

# Kelton

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## Pulse of Online Search Survey: Initial Data

Sample = 1,035 Nationally Representative Americans Ages  
18+

February 2016

*Prepared for Makovsky PR*

Q1. Which of the following would be the first thing you would research if you wanted to search for information on a medical condition you had just developed?

	Total	Percent
Base: Total Respondents	1035	1035
Treatment options	301	29%
Specific medications	31	3%
Symptoms	327	32%
Doctors or care centers with specialties in that condition	175	17%
Potential side effects of medications	45	4%
Survival rate	55	5%
Support groups	9	1%
Other	13	1%
I would not search for any information in this situation	79	8%

Q2a. Which of the following are reasons why **treatment options** would be the first thing you would research for information on a medical condition you had just developed? Select all that apply.

	Total	Percent
Base: Would research Treatment Options	301	301
Find places to receive treatment	117	39%
Decide what type of treatment is best for me	204	68%
Decide what type of prescription is best for me	86	29%
Research the best physician for my treatment	113	38%
Find how others with my condition feel about treatment options	97	32%
Read reviews of treatment options	122	41%
Figure out how hard it is to fix my condition	149	50%
Find out potential side effects of treatment options	148	49%
Find out potential costs of treatment	113	38%
Find out how long treatment could take	136	45%
Find out if there is a cure	163	54%
Other	4	1%

Q2b. Which of the following are reasons why **symptoms** would be the first thing you would research for information on a medical condition you had just developed? Select all that apply.

	Total	Percent
Base: Would research Symptoms	327	327
Identify possible medical conditions associated with my symptoms	226	69%
Research whether my symptoms are typical	166	51%
Find what type of medication will best treat my symptoms	119	36%
Research a physician to evaluate my symptoms	70	21%
Read how other people with my condition treat their symptoms	104	32%
Find an online support group for my symptoms	23	7%
To understand how much worse my symptoms may get	124	38%
Other	8	2%

Q2c. Which of the following are reasons why **doctors or care centers with specialties in that condition** would be the first thing you would research for information on a medical condition you had just developed? Select all that apply.

	Total	Percent
Base: Would research Doctors or care centers with specialties in that condition	175	175
Discover doctors or care centers near me with specialties in my condition	78	45%
Research the best doctor for my condition	92	53%
Read reviews of doctors with specialties in my condition	54	31%
Find the most affordable doctor or care center	44	25%
Discover which doctor or care center takes my insurance	73	42%
Figure out how soon I can schedule an appointment with my preferred doctor or care center	65	37%
Figure out if I need a referral for my preferred doctor or care center	48	27%
Other	2	1%

Q3. If you are currently taking a medication (either over-the-counter or prescription), how did you hear about it?

	Total	Percent
Base: Total Respondents	1035	1035
My doctor recommended it	684	66%
My family member, friend or other contact recommended it (not online)	166	16%
Found it online from an article or website with health information like WebMD, Wikipedia or AARP	107	10%
Found it online from a public health agency or health system website, like the National Institutes of Health, Centers for Disease Control or Mayo Clinic	86	8%
Found it online on an advocacy group website like the American Heart Association or the American Diabetes Association	63	6%
Was a peer recommendation online (e.g., video on YouTube, Facebook support group, message board)	59	6%
Got switched to the medication at the pharmacy	60	6%
Celebrity endorsement	22	2%
Other	12	1%
Don't remember	23	2%
Not applicable	167	16%

Q4. How much would you **trust** the following sources for information about your medication?

<b>My doctor</b>	Total	Percent
Base: Total Respondents	1035	1035
Trust - Top 2 Box (NET)	982	95%
Completely	602	58%
A good amount	380	37%
Do not trust - Bottom 2 Box (NET)	53	5%
A little bit	43	4%
Not at all	10	1%

Q4. How much would you **trust** the following sources for information about your medication?

<b>My family member, friend or other contact</b>	Total	Percent
Base: Total Respondents	1035	1035
Trust - Top 2 Box (NET)	576	56%
Completely	127	12%
A good amount	449	43%
Do not trust - Bottom 2 Box (NET)	459	44%
A little bit	379	37%
Not at all	80	8%



Q4. How much would you **trust** the following sources for information about your medication?

<b>An article or website with health information like WebMD, Wikipedia or AARP</b>	Total	Percent
Base: Total Respondents	1035	1035
Trust - Top 2 Box (NET)	620	60%
Completely	122	12%
A good amount	498	48%
Do not trust - Bottom 2 Box (NET)	415	40%
A little bit	339	33%
Not at all	76	7%

Q4. How much would you **trust** the following sources for information about your medication?

<b>A public health agency or health system website, like the National Institutes of Health, Centers for Disease Control or Mayo Clinic</b>	Total	Percent
Base: Total Respondents	1035	1035
Trust - Top 2 Box (NET)	812	78%
Completely	258	25%
A good amount	554	54%
Do not trust - Bottom 2 Box (NET)	223	22%
A little bit	178	17%
Not at all	45	4%

Q4. How much would you **trust** the following sources for information about your medication?

<b>An advocacy group website like the American Heart Association or the American Diabetes Association</b>	Total	Percent
Base: Total Respondents	1035	1035
Trust - Top 2 Box (NET)	739	71%
Completely	212	20%
A good amount	527	51%
Do not trust - Bottom 2 Box (NET)	296	29%
A little bit	237	23%
Not at all	59	6%

Q4. How much would you **trust** the following sources for information about your medication?

<b>A peer recommendation online (e.g., video on YouTube, Facebook support group, message board)</b>	Total	Percent
Base: Total Respondents	1035	1035
Trust - Top 2 Box (NET)	246	24%
Completely	52	5%
A good amount	194	19%
Do not trust - Bottom 2 Box (NET)	789	76%
A little bit	454	44%
Not at all	335	32%

Q4. How much would you **trust** the following sources for information about your medication?

<b>A pharmacist</b>	Total	Percent
Base: Total Respondents	1035	1035
Trust - Top 2 Box (NET)	883	85%
Completely	343	33%
A good amount	540	52%
Do not trust - Bottom 2 Box (NET)	152	15%
A little bit	125	12%
Not at all	27	3%

Q4. How much would you **trust** the following sources for information about your medication?

<b>Celebrity endorsement</b>	Total	Percent
Base: Total Respondents	1035	1035
Trust - Top 2 Box (NET)	136	13%
Completely	39	4%
A good amount	97	9%
Do not trust - Bottom 2 Box (NET)	899	87%
A little bit	243	23%
Not at all	656	63%

Q4. How much would you **trust** the following sources for information about your medication?

<b>Summary Table: Trust - Top 2 Box (Completely/A good amount)</b>	Total	Percent
Base: Total Respondents	1035	1035
My doctor	982	95%
A pharmacist	883	85%
A public health agency or health system website, like the National Institutes of Health, Centers for Disease Control or Mayo Clinic	812	78%
An advocacy group website like the American Heart Association or the American Diabetes Association	739	71%
An article or website with health information like WebMD, Wikipedia or AARP	620	60%
My family member, friend or other contact	576	56%
A peer recommendation online (e.g., video on YouTube, Facebook support group, message board)	246	24%
Celebrity endorsement	136	13%

Q4. How much would you **trust** the following sources for information about your medication?

<b>Summary Table: Do not trust - Bottom 2 Box (A little bit/Not at all)</b>	Total	Percent
Base: Total Respondents	1035	1035
Celebrity endorsement	899	87%
A peer recommendation online (e.g., video on YouTube, Facebook support group, message board)	789	76%
My family member, friend or other contact	459	44%
An article or website with health information like WebMD, Wikipedia or AARP	415	40%
An advocacy group website like the American Heart Association or the American Diabetes Association	296	29%
A public health agency or health system website, like the National Institutes of Health, Centers for Disease Control or Mayo Clinic	223	22%
A pharmacist	152	15%
My doctor	53	5%



Q5. What source, if any, has encouraged you to ask for a specific prescription medication by name during a visit with your doctor?

	Total	Percent
Base: Total Respondents	1035	1035
My doctor	418	40%
My family member, friend or other contact	242	23%
An article or website with health information like WebMD, Wikipedia or AARP	162	16%
A public health agency or health system website, like the National Institutes of Health, Centers for Disease Control or Mayo Clinic	129	12%
An advocacy group website like the American Heart Association or the American Diabetes Association	99	10%
A peer recommendation online (e.g., video on YouTube, Facebook support group, message board, etc.)	73	7%
A pharmacist	220	21%
Celebrities	33	3%
Other	21	2%
Don't remember	24	2%
No source has ever encouraged me to ask for a specific prescription medication by name	323	31%

Q6. Generally speaking, how likely or unlikely are you to ask for a specific prescription medication by name during a typical visit with your doctor?

	Total	Percent
Base: Total Respondents	1035	1035
Likely - Top 2 Box (NET)	632	61%
Extremely likely	237	23%
Somewhat likely	395	38%
Unlikely - Bottom 2 Box (NET)	403	39%
Somewhat unlikely	263	25%
Extremely unlikely	140	14%

Q7. In order to help researchers better understand a disease or improve care and treatment options, would you be willing to share your personal health information?

	Total	Percent
Base: Total Respondents	1035	1035
Willing (NET)	927	90%
I would be willing, regardless of whether or not it was anonymous	250	24%
I would be willing, only if all of it was anonymous	438	42%
I would be willing, only if I could choose what parts of the information were anonymous	239	23%
I would not be willing, regardless of whether or not it was anonymous	108	10%

Q8. Which of the following, if any, would motivate you to take a dietary supplement or vitamin product?  
Select all that apply.

	Total	Percent
Base: Total Respondents	1035	1035
To avoid or delay getting a more expensive medication	158	15%
To get a jumpstart on maintaining my health	357	34%
If the label or an advertisement says they address a concern I have about my health and wellness	174	17%
If they were just as safe and effective as a prescription	335	32%
If they were on sale	158	15%
Saw a news article about them	139	13%
Saw an advertisement about them	96	9%
Saw it on social media	56	5%
If they were recommended by a doctor	611	59%
If they were recommended by a family member or friend	239	23%
If they provided beneficial nutrients my body needs	509	49%
Other	23	2%
None of these	84	8%

Q9. Which of the following online resources do you visit for information regarding your healthcare needs?  
Please choose all that apply.

	Total	Percent
Base: Total Respondents	1035	1035
Wikipedia	174	17%
WebMD	548	53%
Everyday Health	90	9%
Drugs.com	116	11%
Health magazine's websites (e.g., Prevention, Women's Health)	139	13%
Advocacy group websites (e.g., American Heart Association, American Cancer Society)	170	16%
Pharmaceutical company websites	121	12%
Blogs	66	6%
YouTube video channels	71	7%
Patient communities	70	7%
Facebook sites	56	5%
Twitter feeds with links to other resources	26	3%
Pinterest	44	4%
US Food and Drug Administration (FDA) website	162	16%
US Centers for Disease Control and Prevention (CDC) website	213	21%
US Department of Health and Human Services (HHS) or National Institutes of Health (NIH)	202	20%
Drug store websites (e.g., www.cvs.com, www.walgreens.org)	138	13%
Health system websites such as Mayo Clinic, Cleveland Clinic, or Memorial Sloan Kettering Cancer Center	318	31%
None of these	190	18%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>Wikipedia</b>	Total	Percent
Base: Visit Wikipedia for healthcare information	174	174
Trustworthy	46	26%
Easy to use	96	55%
Recommended by a doctor	19	11%
Recommended by a friend	20	11%
Has the most up-to-date medical information	26	15%
It's the first web link that comes up when I search for information	47	27%
Has the type of information I want to know	81	47%
None of these	2	1%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>WebMD</b>	Total	Percent
Base: Visit WebMD for healthcare information	548	548
Trustworthy	216	39%
Easy to use	305	56%
Recommended by a doctor	64	12%
Recommended by a friend	49	9%
Has the most up-to-date medical information	155	28%
It's the first web link that comes up when I search for information	150	27%
Has the type of information I want to know	280	51%
None of these	5	1%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>Everyday Health</b>	Total	Percent
Base: Visit Everyday Health for healthcare information	90	90%
Trustworthy	32	36%
Easy to use	35	39%
Recommended by a doctor	24	27%
Recommended by a friend	17	19%
Has the most up-to-date medical information	24	27%
It's the first web link that comes up when I search for information	16	18%
Has the type of information I want to know	27	30%



Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>Drugs.com</b>	Total	Percent
Base: Visit Drugs.com for healthcare information	116	116
Trustworthy	37	32%
Easy to use	58	50%
Recommended by a doctor	15	13%
Recommended by a friend	7	6%
Has the most up-to-date medical information	37	32%
It's the first web link that comes up when I search for information	15	13%
Has the type of information I want to know	63	54%
None of these	3	3%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>Health magazine's websites (e.g., Prevention, Women's Health)</b>	Total	Percent
Base: Visit Health magazine's websites (e.g., Prevention, Women's Health) for healthcare information	139	139
Trustworthy	45	32%
Easy to use	71	51%
Recommended by a doctor	19	14%
Recommended by a friend	15	11%
Has the most up-to-date medical information	43	31%
It's the first web link that comes up when I search for information	16	12%
Has the type of information I want to know	80	58%
None of these	2	1%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>Advocacy group websites (e.g., American Heart Association, American Cancer Society)</b>	Total	Percent
Base: Visit Advocacy group websites (e.g., American Heart Association, American Cancer Society) for healthcare information	170	170
Trustworthy	101	59%
Easy to use	49	29%
Recommended by a doctor	45	26%
Recommended by a friend	23	14%
Has the most up-to-date medical information	63	37%
It's the first web link that comes up when I search for information	16	9%
Has the type of information I want to know	82	48%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>Pharmaceutical company websites</b>	Total	Percent
Base: Visit Pharmaceutical company websites for healthcare information	121	121
Trustworthy	39	32%
Easy to use	39	32%
Recommended by a doctor	26	21%
Recommended by a friend	16	13%
Has the most up-to-date medical information	40	33%
It's the first web link that comes up when I search for information	11	9%
Has the type of information I want to know	50	41%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>Blogs</b>	Total	Percent
Base: Visit Blogs for healthcare information	66	66
Trustworthy	12	18%
Easy to use	30	45%
Recommended by a doctor	6	9%
Recommended by a friend	10	15%
Has the most up-to-date medical information	9	14%
It's the first web link that comes up when I search for information	8	12%
Has the type of information I want to know	26	39%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>YouTube video channels</b>	Total	Percent
Base: Visit YouTube video channels for healthcare information	71	71
Trustworthy	23	32%
Easy to use	37	52%
Recommended by a doctor	7	10%
Recommended by a friend	11	15%
Has the most up-to-date medical information	13	18%
It's the first web link that comes up when I search for information	12	17%
Has the type of information I want to know	28	39%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>Patient communities</b>	Total	Percent
Base: Visit Patient communities for healthcare information	70	70
Trustworthy	21	30%
Easy to use	27	39%
Recommended by a doctor	15	21%
Recommended by a friend	11	16%
Has the most up-to-date medical information	11	16%
It's the first web link that comes up when I search for information	9	13%
Has the type of information I want to know	39	56%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>Facebook sites</b>	Total	Percent
Base: Visit Facebook sites for healthcare information	56	56
Trustworthy	11	20%
Easy to use	30	54%
Recommended by a doctor	6	11%
Recommended by a friend	18	32%
Has the most up-to-date medical information	11	20%
It's the first web link that comes up when I search for information	7	13%
Has the type of information I want to know	15	27%
None of these	2	4%



Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>Twitter feeds with links to other resources</b>	Total	Percent
Base: Visit Twitter feeds with links to other resources for healthcare information	26	26
Trustworthy	7	27%
Easy to use	10	38%
Recommended by a doctor	6	23%
Recommended by a friend	9	35%
Has the most up-to-date medical information	6	23%
It's the first web link that comes up when I search for information	5	19%
Has the type of information I want to know	8	31%
None of these	1	4%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

	Total	Percent
<b>Pinterest</b>		
Base: Visit Pinterest for healthcare information	44	44
Trustworthy	7	16%
Easy to use	21	48%
Recommended by a doctor	5	11%
Recommended by a friend	15	34%
Has the most up-to-date medical information	9	20%
It's the first web link that comes up when I search for information	6	14%
Has the type of information I want to know	11	25%
None of these	3	7%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>US Food and Drug Administration (FDA) website</b>	Total	Percent
Base: Visit US Food and Drug Administration (FDA) website for healthcare information	162	162
Trustworthy	79	49%
Easy to use	37	23%
Recommended by a doctor	37	23%
Recommended by a friend	19	12%
Has the most up-to-date medical information	57	35%
It's the first web link that comes up when I search for information	16	10%
Has the type of information I want to know	82	51%
None of these	3	2%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>US Centers for Disease Control and Prevention (CDC) website</b>	Total	Percent
Base: Visit US Centers for Disease Control and Prevention (CDC) website for healthcare information	213	213
Trustworthy	108	51%
Easy to use	58	27%
Recommended by a doctor	51	24%
Recommended by a friend	17	8%
Has the most up-to-date medical information	83	39%
It's the first web link that comes up when I search for information	18	8%
Has the type of information I want to know	91	43%
None of these	3	1%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>US Department of Health and Human Services (HHS) or National Institutes of Health (NIH)</b>	Total	Percent
Base: Visit US Department of Health and Human Services (HHS) or National Institutes of Health (NIH) for healthcare information	202	202
Trustworthy	101	50%
Easy to use	46	23%
Recommended by a doctor	39	19%
Recommended by a friend	19	9%
Has the most up-to-date medical information	74	37%
It's the first web link that comes up when I search for information	27	13%
Has the type of information I want to know	86	43%
None of these	5	2%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply

<b>Drug store websites (e.g., www.cvs.com, www.walgreens.org)</b>	Total	Percent
Base: Visit Drug store websites (e.g., www.cvs.com, www.walgreens.org) for healthcare information	138	138
Trustworthy	46	33%
Easy to use	59	43%
Recommended by a doctor	33	24%
Recommended by a friend	23	17%
Has the most up-to-date medical information	29	21%
It's the first web link that comes up when I search for information	11	8%
Has the type of information I want to know	53	38%
None of these	6	4%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply

<b>Health system websites such as Mayo Clinic, Cleveland Clinic, or Memorial Sloan Kettering Cancer Center</b>	Total	Percent
Base: Visit Health system websites such as Mayo Clinic, Cleveland Clinic, or Memorial Sloan Kettering Cancer Center for healthcare information	318	318
Trustworthy	167	53%
Easy to use	129	41%
Recommended by a doctor	51	16%
Recommended by a friend	34	11%
Has the most up-to-date medical information	129	41%
It's the first web link that comes up when I search for information	44	14%
Has the type of information I want to know	175	55%
None of these	2	1%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

	Total	Percent
<b>Summary Table: Trustworthy</b>		
Base: Use any online resource for healthcare information - Varied Bases	845	845
Advocacy group websites (e.g., American Heart Association, American Cancer Society)	101	59%
Health system websites such as Mayo Clinic, Cleveland Clinic, or Memorial Sloan Kettering Cancer Center	167	53%
US Centers for Disease Control and Prevention (CDC) website	108	51%
US Department of Health and Human Services (HHS) or National Institutes of Health (NIH)	101	50%
US Food and Drug Administration (FDA) website	79	49%
WebMD	216	39%
Everyday Health	32	36%
Drug store websites (e.g., www.cvs.com, www.walgreens.org)	46	33%
YouTube video channels	23	32%
Health magazine's websites (e.g., Prevention, Women's Health)	45	32%
Pharmaceutical company websites	39	32%
Drugs.com	37	32%
Patient communities	21	30%
Twitter feeds with links to other resources	7	27%
Wikipedia	46	26%
Facebook sites	11	20%
Blogs	12	18%
Pinterest	7	16%



Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>Summary Table: Easy to use</b>	Total	Percent
Base: Use any online resource for healthcare information - Varied Bases	845	845
WebMD	305	56%
Wikipedia	96	55%
Facebook sites	30	54%
YouTube video channels	37	52%
Health magazine's websites (e.g., Prevention, Women's Health)	71	51%
Drugs.com	58	50%
Pinterest	21	48%
Blogs	30	45%
Drug store websites (e.g., www.cvs.com, www.walgreens.org)	59	43%
Health system websites such as Mayo Clinic, Cleveland Clinic, or Memorial Sloan Kettering Cancer Center	129	41%
Everyday Health	35	39%
Patient communities	27	39%
Twitter feeds with links to other resources	10	38%
Pharmaceutical company websites	39	32%
Advocacy group websites (e.g., American Heart Association, American Cancer Society)	49	29%
US Centers for Disease Control and Prevention (CDC) website	58	27%
US Food and Drug Administration (FDA) website	37	23%
US Department of Health and Human Services (HHS) or National Institutes of Health (NIH)	46	23%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>Summary Table: Recommended by a doctor</b>	Total	Percent
Base: Use any online resource for healthcare information - Varied Bases	845	845
Everyday Health	24	27%
Advocacy group websites (e.g., American Heart Association, American Cancer Society)	45	26%
US Centers for Disease Control and Prevention (CDC) website	51	24%
Drug store websites (e.g., www.cvs.com, www.walgreens.org)	33	24%
Twitter feeds with links to other resources	6	23%
US Food and Drug Administration (FDA) website	37	23%
Pharmaceutical company websites	26	21%
Patient communities	15	21%
US Department of Health and Human Services (HHS) or National Institutes of Health (NIH)	39	19%
Health system websites such as Mayo Clinic, Cleveland Clinic, or Memorial Sloan Kettering Cancer Center	51	16%
Health magazine's websites (e.g., Prevention, Women's Health)	19	14%
Drugs.com	15	13%
WebMD	64	12%
Pinterest	5	11%
Wikipedia	19	11%
Facebook sites	6	11%
YouTube video channels	7	10%
Blogs	6	9%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

**Summary Table: Recommended by a friend**

	Total	Percent
Base: Use any online resource for healthcare information - Varied Bases	845	845
Twitter feeds with links to other resources	9	35%
Pinterest	15	34%
Facebook sites	18	32%
Everyday Health	17	19%
Drug store websites (e.g., www.cvs.com, www.walgreens.org)	23	17%
Patient communities	11	16%
YouTube video channels	11	15%
Blogs	10	15%
Advocacy group websites (e.g., American Heart Association, American Cancer Society)	23	14%
Pharmaceutical company websites	16	13%
US Food and Drug Administration (FDA) website	19	12%
Wikipedia	20	11%
Health magazine's websites (e.g., Prevention, Women's Health)	15	11%
Health system websites such as Mayo Clinic, Cleveland Clinic, or Memorial Sloan Kettering Cancer Center	34	11%
US Department of Health and Human Services (HHS) or National Institutes of Health (NIH)	19	9%
WebMD	49	9%
US Centers for Disease Control and Prevention (CDC) website	17	8%
Drugs.com	7	6%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>Summary Table: Has the most up-to-date medical information</b>	Total	Percent
Base: Use any online resource for healthcare information - Varied Bases	845	845
Health system websites such as Mayo Clinic, Cleveland Clinic, or Memorial Sloan Kettering Cancer Center	129	41%
US Centers for Disease Control and Prevention (CDC) website	83	39%
Advocacy group websites (e.g., American Heart Association, American Cancer Society)	63	37%
US Department of Health and Human Services (HHS) or National Institutes of Health (NIH)	74	37%
US Food and Drug Administration (FDA) website	57	35%
Pharmaceutical company websites	40	33%
Drugs.com	37	32%
Health magazine's websites (e.g., Prevention, Women's Health)	43	31%
WebMD	155	28%
Everyday Health	24	27%
Twitter feeds with links to other resources	6	23%
Drug store websites (e.g., www.cvs.com, www.walgreens.org)	29	21%
Pinterest	9	20%
Facebook sites	11	20%
YouTube video channels	13	18%
Patient communities	11	16%
Wikipedia	26	15%
Blogs	9	14%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>Summary Table: It's the first web link that comes up when I search for information</b>	Total	Percent
Base: Use any online resource for healthcare information - Varied Bases	845	845
WebMD	150	27%
Wikipedia	47	27%
Twitter feeds with links to other resources	5	19%
Everyday Health	16	18%
YouTube video channels	12	17%
Health system websites such as Mayo Clinic, Cleveland Clinic, or Memorial Sloan Kettering Cancer Center	44	14%
Pinterest	6	14%
US Department of Health and Human Services (HHS) or National Institutes of Health (NIH)	27	13%
Drugs.com	15	13%
Patient communities	9	13%
Facebook sites	7	13%
Blogs	8	12%
Health magazine's websites (e.g., Prevention, Women's Health)	16	12%
US Food and Drug Administration (FDA) website	16	10%
Advocacy group websites (e.g., American Heart Association, American Cancer Society)	16	9%
Pharmaceutical company websites	11	9%
US Centers for Disease Control and Prevention (CDC) website	18	8%
Drug store websites (e.g., www.cvs.com, www.walgreens.org)	11	8%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>Summary Table: Has the type of information I want to know</b>	Total	Percent
Base: Use any online resource for healthcare information - Varied Bases	845	845
Health magazine's websites (e.g., Prevention, Women's Health)	80	58%
Patient communities	39	56%
Health system websites such as Mayo Clinic, Cleveland Clinic, or Memorial Sloan Kettering Cancer Center	175	55%
Drugs.com	63	54%
WebMD	280	51%
US Food and Drug Administration (FDA) website	82	51%
Advocacy group websites (e.g., American Heart Association, American Cancer Society)	82	48%
Wikipedia	81	47%
US Centers for Disease Control and Prevention (CDC) website	91	43%
US Department of Health and Human Services (HHS) or National Institutes of Health (NIH)	86	43%
Pharmaceutical company websites	50	41%
YouTube video channels	28	39%
Blogs	26	39%
Drug store websites (e.g., www.cvs.com, www.walgreens.org)	53	38%
Twitter feeds with links to other resources	8	31%
Everyday Health	27	30%
Facebook sites	15	27%
Pinterest	11	25%

Q10. Why do you visit the following online resources for information regarding your healthcare needs?  
Please choose all that apply.

<b>Summary Table: None of these</b>	Total	Percent
Base: Use any online resource for healthcare information - Varied Bases	845	845
YouTube video channels	6	8%
Pinterest	3	7%
Drug store websites (e.g., www.cvs.com, www.walgreens.org)	6	4%
Twitter feeds with links to other resources	1	4%
Facebook sites	2	4%
Pharmaceutical company websites	4	3%
Blogs	2	3%
Drugs.com	3	3%
US Department of Health and Human Services (HHS) or National Institutes of Health (NIH)	5	2%
US Food and Drug Administration (FDA) website	3	2%
Health magazine's websites (e.g., Prevention, Women's Health)	2	1%
US Centers for Disease Control and Prevention (CDC) website	3	1%
Wikipedia	2	1%
WebMD	5	1%
Health system websites such as Mayo Clinic, Cleveland Clinic, or Memorial Sloan Kettering Cancer Center	2	1%

Q11. How much would you trust a website about a disease that is sponsored by a pharmaceutical company?

	Total	Percent
Base: Total Respondents	1035	s
Trust - Top 2 Box (NET)	321	31%
Completely	89	9%
A good amount	232	22%
Do not trust - Bottom 2 Box (NET)	714	69%
A little bit	508	49%
Not at all	206	20%



Q12. Which of the following resources, if any, do you use to get the following types of health information?

<b>Conduct research before a doctor's appointment</b>	Total	Percent
Base: Total Respondents	1035	1035
Online	617	60%
Doctor	181	17%
Family	183	18%
Friends	147	14%
Magazine	68	7%
TV Program	36	3%
None of these	201	19%

Q12. Which of the following resources, if any, do you use to get the following types of health information?

<b>Explore symptoms for potential diseases or conditions</b>	Total	Percent
Base: Total Respondents	1035	1035
Online	617	61%
Doctor	181	47%
Family	183	18%
Friends	147	11%
Magazine	68	7%
TV Program	36	4%
None of these	201	12%

Q12. Which of the following resources, if any, do you use to get the following types of health information?

<b>Access advice from physicians or medical experts</b>	Total	Percent
Base: Total Respondents	1035	1035
Online	443	43%
Doctor	593	57%
Family	136	13%
Friends	102	10%
Magazine	67	6%
TV Program	49	5%
None of these	134	13%

Q12. Which of the following resources, if any, do you use to get the following types of health information?

<b>Get support from peers and others going through a similar situation</b>	Total	Percent
Base: Total Respondents	1035	1035
Online	332	32%
Doctor	252	24%
Family	366	35%
Friends	348	34%
Magazine	44	4%
TV Program	49	5%
None of these	241	23%

Q12. Which of the following resources, if any, do you use to get the following types of health information?

<b>Research a treatment prescribed by a doctor</b>	Total	Percent
Base: Total Respondents	1035	1035
Online	643	62%
Doctor	353	34%
Family	170	16%
Friends	138	13%
Magazine	64	6%
TV Program	35	3%
None of these	122	12%

Q12. Which of the following resources, if any, do you use to get the following types of health information?

<b>Research alternative prescription medications to the one prescribed by a doctor</b>	Total	Percent
Base: Total Respondents	1035	1035
Online	549	53%
Doctor	339	33%
Family	167	16%
Friends	122	12%
Magazine	62	6%
TV Program	51	5%
None of these	219	21%

Q12. Which of the following resources, if any, do you use to get the following types of health information?

<b>Explore alternative solutions to medications, such as over-the-counter treatments, holistic options or lifestyle advice</b>	Total	Percent
Base: Total Respondents	1035	1035
Online	518	50%
Doctor	401	39%
Family	234	23%
Friends	180	17%
Magazine	76	7%
TV Program	53	5%
None of these	193	19%

Q12. Which of the following resources, if any, do you use to get the following types of health information?

<b>Get ideas or suggestions on how to manage a condition</b>	Total	Percent
Base: Total Respondents	1035	1035
Online	546	53%
Doctor	634	61%
Family	256	25%
Friends	197	19%
Magazine	76	7%
TV Program	63	6%
None of these	106	10%



Q12. Which of the following resources, if any, do you use to get the following types of health information?

**Summary Table: Online**

	Total	Percent
Base: Total Respondents	1035	1035
Research a treatment prescribed by a doctor	643	62%
Explore symptoms for potential diseases or conditions	631	61%
Conduct research before a doctor's appointment	617	60%
Research alternative prescription medications to the one prescribed by a doctor	549	53%
Get ideas or suggestions on how to manage a condition	546	53%
Explore alternative solutions to medications, such as over-the-counter treatments, holistic options or lifestyle advice	518	50%
Access advice from physicians or medical experts	443	43%
Get support from peers and others going through a similar situation	332	32%

Q12. Which of the following resources, if any, do you use to get the following types of health information?

<b>Summary Table: Doctor</b>	Total	Percent
Base: Total Respondents	1035	1035
Get ideas or suggestions on how to manage a condition	634	61%
Access advice from physicians or medical experts	593	57%
Explore symptoms for potential diseases or conditions	483	47%
Explore alternative solutions to medications, such as over-the-counter treatments, holistic options or lifestyle advice	401	39%
Research a treatment prescribed by a doctor	353	34%
Research alternative prescription medications to the one prescribed by a doctor	339	33%
Get support from peers and others going through a similar situation	252	24%
Conduct research before a doctor's appointment	181	17%

Q12. Which of the following resources, if any, do you use to get the following types of health information?

<b>Summary Table: Family</b>	Total	Percent
Base: Total Respondents	1035	1035
Get support from peers and others going through a similar situation	366	35%
Get ideas or suggestions on how to manage a condition	256	25%
Explore alternative solutions to medications, such as over-the-counter treatments, holistic options or lifestyle advice	234	23%
Explore symptoms for potential diseases or conditions	184	18%
Conduct research before a doctor's appointment	183	18%
Research a treatment prescribed by a doctor	170	16%
Research alternative prescription medications to the one prescribed by a doctor	167	16%
Access advice from physicians or medical experts	136	13%

Q12. Which of the following resources, if any, do you use to get the following types of health information?

<b>Summary Table: Friends</b>	Total	Percent
Base: Total Respondents	1035	1035
Get support from peers and others going through a similar situation	348	34%
Get ideas or suggestions on how to manage a condition	197	19%
Explore alternative solutions to medications, such as over-the-counter treatments, holistic options or lifestyle advice	180	17%
Conduct research before a doctor's appointment	147	14%
Research a treatment prescribed by a doctor	138	13%
Research alternative prescription medications to the one prescribed by a doctor	122	12%
Explore symptoms for potential diseases or conditions	115	11%
Access advice from physicians or medical experts	102	10%

Q12. Which of the following resources, if any, do you use to get the following types of health information?

<b>Summary Table: Magazine</b>	Total	Percent
Base: Total Respondents	1035	1035
Explore alternative solutions to medications, such as over-the-counter treatments, holistic options or lifestyle advice	76	7%
Get ideas or suggestions on how to manage a condition	76	7%
Conduct research before a doctor's appointment	68	7%
Explore symptoms for potential diseases or conditions	68	7%
Access advice from physicians or medical experts	67	6%
Research a treatment prescribed by a doctor	64	6%
Research alternative prescription medications to the one prescribed by a doctor	62	6%
Get support from peers and others going through a similar situation	44	4%

Q12. Which of the following resources, if any, do you use to get the following types of health information?

<b>Summary Table: TV Program</b>	Total	Percent
Base: Total Respondents	1035	1035
Get ideas or suggestions on how to manage a condition	63	6%
Explore alternative solutions to medications, such as over-the-counter treatments, holistic options or lifestyle advice	53	5%
Research alternative prescription medications to the one prescribed by a doctor	51	5%
Access advice from physicians or medical experts	49	5%
Get support from peers and others going through a similar situation	49	5%
Explore symptoms for potential diseases or conditions	46	4%
Conduct research before a doctor's appointment	36	3%
Research a treatment prescribed by a doctor	35	3%

Q12. Which of the following resources, if any, do you use to get the following types of health information?

<b>Summary Table: None of these</b>	Total	Percent
Base: Total Respondents	1035	1035
Get support from peers and others going through a similar situation	241	23%
Research alternative prescription medications to the one prescribed by a doctor	219	21%
Conduct research before a doctor's appointment	201	19%
Explore alternative solutions to medications, such as over-the-counter treatments, holistic options or lifestyle advice	193	19%
Access advice from physicians or medical experts	134	13%
Research a treatment prescribed by a doctor	122	12%
Explore symptoms for potential diseases or conditions	120	12%
Get ideas or suggestions on how to manage a condition	106	10%

Q13. Which of the following, if any, might motivate you to visit a website sponsored by a pharmaceutical company to find information on a specific disease you had or medication related to that disease? Please choose all that apply.

	Total	Percent
Base: Total Respondents	1035	1035
A discount on a medication	217	21%
Any Advertisement (NET)	385	37%
TV advertisement	209	20%
Radio advertisement	77	7%
Newspaper advertisement	93	9%
Magazine advertisement	117	11%
Advertisement on a website	142	14%
Advertisement on a social networking site, such as Facebook	91	9%
News article mentioning the specific disease or medication	268	26%
Recommendation from a doctor or other healthcare professional	533	51%
Recommendation from a friend, family member or colleague	329	32%
Other	12	1%
I would never visit a website sponsored by a pharmaceutical company to find information on a specific disease or medication	185	18%



Q14. For which of the following purposes, if any, would you be willing to use a mobile app to manage your health? Please choose all that apply.

	Total	Percent
Base: Total Respondents	1035	1035
Manage a personal health issue or medical condition	262	25%
Track physical activity, such as steps taken	327	32%
Track diet or nutrition	305	29%
Manage stress or mental health	225	22%
Track sleeping patterns	256	25%
Communicate with my doctor, such as a follow	333	32%
Remind me to take my medication	315	30%
Track my symptoms	315	30%
Store questions about my condition to ask my doctor at my next visit	298	29%
Track my prescription medication costs	223	22%
Track the usage of my prescription medications	259	25%
Set reminders to refill prescription medications	304	29%
Show doctors my progress on diet and exercise	255	25%
Other	7	1%
I would not be willing to use a mobile app to manage my health	297	29%

Q15. Which of the following types of health apps have you downloaded in the last 12 months?

	Total	Percent
Base: Willing to use Mobile App to manage health	738	738
Seasonal allergy management apps	55	7%
Personal physician/dentist office apps	91	12%
Symptom checkers	125	17%
Emergency apps	69	9%
Prenatal apps	49	7%
Sleep apps	133	18%
Smoking cessation apps	40	5%
Women's health apps	115	16%
Medication adherence apps	69	9%
Cardio & Fitness apps	238	32%
Diet apps	153	21%
Mental health apps	70	9%
Weight management apps	181	25%
Medication or condition management apps, such as those that are remotely monitored by a doctor	74	10%
Other	103	14%

CD1. About how much time in an average week do you typically spend using the Internet? This can include using the mobile web on a smartphone or tablet as well as on a computer. Your best guess is fine.

	Total	Percent
Base: Total Respondents	1035	1035
None (as 0)	30	3%
Less than an hour (as .5)	65	6%
1-5	126	12%
6-10	162	16%
11-15	135	13%
16-20	160	15%
21-30	179	17%
31-40	101	10%
41-50	40	4%
Over 50	37	4%
Mean Excluding Zero	19.84	19.84
Median	18.00	18.00
Mean Including Zero	19.26	19.26
Median	15.00	15.00

CD2. About how much time in an average week do you typically spend looking up health information, including information on managing symptoms, specific medications or maintaining a healthy lifestyle? Your best guess is fine.

	Total	Percent
Base: Total Respondents	1035	1035
None (as 0)	178	17%
Less than an hour (as .5)	383	37%
1	137	13%
2	105	10%
3	51	5%
4-5	95	9%
6-10	62	6%
Over 10	24	2%
Mean Excluding Zero	2.40	2.40
Median	1.00	1.00
Mean Including Zero	1.99	1.99
Median	0.50	0.50

CD3. Think back on the times you have looked for health information online. In which of the following locations, if any, have you looked for health information online? Select all that apply.

	Total	Percent
Base: Total Respondents	1035	1035
Home	835	81%
Work	206	20%
Doctor's office / at a clinic	240	23%
In an emergency room	91	9%
None of these	98	9%

CD4. Which of the following, if any, apply to you? Please choose all that apply.

	Total	Percent
Base: Total Respondents - Varied Bases	1035	1035
Cancer / Caregiver (NET)	151	15%
Have been diagnosed with at least one type of cancer	74	7%
Have been a caregiver for someone diagnosed with cancer	87	8%
Have been diagnosed with diabetes	124	12%
Am obese or overweight, as diagnosed by a doctor	205	20%
Have been diagnosed with at least one mental health issue, such as depression or bipolar disorder	198	19%
Have been diagnosed with at least one chronic pain condition, such as arthritis or fibromyalgia	236	23%
Stroke / Heart attack / Cardio Issue (NET)	106	10%
Have had a stroke	27	3%
Have had a heart attack	34	3%
Have been diagnosed with at least one cardiovascular condition, such as blood clots or atrial fibrillation	62	6%
Am taking more than three prescription medications on a regular basis	269	26%
Have been diagnosed with at least one chronic lung disease, such as asthma, pulmonary hypertension or COPD	113	11%
Have undergone surgery (either outpatient or inpatient) within the past five years	267	26%
Have been pregnant within the past five years (Base Female: S3=2)	67	13%
Have undergone infertility treatment within the past five years	26	3%
Have been diagnosed with at least one gastrointestinal disease, such as ulcers, Crohn's disease, or IBS	112	11%
None of these	310	30%