Topline

KFF Health Tracking Poll/
KFF Tracking Poll on Health Information and Trust
March 2026

KFF

METHODOLOGY

This *KFF Health Tracking Poll/KFF Tracking Poll on Health Information and Trust* was designed and analyzed by public opinion researchers at KFF. The survey was conducted February 24 – March 2, 2026, online and by telephone among a nationally representative sample of 1,343 U.S. adults in English (*n=1,268*) and in Spanish (*n=75*). The sample includes 1,019 adults (*n=62* in Spanish) reached through the SSRS Opinion Panel either online (*n=995*) or over the phone (*n=24*). The SSRS Opinion Panel is a nationally representative probability-based panel where panel members are recruited randomly in one of two ways: (a) Through invitations mailed to respondents randomly sampled from an Address-Based Sample (ABS) provided by Marketing Systems Groups (MSG) through the U.S. Postal Service's Computerized Delivery Sequence (CDS); (b) from a dual-frame random digit dial (RDD) sample provided by MSG. For the online panel component, invitations were sent to panel members by email followed by up to three reminder emails.

Another 324 (*n=13* in Spanish) adults were reached through random digit dial telephone sample of prepaid cell phone numbers obtained through MSG. Phone numbers used for the prepaid cell phone component were randomly generated from a cell phone sampling frame with disproportionate stratification aimed at reaching Hispanic and non-Hispanic Black respondents. Stratification was based on incidence of the race/ethnicity groups within each frame. Among this prepaid cell phone component, 142 were interviewed by phone and 182 were invited to the web survey via short message service (SMS).

Respondents in the prepaid cell phone sample who were interviewed by phone received a $15 incentive via a check received by mail or an electronic gift card incentive. Respondents in the prepaid cell phone sample reached via SMS received a $10 electronic gift card incentive. SSRS Opinion Panel respondents received a $5 electronic gift card incentive (some harder-to-reach groups received a $10 electronic gift card). 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 non-response, or (3) had a length less than one quarter of the mean length by mode. Based on this criterion, 1 case was removed.

The combined cell phone and panel samples were weighted to match the sample's demographics to the national U.S. adult population using data from the Census Bureau's 2024 Current Population Survey (CPS), September 2023 Volunteering and Civic Life Supplement data from the CPS, and the 2025 KFF Benchmarking Survey with ABS and prepaid cell phone samples. The demographic variables included in weighting for the general population sample are gender, age, education, race/ethnicity, region, civic engagement, frequency of internet use and political party identification. The weights account for differences in the probability of selection for each sample type (prepaid cell phone and panel). This includes adjustment for the sample design and geographic stratification of the cell phone sample, within household probability of selection, and the design of the panel-recruitment procedure.

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 on 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. 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	1,343	± 3 percentage points
Party ID		
Democrats	449	± 6 percentage points
Independents	449	± 6 percentage points
Republicans	373	± 6 percentage points
MAGA Republicans/Republican leaning independents	334	± 6 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 online.
- Question wording shown is for web mode; for some questions phone wording vary slightly.

All trended data come from KFF Health Tracking Polls. See previous methodology statements for differences in methodology for trended data. See footnotes for changes in question wording and answer options when applicable.

AGE.   What is your age?

AGE2.   (ASK IF DON'T KNOW OR REFUSED AGE) Could you please tell me if you are between the ages of... (READ LIST)

RECAGE2 VARIABLE

	3/26
18-29	20
30-49	33
50-64	24
65+	22
No answer	-

ACA. In general, do you have (a favorable) or (an unfavorable) opinion of the health reform bill signed into law in 2010, known commonly as the Affordable Care Act or Obamacare? (ROTATE 1-4/4-1)

	3/26	1/26	9/25	6/25	1/25	5/24	2/24	5/23	3/23[1]
Very/Somewhat Favorable (NET)	61	58	64	66	64	62	59	59	62
Very Favorable	25	27	29	33	35	29	24	24	24
Somewhat favorable	36	32	35	33	29	33	35	35	38
Somewhat/Very Unfavorable (NET)	38	41	35	33	36	37	39	40	36
Somewhat unfavorable	21	20	20	19	19	18	20	20	20
Very unfavorable	17	21	15	14	16	18	19	20	17
No answer	1	1	1	1	*	1	2	1	2
	n=1,343	n=1,426	n=1,334	n=1,321	n=1,310	n=1,479	n=1,309	n=1,674	n=1,271

Q1. How worried, if at all, are you about being able to afford prescription drug costs for you and your family? (ROTATE 1-4/4-1)

	3/26	2/24	7/22	3/22	2/20	8/18
Very/Somewhat worried (NET)	59	55	46	43	45	44
Very worried	22	26	20	16	22	22
Somewhat worried	37	29	26	27	23	23
Not too/Not at all worried (NET)	41	45	54	57	53	53
Not too worried	28	25	30	29	23	23
Not at all worried	13	20	24	28	30	31
No answer	-	*	*	*	*	*
	n=1,343	n=1,309	n=1,847	n=1,243	n=1,207	n=1,201

Q2. Which political party, the (Democrats) or the (Republicans), do you trust to do a better job [INSERT ITEM]?
(ROTATE 1-2/2-1) (RANDOMIZE A-B)

	Democrats	Republicans	Both equally	Neither	No answer	
a. addressing the cost of health care						
3/26	38	26	7	30	*	n=1,343
1/26	37	24	8	30	*	n=1,426
b. addressing the cost of prescription drugs						
3/26	35	26	8	30	*	n=1,343
1/26	33	27	11	29	*	n=1,426

Q3. When it comes to government regulation over (INSERT ITEM), is there (too much regulation), (not as much regulation as there should be), or about the right amount of regulation in this area? (ROTATE 1-2/2-1; ANCHOR 3) (RANDOMIZE A-B)

	Too much regulation	Not as much as there should be	About the right amount of regulation	No answer	
a. making sure prescription drugs are safe for people to use					
3/26	12	48	39	*	n=1,343
7/23	12	47	41	*	n=1,327
5/21	8	39	48	5	n=1,526
2/19	8	44	45	3	n=1,440
10/15	8	47	42	2	n=1,203
06/15	9	39	47	5	n=1,200
b. limiting the price of prescription drugs					
3/26	13	72	15	1	n=1,343
7/23	14	73	13	*	n=1,327
5/21	10	63	21	6	n=1,526
2/19	10	63	22	5	n=1,440
10/15	13	62	20	5	n=1,203
06/15	12	53	28	7	n=1,200

Q4. How likely do you think it is that the Trump administration's policies will lower prescription drug costs for people like you? (ROTATE 1-4/4-1)

	3/26	11/25
Very/Somewhat likely (NET)	41	38
Very likely	12	13
Somewhat likely	29	25
Not too/Not at all likely (NET)	59	62
Not too likely	24	29
Not at all likely	35	33
No answer	*	*
	n=1,343	n=1,350

Q5. How much, if anything, have you read or heard about TrumpRx, a government-run website where people can get discounts to buy prescription drugs directly from some drug manufacturers or pharmacies, without using their health insurance?

	3/26	11/25[2]
A lot/Some (NET)	32	20
A lot	5	3
Some	27	16
A little/Nothing at all (NET)	67	80
A little	32	21
Nothing at all	35	59
No answer	*	*
	n=1,343	n=1,350

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[2] November 2025 question was asked as part of a series, and the wording was "How much, if anything, have you read or heard about each of the following recent announcements from the Trump administration? TrumpRx, a government-run website where people could buy prescription drugs directly from some drug manufacturers, without using their health insurance."

Q6. In the past month, have you visited the TrumpRx website to shop for prescription drugs or compare prices?

Based on those who have a lot, some, or a little about TrumpRX

	3/26
Yes	10
No	90
No answer	*
	n=830

Q5/Q6 COMBO TABLE

Based on total

	3/26
Have heard a lot/some/a little about TrumpRx	65
Yes, have visited the TrumpRx website to shop for prescription drugs/compare prices	7
No, have not visited the TrumpRx website to shop for prescription drugs/compare prices	58
No answer	*
Have heard nothing at all about TrumpRx	35
No answer	*

Q7. In the past 12 months, have you done any of the following because of the **cost**? (SCRAMBLE ITEMS A-C)

	Yes	No	No answer	
a. Not filled a prescription for a medicine				
3/26	27	72	*	*n=1,343*
7/23	21	79	*	*n=1,327*
3/22	18	81	*	*n=1,243*
10/21	16	84	*	*n=1,146*
b. Cut pills in half or skipped doses of medicine				
3/26	19	81	-	*n=1,343*
7/23	12	87	*	*n=1,327*
3/22	15	85	*	*n=1,243*
10/21	13	87	*	*n=1,146*
c. Taken an over-the-counter drug instead of getting a prescription filled				
3/26	31	69	*	*n=1,343*
7/23	21	79	*	*n=1,327*
3/22	21	79	*	*n=1,243*
10/21	22	78	*	*n=1,146*

Q7ANY.

	3/26	7/23
Yes, have either not filled a prescription, cut pills in half or skipped doses, or took an over-the-counter drug because of the cost	43	31
Have not done any of these due to cost	57	69
	n=1,343	*n=1,327*

Q8. In the past 12 months, have you (INSERT ITEM)? (RANDOMIZE A-D)

	Yes	No	No answer
a. compared prescription drug prices online to find the lowest cost option			
3/26	35	65	*
b. purchased a prescription drug directly from a drug manufacturer's website			
3/26	8	92	*
c. purchased a lower-cost prescription drug from an online pharmacy, like Cost Plus Drugs or Amazon RxPass, **without using your insurance**			
3/26	16	84	*
d. used a discount card or coupon to reduce the cost of a prescription drug, such as GoodRx, SingleCare, or a manufacturer coupon			
3/26	36	64	-

Q9. The next question is about GLP-1 medications such as semaglutide or tirzepatide. These are prescription drugs used for weight loss or for treating diabetes and other chronic conditions. Brand names of these drugs include Ozempic, Wegovy, Mounjaro, Zepbound, Rybelsus, Trulicity, and others.

Are you currently using or have you ever used one of these drugs to lose weight or treat a chronic condition such as diabetes or heart disease?

	3/26	11/25	5/24[3]
Yes (NET)	18	18	12
Yes, currently using	12	12	6
Yes, but not currently using	6	6	6
No, never	82	82	88
No answer	*	*	*
	n=1,343	n=1,350	n=1,479

Q10. How did you pay for the cost of these drugs? (ROTATE 1-3/3-1)

Based on those who have ever used GLP-1 drugs

	3/26
Paid at least part of the cost (NET)	80
You paid the full cost yourself	35
Your health insurance covered part of the cost and you paid the rest	44
Your insurance covered all of the cost	20
No answer	-
	n=254

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[3] May 2024 wording was "The next questions are about a class of prescription drugs used both for weight loss and to treat diabetes or to reduce heart disease risk. These include drugs like Ozempic, Wegovy, Mounjaro, Zepbound, Rybelsus, Trulicity, Semaglutide, and others. These drugs are sometimes referred to as GLP-1 agonists."

SHOW/READ TO ALL: Moving on to another topic…

Q11-Q27 WITHHELD FOR FUTURE RELEASE

READ/SHOW TO ALL: Now we have a few questions we will use to describe the people who took part in our survey…

RVOTE. Are you registered to vote at your <u>current</u> address?

	3/26
Yes	81
No	17
Not sure	3
No answer	-

PARTY. In politics today, as of today, do you consider yourself a: (Republican), (Democrat), or an independent? (RANDOMIZE REPUBLICAN/DEMOCRAT)

	3/26
Republican	28
Democrat	27
Independent	39
Other Party	5
No answer	*

PARTYLEAN. As of today, do you lean more towards the (Republican) Party or the (Democratic) Party? (RANDOMIZE ITEMS IN SAME ORDER AS PARTY)
    Based on those who are not Republican or Democrat

	3/26
Republican	28
Democratic	36
Neither/Other	36
No answer	-
	n=521

Summary PARTY and PARTYLEAN (PARTY3)

	3/26
Republican/Lean Republican	41
Democrat/Lean Democrat	43
Pure Independent	12
Undesignated	4

Five-Point Party ID

	3/26
Democrat	27
Independent Lean Democrat	16
Independent/Don't lean	12
Independent Lean Republican	12
Republican	28
Undesignated	4

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

Based on those who are Republican or lean Republican

	3/26
Yes	65
No	35
No answer	-
	n=497

PARTY3/MAGA1 COMBO TABLE

	3/26
Republican/Lean Republican	41
MAGA	26
Not MAGA	14
No answer	-
Democrat/Lean Democrat	43
Pure Independent	12
Undesignated	4

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

	3/26
Yes	43
No	56
No answer	1

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

	3/26
Yes	27
No	73
No answer	-

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

	3/26
Man	48
Woman	50
Some other way	2
No answer	-

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

	3/26
Yes	2
No	98
No answer	*

LGBQ. Do you currently describe yourself as:

	3/26
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.

	3/26
LGBTQ+	10
Not LGBTQ+	90

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

	3/26
HS grad or less (NET)	36
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)	28
Some college (NET)	27
Some college, no degree (includes some community college)	16
Two-year associate degree from a college or university	10
College grad+ (NET)	37
Four-year college or university degree/Bachelor's degree	19
Some postgraduate or professional schooling, no postgraduate degree	4
Postgraduate or professional degree, including master's, doctorate, medical or law degree	14
No answer	*

SHOW HISPANIC AND RACE ON SAME PAGE ON WEB

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

	3/26
Yes	18
No	82
No answer	*

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

	3/26
White	75
Black or African American	14
Asian	8
American Indian	3
Alaska Native	*
Native Hawaiian	*
Pacific Islander	*
Multiple races	*
Some other race (Specify)	4
No answer	1

HISPANIC/RACE Combined- RACETHN

	3/26
White, Non-Hispanic	60
Black, Non-Hispanic	12
Asian, Non-Hispanic	7
American Indian/Alaskan Native, non-Hispanic	1
Native Hawaiian/Pacific Islander, non-Hispanic	*
Some other race, non-Hispanic	*
Hispanic	18
Multiple races, non-Hispanic	1
Race undetermined	*

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

	3/26
U.S.	83
Puerto Rico	1
Another U.S. territory	*
Another country	16
No answer	*

INT5. About how often do you use the Internet?

	3/26
IF PHONE: Never	1
Almost constantly	44
Several times a day	44
About once a day	6
Several times a week	3
Less often	3
No answer	-

CE1. In the past 12 months, how often did you have a conversation or spend time with your neighbors?

Asked among prepaid cell phone sample

	3/26
Basically every day	15
A few times a week	22
A few times a month	18
Once a month	11
Less than once a month	13
Not at all	21
No answer	-
	n=324

CE2. In the past 12 months, did you spend any time volunteering for any organization or association? This includes activities you may do infrequently or for children's schools or youth organizations.

Asked among prepaid cell phone sample

	3/26
Yes	32
No	68
No answer	*
	n=324

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

	3/26
1	22
2	49
3	18
4	7
5	2
6 or greater	2
No answer	*

PPD. Do you use a prepaid plan for your cellphone? Prepaid plans, also known as pay-as-you-go or no-contract phone, are plans where the user pays for a specific amount of data usage or minutes in advance.

Asked among SSRS Opinion Panel members

	3/26
Yes	7
No	93
No answer	*
	n=1,019

ZIPCODE. What is your zip code?

RX.   Do you currently take any prescription medicine?

	3/26
Yes	66
No	34
No answer	-

RXMANY. How many different prescription drugs do you take?

Based on those who take prescription medication

	3/26
1-3 medications (NET)	53
1	23
2	18
3	12
4 or more medications (NET)	47
4	15
5	8
6	6
7	4
8	3
9	1
10	3
11 or greater	5
No answer	*
	n=862

RX/RXMANY COMBO

	3/26
Currently take prescription medication	66
1-3 medications (NET)	35
1	15
2	12
3	8
4 or more medications (NET)	31
4	10
5	6
6	4
7	3
8	2
9	1
10	2
11 or greater	3
No Answer	*
Not currently taking prescription medication	34
No answer	-

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

	3/26
Covered by health insurance	88
Not covered by health insurance	12
No answer	-

AGECOV VARIABLE – *Indicates respondent insurance status*

Based on those ages 18-64

	3/26
Insured less than 65	85
Uninsured less than 65	15
	n=1,078

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

Based on those who are insured

	3/26
Plan through my or my spouse's employer	41
Plan I purchased myself	10
Medicare, the government program for adults 65 and older, and some younger adults with long-term disabilities	25
Medicaid/[STATE-SPECIFIC MEDICAID NAME], the government program for certain low-income adults and children	17
Plan through my parents/mother/father	5
Somewhere else (specify)	2
No answer	1
	n=1,161

AGECOVTYPE.

Based on those ages 18 - 64

	3/26
Plan through my or my spouse's employer	44
Plan I purchased myself	10
Medicare, the government program for adults 65 and older, and some younger adults with long-term disabilities	6
Medicaid/[STATE-SPECIFIC MEDICAID NAME], the government program for certain low-income adults and children	18
Plan through my parents/mother/father	6
Somewhere else (specify)	1
Uninsured	15
No answer	1
	n=1,078

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?

	3/26
Less than $20,000	14
$20,000 to less than $30,000	10
$30,000 to less than $40,000	9
$40,000 to less than $50,000	8
$50,000 to less than $75,000	16
$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	7
No answer	1

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