



Ipsos Poll Conducted for Reuters

ACA Topline (All Respondents vs. Uninsured) 11.08.13

These are findings from a Ipsos polls conducted for Thomson Reuters from September 1-September 30 and October 1-October 31, 2013. For the surveys, samples of 11,906 and 11,999, respectively, Americans 18+ were interviewed online, including 1,237 and 1,339 who indicated that they are currently uninsured. The precision of the Reuters/Ipsos online polls is measured using a [credibility interval](#). In this case, the poll has a credibility interval of plus or minus 1.0 and 1.0 percentage points among all respondents, and 3.2 and 3.1 percentage points among the uninsured. For more information about credibility intervals, please see the appendix.

The data were weighted to the U.S. current population data by gender, age, education, and ethnicity. Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Figures marked by an asterisk (*) indicate a percentage value of greater than zero but less than one half of one per cent. Where figures do not sum to 100, this is due to the effects of rounding. To see more information on this and other Reuters/Ipsos polls, please visit <http://polling.reuters.com/>.

ATTITUDES TOWARD THE ACA

Q1. As of right now, do you favor or oppose the healthcare reform bill passed by Congress and signed into law by the President in 2010?

September 1-30	All respondents (n=11,906)	Respondents in	Respondents in	All uninsured respondents (n=1,237)	Uninsured	Uninsured
		states with state- run exchanges (n=3,507)	states with federal-run exchanges (n=8,399)		respondents in states with state- run exchanges state (n=303)	respondents in states with federal exchanges (n=934)
Favor	44%	49%	41%	37%	37%	37%
Oppose	56%	51%	59%	63%	63%	63%

October 1-31	All respondents (n=11,999)	Respondents in	Respondents in	All uninsured respondents (n=1,339)	Uninsured	Uninsured
		states with state- run exchanges (n=3,463)	states with federal-run exchanges (n=8536)		respondents in states with state- run exchanges state (n=321)	respondents in states with federal exchanges (n=934)
Favor	47%	54%	44%	44%	55%	40%
Oppose	53%	46%	56%	56%	45%	60%



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Q2. An earlier question asked about health insurance marketplaces, or Exchanges, which have been are being created by the health reform bill to help individuals and small businesses purchase health insurance coverage. Once Now that the state healthcare exchanges have been implemented, how likely are you to buy insurance through your state's healthcare exchange or sign up for Medicaid if it's available to you?

September (Question added Sept. 18 th)	<u>All potential exchange users</u> (n=1,247)	<u>Potential exchange users in states with a state-run exchange (n=308)</u>	<u>Potential exchange users in states with a federal exchange (n=939)</u>	<u>All uninsured potential exchange users</u> (n=1,237)	<u>Uninsured potential exchange users in states with a state-run exchange (n=303)</u>	<u>Uninsured potential exchange users in states with a federal exchange (n=934)</u>
Very likely	19%	17%	19%	19%	17%	20%
Somewhat likely	18%	15%	20%	18%	15%	20%
Not very likely	8%	9%	8%	8%	9%	8%
Not at all likely	17%	17%	17%	17%	17%	17%
Don't know	37%	42%	35%	37%	42%	35%
TOTAL LIKELY	37%	32%	39%	37%	32%	39%
TOTAL UNLIKELY	26%	26%	26%	26%	26%	26%

October	<u>All potential exchange users</u> (n=3,639)	<u>Potential exchange users in states with a state-run exchange (n=1,013)</u>	<u>Potential exchange users in states with a federal exchange (n=2,626)</u>	<u>All uninsured potential exchange users</u> (n=1,190)	<u>Uninsured potential exchange users in states with a state-run exchange (n=297)</u>	<u>Uninsured potential exchange users in states with a federal exchange (n=893)</u>
Very likely	19%	22%	18%	22%	27%	20%
Somewhat likely	16%	16%	17%	20%	17%	21%
Not very likely	8%	7%	8%	6%	4%	7%
Not at all likely	24%	24%	24%	21%	16%	22%
Don't know	32%	31%	33%	31%	35%	30%
TOTAL LIKELY	36%	38%	34%	42%	44%	41%
TOTAL UNLIKELY	32%	31%	33%	27%	21%	29%

How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ , i.e., $Y|\theta \sim \text{Bin}(n, \theta)$, where n is the size of our sample. In this setting, Y counts the number of “yes”, or “1”, observed in the sample, so that the sample mean (\bar{y}) is a natural estimate of the true population proportion θ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian ¹ statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one’s knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution ($\pi(\theta|y) \sim \beta(y+a, n-y+b)$), but with updated hyper-parameters.

Our credibility interval for ϑ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for ϑ given our updated knowledge base. There are different ways to calculate these intervals based on $\pi(\theta|y)$. Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that $a=1$ and $b=1$ and $y=n/2$. Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \pm \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect $1+L=1.3$ to account for complex weighting²

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2

¹ *Bayesian Data Analysis, Second Edition, Andrew Gelman, John B. Carlin, Hal S. Stern, Donald B. Rubin, Chapman & Hall/CRC | ISBN: 158488388X | 2003*

² *Kish, L. (1992). Weighting for unequal Pi. Journal of Official, Statistics, 8, 2, 183200.*