



2018 MARS Doublebase Guideposts Reader Profile



Ailment States (Have or Had in Past 12 Months)	(000)	% Comp.	Index
Acid Reflux/GERD	1579	35%	143
Age Related Memory Loss	595	13%	232
Anemia	228	5%	133
Arthritis (Osteoarthritis)	1511	33%	252
Arthritis (Psoriatic)	227	5%	183
Arthritis (Rheumatoid)	376	8%	141
Asthma	838	19%	175
Bipolar Disorder	155	4%	168
Blood Clots in Legs (DVT)	236	5%	318
Bronchitis	804	18%	146
Cancer	408	7%	161
Cardio/Heart Disease (Acute Coronary Syndrome/Heart Attack)	225	5%	259
Cardio/Heart Disease (A-Fib)	222	5%	256
Cardio/Heart Disease (Angina)	231	5%	405
Cardio/Heart Disease (Coronary Artery Disease)	264	6%	393
Constipation/Irregularity	1251	28%	186
COPD (including Chronic Bronchitis and Emphysema)	486	11%	370
Depression	1189	27%	186
Diabetes (Type 1)	206	5%	216
Diabetes (Type 2)	849	19%	210
Diabetic Nerve Pain/Neuropathy	636	14%	319
Eye Problems/Eye Disease (Cataracts)	433	10%	296
Eye Problems/Eye Disease (Dry Eye)	1112	25%	203
Eye Problems/Eye Disease (Glaucoma)	212	5%	249

Source: MARS 2018 Consumer Health Doublebase Study

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Engaging.

Inspiring.

Moving.

Ailment States (Have or Had in Past 12 Months)	(000)	% Comp.	Index
Fibromyalgia	229	5%	228
Gas	1566	35%	145
Gout	262	6%	152
Hair Loss	718	16%	148
Hepatitis C	57	1%	148
High Cholesterol	1613	36%	184
Hyperhidrosis/Excessive Sweating	167	4%	206
Hypertension/High Blood Pressure	1532	34%	183
Hypothyroidism	319	7%	176
Inflammatory Bowel Disease (Ulcerative Colitis)	87	2%	259
Irritable Bowel Syndrome	456	10%	171
Kidney Disease	232	5%	328
Menopause	852	19%	233
Nail Fungus	575	13%	167
Obesity	1102	25%	190
Osteopenia	198	4%	215
Osteoporosis	393	9%	341
Overactive Bladder	793	18%	261
Pneumonia	475	11%	154
Post Traumatic Stress Disorder (PTSD)	156	4%	157
Psoriasis	195	4%	164
Restless Leg Syndrome (RLS)	831	19%	274
Rosacea	179	4%	193
Seizures/Epilepsy	100	2%	145
Shingles	102	2%	150
Urinary Tract Infections	649	15%	232

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).

Source: MARS 2018 Consumer Health Doublebase Study