CSHP

Rutgers Center for State Health Policy

New Jersey Health Care Opinion Poll Technical Report: Questionnaire, Frequency Distributions, and Methodology

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THE STATE UNIVERSITY OF NEW JERSEY
RUTGERS

Acknowledgements

Preface

The New Jersey Health Care Opinion Poll is a project of Rutgers Center for State Health Policy (CSHP), under the leadership of Joel C. Cantor, Sc.D., Center Director and Professor of Public Policy at Rutgers. Cliff Zukin, Ph.D., Professor of Public Policy at the Rutgers Edward J. Bloustein School of Planning and Public Policy, Susan Brownlee, Ph.D., Survey Analyst at CSHP, and Margaret Koller, M.S., CSHP Senior Associate Director, served as co-investigators for this project. The investigators are solely responsible for the poll design, findings, and conclusions.

This Technical Report provides the full poll questionnaire, including the percentage distribution for each poll question. In addition, this Report includes a detailed description of the poll methodology, prepared by Schulman, Ronca & Bucuvalas, Inc. The methodology was developed by the Rutgers investigators in collaboration with the SRBI team.

The New Jersey Health Care Opinion Poll was reviewed and approved by the Rutgers University Institutional Review Board. Questions about the poll should be directed to Susan Brownlee, CSHP Survey Analyst.

Introduction – RDD (landline) Version

(Good morning/afternoon/evening.)   I'm (first and last name) calling on behalf of Rutgers University. Your household has been randomly selected to participate in a survey of New Jersey adults.   It is about important issues facing the state. It is only an opinion survey. There are no right or wrong answers.

In order to be sure that we represent the opinions of all age groups, I need to speak to the youngest male, who is at least 18 years of age, who is at home now.

(IF NO MALES PRESENT SAY: Thank you, then I'd like to speak to the youngest female, who is at least 18 years of age, and who is at home now.)

[IF RESPONDENT CANNOT PARTICIPATE NOW, ARRANGE CALLBACK APP'T. RECORD THEIR SEX, FIRST NAME, INITIALS, OR POSITION IN HOUSEHOLD.   THIS WILL BE THE ONLY RESPONDENT WHO IS ELIGIBLE FROM THIS HOUSEHOLD.]

[READ ONLY IF NEW RESP. COMES ON THE LINE…]
(Good morning/afternoon/evening.)   I'm (first and last name) calling on behalf of Rutgers University. Your household has been randomly selected to participate in a survey of New Jersey adults. It is about important issues facing the state. It is only an opinion survey. There are no right or wrong answers.

[CONTINUE WITH EVERYONE:]
Your participation in this survey is voluntary. Your identity is confidential and the opinions you give us will only be shown combined with others who participate . The poll should take about 15 minutes.

[F RESPONDENT IS HESITANT READ:]
Your opinions are very important to the success of the project. If you have any questions about this project, you may contact Susan Brownlee, the Principal Investigator, at 732-932-3105.   If you have any questions about the use of human subjects in research, you may contact the Sponsored Programs Administrator at Rutgers, at 732-932-0150 ext 2104. (Would you like me to repeat that information so you can write it down?   Thank you, we'll try again in a few days after you have had a chance to speak with them.)

Introduction 1 – Cell Phone Version

(Good morning/afternoon/evening.)   I'm (first and last name) calling on behalf of Rutgers University. I know I am calling on your cell phone. You have been randomly selected to participate in a telephone survey of New Jersey adults. It is about important issues facing the state. If you qualify for the telephone survey we will pay you $10.00 for completing it. It is only an opinion survey. There are no right or wrong answers.

[IF RESP WILLING TO TALK, PROCEED. ELSE DISPO APPROPRIATELY.]

[If   (Not Eligible) …"Thank you for your time.   We are speaking only with individuals who only have a cell phone, with no landline service."]

Introduction 2 – Cell Phone version
You do qualify for this survey. Your participation in this survey is voluntary.Your identity is confidential and the opinions you give us will only be shown combined with others who participate. The poll should take about 15 minutes.

IF RESPONDENT IS HESITANT READ:
Your opinions are very important to the success of the project. If you have any questions about this project, you may contact Susan Brownlee, the Principal Investigator, at 732-932-3105.   If you have any questions about the use of human subjects in research, you may contact the Sponsored Programs Administrator at Rutgers, at 732-932-0150 ext 2104.   (Would you like me to repeat that information so you can write it down?   Thank you, we'll try again in a few days after you have had a chance to speak with them.)

Q1. (RECORD GENDER BY OBSERVATION)

    48.4 = male
    51.6 = female

Q2. What county do you live in?

    3.8 = Atlantic
  10.6 = Bergen
    4.7 = Burlington
    7.1 = Camden
    1.2 = Cape May
    2.0 = Cumberland
    8.6 = Essex
    3.4 = Gloucester
    7.2 = Hudson
    1.6 = Hunterdon
    4.5 = Mercer
    8.3 = Middlesex
    6.6 = Monmouth
    5.1 = Morris

6.0 = Ocean
5.3 = Passaic
0.8 = Salem
3.0 = Somerset
1.8 = Sussex
7.0 = Union
1.3 = Warren
0 = (VOL) Don't Know
0 = (VOL) Refused
  24 = Respondent NOT a NJ resident *(punch 24 only appears on Cell-phone version)*

(If Q2=22 or 23 TERMINATE "S/O – Q2 DK/REF COUNTY" I'm sorry, but we are only speaking with residents of New Jersey. Thank you for your time. ELSE GO TO instructs before Q96.)

(If Q2=24 TERMINATE "S/O – Q2 NOT a NJ resident" I'm sorry, but we are only speaking with residents of New Jersey. Thank you for your time." ELSE GO TO instructs before Q96.)

(CATI: Only ask Q96 & Q97 after Q2 in RDD version. Keep data location the same for Q96/Q97 in both versions).

(CATI: For RDD version…Evaluate Display Quotas for "Race by Region." If quota already filled, TERMINATE "Q/O – RACE/REGION QUOTA FILLED." Read following closing: "Thank you for your time.   Unfortunately, we are speaking only with individuals from other NJ counties at this time."*)*

Q3. How long have you lived in New Jersey? Your best estimate is fine.
      9.0 = up to 5 years
      8.0 = 6-10 years
     15.0 = 11-20 years
     17.0 = 21-30 years
     17.0 = 31-40 years
     16.0 = 41-50 years
      9.0 = 51-60 years
      9.0 = 61-70 years

Q4. Overall, how would you rate New Jersey as a place to live? Would you say excellent, good, only fair, or poor?

  24.0 = excellent
  47.3 = good
  21.6 = only fair
   6.6 = poor
   0.4 = (VOL) Don't Know
   0.1 = (VOL) Refused

Next, I'm going to read you a list of things that some people worry about and others do not.

(Randomize Q7 through Q14.)

Q7. How worried are you about your income not keeping up with rising prices? Are you very worried, somewhat worried, not too worried, or not at all worried?

    39.2 = very worried
    35.5 = somewhat worried
    12.8 = not too worried
    12.5 = not at all worried
      0 = (VOL) Don't Know
      0 = (VOL) Refused

Q8. How worried are you about being able to afford the health care services you need? (IF NEEDED: Are you very worried, somewhat worried, not too worried, or not at all worried?)

    37.2 = very worried
    29.9 = somewhat worried
    15.1 = not too worried
    17.5 = not at all worried
     0.3 = (VOL) Don't Know
      0 = (VOL) Refused

Q9. How worried are you about being the victim of a violent crime? (IF NEEDED: Are you very worried, somewhat worried, not too worried, or not at all worried?)

    16.3 = very worried
    29.8 = somewhat worried
    30.0 = not too worried
    23.3 = not at all worried
     0.5 = (VOL) Don't Know
      0 = (VOL) Refused

Q10. How worried are you about being the victim of a terrorist attack? (IF NEEDED: Are you very worried, somewhat worried, not too worried, or not at all worried?)

    22.1 = very worried
    32.9 = somewhat worried
    23.8 = not too worried
    21.0 = not at all worried
     0.2 = (VOL) Don't Know
      0 = (VOL) Refused

Q12. How worried are you about not being able to pay your rent or mortgage? (IF NEEDED: Are you very worried, somewhat worried, not too worried, or not at all worried?)

    22.6 = very worried
    22.8 = somewhat worried
    19.5 = not too worried
    30.9 = not at all worried
     4.3 = Does NOT pay rent or mortgage
       0 = (VOL) Don't Know
       0 = (VOL) Refused

Q13. How worried are you about losing your job? (IF NEEDED: Are you very worried, somewhat worried, not too worried, or not at all worried?)

    14.5 = very worried
    12.4 = somewhat worried
    18.8 = not too worried
     33.1 = not at all worried
     21.2 = Does NOT currently have a job/Unemployed
       0 = (VOL) Don't Know
       0 = (VOL) Refused

Q14. How worried are you about losing your health insurance coverage? (IF NEEDED: Are you very worried, somewhat worried, not too worried, or not at all worried?)

    28.9 = very worried
    17.9 = somewhat worried
    19.8 = not too worried
    27.6 = not at all worried
     5.8 = NOT currently covered by insurance/Uninsured
       0 = (VOL) Don't Know
       0 = (VOL) Refused

Q45. Which of the following three statements comes closest to expressing your overall view of the healthcare system in New Jersey? (READ LIST)

    12.4 =   On the whole, the healthcare system works pretty well and only minor
              changes are necessary to make it work better, OR
    49.4 =   There are some good things in our health care system, but fundamental
              changes are needed, OR
    33.9 = Our healthcare system has so much wrong with it that we need to   completely
              rebuild it?
     4.3 = (VOL) Don't Know
     0.1 = (VOL) Refused

(If q15=1, ask q16. Else skip to q17.)

Q15. What do you think is the most important **HEALTH CARE** problem for the governor and New Jersey legislature to address? (INTERVIEWER: Only accept ONE answer here. If given more than one response, put 2nd response into next question.)

Q16. Is there another health care problem you think is almost as important for the government of New Jersey to address? (INTERVIEWER: Only accept ONE answer here. If given more than one response, clear for most important.)

34.0 = Uninsured/access/expanding coverage

    18.1 = Coverage for everyone/everyone being insured
    1.6 =   Should have national health plan/federalized healthcare/government funded
    4.2 =   Accessibility to healthcare for poor
    3.4 =   Accessibility to health care for all
    3.0 =   Health insurance for children
    6.9 =   Better insurance coverage

40.2 = Health care cost (including RX)

    13.6 = Affordable healthcare/high cost of health care services
     9.9 = Prescription drug costs/affordable drugs
    10.8 = Affordable insurance
    10.0 = Cost/high cost (unspecified)

10.7 = Health Care for Seniors

     8.8 = Healthcare for seniors
    0.6 =   Medicare (general)
    1.3 =   Medicare drug benefit

15.0 = Other

     0.5 = The government shouldn't be involved in healthcare/socialized medicine
     0.9 = Medical research/for diseases/illness/breakthroughs
     2.8 = Specific diseases
     1.2 = Malpractice/ lawsuits
     0.7 = Long term health care
    0.2 =   Preventive health care/medicine
    7.2 =   All other miscellaneous mentions
    3.1 =   Illegal immigrants straining the healthcare system

7.7 = Quality/Lack of quality healthcare/ Better quality health care

5.7 = Insurance company issues (Net)

       0.2 =   Health insurance/insurance (unspecified)
       4.4 =   Insurance companies have to much control
       1.1 =   HMOs

0.2 = Stem Cell Research

1.1 = Nothing

Next, I'm going to read you a list of specific health care issues facing the state. For each one, please tell me how important it will be for New Jersey's government leaders to address this year.

(Randomize Q17 through Q22)

How important will it be for New Jersey's government leaders to address…*(INSERT ITEM)*…this year? Will it be…(Read List ONLY AS NEEDED)?

   Q17. The cost of health care and health insurance.

       57.2 = extremely important
       34.7 = very important
        6.5 = somewhat important
        1.3 = not important
        0.4 = (VOL) Don't Know
          0 = (VOL) Refused

   Q18. Doctors and hospitals making mistakes in patient care.

       44.9 = extremely important
       33.7 = very important
       15.0 = somewhat important
        5.0 = not important
        1.6 = (VOL) Don't Know
          0 = (VOL) Refused

   Q19. Prescription drug benefits for seniors.

       49.3 = extremely important
       38.8 = very important
        8.6 = somewhat important
        2.6 = not important
        0.5 = (VOL) Don't Know
        0.2 = (VOL) Refused

Q20. The number of **New Jerseyans** without health insurance.

       50.0 = extremely important
       34.7 = very important
       11.4 = somewhat important
         2.6 = not important
         1.2 = (VOL) Don't Know
           0 = (VOL) Refused

Please tell me whether you favor or oppose the following ideas for New Jersey:

(Randomize Q23 through Q27)

How do you feel about…*(insert item)*? Would you favor or oppose this?

Q23. Putting fluoride in drinking water to prevent dental problems in children.

      65.5 = favor
      26.5 = oppose
        7.7= (VOL) Don't Know
        0.3 = (VOL) Refused

Q24. Permitting needle exchange to reduce risk of disease among users of street drugs.

      53.8 = favor
      38.4 = oppose
        7.8 = (VOL) Don't Know
          0 = (VOL) Refused

Q25. Raising taxes on tobacco products.

      69.3 = favor
      27.6 = oppose
        3.1 = (VOL) Don't Know
          0 = (VOL) Refused

Q26. Providing state funding for embryonic stem cell research.

      67.9 = favor
      23.0 = oppose
        8.9 = (VOL) Don't Know
        0.2 = (VOL) Refused

Q27. Banning unhealthy trans-fats in restaurants.

        62.0 = favor
        31.1 = oppose
         6.8 = (VOL) Don't Know
         0.1 = (VOL) Refused

Q28. Now, I'd like to ask about your health. Would you say your health is excellent, very good, good, fair, or poor?

        84.6 = excellent/very good/good
        14.9 = fair/poor
         0.4 = (VOL) Don't Know
         0.1 = (VOL) Refused

Q30. How many different prescription drugs do you take on a daily basis, if any?

        51.5 = None
        26.3 = 1 or 2 Prescriptions
        21.2 = 3 or more Prescriptions
         0.3 = (VOL) Don't know
         0.6 = (VOL) Refused

Q31. In the past year have you or your family had great difficulty affording the cost of prescription drugs, or has this not been a problem?

        25.3 = yes, had difficulty
        74.5 = no difficulty
         0.2 = (VOL) Don't Know
           0 = (VOL) Refused

Q33. In the past year have you or your family had great difficulty affording the cost of hospitals, doctors, or other health care, or has this not been a problem?

        28.2 = yes, had difficulty
        70.8 = not a problem
         0.8 = (VOL) Don't Know
         0.1 = (VOL) Refused

Now, I'm going to read you a list of things related to your health care that some people worry about and others do not.

(Randomize Q35 through Q41)

Q35. How worried are you about having to pay more for your health care or health insurance? Are you very worried, somewhat worried, not too worried, or not at all worried?

        54.6 = very worried
        27.7 = somewhat worried
         7.9 = not too worried
         9.4 = not at all worried
         0.3 = (VOL) Don't Know
           0 = (VOL) Refused

Q36. How worried are you about the quality of health care services you receive getting worse? (IF NEEDED: Are you very worried, somewhat worried, not too worried, or not at all worried?)

        37.3 = very worried
        35.4 = somewhat worried
        13.2 = not too worried
        13.9 = not at all worried
         0.2 = (VOL) Don't Know
           0 = (VOL) Refused

Q37. How worried are you about being able to afford the prescription drugs you need? (IF NEEDED: Are you very worried, somewhat worried, not too worried, or not at all worried?)

        29.9 = very worried
        30.8 = somewhat worried
        15.2 = not too worried
        23.9 = not at all worried
         0.1 = (VOL) Don't Know
         0.1 = (VOL) Refused

Q38. How worried are you about your ability to see top-quality medical specialists? (IF NEEDED: Are you very worried, somewhat worried, not too worried, or not at all worried?)

        30.1 = very worried
        30.1 = somewhat worried
        17.2 = not too worried
        22.2 = not at all worried
         0.4 = (VOL) Don't Know
           0 = (VOL) Refused

(If Q13<>5, ask Q39. Else go to Q40.)

Q39. How worried are you about having to stay in your current job instead of taking a new job for fear of losing health benefits? (IF NEEDED: Are you very worried, somewhat worried, not too worried, or not at all worried?)

        22.5 = very worried
        13.1 = somewhat worried
        13.8 = not too worried
        25.0 = not at all worried
         3.6 = No job/Not currently employed
         0.7 = (VOL) Don't Know
         0.2 = (VOL) Refused

Q40. How worried are you about the ability of hospitals in your area to deal effectively with a major disease outbreak, a terrorist attack or a natural disaster? (IF NEEDED: Are you very worried, somewhat worried, not too worried, or not at all worried?)

        42.9 = very worried
        33.9 = somewhat worried
        13.5 = not too worried
         8.1 = not at all worried
         1.6 = (VOL) Don't Know
           0 = (VOL) Refused

Q41. How worried are you about hospitals closing in your area? (IF NEEDED: Are you very worried, somewhat worried, not too worried, or not at all worried?)

        31.5 = very worried
        18.2 = somewhat worried
        19.2 = not too worried
        30.5 = not at all worried
         0.5 = (VOL) Don't Know
         0.1 = (VOL) Refused

Q46. Which of these do you think is more important…(READ LIST)?

        (Rotate codes 1 and 2)
        60.0 = Reducing health care costs - or -
        37.3 = Increasing the number of people in New Jersey who have health insurance?
         2.0 = (VOL) Don't Know
         0.7 = (VOL) Refused

Q47. Which of these do you think is more important…(READ LIST)?

     (Rotate codes 1 and 2)
     61.7 = Providing health care coverage for all people in New Jersey, even if it means raising taxes   - or -
     30.8 = Holding down taxes, even if it means some people in New Jersey do not have health care coverage?
      6.9 = (VOL) Don't Know
      0.6 = (VOL) Refused

Q48. Which would you prefer…(READ LIST)?

     (Rotate codes 1 and 2)
     30.7 = The current health insurance system in the United States, in which most people get their health insurance from private employers, but some people have no insurance   - or -
     62.4 = A universal health insurance program, in which everyone is covered under a program like Medicare that's run by the government and financed by taxpayers
      6.1= (VOL) Don't Know
      0.8 = (VOL) Refused

How much responsibility do / does…*(insert item)*…have when it comes to paying for the cost to cover the uninsured? (READ LIST IF NEEDED)

Q49.   The federal government.

     43.1 = a great deal
     37.7 = some
     13.1 = just a little
      3.1 = None
      2.9 = (VOL) All Equal or Don't Know
       0 = (VOL) Refused

Q50.   The state government

     36.9 = a great deal
     46.0 = some
     11.8 = just a little
      2.5 = None
      2.7 = (VOL) All Equal or Don't Know
       0 = (VOL) Refused

Q52.   Those businesses not now paying to cover their workers

        47.9 = a great deal
        33.1 = some
        12.0 = just a little
         4.0 = (VOL) None
         2.7 = (VOL) All Equal or Don't Know
         0.2 = (VOL) Refused

Q53.   People who are uninsured

        34.7 = a great deal
        35.9 = some
        19.6 = just a little
         5.7 = None
         3.3 = (Vol) All Equal or Don't Know
         0.8 = (VOL) Refused

(If (Q49=1 and (Q50=2 or 3 or 4)) OR (Q49=2 and (Q50 = 3 or 4)), ask Q54. Else go to Q55.)

Q54. If the federal government doesn't act to cover more of the uninsured, should the   STATE government play a large role or not in paying for it?

        9.4 = yes, state should play a large role
        5.1 = no
        0.9 = (VOL) Don't Know
          0 = (VOL) Refused

Q55. Have you heard or read anything about a new law in Massachusetts that requires everyone to have health insurance and provides help for people who can't afford it?

        21.4 = yes
        78.1 = no
         0.5 = (VOL) Don't Know
           0 = (VOL) Refused

Q57. How much have you heard or read about the health care reform proposals currently being discussed in New Jersey? Would you say a great deal, some, only a little, or nothing at all?

         5.4 = a great deal
        20.9 = some
        30.1 = only a little
        43.3 = nothing at all
         0.2 = (VOL) Don't know
           0 = (VOL) Refused

Q58. Would you favor or oppose the New Jersey government requiring <u>large businesses</u> that do not currently provide health insurance to their workers to pay a portion of their health coverage costs?

      88.2 = favor
      10.6 = oppose
       1.1= (VOL) Don't Know
       0.1 = (VOL) Refused

(If Q58=1 or 3, ask Q59. Else go to Q60.)

Q59. Would you favor or oppose this if it meant that these businesses would have to cut some jobs to pay for other workers' health insurance?

      38.5 = favor
      45.3 = oppose
       4.9 = (VOL) Don't Know
       0.6 = (VOL) Refused

Q60. Do you favor or oppose expanding New Jersey's programs such as Medi<u>caid</u> or NJFamilyCare to provide health coverage for more low-income people?

      82.5 = favor
      14.1 = oppose
       3.2 = (VOL) Don't Know
       0.1 = (VOL) Refused

(If Q60=1 or 3, ask Q61. Else go to Q62.)

Q61 Would you favor or oppose this if it meant higher taxes?

      52.6 = favor
      29.6 = oppose
       3.3 = (VOL) Don't Know
       0.2 = (VOL) Refused

Q62. To achieve universal health coverage, one proposal would require that everyone have health insurance, the way all drivers are required to have automobile insurance. People with higher incomes who do not have coverage would be required to buy insurance, and the government would help to pay for insurance for those who can't afford it.

Would you favor or oppose such a plan *for New Jersey*?

(If Needed, Probe: Is that strongly (favor/oppose) or somewhat (favor/oppose)?)

> 36.2 = strongly favor
> 37.4 = somewhat favor
> 11.9 = somewhat oppose
> 11.3 = strongly oppose
> 2.9 = (VOL) Don't Know
> 0.2 = (VOL) Refused

Q63. One way to provide more affordable coverage is for the state of New Jersey to create a <u>new plan</u>. This state plan would offer the same benefits as most employers; with a network of doctors and hospitals to choose from.

Would you favor or such a plan for New Jersey? (IF NECESSARY: People could still get coverage through their job.)

> 85.4 = favor
> 10.2 = oppose
> 4.2 = (VOL) Don't Know
> 0.2 = (VOL) Refused

Q64. If it was less costly than a private plan, would you personally consider or not consider signing up for a state-sponsored plan?

> 73.0 = consider
> 21.1 = not consider
> 5.5 = (VOL) Don't Know
> 0.4 = (VOL) Refused

Q65. Another way for the state of New Jersey to make coverage more affordable is to use tax dollars to help low-income people pay for private health insurance. Would you favor or oppose this approach?

> 61.8 = favor
> 33.9 = oppose
> 4.2 = (VOL) Don't Know
> 0.2 = (VOL) Refused

Q66. Which idea do you think would be better for New Jersey…(READ LIST)?

> *(Rotate codes 1 and 2)*
> 73.4 = creating a low cost plan run by the state - or -
> 20.7 = using tax dollars to help low-income people purchase insurance?
> 4.8 = (VOL) Don't Know
> 1.2 = (VOL) Refused

Q67. Another way to make coverage more affordable is called a high-deductible plan, in which the amount of money you have to pay before insurance coverage begins is $1000 for an individual, or $2000 for a family. Would you favor or oppose high-deductible plans for New Jersey?

> 40.6 = favor
> 53.1 = oppose
> 6.0 = (VOL) Don't Know
> 0.3 = (VOL) Refused

Q68. If it was less costly than a standard private plan, would you personally consider or not consider signing up for a high-deductible plan?

> 51.0 = consider
> 45.1 = not consider
> 3.8 = (VOL) Don't Know
> 0.1 = (VOL) Refused

(For Q69, set up Display Quota…50% of interviews get "$15,000" read-in, 50% get "$50,000" read-in.)

Q69. In another plan, the state would use tax dollars to help pay the expenses of insured people who have medical costs over *($15,000/$50,000)* in a year, and insurance companies would be required to lower the premiums they charge. Would you favor or oppose this plan for New Jersey?

> 72.4 = favor
> 20.7 = oppose
> 6.8 = (VOL) Don't Know
> 0.1 = (VOL) Refused

(RANDOMIZE Q70 through Q73)

Do you think health insurance companies should or should not be permitted to charge higher premiums for… *(Insert item)*?

Q70. People who are overweight?

    28.3 = should be permitted to charge more
    65.5 = should NOT be permitted
     6.0 = (VOL) Don't Know
     0.2 = (VOL) Refused

Q71. People who smoke cigarettes?

    65.1 = should be permitted to charge more
    32.7 = should NOT be permitted
     1.8 = (VOL) Don't Know
     0.3 = (VOL) Refused

Q72. People with expensive medical conditions?

    15.0 = should be permitted to charge more
    81.3 = should NOT be permitted
     3.4 = (VOL) Don't Know
     0.3 = (VOL) Refused

Q73. Older people?

     9.5 = should be permitted to charge more
    89.3 = should NOT be permitted
     1.2 = (VOL) Don't Know
     0.1 = (VOL) Refused

Q74. Do you think that insurance companies should or should not be permitted to charge people who buy their own insurance more than they charge small businesses for the same coverage under a group plan? (IF NECESSARY: Small businesses of less than or equal to 50 employees.)

    13.8 = should be permitted to charge more
    80.5 = should NOT be permitted
     5.2 = (VOL) Don't Know
     0.5 = (VOL) Refused

Q75. Would you be willing or not willing to pay higher taxes so that everyone in New Jersey has health insurance they can't lose, no matter what?

    57.0 = yes, willing to pay higher taxes
    38.7 = not willing
     3.9 = (VOL) Don't Know
     0.4 = (VOL) Refused

(If Q75=1 or 3, ask Q76. Else go to Q78.)

Q76. Would you be willing or not willing to pay an additional **$500** a year in taxes so that everyone in New Jersey has health insurance they can't lose, no matter what?

        47.9 = yes, willing to pay $500
         9.2 = not willing
         3.4 = (VOL) Don't Know
         0.4 = (VOL) Refused

Q78. Do you have some form of health insurance or health care coverage, or not?

        85.7 = yes, have insurance
        13.7 = no insurance
         0.5 = (VOL) Don't Know
         0.2 = (VOL) Refused

(If Q78=1, ask Q79. Else go to instructs before Q85.)

Q79. Are you mainly covered by Medicare, Medicaid, NJ FamilyCare, or do you have insurance through a job or other private insurance?

 (IF NEEDED: Medicare is the government health insurance program for people 65 and over. Medicaid is the government health insurance program for low-income families.)

(If Q79= 5, ask Q80. Else go to instructs before Q85.)

Q80. Is that coverage provided by a current or former job?

(NOTE: If provided through current or former job, a union plan or through spouse's job, record as "yes.")

(If Q79=5 and Q80=2, ask Q82. Else go to instructs before Q85.)

Q82. Is that coverage provided through the government?

(If Q78=2, ask Q85. Else go to instructs before Q88.)

        13.1 = Medicare
         4.8 = Medicaid or NJ Family Care
        55.0 = Insurance through job
        11.8 = Other private insurance
         0.9 = (VOL) Don't Know
           0 = (VOL) Refused

Q85. What's the main reason you do not currently have health insurance?
 (DO NOT READ)

        0.1 = Can't get it/Refused due to poor health, illness, or age
        4.4 = Too expensive
        1.5 = Don't need it
        0.1 = Don't know how to get it
        3.1 = Employer doesn't offer it
        1.4 = Not eligible for employer coverage
        0.7 = Other, specify _____
        1.2 = Unemployed
        0.9 = Illegal immigrant
        0.3 = (VOL) Don't Know
          0 = (VOL) Refused

(If Q78=1, ask Q88. Else go to instructs before Q91.)

Q88. During the last 12 months, since *(read-in "May" or "June" based on interview month)*
2006, did you have health insurance all the time, or was there a time during the year when you
did not have any health coverage?

        78.5 = yes, covered all the time
          6.7 = uninsured for some time
          0.1 = (VOL) Don't Know
          0.3 = (VOL) Refused

Q89. How would you rate your overall health insurance coverage? Would you say it is excellent,
good, not so good or poor?

        74.0 = excellent/good
        10.2 = not so good/poor
        14.3 = uninsured
          1.5 = (VOL) Don't Know
            0 = (VOL) Refused

(If Q78=1, ask Q91. Else go to instructs before RW1.)

Q91. Does it seem to you that your costs for health insurance premiums have been going up
        lately, holding steady or going down?

        (IF UP: Have they been going up a lot, or somewhat?)

        52.1 = going up a lot/going up somewhat
        27.1 = holding steady/going down
          5.7 = (VOL) Don't Know
          0.7 = (VOL) Refused

Q92. And have your deductible and co-pay expenses been going up lately, holding steady or going down?
(PROBE IF NEEDED: This is what you have to pay for medical services above and beyond what insurance covers.)

(IF UP: Have they been going up a lot, or somewhat?)

40.4 = going up a lot/going up somewhat
39.7 = holding steady/going down
 4.4 = (VOL) Don't Know
 1.1 = (VOL) Refused

Weighting Questions

(Ask RW1 through RW7 in RDD version only. Else go to instructs before CW1.)
This last set of questions helps us group like respondents together.

RW1. Do you have more than one telephone number in your household at which you or anyone else in the household NORMALLY answers in-coming phone calls?

[IF "NO," ENTER "1"…IF "YES," ASK:] How many? Please do NOT include lines used almost exclusively for modems, faxes, home security system, beepers, pagers or cell phones.
                71.1=1
                 5.0=2
                 0.4=3
                 0.2=4
                 0.1=5
                 0.1 = (VOL) Don't Know
                 0.5 = (VOL) Refused

RW2. How many adults, 18 years or older, who live in your household receive calls at this number?

                11.9 =1
                39.0 =2
                14.0 =3
                 9.6 =4
                 1.6 =5
                 0.4 =6
                 0.1= 7
                 0.3= 9
                 0.3 = (VOL) Refused
                 0 = (VOL) Don't Know

RW3. At any time during the past twelve months has your household been without any telephone service (i.e. - working telephone number) for a week or longer?

> 3.8 = yes
> 73.2= no
> 0.2 = (VOL) Don't Know
> 0.1 = (VOL) Refused

(Ask CW1 through CW3 for Cell Phone version only. Else go to q93.)

CW1. Do other adults, aged 18 or older, in your household receive calls or regularly ANSWER your cell phone?

> 5.0 = Yes, others answer or receive calls
> 17.6 = No, Just me
> 0.1 = (VOL) Refused
> 0 = (VOL) Don't Know

(If CW1=1, ask CW2. Else go to CW3.)

CW2. How many OTHER adults, 18 years of age or older, receive calls or answer that cell phone?

> 0.1 =0
> 3.0 =1
> 1.0 =2
> 0.7 =3
> 0.2 =4
> 0 = (VOL) Don't Know
> 0 = (VOL) Refused

CW3. How many cell phones do you use regularly, or is it just this one?

> 20.1 =1
> 1.8 =2
> 0.5 =3
> 0.3 =4
> 0.1 = (VOL) Refused
> 0 = (VOL) Don't Know

Demographics and other

Q93. What is your age?

      19.3=18-29
      40.6=30-49
      22.8=50-64
      16.2=65+
      1.2= (VOL)Refused
        0= (VOL)Don't Know

Q94. What is your marital status? Are you married, living with a partner, single and never married, widowed, divorced, or separated?

      60.3 = married/living with a partner
      24.3 = single/never married
      6.7 = widowed
      8.1 = divorced/separated
      0.7 = (VOL) Refused
        0 = (VOL) Don't Know

Q95. What is the highest grade or level of school that you have completed?

      40.1 = High school or less
      26.6 = College or Vocational School
      20.3 = College degree
      12.5 = Graduate/professional
        0.5 = (VOL) Refused
          0 = (VOL) Don't Know

(CATI: Only ask Q96 & Q97 after Q95 in Cell Phone version. Keep data location the same for Q96/Q97 in both versions).

Q96. In order to ensure that we represent the opinions of all ethnic groups....are you of Spanish, Hispanic, or Latino origin or descent?

(PROBE FOR REFUSALS: I understand that these questions may be sensitive. We are asking these questions to help understand different health care problems and needs people have.)

Q97. What is your race? (DO NOT READ LIST)

(If Needed: This is only to ensure that we represent the opinions of all ethnic groups....)
62.7 = White non -Hispanic
11.5 = Black non - Hispanic
18.5 = Hispanic
 6.2 = Other
 1.1 = (VOL) Refused
    0 = (VOL) Don't know

Q98. Including yourself, how many adults age 19 or older live in your household?

17.4 = 1 adult
51.1 = 2 adults
31.1 = 3-7 adults
 0.6 = (VOL) Refused
    0 = (VOL) Don't know

Q99. Have many children under age 19 live in your household?

55.7 = no children
43.8 = 1 or more children
31.1 = 3-7 adults
 0.5 = (VOL) Refused
    0 = (VOL) Don't know

(If q101<>2, ask Q103. Else go to Q104.)

Q103. Is everyone in your household a US citizen?

(INTERVIEWER: If some HH members ARE citizens, but others are not, code this as "no.")

87.6 = yes, all are citizens of U.S.
12.0 = at least one is non-citizen
0 = (VOL) Don't Know
.4 = (VOL) Refused

Q105. Are you NOW self-employed, working full-time for an employer, working part-time for an employer, are you retired, or are you not employed for pay?

10.1 = self-employed
45.9 = working full-time for an employer
13.1 = working part-time for an employer
16.5 = retired
13.7 = not employed for pay
    0 = (VOL) Don't Know
 0.5 = (VOL) Refused

Is anyone in your household … *(INSERT ITEM)*?

Q107. A member of a union?

> 25.8 = yes, union member
> 72.7 = no
>   0.9 = (VOL) Don't Know
>   0.6 = (VOL) Refused

Q108. A business owner?

> 15.2 = yes, business owner
> 84.2 = no
>   0 = (VOL) Don't Know
>   0.6 = (VOL) Refused

Q109. Does anyone in your household work in healthcare?

> 15.9 = yes, works in healthcare
> 83.5 = no
>   0.1 = (VOL) Don't Know
>   0.6 = (VOL) Refused

(If Q111=1, ask Q111a. Else go to instructs before Q111b.)

> Q111a. Was it… (READ LIST)?

(If Q111=2, ask Q111b. Else go to Q112.)

> Q111b. Was it… (READ LIST)?

> > 22.5 = less than $35K
> > 37.2 = $35K to $70K
> > 40.3 = $75K or higher
> > 0 = (VOL) Don't Know
> > 0 = (VOL) Refused

Thank you very much for your time. Have a wonderful evening!

August 30, 2007

To: Susan Brownlee; Joel Cantor
Fr: Jamie Munjack; Al Ronca

RE: Methodology Statement for "New Jersey Health Care Opinion Poll"

The purpose of the "New Jersey Health Care Opinion Poll" was to engage residents from the state of New Jersey in order to evaluate their opinions as to the various health care plans that are currently being developed and discussed by and among New Jersey policymakers. The study was developed by and conducted on behalf of Rutgers, The State University of New Jersey, Center for State Health Policy (CSHP).

The project itself was designed with 2 major versions:
1. An RDD version, which had an overall quota of N=804 interviews and was conducted with adult residents of New Jersey on their non-cell phone, household telephone. There were additional sub-quotas for this version, which are outlined in Appendix A.
2. A Cell Phone Only version, which had an overall quota of N=300 interviews and was conducted among New Jersey residents who use their Cell Phones as their only phone. There were no additional sub-quotas for this version. To qualify as a "Cell Phone Only" respondent, one (1) of the following criteria must have been met:
   - The respondent uses his/her Cell Phone exclusively and does NOT also have a traditional landline phone in the home; or
   - The respondent mainly uses his/her Cell Phone, meaning he/she also has a traditional landline phone in the home, however, he/she indicates that it is "Somewhat Unlikely" or "Very Unlikely" to be answered if it rings and he/she is able to answer it.

The survey instrument incorporated health poll questions from several recent national surveys, as well as questions uniquely developed by CSHP for this particular project. Respondents from both the RDD and Cell Phone Only versions were administered the same survey, however, each version did contain several questions that were unique to only that version. These questions were used for the purpose of screening for the qualified respondent in the household, as well as household inventory questions which would later be used to help conduct the weighting of the data for each version. In addition, the survey was translated in Spanish in order to allow for survey administration with those households that only speak or prefer to speak Spanish. The CATI survey for each version was programmed so that the interviewer could easily "switch" between administering the survey with the English text or Spanish text by simply entering in a specific command.

The overall average survey length was **21 minutes:**
- **RDD Version =** 20.2 minutes
- **Cell Phone Only Version =** 22.8 minutes

For the "RDD Version," a cross-sectional state sample was drawn proportionate to the known household population of all 21 New Jersey counties. The selected sample was then assembled into replicates of 100 records each whereby each replicate contained the correct proportion of sample from each county as compared to the overall state population (see Appendix A "County Sub-Quotas (RDD version)" for percentage of sample within each replicate from each county). This helps to ensure that completed interviews are obtained proportionally from each of the 21 counties. To further ensure this, rigid sub-quotas by county were implemented so that the overall quota was made up of completed interviews from each county in the correct proportion (see Appendix A for "County Sub-Quotas (RDD

version)"). Lastly, in order to ensure that a racial balance was properly maintained, additional sub-quotas were set-up so that each of the 5 regions of New Jersey received completed interviews from NO LESS THAN 75% of the expected proportion for each race within each region (see Appendix B for "Race by Region Sub-Quotas (RDD version)").

For the "Cell Phone Only Version," SRBI purchased targeted sample of known cell phone numbers from Survey Sampling Incorporated (SSI). In particular, cell phone numbers that were designated to the state of New Jersey were selected, and were further assembled into replicates so as to match the geographic coverage of the state proportionate to the population of the targeted sample. No additional sub-quotas were implemented for this version. Any demographic variations were to be corrected during the data weighting process.

In order to help ensure that the collected interviews were sufficiently representative of state's population by age and gender, the initial household screener for the "RDD Version" asked to speak with the "Youngest Male" in the household who was 18 years of age or older, and was home at the time of the call. Only if there were no adult males home at the time of the call would we then ask to speak with the "Youngest Female" who was 18 years of age or older, and was home at the time of the call. Once we established contact with an eligible respondent in the household, we would then only call back to speak with that particular respondent if we were unable to conduct the interview. If we were not able to establish contact with an eligible respondent, the subsequent call to that household would require that we re-start the screening process.

For the "Cell Phone Version," there was no need to conduct the type of screening process that was employed in the "RDD Version" being that it is assumed that the owner of the cell phone was the one answering the call. We did, however, ensure that the respondent was not currently in a situation that would prevent them from participating at the time of the call, such as driving. Additionally, willing respondents from this version were offered a $10 incentive as a way of off-setting the charges they would incur, or to off-set the loss of minutes from their monthly allotment. If the respondent did not currently reside in the state of New Jersey, despite having been assigned a New Jersey cell phone number, they were deemed ineligible for the survey.

As part of the project development process, Pre-Tests were conducted in order to:
- Ensure that each respondent was being asked the appropriate questions according to skip patterns;
- Gauge the actual length of the survey and determine if questions need to be deleted in order to reduce the average length;
- Determine if there were any questions that were worded awkwardly or that lacked the clarity necessary for respondents to be able to sufficiently understand what was being asked of them.

There were a total of 3 Pre-Tests that were conducted prior to launching the full project. The dates of each were as follows:
- Pre-Test 1 = 5/17/07
- Pre-Test 2 = 5/22/07
- Pre-Test 3 = 5/30/07

After the last Pre-Test, final modifications were made to the survey. Data collection for the "live" versions then began on 6/1/07 and was completed on 7/9/07. In order to help ensure the highest possible Response Rate, each record was dialed a maximum of 18 times, at which point we ceased dialing if that record had not reached a "terminal" disposition (e.g. – Completed Interview, Non-Working #, Screen-Out, etc). Upon completion of the project, the Final Response Rates for each version were as follows (see Appendix C for complete Final Disposition Reports):

- **"RDD Version"** = 32.25%
- **"Cell Phone Version"** = 32.61%

Upon fulfillment of all quotas and sub-quotas, the collected data was compiled by our Data Processing department. At that point, the verbatim responses to the open-ended questions and "Other (Specify)" categories were evaluated by our Coding team to determine if any of them were to be re-assigned to one of the pre-existing code categories already created for a particular question, or if there were enough unique occurrences of a particular response to warrant the creation of a new code category. After Coding was completed, the "coded" data was sent back to the Data Processing team, where it was assembled into an SPSS data set and checked thoroughly for accuracy and completeness.

The cleaned and coded data was then sent to an SRBI analyst whereby it was used to create the weighting variables that would ultimately be incorporated into the data set. The final, labeled and weighted data set was sent to CSHP on 8/13/07, along with documentation of how each of the weighting variables were created using an SPSS syntax (see Appendix D for "Weighting Variables Syntax").

APPENDIX A

County Sub-Quotas (RDD version)

County	Population	% of Total Population	Target	% of quota
Atlantic	271,015	3.11%	25	3.11%
Bergen	902,561	10.35%	85	10.57%
Burlington	450,743	5.17%	41	5.10%
Camden	518,249	5.94%	48	5.97%
Cape May	99,286	1.14%	9	1.12%
Cumberland	153,252	1.76%	14	1.74%
Essex	791,057	9.07%	74	9.20%
Gloucester	276,910	3.18%	26	3.23%
Hudson	603,521	6.92%	55	6.84%
Hunterdon	130,404	1.50%	12	1.49%
Mercer	366,256	4.20%	34	4.23%
Middlesex	789,516	9.06%	73	9.08%
Monmouth	635,952	7.29%	58	7.21%
Morris	490,593	5.63%	45	5.60%
Ocean	558,341	6.40%	51	6.34%
Passaic	499,060	5.72%	46	5.72%
Salem	66,346	0.76%	6	0.75%
Somerset	319,900	3.67%	29	3.61%
Sussex	153,130	1.76%	14	1.74%
Union	531,457	6.10%	49	6.09%
Warren	110,376	1.27%	10	1.24%
TOTAL	8,717,925	100.00%	804	100.00%

APPENDIX B

Race by Region Sub-Quotas (RDD version)

	Sub-Quota	Population of Region	% of Region Population	Expected # of Completes	Expected % of Region	Min. Completes Needed (75% of Expected)	Actual Completes	Actual % of Region
Region A (Atlantic County, Cape May County, Cumberland County, Salem County)	Non-Hispanic White	395,483	67.04%	36	66.67%	27	41	75.93%
	Non-Hispanic Black	87,714	14.87%	8	14.81%	6	6	11.11%
	Non-Hispanic Other	28,014	4.75%	3	5.56%	2	2	3.70%
	Hispanic	78,688	13.34%	7	12.96%	5	5	9.26%
	TOTAL	**589,899**		**54**	**100.00%**		**54**	**100.00%**
Region B (Camden County, Gloucester County, Burlington County)	Non-Hispanic White	898,525	72.12%	82	71.93%	62	84	73.04%
	Non-Hispanic Black	193,814	15.56%	18	15.79%	14	17	14.78%
	Non-Hispanic Other	63,745	5.12%	6	5.26%	5	7	6.09%
	Hispanic	89,818	7.21%	8	7.02%	6	7	6.09%
	TOTAL	**1,245,902**		**114**	**100.00%**		**115**	**100.00%**
Region C (Middlesex County, Monmouth County, Ocean County)	Non-Hispanic White	1,430,420	72.10%	131	72.38%	98	140	76.92%
	Non-Hispanic Black	136,588	6.89%	12	6.63%	9	14	7.69%
	Non-Hispanic Other	204,587	10.31%	19	10.50%	14	14	7.69%
	Hispanic	212,214	10.70%	19	10.50%	14	14	7.69%
	TOTAL	**1,983,809**		**181**	**100.00%**		**182**	**100.00%**
Region D (Hunterdon County, Mercer County, Morris County, Somerset County, Sussex County, Warren County)	Non-Hispanic White	1,176,041	74.88%	108	75.00%	81	112	77.78%
	Non-Hispanic Black	120,638	7.68%	11	7.64%	8	10	6.94%
	Non-Hispanic Other	128,719	8.20%	12	8.33%	9	9	6.25%
	Hispanic	145,261	9.25%	13	9.03%	10	13	9.03%
	TOTAL	**1,570,659**		**144**	**100.00%**		**144**	**100.00%**
Region E (Bergen County, Essex County, Hudson County, Passaic County, Union County)	Non-Hispanic White	1,609,887	48.38%	149	48.38%	112	181	58.58%
	Non-Hispanic Black	614,139	18.46%	57	18.51%	43	49	15.86%
	Non-Hispanic Other	302,198	9.08%	28	9.09%	21	21	6.80%
	Hispanic	801,432	24.08%	74	24.03%	56	58	18.77%
	TOTAL	**3,327,656**		**308**	**100.00%**		**309**	**100.00%**

Final Sample Disposition Reports

	RDD Version			
		% Dialed #s	% of Good #s	% of Group
TOTAL #s DIALED	7440	100.00%		
Non-Working #s	4739	63.70%		
Good #s	2701	36.30%	100.00%	
Away for Duration/ Health Problems/Language Barrier	210	2.82%	7.77%	
No Answer/Answering Machine/Voice Mail/Busy	315	4.23%	11.66%	
Callback Appointments	280	3.76%	10.37%	
Refusals	423	5.69%	15.66%	
Records Over Max Attempts (Dialed 18+ Times)	602	8.09%	22.29%	
Screen-Outs	9	0.12%	0.33%	100.00%
S/O - DK/Refused County	9	0.12%	0.33%	100.00%
S/O - NOT 18+	0	0.00%	0.00%	0.00%
S/O - NOT Cell Phone Only HH	0	0.00%	0.00%	0.00%
Quota-Outs	58	0.78%	2.15%	100.00%
Overall over Quota	0	0.00%	0.00%	0.00%
County over Quota	36	0.48%	1.33%	62.07%
Race by Region over Quota	22	0.30%	0.81%	37.93%
Completes	**804**	**10.81%**	**29.77%**	

FINAL RESPONSE RATE: **32.25%**

Final Sample Disposition Reports (cont'd)

	Cell Phone Version			
		% Dialed #s	% of Good #s	% of Group
TOTAL #s DIALED	8900	100.00%		
Non-Working #s	2915	32.75%		
Good #s	5985	67.25%	100.00%	
Away for Duration/ Health Problems/Language Barrier	221	2.48%	3.69%	
No Answer/Answering Machine/Voice Mail/Busy	964	10.83%	16.11%	
Callback Appointments	563	6.33%	9.41%	
Refusals	1250	14.04%	20.89%	
Records Over Max Attempts (Dialed 18+ Times)	1035	11.63%	17.29%	
Screen-Outs	1651	18.55%	27.59%	100.00%
S/O - DK/Refused County	26	0.29%	0.43%	1.57%
S/O - NOT a New Jersey Resident	66	0.74%	1.10%	4.00%
S/O - NOT 18+	422	4.74%	7.05%	25.56%
S/O - NOT Cell Phone Only HH	1137	12.78%	19.00%	68.87%
Quota-Outs	1	0.01%	0.02%	0.00%
Overall over Quota	1	0.00%	0.00%	0.00%
County over Quota	0	0.00%	0.00%	0.00%
Race by Region over Quota	0	0.00%	0.00%	0.00%
Completes	**300**	**3.37%**	**5.01%**	

FINAL RESPONSE RATE: **32.61%**

APPENDIX D

Weighting Variables Syntax

```
/*Develop Likelihood of Selection Weights*/
COMPUTE stratum=0.
if (cs3 eq 1) stratum=1.
if (cs4 eq 5) stratum=2.
if (cs4 eq 4) stratum=3.

VALUE LABELS stratum 0 "Landline" 1 "Cell phone only" 2 "Not likely" 3 "Somewhat unlikely".

COMPUTE nland=rw1.
RECODE nland (3 thru 5=2)(11,12=1).

COMPUTE nladult=rw2.
RECODE nladult (4 thru 9=4)(11,12=1).

COMPUTE ncphone=cw3.
RECODE ncphone (3 thru 5=2)(11,12=1).

COMPUTE ncadult=cw1.
RECODE ncadult (2 thru 4=1)(1=0).
if (cw2 eq 0) ncadult=1.
if (cw2 eq 1) ncadult=2.
if (cw2 eq 2) ncadult=3.
if (cw2 eq 3) ncadult=4.
if (cw2 eq 4) ncadult=4.
if (cs2 eq 11) ncadult=1.
if (cs2 eq 12) ncadult=1.
recode ncadult (0=1).

COMPUTE lweight1=nland.
RECODE lweight1 (2=.5).

COMPUTE lweight2=nladult.

COMPUTE lweight3=(lweight1*lweight2).

COMPUTE cweight1=ncphone.
RECODE cweight1 (2=.5).

COMPUTE cweight2=ncadult.

COMPUTE cweight3=(cweight1*cweight2).
EXECUTE.

COMPUTE selectwgt=1.
IF (stratum=0) selectwgt=lweight3.
IF (stratum=1 | stratum=2 | stratum=3) selectwgt=cweight3.
EXECUTE.

WEIGHT BY selectwgt.

/*Calculate weights for the cell phone strata*/
COMPUTE cellwgt=1.
```

IF (stratum=0) cellwgt=0.970342.
IF (stratum=1) cellwgt=1.270685.
IF (stratum=2) cellwgt=1.268777.
IF (stratum=3) cellwgt=0.485171.
EXECUTE.

FREQ cellwgt.

Weighting Variables Syntax (cont'd)

COMPUTE wgt2=cellwgt*selectwgt.
EXECUTE.

WEIGHT BY wgt2.
EXECUTE.

/*Caculcate post-strat weights for sex, age, and educ*/
COMPUTE edcat=q95.
RECODE edcat (1 thru 5=1)(6,7=2)(8 thru 10=3).
value labels edcat 1 "HS Grad or less" 2 "Some college" 3 "College grad" 12 "Refused".

MISSING VALS edcat (12).
EXECUTE.

COMPUTE catage=q93.
RECODE catage (18 thru 24=18)(25 thru 34=25)(35 thru 44=35)(45 thru 54=45)(55 thru 64=55)(65 thru 97=65).

COMPUTE seawgt=1.
IF (q1=1 AND catage=18 AND edcat=1) seawgt=1.360042.
IF (q1=1 AND catage=18 AND edcat=2) seawgt=0.951186.
IF (q1=1 AND catage=18 AND edcat=3) seawgt=0.309058.
IF (q1=1 AND catage=25 AND edcat=1) seawgt=2.003764.
IF (q1=1 AND catage=25 AND edcat=2) seawgt=1.138944.
IF (q1=1 AND catage=25 AND edcat=3) seawgt=1.72289.
IF (q1=1 AND catage=35 AND edcat=1) seawgt=1.88994.
IF (q1=1 AND catage=35 AND edcat=2) seawgt=1.207095.
IF (q1=1 AND catage=35 AND edcat=3) seawgt=1.340587.
IF (q1=1 AND catage=45 AND edcat=1) seawgt=1.209296.
IF (q1=1 AND catage=45 AND edcat=2) seawgt=0.863705.
IF (q1=1 AND catage=45 AND edcat=3) seawgt=0.870587.
IF (q1=1 AND catage=55 AND edcat=1) seawgt=1.089398.
IF (q1=1 AND catage=55 AND edcat=2) seawgt=0.765948.
IF (q1=1 AND catage=55 AND edcat=3) seawgt=0.749963.
IF (q1=1 AND catage=65 AND edcat=1) seawgt=1.506645.
IF (q1=1 AND catage=65 AND edcat=2) seawgt=2.184485.
IF (q1=1 AND catage=65 AND edcat=3) seawgt=0.54231.
IF (q1=2 AND catage=18 AND edcat=1) seawgt=1.277967.
IF (q1=2 AND catage=18 AND edcat=2) seawgt=1.485346.
IF (q1=2 AND catage=18 AND edcat=3) seawgt=0.884671.
IF (q1=2 AND catage=25 AND edcat=1) seawgt=1.932572.
IF (q1=2 AND catage=25 AND edcat=2) seawgt=1.435122.
IF (q1=2 AND catage=25 AND edcat=3) seawgt=0.856186.
IF (q1=2 AND catage=35 AND edcat=1) seawgt=1.118042.
IF (q1=2 AND catage=35 AND edcat=2) seawgt=1.153354.
IF (q1=2 AND catage=35 AND edcat=3) seawgt=0.62473.
IF (q1=2 AND catage=45 AND edcat=1) seawgt=0.926682.
IF (q1=2 AND catage=45 AND edcat=2) seawgt=0.968399.
IF (q1=2 AND catage=45 AND edcat=3) seawgt=0.452701.
IF (q1=2 AND catage=55 AND edcat=1) seawgt=1.073969.
IF (q1=2 AND catage=55 AND edcat=2) seawgt=0.600117.
IF (q1=2 AND catage=55 AND edcat=3) seawgt=0.71145.

IF (q1=2 AND catage=65 AND edcat=1) seawgt=1.523247.
IF (q1=2 AND catage=65 AND edcat=2) seawgt=0.548676.
IF (q1=2 AND catage=65 AND edcat=3) seawgt=0.806475.
EXECUTE.

WEIGHT BY seawgt.

COMPUTE finwgt=wgt2*(seawgt*3592.9462719).
EXECUTE.

WEIGHT BY finwgt.

4101 – NJ Health Care Opinion Poll – Weighting Methodology

Likelihood of Selection Weighting

To compute the likelihood of selection weights, respondents were asked about the telephones, landline and cell phones, which they answered in their house. Respondents were also asked how many adults received calls on a given landline and/or cell phone. Using this information, the likelihood of selection weights can be calculated for any given household arrangement.

First, each respondent was asked how many landlines they had in their home. If the respondent had two or more landlines in their residence, their probability of selection was computed as 0.5. This variable is shown in the data as *lweight1*. Second, the respondent was asked how many adults receive calls on a given landline number. The number of adults was recorded and the variable is shown as *lweight2*.

These two variables, *lweight1* and *lweight2*, were then combined to produce the probability of selection of an adult given the number of landlines in the house and the number of adults who receive calls on each landline. This variable is *lweight3,* and is applied to only those respondents in the landline stratum.

This same procedure was used for calculating the likelihood of selection for the cell phone sample. The final weight for the cell phone strata is *cweight3*. The sample was then divided into 4 strata and an overall weight, *selectwgt,* was applied to each strata, depending on whether the stratum represented landlines or cell phones.

Cell Phone Weighting

The cell phone sample was combined with the landline sample using three strata. These strata represent the following groups:

    1a. Respondents selected from the landline sample
    1b. Respondents selected from the cell phone sample who reported they have a landline in their household but are somewhat unlikely to answer it
    2. Respondents selected from the cell phone sample and reported that they do not have a landline in their household
    3. Respondents selected from the cell phone sample who reported they have a landline in their household but are not at all likely to answer it

The first group is the Landline Strata, however respondents from subgroup **1b** were given a weight of half those of subgroup **1a** (landline sample) to account for the probability that these respondents would appear in a RDD survey conducted with only landlines.

In order to develop weights for each of these strata, we began with the projected percentage of cell phone only households in the Northeast region of the United States, which was the most specific geography we could draw the information from. Looking at the years 2004 through 2006 we calculated the percentage of people who are cell phone only households within the

region. The latest data on cell phone incidence were taken from the 2006 National Health Interview Survey (NHIS):

Incidence of Cell Phone Only Households in the Northeast Region

Year	% Cell phone only	% increase
Jul – Dec 2004	2.9	N/A
Jul – Dec 2005	4.7	62.07
Jul – Dec 2006	8.6	82.98
Projected Jul 2007	14.8*	72.52**

* Percentage obtained by averaging the two previous increases and applying it to the Jul – Dec 2006 incidence of cell phone only households
** Average of the two previous increases [(62.07+82.98)/2=72.52].

Once the population incidence for cell phone only households was obtained we then estimated the population incidence for those the cell phones and landlines in their household but who were not at all likely to answer their landline phone if it rang. The population estimate was based on the data from the NJ Health Poll, since there are not any population figures with this information. This was obtained using the following formula:

$$\frac{\%\,CellOnly}{\%\,CellLand} = \frac{\%\,CellOnlyPopulation}{\%\,CellLandPopulation}$$

$$\frac{17.84}{4.62} = \frac{14.80}{X}$$

$17.84X=68.376$

$X=3.83274$

Once the population incidence of those cell phones and landlines was obtained, the estimates were added together to get 18.6. This left 81.4% in the landline stratum, for the population. However, for weighting purposes we needed to include those with Cell and Landline who were somewhat unlikely to answer their landline phone within this strata using a weight which was half that of those selected from the Landline Sample. In order to do this we weighted the cell phone only sample and the Cell+Landline Sample to calculate the N of these groups once the data was weighted:

Stratum	N	Data	Population	wgt	wgt*N
Cell phone only	197	17.84%	14.80%	0.82940	163
CP - Not at all likely	51	4.62%	3.80%	0.82259	41
TOTAL	**248**				**205**

The resulting total was then subtracted from the entire sample: 1104-205=899.

This left us with 899 respondents in the landline strata. However, in order to calculate the weights for this stratum, 52 cases from Group 1b had to receive exactly half the weight the 804 cases from Group 1a. To solve for this the equation:

$$\frac{804}{804 + (52 * 0.5)} = \frac{X}{899}$$

$$\frac{804}{830} = \frac{X}{899}$$

$830X=722796.$

$X=871$

Once the weighted N was arrived at, the weight itself could be calculated by dividing the weighted N by the unweighted N:

$871/804=1.08333.$

This weight was then slightly adjusted to account for rounding. Finally, both groups 1a and 1b were weighted, with Group 1b receiving exactly half the weight assigned to Group 1a. The final weighted data add successfully to 899 for the landline stratum. The summation of these weights is listed below:

Stratum	Sample	% Sample	% Population	Weight	Wgt*N
Landline	804	72.83%	78.85%	1.08272	871
CP-Somewhat Unlikely	52	4.71%	2.55%	0.54136	29
Cell phone only	197	17.84%	14.80%	0.82940	163
CP - Not at all likely	51	4.62%	3.80%	0.82259	42
TOTAL	**1104**	**100.00%**	**100.00%**		**1104**

Demographic Weighting

Once the cell phone weight was finalized this was multiplied by the likelihood weight and the dataset was weighted by the combined weight (wgt2). The post-stratification weighting scheme involved weighting the data by sex age and education. Population estimates for the state of New Jersey from the 2006 CPS were used as the target estimate. The estimates were produced in a three-way cross tabulation of the selected demographics.

The categories for the three variables were:

Sex: Male, Female
Age: 18-24, 25-34, 35-44, 45-54, 55-64, 65 or over
Education: High school diploma or less, Some college, College graduate

A three-way cross tabulation of age, sex, and education was run on the weighted data (wgt2). These estimates were then compared to the population estimates and weights were calculated using the following equation:

% Population
% Sample

The demographic weights (seawgt) were then added to the dataset. Finally the demographics weights were multiplied by the combined weight (wgt2) in order to produce the final weight for the data (finwgt).