



## AMERICANS UNITED IN PREFERENCE FOR PHYSICIANS

The knowledge and experience of a family physician is more important than ever.



### AMERICANS AGREE:

**81%** + **72%**  
OF OPINION LEADERS OF ADULTS

prefer to see a physician for their medical care.



**9 OUT OF 10**

adults want a physician to lead their medical team.



## AMERICANS BELIEVE PHYSICIANS POSSESS THE QUALITIES THAT MATTER MOST

Americans most want their provider to be knowledgeable, experienced, someone they trust and up-to-date.

**AND THEY BELIEVE PHYSICIANS EXEMPLIFY THESE TRAITS**  
by more than 2:1 compared to non-physician counterparts.



**80%** 

Up-to-date on the latest medical advances and treatments

**77%** 

Experienced

**77%** 

Knowledgeable

**72%** 

Someone they trust

**SURVEY CONDUCTED ONLINE NOV. 8-15, 2013, REACHING A TOTAL OF 1,000 U.S. ADULTS, 363 OPINION LEADERS\***

\*Opinion Leaders are defined as individuals who are registered to vote; have at least a college degree; are over age 25; make more than \$75,000 annually unless they are between the ages of 25 and 29; are heavy news consumers; and are politically and/or socially engaged.

For more information on the American Academy of Family Physicians and why physicians have the education, expertise, and experience necessary to ensure the highest quality care for patients, please visit **[FamilyDoctor.org](http://FamilyDoctor.org)**