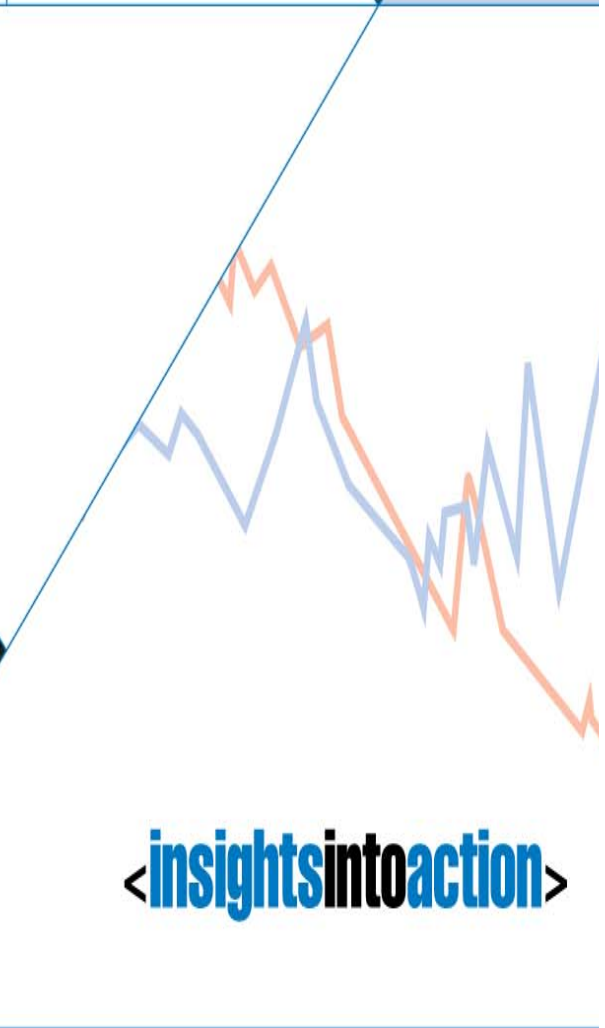


American Public Health Association

A Healthy America Survey



<insightsintoaction>



Methodology

A Healthy America is a national telephone survey among 1,000 U.S. adults ages 18 and older (Margin of Error: 3.1% in 95 out of 100 cases). The survey was conducted between January 21-27, 2010 by StrategyOne, Incorporated. The research objectives were to measure what Americans know about public health initiatives; to establish what Americans believe constitutes “A Healthier America;” and to quantify how Americans characterize their personal health as well as their ability to make a personal or community difference.



Screening

1. In which of the following categories is your age?

8% 18-24
20% 25-34
18% 35-44
21% 45-54
16% 55-64
17% 65 OR OLDER

2. Gender.

48% MALE
52% FEMALE

3. What is the last grade you completed in school?

1% SOME GRADE SCHOOL
3% SOME HIGH SCHOOL
22% HIGH SCHOOL GRADUATE
3% TECHNICAL OR VOCATIONAL SCHOOL
23% SOME COLLEGE
31% COLLEGE GRADUATE
17% GRADUATE OR PROFESSIONAL SCHOOL

26% HIGH SCHOOL OR LESS
26% SOME COLLEGE
48% COLLEGE+

4. Which ONE of the following best describes your total household income?

12% UNDER \$25,000
19% \$25,000 TO LESS THAN \$50,000
19% \$50,000 TO LESS THAN \$75,000
17% \$75,000 TO LESS THAN \$100,000
13% \$100,000 TO LESS THAN \$150,000
4% \$150,000 TO LESS THAN \$200,000
4% \$200,000 OR MORE
2% DON'T KNOW
10% REFUSED



Questionnaire

5. Which of the following statements would you say best describes your feelings towards making healthy changes in your lifestyle? Would you say that you have no intentions of making any changes to my lifestyle, are thinking about making changes in the next 6 months, are thinking about making changes in the next 30 days, have already made changes to my lifestyle in the past 6 months, or have already made changes to my lifestyle longer than 6 months ago?

14% NO INTENTIONS OF MAKING CHANGES
 10% THINKING ABOUT MAKING CHANGES IN NEXT 6 MONTHS
 11% THINKING ABOUT MAKING CHANGES IN NEXT 30 DAYS
 27% ALREADY MADE CHANGES IN PAST 6 MONTHS
 37% ALREADY MADE CHANGES LONGER THAN 6 MONTHS AGO
 2% DON'T KNOW

21% TOTAL THINK ABOUT CHANGES

64% TOTAL MADE CHANGES

6. What changes have you thought about making?

45% DIET/EATING HEALTHY/BETTER EATING HABITS
 56% EXERCISE
 13% LOSING WEIGHT
 7% STOP SMOKING
 4% GETTING A NEW JOB/JOB CHANGE
 1% FURTHER EDUCATION/GO TO COLLEGE

6% OTHER
 -- NONE/NOTHING
 1% DON'T KNOW
 * REFUSED

7. What changes have you made?

77% DIET ASSOCIATIONS

66% DIET/BETTER EATING/EATING HEALTHIER
 3% MORE FRUITS AND VEGETABLES
 2% MORE FRESH FOODS/LESS PROCESSED FOODS
 1% LESS RED MEAT
 4% AVOIDING ALCOHOL/LIMITING ALCOHOL CONSUMPTION
 2% DRINKING MORE WATER
 3% STOP DRINKING SODA
 3% LIMITING SUGAR INTAKE
 3% LIMITING FAT INTAKE/EATING LOWER FAT
 2% TAKING VITAMINS/SUPPLEMENTS
 1% CALORIE INTAKE/CHANGING CALORIC INTAKE/PORCION CONTROL



- 71% OTHER HEALTH ASSOCIATIONS**
- 64% EXERCISE/GOING TO THE GYM
- 6% LOSE WEIGHT
- 8% QUIT SMOKING
- 1% GETTING MORE SLEEP/GETTING MORE REST

- 3% FINANCIAL ASSOCIATIONS**
- 2% FINANCIAL/SAVING MONEY/SPENDING LESS
- 2% QUIT WORKING

- 3% OTHER
- 1% NONE/NOTHING
- * DON'T KNOW
- * REFUSED

8. How committed would you say you've been to the changes you've made? Would you say you have been very committed, somewhat committed, not very committed, or not at all committed?

- 61% VERY COMMITTED
- 38% SOMEWHAT COMMITTED
- * NOT VERY COMMITTED
- * NOT AT ALL COMMITTED
- * DON'T KNOW

- 99% TOTAL COMMITTED**
- 1% TOTAL NOT COMMITTED**

- 1.4 MEAN**
- 1.0 MEDIAN**
- 0.5 SD**
- SE**

9. How effective have the changes you've made been at improving your personal health? Would you say they have been very effective, somewhat effective, neither effective nor ineffective, somewhat ineffective, or very ineffective?

- 48% VERY EFFECTIVE
- 45% SOMEWHAT EFFECTIVE
- 4% NEITHER EFFECTIVE NOR INEFFECTIVE
- 1% SOMEWHAT INEFFECTIVE
- * VERY INEFFECTIVE
- 2% DON'T KNOW/REFUSED

- 93% TOTAL EFFECTIVE**
- 1% TOTAL INEFFECTIVE**

- 1.6 MEAN**



2.0 **MEDIAN**
 0.6 **SD**
 -- **SE**

10. Thinking about your personal health, how would you characterize the lifestyle you currently lead? Would you say your lifestyle is very healthy, somewhat healthy, neither healthy nor unhealthy, somewhat unhealthy, or very unhealthy?

27% VERY HEALTHY
 58% SOMEWHAT HEALTHY
 9% NEITHER HEALTHY NOR UNHEALTHY
 6% SOMEWHAT UNHEALTHY
 1% VERY UNHEALTHY
 * DON'T KNOW
 -- REFUSED

85% TOTAL HEALTHY
6% TOTAL UNHEALTHY

2.0 **MEAN**
 2.0 **MEDIAN**
 0.8 **SD**
 -- **SE**

How would you characterize the lifestyle of each of the following groups with regard to personal health?

11A. Your family.

30% VERY HEALTHY
 53% SOMEWHAT HEALTHY
 9% NEITHER HEALTHY NOR UNHEALTHY
 7% SOMEWHAT UNHEALTHY
 1% VERY UNHEALTHY
 1% DON'T KNOW
 * REFUSED

82% TOTAL HEALTHY
8% TOTAL UNHEALTHY

2.0 **MEAN**
 2.0 **MEDIAN**
 0.9 **SD**
 -- **SE**



11B. Your neighborhood.

14% VERY HEALTHY
 45% SOMEWHAT HEALTHY
 15% NEITHER HEALTHY NOR UNHEALTHY
 11% SOMEWHAT UNHEALTHY
 3% VERY UNHEALTHY
 11% DON'T KNOW
 * REFUSED

59% TOTAL HEALTHY
14% TOTAL UNHEALTHY

2.4 MEAN
2.0 MEDIAN
1.0 SD
 -- SE

11C. The US population.

2% VERY HEALTHY
 18% SOMEWHAT HEALTHY
 14% NEITHER HEALTHY NOR UNHEALTHY
 44% SOMEWHAT UNHEALTHY
 17% VERY UNHEALTHY
 5% DON'T KNOW
 -- REFUSED

20% TOTAL HEALTHY
61% TOTAL UNHEALTHY

3.6 MEAN
4.0 MEDIAN
1.1 SD
 -- SE

12. In the past 6 months, have you helped friends or family make changes in their personal health or well-being?

51% YES
 48% NO
 1% DON'T KNOW



13. Who in your life is an inspiration for healthy living?

- 16% PARENT
- 3% GRANDPARENT
- 4% SIBLING
- 18% SPOUSE
- 14% CHILDREN
- 5% OTHER FAMILY MEMBER
- 9% FRIEND
- 2% CO-WORKER
- 2% CELEBRITY OR PUBLIC PERSONALITY
- 5% MYSELF/ME
- 1% DAUGHTER/GRANDDAUGHTER
- 1% WHOLE FAMILY
- * TEACHER
- 1% GOD/CHURCH
- 2% DOCTOR

- 18% NO ONE
- 2% OTHER
- 4% DON'T KNOW/REFUSED

14. If you wanted to be an inspiration for healthy living for someone else, who would you most want to be an inspiration to?

- 5% PARENT
- * GRANDPARENT
- 6% SIBLING
- 7% SPOUSE
- 47% CHILDREN
- 8% OTHER FAMILY MEMBER
- 4% FRIEND
- 2% CO-WORKER
- 4% FAMILY
- 2% GRANDCHILDREN
- 3% YOUNGER GENERATION/YOUNG PEOPLE
- * STUDENTS
- 2% ANYONE/EVERYONE

- 3% I DON'T WANT TO BE AN INSPIRATION
- 1% OTHER
- 6% DON'T KNOW
- * REFUSED



15. What has been the greatest barrier to improving your health in the last 12 months?

34% RESOURCES

- 1% CHANGE IN ECONOMIC CLIMATE
- 23% LACK OF TIME
- 5% LACK OF MONEY
- 1% NOT ENOUGH OPPORTUNITIES
- * NO COMMUNITY RESOURCES
- 2% JOB/WORK
- 2% WEATHER
- TRAVEL

22% PERSONAL

- 14% LACK OF PERSONAL COMMITMENT
- 2% BABY/PREGNANCY/KIDS/FAMILY
- 1% GETTING OLDER/AGE
- 1% LAZINESS
- 1% SOCIALIZING/GOING OUT WITH FRIENDS/HOLIDAYS
- 2% STRESS

26% HEALTH

- 3% SHORTAGE OF HEALTHY OPTIONS IN MY NEIGHBORHOOD, SUCH AS FOOD CHOICES AND EXERCISE OPTIONS
- * ALCOHOL/DRINKING
- 8% DIET/EATING HABITS/I LIKE TO EAT/I LOVE FOOD
- 7% HEALTH PROBLEMS/PHYSICAL/MEDICAL ISSUES
- 1% INJURY/HAD SURGERY
- 1% NOT EXERCISING
- 1% SEEING THE DOCTOR
- 3% SMOKING
- 1% SWEETS/TREATS/DESSERTS
- 1% WEIGHT
- * SODA

- 3% OTHER
- 8% DON'T KNOW



I'm going to read you a number of statements, and after each one, please tell me how much you agree or disagree with that statement. Please use a scale from 1 to 5, where 1 means you 'strongly disagree' with that statement, and 5 means you 'strongly agree'. You can use any number in between.

16. The change in economic climate has made me examine my own health.

15% STRONGLY AGREE
 18% SOMEWHAT AGREE
 27% NEITHER AGREE NOR DISAGREE
 15% SOMEWHAT DISAGREE
 25% STRONGLY DISAGREE
 1% DON'T KNOW

33% TOTAL AGREE
40% TOTAL DISAGREE

2.8 MEAN
3.0 MEDIAN
1.4 SD
-- SE

17. The change in economic climate has made people in this country examine their own health.

13% STRONGLY AGREE
 24% SOMEWHAT AGREE
 33% NEITHER AGREE NOR DISAGREE
 15% SOMEWHAT DISAGREE
 13% STRONGLY DISAGREE
 3% DON'T KNOW

37% TOTAL AGREE
28% TOTAL DISAGREE

3.1 MEAN
3.0 MEDIAN
1.2 SD
-- SE



18. The change in economic climate has made people in this country less healthy.

18% STRONGLY AGREE
25% SOMEWHAT AGREE
26% NEITHER AGREE NOR DISAGREE
16% SOMEWHAT DISAGREE
13% STRONGLY DISAGREE
1% DON'T KNOW

43% TOTAL AGREE
30% TOTAL DISAGREE

3.2 MEAN
3.0 MEDIAN
1.3 SD
-- SE

19. Access to quality and affordable health care service is the government's responsibility, and shouldn't require any personal changes of my own.

11% STRONGLY AGREE
12% SOMEWHAT AGREE
16% NEITHER AGREE NOR DISAGREE
17% SOMEWHAT DISAGREE
42% STRONGLY DISAGREE
2% DON'T KNOW

23% TOTAL AGREE
59% TOTAL DISAGREE

2.3 MEAN
2.0 MEDIAN
1.4 SD
-- SE



20. In your own words, how would you define public health?

21% HEALTH ASSOCIATIONS

- 2% PREVENTATIVE CARE/KEEPING PEOPLE HEALTHY
- 4% EDUCATION/IMPROVING AWARENESS
- 4% ACCESS TO DOCTORS/GETTING MEDICAL HELP WHEN YOU NEED IT
- 3% OVERWEIGHT PEOPLE/PEOPLE ARE FAT
- 4% BAD HEALTH/PEOPLE ARE UNHEALTHY/UNHEALTHY/PEOPLE DO NOT TAKE CARE OF THEIR HEALTH
- 4% IMPROVING DIET/BAD EATING HABITS
- 2% LAZINESS/LACK OF MOTIVATION
- 1% MEDICARE/MEDICAID
- 2% PEOPLE DON'T EXERCISE/PEOPLE NEED TO EXERCISE

46% PEOPLE ASSOCIATIONS

- 3% SOCIAL RESPONSIBILITY/SHOULD BE TAKEN CARE OF BY EVERYONE/EVERYONE'S RESPONSIBILITY
- 6% GOVERNMENT RUN HEALTH CARE/GOVERNMENT INVOLVED
- 3% POOR PEOPLE HEALTHCARE/MEDICAL CARE FOR LOW INCOME
- 5% EVERYONE SHOULD BE ABLE TO AFFORD HEALTHCARE/AFFORDABLE FOR EVERYONE
- 16% PEOPLE'S HEALTH/HEALTH LIFESTYLES/GENERAL HEALTH HABITS AS A POPULATION/OVERALL WELL BEING
- 9% PEOPLE NEED TO TAKE RESPONSIBILITY FOR THEIR OWN HEALTH/HEALTH IS AN INDIVIDUAL THING
- 7% UNIVERSAL HEALTHCARE/HEALTHCARE FOR EVERYONE (NON-SPECIFIC)

28% GENERAL ASSOCIATIONS

- 20% BAD/NOT GOOD/POOR/NEGATIVE/NEEDS TO BE IMPROVED/NOT WHERE IT SHOULD BE/GETTING WORSE/UNHEALTHY
- 4% OKAY/DECENT/AVERAGE/SATISFACTORY
- 2% I DON'T AGREE WITH IT/I DON'T SUPPORT IT/DO NOT WANT GOVERNMENT RUN HEALTH CARE
- 3% GOOD/APPEALING/LIKE IT/I AGREE (NON-SPECIFIC)
- 4% OTHER
- * NONE/NOTHING
- 10% DON'T KNOW
- 3% REFUSED



21. Do you believe that in order to improve the health of a community, it is each individual's responsibility to lead a healthier lifestyle, or it is the responsibility of the community to help residents make healthier choices?
- 75% INDIVIDUAL'S RESPONSIBILITY
 - 8% COMMUNITY RESPONSIBILITY
 - 16% COMBINATION OF BOTH
 - 1% DON'T KNOW
22. Which of the following do you believe is the best way to improve the health of your community?
- 7% PROVIDE HEALTH INSURANCE TO ALL COMMUNITY MEMBERS
 - 14% A COMMUNITY FOCUS ON DISEASE PREVENTION AND EDUCATION
 - 14% PROVIDE ADDITIONAL FUNDING FOR COMMUNITY-BASED PREVENTION, EDUCATION AND OUTREACH PROGRAMS
 - 34% MAKE HEALTH CARE MORE AFFORDABLE
 - 11% MAKE HEALTH SERVICES MORE ACCESSIBLE
 - 4% TRAIN MORE PEOPLE TO BE HEALTH PROVIDERS
 - 5% UP TO THE INDIVIDUAL/NOT A COMMUNITY RESPONSIBILITY/NONE OF THE ABOVE
 - 1% MAKE PARENTS RESPONSIBLE FOR TEACHING CHILDREN/EARLY EDUCATION
 - 1% OR SOMETHING ELSE
 - 7% ALL OF THE ABOVE
 - 3% DON'T KNOW
23. What impact would you say the health reform debates in America have had on the way you think about your own personal health? Have the debates made you pay much more attention to your personal health, pay some more attention to your personal health, pay a bit less attention to your personal health, pay much less attention to your personal health, or had no impact on the way you think about your personal health?
- 15% PAY MUCH MORE ATTENTION
 - 23% PAY SOME MORE ATTENTION
 - 1% PAY A BIT LESS ATTENTION
 - * PAY MUCH LESS ATTENTION
 - 60% HAD NO IMPACT
 - 2% DON'T KNOW
 - 38% **TOTAL MORE ATTENTION**
 - 1% **TOTAL LESS ATTENTION**



Demographics

24. In an average week, how many days do you exercise? By exercise, I mean at least 30 minutes of moderate physical activity in any given day.

14%	NONE
7%	1
15%	2
22%	3
13%	4
15%	5
4%	6
9%	7
1%	DON'T KNOW

4.2	MEAN
4.0	MEDIAN
2.1	SD
0.1	SE

25. How would you classify your own eating habits? Would you say your eating habits are very healthy, somewhat healthy, somewhat unhealthy, or very unhealthy?

21%	VERY HEALTHY
68%	SOMEWHAT HEALTHY
10%	SOMEWHAT UNHEALTHY
1%	VERY UNHEALTHY
*	DON'T KNOW

89%	TOTAL HEALTHY
11%	TOTAL UNHEALTHY



26. Which of the following activities would you be willing to do to help improve your health as well as the health of your community?

- 56% WALK OR BIKE INSTEAD OF DRIVE TO SCHOOL, WORK, PLAY OR PUBLIC TRANSIT
- 49% USE PUBLIC TRANSPORTATION
- 65% CARPOOL
- 27% SERVE ON YOUR LOCAL TRANSPORTATION PLANNING BOARD
- 64% PURCHASE AND DRIVE AN ENERGY-EFFICIENT VEHICLE
- 91% RECYCLE
- 70% VOTE FOR REPRESENTATIVES THAT SUPPORT ENVIRONMENTAL- AND HEALTH- FRIENDLY POLICIES
- 65% ADVOCATE FOR INITIATIVES AND POLICIES THAT IMPROVE THE HEALTH OF YOUR COMMUNITY
- * CREATE BIKE PATHS/ADVOCATE WALKING TRAILS
- 1% EATING HEALTHIER/HEALTHIER FOOD CHOICES/BEING HEALTHIER
- 1% EXERCISING/BEING MORE ACTIVE
- 1% EDUCATION/EDUCATE PEOPLE ON HEALTH
- 1% HELPING OTHERS/ENCOURAGE OTHERS (NON-SPECIFIC)
- 1% GO GREEN/HELP THE ENVIRONMENT

- 1% OTHER
- 1% ALL OF THESE
- 1% NONE OF THESE
- * DON'T KNOW

27. Do you currently have health insurance?

- 89% YES
- 10% NO
- * DON'T KNOW
- * REFUSED

28. What is your marital status?

- 15% NEVER MARRIED
- 73% MARRIED
- 1% LIVING TOGETHER WITH SOMEONE BUT NOT MARRIED
- 1% SEPARATED
- 4% DIVORCED
- 6% WIDOWED
- * OTHER
- * REFUSED



29. What is your current employment status?

- 50% EMPLOYED FULL-TIME
- 13% EMPLOYED PART-TIME
- 8% NOT EMPLOYED
- 18% RETIRED
- 3% STUDENT
- 6% HOMEMAKER/CAREGIVER/STAY-AT-HOME PARENT
- 2% OTHER
- * REFUSED

37% TOTAL OTHER

30. Which of the following best describes your ethnicity?

- 83% WHITE/CAUCASIAN
- 6% BLACK/AFRICAN AMERICAN
- 3% ASIAN/PACIFIC ISLANDER
- 5% LATINO/HISPANIC
- 3% OTHER
- 2% REFUSED