



**InterConnections: The IMLS National Study on  
the Use of Libraries, Museums and the Internet  
General Information Report**

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## Introduction

The online information environment has changed dramatically since the earliest online systems emerged in the early 1960s. Growth has occurred both in the number of users of online information as well as in the number of online information resources and providers. The rate of growth in each of these areas increased exponentially with the availability of the public Internet and the World Wide Web. These foundational technological developments created an environment in which almost anyone can “publish” or function as an information provider and both provide and have virtually instantaneous access to massive volumes of information.

Museums and libraries have long been sources of recreation, learning and information for personal, family, educational and workplace purposes. However, the Internet, Web and other technologies have become an increasingly used source of information that some believe will largely replace their physical counterparts. On the other hand, some have speculated that the Internet and related technologies will actually enhance and increase museum and library use. There is no solid evidence to support either assertion, particularly considering the wide range in types of museums and libraries.

Both museums and libraries of all types have adapted to the Internet by providing access to information through the Internet, as well as creating and promoting unique information content for users. They also provide access to their services through the Internet. This Institute of Museum and Library Services (IMLS) solicited and funded “National Study of Users and Potential Users of Online Information” has a primary goal to: “Conduct a national survey of the information needs of users and potential users of online museum and public library information and the Internet.” This is the first of a series of reports of the results of this study; this report focuses on museums.

## Conceptual Model

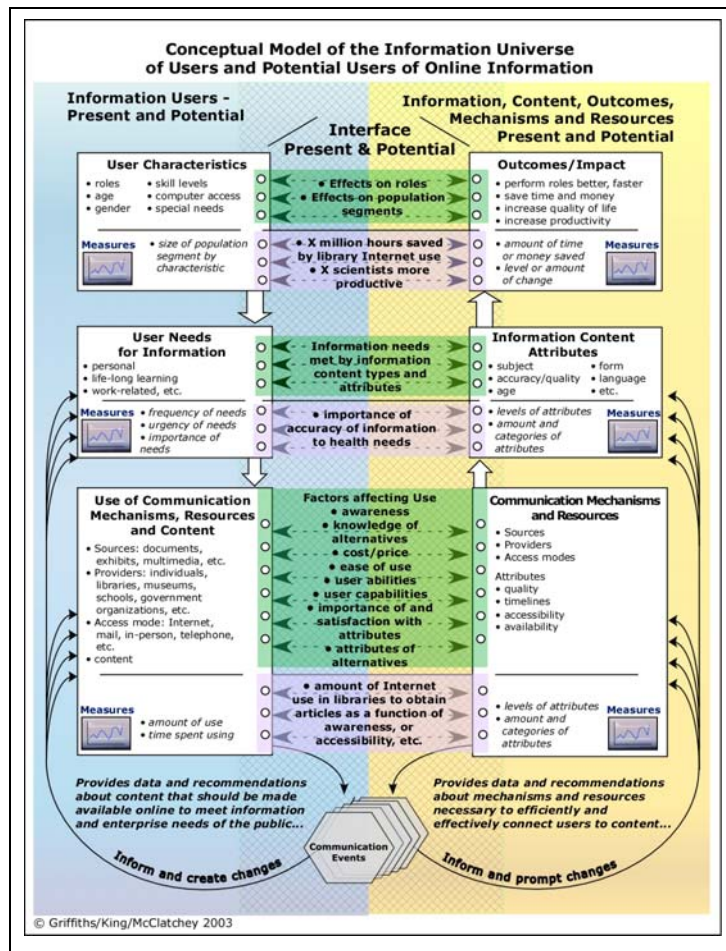
In order to effectively structure the study and survey instruments we designed an initial conceptual model to address the size and complexity of the universe of users and potential users of online information and information providers. This model also enabled us to look at the relationships between the various components of the online environment, so that we could ascertain survey sample and questionnaire parameters that would provide the most information with the best response rate and usable data.

While the model reflects hundreds of relevant studies we have worked on, we did not intend it to be final, but rather a starting point from which to characterize this universe. And we have, indeed, made some modifications as we have proceeded. The model is based on two critical components:

- information users – present and potential
- information content, mechanisms and resources that are (or could be) utilized by the users

The user component (vertical large blue rectangle) includes characteristics of the user population; their needs for information (e.g., a health problem, a school homework assignment, a work-related research need, recreational interest, cultural attraction);

and use of various sources of information (e.g., documents, exhibits), providers of these sources (e.g., libraries, museums), and modes of access (e.g., Internet, personal observation). The information component (yellow rectangle), starting from the bottom, includes the communication mechanisms and resources by which the information is accessed, and their attributes; information content attributes; and the outcomes/impact derived by users having the information. Perhaps the most significant insights have to do with the relationships between the boxes (the arrows between each box), e.g. how the user characteristics of teachers shape their need for information which in turn impacts their use of the resources, which in turn will effect the resources themselves, their content attributes and ultimately the outcomes and impact, both for the user and the information resource.



The model shows that the sources, providers, and modes of access possess important attributes (e.g., availability, accessibility, price). The use of sources, providers and modes of access are influenced by several factors, such as user awareness of them, ease of use, and attributes. Amount of use can be estimated as a function of these factors, including user perception of attributes. Information content also has important attributes that are related to meeting the users' information needs. For example, accuracy and currency are essential to meeting many health-related needs, language is important to various population segments – for people with different native languages, those learning languages, etc. Finally, use of information results in some outcomes (or impact) such as improved student learning, time saved, etc. Outcomes can be related to specific segments of the population. While there are many possible ways of characterizing the information universe, we have found this model to be very useful in our studies of a range of information sources, providers, and access modes (particularly the Internet).

The distinction above is made because information users make choices from information sources, providers and means of access when information needs or wants arise. These choices depend on such factors as user perceptions of quality, trustworthiness, etc. of information available from sources and providers and ease of use or cost of using. The surveys are designed to observe choices made from among many alternatives.

We made the decision to segment our inquiry by the information provider, so that we looked at the use of museums, for example, separately from other information providers like public libraries. The remainder of this paper is based on that segment of the National Study specifically related to museums as physical and virtual information providers.

## Methods

### UNDERLYING PHILOSOPHY

We defined the underlying philosophy of this study to shape our surveys as follows:

There are basic needs for information, such as for addressing personal (or family) situations, recreation or informal learning, formal education as teachers and students, or workplace activities. In addition, some information is wanted for entertainment and other such reasons.

- Information needs (or wants) can be addressed through a variety of sources such as publications, videos, exhibits, websites, presentations, family, friends, and so on.
- The sources of information are available from various providers such as libraries, museums, the Internet, bookstores, television, and so on.
- Information sources such as exhibits provided by museums can be accessed/obtained in-person, through the Internet or even on television.

The distinction above is made because information users make choices from information sources, providers and means of access when information needs or wants arise. These choices depend on such factors as user perceptions of quality, trustworthiness, etc. of information available from sources and providers and ease of use or cost of using. The surveys are designed to observe choices made from among many alternatives.

### SURVEYS

The components of the National Study involved five household telephone surveys of adults (18 and over) including:

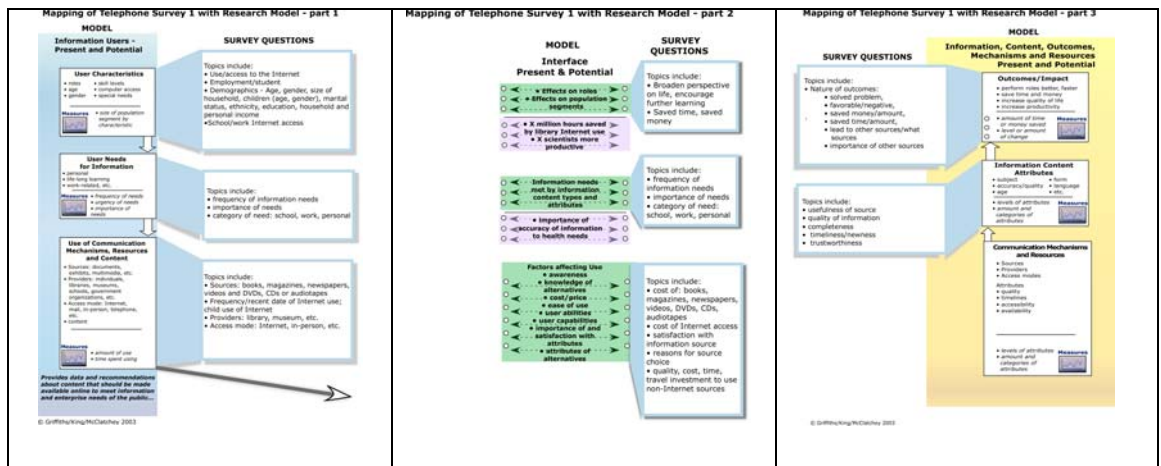
- A general information survey to place a context on the extent of use and factors affecting use of a range of sources and providers prior to examining use of library, museum, and Internet provision of sources of information. This survey had a total of 1,557 completed interviews.
- A survey of museum in-person and remote visits to their websites through the Internet with a total of 1,047 completed interviews.
- A survey of public library in-person and remote visits through the Internet with a total of 1,049 completed interviews.
- A survey of Internet use with a total of 1,607 completed interviews.
- A survey of the use of specific sources such as books, newspapers, etc. and other types of libraries including academic, special and school with a total of 1,361 completed interviews.

These numbers of completed interviews do not include approximately 1,500 “overflow” interviews that will be included in final results for the general information and Internet surveys.

Surveys	Number of Completed Interviews
General Information	1,557
Museum in-person and remote visits	1,047
Public library in-person and remote visits	1,049
Internet use	1,607
Use of specific resources (e.g., books, newspapers, etc.)	1,361
Overflow interviews	1,500

## MAPPING OF MODEL TO SURVEYS

Once we established the conceptual model, the underlying philosophy and assumptions of the study, and generated the survey instrument, we created an initial mapping of the model to each of our proposed survey questionnaires. Though we did minor modifications as we advanced into the study, changes based both on statistical management concerns as well as pragmatic implementation issues, working through this initial mapping was helpful in ensuring that our surveys would yield us the desired information in a usable format. In the figures below is an example of one of the survey questionnaires mapped to the conceptual model.

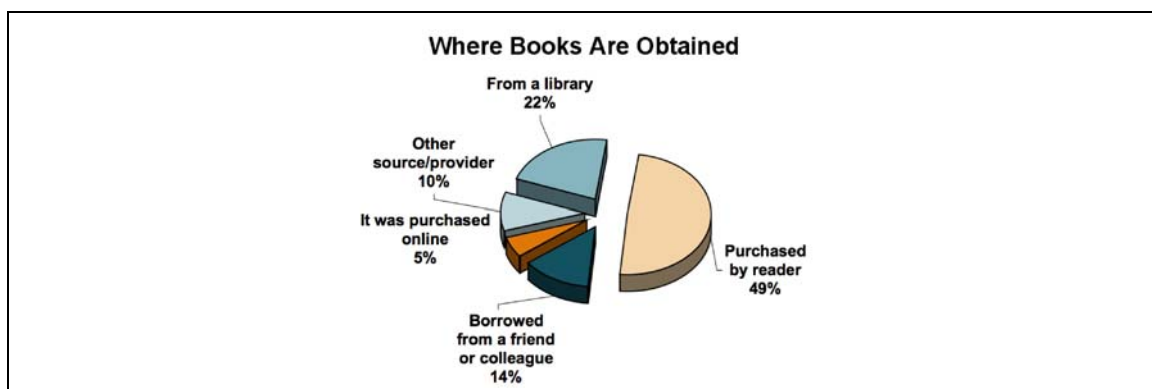


## Sources of Information

This section describes six frequently used sources of information: books, magazines, professional trade and scholarly journals, newspapers, the Internet and individual persons. These sources are generally used for many purposes ranging from recreation to keeping current with news and dealing with important situations in which information is needed to make decisions or solve problems. These two levels of purpose are described below for the different sources and how their use is affected by the two levels.

### USE OF BOOKS BY ADULTS

Adults were asked where they obtained the last book they used.

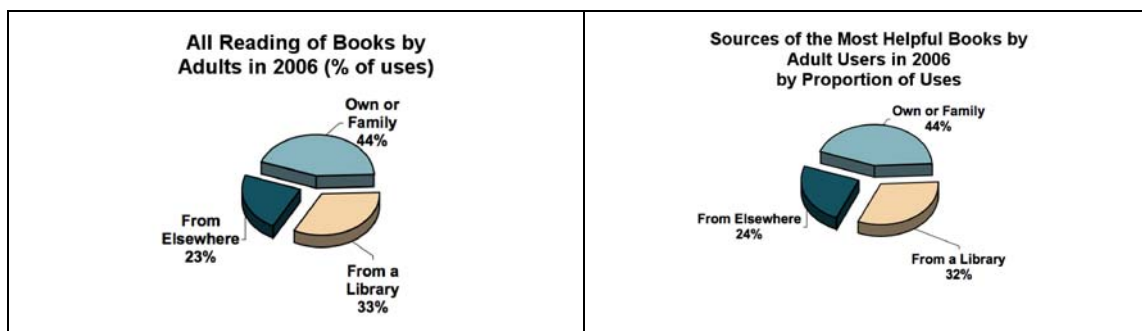


While the largest proportion of books were purchased by the reader or family member (49%), 21.7 percent of these books were obtained from a library. There are 385 million adult visits to public libraries involving using books, magazines or newspapers in the library in 2006 and 485 million visits in which a book or books are checked out (PL Table 26). The National Center for Education Statistics (2005) shows that public libraries had about 2.1 billion items checked out (including CDs, videos, etc.) to patrons of all ages. The public library circulation has increased from 6.1 items included per capita in 1992 to 7.1 in 2005. The Public Library Survey showed that 71% of occurrences of circulation is of books (PL Table 26).

Museum visits often result in the purchase or ordering of books for later study: 13.4% of in-person visits, and 4.3% of remote visits (M Table 12,16). This represents about 3.7% of books obtained from all sources.

Adults were also asked about their last important situation for which they needed information from another source in order to make a decision or solve a problem. They were then asked from what sources they used to obtain information for this situation. Books were mentioned, among other sources, in 33.8 percent of important situations.

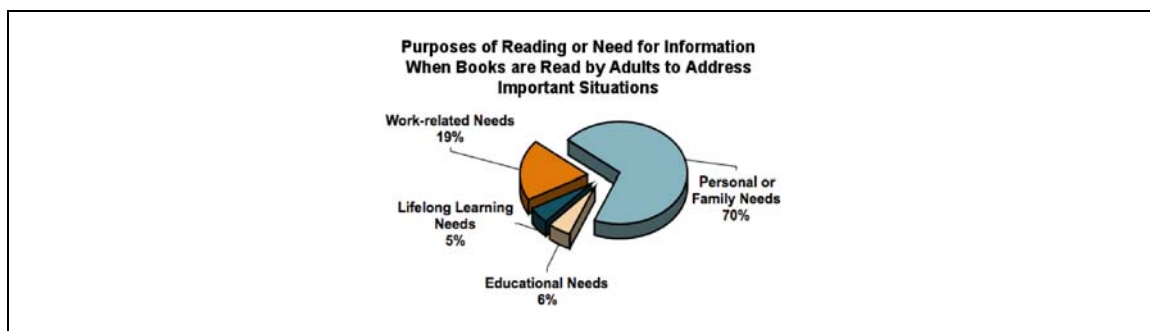
Books were said to be the most helpful source for 9.2 percent of the situations. Book users were asked from what sources they obtained their last used book including: their own or a family member's, from a library or from somewhere else.



In both instances about one-third of book readings are from libraries. Tables 1, 2

Adults were asked for what purpose they used the last book: Recreation is the most frequent purpose although a book can be used for multiple purposes including educational needs of students and teachers and for lifelong learning.

When a book is used to address an important situation, the purpose of use or need for information is somewhat different.

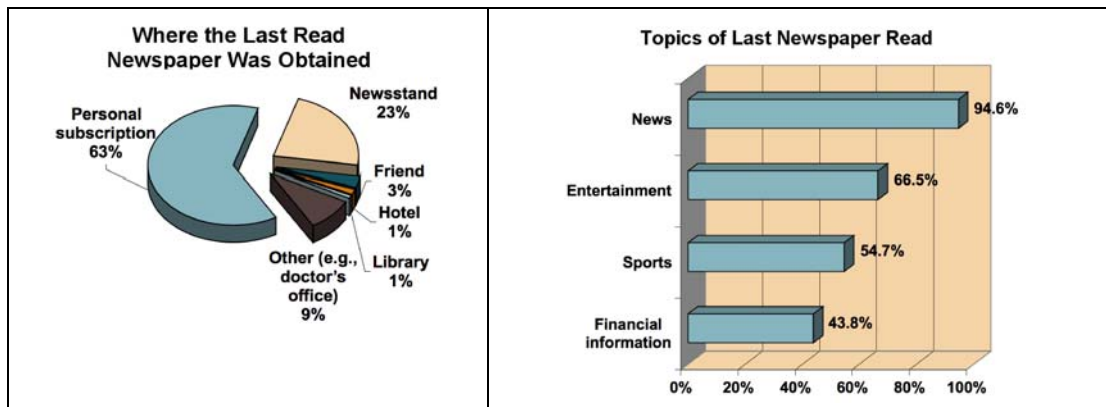


These situations mostly involve personal or family needs such as health, purchasing, finance, etc. (70.0%) and work-related needs such as research (medical, science, etc.), administration, marketing or sales, etc. (19.1%). Tables 8, 9.

### NEWSPAPER AND MAGAZINE READING BY ADULTS

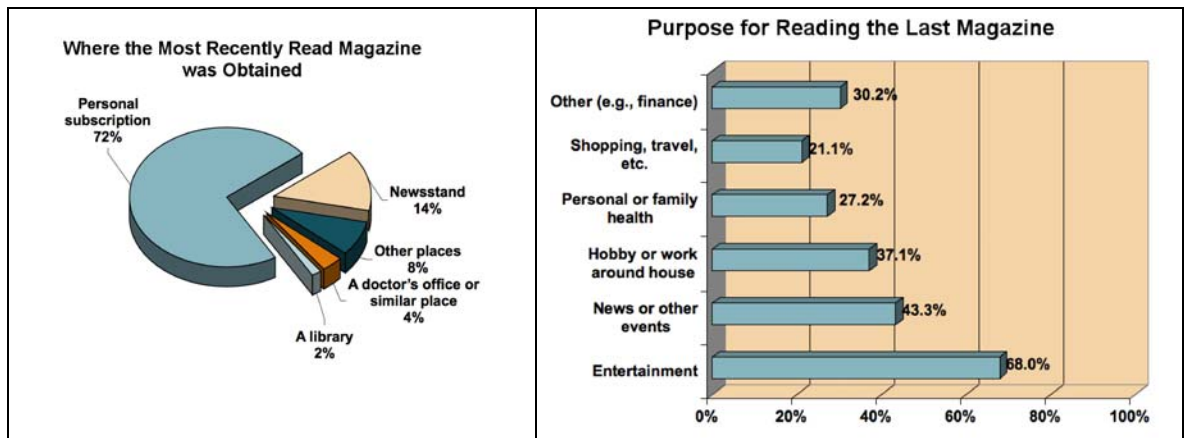
Adults were asked how many newspapers they normally read.

- 79% of adults say they normally read an average of 1.5 newspapers.
- 7.9% of the last newspaper read was in electronic format.



Adults were asked how many magazines they read regularly (not including professional trade or scholarly journals).

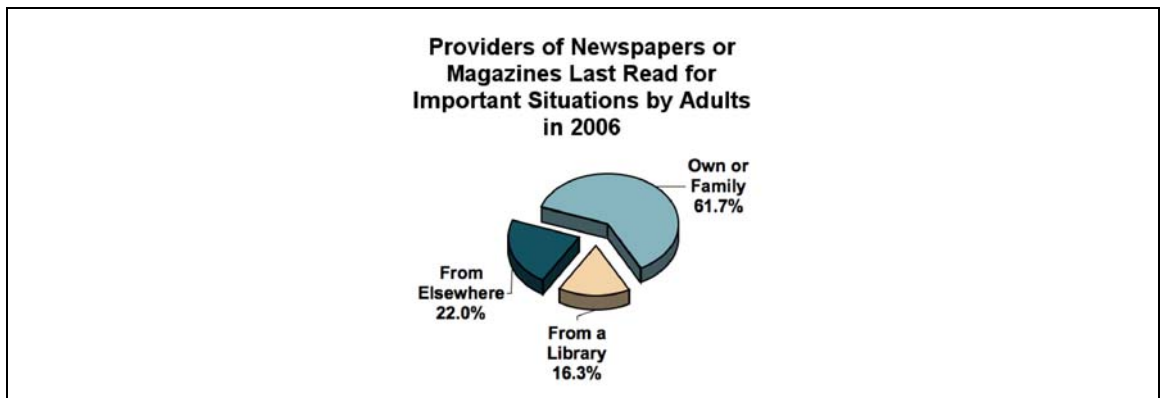
- 77% of adults say they read regularly from magazines and they average reading regularly from three such magazines.
- Only 2.3% of the last magazines read were in electronic format.





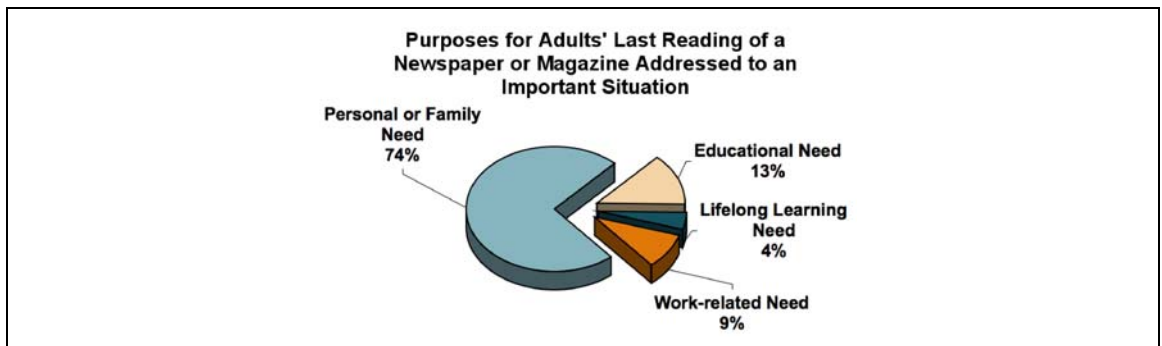
Because of the relatively small number of responses involving reading of newspapers and magazines addressed to important situations, the two are combined for description and analysis. Newspapers and magazines were included in the question about what sources were used to obtain information needed to address the last important situation and, then, where the newspaper or magazine came from. Over one-fifth of all sources used for the last important situation included newspapers or magazines (15.2 billion uses), but only 2.6 percent of the most helpful sources included them (1.7 billion occasions). Tables 1, 2

The providers of newspapers or magazines last read for important situations are similar to those last read for general purposes.



Newspapers or magazines read for important situations are much more likely to be obtained from a library than those read generally (16% vs 3%). Table 1, 2 This may be because the information needed may be from older copies of them.

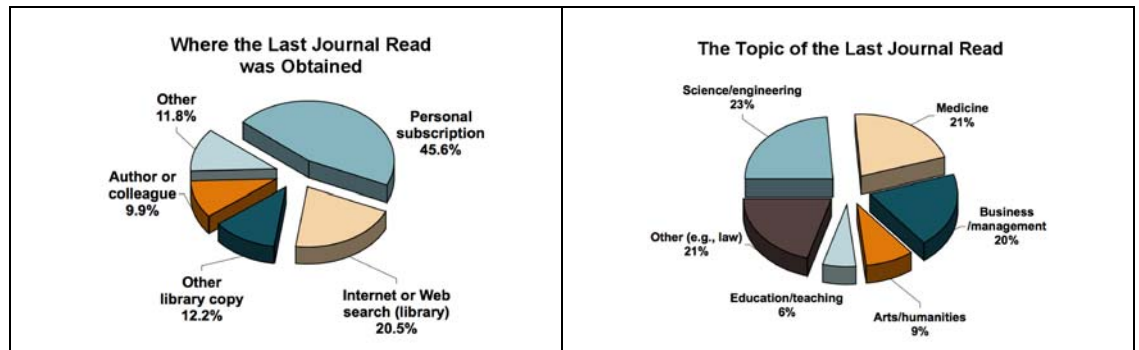
The purposes for which information was needed from newspapers or magazines is different for important situations than generally,



Clearly personal or family needs such as health, hobby or work around the house, shopping, etc. dominate, as was the case with general reading of those two types of publications.

### USE OF PROFESSIONAL TRADE AND SCHOLARLY JOURNALS

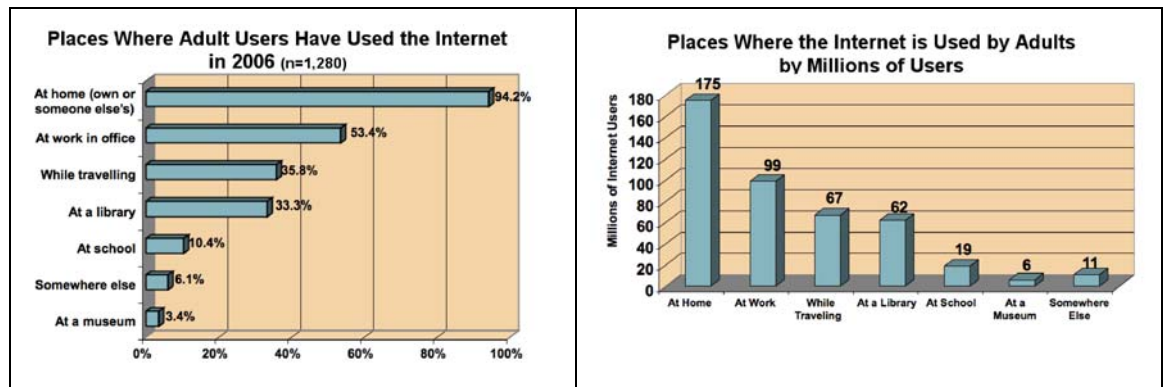
Nearly half of the readings of journals continue to be from personal subscriptions, but nearly one-third are from library copies or are provided by libraries on the Internet or through Web searches. The topics of reading vary among several professional fields.



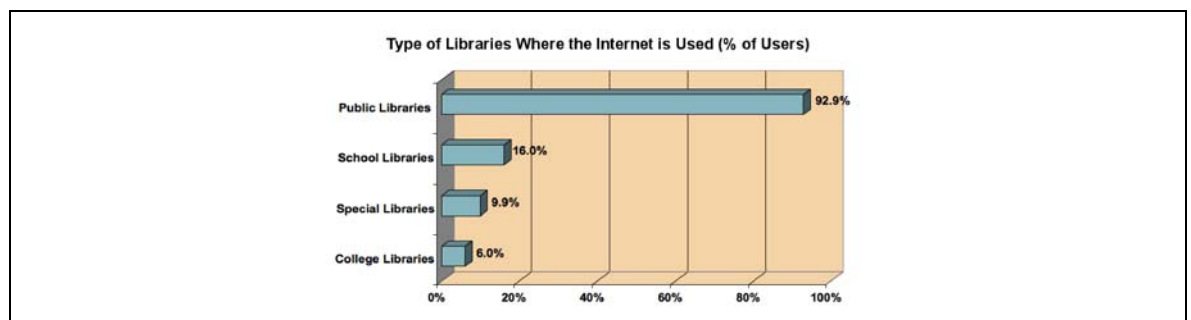
### USE OF THE INTERNET

The Internet is estimated to be used by 83.3 percent of adults (185.9 million adults). Using a weighted estimate from two indicators of use (how often is it used and where was the last use), the total use is estimated to be 99.9 billion in 2006. (Tables 1, 8. When used to address important situations, the number of uses decreases to 33.8 billion occurrences.

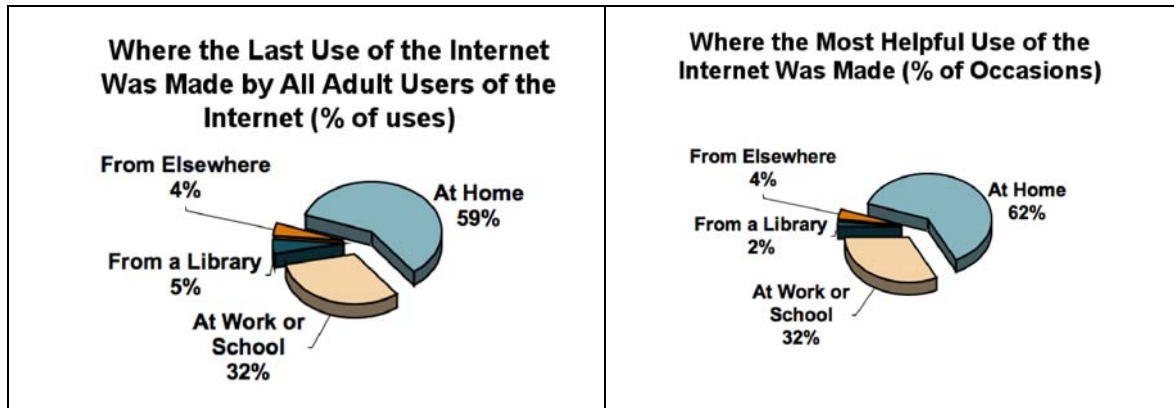
The general Internet adult users were asked about places they use the Internet.



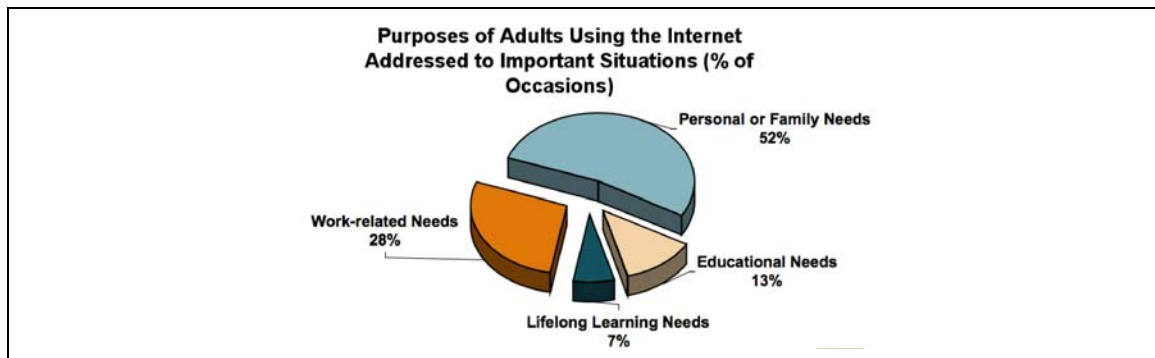
The type of libraries used by adult Internet users includes four types of libraries.



Public libraries are by far the most frequently used type of library used by Internet users, When the Internet is used to address important situations a different pattern emerges. Tables 1, 2



When the Internet is used for important situations the general information needs are as follows (Table 8):

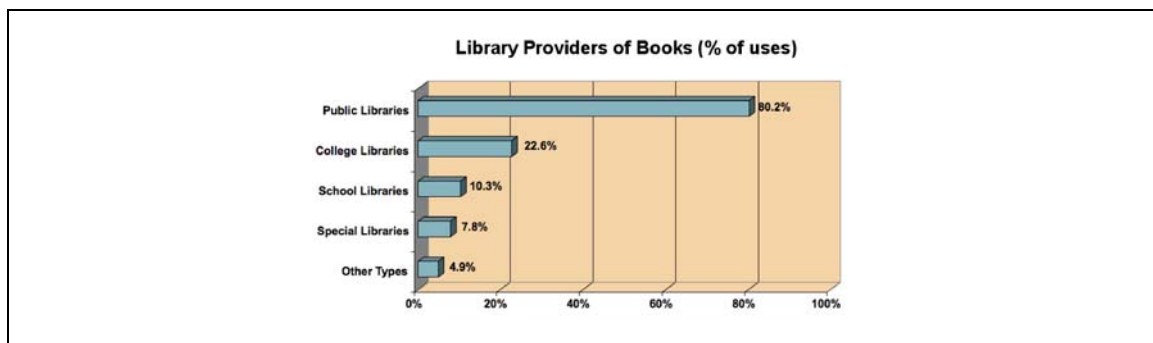


The personal or family and work-related information needs dominate use of the Internet for important situations.

## PROVIDERS OF SOURCES OF INFORMATION

Adults were asked in the General Information Survey about their use of five types of libraries: public libraries; college or university libraries; elementary, middle or high school libraries.

Use of various sources for the last important situation come from several types of libraries:

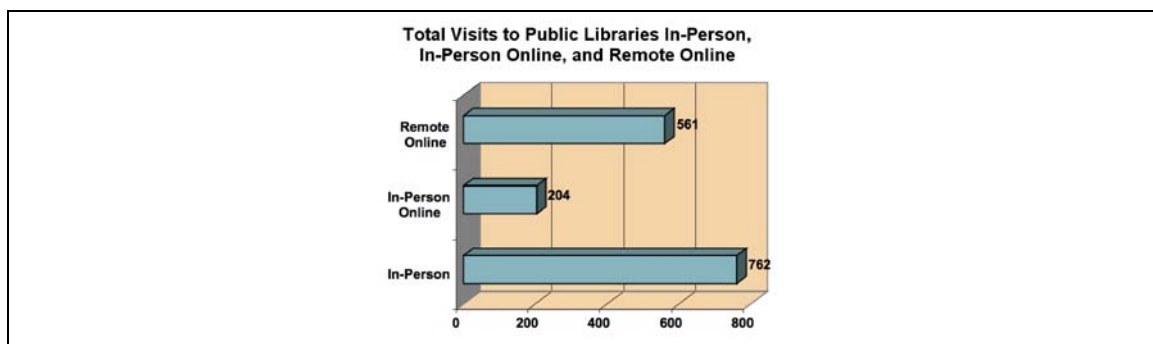


There are 2.8 billion occasions in which libraries are used to provide books, newspapers, magazines, or the Internet. About 2.2 billion of these occasions involve public libraries. Other types of libraries include church libraries, libraries in rest homes, and so on.

General use of libraries was established by asking about visits to different types of libraries. The adults were asked if they visited each type of library in-person, used the Internet in the library (i.e., in-person online), and remotely online through the Internet by connecting from some place other than the library, like their home. Adults were also asked “in the past 12 months have they used the library more often, less often, or about the same as they did previously.” These results are summarized by public libraries (from results presented in the Public Library Report) and the other four types of libraries. Finally, for some providers, the impact of the Internet on visits is discussed.

### PUBLIC LIBRARIES

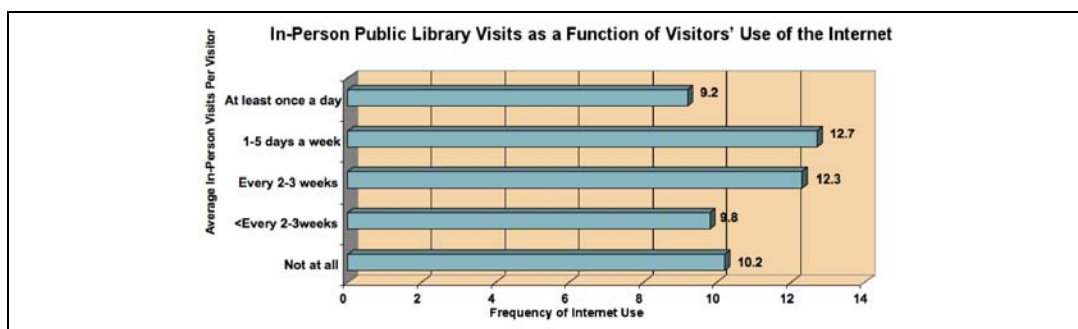
In 2006 public libraries were visited by either in-person or by remote online by 155 million adults (70%) totaling 1.32 million visits. There were about 76.2 million visits in-person and 56 million remote online. The in-person visits involved 204 million uses of the library workstation for access to the Internet through in-person online.



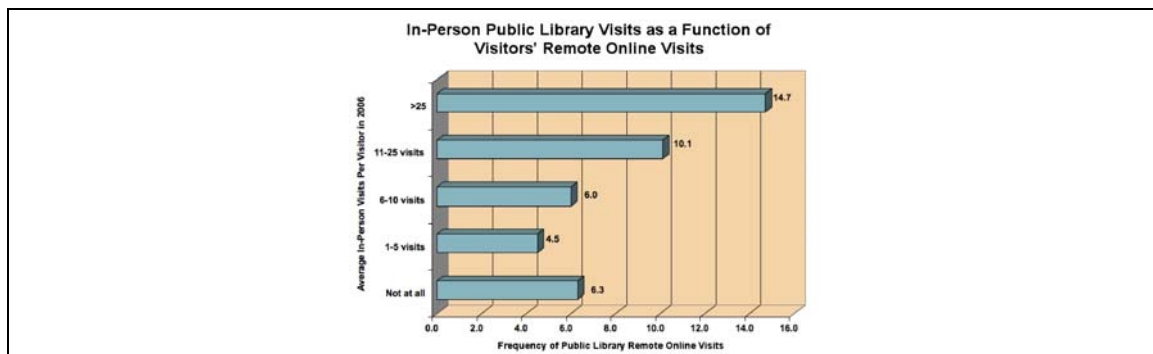
The visitors were asked about their trend in visits. Results shed some light on the impact of the Internet on public library visits.

Evidence suggests that, if anything, public library use has been enhanced by the introduction of the Internet in the past 10-15 years.

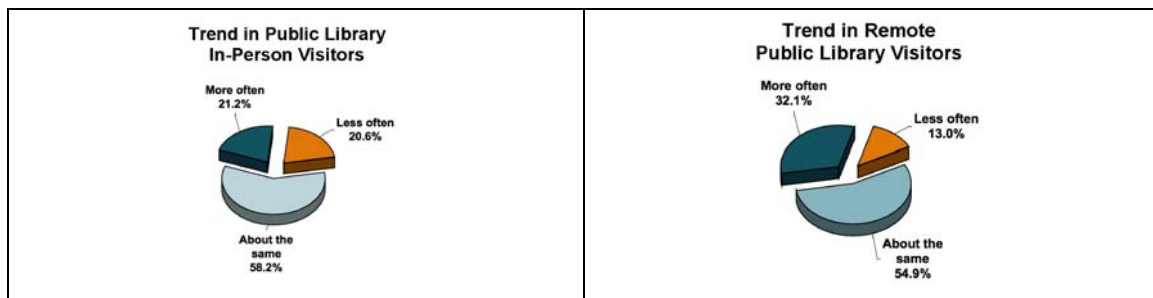
- Public library visits continue to increase: according to the National Center for Education Statistics (NCES) the number of visits per capita increased from 3.83 in 1992 to 4.75 visits per person in 2005. Thus, the Internet does not appear to result in declining public library visits.
- There appears to be very little difference in average number of public library visits per visitor compared with their use of the Internet. Thus, overall, Internet use by visitors has only a small effect, if at all, on number of public library visits.



Where the Internet has clearly had an effect on in-person visits is by use of remote online visits. As remote online visits increase the average number of in-person visits increase.



Adults were asked if they visit public libraries more often, less often or about the same as done previously.

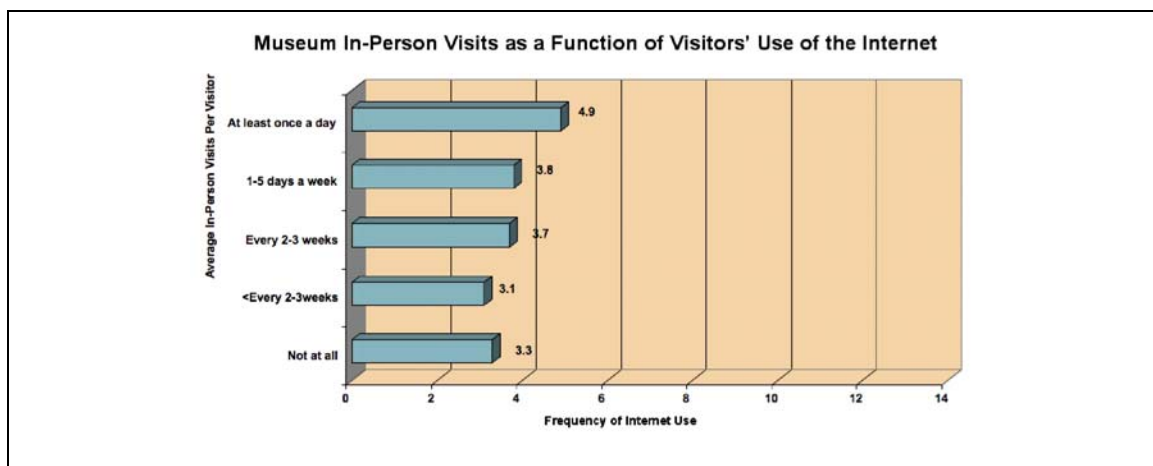


The trend in in-person visiting is up some, but is up substantially for remote visiting. Adults who visit both in-person and remotely have a somewhat more positive trend in in-person visits compared with those who did not visit remotely online:

- Most remote online visitors (91%) also visit in-person.
- Internet use has led to additional information sources, including libraries of all kinds, with 1.3 billion such occurrences in 2006.

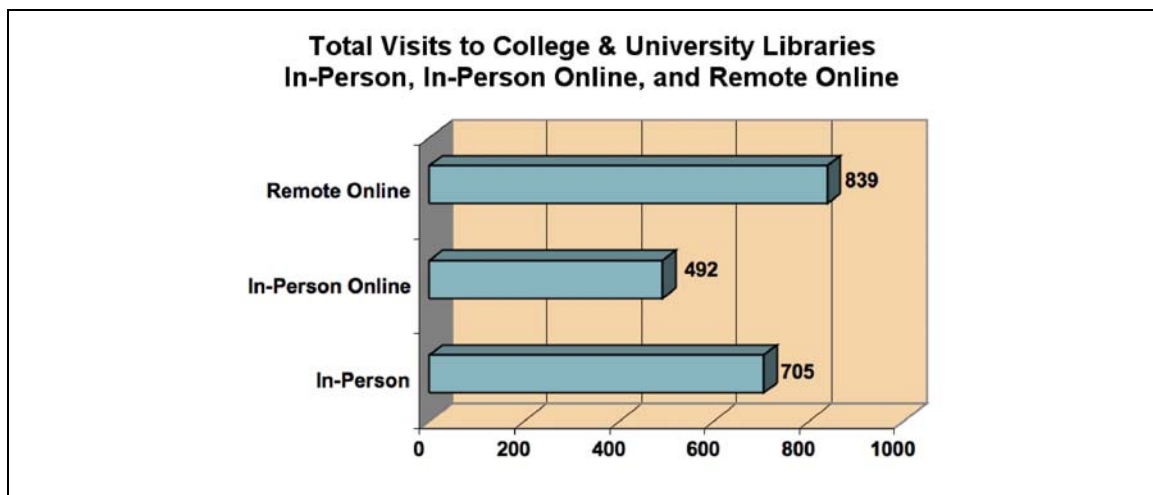
### MUSEUMS

- In-person visits to museums seem to be correlated with the visitors' overall use of the Internet. Thus, the Internet does not appear to affect museum use, but may actually stimulate in-person visits.

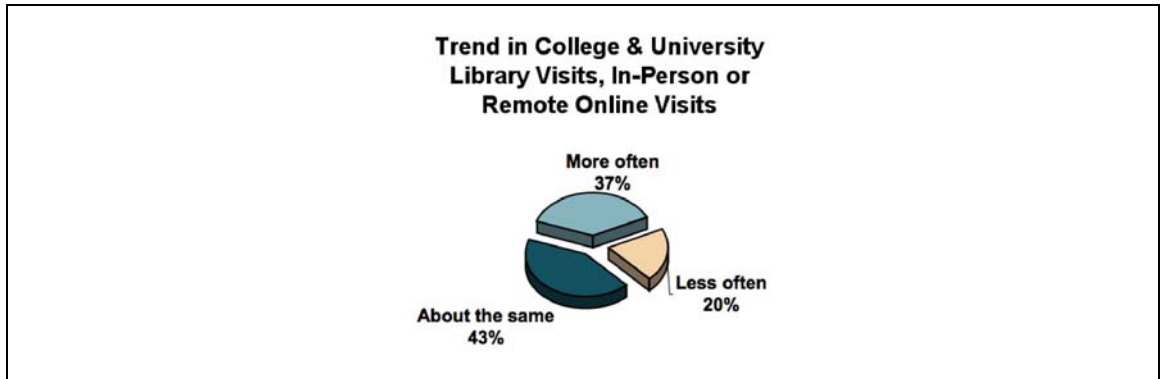


### COLLEGE AND UNIVERSITY LIBRARIES

A total of 38.1 million adults (including students, faculty, staff and others) visited college and university libraries in-person or by remote online in 2006. About 35.9 million visited in-person, 21.4 million visited the Internet in-person online and slightly more 26.5 million remote online. The number of visitors impact number of visits.



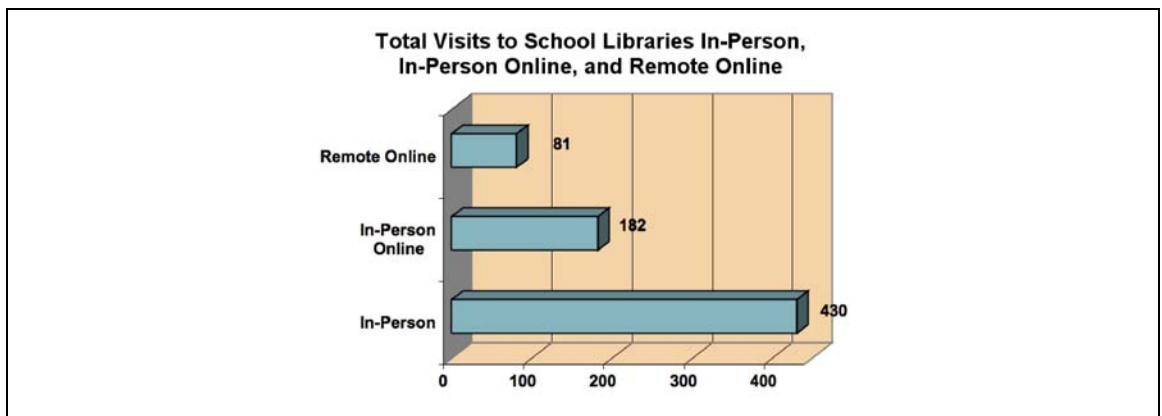
This type of library is the only one in which remote online exceeds in-person visits. Trend toward more use is substantial.



Evidence from elsewhere (including an IMLS study underway by the University of Tennessee) shows that online bibliography searching and online access to the libraries' journal database have had a significant impact on library use. A series of surveys of college and university science faculty and staff over 30 years shows that the reading of journals has increased from about 150 to 250 articles read per scientist. This amount of reading relates to an increase of just under 100 articles read from the libraries' collection. About one-half of the increased reading from library collections is due to online bibliographic searches which identifies articles that are obtained from the libraries and the rest due to an increase in number of journals acquired by the libraries in electronic format. While most reading from personal subscriptions remains in print, most reading from library collection is from electronic versions.

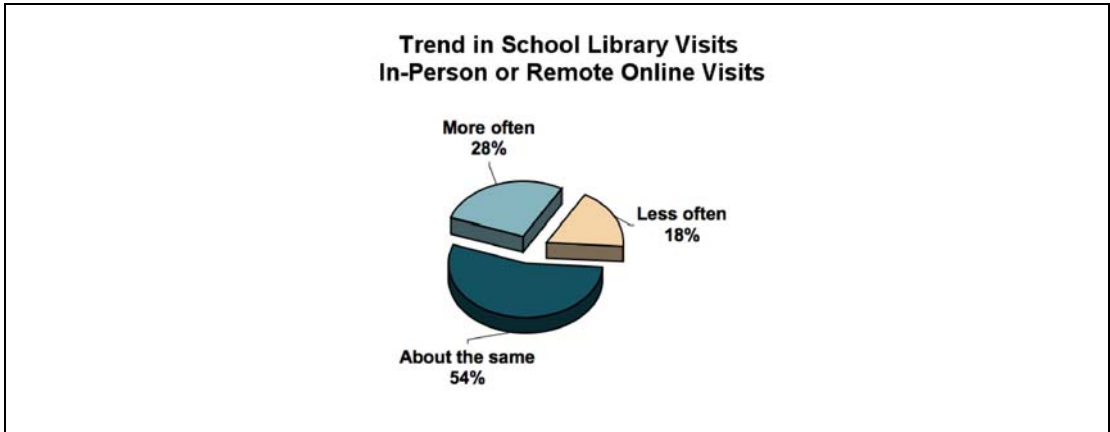
**ELEMENTARY, MIDDLE AND HIGH SCHOOL LIBRARIES**

A total of 22.4 million adults (including students 18 and older and school librarians) are estimated to visit school libraries in-person and remote online in 2006. About 21.6 million visited in-person, 8.5 million visited in-person online and 6.8 million visited remotely online.



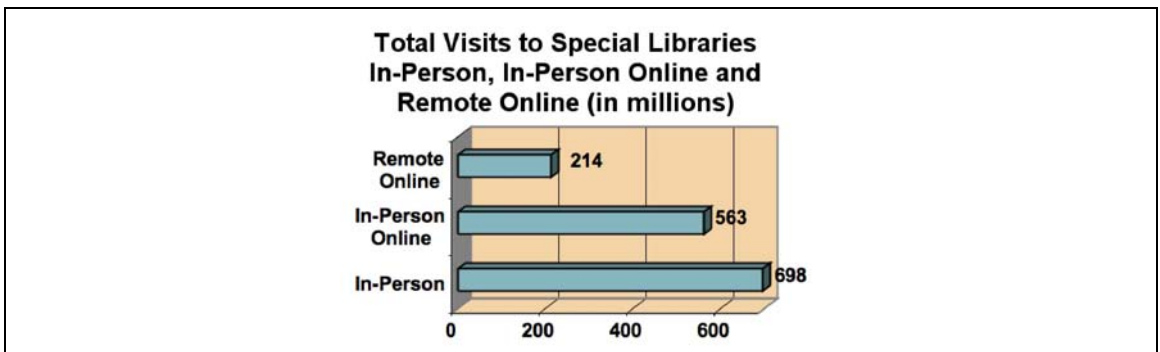
Online access to the Internet via school libraries is far less than in-person visits.

Trend in in-person or remote online visits tends to increasing.

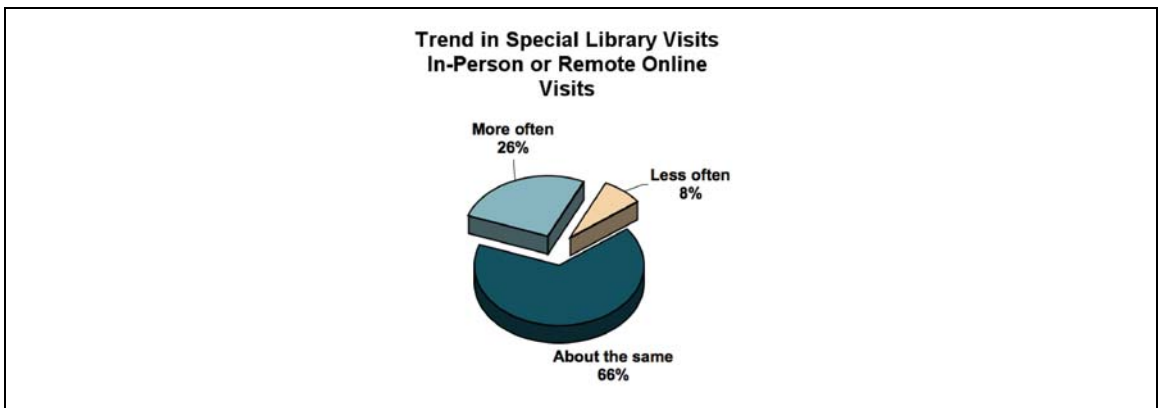


### SPECIAL IN-HOUSE WORKPLACE LIBRARIES

There are estimated to be 19.9 million adults who visited special libraries in-person or by remote online. Of these 19.4 million visited in-person, 9.2 million visited in-person online and 7.6 million visited by remote online.



More of the visitors visited in-person or by remote online are about the same (65.7%) than any of the visitors to other libraries.

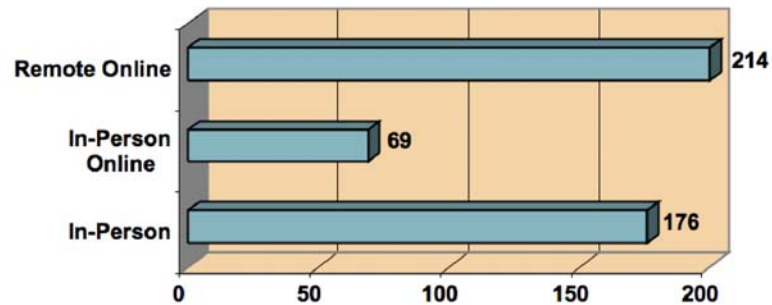




## OTHER TYPES OF LIBRARIES

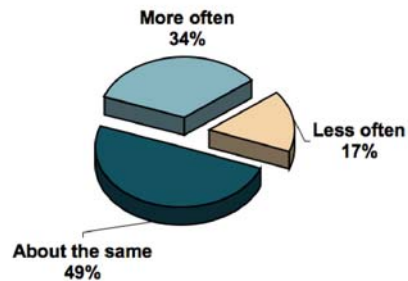
Other types of libraries had 15.6 million visits who visited these libraries in-person and remotely online. About 14.2 million visited in-person, 4.2 million visited in-person online and 7.1 million visited remotely online. These libraries are visited more remotely online than in-person online.

**Total Visits to Other Types of Libraries In-Person, In-Person Online, and Remote Online**



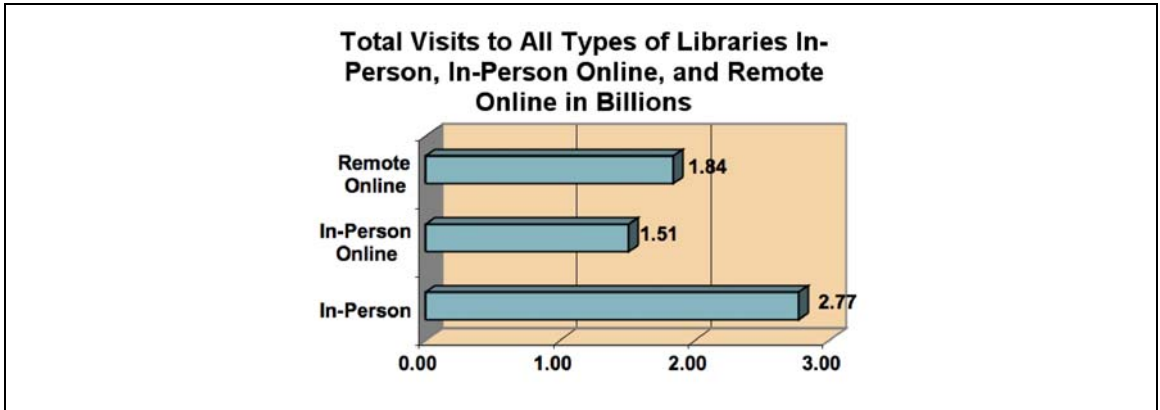
Trend in visits in-person or remotely online is positive.

**Trend in Other Types of Library Visits In-Person or Remote Online Visits**

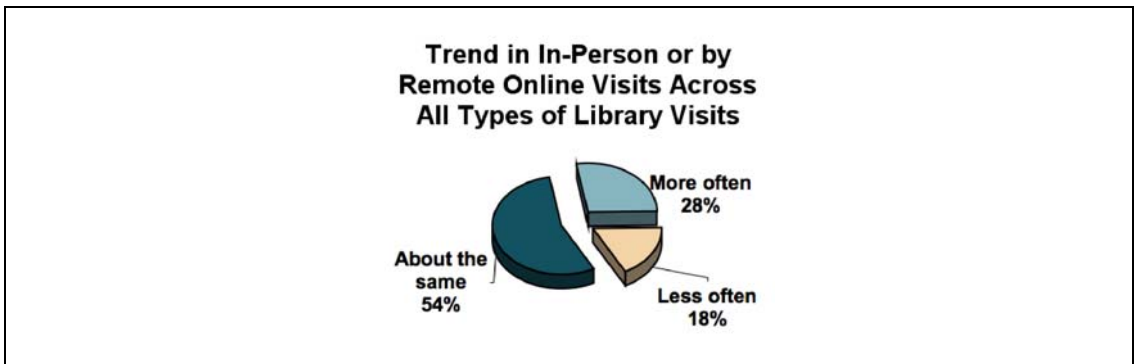


**ALL TYPES OF LIBRARIES**

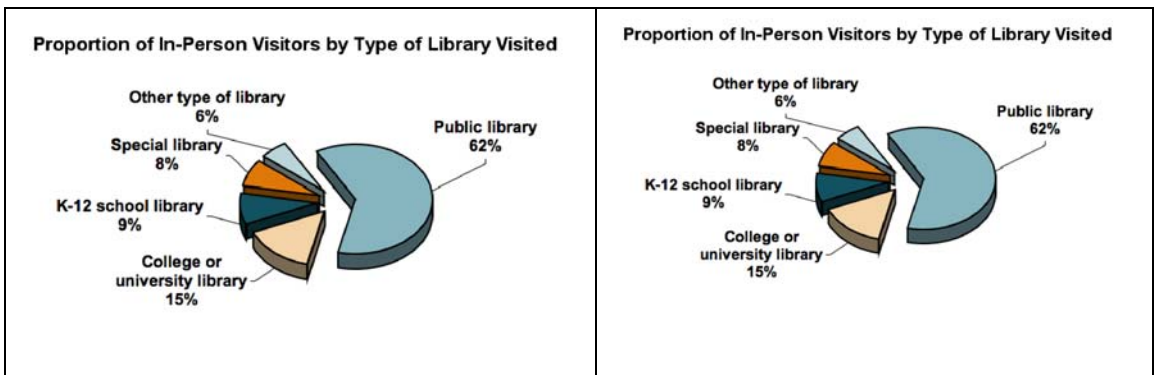
There are 251 million adults visitors to libraries, recognizing that some visit more than one type of library. The breakdown by type of visit is 240 million in-person, 117 million in-person remote, and 119 remote online visitors. Total visits include 1.84 billion remote online visits; 1.51 billion in-person line and 2.77 billion in-person visits. Thus, visitors average visiting 1.9 type service. The number of visits reflects number of visitors with an average of 11.5 visits in-person per year, 13.0 visits to in-person online, and 15.5 remote online visits.

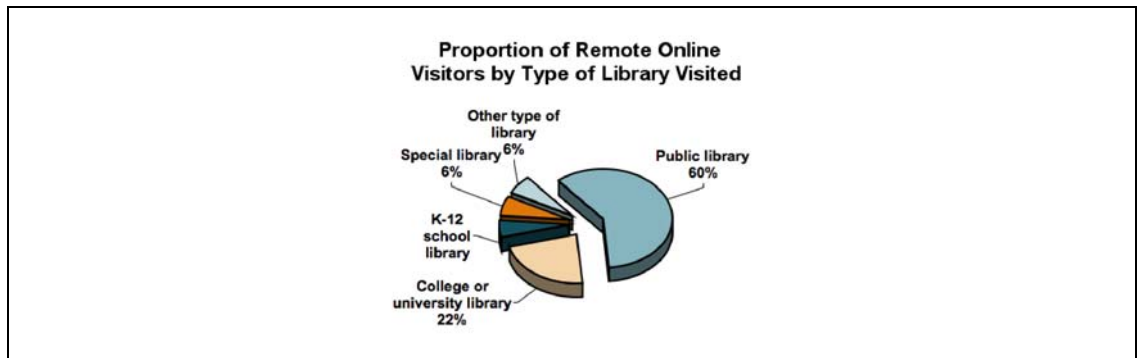


The trend in visits is positive across all libraries.



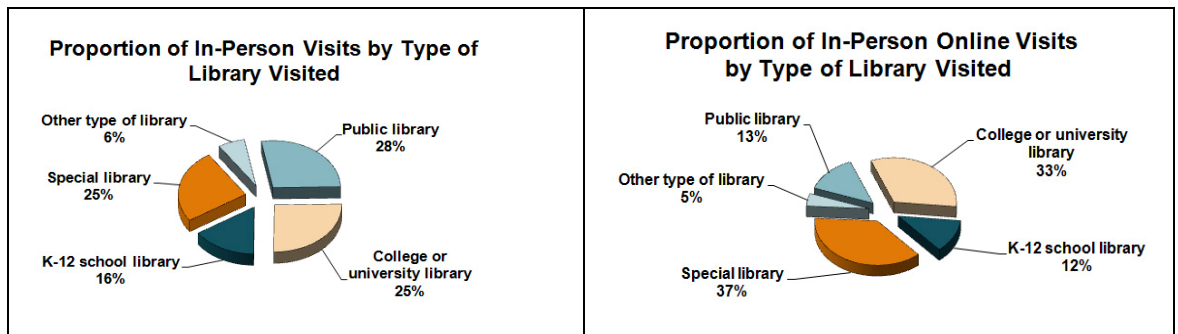
The relationship among libraries varies by type of visit.



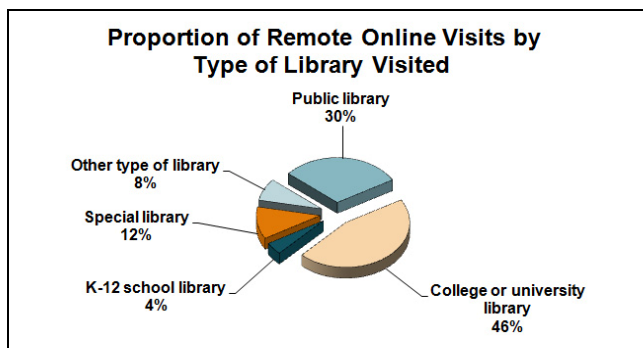


College or university libraries appear to have relatively more online access.

Visits of the five types of libraries are also examined.



The proportion of in-person visits to public libraries is less than half of visitors because the average visits per visitors is much less than for the other types of libraries (e.g., 4.6 vs 35 per visitors in special libraries)



The proportion of remote online visits by college or university visitors is high because faculty and students often access from offices or dorms, particularly the journal literature.

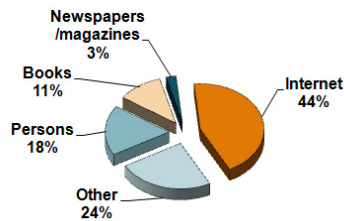
## INFORMATION NEEDS

Adults were asked questions about important situations where they need information from another source (other than themselves) to make a decision or solve a problem. They then describe such situations which were post-classified into about 200 categories. These situations were broadly grouped by personal or family information needs, education needs, lifelong learning needs and work-related needs. Because of the prominence of medical situations a special group was formed for this important area. Some categories appear in more than one group such as medical research appears in education, lifelong learning and work-related needs. A grouping and description of situation is given in Appendix A.

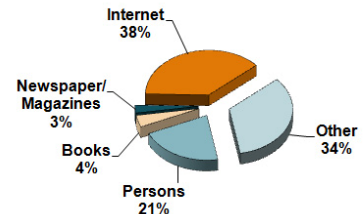
### PERSONAL OR FAMILY INFORMATION NEEDS

A total of 1,109 situations were classified into this group. A further breakdown included health or wellness issue (n=463), finance or legal problem (n=233) purchases or sales (n=95), travel or vacation (n=98), work around the house (n=53), job hunting or career planning, death issues (n=35), and other (n=114). Table 8. The proportion of uses of most helpful sources show that the Internet is nearly always the source most often used with the exception of death issues where over half of the occasions involve persons.

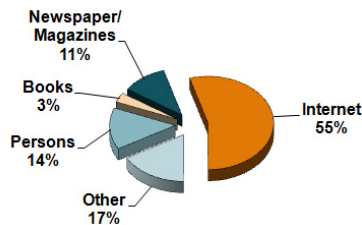
**Proportion of Situations in Which Source Are the Most Helpful in Addressing Health & Wellness Information Needs**



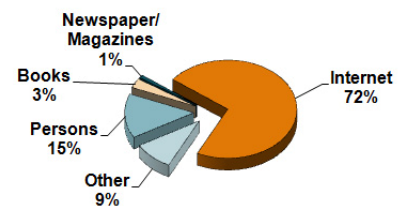
**Proportion of Situations in Which Source Are the Most Helpful in Addressing Finance or Legal Information Needs**



**Proportion of Situations in Which Source Are the Most Helpful in Addressing Purchase or Sales Information Needs**

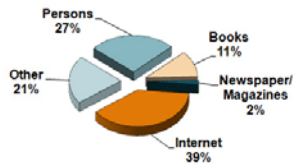


**Proportion of Situations in Which Source Are the Most Helpful in Addressing Travel or Vacation Information Needs**

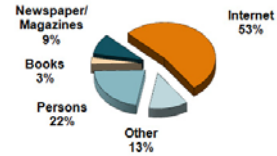


General Information Sources

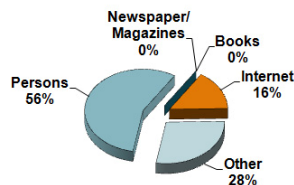
Proportion of Situations in Which Source Are the Most Helpful in Addressing Information Needs for Working Around the House



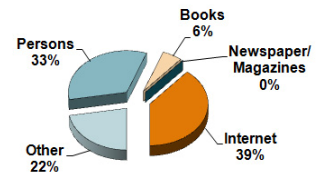
Proportion of Situations in Which Source Are the Most Helpful in Addressing Information Needs for Job Hunting or Career Planning



Proportion of Situations in Which Source Are the Most Helpful in Addressing Death Issue Information Needs

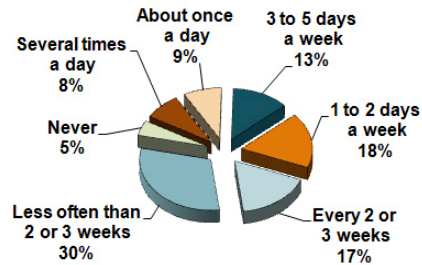


Proportion of Situations in Which Source Are the Most Helpful in Addressing Other Information Needs

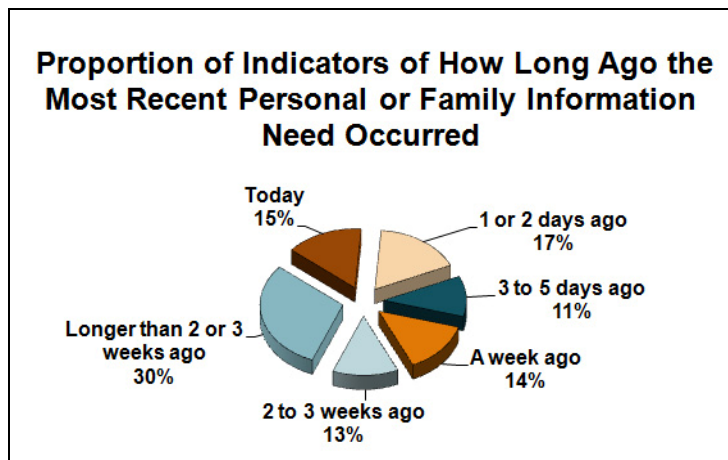


Adults who had personal or family information needs were asked about how often such important situations occur. Results suggest it is quite often.

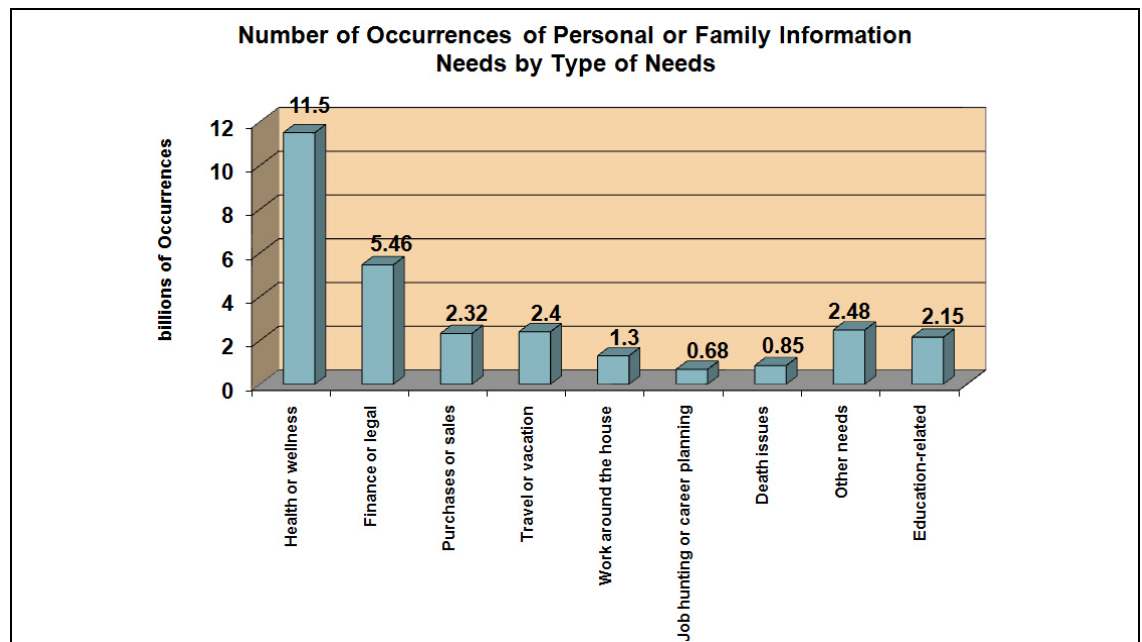
Proportion of Indicators of How Often Personal or Family Information Needs Occur



Another indicator of number of important situations involving personal or family needs is how long ago the most recent situation occurred.



These two indicators of occurrences are given values, combined and weighted to yield a rough estimates of total number of 29.185 billion such occurrences. Table 9.

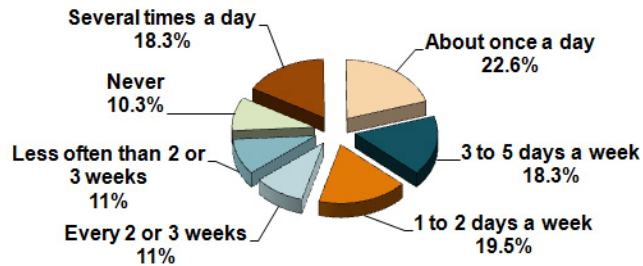


## EDUCATION INFORMATION NEEDS

Education information includes two general groups: (1) formal education that involves student and teacher information needs (including homeschooling) and adults helping children with homework or other queries and (2) other education information needs about schools, education requirements, etc.; counseling, PTA and special education; and other education information needs.

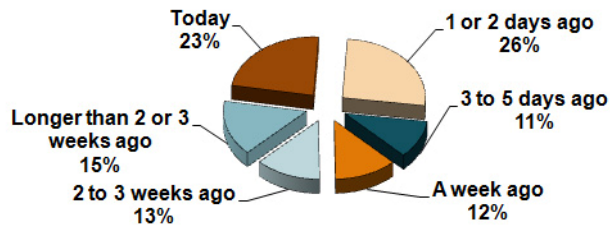
Adult students were asked about how often they had important situations involving school.

**Proportion of Indicators of How Often Student School Related Information Needs Occur**



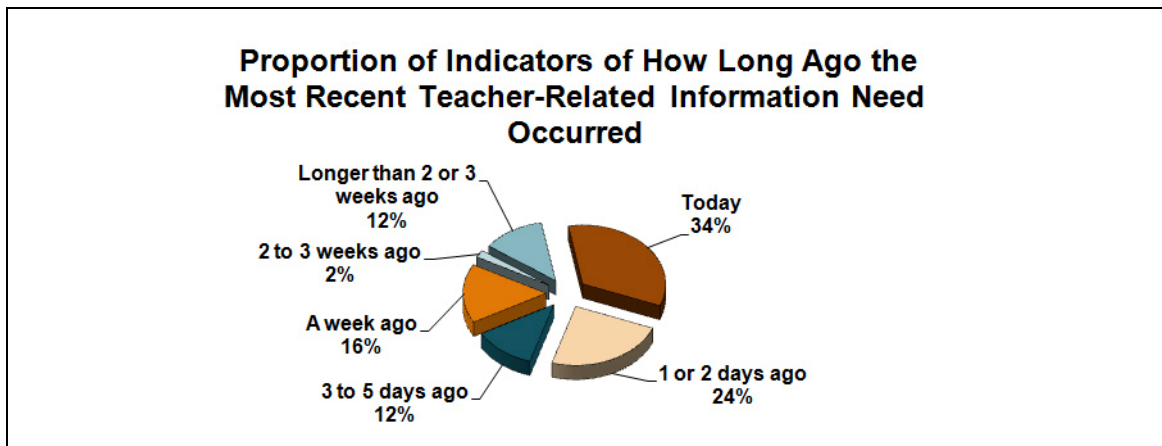
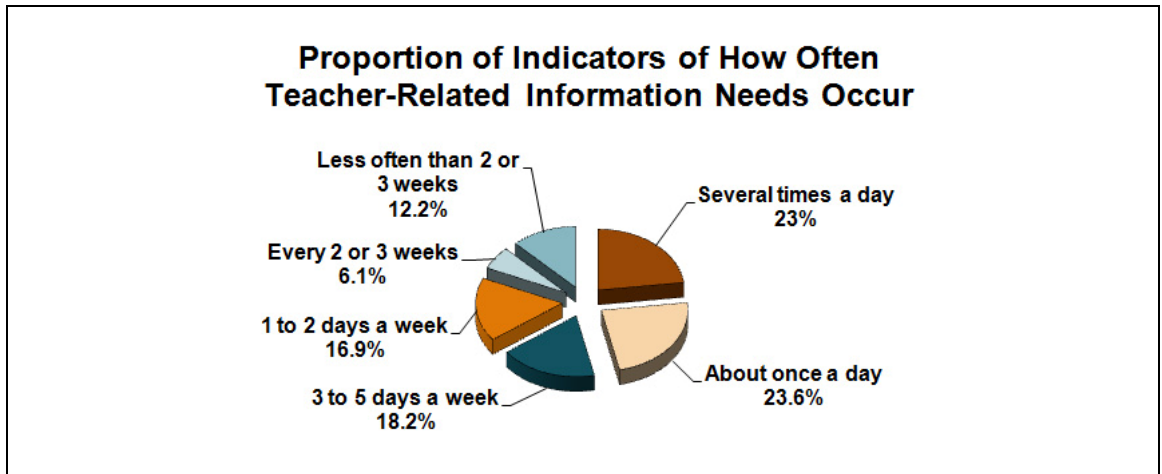
Students were also asked how recent the most recent situation occurred.

**Proportion of Indicators of How Long Ago the Most Recent Student School Related Information Need Occurred**



Applying values to these indicators yielded an estimate of 4.570 billion occurrences for students.

Teachers were asked the same series of questions:



is 5.379 billion in 2006. Adults sought information to help children with homework or other queries about 0.539 billion times. Total formal education needs involve 10.480 billion situations.

Other education information needs include:

- Information about schools, education requirements, etc. – 0.930 billion
- Information about counseling, PTA, etc. – 0.550 billion
- Other education information needs – 0.427 billion

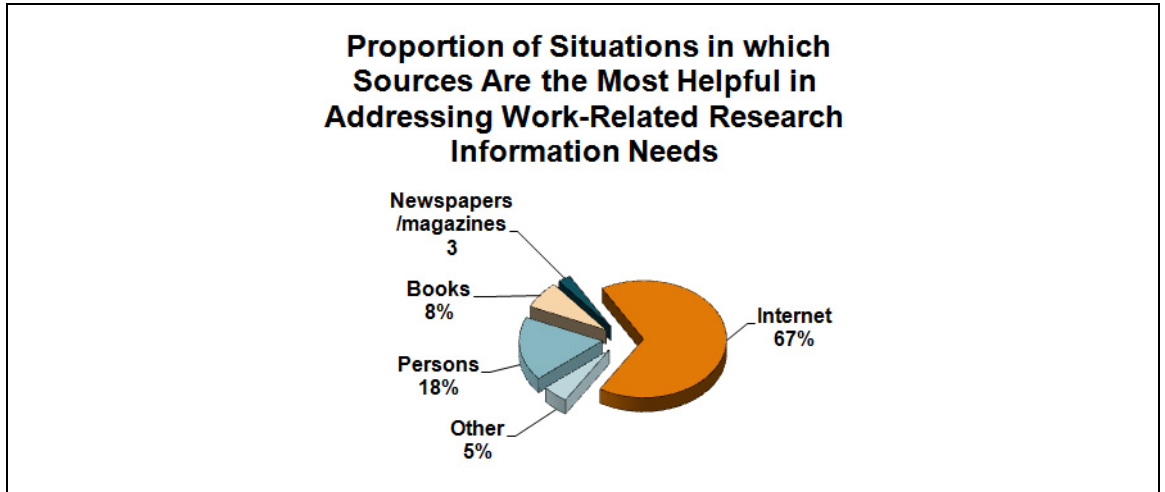
Total other education needs includes 1.907 billion situations.

### WORK-RELATED INFORMATION NEEDS

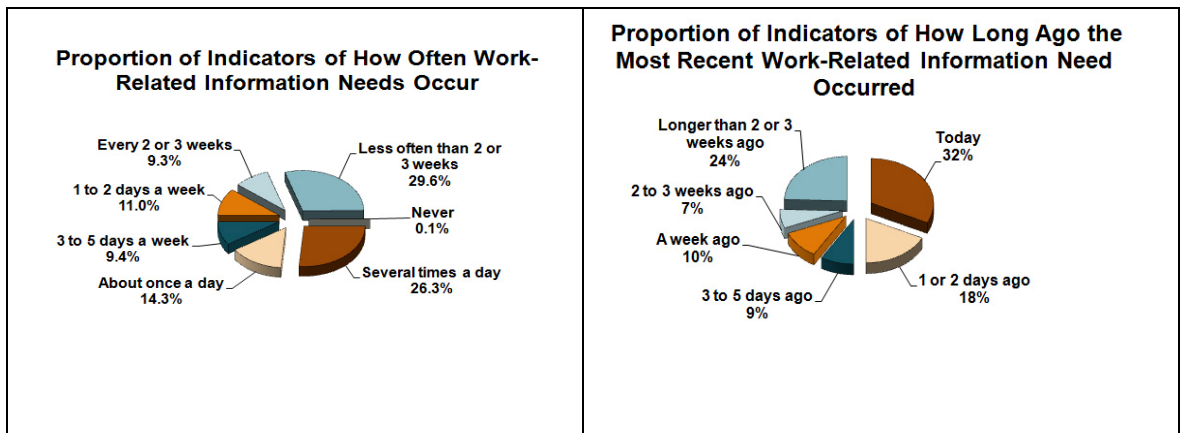
Work-related information needs includes research in medicine, science, engineering, legal issues or legislation, etc.; administration (i.e., personal, accounting or finance, budgeting, facilities, etc.); marketing or sales; general information needs (e.g., looking up addresses, locating someone or a business, travel arrangements, etc.); specific kind



of work in organizations (e.g., computing, systems, software, etc., general paperwork, purchasing or repairs, etc.); work involving specific kinds of businesses (e.g., law firms, accountants, realtors, travel agents, etc.) or other small organizations (e.g., farms, churches, synagogues, jails, etc.)

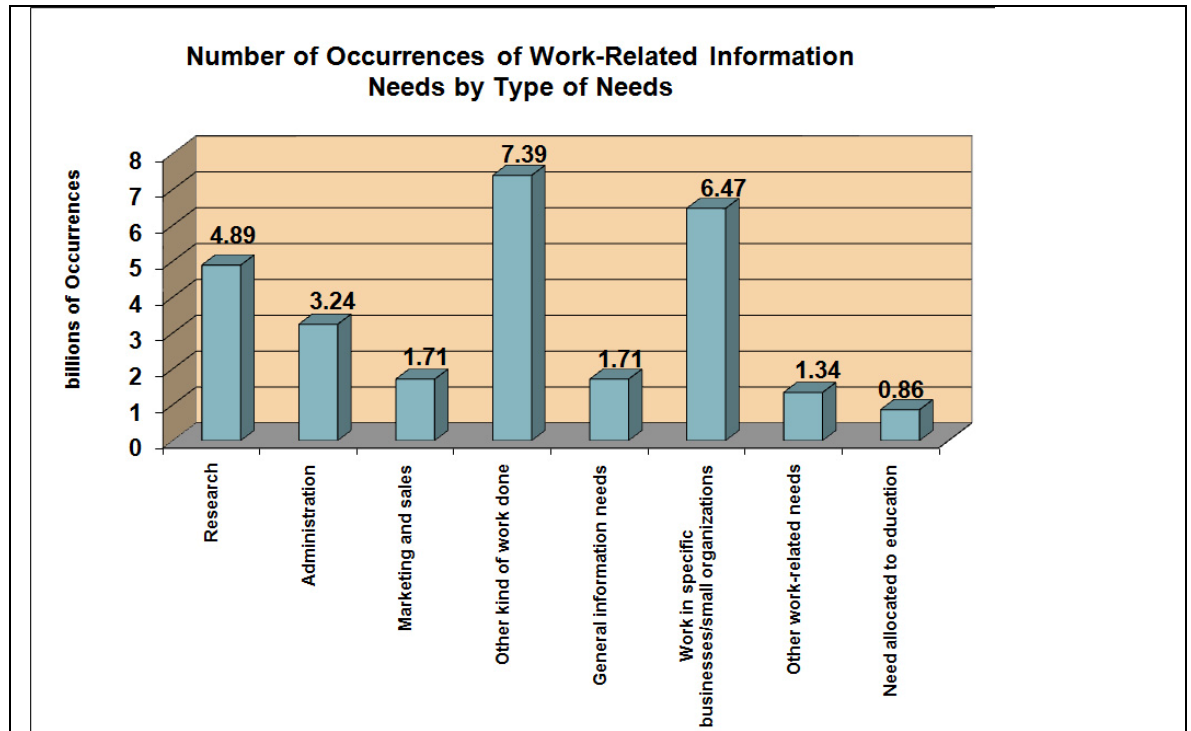


Estimates of amount of work-related information needs is provided by questions dealing with how often work-related needs occur and how long ago the most recent work-related situation occurred.



The total annual number of work-related important situations is 27.678 billion.

The specific work-related needs occurred as follow:

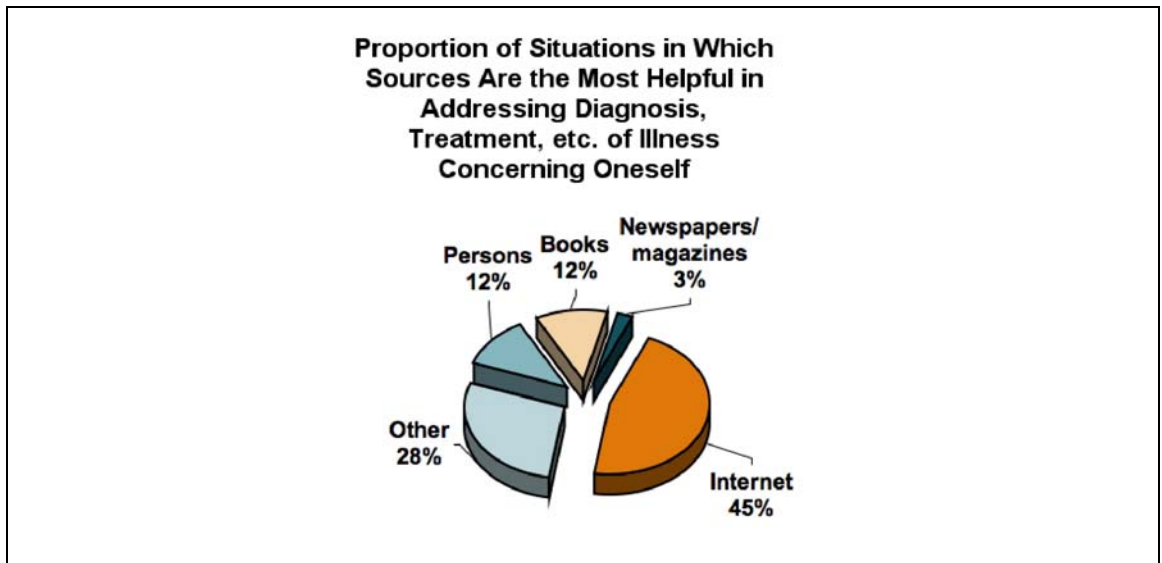
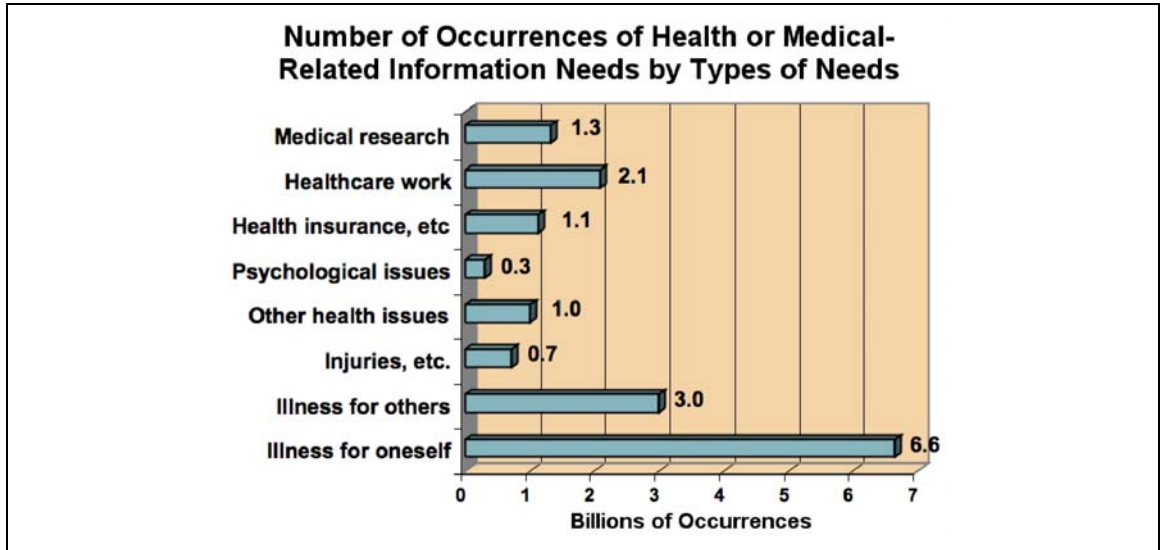


### LIFELONG LEARNING INFORMATION NEEDS

Lifelong learning takes place throughout one's lifetime. Here is an indication of the important situations in which adults need information for lifelong learning including formal education as students, learning in the workplace, learning as maturing adults and on into retirement. These situations occur about 13 billion times.

**HEALTH OR MEDICAL RELATED INFORMATION NEEDS**

Nearly one-third of the important situations described by adults involve health or medical-related information needs. Thus a separate group of needs is formed to demonstrate. Examples include diagnosis, treatment, etc. illness concerning oneself; diagnosis, treatment, etc. illness concerning family, friends, etc.; diagnosis, treatment, etc. of injuries, physical problems, etc.; other personal health issues; psychological issues; work in healthcare, hospitals, pharmacies, etc.; and medical research. These needs together involve 16.15 billion important situations.

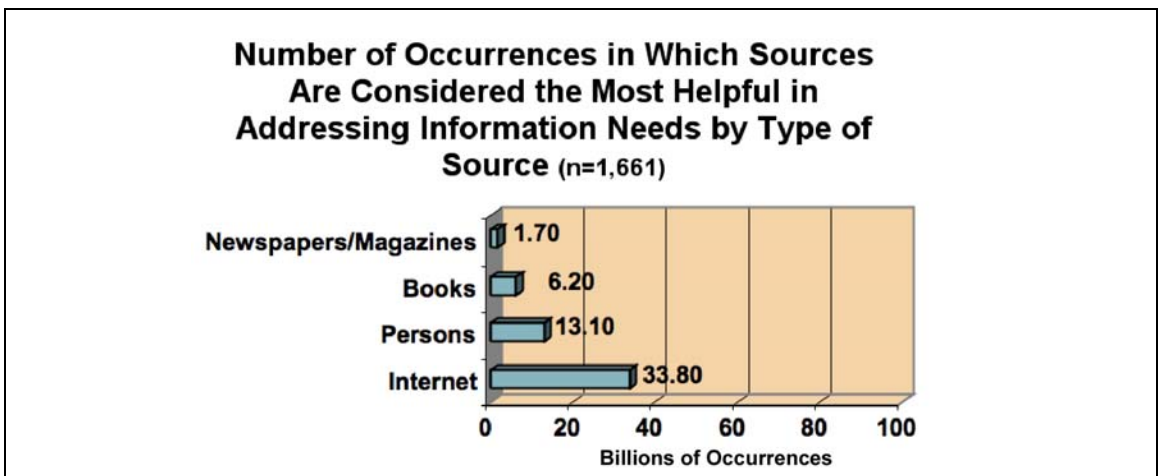


## WHY INFORMATION SOURCES ARE CHOSEN

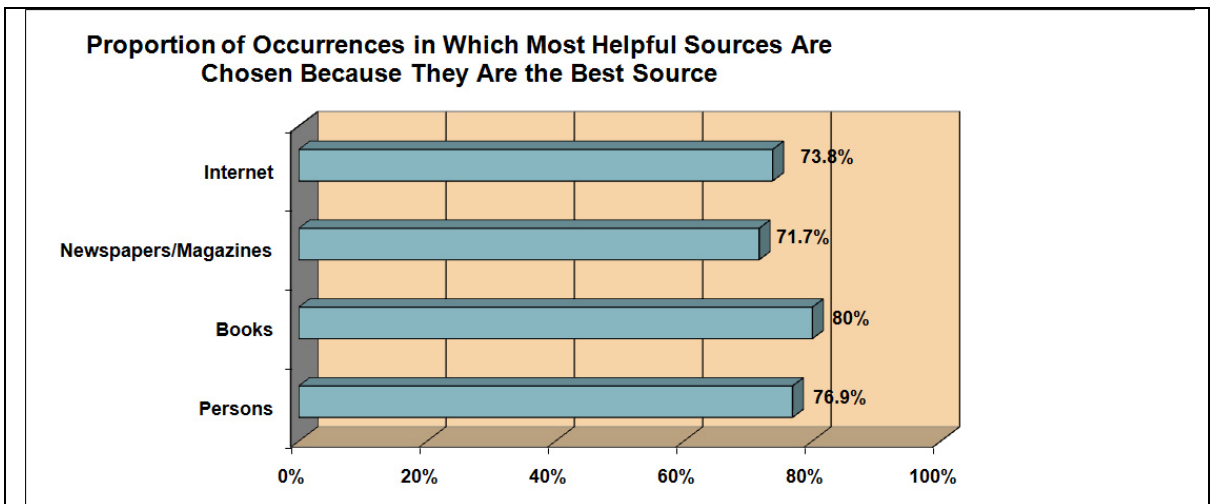
There are basically four reasons why adults chose various sources to address information needs: it was considered the best source of information; the source was convenient or easy to use; it did not cost much in time or money to obtain and use the source; and the information provided by the source was thought to be trusted. Sometimes more than one type of source and provider was used to address an information need. In fact, adults averaged using 2.4 types of sources and/or provider per situation. For example, an adult might access the Internet from a library workstation, identify a journal article and book of interest, read the article in the library and check out the book. This specific occurrence consists of three sources with relevant providers.

The adults were asked which source used was most helpful.

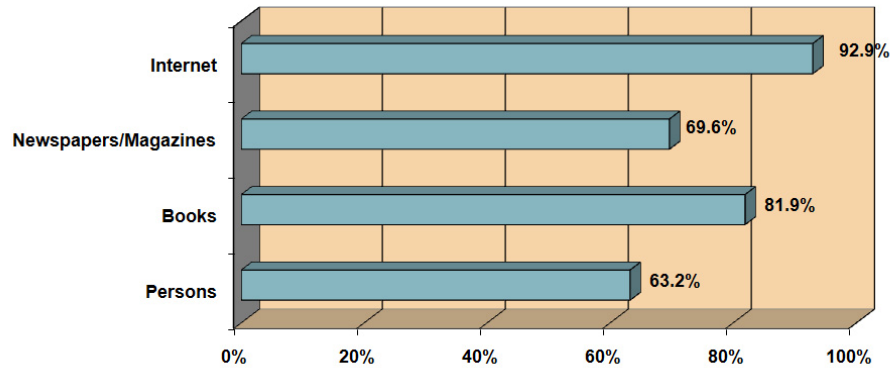
The Internet is most often the most helpful source.



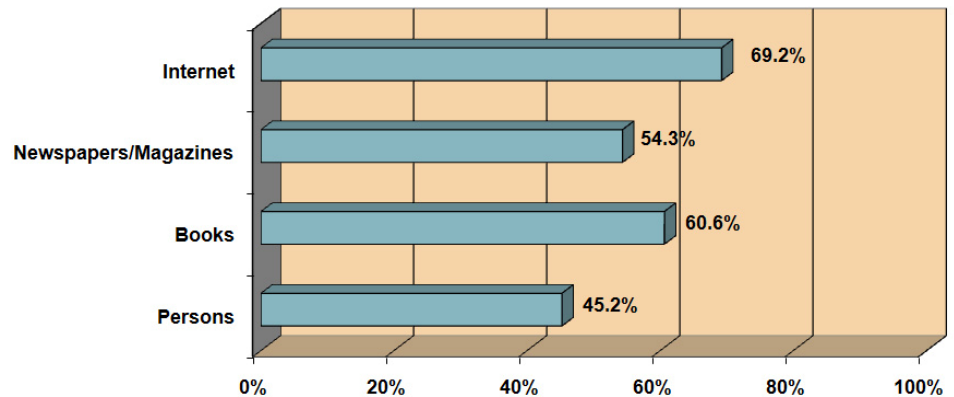
The reasons the most helpful sources are chosen are given below. Table 4



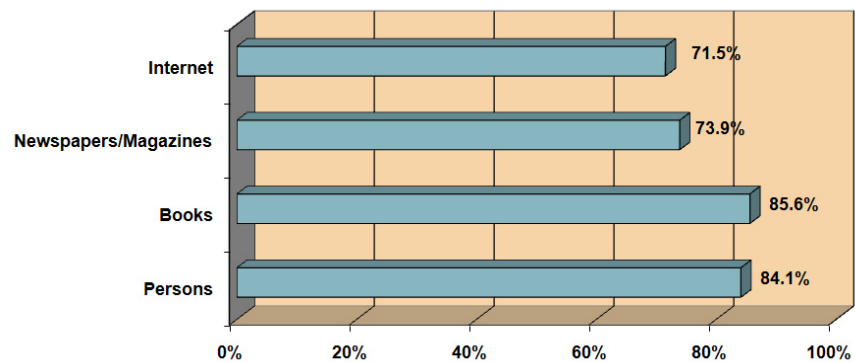
**Proportion of Occurrences in Which Most Helpful Sources Are Chosen Because They Are Convenient or Easy to Use**



**Proportion of Occurrences in Which Most Helpful Sources Are Chosen Because They Do Not Cost Much in Time and Money**



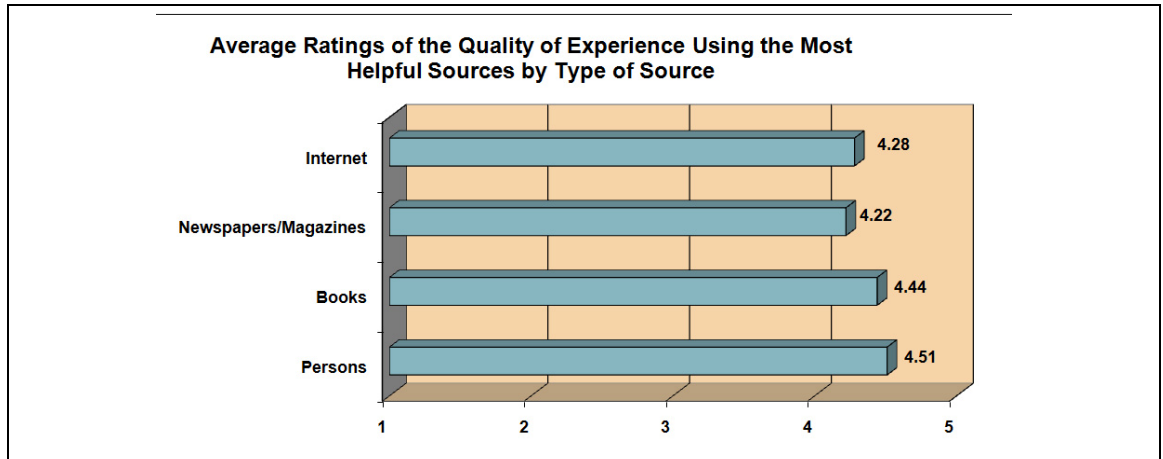
**Proportion of Occurrences in Which Most Helpful Sources Are Chosen Because The Information Could Be Trusted**



This pattern of reasons the most helpful sources are chosen holds for most types of information needs. The Internet is not always chosen because it is considered the best source (74% of occurrences), but is nearly always chosen because it is convenient or easy to use (93%) and to a lesser degree is chosen because it does not cost much in time or money (69%). Interestingly, the Internet is the source in which trust is the lowest reason (72%).

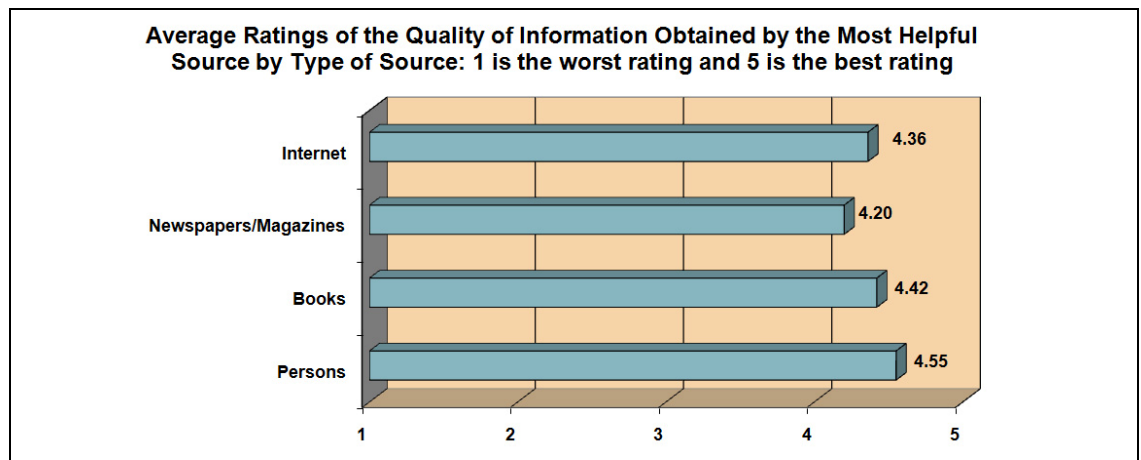
## OUTCOMES OF THE USE OF THE MOST HELPFUL SOURCES

Adults were asked to rate aspects of the experience in using the most helpful sources and the attributes of the information obtained from the most helpful sources. They were asked to rate overall quality of experience of using these sources. Ratings were from 1-worst experience to 5-best experience.

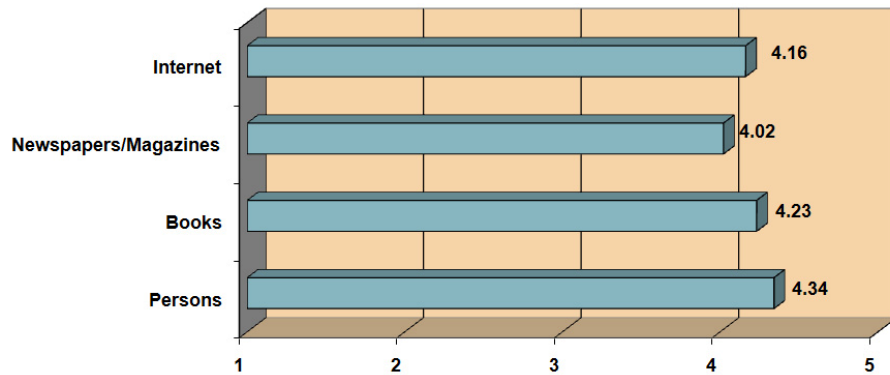


Even though the Internet is frequently chosen because it is convenient or easy to use, the quality of experience using it is not rated highly (4.28) compared with other sources. Furthermore, in 25 percent of the time, Internet users reported that there was too much non-relevant information from Internet use.

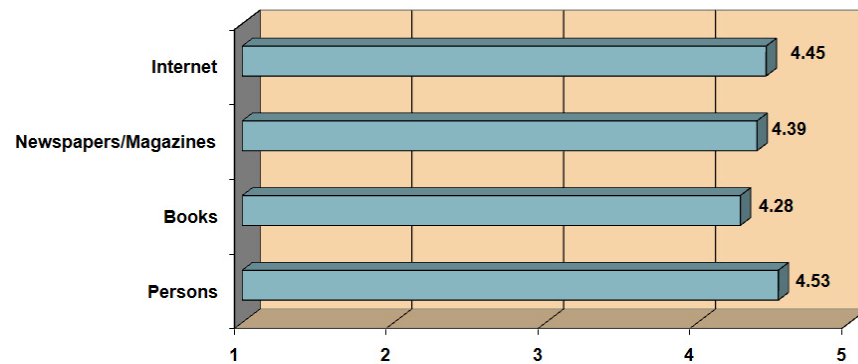
The users were asked to rate the attributes of information obtained from the most helpful source. Attributes include quality, trustworthiness, completeness, timeliness, and how new the information was to the users. Newspapers and magazines were consistently rated lowest among the principal sources, except for timeliness or how up-to-date the information was. The Internet was rated the second lowest for all sources except how new the information was to users. Table 5.



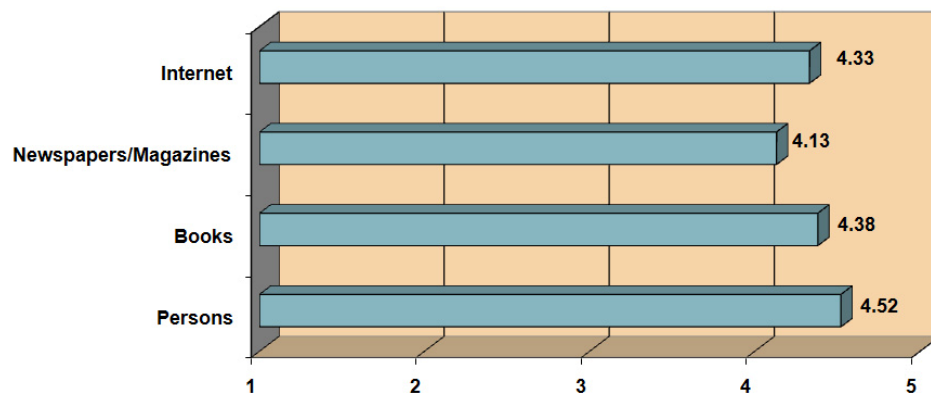
**Average Ratings of the Completeness of Information Obtained by the Most Helpful Source by Type of Source: 1 is the worst rating and 5 is the best rating**



**Average Ratings of Timeliness or How Up-to-Date the Information Obtained by the Most Helpful Source by Type of Source: 1 is the worst rating and 5 is the best rating**



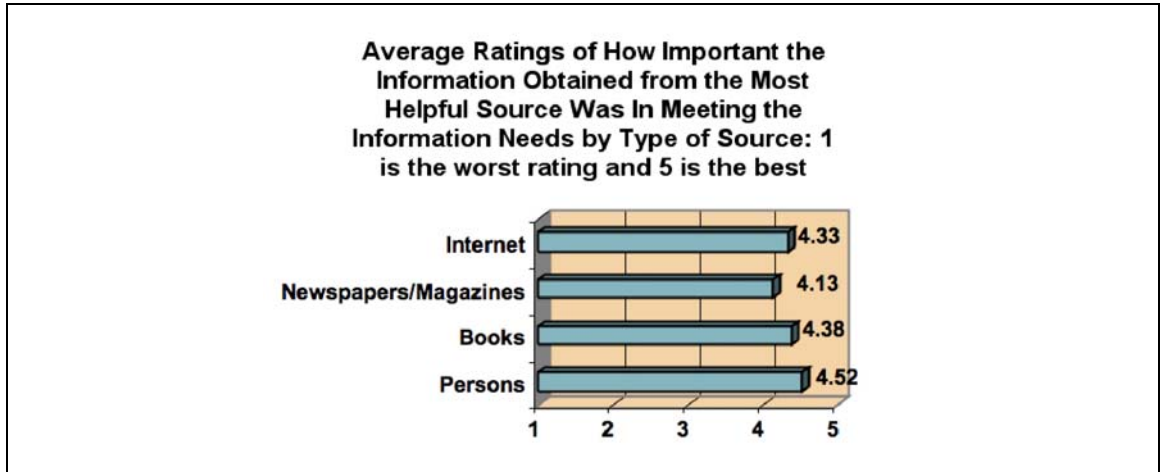
**Average Ratings How New the Information Obtained by the Most Helpful Source by Type of Source: 1 is the worst rating and 5 is the best rating**





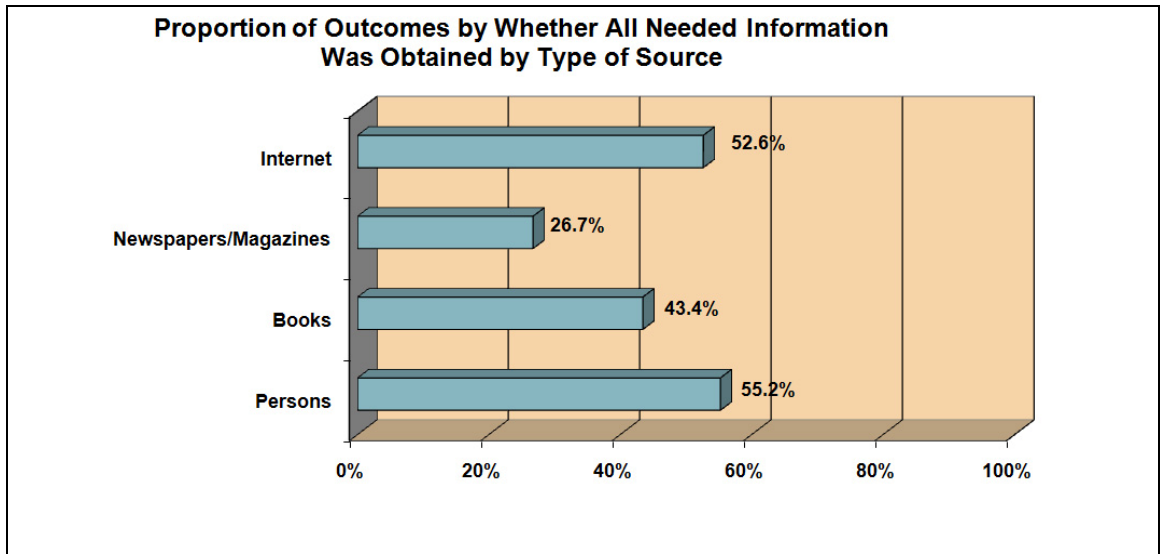
These findings emphasize that users relied on the Internet because it is convenient or easy to use somewhat at the sacrifice of quality and trust.

Examination of the outcomes from using information sources shows a similar pattern although less striking. Users were asked to rate how important the information obtained from the most helpful sources was in meeting their information needs in addressing the important situation.

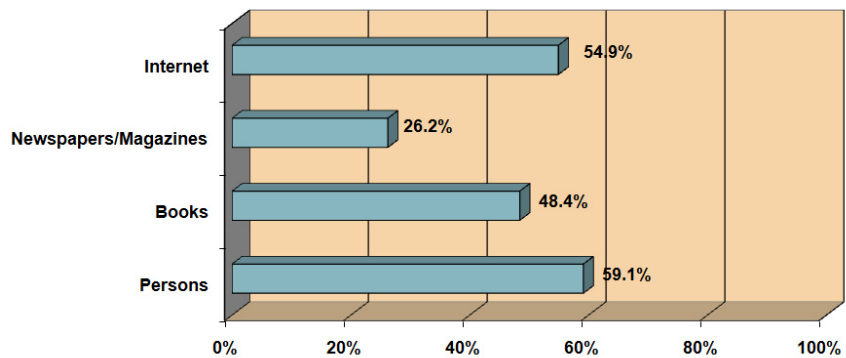


Users were also asked whether they got all the information they were looking for, how well the information answered their questions or solved their problems, and whether the information led to favorable outcomes. Table 6

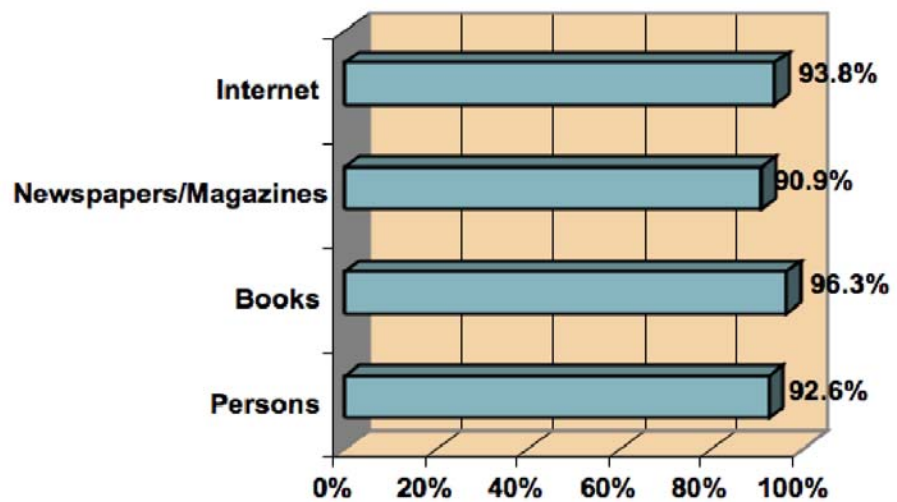
Was needed information obtained?



**Proportion of Outcomes by Whether Sources Addressed Reasons for Use Completely by Type of Source**



**Proportion of Outcomes by Whether Sources Provided Information that Led to Favorable Outcomes Type of Source**



While newspapers and magazines, as the most helpful source, was less likely to lead to positive outcomes. The Internet was consistently second when compared with the other two sources.

## APPENDIX A: CATEGORIES

### PERSONAL OR FAMILY INFORMATION NEEDS

#### Personal or family health or wellness related information needs

- Personal or family illness-related information about
- Diagnosis of symptoms or research into one's own illness
- Treatments available for one's own illness
- General medical issues concerning one's own illness
- Sources of medical help such as to identify medical professionals or to make an appointment, hospitals, treatment centers, etc.
- Prescription to drugs, pharmacies, anesthesia, etc.
- Symptoms, diagnosis, treatment of family members, friends or acquaintances
- To verify, confirm, check or learn about an illness of family members, friends or acquaintances
- Personal or family information needs concerning issues with conception, pregnancy, birth, new-born, baby care, breast feeding
- Personal or family physical problems due to injury, accidents or trauma
- Diagnosis, treatment or care of one's own problem
- Diagnosis, treatment or care of family members, friends or acquaintances (4)
- Personal or family information needs concerning psychological issues
- Child development, behavior, potty training, etc.
- Stress, depression, mental health, suicide, etc.
- Personal or family needs for other health or wellness issues such as:
- Disability
- Dental, eye care, etc.
- Allergies
- Diets, vitamins, nutrition, etc.
- Weight, exercise, fitness, etc.
- Unspecified personal or family health or wellness information needs

---

**Personal or family finance or legal related information needs**

---

- Personal or family information needs involving financial situations
- Investment
- Retirement, social security, 401K, etc.
- Wills, estate planning, etc.
- Health insurance, Medicare
- Life, car, house insurance
- Mortgage, refinancing, value of property, borrowing, general loans
- Bank account
- Tax issues
- Other including income, unemployment benefits, payments due or billing, general financial or unspecified
- Personal or family information needs involving legal situations
- Divorce, adultery, custody of children
- Charged wrong, consumer protection, better business, ID theft, etc.
- Breaking the law, police record, etc.
- Some kind of suit
- Accident, fire, etc.
- How to obtain a license or title
- Looking for a lawyer or legal help
- General legal or unspecified legal

---

**Personal or family information needs including purchases or sales**

---

- Purchase a home or property, sell a house or property
- Lookup or contact a realtor or real estate
- Purchase an expensive item such as a car, motorcycle, gemstones
- Sell a car or other expensive item
- Purchase a less expensive item such as furniture, clothes, tickets, computers, etc.
- Other purchases or sales including prices, repairs, utilities, renting

---

### **Personal or family information needs involving travel or vacation**

---

- Airline, cruise, tours, etc.
- Vacation planning
- Description of places, living conditions, wealth, etc.
- Inquiries about hotels, restaurants, car rental, etc.
- Inquiries about directions, address, maps, etc.
- Information about passports, visas, citizenship papers, immigration
- General or unspecified

---

### **Personal or family information needs concerning work around the house**

---

- Repair house or car, remodeling, decoration, painting, etc.
- Repair small items such as dryers, dish washer or make something
- Gardening, landscaping, tree removal, post removal, etc.
- Cooking, recipe, etc.
- Unspecified  
Personal or family information needs involving job hunting or career planning
- Job hunting while out of work
- Job hunting or career planning while currently employed
- Looking for part-time or summer work
- Unspecified

---

### **Personal or family information needs involving death**

---

- Funeral arrangements
- How to cope with someone's death
- Financial issues, wills, insurance, estate issues following death
- General or unspecified death issues

---

### **Personal or family lifelong learning needs**

---

- Learning in retirement
- Involvement in book clubs, contests, study groups, etc.
- Summer activities
- Inquiries about history, politics, etc.

- Arranging for child daycare, camps, visits to museums, etc.
- Hobbies involving poetry, coins, antiques, etc.
- Arranging visits to museums, zoos, concerts, parks, etc.

### **Family-related information needs**

---

- Genealogical research, family history, etc.
- General family issues, counseling, relationships, etc.
- Weddings and anniversaries
- Locate family or relatives
- Aging, retirement, assisted living, etc.

### **Other personal or family information needs**

---

- Religious-related information needs
- About religion
- About specific churches
- Spiritual support
- News sources of information about weather, exchange rates, drowning, bird flu, etc.
- Information about upcoming sports events, tournaments, participation requirement, etc.
- Entertainment and hobbies
- Movies
- Fairs
- Camping, biking, etc.
- Crossword
- General or unspecified
- Information about pets
- Moving
- Look up phone numbers, addresses

## EDUCATION INFORMATION NEEDS

### **Formal education information needs**

---

- University student information needs about
  - Medicine
  - Science including engineering, social science
  - Humanities including English, history, education, etc.
  - Preparing a thesis with subject not specified
  - Conducting research, class assignment, exams with subjects not specified
  - Faculty information needs
  - Classroom preparation
  - Making presentations, writing, etc.
  - Other or not specified
- High school teacher information needs for classroom preparation
- K-8 teacher information needs
  - Classroom preparation
  - Certification, training, etc.
- Adults helping children with homework or other queries
- Homeschooling
- Religious schools, education

### **Other education information needs**

---

- Information about schools, education requirements, etc.
- Students looking into universities, entry requirements, scholarships, financial aid, etc.
- Adults looking into universities for children
- Adults looking into online courses
- Inquiries about K-12 schools; GED
- Counseling, PTA, special education information needs
- Special education needs
- General inquiries or not specified
- Other education information needs

**WORK-RELATED INFORMATION NEEDS****Research**

---

- Medicine
- Science
- Engineering
- Legal, legislation
- General, unspecified

**Administration**

---

- Finance, accounting, banking, etc.
- Personal
- Fringe benefits
- Legal
- Acquisition, merger, business deals, sub-contracts
- Real estate, grounds, zoning, faculties, etc.

**Marketing and sales**

---

- Client and customer relations
- Identifying and contacting potential customers
- Bidding on contracts and grants
- Information on competition
- Making presentations and developing brochures, cards, etc.
- General, specified

**Information needs for other kind of work done**

---

- Medical, healthcare in hospitals, pharmacies, etc.
- Diagnosis
- Treatment
- Medication, prescription, drugs, etc.
- Patient information, data, insurance, etc.
- Referral to others
- General, unspecified



**General Information Sources**

- Purchasing, pricing, arranging repairs, etc.
- Billing
- Standards, regulations, cards, etc.
- Computing, systems, software, etc.
- On the job training, assistance, etc.
- General paperwork, scheduling, etc.
- Writing, letters, email, etc.
- Contacts within the organization
- Repair, janitorial work, trade work, etc.

**General information needs**

---

- Look up addresses, telephone numbers, email addresses, etc.
- Locate information about a business, organization, etc.
- Make travel arrangements

**Information needs of small business and other organizations**

---

- Realtors, apartment managers, etc.
- Accountants, tax preparation, etc.
- Financial advisor, bank loan manager, etc.
- Law firm, lawyers
- Insurance agency
- Travel agency
- Retailers
- Construction, contractor, carpentry, painters, landscape, etc.
- Garage, mechanics, filling station, etc.
- Law enforcement, prisons, jails, etc.
- Farms, nurseries, etc.
- Museums
- Churches, synagogues, mosques, etc.
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- Associations, non-profits

- Start up or grow a small organization
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- Breaking the law, police record, etc.
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## EDUCATION INFORMATION NEEDS

### **Formal education information needs**

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  - Conducting research, class assignment, exams with subjects not specified
  - Faculty information needs
  - Classroom preparation
  - Making presentations, writing, etc.
  - Other or not specified
- High school teacher information needs for classroom preparation
- K-8 teacher information needs
  - Classroom preparation
  - Certification, training, etc.
- Adults helping children with homework or other queries
- Homeschooling
- Religious schools, education

### **Other education information needs**

---

- Information about schools, education requirements, etc.
- Students looking into universities, entry requirements, scholarships, financial aid, etc.
- Adults looking into universities for children
- Adults looking into online courses
- Inquiries about K-12 schools; GED
- Counseling, PTA, special education information needs
- Special education needs
- General inquiries or not specified
- Other education information needs

**WORK-RELATED INFORMATION NEEDS****Research**

---

- Medicine
- Science
- Engineering
- Legal, legislation
- General, unspecified

**Administration**

---

- Finance, accounting, banking, etc.
- Personal
- Fringe benefits
- Legal
- Acquisition, merger, business deals, sub-contracts
- Real estate, grounds, zoning, faculties, etc.

**Marketing and sales**

---

- Client and customer relations
- Identifying and contacting potential customers
- Bidding on contracts and grants
- Information on competition
- Making presentations and developing brochures, cards, etc.
- General, specified

**Information needs for other kind of work done**

---

- Medical, healthcare in hospitals, pharmacies, etc.
- Diagnosis
- Treatment
- Medication, prescription, drugs, etc.
- Patient information, data, insurance, etc.
- Referral to others
- General, unspecified

- Purchasing, pricing, arranging repairs, etc.
- Billing
- Standards, regulations, cards, etc.
- Computing, systems, software, etc.
- On the job training, assistance, etc.
- General paperwork, scheduling, etc.
- Writing, letters, email, etc.
- Contacts within the organization
- Repair, janitorial work, trade work, etc.

#### **General information needs**

---

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- Locate information about a business, organization, etc.
- Make travel arrangements

#### **Information needs of small business and other organizations**

---

- Realtors, apartment managers, etc.
- Accountants, tax preparation, etc.
- Financial advisor, bank loan manager, etc.
- Law firm, lawyers
- Insurance agency
- Travel agency
- Retailers
- Construction, contractor, carpentry, painters, landscape, etc.
- Garage, mechanics, filling station, etc.
- Law enforcement, prisons, jails, etc.
- Farms, nurseries, etc.
- Museums
- Churches, synagogues, mosques, etc.
- TV, radio, newspaper, etc.
- Associations, non-profits



- Start up or grow a small organization
- General, unspecified

#### **Information needs about health insurance or medicare**

---

- Work-related information needs concerning medical care, hospitals, pharmacies, etc.
- Diagnosis
- Treatment
- Referral
- Medication, prescriptions, drugs
- Patient data, information, insurance, etc.
- Other
- Information needs for medical research
- In the workplace
- By university students

#### **Other or unspecified work-related information need**

---

## APPENDIX B: DATA TABLES

**TABLE 1: PROPORTION OF ALL INFORMATION NEEDS MET BY ALL AND MOST HELPFUL SOURCES/PROVIDERS BY SOURCES/PROVIDERS CHOSEN: ADULTS (18 AND OVER) IN 2006**

Source and Provider of Information	Proportion of Information Needs Met by All Sources/Providers (n=1,685) (%)	Proportion of Information Needs Met by Most Helpful Sources/Providers (n=1,661) (%)
<b>Persons</b>		
Family members	29.6	8.4
Friends, colleagues, professionals (e.g., lawyers)	41.2	11.3
<b>Books</b>		
Own or family	14.8	4.0
From a library	11.3	3.0
From elsewhere (e.g., bookstore)	7.7	2.2
<b>Newspapers/Magazines</b>		
Own or family	14.0	1.7
From a library	3.7	0.2
From elsewhere (e.g., doctor's office)	5.0	0.7
<b>Internet</b>		
At home	46.5	31.5
At work or school	25.2	16.3
From a library	3.5	1.0
From elsewhere (e.g., hotel)	3.4	1.8
<b>Television</b>	7.5	0.7
<b>Museum</b>	1.4	0.1

General Information Sources

Some other provider	25.8	17.0
<b>TOTAL (%)</b>	<b>---</b>	<b>100.0</b>
QN42		
QN43		
QN44		

**TABLE 2: NUMBER OF ALL INFORMATION NEEDS MET BY ALL AND MOST HELPFUL SOURCES/PROVIDERS BY SOURCES/PROVIDERS CHOSEN: ADULTS (18 AND OVER) IN 2006**

Source and Provider of Information	Number of Information Needs Met by All Sources/Providers (n=1,685) (billions)	Number of Information Needs Met by Most Helpful Sources/Providers (n=1,661) (billions)
<b>Persons</b>	<b>47.3</b>	<b>13.1</b>
Family members	19.8	5.6
Friends, colleagues, professionals (e.g., lawyers)	27.5	7.5
<b>Books</b>	<b>22.5</b>	<b>6.2</b>
Own or family	9.9	2.7
From a library	7.5	2.0
From elsewhere (e.g., bookstore)	5.1	1.5
<b>Newspapers/Magazines</b>	<b>15.2</b>	<b>1.7</b>
Own or family	9.4	1.1
From a library	2.5	0.1
From elsewhere (e.g., doctor's office)	3.3	0.5
<b>Internet</b>	<b>52.5</b>	<b>33.8</b>
At home	31.1	21.0
At work or school	16.8	10.9
From a library	2.3	0.7
From elsewhere (e.g., hotel)	2.3	1.2
<b>Television</b>	<b>5.0</b>	<b>0.5</b>
<b>Museum</b>	<b>0.9</b>	<b>0.1</b>
<b>Some other provider</b>	<b>17.3</b>	<b>11.4</b>

<b>TOTAL (billions)</b>	<b>160.7</b>	<b>66.8</b>
<b>QN40</b>		
<b>QN41</b>		
<b>QN42</b>		
<b>QN43</b>		
<b>QN44</b>		

**TABLE 3: PROPORTION OF ALL INFORMATION NEEDS MET BY ALL AND MOST HELPFUL SOURCES/PROVIDERS BY SOURCES/PROVIDERS CHOSEN: ADULTS (18 AND OVER) IN 2006**

Source and Provider of Information	Proportion of Information Needs Met by All Sources/Providers (n=1,685) (%)	Proportion of Information Needs Met by Most Helpful Sources/Providers (n=1,661) (%)
Persons	70.7	19.7
Books	33.8	9.2
Newspapers/Magazines	22.7	2.7
Internet	78.6	50.6
Television	7.5	0.7
Other	27.2	17.1
<b>TOTAL (%)</b>	----	<b>100.0</b>
<b>QN42</b>		
<b>QN43</b>		
<b>QN44</b>		

**TABLE 4: PROPORTION OF INFORMATION NEEDS MET BY MOST HELPFUL SOURCES BY TYPE OF SOURCE AND BY WHY SOURCES WERE CHOSEN: ADULTS (18 AND OVER) IN 2006 (N=1,667)**

Why Sources Were Chosen	Type of Source			
	Persons (n=334) Proportion of Needs (%)	Books (n=160) Proportion of Needs (%)	News/Mags (n=46) Proportion of Needs (%)	Internet (n=855) Proportion of Needs (%)
It was convenient or easy to use	63.2	81.9	69.6	92.9
It did not cost much in time or money	45.2	60.6	54.3	69.2
It was the best source of information	76.9	80.0	71.7	73.8
The information could be trusted	84.1	85.6	73.9	71.5
Other	17.1	11.3	17.4	10.8
<b>Total Needs (billions)</b>	<b>13.1</b>	<b>6.2</b>	<b>1.7</b>	<b>33.8</b>
QN42				
QN43				
QN44				
QN49				





**TABLE 5: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET ALL INFORMATION NEEDS BY TYPE OF SOURCE AND BY INFORMATION ATTRIBUTES: ADULTS (18 AND OVER) IN 2006 (N=1,660) (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=328) Average Rating	Books (n=156) Average Rating	News/Mags (n=45) Average Rating	Internet (n=845) Average Rating
Quality of information	4.55	4.42	4.20	4.36
Completeness of information	4.34	4.23	4.02	4.16
Timeliness or how up-to-date the info. was	4.53	4.28	4.39	4.45
Trustworthiness of the info.	4.78	4.70	4.18	4.36
How new info. was to user (1- not at all new, 5- completely new)	3.96	3.84	4.04	3.86
How important the info. was in meeting needs (1- not at all imp., 5- absolutely essential)	4.52	4.38	4.13	4.33
Overall quality of experience using source (1- worst, 5- best experience)	4.51	4.44	4.22	4.28

QN42

QN43

QN44

QN50 - 55

QN73

**TABLE 6: PROPORTION OF ALL INFORMATION NEEDS MET BY MOST HELPFUL SOURCES CHOSEN BY TYPE OF SOURCE AND BY OUTCOMES FROM USING SOURCES: ADULTS (18 AND OVER) IN 2006 (N=1,667)**

Outcomes from Use of Source	Type of Source			
	Persons (n=308) Proportion of Needs (%)	Books (n=157) Proportion of Needs (%)	News/Mags (n=42) Proportion of Needs (%)	Internet (n=825) Proportion of Needs (%)
<b>Was needed information obtained?</b>				
Got all info. looking for	55.2	43.4	26.7	52.6
Got some info. looking for	42.7	55.3	73.3	46.4
Did not get info. looking for	2.1	1.3	---	1.1
<b>How well source addressed reason for use?</b>				
Completely	59.7	48.4	26.2	54.9
Somewhat	36.7	51.0	71.4	43.6
Not at all	3.6	0.6	2.4	1.5
<b>Did info. lead to favorable outcomes?</b>				
Yes	92.6	96.3	90.9	93.8
No	7.4	3.7	9.1	6.2
<b>Did info. lead to a negative outcome?</b>				

General Information Sources

Yes	6.7	4.4	6.3	4.0
No	93.3	95.6	93.7	96.0
<b>Was there too much non-relevant info. from Internet use?</b>				
Yes	----	----	----	25.1
No	----	----	----	74.9
<b>Total Needs (billions)</b>	<b>13.1</b>	<b>6.2</b>	<b>1.7</b>	<b>33.8</b>
QN31				
QN32				
QN42				
QN43				
QN44				
QN56				
QN57				
QN58				
QN60				
QN62				

**TABLE 7: PROPORTION OF ALL INFORMATION NEEDS MET BY MOST HELPFUL SOURCES CHOSEN BY TYPE OF SOURCE, AND BY ACTION THAT WOULD BE TAKEN IF THE SOURCE WERE NOT AVAILABLE: ADULTS (18 AND OVER) IN 2006 (N=1,614)**

Action Taken If Source Were Not Available	Type of Source			
	Persons (n=319) Proportion of Needs (%)	Books (n=150) Proportion of Needs (%)	News/Mags (n=46) Proportion of Needs (%)	Internet (n=830) Proportion of Needs (%)
Would not bother to do anything	3.1	1.3	2.2	3.4
Need information but would not know where to go for it	5.3	2.0	4.3	3.5
Would get information from another source	91.5	96.7	93.5	93.1
<b>Total (%)</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Needs (billions)</b>	<b>13.1</b>	<b>6.2</b>	<b>1.7</b>	<b>33.8</b>
QN31				
QN32				
QN42				
QN43				
QN44				
QN74				

**TABLE 8: PROPORTIONS OF MOST HELPFUL SOURCES CHOSEN BY INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006**

Information Needs Met by Sources	Proportion of Most Helpful Sources Chosen				
	Persons (%)	Books (%)	News/Mag (%)	Internet (%)	Other (%)
<b>Personal or Family Needs (n=1,109)</b>					
Health or wellness (n=463)	17.8	11.5	2.5	43.9	24.3
Finance or legal (n=223)	21.0	4.2	2.8	37.9	33.6
Purchases or sales (n=95)	14.4	3.3	11.1	54.4	16.7
Travel or vacation (n=98)	14.6	3.1	1.0	71.9	9.4
Work around the house (n=53)	26.9	11.5	1.9	38.5	21.2
Job hunting or career planning (n=28)	21.9	3.1	9.4	53.1	12.5
Death issues (n=35)	56.3	*	*	15.6	28.1
Other (n=104)	33.3	5.5	----	38.9	22.2
<b>Education (n=189)</b>					
Formal education (n=110)	6.5	24.1	2.8	63.0	3.6
Other education (n=57)	16.7	14.2	3.8	60.2	5.1
<b>Lifelong Learning (n=107)</b>	16.9	13.6	1.7	60.2	7.6
<b>Work-Related (n=438)</b>					
Research (n=80)	17.7	7.6	2.5	67.1	5.1
Administration (n=53)	21.6	2.0	----	64.7	11.7
Marketing and sales (n=28)	14.3	3.6	3.6	75.0	3.6

General Information Sources

Other kind of work done (n=155)	26.8	10.1	----	51.0	12.1
Work in small organizations (n=72)	19.1	8.8	1.5	55.9	14.7
General information (n=29)	13.8	3.4	----	72.4	10.3
Other work-related (n=22)	11.1	5.6	----	55.6	27.8
<b>ALL</b>	<b>13.1</b>	<b>6.2</b>	<b>1.7</b>	<b>33.8</b>	<b>17.8</b>

\* fewer than 10 responses

QN31

QN32

QN42

QN43

QN44

**TABLE 9: NUMBER OF USES OF MOST HELPFUL SOURCES CHOSEN BY TYPE OF SOURCE AND BY INFORMATION NEEDS MET BY SOURCES/PROVIDERS: ADULTS (18 AND OVER) IN 2006**

Information Needs Met by Sources (n=1,843)	Number of Most Helpful Sources Chosen (billions)				
	Persons	Books	News/Mag	Internet	Other
<b>Personal or Family Needs (n=1,109)</b>					
Health or wellness (n=463)	2.99	1.93	0.42	7.37	4.08
Finance or legal (n=229)	1.74	0.35	0.23	3.15	2.79
Purchases or sales (n=90)	0.47	0.11	0.36	1.77	0.54
Travel or vacation (n=98)	0.52	0.11	0.04	2.55	0.33
Work around the house (n=53)	0.52	0.22	0.04	0.74	0.41
Job hunting or career planning	0.25	0.04	0.11	0.62	0.15

General Information Sources

(n=32)

Death issues (n=35)	0.71	----	----	0.20	0.36
Other (n=104)	1.26	0.21	----	1.47	0.84

**Education (n=189)**

Formal education (n=109)	0.26	0.95	0.11	2.49	0.14
Other education (n=80)	0.40	0.41	0.11	1.75	0.15

**Lifelong Learning (n=107)**

0.66	0.53	0.07	2.34	0.29
------	------	------	------	------

**Work-Related (n=438)**

Research (n=80)	0.51	0.22	0.07	1.95	0.15
Administration (n=53)	0.41	0.04	----	1.24	0.22
Marketing and sales (n=28)	0.15	0.04	0.04	0.76	0.04
Other kind of work done (n=155)	0.51	0.57	----	2.87	0.68
Work in small organizations (n=72)	0.50	0.23	0.04	1.46	0.38
General information (n=28)	0.14	0.03	----	0.73	0.10
Other work-related (n=22)	0.09	0.04	----	0.44	0.22

\* fewer than 10 responses

QN31

QN32

QN40

QN41

QN42

QN43

QN44

**TABLE 10: PROPORTIONS OF MOST HELPFUL SOURCES CHOSEN BECAUSE IT WAS CONVENIENT OR EASY TO USE BY SOURCES CHOSEN AND BY INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006**

General Information Sources

Information Needs Met by Sources	Proportion of Most Helpful Sources Chosen				
	Persons (%)	Books (%)	News/Mag (%)	Internet (%)	Other (%)
<b>Personal or Family Needs (n=1,109)</b>					
Health or wellness (n=463)	62.3	84.0	72.7	94.2	*
Finance or legal (n=229)	73.3	77.8	66.7	92.5	*
Purchases or sales (n=95)	61.5	*	90.0	91.8	73.3
Travel or vacation (n=98)	71.4	*	*	92.8	*
Work around the house (n=53)	57.1	*	*	85.0	72.7
Job hunting or career planning (n=32)	*	*	*	88.2	*
Death issues (n=35)	66.7	*	*	*	*
<b>Education (n=189)</b>					
Formal education (n=109)	57.1	88.0	*	97.1	8
Other education (n=80)	76.9	81.8	*	93.6	*
<b>Lifelong Learning (n=107)</b>	73.0	77.0	*	91.5	*
<b>Work-Related (n=438)</b>					
Research (n=80)	64.3	*	*	92.5	*
Administration (n=53)	54.5	*	*	93.9	*
Marketing and sales (n=28)	*	*	*	95.2	*
Other kind of work done (n=155)	55.0	86.7	*	96.1	55.6
Work in small organizations (n=72)	61.5	*	*	86.8	*
General information (n=28)	*	*	*	85.7	*



Other work-related (n=22) \* \* \* 90.0 \*

\* fewer than 10 responses

QN42

QN43

QN44

QN49

**TABLE 11: PROPORTIONS OF MOST HELPFUL SOURCES CHOSEN *BECAUSE IT DID NOT COST MUCH IN TIME OR MONEY* BY SOURCES CHOSEN AND BY INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006**

Information Needs Met by Sources	Proportion of Most Helpful Sources Chosen				
	Persons (%)	Books (%)	News/Mag (%)	Internet (%)	Other (%)
<b>Personal or Family Needs (n=1,109)</b>					
Health or wellness (n=463)	46.8	64.0	54.5	67.4	*
Finance or legal (n=229)	60.0	55.6	*	70.0	*
Purchases or sales (n=95)	53.8	*	70.0	73.5	53.3
Travel or vacation (n=98)	57.1	*	*	59.4	*
Work around the house (n=53)	35.7	*	*	60.0	72.7
Job hunting or career planning (n=32)	*	*	*	70.6	*
Death issues (n=35)	50.0	*	*	*	*
<b>Education (n=189)</b>					
Formal education (n=109)	28.6	68.0	*	64.7	*
Other education (n=80)	46.2	63.6	*	74.5	*

General Information Sources

<b>Lifelong Learning (n=107)</b>	42.2	52.2	*	76.1	*
<b>Work-Related (n=438)</b>					
Research (n=80)	57.1	*	*	75.5	*
Administration (n=53)	18.2	*	*	78.8	*
Marketing and sales (n=28)	*	*	*	85.7	*
Other kind of work done (n=155)	32.5	66.7	*	77.6	55.6
Work in small organizations (n=72)	30.8	*	*	63.2	*
General information (n=28)	*	*	*	61.9	*
Other work-related (n=22)	*	*	*	50.0	*

\* fewer than 10 responses

QN42

QN43

QN44

QN49

**TABLE 12: PROPORTIONS OF MOST HELPFUL SOURCES CHOSEN BECAUSE IT WAS THE BEST SOURCE OF INFORMATION BY SOURCES CHOSEN AND BY INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006**

Information Needs Met by Sources	Proportion of Most Helpful Sources Chosen				
	Persons (%)	Books (%)	News/Mag (%)	Internet (%)	Other (%)
<b>Personal or Family Needs (n=1,109)</b>					
Health or wellness (n=463)	79.2	76.0	72.7	70.5	78.2
Finance or legal (n=229)	71.1	77.8	*	71.3	77.8
Purchases or sales (n=95)	69.2	*	100.0	77.6	80.0

General Information Sources

Travel or vacation (n=98)	57.1	*	*	66.7	*
Work around the house (n=53)	78.6	*	*	65.0	90.0
Job hunting or career planning (n=32)	*	*	*	88.2	*
Death issues (n=35)	83.3	*	*	*	*

**Education (n=189)**

Formal education (n=109)	85.7	84.0	*	64.7	*
Other education (n=80)	61.5	72.7		68.1	

**Lifelong Learning (n=107)**

	71.4	72.7		65.0	*
--	------	------	--	------	---

**Work-Related (n=438)**

Research (n=80)	92.9	*	*	81.1	
Teaching (n=47)					
Administration (n=53)	81.8	*	*	69.7	*
Marketing and sales (n=28)	*	*	*	100.0	*
Other kind of work done (n=155)	87.5	86.7	*	82.9	94.4
Work in small organizations (n=72)	76.9	*	*	81.6	
General information (n=28)	*	*	*	71.4	*
Other work-related (n=22)	*	*	*	60.0	*

\* fewer than 10 responses

**TABLE 13: PROPORTIONS OF MOST HELPFUL SOURCES CHOSEN *BECAUSE THE INFORMATION COULD BE TRUSTED*, BY SOURCES CHOSEN AND BY INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006**

Information Needs Met by Sources	Proportion of Most Helpful Sources Chosen				
	Persons (%)	Books (%)	News/Mag (%)	Internet (%)	Other (%)
<b>Personal or Family Needs (n=1,109)</b>					
Health or wellness (n=463)	90.9	84.0	81.8	71.1	84.2
Finance or legal (n=229)	88.9	66.7	*	67.5	65.3
Purchases or sales (n=95)	84.6	*	90.0	63.3	73.3
Travel or vacation (n=98)	71.4	*	*	65.2	*
Work around the house (n=53)	64.3	*	*	80.0	80.0
Job hunting or career planning (n=32)	*	*	*	52.9	*
Death issues (n=35)	88.9	*	*	*	*
<b>Education (n=189)</b>					
Formal education (n=109)	100.0	84.0	*	61.8	*
Other education (n=80)	84.6	81.8		70.2	*
<b>Lifelong Learning (n=107)</b>	71.4	72.7	*	80.0	*
<b>Work-Related (n=438)</b>					
Research (n=80)	92.9	*	*	79.2	*
Administration (n=53)	63.6	*	*	81.8	*
Marketing and sales (n=28)	*	*	*	76.2	*
Other kind of work done	80.0	100.0	*	85.5	100.0

General Information Sources

(n=155)

Work in small organizations (n=72)	84.6	*	*	71.1	*
General information (n=28)	*	*	*	71.4	*
Other work-related (n=22)	*	*	*	50.0	*

\* fewer than 10 responses

QN42-44

QN49

**TABLE 14: AVERAGE TIME SPENT USING ALL SOURCES BY INFORMATION NEEDS MET BY SOURCES: ADULTS (18 AND OVER) IN 2006**

Information Needs Met by Sources	Average Time (minutes)
<b>Personal or Family Needs (n=1,109)</b>	
Health or wellness (n=463)	131
Finance or legal (n=229)	138
Purchases or sales (n=95)	156
Travel or vacation (n=98)	93
Work around the house (n=53)	122
Job hunting or career planning (n=32)	173
Death issues (n=35)	612
<b>Education (n=189)</b>	
Formal education (n=109)	226
Other education (n=80)	94
<b>Lifelong Learning (n=107)</b>	59
<b>Work-Related (n=438)</b>	
Research (n=80)	95
Administration (n=53)	79
Marketing and sales (n=28)	95
Other kind of work done (n=155)	43
Work in small organizations (n=72)	46
General information (n=28)	20

QN42-44

QN47



**TABLE 15: AVERAGE TIME SPENT USING MOST HELPFUL SOURCES BY INFORMATION NEEDS MET BY SOURCES: ADULTS (18 AND OVER) IN 2006**

Information Needs Met by Sources	Average Time (minutes)				
	Persons	Books	News/Mag	Internet	Other
<b>Personal or Family Needs (n=1,109)</b>					
Health or wellness (n=463)	135	235	187	96	*
Finance or legal (n=229)	173	438	*	85	*
Purchases or sales (n=95)	43	*	*	163	*
Travel or vacation (n=98)	32	*	*	103	*
Work around the house (n=53)	283	*	*	39	25
Job hunting or career planning (n=32)	*	*	*	154	*
Death issues (n=35)	862	*	*	*	*
<b>Education (n=189)</b>					
Formal education (n=109)	371	781	*	179	*
Other education (n=80)	71	242	*	108	*
<b>Lifelong Learning (n=107)</b>	45	216	*	54	*
<b>Work-Related (n=438)</b>					
Research (n=80)	100	216	*	85	*
Administration (n=53)	29	*	*	67	*
Marketing and sales (n=28)	*	*	*	93	*
Other kind of work done (n=155)	35	*	*	54	
Work in small organizations (n=72)	59	*	*	35	*



General information (n=28)

\*

\*

\*

18

\*

**\* fewer than 10 responses****QN42-44****QN47**

**TABLE 16: AVERAGE RATINGS OF THE QUALITY OF INFORMATION FROM SOURCES USED, BY INFORMATION NEEDS MET AND BY MOST HELPFUL SOURCES CHOSEN: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- WORST RATING, 5- BEST RATING)**

Information Needs Met by Sources	Average Rating: Most Helpful Sources Chosen				
	Persons	Books	News/Mag	Internet	Other
<b>Personal or Family Needs (n=1,109)</b>					
Health or wellness (n=463)	4.53	4.23	4.09	4.33	*
Finance or legal (n=229)	4.48	4.33	4.00	4.30	*
Purchases or sales (n=95)	4.50	*	4.33	4.42	4.20
Travel or vacation (n=98)	4.92	*	*	4.37	*
Work around the house (n=53)	4.36	*	*	4.05	4.20
Job hunting or career planning (n=32)	*	*	*	4.24	*
Death issues (n=35)	4.56	*	*	*	*
<b>Education (n=189)</b>					
Formal education (n=109)	4.43	4.60	*	4.16	*
Other education (n=80)	4.67	4.09		4.37	*
<b>Lifelong Learning (n=107)</b>	4.53	4.45	*	4.41	*
<b>Work-Related (n=438)</b>					
Research (n=80)	4.71	4.50	*	4.38	*
Administration (n=53)	4.00	*	*	4.39	*
Marketing and sales (n=28)	*	*	*	4.24	*

General Information Sources

Other kind of work done (n=155)	4.77	4.33	*	4.38	4.44
Work in small organizations (n=72)	4.46	4.33	*	4.73	*
General information (n=28)	*	*	*	4.43	*
Other work-related (n=22)	*	*	*	4.40	*

\* fewer than 10 responses

QN42-44

QN51

**TABLE 17: AVERAGE RATINGS OF THE COMPLETENESS OF INFORMATION FROM SOURCES USED, BY INFORMATION NEEDS MET AND BY MOST HELPFUL SOURCES CHOSEN: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- WORST RATING, 5- BEST RATING)**

Information Needs Met by Sources	Average Rating: Most Helpful Sources Chosen				
	Persons	Books	News/Mag	Internet	Other
<b>Personal or Family Needs (n=1,109)</b>					
Health or wellness (n=463)	4.29	4.09	4.04	4.08	*
Finance or legal (n=229)	4.49	4.00	4.00	4.03	*
Purchases or sales (n=95)	4.25	*	4.13	4.04	4.27
Travel or vacation (n=98)	4.42	*	*	4.17	*
Work around the house (n=53)	4.15	*	*	4.35	4.11
Job hunting or career planning (n=32)	*	*	*	4.06	*
Death issues (n=35)	4.61	*	*	*	*
<b>Education (n=189)</b>					
Formal education (n=109)	4.00	4.48	*	3.96	*
Other education (n=80)	4.42	3.90	*	4.11	8
<b>Lifelong Learning (n=107)</b>	4.27	4.27	*	4.30	*
<b>Work-Related (n=438)</b>					
Research (n=80)	4.29	4.50	*	4.28	*
Administration (n=53)	4.00	*	*	4.27	*
Marketing and sales (n=28)	*	*	*	3.95	*

General Information Sources

Other kind of work done (n=155)	4.59	3.93	*	4.26	4.39
Work in small organizations (n=72)	3.85	4.00	*	4.46	*
General information (n=28)	*	*	*	4.33	*
Other work-related (n=22)	*	*	*	4.50	*

\* fewer than 10 responses

QN42-44

QN52

**TABLE 18: AVERAGE RATINGS OF THE *TIMELINESS OR HOW UP-TO-DATE THE INFORMATION WAS* FROM SOURCES USED, BY INFORMATION NEEDS MET AND BY MOST HELPFUL SOURCES CHOSEN: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- WORST RATING, 5- BEST RATING)**

Information Needs Met by Sources	Average Rating: Most Helpful Sources Chosen				
	Persons	Books	News/Mag	Internet	Other
<b>Personal or Family Needs (n=1,109)</b>					
Health or wellness (n=463)	4.53	4.09	4.03	4.36	*
Finance or legal (n=229)	4.48	4.44	4.60	4.48	*
Purchases or sales (n=95)	4.69	*	4.78	4.44	4.53
Travel or vacation (n=98)	4.75	*	*	4.57	*
Work around the house (n=53)	4.21	*	*	4.30	4.88
Job hunting or career planning (n=32)	*	*	*	4.06	*
Death issues (n=35)	4.67	*	*	*	*
<b>Education (n=189)</b>					
Formal education (n=109)	4.43	4.20	*	4.39	*
Other education (n=80)	4.58	3.90	*	4.32	*
<b>Lifelong Learning (n=107)</b>	4.34	4.28	*	4.54	*
<b>Work-Related (n=438)</b>					
Research (n=80)	4.57	3.83	*	4.59	*
Administration (n=53)	4.45	*	*	4.36	*
Marketing and sales (n=28)	*	*	*	4.85	*

General Information Sources

Other kind of work done (n=155)	4.63	4.47	*	4.51	4.72
Work in small organization (n=72)	4.31	4.50	*	4.51	8
General information (n=28)	*	*	*	4.48	*
Other work-related (n=22)	*	*	*	4.60	*

\* fewer than 10 responses

QN42-44

QN53

**TABLE 19: AVERAGE RATINGS OF THE TRUSTWORTHINESS OF THE INFORMATION FROM SOURCES USED, BY INFORMATION NEEDS MET AND BY MOST HELPFUL SOURCES CHOSEN: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- WORST RATING, 5- BEST RATING)**

Information Needs Met by Sources	Average Rating: Most Helpful Sources Chosen				
	Persons	Books	News/Mag	Internet	Other
<b>Personal or Family Needs (n=1,109)</b>					
Health or wellness (n=463)	4.83	4.65	3.91	4.27	*
Finance or legal (n=229)	4.71	4.63	4.17	4.35	*
Purchases or sales (n=95)	5.00	*	4.33	4.22	4.71
Travel or vacation (n=98)	4.92	*	*	4.34	*
Work around the house (n=53)	4.86	*	*	3.89	4.25
Job hunting or career planning (n=32)	*	*	*	3.81	*
Death issues (n=35)	4.83	*	*	*	*
<b>Education (n=189)</b>					
Formal education (n=109)	4.57	4.76	*	4.34	*
Other education (n=80)	4.83	4.70	*	4.30	*
<b>Lifelong Learning (n=107)</b>	4.70	4.64	*	4.56	*
<b>Work-Related (n=438)</b>					
Research (n=80)	4.85	4.83	*	4.51	*
Administration (n=53)	4.73	*	*	4.42	*
Marketing and sales (n=28)	*	*	*	4.45	*



General Information Sources

Other kind of work done (n=155)	4.87	4.60	*	4.60	4.72
Work in small organization (n=72)	4.23	4.83	*	4.50	*
General information (n=28)	*	*	*	4.24	*
Other work-related (n=22)	*	*	*	4.60	*

\* fewer than 10 responses

QN42-44

QN54

**TABLE 20: AVERAGE RATINGS OF HOW NEW THE INFORMATION WAS FROM SOURCES USED, BY INFORMATION NEEDS MET AND BY MOST HELPFUL SOURCES CHOSEN: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- NOT AT ALL NEW, 5- COMPLETELY NEW)**

Information Needs Met by Sources	Average Rating: Most Helpful Sources Chosen				
	Persons	Books	News/Mag	Internet	Other
<b>Personal or Family Needs (n=1,109)</b>					
Health or wellness (n=463)	4.03	3.73	3.80	4.05	*
Finance or legal (n=229)	4.16	3.83	3.50	3.74	*
Purchases or sales (n=95)	4.15	*	3.90	4.02	4.08
Travel or vacation (n=98)	4.33	*	*	3.82	*
Work around the house (n=53)	4.00	*	*	3.89	3.67
Job hunting or career planning (n=32)	*	*	*	3.81	*
Death issues (n=35)	3.78	*	*	*	*
<b>Education (n=189)</b>					
Formal education (n=109)	4.14	3.96	*	3.62	*
Other education (n=80)	4.00	3.91	*	3.62	*
<b>Lifelong Learning (n=107)</b>	3.56	3.50	*	3.83	*
<b>Work-Related (n=438)</b>					
Research (n=80)	3.62	3.33	*	3.71	*
Administration (n=53)	3.73	*	*	3.84	*
Marketing and sales (n=28)	*	*	*	3.95	*
Other kind of work done (n=155)	3.66	3.93	*	3.68	3.44

General Information Sources

Work in small organizations (n=72)	4.08	4.00	*	4.03	*
General information (n=28)	*	*	*	3.57	*
Other work-related (n=22)	*	*	*	4.30	*

\* fewer than 10 responses

QN42-44

QN55

**TABLE 21: AVERAGE RATINGS OF HOW IMPORTANT THE INFORMATION WAS IN MEETING NEEDS, BY INFORMATION NEEDS MET AND BY MOST HELPFUL SOURCES CHOSEN: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- NOT AT ALL IMPORTANT, 5- ABSOLUTELY ESSENTIAL)**

Information Needs Met by Sources	Average Rating: Most Helpful Sources Chosen				
	Persons	Books	News/Mag	Internet	Other
<b>Personal or Family Needs (n=1,109)</b>					
Health or wellness (n=463)	4.47	3.82	4.21	4.22	*
Finance or legal (n=229)	4.51	4.22	4.00	4.37	*
Purchases or sales (n=95)	4.54	*	4.30	4.29	4.07
Travel or vacation (n=98)	4.77	*	*	4.38	*
Work around the house (n=53)	4.57	*	*	4.05	3.80
Job hunting or career planning (n=32)	*	*	*	4.59	*
Death issues (n=35)	4.44	*	*	*	*
<b>Education (n=189)</b>					
Formal education (n=109)	4.29	4.44	*	4.38	*
Other education (n=80)	4.50	4.27	*	4.37	*
<b>Lifelong Learning (n=107)</b>	4.31	4.38	*	4.43	*
<b>Work-Related (n=438)</b>					
Research (n=80)	4.36	4.50	*	4.46	*
Administration (n=53)	4.09	*	*	4.45	*
Marketing and sales (n=28)	*	*	*	4.05	*
Other kind of work done (n=155)	4.69	4.53	*	4.28	4.33

General Information Sources

Work in small organization (n=72)	4.69	5.00	*	4.49	*
General information (n=28)	*	*	*	4.33	*
Other work-related (n=22)	*	*	*	4.50	*

\* fewer than 10 responses

QN42-44

QN73

**TABLE 22: AVERAGE RATINGS OF OVERALL QUALITY OF EXPERIENCE USING MOST HELPFUL SOURCES BY INFORMATION NEEDS MET AND BY SOURCES CHOSEN: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- WORST RATING, 5-BEST RATING)**

Information Needs Met by Sources	Average Rating: Most Helpful Sources Chosen				
	Persons	Books	News/Mag	Internet	Other
<b>Personal or Family Needs (n=1,109)</b>					
Health or wellness (n=463)	4.55	4.18	4.38	4.28	*
Finance or legal (n=229)	4.48	4.33	3.67	4.29	*
Purchases or sales (n=95)	4.75	*	4.33	4.08	4.60
Travel or vacation (n=98)	4.54	*	*	4.34	*
Work around the house (n=53)	4.64	*	*	4.05	4.20
Job hunting or career planning (n=32)	*	*	*	4.29	*
Death issues (n=35)	4.65	*	*	*	*
<b>Education (n=189)</b>					
Formal education (n=109)	4.57	4.60	*	4.15	*
Other education (n=80)	4.46	4.36	*	4.33	*
<b>Lifelong Learning (n=107)</b>	4.47	4.48	*	4.23	*
<b>Work-Related (n=438)</b>					
Research (n=80)	4.57	4.50	*	4.19	*
Administration (n=53)	4.18	*	*	4.30	*
Marketing and sales (n=28)	*	*	*	3.95	*

General Information Sources

Other kind of work done (n=155)	4.61	3.93	*	4.39	4.22
Work in small organizations (n=72)	4.00	4.50	*	4.53	*
General information (n=28)	*	*	*	4.42	*
Other work-related (n=22)	*	*	*	4.60	*

\* fewer than 10 responses

QN42-44

QN50

**TABLE 23: PROPORTION OF LAST IMPORTANT SITUATIONS FOR WHICH INFORMATION IS NEEDED MET BY THE MOST HELPFUL SOURCE OR PROVIDER AND BY OUTCOMES FROM USING SOURCES: ADULTS (18 AND OVER) IN 2006**

Outcomes from Use of Source/Provider	Type of Source/Provider			
	Persons (n=328)	Books (n=159)	News/Mags (n=45)	Internet (n=850)
	Proportion of Situations (%)	Proportion of Situations (%)	Proportion of Situations (%)	Proportion of Situations (%)
<b>Was needed information obtained?</b>				
Got all info. looking for	55.2	26.7	43.3	52.6
Got some info. looking for	42.7	73.3	55.3	46.4
Did not get info. looking for	2.1	---	1.3	1.1
<b>How well source addressed reason for use?</b>				
Completely	59.7	26.2	48.4	54.9
Somewhat	36.7	71.4	51.0	43.6
Not at all	3.6	2.4	0.6	1.5
<b>Did info. lead to favorable outcomes?</b>				
Yes	92.6	90.9	96.3	93.8
No	7.4	9.1	3.7	6.2
<b>Did info. lead to a negative outcome?</b>				
Yes	6.7	6.3	4.4	4.0
No	93.3	93.8	95.6	96.0
<b>Was there too much non-relevant info. from Internet use?</b>				
	(n=137)	(n=23)	(n=73)	(n=833)



**General Information Sources**

Yes	43.1	34.8	58.9	25.1
No	56.9	65.2	41.1	74.9

**QN45**

**QN56-QN62**

**TABLE 24: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET PERSONAL OR FAMILY HEALTH OR WELLNESS INFORMATION NEEDS: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=328) Average Rating	Books (n=156) Average Rating	News/Mags (n=45) Average Rating	Internet (n=845) Average Rating
Quality of information	4.53	4.23	4.09	4.33
Completeness of information	4.29	4.09	4.04	4.08
Timeliness or how up-to-date the info. was	4.53	4.09	4.03	4.36
Trustworthiness of the info.	4.83	4.65	3.91	4.27
How new info. was to user (1- not at all new, 5- completely new)	4.03	3.73	3.80	4.05
How important the info. was in meeting needs (1- not at all imp., 5- absolutely essential)	4.47	3.82	4.21	4.22
Overall quality of experience using source (1- worst, 5- best experience)	4.55	4.18	4.38	4.28
QN42-QN44				
QN50-QN55				

QN73

**TABLE 25: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET PERSONAL OR FAMILY FINANCIAL OR LEGAL INFORMATION NEEDS: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=328) Average Rating	Books (n=156) Average Rating	News/Mags (n=45) Average Rating	Internet (n=845) Average Rating
Quality of information	4.48	4.33	4.00	4.30
Completeness of information	4.49	4.00	4.00	4.03
Timeliness or how up-to-date the info. was	4.48	4.44	4.60	4.48
Trustworthiness of the info.	4.71	4.63	4.17	4.35
How new info. was to user (1- not at all new, 5- completely new)	4.16	3.83	3.50	3.74
How important the info. was in meeting needs (1- not at all imp., 5- absolutely essential)	4.51	4.22	4.00	4.37
Overall quality of experience using source (1- worst, 5- best experience)	4.48	4.33	3.67	4.29
QN42-QN44				
QN50-QN55				

QN73

**TABLE 26: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET PERSONAL OR FAMILY PURCHASES OR SALES INFORMATION NEEDS: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=328) Average Rating	Books (n=156) Average Rating	News/Mags (n=45) Average Rating	Internet (n=845) Average Rating
Quality of information	4.50	*	4.33	4.42
Completeness of information	4.25	*	4.13	4.04
Timeliness or how up-to-date the info. was	4.69	*	4.78	4.44
Trustworthiness of the info.	5.00	*	4.33	4.22
How new info. was to user (1- not at all new, 5- completely new)	4.15	*	3.90	4.02
How important the info. was in meeting needs (1- not at all imp., 5- absolutely essential)	4.54	*	4.30	4.29
Overall quality of experience using source (1- worst, 5- best experience)	4.75	*	4.33	4.08

\* fewer than 10 responses

QN42-QN44

QN50

QN55

QN73

**TABLE 27: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET *PERSONAL OR FAMILY TRAVEL OR VACATION* INFORMATION NEEDS: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=328) Average Rating	Books (n=156) Average Rating	News/Mags (n=45) Average Rating	Internet (n=845) Average Rating
Quality of information	4.92	*	*	4.37
Completeness of information	4.42	*	*	4.17
Timeliness or how up-to-date the info. was	4.75	*	*	4.57
Trustworthiness of the info.	4.92	*	*	4.34
How new info. was to user (1- not at all new, 5- completely new)	4.33	*	*	3.82
How important the info. was in meeting needs (1- not at all imp., 5- absolutely essential)	4.77	*	*	4.38
Overall quality of experience using source (1- worst, 5- best experience)	4.54	*	*	4.34

\* fewer than 10 responses

QN42-QN44



QN50-QN55

QN73

**TABLE 28: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET PERSONAL OR FAMILY WORK AROUND THE HOUSE INFORMATION NEEDS: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=328) Average Rating	Books (n=156) Average Rating	News/Mags (n=45) Average Rating	Internet (n=845) Average Rating
Quality of information	4.36	*	*	4.05
Completeness of information	4.15	*	*	4.35
Timeliness or how up-to-date the info. was	4.21	*	*	4.30
Trustworthiness of the info.	4.86	*	*	3.89
How new info. was to user (1- not at all new, 5- completely new)	4.00	*	*	3.89
How important the info. was in meeting needs (1- not at all imp., 5- absolutely essential)	4.57	*	*	4.05
Overall quality of experience using source (1- worst, 5- best experience)	4.64	*	*	4.05

\* fewer than 10 responses

QN42-QN44

QN50-QN55

QN73

**TABLE 29: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET PERSONAL OR FAMILY JOB HUNTING OR CAREER PLANNING INFORMATION NEEDS: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=328) Average Rating	Books (n=156) Average Rating	News/Mags (n=45) Average Rating	Internet (n=845) Average Rating
Quality of information	*	*	*	4.24
Completeness of information	*	*	*	4.06
Timeliness or how up-to-date the info. was	*	*	*	4.06
Trustworthiness of the info.	*	*	*	3.81
How new info. was to user (1- not at all new, 5- completely new)	*	*	*	3.81
How important the info. was in meeting needs (1- not at all imp., 5- absolutely essential)	*	*	*	4.59
Overall quality of experience using source (1- worst, 5- best experience)	*	*	*	4.29

\* fewer than 10 responses

Qn42-QN44

**QN50-QN55**

**QN73**

**TABLE 30: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET PERSONAL OR FAMILY DEATH ISSUES INFORMATION NEEDS: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=328) Average Rating	Books (n=156) Average Rating	News/Mags (n=45) Average Rating	Internet (n=845) Average Rating
Quality of information	4.56	*	*	*
Completeness of information	4.61	*	*	*
Timeliness or how up-to-date the info. was	4.67	*	*	*
Trustworthiness of the info.	4.83	*	*	*
How new info. was to user (1- not at all new, 5- completely new)	3.78	*	*	*
How important the info. was in meeting needs (1- not at all imp., 5- absolutely essential)	4.44	*	*	*
Overall quality of experience using source (1- worst, 5- best experience)	4.65	*	*	

\* fewer than 10 responses

QN42-QN44

QN50-QN55

QN73

**TABLE 31: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET *WORK-RELATED RESEARCH* INFORMATION NEEDS: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=328) Average Rating	Books (n=156) Average Rating	News/Mags (n=45) Average Rating	Internet (n=845) Average Rating
Quality of information	4.46	*	*	4.73
Completeness of information	3.85	*	*	4.46
Timeliness or how up-to-date the info. was	4.31	*	*	4.51
Trustworthiness of the info.	4.23	*	*	4.50
How new info. was to user (1- not at all new, 5- completely new)	4.08	*	*	4.03
How important the info. was in meeting needs (1- not at all imp., 5- absolutely essential)	4.69	*	*	4.49
Overall quality of experience using source (1- worst, 5- best experience)	4.00	*	*	4.53

\* fewer than 10 responses

QN42-QN44



**QN50-QN55**

**QN73**

**TABLE 32: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET *WORK-RELATED ADMINISTRATION* INFORMATION NEEDS: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=328) Average Rating	Books (n=156) Average Rating	News/Mags (n=45) Average Rating	Internet (n=845) Average Rating
Quality of information	4.00	*	*	4.39
Completeness of information	4.00	*	*	4.27
Timeliness or how up-to-date the info. was	4.45	*	*	4.36
Trustworthiness of the info.	4.73	*	*	4.42
How new info. was to user (1- not at all new, 5- completely new)	3.73	*	*	3.84
How important the info. was in meeting needs (1- not at all imp., 5- absolutely essential)	4.09	*	*	4.45
Overall quality of experience using source (1- worst, 5- best experience)	4.18	*	*	4.30

\* fewer than 10 responses

QN42-QN44

QN50-QN55

QN73

**TABLE 33: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET *WORK-RELATED MARKETING AND SALES* INFORMATION NEEDS: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=328)	Books (n=156)	News/Mags (n=45)	Internet (n=845)
	Average Rating	Average Rating	Average Rating	Average Rating
Quality of information	*	*	*	4.24
Completeness of information	*	*	*	3.95
Timeliness or how up-to-date the info. was	*	*	*	4.85
Trustworthiness of the info.	*	*	*	4.45
How new info. was to user (1- not at all new, 5- completely new)	*	*	*	3.95
How important the info. was in meeting needs (1- not at all imp., 5- absolutely essential)	*	*	*	4.05
Overall quality of experience using source (1- worst, 5- best experience)	*	*	*	3.95

\* fewer than 10 responses

QN42-Qn44

QN50-QN55

QN73

**TABLE 34: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET *OTHER KIND OF WORK* INFORMATION NEEDS: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=328)	Books (n=156)	News/Mags (n=45)	Internet (n=845)
	Average Rating	Average Rating	Average Rating	Average Rating
Quality of information	4.77	4.33	*	4.38
Completeness of information	4.59	3.93	*	4.26
Timeliness or how up-to-date the info. was	4.63	4.47	*	4.51
Trustworthiness of the info.	4.87	4.60	*	4.60
How new info. was to user (1- not at all new, 5- completely new)	3.66	3.93	*	3.68
How important the info. was in meeting needs (1- not at all imp., 5- absolutely essential)	4.69	4.53	*	4.28
Overall quality of experience using source (1- worst, 5- best experience)	4.61	3.93	*	4.39

\* fewer than 10 responses

QN42-QN44

**QN50-QN55**

**QN73**

**TABLE 35: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET *WORK-RELATED GENERAL INFORMATION* NEEDS: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=328)	Books (n=156)	News/Mags (n=45)	Internet (n=845)
	Average Rating	Average Rating	Average Rating	Average Rating
Quality of information	*	*	*	4.43
Completeness of information	*	*	*	4.33
Timeliness or how up-to-date the info. was	*	*	*	4.48
Trustworthiness of the info.	*	*	*	4.24
How new info. was to user (1- not at all new, 5- completely new)	*	*	*	3.57
How important the info. was in meeting needs (1- not at all impt., 5- absolutely essential)	*	*	*	4.33
Overall quality of experience using source (1- worst, 5- best experience)	*	*	*	4.43

\* fewer than 10 responses

QN42-Qn44



QN50-QN55

QN73

**TABLE 36: PROPORTION OF PERSONAL OR FAMILY HEALTH AND WELLNESS INFORMATION NEEDS MET BY ALL AND MOST HELPFUL SOURCES BY SOURCES CHOSEN: ADULTS (18 AND OVER) IN 2006 (N=436)**

Sources Chosen	Proportion of Health or Wellness Needs Met by All Sources	Proportion of Health or Wellness Needs Met by Most Helpful Sources
	(%)	(%)
Persons	84.9	17.8
Books	42.0	11.5
Newspapers/Magazines	19.5	2.5
Internet	73.4	43.9
Television	----	0.6
Other	41.7	23.7
<b>Total (%)</b>	----	<b>100.0</b>
<b>Total Needs (billions)</b>		<b>16.8</b>
<b>QN32</b>		
<b>QN42</b>		
<b>QN43</b>		
<b>QN44</b>		

**TABLE 37: PROPORTION AND NUMBER OF PERSONAL OR FAMILY HEALTH OR WELLNESS INFORMATION NEEDS MET BY THE MOST HELPFUL SOURCES BY SOURCES CHOSEN: ADULTS (18 AND OVER) IN 2006 (N=433)**

Most Helpful Sources Chosen	Proportion of Health or Wellness Needs Met (%)	Number of Health or Wellness Needs Met (billions)
Persons	17.8	3.99
Books	11.5	1.93
Newspapers/Magazines	2.5	6.42
Internet	43.9	7.37
Television	0.7	0.11
Other	23.6	3.99
<b>Total Needs (billions)</b>	<b>100.0</b>	<b>16.81</b>
<b>QN32</b>		
<b>QN42</b>		
<b>QN43</b>		
<b>QN44</b>		

**TABLE 38: PROPORTION OF PERSONAL OR FAMILY HEALTH OR WELLNESS INFORMATION NEEDS MET BY THE MOST HELPFUL SOURCES BY TYPE OF SOURCE AND BY WHY SOURCES WERE CHOSEN: ADULTS (18 AND OVER) IN 2006 (N=432)**

Why Sources Were Chosen	Type of Source			
	Persons (n=77) Proportion of Needs (%)	Books (n=50) Proportion of Needs (%)	News/Mags (n=11) Proportion of Needs (%)	Internet (n=190) Proportion of Needs (%)
It was convenient or easy to use	62.3	84.0	72.7	94.2
It did not cost much in time or money	46.8	64.0	54.5	67.4
It was the best source of information	79.2	76.0	72.7	70.5
The information could be trusted	90.9	84.0	81.8	71.1
Other	19.5	14.0	27.3	12.6
<b>Total Needs (billions)</b>	<b>2.99</b>	<b>1.93</b>	<b>0.42</b>	<b>7.37</b>
QN31				
QN32				
QN42				
QN43				
QN44				
QN49				

**TABLE 39: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET *PERSONAL OR FAMILY HEALTH OR WELLNESS* INFORMATION NEEDS BY TYPE OF SOURCE AND BY INFORMATION ATTRIBUTES: ADULTS (18 AND OVER) IN 2006 (N=1,660) (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=75)	Books (n=48)	News/Mags (n=11)	Internet (n=185)
	Average Rating	Average Rating	Average Rating	Average Rating
Quality of information	4.53	4.23	4.09	4.33
Completeness of information	4.29	4.04	4.09	4.08
Timeliness or how up-to-date the info. was	4.53	4.30	4.09	4.36
Trustworthiness of the info.	4.83	4.65	3.91	4.27
How new info. was to user (1- not at all new, 5- completely new)	4.03	3.80	3.73	4.05
How important the info. was in meeting needs (1- not at all imp., 5- absolutely essential)	4.47	4.21	3.82	4.22
Overall quality of experience using source (1- worst, 5- best experience)	4.55	4.38	4.18	4.28
QN42-QN44				
QN50-QN55				
QN73				

**TABLE 40: PROPORTION OF PERSONAL OR FAMILY HEALTH OR WELLNESS INFORMATION NEEDS MET BY THE MOST HELPFUL SOURCES CHOSEN BY TYPE OF SOURCE AND BY OUTCOMES FROM USING SOURCES: ADULTS (18 AND OVER) IN 2006 (N=1,667)**

Outcomes from Use of Source	Type of Source			
	Persons (n=77) Proportion of Needs (%)	Books (n=50) Proportion of Needs (%)	News/Mags (n=11) Proportion of Needs (%)	Internet (n=188) Proportion of Needs (%)
<b>Was needed information obtained?</b>				
Got all info. looking for	46.8	36.0	27.3	42.6
Got some info. looking for	50.6	60.0	72.7	57.4
Did not get info. looking for	2.6	4.0	----	----
<b>How well source addressed reason for use?</b>				
Completely	57.1	28.0	30.0	41.2
Somewhat	38.6	70.0	70.0	57.7
Not at all	4.3	2.0	----	1.1
<b>Did info. lead to favorable outcomes?</b>				
Yes	91.4	90.2	75.0	89.7
No	8.6	9.8	25.0	10.3
<b>Did info. lead to a negative outcome?</b>				
Yes	5.3	10.0	25.0	4.2
No	94.7	90.0	75.0	95.8
<b>Was there too much non-relevant info. from Internet use?</b>				
Yes	----	----	----	28.8

General Information Sources

No	----	----	----	71.2
<b>Total Needs (billions)</b>	<b>2.99</b>	<b>1.93</b>	<b>0.42</b>	<b>7.37</b>
QN31-QN32				
QN42-QN44				
QN56-QN62				

**TABLE 41: PROPORTION OF PERSONAL OR FAMILY HEALTH OR WELLNESS INFORMATION NEEDS MET BY MOST HELPFUL SOURCES CHOSEN, BY TYPE OF SOURCE AND BY ACTION THAT WOULD BE TAKEN IF THE SOURCE WERE NOT AVAILABLE: ADULTS (18 AND OVER) IN 2006 (N=409)**

Action Taken If Source Were Not Available	Type of Source			
	Persons (n=73) Proportion of Needs (%)	Books (n=47) Proportion of Needs (%)	News/Mags (n=11) Proportion of Needs (%)	Internet (n=187) Proportion of Needs (%)
Would not bother to do anything	4.1	----	9.1	3.2
Need information but would not know where to go for it	4.1	----	9.1	4.8
Would get information from another source	91.9	100.0	81.8	92.0
<b>Total (%)</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Needs (billions)</b>	<b>2.99</b>	<b>1.933</b>	<b>0.42</b>	<b>7.37</b>
<b>QN31-QN32</b>				
<b>QN42-QN44</b>				
<b>QN74</b>				



**TABLE 42: PROPORTION OF PERSONAL OR FAMILY LEGAL OR FINANCIAL INFORMATION NEEDS MET BY ALL AND MOST HELPFUL SOURCES BY SOURCES CHOSEN: ADULTS (18 AND OVER) IN 2006 (N=222)**

Sources Chosen	Proportion of Legal or Financial Needs Met by All Sources	Proportion of Legal or Financial Needs Met by Most Helpful Sources
	(%)	(%)
Persons	61.7	21.0
Books	18.9	4.2
Newspapers/Magazines	20.3	2.8
Internet	56.3	37.9
Other	54.5	33.6
<b>Total (%)</b>		<b>100.0</b>
<b>Total Needs (billions)</b>		<b>8.3</b>
<b>QN31-QN32</b>		
<b>QN42-QN44</b>		

**TABLE 43: PROPORTION AND NUMBER OF PERSONAL OR FAMILY LEGAL OR FINANCIAL INFORMATION NEEDS MET BY THE MOST HELPFUL SOURCES BY SOURCES CHOSEN: ADULTS (18 AND OVER) IN 2006 (N=214)**

Most Helpful Sources Chosen	Proportion of Legal or Financial Needs Met (%)	Number of Legal or Financial Needs Met (billions)
Persons	21.0	1.74
Books	4.2	0.35
Newspapers/Magazines	2.8	0.23
Internet	37.9	3.15
Other	33.6	2.79
<b>Total Needs (billions)</b>	<b>100.0</b>	<b>8.26</b>
<b>QN31-QN32</b>		
<b>QN42-QN44</b>		

**TABLE 44: PROPORTION OF PERSONAL OR FAMILY LEGAL OR FINANCIAL INFORMATION NEEDS MET BY THE MOST HELPFUL SOURCES BY TYPE OF SOURCE AND BY WHY SOURCES WERE CHOSEN: ADULTS (18 AND OVER) IN 2006 (N=213)**

Why Sources Were Chosen	Type of Source			
	Persons (n=45)	Books (n=9)	News/Mags (n=6)	Internet (n=80)
	Proportion of Needs (%)	Proportion of Needs (%)	Proportion of Needs (%)	Proportion of Needs (%)
It was convenient or easy to use	73.3	77.8	66.7	92.5
It did not cost much in time or money	60.0	55.6	50.0	70.0
It was the best source of information	71.1	77.8	50.0	71.3
The information could be trusted	88.9	66.7	50.0	67.5
Other	22.2	22.2	16.7	7.5
<b>Total Needs (billions)</b>	<b>1.74</b>	<b>0.35</b>	<b>0.23</b>	<b>2.79</b>
QN31-QN32				
QN42-QN44				
QN49				

**TABLE 45: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET *PERSONAL OR FAMILY LEGAL OR FINANCIAL* INFORMATION NEEDS BY TYPE OF SOURCE AND BY INFORMATION ATTRIBUTES: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=45)	Books (n=9)	News/Mags (n=6)	Internet (n=80)
	Average Rating	Average Rating	Average Rating	Average Rating
Quality of information	4.48	4.33	4.00	4.30
Completeness of information	4.49	4.00	4.00	4.03
Timeliness or how up-to-date the info. was	4.48	4.44	4.60	4.48
Trustworthiness of the info.	4.71	4.63	4.17	4.35
How new info. was to user (1- not at all new, 5- completely new)	4.16	3.50	3.83	3.74
How important the info. was in meeting needs (1- not at all impt., 5- absolutely essential)	4.51	4.22	4.00	4.37
Overall quality of experience using source (1- worst, 5- best experience)	4.48	4.33	3.67	4.29
QN42-QN44				
QN50-QN55				
QN73				

**TABLE 46: PROPORTION OF PERSONAL OR FAMILY LEGAL OR FINANCIAL INFORMATION NEEDS MET BY THE MOST HELPFUL SOURCES CHOSEN BY TYPE OF SOURCE AND BY OUTCOMES FROM USING SOURCES: ADULTS (18 AND OVER) IN 2006 (N=218)**

Outcomes from Use of Source	Type of Source			
	Persons (n=45) Proportion of Needs (%)	Books (n=9) Proportion of Needs (%)	News/Mags (n=6) Proportion of Needs (%)	Internet (n=80) Proportion of Needs (%)
<b>Was needed information obtained?</b>				
Got all info. looking for	55.6	44.4	16.7	57.7
Got some info. looking for	40.0	55.6	83.3	39.7
Did not get info. looking for	4.4	----	----	2.6
<b>How well source addressed reason for use?</b>				
Completely	52.5	66.7	----	64.1
Somewhat	37.5	33.3	83.3	34.6
Not at all	10.0	----	16.7	1.3
<b>Did info. lead to favorable outcomes?</b>				
Yes	93.9	100.0	75.0	93.9
No	6.1	----	25.0	6.1
<b>Did info. lead to a negative outcome?</b>				
Yes	6.1	----	----	1.6
No	93.9	100.0	100.0	98.4
<b>Was there too much non-relevant info. from Internet use?</b>				
Yes	----	----	----	24.7

General Information Sources

No	----	----	----	95.3
<b>Total Needs (billions)</b>	<b>1.74</b>	<b>0.35</b>	<b>0.23</b>	<b>3.15</b>
QN31-QN32				
QN42-QN44				
QN56-QN62				

**TABLE 47: PROPORTION OF PERSONAL OR FAMILY LEGAL OR FINANCIAL INFORMATION NEEDS MET BY MOST HELPFUL SOURCES CHOSEN, BY TYPE OF SOURCE AND BY ACTION THAT WOULD BE TAKEN IF THE SOURCE WERE NOT AVAILABLE: ADULTS (18 AND OVER) IN 2006 (N=201)**

Action Taken If Source Were Not Available	Type of Source			
	Persons (n=44) Proportion of Needs (%)	Books (n=7) Proportion of Needs (%)	News/Mags (n=6) Proportion of Needs (%)	Internet (n=77) Proportion of Needs (%)
Would not bother to do anything	4.5	----	----	----
Need information but would not know where to go for it	----	----	----	5.2
Would get information from another source	95.5	100.0	100.0	94.8
<b>Total (%)</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Needs (billions)</b>	<b>1.74</b>	<b>0.35</b>	<b>0.23</b>	<b>3.15</b>
QN31-QN32				
QN42-QN44				
QN74				

**TABLE 48: PROPORTION AND NUMBER OF *LIFELONG LEARNING* INFORMATION NEEDS MET BY THE MOST HELPFUL SOURCES BY SOURCES CHOSEN: ADULTS (18 AND OVER) IN 2006 (N=107)**

Most Helpful Sources Chosen	Proportion of Lifelong Learning Needs Met (%)	Number of Lifelong Learning Needs Met (billions)
Persons	16.9	0.66
Books	13.6	0.53
Newspapers/Magazines	1.7	0.07
Internet	60.2	2.34
Other	7.6	0.28
<i>Total Needs (billions)</i>	----	3.88
QN31		
QN32		
QN36 -45		



**TABLE 49: PROPORTION OF *LIFELONG LEARNING* INFORMATION NEEDS MET BY THE MOST HELPFUL SOURCES, BY TYPE OF SOURCE AND BY WHY SOURCES WERE CHOSEN: ADULTS (18 AND OVER) IN 2006 (N=107)**

Why Sources Were Chosen	Type of Source	
	Persons/Books	Internet
	(n=26)	(n=71)
	Proportion of Needs (%)	Proportion of Needs (%)
It was convenient or easy to use	75.0	91.5
It did not cost much in time or money	47.2	76.1
It was the best source of information	86.1	76.1
The information could be trusted	80.6	78.9
Other		
<b>Total Needs (billions)</b>	<b>1.2</b>	<b>2.3</b>
QN31		
QN32		
QN36-45		
QN49		

**TABLE 50: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET *LIFELONG LEARNING* INFORMATION NEEDS BY TYPE OF SOURCE AND BY INFORMATION ATTRIBUTES: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING) (N=107)**

Attributes of Information	Type of Source	
	Persons/Books (n=26) Average Rating	Internet (n=71) Average Rating
Quality of information	4.49	4.41
Completeness of information	4.27	4.30
Timeliness or how up-to-date the info. was	4.31	4.54
Trustworthiness of the info.	4.67	4.56
How new info. was to user (1- not at all new, 5- completely new)	3.53	3.83
How important the info. was in meeting needs (1- not at all impt., 5- absolutely essential)	4.31	4.43
Overall quality of experience using source (1- worst, 5- best experience)	4.47	4.23
<b>QN31</b>		
<b>QN32</b>		
<b>QN36-45</b>		
<b>QN50-55</b>		
<b>QN73</b>		

**TABLE 51: PROPORTION OF *LIFELONG LEARNING* INFORMATION NEEDS MET BY THE MOST HELPFUL SOURCES CHOSEN, BY TYPE OF SOURCE AND BY OUTCOMES FROM USING SOURCES: ADULTS (18 AND OVER) IN 2006 (N=106)**

Outcomes from Use of Type of Source	Persons/Books	Internet
	(n=35)	(n=71)
	Proportion of Needs	Proportion of Needs
	(%)	(%)
<b>Was needed information obtained?</b>		
Got all info. looking for	34.3	57.7
Got some info. looking for	62.9	42.3
Did not get info. looking for	2.9	----
<b>How well source addressed reason for use?</b>		
Completely	42.4	58.8
Somewhat	57.6	39.7
Not at all	----	1.5
<b>Did info. lead to favorable outcomes?</b>		
Yes	100.0	94.9
No	----	5.1
<b>Did info. lead to a negative outcome?</b>		
Yes	----	3.4
No	100.0	96.6
<b>Was there too much non-relevant info. from Internet use?</b>		
Yes	----	32.9
No	----	67.1

**Total Needs (billions)**

**1.2**

**2.3**

**QN31**

**QN32**

**QN35-45**

**QN54-61**

**TABLE 52: PROPORTION OF *LIFELONG LEARNING* INFORMATION NEEDS MET BY MOST HELPFUL SOURCES CHOSEN, BY TYPE OF SOURCE AND BY ACTION THAT WOULD BE TAKEN IF THE SOURCE WERE NOT AVAILABLE: ADULTS (18 AND OVER) IN 2006 (N=101)**

Action Taken If Source Were Not Available	Type of Source	
	Persons/Books (n=33) Proportion of Needs (%)	Internet (n=68) Proportion of Needs (%)
Would not bother to do anything	3.0	5.9
Need information but would not know where to go for it	6.0	2.9
Would get information from another source	90.0	91.2
<b>Total (%)</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Needs (billions)</b>	<b>1.2</b>	<b>2.3</b>
QN31		
QN32		
QN36-45		
QN74		

**TABLE 53: PROPORTION OF WORK-RELATED RESEARCH INFORMATION NEEDS MET BY ALL AND MOST HELPFUL SOURCES BY SOURCES CHOSEN: ADULTS (18 AND OVER) IN 2006 (N=80)**

Sources Chosen	Proportion of Work-Related Needs Met by All Sources	Proportion of Work-Related Needs Met by Most Helpful Sources
	(%)	(%)
Persons	51.3	17.7
Books	47.5	7.6
Newspapers/Magazines	21.3	2.5
Internet	103.8	67.1
Other	26.3	5.1
<b>Total (%)</b>	----	<b>100.0</b>
<b>Total Needs (billions)</b>		<b>2.9</b>
QN31-QN32		
QN42-QN44		

**TABLE 54: PROPORTION AND NUMBER OF *WORK-RELATED RESEARCH* INFORMATION NEEDS MET BY THE MOST HELPFUL SOURCES BY SOURCES CHOSEN: ADULTS (18 AND OVER) IN 2006 (N=79)**

Most Helpful Sources Chosen	Proportion of Research Needs Met (%)	Number of Research Needs Met (billions)
Persons	17.7	0.51
Books	7.6	0.22
Newspapers/Magazines	2.5	0.07
Internet	67.1	1.95
Other	5.1	0.15
<i>Total Needs (billions)</i>	----	<b>2.90</b>
QN31-QN32		
QN42-QN44		

**TABLE 55: PROPORTION OF WORK-RELATED RESEARCH INFORMATION NEEDS MET BY THE MOST HELPFUL SOURCES, BY TYPE OF SOURCE AND BY WHY SOURCES WERE CHOSEN: ADULTS (18 AND OVER) IN 2006 (N=79)**

Why Sources Were Chosen	Type of Source		
	Persons (n=14) Proportion of Needs (%)	Books (n=6) Proportion of Needs (%)	Internet (n=53) Proportion of Needs (%)
It was convenient or easy to use	64.3	66.7	92.5
It did not cost much in time or money	57.1	33.3	75.5
It was the best source of information	92.9	83.3	81.1
The information could be trusted	92.9	83.3	79.2
Other	14.3	----	11.3
<b>Total Needs (billions)</b>	<b>0.51</b>	<b>0.22</b>	<b>1.95</b>
<b>QN31-QN32</b>			
<b>QN42-QN44</b>			

QN49



**TABLE 56: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET *WORK-RELATED RESEARCH* INFORMATION NEEDS BY TYPE OF SOURCE AND BY INFORMATION ATTRIBUTES: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING) (N=79)**

Attributes of Information	Type of Source		
	Persons (n=14)	Books (n=6)	Internet (n=53)
	Average Rating	Average Rating	Average Rating
Quality of information	4.71	4.50	4.38
Completeness of information	4.29	4.50	4.28
Timeliness or how up-to-date the info. was	4.57	3.83	4.59
Trustworthiness of the info.	4.85	4.83	4.51
How new info. was to user (1- not at all new, 5- completely new)	3.62	3.33	3.71
How important the info. was in meeting needs (1- not at all imp., 5- absolutely essential)	4.36	4.50	4.46
Overall quality of experience using source (1- worst, 5- best experience)	4.57	4.50	4.19

**QN42-QN44**

**QN50-QN55**

**QN73**

**TABLE 57: PROPORTION OF WORK-RELATED RESEARCH INFORMATION NEEDS MET BY THE MOST HELPFUL SOURCES CHOSEN, BY TYPE OF SOURCE AND BY OUTCOMES FROM USING SOURCES: ADULTS (18 AND OVER) IN 2006 (N=79)**

Outcomes from Use of Source	Type of Source		
	Persons (n=12) Proportion of Needs (%)	Books (n=6) Proportion of Needs (%)	Internet (n=52) Proportion of Needs (%)
<b>Was needed information obtained?</b>			
Got all info. looking for	42.9	50.0	50.9
Got some info. looking for	50.0	50.0	49.1
Did not get info. looking for	7.1	----	----
<b>How well source addressed reason for use?</b>			
Completely	33.3	66.7	55.8
Somewhat	66.7	33.3	42.3
Not at all	----	----	1.9
<b>Did info. lead to favorable outcomes?</b>			
Yes	100.0	100.0	95.3
No	----	----	4.7
<b>Did info. lead to a negative outcome?</b>			
Yes	----	----	4.7
No	100.0	100.0	95.3
<b>Was there too much non-relevant info. from Internet use?</b>			
Yes	----	----	28.8

General Information Sources

No	----	----	71.2
<b>Total Needs (billions)</b>	<b>0.51</b>	<b>0.22</b>	<b>1.95</b>
QN31-QN32			
QN42-QN44			
QN56-QN62			

**TABLE 58: PROPORTION OF WORK-RELATED RESEARCH INFORMATION NEEDS MET BY MOST HELPFUL SOURCES CHOSEN, BY TYPE OF SOURCE AND BY ACTION THAT WOULD BE TAKEN IF THE SOURCE WERE NOT AVAILABLE: ADULTS (18 AND OVER) IN 2006 (N=75)**

Action Taken If Source Were Not Available	Type of Source	
	Persons (n=14)	Internet (n=51)
	Proportion of Needs (%)	Proportion of Needs (%)
Would not bother to do anything	----	5.9
Need information but would not know where to go for it	----	2.0
Would get information from another source	100.0	92.2
<b>Total (%)</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Needs (billions)</b>	<b>0.51</b>	<b>1.95</b>
Qn32-QN32		
QN42-QN44		
QN74		

**TABLE 59: PROPORTION OF MOST HELPFUL SOURCE CHOSEN AND HEALTH/MEDICAL INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006**

Health/Medical Information Needs Met by Sources	Proportion of Most Helpful Sources Chosen				
	Persons (%)	Books (%)	News/Mag (%)	Internet (%)	Other (%)
Health – illness					
Diagnosis, treatment , etc. for self (n=283)	11.8	11.4	2.6	46.1	28.0
Diagnosis, treatment, etc. for friends, family, etc. (n=122)	18.7	15.4	1.6	49.6	14.6
Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=29)	41.2	5.9	----	29.4	23.5
Other personal health issues (n=17)	18.5	7.4	7.4	33.3	33.3
Psychological issues (n=17)	41.1	5.9	----	29.4	23.5
Health insurance, Medicare, etc. (n=46)	11.1	2.2	4.4	44.4	37.8
Work in health care organizations (n=34)	28.1	15.6	----	34.4	21.8
Medical research (n=19)	21.1	21.1	5.3	47.4	5.3
<b>All Medical/Health</b>	<b>18.6</b>	<b>11.3</b>	<b>3.1</b>	<b>41.2</b>	<b>25.8</b>

**TABLE 60: PROPORTION OF MOST HELPFUL SOURCE CHOSEN BECAUSE IT WAS CONVENIENT OR EASY TO USE AND HEALTH/MEDICAL INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006**

Health/Medical Information Needs Met by Sources	Proportion of Most Helpful Sources Chosen				
	Persons (%)	Books (%)	News/Mag (%)	Internet (%)	Other (%)
Health – illness					
Diagnosis, treatment , etc. for self (n=283)	63.0	88.5	*	96.2	40.3
Diagnosis, treatment, etc. for friends, family, etc. (n=122)	78.3	78.9	*	88.5	52.9
Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=29)	42.89	*	*	*	*
Other personal health issues (n=17)	*	*	*	100.0	33.3
Psychological issues (n=17)	42.9	*	*	*	*
Health insurance, Medicare, etc. (n=46)	*	*	*	80.0	59.2
Work in health care organizations (n=34)	66.7	*	*	100.0	*
Medical research (n=19)	*	*	*	100.0	*

\* Fewer than 10 responses

**TABLE 61: PROPORTION OF MOST HELPFUL SOURCE CHOSEN BECAUSE IT DID NOT COST MUCH IN TIME OR MONEY AND HEALTH/MEDICAL INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006**

Health/Medical Information Needs Met by Sources	Proportion of Most Helpful Sources Chosen				
	Persons (%)	Books (%)	News/Mag (%)	Internet (%)	Other (%)
Health – illness					
Diagnosis, treatment , etc. for self (n=283)	44.4	69.2	*	69.5	27.4
Diagnosis, treatment, etc. for friends, family, etc. (n=122)	56.5	63.2	*	63.3	52.9
Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=29)	42.9	*	*	*	*
Other personal health issues (n=17)	*	*	*	77.8	44.4
Psychological issues (n=17)	42.9	*	*	*	*
Health insurance, Medicare, etc. (n=46)	*	*	*	70.0	4.12
Work in health care organizations (n=34)	44.4	*	*	81.8	*
Medical research (n=19)	*	*	*	77.8	*

- Fewer than 10 responses

**TABLE 62: PROPORTION OF MOST HELPFUL SOURCE CHOSEN BECAUSE IT WAS THE BEST SOURCE OF INFORMATION AND HEALTH/MEDICAL INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006**

Health/Medical Information Needs Met by Sources	Proportion of Most Helpful Sources Chosen				
	Persons (%)	Books (%)	News/Mag (%)	Internet (%)	Other (%)
Health – illness					
Diagnosis, treatment , etc. for self (n=283)	81.5	80.8	*	70.5	71.0
Diagnosis, treatment, etc. for friends, family, etc. (n=122)	87.0	68.4	*	70.5	100.0
Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=29)	42.9	*	*	*	*
Other personal health issues (n=17)	*	*	*	55.6	77.8
Psychological issues (n=17)	42.9	*	*	*	*
Health insurance, Medicare, etc. (n=46)	*	*	*	85.0	82.4
Work in health care organizations (n=34)	88.9	*	*	72.7	*
Medical research (n=19)	*	*	*	66.7	*

\* Fewer than 10 responses



**TABLE 63: PROPORTION OF MOST HELPFUL SOURCE CHOSEN BECAUSE *THE INFORMATION COULD BE TRUSTED* AND HEALTH/MEDICAL INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006**

Health/Medical Information Needs Met by Sources	Proportion of Most Helpful Sources Chosen				
	Persons (%)	Books (%)	News/Mag (%)	Internet (%)	Other (%)
Health – illness					
Diagnosis, treatment , etc. for self (n=283)	96.3	80.8	*	67.6	85.5
Diagnosis, treatment, etc. for friends, family, etc. (n=122)	95.7	84.2	*	73.8	88.2
Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=29)	100.0	*	*	*	*
Other personal health issues (n=17)	*	*	*	77.8	55.6
Psychological issues (n=17)	100.0	*	*	*	*
Health insurance, Medicare, etc. (n=46)	*	*	*	70.0	47.1
Work in health care organizations (n=34)	100.0	*	*	90.9	*
Medical research (n=19)	*	*	*	44.4	*

\* Fewer than 10 responses

**TABLE 64: AVERAGE TIME SPENT USING ALL SOURCES BY INFORMATION NEEDS MET BY SOURCES: ADULTS (18 AND OVER) IN 2006**

Health/Medical Information Needs Met by Sources	Average Time Spent (minutes per use)
Health – illness	
Diagnosis, treatment , etc. for self (n=283)	119
Diagnosis, treatment, etc. for friends, family, etc. (n=122)	197
Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=29)	84
Other personal health issues (n=17)	90
Psychological issues (n=17)	111
Health insurance, Medicare, etc. (n=46)	239
Work in health care organizations (n=34)	21
Medical research (n=19)	84

**TABLE 65: AVERAGE TIME SPENT USING MOST HELPFUL SOURCES HEALTH/MEDICAL INFORMATION NEEDS MET BY SOURCES: ADULTS (18 AND OVER) IN 2006**

Health/Medical Information Needs Met by Sources	Average Time Per Use (minutes)				
	Persons	Books	News/Mag	Internet	Other
Health – illness					
Diagnosis, treatment , etc. for self (n=283)	95	216	*	104	133
Diagnosis, treatment, etc. for friends, family, etc. (n=122)	116	539	*	106	500
Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=29)	*	*	*	*	*
Other personal health issues (n=17)	*	*	*	62	*
Psychological issues (n=17)	*	*	*	*	*
Health insurance, Medicare, etc. (n=46)	*	*	*	108	*
Work in health care organizations (n=34)	*	*	*	29	*
Medical research (n=19)	*	*	*		*

\* Fewer than 10 responses

**TABLE 66: AVERAGE RATINGS OF OVERALL QUALITY OF EXPERIENCE USING THE SOURCE AND HEALTH/MEDICAL INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006 (RATING SCALE IS 1- WORST EXPERIENCE, 5- BEST EXPERIENCE)**

Health/Medical Information Needs Met by Sources	Average Rating				
	Persons	Books	News/Mag	Internet	Other
Health – illness					
Diagnosis, treatment , etc. for self (n=283)	4.70	4.46	*	4.27	4.52
Diagnosis, treatment, etc. for friends, family, etc. (n=122)	4.65	4.26	*	4.36	4.88
Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=29)	4.71	*	*	*	*
Other personal health issues (n=17)	*	*	*	4.22	3.67
Psychological issues (n=17)	4.71	*	*	*	*
Health insurance, Medicare, etc. (n=46)	*	*	*	4.30	3.93
Work in health care organizations (n=34)	4.56	*	*	4.64	*
Medical research (n=19)	*	*	*	3.89	*

- Fewer than 10 responses

**TABLE 67: AVERAGE RATINGS OF QUALITY OF INFORMATION FROM MOST HELPFUL SOURCE AND HEALTH/MEDICAL INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006 (RATING SCALE IS 1- WORST RATING TO 5- THE BEST RATING)**

Health/Medical Information Needs Met by Sources	Average Rating				
	Persons	Books	News/Mag	Internet	Other
Health – illness					
Diagnosis, treatment , etc. for self (n=283)	4.63	4.35	*	4.27	4.63
Diagnosis, treatment, etc. for friends, family, etc. (n=122)	4.61	4.33	*	4.45	4.76
Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=29)	4.57	*	*	*	*
Other personal health issues (n=17)	*	*	*	4.22	4.11
Psychological issues (n=17)	4.57	*	*	*	*
Health insurance, Medicare, etc. (n=46)	*	*	*	4.25	4.13
Work in health care organizations (n=34)	4.67	*	*	4.27	*
Medical research (n=19)	*	*	*	3.78	*

- Fewer than 10 responses

**TABLE 68: AVERAGE RATINGS OF COMPLETENESS OF INFORMATION FROM MOST HELPFUL SOURCE AND HEALTH/MEDICAL INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006 (RATING SCALE IS 1- WORST RATING TO 5-THE BEST RATING)**

Health/Medical Information Needs Met by Sources	Average Rating				
	Persons	Books	News/Mag	Internet	Other
Health – illness					
Diagnosis, treatment , etc. for self (n=283)	4.35	3.96	*	3.96	4.44
Diagnosis, treatment, etc. for friends, family, etc. (n=122)	4.36	4.17	*	4.25	4.65
Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=29)	4.57	*	*	*	*
Other personal health issues (n=17)	*	*	*	4.33	3.89
Psychological issues (n=17)	4.57	*	*	*	*
Health insurance, Medicare, etc. (n=46)	*	*	*	3.75	4.07
Work in health care organizations (n=34)	4.63	*	*	4.55	*
Medical research (n=19)	*	*	*	3.78	*

- Fewer than 10 responses

**TABLE 69: AVERAGE RATINGS OF *TIMELINESS OR HOW UP-TO-DATE THE INFORMATION WAS FROM MOST HELPFUL SOURCE AND HEALTH/MEDICAL INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006 (RATING SCALE IS 1- WORST RATING TO 5- THE BEST RATING)***

Health/Medical Information Needs Met by Sources	Average Rating				
	Persons	Books	News/Mag	Internet	Other
Health – illness					
Diagnosis, treatment , etc. for self (n=283)	4.67	4.15	*	4.32	4.70
Diagnosis, treatment, etc. for friends, family, etc. (n=122)	4.68	4.47	*	4.47	4.94
Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=29)	4.43	*	*	*	*
Other personal health issues (n=17)	*	*	*	4.22	4.00
Psychological issues (n=17)	4.43	*	*	*	*
Health insurance, Medicare, etc. (n=46)	*	*	*	4.32	4.29
Work in health care organizations (n=34)	4.78	*	*	4.55	*
Medical research (n=19)	*	*	*	4.00	*

\* Fewer than 10 responses

**TABLE 70: AVERAGE RATINGS OF TRUSTWORTHINESS OF INFORMATION OBTAINED FROM MOST HELPFUL SOURCE AND HEALTH/MEDICAL INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006 (RATING SCALE IS 1- WORST RATING TO 5- THE BEST RATING)**

Health/Medical Information Needs Met by Sources	Average Rating				
	Persons	Books	News/Mag	Internet	Other
Health – illness					
Diagnosis, treatment , etc. for self (n=283)	4.93	4.60	*	4.29	4.72
Diagnosis, treatment, etc. for friends, family, etc. (n=122)	4.91	4.79	*	4.32	4.94
Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=29)	5.00	*	*	*	*
Other personal health issues (n=17)	*	*	*	3.89	4.33
Psychological issues (n=17)	5.00	*	*	*	*
Health insurance, Medicare, etc. (n=46)	*	*	*	4.15	3.87
Work in health care organizations (n=34)	4.78	*	*	4.73	*
Medical research (n=19)	*	*	*	3.67	*
<b>* Fewer than 10 responses</b>					



**TABLE 71: AVERAGE RATINGS OF HOW NEW THE INFORMATION WAS FROM MOST HELPFUL SOURCE AND HEALTH/MEDICAL INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006 (RATING SCALE IS 1- WORST RATING TO 5- THE BEST RATING)**

Health/Medical Information Needs Met by Sources	Average Rating				
	Persons	Books	News/Mag	Internet	Other
Health – illness					
Diagnosis, treatment , etc. for self (n=283)	3.92	3.83	*	3.93	3.98
Diagnosis, treatment, etc. for friends, family, etc. (n=122)	4.26	3.84	*	4.34	4.24
Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=29)	4.00	*	*	*	*
Other personal health issues (n=17)	*	*	*	4.00	3.56
Psychological issues (n=17)	4.00	*	*	*	*
Health insurance, Medicare, etc. (n=46)	*	*	*	3.65	4.13
Work in health care organizations (n=34)	4.13	*	*	3.36	*
Medical research (n=19)	*	*	*	3.78	*
* Fewer than 10 responses					

**TABLE 72: AVERAGE RATINGS OF HOW IMPORTANT THE INFORMATION WAS IN MEETING NEEDS FROM MOST HELPFUL SOURCE AND HEALTH/MEDICAL INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006 (RATING SCALE IS 1- WORST RATING TO 5- THE BEST RATING)**

Health/Medical Information Needs Met by Sources	Average Rating				
	Persons	Books	News/Mag	Internet	Other
Health – illness					
Diagnosis, treatment , etc. for self (n=283)	4.52	4.15	*	4.23	4.70
Diagnosis, treatment, etc. for friends, family, etc. (n=122)	4.61	4.22	*	4.33	4.71
Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=29)	4.57	*	*	*	*
Other personal health issues (n=17)	*	*	*	3.899	3.89
Psychological issues (n=17)	4.57	*	*	*	*
Health insurance, Medicare, etc. (n=46)	*	*	*	4.26	4.47
Work in health care organizations (n=34)	4.78	*	*	4.36	*
Medical research (n=19)	*	*	*	4.00	*
* Fewer than 10 responses					



**TABLE 74: PROPORTION OF USES IN WHICH MOST HELPFUL SOURCE COMPLETELY ADDRESSES REASONS FOR USE BY HEALTH/MEDICAL INFORMATION NEEDS MET: ADULTS (18 AND OVER) IN 2006**

Health/Medical Information Needs Met by Sources	Proportion of Most Helpful Sources Chosen				
	Persons (%)	Books (%)	News/Mag (%)	Internet (%)	Other (%)
Health – illness					
Diagnosis, treatment , etc. for self (n=283)	66.7	23.1	*	36.6	50.9
Diagnosis, treatment, etc. for friends, family, etc. (n=122)	60.0	26.3	*	50.0	86.7
Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=29)	42.9	*	*	*	*
Other personal health issues (n=17)	*	*	*	44.4	*
Psychological issues (n=17)	83.3	*	*	*	*
Health insurance, Medicare, etc. (n=46)	*	*	*	63.2	57.1
Work in health care organizations (n=34)	*	*	*	100.0	*
Medical research (n=19)	*	*	*	22.2	*
* Fewer than 10 responses					

**TABLE 75: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET *OTHER KIND OF WORK* INFORMATION NEEDS: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=328) Average Rating	Books (n=156) Average Rating	News/Mags (n=45) Average Rating	Internet (n=845) Average Rating
Quality of information	4.77	4.33	*	4.38
Completeness of information	4.59	3.93	*	4.26
Timeliness or how up-to-date the info. was	4.63	4.47	*	4.51
Trustworthiness of the info.	4.87	4.60	*	4.60
How new info. was to user (1- not at all new, 5- completely new)	3.66	3.93	*	3.68
How important the info. was in meeting needs (1- not at all imp., 5- absolutely essential)	4.69	4.53	*	4.28
Overall quality of experience using source (1- worst, 5- best experience)	4.61	3.93	*	4.39

\* fewer than 10 responses



**TABLE 76: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM THE MOST HELPFUL SOURCES CHOSEN TO MEET *WORK-RELATED GENERAL INFORMATION* NEEDS: ADULTS (18 AND OVER) IN 2006 (RATINGS ARE 1- THE WORST RATING TO 5- THE BEST RATING)**

Attributes of Information	Type of Source			
	Persons (n=328)	Books (n=156)	News/Mags (n=45)	Internet (n=845)
	Average Rating	Average Rating	Average Rating	Average Rating
Quality of information	*	*	*	4.43
Completeness of information	*	*	*	4.33
Timeliness or how up-to-date the info. was	*	*	*	4.48
Trustworthiness of the info.	*	*	*	4.24
How new info. was to user (1- not at all new, 5- completely new)	*	*	*	3.57
How important the info. was in meeting needs (1- not at all imp., 5- absolutely essential)	*	*	*	4.33
Overall quality of experience using source (1- worst, 5- best experience)	*	*	*	

\* fewer than 10 responses

