



MNsure

MN Marketplace/Exchange – Pre Wave

BBDO – Minneapolis

August 2013



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I'd like to hear from you!

Please e-mail me with your comments.

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Thank You!

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Methodology

The sample for the **BBDO-Minneapolis MNSure/MN Marketplace – Pre Wave** was randomly drawn from a national list of Adults 25+. 298 online interviews were conducted between August 7, 2013 and August 19, 2013.

Participants were qualified by:

Correct Geography
Completing the Survey
Unique Respondent (no duplication of email addresses)
Adults 25-64
Reside in Minnesota

Segment #1- MN residents (General population)

- Adults 25-64
- Good representation amongst age group –(Best Efforts)

Segment #2- MN residents (No group/employer Insurance plan)

- Adults 25-64
- Good representation amongst age group –(Best Efforts)
- Sample is roughly representative of MN demographics with respect to ethnicity (Best Efforts)
- No current health insurance
- Healthcare covered by Medicaid, MNCare, or UCare
- Purchases health insurance for self or family, not provided or subsidized by group or employer

Highlights

Segment #1 (General population) N=100

- Among these respondents:
 - 18% purchase health insurance on their own.
 - 12% are covered by a subsidized program like Medicaid or MinnesotaCare.
 - 58% have health insurance provided or subsidized by group or employer; 68% of these respondents are women.
 - 12% have no health insurance.
 - 13% own a business.
 - 0% mentioned MNsure in top of mind unaided brand awareness.
 - 20% are aware (aided) of MNsure.
 - 88% are not at all likely or not very likely to get health insurance through MNsure in the next 6 months.
 - 0% mentioned seeing/hearing MNsure advertising in top of mind unaided ad awareness.
 - 3% state they have seen/heard advertising (aided) for MNsure recently.

Segment #2 (No group/ employer plan) N=198

- Among these respondents:
 - 32% purchase health insurance on their own.
 - 34% are covered by a subsidized program like Medicaid or MinnesotaCare.
 - 33% no health insurance.
 - 17% own a business.
 - 1% mentioned MNsure in top of mind unaided brand awareness.
 - 20% are aware (aided) of MNsure.
 - 82% are not at all likely or not very likely to get health insurance through MNsure in the next 6 months.
 - 2% mentioned seeing/hearing MNsure advertising in top of mind unaided ad awareness.
 - 7% state they have seen/heard advertising (aided) for MNsure recently.

All Respondents N=398

Q8: Do you own your own business?

- 15% of respondents own a business;
 - Among these respondents:
 - 72% are men.
 - 59% purchase health insurance on their own.
 - 67% are over age 45.
 - 22% are aware (aided) of MNsure.

Q.9 *When it comes to health insurance coverage, which of the following BEST describes you? Select one response.*

- 28% of respondents purchase health insurance on their own.
- 27% are covered by a subsidized program like Medicaid or MinnesotaCare.
- 19% (segment #2 only) have health insurance provided or subsidized by group or employer; 59% of these respondents are women.
- 26% of respondents have no health insurance.

Unaided Brand Awareness: Top of mind

Q.11 *When you think about health care insurance providers, health insurance exchanges or marketplaces, which name comes to mind FIRST? If you cannot think of any, please type NA.*

- Most popular mentions included:
 - Blue Cross / Blue Shield – 33%
 - Health Partners – 11%
 - Medica – 11%
 - UCare – 4%
 - MinnesotaCare – 2%
 - MNsure – 1%
 - None – 24%

Unaided Advertising Awareness: Top of mind

Q.14 *Which health care insurance providers, health insurance exchanges or marketplaces, if any, have you SEEN OR HEARD ADVERTISING for recently? Please type one response in each box. If none come to mind, please type N/A.*

- Most popular mentions included:
 - Blue Cross / Blue Shield – 8%
 - Medica – 8%
 - Health Partners – 6%
 - UCare – 1%
 - MNsure – 1%
 - None – 66%

Aided Brand Awareness:

Q.17 Which of the following health care insurance providers have you SEEN OR HEARD OF? Please include any providers you may have already mentioned. Select all that apply.

- Most popular mentions included:
 - Blue Cross / Blue Shield – 95%
 - Health Partners – 79%
 - Medica – 77%
 - MinnesotaCare – 72%
 - UCare – 63%
 - MNsure – 20%
 - None – 44%

Aided Advertising Awareness:

Q.25 Which, if any, of these health insurance companies or marketplaces have you SEEN OR HEARD ADVERTISED RECENTLY? Please include any companies or marketplaces you may have already mentioned. Select all that apply.

- Most popular mentions included:
 - Blue Cross / Blue Shield – 32%
 - Medica – 26%
 - Health Partners – 21%
 - UCare – 16%
 - MinnesotaCare – 9%
 - MNsure – 5%
 - None – 44%

Q.32 Where do you find out about health care insurance providers and plans for yourself and others in your household? Select all that apply.

- 28% of the uninsured rely on advertising (TV, radio, or magazines)
- 41% of ages 25-34 reply on Internet search engines (Google, Yahoo, etc.)
- 16% of ages 25-34 and 21% of ages 55-64 rely on local or state government websites
- 43% of the self insured rely on Internet search engines (Google, Yahoo, etc.); 40% of these respondents rely on their Insurance provider's website.

Q.21 How likely are you to get health insurance from MNsure in the next 6 months?

- 84% of respondents are not at all likely or not very likely to get health insurance through MNsure; 91% of respondents who are currently uninsured state they are not at all likely or not very likely to get insurance through any of the providers listed in Q.21.

No Insurance and Not likely to get insured by any provider listed in Q.21: N=70

Q.22 How likely are you to get health insurance from ANY health care provider in the next 12 months?

- Not at all likely – 18%
- Not very likely – 17%
- Somewhat likely – 25%
- Very likely – 25%
- Extremely likely – 14%

Q.23 Why do you say you are "[ANSWER Q.22] to get health insurance in the next 12 months?
Limit 150 characters.

- Top reason for **not** getting health insurance among the uninsured in the next 12 months was affordability at 28%.
- Reasons for getting health insurance among the uninsured in the next 12 months included:
 - Need insurance now – 21%
 - Law says I have to get it– 10%
 - Have a job now / Financial situation may changing–8%
 - Waiting for Obama care / Exchanges open soon – 7%
 - Looking for a job that offers insurance – 7%

Answer Summary

Q.1 Thank you for your interest in our survey! We hope that this experience will be a pleasant one.

Your opinions are very important to us. Please feel free to be perfectly candid with your responses as they will be kept strictly confidential and only reported in aggregate. You will **not** be asked to buy anything as a result of your participation.

While in the survey, please use the “Continue” button at the bottom of each page to go from screen to screen instead of your browser buttons.

For optimal performance, please maximize this window. It may be necessary to use the scroll bars to view all of the information on a page.

[REQUIRE ANSWER]

Let's get started!	100%
No thanks! TERMINATE	-

Q.2 In which state do you live?

[REQUIRE ANSWER]

Iowa TERMINATE	-
Minnesota	100%
North Dakota TERMINATE	-
South Dakota TERMINATE	-
Wisconsin TERMINATE	-
Other TERMINATE	-

Q.3 Please indicate your gender.

[REQUIRE ANSWER]

Male	49%
Female	51%

Q.4 What is your age? Use the drop-down menu to make your selection.

[REQUIRE ANSWER]

Under age 18	TERMINATE	-
18	TERMINATE	-
19	TERMINATE	-
20	TERMINATE	-
21	TERMINATE	-
22	TERMINATE	-
23	TERMINATE	-
24	TERMINATE	-
25		3%
26		2%
27		2%
28		2%
29		2%
30		4%
31		3%
32		2%
33		2%
34		1%
35		4%
36		1%
37		1%
38		2%
39		2%
40		2%
41		2%
42		4%
43		3%
44		2%
45		3%
46		2%
47		2%
48		1%
49		4%
50		4%
51		3%
52		2%
53		3%
54		3%
55		2%
56		2%

57	3%
58	3%
59	3%
60	2%
61	2%
62	4%
63	3%
64	2%
65 and older TERMINATE	-

[CALCULATE - TRIGGER: 9-18 EQ: 5 RQ: 5 FORMULA: 1]
 [CALCULATE - TRIGGER: 19-28 EQ: 5 RQ: 5 FORMULA: 2]
 [CALCULATE - TRIGGER: 29-38 EQ: 5 RQ: 5 FORMULA: 3]
 [CALCULATE - TRIGGER: 39-48 EQ: 5 RQ: 5 FORMULA: 4]

[A - IF THE ANSWER TO QUESTION 1 IS 1, THEN SKIP TO QUESTION 6]

Q.5 COUNTER: AGE

[REQUIRE ANSWER]

25-34	24%
35-44	23%
45-54	27%
55-64	26%

Q.6 Which of the following best describes the industry you and others in your household work in? Select all that apply.

[REQUIRE ANSWER]

Advertising TERMINATE	-
Agriculture / Manufacture / Distribution of Food	3%
Automotive	2%
Banking / Financial Services	3%
Construction / Developer / Real Estate	4%
Education	9%
Entertainment	2%
Media TERMINATE	-
General Business	3%
Government (local, state or federal) TERMINATE	-
Health Care / Medical Field	6%
Health Insurance TERMINATE	-
Hospitality / Hotel / Tourism	2%
IT / Telecommunications	3%
Law Enforcement / Security Services	0%
Legal / Law Firm (department or law firm)	1%
Military	0%
Marketing Research (department or company) TERMINATE	-
Pharmaceutical	0%
Publishing / Printing	0%
Public Relations / Sales Promotion TERMINATE	-
Restaurant / Food Manufacturing / Food Service	5%
Retail / Wholesale / Distribution	6%
Other	26%
Retired	11%
Homemaker	10%
None, not employed	19%

[CALCULATE - TRIGGER: 11 EQ: 7 RQ: 7 FORMULA: 1]

[A - IF THE ANSWER TO QUESTION 6 IS 1 OR 8 OR 10 OR 12 OR 18 OR 21, THEN SKIP TO QUESTION 54]

[A - IF THE ANSWER TO QUESTION 1 IS 1, THEN SKIP TO QUESTION 8]

Q.7 COUNTER: Health care field

This question will not be seen by respondent

[REQUIRE ANSWER]

Yes (Max 15 Completes) 100%

Q.8 Do you own your own business?

[REQUIRE ANSWER]

Yes 15%

No . 85%

Q.9 When it comes to health insurance coverage, which of the following BEST describes you? Select one response.

[REQUIRE ANSWER]

I purchase health insurance on my own, NOT provided or subsidized by group or employer	28%
My health care is covered by a subsidized program like Medicaid or MinnesotaCare..	27%
I have health insurance provided or subsidized by group or employer (Segment #1 only) ..	19%
My health care is covered by Medicare TERMINATE	-
I currently have no insurance	26%
Not sure TERMINATE	-

Q.10 We would like to ask you a few questions about health care insurance providers, health insurance exchanges or marketplaces in your area.

Q.11 When you think about health care insurance providers, health insurance exchanges or marketplaces, which name comes to mind FIRST? If you cannot think of any, please type NA.

Health Care Insurance Provider/Exchange/Marketplace Name #1

[REQUIRE ANSWER]

Q.12 **What OTHER health care insurance providers, health insurance exchanges or marketplaces have you seen or heard of? *You may include up to TWO additional names. If none come to mind, please type N/A.***

Health Care Insurance Provider/Exchange/Marketplace Name #2

[REQUIRE ANSWER]

Q.13 **Health Care Insurance Provider/Exchange/Marketplace Name #3**

[REQUIRE ANSWER]

Q.14 **Which health care insurance providers, health insurance exchanges or marketplaces, if any, have you SEEN OR HEARD ADVERTISING for recently? *Please type one response in each box. If none come to mind, please type N/A.***

Health Care Insurance Provider/Exchange/Marketplace Advertising #1

[REQUIRE ANSWER]

Q.15 **Health Care Insurance Provider/Exchange/Marketplace Advertising #2**

[REQUIRE ANSWER]

Q.16 Health Care Insurance Provider/Exchange/Marketplace Advertising #3

[REQUIRE ANSWER]

Q.17 Which of the following health care insurance providers have you SEEN OR HEARD OF? Please include any providers you may have already mentioned. Select all that apply.

[REQUIRE ANSWER] [READ ANSWERS IN RANDOM ORDER, EXCEPT THE LAST 2]

MNsure	20%
UCare	63%
Medicaid	78%
MinnesotaCare	72%
Health Partners	79%
PreferredOne	39%
Blue Cross Blue Shield ..	95%
Medica	77%
Other (specify)	4%
None	1%

[EXCLUSIVE ANSWER: "None"]

[OTHER, SPECIFY - CHOICE OR SUB-QUEST. 9]

Q.18 OTHER: Aware of

[REQUIRE ANSWER]

[A - IF THE ANSWER TO QUESTION 9 IS NOT 1 OR 3, THEN SKIP TO QUESTION 21]

Q.19 Which health care insurance provider do you currently have?

[REQUIRE ANSWER]

Health Partners 24%
PreferredOne 2%
Blue Cross Blue Shield 46%
Medica 16%
Other (specify) 11%
None **TERMINATE** -

[OTHER, SPECIFY - CHOICE OR SUB-QUEST. 5]

Q.20 OTHER: Insured with

[REQUIRE ANSWER]

Q.21 How likely are you to get health insurance from each of the following in the next 6 months? [ALL]

[REQUIRE ANSWER] [READ ANSWERS IN RANDOM ORDER]

	Not at all likely	Not very likely	Somewhat likely	Very likely	Extremely likely
MNsure	57%	27%	12%	3%	1%
UCare	54%	25%	12%	3%	5%
Medicaid	59%	22%	11%	3%	6%
MinnesotaCare	47%	18%	18%	5%	11%
Health Partners	48%	24%	12%	5%	10%
PreferredOne	58%	30%	7%	3%	1%
Blue Cross Blue Shield	38%	24%	12%	8%	17%
Medica	49%	24%	13%	7%	7%

[A - IF THE ANSWER TO QUESTION 9 IS NOT 5, THEN SKIP TO QUESTION 24]

[A - IF THE ANSWER TO SUB-QUESTION 1 OF QUESTION 21 IS NOT 1 OR 2, AND...]

[A - IF THE ANSWER TO SUB-QUESTION 2 OF QUESTION 21 IS NOT 1 OR 2, AND...]

[A - IF THE ANSWER TO SUB-QUESTION 3 OF QUESTION 21 IS NOT 1 OR 2, AND...]

[A - IF THE ANSWER TO SUB-QUESTION 4 OF QUESTION 21 IS NOT 1 OR 2, AND...]

[A - IF THE ANSWER TO SUB-QUESTION 5 OF QUESTION 21 IS NOT 1 OR 2, AND...]

[A - IF THE ANSWER TO SUB-QUESTION 6 OF QUESTION 21 IS NOT 1 OR 2, AND...]

[A - IF THE ANSWER TO SUB-QUESTION 7 OF QUESTION 21 IS NOT 1 OR 2, AND...]

[A - IF THE ANSWER TO SUB-QUESTION 8 OF QUESTION 21 IS NOT 1 OR 2, THEN SKIP TO QUESTION 24]

Q.22 **How likely are you to get health insurance from ANY health care provider in the next 12 months?** [IF NOT INSURED AND NOT LIKELY TO GET INSURANCE FOR ANY LISTED IN Q21]

[REQUIRE ANSWER]

Not at all likely ... 18%
Not very likely 17%
Somewhat likely 25%
Very likely 25%
Extremely likely . 14%

Q.23 **Why do you say you are "[ANSWER TO Q. 22]" to get health insurance in the next 12 months?** *Limit 150 characters.* . [IF NOT INSURED]

[REQUIRE ANSWER]

[A - IF THE ANSWER TO QUESTION 17 IS 11, THEN SKIP TO QUESTION 30]

Q.24 **Next, we would like to ask you a few questions regarding advertising you may have seen or heard...**

Q.25 Which, if any, of these health insurance companies or marketplaces have you SEEN OR HEARD ADVERTISED RECENTLY? Please include any companies or marketplaces you may have already mentioned. *Select all that apply.*

[REQUIRE ANSWER] [READ ANSWERS IN RANDOM ORDER, EXCEPT THE LAST 2]

MNsure	5%
UCare	16%
Medicaid	10%
MinnesotaCare	9%
Health Partners	21%
PreferredOne	2%
Blue Cross Blue Shield ..	32%
Medica	26%
Other (specify)	2%
None	44%

[EXCLUSIVE ANSWER: "None"]

[S - IF THE ANSWER IS 11, THEN SKIP TO QUESTION 30]

[OTHER, SPECIFY - CHOICE OR SUB-QUEST. 9]

Q.26 OTHER: Advertising seen/heard

[REQUIRE ANSWER]

Q.27 Where have you seen or heard any ads recently for the following health care insurance providers or marketplaces? Select all that apply. [SHOW PROVIDERS SELECTED IN Q25]

[REQUIRE ANSWER] [READ ONLY ANSWERS CORRESPONDING TO SUB-QUESTIONS ANSWERED 1-8 IN QUESTION 25]

[READ ANSWERS IN RANDOM ORDER]

	TV	Magazines	Online / Internet	Newspapers	Public transportation (buses, trains, bus shelters, etc.)	Radio	Local community event	Other
MNsure	69%	25%	6%	31%	6%	13%	6%	6%
UCare	60%	9%	11%	4%	9%	28%	-	17%
Medicaid	60%	27%	13%	10%	13%	10%	3%	10%
MinnesotaCare	50%	18%	29%	14%	11%	18%	-	18%
Health Partners	70%	9%	23%	14%	17%	14%	5%	9%
PreferredOne	57%	-	29%	-	14%	14%	-	-
Blue Cross Blue Shield	78%	11%	15%	16%	9%	12%	1%	6%
Medica	71%	8%	14%	12%	12%	17%	1%	10%

[A - IF THE ANSWER TO QUESTION 25 IS NOT 1, THEN SKIP TO QUESTION 30]

Q.28 What can you remember about the most recent advertising you saw or heard for MNsure? Please type in as much detail as you can remember about what the ad said or showed. Limit 250 characters. [IF MENTION MNSURE AD]

[REQUIRE ANSWER]

[A - IF THE ANSWER TO QUESTION 25 IS NOT 1, THEN SKIP TO QUESTION 30]

Q.29 **What was the main thing this advertising was trying to specifically get across to you about MNsure?** *Limit 250 characters. [IF MENTION MNSURE AD]*

[REQUIRE ANSWER]

[A - IF THE ANSWER TO QUESTION 17 IS NOT 1, THEN SKIP TO QUESTION 32]

Q.30 **Apart from the advertising, where else have you seen or heard something about MNsure?** *Select all that apply. [IF AWARE OF MNSURE]*

[REQUIRE ANSWER]

TV news story	25%
Radio news story	12%
Article in a magazine	3%
Article in a newspaper	20%
Friend/family member	8%
Local community event	2%
Online blog, social media or other internet site ...	15%
Read something while researching online	8%
Other source	8%
Can't recall /not sure	40%

[EXCLUSIVE ANSWER: "Can't recall /not sure"]

[A - IF THE ANSWER TO QUESTION 30 IS 10, THEN SKIP TO QUESTION 32]

Q.31 **What did you see or hear about MNsure?** *Limit 250 characters. [IF SAW/HEARD ABOUT MNSURE]*

[REQUIRE ANSWER]

Q.32 Where do you find out about health care insurance providers and plans for yourself and others in your household? *Select all that apply.*

[REQUIRE ANSWER] [READ ANSWERS IN RANDOM ORDER, EXCEPT THE LAST 1]

My doctor	13%
My pharmacist	3%
My family / friends	28%
My child's school	1%
Call or visit a local or state government office	13%
Local or state government website	13%
Internet advertising	7%
Internet search (Google, Yahoo, etc.)	32%
Advertisement (TV, radio, or magazines)	21%
Advertisement (Billboards, poster in my neighborhood, etc.)	6%
Public transportation advertising (buses, trains, bus shelters, etc.)	1%
Neighborhood community center	2%
Local community events	3%
News stories (TV or newspaper)	14%
Insurance provider websites	26%
Social media (Twitter, Facebook, etc.)	2%
My company/my spouse or significant other's company	23%
Mailings received at my house	21%
Email newsletters	5%
Other (specify)	2%
Call or visit a local broker or agent	3%
None, I do not seek information about health care insurance providers	5%

[OTHER, SPECIFY - CHOICE OR SUB-QUEST. 20]

Q.33 OTHER: Information sources

[REQUIRE ANSWER]

Q.34 Based on what you know, please choose the health care provider or marketplace that you believe FITS each of the following statements.

You may choose more than one company or marketplace that you feel fits that statement. If a company or marketplace doesn't fit that statement, leave it blank. If none of the companies or marketplaces fit that statement, select the "None of them" box.

[REQUIRE ANSWER] [READ ANSWERS IN RANDOM ORDER, EXCEPT THE LAST 1]

	MNsure	Blue Cross Blue Shield	Medica	Health Partners	PreferredOne	UCare	None of them
Has a lot of bureaucracy	35%	41%	34%	32%	27%	31%	43%
I am not sure I understand how their plan(s) works	55%	35%	37%	37%	49%	44%	29%
Has an easy-to-use website where you can search and compare plans	13%	29%	17%	19%	7%	10%	51%
Has a hotline you can call to talk with someone about your options	20%	42%	32%	34%	21%	22%	37%
Offers places where you can sign up in your neighborhood / community	11%	15%	10%	13%	5%	11%	66%
Is a one-stop place to shop for health insurance plans	13%	30%	18%	21%	7%	11%	48%
Will lay out plan options side-by-side for easy comparison	12%	27%	19%	23%	11%	13%	54%
Recommended by friends / family members	3%	28%	14%	16%	4%	10%	53%
Allows you to apply and enroll online in health benefit plans	18%	37%	27%	27%	16%	16%	44%

Shows you what your potential cost will be	17%	33%	24%	25%	14%	15%	48%
Gives you examples of average costs for common health services	15%	27%	19%	21%	10%	14%	53%
Shows you quality ratings for hospitals and clinics in your community	7%	26%	17%	18%	6%	9%	58%
Has good rates / prices	8%	21%	14%	14%	5%	13%	55%
Has a good reputation	5%	50%	31%	33%	13%	15%	33%
Please select "None of them" on this row to continue in survey	-	-	-	-	-	-	100%

[A - IF THE ANSWER TO SUB-QUESTION 15 OF QUESTION 34 IS NOT 7, THEN SKIP TO QUESTION 52]

Q.35 How well do you feel each of the following words or phrases fit with what you currently know about these providers.

You may choose more than one company or marketplace that you feel fits that statement. If a company or marketplace doesn't fit the statement, leave it blank. If none of the companies or marketplace fit that statement, select the "None of them" box.

[REQUIRE ANSWER] [READ ANSWERS IN RANDOM ORDER]

	MNsure	Blue Cross Blue Shield	Medica	Health Partners	Preferred One	UCare	None of them
Likeable	7%	31%	18%	23%	8%	14%	49%
Trustworthy	10%	34%	22%	26%	11%	16%	47%
Financially stable	13%	54%	34%	39%	20%	20%	31%
Smart	13%	33%	22%	24%	12%	14%	46%
Caring	10%	30%	21%	22%	10%	15%	48%
Confident	12%	41%	29%	34%	16%	18%	42%
Helpful	14%	35%	23%	27%	10%	15%	41%
Unavailable	14%	12%	11%	12%	13%	13%	69%
Difficult	22%	28%	22%	25%	20%	20%	58%
Responsive	9%	36%	23%	27%	11%	14%	41%
Fair	10%	31%	19%	22%	7%	15%	47%

Q.36 How familiar are you with **MNsure, the state of Minnesota's health insurance marketplace?** *You may select more than one response.*

[REQUIRE ANSWER]

Have not heard of it before this survey 46%
 Just heard the name 23%
 Heard of but don't know much about it 27%
 Friends /family are considering enrollment MNsure .. 4%
 I am considering enrollment in MNsure 6%
 I have enrolled in MNsure 0%

[A - IF THE ANSWER TO QUESTION 36 IS 1, AND...]

[A - IF THE ANSWER TO QUESTION 17 IS NOT 1, THEN SKIP TO QUESTION 44]

Q.37 **What have you heard** about **MNsure**, the state of Minnesota's health insurance marketplace? *Limit 150 characters.* [IF AWARE OF MNSURE AFTER Q36]

[REQUIRE ANSWER]

Q.38 What is your **overall impression** of **MNsure**, Minnesota's health insurance marketplace? [IF AWARE OF MNSURE AFTER Q36]

[REQUIRE ANSWER]

Poor 11%
Fair 42%
Good 44%
Excellent .. 4%

Q.39 **Why do you say that?** *Limit 150 characters.*

[REQUIRE ANSWER]

Q.40 Enrollment for **MNsure** starts October 2013. Health plan coverage begins January 1, 2014. How likely are you to seek more information about **MNsure** coverage in the next 6 months? [IF AWARE OF MNSURE]

[REQUIRE ANSWER]

Not at all likely ... 19%
Not very likely 13%
Somewhat likely 30%
Very likely 22%
Extremely likely . 16%

Q.41 **Why do you say that?** *Limit 150 characters.*

[REQUIRE ANSWER]

Q.42 **How likely are you to sign up for or switch to MNsure coverage in the next 6 months?** **[IF AWARE OF MNSURE]**

[REQUIRE ANSWER]

Not at all likely ... 22%
Not very likely 23%
Somewhat likely 36%
Very likely 13%
Extremely likely ... 6%

Q.43 **Why do you say that?** *Limit 150 characters.*

[REQUIRE ANSWER]

[A - IF THE ANSWER TO QUESTION 1 IS 1, THEN SKIP TO QUESTION 51]

Q.44 **POST ADVERTISING QUESTIONS**

Next, we would like to show you a TV advertisement.

Please click "Continue" to view the advertisement.

Q.45 Have you seen this TV ad or other advertising from this campaign before?

this question will be avoided on the pre study

[REQUIRE ANSWER]

- Yes -
- No -
- Don't know -
- I was not able to see the advertisement **TERMINATE** -

Q.46 What specific health care insurance brand was being advertised?

this question will be avoided on the pre study

[REQUIRE ANSWER]

Q.47 Please list any benefits you recall from the advertisement. Limit 150 characters.

this question will be avoided on the pre study

[REQUIRE ANSWER]

Q.48 How many times have seen this ad or other ads from this campaign?

this question will be avoided on the pre study

[REQUIRE ANSWER]

- 1 -
- 2 -
- 3 -
- 4 -
- 5 -
- 6 -
- 7 -
- 8 -
- 9 -
- 10 or more times -

Q.49 How much you AGREE or DISAGREE with each of the following statements about the advertisement you just saw...

this question will be avoided on the pre study

[REQUIRE ANSWER] [READ ANSWERS IN RANDOM ORDER]

	Disagree A Lot	Disagree Somewhat	Neither Agree Nor Disagree	Agree Somewhat	Agree A Lot
The ad is interesting	-	-	-	-	-
I can relate to the ad	-	-	-	-	-
The ad is entertaining	-	-	-	-	-
The ad is unique	-	-	-	-	-
The ad is memorable	-	-	-	-	-
The ad is confusing	-	-	-	-	-
The ad is irritating	-	-	-	-	-
The ad tells me something important about MNsure	-	-	-	-	-
I would like to see this ad again	-	-	-	-	-
The ad makes me interested in getting more information about MNsure	-	-	-	-	-
The ad is boring	-	-	-	-	-
The ad is likeable	-	-	-	-	-
The ad told me something new about MNsure	-	-	-	-	-
The ad is easy to understand	-	-	-	-	-
This ad fits the state of Minnesota	-	-	-	-	-
This is the sort of advertising I'd talk about with others	-	-	-	-	-

Q.50 Now that you have seen the advertisement for MNsure, tell us which of the following words or phrases fit with MNsure...

You may select up to ten responses -- if you feel none of the words fit, please select None of them.

avoided on the pre study

[REQUIRE ANSWER] [READ ANSWERS IN RANDOM ORDER, EXCEPT THE LAST 1]

- Likeable -
- Serious -
- Reassuring -
- Smart -
- Easy -
- Confident -
- Stable -
- Customized -
- Supportive -
- Relevant -
- Caring -
- None of the above -

[EXCLUSIVE ANSWER: "None of the above"]

[A - IF THE ANSWER TO QUESTION 17 IS NOT 1, THEN SKIP TO QUESTION 52]

Q.51 Based on what you have seen or heard, how TRUE or FALSE are each of the following statements? [IF AWARE OF MNSURE]

[REQUIRE ANSWER] [READ ANSWERS IN RANDOM ORDER]

	True	False	Don't know
MNsure is provided solely by the state of Minnesota	53%	13%	33%
MNsure will be good for the uninsured population	62%	10%	28%
MNsure gives everybody (insured, self employed, uninsured) another option while shopping for insurance providers	68%	8%	23%
MNsure will have better policies/coverage than other insurance providers	28%	20%	52%

[A - IF THE ANSWER TO QUESTION 36 IS 1-6, THEN SKIP TO QUESTION 55]

Q.52 Do you enjoy taking surveys?

This “consistency” question is included to confirm that respondents are thoroughly reading and thoughtfully answering questions. Respondents whose answers are inconsistent are sent here to be terminated.

[REQUIRE ANSWER]

Yes **TERMINATE** .. 1
No **TERMINATE** 2

Q.53 Do you enjoy taking surveys?

This "duration" question is included to confirm that respondents are thoroughly and thoughtfully answering questions. Respondents who get to Q12 in the survey in less than one minute are sent here to be terminated.

[REQUIRE ANSWER]

Yes **TERMINATE** .. 1
No **TERMINATE** 2

Q.54 Do you enjoy taking surveys?

This quality check question is included to confirm that respondents are thoroughly qualified. Respondents who do not qualify for the study will be sent here to be terminated.

[REQUIRE ANSWER]

Yes **TERMINATE** .. 1
No **TERMINATE** 2

Q.55 So we may group your responses with others, please tell us about yourself.

Q.56 Please indicate how often you have participated in the following online activities.

[REQUIRE ANSWER] [READ ANSWERS IN RANDOM ORDER]

	Never	At least once a month	At least once a week	Daily	Several times a day
Use search engines (e.g., Google, Bing, etc.)	3%	9%	21%	32%	35%
Watch user generated video (e.g., YouTube)	18%	33%	34%	11%	4%
Upload video you have generated	72%	20%	6%	1%	1%
Read product ratings and reviews	21%	41%	31%	6%	2%
Follow a particular blog or video blog	60%	18%	13%	7%	2%
Maintain my own profile / interact on Facebook	26%	15%	20%	21%	17%
Interact on Twitter	68%	13%	7%	9%	2%
Make purchases	13%	54%	25%	5%	2%
Interact on Pinterest	70%	15%	8%	5%	2%

Q.57 Which, if any, of the following online activities have you done when seeking information about health insurance providers in the past year or so? *Select all that apply.*

[REQUIRE ANSWER]

Visited product review websites (e.g. Consumer Reports, etc.)	15%
Visited a health insurance company website	36%
Used search engine to look for information about health insurance providers like (e.g. Bing, Google, etc.)	27%
Read emails from trusted companies offering health insurance services	5%
Visited a health insurance provider's page on social networking sites (e.g. Facebook, LinkedIn, etc.)	6%
Visited a government office to get more information or health insurance support ..	13%
Talked to an insurance agent or broker to understand the options	10%
Discussed health insurance providers with friends and family in person or online .	23%
Searched for information about health insurance providers using another search website	12%
Used your cell phone to contact a health insurance provider for information about coverage	8%
Other (specify)	3%
None of the above	43%

[EXCLUSIVE ANSWER: "None of the above"]

[OTHER, SPECIFY - CHOICE OR SUB-QUEST. 11]

Q.58 OTHER: Activities

[REQUIRE ANSWER]

[A - IF THE ANSWER TO QUESTION 57 IS 12, THEN SKIP TO QUESTION 61]

Q.59 What type(s) of information about health insurance providers were you looking for online? Select all that apply.

[REQUIRE ANSWER] [READ ANSWERS IN RANDOM ORDER, EXCEPT THE LAST 1]

Information about rates	62%
Information about coverage	72%
Customer reviews	28%
File a complaint about an insurance provider	2%
Looking for discounts / specials	30%
Recommendation / awards from industry professionals	11%
Company contact information	20%
Find a local agent / broker or office	14%
Other (specify)	6%

[OTHER, SPECIFY - CHOICE OR SUB-QUEST. 9]

Q.60 OTHER: Information

[REQUIRE ANSWER]

Q.61 What is your marital status?

[REQUIRE ANSWER]

Single, never married	30%
Married	43%
Divorced	14%
Separated	1%
Widowed	2%
Living with partner	10%
Other	0%

Q.62 Including yourself, how many people live in your household?

[REQUIRE ANSWER]

1 ..	27%
2 ..	33%
3 ..	18%
4 ..	15%
5	4%
6+ ..	3%

[A - IF THE ANSWER TO QUESTION 62 IS 1, THEN SKIP TO QUESTION 64]

Q.63 How many children under the age of 18 live in your household?

[REQUIRE ANSWER]

0 ..	57%
1 ..	17%
2 ..	19%
3	4%
4	2%
5	-
6+ ..	1%

Q.64 Which of the groupings below best represents your total annual household income before taxes?

[REQUIRE ANSWER]

Less than \$25,000	26%
\$25,000-\$34,999	14%
\$35,000-\$44,999	9%
\$45,000-\$54,999	8%
\$55,000-\$64,999	7%
\$65,000-\$74,999	10%
\$75,000-\$84,999	6%
\$85,000-\$99,999	7%
\$100,000-\$124,999	4%
\$125,000-\$149,999	3%
\$150,000-\$199,999	-
\$200,000 or more	-
Prefer not to answer	4%

Q.65 What is the highest level of education you completed?

[REQUIRE ANSWER]

8th grade or less	-
Some high school	2%
High school graduate	15%
Trade / technical training	8%
Some college	29%
College degree (BA, BS, etc.)	35%
Some graduate courses	2%
Advanced degree (MS, MBA, PhD, MD, etc.) ..	9%
Prefer not to answer	0%

Q.66 Thinking in general terms about your health, in general, would you say you are...

[REQUIRE ANSWER]

In good to excellent health	40%
In fair to good health	47%
In poor to fair health	11%
Prefer not to answer	2%

Q.67 Which of the following best describes your ethnic background?

[REQUIRE ANSWER]

Asian or Pacific Islander	2%
Black/African American	4%
White/Caucasian	90%
Hispanic/Latino	2%
Hmong	-
Native American	1%
Somali	-
Multi-Racial	1%
Other	-
Prefer not to answer	1%

Q.68 Where are you taking this online survey?

[REQUIRE ANSWER]

Home	91%
Work	5%
Other (specify) .	4%

[OTHER, SPECIFY - CHOICE OR SUB-QUEST. 3]

Q.69 OTHER: Location

[REQUIRE ANSWER]

Q.70 On which type of device are you taking this survey? Please select only one.

[REQUIRE ANSWER]

Desktop	48%
Laptop	49%
Smartphone (e.g., iPhone, Blackberry, Droid, etc.)	1%
Tablet (e.g. iPad, Samsung Galaxy)	1%
Dedicated ebook device (e.g., Kindle, Nook, Sony Reader, etc.)	-
Interactive TV	-
Other (specify)	-

[OTHER, SPECIFY - CHOICE OR SUB-QUEST. 7]

Q.71 **OTHER: Device**

Q.76 **SEGMENT**

Segment #1 (General population) 34%
Segment #2 (No group/ employer plan) 66%

Q.77 **(CODED Q11) When you think about health care insurance providers, health insurance exchanges or marketplaces, which name comes to mind FIRST? *If you cannot think of any, please type NA.***

Health Care Insurance Provider/Exchange/Marketplace Name #1

[REQUIRE ANSWER]

MNsure	1%
UCare	4%
Medicaid	-
MinnesotaCare	2%
Health Partners	11%
PreferredOne	0%
Blue Cross Blue Shield ..	33%
Medica	11%
Cigna	2%
Humana	1%
United Health Care	4%
The VA	1%
Medicare	1%
Other	3%
None	24%
Aetna	1%
Allina	1%

Q.80 (CODED Q14) Which health care insurance providers, health insurance exchanges or marketplaces, if any, have you SEEN OR HEARD ADVERTISING for recently? Please type one response in each box. *If none come to mind, please type N/A.*

Health Care Insurance Provider/Exchange/Marketplace Advertising #1

[REQUIRE ANSWER]

MNsure	1%
UCare	1%
MinnesotaCare	0%
Health Partners	6%
Blue Cross Blue Shield	8%
Medica	8%
Cigna	0%
Humana	2%
United Health Care	1%
Medicare	1%
Other	4%
None	66%
Allina	1%

Q.83 (CODED Q23) Why do you say you are "[ANSWER TO Q. 22]" to get health insurance in the next 12 months? *Limit 150 characters. . [IF NOT INSURED]*

[REQUIRE ANSWER]

Can't afford it	28%
Law says I have to get it	10%
I am almost edible for Medicare	3%
Have a job now / Financial situation may changing ...	8%
Need insurance now	21%
I don't need it	6%
No reason	6%
Waiting for Obama care / Exchanges open soon	7%
Employer / Spouses employer providing soon	3%
Looking for a job that offers insurance	7%
Other	3%



MNsure

MN Marketplace/Exchange – Pre Wave

BBDO – Minneapolis

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Thank you for your business.

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