



## Memorandum

**Date:** April 28, 2006

**Re:** Results from Nationwide Poll on Price Transparency

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**Survey Methodology: Zogby America 4/17/06 thru 4/24/06**

This is a telephone survey of adults nationwide conducted by Zogby International. The target sample is 1,209 interviews with approximately 47 questions asked. Samples are randomly drawn from telephone cd's of national listed sample. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. As many as six calls are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies<sup>1</sup> and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.<sup>2</sup> Weighting by region, party, age, race, religion, and gender is used to adjust for non-response. The margin of error is +/- 2.9 percentage points. Margins of error are higher in sub-groups.

Zogby International's sampling and weighting procedures also have been validated through its political polling: more than 95% of the firm's polls have come within 1% of actual election-day outcomes.

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<sup>1</sup> 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).

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

**Narrative Summary**

75. Do you agree or disagree that hospitals, doctors, and pharmacies should publish their prices for all goods and services?

Agree	84%
Disagree	14
Not sure	3

An overwhelming majority of five out of six adults (84%) agrees that hospitals, doctors, and pharmacies should publish their prices for all goods and services. This percentage far outweighs the one in seven (14%) who disagrees.

Respondents 30 to 64 are more likely to agree than are those younger and older. Hispanics (87%) and African Americans (91%) are more likely than whites (82%) to agree. Democrats (89%) are more likely than Republicans (80%) and independents (82%) to agree and parents (87%) are more likely to agree with publish prices than non-parents (82%).

76. If you knew the prices a hospital, doctor, or pharmacy charges, how likely would you be to shop around for the best price – very likely, somewhat likely, somewhat unlikely, or very unlikely?

Very likely	51%		
Somewhat likely	28	Likely	79%
Somewhat unlikely	9		
Very unlikely	11	Unlikely	20
No difference/not sure	2		

By a margin of four to one, people are much more likely than unlikely to shop around for the best price in this instance. Four in five (79%) say they would be likely to shop for the best prices for hospitals, doctors, and pharmacies, including half overall (51%) who are very likely to do so. In comparison, one in five (20%) is somewhat or very *unlikely* to shop for the best prices, even if they knew the prices charged.

Results across the board mirror results overall. Among those most likely to say they would shop around for the best price are Hispanics (89%), 20 to 34 year olds (88%), and those earning between \$25,000 and \$35,000 a year (84%).