

Full Survey Data & Cross-Tabulation Tables

The Patient Experience Starts Before the Visit

New research from Gozio/Harris Poll

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Generation & Urbanicity Breakdown

S3Q1. Which of the following are among the most stressful to you when it comes to an in-person medical appointment? (% selecting)

Base: All Respondents (n=2,010). Column comparisons tested at 5% risk level.

Response	NET (n=2,010)	Gen Z 18-29 (n=401)	Millennial 30-45 (n=582)	Gen X 46-61 (n=475)	Baby Boomer 62-80 (n=504)	Urban (n=603)	Suburban (n=1,045)	Rural (n=362)
Waiting in the office	38%	35%	40%	48%	29%	41%	38%	33%
Not knowing what to expect when I arrive	27%	38%	31%	25%	18%	27%	28%	27%
Completing medical forms	26%	28%	31%	26%	19%	28%	24%	26%
Worrying about being late due to travel or parking	24%	29%	30%	18%	16%	28%	21%	23%
Navigating to the appointment (e.g., finding location, parking, office)	20%	28%	24%	16%	12%	24%	19%	15%
Scheduling an appointment	20%	29%	26%	19%	9%	30%	17%	12%
Online pre-check-in	12%	17%	14%	14%	6%	18%	11%	7%
Other	3%	4%	2%	2%	2%	1%	2%	5%
NET: Something is stressful	79%	91%	87%	80%	59%	83%	77%	76%
Nothing is stressful	21%	9%	13%	20%	41%	17%	23%	24%

S3Q2. Summary Table — NET: Agree. How much do you agree or disagree with each of the following statements? (% NET Agree)

NET: Agree = Somewhat agree + Strongly agree combined.

Response	NET (n=2,010)	Gen Z 18-29 (n=401)	Millennial 30-45 (n=582)	Gen X 46-61 (n=475)	Baby Boomer 62-80 (n=504)	Urban (n=603)	Suburban (n=1,045)	Rural (n=362)
Experiencing difficulty during pre-appointment process sets a negative tone for the visit	67%	68%	73%	69%	60%	71%	66%	64%
Would be more confident in care with a smooth pre-appointment experience	82%	80%	82%	84%	85%	86%	80%	82%
Feel like receiving higher quality of care when arrival is frictionless	83%	78%	82%	84%	85%	84%	81%	84%
Navigating to appointment can make me feel anxious before visit even begins	65%	70%	73%	66%	54%	70%	62%	67%
First impression a provider makes happens before the visit	80%	73%	81%	86%	81%	78%	80%	84%
Difficulty navigating negatively impacts overall perception of medical provider	59%	65%	69%	58%	45%	65%	55%	58%
Clear directions and guidance would influence decision when choosing between providers	70%	74%	78%	71%	58%	76%	66%	71%
Have chosen to switch providers due to difficult experience getting to appointment	43%	55%	57%	41%	22%	51%	38%	43%

S3Q2. Full Response Detail — Generation & Urbanicity Breakdown

Base: All Respondents (n=2,010). NET: Agree = Somewhat agree + Strongly agree. NET: Disagree = Strongly disagree + Somewhat disagree.

Response	NET (n=2,010)	Gen Z 18-29 (n=401)	Millennial 30-45 (n=582)	Gen X 46-61 (n=475)	Baby Boomer 62-80 (n=504)	Urban (n=603)	Suburban (n=1,045)	Rural (n=362)
Experiencing difficulty during the pre-appointment process sets a negative tone for the visit								
Strongly disagree	11%	9%	8%	12%	15%	10%	11%	12%
Somewhat disagree	22%	23%	19%	19%	25%	19%	23%	24%
NET: Disagree	33%	32%	27%	31%	40%	29%	34%	36%
Somewhat agree	46%	41%	48%	45%	47%	44%	47%	45%
Strongly agree	22%	27%	25%	24%	12%	27%	19%	19%
NET: Agree	67%	68%	73%	69%	60%	71%	66%	64%
Would be more confident in care with a smooth pre-appointment experience								
Strongly disagree	6%	7%	5%	4%	6%	5%	7%	3%
Somewhat disagree	12%	14%	12%	12%	9%	9%	13%	15%
NET: Disagree	18%	20%	18%	16%	15%	14%	20%	18%
Somewhat agree	47%	42%	45%	48%	55%	45%	48%	49%
Strongly agree	35%	37%	38%	36%	30%	41%	32%	33%
NET: Agree	82%	80%	82%	84%	85%	86%	80%	82%
Feel like receiving higher quality of care when arrival is frictionless								
Strongly disagree	6%	8%	6%	4%	4%	5%	6%	4%
Somewhat disagree	12%	14%	12%	12%	10%	11%	12%	12%
NET: Disagree	17%	22%	18%	16%	15%	16%	19%	16%
Somewhat agree	46%	41%	46%	48%	49%	41%	48%	51%
Strongly agree	36%	36%	36%	36%	37%	42%	34%	33%
NET: Agree	83%	78%	82%	84%	85%	84%	81%	84%
Navigating to appointment can make me feel anxious before visit even begins								
Strongly disagree	14%	9%	9%	15%	21%	12%	15%	16%
Somewhat disagree	21%	21%	18%	19%	25%	18%	23%	20%
NET: Disagree	35%	30%	27%	34%	46%	30%	38%	33%
Somewhat agree	42%	39%	44%	41%	42%	40%	44%	41%
Strongly agree	23%	31%	29%	25%	12%	30%	19%	26%
NET: Agree	65%	70%	73%	66%	54%	70%	62%	67%
First impression a provider makes happens before the visit								
Strongly disagree	10%	6%	8%	10%	16%	9%	12%	7%
Somewhat disagree	20%	20%	14%	19%	26%	15%	22%	22%

Response	NET (n=2,010)	Gen Z 18-29 (n=401)	Millennial 30-45 (n=582)	Gen X 46-61 (n=475)	Baby Boomer 62-80 (n=504)	Urban (n=603)	Suburban (n=1,045)	Rural (n=362)
NET: Disagree	30%	26%	22%	29%	42%	24%	34%	29%
Somewhat agree	42%	42%	45%	41%	40%	41%	42%	45%
Strongly agree	28%	32%	33%	31%	18%	35%	24%	26%
NET: Agree	80%	73%	81%	86%	81%	78%	80%	84%
Difficulty navigating negatively impacts overall perception of medical provider								
Strongly disagree	14%	10%	9%	15%	22%	12%	15%	13%
Somewhat disagree	27%	25%	22%	28%	34%	23%	30%	26%
NET: Disagree	41%	35%	31%	42%	55%	35%	45%	42%
Somewhat agree	41%	40%	45%	40%	35%	42%	40%	38%
Strongly agree	18%	25%	23%	17%	9%	23%	15%	20%
NET: Agree	59%	65%	69%	58%	45%	65%	55%	58%
Clear directions and guidance would influence decision when choosing between providers								
Strongly disagree	14%	10%	9%	15%	17%	12%	16%	14%
Somewhat disagree	16%	16%	13%	14%	25%	12%	18%	15%
NET: Disagree	30%	26%	22%	29%	42%	24%	34%	29%
Somewhat agree	41%	38%	45%	41%	35%	40%	40%	40%
Strongly agree	29%	36%	33%	30%	23%	36%	26%	31%
NET: Agree	70%	74%	78%	71%	58%	76%	66%	71%
Have chosen to switch providers due to difficult experience getting to appointment								
Strongly disagree	10%	6%	8%	10%	16%	9%	12%	7%
Somewhat disagree	27%	27%	26%	27%	27%	27%	27%	25%
NET: Disagree	57%	45%	43%	59%	78%	49%	62%	57%
Somewhat agree	26%	29%	36%	27%	16%	29%	25%	25%
Strongly agree	16%	26%	21%	14%	6%	21%	13%	18%
NET: Agree	43%	55%	57%	41%	22%	51%	38%	43%

Gender & Age Group Breakdown

S3Q1. Which of the following are among the most stressful to you when it comes to an in-person medical appointment? (% selecting)

Base: All Respondents (n=2,010). Column comparisons tested at 5% risk level.

Response	NET (n=2,010)	Woman (n=1,021)	Man (n=974)	18-34 (n=584)	35-44 (n=345)	45-54 (n=306)	55-64 (n=309)	65+ (n=467)
Waiting in the office	38%	35%	41%	36%	43%	44%	46%	27%
Not knowing what to expect when I arrive	27%	28%	26%	36%	32%	27%	23%	16%
Completing medical forms	26%	23%	29%	29%	30%	30%	23%	18%
Worrying about being late due to travel or parking	24%	24%	22%	30%	30%	22%	17%	17%
Navigating to the appointment (e.g., finding location, parking, office)	20%	19%	20%	27%	24%	19%	14%	12%
Scheduling an appointment	20%	17%	23%	26%	30%	23%	13%	8%
Online pre-check-in	12%	10%	15%	16%	15%	13%	10%	6%
Other	3%	3%	2%	4%	3%	3%	2%	2%
NET: Something is stressful	79%	77%	81%	90%	88%	83%	75%	58%
Nothing is stressful	21%	23%	19%	10%	12%	17%	25%	42%

S3Q2. Summary Table — NET: Agree. How much do you agree or disagree with each of the following statements? (% NET Agree)

NET: Agree = Somewhat agree + Strongly agree combined.

Response	NET (n=2,010)	Woman (n=1,021)	Man (n=974)	18-34 (n=584)	35-44 (n=345)	45-54 (n=306)	55-64 (n=309)	65+ (n=467)
Experiencing difficulty during pre-appointment process sets negative tone for visit	67%	69%	65%	68%	76%	73%	64%	59%
Would be more confident in care with smooth pre-appointment experience	82%	81%	84%	79%	86%	82%	86%	82%
Feel like receiving higher quality of care when arrival is frictionless	83%	84%	82%	78%	84%	84%	82%	86%
Navigating to appointment makes me feel anxious before visit even begins	65%	70%	61%	70%	74%	75%	59%	52%
First impression a provider makes happens before the visit	80%	82%	79%	75%	84%	84%	86%	77%
Difficulty navigating negatively impacts overall perception of medical provider	59%	57%	60%	67%	67%	67%	47%	45%
Clear directions and guidance would influence my choice between providers	70%	71%	69%	76%	77%	75%	65%	58%
Have chosen to switch providers due to difficult experience getting to appointment	43%	41%	45%	55%	57%	50%	30%	21%

Survey Methodology

Fielding Dates	June 9-10, 2026
Research Partner	The Harris Poll
Commissioned By	Gozio Health
Sample Size	n=2,010 U.S. adults ages 18+
Sampling Precision	±2.8 percentage points at 95% confidence level
Weighting	Weighted by age/gender, race/ethnicity, region, education, marital status, HH size, HH income, political party
Column Testing	Proportions/Mean tested at 5% risk level
Generation & Urbanicity Banner	NET, Gen Z (18-29), Millennial (30-45), Gen X (46-61), Baby Boomer (62-80), Urban, Suburban, Rural
Gender & Age Banner	NET, Woman, Man, 18-34, 35-44, 45-54, 55-64, 65+