



NAIC HEALTH CARE INSURANCE INTELLIGENCE QUOTIENT (IIQ) AUGUST 2010 EXECUTIVE SUMMARY

SURVEY METHODOLOGY

- Telephone omnibus study
- 1,000 person national sample of U.S. adults 18+
- Includes 2 questions

TOP-LINE RESULTS

- When asked the earliest date that some provisions of the health of the health reform law could take effect, out of the 77% of respondents who selected a date (as opposed to choosing “unsure” or “don’t know”), only 14% knew the right answer.
 - Out of the total respondents, 87% selected an incorrect date, were unsure of the date or simply did not know.
 - 64% thought they were aware of the date, but identified it incorrectly.
 - 23% of total respondents claimed they were unsure of the date or simply did not know.
- **The majority of respondents correctly identified the two provisions of the health care reform law that will be taking effect September 2010.**
 - 72% of respondents identified that children with pre-existing conditions may not be excluded from coverage beginning in September 2010.
 - 70% of total respondents identified the provision that adult children up to age 26 may be covered under their parents’ coverage beginning in September 2010.
 - Half of all respondents incorrectly believed that employers with fewer than 50 employees will have to offer coverage to employees effective September 2010.
 - Almost half (47%) incorrectly believed all health insurance plans must cover approved preventive care and checkups without co-payment beginning September 2010.