



2020 MARS Doublebase Guideposts Reader Profile



Ailment States (Have or Had in Past 12 Months)	(000)	% Comp.	Index
Acid Reflux/GERD	1345	30%	134
Age Related Memory Loss	492	11%	189
Allergies-Food Allergy	529	12%	171
Allergies-Grass Allergy	780	18%	131
Allergies-Insect Allergy	331	8%	196
Allergies-Other	821	19%	148
Allergies-Ragweed Allergy	898	20%	143
Anemia	357	8%	149
Anxiety	1191	27%	140
Arthritis (Osteoarthritis)	1221	28%	197
Arthritis (Psoriatic)	149	3%	409
Arthritis (Rheumatoid)	284	6%	196
Arthritis-Ankylosing Spondylitis	111	3%	271
Arthritis-other arthritis	463	10%	160
Blood Clots in Legs (DVT) or Pulmonary Embolism (PE)	248	6%	247
Cancer-Breast	257	6%	307
Cancer-Colon/Colorectal	140	8%	470
Cancer-head & neck	114	3%	358
Cancer-Skin	341	8%	193
Cardio/Heart Disease (Acute Coronary Syndrome/Heart Attack)	224	5%	135
Cardio/Heart Disease (A-Fib)	451	10%	219
Cardio/Heart Disease (Angina)	307	7%	255

Source: MARS 2020 Consumer Health Doublebase Study

(CONTINUES, next page)

Engaging.

Inspiring.

Moving.

2020 MARS Doublebase Guideposts Reader Profile

Ailment States (Have or Had in Past 12 Months)	(000)	% Comp.	Index
Cardio/Heart Disease (Coronary Artery Disease)	327	7%	264
Constipation/Irregularity	1143	26%	138
COPD (including Chronic Bronchitis and Emphysema)	231	5%	127
Depression	671	16%	151
Diabetes (Type 1)	136	3%	246
Diabetes (Type 2)	677	15%	188
Diabetic Nerve Pain/Neuropathy	298	7%	210
Eye Disease (Cataracts)	1428	32%	247
Eye Disease (Dry Eye)	1234	28%	142
Eye Disease-Macular Degeneration	205	5%	198
Eye Problems/Eye Disease (Glaucoma)	276	6%	177
Fibromyalgia	261	6%	253
Gout	146	3%	143
Hepatitis C	99	2%	159
High Cholesterol	2063	47%	158
Hyperhidrosis/Excessive Sweating	277	6%	170
Hypertension/High Blood Pressure	2082	47%	144
Hypothyroidism	640	14%	209
Inflammatory Bowel Disease (IBD) - Ulcerative Colitis	131	3%	276
Inflammatory Bowel Disease (IBD)-Crohns Disease	72	2%	179
Irritable Bowel Syndrome	583	13%	158
Kidney Disease	160	4%	132
Lupus (SLE)	120	3%	410
Obesity	994	22%	144
Osteopenia	519	12%	247
Osteoporosis	569	13%	226

Source: MARS 2020 Consumer Health Doublebase Study

(CONTINUES, next page)

Engaging.
Inspiring.
Moving.

2020 MARS Doublebase Guideposts Reader Profile

Ailment States (Have or Had in Past 12 Months)	(000)	% Comp.	Index
Overactive Bladder	752	17%	171
Pain-Nerve Pain	656	15%	130
Post Traumatic Stress Disorder (PTSD)	423	10%	198
Psoriasis	296	7%	169
Restless Leg Syndrome (RLS)	1268	29%	164
Rosacea	295	7%	166
Seizures/Epilepsy	172	4%	176
Sleep Disorder-sleep apnea	387	9%	180
Stroke	465	11%	326
Urinary Tract Infections	628	14%	150
Women's Health-Dyspareunia (painful intercourse)	249	6%	337
Women's Health-Menopause	1611	36%	268
Women's Health-Vaginal atrophy or dryness	390	9%	194
Yeast Infection	412	9%	135

CAREGIVING	(000)	% Comp.	Index
Exist in other family members, Alzheimer's/Dementia	364	8%	175
People receiving Caregiver support, Alzheimer's/Dementia	176	4%	188

Ailments shown in bold indicate top 3 ranking vs. magazine set (AARP the Magazine, Better Homes & Gardens, Good Housekeeping, Prevention, Reader's Digest and Woman's Day).

Source: MARS 2020 Consumer Health Doublebase Study

Engaging.

Inspiring.

Moving.