



# ***Awareness Data Overview***

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*January 27, 2014*

# Goals

- Develop baseline awareness for Connect for Health Colorado and exchanges in general
- Measure change in awareness for name, advertising messages and understanding of what we do to inform future campaigns and tactics

# Survey Methodology

- Phone interviews of 761/949 people statewide
- April 2013 and December 2013
- Denver metro, Colorado Springs, North Front Range, Rural, Grand Junction, Durango
- Cell phones and landlines
- 25 questions, 10-15 minutes
- Sample reflected Colorado's demographics
- Margin of error: 4.6% at 95% confidence level

# *Pre-awareness survey key findings*

- 20% name awareness in Denver, 12% non-Front Range
- 26%: eHealthInsurance.com; 27%: Healthcare.gov
- 19% awareness of marketplace, 17.5% non-Front Range
- Of those, 38% could identify what we do
- 87% neutral or supported marketplace; 10% oppose
- 80% said it was for uninsured
- 67% said it was for small businesses

## *Post awareness survey key findings*

- 65% name awareness in Denver, 51% non-Front Range
- 22%: eHealthInsurance.com; 65%: Healthcare.gov
- 52% awareness of marketplace, 37% in non-Front Range
- Of those, 78% could identify what we do
- 79% neutral or supported marketplace; 16% oppose
- 74% said it was for uninsured
- 47% said it was for small businesses

# *Comparisons of pre and post survey*

- Name awareness: +45% Denver, +39% non-Front Range
- Healthcare.gov: +38%
- Awareness of marketplace: +33% Denver, +19.5 non-Front Range
- +40% could identify what we do
- -8% were neutral or supported exchange, +6% oppose
- 6% drop in understanding that it's for uninsured, and 20% drop in understanding that it's for small businesses

# Awareness, support in non-Front Range regions

- **Name awareness:** Denver 65%, Co Springs: 54%, N. Front Range 59%, Grand Junction 54%, Rural 52%, Durango 38%
- **Understand what marketplace is:** Denver 84%, Co Springs 60%, N. Front Range 73%, Rural 63%, Grand Junction 82%, Durango 74%
- **Neutral or support the marketplace:** Denver 82%, Co Springs 74%, N. Front Range 77%, Grand Junction 75%, Rural 76%, Durango 79%
- **Oppose the marketplace:** Denver 15%, Co Springs 16%, N. Front Range 17%, Rural 20%, Grand Junction 20%, Durango 17%

# *Paid Media Tactics*

- 2013 Flight Dates:
  - Awareness and Open Enrollment: May 6 – December 31
- Paid Media Tactics: TV, Radio, Online Banners and Video, Facebook Ads, Text, SEM, Denver Bus Boards, Light Rail Wrap, Outdoor, NPR, Newspapers
- Total Impressions of over 816,330,000
- TV Impressions: 180,240,600
  - Reach and Frequency vary by Market and Demo
  - Average Statewide for Gen Audience: 97% Reach, 57 Frequency
- Radio Impressions: 22,661,700 + (Some markets are unrated)
  - Reach and Frequency vary by Market
  - Denver: 97% Reach, 15.1 Frequency



# *Goals for January to March Campaign*

- Increase awareness through mass media, outreach and partnerships
- Use customer testimonials to emphasize that the marketplace is for individuals, families and small businesses in Colorado and how they benefit
- Increase focus on cost savings, choice and ease of use
- Target areas with most potential for enrollments