

OBAMACARE OR THE ACA? UNDERSTANDING YOUNG ADULTS' ATTITUDES TOWARD THE AFFORDABLE CARE ACT

HYPOTHESES AND RESEARCH QUESTIONS:



Young adults perceive themselves to be at low risk of illness or injury, which leads them to believe they do not need health insurance.



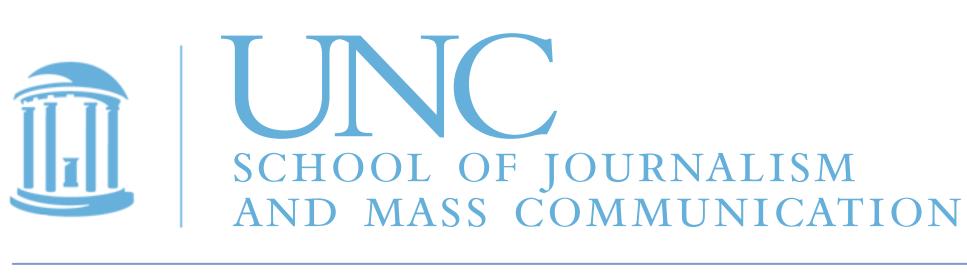
CORRELATIONS BETWEEN NEED FOR CARE, ABILITY TO PAY AND PERCEPTIONS OF RISK								
		Do you believe	do you feel confident	your overall health?				
Do you believe you are likely to need to see a doctor in the next six	Pearson Correlation	1	0.05	259**				
months, whether for an illness or an injury?	Sig. (2-tailed)		0.065	0				
	Ν	7	1368	1368				
If you need to see a doctor, do you feel confident that you	Pearson Correlation		1	.117**				
will be able to pay for that care?	Sig. (2-tailed)			0				
	Ν			1367				
How would you describe your overall health?	Pearson Correlation			1				
	Sig. (2-tailed)							
	Ν			1368				

** Correlation is significant at the 0.01 level (2-tailed) Likely to need doctor & confident pay for care: 1= Yes, 2= Maybe, 3= No Overall health: 1= Very Good 5= Very Poor

OPINION BASED ON THE NAME USED TO

REFERENCE THE	H ₂ RC	RQ4		
Beta weights and t-values from simp	t	Standard Error	ß	
Do you have a generally favorable or unfavorable	Personal political party	-0.298	0.035	-0.006
opinion of Obamacare?	Parent's political party	-3.076	0.031	-0.068*
	Overall support for social services (composite measure)	38.872	0.028	0.827**
Do you have a generally favorable or unfavorable opinion of the Affordable	Personal political party	0.967	0.035	0.021
Care Act?	Parent's political party	-3.474	0.03	-0.077**
	Overall support for social services (composite measure)	37.933	0.028	0.819**

*p < .005 ** p < .001



LAURA H MARSHALL, M.A. UNIVERSITY OF NORTH CAROLINA, CHAPEL HILL



SOURCE WHERE PARTICIPANTS SOUGHT INFORMATION

Cable network (CNN, Fox, MSNBC) Social networking sites (Facebook, Twitter) Radio

Medical or health website (WebMD, MayoClinic) Health care provider, ex. doctor, nurse, pharmacist Other personal contact (in person, on phone, email) Health insurance company or representative Non-profit or community organization Magazines Other

Employer or union Other government source

PARTICIPANTS' TRUST IN INFORMATION SOURCE



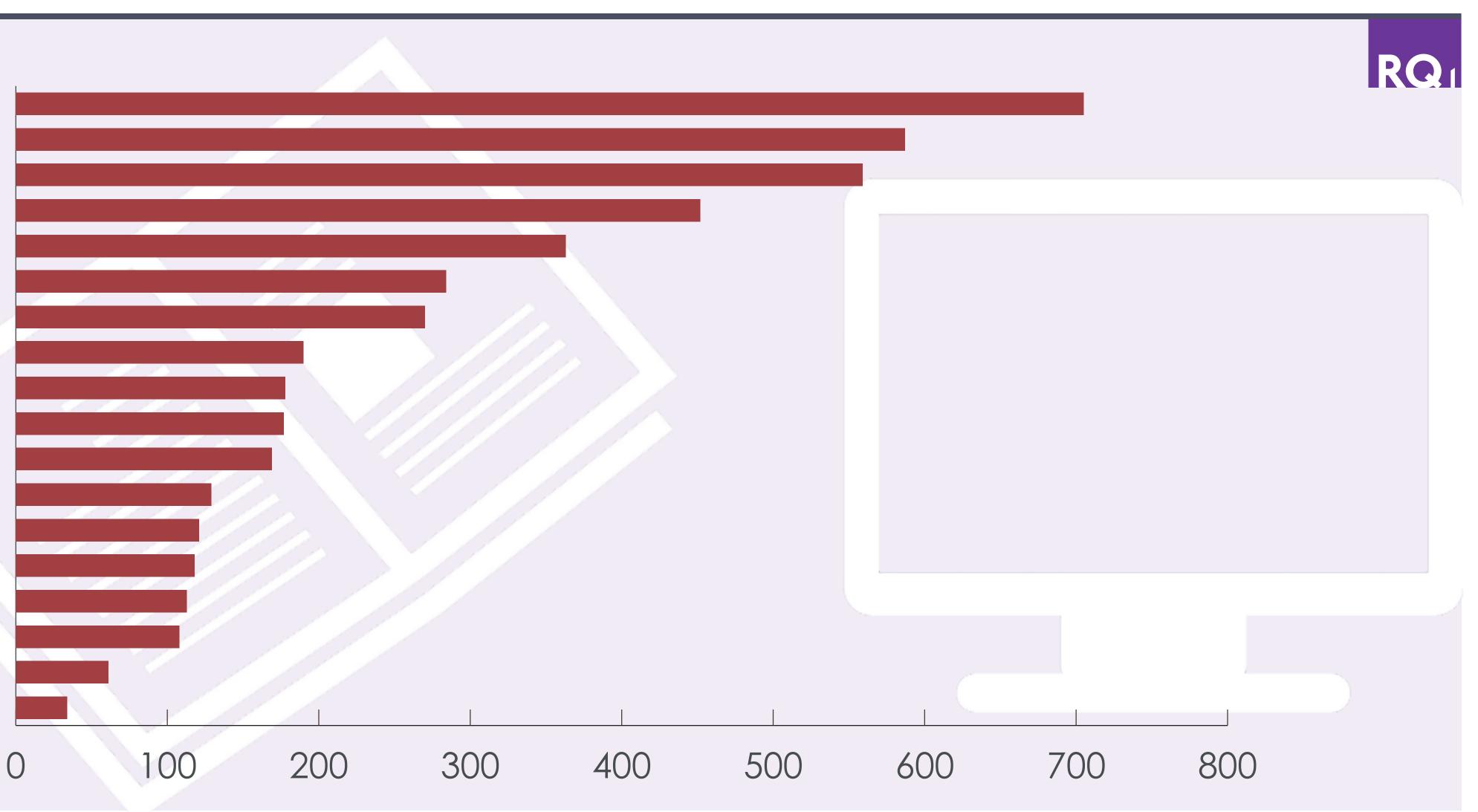
Attitudes of young adults toward the just-implemented ACA and its requirement to purchase health insurance are influenced by their political beliefs and attitudes toward social services.

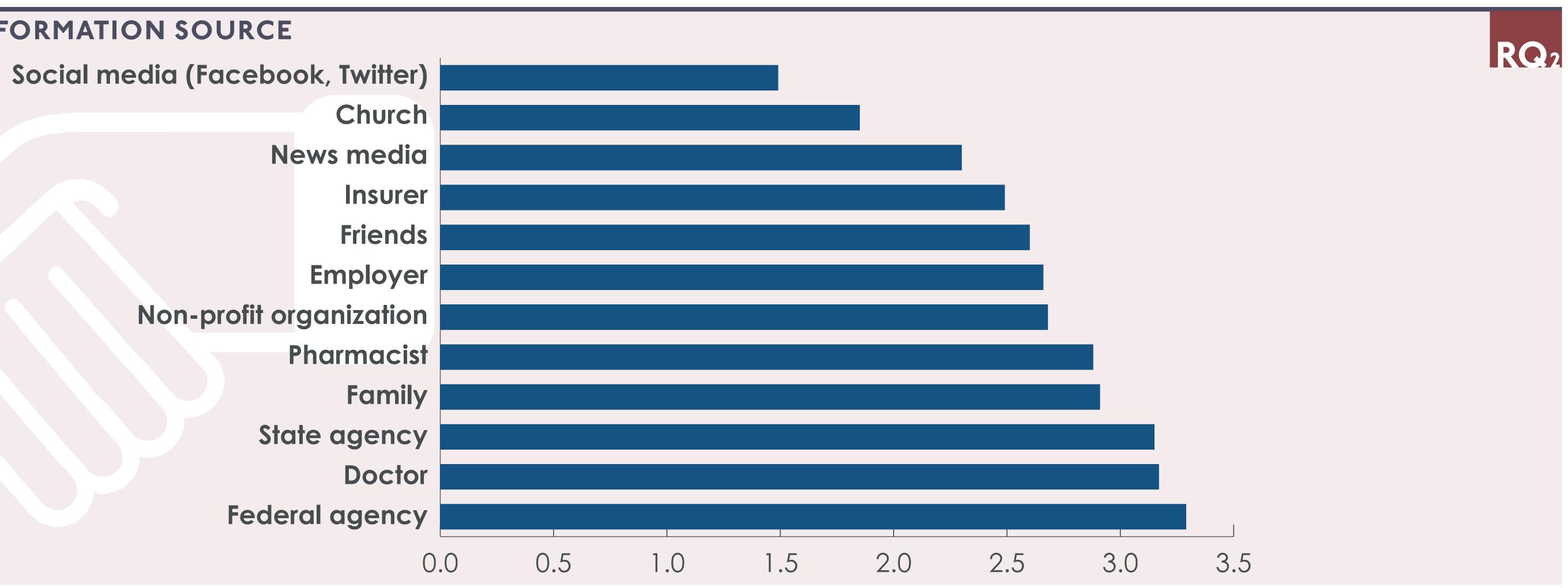
Which sources



Does the name by which they know the new law **RC3** they know the new law affect their support for it?

Search engine, like Google Online news outlet Government website Friends or family Newspapers









Do their parents' political beliefs influence their attitudes toward the law?

Laura H. Marshall, M.A., Roy H. Park Doctoral Fellow, Interdisciplinary Health Communication University of Chapel Hill

Centers for Disease Control Conference on Health Communication, August 2014

Survey frequencies: Income, employment status, gender and age of study participants

Household Income

	Frequency	Percent
Under \$20,000	352	25.8%
\$20,000 to \$40,000	312	22.9%
\$40,000 to \$60,000	130	9.5%
\$60,000 to \$80,000	140	10.3%
\$80,000 to \$100,000	109	8.0%
\$100,000 to \$250,000	236	17.3%
\$250,000 to \$500,000	61	4.5%
\$500,000 or more	22	1.6%

Employment status

	Frequency	Percent
Unemployed	15	1.1%
Full-time student	1160	83.3%
Part-time student	30	2.2%
Employed part-time	32	2.3%
Employed full-time	73	5.2%
Retired	1	0.1%
Other	82	5.9%

Gender

	Frequency	Percent	
Male	40	61	33.3%
Female	92	25	66.7%

Laura H. Marshall, M.A., Roy H. Park Doctoral Fellow, Interdisciplinary Health Communication University of Chapel Hill

Centers for Disease Control Conference on Health Communication, August 2014

Age (Mean = 23)

	Frequency	Percent
17	1	0.1
18	154	9.6
19	124	7.7
20	148	9.2
21	148	9.2
22	109	6.7
23	102	6.4
24	103	6.4
25	92	5.7
26	102	6.4
27	91	5.7
28	77	4.8
29	66	4.1
30	53	3.3

Laura H. Marshall, M.A., Roy H. Park Doctoral Fellow, Interdisciplinary Health Communication University of Chapel Hill

Centers for Disease Control Conference on Health Communication, August 2014

Tables: Parents' political party and affect on beliefs about the Patient Protection and Affordable Care Act by name of law

What is your parents' political party?

	Do yo	ou have a gen	erally favorable	e or generally	unfavorable op	oinion of Obar	nacare?
			Somewhat		Somewhat	Very	
		Very fav.	fav.	Neither.	unfav.	unfav.	Totals
Republican	Count	25	82	51	74	68	300
	Percent	8.30%	27.30%	17.00%	24.70%	22.70%	100.00%
Democrat	Count	85	109	28	8	6	236
	Percent	36.00%	46.20%	11.90%	3.40%	2.50%	100.00%
Independent	Count	17	44	30	13	12	116
	Percent	14.70%	37.90%	25.90%	11.20%	10.30%	100.00%
Another party	Count	10	19	6	6	5	46
	Percent	21.70%	41.30%	13.00%	13.00%	10.90%	100.00%
Total	Count	137	254	115	101	91	698
	Percent	19.60%	36.40%	16.50%	14.50%	13.00%	100.00%

Do you have a generally favorable or generally unfavorable opinion of the Affordable
Como A at?

		Care Act?					
			Somewhat		Somewhat	Very	
		Very fav.	fav.	Neither.	unfav.	unfav.	Totals
Republican	Count	17	75	52	61	64	269
	Percent	6.30%	27.90%	19.30%	22.70%	23.80%	100.00%
Democrat	Count	79	108	25	13	4	229
	Percent	34.50%	47.20%	10.90%	5.70%	1.70%	100.00%
Independent	Count	28	42	28	16	14	128
	Percent	21.90%	32.80%	21.90%	12.50%	10.90%	100.00%
Another party	Count	16	22	10	5	5	58
	Percent	27.60%	37.90%	17.20%	8.60%	8.60%	100.00%
Total	Count	140	247	115	95	87	684
	Percent	20.50%	36.10%	16.80%	13.90%	12.70%	100.00%

Laura H. Marshall, M.A., Roy H. Park Doctoral Fellow, Interdisciplinary Health Communication University of Chapel Hill

Centers for Disease Control Conference on Health Communication, August 2014

Tables: Participant's political party and affect on beliefs about the Patient Protection and Affordable Care Act by name of law

In politics today, do you consider yourself a Republican, a Democrat, an Independent, or something else?

	Do you have a generally favorable or generally unfavorable opinion of Obamacare ?						
		Very fav.	Somewhat fav.	Neither.	Somewhat unfav.	Very unfav.	Totals
Republican	Count	1	8	11	40	54	114
	Percent	0.90%	7.00%	9.60%	35.10%	47.40%	100.00%
Democrat	Count	113	158	26	5	2	304
	Percent	37.20%	52.00%	8.60%	1.60%	0.70%	100.00%
Independent	Count	22	77	74	50	26	249
	Percent	8.80%	30.90%	29.70%	20.10%	10.40%	100.00%
Another party	Count	3	12	5	7	9	36
	Percent	8.30%	33.30%	13.90%	19.40%	25.00%	100.00%
Total	Count	139	255	116	102	91	703
	Percent	19.80%	36.30%	16.50%	14.50%	12.90%	100.00%

Do you have a generally favorable or generally unfavorable opinion of the Affordable

				Care A	Act?		
		Very	Somewhat		Somewhat		
		fav.	fav.	Neither.	unfav.	Very unfav.	Totals
Republican	Count	0	12	20	39	41	112
	Percent	0.00%	10.70%	17.90%	34.80%	36.60%	100.00%
Democrat	Count	107	147	29	8	0	291
	Percent	36.80%	50.50%	10.00%	2.70%	0.00%	100.00%
Independent	Count	29	78	59	41	37	244
	Percent	11.90%	32.00%	24.20%	16.80%	15.20%	100.00%
Another							
party	Count	4	12	7	7	9	39
	Percent	10.30%	30.80%	17.90%	17.90%	23.10%	100.00%
Total	Count	140	249	115	95	87	686
	Percent	20.40%	36.30%	16.80%	13.80%	12.70%	100.00%

Laura H. Marshall, M.A., Roy H. Park Doctoral Fellow, Interdisciplinary Health Communication University of Chapel Hill

Centers for Disease Control Conference on Health Communication, August 2014

Charts: Parents' and Participants' political party affiliation and negative attitude toward PPACA by name

