

HEALTH POLL:

# Data Privacy, Part 2

January 2015

## SURVEY OVERVIEW

Each month, the Truven Health Analytics™-NPR Health Poll surveys approximately 3,000 Americans to gauge attitudes and opinions on a wide range of healthcare issues. Poll results are reported by NPR on the health blog Shots (<http://www.npr.org/blogs/health/>) and on air.

The Truven Health Analytics-NPR Health Poll is powered by the Truven Health Analytics PULSE® Healthcare Survey, an independently funded multi-modal (land line, cell phone, internet) survey that collects information from more than 82,000 U.S. households annually.

The results depicted here represent responses from 3,010 survey participants interviewed from December 1-17, 2014. The margin of error is +/- 1.8 percent.

NPR's reports on the findings are archived here: <http://www.npr.org/templates/search/index.php?searchinput=truven+health&dateId=0&programId=0>

# Executive Summary

The survey asked respondents' opinions on access to their healthcare data.

This survey asked three questions regarding attitudes toward sharing healthcare data with researchers. These questions followed up on Truven Health-NPR survey conducted 4 months earlier.

Following were the survey results:

- Fifty-three percent of all respondents indicated that they would be willing to share their health information anonymously. This rate tends to decrease with increasing age and increase with increasing level of education. The lowest rates are for respondents aged 65+ (43 percent) and the Silent Generation (43 percent), both are statistically significant.
- Respondents willing to share their health information were willing to share their information at levels greater than 90 percent for all reasons. The range of willingness to share health information was fairly narrow (93–96 percent). Respondents aged 65+ and the Silent Generation tended to have the lowest rates. The research purposes for which respondents were willing to share their health information are (in decreasing order):
  - Ways to reduce costs: 96 percent
  - Costs for treating diseases: 95 percent
  - Understand under-use: 95 percent
  - Identify safety issues: 94 percent
  - Understand overuse: 94 percent
  - Understand gaps: 93 percent
  - How to spend national dollars: 93 percent
- Respondents willing to share their health information anonymously were most comfortable sharing their information with Government Researchers (92 percent) and least comfortable sharing their information with Drug/Pharma Researchers (87 percent). The lowest overall level of comfort was among respondents aged 65+ for sharing with University Professors (74%) and is statistically significant. Comfort with different types of researchers in decreasing order is as follows:
  - Government Researchers: 92 percent
  - Consultants: 89 percent
  - University Professors: 88 percent
  - Drug/Pharma Researchers: 87 percent

# Survey Data

Responses in **BOLD** are statistically significant.

## Question 1

Would you be willing to share your health information with healthcare researchers anonymously?  
This means that no information would be shared with researchers that would specifically identify you.

Age	Yes	No
<35	60.7%	39.3%
35 - 64	52.6%	47.4%
65+	<b>43.1%</b>	<b>56.9%</b>
<b>Total</b>	53.4%	46.6%

Education	Yes	No
HS or Less	46.5%	53.5%
Some College/Assoc	52.9%	47.1%
College+	58.2%	41.8%
<b>Total</b>	53.4%	46.6%

Generation	Yes	No
Silent Generation	<b>43.3%</b>	<b>56.7%</b>
Baby Boomers	48.8%	51.2%
Generation X	54.7%	45.3%
Millennials	61.0%	39.0%
<b>Total</b>	53.4%	46.6%

Income	Yes	No
<\$25k	55.2%	44.8%
\$25k - \$49.9k	54.2%	45.8%
\$50k - \$99.9k	58.7%	41.3%
\$100k+	53.6%	46.4%
<b>Total</b>	53.4%	46.6%

## Question 2

Are you willing to share your anonymous health information with healthcare researchers studying the following topics?

	Ways to reduce costs while providing high quality care	Understand gaps in treatment while developing new treatments	Understand under-use of healthcare services	Understand potential overuse of certain healthcare services	Costs for treating diseases	Potential safety issues with medications, devices or procedures	How to spend national healthcare dollars
<b>Age</b>							
<35	94.3%	93.8%	95.1%	94.2%	96.1%	92.4%	94.5%
35 - 64	97.7%	94.6%	95.9%	94.9%	95.9%	96.1%	91.4%
65+	91.6%	86.9%	90.7%	89.7%	91.9%	92.6%	90.6%
<b>Total</b>	95.5%	93.2%	94.8%	93.9%	95.4%	94.2%	92.5%
<b>Education</b>							
HS or Less	94.2%	90.5%	92.5%	90.8%	93.2%	90.0%	91.3%
Some College/Assoc	96.0%	96.2%	96.9%	96.6%	96.0%	98.2%	95.1%
College+	95.8%	92.4%	94.6%	93.5%	96.0%	93.7%	91.3%
<b>Total</b>	95.5%	93.2%	94.8%	93.9%	95.4%	94.2%	92.5%
<b>Generation</b>							
Silent Generation	91.4%	85.7%	89.2%	88.9%	89.5%	93.2%	90.7%
Baby Boomers	96.8%	93.8%	95.1%	94.8%	96.7%	94.7%	94.2%
Generation X	97.3%	94.8%	96.1%	94.7%	95.6%	94.7%	90.2%
Millennials	93.4%	92.8%	94.7%	93.5%	95.6%	93.6%	94.2%
<b>Total</b>	95.5%	93.2%	94.8%	93.9%	95.4%	94.2%	92.5%
<b>Income</b>							
<\$25k	95.5%	93.0%	95.0%	93.5%	94.2%	96.2%	93.4%
\$25k - \$49.9k	95.9%	92.6%	95.8%	96.2%	96.9%	94.6%	94.5%
\$50k - \$99.9k	94.4%	94.8%	94.8%	91.8%	95.1%	92.3%	91.2%
\$100k+	96.6%	90.6%	93.9%	95.1%	95.4%	92.9%	89.2%
<b>Total</b>	95.5%	93.2%	94.8%	93.9%	95.4%	94.2%	92.5%

### Question 3

Are you comfortable with the following types of researchers using your anonymous health information for research?

	Government researchers at NIH and CDC	University professors	Healthcare research consultants	Drug / pharmaceutical researchers
<b>Age</b>				
<35	95.5%	<b>95.3%</b>	87.9%	87.2%
35 - 64	90.7%	86.9%	91.5%	87.1%
65+	85.3%	<b>74.2%</b>	82.0%	83.1%
<b>Total</b>	91.6%	88.1%	88.7%	86.5%
<b>Education</b>				
HS or Less	88.6%	84.2%	85.9%	87.9%
Some College/Assoc	90.8%	89.2%	93.4%	88.4%
College+	93.7%	89.2%	86.9%	84.5%
<b>Total</b>	91.6%	88.1%	88.7%	86.5%
<b>Generation</b>				
Silent Generation	85.7%	<b>76.9%</b>	82.9%	83.8%
Baby Boomers	87.3%	82.2%	87.6%	83.5%
Generation X	93.6%	88.5%	89.8%	87.5%
Millennials	95.0%	<b>96.2%</b>	90.1%	88.8%
<b>Total</b>	91.6%	88.1%	88.7%	86.5%
<b>Income</b>				
<\$25k	91.3%	87.9%	90.9%	87.9%
\$25k - \$49.9k	90.5%	89.8%	92.9%	88.5%
\$50k - \$99.9k	91.8%	85.8%	87.4%	84.5%
\$100k+	94.0%	89.8%	79.6%	84.1%
<b>Total</b>	91.6%	88.1%	88.7%	86.5%