2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
Wave 173: Survey on Health and Wellness Influencers
JUNE 9-15, 2025

TOPLINE
TOTAL 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?

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

[QUESTIONS PREVIOUSLY RELEASED]

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

Have you done any of the following activities because you heard about them from podcasts or social media influencers that discuss health and wellness?

		Yes, I have done this because I heard about it from podcasts or social media influencers that discuss health and wellness	No, I have not done this	Don't Know/ No answer
MED	Asked a doctor about a medical treatment or procedure	39	60	*
TRY	Tried a fitness, diet or beauty routine	63	37	*
BUY	Bought a health or wellness product	55	44	*
SEM	Attended an event, meetup or seminar	14	86	1
SHARE	Encouraged someone you know to try a product or treatment	42	58	*
STOP	Stopped using a product or medical treatment	33	66	*

[QUESTIONS PREVIOUSLY RELEASED]