### Study Initiation Request Form

| **Study Title:**  Marketplace Open Enrollment Survey | |
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| **Description:**  Online survey to assess Health Insurance Marketplace consumer awareness, knowledge, perceptions, expectations, and experiences with Marketplace Open Enrollment. | |
| **Lead Researcher:**  Matt W. Yuen, Ph.D.  Centers for Medicare and Medicaid Services  Office of Communications  Strategic Marketing Group  Division of Research  410-786-1520  Matthew.yuen@cms.hhs.gov | **Audience Characteristics:**  All participants will be adults between 18 and 64 years of age who are:   * Either currently uninsured or insured via a Marketplace health plan. * Live in a state that uses the Federally Facilitated Marketplace (Healthcare.gov) |
| **Purpose of the Study:**  The main goal is to examine awareness and knowledge of Marketplace Open Enrollment, and how this knowledge and awareness impacts Marketplace-related perceptions, expectations, and behaviors so that future outreach can be appropriately targeted | **Methods to be Used:**  Data will be collected via an online survey which will take approximately 15 minutes to complete. |
| **Sample Size:**  The total sample size for this research study will be 4,800 participants. | **Items to be Included:**  DG1-12, ISG1, HSG 2 -3, AWG2, AWG 4.,AWG5, BG1, BG5, BG8, BG10, DMG1, DMG4, ING1-4, IUG4, PG5-6, KG7, ING5 |
| **Timeline:**  Data collection will begin when OMB approval is received and will be ongoing until burden hours are reached | **Estimated Burden Hours:**  4,800 participants x 15 minutes =1,200 hours |
| **For Information on this project please contact:**  Matt W. Yuen, Ph.D.  Office of Communications  Division of Research  410-786-1520  Matthew.yuen@cms.hhs.gov | |