

# Appendix B:

## Polls on Health Care Issues

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**H**ealth care has consistently rated as one of the most important issues on the minds of the American public. The list below includes organizations that track public opinion about health care as an issue, and about specific topics within the health care universe.

### **American Association for Public Opinion Research (AAPOR):** [www.aapor.org](http://www.aapor.org)

AAPOR is an association of individuals who share an interest in public opinion and survey research. The group publishes the Public Opinion Quarterly journal. The “For Journalists” section includes tips on understanding and writing about poll results. The “Vox Box” section on the home page offers a scrolling list of polls a variety of topics, which are updated frequently.

### **American National Election Studies:** [www.electionstudies.org](http://www.electionstudies.org)

American National Election Studies produces data to help explain why Americans vote as they do on election day. A collaboration of Stanford University and the University of Michigan.

### **The Commonwealth Fund, Surveys & Data:** [www.commonwealthfund.org/surveys/surveys.htm](http://www.commonwealthfund.org/surveys/surveys.htm)

The Commonwealth Fund tracks trends in health coverage, access and quality, and general policy/practice issues in the U.S. and internationally.

### **Employee Benefit Research Institute, Health Confidence Survey:** [www.ebri.org/surveys/hcs](http://www.ebri.org/surveys/hcs)

Since 1998, the Health Confidence Survey (HCS) has tracked a broad spectrum of health care issues, including Americans’ satisfaction with health care, their confidence in the health care system of today, the future of the health care system and the Medicare program, and their attitudes toward health care reform.

### **Gallup Organization:** [www.gallup.com](http://www.gallup.com)

The Gallup Organization has studied human nature and behavior for more than 70 years. Site contains dozens of health care polls. See “Gallup Poll Analyses.” Access to some polls is free of charge, while access to others requires a registration fee.

### **Harris Interactive:** [www.harrisinteractive.com/harris\\_poll](http://www.harrisinteractive.com/harris_poll)

Harris Interactive® is a worldwide market research and consulting firm best known for The Harris Poll® and for pioneering an internet polling method that produces reliable results. Polls include public perceptions of health care as a national priority, compared with other needs. Click on “News & Events,” then “Harris Poll.”

### **Harvard Opinion Research Program:** [www.hsph.harvard.edu/horp](http://www.hsph.harvard.edu/horp)

The Harvard Research Program has played a key role in 100+ public opinion surveys on health and social policy in the U.S. and 15 other countries. The program specializes in assessing people’s attitudes in relationship to their values, knowledge, and experiences. Researchers have published 120+ articles in four major areas, including and election studies.

### **Kaiser Family Foundation, Health Poll Search:** [www.kaisernetwork.org/health\\_poll/hpoll\\_index.cfm](http://www.kaisernetwork.org/health_poll/hpoll_index.cfm)

Health Poll Search is a searchable archive of public opinion questions on health issues that allows users to know what Americans think about health issues. Health Poll Search is the result of a partnership between the Kaiser Family Foundation and the Roper Center for Public Opinion Research (see below). The archive covers 29 topics and more than 300 subtopics related to public perceptions of HIV/AIDS, reproductive health, health policy and health reform,

Medicare and Medicaid, women's health, the uninsured, minority health, and children's health. Also includes tips on using polling data.

**Kaiser Health Care Poll Report:**

[www.kff.org/healthpollreport/CurrentEdition/index.cfm](http://www.kff.org/healthpollreport/CurrentEdition/index.cfm)

The Kaiser Health Poll Report uses bimonthly Kaiser surveys to track public opinion about health care topics, including health care priorities for the president and Congress; the public's worries about their own ability to access and pay for health care; and public attention to health-related stories in the news.

**Pew Research Center for the People and the Press:** <http://people-press.org/dataarchive>

The Pew Center is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. They are best known for regular national surveys that measure public attentiveness to major news stories, and for their polling that charts trends in values and fundamental political and social attitudes. See “Data Sets” and “FYI Other Polls.”

**The Polling Report:** [www.pollingreport.com](http://www.pollingreport.com)

PollingReport.com is a compilation of polls from organizations such as the Associated Press, CNN, USA Today and Gallup, among others. The website is updated whenever new polls are released. Data are from national probability-sample surveys of the American public. Additional data — including state-by-state presidential, congressional, and gubernatorial polls — plus analyses by leading pollsters, are available to subscribers (fee required). To see how health care ranks among other national priorities, click on “National Priorities” under the “State of the Union” button.

**The Roper Center for Public Opinion Research:** [www.ropercenter.uconn.edu](http://www.ropercenter.uconn.edu)

Founded in 1947, the Roper Center for Public Opinion Research at the University of Connecticut bills itself as the leading educational facility in the field of public opinion. The cen-

ter promotes the “intelligent, responsible and imaginative use of public opinion in addressing the problems faced by Americans and citizens of other nations.” Check “What’s New” under the “Quick Links” button in the left column of the home page.

**Zogby International:** [www.zogby.com](http://www.zogby.com)

Zogby International has been tracking public opinion since 1984 in North America, Latin America, the Middle East, Asia and Europe. Click on the “Search/Help” button to find polls related to a number of health topics.