

**Exploring Markets of Data for Personal Health Information**  
**Survey Questions**  
**July 22, 2014**

**Survey Questions**

1. This short survey is about sharing health information. Let's begin...
2. If I could remove my name, age, etc. from my health information, I would share it...  
Yes, No, In some cases
3. If I could remove my identifying information, I would share my health information with... Non-profit research organizations, For-profit companies, Universities and academic institutions, Insurance companies, National databanks, My doctor or healthcare provider, Family members, Everyone, Other, None of the above
4. If I could remove my identifying information, I would share the following health information... Genomic data (DNA), Electronic medical records, Medications, Diet, Exercise, Traits (for example, eye color), Diseases and conditions, Other, None of the above
5. If I were rewarded financially, then I would be... More likely to share my health information, Neither more likely nor less likely to share my health information, Less likely to share my health information
6. If I could remove my identifying information, I would sell my health information to... Non-profit research organizations, For-profit companies, Universities and academic institutions, Insurance companies, National databanks, Doctors or healthcare providers, Hospitals or healthcare systems, Anyone who will pay me, Other, None of the above
7. If I could remove my identifying information, I would sell the following health information... Genomic data (DNA), Electronic medical records, Medications, Diet, Exercise, Traits (for example, eye color), Diseases and conditions, Other, None of the above
8. In exchange for this health information, I would expect to receive a one-time payment of... \$0 - \$50 USD, \$51 - \$100 USD, \$101 - \$200 USD, \$201 - \$500 USD, \$501 - \$1000 USD, More than \$1000 USD, Other, I would not sell my health information
9. Your answers will be used in a research paper to understand how and when consumers share health information. This survey is intended to contribute to public health research. The results may be presented at conferences and submitted for academic or professional journal publication.

If you have any questions about this survey, please contact Thomas Pickard at ktpickard AT startcodon DOT org