

TARGETING OUTREACH: CHARACTERISTICS OF THOSE NEWLY ELIGIBLE FOR MEDICAID OR SUBSIDIES IN THE EXCHANGE

Minnesota
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Prepared for

Robert Wood Johnson Foundation's State Health Reform Assistance Network

Analysis by

The State Health Access Data Assistance Center (SHADAC) and the Urban Institute



INTRODUCTION

The Affordable Care Act (ACA) contains two major coverage provisions. The first provides significant federal financial support for states to expand Medicaid to nonelderly individuals with incomes at or below 138 percent of the Federal Poverty Level (FPL). The second provides federal subsidies to people with incomes between 139 to 400 percent FPL who purchase coverage through a health insurance exchange. In addition, the act contains an individual health insurance mandate, with a penalty for those who can afford health insurance but choose not to purchase it. To help people comply with the ACA's mandate and take advantage of its new coverage options, states may wish to do targeted outreach to the uninsured.

To effectively target outreach, it will be useful to have a profile of a state's uninsured across socio-demographic characteristics that are related to outreach efforts. The following analysis provides information on selected characteristics of the uninsured in two income categories – those most likely to be eligible for Medicaid (0 to 138% FPL) and those most likely to be eligible for subsidies through the exchange (139 to 400% FPL). This analysis is also presented at a sub-state level so that outreach can be targeted geographically.

Maps 1 and 2 show the distribution of uninsured across the state in the two income categories, with the darker shading representing higher concentrations of uninsured eligible for Medicaid (Map 1) or exchange subsidies (Map 2). **Figures 1 through 4** provide state-level information about the characteristics of the uninsured that might be useful in outreach planning (age, English proficiency, public program participation and education). The information depicted in the figures is presented at a sub-state level in **Tables 1 through 4**.

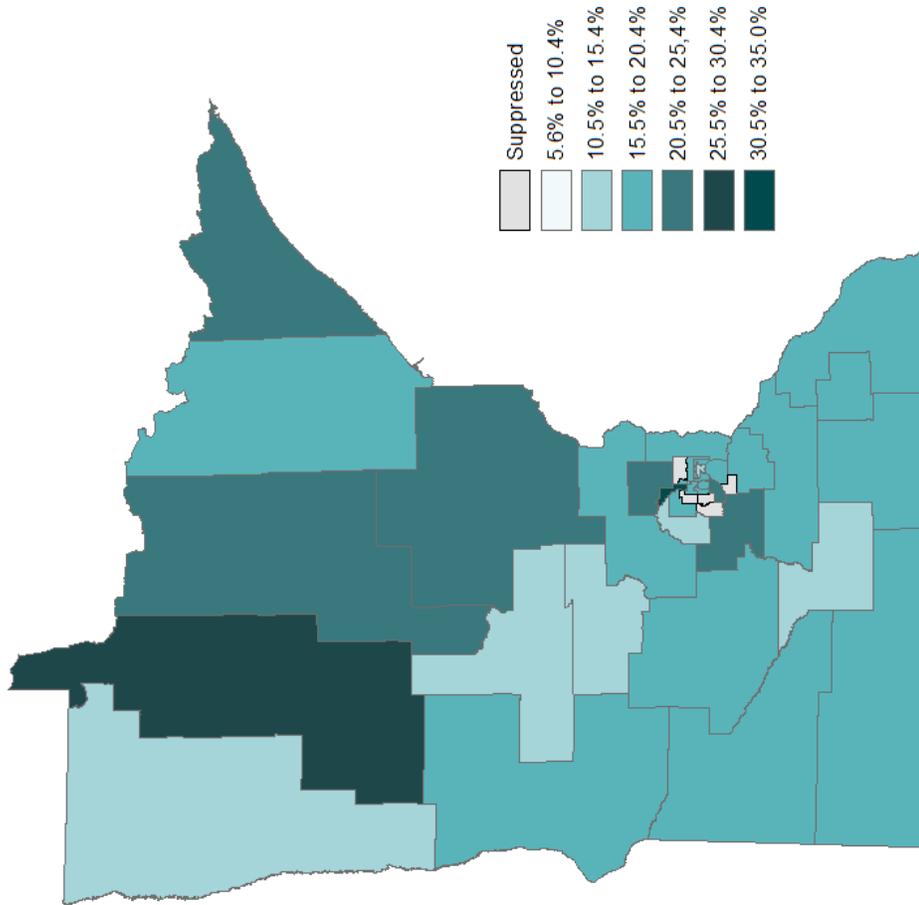
Layering these different types and levels of information can help guide effective outreach decisions. For example, you might find that the Medicaid eligible population is significantly older than the exchange-eligible population, in which case you may need separate outreach campaigns across different media outlets to reach each group. Or, if a significant number of Medicaid eligible uninsured are in a family where someone receives support from the Supplemental Nutrition Assistance Program (SNAP), conducting outreach through SNAP might be an effective approach. Assessing education levels across the two income groups can also be useful when considering literacy levels and complexity of outreach messages.

This analysis provides a sampling of what SHADAC can provide to enhance state outreach strategies. Additional information on socio-demographic characteristics (e.g., sex, presence of children in the family, race/ethnicity, family type, etc.) can be produced, as can community-level analysis (e.g., number of people in linguistically isolated communities or communities with high levels of mobility, etc.).

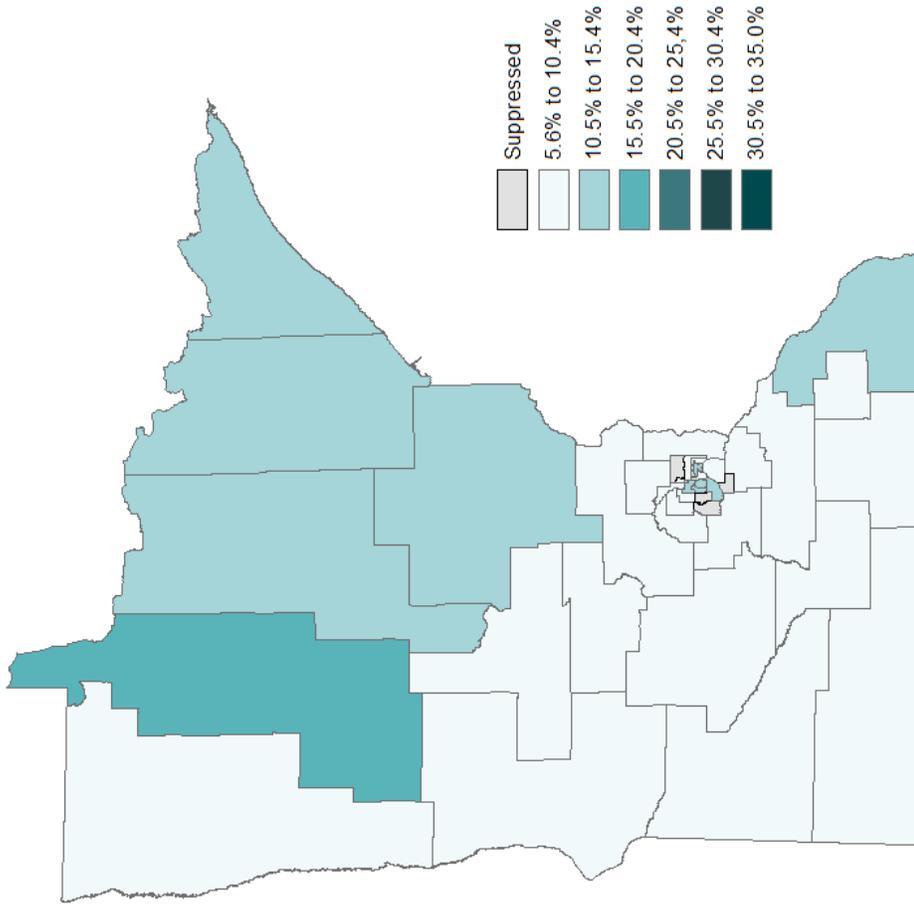
This analysis is limited to nonelderly (0 to 64 years of age) U.S. citizens. Counts and estimates are based on three years of pooled data from the American Community Survey (ACS). Pooled data were needed to provide an adequate sample size to produce the detailed estimates included in this report, and we think that generally the characteristics of these groups are stable over time. **These estimates will differ from single year estimates.** For the most accurate counts of the number of currently uninsured, we suggest you utilize the most current single year estimates.

Feel free to contact SHADAC if you have questions about these data or would like additional analysis: SHADAC Contact – Elizabeth Lukanen, elukanen@umn.edu, 612.626.1537.

MAP 1. Minnesota: Percent of Uninsured Nonelderly US Citizens, <=138% FPL, 2008-2010, by PUMA*



MAP 2. Minnesota: Percent of Uninsured Nonelderly US Citizens, 139 to 400% FPL, 2008-2010, by PUMA*



*See notes in Appendix B

FIGURE 1. Minnesota: Uninsured by Age and Income, 2008-2010*

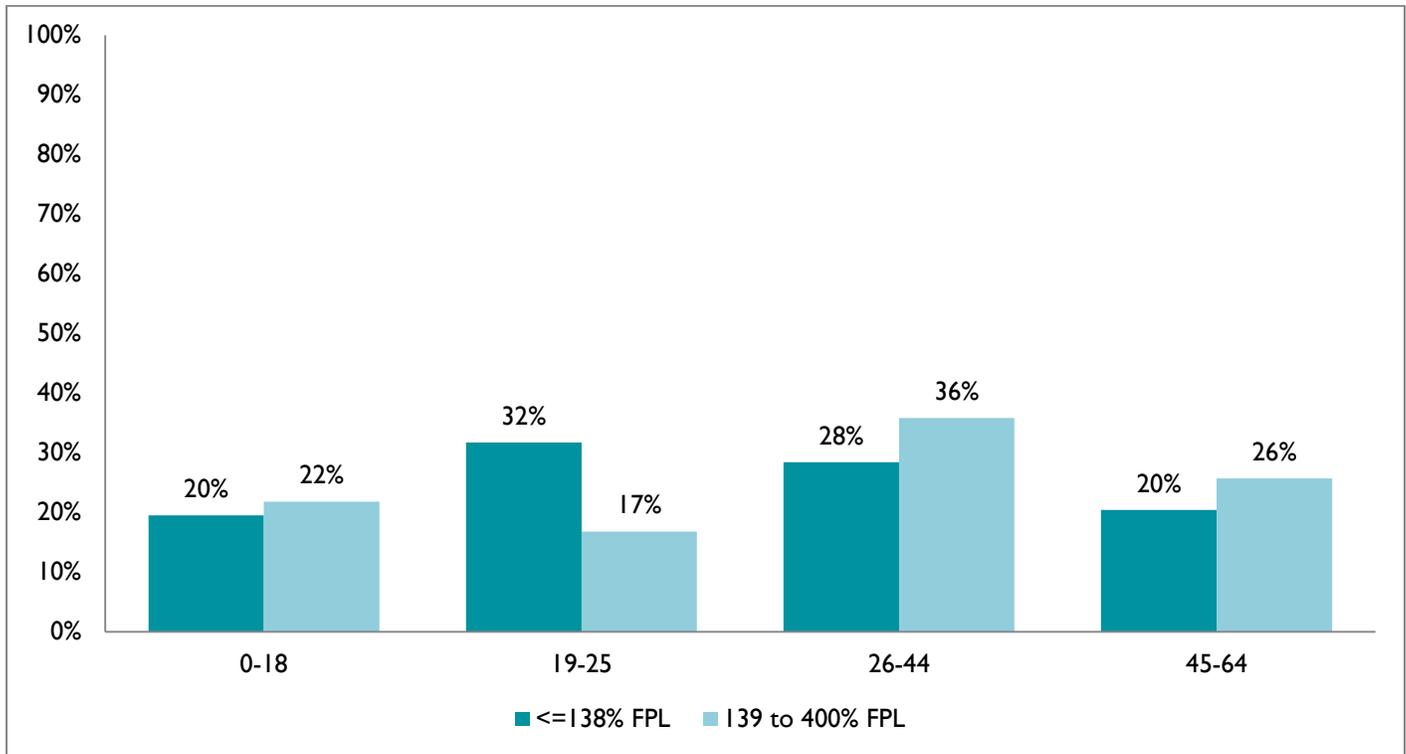
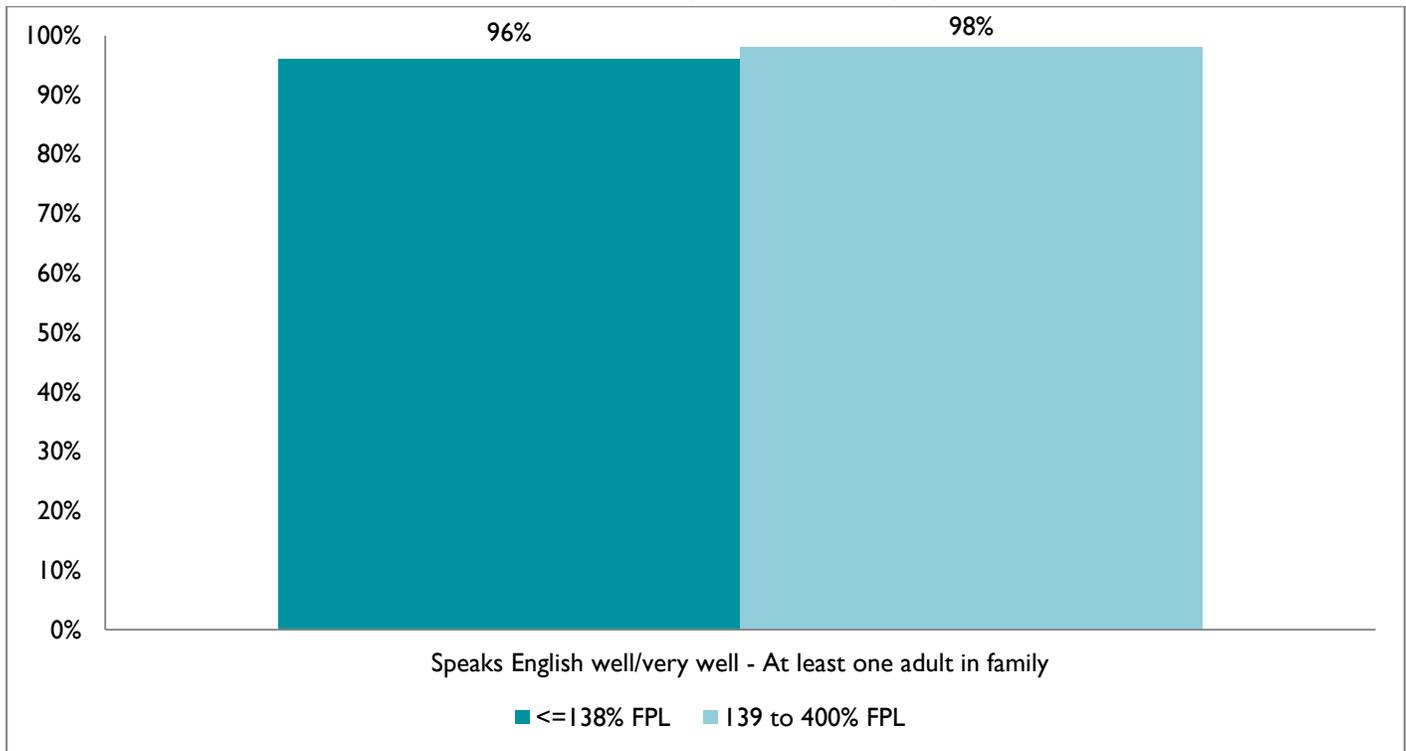


FIGURE 2. Minnesota: Uninsured’s Family-Level English Proficiency by Income, 2008-2010*



*See notes in Appendix B

Figure 3. Minnesota: Uninsured in Families Where at Least One Person Received Public Assistance by Income, 2008-2010*

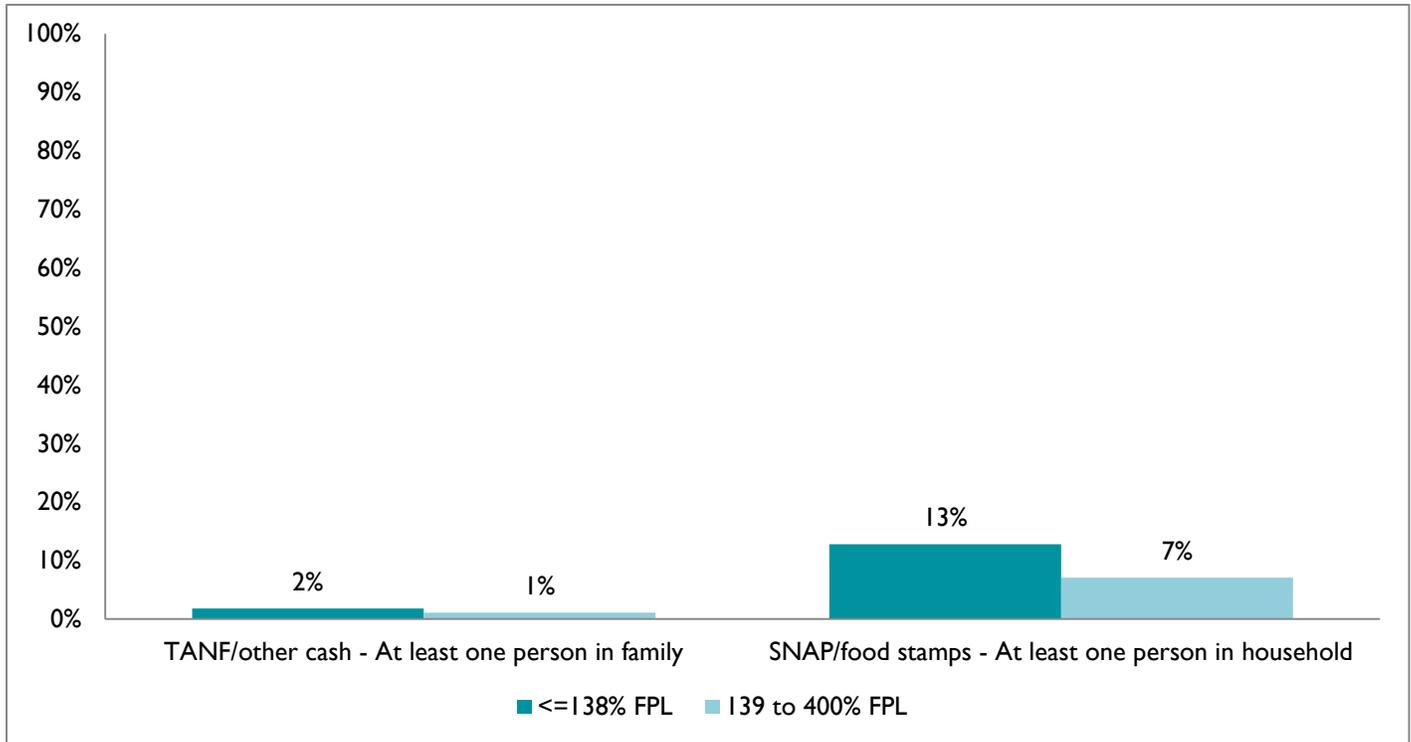
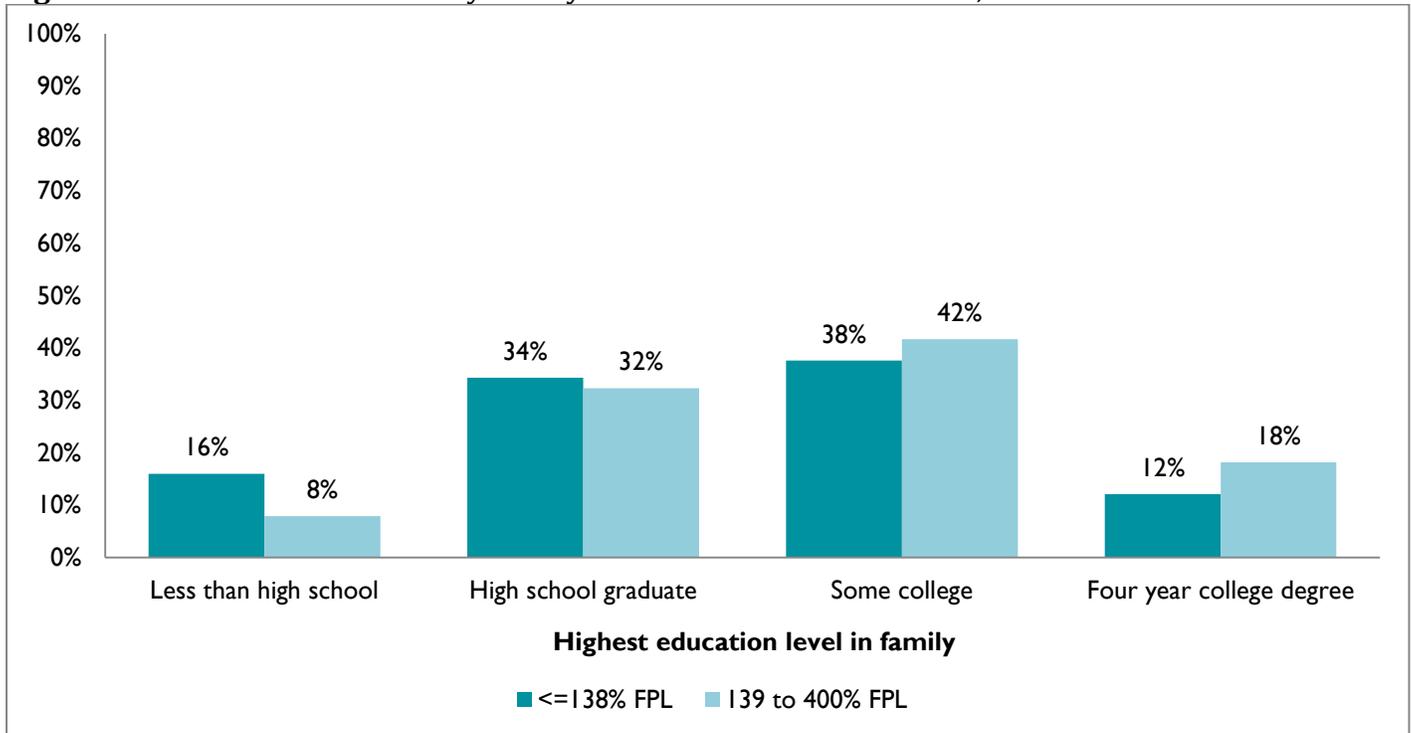


Figure 4. Minnesota: Uninsured by Family-Level Education and Income, 2008-2010*



*See notes in Appendix B

TABLE 1. Minnesota: PUMA-Level Characteristics of the Uninsured – by Age and Income, 2008-2010*

PUMA	<=138% FPL					139 to 400% FPL				
	All Ages (Count)	0-18	19-25	26-44	45-64	All Ages (Count)	0-18	19-25	26-44	45-64
100	5,100	23%	28%	31%	17%	4,600	19%	17%	26%	39%
200	9,100	22%	32%	28%	19%	6,900	27%	14% ^	26%	33%
300	4,600	14%	25%	19%	42%	4,300	20%	17% ^	30%	33%
400	10,500	17%	34%	26%	24%	8,200	24%	14%	38%	24%
500	9,200	20%	28%	25%	28%	8,500	19%	8%	42%	31%
600	3,700	25%	25%	18%	32%	3,800	23%	18%	32%	27%
700	4,400	19%	26%	24%	31%	3,100	21%	13%	33%	33%
800	6,700	21%	31%	30%	18%	6,600	12%	30%	34%	24%
900	9,300	21%	34%	26%	19%	10,600	22%	15%	42%	21%
1001	6,100	24%	25%	27%	24%	5,700	17% ^	18%	36%	29%
1002	9,600	32%	29%	32%	7%	3,700	10% ^	15%	49%	25%
1100	6,100	18%	35%	26%	21%	4,300	24%	21%	28%	27%
1201	3,300	19% ^	28%	37%	16%	3,600	28%	23%	31%	19%
1202
1203	2,900	33%	25% ^	30%	12% ^	3,600	40%	4% ^	37%	19% ^
1301	8,500	11% ^	33%	30%	26%	4,800	24%	11%	36%	29%
1302	5,300	20% ^	27%	36%	17%	3,800	1% ^	25%	63%	11% ^
1303	7,100	18% ^	19%	39%	25%	4,200	16%	14% ^	37%	33%
1401	2,100	14% ^	36%	24%	26%	2,300	28%	6% ^	32%	34%
1402	5,400	20%	32%	22%	26%	5,600	35%	15%	33%	18%
1403	3,100	26%	21% ^	29%	24%
1404
1405
1406	4,100	17% ^	30%	36%	16% ^	4,100	19%	25%	37%	19%
1501	8,200	22%	38%	28%	12% ^	4,300	13% ^	25%	36%	26%
1502	5,800	11% ^	34%	37%	18%	4,800	30%	14% ^	26%	30%
1601
1602	4,700	20% ^	32%	28%	20%	3,800	17% ^	20% ^	39%	24% ^
1700	5,100	12%	39%	34%	16%	4,300	19%	17% ^	41%	23%
1800	4,800	28%	27%	27%	18%	5,200	29%	17%	22%	32%
1900	3,700	14%	39%	28%	19%	2,800	26%	9% ^	42%	23%
2000	4,100	11% ^	56%	22%	11%	3,500	26%	23%	38%	14%
2100	5,200	20%	29%	36%	15%	3,400	34%	6% ^	33%	27% ^
2200	5,100	19%	36%	21%	24%	4,500	29%	17%	33%	21%
2300	3,700	11% ^	45%	28%	16% ^	2,400	11% ^	22% ^	29% ^	37%
2400	4,200	19%	26%	32%	22%	3,000	7% ^	16%	39%	38%
2500	4,800	23%	25%	28%	24%	3,600	21%	10% ^	39%	30%
Total	196,000	20%	32%	28%	20%	161,300	22%	17%	36%	26%

Rows with sample sizes of less than 50 are suppressed. ^ indicates a relative standard error (RSE) of 30% or more. Estimates with an RSE of greater than 30% are typically judged to be unreliable.

Counts and estimates are based on three years of pooled data. Pooled data was needed to provide adequate sample size to produce the detailed estimates include in this report. These estimates will differ from single year estimates.

* See Appendix B for additional information.

TABLE 2. Minnesota: PUMA-Level Characteristics of the Uninsured – Family-Level English Proficiency by Income, 2008-2010*

PUMA	<=138% FPL		139 to 400% FPL	
	Total Count	Speaks English well/very well - At least one adult in family	Total Count	Speaks English well/very well - At least one adult in family
100	5,100	92%	4,600	100%
200	9,100	97%	6,900	100%
300	4,600	98%	4,300	100%
400	10,500	99%	8,200	100%
500	9,200	99%	8,500	100%
600	3,700	98%	3,800	98%
700	4,400	100%	3,100	100%
800	6,700	92%	6,600	96%
900	9,300	99%	10,600	100%
1001	6,100	89%	5,700	100%
1002	9,600	95%	3,700	98%
1100	6,100	96%	4,300	96%
1201	3,300	97%	3,600	94%
1202
1203	2,900	99%	3,600	100%
1301	8,500	99%	4,800	96%
1302	5,300	96%	3,800	99%
1303	7,100	89%	4,200	98%
1401	2,100	98%	2,300	98%
1402	5,400	89%	5,600	95%
1403	.	.	3,100	97%
1404
1405
1406	4,100	95%	4,100	99%
1501	8,200	93%	4,300	96%
1502	5,800	97%	4,800	95%
1601
1602	4,700	93%	3,800	99%
1700	5,100	99%	4,300	100%
1800	4,800	99%	5,200	96%
1900	3,700	100%	2,800	96%
2000	4,100	100%	3,500	100%
2100	5,200	94%	3,400	100%
2200	5,100	100%	4,500	100%

PUMA	<=138% FPL		139 to 400% FPL	
	Total Count	Speaks English well/very well - At least one adult in family	Total Count	Speaks English well/very well - At least one adult in family
2300	3,700	93%	2,400	93%
2400	4,200	97%	3,000	99%
2500	4,800	96%	3,600	99%
Total	196,000	96%	161,300	98%

Rows with sample sizes of less than 50 are suppressed. ^ indicates a relative standard error (RSE) of 30% or more. Estimates with an RSE of greater than 30% are typically judged to be unreliable.

Counts and estimates are based on three years of pooled data. Pooled data was needed to provide adequate sample size to produce the detailed estimates include in this report. These estimates will differ from single year estimates.

* See Appendix B for additional information.

TABLE 3. Minnesota: PUMA-Level Characteristics of the Uninsured – At Least One Person in the Family Received Public Assistance by Income, 2008-2010*

PUMA	<=138% FPL				139 to 400% FPL			
	Total Count	TANF/other cash - At least one person in family	SNAP/food stamps - At least one person in household		Total Count	TANF/other cash - At least one person in family	SNAP/food stamps - At least one person in household	
100	5,100	1% ^	12% ^		4,600	0% ^	11% ^	
200	9,100	5% ^	23%		6,900	2% ^	12% ^	
300	4,600	2% ^	14%		4,300	.	8% ^	
400	10,500	2% ^	13%		8,200	1% ^	8% ^	
500	9,200	2% ^	8% ^		8,500	0% ^	7%	
600	3,700	0% ^	12% ^		3,800	2% ^	2% ^	
700	4,400	0% ^	20% ^		3,100	.	6% ^	
800	6,700	1% ^	11% ^		6,600	1% ^	9%	
900	9,300	0% ^	16% ^		10,600	1% ^	5% ^	
1001	6,100	1% ^	10% ^		5,700	.	6% ^	
1002	9,600	1% ^	17% ^		3,700	.	7% ^	
1100	6,100	1% ^	13% ^		4,300	.	1% ^	
1201	3,300	.	10% ^		3,600	2% ^	3% ^	
1202	
1203	2,900	4% ^	6% ^		3,600	1% ^	.	
1301	8,500	2% ^	18%		4,800	1% ^	16% ^	
1302	5,300	5% ^	14% ^		3,800	1% ^	10% ^	
1303	7,100	7% ^	17% ^		4,200	1% ^	6% ^	
1401	2,100	.	4% ^		2,300	5% ^	2% ^	
1402	5,400	0% ^	17% ^		5,600	.	15% ^	
1403	.	.	.		3,100	3% ^	7% ^	
1404	
1405	
1406	4,100	2% ^	17% ^		4,100	1% ^	3% ^	
1501	8,200	3% ^	13%		4,300	5% ^	12% ^	
1502	5,800	6% ^	16% ^		4,800	5% ^	18%	

PUMA	<=138% FPL			139 to 400% FPL		
	Total Count	TANF/other cash - At least one person in family	SNAP/food stamps - At least one person in household	Total Count	TANF/other cash - At least one person in family	SNAP/food stamps - At least one person in household
1601
1602	4,700	.	11% ^	3,800	.	3% ^
1700	5,100	1% ^	5% ^	4,300	.	3% ^
1800	4,800	0% ^	5% ^	5,200	0% ^	5% ^
1900	3,700	2% ^	10%	2,800	1% ^	5% ^
2000	4,100	.	13% ^	3,500	.	8% ^
2100	5,200	0% ^	6% ^	3,400	.	0% ^
2200	5,100	1% ^	3% ^	4,500	.	8% ^
2300	3,700	1% ^	11% ^	2,400	2% ^	15% ^
2400	4,200	0% ^	14% ^	3,000	4% ^	6% ^
2500	4,800	1% ^	5% ^	3,600	.	4% ^
Total	196,000	2%	13%	161,300	1%	7%

Rows with sample sizes of less than 50 are suppressed. ^ indicates a relative standard error (RSE) of 30 or more. Estimates with an RSE of greater than 30 are typically judged to be unreliable.

Counts and estimates are based on three years of pooled data. Pooled data was needed to provide adequate sample size to produce the detailed estimates include in this report. These estimates will differ from single year estimates.

* See Appendix B for additional information.

TABLE 4. Minnesota: PUMA-Level Characteristics of the Uninsured – Household Education Level by Income, 2008-2010*

PUMA	<=138% FPL					139 to 400% FPL				
	Total Count	Less than high school	High school graduate	Some college	Four year college degree	Total Count	Less than high school	High school graduate	Some college	Four year college degree
100	5,100	13% ^	34%	44%	8% ^	4,600	7% ^	40%	42%	11% ^
200	9,100	17%	29%	45%	9% ^	6,900	4% ^	34%	40%	23%
300	4,600	13%	43%	33%	10% ^	4,300	6% ^	26%	58%	10% ^
400	10,500	9% ^	32%	39%	21%	8,200	5% ^	30%	41%	24%
500	9,200	17%	36%	45%	2% ^	8,500	12%	33%	44%	11%
600	3,700	17% ^	26%	41%	16% ^	3,800	14% ^	29%	45%	12%
700	4,400	23%	30%	28%	19% ^	3,100	4% ^	32%	49%	15%
800	6,700	10% ^	45%	36%	9%	6,600	8% ^	21%	54%	17%
900	9,300	11%	48%	36%	6%	10,600	4% ^	42%	41%	13%
1001	6,100	22%	23%	43%	12% ^	5,700	1% ^	40%	33%	26% ^
1002	9,600	8%	52%	28%	11% ^	3,700	7% ^	36%	39%	17% ^
1100	6,100	25%	43%	20%	12%	4,300	9% ^	28%	30%	34%
1201	3,300	17% ^	36%	30%	17% ^	3,600	32% ^	27%	27%	14% ^
1202
1203	2,900	11% ^	33%	44%	13% ^	3,600	3% ^	33%	54%	10% ^
1301	8,500	14%	24%	49%	13%	4,800	13% ^	42%	32%	14% ^

PUMA	<=138% FPL					139 to 400% FPL				
	Total Count	Less than high school	High school graduate	Some college	Four year college degree	Total Count	Less than high school	High school graduate	Some college	Four year college degree
1302	5,300	10% ^	29% ^	36%	25%	3,800	3% ^	18% ^	48%	32%
1303	7,100	23%	35%	28%	15%	4,200	9% ^	28%	35%	29%
1401	2,100	18% ^	30%	38%	15% ^	2,300	3% ^	17% ^	55%	25% ^
1402	5,400	21%	21%	37%	20%	5,600	9% ^	33%	41%	17% ^
1403	3,100	12% ^	35%	35%	18% ^
1404
1405
1406	4,100	10% ^	23%	56%	12% ^	4,100	.	24%	49%	27%
1501	8,200	18%	38%	30%	13%	4,300	13% ^	29%	34%	25%
1502	5,800	15% ^	42%	32%	11% ^	4,800	4% ^	50%	29%	17% ^
1601
1602	4,700	35% ^	25%	28%	12% ^	3,800	2% ^	32%	39%	27%
1700	5,100	10% ^	29%	43%	18%	4,300	1% ^	24%	62%	12% ^
1800	4,800	13%	22%	55%	10% ^	5,200	12% ^	34%	46%	8%
1900	3,700	9% ^	47%	36%	8% ^	2,800	7%	43%	42%	8% ^
2000	4,100	10% ^	31%	48%	11% ^	3,500	1% ^	29%	35%	35% ^
2100	5,200	20%	45%	26%	9% ^	3,400	6% ^	37% ^	48%	9% ^
2200	5,100	22%	26%	45%	8% ^	4,500	7% ^	25%	51%	17% ^
2300	3,700	18% ^	39%	32%	12% ^	2,400	15% ^	37%	23%	25% ^
2400	4,200	7% ^	38%	47%	8% ^	3,000	11% ^	37%	42%	10% ^
2500	4,800	26%	33%	33%	9%	3,600	8% ^	57%	31%	4% ^
Total	196,000	16%	34%	38%	12%	161,300	8%	32%	42%	18%

Rows with sample sizes of less than 50 are suppressed. ^ indicates a relative standard error (RSE) of 30% or more. Estimates with an RSE of greater than 30% are typically judged to be unreliable.

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* See Appendix B for additional information.

APPENDIX A. Minnesota County - PUMA Crosswalk

County	PUMA
Clay, Kittson, Marshall, Norman, Pennington, Polk, Red Lake, Roseau	100
Becker, Beltrami, Clearwater, Hubbard, Lake of the Woods, Mahnommen	200
Cass, Cook, Itasca, Koochiching, Lake	300
St. Louis	400
Aitkin, Carlton, Crow Wing, Kanabec, Mille Lacs, Pine	500
Douglas, Morrison, Todd, Wadena	600
Big Stone, Grant, Otter Tail, Pope, Stevens, Swift, Traverse, Wilkin	700
Benton, Stearns	800
Chisago, Isanti, Sherburne, Wright	900
Anoka (Part)	1001
Anoka (Part)	1002
Carver, Scott	1100
Dakota (Part)	1201
Dakota (Part)	1202
Dakota (Part)	1203
Hennepin (part)	1301
Hennepin (part)	1302
Hennepin (part)	1303
Hennepin (part)	1401
Hennepin (part)	1402
Hennepin (part)	1403
Hennepin (part)	1404
Hennepin (part)	1405
Hennepin (part)	1406
Ramsey (part)	1501
Ramsey (part)	1502
Ramsey (part)	1601
Ramsey (part)	1602
Washington	1700
Kandiyohi, McLeod, Meeker, Renville, Sibley	1800
Brown, Chippewa, Lac qui Parle, Lincoln, Lyon, Redwood, Yellow Medicine	1900
Blue Earth, Nicollet, Waseca	2000
Goodhue, Le Sueur, Rice	2100
Fillmore, Houston, Wabasha, Winona	2200
Olmsted	2300
Dodge, Freeborn, Mower, Steele	2400
Cottonwood, Faribault, Jackson, Martin, Murray, Nobles, Pipestone, Rock, Watonwan	2500

For detailed maps illustrating the PUMA boundaries in reference to county boundaries please visit the Census Bureau website: <http://www.census.gov/geo/www/maps/puma5pct.htm>

APPENDIX B. Notes

Source: Urban Institute/SHADAC analysis of 2008-2010 American Community Survey (ACS), data from Integrated Public Use Microdata Series (IPUMS) USA.

Universe limited to nonelderly (age 0-64) U.S. Citizens.

A Public Use Microdata Area (PUMA) is a Census defined geographic area with a population of 100,000 or more. They are typically collections of counties and reflect the lowest level of geography available for a single year of ACS data.

Family is defined as the health insurance unit (HIU), excluding the children ages 19-25 who may be eligible for their parent's private insurance plan.

FPL is federal poverty level.

Rows with sample sizes of less than 50 are suppressed. ^ indicates a relative standard error (RSE) of 30% or more. Estimates with an RSE of greater than 30% are typically judged to be unreliable.

Counts and estimates are based on three years of pooled data. Pooled data was needed to provide adequate sample size to produce the detailed estimates include in this report. These estimates will differ from single year estimates.

Analysis generated: July 4, 2012.