

Respondent Demographics

146

Number who used Health Coverage Guides (HCGs)

45

Number who were on the website by themselves

Gender

55%
Female

45%
Male

Age



14% 18-25 yrs old

15% 35-44 yrs old

30% 26-34 yrs old

26% 45-54 yrs old

16% 55-64 yrs old

Ethnicity



69% Non-Hispanic
31% Hispanic

Race



81% White

1% Chinese

9% Black or African American

3% Other Asian

2% American Indian or Alaskan Native

3% Vietnamese

1% Guamanian or Chamorro

1% Other

Sexual Orientation

83% Straight

3% Bisexual

5% Gay or Lesbian

1% Don't know

9% Prefer not to say

Education



11% < 12 years

24% Some college

18% High School/GED

8% 2-yr college degree

39% 4-yr college degree

Income



90% Income less than 400% FPL (eligible for APTC)

10% Income greater than 400% FPL (NOT eligible for APTC)



How did you hear about C4HCO? (Connect for Health Colorado)

46% Friend, family member, coworker

13% Community event or organization

10% Social media

1% Poster or billboard

26% TV or radio ad

13% Printed source

5% Health provider

** Respondents could check more than one*

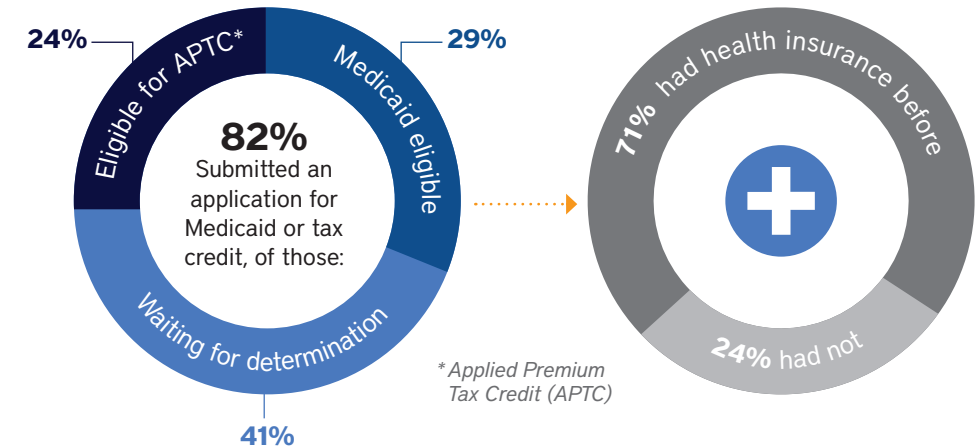


Most found info on the website helpful:

	YES	NO
The monthly health insurance premium	88%	11%
Co-payments and deductibles	85%	15%
Total out-of-pocket costs	82%	15%
Medical services covered by the plan	82%	18%
Prescription medicines covered by the plan	72%	28%
Health care providers in the network	70%	30%
Ratings for customer satisfaction and quality	62%	38%
A health insurance company I know and like	69%	31%



Applications:

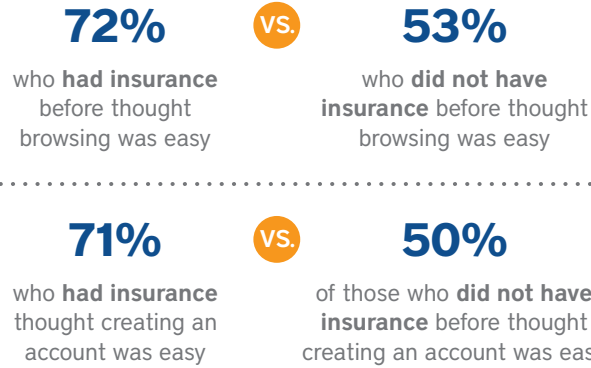


In many cases, using the website was easy:

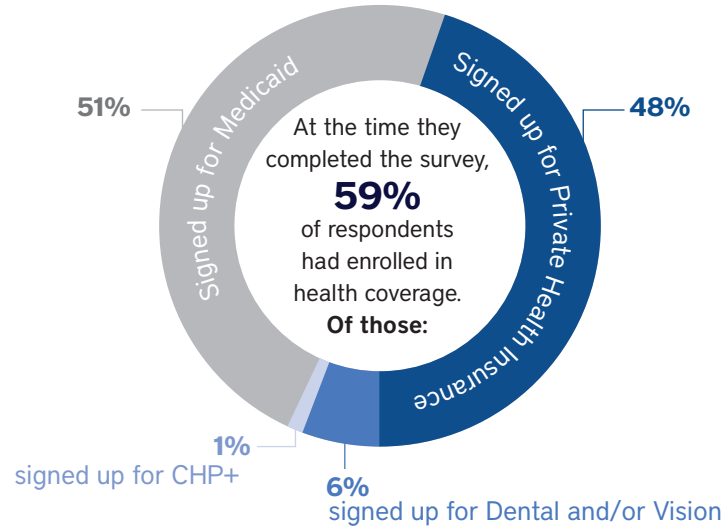
	EASY	DIFFICULT
Browsing for health insurance plans	67%	24%
Checking eligibility for financial assistance	53%	33%
Creating an account	66%	26%
Applying for financial assistance	48%	41%
Searching plans by insurer	58%	25%
Searching plans with my health care provider	42%	27%
Searching plans by premiums and deductibles	55%	20%
Comparing health plans and prices	61%	16%
Making a payment	36%	19%



Users who had health insurance before found the process easier:



For those who enrolled:



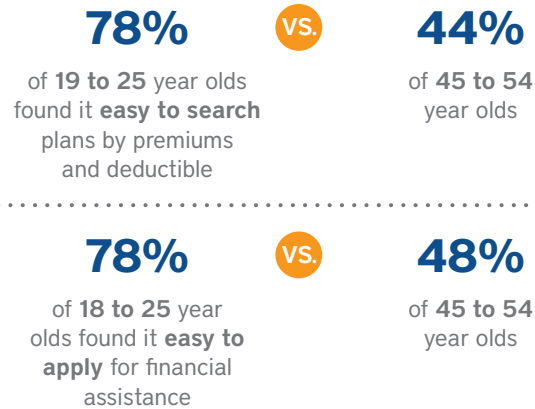
Of those who did **not** enroll*:

- 22%** came to explore
- 7%** did not have the required documents
- 51%** were waiting for financial assistance eligibility
- 14%** did not have enough info to make a decision
- 17%** said the health plans are too expensive
- 19%** could not decide
- 5%** ran out of time
- 25%** said they planned to finish later
- 25%** said they wanted to ask family or friends for advice

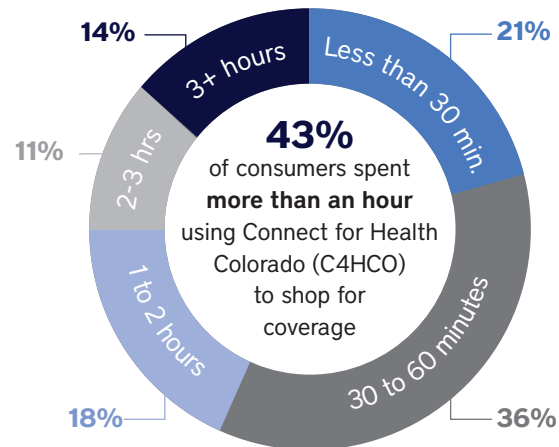
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Younger people were more comfortable with the technology than older people:



Time spent shopping for coverage:



Recommendations:



P R E S E N T E D B Y

