



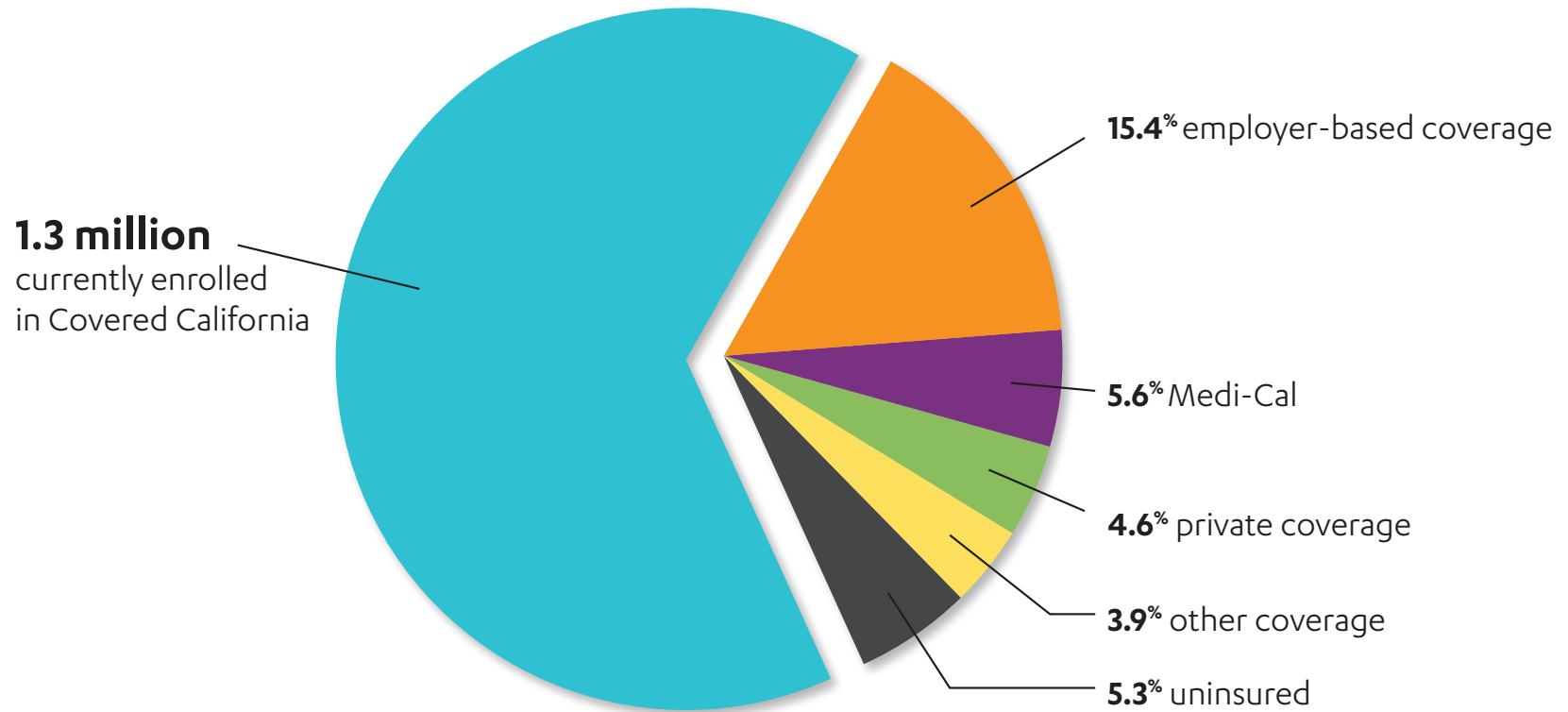
Californians' Knowledge of the Affordable Care Act

October 22, 2015



A Look Back At Consumers' Health Care Journey

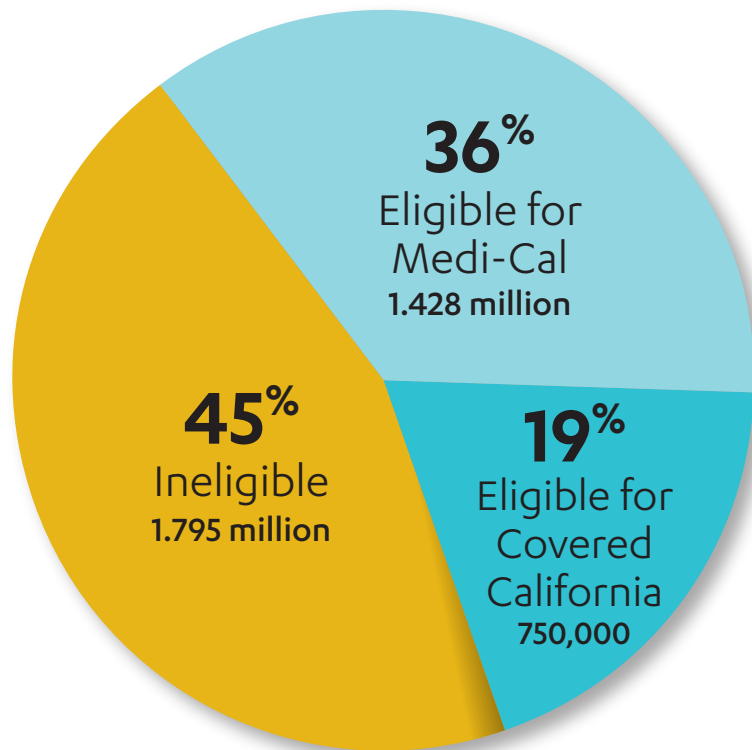
The Majority of Our Two Million Served Remain Covered





Reaching the Uninsured Who Are Eligible Today

Uninsured Californians (nearly 4 million)



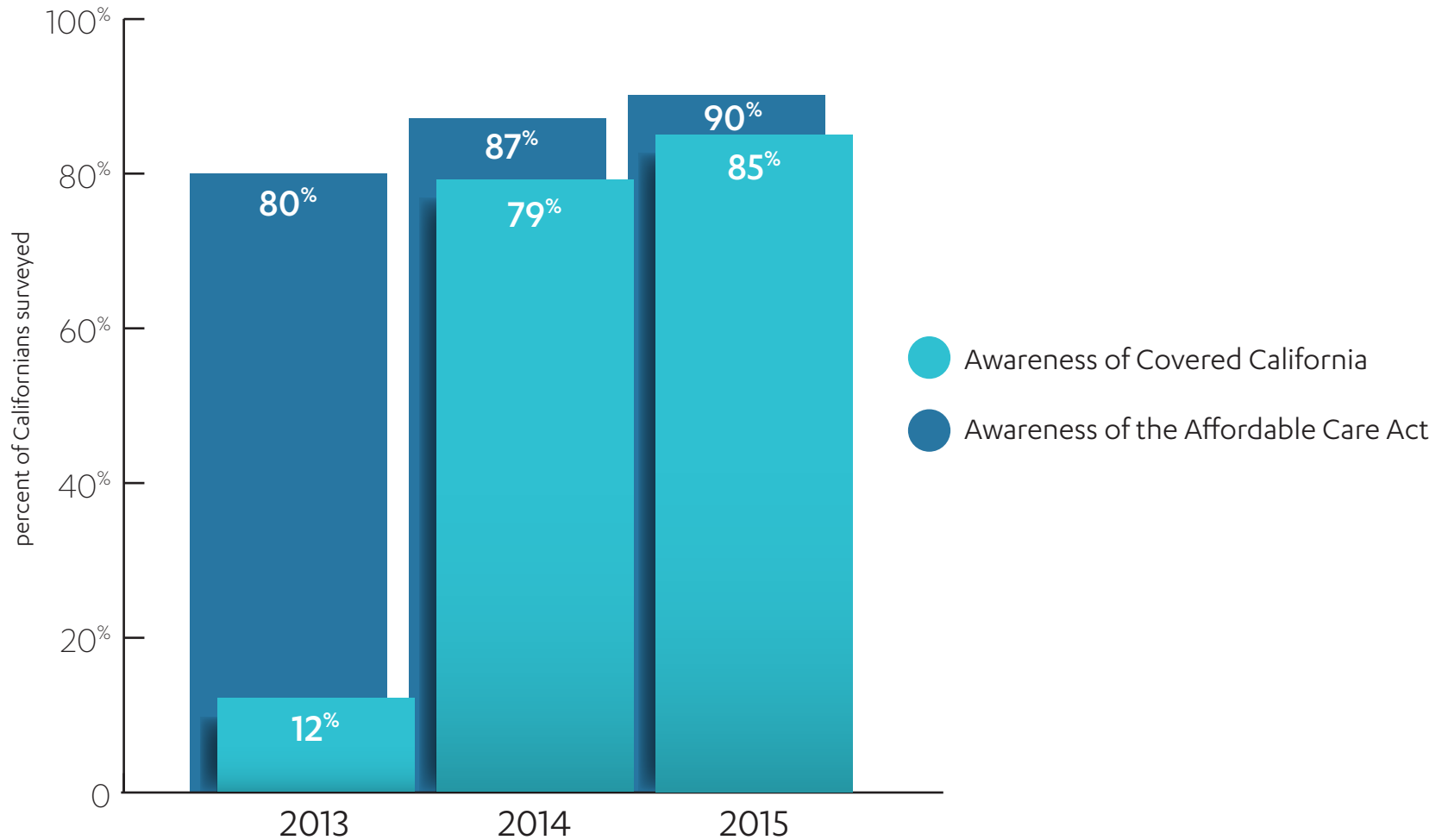
Compared with those eligible in 2014, more of those eligible today are:

- Hispanic
- Younger
- African-American
- Higher income

**Covered California forecasts
295,000 – 450,000 plan selections
during this open enrollment.**



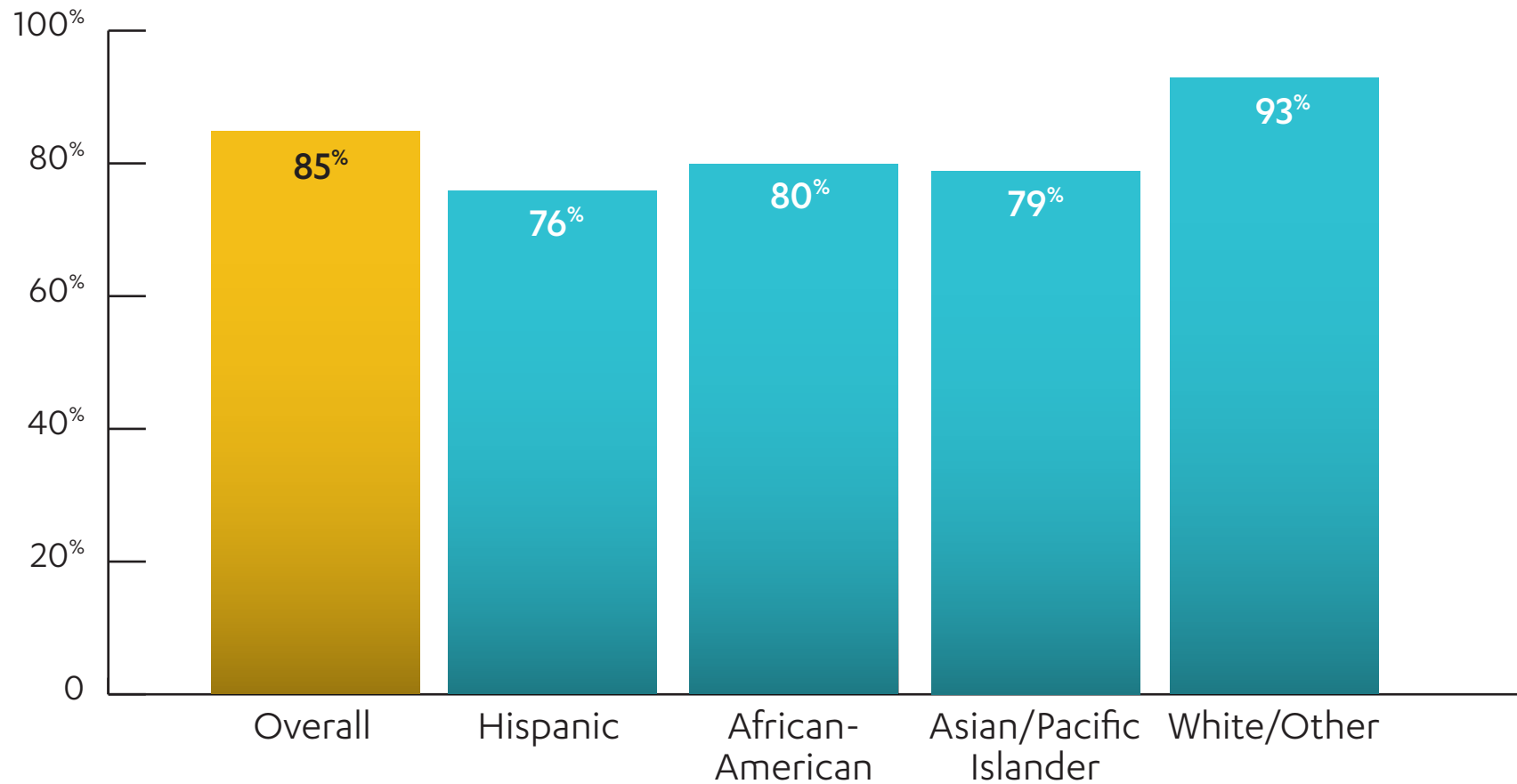
Awareness of the Affordable Care Act and Covered California Is Very High





Covered California Is Succeeding in Reaching Diverse Audiences

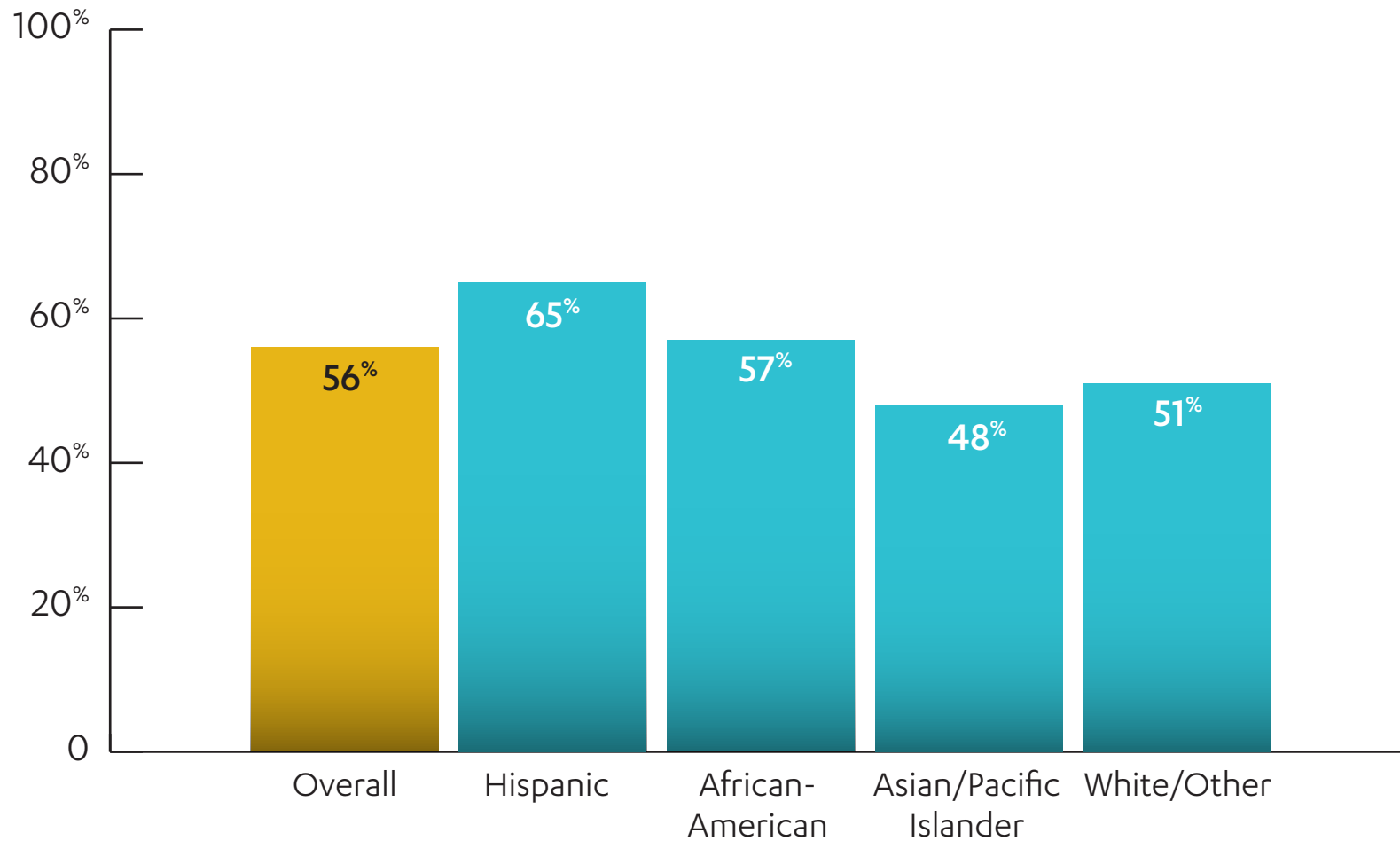
Awareness of Covered California by Race/Ethnicity





Covered California Is Particularly Successful in Reaching the Hispanic Market Through TV Ads

Awareness of Covered California TV Ads by Race/Ethnicity



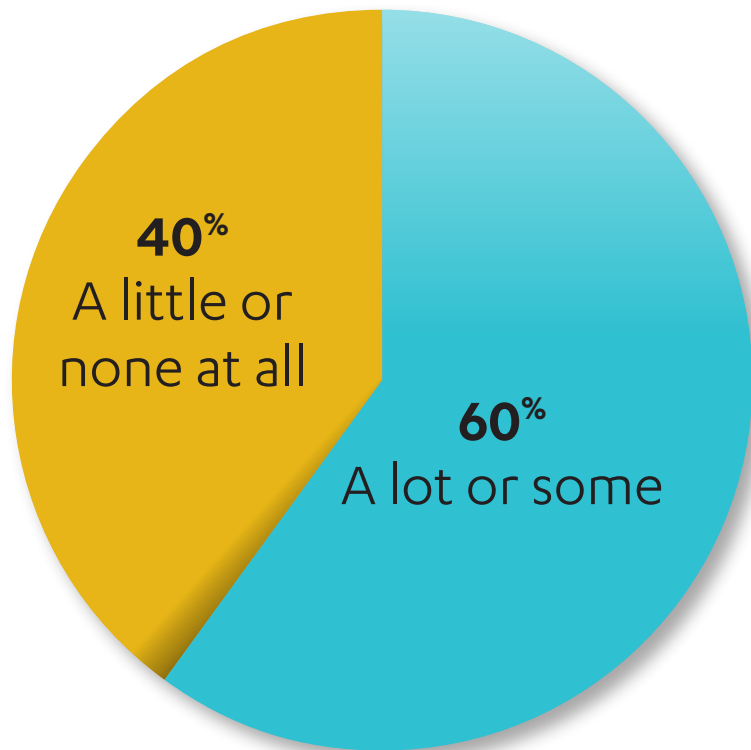


Californians Learn About Covered California Through News Media and Advertising

Measured awareness of news coverage and television advertising among Californians surveyed.

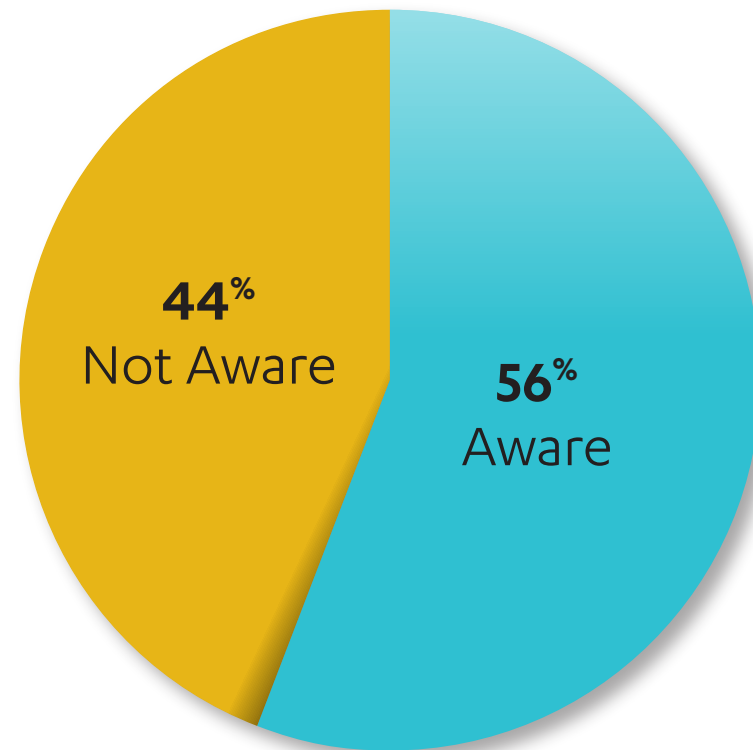
News

Have Seen or Heard Coverage



Advertising

Can Positively Identify a Covered California TV Ad



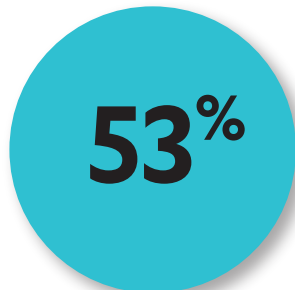


Both News Coverage and Advertising Are Prompting Further Action by Consumers

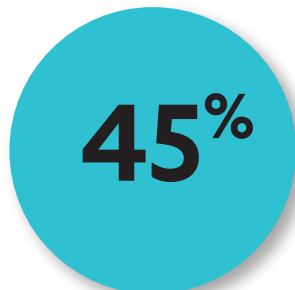
Exposure to **news** and **advertising** led consumers to ...



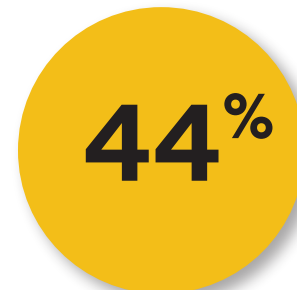
discuss Covered California with friends and family



think about purchasing insurance through Covered California

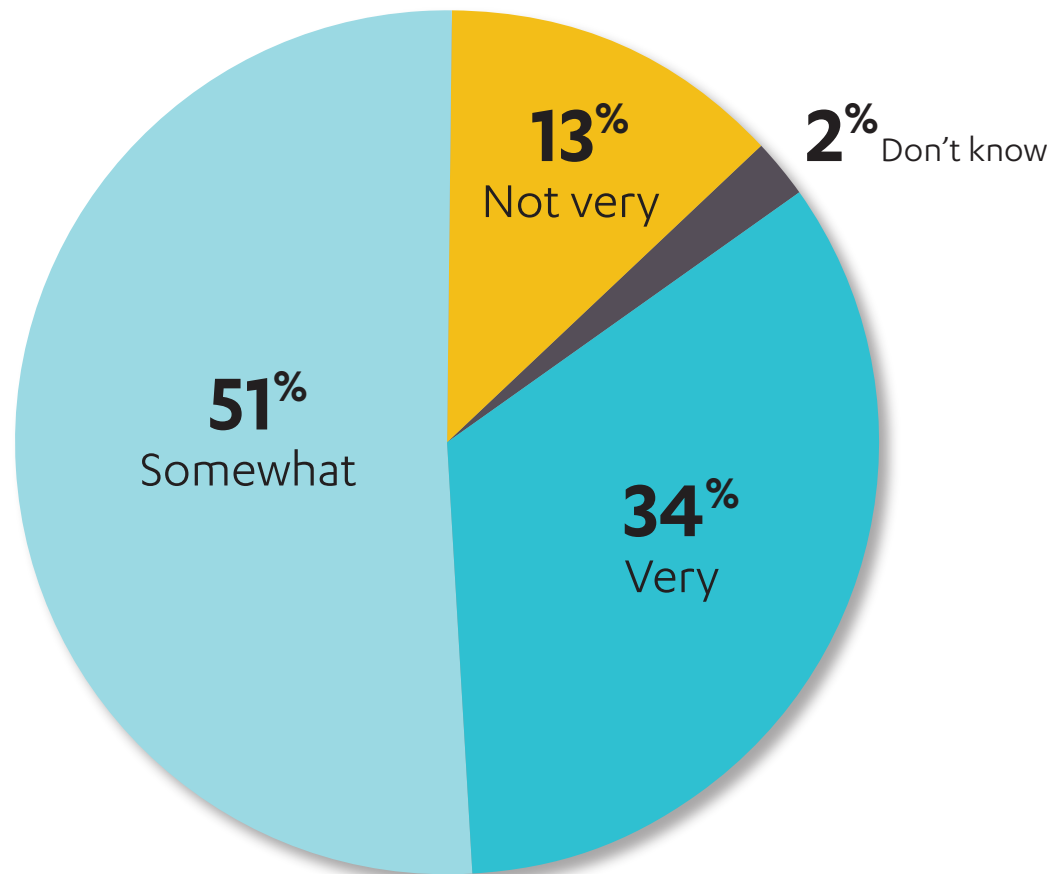


look for more information on the Covered California website





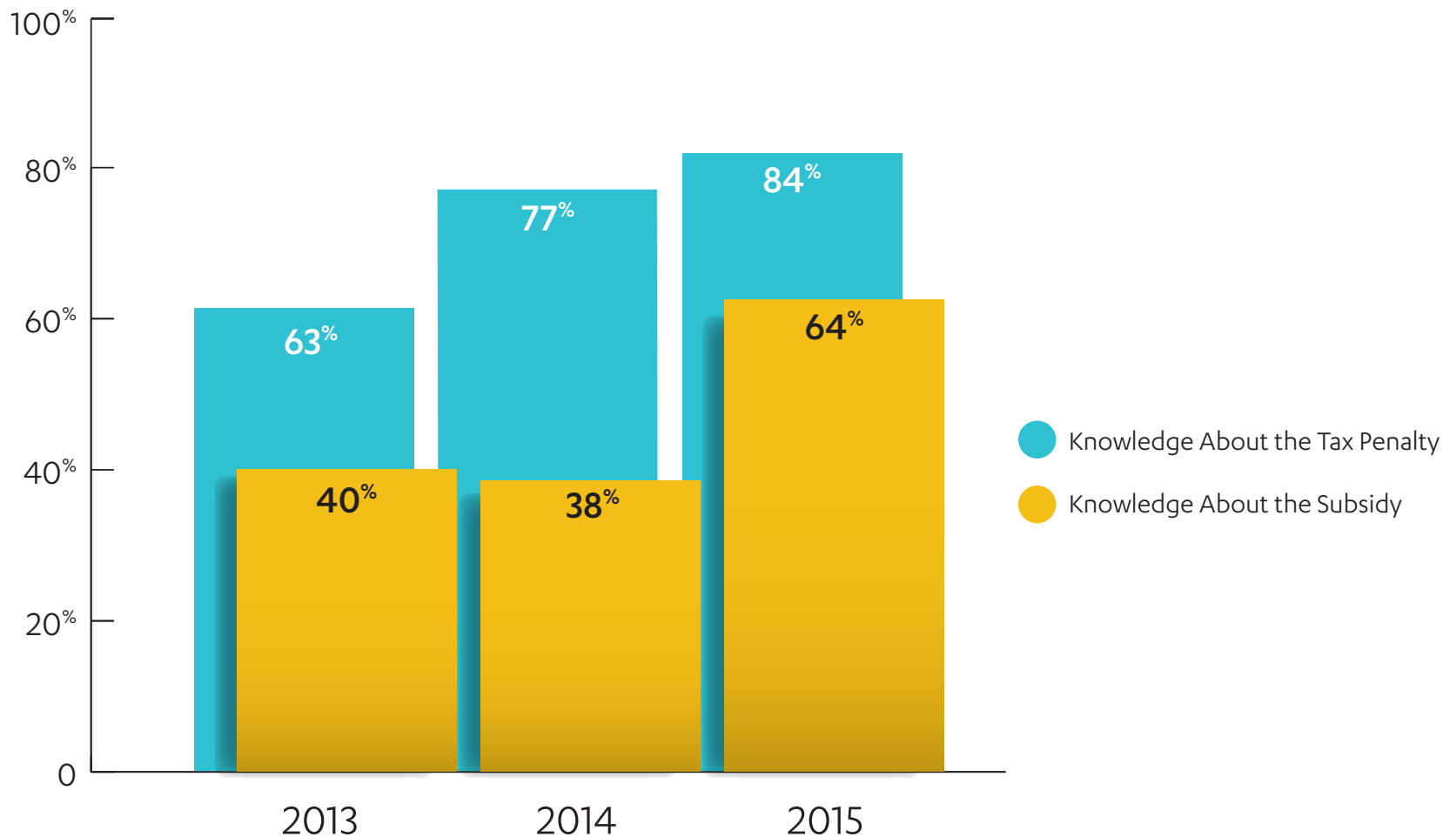
85 Percent of First-Time Purchasers Were Satisfied with Covered California's Website





While Awareness is Growing, More Than One-Third of the Uninsured Are Unaware of the Availability of Financial Assistance

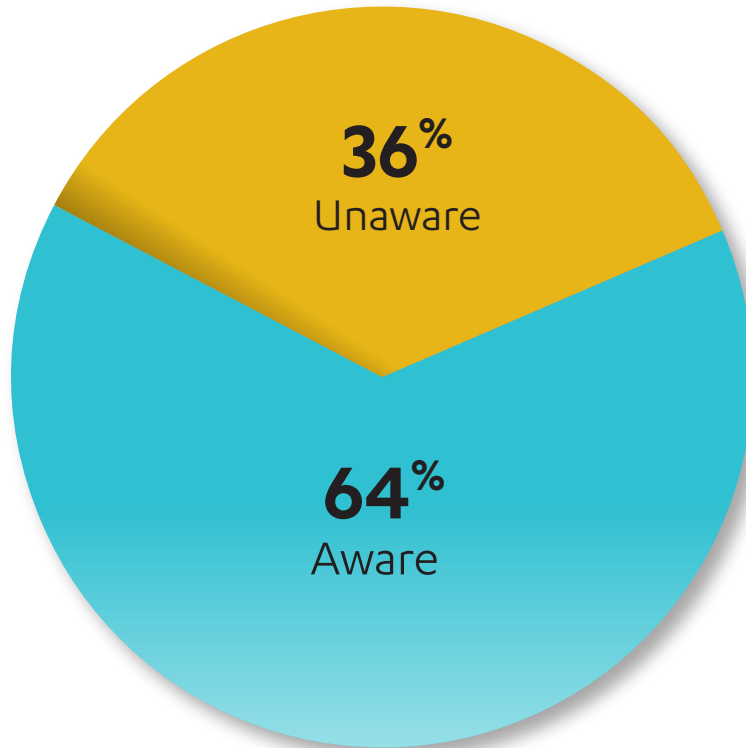
Uninsured Californians' Knowledge About Subsidies and Penalties



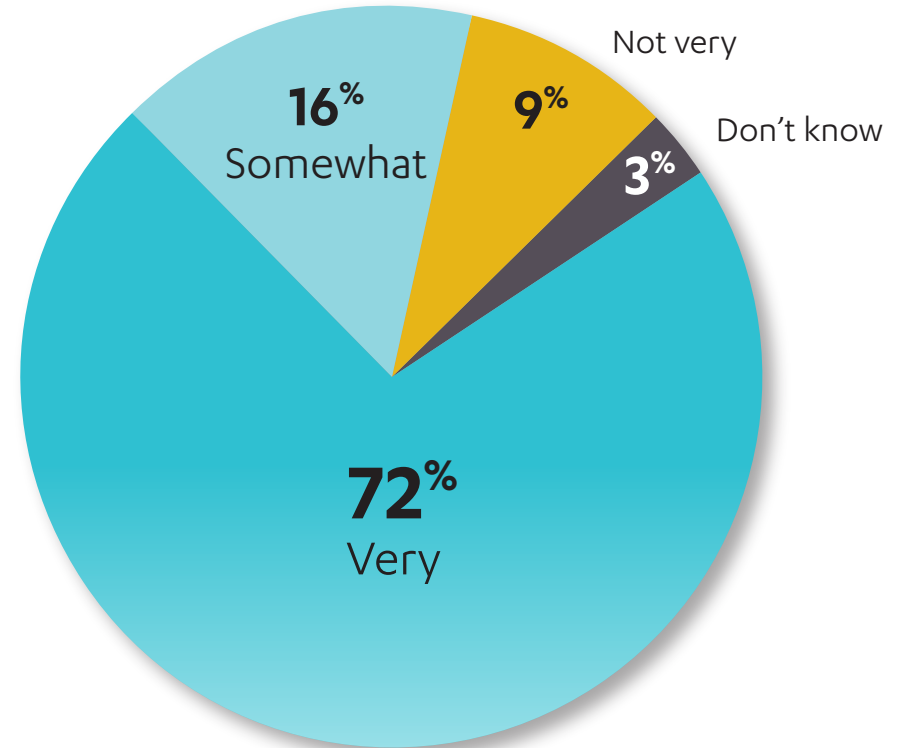


More Than One-Third of the Uninsured *Do Not* Know About the Subsidy — the *Most Important* Factor for People Signing Up

36% of the Uninsured Are Unaware of the Subsidy



88% of Purchasers Say the Subsidy Is an Important Motivator





More In-Person Support To Enroll

Consumers have access to more than 500 storefronts statewide, and tens of thousands of enrollers.






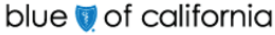






Improving the Shopping Experience For Consumers

Shop and Compare Tool clearly shows bottom-line payment information.

28 year old living in San Francisco earning \$28,000 per year

Why choose Enhanced Silver 73

Enhanced Silver Coverage: ≈ enhancedLevel %

			
<p>CCHP Silver 70 HMO</p>	<p>Blue Shield Silver 70 PPO</p>	<p>Kaiser Permanente Silver 70 HMO</p>	<p>Health Net Silver 70 EPO</p>
<p>Overall Quality</p> 	<p>Overall Quality</p> 	<p>Overall Quality</p> 	<p>Overall Quality</p> 
<p>Your Total Monthly Payment: \$151 (w/ tax credit)</p>	<p>Your Total Monthly Payment: \$181 (w/ tax credit)</p>	<p>Your Total Monthly Payment: \$203 (w/ tax credit)</p>	<p>Your Total Monthly Payment: \$224 (w/ tax credit)</p>
<p>Monthly Premium Assistance (Tax Credit): \$148</p>	<p>Monthly Premium Assistance (Tax Credit): \$148</p>	<p>Monthly Premium Assistance (Tax Credit): \$148</p>	<p>Monthly Premium Assistance (Tax Credit): \$148</p>
<p>Total Monthly Premiums: \$300</p>	<p>Total Monthly Premiums: \$330</p>	<p>Total Monthly Premiums: \$352</p>	<p>Total Monthly Premiums: \$373</p>
<p>VIEW DETAILS</p>	<p>VIEW DETAILS</p>	<p>VIEW DETAILS</p>	<p>VIEW DETAILS</p>
<p>Apply</p>	<p>Apply</p>	<p>Apply</p>	<p>Apply</p>

