**Appendix 4  
Sensitivity Analysis of Survey Results**

This appendix presents sensitivity analyses for variation in age, sex, race/ethnicity, household income, marital status, geography, preference for quality vs. length of life as a unit of analysis and receipt of a health maintenance exam in most years (when preventive care may be more likely to be discussed). To compute adjusted proportions, we utilized the same logistic regressions from the main analysis and estimated predictive margins at the sensitivity value of interest (e.g., age group 45-49 y) and at the means of all other covariates.

\* Text in curly braces was based on the randomized graph received by a survey respondent.

† Omitted because of <50 observations (see Table 2).

‡ Response to the survey question, “[W]hich type of chart would be more trustworthy, a chart that compares preventive care services based on their ability to help you live longer or based on their ability to improve your quality of life?” was ≥6/7 for quality of life (selected by 36.3% of participants) and ≤2/7 for length of life (selected by 21.9% of participants).

¶ Response to the survey question, “In most years, do you visit your doctor for a check-up, sometimes called a physical or health maintenance exam? These are visits when you are feeling well, but still want to discuss your overall health.” 79.9% of participants responded Yes, 18.3% No and 1.8% Don’t Know.

|  | **In your opinion, do you think it is *useful* to compare preventive care services based on their ability to {improve your health} / {help you live longer}?\*** | **Would you be interested in talking about this information with your doctor, based on your own health care needs?** | **How helpful do you think talking about this information with your doctor would be in motivating you to improve your health?** |
| --- | --- | --- | --- |
|  | **Adjusted Proportion of Participants Choosing ≥6 on a 7-point Likert scale**  **(95% CI)** | | |
| Overall | 77.2% (75.3%-79.1%) | 77.5% (75.6%-79.4%) | 75.5% (73.6%-77.4%) |
| Age group\*  45-49  50-54  55-59  60-64  65-70 | 73.4% (69.1%-77.7%)  73.6% (69.5%-77.8%)  75.8% (71.6%-79.9%)  80.6% (76.7%-84.5%)  82.7% (78.9%-86.5%) | 75.8% (71.6%-80.0%)  76.4% (72.4%-80.5%)  78.1% (74.1%-82.1%)  80.1% (76.2%-84.1%)  76.9% (72.5%-81.3%) | 72.0% (67.6%-76.4%)  75.2% (71.1%-79.3%)  76.7% (72.6%-80.8%)  78.6% (74.6%-82.7%)  74.8% (70.3%-79.2%) |
| Sex  Female  Male | 78.8% (76.3%-81.3%)  75.3% (72.5%-78.1%) | 80.2% (77.7%-82.7%)  74.1% (81.2%-77.1%) | 78.3% (75.8%-80.9%)  72.1% (69.1%-75.0%) |
| Race/Ethnicity  Non-Hispanic White  Non-Hispanic Black  Hispanic White  Hispanic Black  Asian  Other | 73.4% (70.5%-76.2%)  79.9% (76.0%-83.8%)  84.3% (80.7%-87.9%)  †  72.1% (65.1%-79.1%)  † | 73.5% (71.7%-77.4%)  86.6% (83.5%-89.8%)  78.0% (73.6%-82.3%)  †  59.4% (51.5%-67.4%)  † | 70.0% (67.1%-73.0%)  84.0% (80.5%-87.5%)  79.3% (75.2%-83.5%)  †  66.0% (58.6%-73.4%)  † |
| Annual Household Income  Less than $20,000  $20,000-$34,999  $35,000-$49,999  $50,000-$74,999  $75,000-$99,999  $100,000-$149,999  $150,000 or more  Prefer not to answer | 75.7% (70.7%-80.7%)  78.9% (74.5%-83.1%)  78.2% (73.6%-82.7%)  79.7% (75.5%-83.9%)  77.3% (72.0%-82.5%)  75.3% (69.3%-81.3%)  74.3% (66.3%-82.4%)  68.4% (58.0%-78.8%) | 68.4% (62.7%-74.1%)  75.7% (71.1%-80.3%)  75.8% (71.1%-80.6%)  81.6% (77.6%-85.6%)  76.5% (71.2%-81.8%)  84.7% (79.9%-89.6%)  81.8% (74.8%-88.7%)  76.0% (66.8%-85.3%) | 66.4% (60.6%-72.2%)  77.9% (73.4%-82.3%)  75.0% (70.2%-79.8%)  80.8% (76.8%-84.9%)  77.1% (71.9%-82.3%)  75.4% (69.5%-81.2%)  74.7% (66.9%-82.5%)  69.2% (59.0%-79.4%) |
| Marital status  Married or Living With a Civil/Domestic  Partner  Widowed  Divorced  Separated  Never Married or Never in a Civil/Domestic  Partnership | 77.8% (75.3%-80.4%)  72.5% (64.2%-80.8%)  78.5% (74.0%-83.0%)  74.3% (62.5%-86.1%)  75.7% (71.0%-80.3%) | 78.2% (75.7%-80.8%)  71.8% (63.3%-80.3%)  76.5% (71.8%-81.3%)  90.2% (82.9%-97.5%)  75.0% (70.3%-79.7%) | 75.9% (73.2%-78.5%)  67.9% (59.1%-76.6%)  76.4% (71.7%-81.1%)  81.9% (71.8%-92.1%)  74.6% (69.9%-79.3%) |
| Geographic Division\*  New England  Middle Atlantic  East North Central  West North Central  South Atlantic  East South Central  West South Central  Mountain  Pacific | 68.0% (58.3%-77.6%)  75.8% (71.0%-80.6%)  76.5% (71.7%-81.3%)  81.0% (73.8%-88.1%)  77.7% (73.9%-81.5%)  78.6% (70.4%-86.8%)  75.7% (69.7%-81.7%)  77.5% (70.3%-84.7%)  79.6% (75.1%-84.1%) | 75.4% (66.3%-84.4%)  75.2% (70.2%-80.2%)  75.1% (70.0%-80.2%)  75.2% (67.3%-83.1%)  77.2% (73.3%-81.1%)  77.4% (68.8%-86.0%)  84.0% (79.0%-89.0%)  73.9% (66.3%-81.6%)  79.9% (75.4%-84.4%) | 73.8% (64.9%-82.8%)  74.0% (69.0%-79.0%)  72.1% (66.9%-77.3%)  77.7% (70.3%-85.2%)  76.3% (72.4%-80.3%)  72.9% (63.7%-82.1%)  77.3% (71.4%-83.2%)  76.8% (69.7%-84.0%)  77.2% (72.5%-81.9%) |
| Output preference‡  Strongly prefer quality of life  Strongly prefer length of life | 85.1% (81.1%-89.0%)  84.2% (79.7%-88.7%) | 84.2% (80.8%-87.5%)  84.1% (80.0%-88.2%) | 82.2% (78.5%-86.0%)  79.2% (74.1%-84.3%) |
| Survey participant obtains a health maintenance exam in most years¶  Yes  No or Don’t Know | 79.6% (77.6%-81.6%)  65.6% (61.4%-69.7%) | 83.0% (81.1%-85.0%)  51.9% (47.5%-56.3%) | 79.6% (77.5%-81.6%)  55.6% (51.6%-60.3%) |