





## 2016 MARS Consumer Health Study Directory

Inside find details about the MARS 2016 study content. Data collected in the study can be used to identify target audiences, behaviors, attitudes, media usage, and demographics. Updates to study content in 2016 are noted in **orange** text.

## Last 12 Months/Ever

Acid Reflux/GERD Rx  

ADD/ADHD Rx 

Adult Acne Rx  

Allergies/Allergic Reaction Rx  



- Food Allergy
- Grass Allergy
- Insect Allergy
- Pet Allergy
- Ragweed Allergy
- Tree Pollen Allergy

Anaphylaxis/Severe Allergy Rx 

Age Related Memory Loss  

Anemia 

Anxiety Rx

- Panic Disorder 
- Social Anxiety Disorder 

Arthritis 

- Ankylosing Spondylitis Rx  
- Osteoarthritis Rx    
- Psoriatic Arthritis Rx  
- Rheumatoid Arthritis (RA) Rx    

Asthma Rx  

Athlete's Foot

Bipolar Disorder Rx   








Blood clots in the legs (DVT) Rx    

Bronchitis 

Cancer  

- Breast
- Colon/Colorectal
- Leukemia
- Liver
- Lung
- Non-Hodgkin's Lymphoma
- Ovarian
- Pancreatic
- Prostate
- Skin
- Stomach
- Urinary/Bladder/Kidney
- Uterine/Cervical

Cardiovascular/Heart Disease Rx  

- Acute Coronary Syndrome/Heart Attack  
- Angina 
- Atherosclerosis 
- Atrial Fibrillation (A-Fib) 
- Coronary Artery Disease 
- Heart Failure 

Cold Rx 

Cold Sores/Canker Sores





Constipation/Irregularity 

COPD (including Chronic Bronchitis and Emphysema) Rx   



Cough Rx 

Depression Rx   

Diabetes  

- Type 1 Rx  
- Type 2 Rx  






Diabetic Nerve Pain/Neuropathy Rx   

Dry Skin/Eczema/Rosacea Rx  

Enlarged Prostate/Benign Prostate Hyperplasia Rx  

Erectile Difficulty Rx  

Eye problem/Eye disease Rx 

- Allergic Conjunctivitis 
- Cataracts 
- Dry Eye 
- Glaucoma 
- Macular Degeneration 

Fibromyalgia Rx   

Flu Rx  

Gas 

Gout Rx   







Hair Loss








































































Hangover





Headache (non-migraine)

Heartburn/Indigestion Rx 

### Conditions Key

-  Condition Specific Prescription Drugs
-  Condition Specific Non-Prescription Drugs
-  At Risk For
-  Satisfied with Rx Treatment
-  Professionally Diagnosed
-  Pain Related Condition

- Herpes Rx  
- High Cholesterol Rx   
- HIV Rx  
- Hyperhidrosis/Excessive Sweating 
- Hypertension/High Blood Pressure Rx   
- Hypothyroidism Rx  
- Inflammatory Bowel Disease/IBD Rx  
  - Crohn's Disease 
  - Ulcerative Colitis 
- Irritable Bowel Syndrome (IBS) Rx  
- Kidney Disease  
- Liver Disease Rx
  - Cirrhosis  
  - Hepatitis A 
  - Hepatitis B 
  - Hepatitis C  
- Low Testosterone Rx  
- Lupus (SLE) Rx    
- Menopause Rx  
- Menstrual Cramps/PMS Rx   
- Migraine Headache Rx    
- Multiple Sclerosis Rx   
- Nail Fungus
- Obesity Rx  
- Osteopenia 
- Osteoporosis Rx   
- Overactive Bladder Rx  
- Pain
  - Back
  - Head
  - Joint
  - Muscle
  - Neck
  - Nerve
  - Other
- Post Traumatic Stress Disorder (PTSD) 
- Psoriasis Rx   
- Restless Leg Syndrome (RLS) Rx   
- Seizures/Epilepsy Rx   
- Shingles Rx    
- Sinus Congestion/Sinus Headache
- Sleeping Difficulty/Insomnia Rx   
- Stroke  

- Tired/Run Down Feeling
- Urinary Tract Infection  
- Yeast Infection  

## Condition Related Details

### Arthritis

Severity of Arthritis

- Mild
- Moderate
- Severe

### Birth Control

Methods Used in Last 12 Months

### Cancer

When First Diagnosed

Active or in Remission

Spread to other Locations

### Constipation

Caused by Prescription Medication

Is it Chronic

### Diabetes

Brand of Blood Glucose Meter Used

Frequency of Daily Blood Glucose Meter Use







Hemoglobin A1C Level

Maintaining the Recommended A1C Level

Related Conditions/Complications

- Diabetic Nerve Pain/Neuropathy
- Cardiovascular/Heart Conditions
- DKA and Ketones

### Conditions Key

-  Condition Specific Prescription Drugs
-  Condition Specific Non-Prescription Drugs
-  At Risk For
-  Satisfied with Rx Treatment
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# Condition

## Related Details

- Eye Conditions
- Foot Conditions
- Gastroparesis
- Hearing Impairment
- Hypertension/High Blood Pressure
- Hyperosmolar Hyperglycemic Nonketotic Syndrome (HHNS)
- Kidney Disease
- Skin Conditions
- Stroke

### **HIV**

Has the disease progressed to AIDS

### **Inflammatory Bowel Disease/IBD (including Crohn's and Colitis)**

#### Severity of the condition

- Mild
- Moderate
- Severe

### **Menopause**

Symptoms/Side Effects

- Dyspareunia
- Hot Flashes
- Night Sweats
- Vaginal Dryness

### **Migraine Headache**

Episodic or Chronic

### **Pain**

Interference with Ability to Sleep

Severity of Pain

- No Pain
- Mild Pain
- Moderate Pain
- Severe Pain

Related Conditions

- Arthritis
- Cancer
- Blood clots in legs (DVT)
- Diabetic Nerve Pain/Neuropathy
- Fibromyalgia
- Gout

- Lupus (SLE)
- Migraine Headache
- Multiple Sclerosis
- Restless Leg Syndrome (RLS)
- Shingles

### **Psoriasis**

Severity of the condition

- Mild
- Moderate
- Severe

# Treatments

### **Non-Prescription Drugs**

#### **Prescription drugs - brand name**

#### **Prescription drugs - generic**

#### **Diet or Exercise**

#### **Herbal or Home Remedy**

#### **Vitamins/Supplements**

Allergy shots  
Birth Control  
Blood Product Donation/Transfusion  
Chemotherapy  
Dialysis  
ImmunoOncology/Immunotherapy  
Injections  
Insulin  
Oxygen therapy  
Phototherapy  
Physical therapy  
Psychological therapy/counseling  
Radiation  
Surgery  
Transplants

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

## **Publications**

Health related publications  
Magazine ads  
Magazine articles  
Magazine websites  
Magazines in the Sunday newspaper  
Medical journals  
Newspaper ads  
Newspaper articles  
Newspaper websites

## **Online**

Association/non-profit websites  
Diet or Fitness websites  
Drug company/brand websites  
Drug review/ratings websites  
Email newsletters  
General news websites  
Government websites  
Health information websites  
Insurance provider websites  
Online advertisements  
Online blogs/vlogs  
Online communities or support groups  
Reference websites with user-generated content  
Search engine results  
Social networking sites  
Websites dedicated to a particular health condition

## **Television**

Television Programs  
Television advertisements  
Online videos (e.g., YouTube)

## **Point of Care**

Alternative/holistic medical practitioners  
Brochures, wallboards or other information in a healthcare professional's exam room  
Brochures/pamphlets in a healthcare professional's office  
Doctor  
General magazines in a healthcare professional's office  
Health-related magazines in a healthcare professional's office  
Health-related television programming in a healthcare professional's office  
Nurse/Physician Assistant  
Posters/wallboards in a healthcare professional's office  
**Tablet computer in a healthcare professional's exam room**

## **Shopping**

Ad/brochures in grocery stores  
Ad/brochures/magazines in pharmacies  
In-store radio, TV or video  
Medication packaging/labels  
Pharmacists

## **Other**

Direct mail  
Friends or family  
In-person support groups  
Posters/wallboards at bars or nightclubs  
Posters/wallboards at gyms or health clubs  
Printed newsletters

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

# Healthcare Advertising

2016 MARS Consumer Health Study  
kantarmediahealthsurvey.com/MARS.html

## Where Seen/Heard

Direct mail  
In a doctor's office  
In a magazine  
In a newspaper  
In a magazine in the Sunday newspaper  
(e.g., Parade, USA Weekly)  
In a pharmacy  
On television  
On the Internet  
On the radio  
Outdoors

## Actions Taken as a Result

Asked your dentist for product sample or additional information  
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  
Referred to a book, journal or magazine for additional information  
Refilled a prescription  
**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

## Device Ownership

Desktop/Laptop/Netbook PC  
Cell Phone  
Smartphone  
Tablet  
e-Reader  
Gaming Console  
Streaming Device for TV/Video or Movie Programming  
Television  
SmartTV/Internet-enabled TV

## Magazines & Newspapers

### Magazines

AARP The Magazine  
Allrecipes  
All You  
Allure  
American Baby  
The American Legion Magazine  
Arthritis Today  
Better Homes and Gardens  
Bloomberg Businessweek  
Bon Appétit  
Condé Nast Traveler  
Cooking Light  
Cooking with Paula Deen  
Cosmopolitan  
Country Living  
Diabetes Forecast

# Magazines & Newspapers

2016 MARS Consumer Health Study  
kantarmediahealthsurvey.com/MARS.html

## Dr. Oz The Good Life

EatingWell  
Ebony  
The Economist  
Elle  
Entertainment Weekly  
ESPN The Magazine  
Essence  
Every Day with Rachael Ray  
Family Circle  
FamilyFun  
The Family Handyman  
Field & Stream  
First for Women  
Food & Wine  
Food Network Magazine  
Forbes  
Fortune  
Glamour  
Golf Digest  
Golf Magazine  
Good Housekeeping  
Guideposts  
Harper's Bazaar  
Health  
HGTV Magazine  
House Beautiful  
In Touch Weekly  
InStyle  
Kiplinger's Personal Finance  
Latina  
Marie Claire  
Martha Stewart Living  
Men's Fitness  
Men's Health  
Men's Journal  
Midwest Living  
Money  
More  
National Geographic

The New Yorker  
O, The Oprah Magazine  
OK!  
Outdoor Life  
Parents  
People  
People en Español  
Popular Mechanics  
Popular Science  
Prevention  
Psychology Today  
Reader's Digest  
Real Simple  
Redbook  
Rolling Stone  
The Saturday Evening Post  
Scholastic Parent & Child  
Scientific American  
Self  
Shape  
Smithsonian  
Soap Opera Digest  
Southern Living  
Sports Illustrated  
Star  
Sunset  
Taste of Home  
This Old House  
Time  
Traditional Home  
Travel + Leisure  
TV Guide  
Us Weekly  
Vogue  
The Week  
Weight Watchers Magazine  
Woman's Day  
Woman's World  
Women's Health

# Magazines & Newspapers

## Newspapers

Chicago Tribune  
Los Angeles Times  
The New York Times  
The Wall Street Journal  
The Washington Post  
USA Today

Magazine and newspaper metrics include print audiences, combination print and digital audiences, frequency of website use, average monthly reach for print, digital and website, and total brand average monthly reach.

## Other Publications

Allergies & Asthma Health Monitor  
Arthritis Health Monitor  
Diabetes Focus  
Diabetes Health Monitor  
Diabetes Self-Management (with Diabetic Cooking insert)  
Diabetic Living  
Digestion & Diet Health Monitor  
Health Monitor  
Heart Care Health Monitor  
Inner Strength  
Kmart Health Digest  
Living with Cancer Health Monitor  
Medicine Shoppe Diabetes Talk  
Medicine Shoppe Talk  
Neurology Now  
Remedy's Healthy Living  
Rite Aid Rite Health Journal  
WebMD Magazine  
WebMD Diabetes at Walgreens  
Your Health

# Television

Dayparts and Time Spent Watching TV  
Services and Devices Used to Watch TV  
Media Multi-Tasking

Television Genres

- Audience Participation/Game Show
- Award Ceremony
- Cooking
- Day Animation/Cartoons
- Daytime Drama/Soaps
- Devotional/Religious
- Drama
- Evening Animation
- Financial News
- Health
- Home Shopping
- Home/Garden Improvements
- Late Night Talk/Variety
- Movies
- Music
- News
- News Magazine
- Reality - Competition
- Reality - Other
- Sci-Fi/Fantasy
- Self Improvement or Makeover
- Situation Comedy
- Spanish Language
- Sports Event (e.g., Monday Night Football)
- Sports: Non Live Event (e.g., Sports Center)
- Talk/Conversation
- Travel



## Television Networks

- A&E
- ABC
- ABC Family
- AMC
- American Heroes Channel
- Animal Planet
- BBC America
- BET
- Bravo
- Cartoon Network
- CBS
- CMT
- CNBC
- CNN
- Comedy Central
- Cooking Channel
- The CW
- Discovery Channel
- Discovery Life (formerly Discovery Fit & Health)
- DIY Network
- E!
- ESPN/ESPN2
- Food Network
- FOX
- FOX News
- FOX Sports
- FYI (formerly Bio)
- FX
- GSN
- Hallmark Channel
- Hallmark Movies & Mysteries
- HGTV
- History Channel
- HLN
- ION Television
- Lifetime
- Lifetime Movie Network (LMN)
- MSNBC
- MTV
- National Geographic Channel
- NBC
- Nick @ Nite
- OWN (Oprah Winfrey Network)
- Oxygen
- PBS
- Science Channel
- Spike
- SyFy
- TBS
- Telemundo
- The Weather Channel
- TLC
- TNT
- Travel Channel
- truTV
- TV Guide Network
- TV Land
- TV One
- UniMas
- Univision
- USA Network
- VH1
- WE tv
- WGN

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

## Radio

Time Spent Listening to Radio

Listening via AM/FM/Satellite/Internet/Apps

Radio Genres

Dayparts and Time Spent Online

Use of a Computer/Mobile Device for Any Health & Wellness Activity

Frequency of Internet Use for Health & Wellness

## **Where Mobile Used for Health Information**

Healthcare providers office/waiting room

Drug store or pharmacy

Hospital or clinic

Home

Elsewhere

## **Mobile App Types**

Blood sugar or diabetes

Calorie counter/Diet tracker

Doctor locator

Drug or general health reference tool

Exercise/Fitness

Health testing/tracking tools (e.g., pulse, blood pressure)

Insurance provider

Medical records access

Nutrition or healthy recipes

Pharmacy/ER/Fast clinic locator

Pill reminder/Medication tracker

Sleep tracker

Specific ailment education or support

Stress/Relaxation

Symptom checker

## **Websites**

About.com

Bing

CDC

Diabetes Self Management

Diabetic Living

Drugs.com

Everyday Health

Facebook

Google

Healthcare.gov

Healthgrades

Healthline

Instagram

Johns Hopkins Medicine

Lifescript

Livestrong.org

Mayo Clinic

MedicineNet.com

Medscape

NIH.gov

Pinterest

Twitter

Weather.com

WebMD

Weight Watchers

Wikipedia

Yahoo!

YouTube

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

## **Mobile Health & Wearables**

Ever used wireless mobile device to monitor health/fitness/condition

Mobile health/wearable products ever used

- Web-Connected Fitness Sensors
- Web-Connected Sleep Trackers
- Web-Connected Blood Pressure Sensors
- Web-Connected Glucose Monitors
- Web-Connected Scales

## **General**

Catch up on local or national news  
Catch up or post on a social network  
Check the weather  
Look up directions or maps  
Read/Look at Magazines or Newspapers  
Watch Television  
Watch video clips (e.g., YouTube)

## **Condition/Treatment Related**

Looked for alternative (non-medical) treatments or home remedies  
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

## **Medical Professionals and 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  
Scheduled an appointment with a healthcare professional  
Used a patient portal to access electronic medical records (e.g., MyChart)

## **Prescription Shopping**

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

## **Health-Related Lifestyle and Social**

Looked for healthy recipes or other healthy lifestyle information  
Read about others' experiences with conditions, medications or treatments  
Tracked my diet/exercise

# Medical Professionals & Services

Relationship with Primary Care Physician

## **Healthcare Professionals**

Acupuncture/Acupressure Practitioner

Allergist

Cardiologist

Chiropractor

Dentist/Oral Hygienist

Dermatologist

Diabetes Educator/Specialist

Ear, Nose & Throat Specialist

Endocrinologist

Gastroenterologist

Gynecologist

Hematologist

Neurologist

Nurse Practitioner/Physician Assistant

Nutritionist

Obstetrician

Oncologist

Ophthalmologist

Optometrist

Orthopedist

Pain Specialist

Periodontist

Physical Therapist/Sports Medicine

Podiatrist

Primary Care Doctor

Psychiatrist

Psychologist/Therapist

Pulmonologist

Rheumatologist

Surgeon – Cosmetic/Plastic

Surgeon – Other

Urologist

## **Healthcare Facilities**

Emergency Room

Hospital

Infusion Center

Retail Health or In-store Clinic

Surgery Center

Urgent or Immediate Care Center

Outpatient or Specialized Care Clinic

Both healthcare professionals and healthcare facilities are measured by frequency of visits over the last 12 months.

## **Actions Taken After Seeing Professionals**

Received a prescription for a new drug

Filled a prescription

Look up cost of medication or insurance coverage before filling a prescription

Look into alternative treatments after receiving prescription

Made an effort to eat healthier or exercise more

Switched to a different prescription

Took medication as prescribed

Conducted an online search about a condition

Conducted an online search about a drug or treatment options

Visited a pharmaceutical company or drug brand website

Visited a social media site related to condition or prescribed treatment

Went to see a specialist

Went for x-rays, medical tests, or vaccines

# Medical Tests & Vaccinations

2016 MARS Consumer Health Study  
kantarmediahealthsurvey.com/MARS.html

Most Recent Annual Physical

Importance of Regular Medical Check-Ups

Medical Tests

- Allergy
- Blood glucose
- Blood pressure
- Bone density
- Cholesterol
- Colonoscopy
- Diabetic Retinopathy
- Eye exam
- Glaucoma
- HIV
- Kidney function
- Mammogram/Pap smear
- Pregnancy
- Prostate/PSA
- STD

Vaccines

- Flu
- Hepatitis
- HPV
- Meningitis
- Pneumonia
- Shingles
- Whooping cough

## Overall Health & Wellness

Current/Past Health Status

Current/Past Stress Level

Anti-Aging Procedures Had/Have Considered

Personal Control and Motivation for Improving Health

Tobacco Use and Cessation Methods

## Diet & Exercise

Frequency of Exercise

Barriers to a Regular Exercise Program

Body Mass Index

Reasons for Managing Diet/Nutrition

Types of Foods Eaten on Diet/Nutrition Plan

Weight Loss Goal

Weight Loss Programs Used

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

# Other Family Members

## **Health Conditions**

Acute Coronary Syndrome/Heart Attack  
ADD/ADHD  
Allergies  
Age Related Memory Loss  
Alzheimer's/Dementia  
Anaphylaxis/Severe Allergy  
Arthritis, Osteoarthritis  
Arthritis, Rheumatoid Arthritis (RA)  
Asthma  
Autism  
Bipolar Disorder  
Cancer  
Cerebral Palsy  
COPD (Including Chronic Bronchitis and Emphysema)  
Depression  
Diabetes  
Down's Syndrome  
Enlarged Prostate/Benign Prostate Hyperplasia  
Eye problem/Eye disease (Including Cataracts, Glaucoma, and Other Eye/Vision Problems)  
Heart Disease  
Hepatitis C  
High Cholesterol/High Triglycerides  
Hypertension/High Blood Pressure  
Multiple Sclerosis  
Nutritional Deficiency  
Obesity  
Parkinson's Disease  
Seizures/Epilepsy  
Schizophrenia  
Shingles  
Stroke

## **Caregiver Support Activities**

Administer or monitor medications  
Arrange for outside services  
Assist with daily household chores  
Assist with personal care (e.g., bathing, dressing, eating)  
Buy medication or refill prescriptions  
Discuss conditions or treatments with their doctor  
Encourage doctor visits  
Make doctor appointments  
Make sure vaccines are received  
Manage finances or provide financial support  
Monitor state of condition  
Provide transportation to doctor/medical treatment  
Research health information  
Visit regularly to see how they are doing

## **Children's Healthcare Professionals**

Allergist  
Dentist  
Ear, Nose & Throat Specialist  
Nurse Practitioner/Physician's Assistant  
Pediatrician  
Primary Care Doctor  
Psychiatrist

Caregivers identify the conditions and ages of family members for whom they provide support.

For children's conditions, specific treatment brands are identified for ADD/ADHD, allergies, asthma, depression, cold/cough and vitamins.

Plan to sign up for health insurance (Next 12 months)

## **Type of Health Insurance Coverage**

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

## **Insurance Details**

- I must go through my primary care physician for referrals
- I use an HSA/FSA to help pay for medical expenses
- I choose physicians based on if they are in-network
- I choose to see a specific, out-of-network physician at a higher cost

## **Reasons for Being Uninsured**

- I can cover my healthcare costs out of my own pocket
- I'm healthy, I don't need insurance
- I don't qualify for the Affordable Care Act
- Costs too much

## **Reasons for Switching Plans**

- Benefits of the new plan are better for current needs
- Family or household change
- Employer changed plan provider or plan offer
- Job loss or job change
- Needed a less expensive plan to fit my budget
- Old plan was not qualified under the Affordable Care Act (ACA, "Obamacare")

# Purchasing Medication

Number of Prescriptions Purchased (Last 12 Months)

## **How Purchased Rx Drugs**

- A prescription assistance program from a drug brand
- A prescription drug plan separate from my health insurance
- A prescription savings plan or card that I use at in-network or major pharmacies
- 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

## **Where Purchased Medication**

- Club Store (e.g. Costco, Sam's Club, BJ's)
- Club Store's website
- Drug Store Chain (e.g. Rite-Aid, Walgreens, CVS)
- Drug Store Chain's website
- Mass Merchandiser (e.g. Wal-Mart, Target)
- Mass Merchandiser's website
- Supermarket/Grocery store
- Health/Natural Food Store
- Other Drug Store
- Amazon.com
- Online pharmacy based inside the U.S.
- Online pharmacy based outside of the U.S.

# Attitudes & Opinions

## **Diet & Exercise**

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

## **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 first try to remedy my illness with a non-prescription medicine before seeing a doctor  
I sometimes stop taking a prescribed medication without consulting a doctor  
I take non-prescription medicine as soon as I get sick  
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

## **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 feel the Internet provides me with a wealth of resources when I am searching for health and wellness information  
I refer my friends to certain websites I find helpful  
I typically conduct research online prior to a doctor's appointment  
Online videos help me understand complicated subjects  
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 believe there are mobile apps available that would improve my current health

I would be willing to use a mobile app offered by my insurance health plan

I would be willing to use a mobile app recommended to me by my doctor

I'd rather download an app than look for health-related information or tools on a website

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

The opportunity to download and share my personal health and fitness data with others, including doctor, motivates me

I am concerned about my personal health and fitness data being securely stored online

Web-connected devices are too complicated to use

## **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

## **Healthcare Advertising**

Friends come to me for advice about healthcare and medications

Healthcare advertising on the Internet is credible

I always read the small print in magazine/newspaper pharmaceutical ads

I trust pharmaceutical companies that advertise the medications I take

I trust the opinions of my family and friends about health related issues

Pharmaceutical advertisements make me more knowledgeable about medicines

The pharmaceutical healthcare information at my doctor's office is credible and useful

The pharmaceutical healthcare information at my pharmacy is credible and useful

## **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 always try to eat healthy foods and maintain a balanced diet

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

## **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

If required vaccinations stopped, epidemics would return/become a problem

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

## **Anti-Aging**

I would consider cosmetic surgery for myself, now or in the future

I spend a lot of money on beauty and skincare products

Everyone should just age naturally

## **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

Adult education courses

Aerobics

Attend concerts/Live events

Attend professional/college sports events

Baseball/Softball

Basketball

Bicycling

Bird watching

Bowling

Cooking for fun

Dancing

Entertaining friends/family

Fantasy sports league

Fine dining/eating out

Fishing

Fitness walking

Football

Gardening

Golf

Hiking

# Sports & Leisure Activities

Hockey  
Hunting  
Ice Skating  
Photography  
Play a musical instrument  
Poker  
Reading books  
Running/Jogging  
Sailing/Water Skiing  
Shopping for fun  
Snow Skiing/Snowboarding  
Soccer  
Spa Services  
Swimming  
Tennis  
Travel  
Use a health club/gym  
Video gaming  
Visit museums  
Volunteer your time  
Weight training  
Go to bars/Nightclubs  
Yoga/Pilates

## Demographics

Age  
Body Mass Index  
Education  
Employment Status  
Gender  
**LGBT**  
Marital Status  
Number of Adults in Household  
Parent/Children in Household  
Household Income  
Personal Income  
Primary Place of Residence  
Race/Ethnicity  
Spanish Language

# 2016 MARS Consumer Health Study

Since 2001, Kantar Media's MARS Consumer Health Study has provided ad agencies, pharmaceutical marketers and media companies with a wealth of data around multimedia consumption habits, ailment conditions, treatment plans, 500+ drug brands, attitudes & opinions, demographics and more.

In recent years the consumer healthcare landscape has changed and healthcare marketing is adopting a more targeted, patient-centric model that calls for more insights regarding patients, treatments and sources of information. In 2015, the methodology was updated to online data collection, while still maintaining an offline component to measure ailments, media consumption and demographics across the entire U.S. adult population.

## Features of the 2016 MARS Study include:

- Stable and reliable information, projectable to the total U.S. population and with improved coverage of the U.S. Hispanic population
- Detailed information on 90+ health conditions, including 20+ lower incidence ailments
- Ailment-specific follow-up questions that capture treatment options and drug brand usage
- Knowledge about online and offline media usage for magazines, newspapers and health-related publications as well as TV, radio and internet usage
- An extensive collection of healthcare information sources at point of care, point of purchase, online and offline
- Inclusion of walk-in healthcare facilities, such as in-store clinics and immediate care centers
- Expanded internet and device content that covers wearables and online health and wellness activities
- Comprehensive attitudes and opinions, including use of the internet and mobile for health and wellness related activities
- Trending to the 2015 MARS Study and release of a MARS 2015/2016 Doublebase Study

**Visit our website at [kantarmediahealthsurvey.com/MARS.html](http://kantarmediahealthsurvey.com/MARS.html) for more information about the 2016 study content.**

If you have any questions or would like to learn more about the study, please contact:

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