

Manhattan Research Reveals Top Pharmaceutical Websites Visited by European Consumers Landmark Study Reveals How European Consumers Use the Internet for Health Information

In Europe, where strict regulations currently govern the communication of information about prescription medicines and treatment alternatives, the primary pharmaceutical marketing focus to date has been directed at the people who write the prescriptions: the physicians. Now for the first time, Manhattan Research reveals European consumers' attitudes and preferences for finding health and pharmaceutical information with its study, *Cybercitizen® Health Europe*.

Which pharmaceutical websites are European consumers visiting for information to help make critical healthcare decisions for themselves and their families? The study reveals the leading health and pharmaceutical websites based on the number of visiting European consumers, while detailing consumer satisfaction with site content, applications, tools and features.

Top 10 Global Pharmaceutical Corporate Sites Ranked by Number of European Consumer Visitors

Position	Website
1	Pfizer
2	Bayer
3	GlaxoSmithKline
4	AstraZeneca
5	Roche
6	Novartis
7	Merck
8	Sanofi-Aventis
9	Boehringer-Ingelheim
10	Wyeth

Source: *Cybercitizen® Health Europe v7.0*, Manhattan Research, LLC

In addition to reporting site visitation, *Cybercitizen® Health Europe* investigates numerous topics such as the following:

- Overall media consumption
- Frequency and types of Internet access
- Technology adoption like MP3/iPod, PDA, SMS messaging, smartphones
- Advanced activities online like online video, blogs, podcasting, wikis
- Use and relative influence of physicians, nurses, pharmacists, friends and family
- Search engine reliance and behaviour
- Use and interest in health email newsletters, support groups, chat rooms, and disease management tools
- Interest in Web 2.0 technologies for health and pharmaceutical information

The *Cybercitizen® Health Europe* research and advisory service also includes the ability for clients to analyze the data by select disease and condition groups including allergies, migraine, obesity, erectile dysfunction, acid reflux, depression, high cholesterol, hypertension, insomnia, asthma, arthritis, anxiety, diabetes, heart disease, and menopause.

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 was fielded online among 4,302 European consumers from the United Kingdom, Germany, Spain, Italy, France, Belgium, Sweden, the Netherlands, Poland and Portugal. The survey instrument was presented in the native language of each individual country. *Cybercitizen® Health Europe* provides pharmaceutical and healthcare companies with key data and insight about the evolving nature of consumer channel mix, media and technology usage, and healthcare information with the goal of helping companies understand how consumers across Europe access health information.

Manhattan Research

In addition to *Cybercitizen® Health Europe*, Manhattan Research conducts five annual research studies among consumers and physicians in the United States and in Europe. These studies include *Cybercitizen® Health US*, *Taking the Pulse® Europe*, *Taking the Pulse® US*, *ePharma Physician®*, and *ePharma Consumer®*. Each study serves a unique purpose and focuses on specific aspects of information technology adoption. Broad consumer and physician research is complemented by targeted analysis among more than 80 consumer therapeutic segments and 25 physician specialist segments.

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