OPEN ENROLLMENT
Enrolling In & Renewing Health Coverage through the Health Insurance Marketplace
Research Methodology

October 2014
Focus Groups.
15 focus groups

A total of 15 focus groups were conducted in July and August 2014 in 5 cities: Chicago, Cleveland, Las Vegas, Miami, and Teaneck, NJ.

Each focus group lasted about 90 minutes and had 7-10 participants.

10 groups with uninsured individuals
- 5 groups with individuals who tried to enroll
- 5 groups with individuals who did NOT try to enroll

5 groups with newly enrolled individuals
- 3 groups with individuals enrolled in QHPs
- 2 groups with individuals enrolled in Medicaid
Key populations

Special effort was made to hear from key populations for this study.

- 6 groups with **Latinos** (2 in Spanish)
- 2 groups with **African Americans**
- 2 groups with **parents of young children**
- 2 groups with **18-29 year olds**
Surveys.

ROUND 2
2 surveys

Survey of uninsured individuals
Uninsured individuals 18-64 years old who were uninsured at the end of the 2013/2014 open enrollment period (March 31st, 2014).

Survey of newly enrolled individuals
Individuals 18-64 years old who enrolled in an insurance plan through HealthCare.gov or a state-based insurance marketplace during the 2013/2014 open enrollment period.
Survey details

**Uninsured**
- Total n=1,259
- Length (median): 20 minutes
- Field dates: Sept 12-22, 2014
- Margin of error: ± 3.8%
- Conducted online in English and Spanish

**Newly Enrolled**
- Total n=649
- Length (median): 9.5 minutes
- Field dates: Sept 12-25, 2014
- Margin of error: ± 5.2%
- Conducted online in English and Spanish
Sample source

GfK’s KnowledgePanel

Survey was fielded by GfK (previously Knowledge Networks), sampling from their KnowledgePanel.

Participants in the KnowledgePanel are recruited through a probability, address-based sampling protocol, which ensures representativeness. Participants who need it are provided internet and a web-enabled device for completing surveys.

For more information on the KnowledgePanel, see:
http://marketing.gfkamerica.com/knowledgenetworks/knpanel/docs/KnowledgePanel(R)-Design-Summary-Description.pdf
Fielding

A total of 31,247 individuals were initially sampled for the two surveys (combined) and asked to complete screener questions to see if they qualified as part of the populations of interest.

18,563 individuals completed the screener questions, for a screener completion rate of 59%.

Of those who completed the screener questions, 7% (1,259) qualified for and completed the uninsured survey and 3% (649) qualified for and completed the newly enrolled survey.
Data weighting

The data for both surveys were weighted to account for sampling error. However, because there are no population benchmarks available for the populations of interest, minimal weighting was done.

The initial 18,563 individuals who answered the screening questions were weighted according to Current Population Survey (CPS) geo-demographic benchmarks for the general population ages 18 to 64 years old.

No additional weighting was done for the data among qualified respondents who completed the surveys.
Instruments

The instruments for the surveys were developed by PerryUndem Research and Communication with input from GMMB and the Robert Wood Johnson Foundation.

The instruments (including topline results) can be found on the webpage housing this methods report and the main report on the Robert Wood Johnson Foundation website.