

# Is Baltimore Ready for Health Care Reform?



With the full implementation of Health Care Reform only months away, **WB&A** is working with a wide variety of entities in the health care industry to determine the impact of these potential changes. Given this, we wanted to understand the general public's familiarity with specific elements and expectations of how this reform will impact them.

**Stay tuned as we continue to explore this and other issues.**

## % FAMILIAR with:

**75%** Requirement for everyone to have health insurance

**50%** Penalties

Assessed by the government for individuals and families that do not have health insurance

**44%** Subsidies

Given by the government to assist lower and middle income households purchasing coverage through the Exchange

**40%** The Exchange

An online marketplace where those who do not have coverage provided by their employer can purchase coverage for themselves and their families



## WILL HEALTH CARE REFORM HAVE A POSITIVE/NEGATIVE IMPACT ON...?

Health Care Overall

50% positive  
8% don't know  
42% negative

43% positive  
14% don't know  
43% negative

Your Health Care

This research was fielded in the Baltimore Metropolitan Statistical Area (MSA) from April 16th to April 21st 2013, and is part of WB&A's established MarkeTrak® quarterly public opinion study. A total of 401 adults were polled (200 via telephone interviews and 201 via an online survey), with a geographic sample representative of the market.



Baltimore MarkeTrak®, along with a companion Washington, DC area survey, piggybacks general interest questions with those of specific clients who share the cost of the study to obtain answers to critical questions. All client data are proprietary and confidential. This study on Health Care Reform was not conducted for any organization.

For more information on WB&A Market Research, please visit [www.WBanda.com](http://www.WBanda.com).