



Our Pittsburgh Panel on Healthcare Coverage and Reform: A Campos Inc Study

With healthcare reform at center stage in Washington, the media and our homes, Campos Inc decided to explore what's important to our region on this subject and in this debate.

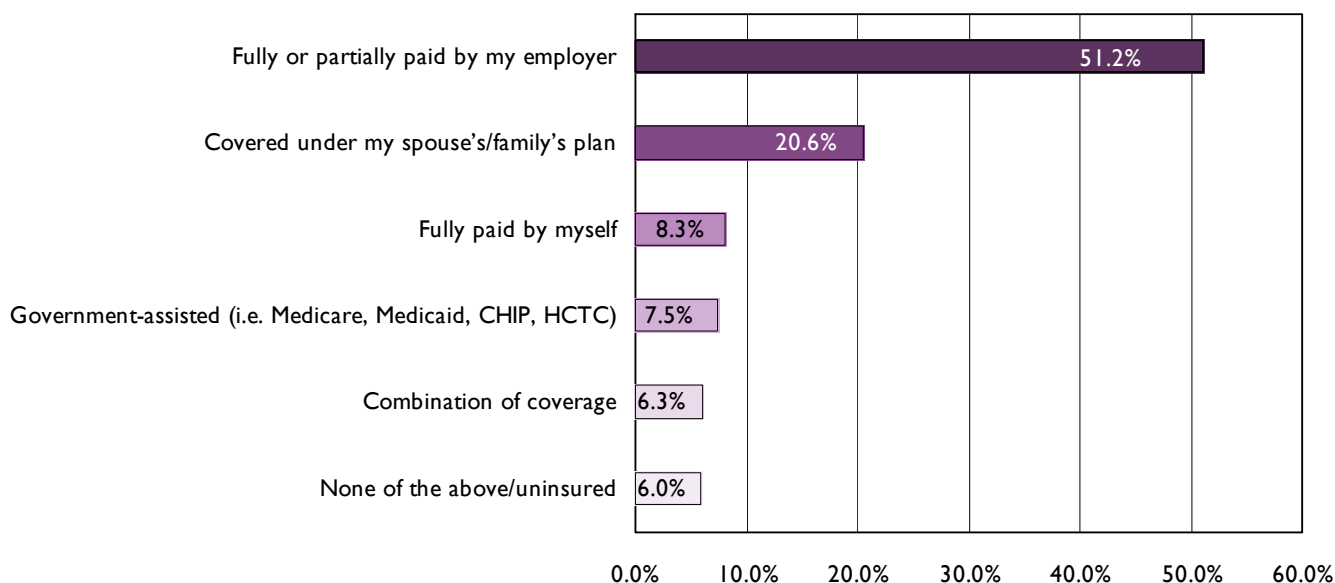
We conducted a survey of 250 members of the Campos Inc VO!CE of the Region online community of Southwestern Pennsylvanians using a web-based questionnaire and asked questions about their own healthcare coverage and their views on healthcare reform. The study took place between November 1 and November 16, 2009. We asked twelve questions that specifically targeted information about respondents' satisfaction with and usage of their own healthcare coverage. We also asked questions to gauge their familiarity with the healthcare reform bill and debate in Washington, and their opinions of proposed healthcare reform. Throughout the report, percentages may not add to 100% due to rounding and/or multiple responses.

Most are satisfied with their health insurance coverage

Nearly 90% of the respondents are somewhat to very satisfied with their plans, with 45.2% being somewhat satisfied and 44.4% very satisfied. Those not at all satisfied make up 4.4% of respondents, and 6.0% are uninsured.

Over half of those surveyed (51.2%) indicate their health insurance coverage is fully or partially paid for by their employers, while 20.6% are covered by their spouse's or family's plan and 8.3% pay in full for their coverage themselves. Less than one in ten (7.5%) receive government-assisted healthcare coverage such as Medicare, Medicaid, CHIP or HCTC, and 6.3% have a combination of coverage.

How would you describe your health insurance coverage?



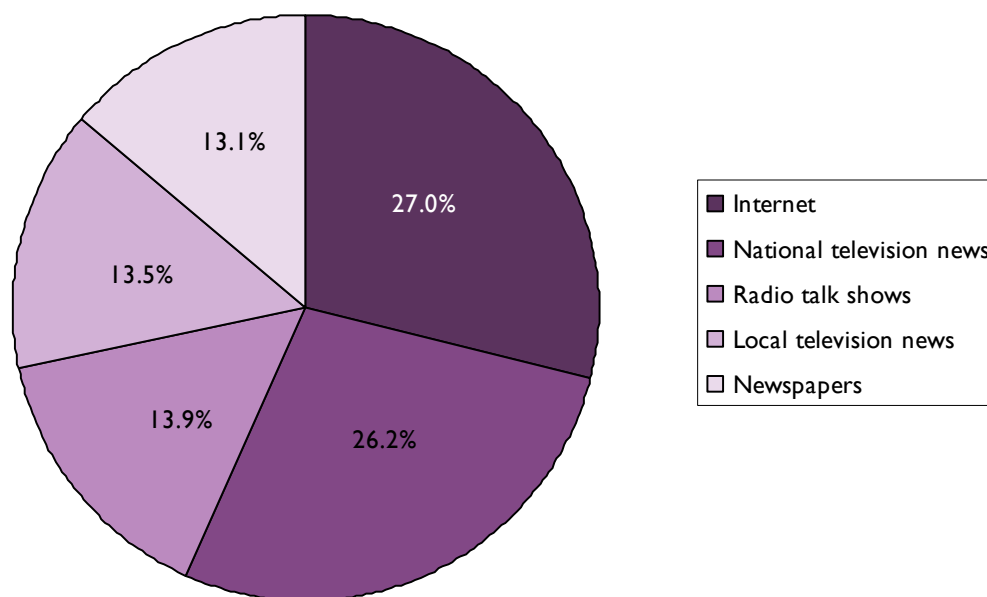
When asked about the ways they most use their health insurance coverage, the majority of the responding panelists (77.8%) state that they use their plans for wellness maintenance (check ups) and improvement, 36.9% of the panel use it for chronic condition care, and/or 32.9% for acute care.

Majority closely following the healthcare reform debate; internet #1 source of news

We find that most respondents are following discussions and developments in the debate on healthcare reform closely: 33.7% say they are following very closely and 44.4% fairly closely, while 19.8% are not following too closely and 2.0% are not following at all.

In identifying the main news source they use to follow the healthcare reform debate, respondents selected the internet as the most popular destination at 27.0%, closely followed by national television news at 26.2%. Radio talk shows (13.9%), local television news (13.5%) and newspapers (13.1%) vied for the third most popular source of information.

What is your main source of information on the healthcare reform debate?



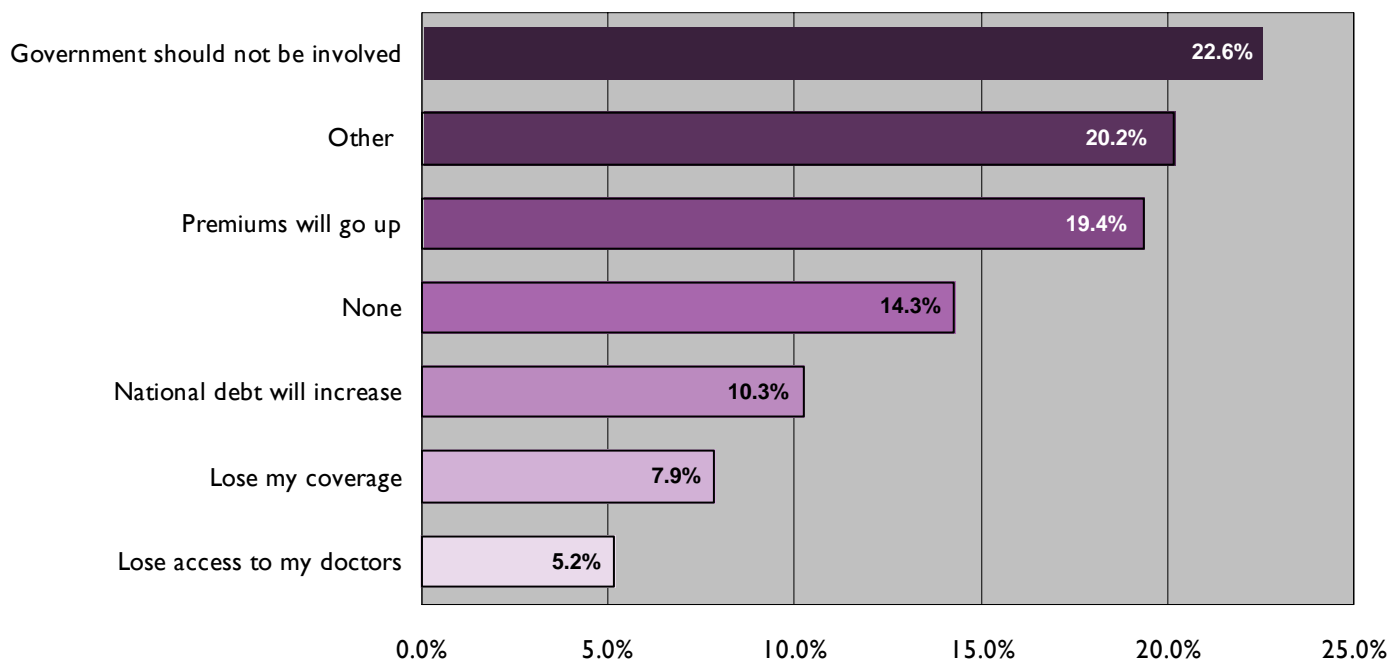
Strong support for government involvement in healthcare reform

Close to 80% of respondents support some level of government involvement with healthcare reform: 30.2% support it being very involved and 49.2% think it should be somewhat involved. Just over 20% of participants are not in favor of any government involvement.



The panel's concerns over healthcare reform are varied, with the highest selection being that government should not be involved in healthcare (22.6%). One in five (19.4%) are concerned that their premiums will go up, and 14.3% voice no concerns around reform. Other issues: increase in the national debt (10.3%), losing coverage (7.9%), losing access to doctors (5.2%) and 20.2% have a combination of other concerns.

What is your main concern over healthcare reform?



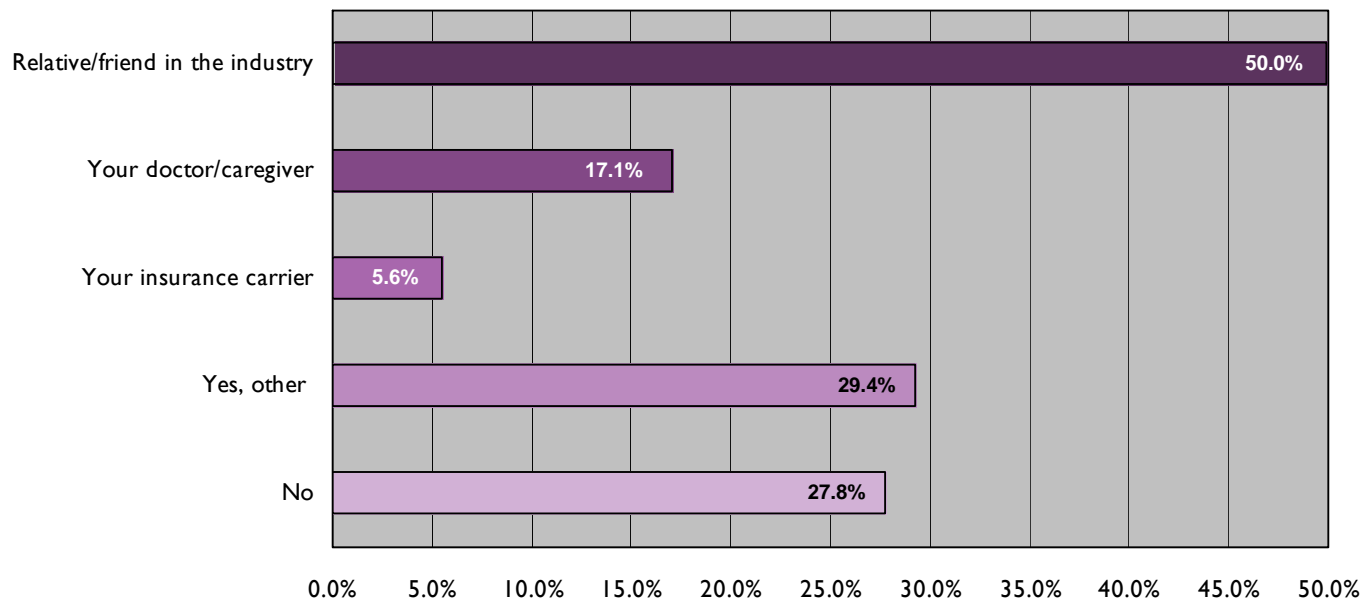
Active participation in the debate is low

We asked the panel if they have actively participated in the healthcare reform debate, and 64.7% said no. Those who have done so by emailing/writing their Congressperson, Senator or the President are 23.8%, and those who have the intention of participating are 6.3%. The balance of respondents have attended a town hall meeting (2.8%) or participated in other ways (2.4%).

Respondents were asked if they have had a discussion around healthcare reform with any of the following: a relative or friend in the healthcare industry (yes, 50.0%), their doctor or caregiver (yes, 17.1%), and/or their insurance carrier (yes, 5.6%). Those having discussions with parties other than the above account for 29.4% of the panel, and 27.8% indicate they have not had discussions about the issue.



Have you discussed the healthcare reform debate with...?



Among those who have been discussing healthcare reform with various sources, 54.4% indicate that the discussion has not impacted their views on the issue. Nearly one in five (17.6%) cite after their discussion on the issue, their view is now in support of healthcare reform, and one in five (17.6%) state they now oppose healthcare reform. The balance of our panel that has participated in discussions on the topic (10.4%) indicate they are now undecided/unsure about healthcare reform.

Public option decidedly favored

Two-thirds of our panel (66.3%) is in favor of a public option within healthcare reform legislation, while 33.7% are not. Four out of five responded affirmatively when asked if they understand the impact of a proposed public option (yes, 42.1%; “to some degree,” 37.7%). The balance does not really understand the impact (16.3%), do not understand it at all (2.0%) or are not paying attention (2.0%).

Share Your Views – Join the Voice of the Region Panel

Our VO!CE of the Region panel is an opt-in community made up of consumers and professionals from Southwestern Pennsylvania who share their opinions and insights on local, regional and national topics of interest and on subjects ranging from the arts and culture, health and education to economic development, politics and current affairs.

Join our VO!CE of the Region panel by visiting camposvor.civicscience.com.

About Campos Inc

Campos Inc is a full-service market research strategy firm specializing in providing deep insight into the Real Experience of the Customer through our business and marketing consultation, market research, and regional opinion panel services. We offer full service quantitative and qualitative research incorporating design, recruitment, project management, moderating, analysis, and recommendations. We specialize in conducting consumer, B2B and employee research. Our downtown facility features two focus group suites with full amenities. We are certified as a minority business enterprise by the WPMSDC, as a minority and woman business enterprise in the Commonwealth of Pennsylvania, and as a woman-owned business enterprise by WBENC.