

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

CANCER

- Diagnosed with cancer
- When first diagnosed with cancer
- Stage of cancer when first diagnosed
- Cancer spread to other location(s) in body
- What state of cancer treatment are you currently undergoing
- Type of cancer treatment received in past 12 months
- Type of cancer ever diagnosed with

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

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

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

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HEALTHCARE AND PHARMACEUTICAL OPINIONS AND ATTITUDES CONTD.

- 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

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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

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

- 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

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

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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 bowel 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

- Shingles
- Sleeping disorders
- Smoking cessation
- Vitamins/minerals/herbals
- Women's health
- Yeast Infection

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