

## SHOP Tracking Survey

### Insurance Status, Purchasing Behaviors, Perceptions

ING3A. [IF INBO1=1 or 2] For how long have you offered health insurance to your employees?

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	-1

INBO3. [IF INBO1=1 or 2] On average, what percent of each employee's health insurance premium do you pay? [ASK OPEN END]

RECORD RESPONSES	_____
DK/REF (VOL)	-1

INBO1A. [IF INBO1=1 or 2] Do you currently offer health insurance plans to employees' dependents or family members, regardless of whether you pay a portion of that coverage?

Yes	1
No	2
DK/REF	-1

BG11A. [IF INBO1=1 or 2] When selecting health insurance to offer your employees, do you use a broker?

Yes	1
No	2
DK/REF	-1

ING3B. [IF INBO1=3] For how long have you not offered health insurance to your employees?

Less than 6 months	1
6 months to less than one year	2
One year to less than two years	3
More than two years	4
Have never offered health insurance	5
DK/REF	-1

BG11B. [IF ING3B=1-4] When selecting health insurance for you employees in the past, did you use a broker?

Yes	1
No	2
DK/REF	-1

INBO2. [ASK ALL] What was or were the main decision factors for whether to provide health insurance for the employees in your company? [ASK OPEN ENDED]

RECORD RESPONSE \_\_\_\_\_  
 DK/REF (VOL) -1

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

	YES	NO	REF
a. Researched health insurance plans [ANCHOR TO TOP AND ROTATE THE REST]	1	2	-1
b. [IF INBO1=3] Considered buying a health insurance plan or plans	1	2	-1
c. [IF INBO1=1 or 2] Considered changing health insurance plans	1	2	-1
d. Attempted to purchase a new health insurance plan or plans	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

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 or plans for you business is (or would be)?

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

ISG2. What sources or places do you (or could you) use to get information about health insurance, including what plan options are available for your business? [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 \_\_\_\_\_

## Health Insurance Marketplace/SHOP Awareness

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

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 for to small businesses to buy health insurance called **The Health Insurance Market Place** or the **Small Business Health Options Program**. Have you recently seen, heard, or read anything about the Health Insurance Marketplace or Small Business Health Insurance Options Program – also called the “SHOP”?

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

[IF AWG2=1, CONTINUE. IF AWG2=2 OR-1, GO TO Q\_\_\_\_\_]

AWG2AA. 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 or the SHOP 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 or SHOP 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 Q\_\_\_\_\_]

AWG2AB. 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 Exchanges 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 new Health Insurance Marketplace or Small Business Health Insurance Options Program (SHOP), also called Affordable Health Insurance Exchanges... [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?”]

	AWG5		AWG2B					DK
	Yes	No	Adv	News/ Article	Both	(Do Not Read) Other Specify		
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?

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 the Health Insurance Marketplace or the SHOP. 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. When employers use the SHOP to get health insurance for their businesses, they will choose a level of coverage instead of a single health plan for all employees.	1	2	3	-1
b. Employers will be able to define the contribution they make toward health insurance for their employees in the SHOP.	1	2	3	-1
c. Employers will get one bill and make one payment each month for	1	2	3	-1

employee health insurance through the SHOP.

d. Starting in 2014, employers who buy health insurance through the SHOP can get an expanded Small Business Health Care Tax Credit.	1	2	3	-1
e. Under the <b>new</b> healthcare law, insurers will no longer be allowed to charge more in premiums because an individual has a preexisting health condition.	1	2	3	-1
f. All of the insurance plans in the SHOP must meet minimum cost and coverage standards.	1	2	3	-1
g. Employees will have more choice about their health insurance plans if employers choose to use the SHOP.	1	2	3	-1
h. Using the SHOP will make it easier for employers to set up a simple Internal Revenue Service (IRS) Section 125 plan.	1	2	3	-1
i. Employers will be able to use their own brokers to purchase health insurance through the SHOP.	1	2	3	-1
j. You can get to the SHOP by going to w-w-w dot healthcare dot gov	1	2	3	-1
k. Small businesses with fewer than 50 employees <u>are not required</u> by the healthcare law to offer employee health insurance.	1	2	3	-1

GR8. Please tell me how much you agree or disagree with the following statements: [ROTATE]

	Comp Ag	Som Ag	Som Disag	Comp Disag	Refuse
a. I plan to use the SHOP.	1	2	3	4	-1
b. I wish I had more information about SHOP.	1	2	3	4	-1
c. I would be more likely to use the 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 SHOP.	1	2	3	4	-1
e. I plan to ask my insurance broker about the SHOP	1	2	3	4	-1

ATG2. Do you think your business will be better or worse off due to the healthcare law, or do you think it won't make much difference?

Better off	1
No difference	2
Worse off	3
DK/REF (VOL)	-1

BG8. Starting in 2014, you'll have more choice and control over your health insurance spending through the **Small Business Health Options Program (SHOP)**, a new program designed to simplify the process of buying health insurance for your small business. The SHOP lets you make apples-to-apples comparisons with clear, straightforward information that's easy to understand. You choose the level of coverage you'll offer, and define how much you'll contribute towards your employees' coverage. You'll have the option to offer your employees a choice of coverage from multiple insurers — just like larger companies do — but get one bill and make a single payment. Tax benefits available through the SHOP can help make health insurance more affordable through tax savings, for you AND your employees. 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?

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

## 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

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

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

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

## Business Characteristics

SBO3. In what industry is your business? [USE DROP DOWN MENU FOR RESPONSES]

RECORD RESPONSES \_\_\_\_\_

DK/REF (VOL) -1

SBOX. How long has your business been in operation, including prior to your involvement with the business, if applicable? [ASK OPEN ENDED]

RECORD RESPONSES \_\_\_\_\_  
DK/REF (VOL) -1

DG11. In what state is the primary or main office of your business? [USE DROP DOWN FOR RESPONSES]

RECORD RESPONSES \_\_\_\_\_  
DK/REF (VOL) -1

DG10. What is your business' total annual income (gross receipts)?

### Personal Demographics and Characteristics

ING1. Do you currently have health insurance coverage for yourself?

Yes 1 [GO TO ING2A]  
No 2 [GO TO DG1]  
DK/REF -1

ING2A. [IF ING1=1] How do you currently get health insurance to cover your hospital expenses or doctor's visits? Do you get it through...

Your business 1  
Your spouse or partner's current or former employer 2  
{ASK IF AGE<=26} Your parents' health plan 3  
A plan you purchase on your own, directly from a health insurance company 4  
A COBRA health insurance plan 5  
Medicare for people 65 or older, or with certain disabilities 6  
[State Medicaid name], Medicaid, or State Assistance 7  
TRICARE, VA, or Veteran's Health Insurance 8  
Other (Specify) \_\_\_\_\_ 9  
DK/REF (VOL) -1

DG1. What is your gender?

Male 1  
Female 2

DG3. Are you Hispanic or Latino?

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

DG4. What is your race or ethnic background? (CHOOSE ALL THAT APPLY)

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

\*Note – response option “other” has been removed

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

\*Note – question DG6 has been removed.

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.

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		