

## Targeting Enrollment Outreach: Technical Assistance to MNsure

SHADAC has provided health data analysis and support for policymakers and state staff to develop targeted outreach strategies for MNsure.

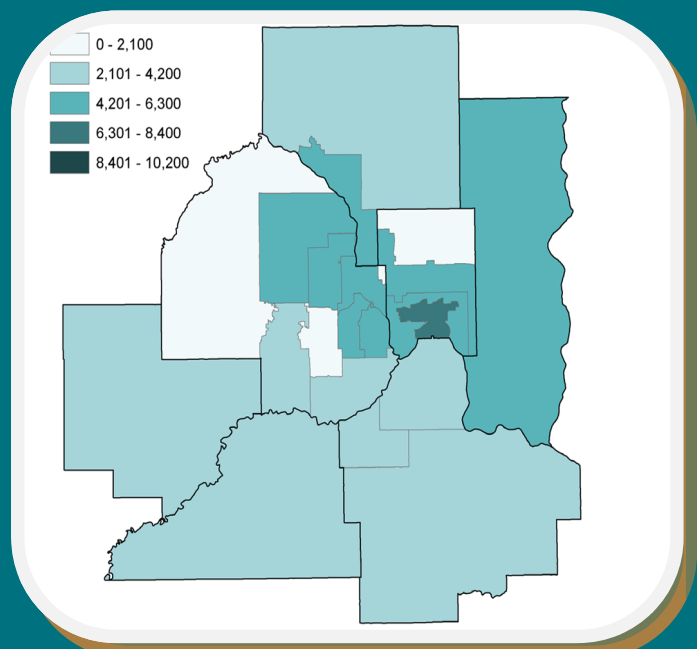
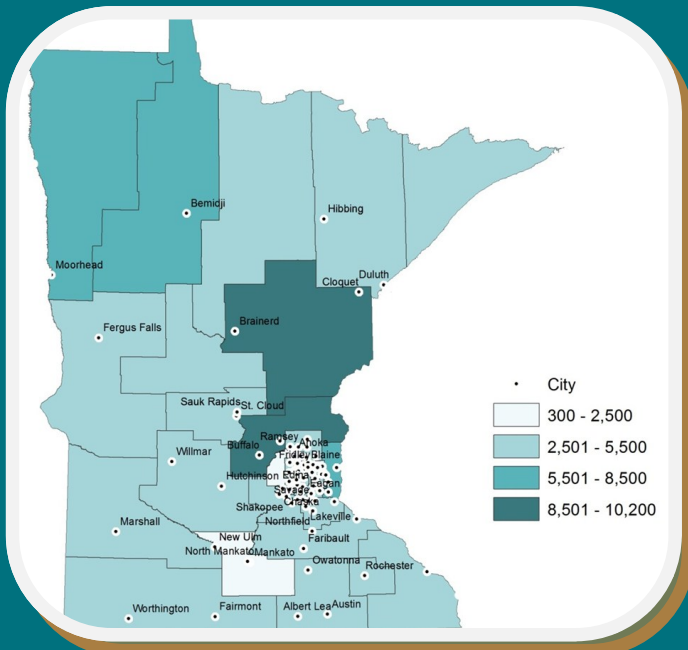
- **Small Business Health Options Program (SHOP).** SHADAC has provided MNsure with analyses of small business characteristics to guide exchange outreach.

- **Uninsured Rates and Characteristics.** SHADAC has used population data to provide uninsured rates and characteristics of the uninsured by county.

- **Developing Maps for Targeted Outreach.** SHADAC has developed several maps identifying populations potentially eligible for Medicaid and the exchange. Maps can include overlays with potential outreach sites such as hospitals, churches, and schools.

**Number of Nonelderly Citizens Who are Uninsured and Between 0-138% FPG, 2011**

**Minnesota 7 County Metro Area: Number of Nonelderly Citizens Who are Uninsured and Between 0-138% FPG, 2011**



## Uninsurance Rates for Minnesota in 2011 and 2012

Subject	2011		2012	
	Population	% Uninsured	Population	% Uninsured
<b>Total civilian noninstitutionalized population</b>				
United States	306,560,685	15.1	308,896,460	14.8*
Minnesota	5,286,728	8.8	5,319,783	8.0*
<b>Age</b>				
Under 18 years	1,276,035	6.3	1,275,509	5.4*
18 to 64 years	3,340,333	11.5	3,344,084	10.6*
19 to 25 years	(no data)	(no data)	490,345	14.5
65 years and older	670,360	0.3	700,190	0.3
<b>Race/Ethnicity</b>				
White alone	4,531,711	7.5	4,552,775	6.9*
Black or African American alone	271,528	15.1	278,768	14.0
American Indian and Alaska Native alone	59,443	22.5	53,223	21.2
Asian alone	215,580	12.2	226,570	9.7*
Native Hawaiian and Other Pacific Islander alone	N	N	N	N
Some other race alone	74,189	40.6	71,750	33.7*
Two or more races	133,514	13.6	134,473	9.6*
White alone, not Hispanic or Latino	4,378,122	6.8	4,382,481	6.2*
Hispanic or Latino (of any race)	253,235	29.7	260,511	27.5
<b>Citizenship Status</b>				
Native born	4,900,965	7.7	4,933,547	6.9*
Foreign born	385,763	23.8	386,236	21.5*
Naturalized	177,552	11.8	181,402	9.5*
Not a citizen	208,211	34.0	204,834	32.0
<b>Education (25 years and older)</b>				
Less than high school graduate	271,969	18.7	256,965	19.7
High school graduate, GED, or alternative	937,326	10.9	931,093	10.2*
Some college or associate's degree	1,153,086	9.4	1,168,914	8.9
Bachelor's degree or higher	1,146,965	3.9	1,190,794	3.4*
<b>Work Experience (18 years and older)</b>				
Worked full-time, year round in the past 12 months	1,795,112	7.6	1,868,746	7.4
Worked less than full-time, year round in the past 12 months	1,187,300	14.9	1,158,019	13.3*
Did not work	1,028,281	7.3	1,017,509	6.2*
<b>Household Income and Poverty Level</b>				
Under \$25,000	774,521	14.4	722,006	12.6*
\$25,000 to \$49,999	1,049,972	14.4	1,047,079	13.9
\$50,000 to \$74,999	1,065,314	9.4	1,009,969	9.4
\$75,000 to \$99,999	817,692	6.1	856,534	5.1*
\$100,000 and over	1,500,142	3.4	1,604,000	2.9*
Under 1.38 of poverty threshold	932,939	17.2	912,609	15.7*
1.38 to 1.99 of poverty threshold	510,059	16.9	498,280	15.7
2.00 of poverty threshold and over	3,777,732	5.8	3,843,548	5.2*

Source: U.S. Census Bureau 2011 and 2012 American Community Surveys, downloaded from American FactFinder Tables S2701, September 19, 2013. Civilian noninstitutionalized population. \* Statistically different at the 90% confidence level, calculations by SHADAC.

N indicates cells where the number of sample cases is too small.

## Uninsurance Rates for Minnesota Counties in 2011 and 2012, by Age

	All People				Children 0-17			
	2011		2012		2011		2012	
	Population	% Uninsured	Population	% Uninsured	Population	% Uninsured	Population	% Uninsured
<b>United States</b>	<b>306,560,685</b>	<b>15.1</b>	<b>308,896,460</b>	<b>14.8*</b>	<b>73,774,529</b>	<b>7.5</b>	<b>73,577,504</b>	<b>7.2*</b>
<b>Minnesota</b>	<b>5,286,728</b>	<b>8.8</b>	<b>5,319,783</b>	<b>8.0*</b>	<b>1,276,035</b>	<b>6.3</b>	<b>1,275,509</b>	<b>5.4*</b>
Anoka	330,283	8.9	334,205	6.9*	84,780	7.8	84,120	3.4*
Blue Earth	N	N	64,570	7.6	N	N	12,538	4.6
Carver	92,379	5.2	93,458	4.1	27,854	3.8	27,275	2.0
Dakota	400,177	8.4	403,154	7.1	103,764	5.9	102,995	3.1*
Hennepin	1,158,780	9.6	1,175,049	8.4*	263,228	5.8	266,098	4.7
Olmsted	143,778	7.1	144,922	6.7	36,472	5.2	36,670	4.0
Ramsey	510,676	11.2	515,634	10.0	119,333	7.8	121,049	5.7
St. Louis	196,852	8.1	196,584	6.9	38,700	5.6	38,422	5.0
Scott	131,248	6.1	133,823	5.5	39,360	4.3	39,548	2.5
Sherburne	87,632	9.1	87,656	6.1	25,066	4.4	25,457	2.9
Stearns	150,156	8.7	150,526	6.0*	34,346	6.5	34,309	3.8
Washington	238,618	5.4	240,888	6.3	62,646	3.0	62,734	7.3*
Wright	125,686	7.2	126,271	6.7	37,516	5.1	37,110	5.8