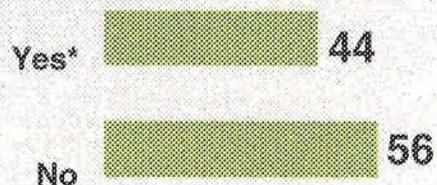


## Nearly Half Have A Chronic Condition, And/Or Had Recent Hospital Care

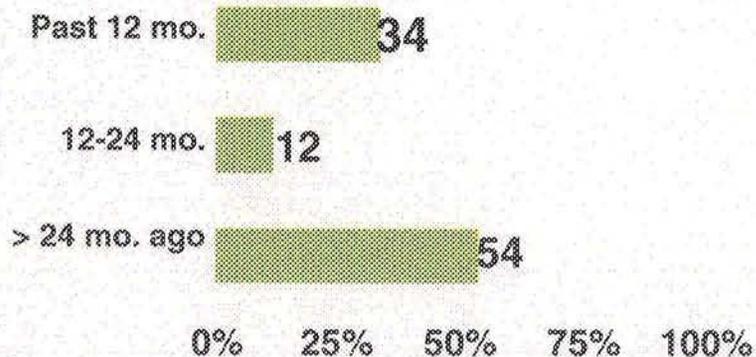
### Chronic condition



Note: Chronic conditions affect 58% of those age 45-64, but also 24% of those age 25-34.

\*The top chronic conditions mentioned by respondents were high blood pressure, allergies, arthritis, high cholesterol, obesity, diabetes, sinusitis, asthma.

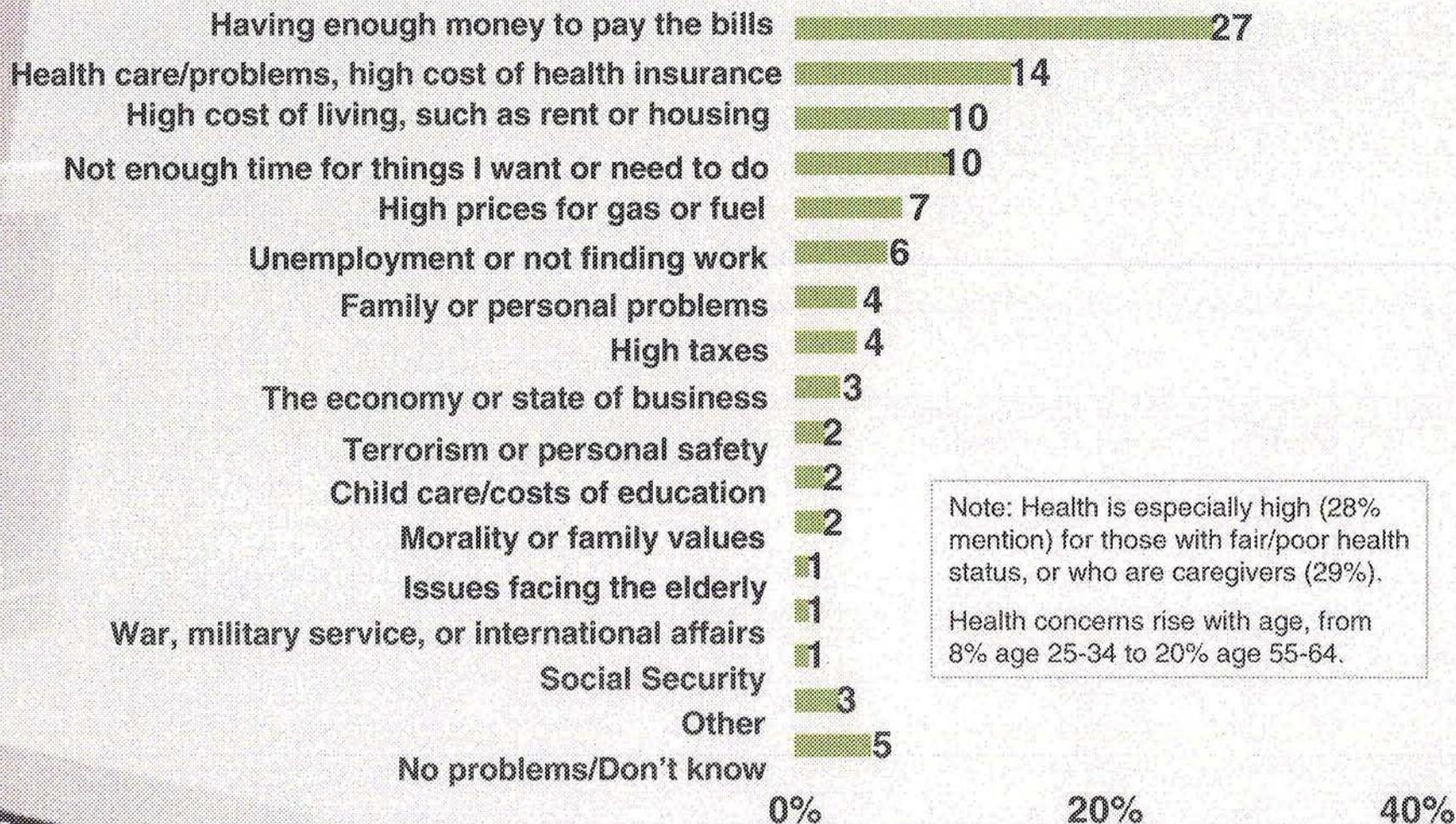
### Recent hospital care



HEALTH

## Health Issues Are People's Top Concerns, After Money and Time

Q. 14 Overall, what is the biggest problem facing you and your family these days?



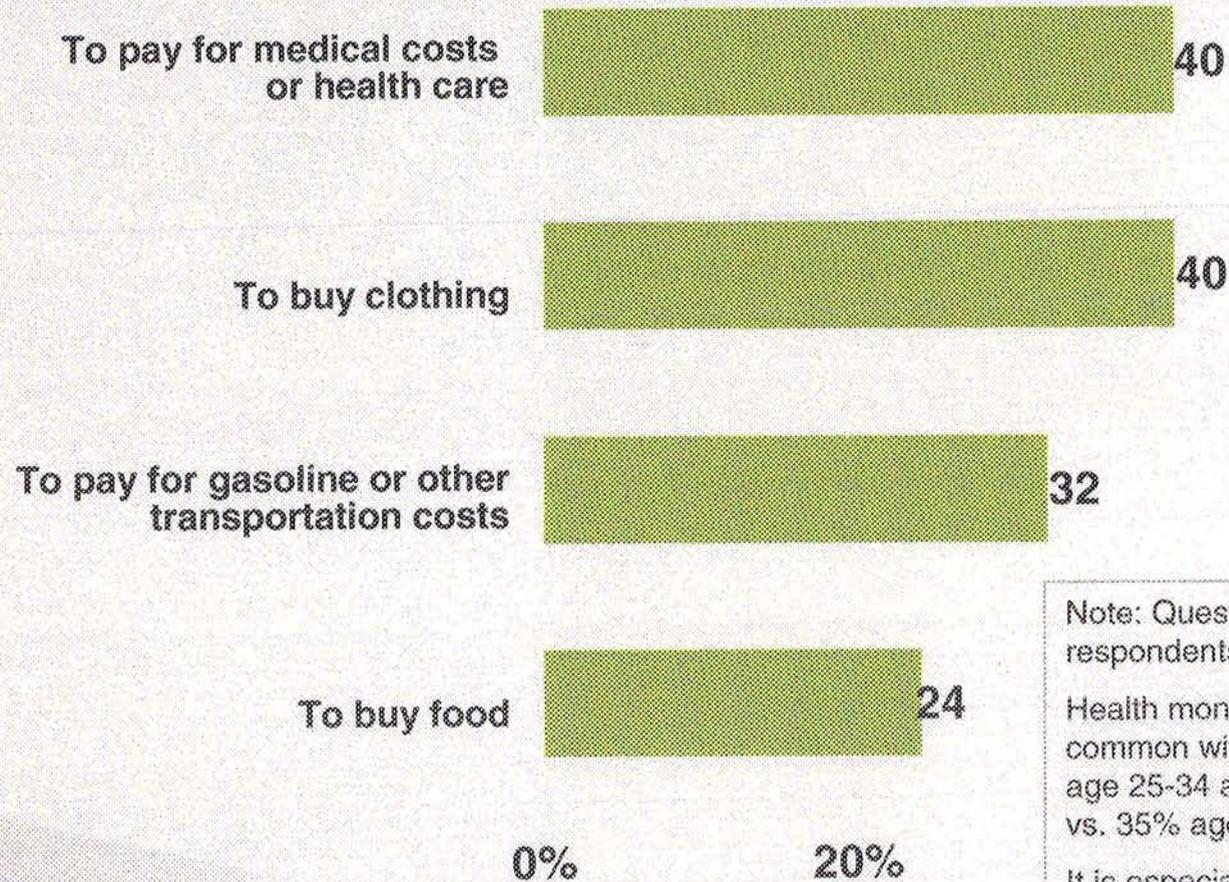
Note: Health is especially high (28% mention) for those with fair/poor health status, or who are caregivers (29%).

Health concerns rise with age, from 8% age 25-34 to 20% age 55-64.

HEALTH

## Beyond Money Problems In General, 4 in 10 Have Money Problems With Health

“Did not have enough money in the last year...”



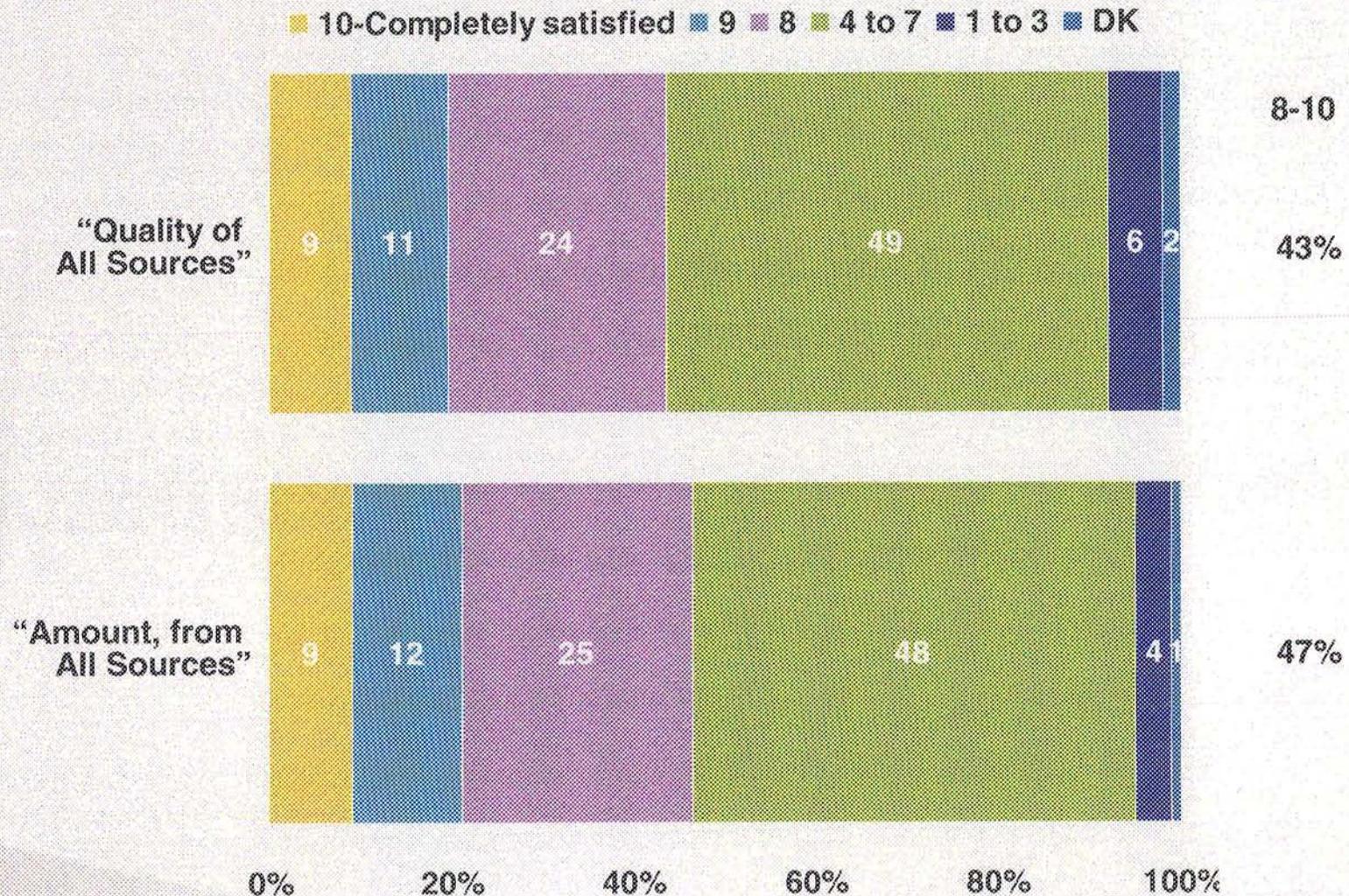
Note: Questions are based on all respondents.

Health money problems are more common with younger age, 41% age 25-34 and 44% age 35-44, vs. 35% age 55-64.

It is especially common in lower income (59%) and broadcast-only homes (59%) and those of fair/poor health status (57%).

HEALTH

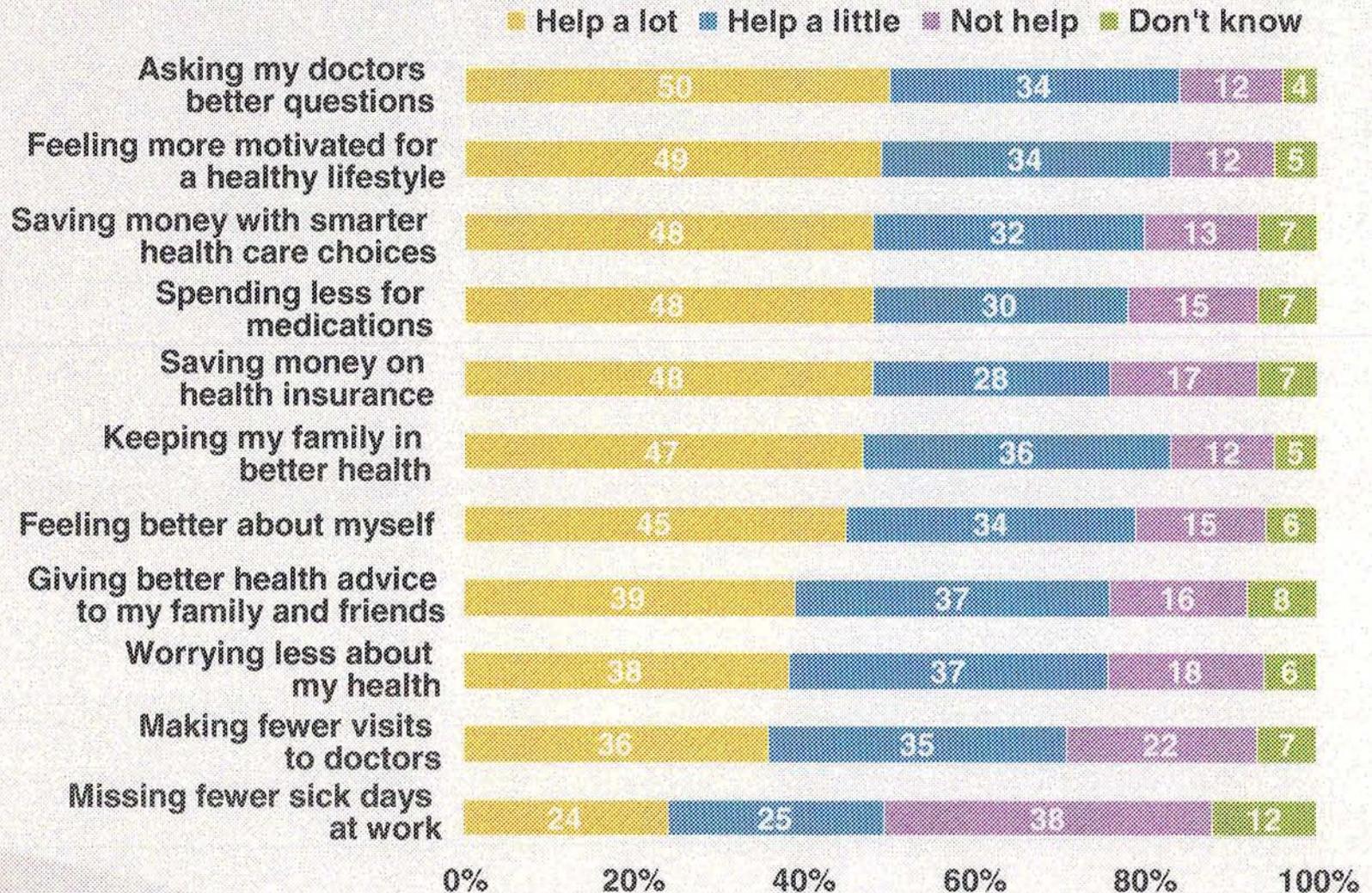
## Satisfaction With Current Health Information Overall Is Below 50%



Note: This satisfaction level does not necessarily carry over to each of their current sources.

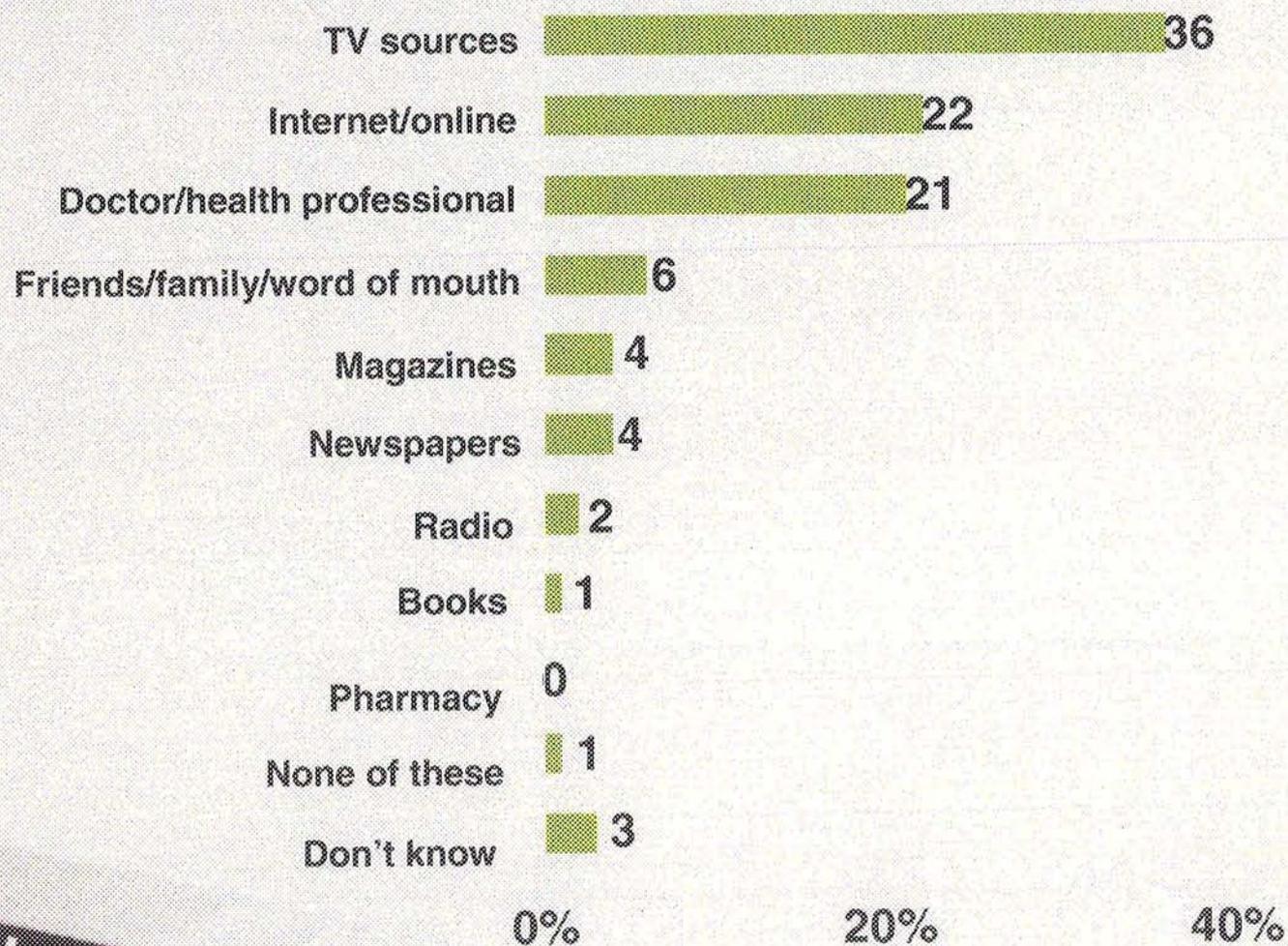
HEALTH

## People Say Better Information Would Help In Many Ways, Including The Money Side



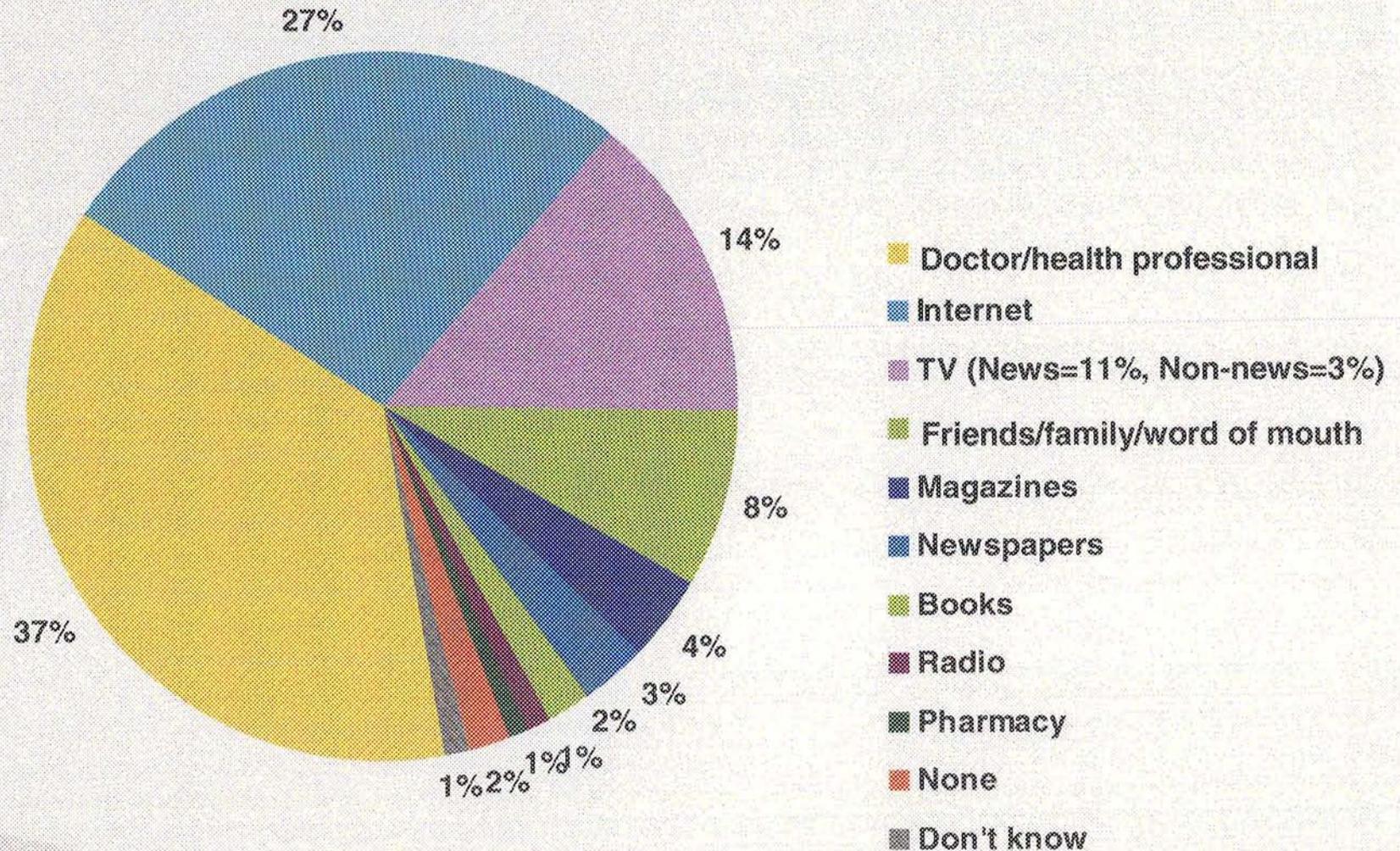
Note: "Missing fewer sick days" is higher among age 25-34 (28% "help a lot") than age 55-64 (18%).

## Consumers Are Most Likely To Learn About New Treatments Or Prevention From TV



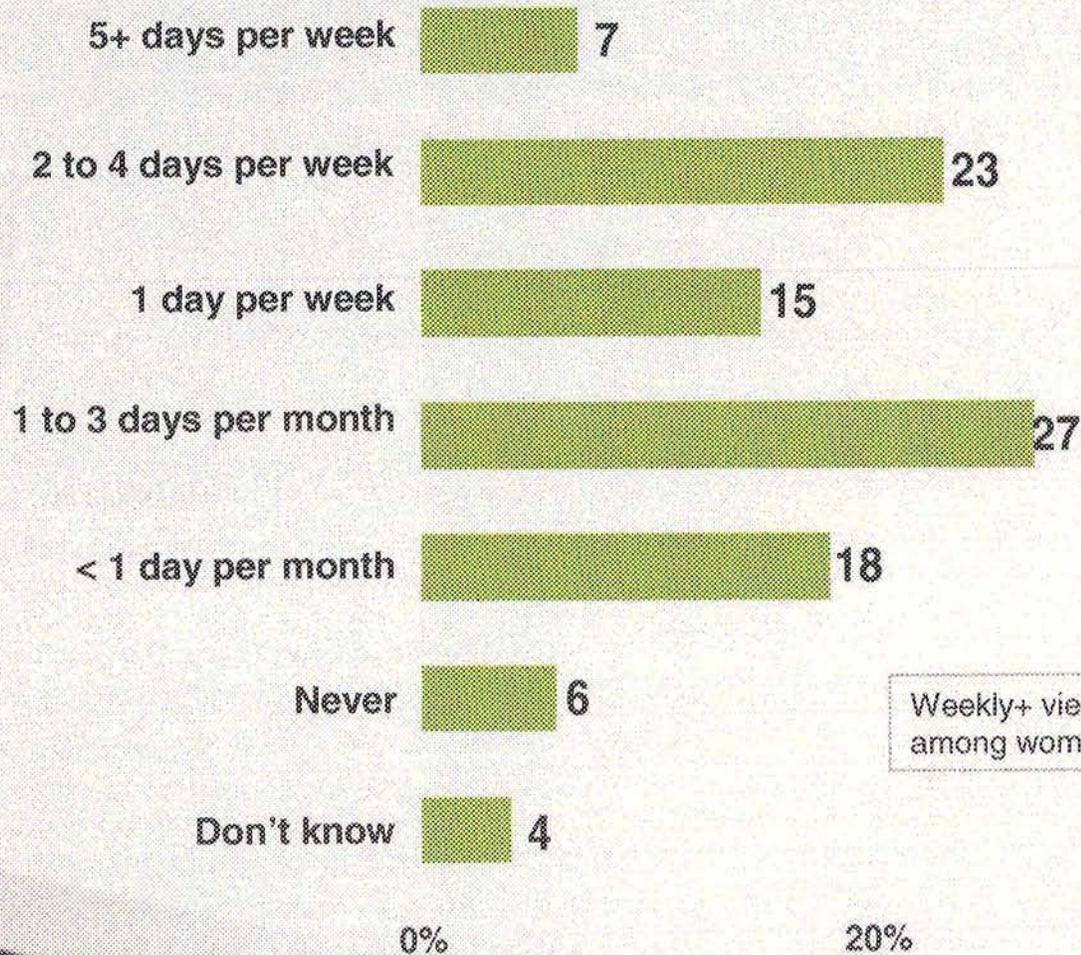
HEALTH

## Health Professionals, Internet, and TV Are The "Big 3" Of Health Information (78%)



Note: The chronically ill are especially apt to rely on their doctor (45%, vs. 31% of others).

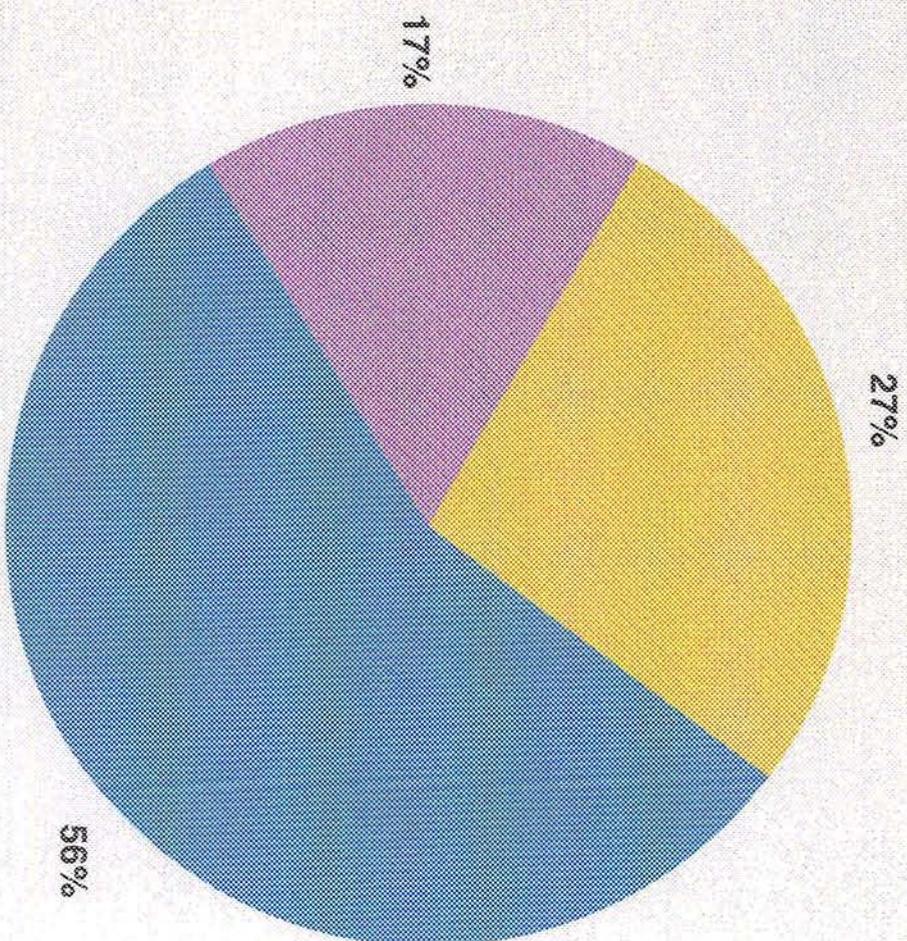
## Despite Being Important, Actual TV Health Information Viewing is Only Periodic (45% Weekly+)



Weekly+ viewing is more common among women (51%, vs. 39% of men).

HEALTH

## Many Often Seek More Health Information About Something They Saw On TV



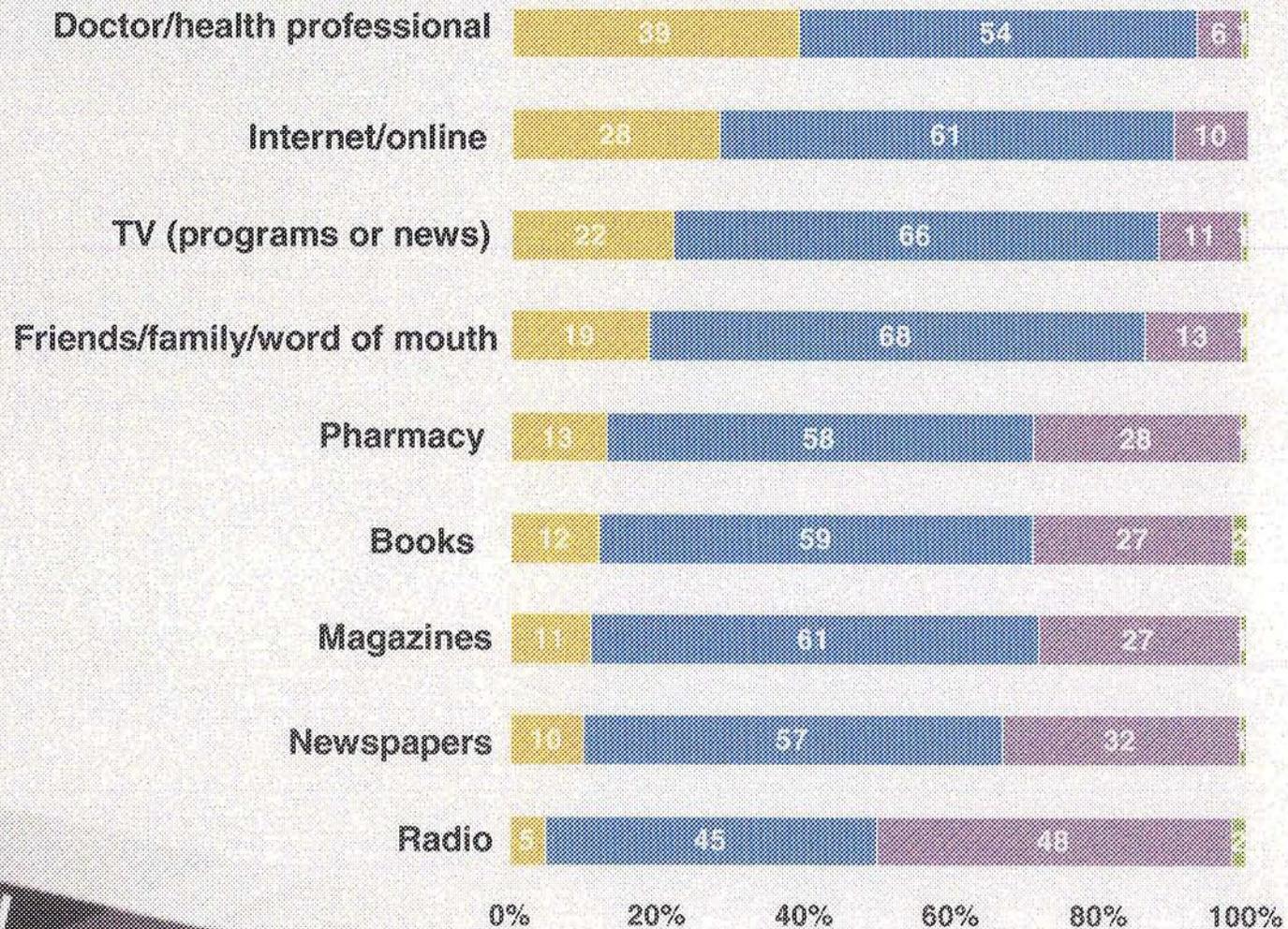
■ Agree   ■ Neutral  
■ Disagree

Q.23D Please indicate if you agree or disagree with each of these statements about health information on TV. "Seeing something about health on TV often leads me to seek more information on that topic"

HEALTH

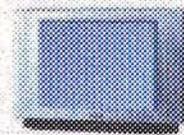
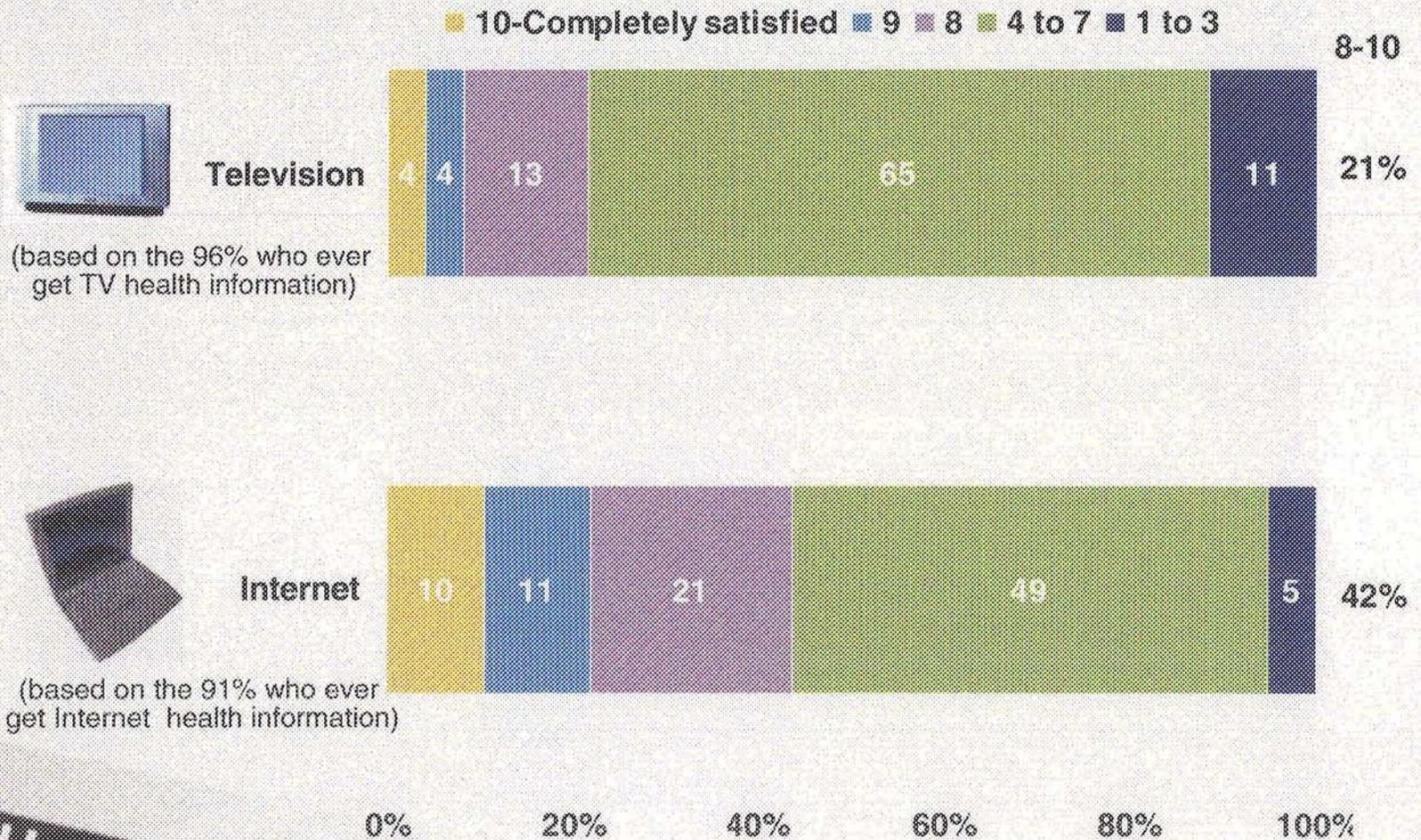
## TV Is A Periodic Source For Health Info, But Less Regular Than Personal Sources

■ Regularly ■ Sometimes ■ Never ■ Don't know



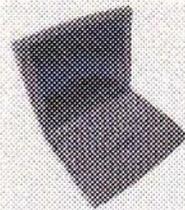
HEALTH

# Satisfaction With Current Health Media Is Especially Low For TV, Including 11% Negatives



**Television**

(based on the 96% who ever get TV health information)



**Internet**

(based on the 91% who ever get Internet health information)

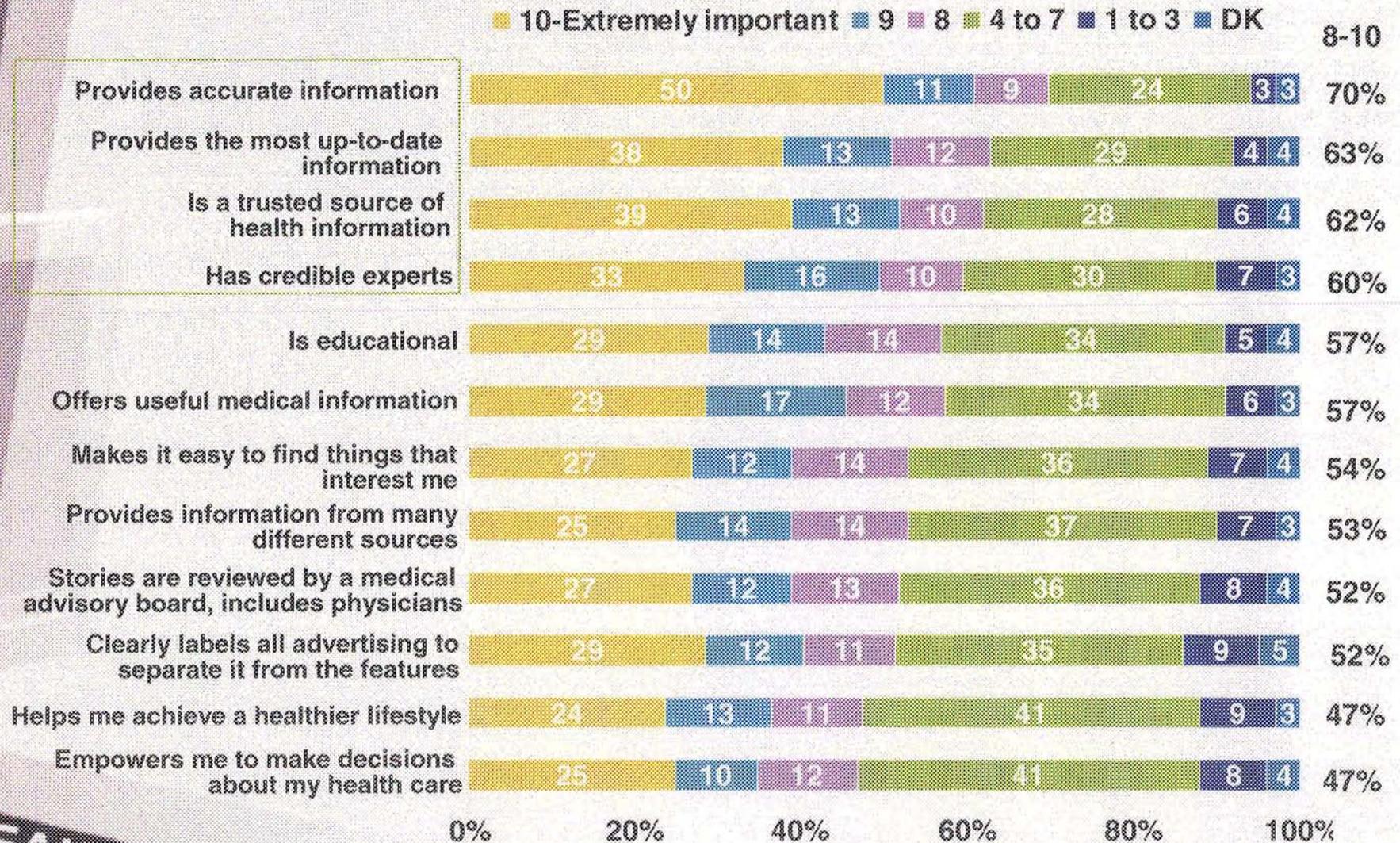
**HEALTH**

DIGITAL BROADCAST MULTICASTING

## What's Behind This Low Satisfaction With Their Top Sources?

- The “irregular” availability of health information may be part of the problem.
- Also, consumers have specific priorities for health information sources... which current media are not satisfying.
- In any media source for health, they give top priority to being accurate, up-to-date, trusted, and credible.
- After those priorities, they want something useful.
  - Less than 1 in 3 people are satisfied with any aspect of current TV health sources, including those most important attributes.
  - The Internet does a bit better, at least at being educational/useful/accessible, but still less than half are satisfied.
- Far less important are presentation aspects – telling stories, having an upbeat tone, etc.

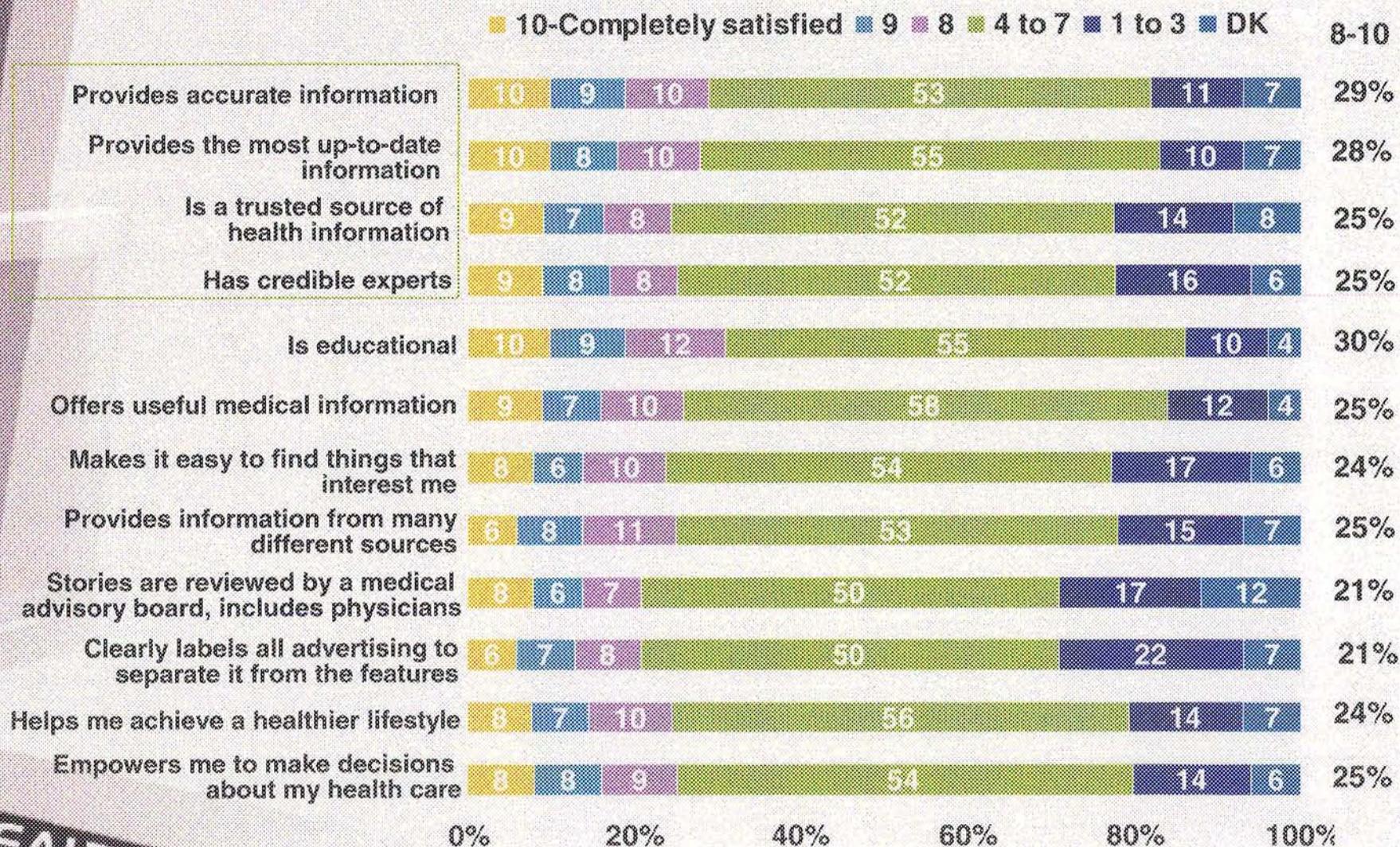
## Accurate, Up-to-date, Trusted, Credible Info Most Important For Health Info Sources



Note: Of the 21 attributes asked, these are the top 12 in importance.

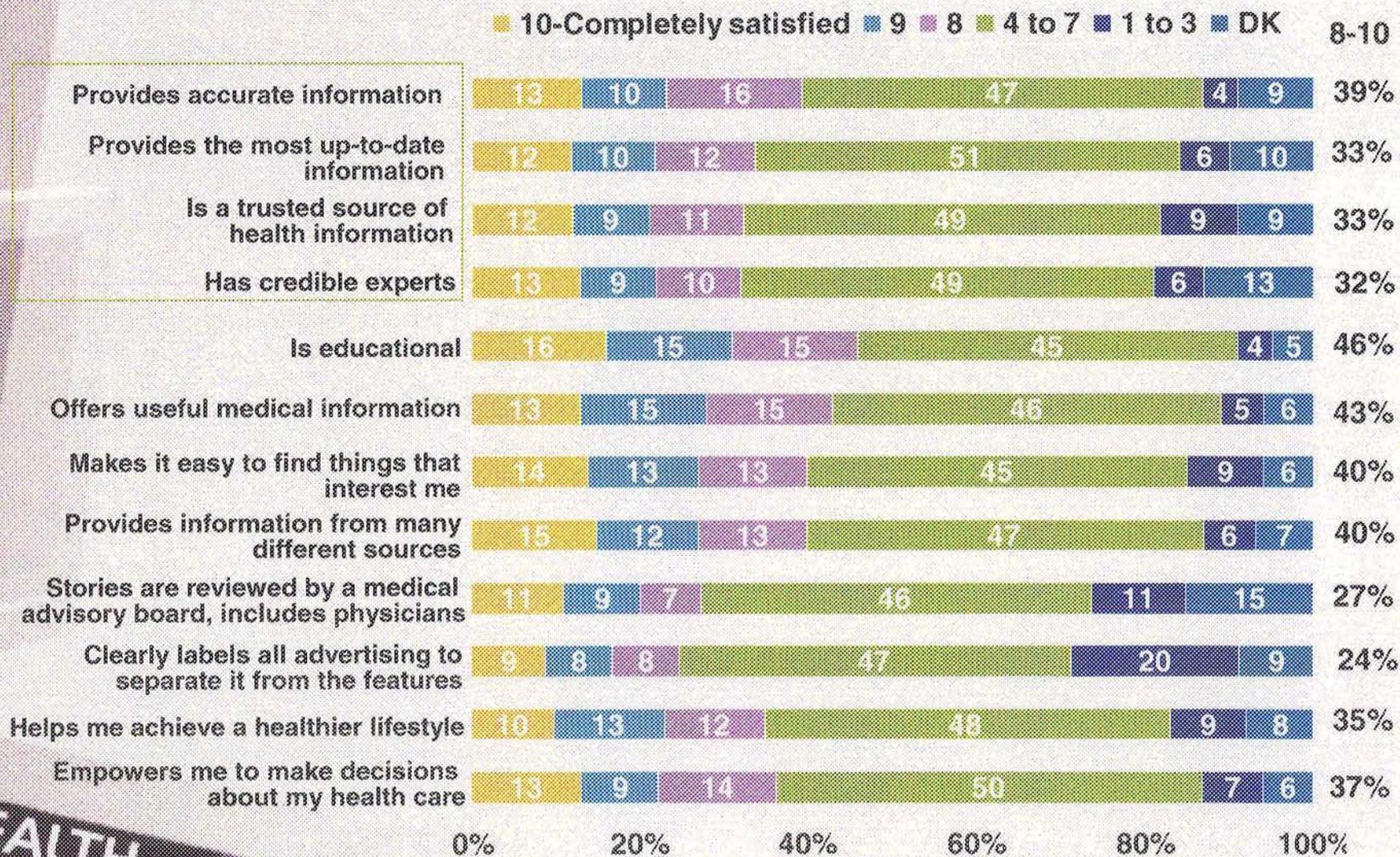
HEALTH

## TV Health Information Satisfaction Is Low Among These Most Important Attributes



Note: Of the 21 attributes asked, these are the top 12 in importance.

## Internet Health Information Satisfaction Is Better In Some Ways, But Still Low



Note: Of the 21 attributes asked, these are the top 12 in importance.

## Viewing Of Current Health Channels: Moderate To Weak

### Discovery Health



### Fit TV



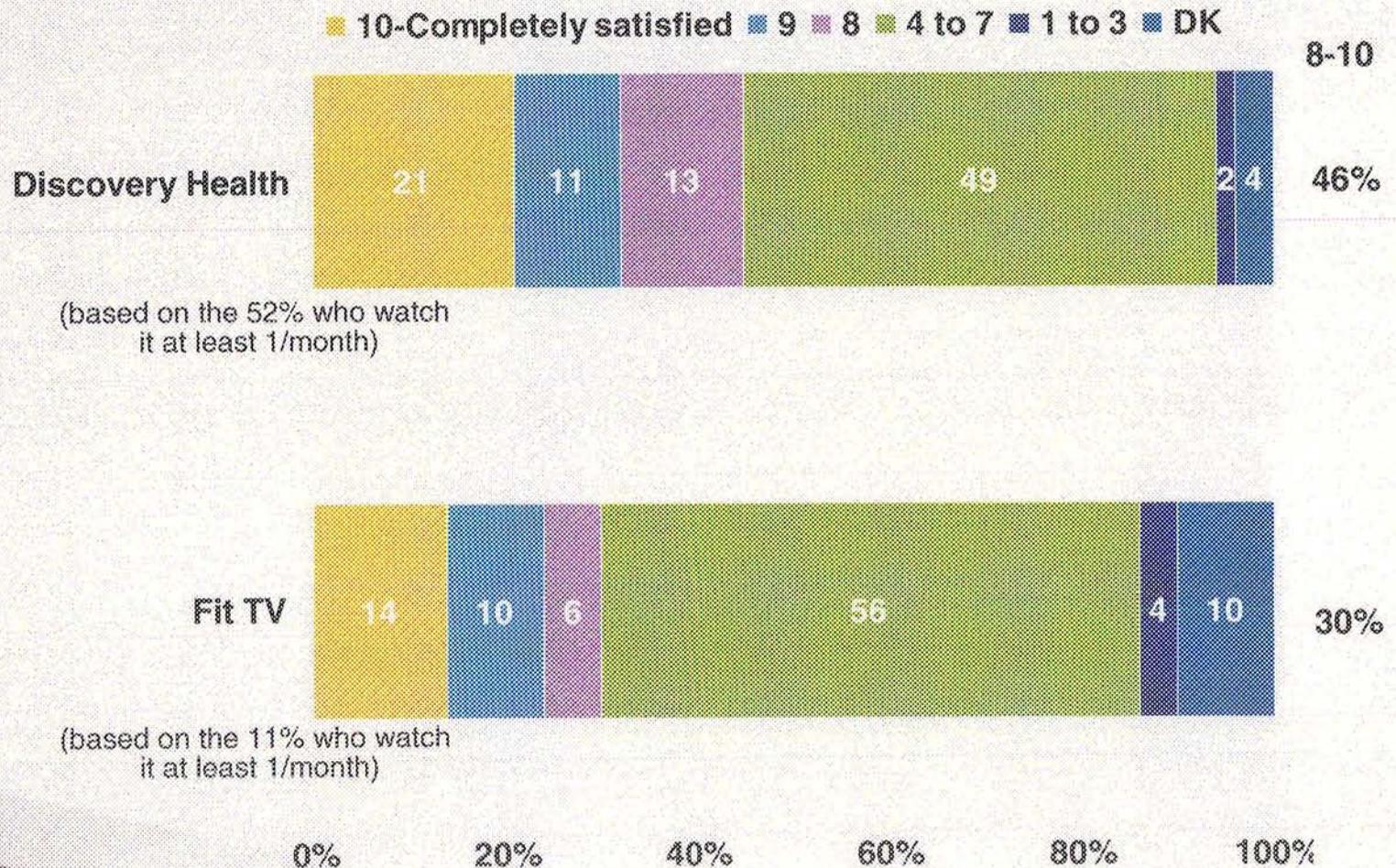
0% 25% 50% 75% 100%

0% 25% 50% 75% 100%

Sum for Weekly+ = Discovery 23%, Fit TV 5%

HEALTH

## Satisfaction With Health Channels Is Better Than With TV Overall, But Still Mediocre



HEALTH

## Remarks From Those Less Than Satisfied With Current Health Channels

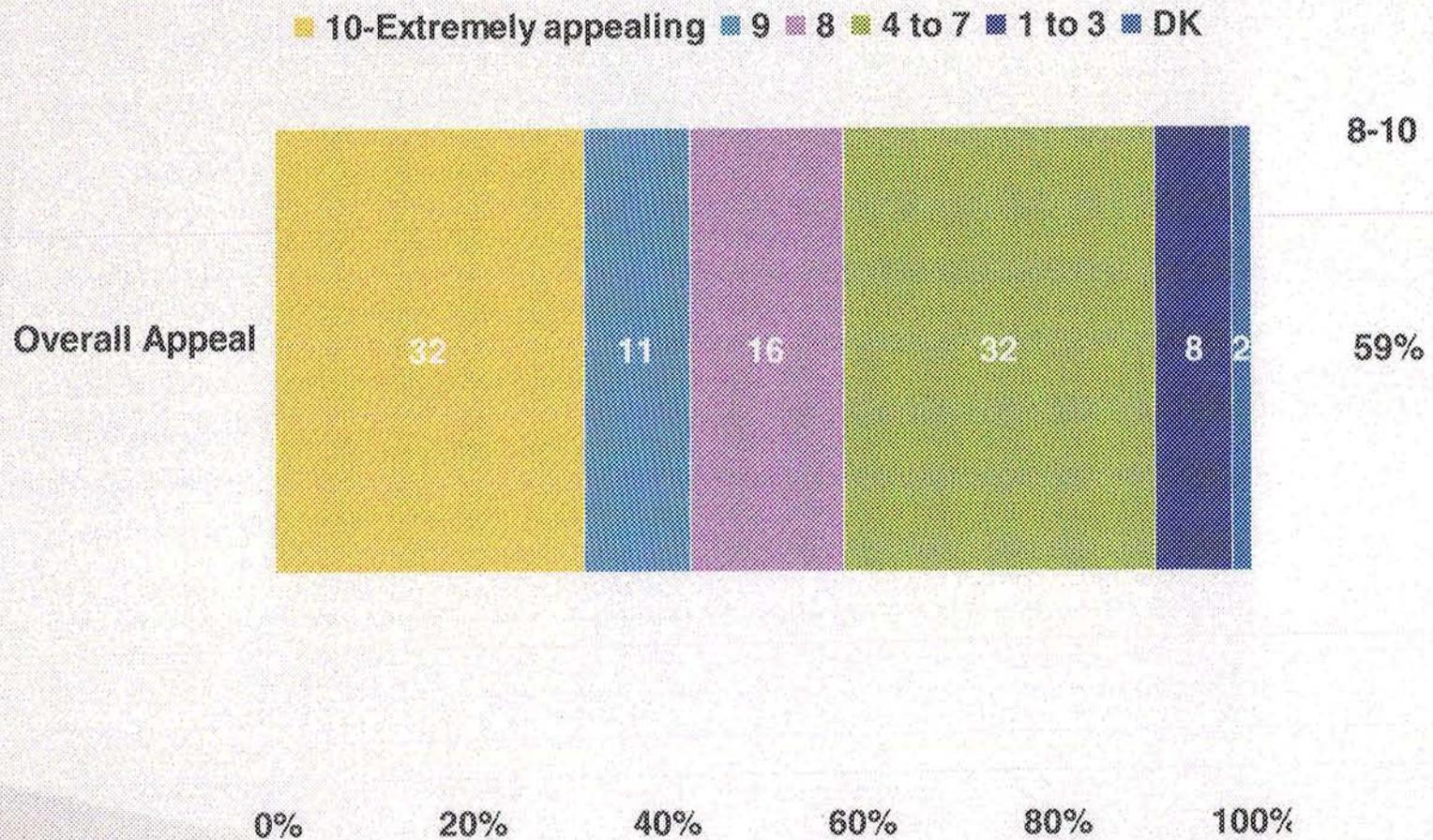
### – Fit TV:

- “I am physically handicapped and some of the exercise programs aren't right for someone like me.”
- “It seems to focus on the physical part of obtaining good health, and not the medical aspect of good health.”
- “Seem to be tailored to those who exercise a lot.”
- “They talk about things I already know, there is nothing new and innovative.”

### – Discovery Health:

- “It always seems to have programs about extreme situations or conditions.”
- “Provides very little actual information on health care, just tells stories of happiness or horror and how great the people are who find a cure, no actual information.”
- “It doesn't give me information pertinent to any of my related health conditions.”
- “They spend a lot of time on babies and plastic surgery. Shows on a wider variety of health issues would make more sense. “

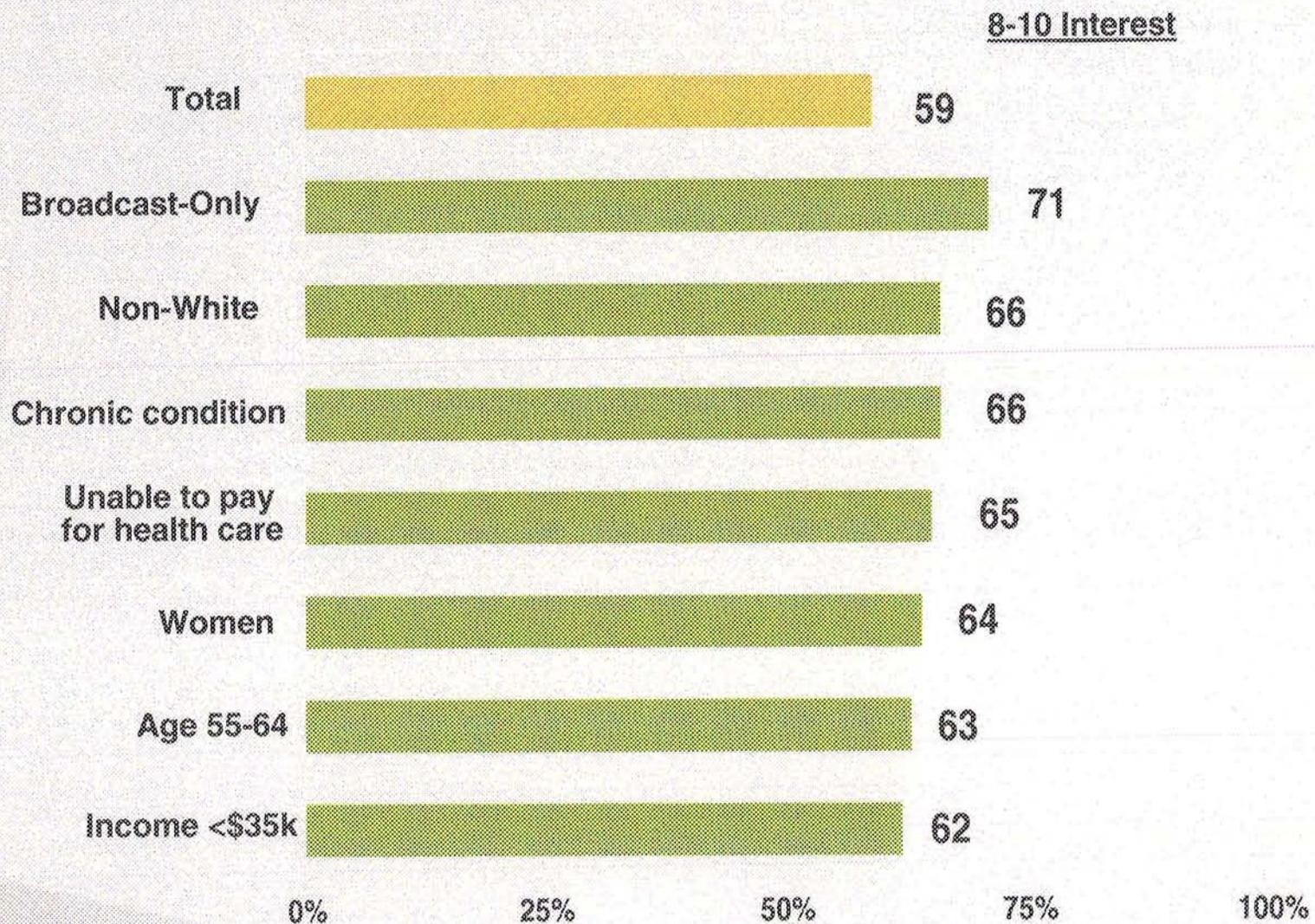
## The Overall Idea Of Having New DTV Channels is Appealing To Most Consumers



(Followed description of DTV and 8 possible channels, at no additional cost)

HEALTH

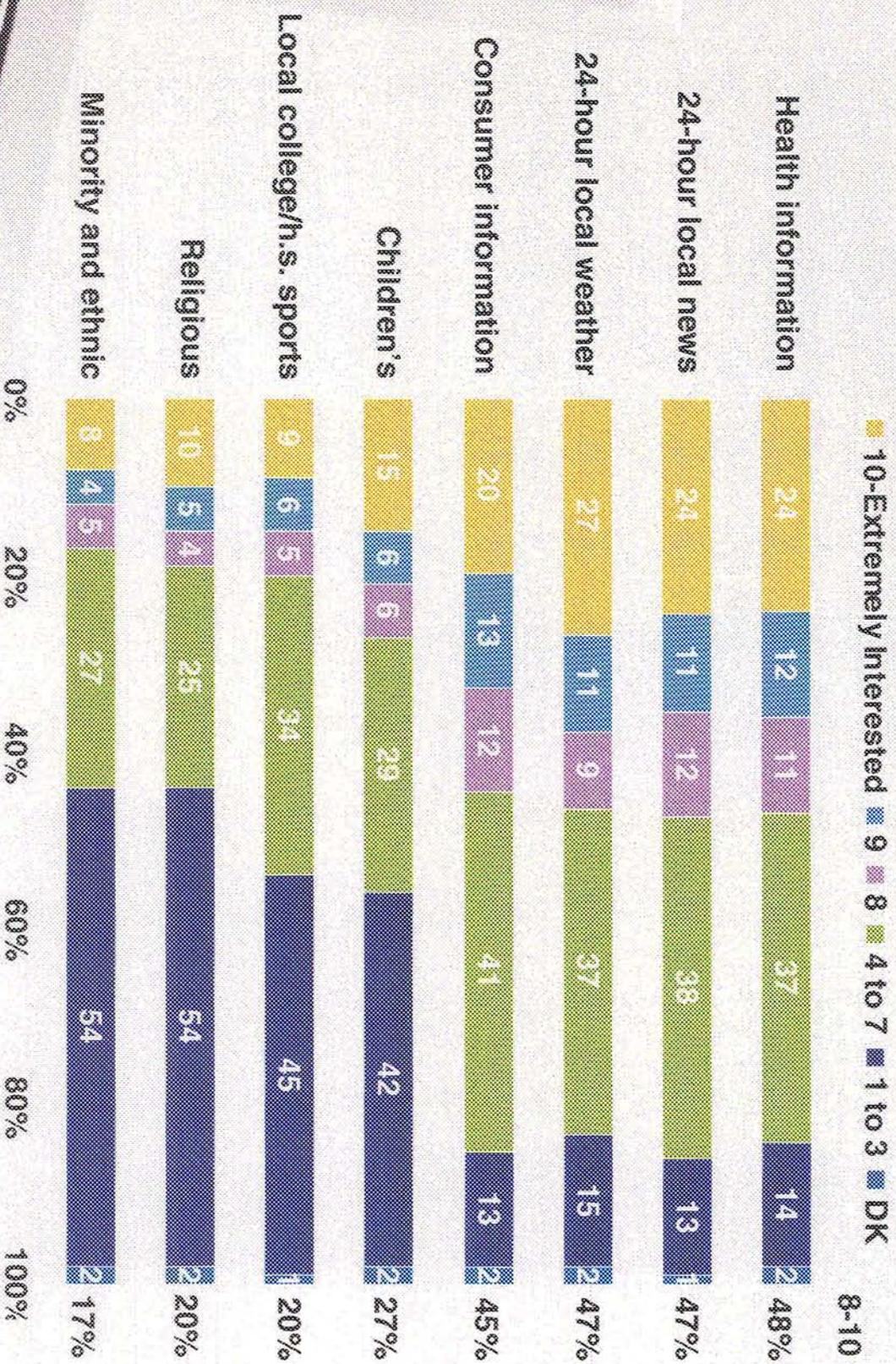
## Several Groups Overindex In DTV Interest



(Followed description of DTV and 8 possible channels, at no additional cost)

HEALTH

# Health Ranks First For Interest In New DTV Channel Concepts

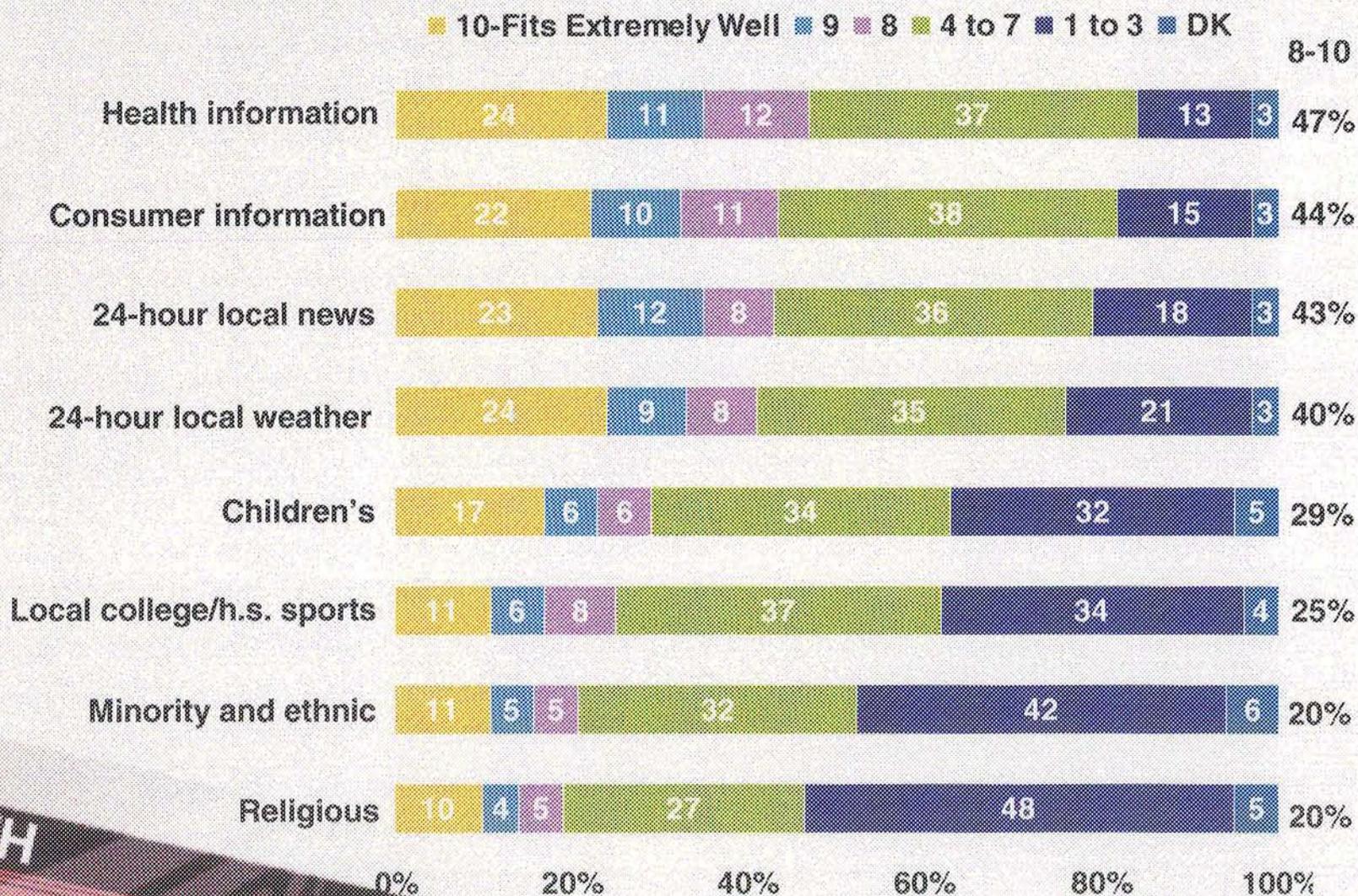


HEALTH

DIGITAL BROADCAST MULTICASTING

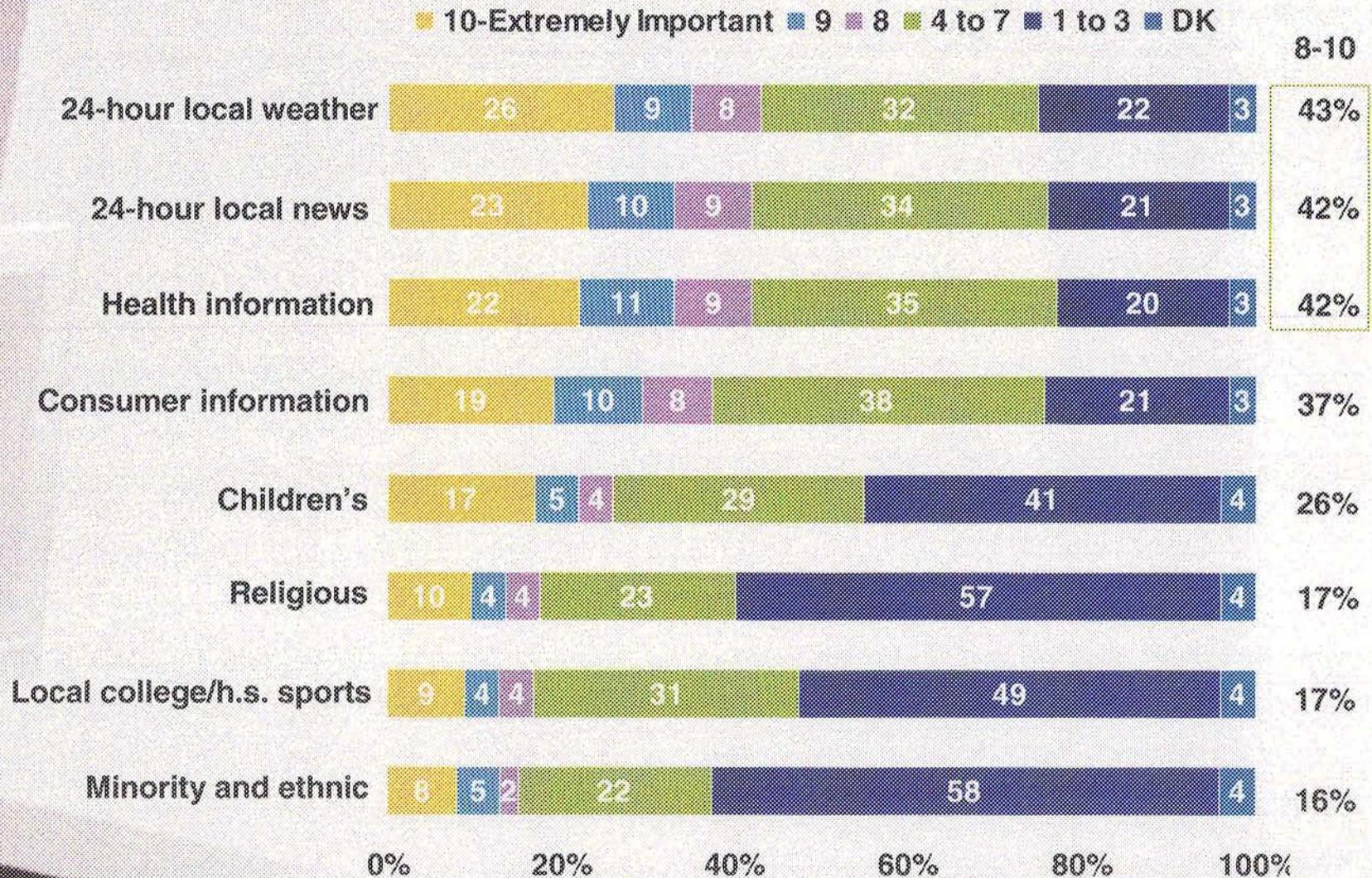
## Health Ranks First In Need Among DTV Channel Concepts

“This channel would meet an important need that current TV does not serve.”



HEALTH

## Health Ranks Among Top Concepts In Importance Of Cable/Satellite Carriage



Q.40-7(A-H) The government may or may not require that new channels like these from the local TV stations be carried on your cable or satellite service. If not, then you would need to have a digital TV set or decoder and use an antenna to receive them. How important would it be to you that each of these channels also be carried on your cable or satellite service?

Base: Cable and satellite subscribers, N=960

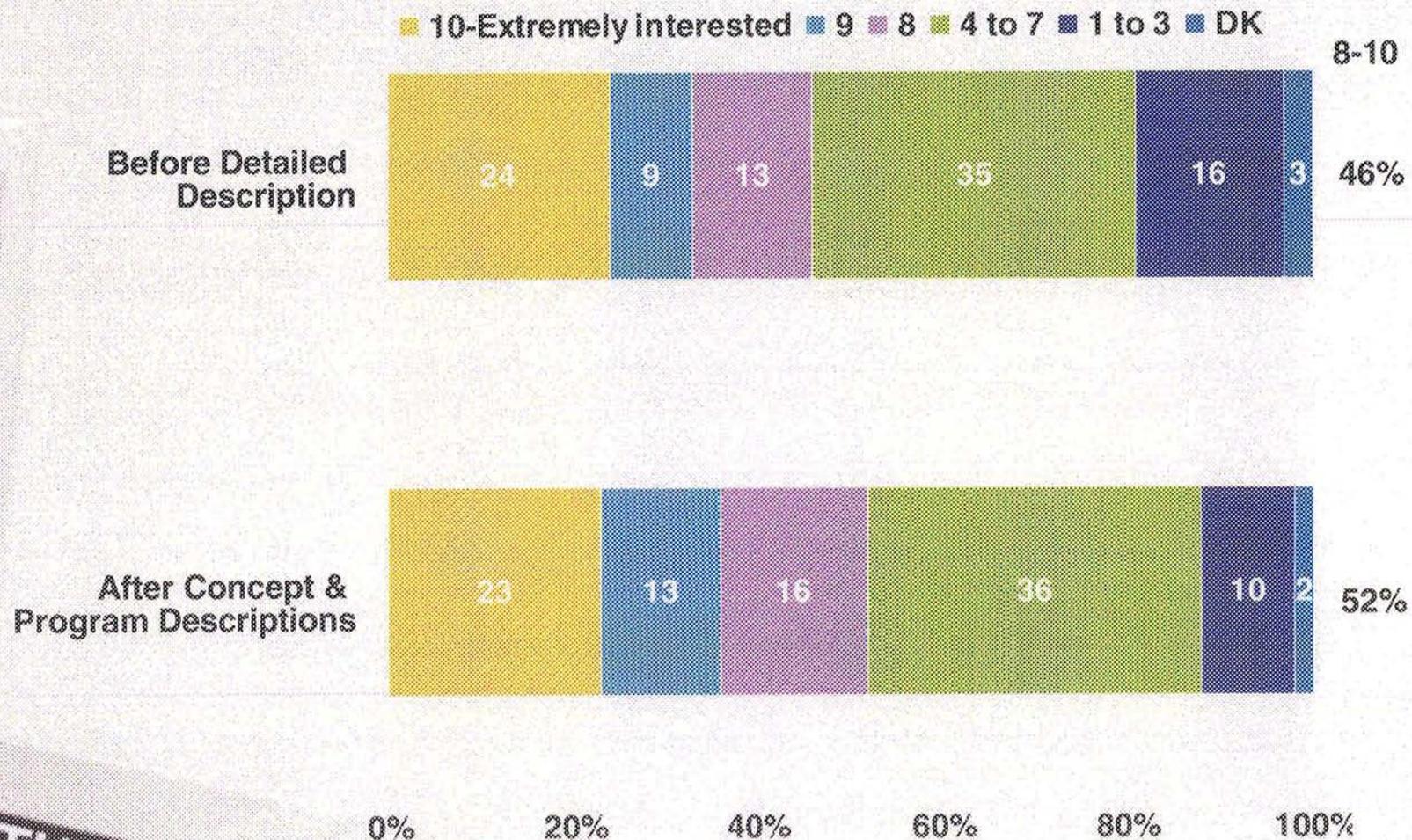
HEALTH

## Interest Is Strong In The Proposed New Health Information Channel

- About half express immediate interest in watching such service.
- Interest rises when provided with more descriptions of the possible approaches and specific programming.
- Various conceptual directions being considered all score well as approaches to the channel. The “Progressive Education” concept was slightly more appealing:
  - This channel goes wherever the health information is, interviewing real people and getting answers from leading authorities. The tone is positive, progressive, and solution-focused with the emphasis always on education. With segments that range from childhood learning disabilities to geriatric care, and from common ailments to specialized conditions, this channel lets audiences learn why and how to make healthier decisions in every aspect of their lives.
- Three attributes are especially appealing: investigating medical breakthroughs, being from doctors, and having practical steps for a healthier life. (Positive tone, personal impact, and education also contribute.)

HEALTH

## Interest In A New Health Channel Is Solid, And Improves After Learning More About It



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