



National Survey Results

Q1 When assessing a personal health care issue, how reliable do you consider the results of a Google search for a health term or phrase (for example, “tennis elbow”)?

Not at all reliable 11%
Not very reliable..... 10%
Neither reliable nor unreliable 20%
Somewhat reliable 43%
Extremely reliable 16%

Q2 When assessing a personal health care issue, how reliable do you consider an online forum featuring postings from individuals with the same or a similar medical condition as yourself?

Not at all reliable 19%
Not very reliable..... 20%
Neither reliable nor unreliable 24%
Somewhat reliable 31%
Extremely reliable 6%

Q3 When assessing a personal health care issue, how reliable do you consider information provided online by a well-known health advocacy group (for example, the American Heart Association or the American Cancer Society)?

Not at all reliable 8%
Not very reliable..... 7%
Neither reliable nor unreliable 14%
Somewhat reliable 34%
Extremely reliable 37%

Q4 When assessing a personal health care issue, how reliable do you consider a phone conversation with a medical doctor?

Not at all reliable 9%
Not very reliable..... 6%
Neither reliable nor unreliable 11%
Somewhat reliable 39%
Extremely reliable 35%

Q5 When assessing a personal health care issue, how reliable do you consider a phone conversation with a nurse or other health care professional?

Not at all reliable 6%
Not very reliable..... 10%
Neither reliable nor unreliable 19%
Somewhat reliable 47%
Extremely reliable 18%

Q6 When assessing a personal health care issue, how reliable do you consider online information at an insurance company Web site?

Not at all reliable 27%
Not very reliable..... 19%
Neither reliable nor unreliable 32%
Somewhat reliable 20%
Extremely reliable 3%





Q7 When assessing a personal health care issue, how reliable do you consider a conversation with family or friends?

- Not at all reliable* 4%
- Not very reliable*..... 22%
- Neither reliable nor unreliable* 38%
- Somewhat reliable* 29%
- Extremely reliable* 7%

Q8 When assessing a personal health care issue, how reliable do you consider a conversation with your pharmacist?

- Not at all reliable* 2%
- Not very reliable*..... 10%
- Neither reliable nor unreliable* 19%
- Somewhat reliable* 51%
- Extremely reliable* 19%

Q9 Think back to the last time you needed information on a health issue. Which of the sources we just mentioned did you use? Did you use a Google search?

- Yes..... 38% *Can't remember* 9%
- No 54%

Q10 Did you use an online forum?

- Yes..... 12% *Can't remember* 8%
- No 80%

Q11 Did you use a well-known advocacy group?

- Yes..... 18% *Can't remember* 6%
- No 76%

Q12 Did you use a call with a doctor?

- Yes..... 52% *Can't remember* 7%
- No 42%

Q13 Did you use a call with a nurse or other medical staff member?

- Yes..... 37% *Can't remember* 6%
- No 56%

Q14 Did you use an insurance company Web site?

- Yes..... 6% *Can't remember* 4%
- No 90%

Q15 Did you use a conversation with family or friends?

- Yes..... 45% *Can't remember* 5%
- No 50%

Q16 Did you use a conversation with your pharmacist?

- Yes..... 29% *Can't remember* 4%
- No 67%

Q17 What do you consider the single most appealing factor about online health communities?

- Anonymity or privacy*..... 10%
- Information being available 24/7* 43%
- Input from others with similar symptoms as your own* 12%
- Community members having no commercial interest in particular products or services*..... 7%
- Do not consult online health communities*..... 27%

Q18 Of the previously mentioned sources, which was the single most influential source in answering your question when you last needed information on a health issue?

- Google search* 22%
- Online forum* 4%
- Well known advocacy group* 8%
- Call with a doctor* 44%
- Call with a nurse or other medical staff member*..... 8%
- Insurance company Web site*..... 1%
- Conversation with family or friends* 2%
- Conversation with your pharmacist*..... 2%
- Not sure* 9%





Q19 If you are Hispanic, press 1. If white, press 2.
If African American, press 3. If other, press 4.

Hispanic..... 13%
White 68%
African American 13%
Other..... 6%

Q20 If you are a woman, press 1, if a man, press 2.

Woman 53%
Man..... 47%

Q21 If you are 18 to 29 years old, press 1 now. If
you are 30 to 45, press 2. If you are 46 to 65,
press 3. If older, press 4.

18 to 29..... 7%
30 to 45..... 21%
46 to 65..... 48%
Older than 65..... 24%

Q22 If you live in the Northeast, press 1. If the
Midwest, press 2. If the South, press 3. If the
West, press 4.

Northeast..... 21%
Midwest 27%
South 31%
West 21%





Crosstabs

	Base	Race			
		Hispanic	White	African American	Other
Google Reliable					
Not at all reliable	11%	12%	13%	5%	6%
Not very reliable	10%	4%	11%	14%	6%
Neither reliable nor unreliable	20%	27%	18%	14%	44%
Somewhat reliable	43%	42%	44%	41%	28%
Extremely reliable	16%	15%	14%	27%	17%

	Base	Race			
		Hispanic	White	African American	Other
Online Forum Reliable					
Not at all reliable	19%	27%	19%	9%	22%
Not very reliable	20%	19%	20%	27%	6%
Neither reliable nor unreliable	24%	23%	26%	9%	39%
Somewhat reliable	31%	19%	31%	41%	22%
Extremely reliable	6%	12%	3%	14%	11%

	Base	Race			
		Hispanic	White	African American	Other
Advocacy Group Reliable					
Not at all reliable	8%	8%	6%	18%	6%
Not very reliable	7%	-	10%	-	6%
Neither reliable nor unreliable	14%	31%	12%	5%	11%
Somewhat reliable	34%	31%	33%	45%	33%
Extremely reliable	37%	31%	39%	32%	44%





Crosstabs

	Base	Race			
		Hispanic	White	African American	Other
Doctor Reliable					
Not at all reliable	9%	8%	7%	18%	6%
Not very reliable	6%	-	7%	9%	6%
Neither reliable nor unreliable	11%	19%	8%	23%	-
Somewhat reliable	39%	38%	39%	36%	39%
Extremely reliable	35%	35%	39%	14%	50%

	Base	Race			
		Hispanic	White	African American	Other
Nurse Reliable					
Not at all reliable	6%	12%	4%	14%	-
Not very reliable	10%	15%	9%	14%	-
Neither reliable nor unreliable	19%	19%	20%	23%	-
Somewhat reliable	47%	31%	49%	36%	72%
Extremely reliable	18%	23%	17%	14%	28%

	Base	Race			
		Hispanic	White	African American	Other
Insurance Web Site Reliable					
Not at all reliable	27%	19%	26%	45%	17%
Not very reliable	19%	8%	23%	9%	17%
Neither reliable nor unreliable	32%	35%	31%	32%	33%
Somewhat reliable	20%	35%	18%	14%	28%
Extremely reliable	3%	4%	3%	-	6%





Crosstabs

	Base	Race			
		Hispanic	White	African American	Other
Family/Friends Reliable					
Not at all reliable	4%	4%	4%	5%	6%
Not very reliable	22%	12%	25%	18%	22%
Neither reliable nor unreliable	38%	58%	35%	27%	44%
Somewhat reliable	29%	12%	31%	36%	17%
Extremely reliable	7%	15%	4%	14%	11%

	Base	Race			
		Hispanic	White	African American	Other
Pharmacist Reliable					
Not at all reliable	2%	-	2%	5%	-
Not very reliable	10%	8%	10%	14%	6%
Neither reliable nor unreliable	19%	31%	18%	14%	11%
Somewhat reliable	51%	46%	51%	50%	61%
Extremely reliable	19%	15%	19%	18%	22%

	Base	Race			
		Hispanic	White	African American	Other
Google Search					
Yes	38%	35%	40%	36%	22%
No	54%	50%	54%	45%	72%
Can't remember	9%	15%	6%	18%	6%





Crosstabs

	Base	Race			
		Hispanic	White	African American	Other
Online Forum					
Yes	12%	12%	11%	18%	6%
No	80%	65%	85%	73%	78%
Can't remember	8%	23%	4%	9%	17%

	Base	Race			
		Hispanic	White	African American	Other
Advocacy Group					
Yes	18%	15%	18%	23%	17%
No	76%	65%	77%	77%	83%
Can't remember	6%	19%	5%	-	-

	Base	Race			
		Hispanic	White	African American	Other
Doctor					
Yes	52%	46%	55%	36%	61%
No	42%	35%	41%	55%	33%
Can't remember	7%	19%	4%	9%	6%





Crosstabs

	Base	Race			
		Hispanic	White	African American	Other
Nurse					
Yes	37%	31%	36%	36%	67%
No	56%	58%	59%	55%	33%
Can't remember	6%	12%	6%	9%	-

	Base	Race			
		Hispanic	White	African American	Other
Insurance Web Site					
Yes	6%	4%	5%	9%	6%
No	90%	81%	92%	91%	94%
Can't remember	4%	15%	3%	-	-

	Base	Race			
		Hispanic	White	African American	Other
Family/Friends					
Yes	45%	54%	43%	45%	44%
No	50%	38%	53%	45%	56%
Can't remember	5%	8%	4%	9%	-





Crosstabs

	Base	Race			
		Hispanic	White	African American	Other
Pharmacist					
Yes	29%	23%	30%	36%	17%
No	67%	65%	69%	50%	83%
Can't remember	4%	12%	2%	14%	-

	Base	Race			
		Hispanic	White	African American	Other
Online Health Community Appeal					
Anonymity or privacy	10%	15%	9%	14%	6%
Information being available 24/7	43%	38%	42%	45%	56%
Input from others with similar symptoms as your own	12%	8%	13%	14%	11%
Community members having no commercial interest in particular products or services	7%	8%	8%	9%	-
Do not consult online health communities	27%	31%	29%	18%	28%

	Base	Race			
		Hispanic	White	African American	Other
Most Influential Info Source					
Google search	22%	15%	23%	32%	-
Online forum	4%	8%	5%	-	-
Well known advocacy group	8%	15%	7%	5%	11%
Call with a doctor	44%	35%	44%	41%	67%
Call with a nurse or other medical staff member	8%	4%	9%	-	17%
Insurance company Web site	1%	-	1%	5%	-
Conversation with family or friends	2%	4%	2%	5%	-
Conversation with your pharmacist	2%	4%	2%	5%	-
Not sure	9%	15%	8%	9%	6%





Crosstabs

	Base	Gender	
		Woman	Man
Google Reliable			
Not at all reliable	11%	10%	12%
Not very reliable	10%	10%	10%
Neither reliable nor unreliable	20%	17%	24%
Somewhat reliable	43%	43%	42%
Extremely reliable	16%	20%	11%

	Base	Gender	
		Woman	Man
Online Forum Reliable			
Not at all reliable	19%	19%	18%
Not very reliable	20%	18%	23%
Neither reliable nor unreliable	24%	27%	20%
Somewhat reliable	31%	27%	34%
Extremely reliable	6%	8%	5%

	Base	Gender	
		Woman	Man
Advocacy Group Reliable			
Not at all reliable	8%	7%	8%
Not very reliable	7%	4%	11%
Neither reliable nor unreliable	14%	13%	15%
Somewhat reliable	34%	36%	33%
Extremely reliable	37%	40%	33%





Crosstabs

	Base	Gender	
		Woman	Man
Doctor Reliable			
Not at all reliable	9%	6%	12%
Not very reliable	6%	7%	6%
Neither reliable nor unreliable	11%	12%	10%
Somewhat reliable	39%	39%	38%
Extremely reliable	35%	36%	34%

	Base	Gender	
		Woman	Man
Nurse Reliable			
Not at all reliable	6%	5%	8%
Not very reliable	10%	8%	12%
Neither reliable nor unreliable	19%	18%	21%
Somewhat reliable	47%	52%	41%
Extremely reliable	18%	18%	18%

	Base	Gender	
		Woman	Man
Insurance Web Site Reliable			
Not at all reliable	27%	25%	29%
Not very reliable	19%	16%	21%
Neither reliable nor unreliable	32%	35%	28%
Somewhat reliable	20%	21%	19%
Extremely reliable	3%	2%	3%





Crosstabs

	Base	Gender	
		Woman	Man
Family/Friends Reliable			
Not at all reliable	4%	3%	5%
Not very reliable	22%	22%	22%
Neither reliable nor unreliable	38%	36%	40%
Somewhat reliable	29%	32%	25%
Extremely reliable	7%	8%	7%

	Base	Gender	
		Woman	Man
Pharmacist Reliable			
Not at all reliable	2%	1%	4%
Not very reliable	10%	8%	12%
Neither reliable nor unreliable	19%	18%	19%
Somewhat reliable	51%	48%	54%
Extremely reliable	19%	26%	11%

	Base	Gender	
		Woman	Man
Google Search			
Yes	38%	46%	28%
No	54%	47%	61%
Can't remember	9%	7%	11%





Crosstabs

	Base	Gender	
		Woman	Man
Online Forum			
Yes	12%	13%	11%
No	80%	78%	82%
Can't remember	8%	9%	8%

	Base	Gender	
		Woman	Man
Advocacy Group			
Yes	18%	21%	16%
No	76%	73%	79%
Can't remember	6%	7%	5%

	Base	Gender	
		Woman	Man
Doctor			
Yes	52%	53%	50%
No	42%	42%	41%
Can't remember	7%	5%	9%





Crosstabs

	Base	Gender	
		Woman	Man
Nurse			
Yes	37%	40%	34%
No	56%	55%	58%
Can't remember	6%	5%	8%

	Base	Gender	
		Woman	Man
Insurance Web Site			
Yes	6%	5%	7%
No	90%	92%	88%
Can't remember	4%	3%	5%

	Base	Gender	
		Woman	Man
Family/Friends			
Yes	45%	48%	41%
No	50%	47%	54%
Can't remember	5%	5%	6%





Crosstabs

	Base	Gender	
		Woman	Man
Pharmacist			
Yes	29%	33%	24%
No	67%	63%	71%
Can't remember	4%	4%	5%

	Base	Gender	
		Woman	Man
Online Health Community Appeal			
Anonymity or privacy	10%	9%	12%
Information being available 24/7	43%	43%	42%
Input from others with similar symptoms as your own	12%	13%	11%
Community members having no commercial interest in particular products or services	7%	7%	7%
Do not consult online health communities	27%	27%	27%

	Base	Gender	
		Woman	Man
Most Influential Info Source			
Google search	22%	26%	17%
Online forum	4%	4%	5%
Well known advocacy group	8%	7%	8%
Call with a doctor	44%	43%	45%
Call with a nurse or other medical staff member	8%	8%	7%
Insurance company Web site	1%	-	2%
Conversation with family or friends	2%	1%	4%
Conversation with your pharmacist	2%	2%	3%
Not sure	9%	10%	9%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Google Reliable					
Not at all reliable	11%	20%	7%	10%	14%
Not very reliable	10%	13%	5%	12%	10%
Neither reliable nor unreliable	20%	18%	8%	22%	29%
Somewhat reliable	43%	31%	48%	44%	38%
Extremely reliable	16%	18%	31%	12%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Online Forum Reliable					
Not at all reliable	19%	26%	10%	18%	26%
Not very reliable	20%	13%	16%	21%	26%
Neither reliable nor unreliable	24%	22%	22%	24%	26%
Somewhat reliable	31%	27%	43%	30%	22%
Extremely reliable	6%	13%	10%	7%	-

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Advocacy Group Reliable					
Not at all reliable	8%	22%	6%	5%	10%
Not very reliable	7%	5%	-	5%	19%
Neither reliable nor unreliable	14%	20%	3%	17%	14%
Somewhat reliable	34%	22%	42%	32%	36%
Extremely reliable	37%	31%	49%	40%	22%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Doctor Reliable					
Not at all reliable	9%	26%	6%	5%	13%
Not very reliable	6%	11%	4%	8%	5%
Neither reliable nor unreliable	11%	22%	8%	9%	14%
Somewhat reliable	39%	18%	32%	41%	46%
Extremely reliable	35%	23%	49%	38%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Nurse Reliable					
Not at all reliable	6%	26%	6%	3%	8%
Not very reliable	10%	24%	8%	7%	12%
Neither reliable nor unreliable	19%	9%	19%	15%	31%
Somewhat reliable	47%	34%	44%	54%	39%
Extremely reliable	18%	7%	24%	21%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Insurance Web Site Reliable					
Not at all reliable	27%	26%	24%	25%	34%
Not very reliable	19%	18%	9%	16%	32%
Neither reliable nor unreliable	32%	37%	36%	35%	20%
Somewhat reliable	20%	13%	26%	21%	14%
Extremely reliable	3%	5%	6%	2%	-





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Family/Friends Reliable					
Not at all reliable	4%	7%	2%	3%	7%
Not very reliable	22%	11%	26%	21%	23%
Neither reliable nor unreliable	38%	34%	35%	38%	40%
Somewhat reliable	29%	22%	23%	32%	30%
Extremely reliable	7%	26%	14%	6%	-

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Pharmacist Reliable					
Not at all reliable	2%	11%	3%	2%	-
Not very reliable	10%	20%	8%	8%	13%
Neither reliable nor unreliable	19%	44%	7%	17%	24%
Somewhat reliable	51%	20%	60%	52%	48%
Extremely reliable	19%	5%	23%	21%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Google Search					
Yes	38%	27%	60%	38%	20%
No	54%	66%	36%	58%	57%
Can't remember	9%	7%	4%	4%	23%



Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Online Forum					
Yes	12%	18%	18%	11%	6%
No	80%	74%	80%	84%	75%
Can't remember	8%	7%	3%	5%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Advocacy Group					
Yes	18%	16%	18%	20%	15%
No	76%	71%	74%	75%	80%
Can't remember	6%	13%	8%	4%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Doctor					
Yes	52%	64%	44%	52%	53%
No	42%	29%	56%	42%	31%
Can't remember	7%	7%	-	5%	16%



Crosstabs

		Age				
		Base	18 to 29	30 to 45	46 to 65	Older than 65
Nurse						
	Yes	37%	39%	34%	43%	28%
	No	56%	61%	63%	50%	61%
	Can't remember	6%	-	3%	7%	10%

		Age				
		Base	18 to 29	30 to 45	46 to 65	Older than 65
Insurance Web Site						
	Yes	6%	11%	6%	7%	2%
	No	90%	82%	92%	91%	90%
	Can't remember	4%	7%	2%	2%	9%

		Age				
		Base	18 to 29	30 to 45	46 to 65	Older than 65
Family/Friends						
	Yes	45%	63%	54%	42%	36%
	No	50%	37%	46%	55%	48%
	Can't remember	5%	-	-	3%	16%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Pharmacist					
Yes	29%	5%	26%	30%	35%
No	67%	95%	74%	65%	56%
Can't remember	4%	-	-	5%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Online Health Community Appeal					
Anonymity or privacy	10%	20%	11%	10%	9%
Information being available 24/7	43%	47%	50%	45%	30%
Input from others with similar symptoms as your own	12%	16%	11%	13%	9%
Community members having no commercial interest in particular products or services	7%	5%	6%	6%	12%
Do not consult online health communities	27%	11%	22%	26%	40%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Most Influential Info Source					
Google search	22%	16%	36%	22%	10%
Online forum	4%	31%	-	4%	2%
Well known advocacy group	8%	20%	10%	6%	7%
Call with a doctor	44%	32%	32%	47%	52%
Call with a nurse or other medical staff member	8%	-	8%	10%	5%
Insurance company Web site	1%	-	2%	1%	-
Conversation with family or friends	2%	-	3%	3%	2%
Conversation with your pharmacist	2%	-	4%	1%	4%
Not sure	9%	-	6%	7%	19%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Google Reliable					
Not at all reliable	11%	15%	13%	10%	6%
Not very reliable	10%	9%	12%	6%	15%
Neither reliable nor unreliable	20%	25%	17%	26%	11%
Somewhat reliable	43%	38%	39%	44%	49%
Extremely reliable	16%	13%	18%	14%	19%

	Base	Region			
		Northeast	Midwest	South	West
Online Forum Reliable					
Not at all reliable	19%	21%	17%	19%	18%
Not very reliable	20%	24%	20%	21%	17%
Neither reliable nor unreliable	24%	20%	28%	23%	25%
Somewhat reliable	31%	25%	29%	36%	31%
Extremely reliable	6%	10%	6%	2%	9%

	Base	Region			
		Northeast	Midwest	South	West
Advocacy Group Reliable					
Not at all reliable	8%	12%	6%	5%	9%
Not very reliable	7%	9%	5%	8%	5%
Neither reliable nor unreliable	14%	15%	16%	11%	12%
Somewhat reliable	34%	29%	36%	34%	38%
Extremely reliable	37%	35%	36%	41%	35%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Doctor Reliable					
Not at all reliable	9%	11%	7%	11%	5%
Not very reliable	6%	9%	4%	7%	5%
Neither reliable nor unreliable	11%	11%	13%	10%	9%
Somewhat reliable	39%	25%	38%	47%	41%
Extremely reliable	35%	44%	37%	25%	40%

	Base	Region			
		Northeast	Midwest	South	West
Nurse Reliable					
Not at all reliable	6%	7%	6%	9%	2%
Not very reliable	10%	8%	1%	17%	12%
Neither reliable nor unreliable	19%	24%	21%	18%	14%
Somewhat reliable	47%	43%	54%	42%	48%
Extremely reliable	18%	19%	18%	15%	23%

	Base	Region			
		Northeast	Midwest	South	West
Insurance Web Site Reliable					
Not at all reliable	27%	21%	27%	28%	31%
Not very reliable	19%	28%	15%	17%	16%
Neither reliable nor unreliable	32%	33%	39%	28%	26%
Somewhat reliable	20%	14%	15%	24%	26%
Extremely reliable	3%	4%	4%	2%	-





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Family/Friends Reliable					
Not at all reliable	4%	10%	3%	2%	2%
Not very reliable	22%	26%	23%	25%	12%
Neither reliable nor unreliable	38%	22%	37%	42%	47%
Somewhat reliable	29%	31%	32%	22%	32%
Extremely reliable	7%	10%	5%	8%	7%

	Base	Region			
		Northeast	Midwest	South	West
Pharmacist Reliable					
Not at all reliable	2%	4%	1%	3%	-
Not very reliable	10%	10%	7%	10%	13%
Neither reliable nor unreliable	19%	25%	15%	18%	18%
Somewhat reliable	51%	46%	53%	51%	53%
Extremely reliable	19%	16%	23%	18%	15%

	Base	Region			
		Northeast	Midwest	South	West
Google Search					
Yes	38%	36%	29%	37%	51%
No	54%	54%	56%	61%	39%
Can't remember	9%	11%	14%	2%	10%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Online Forum					
Yes	12%	21%	9%	10%	9%
No	80%	72%	81%	84%	81%
Can't remember	8%	8%	10%	6%	10%

	Base	Region			
		Northeast	Midwest	South	West
Advocacy Group					
Yes	18%	15%	15%	18%	26%
No	76%	80%	74%	78%	70%
Can't remember	6%	4%	11%	4%	4%

	Base	Region			
		Northeast	Midwest	South	West
Doctor					
Yes	52%	57%	56%	52%	41%
No	42%	35%	34%	42%	58%
Can't remember	7%	8%	10%	6%	2%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Nurse					
Yes	37%	35%	46%	37%	28%
No	56%	59%	40%	58%	72%
Can't remember	6%	6%	14%	5%	-

	Base	Region			
		Northeast	Midwest	South	West
Insurance Web Site					
Yes	6%	6%	3%	7%	8%
No	90%	87%	91%	91%	92%
Can't remember	4%	7%	6%	3%	-

	Base	Region			
		Northeast	Midwest	South	West
Family/Friends					
Yes	45%	46%	50%	43%	39%
No	50%	44%	44%	55%	58%
Can't remember	5%	9%	6%	3%	3%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Pharmacist					
Yes	29%	21%	31%	33%	27%
No	67%	73%	65%	60%	73%
Can't remember	4%	6%	4%	7%	-

	Base	Region			
		Northeast	Midwest	South	West
Online Health Community Appeal					
Anonymity or privacy	10%	12%	12%	11%	7%
Information being available 24/7	43%	49%	52%	33%	39%
Input from others with similar symptoms as your own	12%	14%	10%	15%	8%
Community members having no commercial interest in particular products or services	7%	12%	3%	9%	7%
Do not consult online health communities	27%	14%	24%	32%	39%

	Base	Region			
		Northeast	Midwest	South	West
Most Influential Info Source					
Google search	22%	26%	18%	24%	18%
Online forum	4%	8%	4%	2%	4%
Well known advocacy group	8%	8%	7%	2%	17%
Call with a doctor	44%	35%	53%	48%	34%
Call with a nurse or other medical staff member	8%	7%	7%	10%	7%
Insurance company Web site	1%	2%	-	-	3%
Conversation with family or friends	2%	-	1%	5%	2%
Conversation with your pharmacist	2%	5%	-	1%	4%
Not sure	9%	10%	10%	7%	11%

