The survey was conducted with uninsured individuals 18-64 years old who were uninsured at the beginning of the survey fielding (May 5, 2015). Details of the survey are:

- Total n=1,270 uninsured individuals
- Length (median): 18 minutes
- Field dates: May 5-17, 2015
- Margin of error: +/- 3.4 percentage points
- Conducted online in English and Spanish

Sample Source

The 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://www.gfk.com/Documents/GfK-KnowledgePanel-Design-Summary.pdf

Fielding

A total of 30,510 individuals were initially sampled for the surveys and asked to complete screener questions to see if they qualified as part of the populations of interest.

17,939 individuals completed the screener questions, making the response rate 59%. Of those who completed the screener questions, 7% (1,270) qualified for and completed the uninsured survey.
Data Weighting

The data for this survey was weighted to account for differential non-response and under-coverage.

The initial 17,939 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. Specifically, the geo-demographic dimensions used for weighting included gender by age, race/ethnicity, Census region by metropolitan status, education, household income, and primary language within Latinos.

Instrument

The instrument for the survey was developed by PerryUndem Research and Communication with input from GMMB and the Robert Wood Johnson Foundation.

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