



Survey questions



SNAP POLL CHALLENGE

TALKER

Sample: 2,000 general population Americans

Splits: Age, gender, region, household income (Q8) and ability to pay for peace of mind (Q14)

1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

1. Male
2. Female
3. Non-Binary
4. Other
5. Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age in years?

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2008 to 1927]

[TERMINATE if age and birth year do not align +/- 1 year]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2008, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X



IF D2a=1946-1964, QAGE=Baby Boomers
IF D2a=1927-1945, QAGE=Silent Generation

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

Survey Questions:

- 1. Which of the following statements best describes how often you hear about artificial intelligence (AI)? [select one]**
 - a. "It's everywhere — it feels like I can never escape it."
 - b. "I mostly see it on social media or at work."
 - c. "I don't personally hear about it that often."
 - d. "I actively avoid hearing about AI."

- 2. Based on everything you know about AI today, how positively or negatively do you feel about the technology? [select one]**
 - a. Very positively
 - b. Somewhat positively
 - c. Neither positively nor negatively
 - d. Somewhat negatively
 - e. Very negatively

- 3. How often, if at all, do you actually use AI? [select one]**
 - a. Every day
 - b. A few times per week
 - c. A few times per month
 - d. Rarely
 - e. Never



- f. I have no idea
4. **[HIDE IF Q3 = E,F] Consider when you use AI, has it lived up to your expectations? [select one]**
- a. Yes, completely
 - b. Yes, somewhat
 - c. No, but maybe someday
 - d. No, and I doubt it ever will
5. **Do you ever feel tired of hearing about AI or using AI? [select one]**
- a. Yes
 - b. No
 - c. Unsure
6. **If you were to ever feel tired of AI, how effectively or ineffectively do you think you could "escape" it — meaning find a way to not allow it into your life? [select one]**
- a. Very effectively
 - b. Somewhat effectively
 - c. Neither effectively nor ineffectively
 - d. Somewhat ineffectively
 - e. Very ineffectively
7. **If you were to ever feel tired of AI, how would you "escape" from it?**
- a. [Free response]
 - b. Prefer not to say
8. **[SPLIT] What is your household income? [Slider scale]**
- a. [SLIDER SCALE 10,000 – 300,000] [increments of 5,000] [left label LESS THAN \$10,000 | right label MORE THAN \$300,000]
 - b. Not sure
9. **Compared to five years ago, how much more or less attainable is peace of mind to you today? [Select one]**
- a. Much more attainable
 - b. Somewhat more attainable
 - c. Neither more nor less attainable
 - d. Somewhat less attainable
 - e. Much less attainable
10. **Regardless of your current financial situation, which of the following statements do you relate to more? [Select one]**



- a. I like to pay for peace of mind (i.e., paying extra for refundable tickets, etc.)
- b. I prefer to take the risk and not spend more (i.e., not paying extra for refundable tickets)
- c. Prefer not to say

11. [GRID] How much would you be willing to pay per year in order to ensure...[Slider scale for each]

- a. **You never have an unexpected expensive medical bill or copay**
- b. **You never have to worry about losing your job**
- c. **You can always get the item you're hoping for (concert or sporting event tickets, etc.)**
- d. **You're always able to get necessities when you need them (medications, groceries, etc.)**
- e. **Your transportation is never canceled or rescheduled (plane, train, etc.)**
 - i. [GRID BY]
 - ii. [SLIDER SCALE 0 – 100,000] [increments of 5,000] [left label \$0 | right label \$100,000+]

12. Which of the following have you done in the last five years? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Gotten experience ticket insurance (concert, sporting event, etc.)
- b. Gotten travel ticket insurance (plane, train, etc.)
- c. Paid extra in monthly costs for insurance to avoid high co-pays
- d. Signed up for a road-side assistance program (AAA, OnStar, through insurance, etc.)
- e. Gotten my vehicle checked/inspected before it was due/there was a problem
- f. Set money aside that isn't to be touched unless there's an emergency
- g. Gotten a prenuptial agreement
- h. Created an estate plan (trust, will, healthcare directive, etc.)
- i. Used password managers, protection or VPN services
- j. Shared my location with family/friends
- k. Purchased additional insurance beyond what was recommended (home, auto, etc.)
- l. None of the above [EXCLUSIVE]

13. How many days per month do you feel...[Select one for each] [GRID]

- a. **Generally stressed**
- b. **Generally relaxed**
- c. **Financially anxious**
- d. **Financially secure**
 - i. [GRID BY]
 - ii. 0 days - Less than once per month



- ii. 1 to 3 days
- iii. 4 to 7 days
- iv. 8 to 14 days
- v. 15 to 21 days
- vi. 22 to 29 days
- vii. All 30 days
- viii. Not sure

14. [SPLIT] Currently, are you financially able to pay for things that give you a peace of mind when you want to? [Select one]

- a. Yes
- b. No
- c. Prefer not to say

15. So far, how has 2026 been for you? [select one]

- a. Much better than expected
- b. Somewhat better than expected
- c. About as expected
- d. Somewhat worse than expected
- e. Much worse than expected

16. So far, how would you describe 2026? [select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Horrific
- b. Bleak
- c. Brutal
- d. Relentless
- e. Challenging
- f. Inspiring
- g. Bad
- h. Good
- i. Amazing
- j. Surprising
- k. Disappointing
- l. Hopeful
- m. Productive
- n. Transformative
- o. Chaotic
- p. Stressful
- q. Exhausting
- r. Boring



- s. Ordinary
- t. Energizing
- u. Other (please specify)
- v. No way in particular [EXCLUSIVE]

17. So far in 2026, how many “plot twists” (e.g. unexpected events or changes that significantly altered your plans or perspective) have you experienced? [select one]

- a. 0 - none
- b. 1
- c. 2
- d. 3
- e. 4
- f. 5
- g. 6
- h. 7
- i. 8
- j. 9
- k. 10 or more

18. So far, which of the following things, if any, have you done or experienced in 2026? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Fell in love
- b. Went through a breakup
- c. Received a new health diagnosis or experienced a new health issue
- d. Lost or left a job
- e. Got a new job
- f. Applied for a new job
- g. Moved
- h. Saved more money than expected
- i. Spent more money than expected
- j. Improved my credit score
- k. My credit score was reduced
- l. Unexpectedly borrowed money
- m. Received a pay raise
- n. Made a new friend
- o. Ended a friendship
- p. Took a PTO (e.g. paid time off) day or days from work
- q. Returned to school or started a new course/training program
- r. Reconciled with someone after a disagreement
- s. Started a new diet or wellness program
- t. Volunteered or helped in the community



- u. None of the above [EXCLUSIVE]

19. How much do you agree or disagree with the following statements? [select one grid]

[GRID]

- a. I'm experiencing an existential crisis (e.g., questioning your meaning or identity)
- b. My life feels out of my control
- c. I'm currently satisfied with my life
- d. I feel confident and grounded in my identity
- e. I feel capable of achieving what I want to in life

[GRID BY]

- i. Strongly agree
- ii. Somewhat agree
- iii. Neither agree nor disagree
- iv. Somewhat disagree
- v. Strongly disagree

20. [Show IF Q19 = A,B] Why do you feel that... [select all that apply grid]

[GRID]

- a. [show IF Q19 = A] you are experiencing an existential crisis?
- b. [show IF Q19 = B] your life is out of your control?

[GRID BY] [RANDOMIZE, ANCHOR LAST 1]

- i. My problems feel out of my control to solve
- ii. Career or work uncertainty/instability
- iii. Relationship struggles
- iv. Health concerns
- v. Financial stress
- vi. I don't feel like I have a meaningful purpose in life
- vii. Social or political climate stress
- viii. General lack of direction and momentum in my life
- ix. Lack of structure in my life
- x. None of the above [EXCLUSIVE]

21. Which of the following "resets" are you planning to make this year? [select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Physical health reset
- b. Mental health reset
- c. Financial reset
- d. Social reset
- e. Career reset
- f. Digital detox
- g. Relationship reset



- h. Investigating and defining my personal identity
- i. Relocation/moving reset
- j. A spiritual, prayer and/or religious reset
- k. Resetting my schedule and time management Other (please specify)
- l. N/A: I'm not planning to do any type of mid-year reset [EXCLUSIVE]

22. How would you describe your intuition? [select one]

- a. I'm basically psychic – My gut is almost never wrong
- b. Pretty reliable – I've learned when/how to listen to it
- c. Hit or miss – It could go either way
- d. I don't believe in intuition

23. Where does your intuition tend to be strongest? [Select up to five] [RANDOMIZE, ANCHOR LAST 1]

- a. Reading people/first impressions
- b. Relationships and dating
- c. Career decisions
- d. Big life decisions (e.g. getting married, moving, etc.)
- e. Health/wellness
- f. Sensing the mood of a room
- g. Predicting how situations will play out
- h. Knowing when something is "off" even if you can't explain why
- i. Travel/navigating somewhere new
- j. Finances
- k. Parenting/family decisions
- l. Knowing when someone needs help before they ask
- m. Sensing when a situation is about to change
- n. Knowing when to walk away from something
- o. Understanding animal behavior/pets
- p. Spiritual experiences
- q. Knowing when someone is lying/dishonest
- r. Gambling
- s. None of the above [EXCLUSIVE]

24. Which of these "psychic" experiences have you had within the past year that turned out to be correct? [Select all that apply] [RANDOMIZE, ANCHOR LAST 3]

- a. Thought of someone before they called or texted
- b. Knew a relationship was over before anything was said
- c. Had a bad feeling about something and was proven right
- d. Sensed I got a job/opportunity before being told
- e. Felt strongly that someone couldn't be trusted



- f. Dreamed something that came true (or close to it)
- g. Thought about something and proceeded to see it everywhere
- h. Knew what someone was going to say before they said it
- i. Felt a strong urge to reach out to someone and found out they needed it
- j. Had a gut feeling/felt uncomfortable about somewhere
- k. Avoided something last-minute
- l. Woke up with a strong feeling about something that came true
- m. Knew the outcome of something before it happened
- n. Felt strongly about making a specific decision
- o. Was able to recall something I didn't know I knew
- p. "Lucky"/guessing moments (e.g., gambling, winning a bet, etc.)
- q. Other (please specify)
- r. Not sure [EXCLUSIVE]
- s. I have never had any of these experiences [EXCLUSIVE]

25. [SKIP IF Q24 = "N/A"] Thinking about the past three months, how many moments, if any, did you have that felt genuinely psychic (where you knew something before it happened or was confirmed)? [select one]

- a. 0
- b. 1-2
- c. 3-4
- d. 5-6
- e. 7-8
- f. 9-10
- g. 11-12
- h. 13-20
- i. 21-30
- j. 31-40
- k. 41-50
- l. 51+

26. How confident are you that you can tell the difference between a genuine gut feeling and fear or anxiety? [select one]

- a. Very confident
- b. Somewhat confident
- c. Neither confident nor unconfident
- d. Somewhat unconfident
- e. Very unconfident

27. How do you typically differentiate between checking whether a feeling is anxiety or a gut feeling? [Select all that apply] [RANDOMIZE, ANCHOR LAST 3]



- a. Giving it a certain amount of time
- b. Using rationalizing (e.g., “logic map,” “pros/cons list,” etc.)
- c. Using past experiences as a guide
- d. Journaling/meditating
- e. Talking to someone else about it
- f. Using a self-help resource (e.g., book, app, etc.)
- g. Paying attention to physical sensations in your body (e.g., chest tightness, stomach drop, etc.)
- h. Checking whether the feeling is specific or vague
- i. Seeing whether the feeling intensifies when you imagine ignoring it
- j. Noticing whether the feeling came suddenly or built up gradually
- k. Tracking patterns (e.g., feeling something for a certain amount of time)
- l. Therapy/professional guidance
- m. Trying to look at the situation as an outsider
- n. Following instinct
- o. Other (please specify)
- p. Not sure [EXCLUSIVE]
- q. No way in particular [EXCLUSIVE]

28. In your opinion, how have the following factors impacted how in touch people are with their intuition over the past five years?

- a. **[GRID]**
- b. **The rise of AI**
- c. **Social media**
- d. **Remote work/social culture**
- e. **More access to “research”/expert advice**
- f. **Social pressure**
- g. **Constant access to opinions (e.g., podcasts, vlogs, etc.)**
- h. **Financial stress**
- i. **The rise of therapy/mental health care**
- j. **Reliance on technology**
- k. **Current events/news**
 - i. [GRID BY]
 - ii. This factor has made people more in touch with their intuition over the past five years
 - iii. This factor has made people less in touch with their intuition over the past five years
 - iv. This factor has not affected how much people are in touch with their intuition over the past five years