

# CYBERCITIZEN HEALTH® EUROPE

TARGETING TODAY'S ONLINE HEALTH CONSUMER,  
UNDERSTANDING TOMORROW'S EXTENDED IMPACT

UNITED KINGDOM • FRANCE • GERMANY • SPAIN • ITALY

**Cybercitizen Health® Europe** is a syndicated multi-client study and advisory service focused on key research topics and trends impacting the European consumer health marketplace. The study objectives are to identify and analyse the behaviour, attitudes and demographics of the consumer population who use technology and the Internet for health purposes, as well as further segmenting the population by therapeutic area, technology utilisation, and motivation.

## RESEARCH TOPICS COVERED

### Media Consumption and Technology Ownership

- Adoption of online and offline channels, including by various demographic segments and therapeutic categories
- Online activities such as social networking, online gaming, and online video
- Device ownership and intent to purchase by type including handhelds, iPads, and other tablets and eReaders

### Online Health Information Seeking and Behavior

- Use of Internet vs. doctor for health information
- Online sources used for health information, including visitation to local vs. U.S. properties for general health, pharma, and condition websites
- Top health websites by country, including Wikipedia reliance
- Search engine behavior
- E-Empowered Consumers and online information driving consumers to take action
- Use of pharma product, corporate, and condition websites

### Mobile and Social Media for Health

- Use/interest in health-related mobile activities and tools
- Facebook, MySpace, Twitter, YouTube, and other social media sources for health
- Drivers for using and influence of health-related social media sources

## RESEARCH METHODOLOGY & SCOPE

- Online panel study with 3,000 European consumers
- Quotas of at least 600 consumers per five EU countries - United Kingdom, Germany, Spain, Italy, France
- Fielded in Q4 2010



## CYBERCITIZEN HEALTH® EUROPE DELIVERABLES

- **Reference Slide Deck:** Comprehensive PowerPoint slide deck serving as a graphical representation of the entire data set. The primary segments will be included. Custom slides or slide decks can also be created using the analyst inquiry service hours outlined below.
- **Executive Management Summary:** PowerPoint slide deck with key slides extracted from the initial analysis of the data set. This comprehensive deck will serve as the foundation for the onsite presentation and will detail the implications from the study.
- **Strategic Briefing:** Web-based presentation of the data and key findings.
- **Strategic Insights:** Articles written by Manhattan Research analysts on a variety of topics from the syndicated research studies.
- **Analyst Inquiry Service:** Direct contact with our analyst team by phone and e-mail.
- **Methodology and Data Tables:** Complete description of the methodology including a topical outline and data tables representing all the data elements in all the data sets.
- **Proprietary Client Portal:** Password access to our proprietary research online, including archived deliverables.

## AVAILABLE THERAPEUTIC SEGMENTATIONS

Acid Reflux, Chronic Heartburn/Acne, Allergies, Anaemia, Anxiety/Social Phobia, Arthritis, Asthma, Cancer, Chronic Bronchitis, Chronic Pain, Depression, Diabetes, Ear Infections, Eczema, Eye Infections, Fibromyalgia, Heart Disease, High Cholesterol, Hypertension/High Blood Pressure, Inflammatory Bowel Disease, Influenza/Flu, Insomnia/Sleep Disorder, Irritable Bowel Syndrome, Migraine, Osteoporosis, Overactive Bladder/Urinary Incontinence, Psoriasis, Restless Leg Syndrome, Trying to Quit Smoking, Current Smoker, Taking HRT

## ABOUT MANHATTAN RESEARCH

Manhattan Research, a Decision Resources, Inc. company, is a global pharmaceutical and healthcare market research and strategic advisory firm. We conduct annual research studies covering eHealth trends among physicians and consumers, including Taking the Pulse® U.S., Taking the Pulse® Nurses, Taking the Pulse® Europe, Taking the Pulse® Asia, Cybercitizen Health® U.S., Cybercitizen Health® Europe, ePharma Consumer®, and ePharma Physician®. Broad consumer and physician research is complemented by targeted analysis for over 100 consumer therapeutic segments and physician specialist segments. For more information, please contact [sales@manhattanresearch.com](mailto:sales@manhattanresearch.com) or visit [www.manhattanresearch.com](http://www.manhattanresearch.com).