

From: California Hospital Association <info@calhospital.org>
Sent: Tuesday, July 28, 2020 5:06 PM
To: Christina Devi
Subject: Care Can't Wait: Google Insights

Colleagues,

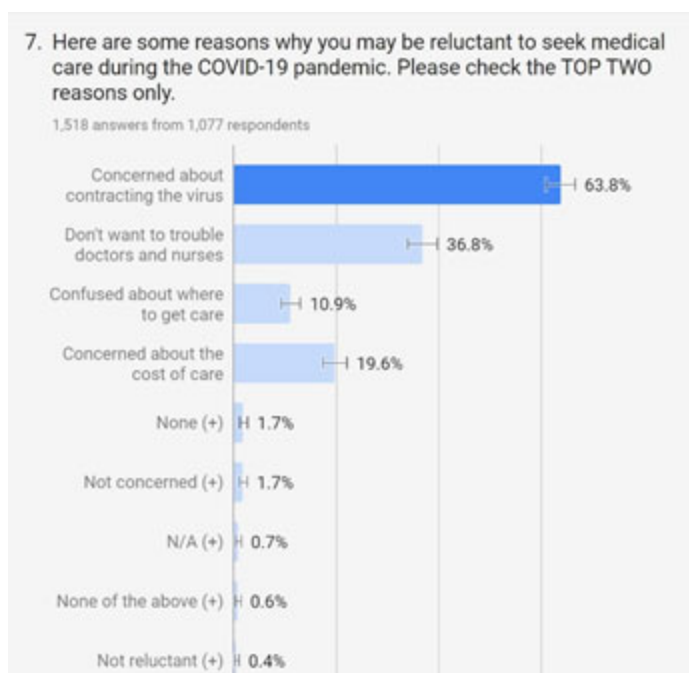
COVID-19 infection rates and hospitalizations are on the rise in several areas around the state, but it is as important as ever that CHA help you assure the public that hospitals are safe and ready to care for everyone.

I want to update you on our efforts to encourage Californians to seek needed hospital care. We've completed our July monthly tracking poll to help assess perceptions. The results (below) have helped inform our campaign, including a statewide public service announcement, a social media toolkit with off-the-shelf graphics to use in local campaigns, and the [Our Health California](#) paid media program. These will be rolled out in early August.

Here are some of the findings of a Google Insights poll (more than 1,000 responses) conducted July 14-16 among men and women between the ages of 35 and 65. This Insights poll was designed to build on the Quinn Thomas poll sent to you on June 2.

Topline Results:

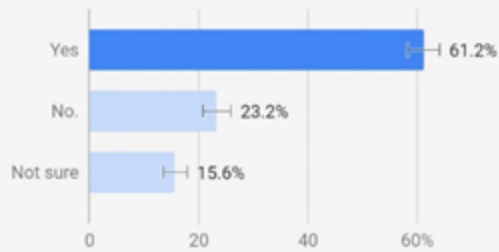
- More than 76% of respondents have a medium-to-high concern about returning to regular activities.
- 68% would seek hospital care if they had a serious illness. This is up from 57% of respondents who would be somewhat or very willing to seek hospital ER care in the Quinn Thomas poll. This is also up from 60% of consumers who would be somewhat or very willing to seek hospital inpatient care.
- 71% of respondents would be willing to seek care in a physician's office or urgent care facility as compared to the Quinn Thomas poll – 74% favorable for a doctor's office, 61% willing to seek care in an urgent care facility.
- Reasons respondents cited for being reluctant to seek care:



- Consumers are hearing about safety precautions hospitals are taking:

8. Hospitals are taking precautions to limit of the risks of infection to patients and employees. Have you heard about steps your hospital is taking to ensure safe patient care?

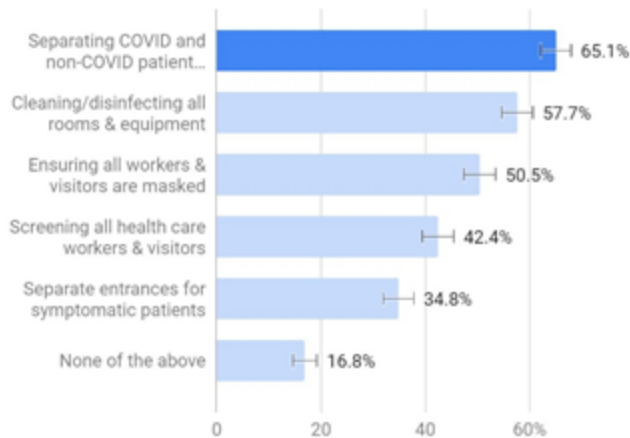
1,053 respondents



Top safety precautions that would make consumers more likely to seek hospital care:

9. Which of the following safety precautions would make you more likely to seek hospital care for a serious illness? Check up to THREE answers.

2,732 answers from 1,022 respondents



[Here's](#) the link to a spreadsheet with the full poll results and crosstabs. We will conduct this survey again in mid-August.

If you have any questions about this poll or CHA's Care Can't Wait campaign, please contact Tracy Campbell at tcampbell@calhospital.org.

Thank you,

Tracy Campbell
Assistant Group Vice President, Communications

Manage your [subscription](#). Questions? [Contact us](#).

Follow us on [Twitter](#) | [Facebook](#) | [YouTube](#) | [LinkedIn](#)

California Hospital Association · 1215 K Street, Suite 800 · Sacramento, CA 95814 ·

www.calhospital.org