

Health Care Poll

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Most People Uncomfortable with Profit Motive in Health Care

Many Americans Favor Government-Run Insurance and Health Care Services Provided by Non-Profits or Government

Most of the public do not view health care as a business which should be driven by the profit motive, according to a new Harris Interactive poll conducted for The Wall Street Journal Online's Health Industry Edition, which offers authoritative analysis, breaking news and commentary from top health industry journalists.

"Most people do not think of health care as a business and would prefer health care services to be provided by non-profits or government. The nearest exception is pharmaceutical manufacturing that a plurality – but only a 37% plurality – thinks should be run mainly by for-profit business. There is little appetite for businesses to run home care, health insurance, nursing homes, hospitals or medical research," says Humphrey Taylor, chairman of *The Harris Poll*® at Harris Interactive.

Key findings show that:

- Thirty-one percent (31%) of the U.S. public thinks that government should provide most health insurance, 25% say non-profit organizations should do so. Only 22% would prefer for-profit insurance.
- A 42% plurality thinks that universities should conduct most medical research, followed by 16% who thinks companies should do so.
- Many people say they are not sure who should provide or run pharmaceutical manufacturing (22%), in-home care (23%), health insurance (21%), nursing homes (22%), hospitals (19%) or medical research (16%).

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TABLE 1
The Preferred Roles Of Companies, Government And Non-Profit Organizations In Health Care

“Health care products and services are run, or provided, by for-profit companies, federal, state and local government, universities and other non-profit organizations. Which of these (for-profit companies, government, universities, or other non-profit organizations) do you think should own, provide or run most of the...?”

Base: All Adults

| Who Should Run: | % | For-Profit Companies | Government | Universities | Other Non-Profits | Not Sure |
|------------------------------|---|----------------------|------------|--------------|-------------------|----------|
| Pharmaceutical manufacturing | % | 37 | 17 | 6 | 18 | 22 |
| In-home care | % | 25 | 14 | 1 | 37 | 23 |
| Health insurance | % | 22 | 31 | 1 | 25 | 21 |
| Nursing homes | % | 21 | 19 | 2 | 36 | 22 |
| Hospitals | % | 19 | 17 | 11 | 35 | 19 |
| Medical research | % | 16 | 11 | 42 | 15 | 16 |

Harris Interactive® Methodology

This study was conducted online within the United States between November 13 and 17, 2003, among a nationwide cross section of 2,587 adults, ages 18 years and over. Figures for age, sex, race, education, region and income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents’ propensity to be online.

In theory, with a probability sample of this size, one can say with 95 percent certainty that the results have a statistical precision of plus or minus three percentage points of what they would be if the entire adult population had been polled with complete accuracy. Unfortunately, there are several other possible sources of error in all polls or surveys that are probably more serious than theoretical calculations of sampling error. They include refusals to be interviewed (non-response), question wording and question order, interviewer bias, weighting by demographic control data and screening (e.g., for likely voters). It is impossible to quantify the errors that may result from these factors. This online sample was not a probability sample.

These statements conform to the principles of disclosure of the National Council on Public Polls.

About the Survey

The Wall Street Journal Online/Harris Interactive Health-Care Poll is an exclusive poll that is published in the award-winning Health Industry Edition of The Wall Street Journal Online at www.wsj.com/health



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About The Wall Street Journal Online

The Wall Street Journal Online at WSJ.com, published by Dow Jones & Company (NYSE: DJ; www.dowjones.com), offers authoritative analysis, breaking news and commentary from top industry journalists. Launched in 1996, the Online Journal is the largest paid subscription news site on the Web, with more than 686,000 subscribers worldwide. The Online Journal provides in-depth business news and financial information 24 hours a day, seven days a week, with insight and analysis, including breaking business and technology news and analysis from around the world. It draws on the Dow Jones network of nearly 1,600 reporters and editors – the largest staff of business and financial journalists in the world. For the second consecutive year, the Online Journal received a WebAward for the “Best Newspaper Web Site” and was also cited by Yahoo! Internet Life magazine as the “Best Business News” site (2002 & 2001).

About Dow Jones & Company

In addition to The Wall Street Journal and its international and online editions, Dow Jones & Company (NYSE: DJ; dowjones.com) also publishes Barron's and the Far Eastern Economic Review, Dow Jones Newswires, Dow Jones Indexes and the Ottaway group of community newspapers. Dow Jones is co-owner with Reuters Group of Factiva, with Hearst of SmartMoney and with NBC of the CNBC television operations in Asia and Europe. Dow Jones also provides news content to CNBC and radio stations in the U.S.

About Harris Interactive®

Harris Interactive (www.harrisinteractive.com) is a worldwide market research and consulting firm best known for *The Harris Poll*®, and for pioneering the Internet method to conduct scientifically accurate market research. Headquartered in Rochester, New York, U.S.A., Harris Interactive combines proprietary methodologies and technology with expertise in predictive, custom and strategic research. The Company conducts international research through wholly owned subsidiaries—London-based **HI Europe** (www.hieurope.com) and Tokyo-based **Harris Interactive Japan**—as well as through the Harris Interactive Global Network of local market- and opinion-research firms, and various U.S. offices. EOE M/F/D/V

To become a member of the Harris Poll OnlineSM and be invited to participate in future online surveys, visit www.harrispollonline.com.

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