NORC at the University of Chicago

Spotlight on Health: Use of and Trust in AI for Health Information

October 2025 AmeriSpeak Omnibus Survey

Funded and conducted by NORC at the University of Chicago
Interviews: 10/9-13/2025
1,096 adults

Margin of sampling error: ± 4.1% percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

PHAI1. How much, if anything, have you heard or read about the use of artificial intelligence (AI) to create or share health information? AI health information can include things like chatbots answering health questions, personalized health messages, or social media content about health.

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	NORC 10/9-13/2025
A lot	14
Some	33
Only a little	34
Nothing at all	18
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1
N=	*1,096*

PHAI2. Have you ever used artificial intelligence (AI) to get health information (for example, by using a chatbot, symptom checker, health app, or other AI-powered tool)?

	NORC 10/9-13/2025
Yes, many times	9
Yes, once or twice	18
No, but I might in the future	24
No, and I do not plan to	34
Not sure/Don't know	13
SKIPPED ON WEB/REFUSED	1
N=	*1,096*

PHAI3. Do you trust health information generated by AI more, less, or about the same compared to health information from each of the following?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 10/9-13/2025	Trust AI much more	Trust AI a little more	Trust AI about the same	Trust AI a little less	Trust AI much less	Not applicable	DK	SKP/ REF
My personal health care provider	2	4	15	17	46	15	*	2
Other health professionals like doctors, nurses, or pharmacists	2	4	15	19	45	12	*	2
Federal health agencies, such as the U.S. Centers for Disease Control and Prevention (CDC)	4	7	20	21	33	12	*	2
My local or state public health agencies	3	5	18	23	36	13	*	2
Other public health organizations, such as the World Health Organization	4	7	19	18	37	12	*	2
Family	5	12	20	16	31	12	*	3
Friends	4	13	21	16	30	12	*	3
My employer	6	7	19	15	29	22	*	2
Traditional media including television and radio	6	13	25	15	29	10	*	3
Social media, such as Instagram, Facebook, or TikTok	10	14	23	13	26	12	*	3

N=1,096

PHAI4. Which of the following would increase your trust of health information generated for you by AI, for example, through a chatbot, app, or online tool?

[SELECT ALL THAT APPLY; RESPONSE OPTIONS RANDOMIZED]

	NORC 10/9-13/2025
Clear explanation of where the information comes from including links to sources and references	46
Endorsement or validation by a health professional	33
Ability to ask follow-up questions and get answers	33
Assurance that my personal information is private and secure	37
Easy-to-understand language and explanations	26
Option to compare AI's information with other sources like doctors or public health organizations	40
Availability in multiple languages or formats	7
Other (please specify)	2
Nothing would make me trust health information from AI	31
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2
N=	*1,096*

AGE

	NORC 10/9-13/2025
18-29	20
30-44	24
45-59	25
60+	31
N=	*1,096*

SEX

	NORC 10/9-13/2025
Male	49
Female	51
N=	*1,096*

RACE/ETHNICITY

	NORC 10/9-13/2025
White, non-Hispanic	60
Black, or African American	12
Hispanic or other	28
N=	*1,096*

EDUCATION

	NORC 10/9-13/2025
High school graduate or equivalent or less than a high school diploma	37
Some college	26
Bachelor's degree	23
Postgraduate study or professional degree	14
N=	*1,096*

HOUSEHOLD INCOME

	NORC 10/9-13/2025
Less than $30,000	21
$30,000 to under $60,000	23
$60,000 to under $100,000	22
$100,000 or more	34
N=	*1,096*

Study Methodology

This survey was funded and conducted by NORC. The data were collected using the AmeriSpeak Omnibus, a bi-monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box-only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews were conducted in English, online and by phone, between October 9 and 13, 2025, with adults ages 18 and older. Respondents were offered a small monetary incentive for completing the survey. Panel members were randomly drawn from AmeriSpeak, and 1,096 adults completed the survey, including 1,039 online and 57 by phone Panel members were invited by email or by phone from a NORC telephone interviewer.

Quality assurance checks were conducted to ensure data quality. In total, 71 interviews were removed for nonresponse to at least 50 percent of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

The margin of sampling error is ± 4.1 percentage points at the 95 percent confidence level. Sampling error is only one of many potential sources of error, and there may be other unmeasured error in this or any other survey.

Once the sample was selected and fielded, and all the study data were collected and made final, a poststratification process was used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study-specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2025 Current Population Survey. The weighted data reflect the U.S. population of adults ages 18 and over.

Additional information on the AmeriSpeak Panel methodology is available at: https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx.

For additional information, please contact info@norc.org.

About the NORC Spotlight on Health

NORC at the University of Chicago's Spotlight on Health series is a series of quick-hitting national surveys on issues vital to health and well-being, conducted using AmeriSpeak's probability-based panels.

About NORC at the University of Chicago

NORC at the University of Chicago conducts research and analysis that decision-makers trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, we have studied almost every aspect of the human experience and every major news event for more than eight decades. Today, we partner with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society.