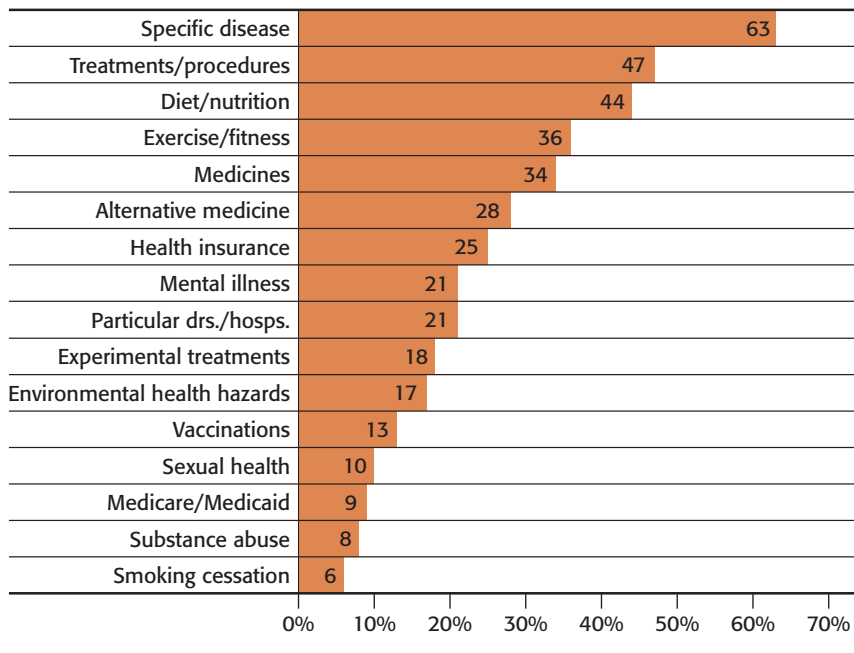


94 Million Americans Use the Internet for Health-Related Matters

% OF HEALTH SEEKERS WHO LOOK FOR INFORMATION ABOUT ...



Source: Pew Internet Project December 2002 survey

32 Million Americans Say They Read Blogs

BLOG READERS MAKE UP 27% OF ALL INTERNET USERS

- 9% of internet users said they read political blogs "frequently" or "sometimes" during the 2004 campaign
 - 7% of users say they have created a blog or web-based diary
 - 57% of bloggers are male
 - 48% are under age 30
 - Blog readership shot up 58% between February 2004 and November 2004 ...
- ... But 62% of online Americans are not even sure what a blog is

at work say it helps them communicate with more people; 71% say it helps them save time; and 59% say email improves workplace teamwork. At the same time, however, some reported that they felt that office use of email wasted time or made them too accessible to colleagues.

- *The internet changes the way people deal with health issues.* E-patients are creating a new health-care environment in which the traditional medical model – ruled by the all-wise doctor who tells patients what is best for them – is being challenged by a new model in which empowered patients can access large amounts of medical information, advice and support online, and act as partners with their doctors in making health-care decisions for themselves and their loved ones.

- *The internet creates new online town squares and civic storms.* The widely varying information sources that are available online, combined with the new opportunities that the internet creates for civic participation, have begun to reshape politics and community life. Nowhere was that more evident than in the rapid rise of blogs during the 2004 campaign. Political bloggers serve up a boiling caldron of facts, rumors, commentaries, conspiracy theories, ideological screeds and media criticisms. They had at least one significant impact on the campaign season last fall. It was a blogger who first marshaled evidence to question a story by CBS's *60 Minutes* about President Bush's service in the National Guard. The ensuing civic storm played out in both the blogosphere and the mainstream media simultaneously, and eventually forced anchorman Dan Rather to retract the story and CBS to fire four senior journalists.