NIELSEN SCARBOROUGH MARS HEALTHCARE MODULE

Following is a list of the healthcare related data included within the Nielsen Scarborough MARS Healthcare Module. When combined with the 2000+ insights already available in Scarborough, this product creates a single dataset where information can be crossed, united and analyzed for a 360 degree view of healthcare consumers. To see a complete listing of all Scarborough variables, please contact your Nielsen representative.

ANTI-AGING PROCEDURES
- Procedures ever had done/would consider
  - Botox injections
  - Injectable dermal fillers
  - Eyelash enhancement
  - Joint replacement (hip, knee)
  - Any anti-aging procedure (net)
- Attitudes toward anti-aging procedures
  - I would consider cosmetic surgery for myself
  - I spend a lot of money on beauty and skincare products
  - Everyone should just age naturally

DIET AND NUTRITION
- Diet/nutrition program participated in
- Reasons for currently participating in a nutrition program
- Overall weight loss goal
- Types of food in diet/nutrition program
- Diet plan attitudes
  - Can’t seem to adhere to a diet plan and often cheat
  - Diet plans usually work for me
  - I diet to look good more than I do it to feel good
  - Exercise is important to my diet and nutrition plan
  - Weight loss surgery is an option for me

HEALTHCARE AND PHARMACEUTICAL ATTITUDES AND OPINIONS
- Non-prescription store brand drugs work as well as national advertised brands
- I always try to eat healthy foods and maintain balanced diet
- I participate in preventative healthcare
- Normally, I only use drug brands that are recommended by my physician
- I prefer alternative/holistic approaches to standard medical practice
- I research healthcare information so that I am better informed about different health conditions
- I do not seek help from doctors or nurses unless I am very sick or injured
- I dislike needles too much to consider a drug treatment that uses injections
- 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

BODY MASS INDEX
- BMI standard categories
- BMI detailed categories

CANCER
- Diagnosed with cancer
- When first diagnosed with cancer
- Cancer currently active or in remission
- Cancer spread to other location(s) in body
- Type of cancer treatment received in past 12 months
- Type of cancer ever diagnosed with

EXERCISE AND WELLNESS
- Number of days exercised in past week
- Barriers to pursuing exercise program
- Healthiness of home diet
- Level of concern regarding healthiness of diet

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HEALTHCARE AND PHARMACEUTICAL OPINIONS AND ATTITUDES CONT'D.

- I’d rather download an app than look for health-related information or tools on a website
- 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 more comfortable talking about health and wellness concerns online than I am face-to-face
- I am very cautious about which websites I access for health and wellness information
- More comfortable talking about health and wellness concerns online than face-to-face
- The Internet provides me with a wealth of resources when searching for health/wellness info
- The pharmaceutical healthcare information at a doctor’s office is credible and useful
- 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 feel health and wellness advertising on the Internet is trustworthy
- I feel the Internet is a good way to confirm a diagnosis
- I trust the medical information other people share on social media
- I refer my friends to certain websites I find helpful
- Online videos help me understand complicated subjects
- I often discuss new prescription medicines with my doctor
- Non-prescription medicines are safer than prescription medicines
- Friends come to me for advice about healthcare and medications
- I research treatment options on my own and then ask my doctor about them
- I trust the opinions of my family and friends about health related issues
- I believe that vitamins and nutritional supplements make a difference in long-term health
- I always do what my doctor tells me to do
- I am willing to pay extra for prescription drugs not covered by health insurance
- Healthcare advertising on the Internet is credible
- I trust pharmaceutical companies that advertise the medications I take
- The opportunity to download and share my health and fitness data with others motivates me
- I always read the small print in magazine/newspaper pharmaceutical ads
- Pharmaceutical advertisements make me more knowledgeable about medicines
- It’s worth paying more for branded prescription medications rather than getting prescription products
- Web-connected devices are too complicated
- I am concerned about my personal health and fitness data being stored securely online
- I typically conduct research online prior to a doctor’s appointment
- 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
- It is very important that my health insurance covers all my prescription medication
- I first try to remedy my illness with non-prescription medication before seeing a doctor
- Prescription drugs are more effective than non-prescription remedies
- I am willing to ask my doctor for a prescription medication or drug sample that I have seen or heard advertised
- I am hesitant to take prescription drugs with side effects that concern me
- I take non-prescription medicine as soon as I get sick
- I am comfortable registering on a website which consistently offers useful information about my particular health condition
- I feel health and wellness advertising on the Internet is trustworthy
- The Internet provides me with a wealth of resources when searching for health/wellness info
- I feel the Internet is a good way to confirm a diagnosis
- I trust the medical information other people share on social media
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HEALTHCARE ADVERTISING

- Actions taken past 12 months due to healthcare advertisements
  - 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
  - Called for a prescription refill
  - 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 a doctor appointment
  - Purchased a non-prescription product
  - Referred to a book, journal/magazine to get additional information
  - Signed up for a mail/email list
  - Switched to a different brand
  - Took medication
  - Used a coupon
  - Visited a pharmaceutical company’s website
  - Visited some other website
  - Watched a video online
  - Took no action

- Places saw/heard healthcare advertisements in past 12 months
  - Internet
  - Magazine
  - Daily/weekend newspaper
  - Direct Mail
  - Magazine in the Sunday newspaper
  - Doctors’ offices
  - Pharmacy
  - Outdoors (e.g. billboards)
  - Radio
  - Television

- Personal value of healthcare sources
  - Ads/brochures in grocery stores
  - Brochures/pamphlets in health professional’s offices
  - Brochures/wallboards/other info in health professional’s exam room
  - Alternative/holistic medical practitioners
  - Direct mail
  - Doctors
  - Friends/family
  - Health-related publications
  - In-person support groups
  - In-store radio, TV or video
  - Internet advertisements
  - Magazine advertisements
  - Magazine articles
  - Magazines in doctors’ offices (general, health-related)
  - Medical journals
  - Newsletters
  - Newspaper advertisements
  - Newspaper articles
  - Newspaper websites
  - Nurses/physician assistants
  - Online blogs/vlogs, communities, videos
  - Pharmacists
  - Pharmacy
  - ad/brochure/magazine
  - Posters/wallboards (bars/nightclubs, health clubs/gyms, healthcare professional’s office)
  - Printed newsletters
  - Product packaging/labels
  - Search engines
  - Social networking sites
  - TV advertisements
  - TV programs in health professionals offices (health-related)
  - TV programs

- Websites (general news, drug, association/non-profit, diet/fitness, drug review/ratings, government, health information, insurance providers, magazine, newspaper, reference and dedicated to a certain health condition)

HEALTH CONDITIONS

- Currently have past 12 months/ever had
- Professionally diagnosed
- Any treatment for condition past 12 months
- Condition treatment—non-prescription product (OTC)
- Condition treatment—any prescription (Rx)
- Condition treatment—prescription branded
- Condition treatment—prescription generic
- Condition treatment—home remedy/herbal/vitamins
- Condition treatment—diet/exercise
- Conditions feel at risk for
- Conditions include:
  - Anemia
  - Acid Reflux/GERD
  - ADD/ADHD
  - Adult acne
  - Age related memory loss
  - Allergies/allergic reaction (food, grass, insect, pet, ragweed, tree pollen, anaphylaxis)
  - Anxiety (panic/social anxiety)
  - Arthritis (ankylosing spondylitis, osteoarthritis, psoriatic, rheumatoid)
  - Asthma
  - Athlete’s foot
  - Bipolar disorder
  - Blood clots in the legs (DVT)
  - Bronchitis
  - Cancer

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• Cardiovascular (heart attack, angina, atherosclerosis, A-Fib, coronary artery disease, heart failure)
• Cirrhosis
• Cold
• Cold sores/canker sores
• COPD (including chronic bronchitis and emphysema)
• Constipation/irregularity
• Cough
• Depression
• Diabetes (type 1, type 2)
• Diabetes-related complications and conditions
• Diabetic nerve pain/neuropathy
• Eczema
• Enlarged prostate/benign prostate hyperplasia
• Erectile difficulty
• Eye (conjunctivitis, cataracts, dry eye, glaucoma, macular degeneration)
• Fibromyalgia
• Flu
• Food allergy
• Gas
• Gout
• Hair loss
• Hangover
• Headache (non-migraine)
• Heartburn/indigestion
• Hep B and C
• Herpes
• High cholesterol
• HIV
• Hyperhidrosis/excessive sweating
• Hypertension/high blood pressure
• Hypothyroidism
• Inflammatory bowel disease (Crohn’s, Ulcerative colitis)
• Irritable bowel syndrome (IBS)
• Kidney disease
• Low testosterone
• Lupus

• Menopause
• Menstrual cramps/PMS
• Migraine headache
• Multiple sclerosis
• Nail fungus
• Obesity
• Osteopenia
• Osteoporosis
• Overactive bladder
• Pain (back, head, joint, muscle, neck, nerve)
• Pain levels and symptoms
• Pneumonia
• Post traumatic stress disorder (PTSD)
• Psoriasis
• Restless leg syndrome (RLS)
• Rosacea
• Seizures/epilepsy
• Shingles
• Sinus congestion/sinus headache
• Sleeping difficulty/insomnia
• Stroke
• Tired/run down feeling
• Urinary tract Infections
• Yeast infections

MEDICAL PROFESSIONS AND SERVICES
• Describe relationship with primary care physician
• Actions taken after seeing a healthcare professional
• Number of times used healthcare facilities past 12 months
  • Allergist
  • Cardiologist
  • Chiropractor
  • Dentist/oral hygienist
  • Dermatologist
  • Diabetes educator/specialist
  • Ear, nose & throat specialist
  • Endocrinologist
  • Gastroenterologist
  • General Practitioner/Internist
  • Gynecologist
  • Hematologist
  • Neurologist
  • Nurse practitioner/PA
  • Nutritionist
  • Obstetrician
  • Oncologist
  • Ophthalmologist
  • Optometrist
  • Orthopedist
  • Pain Specialist
  • Periodontist
  • Physical therapist/sports medicine
  • Podiatrist
  • Psychiatrist
  • Psychologist/therapist
  • Pulmonologist
  • Rheumatologist
  • Surgeon (cosmetic, other)
  • Urologist

MOBILE HEALTH AND WEARABLES
• Used a web-connected device to monitor fitness, health or a medical condition
• Used web-connected fitness sensors, sleep trackers, blood pressure sensors, glucose monitors or scales
OVERALL HEALTH
• Description of current health
• Current health compared to a year ago
• Current stress level
• Current stress level compared to a year ago
• Level of control over personal health
• Outlook regarding future health

PHYSICAL EXAMS AND MEDICAL TESTING
• Medical tests taken in past 12 months
  • Allergy
  • Blood glucose
  • Blood pressure
  • Bone density
  • Cholesterol
  • Colonoscopy
  • Diabetic Retinopathy
  • Eye exam
  • Glaucoma
  • Hemoglobin A1c
  • HIV
  • Kidney function
  • Mammogram
  • Pap smear
  • Pregnancy
  • Prostate exam
  • Prostate specific antigen (PSA)
  • STD/HIV
• Importance of getting regular medical check-ups/annual exams
• Last time had physical exam
• Used or gotten info from store blood pressure/heart rate monitor machine
• Used a blood glucose meter past month
• Number of times per day use a blood glucose meter
• Brand of blood glucose meter currently own

RX/OTC USAGE BY CONDITION BY BRAND
• Past 12 months
  • ADD/ADHD
  • Adult Acne
  • Allergy/asthma
  • Anxiety/depression
  • Arthritis/fibromyalgia/gout
  • Blood clot prevention
  • Cardiovascular disease/cholesterol/hypertension
  • Cold/flu/cough
  • Diabetes (type 1, type 2)
  • Eczema
  • First aid products and topical remedies
  • Heartburn/indigestion
  • Hepatitis C
  • Herpes
  • HIV
  • Hypothyroidism
  • IBS
  • Infections/antibiotics
  • Inflammatory bowel disease
  • Liver disease
  • Low testosterone
  • Lupus
  • Migraine headache
  • Multiple sclerosis
  • Osteoporosis/ menopause/hormone replacement
  • Overactive bladder
  • Pain (OTC, relieving rubs and liquids)
  • Restless leg syndrome
  • Rosacea
  • Seizures/epilepsy
  • Shingles
  • Sleeping difficulty/insomnia
  • Smoking cessation
  • Vitamins/minerals/herbals
  • Women's health
• How often take Rx/OTC at the same time

TOBACCO USAGE
• Currently smoke or use tobacco products on a regular basis
• Number of packs of cigarettes smoked past 7 days
• Tried to quit smoking

VACCINATIONS
• Vaccine received in past 12 months
  • Flu
  • HPV
  • Shingles
  • Whooping cough
  • Hepatitis
  • Meningitis
  • Pneumonia
• Attitudes towards vaccinations
  • If required vaccinations stopped, epidemics would return/become problem
  • I trust my doctor to recommend the vaccines that are essential to my continued health
  • I am willing to ask my doctor for a vaccine that I have seen or heard advertised
  • First among my peers to investigate vaccines that are recommended but not required
  • Concerned about possible side effects related to vaccines