

THE “HEALTH MATTERS POLL” SERIES

HEALTH INFORMATION SEEKING AND TRUST IN SOURCES



**Eagleton Center for Public
Interest Polling**

**New Jersey Health Care
Quality Institute**

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EAGLETON INSTITUTE OF POLITICS — EAGLETON CENTER FOR PUBLIC INTEREST POLLING —

The Eagleton Center for Public Interest Polling (ECPIP), home of the Rutgers-Eagleton Poll, was established in 1971. Now celebrating almost five decades and over 200 public opinion polls on the state of New Jersey, ECPIP is the oldest and one of the most respected university-based state survey research centers in the United States.

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New Jersey Health Care Quality Institute



The New Jersey Health Care Quality Institute's (Quality Institute) mission is to improve the safety, quality, and affordability of health care for everyone. Our membership comes from all stakeholders in health care. Together with our 100 plus members we are is working towards a world where all people receive safe, equitable, and affordable health care and live their healthiest lives.

Learn more about us at www.njhcqi.org.

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An Introduction from the Quality Institute

Today, people have a wide range of sources from which they can obtain health and health care related information. People can seek information about health-related topics from interpersonal sources, such as doctors, nurses, or friends and family, to media (traditional and new), which may include websites, newspaper, television, magazines, radio, and social media. Understanding people's willingness to seek out information from these sources, and how much they trust the information provided by each source, is critical to the Quality Institute's work to improve the safety, quality, and affordability of health care for everyone.

Indeed, as state and public health leaders address important issues such as vaping, substance use, vaccines, or maternal child health, it is imperative to understand where New Jersey residents are accessing health information and how much they trust it in order to create valuable health-related messaging. Having an untrusted messenger delivering important public health messages is not effective.

Moreover, knowing what demographic disparities exist in where people get their health-related information — and how much they trust it — is essential to targeting health-related messaging. This Health Matters Poll provides that deeper insight into variations by demographic group, which is an invaluable step for creating health communications for different audiences, communities, and messengers.

Residents most likely to turn to health care providers for information

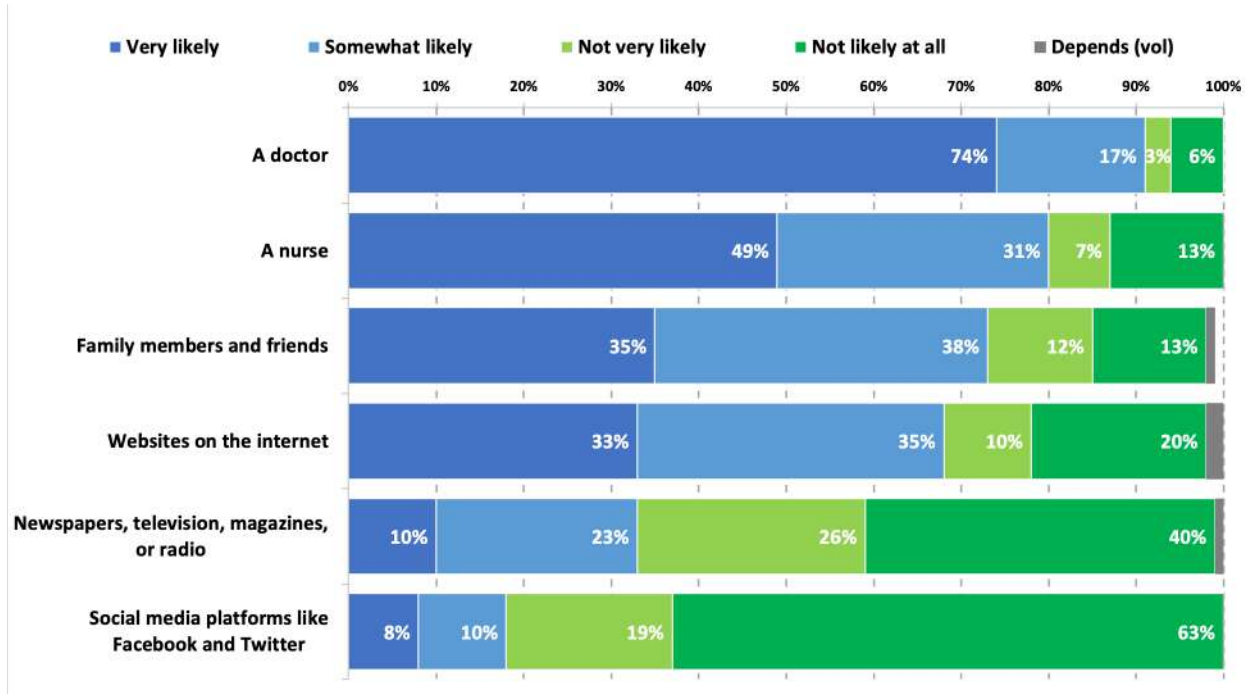
By far, Garden State residents are most likely to turn to health care providers for information if they have a concern related to health or health care. Their first choice for information is a doctor: 74% report being very likely to ask a doctor for information, and another 17% say they are somewhat likely to go to a doctor. New Jerseyans next look to nurses. Just under half of respondents (49%) report being very likely to ask a nurse for information, and another 3 in 10 (31%) are somewhat likely to do so.

New Jerseyans' family and friends and websites on the internet are their next most likely sources of information. Around 7 in 10 say they are very likely (35%) or somewhat likely (38%) to seek out information from family members and friends when it comes to their health and health care concerns. Two-thirds of residents will also look at websites on the internet for information – with a third being very likely to do so and just over another third being somewhat likely.

A third of New Jerseyans are also very likely (10%) or somewhat likely (23%) to seek out information from traditional media sources such as newspapers, television, magazines, or the radio.

Garden Staters are least likely to look to social media platforms. Only 8% of respondents say they are very likely to turn to platforms such as Facebook and Twitter for information about their health concerns, while another 10% say they are somewhat likely to look to these sources.

Figure 1: Likelihood of Seeking Out Health Information from Each of the Following Sources



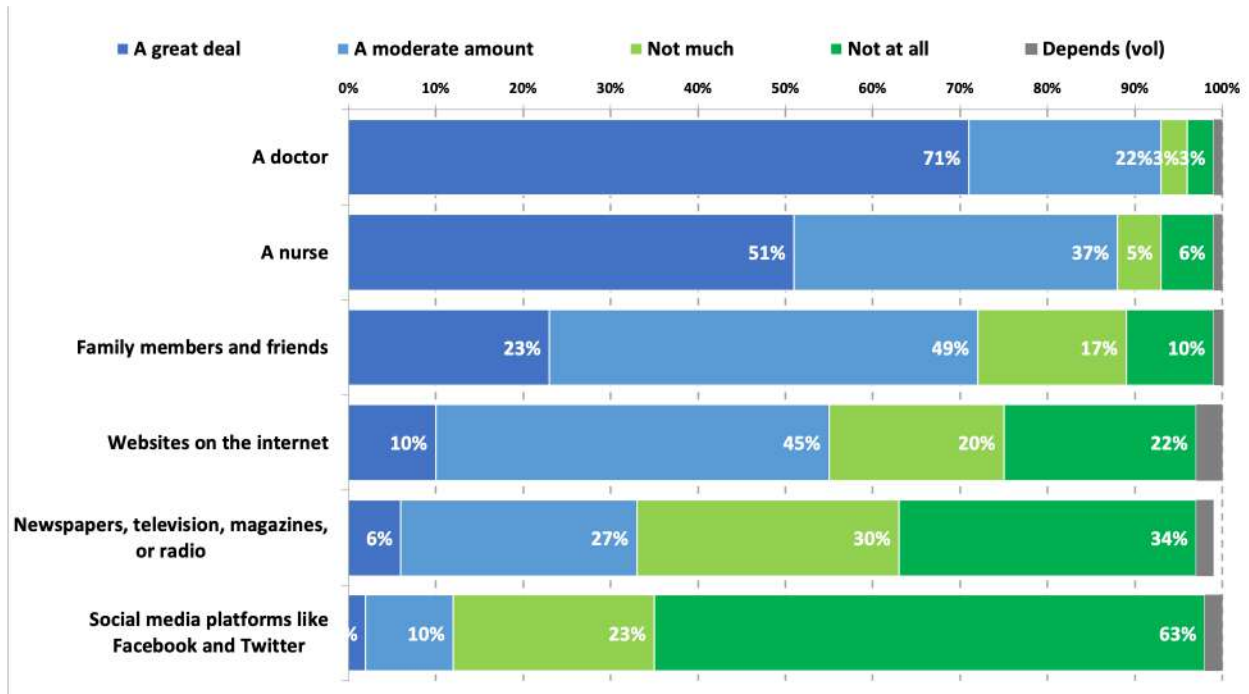
Residents most likely to trust doctors, nurses

Perhaps unsurprisingly, the pattern of who or what New Jerseyans trust to provide accurate health and healthcare-related information mirrors the pattern of who or where they seek information about health and healthcare-related topics. Doctors, once again, come in first place: More than 9 in 10 say they trust their doctors to provide sound information either a great deal (71%) or a moderate amount (22%). Doctors are followed closely by nurses, with 51% of respondents saying they trust nurses to deliver accurate information a great deal and another 37% saying they trust nurses a moderate amount.

Residents also trust the information they get from their families and friends and, to a lesser extent, the internet. About a quarter say they trust their families and friends a great deal when it comes to their ability to provide accurate information on health and health care, and about half report trusting these individuals a moderate amount. Only 1 in 10 residents place a great deal of trust in websites on the internet, though almost half say they report a moderate amount of trust in these sites. On the other hand, 86% of Garden Staters have limited to no trust in health information from social media platforms. Just over 4 in 10 say the same about websites on the internet.

Popular media, and especially social media platforms, are far and away the sources that residents trust the least for health and health care-related information. A third of respondents have a great deal (6%) or a moderate amount (27%) of trust in traditional media such as the news, television, magazines, and radio, while another three in 10 say they do not place much trust in these sources and a third do not trust them at all. Only 2% place a great deal of trust in social media to provide good information and another 10% place a moderate amount of trust in the medium. Nearly a quarter (23%), on the other hand, do not place much trust in social media to provide accurate information and 63% do not trust it at all.

Figure 2: Amount of Trust in Each of the Following Sources



Racial and ethnic differences emerge with non-medical sources

Large majorities of every racial and ethnic group in the state say they seek out health information and put trust in information from doctors. A majority of each racial or ethnic group feels the same about nurses, though to a slightly lesser degree.

When it comes to non-medical sources, however, members of different racial and ethnic groups differ both in terms of how likely they are to seek out information from some sources and, relatedly, how much they trust the information they obtain.

Compared to members of other races and ethnicities, black residents are more likely to seek information from, and to trust, a variety of non-medical sources. Just under 8 in 10 (78%) black residents say they are "very" or "somewhat" likely to seek out information from family and friends, compared to 71% of Hispanic residents and 73% of white residents.

Black residents are also the most trusting of their family and friends, with 79% saying they trust family and friends "a great deal" or "a moderate amount" to provide accurate information. White residents (73%) are slightly less likely to trust information from their families and friends, and Hispanic residents (62%) are much less likely to do so.

A significant gap exists between racial and ethnic groups when it comes to seeking out information from the media. Black residents (51%) are more likely than Hispanics (40%) and twice as likely as whites (24%) to seek out information from newspapers, television, magazines, or the radio.

A similar pattern emerges, though a narrower gap, when it comes to trusting the media to provide sound information about health and health care: black residents are once again the most likely to place "a great deal" or a "moderate amount" of trust in traditional media (48%), compared to Hispanic residents (32%) or white residents (31%).

Although few members of any racial or ethnic group seek information from social media platforms, black residents (24%) and Hispanic residents (22%) indicate that they are slightly more likely than white residents (15%) to look on social media for information about health or health care. Even fewer residents are likely to trust the information they might find there. Eighteen percent of blacks would trust such information, followed by 13% of Hispanics and 10% of whites.

Black residents, white residents, and Hispanic residents alike seek out health information through websites on the internet at the same levels, as well as trust information online.

Figure 3: Likelihood of Seeking Out Health Information from Each of the Following Sources by Race/Ethnicity

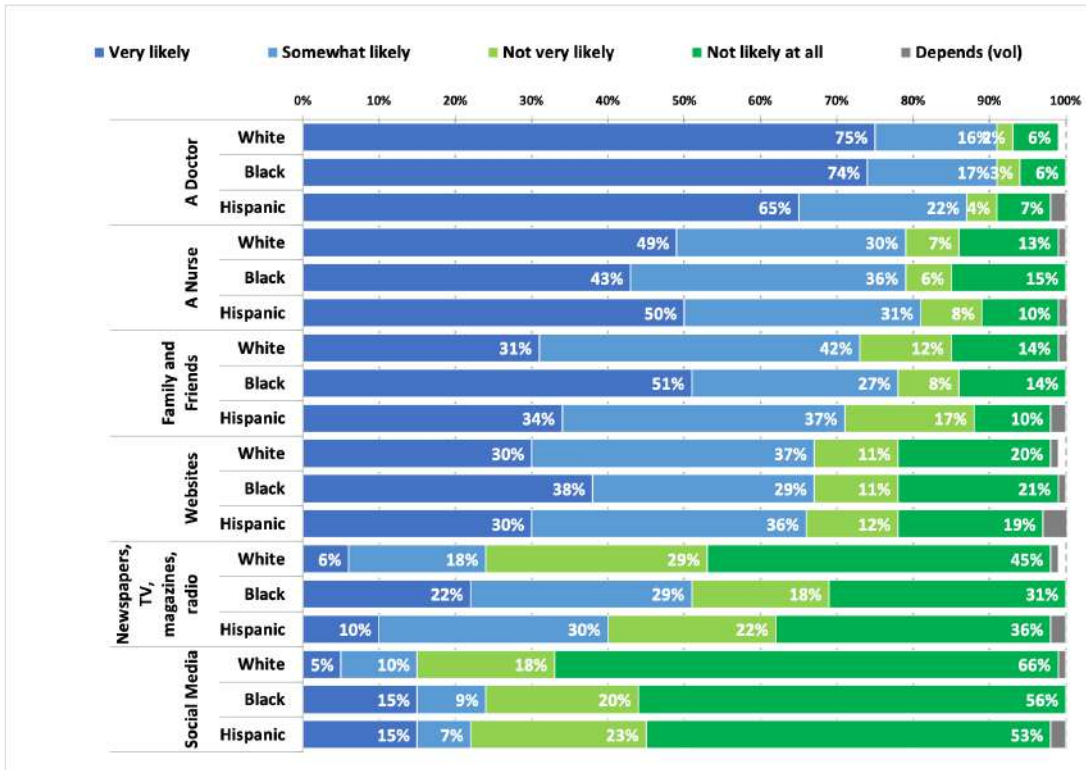
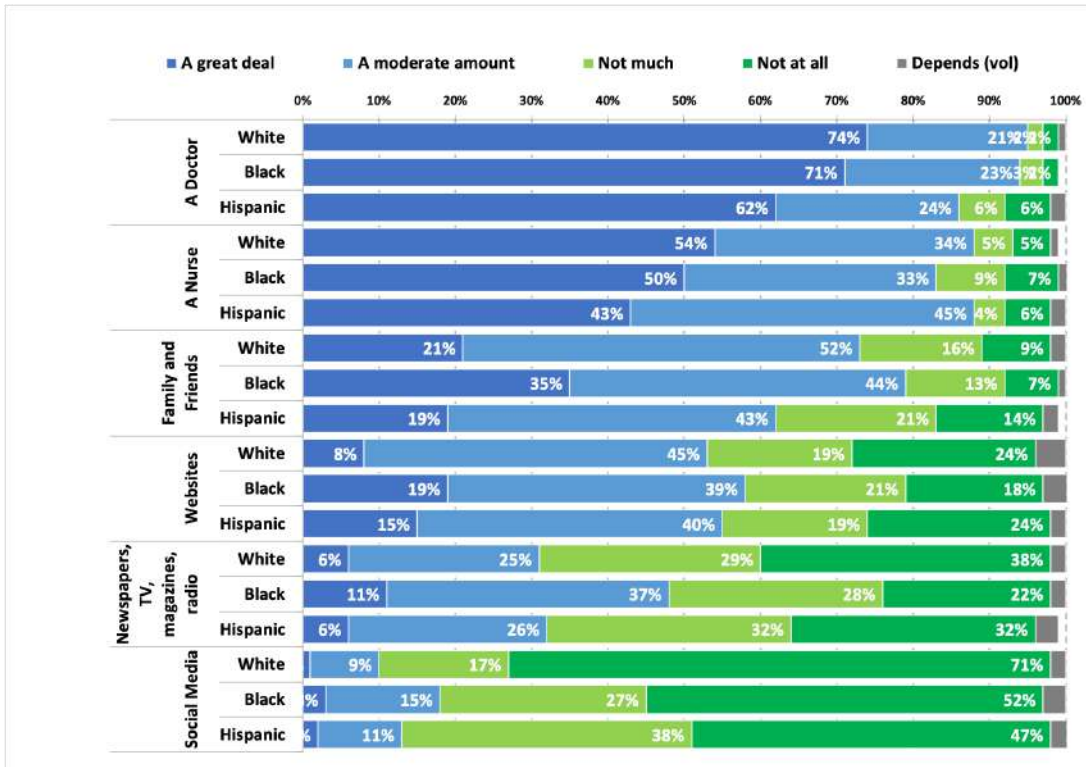


Figure 4: Amount of Trust in Each of the Following Sources by Race/Ethnicity



Lower income brackets more likely to seek out, trust non-medical sources

Across the board, New Jerseyans of all income levels are likely to obtain information from doctors and nurses and to trust them to provide accurate information. Differences in information seeking and trust emerge by income when it comes to other sources, however.

The likelihood of turning to family members and friends, traditional media sources, and social media declines with income. While 82% of residents with household incomes of under \$50,000 would turn to their family and friends, only 67% of those in households making at least \$150,000 say the same. Overall, fewer people say they would look for information from newspapers, television, magazines or radio, but income disparities persist: Just over half (52%) of those in the lowest income bracket would turn to these sources, while one-in-five (19%) of those in the highest income bracket would. Similarly, 27% of the lowest earners would look for information on social media, but only 11% of those in the top bracket say the same; a similar pattern occurs with trust in social media sources.

Figure 5: Likelihood of Seeking Out Health Information from Each of the Following Sources by Income

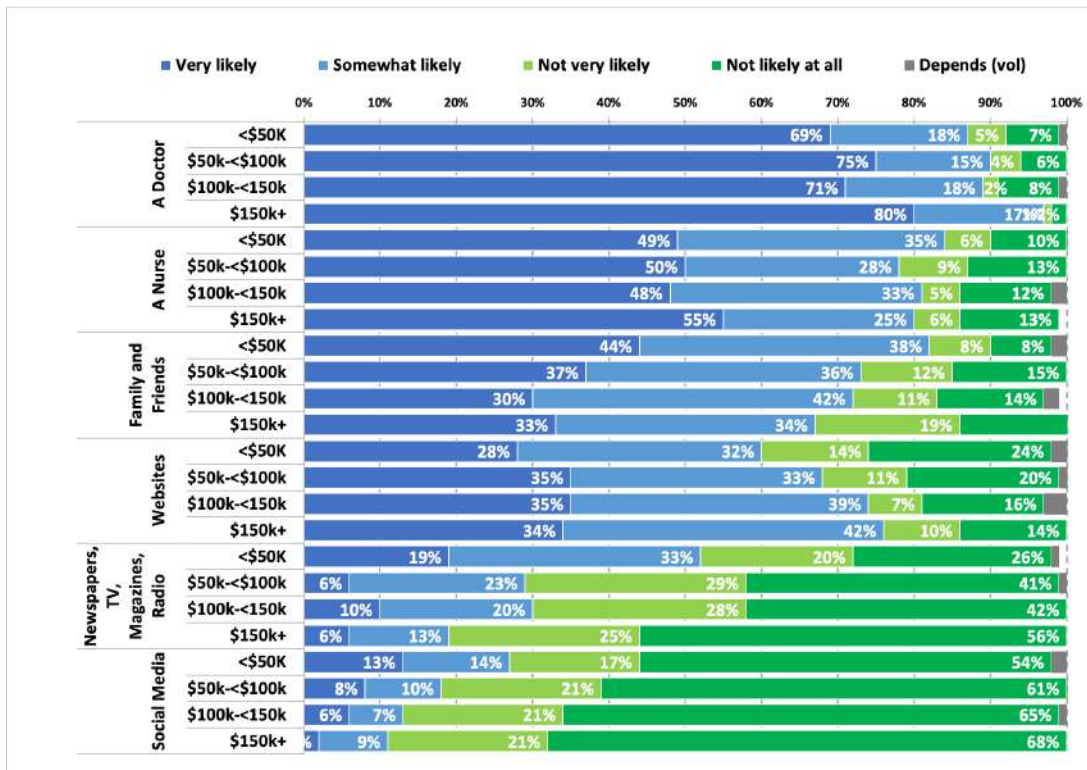
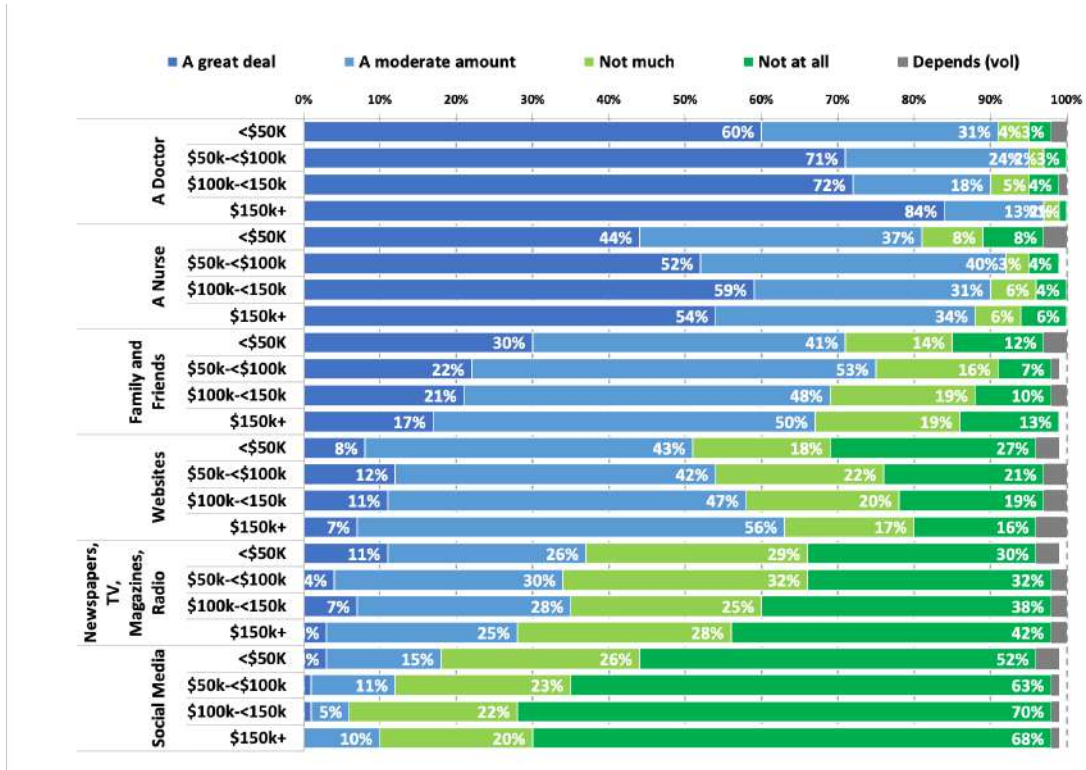


Figure 6: Amount of Trust in Each of the Following Sources by Income



Education associated with turning to the internet, professionals for information

While large numbers – regardless of education level – say they would seek out information from a doctor or trust information from a doctor, those with a high school diploma or less are slightly less likely to do so than those with higher levels of education. A similar pattern emerges from obtaining information and trusting nurses.

Residents with a high school degree or less are somewhat more likely to seek information from traditional media sources such as newspapers, television, magazines or the radio than those with higher levels of education. We see a similar pattern when it comes to finding health information on social media: New Jerseyans with less education are more likely to turn to platforms like Facebook or Twitter than those with more education.

On the other hand, having a college degree or higher is associated with a greater likelihood of checking websites on the internet for information. Six-in-ten of those with a high school degree or less look for information on such sites; more than 7 in 10 college graduates and those who have attended graduate school say the same. While 49% of those with a high school degree or less would trust the information from websites, 58% of those with a college degree would, as would 59% of those who have completed graduate work.

Figure 7: Likelihood of Seeking Out Health Information from Each of the Following Sources by Education

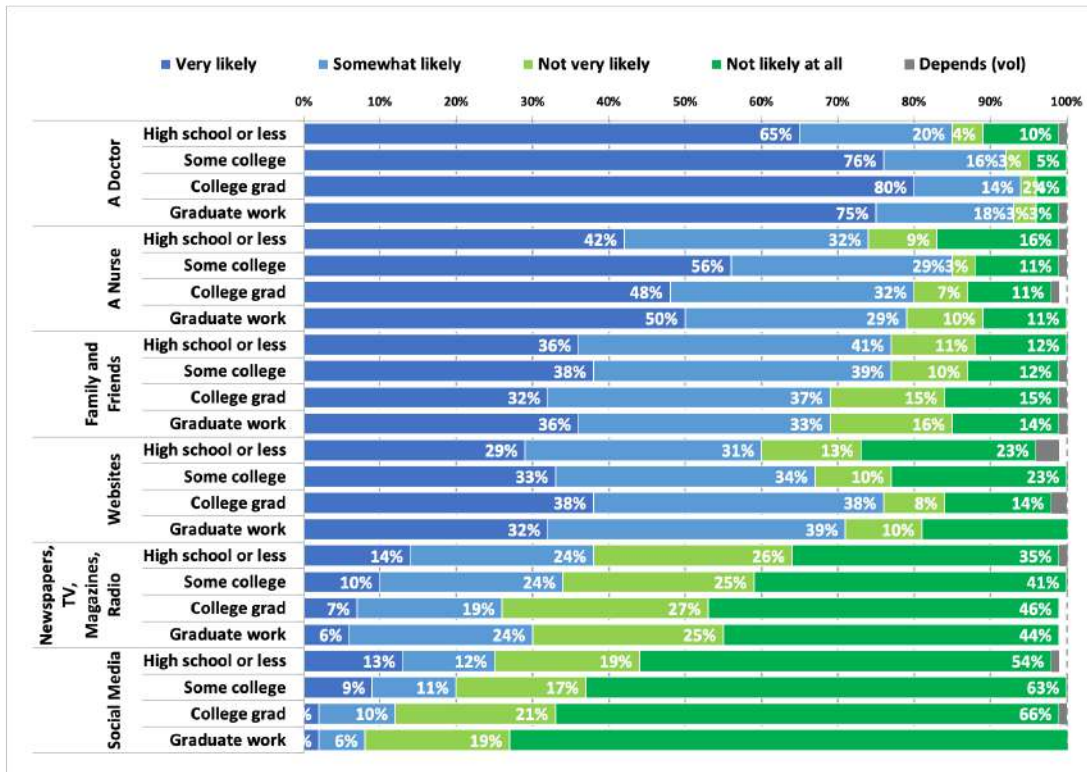
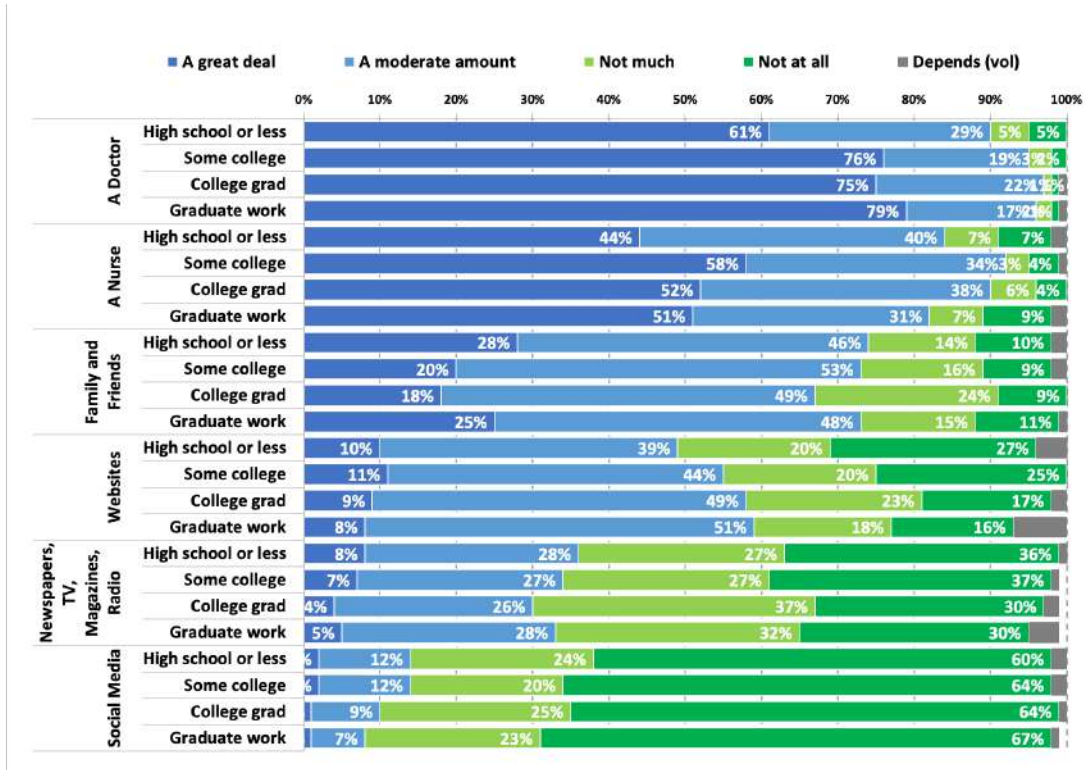


Figure 8: Amount of Trust in Each of the Following Sources by Education



Younger residents most likely to seek out, trust non-health care professionals

A large majority of every age group seeks out information from doctors and trusts them to provide accurate information and, though to a slightly lesser extent, nurses. Disparities by age arise when it comes to other types of sources.

Older respondents are less likely than younger respondents to turn to their family members and friends: nearly nine-in-ten (89%) 18 to 29 year olds would seek information from these networks, compared to 68% of those 65 and above. Similarly, while eight-in-ten (79%) 18 to 29 year olds trust these networks to provide accurate information, only 65% of those 65 and older say the same. Similar patterns emerge when it comes to the likelihood of seeking information from, and trusting, websites on the internet, and social media platforms. This pattern changes, however, when it comes to obtaining information from traditional media sources; this time, old and young alike are turning to these sources for information in similar numbers.

Figure 9: Likelihood of Seeking Out Health Information from Each of the Following Sources by Age

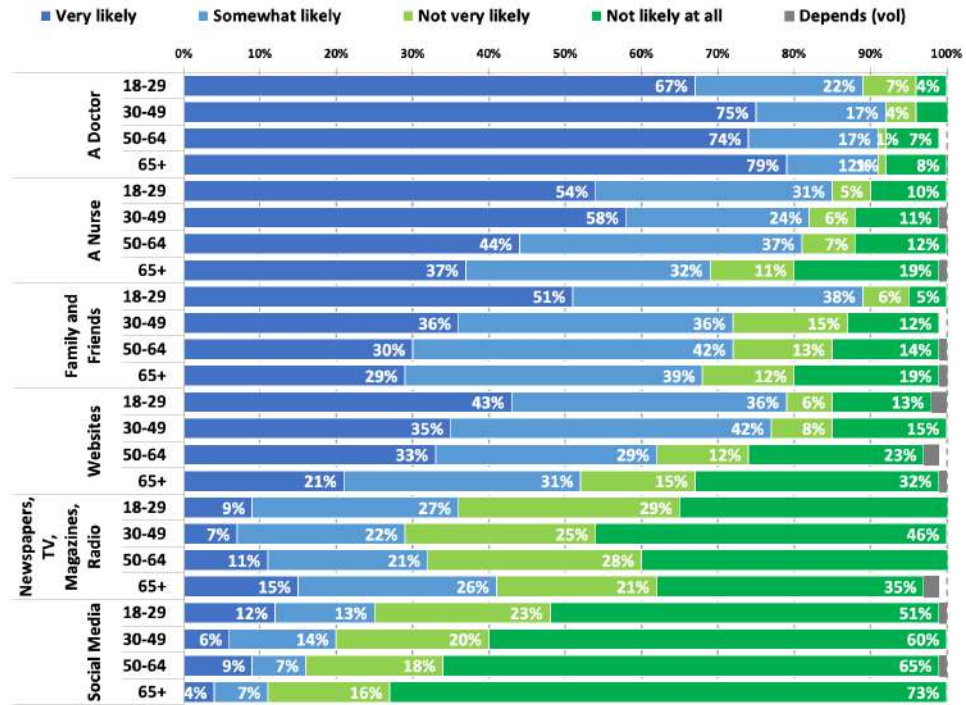
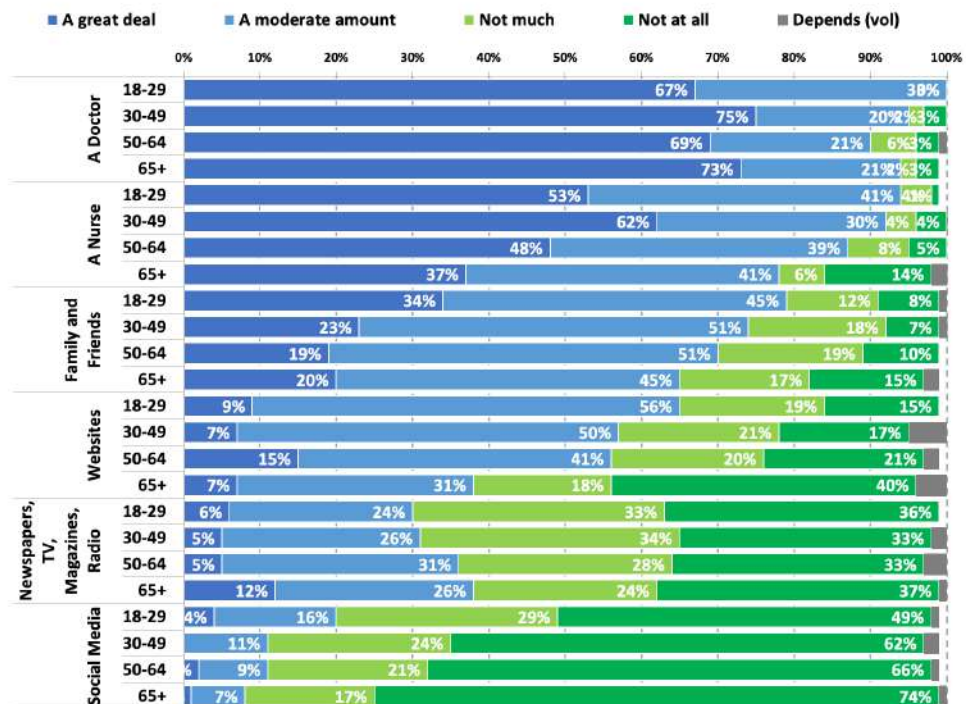


Figure 10: Amount of Trust in Each of the Following Sources by Age



Women slightly more likely to trust nurses

Almost all men and women in the state are likely to seek information from doctors and trust that the information provided by doctors is accurate. They obtain and trust information from other types of sources at similar rates. Only a few, small differences exist. Women are more likely than men to trust nurses to provide sound information (90% to 85%); they are also more likely by just a few points to seek information from a website (69% to 66%).

Figure 11: Likelihood of Seeking Out Health Information from Each of the Following Sources by Gender

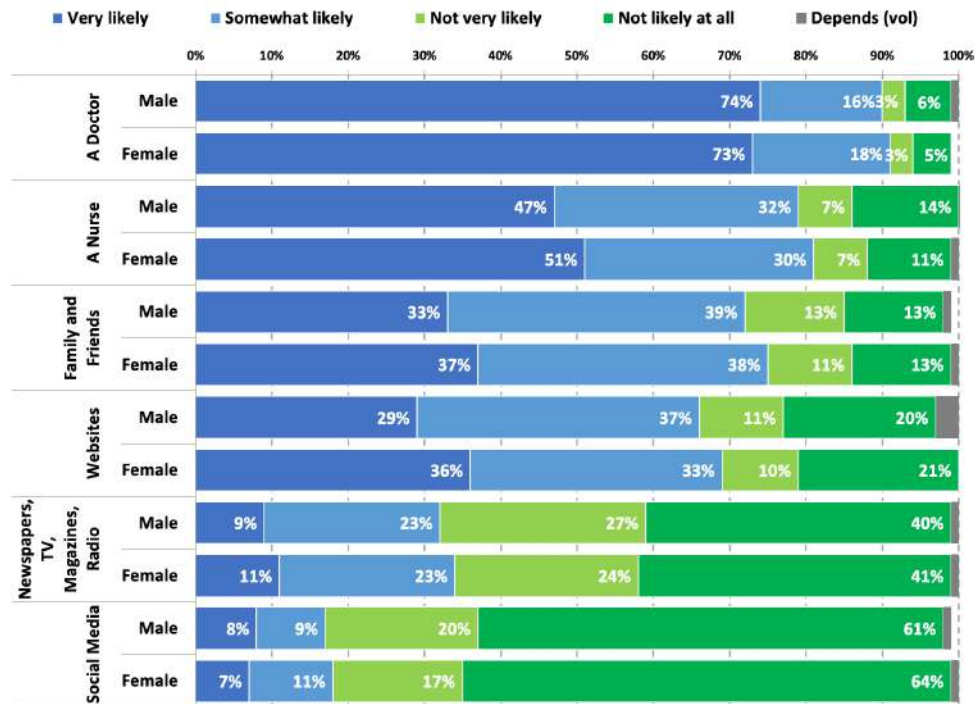
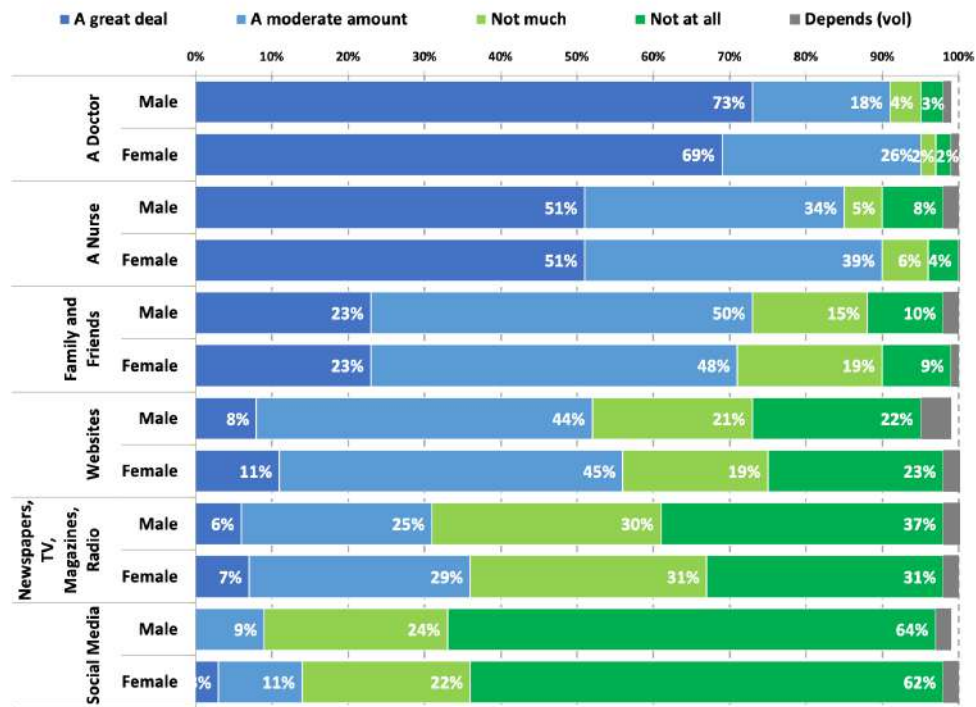


Figure 12: Amount of Trust in Each of the Following Sources by Gender



Health Insurance Coverage Related to Information Seeking and Trust

While the majority of individuals are very likely to turn to a doctor for information and trust information from a doctor no matter their type of health insurance coverage, those with a plan through an employer are slightly more likely than others to seek out information from doctors. Those on Medicare or Medicaid, or NJ Family Care, however, are the most likely to say they trust the information they get from a doctor.

Despite generally high levels of trust in nurses no matter coverage type, the most likely to trust information from a nurse are those with plans through an employer (92%). By comparison, 85% of those on Medicare, Medicaid, or NJ Family Care trust nurses to deliver accurate information, as do 90% of those on a plan they purchased themselves or got from somewhere else.

Those who are on Medicare, Medicaid, or NJ Family care are nearly twice as likely (48%) as those with other types of insurance to seek information about their health or health care from traditional media sources such as newspapers, television, magazines, or the radio. They are also slightly more likely to trust the information they get from these sources: 38% compared trust these traditional sources, compared to 34% of those with insurance they purchased themselves or by some other means and 32% of those with insurance through an employer.

New Jerseyans on Medicare, Medicaid, or NJ Family care are also the most likely to trust their family members and friends to deliver sound information. While 76% of those with Medicare, Medicaid, or NJ Family care place "a great deal" or "a moderate amount" of trust in these sources of information, 72% of those on a plan through an employer do, as do 70% of individuals with a plan they purchased themselves or obtained somewhere else.

On the other hand, residents on Medicare, Medicaid, or NJ Family Care are the least likely, by double digits, to trust information from websites on the internet. Forty-seven percent trust such sources of information, compared to 58% of those with a plan through an employer and 56% of those with a plan they purchased themselves or got from somewhere else.

Figure 13: Likelihood of Seeking Out Health Information by Type of Health Insurance Coverage

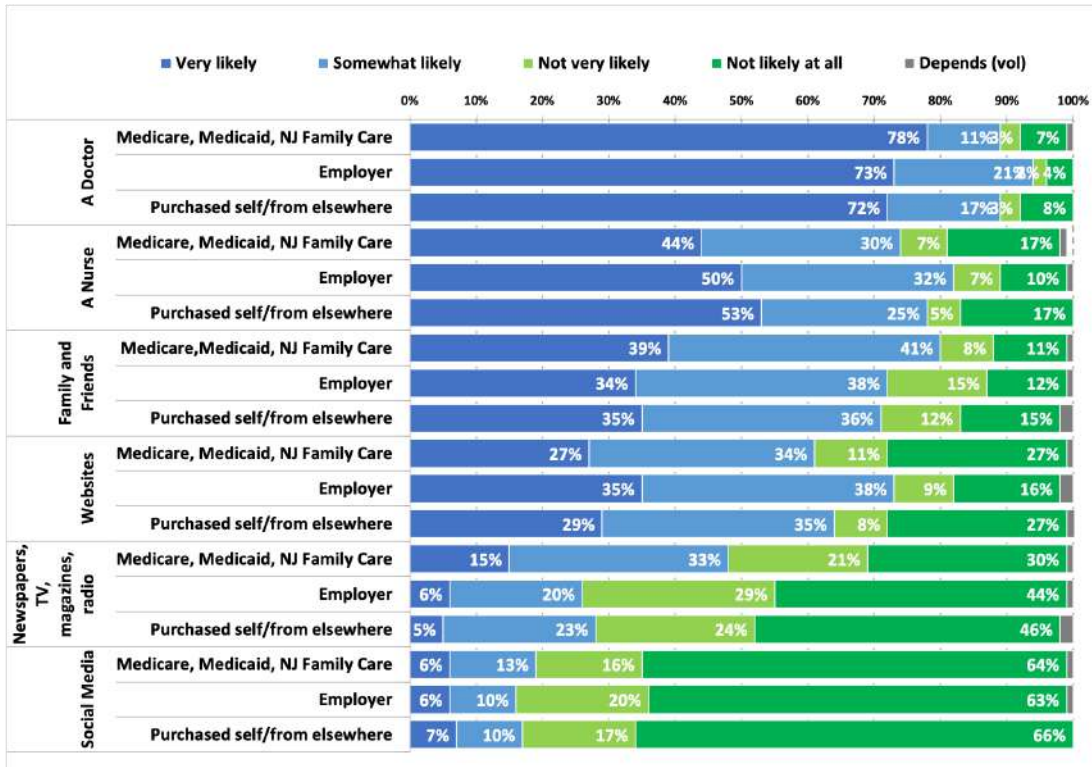
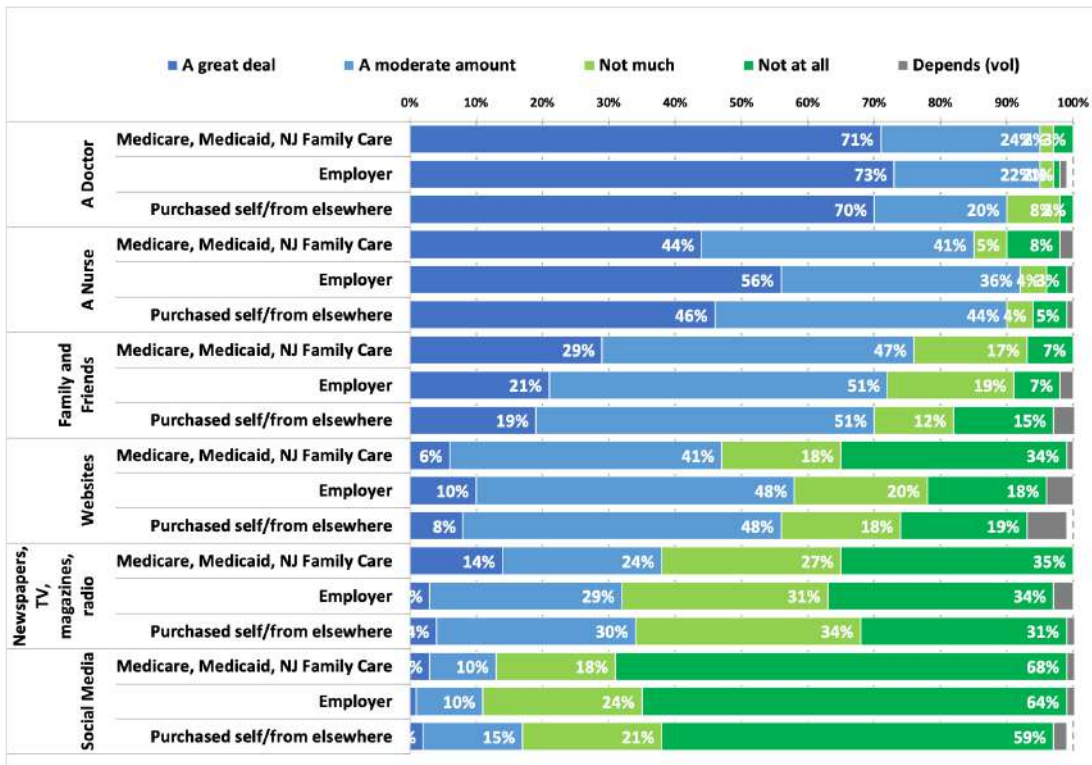


Figure 14: Amount of Trust in Each of the Following Sources by Type of Health Insurance Coverage



Questions and Tables

The questions covered in this report are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey adults; all percentages are of weighted results. Use extreme caution when interpreting groups smaller than N=100.

Q. Are you, yourself, now covered by any form of health insurance or health insurance plan, or do you not have health insurance at this time?

Covered	92%
Not covered	8%
Unwght N=	852

	Party ID			Gender		Race/ethnicity			Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+	<\$50k	<\$100k	<150k	\$150k+
Covered	92%	90%	95%	90%	93%	94%	85%	89%	88%	93%	89%	98%	82%	93%	96%	99%
Not covered	8%	10%	5%	10%	7%	6%	15%	11%	12%	7%	11%	2%	18%	7%	4%	1%
Unwght N=	310	348	174	420	432	528	106	110	165	257	252	171	159	273	147	155

	Education				Region				
	High school or less	Some college	College grad	Graduate work	Urban	Suburban	Exurban	Phil/South Shore	
Covered	89%	91%	94%	97%	88%	92%	92%	93%	93%
Not covered	11%	9%	6%	3%	12%	8%	8%	7%	7%
Unwght N=	167	246	268	165	180	132	104	167	214

Q. Which of the following is your MAIN source of health insurance coverage? Is it...?

Medicare	17%
Medicaid or NJ Family Care	9%
A plan through your or a family member's current or former employer	61%
A plan you purchased yourself through the healthcare.gov federal marketplace or from a private insurance company	9%
From somewhere else	4%
Not currently insured (vol)	0%
Unwght N=	779

	Party ID			Gender		Race/ethnicity			Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+	<\$50k	<\$100k	<150k	\$150k+
Medicare	19%	13%	18%	17%	16%	22%	15%	3%	3%	2%	3%	71%	28%	18%	8%	5%
Medicaid/NJ family care	9%	10%	6%	7%	11%	5%	21%	14%	18%	9%	8%	2%	27%	7%	2%	1%
Employer	60%	61%	63%	61%	61%	59%	56%	68%	67%	74%	72%	22%	30%	66%	77%	78%
Purchased yourself	8%	10%	10%	9%	9%	10%	6%	7%	5%	11%	14%	4%	10%	6%	12%	13%
Somewhere else	4%	5%	3%	6%	3%	3%	3%	8%	7%	3%	3%	2%	6%	4%	1%	3%
Not insured	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unwght N=	289	310	163	379	400	494	92	96	138	238	229	167	131	253	138	153

	Education				Region				
	High school or less	Some college	College grad	Graduate work	Urban	Suburban	Exurban	Phil/South Shore	
Medicare	23%	19%	10%	13%	18%	23%	11%	13%	20%
Medicaid/NJ family care	16%	10%	4%	1%	11%	7%	2%	6%	10%
Employer	49%	56%	74%	72%	56%	62%	69%	64%	56%
Purchased yourself	6%	12%	8%	12%	11%	4%	9%	13%	10%
Somewhere else	6%	3%	4%	2%	3%	4%	9%	4%	3%
Not insured	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unwght N=	147	218	249	161	163	118	96	151	198

Q. People seek out information from various sources when they have a question or concern about health and health care-related issues. Please tell me how likely you would be to seek out information from each of the following if you had a question or concern about health or health care-related issues. First, would you be very likely, somewhat likely, not very likely, or not likely at all to seek out information from ...

	A doctor	A nurse	Family members and friends	Websites on the internet	Newspapers, television, magazines, or radio	Social media platforms like Facebook and Twitter
Very likely	74%	49%	35%	33%	10%	8%
Somewhat likely	17%	31%	38%	35%	23%	10%
Not very likely	3%	7%	12%	10%	26%	19%
Not likely at all	6%	13%	13%	20%	40%	63%
Depends (vol)	0%	1%	1%	2%	1%	1%
Unwght N=	847	846	844	843	845	842

Family members and friends

	Party ID			Gender		Race/ethnicity			Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+	<\$50K	<\$100k	<150k	\$150k+
Very likely	35%	35%	36%	33%	37%	31%	51%	34%	51%	36%	30%	29%	44%	37%	30%	33%
Somewhat likely	41%	35%	39%	39%	38%	42%	27%	37%	38%	36%	42%	39%	38%	36%	42%	34%
Not very likely	13%	10%	16%	13%	11%	12%	8%	17%	6%	15%	13%	12%	8%	12%	11%	19%
Not likely at all	10%	18%	8%	13%	13%	14%	14%	10%	5%	12%	14%	19%	8%	15%	14%	15%
Depends (vol)	1%	1%	1%	1%	1%	2%	0%	2%	0%	0%	1%	2%	2%	0%	2%	0%
Unwght N=	306	345	174	418	426	526	105	108	165	256	246	170	157	268	148	155

	Education				Region					Type of insurance		
	High school or less	Some college	College grad	Graduate work	Urban	Suburban	Exurban	Phil/South Shore	Shore	Medicare, Medicaid, NJ Family Care	Employer	Purchased self/from elsewhere
Very likely	36%	38%	32%	36%	36%	37%	33%	41%	34%	39%	34%	35%
Somewhat likely	41%	39%	37%	33%	38%	39%	38%	34%	41%	41%	38%	36%
Not very likely	11%	10%	15%	16%	12%	13%	16%	9%	9%	8%	15%	12%
Not likely at all	12%	12%	15%	14%	12%	10%	12%	16%	15%	11%	12%	15%
Depends (vol)	1%	1%	1%	2%	1%	2%	2%	0%	1%	1%	1%	2%
Unwght N=	166	243	265	165	178	131	103	166	212	185	481	104

Newspapers, television, magazines, or radio

	Party ID			Gender		Race/ethnicity			Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+	<\$50k	<\$100k	<150k	\$150k+
Very likely	15%	8%	4%	9%	11%	6%	22%	10%	9%	7%	11%	15%	19%	6%	10%	6%
Somewhat likely	29%	20%	21%	23%	23%	18%	29%	30%	27%	22%	21%	26%	33%	23%	20%	13%
Not very likely	26%	24%	28%	27%	24%	29%	18%	22%	29%	25%	28%	21%	20%	29%	28%	25%
Not likely at all	30%	46%	47%	40%	41%	45%	31%	36%	36%	46%	41%	35%	26%	41%	42%	56%
Depends (vol)	0%	2%	0%	1%	1%	1%	0%	2%	0%	0%	0%	2%	1%	1%	0%	0%
Unwght N=	307	346	175	419	426	524	104	111	165	256	250	167	156	271	149	153

	Education				Region					Type of insurance		
	High school or less	Some college	College grad	Graduate work	Urban	Suburban	Exurban	Phil/South Shore	Shore	Medicare, Medicaid, NJ Family Care	Employer	Purchased self/from elsewhere
Very likely	14%	10%	7%	6%	16%	7%	14%	10%	6%	15%	6%	5%
Somewhat likely	24%	24%	19%	24%	21%	22%	13%	23%	24%	33%	20%	23%
Not very likely	26%	25%	27%	25%	20%	31%	27%	26%	25%	21%	29%	24%
Not likely at all	35%	41%	46%	44%	42%	39%	44%	41%	43%	30%	44%	46%
Depends (vol)	2%	1%	0%	0%	1%	0%	2%	0%	1%	1%	1%	2%
Unwght N=	166	243	266	165	179	130	102	168	214	184	480	107

Websites on the internet

	Party ID			Gender		Race/ethnicity			Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+	<\$50K	<\$100k	<150k	\$150k+
Very likely	37%	29%	32%	29%	36%	30%	38%	30%	43%	35%	33%	21%	28%	35%	35%	34%
Somewhat likely	36%	36%	34%	37%	33%	37%	29%	36%	36%	42%	29%	31%	32%	33%	39%	42%
Not very likely	10%	10%	11%	11%	10%	11%	11%	12%	6%	8%	12%	15%	14%	11%	7%	10%
Not likely at all	16%	22%	23%	20%	21%	20%	21%	19%	13%	15%	23%	32%	24%	20%	16%	14%
Depends (vol)	1%	3%	0%	3%	0%	1%	1%	4%	2%	0%	2%	1%	3%	2%	3%	0%
Unwght N=	306	346	174	420	423	522	105	111	164	257	249	166	153	271	149	154

	Education				Region					Type of insurance		
	High school or less	Some college	College grad	Graduate work	Urban	Suburban	Exurban	Phil/South Shore	Medicare, Medicaid, NJ Family Care	Purchased self/from Employer elsewhere		
Very likely	29%	33%	38%	32%	30%	33%	32%	36%	32%	27%	35%	29%
Somewhat likely	31%	34%	38%	39%	37%	29%	36%	34%	34%	34%	38%	35%
Not very likely	13%	10%	8%	10%	8%	9%	16%	10%	9%	11%	9%	8%
Not likely at all	23%	23%	14%	20%	22%	26%	16%	18%	23%	27%	16%	27%
Depends (vol)	3%	1%	2%	0%	3%	2%	0%	2%	1%	1%	2%	2%
Unwght N=	164	242	268	164	179	129	103	166	213	182	481	107

Social media platforms like Facebook and Twitter

	Party ID			Gender		Race/ethnicity			Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+	<\$50K	<\$100k	<150k	\$150k+
Very likely	9%	8%	5%	8%	7%	5%	15%	15%	12%	6%	9%	4%	13%	8%	6%	2%
Somewhat likely	14%	8%	9%	9%	11%	10%	9%	7%	13%	14%	7%	7%	14%	10%	7%	9%
Not very likely	21%	17%	20%	20%	17%	18%	20%	23%	23%	20%	18%	16%	17%	21%	21%	21%
Not likely at all	55%	67%	67%	61%	64%	66%	56%	53%	51%	60%	65%	73%	54%	61%	65%	68%
Depends (vol)	1%	1%	0%	1%	1%	1%	0%	2%	1%	0%	1%	0%	2%	1%	1%	0%
Unwght N=	306	347	173	418	424	522	104	111	165	255	250	165	154	269	149	155

	Education				Region				Type of insurance			
	High school or less	Some college	College grad	Graduate work	Urban	Suburban	Exurban	Phil/South Shore	Medicare, Medicaid, NJ Family Care	Purchased self/from Employer elsewhere		
Very likely	13%	9%	2%	2%	7%	7%	6%	5%	10%	6%	6%	7%
Somewhat likely	12%	11%	10%	6%	6%	12%	7%	9%	13%	13%	10%	10%
Not very likely	19%	17%	21%	19%	20%	17%	14%	21%	16%	16%	20%	17%
Not likely at all	54%	63%	66%	74%	66%	64%	72%	64%	60%	64%	63%	66%
Depends (vol)	1%	1%	1%	0%	1%	0%	1%	1%	2%	1%	1%	0%
Unwght N=	165	240	267	165	177	129	102	166	215	180	482	107

A nurse

	Party ID			Gender		Race/ethnicity			Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+	<\$50K	<\$100k	<150k	\$150k+
Very likely	51%	49%	45%	47%	51%	49%	43%	50%	54%	58%	44%	37%	49%	50%	48%	55%
Somewhat likely	31%	27%	37%	32%	30%	30%	36%	31%	31%	24%	37%	32%	35%	28%	33%	25%
Not very likely	9%	7%	5%	7%	7%	7%	6%	8%	5%	6%	7%	11%	6%	9%	5%	6%
Not likely at all	9%	15%	12%	14%	11%	13%	15%	10%	10%	11%	12%	19%	10%	13%	12%	13%
Depends (vol)	0%	1%	1%	1%	1%	1%	0%	2%	0%	1%	1%	1%	1%	0%	2%	0%
Unwght N=	308	347	173	420	426	524	107	111	166	257	249	167	156	270	149	155

	Education				Region					Type of insurance		
	High school or less	Some college	College grad	Graduate work	Urban	Suburban	Exurban	Phil/South Shore	Medicare, Medicaid, NJ Family Care	Purchased self/from Employer	elsewhere	
Very likely	42%	56%	48%	50%	49%	47%	50%	54%	49%	44%	50%	53%
Somewhat likely	32%	29%	32%	29%	33%	30%	26%	28%	29%	30%	32%	25%
Not very likely	9%	3%	7%	10%	5%	6%	8%	9%	7%	7%	7%	5%
Not likely at all	16%	11%	11%	11%	12%	17%	16%	8%	14%	17%	10%	17%
Depends (vol)	1%	1%	1%	0%	1%	0%	0%	2%	2%	1%	1%	0%
Unwght N=	167	242	268	164	178	130	103	167	214	182	482	107

A doctor

	Party ID			Gender		Race/ethnicity			Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+	<\$50k	<\$100k	<150k	\$150k+
Very likely	78%	68%	77%	74%	73%	75%	74%	65%	67%	75%	74%	79%	69%	75%	71%	80%
Somewhat likely	16%	17%	19%	16%	18%	16%	17%	22%	22%	17%	17%	12%	18%	15%	18%	17%
Not very likely	3%	4%	1%	3%	3%	2%	3%	4%	7%	4%	1%	1%	5%	4%	2%	1%
Not likely at all	3%	11%	2%	6%	5%	6%	6%	7%	4%	5%	7%	8%	7%	6%	8%	2%
Depends (vol)	0%	1%	0%	1%	0%	0%	0%	2%	0%	0%	0%	1%	1%	0%	1%	0%
Unwght N=	307	347	175	420	427	524	106	111	166	258	248	168	157	273	149	153

	Education				Region					Type of insurance		
	High school or less	Some college	College grad	Graduate work	Urban	Suburban	Exurban	Phil/South Shore	Medicare, Medicaid, NJ Family Care	Purchased self/from Employer	elsewhere	
Very likely	65%	76%	80%	75%	78%	74%	72%	77%	71%	78%	73%	72%
Somewhat likely	20%	16%	14%	18%	15%	18%	18%	14%	17%	11%	21%	17%
Not very likely	4%	3%	2%	3%	5%	4%	4%	1%	2%	3%	2%	3%
Not likely at all	10%	5%	4%	3%	3%	4%	6%	9%	9%	7%	4%	8%
Depends (vol)	1%	0%	0%	1%	0%	1%	0%	0%	1%	1%	1%	0%
Unwght N=	167	243	268	164	179	131	102	168	213	184	482	107

Q. People trust some sources more than others when it comes to providing accurate health and health care-related information. Please tell me how much you generally trust each of the following. First, how much do you generally trust health information provided by [INSERT ITEM] – a great deal, a moderate amount, not much, or not at all? First:

	A doctor	A nurse	Family members and friends	Websites on the internet	Newspapers, television, magazines, or radio	Social media platforms like Facebook and Twitter
A great deal	71%	51%	23%	10%	6%	2%
A moderate amount	22%	37%	49%	45%	27%	10%
Not much	3%	5%	17%	20%	30%	23%
Not at all	3%	6%	10%	22%	34%	63%
Depends (vol)	1%	1%	2%	3%	2%	2%
Unwght N=	851	850	852	843	847	846

Family members and friends

	Party ID			Gender		Race/ethnicity			Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+	<\$50k	<\$100k	<150k	\$150k+
A great deal	22%	25%	20%	23%	23%	21%	35%	19%	34%	23%	19%	20%	30%	22%	21%	17%
A moderate amount	49%	44%	58%	50%	48%	52%	44%	43%	45%	51%	51%	45%	41%	53%	48%	50%
Not much	18%	16%	16%	15%	19%	16%	13%	21%	12%	18%	19%	17%	14%	16%	19%	19%
Not at all	10%	12%	6%	10%	9%	9%	7%	14%	8%	7%	10%	15%	12%	7%	10%	13%
Depends (vol)	1%	3%	0%	2%	1%	2%	1%	2%	1%	2%	0%	2%	3%	1%	2%	0%
Unwght N=	310	348	174	421	431	527	108	111	166	258	251	170	159	271	149	155

	Education				Region					Type of insurance		
	High school or less	Some college	College grad	Graduate work	Urban	Suburban	Exurban	Phil/South Shore	Medicare, Medicaid, NJ Family Care	Employer	Purchased self/from elsewhere	
A great deal	28%	20%	18%	25%	29%	23%	19%	20%	24%	29%	21%	19%
A moderate amount	46%	53%	49%	48%	39%	48%	57%	48%	52%	47%	51%	51%
Not much	14%	16%	24%	15%	17%	17%	16%	21%	13%	17%	19%	12%
Not at all	10%	9%	9%	11%	12%	11%	8%	10%	9%	7%	7%	15%
Depends (vol)	2%	2%	1%	2%	3%	0%	0%	2%	2%	0%	2%	4%
Unwght N=	168	246	268	164	179	131	104	168	215	187	483	106

Newspapers, television, magazines, or radio

	Party ID			Gender		Race/ethnicity			Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+	<\$50K	<\$100k	<150k	\$150k+
A great deal	11%	4%	4%	6%	7%	6%	11%	6%	6%	5%	5%	12%	11%	4%	7%	3%
A moderate amount	31%	24%	27%	25%	29%	25%	37%	26%	24%	26%	31%	26%	26%	30%	28%	25%
Not much	31%	31%	27%	30%	31%	29%	28%	32%	33%	34%	28%	24%	29%	32%	25%	28%
Not at all	25%	38%	40%	37%	31%	38%	22%	32%	36%	33%	33%	37%	30%	32%	38%	42%
Depends (vol)	1%	3%	1%	3%	2%	2%	2%	3%	0%	2%	3%	1%	3%	2%	2%	2%
Unwght N=	309	347	172	419	428	526	106	110	162	258	250	170	157	272	148	154

	Education				Region					Type of insurance		
	High school or less	Some college	College grad	Graduate work	Urban	Suburban	Exurban	Phil/South Shore	Medicare, Medicaid, NJ Family Care	Employer	Purchased self/from elsewhere	
A great deal	8%	7%	4%	5%	13%	8%	1%	5%	4%	14%	3%	4%
A moderate amount	28%	27%	26%	28%	25%	22%	28%	27%	27%	24%	29%	30%
Not much	27%	27%	37%	32%	25%	34%	28%	31%	28%	27%	31%	34%
Not at all	36%	37%	30%	30%	35%	32%	41%	35%	37%	35%	34%	31%
Depends (vol)	2%	1%	2%	4%	2%	3%	1%	2%	3%	0%	3%	2%
Unwght N=	165	245	268	164	177	131	103	168	213	187	481	105

Websites on the internet

	Party ID			Gender		Race/ethnicity			Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+	<\$50K	<\$100k	<150k	\$150k+
A great deal	12%	9%	8%	8%	11%	8%	19%	15%	9%	7%	15%	7%	8%	12%	11%	7%
A moderate amount	46%	41%	49%	44%	45%	45%	39%	40%	56%	50%	41%	31%	43%	42%	47%	56%
Not much	20%	21%	19%	21%	19%	19%	21%	19%	19%	21%	20%	18%	18%	22%	20%	17%
Not at all	20%	24%	21%	22%	23%	24%	18%	24%	15%	17%	21%	40%	27%	21%	19%	16%
Depends (vol)	3%	4%	3%	4%	3%	4%	4%	2%	0%	5%	2%	4%	3%	3%	3%	4%
Unwght N=	308	346	173	418	425	525	105	110	163	257	250	166	155	272	149	154

	Education				Region					Type of insurance		
	High school or less	Some college	College grad	Graduate work	Urban	Suburban	Exurban	Phil/South Shore	Care	Medicare, Medicaid, NJ Family Care	Purchased self/from Employer elsewhere	
A great deal	10%	11%	9%	8%	13%	7%	9%	11%	9%	6%	10%	8%
A moderate amount	39%	44%	49%	51%	42%	44%	41%	45%	43%	41%	48%	48%
Not much	20%	20%	23%	18%	16%	20%	20%	22%	19%	18%	20%	18%
Not at all	27%	25%	17%	16%	23%	27%	27%	19%	24%	34%	18%	19%
Depends (vol)	5%	2%	2%	7%	5%	3%	4%	3%	4%	1%	4%	6%
Unwght N=	162	244	268	164	176	128	104	168	212	183	479	106

Social media platforms like Facebook and Twitter

	Party ID			Gender		Race/ethnicity			Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+	<\$50K	<\$100k	<150k	\$150k+
A great deal	3%	1%	0%	0%	3%	1%	3%	2%	4%	0%	2%	1%	3%	1%	1%	0%
A moderate amount	12%	9%	10%	9%	11%	9%	15%	11%	16%	11%	9%	7%	15%	11%	5%	10%
Not much	30%	18%	23%	24%	22%	17%	27%	38%	29%	24%	21%	17%	26%	23%	22%	20%
Not at all	55%	68%	66%	64%	62%	71%	52%	47%	49%	62%	66%	74%	52%	63%	70%	68%
Depends (vol)	0%	3%	1%	2%	2%	2%	3%	3%	1%	2%	1%	1%	3%	1%	1%	1%
Unwght N=	307	346	174	419	427	525	106	110	166	256	250	167	156	272	148	155

	Education				Region					Type of insurance			
	High school or less	Some college	College grad	Graduate work	Urban	Suburban	Exurban	Phil/South Shore	Medicare, Medicaid, NJ Family Care	Purchased self/from Employer elsewhere			
A great deal	2%	2%	1%	1%	1%	1%	0%	3%	2%	3%	1%	2%	
A moderate amount	12%	12%	9%	7%	11%	12%	6%	8%	11%	10%	10%	15%	
Not much	24%	20%	25%	23%	21%	21%	23%	24%	22%	18%	24%	21%	
Not at all	60%	64%	64%	67%	65%	64%	71%	64%	63%	68%	64%	59%	
Depends (vol)	2%	2%	1%	1%	2%	2%	0%	1%	3%	2%	2%	2%	
Unwght N=	164	243	269	164	177	131	104	166	213	185	480	106	

A nurse

	Party ID			Gender		Race/ethnicity			Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+	<\$50K	<\$100k	<150k	\$150k+
A great deal	55%	51%	46%	51%	51%	54%	50%	43%	53%	62%	48%	37%	44%	52%	59%	54%
A moderate amount	35%	35%	44%	34%	39%	34%	33%	45%	41%	30%	39%	41%	37%	40%	31%	34%
Not much	5%	6%	5%	5%	6%	5%	9%	4%	4%	4%	8%	6%	8%	3%	6%	6%
Not at all	5%	6%	6%	8%	4%	5%	7%	6%	1%	4%	5%	14%	8%	4%	4%	6%
Depends (vol)	1%	2%	0%	2%	1%	1%	2%	2%	0%	1%	0%	3%	3%	0%	1%	0%
Unwght N=	308	347	175	421	429	527	108	111	167	257	251	168	158	270	149	155

	Education				Region					Type of insurance		
	High school or less	Some college	College grad	Graduate work	Urban	Suburban	Exurban	Phil/South Shore	Medicare, Medicaid, NJ Family Care	Employer	Purchased self/from elsewhere	
A great deal	44%	58%	52%	51%	54%	49%	56%	57%	48%	44%	56%	46%
A moderate amount	40%	34%	38%	31%	35%	37%	29%	34%	37%	41%	36%	44%
Not much	7%	3%	6%	7%	4%	6%	4%	6%	7%	5%	4%	4%
Not at all	7%	4%	4%	9%	5%	9%	10%	4%	5%	8%	3%	5%
Depends (vol)	2%	1%	1%	2%	2%	0%	1%	0%	3%	2%	1%	1%
Unwght N=	168	245	267	164	180	130	104	166	215	184	483	106

A doctor

	Party ID			Gender		Race/ethnicity			Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+	<\$50K	<\$100k	<150k	\$150k+
A great deal	75%	67%	74%	73%	69%	74%	71%	62%	67%	75%	69%	73%	60%	71%	72%	84%
A moderate amount	20%	24%	23%	18%	26%	21%	23%	24%	33%	20%	21%	21%	31%	24%	18%	13%
Not much	2%	4%	3%	4%	2%	2%	3%	6%	0%	2%	6%	2%	4%	2%	5%	2%
Not at all	3%	3%	1%	3%	2%	2%	2%	6%	1%	3%	3%	3%	3%	3%	4%	1%
Depends (vol)	0%	1%	0%	1%	1%	1%	0%	2%	0%	0%	1%	0%	2%	0%	1%	0%
Unwght N=	310	347	174	421	430	526	108	111	165	258	250	171	159	272	148	154

	Education				Region					Type of insurance		
	High school or less	Some college	College grad	Graduate work	Urban	Suburban	Exurban	Phil/South Shore	Medicare, Medicaid, NJ Family Care	Employer	Purchased self/from elsewhere	
A great deal	61%	76%	75%	79%	72%	76%	74%	73%	65%	71%	73%	70%
A moderate amount	29%	19%	22%	17%	19%	21%	20%	22%	27%	24%	22%	20%
Not much	5%	3%	1%	2%	4%	1%	1%	1%	4%	2%	2%	8%
Not at all	5%	2%	1%	1%	3%	1%	4%	3%	3%	3%	1%	2%
Depends (vol)	1%	0%	1%	1%	2%	0%	1%	0%	1%	0%	1%	0%
Unwght N=	168	246	268	163	180	132	102	168	214	188	482	106

Methodology

The Rutgers-Eagleton Poll was conducted by telephone using live callers between May 29 and June 4, 2019, with a scientifically selected random sample of 802 New Jersey adults, 18 or older. For the telephone poll, respondents within a household are selected by asking randomly for the youngest adult male or female currently available. If the named gender is not available, the youngest adult of the other gender is interviewed. The telephone poll included 318 landline and 484 cell phone adults, all acquired through random digit dialing. Distribution of household phone use in the phone sample is:

Cell Only:	34%
Dual Use, Reached on Cell:	26%
Dual Use, Reached on LL:	38%
Landline Only:	1%

An oversample of non-white residents was conducted by postal mail invitation with a scientifically selected random sample from a statewide voter file provided by L2; respondents were asked to complete the survey online between September 5 and September 30, 2019. A total of 55 non-white residents completed the survey, for a total sample of 857 New Jersey adults.

The data were weighted to be representative of the non-institutionalized adult population of New Jersey. The weighting balanced sample demographics to target population parameters. The sample is balanced to match parameters for sex, age, education, race/ethnicity, region and phone use. The sex, age, education, race/ethnicity and region parameters were derived from 2017 American Community Survey PUMS data. The phone use parameter was derived from

estimates provided by the National Health Interview Survey Early Release Program.¹²³

Weighting was done in three stages. The first stage of weighting corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns. This adjustment also accounts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample. This first stage weight was applied to the entire sample which included all adults.

The second stage of weighting incorporated an oversample of 55 cases from a registered voter list. This was done by weighting down all registered voters in the entire sample to match the proportion of registered voters in the original sample. Since the oversampling targeted minorities, the adjustment was made by race.

The third and final stage of the weighting balanced sample demographics to match target population benchmarks. This weighting was accomplished using SPSSINC RAKE, an SPSS extension module that simultaneously balances the distributions of all variables using the GENLOG procedure. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target population.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. Sampling error should be adjusted to recognize the effect of weighting the data to better match the population. In this poll, the simple sampling error for 857 New Jersey adults is +/-3.3

¹ NCHS, National Health Interview Survey, 2013-2017; U.S. Census Bureau, American Community Survey, 2012-2016; and infoUSA.com consumer database, 2013-2017.

² Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July–December 2016. National Center for Health Statistics. May 2017.

³ Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, January–June 2018. National Center for Health Statistics. December 2018.

percentage points at a 95 percent confidence interval. The design effect is 1.28, making the adjusted margin of error ± 3.8 percentage points. Thus, if 50 percent of New Jersey adults in this sample favor a particular position, we would be 95 percent sure that the true figure is between 46.2 and 53.8 percent (50 ± 3.8) if all New Jersey adults had been interviewed, rather than just a sample.

The simple sampling error for the 802 New Jersey adults interviewed by phone is ± 3.5 percentage points at a 95 percent confidence interval. The design effect is 1.28, making the adjusted margin of error ± 3.9 percentage points. For the oversample of 55 individuals, the simple sampling error is ± 13.2 percentage points at a 95 percent confidence interval. The design effect is 1.24, making the adjusted margin of error ± 14.7 percentage points. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects.

While the margin of error applies to individual survey results, statistical significance applies to the difference between two results based on some variable; it tells us whether or not we might be seeing that difference by chance when the difference does not actually exist in the general population. Hence, if 55 percent of men support a particular policy while 63 percent of women do, and that difference is statistically significant, it means that we are statistically certain that this difference is not a product of chance. To obtain statistical certainty, we have to calculate that there is a 5 percent likelihood (or less) that the difference we are seeing is occurring by chance. Only then we will call that difference statistically significant. The Eagleton Center for Public Interest Polling only reports statistically significant differences in explanatory text about its research.

This Rutgers-Eagleton Poll was fielded by Braun Research, Inc. The questionnaire was developed and all data analyses were completed in house by the Eagleton Center for Public Interest Polling (ECPIP). The Rutgers-Eagleton Poll is paid for and sponsored by the Eagleton Institute of Politics at Rutgers, The State University of New Jersey, a non-partisan academic

center for the study of politics and the political process. Questions regarding health information seeking and trust in health-related sources were commissioned and paid for by New Jersey Health Care Quality Institute. Full questionnaires are available on request, and can also be accessed through our archives at eagletonpoll.rutgers.edu. For more information, please contact poll@eagleton.rutgers.edu.

**Weighted Sample Characteristics
857 New Jersey Adults**

Male	48%	Democrat	37%	18-34	26%	HS or Less	32%	White	58%
Female	52%	Independent	42%	35-49	24%	Some College	29%	Black	13%
		Republican	22%	50-64	30%	College Grad	24%	Hispanic	18%
				65+	20%	Grad Work	15%	Other	12%