

# Summary Report

## Voices for Health Care Online Dialogue – Choicebook

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## 1. About the Online Dialogue

Voices for Health Care is a year-long multi-state research project that engaged leaders and the public in specialized dialogues to work through alternatives for health care reform and identify choices and tradeoffs both would support. (For more information on the project, go to [www.voicesforhealthcare.org](http://www.voicesforhealthcare.org))

As part of its pursuit to engage the public and stakeholders on the future of health care, the Voices for Health Care project launched an interactive website that invited individuals to participate online. The initiative was designed to:

1. Provide citizens and stakeholders with an opportunity to explore their values and preferences regarding health care reform online.
2. Offer participants a chance to learn about possible approaches to health care reform along with their implications and key tradeoffs and empower them to make informed decisions and be a part of meaningful conversations.
3. Gather input from citizens and stakeholders to inform state and federal officials in the further development of health care policy in the United States.

### 1.1 The Choicebook

Participants who visited the website were presented with two steps; a choicebook that explored possible approaches for health care reform followed by the option to take part in a moderated, small-group online dialogue. This report reviews the results from the online choicebook.

The choicebook was adapted from materials used to conduct in-person events designed and hosted by Viewpoint Learning. It provided participants with relevant background information and perspectives on the issues and approaches under consideration. At the same time it probed for participants' views in a structured question and answer format that yielded rich quantitative data. For a complete list of all the choicebook questions and results please see Appendix A.

Completing the choicebook was a requirement to participate in the online dialogues that followed. This was based on the premise that participants would enter the conversation with a common baseline of information, producing a richer experience for everyone involved.

The choicebook was designed to:

- Allow participants to learn about the current state of health care and the need for reform.
- Describe possible approaches to health care reform, their implications and key tradeoffs so that participants could carefully consider various aspects of each approach.
- Allow people to work through these approaches and make choices based on what's important to them.

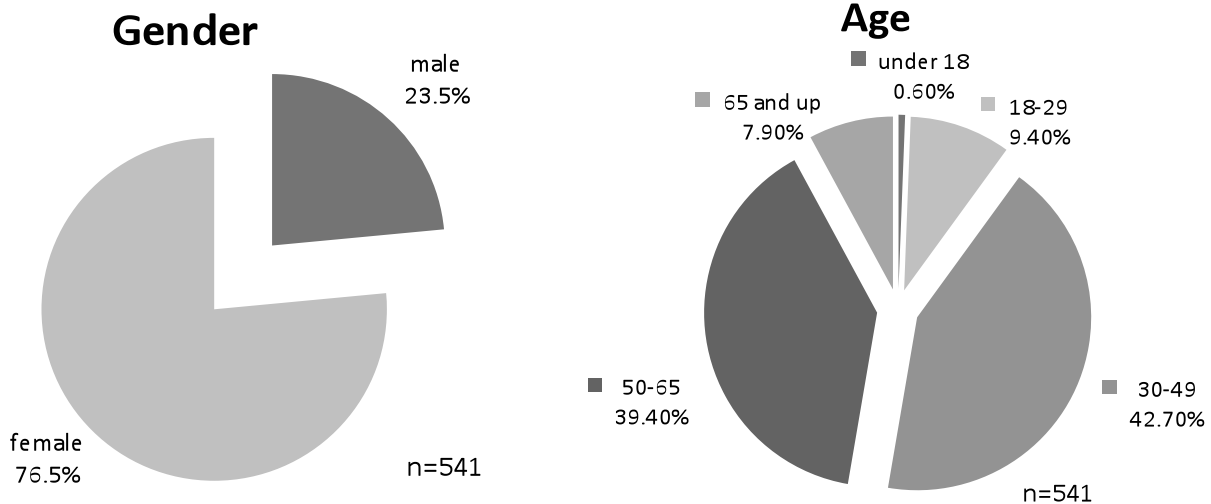
## 2. Who Participated

The Voices for Health Care online approach targeted three states – Ohio, Mississippi and Kansas, but welcomed participation from around the country. While individuals from these three states accounted for 54% of the total number of participants (Ohio – 22%, Mississippi – 5%, and Kansas – 27%), choicebook participants hailed from 43 states across the U.S. This number was driven in part by communications and coverage that extended beyond the target states and the use of a social networking tool. The choicebook was available on Facebook, extending the reach to a broader network of Americans.

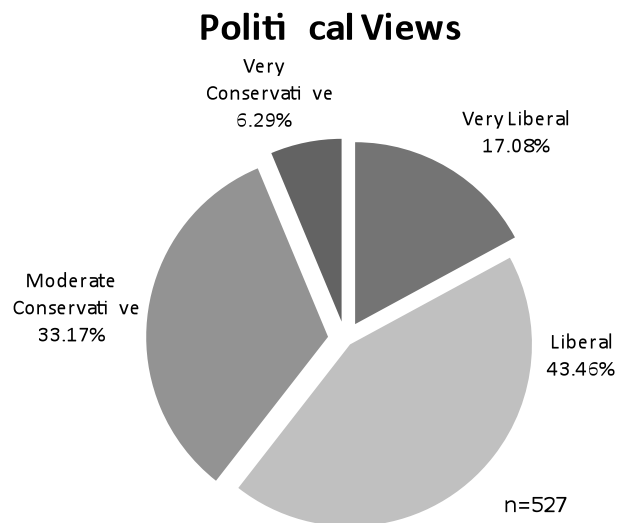
Overall, 555 individuals started the online choicebook with 368 people spending 30 minutes on average to complete the process. This represented a completion rate of 66%.

## 2.1 Participant Profile – A Snapshot

Female participants outnumbered males 3 to 1. Over three quarters (76.5%) identified themselves as female compared to 23.5% male. The bulk of participants fell between the ages of 30-49 (43%) and 50-64 (39%). Most people (89%) indicated they had some form of health insurance, however when asked how satisfied they were with their current plan, over half indicated they were somewhat satisfied or not satisfied. Of the 500 people who responded when asked where they get their health insurance, almost 80% indicated their employer or union, either directly or through that of their spouse and/or parents.



There was participation from all household income ranges, with a fairly even distribution from families earning \$30,000-\$49,000 all the way to those earning over \$100,000. A majority of participants (75%) indicated they had either a college or graduate study degree. Finally, when asked to describe their political views, a small majority of participants leaned liberal. 60% of participants identified themselves as either liberal or very liberal while 40% indicated they were moderate or very conservative.



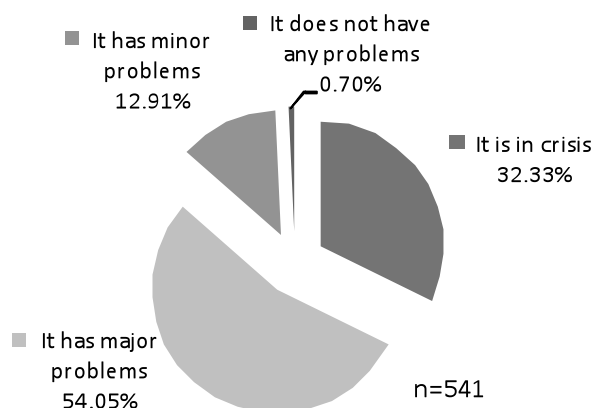
### 3. Initial Thoughts

The choicebook followed a deliberative approach, providing participants with information to consider about four possible approaches to reforming health care, followed by questions. This approach allowed people to learn about the approaches and respond to the questions based on what they valued most. Before jumping into a detailed description of each approach, participants were asked some general questions on health care and health care reform to capture their initial thoughts.

#### 3.1 Health Care in Your State

When asked to describe health care in their state, respondents indicated that it was either in a state of crisis or currently had major problems (86%). Even more troublesome was the fact that 98% of people answered that they were worried about health care costs today and in the future. This trend continued when asked about the quality of health care. Out of the 539 people who provided their opinion on this topic, 90% indicated some level of concern (60% were very concerned and 30% somewhat concerned).

### Health Care in Your State



#### 3.2 First Thoughts on the Possible Approaches

Four possible approaches to health care reform were presented in the choicebook. They included:

1. **Shared Responsibility:** Employers, the government, insurers and health care providers will all share responsibility for strengthening the current employer-based insurance system.
2. **More Personal Responsibility:** Everyone in the state will be required by law to have health insurance: at a minimum, a high-deductible plan that covers basic preventive care plus the kind of extraordinary medical expenses that cause financial hardship.
3. **Public Health Insurance for All:** Everyone will get health insurance through a state agency that acts as a single insurance company for all under 65.
4. **Coordination and Prevention:** How people get health care in the state will be reorganized to create a coordinated, well-managed system of care.

Participants were initially asked to rate the approaches from 1 to 10 (1 being very bad and 10 being very good) based on a simple explanation provided for each. Approach 4 – *Coordination and Prevention* received the highest rating, closely followed by approach 3 – *Public Health Insurance for All*. Approach 1 – *Shared Responsibility* received the 3<sup>rd</sup> highest rating and approach 2 – *More Personal Responsibility* received the lowest rating. This rating took place before participants were exposed to the key elements and pros and cons of each choice, and so measured their top-of-mind reactions. The following table provides the score each approach received out of 10 from highest to lowest.

Approach Rating		
Position	Approach	Score (out of 10)
1	Coordination and Prevention	6.62
2	Public Health Insurance for All	6.47
3	Shared Responsibility	5.18
4	More Personal Responsibility	3.99

Examining these initial ratings by different demographic groupings produced some noteworthy results. When looking at age and income, regardless of which band they identified themselves in, participants rated the approaches in almost the identical order. This was not the case when factoring in political views. Very liberal respondents rated approach 3 highest (8.05) while the very conservative rated this approach lowest (3.17). Approach 4 was the highest rated approach by those who identified themselves as moderate or very conservative receiving an average rating of 5.36. In fact, in comparison to the very liberal and liberal, those who identified their political views as conservative rated all of the approaches lower. Finally, those who indicated they did not have health insurance rated approach 3 the highest (7.54). Over 64% of those with no health insurance were between the ages of 30 and 49. This is disproportionate to the 42% of all participants who identified themselves as belonging to this age group.

## 4. The Approaches – A Closer Look

### 4.1 Rating the Approaches

The choicebook presented participants with information to consider for each approach in the form of key elements, facts and pros and cons. These materials were developed in consultation with national and state health care, community, business, faith, political, civic and other leaders. After going through this information participants were once again asked to rate the approaches. The responses captured at this point in the choicebook indicated a slight shift in preferences. Approach 3 jumped slightly ahead of approach 4 (6.13 to 6.12 respectively) as indicated by the highlighted row in the table below. Of note is the fact that across the board, each of the 4 approaches received a lower rating than they previously received when they were initially presented. This would appear to indicate that participants felt less enthusiastic about each of the approaches after learning more about them, and coming to understand that each came with difficult tradeoffs and consequences. (On-line, participants were asked to rate each scenario independently and they could not be altered. In face-to face Choice-Dialogues using related materials, participants were allowed to mix and match elements of each scenario, or alter scenarios with key conditions. As a result, participants in the face to face dialogues were able to develop scenarios which they were more enthusiastic about. A report and video detailing the results of the Choice-Dialogues can be found at [www.voicesforhealthcare.org](http://www.voicesforhealthcare.org)).

Approach Rating			
Position	Approach	Initial Score (out of 10)	Final Score (out of 10)
2	Coordination and Prevention	6.62	6.12
1	Public Health Insurance for All	6.47	6.13
3	Shared Responsibility	5.18	4.31
4	More Personal Responsibility	3.99	3.66

Further examination of the responses participants provided after learning more about each approach yielded the following results:

#### *Approach 1 – Shared Responsibility*

Overall participants did not feel this approach represented a viable solution to the current health care challenges with over 70% of respondents rating Shared Responsibility as a 5 or lower out of a possible score of 10. While a majority of participants agreed that this approach would be effective in making sure more people had health coverage, they did not

feel it would be very effective in reducing costs or making people healthier. When asked about the long term effectiveness of this approach, almost three-quarters felt that it was not an effective solution for creating a plan that would last for years to come.

*Approach 2 – More Personal Responsibility*

This approach received the lowest level of support across all questions asked to participants. Over 80% rated this approach with a score of 5 or lower out of 10 and less than half the respondents indicated that More Personal Responsibility would result in more coverage for Americans. Even fewer people felt it would be effective in getting people healthier and a significant majority (just under 75%) did not feel this approach would result in lower costs.

*Approach 3 – Public Health Insurance for All*

After learning more about this approach, participants boosted it from second to first in terms of overall rating. More than half of the participants gave Public Health Insurance for All a score of 7 or better out of 10 making it the highest rated approach. At the same time almost 90% felt it would result in more people getting health coverage and 70% of respondents indicated it would make people healthier. When asked about reducing costs, two-thirds of those who answered felt it would be very or somewhat effective in achieving lower costs. Finally about the same number of participants indicated it would provide an effective foundation for creating a plan that could last into the future.

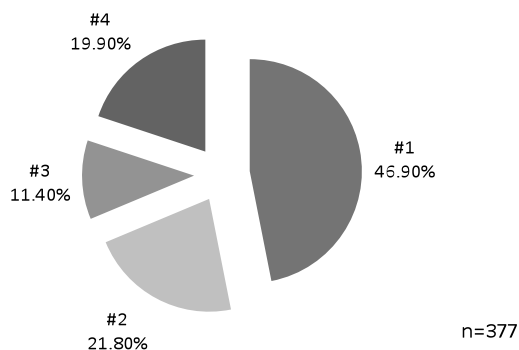
*Approach 4 – Coordination and Prevention*

Coordination and Prevention received the second highest rating with almost three quarters of respondents rating this approach as a 5 or better out of 10. A significant majority (80.5%) felt it would be successful in covering more Americans and it received the highest score of all approaches in the area of making people healthier. Finally about two-thirds of respondents felt this approach could reduce costs and would be effective in creating a plan for the future.

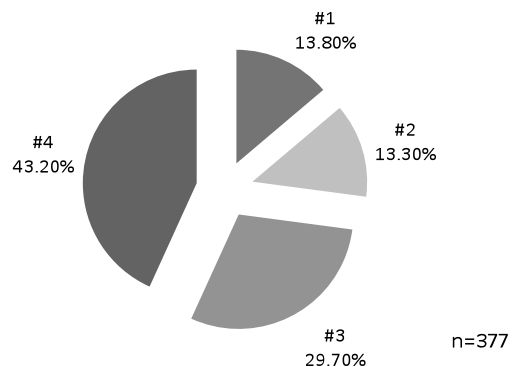
## 4.2 Ranking – Individual Preferences

At the conclusion of the choicebook participants were asked to rank the approaches in their order of preference. Forcing participants to rank one approach against the other resulted in a widening of the gap between approaches 3 and 4. Based on their ranking, participants selected Public Health Insurance for All as their preferred approach by a clear margin with almost half the people ranking this approach as number 1. Conversely, almost half the participants ranked approach 2 – More Personal Responsibility as number 4, firmly entrenching it as the least preferred approach.

Rank #1 – Public Health Insurance for All\*



Rank #4 – More Personal Responsibility\*



\* Ranking was completed based on ordering the approaches from 1 to 4, with 1 being the preferred approach and 4 being the least preferred.

A closer look at the results reveals that 70% of those with an annual household income less than \$20,000 ranked Public Health Insurance for All as the most desirable option. Similarly, 65% of those who earn between \$20,000 and \$29,000 a

year ranked Public Health Insurance for All as their number 1 choice. At the other end of the income spectrum, only 38% of those who earned between \$75,000 to \$99,000 and 36% of those who earned \$100,000 or more ranked Public Health Insurance for All as number 1. The evidence suggests that although the majority of all participants were in favour of this option, the preference for this choice decreases as household income increased.

There was little evidence to suggest income played a role in ranking the More Personal Responsibility choice. On average about half the people in each income bracket ranked this option as number 4 indicating a general dislike of this choice across all income categories. This number was highest (63%) for those who had a household income less than \$20,000.

The political views of participants played a role in the final ranking of each choice. The Public Health Insurance for All option was the most favourable among liberal participants and the least favourable among conservatives. Of all participants who were very liberal or liberal, 91% and 84% respectively, ranked this choice first or second out of 4. In contrast, of all the participants who were moderate conservative or very conservative, 49% and 25% respectively, ranked this choice as 1 or 2.

The highest ranked choice among the conservative participants was choice 4, Coordination and Prevention. This choice, similar to the Public Health Insurance for All option, offers insurance through a state-wide agency but differs in that there is a specific focus on wellness and prevention. This is a significant finding based on the similarities between this choice and the Public Health Insurance for All choice, which was ranked least favourable by conservative participants. Of all the participants who self-identified as very conservative, 70% ranked this choice as 1 or 2 and of all the moderate conservative participants, 60% ranked Coordination and Prevention as either 1 or 2 out of 4. Liberal participants were also in favour of the Coordination and Prevention option as 70% of very liberal participants and 73% of liberal participants ranked this choice as first or second. There would appear to be some area of common ground that should be further explored.

## 5. Final Judgment

The last section of the choicebook asked participants to answer a series of final judgment questions that examined a wide range of related issues and themes. The following provides a summary of the key results from this group of questions.

Universal coverage for all legal residents was rated as absolutely essential by over half the respondents (59%) with an additional 25% rating it as very important. This figure jumped to 96% when participants were asked if it was important for people to have enough coverage to protect themselves from financial ruin if they were to become ill and require care.

Other areas where a majority of participants agreed included the need for a plan to cover prescription drug costs, the ability to choose any doctor or hospital without additional charges, and protection against the cancellation of coverage because of illness or pre-existing conditions. Noteworthy was that for each of these questions, participants between the ages of 18-29 rated them as more important than older participants.

Another interesting result from the final judgment questions was the lack of agreement, or conversely mixed sentiments, around the issue of life style and healthy choices. Participants did not lean one particular way when asked whether or not they felt it was important that costs would be lower for people with healthy life styles. Almost 40% felt it was somewhat or not very important. At the same time, 94% of respondents supported encouraging and rewarding healthy lifestyles. Mixed results were also observed in response to the importance of everyone paying for at least part of their health care. People were evenly divided on both sides of this question.

The mixed results regarding lifestyle and healthy choice questions is consistent with findings from the in-person dialogues. People tend to be conflicted over any measures that would be considered punitive for people who are unhealthy or engage in unhealthy behaviors, but believe that everyone should be doing more to keep themselves healthy. These findings explain why participants indicate strong support for incentives and rewards, but not for punishments. With the supplement of information gathered in the face-to-face dialogues, it becomes evident that participants want to make sure that sick people without the ability to go to a gym or purchase fresh produce are not penalized by the system.



When it came to examining health care costs and looking for ways to lower the overall burden placed on the health care system, a majority of participants felt more should be invested in medical record keeping and preventative care as two key measures to achieving results in these areas. The idea that garnered the greatest support for reducing overall costs (87%), was placing limits on the profits of health care insurance companies.

## 6. Evaluation and Next Steps

The choicebook was designed to present the information around four possible approaches to health care reform in a balanced, unbiased and engaging manner. When asked about the information in the choicebook, 85% of participants felt it was easy to understand and almost 70% felt the choicebook helped them understand why others might hold different positions from their own. Furthermore three-quarters of respondents indicated that the choicebook helped them better understand the issues related to improving the health care system. Based on their experience, 80% of participants agreed they would complete a choicebook in the future.

The choicebook was an opportunity for people to learn about possible approaches to health care reform and provided the foundation for a productive, engaging dialogue online. At the conclusion of the choicebook over 150 individuals signed up to participate in the online dialogue to 'move the conversation forward' by exploring ideas together in small moderated groups. The results from the dialogue have also been compiled, analyzed and reported on. The sum of both the choicebook and dialogue reports will provide policy makers with valuable input to inform their work and continue to move the health care agenda forward, reflecting the values and wishes of the American people.

In depth analyses and comparisons of the results of the online dialogue, the choicebook and all of the other dialogue elements of the Voices for Health Care project are available at [www.voicesforhealthcare.org](http://www.voicesforhealthcare.org), and a final report bringing together all aspects of the project will be released in the spring of 2009.

Appendix A – Choicebook Questions and Results

Question 1: Gender	Percentage (%)
Male	23.5%
Female	76.5%

n=555

Question 2: Age	Percentage (%)
Under 18	.6%
18-29	9.4%
30-49	42.7%
50-65	39.4%
65 and up	7.9%

n=541

Question 3: State	Percentage (%)
Alaska	.2%
Arizona	2.1%
Arkansas	.2%
California	7.8%
Colorado	1.0%
Connecticut	1.2%
Florida	2.7%
Georgia	1.4%
Hawaii	.6%
Idaho	.2%
Illinois	2.0%
Indiana	1.0%
Iowa	.8%
Kansas	27.0%
Kentucky	.4%
Louisiana	.2%
Maryland	.6%
Massachusetts	1.6%
Michigan	.8%
Minnesota	.8%
Mississippi	4.5%
Missouri	2.0%
Montana	.4%
Nebraska	.4%
Nevada	.2%
New Hampshire	.4%
New Jersey	1.4%
New York	3.1%
North Carolina	1.2%

Ohio	21.5%
Oklahoma	.8%
Oregon	1.0%
Pennsylvania	.6%
Rhode Island	.4%
South Carolina	.8%
Tennessee	1.4%
Texas	3.1%
Utah	.2%
Virginia	1.4%
Washington	2.5%
West Virginia	.2%
Wisconsin	.4%

n=512

Question 4: Health Insurance	Percentage (%)
Yes	89.1%
No	10.9%

n=539

Question 4a: Where do you get your health insurance?	Percentage (%)
Employer or Union	54.0%
Spouse/parents employer or union	23.9%
Medicare or a public program	10.6%
A plan you bought yourself	8.8%
Other	2.7%

n=489

Question 4b: How satisfied are you with your current health insurance plan?	Percentage (%)
Employer or Union	12.7%
Spouse/parents employer or union	31.8%
Medicare or a public program	37.3%
A plan you bought yourself	12.9%
Other	5.3%

n=488

Question 5: In general, would you describe your political views as:	Percentage (%)
Very Liberal	17.1%
Liberal	43.5%
Moderate Conservative	33.2%
Very Conservative	6.3%

n=527

Question 6: How much does your family earn per year?	Percentage (%)
Under \$20 000	8.4%
\$20 000-\$29 000	8.8%
\$30 000-\$49 000	17.5%
\$50 000-\$74 000	20.0%
\$75 000-\$99 000	19.5%
\$100 000 or more	25.9%

n=514

Question 7: What is the highest level of education you have completed?	Percentage (%)
Less than high school	2.1%
High school graduate	4.7%
Some college	17.3%
College degree	26.6%
Graduate study/degree	49.3%

n=531

Question 8: Do you work in a field directly related to health care?	Percentage (%)
yes	40.6%
no	59.4%

n=529

Question 9: Which of these statements best describes health care in your state?	Percentage (%)
It is in crisis	32.3%
It has major problems	54.0%
It has minor problems	12.9%
It does not have any problems	.7%

n=541

Question 10: How worried are you about health care costs today and in the future?	Percentage (%)
Very worried	79.2%
Somewhat worried	18.8%
Not very worried	1.3%
Not worried at all	.7%

n=542

Question 11: How concerned are you about the quality of health care you get now or will get in the future?	Percentage (%)
Very concerned	58.6%
Somewhat concerned	32.1%
Not very concerned	7.8%
Not concerned at all	1.5%

n=539

Rank	Question 12, 13, 14, 15: Initial response to choices	Mean
1	Choice 4: Coordination and Prevention	6.62
2	Choice 3: Public Health Insurance for All	6.47
3	Choice 1: Shared Responsibility	5.18
4	Choice 2: More Personal Responsibility	3.99

n= 469

n= 469

n= 480

n= 473

Question 16: Which comes closer to your point of view?	Percentage (%)
Everyone should have the same level of health care	72.6%
Those who pay more should be able to get something better	27.4%

n=452

Question 17: Which comes closer to your point of view?	Percentage (%)
People should prepare for the high cost of illness or injury	10.3%
No one should face financial ruin because of medical care	89.7%

n=455

Question 18: Which comes closer to your point of view?	Percentage (%)
Only treatments proven effective should be covered by plans	26.6%
Plans should cover any treatment recommended by your Dr.	73.4%

n=451

Question 19: Which comes closer to your point of view?	Percentage (%)
Everyone should have basic health insurance	42.3%
Everyone should have full health insurance	57.7%

n=444

Rank	Question 20a: Informed response to choice (rate response on a scale of 1 to 10, 1 being very bad and 10 being very good)	Mean
3	Choice 1: Shared Responsibility	4.31

n=391

Question 20b_i – 20b_iv: How effective do you think this choice will be in:	Very Effective	Somewhat Effective	Not Very Effective	Not at all Effective	
Making sure more people in our state have health coverage?	12.4 %	52.1%	26.0%	9.5%	n= 411
Making people healthier?	10.0%	35.1%	36.6%	18.3%	n= 410
Reducing costs?	5.9%	26.4%	42.1%	25.6%	n= 406
Creating a plan for our state that could last for years into the future?	8.1%	26.7%	38.0%	27.2%	n= 405

Rank	Question 21a: Informed response to choice (rate response on a scale of 1 to 10, 1 being very bad and 10 being very good)	Mean
4	Choice 2: More Personal Responsibility	3.66

n=366

Question 21b_i – 21b_iv: How effective do you think this choice will be in:	Very Effective	Somewhat Effective	Not Very Effective	Not at all Effective	
Making sure more people in our state have health coverage?	9.5%	36.1%	34.3%	20.2%	n= 391
Making people healthier?	6.9%	29.1%	34.7%	29.3%	n= 392
Reducing costs?	6.9%	19.5%	38.8%	34.7%	n= 389
Creating a plan for our state that could last for years into the future?	6.4%	17.3%	34.5%	41.8%	n= 388

Rank	Question 22a: Informed response to choice (rate response on a scale of 1 to 10, 1 being very bad and 10 being very good)	Mean
1	Choice 3: Public Health Insurance for All	6.13

n= 358

Question 22b_i – 22b_iv: How effective do you think this choice will be in:	Very Effective	Somewhat Effective	Not Very Effective	Not at all Effective	
Making sure more people in our state have health coverage?	60.7%	25.5%	9.9%	3.9%	n= 384
Making people healthier?	29.0%	40.4%	18.7%	11.9%	n= 386
Reducing costs?	26.0%	40.4%	19.8%	13.3%	n= 384
Creating a plan for our state that could last for years into the future?	33.9%	33.3%	16.7%	16.1%	n= 384

Rank	Question 23a: Informed response to choice (rate response on a scale of 1 to 10, 1 being very bad and 10 being very good)	Mean
2	Choice 4: Coordination and Prevention	6.12

n= 346

Question 23b_i – 23b_iv: How effective do you think this choice will be in:	Very Effective	Somewhat Effective	Not Very Effective	Not at all Effective	
Making sure more people in our state have health coverage?	39.5%	41.4%	12.5%	6.9%	n= 375
Making people healthier?	28.6%	48.0%	13.3%	10.1%	n= 377
Reducing costs?	18.8%	47.2%	23.6%	10.5%	n= 373
Creating a plan for our state that could last for years into the future?	23.1%	40.2%	21.7%	15.0%	n= 373

Rank	Question 24a, 24b, 24c, 24d: Final ranking (rank in order of importance, 1= the best and 4= the worst)	Mean
1	Choice 3: Public Health Insurance for All	2.04
2	Choice 4: Coordination and Prevention	2.19
3	Choice 1: Shared Responsibility	2.71
4	Choice 2: More Personal Responsibility	3.02

n= 377  
n= 377  
n= 377  
n= 377

	Absolutely Essential	Very Important	Somewhat Important	Not Very Important
Question 25: How important to you is universal coverage for all legal residents?	58.6%	24.6%	9.5%	7.3 %

n= 370

	Absolutely Essential	Very Important	Somewhat Important	Not Very Important
Question 26: How important to you is coverage that is enough to protect people from financial ruin if they have medical problems?	67.1%	29.1%	3.5%	.3 %

n= 368

	Absolutely Essential	Very Important	Somewhat Important	Not Very Important
Question 27: How important to you is it that the costs of prescription drugs are covered?	49.1%	36.0%	13.8%	1.1 %

n= 369

	Absolutely Essential	Very Important	Somewhat Important	Not Very Important
Question 28: How important to you is being able to choose any doctor or hospital you want without additional charge?	37.7 %	31.2 %	24.7 %	6.5 %

n= 369

	Absolutely Essential	Very Important	Somewhat Important	Not Very Important
Question 29: How important to you is coverage never being cancelled because of illness or pre-existing conditions?	78.9 %	17.6 %	3.3 %	.3 %

n= 369

	Absolutely Essential	Very Important	Somewhat Important	Not Very Important
Question 30: How important to you is it that all children receive full health care coverage?	79.9 %	14.6 %	4.6 %	1.4 %

n= 369

	Absolutely Essential	Very Important	Somewhat Important	Not Very Important
Question 31: How important to you is it that costs are lower for people with healthy lifestyles (non-smokers, not overweight etc)?	24.7 %	37.2 %	28.5 %	9.5 %

n= 368

	Absolutely Essential	Very Important	Somewhat Important	Not Very Important
Question 32: How important to you is it that everybody have their own "home" doctor that they see regularly?	31.7 %	40.7 %	24.4 %	3.3 %

n= 369

	Absolutely Essential	Very Important	Somewhat Important	Not Very Important
Question 33: How important to you is it that everyone pay for at least part of their own healthcare?	26.8 %	30.9 %	29.0 %	13.3 %

n= 369



	Absolutely Essential	Very Important	Somewhat Important	Not Very Important
Question 34: How important to you is coverage you can take with you even if you change jobs?	61.2 %	27.4 %	9.2 %	2.2 %

n= 369

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
Question 35: How important to you is spending more money on preventative care - to keep more people from getting sick in the first place?	70.2 %	26.6 %	3.0 %	.3 %

n= 369

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
Question 36: How important to you is use technology to improve medical record-keeping and better coordinate care?	57.1 %	36.7 %	4.3 %	1.9 %

n= 368

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
Question 37: How important to you is requiring all employers to provide health insurance to their employees or pay tax to help provide coverage to those without any?	28.0 %	37.8 %	24.2 %	10.1 %

n= 368

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
Question 38: How important to you is putting limits on the profits of health insurance companies?	65.8 %	21.5 %	8.7 %	4.1 %

n= 368

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
Question 39: How important to you is only covering medical tests and treatments that are proven to work?	11.4 %	37.9 %	31.1 %	19.6 %

n= 367

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
Question 40: How important to you is putting limits on extreme measures in end-of-life care?	35.0 %	38.0 %	14.2 %	12.8 %

n= 366

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
Question 41: How important to you is encouraging and rewarding healthy choices and lifestyles (managing blood pressure, regular exercise and good nutrition)?	64.7 %	29.36 %	4.3 %	1.6 %

n= 368

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
Question 42: How important to you is requiring everyone to have at least a basic health insurance plan?	38.0 %	35.9 %	14.9 %	11.1 %

n= 368

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
Question 43: How important to you is change to a publicly run health system which would have the bargaining power of a single insurer with drug companies, doctors and hospitals?	47.0 %	26.8 %	12.7 %	13.5 %

n= 370

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly
Question 44: I would be willing to pay higher taxes so that everyone can have health insurance.	41.5 %	36.1 %	12.1 %	10.2 %

n= 371

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly
Question 45: I would be willing to have limits placed on my choice of doctors and hospitals if it cost me significantly less to buy insurance.	13.4 %	41.7 %	24.5 %	20.4 %

n= 367

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly
Question 46: It is not fair that some people get generous benefits from their employers while others have to pay a lot for insurance on their own.	48.5 %	29.4 %	14.2 %	7.9 %

n= 367

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly
Question 47: We need a simpler system with less overhead and less duplication of effort	74.3 %	20.9 %	3.3 %	1.6 %

n= 369

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly
Question 48: A publicly run health system would be bureaucratic and inefficient.	21.5 %	21.5 %	26.4 %	30.7 %

n= 368

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	I don't know
Question 49 (Evaluation): I enjoyed completing this choicebook.	3.5 %	4.3 %	24.4 %	43.9 %	23.0 %	.8 %

n= 369

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	I don't know
Question 50 (Evaluation): The choicebook helped me better understand some of the issues relating to improving our health care system.	3.0 %	6.0 %	17.2 %	43.6 %	30.0 %	.3 %

n= 367

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	I don't know
Question 51 (Evaluation): From a technical standpoint, I found the choicebook easy to use.	2.2 %	2.2 %	6.3 %	33.7 %	55.4 %	.3 %

n= 368

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	I don't know
Question 52 (Evaluation): The information and facts contained in the choicebook were easy to understand.	2.4 %	2.4 %	8.7 %	41.3 %	43.8 %	1.4 %

n= 368

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	I don't know
Question 53 (Evaluation): Working through the choicebook led me to understand why others might hold different positions from mine.	2.7 %	6.0 %	23.1 %	42.1 %	25.3 %	.8 %

n= 368

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	I don't know
Question 54 (Evaluation): Based on this experience, I would consider completing a choicebook in the future.	1.9 %	.8 %	12.8 %	39.9 %	41.0 %	3.5 %

n= 368