

Kentucky Health Issues Poll (KHIP)



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Report Web Site: <https://www.healthy-ky.org/research/category/4/kentucky-health-issues-polls>

Data File Web Site: <http://www.oasisdataarchive.org>

Sources of Information for the Database

The Kentucky Health Issues Poll (KHIP), funded by the Foundation for a Healthy Kentucky and Interact for Health (formerly The Health Foundation of Greater Cincinnati) is conducted annually to assess what Kentucky adults think about a variety of health topics affecting the Commonwealth. The survey has been conducted each fall by the Institute for Policy Research at the University of Cincinnati.

Each year, a random sample of 1600+ Kentucky adults are interviewed by telephone (landlines and cell phones). Responses are weighted using data from the American Community Survey.

The potential sampling error for the survey is typically $\pm 2.5\%$. Caution should be used when interpreting subgroup results because the margin of error for any subgroup is larger than that of the overall survey.

Description of the Data Collected

KHIP provides health status and brief socioeconomic profiles of the state combined with public opinion on health-related topics. While the specific questions change from year to year, KHIP is intended to give state-level policymakers, advocates, and community organizations valuable information for keeping health on the public agenda. Recent topics have included: state legislative priorities, prescription pain reliever and heroin misuse, school-based policies, health insurance status and continuity of coverage, views on the Affordable Care Act, and access to physical, mental and oral health services. To suggest a question or topic for inclusion on a future KHIP, please contact the survey coordinator.

Strengths of the Data

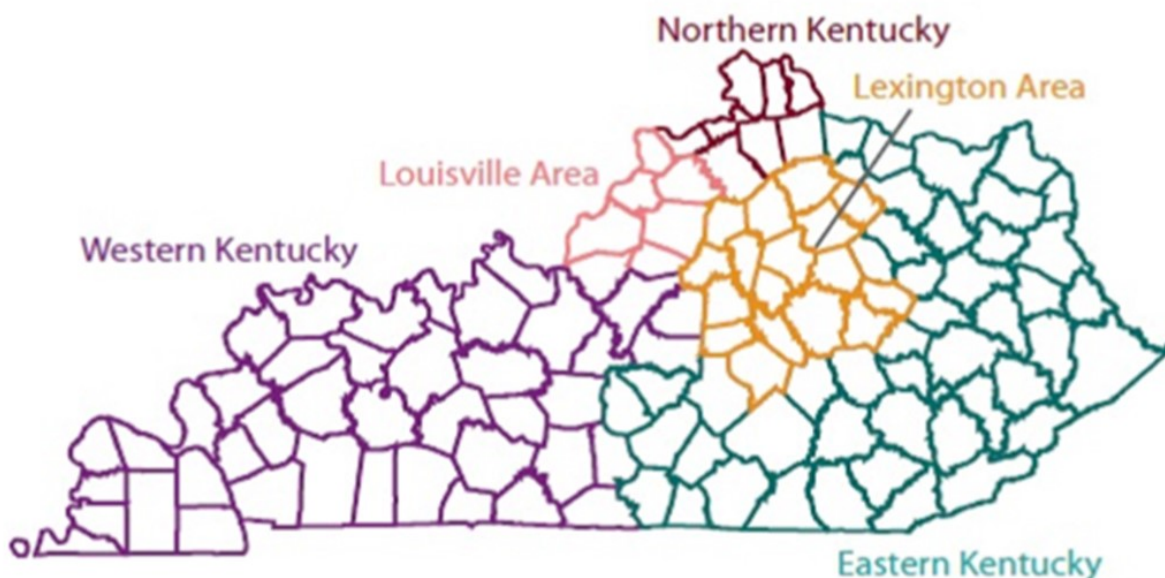
KHIP provides timely data on health policy issues that are not collected by other surveillance systems. Many health-focused public opinion polls are national and the data cannot be used to determine what an individual state's residents think about a topic, yet policymakers and advocates often want state-level public opinion data to help guide their decisions.

The large statewide sample used for KHIP provides very reliable estimates at the state-level. Data are also available for a number of demographic groups and geographic regions. Notably, KHIP identifies first- and second-generation Appalachians, and is one of the only surveys to collect data on Appalachian heritage. KHIP also includes five regional geographic samples based on Area Development District boundaries (see map below).

Data Limitations

There are sources of variation inherent in public opinion studies like KHIP, and these variations may introduce error or bias.

- **Non-Response:** The characteristics of people who agree to participate in a telephone survey may be different from those who decline to be interviewed and those who are never reached.
- **Question Wording and Context Effect:** The way that questions are phrased and the order in which they are asked may subtly influence the responses that people provide.



Specific Uses of Information

- Monitor public opinions regarding proposed (e.g. statewide smoke-free law) and enacted (e.g. Patient Protection and Affordable Care Act) legislation over time.
- Measure health risks and challenges that could potentially be addressed through

KHIP

- policy (e.g. firearm storage practices).
- Inform policymakers about the views of their constituents.
- Increase visibility and awareness of health policy issues in the media and among the general public.
- Research policy issues that disparately effect certain regions or demographic groups (e.g. burden of prescription drug misuse in Appalachia).
- Evaluate the impact of health education messages (e.g. prescription drug disposal practices).

Data Set Availability

KHIP data from 2008 to the present are available to the public on the Online Analysis & Statistical Information System (OASIS) Data Archive website. OASIS permits users to analyze data and generate maps directly from the website (www.oasisdataarchive.org). Users can also download the survey codebook and data files for SAS or SPSS.

Weighting variables are included in the data sets so that prevalence estimates can be generalized to the statewide or regional population.

If the data user is producing a report, the sponsoring Foundations would appreciate a copy of any printed and published materials using KHIP data. Please send copies to the address listed for the coordinator.

- **Average Yearly Sample Size:** 1,600
- **Smallest Geographic Level Released:** KHIP Region
- **Data Format:** SAS, SPSS, comma delimited
- **Cost of Data Set:** Free

Data Release Policy

The program does not release data for small geographies (i.e. county level) to protect respondent privacy. Caution should be used in interpreting demographic analysis with small sample sizes since estimates produced from fewer than 75 unweighted records have the potential for large statistical variation.

Data Publications

The Foundation for a Healthy Kentucky and Interact for Health use KHIP data to produce statewide data briefs on 10-15 key topics each year. Additionally, they release summary reports for each of five regions: Western Kentucky, Greater Louisville, Greater Lexington, Northern Kentucky, and Eastern Kentucky. Publications from 2008 to the present are available on the Foundation for a Healthy Kentucky's website (<https://www.healthy-ky.org/research/category/4/kentucky-health-issues-polls>) or on Interact for Health's website (<https://www.interactforhealth.org/whats-new/category/kentucky-health-issues-poll/>).

Suggested Data Citation

Foundation for a Healthy Kentucky and Interact for Health. *Kentucky Health Issues Poll Data*. Louisville, Kentucky: Authors, [survey year].

Contributing Authors

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