Ipsos Survey on Health Care and Health Care Providers
Survey Commissioned by the American Academy of Family Physicians (AAFP)
November 2013

These are findings from an Ipsos poll conducted for AAFP from November 8-15, 2013. For the survey, a sample of 1,000 U.S. adults 18+ was interviewed online, as well as an oversample of 320 Opinion Leaders for a survey total of 363 Opinion Leaders. The precision of the Ipsos's online polls are measured using credibility intervals. In this case, the credibility interval for all adults is plus or minus 3.5 percentage points, and the credibility interval for Opinion Leaders is +5.9. For more information about credibility intervals, please see the appendix. For this survey, Opinion Leaders are defined as individuals who are registered to vote; have at least a college degree; are over age 25; make more than $75,000 annually unless they are between the ages of 25 and 29; are heavy news consumers; and are politically and/or socially engaged.

The national sample of 1,000 was weighted by gender, age, region, race, education, and party identification. The sample of 363 Leaders was weighted by gender, age, region, race, and party identification. Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Figures marked by an asterisk (*) indicate a percentage value of greater than zero but less than one half of one percent. Where figures do not sum to 100, this is due to the effects of rounding.

Q1-Q3 METRIC A: For each of the following, please indicate on a scale from 0-10 how you would rate the quality of medical care provided by each of the following, where 0 means a very poor quality of care, and 10 means an excellent quality of care. If you don't know, just indicate so.

ADULTS

	7-10	5-6	0-4	DK
Physicians	72%	12%	6%	9%
Nurse Practitioners	62%	16%	7%	14%
Family Physicians	72%	11%	6%	10%

OPINION LEADERS

	7-10	5-6	0-4	DK
Physicians	90%	7%	2%	1%
Nurse Practitioners	76%	13%	7%	5%
Family Physicians	89%	7%	3%	1%

Q1-Q3 METRIC B: For each of the following, please indicate on a scale from 0-10 how you would rate the level of medical expertise of each of the following, where 0 means very little medical expertise, and 10 means a great deal of medical expertise. If you don't know, just indicate so.

ADULTS

	7-10	5-6	0-4	DK
Physicians	74%	9%	7%	10%
Nurse Practitioners	60%	15%	10%	14%
Family Physicians	72%	10%	7%	10%

OPINION LEADERS

	7-10	5-6	0-4	DK
Physicians	93%	5%	2%	*
Nurse Practitioners	73%	16%	7%	4%
Family Physicians	91%	5%	3%	1%

4. Generally speaking, who do you see most often for your <u>main</u> medical care, a…?

	Adults %	**Opinion Leaders %**
Physician	71%	80%
Physician's Assistant	7%	10%
Nurse Practitioner	8%	8%
Other (write in)	4%	1%
Don't know	9%	1%

5. Generally speaking, who do you or would you take a child, parent, or loved one to see most often for their main medical care, a…?

	Adults %	**Opinion Leaders %**
Physician	75%	83%
Physician's Assistant	5%	7%
Nurse Practitioner	6%	6%
Other (write in)	2%	1%
Don't know	12%	3%

6. How many medical office visits have you had in the past 12 months?

	Adults %	Opinion Leaders %
0	15%	5%
1	18%	19%
2	20%	27%
3	12%	16%
4	11%	10%
5 or more	23%	24%

7. Regardless of whom you currently see most often for your medical care, if given the choice, would you prefer to see [**ROTATE**] a physician or a nurse practitioner? Please also indicate if you feel that way strongly or not-strongly.

	Adults %	Opinion Leaders %
Physician – strongly	56%	57%
Physician – not-so strongly	16%	25%
Nurse practitioner – not-so strongly	3%	5%
Nurse practitioner – strongly	4%	1%
No preference	16%	12%
Don't know	5%	*
Physician	72%	81%
Nurse Practitioner	7%	7%

8. And if given the choice, would you prefer to take a child, parent, or loved one to see [**ROTATE**] a physician or a nurse practitioner? Please also indicate if you feel that way strongly or not-strongly.

	Adults %	Opinion Leaders %
Physician – strongly	59%	58%
Physician – not-so strongly	14%	26%
Nurse practitioner – not-so strongly	3%	4%
Nurse practitioner – strongly	4%	2%
No preference	15%	10%
Don't know	6%	1%
Physician	73%	84%
Nurse Practitioner	6%	6%

Q9-Q27. Below, you'll see a list of words and phrases some people might use to describe different health professionals. Please drag and drop each word or phrase under the health professional you think it BEST describes.

ADULTS	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Nurses	11%	10%	24%	14%	27%	25%	46%	51%	8%	18%	8%	10%	16%	11%	29%	37%	20%	6%	7%
Nurse Practitioners	12%	14%	20%	15%	18%	24%	22%	20%	13%	20%	10%	16%	14%	11%	27%	26%	23%	10%	21%
Physicians (net)	77%	77%	56%	72%	54%	51%	32%	29%	80%	63%	83%	74%	71%	78%	45%	37%	56%	83%	72%

OPINION LEADERS	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Nurses	14%	9%	26%	14%	27%	32%	42%	56%	7%	19%	11%	11%	14%	12%	29%	42%	21%	7%	8%
Nurse Practitioners	13%	14%	21%	11%	20%	24%	24%	18%	13%	21%	7%	11%	12%	11%	27%	26%	24%	11%	19%
Physicians (net)	74%	77%	54%	75%	55%	46%	34%	27%	80%	61%	82%	77%	74%	77%	45%	32%	56%	83%	73%

a. Experienced
b. Knowledgeable
c. Dependable
d. Someone you trust
e. Someone who cares about you
f. Focused on patients
g. Friendly
h. Comforting
i. Up to date when it comes to the latest medical advances and treatments

j. Gives you what you need
k. A leader
l. Someone in whom you have confidence
m. Someone you respect
n. Professional
o. Good listener
p. Patient
q. Effective
r. Who I want to see when I am sick
s. Who I want to see for preventive care

28. Now, thinking specifically about the health professional you see for your main medical needs, which THREE characteristics are most important for that person to have?

	Adults %	Opinion Leaders %
Experienced	27%	27%
Knowledgeable	37%	35%
Dependable	10%	8%
Someone you trust	27%	25%
Someone who cares about you	17%	16%
Focused on patients	21%	19%
Friendly	8%	5%
Comforting	6%	4%
Up to date when it comes to the latest medical advances and treatments	29%	35%
Gives you what you need	9%	9%
A leader	3%	4%
Someone in whom you have confidence	22%	24%
Someone you respect	6%	8%
Affordable	12%	7%
Professional	17%	17%
Good listener	17%	22%
SSA: Accessible	11%	11%
SSB: Available	11%	15%
Patient	6%	4%
Effective	15%	17%

As you may know, a nurse practitioner is a registered nurse who has received additional education and training. Nurse practitioners, or NPs, also hold a two-year master's degree in nursing. They also have roughly 6-12 weeks of clinical training. In a majority of states, NPs practice only under the supervision of a physician; however, in some states NPs are allowed to practice independently.

29. Sometimes over the course of a survey like this people change their minds. If given the choice, would you prefer to see [**ROTATE]** a physician or a nurse practitioner? Please also indicate if you feel that way strongly or not-strongly.

	Adults %	Opinion Leaders %
Physician – strongly	49%	46%
Physician – not-so strongly	17%	30%
Nurse practitioner – not-so strongly	6%	10%
Nurse practitioner – strongly	8%	3%
No preference	14%	11%
Don't know	5%	1%
Physician	66%	76%
Nurse Practitioner	15%	12%

30. And if given the choice, would you prefer to take a child, parent, or loved one to see [**ROTATE**] a physician or a nurse practitioner? Please also indicate if you feel that way strongly or not-strongly.

	Adults %	Opinion Leaders %
Physician – strongly	51%	48%
Physician – not-so strongly	16%	32%
Nurse practitioner – not-so strongly	5%	6%
Nurse practitioner – strongly	6%	3%
No preference	14%	10%
Don't know	7%	1%
Physician	67%	80%
Nurse Practitioner	12%	9%

31. Over the past five years, do you think the quality of health care in the U.S. has gotten better, gotten worse, or stayed pretty much the same?

	Adults %	Opinion Leaders %
Gotten better	19%	24%
Gotten worse	33%	36%
Stayed the same	36%	37%
Don't know	12%	3%

32. **ASKED OF THOSE WHO ANSWERED GOTTEN BETTER, GOTTEN WORSE, OR STAYED THE SAME IN THE PREVIOUS QUESTION**: And why do you think health care has [**insert response from previous question**]?

	Adults %	Opinion Leaders %
AMONG THOSE WHO HAVE SAID "GOTTEN BETTER"		
	N=189	N=87
Advances in research, medicine, technology	36%	39%
Personal experience	12%	14%
Improvements in service/Care is patient-oriented, patient-focused	11%	4%
Availability of treatments/Access improved	9%	10%
Affordable Care Act/Obamacare/ President's health care law	8%	6%
Better, more educated health professionals	8%	13%
General just my opinion	7%	2%
Other	3%	10%
Don't know	1%	1%
Non-responsive	4%	2%
AMONG THOSE WHO HAVE SAID "GOTTEN WORSE"		
	N=331	N=129
Costs/Affordability/Expensive	21%	22%
Obamacare/Affordable Care Act/Government interference	19%	20%
Focus is not on the patient, it's elsewhere	17%	13%
Insurance companies/Insurance coverage determines everything	16%	17%
Doctors overburdened, rushed, overworked	12%	9%
Overreliance on tests, prescriptions	2%	2%
Access	1%	5%
Other	10%	9%
Don't know	1%	-
Non-responsive	2%	4%
AMONG THOSE WHO HAVE SAID "STAYED THE SAME"		
	N=363	N=136
Haven't noticed any changes/Is the same	51%	50%
Has stayed bad/Hasn't improved	10%	8%
Has stayed good	8%	9%
Still a mix of good and bad	8%	11%
Costs/Expensive	4%	4%
Something standing in the way of change	3%	4%
Affordable Care Act, Obamacare is coming	1%	2%
Other	4%	5%
Don't know	5%	2%
Non-responsive	6%	4%

33. **SSA**: And if your state representative SUPPORTED legislation that would, in effect, restrict your ability to see or continue seeing your physician, would you be more or less likely to vote for him/her?

	Adults %	Opinion Leaders %
Much more likely	8%	7%
Somewhat more likely	7%	9%
Somewhat less likely	11%	11%
Much less likely	59%	64%
Don't know	15%	9%
More likely	15%	16%
Less likely	70%	75%

34. **SSB**: And if your state representative SUPPORTED protecting your ability to see or continue seeing your physician, would you be more or less likely to vote for him/her?

	Adults %	Opinion Leaders %
Much more likely	39%	46%
Somewhat more likely	33%	43%
Somewhat less likely	4%	1%
Much less likely	1%	1%
Don't know	23%	9%
More likely	72%	89%
Less likely	5%	2%

Now I'd like for you to think about what you consider to be your best medical team from the following list. This core team is one that you have immediate access to and that oversees and confers about what's best in terms of your medical needs. On an as needed basis, they can refer you to other physicians, but they represent your core medical team—your first call whenever you have a medical question.

35. Who is your first choice?

	Adults %	**Opinion Leaders %**
Nurse	2%	2%
Nurse Practitioner	6%	4%
Physician's Assistant	3%	3%
Internist	4%	6%
Pediatrician	1%	2%
Physician	24%	22%
General Practitioner	9%	13%
Chiropractor	1%	1%
Primary Care Physician	41%	41%
Specialist	8%	6%
Surgeon	1%	1%

36. And who would you want to lead this team?

	Adults %	**Opinion Leaders %**
Nurse	2%	2%
Nurse Practitioner	4%	2%
Physician's Assistant	3%	3%
Internist	4%	5%
Pediatrician	1%	2%
Physician	27%	24%
General Practitioner	8%	12%
Chiropractor	1%	2%
Primary Care Physician	34%	36%
Specialist	13%	10%
Surgeon	3%	2%

SCREENING QUESTIONS

S1. Are you…?

	Adults %	**Opinion Leaders %**
Male	48%	56%
Female	52%	44%

S2. Are you currently registered to vote?

	Adults %	**Opinion Leaders %**
Yes	85%	100%
No	15%	

S3. What state do you reside in?

	Adults %	**Opinion Leaders %**
Northeast	19%	24%
Midwest	22%	25%
South	36%	31%
West	23%	20%

S4. What is your race? Are you…?

S5. **IF S4 = A, B, OR F** Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban or other Spanish background?

S4./S5.

	Adults %	**Opinion Leaders %**
White	67%	85%
African-American/Black	13%	6%
Hispanic	14%	4%
Asian (e.g., Chinese, Japanese, Korean, Pacific Islander)	4%	2%
Other	2%	3%

S6. Are you, or is anyone in your household, employed by any of the following (or for companies who represent the following):

	Adults %	Opinion Leaders %
Marketing or public opinion research	-	-
A newspaper, television, or radio station	-	-
An advertising, PR, or marketing company	-	-
A political party, or by a candidate for political office	-	-
The health care industry (such as physician, nurse, surgeon, etc.)	-	-
The health insurance industry	-	-
An environmental organization	*	*
The energy industry (Oil & Gas, Coal, Nuclear, Wind, Solar, Hydropower)	1%	1%
The banking industry	1%	1%
None of these	98%	97%

S7. What is your approximate age?

	Adults %	Opinion Leaders %
18 to 24 years	8%	-
25 to 29 years	7%	6%
30 to 34 years	11%	10%
35 to 39 years	12%	11%
40 to 44 years	9%	12%
45 to 49 years	9%	14%
50 to 54 years	11%	20%
55 to 59 years	8%	11%
60 to 64 years	8%	10%
65 to 69 years	8%	2%
70 to 74 years	5%	2%
75 and over	4%	1%

S8. What is the last grade of school you completed?

	Adults %	Opinion Leaders %
Less than high school	4%	-
High school graduate	29%	-
Vocational school	4%	-
Some college	26%	-
College graduate	25%	61%
Post graduate (e.g., MA, MBA, JD, MD, PhD)	11%	39%
Refuse	*	-

S9. Are you currently employed full-time outside the home, employed part-time, self-employed, looking for a job, are you a homemaker, a student or retired?

	Adults %	Opinion Leaders %
Employed full-time	32%	73%
Employed part-time	12%	7%
Self-employed	5%	13%
Looking for work/unemployed	13%	1%
Homemaker	12%	-
Student	3%	-
Retired	22%	6%

S10. What is your total annual INDIVIDUAL income?

	Adults %	Opinion Leaders %
Less than $25,000	34%	-
$25,000 to less than $50,000	33%	-
$50,000 to less than $75,000	18%	*
$75,000 to less than $100,000	7%	41%
$100,000 to less than $150,000	5%	38%
$150,000 to less than $200,000	1%	12%
$200,000 to less than $250,000	1%	4%
More than $250,000	1%	4%

S11. Do you have a health plan, that is, are you covered by a private health insurance plan or by a government program such as Medicare, Medicaid, or Tricare?

	Adults %	Opinion Leaders %
Yes, private insurance	43%	85%
Yes, Medicare	22%	9%
Yes, Medicaid	9%	*
Yes, Tricare	2%	2%
No, do not have a health plan	21%	3%
Don't know	3%	*

S12. **ASKED OF THOSE WITH A HEALTH PLAN:** And, is the private health insurance coverage you have…?

	Adults % N=768	Opinion Leaders % N=352
Provided through your or your spouse's employer	49%	78%
A plan you purchased yourself	22%	18%
Your parents' health plan	3%	*
Some other arrangement	18%	3%
Don't know	8%	1%

S13. Do you have any children who currently live at home?

	Adults %	Opinion Leaders %
Yes	37%	49%
No	63%	51%

S14. Do you have any caregiving responsibilities for your or a spouse's parent or parents or a loved one?

	Adults %	Opinion Leaders %
Yes	12%	22%
No	88%	78%

S15. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

	Adults %	Opinion Leaders %
Strong Republican	11%	18%
Not-so-strong Republican	11%	11%
Independent - lean Republican	8%	11%
Independent	20%	19%
Independent - lean Democrat	10%	13%
Not-so-strong Democrat	12%	11%
Strong Democrat	19%	16%
Other	9%	1%
Republican (Net)	30%	40%
Democrat (Net)	41%	40%

S16. Which of the following behaviors describe different ways you get news and information through the media?

	Adults %	Opinion Leaders %
Watch Sunday news programs such as Meet the Press, This Week, Face the Nation, or Fox News Sunday on a weekly basis	20%	41%
Watch cable news programs and/or talk shows at least a few times a week or more (such as CNN, MSNBC, CNBC, Fox News Channel)	39%	64%
Read national newspapers such as the Wall Street Journal, Washington Post, Chicago Tribune, LA Times, USA Today or the New York Times every day or almost every day	13%	43%
Read the editorial page in the newspaper almost every day	15%	35%
Read business magazines such as The Economist, BusinessWeek or Fortune	9%	34%
Watch national TV network news programs at least a few times a week or more (such as NBC, ABC, CBS)	57%	64%
Browse national news organization`s websites almost every day	20%	53%
Read or write an online web log (BLOG) on a regular basis	6%	16%
Watch or visit an online financial news program like CNBC, the Motley Fool or Bloomberg	12%	34%
Check economic indicators like interest rates, stock prices, and others almost every day	13%	49%
Listen to national radio news programs almost every day	20%	48%
Listen to or watch Podcasts	5%	13%
Use social networking sites like Twitter or Facebook as a way to get news and information	27%	34%
None of the above	13%	-

S17. Within the past two years, have you done any of the following?

	Adults %	Opinion Leaders %
Donated money or performed regular volunteer work for a political or charitable organization	22%	57%
Written a letter, made a call, sent an email to an elected official on an issue of concern to you	18%	48%
Signed a petition or an online petition, attended a public meeting, rally or march on an issue of concern to you	29%	57%
Written a letter, email or blog posting to a newspaper or other media outlet on an issue of concern to you	8%	25%
Held a position of leadership for an advocacy group, civic organization or religious organization in your community	6%	25%
Called into a radio program on an issue of concern to you	3%	14%
Responded to an advocacy organization`s call to action	9%	24%
Met with an elected official	7%	24%
Paid membership dues to an advocacy group or civic organization in your community	6%	23%
People have turned to you for information on a current political, economic or social issue	16%	50%
Gone to a government website to research a topic of interest to you	20%	53%
Chose to buy OR not to buy a product or service primarily because of the company`s ethical, social or environmental reputation	20%	49%
None of the above	44%	-

Now, just a few final questions for background and statistical purposes…

D1. Thinking about politics these days, how would you describe your own political viewpoint?

	Adults %	Opinion Leaders %
Very Liberal	8%	10%
Liberal	15%	18%
Moderate	35%	32%
Conservative	20%	24%
Very Conservative	10%	15%
Don't know	13%	1%
Liberal (Net)	22%	28%
Moderate	35%	32%
Conservative (Net)	30%	39%

D2. Are you married, unmarried and living with a partner, single, separated, divorced, or widowed?

	Adults %	Opinion Leaders %
Married	48%	72%
Unmarried, living with a partner	7%	7%
Single	26%	13%
Separated	2%	*
Divorced	12%	7%
Widowed	5%	2%

D3. Do you own or rent your home?

	Adults %	Opinion Leaders %
Own	63%	91%
Rent	36%	9%
Don't know	1%	-

D4. Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of the Affordable Care Act, sometimes referred to as Obamacare?

	Adults %	Opinion Leaders %
Very favorable	16%	24%
Somewhat favorable	23%	26%
Somewhat unfavorable	13%	10%
Very unfavorable	34%	35%
Don't know	15%	4%
Favorable	39%	50%
Unfavorable	47%	46%

APPENDIX

How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ\, i.e., Y|θ~Bin(n,θ), where n is the size of our sample. In this setting, Y counts the number of "yes", or "1", observed in the sample, so that the sample mean ($\bar{y}$) is a natural estimate of the true population proportion θ. This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian[1] statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one's knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution (π(θ/y)~β(y+a,n-y+b)), but with updated hyper-parameters.

Our credibility interval for ϑ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for ϑ given our updated knowledge base. There are different ways to calculate these intervals based on $\pi(\theta/y)$. Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that a=1 and b=1 and $y = n/2$. Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \mp \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting[2]

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2

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[1] *Bayesian Data Analysis, Second Edition, Andrew Gelman, John B. Carlin, Hal S. Stern, Donald B. Rubin, Chapman & Hall/CRC | ISBN: 158488388X | 2003*

[2] *Kish, L. (1992). Weighting for unequal Pi . Journal of Official, Statistics, 8, 2, 183200.*