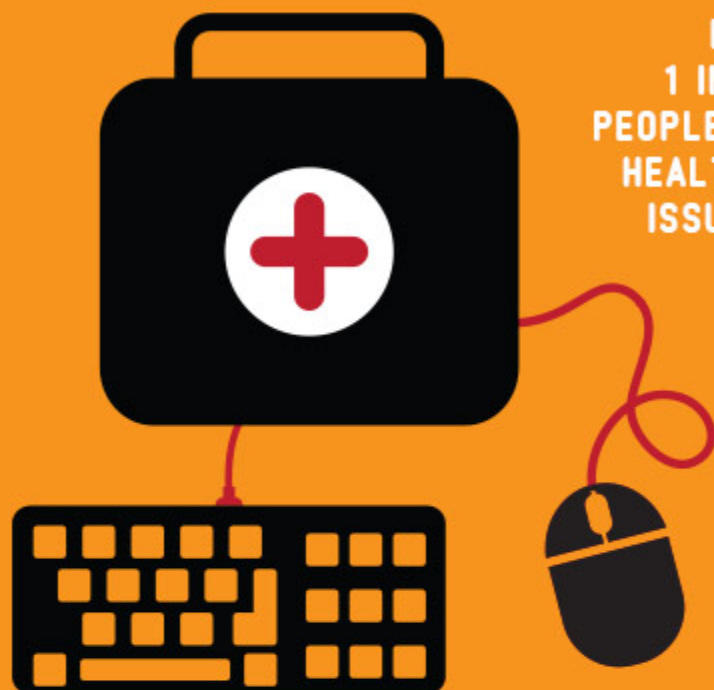


"UH-OH, I THINK I HAVE ..."



**NEARLY
1 IN EVERY 2
PEOPLE RESEARCHES
HEALTH-RELATED
ISSUES ONLINE**

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Rash? Google it, Bing it, Yahoo! it. Vaccinations needed for overseas travel? Strange tingle in your arm? See what you can learn online. In fact, nearly half of us, 48%, have recently researched health-related issues online, a figure that skews up to 55% for women and down to 40% for men. Is it that women have a more compelling need to be in the know, for good or for bad, than men? Or, are men just more likely to want to wait until something happens? Our online health-related searches can run the gamut from nutrition to baby wellness, from birth to death, from physical fitness to "uh-oh, I think I have..." and countless other possibilities. We say, online or off, there's no better toast than, "To heath!"

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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