

THE PUBLIC'S PERCEPTIONS OF ACETAMINOPHEN'S PROFILE, ROLE & VALUE

A Survey of the American Public
by APCO Insight

OVERVIEW

This study aims to better understand how U.S. adults perceive over-the-counter acetaminophen as a pain reducer and fever reliever and its role as part of an at-home health care kit.

Three changes in the health care and public health landscape motivated this study.

1

Health care decisions and pain management have increasingly been placed in the hands of individual Americans. The current health care system in the United States is overburdened, and access to health care is increasingly challenging. As a result, there is a well-documented increased reliance by consumers on self-care, which requires access to medicines that are affordable and can be used safely to self-treat appropriate symptoms. This shift places a higher demand on over-the-counter medical products. This study explores acetaminophen's role in Americans' ability to care for themselves.

2

The pandemic further accelerated this shift in the health care landscape because of dramatic changes in daily living and health care access and delivery. U.S. consumers are looking at health and wellness in a new light, shifting their behavior and taking more control over their own care. All groups have had to adopt new health practices and outlooks to protect themselves and maintain their health, including people with chronic pain or particular medical conditions, such as those immunocompromised; and consumers who lack access to health care due to economic, geographic, or other reasons. This report explores acetaminophen's role in this new health care environment, especially for those with needs due to age, personal medical conditions and challenges, or systemic barriers related to economic, geographic, or racial factors.

3

Efficacious, accessible, and non-addictive pain relief options are critical to addressing the opioid epidemic, especially since common chronic pain conditions affect 116 million U.S. adults—more than those with heart disease, diabetes, and cancer combined ([Institute of Medicine, National Academies of Health 2011](#)). And, in recent years, the prevalence of pain conditions has been increasing ([Zajacova et. al 2018, Journal of Demography](#)). In this context, the FDA has identified the need for non-opioid analgesics as a national priority. This report looks specifically at how U.S. adults view acetaminophen as part of their pain management toolkit.

APPROACH

APCO Insight, the research consultancy of APCO Worldwide that conducts independent opinion research around the world since its inception in 1998, conducted a poll of 2,499 U.S. adults from January 26 to February 9, 2022. Johnson & Johnson Consumer Health sponsored the survey. Its Scientific Education and Patient Advocacy (SEPA) advisory board and YouGov, an international research data and analytic group with academically credentialed survey methodologists, worked with [APCO Insight](#) to ensure the survey encompassed all appropriate audiences, was rigorously designed, and was scientifically accurate.

The survey was offered in English or Spanish. Survey results were weighted to be representative of the U.S. adult population by region, age, gender, race, and education. The margin of error for the survey is $\pm 2\%$ and is higher for subgroups and when opinion is more divided. Subgroups are reported when the sample is above $n \geq 200$.

DISCLAIMERS

The responses in this report reflect the opinions of the survey respondents and do not necessarily represent the views of Johnson & Johnson Consumer Health. If you have questions, you can contact Chrystine Zacherau, Senior Director at APCO Insight, at czacherau@apcoworldwide.com or Jonathan Johnson, Research Manager, at jjohnson@apcoworldwide.com.

EXECUTIVE SUMMARY

Summary of Findings

Acetaminophen helps a significant number of Americans manage their pain safely and focus on their overall health and wellbeing because it is a trusted and accessible over-the-counter medication for appropriate symptom control.

The Role of Acetaminophen

Acetaminophen is seen by consumers as an efficacious, affordable, and easy to use option. It can be found in the majority of Americans' homes, is a highly preferred pain and fever relief option, and enables people to be pro-active in relieving appropriate symptoms and practicing self-care. Acetaminophen is of particular benefit when those who self-report living with chronic pain need it. And, it is valuable for other groups, such as minorities, the elderly, those with limited access to medical care, and those for whom non-steroidal anti-inflammatory drugs (NSAIDs, like ibuprofen) are not an appropriate choice.

34% of all adults take acetaminophen a few times a month, as do 56% of those with chronic pain, 48% of those for whom NSAIDs are less appropriate, 40% of low-income households, 38% of rural residents, 35% of women, 33% of people over 50, and 30% of people of color.

U.S. adults agree that acetaminophen is affordable (83%), effective (76%), tolerable (77%), non-addictive (75%), and safer than other pain relief options (60%).

72% say that acetaminophen helps gives them pain relief to do the things they want to do.

46% choose acetaminophen as a fever reducer; ibuprofen is chosen second at 34%.

The Knowledge of Acetaminophen's Safety Profile

When deciding whether to take acetaminophen, consumers often take into account its safety profile. Those with recurring or chronic pain are especially cognizant of its safety considerations when they need to use it, the presence of acetaminophen in other over-the-counter medicines or prescription medicines, and the consequences of using opioids.

52% of adults regularly think about ensuring the correct and safe amount of acetaminophen is always used.

58% of those with chronic pain regularly think about not taking too many products with acetaminophen, compared to 46% overall.

61% of those with chronic pain regularly think about not taking multiple over-the-counter and prescription medicines, compared to 46% overall.

78% of those with chronic pain agree acetaminophen does not have a risk of addiction unlike opioids, compared to 75% overall.

The Satisfaction with Acetaminophen Dosing Options

U.S. consumers are satisfied with the current different strength options of over-the-counter acetaminophen. An equal number prefer regular-strength and extra-strength, with the latter being the much stronger preference for those with recurring or chronic pain.

81% say that it is important to be able to get acetaminophen without a prescription.

42% prefer extra strength (1000mg). 43% prefer regular strength (650mg).

63% of those living with chronic pain prefer extra strength. 31% prefer regular strength.

TRUST IN ACETAMINOPHEN

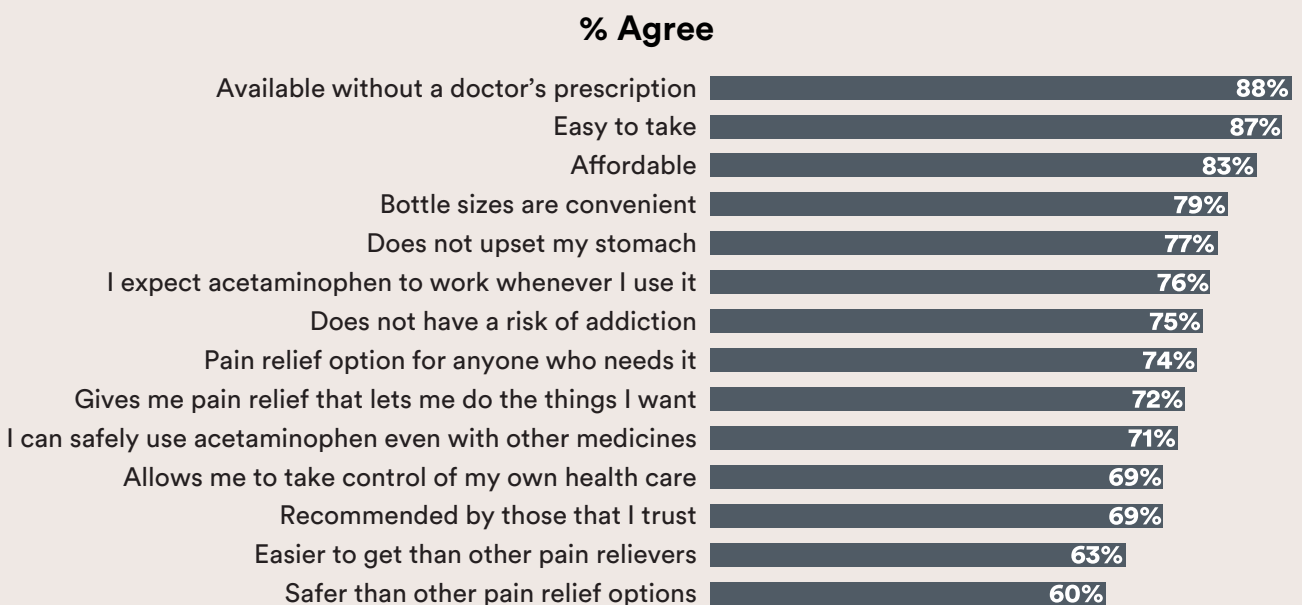
Americans have acetaminophen in their homes because they know it and trust in it.

Acetaminophen is a well-known remedy throughout the United States. In this survey, sixty-five percent of Americans and 77% of those with chronic pain report having acetaminophen in their homes, making it the most common household over-the-counter pain reliever, alongside ibuprofen. One in three Americans and over half of those living with chronic pain use acetaminophen a few times a month (see data on the next page). This figure is 48% for those whom NSAIDs are less appropriate. For many, acetaminophen is a staple in their medicine cabinets.

U.S. adults want acetaminophen to remain available over-the-counter for a variety of reasons.

Eighty-one percent of consumers say that it is important to be able to get acetaminophen without a prescription (see data on the next page)—and preference for regular-strength (43%) and extra-strength (42%) are equal among the public. People agree that acetaminophen is accessible without a prescription (88%), affordable (83%), effective (76%), tolerable (77%), non-addictive (75%), and safer than other pain relief options (60%). Lastly, 37% of Americans say they regularly think about ensuring enough acetaminophen is available when they need it. For those with chronic pain and whom NSAIDs are less appropriate, that number increases to 51% and 50% respectively.

Q32. Below are some reasons others have said why the availability of over-the-counter acetaminophen is important. In your view, do you agree or disagree over-the-counter acetaminophen is important for these reasons?



Acetaminophen is a preferred treatment for multiple symptoms.

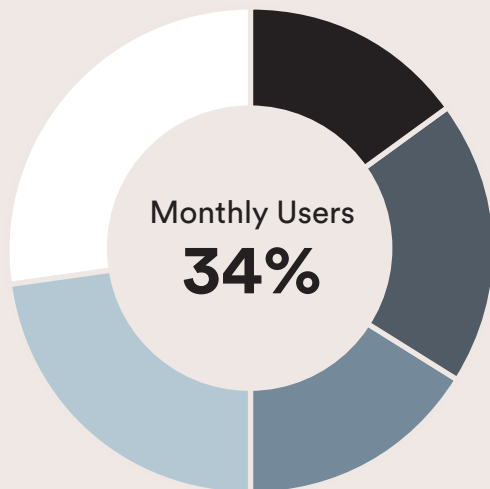
The [World Health Organization](#) deemed acetaminophen an essential medicine in 2021 for pain, palliative care, and migraines. This study shows acetaminophen is chosen to deal with multiple symptoms, including headaches, fever, aches and pains, arthritis, back pain, cold and flu, and pain from injuries. In total, only 5% of U.S. adults or less are unsatisfied with how acetaminophen addresses the seven different symptoms tested in this survey. Majorities find it to be effective in treating five of the ailments, especially headaches (66% satisfied), fever (61%), and aches and pains (63%). In fact, Americans choose acetaminophen as a fever reducer (46%) more than any other product (ibuprofen is second at 34%).

Acetaminophen's safety profile is often taken into account.

According to a peer reviewed study, nearly all take acetaminophen safely, appropriately, and per the label ([Kaufman 2019, British Journal of Clinical Pharmacology](#)).

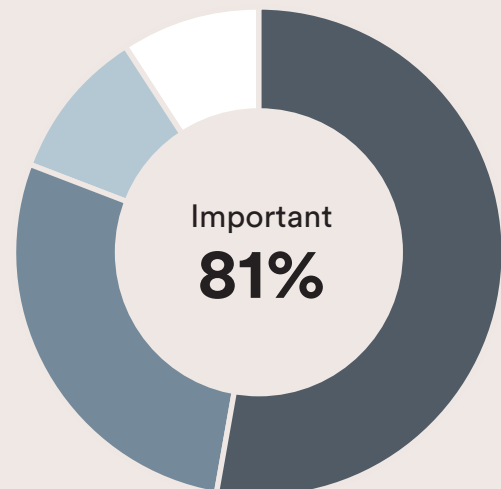
This study about perceptions of acetaminophen also shows safety is considered. When asked to choose their top five reasons for using it, "safety" is the number two reason (47%), only behind "it works" (60%). But the top two concerns about acetaminophen are about its proper usage and safety: 55% regularly think about the fact that taking too much acetaminophen might hurt their organs, and 52% regularly think about ensuring the correct and safe amount is always used. Those with chronic pain are especially attuned to not taking too many products with acetaminophen (58%) nor taking too many over-the-counter and prescription medicines together (61%).

Q25. In the past six (6) months, about how often did you use acetaminophen?



- 15% At least once a week
- 19% A few times a month
- 16% A few times over the past three months
- 23% A few times over the past six months
- 27% Never in the past six months

Q29. Overall, how important is it to you to be able to get acetaminophen, such as Tylenol, in stores, that is over-the-counter and without a prescription?



- 53% Very important
- 28% Somewhat Important
- 10% Not too important
- 9% Not important at all

ACETAMINOPHEN SUPPORTS HEALTH EQUALITY

Americans use acetaminophen, no matter their demographics.

In the U.S., access to self-care products, pain management options, and clinician care is not equitable ([Centers for Disease Control and Prevention, 2022](#)).

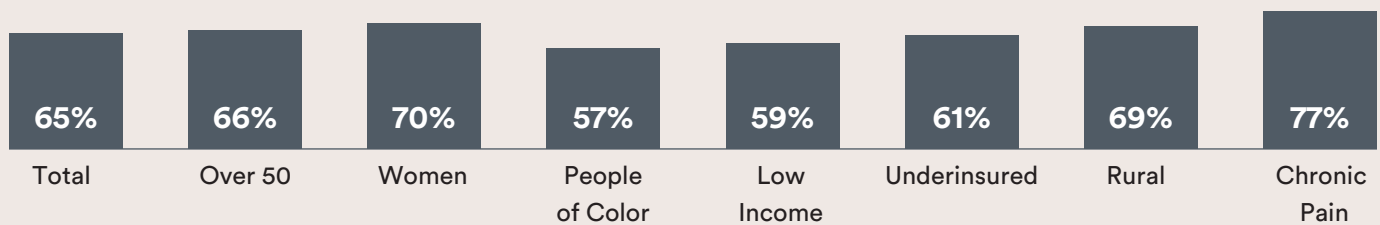
Over-the-counter acetaminophen is used at similar rates by people of various economic, geographic, and demographic profiles. In the past month, 34% of all U.S. adults took acetaminophen, as did 40% of people with low-income, 38% of rural residents, 35% of women, 33% of people over 50, and 30% of people of color.

Various communities are satisfied with and have acetaminophen.

U.S. consumers feel better prepared to relieve their pain and fever symptoms because acetaminophen is in their home. For example, 65% percent of all adults, 57% of people of color, 69% of those living in rural areas, and 59% of people with low incomes have acetaminophen in their home. Even when segmenting based on age, sex, race, socioeconomic status, and where one lives, there is little difference in both who has acetaminophen in their home and their satisfaction with acetaminophen in addressing a range of relevant ailments (see data on page 7).

Q22. Which of these specific pain relievers do you currently have in your home, either as its generic or a named brand?

% Acetaminophen in Their Home



Acetaminophen is considered accessible and affordable to groups who lack equitable access to health care.

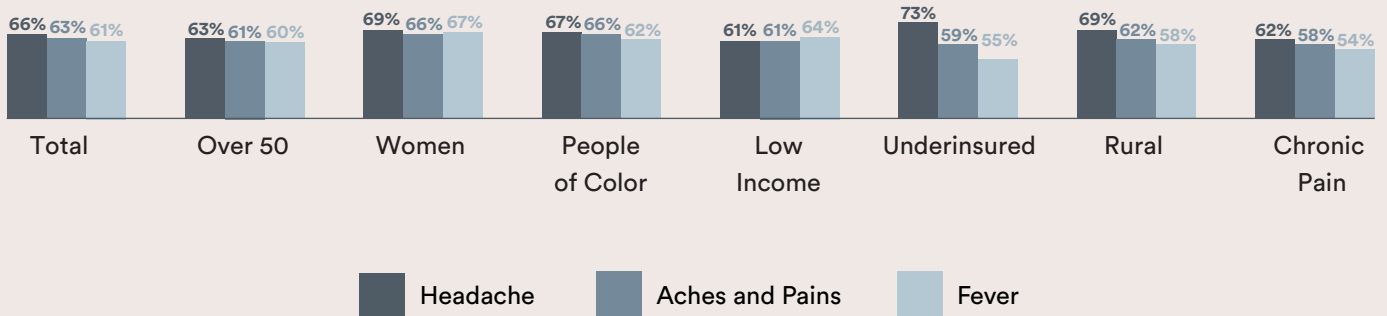
Many Americans cannot easily obtain prescription medications or afford to see a clinician ([Gallup 2021; National Opinion Research Center 2018](#)). Over the counter availability of acetaminophen helps address this issue because it is readily accessible across population subgroups. For example, Hispanic (76%) and Black Americans (68%) are more likely to say that acetaminophen is easier to get than other pain relievers than White Americans (59%). 86% without health insurance, 65% who have low incomes, and 59% of rural residents agree as well. Acetaminophen’s affordability is also a reason why 50% of both Hispanic and Black Americans, 48% of Americans with low incomes, and 47% of Americans who are uninsured choose it. As a medicine found in stores and homes across the country, acetaminophen helps Americans of every background.

Changing access to acetaminophen may increase costs for consumers and the burden on health care providers, especially for systemically marginalized or vulnerable populations.

Many say they may seek a prescription for pain relief if extra-strength acetaminophen were not available over the counter, placing additional burden on the health care system. Among all U.S. adults surveyed, 32% would likely seek a prescription for pain relief if extra-strength acetaminophen were not available. 53% with chronic pain say they would likely seek a prescription, as would 47% of people who are Black, 40% with low-income, and 39% on government insurance. Overall, current access to acetaminophen can help minimize costs for consumers and reduce burden on health care providers.

Q33. How satisfied are you with acetaminophen for each of these reasons?

Acetaminophen Satisfaction for Ailments
(% Satisfied)



THE RISE OF SELF-CARE

Acetaminophen helps Americans feel more in control of their health.

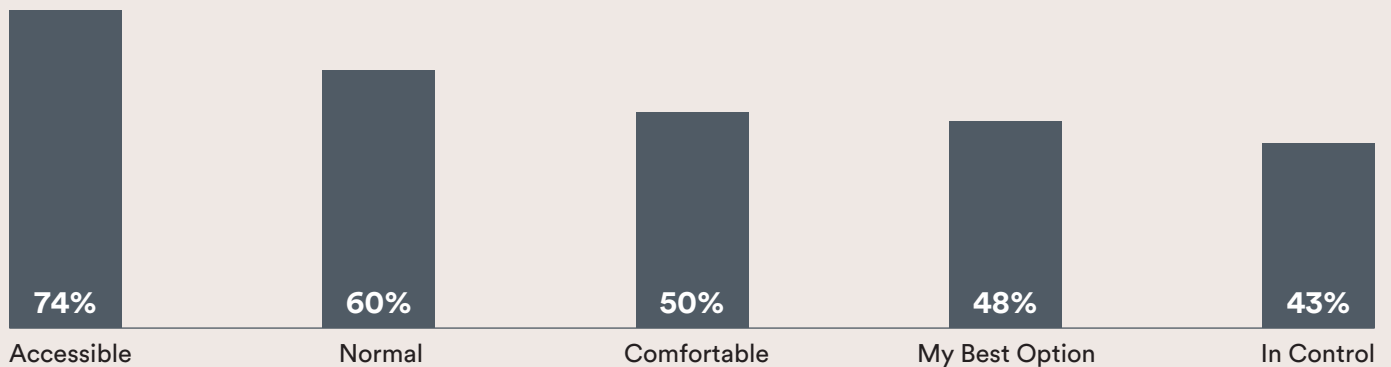
Today, many consumers are wellness-focused and rely on self-care. 74% of U.S. adults report taking a daily vitamin or other nutritional supplement in the past month, while 68% report doing so in the last week. Over-the-counter acetaminophen is part of Americans’ medicine cabinet for use when needed: 69% say that acetaminophen is important because it allows them to take control of their own health. When describing how they feel having acetaminophen over-the-counter, a majority of Americans say “comfortable” and “normal.” And, three in four say it is “accessible.” U.S. adults view acetaminophen as an accessible and dependable pain reliever that they can turn to when needed, without a prescription or scheduling a doctor’s appointment.

Many consumers use acetaminophen to help them engage in regular activities.

Staying active is a critical component of self-care and general wellbeing ([National Institute of Aging 2020](#)). The accessibility and effectiveness of acetaminophen allows U.S. consumers to take a proactive approach to their health and quality of life. 72% say that acetaminophen helps provide pain relief to do the things they want to do. 52% report that acetaminophen gives them pain relief to get a full night’s sleep. Over 40% of people also say that it helps them with daily living tasks like showering and dressing, spending quality time with loved ones, and typical movement activities like walking. Finally, 40% of U.S. adults rely on acetaminophen for pain relief so that they can participate in activities that take extra effort, such as swimming and hiking. These numbers are often even higher for those with chronic pain and for whom NSAIDs are less appropriate (see data on the next page).

Q31. Here are a list of words or phrases that may describe how people feel about having acetaminophen available to buy at a store without a prescription. Please rank up to five that match your feeling.

Top 5 Feelings Toward Acetaminophen Being OTC



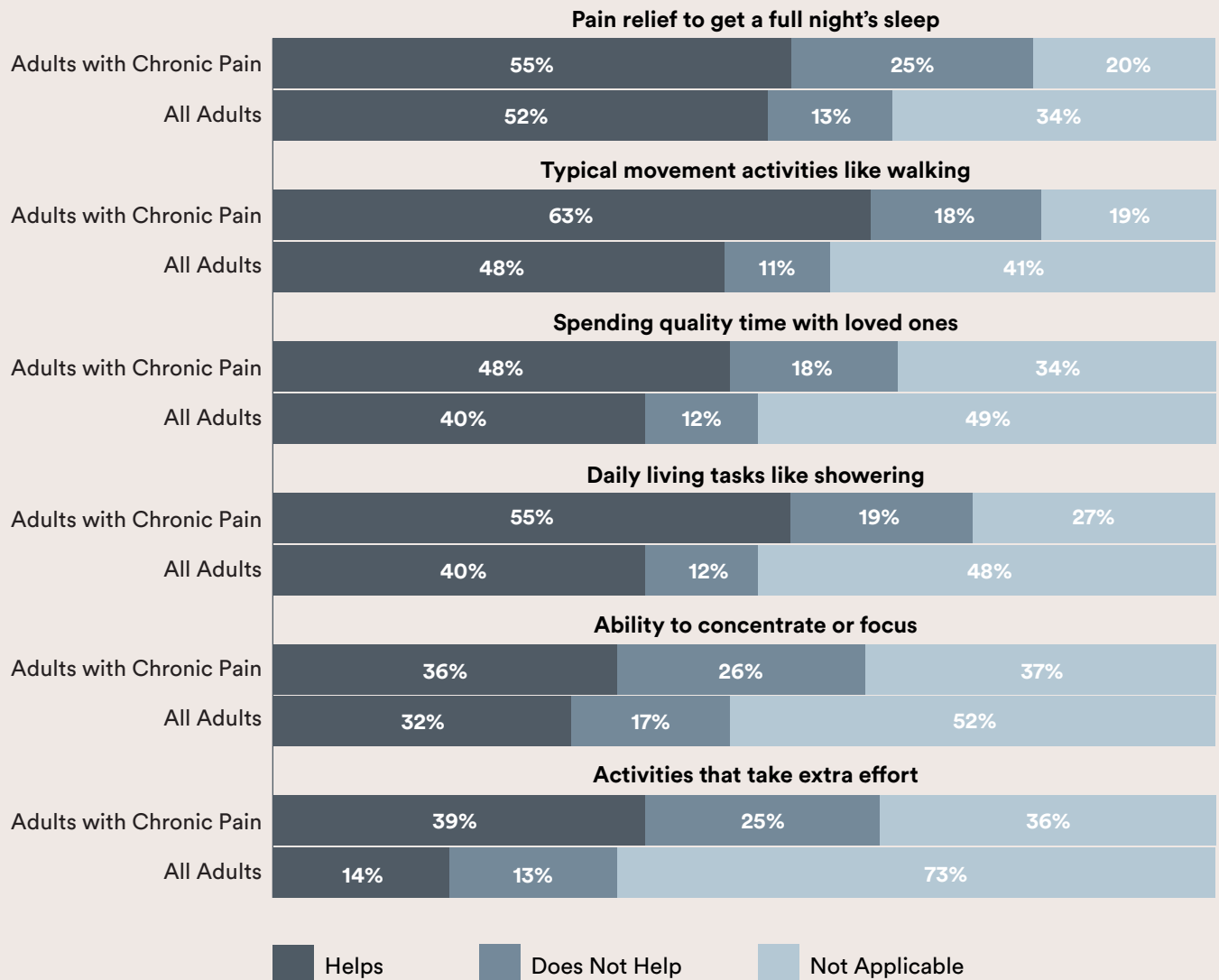
Acetaminophen offers relief to people with chronic pain and is a pain relief option to opioids.

One in four people living with chronic pain report taking a prescription opioid in the past month (23%), but more than double that use acetaminophen monthly (56%), with a strong preference for extra-strength (63%). With three in four of those living with chronic pain agreeing acetaminophen does not pose a risk of addiction, many worry what would happen if it were not available: 51% regularly think about having enough acetaminophen readily available when they need it. The findings suggest the availability of extra-strength pain relief options can inhibit exposure to risky outcomes associated with opioids and other narcotics.

Many with higher pain management needs or challenges accessing health care prefer extra-strength acetaminophen.

A recent study published by Duke University Press found that the prevalence of chronic pain is increasing in the United States ([Zajacova et. Al 2018, Journal of Demography](#)). In this study, people with chronic pain prefer extra-strength acetaminophen (63%) over regular-strength acetaminophen (31%). The same is true for people from rural areas (47% vs. 39%), with government insurance (47% vs. 37%), over 50 (45% vs. 37%), and identify as Black (46% vs. 38%).

Q34. Thinking about your regular activities, how much does acetaminophen help you to do these things?



CONCLUSION

As Americans have taken increasing responsibility for their own care, over-the-counter acetaminophen has remained a trusted, essential part of the at-home health care kit. This survey shows it is seen as accessible, affordable, effective, non-addictive, and safe for relieving pain or fever symptoms and enabling people to conduct their regular activities.

U.S. adults with higher need for occasional pain and fever relief, such as older adults, those with chronic pain, for whom NSAIDs are less appropriate, and systematically marginalized communities, also rely on acetaminophen to conveniently treat their pain and fever. There is a strong preference for extra-strength acetaminophen among people with recurring or chronic pain.

Many U.S. consumers weigh acetaminophens' safety profile when using it and are conscious of the need to limit or control its use. In particular, a large number view acetaminophen as a non-addictive alternative to opioids, especially those living with recurring or chronic pain.

81% say that it is important to be able to get acetaminophen without a prescription.

U.S. adults agree that acetaminophen is affordable (83%), effective (76%), tolerable (77%), non-addictive (75%), and safer than other pain relief options (60%).

72% say that acetaminophen helps gives them pain relief to do the things they want to do.

Majorities find it effective for treating five of the seven ailments surveyed, especially headaches (66% satisfied), fever (61%), and aches and pains (62%). Only 5% or less are unsatisfied with the relief it provides for the seven tested symptoms.

34% of all adults take acetaminophen a few times a month, as do 56% of those with chronic pain, 48% of those for whom NSAIDs are less appropriate, 40% of low-income households, 38% of rural residents, 35% of women, 33% of people over 50, and 30% of people of color.

63% of those with chronic pain prefer extra-strength (42% for all adults). 31% prefer regular strength (43% for all adults).

52% of adults regularly think about ensuring the correct and safe amount of acetaminophen is always taken.

58% of those with chronic pain regularly think about not taking too many products with acetaminophen (46% for all adults).

61% of those with chronic pain regularly think about not taking multiple over-the-counter and prescription medicines (46% for all adults).

78% of those with chronic pain agree acetaminophen does not have a risk of addiction unlike opioids (75% for all adults).

TOPLINE DATA

These next questions are going to ask about how you and your family members address their health care needs.

Some of these questions may focus on using prescription and non-prescription, or over-the-counter medicines. Over-the-counter medicines are those you can buy off the shelf at a pharmacy or retail store without a prescription. Prescription medicines are those ordered by a doctor or other health care provider and filled by a pharmacist, either at a pharmacy or by mail order.

Please know that your responses will be kept absolutely anonymous and your privacy will be protected.

Q7. When it comes to making decisions about your own health care, who is the primary decision-maker?

TOTAL (N=2,499)	
Myself	91%
My spouse or partner	4%
My parent or other family member	5%
Someone else	*%
I prefer not to respond	1%

Interpretive Notes

Percentages are rounded to the nearest whole percent, so not all columns or rows will add exactly to 100%. *% indicates either 0 percent or the figure rounded down to 0 percent.

Q9. Which, if any, of these conditions have you ever been diagnosed by a health care provider with?

TOTAL (N=2,499) (Select all that apply. Percentages do not add up to 100%)	
High blood pressure	33%
Depression	23%
Seasonal allergies	22%
Arthritis	18%
Asthma	14%
Migraines	12%
Type 2 diabetes	10%
Chronic pain	9%
Cancer	5%
Heart disease	5%
Stomach or intestinal ulcers	3%
Kidney disease	3%
Psoriasis	2%
Stroke	2%
Hepatitis C	2%
Bleeding or clotting disorders	1%
Liver disease	1%
Ulcerative colitis	1%
Renal impairment	1%
Stomach bleeding	1%
Liver cirrhosis	1%
Chron's disease	1%
Lupus	*%
Acute liver failure	*%
None of the above	27%
I prefer not to respond	2%

Q10. Do you currently use tobacco or nicotine products at least once a day?

TOTAL (N=2,499)	
Yes, use tobacco or nicotine daily	20%
No, do not use daily	79%
I prefer not to respond	1%

Q10a. On average, how many alcoholic drinks do you have per day?

TOTAL (N=2,499)	
0	71%
1	15%
2	8%
3	3%
4	1%
5 or more	1%
I prefer not to respond	2%

Q10b. Do you currently take any of the following medicines?

TOTAL (N=2,499)	YES	NO	PREFER NOT TO RESPOND
Aspirin	35%	64%	1%
SSRI antidepressants, like Lexapro (escitalopram), Prozac (fluoxetine), or Zoloft (sertraline)	17%	82%	1%
Diuretics or “water pills”, like Lasix (furosemide) or Aldactone (spironolactone)	11%	88%	1%
Blood thinners, like Eliquis (apixaban), Xarelto (rivaroxaban), or Coumadin (warfarin)	6%	93%	1%

Q10c. Do you have a history of dealing with any of the following allergies or medical issues?

TOTAL (N=2,499)	YES	NO	PREFER NOT TO RESPOND
Stomach problems, such as heartburn	37%	62%	1%
Allergy to aspirin	3%	96%	1%
Allergy to ibuprofen	3%	96%	1%

Q11. How often do you turn to the following sources for trusted health information?

TOTAL (N=2,499)	OFTEN	SOMETIMES	RARELY	NEVER
A doctor or other health care professional	47%	39%	11%	4%
Family or Friends	16%	47%	27%	10%
Online sources, like WebMD or the Mayo Clinic	14%	44%	25%	17%
Government institutions like the Centers for Disease Control (CDC) or Surgeon General	12%	29%	25%	34%
Social media, like Facebook or Instagram	5%	11%	22%	61%
Websites of companies that make medicines or health products	5%	26%	33%	36%
Patient Support Groups	3%	11%	20%	67%

Q11a. How much do you worry about the government getting in the way of your personal healthcare choices?

TOTAL (N=2,499)	
A lot	28%
Somewhat	28%
Not that much	24%
Not at all	17%
Don't know	2%

Q12. When was the last time you did the following activities with a health care provider, such as a doctor, nurse, or pharmacist?

TOTAL (N=2,499)	IN THE PAST MONTH	IN THE PAST SIX (6) MONTHS	WITHIN THE LAST YEAR	MORE THAN A YEAR AGO	NEVER
Recurring follow-up visits for chronic conditions	15%	22%	12%	18%	33%
An annual physical or routine wellness check-up (non-sick visit)	14%	28%	30%	24%	5%
Advice on managing medicines, including prescription and non-prescription, or over-the-counter products	13%	18%	14%	23%	32%
Care for a non-urgent illness (sick visit)	10%	19%	14%	42%	15%
Urgent or emergency care	6%	10%	11%	54%	19%

Q13. And when you visited a health care provider, were the appointments mostly in-person or remote telehealth, such as by phone or a computer with internet?

TOTAL (N=2,456) (Among those who did not select "Never" in Q12)	
Only in-person appointments	63%
Some of both in-person and telehealth	34%
Only remote telehealth appointments	3%

Q14. In a typical year, how often would you visit a health care provider for the following reasons? Enter the number of times you visited a health care provider in a typical year. Enter "0" if you do not typically do any.

AMONG THOSE WHO DID NOT SELECT "NEVER" IN Q12	N-SIZES	0	1	2	3	4	5+
Urgent or emergency care	(n=2,035)	50%	18%	10%	5%	2%	3%
Advice on managing medicines, including prescription and non-prescription, or over-the-counter products	(n=1,739)	41%	26%	10%	3%	2%	3%
Care for a non-urgent illness (sick visit)	(n=2,114)	34%	32%	12%	5%	2%	3%
Recurring follow-up visits for chronic conditions	(n=1,765)	20%	23%	20%	8%	10%	9%
An annual physical or routine wellness check-up (non-sick visit)	(n=2,384)	12%	53%	17%	4%	4%	2%

Q14a. How seriously do you think your health care provider listens to you when discussing pain you have?

TOTAL (N=2,499)	
Very seriously	41%
Somewhat seriously	41%
Not that seriously	10%
Not seriously at all	3%
Not applicable	6%

Q14b. How much does your health care provider help you understand options for taking care of the pain you have?

TOTAL (N=2,499)	
Helps a lot	38%
Helps somewhat	38%
Does not help that much	10%
Does not help at all	2%
Not applicable	13%

Q15. Which method of transportation do you use for most of your daily activities?

TOTAL (N=2,499)	
Personal car	80%
Walking	8%
Public transit (i.e. a bus or subway)	4%
Rideshare (i.e. a taxi or Uber)	1%
Bicycle or scooter	1%
Something else	1%
Homebound, or do not travel for daily activities	4%

Q16. Thinking about where you are living right now, how difficult is it for you to make an in-person visit to these locations?

TOTAL (N=2,499)	NOT DIFFICULT AT ALL	A LITTLE DIFFICULT	SOMEWHAT DIFFICULT	VERY DIFFICULT
Your usual grocery store	86%	7%	5%	2%
A pharmacy or other store that sells medicines	85%	8%	4%	2%
Your local post office	81%	11%	5%	3%
An urgent or emergency care clinic	73%	15%	9%	3%
Your doctor or another health care provider who provides routine care	71%	16%	9%	4%
The nearest airport	48%	26%	16%	10%

Q17. About how many minutes does it normally take you to get to the following locations?

TOTAL (N=2,499)	LESS THAN 10 MINUTES	10 TO 30 MINUTES	31 MINUTES TO AN HOUR	MORE THAN AN HOUR	NOT SURE
A pharmacy or other store that sells medicines	69%	25%	4%	0%	2%
Your usual grocery store	64%	29%	5%	1%	1%
Your local post office	63%	31%	3%	1%	3%
An urgent or emergency care clinic	43%	43%	9%	1%	4%
Your doctor or another health care provider who provides routine care	30%	50%	14%	3%	3%
The nearest airport	6%	30%	38%	22%	5%

Q18. When was the last time you did each of these?

TOTAL (N=2,499)	IN THE PAST WEEK	IN THE PAST MONTH	IN THE PAST THREE (3) MONTHS	IN THE PAST SIX (6) MONTHS	WITHIN THE LAST YEAR	MORE THAN A YEAR AGO	NEVER
Took a daily vitamin or other nutritional supplement	68%	6%	4%	3%	3%	8%	8%
Took a prescription medicine	60%	5%	4%	3%	6%	18%	6%
Used an over-the counter medicine	51%	20%	8%	5%	5%	6%	5%
Drank alcohol to relieve stress or pain	11%	8%	5%	2%	4%	13%	57%
Used medical marijuana	9%	2%	2%	1%	1%	5%	80%
Used a prescription pain reliever, like Celebrex	8%	3%	2%	3%	4%	25%	54%
Used a prescription opioid, like Vicodin or OxyContin	4%	2%	2%	2%	3%	32%	55%
Got a vaccine, such as for COVID-19, the flu, pneumonia, tetanus or another virus	3%	9%	32%	20%	14%	11%	12%
Had massage therapy or acupuncture to relieve pain	2%	3%	3%	3%	3%	20%	66%

Q19. How do you prefer to do these things?

AMONG THOSE WHO DID NOT SELECT "NEVER" IN Q18	N-SIZES	IN STORE	ONLINE	BY PHONE	BY MAIL
Buy an over-the counter medicine	(N=2,393)	89%	21%	1%	2%
Buy a daily vitamin or other nutritional supplement	(N=2,321)	77%	35%	1%	3%
Fill a prescription medicine	(N=2,370)	66%	26%	17%	8%

Q20. How often do you get over-the-counter medicines from each of these places?

TOTAL (N=2,499)	ALWAYS	SOMETIMES	RARELY	NEVER
Pharmacy chains, like CVS or Walgreens	22%	47%	19%	11%
Large retail stores, like Walmart or Target	19%	49%	15%	16%
Grocery stores, like Kroger, Albertsons, Publix, ShopRite, or Aldi	10%	40%	26%	25%
Local or independent pharmacies	10%	25%	26%	39%
Convenience stores, gas stations, or bodegas	2%	8%	22%	68%

Q21. Which of these over-the-counter medicines do you currently have in your home?

TOTAL (N=2,499) (Select all that apply. Percentages do not add up to 100%)	
Pain relievers for headaches, sore muscles, arthritis and other common aches and pains	85%
Cold and cough medicines	75%
Allergy relief medicines	61%
Antibiotic ointment	58%
Antacids	56%
Anti-itch creams	49%
Stomach remedies	44%
Sleep aids	36%
None of these	5%

Q22. Which of these specific pain relievers do you currently have in your home, either as its generic or a named brand?

TOTAL (N=2,166) (Select all that apply. Percentages do not add up to 100%)	
Ibuprofen, like Advil or Motrin	77%
Acetaminophen, like Tylenol	76%
Cold treatment, like Theraflu or Nyquil	58%
Aspirin, like Bayer	49%
Naproxen sodium, like Aleve	37%
Migraine treatment, like Excedrin	22%
Sleep aids, like Unisom	22%
A prescription pain reliever, like Celebrex	10%
A prescription opioid, like Vicodin or OxyContin	9%
None of these	1%

Q23. In the past six (6) months, about how often did you experience each of the following?

TOTAL (N=2,499)	AT LEAST ONCE A WEEK	A FEW TIMES A MONTH	A FEW TIMES OVER THE PAST THREE (3) MONTHS	A FEW TIMES OVER THE PAST SIX (6) MONTHS	NEVER IN THE PAST SIX MONTHS
Aches and pains	33%	20%	13%	19%	16%
Back pain	26%	15%	13%	19%	26%
Arthritis pain	20%	8%	5%	8%	58%
Headache	15%	23%	18%	23%	20%
Pains from an injury	11%	7%	8%	17%	56%
Cold or flu	2%	4%	12%	31%	51%
Fever	1%	2%	8%	20%	69%

Q24. Which of the following do you prefer to use when you have each of these conditions?

TOTAL (N=2,499) (Select all that apply. Percentages do not add up to 100%)	FEVER	HEADACHE	ARTHRITIS PAIN	ACHES AND PAINS	PAIN FROM AN INJURY	BACK PAIN	COLD OR FLU
Acetaminophen, like Tylenol	46%	41%	20%	40%	33%	32%	26%
Ibuprofen, like Advil or Motrin	34%	43%	24%	50%	43%	40%	21%
Aspirin, like Bayer	13%	17%	8%	13%	11%	10%	7%
Naproxen sodium, like Aleve	6%	12%	12%	20%	17%	19%	5%
Migraine treatment, like Excedrin	2%	16%	2%	4%	3%	3%	2%
Cold treatment, like Theraflu or Nyquil	18%	1%	1%	3%	1%	1%	66%
A prescription opioid, like Vicodin or OxyContin	1%	2%	3%	4%	9%	7%	1%
A prescription pain reliever, like Celebrex	2%	2%	6%	5%	6%	6%	1%
Sleep aids, like Unisom	1%	2%	1%	1%	1%	1%	3%
None of these	11%	8%	9%	10%	8%	13%	11%
Not applicable, I've never had that condition	7%	4%	42%	5%	16%	12%	4%

For the rest of the questions, please focus on acetaminophen, including both generic or brands, like Tylenol.

Q25. In the past six (6) months, about how often did you use acetaminophen?

TOTAL (N=2,499)	
At least once a week	15%
A few times a month	19%
A few times over the past three months	16%
A few times over the past six months	23%
Never in the past six months	27%

Q26. When taking acetaminophen, which would you prefer to take?

TOTAL (N=2,499)	
Regular strength (650 mg)	43%
Extra strength (1000 mg)	42%
Not sure	15%

Q27. And, when buying acetaminophen, how many pills would you prefer to get in the bottle?

TOTAL (N=2,499)	
24 pills or less	14%
25 to 80 pills	23%
81 to 100 pills	22%
101 to 200 pills	13%
201 or 324 pills	3%
325 to 499 pills	3%
500 to 1,000 pills	5%
1,001 pills or more	1%
Not sure	17%

Q28. Below are some reasons people say acetaminophen is useful to them. Please rank up to five based on how useful you feel acetaminophen is - or check the box to say it is not useful to you.

TOTAL (N=2,499) (Rank up to 5. Percentages do not add to 100%)					
	RANK #1	RANK #2	RANK #3	RANK #4	RANK #5
It works	21%	12%	10%	8%	8%
Safe to use	9%	10%	9%	11%	8%
Easy to use	8%	10%	9%	9%	8%
Affordable	8%	12%	10%	10%	7%
Easy to get	8%	10%	10%	9%	9%
It was recommended by a health care provider	8%	4%	4%	4%	4%
Does not upset my stomach	5%	6%	7%	7%	6%
Not addictive	5%	6%	8%	7%	9%
I have used it for a long time	4%	5%	6%	6%	6%
Does not bother other medicines I take	4%	5%	5%	3%	5%
Does not irritate conditions I have	2%	3%	3%	3%	3%
It was recommended by someone I trust	2%	2%	2%	2%	3%
Best option for others in my household	2%	2%	3%	3%	4%
Acetaminophen is not useful to me	0%	0%	0%	0%	0%

Q29. Overall, how important is it to you to be able to get acetaminophen, such as Tylenol, in stores, that is over the counter and without a prescription?

TOTAL (N=2,499)	
Very important	53%
Somewhat important	28%
Not too important	10%
Not at all important	9%

Q30a. Please describe why it is important for you to have over-the-counter acetaminophen available?

TOTAL (N=1,806) (Among those who selected "Very/Somewhat important" in Q29) (Coded responses of open-end verbatims)	
Efficacious	46%
Accessible	38%
Increased Barriers to Entry	27%
Uses Acetaminophen	15%
Keep On Hand	14%
Needs Acetaminophen to Treat Pain	13%
Cost Effective	12%
Safe and Trusted	8%
Don't Need a Pain Reliever	1%
Not Sure	*%
No Answer	*%

Q30b. Please describe why it isn't important for you to have over-the-counter acetaminophen available?

TOTAL (N=424) (Among those who selected "Very/Somewhat important" in Q29) (Coded responses of open-end verbatims)	
Not an Acetaminophen User	54%
Prefer other options	28%
Ineffective	11%
Accessible	9%
Harmful side effects	9%
Don't Need a Pain Reliever	5%
Keep on Hand	3%
Only Use if Doctor Recommends	2%
Not Sure	1%
No Answer	1%

Q31. Today the pain reliever acetaminophen can be bought at a pharmacy or store without a prescription, but there have been talks among some people about limiting the amount of acetaminophen that could be bought off the shelf.

Here are a list of words or phrases that may describe how people feel about having acetaminophen available to buy at a store without a prescription. Please rank up to five that match your feeling.

TOTAL (N=2,499) (Rank up to 5. Percentages do not add to 100%)	RANK #1	RANK #2	RANK #3	RANK #4	RANK #5
Accessible	27%	20%	13%	8%	5%
Normal	15%	13%	12%	10%	9%
My best option	12%	11%	9%	8%	8%
Comfortable	7%	11%	13%	12%	8%
Indifferent	7%	3%	2%	3%	4%
Confident	6%	7%	8%	8%	9%
In control	6%	10%	8%	9%	11%
Allows care for others	4%	5%	8%	7%	7%
My backup plan	4%	4%	5%	5%	5%
Supported	3%	5%	5%	7%	8%
Want more information	2%	3%	3%	2%	3%
Old fashioned	2%	2%	3%	4%	3%
Expensive	1%	1%	1%	1%	1%

Q32. Below are some reasons others have said why the availability of over-the-counter acetaminophen is important. In your view, do you agree or disagree over-the-counter acetaminophen is important for these reasons?

TOTAL (N=2,499)	STRONGLY AGREE	SOMEWHAT AGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
Acetaminophen is available without a doctor's prescription	71%	18%	9%	1%	2%
Acetaminophen is easy to take	63%	23%	11%	1%	1%
Acetaminophen is affordable	52%	31%	13%	2%	2%
Acetaminophen does not upset my stomach	51%	26%	17%	2%	3%
Unlike opioids, acetaminophen does not have a risk of addiction	50%	25%	19%	3%	3%
The available bottle sizes of acetaminophen are convenient	49%	30%	17%	1%	2%
Acetaminophen is a pain relief option for anyone who needs it	43%	31%	19%	4%	3%
I can safely use acetaminophen even with other medicines I take for health conditions that I have	42%	28%	23%	3%	3%
I expect acetaminophen to work whenever I use it	40%	36%	16%	4%	4%
Acetaminophen is recommended by those that I trust	38%	30%	25%	3%	3%
Acetaminophen allows me to take control of my own health care	37%	32%	24%	3%	4%
Acetaminophen gives me pain relief that lets me do the things I want	36%	36%	19%	4%	4%
Acetaminophen is easier to get than other pain relievers	35%	28%	29%	4%	4%
Acetaminophen is safer than other pain relief options	28%	32%	32%	5%	4%

Q32a. Below is the same list you just saw with reasons others have said why the over-the-counter acetaminophen availability is important. If you had to pick, which THREE do you agree with most?

TOTAL (N=2,499) (Select up to 3. Percentages do not add to 100%)	
Acetaminophen is affordable	38%
Acetaminophen is available without a doctor's prescription	37%
Acetaminophen is easy to take	31%
Acetaminophen is a pain relief option for anyone who needs it	21%
Unlike opioids, acetaminophen does not have a risk of addiction	21%
Acetaminophen gives me pain relief that lets me do the things I want	19%
I can safely use acetaminophen even with other medicines I take for health conditions that I have	19%
I expect acetaminophen to work whenever I use it	18%
Acetaminophen is safer than other pain relief options	18%
Acetaminophen does not upset my stomach	15%
Acetaminophen is easier to get than other pain relievers	14%
Acetaminophen allows me to take control of my own health care	13%
Acetaminophen is recommended by those that I trust	13%
Acetaminophen is recommended by those that I trust	13%
The available bottle sizes of acetaminophen are convenient	12%

Q33. How satisfied are you with acetaminophen for each of these reasons? Rate it on a scale from 0 to 10, with 0 meaning you are “not at all satisfied with acetaminophen” and 10 meaning “extremely satisfied with acetaminophen”.

TOTAL (N=2,499)	FEVER	HEADACHE	ARTHRITIS	ACHES AND PAINS	PAIN FROM AN INJURY	BACK PAIN	COLD OR FLU
10	21%	22%	9%	18%	14%	14%	13%
9	14%	15%	6%	13%	9%	11%	9%
8	16%	18%	9%	18%	15%	13%	13%
7	11%	11%	7%	14%	12%	12%	12%
6	5%	5%	5%	6%	7%	5%	6%
5	6%	6%	6%	8%	7%	8%	9%
4	1%	1%	1%	1%	2%	1%	2%
3	1%	1%	1%	1%	2%	2%	1%
2	*%	1%	1%	1%	1%	1%	1%
1	*%	1%	*%	1%	*%	1%	*%
0	1%	1%	2%	1%	1%	1%	1%
NET: 7 to 10	61%	66%	30%	63%	50%	50%	47%
NET: 4 to 6	11%	12%	12%	15%	16%	14%	18%
NET: 0 to 3	2%	4%	4%	3%	4%	5%	4%
Not applicable, I do not use acetaminophen for this	26%	19%	53%	19%	30%	31%	32%

Q34. Thinking about your regular activities, how much does acetaminophen help you to do these things?

TOTAL (N=2,499)	HELPS A LOT	HELPS SOME	DOES NOT HELP MUCH	DOES NOT HELP AT ALL	NOT APPLICABLE
Daily living tasks, like showering, dressing, and eating	13%	27%	8%	4%	48%
Typical movement activities, like walking (with or without support)	18%	30%	7%	4%	41%
Activities that take extra effort, like hiking, jogging, swimming, or biking	14%	27%	8%	5%	47%
Ability to concentrate or focus	11%	20%	9%	8%	52%
Pain relief to get a full night’s sleep (six or more hours)	18%	34%	8%	5%	34%
Spending quality time with my loved ones	14%	26%	7%	5%	49%

Thank you. You are almost finished with the study. Just a few more questions.

Q35. Below are concerns or issues some people may think about when buying or using acetaminophen. For each, how often do you think about it?

TOTAL	N-SIZES	THINK ABOUT IT OFTEN	THINK ABOUT IT SOMETIMES	THINK ABOUT IT RARELY	NEVER THINK ABOUT IT AT ALL
Ensuring the correct and safe amount of acetaminophen is always used	(n=2,499)	23%	28%	22%	27%
Taking too much acetaminophen might hurt my organs (kidney, liver or stomach)	(n=2,499)	19%	36%	20%	25%
Making sure not to take too many products that have acetaminophen	(n=2,499)	18%	28%	20%	34%
Making sure not to take multiple over-the-counter and prescription medicines without talking to a health care provider	(n=2,499)	16%	29%	23%	31%
Being able to make decisions about using over-the-counter acetaminophen without government getting in the way	(n=2,461)	12%	19%	20%	48%
Being able to get acetaminophen at a store without a prescription	(n=2,499)	11%	17%	21%	51%
Ensuring I have enough acetaminophen readily available for when I need it	(n=2,499)	10%	27%	28%	34%
Trusting what the FDA says about whether acetaminophen is safe	(n=2,461)	10%	23%	25%	42%
Trusting what pharmaceutical companies say about whether acetaminophen is safe	(n=2,461)	10%	26%	25%	39%
Being in pain if I cannot get acetaminophen when I need it	(n=2,499)	8%	20%	23%	50%
Having enough money to buy acetaminophen	(n=2,499)	7%	13%	20%	59%
Having conditions that prevent me from taking acetaminophen	(n=2,499)	7%	15%	19%	59%

Q36. Have you ever had to use an alternative to acetaminophen due to it not being available?

TOTAL (N=2,499)	
No, have used acetaminophen (like Tylenol) every time	51%
Yes, used alternatives at least once	39%
Not applicable, have never used acetaminophen (like Tylenol)	10%

Q37. When you used an alternative to acetaminophen, what medicine or treatment did you use instead?

TOTAL (N=991) (Among those who selected “Yes” in Q36) (Select all that apply. Percentages do not add up to 100%)	
Ibuprofen, like Advil or Motrin	72%
Naproxen sodium, like Aleve	31%
Aspirin, like Bayer	26%
Migraine treatment, like Excedrin	17%
Cold treatment, like Theraflu or Nyquil	13%
Marijuana	12%
Other forms of pain relief, such a therapy or non-medicinal treatments	10%
A prescription opioid, like Vicodin or OxyContin	7%
Alcohol	6%
A prescription pain reliever, like Celebrex	6%
Sleep aids, like Unisom	4%
Something else	3%

Q38. When you used an alternative to acetaminophen, was it...

TOTAL (N=991) (Among those who selected “yes” in Q36)	
Better than acetaminophen	28%
About the same	67%
Worse than acetaminophen	5%

Q39. Now, here is some information about different acetaminophen options. Currently, acetaminophen, such as Tylenol, is available in an extra-strength dosage (1000 mg) and a regular strength dosage (650 mg).

Some people have talked about getting rid of the extra-strength dosage option. Overall, do you agree or disagree with plans that would get rid of the extra-strength (1000 mg) dosage acetaminophen?

TOTAL (N=2,499)	
Strongly agree	4%
Somewhat agree	8%
Neither agree nor disagree	39%
Somewhat disagree	16%
Strongly disagree	32%

Q40. Also, some are considering putting a limit on the number of pills in each acetaminophen bottle that you can buy in a store without a prescription. Do you agree or disagree with plans that would lower the number of acetaminophen pills sold in each bottle?

TOTAL (N=2,499)	
Strongly agree	4%
Somewhat agree	9%
Neither agree nor disagree	33%
Somewhat disagree	18%
Strongly disagree	36%

Q41. If the acetaminophen extra-strength dosage (1000 mg) was not available for you, how likely would you be to:

TOTAL (N=2,499)	VERY LIKELY	SOMEWHAT LIKELY	NOT TOO LIKELY	NOT AT ALL LIKELY	NOT APPLICABLE
Use other pain relievers that you can buy off the shelf	31%	36%	11%	11%	11%
Use greater quantities of “regular strength” acetaminophen pills (650 mg per dose)	25%	28%	15%	18%	14%
Ask a health care provider about other pain relief options	22%	30%	16%	19%	13%
Ask a pharmacist about pain relief options	17%	28%	17%	24%	14%
Use marijuana for stress or pain relief	12%	10%	9%	45%	24%
Seek a prescription for pain relief	11%	21%	21%	32%	15%
Seek other forms of pain relief, such a therapy or non-medicinal treatments	11%	25%	20%	29%	16%
Use more than one off the shelf pain reliever at the same time	8%	18%	20%	39%	16%
Stop using acetaminophen	7%	13%	25%	38%	18%
Try an opioid, like Vicodin	4%	7%	11%	55%	23%
Drink alcohol as a form of pain relief	3%	8%	9%	55%	25%

Q42. Overall, how would it impact you to get rid of the extra-strength acetaminophen option?

TOTAL (N=2,499)	
Strong positive impact	3%
Some positive impact	4%
No effect	59%
Some negative impact	23%
Strong negative impact	11%

Q43. If there were less options that provide fewer acetaminophen pills in each bottle, how would it impact you?

TOTAL (N=2,499)	
Strong positive impact	2%
Some positive impact	4%
No effect	61%
Some negative impact	24%
Strong negative impact	9%

Q44a. In your own words, please describe how it would impact you by changing dosage options of acetaminophen that you can buy in a store without a prescription. Please be as specific as possible by writing a few phrases or sentences.

TOTAL (N=794) (Among those who answered positive OR negative impact in Q42) (Coded responses of open-end verbatims)	
Buy More	59%
Take More	33%
More Pain	23%
Costs More	17%
Inconvenient	13%
Prefer Extra Strength	10%
Interferes with Choice	6%
HCP Visits	5%
Not an Acetaminophen User	2%
Increases Frustration	2%
Decrease Misuse	2%
Limits Options	1%
Same Response	*%
No Impact	7%

Q44b. In your own words, please describe how it would impact you by changing the number of pills of acetaminophen that you can buy in a store without a prescription. Please be as specific as possible by writing a few phrases or sentences.

TOTAL (N=812) (Among those who answered positive OR negative impact in Q42) (Coded responses of open-end verbatims)	
Buy More	79%
Costs More	31%
Inconvenient	24%
More Pain	11%
Take More	5%
Increases Frustration	4%
Interferes with Choice	3%
HCP Visits	2%
Not an Acetaminophen User	1%
Decrease Misuse	1%
Same Response	1%
Prefer Extra Strength	*%
Limits Options	*%
No Impact	5%
Not Sure/I Don't Know	2%

Q35a. Below is the same list you saw earlier. Now if you had to pick, which TWO concerns or issues matter most to you when thinking about buying or using acetaminophen?

TOTAL (N=2,499) (Among those who answered positive OR negative impact in Q42) (Coded responses of open-end verbatims)	
Being able to get acetaminophen at a store without a prescription	33%
Taking too much acetaminophen might hurt my organs (kidney, liver or stomach)	28%
Ensuring the correct and safe amount of acetaminophen is always used	23%
Being able to make decisions about using over-the-counter acetaminophen without government getting in the way	21%
Ensuring I have acetaminophen readily available for when I need it	18%
Being in pain if I cannot get acetaminophen when I need it	14%
Making sure not to take too many products that have acetaminophen	12%
Trusting what the FDA says about whether acetaminophen is safe	12%
Making sure not to take multiple over-the-counter and prescription medicines without talking to a health care provider	10%
Having enough money to buy acetaminophen	7%
Trusting what pharmaceutical companies says about whether acetaminophen is safe	7%
Having conditions that prevent me from taking acetaminophen	7%

Q45. How willing are you to do each of these to express your opinion about the value of extra-strength dosage (1000 mg) acetaminophen that you can buy in a store without a prescription?

TOTAL (N=1,602) (Among those who selected “Disagree” in Q39 or Q40)	VERY WILLING	SOMEWHAT WILLING	NOT ALL THAT WILLING	NOT WILLING AT ALL
Sign a petition to stop this change	35%	29%	13%	24%
Share your opinion on social media	16%	22%	22%	41%
Be quoted in an article to tell your story about why acetaminophen is important	12%	19%	25%	45%
Call your member of Congress about it	11%	20%	25%	44%
Write a letter or article expressing your view(s) on this issue	10%	20%	24%	45%
Join a group that gets updates and works together to protect the availability of acetaminophen	9%	18%	25%	48%

Demographic and Classification Questions

Q1A. In what year were you born?

TOTAL (N=2,499)	
1988 to 2004 (18-34)	28%
1973 to 1987 (35-49)	22%
1958 to 1972 (50-64)	26%
Before 1957 (Over 65)	23%

Q2. What racial or ethnic group best describes you?

TOTAL (N=2,499)	
White	64%
Black or African American	12%
Hispanic or Latino	15%
Asian or Asian-American	4%
Native American	1%
Middle Eastern	*%
Two or more races	3%
Other	2%

Q0. Would you prefer to take this survey in English or Spanish? ¿En cuál idioma prefieren usted tomar este cuestionario, inglés o español?

TOTAL (N=2,499) (Asked among those who self-identified as Hispanic or Latino in Q2)	
English / Inglés	98%
SPANISH / ESPAÑOL	2%

Q3. What is your zip code?

Data available upon request

Q3a. In which state do you live?

TOTAL (N=2,499)	
Alabama	1%
Alaska	*%
Arizona	4%
Arkansas	1%
California	10%
Colorado	2%
Connecticut	1%
Delaware	*%
District of Columbia	*%
Florida	7%
Georgia	3%
Hawaii	*%
Idaho	1%
Illinois	3%
Indiana	3%
Iowa	1%
Kansas	1%
Kentucky	2%
Louisiana	1%
Maine	1%
Maryland	2%
Massachusetts	2%
Michigan	3%
Minnesota	2%
Mississippi	1%

Missouri	2%
Montana	*%
Nebraska	1%
Nevada	1%
New Hampshire	1%
New Jersey	3%
New Mexico	1%
New York	6%
North Carolina	3%
North Dakota	*%
Ohio	3%
Oklahoma	1%
Oregon	1%
Pennsylvania	4%
Rhode Island	*%
South Carolina	2%
South Dakota	*%
Tennessee	3%
Texas	9%
Utah	1%
Vermont	*%
Virginia	3%
Washington	3%
West Virginia	*%
Wisconsin	2%
Wyoming	*%

Q4. Which best describes the community where you live?

TOTAL (N=2,499)	
Urban	28%
Suburban	48%
Rural	24%

Q5. What was your annual household income last year?

TOTAL (N=2,499)	
Less than \$25,000 a year	8%
\$25,000 but less than \$30,000	6%
\$30,000 but less than \$35,000	7%
\$35,000 but less than \$39,000	7%
\$40,000 but less than \$45,000	8%
\$45,000 but less than \$50,000	9%
\$50,000 but less than \$75,000	21%
\$75,000 but less than \$100,000	14%
\$100,000 but less than \$150,000	12%
\$150,000 or more	8%

Q5a. How many individuals live in your household? Please include yourself, anyone who lives with you permanently, and other dependents that you provide more than 50% of their income.

TOTAL (N=2,499)	
1	22%
2	38%
3	19%
4	11%
5	7%
6 or more	3%

Q6. Do you or someone in your household work in any of the following industries? Please select all that apply.

TOTAL (N=2,499) (Terminated/excluded from survey if selected a media company, advertising agency, or manufacturer of over-the-counter healthcare products or medicines)	
A media company (newspaper, television, radio, magazine)	0%
An advertising or public relations agency	0%
A manufacturer of over-the-counter health care products or medicines	0%
Retail services	6%
Transportation or shipping	3%
A bank or financial institution	2%
None of the above	89%

Q46. Do you describe yourself as...

TOTAL (N=2,499)	
Male	48%
Female	51%
Some other way	*%

Q47. What is the highest level of education you have completed?

TOTAL (N=2,499)	
Did not graduate from high school	4%
High school graduate	34%
Some college, but no degree (yet)	22%
2-year college degree	9%
4-year college degree	20%
Postgraduate degree (MA, MBA, MD, JD, PhD, etc.)	12%

Q48. Are you currently pregnant or breastfeeding?

TOTAL (N=1,416) (Among those who selected "Female" in Q46)	
Yes	4%
No	96%
Prefer not to say	*%

Q49. Do you have children under the age of 18 living in your home?

TOTAL (N=2,499)	
Yes	21%
No	78%
I prefer not to respond	1%

Q50. If you have health insurance, how did you get it? Select all that apply.

TOTAL (N=2,499) (Select all that apply. Percentages do not add up to 100%)	
Through an employer	43%
Purchased through the Affordable Care Act (Obamacare) health insurance exchanges or marketplaces	5%
Purchased directly from a health insurance company, not through an employer or the Affordable Care Act (Obamacare) marketplaces	7%
Through another local, state or federal government program	3%
Through the military (VA/CHAMPUS/TRICARE), including the Department of Defense	4%
Through Medicare or Medicare Advantage	24%
Through Medicaid	10%
Not sure	3%
I do not have health insurance	9%

Q51. Are you caring for or helping to care for someone with a medical condition or who requires additional help in their daily life (such as an elderly parent or spouse)? Please do not select “yes” if this is part of your formal employment, like working at a nursing facility.

TOTAL (N=2,499)	
Yes	10%
No	90%

Q52. How is the individual(s) you are caring for related to you? Please select all that apply.

TOTAL (N=288) (Among those who selected “Yes” in Q51) (Select all that apply. Percentages do not add up to 100%)	
Parent	38%
Spouse/Partner	35%
Grandparent	6%
Friend	6%
Other	18%

Q53. How involved are you in helping or providing support for your [INSERT Q52]?

TOTAL (N=288) (Among those who selected “Yes” in Q51)	
Very involved	56%
Somewhat involved	39%
Not very involved	5%

Q54. During an average week, about how many hours do you help or provide support for your [INSERT Q52]?

TOTAL (N=2,499) (Among those who selected “Yes” in Q51)	
1-5 hours	23%
6-10 hours	21%
11-20 hours	13%
21-30 hours	11%
31-40 hours	4%
41 hours or more	16%
Not sure	12%

Q55. Are you involved in managing medicines for your [INSERT Q52], such as picking up prescriptions, purchasing over-the-counter medicines, or ensuring that medicines are being taken as directed?

TOTAL (N=288) (Among those who selected “Yes” in Q51)	
Yes	65%
No	35%