

Q1. In general, do you think Americans today are healthier than they were a generation ago, less healthy, or are they about as healthy today as they were a generation ago?

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Healthier	29%	37%	35%	19%	24%	18%	36%	45%	22%	41%	29%	26%	35%	28%	20%	24%	28%	43%	41%	19%	33%	30%	22%	31%
Less healthy	56%	51%	52%	64%	57%	70%	52%	39%	62%	46%	56%	58%	49%	66%	64%	60%	60%	42%	46%	65%	53%	55%	64%	54%
About as healthy	15%	13%	13%	18%	19%	12%	12%	16%	15%	13%	15%	16%	16%	7%	16%	17%	12%	14%	13%	16%	14%	15%	14%	15%

Q2. How would you rate your overall health? Would you say your health is excellent, very good, good, fair, or poor?

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Excellent	15%	25%	19%	3%	12%	4%	23%	24%	9%	24%	13%	16%	21%	15%	8%	11%	12%	28%	20%	10%	16%	14%	12%	18%
Very good	28%	31%	31%	24%	20%	22%	33%	40%	24%	35%	29%	25%	23%	32%	16%	21%	30%	41%	32%	24%	37%	27%	26%	25%
Excellent + Very good	43%	56%	49%	27%	32%	26%	56%	64%	32%	59%	42%	42%	44%	46%	24%	32%	41%	69%	52%	34%	53%	41%	38%	42%
Good	33%	27%	27%	42%	34%	35%	32%	27%	37%	26%	34%	32%	31%	27%	34%	34%	38%	24%	27%	38%	27%	36%	32%	32%
Fair	20%	13%	17%	28%	25%	31%	10%	8%	25%	12%	20%	22%	18%	19%	33%	27%	16%	7%	15%	24%	17%	20%	22%	20%
Poor	5%	5%	6%	4%	9%	7%	1%	1%	6%	4%	4%	5%	7%	8%	10%	6%	5%	0%	6%	4%	2%	3%	9%	6%
Fair + Poor	25%	18%	23%	31%	34%	39%	12%	9%	30%	15%	24%	26%	25%	26%	43%	33%	21%	7%	21%	28%	20%	23%	30%	26%

Q3. Do you currently have a primary care provider that you go to for routine or ongoing healthcare?

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Yes	91%	87%	91%	93%	82%	91%	96%	94%	89%	93%	91%	93%	87%	92%	90%	88%	91%	94%	90%	91%	94%	89%	92%	89%
No	9%	13%	9%	7%	18%	9%	4%	6%	11%	7%	9%	7%	13%	8%	10%	12%	9%	6%	10%	9%	6%	11%	8%	11%

Q4. In the last year, which, if any, of the following have you done?

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Taken a prescription medication	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Taken vitamins or dietary supplements	80%	78%	78%	83%	68%	77%	90%	85%	79%	81%	82%	77%	78%	74%	68%	74%	86%	87%	79%	81%	85%	76%	84%	78%
Spoken with a health professional about exercise, nutrition, or wellness	57%	64%	64%	46%	44%	54%	63%	71%	49%	69%	54%	58%	62%	61%	47%	48%	59%	71%	61%	53%	56%	56%	55%	61%
Received a vaccination, such as a flu or COVID19 vaccine	50%	41%	42%	63%	41%	47%	61%	49%	54%	43%	52%	42%	44%	55%	46%	42%	57%	50%	51%	49%	59%	46%	50%	50%
Followed a specific diet or nutrition plan	33%	46%	40%	16%	22%	24%	41%	49%	25%	45%	29%	36%	40%	35%	21%	26%	35%	45%	39%	26%	31%	34%	25%	37%

Q5 Which of the following places have you gotten information about prescription medications from, either through your own research or information you happened to come across?

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
A health professional (such as a doctor, nurse practitioner,	80%	74%	80%	84%	72%	84%	79%	83%	81%	77%	81%	79%	73%	81%	78%	77%	80%	82%	77%	82%	76%	82%	77%	80%
Internet search engines or websites, including AI tools like	49%	55%	57%	38%	41%	45%	54%	59%	41%	61%	49%	46%	48%	53%	36%	43%	50%	63%	55%	43%	44%	50%	50%	50%
Family	35%	41%	40%	26%	33%	34%	34%	41%	29%	44%	35%	33%	42%	29%	27%	33%	37%	41%	36%	34%	37%	35%	32%	36%
Social media (such as Facebook, X, TikTok, Instagram)	33%	45%	47%	12%	26%	26%	37%	49%	22%	50%	30%	34%	41%	34%	23%	27%	33%	45%	40%	26%	34%	34%	31%	31%
Friends	30%	37%	38%	18%	26%	23%	35%	40%	23%	41%	28%	27%	37%	33%	22%	26%	32%	38%	35%	25%	26%	31%	27%	33%
Streaming services (such as Netflix, Hulu, Prime)	21%	29%	31%	7%	18%	13%	25%	32%	14%	33%	18%	24%	28%	23%	14%	17%	21%	30%	28%	14%	22%	21%	18%	23%
News organizations (online or print)	19%	20%	26%	11%	8%	15%	24%	29%	14%	26%	17%	19%	22%	20%	10%	15%	19%	28%	24%	14%	17%	21%	14%	20%
Network or cable TV	18%	19%	23%	13%	11%	13%	23%	26%	13%	25%	19%	18%	21%	9%	7%	15%	20%	25%	21%	15%	16%	19%	19%	16%
Influencers (on podcasts or social media platforms)	16%	27%	24%	1%	11%	8%	24%	24%	8%	28%	13%	13%	26%	19%	8%	11%	17%	26%	19%	13%	15%	17%	13%	17%
Podcasts	15%	22%	23%	4%	10%	8%	21%	26%	8%	26%	13%	18%	20%	18%	6%	9%	20%	22%	21%	10%	16%	17%	15%	12%
Radio	11%	14%	19%	3%	7%	5%	16%	19%	7%	19%	10%	14%	15%	12%	4%	9%	12%	18%	15%	8%	11%	12%	9%	12%
Other (please specify)	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%	1%	1%
None of the above	3%	0%	2%	6%	4%	3%	3%	2%	5%	1%	4%	1%	3%	1%	6%	3%	2%	3%	2%	4%	5%	2%	4%	3%

Q6. Would you say you trust the information about prescription medications from each of the following completely, somewhat, not too much, or not at all?

Q6A. Network or cable TV

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	37%	58%	33%	19%	42%	23%	49%	32%	30%	44%	31%	49%	35%	86%	44%	39%	33%	40%	37%	39%	34%	38%	40%	37%
Somewhat	47%	36%	45%	63%	46%	63%	42%	40%	54%	41%	49%	47%	51%	14%	56%	43%	48%	46%	50%	42%	51%	47%	47%	44%
More trust	84%	94%	79%	82%	88%	86%	91%	72%	84%	85%	80%	96%	86%	100%	100%	82%	82%	85%	87%	80%	85%	85%	87%	81%
Not too much	12%	3%	20%	11%	9%	11%	5%	24%	12%	13%	16%	4%	10%	0%	0%	13%	13%	13%	10%	15%	12%	13%	11%	12%
Not at all	3%	3%	1%	7%	3%	2%	4%	4%	4%	3%	4%	0%	4%	0%	0%	5%	5%	2%	3%	4%	3%	2%	2%	7%
Less trust	16%	6%	21%	18%	12%	14%	9%	28%	16%	15%	20%	4%	14%	0%	0%	18%	18%	15%	13%	20%	15%	15%	13%	19%

Q6B. Streaming services (such as Netflix, Hulu, Prime)

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	39%	42%	41%	10%	35%	16%	48%	46%	29%	45%	40%	50%	25%	48%	35%	26%	34%	51%	38%	41%	40%	41%	49%	26%
Somewhat	47%	43%	47%	67%	51%	51%	41%	48%	46%	48%	45%	41%	52%	52%	42%	50%	53%	42%	51%	40%	54%	47%	39%	47%
More trust	86%	85%	88%	77%	86%	68%	89%	94%	74%	93%	85%	91%	77%	100%	77%	76%	87%	93%	88%	80%	94%	89%	89%	74%
Not too much	13%	14%	11%	17%	12%	30%	11%	3%	21%	7%	13%	6%	23%	0%	23%	20%	11%	7%	10%	17%	4%	8%	11%	26%
Not at all	2%	1%	1%	6%	2%	2%	0%	3%	4%	0%	2%	3%	0%	0%	0%	4%	3%	0%	1%	2%	2%	3%	0%	0%
Less trust	14%	15%	12%	23%	14%	32%	11%	6%	26%	7%	15%	9%	23%	0%	23%	24%	13%	7%	12%	20%	6%	11%	11%	26%

Q6C. Social media (such as Facebook, X, TikTok, Instagram)

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	32%	35%	35%	7%	33%	13%	42%	38%	23%	39%	30%	35%	37%	28%	36%	25%	25%	43%	38%	23%	28%	34%	33%	32%
Somewhat	40%	38%	45%	35%	41%	39%	39%	42%	40%	41%	39%	39%	40%	49%	42%	38%	38%	43%	42%	38%	45%	42%	32%	41%
More trust	72%	73%	80%	42%	74%	52%	81%	80%	63%	79%	69%	74%	78%	77%	78%	63%	62%	86%	80%	61%	73%	75%	65%	73%
Not too much	26%	26%	19%	52%	26%	48%	19%	14%	35%	20%	28%	26%	22%	23%	22%	36%	37%	11%	18%	38%	24%	23%	34%	25%
Not at all	2%	1%	1%	6%	0%	0%	0%	6%	3%	1%	3%	0%	0%	0%	0%	1%	1%	3%	2%	1%	3%	1%	1%	1%
Less trust	28%	27%	20%	58%	26%	48%	19%	20%	37%	21%	31%	26%	22%	23%	22%	37%	38%	14%	20%	39%	27%	25%	35%	27%

Q6D. Radio

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	38%	37%	42%	16%	39%	22%	41%	41%	35%	40%	31%	51%	47%	34%	71%	34%	27%	44%	40%	34%	42%	38%	33%	38%
Somewhat	47%	49%	42%	67%	51%	38%	53%	41%	45%	48%	53%	39%	29%	66%	29%	38%	61%	43%	49%	44%	54%	46%	54%	39%
More trust	85%	86%	84%	83%	90%	61%	94%	82%	80%	88%	84%	90%	76%	100%	100%	72%	88%	86%	89%	77%	96%	85%	87%	77%
Not too much	13%	11%	16%	7%	10%	39%	4%	14%	18%	11%	12%	10%	24%	0%	0%	28%	10%	11%	10%	20%	4%	13%	13%	19%
Not at all	2%	2%	0%	10%	0%	0%	2%	3%	3%	1%	4%	0%	0%	0%	0%	0%	2%	2%	1%	2%	0%	2%	0%	4%
Less trust	15%	14%	16%	17%	10%	39%	6%	18%	20%	12%	16%	10%	24%	0%	0%	28%	12%	14%	11%	23%	4%	15%	13%	23%

Q6E. Podcasts

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	43%	54%	38%	14%	41%	27%	48%	46%	34%	47%	42%	28%	52%	44%	52%	43%	40%	44%	45%	38%	43%	45%	30%	52%
Somewhat	46%	36%	56%	46%	43%	55%	43%	47%	40%	49%	46%	55%	43%	42%	21%	47%	46%	51%	47%	45%	43%	42%	64%	39%
More trust	89%	90%	94%	59%	84%	82%	91%	92%	75%	96%	88%	83%	96%	86%	73%	89%	86%	95%	92%	83%	86%	87%	94%	91%
Not too much	7%	7%	5%	23%	9%	14%	5%	5%	16%	3%	7%	8%	4%	14%	11%	7%	11%	3%	4%	14%	11%	9%	3%	5%
Not at all	4%	3%	1%	18%	7%	4%	3%	2%	9%	1%	5%	9%	0%	0%	16%	3%	3%	2%	4%	3%	3%	4%	3%	4%
Less trust	11%	10%	6%	41%	16%	18%	9%	8%	25%	4%	12%	17%	4%	14%	27%	11%	14%	5%	8%	17%	14%	13%	6%	9%

Q6F. Influencers (on podcasts or social media platforms)

	Age				Education				Children in HH		Race				Income				Sex		Region			
	Total	18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	38%	36%	38%	25%	38%	17%	37%	50%	31%	41%	41%	25%	37%	38%	17%	34%	38%	43%	47%	23%	32%	38%	37%	41%
Somewhat	44%	41%	47%	75%	42%	42%	53%	35%	39%	47%	50%	56%	33%	41%	50%	47%	40%	46%	41%	50%	47%	51%	42%	33%
More trust	82%	77%	86%	100%	80%	59%	90%	85%	70%	88%	91%	81%	69%	79%	68%	81%	78%	89%	88%	73%	79%	89%	80%	74%
Not too much	16%	20%	13%	0%	17%	41%	9%	13%	25%	12%	7%	12%	31%	21%	32%	19%	17%	11%	11%	24%	21%	8%	18%	26%
Not at all	2%	3%	1%	0%	3%	0%	2%	2%	5%	0%	2%	7%	0%	0%	0%	0%	5%	0%	1%	3%	0%	3%	3%	0%
Less trust	18%	23%	14%	0%	20%	41%	10%	15%	30%	12%	9%	19%	31%	21%	32%	19%	22%	11%	12%	27%	21%	11%	20%	26%

Q6G. Internet search engines or websites, including AI tools like ChatGPT

	Age				Education				Children in HH		Race				Income				Sex		Region			
	Total	18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	30%	35%	39%	10%	31%	13%	32%	45%	18%	42%	26%	37%	36%	32%	28%	15%	27%	43%	38%	20%	30%	29%	27%	33%
Somewhat	58%	51%	51%	77%	54%	68%	59%	49%	65%	50%	63%	47%	47%	63%	58%	68%	59%	50%	54%	64%	57%	60%	64%	51%
More trust	88%	85%	90%	87%	84%	81%	91%	94%	83%	93%	88%	84%	83%	95%	86%	83%	86%	93%	91%	84%	87%	89%	91%	84%
Not too much	11%	14%	8%	12%	11%	19%	9%	6%	16%	6%	11%	16%	14%	5%	11%	14%	14%	7%	8%	15%	13%	11%	8%	14%
Not at all	1%	1%	2%	1%	5%	1%	0%	0%	1%	1%	1%	0%	4%	0%	3%	3%	0%	0%	1%	1%	0%	1%	1%	3%
Less trust	12%	15%	10%	13%	16%	19%	9%	6%	17%	7%	12%	16%	17%	5%	14%	17%	14%	7%	9%	16%	13%	11%	9%	16%

Q6H. Friends

	Age				Education				Children in HH		Race				Income				Sex		Region			
	Total	18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	31%	32%	40%	11%	32%	17%	33%	41%	24%	37%	31%	35%	37%	18%	23%	24%	29%	41%	40%	18%	24%	36%	30%	28%
Somewhat	56%	50%	53%	74%	58%	62%	58%	47%	62%	51%	57%	53%	50%	66%	58%	56%	61%	51%	49%	66%	65%	51%	53%	62%
More trust	87%	82%	93%	85%	90%	79%	92%	88%	86%	89%	88%	88%	87%	83%	81%	80%	90%	92%	89%	84%	89%	87%	83%	90%
Not too much	12%	17%	7%	13%	8%	21%	7%	12%	13%	10%	12%	12%	11%	13%	19%	16%	10%	8%	11%	13%	11%	12%	17%	7%
Not at all	1%	1%	0%	2%	3%	0%	2%	0%	1%	1%	0%	0%	2%	4%	0%	5%	0%	0%	0%	2%	0%	1%	0%	2%
Less trust	13%	18%	7%	15%	10%	21%	8%	12%	14%	11%	12%	12%	13%	17%	19%	20%	10%	8%	11%	16%	11%	13%	17%	10%

Q6I. Family

	Age				Education				Children in HH		Race				Income				Sex		Region			
	Total	18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	39%	39%	42%	37%	45%	32%	44%	38%	35%	44%	40%	43%	37%	37%	48%	31%	41%	40%	45%	34%	41%	45%	41%	28%
Somewhat	55%	53%	58%	55%	47%	61%	49%	60%	59%	50%	56%	47%	54%	55%	43%	58%	56%	56%	51%	58%	53%	49%	55%	65%
More trust	94%	92%	99%	92%	93%	93%	93%	98%	94%	94%	96%	90%	91%	91%	91%	89%	97%	96%	96%	92%	94%	94%	96%	93%
Not too much	5%	6%	1%	8%	5%	7%	6%	0%	6%	4%	3%	10%	6%	4%	9%	8%	3%	2%	4%	6%	6%	4%	4%	5%
Not at all	1%	2%	0%	0%	2%	0%	1%	2%	0%	2%	0%	0%	2%	4%	0%	3%	0%	1%	0%	2%	0%	2%	0%	2%
Less trust	6%	8%	1%	8%	7%	7%	7%	2%	6%	6%	4%	10%	9%	9%	9%	11%	3%	4%	4%	8%	6%	6%	4%	7%

Q6J. A health professional (such as a doctor, nurse practitioner, or pharmacist)

	Age				Education				Children in HH		Race				Income				Sex		Region			
	Total	18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	74%	78%	70%	74%	76%	65%	76%	81%	72%	77%	74%	68%	81%	66%	73%	69%	73%	79%	78%	70%	78%	72%	68%	77%
Somewhat	25%	21%	29%	26%	23%	34%	23%	18%	27%	22%	25%	31%	17%	34%	26%	30%	26%	20%	20%	30%	22%	27%	32%	20%
More trust	99%	99%	99%	99%	99%	99%	100%	99%	99%	99%	99%	99%	99%	100%	99%	99%	99%	99%	98%	100%	100%	99%	100%	97%
Not too much	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	0%	0%	1%	0%	3%
Not at all	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Less trust	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	0%	0%	1%	0%	3%

MedShadow Poll
May 1 - May 28, 2026
1006 United States Residents
MOE +/- 3.1%

Q6K. News organizations (online or print)

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	32%	42%	35%	10%	48%	15%	35%	36%	21%	42%	34%	29%	29%	32%	44%	22%	35%	32%	33%	30%	29%	30%	50%	27%
Somewhat	55%	44%	57%	65%	43%	60%	51%	60%	56%	54%	53%	54%	60%	55%	48%	49%	50%	64%	56%	53%	66%	55%	40%	55%
More trust	87%	86%	92%	76%	91%	74%	86%	96%	76%	96%	87%	83%	89%	87%	91%	71%	85%	95%	89%	83%	94%	85%	90%	82%
Not too much	12%	14%	8%	18%	9%	22%	12%	4%	20%	4%	11%	17%	11%	13%	9%	24%	14%	5%	10%	16%	3%	14%	7%	18%
Not at all	1%	0%	0%	6%	0%	4%	1%	0%	3%	0%	3%	0%	0%	0%	0%	5%	1%	0%	2%	1%	3%	1%	3%	0%
Less trust	13%	14%	8%	24%	9%	26%	14%	4%	24%	4%	13%	17%	11%	13%	9%	29%	15%	5%	11%	17%	6%	15%	10%	18%

Q7 Whether you seek out information about prescription medications or not, have you seen or heard any prescription drug advertisements on any of these in the last year? Please select all that apply

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
At a health office	62%	60%	67%	59%	63%	63%	59%	63%	59%	67%	61%	69%	62%	59%	58%	65%	60%	65%	61%	63%	62%	66%	63%	53%
Internet search engines or websites	50%	57%	57%	39%	46%	47%	53%	55%	45%	57%	46%	49%	59%	53%	45%	48%	49%	57%	53%	46%	43%	52%	48%	52%
Network or cable TV	49%	39%	46%	61%	41%	54%	53%	45%	53%	42%	56%	41%	39%	40%	37%	49%	54%	52%	46%	52%	49%	48%	57%	44%
Social media	47%	60%	62%	25%	42%	40%	47%	64%	35%	66%	47%	46%	49%	44%	31%	42%	47%	63%	51%	42%	49%	47%	45%	47%
Streaming services	40%	49%	47%	27%	34%	37%	44%	47%	32%	53%	40%	38%	43%	36%	31%	35%	41%	51%	46%	35%	44%	38%	37%	42%
Influencers	23%	39%	28%	6%	19%	19%	26%	29%	15%	35%	20%	24%	30%	23%	11%	19%	26%	31%	24%	21%	20%	21%	22%	27%
Radio	22%	24%	28%	16%	19%	23%	26%	19%	18%	28%	22%	18%	22%	29%	18%	23%	21%	24%	23%	20%	20%	22%	23%	23%
Podcasts	17%	22%	24%	7%	10%	13%	22%	26%	9%	29%	15%	19%	23%	16%	7%	12%	18%	28%	23%	11%	17%	19%	14%	16%
None of the above	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Q8. [If yes] Would you say you trust the information you see or hear in drug advertisements from each of the following completely, somewhat, not too uch, or not at all?

Q8A. Network or cable TV

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	18%	31%	26%	7%	17%	10%	24%	27%	12%	31%	13%	23%	28%	35%	14%	13%	19%	26%	23%	15%	16%	23%	11%	20%
Somewhat	48%	39%	45%	54%	43%	50%	51%	46%	48%	49%	52%	61%	42%	19%	48%	44%	54%	46%	49%	47%	52%	45%	51%	47%
More trust	67%	71%	71%	62%	61%	59%	76%	73%	60%	80%	65%	85%	69%	54%	62%	57%	72%	71%	72%	62%	68%	69%	62%	67%
Not too much	27%	20%	24%	32%	32%	32%	20%	22%	31%	19%	29%	15%	17%	35%	32%	33%	24%	22%	23%	30%	28%	28%	30%	20%
Not at all	6%	9%	5%	6%	7%	9%	4%	5%	9%	1%	5%	0%	14%	11%	6%	10%	4%	7%	4%	8%	4%	3%	7%	13%
Less trust	33%	29%	29%	38%	39%	41%	24%	27%	40%	20%	35%	15%	31%	46%	38%	43%	28%	29%	28%	38%	32%	31%	38%	33%

Q8B. Streaming services (such as Netflix, Hulu, Prime)

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	29%	37%	35%	8%	25%	11%	36%	48%	16%	42%	28%	34%	33%	26%	21%	17%	27%	44%	37%	19%	29%	34%	26%	25%
Somewhat	45%	41%	42%	57%	48%	52%	43%	36%	49%	41%	43%	55%	46%	46%	47%	51%	49%	35%	45%	45%	55%	41%	48%	40%
More trust	74%	78%	77%	64%	73%	63%	79%	84%	65%	83%	70%	89%	79%	72%	69%	68%	76%	79%	82%	64%	84%	75%	74%	66%
Not too much	21%	16%	18%	29%	22%	31%	17%	10%	28%	13%	24%	11%	15%	23%	28%	24%	21%	15%	15%	28%	13%	22%	24%	22%
Not at all	5%	6%	4%	6%	5%	6%	4%	6%	6%	4%	6%	0%	6%	5%	4%	8%	3%	6%	3%	8%	3%	3%	2%	13%
Less trust	26%	22%	23%	36%	27%	37%	21%	16%	35%	17%	30%	11%	21%	28%	31%	32%	24%	21%	18%	36%	16%	25%	26%	34%

Q8C. Social media (such as Facebook, X, TikTok, Instagram)

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	27%	27%	36%	8%	18%	11%	31%	48%	16%	36%	28%	25%	28%	22%	22%	16%	23%	40%	37%	15%	27%	32%	21%	25%
Somewhat	38%	39%	36%	39%	47%	30%	42%	33%	36%	40%	34%	47%	41%	45%	34%	39%	39%	38%	37%	40%	48%	34%	42%	34%
More trust	65%	67%	72%	47%	65%	42%	73%	81%	52%	76%	62%	72%	69%	67%	55%	55%	62%	78%	74%	55%	74%	66%	63%	59%
Not too much	27%	25%	23%	40%	27%	46%	20%	15%	36%	19%	29%	24%	24%	27%	38%	37%	27%	16%	20%	35%	21%	28%	28%	30%
Not at all	8%	8%	5%	13%	8%	12%	8%	4%	12%	5%	9%	4%	7%	6%	7%	8%	11%	6%	6%	10%	5%	6%	10%	11%
Less trust	35%	33%	28%	53%	35%	58%	27%	19%	48%	24%	38%	28%	31%	33%	45%	45%	38%	22%	26%	45%	26%	34%	37%	41%

Q8D. Internet search engines or websites

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	27%	32%	33%	13%	28%	14%	37%	33%	19%	38%	24%	33%	37%	20%	25%	18%	26%	38%	36%	18%	30%	32%	19%	25%
Somewhat	57%	45%	56%	71%	56%	65%	50%	56%	60%	52%	61%	54%	46%	60%	60%	63%	58%	48%	52%	62%	57%	57%	60%	54%
More trust	84%	77%	90%	84%	84%	78%	86%	89%	79%	91%	85%	86%	83%	80%	85%	82%	83%	86%	87%	81%	87%	89%	79%	78%
Not too much	15%	22%	8%	14%	11%	22%	13%	11%	19%	8%	14%	14%	14%	20%	15%	14%	16%	13%	12%	17%	12%	10%	20%	18%
Not at all	1%	1%	2%	2%	5%	0%	1%	1%	2%	1%	1%	0%	3%	0%	0%	4%	1%	1%	2%	1%	1%	1%	1%	3%
Less trust	16%	23%	10%	16%	16%	22%	14%	11%	21%	9%	15%	14%	17%	20%	15%	18%	17%	14%	13%	19%	13%	11%	21%	22%

Q8E. At a health office (such as a doctor's office or hospital)

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	63%	70%	63%	58%	63%	58%	64%	71%	59%	69%	60%	71%	71%	58%	56%	60%	63%	71%	67%	60%	65%	66%	57%	63%
Somewhat	33%	26%	34%	38%	34%	37%	31%	28%	35%	30%	36%	27%	25%	35%	42%	34%	32%	26%	29%	36%	32%	30%	39%	33%
More trust	96%	96%	97%	96%	97%	95%	94%	99%	94%	99%	96%	98%	96%	93%	98%	94%	96%	97%	96%	96%	97%	96%	96%	96%
Not too much	3%	4%	2%	3%	3%	4%	5%	0%	5%	1%	2%	2%	4%	7%	2%	5%	3%	2%	4%	3%	2%	4%	3%	3%
Not at all	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	2%	1%	1%	1%	1%
Less trust	4%	4%	3%	4%	3%	5%	6%	1%	6%	1%	4%	2%	4%	7%	2%	6%	4%	3%	4%	4%	3%	4%	4%	4%

Q8F. Radio

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	26%	41%	28%	7%	20%	44%	33%	23%	18%	35%	23%	27%	38%	24%	15%	20%	29%	35%	31%	21%	18%	28%	21%	33%
Somewhat	46%	31%	45%	65%	44%	51%	45%	40%	51%	41%	50%	65%	34%	33%	43%	47%	45%	47%	43%	48%	63%	44%	53%	31%
More trust	72%	72%	73%	72%	64%	60%	88%	73%	69%	75%	73%	91%	72%	57%	58%	67%	74%	82%	75%	69%	81%	72%	74%	63%
Not too much	21%	17%	24%	19%	27%	31%	9%	16%	20%	22%	19%	4%	24%	33%	31%	25%	18%	14%	22%	20%	19%	21%	22%	20%
Not at all	7%	11%	4%	8%	9%	9%	3%	11%	12%	3%	8%	5%	4%	10%	11%	9%	8%	4%	4%	11%	0%	6%	4%	17%
Less trust	28%	28%	27%	28%	36%	40%	12%	27%	31%	25%	27%	9%	28%	43%	42%	33%	26%	18%	25%	31%	19%	28%	26%	37%

Q8H. Influencers (on podcasts or social media platforms)

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	29%	28%	34%	9%	19%	12%	43%	36%	22%	33%	29%	39%	25%	24%	32%	17%	29%	35%	36%	20%	32%	26%	34%	28%
Somewhat	36%	32%	46%	22%	39%	22%	36%	50%	31%	40%	36%	36%	36%	39%	30%	35%	28%	48%	41%	30%	41%	40%	36%	29%
More trust	65%	61%	79%	31%	58%	34%	79%	86%	53%	73%	65%	75%	61%	64%	62%	52%	57%	82%	77%	51%	73%	66%	70%	56%
Not too much	28%	30%	19%	51%	33%	56%	13%	13%	35%	23%	28%	22%	33%	24%	29%	36%	36%	14%	21%	36%	20%	30%	21%	34%
Not at all	7%	9%	2%	18%	9%	10%	9%	1%	12%	4%	7%	3%	6%	13%	10%	12%	8%	3%	2%	13%	8%	4%	10%	9%
Less trust	35%	39%	21%	69%	42%	66%	21%	14%	47%	27%	35%	25%	39%	36%	38%	48%	43%	18%	23%	49%	27%	34%	30%	44%

Q8G. Podcasts

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely	33%	43%	35%	3%	41%	10%	33%	47%	13%	43%	34%	26%	29%	45%	21%	25%	33%	38%	34%	30%	43%	31%	30%	32%
Somewhat	49%	41%	52%	60%	46%	50%	54%	43%	56%	45%	44%	66%	56%	36%	64%	45%	48%	49%	47%	53%	42%	50%	55%	47%
More trust	82%	84%	87%	64%	87%	60%	87%	90%	70%	88%	78%	92%	85%	81%	85%	70%	82%	86%	81%	83%	85%	81%	85%	79%
Not too much	15%	13%	10%	32%	13%	40%	8%	5%	25%	10%	16%	8%	15%	19%	7%	30%	15%	10%	16%	14%	12%	15%	15%	18%
Not at all	3%	3%	2%	4%	0%	0%	5%	5%	5%	2%	6%	0%	0%	0%	8%	0%	3%	4%	3%	3%	3%	5%	0%	3%
Less trust	18%	16%	13%	36%	13%	40%	13%	10%	30%	12%	22%	8%	15%	19%	15%	30%	18%	14%	19%	17%	15%	19%	15%	21%

Q9. Have you ever asked a health professional about a prescription drug you saw advertised?

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Yes	60%	66%	73%	44%	52%	54%	63%	73%	48%	77%	58%	68%	65%	50%	54%	54%	60%	69%	63%	56%	55%	65%	51%	62%
No	40%	34%	27%	56%	48%	46%	37%	27%	52%	23%	42%	32%	35%	50%	46%	46%	40%	31%	37%	44%	45%	35%	49%	38%

Q10. How did the health professional respond?

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Provided more information but made no recommendation	47%	51%	50%	36%	41%	37%	54%	54%	37%	56%	45%	55%	46%	46%	39%	47%	44%	53%	48%	44%	50%	48%	40%	47%
Discussed other treatment options	42%	46%	46%	33%	38%	36%	45%	50%	40%	45%	43%	48%	41%	35%	37%	40%	39%	51%	50%	34%	45%	41%	37%	47%
Recommended the drug	42%	51%	45%	28%	39%	32%	43%	58%	34%	50%	42%	33%	57%	31%	38%	35%	39%	54%	49%	36%	45%	42%	34%	47%
Explained why the drug was not appropriate	36%	44%	35%	28%	31%	29%	44%	41%	30%	42%	36%	40%	37%	32%	28%	29%	39%	44%	41%	31%	32%	36%	40%	38%
Advised against using the drug	15%	17%	15%	13%	14%	10%	16%	21%	12%	18%	16%	12%	13%	16%	9%	6%	19%	21%	20%	10%	18%	15%	13%	15%
Seemed unwilling to discuss the drug further	9%	12%	7%	8%	6%	9%	12%	7%	8%	10%	9%	9%	12%	4%	7%	7%	12%	8%	10%	7%	9%	10%	14%	4%
Had not heard of the drug	6%	8%	6%	4%	3%	7%	9%	4%	5%	7%	7%	5%	6%	5%	3%	3%	10%	6%	8%	5%	10%	6%	5%	5%
Something else (please specify)	1%	0%	1%	2%	1%	2%	0%	1%	1%	1%	1%	3%	0%	0%	2%	1%	1%	0%	0%	2%	1%	1%	1%	0%

Q11. Have you ever asked your health insurance provider about whether a prescription drug you saw advertised would be covered by your insurance?

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Yes	47%	57%	60%	30%	40%	39%	52%	65%	35%	67%	44%	56%	58%	37%	41%	65%	44%	61%	53%	42%	52%	47%	43%	49%
No	53%	43%	40%	70%	60%	61%	48%	35%	65%	33%	56%	44%	42%	63%	59%	58%	56%	39%	47%	58%	48%	53%	58%	51%

Q12. Has a prescription drug advertisement ever prompted you to ask a health professional about a side effect of a drug you were already taking?

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Yes	53%	63%	66%	33%	50%	45%	54%	67%	39%	73%	50%	59%	59%	50%	44%	50%	54%	60%	59%	46%	53%	57%	44%	53%
No	47%	37%	34%	67%	50%	55%	46%	33%	61%	27%	50%	41%	41%	50%	56%	50%	46%	40%	41%	54%	47%	43%	56%	47%

Q13. Have you ever seen a prescription drug advertisement and then started wondering or worrying if you might have that condition-even if it hadn't crossed your mind before?

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Yes	55%	70%	63%	37%	54%	50%	59%	61%	47%	68%	51%	67%	59%	59%	48%	59%	53%	60%	61%	50%	53%	58%	53%	54%
No	45%	30%	37%	63%	46%	50%	41%	39%	53%	32%	49%	33%	41%	41%	52%	41%	47%	40%	39%	50%	47%	42%	47%	46%

Q14. Please think about any prescription drug advertisements you may have seen or heard in the past year, from any source. This can include ads you paid close attention to, as well as ads you only partially noticed.

Would you say the number of prescription drug advertisements has increased, decreased, or stayed about the same for each of the following?

Q14A. Network or Cable TV

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Increased	61%	51%	57%	68%	59%	60%	64%	60%	64%	55%	64%	59%	53%	53%	55%	62%	64%	60%	61%	61%	59%	64%	60%	58%
Decreased	6%	15%	8%	1%	10%	5%	5%	6%	5%	9%	4%	8%	10%	12%	10%	2%	7%	7%	6%	7%	10%	4%	7%	6%
Stayed about the same	29%	32%	31%	27%	23%	32%	29%	30%	28%	32%	29%	27%	32%	30%	29%	32%	25%	32%	29%	29%	23%	30%	29%	33%
Don't know	4%	2%	4%	4%	7%	3%	2%	3%	4%	3%	3%	6%	4%	6%	6%	4%	4%	2%	5%	3%	7%	2%	4%	3%

Q14B. Streaming services (such as Netflix, Hulu, Prime)

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Increased	65%	64%	64%	67%	62%	61%	67%	72%	63%	67%	65%	74%	60%	64%	56%	56%	70%	71%	68%	62%	65%	74%	62%	54%
Decreased	6%	9%	6%	3%	7%	4%	6%	9%	5%	7%	7%	5%	6%	5%	3%	8%	5%	8%	8%	4%	9%	2%	9%	8%
Stayed about the same	26%	26%	29%	24%	29%	30%	26%	20%	28%	24%	25%	19%	32%	31%	38%	30%	24%	21%	23%	30%	26%	21%	24%	36%
Don't know	3%	1%	1%	6%	2%	5%	2%	0%	3%	2%	3%	2%	2%	0%	3%	6%	1%	1%	1%	5%	0%	3%	4%	2%

Q14C. Social media (such as Facebook, X, TikTok, Instagram)

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Increased	65%	66%	62%	69%	53%	70%	67%	70%	64%	66%	65%	70%	62%	69%	58%	63%	66%	68%	66%	64%	68%	66%	63%	63%
Decreased	9%	9%	10%	6%	9%	7%	10%	10%	9%	9%	8%	9%	9%	11%	2%	8%	9%	12%	12%	6%	7%	11%	6%	9%
Stayed about the same	24%	24%	26%	24%	35%	21%	22%	21%	25%	24%	26%	20%	26%	21%	37%	25%	24%	20%	21%	28%	24%	22%	27%	26%
Don't know	2%	1%	2%	2%	4%	3%	1%	0%	2%	1%	2%	2%	3%	0%	3%	4%	1%	0%	1%	2%	1%	2%	3%	1%

Q14D. Internet search engines or websites

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Increased	58%	59%	61%	54%	62%	51%	59%	63%	51%	68%	59%	76%	54%	46%	55%	54%	61%	60%	60%	57%	52%	68%	57%	47%
Decreased	7%	10%	8%	2%	8%	6%	6%	10%	6%	9%	7%	5%	10%	5%	4%	11%	5%	8%	7%	7%	7%	6%	6%	10%
Stayed about the same	32%	29%	29%	39%	28%	38%	35%	24%	39%	22%	32%	16%	34%	41%	38%	31%	31%	30%	30%	34%	38%	24%	34%	40%
Don't know	3%	2%	2%	4%	2%	4%	1%	3%	4%	1%	2%	3%	1%	8%	3%	4%	3%	2%	3%	3%	3%	2%	3%	3%

Q14E. At a health office (such as a doctor ' s office or hospital)

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Increased	44%	46%	49%	37%	41%	40%	49%	49%	35%	56%	45%	50%	43%	34%	44%	39%	43%	51%	49%	40%	48%	48%	38%	39%
Decreased	5%	9%	5%	2%	3%	7%	6%	3%	3%	8%	4%	8%	10%	0%	4%	4%	7%	6%	6%	4%	1%	5%	7%	8%
Stayed about the same	47%	40%	43%	58%	51%	48%	44%	46%	57%	34%	48%	40%	40%	61%	48%	53%	47%	42%	42%	53%	51%	47%	51%	43%
Don't know	3%	5%	3%	3%	5%	6%	1%	2%	5%	2%	3%	1%	7%	5%	4%	5%	3%	2%	4%	3%	1%	1%	4%	10%

Q14F. Radio

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Increased	47%	43%	51%	44%	39%	43%	54%	50%	43%	50%	44%	48%	62%	38%	38%	39%	61%	43%	50%	44%	50%	50%	37%	47%
Decreased	12%	17%	12%	6%	12%	10%	15%	9%	9%	15%	10%	18%	13%	13%	7%	15%	8%	16%	9%	14%	11%	16%	8%	9%
Stayed about the same	36%	40%	33%	39%	44%	38%	27%	41%	41%	31%	41%	30%	25%	36%	43%	42%	27%	38%	37%	36%	32%	32%	42%	40%
Don't know	5%	0%	5%	11%	5%	9%	4%	0%	7%	4%	5%	4%	0%	13%	12%	3%	5%	4%	4%	6%	7%	2%	13%	3%

Q14G. Podcasts

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Increased	62%	60%	61%	63%	52%	60%	64%	66%	57%	64%	62%	68%	64%	49%	44%	65%	62%	63%	63%	60%	55%	60%	63%	69%
Decreased	7%	8%	7%	3%	4%	6%	8%	9%	7%	8%	8%	8%	6%	7%	0%	3%	7%	11%	9%	4%	6%	12%	6%	0%
Stayed about the same	28%	28%	29%	31%	41%	27%	25%	25%	32%	26%	27%	12%	30%	43%	56%	30%	28%	22%	27%	30%	39%	24%	28%	28%
Don't know	3%	3%	3%	3%	3%	7%	3%	0%	4%	3%	3%	12%	0%	0%	0%	3%	3%	4%	2%	6%	0%	4%	3%	3%

Q14H. Influencers (on podcasts or social media platforms)

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Increased	61%	59%	61%	68%	52%	52%	64%	73%	53%	66%	65%	68%	57%	40%	44%	58%	59%	69%	61%	60%	47%	64%	61%	63%
Decreased	14%	16%	14%	8%	17%	11%	14%	15%	15%	14%	13%	16%	8%	29%	8%	14%	15%	14%	15%	12%	27%	10%	14%	12%
Stayed about the same	23%	23%	21%	24%	26%	35%	20%	12%	33%	17%	21%	16%	30%	25%	40%	24%	26%	15%	22%	25%	26%	25%	25%	18%
Don't know	2%	1%	4%	0%	6%	2%	2%	0%	0%	4%	1%	0%	5%	6%	8%	4%	0%	2%	2%	2%	0%	1%	0%	7%

Q15. Continuing to think about any prescription drug advertisements you may have seen or heard in the past year, from any source, when you think about the number of advertisements you see for prescription drugs, would you say:

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
There are far too many	34%	26%	29%	46%	30%	41%	37%	25%	41%	24%	39%	21%	29%	34%	32%	35%	36%	33%	33%	36%	33%	32%	35%	38%
There are somewhat too many	32%	35%	32%	31%	25%	36%	32%	38%	31%	35%	33%	36%	31%	30%	29%	32%	33%	34%	30%	35%	33%	32%	33%	32%
<i>Too many NET</i>	67%	61%	61%	76%	54%	77%	69%	63%	71%	59%	71%	57%	60%	64%	61%	68%	69%	67%	63%	70%	66%	64%	69%	70%
The amount is about right	24%	28%	32%	15%	29%	16%	24%	31%	19%	32%	22%	31%	27%	24%	20%	21%	27%	27%	29%	20%	23%	28%	23%	21%
There are somewhat too few	3%	5%	4%	1%	6%	2%	2%	4%	2%	6%	3%	4%	4%	5%	6%	6%	1%	3%	3%	4%	5%	4%	2%	3%
There are far too few	1%	2%	1%	0%	1%	1%	1%	0%	1%	1%	0%	2%	2%	0%	3%	0%	0%	1%	1%	0%	2%	0%	1%	1%
<i>Too few NET</i>	4%	7%	5%	2%	7%	3%	3%	4%	3%	6%	3%	6%	7%	5%	8%	6%	1%	4%	5%	4%	6%	4%	3%	4%
I haven't noticed the number of advertisements	5%	4%	3%	7%	9%	4%	3%	1%	6%	2%	3%	7%	6%	7%	11%	5%	3%	2%	3%	6%	5%	5%	5%	4%

Q16. In general, how closely would you say you pay attention to prescription drug advertisements?

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
I pay close attention to most of the information presented.	38%	51%	47%	18%	34%	27%	39%	58%	25%	58%	35%	50%	45%	28%	30%	31%	36%	52%	44%	31%	39%	42%	29%	36%
I pay some attention, but not to all the details.	44%	37%	39%	53%	48%	50%	43%	30%	51%	33%	43%	45%	42%	50%	47%	55%	45%	29%	40%	48%	42%	43%	50%	42%
I usually do not pay attention to prescription drug advertisments.	19%	11%	14%	28%	17%	24%	19%	12%	24%	10%	22%	4%	14%	22%	23%	14%	19%	20%	16%	21%	19%	15%	21%	21%

Q17. When you see prescription drug advertisements, how often do they feel relevant to you, your life, or your health needs?

		Age			Education				Children in HH		Race				Income				Sex		Region			
	Total	18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K-<\$100K	\$100K+	Male	Female	N	S	MW	W
Very often	18%	27%	26%	4%	20%	6%	20%	33%	9%	32%	15%	26%	25%	15%	14%	13%	16%	28%	23%	11%	19%	19%	14%	20%
Somewhat often	31%	39%	37%	19%	27%	32%	30%	34%	25%	40%	27%	37%	39%	30%	27%	32%	31%	31%	33%	28%	35%	33%	26%	27%
More often	49%	66%	63%	23%	47%	38%	50%	66%	34%	72%	42%	62%	63%	45%	41%	45%	47%	59%	59%	39%	54%	52%	40%	47%
Not too often	37%	25%	29%	54%	40%	44%	36%	24%	46%	22%	40%	31%	27%	43%	42%	42%	36%	30%	32%	43%	31%	37%	44%	36%
Not at all often	14%	9%	8%	23%	13%	18%	14%	10%	19%	6%	17%	7%	10%	12%	17%	13%	16%	11%	10%	19%	15%	11%	15%	17%
Less often	51%	34%	37%	77%	53%	62%	50%	34%	66%	28%	58%	38%	37%	55%	59%	55%	53%	41%	41%	61%	46%	48%	60%	53%

Q18. To what extent do you agree or disagree with each of the following statements about prescription drug advertising?

Q18A. Seeing a prescription drug advertisement makes me think that drug is better than options that are not advertised.

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely agree	16%	21%	22%	5%	16%	7%	19%	24%	10%	26%	14%	20%	23%	11%	12%	12%	14%	24%	21%	11%	18%	17%	12%	16%
Somewhat agree	35%	38%	40%	28%	36%	30%	34%	40%	31%	41%	33%	40%	35%	37%	30%	36%	35%	36%	40%	30%	33%	37%	30%	36%
Agree	51%	59%	63%	33%	53%	37%	54%	65%	40%	67%	47%	60%	59%	48%	42%	48%	49%	60%	61%	41%	51%	54%	42%	52%
Somewhat disagree	33%	28%	24%	45%	31%	40%	31%	25%	38%	24%	35%	29%	27%	33%	41%	36%	30%	28%	28%	38%	31%	32%	38%	30%
Completely disagree	17%	13%	13%	22%	16%	23%	15%	10%	21%	9%	18%	11%	14%	19%	17%	17%	21%	12%	12%	22%	18%	14%	19%	18%
Disagree	49%	41%	37%	67%	47%	63%	46%	35%	60%	33%	53%	40%	41%	52%	58%	52%	51%	40%	39%	59%	49%	46%	58%	48%

Q18B. People are encouraged to rely on medications in prescription drug advertisements instead of making lifestyle changes that might help their condition.

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely agree	31%	35%	32%	26%	32%	26%	31%	36%	27%	36%	31%	28%	38%	22%	25%	28%	32%	36%	35%	26%	34%	31%	27%	30%
Somewhat agree	51%	49%	45%	56%	48%	53%	52%	48%	53%	46%	51%	50%	47%	54%	53%	52%	51%	46%	51%	50%	47%	50%	53%	52%
Agree	81%	84%	77%	83%	79%	79%	84%	84%	81%	82%	82%	78%	84%	76%	78%	81%	83%	82%	86%	77%	82%	81%	80%	83%
Somewhat disagree	15%	13%	18%	14%	16%	18%	14%	11%	16%	14%	15%	15%	15%	15%	16%	16%	15%	13%	11%	19%	14%	16%	16%	13%
Completely disagree	4%	3%	5%	3%	5%	4%	2%	5%	4%	4%	3%	6%	1%	9%	6%	3%	2%	5%	3%	5%	4%	3%	4%	4%
Disagree	19%	16%	23%	17%	21%	21%	16%	16%	19%	18%	18%	22%	16%	24%	22%	19%	17%	18%	14%	23%	18%	19%	20%	17%

Q18C. Prescription drug advertising can encourage people to seek medical care.

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely agree	32%	38%	38%	22%	30%	21%	38%	45%	25%	44%	31%	42%	32%	27%	25%	30%	32%	39%	38%	26%	35%	32%	31%	31%
Somewhat agree	56%	56%	52%	60%	55%	62%	54%	49%	59%	51%	58%	51%	55%	52%	53%	57%	58%	54%	53%	59%	54%	57%	55%	56%
Agree	88%	94%	90%	82%	85%	83%	92%	94%	84%	95%	89%	93%	87%	79%	78%	88%	90%	92%	91%	85%	89%	89%	86%	87%
Somewhat disagree	10%	5%	9%	15%	11%	14%	8%	6%	13%	4%	9%	7%	11%	16%	18%	9%	9%	6%	8%	12%	8%	9%	11%	12%
Completely disagree	2%	1%	2%	3%	4%	3%	1%	1%	3%	1%	2%	1%	1%	5%	4%	3%	1%	1%	3%	3%	3%	2%	3%	1%
Disagree	12%	6%	10%	18%	15%	17%	8%	6%	16%	5%	11%	7%	13%	21%	22%	12%	10%	8%	9%	15%	11%	11%	14%	13%

Q18D. Advertising for prescription drugs sometimes introduces treatment options I would not otherwise be aware of.

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely agree	31%	36%	35%	23%	32%	22%	34%	40%	25%	40%	27%	44%	37%	25%	32%	27%	29%	36%	34%	28%	32%	34%	27%	27%
Somewhat agree	53%	49%	51%	58%	51%	56%	54%	50%	55%	49%	57%	48%	43%	52%	49%	52%	57%	52%	51%	55%	51%	53%	53%	54%
Agree	84%	85%	86%	81%	82%	78%	87%	90%	81%	89%	85%	91%	81%	78%	81%	80%	86%	88%	85%	83%	83%	87%	80%	82%
Somewhat disagree	13%	14%	10%	15%	15%	15%	11%	8%	15%	10%	12%	7%	18%	16%	14%	16%	11%	11%	13%	13%	11%	11%	17%	13%
Completely disagree	3%	1%	4%	5%	2%	7%	1%	2%	5%	1%	4%	1%	2%	6%	4%	5%	3%	2%	3%	4%	6%	2%	3%	5%
Disagree	16%	15%	14%	19%	18%	22%	13%	10%	19%	11%	15%	9%	19%	22%	19%	20%	14%	12%	15%	17%	17%	13%	20%	18%

Q18E. Some people end up taking medications they might not have otherwise taken as a result of prescription drug advertising.

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely agree	30%	40%	30%	21%	32%	23%	32%	35%	26%	37%	27%	41%	33%	30%	25%	31%	31%	31%	36%	24%	32%	34%	23%	28%
Somewhat agree	54%	47%	58%	55%	50%	60%	53%	51%	55%	52%	56%	46%	54%	49%	55%	54%	53%	54%	51%	57%	52%	52%	56%	56%
Agree	84%	87%	88%	77%	82%	83%	85%	86%	81%	89%	83%	87%	87%	79%	80%	85%	84%	85%	86%	81%	83%	86%	79%	84%
Somewhat disagree	14%	11%	10%	20%	15%	14%	14%	12%	16%	10%	14%	12%	10%	18%	16%	14%	13%	13%	11%	16%	14%	11%	18%	14%
Completely disagree	2%	1%	2%	4%	3%	3%	1%	2%	3%	2%	3%	1%	2%	3%	4%	2%	3%	2%	3%	3%	3%	3%	3%	2%
Disagree	16%	13%	12%	23%	18%	17%	15%	14%	19%	11%	17%	13%	13%	21%	20%	15%	16%	15%	14%	19%	17%	14%	21%	16%

Q19. Thinking about prescription drug advertisements you have seen in the past two years, do you think they generally:

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Focus on possible side effects more than benefits	24%	30%	28%	16%	23%	21%	25%	30%	20%	31%	23%	28%	27%	19%	21%	23%	24%	28%	29%	19%	28%	24%	24%	22%
Focus on benefits more than possible side effects	42%	42%	38%	47%	37%	45%	44%	43%	43%	42%	44%	32%	41%	47%	37%	42%	47%	41%	41%	44%	41%	44%	47%	38%
Present both risks and benefits about equally	34%	29%	34%	38%	40%	34%	31%	27%	37%	28%	33%	40%	32%	34%	42%	35%	29%	31%	30%	37%	31%	33%	30%	40%

Q20. How easy or difficult is it for you to hear and understand the spoken information about side effects in prescription drug advertisements?

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Very easy	35%	39%	40%	29%	38%	27%	36%	45%	29%	46%	34%	39%	40%	31%	31%	36%	31%	44%	38%	33%	39%	38%	31%	33%
Somewhat easy	44%	42%	45%	44%	44%	49%	41%	38%	46%	41%	43%	47%	41%	47%	47%	46%	44%	38%	43%	45%	36%	45%	46%	45%
Total easy	79%	81%	85%	72%	82%	76%	78%	83%	75%	86%	78%	86%	81%	77%	79%	81%	76%	82%	81%	78%	75%	82%	77%	79%
Somewhat difficult	18%	15%	13%	25%	16%	21%	17%	16%	22%	12%	19%	13%	15%	21%	19%	17%	22%	13%	16%	19%	20%	16%	21%	18%
Very difficult	3%	4%	2%	3%	2%	3%	5%	1%	4%	2%	3%	1%	4%	2%	2%	2%	3%	5%	3%	3%	4%	2%	2%	4%
Total difficult	21%	19%	15%	28%	18%	24%	22%	17%	25%	14%	22%	14%	19%	23%	21%	19%	24%	18%	19%	22%	25%	18%	23%	21%

Q21. How easy or difficult is it for you to notice and read the side effects shown on screen in prescription drug advertisements?

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Very easy	29%	37%	36%	18%	32%	17%	32%	41%	22%	41%	26%	43%	32%	29%	28%	24%	29%	37%	33%	26%	29%	30%	25%	31%
Somewhat easy	30%	31%	33%	28%	31%	28%	29%	35%	26%	37%	31%	27%	33%	24%	29%	30%	27%	35%	31%	29%	33%	32%	27%	28%
Total easy	60%	68%	69%	45%	64%	45%	60%	76%	48%	77%	57%	70%	66%	53%	57%	54%	56%	72%	64%	55%	62%	62%	52%	60%
Somewhat difficult	28%	21%	23%	38%	26%	38%	29%	15%	36%	16%	29%	23%	25%	35%	28%	36%	31%	18%	26%	31%	25%	31%	30%	26%
Very difficult	12%	11%	8%	16%	10%	17%	11%	9%	15%	7%	14%	7%	9%	12%	14%	10%	13%	10%	10%	14%	12%	7%	18%	15%
Total difficult	40%	32%	31%	55%	36%	55%	40%	24%	52%	23%	43%	30%	34%	47%	43%	46%	44%	28%	36%	45%	38%	38%	48%	40%

Q22. When side effects are described in prescription drug advertisements, would you say the images, music, or other visual elements generally:

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Make the information about side effects more clear	38%	50%	49%	20%	42%	26%	39%	53%	26%	58%	34%	50%	45%	39%	36%	33%	33%	51%	45%	32%	42%	38%	32%	40%
Make the information about side effects less clear	38%	38%	33%	41%	34%	47%	35%	32%	42%	30%	38%	31%	37%	42%	34%	39%	45%	30%	37%	38%	34%	37%	42%	37%
Do not affect how clear the information is	24%	12%	18%	39%	25%	28%	26%	15%	32%	12%	28%	19%	18%	19%	29%	28%	22%	19%	19%	29%	23%	24%	26%	22%

Q23. In general, how good a job do you think prescription drug advertisements do in informing you about each of the following? [Rotate list, Excellent, very good, good, fair, poor]

23A.What illness or condition the drug is treating

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Excellent	19%	25%	24%	10%	17%	11%	23%	29%	13%	27%	17%	24%	21%	18%	16%	15%	17%	27%	22%	16%	19%	20%	17%	17%
Very good	33%	36%	33%	31%	33%	29%	33%	41%	29%	39%	34%	41%	29%	28%	29%	28%	36%	37%	37%	29%	35%	33%	32%	32%
Excellent/v good	52%	61%	57%	41%	49%	39%	56%	70%	43%	66%	51%	65%	50%	46%	45%	43%	53%	63%	59%	44%	54%	54%	49%	50%
Good	28%	23%	27%	33%	27%	36%	26%	20%	32%	22%	29%	25%	27%	27%	31%	32%	27%	23%	23%	33%	30%	29%	27%	25%
Fair	16%	14%	12%	21%	19%	17%	16%	9%	20%	9%	14%	9%	21%	22%	20%	19%	15%	11%	16%	16%	13%	14%	17%	21%
Poor	4%	3%	4%	5%	4%	8%	2%	2%	5%	2%	5%	1%	2%	5%	5%	5%	4%	2%	2%	6%	3%	4%	6%	4%
Fair/Poor	20%	16%	16%	26%	23%	25%	18%	11%	25%	12%	20%	11%	23%	27%	25%	24%	20%	13%	18%	23%	16%	17%	24%	25%

Q23B. Who should take the prescription

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Excellent	17%	20%	25%	6%	17%	6%	21%	27%	10%	27%	15%	19%	19%	19%	15%	13%	15%	24%	20%	13%	18%	18%	12%	17%
Very good	25%	32%	24%	20%	22%	23%	26%	32%	21%	31%	23%	35%	27%	24%	21%	23%	25%	29%	29%	21%	23%	25%	27%	24%
Excellent/v good	42%	52%	50%	26%	39%	28%	47%	59%	31%	58%	37%	54%	46%	43%	36%	36%	40%	53%	49%	34%	41%	44%	39%	41%
Good	33%	32%	27%	40%	34%	41%	28%	26%	37%	27%	35%	29%	36%	27%	37%	36%	33%	28%	30%	36%	36%	33%	32%	33%
Fair	21%	13%	19%	28%	22%	25%	20%	13%	25%	13%	22%	17%	17%	22%	20%	22%	23%	17%	18%	23%	20%	19%	22%	22%
Poor	5%	3%	4%	6%	4%	6%	5%	2%	6%	2%	6%	1%	1%	9%	8%	5%	4%	3%	2%	7%	4%	5%	6%	4%
Fair/Poor	25%	16%	23%	34%	27%	31%	25%	15%	31%	15%	28%	18%	18%	30%	27%	27%	27%	19%	21%	29%	24%	24%	29%	26%

Q23C. The benefits of the drug

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Excellent	20%	27%	26%	9%	21%	11%	25%	28%	14%	31%	18%	29%	24%	20%	15%	20%	15%	27%	23%	18%	17%	24%	14%	23%
Very good	32%	35%	32%	30%	26%	28%	35%	42%	29%	37%	33%	34%	29%	28%	24%	27%	36%	38%	37%	28%	36%	32%	35%	27%
Excellent/v good	52%	62%	59%	39%	47%	39%	60%	70%	42%	68%	51%	63%	53%	47%	39%	47%	55%	65%	60%	45%	53%	56%	48%	49%
Good	29%	22%	24%	39%	33%	34%	26%	21%	35%	20%	32%	24%	29%	20%	35%	34%	28%	22%	23%	35%	33%	29%	29%	27%
Fair	15%	12%	14%	18%	17%	20%	12%	8%	18%	10%	14%	13%	16%	23%	20%	14%	15%	13%	14%	16%	11%	12%	20%	19%
Poor	3%	3%	4%	3%	3%	7%	2%	0%	5%	1%	3%	0%	2%	9%	6%	5%	3%	1%	3%	4%	3%	3%	3%	4%
Fair/Poor	18%	16%	18%	21%	20%	27%	14%	8%	23%	11%	17%	13%	18%	32%	26%	19%	18%	14%	17%	20%	14%	15%	23%	23%

Q23D. The side effects of the drug

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Excellent	15%	20%	21%	5%	14%	7%	20%	21%	9%	24%	13%	22%	17%	15%	14%	11%	13%	22%	18%	12%	15%	16%	11%	15%
Very good	26%	32%	31%	17%	25%	20%	26%	37%	20%	36%	25%	31%	32%	19%	21%	23%	25%	35%	30%	23%	28%	26%	24%	27%
Excellent/v good	41%	52%	52%	23%	39%	27%	46%	58%	29%	59%	38%	53%	49%	34%	34%	33%	38%	57%	48%	35%	43%	42%	36%	42%
Good	23%	18%	19%	29%	25%	30%	17%	16%	27%	16%	23%	24%	17%	26%	27%	26%	22%	17%	18%	27%	24%	24%	23%	20%
Fair	26%	20%	21%	37%	29%	29%	24%	22%	32%	17%	29%	16%	24%	27%	28%	29%	29%	19%	25%	28%	26%	26%	28%	26%
Poor	10%	10%	8%	12%	8%	14%	12%	4%	12%	7%	10%	6%	10%	13%	10%	11%	11%	7%	10%	10%	7%	8%	14%	13%
Fair/Poor	36%	30%	29%	48%	36%	43%	37%	26%	44%	25%	39%	23%	35%	40%	38%	41%	40%	27%	34%	38%	33%	34%	42%	39%

MedShadow Poll
May 1 - May 28, 2026
1006 United States Residents
MOE +/- 3.1%

Q24 People have used different words to describe how watching prescription drug advertisements makes them feel. Which, if any, of the following apply to you? Please select all that apply

		Age			Education				Children in HH		Race				Income				Sex		Region			
	Total	18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K-<\$100K	\$100K+	Male	Female	N	S	MW	W
Curious	43%	51%	48%	34%	47%	38%	44%	45%	41%	47%	41%	62%	41%	38%	45%	45%	42%	41%	48%	38%	39%	50%	38%	40%
Educated	43%	50%	51%	31%	41%	33%	42%	62%	36%	54%	39%	53%	45%	46%	39%	42%	40%	50%	49%	37%	48%	45%	40%	39%
Annoyed	26%	25%	25%	29%	26%	34%	23%	21%	31%	20%	29%	18%	25%	27%	27%	22%	29%	27%	25%	28%	25%	23%	31%	28%
Motivated	26%	34%	38%	10%	22%	10%	30%	50%	13%	45%	23%	30%	36%	18%	17%	17%	22%	44%	33%	18%	27%	29%	17%	27%
Confused	19%	20%	19%	18%	21%	23%	17%	13%	22%	15%	17%	22%	23%	22%	23%	20%	20%	15%	19%	19%	17%	19%	23%	17%
Anxious	19%	25%	19%	14%	21%	24%	15%	14%	19%	20%	17%	26%	23%	14%	20%	24%	20%	11%	17%	21%	20%	18%	22%	17%
Frightened	11%	12%	12%	11%	13%	14%	11%	6%	11%	12%	11%	14%	10%	12%	9%	15%	11%	9%	11%	12%	13%	11%	12%	11%
None of the above	8%	4%	4%	14%	8%	9%	9%	5%	11%	4%	11%	2%	5%	4%	8%	9%	7%	8%	5%	11%	10%	7%	10%	7%

Q25. Would you be in favor of or opposed to each of the following proposals?

Q25A. Prescription drug advertisements being completely banned

		Age			Education				Children in HH		Race				Income				Sex		Region			
	Total	18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K-<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely in favor	23%	27%	26%	16%	20%	15%	28%	32%	21%	26%	21%	23%	29%	21%	19%	18%	24%	29%	26%	20%	24%	21%	22%	26%
Somewhat in favor	27%	32%	27%	23%	25%	31%	24%	28%	25%	31%	29%	24%	26%	26%	27%	27%	26%	29%	28%	26%	26%	26%	30%	27%
Total Favor	50%	60%	53%	40%	45%	47%	52%	59%	46%	57%	50%	47%	55%	48%	46%	45%	50%	58%	53%	47%	50%	48%	52%	53%
Somewhat opposed	29%	20%	28%	38%	31%	31%	29%	24%	33%	23%	30%	26%	24%	35%	27%	33%	29%	27%	27%	32%	31%	30%	30%	26%
Completely opposed	21%	20%	20%	22%	24%	22%	19%	17%	21%	20%	20%	28%	21%	18%	27%	22%	21%	15%	20%	21%	19%	22%	19%	21%
Total Oppose	50%	40%	47%	60%	55%	53%	48%	41%	54%	43%	50%	53%	45%	52%	54%	55%	50%	42%	47%	53%	50%	52%	48%	47%

Q25B. Requiring prescription drug advertisements to follow an information-First format, with clear, prominent presentation of the condition treated and the drug's purpose

		Age			Education				Children in HH		Race				Income				Sex		Region				
	Total	18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K-<\$100K	\$100K+	Male	Female	N	S	MW	W	
Completely in favor	53%	49%	51%	57%	48%	49%	58%	58%	54%	51%	56%	52%	47%	47%	45%	51%	56%	57%	52%	53%	53%	52%	52%	54%	
Somewhat in favor	40%	39%	44%	38%	42%	42%	38%	40%	39%	43%	38%	43%	41%	48%	43%	40%	39%	40%	42%	39%	38%	42%	40%	39%	
Total Favor	93%	88%	96%	95%	89%	90%	96%	98%	93%	93%	94%	94%	88%	94%	87%	91%	95%	97%	94%	92%	91%	94%	92%	93%	
Somewhat opposed	6%	10%	4%	4%	9%	7%	4%	1%	6%	6%	5%	5%	9%	6%	11%	7%	4%	2%	5%	6%	7%	5%	7%	4%	
Completely opposed	1%	2%	0%	1%	1%	2%	1%	1%	2%	1%	1%	1%	3%	0%	1%	2%	1%	1%	1%	2%	2%	1%	0%	2%	
Total Oppose	7%	12%	4%	5%	11%	10%	4%	2%	7%	7%	6%	6%	12%	6%	13%	9%	5%	3%	6%	8%	9%	6%	8%	7%	

Q25C. A limit on how many prescription drug advertisements can air on TV and streaming in an hour

		Age			Education				Children in HH		Race				Income				Sex		Region			
	Total	18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K-<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely in favor	43%	41%	42%	45%	39%	43%	42%	50%	43%	43%	47%	38%	43%	28%	39%	41%	42%	48%	42%	44%	44%	41%	44%	44%
Somewhat in favor	41%	44%	43%	37%	42%	39%	42%	40%	38%	44%	39%	42%	35%	54%	40%	43%	42%	37%	42%	39%	37%	42%	45%	37%
Total Favor	83%	85%	84%	81%	81%	82%	84%	90%	81%	87%	86%	80%	78%	82%	80%	84%	85%	84%	84%	83%	80%	83%	89%	81%
Somewhat opposed	13%	12%	13%	14%	15%	14%	12%	9%	14%	11%	11%	10%	18%	16%	15%	13%	11%	13%	12%	14%	14%	14%	8%	15%
Completely opposed	4%	3%	2%	5%	4%	4%	4%	1%	4%	3%	3%	10%	4%	2%	6%	3%	4%	3%	4%	3%	5%	3%	3%	4%
Total Oppose	17%	15%	16%	19%	19%	18%	16%	10%	19%	13%	14%	20%	22%	18%	20%	16%	15%	16%	16%	17%	20%	17%	11%	19%

Q25D. A limit on advertising for newly approved prescription drugs during an initial period after they come on the market

		Age			Education				Children in HH		Race				Income				Sex		Region			
	Total	18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Completely in favor	35%	38%	33%	33%	34%	35%	34%	37%	34%	37%	35%	38%	32%	33%	32%	33%	38%	35%	36%	34%	34%	32%	37%	38%
Somewhat in favor	45%	44%	49%	44%	44%	41%	44%	55%	44%	47%	47%	43%	44%	42%	40%	47%	45%	47%	44%	46%	46%	48%	43%	42%
Total Favor	80%	81%	82%	77%	78%	77%	78%	92%	78%	83%	82%	81%	76%	75%	71%	80%	83%	82%	80%	80%	80%	80%	80%	80%
Somewhat opposed	16%	16%	14%	18%	17%	18%	19%	6%	18%	13%	14%	13%	20%	21%	22%	15%	14%	15%	16%	15%	16%	17%	14%	
Completely opposed	4%	3%	4%	5%	5%	5%	3%	2%	4%	3%	3%	6%	5%	3%	7%	4%	3%	3%	3%	5%	4%	4%	3%	6%
Total Oppose	20%	19%	18%	23%	22%	23%	22%	8%	22%	17%	18%	19%	24%	25%	29%	20%	17%	18%	20%	20%	20%	20%	20%	20%

Q26. Thinking about everything you’ve seen, heard, or experienced with prescription drug advertising, which of the following comes closest to your views about the overall effect of prescription drug advertising on consumers? Would you say it is...

	Total	Age			Education				Children in HH		Race				Income				Sex		Region			
		18 to 34	35 to 54	55+	HS or less	Some college	Bachelors	Grad/Prof	No	Yes	White	AA/Black	Hisp	Other	< \$25K	\$25K-< \$50K	\$50K<\$100K	\$100K+	Male	Female	N	S	MW	W
Very harmful	6%	9%	5%	5%	9%	5%	7%	3%	7%	6%	5%	7%	9%	8%	8%	7%	7%	4%	7%	6%	6%	6%	8%	7%
Somewhat harmful	15%	17%	13%	14%	12%	17%	15%	13%	16%	13%	14%	16%	15%	14%	8%	19%	16%	14%	14%	16%	13%	13%	13%	20%
Total Harmful	21%	27%	18%	19%	21%	23%	22%	16%	23%	19%	20%	23%	24%	22%	16%	26%	23%	17%	21%	21%	19%	19%	20%	27%
Neither harmful nor helpful	27%	23%	24%	32%	30%	33%	25%	18%	32%	19%	28%	22%	27%	26%	36%	28%	28%	20%	22%	32%	24%	29%	34%	20%
Somewhat helpful	35%	29%	35%	39%	30%	38%	32%	39%	34%	35%	36%	32%	31%	37%	32%	32%	37%	36%	38%	32%	34%	35%	34%	35%
Very helpful	17%	21%	23%	9%	18%	7%	21%	27%	11%	27%	16%	23%	18%	16%	16%	14%	12%	27%	20%	15%	22%	17%	12%	18%
Total Helpful	52%	51%	58%	49%	48%	45%	53%	66%	45%	62%	52%	55%	49%	52%	48%	46%	49%	63%	58%	46%	57%	52%	45%	53%

Nature of the Sample	
United States Residents	
Age	
18 to 34	28%
35 to 54	32%
55 and older	38%
Employment Status	
Employed full time	49%
Employed part time	10%
Unemployed	15%
Student	3%
Retired	23%
Education	
High school or less	25%
Some college or trade school	30%
Bachelors' degree	27%
Graduate or Professional degree	18%
Children in HH	
No	61%
Yes	39%
Race	
White	58%
African American/Black	12%
Hispanic/Latino	18%
Other	12%
Income	
Under \$25,000	18%
At least \$25,000 but under \$50,000	25%
At least \$50,000 but under \$100,000	32%
\$100,000 or more	25%
Gender	
Male	49%
Female	51%
Region	
Northeast	17%
South	39%
Midwest	20%
West	24%

This MedShadow Poll was conducted May 1 - May 28, 2026 by the Siena Research Institute, among 1006 United States Residents 18 years of age or older. Respondents were drawn from a proprietary online panel (Cint). SUrveys were conducted in English.

Interviews conducted online are excluded from the sample and final analysis if they fail any data quality attention check question. Duplicate responses are identified by their response ID and removed from the sample. Three questions were asked of online respondents, including a honey-pot question to catch bots and two questions that ask respondents to follow explicit directions. The proprietary panel also incorporates measures that safeguard against automated bot attacks, deduplication issues, fraudulent VPN usage, and suspicious IP addresses. Coding of open-ended responses was done by a single human coder.

Data was weighted to balance sample demographics to match estimates for the United State’s population using data from the Census Bureau’s 2024 U.S. American Community Survey (ACS), on age, region, race/ethnicity, and gender to ensure representativeness. It has an overall margin of error of +/- 3.1 percentage points including the design effects resulting from weighting. Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other public opinion poll.