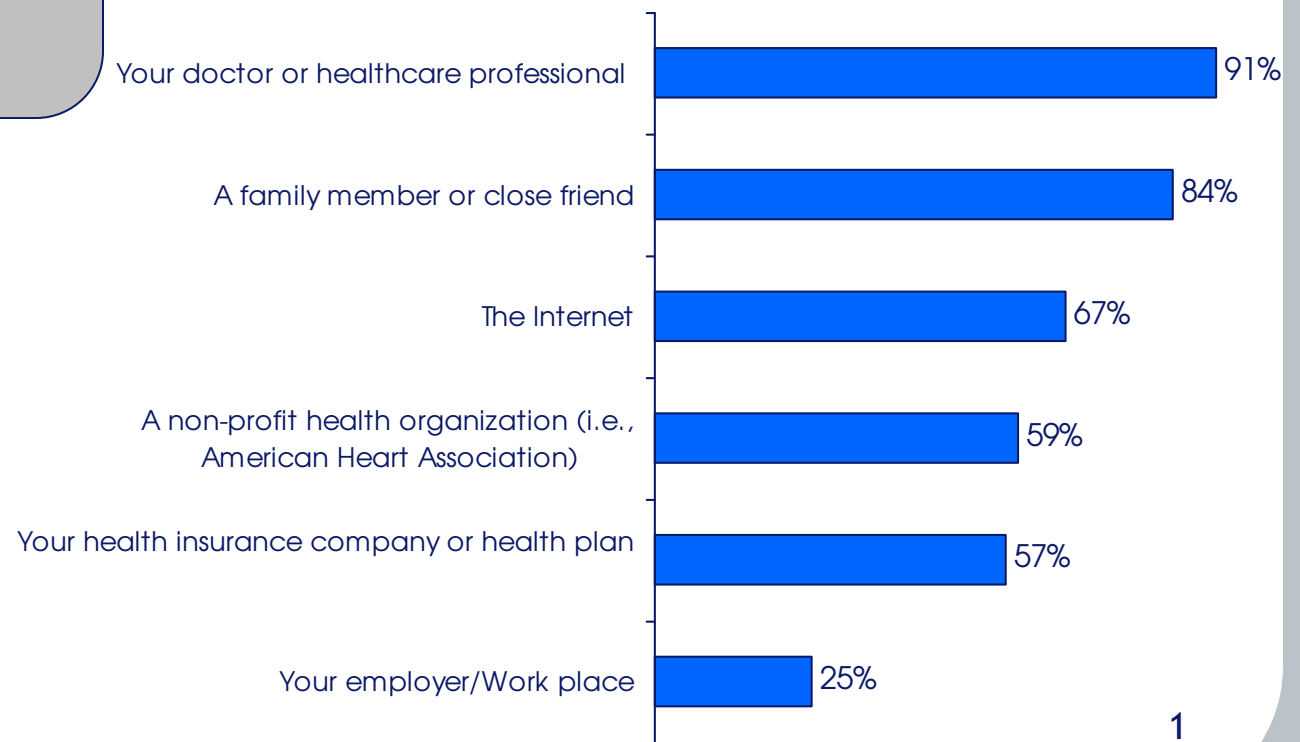


Americans Get Health Information from Multiple Sources

- 91% of Americans seek health information from their doctor.
- A surprisingly high 84% get information from a family member or close friend.
- Well over half also seek information from the Internet (67%), non-profit health organizations (59%) and insurance companies (57%).

Q. How likely would you be to look for health education or information from the following sources?

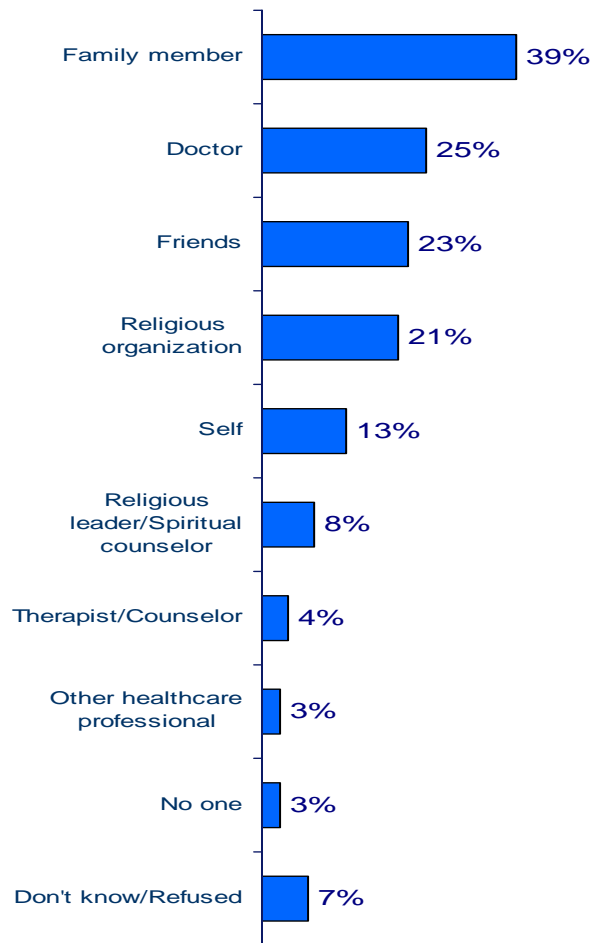
Percent Saying Very or Somewhat Likely



The sampling error is +/- 3%

More than Doctors, Americans Rely on Family for Help with Health Issues

Q. Who/what are you looking to for help in addressing these (health) issues?



The sampling error is +/- 3%

- 39% of Americans rely on family members for help in addressing health issues.
- Doctors (25%), friends (23%) and religious organizations (21%) are also common sources of support.

Men and Young Adults Are More Self-Reliant When it Comes to Health Issues

- Almost 20% of men say they are looking to themselves for help with health issues, compared to only 10% of women.
- More women than men rely on family, doctors, friends and religious organizations.
- 16% of 18- to 24-year-olds are relying on themselves, and only slightly more (18%) rely on the doctor for help with health issues.

Q. Who/what are you looking to for help in addressing these issues?

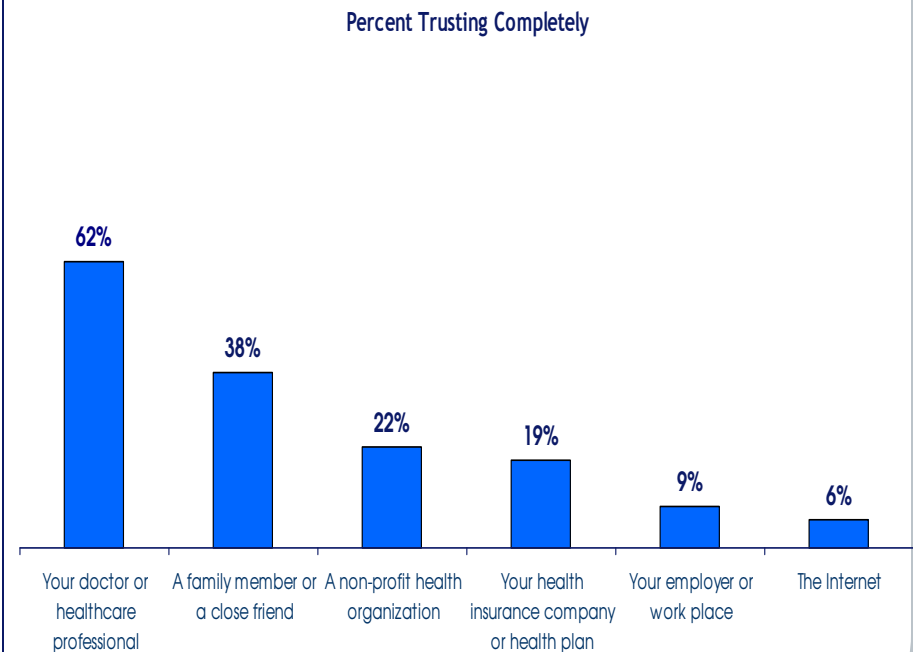
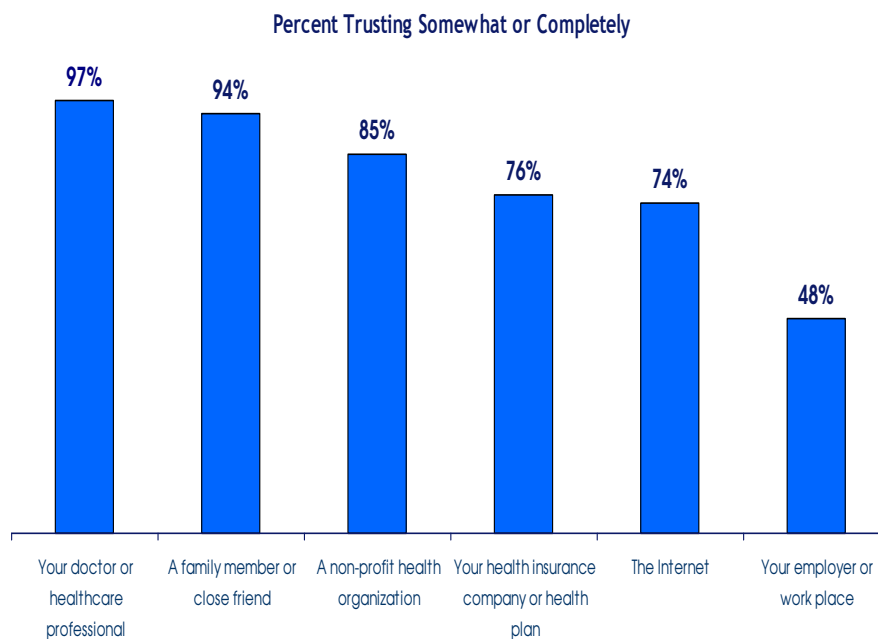
	Gender		Age Group					
	Male	Female	18-24	25-34	35-49	50-59	60-69	70+
Weighted Base	924	1431	309	426	702	407	261	250
Family member	33%	43%	47%	45%	39%	33%	31%	42%
Doctor	22%	28%	18%	24%	23%	30%	31%	30%
Friends	19%	25%	29%	25%	22%	23%	18%	17%
Religious organization	18%	23%	9%	21%	25%	19%	25%	25%
Self	18%	10%	16%	13%	13%	13%	12%	10%
Religious leader/Spiritual counselor	7%	9%	3%	8%	9%	9%	10%	12%
Therapist/Counselor	2%	5%	4%	6%	4%	4%	2%	1%
Other healthcare professional	2%	3%	2%	3%	4%	4%	2%	2%
No one	4%	2%	2%	2%	3%	3%	4%	3%

The sampling error is +/- 3%

Employers and the Internet Are the Least Trusted Source of Health Information

- While the majority trust the accuracy of health information from other sources, only 48% trust health information from their employer at least somewhat
- Only 6% of Americans say they completely trust the accuracy of health information on the Internet

Q. How much do you trust each of the following sources to provide you with accurate health information?



The sampling error is +/- 3%

Many Employers Offer Health Initiatives

Q. Does your employer offer any of the following health programs or initiatives?



Percentages based on 1,229 who indicated they were employed full-time or part-time

The sampling error is +/- 3%

- 30% of employers offer some form of exercise promotion, and almost as many (27%) offer stress-management programs.
- Also common are health advisors (22%) and weight-management programs (20%).

Employers Who Offer Health Programs Build Trust and Enhance the Health of Their Employees

- Those individuals whose employers offer health and wellness programs are more concerned about their health (12% vs. 8% extremely concerned, 14% vs. 20% not at all concerned)
- They also rate themselves as healthier (66% vs. 61% excellent), and are more likely to say that their health has improved in the past year (16% vs. 13%)
- These individuals feel more confident about future success in exercising more (92% vs. 87%)
- Furthermore, they are more likely to seek and trust health information from their employer (71% vs. 56%) and health insurer (81% vs. 74%).