



SUMMARY: HEALTH AND HEALTHCARE 2013 OREGON VALUES & BELIEFS STUDY

Project Background: This memo presents summary points related to health and healthcare from the 2013 Oregon Values & Beliefs study. The summary draws from three surveys conducted in April and May 2013. Final sample sizes were 3971 respondents for Survey #1, 1958 for Survey #2, and 1865 for Survey #3. The questionnaires and findings are available at www.oregonvaluesproject.org.

DHM Research and PolicyInteractive Research designed and conducted the surveys using telephone and online formats to aid accessibility and help obtain a representative sample. Enough interviews were completed in five geographic regions (Central, Eastern, Portland Metro, Southern, and Willamette) to permit statistically reliable analysis at the regional level. The research design used quotas and statistical weighting based on the U.S. Census to ensure representativeness within regions by age, gender, and income. The regions were then weighted proportionally by population per the U.S. Census to yield statewide results.

This study stands out from others in that, when asking questions about policy priorities with cost implications, we informed respondents that rating an item as "important" or "desirable" meant willingness to support some increase in taxes or reallocation of funds from other public services. The visual surveys used \$ symbols to emphasize the real-world implications of policy preferences.

Another distinctive feature of the study is that focal topics recur across the three surveys in a variety of question forms and contexts. High-quality research uses this "test-retest" or "triangulation" method to improve confidence in response validity.

This summary of key findings, observations and conclusions reflects the judgment of the research partners and not necessarily the views of the sponsoring organizations.

Findings

1. Seventy percent (70%) of Oregonians surveyed believe that **all people should have equal access to a basic level of quality healthcare**, compared to 8% opposed. Forty-two percent (42%) find the statement strongly desirable, while only 4% find it strongly undesirable (S2.28).
2. Nearly half (47%) of Oregonians find it desirable (strongly or somewhat) to **establish a universal, publicly-funded health delivery system** to replace the current system, compared to 28% responding that it is undesirable (S2.25).
3. Seventy-seven percent (77%) of Oregonians find it desirable **for all children to have access to essential healthcare regardless of income or race** (S2.30). Similarly, 79% of all Oregonians believe it desirable for **children to have access to nutritious food at school** (S2.29).
4. Sixty-three percent (63%) of Oregonians find it at least somewhat desirable to **provide incentives for healthcare providers to serve rural and other underserved locations** (S2.32).



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5. In a tight contest, 40% of Oregonians think it desirable to **use scientifically and ethically based cost-benefit analysis to ration publicly funded medical procedures for a socially fair distribution of services**, while 37% think it undesirable (S2.20). Strongly desirable vs. strongly undesirable responses were 14% and 19%, respectively.
6. Seventy-seven percent (77%) of Oregonians believe it is desirable that **wellness and healthy living should replace the treatment of illnesses as the primary goal and focus of the healthcare industry** (S2.21).
7. Sixty-two percent (62%) of Oregonians say it is desirable to **have measures ensuring that people can safely engage in a more active lifestyle in their communities** (S2.26). In a related question, 61% of Oregonians express support for **neighborhood gardens to increase exercise, access to nutritious food, and self-reliance in low-income communities** (S2.27).
8. Sixty-four percent (64%) of Oregonians believe **that doctors' fees should be regulated based on providing preventative care and good health rather than treating poor health** (S2.22).
9. Of seven healthcare services, Oregonians are most satisfied with **general practice physician** (78%) and **diagnostic and laboratory services** (75%). One quarter (26%) of Oregonians do not use **alternative medicine practitioners and services**, and 15% answered don't know when asked about them. Satisfaction with alternative services was 44% compared to 14% who were not satisfied (14%) (S2.34-40).

Observations and Conclusions

When it comes to health and healthcare, Oregonians tend to favor personal responsibility and place a stronger emphasis on good lifestyle over public support for treating illnesses.

While most Oregonians believe that everyone should have access to at least a basic level of quality healthcare, they have mixed opinions about establishing and implementing a universal, publicly-funded health delivery system. On the one hand, residents feel strongly that children should be taken care of. Prioritizing personal responsibility may be an important value, but children are dependent on others—parents, guardians, and ultimately society. Most Oregonians believe that all children should have access to essential healthcare regardless of income or race.

Wellness and healthy living are important to Oregonians. Most believe that healthy living should replace the treatment of illnesses in the healthcare industry. Oregonians strongly support people engaging in healthy lifestyles within their communities, including having neighborhood gardens, access to nutritious food, and self-reliance in low-income communities.

Most Oregonians feel satisfied with general hospital services, diagnostic and laboratory services, and clinic and emergency services. For specific health providers, most Oregonians also feel satisfied with the care provided by their general practice physician and by their specialist physicians. Many Oregonians have not used alternative medicine practitioners and services.