

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 |
| | | |
| <i>TOTAL (%)</i> | ---- | <i>100.0</i> |

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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

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 |
| 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

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 |
| 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

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 |
| 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 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 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 impt., 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 |
| | | | | |
| <i>Total Needs (billions)</i> | 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