

Analysis of Data

**Missourian Chronic Disease Baseline Survey
Missouri Department of Health & Senior Services**

**Center for Advanced Social Research
University of Missouri-Columbia**

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**Brian K. Hensel, PhD, MSPH
Glen T. Cameron, PhD**

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Executive Summary

Overall Recommendations

Health Behaviors

The campaign should communicate the real risk of developing chronic disease for those in the target market age group. This may even be incorporated in the thematic message, as MediaCross has done effectively in some of the example messages (e.g., It's Your Life. Don't Risk It.)

The target audience collectively believes it's in "good" to "very good" physical health, and already believes in the benefits of healthy eating and physical activity in preventing chronic disease. Thus, in addition to reinforcing these beliefs in healthy behaviors, the campaign can move immediately to defining the types and amounts of healthy eating and physical activity that will have the desired preventative effects. This will allow the target market to evaluate their current eating ("usually" healthy) and activity levels (2-3 times per week) against this "standard." The campaign should still be mindful of communicating achievable behaviors that gradually move target members toward effective levels and don't sap motivation or task-related self-efficacy. In addition to defining "what" needs to be done, the campaign should include "how" it can be done, particularly in light of time limitations of everyday life and other barriers. For example, instructions for gentler exercises may be made available to respondents for which *physical health* was a barrier to greater activity. Data also suggest that the target market might be somewhat complacent about their risks for chronic disease. This interpretation would support a strong - "wake up" - message to "move the needle."

Health Care Behaviors

Doctors are central to the goal of keeping current in screenings. Especially given that most of the target market sees their physician only once or twice a year. In addition to working with physicians as grassroots partners, the campaign should consider submessages that encourage target market members to "Ask your doctor" about needed screenings. This, of course, should be done in way that is positively received by physicians.

A strong message concerning screenings needs to be, "Don't wait for symptoms." The costs of waiting for symptoms should be vividly communicated in loss-framed messages. The campaign should communicate screenings as scheduled events that depend on time and not symptoms (unless, of course symptoms precede scheduled screenings).

Findings show that spouses, then sons and daughters, can play important roles in pressuring target market members to keep current in their screenings. The

campaign should consider incorporating messages aimed at spouses and children that urge them to take a strong role in this.

Sources and Media Channels

Again, the central role and credibility of physicians is substantiated in the findings. This should be leveraged especially in the promotion of screenings. This role of physicians is central across socioeconomic groups, and especially for older adults (65+).

Television and newspapers are supported most in the data as media channels. The Internet is supported particularly for certain sociodemographic groups and would provide a reference place to get more detailed information at the user's convenience.

Doctor's offices, pharmacies, and churches were identified as primary public places where posted health information is reviewed. They should be considered for disseminating posters and also pamphlets.

Executive summaries of data section groupings, incorporated in these *Overall Recommendations*, are provided below.

By Data Section Groupings

Description of Sample

Summary

This was a random sample of almost 400 Missourians ages 45 and older. Looking at the *Socioeconomic* section (see Table of Contents above), we see that the average age in this sample is 61, with 62% being 64 or younger and the remainder 65 or older. About 40% of respondents have a high school diploma or less and 60% have 1 year of college or more. About 56% live in small city/suburban/urban settings and 44% in smaller towns/rural areas. 90% are White, 6% are African American, and 2% identify themselves as Hispanic.

Education-levels were distributed fairly evenly across gender, race, and size of community. Gender was also fairly evenly distributed across race, with a relatively higher percentage of men living in rural settings and women in urban settings. Relatively higher percentages of Non-Whites lived in urban settings.

Looking at the *Insurance* section, 92.7% of respondents reported having health insurance, with the most common type being private or employer-offered followed by Medicare.

Health Status, Health Behaviors, Effect of Healthy Behaviors

This section summarizes and makes recommendations based on data in the sections of *Self-reported health status*, *Physical activity*, *Eating*, *Smoking*, and *Control*. These data shed light on the health behaviors (exercise, healthy eating, smoking) of Missourians ages 45 and older. They also shed light on their view of the role of exercise and healthy eating in preventing chronic disease.

Summary

Self-reported health status. Respondents in this survey sample generally feel their health status is “good” to “very good,” including those both at and over as well as under 65 years of age. Data suggest that higher income, higher education, and larger, suburban settings are associated with relatively better self-reported health status. Data also show that African-American respondents reported their health status as relatively lower than did Whites.

Physical activity. The “average” respondent participates in some form of physical activity 2-3 times/week. One-third participate 1 time per week or less. 63.1% of all respondents reported participating in some form of physical activity 2-3 times per week or less. Higher education was the only variable significantly correlated with activity level, suggesting that the data is fairly consistent across socioeconomic categories. No significant differences were found in the means of the two-group recode variables. There were similar averages between respondents 65 or older and 64 or younger, with the older cohort actually reporting a higher average activity level. Of those who are “never” physically active or are only “1 time per week,” physical health was the largest barrier cited; followed by time, which was also found to be a substantial barrier in the literature review; and then “gets plenty of exercise working,” which was expressed in “other.” Raising the 2-3 times/week and less to 4+ times/week presents an opportunity for the campaign.

Eating. The “average” respondent rates him or herself as “usually” eating healthy meals or snacks, presenting a challenge in communicating the need for more healthful eating. There were no significant correlations in the age, education, and income variables. There was a significant difference between the ratings of Whites (3.99) and African Americans (3.5). The main barriers expressed by those eating healthily “almost never” and “not very often” were “takes too much time” and “don’t enjoy health foods.” This suggests an approach that promotes quick, tasty, healthy meals and snacks.

Smoking. 28.7% of respondents reported having smoked or used tobacco products in the last ten years. 18.6% of the sample currently smokes or uses tobacco products. The percentages of current smokers or users were similar between men and women but a higher percentage were under 65 as compared to over 65.

Control. Respondents in this sample, overall, feel that physical activity and healthy eating contribute substantially to preventing chronic disease. This is positive in that the overall attitude in the survey was that healthy behaviors can make a difference.

Those with lower household income believed this relatively less.

Recommendations

Respondents in this sample already generally believe that physical activity and healthy eating contribute substantially to preventing chronic disease. This suggests a campaign approach that builds on this belief by defining (in gain frames) the kinds and amounts of physical activity and healthy eating that can prevent – or minimize the effects of – chronic disease. This allows target market members to evaluate their eating and activity against what is necessary to have an impact on disease prevention. Of course, this must be done in a way that does not sap motivation of those whose current habits and practices don't measure up to these standards – i.e., an approach that builds upon current routines with additional slow, steady steps that can be incorporated into already busy or set lives and routines. At least in terms of self-reports, physical activity presents a larger opportunity for change than healthy eating, in which respondents rate themselves higher.

Screening Behaviors

This section summarizes and makes recommendations based on data in the section of *Screening*. These data tell us about how many have been screened or tested for diseases or conditions and for which ones; why did/didn't they get screened; and how they knew where to go to get screened.

Summary

Two-thirds responded that their doctor had tested or recommended that they be tested for a disease or condition. One-third did not, which appears sizeable given the physician's central role in this. 10% more in the group 65 and older responded "yes" than in the group 64 and younger to the question whether their doctor had tested or recommended that they be tested, suggesting greater opportunity for change in the younger cohort. The primary reason for getting screened was "I experienced pain." Similarly, the primary reason for not getting screened was "I have not experienced pain." This is an important "finding" that should be addressed in the campaign. Being told to by their doctor was also identified as a key reason for getting screened, highlighting the central role of physicians in this campaign. The doctor plays the central role in convincing respondents to keep current with their screenings, but data also show that immediate family members, particularly spouses, can play a strong role as well.

Self was also seen as primary by many in “convincing” to keep current on screenings.

Recommendations

Data show that, for one third of the sample, doctors can play a stronger role than they currently are in talking to their patients about screenings. The campaign can address this directly with physician partners or urge the target market (especially the younger cohort) to talk to their physician about screenings. The latter should be communicated in a positive way that places physicians in a positive light - after all, according to the survey, two-thirds are talking to their patients about screenings. Campaign messages can also capitalize on the strong role that spouses, especially, but also children can play in pressuring target market members to stay current with screenings. Data are clear in showing that campaign screening messages need to stress, Don't wait for symptoms! Loss frames stressing the costs of waiting should be used.

Physician Utilization

This section summarizes and makes recommendations based on data in the section of *Doctor visits*. These data tell us how often and for what our target audience goes to the doctor.

Summary

The overall average number of visits per year to a physician was 3.4 and the mode was 1, selected by 29% of respondents. 23% responded “2.” Income was not a substantial factor in this survey in determining frequency of visits to physicians. The main purpose given for visits was “physical exam or yearly check-up,” followed by “refilling a medication” and “treating a chronic condition.”

Recommendations

Data show that 7.2% reported not visiting their doctor in a 12-month time period. 1 time was the mode (28.6%) followed by 2 times (22.5%). The main reason for visits was physical exam or yearly check-up. Given that half saw their doctor once or twice a year, these visits should include a screening inventory, and promoting this directly to physicians or through the target market may present an effective campaign tactic.

Chronic Disease Experience

This section summarizes and makes recommendations based on data in the section of *Chronic Disease*. This section tells us how many in the survey have

been diagnosed with a chronic disease; how they found out; whether they have received treatment; whether they believe they know how to manage their disease; and its impact on their daily activities. Data also shed light on how susceptible to chronic disease those who have not been diagnosed believe they are.

Summary

60% of respondents reported having been diagnosed with a chronic disease. Of those who reported not having a chronic disease (average age 58.2), the “average” respondent felt that he or she was “somewhat likely” to “somewhat unlikely” to develop a chronic disease in the next 10 years. This may be optimistic given the average respondent was 58 and the question included the next 10 years. Most of those with chronic disease learned of it through a doctor’s visit. The vast majority received treatment for it. 7% did not. 96% said they know how to manage their chronic disease, which raises the question of how many see healthy eating and exercise behaviors as a part of this management. Over a third of respondents are caring for members in their household or relatives with chronic disease.

Recommendations

40% of the sample did not have a chronic disease. Responses about the likelihood of developing a chronic disease get at the perceived susceptibility of these respondents. The campaign should communicate the real risk of developing chronic disease for people 45 to 65.

Sources (including media) and Credibility

This section summarizes and makes recommendations based on data in the sections of *Sources* and *Credibility*. These data show which sources and media channels are used and preferred and which are seen as more credible.

Summary

The doctor was identified first with 44%, followed by television (9.9%), the Internet (9.7%), and newspapers (7.6%) as primary sources for obtaining health information. In order of number of responses, television, newspapers, websites, and pamphlets were identified as primary media or channels of health information. Doctor’s offices, pharmacies, and churches were identified as primary public places where posted health information is reviewed.

“Doctor” was rated highest in credibility, followed by MDHSS, relatives and family, and the Internet. Age was inversely correlated with perceived credibility of media of all types, meaning older respondents felt these media were less

credible than did younger respondents. The same applied for size of community, with respondents in small, rural settings rating media as less credible than those in larger, urban settings. Higher income and education were significantly associated with higher credibility ratings for magazines. Income was also positively correlated with perceived credibility of the Internet. Income was inversely correlated with perceived credibility of relatives and family, possibly suggesting a stronger role for family and relatives in influencing targeted individuals in lower income categories. Older respondents also viewed local celebrities and politicians/public figures as significantly less credible than did younger respondents. Education was inversely correlated with perceived credibility of local celebrities. Non-Whites rated credibility of local celebrities significantly higher than did Whites.

Recommendations

Data support the central role of the physician as a source of health information. Primary media channels should include television and newspapers. A website would be useful as a resource that target market members can access at their convenience and get detailed information. Data show it would probably be used more by those with higher income and education. Pamphlets and posters at doctors' offices, pharmacies, and churches are supported. Local celebrities may not be supported as spokesperson, though this of course depends on the celebrity and how wide is his or her appeal across sociodemographic groups.

Organization and Interpretation of Data and Analyses

The data and analyses are organized under the twelve sections listed in the Table of Contents. For example, the second section, “Physical activity,” includes questions 2a recoded (Q2a_recode) and 2b (Q2b). *Summary and Conclusions* end each section. These are based on *Data Summary* found earlier in each section, which include *By Socioeconomic Variables*.

Averages or means are provided for questions such as Q1 immediately below, that asked respondents to rate something along a scale, for example from poor (1) to excellent (5). Overall averages are provided for the sample as a whole, plus averages for individual socioeconomic categories (e.g., income level or age recoded as 65 or older and 64 or younger) are provided. A few of the questions are recoded from the original questionnaire, designated by “_recode,” so that correlations and t-test could be performed on them.

Where a socioeconomic category included some type of lower-to-higher scale with more than two levels (e.g., education level from no education - 1 - to college degree+ - 5), correlations were run with the response variable to see if answers were significantly positively correlated (i.e., moved together in the same direction) or negatively correlated (moved in opposite directions) with the socioeconomic variable. Since most of this type of data was ordinal, a Spearman’s 2-tailed correlation was predominately run, which has the additional benefit of being a non-parametric test which does not require normally distributed data, important since some response distributions were skewed and/or kurtotic. For socioeconomic categories which were categorical in type (i.e., in which there was no type of scale from “lower” to “higher”), such as gender, independent samples t-tests were run to see if there were significant differences between groups (e.g., average rating of health status for men as compared to women). Since this test compares two groups, most of the socioeconomic categories were recoded into two groups (e.g., White and Non-White; 64 or younger and 65 or older). For some variables, unequal sample sizes (e.g., for Whites as compared to Non-Whites) presented a concern in conducting inferential analyses. Levene’s test for equality of variation was run for all t-tests and significance results were interpreted accordingly.

The basic statistical tests of correlations and t-tests were run to see broad patterns in the data for questions that included some type of rating, not to test hypotheses or theory. Statistics such as p-values or correlation coefficients are not provided in the text of the report, but are available in supplemental documents. These statistical tests should be interpreted with caution, focusing on the actual means and frequencies, overall and for individual socioeconomic categories. For example, just because a significant difference is found between the ratings of Whites (3.99) and Non-Whites (3.62) concerning how often their meals and snacks are healthy, does not necessarily mean that the rating of Non-Whites is low – it’s simple significantly different, statistically, from the comparison

group of Whites. In this example, both Whites and Non-Whites on average rate their eating as between “sometimes” (3) and “usually” (4) healthy, with Whites’ average being closer to “usually.”

Another caveat to keep in mind in looking at the correlational and t-test results is to keep in mind alternative explanations. For example, a significant inverse correlation is found between income-level and number of annual visits to a doctor – i.e., lower income is associated with a higher number of visits. Similarly, there is a significant difference between the average number of visits for respondents with household incomes of \$35,000 or less (more doctor visits) and \$35,001 or more. Income could be thus related to doctor visits, but there also may be alternate explanations. For example, older respondents may on average have lower household income and it may, in fact, be age that is underlying this difference in doctor visits, as older persons generally see their doctors more often. Such covariates were not controlled for.

Other questions include categorical responses, such as “yes” or “no,” or selecting from a list to answer; for example, “What is the primary reason that prevents you from doing physical activity” (Q2b)? Data for these question are organized in frequency tables, with counts and percentages. For many of these questions, additional tables are provided that break down responses within socioeconomic categories.

Keep in mind that some questions are asked of only a portion of the sample. This is the case when an earlier question screens and directs only a portion of respondents to the question. For example, current smoking/tobacco use status (Q5) is asked of only those who responded in Q4 that they had smoked or used tobacco products in the last ten years. It is important to use “valid percent” in the tables, because it contains the portion of the sample for which that particular question was meant. When the question was meant for the whole sample, “percent” and “valid percent” will be identical.

Self-reported health status

Q1

Question Q1

First of all, I would like to ask	[5] Excellent
you about your own health. Would	[4] Very good
you say that your general health	[3] Good
is	[2] Fair, or
Excellent	[1] Poor?
Very good	
Good	[8] Don't Know/Not Sure
Fair, or	[9] Refused
Poor?	

Statistics

Q1: Would you say that your general health is

N	Valid	396
	Missing	1
Mean		3.34
Median		3.00
Mode		4
Std. Deviation		1.149

Q1: Would you say that your general health is * Educ: What is the highest level of education you've completed?

Q1: Would you say that your general health is

Educ: What is the highest	Mean	N	Std. Deviation
never attended	4.00	1	.
grades 1 through 8	2.67	9	1.118
grades 9 through 11	2.48	25	.918
grade 12 or GED	3.35	125	1.102
college 1 to 3	3.26	122	1.134
college 4 years or more	3.66	113	1.154
Total	3.34	395	1.150

Q1: Would you say that your general health is * Live: Do you live ...?

Q1: Would you say that your general health is

Live: Do you live ...?	Mean	N	Std. Deviation
farm	3.00	43	1.327
rural area/not farm	3.18	65	1.171
small town	3.30	64	1.079
medium town	3.27	51	1.150
suburb/small city	3.63	81	1.112
urban area	3.42	88	1.101
Total	3.34	392	1.153

Q1: Would you say that your general health is * Race: Which of the following best describes your race ...?

Q1: Would you say that your general health is

Race: Which of the	Mean	N	Std. Deviation
white	3.38	357	1.162
black/African American	2.91	23	.793
asian american	3.50	2	2.121
american indian	2.33	3	1.155
multiracial	2.80	5	1.095
others - specify	3.50	2	.707
Total	3.34	392	1.149

Q1: Would you say that your general health is * Inco: Household income

Q1: Would you say that your general health is

Inco: Household income	Mean	N	Std. Deviation
less than \$10K	2.43	23	.992
\$10K but < \$20K	2.94	51	1.121
\$20K but < \$35K	3.09	65	1.086
\$35K but < \$50K	3.44	52	1.018
\$50K but < \$75K	3.56	68	1.098
\$75K but < \$100K	4.12	43	.931
\$100K or more	3.59	44	1.148
Total	3.36	346	1.142

Q1: Would you say that your general health is * Gend: Gender of Respondents

Q1: Would you say that your general health is

Gend: Gender of	Mean	N	Std. Deviation
male	3.31	173	1.189
female	3.37	223	1.119
Total	3.34	396	1.149

Q1: Would you say that your general health is * age_recoded

Q1: Would you say that your general health is

age_recoded	Mean	N	Std. Deviation
lowest thru 64	3.37	246	1.188
65 thru highest	3.29	150	1.084
Total	3.34	396	1.149

Q1: Would you say that your general health is * educ_recoded: What is the highest level of education that you have completed?

Q1: Would you say that your general health is

educ_recoded: What	Mean	N	Std. Deviation
hs grad or less	3.18	160	1.121
1 yr college or more	3.46	235	1.159
Total	3.34	395	1.150

Q1: Would you say that your general health is * live_recoded: Do you live....

Q1: Would you say that your general health is

live_recoded: Do	Mean	N	Std. Deviation
farm; rural/not farm; small town < 10k	3.18	172	1.178
med town < 40k; suburb/small city < 150k; urban 150k+	3.46	220	1.120
Total	3.34	392	1.153

Q1: Would you say that your general health is * race_recoded: Which of the following best describes your race....

Q1: Would you say that your general health is

race_recoded: Which	Mean	N	Std. Deviation
white	3.38	357	1.162
non-white	2.91	35	.919
Total	3.34	392	1.149

Q1: Would you say that your general health is * income_recoded: Total household income

Q1: Would you say that your general health is

income_recoded: Total	Mean	N	Std. Deviation
35k or less	2.93	139	1.101
35,001 or more	3.65	207	1.077
Total	3.36	346	1.142

Q1: Would you say that your general health is

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	29	7.3	7.3	7.3
	fair	65	16.4	16.4	23.7
	good	107	27.0	27.0	50.8
	very good	131	33.0	33.1	83.8
	excellent	64	16.1	16.2	100.0
	Total	396	99.7	100.0	
Missing	dk/not sure	1	.3		
Total		397	100.0		

Data Summary

The overall mean was 3.34. The mode was 4 or “very good,” selected by 33.1% of respondents. 7.3% responded “poor” and 16.2% responded “excellent.” About one fourth responded “fair” or “poor” and three-fourths responded “good” or higher.

By Socioeconomic Variables**Significant Correlations (testing for Age, Education-level, Household Income-level, and “Live” - where respondent lives, e.g., urban or rural)**

Higher levels of education and household income were both significantly correlated with higher ratings of self-reported health status. Size of setting where respondents live was also positively correlated, with those in larger, suburban communities rating their health higher than those in smaller, rural and farm communities. Age was not correlated with self-reported health status. The average rating of respondents 64 and younger was 3.37 and the average rating of respondents 65 and older was only slightly different at 3.29.

Significant Differences in Means Between Groups (t-tests); (testing for Gender, Age_recoded, Educ_recoded, Live_recoded, Race_recoded, and Income_recoded)

The difference in average ratings between males and females was not significant, but the differences between groups within Income_recoded, Educ_recoded, Income_recoded, and Live_recoded were significant in the same directions as in the correlations. Additionally, Whites rated their health as significantly higher than did Non-Whites.

Summary and Conclusions

Respondents in this survey sample generally feel their health status is “good” to “very good,” including those both at and over as well as under 65 years of age. Data suggest that higher income, higher education, and larger, suburban settings are associated with relatively better self-reported health status. Data also show that African-American respondents reported their health status as relatively lower than did Whites.

Physical activity

Q2a_recode

Question Q2a_recoded

How often do you participate in some	[1] Never
form of physical activity each week	[2] 1 time per week
specifically to maintain your health?	[3] 2 -3 times/week
Would you say	[4] 4-5 times/week
Once a week	[5] 6 times/week
Twice or tree times a week	[6] Every day
Four to five times a week	
6 times a week	[8] Don't Know/not sure
Every day	[9] Refused
Never	

IF (ANSWER = 3) SKIPTO Q3a
 IF (ANSWER = 4) SKIPTO Q3a
 IF (ANSWER = 5) SKIPTO Q3a
 IF (ANSWER = 6) SKIPTO Q3a
 IF (ANSWER = 8) SKIPTO Q3a
 IF (ANSWER = 9) SKIPTO Q3a

Statistics

q2a_recode: How often do you participate in some form of physical activity each week?

N	Valid	396
	Missing	1
Mean		3.1818
Median		3.0000
Mode		3.00
Std. Deviation		1.61081

q2a_recode: How often do you participate in some form of physical activity each week? * Educ: What is the highest level of education you've completed?

q2a_recode: How often do you participate in some form of physical activity each week?

Educ: What is the highest	Mean	N	Std. Deviation
never attended	6.0000	1	.
grades 1 through 8	2.7778	9	1.48137
grades 9 through 11	2.8333	24	1.97080
grade 12 or GED	3.0397	126	1.62678
college 1 to 3	3.2787	122	1.66273
college 4 years or more	3.3186	113	1.44708
Total	3.1823	395	1.61283

q2a_recode: How often do you participate in some form of physical activity each week? * Live: Do you live ...?

q2a_recode: How often do you participate in some form of physical activity each week?

Live: Do you live ...?	Mean	N	Std. Deviation
farm	3.4524	42	1.99025
rural area/not farm	2.6923	65	1.46760
small town	3.2188	64	1.40824
medium town	3.4615	52	1.44794
suburb/small city	3.2346	81	1.66036
urban area	3.1364	88	1.65524
Total	3.1735	392	1.61055

q2a_recode: How often do you participate in some form of physical activity each week? * Race: Which of the following best describes your race ...?

q2a_recode: How often do you participate in some form of physical activity each week?

Race: Which of the	Mean	N	Std. Deviation
white	3.2213	357	1.60365
black/African American	2.9565	23	1.69164
asian american	3.5000	2	3.53553
american indian	2.0000	3	.00000
multiracial	2.8000	5	2.16795
others - specify	3.0000	2	1.41421
Total	3.1913	392	1.61408

q2a_recode: How often do you participate in some form of physical activity each week? * Inco: Household income

q2a_recode: How often do you participate in some form of physical activity each week?

Inco: Household income	Mean	N	Std. Deviation
less than \$10K	3.0833	24	1.95419
\$10K but < \$20K	3.3200	50	1.83437
\$20K but < \$35K	3.1692	65	1.71910
\$35K but < \$50K	3.1538	52	1.57660
\$50K but < \$75K	3.1471	68	1.55750
\$75K but < \$100K	3.5581	43	1.54769
\$100K or more	3.1818	44	1.26257
Total	3.2283	346	1.62138

q2a_recode: How often do you participate in some form of physical activity each week? * Gend: Gender of Respondents

q2a_recode: How often do you participate in some form of physical activity each week?

Gend: Gender of	Mean	N	Std. Deviation
male	3.2543	173	1.64035
female	3.1256	223	1.58893
Total	3.1818	396	1.61081

q2a_recode: How often do you participate in some form of physical activity each week? * age_recoded

q2a_recode: How often do you participate in some form of physical activity each week?

age_recoded	Mean	N	Std. Deviation
lowest thru 64	3.0976	246	1.56187
65 thru highest	3.3200	150	1.68419
Total	3.1818	396	1.61081

q2a_recode: How often do you participate in some form of physical activity each week? * educ_recoded: What is the highest level of education that you have completed?

q2a_recode: How often do you participate in some form of physical activity each week?

educ_recoded: What	Mean	N	Std. Deviation
hs grad or less	3.0125	160	1.67853
1 yr college or more	3.2979	235	1.55957
Total	3.1823	395	1.61283

q2a_recode: How often do you participate in some form of physical activity each week? * live_recoded: Do you live....

q2a_recode: How often do you participate in some form of physical activity each week?

live_recoded: Do	Mean	N	Std. Deviation
farm; rural/not farm; small town < 10k	3.0760	171	1.61247
med town < 40k; suburb/small city < 150k; urban 150k+	3.2489	221	1.60866
Total	3.1735	392	1.61055

q2a_recode: How often do you participate in some form of physical activity each week? * race_recoded: Which of the following best describes your race....

q2a_recode: How often do you participate in some form of physical activity each week?

race_recoded: Which	Mean	N	Std. Deviation
white	3.2213	357	1.60365
non-white	2.8857	35	1.71106
Total	3.1913	392	1.61408

q2a_recode: How often do you participate in some form of physical activity each week? * income_recoded: Total household income

q2a_recode: How often do you participate in some form of physical activity each week?

income_recoded: Total	Mean	N	Std. Deviation
35k or less	3.2086	139	1.79159
35,001 or more	3.2415	207	1.50068
Total	3.2283	346	1.62138

q2a_recode: How often do you participate in some form of physical activity each week?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	74	18.6	18.7	18.7
1 time per week	61	15.4	15.4	34.1
2-3 times/week	115	29.0	29.0	63.1
4-5 times/week	76	19.1	19.2	82.3
6 times/week	5	1.3	1.3	83.6
Every day	65	16.4	16.4	100.0
Total	396	99.7	100.0	
Missing				
System	1	.3		
Total	397	100.0		

Data Summary

The overall mean was 3.18 and the mode was 3 or “2-3 times/week,” selected by 29% of respondents. 18.7% responded “never” and 16.4% responded “every day.” About one third responded “never” or “1 time per week.” Note the cumulative percentage in the table directly above: 63.1% of respondents reported participating in some form of physical activity 2-3 times per week or less.

By Socioeconomic Variables

Significant Correlations (testing for Age, Education-level, Household Income-level, and “Live” - where respondent lives, e.g., urban or rural)

Higher levels of education were significantly correlated with higher self-reported activity frequencies. Age was not correlated, with an average rating of respondents 64 and younger of 3.09 and an average rating of respondents 65 and older of 3.32.

Significant Differences in Means Between Groups (t-tests); (testing for Gender, Age_recoded, Educ_recoded, Live_recoded, Race_recoded, and Income_recoded)

None of the pairs of means within these groups were statistically significantly different. The likely reason that education level correlation was significant but the group average difference for educ_recode was not is the jump between the average for “grade 12 or GED” and the two categories of “grades 9 through 11” and “grades 1 through 8.” The lowest averages are in these last two categories, but the split between groups for educ_recode was made between “grade 12 or GED” and “college 1 to 3.”

Q2b

Question Q2b

What is the primary reason that prevents

you from doing physical activity?

[Do not read list]

[1] I don't have time to do physical activities

[2] My physical health prevents me from doing physical activities

[3] I don't have a place to do physical activities

[4] I like to pursue physical activity with others, but I don't have
others who will do so

[5] I don't want to do physical activity

[6] Other-specify

[8] Don't Know/Not Sure

[9] Refused

Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	i don't have time	38	9.6	29.0	29.0
	my physical health	47	11.8	35.9	64.9
	i don't have a place	1	.3	.8	65.6
	i don't want to do	20	5.0	15.3	80.9
	others - specify	25	6.3	19.1	100.0
	Total	131	33.0	100.0	
Missing	dk/not sure	3	.8		
	refused	1	.3		
	System	262	66.0		
	Total	266	67.0		
Total		397	100.0		

Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]? * Educ: What is the highest level of education you've completed? Crosstabulation

			Educ: What is the highest level of education you've completed?					Total
			grades 1 through 8	grades 9 through 11	grade 12 or GED	college 1 to 3	college 4 years or more	
Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]?	i don't have time	Count % within Educ: What is the highest level of education you've completed?	0 .0%	1 6.7%	14 29.8%	11 30.6%	12 40.0%	38 29.0%
	my physical health	Count % within Educ: What is the highest level of education you've completed?	3 100.0%	10 66.7%	15 31.9%	9 25.0%	10 33.3%	47 35.9%
	i don't have a place	Count % within Educ: What is the highest level of education you've completed?	0 .0%	0 .0%	0 .0%	1 2.8%	0 .0%	1 .8%
	i don't want to do	Count % within Educ: What is the highest level of education you've completed?	0 .0%	2 13.3%	7 14.9%	7 19.4%	4 13.3%	20 15.3%
	others - specify	Count % within Educ: What is the highest level of education you've completed?	0 .0%	2 13.3%	11 23.4%	8 22.2%	4 13.3%	25 19.1%
Total	Count % within Educ: What is the highest level of education you've completed?	3 100.0%	15 100.0%	47 100.0%	36 100.0%	30 100.0%	131 100.0%	

Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]? * Race: Which of the following best describes your race ...?
Crosstabulation

			Race: Which of the following best describes your race ...?						Total
			white	black/African American	asian american	american indian	multiracial	others - specify	
Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]?	i don't have time	Count % within Race: Which of the following best describes your race ...?	31 27.9%	5 50.0%	0 .0%	0 .0%	2 66.7%	0 .0%	38 29.5%
	my physical health	Count % within Race: Which of the following best describes your race ...?	40 36.0%	1 10.0%	1 100.0%	2 66.7%	1 33.3%	0 .0%	45 34.9%
	i don't have a place	Count % within Race: Which of the following best describes your race ...?	0 .0%	1 10.0%	0 .0%	0 .0%	0 .0%	0 .0%	1 .8%
	i don't want to do	Count % within Race: Which of the following best describes your race ...?	18 16.2%	1 10.0%	0 .0%	0 .0%	0 .0%	1 100.0%	20 15.5%
	others - specify	Count % within Race: Which of the following best describes your race ...?	22 19.8%	2 20.0%	0 .0%	1 33.3%	0 .0%	0 .0%	25 19.4%
Total	Count % within Race: Which of the following best describes your race ...?	111 100.0%	10 100.0%	1 100.0%	3 100.0%	3 100.0%	1 100.0%	129 100.0%	

**Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]? * Gend:
Gender of Respondents Crosstabulation**

			Gend: Gender of Respondents		Total
			male	female	
Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]?	i don't have time	Count % within Gend: Gender of Respondents	15 27.8%	23 29.9%	38 29.0%
	my physical health	Count % within Gend: Gender of Respondents	20 37.0%	27 35.1%	47 35.9%
	i don't have a place	Count % within Gend: Gender of Respondents	1 1.9%	0 .0%	1 .8%
	i don't want to do	Count % within Gend: Gender of Respondents	10 18.5%	10 13.0%	20 15.3%
	others - specify	Count % within Gend: Gender of Respondents	8 14.8%	17 22.1%	25 19.1%
Total	Count % within Gend: Gender of Respondents	54 100.0%	77 100.0%	131 100.0%	

Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]? * age_recoded
Crosstabulation

			age_recoded		Total
			lowest thru 64	65 thru highest	
Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]?	i don't have time	Count	27	11	38
		% within age_recoded	32.9%	22.4%	29.0%
	my physical health	Count	20	27	47
		% within age_recoded	24.4%	55.1%	35.9%
	i don't have a place	Count	1	0	1
		% within age_recoded	1.2%	.0%	.8%
	i don't want to do	Count	15	5	20
		% within age_recoded	18.3%	10.2%	15.3%
	others - specify	Count	19	6	25
		% within age_recoded	23.2%	12.2%	19.1%
Total	Count	82	49	131	
	% within age_recoded	100.0%	100.0%	100.0%	

**Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]? * educ_recoded:
What is the highest level of education that you have completed? Crosstabulation**

			educ_recoded: What is the highest level of education that you have completed?		Total
			hs grad or less	1 yr college or more	
Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]?	i don't have time	Count % within educ_recoded: What is the highest level of education that you have completed?	15 23.1%	23 34.8%	38 29.0%
	my physical health	Count % within educ_recoded: What is the highest level of education that you have completed?	28 43.1%	19 28.8%	47 35.9%
	i don't have a place	Count % within educ_recoded: What is the highest level of education that you have completed?	0 .0%	1 1.5%	1 .8%
	i don't want to do	Count % within educ_recoded: What is the highest level of education that you have completed?	9 13.8%	11 16.7%	20 15.3%
	others - specify	Count % within educ_recoded: What is the highest level of education that you have completed?	13 20.0%	12 18.2%	25 19.1%
Total	Count % within educ_recoded: What is the highest level of education that you have completed?	65 100.0%	66 100.0%	131 100.0%	

Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]? * live_recoded: Do you live.... Crosstabulation

			live_recoded: Do you live....		Total
			farm; rural/not farm; small town < 10k	med town < 40k; suburb/small city < 150k; urban 150k+	
Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]?	i don't have time	Count % within live_recoded: Do you live....	13 21.7%	25 35.7%	38 29.2%
	my physical health	Count % within live_recoded: Do you live....	24 40.0%	23 32.9%	47 36.2%
	i don't have a place	Count % within live_recoded: Do you live....	0 .0%	1 1.4%	1 .8%
	i don't want to do	Count % within live_recoded: Do you live....	9 15.0%	11 15.7%	20 15.4%
	others - specify	Count % within live_recoded: Do you live....	14 23.3%	10 14.3%	24 18.5%
Total	Count % within live_recoded: Do you live....	60 100.0%	70 100.0%	130 100.0%	

Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]? * race_ recorded: Which of the following best describes your race.... Crosstabulation

			race_recoded: Which of the following best describes your race....		Total
			white	non-white	
Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]?	i don't have time	Count % within race_ recoded: Which of the following best describes your race....	31 27.9%	7 38.9%	38 29.5%
	my physical health	Count % within race_ recoded: Which of the following best describes your race....	40 36.0%	5 27.8%	45 34.9%
	i don't have a place	Count % within race_ recoded: Which of the following best describes your race....	0 .0%	1 5.6%	1 .8%
	i don't want to do	Count % within race_ recoded: Which of the following best describes your race....	18 16.2%	2 11.1%	20 15.5%
	others - specify	Count % within race_ recoded: Which of the following best describes your race....	22 19.8%	3 16.7%	25 19.4%
Total	Count % within race_ recoded: Which of the following best describes your race....	111 100.0%	18 100.0%	129 100.0%	

Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]? * income recoded: Total household income Crosstabulation

			income_recoded: Total household income		Total
			35k or less	35,001 or more	
Q2b: What is the primary reason that prevents you from doing physical activity [do not read list]?	i don't have time	Count % within income_recoded: Total household income	9 17.0%	26 44.8%	35 31.5%
	my physical health	Count % within income_recoded: Total household income	23 43.4%	13 22.4%	36 32.4%
	i don't have a place	Count % within income_recoded: Total household income	1 1.9%	0 .0%	1 .9%
	i don't want to do	Count % within income_recoded: Total household income	3 5.7%	13 22.4%	16 14.4%
	others - specify	Count % within income_recoded: Total household income	17 32.1%	6 10.3%	23 20.7%
Total	Count % within income_recoded: Total household income	53 100.0%	58 100.0%	111 100.0%	

Data Summary

This was answered by respondents who participated in some form of physical activity “never” or “1 time per week.” For these respondents, the main reason given was “physical health” (35.9%) followed by “I don’t have time” (29%). The highest response in “others-specify” was “gets plenty of exercise working” voiced by 6 respondents, making it third highest.

By Socioeconomic Variables

Crosstabulations by socioeconomic variables are provided in tables above.

Summary and Conclusions

The “average” respondent participates in some form of physical activity 2-3 times/week. One-third participate 1 time per week or less. 63.1% of all respondents reported participating in some form of physical activity 2-3 times per week or less. Higher education was the only variable significantly correlated with activity level, suggesting that the data is fairly consistent across socioeconomic categories. No significant differences were found in the means of the two-group recode variables. There were similar averages between respondents 65 or older and 64 or younger, with the older cohort actually reporting a higher average activity level. Raising the 2-3 times/week and less to 4+ times/week presents an opportunity for the campaign. Of those who are “never” physically active or are only “1 time per week,” physical health was the largest barrier cited; followed by time, which was also found to be a substantial barrier in the literature review; and then “gets plenty of exercise working,” which was expressed in “other.”

Eating

Q3a_recode (with "almost never" as 1; "not very often" as 2; ..."almost always" as 5)

Question Q3a_recoded

Now let's think about the foods you	[5] Almost always
eat most often. How often would you	[4] Usually
say the meals and snacks you eat are	[3] Sometimes
healthy for you?	[2] Not very often
Would you say	[1] Almost never
Almost always	
Usually	[8] Don't Know/Not Sure
Sometimes	[9] Refused
Not very often	
Almost never	

IF (ANSWER > 2) SKIPTO Q4

Statistics

q3a_recode: How often would you say the meals and snacks you eat are healthy for you?

N	Valid	395
	Missing	2
Mean		3.9722
Median		4.0000
Mode		4.00
Std. Deviation		.86484

q3a_recode: How often would you say the meals and snacks you eat are healthy for you? * Educ: What is the highest level of education you've completed?

q3a_recode: How often would you say the meals and snacks you eat are healthy for you?

Educ: What is the highest	Mean	N	Std. Deviation
never attended	5.0000	1	.
grades 1 through 8	3.8750	8	.99103
grades 9 through 11	3.7200	25	.93630
grade 12 or GED	3.9200	125	.89443
college 1 to 3	3.9672	122	.88078
college 4 years or more	4.0796	113	.78081
Total	3.9695	394	.86439

q3a_recode: How often would you say the meals and snacks you eat are healthy for you? * Live: Do you live ...?

q3a_recode: How often would you say the meals and snacks you eat are healthy for you?

Live: Do you live ...?	Mean	N	Std. Deviation
farm	4.0698	43	.91014
rural area/not farm	3.9846	65	.78047
small town	3.8254	63	.88972
medium town	4.0784	51	.86817
suburb/small city	4.1235	81	.78075
urban area	3.7955	88	.93660
Total	3.9668	391	.86613

q3a_recode: How often would you say the meals and snacks you eat are healthy for you? * Race: Which of the following best describes your race ...?

q3a_recode: How often would you say the meals and snacks you eat are healthy for you?

Race: Which of the	Mean	N	Std. Deviation
white	3.9944	356	.85578
black/African American	3.5217	23	.99405
asian american	4.5000	2	.70711
american indian	4.0000	3	.00000
multiracial	3.6000	5	.54772
others - specify	3.5000	2	.70711
Total	3.9616	391	.86295

q3a_recode: How often would you say the meals and snacks you eat are healthy for you? * Inco: Household income

q3a_recode: How often would you say the meals and snacks you eat are healthy for you?

Inco: Household income	Mean	N	Std. Deviation
less than \$10K	3.9583	24	.80645
\$10K but < \$20K	4.0000	50	.94761
\$20K but < \$35K	3.8923	65	.86824
\$35K but < \$50K	3.8627	51	.80049
\$50K but < \$75K	4.0882	68	.80549
\$75K but < \$100K	3.9767	43	.85880
\$100K or more	4.0000	44	.83527
Total	3.9710	345	.84515

q3a_recode: How often would you say the meals and snacks you eat are healthy for you? * Gend: Gender of Respondents

q3a_recode: How often would you say the meals and snacks you eat are healthy for you?

Gend: Gender of	Mean	N	Std. Deviation
male	3.9064	171	.88949
female	4.0223	224	.84410
Total	3.9722	395	.86484

q3a_recode: How often would you say the meals and snacks you eat are healthy for you? * age_recoded

q3a_recode: How often would you say the meals and snacks you eat are healthy for you?

age_recoded	Mean	N	Std. Deviation
lowest thru 64	3.9306	245	.86323
65 thru highest	4.0400	150	.86606
Total	3.9722	395	.86484

q3a_recode: How often would you say the meals and snacks you eat are healthy for you? * educ_recoded: What is the highest level of education that you have completed?

q3a_recode: How often would you say the meals and snacks you eat are healthy for you?

educ_recoded: What	Mean	N	Std. Deviation
hs grad or less	3.8931	159	.90422
1 yr college or more	4.0213	235	.83434
Total	3.9695	394	.86439

q3a_recode: How often would you say the meals and snacks you eat are healthy for you? * live_recoded: Do you live....

q3a_recode: How often would you say the meals and snacks you eat are healthy for you?

live_recoded: Do	Mean	N	Std. Deviation
farm; rural/not farm; small town < 10k	3.9474	171	.85587
med town < 40k; suburb/small city < 150k; urban 150k+	3.9818	220	.87567
Total	3.9668	391	.86613

q3a_recode: How often would you say the meals and snacks you eat are healthy for you? * race_recoded: Which of the following best describes your race....

q3a_recode: How often would you say the meals and snacks you eat are healthy for you?

race_recoded: Which	Mean	N	Std. Deviation
white	3.9944	356	.85578
non-white	3.6286	35	.87735
Total	3.9616	391	.86295

q3a_recode: How often would you say the meals and snacks you eat are healthy for you? * income_recoded: Total household income

q3a_recode: How often would you say the meals and snacks you eat are healthy for you?

income_recoded: Total	Mean	N	Std. Deviation
35k or less	3.9424	139	.88276
35,001 or more	3.9903	206	.82041
Total	3.9710	345	.84515

q3a_recode: How often would you say the meals and snacks you eat are healthy for you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid almost never	4	1.0	1.0	1.0
not very often	17	4.3	4.3	5.3
sometimes	78	19.6	19.7	25.1
usually	183	46.1	46.3	71.4
almost always	113	28.5	28.6	100.0
Total	395	99.5	100.0	
Missing System	2	.5		
Total	397	100.0		

Data Summary

The overall mean was 3.97 and the mode was 4 or “usually,” selected by 46% of respondents. Only 4.3% responded “not very often” and a substantial 28.6% responded “almost always.” Responses were fairly consistent across socioeconomic categories. The frequency table directly above shows that fully two-thirds of respondents felt they at healthily “usually” or “almost always.”

By Socioeconomic Variables

Significant Correlations (testing for Age, Education-level, Household Income-level, and “Live” - where respondent lives, e.g., urban or rural)

There were no significant correlations between these variables and responses to q3a_recode.

Significant Differences in Means Between Groups (t-tests); (testing for Gender, Age_recoded, Educ_recoded, Live_recoded, Race_recoded, and Income_recoded)

The only significant difference was seen in Race_recoded, with Whites averaging a response of 3.99 and non-Whites, 3.62.

Q3b

Question Q3b

What is the primary reason you don't always

choose to eat healthy?

[Do not read list]

[1] Takes too much time to prepare healthy foods

[2] Not sure how to prepare healthy foods

[3] Don't enjoy healthy foods as much as other foods

[4] Other members of my family won't eat healthy foods

[5] It costs too much to eat healthy

[6] I don't have healthy foods available to me where I buy my food/snacks

[7] Other- specify

[8] Don't Know/Not Sure

[9] Refused

Q3b: What is the primary reason that you don't always choose to eat healthy [do not read list]?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	takes too much time	9	2.3	42.9	42.9
	don't enjoy healthy	8	2.0	38.1	81.0
	others - specify	4	1.0	19.0	100.0
	Total	21	5.3	100.0	
Missing	System	376	94.7		
Total		397	100.0		

Q3b: What is the primary reason that you don't always choose to eat healthy [do not read list]? * Educ: What is the highest level of education you've completed? Crosstabulation

			Educ: What is the highest level of education you've completed?					Total
			grades 1 through 8	grades 9 through 11	grade 12 or GED	college 1 to 3	college 4 years or more	
Q3b: What is the primary reason that you don't always choose to eat healthy [do not read list]?	takes too much time	Count % within Educ: What is the highest level of education you've completed?	1 100.0%	2 100.0%	3 42.9%	2 25.0%	1 33.3%	9 42.9%
	don't enjoy healthy	Count % within Educ: What is the highest level of education you've completed?	0 .0%	0 .0%	3 42.9%	4 50.0%	1 33.3%	8 38.1%
	others - specify	Count % within Educ: What is the highest level of education you've completed?	0 .0%	0 .0%	1 14.3%	2 25.0%	1 33.3%	4 19.0%
Total		Count % within Educ: What is the highest level of education you've completed?	1 100.0%	2 100.0%	7 100.0%	8 100.0%	3 100.0%	21 100.0%

3b: What is the primary reason that you don't always choose to eat healthy [do not read list]? * Race: Which of the following best describes your race ...? Crosstabulation

			Race: Which of the following best describes your race ...?		Total
			white	black/African American	
Q3b: What is the primary reason that you don't always choose to eat healthy [do not read list]?	takes too much time	Count % within Race: Which of the following best describes your race ...?	8 42.1%	1 50.0%	9 42.9%
	don't enjoy healthy	Count % within Race: Which of the following best describes your race ...?	7 36.8%	1 50.0%	8 38.1%
	others - specify	Count % within Race: Which of the following best describes your race ...?	4 21.1%	0 .0%	4 19.0%
Total		Count % within Race: Which of the following best describes your race ...?	19 100.0%	2 100.0%	21 100.0%

3b: What is the primary reason that you don't always choose to eat healthy [do not read list]? * Gend: Gender of Respondents Crosstabulation

			Gend: Gender of Respondents		Total
			male	female	
Q3b: What is the primary reason that you don't always choose to eat healthy [do not read list]?	takes too much time	Count % within Gend: Gender of Respondents	4 40.0%	5 45.5%	9 42.9%
	don't enjoy healthy	Count % within Gend: Gender of Respondents	6 60.0%	2 18.2%	8 38.1%
	others - specify	Count % within Gend: Gender of Respondents	0 .0%	4 36.4%	4 19.0%
Total		Count % within Gend: Gender of Respondents	10 100.0%	11 100.0%	21 100.0%

Q3b: What is the primary reason that you don't always choose to eat healthy [do not read list]? * age_recoded Crosstabulation

			age_recoded		Total
			lowest thru 64	65 thru highest	
Q3b: What is the primary reason that you don't always choose to eat healthy [do not read list]?	takes too much time	Count % within age_recoded	6 42.9%	3 42.9%	9 42.9%
	don't enjoy healthy	Count % within age_recoded	6 42.9%	2 28.6%	8 38.1%
	others - specify	Count % within age_recoded	2 14.3%	2 28.6%	4 19.0%
Total		Count % within age_recoded	14 100.0%	7 100.0%	21 100.0%

**Q3b: What is the primary reason that you don't always choose to eat healthy [do not read list]? * educ_recoded:
What is the highest level of education that you have completed? Crosstabulation**

			educ_recoded: What is the highest level of education that you have completed?		Total
			hs grad or less	1 yr college or more	
Q3b: What is the primary reason that you don't always choose to eat healthy [do not read list]?	takes too much time	Count % within educ_recoded: What is the highest level of education that you have completed?	6 60.0%	3 27.3%	9 42.9%
	don't enjoy healthy	Count % within educ_recoded: What is the highest level of education that you have completed?	3 30.0%	5 45.5%	8 38.1%
	others - specify	Count % within educ_recoded: What is the highest level of education that you have completed?	1 10.0%	3 27.3%	4 19.0%
Total		Count % within educ_recoded: What is the highest level of education that you have completed?	10 100.0%	11 100.0%	21 100.0%

Q3b: What is the primary reason that you don't always choose to eat healthy [do not read list]? * live_recoded: Do you live.... Crosstabulation

			live_recoded: Do you live....		Total
			farm; rural/not farm; small town < 10k	med town < 40k; suburb/small city < 150k; urban 150k+	
Q3b: What is the primary reason that you don't always choose to eat healthy [do not read list]?	takes too much time	Count % within live_recoded: Do you live....	3 37.5%	6 46.2%	9 42.9%
	don't enjoy healthy	Count % within live_recoded: Do you live....	2 25.0%	6 46.2%	8 38.1%
	others - specify	Count % within live_recoded: Do you live....	3 37.5%	1 7.7%	4 19.0%
Total		Count % within live_recoded: Do you live....	8 100.0%	13 100.0%	21 100.0%

**Q3b: What is the primary reason that you don't always choose to eat healthy [do not read list]? * race_
recoded: Which of the following best describes your race.... Crosstabulation**

			race_recoded: Which of the following best describes your race....		Total
			white	non-white	
Q3b: What is the primary reason that you don't always choose to eat healthy [do not read list]?	takes too much time	Count % within race_ recoded: Which of the following best describes your race....	8 42.1%	1 50.0%	9 42.9%
	don't enjoy healthy	Count % within race_ recoded: Which of the following best describes your race....	7 36.8%	1 50.0%	8 38.1%
	others - specify	Count % within race_ recoded: Which of the following best describes your race....	4 21.1%	0 .0%	4 19.0%
Total		Count % within race_ recoded: Which of the following best describes your race....	19 100.0%	2 100.0%	21 100.0%

**Q3b: What is the primary reason that you don't always choose to eat healthy [do not read list]? * income_
recoded: Total household income Crosstabulation**

			income_recoded: Total household income		Total
			35k or less	35,001 or more	
Q3b: What is the primary reason that you don't always choose to eat healthy [do not read list]?	takes too much time	Count % within income_recoded: Total household income	6 75.0%	2 22.2%	8 47.1%
	don't enjoy healthy	Count % within income_recoded: Total household income	1 12.5%	5 55.6%	6 35.3%
	others - specify	Count % within income_recoded: Total household income	1 12.5%	2 22.2%	3 17.6%
Total		Count % within income_recoded: Total household income	8 100.0%	9 100.0%	17 100.0%

Data Summary

The question was answered by respondents who reported they ate healthy meals and snacks “not very often” and “almost never.” The main reason given by these respondents was “takes too much time” followed by “don’t like healthy food.” However, the number responding to this question was small.

By Socioeconomic Variables

Crosstabulations by socioeconomic variables are provided in tables above.

Summary and Conclusions

The “average” respondent rates him or herself as “usually” eating healthy meals or snacks, presenting a challenge in communicating the need for more healthful eating. There were no significant correlations in the age, education, and income variables. There was a significant difference between the ratings of Whites (3.99) and African Americans (3.5). The main barriers expressed by those eating healthily “almost never” and “not very often” were “takes too much time” and “don’t enjoy health foods.” This suggests an approach that promotes quick, tasty, healthy meals and snacks.

Smoking

Q4

Question Q4

Can you tell me how often, in the last	[1] Every day
TEN years, you have smoked cigarettes	
or used other tobacco products?	[2] Some days
Would you say	
Every day	[3] Not at all
Some days, or	
Not at all	
	[8] Don't Know/Not Sure
	[9] Refused

IF (ANSWER = 3) SKIPTO Q6

Statistics

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products?

N	Valid	397
	Missing	0
Mean		2.53
Median		3.00
Mode		3
Std. Deviation		.786

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products? * Educ: What is the highest level of education you've completed?

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products?

Educ: What is the highest	Mean	N	Std. Deviation
never attended	3.00	1	.
grades 1 through 8	2.78	9	.441
grades 9 through 11	2.40	25	.866
grade 12 or GED	2.40	126	.860
college 1 to 3	2.48	122	.805
college 4 years or more	2.73	113	.644
Total	2.53	396	.787

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products? * Live: Do you live ...?

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products?

Live: Do you live ...?	Mean	N	Std. Deviation
farm	2.44	43	.796
rural area/not farm	2.52	65	.812
small town	2.47	64	.854
medium town	2.37	52	.864
suburb/small city	2.72	81	.637
urban area	2.55	88	.772
Total	2.53	393	.786

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products? * Race: Which of the following best describes your race ...?

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products?

Race: Which of the	Mean	N	Std. Deviation
white	2.53	358	.787
black/African American	2.61	23	.722
asian american	3.00	2	.000
american indian	1.33	3	.577
multiracial	2.20	5	1.095
others - specify	3.00	2	.000
Total	2.52	393	.789

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products? * Inco: Household income

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products?

Inco: Household income	Mean	N	Std. Deviation
less than \$10K	2.21	24	.977
\$10K but < \$20K	2.59	51	.753
\$20K but < \$35K	2.42	65	.846
\$35K but < \$50K	2.46	52	.803
\$50K but < \$75K	2.57	68	.798
\$75K but < \$100K	2.56	43	.734
\$100K or more	2.57	44	.759
Total	2.50	347	.802

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products? * Gend: Gender of Respondents

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products?

Gend: Gender of	Mean	N	Std. Deviation
male	2.55	173	.750
female	2.51	224	.815
Total	2.53	397	.786

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products? * age_recoded

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products?

age_recoded	Mean	N	Std. Deviation
lowest thru 64	2.39	246	.864
65 thru highest	2.75	151	.580
Total	2.53	397	.786

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products? * educ_recoded: What is the highest level of education that you have completed?

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products?

educ_recoded: What	Mean	N	Std. Deviation
hs grad or less	2.43	161	.842
1 yr college or more	2.60	235	.741
Total	2.53	396	.787

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products? * live_recoded: Do you live....

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products?

live_recoded: Do	Mean	N	Std. Deviation
farm; rural/not farm; small town < 10k	2.48	172	.820
med town < 40k; suburb/small city < 150k; urban 150k+	2.57	221	.758
Total	2.53	393	.786

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products? * race_recoded: Which of the following best describes your race....

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products?

race_recoded: Which	Mean	N	Std. Deviation
white	2.53	358	.787
non-white	2.49	35	.818
Total	2.52	393	.789

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products? * income_recoded: Total household income

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products?

income_recoded: Total	Mean	N	Std. Deviation
35k or less	2.44	140	.842
35,001 or more	2.54	207	.774
Total	2.50	347	.802

Q4: Can you tell me how often, in the last TEN years, you have smoked cigarettes for used other tobacco products?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid every day	73	18.4	18.4	18.4
some days	41	10.3	10.3	28.7
not at all	283	71.3	71.3	100.0
Total	397	100.0	100.0	

Data Summary

The overall mean was 2.53, between “some days” and “not at all,” and the mode was 3 or “not at all,” selected by 71% of respondents. 18.4% responded “every day” and 10.3% responded “some days.”

By Socioeconomic Variables

Significant Correlations (testing for Age, Education-level, Household Income-level, and “Live” - where respondent lives, e.g., urban or rural)

Higher age and higher education-level were both significantly correlated with greater self-reported smoking frequency in the last ten years. [does higher ed level contradict lit review?]

Significant Differences in Means Between Groups (t-tests); (testing for Gender, Age_recoded, Educ_recoded, Live_recoded, Race_recoded, and Income_recoded)

Similarly, means within age_recoded and education_recoded were significantly different.

Question Q5

Do you currently smoke or use other tobacco products?	[1] Yes
	[2] No
	[8] Don't Know/Not Sure
	[9] Refused

Q5: Do you currently smoke or use other tobacco products?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	74	18.6	64.9	64.9
no	40	10.1	35.1	100.0
Total	114	28.7	100.0	
Missing System	283	71.3		
Total	397	100.0		

Q5: Do you currently smoke or use other tobacco products? * Educ: What is the highest level of education you've completed? Crosstabulation

		Educ: What is the highest level of education you've completed?					Total	
		grades 1 through 8	grades 9 through 11	grade 12 or GED	college 1 to 3	college 4 years or more		
Q5: Do you currently smoke or use other tobacco products?	yes	Count % within Educ: What is the highest level of education you've completed?	0 .0%	7 77.8%	31 70.5%	25 62.5%	11 57.9%	74 64.9%
	no	Count % within Educ: What is the highest level of education you've completed?	2 100.0%	2 22.2%	13 29.5%	15 37.5%	8 42.1%	40 35.1%
Total		Count % within Educ: What is the highest level of education you've completed?	2 100.0%	9 100.0%	44 100.0%	40 100.0%	19 100.0%	114 100.0%

Q5: Do you currently smoke or use other tobacco products? * Live: Do you live ...? Crosstabulation

		Live: Do you live ...?					Total		
		farm	rural area/not farm	small town	medium town	suburb/small city		urban area	
Q5: Do you currently smoke or use other tobacco products?	yes	Count % within Live: Do you live ...?	10 62.5%	13 72.2%	10 52.6%	13 65.0%	10 66.7%	17 68.0%	73 64.6%
	no	Count % within Live: Do you live ...?	6 37.5%	5 27.8%	9 47.4%	7 35.0%	5 33.3%	8 32.0%	40 35.4%
Total		Count % within Live: Do you live ...?	16 100.0%	18 100.0%	19 100.0%	20 100.0%	15 100.0%	25 100.0%	113 100.0%

Q5: Do you currently smoke or use other tobacco products? * Race: Which of the following best describes your race ...?
Crosstabulation

			Race: Which of the following best describes your race ...?				Total
			white	black/African American	american indian	multiracial	
Q5: Do you currently smoke or use other tobacco products?	yes	Count	66	4	2	2	74
		% within Race: Which of the following best describes your race ...?	64.1%	66.7%	66.7%	100.0%	64.9%
	no	Count	37	2	1	0	40
		% within Race: Which of the following best describes your race ...?	35.9%	33.3%	33.3%	.0%	35.1%
Total		Count	103	6	3	2	114
		% within Race: Which of the following best describes your race ...?	100.0%	100.0%	100.0%	100.0%	100.0%

Q5: Do you currently smoke or use other tobacco products? * Inco: Household income Crosstabulation

			Inco: Household income						Total	
			less than \$10K	\$10K but < \$20K	\$20K but < \$35K	\$35K but < \$50K	\$50K but < \$75K	\$75K but < \$100K		\$100K or more
Q5: Do you currently smoke or use other tobacco products?	yes	Count	8	9	14	12	14	6	7	70
		% within Inco: Household income	80.0%	69.2%	60.9%	66.7%	87.5%	46.2%	58.3%	66.7%
	no	Count	2	4	9	6	2	7	5	35
		% within Inco: Household income	20.0%	30.8%	39.1%	33.3%	12.5%	53.8%	41.7%	33.3%
Total		Count	10	13	23	18	16	13	12	105
		% within Inco: Household income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q5: Do you currently smoke or use other tobacco products? * Gend: Gender of Respondents Crosstabulation

			Gend: Gender of Respondents		Total
			male	female	
Q5: Do you currently smoke or use other tobacco products?	yes	Count	33	41	74
		% within Gend: Gender of Respondents	64.7%	65.1%	64.9%
	no	Count	18	22	40
		% within Gend: Gender of Respondents	35.3%	34.9%	35.1%
Total		Count	51	63	114
		% within Gend: Gender of Respondents	100.0%	100.0%	100.0%

Q5: Do you currently smoke or use other tobacco products? * age_recoded Crosstabulation

			age_recoded		Total
			lowest thru 64	65 thru highest	
Q5: Do you currently smoke or use other tobacco products?	yes	Count	60	14	74
		% within age_recoded	69.0%	51.9%	64.9%
	no	Count	27	13	40
		% within age_recoded	31.0%	48.1%	35.1%
Total		Count	87	27	114
		% within age_recoded	100.0%	100.0%	100.0%

Q5: Do you currently smoke or use other tobacco products? * educ_recoded: What is the highest level of education that you have completed? Crosstabulation

			educ_recoded: What is the highest level of education that you have completed?		Total
			hs grad or less	1 yr college or more	
Q5: Do you currently smoke or use other tobacco products?	yes	Count	38	36	74
		% within educ_recoded: What is the highest level of education that you have completed?	69.1%	61.0%	64.9%
	no	Count	17	23	40
		% within educ_recoded: What is the highest level of education that you have completed?	30.9%	39.0%	35.1%
Total		Count	55	59	114
		% within educ_recoded: What is the highest level of education that you have completed?	100.0%	100.0%	100.0%

Q5: Do you currently smoke or use other tobacco products? * live_recoded: Do you live.... Crosstabulation

			live_recoded: Do you live....		Total
			farm; rural/not farm; small town < 10k	med town < 40k; suburb/small city < 150k; urban 150k+	
Q5: Do you currently smoke or use other tobacco products?	yes	Count	33	40	73
		% within live_recoded: Do you live....	62.3%	66.7%	64.6%
	no	Count	20	20	40
		% within live_recoded: Do you live....	37.7%	33.3%	35.4%
Total		Count	53	60	113
		% within live_recoded: Do you live....	100.0%	100.0%	100.0%

Q5: Do you currently smoke or use other tobacco products? * race_recoded: Which of the following best describes your race.... Crosstabulation

			race_recoded: Which of the following best describes your race....		Total
			white	non-white	
Q5: Do you currently smoke or use other tobacco products?	yes	Count	66	8	74
		% within race_recoded: Which of the following best describes your race....	64.1%	72.7%	64.9%
	no	Count	37	3	40
		% within race_recoded: Which of the following best describes your race....	35.9%	27.3%	35.1%
Total		Count	103	11	114
		% within race_recoded: Which of the following best describes your race....	100.0%	100.0%	100.0%

Q5: Do you currently smoke or use other tobacco products? * income_recoded: Total household income Crosstabulation

			income_recoded: Total household income		Total
			35k or less	35,001 or more	
Q5: Do you currently smoke or use other tobacco products?	yes	Count	31	39	70
		% within income_recoded: Total household income	67.4%	66.1%	66.7%
	no	Count	15	20	35
		% within income_recoded: Total household income	32.6%	33.9%	33.3%
Total		Count	46	59	105
		% within income_recoded: Total household income	100.0%	100.0%	100.0%

Data Summary

This question was for respondents who reported smoking “some days” or “every day” in the last ten years. Of these respondents (28.7%), 64.9% of reported currently smoking or using other tobacco products and 35% reported currently not smoking or using tobacco products. Multiplying 28.7% times 64.9% gives us the percentage of the sample who reported being current smokers: 18.6%.

By Socioeconomic Variables

Crosstabulations by socioeconomic variables are provided in tables above. Men and women percentages are similar.

Summary and Conclusions

28.7% of respondents reported having smoked or used tobacco products in the last ten years. Of those, 64.9% reported doing this currently, meaning 18.6% of the sample currently smokes or uses tobacco products. The percentages of current smokers or users were similar between men and women, but a higher percentage was under 65 as compared to over 65.

Q6: Has your doctor ever tested you for or recommended that you get tested for a disease or condition? * Gend: Gender of Respondents Crosstabulation

			Gend: Gender of Respondents		Total
			male	female	
Q6: Has your doctor ever tested you for or recommended that you get tested for a disease or condition?	yes	Count	110	144	254
		% within Gend: Gender of Respondents	63.6%	64.9%	64.3%
	no	Count	63	78	141
		% within Gend: Gender of Respondents	36.4%	35.1%	35.7%
Total		Count	173	222	395
		% within Gend: Gender of Respondents	100.0%	100.0%	100.0%

Q6: Has your doctor ever tested you for or recommended that you get tested for a disease or condition? * age_recoded Crosstabulation

			age_recoded		Total
			lowest thru 64	65 thru highest	
Q6: Has your doctor ever tested you for or recommended that you get tested for a disease or condition?	yes	Count	149	105	254
		% within age_recoded	60.6%	70.5%	64.3%
	no	Count	97	44	141
		% within age_recoded	39.4%	29.5%	35.7%
Total		Count	246	149	395
		% within age_recoded	100.0%	100.0%	100.0%

Q6: Has your doctor ever tested you for or recommended that you get tested for a disease or condition? * educ_recoded: What is the highest level of education that you have completed? Crosstabulation

			educ_recoded: What is the highest level of education that you have completed?		Total
			hs grad or less	1 yr college or more	
Q6: Has your doctor ever tested you for or recommended that you get tested for a disease or condition?	yes	Count % within educ_recoded: What is the highest level of education that you have completed?	100 62.5%	154 65.8%	254 64.5%
	no	Count % within educ_recoded: What is the highest level of education that you have completed?	60 37.5%	80 34.2%	140 35.5%
Total		Count % within educ_recoded: What is the highest level of education that you have completed?	160 100.0%	234 100.0%	394 100.0%

Q6: Has your doctor ever tested you for or recommended that you get tested for a disease or condition? * live_recoded: Do you live.... Crosstabulation

			live_recoded: Do you live....		Total
			farm; rural/not farm; small town < 10k	med town < 40k; suburb/small city < 150k; urban 150k+	
Q6: Has your doctor ever tested you for or recommended that you get tested for a disease or condition?	yes	Count % within live_recoded: Do you live....	114 66.7%	138 62.7%	252 64.5%
	no	Count % within live_recoded: Do you live....	57 33.3%	82 37.3%	139 35.5%
Total		Count % within live_recoded: Do you live....	171 100.0%	220 100.0%	391 100.0%

**Q6: Has your doctor ever tested you for or recommended that you get tested for a disease or condition? * race_recoded: Which of the following best describes your race....
Crosstabulation**

			race_recoded: Which of the following best describes your race....		Total
			white	non-white	
Q6: Has your doctor ever tested you for or recommended that you get tested for a disease or condition?	yes	Count % within race_recoded: Which of the following best describes your race....	225 63.2%	27 77.1%	252 64.5%
	no	Count % within race_recoded: Which of the following best describes your race....	131 36.8%	8 22.9%	139 35.5%
Total		Count % within race_recoded: Which of the following best describes your race....	356 100.0%	35 100.0%	391 100.0%

Q6: Has your doctor ever tested you for or recommended that you get tested for a disease or condition? * income_recoded: Total household income Crosstabulation

			income_recoded: Total household income		Total
			35k or less	35,001 or more	
Q6: Has your doctor ever tested you for or recommended that you get tested for a disease or condition?	yes	Count % within income_recoded: Total household income	98 71.0%	122 58.9%	220 63.8%
	no	Count % within income_recoded: Total household income	40 29.0%	85 41.1%	125 36.2%
Total		Count % within income_recoded: Total household income	138 100.0%	207 100.0%	345 100.0%

Data Summary

64% responded “yes” and 36% responded “no” to this question.

By Socioeconomic Variables

Crosstabulations by socioeconomic variables are provided in tables above. 70% of respondents 65 and older responded "yes" compared to 60% of respondents 64 and younger.

Q7e

Question Q7e

High Blood Pressure	[1] Yes
	[2] No
	[8] Don't Know/Not Sure
	[9] Refused

**Q7a: Of the following, which have you been tested for in the past TWO years...
Heart disease?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	126	31.7	50.8	50.8
	no	122	30.7	49.2	100.0
	Total	248	62.5	100.0	
Missing	dk/not sure	6	1.5		
	System	143	36.0		
	Total	149	37.5		
Total		397	100.0		

Q7b: Diabetes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	147	37.0	58.1	58.1
	no	106	26.7	41.9	100.0
	Total	253	63.7	100.0	
Missing	dk/not sure	1	.3		
	System	143	36.0		
	Total	144	36.3		
Total		397	100.0		

Q7c: Cancer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	118	29.7	47.8	47.8
	no	129	32.5	52.2	100.0
	Total	247	62.2	100.0	
Missing	dk/not sure	7	1.8		
	System	143	36.0		
	Total	150	37.8		
Total		397	100.0		

Q7d: Arthritis?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	109	27.5	43.4	43.4
	no	142	35.8	56.6	100.0
	Total	251	63.2	100.0	
Missing	dk/not sure	3	.8		
	System	143	36.0		
	Total	146	36.8		
Total		397	100.0		

Q7e: High blood pressure?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	186	46.9	73.2	73.2
	no	68	17.1	26.8	100.0
	Total	254	64.0	100.0	
Missing	System	143	36.0		
Total		397	100.0		

Data Summary

This question was for those whose doctor had tested or recommended that they be tested. The percentages across these different tests were similar, with about 30 to 40% responding “yes” for each. The percentage saying “yes” was highest for high blood pressure.

Q8

Question Q8

What is the primary reason that led you to get screened for the condition(s)?

[Do not read list]

[1] I have a family history of that disease/condition

[2] My doctor told me to get screened

[3] It was time for my next screening

[4] I experienced pain or symptoms

[5] Other - please specify

[8] Don't Know/Not Sure

[9] Refused

Q8: What is the primary reason that led you to get screened for the condition(s) [do not read list]?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	i have a family history	20	5.0	8.3	8.3
	my doctor told me	60	15.1	25.0	33.3
	it was time for my	47	11.8	19.6	52.9
	i experienced pain	79	19.9	32.9	85.8
	other - specify	34	8.6	14.2	100.0
	Total	240	60.5	100.0	
Missing	dk/not sure	3	.8		
	refused	1	.3		
	System	153	38.5		
	Total	157	39.5		
Total		397	100.0		

Data Summary

This question was for those whose doctor had tested or recommended that they be tested. "I experienced pain" was the reason given by the highest percentage (32.9%), followed by "my doctor told me" (25%).

Q9

Question Q9

How did you find out about where to go	[1] Specify
to get that screening or testing?	
	[8] Don't Know/Not Sure
	[9] Refused

>Q9<					
How did you find out about where to go to get that screening or testing?					
Doctor	Insurance	Hospital	While patient in hospital or ER for something else	Employer	Other
182	5	10	11	13	9

Data Summary

“Doctor” was the largest response by far, from 182 respondents.

Q10

Question Q10

If you received a negative result from a	[1] Yes
screening or testing, would you visit	
a doctor afterward?	[2] No
	[8] Don't Know/Not Sure
	[9] Refused

SKIPTO Q12

Q10: If you received a negative result from a screening or testing, would you visit a doctor afterward?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	214	53.9	92.2	92.2
	no	18	4.5	7.8	100.0
	Total	232	58.4	100.0	
Missing	dk/not sure	11	2.8		
	System	154	38.8		
	Total	165	41.6		
Total		397	100.0		

Data Summary

This question was for those whose doctor had tested or recommended that they be tested. 92% indicated they would visit a doctor if they received a negative screening result. (This question may have been confusing to some who interpreted “negative screening result” – appropriately in medical language – as good news, i.e., no problem indicated. This may have affected responses. However, given the 92%, it is reasonable to assume that most interpreted “negative” consistent with everyday usage.)

Q11

Question Q11

What is the primary reason that you have not had a screening or testing for chronic disease in the past two years?

[Do not read list]

[1] I do not have sufficient transportation to get there.

[2] The cost of the tests and the visit are too great

[3] My doctor has not indicated that I need to be screened.

[4] I have not experienced any pain or symptoms.

[5] I do not want to be screened.

[6] Other - specify

[8] Don't Know/Not Sure

[9] Refused

Q11: What is the primary reason that you have not had a screening or testing for chronic disease in the past two years [do not read list]?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	the cost of the tests	2	.5	1.4	1.4
	my doctor has not	36	9.1	24.3	25.7
	i have not experienced	80	20.2	54.1	79.7
	i do not want to	7	1.8	4.7	84.5
	others - specify	23	5.8	15.5	100.0
	Total	148	37.3	100.0	
Missing	dk/not sure	6	1.5		
	refused	1	.3		
	System	242	61.0		
	Total	249	62.7		
Total		397	100.0		

Data Summary

This question was for those whose doctor had not tested or recommended that they be tested. Here, “I have not experienced pain or symptoms” was the primary reason given for not getting screened in the past two years (54.1%), followed by “my doctor has not indicated that I need to be screened” (24.3%). These mirror the findings for “the primary reasons that led you to get screened.”

Q12

Question Q12

Of the following, who would be most	[1] Spouse
likely to convince you to keep current	[2] Son/Daughter
with your screenings?	[3] Other relative
Spouse	[4] Physician
Son or daughter	[5] Friend
Other relative	[6] Other - specify
Physician	
Friend,	[8] Don't Know/Not Sure
or someone else?	[9] Refused

Q12: Of the following, who would be most likely to convince you to keep current with your screenings?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	spouse	101	25.4	25.9	25.9
	son/daughter	61	15.4	15.6	41.5
	other relative	16	4.0	4.1	45.6
	physician	119	30.0	30.5	76.2
	friend	13	3.3	3.3	79.5
	others - specify	80	20.2	20.5	100.0
	Total	390	98.2	100.0	
Missing	dk/not sure	7	1.8		
Total		397	100.0		

Data Summary

Physician was the most frequent response (30.5%), followed by spouse (25.9%) and then son/daughter (15.6%). The largest response in “others-specify” was “self,” from 62 respondents.

Summary and Conclusions

Two-thirds responded that their doctor had tested or recommended that they be tested for a disease or condition. One-third did not, which appears sizeable given the physician’s central role in this. Enlisting further physician support may be a useful strategy. 10% more in the group 65 and older responded “yes” than in the group 64 and younger to the question whether their doctor had tested or recommended that they be tested, suggesting greater opportunity for change in the younger cohort. The primary reason for getting screened was “I experienced pain.” Similarly, the primary reason for not getting screened was “I have not experienced pain.” This is an important “finding” that should be addressed in the campaign. Being told to by their doctor was also identified as a key reason for getting screened, highlighting the central role of physicians in this campaign. The doctor plays the central role in convincing respondents to keep current with their screenings, but data also show immediate family members, particularly spouses, can play a strong role as well. Self was also seen as primary by many in “convincing” to keep current on screenings.

Doctor visits

Q13

Question Q13

About how often do you visit your doctor	[0] None
in a 12-month period of time?	[1-77] Number of times
	[88] Don't Know/Not Sure
	[99] Refused

IF (ANSWER = 0) SKIPTO Q15
IF (ANSWER > 87) SKIPTO Q15

Statistics

Q13: About how often do you visit your doctor in a 12-month period of time?

N	Valid	390
	Missing	6
Mean		3.408
Median		2.000
Mode		1.0
Std. Deviation		4.0135

Q13: About how often do you visit your doctor in a 12-month period of time? * Educ: What is the highest level of education you've completed?

Q13: About how often do you visit your doctor in a 12-month period of time?

Educ: What is the highest	Mean	N	Std. Deviation
never attended	1.000	1	.
grades 1 through 8	4.222	9	3.4561
grades 9 through 11	4.583	24	4.2622
grade 12 or GED	2.894	123	3.1488
college 1 to 3	3.402	122	4.2166
college 4 years or more	3.709	110	4.5923
Total	3.414	389	4.0168

Q13: About how often do you visit your doctor in a 12-month period of time? * Live: Do you live ...?

Q13: About how often do you visit your doctor in a 12-month period of time?

Live: Do you live ...?	Mean	N	Std. Deviation
farm	3.571	42	4.3232
rural area/not farm	3.903	62	4.5474
small town	3.359	64	3.8021
medium town	3.549	51	3.8849
suburb/small city	2.772	79	2.8237
urban area	3.614	88	4.6422
Total	3.433	386	4.0268

Q13: About how often do you visit your doctor in a 12-month period of time? * Race: Which of the following best describes your race ...?

Q13: About how often do you visit your doctor in a 12-month period of time?

Race: Which of the	Mean	N	Std. Deviation
white	3.285	351	3.9263
black/African American	5.391	23	5.2461
asian american	1.500	2	2.1213
american indian	7.667	3	5.8595
multiracial	2.200	5	1.7889
others - specify	1.000	2	.0000
Total	3.409	386	4.0334

Q13: About how often do you visit your doctor in a 12-month period of time? * Inco: Household income

Q13: About how often do you visit your doctor in a 12-month period of time?

Inco: Household income	Mean	N	Std. Deviation
less than \$10K	5.833	24	4.7151
\$10K but < \$20K	4.020	51	3.8858
\$20K but < \$35K	3.556	63	3.5866
\$35K but < \$50K	2.118	51	1.8509
\$50K but < \$75K	3.603	68	5.2209
\$75K but < \$100K	2.535	43	2.4236
\$100K or more	3.071	42	4.3133
Total	3.392	342	3.9637

Q13: About how often do you visit your doctor in a 12-month period of time? * Gend: Gender of Respondents

Q13: About how often do you visit your doctor in a 12-month period of time?

Gend: Gender of	Mean	N	Std. Deviation
male	3.500	170	4.3067
female	3.336	220	3.7800
Total	3.408	390	4.0135

Q13: About how often do you visit your doctor in a 12-month period of time? * age_recoded

Q13: About how often do you visit your doctor in a 12-month period of time?

age_recoded	Mean	N	Std. Deviation
lowest thru 64	3.273	242	4.3784
65 thru highest	3.628	148	3.3346
Total	3.408	390	4.0135

Q13: About how often do you visit your doctor in a 12-month period of time? * educ_recoded: What is the highest level of education that you have completed?

Q13: About how often do you visit your doctor in a 12-month period of time?

educ_recoded: What	Mean	N	Std. Deviation
hs grad or less	3.217	157	3.3918
1 yr college or more	3.547	232	4.3918
Total	3.414	389	4.0168

Q13: About how often do you visit your doctor in a 12-month period of time? * live_recoded: Do you live....

Q13: About how often do you visit your doctor in a 12-month period of time?

live_recoded: Do	Mean	N	Std. Deviation
farm; rural/not farm; small town < 10k	3.613	168	4.2014
med town < 40k; suburb/small city < 150k; urban 150k+	3.294	218	3.8909
Total	3.433	386	4.0268

Q13: About how often do you visit your doctor in a 12-month period of time? * race_recoded: Which of the following best describes your race....

Q13: About how often do you visit your doctor in a 12-month period of time?

race_recoded: Which	Mean	N	Std. Deviation
white	3.285	351	3.9263
non-white	4.657	35	4.8746
Total	3.409	386	4.0334

Q13: About how often do you visit your doctor in a 12-month period of time? * income_recoded: Total household income

Q13: About how often do you visit your doctor in a 12-month period of time?

income_recoded: Total	Mean	N	Std. Deviation
35k or less	4.123	138	3.9660
35,001 or more	2.897	204	3.8944
Total	3.392	342	3.9637

Q13: About how often do you visit your doctor in a 12-month period of time?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid none	28	7.1	7.2	7.2
1.0	112	28.2	28.6	35.8
2.0	88	22.2	22.5	58.3
3.0	42	10.6	10.7	69.1
4.0	59	14.9	15.1	84.1
5.0	5	1.3	1.3	85.4
6.0	11	2.8	2.8	88.2
7.0	2	.5	.5	88.7
8.0	1	.3	.3	89.0
10.0	3	.8	.8	89.8
11.0	1	.3	.3	90.0
12.0	28	7.1	7.2	97.2
13.0	3	.8	.8	98.0
15.0	1	.3	.3	98.2
17.0	1	.3	.3	98.5
20.0	2	.5	.5	99.0
24.0	2	.5	.5	99.5
30.0	1	.3	.3	99.7
77.0	1	.3	.3	100.0
Total	391	98.5	100.0	
Missing dk/not sure	6	1.5		
Total	397	100.0		

Data Summary

The averages above and analyses below deleted the “77” response in the table above as an outlier. With this change, the overall mean was 3.4 and the mode was 1, selected by 29% of respondents. 23% responded “2.”

By Socioeconomic Variables

Significant Correlations (testing for Age, Education-level, Household Income-level, and “Live” - where respondent lives, e.g., urban or rural)

Income level was significantly negatively correlated. Of course, this could be due to another variable such as age, with older persons having less household income but needing more doctor visits.

Significant Differences in Means Between Groups (t-tests); (testing for Gender, Age_recoded, Educ_recoded, Live_recoded, Race_recoded, and Income_recoded)

Income_recoded showed significant differences, with respondents with household incomes of 35k or less reporting an average of 4.1 and those with incomes above this reporting an average of 2.9. Also, non-Whites visited their doctor significantly more times per year (4.7) than Whites (3.3).

Q14_01

Question Q14_01-06

Are these visits for

[READ EACH and check off all that apply]

Occasional common illnesses such as cold, flu, and sinuses

Physical exams or yearly checkups

Refilling a medication

Treating a chronic condition

Urgent care/emergency care

Something else I haven't mentioned?- (Other - specify)

CONTINUE to next question

Q14_01: Are these visits for...[read each and check off all that apply] Occasional common illnesses such as ...?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	267	67.3	73.6	73.6
	checked	96	24.2	26.4	100.0
	Total	363	91.4	100.0	
Missing	System	34	8.6		
Total		397	100.0		

Q14_02: Physical exams or yearly checkups?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	88	22.2	24.2	24.2
	checked	275	69.3	75.8	100.0
	Total	363	91.4	100.0	
Missing	System	34	8.6		
Total		397	100.0		

Q14_03: Refilling a medication?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	228	57.4	62.8	62.8
	checked	135	34.0	37.2	100.0
	Total	363	91.4	100.0	
Missing	System	34	8.6		
Total		397	100.0		

Q14_04: Treating a chronic condition?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	238	59.9	65.6	65.6
	checked	125	31.5	34.4	100.0
	Total	363	91.4	100.0	
Missing	System	34	8.6		
Total		397	100.0		

Q14_05: Urgent care/Emergency care?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	324	81.6	89.3	89.3
	checked	39	9.8	10.7	100.0
	Total	363	91.4	100.0	
Missing	System	34	8.6		
Total		397	100.0		

Q14_06: Something else I haven't mentioned - specify?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	337	84.9	92.8	92.8
	checked	26	6.5	7.2	100.0
	Total	363	91.4	100.0	
Missing	System	34	8.6		
Total		397	100.0		

Data Summary

The main reason given was “physical exam or yearly check-up,” followed by “refilling a medication” and “treating a chronic condition.”

Summary and Conclusions

The overall average number of visits per year to a physician was 3.4 and the mode was 1, selected by 29% of respondents. 23% responded “2.” Income was not a substantial factor in this survey in determining frequency of visits to physicians. The main purpose given of visits was “physical exam or yearly check-up,” followed by “refilling a medication” and “treating a chronic condition.”

Control over getting chronic disease

Q15_recode (with "not at all" as 1; ..."a lot" as 3)

Question Q15_recoded

Now I will ask you a few questions about chronic [3] A lot
disease. For this survey, a chronic disease is [2] A little
a prolonged course of illness for which a [1] Not at all
complete cure is rarely achieved, such as
diabetes, heart disease, arthritis, cancer, or [8] Don't Know/Not Sure
high blood pressure. [9] Refused

How much do you think a person can control
whether they get a chronic disease through
healthy habits such as making good food choices
and participating in physical activity or
exercise?

Would you say

A lot

A little, or

Not at all?

Statistics

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise?

N	Valid	387
	Missing	10
Mean		2.6615
Median		3.0000
Mode		3.00
Std. Deviation		.54501

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise? * Educ: What is the highest level of education you've completed?

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise?

Educ: What is the highest	Mean	N	Std. Deviation
never attended	3.0000	1	.
grades 1 through 8	2.6250	8	.51755
grades 9 through 11	2.5217	23	.59311
grade 12 or GED	2.7016	124	.52545
college 1 to 3	2.6050	119	.58539
college 4 years or more	2.7054	112	.51357
Total	2.6615	387	.54501

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise? * Live: Do you live ...?

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise?

Live: Do you live ...?	Mean	N	Std. Deviation
farm	2.5238	42	.63392
rural area/not farm	2.6984	63	.58571
small town	2.7619	63	.46539
medium town	2.6731	52	.47367
suburb/small city	2.6410	78	.58051
urban area	2.6235	85	.53400
Total	2.6580	383	.54675

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise? * Race: Which of the following best describes your race ...?

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise?

Race: Which of the	Mean	N	Std. Deviation
white	2.6791	349	.53082
black/African American	2.5000	22	.67259
asian american	2.0000	2	1.41421
american indian	2.3333	3	.57735
multiracial	2.4000	5	.54772
others - specify	2.5000	2	.70711
Total	2.6580	383	.54675

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise? * Inco: Household income

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise?

Inco: Household income	Mean	N	Std. Deviation
less than \$10K	2.8095	21	.40237
\$10K but < \$20K	2.5102	49	.71071
\$20K but < \$35K	2.5469	64	.56145
\$35K but < \$50K	2.6078	51	.56845
\$50K but < \$75K	2.6515	66	.56819
\$75K but < \$100K	2.8605	43	.35060
\$100K or more	2.7727	44	.47562
Total	2.6568	338	.55603

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise? * Gend: Gender of Respondents

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise?

Gend: Gender of	Mean	N	Std. Deviation
male	2.6529	170	.54677
female	2.6682	217	.54480
Total	2.6615	387	.54501

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise? * age_recoded

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise?

age_recoded	Mean	N	Std. Deviation
lowest thru 64	2.6515	241	.55798
65 thru highest	2.6781	146	.52437
Total	2.6615	387	.54501

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise? * educ_recoded: What is the highest level of education that you have completed?

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise?

educ_recoded: What	Mean	N	Std. Deviation
hs grad or less	2.6731	156	.53477
1 yr college or more	2.6537	231	.55284
Total	2.6615	387	.54501

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise? * live_recoded: Do you live....

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise?

live_recoded: Do	Mean	N	Std. Deviation
farm; rural/not farm; small town < 10k	2.6786	168	.56145
med town < 40k; suburb/small city < 150k; urban 150k+	2.6419	215	.53575
Total	2.6580	383	.54675

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise? * race_recoded: Which of the following best describes your race....

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise?

race_recoded: Which	Mean	N	Std. Deviation
white	2.6791	349	.53082
non-white	2.4412	34	.66017
Total	2.6580	383	.54675

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise? * income_recoded: Total household income

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise?

income_recoded: Total	Mean	N	Std. Deviation
35k or less	2.5746	134	.60545
35,001 or more	2.7108	204	.51546
Total	2.6568	338	.55603

q15_recode: How much do you think a person can control whether they get a chronic disease through healthy habits such as making good food choices and participating in physical activity or exercise?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid not at all	14	3.5	3.6	3.6
a little	103	25.9	26.6	30.2
a lot	270	68.0	69.8	100.0
Total	387	97.5	100.0	
Missing System	10	2.5		
Total	397	100.0		

Data Summary

The overall mean was 2.6 and the mode was 3, “a lot,” selected by 69.8% of respondents. 26.6% responded “a little.”

By Socioeconomic Variables

Significant Correlations (testing for Age, Education-level, Household Income-level, and “Live” - where respondent lives, e.g., urban or rural)

Household income was positively correlated, with generally a greater percentage of respondents in higher income levels with higher responses.

Significant Differences in Means Between Groups (t-tests); (testing for Gender, Age_recoded, Educ_recoded, Live_recoded, Race_recoded, and Income_recoded)

Similarly, groups within Income_recoded showed significant differences. Also, average responses of groups within Race_recoded were significantly different, with White responses on average higher than those of non-Whites. This was likely mostly due to lower responses by Asian-Americans and Native-Americans. Black/African-American and White averages were fairly similar at 2.4 and 2.6, respectively.

Summary and Conclusions

Respondents in this sample, overall, feel that physical activity and healthy eating contribute substantially to preventing chronic disease. This is positive in that the overall attitude in the survey was that healthy behaviors can make a difference. Those with lower household income believed this relatively less.

Chronic disease experience/perceived susceptibility

Q16

Question Q16

Have you ever been diagnosed with a chronic	[1] Yes
disease, such as diabetes, heart disease,	
cancer, arthritis, or high blood pressure?	[2] No
	[8] Don't Know/Not Sure
	[9] Refused

IF (ANSWER = 1) SKIPTO Q18

Q16: Have you ever been diagnosed with a chronic disease, such as diabetes, heart disease, cancer, arthritis, or high blood pressure?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	239	60.2	60.4	60.4
	no	157	39.5	39.6	100.0
	Total	396	99.7	100.0	
Missing	dk/not sure	1	.3		
Total		397	100.0		

Data Summary

60% reporting having been diagnosed with a chronic disease and 40% reported not having been diagnosed with a chronic disease.

Question Q17

How likely do you think it is that	[1] Very likely
you will develop a chronic disease	[2] Somewhat likely
in the next 10 years?	[3] Somewhat unlikely
Would you say	[4] Very unlikely
Very likely	
Somewhat likely	[8] Don't Know/Not Sure
Somewhat unlikely, or	[9] Refused
Very Unlikely	

SKIPTO Q22

Statistics

Q17: How likely do you think it is that you will develop a chronic in the next 10 years?

N	Valid	145
	Missing	252
Mean		2.58
Median		2.00
Mode		2
Std. Deviation		.940

Q17: How likely do you think it is that you will develop a chronic in the next 10 years? * Educ: What is the highest level of education you've completed?

Q17: How likely do you think it is that you will develop a chronic in the next 10 years?

Educ: What is the highest	Mean	N	Std. Deviation
never attended	4.00	1	.
grades 1 through 8	2.50	2	2.121
grades 9 through 11	2.17	6	.983
grade 12 or GED	2.48	44	.902
college 1 to 3	2.67	45	1.022
college 4 years or more	2.65	46	.822
Total	2.59	144	.934

Q17: How likely do you think it is that you will develop a chronic in the next 10 years? * Live: Do you live ...?

Q17: How likely do you think it is that you will develop a chronic in the next 10 years?

Live: Do you live ...?	Mean	N	Std. Deviation
farm	2.89	18	1.079
rural area/not farm	2.53	17	1.007
small town	2.55	22	.963
medium town	2.37	19	.761
suburb/small city	2.62	29	.862
urban area	2.53	36	1.000
Total	2.57	141	.943

Q17: How likely do you think it is that you will develop a chronic in the next 10 years? * Race: Which of the following best describes your race ...?

Q17: How likely do you think it is that you will develop a chronic in the next 10 years?

Race: Which of the	Mean	N	Std. Deviation
white	2.59	135	.941
black/African American	2.67	3	1.155
asian american	2.00	1	.
american indian	3.00	1	.
multiracial	1.67	3	.577
others - specify	3.00	1	.
Total	2.57	144	.936

Q17: How likely do you think it is that you will develop a chronic in the next 10 years? * Inco: Household income

Q17: How likely do you think it is that you will develop a chronic in the next 10 years?

Inco: Household income	Mean	N	Std. Deviation
less than \$10K	2.00	7	1.000
\$10K but < \$20K	2.65	17	1.057
\$20K but < \$35K	2.56	16	.814
\$35K but < \$50K	2.57	23	.992
\$50K but < \$75K	2.40	25	.957
\$75K but < \$100K	2.53	19	.905
\$100K or more	2.77	22	.813
Total	2.54	129	.927

Q17: How likely do you think it is that you will develop a chronic in the next 10 years? * Gend: Gender of Respondents

Q17: How likely do you think it is that you will develop a chronic in the next 10 years?

Gend: Gender of	Mean	N	Std. Deviation
male	2.63	65	.911
female	2.54	80	.967
Total	2.58	145	.940

Q17: How likely do you think it is that you will develop a chronic in the next 10 years? * age_recoded

Q17: How likely do you think it is that you will develop a chronic in the next 10 years?

age_recoded	Mean	N	Std. Deviation
lowest thru 64	2.51	108	.902
65 thru highest	2.78	37	1.031
Total	2.58	145	.940

Q17: How likely do you think it is that you will develop a chronic in the next 10 years? * educ_recoded: What is the highest level of education that you have completed?

Q17: How likely do you think it is that you will develop a chronic in the next 10 years?

educ_recoded: What	Mean	N	Std. Deviation
hs grad or less	2.47	53	.953
1 yr college or more	2.66	91	.922
Total	2.59	144	.934

Q17: How likely do you think it is that you will develop a chronic in the next 10 years? * live_recoded: Do you live....

Q17: How likely do you think it is that you will develop a chronic in the next 10 years?

live_recoded: Do	Mean	N	Std. Deviation
farm; rural/not farm; small town < 10k	2.65	57	1.009
med town < 40k; suburb/small city < 150k; urban 150k+	2.52	84	.898
Total	2.57	141	.943

Q17: How likely do you think it is that you will develop a chronic in the next 10 years? * race_recoded: Which of the following best describes your race....

Q17: How likely do you think it is that you will develop a chronic in the next 10 years?

race_recoded: Which	Mean	N	Std. Deviation
white	2.59	135	.941
non-white	2.33	9	.866
Total	2.57	144	.936

Q17: How likely do you think it is that you will develop a chronic in the next 10 years? * income_recoded: Total household income

Q17: How likely do you think it is that you will develop a chronic in the next 10 years?

income_recoded: Total	Mean	N	Std. Deviation
35k or less	2.50	40	.961
35,001 or more	2.56	89	.916
Total	2.54	129	.927

Q17: How likely do you think it is that you will develop a chronic in the next 10 years?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
very likely	14	3.5	9.7	9.7
somewhat likely	65	16.4	44.8	54.5
somewhat unlikely	34	8.6	23.4	77.9
very unlikely	32	8.1	22.1	100.0
Total	145	36.5	100.0	
Missing				
dk/not sure	13	3.3		
System	239	60.2		
Total	252	63.5		
Total	397	100.0		

Data Summary

This question was asked of respondents who said they had not been diagnosed with a chronic disease. The overall mean for these respondents was 2.58 and the mode was “somewhat likely,” selected by 44.8%. 22.1% responded “very unlikely.”

By Socioeconomic Variables

Significant Correlations (testing for Age, Education-level, Household Income-level, and “Live” - where respondent lives, e.g., urban or rural)

There were not significant correlations between these variables and Q17.

Significant Differences in Means Between Groups (t-tests); (testing for Gender, Age_recoded, Educ_recoded, Live_recoded, Race_recoded, and Income_recoded)

There were not significant differences between groups within these variables.

Q18

Question Q18

How did you learn of your diagnosis?	[1] Public screening
Was it through	[2] Doctor's visit
Public screening	[3] Hospital tests
Doctor's visit	[4] Emergency Room visit
Hospital tests, or	
Emergency room visit?	[7] Other - specify
	[8] Don't Know/Not Sure
	[9] Refused

Q18: How did you learn of your diagnosis? Was it through ...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	public screening	5	1.3	2.1	2.1
	doctor's visit	181	45.6	76.4	78.5
	hospital tests	16	4.0	6.8	85.2
	emergency room visit	21	5.3	8.9	94.1
	others - specify	14	3.5	5.9	100.0
	Total	237	59.7	100.0	
Missing	dk/not sure	2	.5		
	System	158	39.8		
	Total	160	40.3		
Total		397	100.0		

Data Summary

This and the next three questions were asked of respondents who said they had a chronic disease. Most learned of their diagnosis through a doctor's visit, with the second highest percentage (8.9%) being an emergency room visit. Crosstabs show that about 80% of women respondents learned of their diagnosis through a doctor's visit compared to 70% of men respondents.

Q19a

Question Q19a

Did you receive medical treatment	[1] Yes
for the chronic disease?	[2] No
	[8] Don't Know/Not Sure
	[9] Refused

IF (ANSWER !=2) SKIPTO Q20

Q19a: Did you receive medical treatment for the chronic disease?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	221	55.7	93.2	93.2
	no	16	4.0	6.8	100.0
	Total	237	59.7	100.0	
Missing	dk/not sure	2	.5		
	System	158	39.8		
	Total	160	40.3		
Total		397	100.0		

Data Summary

93% received treatment. [access/insurance?]

Q20

Question Q20

Do you know how to manage your chronic	[1] Yes
disease?	[2] No
	[8] Don't Know/Not Sure

Q20: Do you know how to manage your chronic disease?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	229	57.7	96.2	96.2
	no	9	2.3	3.8	100.0
	Total	238	59.9	100.0	
Missing	refused	1	.3		
	System	158	39.8		
	Total	159	40.1		
Total		397	100.0		

Data Summary

96.2% responded that they know how to manage their chronic disease.

Q21

Question Q21

Does your chronic disease prevent you	[1] Yes
from normal daily activity such as	[2] No
feeding or dressing yourself, climbing	
stairs, or leaving the house without	[8] Don't Know/Not Sure
assistance?	[9] Refused

Q21: Does your chronic disease prevent you from normal daily such as feeding or dressing yourself, climbing stairs, or leaving the house without assistance?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	33	8.3	14.0	14.0
no	203	51.1	86.0	100.0
Total	236	59.4	100.0	
Missing dk/not sure	3	.8		
System	158	39.8		
Total	161	40.6		
Total	397	100.0		

Data Summary

86% responded that their chronic disease does not prevent them from these normal daily activities. [gets at severity at least for those with a chronic disease]

Q22

Question Q22

Does anyone else in your household or	[1] Yes
do any relatives that you might be	[2] No
caring for, have chronic disease?	
	[8] Don't Know/Not Sure
	[9] Refused

Q22: Does anyone else in your household or do any relatives that you might be caring for have chronic disease?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	145	36.5	37.1	37.1
	no	246	62.0	62.9	100.0
	Total	391	98.5	100.0	
Missing	dk/not sure	6	1.5		
Total		397	100.0		

Data Summary

36.5 responded “yes.” [break this down]

Summary and Conclusions

60% reported having been diagnosed with a chronic disease. Of those who did not report having a chronic disease, the “average” respondent (58 years old) felt that he or she was “somewhat likely” to “somewhat unlikely” to develop a chronic disease in the next 10 years. This gets at perceived susceptibility in this group, which is associated with motivation to prevent chronic disease. If the chances of developing chronic disease are higher than between “somewhat likely” for this sample of older adults, the campaign needs to communicate more realistic probabilities, particularly as they are associated with health behaviors. Most of those with chronic disease learned of it through a doctor’s visit. The vast majority received treatment for it. 7% did not. 96% said they know how to manage their chronic disease, which raises the question of how many see health behaviors as a part of this management. Over a third of respondents are caring for members in their household or relatives with chronic disease.

Health information sources

Q23e

Question Q23

In the past 30 days, what health issues important to you have you seen or heard on TV, radio, billboards, the Internet or in the newspaper?	[1] Specify
	[8] Don't Know/Not Sure
	[9] Refused

>Q23<					
In the past 30 days, what health issues important to you have you seen or heard on TV, radio, billboards, the Internet or in the newspaper?					
Heart disease	Diabetes	Medications	Cancer	Diet- and exercise-related (including topic of obesity) and smoking	Including, e.g., cholesterol, depression and other mental health issues, HIV, Alzheimer's, arthritis; HPV vaccine mentioned a number of times
59	35	19	51	27	47
notes: including women's heart disease; medication ads;					

Data Summary

The highest number of respondents specified heart disease (59 respondents), followed by diabetes (35) and *diet- and exercise-related (including the topic of obesity) and smoking* (27).

Q24

Question Q24

What is your PRIMARY source for obtaining health information for yourself or your family? Is it	[1]-[9] Choices Listed
Newspapers[1]	[77] Other - specify
Radio[2]	[88] Don't Know/Not Sure
Television[3]	[99] Refused
The Internet[4]	
Your doctor[5]	
Friends or family members[6]	
Colleagues or Co-workers[7]	
Pharmacists or[8]	
Newsletters, Brochures, and Factsheets[9]	

**24: What is your primary source for obtaining health information for yourself or your family?
Is it**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid newspapers	30	7.6	7.6	7.6
radio	5	1.3	1.3	8.9
television	39	9.8	9.9	18.8
the Internet	38	9.6	9.7	28.5
your doctor	173	43.6	44.0	72.5
friends or family members	25	6.3	6.4	78.9
colleagues or co-workers	5	1.3	1.3	80.2
pharmacists	2	.5	.5	80.7
newsletters, brochures, and	24	6.0	6.1	86.8
others - specify	52	13.1	13.2	100.0
Total	393	99.0	100.0	
Missing dk/not sure	4	1.0		
Total	397	100.0		

Data Summary

The doctor was identified first with 44%, followed by television (9.9%), the Internet (9.7%), and newspapers (7.6%) as primary sources for obtaining health information. Within this, several observations can be made within socioeconomic groups. In the smaller sample of African-Americans, television was named by a substantially larger percentage (26%) than in other groups. African-Americans identified mainly doctor and television as their primary sources. Relative percentages for television were also higher with lower income and education. Relative percentages for Internet as a primary source were higher with higher income and education and with lower age. Those 65 and older identified their doctor as the primary source in higher percentage (56%) than those 64 and younger (36.6%). Newspapers were identified by far fewer, overall, as a primary source, with even less in smaller, rural communities as compared to larger, urban ones.

Q25_01

Question Q25_01-11

From what sources of information
do you prefer to receive health
information?

[Do NOT read - Check all that apply]

Pamphlets, brochures, and fact sheets

Video or tapes

Community forums

Community classes/Presentations

Television

Radio

Billboards

Email

Website

Newspapers

Other - specify

CONTINUE to next question

Q25_01: From what sources of information do you prefer to receive health information? [Do not read - check all that apply] Pamphlets, brochures, and fact sheets

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid not checked	334	84.1	84.1	84.1
checked	63	15.9	15.9	100.0
Total	397	100.0	100.0	

Q25_02: Video or tapes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	391	98.5	98.5	98.5
	checked	6	1.5	1.5	100.0
	Total	397	100.0	100.0	

Q25_03: Community forums

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	395	99.5	99.5	99.5
	checked	2	.5	.5	100.0
	Total	397	100.0	100.0	

Q25_04: Community classes/Presentations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	395	99.5	99.5	99.5
	checked	2	.5	.5	100.0
	Total	397	100.0	100.0	

Q25_05: Television

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	313	78.8	78.8	78.8
	checked	84	21.2	21.2	100.0
	Total	397	100.0	100.0	

Q25_06: Radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	383	96.5	96.5	96.5
	checked	14	3.5	3.5	100.0
	Total	397	100.0	100.0	

Q25_07: Billboards

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	392	98.7	98.7	98.7
	checked	5	1.3	1.3	100.0
	Total	397	100.0	100.0	

Q25_08: Email

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid not checked	389	98.0	98.0	98.0
checked	8	2.0	2.0	100.0
Total	397	100.0	100.0	

Q25_09: Website

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid not checked	330	83.1	83.1	83.1
checked	67	16.9	16.9	100.0
Total	397	100.0	100.0	

Q25_10: Newspapers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid not checked	329	82.9	82.9	82.9
checked	68	17.1	17.1	100.0
Total	397	100.0	100.0	

Q25_11: Others -- specify

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid not checked	163	41.1	41.1	41.1
checked	234	58.9	58.9	100.0
Total	397	100.0	100.0	

Data Summary

Of the specific media or channels checked, television was first (checked by 21.2%), followed by newspapers (17.1%), websites (16.9%), and pamphlets (15.9%) as preferred media or channels of health information. "Other" was checked by 58.9%, and included predominately "doctors," followed by "magazines," and "books" and "spouse/family." Responses in "other-specify," below, included "doctors," the largest from 142 respondents. In terms of media channels, magazines was the largest response (30 respondents) in "other-specify."

>Q25_11<

From what sources of information do you prefer to receive health information?

Doctors	Magazines	Books	Friends/ coworkers	Spouse/family	Mail	Internet	Newsletters	Other
142	30	12	5	12	12	4	7	12

Q26_01

Question Q26_01-08

Of the following public places, where do you review posted health information?

[READ EACH and check all that apply]

Recreation center

Church

Library

Senior Center

Restaurants

Doctor's office

Pharmacy

Somewhere else that I have not mentioned (Other -specify)

CONTINUE to next question

Q26_01: Of the following public places, where do you review posted health information? [Read each and check all that apply] Recreation center?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid not checked	373	94.0	94.0	94.0
checked	24	6.0	6.0	100.0
Total	397	100.0	100.0	

Q26_02: Church?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	357	89.9	89.9	89.9
	checked	40	10.1	10.1	100.0
	Total	397	100.0	100.0	

Q26_03: Library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	360	90.7	90.7	90.7
	checked	37	9.3	9.3	100.0
	Total	397	100.0	100.0	

Q26_04: Senior Center?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	369	92.9	92.9	92.9
	checked	28	7.1	7.1	100.0
	Total	397	100.0	100.0	

Q26_05: Restaurants?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	373	94.0	94.0	94.0
	checked	24	6.0	6.0	100.0
	Total	397	100.0	100.0	

Q26_06: Doctor's office?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	126	31.7	31.7	31.7
	checked	271	68.3	68.3	100.0
	Total	397	100.0	100.0	

Q26_07: Pharmacy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	288	72.5	72.5	72.5
	checked	109	27.5	27.5	100.0
	Total	397	100.0	100.0	

Q26_08: Somewhere else that I have not mentioned -- specify?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not checked	324	81.6	81.6	81.6
	checked	73	18.4	18.4	100.0
	Total	397	100.0	100.0	

>Q26_08<

Of the following public places, where do you review posted health information?

Workplace	Internet	Grocery Store	Health Department	Other
15	12	2	2	27

notes: a number in "other" were media channels, e.g., magazines, TV

Data Summary

Of the specific public places checked, doctor's office was first (checked by 68.3%), followed by pharmacy (27.5%) and church (10.1%) as public places where posted health information is reviewed. 18.4% responded "somewhere else," of which the main response was "workplace."

Summary and Conclusions

The doctor was identified first with 44%, followed by television (9.9%), the Internet (9.7%), and newspapers (7.6%) as primary sources for obtaining health information. In order of number of responses, television, newspapers, websites, and pamphlets were identified as primary media or channels of health information. Doctor's offices, pharmacies, and churches were identified as primary public places where posted health information is reviewed.

Health information sources' credibility

Q27a

Question Q27a

Now I'm going to read you a list of health	[5] Very high credibility
information sources. When thinking about	[4]
which sources you trust, please rate the	[3]
credibility of each source on a 5-point	[2]
scale where 1 means very low credibility	[1] Very low credibility
or 'I do not trust the source' and 5	
means very high credibility or 'I trust	[8] Don't Know/Not Sure
the source.'	[9] Refused
Magazine articles	

Statistics

Q27a: Now I'm going to read you a list of information sources. When thinking about which sources you trust, please rate the credibility of each source on a 5-point scale where 1 means... Magazine articles

N	Valid	375
	Missing	22
Mean		2.78
Median		3.00
Mode		3
Std. Deviation		1.134

Q27a: Now I'm going to read you a list of information sources. When thinking about which sources you trust, please rate the credibility of each source on a 5-point scale where 1 means... Magazine articles

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very low credibility	63	15.9	16.8	16.8
	2	75	18.9	20.0	36.8
	3	148	37.3	39.5	76.3
	4	61	15.4	16.3	92.5
	very high credibility	28	7.1	7.5	100.0
	Total	375	94.5	100.0	
Missing	dk/not sure	21	5.3		
	refused	1	.3		
	Total	22	5.5		
Total		397	100.0		

Q27b

Question Q27b

Your doctor	[5] Very high credibility
	[4]
	[3]
	[2]
	[1] Very low credibility
	[8] Don't Know/Not Sure
	[9] Refused

Statistics

Q27b: Your doctor

N	Valid	392
	Missing	5
Mean		4.65
Median		5.00
Mode		5
Std. Deviation		.759

Q27b: Your doctor

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very low credibility	5	1.3	1.3	1.3
	2	8	2.0	2.0	3.3
	3	14	3.5	3.6	6.9
	4	66	16.6	16.8	23.7
	very high credibility	299	75.3	76.3	100.0
	Total	392	98.7	100.0	
Missing	dk/not sure	4	1.0		
	refused	1	.3		
	Total	5	1.3		
Total		397	100.0		

Q27c

Question Q27c

Relatives and family members	[5] Very high credibility
	[4]
	[3]
	[2]
	[1] Very low credibility
	[8] Don't Know/Not Sure
	[9] Refused

Statistics

Q27c: Relatives and family members

N	Valid	387
	Missing	10
Mean		3.12
Median		3.00
Mode		3
Std. Deviation		1.159

Q27c: Relatives and family members

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very low credibility	35	8.8	9.0	9.0
	2	80	20.2	20.7	29.7
	3	130	32.7	33.6	63.3
	4	88	22.2	22.7	86.0
	very high credibility	54	13.6	14.0	100.0
	Total	387	97.5	100.0	
Missing	dk/not sure	9	2.3		
	refused	1	.3		
	Total	10	2.5		
Total		397	100.0		

Q27d

Question Q27d

Friends and co-workers	[5] Very high credibility
	[4]
	[3]
	[2]
	[1] Very low credibility
	[8] Don't Know/Not Sure
	[9] Refused

Statistics

Q27d: Friends and co-workers

N	Valid	377
	Missing	20
Mean		2.74
Median		3.00
Mode		3
Std. Deviation		1.025

Q27d: Friends and co-workers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very low credibility	50	12.6	13.3	13.3
	2	94	23.7	24.9	38.2
	3	154	38.8	40.8	79.0
	4	63	15.9	16.7	95.8
	very high credibility	16	4.0	4.2	100.0
	Total	377	95.0	100.0	
Missing	dk/not sure	19	4.8		
	refused	1	.3		
	Total	20	5.0		
Total		397	100.0		

Q27e

Question Q27e

Missouri Department of Health	[5] Very high credibility
and Senior Services	[4]
	[3]
	[2]
	[1] Very low credibility
	[8] Don't Know/Not Sure
	[9] Refused

Statistics

Q27e: Missouri Department of Health & Senior Services

N	Valid	318
	Missing	79
Mean		3.73
Median		4.00
Mode		5
Std. Deviation		1.272

Q27e: Missouri Department of Health & Senior Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very low credibility	33	8.3	10.4	10.4
	2	20	5.0	6.3	16.7
	3	54	13.6	17.0	33.6
	4	105	26.4	33.0	66.7
	very high credibility	106	26.7	33.3	100.0
	Total	318	80.1	100.0	
Missing	dk/not sure	77	19.4		
	refused	2	.5		
	Total	79	19.9		
Total		397	100.0		

Q27f

Question Q27f

Newspapers	[5] Very high credibility
	[4]
	[3]
	[2]
	[1] Very low credibility
	[8] Don't Know/Not Sure
	[9] Refused

Statistics

Q27f: Newspapers

N	Valid	377
	Missing	20
Mean		2.74
Median		3.00
Mode		3
Std. Deviation		1.084

Q27f: Newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very low credibility	61	15.4	16.2	16.2
	2	79	19.9	21.0	37.1
	3	153	38.5	40.6	77.7
	4	64	16.1	17.0	94.7
	very high credibility	20	5.0	5.3	100.0
	Total	377	95.0	100.0	
Missing	dk/not sure	19	4.8		
	refused	1	.3		
	Total	20	5.0		
Total		397	100.0		

Q27g

Question Q27g

Television news	[5] Very high credibility
	[4]
	[3]
	[2]
	[1] Very low credibility
	[8] Don't Know/Not Sure
	[9] Refused

Statistics

Q27g: Television news

N	Valid	383
	Missing	14
Mean		2.73
Median		3.00
Mode		3
Std. Deviation		1.113

Q27g: Television news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very low credibility	65	16.4	17.0	17.0
	2	86	21.7	22.5	39.4
	3	140	35.3	36.6	76.0
	4	71	17.9	18.5	94.5
	very high credibility	21	5.3	5.5	100.0
	Total	383	96.5	100.0	
Missing	dk/not sure	13	3.3		
	refused	1	.3		
	Total	14	3.5		
Total		397	100.0		

Q27h

Question Q27h

The Internet	[5] Very high credibility
	[4]
	[3]
	[2]
	[1] Very low credibility
	[8] Don't Know/Not Sure
	[9] Refused

Statistics

Q27h: The Internet

N	Valid	288
	Missing	109
Mean		3.00
Median		3.00
Mode		3
Std. Deviation		1.272

Q27h: The Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very low credibility	52	13.1	18.1	18.1
	2	42	10.6	14.6	32.6
	3	82	20.7	28.5	61.1
	4	78	19.6	27.1	88.2
	very high credibility	34	8.6	11.8	100.0
	Total	288	72.5	100.0	
Missing	dk/not sure	103	25.9		
	refused	6	1.5		
	Total	109	27.5		
Total		397	100.0		

Q27i

Question Q27i

Radio	[5] Very high credibility
	[4]
	[3]
	[2]
	[1] Very low credibility
	[8] Don't Know/Not Sure
	[9] Refused

Statistics

Q27i: Radio

N	Valid	345
	Missing	52
Mean		2.59
Median		3.00
Mode		3
Std. Deviation		1.138

Q27i: Radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very low credibility	72	18.1	20.9	20.9
	2	86	21.7	24.9	45.8
	3	120	30.2	34.8	80.6
	4	46	11.6	13.3	93.9
	very high credibility	21	5.3	6.1	100.0
	Total	345	86.9	100.0	
Missing	dk/not sure	50	12.6		
	refused	2	.5		
	Total	52	13.1		
Total		397	100.0		

Q27j

Question Q27j

A local celebrity	[5] Very high credibility
	[4]
	[3]
	[2]
	[1] Very low credibility
	[8] Don't Know/Not Sure
	[9] Refused

Statistics

Q27j: A local celebrity

N	Valid	359
	Missing	38
Mean		1.80
Median		1.00
Mode		1
Std. Deviation		1.068

Q27j: A local celebrity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very low credibility	200	50.4	55.7	55.7
	2	72	18.1	20.1	75.8
	3	55	13.9	15.3	91.1
	4	24	6.0	6.7	97.8
	very high credibility	8	2.0	2.2	100.0
	Total	359	90.4	100.0	
Missing	dk/not sure	37	9.3		
	refused	1	.3		
	Total	38	9.6		
Total		397	100.0		

Q27k

Question Q27k

Politicians or local	[5] Very high credibility
public figures	[4]
	[3]
	[2]
	[1] Very low credibility
	[8] Don't Know/Not Sure
	[9] Refused

Statistics

Q27k: Politicians or local public figures

N	Valid	370
	Missing	27
Mean		1.64
Median		1.00
Mode		1
Std. Deviation		.948

Q27k: Politicians or local public figures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very low credibility	229	57.7	61.9	61.9
	2	69	17.4	18.6	80.5
	3	54	13.6	14.6	95.1
	4	13	3.3	3.5	98.6
	very high credibility	5	1.3	1.4	100.0
	Total	370	93.2	100.0	
Missing	dk/not sure	26	6.5		
	refused	1	.3		
	Total	27	6.8		
Total		397	100.0		

Data Summary

“Doctor” was rated highest in credibility, followed by MDHSS, relatives and family, and the Internet.

By Socioeconomic Variables**Significant Correlations (testing for Age, Education-level, Household Income-level, and “Live” - where respondent lives, e.g., urban or rural)**

Age is inversely correlated with credibility ratings for magazine articles, MDHSS, newspapers, television news, the Internet, radio, and local celebrities and public figures. Education is positively correlated with magazine articles and negatively correlated with local celebrities. Income was positively correlated with magazine articles and the Internet. The size (small, rural to large, urban) of where respondents lived was positively correlated with ratings of credibility for magazine articles, friends and co-workers, newspapers, television news, the Internet, and radio.

Significant Differences in Means Between Groups (t-tests); (testing for Gender, Age_recoded, Educ_recoded, Live_recoded, Race_recoded, and Income_recoded)

Tests of credibility rating averages of the recoded variables supported patterns found in the correlations. Additionally, women rated magazine articles, their doctor, MDHSS, newspapers, and radio as significantly higher than did men. Non-Whites rated the credibility of local celebrities significantly higher than did Whites.

Summary and Conclusions

“Doctor” was rated highest in credibility, followed by MDHSS, relatives and family, and the Internet. Age was inversely correlated with perceived credibility of media of all types, meaning older respondents felt these media were less credible than did younger respondents. The same applied for size of community, with respondents in small, rural settings rating media as less credible than those in larger, urban settings. Older respondents also viewed local celebrities and politicians/public figures as significantly less credible than did younger respondents. Higher income and education were significantly associated with higher credibility ratings for magazines. Income was also positively correlated with perceived credibility of the Internet. Education was inversely correlated with perceived credibility of local celebrities. Income was inversely correlated with perceived credibility of relatives and family, possibly suggesting a stronger role for family and relatives in influencing targeted individuals in lower income categories. Non-Whites rated credibility of local celebrities significantly higher than did Whites.

Health insurance coverage

Q28a

Question Q28a

Do you currently have any form of health care insurance coverage?	[1] Yes
	[2] No
	[8] Don't Know/Not Sure
	[9] Refused

IF (ANSWER != 1) SKIPTO age

Q28a: Do you currently have any form of healthcare insurance coverage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	367	92.4	92.7	92.7
	no	29	7.3	7.3	100.0
	Total	396	99.7	100.0	
Missing	refused	1	.3		
Total		397	100.0		

Data Summary

92.7 reported having health insurance.

Q28b

Question Q28b

What type of healthcare coverage
do you use to pay for most of
your medical care?

A: [Do not read list - BUT can read parts for clarification purposes]

IF Respondent says, "through my husband," than ask further what kind
of insurance it is. Example: private, from his employer, etc.

[1] Medicare

[2] MC+, Medicaid, or Medical Assistance

[3] Military, CHAMPUS, TriCare or VA

[4] Private or employer-offered health insurance, such as PPO, HMO

[7] Others-specify

[8] Don't Know/Not Sure

[9] Refused

Q28b: What type of healthcare coverage do you use to pay for most of your medical care? [Do not read list - but can read parts for clarification purposes]

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Medicare	108	27.2	29.8	29.8
MC+, Medicaid or Military, CHAMPUS, TriCare or private or employer-offered	13	3.3	3.6	33.4
others - specify	5	1.3	1.4	34.8
Total	221	55.7	61.0	95.9
Missing dk/not sure	15	3.8	4.1	100.0
refused	3	.8		
System	30	7.6		
Total	35	8.8		
Total	397	100.0		

Data Summary

The most common type was private or employer-offered, followed by Medicare.

Summary

92.7% of respondents reported having health insurance, with the most common type being private or employer-offered followed by Medicare.

Socioeconomic variables

Age

Question age

All right, we're almost finished. I just	[45-120] Age in Years
have a few questions that will help us	
analyze the results of the survey.	[7] Younger than 45
First, how old were you on your	[8] Don't Know/Not Sure
last birthday?	
	[9] Refused

Statistics

Age: Age of respondents

N	Valid	397
	Missing	0
Mean		61.375
Median		60.000
Mode		54.0
Std. Deviation		11.6737

Age_recode

Question age_recoded

	64 and younger	1
	65 and older	2

age_recoded

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	lowest thru 64	246	62.0	62.0	62.0
	65 thru highest	151	38.0	38.0	100.0
	Total	397	100.0	100.0	

Educ

Question educ

<p>What is the highest level of education that you have completed?</p>	<p>[0] Never attended school or only attended kindergarten </p> <p>[1] Grades 1 through 8 (Elementary)</p> <p>[2] Grades 9 through 11 (Some high school)</p> <p>[3] Grade 12 or GED (High school graduate)</p> <p>[4] College 1 year to 3 years (some college or technical school)</p> <p>[5] College 4 years or more (college or post graduate)</p> <p>[8] Don't Know/Not Sure</p> <p>[9] Refused</p>
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Statistics

Educ: What is the highest level of education you've completed?

N	Valid	396
	Missing	1
Mean		3.76
Median		4.00
Mode		3
Std. Deviation		1.023

Educ: What is the highest level of education you've completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never attended	1	.3	.3	.3
	grades 1 through 8	9	2.3	2.3	2.5
	grades 9 through 11	25	6.3	6.3	8.8
	grade 12 or GED	126	31.7	31.8	40.7
	college 1 to 3	122	30.7	30.8	71.5
	college 4 years or more	113	28.5	28.5	100.0
	Total	396	99.7	100.0	
Missing	dk/not sure	1	.3		
Total		397	100.0		

Educ_recode

Question educ_recode

	high school graduation or less	1
	one year of college or more	2

educ_recoded: What is the highest level of education that you have completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	hs grad or less	161	40.6	40.7	40.7
	1 yr college or more	235	59.2	59.3	100.0
	Total	396	99.7	100.0	
Missing	System	1	.3		
Total		397	100.0		

Live

Question Live

Do you live...	[1] Farm
- on a farm,	[2] Rural Area/Not Farm
- in a rural area but not on a farm,	[3] Small Town < 10k
- in a small town less than 10,000,	[4] Medium Town < 40,000
- in a medium town between 10,000 but less than 40,000,	[5] Suburb/Small City < 150k
- in a suburb or small city between 40,000 but less than 150,000, or	[6] Urban Area 150,000 +
- in a urban area over 150,000 people?	[8] Don't Know/Not Sure
	[9] Refused

Live: Do you live ...?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	farm	43	10.8	10.9	10.9
	rural area/not farm	65	16.4	16.5	27.5
	small town	64	16.1	16.3	43.8
	medium town	52	13.1	13.2	57.0
	suburb/small city	81	20.4	20.6	77.6
	urban area	88	22.2	22.4	100.0
	Total	393	99.0	100.0	
Missing	dk/not sure	3	.8		
	refused	1	.3		
	Total	4	1.0		
Total		397	100.0		

Live_recode

Question Live_recoded

farm / rural-not farm / small town < 10k	1
medium town < 40k/suburb-small city < 150k/urban 150k+	2

live_recoded: Do you live....

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	farm; rural/not farm; small town < 10k	172	43.3	43.8	43.8
	med town < 40k; suburb/small city < 150k; urban 150k+	221	55.7	56.2	100.0
	Total	393	99.0	100.0	
Missing	System	4	1.0		
Total		397	100.0		

Resi

Question resi

How long have you lived at your present address?	[1-120] Years Residence
	[777] Less than 1 Year
	[888] Don't Know/Not Sure
	[999] Refused

Statistics

Resi: How long have you lived at your present address?

N	Valid	396
	Missing	1
Mean		36.480
Median		13.000
Mode		4.0
Std. Deviation		120.2392

People

Question People

How many people live in your household?	[1-77] Number of people
	[88] Don't Know/Not Sure
	[99] Refused

Statistics

People: How many people live in your household?

N	Valid	395
	Missing	2
Mean		2.18
Median		2.00
Mode		2
Std. Deviation		1.269

Race

Question race

Which of the following best describes your race...	[1] White
- White,	[2] Black/African American
- Black or African American,	[3] Asian American
- Asian American,	[4] Native Hawaiian/ Pacific Islander
- Native Hawaiian or Other Pacific Islander, or	[5] American Indian/ Alaska Native
- American Indian or Alaska Native?	[6] Multiracial
	[7] Other - Specify
	[8] Don't Know/Not Sure
	[9] Refused

Hispanic: Are you Hispanic or Latino?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	8	2.0	2.0	2.0
	no	385	97.0	98.0	100.0
	Total	393	99.0	100.0	
Missing	dk/not sure	1	.3		
	refused	3	.8		
	Total	4	1.0		
Total		397	100.0		

Income

Question inco

Finally, I am going to read you a list of income groups.	[1] less than \$10,000
	[2] \$10,001 - \$20,000
Please stop me when I reach the category that best estimates your total household income before taxes in 2006.	[3] \$20,001 - \$35,000
	[4] \$35,001 - \$50,000
Please include income from all sources for yourself and all other persons living in your household.	[5] \$50,001 - \$75,000
	[6] \$75,001 - \$100,000
Was it...	[7] \$100,001 +
- less than \$10,000	
- \$10,001 to \$20,000	
- \$20,001 to \$35,000	[8] Don't Know/Not Sure
- \$35,001 to \$50,000	
- \$50,001 to \$75,000	[9] Refused
- \$75,001 to \$100,000	
- \$100,001 or more	

Statistics

Inco: Household income

N	Valid	347
	Missing	50
Mean		4.14
Median		4.00
Mode		5
Std. Deviation		1.795

Inco: Household income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than \$10K	24	6.0	6.9	6.9
	\$10K but < \$20K	51	12.8	14.7	21.6
	\$20K but < \$35K	65	16.4	18.7	40.3
	\$35K but < \$50K	52	13.1	15.0	55.3
	\$50K but < \$75K	68	17.1	19.6	74.9
	\$75K but < \$100K	43	10.8	12.4	87.3
	\$100K or more	44	11.1	12.7	100.0
	Total	347	87.4	100.0	
Missing	dk/not sure	17	4.3		
	refused	33	8.3		
	Total	50	12.6		
Total		397	100.0		

Income_recode

Question inco_recoded

	\$35,000 or less	1	
	\$35,001 or more	2	

income_recoded: Total household income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	35k or less	140	35.3	40.3	40.3
	35,001 or more	207	52.1	59.7	100.0
	Total	347	87.4	100.0	
Missing	System	50	12.6		
Total		397	100.0		

Gender

Question gend

Record the Respondent's Gender	[1] Male
DO NOT ASK!!!	[2] Female
	[8] Cannot Tell

Gend: Gender of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	173	43.6	43.6	43.6
female	224	56.4	56.4	100.0
Total	397	100.0	100.0	

Data Summary

The average age in this sample is 61, with 62% being 64 or younger and the remainder 65 or older. About 40% of respondents have a high school diploma or less and 60% have 1 year of college or more. About 56% live in small city/suburban/urban setting and 44% in smaller town/rural areas. 90% are White, 6% are African American, and 2% identify themselves as Hispanic.

Education-levels were distributed fairly evenly across gender, race, and size of community. Gender was also fairly evenly distributed across race, with a relatively higher percentage of men living in rural settings and women in urban settings. Relatively higher percentages of Non-Whites lived in urban settings.