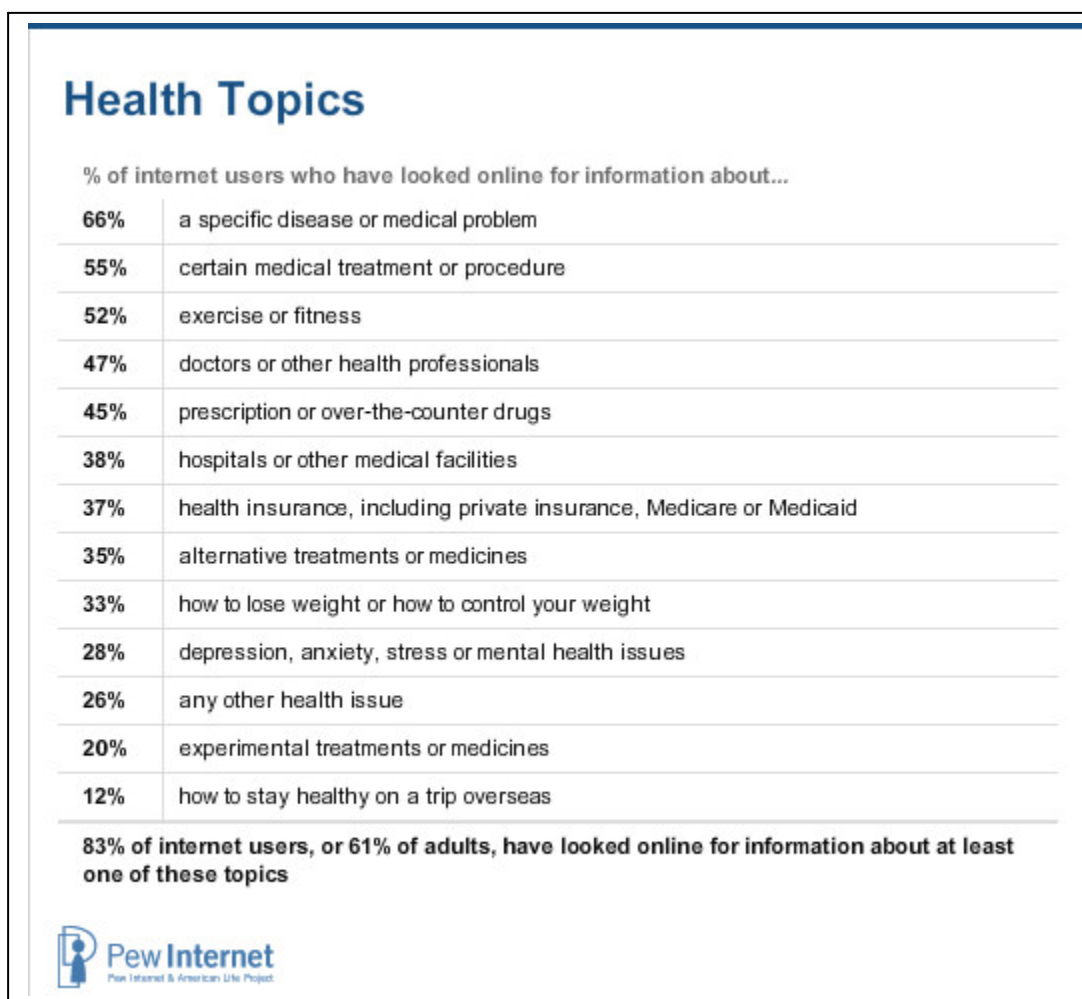


## Online Health Information Seekers

### Highlights<sup>1</sup>

- As health consumers take more control over managing their health, many (61%) have started using the internet to access a vast supply of health information—from diseases and conditions to medications to ways to improve their health, wellness and safety.
- According to Pew Internet, users most frequently turn to healthcare professionals (86%) for information, or a friend (68%). But internet is an important and popular supplementary source (57%).
- About 57% of online health seekers reported that their most recent search had an impact, with African Americans being more likely than whites or Latinos to report a major impact.
- Internet users who seek online health information have most commonly searched for information about a specific disease or medical problem.

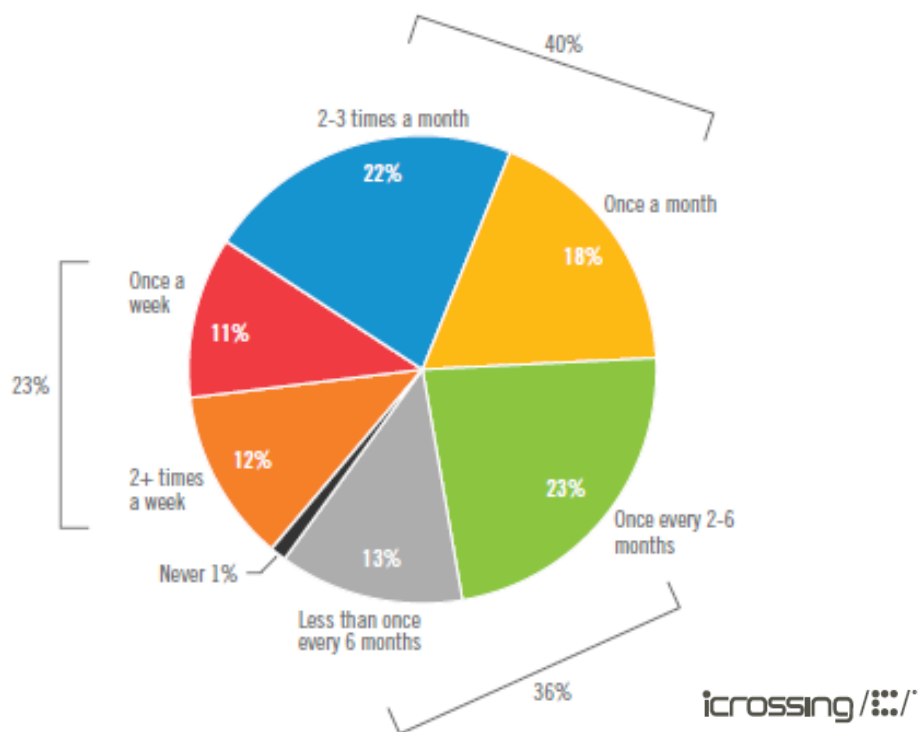


## FREQUENCY OF SEARCHING FOR HEALTH- AND WELLNESS RELATED INFORMATION ONLINE

How often do you generally search for health- and wellness-related information online? Please select one answer.

Base: Respondents who have used Internet resources to find or access health- and wellness-related information in the past 12 months (n=644)

Source: iCrossing



## Demographics of e-patients

The percentage of adults in each demographic group who look online for information about health or medical issues

	% of adults
<b>All adults</b>	<b>61%</b>
<b>Sex</b>	
Men	57%
Women	64
<b>Race/Ethnicity</b>	
White (non-Hispanic)	65%
African American (non-Hispanic) (n=225)	51
Hispanic (n=199)	44
<b>Age</b>	
18-29	72%
30-49	71
50-64	59
65+	27
<b>Education</b>	
Less than high school	25%
High school diploma	50
Some college	74
College graduate	85
<b>Household income</b>	
Less than \$30,000	44%
\$30,000-\$49,999	66
\$50,000-\$74,999	79
\$75,000 or more	82

Source: Pew Internet & American Life Project Survey, November-December 2008. N=2253. Interviews conducted in English or Spanish. Margin of error is ±2%.

