



## 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
<b>Google Reliable</b>					
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
<b>Online Forum Reliable</b>					
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
<b>Advocacy Group Reliable</b>					
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
<b>Doctor Reliable</b>					
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
<b>Nurse Reliable</b>					
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
<b>Insurance Web Site Reliable</b>					
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
<b>Family/Friends Reliable</b>					
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
<b>Pharmacist Reliable</b>					
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
<b>Google Search</b>					
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
<b>Online Forum</b>					
<b>Yes</b>	12%	12%	11%	18%	6%
<b>No</b>	80%	65%	85%	73%	78%
<b>Can't remember</b>	8%	23%	4%	9%	17%

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

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





**Crosstabs**

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

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

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







**Crosstabs**

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

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

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





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Google Reliable</b>			
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
<b>Online Forum Reliable</b>			
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
<b>Advocacy Group Reliable</b>			
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
<b>Doctor Reliable</b>			
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
<b>Nurse Reliable</b>			
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
<b>Insurance Web Site Reliable</b>			
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
<b>Family/Friends Reliable</b>			
<b>Not at all reliable</b>	4%	3%	5%
<b>Not very reliable</b>	22%	22%	22%
<b>Neither reliable nor unreliable</b>	38%	36%	40%
<b>Somewhat reliable</b>	29%	32%	25%
<b>Extremely reliable</b>	7%	8%	7%

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

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





Crosstabs

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

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

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





**Crosstabs**

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

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

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





**Crosstabs**

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

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

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





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Google Reliable</b>					
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
<b>Online Forum Reliable</b>					
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
<b>Advocacy Group Reliable</b>					
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
<b>Doctor Reliable</b>					
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
<b>Nurse Reliable</b>					
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
<b>Insurance Web Site Reliable</b>					
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
<b>Family/Friends Reliable</b>					
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
<b>Pharmacist Reliable</b>					
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
<b>Google Search</b>					
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
<b>Online Forum</b>					
<b>Yes</b>	12%	18%	18%	11%	6%
<b>No</b>	80%	74%	80%	84%	75%
<b>Can't remember</b>	8%	7%	3%	5%	20%

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

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





**Crosstabs**

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

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

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





**Crosstabs**

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

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

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





**Crosstabs**

	Base	Region			
		Northeast	Midwest	South	West
<b>Google Reliable</b>					
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
<b>Online Forum Reliable</b>					
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
<b>Advocacy Group Reliable</b>					
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
<b>Doctor Reliable</b>					
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
<b>Nurse Reliable</b>					
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
<b>Insurance Web Site Reliable</b>					
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
<b>Family/Friends Reliable</b>					
<b>Not at all reliable</b>	4%	10%	3%	2%	2%
<b>Not very reliable</b>	22%	26%	23%	25%	12%
<b>Neither reliable nor unreliable</b>	38%	22%	37%	42%	47%
<b>Somewhat reliable</b>	29%	31%	32%	22%	32%
<b>Extremely reliable</b>	7%	10%	5%	8%	7%

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

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







**Crosstabs**

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

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

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





**Crosstabs**

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

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

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





**Crosstabs**

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

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

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

