

**NEW MEXICO HEALTH INSURANCE EXCHANGE (NMHIX)
WEBSITE VISITOR SURVEY
TOPLINE RESULTS
DECEMBER 2015**

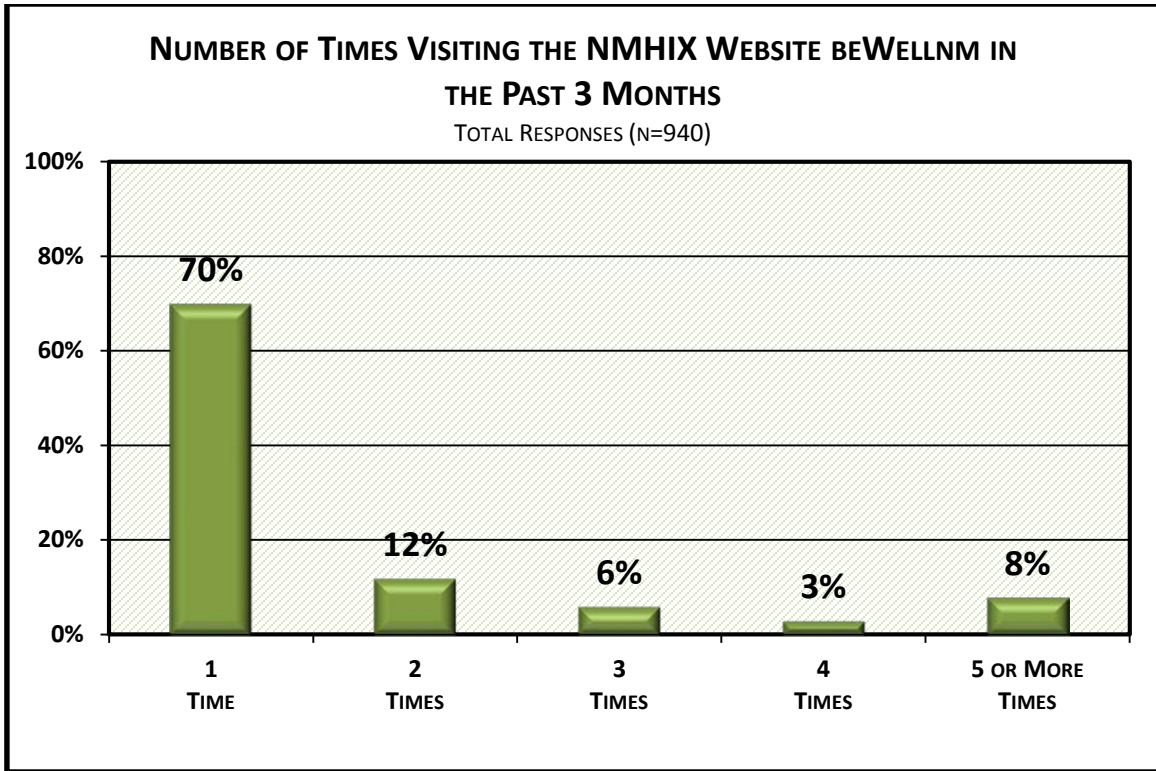
1. How did you hear of the New Mexico Health Insurance Exchange, also known as beWellnm?

WAYS OF HEARING ABOUT THE NEW MEXICO HEALTH INSURANCE EXCHANGE	
TOTAL RESPONSES (N=1,025) TOP 12 UNAIDED RESPONSES	
ADVERTISEMENTS (TELEVISION, RADIO, BILLBOARDS)	46%
HEALTH PLAN WEBSITES	17%
INTERNET/SOCIAL MEDIA	15%
FAMILY OR FRIENDS	12%
NEWSPAPER ARTICLES/TELEVISION NEWS	11%
FLYER OR MAIL SENT TO YOUR HOME	6%
OTHER	4%
LIVE EVENTS	2%
RECORDED TELEPHONE CALLS	1%
BCBS	1%
AGENT/BROKER	1%
CURRENTLY ENROLLED	1%

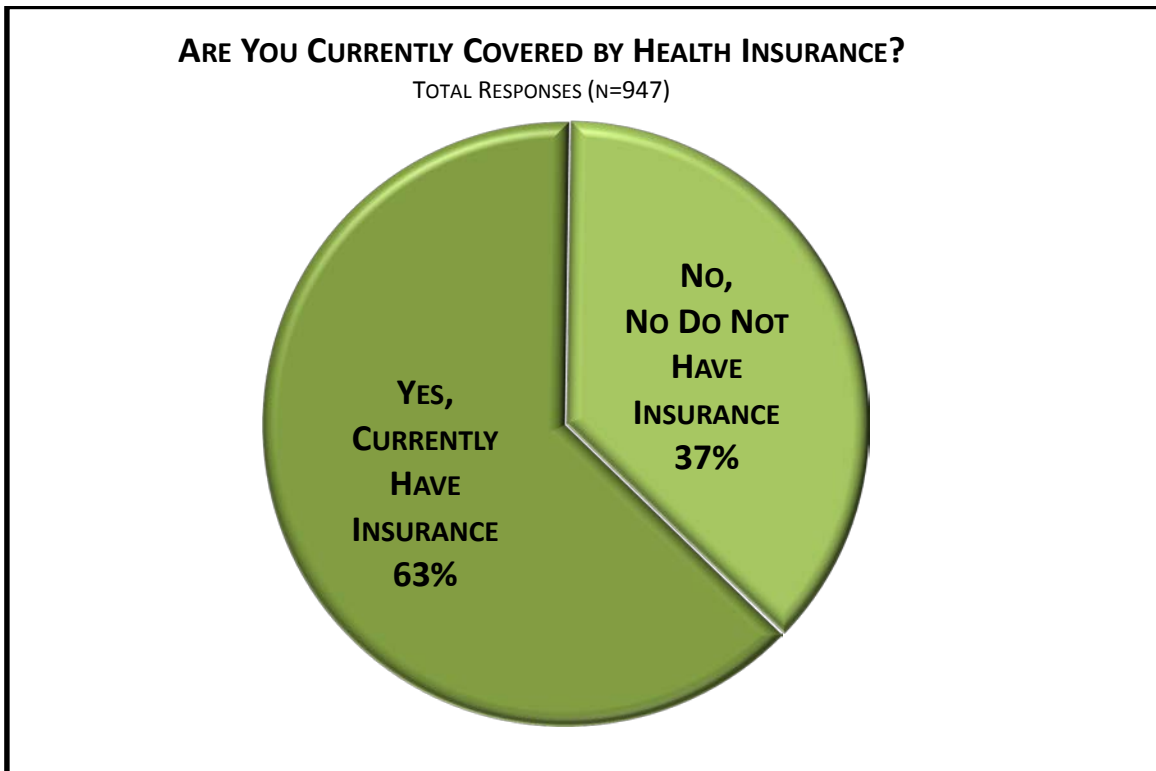
2. What are your primary reasons for visiting the New Mexico Health Insurance Exchange website, beWellnm.com?

PRIMARY REASONS FOR VISITING NEW MEXICO HEALTH INSURANCE EXCHANGE WEBSITE BEWELLM	
TOTAL RESPONSES (N=1,038) TOP 8 UNAIDED RESPONSES	
RESEARCH HEALTH PLAN INFORMATION	49%
ENROLL IN A HEALTH PLAN	45%
TO SEE IF I QUALIFY FOR A DISCOUNT/TAX CREDIT	16%
FIND PLACES TO RECEIVE HELP ENROLLING IN A PLAN	13%
REENROLL IN A HEALTH PLAN	11%
RESEARCH INFORMATION ABOUT THE AFFORDABLE CARE ACT/OBAMACARE	9%
LOOK UP EXCHANGE PHONE NUMBERS	2%
OTHER	2%

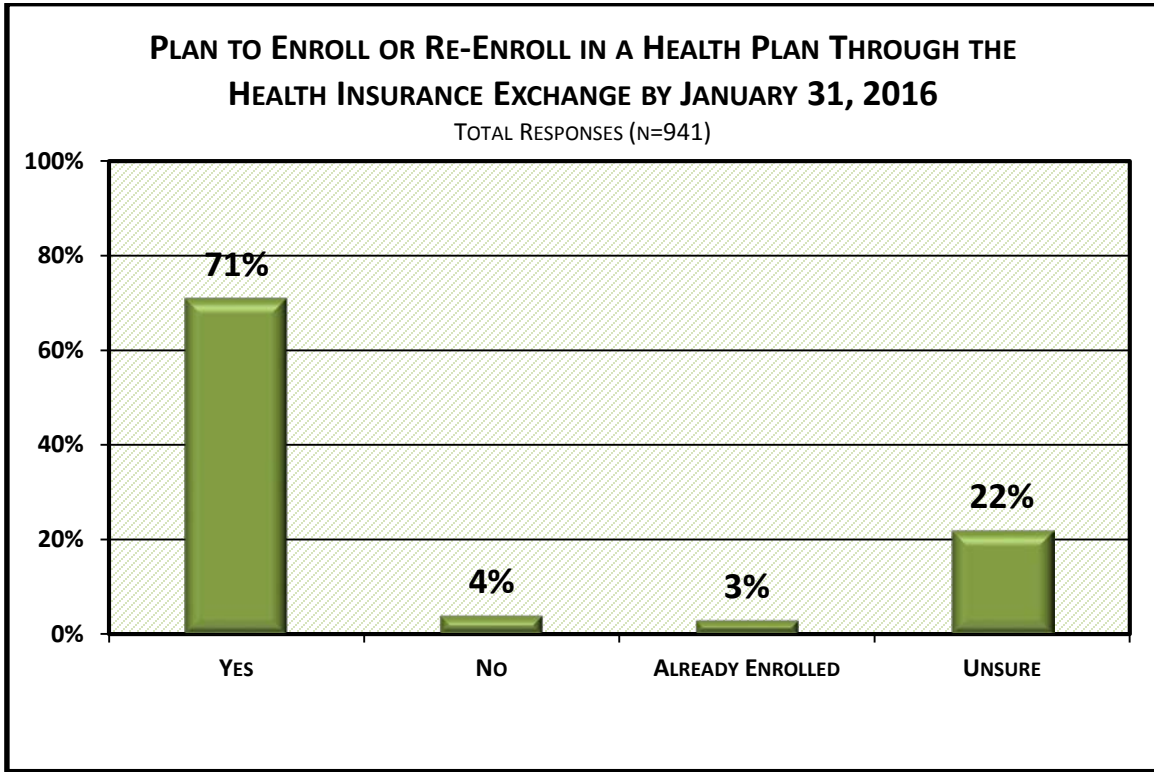
3. Including this visit, how many times have you visited the New Mexico Health Insurance Exchange website, beWellnm.com, in the past three months?



4. Are you currently covered by health insurance, including Medicaid and Medicare?



5. Do you plan on enrolling or re-enrolling in a health plan through the Health Insurance Exchange by January 31, 2016?



5a. Why DO you plan on enrolling or re-enrolling in a health plan through the Health Insurance Exchange by January 31, 2016?

REASONS FOR ENROLLING OR RE-ENROLLING IN A HEALTH PLAN AMONG THOSE WHO PLAN ON ENROLLING OR RE-ENROLLING IN A HEALTH PLAN THROUGH THE HEALTH INSURANCE EXCHANGE BY JANUARY 31, 2016 TOTAL RESPONSES (N=681) TOP UNAIDED RESPONSES	
IT'S REQUIRED BY LAW	46%
PEACE OF MIND	31%
WAS DROPPED BY PREVIOUS HEALTH PLAN	30%
AFFORDABLE	22%
TO AVOID THE PENALTY/FINE	21%
BETTER/MORE COVERAGE	12%
PRE-EXISTING CONDITIONS ARE NOW COVERED	7%
NEW PERSONAL SITUATION (JOB, LOCATION, OFF PARENTS' PLAN)	3%
OTHER	1%

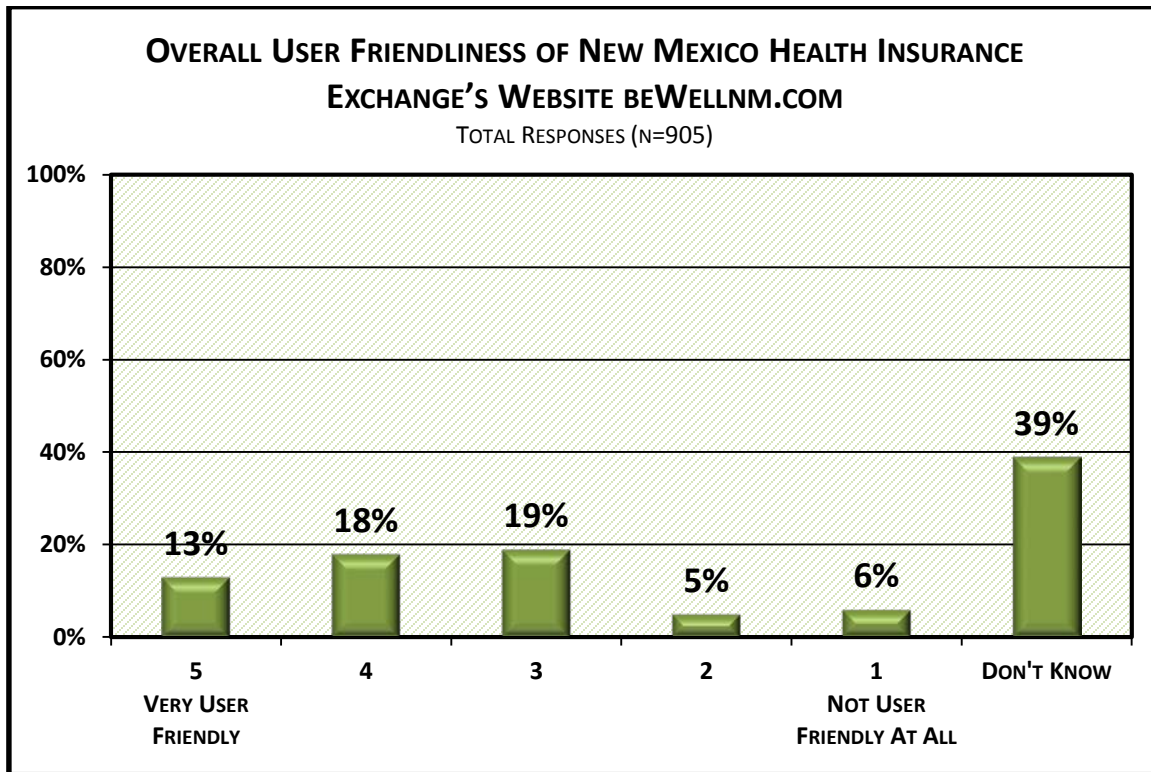
5b. Why don't you plan on enrolling in a health plan?

REASONS FOR NOT ENROLLING OR RE-ENROLLING IN A HEALTH PLAN AMONG THOSE WHO DO NOT PLAN ON ENROLLING OR RE-ENROLLING IN A HEALTH PLAN THROUGH THE HEALTH INSURANCE EXCHANGE BY JANUARY 31, 2016 TOTAL RESPONSES (N=30) TOP UNAIDED RESPONSES	
ALREADY COVERED BY HEALTH INSURANCE	33%
TOO EXPENSIVE/CAN'T AFFORD IT	30%
BENEFITS NOT WORTH THE COST	13%
DON'T QUALIFY	13%
AGAINST THE AFFORDABLE CARE ACT (ALSO KNOWN AS OBAMACARE)	10%
TOO COMPLICATED/CONFUSING	10%
WOULD RATHER PAY THE FINE	10%
POOR COVERAGE	7%

5c. Why are you unsure if you plan on enrolling in a health plan or not?

REASONS FOR BEING UNSURE ABOUT ENROLLING OR RE-ENROLLING IN A HEALTH PLAN AMONG THOSE WHO ARE UNSURE ABOUT ENROLLING OR RE-ENROLLING IN A HEALTH PLAN THROUGH THE HEALTH INSURANCE EXCHANGE BY JANUARY 31, 2016 TOTAL RESPONSES (N=178) TOP UNAIDED RESPONSES	
DEPENDS ON COST	57%
DEPENDS ON IF I FIND A PLAN THAT FITS MY NEEDS	44%
DEPENDS ON VALUE (BENEFITS/COVERAGE VS. COST)	37%
DEPENDS ON ACCESS TO CURRENT/PREFERRED HEALTH CARE PROVIDERS	27%
AGAINST THE AFFORDABLE CARE ACT (ALSO KNOWN AS OBAMACARE)	11%
TOO COMPLICATED/CONFUSING	10%
OTHER	2%
CAN'T ENROLL ON THIS SITE	1%
THERE IS ANOTHER BEWELLM.ORG	1%
TECHNICAL ISSUES	1%
WANT TO TALK TO SOMEONE	1%

6. Overall, how would you rate the user friendliness of the New Mexico Health Insurance Exchange website, beWellnm?



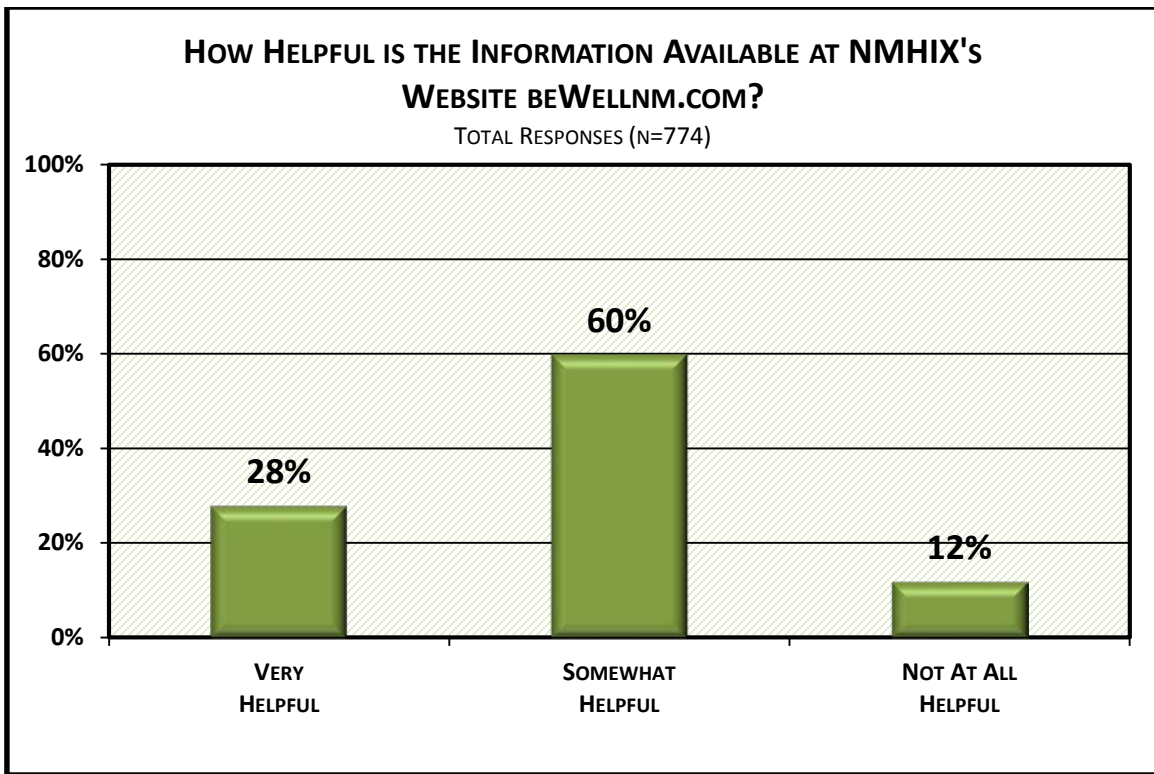
MEAN †: 3.5

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY USER FRIENDLY RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT USER FRIENDLY AT ALL RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

7. How could the New Mexico Health Insurance Exchange website, beWellnm.com, be more user-friendly?

WAYS NMHIX WEBSITE BEWELLM.COM COULD BE MORE USER FRIENDLY	
TOTAL RESPONSES (N=799)	
TOP 12 UNAIDED RESPONSES	
EASIER TO FIND INFORMATION/LESS COMPLICATED	46%
MORE INFORMATION	27%
OTHER	14%
BETTER COMPATIBILITY WITH MOBILE DEVICE (SMARTPHONE/TABLET)	12%
BETTER COMPATIBILITY WITH DESKTOP/LAPTOP WEB BROWSER	8%
LESS INFORMATION	3%
SITE IS GOOD	1%
DON'T WANT TO HAVE TO REENTER MY INFORMATION EVERY TIME	1%
TECHNICAL ISSUES	1%
BE ABLE TO CONTACT SOMEONE DIRECTLY	1%
BE AVAILABLE IN OTHER LANGUAGES	1%
DON'T KNOW	4%

8. Is the information available to you on the New Mexico Health Insurance Exchange website, beWellnm.com, *very helpful*, *somewhat helpful*, or *not at all helpful*?



9. What other types of improvements would you like to see on the New Mexico Health Insurance website, beWellnm.com?

OTHER IMPROVEMENTS FOR NMHIX WEBSITE BEWELLM.COM	
TOTAL RESPONSES (N=761)	
TOP 10 UNAIDED RESPONSES	
MORE HEALTH PLAN INFORMATION	44%
COST/SUBSIDY CALCULATOR	29%
EASIER TO NAVIGATE	20%
LESS COMPLICATED	18%
GENERAL AFFORDABLE CARE ACT/OBAMACARE INFORMATION	16%
MORE USER-FRIENDLY	14%
OTHER	9%
ADDITIONAL CONTACT OPTIONS	1%
FIX TECHNICAL ISSUES	1%
DON'T KNOW	3%

AGE	
TOTAL RESPONSES (N=857)	
24 YEARS OR YOUNGER	5%
25 TO 34 YEARS	17%
35 TO 49 YEARS	24%
50 TO 64 YEARS	51%
65 YEARS OR OLDER	3%

GENDER	
TOTAL RESPONSES (N=840)	
MALE	41%
FEMALE	59%

ETHNICITY	
TOTAL RESPONSES (N=853)	
ANGLO/CAUCASIAN	58%
HISPANIC	27%
NATIVE AMERICAN	3%
AFRICAN AMERICAN	2%
ASIAN/PACIFIC ISLANDER	2%
OTHER	8%