Exhibit 1. A Majority of Adults Who Are Potentially Eligible for the Law’s New Insurance Options Are Aware of the Marketplaces and the Availability of Financial Assistance

Since the beginning of October, under the health reform law, also known as the Affordable Care Act, new marketplaces have been open in each state where people who do not have affordable health insurance through a job can shop and sign up for health insurance. Are you aware of this new marketplace in your state?

- Yes, I am aware: 60%
- No, I was not aware: 39%
- Don’t know or refused: 1%

Many people without affordable health benefits through a job may be eligible for financial help to pay for their health insurance in these new marketplaces. Are you aware that financial assistance for health insurance is available under the reform law?

- Yes, I am aware: 53%
- No, I was not aware: 46%
- Don’t know or refused: 1%

Adults ages 19–64 who are uninsured or have individual coverage

Exhibit 2. Seventeen Percent of Adults Who Are Potentially Eligible for Coverage Visited a Marketplace

Have you gone to this new marketplace to shop for health insurance? This could be by mail, in person, by phone, or on the Internet.

- No, has not gone to marketplace: 82%
- Yes, went to marketplace: 17%

Health status:
- Excellent: 27%
- Very good: 21%
- Good: 25%
- Fair: 19%
- Poor: 7%
- Don’t know or refused: 2%

Age:
- 19–29: 21%
- 30–49: 52%
- 50–64: 26%

Adults ages 19–64 who are uninsured or have individual coverage

Exhibit 3. One of Five Adults Who Visited the Marketplaces Enrolled in a Health Plan

Did you end up enrolling in a health plan?

- Enrolled in a plan: 21%
- Did not enroll in a plan: 76%
- Don’t know or refused: 3%

Adults ages 19–64 who are uninsured or have individual coverage and went to marketplace

Exhibit 4. Reasons for Not Enrolling in October Included Uncertainty over Affordability, Still Deciding Among Plans, and Website Technical Difficulties

Can you tell me why you did not enroll in a health insurance plan or Medicaid when you visited the marketplace?

- Not certain you can afford a plan: 48%
- Still trying to decide which plan you want: 46%
- Thought the deductibles and copays were too high: 42%
- Website you were using was experiencing technical difficulties: 37%
- Have not been able to find out if you can get financial assistance or Medicaid: 29%
- Not eligible for financial assistance or Medicaid: 28%
- Couldn't find a plan with the doctors you wanted: 21%
- Some other reason: 17%

Adults ages 19–64 who are uninsured or have individual coverage and went to marketplace but did not enroll

Note: Respondents could identify more than one reason.
Exhibit 5. A Majority of Adults Potentially Eligible for Coverage Who Have Not Yet Enrolled Say They Are Likely to Shop for Coverage by March 31, 2014

The enrollment period for health insurance in the marketplaces ends on March 31, 2014. How likely are you to go to/go back to the marketplace by March 31, 2014, to enroll in a health plan or find out if you are eligible for financial help to pay for your plan or for Medicaid?

Adults ages 19–64 who are uninsured or have individual coverage and who have not gone to marketplace, or went to marketplace but did not enroll

Exhibit 6. Many Adults Who Visited the Marketplaces Found It Difficult to Select and Compare Health Plans

How easy or difficult was it to find...?

- **A plan with the type of coverage you need**
  - Very difficult or impossible: 56
  - Somewhat difficult: 38
  - Somewhat easy: 19
  - Very easy: 16

- **A plan you could afford**
  - Very difficult or impossible: 61
  - Somewhat difficult: 40
  - Somewhat easy: 21
  - Very easy: 14

How easy or difficult was it to compare the ... of different insurance plans?

- **Benefits covered**
  - Very difficult or impossible: 58
  - Somewhat difficult: 33
  - Somewhat easy: 25
  - Very easy: 19

- **Premium costs**
  - Very difficult or impossible: 52
  - Somewhat difficult: 27
  - Somewhat easy: 25
  - Very easy: 21

- **Potential out-of-pocket costs***
  - Very difficult or impossible: 51
  - Somewhat difficult: 31
  - Somewhat easy: 20
  - Very easy: 14

Adults ages 19–64 who are uninsured or have individual coverage and went to marketplace

Note: Segments may not sum to 100 percent because of “don’t know” responses or refusal to respond.

* Potential out-of-pocket costs from deductibles and copayments.

Exhibit 7. Nearly Half of Adults Who Visited the Marketplaces Tried to Find Out About Financial Help to Pay for Their Health Plans

Did you try to find out if you are either eligible for financial assistance to help pay for your plan, or if you are eligible for Medicaid?

- Tried to find out if eligible for financial assistance or Medicaid: 47%
- Did not try to find out if eligible for financial assistance or Medicaid: 47%
- Don’t know or refused: 5%

Adults ages 19–64 who are uninsured or have individual coverage and went to marketplace

Exhibit 8. A Majority of Adults Who Visited the Marketplaces Rated Their Experience as Fair or Poor

Overall, how would you describe your experience in trying to get health insurance through the marketplace in your state?

<table>
<thead>
<tr>
<th>Percent</th>
<th>Excellent or good</th>
<th>Fair or poor</th>
<th>Don't know or refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>13</td>
<td>38</td>
<td>3</td>
</tr>
</tbody>
</table>

Adults ages 19–64 who are uninsured or have individual coverage and went to marketplace


More Americans will become eligible for Medicaid under the health reform law. But the Supreme Court has allowed states to choose whether to expand Medicaid to cover more of their residents. Do you generally favor or oppose making Medicaid available to more residents in your state?

Note: Segments may not sum to 100 percent because of “don’t know” responses or refusal to respond.
Exhibit 10. Two of Five Adults Surveyed Have a Favorable Opinion of the Affordable Care Act’s New Insurance Options

Do you have a generally favorable or a generally unfavorable opinion of the new insurance options available under the health reform law?

Note: Segments may not sum to 100 percent because of “don’t know” responses or refusal to respond.
<table>
<thead>
<tr>
<th></th>
<th>Awareness of marketplaces</th>
<th></th>
<th>Awareness of financial assistance</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>60%</td>
<td>39%</td>
<td>53%</td>
<td>46%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19–29</td>
<td>49%</td>
<td>50%</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>30–49</td>
<td>63%</td>
<td>36%</td>
<td>54%</td>
<td>45%</td>
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<tr>
<td>50–64</td>
<td>67%</td>
<td>32%</td>
<td>56%</td>
<td>42%</td>
</tr>
<tr>
<td><strong>Household income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than $25,000</td>
<td>56%</td>
<td>44%</td>
<td>45%</td>
<td>55%</td>
</tr>
<tr>
<td>$25,000 – &lt;$50,000</td>
<td>66%</td>
<td>32%</td>
<td>56%</td>
<td>43%</td>
</tr>
<tr>
<td>$50,000 or more</td>
<td>70%</td>
<td>29%</td>
<td>66%</td>
<td>32%</td>
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<tr>
<td>Democrat</td>
<td>64%</td>
<td>36%</td>
<td>55%</td>
<td>45%</td>
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<tr>
<td>Republican</td>
<td>66%</td>
<td>34%</td>
<td>57%</td>
<td>40%</td>
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<tr>
<td>Independent</td>
<td>60%</td>
<td>39%</td>
<td>54%</td>
<td>45%</td>
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<tr>
<td><strong>Marketplace type</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>State-run marketplace</td>
<td>64%</td>
<td>34%</td>
<td>55%</td>
<td>43%</td>
</tr>
<tr>
<td>Federal marketplace</td>
<td>59%</td>
<td>40%</td>
<td>52%</td>
<td>48%</td>
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### Appendix Table 2. Demographics of Survey Sample and Those Who Visited Marketplaces

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Adults ages 19–64 who are uninsured or have individual coverage and who went to marketplace</th>
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<tbody>
<tr>
<td>Unweighted n</td>
<td>682</td>
<td>118</td>
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<tr>
<td>Percent distribution</td>
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<td>Age</td>
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<td></td>
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<td>27%</td>
<td>21%</td>
</tr>
<tr>
<td>30–49</td>
<td>47%</td>
<td>52%</td>
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<tr>
<td>50–64</td>
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<td>26%</td>
</tr>
<tr>
<td>Health status</td>
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<td>49%</td>
<td>47%</td>
</tr>
<tr>
<td>Good</td>
<td>26%</td>
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<td>25%</td>
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<td>Household income</td>
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<td></td>
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<td>38%</td>
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<tr>
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<td>29%</td>
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<td>$50,000 or more</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>Political affiliation</td>
<td></td>
<td></td>
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<td>Democrat</td>
<td>31%</td>
<td>36%</td>
</tr>
<tr>
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<td>14%</td>
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<tr>
<td>State-run marketplace</td>
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<td>36%</td>
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<tr>
<td>Federal marketplace</td>
<td>66%</td>
<td>64%</td>
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</table>