

State of Consumer Health

Healthline’s State of Consumer Health survey was done in collaboration with YouGov. The survey explored where US adults obtain health information, how they act on it, and their views on emerging health and wellness trends. The survey also examined how perceptions of health trends differ from participation in them and revealed concerning findings on how many individuals across generations are skipping routine, recommended health screenings.

Which, if any, of the following best describe your personal health and wellness goals?	Percent represents column % and should be read as: "48% of female US adults have a health and wellness goal to decrease stress and anxiety"						
	Total	Gender		Age			
<i>Multiple choice question. Target: total.</i>		Male	Female	Gen Z	Millennials	Gen X	Boomers
Be more physically active	53%	52%	54%	50%	53%	53%	54%
Eat better	52%	49%	54%	56%	53%	52%	48%
Improve sleep quality	48%	47%	50%	52%	47%	51%	46%
Lose weight	46%	41%	51%	33%	42%	53%	53%
Decrease stress/ anxiety	43%	38%	48%	45%	47%	45%	37%
Improve physical appearance	39%	39%	39%	47%	43%	42%	29%
Decrease inflammation or pain	30%	24%	35%	14%	21%	36%	41%
Better manage a health condition	29%	27%	31%	25%	25%	29%	34%
Improve digestive health	28%	24%	31%	28%	31%	27%	25%
Improve focus or productivity	27%	28%	27%	37%	32%	27%	17%
Make time for a hobby or extracurricular activities/learning	25%	24%	26%	32%	28%	25%	18%
Reduce alcohol consumption	11%	13%	9%	16%	14%	12%	6%
Not applicable - I don't have any personal health and wellness goals	8%	10%	6%	7%	8%	8%	8%
Other	1%	1%	2%	1%	1%	2%	2%
<i>Column n</i>	4012	1939	2073	729	1122	975	1163

Which, if any of the following health conditions are you personally diagnosed with?	Percent represents column % and should be read as: "40% of Boomers in the US report being diagnosed with a cardiovascular condition"						
	Total	Gender		Age			

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<i>Multiple choice question. "Any health condition NET" includes any health condition indicated. Target: total.</i>		Male	Female	Gen Z	Millennials	Gen X	Boomers
Any health condition NET	69%	63%	74%	48%	57%	77%	84%
Mental health conditions (e.g., anxiety, depression, etc.)	24%	18%	29%	21%	24%	30%	21%
Obesity or being overweight	22%	18%	25%	8%	15%	24%	32%
Cardiovascular condition (e.g., high blood pressure, heart disease, high cholesterol, etc.)	21%	20%	23%	5%	8%	23%	40%
Allergies	21%	16%	26%	16%	18%	24%	24%
Chronic pain (e.g., back pain, fibromyalgia, etc.)	17%	13%	20%	7%	10%	20%	25%
Sleep disorder (e.g., sleep apnea, insomnia, narcolepsy, etc.)	16%	15%	16%	8%	11%	20%	20%
Osteoarthritis or joint issue	13%	8%	17%	2%	3%	14%	27%
Type 2 diabetes	12%	12%	11%	1%	5%	13%	22%
Skin condition, other than psoriasis (e.g., Eczema, acne, rosacea, etc.)	9%	8%	11%	11%	10%	10%	7%
Migraine (moderate or severe)	9%	6%	12%	5%	10%	13%	7%
Asthma	8%	5%	11%	8%	8%	9%	8%
Respiratory condition (e.g., Asthma, Chronic obstructive pulmonary disease (COPD), etc.)	8%	6%	10%	3%	5%	8%	13%
Menopause	7%	1%	13%	1%	2%	17%	7%
Hypo/ Hyperthyroidism	6%	3%	9%	1%	4%	7%	10%
Rheumatoid arthritis	4%	3%	5%	1%	2%	5%	7%
Reproductive condition (e.g., Erectile dysfunction, fertility challenges, etc.)	4%	5%	2%	2%	4%	4%	4%
Inflammatory bowel disease (e.g., Crohn's disease or ulcerative colitis, etc.)	4%	3%	4%	4%	3%	3%	4%
Cancer	3%	3%	3%	1%	1%	2%	7%
Psoriasis/ psoriatic arthritis	3%	3%	3%	1%	3%	3%	4%
Multiple sclerosis	1%	1%	1%	1%	1%	2%	1%
Other	5%	5%	5%	2%	3%	6%	6%
Prefer not to say	6%	6%	5%	10%	7%	5%	3%
Not applicable - I have not been personally diagnosed with any of the listed health conditions	25%	31%	21%	42%	36%	18%	13%
<i>Column n</i>	4012	1939	2073	729	1122	975	1163

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Which, if any of the following health screenings, treatments or procedures did you receive in the past 12 months (i.e., since September 2023)?

Percent represents column % and should be read as: "22% of US women report having received a gynecological exam in the past 12 months"

	Total	Gender		Age			
		Male	Female	Gen Z	Millennials	Gen X	Boomers
<i>Multiple choice question. "Any health screening NET" includes any health screening listed. "Annual health screenings NET" includes annual physical and dental exam/cleaning. Target: total.</i>							
ANY Health screening NET	76%	72%	81%	63%	67%	82%	88%
Annual Health screenings NET (annual physical and dental)	57%	53%	60%	38%	45%	60%	74%
Annual physical exam	42%	39%	44%	21%	28%	46%	62%
Eye exam	39%	35%	42%	24%	27%	42%	54%
Dental exam/ cleaning	37%	34%	40%	27%	31%	40%	47%
Consultation with a specialist (e.g., cardiologist, neurologist, oncologist, etc.)	21%	20%	23%	12%	12%	21%	35%
Consultation/ checkup for an illness or injury	21%	18%	24%	15%	14%	25%	27%
Mammogram	17%	1%	32%	2%	6%	25%	29%
Breast exam	13%	1%	25%	5%	11%	18%	17%
Gynecological exam or well-woman exam	12%	1%	22%	7%	14%	16%	9%
Skin screening or mole check	11%	10%	12%	8%	8%	11%	17%
Pap smear	10%	1%	19%	5%	14%	15%	7%
Colonoscopy	10%	11%	9%	2%	3%	14%	17%
Surgery or a procedure that required general anesthesia	10%	9%	11%	6%	6%	11%	14%
Bone density test	7%	3%	10%	3%	2%	5%	13%
Prostate exam	5%	11%	0%	3%	3%	4%	10%
Testicular exam	3%	5%	0%	3%	3%	2%	2%
Prenatal checkup	2%	1%	3%	3%	4%	1%	0%
Other	2%	2%	2%	0%	2%	3%	3%
I'm not sure	2%	2%	1%	3%	2%	1%	1%
Not applicable - I didn't undergo any health screenings, treatments or procedures in the past 12 months	18%	22%	15%	26%	26%	14%	10%
Prefer not to say	4%	4%	3%	7%	5%	3%	1%
<i>Column n</i>	4012	1939	2073	729	1122	975	1163

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<p>Have you intentionally delayed, skipped or avoided a health screening, treatment or procedure in the past 12 months (i.e., since September 2023)?</p>	<p>Percent represents column % and should be read as: "33% of US Millennials say they have intentionally skipped a health screening, treatment or procedure in the past 12 months"</p>						
	Total	Gender		Age			
<i>Single choice question. Target: total.</i>		Male	Female	Gen Z	Millennials	Gen X	Boomers
Yes, I have	30%	25%	34%	29%	33%	32%	27%
No, I haven't	66%	70%	62%	63%	61%	65%	72%
Prefer not to say	5%	5%	4%	8%	6%	3%	2%
<i>Column n</i>	4012	1939	2073	729	1122	975	1163

<p>Which of the following are reasons you have not had OR intentionally delayed, skipped or avoided a health screening, treatment or procedure in the past 12 months (i.e., since September 2023)?</p>	<p>Percent represents column % and should be read as: " 10% of US males who intentionally delayed, skipped, or avoided a health screening, said they did so because they are able to manage symptoms with over-the-counter treatments."</p>						
	Total	Gender		Age			
<i>Multiple choice question. Target: among those who have intentionally delayed, skipped, or avoided a health screening in the past 12 months.</i>		Male	Female	Gen Z	Millennials	Gen X	Boomers
Out of pocket expenses/ copay too high	12%	12%	11%	12%	14%	14%	8%
Health concern/ symptoms are not serious enough	10%	11%	9%	10%	12%	11%	8%
Forgot to schedule	9%	8%	10%	10%	12%	10%	7%
Able to manage symptoms with over-the-counter treatments	9%	10%	8%	10%	9%	8%	9%
I don't have a regular primary care doctor	8%	9%	7%	13%	11%	7%	4%
Don't have health insurance	7%	8%	7%	11%	10%	7%	3%
Hard to schedule healthcare/ don't have time	7%	7%	7%	11%	9%	9%	3%
Wait was too long to get an appointment	7%	7%	7%	6%	9%	8%	5%

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Don't want to take time away from work/ family	5%	6%	4%	8%	8%	5%	2%
Transportation issues/ hard to get to doctor's office or hospital	5%	5%	6%	4%	6%	5%	5%
Fear of receiving bad news or finding a problem	5%	5%	5%	7%	7%	4%	3%
Screening, treatment, or procedure is not covered by insurance	4%	4%	4%	5%	4%	4%	3%
My doctor hasn't listened to my concerns in the past	4%	4%	4%	3%	5%	4%	3%
Lack of good healthcare providers/ facilities in my area	4%	3%	4%	4%	4%	5%	2%
Not sure how to choose a healthcare provider that's right for me	3%	3%	4%	6%	5%	3%	2%
Other	21%	21%	21%	8%	10%	22%	35%
Prefer not to say	21%	21%	22%	27%	22%	20%	20%
Column n	2852	1458	1394	496	776	676	881

<p>Overall, how would you rate your physical health?</p>	<p>Percent represents column % and should be read as: "28% of US Gen Z adults rate their physical health as "excellent"</p>						
	Total	Gender		Age			
<p><i>Single choice question. Target: total.</i></p>		Male	Female	Gen Z	Millennials	Gen X	Boomers
"Excellent or Good" rating	64%	66%	62%	76%	67%	59%	58%
Excellent	16%	19%	14%	28%	23%	11%	7%
Good	48%	47%	49%	48%	44%	48%	50%
Fair	29%	27%	30%	20%	26%	32%	35%
Poor	6%	6%	6%	2%	5%	8%	7%
Prefer not to say	1%	1%	1%	2%	1%	1%	0%
Column n	4012	1939	2073	729	1122	975	1163

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Which, if any, of the following health and wellness approaches or resources have you used in the past 12 months (i.e., since September 2023) to help you achieve your health and wellness goals?

Percent represents column % and should be read as: "24% of US women have tried stress reduction practices like meditation, yoga, or breathing techniques in the past 12 months"

	Total	Gender		Age			
		Male	Female	Gen Z	Millennials	Gen X	Boomers
<i>Multiple choice question. "Any established health trends NET" includes any of the options listed. Target: total.</i>							
Any "established health trends" NET	78%	76%	81%	76%	78%	79%	79%
Vitamins, minerals, supplements (e.g., magnesium, iron, B12, etc.)	51%	45%	57%	37%	44%	55%	63%
Stress reduction practices (e.g., meditation, yoga, breathing, etc.)	20%	17%	24%	22%	25%	22%	14%
Health and wellness websites to ask health questions (e.g., WebMD, Healthline, etc.)	19%	15%	23%	20%	21%	19%	17%
Fitness equipment (e.g., walking pad, stepper, etc.)	18%	18%	18%	18%	21%	19%	14%
Wearable tech trackers (e.g., Oura Ring, Fitbit, Apple Watch, etc.)	18%	17%	19%	15%	20%	20%	16%
Fitness/ gym membership	18%	19%	16%	24%	21%	16%	12%
Wellness challenges (e.g., steps, cardio, healthy eating, etc.)	16%	15%	16%	17%	17%	17%	13%
Protein powders or ready-made drinks (e.g., Huel, Primal, Vital Proteins, Soylent, etc.)	15%	14%	16%	14%	18%	16%	12%
Telemedicine or telehealth	14%	11%	16%	9%	15%	18%	12%
Nutrition or weight loss plans/ diets (e.g., Weight Watchers, Intermittent Fasting, Keto, etc.)	12%	11%	13%	13%	14%	12%	10%
CBD products (e.g., oils, topicals, gummies, etc.)	10%	9%	11%	7%	10%	13%	9%
Mental health apps (e.g., Calm, BetterHelp, Headspace, etc.)	9%	8%	10%	13%	12%	9%	4%
At-home diagnostic tests	8%	9%	8%	7%	7%	8%	10%
AI chatbots to ask health questions (e.g., ChatGPT, Google Gemini, etc.)	8%	8%	7%	15%	11%	5%	2%
Meal delivery service (e.g., HelloFresh, Factor, etc.)	6%	6%	5%	6%	8%	5%	4%
Sleep technology (e.g., smart mattress, blue light therapy, etc.)	5%	6%	4%	5%	7%	4%	2%

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Other	2%	1%	2%	1%	1%	3%	2%
Prefer not to say	4%	4%	4%	6%	5%	5%	1%
Not applicable - I haven't used any health and wellness approaches/ resources in the past 12 months	18%	20%	16%	19%	16%	17%	20%
Column n	4012	1939	2073	729	1122	975	1163

Effectiveness of "established health trends" Health Approaches	Percent represents column % and should be read as: "63% of US Boomers who tried at-home diagnostic tests, rated this approach as "very" or "extremely" effective"						
	Total	Gender		Age			
Single choice rating question. Showing percentage of people who rated the effectiveness of the trend as "very" or "extremely" effective. Target: Among people who have tried the trend noted (total number of those who tried the trend indicated by "n" - not by gender and age. Note that "n" represents weighted data		Male	Female	Gen Z	Millennials	Gen X	Boomers
Fitness/ gym membership [n = 709]	73%	56%	44%	84%	76%	66%	63%
Telemedicine or telehealth [n= 544]	64%	37%	63%	64%	70%	59%	61%
Fitness equipment (e.g., walking pad, stepper, etc.) [n= 719]	63%	54%	46%	78%	66%	58%	55%
At-home diagnostic tests [n= 333]	62%	51%	49%	63%	62%	58%	63%
Wellness challenges (e.g., steps, cardio, healthy eating, etc.) [n= 633]	59%	50%	50%	70%	63%	52%	53%
Wearable tech trackers (e.g., Oura Ring, Fitbit, Apple Watch, etc.) [n= 713]	59%	46%	54%	61%	60%	58%	55%
Stress reduction practices (e.g., meditation, yoga, breathing, etc.) [n= 817]	58%	44%	56%	62%	60%	55%	54%
Meal delivery service (e.g., HelloFresh, Factor, etc.) [n= 227]	55%	51%	49%	48%	65%	42%	56%
Sleep technology (e.g., smart mattress, blue light therapy, etc.) [n= 189]	55%	60%	40%	58%	69%	45%	27%
Nutrition or weight loss plans/ diets (e.g., Weight Watchers, Intermittent Fasting, Keto, etc.) [n= 483]	54%	49%	51%	61%	61%	44%	47%
Protein powders or ready-made drinks (e.g., Huel, Primal, Vital Proteins, Soylent, etc.) [n= 608]	53%	51%	49%	69%	56%	44%	45%
AI chatbots to ask health questions (e.g., ChatGPT, Google Gemini, etc.) [n= 302]	52%	56%	44%	45%	63%	50%	32%

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Vitamins, minerals, supplements (e.g., magnesium, iron, B12, etc.) [n= 2059]	51%	41%	59%	57%	56%	50%	48%
Mental health apps (e.g., Calm, BetterHelp, Headspace, etc.) [n= 348]	51%	48%	52%	53%	51%	48%	51%
CBD products (e.g., oils, topicals, gummies, etc.) [n= 396]	50%	40%	60%	53%	54%	49%	46%
Health and wellness websites to ask health questions (e.g., WebMD, Healthline, etc.) [n= 762]	45%	45%	55%	48%	51%	46%	37%

<p>Which, if any, of the following health and wellness trends or products have you tried in the past 12 months (i.e., since September 2023)?</p>	<p>Percent represents column % and should be read as: "10% of US Gen Z adults tried anti-aging skincare products like retinol or tretinoin in the past 12 months"</p>						
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	Total	Gender		Age			
		Male	Female	Gen Z	Millennials	Gen X	Boomers
<p><i>Multiple choice question. "Any new health trends NET" includes any of the options listed. Health trend category NETS in bold include options immediately below. Target: total.</i></p>							
Any "new health trends" trends NET	48%	39%	55%	55%	57%	46%	38%
Physical Wellbeing NET	22%	20%	25%	24%	28%	22%	17%
Prebiotics, probiotics or microbiome supplements (e.g., Bloom, Seed, AG1, Sakara, etc.)	14%	10%	18%	11%	15%	15%	14%
Physical detoxing (e.g., sauna, lymphatic massage, dry brushing)	6%	6%	5%	7%	9%	5%	2%
Cold-plunging, ice baths, or cold showers	5%	6%	4%	9%	8%	4%	1%
Celery juice	3%	2%	3%	4%	4%	2%	1%
Skincare/ Skin Health NET	21%	12%	30%	22%	26%	22%	17%
Anti-aging skincare products (e.g., retinol, tretinoin)	13%	6%	20%	10%	15%	15%	11%
Collagen powder/ supplements	8%	5%	11%	7%	9%	9%	7%
Red light therapy (for antiaging/ skin health)	3%	2%	3%	3%	4%	3%	2%
Gua sha	3%	1%	4%	6%	3%	2%	0%
Snail collagen essence	2%	1%	4%	4%	4%	2%	1%
Skin fasting	2%	2%	2%	3%	4%	1%	0%
Skin glazing/ slugging	1%	1%	2%	3%	3%	1%	0%

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Weight Loss NET	12%	14%	17%	18%	21%	16%	9%
Weight-loss medications (e.g., Ozempic, Mounjaro, Wegovy, compounded semaglutide)	6%	5%	7%	3%	6%	7%	6%
Juice cleanse	4%	4%	5%	7%	7%	3%	1%
Castor oil for detoxing	3%	2%	3%	4%	4%	2%	1%
Rapid weight loss diets (e.g., Baby Food Diet, Cabbage Soup Diet, etc.)	3%	3%	2%	5%	4%	1%	1%
Detox teas	6%	5%	6%	7%	9%	7%	1%
Hair Health NET	11%	7%	15%	20%	15%	8%	4%
Hair oiling	6%	4%	9%	12%	8%	5%	3%
Rosemary water for hair growth	4%	2%	6%	7%	6%	3%	2%
Rice water for hair growth	4%	3%	5%	9%	5%	3%	1%
Dental Health NET	10%	9%	11%	11%	14%	10%	7%
Water flossing	8%	7%	8%	8%	10%	6%	6%
Oil pulling	3%	3%	4%	5%	5%	4%	1%
Mental Health NET	5%	4%	7%	13%	8%	2%	0%
Hot girl walks	3%	1%	4%	7%	4%	1%	0%
Bed rotting	3%	1%	4%	8%	3%	1%	0%
Lucky girl syndrome	1%	1%	2%	3%	2%	1%	0%
Sleep NET	3%	3%	2%	5%	4%	2%	0%
Mouth-taping	2%	2%	1%	2%	3%	1%	0%
Sleepy girl mocktail	1%	1%	1%	3%	2%	1%	0%
Other	2%	2%	1%	0%	1%	1%	3%
Prefer not to say	4%	5%	3%	8%	6%	3%	2%
Not applicable - I have not tried any health and wellness trend/ or products in the past 12 months	48%	55%	41%	37%	38%	51%	61%
	4012	1939	2073	729	1122	975	1163

Effectiveness of "Unestablished health trends" Health Trends (T2B)	Percent represents column % and should be read as: "51% of US men who tried castor oil for detoxing, rated this health trend as "very" or "extremely" effective"						
	Total	Gender		Age			

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*Single choice rating question. Showing percentage of people who rated the effectiveness of the trend indicated as "very" or "extremely" effective. **Target:** Among people who have tried the trend noted (total number of those who tried the trend indicated by "n"). Note the "n" represents weighted data. Gray box indicates sample size not statistically significant.*

		Male	Female	Gen Z	Millennials	Gen X	Boomers
Skin glazing/ slugging [n= 58]	71%						
Skin fasting [n= 77]	68%	54%	46%				
Castor oil for detoxing [n= 104]	67%	51%	49%				
Juice cleanse [n= 168]	67%	46%	54%				
Water flossing [n= 316]	66%	46%	54%				
Lucky girl syndrome [n= 49]	65%	36%	64%				
Mouth-taping [n= 61]	65%	53%	47%				
Cold-plunging, ice baths, or cold showers [n= 212]	62%	61%	39%				
Weight-loss medications (e.g., Ozempic, Mounjaro, Wegovy, compounded semaglutide) [n= 233]	62%	47%	53%				
Physical detoxing (e.g., sauna, lymphatic massage, dry brushing) [n= 232]	61%	55%	45%				
Celery juice [n= 105]	61%	55%	45%				
Hot girl walks [n= 102]	60%	30%	70%				
Hair oiling [n= 256]	59%	34%	66%				
Rapid weight loss diets (e.g., Baby Food Diet, Cabbage Soup Diet, etc.) [n= 102]	57%	59%	41%				
Detox teas [n= 234]	57%	44%	56%				
Oil pulling [n= 134]	57%	39%	61%				
Rosemary water for hair growth [n= 166]	56%	32%	68%				
Prebiotics, probiotics or microbiome supplements (e.g., Bloom, Seed, AG1, Sakara, etc.) [n= 560]	56%	36%	64%				
Sleepy girl mocktail [n= 54]	56%	56%	44%				
Rice water for hair growth [n= 156]	52%	40%	60%				
Red light therapy (for antiaging/ skin health) [n= 118]	49%	42%	58%				
Snail collagen essence [n= 94]	48%	31%	69%				
Gua sha [n= 101]	48%	18%	82%				
Collagen powder/ supplements [n= 320]	44%	28%	72%				
Anti-aging skincare products (e.g., retinol, tretinoin) [n= 518]	43%	26%	74%				
Bed rotting [n= 101]	36%	31%	69%				

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Other [n= 66]	47%						
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Where did you learn about the health and wellness tools, resources, trends or products you've tried?	Percent represents column % and should be read as: "40% of US Millennials who tried a health approach, trend, or product in the last year learned about it through a Google search"						
	Total	Gender		Age			
		Male	Female	Gen Z	Millennials	Gen X	Boomers
<i>Multiple choice question. Source NETS indicated in bold include options listed immediately below. Target: among people who tried a health trend, product, or approach in the past 12 months.</i>							
Social Media NET	52%	57%	48%	67%	63%	44%	32%
YouTube	29%	36%	24%	36%	36%	26%	16%
Facebook	24%	27%	22%	25%	33%	20%	15%
Instagram	21%	21%	20%	33%	30%	13%	5%
TikTok	16%	15%	17%	30%	19%	14%	4%
X/ Twitter	10%	16%	7%	19%	14%	7%	1%
Reddit	8%	10%	6%	10%	12%	6%	2%
Other social media	0%	0%	1%	0%	0%	1%	1%
Search Engine NET	37%	41%	35%	44%	43%	35%	28%
Google	35%	37%	33%	42%	40%	33%	24%
Yahoo	6%	8%	5%	4%	8%	6%	5%
Bing	4%	5%	3%	4%	4%	4%	3%
Other search engine	1%	1%	1%	1%	0%	1%	1%
AI Search Engine or Bot NET	16%	23%	12%	25%	24%	11%	3%
ChatGPT	12%	17%	9%	20%	18%	7%	1%
Google Gemini	6%	8%	4%	9%	8%	3%	2%
Microsoft Copilot	4%	6%	2%	4%	6%	2%	1%
Anthropic's Claude	1%	2%	1%	2%	2%	1%	0%
Other AI search engine or chatbot	0%	0%	0%	0%	0%	1%	1%
News NET	16%	20%	13%	18%	16%	14%	16%
TV news channels (e.g., CNN, Fox News channel, etc.)	10%	13%	8%	11%	12%	7%	10%
News sites (e.g., NBCNews.com, Reuters.com, etc.)	9%	11%	7%	10%	9%	7%	8%
Other news source	2%	2%	2%	1%	1%	3%	4%
Health/ Wellness Website NET	30%	36%	26%	29%	37%	25%	27%
WebMD	14%	15%	14%	9%	13%	15%	21%

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MayoClinic	12%	12%	11%	10%	14%	11%	12%
Healthline	10%	11%	9%	14%	14%	7%	4%
Medical News Today	6%	9%	4%	8%	9%	5%	2%
Cleveland Clinic	6%	7%	5%	6%	8%	6%	5%
Verywell Health	4%	5%	4%	4%	7%	3%	2%
Other health/ wellness website	1%	1%	1%	0%	1%	1%	2%
My doctor or other healthcare provider	34%	37%	32%	25%	27%	40%	46%
A friend, family member, or colleague	32%	29%	34%	29%	32%	35%	31%
An email newsletter	6%	7%	5%	6%	7%	5%	5%
I'm not sure	6%	5%	7%	4%	7%	6%	8%
Other source	2%	1%	3%	1%	2%	4%	3%
Column n	1915	768	1147	407	634	440	429

<p>You mentioned hearing about these health and wellness tools, resources, trends or products on social media. Which of the following social media sources did you hear from?</p>	<p>Percent represents column % and should be read as: "30% of US women who used social media for inspiration on a health trend, product, or approach, used a lifestyle influencer "</p>						
	Total	Gender		Age			
<p><i>Multiple choice question. Target: among consumers who tried a health trend, product, or approach in the past 12 months AND learned about it through social media.</i></p>		Male	Female	Gen Z	Millennials	Gen X	Boomers
General health and wellness influencers	46%	48%	45%	50%	49%	45%	35%
Physician/ doctor influencers or similar experts on social media	46%	50%	43%	44%	50%	46%	40%
Family and friends on social media	34%	33%	34%	33%	37%	32%	28%
Lifestyle influencers (i.e., someone who shares a glimpse into their daily life)	27%	25%	30%	38%	29%	24%	12%
Health and wellness information brands (e.g., WebMD, Healthline, etc.)	25%	24%	26%	19%	23%	26%	39%
Health or condition-related support groups or communities	23%	26%	20%	24%	25%	22%	16%
Influencers who share my health condition or symptoms	22%	22%	23%	22%	24%	25%	16%
Health and wellness brands or companies (e.g., Nature Made, Green Chef, etc.)	22%	23%	21%	21%	22%	16%	31%
Celebrity influencers	18%	20%	17%	25%	22%	14%	3%

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Other	2%	2%	2%	0%	1%	5%	4%
Column n	999	439	560	270	397	191	140

Thinking about some of the newer health and wellness trends you tried in the past year, how did you validate the advice before trying?	Percent represents column % and should be read as: "27% of US Gen Z adults who tried a health trend, product, or approach, say they checked the background or credentials of experts providing the advice"						
	Total	Gender		Age			
		Male	Female	Gen Z	Millennials	Gen X	Boomers
<i>Multiple choice question. Source NETS indicated in bold include options listed immediately below. Target: among people who tried a health trend, product, or approach in the past 12 months.</i>							
Any Validation NET	87%	90%	86%	90%	91%	86%	81%
Looked at health and wellness sites to verify the information	35%	36%	35%	31%	37%	36%	35%
Looked online for other people's experience following the advice	34%	33%	34%	34%	39%	36%	24%
Looked for studies or other research to support the advice	31%	31%	31%	30%	33%	32%	29%
Asked family or friends their opinion on the advice	28%	30%	27%	33%	29%	26%	25%
Checked where the advice originated from	27%	28%	26%	27%	29%	25%	24%
Looked for others' opinions on the advice	26%	29%	24%	30%	29%	25%	20%
Checked background/ credentials of experts providing advice	21%	24%	19%	27%	23%	18%	15%
No Validation NET	19%	16%	20%	19%	16%	18%	23%
Asked my doctor about it	37%	42%	34%	34%	37%	38%	40%
I didn't, I figured I'd give it a try anyway	9%	8%	10%	11%	7%	8%	10%
I didn't need to; the advice is well known/ familiar	8%	6%	9%	7%	6%	7%	11%
I didn't, I trust the source of the advice	5%	5%	5%	6%	5%	4%	5%
Other	2%	3%	2%	1%	1%	3%	4%
Column n	1915	768	1147	407	634	440	429

Overall, how much research would you say you conducted to validate the health and	
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wellness hack, routine, or product before trying it?	Percent represents column % and should be read as: "17% of US Boomers who tried a health trend, product, or approach, say they didn't conduct much research before trying it"						
	Total	Gender		Age			
<i>Single choice question. Target: among people who tried a health trend, product, or approach in the past 12 months AND conducted any type of validation before trying.</i>		Male	Female	Gen Z	Millennials	Gen X	Boomers
A lot of research	26%	28%	26%	28%	27%	29%	22%
Some research	62%	60%	63%	59%	65%	59%	61%
Not much research	12%	13%	12%	13%	8%	13%	17%
<i>Column n</i>	1703	707	996	369	580	385	366

How do you feel about different health and wellness trends you see online or on social media?	Percent represents column % and should be read as: "35% of US Gen X are not sure which advice to trust when it comes to health and wellness trends on social media or online"						
	Total	Gender		Age			
<i>Multiple choice question. Source NETS indicated in bold include options listed immediately below. Target: total.</i>		Male	Female	Gen Z	Millennials	Gen X	Boomers
Negative Views NET	77%	77%	76%	75%	76%	76%	78%
There is a lot of conflicting information	38%	37%	39%	33%	34%	39%	44%
I'm not sure which advice to trust	33%	34%	32%	31%	29%	35%	37%
It's difficult to validate information	31%	34%	29%	29%	28%	33%	35%
I'm overwhelmed by the amount of information available	18%	17%	18%	20%	20%	16%	15%
It's difficult to find where trends originate	16%	16%	16%	17%	18%	16%	13%
I've found advice that turned out to be dangerous	13%	14%	12%	17%	15%	11%	11%
Positive Views NET	37%	35%	39%	53%	45%	32%	25%
I've found advice that worked for me	19%	18%	21%	27%	24%	15%	14%
They are useful for inspiration	16%	16%	17%	24%	20%	15%	10%
I've found helpful advice that I wouldn't have otherwise	16%	14%	18%	21%	17%	15%	12%
I want to say something else about health and wellness trends online or on social media	8%	8%	8%	3%	5%	9%	13%
<i>Column n</i>	4012	1939	2073	729	1122	975	1163

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When you have a health issue or question, what is your most preferred source of more information or advice?	Percent represents column % and should be read as: "50% of US Boomers say their preferred source for information or advice when they have a health question is their doctor or healthcare provider"						
	Total	Gender		Age			
		Male	Female	Gen Z	Millennials	Gen X	Boomers
<i>Multiple choice question. Source NETS indicated in bold include options listed immediately below. Target: total.</i>							
My doctor or other healthcare provider	37%	36%	38%	25%	27%	39%	50%
Health/ Wellness Website NET	17%	15%	18%	18%	15%	19%	16%
WebMD	8%	7%	9%	3%	5%	11%	10%
MayoClinic	4%	4%	5%	5%	5%	5%	4%
Healthline	1%	2%	1%	4%	1%	1%	0%
Cleveland Clinic	1%	1%	1%	1%	1%	1%	1%
Medical News Today	1%	1%	1%	2%	1%	0%	0%
Verywell Health	0%	0%	1%	1%	1%	0%	0%
Other health/ wellness website	0%	0%	0%	1%	0%	0%	1%
Search Engine NET	16%	15%	16%	18%	19%	16%	12%
Google	15%	14%	15%	17%	18%	15%	10%
Bing	1%	1%	1%	1%	1%	1%	1%
Yahoo	0%	0%	0%	1%	0%	0%	0%
Other search engine	0%	0%	0%	0%	0%	0%	0%
Social Media NET	9%	10%	8%	15%	14%	6%	4%
YouTube	4%	4%	3%	5%	5%	3%	2%
Facebook	2%	3%	1%	3%	3%	1%	1%
TikTok	1%	1%	2%	3%	1%	1%	0%
Instagram	1%	1%	1%	2%	2%	1%	0%
X/ Twitter	1%	1%	0%	1%	1%	0%	0%
Reddit	1%	1%	1%	1%	1%	0%	0%
Other social media	0%	0%	0%	0%	0%	0%	0%
AI Search Engine or Chatbot NET	3%	4%	2%	7%	5%	2%	1%
ChatGPT	2%	3%	1%	5%	4%	1%	0%
Google Gemini	1%	1%	0%	1%	1%	0%	0%
Microsoft Copilot	0%	0%	0%	1%	0%	0%	0%
Anthropic's Claude	0%	0%	0%	0%	0%	0%	0%
Other AI search engine or chatbot	0%	0%	0%	0%	0%	0%	0%

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News NET	2%	2%	3%	2%	3%	3%	2%
TV news channels (e.g., CNN, Fox News channel, etc.)	1%	1%	1%	1%	1%	1%	1%
News sites (e.g., NBCNews.com, Reuters.com, etc.)	1%	1%	1%	1%	1%	0%	0%
Other news source	1%	1%	1%	0%	1%	1%	1%
A friend, family member, or colleague	5%	5%	5%	6%	5%	5%	5%
Other source	1%	2%	1%	0%	1%	2%	3%
An email newsletter	0%	0%	0%	1%	0%	0%	0%
A health and wellness website	0%	0%	0%	0%	0%	0%	0%
I'm not sure	9%	9%	8%	9%	10%	9%	7%
<i>Column n</i>	4012	1939	2073	729	1122	975	1163

<p>Thinking about health and wellness advice based on artificial intelligence (AI), which of the following statements apply to you?</p>	<p>Percent represents column % and should be read as:"21% of US adults say that when it comes to health and wellness advice, it feels too risky to take advice from AI sources"</p>						
	Total	Gender		Age			
<p><i>Multiple choice question. Source NETS indicated in bold include options listed immediately below. Target: total.</i></p>		Male	Female	Gen Z	Millennials	Gen X	Boomers
Unfavorable NET	45%	43%	46%	42%	45%	44%	46%
I don't trust AI with my data or personal information	25%	23%	27%	19%	20%	25%	31%
It feels too risky to take advice from AI sources	21%	21%	21%	20%	22%	20%	22%
I don't trust the response to be accurate	21%	20%	22%	20%	20%	22%	21%
I don't know where the information/ response is coming from	17%	17%	18%	16%	15%	18%	19%
Favorable NET	42%	43%	40%	59%	50%	39%	27%
It's useful as a starting point	23%	23%	22%	29%	26%	22%	17%
It's fine as long as I verify the advice with credible sources	21%	21%	21%	27%	23%	22%	16%
I'm able to get a fast response to my questions	15%	15%	14%	23%	20%	12%	7%
It's helpful to breakdown complex information	14%	14%	14%	23%	18%	11%	7%
Other	1%	1%	1%	0%	1%	1%	1%
Not applicable - I don't use AI for health and wellness advice	28%	30%	27%	20%	23%	31%	36%
<i>Column n</i>	4012	1939	2073	729	1122	975	1163

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For which of the following symptoms or health issues would you look online for information or advice INSTEAD of seeing or asking a doctor?	Percent represents column % and should be read as: "23% of US Gen Z adults say that a dizziness is a symptom for which they would rather look online for information or advice instead of seeing or asking a doctor"						
	Total	Gender		Age			
<i>Multiple choice question. "Any NET" includes all individual symptom options. Target: total.</i>		Male	Female	Gen Z	Millennials	Gen X	Boomers
Any NET	53%	50%	56%	65%	62%	54%	40%
New rash	18%	14%	22%	18%	22%	22%	12%
Toothache	17%	17%	18%	24%	22%	18%	8%
Chronic fatigue	15%	13%	16%	12%	17%	17%	13%
Earache	15%	13%	16%	14%	16%	17%	11%
Dizziness	14%	14%	15%	23%	16%	13%	10%
Chronic constipation	12%	10%	13%	10%	13%	15%	9%
Severe joint pain	11%	11%	11%	10%	12%	12%	10%
Unexplained swelling	10%	9%	12%	10%	11%	13%	8%
Persistent diarrhea	10%	9%	11%	11%	12%	12%	8%
Fever lasting more than one day	10%	10%	10%	13%	12%	10%	6%
Painful swallowing	9%	9%	10%	14%	12%	10%	5%
Sudden weight gain	9%	8%	10%	13%	12%	9%	5%
Sudden weight loss	8%	8%	8%	11%	11%	7%	4%
Urinary urgency	8%	7%	8%	8%	9%	9%	6%
Chest pain	8%	8%	7%	13%	10%	7%	3%
Difficulty breathing	7%	8%	6%	12%	8%	6%	4%
Persistent vomiting	6%	7%	5%	9%	7%	6%	4%
Unexplained bleeding	5%	5%	6%	7%	7%	6%	3%
Other	3%	2%	3%	2%	2%	3%	3%
Not applicable - I would only ask for information/advice from a doctor	45%	48%	42%	34%	37%	44%	58%
<i>Column n</i>	4012	1939	2073	729	1122	975	1163

How much, if at all, do you trust health and wellness advice from the following sources?	
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<p>Percent represents column % and should be read as: "When it comes to health and wellness advice, 30% of US adults trust health and wellness websites very much or completely"</p>	"Very much" or "Completely"						
	Total	Gender		Age			
<p>Select one rating question: "Not at all", "Not very much", "Somewhat", "Very much", "Completely". Target: total.</p>		Male	Female	Gen Z	Millennials	Gen X	Boomers
AI chatbots or AI search engines	9%	11%	7%	14%	16%	7%	3%
Social media	10%	12%	9%	16%	19%	7%	2%
Health and wellness websites	30%	30%	29%	40%	39%	26%	19%
Search engines	18%	20%	17%	26%	26%	16%	9%
Column n	4012	1939	2073	729	1122	975	1163
<p>Percent represents column % and should be read as: "When it comes to health and wellness advice, 30% of US adults trust health and wellness websites very much or completely"</p>	"Not very much" or "Not at all"						
	Total	Gender		Age			
<p>Select one rating question: "Not at all", "Not very much", "Somewhat", "Very much", "Completely". Target: total.</p>		Male	Female	Gen Z	Millennials	Gen X	Boomers
AI chatbots or AI search engines	65%	63%	68%	51%	51%	71%	82%
Social media	64%	65%	64%	43%	49%	72%	84%
Health and wellness websites	21%	24%	19%	15%	18%	21%	28%
Search engines	33%	36%	30%	25%	25%	34%	42%
Column n	4012	1939	2073	729	1122	975	1163

Survey conducted by YouGov among 4,012 US Adults between September 5 and September 10, 2024. Data is weighted to be nationally representative based on US population demographics. Base size for questions indicated by "Column n". Note that base size may change based on question logic. Age is broken out by generation, defined as follows: Gen Z, born 1997–2012 (ages 12-27); Millennials, born 1981–1996 (ages 28-43); Gen X, born 1965–1980 (ages 44-59); Boomers, born 1946–1964 (ages 60-78)