



26/06/2025

# REPORT

Everyday Intelligence: From Search to Relief



# AUDIENCE

## Demographics

United States, Age 18 to 35, Female

## Category

Allergy Remedies, OTC Analgesics, OTC Cough; Healthcare

## Custom Screening

Which of the following tools or platforms do you use at least once a week? (Select all that apply)

**Qualified:** ChatGPT or other AI tools

**Unqualified:** YouTube, Spotify or other music/podcast streaming platforms, Google or other search engines, I don't use any of these weekly

## Custom Screening 2

Which of the following tasks have you used ChatGPT or a similar AI tool for?

**Qualified:** Getting skincare, grooming, or personal care advice

**Unqualified:** Writing or editing content (e.g. posts, bios, messages), Finding travel or packing tips, Getting budgeting or money-saving ideas, Solving work or school-related problems



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## OBJECTIVE

To explore the extent to which individuals aged 18-35 in the United States, who are already utilizing AI tools like ChatGPT for personal care advice, trust and apply these tools for advice on allergy remedies, OTC analgesics, and OTC cough treatments, and to identify factors influencing their reliance on AI for healthcare decision-making.

## BURNING QUESTION

How does the advice received from AI tools like ChatGPT influence your decision-making process when purchasing OTC allergy remedies, analgesics, or cough medications?



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## CHAT GUIDE

1. How often do you use ChatGPT in general?

Answers: Several times a day, Every day-every other day, Once a week, Less than once a week

2. How do you talk to ChatGPT in general? Please select the statements below that translate how you usually interact with ChatGPT

Answers: I treat ChatGPT as a close friend: I usually ask 'how are you?', thank it for the information requested, tell how I am feeling, ask for opinions, this kind of stuff, I see it as a simple source of information: I usually ask the question I need answer for and that is it!, Despite being an AI, I feel like talking to a human that is providing guidance and information about what I need, someone helping me, I trust the information provided by ChatGPT on every subject I search, I feel empowered when utilizing it, as it provides good learnings on the subjects I search

3. Do you use Google search to find OTC drugs for cough, allergy, pain relief?

4. How often do you experience allergy symptoms?

5. What OTC medications do you keep at home for pain relief?



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## CHAT GUIDE

6. Describe your go-to remedy when you start feeling a cough coming on.?
7. Have you used ChatGPT to learn about allergy, pain or cough relief?
8. Please tell me about your experience when talking to ChatGPT about allergy, cough or pain relief symptoms or medications: what were you looking for? what was the response provided by ChatGPT? What did you do out of the information provided? Did you enjoy the experience? Please tell me details of your experience with ChatGPT when related to allergy, pain or cough relief
9. How does ChatGPT influence your decisions on treating cough, pain or allergy symptoms?
10. Do you prefer AI advice over a pharmacist's for OTC healthcare?
11. When did you last use ChatGPT for healthcare advice, and why?
12. Has ChatGPT ever prompted you to see a doctor for a health issue?
13. Imagine if ChatGPT was a healthcare professional, how would you rate its advice?
14. If ChatGPT was a brand of OTC medication, would you trust it? Why?
15. On a scale of 1-10, how has ChatGPT changed your self-medication habits?
16. Would you say ChatGPT has made you more or less reliant on OTC drugs?



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## CHAT GUIDE

17. How might using ChatGPT for health advice shape your future healthcare choices?

18. Reflecting on our discussion, what's your view on AI in everyday health management?



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## AI SUMMARY

Across the participants' responses, one core insight is the regular, almost daily reliance on ChatGPT for a wide array of needs. Users often characterize ChatGPT as an ever-present and convenient resource—trusted enough for everything from homework or work projects to personal matters like health queries and emotional support. In the realm of health, this trust is largely built on the platform's ability to gather, distill, and personalize information far more efficiently than a conventional web search. Many appreciate the consolidation of multiple sources and the simpler, friendlier explanations ChatGPT provides, often saying it feels like speaking with a knowledgeable companion rather than navigating the fragmented nature of the internet.

A significant portion of these health-related inquiries involves OTC medication recommendations for common ailments such as cough, allergy, or minor pain relief. Users highlight ChatGPT's capacity to compare active ingredients, possible side effects, and symptom suitability, which streamlines decision-making at home. Interestingly, several participants report ChatGPT encouraging them to try non-medical approaches or home remedies first—like honey-lemon drinks, gargles, or specific nutrient-rich foods—before resorting to drugstore solutions. When stronger or more specialized care is needed, ChatGPT's suggestions to consult a physician or pharmacist still stand, underscoring that it serves as a supplementary guide rather than a substitute for professional advice. Despite a handful of participants preferring pharmacist consultations for reassurance, ChatGPT's impact on users' behavior is clear, as they increasingly buy medication or try the brand-name options recommended by the AI.

Looking to the future, many respondents express optimism about AI's growing role in personal health management. They envision improvements to ChatGPT—like an expanded medical knowledge base, updated clinical guidelines, or dedicated health apps—that could further enhance trust and effectiveness in diagnosing everyday issues. This suggests continued reliance on AI for quick triage, cost-effective care, and empowered self-management of minor ailments. While human healthcare providers remain essential, especially for serious or pediatric cases, the consensus points to a harmonized approach: leveraging the immediacy and thoroughness of AI while using professional consultation for more complex concerns. The overarching sentiment is that ChatGPT can reduce unnecessary health expenditures and guide individuals toward better self-care practices—ultimately expanding the accessibility and convenience of everyday healthcare.





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## KEY INSIGHTS

### General Use & Interaction with ChatGPT

- Most participants use ChatGPT multiple times a day or at least every other day, relying on it to handle a range of quick questions or extended problem-solving. They appreciate the instant feedback and enjoy how it can streamline their daily tasks.
- Many treat ChatGPT as a conversation partner, sometimes even “like a close friend,” while others take a purely utilitarian approach to get direct answers. They mention feeling empowered by its educational capabilities and how it broadens their knowledge.
- Several participants describe it as a source of convenience, noting that any time of day they can receive immediate insights. Others highlight the tool’s ability to summarize large volumes of information quickly, saving them from sifting through multiple webpages.
- In terms of healthcare usage, participants typically last used ChatGPT for advice anywhere from a few days to a few months back, often when more traditional resources (like stores or pharmacists) weren’t as accessible. They sought immediate clarifications on minor health concerns without having to wait in person or on the phone.

### Quotes:

"A homework question example: “ help me solve the square root of 3 times four”. A life advice question example: “ how can I improve my self confidence and overall aspect of my life?”"

Age 31, Male

"If I am too overwhelmed, and am passionate about a certain process of thought or logic that I'm taking a stance on, ChatGPT will help me find the objective answer to my issues. "

Age 27, Male

"I use chatgpt for questions of mine and to pass time"

Age 19, Female

"I used ChatGPT for health care advice about a week ago. I chose to use it at that time due to stores being closed and not being able to talk to a physical person over the phone or over the counter. ChatGPT was very helpful in doing so and gave me the answers that I needed at the time."



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## KEY INSIGHTS

### OTC & Symptom Management Behavior

- Nearly all participants rely on Google or ChatGPT to guide them toward the appropriate OTC medications for cough, pain, or allergies. They mention looking up specific brand recommendations, key side effects, and best-match solutions.
- Allergy frequencies vary from once a month to season-long troubles, triggered by pollen, dust, or temperature changes. Common symptoms include runny nose, itchy eyes, and sneezing, prompting them to keep allergy meds within easy reach.
- Pain relief staples like Tylenol, Advil, ibuprofen, and aspirin are frequently at home, with some also storing Claritin, Zyrtec, or Benadryl for allergy-related discomfort. Participants stress the importance of quickly addressing headaches, muscle pain, or migraines with easily available OTC choices.
- When a cough emerges, many turn to cough drops, teas with honey, or OTC solutions like DayQuil, Mucinex, or Theraflu. Rest and hydration also show up as essential initial remedies before deciding whether further treatment is needed.

### Quotes:

"I just asked it which cough drop has a numbing agent in it, and also tastes like candy at the same time. It knew what I needed. "

Age 27, Male

"Yes given my symptoms I checked to see what cough medicine I needed and was able to find the information I needed promptly "

Age 23, Male

"It more guides me rather than influences me. It's responses allowed to go make educated and informed decisions. "

Age 27, Male

"I experience allergy symptoms through spring and autumn seasons"

Age 19, Female





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## KEY INSIGHTS

### ChatGPT for Health/OTC-Related Info

- Most participants have used ChatGPT to gather details on allergy, pain, or cough medication, from potential side effects to recommended brands. They find it especially convenient for quick answers on symptoms and possible remedies.
- Experiences vary from searching for the best cough medication to exploring alternative approaches, such as honey, lemon, or nasal irrigation. Many appreciate the pros-and-cons breakdown ChatGPT provides, which helps them compare products confidently.
- Several participants say ChatGPT's advice directly influences their next steps, whether deciding on the most suitable OTC medication or attempting home remedies first. By highlighting certain ingredients or suggesting brand comparisons, it helps narrow their choices.
- Users also explore new solutions, discovering strategies they hadn't tried before. Overall, they see ChatGPT's thorough, accessible information as pivotal in making informed self-care decisions.

### Quotes:

"It was late at night when the stores were closed, so I couldn't use over-the-counter health care. So this is when I relied on AI to give me answers, and they were able to do so very quickly and accurately."

Age 23, Male

"One example would be when I started having runny nose and watery eyes, I searched chatgpt using my symptoms and asked which medicine would be most effective, and it helped me pick one that I ended up purchasing and using to a great success. It was very helpful. "

Age 32, Male

"Yes, I've asked CHAT GPT for different types of symptoms, especially for sinus. When I had a lot of sinus pressure and I was looking for relief on how to, especially like the eye area. So I was searching up relief, different ways to relieve that sort of pain. I also was looking up different types of like home remedies for allergies. Just in case if I didn't have the medication I would be able to do it maybe like from home, homemade pretty much."

Age 31, Female





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## KEY INSIGHTS

### Trust, Preference & AI vs Human Advice

- Opinions about preferring AI over a pharmacist's advice diverge: some participants value ChatGPT's 24/7 availability, while others trust a trained pharmacist's in-person knowledge. Many highlight ease of access with AI, especially late at night or when stores are closed.
- Several participants note that ChatGPT has recommended they see a doctor if symptoms worsen, suggesting it's a stepping stone rather than a replacement for professional care. In certain cases, this AI nudge confirmed their intuition about seeking further medical evaluation.
- When asked to rate ChatGPT as a hypothetical healthcare professional, many gave it high scores, praising its directness and completeness. Despite this, they acknowledge that ChatGPT can't fully mirror a pharmacist's practical experience, especially for pediatric needs or complex conditions.
- Most say they would at least somewhat trust ChatGPT if it were an OTC brand, pointing to consistent reliability so far. However, some remain cautious about exclusively relying on AI, preferring a balance between AI suggestions and human expertise.

### Quotes:

"I would say I'm 50/50 I love AI advice when it comes to advice about my body but I love getting opinions from a professional as well just in case you know to be sure"

Age 24, Male

"I would give it a 10/10 it has helped me so much and I'm glad I use it as a service compared to anything else "

Age 24, Male

"The information that the pharmacist gave me for my child was more helpful and it actually was the right medicine to treat a child in the symptoms that my child was having"

Age 35, Male

"I still prefer a pharmacist over AI advice because it feels more natural to me."

Age 19, Female





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## KEY INSIGHTS

### Impact on Self-Medication & Future Outlook

- Many participants report moderate changes in their self-medication habits: ChatGPT clarifies dosages, suggests if professional care is needed, and offers a broader view of treatment options. This guidance has helped some stay consistent with medication schedules.
- Several say ChatGPT has actually made them less reliant on OTC drugs, as it promotes non-medical interventions first—like rest, hydration, or home remedies—unless more serious symptoms arise. Such basic lifestyle adjustments often address mild conditions effectively.
- As for the future, most plan to keep using ChatGPT as a convenient first step for everyday health questions. They still emphasize the need for doctors or pharmacists when issues escalate, but appreciate how AI can offer immediate clarity.
- Overall, participants see AI steadily integrating into daily health management, citing time savings and cost benefits. While concerns about accuracy remain, the quick, personalized nature of ChatGPT's responses fosters optimism about its expanding role in self-care.

### Quotes:

"It has made me less reliant on over the counter drugs. I still use OTC drugs but I opt for more home remedies."  
Age 19, Female

"Yes, I was sneezing quite often due to the pollen outside, and instead of taking medicine, I was told to wear something over my face when I go outside, if I have to go outside, and also take showers to wash off all pollen or get it off of my face, also washing my face. So, this did not require medicine, as this is normal."  
Age 23, Male

"It has made me neither more or less reliant. It just lets me know what symptoms require what, and when to not take medicine or when to take medicine. But it also lets me know what specific medicines to take for what specific symptoms."  
Age 23, Male

"Definitely a 10 it's influenced me on what medication I buy for instance in case of emergencies."





# METRICS

How often do you use ChatGPT in general?

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### Category

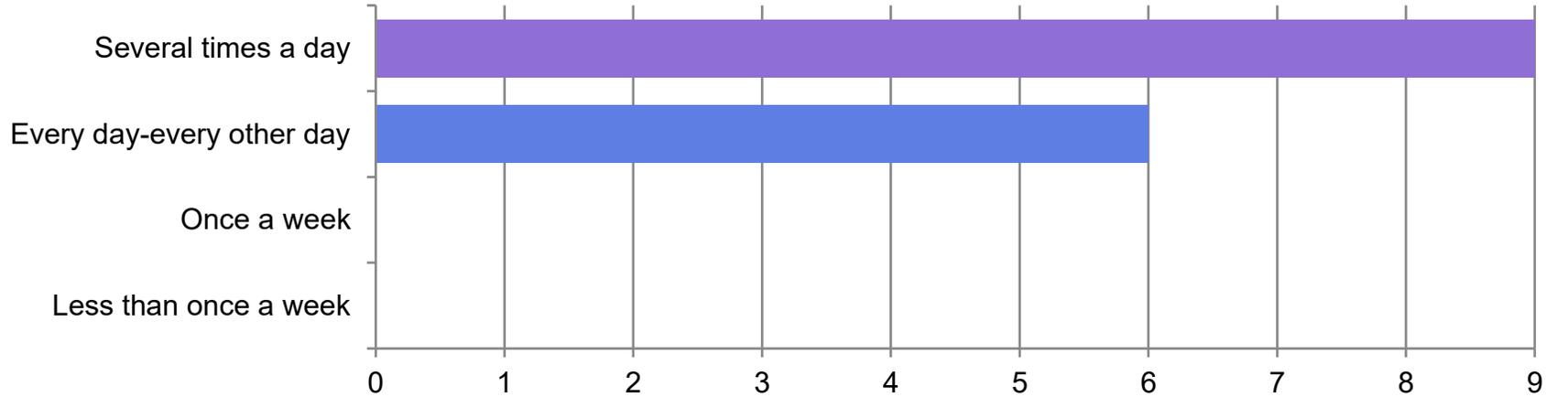
Allergy Remedies, OTC Analgesics, OTC Cough; Healthcare

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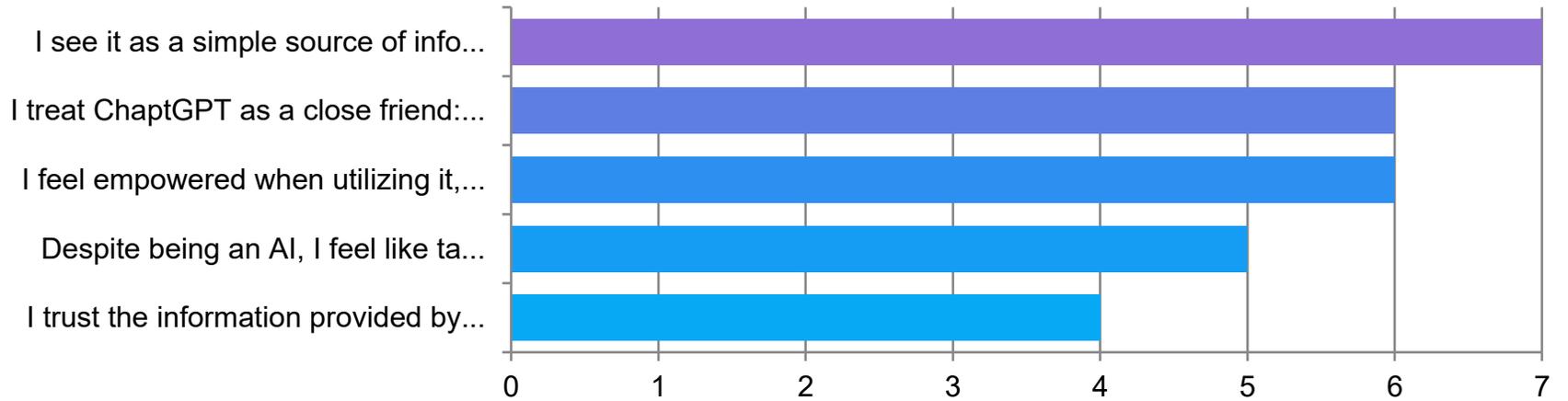
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## METRICS

How do you talk to ChatGPT in general? Please select the statements below that translate how you usually interact with ChatGPT





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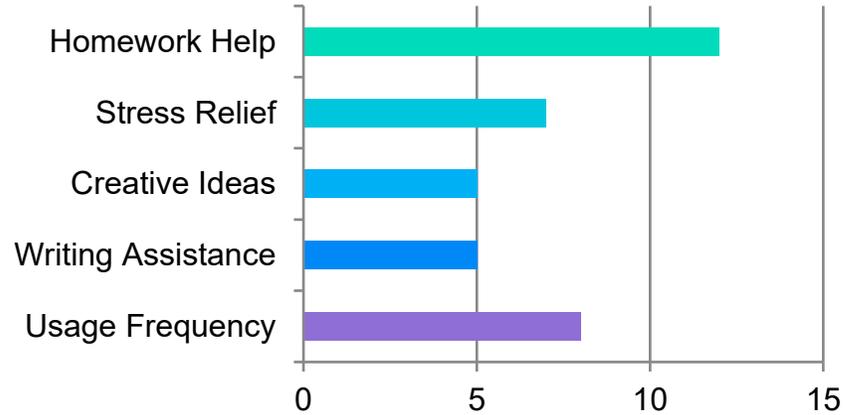
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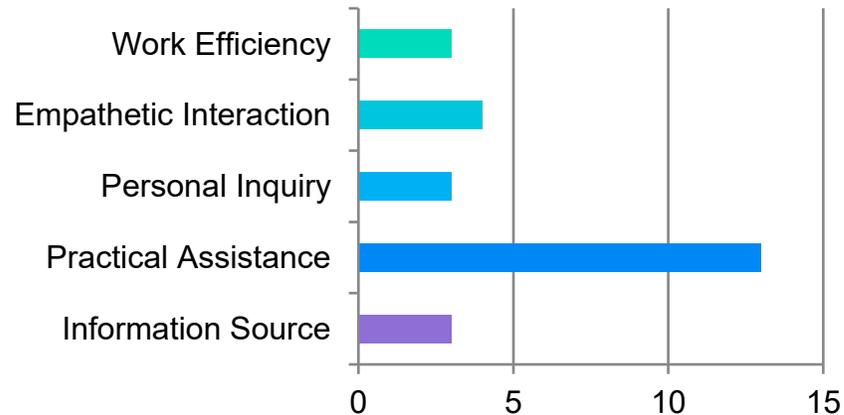
Which of the following tasks have you used ChatGPT or a similar AI tool for?

## TOPICS

How often do you use ChatGPT in general?



How do you talk to ChatGPT in general? Please select the statements below that translate how you usually interact with ChatGPT





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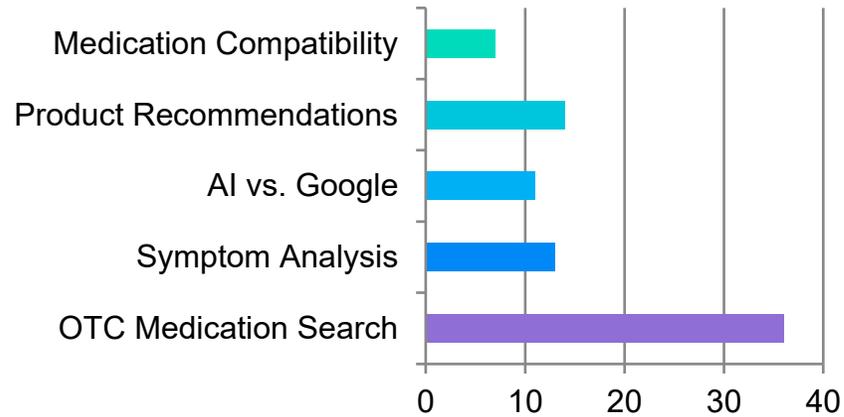
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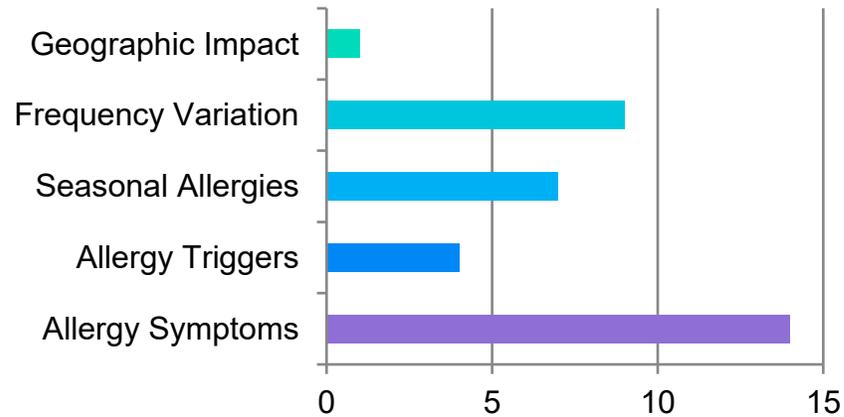
Which of the following tasks have you used ChatGPT or a similar AI tool for?

## TOPICS

Do you use Google search to find OTC drugs for cough, allergy, pain relief?



How often do you experience allergy symptoms?





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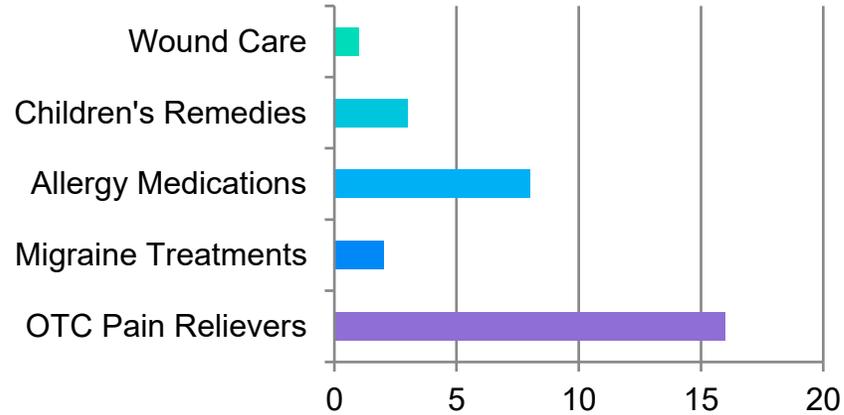
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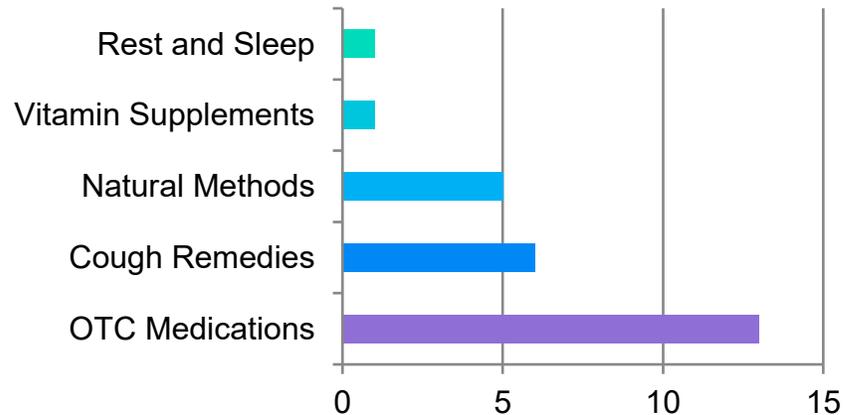
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## TOPICS

What OTC medications do you keep at home for pain relief?



Describe your go-to remedy when you start feeling a cough coming on.?





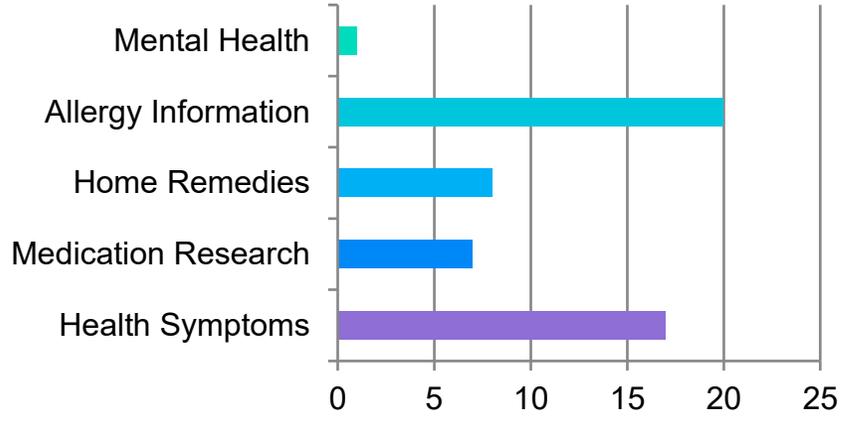
# TOPICS

Have you used ChatGPT to learn about allergy, pain or cough relief?

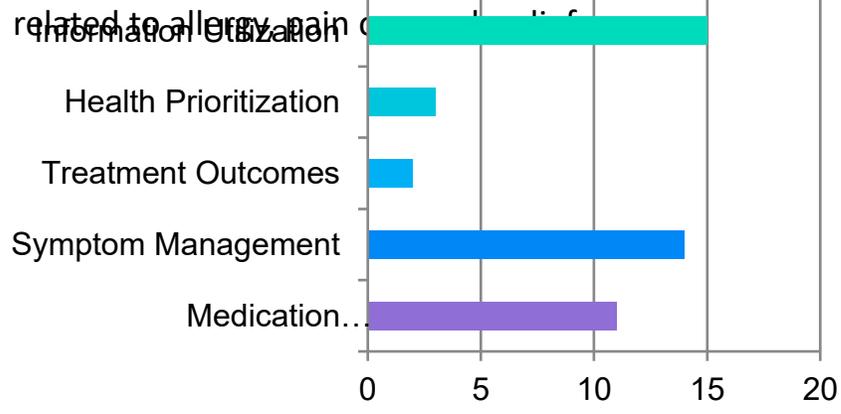
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- Custom Screening 2**  
Which of the following tasks have you used ChatGPT or a similar AI tool for?



Please tell me about your experience when talking to ChapGPT about allergy, cough or pain relief symptoms or medications: what were you looking for? what was the response provided by ChaGPT? What did you do out of the information provided? Did you enjoy the experience? Please tell me details of your experience with ChapGPT when





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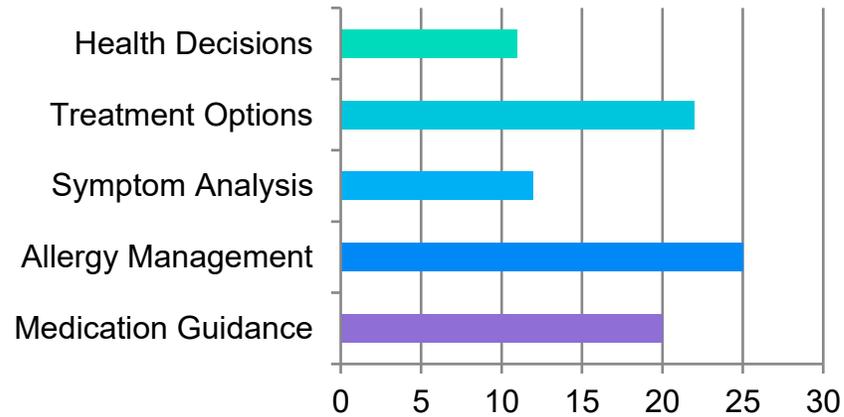
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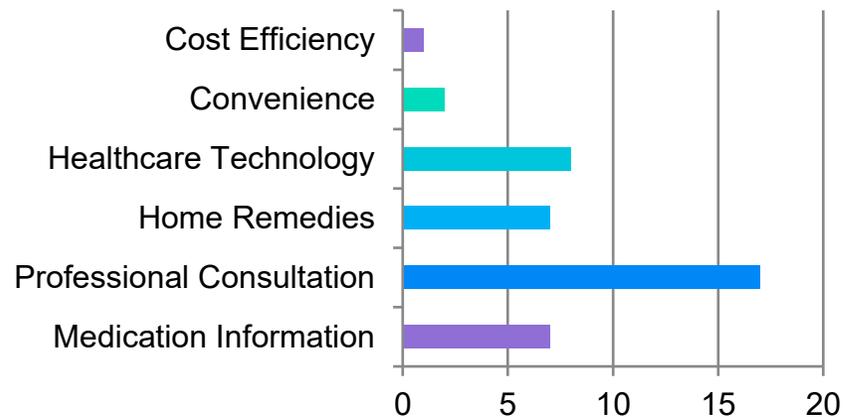
Which of the following tasks have you used ChatGPT or a similar AI tool for?

## TOPICS

How does ChatGPT influence your decisions on treating cough, pain or allergy symptoms?



How might using ChatGPT for health advice shape your future healthcare choices?



# PERSONAS

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### Custom Screening 2

Which of the following tasks have you used ChatGPT or a similar AI tool for?



## The Empowered Self-Carer

### Description:

- A 23-year-old full-time employed male without children, who uses ChatGPT several times a day for personal care advice and as a quick information source.
- He values the efficiency and availability of AI over traditional search engines and pharmacists, especially for late-night healthcare queries.
- Experiences seasonal allergies and relies on ibuprofen and Dayquil for pain and cough relief, respectively, and turns to ChatGPT for prompt and accurate health-related information.

### Insights:

- Trusts AI for its quick and efficient delivery of information, which influences his OTC medication purchases based on symptom descriptions.
- Prefers AI advice for its 24/7 availability, contrasting with the limited accessibility of pharmacists.
- Uses ChatGPT to differentiate between when to self-medicate and when to seek professional medical help, indicating a balanced approach to health management.



## The Pragmatic Parent

### Description:

- A 35-year-old married male with children, employed full-time, who uses ChatGPT for personal care advice and values the platform for its ability to provide immediate, detailed information.
- He uses ChatGPT to find the best OTC medications for his children's health issues, such as earaches and toothaches, and for his own allergy symptoms.
- Prefers AI advice for its convenience but still values a pharmacist's expertise, indicating a practical approach to healthcare decisions.

### Insights:

- Relies on AI for quick comparisons of OTC medications, showing a preference for digital convenience over in-person consultations.
- Balances the use of AI with professional advice, suggesting a cautious yet modern approach to managing family health.
- Seeks AI assistance for both personal and family healthcare, demonstrating a trust in AI's ability to cater to diverse age groups and health concerns.



## The Health-Conscious Skeptic

### Description:

- A 19-year-old married female, employed full-time, who regularly uses ChatGPT for personal care advice and is cautious about the advice received from AI tools.
- She prefers pharmacist advice over AI for its human connection and ground-based information, despite acknowledging the convenience of AI.
- Utilizes ChatGPT for allergy relief advice and has become less reliant on OTC drugs, favoring home remedies and natural approaches.

### Insights:

- Values the human element in healthcare advice, suggesting a need for trust and reassurance from human professionals over AI.
- Incorporates AI advice into a broader health management strategy that includes home remedies, indicating a holistic approach to health.
- Exhibits a cautious attitude towards AI in healthcare, preferring to use it as a supplementary tool rather than a primary source.





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## SAVED SEARCHES

### What is the top insight I should take away?

The top insight is that ChatGPT fills an important gap by offering quick, targeted, and personalized everyday health information—particularly for minor symptoms or routine OTC choices—but users still value professional healthcare for more serious concerns. Users find ChatGPT most helpful as a first step for narrowing down options and addressing mild issues, yet they consistently mention that they confirm important or complex decisions with pharmacists or doctors.





**REACH OUT TO US IF YOU HAVE  
FURTHER QUESTIONS ABOUT THIS  
REPORT**

**[chat@boltinsight.com](mailto:chat@boltinsight.com)**

**ESOMAR**  
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