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
- Attitudes toward anti-aging procedures
  - I would consider cosmetic surgery for myself
  - I would consider non-treatments or procedures for myself
  - I spend a lot of money on beauty and skincare products
  - Everyone should just age naturally
  - Motivations to maintain or improve health

BODY MASS INDEX
- BMI standard categories
- BMI detailed categories

DIET AND NUTRITION
- Diet/nutrition program participated in
- Reasons for managing diet or nutrition
- 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

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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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
The high cost of healthcare prevents me from being as healthy as I would like
I am willing to pay more for high quality health insurance
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
The pharmaceutical healthcare information at my pharmacy is credible and useful
I am better informed about my health than most people
I sometimes stop taking a prescribed medication without consulting a doctor
I will try another drug brand if I get a coupon for it
My condition makes it difficult to do/complete day-to-day tasks
HEALTHCARE ADVERTISING

- Actions taken past 12 months due to healthcare advertisements
  - 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
  - Mobile Device
  - Daily/weekend newspaper
  - Direct Mail
  - Doctors’ offices
  - Pharmacy
  - Outdoors (e.g. billboards)
  - Radio
  - Television

- Personal value of healthcare sources
  - Ads/brochures in grocery stores
  - Brochures/posters in doctor’s offices
  - Alternative/holistic medical practitioners
  - Direct mail
  - Doctors
  - Friends/family
  - Health-related publications
  - Online communities or support groups
  - In-store radio, TV or video
  - Internet advertisements
  - Magazine advertisements
  - Magazine articles
  - Magazines in doctors’ offices (general, health-related)
  - Newsletters
  - Newspaper advertisements
  - Newspaper articles
  - Newspaper websites
  - Nurses/physician assistants
  - Pharmacists
  - Pharmacy ad/brochure/magazine
  - Posters/wallboards (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, and those 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
- When condition first diagnosed*
- Conditions include:
  - Anemia
  - Acid Reflux/GERD
  - ADD/ADHD
  - Acne
  - Age related memory loss
  - Allergies/allergic reaction
    (food, grass, insect, pet, ragweed, tree pollen, anaphylaxis)
  - Anxiety
  - Arthritis (ankylosing spondylitis, osteoarthritis, psoriatic, rheumatoid*)
  - Atrial Fibrillation*
  - Asthma*
  - Bipolar disorder
  - Blood clots in the legs (DVT)
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- Cancer
- Cardiovascular (heart attack, angina, atherosclerosis, A-Fib, coronary artery disease, heart failure)
- Cirrhosis
- Cold/Cough/Flu
- Cold sores/canker sores
- COPD* (including chronic bronchitis and emphysema)
- Constipation/irregularity
- 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
- 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
- Obesity
- Osteopenia
- Osteoporosis*
- Overactive bladder
- Pain (back, head, joint, muscle, neck, nerve)
- Pain levels and symptom of
- Pneumonia
- Post traumatic stress disorder (PTSD)
- Psoriasis
- Restless leg syndrome (RLS)
- Rosacea
- Seizures/epilepsy
- Shingles
- Sinus congestion/sinus headache
- Sleeping difficulty/insomnia
- Stroke
- Urinary tract Infections
- Yeast infections
- Number of times used services/medical professional past 12 months
  - Allergist
  - Cardiologist
  - Chiropractor
  - Dentist/oral hygienist
  - Dermatologist
  - Diabetes educator/specialist
  - Ear, nose & throat specialist
  - Endocrinologist
  - Gastroenterologist
  - Gynecologist
  - Nephrologist
  - Neurologist
  - Nurse practitioner/PA
  - Nutritionist
  - Oncologist
  - Ophthalmologist
  - Optometrist
  - Orthopedist
  - Pain Specialist
  - Physical therapist/sports medicine
  - Podiatrist
  - Primary Care Doctor
  - Psychiatrist
  - Psychologist/therapist
  - Pulmonologist
  - Rheumatologist
  - Surgeon (cosmetic, other)
  - Urologist
- I Would consider using telemedicine or a virtual doctor visit if available

MEDICAL PROFESSIONS AND SERVICES
- Describe relationship with primary care physician
- Actions taken after seeing a healthcare professional
- Number of times used healthcare facilities/services past 12 months
  - Doctor’s office
  - Emergency room
  - Hospital
  - Infusion center
  - Retail health or in-store clinic
  - Surgery center
  - Urgent/Immediate care/walk-in clinic
  - Outpatient/specialized care clinic
  - Telemedicine/virtual doctor visit

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
  • Cardiac/heart
  • Cholesterol
  • Colonoscopy
  • CT Scan
  • 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 a blood glucose meter past month
• Number of times per day use a blood glucose meter
• Important features when choosing a glucose meter or monitoring system

RX/OTC USAGE BY CONDITION BY BRAND
• Past 12 months
  • ADD/ADHD
  • Acne
  • Allergies/Anaphylaxis/Severe Allergy
  • Anxiety
  • Arthritis
  • Asthma
  • Bipolar disorder
  • Birth control
  • Blood clot prevention
  • Cardiovascular disease
  • Cold/flu/cough
  • COPD
  • Depression
  • Diabetes (type 1, type 2)
  • Eczema
  • Erectile difficulty
  • Eye Disease/Dry Eye
  • First aid products and topical remedies
  • Fibromyalgia
  • Gout
  • Heartburn/indigestion
  • Hepatitis C
  • Herpes
  • HIV
  • Hypertension/High Blood Pressure
  • Hypothyroidism
  • IBD – Crohn’s Disease
  • IBS
  • Infections/antibiotics
  • Inflammatory bowl disease
  • Low testosterone
  • Menstrual Cramps
  • Migraine headache
  • Multiple sclerosis
  • Obesity
  • Osteoporosis/ menopause/ hormone replacement
  • Overactive bladder
  • Pain (OTC, relieving rubs and liquids)
  • Psoriasis
  • Restless leg syndrome
  • Rosacea
  • Seizures/epilepsy

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
  • 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

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