



An in-depth examination of North Carolina voter attitudes on important current issues

Consumer Attitudes about Health Insurance

This poll was conducted in partnership with the North Carolina Center for Health and Democracy

North Carolina Citizens 18+
Date: October 17-November 2, 2022

Table of Contents


K I

A health procedure was not covered by insurance	15
Had a claim denied by a health insurance company	15
Seen your premiums increase	15
A change in health coverage	15
Received a surprise bill from your health insurance company	15
Had to navigate unnecessary paperwork with you insurance company to get medical treatment	16

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The Meredith Poll conducted a survey of North Carolina citizens over the age of 18 on their perceptions of health insurance. We had a mixed mode sample—live callers and online.
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had a health procedure not covered by the insurance company or received a surprise bill also saw their dissatisfaction levels increase by a factor of two.

For those who had claims denied, 21.3% said insurance companies stated that a denied claim wasn't medically necessary and 21% said the treatment or medication was not on the approved list of covered services. This reinforces a growing trend of health insurers making medical decisions for patients instead of their doctors or caregivers.

When comparing the numbers of claim denials and procedures not covered by insurance for North Carolinians in this poll with recent data from [Kaiser Family Foundation](#) (KFF) on denials, North Carolinians are seeing higher denial rates than the national average. On average the KFF found that 18% of claims were denied across the country with 16% being denied because the claim was for an excluded service, 10 percent for lack of preauthorization, and only 2% for medical necessity.

Navigating the health insurance system is a major concern to consumers, especially when problems occur, such as a claim is denied. Less than one-third of consumers (32%) report being confident and knowledgeable about the health insurance system. When people experience a problem—claim denial, a health procedure not being covered, or a change in network such a doctor or hospital leaving—only about 20%, or one-in-five consumers report being confident and knowledgeable about navigating the system.

A plurality of those surveyed with private insurance (42.5%) stated that they chose their insurance company because it was the only one offered through their employer. Although almost two-thirds of those surveyed who get health insurance through their employer report being satisfied, just 26% report being very satisfied, far lower than those who use Medicare as their primary health insurance (52.3%) and even for health insurance purchased through healthcare.gov exchanges (31.3%).

Also, although consumers report high levels of satisfaction with their health insurance providers, not all insurers are perceived as of the same quality. Blue Cross and Blue Shield of North Carolina had the highest percentage of those who viewed it positively at over 62%, other insurers—United Healthcare, Cigna, and Aetna—had much lower ratings. However, people evaluated their own health insurance providers much more positively. Blue Cross Blue Shield of North Carolina policy owners reported a satisfaction rate of over 75%, United Healthcare policy owners reported a 73% satisfaction rate, Aetna policy owners just under 70%, and just over 60% of Cigna policy owners were satisfied.

Although policy owners report above average satisfaction with the various providers, there is a stark difference in satisfaction levels with all companies for those who have had claims denied, had a major change to healthcare providers (e.g., a doctor leaving their network), or



receiving a surprise bill from an insurer. Those insured by Blue Cross Blue Shield, who experienced one of those negative events, reported an overall satisfaction level with the company of just over 47%. Likewise, United Healthcare policy owners who experienced one of those events had a satisfaction level of 43% with that company. Similarly, policyowners with Aetna reported a satisfaction level of 40.2% with the company after experiencing such an event and those who had Cigna policies reported a 39% satisfaction level with the company after having one of those experiences.



Which of the following best describes where you live?

Western North Carolina (including Asheville)	199	11.7
Piedmont Triad (including High Point, Greensboro, Winston-Salem)	298	17.5
Raleigh-Durham area	405	22.8
Coastal Carolina (including Wilmington and Cape Fear area)	189	11.1
Greater Charlotte area	332	19.5
Another region in NC	242	14.2
I live outside NC	40	2.4

Which of the following is your main source of health insurance coverage?

I don't have health insurance	168	10.1
Through my employer (or family member's employer)	583	35
Medicare	407	24.4
Medicaid	224	13.4
A health plan I purchased on the exchange at healthcare.gov	156	9.4
TRICARE	38	2.3
Some other way	54	3.2
I don't know	36	2.3

Do you have a Medicare supplement policy?

Yes	227	67.6
No	109	32.4

Insurance utilization & decision making

Yes	630	66.7
No	318	33.5

I am a member of the LGBTQ+ community.

Yes	85	9.1
No	853	90.4

I consider myself a disabled pp M25Y

I generally prefer Republican candidates.

Yes	412	43.7
No	530	56.3

I generally prefer Democratic candidates.

Yes	403	43.1
No	532	56.9

What health insurance company administers your health insurance plan?

Blue Cross Blue Shield of North Carolina	450	44
United Healthcare	180	17.6
Aetna	106	10.3
Cigna	72	7.1
Other	192	18.8
Unsure	22	2.2

Please specify which insurance company administers your health insurance plan. (Top answers)

Please select the statement that best describes why you chose the insurer you chose in the previous question.

It was the only option offered to me by my employer	434	42.5
They were the highest quality option	152	14.9
My phy		



Very dissatisfied	25	2.5
Somewhat dissatisfied	74	7.4
Neutral	194	19.3
Somewhat satisfied	374	37.2
Very satisfied	338	33.6

Which of the following personality traits would you use to describe your current health insurance provider?

Innovative	636	67.2
Rigid	310	32.8

Wealthy	841	88.8
Poor	106	11.2

Helpful	800	84.7
Unhelpful	145	15.3

Essential	891	94.3
Unessential	54	5.7

Greedy	359	38
Generous	585	62

Valuable	833	88.4
Not valuable	109	11.6
Slow	301	29.9
Fast	705	70.1
Untrustworthy	130	13.7
Trusted	816	86.3
Reliable	841	88.8
Unreliable	106	11.2

Yes	224	23.7
No	673	71.3
Unsure	47	5

Yes	193	20.4
No	714	75.5
Unsure	39	4.1

Yes	441	46.7
No	405	42.9
Unsure	99	10.5

A change in your health coverage, like a hospital or doctor going out of network, without a explicit notification

Yes	148	15.6
No	712	75.1
Unsure	88	9.3

Yes	214	21.2
No	752	74.5
Unsure	43	4.3



My insurance plan provides more value than the cost.

Strongly disagree	58	5.8
Disagree	115	11.5
Neutral	331	33.1
Agree	355	35.5
Strongly agree	142	14.2

Is easy to navigate.

Strongly disagree	24	2.4
Disagree	117	11.7
Neutral	258	25.8
Agree	467	46.7
Strongly agree	134	13.4

Allows me the flexibility I need to choose my preferred provider.

Strongly disagree	27	2.7
Disagree	56	5.6
Neutral	217	21.7
Agree	500	50
Strongly agree	200	20



Health insurance companies have my best interest in mind.

Strongly disagree	110	11
Disagree	203	20.3
Neutral	341	34.1
Agree	246	24.6
Strongly agree	100	10

Provides access/coverage to the best care and doctors.

Strongly disagree	24	2.4
Agree	53	5.3
Neutral	278	27.8
Agree	460	46
Strongly agree	186	18.6

Has a wide range of specialty care options.

Strongly disagree	22	2.2
Disagree	66	6.6
Neutral	249	24.9
Agree	481	48.1
Strongly agree	182	18.2

My insurance claims are resolved quickly.

Strongly disagree	33	3.3
Disagree	70	7
Neutral	295	29.5
Agree	435	43.5



Strongly agree	166	16.6

Claims agents are responsive and reliable.

Strongly disagree	30	3
Disagree	66	6.6
Neutral	354	35.5
Agree	406	40.7
Strongly agree	141	14.1

I know which services are covered by my health plan.

Strongly disagree	40	4
Disagree	116	11.6
Neutral	217	21.7
Agree	467	46.8
Strongly agree	157	15.8

Very Positive	269	26.9
Somewhat Positive	366	35.6
Neutral	212	21.2
Somewhat Negative	77	7.7
Very Negative	40	4
Don't know	37	3.7



Very Positive	167	16.8
Somewhat Positive	269	27.1
Neutral	342	34.5
Somewhat Negative	65	6.6
Very Negative	33	3.3
Don't know	116	11.7

Very Positive	126	12.7
Somewhat Positive	264	26.6
Neutral	365	36.8
Somewhat Negative	46	4.6
Very Negative	21	2.1
Don't know	171	17.3

Very Positive	99	10
Somewhat Positive	238	24
Neutral	405	40.9
Somewhat Negative	51	5.2
Very Negative	26	2.6
Don't know	171	12.3

Thinking about your overall health, who do you trust the most to have your best interest in mind?

Hospitals and physicians





Health insurance companies	465	23.9
Federal and state government regulation	355	18.2
Lobbyists in Washington	274	14.1
Hospitals charging high prices	326	16.7
The cost of prescription drugs	332	17
Patient behaviors (such as delaying care, eating unhealthily, smoking, or not exercising)	122	6.3
Other	43	2.2
None of the above	33	1.7

Genderqueer/non-binary/n
on-conforming

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	No insurance	Through employer	Medicare	Medicaid	Healthcare.gov	TRICARE	Some other way	Don't Know
Male	0.0	56.9	22.7	0.0	12.9	0.0	6.9	0.5
Female	0.0	56.3						

	No insurance	Through employer	Medicare	Medicaid	Healthcare.gov	TRICARE	Some other way	Don't Know
Wilmington and Cape Fear area)								
Greater Charlotte area	9.9	42.9	20.7	11.1	9.2	1.1	3.1	1.7
Another								
r								

	Yes	No
Male	70.8	29.2
Female	63.1	36.9
Other	49.8	50.2
Urban	65.0	35.0
Rural	71.5	28.5
Suburban	62.5	37.5
White	67.0	33.0
Black or African American	68.5	31.5
Hispanic or Latino	64.7	35.3
Asian	44.2	55.8
Other	55.0	45.0

	Yes	No
Urban	30.3	69.7
Rural	52.8	47.2
Suburban	42.7	

	Blue Cross Blue Shield of North Carolina	United Healthcare	Aetna	Cigna	Other	Unsure
Urban	38.6	20.0	13.0	7.9	16.7	3.7
Rural	45.3	14.9	9.4	5.2	21.3	4.0
Suburban	43.3	18.0	9.9	8.7	18.2	1.9
White	44.0	17.9	9.9	6.5	20.4	1.4
Black or African American	39.2	17.7	10.8	11.4	15.2	5.7
Hispanic or Latino	38.0	20.5	12.3	5.8	17.0	6.4
Asian	43.2	13.6	13.6	9.1	6.8	13.6
Other	30.0					

	Only option through employer	Highest quality option	My physician takes this insurance	Positive past experience	Cheapest option available	It was the best option on healthcare.gov for my needs	Other
Male	40.8	16.7	6.4	11.5	5.7	11.2	7.6
Female	42.9	13.3	5.5	11.6	6.9	11.9	7.8
Other	32.2	14.6	12.4	5.7	4.5	10.8	19.8
Urban	39.7	19.6	8.4	10.3	6.5	7.9	7.5
Rural	41.5	13.0	5.5	10.9	6.7	13.0	9.4
Suburban	42.7	14.2	5.3	12.1	5.9	12.5	7.4
White	44.1	15.4	4.9	11.2	5.7	10.9	7.8
Black or African American	32.1	12.6	10.1	13.2	7.5	16.4	8.2
Hispanic or Latino	44.8	12.8	6.4	8.7	7.6	11.6	8.1
Asian	45.5						

Only option through employer	Highest quality option	My physician takes this insurance	Positive past experience	Cheapest option available	It was the best option on healthcare.gov for my needs	Other
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Wilmington and Cape Fear area)

Monthly premium costs	Out-of- pocket
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	I am the primary decision maker for health insurance and paying the bills	I share responsibilities when it comes to healthcare decisions and bill payments	Someone in my house hold manages health insurance decisions and bill payments	None of the above
White	67.1	25.5	5.2	2.2
Black or African American	73.9	16.3	2.0	7.8
Hispanic or Latino	70.8	17.5	4.7	7.0
Asian	50.0	31.8	9.1	9.1
Other	41.5	18.4	29.1	11.0
Western North Carolina (including Asheville)	61.5	26.2	7.7	4.6
Piedmont Triad (including High Point, Greensboro, Winston-Salem)	64.9	23.4	4.1	7.6
Raleigh-Durham area	67.4	27.0	3.7	1.9
Coastal Carolina (including Wilmington and Cape Fear area)	69.0	22.1	4.4	4.4
Greater Charlotte area	66.4	24.7	7.2	1.7
Another region in NC	66.1	17.8	8.5	7.6



	Helpful	Unhelpful
Male	84.1	15.9
Female	84.1	15.9
Other	47.2	52.8
Urban	83.2	16.8
Rural	81.3	18.8
Suburban	83.8	16.2
White	82.8	17.2
Black or African American	89.3	10.7
Hispanic or Latino	77.2	22.8
Asian	72.7	27.3
Other	71.0	29.0

	Essential	Unessential
Male	93.3	6.7
Female	94.7	5.3
Other	58.9	41.1
Urban	90.6	9.4
Rural	90.2	9.8
Suburban	95.9	4.1
White	93.5	6.5
Black or African American	96.6	3.4
Hispanic or Latino	90.4	9.6
Asian	84.1	15.9
Other	75.1	24.9

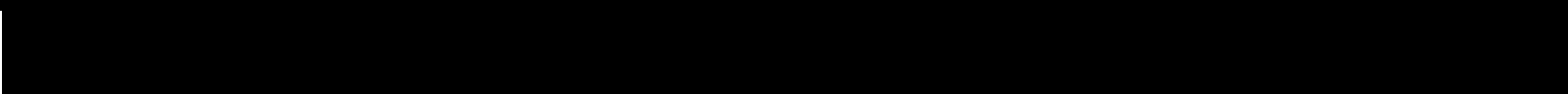
	Greedy	Generous
Male	42.6	57.4
Female	35.5	64.5
Other	59.9	40.1
Urban	37.6	62.4

	Greedy	Generous
Rural	38.5	61.5
Suburban	40.6	59.4
White	42.3	57.7
Black or African American	23.5	76.5
Hispanic or Latino	48.6	51.4
Asian	36.4	63.6
Other	46.4	53.6

	Valuable	Not valuable
Malú		

	Slow	Fast
Asian	31.8	68.2
Other	40.3	59.7

Untrustworthy





	Yes	No	Unsure
Suburban	20.7	74.6	4.7
White	21.4	74.3	4.3
Black or African American	15.4	79.9	4.7
Hispanic or Latino	14.9	76.3	8.8
Asian	27.9	58.1	14.0
Other	20.1	64.1	15.8
Western North Carolina (including Asheville)	23.9	67.5	8.5
Piedmont Triad (including High Point, Greensboro, Winston-Salem)	20.5	73.9	5.6
Raleigh-Durham area	16.5	80.7	2.8
Coastal Carolina (including Wilmington and Cape Fear area)	20.7	73.9	5.4
Greater Charlotte area	21.9	72.5	5.6
Another region in NC	25.0	68.1	6.9

	Yes	No	Unsure
Male	49.4	42.4	8.2
Female	45.6	43.4	11.0
Other	37.0	37.8	25.2
Urban	44.3	44.3	11.3
Rural	42.6	46.2	11.2
Suburban	50.8	40.2	9.0
White	49.7	41.7	8.6
Black or African American	36.9	51.0	12.1
Hispanic or Latino	47.4	42.1	10.5
Asian	41.9	34.9	23.3
Other	40.2	39.7	20.1
Western North Carolina (including Asheville)	40.7	39.8	19.5

	Yes	No	Unsure
Piedmont Triad (including High Point, Greensboro, Winston-Salem)	36.0	49.7	14.3
Raleigh-Durham area	49.8	42.2	8.0
Coastal Carolina (including Wilmington and Cape Fear area)	52.3	37.8	9.9
Greater Charlotte area	50.9	39.2	9.9
Another region in NC	42.6	49.6	7.8

		Total	Not at all confident	Slightly confident	Moderately confident	Very confident	Completely confident
Received a surprise bill	Yes	22.1	34.2	24.3	21.4	19.4	17.3
	No	72.9	53.2	68.9	74.8	77.9	78.2
	Unsure	4.9	12.7	6.8	3.7	2.7	4.5
Had to navigate unnecessary paperwork to get a procedure covered	Yes	16.7	30.4	16.2	14.9	15.7	16.2
	No	76.7	50.6	75.2	79.6	80.7	79.3
	Unsure	6.7	19.0	8.6	5.5	3.6	4.5

	The physician or hospital was not in network	Insurance said it wasn't medically necessary	The treatment or medication was not on the approved list of covered services	The procedure or treatment was not pre-authorized by insurance	I was told to try a different option first	Specialist wasn't in-network when I needed care	Other
Male	20.5	27.7	33.9	16.1	14.3	4.5	



	The physician or hospital was not in network	Insurance said it wasn't medically necessary	The treatment or medication was not on the approved list of covered services	The procedure or treatment was not pre-authorized by insurance	I was told to try a different option first	Specialist wasn't in-network when I needed care	Other
Urban	25.0	35.0	23.3	25.0	16.7	6.7	30.0
Rural	15.1	31.2	34.4	17.2	18.3	11.8	38.7
Suburban	20.8	33.3	39.2	15.0	15.0	8.3	24.2
White	16.2	34.3	33.3	15.2	13.3	6.2	27.6
Black or African American	24.2	30.3	24.2	27.3	21.2	15.2	39.4
Hispanic or Latino	11.8	12.9	22.4	11.8	10.6	5.9	57.6
Asian	50.0	41.7	50.0	25.0	41.7	16.7	16.7
Other	56.5	49.1	76.9	61.1	57.4	61.1	60.2
Western North Carolina (including Asheville)	14.3	33.3	31.0	9.5	11.9	7.1	35.7
Piedmont Triad (including High Point, Greensboro, Winston-Salem)	20.0	22.0	28.0	16.0	12.0	6.0	42.0
Raleigh-Durham area	19.4	29.0	33.9	16.1	12.9	8.1	27.4
Coastal Carolina (including Wilmington and Cape Fear area)	32.1	46.4	46.4	32.1	32.1	7.1	17.9
Greater Charlotte area	16.7	41.7	28.3	18.3	16.7	10.0	21.7
Another region in NC	28.9	26.3	42.1	21.1	18.4	18.4	39.5



		Total	Very dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Very satisfied
Received a surprise bill	Yes	22.1	40.0	47.6	30.5	21.1	10.2
	No	72.9	51.4	45.2	61.0	75.5	86.0
	Unsure	5.0	8.6	7.1	8.5	3.4	3.8
Had to navigate unnecessary paperwork to get a procedure covered	Yes	16.8	25.7	38.1	25.5	13.4	9.3
	No	76.5	60.0	47.6	62.0	82.2	87.5
	Unsure	6.7	14.3	14.3	12.5	4.5	3.2

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Male	6.9	11.2	30.5	34.8	16.5
Female	5.4	11.8	34.3	35.8	12.8
Other	17.5	16.8	22.7	15.3	27.7
Urban	6.5	9.8	28.4	31.2	24.2
Rural	6.6	13			



	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Male	3.1	11.2	27.0	43.7	15.0
Female	2.1	12.5	23.9	49.4	12.1
Other	17.0	17.5	33.3	20.8	11.4
Urban	5.6	9.8	25.1	43.3	16.3
Rural	2.7	10.3	25.4	47.1	14.5
Suburban	2.1	14.5	25.3	46.8	11.3
White	2.6	13.5	25.3	45.2	13.4
Black or African American	3.1	5.7	26.4	51.6	13.2
Hispanic or Latino	5.2	15.6	22.5	42.2	14.5
Asian	2.3	18.6	23.3	44.2	11.6
Other	14.6	7.3	24.8	38.4	15.0
Western North Carolina (including Asheville)	4.7	9.4	25.2	42.5	18.1
Piedmont Triad (including High Point, Greensboro, Winston-Salem)	3.4	8.0	31.0	44.8	12.6
Raleigh-Durham area	1.1	11.0	24.0	51.3	12.5
Coastal Carolina (including Wilmington and Cape Fear area)	4.3	15.7	20.9	50.4	8.7
Greater Charlotte area	2.9	16.2	25.3	40.2	15.4
Another region in NC	4.2	12.5	26.7	45.8	10.8

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Male	2.9	5.7	22.7	48.0	20.8
Female	2.6	5.2			

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Male	11.7	21.2	29.8	23.9	13.4
Female	10.6	20.1	36.7	24.6	8.0
Other	13.6	28.2	17.5	14.1	26.6
Urban	12.1	16.8	28.0	23.8	19.2
Rural	11.8	22.7	30.5	24.2	10.9
Suburban	10.4	21.0	37.4	24.4	6.8
White	12.5	23.3	32.4	21.5	



	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Male	2.4	6.2	27.9	42.5	21.0
Female	2.8	5.2	27.2	47.9	17.0
Other	15.9	20.9	24.9	29.2	9.0
Urban	5.1	4.7	26.5	42.8	20.9
Rural	4.2	6.6	26.6	45.3	17.2
Suburban	1.1	6.8	27.6	46.9	17.6
White	3.0	6.1	26.3	45.7	18.9
Black or African American	3.8	5.0	26.4	47.2	17.6
Hispanic or Latino	6.4	8.7	19.7	48.6	16.8
Asian	2.3	9.3	32.6	34.9	20.9
Other	11.1	14.6	33.2	34.3	6.8
Western North Carolina (including Asheville)	5.5	4.7	24.4	44.1	21.3
Piedmont Triad (including High Point, Greensboro, Winston-Salem)	4.6	5.2	31.0	43.1	16.1
Raleigh-Durham area	1.5	6.1	23.6	48.7	20.2
Coastal Carolina (including Wilmington and Cape Fear area)	1.7	13.0	24.3	46.1	14.8
Greater Charlotte area	2.1	5.4	27.0	46.1	19.5
Another region in NC	5.0	5.0	34.7	41.3	14.0

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Male	2.2	6.7	25.1	46.7	19.4
Female	2.4	6.4	23.9	49.5	17.8
Other	11.3	30.1	25.4	18.0	15.2



Urban	3.3	7.0	18.6	48.8	22.3
Rural	3.0	9.7	26.4	43.6	17.3
Suburban	1.5	5.9	25.7	49.7	17.2
White	2.3	7.3	23.8	47.9	18.7
Black or African American	2.5	5.0	24.5	49.7	18.2
Hispanic or Latino	4.0	9.8	22.0	45.7	18.5
Asian	4.7	11.6	25.6	44.2	14.0
Other	6.7	13.5	28.6	41.0	10.2
Western North Carolina (including Asheville)	5.6	8.7	27.8	37.3	20.6
Piedmont Triad (including High Point, Greensboro, Winston-Salem)	2.9	10.3	26.4	42.0	18.4
Raleigh-Durham area	1.5	4.9	24.0	50.6	19.0
Coastal Carolina (including Wilmington and Cape Fear area)	2.6	10.4	20.9	47.0	19.1
Greater Charlotte area	1.7	5.4	22.8	51.0	19.1
Another region in NC	3.3	9.1	26.4	48.8	12.4

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Male	3.1	7.9	26.3	43.9	18.9
Female	4.3	6.8	31.1	42.5	15.3
Other	19.3	12.4	26.5	24.9	16.9
Urban	5.6	6.5	26.6	42.1	19.2
Rural	4.5	7.9	27.2	42.9	17.5
Suburban	3.2	7.7	31.1	43.4	14.7
White	4.0	7.8	28.2	42.3	17.7
Black or African American	3.2	3.2	32.3	46.8	14.6
Hispanic or Latino	6.4	9.8	19.7	46.2	17.9

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Asian	9.3	11.6	25.6	41.9	11.6
Other	10.7	12.3	33.6	28.7	14.6
Western North Carolina (including Asheville)	5.5	11.0	22.8	37.8	22.8
Piedmont Triad (including High Point, Greensboro, Winston-Salem)	4.6	5.8	28.9	46.8	13.9
Raleigh-Durham area	2.3	7.6	27.1	47.7	15.3
Coastal Carolina (including Wilmington and Cape Fear area)	4.3	8.7	26.1	41.7	19.1
Greater Charlotte area	3.7	7.1	34.0	36.5	18.7
Another region in NC	9.1	5.0	30.6	43.0	12.4

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Male	2.9	7.2	31.7	41.6	16.6
Female	3.1	6.6	37.6	39.5	13.2
Other	22.6	19.2	26.7	17.9	13.6
Urban	3.7	7.9	29.3	38.6	20.5
Rural	4.9	7.0	32.2	42.2	13.7
Suburban	3.2	6.8	39.0	38.8	12.2
White	3.3	7.0	34.4	40.8	14.5
Black or African American	2.5	6.3	35.2	40.9	15.1
Hispanic or Latino	6.9	11.6	30.6	33.5	17.3
Asian	7.0	9.3	30.2	37.2	16.3
Other	14.1	15.1	42.6	18.6	9.6
Western North Carolina (including Asheville)	4.8	4.8	28.6	39.7	22.2
Piedmont Triad (including High Point,	6.3	7.5	32.2	43.7	10.3

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Greensboro, Winston-Salem)					
Raleigh-Durham area	1.5	8.4	35.2	39.5	15.3
Coastal Carolina (including Wilmington and Cape Fear area)	3.5				

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Another region in NC	6.6	7.4	29.8	43.0	13.2

Very
positive

Somewhat
positive

Neutral

Somewhat
negative

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Don't know
(including Asheville) Piedmont Triad (including High Point, Greensboro,						

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Don't know
Hispanic or Latino	14.0	20.5	48.0	8.8	2.3	6.4
Asian	14.0	18.6	30.2	11.6	2.3	23.3
Other	5.6	21.3	29.4			

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Don't know
Rural	8.0	23.5	42.2	5.8	3.7	16.8
Suburban	8.4	25.3	38.5	5.8	2.6	19.5
White	8.6	25.4	40.1	5.6	2.9	17.4
Black or African American	19.9	21.2	36.5	6.4	2.6	13.5
Hispanic or Latino	11.2	16.5	56.5	7.6	1.2	7.1
Asian	14.0	16.3	30.2	11.6	0.0	27.9
Other	18.4	16.3	32.1	17.3	5.6	10.2
Western North Carolina (including Asheville)	14.3	23.0	39.7	5.6	0.8	16.7
Piedmont Triad (including High Point, Greensboro, Winston-Salem)	12.2	22.7	44.8	6.4	0.6	13.4
Raleigh-Durham area	8.4	25.9	38.0	4.6	4.9	18.3
Coastal Carolina (including Wilmington and Cape Fear area)	4.4	23.7	35.1	8.8	4.4	23.7
Greater Charlotte area	13.9	24.1	38.0	5.9	3.0	15.2
Another region in NC	10.2	21.2	40.7	7.6	4.2	16.1



our overall health, who do you trust the more, never all over our overall health



	Hospitals and physicians	Health insurance organization	Pharmaceutical manufacturers	The state and federal government	Other	None of these
Male	64.7	10.7	1.4	1.7	6.4	15.0
Female	60.2	7.4	1.9	1.4	5.5	23.5
Other	22.0	15.8	6.7	19.2	18.2	18.1
Urban	59.1	17.7	2.3	1.4	4.7	14.9
Rural	54.7	7.6	2.7	3.3	7.3	24.5
Suburban	66.2	6.8	1.1	1.5	5.9	18.5
White	66.0	6.8	0.9	1.4	4.9	20.0
Black or African American	47.2	15.1	3.8	3.8	9.4	20.8
Hispanic or Latino	52.0	11.6	3.5	5.2	5.2	22.5
Asian	52.3	18.2	4.5	6.8	11.4	6.8
Other	27.6	17.5	10.7	4.0	16.7	23.6
Western North Carolina (including Asheville)	56.7	15.7	0.8	0.8	7.1	18.9
Piedmont Triad	59.5	8.1	3.5	1.7	6.9	20.2
Raleigh-Durham area	65.5	8.0	1.1	1.5	6.1	17.8
Coastal Carolina	63.5	3.5	0.9	3.5	5.2	23.5
Greater Charlotte area	58.9	8.7	2.9	2.5	7.1	19.9
Another region in NC	53.7	13.2	2.5	4.1	4.1	22.3

My
physician

My health
insurance
company

The
hospital



My
physician

My health
insurance
company

The
hospital
/facility
where
my
doctor is
located

The
employer
who
provides my
health

Modes:

1. Live interviewer telephone Interview from randomized sample (Dual Frame: Cell Phone and Landlines)
2. Email Surveys (Dynata Panels)

Samples: North Carolina residents 18+ years old

Survey Fielded: October 17-November 2, 2022

Completes: 1012

Confidence Interval: $\pm 3\%$ (at 95%)

The Meredith College Poll uses a sample of North Carolinians with telephones and wireless (cell) telephone numbers. The Meredith College Poll uses CATI system software (Computer Assisted Telephone Interviewing) for the administration of telephone surveys. We attempt to reach each working telephone number in the sample up to five times. We only interview residents of North Carolina who are over 18. The Meredith College Poll conducted the survey in English with students who are fluent in Spanish. Live interviewers called from 5 p.m. to 9 p.m. Sunday-Tuesday.

We use Qualtrics for the administration of email surveys.

Additional Methodological Decisions

“Don’t Know” and “Refused” Options

All questions include an option for respondents to volunteer “don’t know” or to refuse. For most questions, the callers do not prompt the respondent with those possible responses, but allow these answers.

Dynata, LLC (formerly Survey Sampling, Inc.), provides samples of telephone numbers. Our software, from Survey Systems, further randomizes the numbers.

We use Dynata because they produce valid samples for many polling organizations, including the Meredith College Poll. They guarantee that 75 percent of the numbers purchased are accurate.

For the online survey, we used a panel sample of internet users from North Carolina that are part of Dynata's over 16.5 million worldwide panelists that are screened and verified by the company. They administer the survey by sending requests to their North Carolina panelists, who opt-in or volunteer for the survey. We ask an additional screening question about whether panelists are living in North Carolina. If they answer "no," their responses are not used. Although using a sample such as this makes it difficult to compute or report a margin of sampling error, we examine the demographic characteristics of those completing the internet surveys to compare our sample to the North Carolina population. (Also see the American Association for Public Opinion Research's (AAPOR) [Non-Probability Sampling Task Force Report](#) and the AAPOR report on [Opt-In Surveys and Margin of Error](#).)

Because we used dual mode (telephone and internet) surveying, we compared the results from both sets of respondents. The average age of the internet respondents was 41, while the average age of the telephone respondents was 62. There were other differences in the samples. For example, the caller samples were more rural and less diverse (race and ethnicity). Also, the phone sample had fewer college graduates. Once w