



Findings from a nationwide online survey of adults on  
attitudes toward homeopathic products, including an  
oversample of Washington, D.C. residents

August 2019

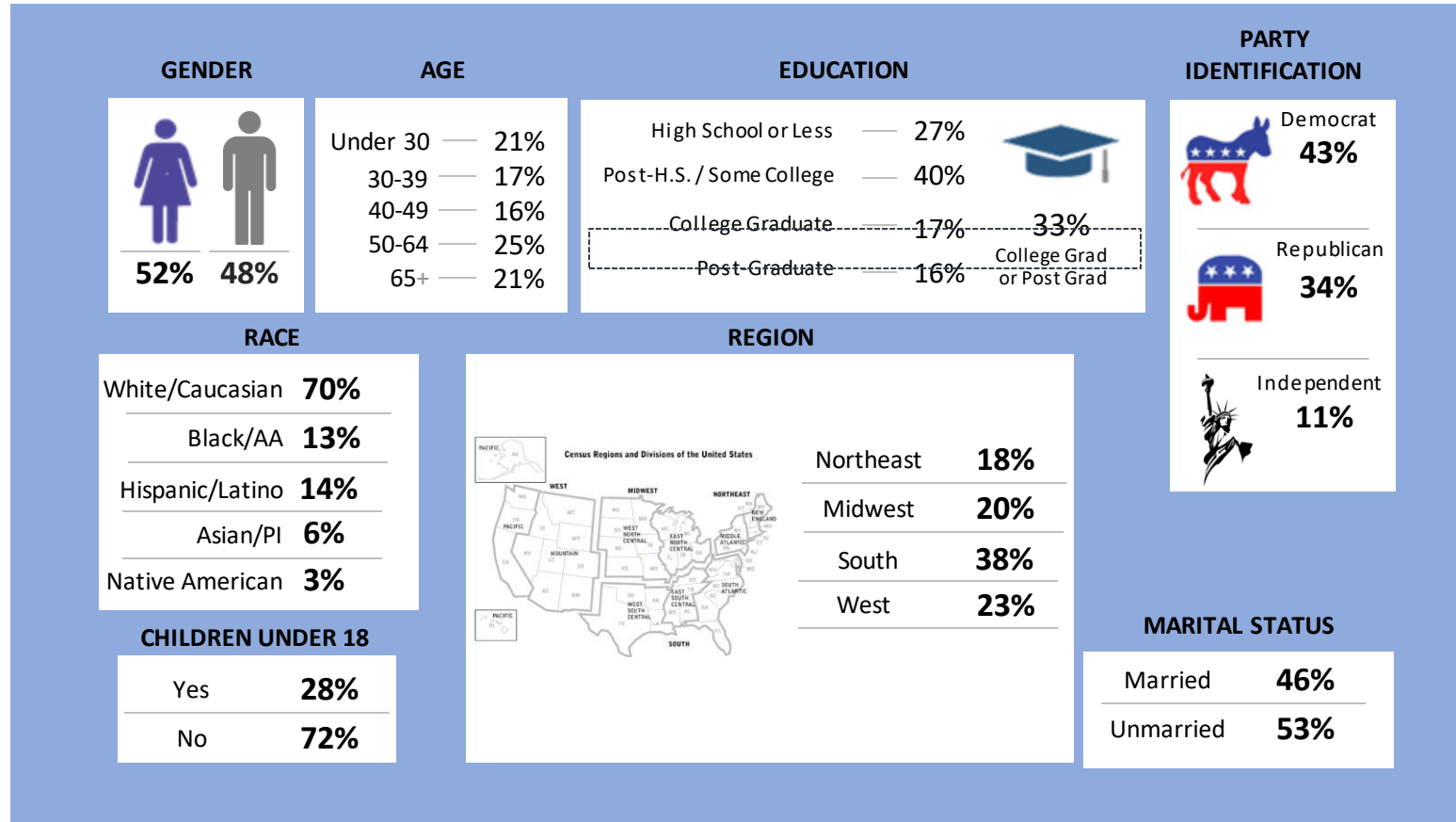
# Methodology

Lake Research Partners designed and administered this survey, which was conducted online. The survey reached 1000 U.S. adults plus an oversample of 200 Washington, D.C. residents. The survey was conducted July 22<sup>nd</sup> - 26<sup>th</sup>, 2019. The margin of error for the national sample is +/- 3.1%, while the margin of error for the D.C. sample is +/- 6.9%.

Telephone numbers for the sample were generated from a file of registered voters. The sample was stratified geographically to reflect the composition of the U.S. population by Census regions and the Washington, D.C. population by Wards. The data were weighted slightly by gender, age, race, region, and education level.

In interpreting survey results, all sample surveys are subject to possible sampling error—that is, the results of a survey may differ from those that would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of adults in the survey and the percentage distribution of responses to a question. For example, if a response to a given question which All Base Adults answered was 50%, we could be 95% confident that the true percentage would fall within plus or minus 3.1% of this percentage, or between 46.9% and 53.1%. (For the DC sample, the true percentage would fall within plus or minus 6.9%, or between 43.1% and 56.9%).

# Demographics of Sample



## Summary of Key Findings: Initial Views on Homeopathy

- Across the country, Americans tend to hold benign views of Walmart, CVS, and major pharmacy chains more generally, though with modest levels of intensity. The same is true for attitudes toward the Food and Drug Administration.
- Respondents have slightly more favorable opinions of non-homeopathic OTC drugs than they do of homeopathic OTC drugs, with the latter provoking more negative reactions, as well.
- Respondents' attitudes grow more skeptical when asked for their impressions of *manufacturers* of homeopathic OTC drugs and the homeopathic OTC drugs *industry*.
- Very few have an opinion of—or are even aware of—*Anas barbariae*, and those who do are evenly divided in their impressions.
- Nearly 8-in-10 adults say they trust pharmacies like CVS and Walmart to sell OTC drugs that are safe and effective, though just over one-quarter have a 'great deal' of trust.
- A plurality of Americans considers homeopathic OTC drugs about equally safe as non-homeopathic OTC drugs. Those who perceive a difference between the two categories lean slightly more toward the view that homeopathic OTC drugs are safer, though the differences are modest and a significant number of adults—nearly 1-in-5—are unsure.
  - D.C. residents are more divided on this question; in fact, slightly more view homeopathic OTC drugs as less safe than non-homeopathic OTC drugs.

## Summary of Key Findings: Initial Views on Homeopathy (cont'd)

- A plurality of adults also tends to see homeopathic and non-homeopathic OTC drugs as about equally effective, though those who have an opinion tend to see non-homeopathic OTC drugs as more effective. D.C. residents are even more likely than respondents nationwide to consider non-homeopathic OTC drugs more effective.
- A majority of respondents reports purchasing a homeopathic OTC drug for themselves at least once a year, including more than one-in-five who say they buy homeopathic OTC drugs at least once a month. D.C. residents report purchasing homeopathic OTC drugs only somewhat less frequently.
- Respondents are far less likely to reporting purchasing a homeopathic OTC drug for a child. Nearly two-thirds—both nationwide and in Washington, D.C.—say they never do so.
- One-in-ten adults reports having accidentally purchased a homeopathic OTC drug when they meant to purchase a non-homeopathic OTC drug. Another 1-in-5 is unsure.

## Summary of Key Findings: Initial Views on *Oscillococcinum*

- After respondents are asked to consider a scenario where they are in a pharmacy, looking to purchasing a remedy for a child suffering from a cold or flu, and seeing the OTC drug, *Oscillococcinum*—along with a short description of the product’s labeling information—fully half nationwide, and 42% of those in D.C., believe the drug to be effective and approximately one-third more are unsure.
- Similarly, a 57% majority of respondents would consider *Oscillococcinum* to be safe, with another 29% unsure.
  - Among D.C. residents, the number who would consider *Oscillococcinum* stands at 47% and closer to one-quarter of resident are unsure.
- Just over four-in-ten respondents nationwide—and over one-third in Washington, D.C.—say they would be likely to purchase *Oscillococcinum* for a child suffering from a common illness, like a cold or flu. Another 19% of all adults—and 18% in D.C.—are unsure.
- A narrow majority of adults would purchase *Oscillococcinum* for themselves, including one-in-five who would be very likely to do so. In Washington, D.C., a smaller number of residents, though still a plurality, would consider buying the homeopathic OTC drug.

## Summary of Key Findings: Initial Views on *Oscillococcinum* (cont'd)

- When considering Cold and Flu remedies one can purchase at a pharmacy, similar numbers of adults—a little over one-third each—believe that the presence of more active ingredient makes for a more powerful remedy or say that it depends on other factors. Just one-in-ten adults nationwide and in D.C. believe that less active ingredient makes for a more powerful remedy.
- Only 1% of respondents nationwide and in Washington, D.C. correctly identifies *Anas barbariaeas* duck heart and liver. A solid majority cannot even hazzard a guess.
- Roughly sixty percent of adults nationwide and in D.C. are unsure whether the designation, '200CK HPUS', means high, medium, or low strength.
- Before learning more about *Oscillococcinum*, a slim majority of adults—including a plurality in D.C.—believes this homeopathic OTC drug should be in the Cough, Cold, and Flu section of the pharmacy alongside non-homeopathic OTC drugs.

## Summary of Key Findings: Informed Views on *Oscillococcinum* and Homeopathy

- Opinions toward *Oscillococcinum* and homeopathic OTC drugs deteriorate once adults learn more about them. After hearing the explanation of what '200 CK HPUS' actually represents, fully half of adults say they feel less favorable towards homeopathic OTC drugs in general. Just 1-in-6 feels more favorable as a result of this information, and the remainder say it makes no difference or are unsure.
- The statement about homeopathy's claim 'that a drug's strength increases when there is more water or sugar and less active ingredient, and a drug is at its strongest when basically no active ingredients remain' also draws a negative response, with over one-third of respondents nationally and in D.C. feeling less favorable toward homeopathic OTC drugs as a result.
- When respondents are asked again about their impressions of *Oscillococcinum*, just 35% consider it effective—a 15-point drop from earlier in the survey, with disproportionate movement among adults under 30, non-college adults, Northeasterners, Westerners, whites, and Latinx adults.
- Respondents also view the drug as less safe than they do initially, with women, adults ages 40 to 49, and seniors 65 registering the largest declines. Twice as many respondents shift toward viewing the drug as unsafe than safe, though with no active ingredients, many respondents may be concluding that the product is no less safe than water or a sugar pill.
- Respondents are also less likely to buy the drug for themselves and are even less likely to buy the drug for a child than before, with just shy of half of all adults nationwide, and a majority in D.C., saying they would be unlikely to purchase the drug as a remedy for a child suffering from a common illness, like a cold or flu. Women, adults ages 50 to 64, Northeasterners, Midwesterners, and whites register the largest declines in their stated likelihood of buying *Oscillococcinum* for a child.



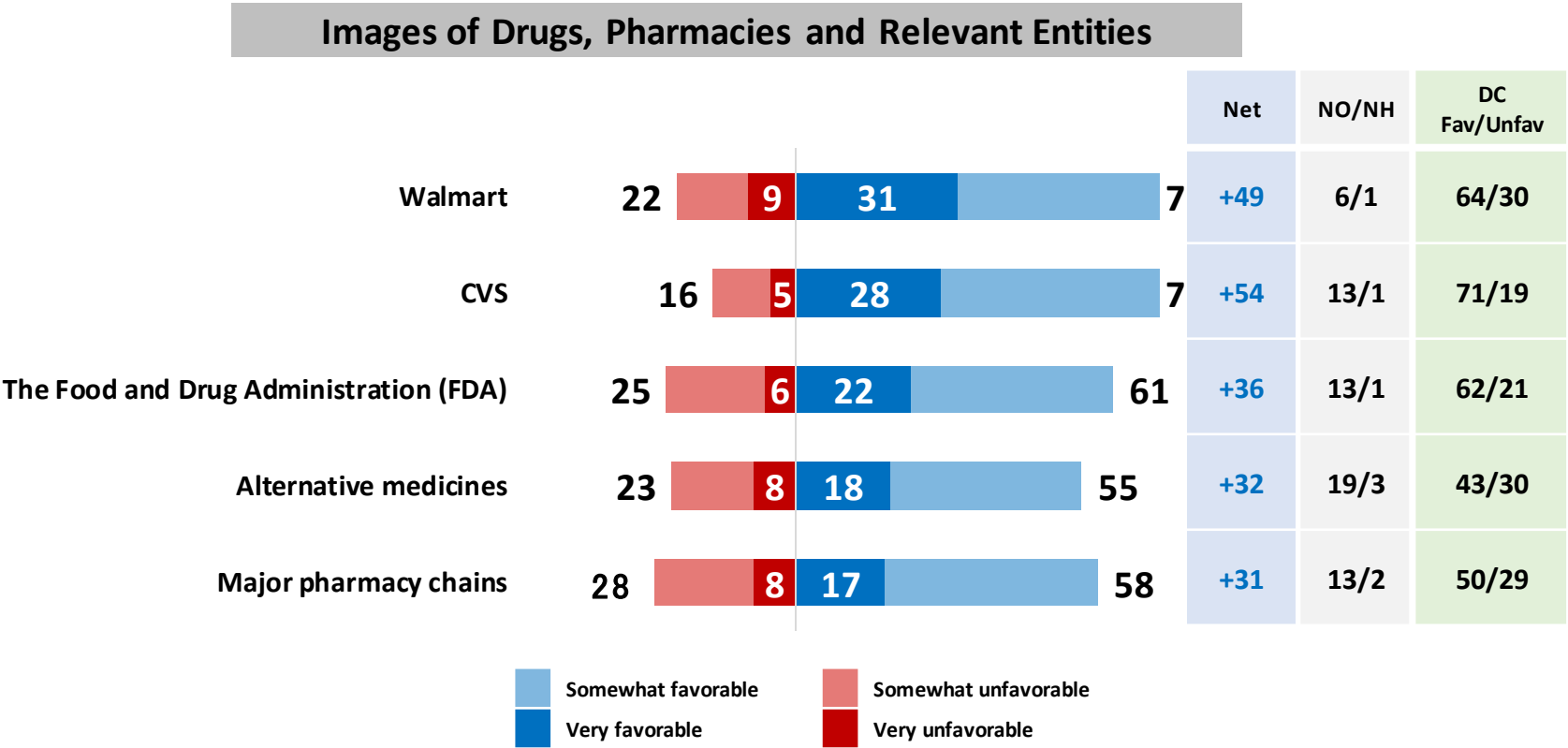
## Summary of Key Findings: Informed Views on *Oscillococcinum* and Homeopathy (cont'd)

- All major subgroups of respondents register a decline in the view that *Oscillococcinum* should be sold in the Cough, Cold, and Flu section of the pharmacy alongside non-homeopathic OTC drugs, with the biggest drops taking place among women, adults ages 40 and over, college-educated respondents, D.C. residents, Midwesterners, and whites. Overall, just under one-quarter moves toward opposing the sale of homeopathic OTC drugs alongside non-homeopathic OTC drugs.
- More than not, respondents tend to agree with the statement that homeopathic drugs are misleading and should be labeled with a warning than with the statement that homeopathic OTC drugs already include safety information on their packaging and should be sold alongside non-homeopathic OTC drugs in the Cough, Cold & Flu section without additional warnings. Notably, a number of adults agree with both statements or are unsure.
- After hearing the description of what *Anas barbariae* actually is, nearly half of adults report feeling less favorable toward the homeopathic OTC drug, *Oscillococcinum*, including half of women, older adults, college-educated adults, and whites.
- Most adults across all major subgroups support the labeling of homeopathic OTC drugs as recommended by the FTC, with particularly high support among men, adults under 30, as well as those 50 and over, college-educated adults, Northeasterners, and whites.
- When asked about how they would feel if they had bought the drug for themselves or a child after having learned more about it, most respondents report negative sentiments. This includes over 4-in-10 who say they would feel “terrible/ horrified/ upset,” “cheated/ deceived,” or “ripped off/ scammed.” D.C. residents are even more likely to register negative feelings.
- By a more than 2-to-1 margin, adults nationwide say the CVS website statement about homeopathy makes them less favorable toward homeopathic OTC drugs.



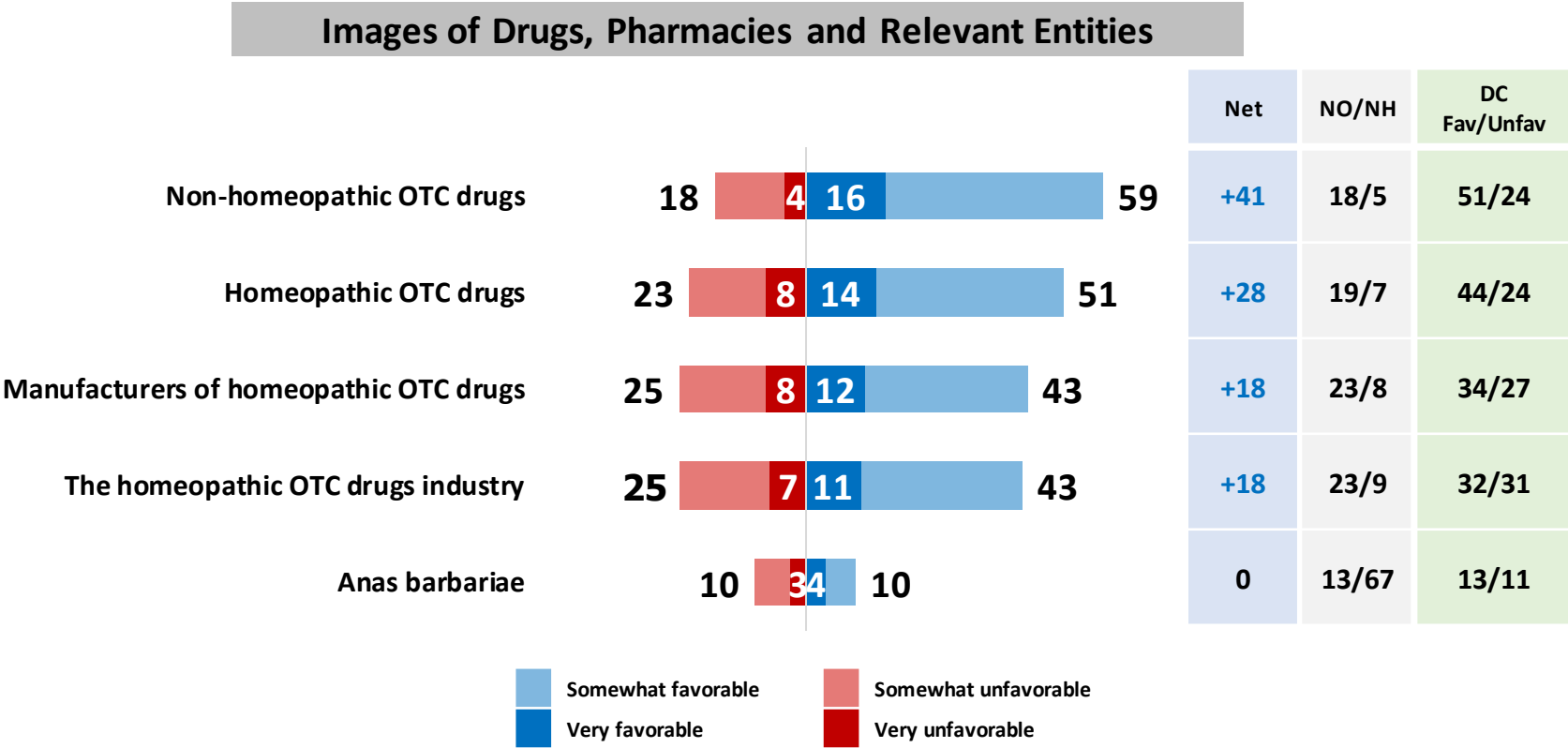
# Initial Views on Homeopathy

Across the country, Americans hold benign views of Walmart, CVS, and major pharmacy chains more generally, though with modest levels of intensity. The same is true for attitudes toward the Food and Drug Administration.



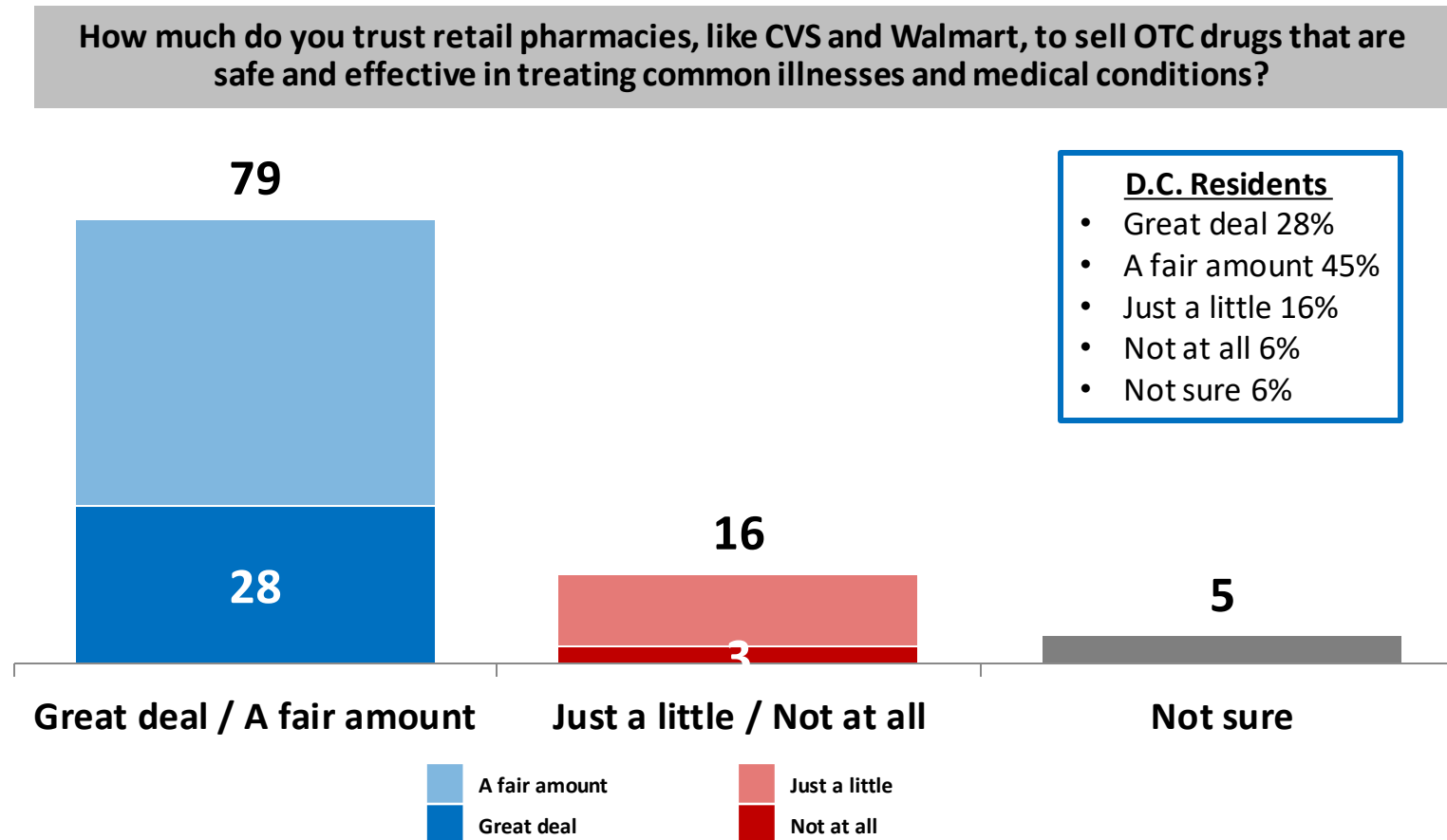
Q7.

Respondents have slightly more favorable opinions of *non*-homeopathic OTC drugs than they do of homeopathic OTC drugs, with the latter provoking more negative reactions, too. Respondents’ attitudes grow more skeptical when asked for their impressions of *manufacturers* of homeopathic OTC drugs and the homeopathic OTC drugs *industry*. Very few have an opinion of—or are even are aware of—*Anas barbariae*, and those who do are evenly divided in their impressions.



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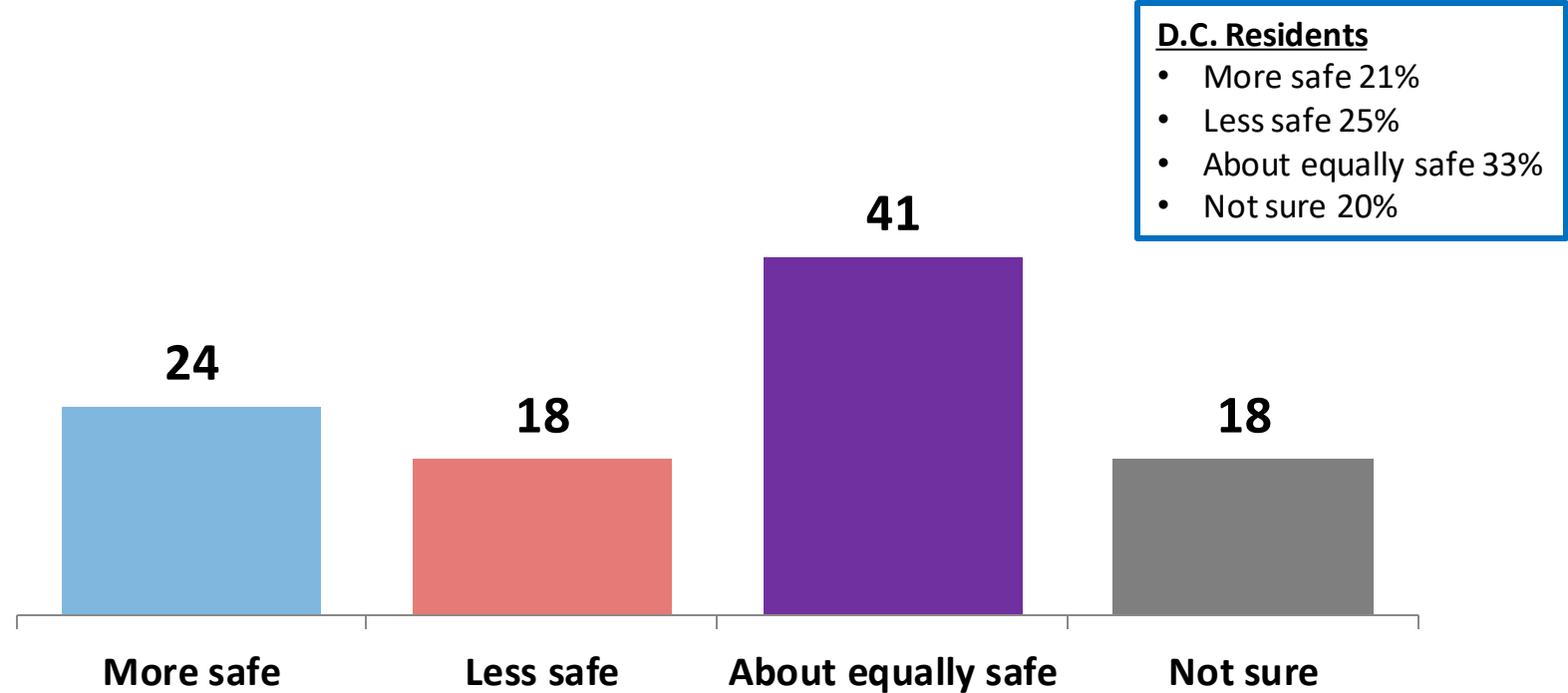
Nearly 8-in-10 adults say they trust pharmacies like CVS and Walmart to sell OTC drugs that are safe and effective, though just over one-quarter have a 'great deal' of trust.



Q8.

A plurality of Americans considers homeopathic OTC drugs about equally safe as non-homeopathic OTC drugs. Those who perceive a difference between the two categories lean slightly more toward the view that homeopathic OTC drugs are safer, though the differences are modest and a significant number of adults—nearly 1-in-5—are unsure. D.C. residents are more divided on this question; in fact, slightly more view homeopathic OTC drugs as *less* safe than non-homeopathic OTC drugs.

When considering the safety of a cold or flu remedy, do you generally consider homeopathic OTC drugs more safe, less safe, or about equally as safe as non-homeopathic OTC drugs?

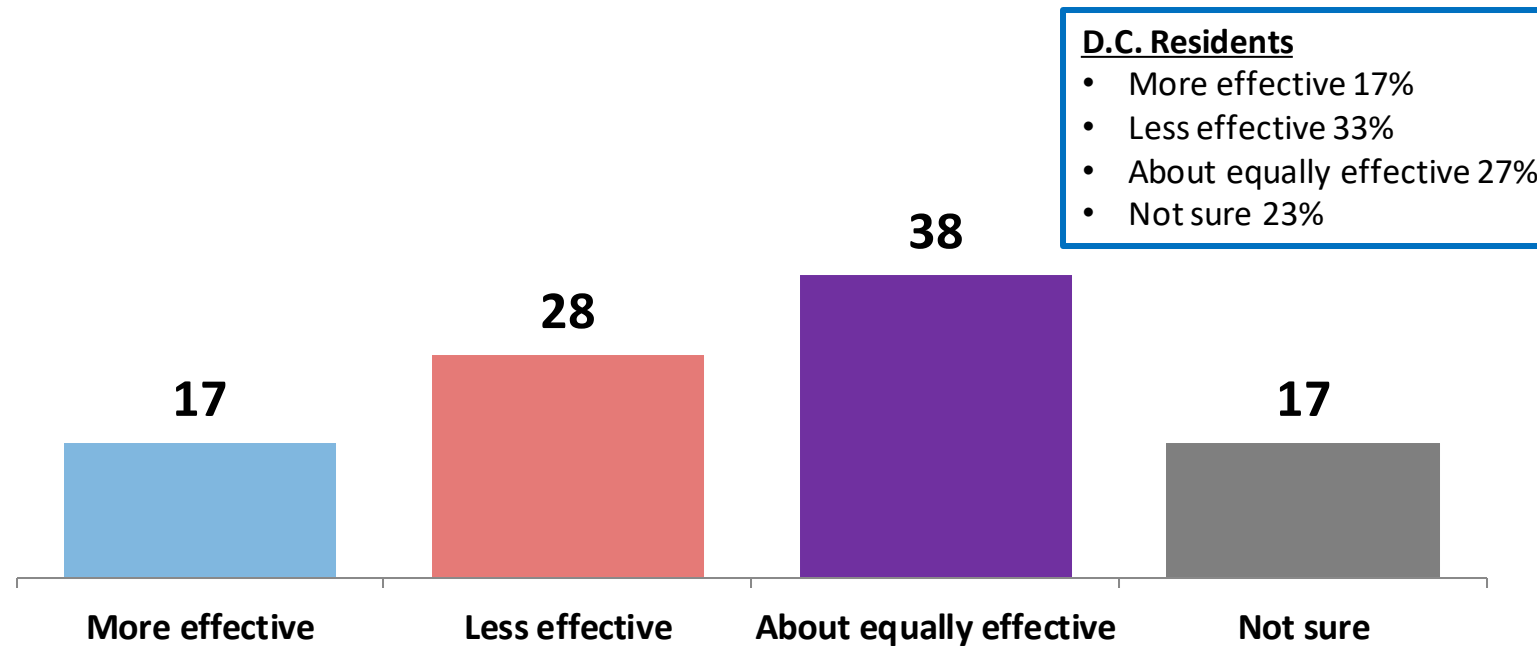


Q9.

14

A plurality of adults also tends to see homeopathic and non-homeopathic OTC drugs as about equally effective, though those who have an opinion tend to see *non*-homeopathic OTC drugs as more effective. D.C. residents are even more likely than respondents nationwide to consider non-homeopathic OTC drugs more effective.

When considering the effectiveness of a cold or flu remedy, do you generally consider homeopathic OTC drugs more effective, less effective, or about equally as effective as non-homeopathic OTC drugs?



Q10.

When respondents consider a scenario where they are looking for a remedy to a common illness at a retail pharmacy, nearly half say that they typically just select a product in the appropriate aisle, without speaking to a pharmacist, doctor, or other store employee. One-in-three say they would speak to the store pharmacist.

Imagine for a moment you are suffering from a common illness, like a cold or flu, and you are at a retail pharmacy looking for a remedy. In this situation, do you typically...

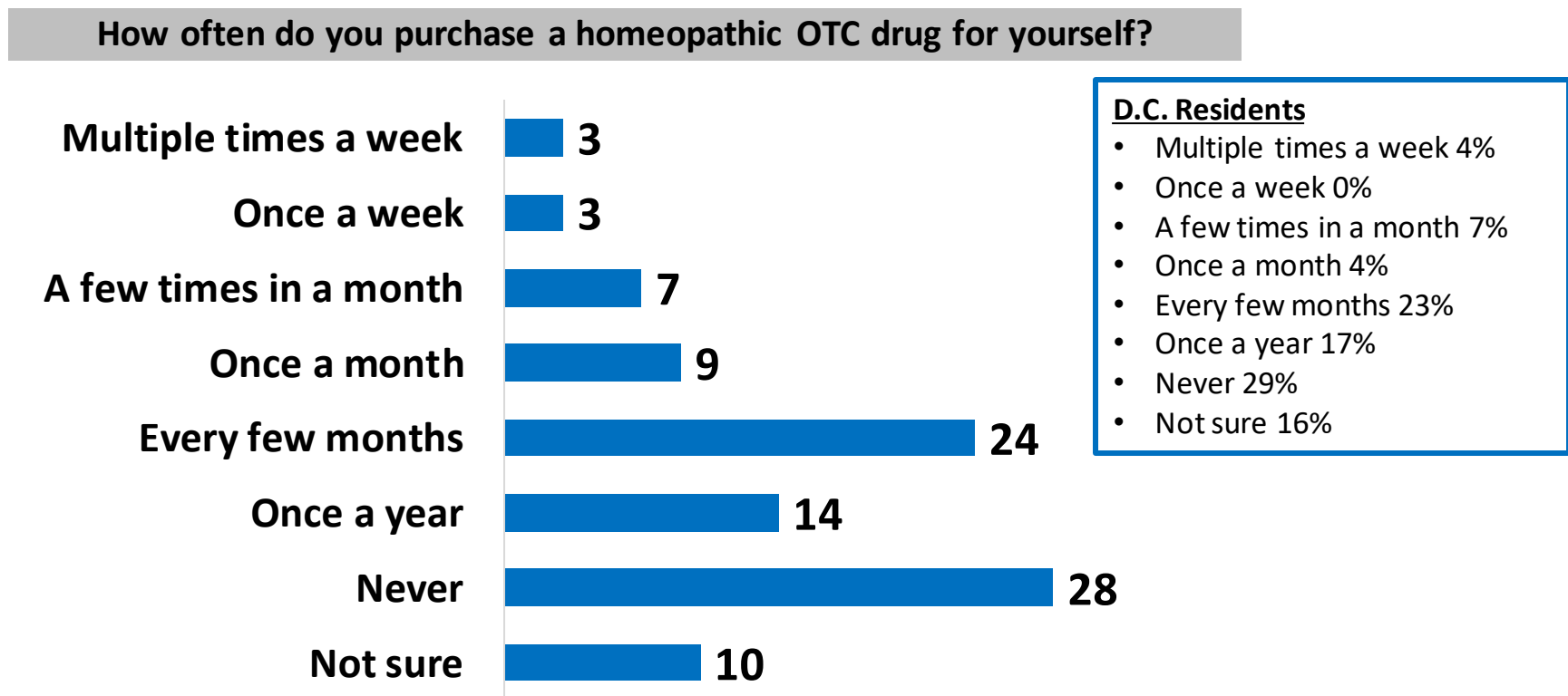


**D.C. Residents**

- Select a product in the appropriate aisle 40%
- Speak to a pharmacist at the drug store 29%
- Call a doctor to get advice 15%
- Speak to another store employee 7%
- Not sure 8%

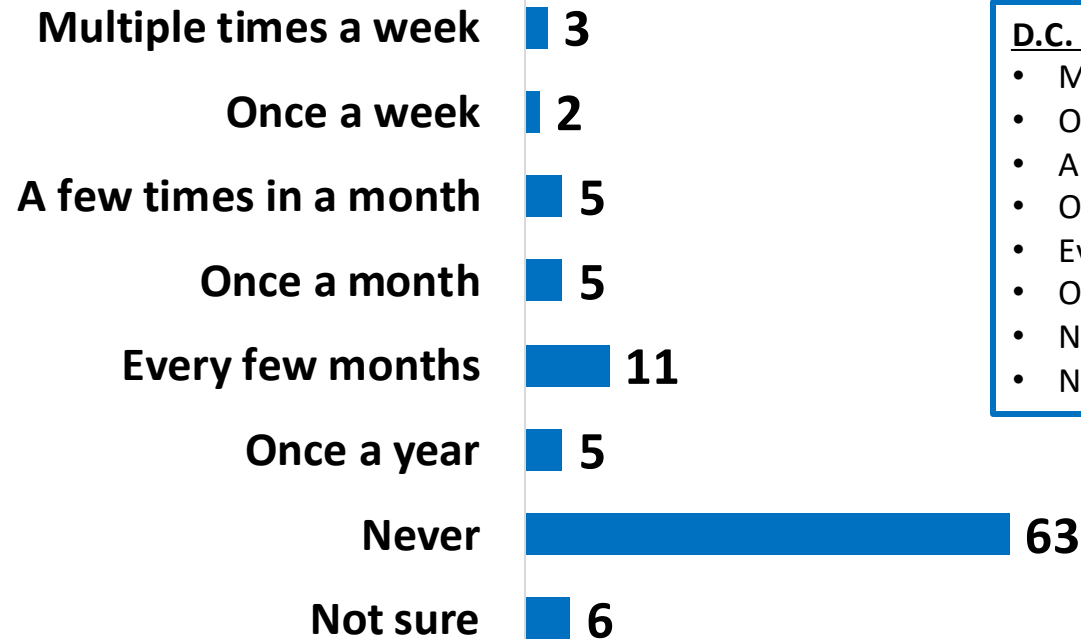


A majority of respondents reports purchasing a homeopathic OTC drug for themselves at least once a year, including more than one-in-five who say they buy homeopathic OTC drugs at least once a month. D.C. residents report purchasing homeopathic OTC drugs only somewhat less frequently.



Respondents are far less likely to reporting purchasing a homeopathic OTC drug for a child. Nearly two-thirds—both nationwide and in Washington, D.C.—say they never do so.

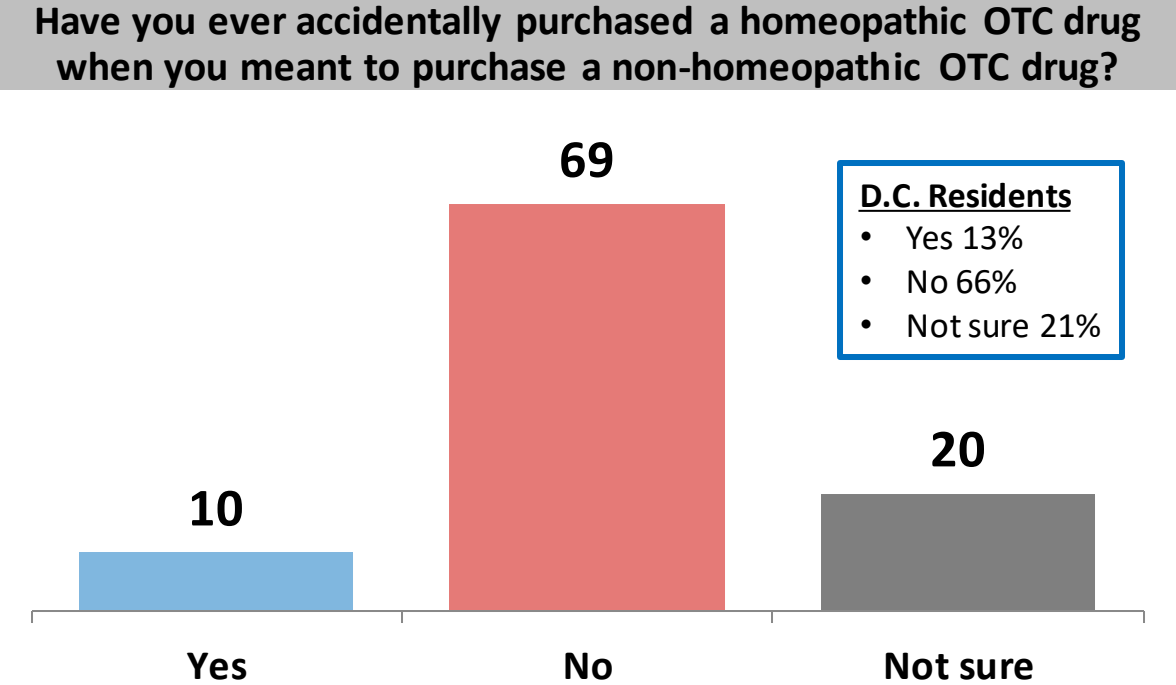
How often do you purchase a homeopathic OTC drug for a child?



**D.C. Residents**

- Multiple times a week 3%
- Once a week 2%
- A few times in a month 4%
- Once a month 2%
- Every few months 9%
- Once a year 7%
- Never 63%
- Not sure 11%

One-in-ten adults reports having accidentally purchased a homeopathic OTC drug when they meant to purchase a non-homeopathic OTC drug. Another 1-in-5 is unsure.



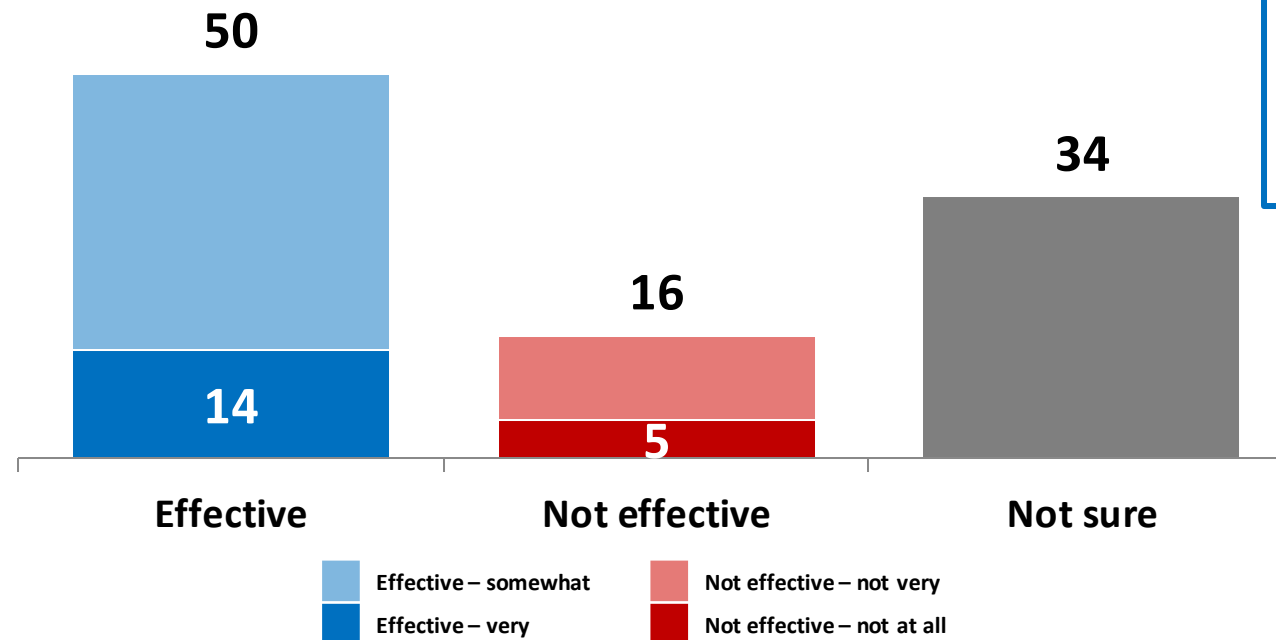


# Initial Views on *Oscillococcinum*



After being asked to consider a scenario where they are in a pharmacy, looking to purchasing a remedy for a child suffering from a cold or flu, and seeing the OTC drug, *Oscillococcinum*—along with a short description of the product’s labeling information—fully half of respondents nationwide, and 42% of those in D.C., believe the drug to be effective and approximately one-third more are unsure.

Imagine you are at a retail pharmacy looking for a remedy for a child who is suffering from a common illness, like a cold or flu. In the Cough, Cold & Flu section there is a homeopathic over-the-counter drug named Oscillococcinum. The packaging says the OTC drug “relieves flu-like symptoms such as fatigue, headache, body aches, chills and fever.” It says its used to “reduce both the duration and the severity of flu-like symptoms,” and that it “does not cause drowsiness or interact with other medications.” It lists the active ingredient as “Anas barbariae, 200CK HPUS.” Based on that information, how effective do you believe this homeopathic OTC drug would be at relieving flu-like symptoms?

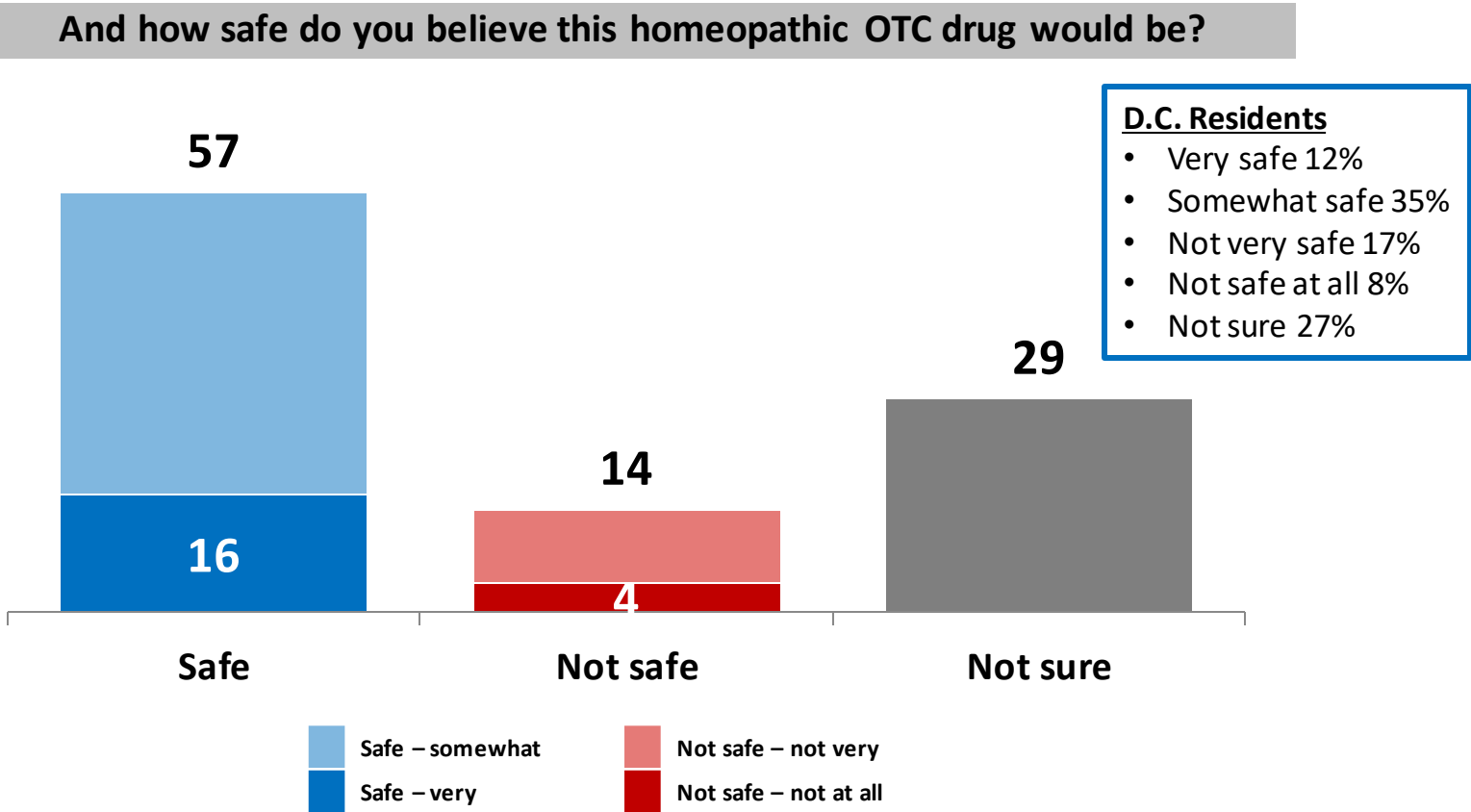


**D.C. Residents**

- Very effective 10%
- Somewhat effective 32%
- Not very effective 15%
- Not at all effective 13%
- Not sure 31%

Q15.

Still considering the same hypothetical situation, a 57% majority of respondents would consider *Oscillococcinum* to be safe with another 29% unsure. Among D.C. residents, the number who would consider *Oscillococcinum* safe drops to 47% and closer to one-quarter of resident are unsure.

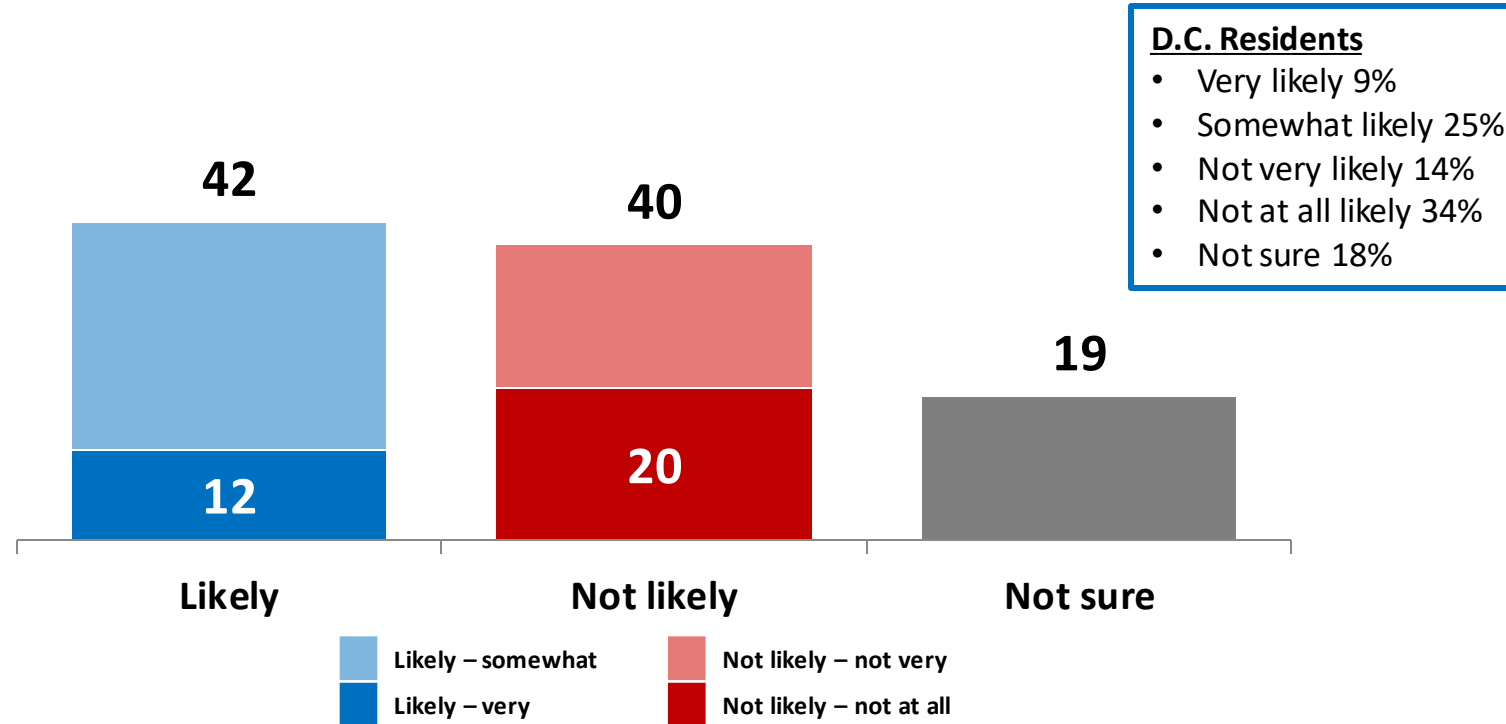


Q16.

22

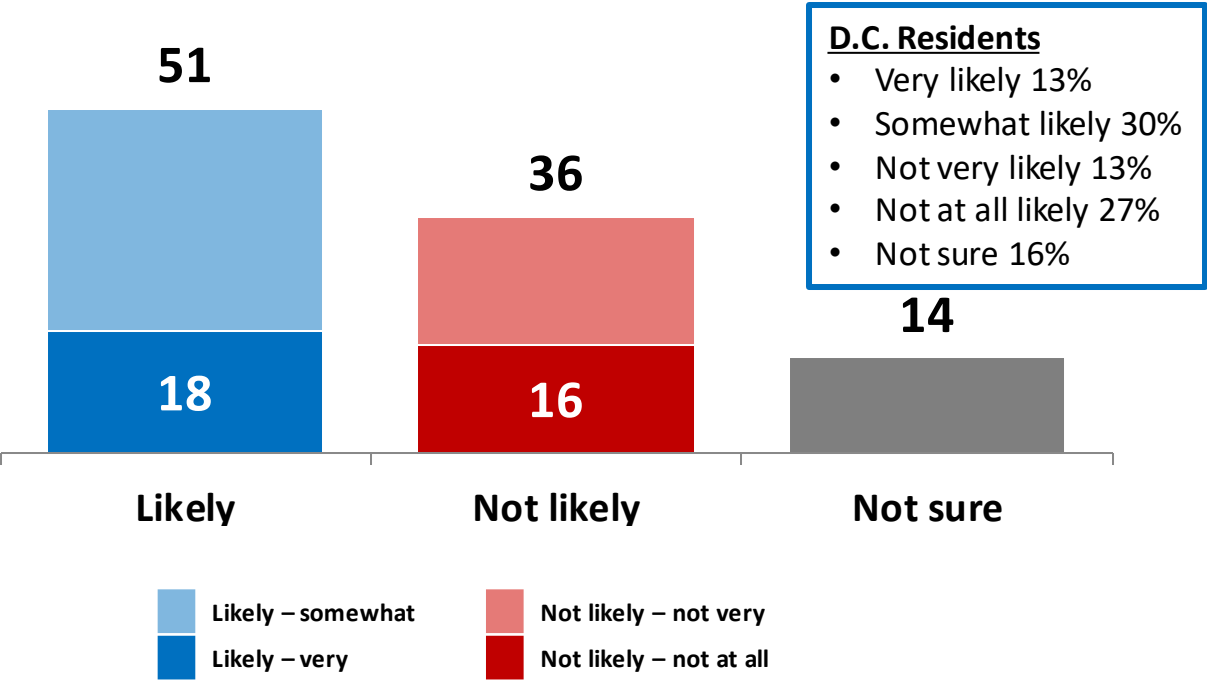
Just over four-in-ten respondents nationwide—and over one-third in Washington, D.C.—say they would be likely to purchase *Oscillococcinum* for a child suffering from a common illness, like a cold or flu. Another 19% of all adults—and 18% in D.C.—are unsure.

And in a situation like the one described, how likely would you be to purchase this homeopathic OTC drug for a child suffering from a common illness, like a cold or flu?



A narrow majority of adults would purchase *Oscillococcinum* for themselves, including one-in-five who would be very likely to do so. In Washington, D.C., a smaller number of residents, though still a plurality, would consider buying the homeopathic OTC drug.

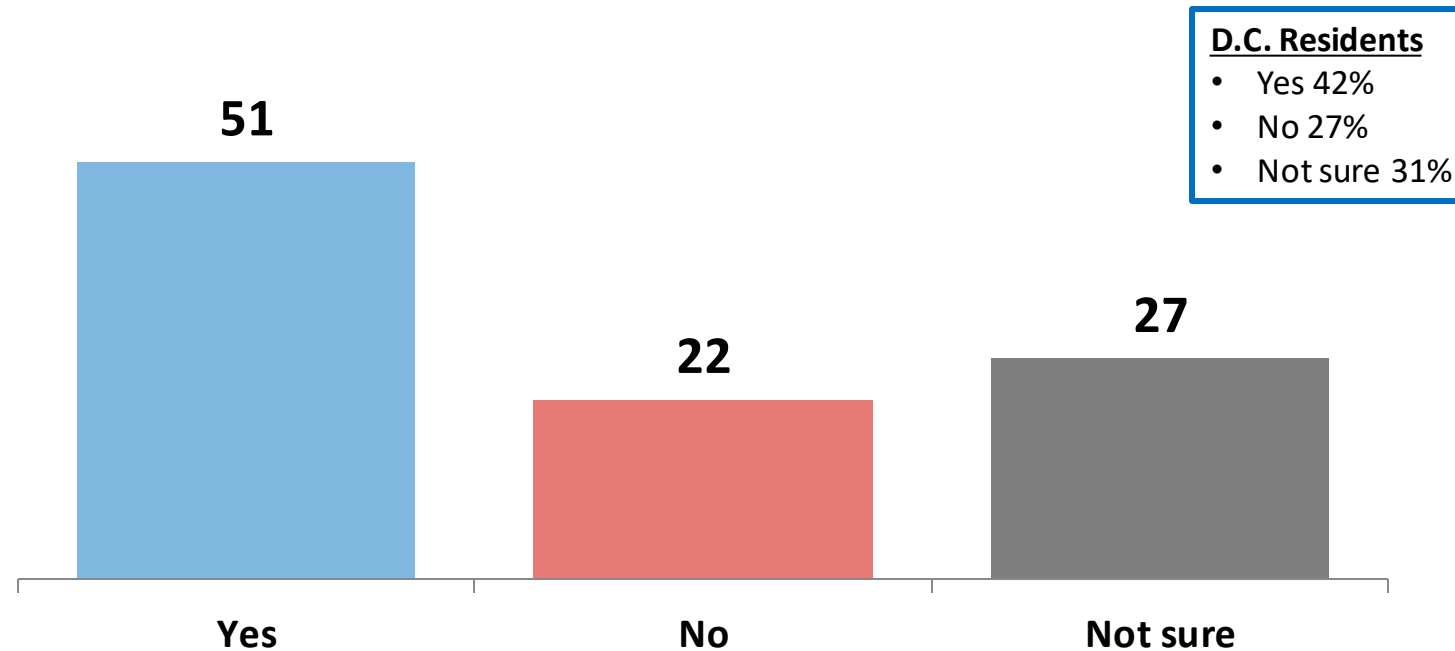
And if in this scenario you were the one suffering from a common illness, like a cold or flu, how likely would you be to purchase this homeopathic OTC drug for yourself?



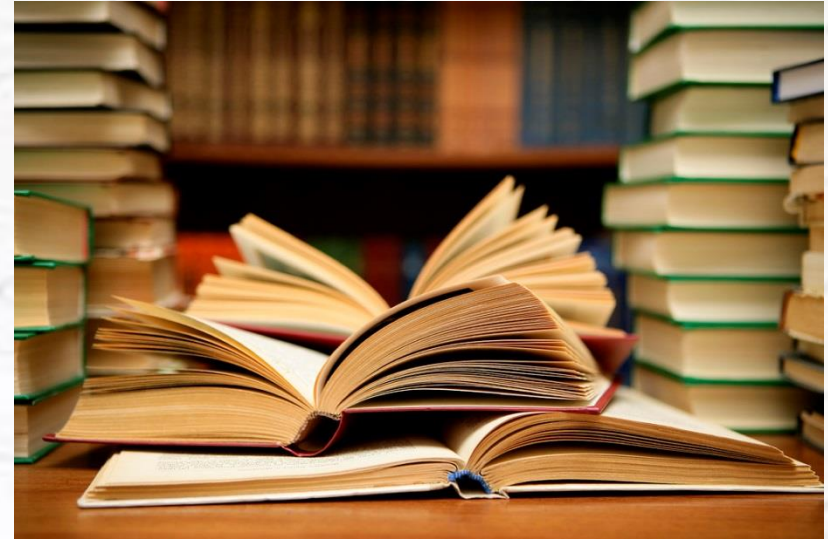


Before learning more about *Oscillococcinum*, a slim majority of adults—including a plurality in D.C.—believes this homeopathic OTC drug should be in the Cough, Cold, and Flu section of the pharmacy alongside non-homeopathic OTC drugs.

Do you feel this homeopathic OTC drug should be in the Cough, Cold, and Flu section of the pharmacy alongside non-homeopathic OTC drugs?



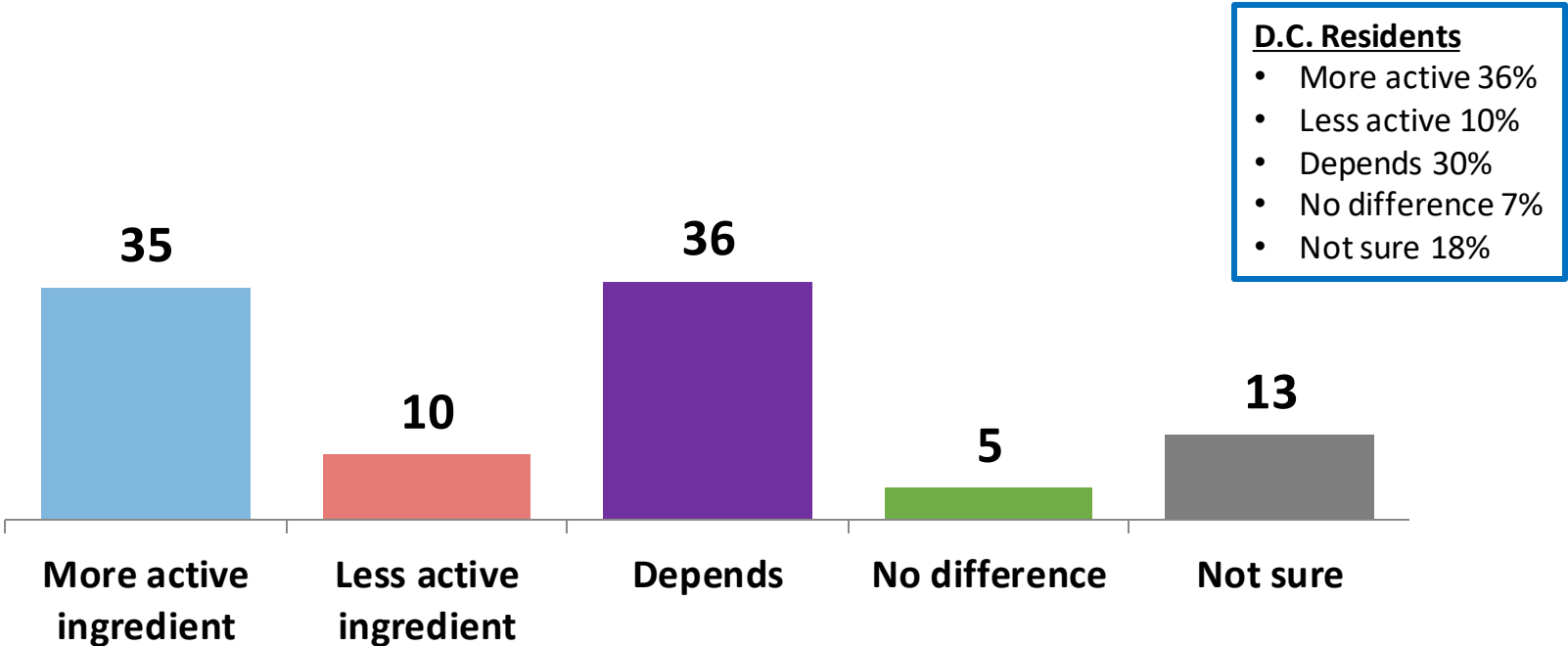
Q19.



# Informed Views on *Oscillococcinum* and Homeopathy

When considering Cold and Flu remedies one can purchase at a pharmacy, similar numbers of adults—a little over one-third each—believe that the presence of more active ingredient makes for a more powerful remedy or say that it depends on other factors. Just one-in-ten adults nationwide and in D.C. believe that *less* active ingredient makes for a more powerful remedy.

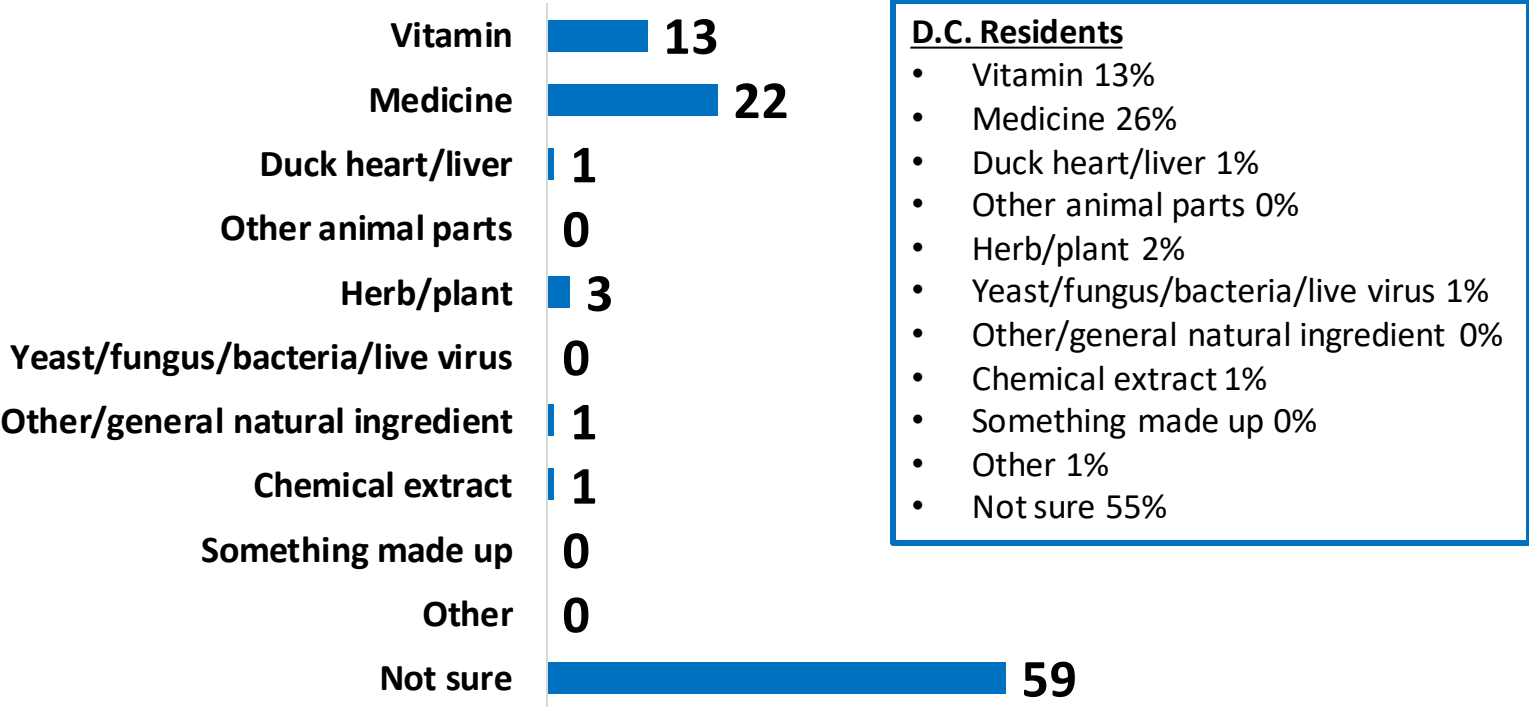
And thinking generally about Cold and Flu remedies you can purchase at a pharmacy; do you think that MORE active ingredient or LESS active ingredient makes for a more powerful remedy?



Q20.

Only 1% of respondents nationwide and in Washington, D.C. correctly identifies *Anas barbariaeas* duck heart and liver. A solid majority cannot even hazzard a guess.

And as far as you know, is “*Anas barbariae*”—the active ingredient in the homeopathic OTC drug described earlier—a vitamin, a medicine, or something else?

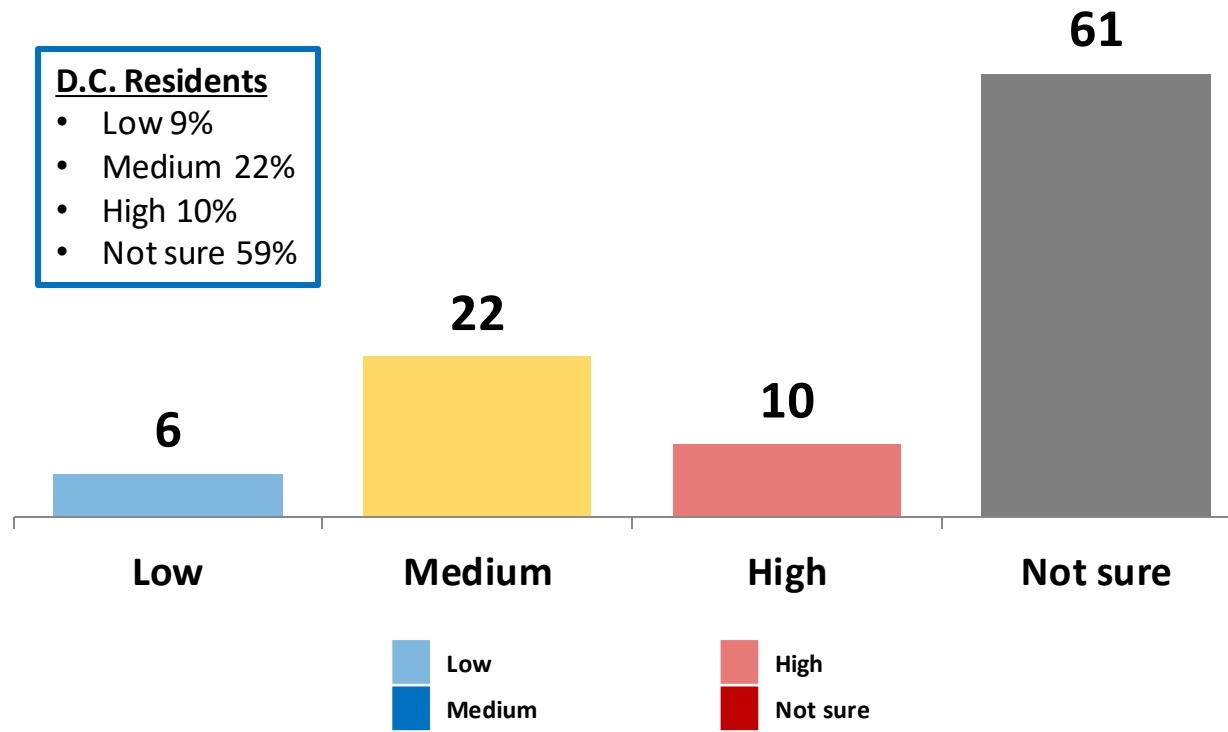


Q21.

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Roughly sixty percent of adults nationwide and in D.C. are unsure whether the designation, '200CK HPUS', means high, medium, or low strength.

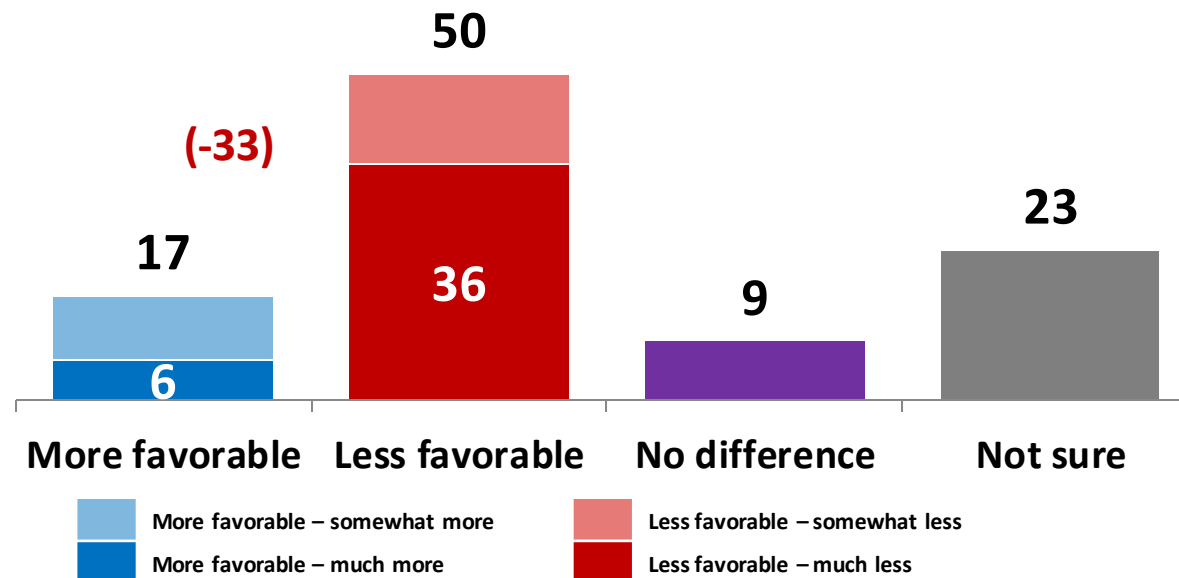
And as far as you know, does "200CK HPUS" mean that this is a low strength, medium strength, or high strength OTC drug?



Opinions toward *Oscillococcinum* and homeopathic OTC drugs deteriorate once adults learn more about them. After hearing the explanation of what '200 CK HPUS' actually represents, fully half of adults say they feel *less* favorable towards homeopathic OTC drugs in general. Just 1-in-6 feels more favorable as a result of this information, and the remainder say it makes no difference or are unsure.

Next, you're going to see some information about homeopathic OTC drugs. For each item, please indicate whether that information makes you feel more favorable toward homeopathic OTC drugs, less favorable toward homeopathic OTC drugs, or makes no difference in your feelings toward homeopathic OTC drugs.

"200 CK HPUS" means it is almost entirely a sugar pill or liquid water.'



#### D.C. Residents

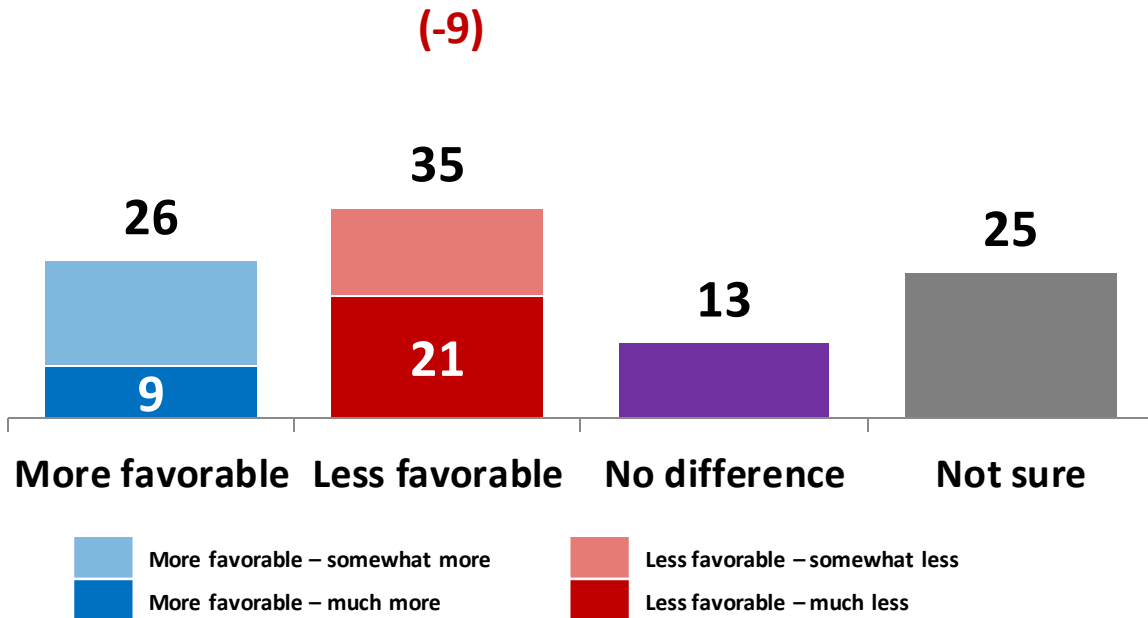
- Much more favorable 7%
- Somewhat more favorable 12%
- Somewhat less favorable 12%
- Much less favorable 32%
- No difference 13%
- Not sure 24%

Q23a.

The statement about homeopathy's claim 'that a drug's strength increases when there is more water or sugar and less active ingredient, and a drug is at its strongest when basically no active ingredients remain' also draws a negative response, with over one-third of respondents nationally and in D.C. feeling *less* favorable toward homeopathic OTC drugs as a result.

Next, you're going to see some information about homeopathic OTC drugs. For each item, please indicate whether that information makes you feel more favorable toward homeopathic OTC drugs, less favorable toward homeopathic OTC drugs, or makes no difference in your feelings toward homeopathic OTC drugs.

'Homeopathy is based on the claim that a drug's strength increases when there is more water or sugar and less active ingredient, and a drug is at its strongest when basically no active ingredients remain.'



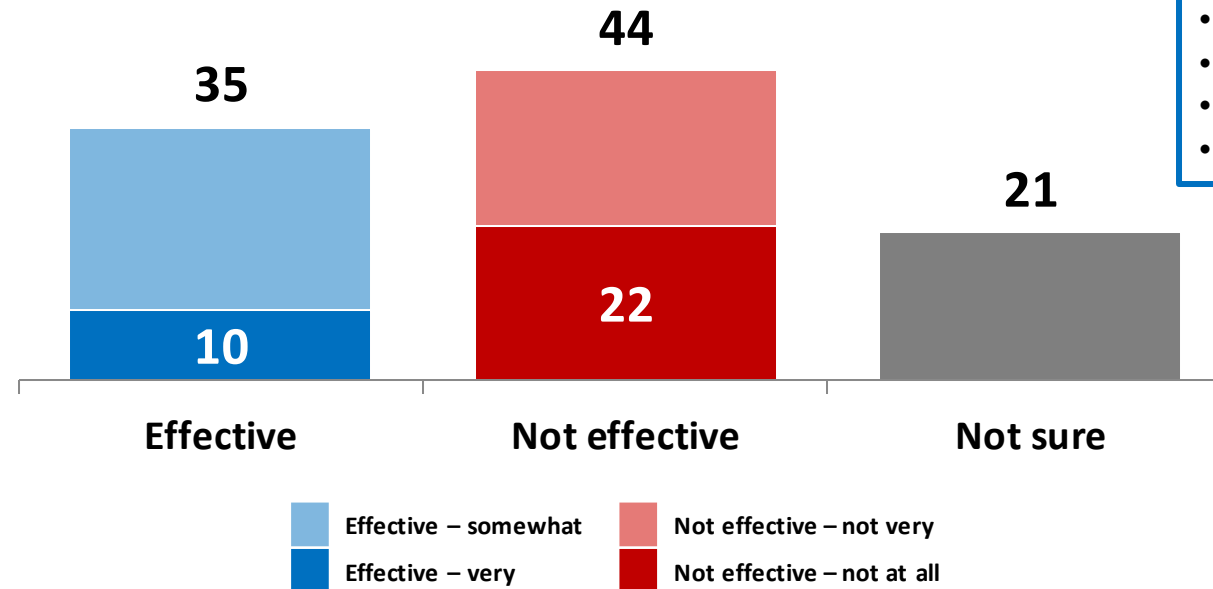
**D.C. Residents**

- Much more favorable 8%
- Somewhat more favorable 14%
- Somewhat less favorable 16%
- Much less favorable 21%
- No difference 14%
- Not sure 27%

Q23b.

When respondents are asked again about their impressions of *Oscillococcinum*, just 35% consider it effective—a 15-point drop from earlier in the survey.

And with that information in mind, going back to the scenario described earlier, where you are in a pharmacy looking to purchase a remedy for a child who is sick with a cold or flu. How effective do you think the homeopathic OTC drug described in that scenario is?



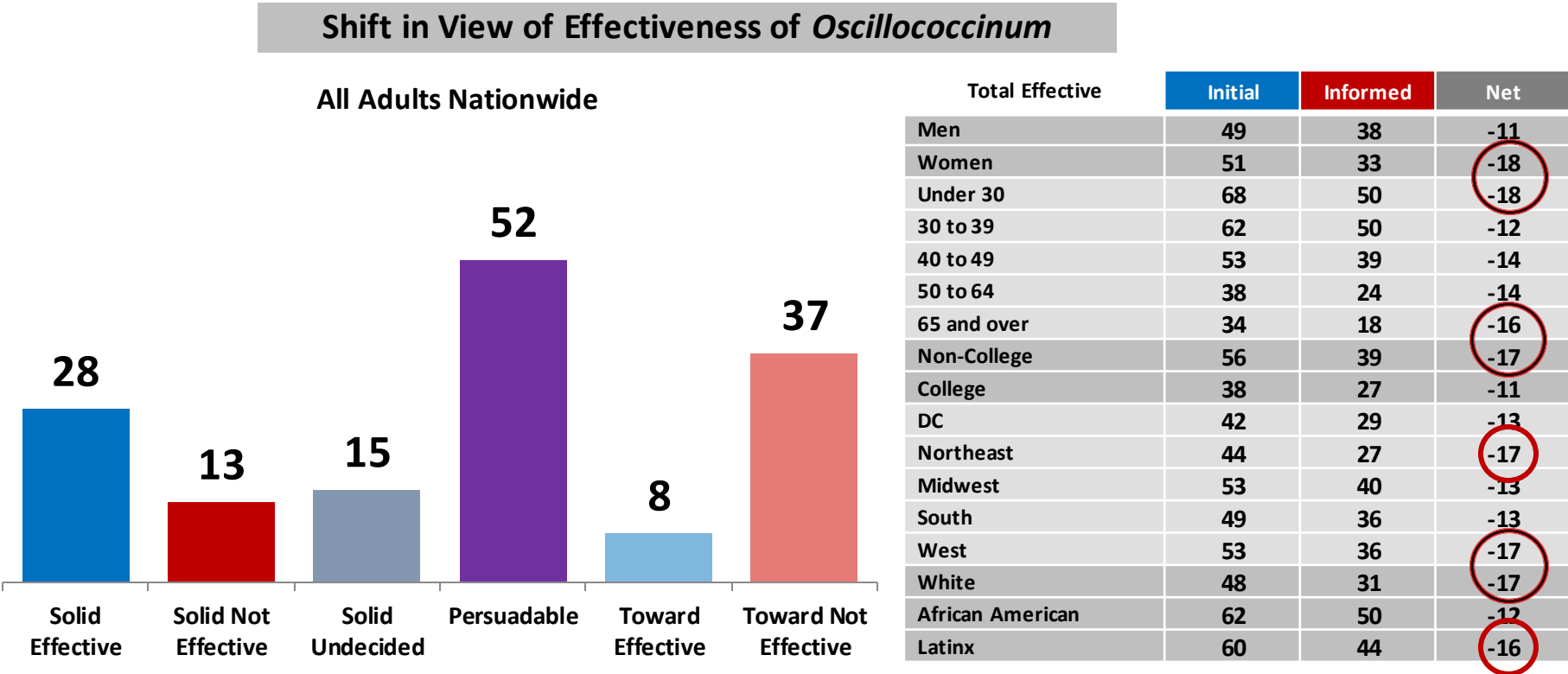
**D.C. Residents**

- Very effective 9%
- Somewhat effective 20%
- Not very effective 27%
- Not at all effective 21%
- Not sure 23%

Q24.



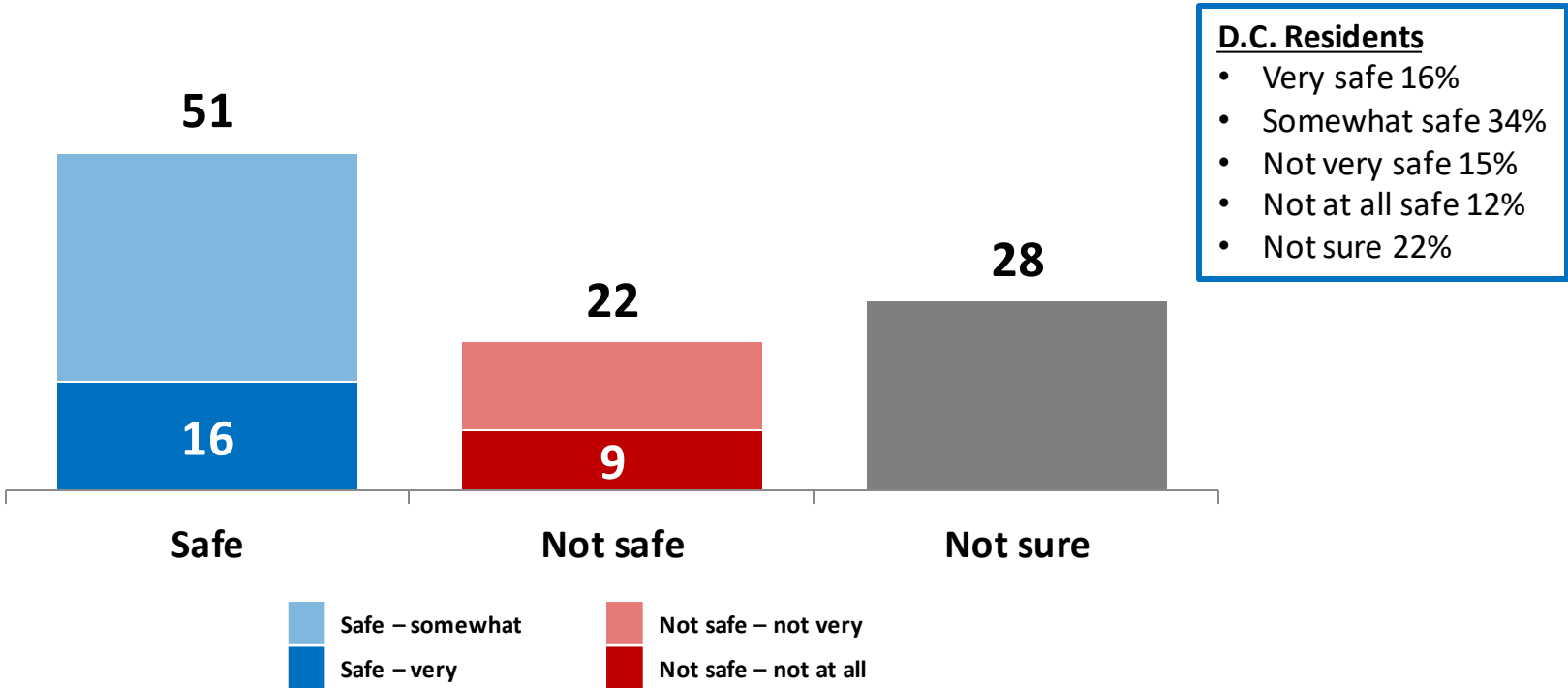
Hearing more details about homeopathic products, including *Oscillococcinum* specifically, leads to comparable drops across major subgroups, particularly women, adults under 30, non-college adults, Northeasterners, Westerners, whites, and Latinx adults. Overall, well over one-third of all respondents shift to viewing *Oscillococcinum* as ineffective.



Q24.

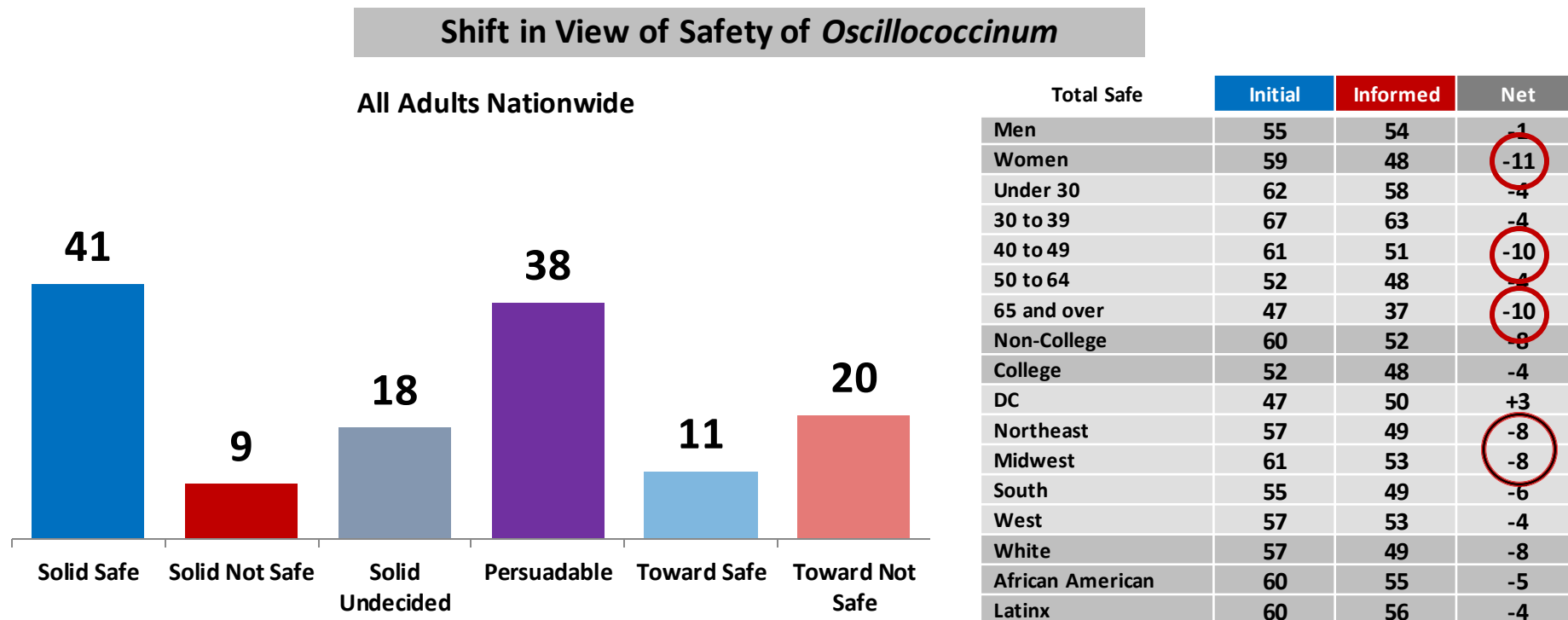
While a slim majority of respondents still believes the drug to be safe, this assessment also declines from earlier in the survey.

And how safe do you think the homeopathic OTC drug described in that scenario is?



Q25.

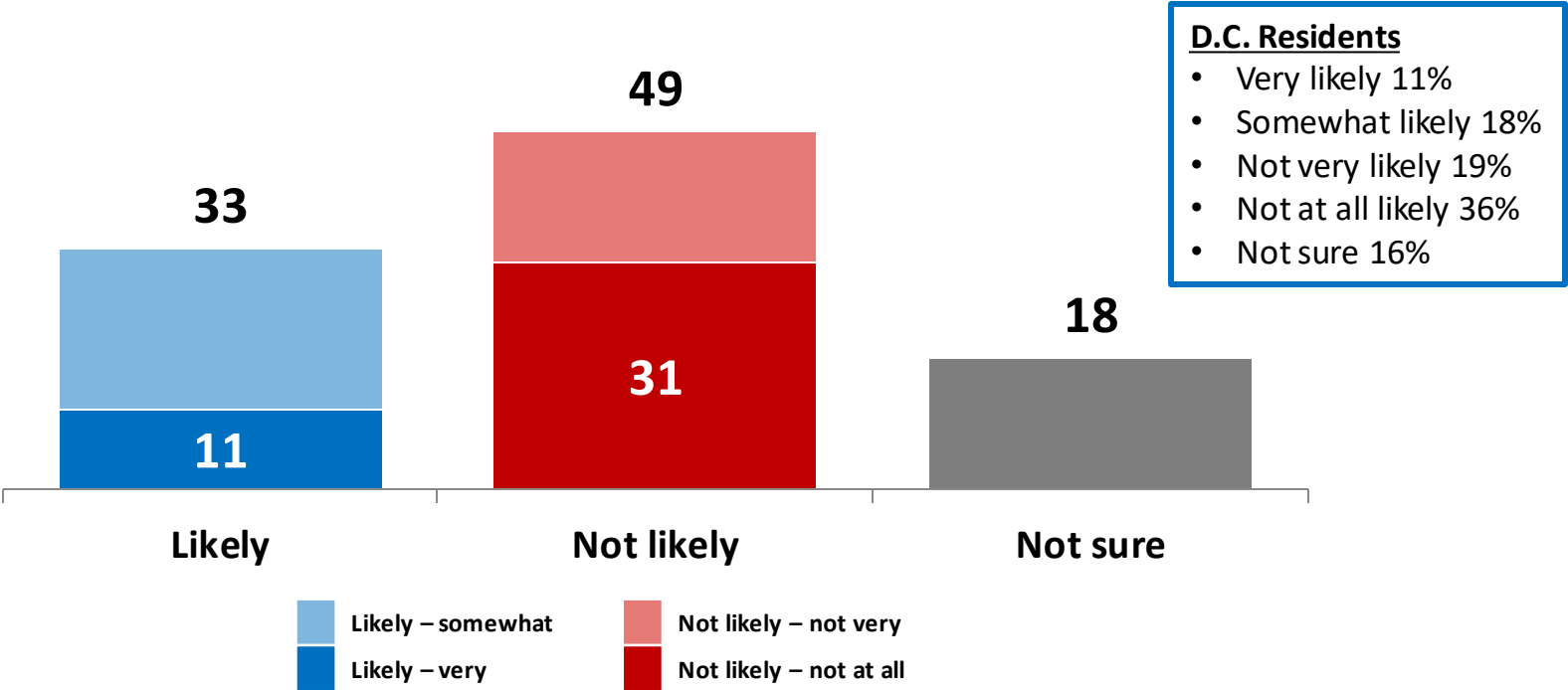
Respondents also view the drug as less safe than they do initially, with women, adults ages 40 to 49, and seniors 65 registering the largest declines. Twice as many respondents shift toward viewing the drug as unsafe than safe, though with no active ingredients, many respondents may be concluding that the product is no less safe than water or a sugar pill.



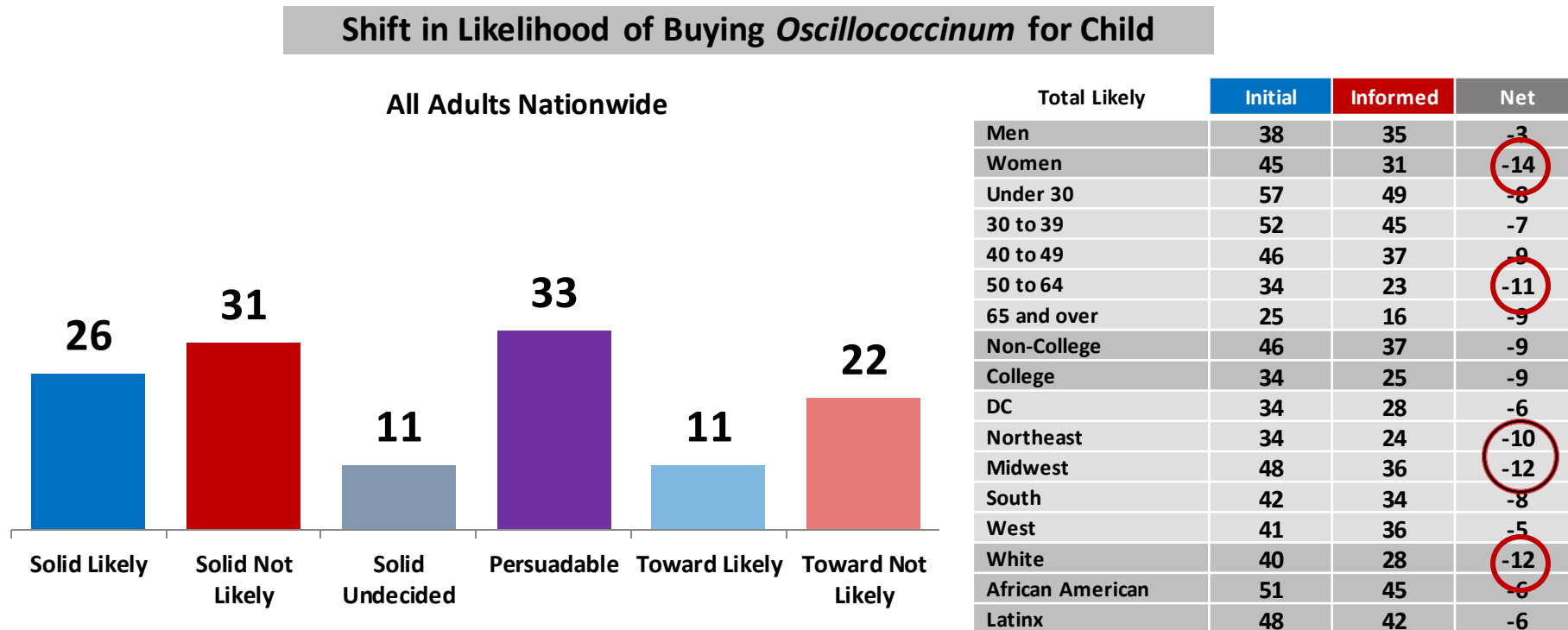
Q25.

Respondents are even less likely to buy the drug for a child than before, with just shy of half of all adults nationwide, and a majority in D.C., saying they would be unlikely to purchase the drug as a remedy for a child suffering from a common illness, like a cold or flu.

And in a situation like the one described, how likely would you be to purchase this homeopathic OTC drug for a child suffering from a common illness, like a cold or flu?



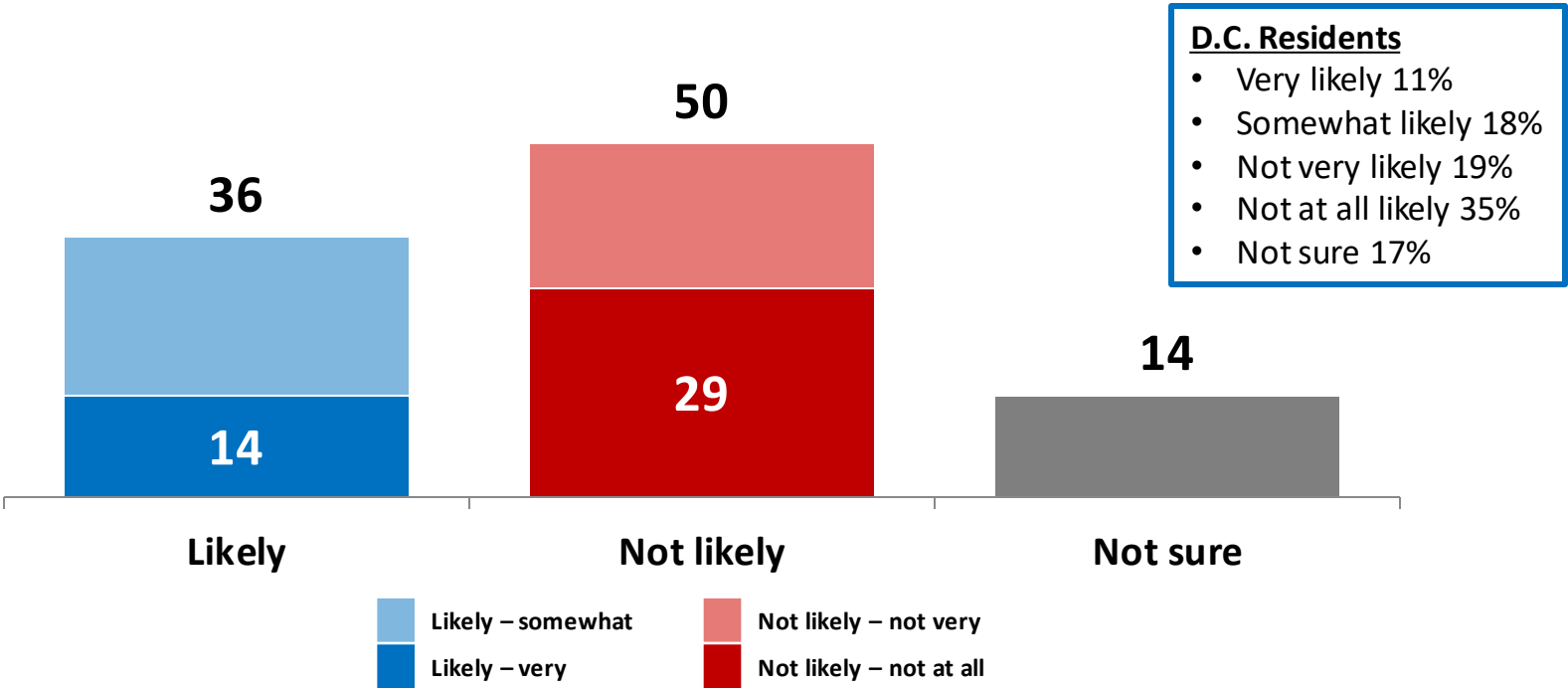
Women, adults ages 50 to 64, Northeasterners, Midwesterners, and whites register the largest declines in their stated likelihood of buying *Oscillococcinum* for a child. After learning more about the drug, more than one-in-five adults shift from being likely to buy it for a child, or being undecided on the matter, to being unlikely to buy it.



Q26.

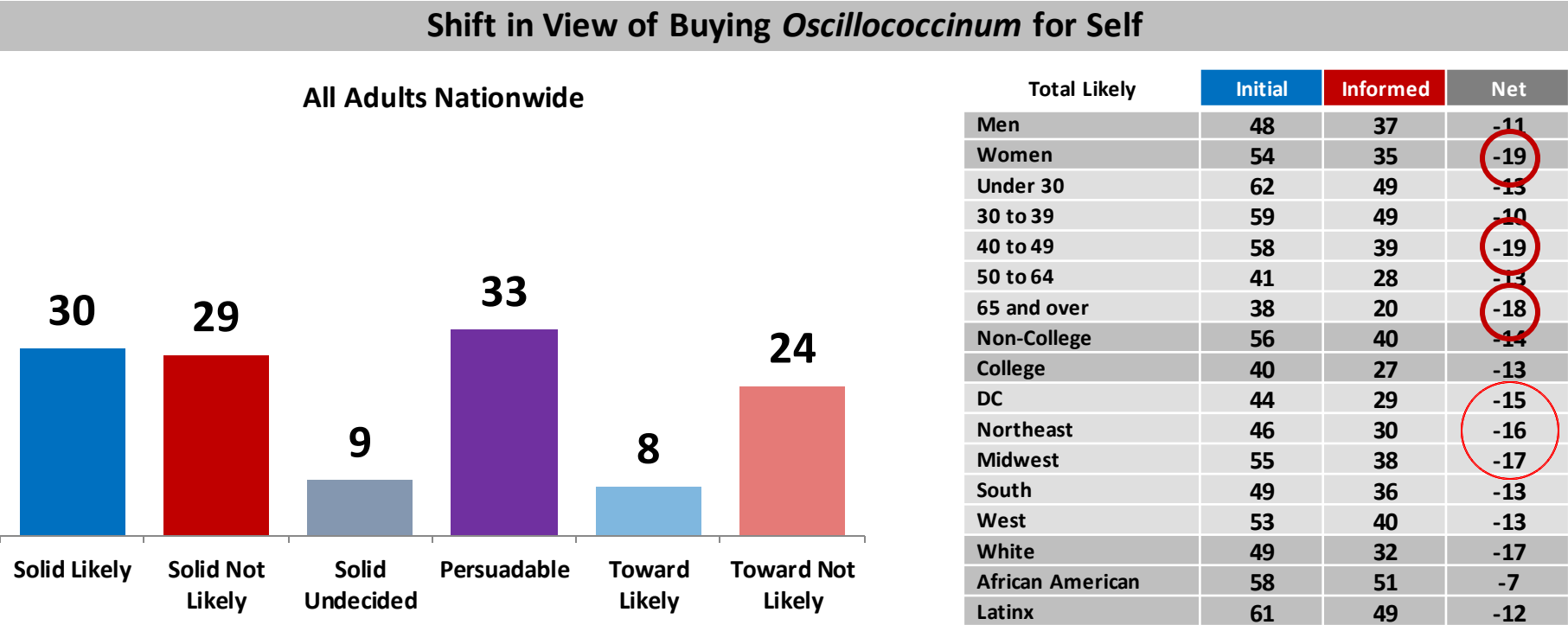
Respondents are also less likely to buy the drug for themselves and less likely to distinguish between the two scenarios (i.e. for themselves or for an ill child), as well.

And if in this scenario you were the one suffering from a common illness, like a cold or flu, how likely would you be to purchase this homeopathic OTC drug for yourself?



Q27.

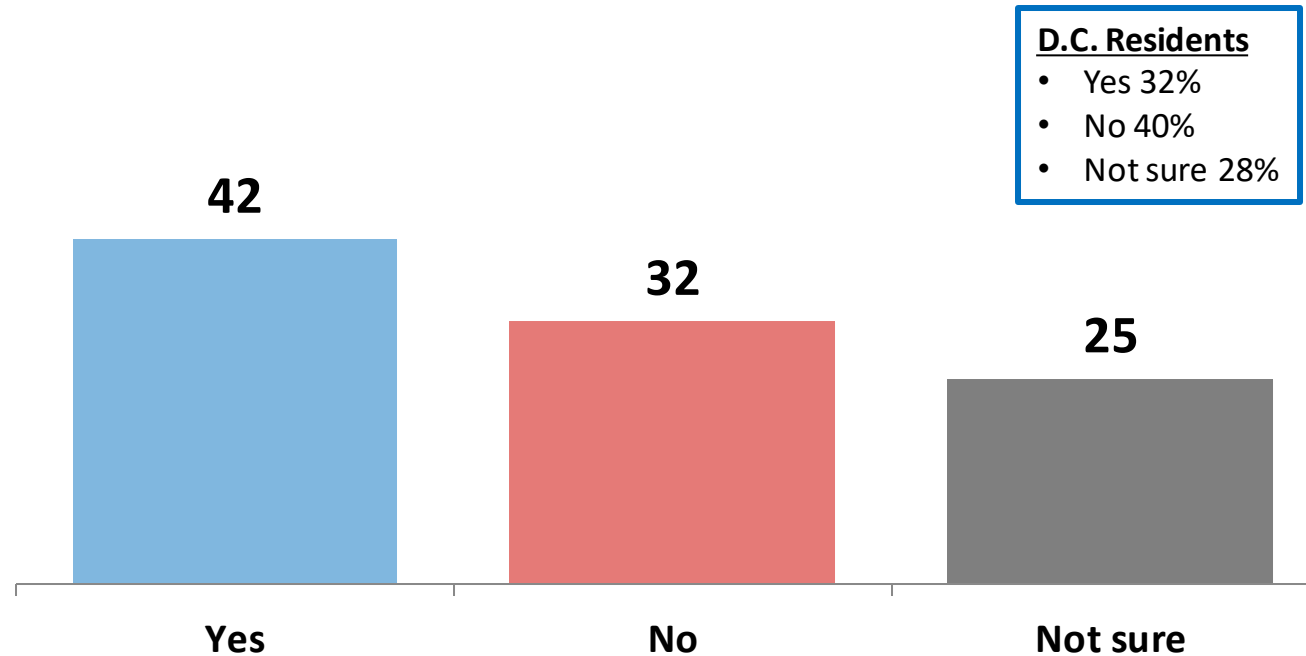
Overall, one-quarter of adults shift from saying that they would likely buy *Oscillococonum*, or undecided, to saying they would not be likely to buy it. Those groups of adults who are disproportionately likely to register a decline in their stated likelihood to buy *Oscillococonum* after learning more about it tend to be women, adults 40-49, seniors, D.C. residents, Northeasterners, Midwesterners, and whites.



Q27.

There is a 10-point increase in those who do not believe *Oscillococcinum* should be sold alongside non-homeopathic OTC drugs. In D.C., a 40% plurality believes *Oscillococcinum* should not be sold alongside non-homeopathic OTC drugs.

Do you feel this homeopathic OTC drug should be in the Cough, Cold, and Flu section of the pharmacy alongside non-homeopathic OTC drugs?

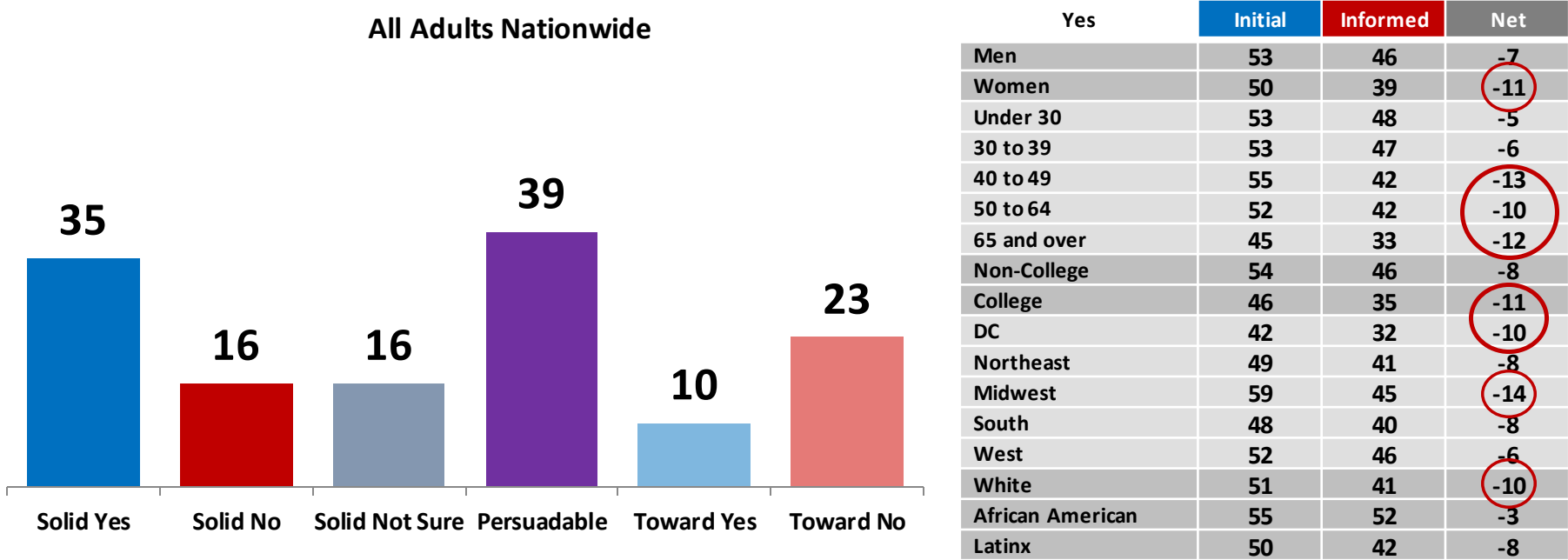


Q28.



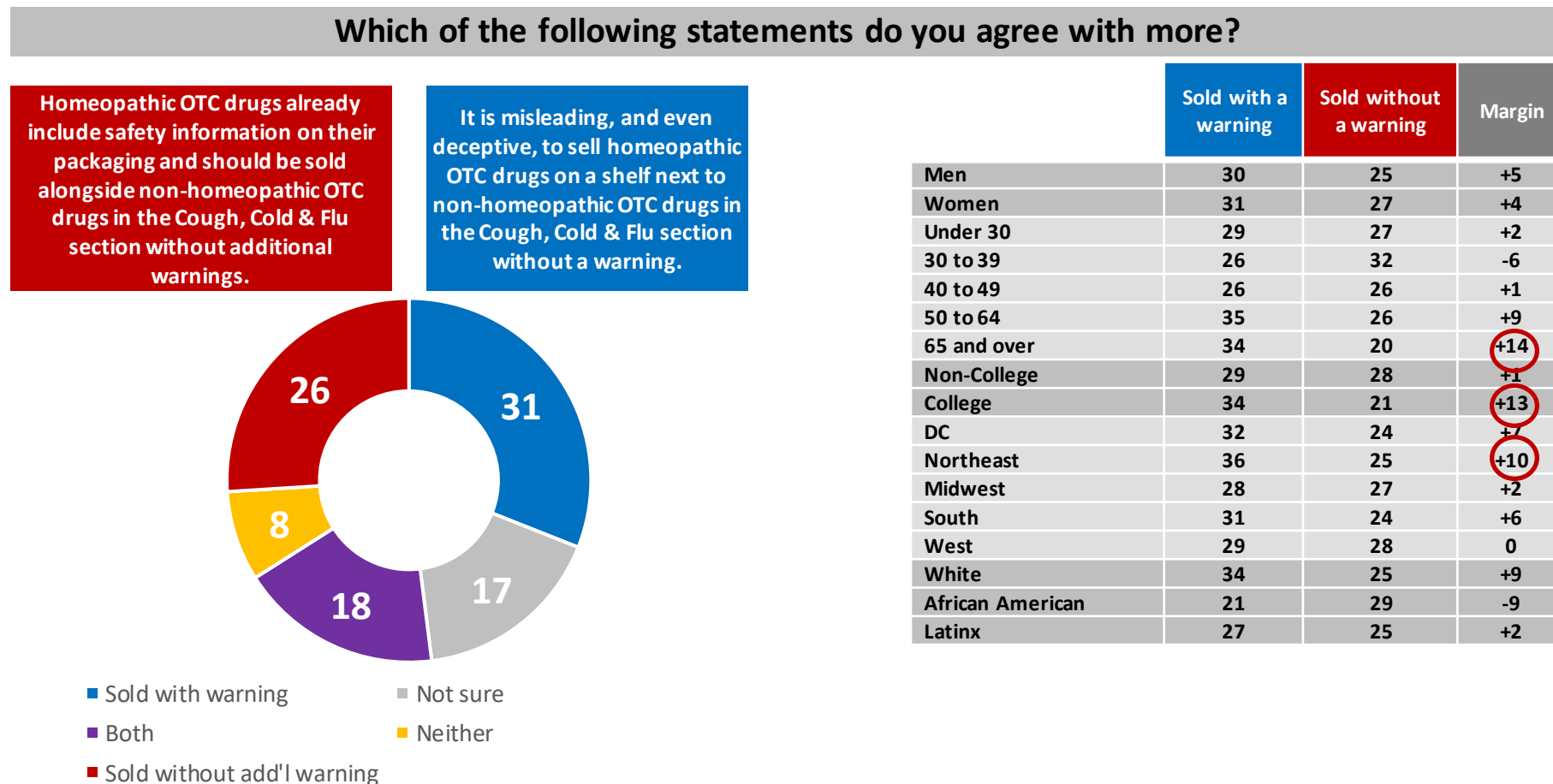
All major subgroups of respondents register a decline in the view that *Oscillococcinum* should be sold in the Cough, Cold, and Flu section of the pharmacy alongside non-homeopathic OTC drugs, with the biggest drops taking place among women, adults ages 40 and over, college-educated respondents, D.C. residents, Midwesterners, and whites. Overall, just under one-quarter moves toward opposing the sale of homeopathic OTC drugs alongside non-homeopathic OTC drugs.

Shift in View of *Oscillococcinum* in the Cough, Cold, and Flu section of the pharmacy alongside non-homeopathic OTC drugs



Q28.

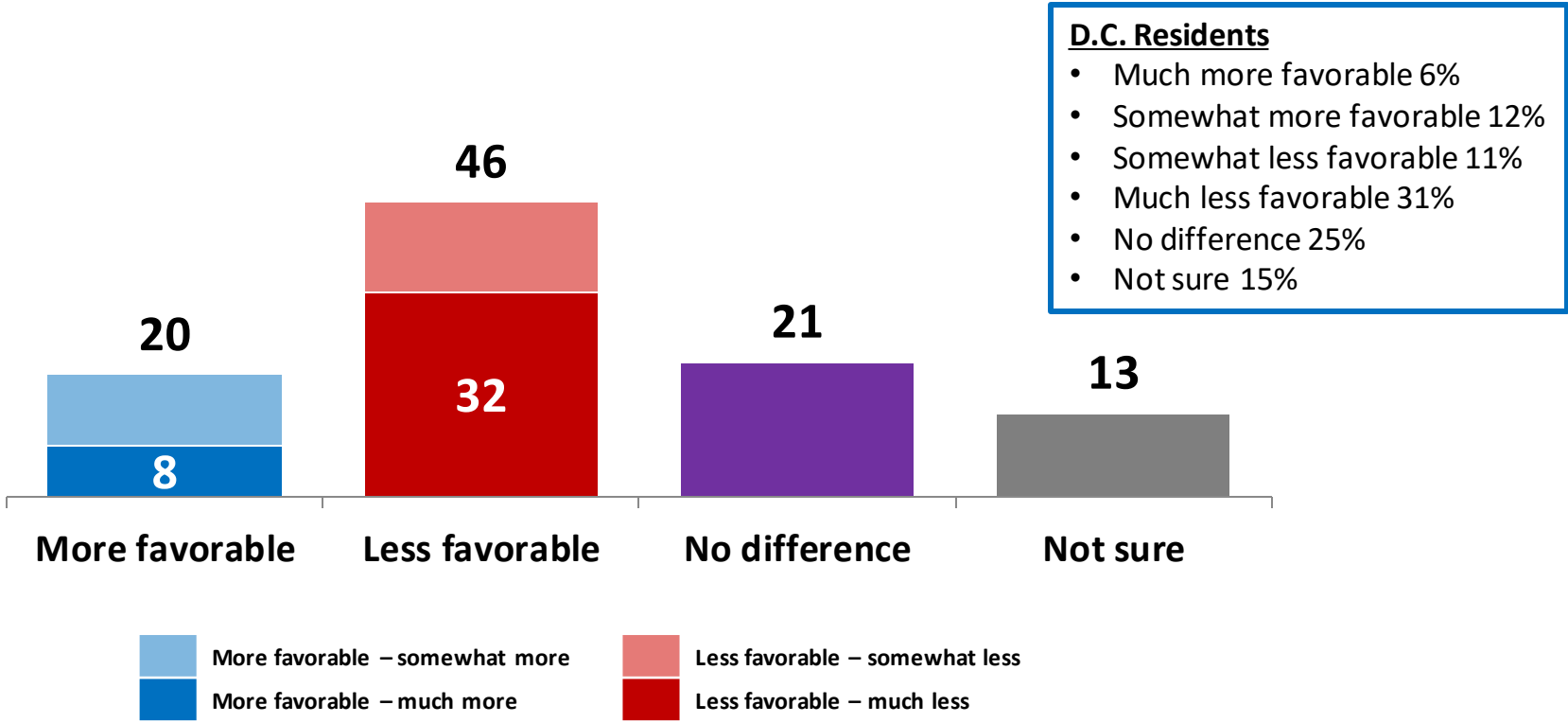
More than not, respondents tend to agree with the statement that homeopathic drugs are misleading and should be labeled with a warning than with the statement that homeopathic OTC drugs already include safety information on their packaging and should be sold alongside non-homeopathic OTC drugs in the Cough, Cold & Flu section without additional warnings. Notably, a number of adults agree with both statements or are unsure.



Q29.

After hearing the description of what *Anas barbariae* actually is, nearly half of adults report feeling less favorable toward the homeopathic OTC drug, *Oscillococtinum*.

And as you may know, “*Anas barbariae*”—the active ingredient in the homeopathic OTC drug described earlier—is in fact duck heart and duck liver. Does that make you feel more favorable toward that particular homeopathic OTC drug, less favorable toward that particular homeopathic OTC drug, or does it make no difference in your feelings toward that particular homeopathic OTC drug?



Q30.

A plurality of adults nationwide and in D.C. feels less favorable about *Oscillococcinum* after learning what *Anas barbariae* actually is, including half of women, older adults, college-educated adults, and whites.

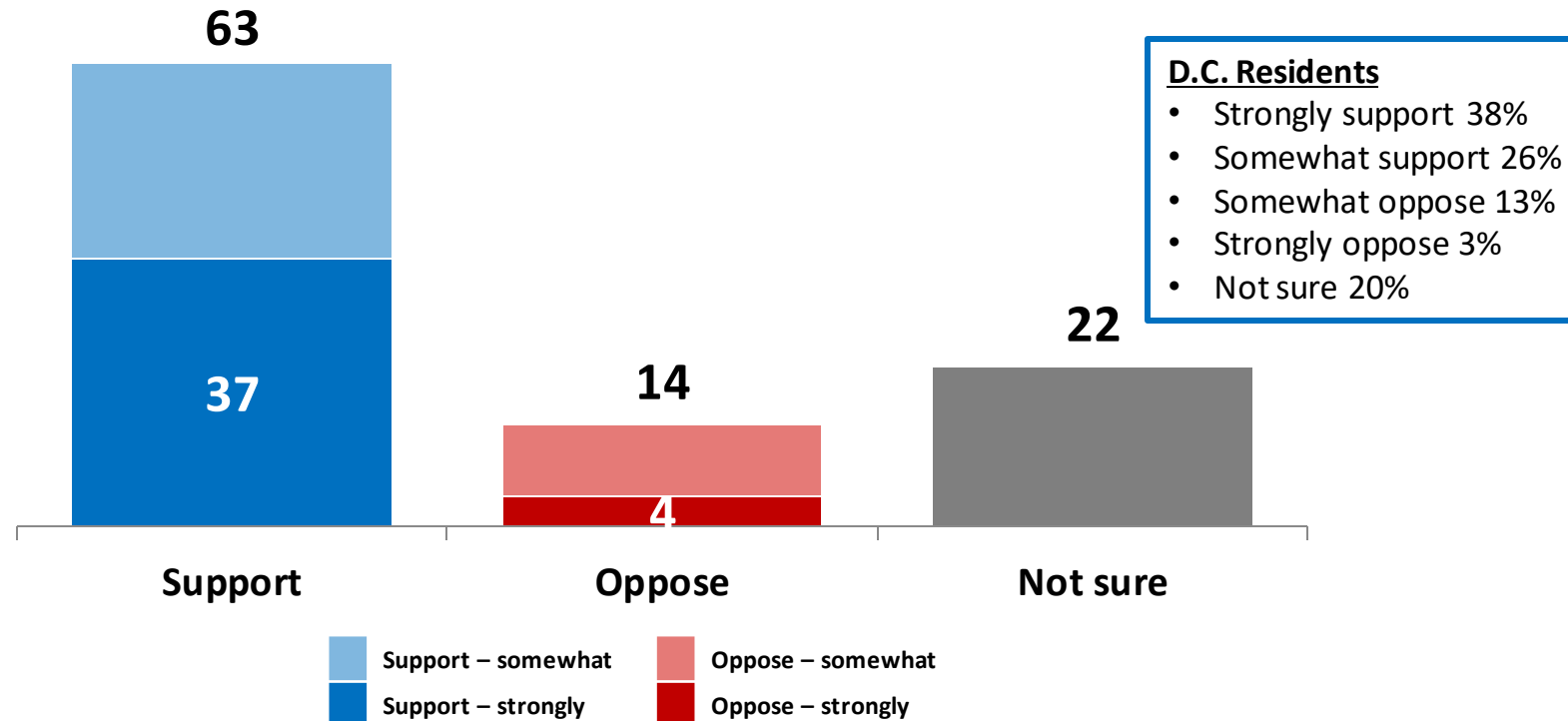
And as you may know, “*Anas barbariae*”—the active ingredient in the homeopathic OTC drug described earlier—is in fact duck heart and duck liver. Does that make you feel more favorable toward that particular homeopathic OTC drug, less favorable toward that particular homeopathic OTC drug, or does it make no difference in your feelings toward that particular homeopathic OTC drug?

	More Favorable	Less Favorable	No Difference	Not Sure
Men	22	42	24	13
Women	18	50	18	14
Under 30	40	38	10	11
30 to 39	26	35	26	13
40 to 49	23	44	20	12
50 to 64	8	55	24	12
65 and over	5	55	22	17
Non-College	23	43	20	14
College	13	54	21	12
DC	18	43	25	15
Northeast	15	48	22	15
Midwest	16	44	25	15
South	20	49	18	13
West	25	43	20	11
White	15	50	22	13
African American	33	35	17	14
Latinx	26	42	17	15

Q30.

When informed of the FTC's recommendation of labeling homeopathic drugs, nearly two-thirds of adults—both nationally and in D.C.—support this recommendation, with over half feeling that way strongly.

As you may know, the Federal Trade Commission, or FTC, has recommended the labeling of homeopathic OTC drugs to effectively communicate that there is no scientific evidence that these OTC drugs work and that the OTC drugs' claims are based on theories of homeopathy that are not accepted by most modern medical experts. Do you support or oppose labeling homeopathic OTC drugs in this way, or are you unsure?



Q31.

Most adults across all major subgroups support the labeling of homeopathic OTC drugs as recommended by the FTC, with particularly high support among men, adults under 30, as well as those 50 and over, college-educated adults, Northeasterners, and whites.

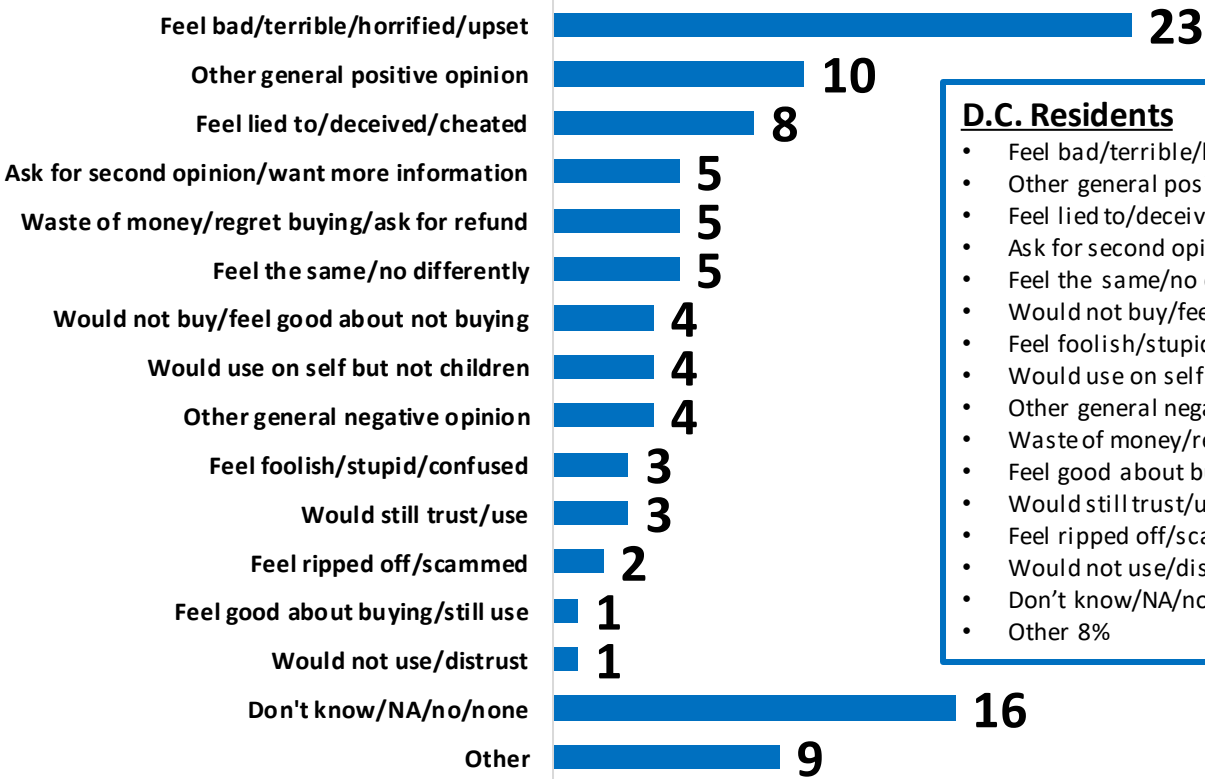
As you may know, the Federal Trade Commission, or FTC, has recommended the labeling of homeopathic OTC drugs to effectively communicate that there is no scientific evidence that these OTC drugs work and that the OTC drugs' claims are based on theories of homeopathy that are not accepted by most modern medical experts. Do you support or oppose labeling homeopathic OTC drugs in this way, or are you unsure?

	Support	Oppose	Not Sure
Men	67	15	18
Women	60	14	26
Under 30	67	17	17
30 to 39	52	21	27
40 to 49	60	15	25
50 to 64	67	13	20
65 and over	69	8	23
Non-College	59	15	25
College	72	12	16
DC	64	16	20
Northeast	68	11	21
Midwest	61	13	25
South	64	16	20
West	60	15	24
White	65	13	21
African American	58	19	24
Latinx	64	16	20

Q31.

When asked about how they would feel if they had bought the drug for themselves or a child after having learned more about it, most respondents report negative sentiments. This includes nearly over 4-in-10 who say they would feel “terrible/ horrified/ upset,” “cheated/ deceived,” or “ripped off/ scammed.” D.C. residents are even more likely to register negative feelings.

If you had bought this OTC drug for a child or yourself, knowing what you know now, how would you feel?



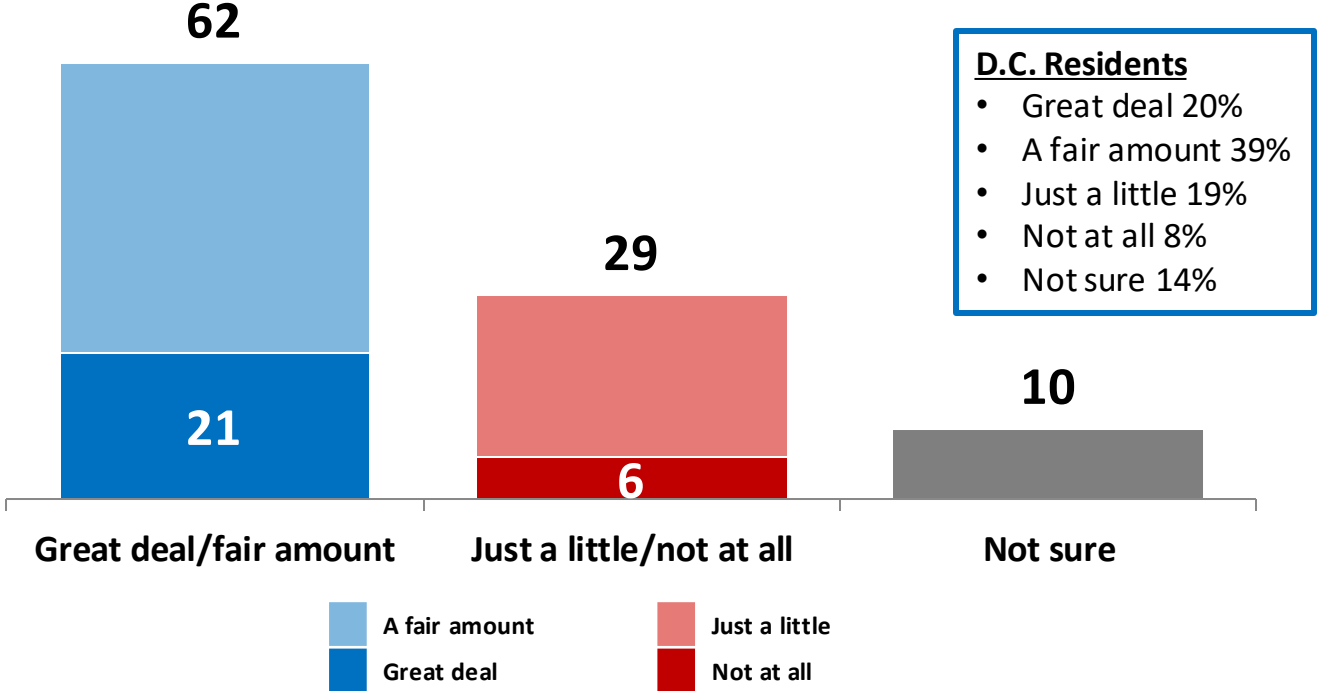
**D.C. Residents**

- Feel bad/terrible/horrified/upset 21%
- Other general positive opinion 9%
- Feel lied to/deceived/cheated 9%
- Ask for second opinion/want more information 7%
- Feel the same/no differently 7%
- Would not buy/feel good about not buying 5%
- Feel foolish/stupid/confused 5%
- Would use on self but not children 4%
- Other general negative opinion 4%
- Waste of money/regret buying/ask for refund 3%
- Feel good about buying/still use 3%
- Would still trust/use 1%
- Feel ripped off/scammed 1%
- Would not use/distrust 0%
- Don't know/NA/no/none 19%
- Other 8%

Q32.

By survey's end, most adults—nationally and in D.C.—still say they trust retail pharmacies to sell safe and effective drugs, though the percentage who feel this way drops by double digits (from 78% to 62%).

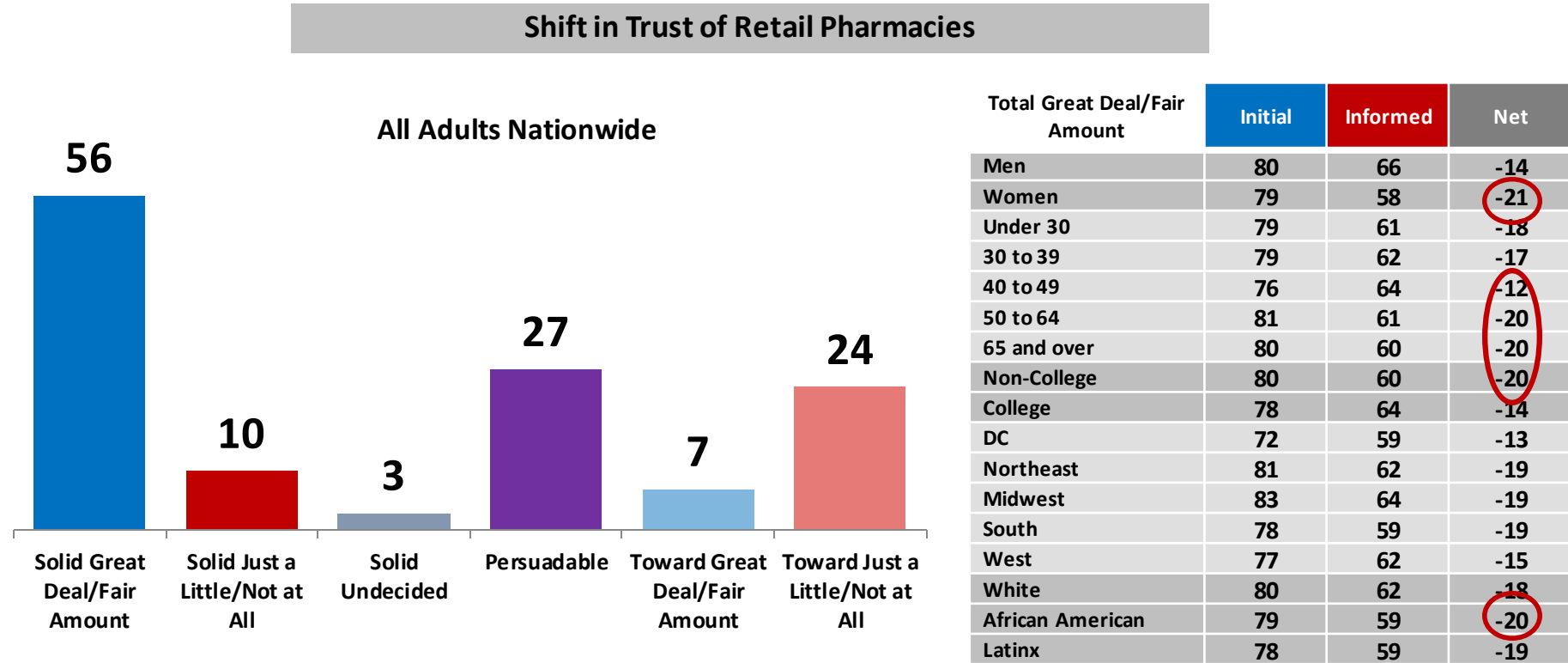
Sometimes over the course of a survey like this people change their minds. How much do you trust retail pharmacies, like CVS and Walmart, to sell OTC drugs that are safe and effective in treating common illnesses and medical conditions?



Q33.



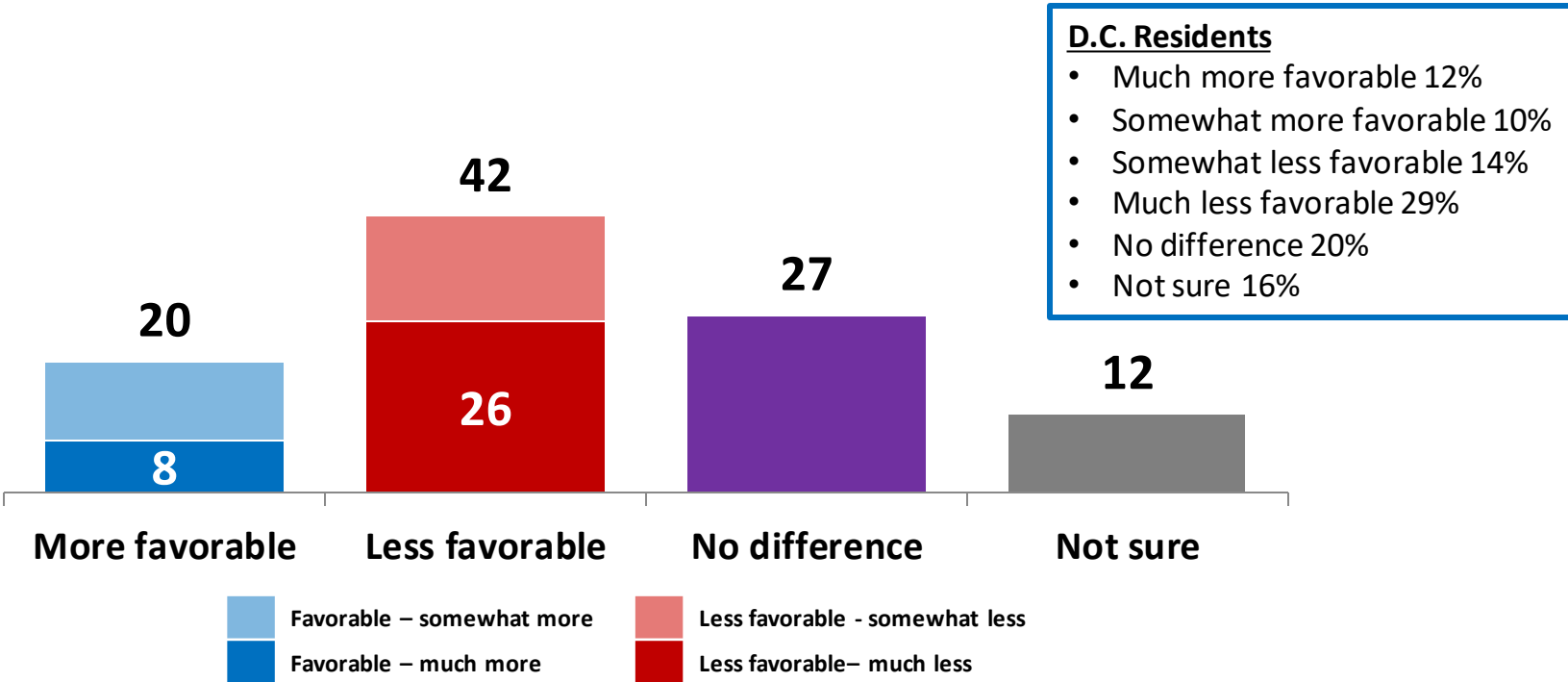
The greatest decline in trust in retail pharmacies takes places among women, adults 50 and over, non-college-educated adults, and African American adults. D.C. residents show a 13-point drop in trust of retail pharmacies over the course of the survey and remain even less trusting than respondents overall.



Q33.

By a more than 2-to-1 margin, adults nationwide say the CVS website statement about homeopathy makes them less favorable toward homeopathic OTC drugs.

And as you may know, CVS' website stated the following information for consumers about homeopathic OTC drugs: "Despite its widespread acceptance in some countries, most modern scientific authorities do not take homeopathy seriously, putting it in the same category as perpetual motion machines, ghosts, and ESP. There are several reasons for this intense skepticism, but the most important focuses on a basic fact of chemistry. Simply put, there's absolutely nothing material in a "high-potency" homeopathic remedy; some force of nature unknown to modern science would have to be involved if homeopathy is effective." Does that make you feel more favorable toward homeopathic OTC drugs, less favorable toward homeopathic OTC drugs, or does it make no difference in your feelings toward homeopathic OTC drugs?



Q34.

Across the board, respondents react negatively to the CVS website statement about homeopathic OTC drugs, particularly those 50 and over and in the South.

And as you may know, CVS' website stated the following information for consumers about homeopathic OTC drugs: "Despite its widespread acceptance in some countries, most modern scientific authorities do not take homeopathy seriously, putting it in the same category as perpetual motion machines, ghosts, and ESP. There are several reasons for this intense skepticism, but the most important focuses on a basic fact of chemistry. Simply put, there's absolutely nothing material in a "high-potency" homeopathic remedy; some force of nature unknown to modern science would have to be involved if homeopathy is effective." Does that make you feel more favorable toward homeopathic OTC drugs, less favorable toward homeopathic OTC drugs, or does it make no difference in your feelings toward homeopathic OTC drugs?

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65 and over	9	52	26	13
Non-College	22	40	25	12
College	15	45	29	10
DC	22	43	20	16
Northeast	19	40	30	11
Midwest	17	43	30	10
South	18	46	22	13
West	26	34	28	11
White	16	45	29	10
African American	31	31	21	17
Latinx	27	39	21	12

Q34.



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