

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) (%)
Persons		
Family members	29.6	8.4
Friends, colleagues, professionals (e.g., lawyers)	41.2	11.3
Books		
Own or family	14.8	4.0
From a library	11.3	3.0
From elsewhere (e.g., bookstore)	7.7	2.2
Newspapers/Magazines		
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
Internet		
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
Television	7.5	0.7
Museum	1.4	0.1
Some other provider	25.8	17.0
TOTAL (%)	----	100.0

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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)
Persons	47.3	13.1
Family members	19.8	5.6
Friends, colleagues, professionals (e.g., lawyers)	27.5	7.5
Books	22.5	6.2
Own or family	9.9	2.7
From a library	7.5	2.0
From elsewhere (e.g., bookstore)	5.1	1.5
Newspapers/Magazines	15.2	1.7
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
Internet	52.5	33.8
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
Television	5.0	0.5
Museum	0.9	0.1
Some other provider	17.3	11.4
TOTAL (billions)	160.7	66.8

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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
TOTAL (%)	----	100.0

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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
Total Needs (billions)	13.1	6.2	1.7	33.8

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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

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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 (%)
Was needed information obtained?				
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
How well source addressed reason for use?				
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
Did info. lead to favorable outcomes?				
Yes	92.6	96.3	90.9	93.8
No	7.4	3.7	9.1	6.2
Did info. lead to a negative outcome?				
Yes	6.7	4.4	6.3	4.0
No	93.3	95.6	93.7	96.0
Was there too much non-relevant info. from Internet use?				
Yes	----	----	----	25.1
No	----	----	----	74.9
Total Needs (billions)	13.1	6.2	1.7	33.8

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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
Total (%)	100.0	100.0	100.0	100.0
Total Needs (billions)	13.1	6.2	1.7	33.8

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**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 (%)
Personal or Family Needs (n=1,109)					
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
Education (n=189)					
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
Lifelong Learning (n=107)	16.9	13.6	1.7	60.2	7.6
Work-Related (n=438)					
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
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
ALL	13.1	6.2	1.7	33.8	17.8

* fewer than 10 responses

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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
Personal or Family Needs (n=1,109)					
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 (n=32)	0.25	0.04	0.11	0.62	0.15
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

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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

Information Needs Met by Sources	Proportion of Most Helpful Sources Chosen				
	Persons (%)	Books (%)	News/Mag (%)	Internet (%)	Other (%)
Personal or Family Needs (n=1,109)					
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	*	*	*	*
Education (n=189)					
Formal education (n=109)	57.1	88.0	*	97.1	8
Other education (n=80)	76.9	81.8	*	93.6	*
Lifelong Learning (n=107)	73.0	77.0	*	91.5	*
Work-Related (n=438)					
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

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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 (%)
Personal or Family Needs (n=1,109)					
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	*	*	*	*
Education (n=189)					
Formal education (n=109)	28.6	68.0	*	64.7	*
Other education (n=80)	46.2	63.6	*	74.5	*
Lifelong Learning (n=107)	42.2	52.2	*	76.1	*
Work-Related (n=438)					
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

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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 (%)
Personal or Family Needs (n=1,109)					
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
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 (%)
Personal or Family Needs (n=1,109)					
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	*	*	*	*
Education (n=189)					
Formal education (n=109)	100.0	84.0	*	61.8	*
Other education (n=80)	84.6	81.8		70.2	*
Lifelong Learning (n=107)	71.4	72.7	*	80.0	*
Work-Related (n=438)					
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 (n=155)	80.0	100.0	*	85.5	100.0
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

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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)
Personal or Family Needs (n=1,109)	
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
Education (n=189)	
Formal education (n=109)	226
Other education (n=80)	94
Lifelong Learning (n=107)	59
Work-Related (n=438)	
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

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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
Personal or Family Needs (n=1,109)					
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	*	*	*	*
Education (n=189)					
Formal education (n=109)	371	781	*	179	*
Other education (n=80)	71	242	*	108	*
Lifelong Learning (n=107)	45	216	*	54	*
Work-Related (n=438)					
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

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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
Personal or Family Needs (n=1,109)					
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	*	*	*	*
Education (n=189)					
Formal education (n=109)	4.43	4.60	*	4.16	*
Other education (n=80)	4.67	4.09		4.37	*
Lifelong Learning (n=107)	4.53	4.45	*	4.41	*
Work-Related (n=438)					
Research (n=80)	4.71	4.50	*	4.38	*
Administration (n=53)	4.00	*	*	4.39	*
Marketing and sales (n=28)	*	*	*	4.24	*
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

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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
Personal or Family Needs (n=1,109)					
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	*	*	*	*
Education (n=189)					
Formal education (n=109)	4.00	4.48	*	3.96	*
Other education (n=80)	4.42	3.90	*	4.11	8
Lifelong Learning (n=107)	4.27	4.27	*	4.30	*
Work-Related (n=438)					
Research (n=80)	4.29	4.50	*	4.28	*
Administration (n=53)	4.00	*	*	4.27	*
Marketing and sales (n=28)	*	*	*	3.95	*
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

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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
Personal or Family Needs (n=1,109)					
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	*	*	*	*
Education (n=189)					
Formal education (n=109)	4.43	4.20	*	4.39	*
Other education (n=80)	4.58	3.90	*	4.32	*
Lifelong Learning (n=107)	4.34	4.28	*	4.54	*
Work-Related (n=438)					
Research (n=80)	4.57	3.83	*	4.59	*
Administration (n=53)	4.45	*	*	4.36	*
Marketing and sales (n=28)	*	*	*	4.85	*
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
Personal or Family Needs (n=1,109)					
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	*	*	*	*
Education (n=189)					
Formal education (n=109)	4.57	4.76	*	4.34	*
Other education (n=80)	4.83	4.70	*	4.30	*
Lifelong Learning (n=107)	4.70	4.64	*	4.56	*
Work-Related (n=438)					
Research (n=80)	4.85	4.83	*	4.51	*
Administration (n=53)	4.73	*	*	4.42	*
Marketing and sales (n=28)	*	*	*	4.45	*
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
Personal or Family Needs (n=1,109)					
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	*	*	*	*
Education (n=189)					
Formal education (n=109)	4.14	3.96	*	3.62	*
Other education (n=80)	4.00	3.91	*	3.62	*
Lifelong Learning (n=107)	3.56	3.50	*	3.83	*
Work-Related (n=438)					
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
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
Personal or Family Needs (n=1,109)					
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	*	*	*	*
Education (n=189)					
Formal education (n=109)	4.29	4.44	*	4.38	*
Other education (n=80)	4.50	4.27	*	4.37	*
Lifelong Learning (n=107)	4.31	4.38	*	4.43	*
Work-Related (n=438)					
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
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
Personal or Family Needs (n=1,109)					
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	*	*	*	*
Education (n=189)					
Formal education (n=109)	4.57	4.60	*	4.15	*
Other education (n=80)	4.46	4.36	*	4.33	*
Lifelong Learning (n=107)	4.47	4.48	*	4.23	*
Work-Related (n=438)					
Research (n=80)	4.57	4.50	*	4.19	*
Administration (n=53)	4.18	*	*	4.30	*
Marketing and sales (n=28)	*	*	*	3.95	*
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) Proportion of Situations (%)	Books (n=159) Proportion of Situations (%)	News/Mags (n=45) Proportion of Situations (%)	Internet (n=850) Proportion of Situations (%)
Was needed information obtained?				
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
How well source addressed reason for use?				
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
Did info. lead to favorable outcomes?				
Yes	92.6	90.9	96.3	93.8
No	7.4	9.1	3.7	6.2
Did info. lead to a negative outcome?				
Yes	6.7	6.3	4.4	4.0
No	93.3	93.8	95.6	96.0
Was there too much non-relevant info. from Internet use?				
	(n=137)	(n=23)	(n=73)	(n=833)
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 impt., 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 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 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 impt., 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 impt., 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 impt., 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 impt., 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 impt., 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) 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	*	*	*	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) 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

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) Average Rating	Books (n=156) Average Rating	News/Mags (n=45) Average Rating	Internet (n=845) 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)	*	*	*	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
<i>Total (%)</i>	----	<i>100.0</i>
<i>Total Needs (billions)</i>		<i>16.8</i>

QN32

QN42

QN43

QN44

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
<i>Total Needs (billions)</i>	<i>100.0</i>	<i>16.81</i>

QN32

QN42

QN43

QN44

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
Total Needs (billions)	2.99	1.93	0.42	7.37

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) Average Rating	Books (n=48) Average Rating	News/Mags (n=11) Average Rating	Internet (n=185) 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 impt., 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 (%)
Was needed information obtained?				
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	----	----
How well source addressed reason for use?				
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
Did info. lead to favorable outcomes?				
Yes	91.4	90.2	75.0	89.7
No	8.6	9.8	25.0	10.3
Did info. lead to a negative outcome?				
Yes	5.3	10.0	25.0	4.2
No	94.7	90.0	75.0	95.8
Was there too much non-relevant info. from Internet use?				
Yes	----	----	----	28.8
No	----	----	----	71.2
Total Needs (billions)	2.99	1.93	0.42	7.37

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
Total (%)	100.0	100.0	100.0	100.0
Total Needs (billions)	2.99	1.933	0.42	7.37

QN31-QN32
 QN42-QN44
 QN74

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
Total (%)		100.0
Total Needs (billions)		8.3

QN31-QN32

QN42-QN44

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
<i>Total Needs (billions)</i>	<i>100.0</i>	<i>8.26</i>

QN31-QN32

QN42-QN44

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) Proportion of Needs (%)	Books (n=9) Proportion of Needs (%)	News/Mags (n=6) Proportion of Needs (%)	Internet (n=80) 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
Total Needs (billions)	1.74	0.35	0.23	2.79

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) Average Rating	Books (n=9) Average Rating	News/Mags (n=6) Average Rating	Internet (n=80) 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 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 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 (%)
Was needed information obtained?				
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
How well source addressed reason for use?				
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
Did info. lead to favorable outcomes?				
Yes	93.9	100.0	75.0	93.9
No	6.1	----	25.0	6.1
Did info. lead to a negative outcome?				
Yes	6.1	----	----	1.6
No	93.9	100.0	100.0	98.4
Was there too much non-relevant info. from Internet use?				
Yes	----	----	----	24.7
No	----	----	----	95.3
Total Needs (billions)	1.74	0.35	0.23	3.15

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
Total (%)	100.0	100.0	100.0	100.0
Total Needs (billions)	1.74	0.35	0.23	3.15

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
		3.88
<i>Total Needs (billions)</i>	----	

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 (n=26) Proportion of Needs (%)	Internet (n=71) 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		
Total Needs (billions)	1.2	2.3

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 imp., 5- absolutely essential)	4.31	4.43
Overall quality of experience using source (1- worst, 5- best experience)	4.47	4.23

QN31

QN32

QN36-45

QN50-55

QN73

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 Source	Type of Source	
	Persons/Books (n=35) Proportion of Needs (%)	Internet (n=71) Proportion of Needs (%)
Was needed information obtained?		
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	----
How well source addressed reason for use?		
Completely	42.4	58.8
Somewhat	57.6	39.7
Not at all	----	1.5
Did info. lead to favorable outcomes?		
Yes	100.0	94.9
No	----	5.1
Did info. lead to a negative outcome?		
Yes	----	3.4
No	100.0	96.6
Was there too much non-relevant info. from Internet use?		
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
Total (%)	100.0	100.0
Total Needs (billions)	1.2	2.3

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
<i>Total (%)</i>	----	<i>100.0</i>
<i>Total Needs (billions)</i>		<i>2.9</i>

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>	----	2.90

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
Total Needs (billions)	0.51	0.22	1.95

QN31-QN32

QN42-QN44

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) Average Rating	Books (n=6) Average Rating	Internet (n=53) 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 impt., 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 (%)
Was needed information obtained?			
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	----	----
How well source addressed reason for use?			
Completely	33.3	66.7	55.8
Somewhat	66.7	33.3	42.3
Not at all	----	----	1.9
Did info. lead to favorable outcomes?			
Yes	100.0	100.0	95.3
No	----	----	4.7
Did info. lead to a negative outcome?			
Yes	----	----	4.7
No	100.0	100.0	95.3
Was there too much non-relevant info. from Internet use?			
Yes	----	----	28.8
No	----	----	71.2
Total Needs (billions)	0.51	0.22	1.95

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) Proportion of Needs (%)	Internet (n=51) 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
<i>Total (%)</i>	<i>100.0</i>	<i>100.0</i>
<i>Total Needs (billions)</i>	<i>0.51</i>	<i>1.95</i>

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
<i>All Medical/Health</i>	<i>18.6</i>	<i>11.3</i>	<i>3.1</i>	<i>41.2</i>	<i>25.8</i>

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	*

* Fewer than 10 responses

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 17: 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 impt., 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 18: 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) Average Rating	Books (n=156) Average Rating	News/Mags (n=45) Average Rating	Internet (n=845) 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