

**KAISER FAMILY FOUNDATION  
SURVEY OF AMERICANS ABOUT HEALTH CARE AND THE STOCK MARKET**

National Topline

**Methodology**

The *Kaiser Family Foundation Survey of Americans About Health Care and the Stock Market* was designed and analyzed by researchers at the Kaiser Family Foundation . The survey was conducted by telephone by Princeton Survey Research Associates with 1,000 adults (age 18 or older) nationwide between January 16-25, 1998. The margin of sampling error is plus or minus 3 percent. Select questions were asked of a random half of the respondents. These questions are identified by "Form 1" or "Form 2," indicating which half answered a particular question. There were 496 respondents in the "Form 1" group and 506 respondents in the "Form 2" group. The margin of error for each split sample is plus or minus 5 percentage points.

**INTRODUCTION:** Hello, my name is \_\_\_\_\_ and I'm calling for Princeton Survey Research. I'd like to ask a few questions of the YOUNGEST MALE age 18 or older, who is now at home. **(IF NO MALE AT HOME NOW:** Then, may I speak with the OLDEST FEMALE age 18 or older who is now at home) **(REPEAT INTRODUCTION IF RESPONDENT DID NOT ANSWER THE TELEPHONE).** We're conducting an important national opinion survey and would very much like to include your views...

**D1. RECORD SEX**

47 Male  
53 Female  
100

1. To begin, I have a question about the kinds of news you follow... In general, how closely do you follow business and financial news? Would you say...

21 Very closely  
 33 Fairly closely  
 28 Not too closely, OR  
 17 Not at all closely?  
1 Don't know  
 100

2. In this country, for-profit companies, tax exempt, non-profit organizations, and the government are all involved in delivering services to the public. We'd like to know how involved you think FOR-PROFIT companies are in some different service areas. (First,) how many... **(INSERT-READ AND ROTATE)** in this country do you think are owned and operated by FOR-PROFIT companies? All or most of them, about half, only some, or none of them?

	<u>All or Half</u>	<u>About Some</u>	<u>Only None</u>	<u>Know</u>	Don't	
a. <u>Most</u> Art museums	31	25	23	8	13	=100
b. Social service agencies	30	27	23	8	12	=100
c. Telephone services	66	16	8	3	7	=100
d. Nursing homes	53	24	13	2	8	=100
e. HMOs and managed care health plans	54	22	11	2	11	=100
f. Traditional health insurance plans	56	20	12	2	10	=100
g. Hospitals	49	28	13	2	8	=100
h. Doctor's offices	52	25	13	3	7	=100

3. Some people think it's wrong for profit-making companies to be involved in certain areas where trying to earn a profit might come in conflict with serving the public interest. Do you PERSONALLY feel it's wrong for profit-making companies to own and operate... (**INSERT--READ AND ROTATE**), or not? **RECORD RESPONSE, THEN CONTINUE:** Do you think it's wrong for profit-making companies to own and operate...

	<u>Yes, Wrong</u>	<u>No, Not Wrong</u>	<u>Don't Know</u>	
a. Art museums	34	58	8	=100
b. Social service agencies	53	39	8	=100
c. Telephone services	36	58	6	=100
d. Nursing homes	43	52	5	=100
e. HMOs and managed care health plans	48	44	8	=100
f. Traditional health insurance plans	43	50	7	=100
g. Hospitals	43	51	6	=100
h. Doctor's offices	43	51	6	=100

4. Some companies offer shares of company stock that anyone can buy, while others do NOT offer stock to anyone outside the company. As far as you know, do any companies that own and operate... **(INSERT--READ AND ROTATE)** offer stock that anyone can buy, or not?

	Yes, <u>Offer Stock</u>	No, <u>Do Not</u>	Don't <u>Know</u>	
a. Health plans	38	31	31	=100
b. Hospitals	34	35	31	=100
c. Nursing homes	28	39	33	=100

5. In general, what is your impression of each of the following industry stocks as an investment today? (First,) what about stock in... **(INSERT--READ AND ROTATE)**? Do you think these stocks are generally a good investment or a bad investment right now?

	Good <u>Investment</u>	Bad <u>Investment</u>	Don't <u>Know</u>	
a. Pharmaceutical and drug companies	80	13	7	=100
b. The health care service industry, like health plans, hospitals and nursing homes	65	25	10	=100
c. The computer industry	88	8	4	=100
d. The U.S. automobile industry	69	23	8	=100
e. The fast food industry	77	16	7	=100

6. People invest money in the stock market in different ways. Some people own individual stocks. Others own shares in a mutual fund that invests in a variety of stocks. Still others have a retirement account with investments in the stock market.

- a. Do you personally have ANY money, including retirement funds, now invested DIRECTLY in stock in a corporation?

40	Yes
56	No
<u>4</u>	Don't know
100	

- b. Do you personally have ANY money, including retirement funds, now invested in a MUTUAL FUND that invests in stocks?

43	Yes
53	No
<u>4</u>	Don't know
100	

NET INVESTORS (own stocks or stock mutual fund shares): 55%

7. As far as you know, do you personally have any money now invested in health care service industry stock, or in a mutual fund that buys stock in this industry?

21	Yes
74	No
<u>5</u>	Don't know
100	

8. Suppose you found out that your local hospital was being bought by a national FOR-PROFIT hospital chain. What effect, if any, do you think becoming part of a FOR-PROFIT chain would have on the quality of care delivered by the hospital? Do you think the quality of care would get better, get worse, or stay about the same?

***Based on form 1***

25	Get better
28	Get worse
40	Stay about the same
<u>7</u>	Don't know
100	

9. Suppose you found out that your local hospital was being bought by a national NOT-FOR-PROFIT hospital chain. What effect, if any, do you think becoming part of a NOT-FOR-PROFIT chain would have on the quality of care delivered by the hospital? Do you think the quality of care would get better, get worse, or stay about the same?

***Based on form 2***

28	Get better
23	Get worse
42	Stay about the same
<u>7</u>	Don't know
100	

10. HMOs and other managed care health plans have to try to balance concerns about their financial bottom line with concerns about the quality of health care being delivered to plan members. In general, do you think... **(INSERT--READ AND ROTATE)** aren't concerned enough about their bottom line, OR aren't concerned enough about their quality of care, OR balance these two concerns about right?

***Based on form 1***

- a. Managed care plans owned by FOR-PROFIT companies

23 Not concerned enough about bottom line  
 38 Not concerned enough about quality of care  
 29 Balance two concerns about right  
10 Don't know  
 100

- b. Managed care plans owned by NOT-FOR-PROFIT organizations

27 Not concerned enough about bottom line  
 25 Not concerned enough about quality of care  
 35 Balance two concerns about right  
13 Don't know  
 100

11. Now I'd like you to compare NOT-FOR PROFIT health insurance plans with plans that are owned and operated by FOR-PROFIT companies. Which do you think... **(INSERT--READ AND ROTATE)** NOT-FOR-PROFIT health plans or FOR-PROFIT health plans?

***Based on form 1***

		Not-for-profit <u>Health Plans</u>	For-profit <u>Health Plans</u>	About the <u>Same (Vol.)</u>	Don't <u>Know</u>	
a.	Are more helpful to the community?	55	25	8	12	=100
b.	Cost you less?	58	27	5	10	=100
c.	Are more responsive to customers?	50	33	8	9	=100
d.	Provide a better quality of care?	46	30	11	13	=100
e.	Are more efficient?	37	41	9	13	=100

12. Hospitals have to try to balance concerns about their financial bottom line with concerns about the quality of health care being delivered to patients. In general, do you think... **(INSERT--READ AND ROTATE)** aren't concerned enough about their bottom line, **OR** aren't concerned enough about their quality of care, **OR** balance these two concerns about right?

***Based on form 2***

- a. Hospitals owned by FOR-PROFIT companies

29 Not concerned enough about bottom line  
 30 Not concerned enough about quality of care  
 31 Balance two concerns about right  
10 Don't know  
 100

- b. Hospitals owned by NOT-FOR-PROFIT organizations

25 Not concerned enough about bottom line  
 21 Not concerned enough about quality of care  
 40 Balance two concerns about right  
14 Don't know  
 100

13. Now I'd like you to compare NOT-FOR PROFIT hospitals with hospitals that are owned and operated by FOR-PROFIT companies. Which do you think... **(INSERT--READ AND ROTATE)** NOT-FOR-PROFIT hospitals or FOR-PROFIT hospitals?

***Based on form 2***

	<u>Not-for-profit Hospitals</u>	<u>For-profit Hospitals</u>	<u>About the Same (Vol.)</u>	<u>Don't Know</u>	
a. Are more helpful to the community?	51	29	10	10	=100
b. Cost you less?	63	17	10	10	=100
c. Are more responsive to customers?	48	32	11	9	=100
d. Provide a better quality of care?	43	34	12	11	=100
e. Are more efficient?	39	41	10	10	=100

14. Now we'd like your opinion of how DOCTORS balance concerns about their financial bottom line with concerns about the quality of health care being delivered to patients. In general, do you think doctors aren't concerned enough about their bottom line, OR aren't concerned enough about their quality of care, OR balance these two concerns about right?

22 Not concerned enough about bottom line  
 25 Not concerned enough about quality of care  
 44 Balance two concerns about right  
9 Don't know  
 100

15. Suppose you found out that the stock of a company owning a HEALTH PLAN providing health coverage for your family had declined sharply in recent weeks. How concerned would you be that declining stock prices would lead to a lower quality of care for people covered by the plan? Would you be...

***Based on form 1***

43 Very concerned  
 33 Somewhat concerned  
 15 Not too concerned, OR  
 6 Not at all concerned?  
3 Don't know  
 100

16. Suppose you found out that the stock of a company owning a LOCAL HOSPITAL used by your family had declined sharply in recent weeks. How concerned would you be that declining stock prices would lead to a lower quality of care for patients in the hospital? Would you be...

***Based on form 2***

45 Very concerned  
 28 Somewhat concerned  
 13 Not too concerned, OR  
 9 Not at all concerned?  
5 Don't know  
 100

**DEMOGRAPHICS:**

D2. Now I have just a few questions for classification purposes only... In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

29	Republican
31	Democrat
31	Independent
1	Other party (VOL.)
4	None (VOL.)
2	Don't know
<u>2</u>	Refused
100	

D3. Are you NOW self-employed, are you employed by someone else, are you retired, or are you not employed for pay?

13	Self-employed
53	Employed by someone else
19	Retired
9	Not employed
1	Disabled (VOL.)
5	Other (full-time student, homemakers, etc.) (VOL.)
0	Don't know
<u>*1</u>	Refused
100	

D4. What is the LAST grade or class that you COMPLETED in school?

5	None, or grade 1-8
11	High school incomplete (grades 9-11)
30	High school graduate (grade 12 or GED certificate)
6	Business, technical, or vocational school AFTER high school
24	Some college, no 4-year degree
13	College graduate (B.S., B.A., or other 4-year degree)
10	Post-graduate training or professional schooling after college (e.g., toward a master's degree or Ph.D.; law or medical school)
*	Don't know
<u>1</u>	Refused
100	

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<sup>1</sup> An asterisk indicated a value of less than one percent.



D5. What is your age?

23	18 - 29	42	30 - 49
16	50 - 64		
15	65 and older		
<u>4</u>	Refused		
100			

D6. Last year, that is in 1997, what was your total family income from all sources, before taxes? Just stop me when I get to the right category.

9	Less than \$10,000
10	10,000 to under \$20,000
16	\$20,000 to under \$30,000
19	\$30,000 to under \$50,000
14	\$50,000 to under \$75,000
6	\$75,000 to under \$100,000
3	\$100,000 or more
5	Don't know
<u>18</u>	Refused
100	

D7. Are you, yourself, of Hispanic or Latino origin, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

6	Yes
93	No
*	Don't know
<u>1</u>	Refused
100	

D8. What is your race? Are you white, black, Asian, or some other race?

**IF R SAYS "HISPANIC" OR "LATINO" ASK:** Do you consider yourself a WHITE Hispanic/Latino or a BLACK Hispanic/Latino?

81	White
11	Black/African-American
1	Asian
3	Other or mixed race
1	Don't know
<u>3</u>	Refused
100	

That completes the interview. Thank you very much for your time and cooperation.