

Madison County Health Department

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I. Methodology and Sample Characteristics

Methodology

Zogby International was commissioned by the Madison County Health Department to conduct a telephone survey of adults in Madison County from 12/3/08 through 12/5/08.

The target sample is 401 interviews with approximately 22 questions asked. Samples are randomly drawn from telephone CDs of national listed sample. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges within those area codes. Up to six calls are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies¹ and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.² Weighting by age, education, and gender is used to adjust for non-response. The margin of error is +/- 5.0 percentage points. Margins of error are higher in sub-groups.

Sample Characteristics	Frequency	Valid Percent*
Sample size	401	100
Bridgeport	13	3
Brookfield	17	4
Canastota	59	15
Cazenovia	45	11
Chittenango	45	11
Clockville	0	0
Deruyter	5	1
Earlville	13	3
Eaton	10	2
Erieville	7	2
Fenner	2	1
Georgetown	7	2
Hamilton	18	5
Hubbardsville	3	1
Kenwood	--	--

¹ See COOP4 (p.38) in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates of Surveys*. The American Association for Public Opinion Research, (2000).

² *Cooperation Tracking Study: April 2003 Update*, Jane M. Sheppard and Shelly Haas. The Council for Marketing & Opinion Research (CMOR). Cincinnati, Ohio (2003).

Lakeport	--	--
Lebanon	10	2
Leonardsville	3	1
Madison/Bouckville	38	10
Morrisville	8	2
Munnsville	3	1
Nelson	2	0
New Woodstock	7	2
North Brookfield	1	0
North Chittenango	--	--
Oneida	22	6
Oneida Nation Territories	3	1
Perryville	1	0
Peterboro	4	1
Pratts Hollow	--	--
Sheds	--	--
Wampsville	2	1
West Eaton	--	--
West Edmeston	0	0
Whitelaw	--	--
Other*	54	13
<i>Did not answer town</i>	0	--
18-29	71	18
30-49	150	38
50-64	87	22
65+	87	22
18-24	34	9
25-34	59	15
35-54	157	40
55-69	82	21
70+	63	16
<i>Did not answer age</i>	6	--
Less than high school	80	20
High school graduate	112	28
Some college	92	23
College graduate+	116	29
<i>Did not answer education</i>	1	--
White	379	95
Hispanic	9	2
African American	0	0

Asian/Pacific	1	0
Other/mixed	8	2
<i>Did not answer race</i>	4	--
Married	221	55
Single, never married	55	14
Divorced/widowed/separated	87	22
Civil union/domestic partnership	38	10
<i>Did not answer status</i>	1	--
1 in household	74	18
2 in household	138	35
3 in household	60	15
4 in household	82	21
5 in household	32	8
6 or more in household	15	4
Less than \$25,000	119	33
\$25,000-\$34,999	59	16
\$35,000-\$49,999	55	15
\$50,000-\$74,999	53	15
\$75,000-\$99,999	42	12
\$100,000 or more	32	9
Did not answer income	41	--
Male	189	47
Female	213	53

*** Numbers have been rounded to the nearest percent and might not total 100.**

***Other responses: (Number in parentheses denotes frequency of response) Sullivan (21); Lincoln (6); Lenox (4); Stockbridge (4); Kirkville (3); Smithfield (1)**

II. Executive Summary

Cancer, heart disease and obesity are three health problems cited the most serious in Madison County by adults who were surveyed within the county. A majority of respondents say alcohol abuse, tobacco use, and being overweight pose the greatest potential risks to a person's health in Madison County, with some saying the environment/pollution or a poor water supply or quality of water.

Maintaining healthy behavior and lifestyles and a clean environment are two things cited by most respondents as having a positive impact on a person's health in Madison County. Most say that access to health care and other services has a positive impact, and two-thirds agree they have better access to health care services today compared to ten years ago. Generally speaking, about half say their health is about the same as it was ten years ago, while a third say it is worse than it was ten years ago.

Nine in ten say they have a primary care physician, and eight percent say they do not. More than two-fifths of those who say they do not have a primary care physician say they would be most likely to receive treatment from an urgent care or immediate care facility when experiencing a medical problem, while more than a third say they would be most likely to receive treatment from a hospital emergency room.

Whether they are going to an appointment with their primary care physician or seeking treatment for a medical problem from an urgent care or immediate care facility, nine in ten say they usually get to their medical appointments or health care treatment centers using their own vehicle.

About six in ten say they seek medical services outside of Madison County, with more than a third saying they received a recommendation for the provider from another health care professional, while some say they received a recommendation for the provider from family and friends or the provider has treated other family members or knows their family history.

When looking for medical/health information, two-thirds of adults surveyed in Madison County say they most often turn to a medical provider, while more than a third say they turn to family and friends. A fifth say they most often turn to the Madison County Health Department.

Two-thirds say they would not likely access their medical records electronically through a secure Web site, with more than half saying they would be not at all likely to do so.

III. Narrative Analysis

2. To the best of your knowledge, what would you say are the **three most serious** health problems in Madison County? (**Do not read choices. Choose up to THREE**)

Table 1. Three Most Serious Health Problems in Madison County

	%
Cancer	47
Heart Disease	38
Obesity	19
Alcohol/substance abuse	10
Seasonal sicknesses/illnesses, such as Influenza	9
Inadequate health insurance	8
Mental illness	5
Not enough primary care physicians	4
Inadequate public transportation	4
Not enough mental health providers	3
Poor quality health care	3
Lack of special foods for illnesses or allergies	3
Sexually transmitted diseases	2
Location of medical facilities	2
Lack of health clubs/gyms	2
Not enough dentists	1
Not enough alcohol/substance abuse services	1
Other*	19
Not sure	29

***Other responses: (Number in parentheses denotes frequency of response)** Diabetes (24); Smoking (8); Arthritis (7); Lung disease/Breathing problems/Asthma (6); Care for the elderly (5); High blood pressure (4); Water pollution (3); Alzheimer’s (3); Teenage pregnancy (2); Malnutrition (2); Costs of prescriptions (2); Lupus (2); The environment/pollution (2); Lack of low cost services (2); Lack of health education (2)

One each: Parkinson’s; High cholesterol; Child health care; Lyme disease; Sporadic use of health care; Allergies; Low incomes; Lack of specialists; Lack of immunizations; Lack of home health services; Cutting services on Medicare; Stroke; Kidney; Radon; Poor government; Snowmobile accidents; Back problems

Cancer (47%), heart disease (38%) and obesity (19%) are three health problems cited by the adults surveyed as the most serious in Madison County. A fifth (19%) say they think some other health problem is the most serious, while three in ten (29%) say they are not sure what the three most serious health problems in Madison County are.

When looking at the age demographic, the trend among First Globals, or the 18-29 year olds, appears to be that they say alcohol/substance abuse is one of the three most serious health problems in Madison County.

3. What do you think are **three things** that pose the greatest potential risks to a person’s health in Madison County? (**Do not read choices. Choose up to THREE.**)

Table 2. Three Potential Risks to a Person’s Health in Madison County

	%
Alcohol abuse	20
Tobacco use	20
Being overweight	17
Drug abuse	14
Lack of exercise	13
Lack of access to available health care	12
Poor eating/nutritional habits	9
Shifts in employment and the economy	6
Poor stress/emotional management skills	5
Not getting vaccinations against disease/illness	2
Changes in the organization of health care services	2
Unsafe sex	1
Not using birth control	0
Other*	29
Not sure	25

***Other responses: (Number in parentheses denotes frequency of response)** The environment/pollution (26); Traffic/Unsafe driving/Car accidents (17); Poor water supply/quality (13); Weather (10); Lack of affordable health care (6); People not properly taking care of themselves (5); The flu/Seasonal ailments (5); Cancer (5); People’s lifestyles (4); Low income (4); Diabetes (3); No health insurance (3); Heart disease (3); Lack of transportation (3); Lack of awareness/education (3); Fire/Burning wood (3)

Two each: Old age; Lack of clean air; Lack of employment; Poor road maintenance; Drowning; Lack of doctors; Power lines; Railroad accidents/problems; Respiratory/lung disease; Government

One each: Farm/physical work; Spread of illnesses; Firearms; Apathy; Lyme disease; Thefts; Not enough housing for some; Not having a support center; Depression; Brain washing by commercials; Sexual predators
Nothing (4)

Alcohol abuse (20%), tobacco use (20%), and being overweight (17%) are the three things respondents say pose the greatest potential risks to a person’s health in Madison County. Three in ten (29%) say some other thing poses the greatest potential risk, while a quarter (25%) say they are not sure.

College graduates are more than twice as likely as high school graduates to think a lack of access to available health care (20% vs. 9%) and a lack of exercise (19% vs. 7%) are among the greatest potential risks to a person’s health in Madison County, while high school graduates (18%) are twice as likely as college graduates (9%) to think drug abuse of a great potential risk.

4. What do you think are **three things** that positively impact a person’s health in Madison County? (Do not read choices. Choose up to **THREE**.)

Table 3. Three Things That Positively Impact a Person’s Health in Madison County

	%
Healthy behavior and lifestyles	34
Clean environment	28
Access to health care and other services	21
Low crime rate/safe neighborhoods	18
Parks and recreation	15
Community involvement	10
Good schools	9
Strong family life	9
Good jobs and a healthy economy	7
Religious or spiritual values	5
Low levels of child abuse	2
Affordable housing	2
Low death and disease rates	1
Tolerance of diversity	0
Arts and cultural events	0
Other*	6
Not sure	16

***Other responses: (Number in parenthesis denotes frequency of response)** Good doctors (5); Not smoking (5); Affordable health care (5); Weather (4); Rural area/quiet (4); Access to information to improve health (3); Getting help/assistance when needed (3); Having a good mental outlook (3); Volunteering (1); Healthy children (1) Nothing (2)

Healthy behavior and lifestyles (34%), a clean environment (28%), and access to health care and other services (21%) are the three things cited as positively impacting a person’s health in Madison County. A sixth (18%) say low crime/safe neighborhoods positively impact a person’s health, while another sixth (16%) say they are not sure what positively impacts a person’s health.

Men (25%) are more likely than women (18%) to think access to health care and other services is one of the three things that positively impact a person’s health in

Madison County, while women (22%) are more likely than men (13%) to think low crime rates/safe neighborhoods positively impacts a person's health in Madison County.

College graduates (45%) are twice as likely as high school graduates (24%) to think healthy behavior and lifestyles is one of the three things that positively impact a person's health in Madison County. College graduates (39%) are also more likely than high school graduates (25%) to think a clean environment is one of the positive impacts on a person's health in Madison County.

5. *Generally speaking, would you say your health is better or worse than it was ten years ago, or is it about the same?*

About the same	47%
Worse	33
Better	19
Not sure	1

Generally speaking, about half (47%) say their health is about the same as it was ten years ago, while a third (33%) say it is worse than it was ten years ago. A fifth (19%) say their health is better than it was ten years ago.

College graduates (22%) are more than three times as likely as high school graduates (6%) to say their health is better than it was ten years ago, while high school graduates (34%) are twice as likely as college graduates (16%) to say their health is worse than it was ten years ago.

6. *Would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that you have better access to health care services today compared to ten years ago?*

Strongly agree	44%	Agree	66%
Somewhat agree	22		
Somewhat disagree	17	Disagree	28
Strongly disagree	11		
Not sure	5		

About two-thirds (66%) agree they have better access to health care services today compared to ten years ago, while three in ten (28%) disagree.

A majority across most demographic groups agree they have better access to health care services today compared to ten years ago.

7. When looking for medical/health information, to which of the following resources do you **most often** turn? (Choose all that apply)

Table 4. Most Used Medical Information Resources

	%
A medical care provider	67
Family/Friends	35
The Internet/Blogs	22
Madison County Health Department	20
Magazine/newspaper article	14
Television	8
Church	6
A leaflet/pamphlet	6
State health department	4
Other/Not sure	4

When looking for medical/health information, two-thirds (67%) say they most often turn to a medical provider, while more than a third (35%) say they turn to family and friends most. A fifth each say they most often turn to the Internet or blogs (22%) or the Madison County Health Department (20%).

College graduates (39%) and women (27%) are more likely to say they most often turn to the Internet or blogs when looking for medical/health information than men (16%) and high school graduates (11%).

8. Do you have a Primary Care Physician?

Yes	92%
No	8
Not sure	0

Nine in ten (92%) say they have a Primary Care Physician, and 8% say they do not.

Women (97%) are more likely than men (86%) to say they have a Primary Care Physician.

9. *(Asked of those who do not have a Primary Care Physician). When you are experiencing a medical problem, where are you most likely to receive treatment? (Choose only ONE)*

Table 5. Place Most Likely to Receive Treatment

	%
An urgent care or immediate care facility	44
A hospital emergency room	35
A community health center	8
An HMO clinic or health care center	2
A public clinic	--
I am not likely to seek treatment	9
Other/Not sure	3

Of those who say they do not have a Primary Care Physician, more than two-fifths (44%) say they would be most likely to receive treatment from an urgent care or immediate care facility when they are experiencing a medical problem, while more than a third (35%) say they would be most likely to receive treatment from a hospital emergency room.

10. *(Asked of those who have a Primary Care Physician or would receive treatment from a hospital emergency room, a community health center, a public clinic, an HMO clinic or health care center, or an urgent care or immediate care facility.) Which of the following best describes how you usually get to your medical appointments or health care treatment centers? (Choose only ONE)*

Table 6. Transportation to Medical Appointments

	%
My own vehicle	89
A family member/friend	9
Taxi service	1
Walk	1
Bus	0
Other/Not sure	1

Of those who say they have a Primary Care Physician or would receive treatment from a hospital emergency room, a community health center, a public clinic, an HMO clinic or health care center, or an urgent care or immediate care facility, nine in ten (89%) say they usually get to their medical appointments or health care treatment centers by their own vehicle.

11. Do you seek medical services outside of Madison County?

Yes	57%
No	41
Not sure	2

About six in ten (57%) say they seek medical services outside of Madison County, while two-fifths (41%) say they do not.

12. (Asked of those who say they seek medical services outside of Madison County.) Which of the following *best describes* why you seek medical services outside Madison County? (Choose only ONE)

Table 7. Reasons Why Respondents Seek Medical Services Outside Madison County

	%
Received a recommendation for the provider from another health care professional	35
Received a recommendation for the provider from family/friends	13
Provider has treated other family members/knows family history	13
Not many health care providers in Madison County accept my medical insurance	10
Provider is more affordable than those in the area	8
Heard about the provider's reputation	7
Other/Not sure	14

Of those who say they seek medical services outside of Madison County, more than a third (35%) say they received a recommendation for the provider from another health care professional, while 13% each say they received a recommendation for the provider from family and friends or the provider has treated other family members or knows their family history. Fourteen percent say they have some other reason or are not sure why they seek medical services outside Madison County.

Men (17%) are about twice as likely as women (9%) to say they received a recommendation for the provider from family and friends.

13. Would you be very likely, somewhat likely, not very likely, or not at all likely to access your medical records electronically through a secure Web site?

Very likely	17%	Likely	31%
Somewhat likely	14		
Not very likely	15	Not likely	69
Not at all likely	54		
Not sure	1		

Two-thirds (69%) say they would not likely access their medical records electronically through a secure Web site, with more than half (54%) saying they would be

not at all likely to do so. Three in ten (31%) say they would be likely to access their medical records through a secure Web site.

A majority across most demographic subgroups say they would not likely access their medical records electronically through a secure Web site, with the exception of college graduates, as more than half (54%) say they would likely access their records.