

NORC AmeriSpeak Omnibus Survey:

Millions of Americans Continue to Donate to Crowdfunding Sites to Help Others Pay Medical Bills Despite Economic Hardships of the Pandemic

Interview Dates

December 17, 2020 – December 21, 2020

Nationally representative sample of 1,028 English-speaking adults age 18 and over, conducted using the AmeriSpeak Panel, the probability-based panel of NORC at the University of Chicago. Of the 1,028 respondents, 953 completed the survey by phone and 75 via the web.

The self-funded poll was conducted during a monthly Omnibus survey. It included 1,028 interviews with a nationally representative sample (margin of error +/- 4.07 percent) of adult Americans age 18+ using the AmeriSpeak Panel. AmeriSpeak® is NORC's probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings

NOTE: All results show percentages among respondents. "Other" includes don't know, skipped, and refused responses. Frequencies may not add to 100 percent due to rounding.

Study Methodology

Data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between December 17-21, 2020, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,028 completed the survey—953 via the web and 75 via telephone. Interviews were conducted in both English, depending on respondent preference. The final stage completion rate is 22.0 percent, the weighted household panel response rate is 19.5 percent, and the weighted household panel retention rate is 75.0 percent, for a cumulative response rate of 3.2 percent. The overall margin of sampling error is +/-4.07 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2020 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

For more information, email info@AmeriSpeak.org

HCE2. In order to raise money for a medical bill or medical treatment, have you or anyone in your household ever done any of the following through a crowdfunding campaign such as GoFundMe?

[MULTIPLE RESPONSE]

AmeriSpeak (12/17/20-12/21/20)	All adults (N=1,028)
Started a campaign to pay for your own medical expenses	2
Started a campaign to pay for someone else's medical expenses	3
Donated to a campaign	18
Have not done any of these	78
Other	1

If responded "Donated to a campaign" in HCE2.

HCE3. Thinking of the crowdfunding campaigns that you or somebody in your household donated to, whose medical bills or expenses were the campaigns raising money for?

[MULTIPLE RESPONSE]

AmeriSpeak (12/17/20-12/21/20)	N=180
A relative	14
A friend	52
A Co-worker	8
An acquaintance	22
Someone you don't know personally	30
Can't remember	8
Other	0

If responded “Donated to a campaign” in HCE2.

HCE4. Thinking of the crowdfunding campaigns that you or somebody in your household donated to, what illnesses or conditions did people have?

[MULTIPLE RESPONSE]

AmeriSpeak (12/17/20-12/21/20)	N=180
Cancer	39
COVID-19	4
Diabetes	2
Heart disease	19
Injuries as a result of an accident such as car, bicycle, or workplace accident	35
Mental illness, such as depression, bipolar disorder, or schizophrenia	11
Other, please specify	19
Other	10

If responded “Started a campaign to pay for your own medical expenses” or “Started a campaign to pay for someone else’s medical expenses” in HCE2.

HCE5. Thinking of the crowdfunding campaigns that you or somebody in your household started for medical bills or expenses, what were the illnesses or conditions the campaigns were for?

[MULTIPLE RESPONSE]

AmeriSpeak (12/17/20-12/21/20)	N=58
Cancer	20
COVID-19	31
Diabetes	10
Heart disease	9
Injuries as a result of an accident such as car, bicycle, or workplace accident	21
Mental illness, such as depression, bipolar disorder, or schizophrenia	5

Other, please specify	18
Don't know	8
Other	9

If responded “Started a campaign to pay for your own medical expenses” in HCE2.

HCE6. Prior to you or somebody in your household starting the campaign to pay for your own medical expenses, had you contacted the organization that sent you the bill to request financial help or other information about your bill?

AmeriSpeak (12/17/20-12/21/20)	N=23
Yes	55
No	45
Other	0

If responded “Yes” to HCE6.

HCE7. What type of information or financial help did you request from the organization that sent you the bill or statement?

[MULTIPLE RESPONSE]

AmeriSpeak (12/17/20-12/21/20)	N=12
Requested information on financial assistance	56
Requested a complete credit for the billed amount	29
Requested a reduction in the total billed amount	85
Requested a payment plan for the bill	63
Met with a billing or financial counselor	7
Other, please specify	0
Other	0

HCE8. How much responsibility does each of the following have to provide free or reduced-cost medical care for people who cannot afford it?

AmeriSpeak (12/17/20-12/21/20) All adults (N=1,028)	A great deal	A lot	Some	Not much	None at all	Other
Hospitals or clinics	23	21	39	10	6	1
Doctors	15	20	39	16	10	1
Government	38	21	27	7	6	2
Charities	17	21	42	10	9	3
Family or friends	8	11	33	33	15	2

Survey interview mode

AmeriSpeak (12/17/20-12/21/20)	All adults (N=1,028)
Online	7
Phone	94

Gender

AmeriSpeak (12/17/20-12/21/20)	All adults (N=1,028)
Male	48
Female	52

Age – 4 categories

AmeriSpeak (12/17/212012/21/20)	All adults (N=1,028)
18-29	21
30-44	23
45-59	26
60+	30

Combined race/ethnicity

AmeriSpeak (12/17/20-12/21/20)	All adults (N=1,028)
White, non-Hispanic	63
Black, non-Hispanic	12
Other, non-Hispanic	1
Hispanic	17
2+, non-Hispanic	2
Asian, non-Hispanic	6

5-level education

AmeriSpeak (12/17/20-12/21/20)	All adults (N=1,028)
Less than HS	10
HS graduate or equivalent	28
Vocational/tech school/some college/associates	28
Bachelor's degree	21
Post grad study/professional degree	14

Marital status

AmeriSpeak (12/17/20-12/21/20)	All adults (N=1,028)
Married	48
Widowed	4
Divorced	10
Separated	4
Never married	26
Living with partner	8

Current employment status

AmeriSpeak (12/17/20-12/21/20)	All adults (N=1,028)
Working (NET)	53
Working remotely – as a paid employee	15
Working in-person – as a paid employee	31
Working – self-employed	7
Not working (NET)	47
Not working – temporarily laid off or furloughed since the beginning of the COVID-19 pandemic	4
Not working – permanently laid off at any time since the beginning of the COVID-19 pandemic	2
Not working – unemployed looking for work since before the COVID-19 pandemic	3
Not working – retired	22
Not working – disabled	8
Not working – other	9
Other	0

Current insurance status

AmeriSpeak (12/17/20-12/21/20)	All adults (N=1,028)
Yes	91
No	9
Other	0

Household income

AmeriSpeak (12/17/20-12/21/20)	All adults (N=1,028)
Less than \$50,000 (NET)	44
Less than \$5,000	3
\$5,000 to \$9,999	5
\$10,000 to \$14,999	4
\$15,000 to \$19,999	5
\$20,000 to \$24,999	6
\$25,000 to \$29,999	4
\$30,000 to \$34,999	5
\$35,000 to \$39,999	3
\$40,000 to \$49,999	9
\$50,000 or more (NET)	56
\$50,000 to \$59,999	11
\$60,000 to \$74,999	10
\$75,000 to \$84,999	5
\$85,000 to \$99,999	9
\$100,000 to \$124,999	9
\$125,000 to \$149,999	5
\$150,000 to \$174,999	3
\$175,000 to \$199,999	1
\$200,000 or more	4

Region – 4 level

AmeriSpeak (12/17/20-12/21/20)	All adults (N=1,028)
Northeast	19
Midwest	23
South	42
West	16

Metropolitan area flag

AmeriSpeak (12/17/20-12/21/20)	All adults (N=1,028)
Non-metro area	20
Metro area	80