Covered California Is Succeeding in Reaching Diverse Audiences

Awareness of Covered California by Race/Ethnicity

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>85%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>76%</td>
</tr>
<tr>
<td>African-American</td>
<td>80%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>79%</td>
</tr>
<tr>
<td>White/Other</td>
<td>93%</td>
</tr>
</tbody>
</table>

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

- 36% Unaware
- 64% Aware

88% of Purchasers Say the Subsidy Is an Important Motivator

- 16% Somewhat
- 9% Very
- 3% Not very
- 3% Don’t know

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)

36% Eligible for Medi-Cal
1.428 million

45% Ineligible
1.795 million

19% Eligible for Covered California
750,000

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.