

Americans Are Smarter About Safe Acetaminophen Use, New Research Shows



First conducted in 2010, the latest nationwide tri-annual survey reveals that consumers understand how to use their medicines safely and remain aware of the risks—specifically when it comes to acetaminophen, a common drug ingredient found in hundreds of prescription (Rx) and over-the-counter (OTC) medicines.



Understanding risk:

More agree that exceeding the recommended daily dose of acetaminophen can lead to liver damage.

2010

81%

2025

86%



Following dosing directions:

More agree it's important to follow the dosing directions on their medicine.

2010

78%

2025

91%



Reading the label:

More report it's important to always check the label to find the maximum daily dose.

2010

95%

2025

97%



Avoiding "doubling up":

Consistent agreement that multiple medicines with acetaminophen shouldn't be taken at same time.

2010

84%

2025

81%



Education is critical to continued success:

Initiatives such as the Know Your Dose campaign educate consumers on the safe use of acetaminophen, pushing for continued progress and working to ensure these numbers remain high.

For acetaminophen safe use tips and resources, visit:

KnowYourDose.org
Acetaminophen Awareness Coalition

Survey conducted by YouGov for Health in Hand from March 14 to March 20, 2025. Data collected among 1,332 U.S. consumers who had taken an OTC or Rx medicine with acetaminophen in the past 6 months. Margin of error for the survey is ± 3.4 .