

Survey questions

we are talker

While reviewing the survey questions document, please keep the following notes in mind:

- The questions reflect the already approved story angle and sample copy; revisions to the story angle and/or sample copy will need to be vetted by the We are Talker editorial account manager for news credibility before the survey questions are modified
- This draft of the survey questions is considered the strongest version possible, based on the shared information between the client and We are Talker
    - Any significant changes will need to be approved by the Talker editors to ensure we still have a strong, newsworthy story that complies with market research standards and best practices
- Once approved, our market research division, Talker Research, will review the survey
    - Their team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR); they will ensure the questions are written in a way that is fair, unbiased and not leading
    - This includes adding routing, N/A options, etc. as they deem necessary to ensure respondents are best able to answer the survey
- Talker Research's changes will be shared with the client for a final review, but client edits that go against market research standards will not be allowed; the survey must adhere to the MRS code of conduct to be sent to our panel of respondents
- If a specific, niche sample is needed for the survey, screener questions will be added to the top of the document — these do not add to the question total and are not editable; they are added to ensure we target the right group of respondents

Internal Project Name: How Americans Choose Their Benefits

Sample: 2,000 general population Americans

Splits: Age, gender and region

Survey Questions:

1. **How much do you agree or disagree with the following statements? [select one grid]**
   GRID:
   a. Having health insurance is one of the deciding factors in whatever my next career step will be (e.g. I'll need to work somewhere that provides health insurance benefits that meet my specific needs)
   b. [Show to those who somewhat or strongly agree with the previous statement (i or ii)] Having health insurance is the top deciding factor in whatever my next career step will be (e.g. I'll need to work somewhere that provides health insurance benefits that meet my specific needs)
      GRID BY:
      i. Strongly agree
      ii. Somewhat agree
      iii. Neither agree nor disagree
      iv. Somewhat disagree
      v. Strongly disagree

2. **How much do you agree or disagree with the following statement? "One of the factors for why I've never opened my own business or worked full-time for myself is the cost of health insurance premiums I'd have to pay." [select one]**
   a. Strongly agree
   b. Somewhat agree
   c. Neither agree nor disagree
   d. Somewhat disagree
   e. Strongly disagree
   f. N/A: I have opened a business before or worked full-time for myself in the past

3. **Hypothetically, in the future, would you pursue a career change if you were guaranteed to have health insurance benefits that met your specific needs? [select one]**

a. Yes
b. No
c. Not sure

4. **Thinking about your next realistic career step, will you pursue whatever job you can get that provides the best health insurance benefits for your specific needs? [select one]**
    a. Yes
    b. No
    c. Not sure

5. **In general, when you're interviewing for a new job, which of the following things, if any, do you ask about? [select all that apply]**
    a. Whether the company provides health insurance benefits
    b. What the various options are specifically for health insurance plans
    c. If the company offers a specific benefit I'm interested in/that I need through their insurance plan options (e.g. fertility assistance, a yearly physical, coverage for a specific procedure)
    d. None of the above EXCLUSIVE

6. **Do you feel that your current job role is your dream job? [select one]**
    a. Yes
    b. No
    c. Not sure
    d. N/A: I don't currently work

7. **[Hide IF Q6=D] Do you currently feel "stuck" where you're at in your career? [select one]**
    a. Yes
    b. No
    c. Not sure

8. **[Hide IF Q6=D] How much are you worried about your job security currently, if at all? [select one]**
    a. Very worried
    b. Somewhat worried
    c. Not very worried
    d. Not worried at all

9. [SHOW IF Q8=A-C] **How long do you think you can "safely" stay in your job role, before you're in danger of getting laid off, replaced or let go by your employer?**
    a. Less than 1 month
    b. 1 - 6 months
    c. 7 - 12 months (1 year)
    d. 13 – 18 months (1.5 years)
    e. 19 – 24 months (2 years)
    f. 25 – 30 months (2.5 years)
    g. 31 – 36 months (3 years)
    h. Not sure

10. **Do you currently have a health condition, concern or illness? This could be anything from a minor issue that you're aware of, to a serious chronic condition. Please note, these answers will remain confidential and your response will not be associated with you in any way. [select one]**
    a. Yes
    b. No
    c. Prefer not to say

11. **Do you need health insurance benefits to be able to afford your healthcare costs? [select one]**
    a. Yes, and I currently have health insurance benefits
    b. Yes, and I do not currently have health insurance benefits
    c. No, I do not need health insurance benefits to afford my healthcare costs

12. [SHOW IF Q11 = A] **How often do you worry, if at all, about whether the healthcare you need will be covered by your current insurance? [select one]**
    a. Multiple times per day
    b. Once per day
    c. Multiple times per week
    d. Once per week
    e. Multiple times per month
    f. Once per month
    g. Less than once per month
    h. N/A: I don't ever worry about whether the healthcare I need will be covered by my insurance

13. [SHOW IF Q11 = A] **How well or poorly do you feel like your current health insurance benefits meet your specific needs? [select one]**
    a. Very well
    b. Somewhat well

c. Neither well nor poorly
d. Somewhat poorly
e. Very poorly

14. **[SHOW IF Q11 = A] How well or poorly do you understand what your current health insurance benefits cover? [select one]**
    a. Very well
    b. Somewhat well
    c. Neither well nor poorly
    d. Somewhat poorly
    e. Very poorly

15. **[SHOW IF Q11 = A] How often are you surprised to get a healthcare bill because your health insurance benefits did not cover what you thought they would? [select one]**
    a. Multiple times a month
    b. Once a month
    c. Multiple times a year
    d. Once a year
    e. Less than once a year

16. **[SHOW IF Q11 = A] How much time, if any, do you estimate you've spent in the 12 months doing health insurance "admin" (e.g. time spent on the phone with your health insurance, time spent on the phone with the doctor's office talking about insurance coverage, reading your insurance plan, etc.)?**
    a. Sliding scale between "0 – Less than one hour" and "80 hours or more" increments of 1
    b. N/A: I haven't spent any time in the last 12 months doing health insurance "admin"

17. **[SHOW IF Q11 = A] Do you currently feel "tethered" to your current job because it provides health insurance benefits that you need? [select one]**
    a. Yes
    b. No
    c. Not sure

18. **How much do you agree or disagree with the following statement? "In general, I feel like the traditional employer-sponsored health insurance model (e.g. where an employer offers health coverage plan options as part of their benefits package) meets people's specific and individual needs." [select one]**
    a. Strongly agree
    b. Somewhat agree
    c. Neither agree nor disagree

d. Somewhat disagree
e. Strongly disagree

19. **How much, if any amount at all, do you estimate you pay out-of-pocket per year on healthcare and wellness? If you currently have insurance, this includes things like co-pays and deductibles, as well as things like supplements and vitamins. If you don't currently have insurance, please answer thinking about things such as out-of-pocket costs to visit the doctor as well as things like supplements and vitamins.**
    a. Sliding scale between "$0" and "$5,000 or more" increments of $50
    b. Not sure/prefer not to say

20. **Do you have "decision fatigue" about your health and wellness (e.g. feeling tired/overwhelmed by the amount of decisions you need to make thinking about and planning for your general health)? [select one]**
    a. Yes
    b. No
    c. Not sure

21. **In general, whether you currently have health insurance or not, which of the following health insurance options do you think is preferable? [select one]**
    a. Employers providing a limited number of health insurance plans to choose from
    b. Employers providing a health insurance allowance that can be used for any health insurance plan on the market
    c. Not sure

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.

To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents' answer to this question does not impact their eligibility for the survey in any way.

22. **We're looking to hear from everyday Americans. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is**

no financial incentive for taking part, but your name and responses may be cited in a national publication.
I'm interested in participating
I'm not interested in participating

23. **[SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.**
Name:
Email: