tobacco

Healthcare Advertising



Where seen or heard healthcare advertising

- Direct mail
- Doctor's office
- Pharmacy
- Magazine
- Newspaper (daily or weekend)
- Internet
- Mobile device (cellphone/smartphone or tablet)
- Social media
- Radio
- Podcast
- Broadcast or cable television
- Television streaming service/app (e.g., Paramount+, Tubi)
- Smart speaker (e.g., Amazon Echo, Google Nest)
- Outdoors (e.g., billboards, bus/subway/taxi ads, public benches, digital screens)
- Somewhere else

Actions taken as a result of seeing/hearing those ads

- 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

RESPONDENT HAS A CAREGIVER

Whether the respondent receives caregiver support for their own health or medical conditions

RESPONDENT AS CAREGIVER

Care recipient age range & conditions currently experienced

- Acne
- Acute Coronary Syndrome/Heart Attack
- ADD/ADHD
- Age Related Memory Loss (a lot of difficulty remembering or concentrating)
- Alzheimer's/Dementia
- Allergies - Food, Other, Anaphylaxis/Severe Allergy
- Arthritis - Osteoarthritis/Degenerative
- Arthritis - Rheumatoid Arthritis (RA)
- Asthma
- Autism
- Bipolar Disorder
- Cancer
- Chronic Pain
- COPD (including Chronic Bronchitis and Emphysema)
- Depression
- Drug or alcohol addiction
- Diabetes - Type 1, Type 2
- Eczema/Atopic Dermatitis
- Enlarged Prostate
- Eye problems/Eye disease (including Cataracts, Glaucoma, and Other Eye/Vision Problems)
- Growth Disorders (e.g., Growth hormone deficiency (GHD), Small for Gestational Age (SGA), Idiopathic Short Stature (ISS))
- Heart Disease
- Hepatitis C
- High Cholesterol/High Triglycerides
- Hypertension/High Blood Pressure
- Kidney disease
- Multiple Sclerosis
- Nutritional Deficiency
- Obesity
- Parkinson's Disease
- Physical disability (e.g., vision impairment, hearing loss, mobility impairment, chronic pain or fatigue)
- Psoriasis
- Seizures/Epilepsy
- Schizophrenia
- Shingles
- Sickle cell disease
- Stroke
- Other

Lives in same household as care recipient

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 (18+)
- I am their child
- I am their sibling (sister/brother)
- I am their grandchild
- Other relationship

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

Level of involvement *(very/somewhat/not very/not at all involved)* as a caregiver 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

Attitudes & Opinions

(5-point scale: Agree a lot/Agree a little/Neither agree or disagree/Disagree a little/Disagree a lot)

ANTI-AGING

- 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.)

DIET & EXERCISE

- 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
- I would consider taking a prescription medication for weight loss

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
- I would consider participating in a clinical trial
- I have avoided making a doctor's appointment because I didn't want people in my personal life to know I was seeking help

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 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
- I'm more likely to trust advertisements that feature people like me

ARTIFICIAL INTELLIGENCE (AI)

- I trust the health-related information provided by AI platforms and/or search summaries (e.g., ChatGPT, Gemini, Google AI, Copilot)
- The AI-generated summaries or overviews in search results meet my needs when looking for health information
- I am comfortable with my doctor using AI-powered platforms/tools to help with diagnoses and treatment decisions
- Using AI tools or summaries has helped me manage my health or medical conditions more effectively
- I verify health information provided by AI using a healthcare professional or another trusted medical source
- I am comfortable uploading my health information or medical records to an AI platform to receive more personalized information or guidance

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

MOBILE HEALTH & WEARABLES

- 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
- 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
- **Health-focused wearable technology products (e.g., fitness trackers, smart watches/rings, continuous glucose monitor/CGM, etc.) are effective in helping me improve my health and wellness**
- **I would be willing to share health data from my wearable device with my doctor to help them make better decisions about my care**

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

CAREGIVERS

- **Caring for my loved one often affects my physical health or energy levels**
- **I have adequate support from family, friends, or community in caring for my loved one**
- **I feel confident understanding and applying health information to care for my loved one**
- **I feel socially isolated due to my caregiving responsibilities**
- **I often feel overwhelmed and anxious with the responsibility of caring for my loved one**
- **I feel confident navigating the healthcare system and insurance for my loved one**

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

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

Sports & Leisure Activities

Activities play/participate in regularly

- 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

Types of video games regularly played *(e.g., console, handheld, mobile app games, VR/AR gaming systems)*

Demographics

- Age
- Gender
- Education
- Employment status (Full-time, Part-time, Retired, etc.)
- LGBT
- Marital status
- Parent to child under 18 years old
- Number of adults/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
- Spanish spoken in the home *(only/mostly Spanish, Spanish/English equally, only/mostly English)*
- Personal beliefs or ideology *(very/somewhat liberal, moderate, very/somewhat conservative)*

MARS Consumer Health

Features of the 2027 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
- **400+** Rx/OTC **brands & Rx adherence** factors
- **Caregivers:** Whether the respondent has a caregiver, caregiver support activities & level of involvement, relationship to care recipient, care recipient conditions
- Extensive **Point of Care** coverage: Healthcare professionals and services used, DTC/DTP platforms & reasons for use, actions taken after seeing HCP(s), medical testing and vaccinations, etc.
- **Audio:** Types of audio listened to (radio, streaming music, podcasts) & time spent by type, streaming music and podcast platforms, podcast genres
- **Television viewing, including streaming coverage & devices:** Dayparts and time spent, network/genre/sports coverage, devices used to watch, Smart TV and streaming device brands, streaming services used (free vs. paid, last 30 days/last 7 days) and ad-free tier subscriptions
- **Magazine** genre readership & time spent with print/digital magazines and newspapers
- **Personal health & health lifestyles:** Current health & stress levels, future health outlook, diet & exercise, social determinants of health (SDOH) & more
- **Internet, social media & mobile** insights: Online interests, activities & device use, dayparts, visitation for 80+ websites (e.g., social, health-related, retail, AI), health-related mobile app use, time spent with mobile/social media, online health information source use & trust, etc
- Health-related **Artificial Intelligence (AI)** use: Opinions about AI, trust and value of AI platforms/tools as sources for information, usage for health research, health-related needs an AI tool or generated summary is expected to help address/accomplish, actions taken after receiving health information from AI, etc
- Media effectiveness insights: Where consumers encounter **healthcare advertising** and actions taken
- **40+ health information sources** valued: point of care/purchase, traditional media, online and social media (including influencers, AI) & more
- **80+ attitudes and opinions** about healthcare advertising, doctors and treatments, online and mobile health, diet and exercise, caregivers, personal health & more
- Extensive **demographic** data: Geographic information, gender, age, generation, race, marital status, education, employment, income & more
- Solutions for targeting **key consumer healthcare audiences**: MARS Patient Engagement, Sources Valued, and Health Tech IQ Segmentations

Audiences for Activation

From marketing plans to consumers' screens, MARS 100% double opt-in, consent-based data can be activated across programmatic channels. Utilize our 250+ pre-defined segments or build custom audiences tailored to your brand's unique patient personas, combining health behaviors and attitudes not available in claims data. Visit our Audiences page for more information. Cross-channel activation is available across platforms through multiple M3 MI partners:

/LiveRamp · eyeota (A Dun & Bradstreet Company) · TransUnion · experian · audigent · CTV & Linear TV planning with: SIMULMEDIA

Flexible Data Access

MARS data is available to clients via many platforms and formats for maximum convenience and utility. Delivery options include:

- Database access through various third-party services that provide custom software for data analysis or media planning
- Custom data tables, charts, or reports
- Dashboards – interactive data visualization tools for quick views and exporting to PowerPoint

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

For questions about study content and capabilities, please contact us at MARS.Support@m3-mi.com.

Commercial inquiries: info@m3-mi.com