

Online Health Information Category Grows 12 Percent in Q1 2007 Versus Last Year to More Than 55 Million Visitors per Month

WebMD Leads Category with 17 Million Monthly Visitors

While Upstart Health Portals Flex Their Muscles

RESTON, VA, May 21, 2007 – comScore, a leader in measuring the digital world, today released the results of a study on consumer usage of online health information resources. During the first quarter of 2007, the health information category reached an average of 55.3 million monthly U.S. visitors (31 percent of the total U.S. Internet audience), an increase of 12 percent versus the same period last year. WebMD Health led the category with an average of 17.1 million unique visitors per month in Q1 2007 (up 25 percent), followed by NIH.gov with 9.8 million (up 8 percent), MSN Health with 8.1 million (up 1 percent), and Yahoo! Health with 6.7 million (up 83 percent).

Top 10 Online Health Portals			
Q1 2007 vs. Q1 2006			
Total U.S. – Home/Work/University Locations			
Source: comScore Media Metrix			
Property	Average Monthly Unique Visitors (000)		
	Q1 2006	Q1 2007	Percent Change
Total U.S. Internet Population	169,728	176,195	4%
Health - Information	49,473	55,260	12%
WebMD Health	13,700	17,114	25%
NIH.gov	9,061	9,816	8%
MSN Health	7,951	8,068	1%
Yahoo! Health	3,642	6,671	83%
Everyday Health	4,135	6,421	55%
About.com Health	5,177	5,827	13%
MayoClinic.com	4,032	4,072	1%
AOL Health	2,070	3,659	77%
Healthline.com	725	2,674	269%
QualityHealth.com	1,206	2,586	114%

Several smaller players have also gained traction in the category during the past year. In Q1 2007, Healthline.com attracted an average of 2.7 million visitors, up 269 percent versus last year, while QualityHealth.com jumped 114 percent to 2.6 million visitors. Meanwhile, recent market entrant RevolutionHealth.com has seen its traffic more than double from 239,000 visitors in January to 486,000 visitors in March.

“While the larger and more established health portals are continuing to grow, the category is being shaken up by a few upstarts,” said Carolina Petrini, vice president of pharmaceutical solutions at comScore. “In the past year, both Healthline.com and QualityHealth.com have more than doubled their respective online audiences to nearly 3 million visitors per month, becoming major players in the category. In addition, RevolutionHealth.com comes in with high expectations, so it will be interesting to monitor its ability to compete against the top sites.”

Online Health Portals Users are Loyal to their Primary Site

Generally speaking, online health portals elicit a high degree of user loyalty, as evidenced by the low degree of cross-visitation that occurs within the category. Among the top health portals, MSN Health had the highest user loyalty with just 16.8 percent of its audience visiting other health portals, followed by Yahoo! Health (17.1 percent) and Healthline.com (20.0 percent).

Overlap Amongst Top Health Portals	
Q1 2007	
Total U.S. – Home/Work/University Locations	
Source: comScore	
Site	Percent of Site Audience Visiting Any other Site in Category
MSN Health	16.8%
Yahoo! Health	17.1%
Healthline.com	20.0%
NIH.gov	22.2%
Everyday Health	22.2%
QualityHealth.com	23.0%
AOL Health	23.9%
WebMD Health	28.5%
About.com Health	33.7%
MayoClinic.com	36.8%

Health-Related Search Activity Drives Substantial Traffic

One of the key drivers of traffic to the online health information category is health-related search. Specifically, many consumers begin their navigation by first conducting a search using keywords or phrases for specific conditions or ailments. In Q1, the top health-related search keyword/phrase, "pregnancy," was entered more than 17 million times, followed by "cancer," "flu," and "fitness," each of which generated at least 15 million searches.

Searches Conducted Using Major U.S. Search Engines	
Number of Searches Q1 2006	
Total U.S. – Home/Work/University Locations	
Source: comScore	
Keyword or Phrase	Searches (MM)
Pregnancy	17.5
Cancer	15.3
Flu	15.3
Fitness	15.0
Cold	13.8
Rash	12.6
Nutrition	7.4
Weight Loss	7.2
Diabetes	4.9
Depression	4.9

About comScore

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