



Critical Insights on Maine™ Tracking Survey

~ Spring 2014 ~

Summary Report of Findings from Proprietary Items

Prepared for:

Burgess Advertising & Marketing and Maine Health Access Foundation

May 2014

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Introduction

Background & Methodology

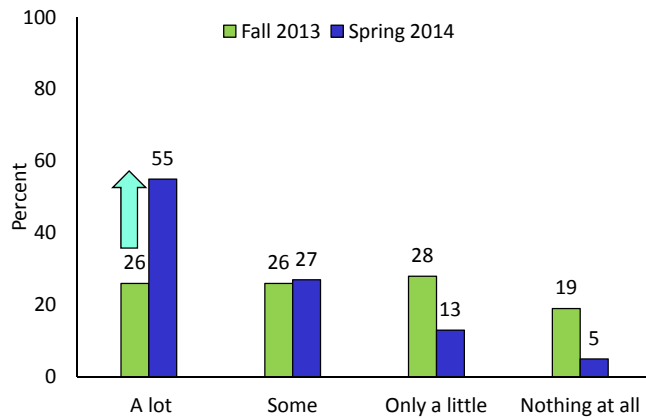
- Each Spring and Fall, Critical Insights conducts the *Critical Insights on Maine™* Tracking Survey, a comprehensive, statewide public opinion survey of registered voters which covers a variety of topics of interest to business, government, and the general public.
- *Critical Insights on Maine™* has been documenting the attitudes, perceptions, and preferences of Maine's residents for over 17 years, making it the longest running consistently administered Tracking Survey in the Northeast.
 - In addition to general interest items (the results of which are released to the media as a public service) the survey also includes a number of proprietary items included in the poll on behalf of sponsoring entities, with results of those items released only to those sponsors.
- For the current wave of the study, Critical Insights completed a total of 601 telephone interviews (including cell phones) with randomly selected voters across the state between April 16th – 23rd, 2014.
 - With a sample of 601 interviews, results presented here have an associated sampling error of +/- 4 percentage points at the 95% confidence level.
 - All interviews were conducted with self-reported registered voters; final data were statistically weighted according to relevant demographics to reflect the voter base in Maine.
 - On average, the entire survey instrument – including both general interest items and all subscriber questions – was 20 minutes in administrative length.
- This document presents results of questions proprietary to Burgess Advertising & Marketing and Maine Health Access Foundation.
 - Where appropriate, comparisons of current results are made with findings from past iterations of the *Critical Insights on Maine™* Tracking Survey.

Research Results

The proportion of Mainers claiming to have heard “a lot” about the health insurance marketplace has doubled compared to Fall ’13 results.

As you may know, a federal health reform bill called the Affordable Care Act (or Obamacare) was signed into law in 2010. The health care law creates health insurance exchanges or marketplaces where people who don’t get coverage through their employers can shop for insurance and compare prices and benefits.

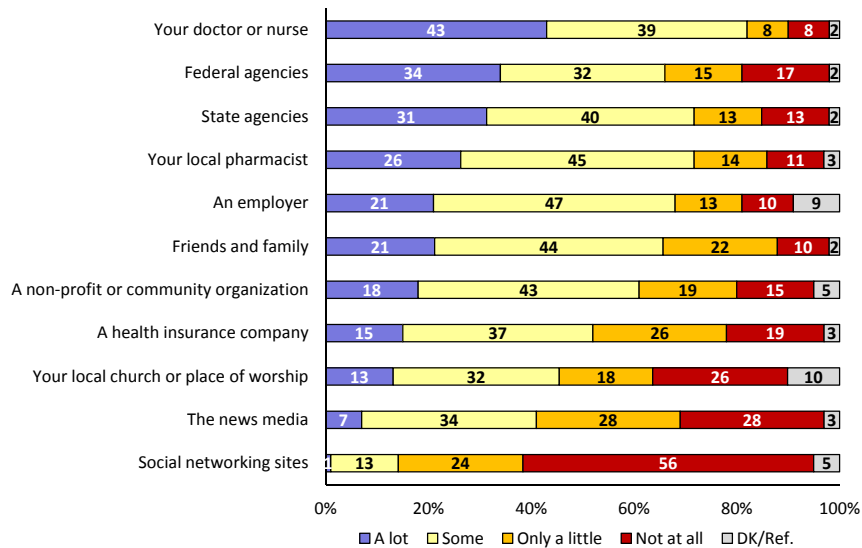
How much, if anything, have you heard about this new health insurance marketplace in Maine? Have you heard a lot, some, only a little, or nothing at all?



More highly-educated residents and those living in the Southern and Coastal/Downeast regions of Maine are significantly more likely than other subgroups to say they have heard “a lot” about the new marketplace.

Mainers have the most faith in information about the health care law that is provided by their doctor or nurse, and the least faith in social networking sites like Facebook or Twitter.

There are many places people are turning to for information about the health care law. For each place I name, tell me how much you would trust information about the health care law from that source: a lot, some, only a little, or not at all?

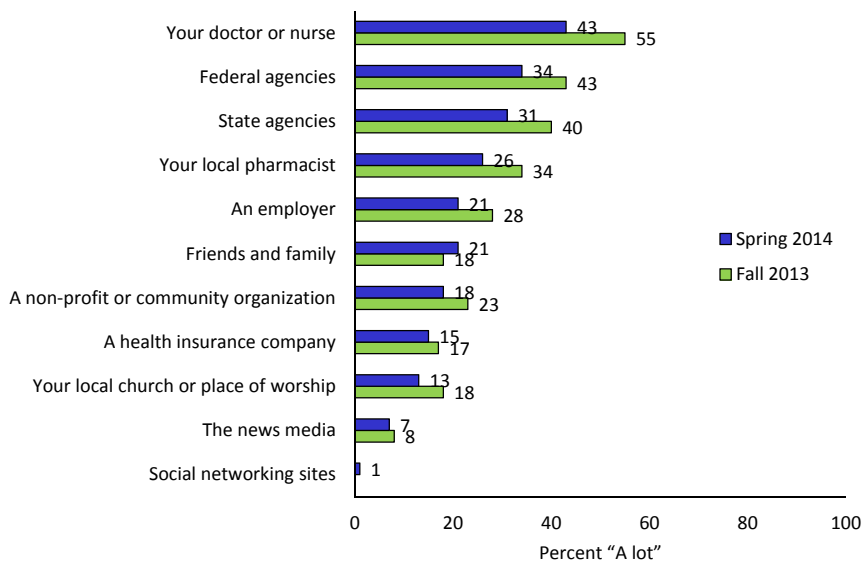


Mainers with a college degree, self-reported Democrats, and Southern and Coastal/Downeast residents tend to place more trust in Federal and State agencies and non-profit organizations than do other subgroups.

By contrast, men, residents age 35 or older, and Republicans are generally more distrustful of the above-mentioned organizations.

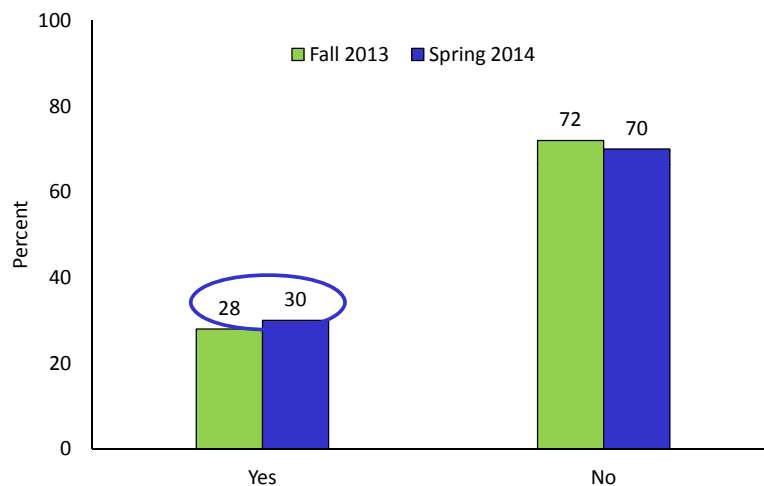
Compared to Fall '13 results, the degree of trust in specific people or organizations regarding the health care law has declined across virtually all areas.

There are many places people are turning to for information about the health care law. For each place I name, tell me how much you would trust information about the health care law from that source: a lot, some, only a little, or not at all?



The proportion of residents who are actively seeking more information about the health care law (about 3-in-10) has remained stable since last Fall.

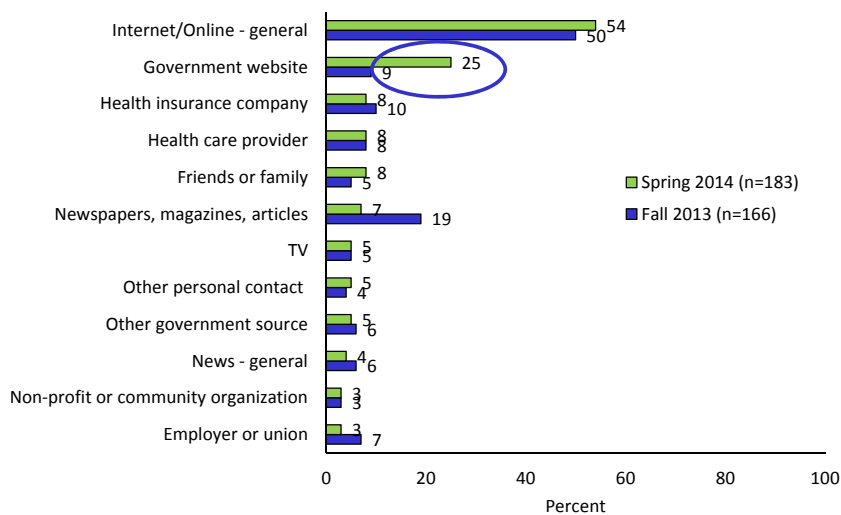
Over the past few months, have you tried to seek out more information about the health care law, or not?



Among those who have recently sought out information, those in the 18-64 age band are significantly more likely to do so than others.

Consistent with Fall '13 findings, fully half of Maine residents who sought additional information about the health care law turned to the Internet as a resource, while utilization of government websites has more than doubled to 25%.

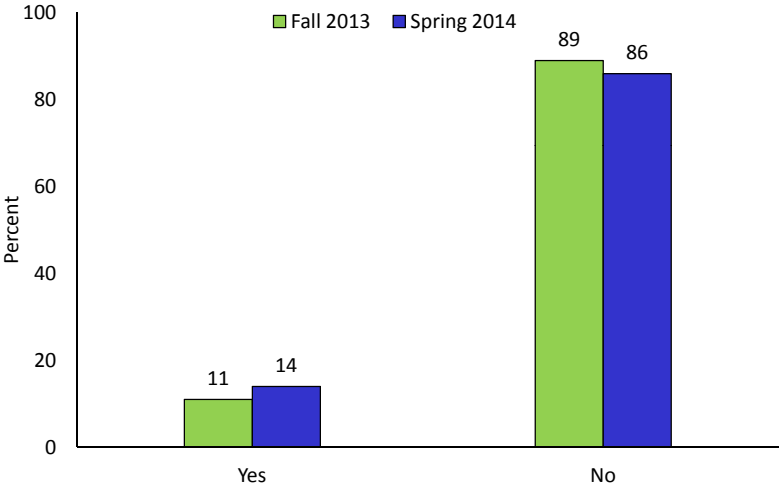
*Where did you go to try to get additional information about the health care law? **



* Asked of respondents who have sought additional information. Multiple responses accepted. Top responses shown. Remaining responses may be found in the Detailed Tabulations.

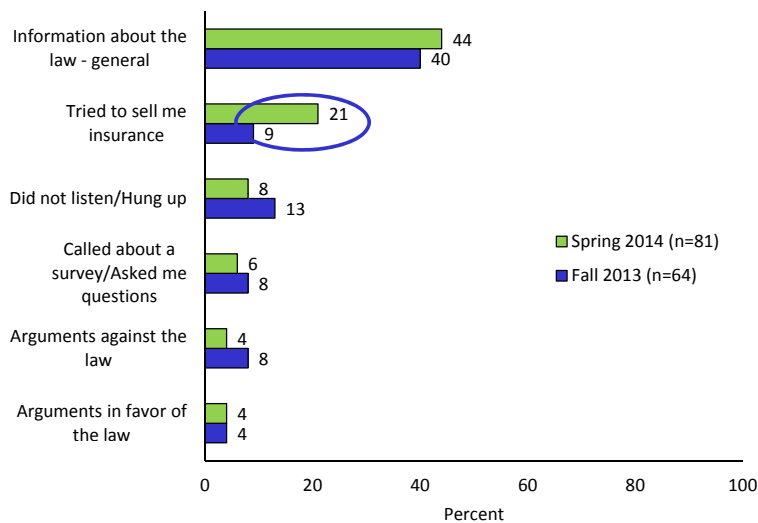
In results nearly identical to last Fall, an overwhelming majority of Mainers say they have not been contacted by anyone about the new health care law, versus only 14% who say they have received a call, email or visit.

Have you been personally contacted by anyone about the health care law through a phone call, email, or door to door visit, or not?



Among Mainers who were contacted about the law, 4-in-10 claim that person wanted to provide general information, while 21% say the individual tried to sell them insurance – twice as many as last Fall.

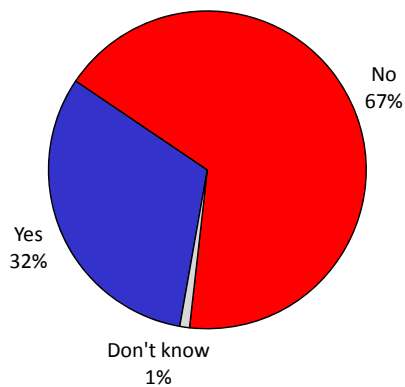
*What did that person want to tell you about the health care law? **



* Asked of respondents who said they were contacted by someone about the health care law. Multiple responses accepted. Top responses shown. Remaining responses may be found in the Detailed Tabulations.

One-third of Maine residents surveyed indicate awareness of the enroll207 website or Facebook page.

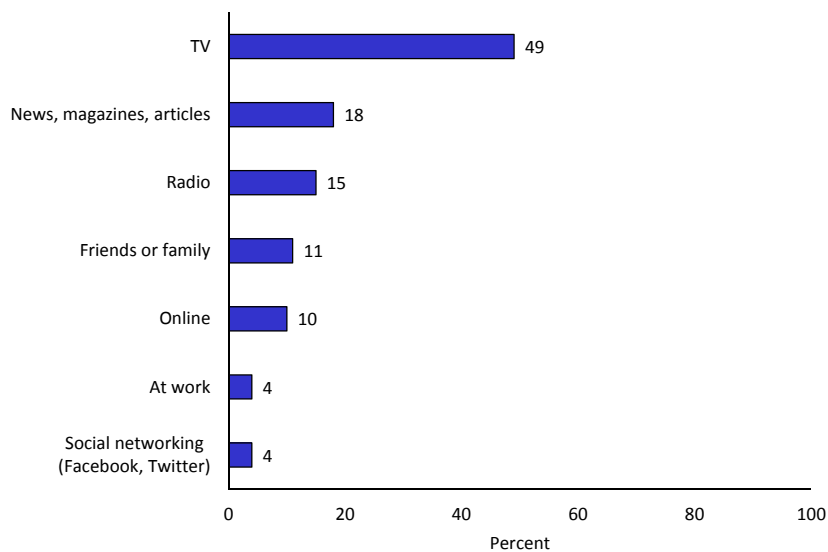
Have you heard of the enroll207 website or Facebook page?



Awareness is significantly higher among Southern Maine-area residents and those under age 65.

The most frequently cited source of information about enroll207 is TV, mentioned by half of respondents.

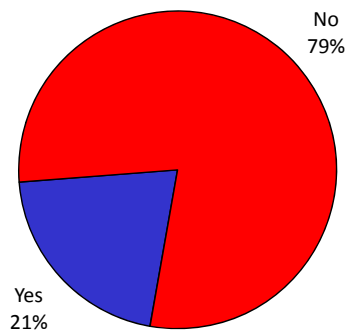
*Where have you heard about the enroll207 website or Facebook page? **



* Asked of respondents who have heard of enroll207 (n=190). Multiple responses accepted. Top responses shown. Remaining responses may be found in the Detailed Tabulations.

Among those who are aware of enroll207, one-fifth claim to have visited the website or Facebook page.

*Have you ever visited the enroll207 website or Facebook page? **



* Asked of respondents who have heard of enroll207 (n=190). Multiple responses accepted. Top responses shown. Remaining responses may be found in the Detailed Tabulations.