

# Completion of Advance Directives Among U.S. Consumers

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## Appendix A

### Survey Methodology

Porter Novelli's HealthStyles survey has been conducted annually since 1995, and is designed to obtain information on consumer's attitudes and beliefs about chronic and infectious disease and behaviors, exposure to health information and health promotion communication campaigns, and self-reported symptoms and conditions. HealthStyles is one of five consumer mail panel surveys that are collectively known as the "Styles surveys." The overall sampling frame for the Styles surveys is a consumer mail panel comprised of approximately 328,000 respondents. Potential respondents complete a four-page recruitment mail survey. In return for participating in the recruitment survey, the respondents receive a small cash incentive (\$10) and are entered into a sweepstakes with a first-place prize of \$1000 and five second place prizes of \$50.

HealthStyles is the second wave of the Styles surveys. ConsumerStyles, the initial wave of Styles surveys, was fielded from April through May in 2009 and 2010. Stratified random sampling was used to generate a list of potential respondents for the ConsumerStyles survey panel. The sample was stratified by region, household income, household size, population density, and age, to create a nationally representative sample; a low-income/minority supplement ( $n=3405$  in 2009 and  $n=2996$  in 2010) was used to ensure adequate representation of these groups. In 2009, 10,587 of 21,420 respondents (49%) completed ConsumerStyles, and 10,328 of 20,000 respondents (52%) completed this survey in 2010. In total, 7004 HealthStyles surveys were sent to mail panel households that returned ConsumerStyles in 2009, and 6253 surveys were sent to mail panel households in 2010.

### End-of-Life Items Included on the 2009 and 2010 HealthStyles Surveys

Have you discussed your future healthcare plans and treatment wishes with anyone?  
Future healthcare plans are plans about the types of medical treatment you want or don't want to receive if you become seriously ill in the future (choose one)

- 1) Yes
- 2) No
- 3) Don't know

Advance directives are designed to help others make medical or treatment decisions for your care in situations where you are unable to make decisions yourself. Common forms of advance directives include living wills and durable healthcare power of attorney. If you do not have an advance directive, why? (choose one)

- 1) Doesn't apply; I have an advance directive
- 2) Don't know what advance directives are
- 3) Never thought about signing one
- 4) Do not need it because I'm in good health
- 5) Do not need it because my family knows my wishes
- 6) Do not need it because my doctor knows my wishes
- 7) Some other reason

Which of the following is your biggest concern about end-of-life care? (choose one)

- 1) Where I will receive care
- 2) The cost of care
- 3) My comfort and dignity
- 4) The pain I might experience
- 5) I do not have any concerns
- 6) Some other concern
- 7) Don't know

Do you have written instructions about the type of medical treatment you would want to receive if you were unconscious or somehow unable to communicate? This is sometimes known as a living will. (choose one)

- 1) Yes
- 2) No
- 3) Don't know

Besides your physician, who do you most trust to provide information on end-of-life issues? (choose one)

- 1) Family members or my partner
- 2) Lawyer
- 3) Clergy (minister, rabbi, priest, etc.)
- 4) Internet
- 5) Nonprofit organizations (AARP, American Cancer Society)
- 6) Federal government (CDC, National Cancer Institute, etc.)
- 7) Media (newspapers, magazines, news)
- 8) Some other person or organization

*Note:* AARP, previously the American Association of Retired Persons