

## KPBS/CERC Health Care Poll

(n=401 adult English-speaking residents, weighted to Age and Area)

Hello, my name is \_\_\_\_\_ with Competitive Edge Research, a national polling firm and we're calling the good folks of San Diego County to ask your opinion on local issues. We are not selling anything. Most people find it interesting and all your answers will be kept strictly confidential. Please let me begin by asking . . .

Q1. What is your zipcode?

South City	14.6%
North City	24.5
South Burbs	9.7
East Burbs	15.0
North Burbs	14.1
North Coastal	13.4
East County	8.7

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Now I'm going to ask you a few questions about healthcare . . .

Q2. Thinking about your own health status, in general, would you say your health is . . .

Excellent	27.3%	Excellent/Very Good	62.6%
Very Good	35.3		
Good	25.7		
Fair	9.8		
Poor	1.9	Fair/Poor	11.7

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Q3. How would you rate the quality of the health care you have received over the past few years? Would you give it . . .

An A for Excellent	34.2%	<u>G.P.A. 3.09</u>
B for Good	41.4	
C for Only Fair	17.9	
D for Poor	2.9	
F for Failing	0.5	
Not Applicable ( <i>Not Read</i> )	1.8	
Unsure ( <i>Not Read</i> )	1.4	

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Q4. What kind of health insurance, if any, are you yourself covered by? Is it an . . .

HMO	36.1%	Private	56.5%
PPO	20.5		
Medicare or Medicaid	14.3		
Something Else	14.2		
Not Insured	8.9	Not Insured/Unsure	14.9
Unsure ( <i>Not Read</i> )	6.0		

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I'm going to read you a list of things that some people worry about and others do not. I'd like you to tell me how worried you are about each of the following things. How worried are you about . . . (*Q5-Q6 were rotated.*)

Q5. Having to pay more for your health care or health insurance

Very Worried	22.5%	Worried	51.0%
Somewhat Worried	28.5		
Not Too Worried	22.1		
Not at All Worried	26.3	Not Worried	48.4
Refused ( <i>Not Read</i> )	0.5		

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(*Of Insured, n=341*)

Q6i. Losing your health insurance coverage

Very Worried	25.4%	Worried	37.9%
Somewhat Worried	12.5		
Not Too Worried	25.1		
Not at All Worried	36.3	Not Worried	61.4
Refused ( <i>Not Read</i> )	0.7		

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(Of Uninsured, n=50)

Q6u. Not being able to get the health care services you think you need.

Very Worried	22.0%	Worried	52.0%
Somewhat Worried	30.0		
Not Too Worried	20.0		
Not at All Worried	26.0	Not Worried	46.0
Refused ( <i>Not Read</i> )	2.0		

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Thanks. Now I have just a few demographic questions to make sure we get a representative sample.

Q7. When it comes to politics and social issues are you generally . . .

Very Conservative	11.6%	Conservative	41.2%
Somewhat Conservative	29.6		
Somewhat Liberal	25.2		
Very Liberal	12.2	Liberal	37.4
In Between/Unsure ( <i>Not Read</i> )	20.9		
Refused ( <i>Not Read</i> )	0.9		

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Q8. What was your age on your last birthday?

18-24	15.0%
25-34	21.0
35-44	22.0
45-54	17.0
55-64	10.0
65-74	8.0
75+	7.0

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Q9. And is your family's ethnic heritage mainly . . .

White	57.3%
Hispanic	15.7
African-American	6.1
Asian	3.4
Native-American	2.0
Mixed Race	10.4
Something Else	5.0

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Q10. And please stop me when I reach the category closest to your annual household income. . .

Under \$20,000	8.6%
\$20 to 40,000	18.4
\$40 to 60,000	17.7
\$60 to 80,000	14.7
\$80 to 100,000	8.8
\$100 to 150,000	10.8
Over \$150,000	5.5
Refused ( <i>Not Read</i> )	15.7

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Thanks for your time and your opinion counts, goodbye.

Q11. Gender (*By observation*)

Male	46.7%
Female	53.3

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### **How the KPBS/Competitive Edge Research Poll Was Conducted**

The survey was conducted in English by professional telephone interviewers on September 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> and contains 401 responses. Qualified respondents were limited to English-speaking adults residing in San Diego County. Residents with unlisted telephone numbers are included in the sample. The RDD sample was provided by ASDE Survey Sampler.

Verification procedures were followed and no surveys were rejected in the process. Editing, coding, computer processing and tabulation of the data were done at Competitive Edge's office in San Diego. The computer tabulations were produced using SPSSPC+ version 13.0, a statistical package copyrighted by SPSS, Inc.

The confidence level associated with samples of this type is such that, with a question where the respondents answer 50% "yes" and 50% "no," 95% of the time the results are within plus or minus 4.9% of the true value, where true value refers to the results obtained if it were possible to interview every possible qualified respondent. The degree of error is reduced when responses have larger (e.g. 60%-40%, 70%-30%, etc.) percentage differences. Conversely, the margin of error is increased somewhat when a subset of the entire 401 responses is analyzed.

In addition to error introduced by sampling variability, there are many other possible sources of bias such as how the question is worded, the question sequence, or individual interviewer techniques. Competitive Edge does everything in its power to minimize these potential sources of bias.

A survey of this type is a good measure of current attitudes that may change over time. This survey should not necessarily serve as an unqualified predictor of events, but as an indicator as to the situation in early September 2005.