2014 Healthy Americas Survey
HISPANICS AND THE AFFORDABLE CARE ACT

KEY FINDINGS REPORT • MARCH 13, 2014

Healthy Americas Institute
National Alliance for Hispanic Health at the University of Southern California (USC)
Healthcare.gov
Most (82%) uninsured Hispanics have not looked for information about health insurance online at healthcare.gov or their state marketplace website.

March 31st deadline
About half (46%) of uninsured Hispanics report they have heard “only a little” or “nothing” about the March 31st deadline to have insurance or pay a fine.

Choice of plan
Most (72%) uninsured Hispanics report that price will be the determining factor in whether or not they sign up for a health plan.

Enrollment support
Many (68%) uninsured Hispanics say in-person assistance is the most helpful way to help people make choices on their options for a health plan.

Methodology: Bilingual telephone interviews conducted February 16 - March 2, 2014 by SSRS, an independent research company among a nationally representative sample of 846 respondents age 18 and older. Margin of error for total respondents is +/-3.4% at the 95% confidence level. Margin of error for total Hispanics (n=300) is +/-5.7%, non-Hispanics blacks (n=286) is +/-5.8%, non-Hispanic Whites (n=260) is +/-6.1%.
Opinion of the Affordable Care Act (ACA)

Percent of persons responding that their opinion of the ACA is "very favorable" or "somewhat favorable"

<table>
<thead>
<tr>
<th></th>
<th>Hispanic</th>
<th>Non-Hispanic black</th>
<th>Non-Hispanic white</th>
</tr>
</thead>
<tbody>
<tr>
<td>47%</td>
<td>76%</td>
<td>31%</td>
<td></td>
</tr>
</tbody>
</table>


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### Awareness of Health Insurance Marketplaces

Percent of persons responding that they **have heard “only a little” or “nothing at all” about health insurance exchanges or marketplaces under the Affordable Care Act**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>54%</td>
</tr>
<tr>
<td>Non-Hispanic black</td>
<td>43%</td>
</tr>
<tr>
<td>Non-Hispanic white</td>
<td>39%</td>
</tr>
<tr>
<td>Hispanic Insured</td>
<td>49%</td>
</tr>
<tr>
<td>Hispanic Uninsured</td>
<td>64%</td>
</tr>
</tbody>
</table>


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Opinion of Medicaid Expansion

Percent of persons responding that they “strongly” or “somewhat favor” Medicaid expansion in their State

- Hispanic: 77%
- Non-Hispanic black: 87%
- Non-Hispanic white: 61%


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Awareness of March 31st Deadline

Percent of persons responding that they have heard “only a little” or “nothing at all” about March 31st deadline to purchase health insurance or pay a fine

- Hispanic: 36%
- Non-Hispanic black: 39%
- Non-Hispanic white: 29%
- Hispanic Insured: 31%
- Hispanic Uninsured: 46%


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Awareness of Subsidies for Insurance Costs

Percent of persons responding that they have heard “nothing at all” about subsidies available to modest-income for health insurance premiums and out-of-pocket costs

<table>
<thead>
<tr>
<th>Group</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>36%</td>
</tr>
<tr>
<td>Non-Hispanic black</td>
<td>32%</td>
</tr>
<tr>
<td>Non-Hispanic white</td>
<td>22%</td>
</tr>
<tr>
<td>Hispanic Insured</td>
<td>30%</td>
</tr>
<tr>
<td>Hispanic Uninsured</td>
<td>48%</td>
</tr>
</tbody>
</table>


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Uninsured Hispanics use in the past few months of healthcare.gov or state marketplace online site to search for health insurance information.

- 18% Have Used Online Site
- 82% Have Not Used Online Site


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Ability of uninsured Hispanics who used healthcare.gov or state marketplace online site to find information

- Found the information searching for: 56%
- Had trouble finding information searching for: 44%


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Top reasons uninsured Hispanics reported they did not use healthcare.gov or state marketplace online site

- 24% Have not heard about it
- 15% Have not had time
- 15% Not eligible to purchase insurance in Marketplace


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Top factors in choosing a plan for uninsured Hispanics who plan to sign up for insurance before March 31st deadline

- **Price/if I can afford it**: 72%
- **Don't Know**: 10%
- **Coverage/Services**: 7%


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Percent of uninsured persons saying that they intend to sign up for a health plan before March 31, 2014 deadline

- Hispanic: 42%
- Non-Hispanic black: 56%
- Non-Hispanic white: 37%


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Uninsured Hispanics comfort with using Internet or other online sources to compare health insurance plans

- **Very/Somewhat comfortable**: 44%
- **Neither comfortable nor uncomfortable**: 14%
- **Somewhat/Very uncomfortable**: 33%


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Impact of ACA on Current Well-Being

Percent of persons saying that they and their family would be “better off” because of the Affordable Care Act

- Hispanic: 30%
- Non-Hispanic black: 36%
- Non-Hispanic white: 8%


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Most Helpful Way to Help People Choose Option

Approaches uninsured Hispanics cite as most helpful to help people make choices and enroll in a health plan

In person assistance: 68%
Toll-free number: 14%
Website: 12%


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Uninsured Hispanics assessment of whether or not they have enough information to understand the impact of the Affordable Care Act on themselves and their family.

- Yes, have enough information: 36%
- No, do not have enough information: 62%
- Don't Know/Refused: 2%


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Uninsured Hispanics preference for language in which they would like more information on ACA.

- English: 19%
- Spanish: 53%
- Both Languages: 23%


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Methodology Statement

**Survey:** The Healthy Americas Survey is an initiative of the Healthy Americas Institute of the National Alliance for Hispanic Health at the University of Southern California (USC). As part of the 2014 Healthy Americas Survey fielding, a special topic series of questions was asked about experiences during the open enrollment period of the Affordable Care Act.

**Fielding:** The Healthy Americas Survey was conducted for the National Alliance for Hispanic Health (NAHH) by telephone by SSRS, an independent research company via a dual-frame bilingual telephone survey designed to meet the standards of quality associated with custom research studies. Interviews were conducted from February 16 - March 2, 2014 among a nationally representative sample of 846 respondents age 18 and older.

**Margin of error:** The margin of error for total respondents (n=864) is +/-3.4% at the 95% confidence level. The margin of error for total non-Hispanic whites (n=260) is +/-6.1%, the margin of error for non-Hispanic blacks (n=286) is +/-5.8%, the margin of error for Hispanics (n=300) is +/-5.7%.

**Support:** The 2014 Healthy Americas Survey received support from the Healthy Americas Foundation and a grant from the Robert Wood Johnson Foundation.

The Healthy Americas Survey is an initiative of the Healthy Americas Institute of the National Alliance for Hispanic Health at the University of Southern California (USC)