



Overview of the poll

The **Ohio Health Issues Poll (OHIP)** 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 combined state-level public opinion polls with health assessment surveys to create a powerful tool for health policy development.

OHIP is conducted by the Institute for Policy Research at the University of Cincinnati as part of the Ohio Poll. For more information, please visit our web site at www.healthfoundation.org/ohip.html. For the complete survey dataset, visit www.oasisdataarchive.org.

Survey topics

Topics in the 2011 OHIP include:

- Health insurance status
- Perception of weight
- Junk food and soda consumption
- Emergency preparedness
- Prescription drug misuse
- Prescription drug disposal
- Sleeping habits
- Knowledge of insurance coverage
- Caregiving

Methodology

A total of 946 randomly selected adults from throughout Ohio were interviewed by telephone between July 15 and 25, 2011. This included 742 landline interviews and 204 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 $\pm 3.2\%$. Caution should be used when interpreting subgroup results because the margin of error for any subgroup is higher than that of the overall survey.

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



Cell phone sample

The 2011 OHIP included a sample of 204 cell-phone-only adults. These are adults who have a cell phone, but no landline telephone. These adults would not have otherwise been captured in our landline telephone survey. The number of cell-phone-only households is growing. Research has shown that cell-phone-only users tend to be younger, more

racially diverse, and with lower incomes than the general adult population.¹

Why OHIP?

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.

OHIP gives state-level policymakers and advocates valuable information for keeping health on the public agenda. OHIP 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."

¹ Link, Michael, Michael Battaglia, Martin Frankel, Larry Osborn and Ali Mokdad. 2007. Reaching the U.S. Cell Phone Generation Comparison of Cell Phone Survey Results with an Ongoing Landline Telephone Survey. *Public Opinion Quarterly*. Vol 71, No. 5 2007, pp. 814-839.