

**2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
Wave 173: Artificial Intelligence/Religious Radio/Health And Wellness
June 9-15, 2025**

**TOPLINE
N=5,023**

Note: All numbers are percentages unless otherwise noted. Percentages less than 0.5% are replaced by an asterisk (*). Rows/columns may not total 100% due to rounding. The questions presented below are part of a larger survey conducted on the American Trends Panel.

"No answer" includes web respondents who do not answer the question as well as telephone respondents who refuse to answer or who say they don't know how to answer. In cases where "Not sure" was offered as an explicit option to web and telephone respondents, the "No answer" category includes only web skips and telephone refusals.

This survey was conducted primarily online, with some interviews conducted by live telephone. This topline shows the programming language for online administration. For details on how questions were slightly modified for phone administration, visit the questionnaire.

PN = Programming note

	Sample size	Margin of error at 95% confidence level
U.S. adults	5,023	+/- 1.6 percentage points

TXT:

[PN: DISPLAY TO ALL:]

Next, we're going to ask some questions about health and wellness. This can include topics like medical care for yourself and others, fitness and diet, mental health, or tips about living a healthier lifestyle.

HWINFO

ASK ALL:

[PN: RANDOMIZE ITEMS]

Do you ever get health and wellness information from any of the following sources?

	<u>Yes</u>	<u>No</u>	<u>No Answer</u>
SOCMED Social media influencers (that is, individuals on social media with a lot of followers)	35	64	*
POD Podcasts	25	74	*

HWCAT**ASK IF GET HEALTH/ WELLNESS INFO FROM INFLUENCERS OR PODCASTS****(HWINFO_SOCMED=1 OR HWINFO_POD=1) [n=2,187]:****[PN: RANDOMIZE ITEMS]**

How often do you hear about the following health and wellness topics from podcasts or social media influencers?

		<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	<u>No answer</u>
FIT	Fitness June 9-15, 2025	44	40	11	4	*
WEIGHT	Weight loss June 9-15, 2025	37	39	16	7	*
BEAUTY	Beauty or personal appearance June 9-15, 2025	34	36	21	10	*
MODMED	Mainstream medicine, such as drugs, surgeries and tests used by doctors and other health care providers June 9-15, 2025	17	46	27	10	*
ALTMED	Therapies outside of mainstream medicine, such as acupuncture or herbal remedies June 9-15, 2025	16	40	29	14	*
MENTAL	Mental health and wellbeing June 9-15, 2025	32	46	17	5	*
DIET	Dietary supplements, detoxes or cleanses June 9-15, 2025	29	42	20	9	*
OTH	Anything else related to living a healthier lifestyle June 9-15, 2025	36	49	11	3	*

HWGET**ASK IF GET HEALTH/ WELLNESS INFO FROM INFLUENCERS OR PODCASTS****(HWINFO_SOCMED=1 OR HWINFO_POD=1) [n=2,187]:****[PN: ROTATE RESPONSE OPTIONS]**

Which statement best describes how you get health and wellness information from podcasts or social media influencers?

June 9-15,
2025

33

I mostly get it because I'm looking for it

67

I mostly get it because I happen to come across it

*

No answer

HWREASON**ASK IF GET HEALTH/ WELLNESS INFO FROM INFLUENCERS OR PODCASTS****(HWINFO_SOCMED=1 OR HWINFO_POD=1) [n=2,187]:****[PN: RANDOMIZE ITEMS]**

How much of a reason are each of these for why you get health and wellness information from podcasts or social media influencers?

		Major <u>reason</u>	Minor <u>reason</u>	Not a <u>reason</u>	No <u>answer</u>
ENT	For entertainment	24	43	33	*
DOC	To learn about things that I don't want to ask my doctor about	14	34	52	*
PERS	To hear from people who share my beliefs or background	21	43	36	*
CHANGE	To make a change to my health or lifestyle	41	42	17	*

[QUESTION HELD FOR FUTURE RELEASE]**HWTRUST****ASK IF GET HEALTH/ WELLNESS INFO FROM INFLUENCERS OR PODCASTS****(HWINFO_SOCMED=1 OR HWINFO_POD=1) [n=2,187]:****[PN: ROTATE RESPONSE OPTIONS]**

Thinking about all of the health and wellness information you get from podcasts or social media influencers, how much of it do you trust?

June 9-15,

2025

*	All of it
10	Most of it
65	Some of it
22	Not too much of it
2	None of it
*	No answer

**2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
Wave 182: Health & Wellness (Science and Society)
October 20-26, 2025**

**TOPLINE
N=5,111**

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"No answer" includes web respondents who do not answer the question as well as telephone respondents who refuse to answer or who say they don't know how to answer. In cases where "Not sure" was offered as an explicit option to web and telephone respondents, the "No answer" category includes only web skips and telephone refusals.

This survey was conducted primarily online, with some interviews conducted by live telephone. This topline shows the programming language for online administration. For details on how questions were slightly modified for phone administration, visit the questionnaire.

PN = Programming note

	Sample size	Margin of error at 95% confidence level
U.S. adults	5,111	+/- 1.7 percentage points

TXT:

[PN: DISPLAY TO ALL:]

Next, we're going to ask some questions about health and wellness. This can include topics like medical care for yourself and others, fitness and diet, mental health, or tips about living a healthier lifestyle.

HWINFO

ASK ALL:

[PN: RANDOMIZE ITEMS]

Do you ever get health and wellness information from any of the following sources?

		<u>Yes</u>	<u>No</u>	<u>No Answer</u>
SOCMED	Social media influencers (that is, individuals on social media with a lot of followers)			
	Oct 20-26, 2025	31	68	*
	June 9-15, 2025	35	64	*
POD	Podcasts			
	Oct 20-26, 2025	24	76	*
	June 9-15, 2025	25	74	*

HW_INFORMED

**ASK IF GET HEALTH/WELLNESS INFO FROM INFLUENCERS OR PODCASTS
(HWINFO_SOCMED=1 OR HWINFO_POD=1) [n=2,183]:
[PN: ROTATE RESPONSE OPTIONS]**

Would you say health and wellness influencers or podcasts have...

October 20-26,

2025

54	Helped you better understand how to be healthy
12	Made you more confused about how to be healthy
34	Not made much of a difference
*	No answer

TXT:

**[PN: DISPLAY IF GETS HEALTH/WELLNESS INFO FROM INFLUENCERS OR PODCASTS
(HWINFO_SOCMED=1 OR HWINFO_POD=1):]**

Thinking about the health and wellness information you get from health and wellness influencers or podcasts...

HW_WORRIED

**ASK IF GET HEALTH/WELLNESS INFO FROM INFLUENCERS OR PODCASTS
(HWINFO_SOCMED=1 OR HWINFO_POD=1) [n=2,183]:
[PN: ROTATE RESPONSE OPTIONS]**

Would you say that this information makes you feel...

October 20-26,

2025

26	More worried about your overall health
22	Less worried about your overall health
51	Not made much of a difference
1	No answer

HW_INFO_DIFF

**ASK IF GET HEALTH/WELLNESS INFO FROM INFLUENCERS OR PODCASTS
(HWINFO_SOCMED=1 OR HWINFO_POD=1) [n=2,183]:
[PN: ROTATE RESPONSE OPTIONS]**

How different is this information from the information you get from health care providers?

October 20-26,

2025

4	Extremely different
14	Very different
43	Somewhat different
32	Not too different
6	Not at all different
1	No answer