Marketplace Enrollees

Methods Report From a Survey of Individuals Who Purchased Health Plans Through the Health Insurance Marketplace.

October 2015
TARGET POPULATION

18-64 year olds who have purchased a qualified health plan (QHP) through the federal health insurance marketplace (HealthCare.gov) or a state-based health insurance marketplace since 2013.

SAMPLE

Total N = 1,012
Currently enrolled N = 831
Previously enrolled N = 181

Margins of Error (MOE)

Total MOE: ± 4.2%
Currently enrolled MOE: ± 4.8%
Previously enrolled MOE: ± 7.7%
KnowledgePanel

The survey was fielded by GfK (previously Knowledge Networks), sampling primarily from their KnowledgePanel. Participants in the KnowledgePanel are recruited through a probability, address-based sampling protocol, which ensures representativeness. Participants are provided internet and a web-enabled device for completing surveys if they do not otherwise have access. A total of n=803 respondents came from the KnowledgePanel. For more information on the KnowledgePanel, see: http://marketing.gfkamerica.com/knowledgenetworks/knpanel/docs/KnowledgePanel(R)-Design-Summary-Description.pdf

KnowledgePanel Calibration

Because the incidence rate of the target population is so small, the KnowledgePanel was supplemented by by an opt-in online sample source. These cases were integrated with the primary sample through GfK’s proprietary KnowledgePanel Calibration process to account for known sources of sampling error from the use of opt-in online panels. A total of n=209 respondents came from an opt-in panel. For more information on KnowledgePanel Calibration, see: https://www.gfk.com/Documents/GfK-KnowledgePanel-Calibration.pdf
fielding details.

**FIELD DATES**
August 11 – 21, 2015

**SURVEY MEDIUM**
Online

**SURVEY LENGTH**
17 minutes (median)

**LANGUAGES**
English & Spanish

**RESPONSE RATE**
52%

---

**More on the Response Rate**

The response rate is based on the KnowledgePanel sample source only.

A total of 26,019 individuals from the KnowledgePanel were sampled for the survey and asked to complete screener questions to see if they qualified as part of the population of interest.

13,569 individuals completed the screener questions, making the response rate 52%.

Of those who completed the screener questions, 6% (n=803) qualified for and completed the survey.
data weighting.

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

The initial 13,569 individuals from the KnowledgePanel 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. As mentioned earlier in this report, the respondents from the opt-in sample source were weighted according to the KnowledgePanel Calibration process. No additional weighting was done for the data among qualified respondents who completed the survey.

survey instrument.

The survey instrument was developed by [PerryUndem Research and Communication](https://www.perryundem.com) in collaboration with [GMMB](https://www.gmb.org) and the [Robert Wood Johnson Foundation](https://www.rwjf.org).

The instrument and topline results can be found on the webpage housing this methods report and the main survey report on the Robert Wood Johnson Foundation website.
Questions? Contact Mike Perry at mike@perryundem.com.