



Sept. 2-8, 2025

N=540 55+ Registered Voters Nationwide

Margin of Error  $\pm$  4.22%

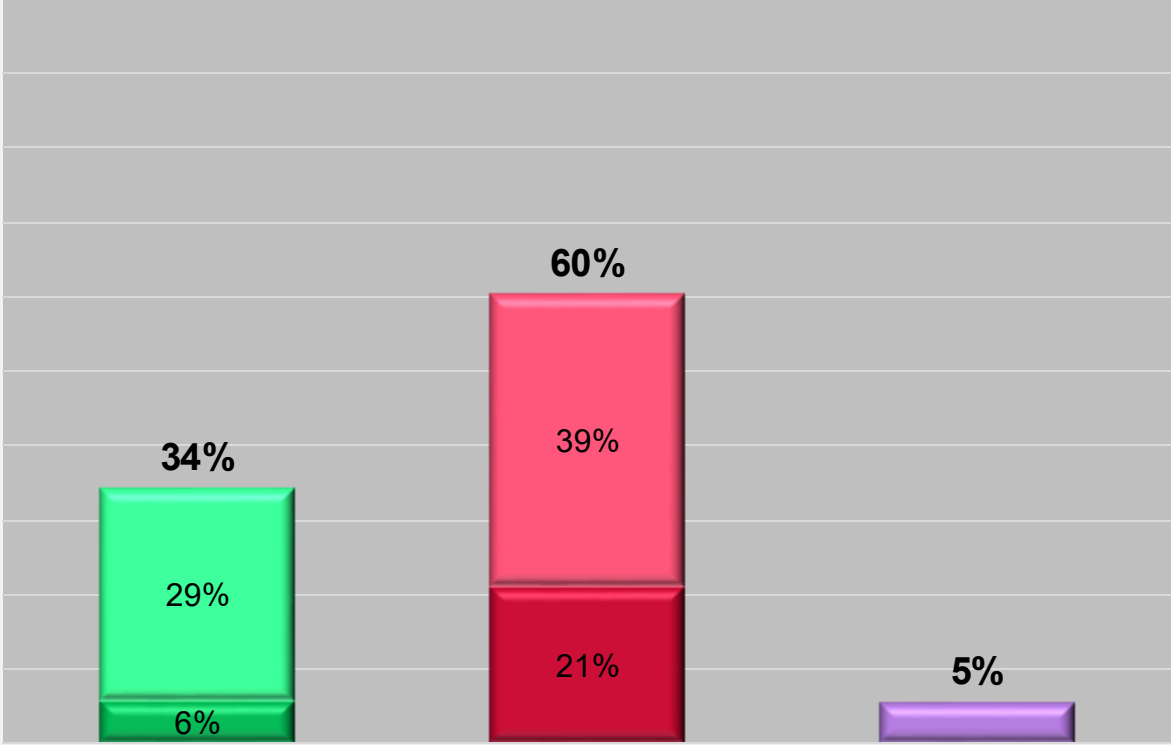
Conducted by ProMark Research

# Methodology

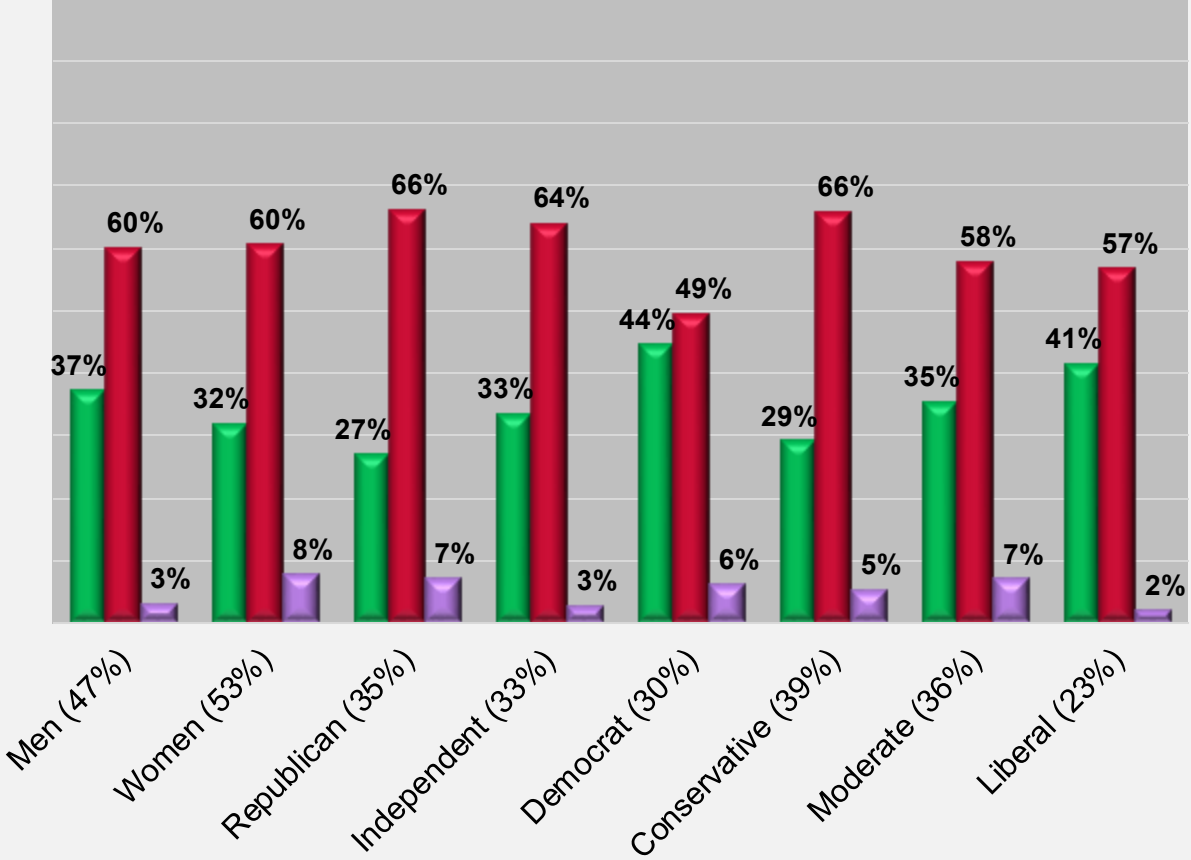
---

- Nationwide survey among 540 registered voters aged 55 and over (372 via panel and 168 via text to web) conducted September 2-8, 2025. Respondents were selected randomly from opt-in panel participants and purchased sample. Sampling controls were used to ensure that a proportional and representative number of respondents were interviewed from such demographic groups as age, gender, race, and geographic region.
  - Gender breakdown: 47% men – 53% women
  - Party ID breakdown: 35% Republican, 33% Independent, 30% Democrat
- $\pm 4.22\%$  overall margin of error at the 95% confidence interval for overall survey. M.O.E.s for subgroups are larger.

# Do you hold a positive or negative opinion of pharmaceutical companies?

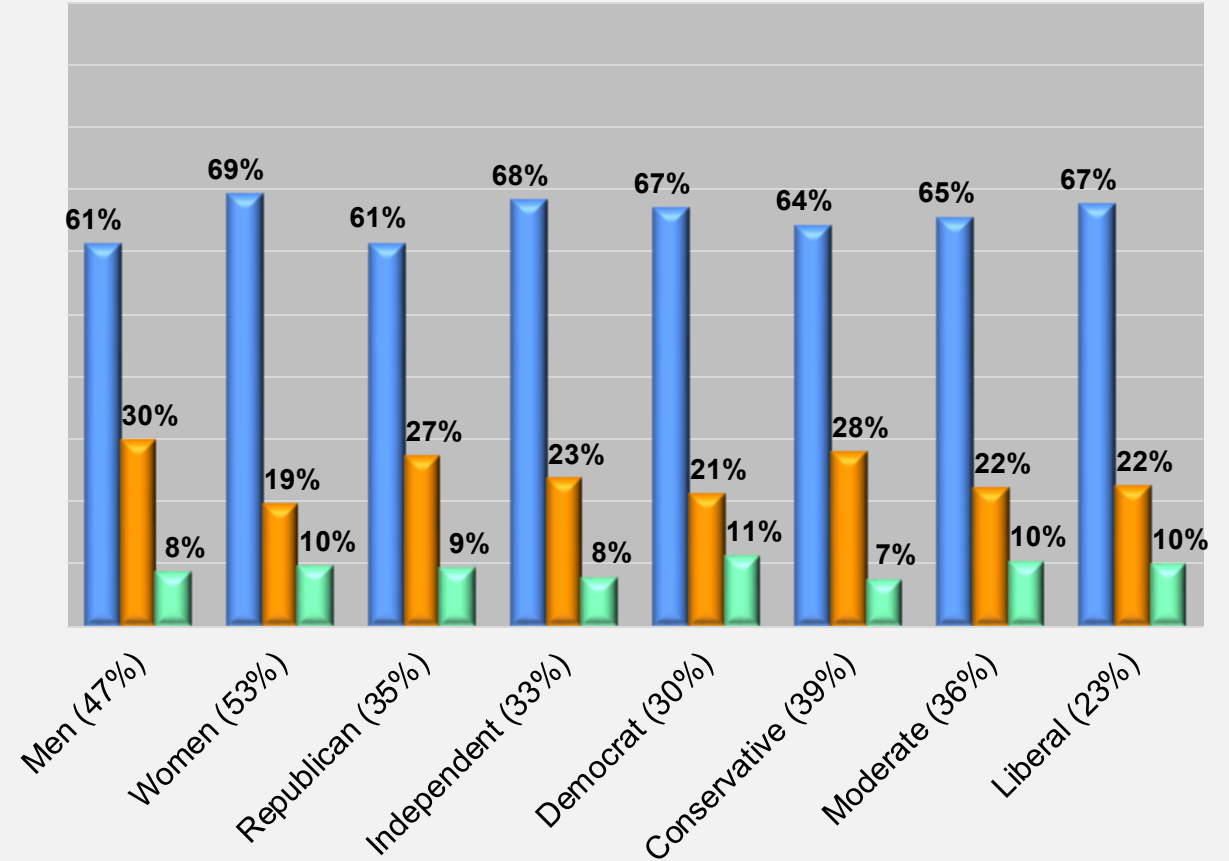
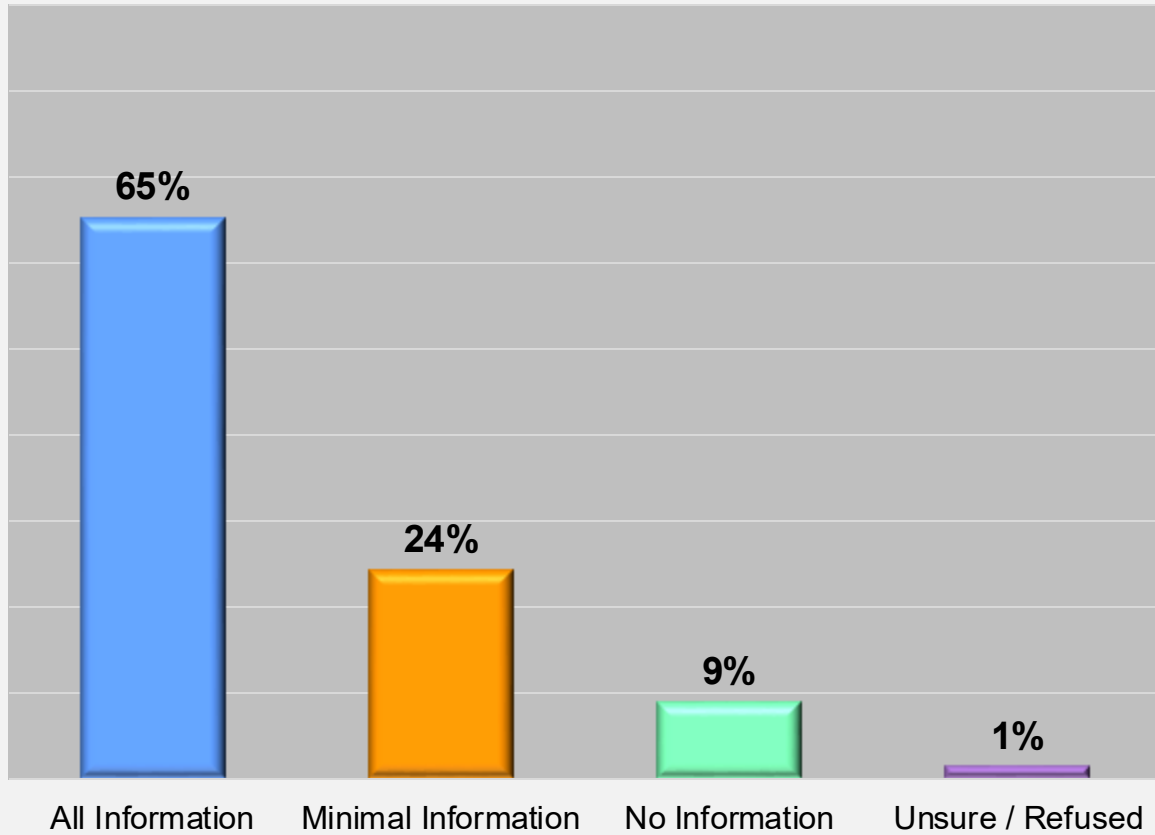


■ Very Positive 
 ■ Somewhat Positive 
 ■ Very Negative 
 ■ Somewhat Negative 
 ■ Unsure / Refused

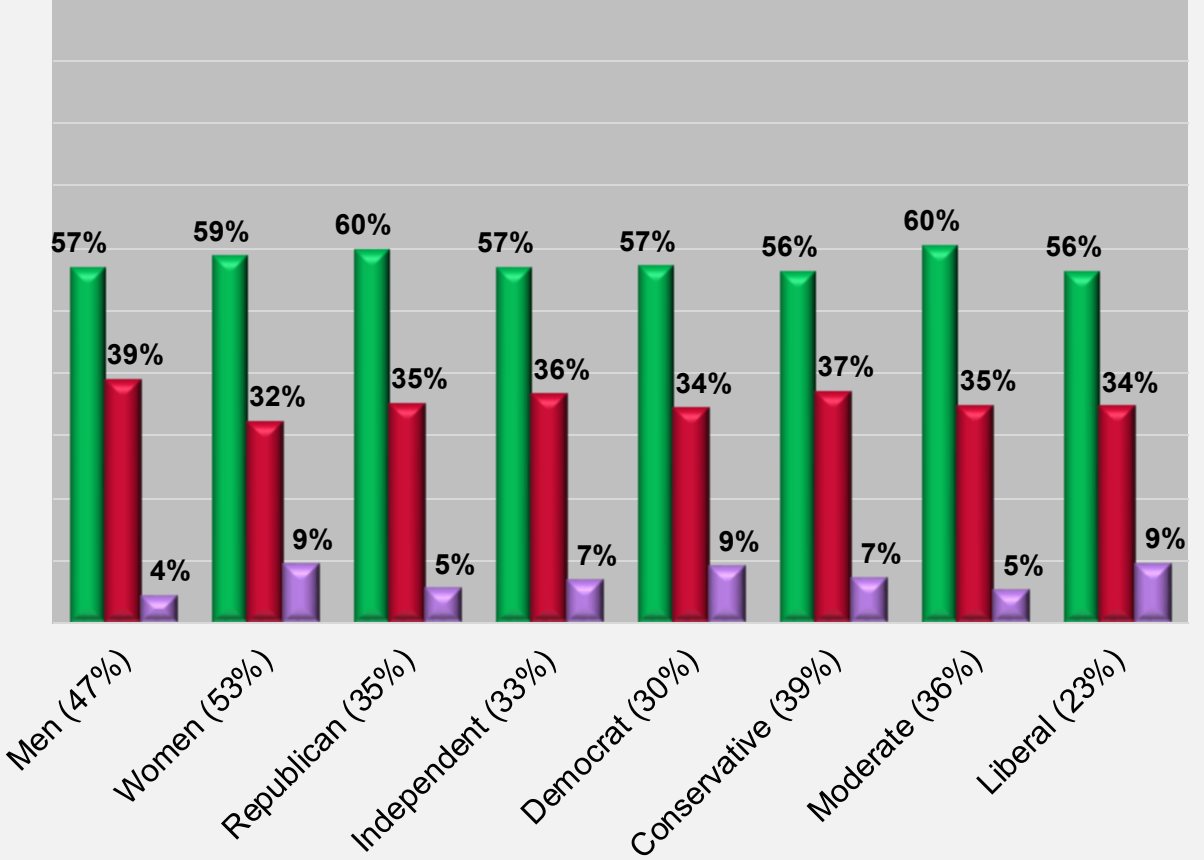
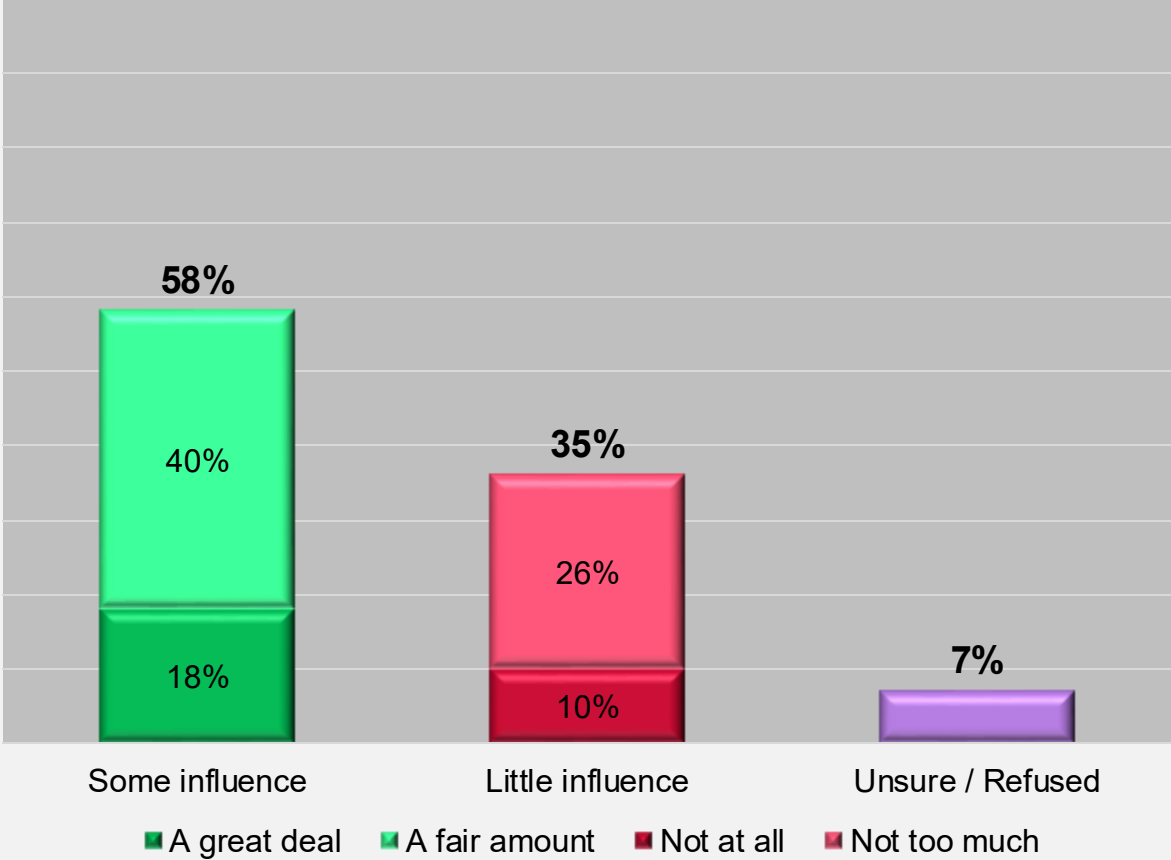


When it comes to making decisions about potential healthcare treatments you or your family members may need, how much information is the right amount to help you make your decisions? Please select the statement that reflects your personal research needs.

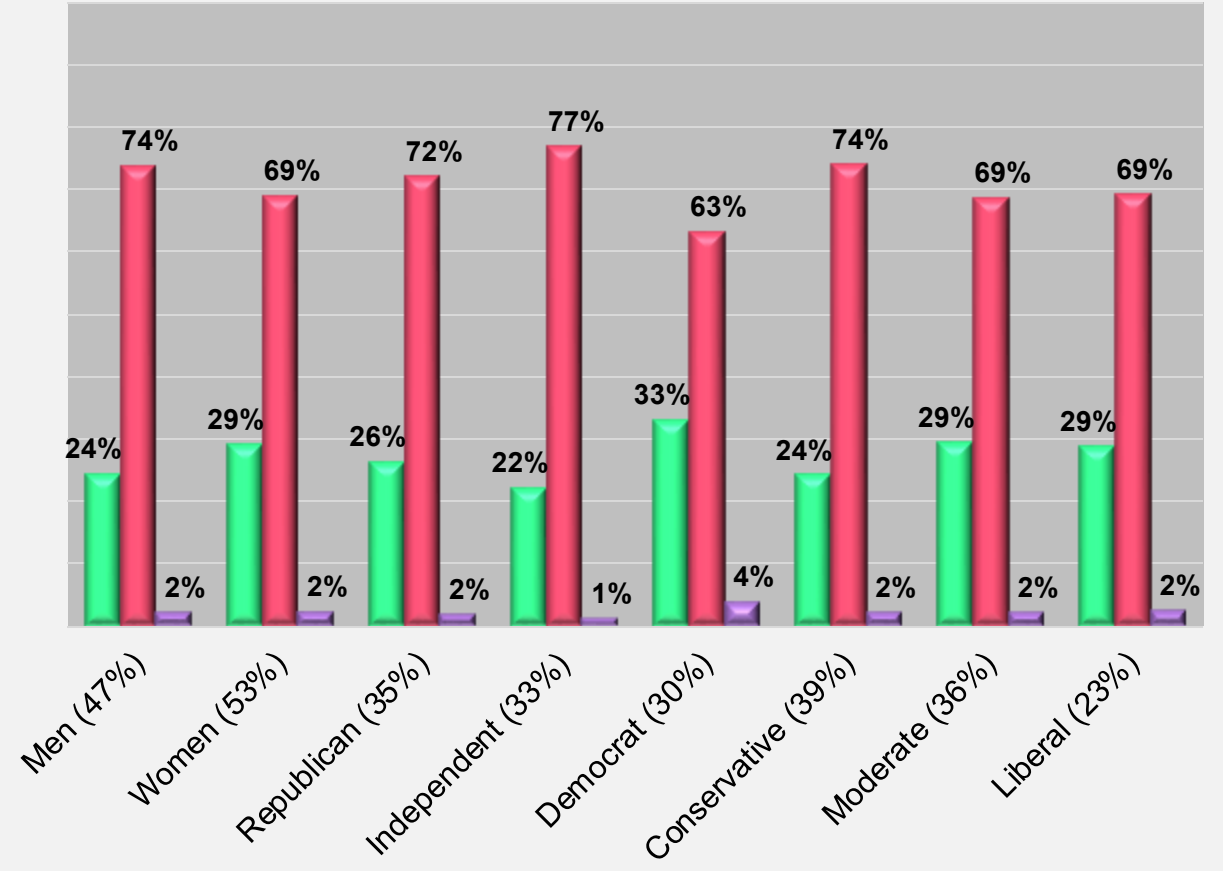
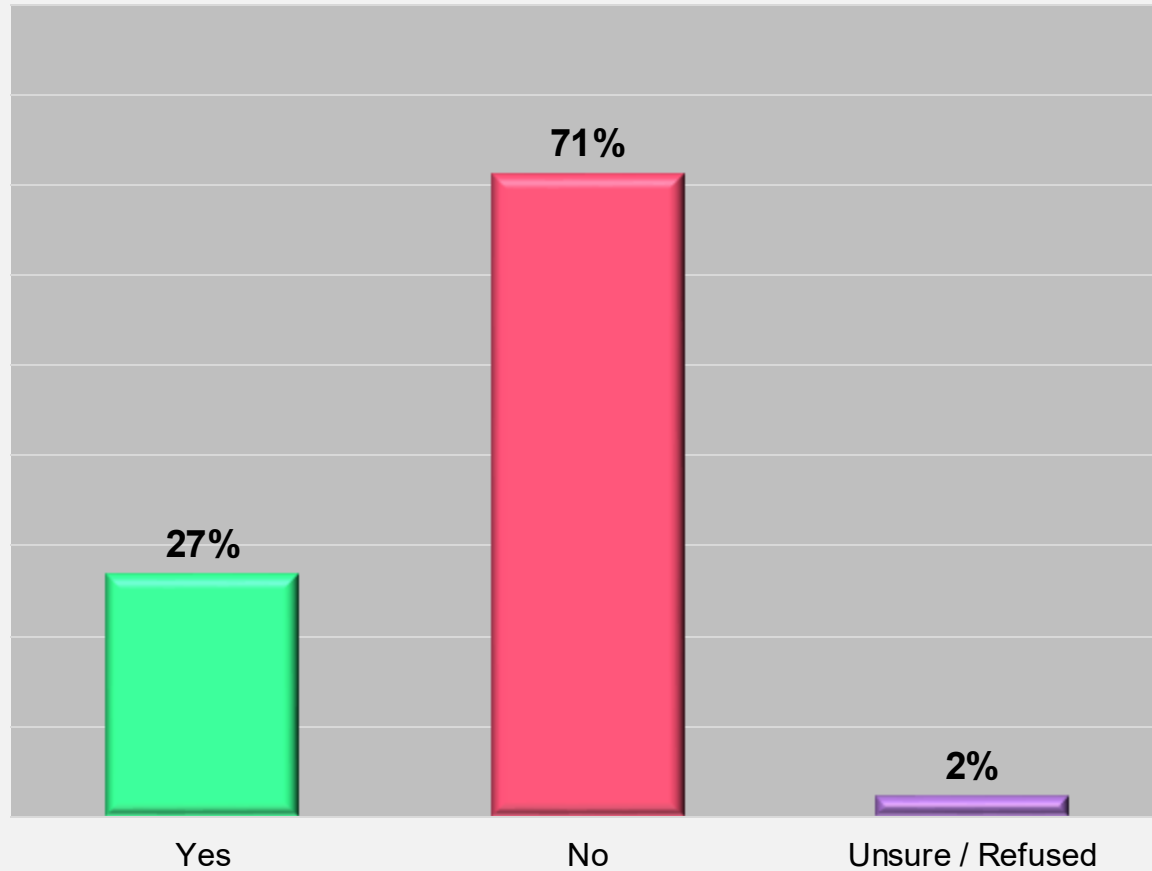
I want to have all the information available, and I extensively conduct research to obtain as much knowledge as possible; I spend a minimal amount of time researching potential treatments to give me some information; or I do not want any information as I rely completely on the knowledge of my doctor.



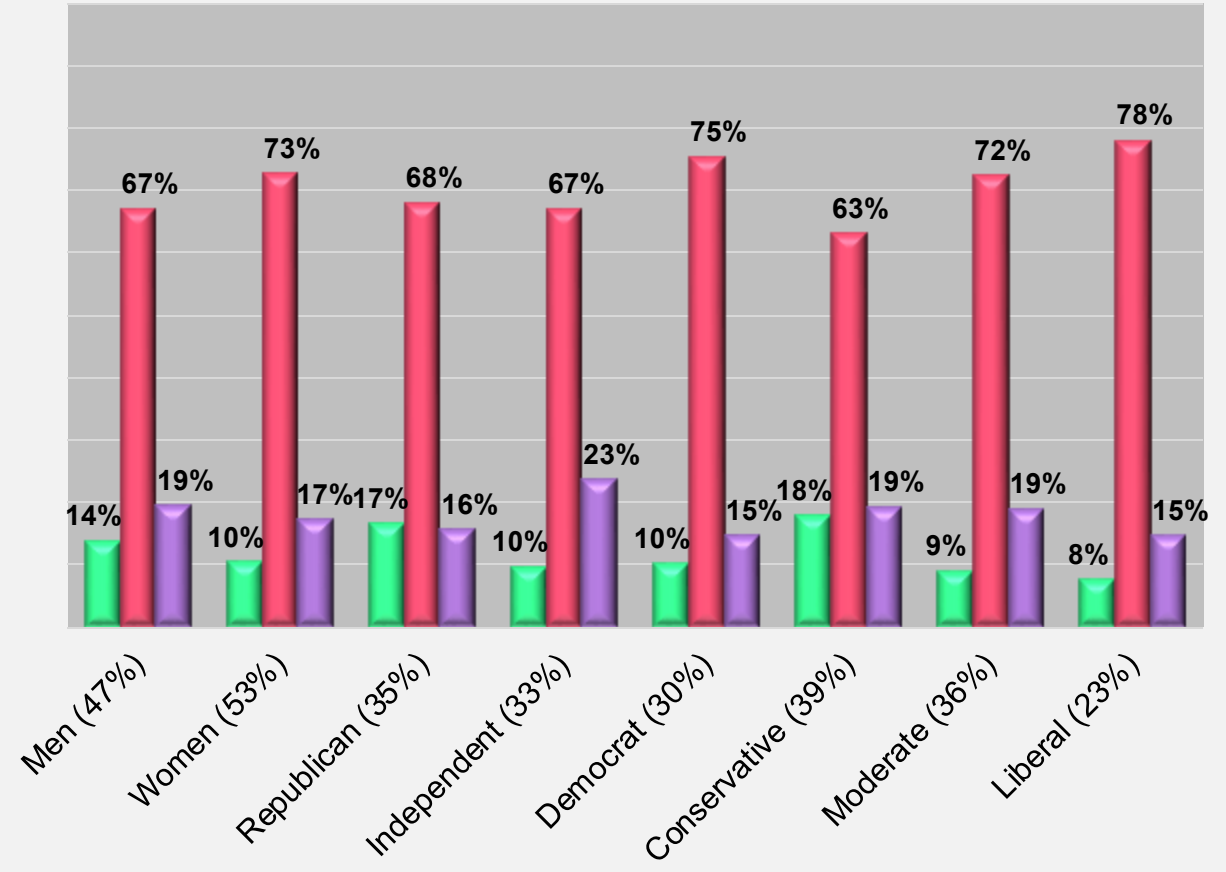
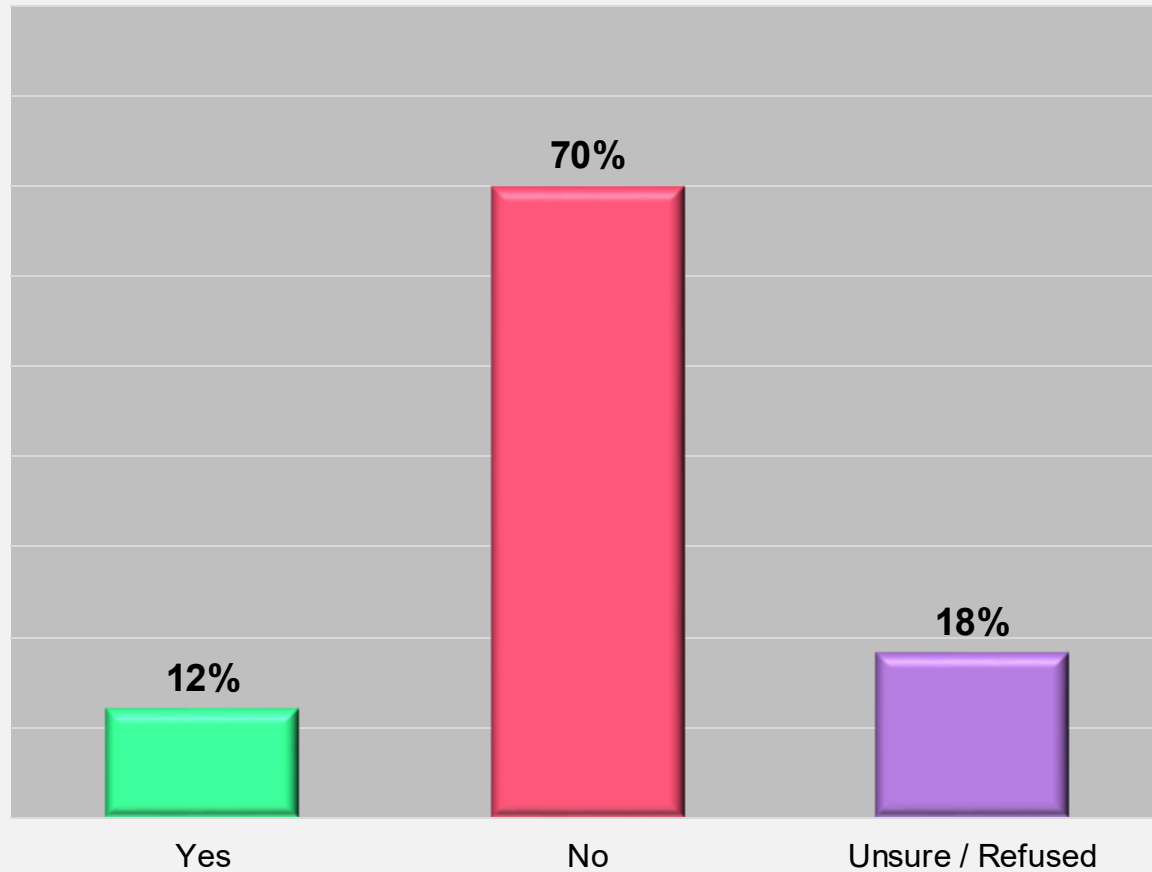
# How much influence do prescription drug commercials have on the average person?



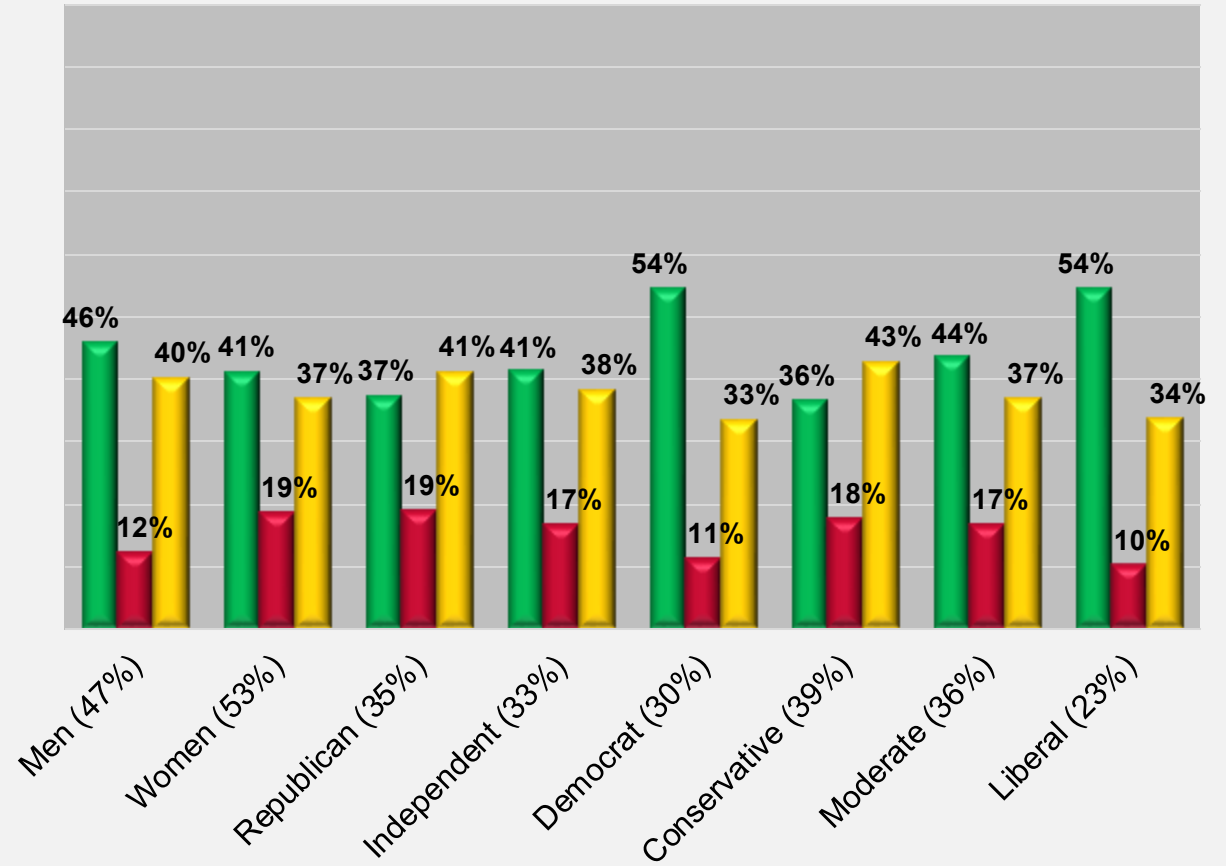
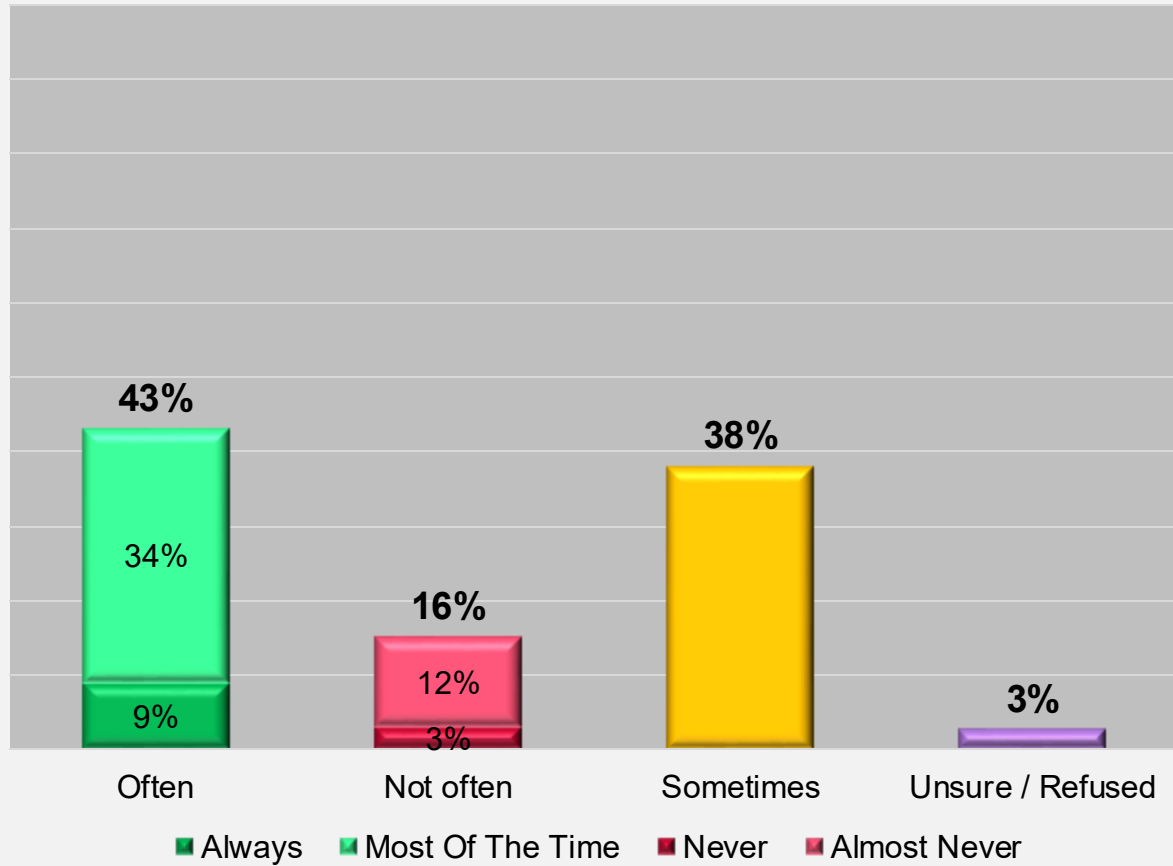
# Has a drug commercial ever prompted you to ask your doctor whether that medicine might be right for you?



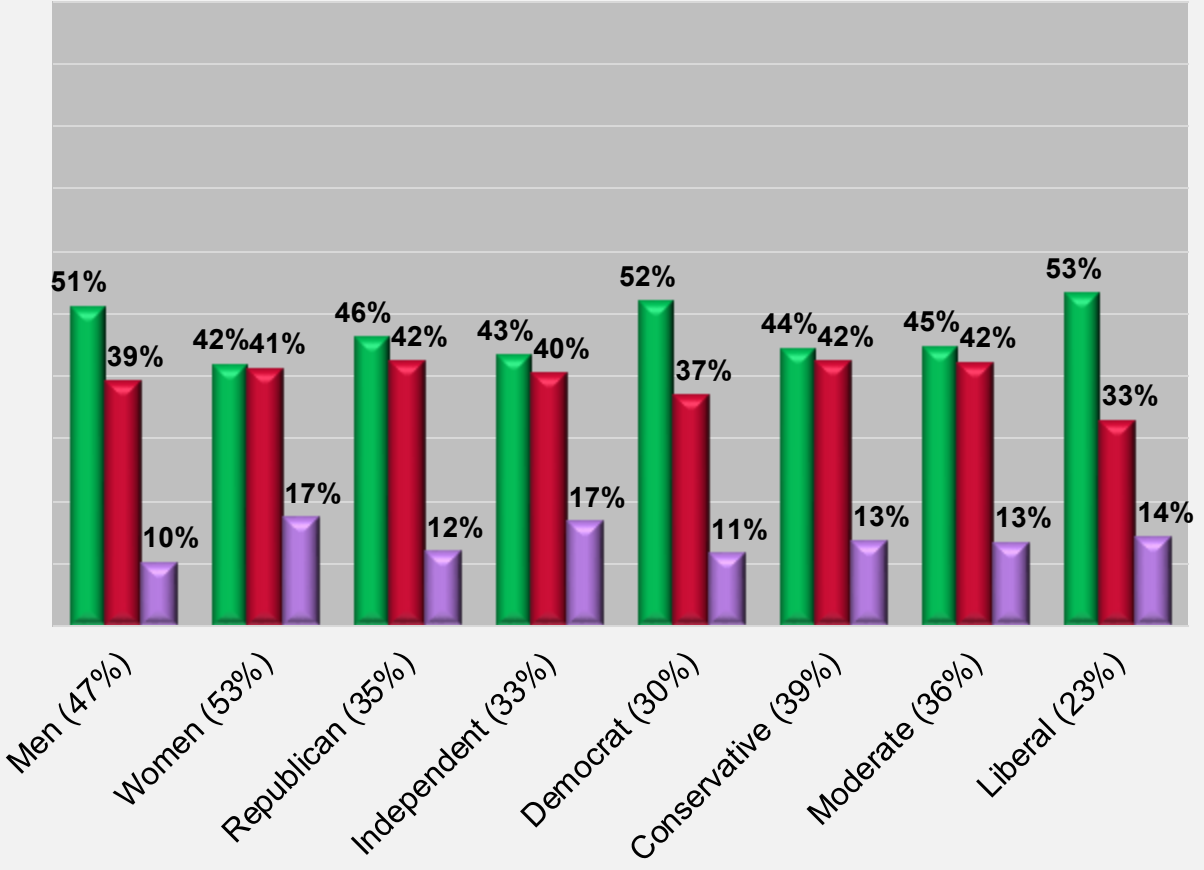
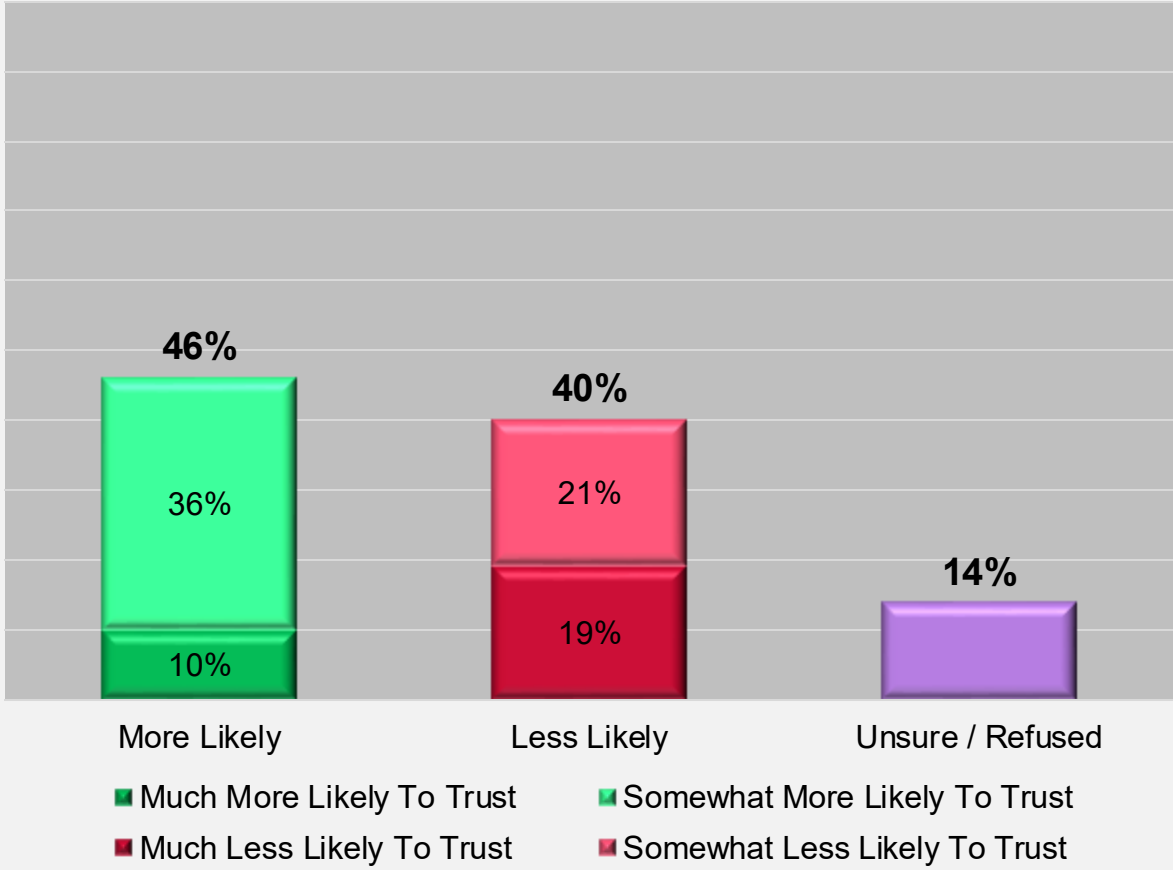
# If you asked your doctor about a specific medicine, do you believe he would prescribe that medicine to you even if it posed a risk or wouldn't benefit you?



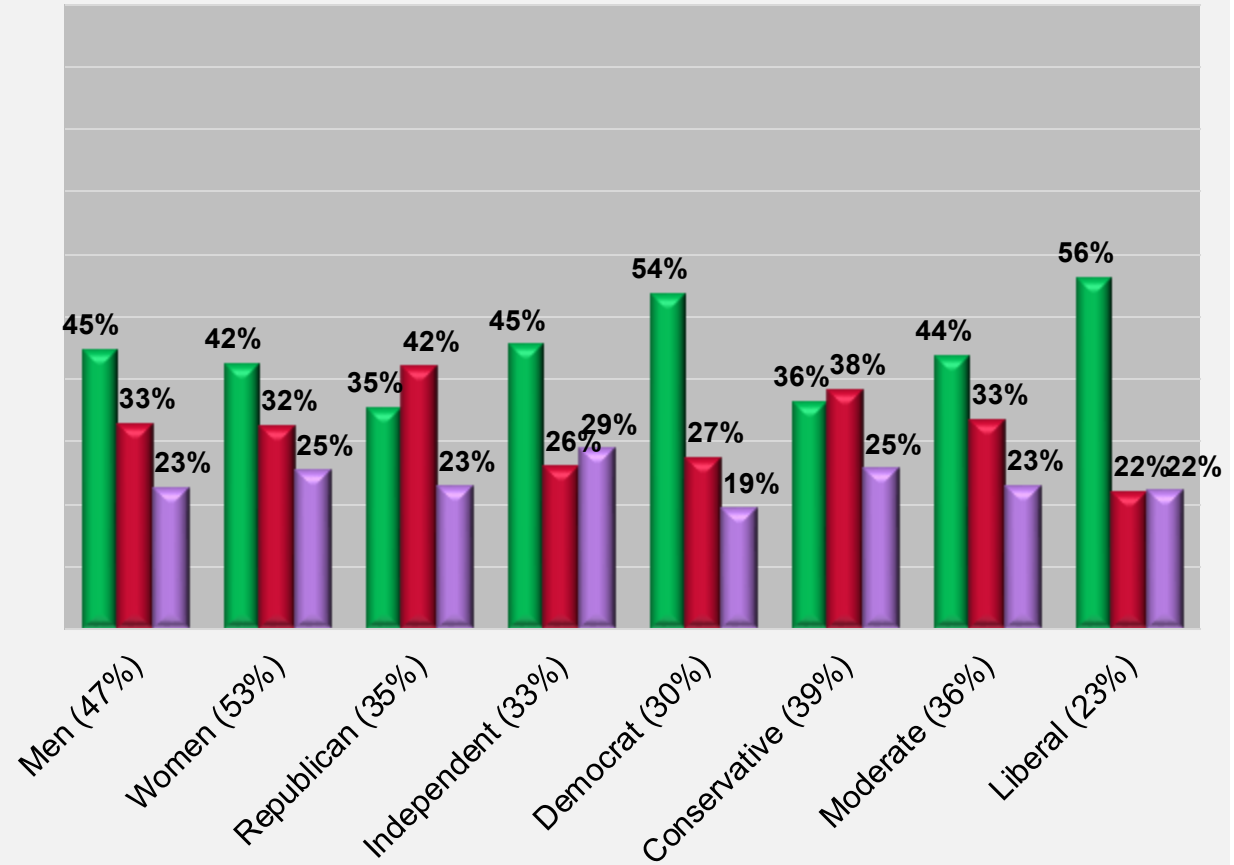
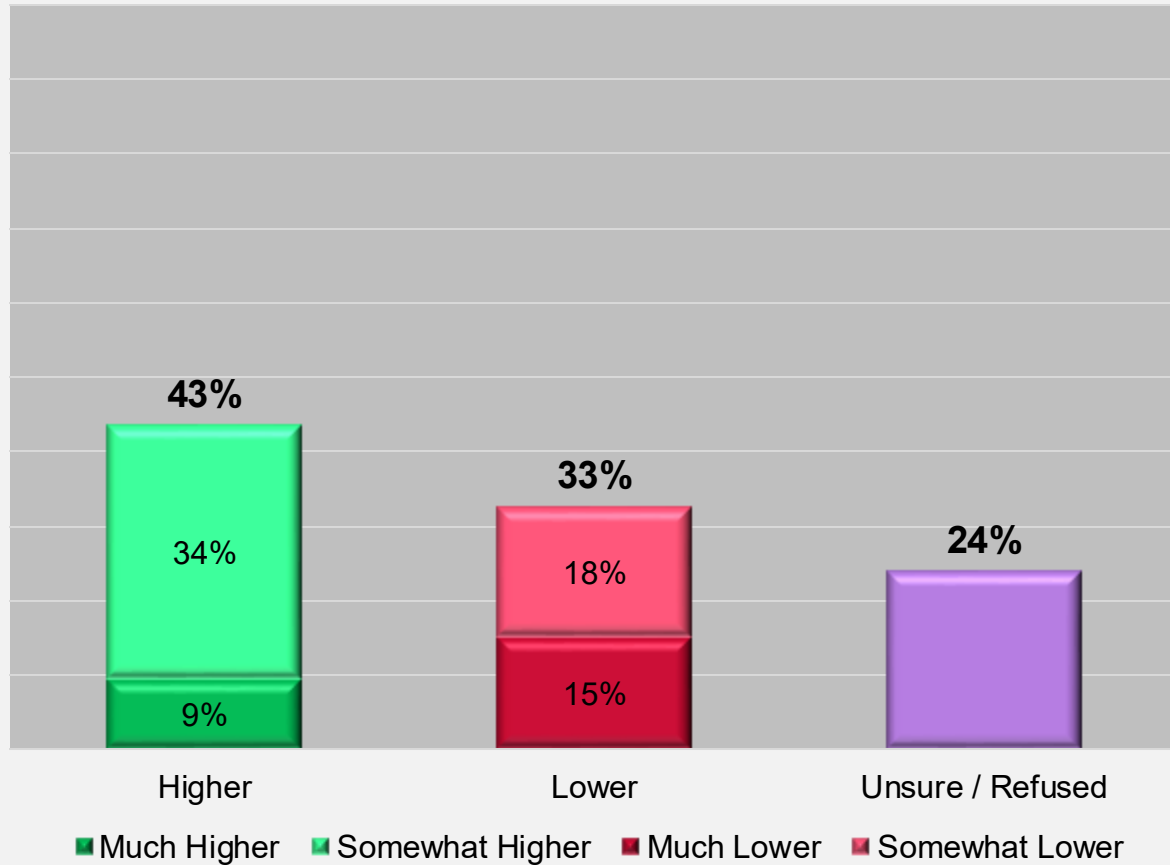
# How often do you believe doctors discuss the full range of drug treatment options, including new drugs, with their patients?



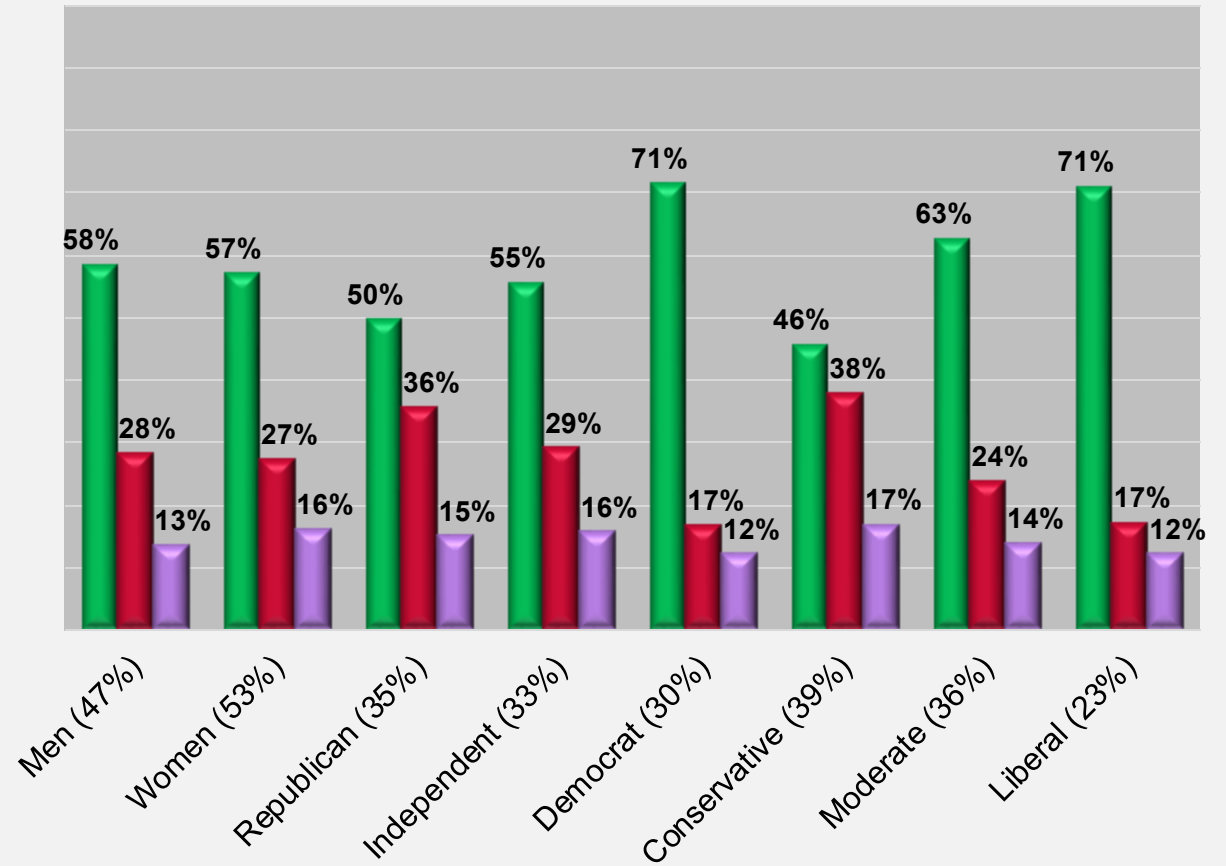
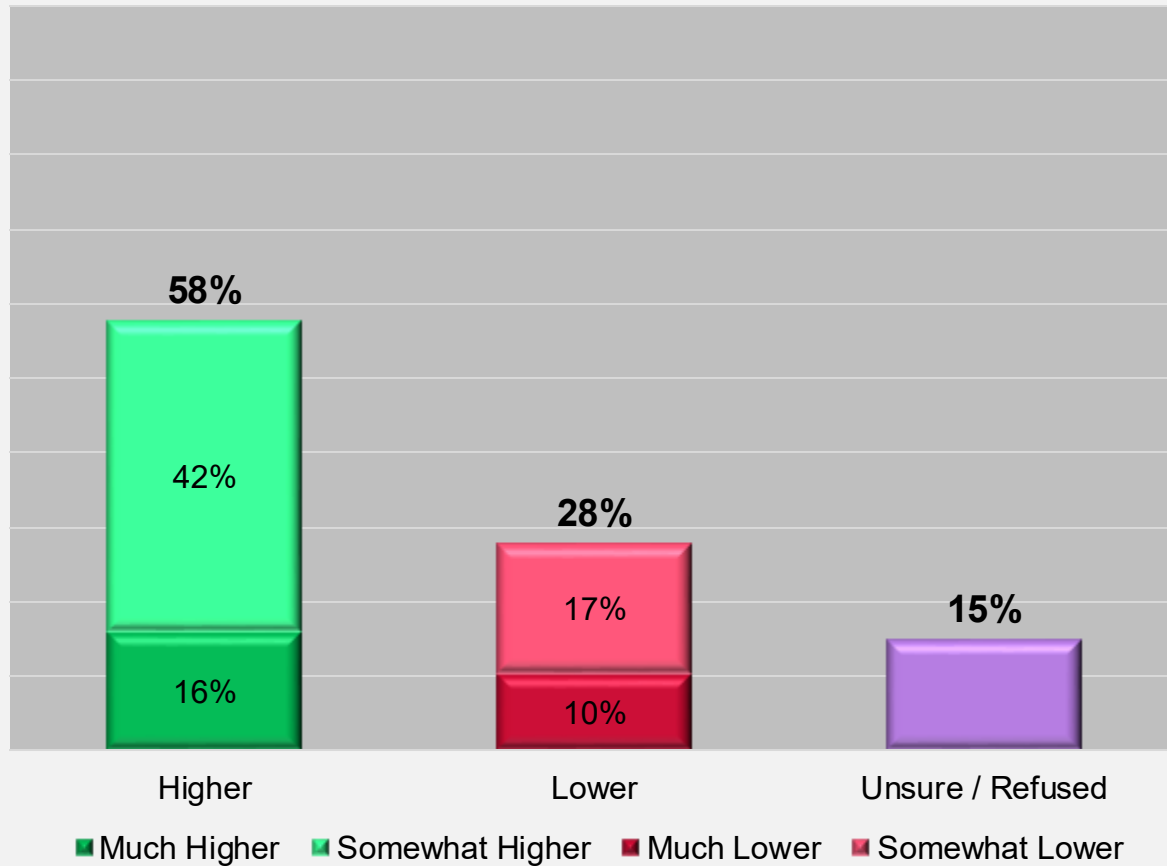
# Does listing potential side effects in television ads make you more or less likely to trust the information about the drug?



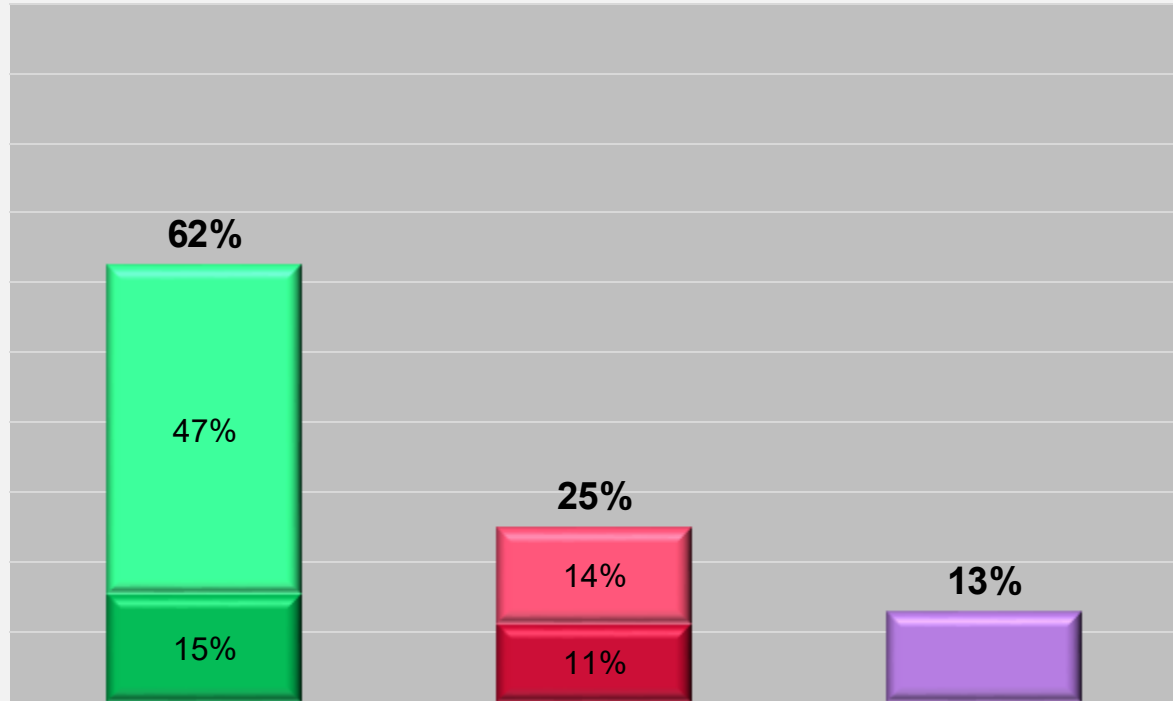
# Do you have a higher or lower level of trust in ads you see on television versus those you see on social media?



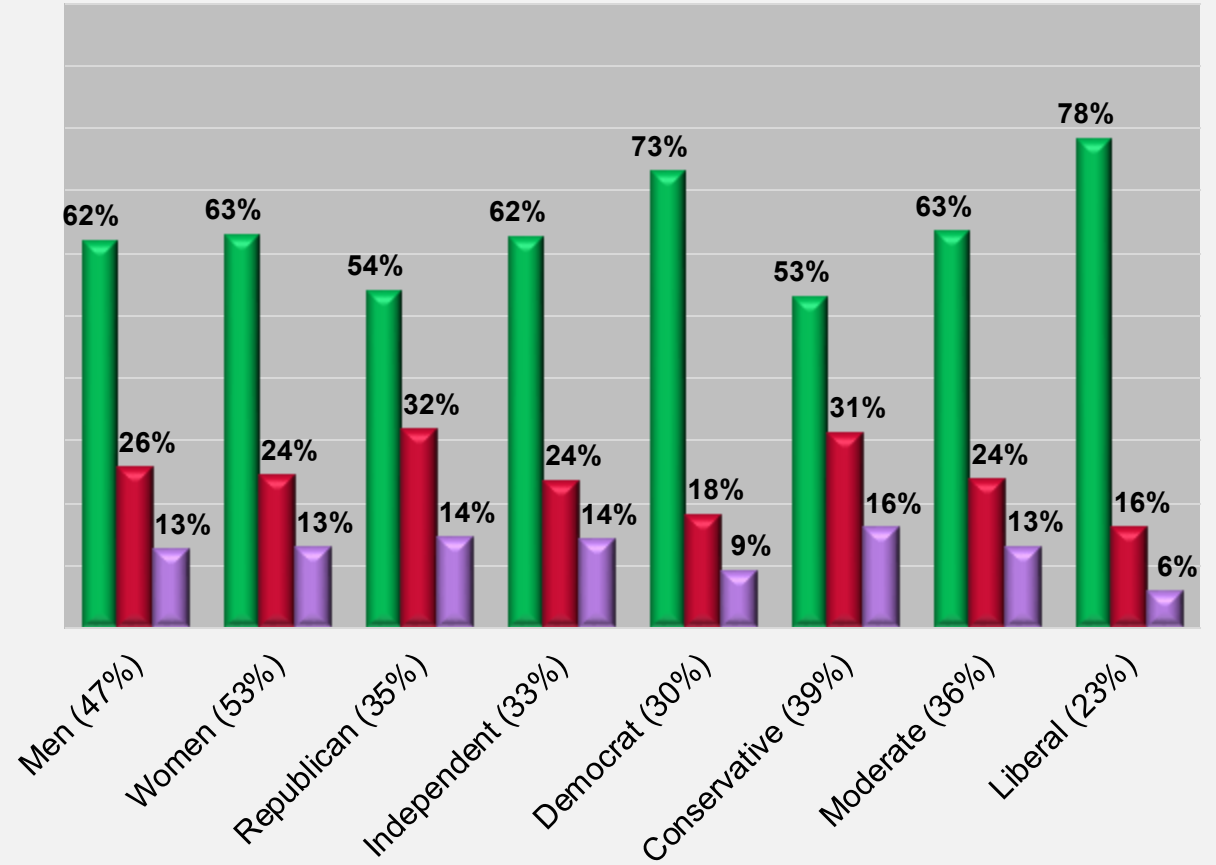
# Do you believe that prescription drugs are held to a higher or lower standard for the claims they make than other products marketed in television ads?



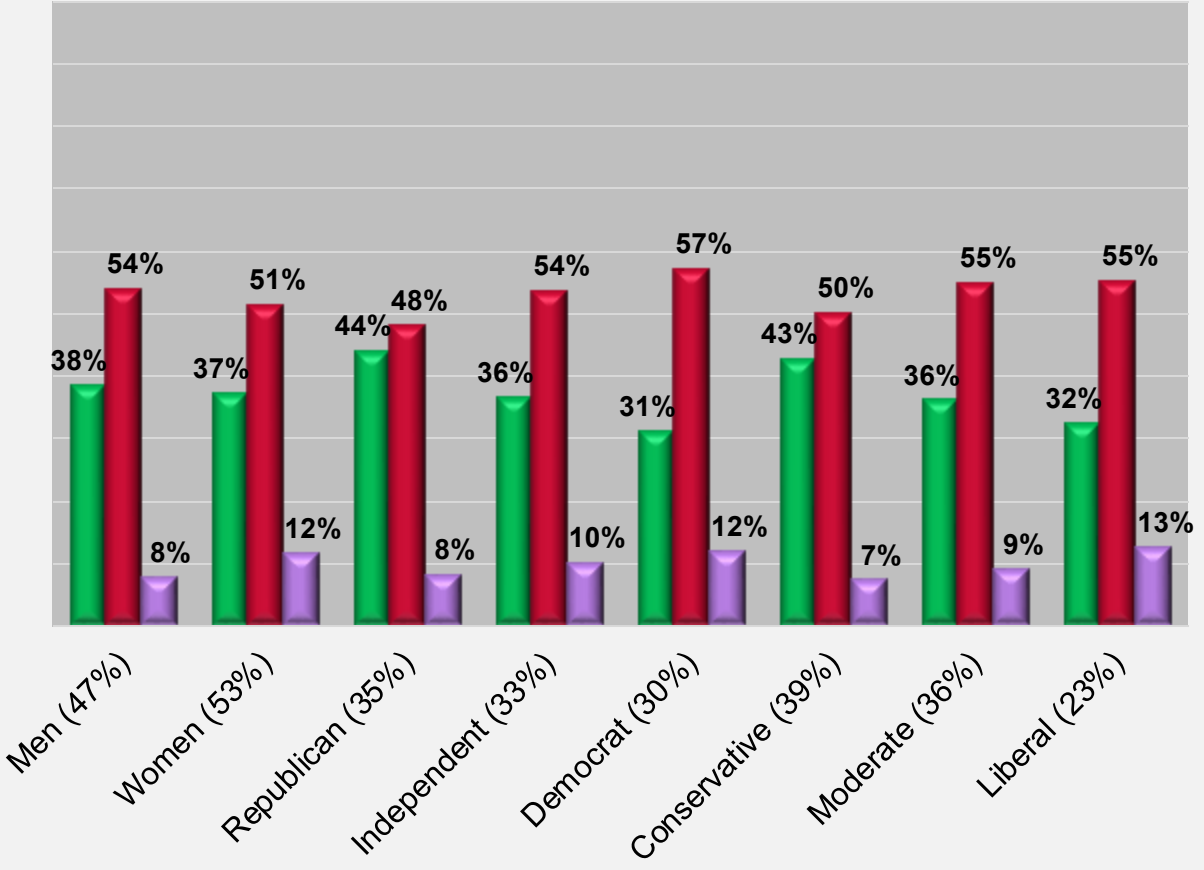
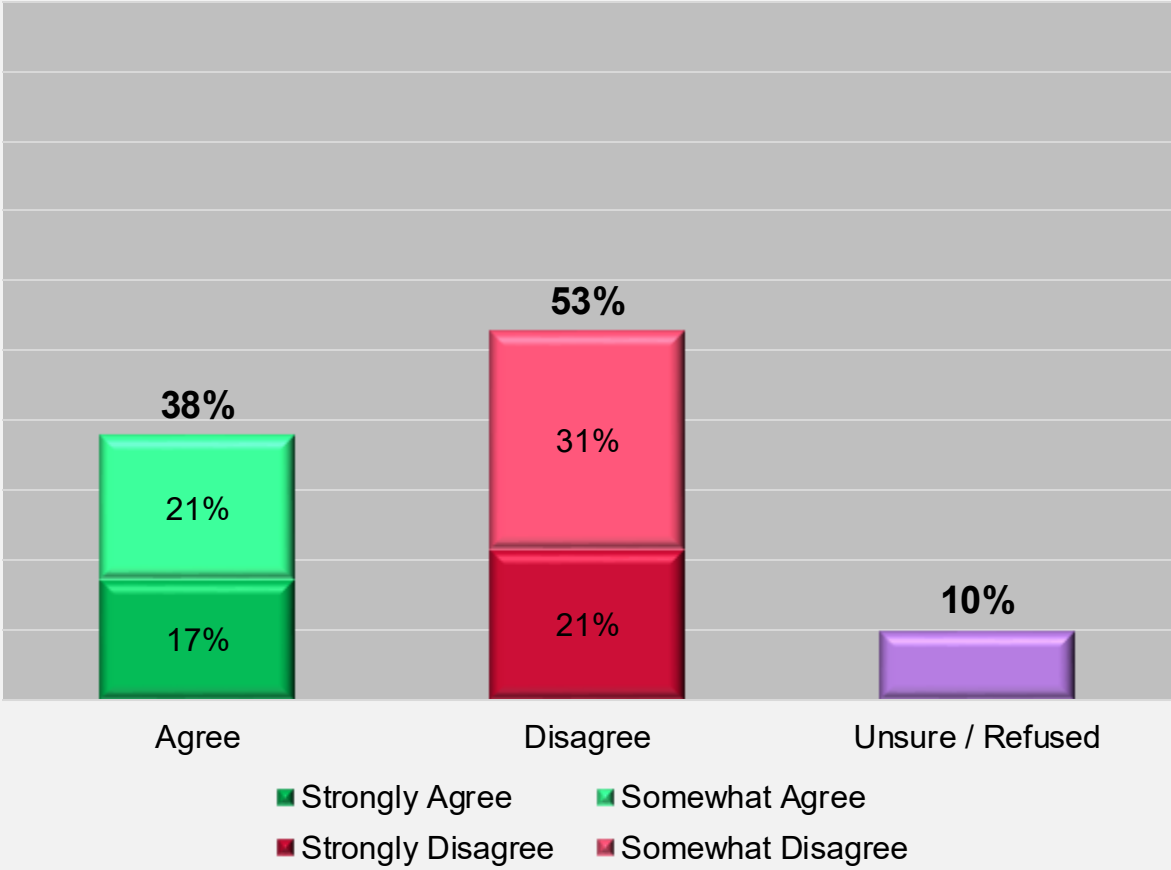
**Studies have shown that advertising for antidepressants increases awareness about mental health issues, increases access to treatment, reduces stigma, promotes patient-doctor dialogue about mental health issues, and even improves medication adherence. Does this statement make you more or less likely to support access to pharmaceutical advertising?**



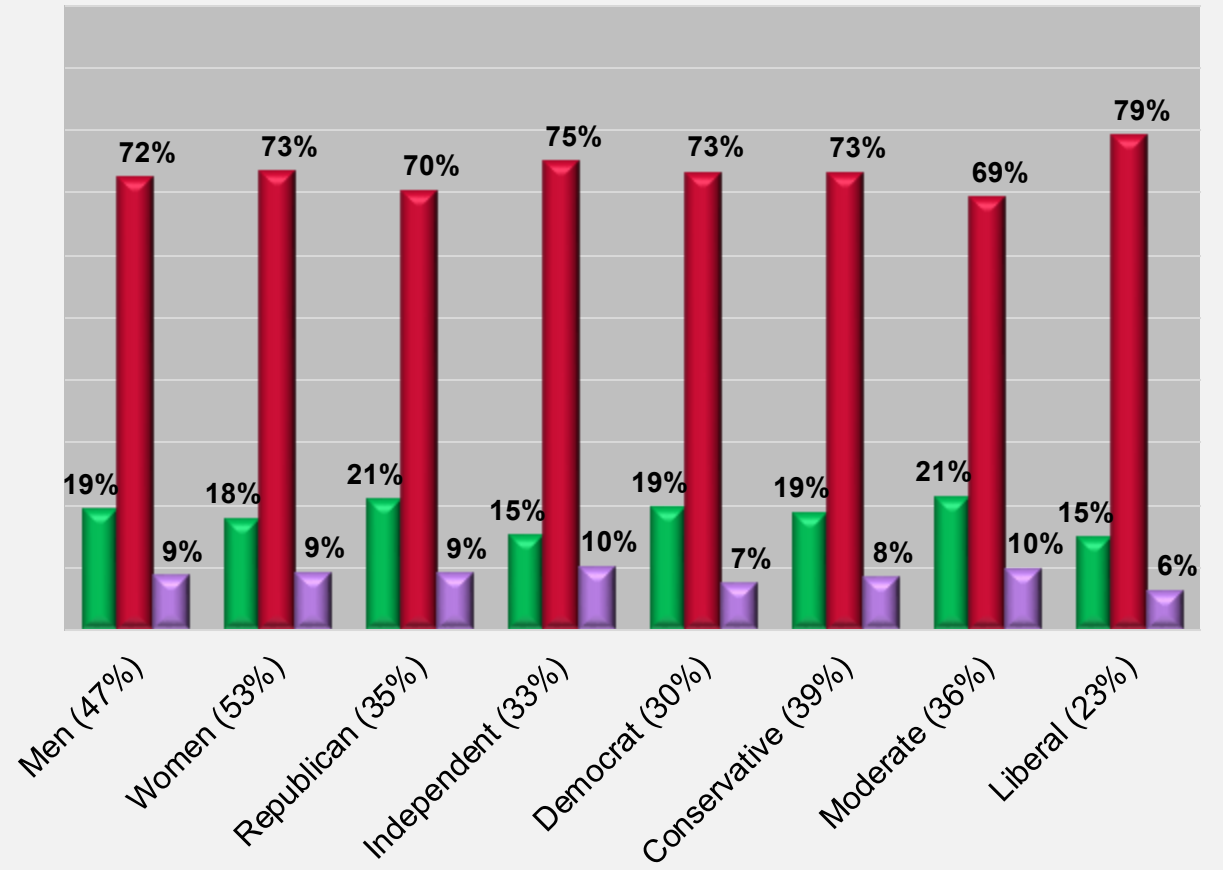
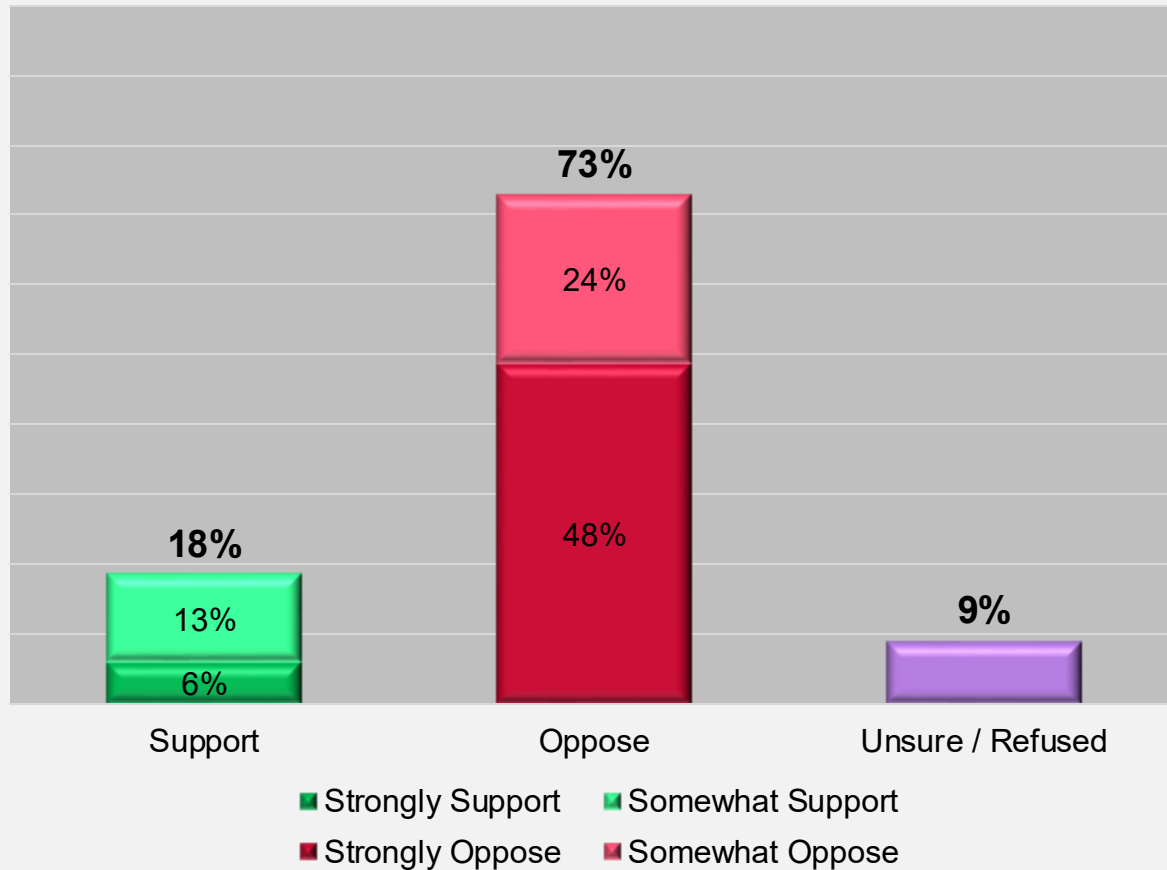
■ Much More Likely To Support    ■ Somewhat More Likely To Support  
■ Much Less Likely To Support    ■ Somewhat Less Likely To Support



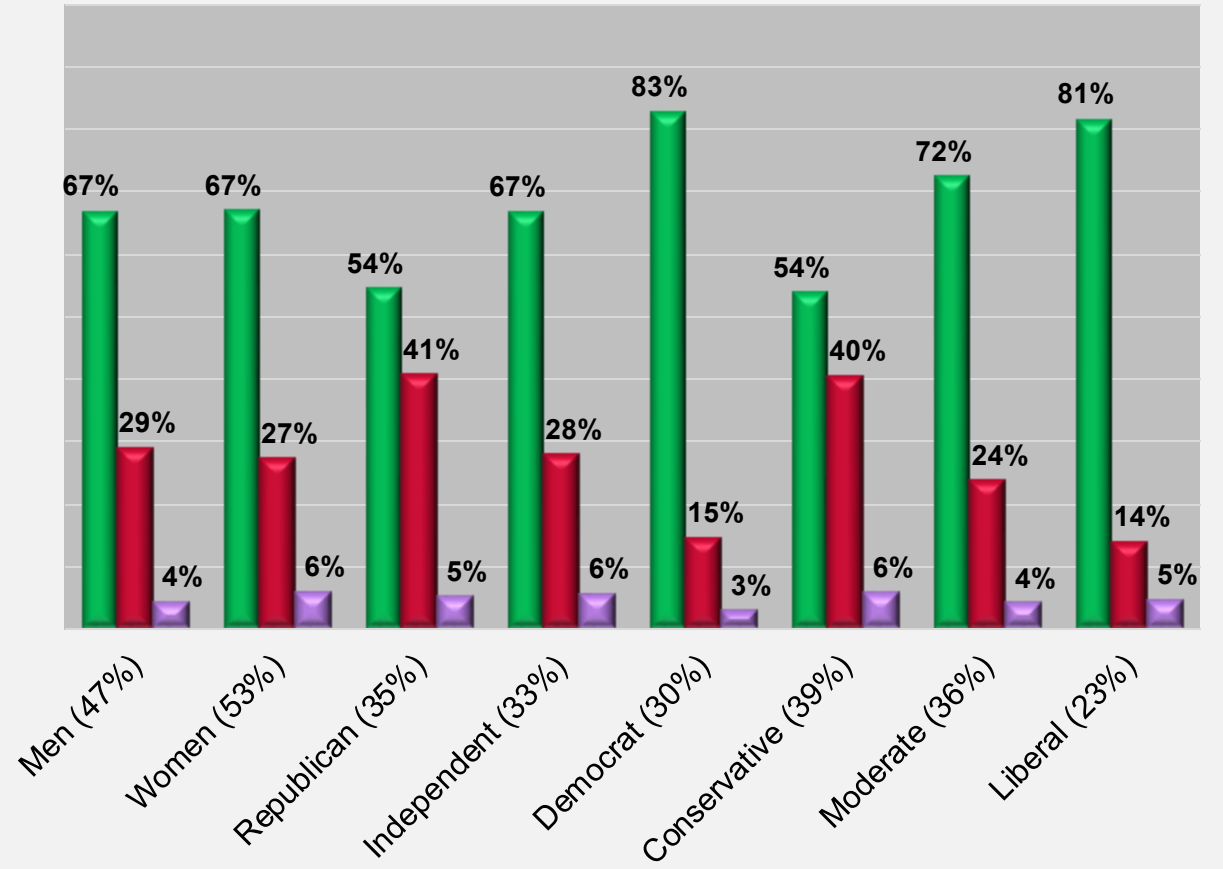
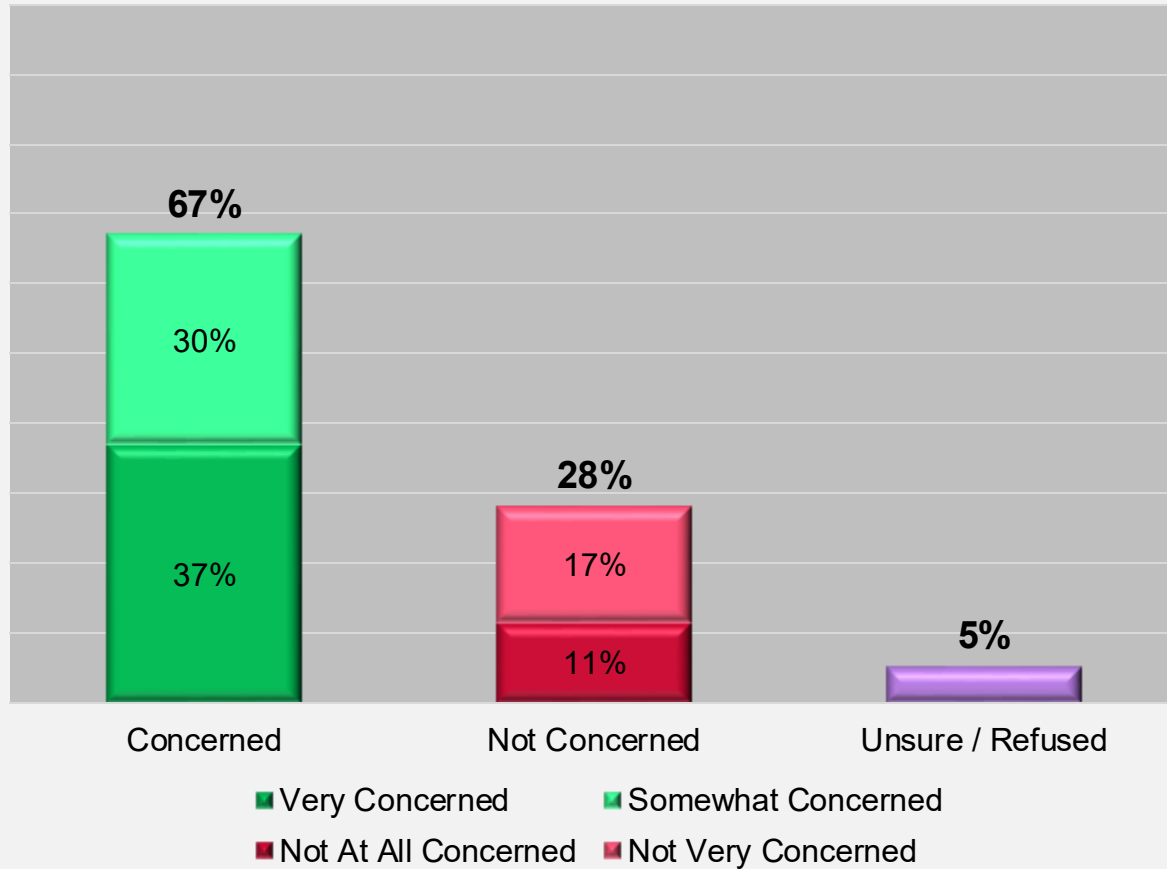
# Do you agree or disagree that the government should ban drug manufacturers from running television ads?



# Do you support or oppose the government deciding which commercials you can or can't see?



# If the Trump administration regulated drug commercials so heavily that they were driven from the airwaves, would you be concerned that future administrations might do the same to industries they didn't like? Would you be...



# How much confidence do you have in the government as a source of information about medical treatments and vaccines?

