

Topline

KFF Tracking Poll on Health Information and Trust

June 2026

KFF

METHODOLOGY

This *KFF Tracking Poll on Health Information and Trust* was designed and analyzed by public opinion researchers at KFF. The survey was conducted May 7 – 31, 2026, online and by telephone among a nationally representative sample of 2,480 U.S. adults in English (2,407) and Spanish (73).

The sample includes 1,977 who were reached through an address-based sample (ABS) and completed the survey online (1,819) or over the phone (158). An additional 503 respondents were reached through a random digit dial telephone (RDD) sample of prepaid (pay-as-you-go) cell phone numbers. Among this prepaid cell phone component, 223 were interviewed by phone and 280 were invited to the web survey via short message service (SMS). Marketing Systems Groups (MSG) provided both the ABS and RDD samples. All fieldwork was managed by SSRS of Glen Mills, PA; sampling design and weighting was done in collaboration with KFF.

Both the ABS and RDD sample frames included disproportionate stratification aimed at reaching Hispanic and non-Hispanic Black respondents. The ABS was also stratified based on model-based prediction of household-members' party identification (Republican, Democratic, or independent).

Respondents received a \$15 incentive for their participation, with interviews completed by phone receiving a mailed check and web respondents receiving an electronic gift card incentive.

In order to ensure data quality, cases were removed if they failed two or more quality checks: (1) attention check questions in the online version of the questionnaire, (2) had over 30% item nonresponse, or (3) had a length less than one quarter of the mean length by mode. Likewise, cases that were reached through ABS who reported a living in a different state than the sampled address were removed for quality assurance. Based on this criterion, 39 cases were removed.

The combined ABS and cell phone samples were weighted to match the sample's demographics to the national U.S. adult population using data from the Census Bureau's 2025 Current Population Survey (CPS). The combined sample was weighted by gender by age, gender by education, age by education, race/ethnicity by education, education, race, census region, population density, frequency of internet usage, recalled 2024 vote by quintiles of the county-level 2024 vote share. The weights also take into account differences in the probability of selection for each sample type (ABS and prepaid cell phone). This includes adjustment for the sample design and geographic stratification of the samples, and within household probability of selection. The population density benchmark was from the 2026 Claritas Pop-Facts Premier. The internet frequency benchmarks was from the 2025 National Public Opinion Reference Survey (NPORS) data. The county-level 2024 vote share was from CNN-provided file of 2024 election results by county

The margin of sampling error including the design effect for the full sample is plus or minus 3 percentage points. Numbers of respondents and margins of sampling error for key subgroups are shown in the table below. For results based on other subgroups, the margin of sampling error may be higher. Sample sizes and margins of sampling error for other subgroups are available by request. Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other public opinion poll. The following questions included in this survey were designed, analyzed, and paid for by KFF. The demographic questions included in this study were developed and funded jointly by CNN and KFF, with each organization having independent editorial control over its portion of the survey. KFF Public Opinion and Survey Research is a charter member of the [Transparency Initiative of the American Association for Public Opinion Research](#).

Group	N (unweighted)	M.O.S.E.
Total	2,480	± 3 percentage points
Race/Ethnicity		
White, non-Hispanic	1,355	± 3 percentage points
Black, non-Hispanic	435	± 6 percentage points
Hispanic	420	± 7 percentage points
Age		
18-29	399	± 7 percentage points
30-49	888	± 4 percentage points
50-64	590	± 5 percentage points
65+	556	± 6 percentage points
Party ID		
Democrats	774	± 5 percentage points
Independents	876	± 5 percentage points
Republicans	607	± 5 percentage points

Notes for reading the topline:

- Percentages may not always add up to 100 percent due to rounding.
- Values less than 0.5 percent are indicated by an asterisk (*).
- "Vol." indicates a response was volunteered by the respondent, not offered as an explicit choice.
- Questions are presented in the order asked; question numbers may not be sequential.
- "No answer" includes those who said 'Don't know' or refused to answer the question on the phone and those who skipped the question on the web.
- Question wording shown is for web mode; for some questions phone wording varied slightly.
- All trended data come from KFF Health Tracking Polls/KFF Health Information and Trust Polls. See previous methodology statements for differences in methodology for trended data. See footnotes for changes in question wording and answer options when applicable.

Please refer to CNN Topline for FOLPOP through GENDERROLES.

KQ8-KQ2 WITHHELD FOR FUTURE RELEASE

KQ4. How often, if at all, do you use (INSERT ITEM) to find health information and advice? (RANDOMIZE A-B)

	Every day/At least once a week (NET)	Every day	At least once a week	At least once a month	Occasionally	Never ¹	No answer	
a. social media such as Facebook, X, Instagram, TikTok, YouTube, or similar sites or apps								
5/26	26	16	9	5	30	39	*	n=2,480
7/25	22	11	11	4	29	45	*	n=1,283
b. artificial intelligence (AI) tools or chatbots, such as ChatGPT, Google Gemini, or Claude								
5/26	20	7	13	9	31	41	*	n=2,480
6/24	13	6	7	4	19	63	1	n=2,428

KQ5. For each of the following, please indicate whether it was a major reason, a minor reason, or not a reason you used **social media for health information and advice**. (RANDOMIZE A-C)

Based on those who use social media at least occasionally for health information and advice

	A reason (NET)	Major reason	Minor reason	Not a reason	No answer	
a. You wanted immediate information or support						
5/26	73	35	38	27	*	n=1,486
b. You don't have a regular health care provider or could not afford the cost of seeing a provider						
5/26	42	17	24	58	*	n=1,486
c. You wanted to learn from people who have the same health condition or share similar experiences						
5/26	76	36	41	23	1	n=1,486

¹ July 2025 question asked of those who use social media, table data reported among total. For July 2025, "never" includes combined share who report never using social media for health information and advice or never using social media.

KQ6. How confident are you that you can tell the difference between what is (true) versus what is (false) when it comes to **health information and advice** from (INSERT ITEM)? (ROTATE 1-4/4-1) (RANDOMIZE A-D)

	Very/ Somewhat confident (NET)	Very confident	Somewhat confident	Not too/ Not at all confident (NET)	Not too confident	Not at all confident	No answer
a. social media 5/26	61	21	40	39	23	16	*
b. a doctor or other health care provider 5/26	80	34	47	19	14	5	*
c. your family and friends 5/26	77	25	52	22	17	5	*
d. artificial intelligence (AI) tools or chatbots 5/26	56	14	42	44	28	16	1

KQ7. After using **social media for health information and advice**, how often do you (INSERT ITEM) to verify the accuracy of the information? (ROTATE 1-5/5-1. RANDOMIZE A-C)

Based on those who use social media at least occasionally for health information and advice

	At least some of the time (NET)	Every time	Most of the time	Just some of the time	Rarely/ Never (NET)	Rarely	Never	No answer
a. follow up with a doctor or other health care professional 5/26	67	9	27	31	32	22	10	* n=1,486
b. consult another online source, such as a health information website, like WebMD, 5/26	63	9	25	28	37	24	13	* n=1,486
c. check with a government health agency website, like the CDC, 5/26	44	5	16	22	56	29	27	1 n=1,486

READ/SHOW TO ALL: We have just a few more questions for classification purposes.

AGE. What is your age?

AAGE2. (ASK IF DON'T KNOW OR REFUSED AGE) Which of the following ranges best fits your age? Which of the following ranges best fits your age?

AGE1.

	5/26
18-29	19
30-49	35
50-64	22
65+	23
No answer	2

RGENDER. Do you describe yourself as a man, a woman, or in some other way?

	5/26
Man	47
Woman	52
Some other way	1
No answer	*

EDUC. What is the highest level of school you have completed or the highest degree you have received?

	5/26
HS grad or less (NET)	35
Less than high school (Grades 1-8 or no formal schooling)	2
High school incomplete (Grades 9-11 or Grade 12 with no diploma)	7
High school graduate (Grade 12 with diploma or GED certificate)	26
Some college (NET)	27
Some college, no degree (includes some community college)	18
Two-year associate degree from a college or university	9
College grad+ (NET)	38
Four-year college or university degree/Bachelor's degree (e.g., BS, BA, AB)	19
Some postgraduate or professional schooling, no postgraduate degree	5
Post-graduate or professional degree, including master's, doctorate, medical or law degree (e.g., MA, MS, PhD, MD, JD)	14
No answer	*

HISPANIC. Are you of Hispanic, Latino, or Spanish origin or descent, such as Mexican, Puerto Rican, or Cuban?

	5/26
Yes	18
No	82
No answer	*

RACE. What is your race? (Select all that apply.)

	5/26
White	75
Black or African American	14
Asian	6
American Indian	2
Alaska Native	*
Native Hawaiian	*
Pacific Islander	1
Some other race (Please specify)	4
Mixed race ²	1
No answer	1

² Code added based on uncoded responses to specified "Some other race".

HISPANIC/RACE COMBINED-RACETHN.

	5/26
White, non-Hispanic	62
Black, non-Hispanic	12
Asian, non-Hispanic	6
AIAN, non-Hispanic	*
NHPI, non-Hispanic	1
Some other race, non-Hispanic	*
Hispanic	18
Multiple races, non-Hispanic	2
Race undetermined	1

NATIVITY. Were you born in the United States, or on the island of Puerto Rico or another U.S. territory, or in another country?

	5/26
U.S.	85
Puerto Rico	2
Another U.S. territory	*
Another country	13
No answer	*

CHILD. Are you the parent or guardian of any child under the age of 18 living in your household?

	5/26
Yes	28
No	72
No answer	*

CHILDVACCINES1-KQ3 WITHHELD FOR FUTURE RELEASE

COVERAGE. Are you now covered by any form of health insurance or health plan or do you not have health insurance at this time?

	5/26
Covered by health insurance	88
Not covered by health insurance	11
No answer	*

AGECOV.

Based on those ages 18-64 years

	5/26
Insured less than 65	86
Uninsured less than 65	14
No answer	-
	<i>n=1,873</i>

COVTYPE. Which of the following is your **main** source of health insurance coverage?

Based on those who are insured

	5/26
Plan through my or my spouse's employer	38
Plan I purchased myself	13
Medicare, the government program for adults 65 and older, and some younger adults with long-term disabilities	24
Medicaid/[STATE-SPECIFIC MEDICAID NAME], the government program for certain low-income adults and children	16
Plan through my parents/mother/father	6
Military ³	2
Somewhere else (Please specify)	1
No answer	1
	<i>n=2,193</i>

COVERAGE/COVTYPE COMBO TABLE.

	5/26
Covered by health insurance	88
Plan through my or my spouse's employer	33
Plan I purchased myself	11
Medicare, the government program for adults 65 and older, and some younger adults with long-term disabilities	21
Medicaid/[STATE-SPECIFIC MEDICAID NAME], the government program for certain low-income adults and children	14
Plan through my parents/mother/father	5
Somewhere else (Please specify) ⁴	1
No answer	*
Not covered by health insurance	11
No answer	*

AGECOVTYPE.

Based on those ages 18 - 64

	5/26
Plan through my or my spouse's employer	40
Plan I purchased myself	14
Medicare, the government program for adults 65 and older, and some younger adults with long-term disabilities	5
Medicaid/[STATE-SPECIFIC MEDICAID NAME], the government program for certain low-income adults and children	17
Plan through my parents/mother/father	7
Somewhere else (specify)	3
Uninsured	14
No answer	*
	<i>n=1,877</i>

³ Code added based on upcoded responses to specified insurance at "Somewhere else".

⁴ Upcoded responses not included in combo table. All upcoded cases at COVTYPE are coded as "Somewhere else" in COVERAGE/COVTYPE combo table

PARTY1. In politics, as of today, do you consider yourself a: (Republican), a (Democrat), or an independent? (ROTATE 1-2/2-1; ANCHOR 3 & 4)

	5/26
Republican	26
Democrat	27
Independent	36
Other party (VOL. on phone)	10
No answer	1

PARTY2. As of today, do you lean more towards the (Republican) Party or the (Democratic) Party? (ROTATE IN SAME ORDER AS PARTY1)

Based on those who are not Republican or Democrat

	5/26
Republican	23
Democratic	24
Neither/Other (VOL.)	52
No answer	1
	<i>n=1,099</i>

PARTY3. If you had to choose, as of today would you say you lean more towards the (Republican) Party or the (Democratic) Party?

Based on those who do not lean Republican or Democrat

	5/26
Republican	46
Democratic	45
No answer	10
	<i>n=551</i>

PARTY. Summary PARTY1 and PARTY2

	5/26
Republican/Lean Republican	37
Democrat/Lean Democrat	39
Pure Independent	25

PARTYID. Five-Point Party ID summary of PARTY1 and PARTY2

	5/26
Democrat	27
Independent Lean Democrat	11
Independent/Don't lean	25
Independent Lean Republican	11
Republican	26

RVOTE. Are you registered to vote at your current address?

	5/26
Yes	76
No	19
Not sure (IF CATI: vol)	5
No answer	*

PRES24_1. As you may know, almost 40% of the public does not vote in presidential elections. How about you, did you vote in the 2024 election for president between (Kamala Harris) and (Donald Trump), or did you not have a chance to vote that time? (ROTATE ITEMS IN PARENS)

Based on those who are registered to vote

	5/26
Yes, did vote	82
No, did not vote	18
No answer	*
	<i>n=1,907</i>

PRES24_2. Which presidential candidate did you vote for in 2024? (ROTATE 1-2/2-1 IN SAME ORDER AS PRES24_1; ROTATE 3-4/4-3; ANCHOR 5 & 6)

Based on those who voted for President in 2024

	5/26
Kamala Harris	44
Donald Trump	47
Jill Stein	1
Chase Oliver	*
Another candidate	5
Did not vote in that election	1
No answer	1
	<i>n=1,635</i>

RVOTE/PRES24_1/PRES24_2 COMBO.

	5/26
Voted for Harris	27
Voted for Trump	28
Voted for Other/No opinion (NET)	5
Voted for another candidate	4
Voted, no opinion	1
Registered to vote, did not vote for president	15
No, not registered to vote/DK	24

IDEOLOGY. How would you describe your political views?

	5/26
Liberal	21
Moderate	44
Conservative	33
No answer	2

LIBERAL. Would you say your views are very liberal or somewhat liberal?

	5/26
Very liberal	45
Somewhat liberal	55
No answer	-
	<i>n=536</i>

CONSERV. Would you say your views are very conservative or somewhat conservative?

	5/26
Very conservative	35
Somewhat conservative	64
No answer	1
	n=772

MAGA1. Do you consider yourself to be a supporter of the MAGA movement, that is the Make America Great Again movement?

	5/26
Yes	29
No	71
No answer	1

PARTY/MAGA1 COMBO.

	5/26
Republican/Lean Republican	37
Rep/lean Rep and MAGA	22
Rep/lean Rep and NOT MAGA	15
No answer	*
Democrat/Lean Democrat	39
Dem/lean Dem and MAGA	3
Dem/lean Dem and NOT MAGA	36
No answer	*
Pure Independent	25
Independent MAGA	4
Independent NOT MAGA	20
No answer	1

MAHA1. Do you consider yourself to be a supporter of the MAHA movement, that is, the Make America **Healthy** Again movement?

	5/26
Yes	41
No	57
No answer	2

Please refer to CNN Topline for DT1 through DT2.

TRANSVAR. Do you currently describe yourself as trans or transgender?

	5/26
Yes	1
No	98
No answer	1

LGBQ. Do you currently describe yourself as:

	5/26
Lesbian or gay	2
Bisexual	5
Straight or heterosexual	89
I use another term	3
No answer	1

LGBQ_OE. What is the term you use to describe yourself? (OPEN-END)

LGBTQ_TOT. Variable defining LGBTQ+ status, including those who said they use another term.⁵

LGBTQ+	5/26
Not LGBTQ+	10
	90

QD. What is your ZIP code?

GV2. In the past 12 months, how often did you read, watch, or listen to news or information about political, societal, or local issues? (ROTATE 1-6/6-1)

Basically every day	5/26
A few times a week/month/once a month (NET)	41
A few times a week	43
A few times a month	26
Once a month	13
Less than once a month/Not at all	5
Less than once a month	16
Not at all	7
No answer	9
	*

RELIMP. How important is religion in your life?

Very/Somewhat important (NET)	5/26
Very important	68
Somewhat important	43
Not too/Not at all important (NET)	25
Not too important	31
Not at all important	15
No answer	17
	*

⁵ Other terms provided at LGBQ_OE were upcoded into LGBTQ_TOT based on response given

RELIGN. What is your religious preference, if any?⁶

	5/26
Protestant (for example Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ)	34
Catholic/Roman Catholic	20
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2
Orthodox (for example Greek, Russian, or some other Orthodox church)	1
Jewish	2
Muslim	2
Buddhist	1
Hindu	1
Christian (unspecified)	5
Spiritual	1
Jehovah's Witness	*
Atheist	4
Agnostic	5
Nothing in particular	19
Something else (Please specify)	2
No answer	1

BORNAGN. Would you describe yourself as a born-again or evangelical Christian?

	5/26
Yes	28
No	71
No answer	1

MARITAL. Are you currently married, living with a partner, widowed, divorced, separated, or have you never been married?

	5/26
Married	47
Living with a partner	12
Widowed	4
Divorced	11
Separated	2
Never been married	24
No answer	*

SELFUSR. How would you describe the area where you live? Would you say you live in...

	5/26
A city or urban area	39
A suburb	35
A rural area	24
Or something else (Please specify)	1
No answer	*

⁶ "Christian (Unspecified)", "Spiritual", and "Jehovah's Witness" were upcoded from specified answers

USR_NEW. USR based on ZIP code and Census Bureau MSC codes

	5/26
Urban	35
Suburban	51
Rural	14
Undetermined	*

EMPLOY. Which of the following best describes your current situation?

	5/26
Employed full-time	46
Employed part-time	10
Retired	21
A stay-at-home parent or homemaker	5
A student	4
Unemployed but looking for work	6
Unemployed and not looking for work	1
On disability and can't work	7
No answer	*

RECEMPLOY.

	5/26
Employed	55
Retired	21
A homemaker or stay-at-home parent	5
Student	4
Unemployed	7
On disability and can't work	7
No answer	-

INCOME. Keeping in mind this is a completely confidential survey, last year – that is, in 2025 – what was your total family income from all sources, before taxes?

	5/26
Less than \$20,000	17
\$20,000 to less than \$30,000	9
\$30,000 to less than \$40,000	9
\$40,000 to less than \$50,000	9
\$50,000 to less than \$75,000	13
\$75,000 to less than \$90,000	10
\$90,000 to less than \$100,000	6
\$100,000 to less than \$200,000	18
\$200,000 or more	8
No answer	2

INT1. Do you use the internet or email, at least occasionally?

	5/26
Yes	97
No	3
No answer	*

INT3. Do you access the internet on a cell phone, or other mobile handheld device, at least occasionally?

Based on those who do not use the internet or email or did not answer

	5/26
Yes	39
No	61
No answer	*
	<i>n=55</i>

INT5. About how often do you use the internet?

Based on those who use the internet at least occasionally

	5/26
Almost constantly	43
Several times a day	44
About once a day	6
Several times a week	3
Less often	3
No answer	*
	<i>n=2,450</i>

HHADULTS. How many adults, age 18 and over, currently live in your household **including yourself**?

	5/26
1	22
2	50
3	17
4	6
5	2
6 or greater	1
No answer	2

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