Americans Take Health Care Into Own Hands

Consumers Increasingly Comfortable with Self-Medication

Six in ten Americans (59%) say they are more likely to treat their own health conditions than they were a year ago:

- 59%

Americans are generally confident in the health care decisions they make for themselves:

- Confident: 96%
- Not very confident: 3%
- Not at all confident: 1%

What people do when they are sick with common, everyday ailments:

- Take an over-the-counter medication: 77%
- Wait to see if problems go away on their own: 69%
- Consult physician: 43%
- Take prescription medication: 38%
- Take dietary supplement: 26%
- Change diet: 25%

The survey was conducted on behalf of the Consumer Healthcare Products Association, the 120-year-old trade association representing U.S. manufacturers and distributors of nonprescription, over-the-counter medicines and dietary supplement products. The findings are based on 1,505 interviews conducted via telephone by Roper Starch Worldwide from January 8-24, 2001. The results of the survey are projectable to the entire U.S. population with a margin of error of +/-2.6 percent. Hispanic Americans and African Americans were oversampled in the research to insure that findings for these groups are projectable.

For more information, contact Corrine Russell or Donna Edenhart (202-429-9260; crussell@chpa-info.org or dedenhart@chpa-info.org) or visit www.chpa-info.org.