

This research looks at the attitudes and perceptions of American citizens over the age of 18 toward prescription drug advertising, the health care system, and health care reform. Analysis of 185 participant survey responses provided evidence that current trends may differ from previous research on the topics. Data analysis explored how direct-to-consumer advertising of prescription drugs influences personal health literacy, health care costs, and physician workload. Also measured, was media and social influence on views, understanding, and experiences with regard to the health care system and reform. For example, the substantial number of “don’t know” or “neither agree nor disagree” responses to the survey indicate that the average citizen may not be familiar with common terms used by different media outlets to describe the U.S. health care system and reform. This research will provide valuable insight on ways to inform citizens of issues related to health and well-being.