

## The Internet and health information: differences in pet owners based on age, gender, and education

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### APPENDIX A

#### Pet owner survey A

1. How often do you use the web or Internet either at home or at work:

Many times per day       Daily       Not daily, but at least once a week  
 Not weekly, but at least once a month       Less than once a month       Not at all

2. How often do you use the Internet to look for pet health information?

Many times per day       Daily       Not daily, but at least once a week  
 Not weekly, but at least once a month       Less than once a month       Not at all

If you *do* use the Internet for pet health information, please continue to question 3.

If you *do not* use the Internet for pet health information, please skip to question 13

3. How do you find pet health information?

Doing a search on a general search engine like Google or Yahoo.

Almost every time       Very often       Often       Seldom       Never

Going directly to a specific website you know provides pet health information.

Almost every time       Very often       Often       Seldom       Never

Other (please specify): \_\_\_\_\_

4. What pet health topics have you searched for online (check all topics that apply)?

- Specific disease or medical problem
- Certain medical treatment or procedure
- Experimental treatments or medicines
- Alternative treatments or medicines
- Diet, nutrition, vitamins, and nutritional supplements
- Exercise or fitness
- Wellness and prevention
- Prescription or over the counter drugs
- Vaccinations
- Behavioral issues
- Information about a particular veterinarian or vet clinic
- Other (please specify): \_\_\_\_\_

5. Why do you look at pet health information on the Internet (check all that apply)?

- I want a second opinion
- I want clarification or more information than that given to me by my veterinarian
- To help me decide if I should schedule an appointment with my veterinarian
- I do not believe information provided by my veterinarian

- \_\_\_ I do not agree with information provided by my veterinarian  
 \_\_\_ I am just curious about pet health information  
 \_\_\_ I want support from others with similar pet health issues or problems  
 6. How often do you discuss the pet health information you find online with your vet?  
 \_\_\_ Almost every visit      \_\_\_ Most of the time      \_\_\_ Sometimes      \_\_\_ Never  
 7. If you have discussed information you found on the Internet with your veterinarian, how receptive did you find your veterinarian to be?  
 \_\_\_ I don't talk to my veterinarian about pet health information I find on the Internet  
 \_\_\_ Very receptive/positive      \_\_\_ Receptive/positive      \_\_\_ Neutral  
 \_\_\_ Unreceptive/negative      \_\_\_ Very unreceptive/negative  
 8. How often does your veterinarian recommend Internet websites?  
 \_\_\_ Almost every visit      \_\_\_ Most of the time      \_\_\_ Sometimes  
 \_\_\_ Never      \_\_\_ Don't recall

9. How likely would you be to visit a website recommended by your vet if he/she:

	Very				Very	Don't
	likely	Likely	Neutral	Unlikely	unlikely	know

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- Told you the name or address of a particular website
- Gave you a written copy of the website name and address
- Showed you the website home page on a computer at the veterinary clinic

10. Please indicate how frequently you have felt any of the following emotions while looking online for pet health information

	Never	Infrequently	Sometimes	Often	Almost every time
Overwhelmed by the amount of information I found online					
Eager to share my new health or medical knowledge with others					
Confused by the information I found online					
Relieved or comforted by the information I found online					
Frustrated by a lack of information or an inability to find what I was looking for					
Confident to raise new questions or concerns about a health issue with my vet					

Frightened by the serious or  
graphic nature of the information I  
found online

Reassured that I could make  
appropriate health care decisions  
for my pet

11. In general, how would you rate the pet health information you have found on the Internet?

- Very easy to understand                       Easy to understand  
 Not easy, not hard to understand             Hard to understand  
 Very hard to understand

12. In general, how easy or hard do you feel it is to find information about your pet's health on the Internet?

- Very easy to find                       Easy to find                       Not easy, not hard either  
 Hard to find                               Very hard to find

13. If you do not use the Internet for pet health information, please indicate the reason why (select as many as apply):

- I do use the Internet for pet health information  
 No access to Internet  
 Unfamiliar with Internet  
 No interest in information about pet health  
 No interest in searching on the Internet  
 No confidence in the Internet as source of health care information  
 Would rather talk to my vet  
 Other...

Please answer the following questions about yourself:

Your age:  20-30                       31-40                       41-50                       51-60                       over 60

Your gender:  Male                       Female

Your home zip code: \_\_\_\_\_

Your education: please circle the highest level of education you have completed:

- Some high school                       HS/GED                       Some college                       2-year degree  
 4-year degree                               Graduate degree

Additional comments:

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Thank you for your time!