

Overview of the poll

The **Kentucky Health Issues Poll (KHIP)** provides health status and brief socioeconomic profiles of the state combined with public opinion on health-related topics.

The Health Foundation of Greater Cincinnati has partnered with the Foundation for a Healthy Kentucky to combine state-level public opinion polls with health assessment surveys to create a powerful tool for health policy development.

KHIP is conducted by the Institute for Policy Research at the University of Cincinnati. For more information, please visit www.healthfoundation.org/khip.html or www.healthy-ky.org. For the complete survey dataset, which will be available in April 2012, visit www.oasisdataarchive.org.

Survey topics

Topics in the 2011 KHIP include:

- State legislative priorities
- Prescription pain killer misuse
- Statewide public smoking ban
- Childhood obesity
- Health insurance status
- Type of health insurance
- Support for the Affordable Care Act (ACA)
- Knowledge and current impact of the ACA
- Prescription drug disposal
- Firearms
- Mental health access
- General health status over time
 - Caregiving

Methodology

A total of 1,621 randomly selected adults from throughout Kentucky were interviewed by telephone between Sept. 27 and Oct. 27, 2011. This included 1,313 landline interviews and 308 cell phone interviews.

Statistical adjustments were made to correct any biases that exist because of households not having a telephone. The potential sampling error for the survey is $\pm 2.5\%$. Caution should be used when interpreting subgroup results because the margin of error for any subgroup is higher than that of the overall survey.

We identified first- and second-generation Appalachians. First generation means the respondent was born in an Appalachian-designated county in the United States. Second generation means at least one of the respondent's parents was born in an Appalachian-designated county in the United States.

KHIP also includes five regional samples so various regions of the Commonwealth can compare their health status and public opinion to the Commonwealth as a whole.

Why KHIP?

Policymakers, health advocates and journalists use data from public opinion polls to provide context and show how much support the public has for a particular topic. Many health-focused public opinion polls are national and the data cannot be used to determine what an individual state's residents think about a topic. Policymakers and advocates, however, often want state-level public opinion data to help guide their decisions. State-level data are usually limited to assessment data, such as health status, financial indicators and other socioeconomic and demographic data.

KHIP gives state-level policymakers and advocates valuable information for keeping health on the public agenda. KHIP was featured in the January 2009 issue of *Health Affairs* in the Grant Watch article "Inform, Influence, Evaluate: The Power Of State Public Opinion Polls."

