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Ipsos Poll on Public Health Ad Measurement

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: June 6-9, 2025
Number of interviews: 1,015

Margin of error: +/- 3.2 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

BUX3. There are many advertisements in television, online, and in print aimed at reducing smoking or encouraging people to quit smoking.

Thinking about these types of advertisements, how important do you think they are in reducing smoking or encouraging smokers to quit?

	Total (N=1,015)
Not at all important	9%
Not too important	19%
Somewhat important	42%
Very important	29%
Skipped	1%
Not important (Net)	28%
Important (Net)	72%

BUX4. How important do you think it is to measure the effectiveness of public health campaigns in achieving their goals, such as increased awareness, behavior change, and improved health outcomes?

	Total (N=1,015)
Not at all important	4%
Not too important	9%
Somewhat important	42%
Very important	44%
Skipped	1%
Not important (Net)	14%
Important (Net)	86%



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BUX5. Which of the following statements is closer to your opinion?

	Total (N=1,015)
Government agencies such as CDC and FDA should conduct research to measure and improve the effectiveness of its communications, even though it costs money.	72%
Government agencies such as CDC and FDA should focus on cutting costs and eliminating programs, even if it makes it harder to know what policies and communications work.	24%
Skipped	3%

BUX6_1. Below are some activities that government agencies such as CDC and FDA have undertaken in the past. Do you think these efforts should be strengthened, left as they are, weakened, or eliminated / eliminated, weakened, left as they are, or strengthened?

[Producing ads encouraging people not to smoke](#)

	Total (N=1,015)
Strengthened	33%
Left as they are	43%
Weakened	12%
Eliminated	9%
Skipped	3%

BUX6_2. Below are some activities that government agencies such as CDC and FDA have undertaken in the past. Do you think these efforts should be strengthened, left as they are, weakened, or eliminated / eliminated, weakened, left as they are, or strengthened?

[Producing ads encouraging people to get vaccinated](#)

	Total (N=1,015)
Strengthened	34%
Left as they are	37%
Weakened	13%
Eliminated	14%
Skipped	3%

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BUX6_3. Below are some activities that government agencies such as CDC and FDA have undertaken in the past. Do you think these efforts should be strengthened, left as they are, weakened, or eliminated /

[Producing ads encouraging people to eat healthily](#)

	Total (N=1,015)
Strengthened	41%
Left as they are	38%
Weakened	10%
Eliminated	10%
Skipped	3%

BUX6_4. Below are some activities that government agencies such as CDC and FDA have undertaken in the past. Do you think these efforts should be strengthened, left as they are, weakened, or eliminated /

[Providing guidance on how to prevent infections at hospitals](#)

	Total (N=1,015)
Strengthened	49%
Left as they are	36%
Weakened	7%
Eliminated	5%
Skipped	3%

BUX6_5. Below are some activities that government agencies such as CDC and FDA have undertaken in the past. Do you think these efforts should be strengthened, left as they are, weakened, or eliminated /

[Providing information about testing for HIV](#)

	Total (N=1,015)
Strengthened	34%
Left as they are	45%
Weakened	11%
Eliminated	7%
Skipped	3%

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BUX6_6. Below are some activities that government agencies such as CDC and FDA have undertaken in the past. Do you think these efforts should be strengthened, left as they are, weakened, or eliminated /

eliminated, weakened, left as they are, or strengthened?
[Evaluating the effectiveness of ads at getting people to engage in health behaviors](#)

	Total (N=1,015)
Strengthened	38%
Left as they are	39%
Weakened	10%
Eliminated	11%
Skipped	2%

BUX6_7. Below are some activities that government agencies such as CDC and FDA have undertaken in the past. Do you think these efforts should be strengthened, left as they are, weakened, or eliminated /

eliminated, weakened, left as they are, or strengthened?
[Providing assistance to state and local public health agencies](#)

	Total (N=1,015)
Strengthened	49%
Left as they are	36%
Weakened	8%
Eliminated	5%
Skipped	3%

BUX6_8. Below are some activities that government agencies such as CDC and FDA have undertaken in the past. Do you think these efforts should be strengthened, left as they are, weakened, or eliminated /

eliminated, weakened, left as they are, or strengthened?
[Measuring the rate of vaccination for different diseases](#)

	Total (N=1,015)
Strengthened	39%
Left as they are	41%
Weakened	9%
Eliminated	8%
Skipped	3%

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BUX6_9. Below are some activities that government agencies such as CDC and FDA have undertaken in the past. Do you think these efforts should be strengthened, left as they are, weakened, or eliminated /

eliminated, weakened, left as they are, or strengthened?
[Measuring the prevalence of different health conditions and behaviors in the U.S. population](#)

	Total (N=1,015)
Strengthened	43%
Left as they are	39%
Weakened	9%
Eliminated	7%
Skipped	3%

BUX7_1. How much do you trust medical and health research conducted by each of the following types of institutions?

[Centers for Disease Control and Prevention \(CDC\)](#)

	Total (N=1,015)
A great deal	33%
A fair amount	36%
Not very much	19%
Not at all	9%
Skipped	2%

BUX7_2. How much do you trust medical and health research conducted by each of the following types of institutions?

[Food and Drug Administration \(FDA\)](#)

	Total (N=1,015)
A great deal	25%
A fair amount	43%
Not very much	22%
Not at all	8%
Skipped	2%

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BUX7_3. How much do you trust medical and health research conducted by each of the following types of institutions?

National Institutes of Health (NIH)

	Total (N=1,015)
A great deal	28%
A fair amount	41%
Not very much	21%
Not at all	9%
Skipped	2%

BUX7_4. How much do you trust medical and health research conducted by each of the following types of institutions?

Universities

	Total (N=1,015)
A great deal	23%
A fair amount	48%
Not very much	20%
Not at all	8%
Skipped	2%

BUX7_5. How much do you trust medical and health research conducted by each of the following types of institutions?

Private companies

	Total (N=1,015)
A great deal	4%
A fair amount	37%
Not very much	44%
Not at all	13%
Skipped	2%

BUX1. Have you ever watched or seen a [Tips from Former Smokers](#) ad on television, online, or in print?

	Total (N=1,015)
Yes	67%
No	26%
Not sure	7%
Skipped	1%



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BUX2. Have you ever watched or seen a [Real Cost](#) ad on television, online, or in print?

	Total (N=1,015)
Yes	29%
No	54%
Not sure	16%
Skipped	1%

BUX10. Have you ever watched or seen a [Truth Initiative](#) ad on television, online, or in print?

	Total (N=1,015)
Yes	24%
No	57%
Not sure	18%
Skipped	1%

BUX8. Have you smoked at least 100 cigarettes in your lifetime?

	Total (N=1,015)
Yes	32%
No	67%
Skipped	1%

BUX9. Do you now smoke every day, some days, or not at all?

	Total (N=311)
Every day	23%
Some days	7%
Not at all	70%
Skipped	-

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Q99_1. How much do you support or oppose the following initiatives from the federal government?
[Make America Healthy Again](#)

	Total (N=1,015)
Strongly support	31%
Somewhat support	35%
Somewhat oppose	13%
Strongly oppose	18%
Skipped	3%
Support (Net)	66%
Oppose (Net)	30%

Q99_2. How much do you support or oppose the following initiatives from the federal government?
[Department of Government Efficiency \(DOGE\)](#)

	Total (N=1,015)
Strongly support	22%
Somewhat support	22%
Somewhat oppose	16%
Strongly oppose	36%
Skipped	4%
Support (Net)	44%
Oppose (Net)	52%

Q99_3. How much do you support or oppose the following initiatives from the federal government?
[Abolishing the Department of Education](#)

	Total (N=1,015)
Strongly support	18%
Somewhat support	15%
Somewhat oppose	17%
Strongly oppose	47%
Skipped	3%
Support (Net)	33%
Oppose (Net)	64%

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Q99_4. How much do you support or oppose the following initiatives from the federal government?
Ending diversity, equity and inclusion

	Total (N=1,015)
Strongly support	26%
Somewhat support	19%
Somewhat oppose	15%
Strongly oppose	37%
Skipped	3%
Support (Net)	44%
Oppose (Net)	52%

Q99_5. How much do you support or oppose the following initiatives from the federal government?
Re-establishing the "Remain in Mexico" policy

	Total (N=1,015)
Strongly support	26%
Somewhat support	26%
Somewhat oppose	19%
Strongly oppose	23%
Skipped	6%
Support (Net)	52%
Oppose (Net)	42%

Q99_6. How much do you support or oppose the following initiatives from the federal government?
Cutting billions of dollars in grants aimed at mental health, public health and biomedical research projects already in progress

	Total (N=1,015)
Strongly support	8%
Somewhat support	17%
Somewhat oppose	22%
Strongly oppose	50%
Skipped	2%
Support (Net)	25%
Oppose (Net)	73%



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About the Study

This poll was conducted from June 6-9, 2025, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,015 adults age 18 or older.

The study was conducted in English. The data were weighted to adjust for gender by age, race and ethnicity, census region, metropolitan status, education, household income, political party identification, and 2024 presidential vote. Party ID benchmarks are from the 2024 NPORS annual survey. The demographic benchmarks came from the 2024 March supplement of the U.S. Census Bureau's Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor's degree, Master's degree or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Political Party ID (Democrat, Lean Democrat, Republican, Lean Republican, Independent/Something else)

The margin of sampling error is plus or minus 3.2 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.10. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

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About Ipsos

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