

Health care has consistently rated among the most important issues to the American public. Republican and Democratic pollsters alike agree that health care will play a significant role in the 2004 elections, as has been true in other elections over the past decade.

The Robert Wood Johnson Foundation (RWJF) Television Health Series develops video news stories and makes them available to local television stations for their newscasts. The stories focus on the pressing health and health care issues facing America and highlight innovative solutions - from community leaders and individuals, health care providers, and partnerships in business, government, education and social services - all aimed at improving health. A dedicated Web site (<http://www.rwjf.org/news/videos.jsp>) offers additional information, links and resources for local viewers.

To sign up to receive RWJF Television Health Series story packages, please contact Marina Carter at 1-877-544-8400.

Polling data and public opinion information are quickly outdated. With that in mind, rather than offering specific polling data or reports, we offer below some sources that provide polls on health care issues.

- **Kaiser Family Foundation:** www.kaisernetwork.org/health_poll/hpoll_index.cfm
An archive of public opinion questions on what Americans think about health issues. The foundation has over 65 years of findings, covering 29 topics and more than 300 subtopics. The site also includes tips on using polling data.
- **Harris Interactive:** 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.
- **The Roper Center for Public Opinion Research:** www.ropercenter.uconn.edu
Founded in 1947, the Roper Center for Public Opinion Research bills itself as the leading educational facility in the field of public opinion. The center promotes the "intelligent, responsible and imaginative use of public opinion in addressing the problems faced by Americans and citizens of other nations." See "What's New" under the "Quick Links" button.
- **The Polling Report:** 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 paid subscribers. To see how health care ranks among other national priorities, click on "National Priorities" under the "State of the Union" button.
- **American Association for Public Opinion Research (AAPOR):** www.aapor.org
AAPOR is an association of about 1,600 individuals who share an interest in public opinion and survey research. The group publishes the Public Opinion Quarterly journal. The "Vox Box" on the website, which is updated frequently, includes polls of interest on a variety of topics, including elections.
- **National Election Studies:** www.umich.edu/%7EEnes
National Election Studies (NES) at the University of Michigan conducts national surveys of the American electorate in presidential and midterm election years, and carries out research and development work through pilot

studies in odd-numbered years. The NES time-series now encompasses 23 biennial election studies spanning five decades. See "Data Archive."

■ **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."

■ **Gallup Organization:** www.gallup.com

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