



The Associated Press-NORC
Center for Public Affairs Research

Finding Quality Doctors: How Americans Evaluate Provider Quality in the United States

**Conducted by The Associated Press-NORC Center for Public Affairs Research
with funding from the Robert Wood Johnson Foundation**

Interview dates: May 27, 2014 – June 18, 2014

Interviews: 1,002 adults

Margin of error: +/- 4.0 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled.

Finding Quality Doctors: How Americans Evaluate Provider Quality in the United States

HLTH1. In general, how would you rate your overall health? Would you say it is good, poor, or neither good nor poor?

IF GOOD: Would you say it is very good or somewhat good?

IF POOR: Would you say it is very poor or somewhat poor?

	AP-NORC 5/27-6/18/2014
Good NET	79
Very good	47
Somewhat good	32
Neither good nor poor	13
Poor NET	8
Somewhat poor	4
Very poor	4
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

N=

1,002

Now I have a few questions related to your experience with the health care system...

HLTH3A. On average, how often do you go to a doctor's office or medical clinic for regular check-ups or physicals? Would you say...?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

	AP-NORC 5/27-6/18/2014
At least once a year NET	79
Twice a year or more	43
Once a year	36
Less than yearly NET	21
Once every few years	14
Never	6
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

N=

1,002

HLTH3B. On average, how often do you go to a doctor's office or medical clinic for treatment of any illnesses you have? Would you say...?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

	AP-NORC 5/27-6/18/2014
Monthly or more NET	11
Once a week or more	3
Once a month	8
Several times a year NET	36
Once every three months	16
Twice a year	20
Once a year	19
Once every few years	21
Never	13
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*
<i>N=</i>	<i>1,002</i>

RATE1. In general, how would you rate the health care that you receive? Would you say it is good, poor, or neither good nor poor?

IF GOOD: Would you say it is very good or somewhat good?

IF POOR: Would you say it is very poor or somewhat poor?

	AP-NORC 5/27-6/18/2014
Good NET	83
Very good	56
Somewhat good	27
Neither good nor poor	11
Poor NET	4
Somewhat poor	2
Very poor	3
Don't receive health care (VOL)	1
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*
<i>N=</i>	<i>1,002</i>

Finding Quality Doctors: How Americans Evaluate Provider Quality in the United States

Ask if HLTH3A not “never” and HLTH3B not “never.”

HLTH3C. Is there a particular doctor’s office, clinic, health center, or other place that you usually go if you are sick or need advice about your health, or not?

	AP-NORC 5/27-6/18/2014
Yes	78
No	21
There is more than one place (VOL)	1
Don’t know (DO NOT READ)	*
Refused (DO NOT READ)	*

N=

970

HLTH4. Are you currently receiving regular medical treatment or making regular visits to a doctor or other health care provider for any chronic health problem -- such as asthma, diabetes, high blood pressure, or cancer, or not? Other health care providers can include physician assistants, nurse practitioners, and registered nurses.

	AP-NORC 5/27-6/18/2014
Yes	34
No	66
Don’t know (DO NOT READ)	*
Refused (DO NOT READ)	*

N=

1,002

HLTH5. Is someone else in your household currently receiving regular medical treatment or making regular visits to a doctor or other health care provider for any chronic health problem -- such as asthma, diabetes, high blood pressure, or cancer, or not?

	AP-NORC 5/27-6/18/2014
Yes	28
No	71
Don’t know (DO NOT READ)	*
Refused (DO NOT READ)	*

N=

1,002

The next questions are about health insurance.

INS1. Do you now have any type of health plan or health coverage or not?

	AP-NORC 5/27-6/18/2014
Yes	86
No	13
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*
<i>N=</i>	<i>1,002</i>

Ask if “yes” in INS1. Do not randomize list. Once respondent says “yes” to an item in this series, skip to INS3.

INS2A-INS2H. Are you currently covered by [INSERT ITEM] or not?

AP-NORC 5/27-6/18/2014	Yes	No	Don't know (DO NOT READ)	Refused (DO NOT READ)
a. health insurance through a current or former employer or union of yours or another family member? (<i>N=905</i>)	62	37	1	*
b. Medicare, for people 65 and older, or people with certain disabilities (<i>N=347</i>)	50	49	*	1
c. Medicaid, Medical Assistance, or any kind of state or government-assistance plan for those with low incomes (<i>N=128</i>)	48	50	*	2
d. health insurance purchased directly from an insurance company or through a State or Federal Marketplace or Exchange or HealthCare.Gov by you or another family member. Do NOT include plans that cover only one type of service, such as dental, drug or vision plans (<i>N=78</i>)	67	26	4	3
e. TRICARE or other military health care (<i>N=23</i>)	18	82	-	-
f. health insurance through the Veteran's Administration (<i>N=17</i>)	10	90	-	-
g. health insurance through the Indian Health Service (<i>N=14</i>)	17	83	-	-
h. any other type of health insurance NOT listed above (<i>N=12</i>)	52	48	-	-

INS1/INS2A-INS2H COMBINED

	AP-NORC 5/27- 6/18/2014
Health insurance through a current or former employer or union of yours or another family member	54
Medicare, for people 65 and older, or people with certain disabilities	16
Medicaid, Medical Assistance, or any kind of state or government-assistance plan for those with low incomes	8
Health insurance purchased directly from an insurance company or through a State or Federal Marketplace or Exchange or HealthCare.Gov by you or another family member. Do NOT include plans that cover only one type of service, such as dental, drug or vision plans	6
TRICARE or other military health care	1
Health insurance through the Veteran's Administration	*
Health insurance through the Indian Health Service	*
Any other type of health insurance NOT listed above	1
Have insurance/Unknown type	1
Uninsured	13
Don't know	*
Refused	*

N=

1,002

Ask if "yes" in INS1, INS2a-h.

INS3. Is there a monthly premium for this plan?

IF NECESSARY: A monthly premium is a fixed amount of money people pay each month to have health coverage. It does not include copays or other expenses such as prescription costs.

	AP-NORC 5/27-6/18/2014
Yes	67
No	28
Don't know (DO NOT READ)	5
Refused (DO NOT READ)	-

N=

901

Ask if "yes" in INS3.

INS4. Is the cost of the premium subsidized based on family income?

IF NECESSARY: By subsidized we mean that some part of the monthly premium is paid by a government program or other organization.

	AP-NORC 5/27-6/18/2014
Yes	18
No	76
Don't know (DO NOT READ)	7
Refused (DO NOT READ)	-
<i>N=</i>	649

GENERAL QUALITY PERCEPTIONS

Ask if ever visits doctor in HLTH3A, HLTH3B or rates health care in RATE1.

QUAL1. Next, if your friend or family member was looking for a high quality doctor, would you recommend your own doctor or health care provider, or not?

IF YES: Is that definitely yes or probably yes?

IF NO: Is that definitely not or probably not?

IF R HAS MORE THAN ONE PROVIDER: Thinking about the doctor or health care provider you see most often.

	AP-NORC 5/27-6/18/2014
Would recommend NET	76
Definitely would recommend	56
Probably would recommend	21
Would not recommend NET	17
Probably would not recommend	10
Definitely would not recommend	7
Not sure (VOL)	1
Don't receive care/have a provider (VOL)	5
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*
<i>N=</i>	995

Finding Quality Doctors: How Americans Evaluate Provider Quality in the United States

Rotate asking order of QUAL2, QUAL3.

QUAL2. [Now/Again] thinking about doctors or other health care providers generally, what do you think is the most important factor that makes a high quality doctor or other health care provider? Just tell me the first thing that comes to mind.

	AP-NORC 5/27-6/18/2014
Listens/Attentive to patients/Interested	18
Accurate diagnosis/Fixes problems/General competence	11
Caring	8
Bedside manner/Relates to patients/Understanding	8
Knowledgeable	8
Personality traits	7
Time with patients	5
Accessible	5
Communication	5
Attention to detail/Thorough/Organized	4
Education/Medical training/Well-qualified	4
Experience	3
Good office environment	2
Medical values/Philosophy/Ethics	2
Affordable	1
Put patients first over money, insurance companies, other	1
Accepts my insurance	*
Other	5
Don't know (DO NOT READ)	4
Refused (DO NOT READ)	1

N=

1,002

QUAL3. [Now/Again] thinking about doctors or other health care providers generally, what do you think is the most important factor that makes a poor quality doctor or other health care provider? Just tell me the first thing that comes to mind.

	AP-NORC 5/27-6/18/2014
Doesn't listen/Not attentive to patients	17
Lack of time with patients	10
Misdiagnosis/Doesn't fix problems/Incompetent	9
Not accessible/Overbooked/Bad location	9
Bad personality traits	6
Doesn't care	5
Poor bedside manner	5
Lack of knowledge	4
Poor communication	4
Conflicting medical values/Philosophy/Ethics	4
Focus on costs/Doesn't put patients first	4
Lack of experience	2
Attention to detail/Thorough/Disorganized	2
Lack of education/Medical training/Well-qualified	2
Bad office environment	2
Costs are too high	1
Doesn't accept my insurance	*
Other	7
Don't know (DO NOT READ)	6
Refused (DO NOT READ)	*

N=

1,002

QUAL4A-QUAL4Q. When choosing a doctor or other health care provider, please tell me how important each of the following factors are to your choice. What about [INSERT ITEM]? Is this not at all important, not too important, moderately important, very important, or extremely important to your choice of a doctor or other health care provider?

Ask each respondent five randomized items from the list below.

	Total impt.	Extr. Impt.	Very impt.	Mod. Impt.	Total not impt.	Not too impt.	Not at all impt.	DK	Ref.
AP-NORC 5/27-6/18/2014									
<i>Ask if "yes" in INS1.</i> Whether a doctor or other health care provider accepts your form of health care insurance (N=214)	88	43	45	6	5	2	3	*	*
How many times a doctor or other health care provider has done a specific medical procedure, treatment or surgery that you may need (N=304)	83	30	53	12	4	3	1	1	*
Your impression of the doctor or other health care provider after a face-to-face meeting with him or her (N=266)	81	27	55	15	4	3	1	-	-
How much time a doctor or other health care provider spends with each patient (N=275)	80	33	47	14	6	6	*	*	-
Whether a doctor or other health care provider is board certified, that is, has had additional training and testing in his or her area of specialty (N=324)	77	24	53	15	7	4	3	*	*
How long it takes to get an appointment with a doctor or other health care provider (N=270)	77	23	53	19	3	3	*	1	-
How helpful the staff at the doctor or other health care provider's office is (N=309)	77	20	57	19	3	2	1	1	-
Whether the treatments a doctor or other health care provider uses are considered by experts to be effective (N=257)	72	19	53	18	7	5	2	2	1
Whether any disciplinary actions or malpractice suits have been taken against a doctor or other health care provider (N=339)	70	27	43	19	9	6	3	1	*
Whether a doctor or other health care provider provides the highest quality care at the lowest possible cost (N=305)	68	21	47	21	8	6	2	3	*
How patients who are surveyed rate the doctor or other health care provider's communication with patients (N=320)	66	19	48	22	11	8	3	1	*

(CONTINUED) QUAL4A-QUAL4Q. When choosing a doctor or other health care provider, please tell me how important each of the following factors are to your choice. What about [INSERT ITEM]? Is this not at all important, not too important, moderately important, very important, or extremely important to your choice of a doctor or other health care provider?

How long you have to wait in the waiting room to be seen (N=251)	62	17	44	23	15	11	4	-	-
How convenient a doctor or other health care provider's location is (N=298)	50	13	37	38	11	7	4	*	-
Whether a doctor or other health care provider attended a well-known medical school or training program (N=299)	48	17	31	29	21	12	9	1	*
Whether a doctor or other health care provider charges more than other providers do (N=360)	46	20	26	31	20	12	8	3	*
How highly a doctor or other health care provider is rated by patients on a website such as Health Grades.com, Yelp, or Angie's List (N=301)	26	5	21	22	46	21	25	4	1
Whether a doctor or other health care provider has been rated "the best" by a local newspaper or magazine (N=318)	15	5	10	39	46	27	18	*	-

QUAL5A-QUALE. Quality health care generally means providing safe, effective, and timely care to achieve the best possible results. Based on what you've experienced yourself, please tell me if you think the quality of care provided at the following kinds of health care facilities in your area is good, poor, or neither good nor poor. If you haven't had any experiences with any of these facilities, just tell me. What about [INSERT ITEM]? Based on what you've experienced yourself, do you think [INSERT ITEM] in your area are good, poor, or neither good nor poor?

IF GOOD: Would you say it is very good or somewhat good?

IF POOR: Would you say it is very poor or very poor?

Randomize list.

	Good NET	Very good	Somewhat good	Neither good nor poor	Poor NET	Somewhat poor	Very poor	No personal experience (VOL)	DK	Ref.
AP-NORC 5/27-6/18/2014										
Doctors' offices	82	51	30	7	4	3	1	7	*	*
Hospitals, not including the emergency room	68	44	25	9	6	3	3	16	1	-
Emergency rooms	56	36	20	10	14	7	7	20	1	*
Retail clinics found in pharmacies like Walgreens or stores like Walmart	53	34	19	6	5	3	1	35	1	*
Walk-in clinics or Urgent Care Centers	49	28	22	9	6	4	2	35	1	-

N=1,002

Ask of random half sample.

QUAL7A. When it comes to health care, does higher quality health care usually come at a higher cost, or is there no real relationship between the quality and cost of health care?

	AP-NORC 5/27-6/18/2014
Higher quality comes at higher cost	48
No real relationship	37
Depends (VOL)	4
Neither (VOL)	1
Both (VOL)	-
Don't know (DO NOT READ)	10
Refused (DO NOT READ)	*
<i>N</i> =	490

Ask of random half sample.

QUAL7B. When it comes to health care, does lower quality health care usually come at a lower cost, or is there no real relationship between the quality and cost of health care?

	AP-NORC 5/27-6/18/2014
Lower quality comes at lower cost	29
No real relationship	46
Depends (VOL)	8
Neither (VOL)	2
Both (VOL)	1
Don't know (DO NOT READ)	13
Refused (DO NOT READ)	1
<i>N</i> =	512

HEALTH QUALITY INFORMATION

D24. RECORD GENDER/IF UNSURE, ASK: Before we get started on the next questions, I need to ask, are you male or female?

	AP-NORC 5/27-6/18/2014
Male	48
Female	52
<i>N</i> =	1,002

INFO1. Next, we would like to ask you about the information you might use when making health care decisions. How easy or difficult is it to find information that you can trust about the [INSERT ITEM] of health care provided by different doctors or other health care providers in your area. As a reminder, doctors and other health care providers can include doctors, physician assistants, nurse practitioners, and registered nurses. Would you say it is easy, difficult, or neither easy nor difficult?

IF EASY: Is that very easy or moderately easy?

IF DIFFICULT: Is that very difficult or moderately difficult?

Randomize list.

AP-NORC 5/27-6/18/2014	Easy NET	Very easy	Moderately easy	Neither easy nor difficult	Difficult NET	Moderately difficult	Very difficult	DK (DO NOT READ)	Ref. (DO NOT READ)
Quality	48	22	26	22	25	16	9	5	*
Cost	32	14	18	24	38	18	20	6	*

N=1,002

INFO1_1. Now, how easy or difficult is it to find a source of information that you can trust that compares the cost of care and quality of care together? Would you say it is easy, difficult, or neither easy nor difficult?

IF EASY: Is that very easy or moderately easy?

IF DIFFICULT: Is that very difficult or moderately difficult?

	AP-NORC 5/27-6/18/2014
Easy NET	26
Very easy	11
Moderately easy	14
Neither easy nor difficult	22
Difficult NET	44
Moderately difficult	20
Very difficult	24
Don't know (DO NOT READ)	8
Refused (DO NOT READ)	*

N=

1,002

Finding Quality Doctors: How Americans Evaluate Provider Quality in the United States

INFO2A-INFO2E. Suppose you needed to see a [INSERT ITEM]. How confident are you that you could find health care quality information that would help you choose [INSERT ITEM]? Would you say you are extremely confident, very confident, moderately confident, not too confident, or not at all confident? [HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

IF NECESSARY: Even if you already have a provider, just suppose you had to pick a new one for some reason.

Randomize list.

	Conf. NET	Extr. Conf.	Very conf.	Mod. Conf.	Not conf. NET	Not too conf.	Not at all conf.	DK (DO NOT READ)	Ref. (DO NOT READ)
AP-NORC 5/27-6/18/2014									
A specialist such as a cardiologist or neurologist	47	13	34	31	20	12	8	2	-
<i>Ask if female.</i> A gynecologist or obstetrician (N=495)	45	16	29	38	14	9	5	3	*
A primary care doctor	44	12	32	34	19	12	7	2	*
A dentist	43	14	28	34	21	12	9	3	*
A mental health provider like a psychologist or social worker	31	8	22	33	29	18	12	6	*

N=1,002 unless otherwise noted

Finding Quality Doctors: How Americans Evaluate Provider Quality in the United States

INFO4A-INFO4D. How confident are you that you could get information about [INSERT ITEM] if you needed it? Would you say you are extremely confident, very confident, moderately confident, not too confident, or not at all confident?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Randomize list.

	Conf. NET	Extr. Conf.	Very conf.	Mod. Conf.	Not conf. NET	Not too conf.	Not at all conf.	DK (DO NOT READ)	Ref. (DO NOT READ)
AP-NORC 5/27-6/18/2014									
A doctor or other health care provider's training, certification, and experience	39	7	32	36	21	13	8	4	*
The amount different doctors or other health care providers in your area would charge you [<i>If not "no" in INS1: or your health insurance company</i>] to provide a certain treatment or procedure	23	5	18	29	44	22	22	5	*
Direct comparisons of the quality of care provided by different doctors or other health care providers in your area	22	4	18	34	40	23	17	4	*
The number of disciplinary actions taken against a doctor or other health care provider	19	3	16	26	49	28	21	5	*

N=1,002 unless otherwise noted

QUALITY RATINGS: AWARENESS, PERCEPTIONS, AND INFLUENCE

COMP1. Information comparing doctors or other health care providers is available in different places. For example, it might appear in a newspaper or magazine, be shared by a health insurance company, or found on a website. In the past 12 months, do you remember seeing any information comparing different doctors or other health care providers, or not?

IF NECESSARY: As a reminder, doctors or other health care providers can include doctors, physician assistants, nurse practitioners, and registered nurses.

	AP-NORC 5/27-6/18/2014
Yes	23
No	76
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*
<i>N=</i>	1,002

Ask if "yes" in COMP1.

COMP2A-COMP2H. Did you see or hear information from any of the following sources comparing the quality of doctors or other health care providers during the past 12 months, or not? How about information [INSERT ITEM]?

Randomize list.

AP-NORC 5/27-6/18/2014	Yes	No	Don't know	Refused
Through friends or family	64	35	1	*
In a newspaper or magazine	51	48	1	-
Directly from a doctor or other health care provider	50	49	1	-
Provided by a health insurance company	46	53	1	-
On a ratings website such as Health Grades.com, Yelp, or Angie's List	40	57	3	-
Online on a community or advocacy group's website	36	63	2	-
That you saw somewhere else	36	63	1	-
Online on a government website	32	67	1	-

N=220

Finding Quality Doctors: How Americans Evaluate Provider Quality in the United States

Ask if saw/heard information from any source in COMP2.

COMP2_1. Did the quality information you saw or heard also include information about the cost of care, or not?

	AP-NORC 5/27-6/18/2014
Yes	30
No	69
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	-
<i>N=</i>	<i>216</i>

Ask if saw/heard information from any source in COMP2.

COMP3. Did you personally USE any of the quality information you saw or heard in making any decisions about which doctor or other health care provider to choose, or not?

	AP-NORC 5/27-6/18/2014
Yes	49
No	50
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	-
<i>N=</i>	<i>216</i>

Finding Quality Doctors: How Americans Evaluate Provider Quality in the United States

Ask if saw/heard information from any source in COMP2 and did not use it in COMP3.

COMP4A-COMP4F. Please tell me whether or not each of the following is a reason why you didn't personally use the information comparing the quality of doctors or other health care providers. What about this possible reason [INSERT ITEM]? Is this a reason why you didn't use this information, or not?

Randomize list.

	Yes	No	Don't know (DO NOT READ)	Refused (DO NOT READ)
AP-NORC 5/27-6/18/2014				
You didn't need to make any decisions about doctors or other health care providers at the time	77	21	1	1
The information you saw about the quality of doctors or other health care providers wasn't specific to your personal health conditions or concerns	71	29	*	-
The information you saw didn't cover the specific doctors or other health care providers you needed to know about	38	58	3	1
Factors other than quality, such as location or cost, were more important in your decision-making	34	65	1	-
Some other reason I haven't already mentioned	26	72	1	1
The information you saw about the quality of doctors or other health care providers was confusing or difficult to understand	19	81	*	-

N=101

Finding Quality Doctors: How Americans Evaluate Provider Quality in the United States

COMP6A-COMP6L. Next, if you saw quality ratings of doctors or other health care providers from [INSERT ITEM], how much would you trust the information? What about [INSERT ITEM]? Would you trust this source completely, very much, moderately, slightly, or not at all?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Randomize list.

	Trust NET	Completely	Very much	Mod- erately	Not trust NET	Slightly	Not at all	N/A (DO NOT READ)	DK (DO NOT READ)	Ref. (DO NOT READ)
AP-NORC 5/27-6/18/2014										
Friends or family members	62	19	43	27	10	7	3	*	*	*
Your regular health care provider or other individual health care providers	47	14	32	37	14	10	4	2	1	*
Patients who are surveyed anonymously about the quality of care they received	30	6	24	42	26	16	10	1	1	*
A community or advocacy group that evaluates health care providers	28	5	23	43	26	17	10	1	2	*
Groups of doctors or other health care providers like medical societies	27	6	21	43	27	18	10	2	1	-
An employer or someone who deals with health benefits	22	5	17	44	31	20	11	2	1	*
Health insurance plans	18	5	14	41	38	21	17	1	2	*
State government agencies	17	4	13	36	45	24	21	1	1	*
Federal government agencies	17	3	13	36	45	18	27	1	1	-
Free ratings websites such as Health Grades.com or Yelp	11	1	10	33	45	21	24	8	2	*
Paid subscription ratings websites like Angie's List	10	2	7	30	50	22	28	8	2	*
Newspapers or magazines	6	1	5	35	58	30	29	*	1	-

N=1,002

COMP9A-COMP9D. If doctors or other health care providers are required to publicly report information about [INSERT ITEM], do you think it will lead to improvements in the quality of care they provide, or not?

IF YES: Do you think it will lead to a lot of improvement in the quality of care they provide or just a little improvement?

Randomize list.

	Yes NET	Yes, a lot	Yes, a little	No improvement	Don't know (DO NOT READ)	Refused (DO NOT READ)
AP-NORC 5/27-6/18/2014						
The effectiveness of the treatments or procedures they provide	77	47	30	20	2	*
How satisfied their patients are with the care they receive	77	45	32	21	2	*
The health outcomes of their patients	71	41	30	25	4	*
How much they charge for services	57	31	27	38	4	*

N=1,002

COST VERSUS QUALITY

Out of pocket costs are health care costs that you must pay on your own because they are not covered, or reimbursed, by insurance. These costs may include deductibles and copayments for covered services plus all costs for services that are not covered.

Rotate order of COST2 and COST3.

COST2. If two doctors or other health care providers' quality ratings were about equal, how important would out of pocket costs be as a factor when choosing between them? Would out of pocket costs be not at all important, not too important, moderately important, very important, or extremely important?

	AP-NORC 5/27-6/18/2014
Important NET	62
Extremely important	26
Very important	36
Moderately important	26
Not important NET	11
Not too important	7
Not at all important	4
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

N=

1,002

COST3. If two doctors or other health care providers' out of pocket costs were about equal, how important would quality ratings be as a factor when choosing between them? Would quality ratings be not at all important, not too important, moderately important, very important, or extremely important?

	AP-NORC 5/27-6/18/2014
Important NET	68
Extremely important	27
Very important	41
Moderately important	24
Not important NET	7
Not too important	4
Not at all important	3
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

N=

1,002

COST4. Would you be willing to pay more to see a doctor or other health care provider with higher quality ratings, or not?

	AP-NORC 5/27-6/18/2014
Yes	64
No	31
Don't know (DO NOT READ)	5
Refused (DO NOT READ)	1

N=

1,002

Ask if not "no" in INS1.

COST5. Have you used a doctor or other health care provider out of your provider network because you believed they offered a higher quality of care, or not?

	AP-NORC 5/27-6/18/2014
Yes	30
No	67
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	*

N=

908

STANDARD DEMOGRAPHICS

The following questions are for classification purposes only. Be assured that your responses will be combined with those of other participants to this survey.

D1. Do you consider yourself a Democrat, a Republican, an independent or none of these?

	AP-NORC 5/27-6/18/2014	Unweighted Frequency
Democrat	28	308
Republican	19	215
Independent	22	235
None of these	26	196
Don't know (DO NOT READ)	2	14
Refused (DO NOT READ)	3	34

N=

1,002

D2d. IF "Democrat," ASK: Do you consider yourself a strong or moderate Democrat?

D2r. IF "Republican," ASK: Do you consider yourself a strong or moderate Republican?

D2i. IF "INDEPENDENT" OR "NONE," DK OR REFUSED ASK: Do you lean more toward the Democrats or the Republicans?

	AP-NORC 5/27-6/18/2014	Unweighted Frequency
Total Democrat	44	448
Democrat - strong	12	160
Democrat - moderate	16	145
Democratic - unknown intensity	*	3
Ind./None/DK/Ref. - lean Democratic	16	140
Total Republican	31	346
Republican - strong	10	106
Republican - moderate	9	108
Republican - unknown intensity	*	1
Ind./None/DK/Ref. - lean Republican	12	131
[VOL] Independent - don't lean	15	125
[VOL] None - don't lean	3	17
[VOL] Ind./None/DK/Ref. - lean Other	3	30
Don't know (DO NOT READ)	1	4
Refused (DO NOT READ)	3	32

N=

1,002

D4. Are you, yourself, currently employed...?

	AP-NORC 5/27-6/18/2014	Unweighted Frequency
Full-time	43	403
Part-time	15	126
Not employed	42	467
Don't know (DO NOT READ)	*	1
Refused (DO NOT READ)	1	5

N=

1,002

D6. What is your marital status? Are you married, living as married, co-habiting, separated, divorced, widowed, or never married?

	AP-NORC 5/27-6/18/2014	Unweighted Frequency
Married	47	489
Living as married/Co-habiting	5	40
Separated	2	23
Divorced	10	133
Widowed, or	8	120
Never married	27	181
Don't know (DO NOT READ)	*	2
Refused (DO NOT READ)	1	14

N=

1,002

DParent: Are you the parent or guardian of a child under 18 years of age or not?

	AP-NORC 5/27-6/18/2014	Unweighted Frequency
Yes	32	253
No	68	745
Don't know (DO NOT READ)	-	-
Refused (DO NOT READ)	*	4

N=

1,002

Finding Quality Doctors: How Americans Evaluate Provider Quality in the United States

D7. What is the last grade of school you completed?

	AP-NORC 5/27-6/18/2014	Unweighted Frequency
Less than high school graduate	9	60
High school graduate	32	232
Technical/trade school	2	17
Some college	22	190
College graduate	21	294
Some graduate school	1	19
Graduate degree	12	187
Don't know (DO NOT READ)	*	1
Refused (DO NOT READ)	*	2

N=

1,002

D8. In what year were you born?

	AP-NORC 5/27-6/18/2014	Unweighted Frequency
Age 18-29	22	97
30-39	14	101
40-49	34	359
50-64	9	123
65+	18	289
Don't know	-	-
Refused	4	33

N=

1,002

D9. Which of the following best describes where you live?

	AP-NORC 5/27-6/18/2014	Unweighted Frequency
Urban area	28	251
Suburban area	39	418
Rural area	30	314
Don't know (DO NOT READ)	2	15
Refused (DO NOT READ)	1	4

N=

1,002

D12. Are you of Hispanic, Latino, or Spanish origin?

IF NECESSARY: For example, Mexican, Mexican American, Puerto Rican, Cuban.

	AP-NORC 5/27-6/18/2014	Unweighted Frequency
Yes	14	79
No	84	907
Don't know (DO NOT READ)	-	-
Refused (DO NOT READ)	1	16

N= 1,002

If Hispanic, Latino, or Spanish origin (D12), ASK:

D13. In addition to being of Hispanic, Latino, or Spanish origin what race or races do you consider yourself to be?

If not Hispanic/Latino/Spanish in D12, ASK:

D14. What race or races do you consider yourself to be?

IF NECESSARY: Are you white, Black, Asian or some other race?

Do not read list. Multiple responses accepted.

	AP-NORC 5/27-6/18/2014	Unweighted Frequency
White, Caucasian	72	757
Black, African-American	14	134
American Indian, Alaska Native	2	26
Asian Indian	1	8
Native Hawaiian	*	5
Chinese	*	3
Guamanian or Chamorro	-	-
Filipino	*	1
Samoan	-	-
Japanese	*	3
Korean	-	-
Vietnamese	-	-
Other Asian	1	8
Other Pacific Islander	*	1
[VOL] Spanish, Hispanic, or Latino	7	37
Some other race [SPECIFY]	3	22
Don't know (DO NOT READ)	1	5
Refused (DO NOT READ)	4	41

N= 1,002

D16. And on how many different cell-phone numbers, if any, could I have reached you for this call?

	AP-NORC 5/27-6/18/2014	Unweighted Frequency
None	7	167
One line	80	671
Two lines	9	120
Three or more	3	33
Don't know (DO NOT READ)	*	1
Refused (DO NOT READ)	1	10

N= 1,002

D17. How many different landline telephone numbers, if any, are there in your home that I could have reached you on for this call? This includes listed or unlisted numbers. To answer this question, please don't count cell phones or landlines used ONLY for faxes or modems.

	AP-NORC 5/27-6/18/2014	Unweighted Frequency
None	40	220
One line	57	718
Two lines	3	50
Three or more lines	*	6
Don't know (DO NOT READ)	*	1
Refused (DO NOT READ)	1	7

N= 1,002

D20. Does your total household income fall below \$50,000 dollars, or is it \$50,000 or higher?

INTERVIEWER NOTE: If asked, this is 'yearly' household income

	AP-NORC 5/27-6/18/2014	Unweighted Frequency
Below \$50,000	46	417
\$50,000 or higher	47	506
Don't know (DO NOT READ)	3	23
Refused (DO NOT READ)	4	56

N= 1,002

Finding Quality Doctors: How Americans Evaluate Provider Quality in the United States

Asked if "BELOW \$50K IN D20"

D21. And in which group does your total household income fall?
READ LIST

Asked if "\$50K OR HIGHER IN D20"

D22. And in which group does your total household income fall?
READ LIST

	AP-NORC 5/27-6/18/2014	Unweighted Frequency
Under \$10,000	9	70
\$10,000 to under \$20,000	11	94
\$20,000 to under \$30,000	14	110
\$30,000 to under \$40,000	6	68
\$40,000 to under \$50,000	7	60
\$50,000 to under \$75,000	17	159
\$75,000 to under \$100,000	12	109
\$100,000 to under \$150,000	10	111
\$150,000 or more	7	87
Don't know (DO NOT READ)	2	14
Refused (DO NOT READ)	3	41

N=

923

AP-NORC Center for Public Affairs Research Poll - Provider Quality Survey

Study Methodology

This survey, funded by The Robert Wood Johnson Foundation, was conducted by the Associated Press-NORC Center for Public Affairs Research between May 27 and June 18, 2014. Staff from NORC at the University of Chicago, the Associated Press, and The Robert Wood Johnson Foundation collaborated on all aspects of the study.

This random-digit-dial (RDD) survey of the 50 states and the District of Columbia was conducted via telephone with 1,002 adults age 18 and older. In households with more than one adult 18 or older, we used a process that randomly selected which eligible adult would be interviewed. The sample included 595 respondents on landlines and 407 respondents on cell phones. Cell phone respondents were offered a small monetary incentive for participating, as compensation for telephone usage charges. Interviews were conducted in both English and Spanish, depending on respondent preference. All interviews were completed by professional interviewers who were carefully trained on the specific survey for this study.

The RDD sample was provided by a third-party vendor, Marketing Systems Group. The final response rate was 25 percent, based on the American Association of Public Opinion Research (AAPOR) Response Rate 3 method. Sampling weights were calculated to adjust for sample design aspects (such as unequal probabilities of selection) and for nonresponse bias arising from differential response rates across various demographic groups. Poststratification variables included age, sex, race, region, education, and landline/cell phone use. The weighted data, which thus reflect the U.S. population, were used for all analyses. The overall margin of error was +/- 4.0 percentage points, including the design effect resulting from the complex sample design.

A complete study report is available on the AP-NORC Center for Public Affairs Research website: www.apnorc.org.

About the Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established the AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

The founding principles of the AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of AP. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.