



Guideposts Reader Profile



Ailment States (Have or Had in Past 12 Months)	(000)	% Comp.	Index
Acid Reflux/GERD	2199	44%	190
Age Related Memory Loss	577	12%	225
Anemia	557	11%	297
Anxiety (Social anxiety disorder)	614	12%	162
Asthma	712	14%	130
Bipolar Disorder	194	4%	172
Bronchitis	1371	27%	208
Cancer	709	14%	262
Constipation/Irregularity	1269	25%	167
COPD (including Chronic Bronchitis and Emphysema)	273	6%	190
Depression	1673	33%	237
Diabetic Nerve Pain/Neuropathy	655	13%	284
Eye Problems/Eye Disease (Cataracts)	366	7%	257
Fibromyalgia	158	3%	146
Gas	1272	35%	148
Hair Loss	1250	25%	234
Heartburn/Indigestion	2016	40%	169
High Cholesterol	2194	44%	196
Hypertension/High Blood Pressure	1725	34%	165
Hypothyroidism	989	20%	425
Menopause	1212	24%	273
Nail Fungus	727	15%	207
Obesity	1203	24%	185
Osteopenia	776	16%	654

Source: MARS 2016 OTC/DTC Study

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Engaging.

Inspiring.

Moving.

Ailment States (Have or Had in Past 12 Months)	(000)	% Comp.	Index
Overactive Bladder	1074	21%	330
Psoriasis	360	7%	266
Restless Leg Syndrome (RLS)	702	14%	222
Shingles	155	3%	202
Sleeping Difficulty/Insomnia	1860	37%	173
Stroke	217	4%	246
Type 2 Diabetes	844	17%	174
Urinary Tract Infections	422	8%	147

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

Source: MARS 2016 OTC/DTC Study