

# 2012 EMS Trauma Survey

Ohio State Fair



# Survey

- Conducted at the 2012 Ohio State Fair between July 25 – August 5, 2012
- Adopted from a previous Harris Poll conducted nationwide in 2005\* for The Coalition for American Trauma Care
- 10 questions intended to gauge trauma center/system knowledge of average Ohioan
- Participants offered chance to win one of 40 25 dollar gift cards provided by OSTNL
- Information to be used to guide educational campaigns and provide overview of baseline state knowledge
- Developed using Survey Monkey

\*The American Public's views of and Support for Trauma Systems (2005). Harris Interactive.

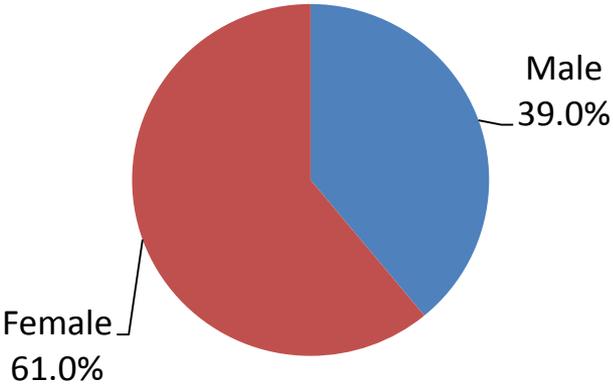
# Collection Methodology

- Respondents completed survey on one of two computers at EMS booth in Bricker Center on the Ohio State Fairgrounds
- Computers were locked to only access the survey
- Respondents were given the choice to enter their name for a chance to win a 25 dollar gift card, with all winners randomized.
- Potential respondents:
  - Current resident of Ohio
  - 18 years of age
  - Could not be or have any immediate relation to an ODPS employee

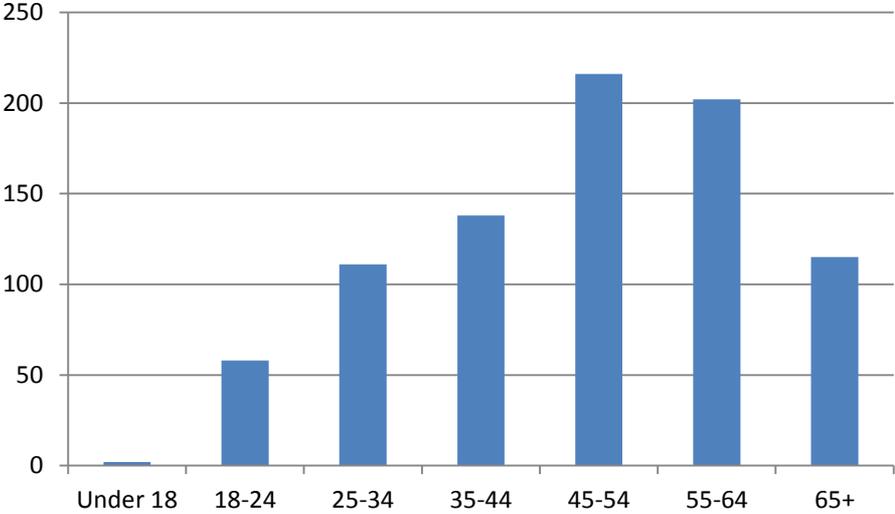
# Sample

- Convenience sample of State Fair attendees who visited Bricker building
- 886 surveys initiated
- **838** surveys completed
  - 512 Females
  - 326 Males
- 48 respondents did not meet eligibility requirements
  - Large portion due to potential relation to ODPS employee

# Gender

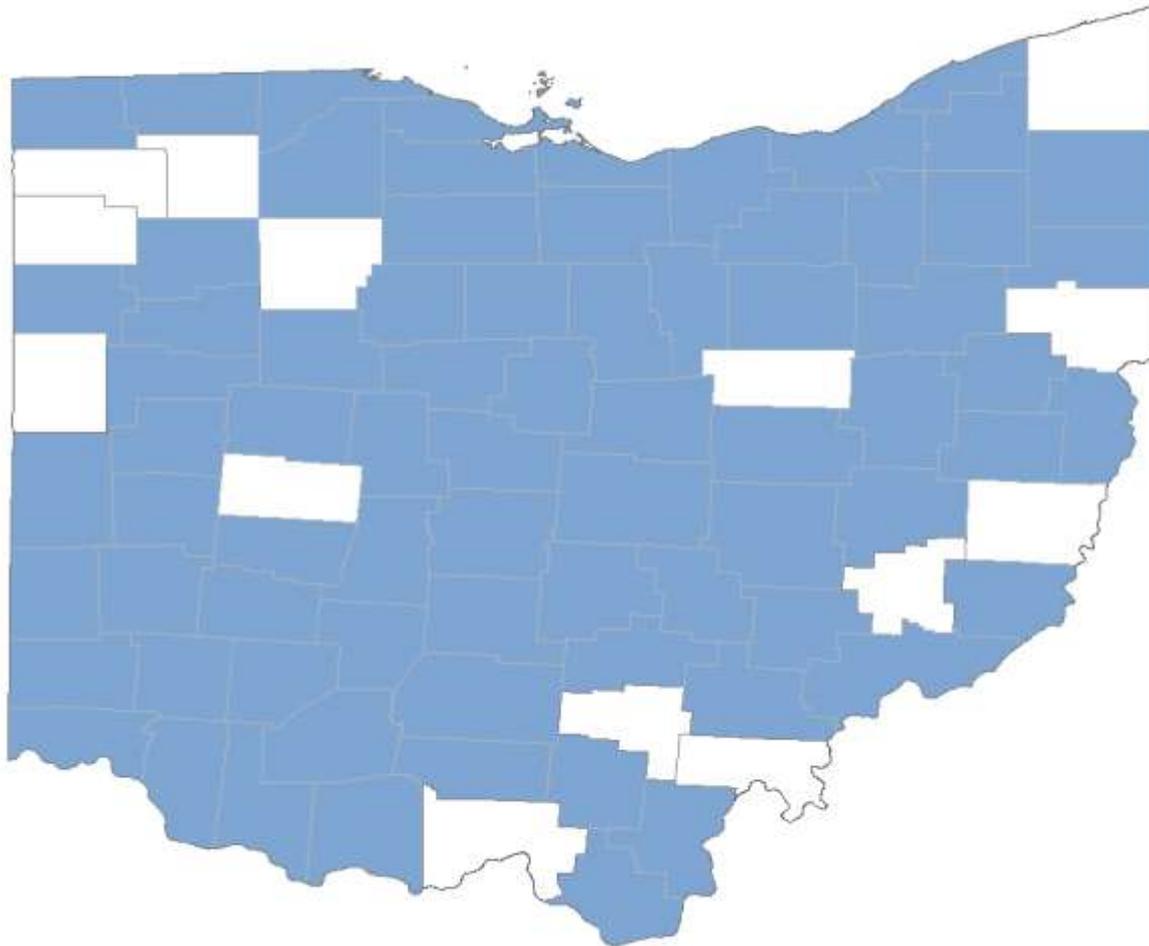


# Age

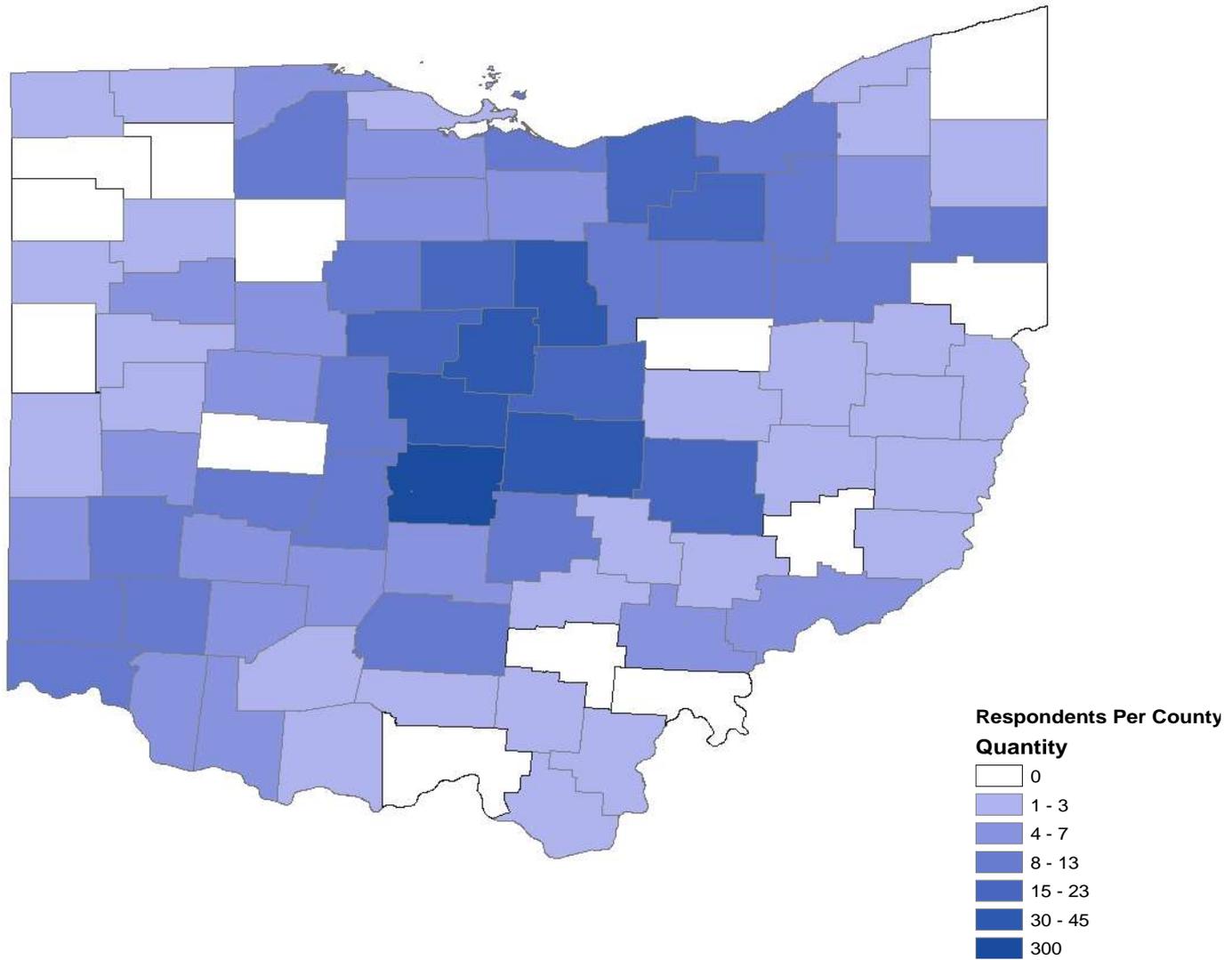


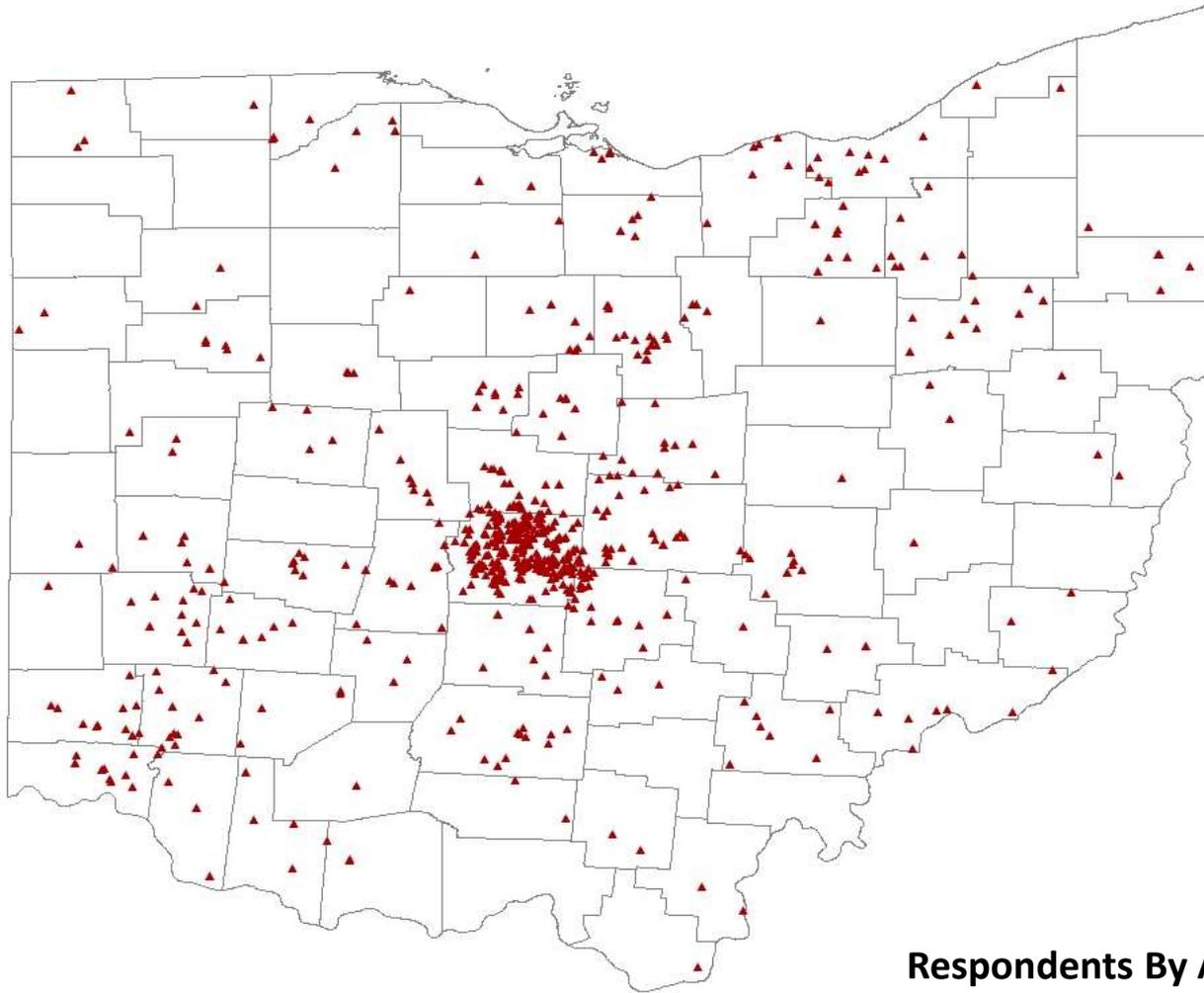
# Sample Demographics

- Respondents represent roughly **74** of 88 Ohio counties and **265** separate Ohio zip codes
  - County count is an estimate due to zip code overlap between counties
- 61% Female/ 39% Male
- 50% of respondents between the ages of 45-64
- Respondents heavily clustered in Central Ohio
- Roughly 40% of sample from Franklin County
- Sample more heavily represents more populous counties



**Respondent Counties**





**Respondents By Address**  
**N=754**

# Fair Demographics – 2010\*

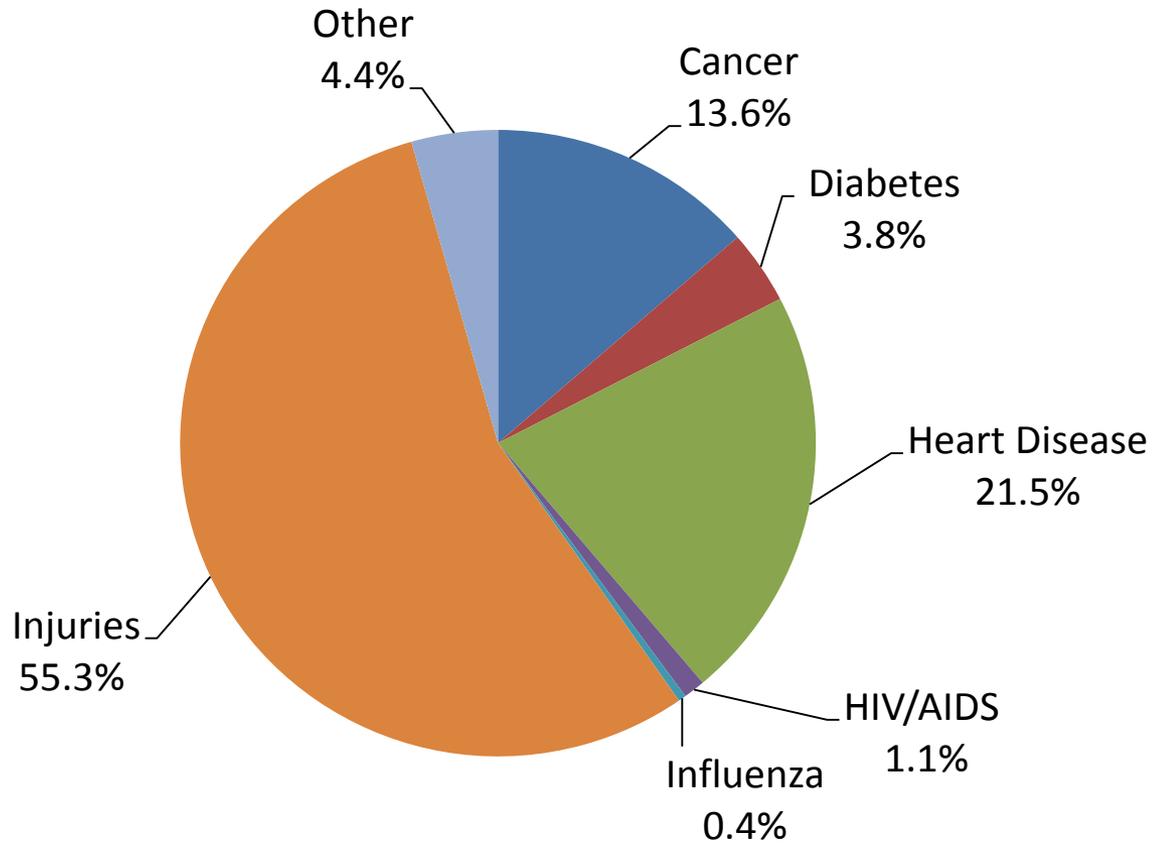
- Gender – **51%** Female/ **49%** Male
- Age – Average age of adult visitor was **46**
- Ethnicity – **84%** White
- Income – **55%** of visitors surveyed have household income of **\$60,000** or more
- Location – 3 out of 5 visitors live in Central Ohio

# Ohio Demographics\*

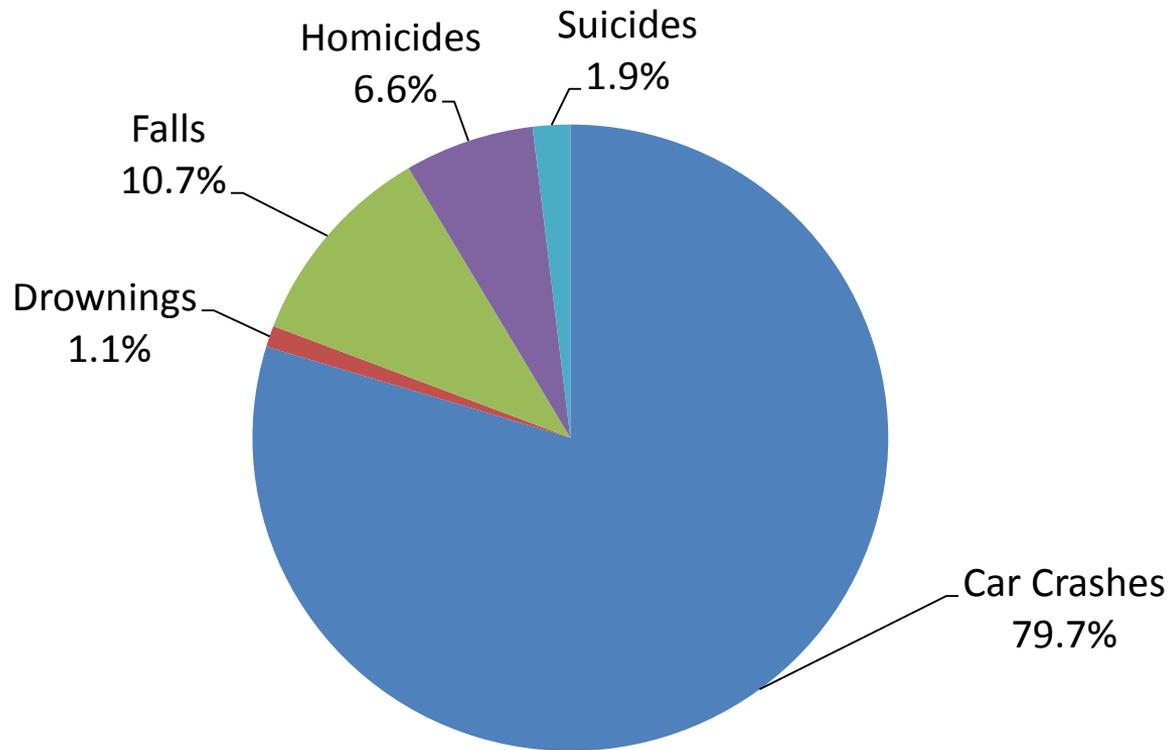
- Gender (2011) – 51% Female / 49% male
- Ethnicity (2011) – 84% White
- Median Household Income (2006-2010) - \$47,000
- Median Age (2010) – 38.8

# RESULTS

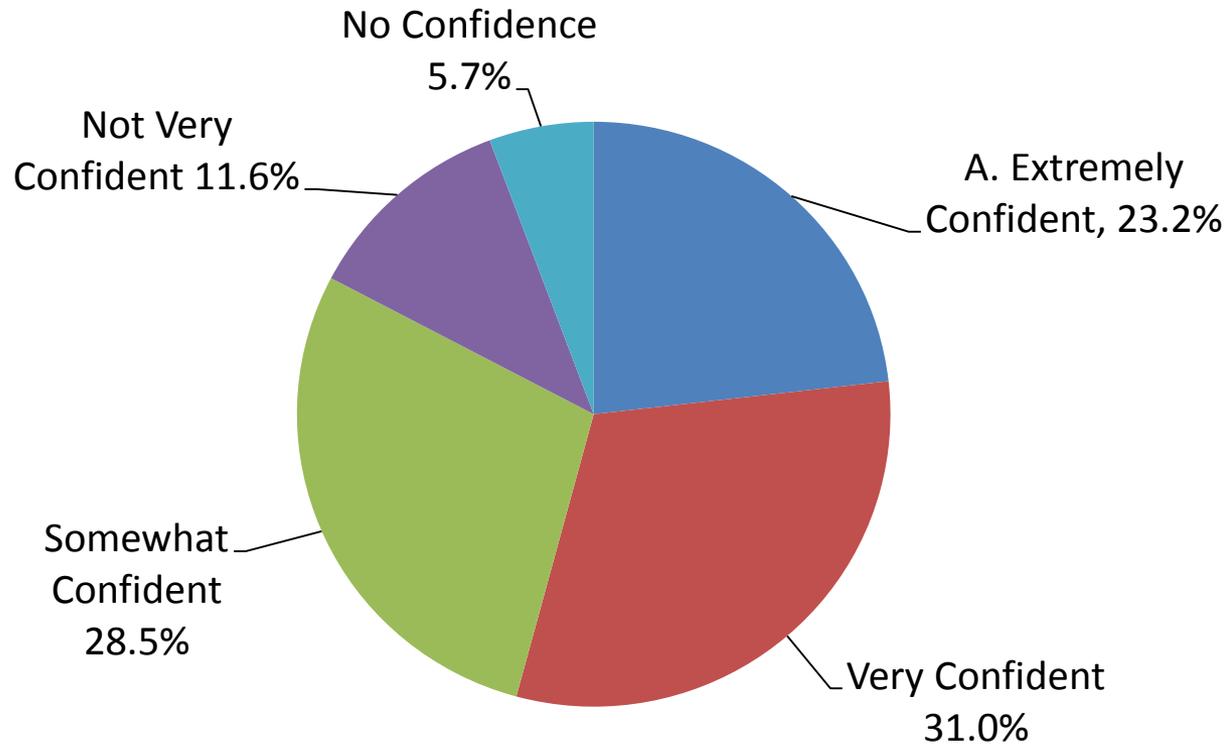
1. Which of the following do you believe is the leading cause of death for people under the age of 45 that live in Ohio?



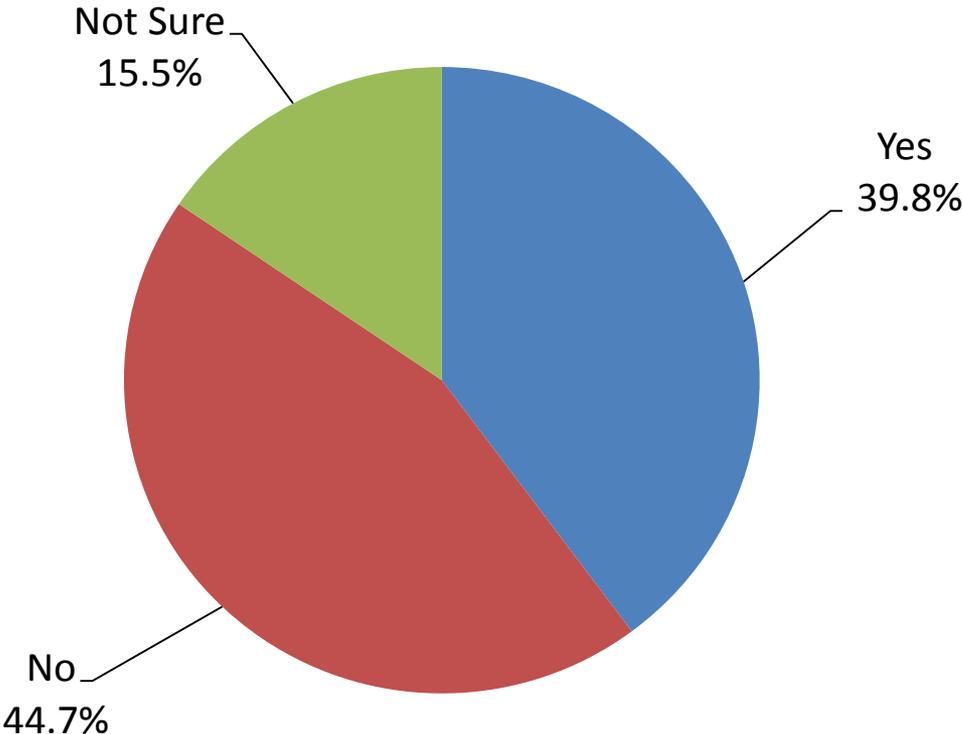
2. Which of the following do you believe is the leading cause of injury-related death for people that live in Ohio?



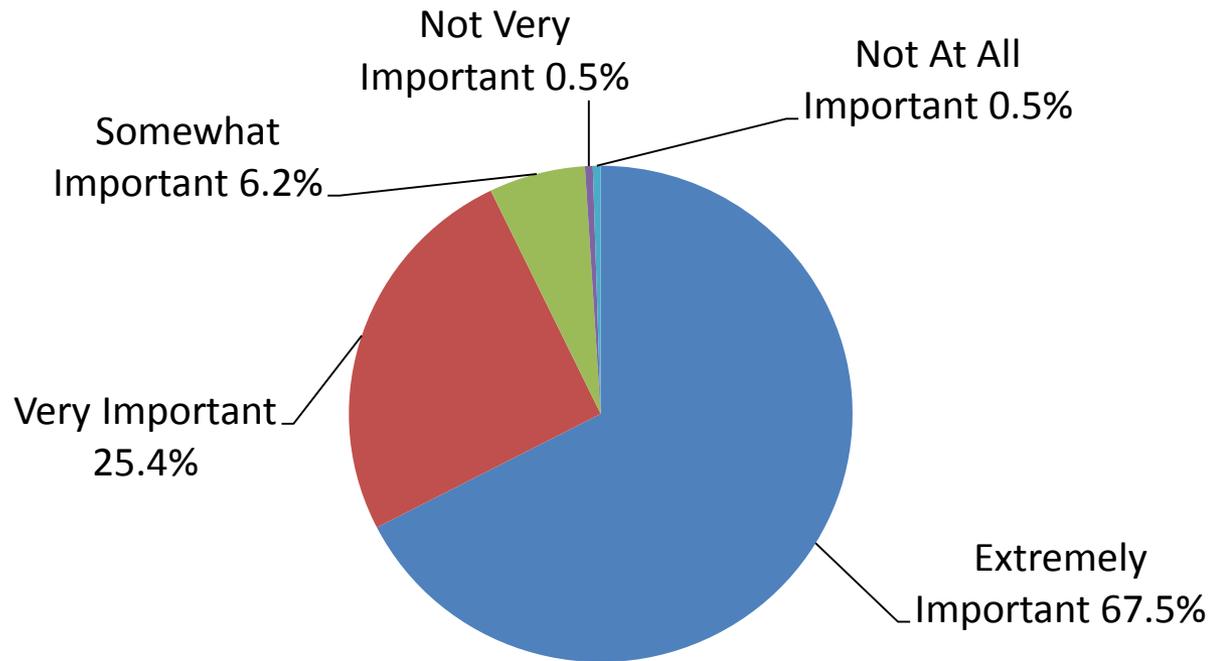
3. If you were badly injured, how confident are you that the hospital closest to your home would be able to provide you with the best care for your injury?



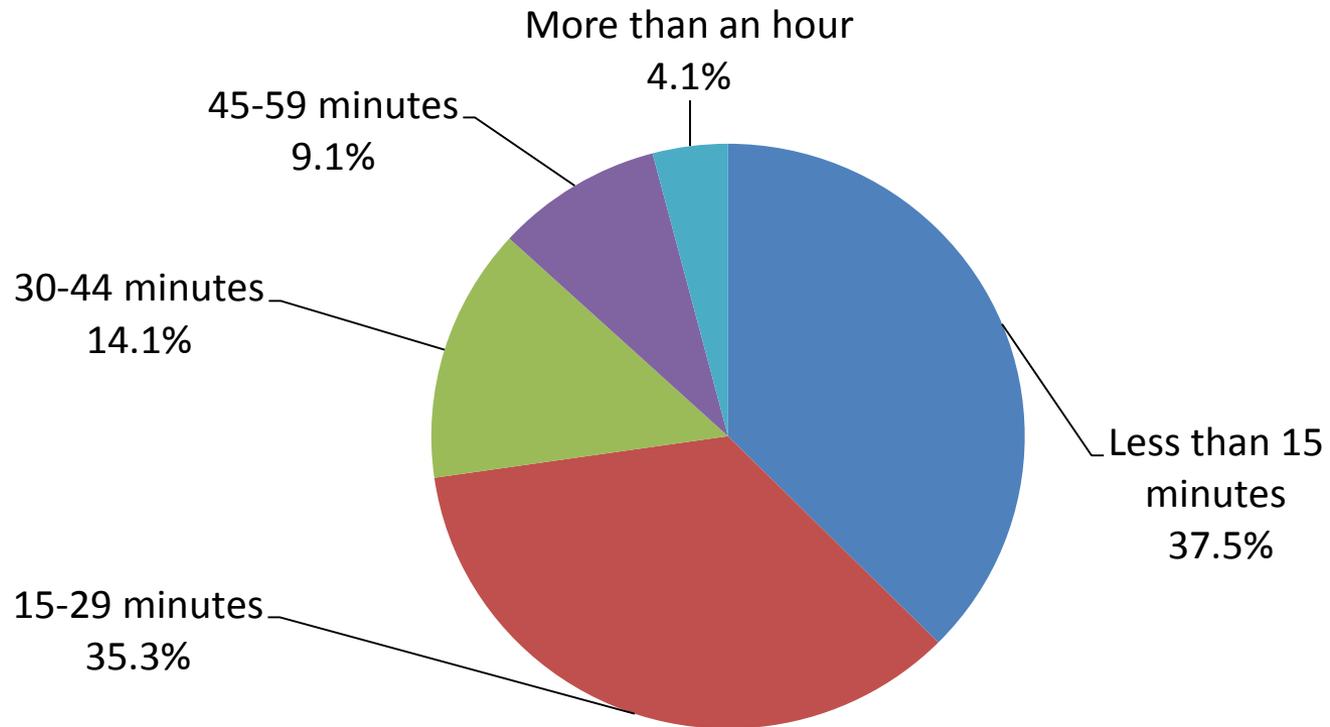
4. Do you think the hospital that is closest to your home is a trauma center?



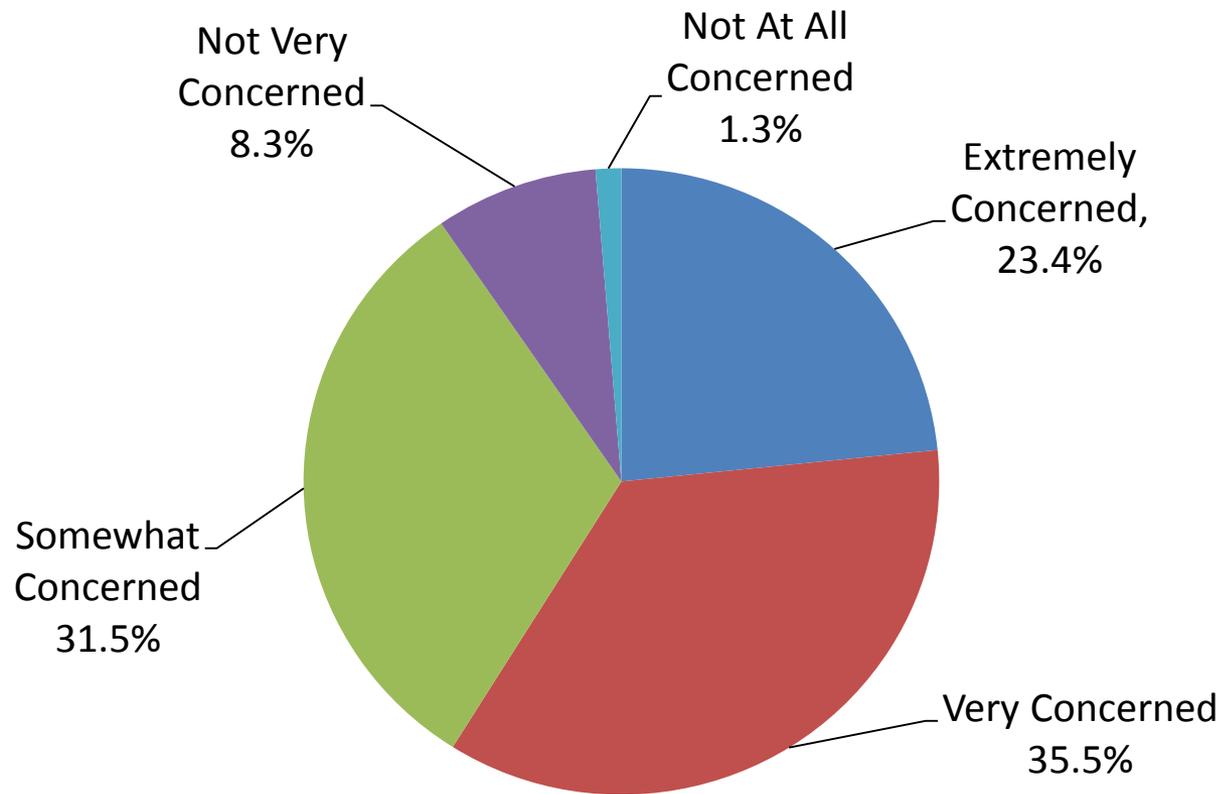
5. If you were badly injured, how important would it be that an ambulance be required to take you to a trauma center, even if it's not the closest hospital?



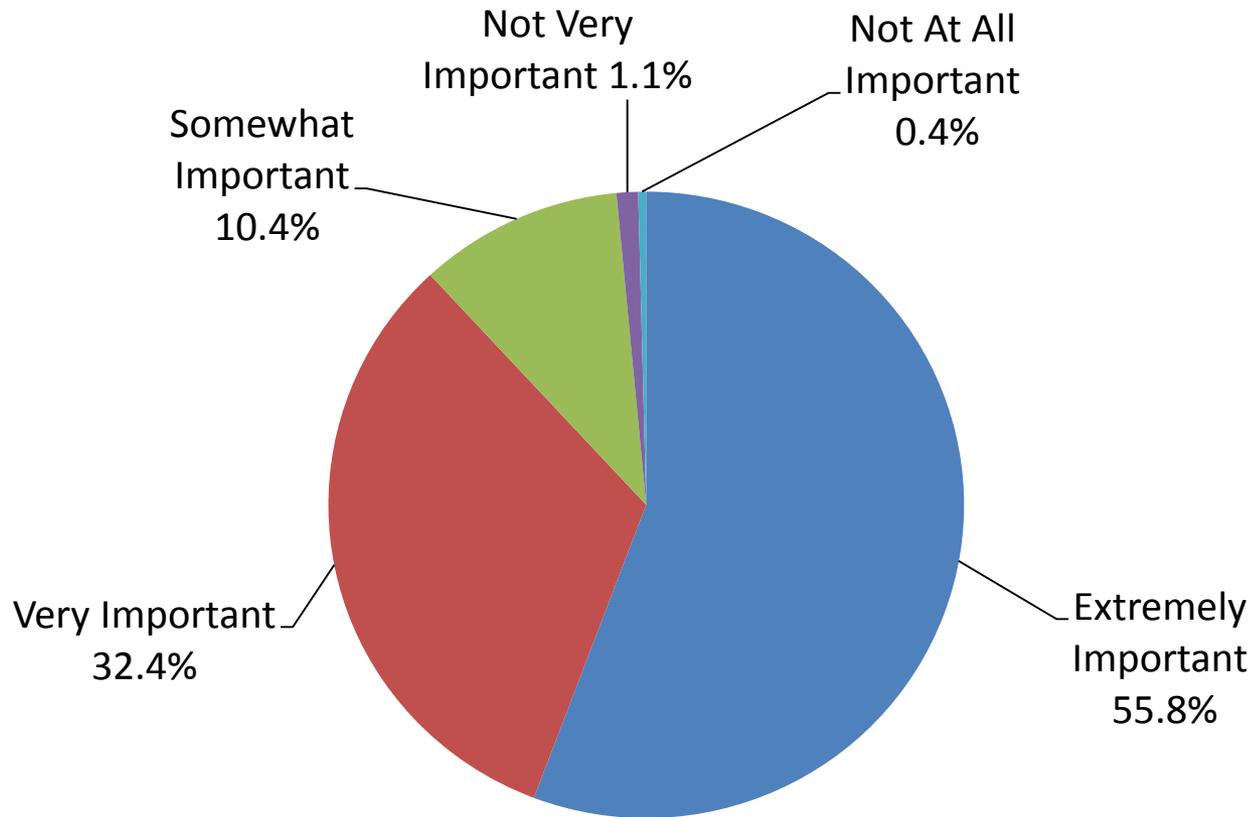
6. From your home, how long would it take you to reach the nearest trauma center by ambulance in the event of a serious or life threatening injury?



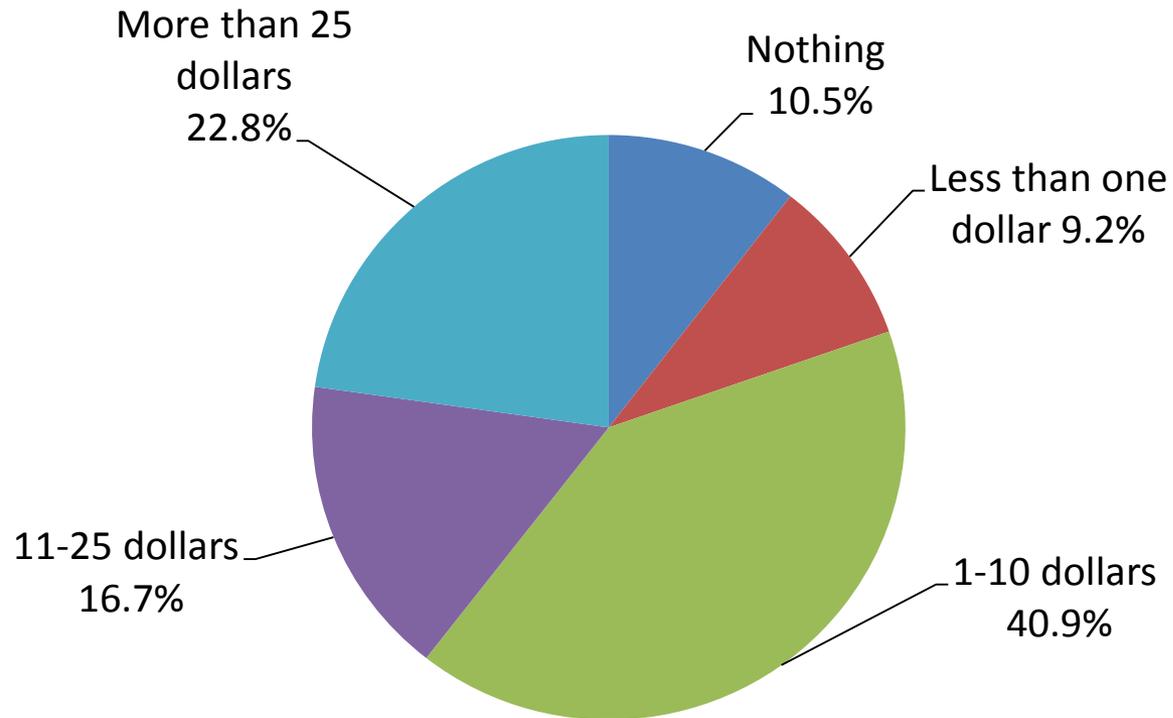
7. If you learned that the hospital closest to your home was not a trauma center, how concerned would you be?



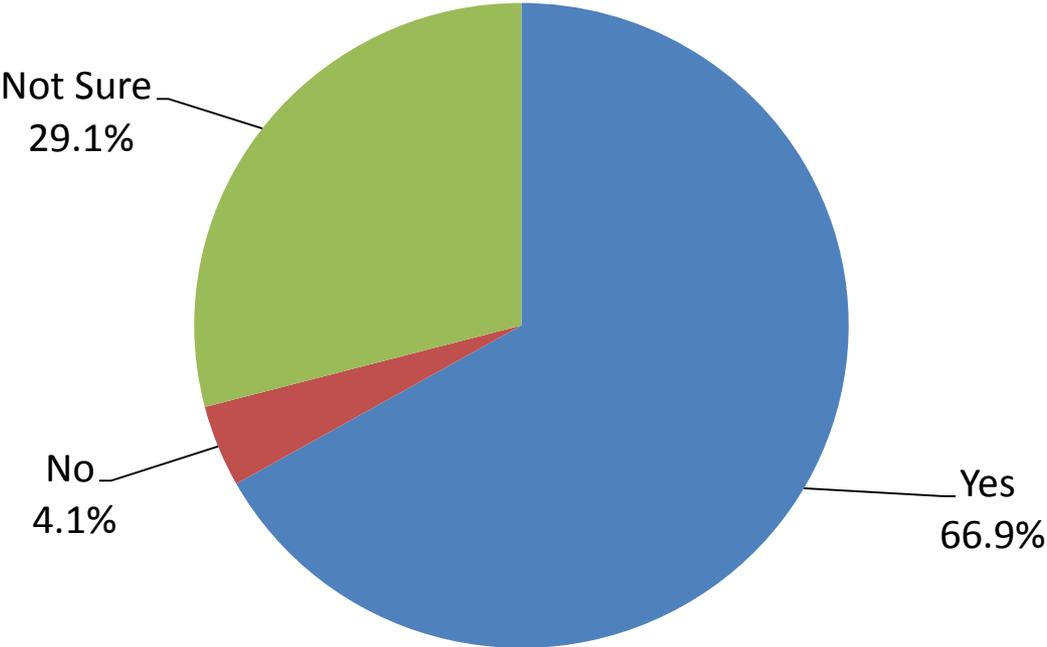
8. How important is it for all people in Ohio to live within 60 minutes of a trauma center?



9. How much money per year would you be willing to spend in order to be sure everyone in Ohio lives within a 60 minute drive of a trauma center?



10. As far as you know, is there a trauma system in place in the State of Ohio?



**ANALYSIS**

# Franklin County

- Roughly **339** Respondents (40%)
- **45-54** Most common age group
- **54%** thought that closest hospital to their home was a trauma center
  - **18%** unsure
- **80.5%** willing to pay at least something
- **93%** at least “somewhat confident” in their nearest hospital

# Gender

## Male

- 49% b/w ages 45-64
- More likely to say closest hospital to home was a TC
- More likely to say they lived within 15 min of a TC
- Slightly higher percentage unwilling to pay to ensure statewide TC coverage
- Slightly higher confidence in closest hospital

## Female

- 50% b/w ages 45-64
  - Female Pop. Slightly older
- More willing to pay more for TC coverage
- Slightly less confidence in nearest hospital
- Less likely to identify nearest hospital as a TC
- Less likely to identify statewide trauma system in place

# Age

- 65+ group highest percent of “nothing” responses for willing to spend on TC coverage, but also greatest percentage of respondents willing to pay “more than 25”
- Young (18-44) females most willing to pay at least something for TC coverage
- Older groups more likely to be more concerned if the hospital closest to their home was not a TC
- Younger groups more likely to think nearest TC is less than 15 minutes from their home
- Older groups more likely to believe that hospital closest to their home is a TC, with highest percentage coming from 65 and over group

# Urban/Rural

- Analysis looked at Population Density per county
- Roughly 382 respondents (46%) from 6 most densely populated counties
- These respondents:
  - 57% believe they live within 15 minutes of a TC
  - 96% believe they live within 30 minutes of a TC
  - 88% willing to pay “something” to ensure TC coverage all over Ohio
  - 20% willing to pay over 25 dollars

# Rural

- Roughly 12% of the sample lived in the 36 least densely populated counties
- These respondents:
  - 85% believe they live greater than 15 minutes away from a trauma center
  - 35% believe they live greater than 45 minutes away
- 50% have at least some confidence in closest hospital to provide best care
- 85% willing to pay at least “something” for TC coverage
- 25% willing to pay more than 25 dollars
- Over 50% at least very concerned if nearest hospital isn’t a TC

# Observations

- Car crashes overwhelming answer for **leading cause of injury-related death** in all groups across the state
- Injuries leading answer for **leading cause of death for Ohioans under the age of 45**
- Majority of all groups thought important for all Ohioans to live within **60 min of a TC**
- Large majority of all groups willing to spend at least **something** to ensure every Ohioan lives within 60 minutes of a trauma center
- Large majority of urban groups are at least **somewhat confident** that the hospital closest to their home could provide best care

# Strengths

- Strong sample size
- Reached a large portion of the state
- Confidence in data based on survey methodology
- Confident that survey reached the “average” Ohioan

# Weaknesses

- Convenience sample
- Gender skewed towards females
- Age skewed towards older
- Large portion of sample comes from urban areas

# Summary

- High levels of confidence in hospitals to provide best care
- All groups willing to pay to ensure all Ohioans live within 60 min of TC
- Groups split on whether or not closest hospital to their home is a TC
- “not sure” appears in moderate levels when addressing whether a trauma system is in place in the State of Ohio
- Lower level of confidence in closest hospital in rural groups
- High level of respondents found extreme importance in the availability of trauma centers

# Looking Forward

- Questions
- Specific research questions / research goals?

