talkerresearch.com xxxxx

SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) — to view the complete methodology as part of this initiative, please visit the Talker Research Process and Methodology page.

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com

PROJECT NAME: WHERE AMERICANS DRAW THE HEALTH AI LINE

Sample:

- 1,000 millennial parents, evenly split among men and women, half who use AI for health
- 1,000 general population Americans, half who use AI for health

Splits: Age, gender, region, use AI for health vs. don't, parents vs. non-parents

Survey Questions:

Demographic questions:

D1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

Male

Female

Non-Binary Other

Prefer not to say

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

QSEX. HIDDEN GENDER RECODE

- Male
- Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

[MILLENNIAL PARENTS LINK]

D2. What is your age?

[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 1926]

[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 [CONTINUE IF SELECTED]

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1927-1945, QAGE=Silent Generation[1]

[GEN POP LINK]

D2. What is your age?

[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 1926]

[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[VM2]

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

Screener Questions:

SQ1. Are you a parent?

Yes

No [TERMINATE ON MILLENNIAL LINK]

SQ2. . Have you used any artificial intelligence (AI) tools, such as ChatGPT, Gemini, Copilot, or other AI-powered tools, for health-related purposes in the past 12 months? [Select one]

a. Yes

b. No

SP Quota Set UP:

Millennial Parents Sample (n=1,000) [QAGE = Millennial & SQ1 = YES]

Quota	***Target***
Male + AI User	*250*
Male + Non-User	*250*
Female + AI User	*250*
Female + Non-User	*250*

Gen Pop Sample (n=1,000)

Quota	***Target***
AI User (Yes)	*500*
Non-User (No)	*500*

Survey Questions:

1. **[SHOW TO PARENTS] How many children do you have? [Select one]**
   a. 1
   b. 2
   c. 3
   d. 4+

2. **[SHOW TO PARENTS] Which best describes the age(s) of your child(ren)? [SELECT ALL THAT APPLY IF Q1=b-d, SELECT ONE IF Q1=a]**
    a. Infant/toddler (0–3 years)
    b. Preschool (4–5 years)
    c. Elementary school (6–10 years)
    d. Middle school (11–13 years)
    e. High school and older (14–18+ years)

3. **Which of the following best describes your overall opinion on using generative AI? [Select one]**
    a. I find it helpful in my daily life
    b. I use it, but I'm cautious about relying on it
    c. I use it, but I find it to be concerning and scary
    d. I am curious about it, but I don't use it much
    e. I generally don't trust AI
    f. I avoid using it whenever possible
    g. None of the above

4. **[SHOW IF SQ2 = A] How many times in an average week do you use generative AI tools for health-related questions? [Select one]**
    a. Less often than once a week
    b. 1-2
    c. 3-5
    d. 6-7

e. 8-10
f. 11-15
g. 16-20
h. 21-30
i. 31-50
j. 51-75
k. 75-100
l. 101+

5. **Have you ever... [Select one]**
   [GRID]
   a. **[SHOW IF SQ2 = A] Followed health advice from a generative AI tool without confirming it with a medical professional?**
   b. **[SHOW IF SQ2 = A] Used generative AI to confirm health guidance your doctor has provided you?**
   c. **[SHOW IF SQ1 = A AND IF SQ2= A] Followed generative AI health advice for your child(ren) without confirming it with their doctor?**
   d. **[SHOW IF SQ2 = A] Brought up AI advice to a medical professional?**

[GRID BY]

a.	i. Yes
b.	ii. No
c.	iii. Not sure

6. **[SHOW IF SQ2 = A] Why do you/have you used generative AI health tools for your health? [SELECT ALL THAT APPLY]** **RANDOMIZE, ANCHOR LAST 2**
    a. It's faster and more convenient than seeing a doctor
    b. I don't have time to visit a doctor's office
    c. The cost of care is too high
    d. It's available anytime (e.g., nights, weekends)
    e. For reassurance of my health concerns or decisions
    f. To get a second opinion after speaking with a doctor
    g. I trust AI to provide accurate responses for minor health concerns just as much as a doctor
    h. I feel more comfortable asking AI questions that I might hesitate to ask a doctor
    i. Other
    j. None of the above [Exclusive]

7. **[SHOW IF SQ2 = A] What percentage of the time do you verify AI-generated health information with another source (e.g., doctor, medical news sites, academic sites) before you act on it?**
    a. [SLIDER 0 TO 100] [increments of 1] [LEFT LABEL 0% | 100%]

b. Not sure

8. **[SHOW IF SQ2= A] Has information or advice from a generative AI tool ever prompted you to contact a doctor sooner than you otherwise would have? [Select one]**
    a. Yes
    b. No
    c. Not sure

9. **What types of health-related concerns [PIPE IF USE AI FOR HEALTH: "have you used"] [PIPE IF DON'T USE AI FOR HEALTH: "would you use"] generative AI for help related to your own health? [SELECT ALL THAT APPLY]** **RANDOMIZE, ANCHOR LAST 2**
    a. Understanding my own health symptoms
    b. Deciding whether to seek care from a doctor
    c. Determining what type/level of care to seek (e.g., PCP, Urgent Care, ER, specialist, etc.)
    d. Interpreting lab test results
    e. Learning about a condition or diagnosis
    f. Medication questions (side effects, interactions)
    g. Mental health support or advice
    h. General wellness (diet, fitness, sleep)
    i. Pregnancy, fertility, or postpartum questions
    j. Confirming guidance received from your doctor

k. Other (please specify)
l. Nothing in particular [Exclusive]

10. **[SHOW IF SQ2 = A] To what extent do you agree or disagree with the following statements? [Select one]**
[GRID]
    a. **"Using generative AI tools for health-related questions makes me feel more hands-on with my health."**
    b. **"Using generative AI tools to interpret medical information has improved my understanding of my health."**

[GRID BY]

a. i. Strongly agree
b. ii. Somewhat agree
c. iii. Neither agree nor disagree
d. iv. Somewhat disagree
e. v. Strongly disagree

11. **How likely or unlikely are you to… [Select one] [GRID]**
    a. **Believe generative AI advice even if it contradicts what your healthcare provider says?**
    b. **[SHOW IF SQ1 = A] Feel comfortable if your healthcare provider used generative AI tools to assist in diagnosing or treating your child?**

[GRID BY]

i.	i. Very likely
ii.	ii. Somewhat likely
iii.	iii. Neither likely nor unlikely
iv.	iv. Somewhat unlikely
v.	v. Very unlikely

12. **Which of the following best represents your level of trust in generative AI for your own health information? [Select one]**
    a. I trust AI as much as I trust a medical professional

b. I trust AI somewhat, but prefer to confirm with a medical professional
c. I trust AI only for minor health concerns
d. I do not trust AI for my health decisions
e. I always confirm the accuracy of AI health information with my doctor
f. Not sure

13. **When asking AI a health-related question, [PIPE IF USE AI FOR HEALTH: "how do you"] [PIPE IF DON'T USE AI FOR HEALTH: "how would you"] typically phrase your question? [SELECT ALL THAT APPLY]**
RANDOMIZE, ANCHOR LAST 2
a. I would describe my symptoms and ask what it could be
b. I would ask if a specific condition could be causing my symptoms
c. I ask whether a symptom could be related to a condition I already suspect
d. I would ask general questions about the condition to learn more
e. I ask for guidance on what I should do next
f. Other (please specify)
g. Not sure [Exclusive]

14. **Which of the following statements do you believe are true about how AI generates health-related responses? [Select all that apply]** **RANDOMIZE, ANCHOR LAST 2**

a. The way a question is worded influences the answer generative AI provides
b. AI can only work with the information I provide or have previously provided in the thread
c. AI considers my personal medical history even if I don't provide it
d. AI is designed to provide the most accurate answer possible
e. AI is designed to provide the most helpful or reassuring answer possible
f. AI pulls information from trusted medical sources
g. I am not sure how AI generates responses [EXCLUSIVE]
h. None of the above [Exclusive]

15. **Which of the following information [PIPE IF USE AI FOR HEALTH: "do you"] [PIPE IF DON'T USE AI FOR HEALTH: "would you"] typically include when asking AI about your health? [Select all that apply]** **RANDOMIZE, ANCHOR LAST 1**

a. Current symptoms

b. Duration of symptoms
c. Medications I'm taking
d. Pre-existing conditions
e. Overall medical history
f. Recent test results
g. Lifestyle factors (sleep, stress, diet)
h. Demographic information (your age, gender, etc.)
i. I intentionally leave out some information due to privacy concerns
j. I don't/wouldn't include this level of detail [Exclusive]

16. **[SHOW IF SQ2 = A] How often do you adjust or reword your health-related question to get a different or more detailed response from generative AI? [Select one]**
    a. Always
    b. Often
    c. Sometimes
    d. Rarely
    e. Never

17. **Compared to using traditional search engines (e.g., Google), how does the thought of using**

generative AI tools for health information typically make you feel? [Select one]

a. More overwhelmed or anxious
b. More reassured or confident
c. The same/no difference
d. Not sure

18. **[SHOW IF SQ2 = A] When asking AI about your health, which of the following best describes your goals? [Please select up to two] [RANDOMIZE, ANCHOR LAST 2]**

a. To explore all possible explanations
b. To confirm what I think might be wrong
c. To rule out something serious
d. To feel reassured
e. To get clear next steps
f. Not sure [Exclusive]
g. None of the above [Exclusive]

19. **In your opinion, what do you believe is the primary goal of generative AI when answering health questions? [Select one] [RANDOMIZE, ANCHOR LAST 3]**

a. To provide the most accurate medical answer
b. To provide the most helpful answer
c. To provide the most reassuring answer

d. To provide the safest answer
e. Other (please specify)
f. Not sure
g. Nothing in particular

20. **If AI were to give you a clear or reassuring answer about your health, how likely or unlikely would you be to accept it without questioning it? [Select one]**
    a. Very likely
    b. Somewhat likely
    c. Neither likely nor unlikely
    d. Somewhat unlikely
    e. Very unlikely

21. **[SHOW IF SQ2 = A] In your experience with using health for AI purposes... [Select one]**
[GRID]
    a. **Have you ever received health information from AI that you later realized may not fully apply to your personal situation?**
    b. **Have you ever acted on health information you received from AI that you later realized did not apply to your personal situation?**
    c. **Have you ever lied about who you're submitting a health question about for privacy reasons?**

d. **Do you believe that you share enough information with AI tools to provide health advice tailored to your specific situation?**

[GRID BY]

a.
b.
c.

i. Yes
ii. No
iii. Not sure/Prefer not to say

22. **After receiving health information from AI, what are you most likely to do next? [Select one]**
    a. Take the information to a doctor
    b. Do extensive research about the information
    c. Follow the advice/recommendations from AI
    d. Nothing, end my search there
    e. Other (please specify)
    f. Not sure

23. **[SHOW IF SQ1 = A]What types of health-related concerns [PIPE IF USE AI FOR HEALTH: "have you used"] [PIPE IF DON'T USE AI FOR HEALTH: "would you use"] generative AI for help related to your child(ren)'s health? [SELECT ALL THAT APPLY]**
    RANDOMIZE, ANCHOR LAST 2
    a. Understanding their health symptoms
    b. Help diagnosing their symptoms

c. Deciding whether to seek care from a pediatrician or other healthcare providers
d. Interpreting their lab test results
e. Learning about a condition or diagnosis
f. Medication questions (side effects, interactions)
g. Mental health support or advice
h. General wellness (diet, fitness, sleep)
i. Confirming guidance received from their pediatrician
j. Other (please specify)
k. Nothing in particular [Exclusive]

24. **[SHOW IF SQ1 = A]Would you feel comfortable *solely* relying on generative AI tools for the following in regards to your child(ren)'s health? [Select one]**
[GRID BY]
a. Seemingly minor symptoms
b. General health education
c. Symptom research
d. Deciding whether to seek care
e. Deciding what type of care to seek (e.g., pediatrician, urgent care, ER, specialist, etc.)
f. Mental health guidance
g. Medication guidance
h. Interpreting lab results

i. Managing a chronic condition
j. Making treatment decisions
k. Deciding whether a symptom warrants an ER trip
l. Mental health concerns

[GRID BY]

i.	i. I feel comfortable solely relying on AI for this
ii.	ii. I do not feel comfortable solely relying on AI for this

25. **[SHOW IF SQ1 = A] Which of the following represents your level of trust in generative AI for your child(ren)'s health information? [Select one]**

a. I trust AI as much as I trust my child's medical professional
b. I trust AI somewhat, but prefer to confirm with my child's medical professional
c. I trust AI only for minor health concerns for my child
d. I do not trust AI for my child's health decisions
e. I trust AI more than I trust my child's medical professional
f. Not sure

26. **[SHOW IF SQ1 = A AND SQ2 = A] How does your use of generative AI tools differ between your own health and your child's health? [Select one]**
    a. I use it more for my own health needs
    b. I use it more for my child(ren)'s health needs
    c. I use it equally for both
    d. I avoid using it for my child's health, but use it for my own health needs
    e. I avoid using it for my own health, but use it for my child's health needs
    f. Not sure

27. **[SHOW IF SQ1 = A AND SQ2 = A] How concerned or unconcerned are you about the safety of health data when entering it into generative AI tools? [Select one]**
[GRID]
    a. **Your health data**
    b. **Your children's health data**

[GRID BY]

i. Very concerned
ii. Somewhat concerned
iii. Neither concerned nor unconcerned

iv. Somewhat unconcerned

v. Very unconcerned

28. **Which of the following concerns do you have about using generative AI tools for health? [SELECT ALL THAT APPLY]RANDOMIZE, ANCHOR LAST 3**

a. Receiving incorrect or misleading advice
b. Relying too much on AI instead of consulting a medical professional
c. Data privacy and how my information is used
d. Lack of human oversight
e. Bias in AI responses
f. Feeling more anxious or confused after using AI
g. Other (please specify)
h. None/No concerns [Exclusive]
i. Not sure [Exclusive]

29. **Looking ahead to 2027, do you expect to use AI more, fewer, or about the same for healthcare decisions? [Select one]**

a. I plan to use AI more for healthcare decisions in 2027

b. I plan to use AI less for healthcare decisions in 2027

c. I plan to use AI the same amount for healthcare decisions in 2027

d. Not sure

30. **What would make you trust AI more for healthcare decisions? [SELECT ALL THAT APPLY]**

RANDOMIZE, ANCHOR LAST 2

a. If a doctor reviewed and/or confirmed the information

b. Clearer regulations or oversight

c. Greater transparency on how AI works

d. Proven accuracy and reliability

e. Recommendations from a trusted source (e.g., doctor, health plan, etc.)

f. More objective responses

g. If it understands my specific benefits information/ covered plan options, too

h. Nothing would increase my trust [Exclusive]

i. Not sure [Exclusive]