

Table 4 Public responses to “It is very important that your healthcare professional...”

	1998	2008
Is highly trained	87%	82% ↓
Listens to patients	85%	83%
Has successful medical results	84%	84%
Is caring and compassionate	77%	74%
Spends time answering questions	74%	74%
Delivers value/cost	70%	73%
Easy to get appointment	65%	65%
Is research oriented	39%	36%
Is prestigious	33%	31%
Accepts insurance (added in 2008)	N.A.	85%

Arrows indicate the direction of statistically significant differences. Percentage results are based on ratings of #5, very important, on a scale of 1 to 5.