



## Altarum Institute Center for Consumer Choice in Health Care

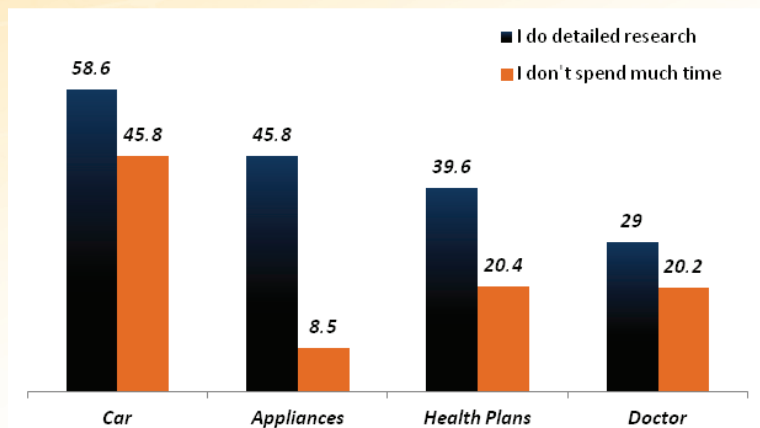
### Fall 2011 Altarum Survey of Consumer Health Care Opinions

#### Consumers More Choosy About Cars and Appliances Than Health Care

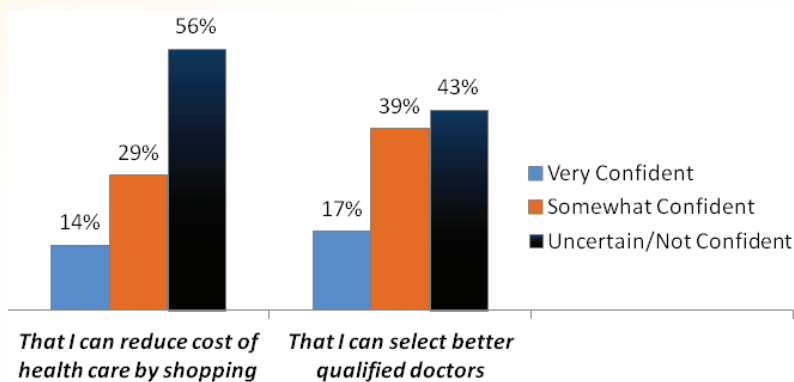
Do consumers shop differently for health care than for other consumer goods? Apparently, they do. Results from the Fall 2011 Altarum Survey of Consumer Health Care Opinions indicate a much greater investment of time and energy in purchases of durable goods than in purchases and choices related to health.

Fewer than one in three consumers reports doing detailed research before selecting a doctor, while almost 60% do so before buying a car. Twenty percent say that they do not spend much time comparing their options or gathering opinions when choosing a health plan or doctor.

#### Variation in Consumer Shopping Preferences for Durable Goods and Health Care



#### Consumer Confidence in Finding Less Expensive and Better Quality Care



The survey was administered to a nationally representative sample of more than 3,000 insured, employed adults.

More about the methods and respondents can be found at [here](#).

The survey questions can be found [here](#).

View on-the-street consumer interview videos: [Picking Practitioners](#)  
[Doctor Devotion](#)

While there are many possible reasons that consumers do not compare plans or doctors, one contributing factor may be that consumers have not had experience making these comparisons because information on health care options has not been readily available to the public. Results suggest this may be the case. More than half of respondents reported being uncertain or unconfident in their ability to find lower-cost health care by shopping for alternatives. Although a little more confident, 43% still reported low confidence in being able to find better-qualified doctors.

#### Contact Information

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