

**SUPPLEMENTARY MATERIAL**  
**APPENDIX A**  
**Sample Characteristics for the Surveys**

Respondent Characteristics	Survey Fielded in:			U.S. Population
	2010 (n=849)	2014 (n=787)	2015 (n=1,457)	2010
<b><i>Socio-Demographics</i></b>				
Age				
<30	10.6%	17.3%	15.1%	23.1% <sup>a</sup>
30-44	37.7%	30.0%	22.9%	24.1%
45-60	38.3%	28.5%	29.7%	25.1%
>60	13.4%	24.1%	32.3%	27.7%
Gender				
Female	50.1%	50.9%	52.9%	51.1%
Male	49.9%	49.1%	47.1%	48.9%
Race/Ethnicity				
White	73.9%	71.4%	76.2%	69.6% <sup>a</sup>
African American	10.8%	10.1%	7.8%	11.2%
Latino	8.7%	10.4%	10.2%	12.7%
Other	6.6%	8.1%	5.8%	6.5%
Education				
High School or Less	38.9%	31.3%	33.8%	44.1% <sup>a</sup>
Some College	28.6%	31.1%	28.4%	25.9%
College Graduate	32.5%	37.6%	37.9%	29.9%
<b><i>Health Status and Utilization</i></b>				
Chronic Health Problems				
Yes	39.9%	44.5%	44.6%	45.7% <sup>b</sup>
Self-Reported Health				
Fair/Poor	15.0%	13.1%	12.5%	12.9% <sup>c</sup>
Good	35.3%	33.8%	36.5%	26.7%
Very Good/Excellent	49.2%	53.1%	50.9%	60.3%

**Sources**

<sup>a</sup> U.S. Census, Statistical Abstract of the United States: 2012 (Washington DC: U.S. Department of Commerce).

<sup>b</sup> Ward BW, Schiller JS, Goodman RA. Multiple Chronic Conditions Among US Adults: A 2012 Update. *Prev Chronic Dis* 2014;11:E62.

<sup>c</sup> Blackwell DL, Lucas JW, Clarke TC. Summary health statistics for U.S. adults: national health interview survey, 2012. *Vital Health Stat* 10. 2014 Feb;(260):1-161.

## APPENDIX B

### Types of Quality Information Encountered Through Active and Passive Exposure 2014-2015

Percent of Respondents  
(age 25-64 only)

Type of MD Quality Information Seen In Past 12 Months	Passive Consumers		Active Information Seekers*	
	2014	2015	2014	2015
Patient experience measures	1.9%	3.6%	60.0%	52.4%
Clinical quality metrics	2.2%	3.8%	25.2%	26.7%
Patient safety metrics	0.0%	1.2%	12.1%	10.6%
Patient comments	2.2%	4.9%	69.6%	67.8%
Any quality information identified above	4.5%	7.9%	86.1%	84.9%
Saw at least one quantified metric	3.9%	6.3%	72.2%	62.3%
Saw comments only	0.7%	1.7%	13.9%	22.6%

**Notes:** Calculated by the authors from their own surveys

\* Reported seeking information on MD quality from the internet in previous 12 months.

**APPENDIX C**

**Consumer Attributes Associated with Actively Seeking Clinician Quality Information**

**Logistic Regression Results: Combined 2014-2015 Sample  
Odd-Ratios, All Ages 18+**

EXPLANATORY VARIABLES	Searched for Physician Quality Information
High School or Less (Comparison)	
Some College	0.71 *
College Grad+	1.18
Income	1.08
Age	0.79 *
Female	1.43 *
White (Comparison)	
Black	1.66 *
Latino	1.38 *
Mixed/Other	1.57 *
Healthy (Comparison)	
Acute Condition	1.16
Chronic Condition	1.61 *
No Physician Quality Report (Comparison)	
Physician Quality Report	0.89
2015 Sample (Comparison)	
2014 Sample	0.56 *
Percent of Variance Explained	0.08
Number of Observations	2,243

\* Statistically significant p<0.05