

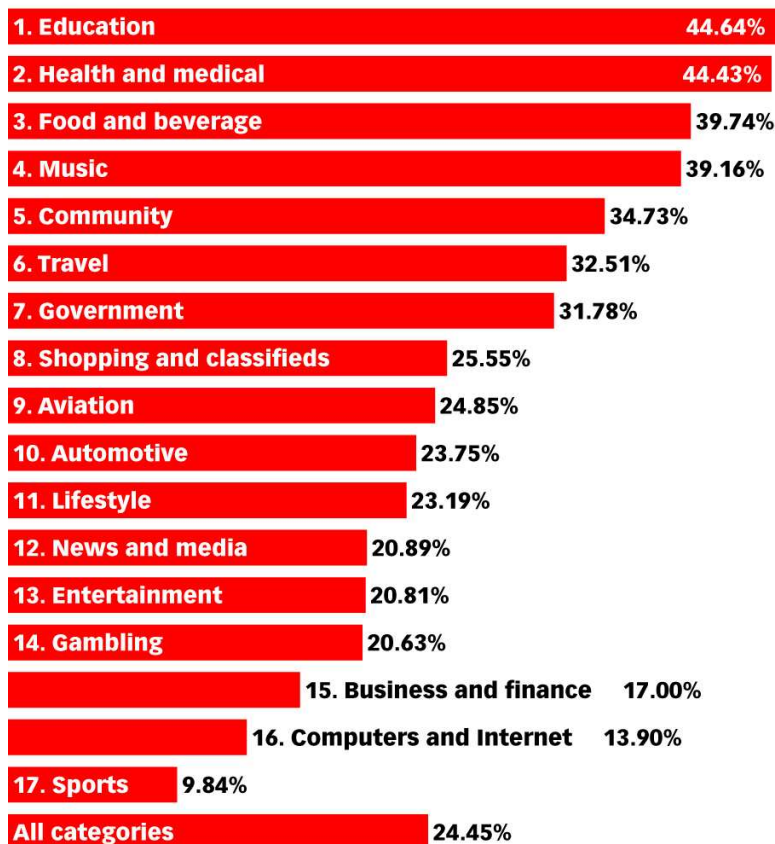
RESEARCH BRIEF: Searching Health Topics Online

Due to the wealth of health information available online, and the vast number of consumers using the Internet to research health-related topics, the term “e-patients” has been created.

“Search engines are the gateway for online health information: two thirds of online adults have used general search engines (e.g. Google, Yahoo!, MSN, and Ask) to find health-related information, making them the default gateway for this as well as many other topics; usage of health-specific search engines—such as Healia, Medstory, Fealth, Kosmix and Healthline—is minimal by comparison.” — *iCrossing: How America Searches - Health and Wellness, January 2008*

23% search at least once per week online for health and wellness information, and 60% search at least once per month — *iCrossing: How America Searches - Health and Wellness, January 2008*

Top Vertical Categories Ranked by Percent of US Internet Users Whose Visits Came from Search Engines, September 2007*



Note: *four weeks ending September 29, 2007
Source: Hitwise, October 2007 as cited in Advertising Age, "Search Fact Pack 2007," November 2007

66% of health information searches begin using search engines, while 27% begin using web-sites known to provide health information — *Pew Internet: Online Health Search, October 2006*

Health and medical sites receive **44% of their traffic** from search engines, 29% from Google alone — *Hitwise, December 2007*

Over **65% of consumers** use the Internet to research important health topics **before AND after** they visit a doctor — *Nielsen//NetRatings, 2005*

Vertical search spending for financial services, automotive and health care will grow **more than 94% to \$3.4 billion** in 2011 — *Jupiter Research - Vertical Search: Learning Lessons from Shopping, September 2007*

Top 5 Types of Health-Related Topics Searched Online

1. Symptoms
2. Treatment
3. Diseases/Conditions
4. Wellness (nutrition/exercise/weight loss)
5. Drugs/Medications

— *iCrossing: How America Searches - Health and Wellness, January 2008*

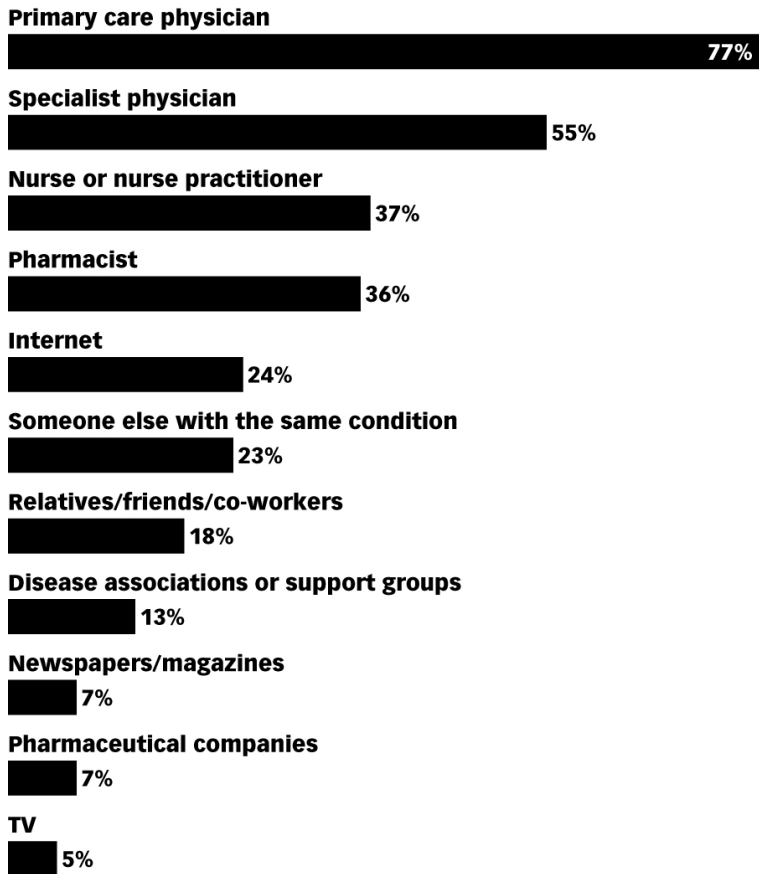
Demographic Profile of US Internet Users Who Search Online for Health Information, August 2006 (% of respondents)

Gender	
Female	54%
Male	46%
Age	
18-29	23%
30-49	45%
50-64	23%
65+	6%
Education	
Less than high school	5%
High school diploma	28%
Some college	27%
College degree or more	40%
Online experience	
<2 years	3%
2-3 years	7%
4-5 years	16%
6+ years	72%
Household internet access technology	
Dial-up	23%
Broadband	66%

Note: n=1,594 18+
Source: Pew Internet & American Life Project, "Online Health Search 2006," October 2006

“Internet is the most widely used resource for health information: 59% of adults use online resources to obtain health and wellness information, versus 55% who go to their doctors, and 29% who talk to relatives, friends or co-workers.” — *iCrossing, January 2008*

Most Trusted Resources for Health and Wellness Information among US Adult Internet Users, December 2007 (% of respondents)



Note: n=1,084 ages 18+; respondents were asked to select three resources
Source: *iCrossing, "How America Searches: Health and Wellness" conducted by Opinion Research Corporation, January 14, 2008*

091452

www.eMarketer.com

MORE INFORMATION

How America Searches: Health and Wellness (January 2008)
<http://www.icrossing.com/articles/How%20America%20Searches%20-%20Health%20and%20Wellness.pdf>

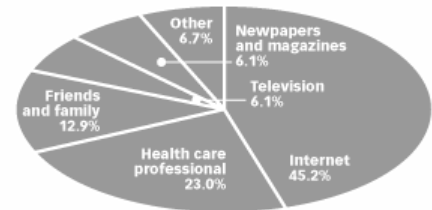
E-Patients With a Disability or Chronic Disease (October 2007)
http://www.pewinternet.org/pdfs/EPatients_Chronic_Conditions_2007.pdf

E-Patients: How They Can Help Us Heal Health Care (March 2007)
http://e-patients.net/e-Patients_White_Paper.pdf

Online Health Search 2006 (October 2006)
http://www.pewinternet.org/pdfs/PIP_Online_Health_2006.pdf

8 million American adults look online for health information on a typical day — *Pew Internet: Online Health Search, October 2006*

Primary Health Information Resource Used by US Adult Internet Users, August 2007 (% of respondents)



Note: n=3,749
Source: *Burst Media, "Online Insights," August 27, 2007*

086873

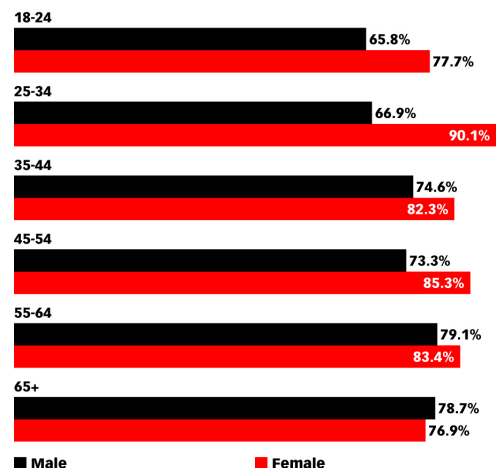
www.eMarketer.com

When consumers suffering from a chronic health or medical condition seek health-related information, **37% visit two to three sites**, 22% visit four to five sites, and 21% visit only one site — *Pew Internet: E-patients with a Disability or Chronic Disease, October 2007*

“93% of e-patients said that it was important that the Internet made it possible to get the medical information they needed ‘when it was most convenient for them.’” — *E-patients: How They Can Help Us Heal Health Care, March 2007*

75% of internet users with a chronic health condition, and **55% of users** with no disability or illness said information they found in their last search affected a decision about how to treat an illness or condition — *Pew Internet: E-patients with a Disability or Chronic Disease, October 2007*

US Adult Internet Users Who Use the Internet As a Health Information Resource, by Age and Gender, August 2007 (% of respondents in each group)



Note: n=3,749
Source: *Burst Media, "Online Insights," August 27, 2007*

086871

www.eMarketer.com