

# Annenberg Public Policy Center of the University of Pennsylvania

## ASAPH W24 High Blood Pressure Items

June 4, 2025

## 1 Overview

These studies were conducted for the Annenberg Public Policy Center of the University of Pennsylvania via web and telephone by SSRS, an independent research company. Interviews were conducted among a nationally representative probability sample drawn from SSRS's Opinion panel. Data were weighted to represent the target U.S. adult population. Summaries of the sample size, field dates, and estimated design effects (Deff) of the particular waves can be found in the table below.

ASAPH panelists are quarantined from other survey panel membership to avoid being affected by the content of other surveys. Data used in Wave 11, however, contains 19 respondents who self-reported membership in other opinion panels. Diagnostics revealed no significant differences in the responses of these 19 panelists and the results presented in this report are unaffected by their exclusion.

Wave	n	MOE	Deff	Fielded	Closed	Survey	RR	N
A-1	1941	2.9	1.76	2021-03-30	2021-04-19	ASAPH 1	56%	3480
B-2	1719	3.2	1.83	2021-06-09	2021-06-22	ASAPH 2	89%	1941
C-3	1669	3.2	1.83	2021-08-16	2021-09-05	ASAPH 3	86%	1940
D-4	1672	3.3	1.86	2021-11-03	2021-11-09	ASAPH 4	86%	1940
E-5	1656	3.3	1.86	2022-01-11	2022-01-17	ASAPH 5	85%	1937
F-6	1638	3.3	1.87	2022-03-29	2022-04-04	ASAPH 6	85%	1932
G-7	1580	3.2	1.82	2022-07-12	2022-07-18	ASAPH 7	82%	1928
H-8	1584	3.4	1.86	2022-08-02	2022-08-08	CIVICS 1	83%	1907
I-9	1621	3.3	1.87	2022-08-16	2022-08-23	ASAPH 8	85%	1907
J-10	1646	3.2	1.80	2022-10-11	2022-10-18	ASAPH 9	86%	1905
K-11	1641	3.2	1.77	2023-01-10	2023-01-16	ASAPH 10	82%	2029
L-12	1638	3.2	1.75	2023-02-22	2023-02-28	ASK 2023	81%	2025
M-13	1622	3.2	1.76	2023-03-23	2023-03-29	BINGE	80%	2024
N-14	1586	3.3	1.83	2023-05-31	2023-06-06	ASAPH 11	79%	1997
O-15	1482	3.5	1.88	2023-08-09	2023-08-15	ASAPH 12	75%	1979
P-16	1559	3.4	1.91	2023-10-05	2023-10-12	ASAPH 13	79%	1976
Q-17	1538	3.3	1.73	2023-11-14	2023-11-20	CLIMATE	78%	1975
R-18	1555	3.4	1.89	2024-02-06	2024-02-12	ASK 2024	79%	1963
S-19	1522	3.5	1.89	2024-04-18	2024-04-25	ASAPH 19	78%	1962
T-20	1496	3.6	1.96	2024-07-11	2024-07-18	ASAPH 20	76%	1961
U-21	1744*	3.5	2.26	2024-09-13	2024-09-30	ASAPH 21	67%	2616
V-22	1771	3.3	2.02	2024-11-14	2024-11-24	ASAPH 22	68%	2589
W-23	1716	3.4	2.02	2025-01-30	2025-02-10	ASAPH 23	67%	2578
X-24	1653	3.4	2.04	2025-04-15	2025-04-28	ASAPH 24	64%	2568

\* To account for attrition, a small replenishment sample was recruited prior to W21 using a random probability sampling design. This replenishment added 360 respondents to the sample.

## 2 Topline

The remaining portion of this document provides the topline results reported in the release. Ns are weighted. All figures are rounded to the nearest whole number and may not add to 100%. Combined subcategories may not add to totals in topline and text due to rounding. A lowercase e stands in for values that round to 0, but are not exactly 0. Aggregated NET categories are highlighted in grey. Superscript letters indicate statistically significant differences with the corresponding breakdown by high blood pressure diagnosis.

### CHYPA01.

CHYPA01. Have you ever been told by a doctor or health care provider that you have high blood pressure, also called hypertension?

Wave	N	Yes	Yes, but only while pregnant	No	No, but I was told I have "borderline" or "elevated" blood pressure, also called pre-hypertension	Not sure	Refused
(X) 4/28/25	1653	35	2	51	10	2	0

### CHYPA02.

CHYPA02. How worried, if at all, are you about having high blood pressure?

Wave	N	NET Unworried	Not at all worried	Not too worried	NET Worried	Somewhat worried	Very worried	Refused
(X) 04/28/25	601	35	5	29	65	48	17	0

### CHYPA03.

CHYPA03. Excluding yourself, has anyone in your family had high blood pressure? [by high blood pressure diagnosis]

Wave	N	Yes	No	Not sure	Refused
(X) 4/28/25	1653	69	21	10	0
(A) HBP diagnosis	601	82 <sup>b</sup>	11 <sup>b</sup>	6 <sup>b</sup>	0
(B) No HBP diagnosis	1052	62 <sup>a</sup>	26 <sup>a</sup>	12 <sup>a</sup>	0

### HBP16A.

HBP16A. To the best of your knowledge, at what point does a blood pressure reading qualify as too high? [by high blood pressure diagnosis]

Wave	N	Over 120/70	Over 130/80 [CORRECT]	Over 130/90	Over 140/80	Over 140/90	Not sure	Refused
(X) 4/28/25	1653	4	13	18	16	25	24	0
(A) HBP diagnosis	601	5	16 <sup>b</sup>	19	23 <sup>b</sup>	27	10 <sup>b</sup>	0
(B) No HBP diagnosis	1052	4	11 <sup>a</sup>	17	12 <sup>a</sup>	24	32 <sup>a</sup>	0

## HBP10.

HBP10. Please indicate if you believe the statement below is true, false, or if you aren't sure – Feeling calm and relaxed is an indication that your blood pressure is in the normal range (FALSE) [by high blood pressure diagnosis]

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(X) 4/28/25	1653	44	17	27	39	30	8	17	0
(A) HBP diagnosis	601	53 <sup>b</sup>	23 <sup>b</sup>	30	34	26	8	13 <sup>b</sup>	0
(B) No HBP diagnosis	1052	40 <sup>a</sup>	14 <sup>a</sup>	25	41	33	9	19 <sup>a</sup>	0

## HBP6.

HBP6. In most cases, can a person tell if their blood pressure is high based on how they feel? [by high blood pressure diagnosis]

Wave	N	Yes, high blood pressure nearly always has noticeable symptoms like dizziness or shortness of breath	No, high blood pressure usually has no noticeable symptoms [CORRECT]	Not sure	Refused
(X) 4/28/25	1653	37	39	24	e
(A) HBP diagnosis	601	37	50 <sup>b</sup>	13 <sup>b</sup>	e
(B) No HBP diagnosis	1052	37	33 <sup>a</sup>	30 <sup>a</sup>	e

## HBP11.

HBP11. Please indicate if you believe the statement below is true, false, or if you aren't sure – If high blood pressure runs in your family, there's nothing you can do to effectively reduce it (FALSE) [by high blood pressure diagnosis]

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(X) 4/28/25	1653	80	48	32	9	7	2	11	0
(A) HBP diagnosis	601	81	52	29	12 <sup>b</sup>	10	2	7 <sup>b</sup>	0
(B) No HBP diagnosis	1052	80	46	34	7 <sup>a</sup>	6	2	13 <sup>a</sup>	0

## HBP2\_6.

HBP2\_6. Which of these activities, if any, can help lower your blood pressure? You can select as many as apply. – Maintaining a healthy weight [by high blood pressure diagnosis]

Wave	N	Selected	NOT selected	None of these	Not sure	Refused
(X) 4/28/25	1653	91	7	1	0	0
(A) HBP diagnosis	601	92	7	1	0	0
(B) No HBP diagnosis	1052	91	7	2	0	0

#### HBP2\_4.

HBP2\_4. Which of these activities, if any, can help lower your blood pressure? You can select as many as apply. – Regularly exercising [by high blood pressure diagnosis]

Wave	N	Selected	NOT selected	None of these	Not sure	Refused
(X) 4/28/25	1653	89	10	1	0	0
(A) HBP diagnosis	601	91	8	1	0	0
(B) No HBP diagnosis	1052	87	11	2	0	0

#### HBP2\_5.

HBP2\_5. Which of these activities, if any, can help lower your blood pressure? You can select as many as apply. – Watching what you eat to maintain a healthy nutritious diet [by high blood pressure diagnosis]

Wave	N	Selected	NOT selected	None of these	Not sure	Refused
(X) 4/28/25	1653	89	10	1	0	0
(A) HBP diagnosis	601	87	12	1	0	0
(B) No HBP diagnosis	1052	89	9	2	0	0

#### HBP2\_2.

HBP2\_2. Which of these activities, if any, can help lower your blood pressure? You can select as many as apply. – Taking medication that lowers blood pressure [by high blood pressure diagnosis]

Wave	N	Selected	NOT selected	None of these	Not sure	Refused
(X) 4/28/25	1653	84	15	1	0	0
(A) HBP diagnosis	601	91 <sup>b</sup>	9 <sup>b</sup>	1	0	0
(B) No HBP diagnosis	1052	80 <sup>a</sup>	18 <sup>a</sup>	2	0	0

#### HBP2\_3.

HBP2\_3. Which of these activities, if any, can help lower your blood pressure? You can select as many as apply. – Reducing salt intake [by high blood pressure diagnosis]

Wave	N	Selected	NOT selected	None of these	Not sure	Refused
(X) 4/28/25	1653	82	16	1	0	0
(A) HBP diagnosis	601	86	14	1	0	0
(B) No HBP diagnosis	1052	81	17	2	0	0

#### HBP2\_1.

HBP2\_1. Which of these activities, if any, can help lower your blood pressure? You can select as many as apply. – Drinking coffee (FALSE) [by high blood pressure diagnosis]

Wave	N	Selected	NOT selected	None of these	Not sure	Refused
(X) 4/28/25	1653	3	96	1	0	0
(A) HBP diagnosis	601	3	97	1	0	0
(B) No HBP diagnosis	1052	3	95	2	0	0

## HBP2\_7.

HBP2\_7. Which of these activities, if any, can help lower your blood pressure? You can select as many as apply. – Regularly drinking alcohol [FALSE] [by high blood pressure diagnosis]

Wave	N	Selected	NOT selected	None of these	Not sure	Refused
(X) 4/28/25	1653	2	96	1	0	0
(A) HBP diagnosis	601	1	98	1	0	0
(B) No HBP diagnosis	1052	2	96	2	0	0

## DOREC1D.

DOREC1D. If your doctor or health care provider recommended the following actions to control high blood pressure, how likely would you be to do them? – Watching what you eat to maintain healthy nutrition [by high blood pressure diagnosis]

Wave	N	NET Unlikely	Not at all likely	Not too likely	NET Likely	Somewhat likely	Very likely	I already do this regularly	Not sure	Refused
(X) 4/28/25	1653	6	e	6	92	30	38	24	2	e
(A) HBP diagnosis	601	6	0 <sup>b</sup>	6	93	34 <sup>b</sup>	30 <sup>b</sup>	28 <sup>b</sup>	1	0
(B) No HBP diagnosis	1052	6	1 <sup>a</sup>	5	91	28 <sup>a</sup>	41 <sup>a</sup>	22 <sup>a</sup>	3	e

## DOREC1B.

DOREC1B. If your doctor or health care provider recommended the following actions to control high blood pressure, how likely would you be to do them? – Limiting your salt intake [by high blood pressure diagnosis]

Wave	N	NET Unlikely	Not at all likely	Not too likely	NET Likely	Somewhat likely	Very likely	I already do this regularly	Not sure	Refused
(X) 4/28/25	1653	11	3	8	88	29	37	22	2	0
(A) HBP diagnosis	601	9	1 <sup>b</sup>	8	90	25	35	31 <sup>b</sup>	1	0
(B) No HBP diagnosis	1052	12	4 <sup>a</sup>	8	86	31	38	18 <sup>a</sup>	2	0

## DOREC1C.

DOREC1C. If your doctor or health care provider recommended the following actions to control high blood pressure, how likely would you be to do them? – Exercising regularly [by high blood pressure diagnosis]

Wave	N	NET Unlikely	Not at all likely	Not too likely	NET Likely	Somewhat likely	Very likely	I already do this regularly	Not sure	Refused
(X) 4/28/25	1653	9	2	8	88	30	34	25	2	e
(A) HBP diagnosis	601	13 <sup>b</sup>	1	12 <sup>b</sup>	85	32	27 <sup>b</sup>	26	2	0
(B) No HBP diagnosis	1052	7 <sup>a</sup>	2	6 <sup>a</sup>	90	29	37 <sup>a</sup>	24	3	e

## DOREC1E.

DOREC1E. If your doctor or health care provider recommended the following actions to control high blood pressure, how likely would you be to do them? – Getting to and maintaining a healthy weight [by high blood pressure diagnosis]

Wave	N	NET Unlikely	Not at all likely	Not too likely	NET Likely	Somewhat likely	Very likely	I already do this regularly	Not sure	Refused
(X) 4/28/25	1653	9	1	7	88	28	38	21	3	0
(A) HBP diagnosis	601	10	2	8	88	32	35	21	2	0
(B) No HBP diagnosis	1052	8	1	7	88	27	40	21	4	0

## DOREC1F.

DOREC1F. If your doctor or health care provider recommended the following actions to control high blood pressure, how likely would you be to do them? – Monitoring your blood pressure readings [by high blood pressure diagnosis]

Wave	N	NET Unlikely	Not at all likely	Not too likely	NET Likely	Somewhat likely	Very likely	I already do this regularly	Not sure	Refused
(X) 4/28/25	1653	10	2	7	87	30	47	11	3	0
(A) HBP diagnosis	601	10	2	9	87	34	36 <sup>b</sup>	18 <sup>b</sup>	2	0
(B) No HBP diagnosis	1052	9	3	7	87	28	53 <sup>a</sup>	7 <sup>a</sup>	3	0

## DOREC1A.

DOREC1A. If your doctor or health care provider recommended the following actions to control high blood pressure, how likely would you be to do them? – Taking blood pressure medication [by high blood pressure diagnosis]

Wave	N	NET Unlikely	Not at all likely	Not too likely	NET Likely	Somewhat likely	Very likely	I already do this regularly	Not sure	Refused
(X) 4/28/25	1653	17	8	9	79	23	37	20	4	0
(A) HBP diagnosis	601	6 <sup>b</sup>	2 <sup>b</sup>	3 <sup>b</sup>	93 <sup>b</sup>	7 <sup>b</sup>	34	51 <sup>b</sup>	1 <sup>b</sup>	0
(B) No HBP diagnosis	1052	23 <sup>a</sup>	10 <sup>a</sup>	12 <sup>a</sup>	72 <sup>a</sup>	31 <sup>a</sup>	38	3 <sup>a</sup>	5 <sup>a</sup>	0

## HBP13.

HBP13. People with high blood pressure are often prescribed a daily medication for it. How often, if at all, do you take medication prescribed by a doctor or other health care provider for high blood pressure? [subgroup: those whose doctors say they need HBP medication]

Wave	N	Daily or nearly every day	A few times a week	A few times a month	Rarely or never	My doctor says I don't need high blood pressure medication	Refused
(X) 4/28/25	601	80	1	1	6	11	0
Among those whose doctors say they need HBP medication	537	90	1	1	7	NA	0

## HBP13A\_4.

HBP13A\_4. What are the reasons that you are not taking your blood pressure medication daily? – I do not think I need to take it every day to control my blood pressure

Wave	N	NOT Selected	Selected
(X) 04/28/25	50	64	36

### **HBP13A\_2.**

HBP13A\_2. What are the reasons that you are not taking your blood pressure medication daily? – I feel fine without taking blood pressure medication

Wave	N	NOT Selected	Selected
(X) 04/28/25	50	72	28

### **HBP13A\_1.**

HBP13A\_1. What are the reasons that you are not taking your blood pressure medication daily? – I sometimes forget to take my blood pressure medication

Wave	N	NOT Selected	Selected
(X) 04/28/25	50	81	19

### **HBP13A\_6.**

HBP13A\_6. What are the reasons that you are not taking your blood pressure medication daily? – I don't like the side effects from the blood pressure medication

Wave	N	NOT Selected	Selected
(X) 04/28/25	50	84	16

### **HBP13A\_3.**

HBP13A\_3. What are the reasons that you are not taking your blood pressure medication daily? – I cannot afford blood pressure medication

Wave	N	NOT Selected	Selected
(X) 04/28/25	50	86	14

### **HBP13A\_7.**

HBP13A\_7. What are the reasons that you are not taking your blood pressure medication daily? – I don't have a doctor or health care provider who can write me a prescription

Wave	N	NOT Selected	Selected
(X) 04/28/25	50	93	7

### HBP13A\_5.

HBP13A\_5. What are the reasons that you are not taking your blood pressure medication daily? – I sometimes run out of my blood pressure medication

Wave	N	NOT Selected	Selected
(X) 04/28/25	50	97	3

### HBP13A\_8.

HBP13A\_8. What are the reasons that you are not taking your blood pressure medication daily? – Other reasons (SPECIFY)

Wave	N	NOT Selected	Selected
(X) 04/28/25	50	76	24

### HBP14.

HBP14. About how often, if at all, do you measure your blood pressure at home on your own?

Wave	N	Daily or nearly every day	Several times a week	Once a week	A few times a month	Once a month	Once every few months	Once every year	Never	Only doctors or health care providers measure my blood pressure	Refused
(X) 04/28/25	601	10	12	7	16	12	21	2	13	8	0

### HBP4.

HBP4. How often, if at all, do you watch what you eat to support your health? [by high blood pressure diagnosis]

Wave	N	More than once a week	Daily or nearly every day	Several times a week	Once a week	A few times a month	Once a month	Rarely	Never	Refused
(X) 4/28/25	1653	71	37	35	5	7	2	12	2	e
(A) HBP diagnosis	601	73	42 <sup>b</sup>	31	5	6	1	12	3	0
(B) No HBP diagnosis	1052	70	34 <sup>a</sup>	36	5	8	2	12	2	e

### HBP3.

HBP3. How often, if at all, do you engage in physical activity or exercise? [by high blood pressure diagnosis]

Wave	N	More than once a week	Daily or nearly every day	Several times a week	Once a week	A few times a month	Once a month	Rarely	Never	Refused
(X) 4/28/25	1653	61	24	37	10	10	3	14	2	0
(A) HBP diagnosis	601	61	25	36	10	9	1 <sup>b</sup>	15	4 <sup>b</sup>	0
(B) No HBP diagnosis	1052	61	24	37	11	10	4 <sup>a</sup>	13	1 <sup>a</sup>	0



## HBP5.

HBP5. How often, if at all, do you choose to limit the amount of salt or sodium in your diet? [by high blood pressure diagnosis]

Wave	N	More than once a week	Daily or nearly every day	Several times a week	Once a week	A few times a month	Once a month	Rarely	Never	Refused
(X) 4/28/25	1653	57	36	21	3	7	1	23	8	0
(A) HBP diagnosis	601	69 <sup>b</sup>	48 <sup>b</sup>	21	2	5 <sup>b</sup>	1	18 <sup>b</sup>	5 <sup>b</sup>	0
(B) No HBP diagnosis	1052	50 <sup>a</sup>	30 <sup>a</sup>	21	4	9 <sup>a</sup>	1	26 <sup>a</sup>	10 <sup>a</sup>	0