



Internet MD's: Nearly Four in Ten Americans Self-Diagnose Using the Web
*** Complete Tables for Poll Appended ***

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This Marist Poll Reports:

When ill, a sizeable proportion of the American population turns to the Internet to uncover the cause of their illness. According to this national Marist Poll, 37% of adults nationally say they self-diagnose using the Internet at least sometimes. This includes 6% who always go online to self-diagnose, 7% who do so often, and nearly one in four -- 24% -- who act as "cyber doctor" some of the time. However, one in ten residents -- 10% -- seldom self-diagnose online, and a majority -- 53% -- never do.

"Younger Americans are more likely to think the Internet makes them medical experts. Those under 45 are also less likely than older Americans to get an annual checkup," says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion. "And, no surprise here, women are more likely than men to schedule an annual checkup."

Overall, only 54% of Americans report they go to the doctor every year for a checkup. 36% visit their physician just when they are sick, and one in ten -- 10% -- say they never go to the doctor.

How the Survey was Conducted

Nature of the Sample: National Poll of 1,003 Adults

This survey of 1,003 adults was conducted on June 15th through June 23rd, 2011. Adults 18 years of age and older residing in the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within ± 3.0 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: Adults

| Nature of the Sample - National Adults | | |
|--|----------------------------------|-----------------|
| | | National Adults |
| | | Col % |
| National Adults | | 100% |
| Registered Voters | | 80% |
| Region | Northeast | 19% |
| | Midwest | 22% |
| | South | 37% |
| | West | 22% |
| Household Income | Less than \$50,000 | 51% |
| | \$50,000 or more | 49% |
| Race | White | 67% |
| | African American | 10% |
| | Latino | 11% |
| | Other | 11% |
| Race | White | 67% |
| | Non-white | 33% |
| Age | Under 45 | 42% |
| | 45 or older | 58% |
| Generation | Millennials (18-30) | 21% |
| | Gen X (31-46) | 25% |
| | Baby Boomers (47-65) | 33% |
| | Silent-Greatest (Over 65) | 21% |
| Gender | Men | 49% |
| | Women | 51% |
| Interview Type | Landline | 74% |
| | Cell Phone | 26% |

**Marist Poll National Adults: Interviews conducted June 15th through June 23rd, 2011, N=1003 MOE +/- 3%.
Totals may not add to 100 due to rounding.**

Self-diagnose Using the Internet

Asked of National Adults

Question Wording: When you are sick, do you self-diagnose using the Internet: always, often, sometimes, seldom or never?

| | | National Adults | | | | |
|-------------------------|--------------------|---|-------|-----------|--------|-------|
| | | When you are sick, do you self-diagnose using the Internet: | | | | |
| | | Always | Often | Sometimes | Seldom | Never |
| | | Row % | Row % | Row % | Row % | Row % |
| National Adults | | 6% | 7% | 24% | 10% | 53% |
| Region | Northeast | 3% | 10% | 26% | 8% | 53% |
| | Midwest | 3% | 5% | 26% | 15% | 51% |
| | South | 7% | 5% | 24% | 8% | 56% |
| | West | 9% | 10% | 21% | 11% | 50% |
| Household Income | Less than \$50,000 | 5% | 6% | 18% | 8% | 63% |
| | \$50,000 or more | 8% | 8% | 31% | 14% | 39% |
| Age | Under 45 | 10% | 13% | 27% | 10% | 40% |
| | 45 or older | 3% | 3% | 21% | 10% | 63% |
| Gender | Men | 9% | 7% | 22% | 11% | 51% |
| | Women | 4% | 7% | 25% | 9% | 55% |
| Interview Type | Landline | 7% | 7% | 23% | 11% | 52% |
| | Cell Phone | 4% | 6% | 27% | 5% | 57% |

Marist Poll National Adults Split Sample: Interviews conducted June 15th through June 23rd, 2011, N=515 MOE +/- 4.5%. Totals may not add to 100 due to rounding.

Frequency of Doctor's Visit

Asked of National Adults

Question Wording: How often do you go to the doctor: yearly for an annual physical, only when sick, or never?

| | | National Adults | | |
|-------------------------|--------------------|------------------------------------|----------------|-------|
| | | How often do you go to the doctor: | | |
| | | Yearly for an annual physical | Only when sick | Never |
| | | Row % | Row % | Row % |
| National Adults | | 54% | 36% | 10% |
| Region | Northeast | 65% | 28% | 6% |
| | Midwest | 60% | 30% | 10% |
| | South | 47% | 41% | 12% |
| | West | 51% | 40% | 10% |
| Household Income | Less than \$50,000 | 46% | 43% | 11% |
| | \$50,000 or more | 64% | 30% | 6% |
| Age | Under 45 | 47% | 39% | 14% |
| | 45 or older | 60% | 34% | 6% |
| Gender | Men | 47% | 39% | 14% |
| | Women | 60% | 33% | 6% |
| Interview Type | Landline | 57% | 36% | 7% |
| | Cell Phone | 45% | 38% | 18% |

Marist Poll National Adults Split Sample: Interviews conducted June 15th through June 23rd, 2011, N=515 MOE +/- 4.5%. Totals may not add to 100 due to rounding.