



Rutgers Center for
State Health Policy

*Institute for Health, Health Care Policy
and Aging Research*

New Jersey Health Care Opinion Poll

Views on Health Care and the Need for Reform in New Jersey

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American Cancer Society

Cancer Control Leadership Meeting

Eastern Division

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Purpose of the New Jersey Health Care Opinion Poll

To assess Garden State residents' views on...

- The state of health care in New Jersey
- Need for policy reform
- Support for specific reforms



How the Poll Was Conducted

- Designed to represent the New Jersey adult population
- June 1 through July 9, 2007
- English and Spanish
- Total of 1,104 interviews
 - 804 landline
 - 300 cell phone
- Margin of error +/- 3%

Interviews conducted by Schulman, Ronca, & Bucuvalas, Inc. (SRBI)
Detailed technical report at www.cshp.rutgers.edu

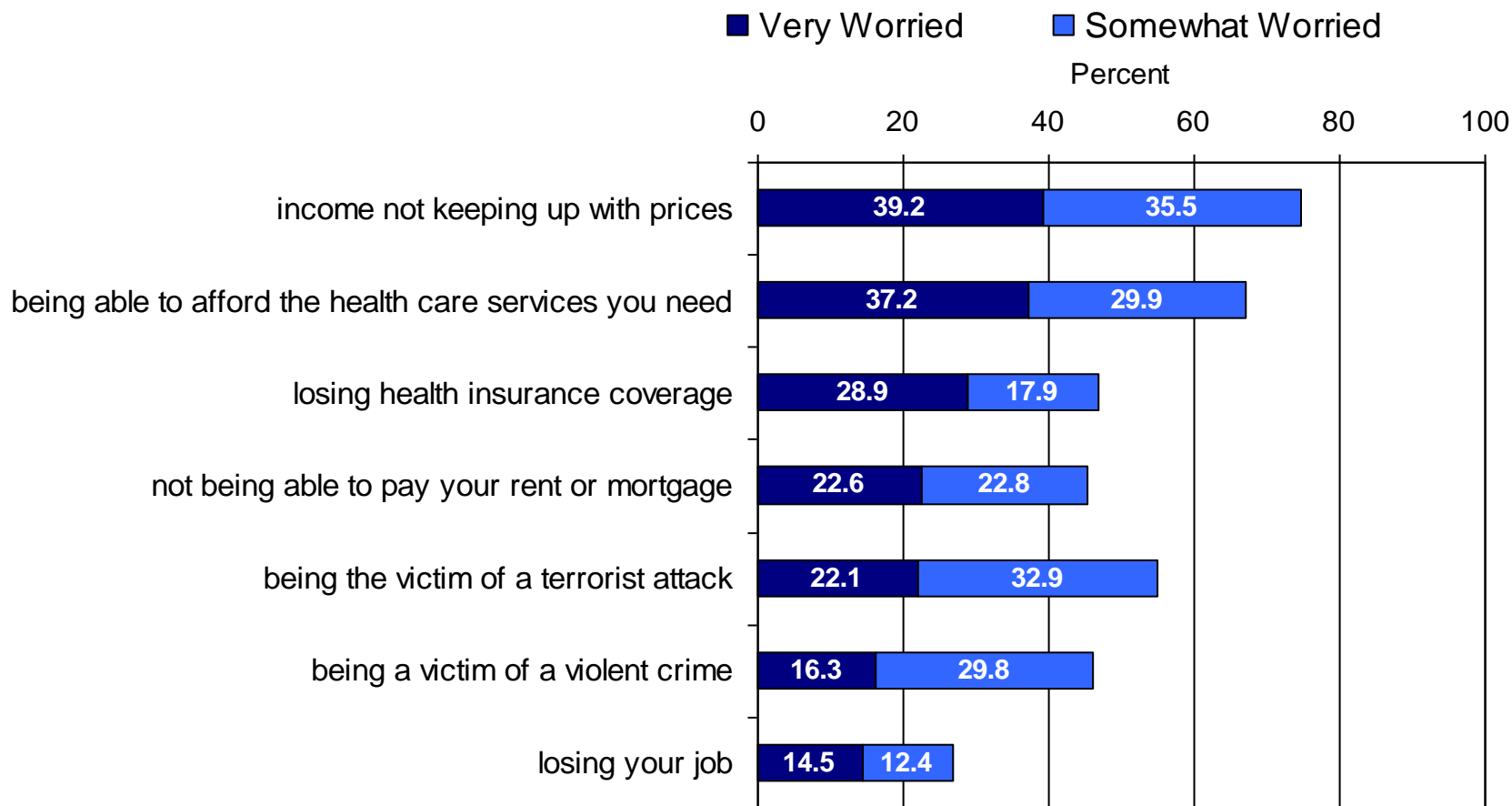


Concerns and Problems



Concerns About Major Issues

How worried are you about ...

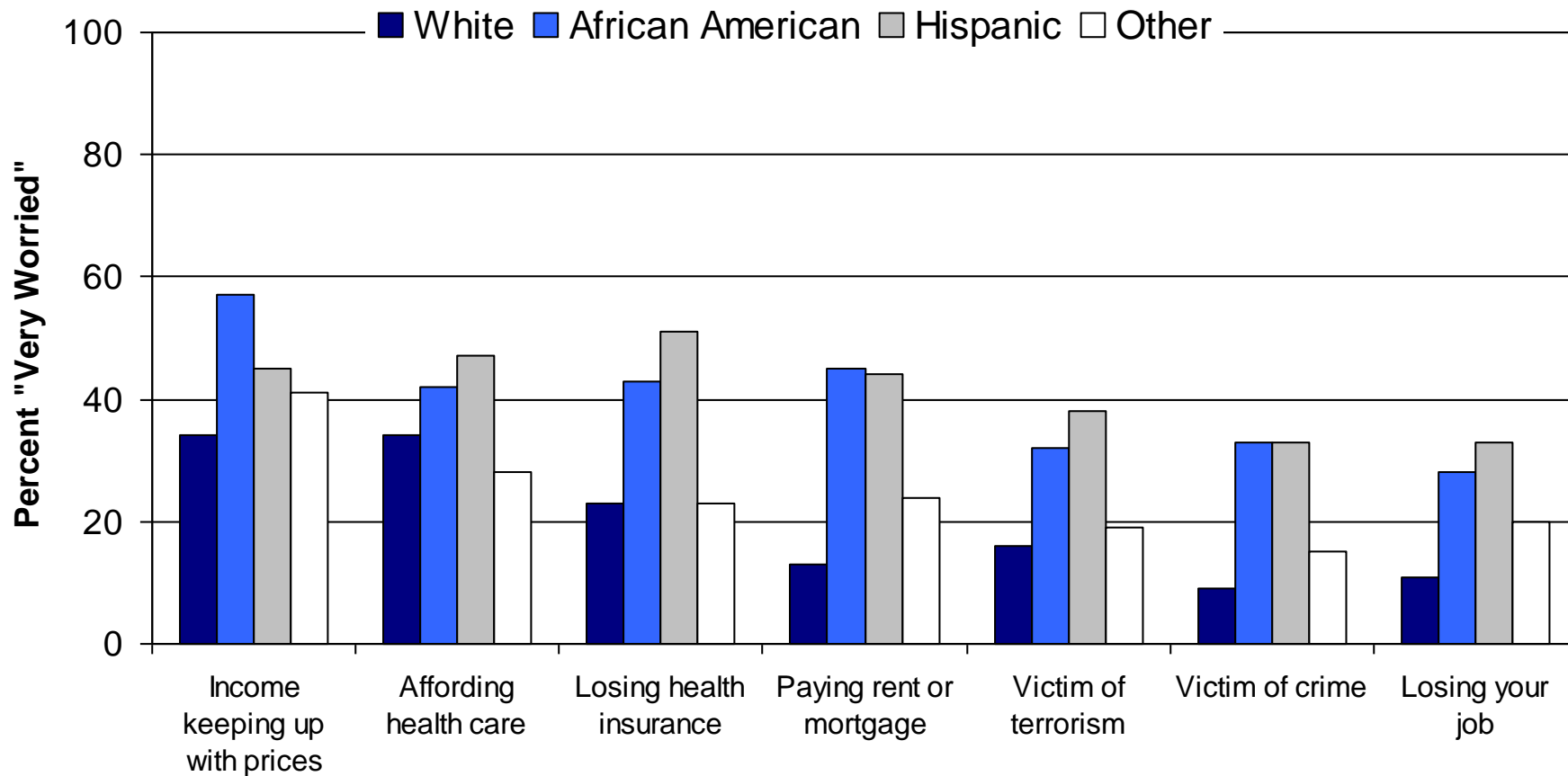


Note: "Not too worried", "Not at all worried", "Don't know", non-applicable, and refused responses not shown

Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll (conducted June 1 to July 9, 2007)

Concerns about Major Issues Highest among Black & Hispanic Residents

How worried are you about ...



Notes: Response categories are "very worried", "somewhat worried", "not too worried" or "not at all worried".

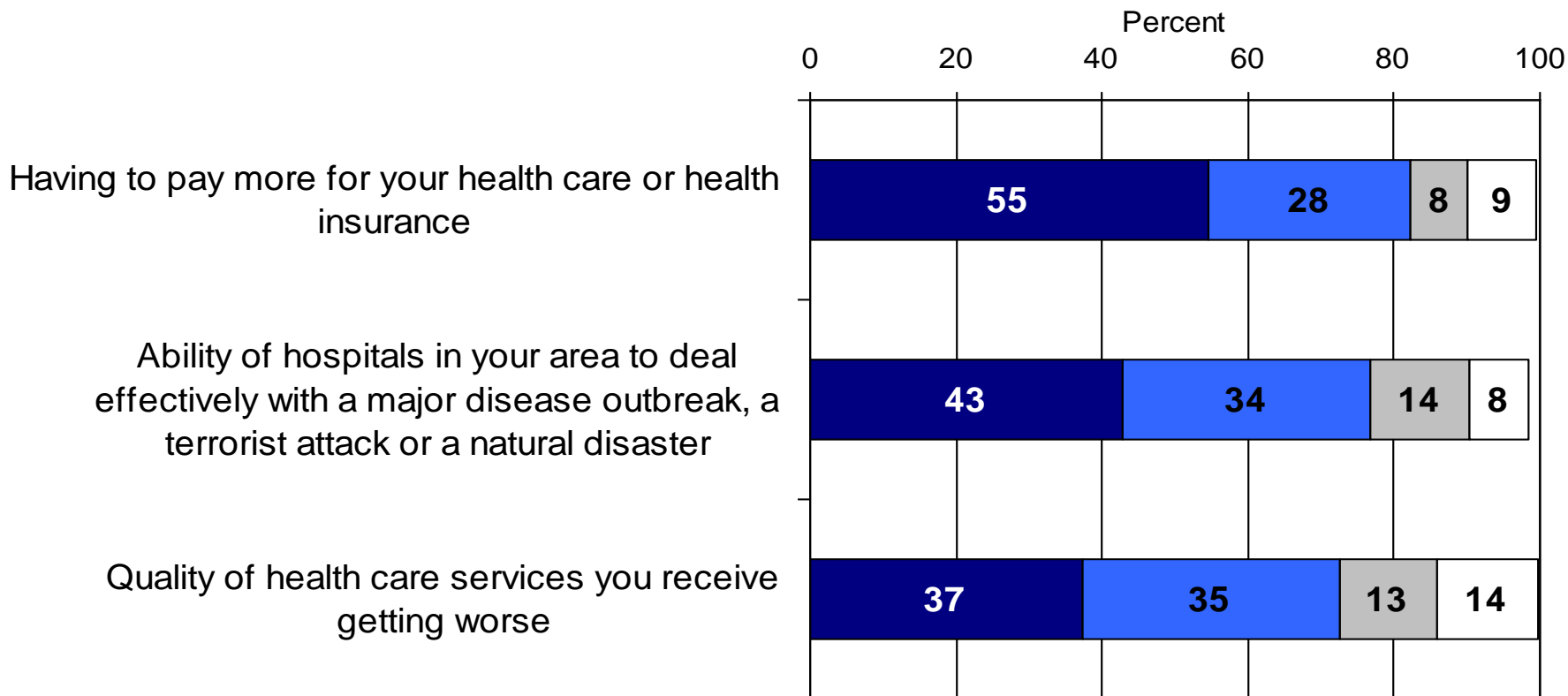
White and African American are non-Hispanic only; Hispanic may be of any race. Question items paraphrased.

Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Specific Health Care Concerns – Top Three

How worried are you about ...

■ Very Worried ■ Somewhat Worried ■ Not Too Worried □ Not at All Worried



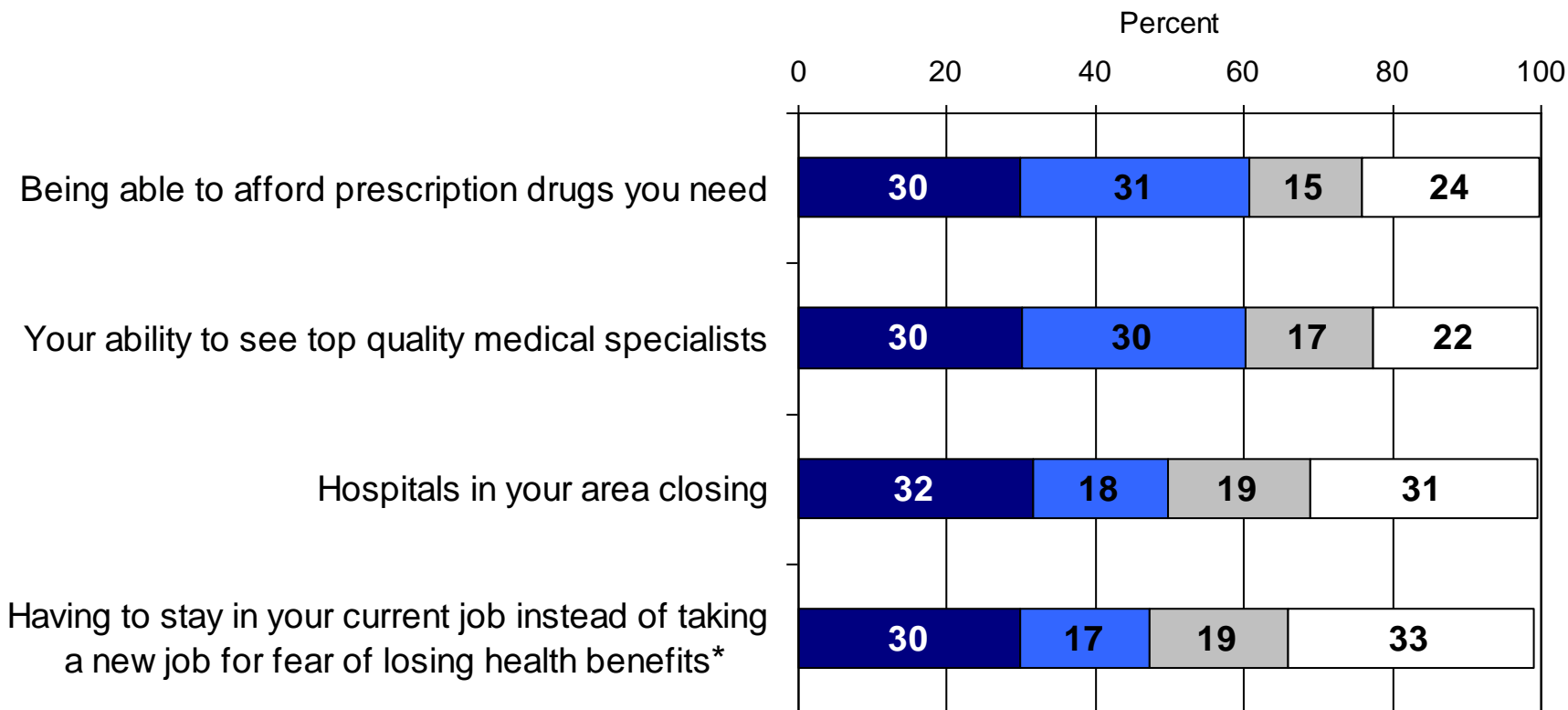
Note: " Don't know" and refused responses not shown

Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Specific Health Care Concerns – Next Four

How worried are you about ...

■ Very Worried
 ■ Somewhat Worried
 ■ Not Too Worried
 ■ Not at All Worried



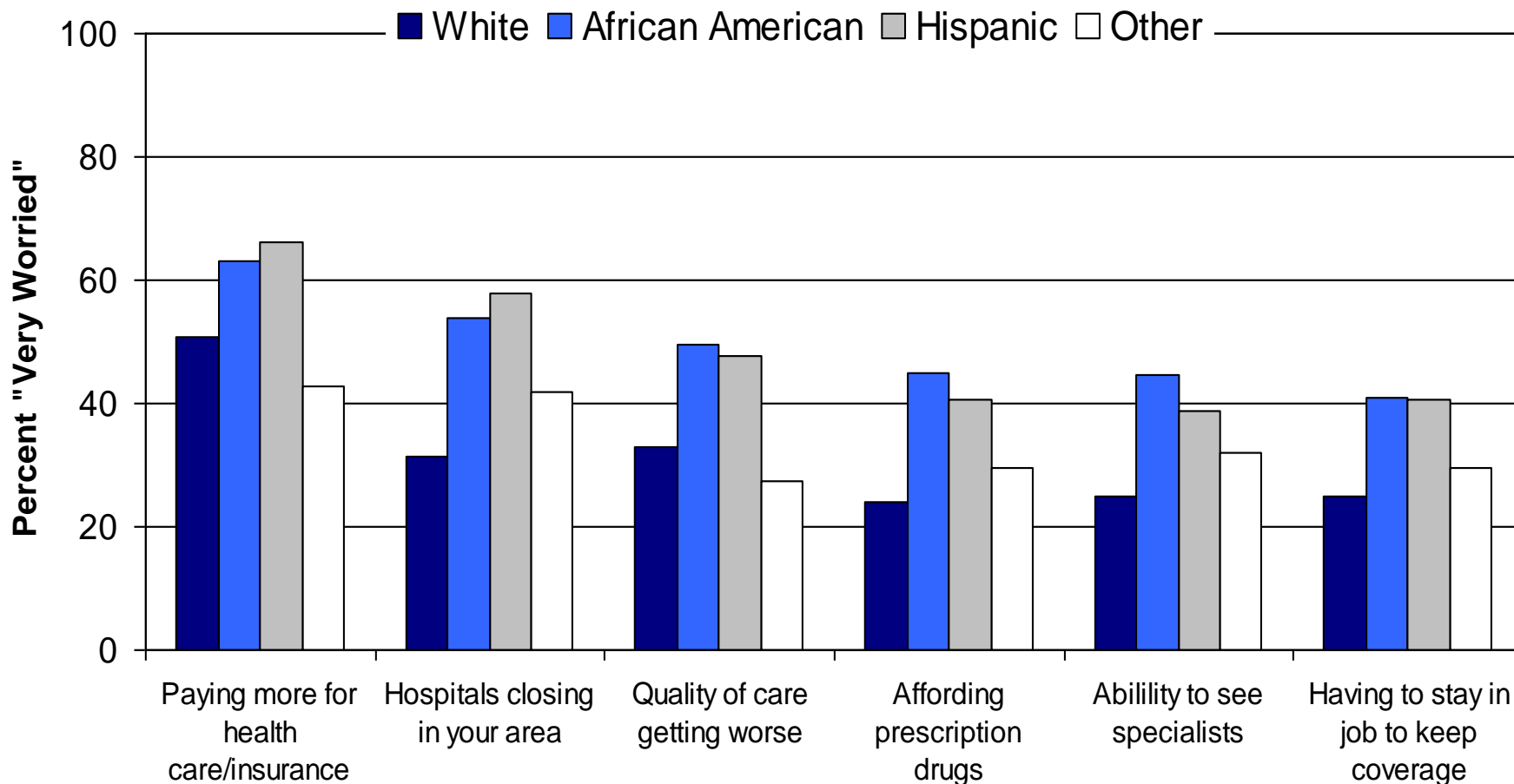
Note: "Don't know", non-applicable, and refused responses not shown

*Base: respondents with jobs (n=830)

Source: Rutgers Center for State Health Policy, New Jersey HealthCare Opinion Poll, 2007

Specific Health Care Worries also Higher among Minority Residents

How worried are you about ...



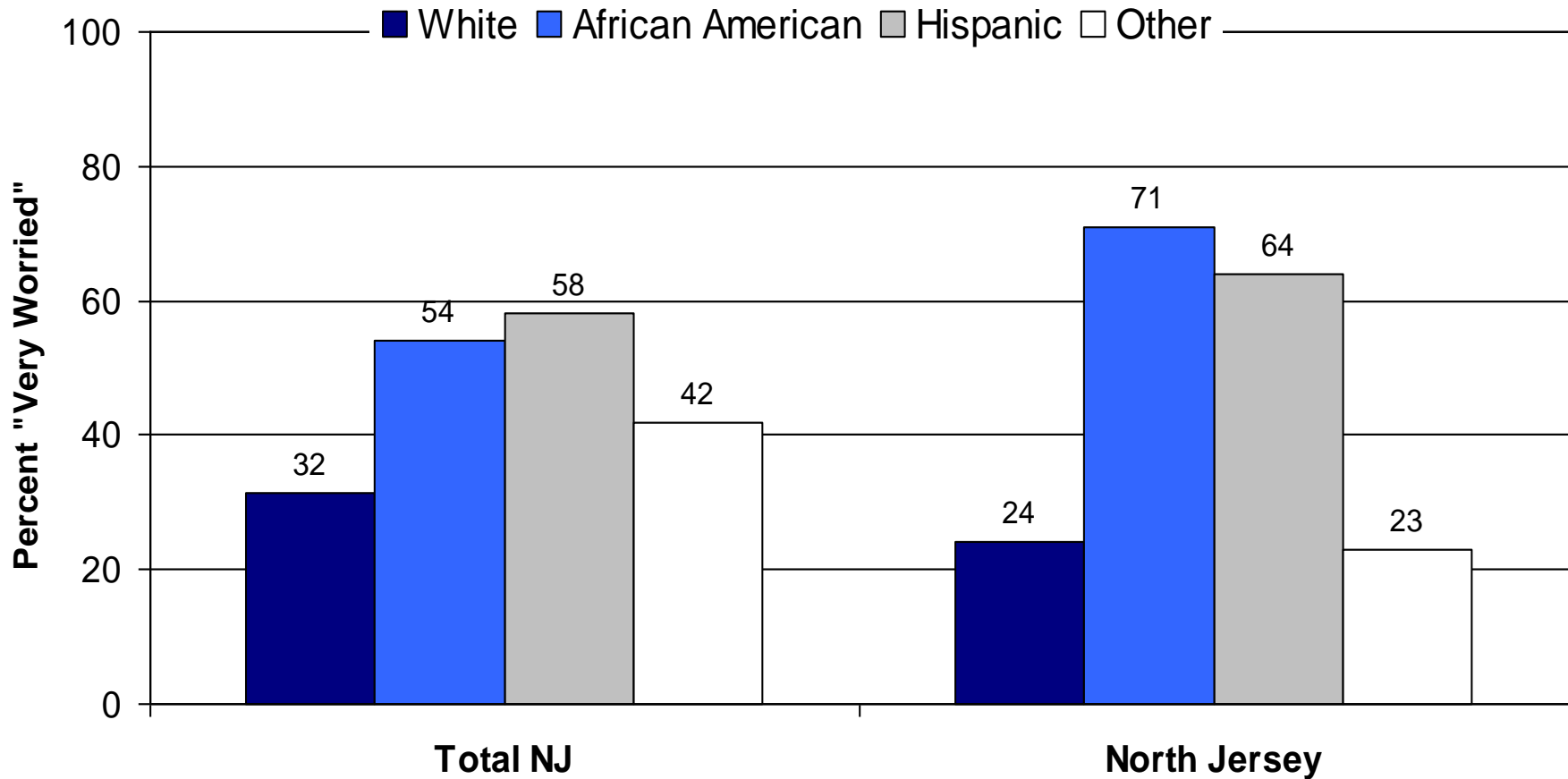
Notes: Response categories are "very worried", "somewhat worried", "not too worried" or "not at all worried".

White and African American are non-Hispanic only; Hispanic may be of any race. Question items paraphrased.

Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Large Racial/Ethnic Divide in Worry about Hospitals Closing in Northern New Jersey

How worried are you about hospitals closing in your area?



Notes: Response categories are "very worried", "somewhat worried", "not too worried" or "not at all worried".

White and African American are non-Hispanic only; Hispanic may be of any race.

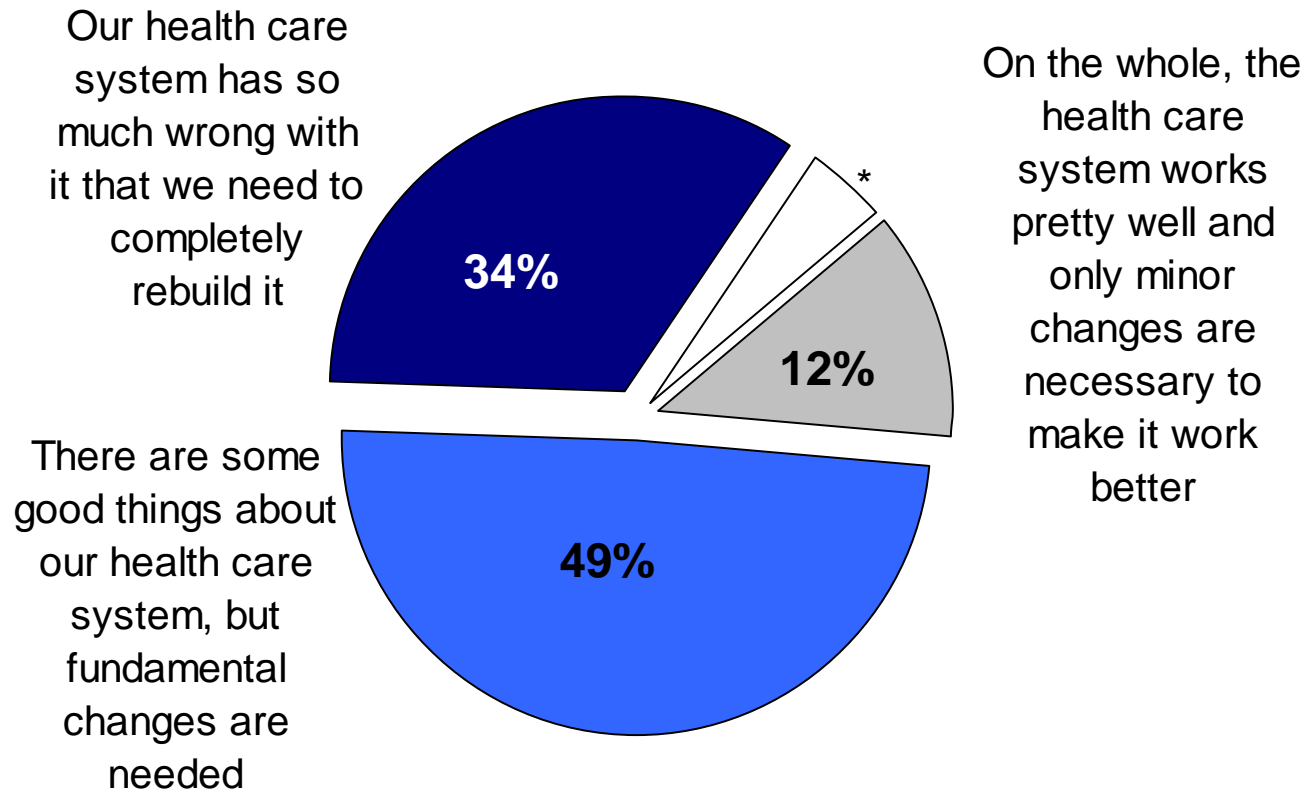
Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Need for Reform



Need for Reform

Which of the following three statements comes closest to expressing your overall view of the health care system in New Jersey?

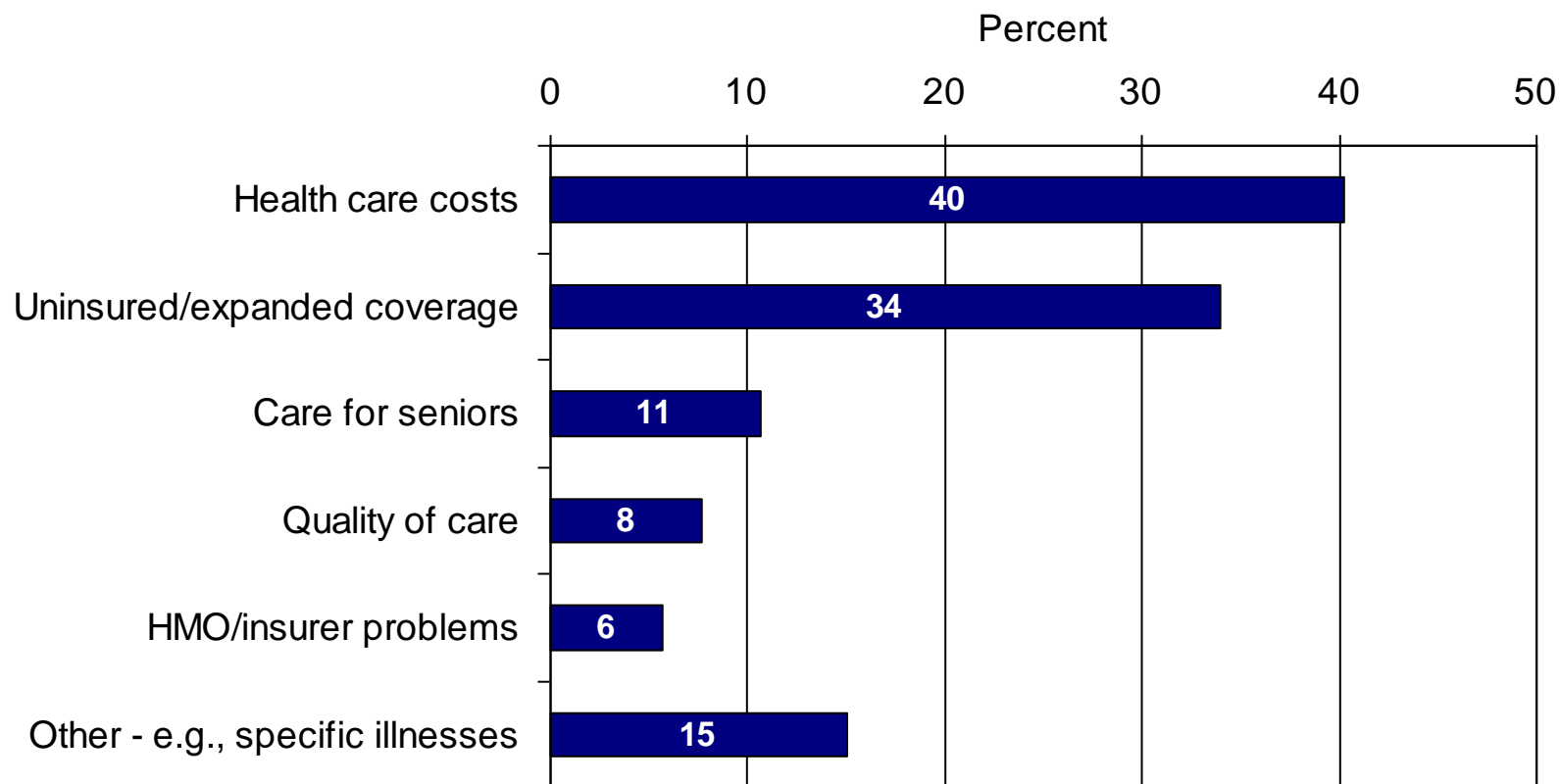


* "Don't Know" and refused responses

Source: Rutgers Center for State Health Policy, New Jersey Health Opinion Poll, 2007

Priorities for Reform in New Jersey

What do you think is the most important health care problem for the Governor and New Jersey legislature to address?



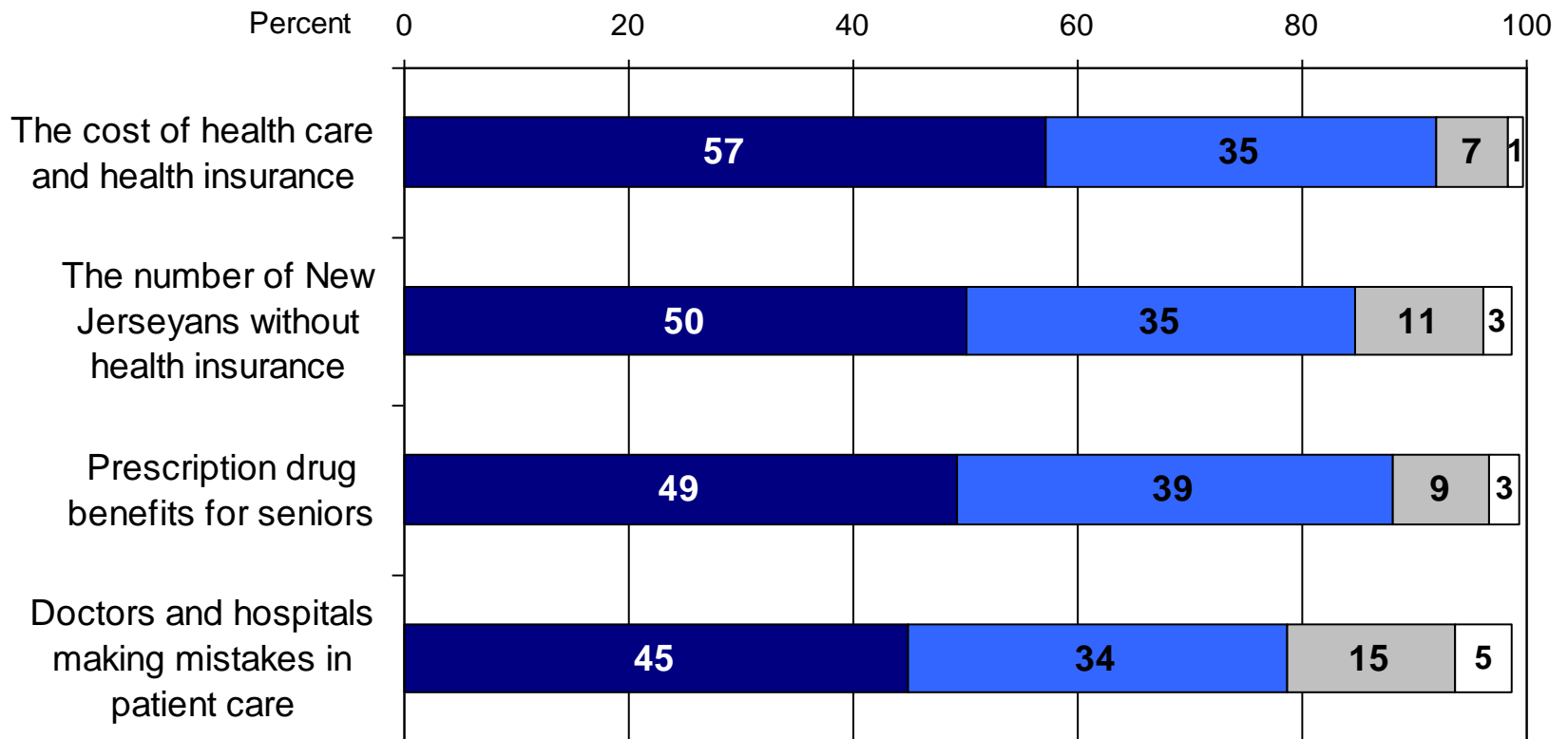
Note: Up to two answers are accepted per respondent. Sums to more than 100% because of multiple responses

Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Support for NJ Government Action This Year

How important will it be for New Jersey's government leaders to address ... this year?

■ Extremely Important ■ Very Important ■ Somewhat Important □ Not Important

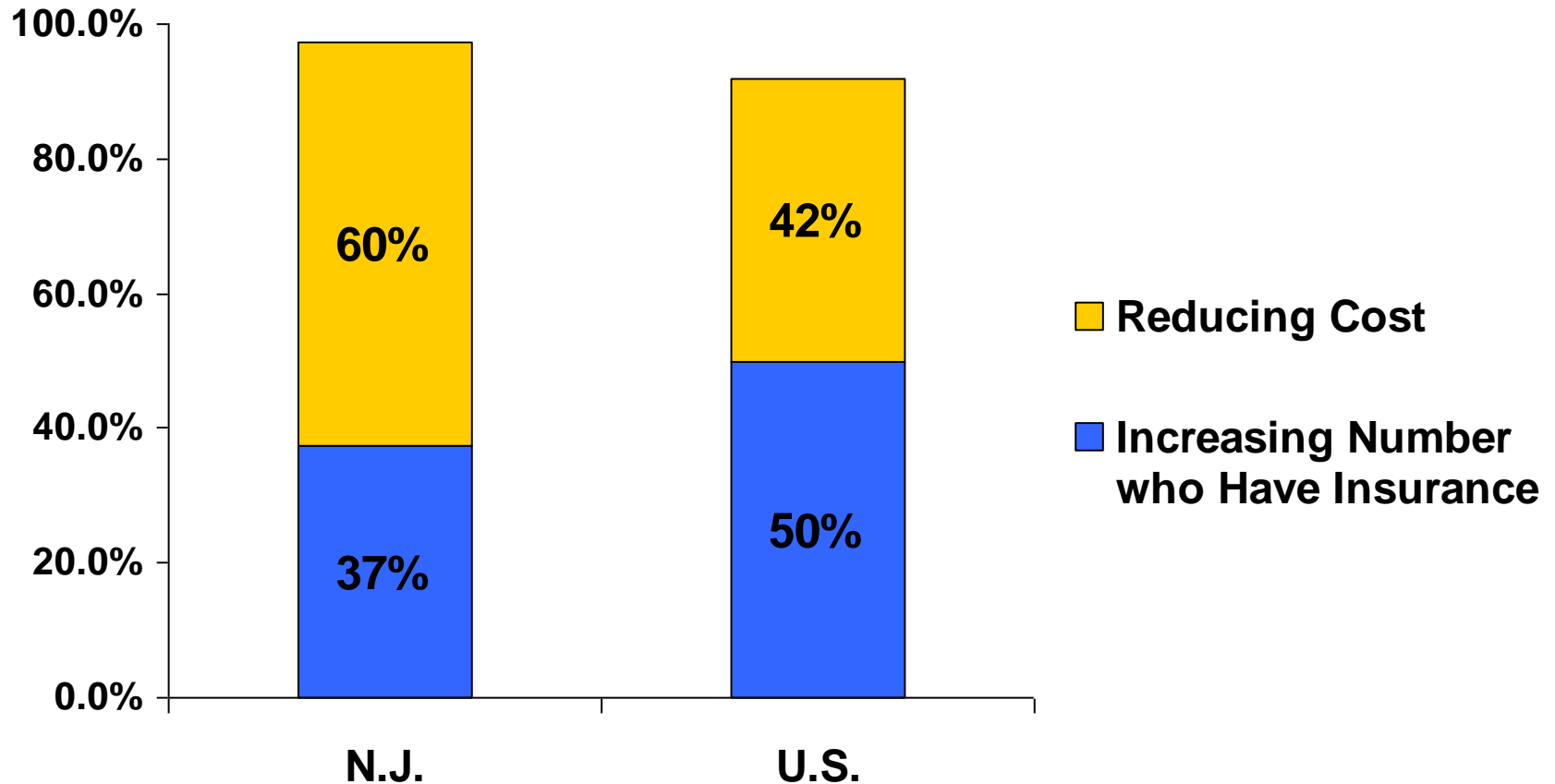


Note: "Don't know" and refused responses not shown

Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Priority for Government Action

Which of these do you think is more important...?



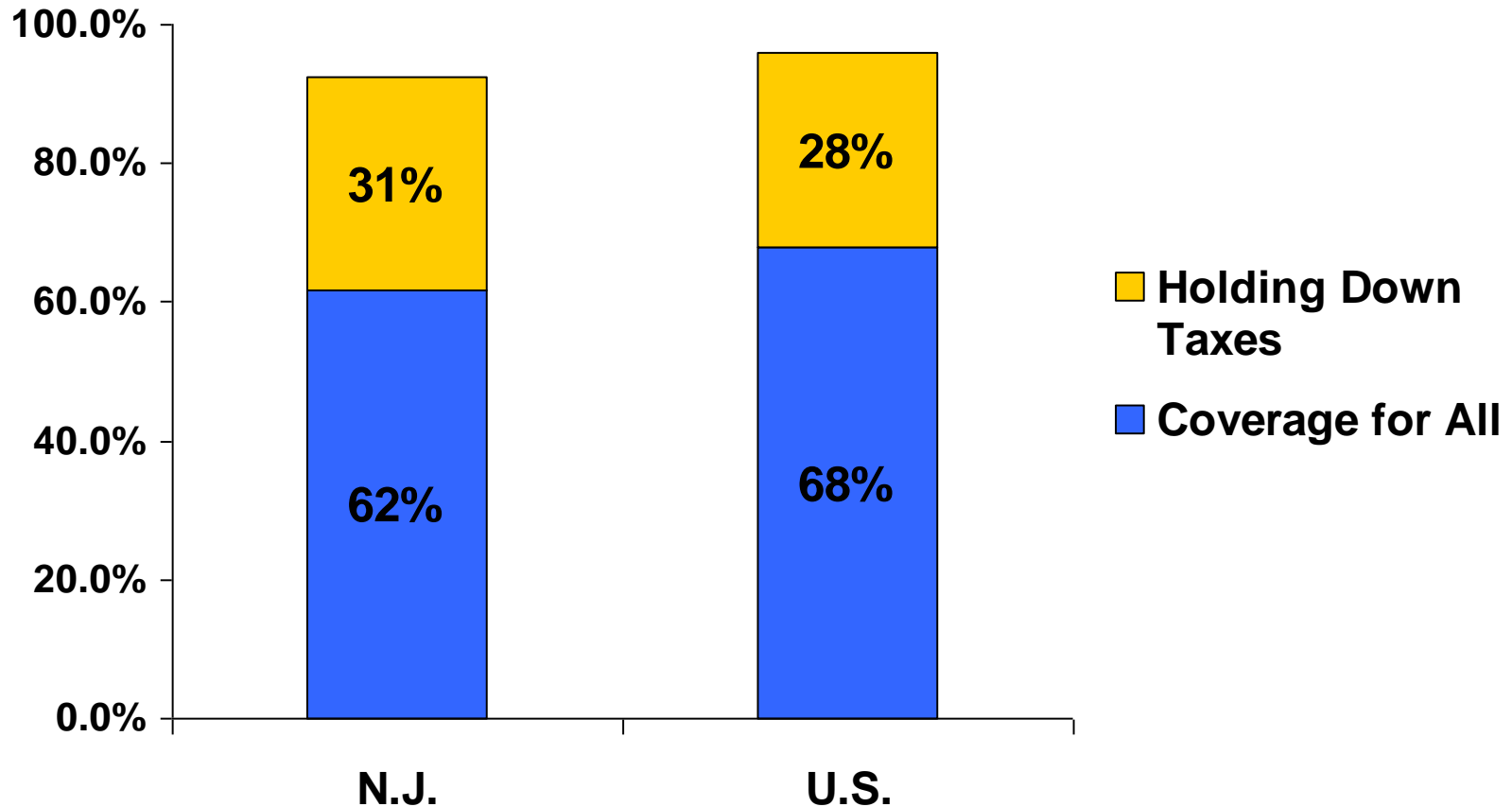
Note: "Don't Know" and refused responses not shown

Sources: NJ data from Rutgers Center for State Health Policy, *New Jersey Health Care Opinion Poll, 2007*

US data from Kaiser-Harvard, *The Public's Health Care Agenda for the New Congress and Presidential Campaign, 2006*

Priority for Government Action

Which of these do you think is more important...?



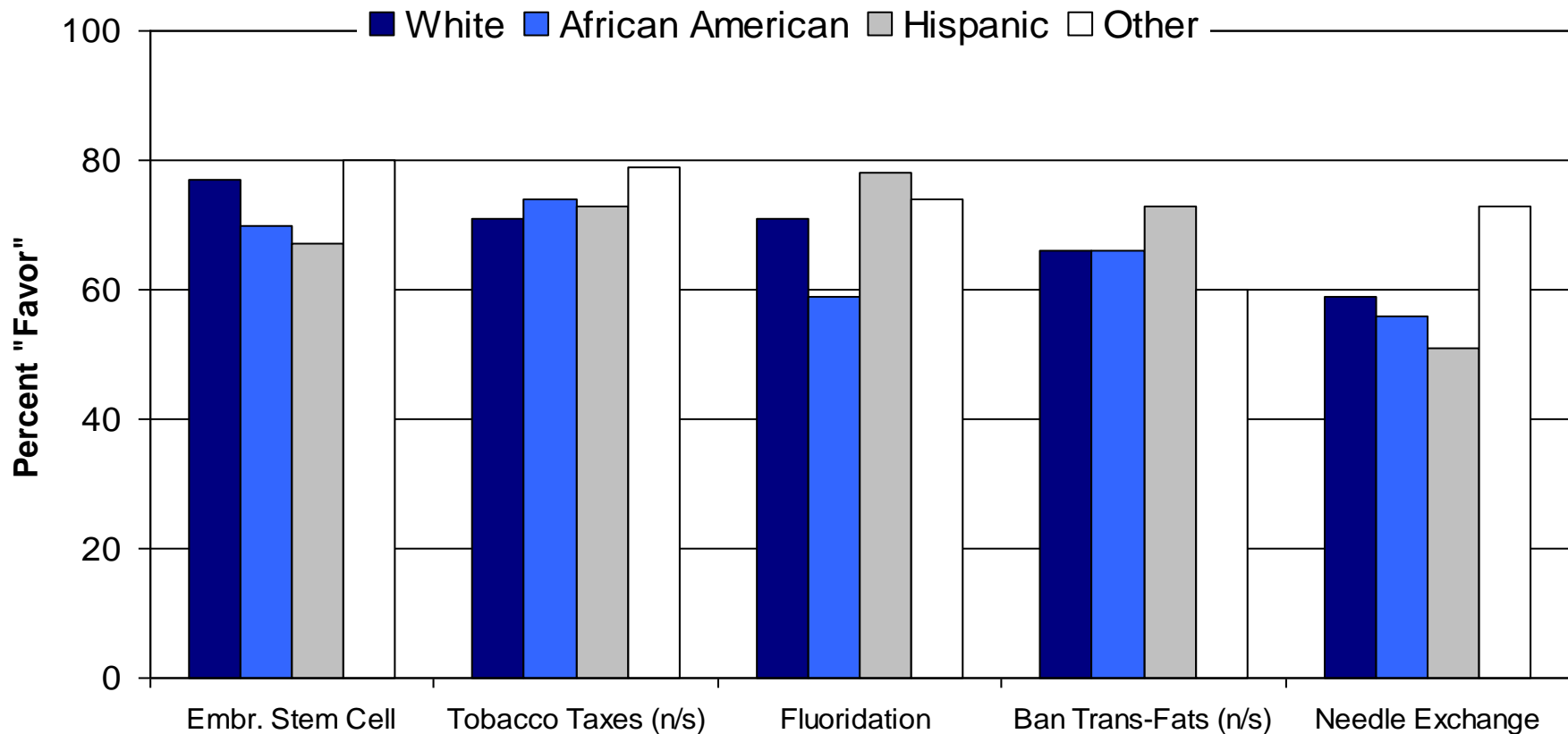
Note: "Don't Know" and refused responses not shown

Sources: NJ data from Rutgers Center for State Health Policy, *New Jersey Health Care Opinion Poll, 2007*

US data from Kaiser-Harvard, *The Public's Health Care Agenda for the New Congress and Presidential Campaign, 2006*

Smaller Race/Ethnicity Differences in Support for Selected Public Health Interventions

Do you favor or oppose ...



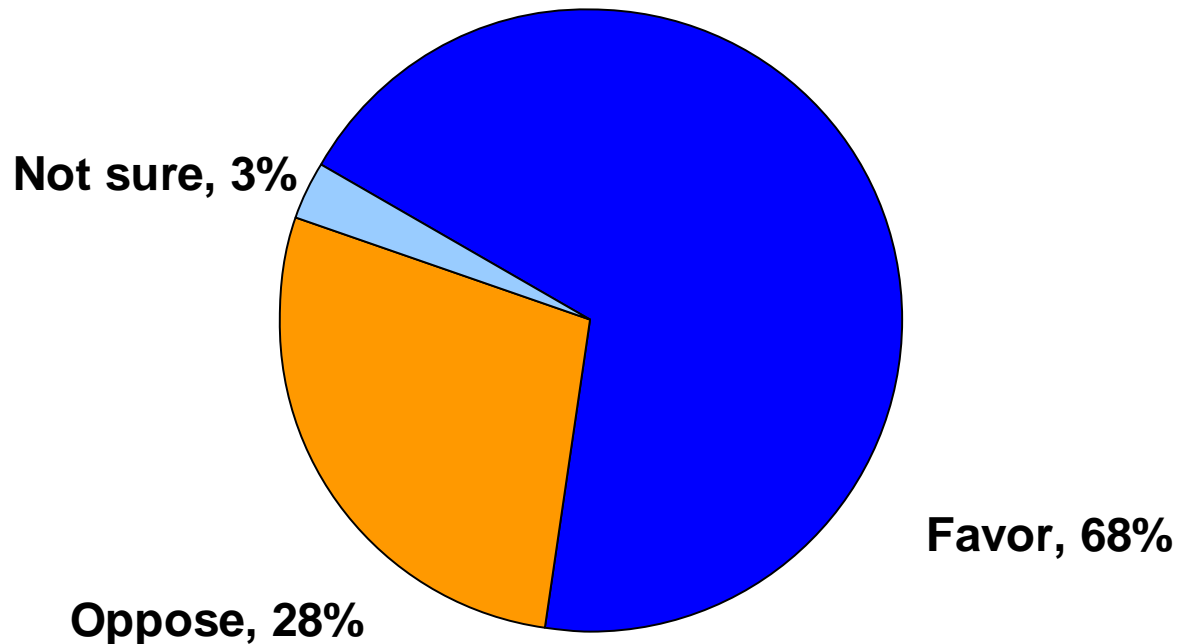
Notes: Response categories are "favor" and "oppose". Question items paraphrased. n/s = not statistically significant.

White and African American are non-Hispanic only; Hispanic may be of any race.

Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Use Polls with Caution

How do you feel about providing state funding for stem cell research?
Would you favor or oppose?



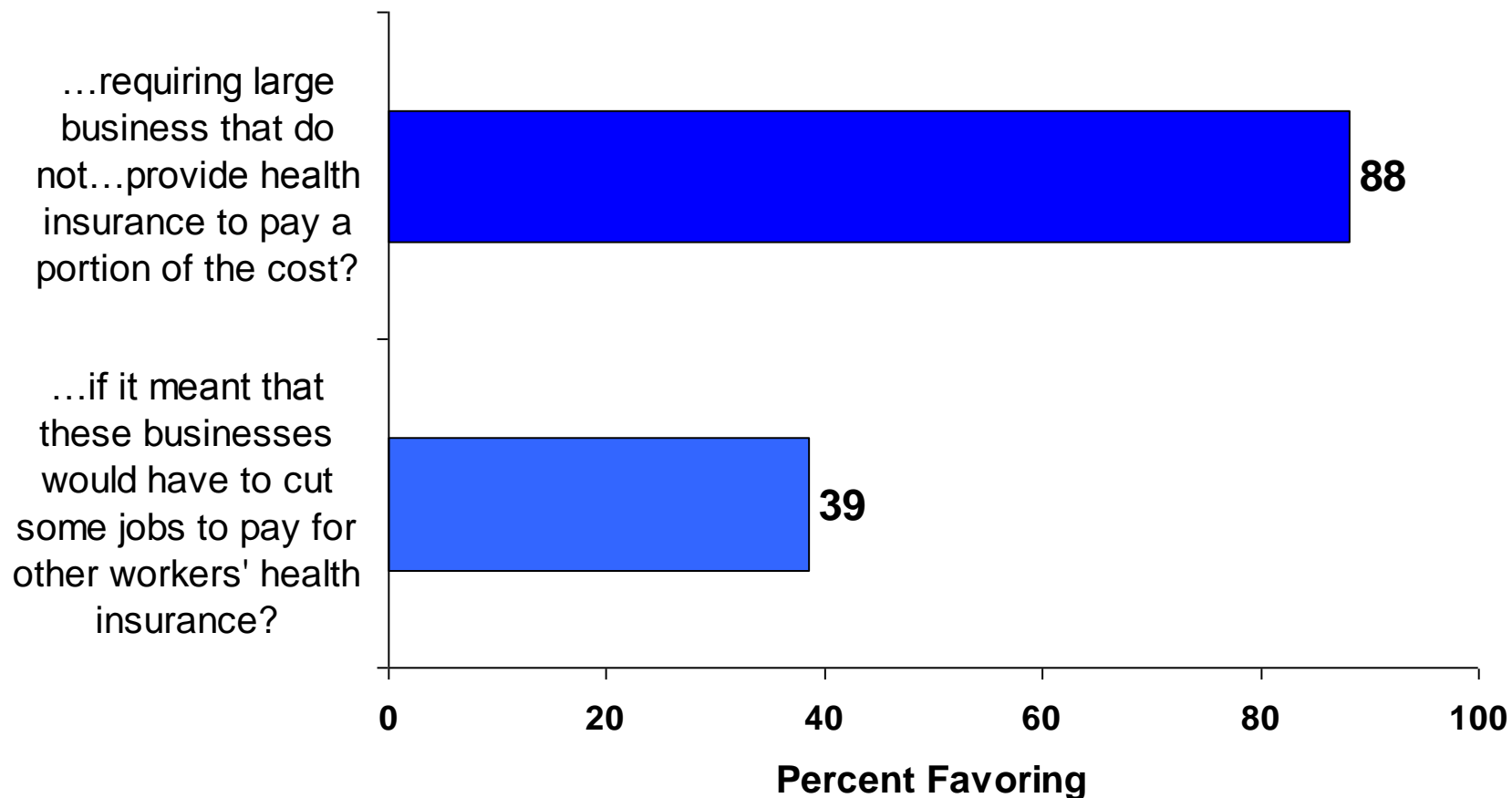
Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Specific Reform Proposals



Require Employers to Pay for Coverage

Would you favor or oppose the New Jersey government...



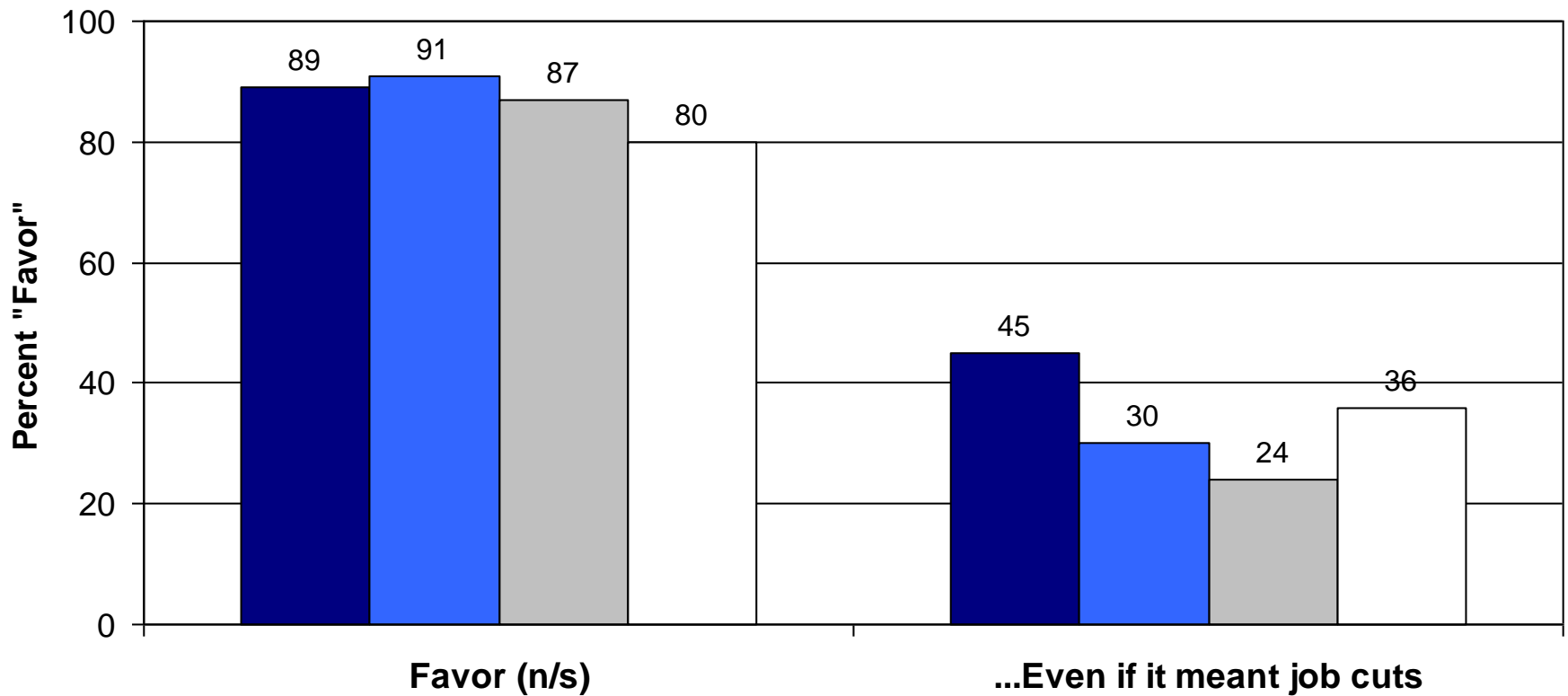
Note: "Oppose", "Don't Know", and refused responses not shown

Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Wide Support for Requiring Large Businesses to Contribute to Coverage, Falls if it Means Job Loss

Do you favor or oppose requiring large businesses...to pay a portion...

■ White ■ African American ■ Hispanic ■ Other



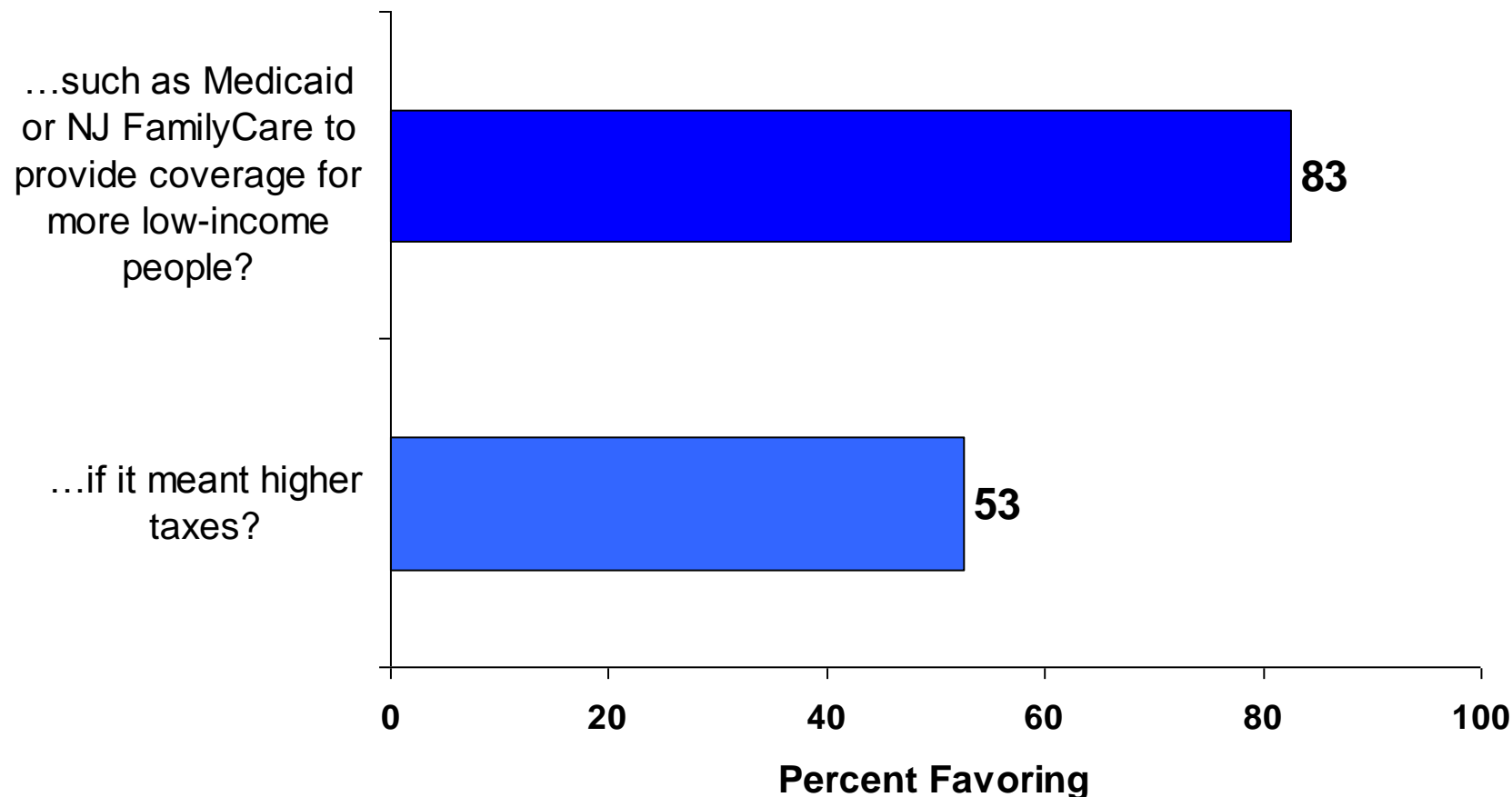
Notes: Response categories are "favor" and "oppose". n/s = not statistically significant.

White and African American are non-Hispanic only; Hispanic may be of any race. Question items paraphrased.

Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Expand Public Coverage Programs

Would you favor or oppose expanding New Jersey's programs...

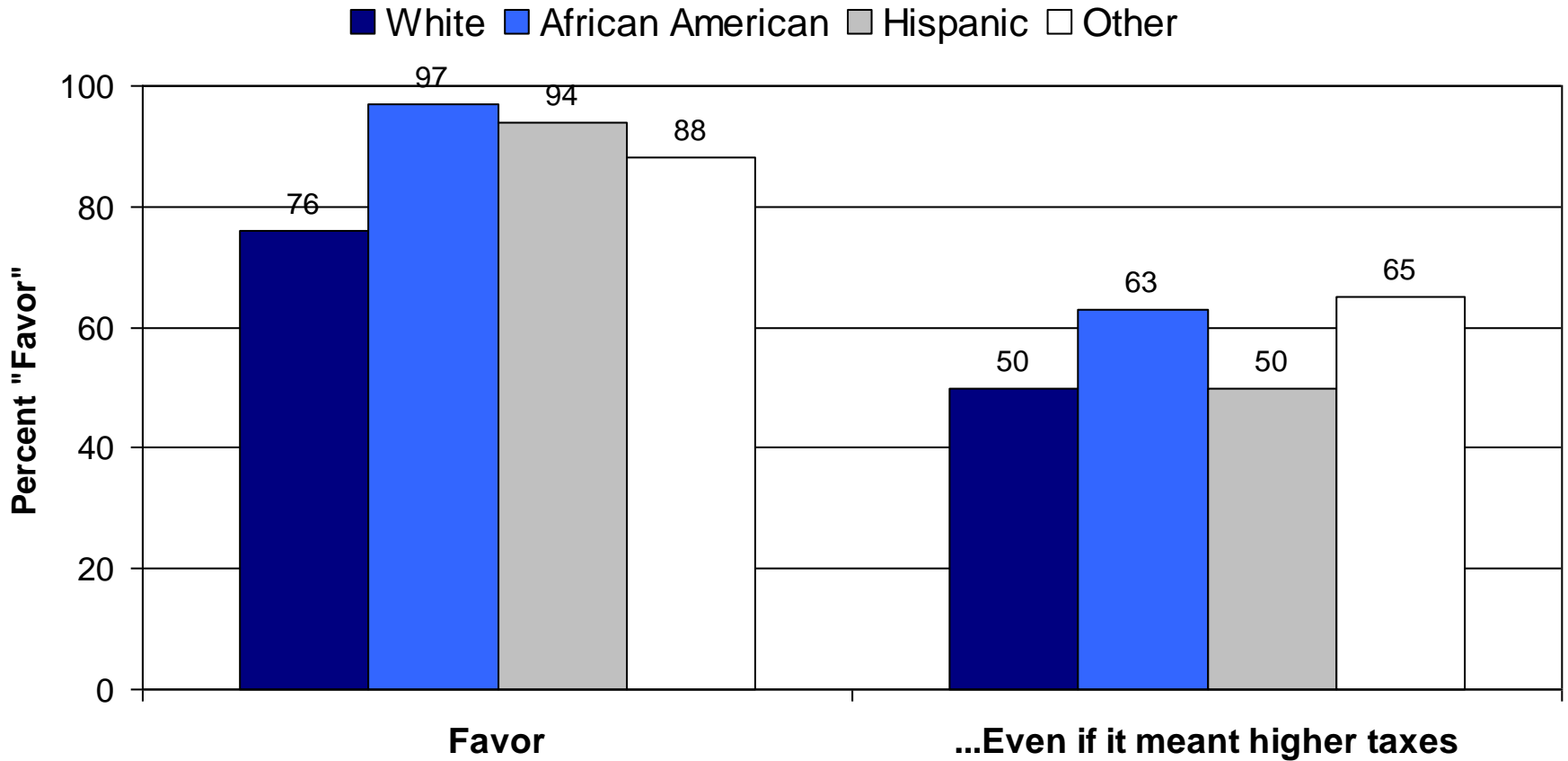


Note: "Oppose", "Don't Know", and refused responses not shown

Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Deep Support for Expanding Medicaid & FamilyCare among Minority Residents, Dampened by Potential Cost

Do you favor or oppose expanding public programs...



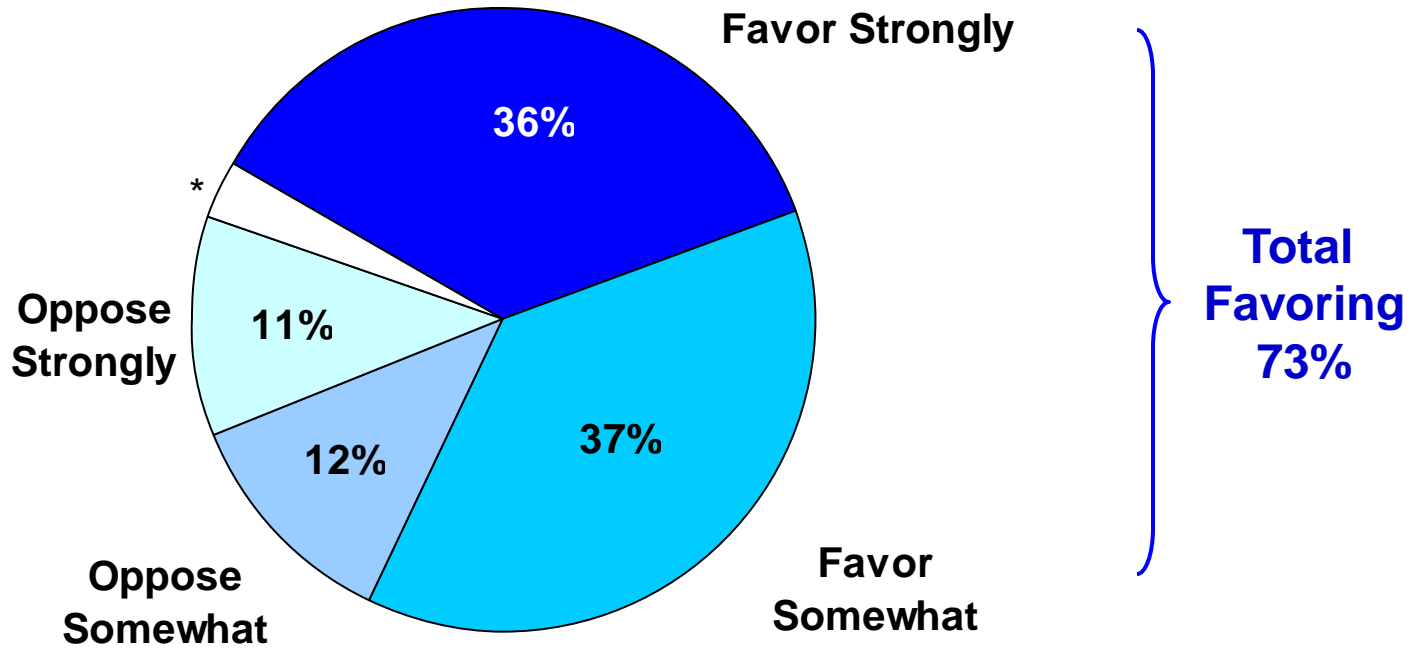
Notes: Response categories are "favor" or "oppose". Question items paraphrased.

White and African American are non-Hispanic only; Hispanic may be of any race.

Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Require Everyone to Have Coverage

To achieve universal coverage, one proposal would require everyone to 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 pay for those who can't afford it.



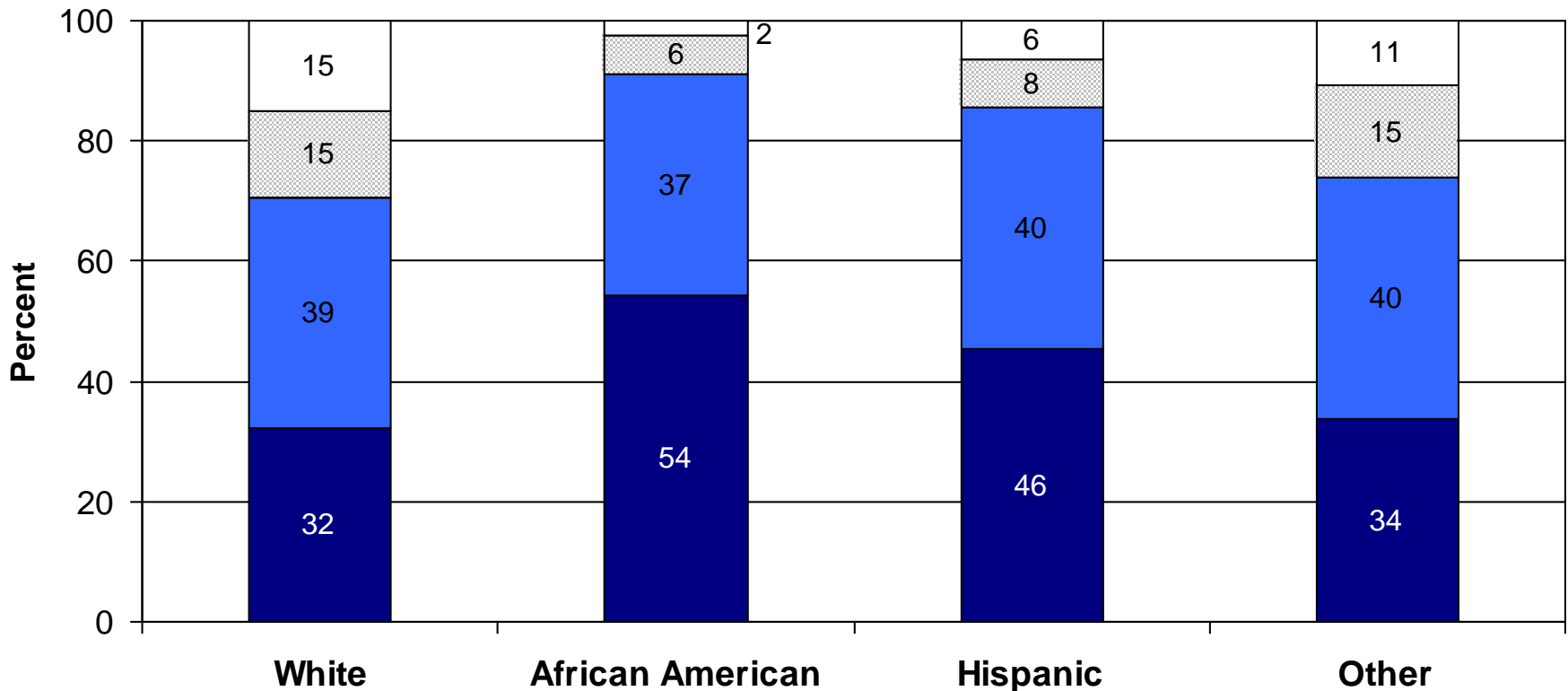
* "Don't Know" and refused responses

Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Most Black and Hispanic Residents Support Requiring Everyone to Buy Coverage, with Subsidies for those who Can't Afford it

Do you favor or oppose ...

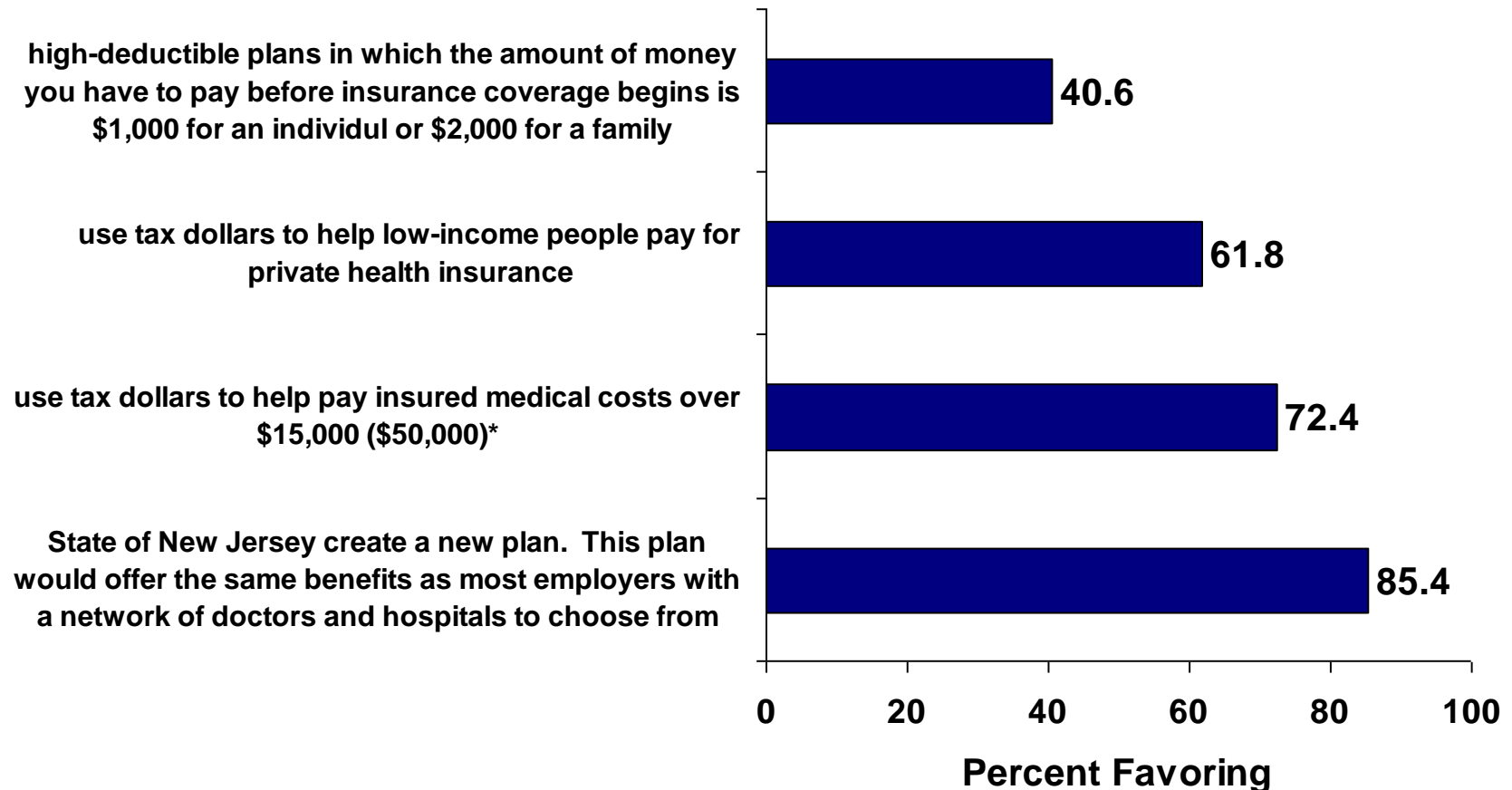
■ Favor Strongly
 ■ Favor Somewhat
 ■ Oppose Somewhat
 ■ Oppose Strongly



Notes: White and African American are non-Hispanic only; Hispanic may be of any race. Question items paraphrased.
 Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Making Coverage More Affordable

Do you favor or oppose for New Jersey...



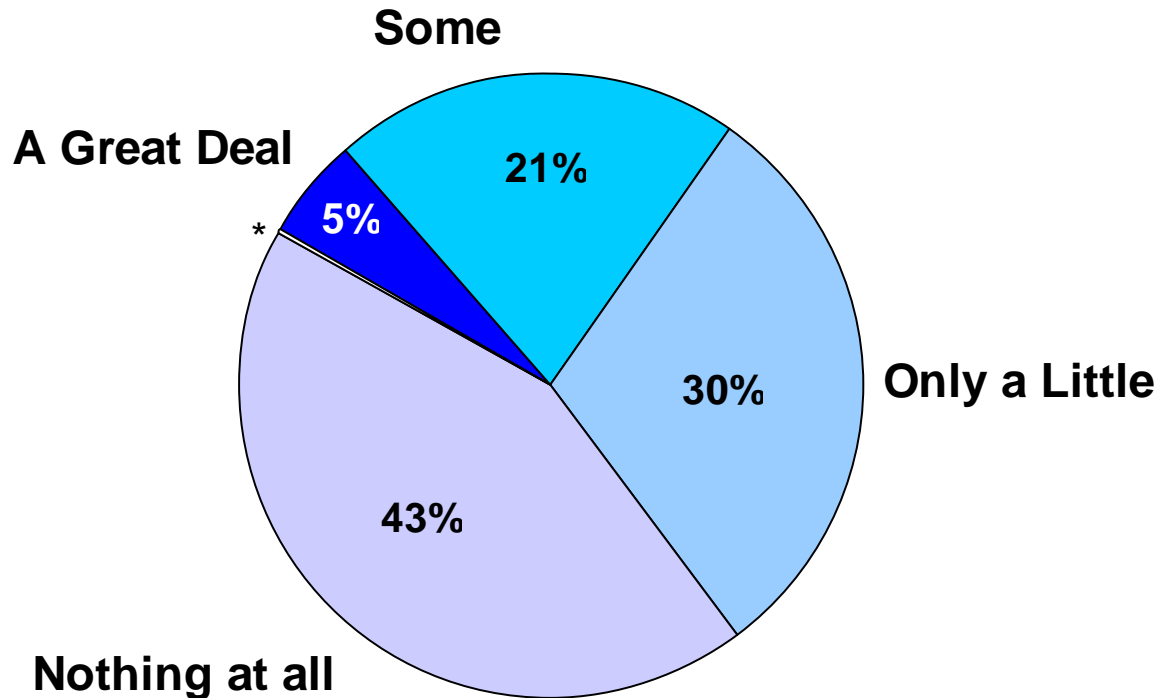
Note: "Oppose", "Don't Know", and refused responses not shown

* Combined responses for random halves of the sample asked about costs over \$15,000 and \$50,000, respectively

Sources: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll (conducted June 1 to July 9, 2007)

New Jerseyans Following Health Reform

How much have you heard or read about health care reform proposals currently being discussed in New Jersey?

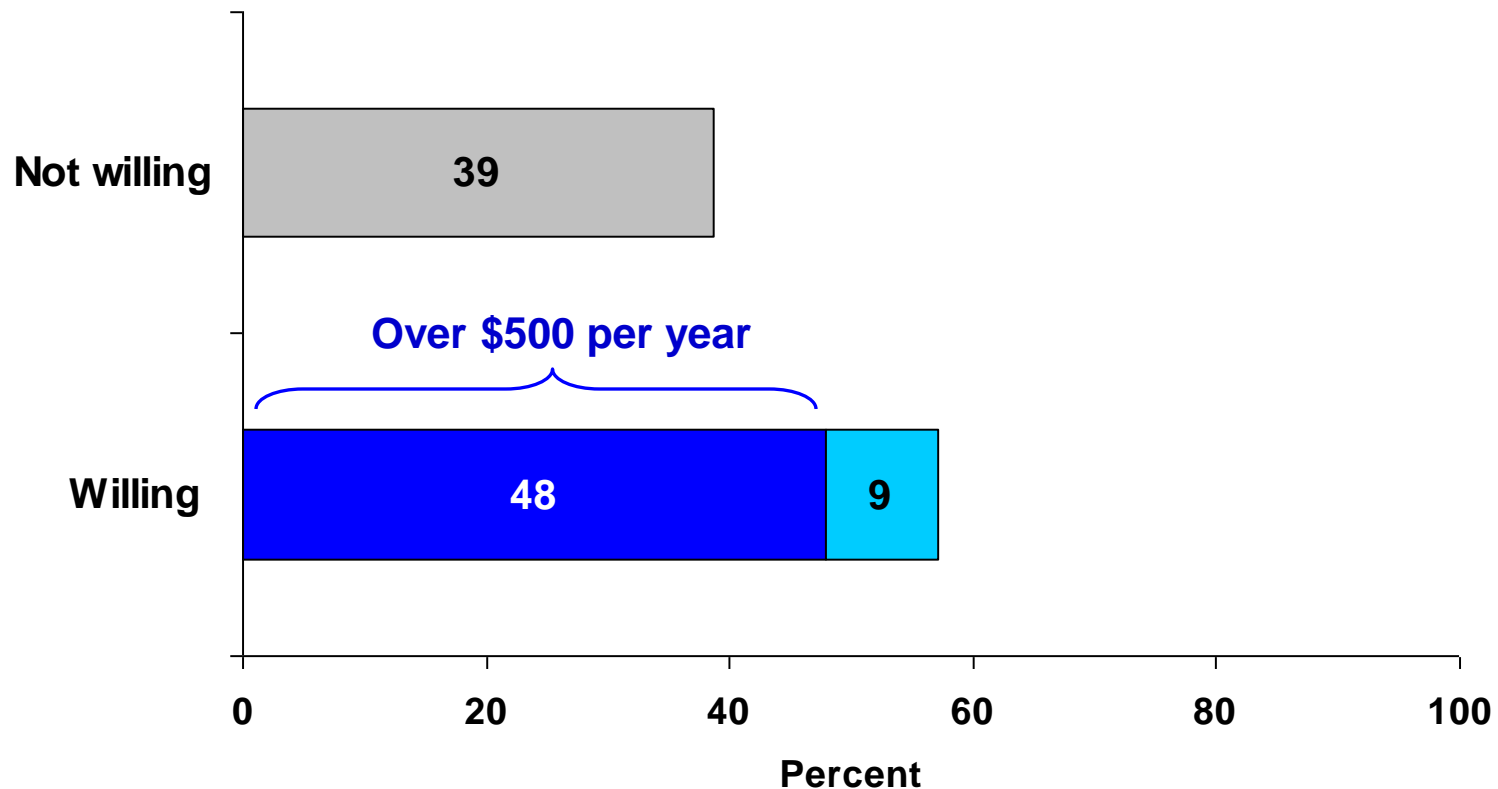


* "Don't Know" and refused responses

Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Willingness to Pay Higher Taxes

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?

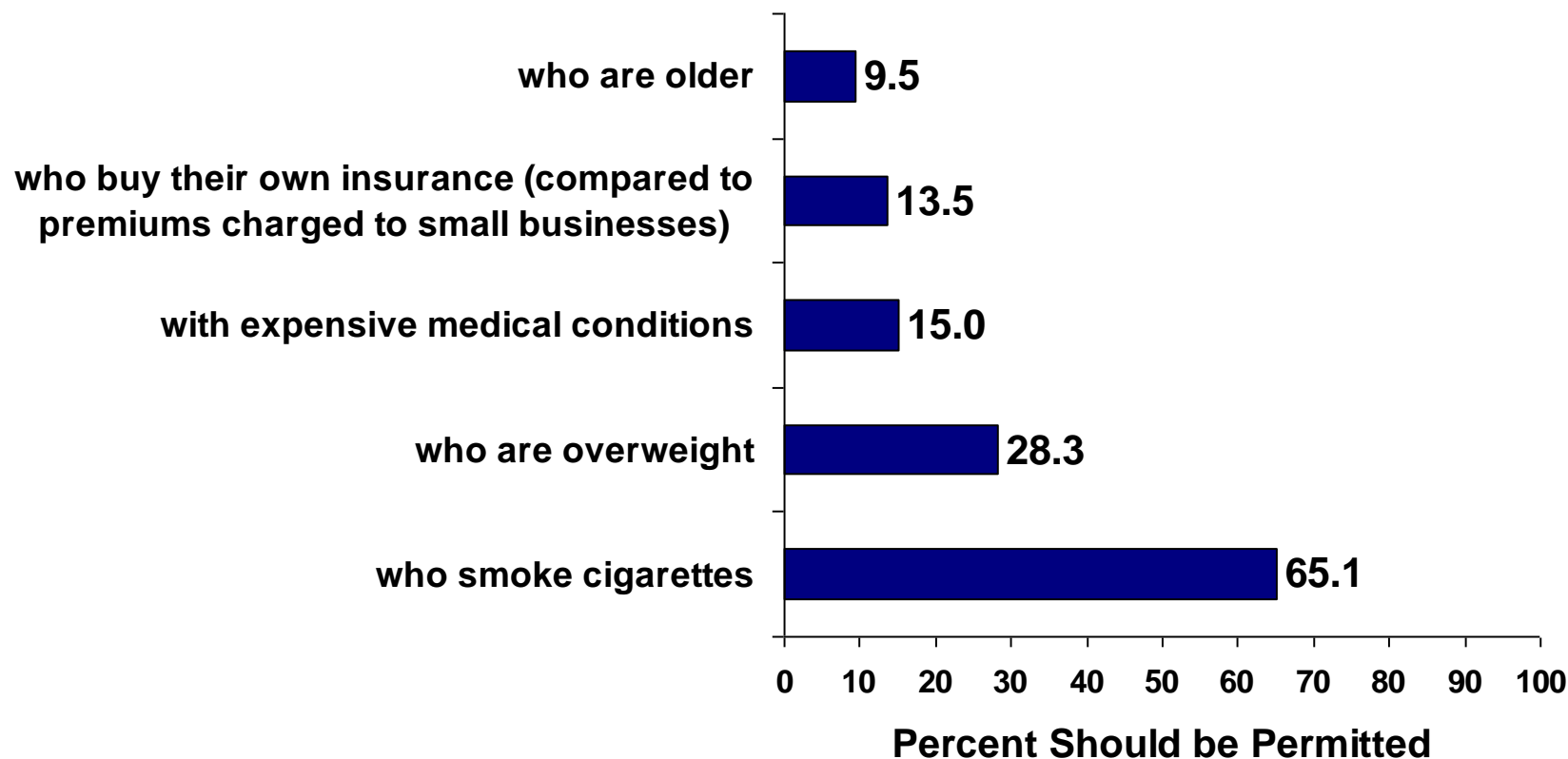


Note: "Don't Know" and refused responses not shown

Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Support for Premium Rating Regulations

Do you think health insurance companies should or should not be permitted to charge higher premiums for people ...



Note: "Should Not be Permitted", "Don't Know", and refused responses not shown

Sources: Rutgers Center for State Health Policy, New Jersey Health Care Reform Opinion Poll (conducted June 1 to July 9, 2007)

Conclusions: Views of Health Care and the Need for Reform

- Dissatisfaction with status quo in health care
- Top issues: affordability and coverage for uninsured
- Most want state policymakers to act, but specific direction less clear
 - Strong support for wide range of reforms
 - Support declines when asked about potential tradeoffs
 - Few have heard or read about proposals more than a little
- The public is ready for a robust discussion of options



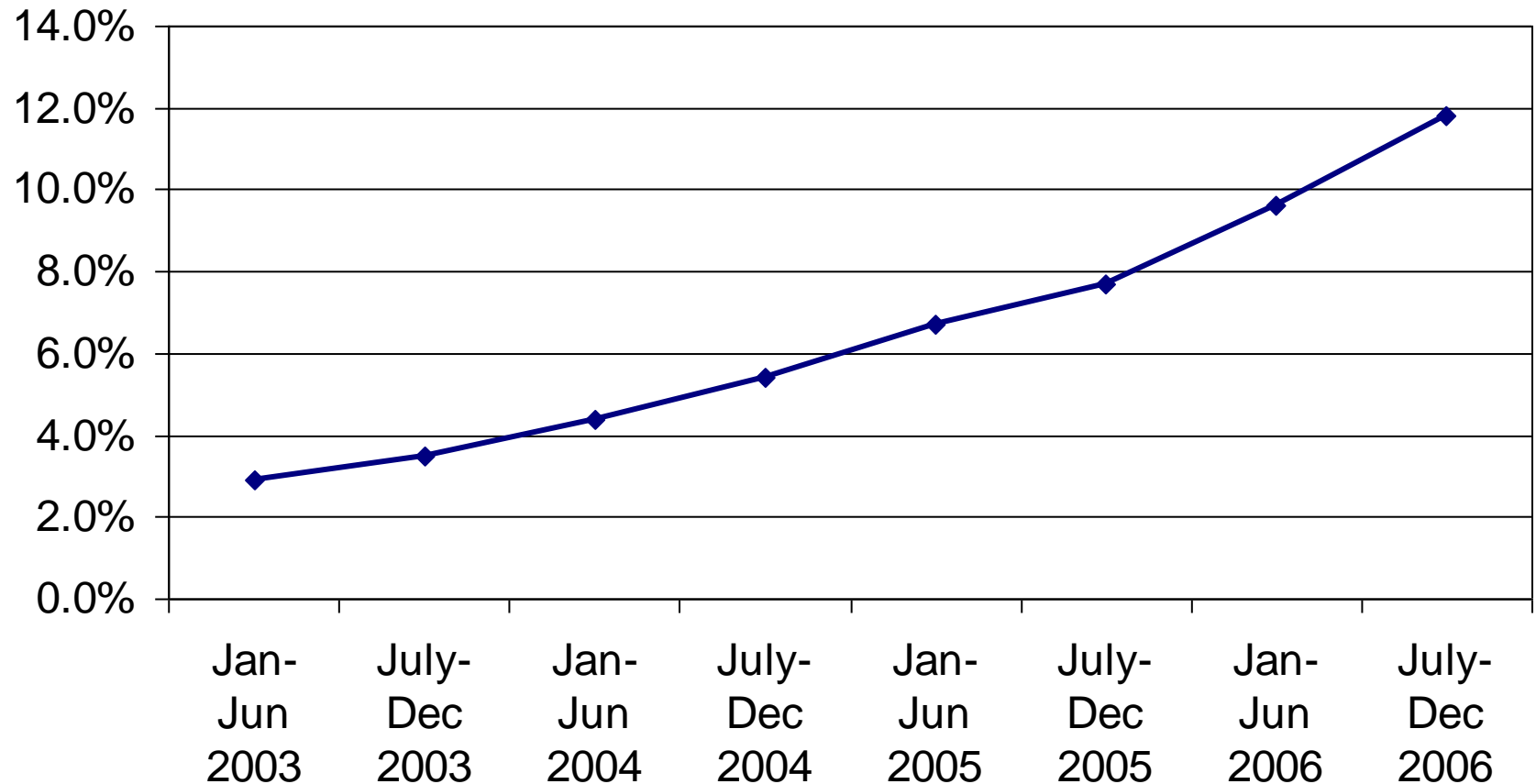
**Do we need to worry about
wireless substitution in public
opinion polls about health reform?**



Potential for Sample Frame Coverage Bias in Health Opinion Polls

- Opinion polls are traditionally based on Random Digit Dial (RDD) samples using landlines
- A growing number of households rely on wireless phones and do not have landlines
- Potential for sample frame coverage bias varies by:
 - Prevalence of wireless substitution
 - Magnitude of wireless - landline differences

Percentage of Adults Living in Wireless-Only Households



Source: Blumberg and Luke, Wireless Substitution: Preliminary Data from the January-June 2006 National Health Interview Survey. NCHS E-Health Stats. January 18, 2007; July-December data from personal communication from Risa Becker, mediamark.com (Sept. 6, 2007)

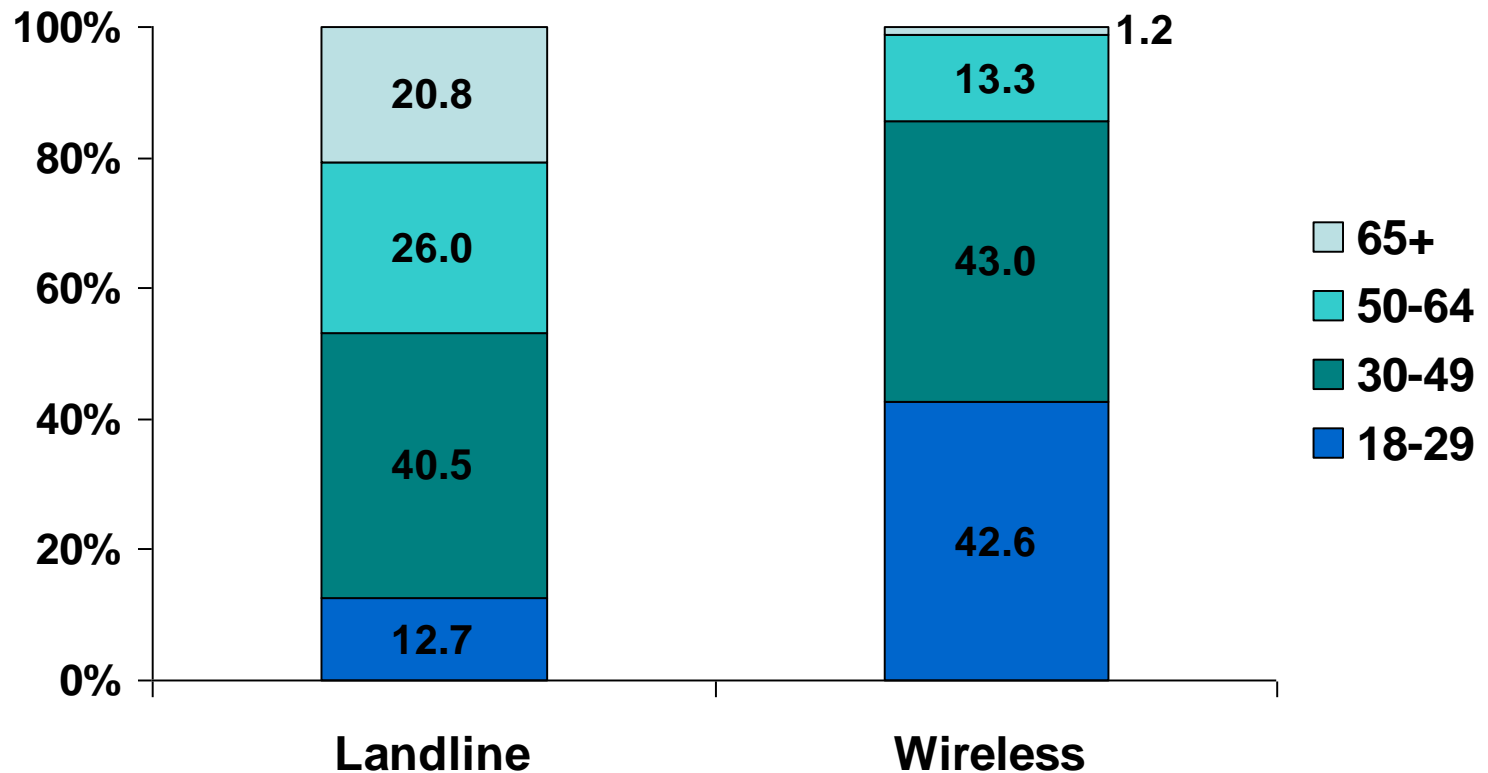
Characteristics of Wireless-Only Users

Adults, Jan-June 2006

- Age Group
 - **22.6%** - 18-24
 - **12.5%** - 25-44
 - **5.3%** - 45-64
 - **1.3%** - 65+
- **32.9%** - Current smoker (Jan-June 2005)
- **31.1%** - Currently uninsured (Jan-June 2005)
- **44.2%** - Living with unrelated roommate
- **22.5%** - Renters

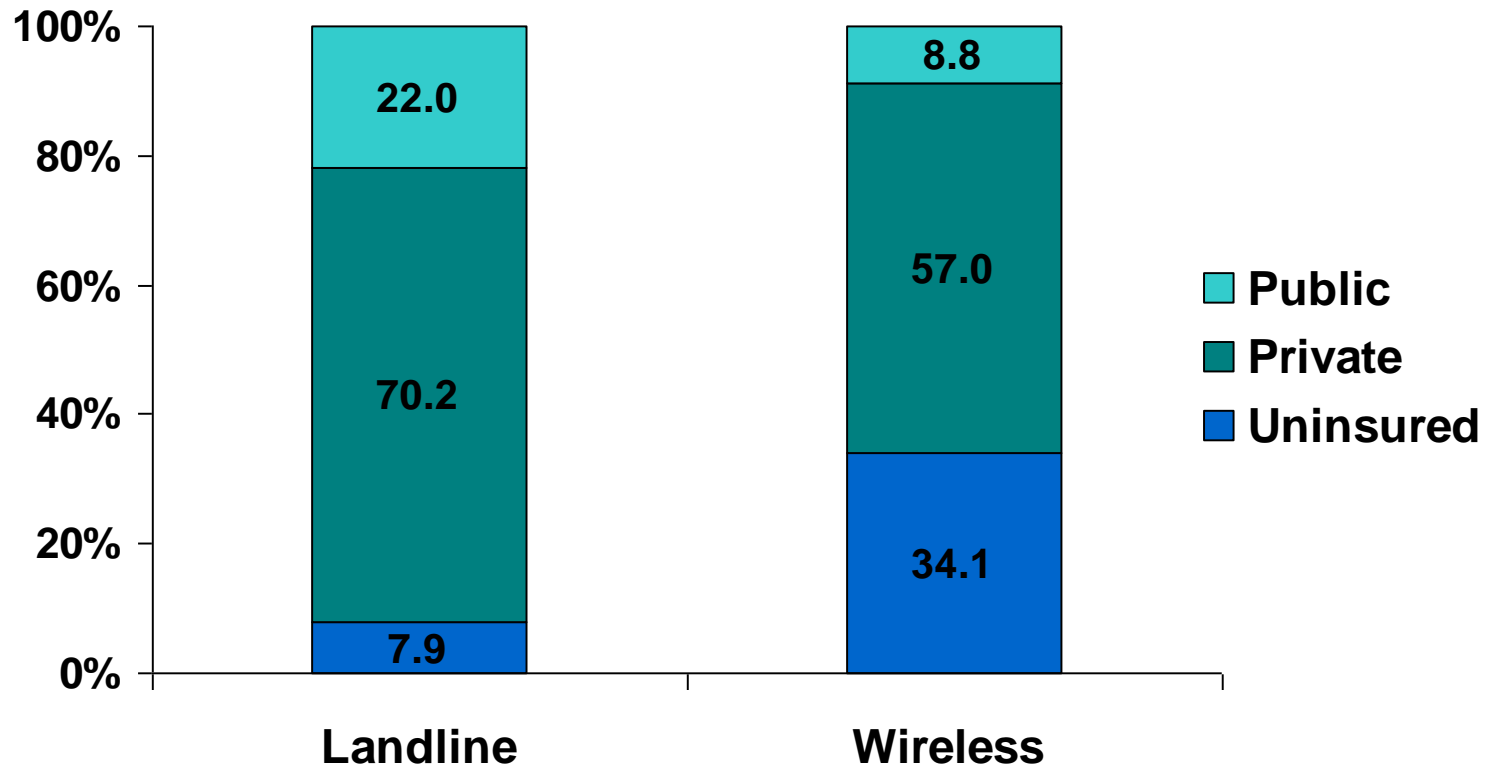
Sources: Blumberg and Luke, op cit. and Blumberg, Luke, Cyanamon, AJPH, May 2006.

Age Distribution by Sub-Sample



Source: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Coverage Status by Sub-Sample



Sources: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Is there a wireless substitution bias?

Differences between Total & Landline Only Groups

No Significant Differences

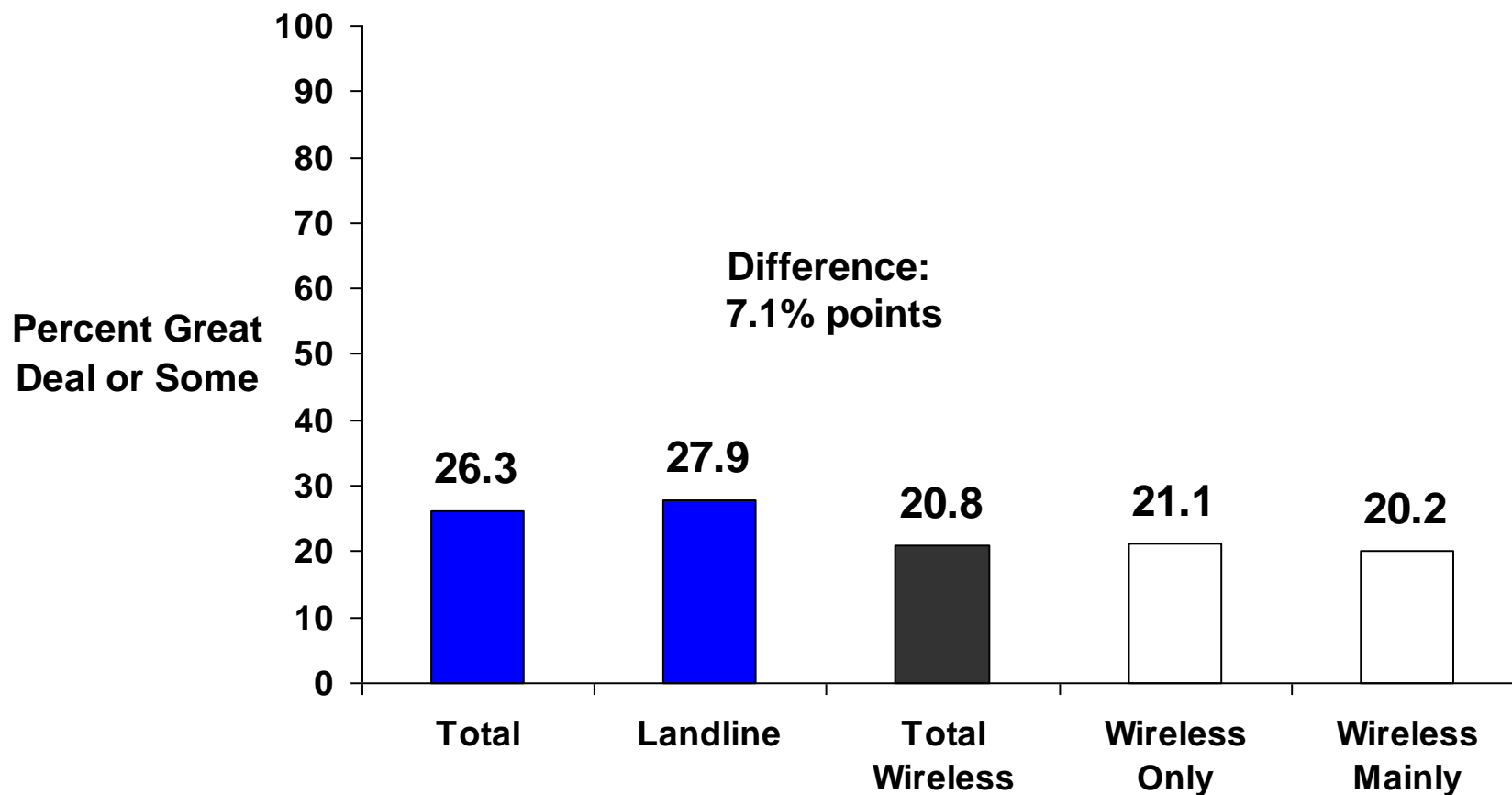
- Need for reform
- Gov't action on cost
- Gov't action on uninsured
- Employer mandate
- Expand public programs covering low income
- Willingness to pay more taxes

Significant Differences

- Read or heard about reform
- Individual mandate

New Jerseyans Following Health Reform

How much have you heard or read about health care reform proposals currently being discussed in New Jersey?

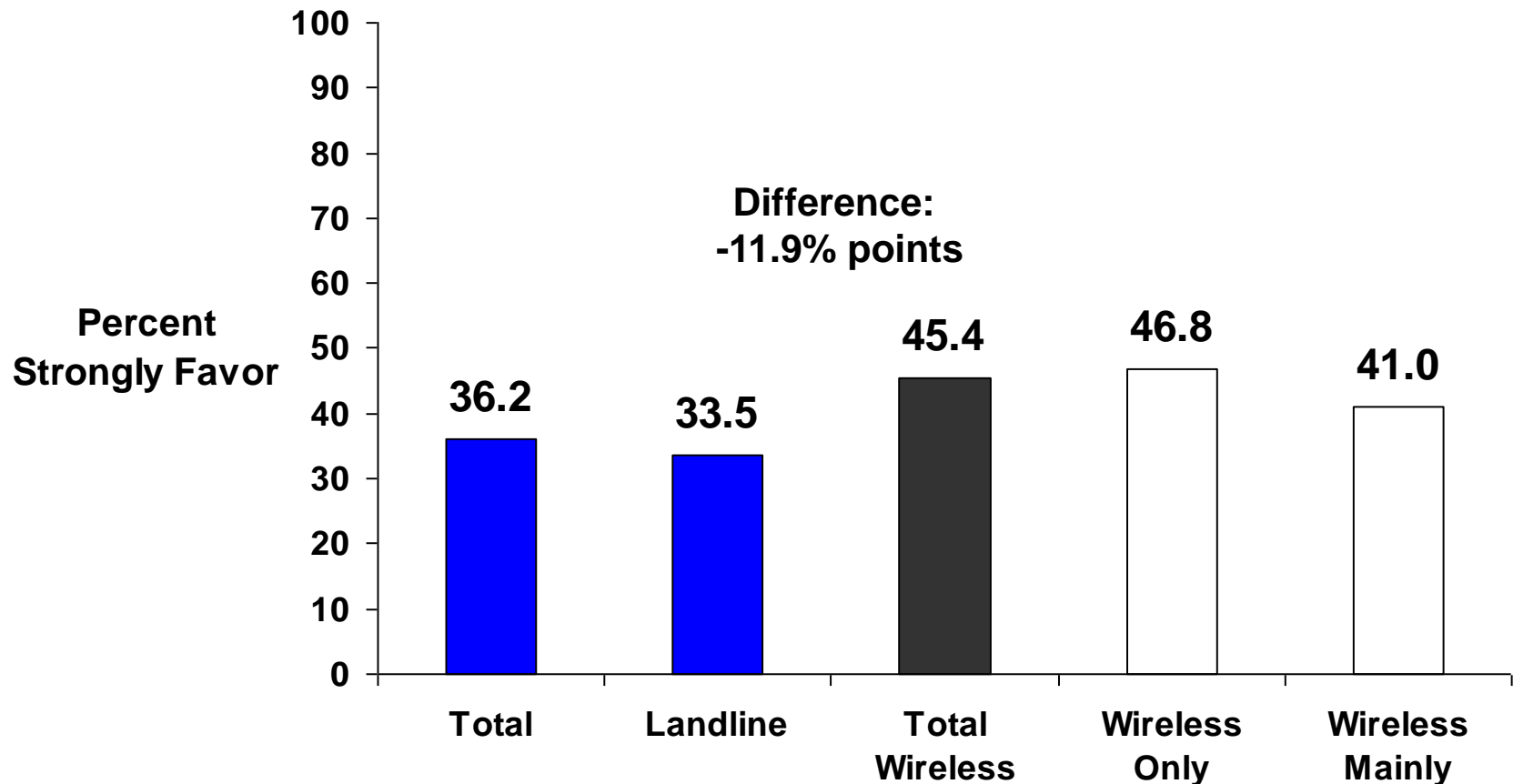


Note: "Only a little", "Nothing At All", "Don't Know", and refused responses not shown

Sources: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Individual Mandate

To achieve universal coverage, one proposal would require everyone to 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 pay for those who can't afford it.



Note: "Somewhat Favor", "Somewhat Oppose", "Strongly Oppose", "Don't Know", and refused responses not shown
Sources: Rutgers Center for State Health Policy, New Jersey Health Care Opinion Poll, 2007

Is there a wireless substitution bias in polls about health care and support for reform?

- Not in most variables we examined
- Small bias in:
 - Heard/read about reform
 - Support for individual mandate
- Accounted for by other variables in multivariate regressions (e.g., age, coverage, etc.)

Do we need to worry about wireless substitution in public opinion polls about health reform?

- Not quite yet, but maybe soon
 - Bias limited
 - Accounted for by other factors
 - But...
- Polls rarely adjust for other factors (other than demographics)
- Individual mandate is key policy question
 - Large wireless-land difference: near 12% points
 - As wireless grows, bias becomes more pronounced
- Should wireless-mainly population be included?
 - Mainly population responses similar to landline sample
 - Is mainly population excluded from RDD samples?
 - Further exploration important