Key Findings

When looking at October 1 – December 15th Year over Year (2016 vs. 2017), coverage volumes, total impressions were higher in 2017.

While President Trump’s actions drove news nationally and locally - that news spurred calls to action for enrollment in media markets across the nation.

Coverage of ‘enrollment,’ ‘enrollment period’ and ‘deadline’ increased by 53%, 125% and 129%, respectively, Year over Year.

• When comparing it to full OE4 (through January 31, 2017), coverage of the phrase ‘enrollment period’ was higher in OE5 coverage, despite the shorter time period.
Coverage Nationally: When looking at October 1 - December 15th Year-over-Year (2016 vs. 2017), coverage volumes, total impressions and social shares were higher in 2017.

Coverage Volume Overall OE4 Enrollment

Coverage Volume Overall OE5 Enrollment

N= 247,177

Source: TrendKite
Coverage Nationally: GOP efforts to repeal the ACA drove news in both 2016 and 2017

- While national news focused efforts on Trump and Congress, local publications (e.g., WSPA, STLtoday, Miami Herald, etc.) focused on what changes meant to local residents and reminded their readers of the enrollment deadline.

Coverage Volume Overall OE4 Enrollment

- The Obama administration confirms double-digit premium hikes.
- In a campaign speech, Trump calls for special session of Congress to repeal Obamacare.
- Trump names Tom Price as next HHS Secretary; notes that Price is "exceptionally qualified to shepherd our commitment to repeal and replace Obamacare..."
- Pence told reporters that he and Trump would pursue a "two-track approach" to chip away at the ACA through executive powers and legislation.
- Trump addresses the ACA in a press conference.
- Starbucks pledges to hire refugees; offer benefits if ACA is repealed.

Coverage Volume Overall OE5 Enrollment

- Trump scraps health care cost-sharing subsidies.
- Trump signals opposition to bipartisan Alexander Murray plan via Twitter.
- First day of Obamacare enrollment drives coverage (MSNBC, Politico, USA Today, Yahoo!, etc.)
- Final GOP tax bill repeals Obamacare mandate; a federal judge in PA blocks Trump rollback of Obamacare contraception mandate.

N= 247,177

Source: TrendKite

N= 172,211 to-date as of January 11, 2018
### Coverage nationally about potential repeal or the national political debate on health care drove impressions (awareness) during both respective enrollment periods

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Total Volume of Coverage</strong>*</td>
<td>247,177</td>
<td>120,476</td>
<td>126,701</td>
<td>141,040</td>
<td>17%</td>
</tr>
<tr>
<td><strong>Top Coverage Impressions</strong></td>
<td>569,006,833,406</td>
<td>304,035,831,421</td>
<td>264,971,001,985</td>
<td>354,920,648,539</td>
<td>17%</td>
</tr>
<tr>
<td><strong>Highest Readership Articles (Top 3)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td>1. Health insurance deadline looms in spite of Trump’s order</td>
<td>(Top 3)</td>
<td>(Top 3)</td>
<td>(Top 3)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Big insurance merger looks doubtful, impacting Obamacare</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>3. CT exchange wants to require broker commissions for health plans</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Top Markets in Coverage (Top 3)</strong></td>
<td>New York</td>
<td>New York</td>
<td>New York</td>
<td>New York</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>California</td>
<td>California</td>
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<td>California</td>
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<td></td>
<td>Texas</td>
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<td></td>
</tr>
</tbody>
</table>

Source: TrendKite

* Volume of coverage = the number of articles appearing during the timeframe that fit the criteria of the established search string.

** Impressions = the number of viewers of a piece of content. Calculated using unique monthly visitors. Monthly unique visitors are determined by tracking first-time visitors to a site over a 30-day period.
Coverage nationally: Core terms intrinsic to enrollment increased dramatically during the 2018 open-enrollment period.

**Impact** is an estimate of the awareness and engagement generated by an article. Key topic coverage includes English language only.

<table>
<thead>
<tr>
<th>Key Topics</th>
<th>October 1, 2016 - December 15, 2016</th>
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<tbody>
<tr>
<td>Obamacare</td>
<td>2,407</td>
<td>8,382</td>
</tr>
<tr>
<td>Trump</td>
<td>7,928</td>
<td>24,377</td>
</tr>
<tr>
<td>Repeal</td>
<td>44,539</td>
<td>33,160</td>
</tr>
<tr>
<td>Obama</td>
<td>40,274</td>
<td>38,588</td>
</tr>
<tr>
<td>ACA</td>
<td>33,160</td>
<td>24,377</td>
</tr>
<tr>
<td>Enrollment</td>
<td>8,928</td>
<td>8,065</td>
</tr>
<tr>
<td>Covered California</td>
<td>1,877</td>
<td>2,407</td>
</tr>
</tbody>
</table>

**Key Articles by Impact**

- Here’s What Donald Trump Wants to Do In His First 100 Days
- Trump Confirms That He Just Googled Obamacare
- Donald Trump, Loser-in-Chief
- 'I Had Nothing to Do With That!' Obama Dodges Blame For Skyscoring Premiums
- Here Is What Donald Trump Wants To Do In His First 100 Days
- Trump Confirms That He Just Googled Obamacare
- Donald Trump, Loser-in-Chief
- ‘I Had Nothing to Do With That!’ Obama Dodges Blame For Skyscoring Premiums
- Trump’s acting like Obamacare is just politics. It’s ‘people’s’ lives.
- Trump Administration Guts Obamacare Birth Control Rule
- Boom! Trump Unloads Gargantuan Executive Order—Obama, Democrats Are Devastated
- Obamacare Signups Surge Early; Early Days Set the All-Time Record
- President Trump Admits He’s ‘Crying Bull’ About Obamacare; It’s Illegal
- Trump’s acting like Obamacare is just politics. It’s ‘people’s’ lives.
Coverage nationally: Coverage of ‘enrollment,’ ‘enrollment period’ and ‘deadline’ jumped by 53%, 125% and 129% Year-over-Year

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<th>October 1, 2017 - December 15, 2017</th>
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</thead>
<tbody>
<tr>
<td>Enrollment</td>
<td>33,160</td>
<td>50,686</td>
</tr>
<tr>
<td>Enrollment Period</td>
<td>8,928</td>
<td>20,116</td>
</tr>
<tr>
<td>Deadline</td>
<td>8,065</td>
<td>18,508</td>
</tr>
</tbody>
</table>

**Impact is an estimate of the awareness and engagement generated by an article**

Key topic coverage includes English language coverage only.
Objective & Methodology

Ogilvy was commissioned by Covered California to develop a report on national media amplification of ACA enrollment coverage during the respective 2017 and 2018 enrollment periods.

**Topic:**
- Enrollment in the ACA, or Obamacare

**Timeframe:**
- October 1, 2016 - Present
  - October 1, 2016 - December 15, 2016
  - October 1, 2016 - January 31, 2017
  - December 16, 2016 - January 31, 2017
  - October 1, 2017 - December 15, 2017
  - October 1, 2017 - Present

**Sources:**
- TrendKite, a media monitoring platform

**Channels:**
- Online versions of traditional news outlets, online news and broadcasts news, where available (excluding radio, social media and pay walled content)

**Market:**
- U.S. coverage for all markets nationally (Includes national publications like the New York Times, as well as local publications such as the Cleveland Plains Dealer and Miami Herald, etc.)

**Languages:**
- English
- Spanish

**Questions:**
- How did the overall media environment around ACA enrollment change YoY?
- How did media coverage specifically of the ACA change YoY?

**Search String:**
- ("obamacare" OR "ACA" OR "affordable care act" OR "trumpcare" OR "health exchange") AND ("enrollment" OR "open enrollment" OR "enroll" OR "register" OR "signup" OR "sign up" OR "get covered" OR "get America covered" OR "sign-up" OR "exchange" OR "deadline" OR "marketplace" OR "repeal and replace" OR "healthcare law" OR "save our care") OR ((("obamacare" OR "ACA" OR "la Ley de Protección al Paciente y Cuidado de Salud" OR "Ley de Cuidado de Salud a Bajo Precio" OR "trumpcare" OR "AHCA" OR "seguro médico" OR "Intercambio de seguros") AND ("inscripción abierta" OR "periódico especial de inscripción" OR "inscribir" OR "registrar" OR "obtenga cobertura" OR "Mercado de Seguros Médicos" OR "derogar y reemplazar" OR "revocar y reemplazar" OR "save our care")) AND (tk_location:"United States") NOT (tk_filter:"Press Release")

**Additional Questions (to be addressed with further research):**
- How has influencer engagement impacted enrollment coverage and amplification on social media?
- What is the breakout of coverage by specific regions (i.e., California, Ohio, Florida)