



MARKET
& OPINION
RESEARCH
SERVICES

720 Third Ave.
Suite 1110
Seattle, WA 98104
(206) 652-2454

436 14th Street
Suite 820
Oakland, CA 94612
(510) 844-0680

4041 North High Street
Suite 300M
Columbus, OH 43214
(614) 268-1660

610 SW Alder Street
Suite 521
Portland, OR 97205
(503) 444-6000

EMCresearch.com

**2014 Bay Area Council Survey
Report of Selected Results:
Healthcare**

**Online Panel survey of 1,018 Bay Area Residents
April 8-15, 2014
EMC Research, Inc.**

How do you feel things are going in each of the areas below?

SCALE:	Headed in the right direction	On the wrong track	Don't know
California	51	31	18
The Bay Area	57	27	16
Your community	58	24	18

How do you think the Bay Area economy **is doing today compared to 6 months ago?**

Much better	9
Somewhat better	44
The same	35
Somewhat worse	7
Much worse	1
Don't know	3

How do you think the Bay Area economy **will be doing 6 months from now?**

Much better	8
Somewhat better	42
The same	35
Somewhat worse	8
Much worse	1
Don't know	5

What do you think are the 3 best things about living in the Bay Area?

	<u>Mentioned as One of Top 3</u>	<u>Best Thing</u>
Weather	65	25
Diversity	46	23
Economic Strength/Jobs	29	11
Family	18	9
Arts/Culture	20	9
Outdoor recreation	32	6
Food	32	6
Pro sports teams	14	3
People	14	2
History	8	1
Public transportation	9	1
Schools	7	1
Political climate	6	1
Other	1	1

What are the 3 most serious problems facing the Bay Area today?

	<u>Mentioned as One of Top 3</u>	<u>Most Important Problem</u>
Cost of living	60	21
Housing Cost	45	19
Crime/Safety	29	11
Homelessness	22	8
Traffic	29	7
Economy/Jobs	14	5
Housing Availability	18	5
Education	12	4
Taxes	15	4
Government/Leaders	9	4
Government/Budgets	13	3
Poverty	8	2
Public Transportation	8	1
Growth/Development	4	1
Health care	6	1
Business climate	3	1
Environment	3	1
Other	1	1

How important should each of the following goals be for Bay Area government leaders?

	Not at all important			Extremely important			Don't know	Mean	
SCALE:	1	2	3	4	5	6	7		
Making it easier to start, run, and grow a business in the Bay Area	1	3	6	17	23	23	23	4	5.28
Improving the quality of public schools	1	0	2	7	13	23	50	3	6.11
Creating good-paying local jobs	1	1	3	10	15	24	42	3	5.86
Protecting residents from increased fees and taxes	1	1	5	11	17	22	39	3	5.74
Public safety and crime prevention	-	0	2	6	13	23	53	3	6.22
Improving streets and highways	0	1	3	12	24	28	30	2	5.67
Improving public transportation	1	1	4	13	18	27	34	3	5.69
Improving government efficiency	1	1	2	8	15	24	47	3	6.07
Building more housing	6	6	10	18	20	20	18	3	4.78
Controlling the cost of living	1	1	2	9	15	24	46	2	5.97
Improving access to health care	2	3	5	15	19	22	30	4	5.44
Building housing that lower and middle-income people can afford	3	3	5	12	17	19	38	3	5.53
Protecting clean air and clean water	1	1	4	9	19	24	40	3	5.84

Would you say you support or oppose the Affordable Care Act, also known as Obamacare?

Strongly support	27
Somewhat support	34
Somewhat oppose	11
Strongly oppose	16
Don't know	12

Are you covered by any form of health insurance or health plan? This would include any private insurance through an employer or any plan you purchased yourself, as well as a government program like Medicare or Medi-Cal.

Yes, I am covered by a health plan	93
No, I am not covered by a health plan → SKIP TO Q79	4
I'm not sure	3

Please select the answer that best describes your MAIN source of health insurance coverage.

My own employer	70
My spouse, partner, or other family member's employer	11
Purchased it myself	6
Medicare	7
Medi-Cal	2
Some other government program	1
Somewhere else	1
I'm not sure	2

Do you plan to get health insurance this year? (Asked only of those who were not covered by a health plan)

Yes	56
No	33
Don't know	12

Have you visited Healthcare.gov or *Covered California*, the state health insurance exchange website provided under the Affordable Care Act?

Yes	28
No	70
Don't know	2

Which of the following statements comes closer to your opinion? Please choose one even if it's hard to decide.

The government should stay out of people's individual choices about what they eat and how much they exercise. Taxes and public health campaigns are not going to stop people from eating junk food	35
Governments have a responsibility to promote public health. Unhealthy behaviors affect all of us in rising health care costs, and we can all use an extra push to make healthy choices.	56
Don't know	9

To what extent have you come to rely on your smartphone to help you to accomplish day-to-day tasks?

A great deal	33
Moderately	30
Not much	18
Not at all	6
I don't have a smartphone	13

Does your household have a landline telephone?

Yes	58
No	40
Prefer not to respond	1

How likely do you think your household to have a landline telephone 5 years from now?

Very likely	19
Somewhat likely	25
Somewhat unlikely	17
Very unlikely	38
Prefer not to respond	2

Do you own or rent your home?

Own a home or condo	54
Rent	40
Other	4
Prefer not to respond	2

How would you describe the area where you live?

Urban	38
Suburban	57
Rural	4
Prefer not to respond	2

About how long have you lived in the Bay Area?

Less than two years	3
2-5 years	7
6-10 years	8
11-20 years	14
More than 20 years	66
Prefer not to respond	1

Do you have children under the age of 18 living in your home?

Yes	21
No	78
Prefer not to respond	2

Are you registered to vote as...

A Democrat	49
A Republican	14
Another party	3
No party preference	23
Not registered to vote	11

Thinking of your political beliefs, where would you place yourself on a scale from liberal to conservative...

	Very liberal			Very conservative			Don't know	Mean	
SCALE:	1	2	3	4	5	6	7		
Compared to people in the Bay Area	3	10	20	22	19	11	4	11	4.07
Compared to people in the United States	10	20	22	16	15	4	1	11	3.26

What is your employment status?

Employed	90
Self-employed	3
Unemployed/looking for work	2
Retired	2
Student	1
Other	1
Prefer not to respond	1

Which modes of transportation do you use at least two to three times per week, for any purpose including commuting to school or work, or running errands? Choose all that apply.

Ride a public bus	12
Ride a train	15
Ride an employee shuttle bus	2
Carpool	12
Drive alone	77
Walk	27
Bike	5

What was your total household income before taxes for 2013?

Less than \$25,000	5
\$25,001-\$50,000	14
\$50,001-\$75,000	17
\$75,001-\$100,000	16
\$100,001-\$125,000	14
\$125,001-\$150,000	8
More than \$150,000	17
Prefer not to respond	10

Do you consider yourself to be:

White or Caucasian	42
Hispanic	23
African American	6
Chinese	13
Vietnamese	1
Filipino or Pacific Islander	3
South Indian, Asian Indian, Pakistani or Afghan	3
Another Asian group	4
Native American	0
Biracial or Multiracial	2
Other	1
Prefer not to respond	1

What county do you live in?

Alameda	21
Contra Costa	14
Marin	4
Napa	2
San Francisco	13
San Mateo	10
Santa Clara	24
Solano	6
Sonoma	7

In what year were you born?

18-29	21
30-39	19
40-49	20
50-64	25
65+	14

Gender

Male	47
Female	53

What is the last grade you completed in school?

Some grade school	0
Some high school	0
Graduated high school	6
Technical/Vocational	4
Some College/Associate degree	30
Graduated college	34
Graduate/Professional	25
Prefer not to respond	0