

Polling News & Notes

Overlooked Recent Polling and Insights • March 27, 2014

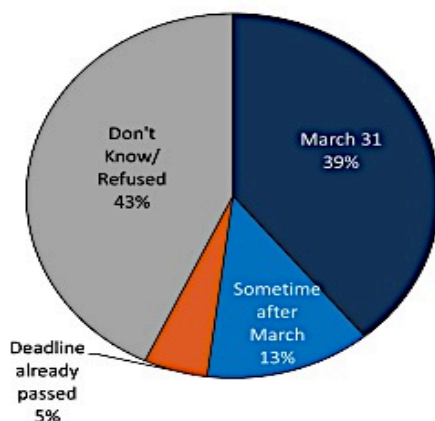
Six In Ten Uninsured Unaware Of Sign-Up Deadline: President Barack Obama recruited an army of Hollywood actors, professional sports stars, and musicians in his campaign to get Americans to sign up for health insurance at Healthcare.gov. He even made appearances on popular TV shows and online spoofs to try boosting enrollment ahead of the March 31 deadline. Despite this, new numbers from the latest Kaiser Family Foundation Health Survey reveal his efforts may not be working as well as he hoped.

A March 17 health tracking [poll](#) found six in ten (43%) uninsured Americans ages 18-64 do not know “the deadline for individuals to sign-up for health insurance.” Only 39% said they knew the deadline was March 31. Eighteen percent said the “deadline had already passed” or it was “sometime in March.” No wonder the Obama Administration announced another delay to the health care law on Wednesday, pushing back the sign-up deadline to mid-April.

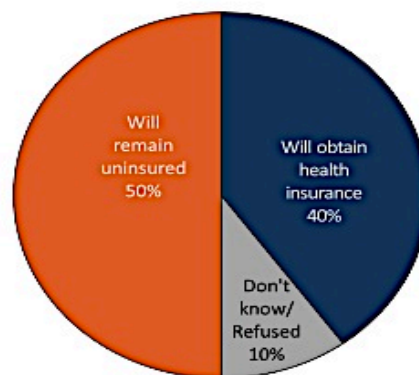
These extra days may not make a significant difference in enrollment numbers, however. When informed of the impending deadline, half (50%) of the uninsured Americans ages 18-64 told Kaiser they “will remain uninsured.” Only 40% said they “will obtain health insurance,” and ten percent did not know what they would do. Mr. Obama and his Administration can continue pushing back deadlines and delaying the law’s mandates, but these political moves do not address the real concerns Americans have with the law – like being forced to find a new doctor, losing their preferred plan, or paying higher premiums and deductibles. The Administration is unlikely to reach their target of seven million enrollments by March 31 as a result, especially since five million had “picked a plan” as of March 15, with an estimated 20% of them yet to pay and thereby actually become enrolled.

Six In Ten Uninsured Unaware Of Sign-Up Deadline, Half Say They Plan To Remain Uninsured

AMONG UNINSURED AGES 18-64: As you may know, the health care law requires nearly all Americans to have health insurance, or else pay a fine. Do you happen to know the deadline for individuals to sign-up for health insurance?



AMONG UNINSURED AGES 18-64: As you may know, the health care law requires nearly all Americans to have health insurance by the end of March, or else pay a fine. Do you think you will obtain health insurance, or do you think you will remain uninsured?



SOURCE: Kaiser Family Foundation Health Tracking Poll (conducted March 11-17, 2014)

