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Where Do Americans Get Health Information, and What Do They Trust?

Health care providers are the most common source of health information for Americans, who view them as more accurate than other sources.

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About this research

This Pew Research Center report looks at Americans' views on health information and how they view their own health.

Why did we do this?

Pew Research Center does research to help the public, media and decision-makers understand important topics. This research builds on our longstanding work studying Americans' views of medicine and health to explore how Americans view sources of health information.

Learn more about [Pew Research Center](#), our research on [medicine and health](#) and other research on [science and society](#).

How did we do this?

For this report, we surveyed 5,111 U.S. adults from Oct. 20 to 26, 2025. Everyone who took part in this survey is a member of the Center's [American Trends Panel](#). The survey represents the views of the full U.S. adult population.

Here are [the survey questions](#) used for this report, the [detailed responses](#) and the [survey methodology](#).

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Where do Americans get health information, and what do they trust?

Health care providers are the most common source of health information for Americans, who view them as more accurate than other sources.

Key takeaways:

- **Health care providers are a key source for health information:** 85% of Americans say they get health information from health care providers at least sometimes, making them the most common of seven sources we asked about. And a majority see them as providing information that is **highly accurate**.
- **Many Americans also want to hear people's real-life stories.** About two-thirds (66%) say they get health information at least sometimes from people experiencing a similar health issue as them.
- Smaller shares are getting health information at least sometimes from newer sources like **social media (36%)** and **artificial intelligence (AI) chatbots (22%)**.
- **Half of Americans struggle to determine the accuracy of health information:** 12% say it is extremely or very difficult to know if the health information they come across is accurate, and 38% say it is somewhat difficult.
- Most Americans say they come across **conflicting health information**. And when they do, 54% say it is at least somewhat difficult to know which information to trust.

In an era with unprecedented access to health information, the vast majority of Americans still turn to health care providers for health information, according to a new Pew Research Center study. Many also look to major health websites such as WebMD.

But Americans' health sources aren't limited to medical experts. Many Americans (66%) also learn from others going through similar health experiences. And some get health information from social media (36%) or AI chatbots (22%) at least sometimes.

Within this landscape, Americans don't always find it easy to determine what information is trustworthy. Half of Americans say it is at least somewhat difficult to judge if health information is accurate, and a similar share (54%) has a hard time knowing what to trust when they come across *conflicting* health information.

Overall, however, Americans are more likely to have confidence in the accuracy of the health information they get from health care providers and major health websites compared with other sources.

These findings are from a survey of 5,111 U.S. adults conducted from Oct. 20 to 26, 2025. Building on our body of work around Americans' views of [medicine and health](#), we did this study to understand how Americans make sense of today's crowded health information environment in a moment in which the number of potential sources of health information are expanding. The study explores what Americans want from their health sources and how Americans view their own health, including challenges to their health.

This study covers Americans' views on the following topics:

- [What do Americans want from their health information sources?](#)
- [Users of social media and AI chatbots for health information are more likely to say they are convenient than accurate](#)
- [Americans value their health – but many face challenges in taking care of it](#)
- [Roughly a third of young adults have negative views of their mental health](#)

Americans' sources of health information

Americans hear about health from a wide array of people, platforms and institutions, some beyond the medical establishment. But when asked how often they get health information from each of the seven sources we asked about, **health care providers are at the top of the list.**

The vast majority of Americans (85%) say they at least sometimes get health information from health care providers, including 51% who say they often or extremely often turn to doctors and other medical workers.

A majority of Americans (60%) also say they turn to major health websites, such as WebMD or Mayo Clinic at least sometimes.

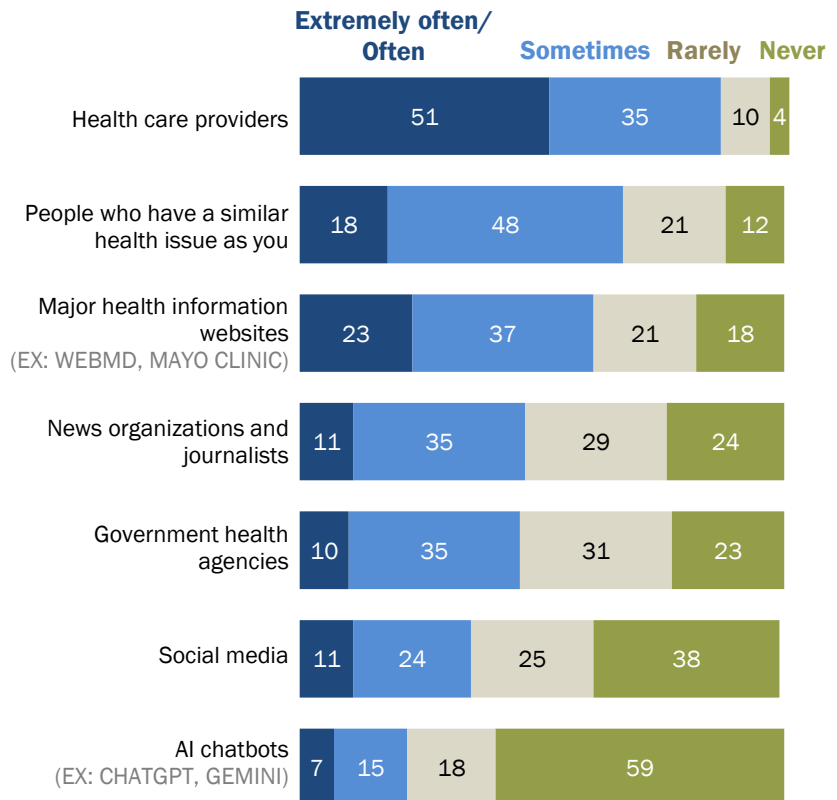
But in addition to these medical sources, **many Americans also learn from**

other people who share their health experiences. Roughly two-thirds (66%) of Americans say they at least sometimes get health information from people who are facing health issues that are similar to their own.

Just under half of Americans get health information at least sometimes from journalists and news organizations (46%) and government health agencies (45%). Meanwhile, social media and AI chatbots — two newer digital information sources — are the least common sources of health

Americans say they get health information from health care providers more often than other sources

% of U.S. adults who say they get health information from each of the following ...



Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

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information we asked about. Still, 36% of Americans say they at least sometimes get health information from social media, and 22% say the same about AI chatbots.

For a detailed analysis of Americans' views of the health information they get from these sources, refer to "[Users of social media and AI chatbots for health information are more likely to say they are convenient than accurate.](#)"

Overall, **getting health information from multiple sources is the norm:** Most Americans (73%) say they get health information at least sometimes from three or more of the seven sources we asked about.

Differences by health insurance coverage, education and age

Health insurance coverage: While large shares of Americans regardless of health insurance status say they get health information from health care providers, those with health insurance coverage are more likely to do so. But people *without* coverage are more likely than those with coverage to turn to social media and AI chatbots, although at much lower rates overall.

Education: Americans with more formal education are more likely than those with less formal education to get health information at least sometimes from most of the sources we asked about. These differences are widest on major health information websites. However, there are no education differences on the frequency of getting information from people with a similar health issue and from social media.

Age: Older adults are more likely than younger Americans to say they at least sometimes get health information from health care providers (though providers are the most common source across age groups). Younger adults are more likely than their older peers to turn to social media and AI chatbots at least sometimes.

Further demographic details on Americans' health information sources are in the [appendix](#).

How Americans view the accuracy of health information sources they use

The sheer volume of health information can be overwhelming, and [it's not always easy to decide which sources get the facts right](#). To get a sense of how Americans navigate this environment, we asked them to rate the accuracy of the information they get from each source.

Nearly all Americans get health information from health care providers, and a majority find this information highly accurate – much more than any other source.

About two-thirds (65%) of those who ever get health information from providers say the information is extremely or very accurate. Very few (4%) say it is not too or not at all accurate.

Views of the accuracy of information on websites such as WebMD or Mayo Clinic are also generally positive. About half (48%) of those who get health information from these websites say they're highly accurate, far more than the 9% who say the information is not too or not at all accurate.

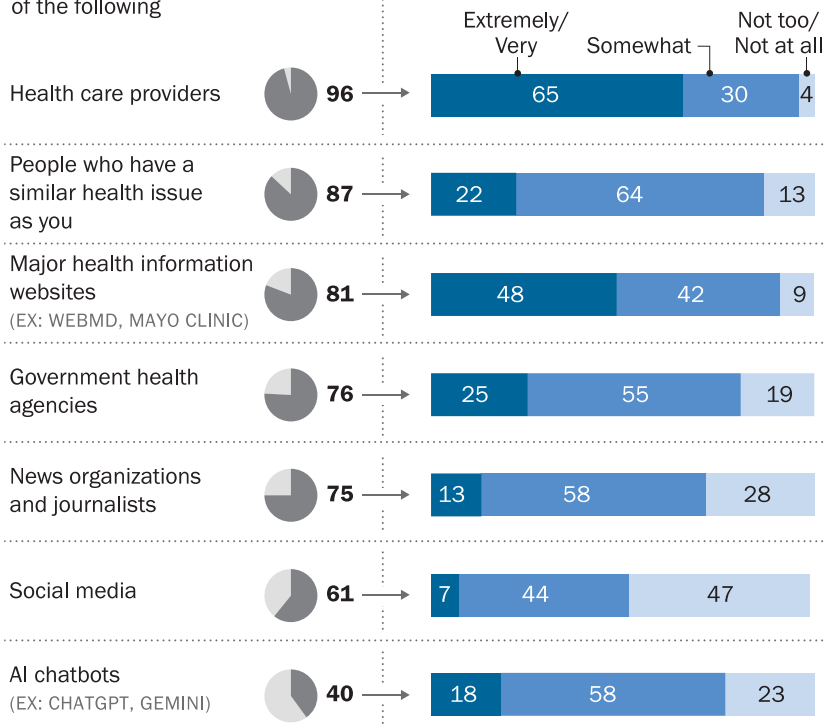
Social media stands out for the lowest ratings of

accuracy. Roughly half (47%) of Americans who get health information from social media say that information is not too or not at all accurate, while just 7% say it is highly accurate. Views of

About two-thirds of those who get health information from health care providers say it is highly accurate

% of U.S. adults who say they **ever get health information** from each of the following

Among those who say they get health information from each source, % who say the information is **accurate**



Note: Only respondents who said they get health information from a source "Rarely" or more frequently were then asked to rate the accuracy of information from that source. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

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health information from AI chatbots are more mixed, with a majority of those who turn to them saying the information is somewhat accurate.

Here's our in-depth look at [views of social media and AI chatbots as health information sources](#).

Notably, for each of the seven sources we asked about, sizable shares give mixed ratings saying the information is somewhat accurate.

Differences by education, income, party and health insurance coverage

Education and income: Americans with more education or higher incomes are more likely to say information they get from health care providers and major health websites is highly accurate.

Party: Three-quarters of Democrats and Democratic-leaning independents rate the information they get from health care providers as highly accurate. This is more than the share of Republicans and leaners who say the same (58%). This pattern of Democrats having more confidence than Republicans in the accuracy of the sources they use extends to major health websites (55% vs. 42%), government health agencies (29% vs. 20%) and news organizations and journalists (19% vs. 6%).

Health insurance coverage: Those with health insurance are more likely than those without insurance to say the information they get from health care providers is highly accurate (67% vs. 47%). They are also more likely to say the same about information they get from major health websites (50% vs. 31%).

For more detailed demographic breakdowns, refer to the [appendix](#).

Do Americans have difficulty determining if health information is accurate?

Americans have mixed experiences judging the accuracy of health information they get in general – regardless of the source.

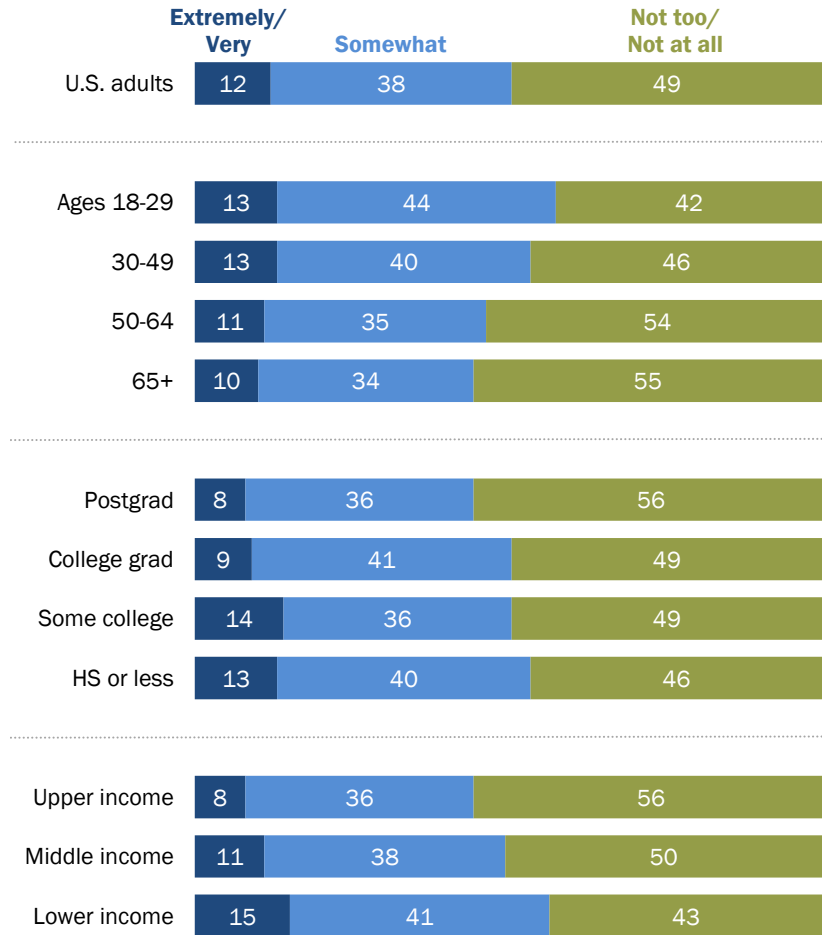
Half of Americans say it is at least somewhat difficult to judge the accuracy of health information, including 12% who say this is extremely or very difficult. On the other hand, 49% say it is not too or not at all difficult to make this judgment.

These challenges are reported across demographic groups, with at least four-in-ten adults in each age, education and income group saying judging health information accuracy is at least somewhat difficult. Still, some key differences emerge:

Younger adults are somewhat more likely than their older counterparts to have at least some difficulty evaluating accuracy. For example, 57% of adults under 30 say this, compared with 44% of those ages 65 and older.

Half of Americans say it's at least somewhat difficult to judge whether health information is accurate

% who say in general it is ___ difficult for them to judge whether health information is accurate



Note: Respondents who did not give an answer are not shown. Family income tiers are based on adjusted 2024 earnings.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

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Americans with lower incomes are also more likely to report at least some difficulty judging the accuracy of health information. And while education differences are modest, Americans with a postgraduate degree are less likely than those with lower education levels to say they find judging the accuracy of health information at least somewhat difficult.

Coming across conflicting health information

When Americans get health information, they sometimes have to weigh it against something they've already heard that seems contradictory. Is chocolate good or bad for you? Will a health product cure an ailment or make it worse?

A large majority of Americans (76%) say they see this kind of conflicting health information at least sometimes, including about a quarter (27%) who see it often or extremely often.

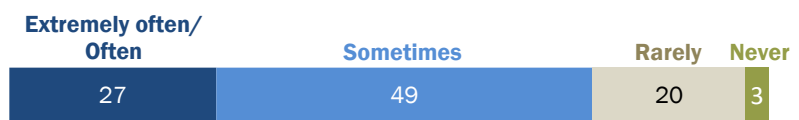
When Americans do encounter conflicting health information, just over half (54%) say they have at least some difficulty knowing which information to trust. This share is larger than the 41% of Americans who say knowing which information to trust is not too or not at all difficult.

As with judging the accuracy of health information they come across in general, older Americans and those with more income or education report fewer difficulties. For more demographic details, refer to the [appendix](#).

Americans who see conflicting health information more frequently have more difficulty knowing which source to trust. Those who come across conflicting health information often or extremely often (71%) are more likely than those who come across it sometimes (58%) or rarely (32%) to say it is at least somewhat difficult for them to know which information to trust.

Over half of Americans say it's difficult to know what to trust when they see conflicting health information

% of U.S. adults who say they see or hear health information that seems to conflict with other health information they have gotten ...



% who say it is ___ difficult for them to know which information to trust when they see or hear conflicting health information



Note: Respondents who did not give an answer to at least one of these questions are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

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What do Americans want from their health information sources?

Key takeaways:

- Three-quarters of Americans say it's highly important that their health information sources have **medical training**. Similar shares say the same for being **transparent about potential conflicts of interest** (73%) and being **easy to understand** (72%).
- **When asked to rate sources of health information, health care providers get the best ratings overall.** Roughly half or more of Americans who get health information from health care providers say it is extremely or very easy to understand (55%), personalized (52%) and convenient to get (49%).
- Beyond health care providers, a few sources stand out as being extremely or very easy to understand: Roughly four-in-ten or more Americans who get health information from people facing similar health issues as them (44%), major health information websites (42%) and artificial intelligence (AI) chatbots (41%) say this.
- For many of the sources we asked about, such as social media, news organizations and government health agencies, far more say the information they get is *not* personalized to them than say it is highly personalized.

Americans have choices for where they get their health information, but what qualities are they looking for in those sources? A Pew Research Center survey finds that most say having medical training, being transparent and easy to understand are highly important.

We also asked Americans to rate the information they get from seven common sources of health information by how understandable, personalized and convenient they are to access. Health care providers receive positive ratings on each of these qualities, consistent with Americans saying they highly value medical training. And Americans give similarly high marks to AI chatbots, major health websites and peers with similar health issues on at least one of these measures.

This is not the case when it comes to accuracy. Health care provider information consumers rate the information they get as highly accurate, but users of other sources are less likely to rate the information they get as highly accurate.

For more details about how Americans rate each source on accuracy, refer to [our analysis of where Americans get health information and what they trust](#).

This study is part of a larger survey on Americans' health information sources and views on their personal health, conducted Oct. 20-26, 2025, among 5,111 U.S. adults.

The characteristics Americans look for in sources of health information

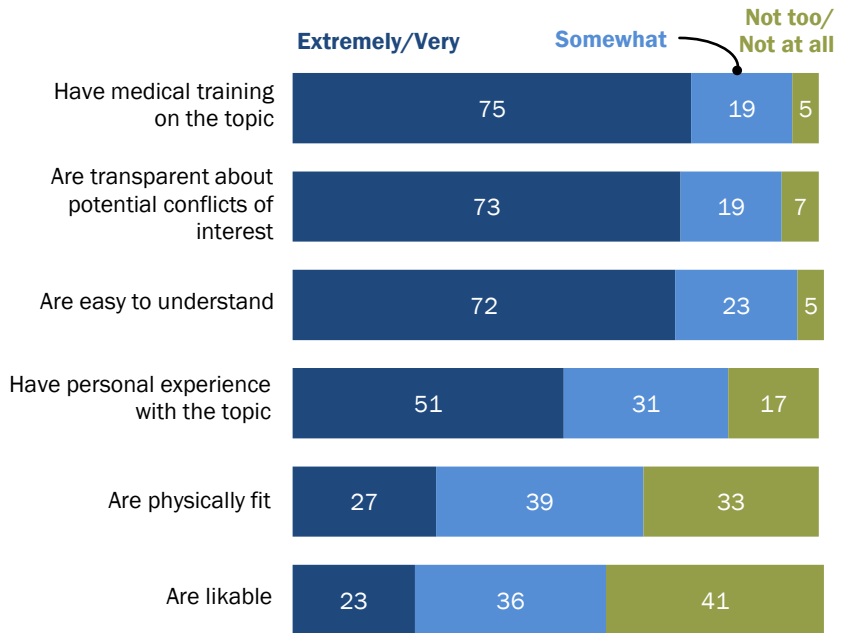
Most Americans are generally looking for expertise, transparency and clarity when they get health information. Roughly three-quarters say it is extremely or very important that the people they get health information from have relevant medical training (75%), are transparent about any conflicts of interest (73%) and are easy to understand (72%).

About half (51%) of U.S. adults place high value on their sources having personal experience with the health issue they are giving information about.

Smaller shares say these people’s physical fitness (27%) and likability (23%) are extremely or very important, while at least a third say these characteristics are not too or not at all important.

Most Americans say it is highly important for their health information sources to have medical training

% of U.S. adults who say it is ___ important to them that the people they get health information from ...



Note: Respondents who did not give an answer are not shown.
 Source: Survey of U.S. adults conducted Oct. 20-26, 2025.
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Differences by age, education, income and party

Age: Older adults are more likely than younger adults to say being easy to understand is extremely or very important in their health information sources. For example, adults ages 65 and older are more likely than those under 30 to say this is highly important (82% vs. 59%). Age differences between older and younger adults are more modest for all other characteristics we asked about.

Education and income: Adults with higher levels of formal education or income are especially likely to value transparency and medical training in their health information sources. Conversely,

those with less formal education or lower incomes are more likely to say likability is extremely or very important compared with those with higher education or income.

Party: Majorities of both Republicans and Democrats say it is highly important for their sources to have medical training, but more Democrats than Republicans say this (82% vs. 71%). And while far smaller shares say it is highly important for those sources to be physically fit, more Republicans than Democrats hold this view (33% vs. 21%). For all other characteristics we asked about, there are no differences between Republicans and Democrats.

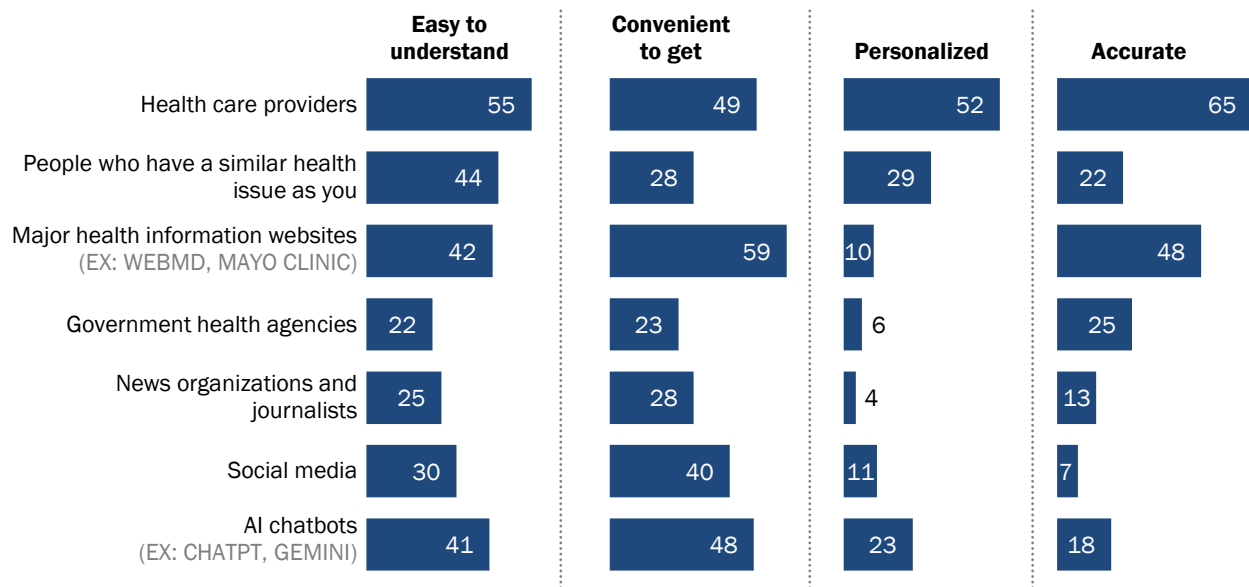
For more details on each of these differences, refer to the [appendix](#).

Rating health information sources on ease of understanding, convenience and personalization

In addition to asking Americans about the characteristics they value in their health information sources, we also asked how often they get health information from seven sources. Each source's health information consumers were asked to rate how easy to understand, convenient to get and personalized the information is. We also asked Americans to rate the accuracy of the sources they use for health information. (For more about ratings of accuracy, read "[Where do Americans get health information, and what do they trust?](#)")

Americans generally rate the health information they get from health care providers higher than the information they get from other sources

Among those who ever get health information from each source, % who say the information they get is extremely/very ...



Note: Sources of health information are ordered according to the share of U.S. adults who say they ever get health information from the source and are shown in descending order. Only respondents who said they get health information from a source "Rarely" or more frequently were then asked to rate the information from that source. Refer to the topline for full details. Respondents who gave other responses or did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

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Roughly half or more of adults who get health information from health care providers say it is highly easy to understand, convenient to get, personalized and accurate. In general, no other sources gets as high marks across the board. And aside from health care providers, views are particularly negative when it comes to ratings of how personalized the information is.

How easy to understand are common health information sources?

Americans rate **health care providers ahead of other health information sources when it comes to how easy they are to understand.** A slim majority (55%) of Americans who get health information from health care providers say it is extremely or very easy to understand.

But at least four-in-ten also think the information they get from several other sources is easy to understand, including people with similar health issues (44%), major health websites (42%), and AI chatbots (41%). And for each of these sources, the share who say this is more than double the share who say the information is not too or not at all easy to understand.

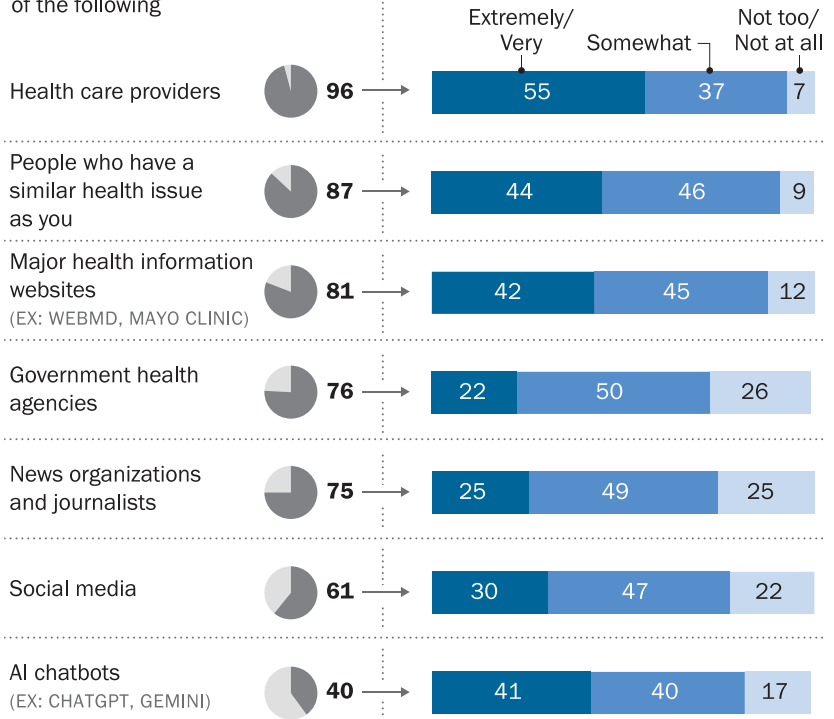
Smaller shares of adults who get health information from social media, news organizations and journalists or government health agencies say the health information from those sources is extremely or very easy to understand. In the cases of news organizations and government health agencies, similar shares say the information is not too or not at all easy to understand.

And overall, sizable shares express mixed views on each source. Roughly four-in-ten or more health information consumers say this information is *somewhat* easy to understand.

Over half of those who get information from health care providers say they are highly easy to understand

% of U.S. adults who say they **ever get health information** from each of the following

Among those who say they get health information from each source, % who say the information is **easy to understand**



Note: Only respondents who said they get health information from a source “Rarely” or more frequently were then asked to rate how easy to understand the information is from that source. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

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Differences by age

- Among those who get health information from AI chatbots and social media, adults under 50 are more likely than those 50 and older to say the information they get from these sources is easy to understand (47% vs. 31% for AI chatbots and 35% vs. 21% for social media).
- Among those who get health information from health care providers, adults ages 50 and older are more likely than those under 50 to say the information is extremely or very easy to understand (60% vs. 50%).

Differences by education

- For each source that we asked about, adults with at least a four-year college degree are more likely than those without a four-year degree to say the information they get is extremely or very easy to understand.
- For example, there are education gaps in ratings of understandability among those who get information from AI chatbots (52% vs. 35%) and major health information websites (50% vs. 36%).

For additional demographic details, refer to the [appendix](#).

How convenient is it to get health information from each source?

More users of major health websites find them highly convenient than any other source we asked about. A majority (59%) of Americans who get health information from this source say it is extremely or very convenient to get.

Roughly half of those who get health information from health care providers (49%) and AI chatbots (48%) say it is highly convenient to get, though far more Americans get this kind of information from health care providers than chatbots.

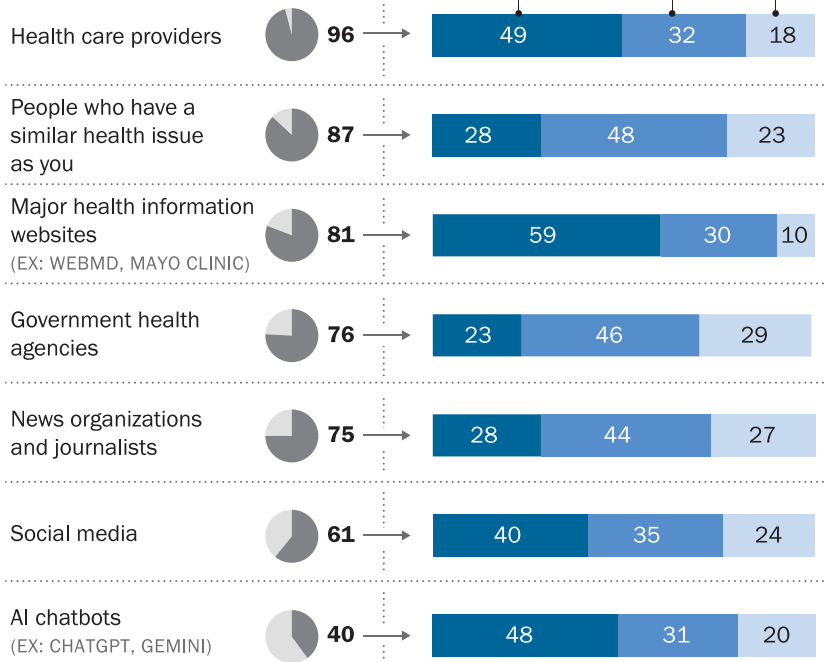
A slightly smaller share of Americans who get health information on social media (40%) say it is highly convenient to do so.

And for each of these four sources, larger shares say the information they get is extremely or very convenient to get than say it is not too or not at all convenient.

More than half of those who get information from major health websites say they are highly convenient

% of U.S. adults who say they **ever get health information** from each of the following

Among those who say they get health information from each source, % who say the information is **convenient to get**



Note: Only respondents who said they get health information from a source "Rarely" or more frequently were then asked to rate the convenience of information from that source. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

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Fewer say that news organizations (28%), people with similar health conditions (28%) and government health agencies (23%) offer health information in a highly convenient way. For these sources, similar shares say the information they get is not too or not at all convenient.

And similar to ratings of understandability, sizable shares have mixed views of each source's convenience. At least three-in-ten say the information they get from each of these sources is somewhat convenient to get.

Differences by age

- Among those who get health information from health care providers, adults ages 50 and older are more likely than those under 50 to say the information is extremely or very convenient to get (59% vs. 40%).
- Among those who get health information from social media, adults under 50 are more likely than those 50 and older to say the information is highly convenient to get (45% vs. 33%).

Differences by education

Those who have a four-year college degree are more likely than those who do not to say the information they get from major health websites is highly convenient (69% vs. 54%). There's a similar pattern for other sources we asked about:

- AI chatbots (61% vs. 40%)
- Social media (49% vs. 36%)
- News organizations (33% vs. 25%)

These differences are largely driven by those with a high school degree or less education giving low ratings.

Differences by health insurance coverage

- Adults who are covered by health insurance are more likely than those who are not covered to say the health information they get from health care providers is extremely or very convenient to get (51% vs. 31%).
- Those without health insurance coverage are more likely than those with coverage to say the information they get from people facing a similar health issue is extremely or very convenient to get (36% vs. 27%).

For additional demographic details, refer to the [appendix](#).

How personalized is the information from each source?

While Americans generally give more positive than negative ratings to many of the sources we asked about, this is not the case on the question of whether this information is personalized.

When it comes to **news organizations, government health agencies, social media** and **major health websites**, majorities say the health information they get is **not too or not at all personalized**. About one-in-ten or fewer in each case say the information is highly personalized.

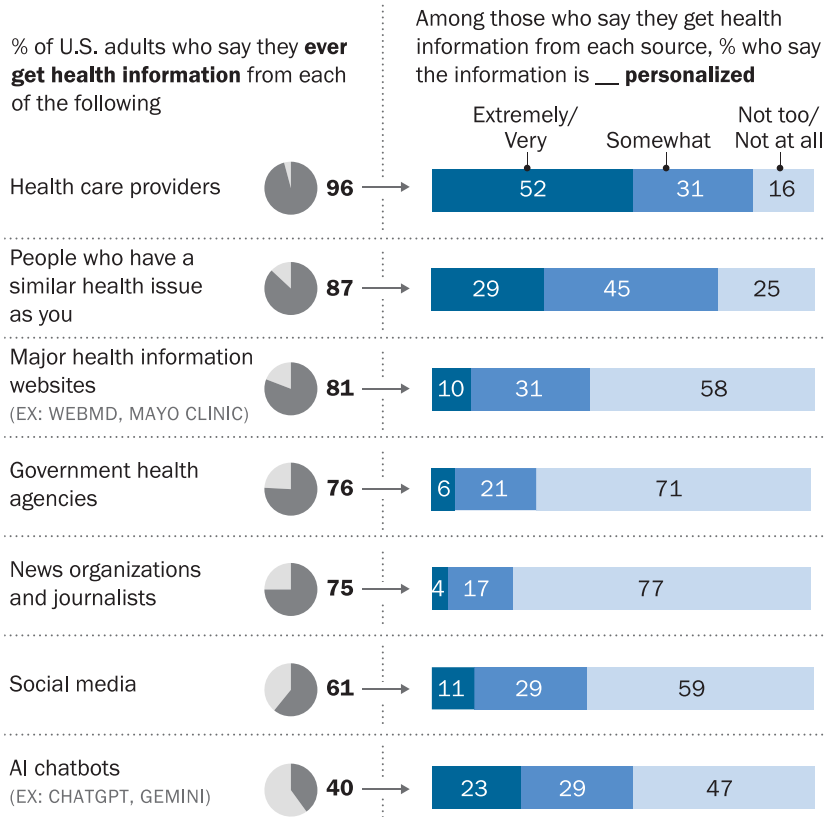
AI chatbots generate unique messages in each conversation, and 23% of those who get health information this way say it is extremely or very personalized. Still, roughly half (47%) say health information they get from chatbots is not too or not at all personalized.

For more on views of AI chatbots as a source of health information, refer to [“Users of social media and AI chatbots for health information are more likely to say they are convenient than accurate.”](#)

Americans view information from health care providers as much more personalized. About half (52%) of those who get information from providers say it is highly personalized, and far fewer (16%) say it is not too or not at all personalized.

Health information from health care providers is seen as more personalized than other sources

% of U.S. adults who say they **ever get health information** from each of the following



Note: Only respondents who said they get health information from a source “Rarely” or more frequently were then asked to rate how personalized the information is from that source. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

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Differences by age

- Among those who get health information from health care providers, those ages 65 and older are more likely than all younger age groups to say the information they get is highly personalized (61% of those 65 and older, compared with no more than 53% of any other age group).
- Among adults who get health information from others who are facing a similar health issue, adults under 30 (37%) are more likely than those in older age groups (e.g. 24% of those in the 65 and older group) to say the information they get is highly personalized.
- And among those who get health information from social media and AI chatbots, adults ages 50 and older are more likely than younger adults to say the information is not too or not at all personalized.
- For social media, 69% of those 50 and older say this compared with 58% of those 30 to 49 and 45% of those under 30.
- For AI chatbots, 63% of those ages 50 and older say this while 47% of those 30 to 49 and 27% of those under 30 say the same.

Differences by education

- Majorities of adults who get health information from news organizations, government health agencies, major health websites and social media say the information is not too or not at all personalized. But those with a high school degree or less education are less likely than those with at least a four-year college degree to say this.
- Adults with a four-year degree are more likely than those with less education to say the information they get from health care providers is *highly* personalized (58% vs. 49%).

Users of social media and AI chatbots for health information are more likely to say they are convenient than accurate

Key takeaways:

- About a third (36%) of Americans say they get health information from **social media** at least sometimes, and 22% say this about **artificial intelligence (AI) chatbots**.
- **Younger Americans** are more likely to use social media at least sometimes for health information than their older peers. These age differences are smaller for AI chatbots.
- Most social media and AI chatbot health information users do not rate the information they get from these sources as highly accurate or highly personalized. However, sizable shares see them as highly convenient, and for AI chatbots, extremely or very easy to understand.
- Americans without any form of health insurance are modestly more likely to get health information at least sometimes from these sources than those who do have health insurance.

In a world where health information can come from countless sources outside of a doctor's visit, social media and AI chatbots offer newer, digital-first avenues to health news and advice for some Americans. But these always-available alternatives don't necessarily include guarantees of accuracy or understandability, and some of that shows in how users evaluate them.

This analysis is part of a broader Pew Research Center survey on Americans' health information sources and views on their personal health, conducted Oct. 20-26, 2025, among 5,111 U.S. adults. For more information, refer to these sections:

- [Where do Americans get health information, and what do they trust?](#)
- [What do Americans want from their health information sources?](#)

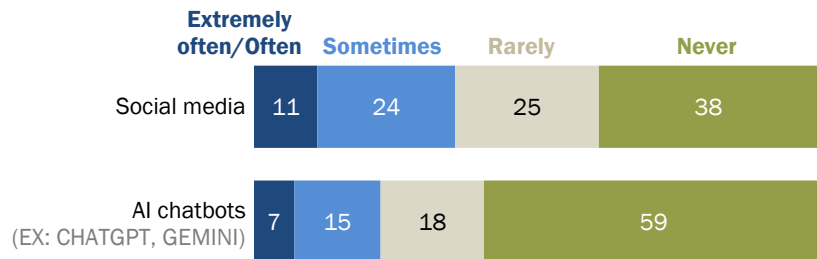
How often do Americans get health information from social media and chatbots?

About a third (36%) of U.S. adults get health information from social media at least sometimes, while 22% say the same about AI chatbots. This is lower than the share of Americans who get health information at least sometimes from several other sources:

- Health care providers (85%)
- People who have a similar health issue as them (66%)
- Major health information websites (60%)

Roughly 1 in 3 Americans often or sometimes get health information from social media; about 1 in 5 turn to AI chatbots

% of U.S. adults who say they get health information from each of the following



Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

“Where Do Americans Get Health Information, and What Do They Trust?”

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For more on how frequently Americans get health information from various sources, refer to [“Where do Americans get health information, and what do they trust?”](#)

There’s also a lot of overlap between those who get health information on social media and those getting it from AI chatbots. A majority (61%) of those who at least sometimes get health information from chatbots also say they get it from social media.

This analysis is a deep dive into who gets health information on each platform, and how they feel about the accuracy, personalization, convenience, and ease of understanding of that content.

Social media health information

Who gets health information on social media?

Social media offers platforms for a wide range of health messengers, from [doctors explaining medical practices](#) to [government agencies posting emergency health notices](#) to influencers offering health and wellness tips. But regardless of the messenger, Americans can get health information when scrolling through their feeds – and many do, particularly young adults.

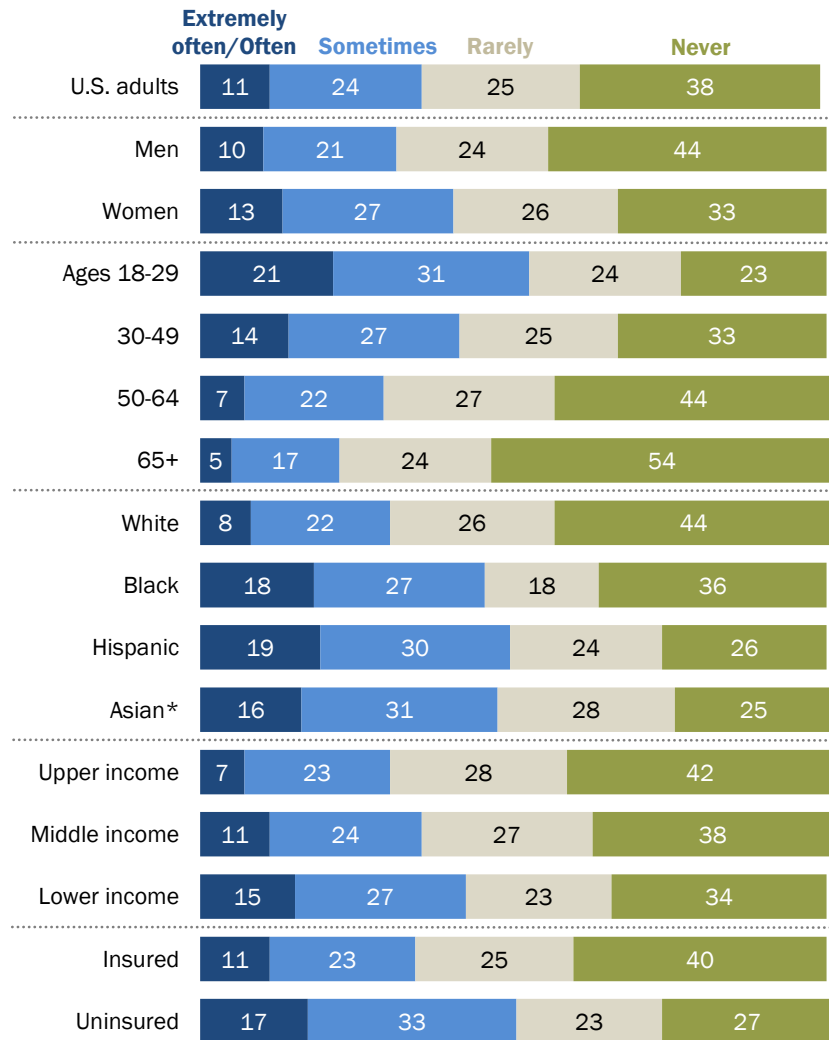
Age: Younger Americans are much more likely than older Americans to get health information from social media. About half (52%) of adults under 30 say they get health information from social media at least sometimes, including about one-in-five who get it often or extremely often. By comparison, about one-in-five adults ages 65 and older (21%) get health information on social media at least sometimes.

Race and ethnicity:

Compared with other racial

Who gets health information from social media?

% who say they get health information ___ from social media such as Facebook, X or Instagram ...



* Estimates for Asian adults are representative of English speakers only.
 Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Insured and uninsured refers to those who either have or do not have any form of health insurance. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.
 “Where Do Americans Get Health Information, and What Do They Trust?”

and ethnic groups, White adults are notably less likely to say they get health information at least sometimes on social media.

Income and health insurance coverage: Getting health information on social media at least sometimes is more common among lower-income and uninsured Americans. (Uninsured Americans are also less likely to at least sometimes get health information from health care providers.)

What do users think of social media health information?

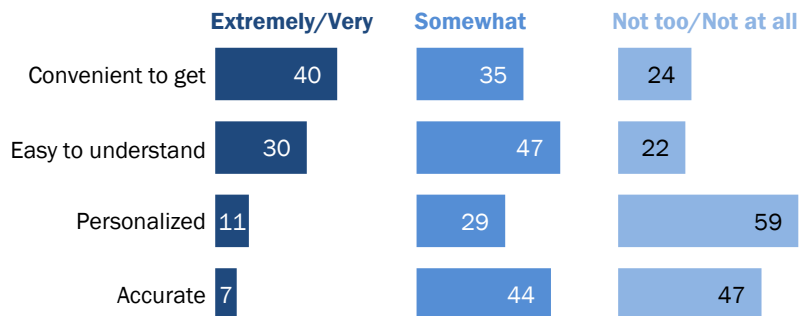
Social media is available at all hours and across devices, with content in a variety of formats, styles and depth of explanation. And algorithmic-driven feeds often allow users to find information without looking for it. But health experts have [sounded alarms](#) about social media as a vehicle for questionable health claims.

Americans who get health information from social media rate the information more negatively than positively when it comes to accuracy and personalization. But they do tilt more positively on its convenience and understandability:

- **Convenient:** Four-in-ten say the health information they get on social media is extremely or very convenient to get. Fewer (24%) say it is not too or not at all convenient to get.
- **Easy to understand:** Three-in-ten of those who get health information on social media say the information is extremely or very easy to understand, slightly more than the 22% who say it is not too or not at all easy to understand.

40% of Americans who get health information on social media say it's convenient, 7% say it's accurate

Among those who say they ever get health information from social media, % who say the information they get is ...



Note: Only respondents who say they get health information from social media rarely or more often were asked to rate the information that they get. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and What Do They Trust?"

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- **Personalized:** A majority (59%) of those who get health information on social media say that the information they get is *not too* or *not at all* personalized. This share is far larger than the 11% who say it is highly personalized.
- **Accurate:** About half (47%) say the information they get is not too or not at all accurate. Far fewer (7%) say that this content is highly accurate. In contrast, about two-thirds (65%) of those who get health information from health care providers say they are highly accurate, as do about half (48%) of those who get health information from major health websites.

For more on ratings of accuracy across seven health information sources, refer to [“Where do Americans get health information, and what do they trust?”](#)

Demographic differences

Age: Younger consumers of health information on social media have more positive views of many qualities of this content than older ones. For example, adults under 30 are more likely than those 65 and older to say that the information is highly convenient to get (46% vs. 31%) and easy to understand (39% vs. 15%).

And while there are slight age differences when it comes to accuracy, no more than 10% of any age group say the information they get is highly accurate.

Income and education: Americans with higher levels of income and formal education who get health information from social media are more likely than others to say that this information is *not too* or *not at all* accurate. But those with higher income and education levels are also more likely to say the information is highly convenient.

For further detail on views on social media health information by demographic characteristics, refer to the [appendix](#).

Views of frequent consumers of social media health information

The most frequent users – those who get health information from social media often or extremely often – are a bit more positive about the information they get on these platforms. **About two-thirds (68%) of these heavy users say the information is highly convenient to get,** compared with 34% of those who get health information on social media less frequently. And **about a quarter (24%) say it is highly accurate** versus 3% of those who get health information on social media less frequently.

Americans tend to want medical expertise, transparency and understandability in their health information sources. But U.S. adults who *frequently* get health information from social media are a bit more likely than adults overall to value likeability (33% vs. 23%) and physical fitness (38% vs. 27%).

AI chatbot health information

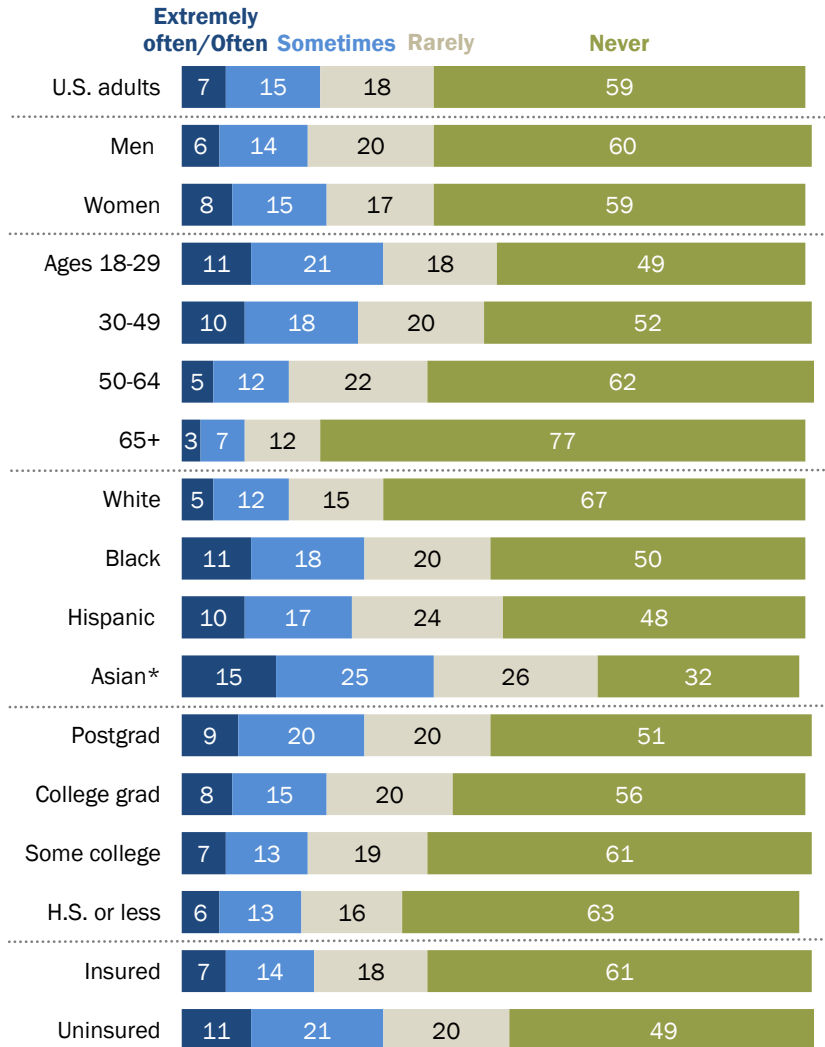
Some AI companies now [directly integrate health features into their products](#), and some young people have been experimenting with uses like [getting mental health advice from chatbots](#). Overall, about two-in-ten (22%) Americans get health information from AI chatbots at least sometimes, including 7% who do so often or extremely often.

Who uses AI chatbots for health information?

Age: Similar to social media, getting health information from chatbots is more common among younger adults. **About a third (32%) of adults ages 18 to 29 at least sometimes turn to AI chatbots for health information.** This is higher than the share of adults ages 50 to 64 (16%) and those 65 and older (10%) who say the same. Previous Center research has found that younger Americans are also more likely to have [heard a lot about AI](#) and to have [used ChatGPT for any reason](#).

Who gets health information from AI chatbots?

% who get health information ___ from AI chatbots like ChatGPT or Gemini



* Estimates for Asian adults are representative of English speakers only.
 Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.
 "Where Do Americans Get Health Information, and What Do They Trust?"

Health insurance coverage: Americans who do not have health insurance are more likely to get chatbot health information than those who do have insurance even after accounting for age, income and other factors.

Race and ethnicity: Asian Americans are more likely than other racial and ethnic groups to say they get health information from AI chatbots at least sometimes. Black and Hispanic adults are also more likely than White adults to say they do this.

What do users think of using AI chatbots for health info?

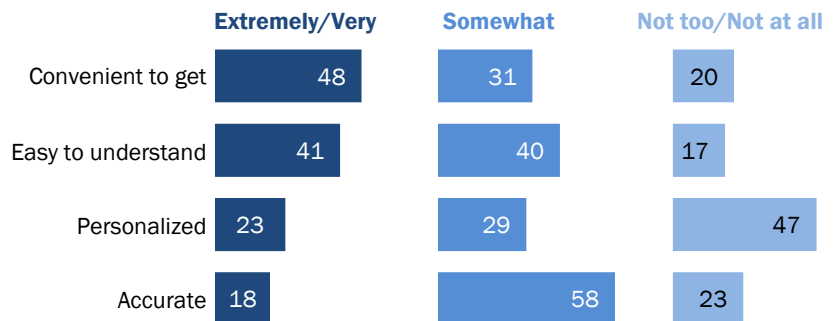
AI chatbots promise conversation at any time, on nearly any topic, including health-related ones. And their interactive nature means that users can follow up with clarifying questions. But [some experts](#) have [questioned the accuracy](#) of the health information that chatbots provide.

Americans who get health information from these chatbots tend to find them convenient and easy to understand but not very personalized. And they're split on the accuracy of this emerging technology:

- **Convenient:** About half (48%) of chatbot health information users say it is highly convenient.
- **Easy to understand:** Among those who get health information from AI chatbots, 41% say it's extremely or very easy to understand.
- **Personalized:** About a quarter (23%) of chatbot health users say the information is highly personalized, roughly half the share who say it's not too or not at all personalized (47%).
- **Accuracy:** Slightly more chatbot health users say they're not too or not at all accurate as say they're highly accurate (23% vs. 18%). In contrast, about two-thirds (65%) of those who get health information from health care providers say they are highly accurate, as do about half (48%) of major health website users.

More Americans who get health information from AI chatbots say it's highly convenient to get and easy to understand than personalized and accurate

Among those who say they ever get health information from AI chatbots, % who say the information they get is ...



Note: Only respondents who say they get health information from AI chatbots rarely or more often were asked to rate the information that they get. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and What Do They Trust?"

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For more on ratings of accuracy across seven health information sources, refer to ["Where do Americans get health information, and what do they trust?"](#)

Demographic differences

Age: Among U.S. adults who get health information from AI chatbots, similar shares of older and younger people say the information is accurate and convenient to get. But adults under 50 are more likely than those ages 50 and older to say that this health information is highly personalized (30% vs. 10%) and easy to understand (47% vs. 31%).

Education: Adults with higher levels of formal education are more likely to say that health information from AI chatbots is convenient and easy to understand, similar to the pattern observed for social media.

For further details on views on chatbot health information by demographic characteristic, refer to the [appendix](#).

How do frequent users view chatbot health information differently?

Those who frequently get health information from chatbots rate that information more highly than other users on these dimensions. For instance, among adults who use AI chatbots to get health information often or extremely often, 45% say that the information they get is highly accurate, compared with 13% of those who get health information from chatbots sometimes or rarely. Half of heavy users describe chatbot health information as highly personalized, compared with 17% of those who turn to chatbots less frequently.

Americans value their health – but many face challenges in taking care of it

Key takeaways

- **Although Americans say many aspects of health** – such as getting enough sleep and managing stress – **are really important, far fewer say they’re doing a good job at them.**
- Americans face many challenges in taking care of their health, with the **price of health care** and **stress management** topping the list.
- Americans say the **biggest motivators** for taking care of health are **preventing future health issues** and **being able to go about daily life.**
- **Health experiences differ vastly by income levels.** Adults with lower incomes are more likely than those with upper incomes to rate their health worse and report facing challenges when taking care of their health.

Do Americans’ health priorities align with their actions? A new Pew Research Center survey finds big differences between how much importance Americans place on health behaviors – like sleeping enough, managing stress or eating healthy – and how well they say they are *actually* doing them. For majorities of U.S. adults, health care costs, stress, and not having enough time or motivation get in the way of taking care of their health.

This analysis looks at Americans’ challenges and motivations when it comes to maintaining their health. It builds on our previous research on [Americans’ health attitudes and behaviors](#). These findings are based on a survey conducted Oct. 20-26, 2025, among 5,111 U.S. adults.

Click through for findings on the following topics of Americans’ personal health:

- [What’s important to maintaining health and how well are Americans doing at it?](#)
- [What are the challenges Americans have when it comes to taking care of their health?](#)
- [How much effort are Americans putting into taking care of their health and why?](#)
- [How income shapes health experiences](#)

Related: [Roughly a third of young adults have negative views of their mental health](#)

What's important to maintaining health and how well are Americans doing at it?

We asked U.S. adults to rate the importance they place on six health-related behaviors: getting enough sleep, managing stress, eating healthy, having good relationships, exercising and getting an annual physical.

Majorities of Americans say doing each of the six health behaviors is extremely or very important to them personally. For example, about three-quarters of Americans say getting enough sleep and managing stress is highly important to them.

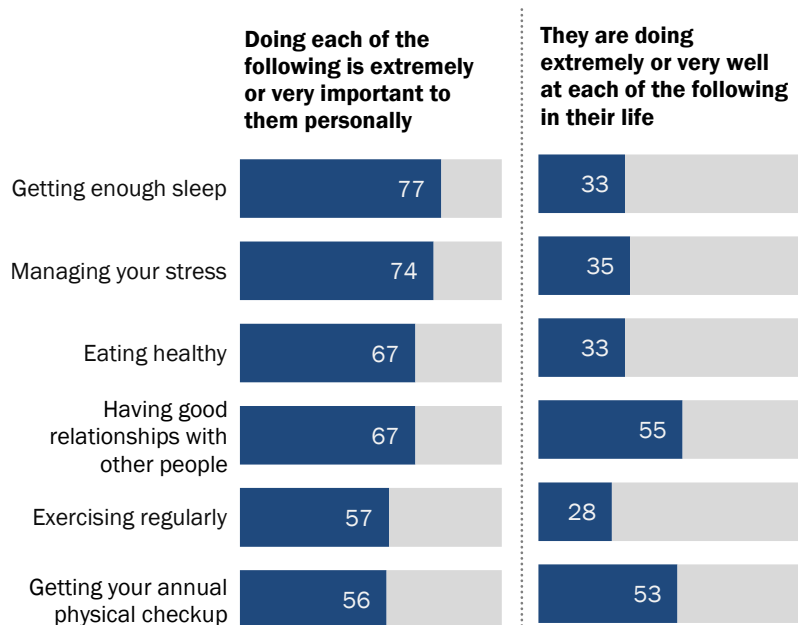
However, **despite placing high importance on these healthy behaviors, many Americans express difficulty with them.**

Large shares say **sleep, managing stress and healthy eating** are highly important. But there are large gaps – 34 to 44 percentage points – between the share who say they are highly important and those who say they are doing extremely or very well at them. For example, 77% say getting enough sleep is highly important – but only 33% do really well at getting enough.

There is also a sizable difference between the shares who highly value **exercising regularly** and those who say they do well at it. A majority (57%) of Americans highly value exercise but the share who say they are doing great at exercising regularly is 28%.

Most Americans say getting enough sleep and managing stress is important to them, but far fewer say they are doing well at it

% of U.S. adults who say ...



Note: Respondents who gave other responses or did not give an answer are not shown.
Source: Survey of U.S. adults conducted Oct. 20-26, 2025.
"Where Do Americans Get Health Information, and What Do They Trust?"

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Getting an annual physical exam is the only behavior we *don't* see a gap: 56% say it is highly important to them, and 53% report they do extremely or very well at it.

What are the challenges Americans have when it comes to taking care of their health?

It's clear that many Americans value having a healthy lifestyle, but many face challenges in doing so.

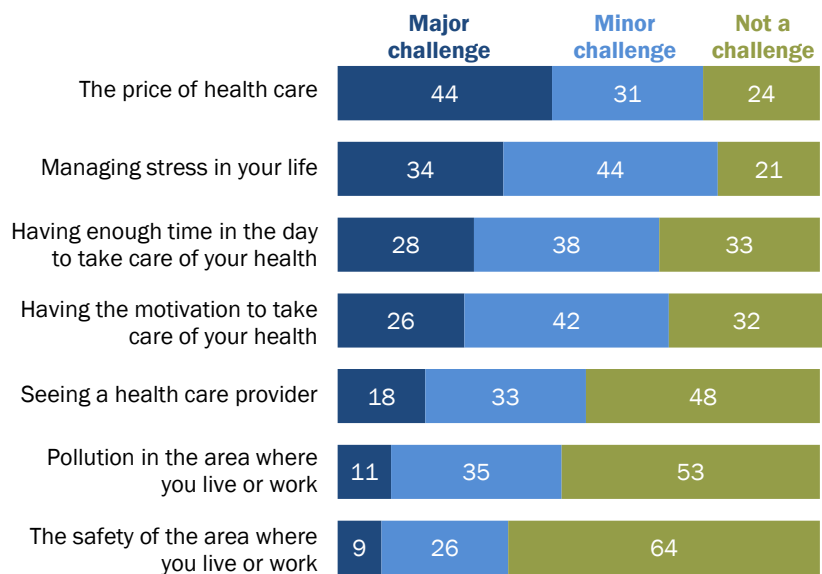
Of the seven potential barriers we asked about, **the largest share say the price of health care is a major challenge:** 44% say this. The cost of health care also is at the top of [Americans' overall economic concerns](#).

About a third say managing stress is a major challenge, and roughly three-in-ten say the same about having the time and motivation.

Overall, 67% of U.S. adults say at least one of these items is a major challenge for them, while 33% say none of these items are a major challenge for them.

44% of Americans say health care costs are a major challenge when it comes to taking care of their health

% of U.S. adults who say when it comes to taking care of their overall health, each of the following is (a) ...



Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and What Do They Trust?"

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How much effort are Americans putting into taking care of their health and why?

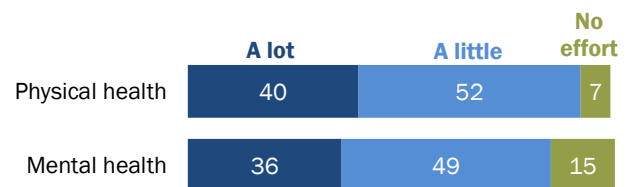
All this is not to say that Americans aren't putting any effort in: Just 7% say they put *no* effort into their physical health, and 15% say that about their mental health.

In fact, substantial shares say they are putting *a lot* of effort into taking care of their physical (40%) and mental health (36%).

Americans across racial and ethnic groups give similar ratings of their mental health, yet **Black adults are more likely than other groups to say they put a lot of effort into taking care of their mental health.** Over half (54%) of Black adults say they are putting a lot of effort into taking care of their mental health, compared with 32% of White, 38% of Hispanic and 29% of Asian adults. Black adults are also slightly more likely than these groups to say they are putting in a lot of effort into their physical health.

Vast majority of Americans say they are putting in effort into taking care of their physical and mental health

% of U.S. adults who say they are putting in ___ (of) effort into taking care of their ...



Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted Oct. 20-26, 2025.
"Where Do Americans Get Health Information, and What Do They Trust?"

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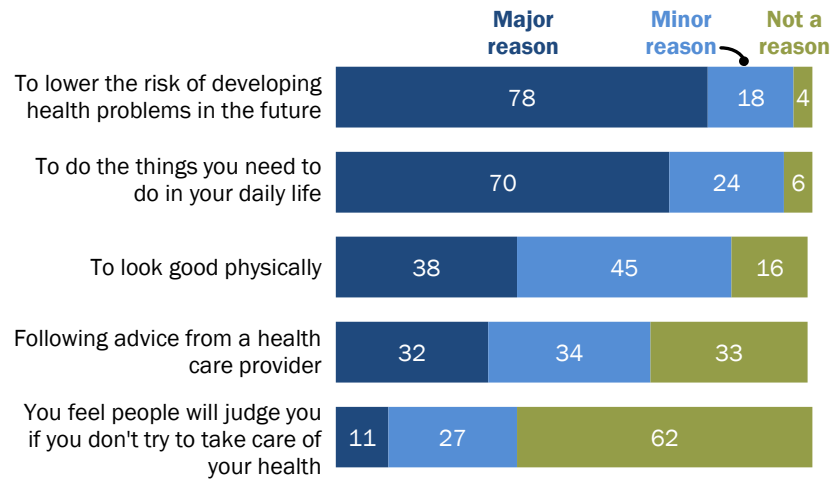
Reasons for putting in effort into taking care of their health

There are many reasons why someone would want to put effort into their health, from following medical advice to looking good. But the most common motivations are practical: lowering their risk of developing health problems (78% say this is a major reason) and to do the things they need to do in their daily lives (70%).

Far smaller shares point to other reasons. About four-in-ten (38%) say looking good physically is a major reason, and 32% say the same for following advice from a health care provider. Few (11%) say that concern about other people judging them is a major reason.

Most people take steps to improve their health out of concern for health issues and to go about daily life

Among those who say they are putting at least a little effort into taking care of their health, % who say that each of the following is (a) ___ why



Note: Respondents who said they are putting in at least a little effort into taking care of either their physical or mental health received this question. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and What Do They Trust?"

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How income shapes health experiences

Research has shown that people with [higher incomes](#) [often have better health](#) in part due to better living conditions, [greater access to nutritious food](#) and lower barriers to health care.

This connection between income and health comes through in this survey: **higher-income Americans rate their physical and mental health better than those with lower incomes.**

Over half (54%) of those with upper incomes rate their physical health as excellent or very good, compared with 26% of those in the lowest income tier. Adults with lower incomes are more likely to rate their physical health as just fair or poor (36%).

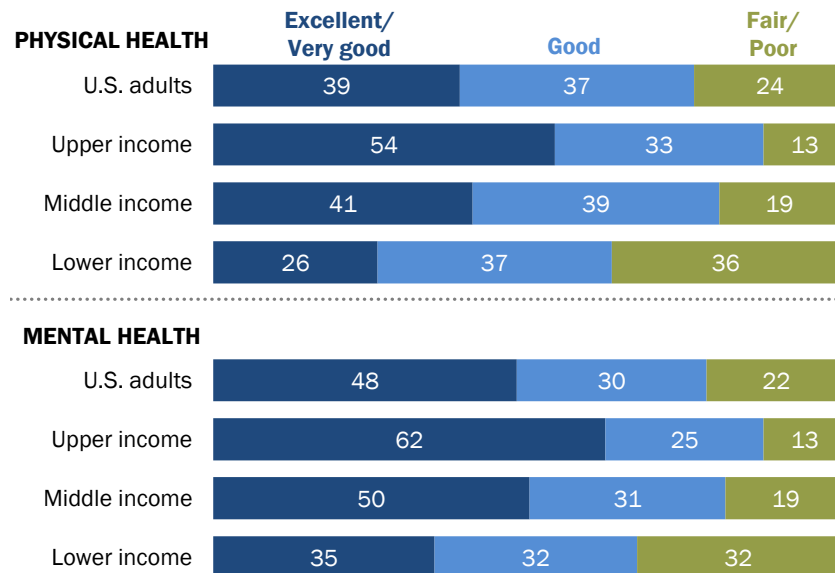
This pattern largely repeats for mental health. There is a 27 percentage point gap between adults with upper incomes compared with those with lower incomes on rating their mental health highly (62% vs. 35%).

Upper-income adults are also more likely to say they are doing extremely or very well at all six specific health behaviors surveyed. For example, 44% of adults with upper incomes say they are great at exercising regularly, compared with 28% of those with middle incomes and 20% of those with lower incomes. Refer to the [appendix](#) for more details and breaks.

Income and health challenges

How Americans rate their physical and mental health

% who say each of the following aspects of their health is ...



Note: Respondents who did not give an answer are not shown. Family income tiers are based on adjusted 2024 earnings.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and What Do They Trust?"

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Adults with lower incomes are more likely to report facing challenges when it comes to taking care of their health than adults with higher incomes.

Income gaps appear across all seven health challenges, but the largest gaps are on access to health care – both in price and provider availability. Over half (54%) of adults in the lowest income tier say the price of health care is a major challenge for them, compared with 28% among upper-income adults. Similarly, there is a 21-point gap between adults in the upper- and lower-income tiers who say seeing a health care provider is a major challenge (28% vs. 7%). Nearly all upper-income adults (97%) have health insurance, but coverage drops to 82% of those with lower incomes.

Local environments can also play an important role in health outcomes. While few across income tiers say pollution and safety in their areas are *major* challenges for them, those with lower incomes are much more likely than those with upper incomes to say these are *at least minor* challenges for them (49% vs. 20% on safety, 57% vs. 37% on pollution).

Roughly a third of young adults have negative views of their mental health

Key takeaways:

- Adults under 30 rate their mental health **much more negatively** than older adults. Roughly a third (36%) say their mental health is fair or poor, while 16% of adults ages 50 to 64 and 9% of adults 65 and older say the same.
- Four-in-ten adults under 30 say they are doing well at having good relationships with other people, and roughly two-in-ten say this about managing their stress. These shares are much smaller compared with older adults who say the same.
- Roughly half (47%) of adults under 30 say managing stress in their lives is a major challenge to taking care of their health. This share is 30 percentage points higher than adults ages 65 and older who say the same.

[Health experts say the United States is in the midst of a mental health crisis](#). According to a new Pew Research Center study, young adults fare much worse than older adults when it comes to their ratings of their mental health, social relationships and stress management.

Building on previous Center research on [social connections](#) and [mental health support](#), this new analysis looks at how well younger adults say they're taking care of their health and how they see their health challenges. This study is part of a larger survey on Americans' health information sources and views on their personal health, conducted Oct. 20-26, 2025, among 5,111 U.S. adults.

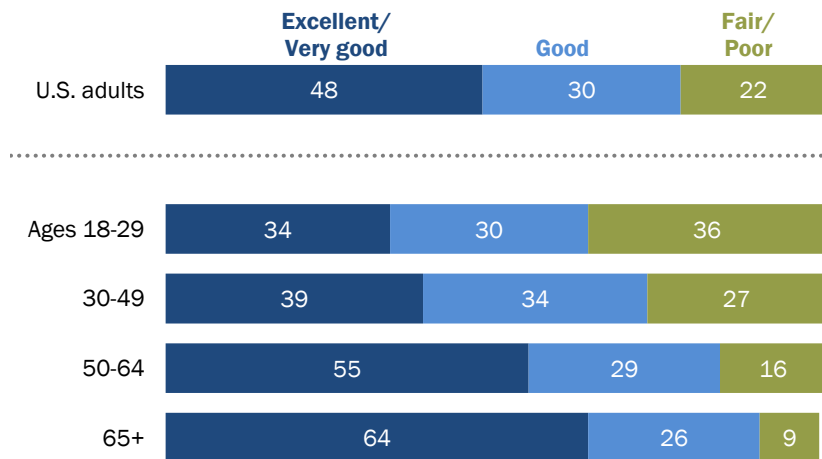
For a broader look at Americans' views of their health, read "[Americans value their health – but how well do they think they're taking care of it?](#)"

And for more about Americans' views of health information, read "[Where do Americans get health information, and what do they trust?](#)"

Roughly a third (36%) of adults under 30 rate their mental health as fair or poor. That share is 20 percentage points larger than the share of adults ages 50 to 64 who say the same and 27 points larger than those ages 65 and older who say this. And in the same vein, the share of these young adults who say their mental health is excellent or very good is 30 points *lower* than the oldest adults.

Adults under 30 view their mental health much more negatively than older Americans

% who say their mental health is ...



Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and What Do They Trust?"

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How well do young adults say they care for their health?

Consistent with their more negative rating of their mental health, **adults under 30 are much less likely than older adults to say they’re doing well at managing their stress and having good social relationships.**

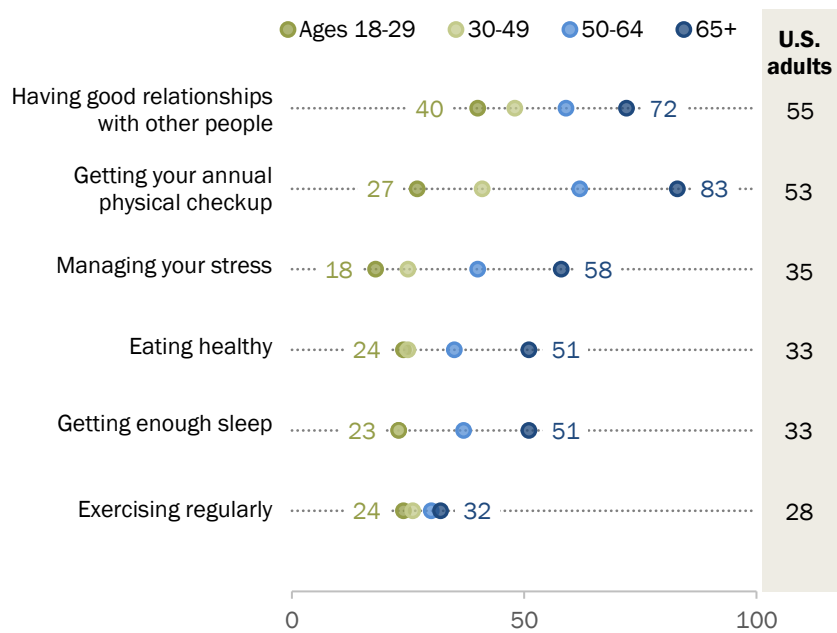
About one-in-five adults under 30 (18%) say they are managing their stress extremely or very well. This share is smaller than all older age groups, but the age gap is especially wide between the youngest and oldest adults. Adults under 30 are 40 percentage points less likely than those ages 65 and older to say they are doing this well (18% vs. 58%).

There is a **similarly wide gap between the youngest and oldest adults in saying they are doing well at having good relationships with other people.** Among adults under 30, 40% say they’re doing this extremely or very well – more than any of the behaviors asked about. Still, older adults are faring much better, with 72% of adults ages 65 and older saying the same. This age pattern echoes [previous Center research](#) showing higher levels of loneliness among younger adults.

There are also age differences in ratings of behaviors that have direct ties to physical health, but that can also impact mental health.

Younger adults are less likely than older adults to say they are doing well at healthy behaviors asked about

*% of U.S. adults who say they are doing **extremely or very** well at each of the following*



Note: Respondents who gave other responses of “Somewhat well,” “Not too well,” “Not at all well” or did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

“Where Do Americans Get Health Information, and What Do They Trust?”

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When it comes to **eating healthy and getting enough sleep**, nearly identical shares – about a quarter – of adults under 30 and those ages 30 to 49 say they are doing extremely or very well at each of these behaviors. But older adults, especially those 65 and older, are about twice as likely to say this.

It's not just daily health habits: Younger adults are also less likely to say they are getting an annual physical checkup, [which can help prevent disease and sometimes include mental health screenings](#). This behavior has the widest age gap of those we asked about with 83% of adults ages 65 and older say they are doing well at this and 27% of those under 30 saying the same.

Exercising regularly doesn't follow this pattern – but largely because older adults give themselves worse ratings than they do on other behaviors. While the share of younger adults who say they exercise regularly is in line with other behaviors, the share of older adults who say this is lower than any other behavior asked about.

And while overall there are clear age differences in the shares who say they are doing these behaviors well, large shares of adults in each age group say that each of these behaviors is highly important for them. The one behavior with large age differences in importance is getting an annual physical. Refer to the [appendix](#) for more details.

What do younger adults see as major health challenges?

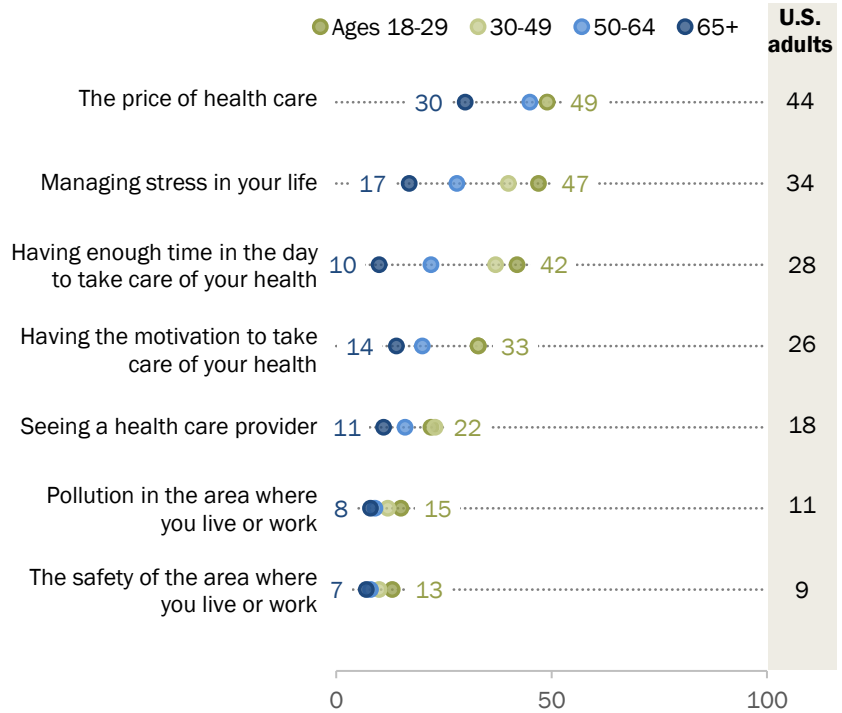
Related to their ratings of how they're managing stress, adults under 30 are more likely than older Americans to see stress management as a major challenge. Roughly half (47%) of these young adults say managing their stress is a major challenge to taking care of their overall health. Far fewer adults ages 65 and older (17%) say the same.

There are also sizable age differences when it comes to having enough time and having motivation to take care of their health. About four-in-ten adults under 30 (42%) see time as a major challenge, and 33% say the same about motivation. These shares are higher than adults older than 50, especially compared with those 65 and older.

The pattern of age differences is subtly different when it comes to saying the price of health care is a major challenge. Very similar shares – roughly half or slightly less – of all age groups under 65 say this is a major challenge. Three-in-ten (30%) of those ages 65 and older – who qualify for Medicare – say this.

Younger adults say managing stress is a major challenge to taking care of their overall health

% who say when it comes to taking care of their overall health, each of the following is a **major challenge** for them



Note: Respondents who gave other responses of “Minor challenge,” “Not a challenge” or did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

“Where Do Americans Get Health Information, and What Do They Trust?”

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How much effort do young adults put into their mental health?

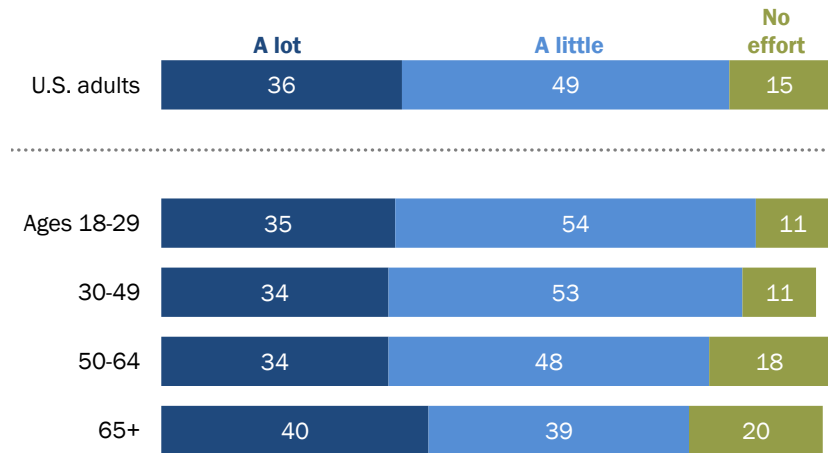
While young adults rate their mental health worse than older adults, the amount of *effort* Americans under 30 say they put into caring for their mental health isn't that different from older adults.

The share of adults under 30 who say they put a lot of effort into their mental health (35%) is nearly identical to the share of adults in older age groups who say the same and only slightly smaller than the share of oldest adults who say the same.

And in each age group, large majorities say they are putting in at least a little effort into their mental health. Adults under 50 are only slightly more likely than those ages 50 and older to say this (88% vs. 80%).

Similar shares of adults across age groups say they are putting effort into caring for their mental health

% who say they are putting in ___ (of) effort into taking care of their mental health



Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and What Do They Trust?"

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pewresearch.org/science.

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Methodology

The American Trends Panel survey methodology

Overview

Data in this report comes from Wave 182 of the American Trends Panel (ATP), Pew Research Center’s nationally representative panel of randomly selected U.S. adults. The survey was conducted from Oct. 20 to 26, 2025. A total of 5,111 panelists responded out of 5,866 who were sampled, for a survey-level response rate of 87%.

The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 3%. The break-off rate among panelists who logged on to the survey and completed at least one item is 1%. The margin of sampling error for the full sample of 5,111 respondents is plus or minus 1.7 percentage points.

The survey includes an [oversample](#) of non-Hispanic Asian adults and parents with children younger than 18 in order to provide more precise estimates of the opinions and experiences of these smaller demographic subgroups. These oversampled groups are weighted back to reflect their correct proportions in the population.

SSRS conducted the survey for Pew Research Center via online (n=4,945) and live telephone (n=166) interviewing. Interviews were conducted in both English and Spanish.

To learn more about the ATP, read “[About the American Trends Panel.](#)”

Panel recruitment

Since 2018, the ATP has used address-based sampling (ABS) for recruitment. A study cover letter and a pre-incentive are mailed to a stratified, random sample of households selected from the U.S. Postal Service’s Computerized Delivery Sequence File. This Postal Service file has been estimated to cover 90% to 98% of the population.¹ Within each sampled household, the adult with the next birthday is selected to participate. Other details of the ABS recruitment protocol have changed over time but are available upon request.² Prior to 2018, the ATP was recruited using landline and cellphone random-digit-dial surveys administered in English and Spanish.

¹ AAPOR Task Force on Address-based Sampling. 2016. “[AAPOR Report: Address-based Sampling.](#)”

² Email pewsurveys@pewresearch.org.

A national sample of U.S. adults has been recruited to the ATP approximately once per year since 2014. In some years, the recruitment has included additional efforts (known as an “oversample”) to improve the accuracy of data for underrepresented groups. For example, Hispanic adults, Black adults and Asian adults were oversampled in 2019, 2022 and 2023, respectively.

Sample design

The overall target population for this survey was noninstitutionalized persons ages 18 and older living in the United States. It featured a stratified random sample from the ATP in which non-Hispanic Asian adults and parents with children younger than 18 were selected with certainty. The remaining panelists were sampled at rates designed to ensure that the share of respondents in each stratum is proportional to its share of the U.S. adult population to the greatest extent possible. Respondent weights are adjusted to account for differential probabilities of selection as described in the Weighting section below.

Questionnaire development and testing

The questionnaire was developed by Pew Research Center in consultation with SSRS. The web program used for online respondents was rigorously tested on both PC and mobile devices by the SSRS project team and Pew Research Center researchers. The SSRS project team also populated test data that was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey.

Incentives

All respondents were offered a post-paid incentive for their participation. Respondents could choose to receive the post-paid incentive in the form of a check or gift code to Amazon.com, Target.com or Walmart.com. Incentive amounts ranged from \$5 to \$20 depending on whether the respondent belongs to a part of the population that is harder or easier to reach. Differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

Data collection protocol

The data collection field period for this survey was Oct. 20 to 26, 2025. Surveys were conducted via self-administered web survey or by live telephone interviewing.

For panelists who take surveys online:³ Postcard notifications were mailed to a subset on Oct. 20.⁴ Survey invitations were sent out in two separate launches: soft launch and full launch. Sixty panelists were included in the soft launch, which began with an initial invitation sent on Oct. 20. All remaining English- and Spanish-speaking sampled online panelists were included in the full launch and were sent an invitation on Oct. 21.

**Invitation and reminder dates for web respondents,
ATP Wave 182**

	Soft launch	Full launch
Initial invitation	Oct. 20, 2025	Oct. 21, 2025
First reminder	Oct. 23, 2025	Oct. 23, 2025
Final reminder	Oct. 25, 2025	Oct. 25, 2025

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Panelists participating online were sent an email invitation and up to two email reminders if they did not respond to the survey. ATP panelists who consented to SMS messages were sent an SMS invitation with a link to the survey and up to two SMS reminders.

For panelists who take surveys over the phone with a live interviewer: Prenotification postcards were mailed on Oct. 17. Soft launch took place on Oct. 20 and involved dialing until a total of four interviews had been completed. All remaining English- and Spanish-speaking sampled phone panelists' numbers were dialed throughout the remaining field period. Panelists who take surveys via phone can receive up to six calls from trained SSRS interviewers.

Data quality checks

To ensure high-quality data, Center researchers performed data quality checks to identify any respondents showing patterns of satisficing. This includes checking for whether respondents left questions blank at very high rates or always selected the first or last answer presented. As a result of this checking, three ATP respondents were removed from the survey dataset prior to weighting and analysis.

³ The ATP does not use routers or chains in any part of its online data collection protocol, nor are they used to direct respondents to additional surveys.

⁴ Postcard notifications for web panelists are sent to 1) panelists who were recruited within the last two years and 2) panelists recruited prior to the last two years who opt to continue receiving postcard notifications.

Weighting

The ATP data is weighted in a process that accounts for multiple stages of sampling and nonresponse that occur at different points in the panel survey process. First, each panelist begins with a base weight that reflects their probability of recruitment into the panel. These weights are then calibrated to align with the population benchmarks in the accompanying table to correct for nonresponse to recruitment surveys and panel attrition. If only a subsample of panelists was invited to participate in the wave, this weight is adjusted to account for any differential probabilities of selection.

Among the panelists who completed the survey, this weight is then calibrated again to align with the population benchmarks identified in the accompanying table and trimmed at the 1st and 99th percentiles to reduce the loss in precision stemming from variance in the weights. Sampling errors and tests of statistical significance take into account the effect of weighting.

American Trends Panel weighting dimensions

Variable	Benchmark source
Age (detailed)	2023 American Community Survey (ACS)
Age x Gender	
Education x Gender	
Education x Age	
Race/Ethnicity x Education	
Race/Ethnicity x Gender	
Race/Ethnicity x Age	
Born inside vs. outside the U.S. among Hispanics and Asian Americans	
Years lived in the U.S.	
Census region x Metropolitan status	
Volunteerism	2023 CPS Volunteering & Civic Life Supplement
Frequency of internet use	2025 National Public Opinion Reference Survey (NPORS)
Religious affiliation	
Party affiliation x Race/Ethnicity	
Party affiliation x Age	
Validated 2024 presidential election turnout and vote choice	Candidate vote share is based on official results from the Federal Election Commission. Turnout is based on estimates from the Election Lab at the University of Florida. The size of the voting-eligible population is based on the 2023 ACS.

Note: Estimates from the ACS are based on noninstitutionalized adults. For weighting to the 2024 presidential election results, panelists are considered validated voters if their self-report of having voted was confirmed after matching to a national voter registry.

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The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey.

Sample sizes and margins of error, ATP Wave 182

Group	Unweighted sample size	Plus or minus ...
U.S. adults	5,111	1.7 percentage points
Ages 18-29	635	4.5 percentage points
30-49	2,384	2.6 percentage points
50-64	1,199	3.4 percentage points
65+	886	3.6 percentage points
Upper income	1,133	3.6 percentage points
Middle income	2,455	2.4 percentage points
Lower income	1,310	3.3 percentage points
Postgrad	1,062	3.9 percentage points
College grad	1,293	3.4 percentage points
Some college	1,484	3.0 percentage points
HS or less	1,256	3.1 percentage points
Rep/Lean Rep	2,337	2.5 percentage points
Dem/Lean Deam	2,544	2.4 percentage points
Insured	4,637	1.8 percentage points
Uninsured	445	5.6 percentage points

Note: This survey includes oversamples of non-Hispanic Asian adults and parents with children younger than 18. Family income tiers are based on adjusted 2024 earnings. Unweighted sample sizes do not account for the sample design or weighting and do not describe a group's contribution to weighted estimates. See the Sample design and Weighting sections above for details.

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Sample sizes and sampling errors for other subgroups are available upon request. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

A note about the Asian adult sample

This survey includes a total sample size of 559 Asian adults. The sample primarily includes English-speaking Asian adults and, therefore, may not be representative of the overall Asian adult population. Despite this limitation, it is important to report the views of Asian adults on the topics in this study. As always, Asian adults' responses are incorporated into the general population figures throughout this report.

How family income tiers are calculated

Family income data reported in this study is adjusted for household size and cost-of-living differences by geography. Panelists then are assigned to income tiers that are based on the median adjusted family income of all American Trends Panel members. The process uses the following steps:

1. First, panelists are assigned to the midpoint of the income range they selected in a family income question that was measured on either the most recent annual profile survey or, for newly recruited panelists, their recruitment survey. This provides an approximate income value that can be used in calculations for the adjustment.
2. Next, these income values are adjusted for the cost of living in the geographic area where the panelist lives. This is calculated using price indexes published by the U.S. Bureau of Economic Analysis. These indexes, known as [Regional Price Parities](#) (RPP), compare the prices of goods and services across all U.S. metropolitan statistical areas as well as non-metro areas with the national average prices for the same goods and services. The most recent available data at the time of the annual profile survey is from 2023. Those who fall outside of metropolitan statistical areas are assigned the overall RPP for their state's non-metropolitan area.
3. Family incomes are further adjusted for the number of people in a household using the methodology from Pew Research Center's previous work on [the American middle class](#). This is done because a four-person household with an income of say, \$50,000, faces a tighter budget constraint than a two-person household with the same income.
4. Panelists are then assigned an income tier. "Middle-income" adults are in families with adjusted family incomes that are between two-thirds and double the median adjusted

family income for the full ATP at the time of the most recent annual profile survey. The median adjusted family income for the panel is roughly \$77,800. Using this median income, the middle-income range is about \$51,900 to \$155,600. Lower-income families have adjusted incomes less than \$51,900 and upper-income families have adjusted incomes greater than \$155,600 (all figures expressed in 2024 dollars and scaled to a household size of three). A panelist is assigned “no answer” in the income tier variable if they did not provide all three pieces of information needed to calculate their tier (family income, household size and residential address).

Two examples of how a given area’s cost-of-living adjustment was calculated are as follows: the Pine Bluff metropolitan area in Arkansas is a relatively inexpensive area, with a price level that is 19.7% less than the national average. The San Francisco-Oakland-Berkeley metropolitan area in California is one of the most expensive areas, with a price level that is 18.2% higher than the national average. Income in the sample is adjusted to make up for this difference. As a result, a family with an income of \$40,200 in the Pine Bluff area is as well off financially as a family of the same size with an income of \$59,100 in San Francisco.

Dispositions and response rates

Final dispositions, ATP Wave 182

	AAPOR code	Total
Completed interview	1.1	5,111
Logged in (web)/Contacted (CATI), but did not complete any items	2.11	151
Started survey; broke off before completion	2.12	66
Never logged on (web)/Never reached on phone (CATI)	2.20	535
Survey completed after close of the field period	2.27	0
Other non-interview	2.30	0
Completed interview but was removed for data quality	2.90	3
Total panelists sampled for the survey		5,866
Completed interviews	I	5,111
Partial interviews	P	0
Refusals	R	217
Non-contact	NC	535
Other	O	3
Unknown household	UH	0
Unknown other	UO	0
Not eligible	NE	0
Total		5,866
AAPOR RR1 = $I/(I+P+R+NC+O+UH+UO)$		87%

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Cumulative response rate, ATP Wave 182

	Total
Weighted response rate to recruitment surveys	12%
% of recruitment survey respondents who agreed to join the panel, among those invited	74%
% of those agreeing to join who were active panelists at start of Wave 182	40%
Response rate to Wave 182 survey	87%
Cumulative response rate	3%

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Appendix A: Supplemental tables on health information questions

Use of health information sources by health insurance status

% who say they get health information from each of the following

	NET Extremely often/Often	Sometimes	Rarely	Never
Health care providers				
Insured	54	34	9	3
Uninsured	25	42	21	12
People who have a similar health issue as you				
Insured	18	48	21	11
Uninsured	23	43	18	15
Major health information websites				
Insured	23	38	21	17
Uninsured	20	34	25	21
News organizations and journalists				
Insured	11	36	30	24
Uninsured	11	33	28	28
Government health agencies				
Insured	10	35	31	23
Uninsured	11	31	29	28
Social media				
Insured	11	23	25	40
Uninsured	17	33	23	27
AI chatbots				
Insured	7	14	18	61
Uninsured	11	21	20	49

Note: Respondents who did not give an answer are not shown. Insured and uninsured refers to those who either have or do not have any form of health insurance.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and Do They Know What to Trust?"

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Use of health information sources by age

% who say they get health information from each of the following

	NET Extremely often/Often	Sometimes	Rarely	Never
Health care providers				
Ages 18-29	41	38	15	5
30-49	44	39	12	5
50-64	58	30	9	3
65+	62	30	5	2
People who have a similar health issue as you				
Ages 18-29	22	46	15	15
30-49	21	48	20	10
50-64	17	51	22	10
65+	13	47	26	13
Major health information websites				
Ages 18-29	23	39	22	15
30-49	24	39	20	16
50-64	25	37	22	15
65+	19	33	22	25
News organizations and journalists				
Ages 18-29	11	35	29	23
30-49	12	35	30	24
50-64	8	36	29	26
65+	12	36	29	23
Government health agencies				
Ages 18-29	14	37	26	22
30-49	11	34	32	22
50-64	8	34	32	25
65+	9	35	31	24
Social media				
Ages 18-29	21	31	24	23
30-49	14	27	25	33
50-64	7	22	27	44
65+	5	17	24	54
AI chatbots				
Ages 18-29	11	21	18	49
30-49	10	18	20	52
50-64	5	12	22	62
65+	3	7	12	77

Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and Do They Know What to Trust?"

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Use of health information sources by education

% who say they get health information from each of the following

	NET Extremely often/Often	Sometimes	Rarely	Never
Health care providers				
Postgrad	60	31	8	1
College grad	57	31	9	3
Some college	49	37	10	3
HS or less	44	37	12	5
People who have a similar health issue as you				
Postgrad	15	49	26	10
College grad	18	50	22	10
Some college	20	48	21	10
HS or less	18	46	19	15
Major health information websites				
Postgrad	34	42	17	7
College grad	29	43	20	8
Some college	22	39	22	15
HS or less	16	31	23	29
News organizations and journalists				
Postgrad	15	44	28	14
College grad	11	40	32	17
Some college	9	36	30	25
HS or less	10	30	28	31
Government health agencies				
Postgrad	15	42	30	13
College grad	10	38	34	18
Some college	9	35	31	24
HS or less	10	30	29	30
Social media				
Postgrad	8	26	29	37
College grad	12	22	27	38
Some college	12	23	27	37
HS or less	12	25	21	41
AI chatbots				
Postgrad	9	20	20	51
College grad	8	15	20	56
Some college	7	13	19	61
HS or less	6	13	16	63

Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and Do They Know What to Trust?"

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Ratings of the health information Americans get from each source by age

Among those who ever get health information from each source, % who say the information they get is *extremely/very* ...

	Easy to understand	Convenient to get	Personalized	Accurate
Health care providers				
Ages 18-29	47	35	45	63
30-49	52	43	50	62
50-64	60	53	53	66
65+	60	66	61	71
People who have a similar health issue as you				
Ages 18-29	45	34	37	27
30-49	48	28	29	21
50-64	44	28	26	23
65+	37	23	24	17
Major health information websites				
Ages 18-29	45	58	7	43
30-49	43	60	11	44
50-64	42	64	9	53
65+	35	55	10	53
News organizations and journalists				
Ages 18-29	29	27	6	18
30-49	27	27	4	13
50-64	23	28	3	12
65+	20	29	4	11
Government health agencies				
Ages 18-29	20	24	8	35
30-49	26	24	6	23
50-64	20	22	5	24
65+	19	22	6	19
Social media				
Ages 18-29	39	46	20	10
30-49	32	45	10	9
50-64	26	34	6	5
65+	15	31	7	2
AI chatbots				
Ages 18-29	45	52	38	21
30-49	48	49	24	16
50-64	29	49	9	16
65+	-	-	-	-

Note: The sample size of adults ages 65 and older who ever get health information from AI chatbots is too small to report. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and Do They Know What to Trust?"

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Ratings of the health information Americans get from each source by education

Among those who ever get health information from each source, % who say the information they get is *extremely/very* ...

	Easy to understand	Convenient to get	Personalized	Accurate
Health care providers				
Postgrad	63	48	58	74
College grad	57	48	57	72
Some college	54	48	52	67
HS or less	51	52	47	56
People who have a similar health issue as you				
Postgrad	48	20	31	18
College grad	47	27	31	21
Some college	45	30	30	22
HS or less	40	30	25	23
Major health information websites				
Postgrad	57	71	8	67
College grad	46	67	8	57
Some college	40	61	9	45
HS or less	33	47	12	34
News organizations and journalists				
Postgrad	37	35	3	16
College grad	27	31	2	13
Some college	24	28	3	13
HS or less	19	21	7	11
Government health agencies				
Postgrad	35	27	6	30
College grad	24	23	4	32
Some college	19	27	6	24
HS or less	17	19	9	18
Social media				
Postgrad	37	46	10	2
College grad	33	51	12	8
Some college	27	42	8	7
HS or less	27	30	13	10
AI chatbots				
Postgrad	57	63	22	14
College grad	47	59	22	19
Some college	41	47	20	23
HS or less	30	35	26	14

Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and Do They Know What to Trust?"

Ratings of the health information Americans get from each source by income

Among those who ever get health information from each source, % who say the information they get is *extremely/very* ...

	Easy to understand	Convenient to get	Personalized	Accurate
Health care providers				
Upper income	61	50	62	74
Middle income	54	49	52	67
Lower income	49	47	44	58
People who have a similar health issue as you				
Upper income	45	25	31	20
Middle income	46	27	30	22
Lower income	40	32	26	24
Major health information websites				
Upper income	50	73	7	62
Middle income	43	60	9	49
Lower income	34	50	13	39
News organizations and journalists				
Upper income	31	34	2	15
Middle income	25	29	3	12
Lower income	19	22	6	14
Government health agencies				
Upper income	27	29	2	29
Middle income	21	21	6	24
Lower income	18	23	9	24
Social media				
Upper income	26	52	8	4
Middle income	30	41	11	5
Lower income	32	35	12	12
AI chatbots				
Upper income	49	67	23	19
Middle income	45	47	22	16
Lower income	31	38	23	20

Note: Family income tiers are based on adjusted 2024 earnings. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and Do They Know What to Trust?"

Ratings of the health information Americans get from each source by party

Among those who ever get health information from each source, % who say the information they get is *extremely/very ...*

	Easy to understand	Convenient to get	Personalized	Accurate
Health care providers				
Rep/lean Rep	51	47	48	58
Dem/lean Dem	59	53	58	75
People who have a similar health issue as you				
Rep/lean Rep	46	31	29	24
Dem/lean Dem	43	25	29	20
Major health information websites				
Rep/lean Rep	37	56	10	42
Dem/lean Dem	48	63	10	55
News organizations and journalists				
Rep/lean Rep	19	21	5	6
Dem/lean Dem	32	33	4	19
Government health agencies				
Rep/lean Rep	18	22	7	20
Dem/lean Dem	26	25	6	29
Social media				
Rep/lean Rep	25	40	10	6
Dem/lean Dem	35	41	12	8
AI chatbots				
Rep/lean Rep	43	52	23	18
Dem/lean Dem	43	46	21	17

Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and Do They Know What to Trust?"

Frequency of coming across conflicting health information by age, education and income

% who say they see or hear about health information that seems to conflict with other health information they have gotten ...

	Extremely often/Often	Sometimes	Rarely	Never
U.S. adults	27	49	20	3
Ages 18-29	26	49	20	4
30-49	28	49	19	3
50-64	28	49	20	2
65+	24	50	22	3
Postgrad	28	54	15	2
College grad	30	51	17	2
Some college	27	49	22	2
HS or less	24	47	22	6
Upper income	30	52	16	2
Middle income	27	52	19	2
Lower income	25	45	23	6

Note: Family income tiers are based on adjusted 2024 earnings. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and Do They Know What to Trust?"

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Difficulty assessing which information to trust when coming across conflicting health information

% who say that when they see or hear health information that seems to conflict with other health information they have gotten, it is ___ to know which information to trust

	Extremely/Very difficult	Somewhat difficult	Not too/Not at all difficult	Doesn't get conflicting information
U.S. adults	15	39	41	3
Ages 18-29	14	42	36	4
30-49	15	42	39	3
50-64	16	37	43	2
65+	13	35	47	3
Postgrad	10	36	52	2
College grad	12	43	42	2
Some college	16	38	43	2
HS or less	18	40	35	6
Upper income	13	37	48	2
Middle income	15	39	43	2
Lower income	16	41	35	6

Note: Family income tiers are based on adjusted 2024 earnings. Respondents who did not give an answer to at least one of these two questions are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and Do They Know What to Trust?"

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Characteristics that Americans say are highly important in sources of health information, by age, education, income, and party

% who say it is *extremely/very* important to them that the people they get health information from ...

	Have medical training	Are transparent about potential conflicts of interest	Are easy to understand	Have personal experience with the topic	Are physically fit	Are likable
U.S. adults	75	73	72	51	27	23
Ages 18-29	68	66	59	45	24	19
30-49	73	74	68	51	26	20
50-64	80	77	77	56	27	24
65+	80	73	82	53	31	30
Postgrad	85	81	65	44	24	16
College grad	79	82	75	51	29	14
Some college	76	75	74	54	27	24
HS or less	69	63	71	52	27	30
Upper income	84	84	72	48	26	15
Middle income	77	75	73	52	25	21
Lower income	68	64	68	53	30	30
Rep/Lean Rep	71	73	73	53	33	23
Dem/Lean Dem	82	75	71	50	21	22

Note: Family income tiers are based on adjusted 2024 earnings. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and Do They Know What to Trust?"

PEW RESEARCH CENTER

Accuracy ratings of health information on social media

Among those who say they ever get health information from social media, % who say the information is ___ accurate

	Extremely/ Very	Somewhat	Not too/ Not at all
U.S. adults	7	44	47
Men	6	43	50
Women	8	46	44
White	5	42	51
Black	12	52	34
Hispanic	8	47	44
Asian*	3	52	43
Ages 18-29	10	45	44
30-49	9	45	46
50-64	5	44	49
65+	2	44	51
Postgrad	2	39	58
College grad	8	39	52
Some college	7	46	45
HS or less	10	49	41
Upper income	4	38	57
Middle income	5	44	49
Lower income	12	48	39
Insured	6	45	48
Not insured	17	41	42

* Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Family income tiers are based on adjusted 2024 earnings. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and Do They Know What to Trust?"

PEW RESEARCH CENTER

Understandability ratings of health information on social media

Among those who say they ever get health information from social media, % who say the information is ___ easy to understand

	Extremely/ Very	Somewhat	Not too/ Not at all
U.S. adults	30	47	22
Men	27	44	27
Women	31	49	17
White	26	49	22
Black	39	42	18
Hispanic	31	45	23
Asian*	31	50	16
Ages 18-29	39	47	14
30-49	32	48	19
50-64	26	46	24
65+	15	44	34
Postgrad	37	39	19
College grad	33	47	19
Some college	27	47	24
HS or less	27	49	22
Upper income	26	49	22
Middle income	30	46	22
Lower income	32	46	21
Insured	29	46	22
Not insured	30	53	17

* Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Family income tiers are based on adjusted 2024 earnings. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and Do They Know What to Trust?"

PEW RESEARCH CENTER

Convenience ratings of health information on social media

Among those who say they ever get health information from social media, % who say the information is ___ convenient to get

	Extremely/ Very	Somewhat	Not too/ Not at all
U.S. adults	40	35	24
Men	42	34	24
Women	39	36	23
White	43	32	23
Black	36	41	24
Hispanic	33	42	25
Asian*	45	35	18
Ages 18-29	46	38	15
30-49	45	34	21
50-64	34	38	28
65+	31	28	37
Postgrad	46	29	23
College grad	51	27	20
Some college	42	36	21
HS or less	30	43	27
Upper income	52	26	22
Middle income	41	34	23
Lower income	35	39	26
Insured	41	33	24
Not insured	36	45	19

* Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Family income tiers are based on adjusted 2024 earnings. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and Do They Know What to Trust?"

PEW RESEARCH CENTER

Personalized ratings of health information on social media

Among those who say they ever get health information from social media, % who say the information is ___ personalized

	Extremely/ Very	Somewhat	Not too/ Not at all
U.S. adults	11	29	59
Men	14	27	58
Women	8	30	61
White	8	27	63
Black	19	33	47
Hispanic	14	28	57
Asian*	13	32	53
Ages 18-29	20	34	45
30-49	10	32	58
50-64	6	26	66
65+	7	16	74
Postgrad	10	23	65
College grad	12	23	64
Some college	8	31	60
HS or less	13	33	53
Upper income	8	22	69
Middle income	11	29	59
Lower income	12	33	55
Insured	11	27	61
Not insured	11	39	50

* Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Family income tiers are based on adjusted 2024 earnings.

Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and Do They Know What to Trust?"

PEW RESEARCH CENTER

Accuracy ratings of health information from AI chatbots

Among those who say they ever get health information from AI chatbots, % who say the information is ___ accurate

	Extremely/ Very	Somewhat	Not too/ Not at all
U.S. adults	18	58	23
Men	17	61	21
Women	19	55	24
White	16	61	22
Hispanic	17	56	26
Ages 18-29	21	59	18
30-49	16	61	21
50+	17	55	27
Postgrad	14	65	21
College grad	19	62	17
Some college	23	55	21
HS or less	14	56	28
Upper income	19	63	17
Middle income	16	62	22
Lower income	20	51	26

Note: White adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Black and Asian adults are not shown because the sample sizes are too small to analyze separately. Family income tiers are based on adjusted 2024 earnings. Respondents who did not give an answer are not shown. Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and What Do They Trust?"

PEW RESEARCH CENTER

Understandability ratings of health information from AI chatbots

Among those who say they ever get health information from AI chatbots, % who say the information is ___ easy to understand

	Extremely/ Very	Somewhat	Not too/ Not at all
U.S. adults	41	40	17
Men	42	39	18
Women	41	40	17
White	42	41	17
Hispanic	38	39	21
Asian*	44	37	17
Ages 18-29	45	41	14
30-49	48	39	13
50+	31	42	24
Postgrad	57	32	10
College grad	47	41	12
Some college	41	39	18
HS or less	30	45	24
Upper income	49	40	10
Middle income	45	36	18
Lower income	31	46	20

* Estimates for Asian adults are representative of English speakers only.

Note: White and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Black adults are not shown because the sample size was too small to analyze separately. Family income tiers are based on adjusted 2024 earnings. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

"Where Do Americans Get Health Information, and What Do They Trust?"

PEW RESEARCH CENTER

Convenience ratings of health information from AI chatbots

Among those who say they ever get health information from AI chatbots, % who say the information is ___ convenient

	Extremely/ Very	Somewhat	Not too/ Not at all
U.S. adults	48	31	20
Men	48	32	19
Women	48	30	21
White	56	27	16
Hispanic	37	31	31
Ages 18-29	52	31	16
30-49	49	33	17
50+	45	28	26
Postgrad	63	24	11
College grad	59	27	14
Some college	47	33	20
HS or less	35	35	28
Upper income	67	23	10
Middle income	47	35	18
Lower income	38	32	28

Note: White adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Black and Asian adults are not shown because the sample sizes were too small to analyze separately. Family income tiers are based on adjusted 2024 earnings. Respondents who did not give an answer are not shown. Source: Survey of U.S. adults conducted Oct. 20-26, 2025. "Where Do Americans Get Health Information, and What Do They Trust?"

PEW RESEARCH CENTER

Personalized ratings of health information from AI chatbots

Among those who say they ever get health information from AI chatbots, % who say the information is ___ personalized

	Extremely/ Very	Somewhat	Not too/ Not at all
U.S. adults	23	29	47
Men	25	26	48
Women	20	31	48
White	21	28	50
Hispanic	27	27	45
Asian*	26	39	34
Ages 18-29	38	34	27
30-49	24	28	47
50+	10	26	63
Postgrad	22	31	45
College grad	22	30	47
Some college	20	31	47
HS or less	26	24	49
Upper income	23	31	45
Middle income	22	27	50
Lower income	23	29	46

* Estimates for Asian adults are representative of English speakers only.

Note: White and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Black adults are not shown because the sample sizes were too small to analyze separately. Family income tiers are based on adjusted 2024 earnings. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

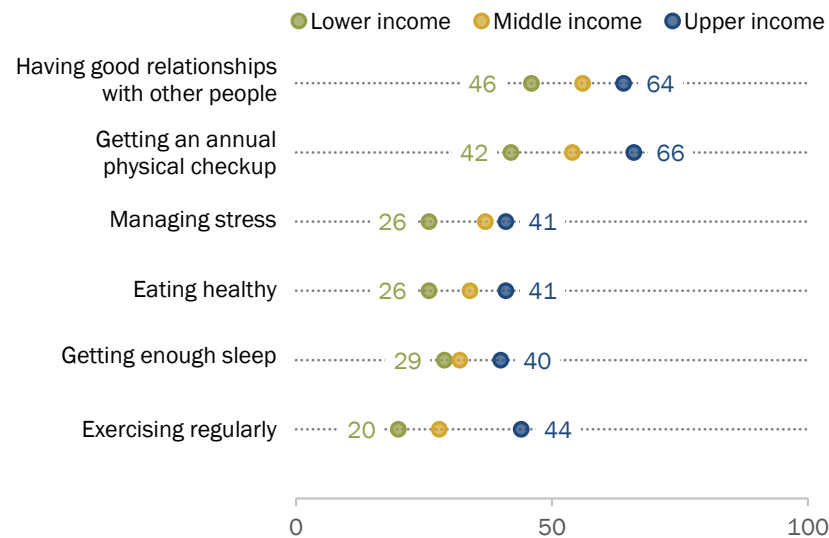
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Appendix B: Supplemental tables on health ratings

Upper-income adults are more likely to say they are doing well in key health areas

% of who say that in general, they are doing *extremely or very well* at each of the following in their life



Note: Family income tiers are based on adjusted 2024 earnings. Respondents who gave other responses of "Somewhat well," "Not too well," "Not at all well" or did not give an answer are not shown.

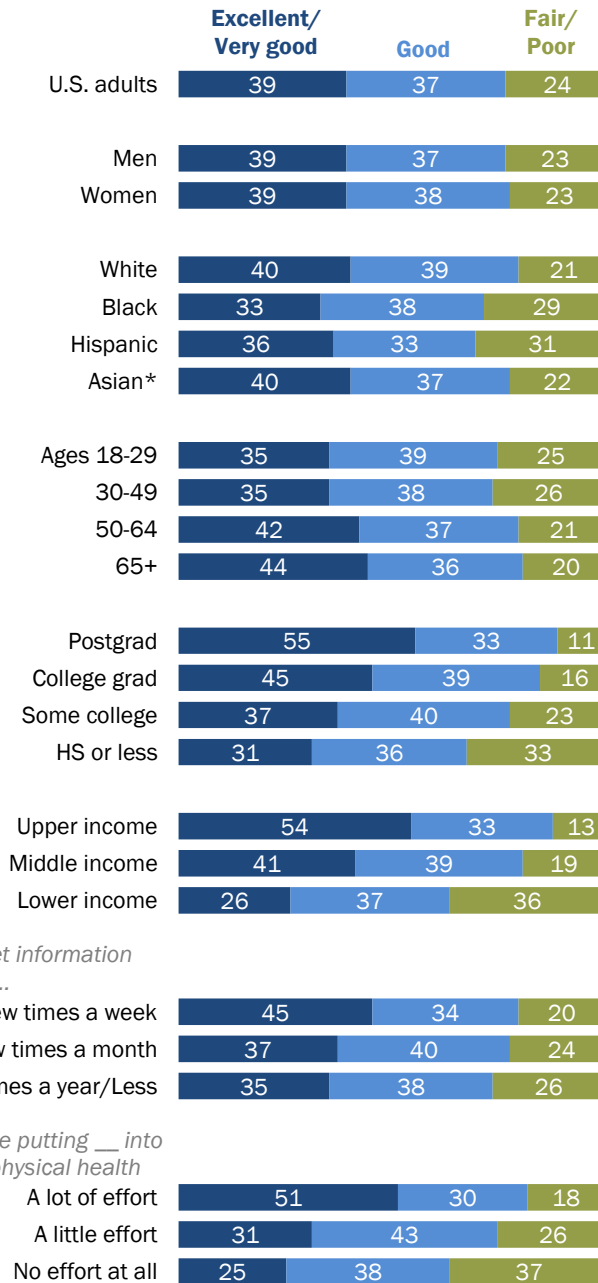
Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

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Ratings of physical health

% who say their physical health is ...



* Estimates for Asian adults are representative of English speakers only.

Note: Respondents who did not give an answer are not shown. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Family income tiers are based on adjusted 2024 earnings.

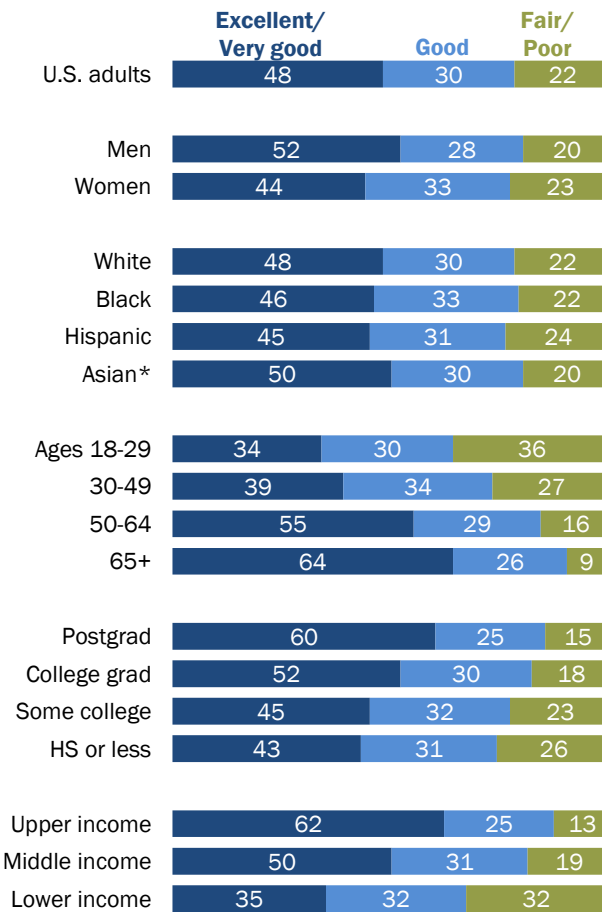
Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

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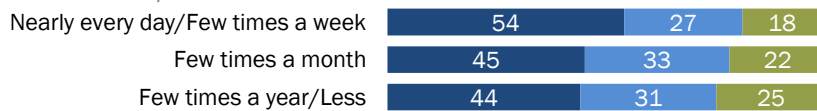
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Ratings of mental health

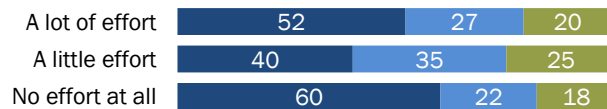
% who say their mental health is ...



Among those who get information about health topics ...



Among those who are putting __ into taking care of their mental health



* Estimates for Asian adults are representative of English speakers only.

Note: Respondents who did not give an answer are not shown. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Family income tiers are based on adjusted 2024 earnings.

Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

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Age and importance of healthy behaviors

% who say that for them personally, each of the following is extremely/very important

	U.S. adults	Ages 18-29	30-49	50-64	65+
Getting enough sleep	77	74	75	77	82
Managing your stress	74	72	76	74	72
Eating healthy	67	69	62	68	73
Having good relationships with other people	67	72	61	65	72
Exercising regularly	57	61	53	59	57
Getting your annual physical checkup	56	43	45	62	75

Note: Respondents who gave other responses of "Somewhat important," "Not too important," "Not at all important" or did not give an answer are not shown.
Source: Survey of U.S. adults conducted Oct. 20-26, 2025.

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