

## GALLUP NEWS SERVICE

### GOVERNMENT HEALTH INSURANCE EXCHANGE WEBSITE EXPERIENCES

Results are based on telephone interviews with --1,573-- adults, aged 18+, who currently do not have health insurance, conducted October 23-November 18. For results based on the total sample of uninsured adults, one can say with 95% confidence that the margin of error is  $\pm 3$  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)

1. Have you personally gone to, or attempted to go to, a government health insurance exchange website since the Internet-based health exchanges opened on October 1, or not?

	<u>Yes, have</u>	<u>No, have not</u>	<u>No opinion</u>
2013 Oct 23-Nov 18	21	79	1

2. (*Asked of those who have visited a government health insurance exchange website*) Did you go to, or attempt to go to, a federal government health insurance exchange, a state government health insurance exchange, both, or are you unsure?

#### BASED ON --375-- UNINSURED AMERICANS WHO HAVE VISITED AN INSURANCE EXCHANGE WEBSITE; $\pm 6$ PCT PTS

	<u>Federal</u>	<u>State</u>	<u>Both</u>	<u>Unsure</u>	<u>No answer</u>
2013 Oct 23-Nov 18	28	14	18	36	4

3. *(Asked of those who have visited a government health insurance exchange website)* All in all, was your experience using the health exchange [website /websites] -- [ROTATED: very positive, positive, negative (or) very negative]?

**BASED ON --375-- UNINSURED AMERICANS WHO HAVE VISITED AN INSURANCE EXCHANGE WEBSITE; ± 6 PCT PTS**

	<u>Very positive</u>	<u>Positive</u>	<u>Negative</u>	<u>Very negative</u>	<u>No opinion</u>
2013 Oct 23-Nov 18	5	29	33	30	2