# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos What the Future: Wellness Survey

### Topline Findings

**New York, March 25, 2024** – *These are the findings of an Ipsos poll conducted between February 5 – 6, 2024, for the What the Future: Wellness issue. For this survey, a sample of 1,107 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.6 percentage points for all respondents.*

**For full results, please refer to the following annotated questionnaire:**

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# PUBLIC POLL FINDINGS AND METHODOLOGY

## Full Annotated Questionnaire

1. How would you describe your current health status?

| | **Total (N=1,107)** |
|---|---|
| Excellent | 14% |
| Very good | 33% |
| Good | 36% |
| Fair | 15% |
| Poor | 2% |
| *Excellent/Very Good (Net)* | *48%* |

2. Which of the following topics do you find *most* worrying when thinking about your personal health in the future? You may select up to three.

| | **Total** |
|---|---|
| Access to affordable healthcare | 33% |
| Access to quality healthcare | 29% |
| The possibility of another pandemic | 24% |
| Environmental pollutants (i.e., "forever chemicals," microplastics, etc.) | 21% |
| Side effects / safety of new medications | 20% |
| Climate change-driven new diseases | 16% |
| The privacy of my personal health data | 16% |
| The use of AI in healthcare | 14% |
| People's hygiene habits in public spaces | 14% |
| Declining air quality | 12% |
| Heat weather emergencies (i.e., heat exhaustion, heat stroke, etc.) | 8% |
| Animal- or insect-borne diseases | 6% |
| Opioids | 6% |
| Cold weather emergencies (i.e., hypothermia, frostbite, etc.) | 4% |
| None of the above | 12% |

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## PUBLIC POLL FINDINGS AND METHODOLOGY

3. How do you think the following will change over the next 10 years?

Total Get Better Summary

| | Total |
|---|---|
| Cures or prevention for diseases | 55% |
| Access to mental health support | 43% |
| More options for aging care than nursing homes/assisted living | 35% |
| My own health | 32% |
| The availability of quality healthcare providers (doctors, hospitals, etc.) where I live | 28% |
| The cost of my and my family's healthcare (doctors, hospitals, medicine, etc.) | 18% |

a. My own health

| | Total |
|---|---|
| Will get much better | 11% |
| Will get somewhat better | 21% |
| Will stay the same | 40% |
| Will get somewhat worse | 25% |
| Will get much worse | 3% |
| *Will Get Better (Net)* | *32%* |
| *Will Get Worse (Net)* | *28%* |

b. The cost of my and my family's healthcare (doctors, hospitals, medicine, etc.)

| | Total |
|---|---|
| Will get much better | 6% |
| Will get somewhat better | 13% |
| Will stay the same | 24% |
| Will get somewhat worse | 39% |
| Will get much worse | 19% |
| *Will Get Better (Net)* | *18%* |
| *Will Get Worse (Net)* | *58%* |

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## PUBLIC POLL FINDINGS AND METHODOLOGY

3. How do you think the following will change over the next 10 years? *(Continued)*

c. The availability of quality healthcare providers (doctors, hospitals, etc.) where I live

| | **Total** |
|---|---|
| Will get much better | 6% |
| Will get somewhat better | 21% |
| Will stay the same | 40% |
| Will get somewhat worse | 24% |
| Will get much worse | 8% |
| *Will Get Better (Net)* | *28%* |
| *Will Get Worse (Net)* | *32%* |

d. Cures or prevention for diseases

| | **Total** |
|---|---|
| Will get much better | 10% |
| Will get somewhat better | 45% |
| Will stay the same | 33% |
| Will get somewhat worse | 9% |
| Will get much worse | 4% |
| *Will Get Better (Net)* | *55%* |
| *Will Get Worse (Net)* | *13%* |

e. Access to mental health support

| | **Total** |
|---|---|
| Will get much better | 10% |
| Will get somewhat better | 34% |
| Will stay the same | 38% |
| Will get somewhat worse | 14% |
| Will get much worse | 4% |
| *Will Get Better (Net)* | *43%* |
| *Will Get Worse (Net)* | *18%* |

f. More options for aging care than nursing homes/assisted living

| | **Total** |
|---|---|
| Will get much better | 8% |
| Will get somewhat better | 28% |
| Will stay the same | 38% |
| Will get somewhat worse | 20% |
| Will get much worse | 7% |
| *Will Get Better (Net)* | *35%* |
| *Will Get Worse (Net)* | *27%* |

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4. Are you covered by any of the following types of health insurance or health coverage plans?

| | Total |
|---|---|
| Insurance through a current or former employer or union (your employer or another family member's) | 46% |
| Medicare, for people 65 and older, or people with certain disabilities | 25% |
| Medicaid, Medical Assistance, or any kind of government-assistance plan for those with low incomes or a disability | 16% |
| Insurance purchased directly from an insurance company (by you or another family member) | 11% |
| TRICARE or other military health care | 4% |
| Veteran's Affairs (VA), Department of Defense, or other military programs | 4% |
| Any other type of health insurance or health coverage plan | 4% |
| Indian Health Service | 1% |
| I don't have health insurance | 8% |

5. In general, how often do you visit/consult with each of the following for yourself?

Total At Least Once a Year Summary

| | Total |
|---|---|
| A primary care physician (general practitioner, internist, family doctor, etc.) | 80% |
| A dentist/dental surgeon | 71% |
| **[ASKED OF WOMEN ONLY]** An obstetrician/gynecologist | 49% |
| Any other type of medical specialist (e.g., dermatologist, neurologist, oncologist, genetic counselor, etc.) or healthcare professional | 49% |
| A mental health professional (e.g., psychiatrist, psychologist) | 22% |
| AI providers (e.g., Woebot, Youper, Florence) | 10% |

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## PUBLIC POLL FINDINGS AND METHODOLOGY

5. In general, how often do you visit/consult with each of the following for yourself? *(Continued)*

   a. A primary care physician (general practitioner, internist, family doctor, etc.)

| | **Total** |
|---|---|
| Three times a year or more often | 19% |
| Twice a year | 30% |
| Once a year | 31% |
| Less often than once a year | 13% |
| Never | 7% |
| *At least once a year (Net)* | *80%* |

   b. **[ASKED OF WOMEN ONLY]** An obstetrician/gynecologist

| | **Total (N=564)** |
|---|---|
| Three times a year or more often | 2% |
| Twice a year | 5% |
| Once a year | 42% |
| Less often than once a year | 25% |
| Never | 27% |
| *At least once a year (Net)* | *49%* |

   c. A mental health professional (e.g., psychiatrist, psychologist)

| | **Total** |
|---|---|
| Three times a year or more often | 11% |
| Twice a year | 4% |
| Once a year | 8% |
| Less often than once a year | 13% |
| Never | 65% |
| *At least once a year (Net)* | *22%* |

   d. A dentist/dental surgeon

| | **Total** |
|---|---|
| Three times a year or more often | 9% |
| Twice a year | 44% |
| Once a year | 18% |
| Less often than once a year | 19% |
| Never | 9% |
| *At least once a year (Net)* | *71%* |

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5. In general, how often do you visit/consult with each of the following for yourself? *(Continued)*

   e. AI providers (e.g., Woebot, Youper, Florence)

| | **Total** |
|---|---|
| Three times a year or more often | 3% |
| Twice a year | 3% |
| Once a year | 5% |
| Less often than once a year | 6% |
| Never | 84% |
| *At least once a year (Net)* | *10%* |

   f. Any other type of medical specialist (e.g., dermatologist, neurologist, oncologist, genetic counselor, etc.) or healthcare professional

| | **Total** |
|---|---|
| Three times a year or more often | 11% |
| Twice a year | 14% |
| Once a year | 23% |
| Less often than once a year | 21% |
| Never | 31% |
| *At least once a year (Net)* | *49%* |

6. How often, if at all, do you exercise?

| | **Total** |
|---|---|
| Daily | 32% |
| Weekly | 35% |
| Monthly | 5% |
| Once in a while | 21% |
| Never | 8% |

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7. Which of the following sources do you use for information about your health and wellness?

| | Total |
|---|---|
| My primary doctor | 68% |
| Search engines (i.e., Google, Bing) | 42% |
| A specialist doctor | 34% |
| Family | 34% |
| Digital health/symptom checkers (e.g., WebMD, Mayo Clinic, Healthline) | 25% |
| Friends/peers | 23% |
| My pharmacist | 17% |
| Social media | 15% |
| Another health care provider | 14% |
| Someone living with or experiencing a condition | 14% |
| Health influencers on social media | 11% |
| Chatbots (i.e., ChatGPT, Florence, Healthily) | 3% |
| Other | 3% |
| None of the above | 6% |

8. You previously indicated using the following sources for health information. How helpful, if at all, do you find the information you get from the following sources?

*Base: Did not select "None of the above" in Q7; Base varies for each item*

Total Helpful Summary

| | Total |
|---|---|
| A specialist doctor | 99% |
| My pharmacist | 98% |
| My primary doctor | 97% |
| Someone living with or experiencing a condition | 96% |
| Another health care provider | 95% |
| Family | 91% |
| Digital health/symptom checkers (e.g., WebMD, Mayo Clinic, Healthline) | 90% |
| Search engines (i.e., Google, Bing) | 90% |
| Friends/peers | 85% |
| Health influencers on social media | 84% |
| Social media | 75% |
| Chatbots (i.e., ChatGPT, Florence, Healthily) | 59% |

# PUBLIC POLL FINDINGS AND METHODOLOGY

8. You previously indicated using the following sources for health information. How helpful, if at all, do you find the information you get from the following sources? *(Continued)*

a. My primary doctor

| | Total (N=744) |
|---|---|
| Very helpful | 63% |
| Somewhat helpful | 34% |
| Not so helpful | 2% |
| Not helpful at all | 1% |
| *Very/Somewhat Helpful (Net)* | *97%* |
| *Not So/Not Helpful at All (Net)* | *3%* |

b. A specialist doctor

| | Total (N=363) |
|---|---|
| Very helpful | 72% |
| Somewhat helpful | 26% |
| Not so helpful | 1% |
| Not helpful at all | - |
| *Very/Somewhat Helpful (Net)* | *99%* |
| *Not So/Not Helpful at All (Net)* | *1%* |

c. Another health care provider

| | Total (N=146) |
|---|---|
| Very helpful | 51% |
| Somewhat helpful | 45% |
| Not so helpful | 3% |
| Not helpful at all | 1% |
| *Very/Somewhat Helpful (Net)* | *95%* |
| *Not So/Not Helpful at All (Net)* | *5%* |

d. Family

| | Total (N=364) |
|---|---|
| Very helpful | 25% |
| Somewhat helpful | 67% |
| Not so helpful | 8% |
| Not helpful at all | 1% |
| *Very/Somewhat Helpful (Net)* | *91%* |
| *Not So/Not Helpful at All (Net)* | *9%* |

## PUBLIC POLL FINDINGS AND METHODOLOGY

8. You previously indicated using the following sources for health information. How helpful, if at all, do you find the information you get from the following sources? *(Continued)*

e. Friends/peers

| | Total (N=256) |
|---|---|
| Very helpful | 18% |
| Somewhat helpful | 67% |
| Not so helpful | 13% |
| Not helpful at all | 1% |
| *Very/Somewhat Helpful (Net)* | *85%* |
| *Not So/Not Helpful at All (Net)* | *15%* |

f. Someone living with or experiencing a condition

| | Total (N=155) |
|---|---|
| Very helpful | 34% |
| Somewhat helpful | 62% |
| Not so helpful | 3% |
| Not helpful at all | 1% |
| *Very/Somewhat Helpful (Net)* | *96%* |
| *Not So/Not Helpful at All (Net)* | *4%* |

g. My pharmacist

| | Total (N=181) |
|---|---|
| Very helpful | 44% |
| Somewhat helpful | 54% |
| Not so helpful | 1% |
| Not helpful at all | * |
| *Very/Somewhat Helpful (Net)* | *98%* |
| *Not So/Not Helpful at All (Net)* | *2%* |

h. Health influencers on social media

| | Total (N=109) |
|---|---|
| Very helpful | 28% |
| Somewhat helpful | 56% |
| Not so helpful | 15% |
| Not helpful at all | 1% |
| *Very/Somewhat Helpful (Net)* | *84%* |
| *Not So/Not Helpful at All (Net)* | *16%* |

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8. You previously indicated using the following sources for health information. How helpful, if at all, do you find the information you get from the following sources? *(Continued)*

i. Search engines (i.e., Google, Bing)

| | **Total (N=468)** |
|---|---|
| Very helpful | 23% |
| Somewhat helpful | 67% |
| Not so helpful | 9% |
| Not helpful at all | 1% |
| *Very/Somewhat Helpful (Net)* | *90%* |
| *Not So/Not Helpful at All (Net)* | *10%* |

j. Chatbots (i.e., ChatGPT, Florence, Healthily)

| | **Total (N=26)*** |
|---|---|
| Very helpful | * |
| Somewhat helpful | * |
| Not so helpful | * |
| Not helpful at all | * |
| *Very/Somewhat Helpful (Net)* | * |
| *Not So/Not Helpful at All (Net)* | * |

**Base Size too small to report (n < 30)*

k. Social media

| | **Total (N=170)** |
|---|---|
| Very helpful | 20% |
| Somewhat helpful | 54% |
| Not so helpful | 22% |
| Not helpful at all | 3% |
| *Very/Somewhat Helpful (Net)* | *75%* |
| *Not So/Not Helpful at All (Net)* | *25%* |

l. Digital health/symptom checkers (e.g., WebMD, Mayo Clinic, Healthline)

| | **Total (N=262)** |
|---|---|
| Very helpful | 26% |
| Somewhat helpful | 64% |
| Not so helpful | 9% |
| Not helpful at all | 1% |
| *Very/Somewhat Helpful (Net)* | *90%* |
| *Not So/Not Helpful at All (Net)* | *10%* |

9. Of the potential benefits from DNA testing services, how interested are you in the following?

Total Helpful Summary

| | **Total** |
|---|---|
| Identifying disease risk | 69% |
| Learning more about my ancestry | 66% |
| Pharmaceutical drug development for better disease treatments or cures | 66% |
| Personalized consumer products and medicines | 56% |
| Fertility-related treatments/health risks | 35% |

a. Learning more about my ancestry

| | **Total** |
|---|---|
| Very interested | 31% |
| Somewhat interested | 35% |
| Not so interested | 16% |
| Not at all interested | 14% |
| Don't know | 3% |
| *Very/Somewhat Interested (Net)* | *66%* |
| *Not So/Not at All Interested (Net)* | *30%* |

b. Pharmaceutical drug development for better disease treatments or cures

| | **Total** |
|---|---|
| Very interested | 24% |
| Somewhat interested | 42% |
| Not so interested | 18% |
| Not at all interested | 10% |
| Don't know | 5% |
| *Very/Somewhat Interested (Net)* | *66%* |
| *Not So/Not at All Interested (Net)* | *29%* |

c. Personalized consumer products and medicines

| | **Total** |
|---|---|
| Very interested | 18% |
| Somewhat interested | 39% |
| Not so interested | 23% |
| Not at all interested | 14% |
| Don't know | 6% |
| *Very/Somewhat Interested (Net)* | *56%* |
| *Not So/Not at All Interested (Net)* | *38%* |

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9. Of the potential benefits from DNA testing services, how interested are you in the following?

d. Fertility-related treatments/health risks

| | Total |
|---|---|
| Very interested | 13% |
| Somewhat interested | 22% |
| Not so interested | 21% |
| Not at all interested | 38% |
| Don't know | 6% |
| *Very/Somewhat Interested (Net)* | *35%* |
| *Not So/Not at All Interested (Net)* | *59%* |

e. Identifying disease risk

| | Total |
|---|---|
| Very interested | 27% |
| Somewhat interested | 42% |
| Not so interested | 17% |
| Not at all interested | 10% |
| Don't know | 4% |
| *Very/Somewhat Interested (Net)* | *69%* |
| *Not So/Not at All Interested (Net)* | *27%* |

10. Wearables are electronic devices that people wear – such as an Apple Watch or Fitbit – that monitor things like heart rate or daily activity. They can also be used for things like sending a reminder to take a medication.

Of the following possible uses for wearables, which of the following possible uses for wearables do you think are MOST useful to you? Please select up to three responses.

| | Total |
|---|---|
| Daily activity tracker (counting steps/distance/exercise levels) | 44% |
| Heart-rate tracker | 36% |
| Sleep pattern/quality tracker | 29% |
| Real-time monitoring of things like blood glucose or metabolism | 21% |
| Calorie/intake tracker | 18% |
| Fitness training/coaching | 17% |
| Medication reminder | 14% |
| Body temperature monitor | 9% |
| Motion detection (speed/direction/location) | 6% |
| I do not think any of these are useful to me | 22% |

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11. What sources, if any, are you using to obtain lower-cost prescriptions? Select all that apply.

| | **Total** |
|---|---|
| Using discount drug platforms (i.e., GoodRx, CostPlus Drugs, etc.) | 29% |
| Club/membership retail pharmacies (i.e., Costco, Sam's Club, Amazon) | 17% |
| Buying online/direct-to-consumer prescribers | 10% |
| Formularies/Drug lists | 7% |
| Direct-to-consumer telemedicine services (i.e., hims/hers, Teladoc, Maven) | 5% |
| Medical tourism, meaning going to other countries and purchasing prescriptions there | 4% |
| Importing from foreign countries | 3% |
| None of these | 51% |

12. How much do you agree or disagree with the following statements?

Total Agree Summary

| | **Total** |
|---|---|
| I want to control who has access to my personal health data | 82% |
| I trust my doctor to handle my medical data | 78% |
| I think health wearables will lead me to have healthier habits | 50% |
| The U.S. healthcare system works for me | 42% |
| I trust computer programs/artificial intelligence to handle my medical data | 26% |

a. The U.S. healthcare system works for me

| | **Total** |
|---|---|
| Strongly agree | 11% |
| Somewhat agree | 32% |
| Neither agree nor disagree | 30% |
| Somewhat disagree | 15% |
| Strongly disagree | 12% |
| *Agree (Net)* | *42%* |
| *Disagree (Net)* | *27%* |

# PUBLIC POLL FINDINGS AND METHODOLOGY

12. How much do you agree or disagree with the following statements? *(Continued)*

b. I want to control who has access to my personal health data

| | **Total** |
|---|---|
| Strongly agree | 47% |
| Somewhat agree | 35% |
| Neither agree nor disagree | 15% |
| Somewhat disagree | 2% |
| Strongly disagree | 1% |
| *Agree (Net)* | *82%* |
| *Disagree (Net)* | *3%* |

c. I trust my doctor to handle my medical data

| | **Total** |
|---|---|
| Strongly agree | 36% |
| Somewhat agree | 42% |
| Neither agree nor disagree | 16% |
| Somewhat disagree | 5% |
| Strongly disagree | 2% |
| *Agree (Net)* | *78%* |
| *Disagree (Net)* | *7%* |

d. I trust computer programs/artificial intelligence to handle my medical data

| | **Total** |
|---|---|
| Strongly agree | 6% |
| Somewhat agree | 20% |
| Neither agree nor disagree | 30% |
| Somewhat disagree | 22% |
| Strongly disagree | 22% |
| *Agree (Net)* | *26%* |
| *Disagree (Net)* | *44%* |

e. I think health wearables will lead me to have healthier habits

| | **Total** |
|---|---|
| Strongly agree | 15% |
| Somewhat agree | 35% |
| Neither agree nor disagree | 36% |
| Somewhat disagree | 8% |
| Strongly disagree | 6% |
| *Agree (Net)* | *50%* |
| *Disagree (Net)* | *14%* |

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13. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

| | Total |
|---|---|
| I prioritize my health | 63% |
| I prioritize my household budget | 37% |

| | Total |
|---|---|
| I prioritize my health | 67% |
| I prioritize my time and convenience | 33% |

| | Total |
|---|---|
| I prioritize my household budget | 57% |
| I prioritize my time and convenience | 43% |

| | Total |
|---|---|
| People who are overweight can be treated with medicine | 52% |
| People who are overweight need to control their will power | 48% |

| | Total |
|---|---|
| Everyone should have equal access to quality healthcare | 85% |
| Access to quality healthcare should be based on your ability to pay for it | 15% |

| | Total |
|---|---|
| Health insurance companies should set standards for necessary medical care and treatments to keep people healthy | 53% |
| The government should set standards for necessary medical care and treatments to keep people healthy | 47% |

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13. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. *(Continued)*

| | Total |
|---|---|
| Doctors should control what medical treatments and medications are covered by insurance | 77% |
| The government should control what medical treatments and medications are covered by insurance | 23% |

| | Total |
|---|---|
| I want my appearance to age naturally | 78% |
| I want to do whatever I can, medically or cosmetically, to slow the appearance of aging | 22% |

| | Total |
|---|---|
| I prefer to use supplements, vitamins, or diet/exercise to manage my health | 65% |
| I prefer to use pharmaceuticals (doctor-prescribed medications and treatments) to manage my health | 35% |

| | Total |
|---|---|
| For me, improving my health is mostly about feeling better from within | 82% |
| For me, improving my health is about improving my outward appearance | 18% |

| | Total |
|---|---|
| People should only have surgical procedures if they're medically necessary | 58% |
| People should be able to have surgical procedures to look or feel better about themselves | 42% |

| | Total |
|---|---|
| You shouldn't have to trade your privacy to have personalized medicine | 70% |
| If you want medicine to be personalized, you have to be willing to give up some privacy | 30% |

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# PUBLIC POLL FINDINGS AND METHODOLOGY

14. For each of the following, would you want this to happen in the future?

Total Yes Summary

| | Total |
|---|---|
| New vaccines are introduced to prevent more kinds of illness | 78% |
| Life expectancy in the U.S. (currently 77 years) reaches 90 years | 77% |
| New medications and treatments reduce the obesity epidemic | 77% |
| Health insurance becomes universal in the U.S. | 73% |
| Wellness technologies, like wearables and new apps, become essential in my daily routines | 52% |
| AI is used more widely in healthcare | 41% |
| The changing climate poses more and new health risks | 36% |
| Opioids continue to be a public health crisis | 35% |
| Healthcare becomes less affordable for many | 30% |
| Americans have less control over the privacy of their health data | 27% |
| There is a new pandemic | 20% |

a. Life expectancy in the U.S. (currently 77 years) reaches 90 years

| | Total |
|---|---|
| Yes | 77% |
| No | 23% |

b. Wellness technologies, like wearables and new apps, become essential in my daily routines

| | Total |
|---|---|
| Yes | 52% |
| No | 48% |

c. Health insurance becomes universal in the U.S.

| | Total |
|---|---|
| Yes | 73% |
| No | 27% |

# PUBLIC POLL FINDINGS AND METHODOLOGY

14. For each of the following, would you want this to happen in the future? *(Continued)*

d. Healthcare becomes less affordable for many

| | **Total** |
|---|---|
| Yes | 30% |
| No | 70% |

e. New vaccines are introduced to prevent more kinds of illness

| | **Total** |
|---|---|
| Yes | 78% |
| No | 22% |

f. There is a new pandemic

| | **Total** |
|---|---|
| Yes | 20% |
| No | 80% |

g. AI is used more widely in healthcare

| | **Total** |
|---|---|
| Yes | 41% |
| No | 59% |

h. Americans have less control over the privacy of their health data

| | **Total** |
|---|---|
| Yes | 27% |
| No | 73% |

i. New medications and treatments reduce the obesity epidemic

| | **Total** |
|---|---|
| Yes | 77% |
| No | 23% |

j. Opioids continue to be a public health crisis

| | **Total** |
|---|---|
| Yes | 35% |
| No | 65% |

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## PUBLIC POLL FINDINGS AND METHODOLOGY

14. For each of the following, would you want this to happen in the future? *(Continued)*

    k. The changing climate poses more and new health risks

| | Total |
|---|---|
| Yes | 36% |
| No | 64% |

15. Thinking again about the following future scenarios, how likely, if at all, are they to actually happen?

Total Likely Summary

| | Total |
|---|---|
| New vaccines are introduced to prevent more kinds of illness | 88% |
| AI is used more widely in healthcare | 86% |
| Opioids continue to be a public health crisis | 86% |
| Healthcare becomes less affordable for many | 80% |
| Americans have less control over the privacy of their health data | 80% |
| There is a new pandemic | 74% |
| The changing climate poses more and new health risks | 71% |
| New medications and treatments reduce the obesity epidemic | 70% |
| Wellness technologies, like wearables and new apps, become essential in my daily routines | 65% |
| Life expectancy in the U.S. (currently 77 years) reaches 90 years | 57% |
| Health insurance becomes universal in the U.S. | 41% |

a. Life expectancy in the U.S. (currently 77 years) reaches 90 years

| | Total |
|---|---|
| Very likely | 14% |
| Somewhat likely | 43% |
| Not very likely | 35% |
| Not at all likely | 8% |
| *Likely (Net)* | *57%* |
| *Not Likely (Net)* | *43%* |

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## PUBLIC POLL FINDINGS AND METHODOLOGY

15. Thinking again about the following future scenarios, how likely, if at all, are they to actually happen? *(Continued)*

b. Wellness technologies, like wearables and new apps, become essential in my daily routines

| | **Total** |
|---|---|
| Very likely | 19% |
| Somewhat likely | 46% |
| Not very likely | 28% |
| Not at all likely | 7% |
| *Likely (Net)* | *65%* |
| *Not Likely (Net)* | *35%* |

c. Health insurance becomes universal in the U.S.

| | **Total** |
|---|---|
| Very likely | 11% |
| Somewhat likely | 30% |
| Not very likely | 43% |
| Not at all likely | 15% |
| *Likely (Net)* | *41%* |
| *Not Likely (Net)* | *59%* |

d. Healthcare becomes less affordable for many

| | **Total** |
|---|---|
| Very likely | 32% |
| Somewhat likely | 47% |
| Not very likely | 16% |
| Not at all likely | 4% |
| *Likely (Net)* | *80%* |
| *Not Likely (Net)* | *20%* |

e. New vaccines are introduced to prevent more kinds of illness

| | **Total** |
|---|---|
| Very likely | 30% |
| Somewhat likely | 57% |
| Not very likely | 10% |
| Not at all likely | 2% |
| *Likely (Net)* | *88%* |
| *Not Likely (Net)* | *12%* |

## PUBLIC POLL FINDINGS AND METHODOLOGY

15. Thinking again about the following future scenarios, how likely, if at all, are they to actually happen? *(Continued)*

f. There is a new pandemic

| | **Total** |
|---|---|
| Very likely | 23% |
| Somewhat likely | 51% |
| Not very likely | 21% |
| Not at all likely | 6% |
| *Likely (Net)* | *74%* |
| *Not Likely (Net)* | *26%* |

g. AI is used more widely in healthcare

| | **Total** |
|---|---|
| Very likely | 35% |
| Somewhat likely | 51% |
| Not very likely | 11% |
| Not at all likely | 4% |
| *Likely (Net)* | *86%* |
| *Not Likely (Net)* | *14%* |

h. Americans have less control over the privacy of their health data

| | **Total** |
|---|---|
| Very likely | 25% |
| Somewhat likely | 55% |
| Not very likely | 16% |
| Not at all likely | 4% |
| *Likely (Net)* | *80%* |
| *Not Likely (Net)* | *20%* |

i. New medications and treatments reduce the obesity epidemic

| | **Total** |
|---|---|
| Very likely | 17% |
| Somewhat likely | 53% |
| Not very likely | 26% |
| Not at all likely | 4% |
| *Likely (Net)* | *70%* |
| *Not Likely (Net)* | *30%* |

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GAME CHANGERS

## PUBLIC POLL FINDINGS AND METHODOLOGY

15. Thinking again about the following future scenarios, how likely, if at all, are they to actually happen? *(Continued)*

    j. Opioids continue to be a public health crisis

| | **Total** |
|---|---|
| Very likely | 38% |
| Somewhat likely | 48% |
| Not very likely | 11% |
| Not at all likely | 3% |
| *Likely (Net)* | *86%* |
| *Not Likely (Net)* | *14%* |

    k. The changing climate poses more and new health risks

| | **Total** |
|---|---|
| Very likely | 30% |
| Somewhat likely | 42% |
| Not very likely | 19% |
| Not at all likely | 9% |
| *Likely (Net)* | *71%* |
| *Not Likely (Net)* | *29%* |

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# PUBLIC POLL FINDINGS AND METHODOLOGY

## About the Study

These are some of the findings of an Ipsos poll conducted between February 5 – 6, 2024. For this survey, a sample of 1,107 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2021 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,107, DEFF=1.5, adjusted Confidence Interval=+/-5.1 percentage points).

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# PUBLIC POLL FINDINGS AND METHODOLOGY

## About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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