



CHIP Outreach Survey Results

64 surveys returned.

1) Why did you apply for Children's Health Insurance Plan (CHIP)?

- Children did not have health insurance 55% (35)
- Private health insurance too expensive 50% (32)
- Lost insurance due to change in employment or marital status 20% (13)
- Other 20% (13)

2) How did you hear about CHIP?

- Office of Public Assistance 53% (34)
- Friend or family member 38% (24)
- Health care provider's office 18% (12)
- Advertisement (TV, radio, newspaper) 8% (5)
- Other 6% (4)
- Internet/CHIP website 5% (3)

3) Where did you get your CHIP application?

- Office of Public Assistance 50% (32)
- Requested application by calling 1-877-KidsNow 33% (21)
- Downloaded application from CHIP website 17% (11)
- Health care provider office 5% (3)
- Other 3% (2)

4) Have you seen or heard any advertisements about the CHIP program (TV, radio, newspaper)?

Yes 61% (39) No 39% (25)