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& POLLING
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**NEW MEXICO HEALTH INSURANCE EXCHANGE (NMHIX)
WEBSITE VISITOR SURVEY
JANUARY 2016**

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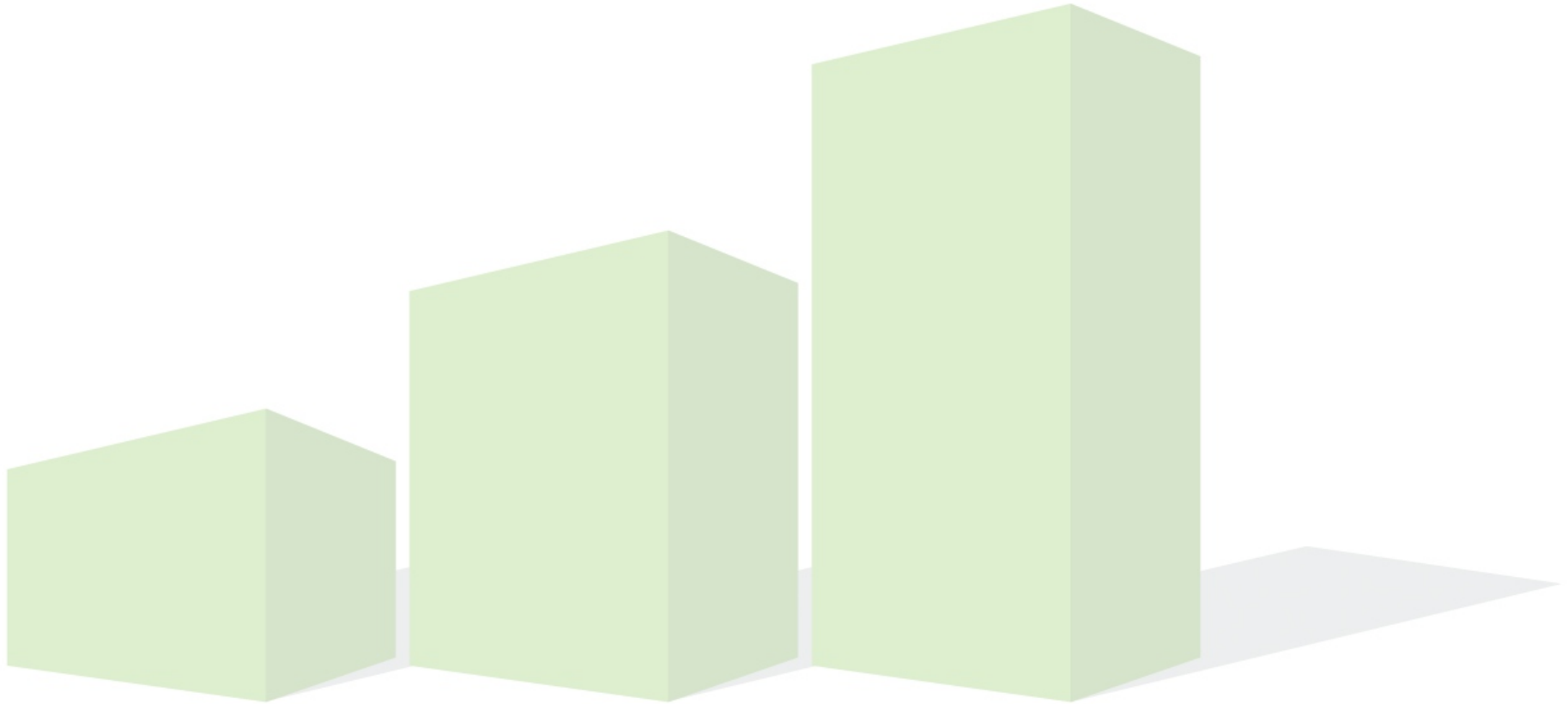
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I. INTRODUCTION



METHODOLOGY

This website survey was commissioned by the New Mexico Health Insurance Exchange with the purpose of gaining insights into New Mexicans' reasons for visiting the BeWellNM website, as well as their overall opinions of the website's user-friendliness and helpfulness.

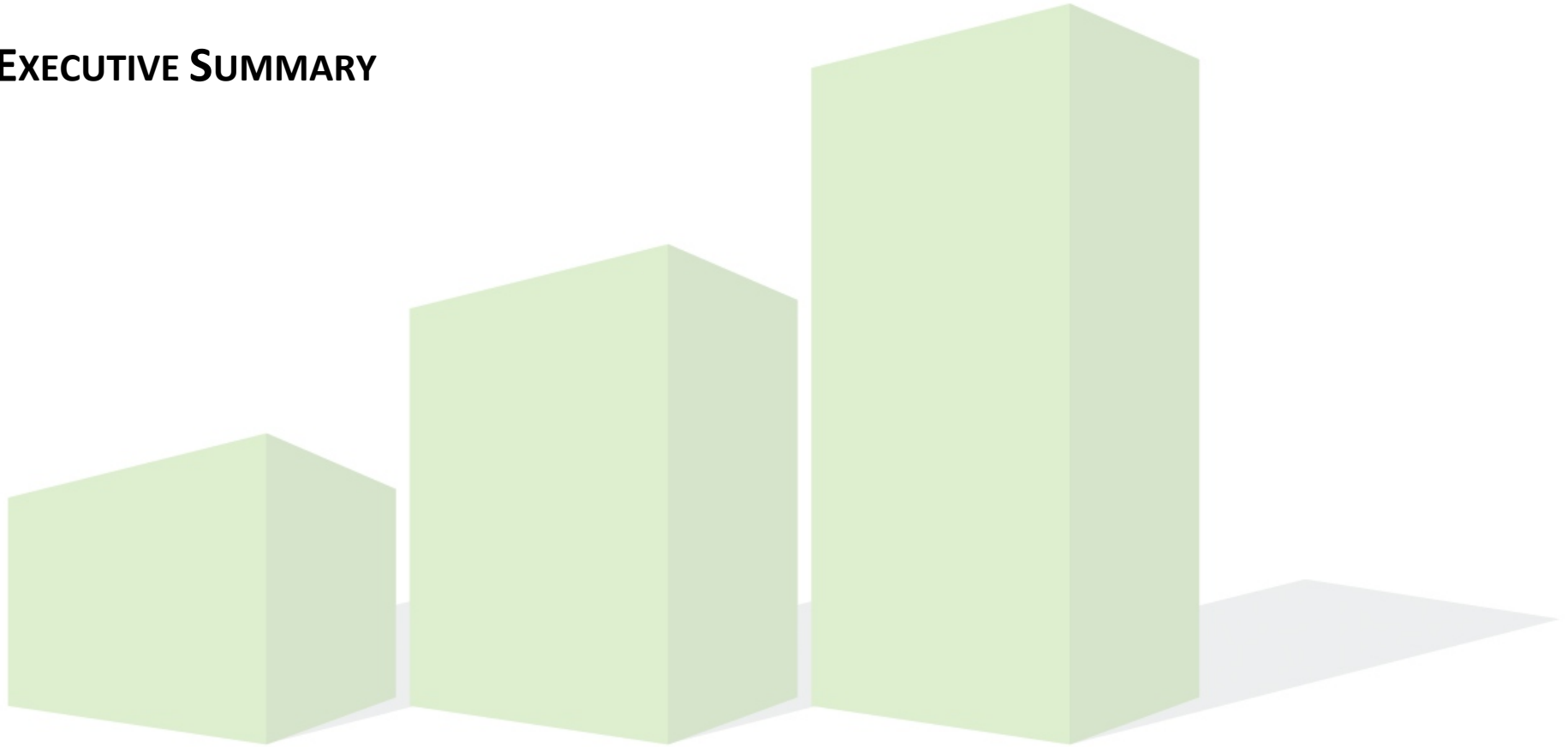
THE INTERVIEW

The Internet survey was programmed by Research & Polling, Inc. and conducted online. A link to the survey was placed on the home page of the BeWellNM website and will be available through the end of the open enrollment period and data will be collected and reported on at regular intervals. Results for the current period (Period 2) were collected from BeWellNM.com visitors beginning December 10th, 2015 through December 30th, 2015. A total of 1,333 website visitors have so far answered at least one question of the survey (period 1: n=1038; period 2: n=295). Respondents did not need to answer all questions to complete the survey; therefore, some questions have fewer responses than others.

THE REPORT

This report summarizes the results from each question in the survey and reports on any variances in attitude or perception, where significant, among those who completed the survey throughout the periods during which it was available on the BeWellNM website.

II. EXECUTIVE SUMMARY



MAJOR FINDINGS

Visitors to BeWellNM.com during the second survey period (December 10th – December 30th) say they were largely driven to the website by advertisements on television, radio, and billboards. Others were driven to the website by health plan websites, internet/social media, word-of-mouth via family or friends and newspaper articles/television news. This is consistent with the first survey period and shows that the marketing and branding plan continues to be working well in driving people to the BeWellNM website. Furthermore, many New Mexicans say they utilized the website for health plan enrollment, health plan research, and subsidy information. Overall, the vast majority of respondents during both survey periods were first time visitors to the BeWellNM website.

When it comes to health insurance coverage, the majority of website visitors during the second survey period (63%) said they were uninsured at the time they visited, which is a complete reversal from the previous survey period where the majority (63%) reported being insured. Evidently, many visitors who visited the site during the earlier survey period were reenrolling or changing health plans.

Furthermore, the majority of visitors (79%) said they planned on enrolling in a health plan by the January 31st deadline; however, 17% were still unsure if they were going to enroll. Among those who said they planned to enroll, the legal mandate continues to be the primary reason for enrollment.

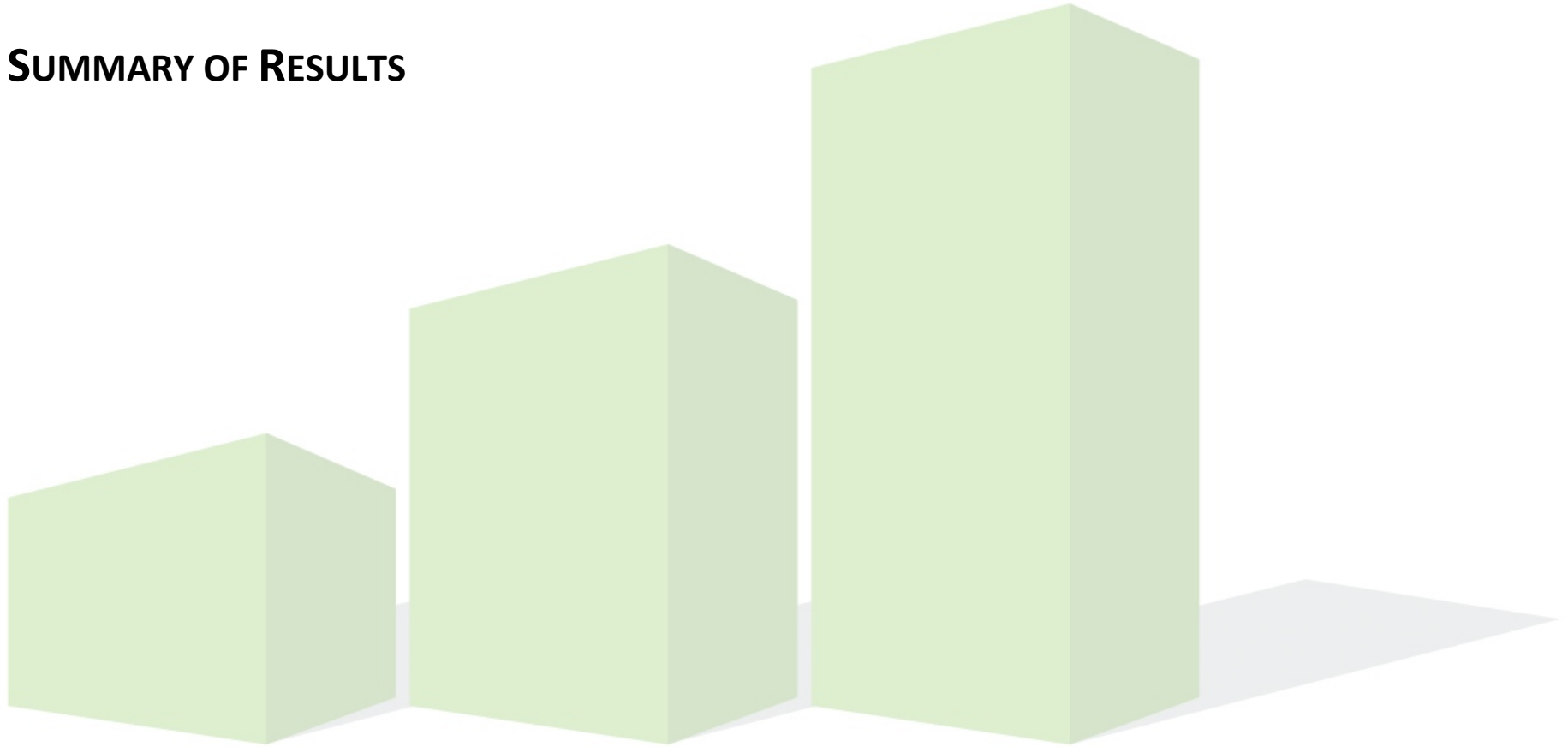
Similar to results observed in other studies, cost remains the biggest obstacle to New Mexicans, as the majority of those who said they were unsure or did not plan to enroll in a health plan mention cost, affordability, and perceived value, though the sample size among those who are unsure is small.

Overall, website visitors say the BeWellNM website is user-friendly. Easier to find information and more information continue to be the most frequently suggested improvements website visitors mention.

Website visitors during this survey period were more likely to be female (55%) than male (45%), though this gap has narrowed since the previous survey period. Thirty-one percent of visitors were under 35 years old, while one-quarter were between 35 and 49 years old, and two-fifths were 50 years or older.

The proportion of Hispanics (43%), adults under 35 years old (31%), and males (45%) increased during the second survey period compared to the first survey period (Hispanics (27%), young adults (22%), and males (41%)).

III. SUMMARY OF RESULTS

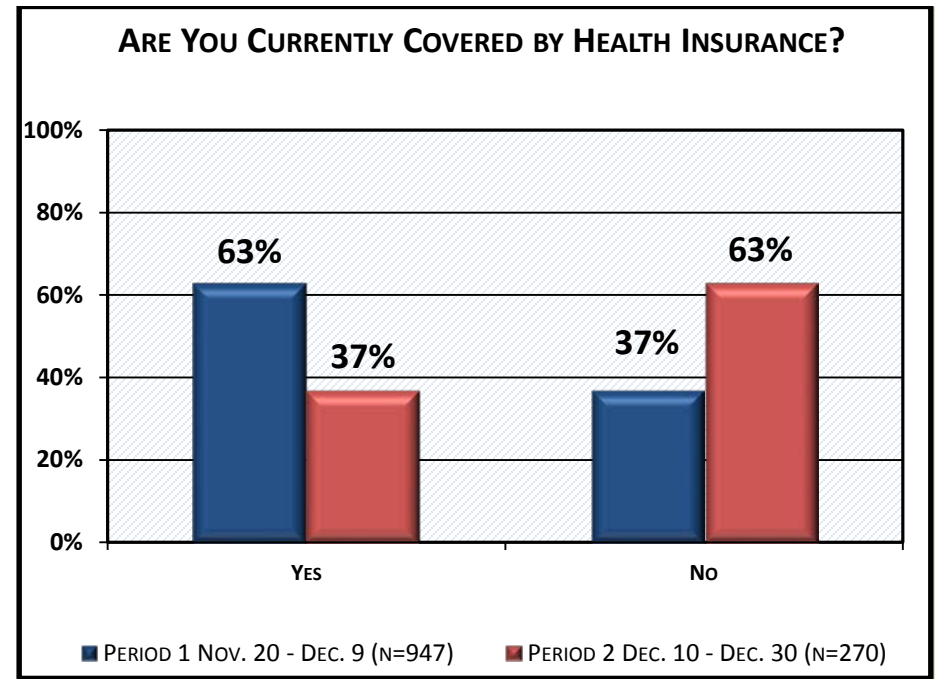
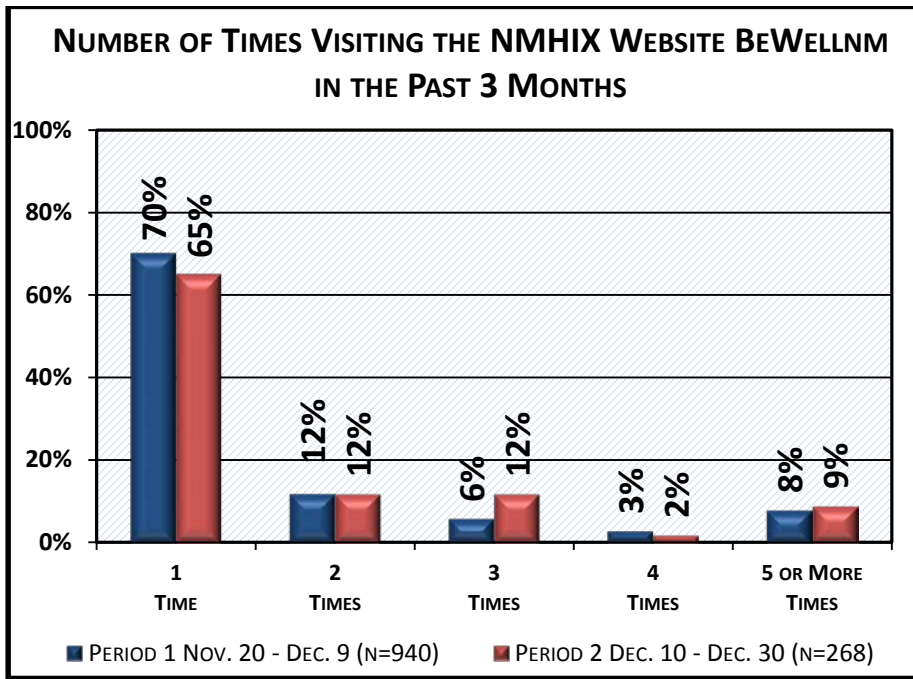


WAYS OF HEARING ABOUT THE NEW MEXICO HEALTH INSURANCE EXCHANGE PERIOD 1 TOTAL RESPONSES (N=1,025) PERIOD 2 TOTAL RESPONSES (N=293) TOP 12 UNAIDED RESPONSES		
	PERIOD 1 NOV. 20 – DEC. 9	PERIOD 2 DEC. 10- DEC. 30
ADVERTISEMENTS (TELEVISION, RADIO, BILLBOARDS)	46%	46%
INTERNET/SOCIAL MEDIA	15%	16%
FAMILY OR FRIENDS	12%	16%
HEALTH PLAN WEBSITES	17%	15%
NEWSPAPER ARTICLES/TELEVISION NEWS	11%	13%
FLYER OR MAIL SENT TO YOUR HOME	6%	4%
OTHER	4%	3%
LIVE EVENTS	2%	2%
RECORDED TELEPHONE CALLS	1%	*
BCBS	1%	*
AGENT/BROKER	1%	1%
CURRENTLY ENROLLED	1%	-

PRIMARY REASONS FOR VISITING NEW MEXICO HEALTH INSURANCE EXCHANGE WEBSITE BeWellNM PERIOD 1 TOTAL RESPONSES (N=1,038) PERIOD 2 TOTAL RESPONSES (N=293) TOP 8 UNAIDED RESPONSES		
	PERIOD 1 NOV. 20 – DEC. 9	PERIOD 2 DEC. 10- DEC. 30
ENROLL IN A HEALTH PLAN	45%	64%
RESEARCH HEALTH PLAN INFORMATION	49%	39%
TO SEE IF I QUALIFY FOR A DISCOUNT/TAX CREDIT	16%	22%
FIND PLACES TO RECEIVE HELP ENROLLING IN A PLAN	13%	19%
REENROLL IN A HEALTH PLAN	11%	7%
RESEARCH INFORMATION ABOUT THE AFFORDABLE CARE ACT/ OBAMACARE	9%	9%
LOOK UP EXCHANGE PHONE NUMBERS	2%	5%
OTHER	2%	1%

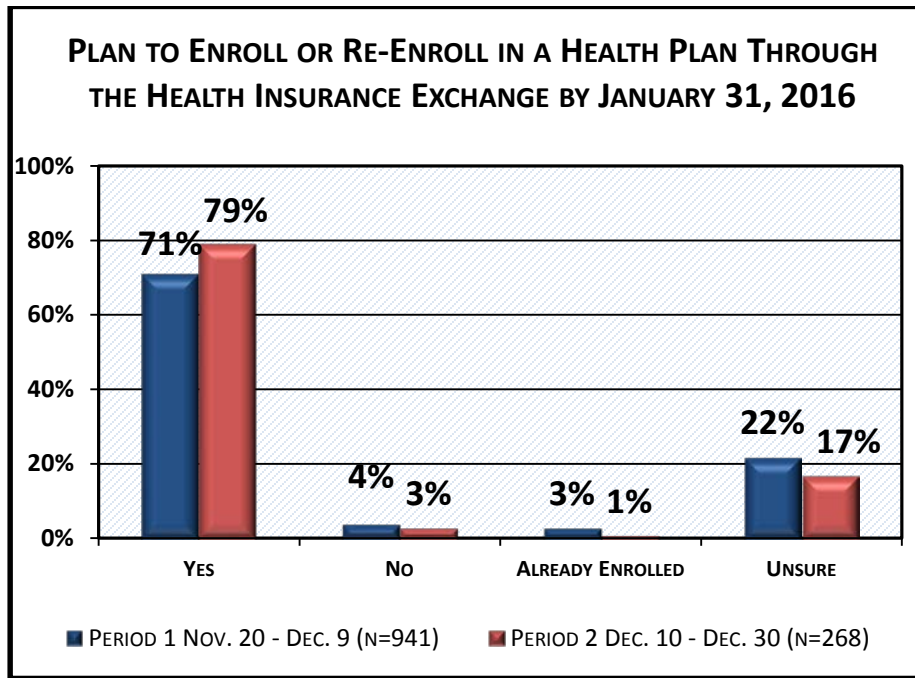
Website visitors were asked **how they heard of the New Mexico Health Insurance Exchange, also known as BeWellNM**. The table on the left shows approximately half (46%) of website visitors during the second period say they heard of the Exchange, also known as BeWellNM, through various advertisements, such as television, radio, and billboards. Sixteen percent each mention internet/social media and family or friends, while 15% say they have heard about NMHIX through health plan websites. Just over one-in-ten (13%) mention newspaper articles/television news. The results of Period 2 have remained very consistent with results in the first survey period.

The table on the right shows the primary reasons for visiting the BeWellNM website. The results of the second survey period show that approximately two-thirds (64%) say they visited the site to enroll in a health plan compared to 45% in the first survey period. Thirty-nine percent say they visited to research health plan information. Twenty-two percent say they visited to see if they qualify for a discount/tax credit and 19% say they visited the website to find places to receive help enrolling in a plan. Approximately one-in-ten (9%) say they visited the site to research information about the Affordable Care Act/Obamacare and 7% say they visited to reenroll in a health plan.



Respondents were asked **how many times they have visited the BeWellNM website in the past three months**. Results remain consistent with those from the first survey period, with 65% saying they have visited once, while 12% say they have visited twice. About one-quarter (23%) say they have visited the website three or more times. Approximately one-in-ten (11%) respondents say they visited the website four or more times in the past three months.

Website visitors were asked if they are **currently covered by health insurance**. Website visitors in the second survey period were much more likely to report that they are not currently covered by health insurance (63%) than they were in the first period. Approximately two-thirds (63%) of website visitors say they were not covered by health insurance in the second period, while 37% were covered. Notably, this is a complete reversal of the results from Period 1.



REASONS FOR ENROLLING OR RE-ENROLLING IN A HEALTH PLAN

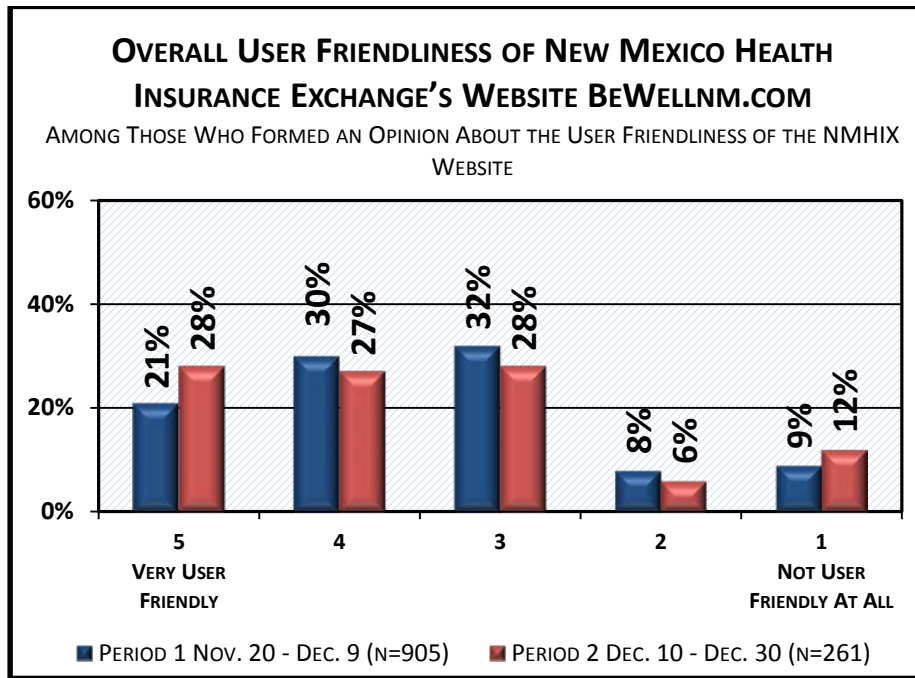
AMONG THOSE WHO PLAN ON ENROLLING OR RE-ENROLLING IN A HEALTH PLAN THROUGH THE HEALTH INSURANCE EXCHANGE BY JANUARY 31, 2016
 PERIOD 1 TOTAL RESPONSES (N=681)
 PERIOD 2 TOTAL RESPONSES (N=218)
 TOP UNAIDED RESPONSES

	PERIOD 1 Nov. 20 – DEC. 9	PERIOD 2 DEC. 10- DEC. 30
IT'S REQUIRED BY LAW	46%	63%
TO AVOID THE PENALTY/FINE	21%	28%
PEACE OF MIND	31%	25%
WAS DROPPED BY PREVIOUS HEALTH PLAN	30%	24%
AFFORDABLE	22%	20%
BETTER/MORE COVERAGE	12%	11%
PRE-EXISTING CONDITIONS ARE NOW COVERED	7%	7%
NEW PERSONAL SITUATION (JOB, LOCATION, OFF PARENTS' PLAN)	3%	3%
OTHER	1%	1%

Website visitors were asked **whether or not they plan on enrolling or reenrolling** in a health plan through the Health Insurance Exchange by January 31st, 2016. Similar to the first survey period, the vast majority (79%) of website visitors during the second period say they plan on enrolling or reenrolling, while 3% say they do not plan on enrolling, 1% say they already enrolled, and 17% say they are unsure.

Among those in the second period who say they plan on enrolling, 63% say they plan to do so because it is required by law, while 28% say they will enroll to avoid the penalty/fine. One-quarter say they will enroll or reenroll for peace of mind. Another 24% say they plan on enrolling or reenrolling because they were dropped by their previous health plan. One-fifth say they plan to enroll or reenroll because it is affordable and approximately one-in-ten (11%) say there is better/more coverage. Seven percent say they will enroll or reenroll because pre-existing conditions are now covered. Not surprisingly, the increase in those saying they plan to enroll because it is required by law is likely due to more visitors in Period 2 being uninsured.

Similar to the first survey period, those more likely to say they plan to enroll or reenroll because it is required by law include those age 34 and younger (65%) and Hispanics (60%).



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.

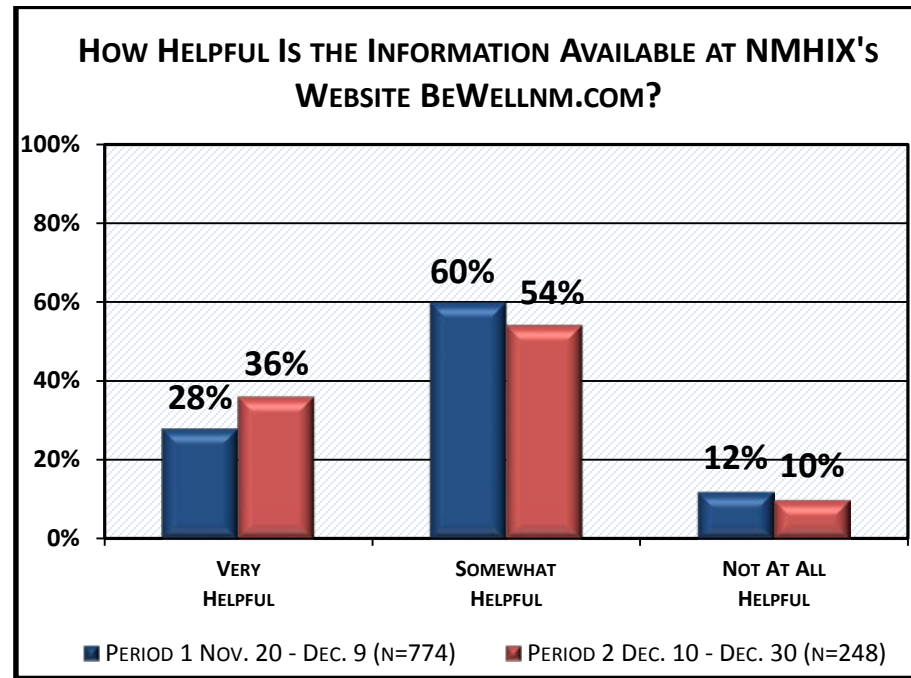
WAYS NMHIX WEBSITE BEWELLN.M.COM COULD BE MORE USER-FRIENDLY

PERIOD 1 TOTAL RESPONSES (N=799)
 PERIOD 2 TOTAL RESPONSES (N=241)
 TOP 12 UNAIDED RESPONSES

	PERIOD 1 Nov. 20 – Dec. 9	PERIOD 2 Dec. 10- Dec. 30
EASIER TO FIND INFORMATION/LESS COMPLICATED	46%	56%
MORE INFORMATION	27%	34%
OTHER	14%	3%
BETTER COMPATIBILITY WITH MOBILE DEVICE (SMARTPHONE/TABLET)	12%	14%
BETTER COMPATIBILITY WITH DESKTOP/LAPTOP WEB BROWSER	8%	4%
LESS INFORMATION	3%	1%
SITE IS GOOD	1%	2%
DON'T WANT TO HAVE TO REENTER MY INFORMATION EVERY TIME	1%	1%
TECHNICAL ISSUES	1%	5%
BE ABLE TO CONTACT SOMEONE DIRECTLY	1%	1%
BE AVAILABLE IN OTHER LANGUAGES	1%	-
DON'T KNOW	4%	2%

Website visitors were asked, using a five-point scale where a score of five is *very user-friendly* and a score of one is *not user-friendly at all*, to **rate the user-friendliness of the New Mexico Health Insurance Exchange website, BeWellNM.com**. Fifty-five percent of all website visitors say the website is user-friendly (a score of four or five) while approximately one-fifth (18%) of website visitors say the website is not user-friendly (a score of one or two). The results in this period have not changed significantly from the results in the first survey period.

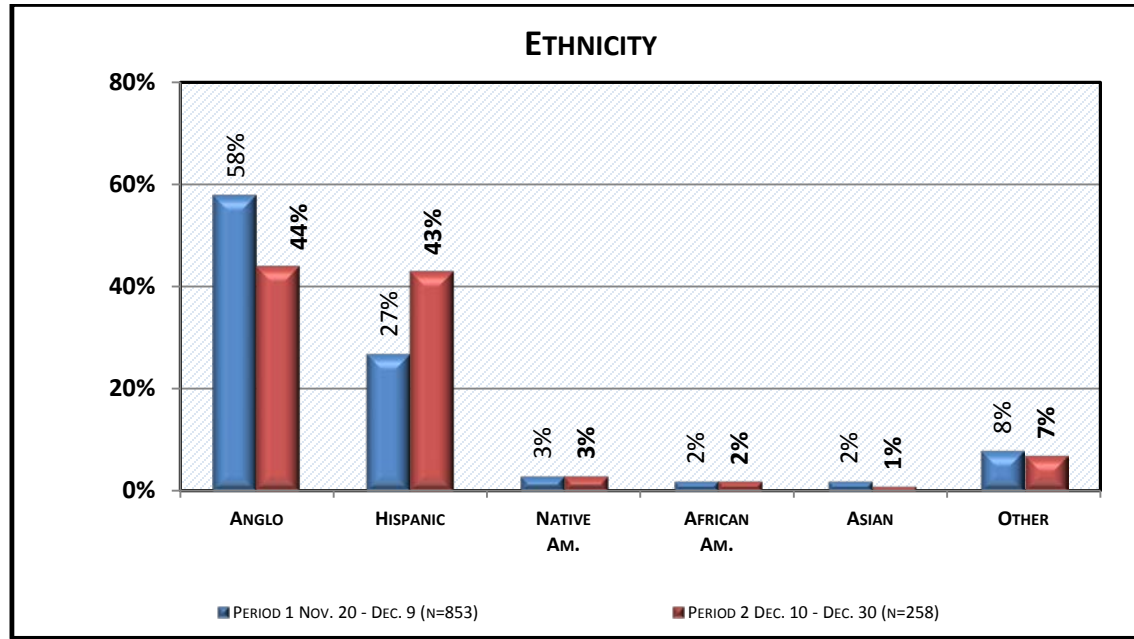
Website visitors were asked **how the New Mexico Health Insurance Exchange website, BeWellNM.com, could be more user-friendly**. The majority (56%) of respondents say it needs to be easier to find information and less complicated, while 34% say there needs to be more information in general. Fourteen percent mention better compatibility with mobile device (smartphone/tablet).



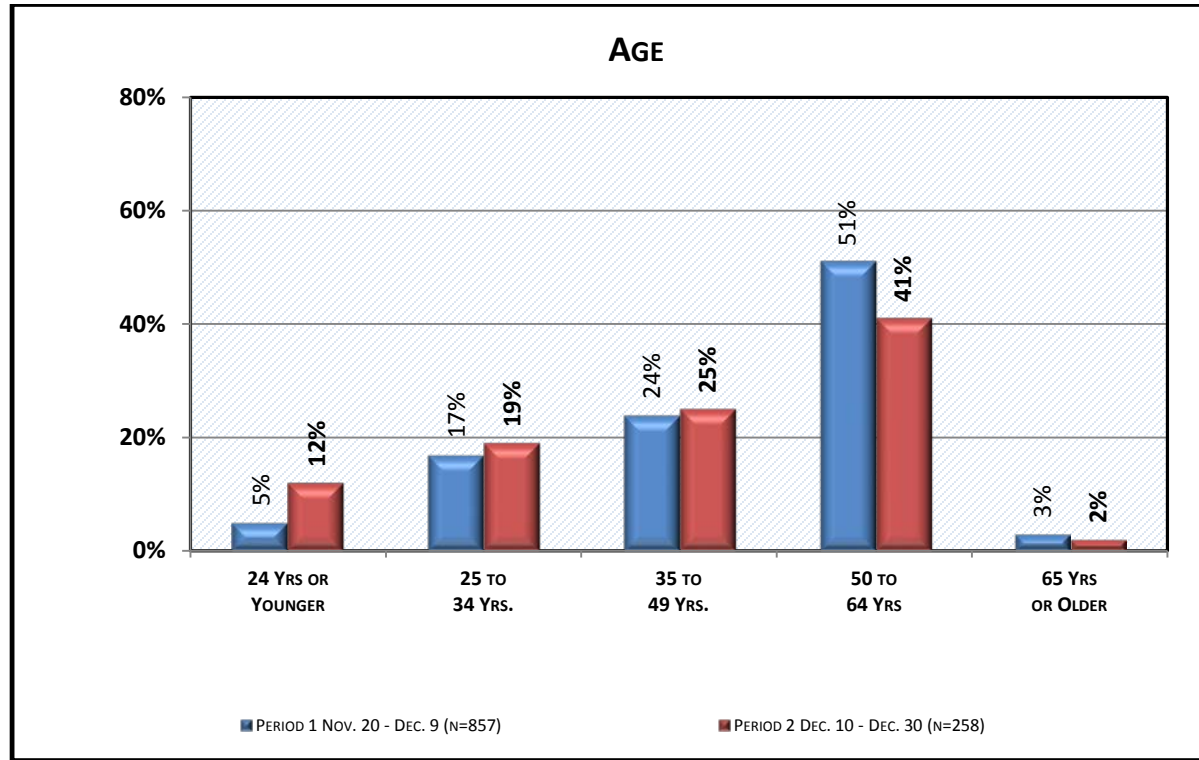
Website visitors were asked whether or not they think the **information available to them on the New Mexico Health Insurance Exchange website, BeWellNM.com is very helpful, somewhat helpful, or not at all helpful**. Over one-in-three (36%) of visitors from Period 2 say the information on the website is *very helpful*, while the majority (54%) say the information is *somewhat helpful*. One-in-ten website visitors say the information available to them on the BeWellNM website was *not at all helpful*. Slightly more visitors said that the website was *very helpful* in the second period.

OTHER SUGGESTED IMPROVEMENTS FOR NMHIX WEBSITE BEWELLM.COM PERIOD 1 TOTAL RESPONSES (N=761) PERIOD 2 TOTAL RESPONSES (N=238) TOP 10 UNAIDED RESPONSES		
	PERIOD 1 Nov. 20 – Dec. 9	PERIOD 2 Dec. 10- Dec. 30
COST/SUBSIDY CALCULATOR	29%	43%
MORE HEALTH PLAN INFORMATION	44%	42%
GENERAL AFFORDABLE CARE ACT/OBAMACARE INFORMATION	16%	21%
EASIER TO NAVIGATE	20%	20%
LESS COMPLICATED	18%	18%
MORE USER-FRIENDLY	14%	18%
OTHER	9%	2%
ADDITIONAL CONTACT OPTIONS	1%	*
FIX TECHNICAL ISSUES	1%	3%
DON'T KNOW	3%	2%

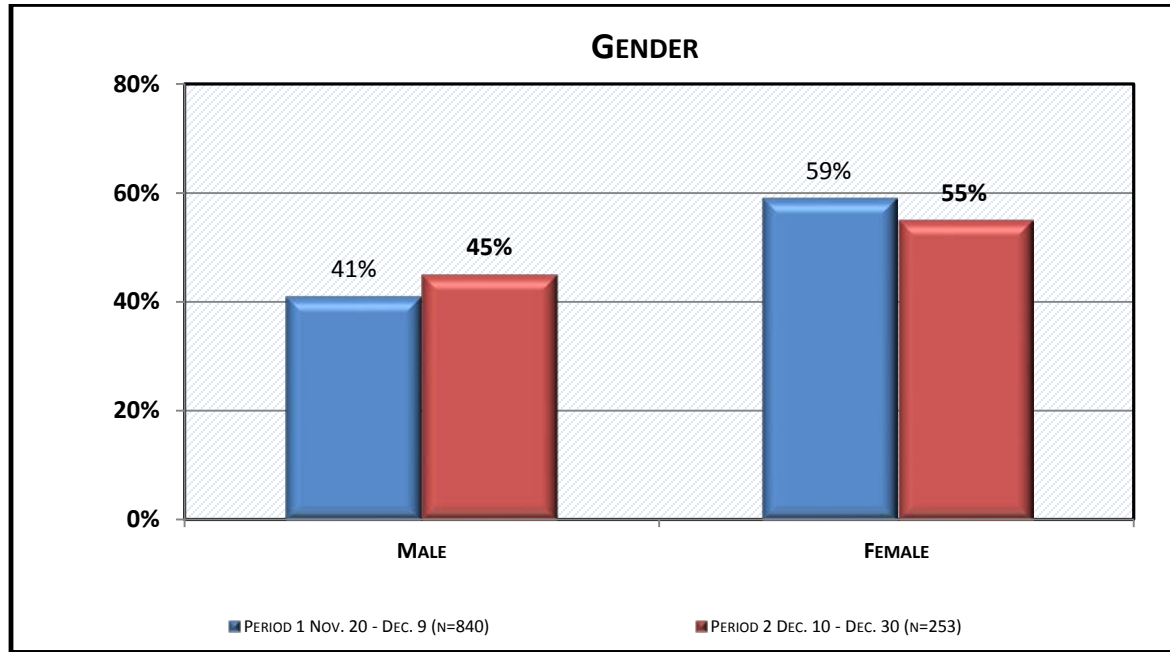
Website visitors were asked what **other types of improvements they would like to see on the New Mexico Health Insurance Exchange website, BeWellNM.com**. Forty-three percent of respondents say they would like a cost or subsidy calculator and 42% say they would like more health plan information. One-fifth of respondents say it should be easier to navigate and 18% say it should be less complicated. Twenty-one percent say they would like more general information on the Affordable Care Act or Obamacare and 18% say it should be more user-friendly. Interestingly, more people mentioned improving the cost/subsidy calculator in Period 2 than in Period 1.



With regard to ethnicity, fewer Anglos have visited the website during the second survey period (44% currently versus 58% in Period 1) while the number of Hispanic visitors jumped in the second survey period from 27% to 43%.

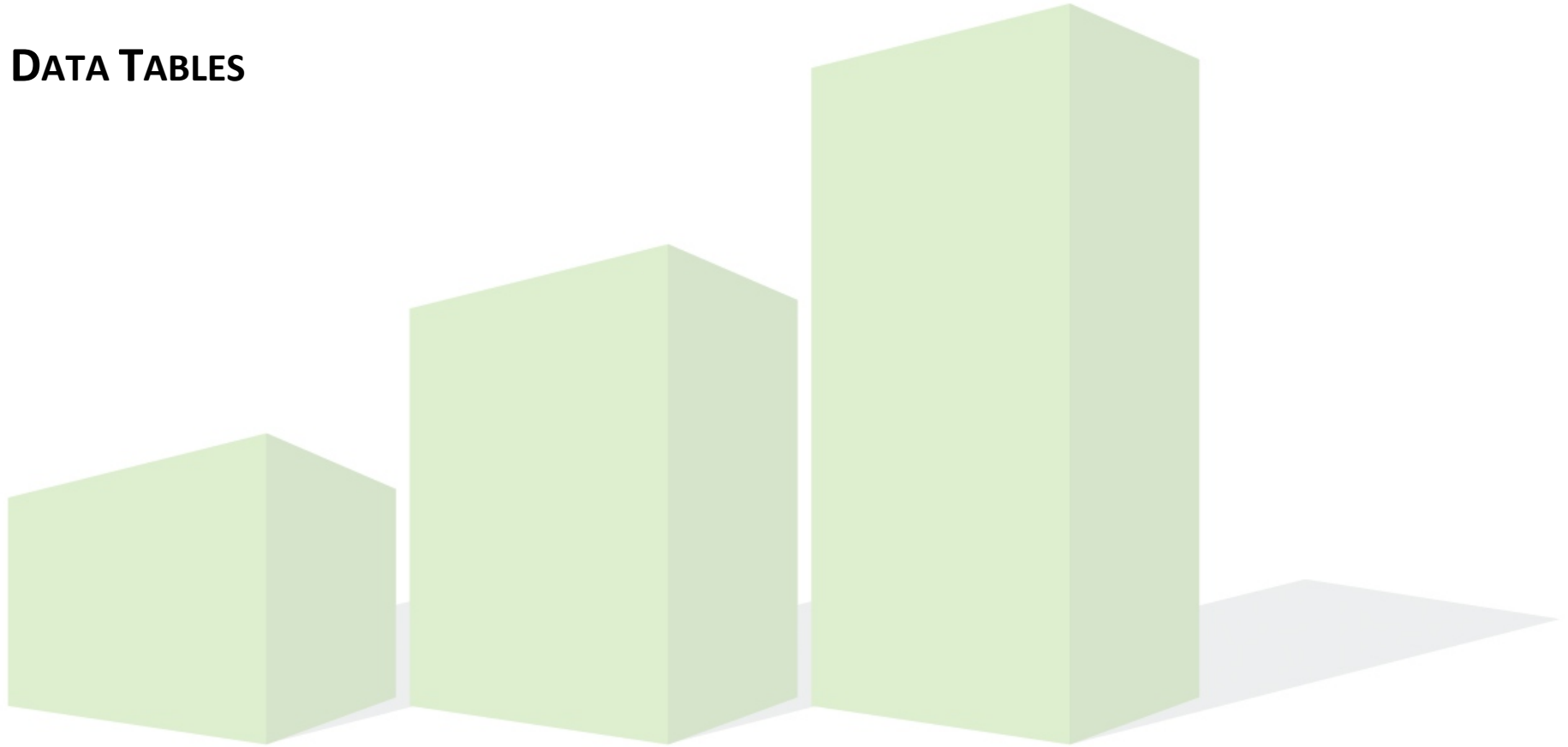


With regard to age, there has been an increase in visitors age 24 or younger (12% compared to 5%) since the first survey period, while there has been a slight decrease in older visitors age 50 to 64 (41% compared to 51%).



When looking at gender, the percentage of men visiting the website has increased in the second survey period (45% currently versus 41% in the first period) while slightly fewer women visited during the current period (55% versus 59%).

IV. DATA TABLES



WAYS OF HEARING ABOUT THE NEW MEXICO HEALTH INSURANCE EXCHANGE

QUESTION 1: HOW DID YOU HEAR OF THE NEW MEXICO HEALTH INSURANCE EXCHANGE, ALSO KNOWN AS BEWELLMN?

	TOTAL SAMPLE (N=1,318)	PERIOD	
		PERIOD 1 NOV. 20 – DEC. 9 (N=1,025)	PERIOD 2 DEC. 10 – DEC. 30 (N=293)
ADVERTISEMENTS (TELEVISION, RADIO, BILLBOARDS)	46%	46%	46%
HEALTH PLAN WEBSITES	16%	17%	15%
INTERNET/SOCIAL MEDIA	15%	15%	16%
FAMILY OR FRIENDS	13%	12%	16%
NEWSPAPER ARTICLES/TELEVISION NEWS	12%	11%	13%
FLYER OR MAIL SENT TO YOUR HOME	6%	6%	4%
OTHER	4%	4%	3%
LIVE EVENTS	2%	2%	2%
RECORDED TELEPHONE CALLS	1%	1%	*
BCBS	1%	1%	*
AGENT/BROKER	1%	1%	1%
CURRENTLY ENROLLED	1%	1%	*
DOCTOR	*	*	1%
EMPLOYER	*	*	*
HHS DEPARTMENT	*	*	*
WORK IN HEALTH CARE	*	*	1%
CALLED	*	*	*
JUST LOOKING	*	*	*
MEDICAID OFFICE	*	*	*
JAIL	*	*	*
STATE REPRESENTATIVE	*	*	*

* LESS THAN 1% REPORTED.

PRIMARY REASONS FOR VISITING NEW MEXICO HEALTH INSURANCE EXCHANGE WEBSITE BEWELLNM
 TOTAL SAMPLE (N=1,333)

QUESTION 2: WHAT ARE YOUR PRIMARY REASONS FOR VISITING THE NEW MEXICO HEALTH INSURANCE EXCHANGE WEBSITE BEWELLNM.COM?

	TOTAL SAMPLE (N=1,333)	PERIOD	
		PERIOD 1 NOV. 20 – DEC. 9 (N=1,038)	PERIOD 2 DEC. 10 – DEC. 30 (N=295)
ENROLL IN A HEALTH PLAN	49%	45%	64%
RESEARCH HEALTH PLAN INFORMATION	47%	49%	39%
TO SEE IF I QUALIFY FOR A DISCOUNT/TAX CREDIT	18%	16%	22%
FIND PLACES TO RECEIVE HELP ENROLLING IN A PLAN	14%	13%	19%
REENROLL IN A HEALTH PLAN	10%	11%	7%
RESEARCH INFORMATION ABOUT THE AFFORDABLE CARE ACT/OBAMACARE	9%	9%	9%
LOOK UP EXCHANGE PHONE NUMBERS	3%	2%	5%
OTHER	2%	2%	1%
BCBS ENDED	*	*	1%
I AM AN INSURANCE PROFESSIONAL	*	*	*
LOOK FOR DENTAL INSURANCE	*	*	*
CANCEL INSURANCE	*	*	*
MODIFY CURRENT PLAN	*	*	1%
LOOK FOR NATIVE AMERICAN EXEMPTIONS	*	*	*
HEALTHCARE.GOV NOT WORKING	*	*	*

* LESS THAN 1% REPORTED.

NUMBER OF TIMES VISITING THE NMHIX WEBSITE BEWELLM.COM IN THE PAST 3 MONTHS

QUESTION 3: INCLUDING THIS VISIT, HOW MANY TIMES HAVE YOU VISITED THE NEW MEXICO HEALTH INSURANCE EXCHANGE WEBSITE, BEWELLM.COM, IN THE PAST THREE MONTHS?

	TOTAL SAMPLE (N=1,208)	PERIOD	
		PERIOD 1 Nov. 20 – Dec. 9 (N=940)	PERIOD 2 Dec. 10 – Dec. 30 (N=268)
1	69%	70%	65%
2	12%	12%	12%
3	8%	6%	12%
4	3%	3%	2%
5 OR MORE	8%	8%	9%

ARE YOU CURRENTLY COVERED BY HEALTH INSURANCE?

QUESTION 4: ARE YOU CURRENTLY COVERED BY HEALTH INSURANCE, INCLUDING MEDICAID AND MEDICARE?

	TOTAL SAMPLE (N=1,217)	PERIOD	
		PERIOD 1 Nov. 20 – Dec. 9 (N=947)	PERIOD 2 Dec. 10 – Dec. 30 (N=270)
Yes	57%	63%	37%
No	43%	37%	63%

PLAN TO ENROLL OR RE-ENROLL IN A HEALTH PLAN THROUGH THE HEALTH INSURANCE EXCHANGE BY JANUARY 31, 2016

QUESTION 5: DO YOU PLAN ON ENROLLING OR REENROLLING IN A HEALTH PLAN THROUGH THE HEALTH INSURANCE EXCHANGE BY JANUARY 31, 2016?

	TOTAL SAMPLE (N=1,209)	PERIOD	
		PERIOD 1 Nov. 20 – Dec. 9 (N=941)	PERIOD 2 Dec. 10 – Dec. 30 (N=268)
Yes	73%	71%	79%
No	3%	4%	3%
ALREADY ENROLLED	3%	3%	1%
UNSURE	21%	22%	17%

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

QUESTION 5A: WHY DO YOU PLAN ON ENROLLING?

	TOTAL SAMPLE (N=899)	PERIOD	
		PERIOD 1 NOV. 20 – DEC. 9 (N=681)	PERIOD 2 DEC. 10 – DEC. 30 (N=218)
IT'S REQUIRED BY LAW	50%	46%	63%
PEACE OF MIND	29%	31%	25%
WAS DROPPED BY PREVIOUS HEALTH PLAN	28%	30%	24%
TO AVOID THE PENALTY/FINE	23%	21%	28%
AFFORDABLE	21%	22%	20%
BETTER/MORE COVERAGE	12%	12%	11%
PRE-EXISTING CONDITIONS ARE NOW COVERED	7%	7%	7%
NEW PERSONAL SITUATION (JOB, LOCATION, OFF PARENTS' PLAN)	3%	3%	3%
OTHER	1%	1%	1%
NEED INSURANCE	1%	*	3%
CHANGE IN PERSONAL HEALTH SITUATION	*	*	1%

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

QUESTION 5B: WHY DON'T YOU PLAN ON ENROLLING IN A HEALTH PLAN?

	TOTAL SAMPLE* (N=35)
TOO EXPENSIVE/CAN'T AFFORD IT	34%
ALREADY COVERED BY HEALTH INSURANCE	34%
BENEFITS NOT WORTH THE COST	17%
TOO COMPLICATED/CONFUSING	11%
WOULD RATHER PAY THE FINE	11%
DON'T QUALIFY	11%
AGAINST THE AFFORDABLE CARE ACT (ALSO KNOWN AS OBAMACARE)	9%
POOR COVERAGE	9%
OTHER	3%

*SHOWING TOTAL SAMPLE ONLY DUE TO SMALL CELL SIZE.

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

QUESTION 5C: WHY ARE YOU UNSURE IF YOU PLAN ON ENROLLING IN A HEALTH PLAN OR NOT?

	TOTAL SAMPLE (N=214)	PERIOD	
		PERIOD 1 NOV. 20 – DEC. 9 (N=178)	PERIOD 2 DEC. 10 – DEC. 30 (N=36)
DEPENDS ON COST	58%	57%	64%
DEPENDS ON IF I FIND A PLAN THAT FITS MY NEEDS	43%	44%	42%
DEPENDS ON VALUE (BENEFITS/COVERAGE VS. COST)	34%	37%	22%
DEPENDS ON ACCESS TO CURRENT/PREFERRED HEALTH CARE PROVIDERS	25%	27%	14%
AGAINST THE AFFORDABLE CARE ACT (ALSO KNOWN AS OBAMACARE)	11%	11%	8%
TOO COMPLICATED	10%	10%	8%
OTHER	2%	2%	3%
NEED MORE INFORMATION	1%	*	6%
CAN'T ENROLL ON THIS SITE	1%	1%	*
THERE IS ANOTHER BEWELLM.ORG	*	1%	*
TECHNICAL ISSUES	*	1%	*
WANT TO TALK TO SOMEONE	*	1%	*

**OVERALL USER FRIENDLINESS OF NEW MEXICO HEALTH INSURANCE EXCHANGE’S WEBSITE beWELLNM.COM
 AMONG THOSE WHO FORMED AN OPINION ABOUT THE USER FRIENDLINESS OF THE NMHIX WEBSITE**

QUESTION 6: OVERALL, HOW WOULD YOU RATE THE USER-FRIENDLINESS OF THE NEW MEXICO HEALTH INSURANCE EXCHANGE WEBSITE, beWELLNM.COM?

	TOTAL SAMPLE (N=758)	PERIOD	
		PERIOD 1 Nov. 20 – Dec. 9 (N=548)	PERIOD 2 Dec. 10 – Dec. 30 (N=210)
5 - VERY USER FRIENDLY	23%	21%	28%
4	29%	30%	27%
3	30%	32%	28%
2	8%	8%	6%
1 - NOT USER FRIENDLY AT ALL	10%	9%	12%
MEAN †	3.5	3.5	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.

WAYS NMHIX WEBSITE BEWELLM.COM COULD BE MORE USER FRIENDLY

QUESTION 7: HOW COULD THE NEW MEXICO HEALTH INSURANCE EXCHANGE WEBSITE, BEWELLM.COM, BE MORE USER-FRIENDLY?

	TOTAL SAMPLE (N=1,040)	PERIOD	
		PERIOD 1 NOV. 20 – DEC. 9 (N=799)	PERIOD 2 DEC. 10 – DEC. 30 (N=241)
EASIER TO FIND INFORMATION/LESS COMPLICATED	48%	46%	56%
MORE INFORMATION	28%	27%	34%
BETTER COMPATIBILITY WITH MOBILE DEVICE (SMARTPHONE/TABLET)	12%	12%	14%
OTHER	12%	14%	3%
BETTER COMPATIBILITY WITH DESKTOP/LAPTOP WEB BROWSER	7%	8%	4%
LESS INFORMATION	3%	3%	1%
TECHNICAL ISSUES	2%	1%	5%
SITE IS GOOD	1%	1%	2%
DON'T WANT TO HAVE TO REENTER MY INFORMATION EVERY TIME	1%	1%	1%
BE ABLE TO CONTACT SOMEONE DIRECTLY	1%	1%	1%
DON'T LIKE REDIRECT TO OTHER SITES	*	*	1%
BE AVAILABLE IN OTHER LANGUAGES	*	1%	*
DON'T DISCRIMINATE	*	*	1%
BETTER RATES	*	*	*
SPAM PROTECTION	*	*	*
EASIER ENROLLMENT	*	*	*
DON'T KNOW	3%	4%	2%

* LESS THAN 1% REPORTED.

HOW HELPFUL IS THE INFORMATION AVAILABLE AT NMHIX'S WEBSITE BEWELLM.COM?

QUESTION 8: IS THE INFORMATION AVAILABLE TO YOU ON THE NEW MEXICO HEALTH INSURANCE EXCHANGE WEBSITE, BEWELLM.COM, VERY HELPFUL, SOMEWHAT HELPFUL OR NOT AT ALL HELPFUL?

	TOTAL SAMPLE (N=1,022)	PERIOD	
		PERIOD 1 Nov. 20 – Dec. 9 (N=774)	PERIOD 2 Dec. 10 – Dec. 30 (N=248)
VERY HELPFUL	30%	28%	36%
SOMEWHAT HELPFUL	59%	60%	54%
NOT AT ALL HELPFUL	12%	12%	10%

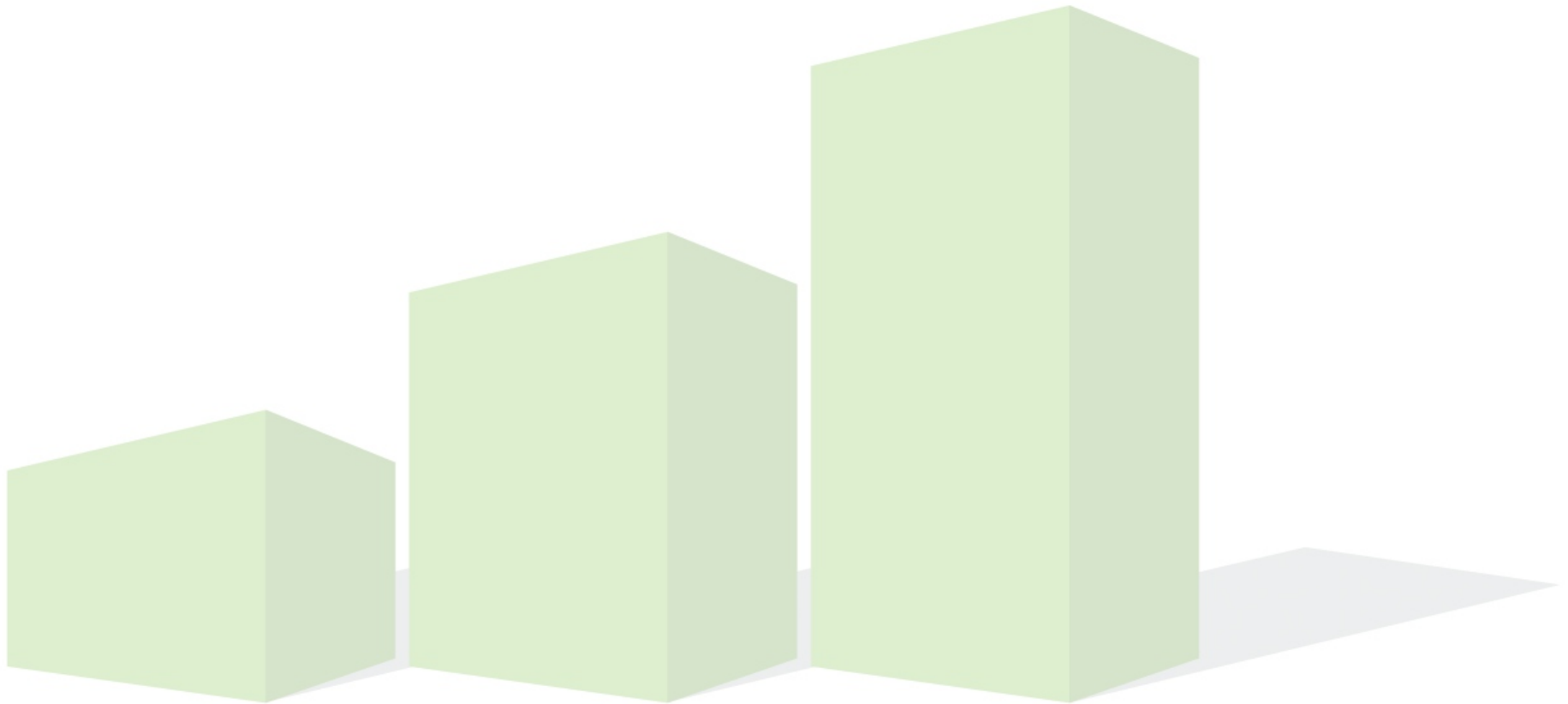
OTHER IMPROVEMENTS FOR NMHIX WEBSITE BEWELLM.COM

QUESTION 9: WHAT OTHER TYPES OF IMPROVEMENTS WOULD YOU LIKE TO SEE ON THE NEW MEXICO HEALTH INSURANCE EXCHANGE WEBSITE, BEWELLM.COM?

	TOTAL SAMPLE (N=999)	PERIOD	
		PERIOD 1 Nov. 20 – Dec. 9 (N=761)	PERIOD 2 Dec. 10 – Dec. 30 (N=238)
MORE HEALTH PLAN INFORMATION	44%	44%	42%
COST/SUBSIDY CALCULATOR	32%	29%	43%
EASIER TO NAVIGATE	20%	20%	20%
LESS COMPLICATED	18%	18%	18%
GENERAL AFFORDABLE CARE ACT/OBAMACARE INFORMATION	17%	16%	21%
MORE USER-FRIENDLY	15%	14%	18%
OTHER	8%	9%	2%
FIX TECHNICAL ISSUES	1%	1%	3%
ADDITIONAL CONTACT OPTIONS	1%	1%	*
BE ABLE TO COMPARE PLANS ALL ON ONE PAGE	*	*	1%
BE ABLE TO ENROLL ON THE SITE	*	*	1%
LOWER RATES	*	*	1%
SEE PLANS WITHOUT ENTERING PERSONAL INFORMATION	*	*	1%
SEE OUT OF STATE DOCTORS	*	*	*
ROLL-OVER OF AUTOMATIC PAYMENTS	*	*	*
CORRECT BROKER INFORMATION	*	*	*
OTHER LANGUAGE OPTIONS	*	*	*
DON'T KNOW	3%	3%	2%

* LESS THAN 1% REPORTED.

V. DEMOGRAPHICS



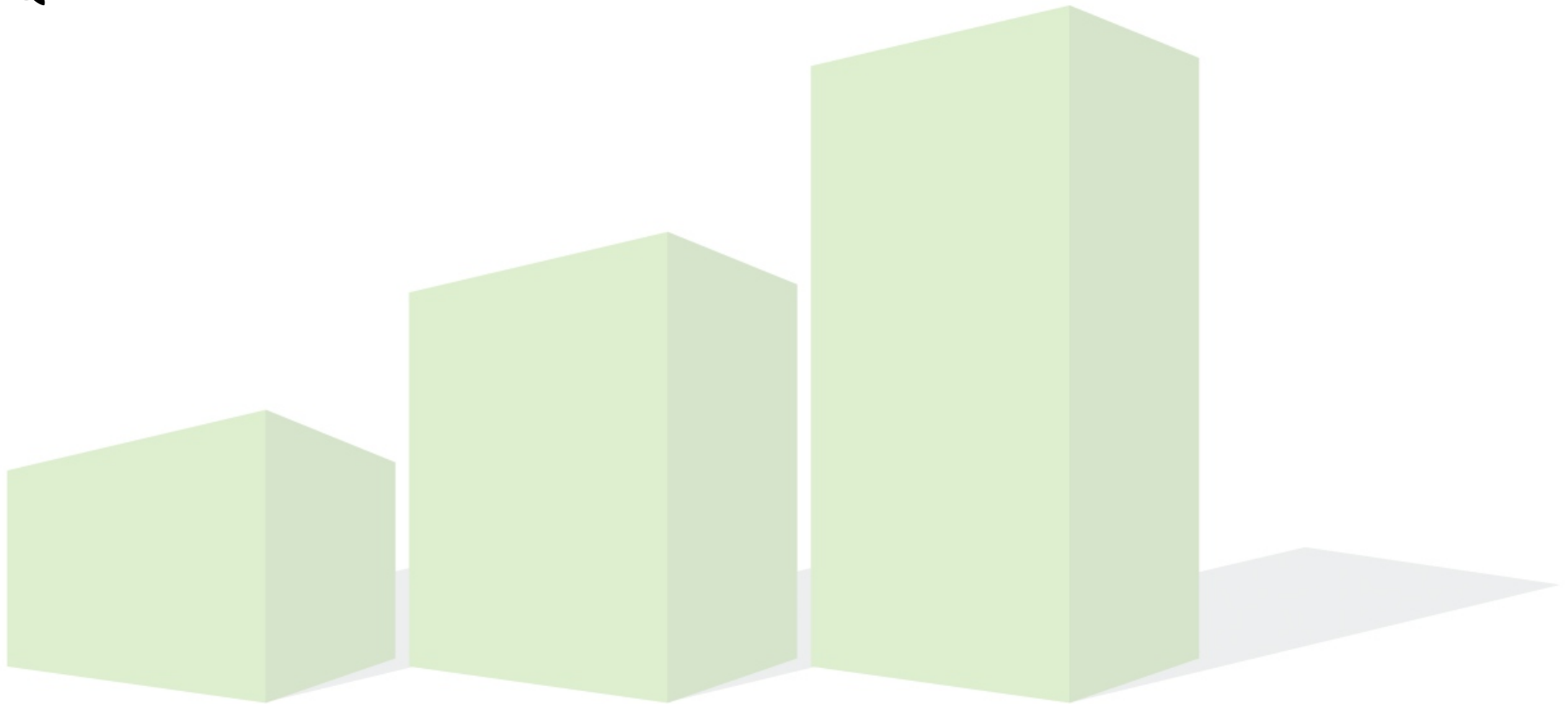
DEMOGRAPHICS

	TOTAL SAMPLE (N=1,022)	PERIOD	
		PERIOD 1 Nov. 20 – Dec. 9 (N=840)	PERIOD 2 Dec. 10 – Dec. 30 (N=253)
MALE	42%	41%	45%
FEMALE	58%	59%	55%

	TOTAL SAMPLE (N=1,115)	PERIOD	
		PERIOD 1 Nov. 20 – Dec. 9 (N=857)	PERIOD 2 Dec. 10 – Dec. 30 (N=258)
24 YEARS OR YOUNGER	7%	5%	12%
25 TO 34 YEARS	17%	17%	19%
35 TO 49 YEARS	24%	24%	25%
50 TO 64 YEARS	49%	51%	41%
65 YEARS OR OLDER	3%	3%	2%

	TOTAL SAMPLE (N=1,111)	PERIOD	
		PERIOD 1 Nov. 20 – Dec. 9 (N=853)	PERIOD 2 Dec. 10 – Dec. 30 (N=258)
ANGLO/CAUCASIAN	55%	58%	44%
HISPANIC	31%	27%	43%
NATIVE AMERICAN	3%	3%	3%
AFRICAN AMERICAN	2%	2%	2%
ASIAN/PACIFIC ISLANDER	2%	2%	1%
OTHER	8%	8%	7%

VI. QUESTIONNAIRE



**NEW MEXICO HEALTH INSURANCE EXCHANGE
 BEWELLM.COM SURVEY
 2015**

1. HOW DID YOU HEAR OF THE NEW MEXICO HEALTH INSURANCE EXCHANGE, ALSO KNOWN AS BEWELLM? (CHECK ALL THAT APPLY)

- | | |
|---|-----------------------------|
| 1. ADVERTISEMENTS (TELEVISION, RADIO, BILLBOARDS) | 5. INTERNET/SOCIAL MEDIA |
| 2. NEWSPAPER ARTICLES/TELEVISION NEWS | 6. HEALTH PLAN WEBSITES |
| 3. LIVE EVENTS | 7. RECORDED TELEPHONE CALLS |
| 4. FAMILY OR FRIENDS | 8. OTHER (SPECIFY) _____ |

2. WHAT ARE YOUR PRIMARY REASONS FOR VISITING THE NEW MEXICO HEALTH INSURANCE EXCHANGE BEWELLM? (CHECK ALL THAT APPLY)

- | | |
|--|---|
| 1. RESEARCH HEALTH PLAN INFORMATION | 5. REENROLL IN A HEALTH PLAN |
| 2. FIND PLACES TO RECEIVE HELP ENROLLING IN A PLAN | 6. TO SEE IF I QUALIFY FOR A DISCOUNT/TAX CREDIT |
| 3. LOOK UP EXCHANGE PHONE NUMBERS | 7. RESEARCH INFORMATION ABOUT THE AFFORDABLE CARE ACT/OBAMACARE |
| 4. ENROLL IN A HEALTH PLAN | 8. OTHER (SPECIFY) _____ |

3. INCLUDING THIS VISIT, HOW MANY TIMES HAVE YOU VISITED THE NEW MEXICO HEALTH INSURANCE EXCHANGE WEBSITE, BEWELLM, IN THE PAST THREE MONTHS?

NUMBER OF TIMES: _____

4. ARE YOU CURRENTLY COVERED BY HEALTH INSURANCE, INCLUDING MEDICAID AND MEDICARE?

- YES
 NO

5. DO YOU PLAN ON ENROLLING OR REENROLLING IN A HEALTH PLAN THROUGH THE HEALTH INSURANCE EXCHANGE BY JANUARY 31, 2016?

- YES
 NO
 ALREADY ENROLLED
 UNSURE

6. OVERALL, HOW WOULD YOU RATE THE USER-FRIENDLINESS OF THE NEW MEXICO HEALTH INSURANCE EXCHANGE WEBSITE, BEWELLM.COM?

VERY USER FRIENDLY	NOT USER FRIENDLY AT ALL	DON'T KNOW
5	4	3
2	1	6

7. HOW COULD THE NEW MEXICO HEALTH INSURANCE EXCHANGE WEBSITE, BEWELLM.COM, BE MORE USER-FRIENDLY? (CHECK ALL THAT APPLY)

- EASIER TO FIND INFORMATION/LESS COMPLICATED
- MORE INFORMATION
- LESS INFORMATION
- BETTER COMPATIBILITY WITH DESKTOP/LAPTOP WEB BROWSER
- BETTER COMPATIBILITY WITH MOBILE DEVICE (SMARTPHONE)
- OTHER (SPECIFY) _____

8. IS THE INFORMATION AVAILABLE TO YOU ON THE NEW MEXICO HEALTH INSURANCE EXCHANGE WEBSITE, BEWELLM.COM, VERY HELPFUL, SOMEWHAT HELPFUL OR NOT AT ALL HELPFUL?

- VERY HELPFUL
- SOMEWHAT HELPFUL
- NOT AT ALL HELPFUL

9. WHAT OTHER TYPES OF IMPROVEMENTS WOULD YOU LIKE TO SEE ON THE NEW MEXICO HEALTH INSURANCE EXCHANGE WEBSITE, BEWELLM.COM? (CHECK ALL THAT APPLY)

- MORE HEALTH PLAN INFORMATION
- COST/SUBSIDY CALCULATOR
- GENERAL AFFORDABLE CARE ACT/OBAMACARE INFORMATION
- EASIER TO NAVIGATE
- MORE USER-FRIENDLY
- LESS COMPLICATED
- OTHER (SPECIFY) _____

10. WHAT IS YOUR AGE?

- 24 YEARS OR YOUNGER
- 25 TO 34 YEARS
- 35 TO 49 YEARS
- 50 TO 64 YEARS
- 65 YEARS OR OLDER

11. ARE YOU:

- MALE
- FEMALE

12. DO YOU CONSIDER YOURSELF TO BE:

- | | |
|--|---|
| <input type="checkbox"/> HISPANIC | <input type="checkbox"/> BLACK/AFRICAN AMERICAN |
| <input type="checkbox"/> ANGLO/CAUCASIAN | <input type="checkbox"/> ASIAN/PACIFIC ISLANDER |
| <input type="checkbox"/> NATIVE AMERICAN | <input type="checkbox"/> OTHER |