## **Online Health Information Seekers**

## Highlights<sup>i</sup>

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

% of ir	ternet users who have looked online for information about
66%	a specific disease or medical problem
55%	certain medical treatment or procedure
52%	exercise or fitness
47%	doctors or other health professionals
45%	prescription or over-the-counter drugs
38%	hospitals or other medical facilities
37%	health insurance, including private insurance, Medicare or Medicaid
35%	alternative treatments or medicines
33%	how to lose weight or how to control your weight
28%	depression, anxiety, stress or mental health issues
26%	any other health issue
20%	experimental treatments or medicines
12%	how to stay healthy on a trip overseas
33% of	internet users, or 61% of adults, have looked online for information about at least



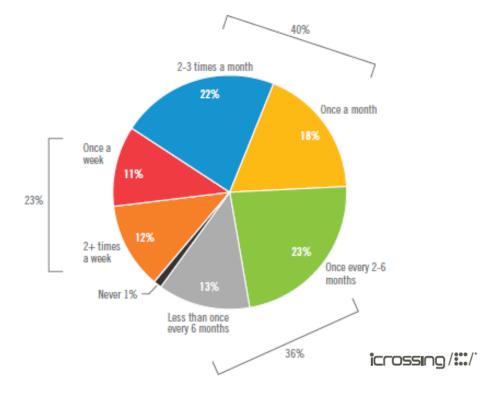
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## FREQUENCY OF SEARCHING FOR HEALTH- AND WELLNESS RELATED INFORMATION ONLINE

How often do you generally search for health- and wellness-related information online? Please select one answer. Base: Respondents who have used Internet resources to find or access health- and wellness-related information in the past 12 months (n=644)

Source: iCrossing





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## **Demographics of e-patients**

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

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

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

Pew Internet



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