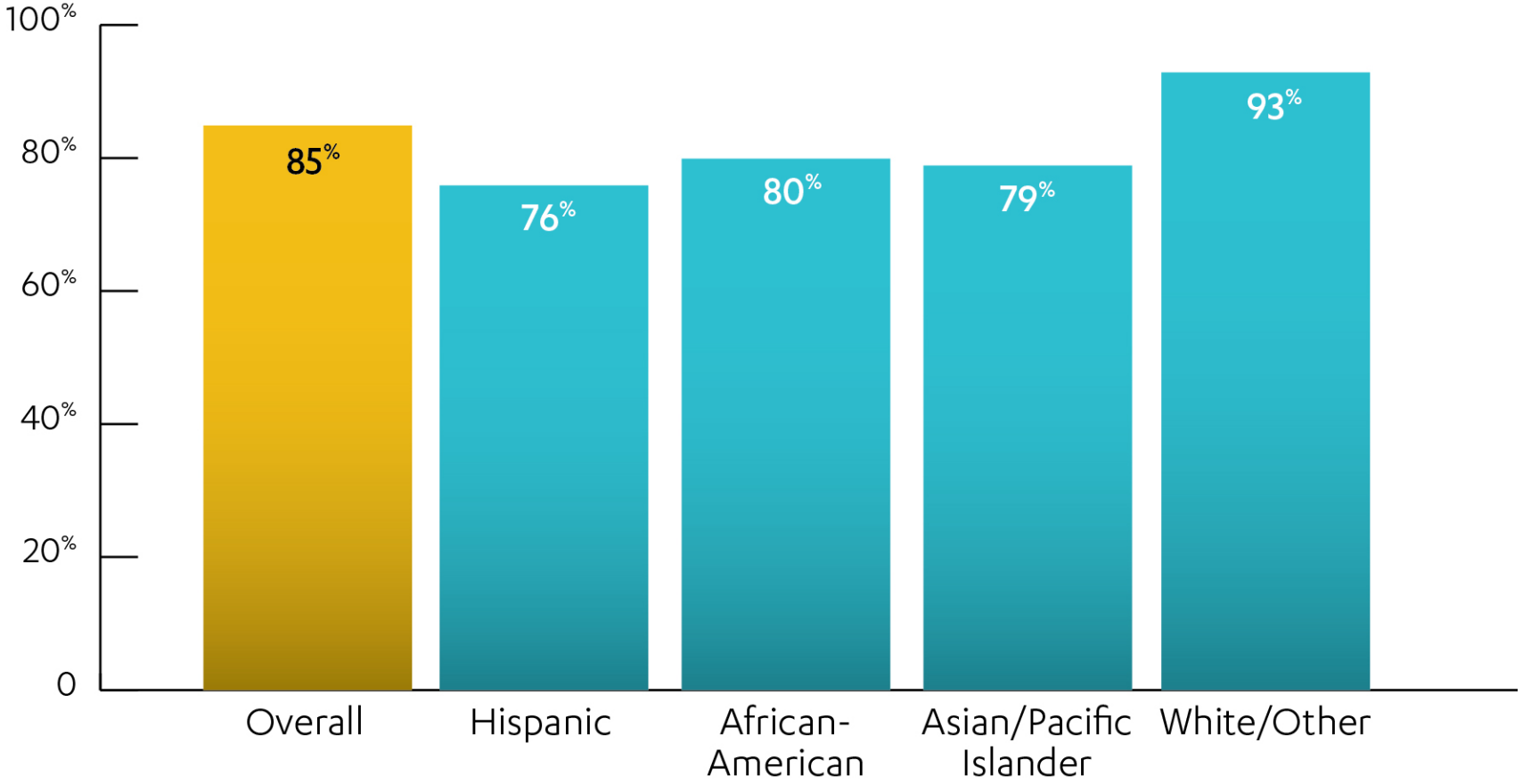


Covered California Is Succeeding in Reaching Diverse Audiences

Awareness of Covered California by Race/Ethnicity

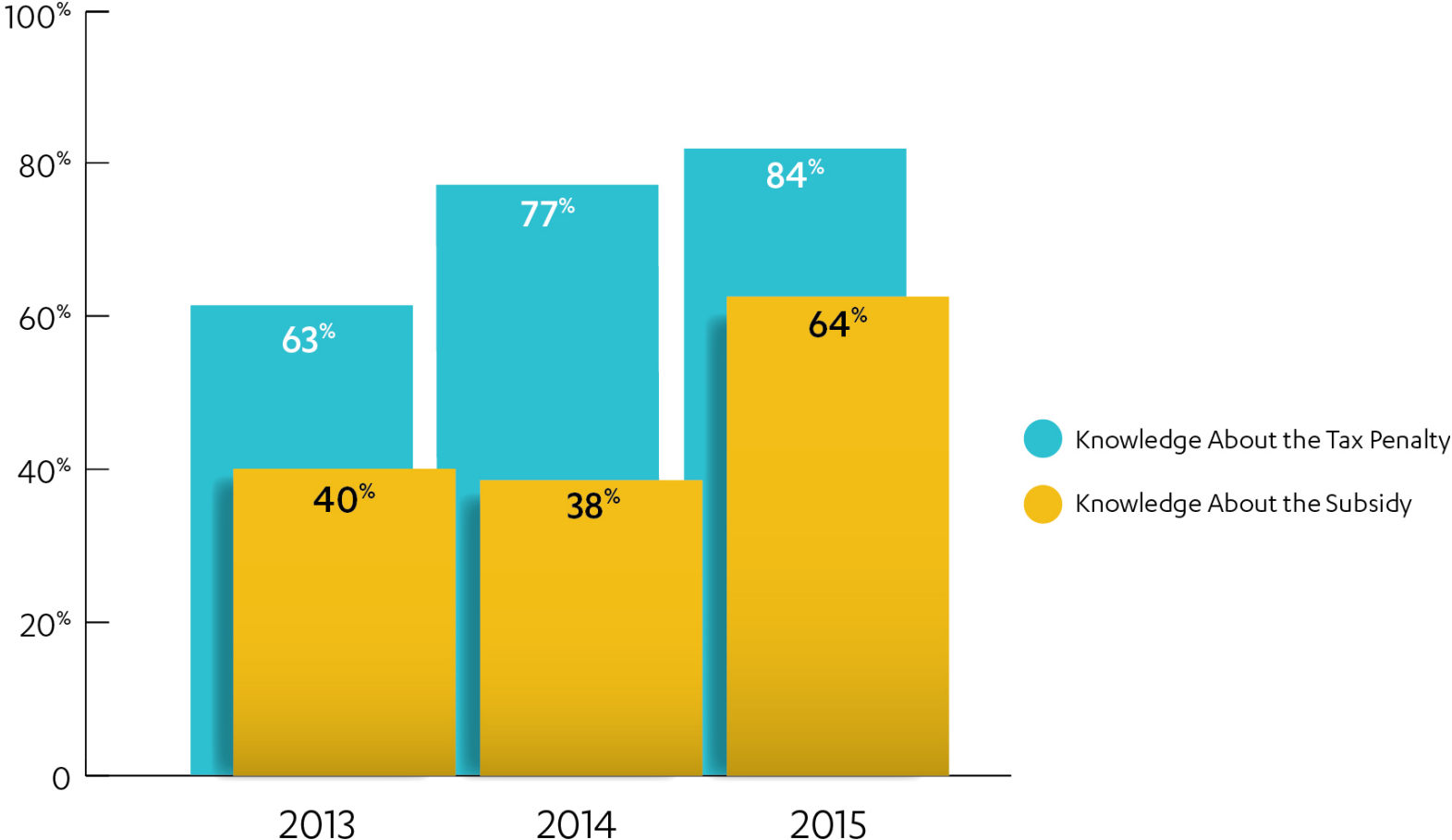


Source: NORC at the University of Chicago. 2015. "Covered California Overview of Findings from the Third California Affordable Care Act Consumer Tracking Survey." Oct. 22.



While Awareness is Growing, More Than One-Third of the Uninsured Are Unaware of the Availability of Financial Assistance

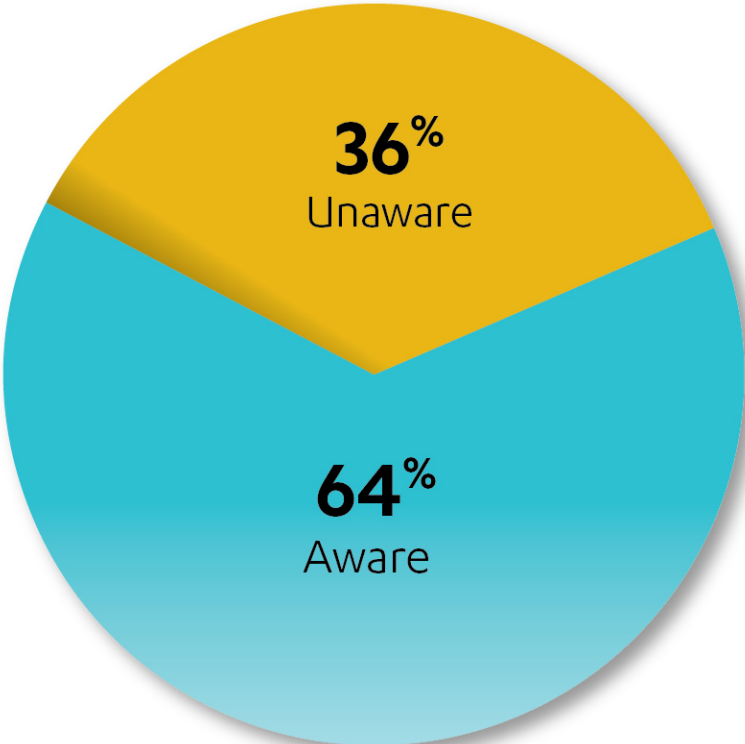
Uninsured Californians' Knowledge About Subsidies and Penalties



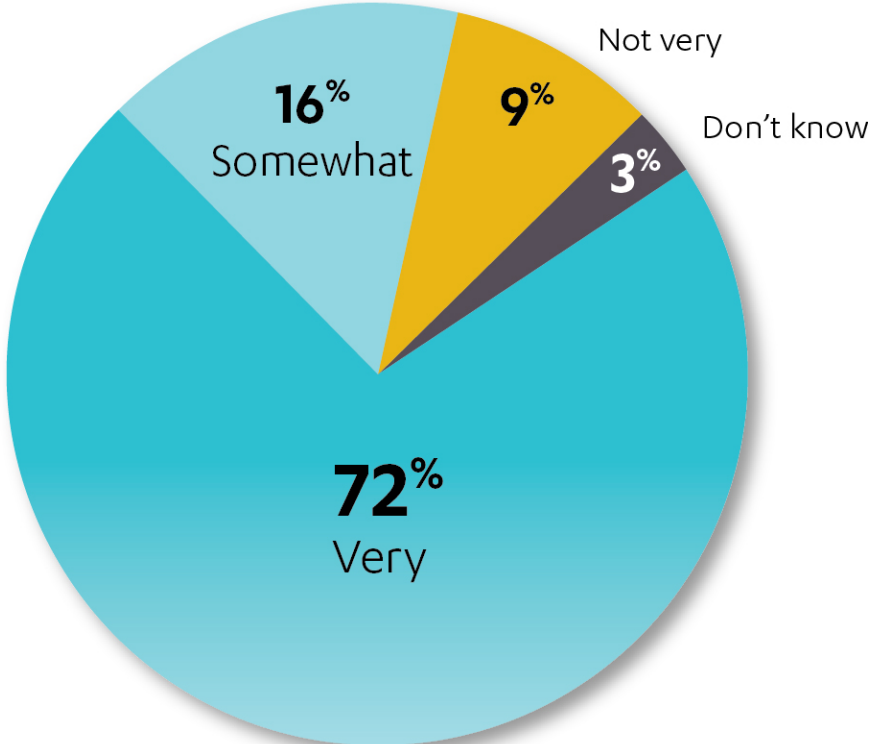
Source: NORC at the University of Chicago. 2015. "Covered California Overview of Findings from the Third California Affordable Care Act Consumer Tracking Survey." Oct. 22.

More Than One-Third of the Uninsured Do Not Know About the Subsidy — the Most Important Factor for People Signing Up

36% of the Uninsured Are Unaware of the Subsidy



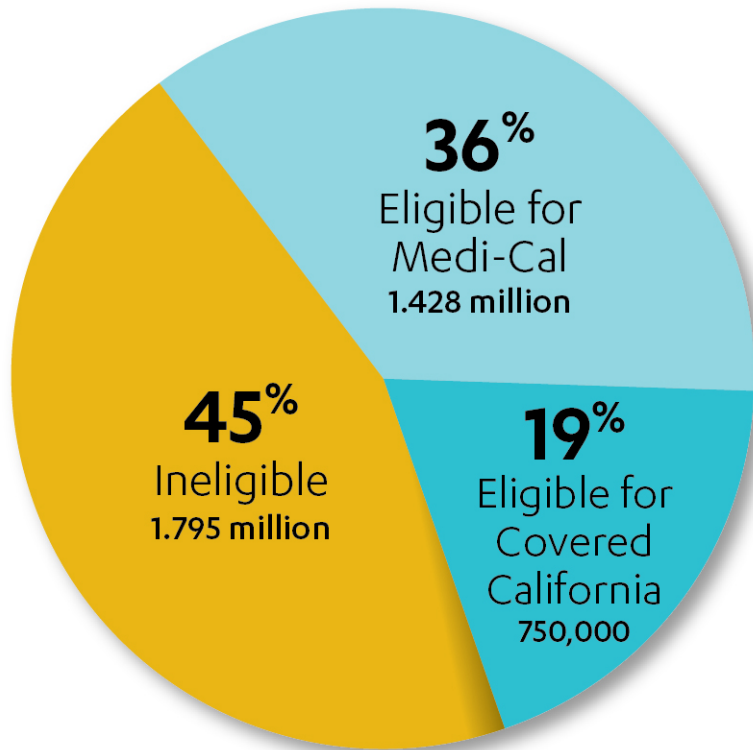
88% of Purchasers Say the Subsidy Is an Important Motivator



Source: NORC at the University of Chicago. 2015. "Covered California Overview of Findings from the Third California Affordable Care Act Consumer Tracking Survey." Oct. 22.

Reaching the Uninsured Who Are Eligible Today

Uninsured Californians (nearly 4 million)



Compared with those eligible in 2014, more of those eligible today are:

- Hispanic
- Younger
- African-American
- Higher income

Covered California forecasts 295,000 – 450,000 plan selections during this open enrollment.

Sources: Henry J. Kaiser Family Foundation, CalSIM and Covered California analysis.