

Individual Marketplace Tracking Survey

Length and Reason for Being Uninsured

ING3. [IF ING2B=4] How long have you been without health insurance?

Less than 6 months	1
6 months to less than one year	2
One year to less than two years	3
Two years or longer	4
DK/REF (VOL)	-1

ING4. What is the **main** reason you do not currently have health insurance? [ASK OPEN END]

RECORD RESPONSE	_____
DK/REF (VOL)	-1

CMS Segmentation and Health Literacy

[ASK ALL] BG1A. Have you ever looked for information on health topics like staying healthy and preventing disease, managing ongoing conditions like pain, arthritis, or diabetes; healthcare quality information and support networks; or changes in health insurance benefits?

Yes	1
No	2
DK/REF (VOL)	-1

ATG1. Using a scale from 1 to 7, where 1 means you completely disagree and 7 means you completely agree, how would you rate each of the following statements? [READ AND ROTATE STATEMENTS].

- Someone else takes care of health care issues so I don't really need to
- It is very important for me to be informed about health issues
- I have other people I can always turn to if I need help
- I'm concerned about not being able to pay for healthcare
- I have a financial plan that includes funding for future healthcare costs
- I am usually one of the first to try new technologies
- Most health issues are too complex for me to understand
- I have difficulty understanding a lot of the health information that I read
- It is hard to find good answers to my health questions and concerns

Health Insurance Perceptions/Attitudes/Experiences

Now, I'm going to ask you about some of your opinions and experiences....

ISG1. How satisfied would you say you are with your current health insurance situation? [READ LIST]

Very satisfied	1
Somewhat satisfied	2
Somewhat dissatisfied	3

Very dissatisfied 4
 DK/REF (VOL) -1

BG1B. In the past 90 days, have you done the following:

	YES	NO	REF
a. Researched health insurance plans [ANCHOR TO TOP AND ROTATE THE REST]	1	2	-1
b. [IF ING1=2] Considered buying a health insurance plan	1	2	-1
c. [IF ING1=1] Considered changing health insurance plans	1	2	-1
d. Attempted to purchase a new health insurance plan	1	2	-1
e. Contacted an agent or broker to help you find health insurance	1	2	-1
f. Shopped online for health insurance	1	2	-1
g. Looked into or inquired about Medicaid or other government insurance programs	1	2	-1

ISG2. [IF F=1] You mentioned that you have shopped online for health insurance in the past 90 days. What website or websites did you use to shop for health insurance? (ASK OPEN END)

RECORD RESPONSE _____
 DK/REF (VOL) -1

PG1. How difficult do you think the process of finding and choosing a new health insurance plan is (or would be)?

Very easy	1
Somewhat easy	2
Somewhat difficult	3
Very difficult	4
Not sure (VOL)	5
REF (VOL)	-1

ISG2. Where do you get (or could get) information about health insurance, including what plan options are available to you? [ASK OPEN END. SEE FOLLOW UP QUESTIONS BELOW]

RECORD RESPONSE _____
DK/REF (VOL) -1

ISG2A. [IF INTERNET SOURCE] You indicated that you have gotten or could get information about health insurance from the internet. What website do you (or could you) use to get this information?

RECORD RESPONSE _____
DK/REF (VOL) -1

ISG2A2. [IF MAIL SOURCE] You indicated that you have gotten or could get information about health insurance through mailings. Who has or could send you these mailings?

RECORD RESPONSE _____
DK/REF (VOL) -1

Health Insurance Marketplace Awareness

DG11. In what state do you reside? [IF RESPONDENT MENTIONS THAT THEY HAVE MULTIPLE HOMES/LIVE IN MULTIPLE STATES, SAY: "Please give me the state you live in at least six months out of the year or the state that you consider to be your primary residence."]

RECORD STATE _____
DK -1
REF -2
[TERMINATE IF DG11=-1 OR -2]

AWG1A. How much attention do you pay to news and information about health insurance? [READ LIST]

A lot of attention	1
Some attention	2
A little attention	3
Very little attention	4
DK/REF (VOL)	-1

AWG2A. When key parts of the health care law take effect in 2014, there will be a new way to buy health insurance: the **Health Insurance Marketplace (If the marketplace is being referred to by a State-specific name add: in your state this is known as the [insert marketed exchange name])**. Have you recently seen, heard, or read anything about this new Health Insurance Marketplace?

Yes 1
 No 2
 DK/REF (VOL) -1
 [IF AWG2=1, CONTINUE. IF AWG2=2 OR-1, GO TO AWG2B]

AWG2A1. Can you briefly tell me what you saw, read, or heard? (OPEN END)

RECORD RESPONSE _____
 DK/REF (VOL) -1

AWG4A. Would you say that what you saw, read, or heard about the Health Insurance Marketplace (**If the marketplace is being referred to by a State-specific name add: or the [insert marketed exchange name]**) was positive, negative, or neutral?

Positive 1
 Neutral 2
 Negative 3
 DK/REF (VOL) -1

AWG2B. [IF AWG2A=NO or DK/REF] In some places, the new Health Insurance Marketplace is also called the **Affordable Health Insurance Exchange**. Have you recently seen, heard, or read anything about called the **Affordable Health Insurance Exchange**?

Yes 1
 No 2
 DK/REF (VOL) -1
 [IF AWG2=1, CONTINUE. IF AWG2=2 OR-1, GO TO AWG1B]

AWG2B1. Can you briefly tell me what you saw, read, or heard? (OPEN END)

RECORD RESPONSE _____
 DK/REF (VOL) -1

AWG4B. Would you say that what you saw, read, or heard about the Affordable Health Insurance Exchange was positive, negative, or neutral?

Positive 1
 Neutral 2
 Negative 3
 DK/REF (VOL) -1

AWG5, AWG2B. More specifically, have you recently seen, read or heard about The Health Insurance Marketplace also called Affordable Health Insurance Exchanges (**If the marketplace is being referred to by a State-specific name add: or the [insert marketed exchange name]**)... [READ AND ROTATE LIST. AFTER EACH STATEMENT PAUSE. ACCEPT MULTIPLE RESPONSE.]

[FOR EACH YES, IMMEDIATELY FOLLOW UP WITH “And was that in an advertisement (like a commercial), OR a news piece or article, OR both?”]

	Yes	No	Adv	News/ Article	Both	(Do Not Read) Other Specify	DK
a. On television	1	2	1	2	3	_____	-1
b. On the radio	1	2	1	2	3	_____	-1
c. In a newspaper	1	2	1	2	3	_____	-1
d. In a magazine	1	2	1	2	3	_____	-1
e. In the mail	1	2		DO NOT ASK FOR AWG2B			
f. On the Internet	1	2	1	2	3	_____	-1
g. Through word of mouth	1	2		DO NOT ASK AWG2B			

AWG1B. How much attention do you pay to news and information about the healthcare law? [READ LIST]

A lot of attention	1
Some attention	2
A little attention	3
Very little attention	4
DK/REF (VOL)	-1

Health Insurance Marketplace Knowledge and Intent

KG7. I am going to read you some short phrases describing specific features of this new Health Insurance Marketplace **(If the marketplace is being referred to by a State-specific name add: or the [insert marketed exchange name])** . For each phrase, please tell me whether you feel it is true or false. If you are unsure or haven't heard enough to say, just let me know. [READ AND ROTATE STATEMENTS]

	True	False	Unsure/ Haven't heard	Refuse
a. At the Health Insurance Marketplace, you can find information about many available health insurance plans in one place.	1	2	3	-1
b. Health insurance plans available through the Marketplace are from private health insurance companies.	1	2	3	-1
c. The Health Insurance Marketplace allows you to make apples-to-apples comparisons of costs and coverage between health insurance plans.	1	2	3	-1
d. At the health insurance marketplace, you can see what your premium, deductibles, and out of pocket costs will be before you make a decision to enroll.	1	2	3	-1
e. You can find out if you are eligible for \$0 or low cost health insurance premiums through the Marketplace.	1	2	3	-1
f. The rules for Medicaid have changed and more people will be eligible.	1	2	3	-1
g. Some people will be eligible for a new tax credit that will help them pay for their monthly health insurance premiums.	1	2	3	-1
h. Under the new healthcare law, insurers will no longer be allowed to charge more in premiums because an individual has a preexisting condition.	1	2	3	-1

- i. All of the insurance plans in the Marketplace must meet minimum cost and coverage standards. 1 2 3 -1
- j. You can get to the Health Insurance Marketplace by going to w-w-w dot healthcare dot gov 1 2 3 -1
- k. Starting in 2014, most people in the US will be required to have health insurance coverage or they will have to pay a tax. 1 2 3 -1

GR8. Please tell me how much you agree or disagree with the following statements about the Health Insurance Marketplace or the SHOP: [ROTATE QUESTIONS and READ LIST]

	Comp Ag	Som Ag	Som Disag	Comp Disag	Refuse
a. I plan to use the Health Insurance Marketplace or SHOP.	1	2	3	4	-1
b. I wish I had more information about the Health Insurance Marketplace or SHOP.	1	2	3	4	-1
c. I would be more likely to use the Health Insurance Marketplace or SHOP if I had more information about it.	1	2	3	4	-1
d. I know where to go to find out information about the Health Insurance Marketplace or SHOP.	1	2	3	4	-1

BG8. When key parts of the health care law take effect in 2014, there will be a new way to buy health insurance: the **Health Insurance Marketplace**. The Marketplace is designed to help you find health insurance that fits your budget, with less hassle. One application, one time, and you and your family can explore qualified health insurance plan in your area. You may even be eligible for a free plan, or a new kind of tax credit that lowers your monthly premium right away. Based on what you know at this time, how likely do you think you will be to use the Health Insurance Marketplace to find information about health insurance coverage when the time comes? [READ LIST]

Very likely	1
Somewhat likely	2
Somewhat unlikely	3
Very unlikely	4
DK (VOL)	-2
REF (VOL)	-1

Health Status and Chronic Conditions

HSG3. Thinking about your own health status these days, would you say it is: [READ LIST]

Excellent	1
Very Good	2
Good	3
Fair	4
Poor	5
DK/REF (VOL)	-1

HSG2. Do you have any chronic health conditions that require ongoing care, such as arthritis, chronic pain, high blood pressure, diabetes, or heart disease?

Yes	1
No	2
DK/REF (VOL)	-1

Internet Use

IUG4. How often do you access the internet on your own or with someone else's help? [READ LIST]

Daily or almost daily	1
Once or twice a week	2
Once or twice a month	3
A few times a year	4
Don't use Internet	5
DK/REF (VOL)	-1

[IF IUG4=5, SKIP TO DEMOGRAPHICS SECTION]

MTG3. Do you use the following devices to access the Internet?
(RANDOMIZE; RECORD ALL YES RESPONSES.)

Personal desktop or laptop computer	1
iPad or other tablet computer	2
A smart phone like iPhone, Blackberry, or Android	3
Other (Specify_____)	4

MTG2. [IF MTG3 3=YES] Do you use text messaging?

Yes	1
No	2
DK/REF (VOL)	-1

IUG15. Which, if any, of the following social networking websites do you use? Do you use...
(RANDOMIZE; RECORD ALL YES RESPONSES.)

Facebook	1
Twitter	2
Linkedin	3
Pinterest	4
Google Plus	5
Blogs	6
Other (Specify_____)	7

AWG2. Have you ever heard of the following websites?
(RANDOMIZE; RECORD ALL YES RESPONSES. IF YES, ASK BG5 IMMEDIATELY)

w w w dot HealthInsuranceNow dot gov	1
w w w dot Healthcare dot gov	2
w w w dot esurance dot com	3
	4

BG5. [ASK IMMEDIATELY FOLLOWING EACH 'YES' IN AWG2] Have you ever visited this site?

Yes	1
No	2
DK/REF (VOL)	-1

Demographics and Characteristics

We are almost finished. I just have some questions for classification purposes.

DG1. Gender

Male	1
Female	2

DG3. Are you Hispanic or Latino?

Yes	1
No	2
DK/REF (VOL)	-1

{FOR SPANISH LANGUAGE SURVEY} What is the primary language spoken in your household? (OPEN END)

DG4. What is your race or ethnic background? Please identify all of the categories that apply to you. (READ LIST, ACCEPT MULTIPLES)

White	1
Black/African American	2
Asian	3
American Indian	4
Native Hawaiian or other Pacific Islander	5
DK/REF (VOL)	-1

DG5. What is the highest level of education you have completed?

Grade school or less	1
Some high school	2
Graduated high school/GED	3
Some college but did not graduate	4
Vocational/Tech school/Associates degree	5
Graduated four year college	6
Post graduate degree (e.g., Ph.D. or Masters degree)	7
DK/REF (VOL)	-1

DG6. What is your marital status?

Married	1
Never married/single	2
Separated	3
Divorced	4
Widowed	5

DK/REF

-1

DG8. How many dependent children, under the age of 19 live in your household? (RECORD NUMBER)

DG7. Including yourself, how many immediate family members live in your home? (RECORD NUMBER)

SG11. Do you have major responsibility for providing care to someone with a disability or another adult, like a parent, spouse, or friend?

Yes	1
No	2
DK/REF (VOL)	-1

DG9. What is your current employment status?

Employed full time	1
Employed part time	2
Retired	3
Unemployed and looking	4
Not in the labor force (Student, homemaker, etc)	6
Other (Specify_____)	7
DK/REF	-1

DG10. What is your total annual household income? If you are living with parents, a roommate or other relatives, please tell me the income for only yourself and your spouse if applicable. [READ LIST]

Less than \$15,000	1	\$100,000 to under \$150,000	6
\$15,000 to under \$25,000	2	\$150,000 to under \$200,000	7
\$25,000 to under \$50,000	3	\$200,000 or more	8
\$50,000 to under \$75,000	4	DK/REF	-1
\$75,000 to under \$100,000	5		