

## **GALLUP NEWS SERVICE**

### **AFFORDABLE CARE ACT AWARENESS AND KNOWLEDGE**

**Results are based on telephone interviews with --730-- adults, aged 18+, who currently do not have health insurance, conducted October 18-29. For results based on the total sample of uninsured adults, one can say with 95% confidence that the margin of error is  $\pm 5$  percentage points.**

**Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by region. Landline and cell phone numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.**

**Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both, cell phone mostly). Demographic weighting targets are based on the March 2012 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2011 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.**

**In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.**

D81. *HEALTH INSURANCE (FOR SCREENING)*

Next, we'd like to ask you some questions about the Affordable Care Act, the law President Obama signed in 2010 that restructured the U.S. health care system.

1. *(Asked of those who are currently uninsured and have not signed up for insurance for 2014)* According to the Affordable Care Act, starting in January 2014, most Americans will be required to have health insurance or pay a fine. Were you aware of this before now, or not?

	<u>Yes, aware</u>	<u>No, not aware</u>	<u>No opinion</u>
2013 Oct 18-29 ^	80	19	1
2013 Oct 7-17 ^	73	26	1
2013 Sep 17-26	68	31	1

^ Question is asked of those who do not have insurance now and have not signed up for health insurance for 2014. The estimate for all those currently uninsured is computed by assuming those who do not have insurance now but have signed up for 2014 are aware of the requirement. Prior to the opening of health care exchanges on October 1, the question was asked of all those currently uninsured.

**For comparison (Gallup Poll News Service (non-tracking) poll):** *As you may know, under the terms of the Affordable Care Act, starting January 1<sup>st</sup> most Americans will be required to purchase health insurance or pay a fine. Were you aware of this before now?*

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2013 Jun 20-24	56	43	*

2. *(Asked of those who are currently uninsured)* As you may know, health insurance plans are available for purchase through the Affordable Care Act's health insurance exchanges. How familiar are you with these health insurance exchanges-- very familiar, somewhat familiar, not too familiar, or not familiar at all?

	<u>Very familiar</u>	<u>Somewhat familiar</u>	<u>Not too familiar</u>	<u>Not at all familiar</u>	<u>No opinion</u>
2013 Oct 18-29	5	22	24	45	4
2013 Oct 7-17	6	22	24	47	2
2013 Sep 17-26 ^	5	20	21	51	3

^ WORDING: Beginning October 1<sup>st</sup> health insurance plans will be available for purchase through the Affordable Care Act's health insurance exchanges. How familiar are you with these health insurance exchanges -- very familiar, somewhat familiar, not too familiar, or not familiar at all?

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3. *(Asked of those who are currently uninsured and have not signed up for insurance for 2014)* Beginning January 1, 2014, Americans without health insurance will either have to get health insurance or pay a fine. Given what you know, as of right now, would you say you are-- [ROTATED: more likely to get health insurance (or) more likely to pay the fine]?

	<u>Get health insurance</u>	<u>Pay the fine</u>	<u>No opinion</u>
2013 Oct 18-29 ^	67	25	8
2013 Oct 7-17 ^	56	34	10
2013 Sep 17-26	65	25	11

^ Question is asked of those who do not have insurance now and have not signed up for health insurance for 2014. The estimate for all those currently uninsured is computed by re-coding those who do not have insurance now but have purchased for 2014 are aware of as more likely to get insurance. Prior to the opening of health care exchanges on October 1, the question was asked of all those currently uninsured.

4. *(Asked of those who plan to get health insurance for 2014 or say they have already gotten it)* [Do you plan to get / Have you gotten] health insurance for 2014 specifically through a state or federal health insurance exchange, or not?

**BASED ON -- 468-- ADULTS CURRENTLY UNINSURED WHO HAVE GOTTEN OR PLAN TO GET HEALTH INSURANCE FOR 2014; ±6 PCT PTS**

	<u>Yes, through exchange</u>	<u>No, not through exchange</u>	<u>Not yet decided (vol.)</u>	<u>No opinion</u>
2013 Oct 18-29	44	35	14	7
2013 Oct 7-17	49	36	11	4

