



2019 MARS Doublebase Guideposts Reader Profile



Ailment States (Have or Had in Past 12 Months)	(000)	% Comp.	Index
Acid Reflux/GERD	1676	35%	156
Age Related Memory Loss	469	10%	141
Allergies-Food Allergy	553	12%	185
Allergies-Grass Allergy	1022	22%	154
Allergies-Ragweed Allergy	1090	23%	150
Anaphylaxis/Severe Allergy	248	5%	136
Anemia	420	9%	176
Arthritis (Osteoarthritis)	1316	28%	194
Arthritis (Psoriatic)	146	3%	328
Arthritis (Rheumatoid)	299	6%	165
Arthritis-Ankylosing Spondylitis	113	2%	280
Arthritis-other arthritis	463	10%	160
Bipolar Disorder	190	4%	132
Blood Clots in Legs (DVT) or Pulmonary Embolism (PE)	334	7%	376
Bronchitis	964	20%	173
Cancer-Any	849	18%	190
Cardio/Heart Disease (Acute Coronary Syndrome/Heart Attack)	288	6%	178
Cardio/Heart Disease (A-Fib)	651	14%	303
Cardio/Heart Disease (Angina)	360	8%	293
Cardio/Heart Disease (Coronary Artery Disease)	502	11%	295
Constipation/Irregularity	1239	26%	140
COPD (including Chronic Bronchitis and Emphysema)	422	9%	169
Depression	792	17%	167
Diabetes (Type 1)	120	4%	197
Diabetes (Type 2)	833	18%	218
Diabetic Nerve Pain/Neuropathy	548	12%	274

Source: MARS 2019 Consumer Health Doublebase Study

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Engaging.

Inspiring.

Moving.

Ailment States (Have or Had in Past 12 Months)	(000)	% Comp.	Index
Eye Disease (Cataracts)	1363	29%	233
Eye Disease (Dry Eye)	1275	27%	137
Eye Disease-Macular Degeneration	201	4%	216
Eye Problems/Eye Disease (Glaucoma)	313	7%	205
Fibromyalgia	341	7%	342
Gas	1838	39%	135
Gout	180	4%	170
Hepatitis C	177	4%	268
High Cholesterol	2226	47%	162
Hyperhidrosis/Excessive Sweating	264	6%	177
Hypertension/High Blood Pressure	2379	50%	156
Hypothyroidism	597	13%	182
Inflammatory Bowel Disease (IBD) - Ulcerative Colitis	159	3%	306
Inflammatory Bowel Disease (IBD)-Crohns Disease	73	2%	226
Irritable Bowel Syndrome	611	13%	148
Kidney Disease	186	4%	144
Lupus (SLE)	98	2%	375
Nail Fungus	727	15%	169
Obesity	1294	27%	180
Osteopenia	488	10%	237
Osteoporosis	544	12%	193
Overactive Bladder	971	20%	213
Pain- Joint Pain	1714	36%	141
Pain-Nerve Pain	768	16%	156
Pain-Other	428	9%	192
Psoriasis	324	7%	179
Restless Leg Syndrome (RLS)	1467	31%	180
Rosacea	305	6%	169
Seizures/Epilepsy	193	4%	166
Stroke	399	8%	262
Urinary Tract Infections	911	19%	210
Women's Health-Menopause	1523	32%	237

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