

# Spanish People and AI Applied to Health

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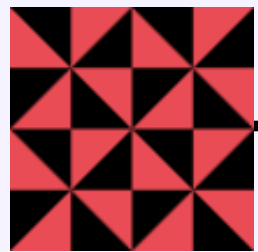
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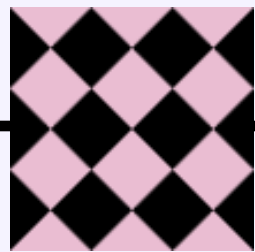
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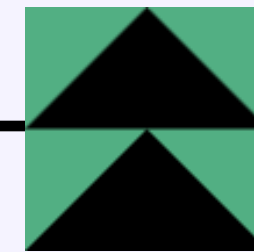
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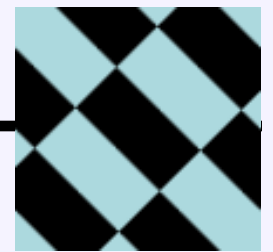
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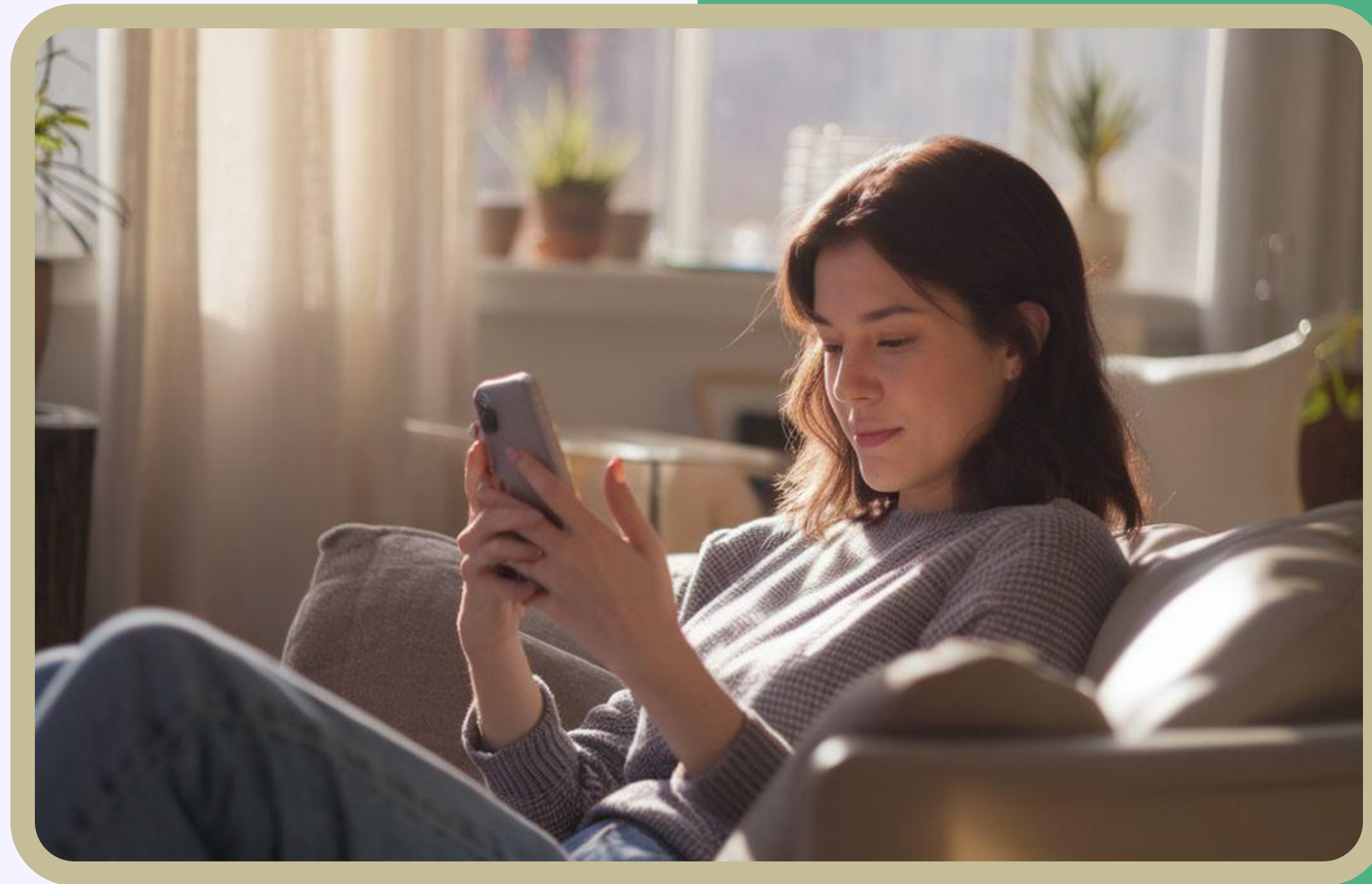


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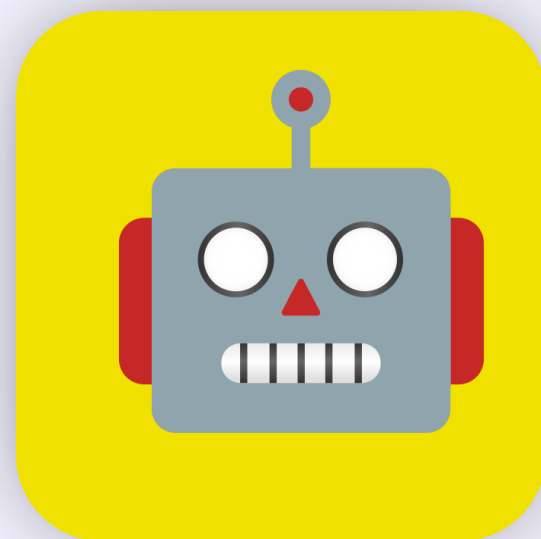
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# Background



# Background

- 01** Artificial Intelligence is breaking into every sector, and healthcare is one of the most promising as well as one of the most sensitive. Spaniards are facing a new scenario in which technology may change the way they take care of themselves, are diagnosed and interact with the healthcare system
- 02** In this context, we have carried out a study to analyse how Spaniards perceive Artificial Intelligence applied to health: what they know about it, how they use it, what they expect from it, and where their fears and limits lie
- 03** The study gathers information on the level of knowledge and actual use of AI in health, the trust it generates, the perceived advantages and risks, accepted and rejected uses, and preferences regarding privacy and the governance of health data
- 04** The results are presented below, segmented by generation (Z, Y, X and Boomers), with the aim of identifying whether attitudes towards AI in health vary depending on age and respondent profile

# Objectives



# Objectives

01

Measure Spaniards' level of knowledge about Artificial Intelligence applied to health and analyse its actual use over the last year

02

Explore the trust generated by AI when providing general health advice and how this varies according to user profile.

03

Understand attitudes and perceptions about AI in health: whether it can detect diseases, whether there is concern that it may make mistakes, and whether transparency and explainability are required.

04

Identify the perceived advantages of AI for healthcare, the areas where it can provide the greatest value, and the expected potential for improvement over the next five years.

05

Determine which uses of AI in healthcare are considered acceptable and which generate rejection, as well as which AI-enabled care model generates the most trust.

06

Analyse preferences regarding privacy and the use of health data, the preferred consent model and the values that AI in health should have.

# Methodology



# Technical Details

## Universe

Spanish population aged 18 to 75

## Sample

1,000 interviews

## Scope

National (Spain)

## Technique

Online self-administered interview - CAWI

## Fieldwork dates

February 2026

## Questionnaire

Semi-structured, lasting approximately 7 minutes

## Sampling Error

With a sample size of 1,000 interviews, the sampling error is estimated at +/- 3.16% for overall data, p=q=50, with a 95% confidence level

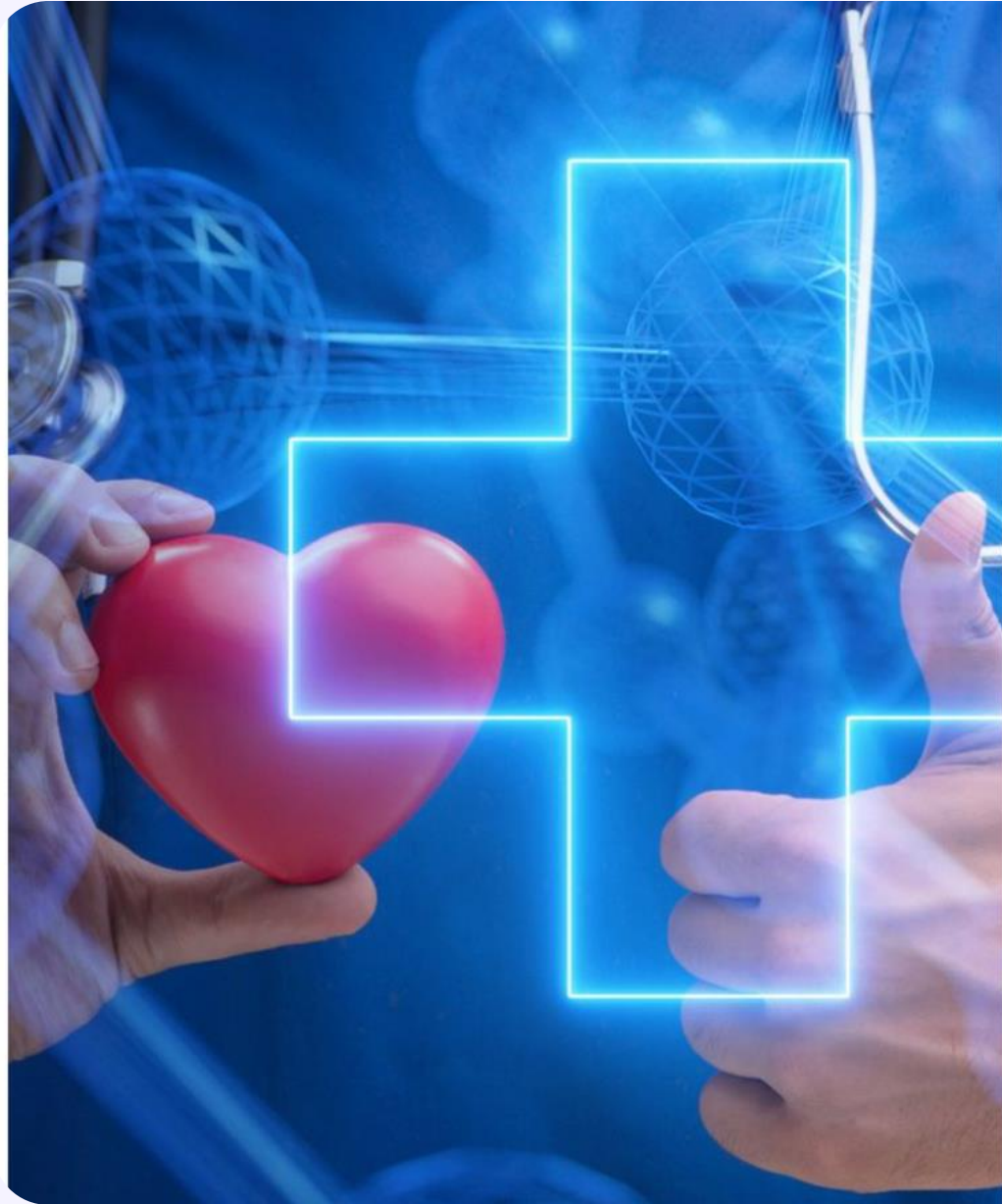
## Anonymity and confidentiality

The complete anonymity of respondents' answers is guaranteed. Responses will be used solely for the preparation of statistical tables

## Quality Control

In accordance with ISO 20252 and the ICC/ESOMAR Code of Conduct.

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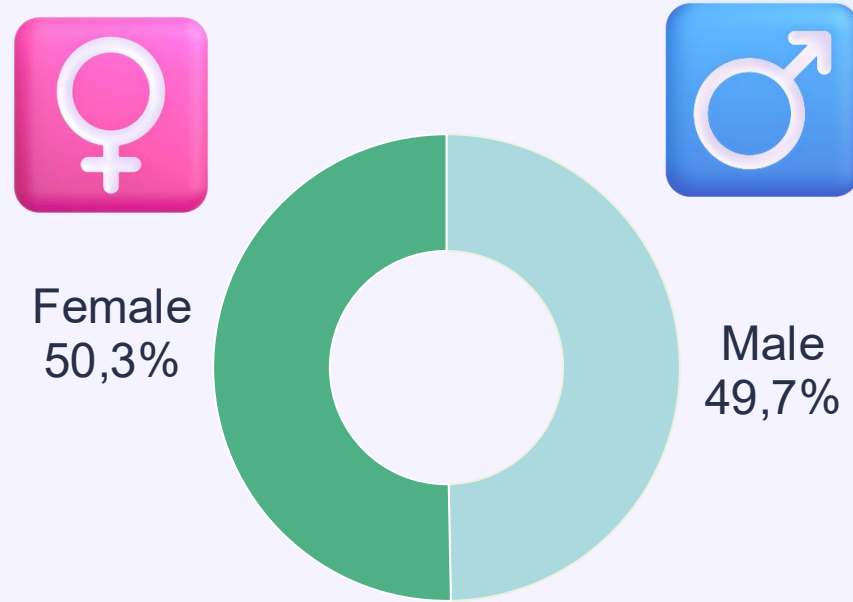
# Results



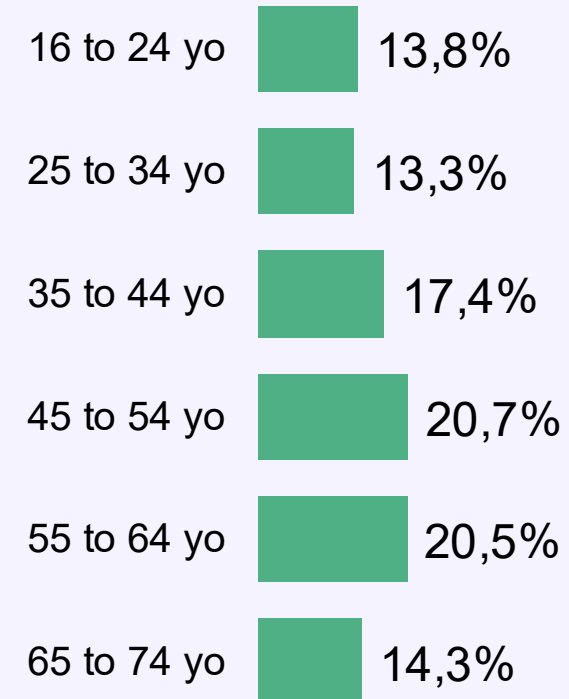
# Sample composition

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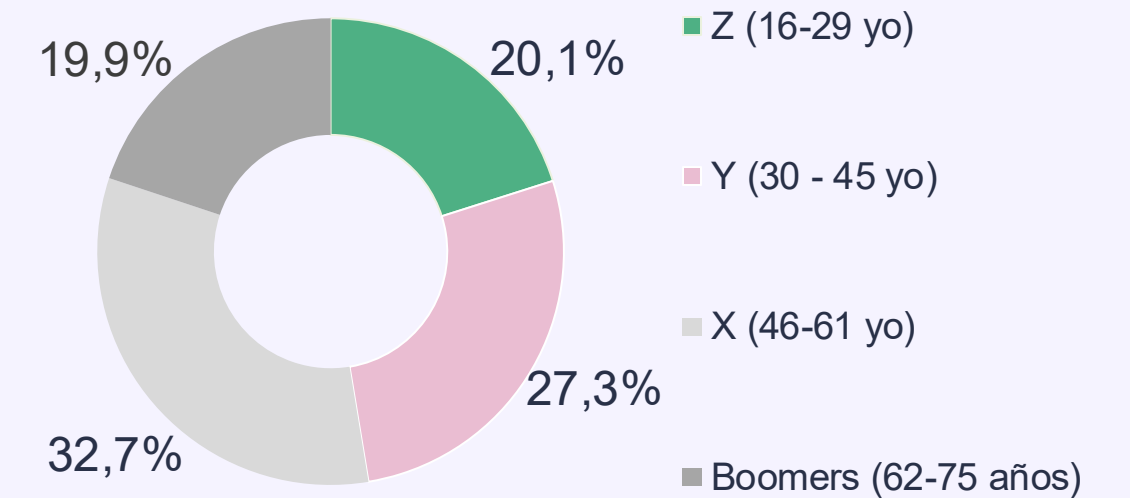
## Gender



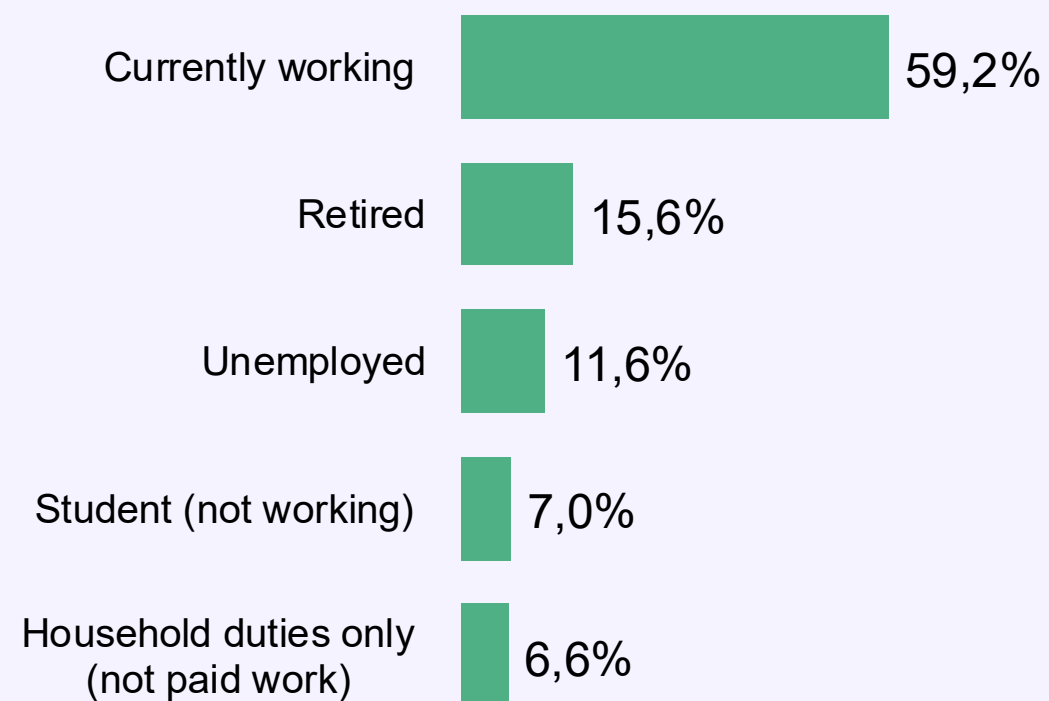
## Age



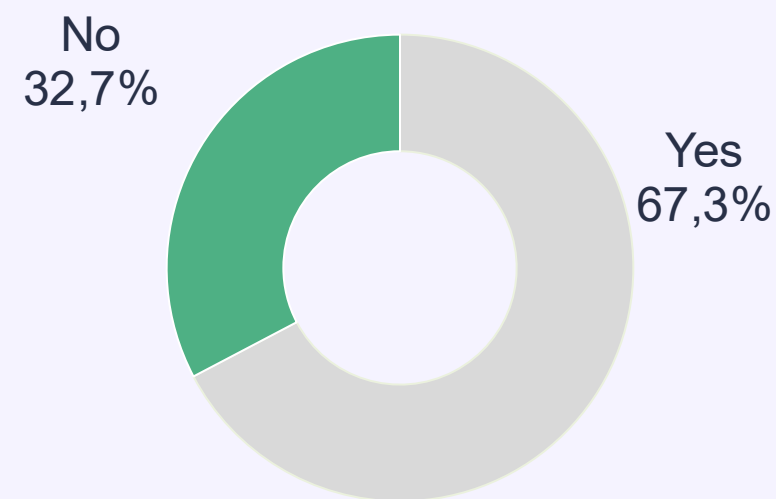
## Generation



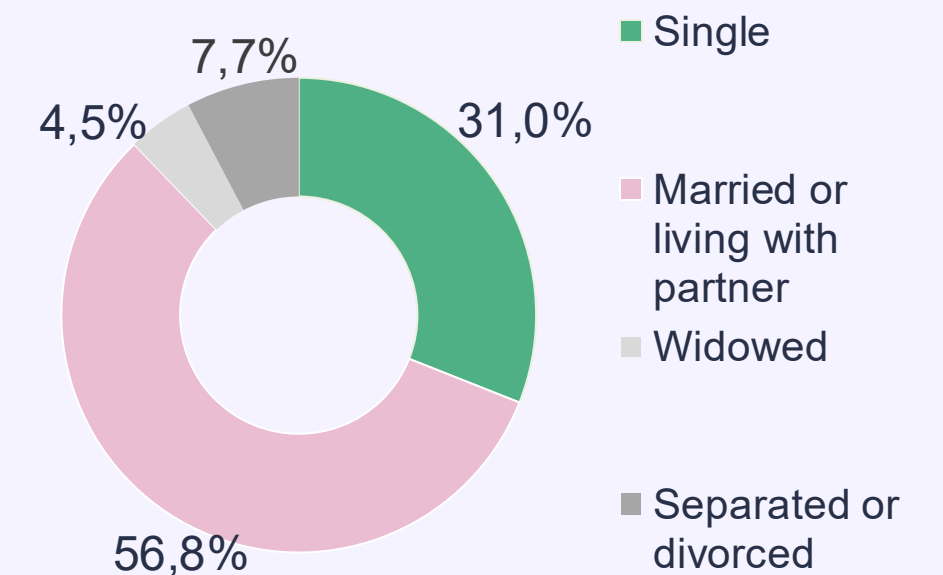
## Employment status



## Head of household



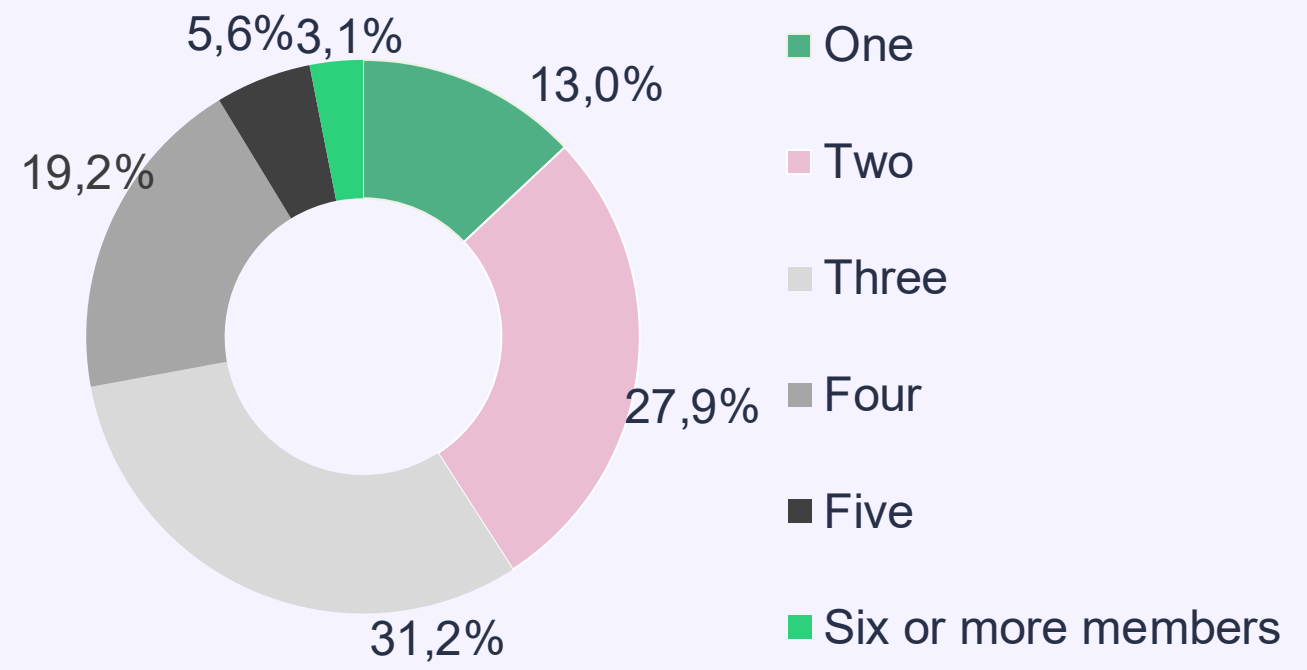
## Marital Status



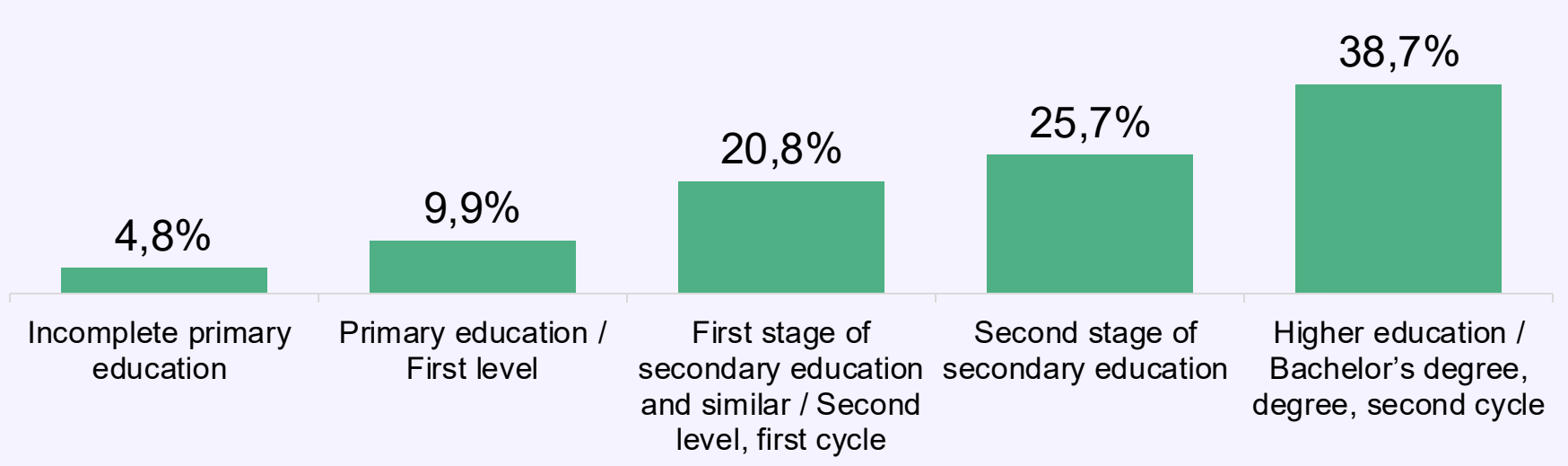
**Base: 1,000 interviews**

# Sample composition

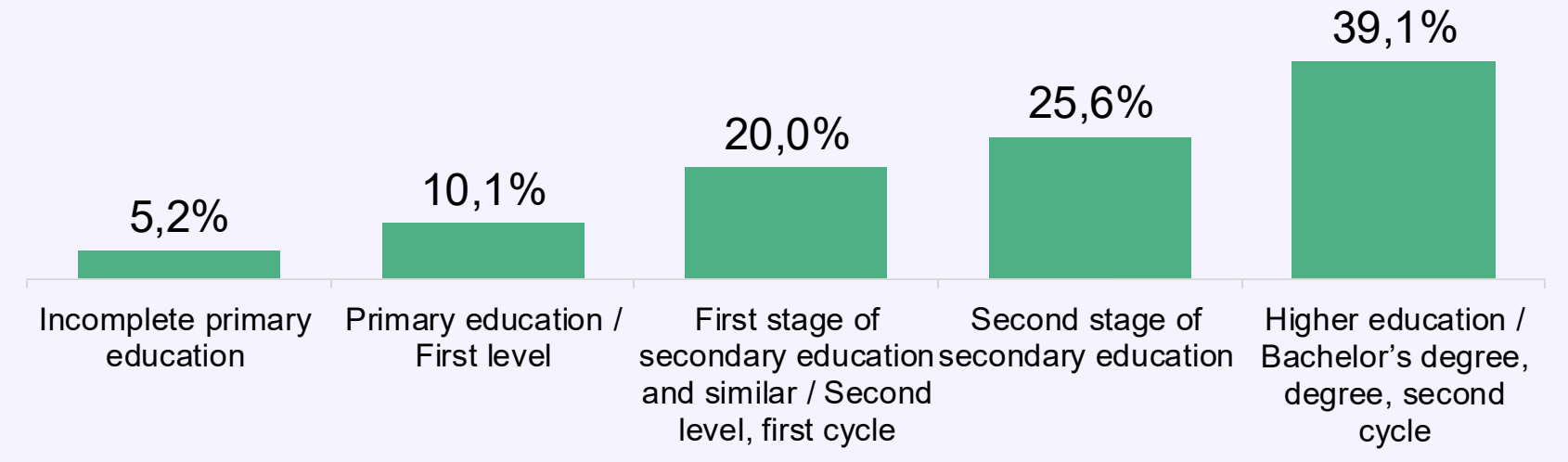
Number of people living in the household



Respondent's education level



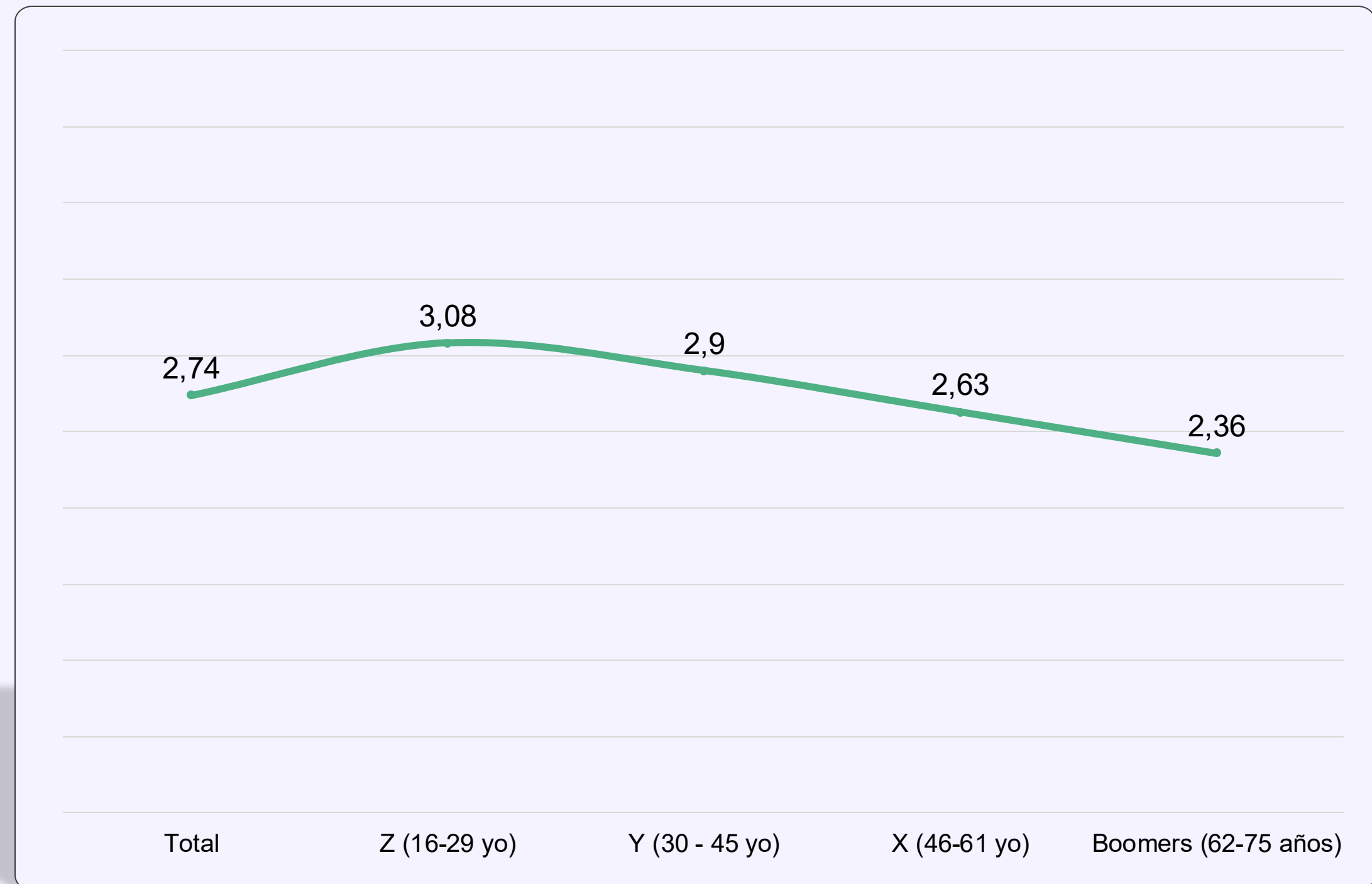
Head of household's education level



Base: 1,000 interviews

# Level of knowledge about AI applied to health

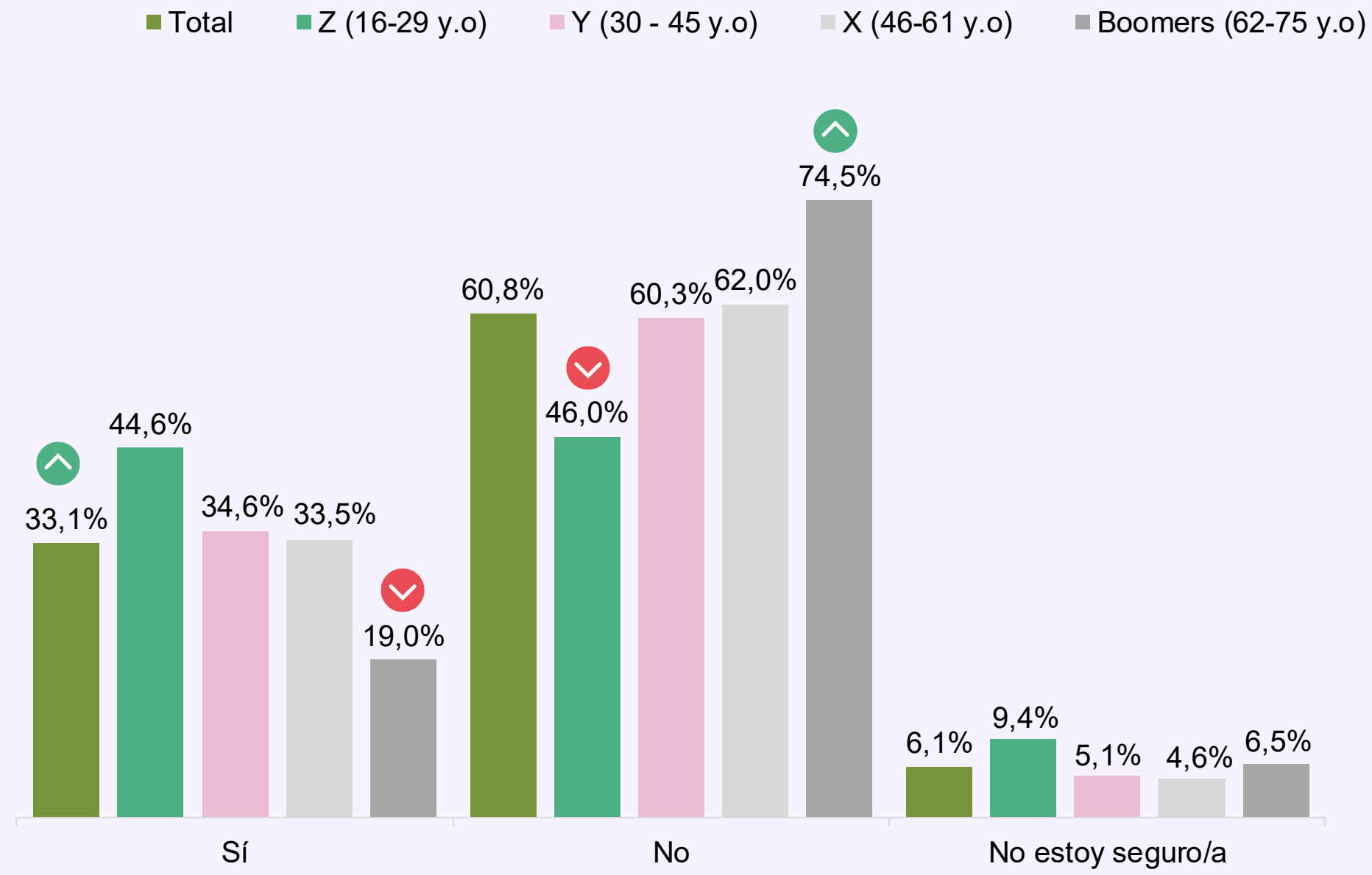
The level of knowledge about AI applied to health is moderate-low among the overall population, with an average of 3.08 out of 5. The chart shows a clear and progressive downward trend by age: Generation Z starts with the highest average (2.9), followed by Generation Y (2.63), Generation X (2.36) and Boomers, who record the lowest level of all (2.13). The older Spaniards are, the lower their knowledge of AI in health.



P1. How much do you think you know about AI applied to health?

Base: 1,000 interviews

- Significantly higher differences are compared with the total sample
- Significantly lower differences are compared with the total sample

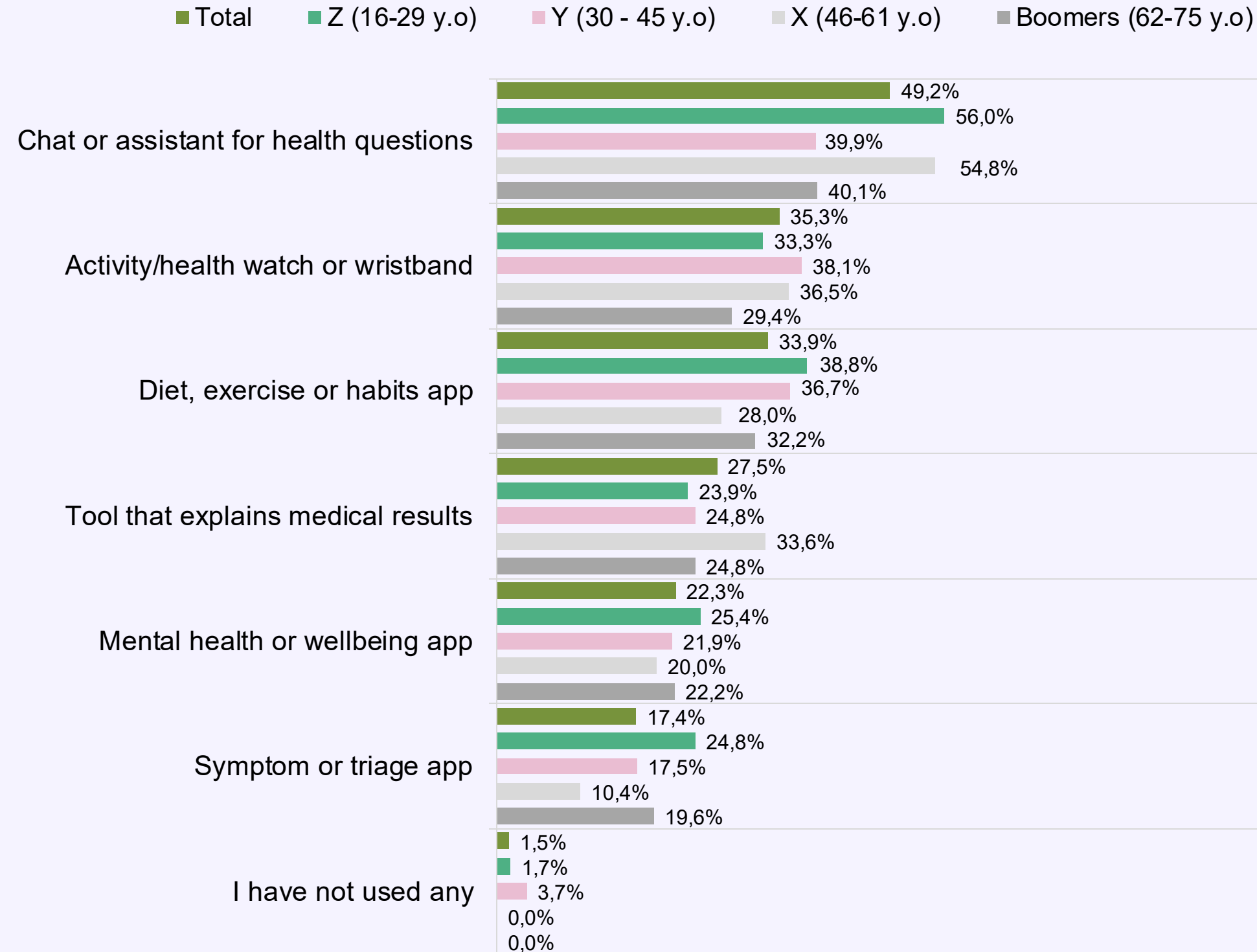


# Actual use of AI health tools in the last year

One in three Spaniards has used an AI tool related to their health in the last year (33.1%). Generation Z clearly leads the use of AI for health-related issues (44.6%), while Boomers are the group that has used it the least (19%).

- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly lower differences are compared with the total sample

# What has been used



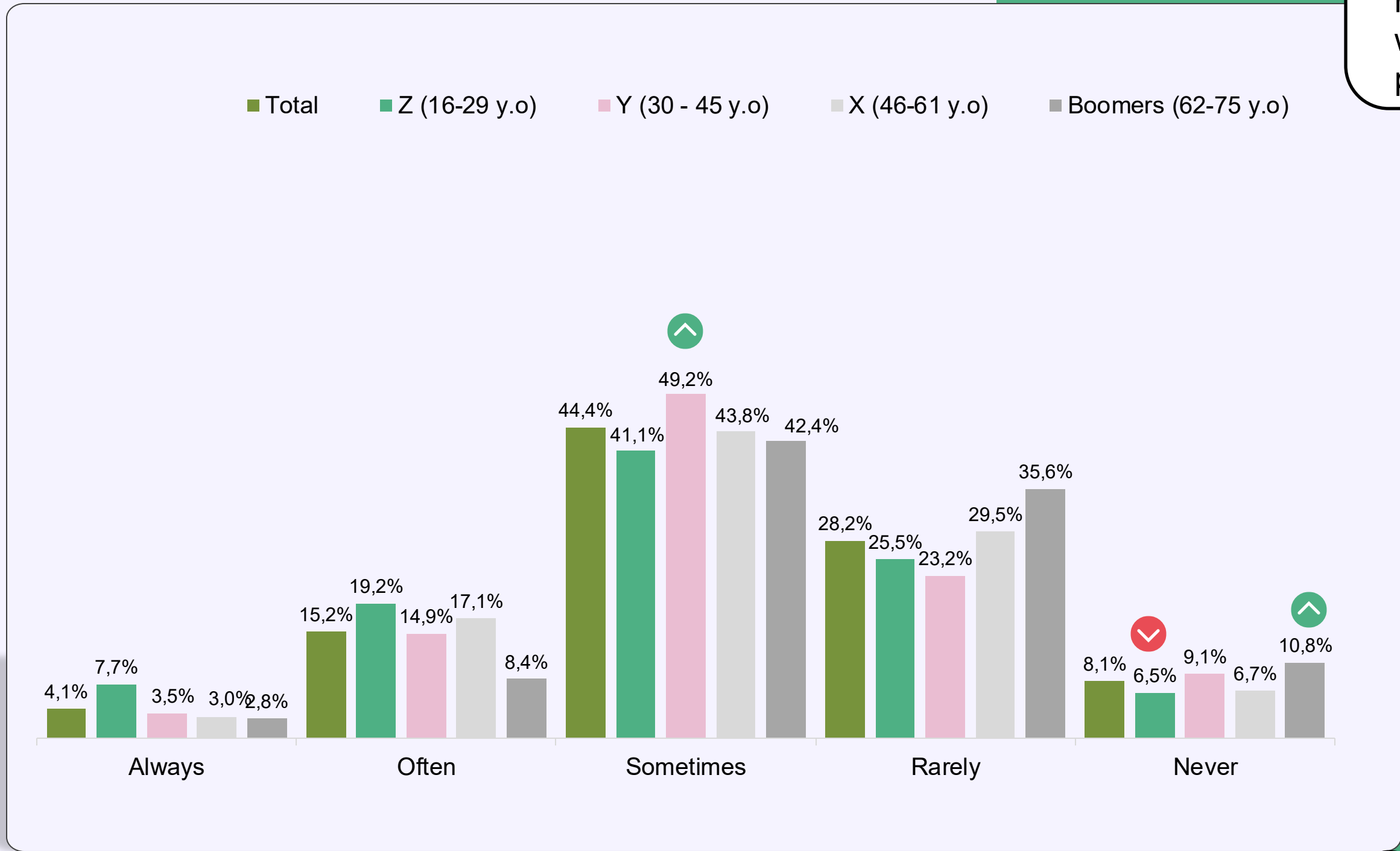
Among those who have used AI tools in health, the chat or assistant for health questions is the most widely used (49.2%), with significantly higher use among Generation Z (56.0%) and Gen X (54.8%). The activity/health watch or wristband ranks second (35.3%), with no significant differences by generation. Symptom or triage apps are the least used (17.4%), with higher use among Generation Z (24.8%).

- ⬆️ Significantly higher differences are compared with the total sample
- ⬇️ Significantly lower differences are compared with the total sample

Which of these have you used?

Base Have used AI for health topics : 331 interviews

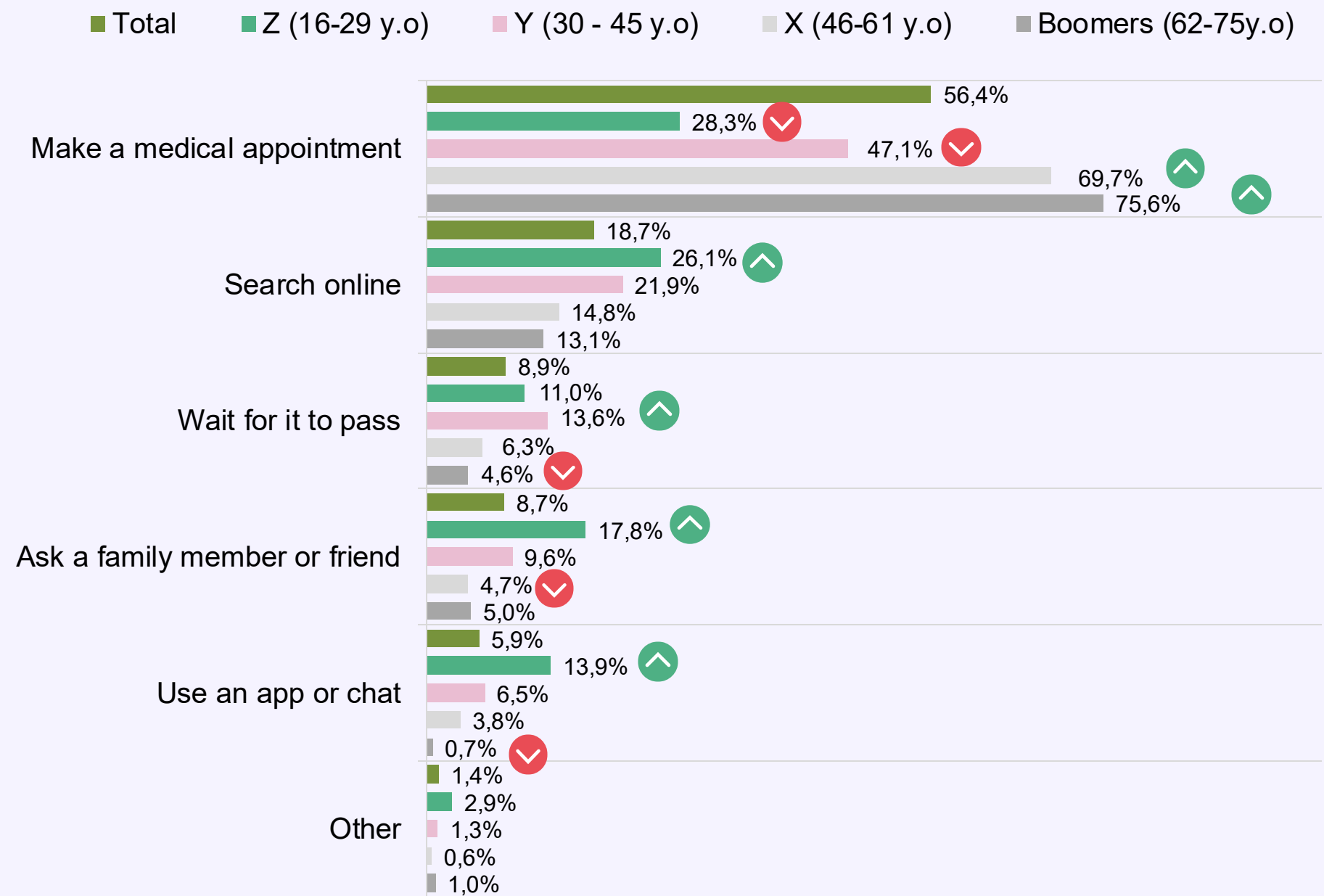
Occasional searching (“sometimes”) is the dominant pattern (44.4%). Generation Z searches most frequently, with a significantly higher difference in “always” (7.7%). It is worth noting that almost 2 in 10 young people often turn to AI.



# Frequency of searching for health information online or in apps

- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly lower differences are compared with the total sample

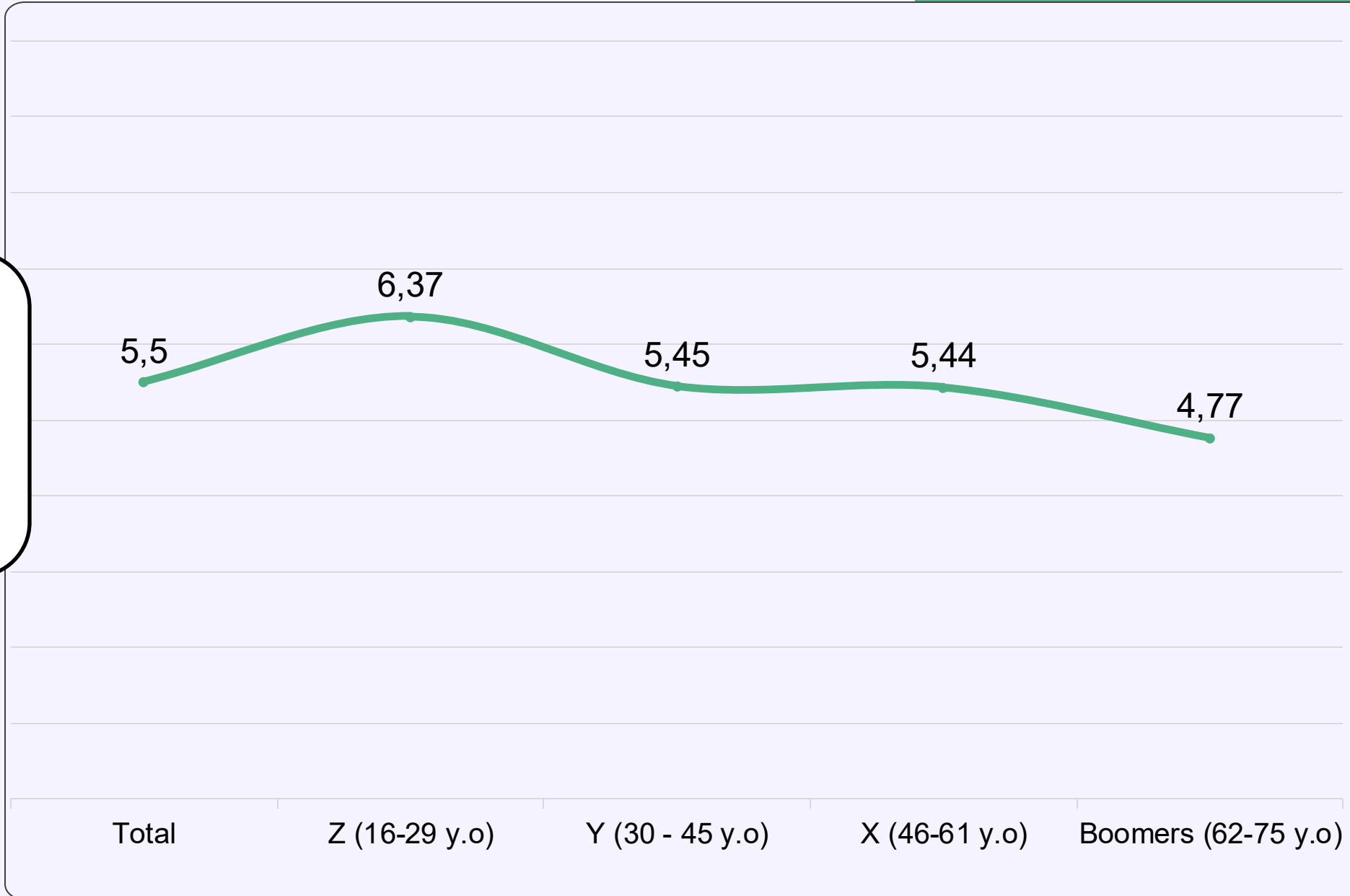
# First reaction to a health problem



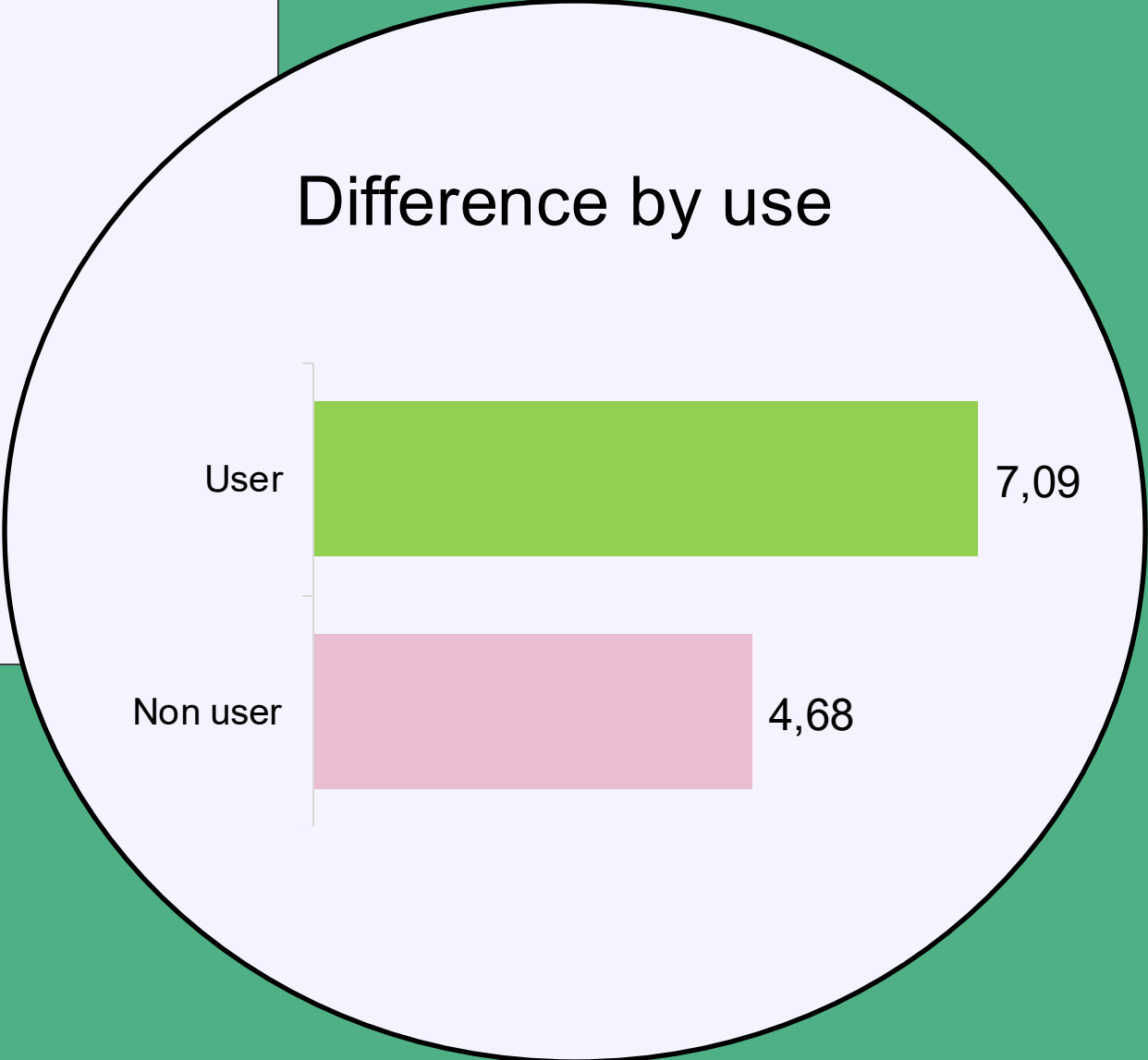
- ⬆️ Significantly higher differences are compared with the total sample
- ⬇️ Significantly lower differences are compared with the total sample

Spaniards continue to trust traditional medicine: 56.4% first make a medical appointment. This tendency increases with age: 75.6% among Boomers compared with only 28.3% among Gen Z. Among young people (Gen Z), making an appointment and searching online are the first things they usually do. As age increases, making an appointment becomes more common, while searching online increases as generations become younger

Trust in AI to provide general health advice is moderate, with an average of 5.5 out of 10. Generation Z is the most trusting (6.37), while Boomers are the most sceptical (4.77).



AI health users trust it significantly more (7.09) than those who have not used it (4.68), confirming that direct experience is the main driver of trust.

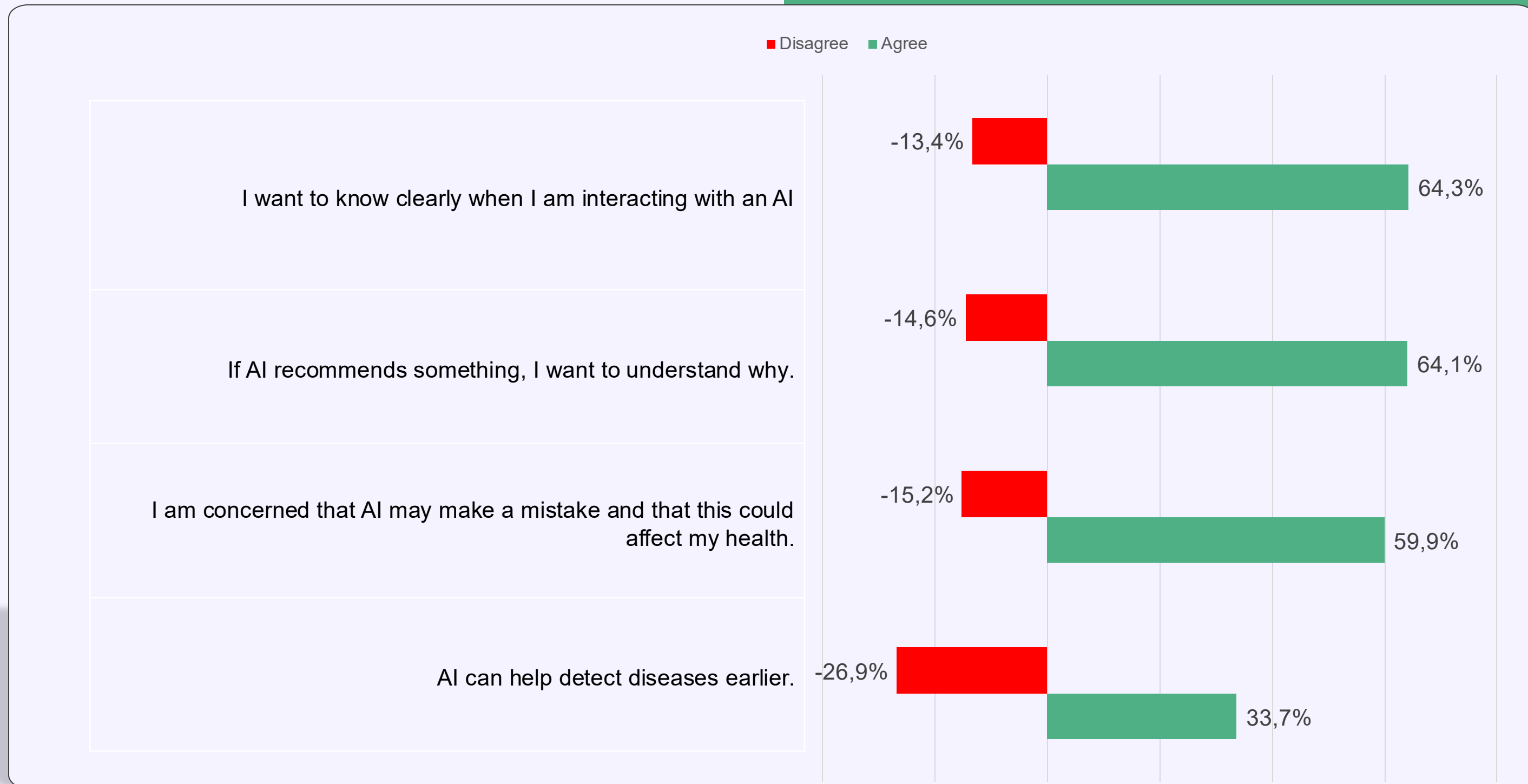


Base: 1,000 interviews

# Trust in AI for general health advice

- User (Has used an AI tool related to their health)
- Non-User (Has not used an AI tool related to their health)

# Attitudes and perceptions about AI in health



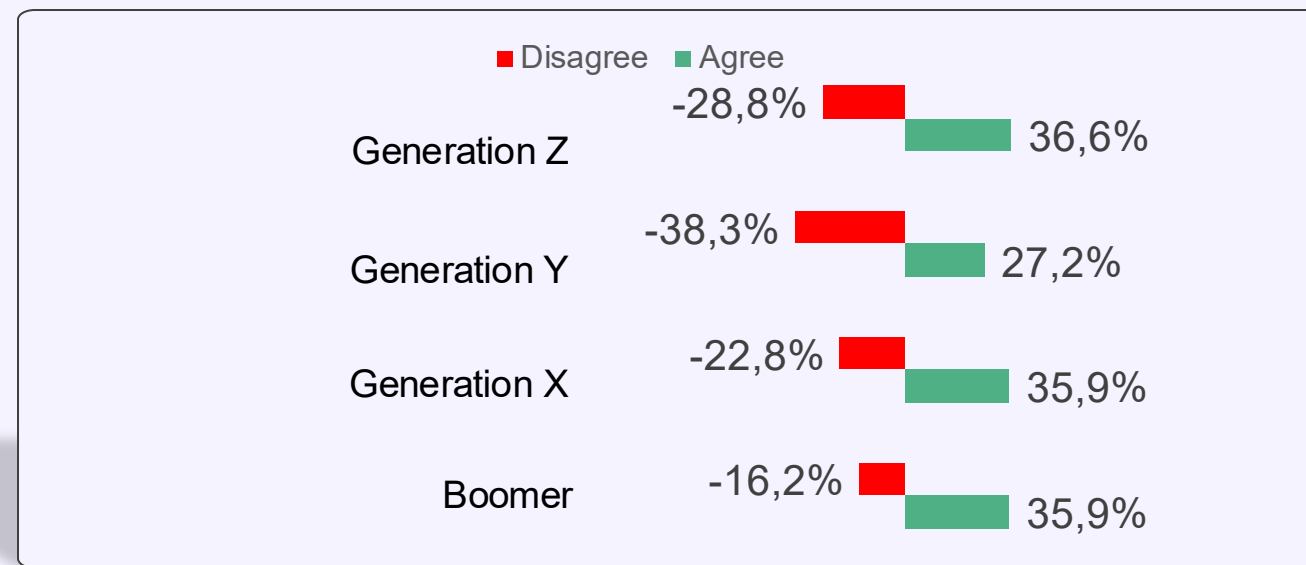
P7. Indicate your level of agreement with the following statements (1 = Totally disagree; 5 = Totally agree).

Base: 1,000 interviews

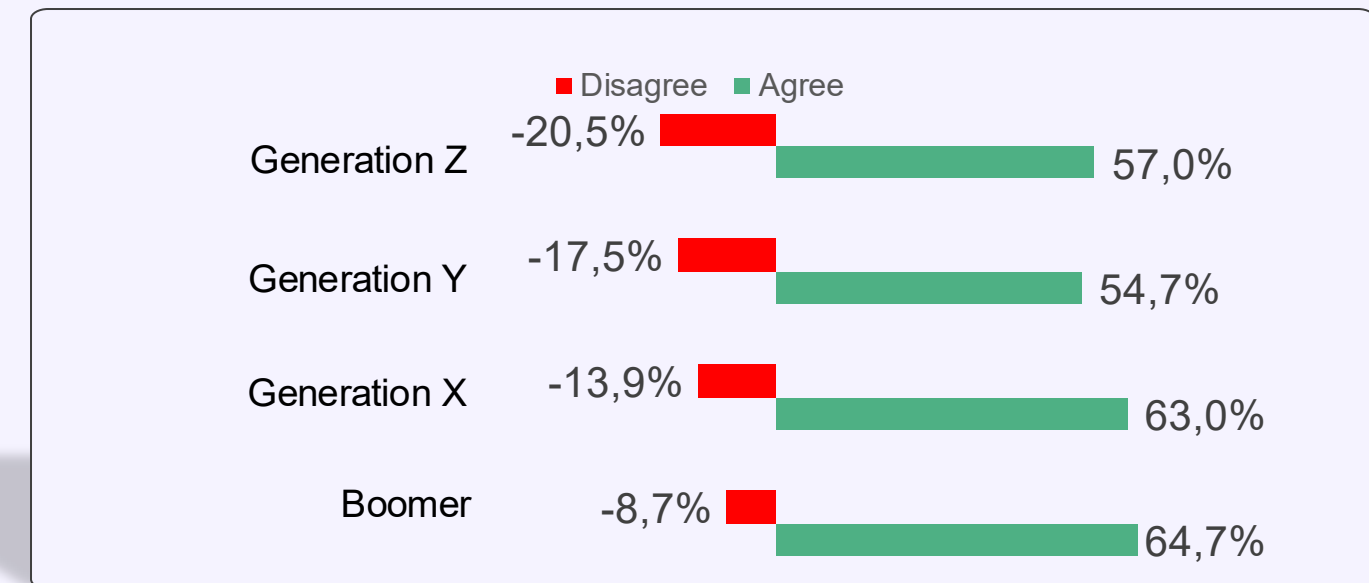
# Attitudes and perceptions about AI in health

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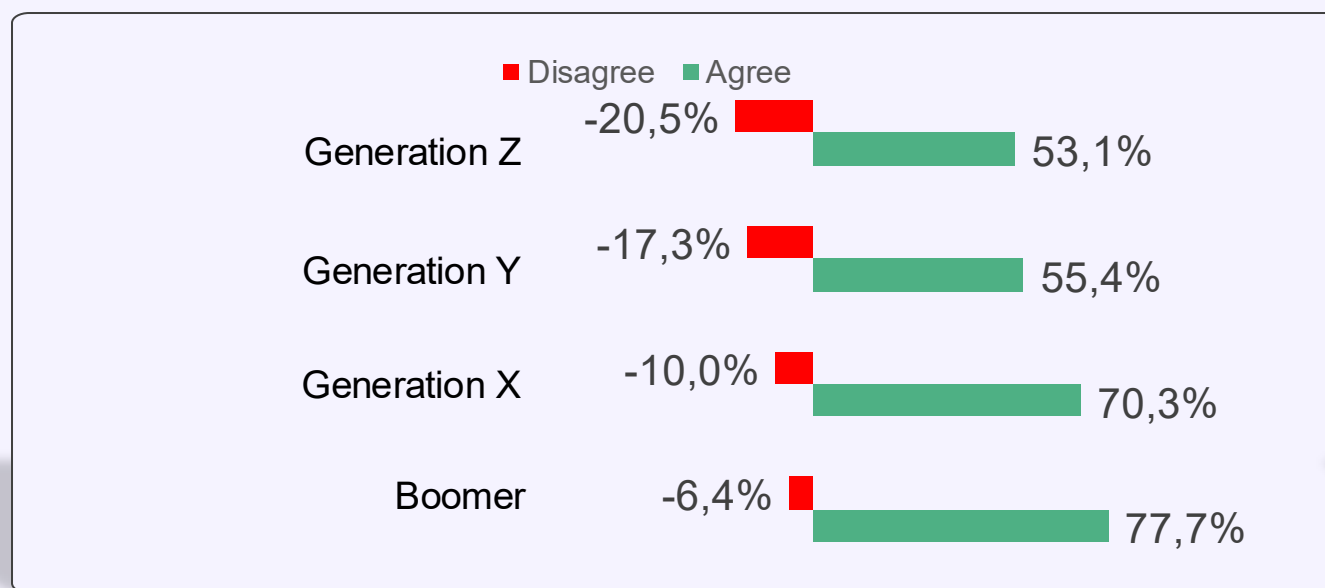
AI can help detect diseases earlier.



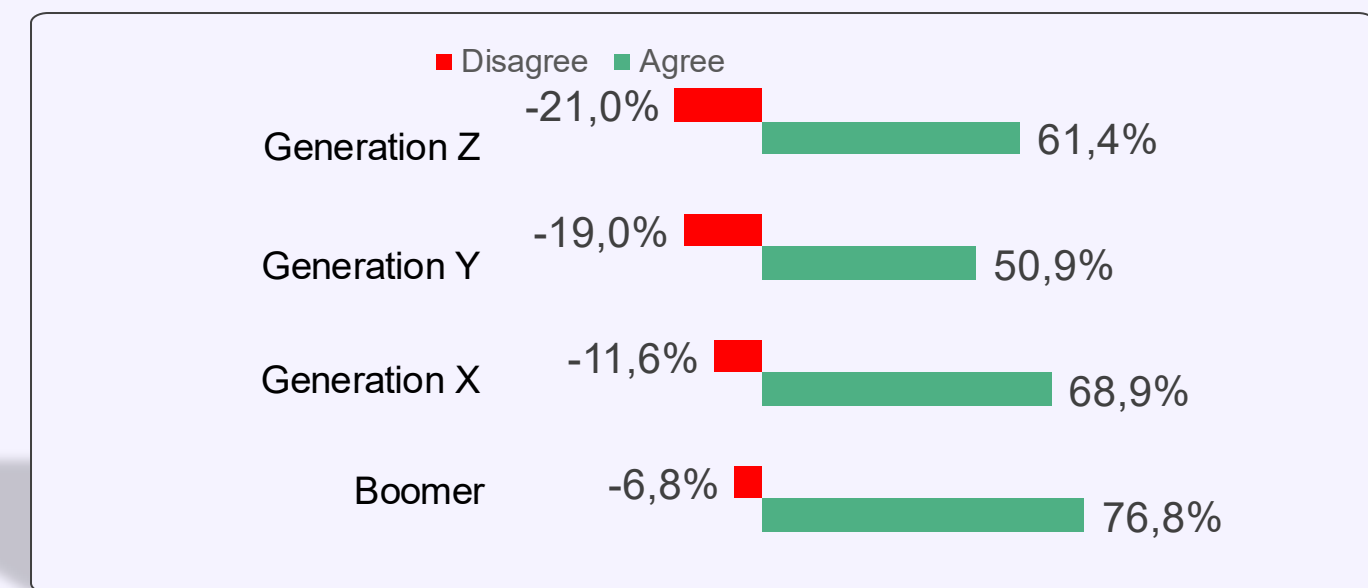
I am concerned that AI may make a mistake and that this could affect my health.



I want to know clearly when I am interacting with an AI

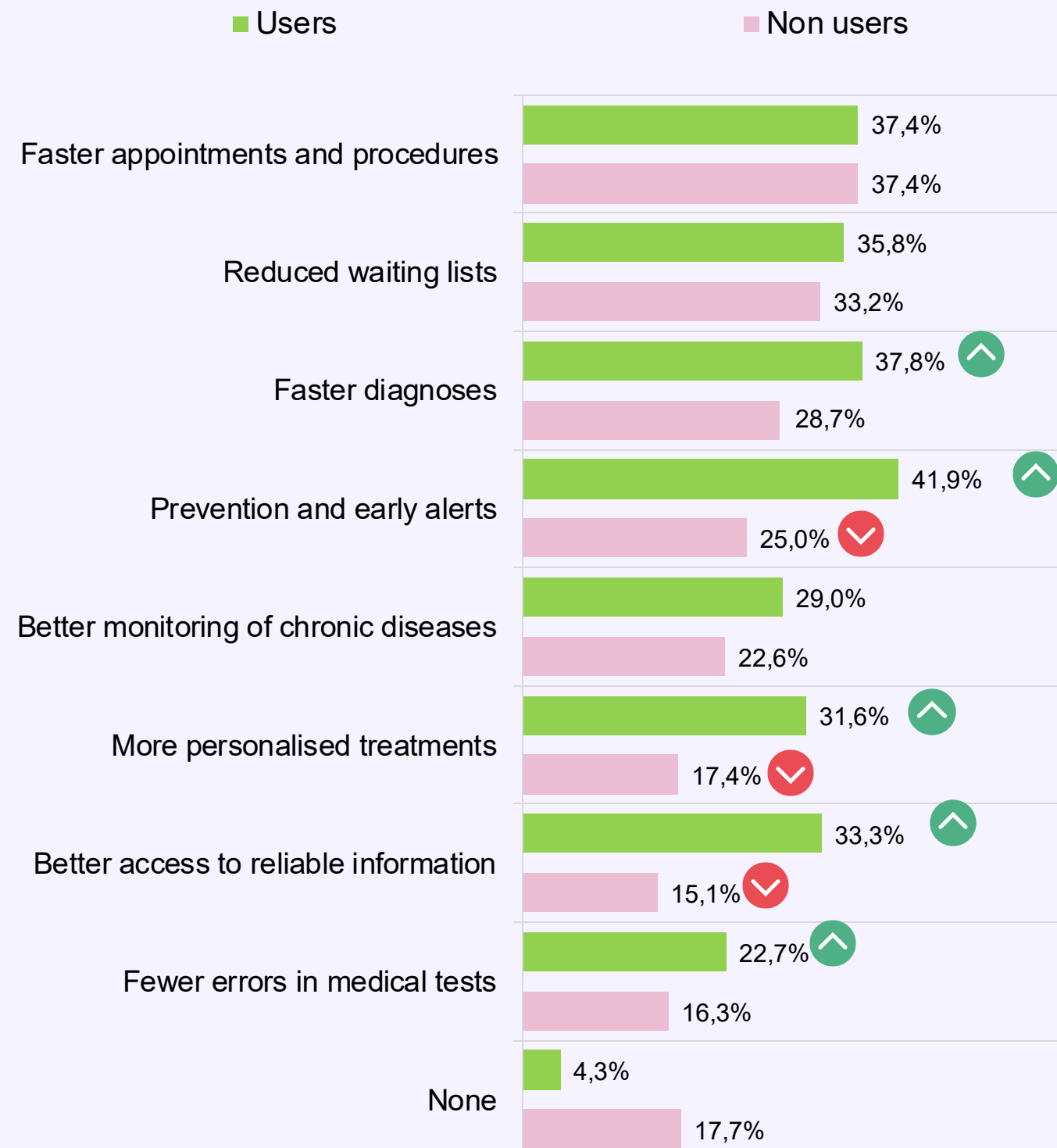


If AI recommends something, I want to understand why



P7. Indicate your level of agreement with the following statements (1 = Totally disagree; 5 = Totally agree).

Base: 1,000 interviews



Among Spaniards, the main advantages that AI brings to healthcare are related to faster appointments and procedures (36.7%) and reduced waiting lists (34.2%). AI users stand out significantly in “prevention and early alerts” (41.9%) and “faster diagnoses” (37.8%). 13.5% of the Spanish population does not perceive any advantage in the use of AI in healthcare

# Perceived advantages of AI for healthcare

- Significantly higher differences are compared with the total sample
- Significantly lower differences are compared with the total sample

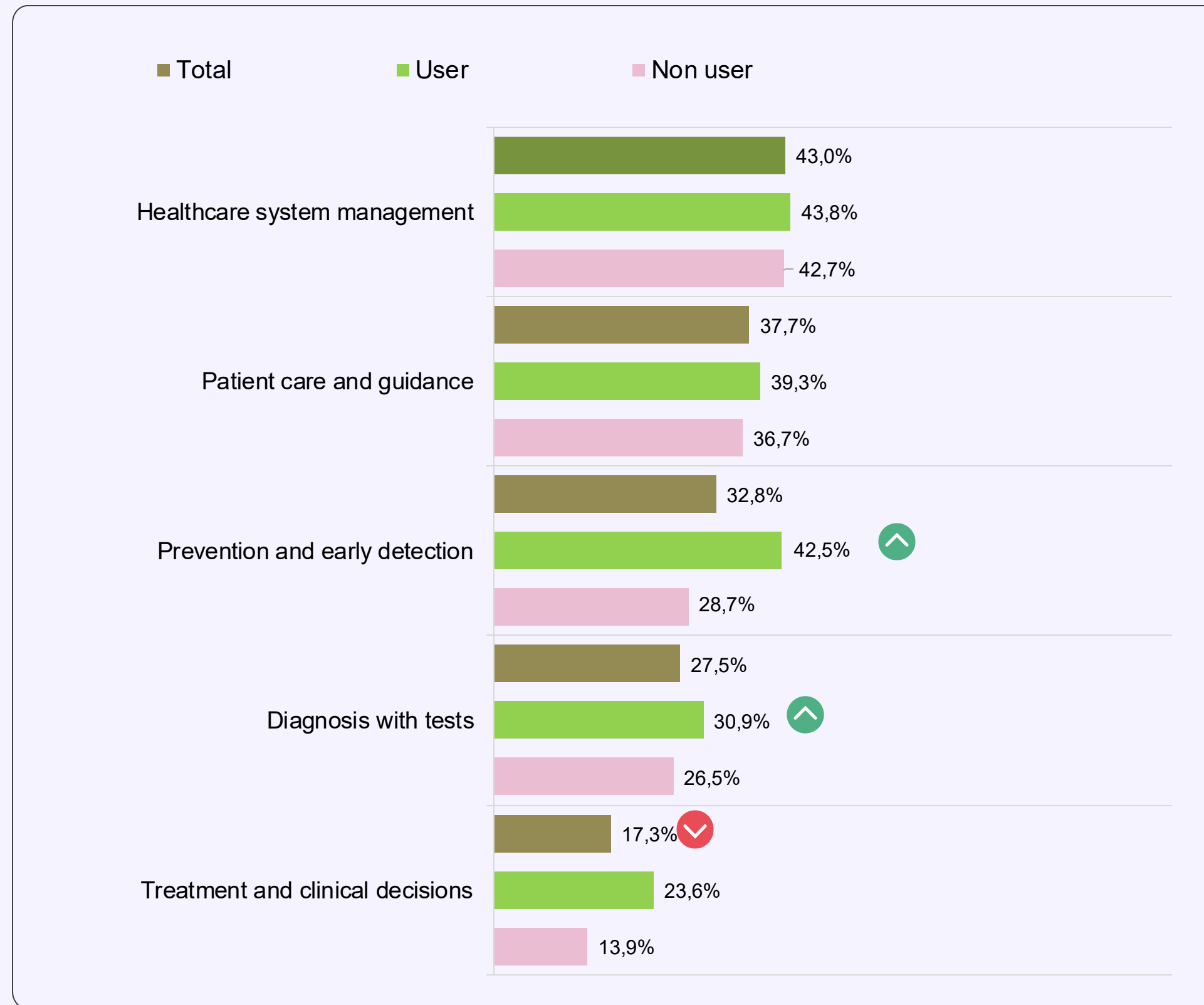
- User (Has used a IA tool for healthcare)
- Non User (Has not used an IA tool for healthcare)

# Potential for AI to improve healthcare

Spaniards are moderately optimistic about the potential of AI to improve healthcare: the average is 6.29 out of 10. Generation Z is the most optimistic (6.88), while Boomers are the most sceptical (6.05). There is a general consensus that AI has room to grow in healthcare, although no generation, at present, views it with particular enthusiasm



# Areas of healthcare where AI can provide the greatest value



Healthcare system management is the area where Spaniards see the greatest potential for AI (43.0%), followed by patient care and guidance (37.7%) and prevention and early detection (32.8%).

AI users stand out significantly in “prevention and early detection” (42.5%) and diagnosis with tests (30.9%).

⬆ Significantly higher differences are compared with the total sample

⬇ Significantly lower differences are compared with the total sample

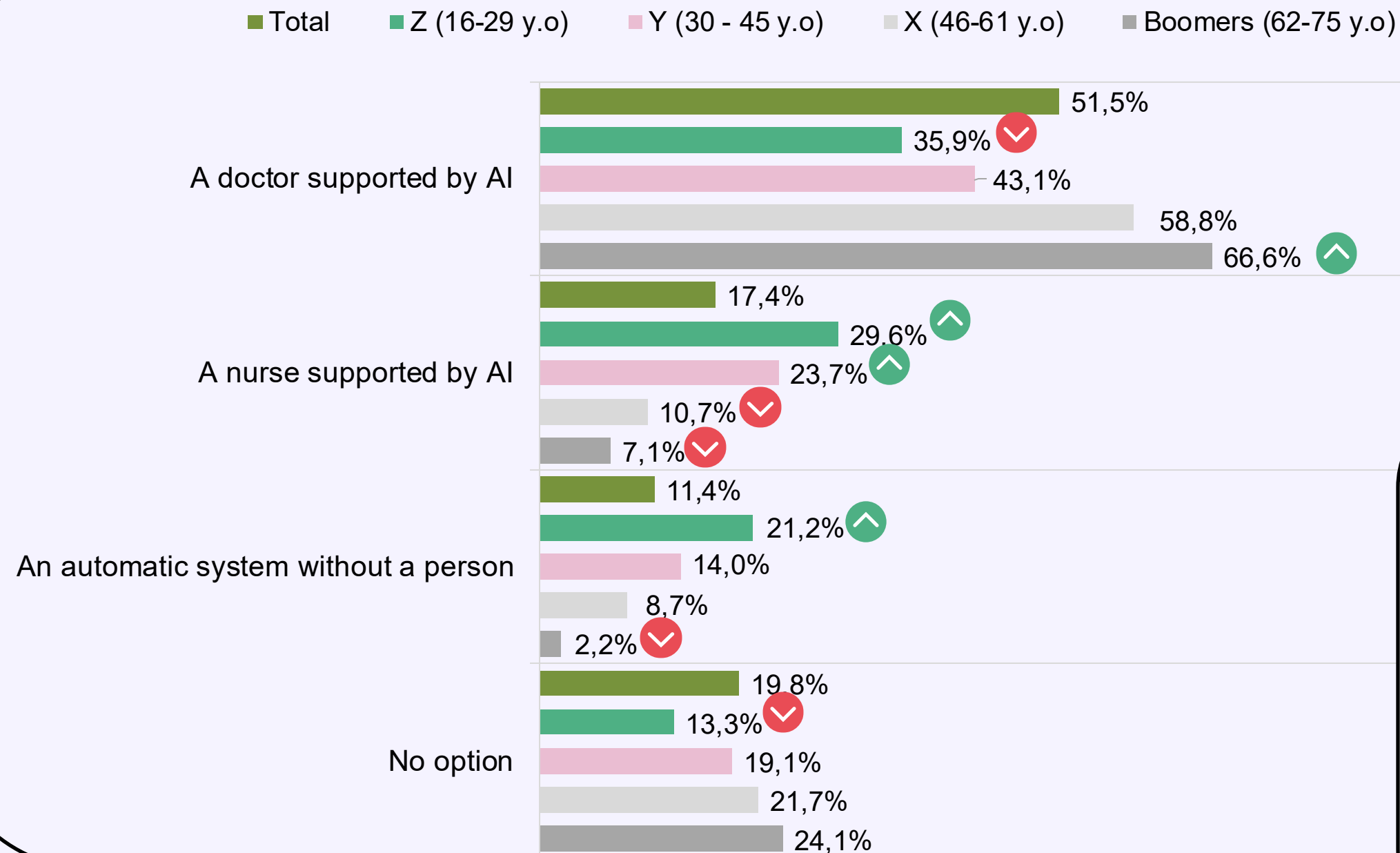
■ User (Has used a IA tool for healthcare)

■ Non User (Has not used a IA tool for healthcare)

P10. In which area of healthcare/health do you think AI can provide the greatest value?

**Base: 1,000 interviews**

# AI-enabled healthcare model that generates the most trust

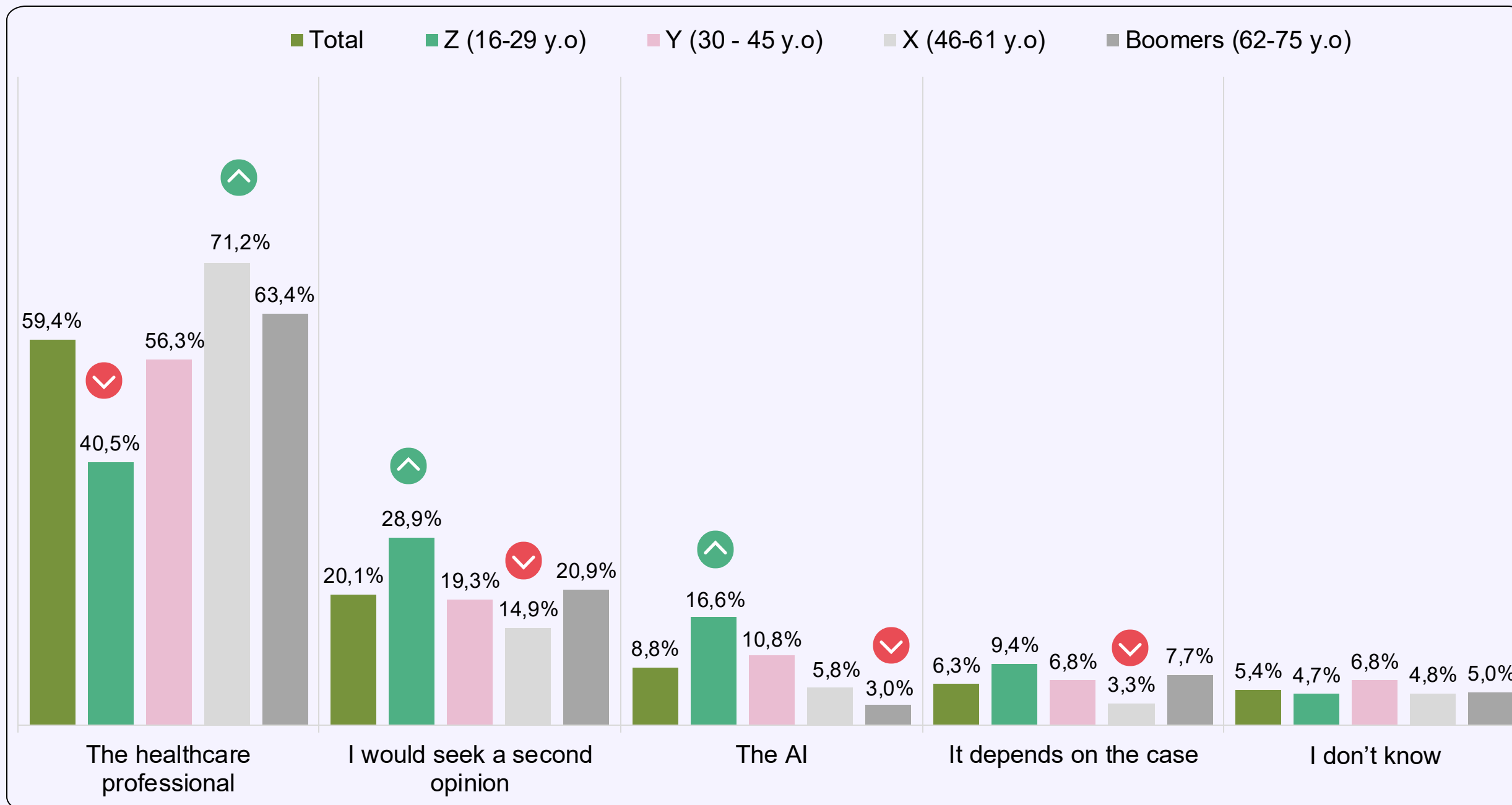


The doctor supported by AI is the model that generates the most trust (51.5%), with very marked generational differences: Boomers lead this preference (66.6%), while Generation Z and Y are the groups that most trust a nurse supported by AI (29.6% and 23.7%, respectively). In addition, Gen Z is the only group with a relevant level of trust in an automatic system without a person (21.2%).

Almost 1 in 5 Spaniards rejects any option involving AI (19.8%).

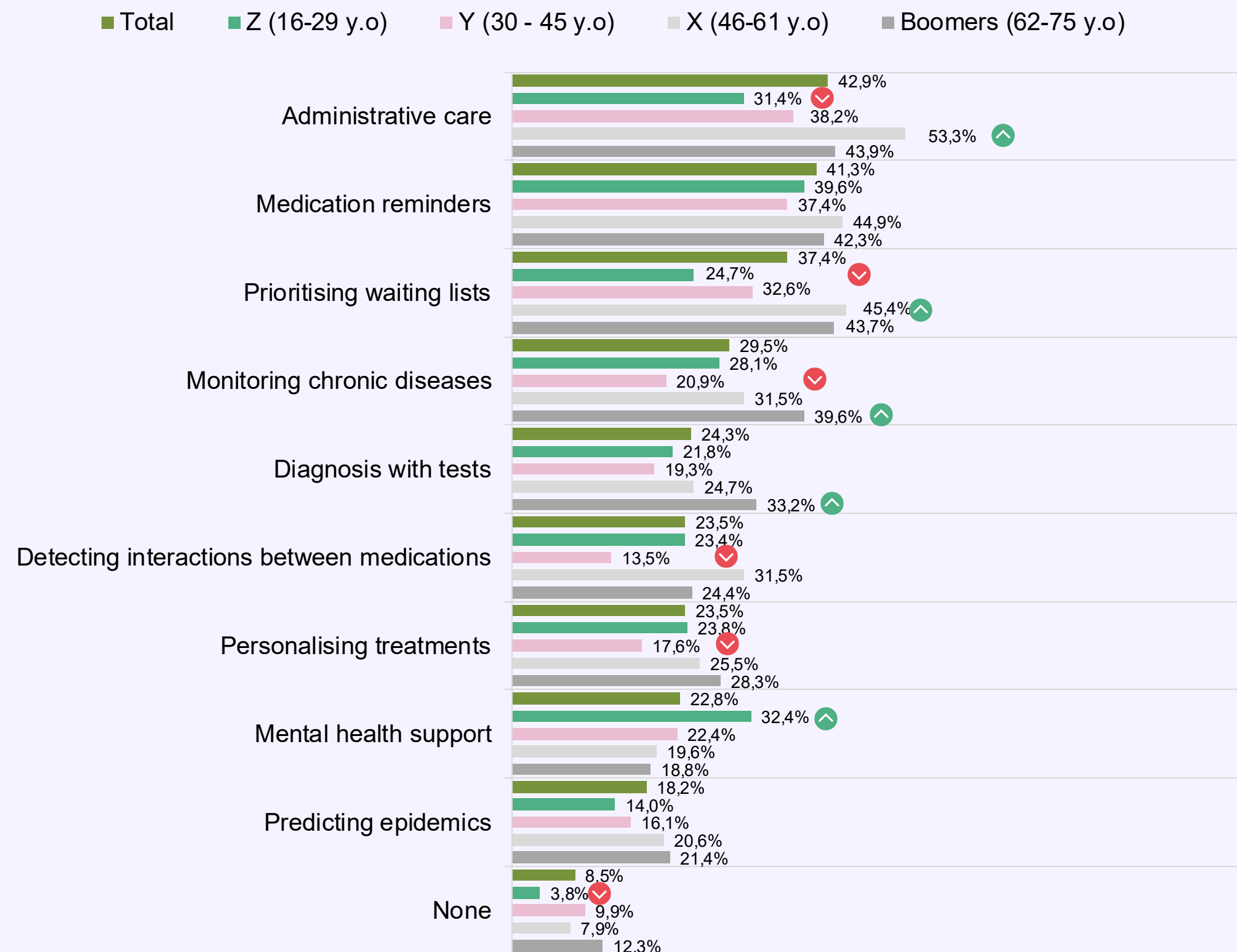
- ↑ Significantly higher differences are compared with the total sample
- ↓ Significantly lower differences are compared with the total sample

# AI vs. healthcare professional



When AI and a healthcare professional do not agree, 59.4% of Spaniards side with the healthcare professional, with this preference even more pronounced among Generation X (71.2%). Generation Z is the only group that would side with AI to a relevant extent (16.6%) and is also the most likely to seek a second opinion (28.9%). Trust in human medical judgement is therefore the norm, but it is lower among younger people

- ⬆️ Significantly higher differences are compared with the total sample
- ⬇️ Significantly lower differences are compared with the total sample

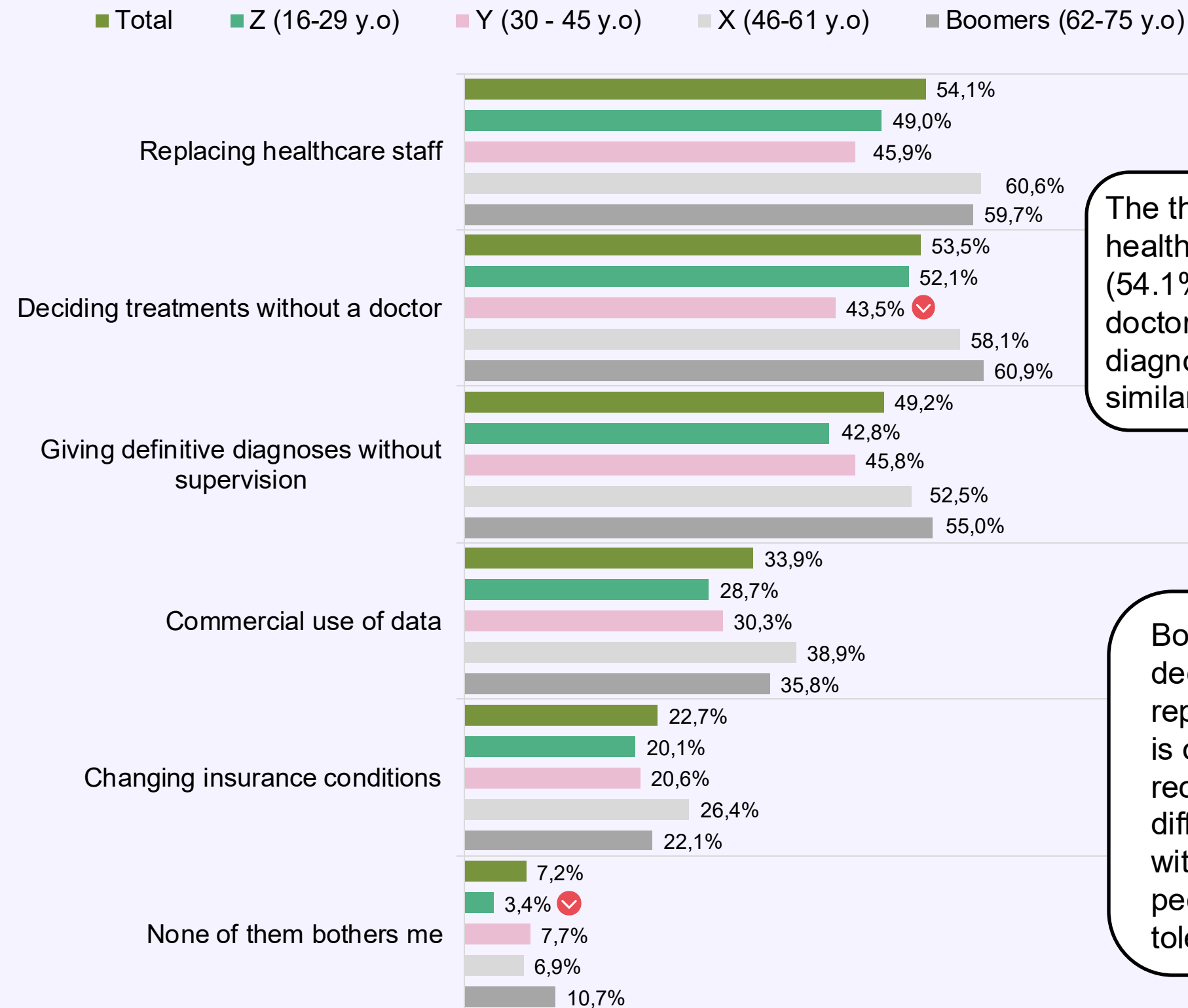


When it comes to using AI, the areas where Spaniards see the greatest benefits are administrative care (42.9%), especially valued by Gen X (53.3%); medication reminders (41.3%); and prioritising waiting lists (37.4%), which complete the top three, with higher acceptance also among Gen X.

On the other hand, Boomers accept AI significantly more for diagnosis with tests (33.2%), and Generation Z records the highest acceptance of AI to support mental health (32.4%).

# Where AI could be applied in healthcare

- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly lower differences are compared with the total sample



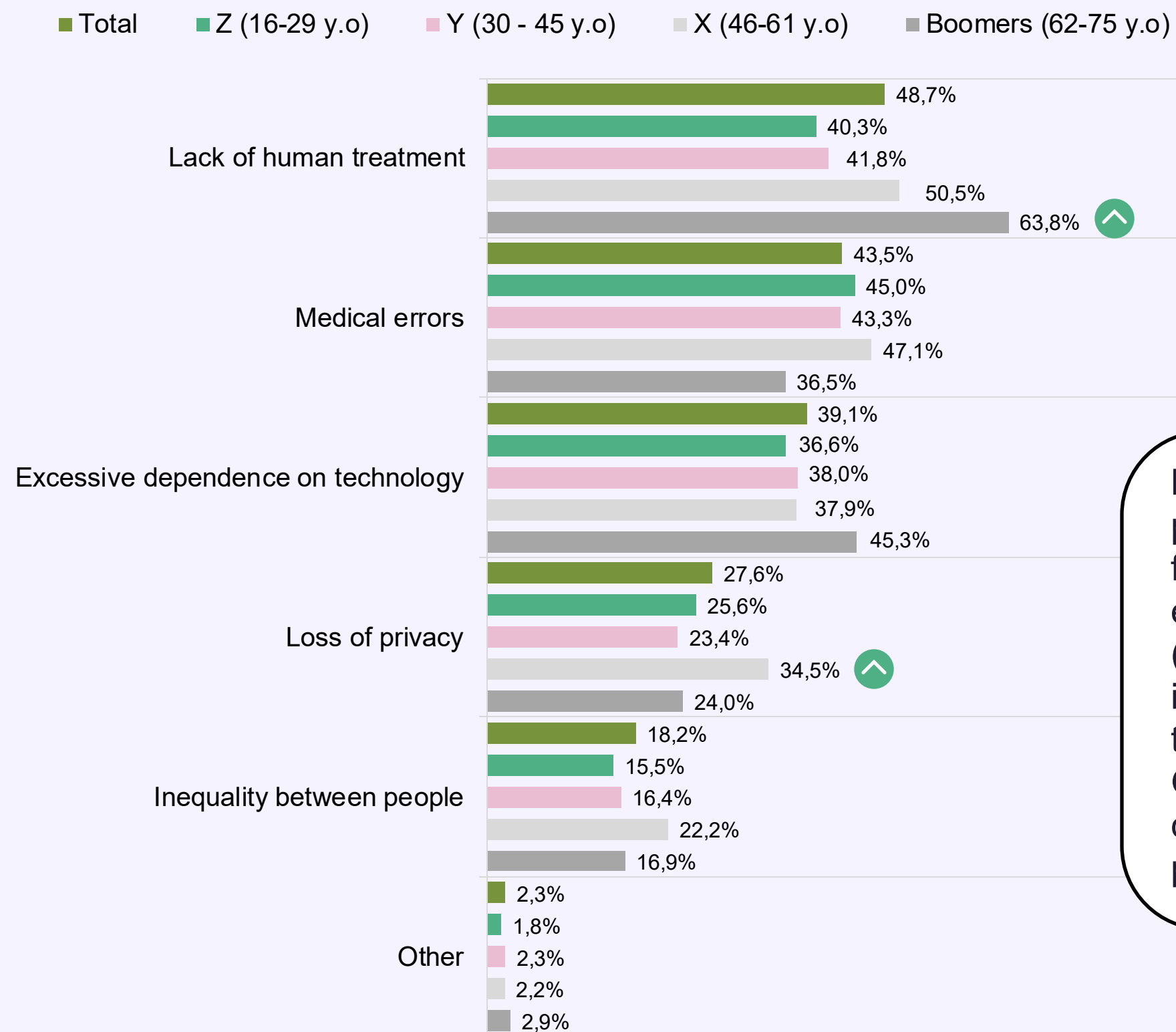
The three main areas of rejection for AI in healthcare are replacing healthcare staff (54.1%), deciding treatments without a doctor (53.5%) and giving definitive diagnoses without supervision (49.2%), with similar opinions across all generations

Boomers are the firmest in rejecting AI deciding treatments (60.9%) and replacing staff (59.7%). Generation Y is one of the most tolerant overall: it records the only significantly lower difference in “deciding treatments without a doctor” (43.5%). Young people also show a high level of tolerance

# Uses of AI that generate rejection

- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly lower differences are compared with the total sample

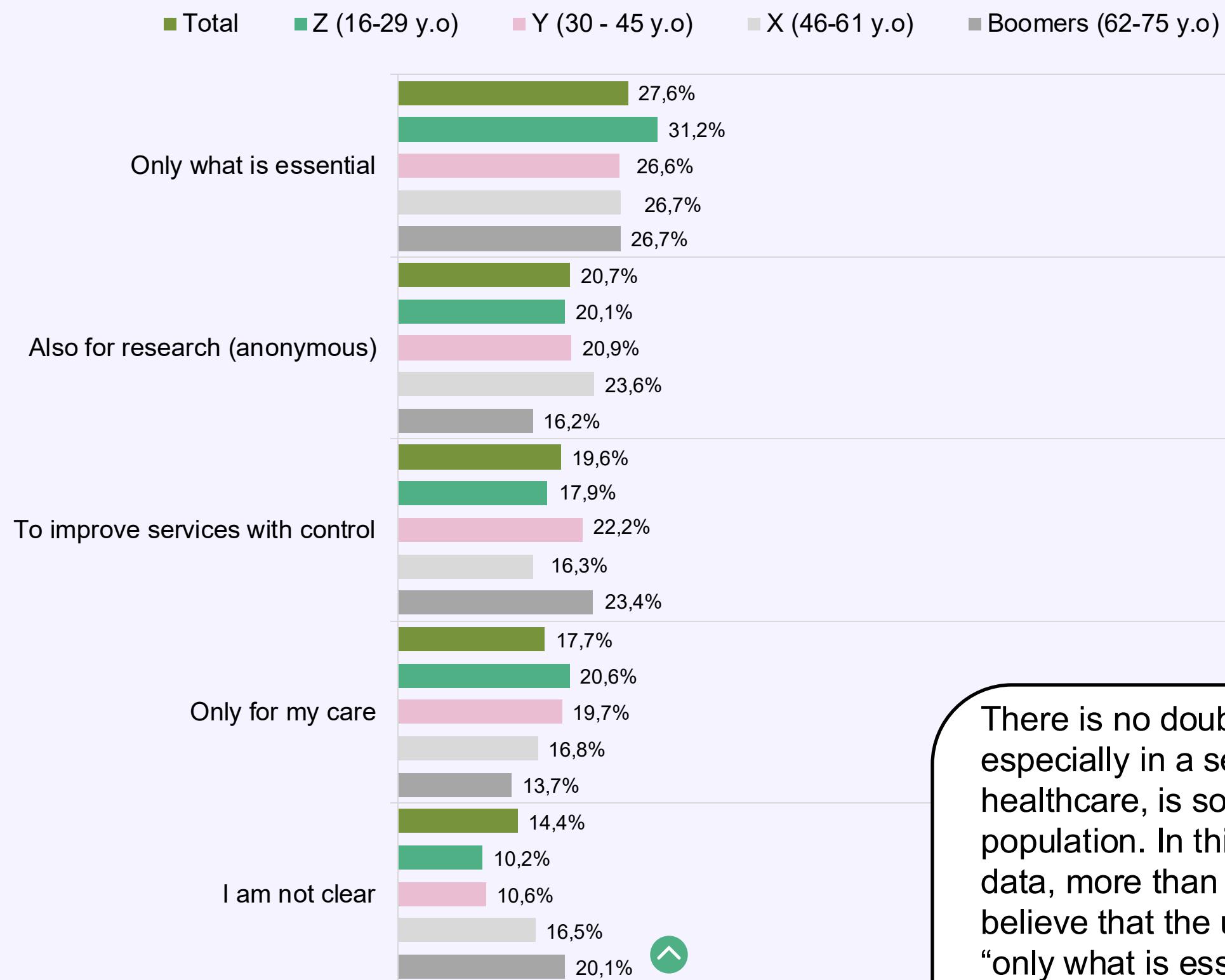
# Risks of AI in health



Lack of human treatment is the main perceived risk of AI in health (48.7%), followed by medical errors (43.5%) and excessive dependence on technology (39.1%). Boomers stand out significantly in identifying lack of human treatment as their main concern (63.8%), while Generation Y is especially more concerned than the rest about loss of privacy (34.5%).

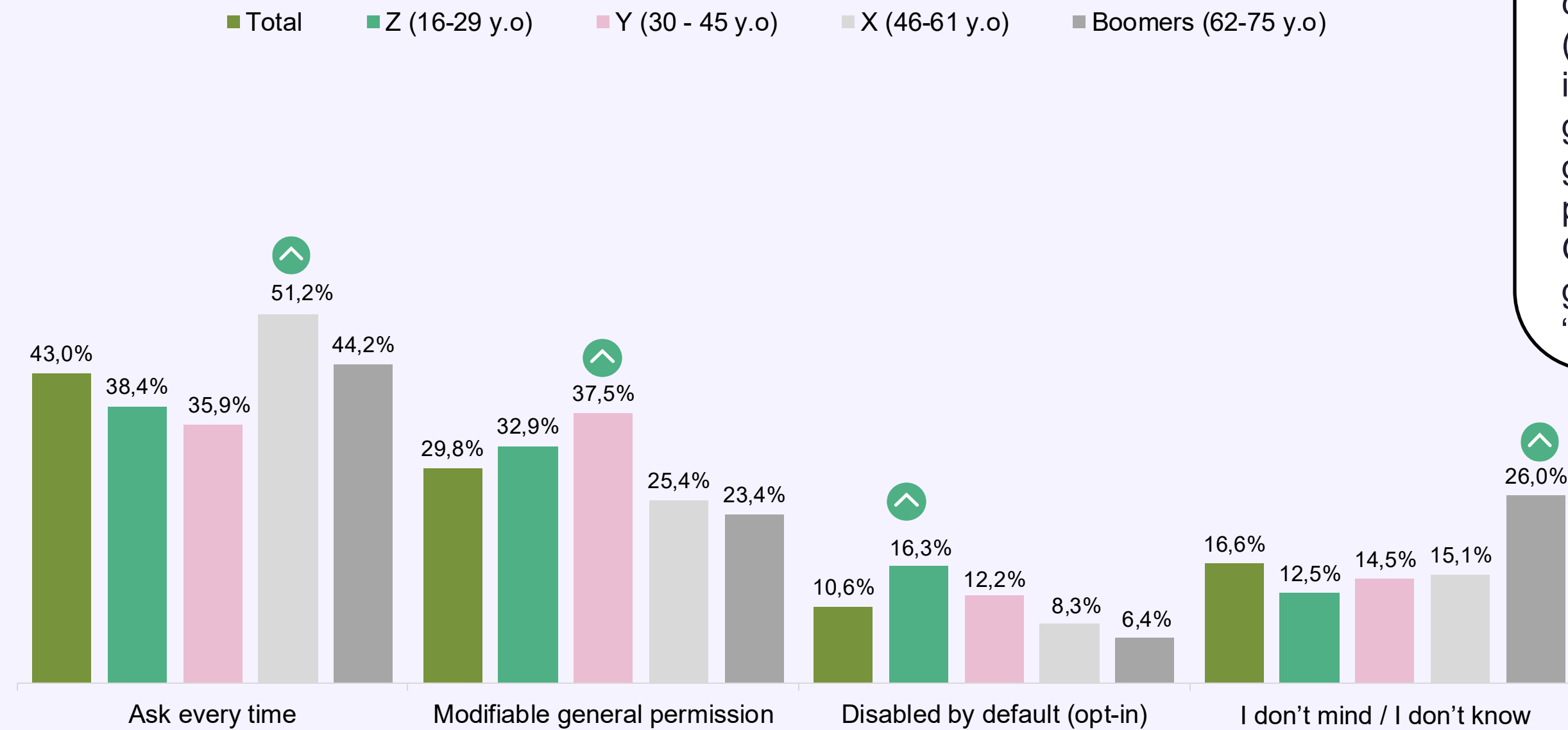
- ⬆️ Significantly higher differences are compared with the total sample
- ⬆️ Significantly lower differences are compared with the total sample

# Preferences regarding the use of health data



There is no doubt that the use of data, especially in a sector as sensitive as healthcare, is something that concerns the population. In this respect, according to the data, more than a quarter of Spaniards believe that the use of such data should be “only what is essential” (27.6%), or “for research with anonymous data” (20.7%). The most undecided generation is Boomers, as they are the least clear about what should be done with data

- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly lower differences are compared with the total sample



“Ask every time” is Spaniards’ preferred consent model (43%), with Gen X (51.2%) showing the greatest need for individual control. Generation Y is the group that most supports “modifiable general permission” (37.5%), a more practical and flexible model. Meanwhile, Generation Z stands out from the other generations in its preference for the “disabled by default” mode (16.3%).

# Preferred consent model

- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly lower differences are compared with the total sample

P17. Which permission model do you think is most appropriate?

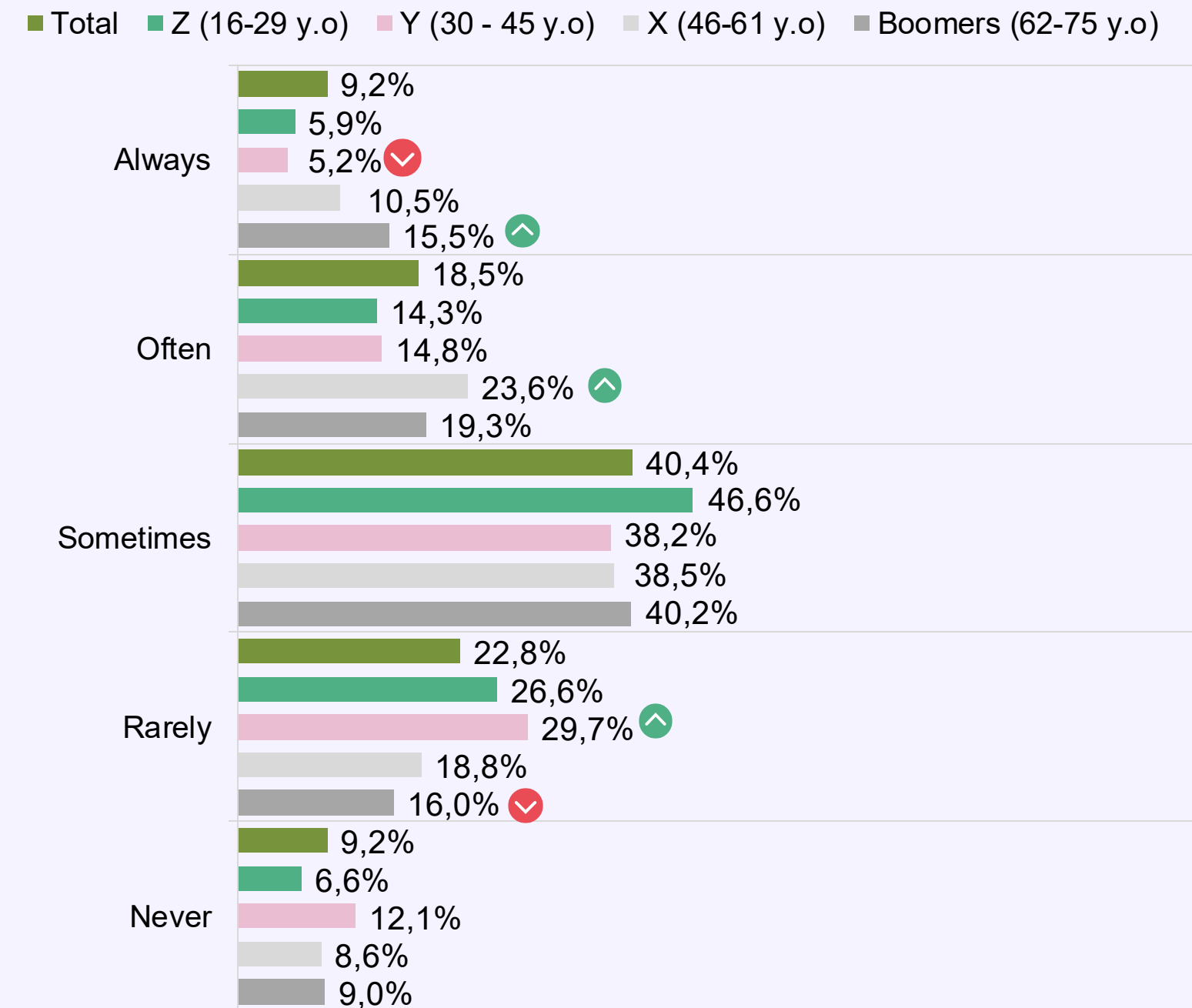
Base: 1,000 interviews

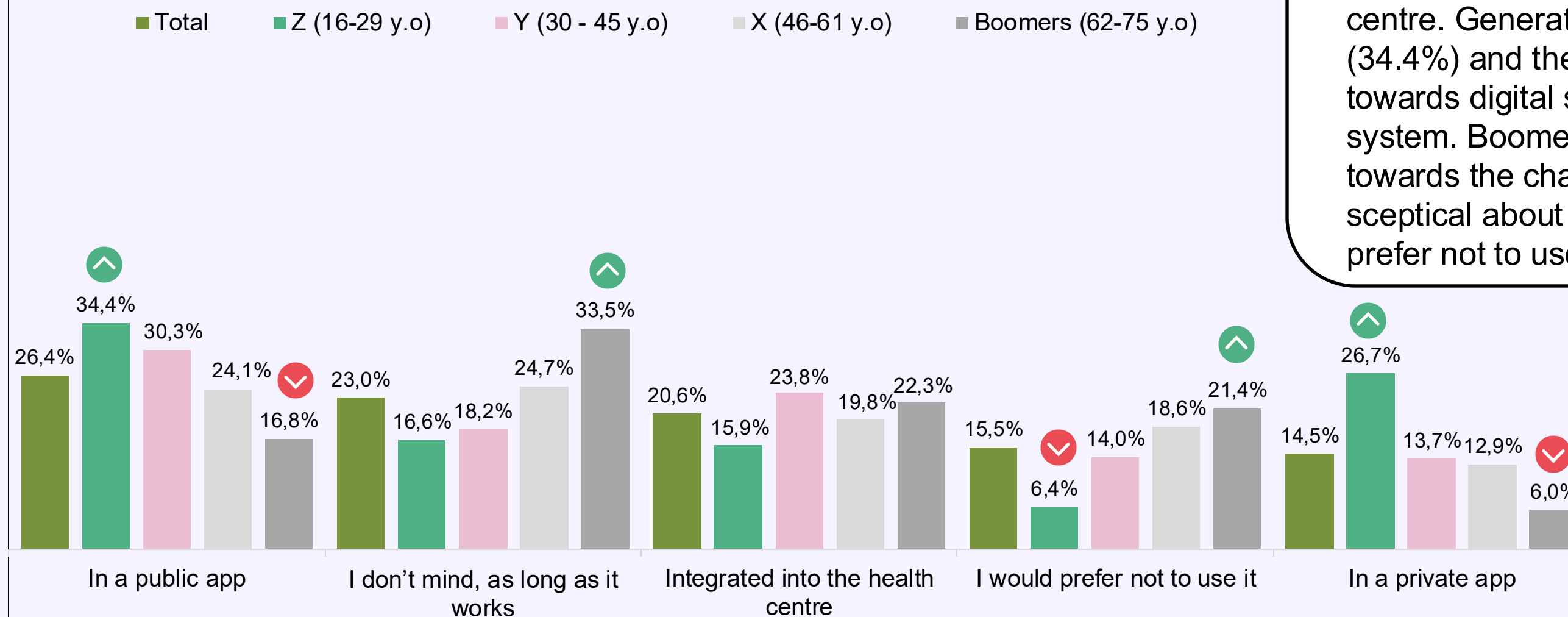
# Willingness to read explanations about the use of AI in care

Generation Z shows greater occasional willingness to read explanations about AI, that is, more “sometimes” (46.6%). By contrast, Boomers stand out for a more constant willingness, with a significantly higher percentage in “always” (15.5%). A similar pattern is seen among Gen X, who score significantly higher in the “often” category (23.6%).

Finally, Generation Y shows the lowest willingness to inform itself, with higher scores in “rarely” (29.7%) and lower scores in “always” (5.2%).

- ⬆️ Significantly higher differences are compared with the total sample
- ⬇️ Significantly lower differences are compared with the total sample



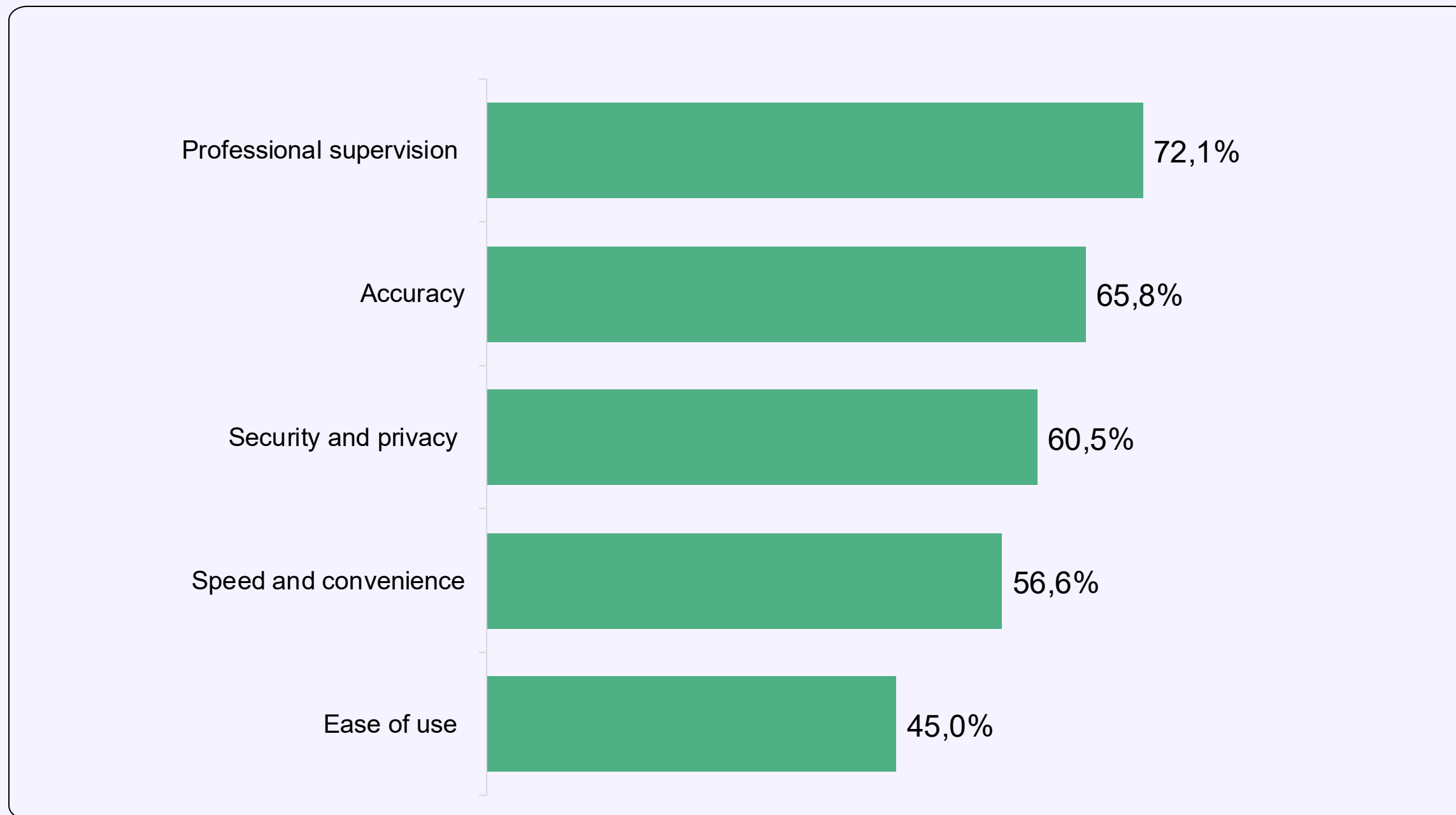


A public app is the preferred format (26.4%) among Spaniards. 23% do not mind “as long as it works”, and for 21% it should be integrated into the health centre. Generation Z clearly prefers the public app (34.4%) and the private app (26.7%), leaning towards digital solutions independent from the system. Boomers stand out for their indifference towards the channel (33.5%) and for being the most sceptical about using AI, since one in five “would prefer not to use it” (21.4%).

# Preferred format for accessing AI in healthcare

▲ Significantly higher differences are compared with the total sample  
▼ Significantly lower differences are compared with the total sample

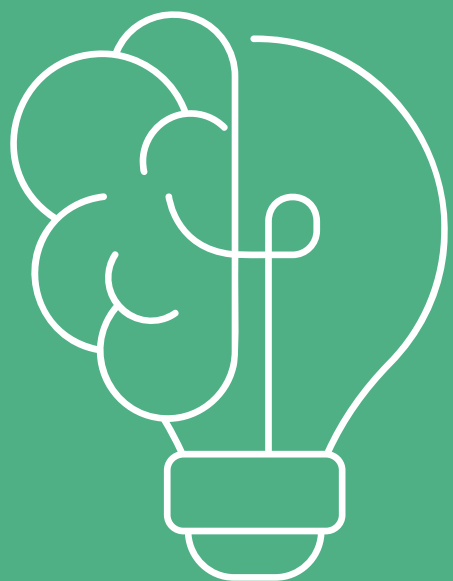
# Values that AI in health should have



- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly lower differences are compared with the total sample

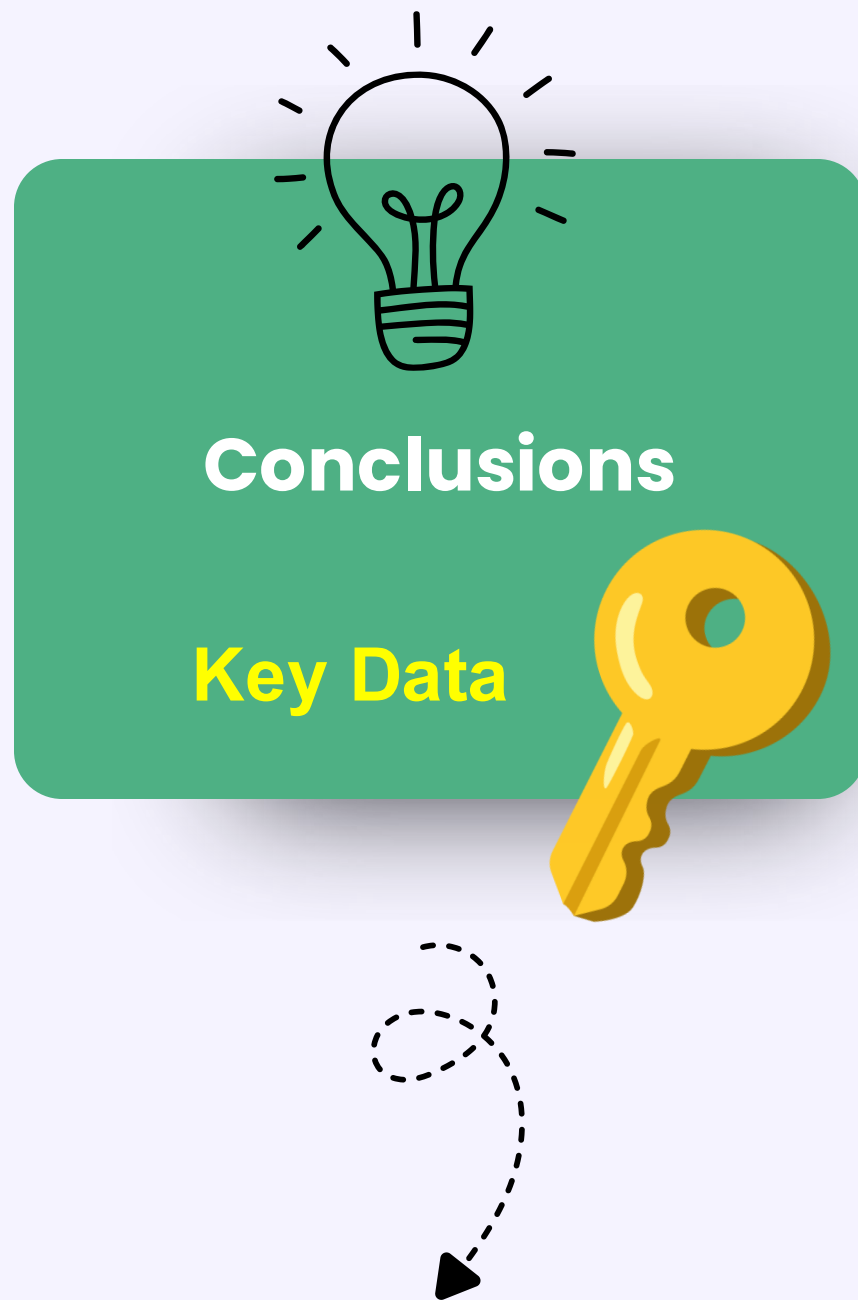
There is total consensus across all generations: professional supervision is the most important value that AI in health should have (72.1%), followed by accuracy (65.8%) and security and privacy (60.5%). Ease of use ranks last (45.0%); it does not seem to be as important among Spaniards

# Conclusions



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### ***The direct experience, key to trust***

Spaniards know little about AI applied to health: only 1 in 4 say they know quite a lot or a lot about the subject (23.5%), and only 1 in 3 has used it in the last year (33.1%).

However, those who use it trust it much more: users give it an average score of 7.09 out of 10 for providing health advice, compared with 4.68 among those who have never tried it. By generation, Generation Z is the most trusting (6.37) and Boomers are the most sceptical (4.77). Experience is the best argument: those who already know it do not want to go back.

### ***Hope with caution: Spaniards prioritise the reliability and medical oversight of AI over speed or convenience***

The overall attitude is one of hope with caution. 64.3% of Spaniards fear that AI may make a mistake and that this could affect their health, and almost half (48.7%) point to the loss of human treatment as its greatest risk. At the same time, however, 64.1% believe it can help detect diseases earlier, and optimism about its impact on healthcare over the next five years is moderate-high, with an average score of 6.29 out of 10. What is most demanded of it is that it be supervised by professionals (the number one value for all generations, by a wide margin over the rest) and that it be accurate and safe. Convenience and ease of use rank last: Spaniards want reliable AI before convenient AI

### ***An ally, not a replacement***

The limits are very clear: more than half of Spaniards reject AI replacing healthcare staff (54.1%), deciding treatments without a doctor (53.5%) or giving definitive diagnoses without supervision (49.2%). And when AI and a doctor do not agree, 59.4% follow the professional. However, there are areas of broad acceptance: administrative care (42.9%), medication reminders (41.3%) and prioritising waiting lists (37.4%) are the most accepted uses. The underlying message is clear: Spaniards want AI that helps the doctor, not one that replaces the doctor.

# Infographic

## Knowledge and Use

### 1 in 3 Spaniards already uses AI for health


33.1% of the population has used health-related AI tools in the last year




**Generation Z**  
(18-29)




Knowledge Level **2.90**




**Generation X**  
(46-61)



Knowledge Level **2.36**

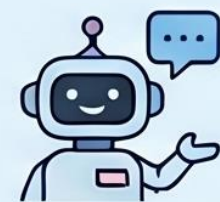
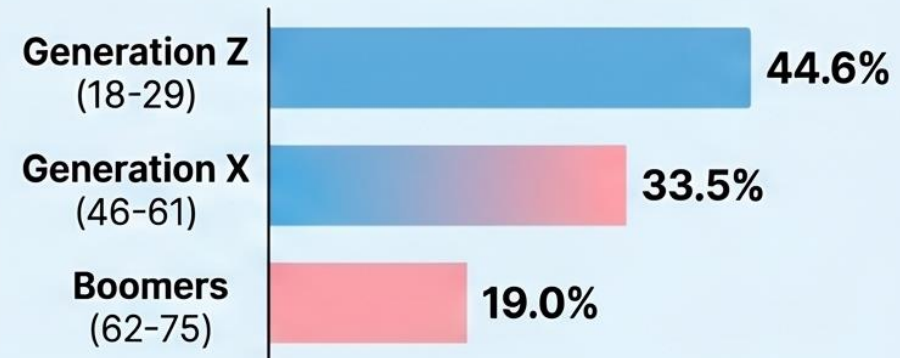


**Boomers**  
(62-75)



Knowledge Level **2.13**

### Real AI Usage by Generation



### "Health Chats" are the leading tools

49.2% of users prefer virtual assistants to resolve medical doubts

## Trust and Behavior

### Moderate trust of 5.5 out of 10



Trust is highest in Gen Z (**6.37**) and lowest among Boomers (**4.77**)

### Tradition vs. Digitalization in Diagnosis



**Tradition**  
75.6% of Boomers book medical appointments first



**Digitalization**  
While Gen Z prioritizes searching online

### Experience is the main driver of trust.



**Users**  
Users report 7.09/10 trust



**Non-Users**  
Non-users report a trust score of **4.68/10**

# Thank you



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