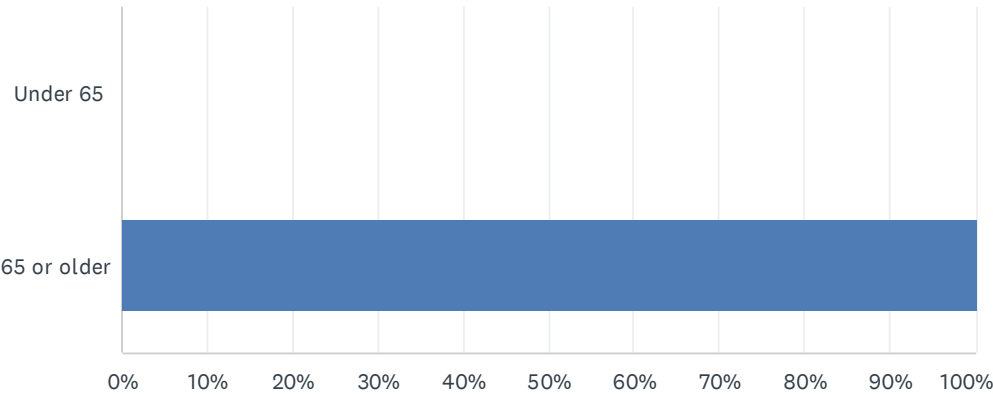


Q1 What is your age?

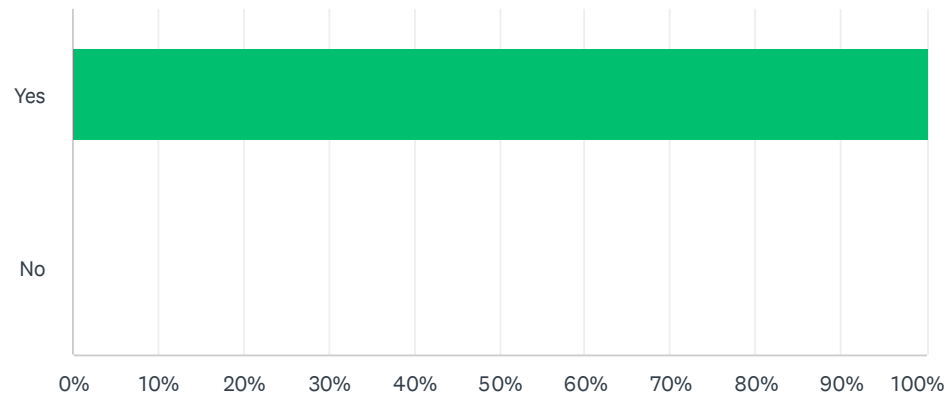
Answered: 6 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 65	0.00%	0
65 or older	100.00%	6
TOTAL		6

Q2 Are you a resident of the United States?

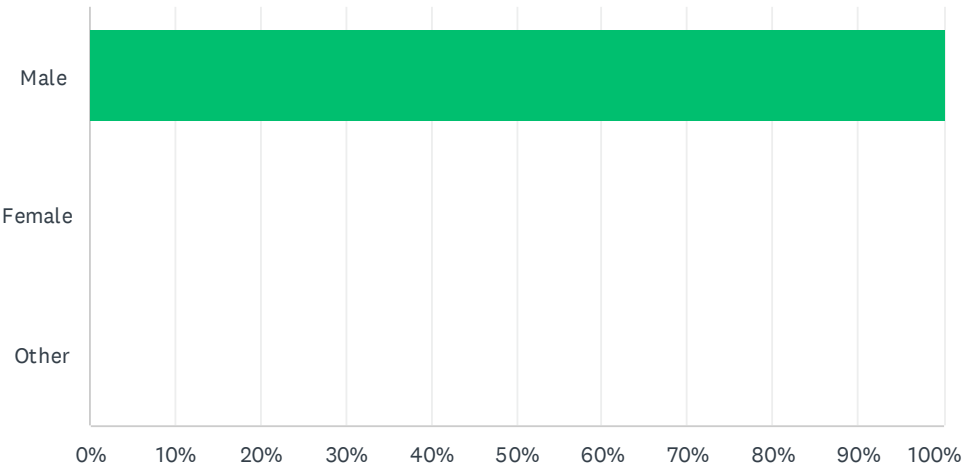
Answered: 6 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	100.00%	6
No	0.00%	0
TOTAL		6

Q3 Gender

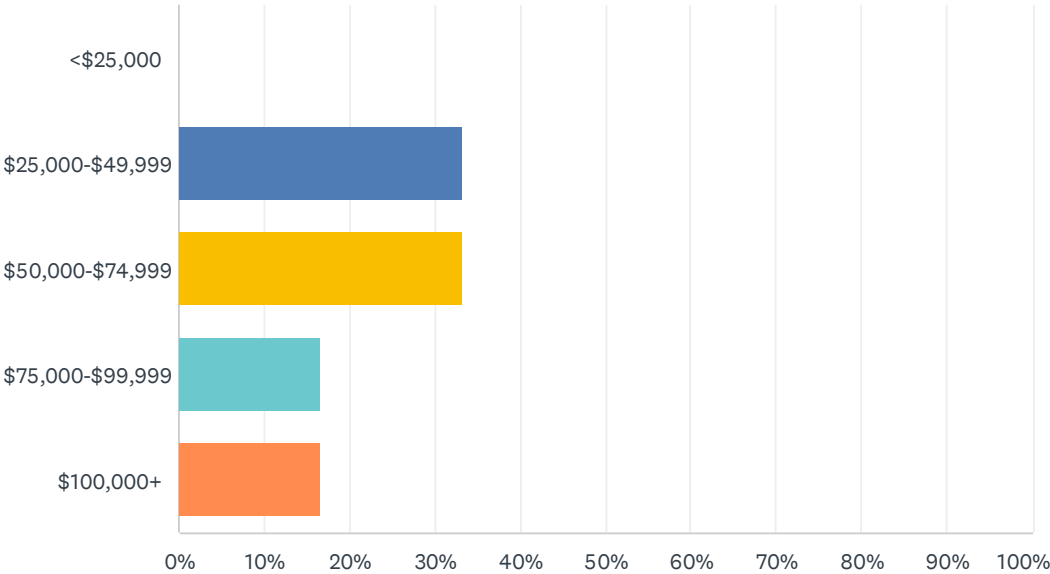
Answered: 6 Skipped: 0



ANSWER CHOICES	RESPONSES	
Male	100.00%	6
Female	0.00%	0
Other	0.00%	0
TOTAL		6

Q4 Household Income

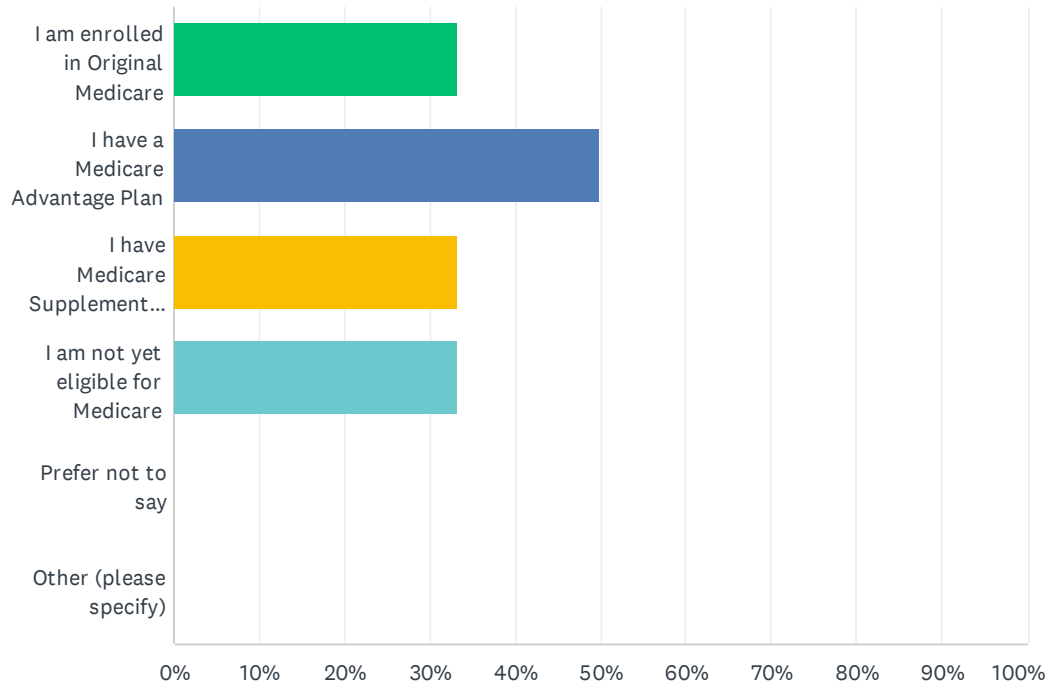
Answered: 6 Skipped: 0



ANSWER CHOICES	RESPONSES	
<\$25,000	0.00%	0
\$25,000-\$49,999	33.33%	2
\$50,000-\$74,999	33.33%	2
\$75,000-\$99,999	16.67%	1
\$100,000+	16.67%	1
TOTAL		6

Q5 Which of the following best describes your current health insurance situation? (Select all that apply)

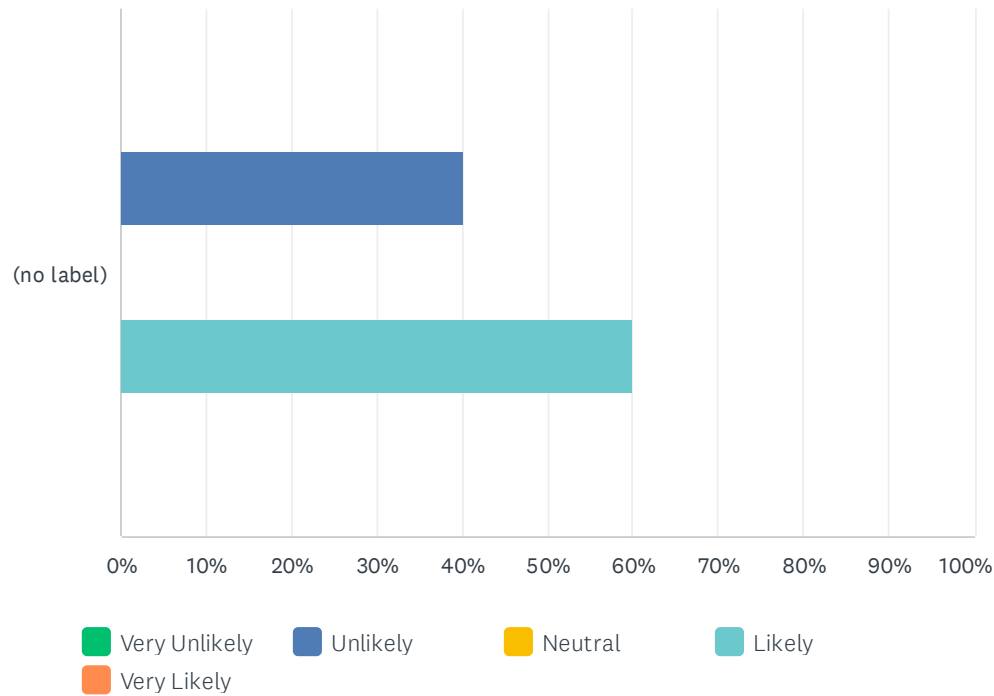
Answered: 6 Skipped: 0



ANSWER CHOICES	RESPONSES	
I am enrolled in Original Medicare	33.33%	2
I have a Medicare Advantage Plan	50.00%	3
I have Medicare Supplement (Medigap)	33.33%	2
I am not yet eligible for Medicare	33.33%	2
Prefer not to say	0.00%	0
Other (please specify)	0.00%	0
Total Respondents: 6		

Q6 If you received this piece of mail at home, how likely would you be to open it?

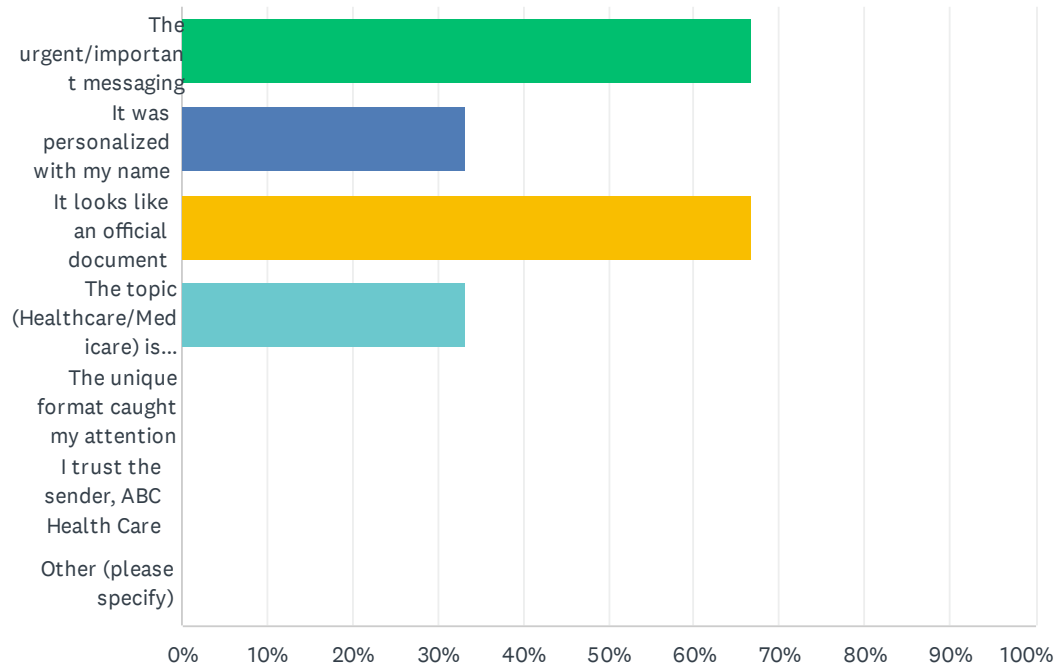
Answered: 5 Skipped: 1



	VERY UNLIKELY	UNLIKELY	NEUTRAL	LIKELY	VERY LIKELY	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	40.00% 2	0.00% 0	60.00% 3	0.00% 0	5	3.20

Q7 If You indicated you would be likely to open it. What are the primary reasons for this? (Please select all that apply)

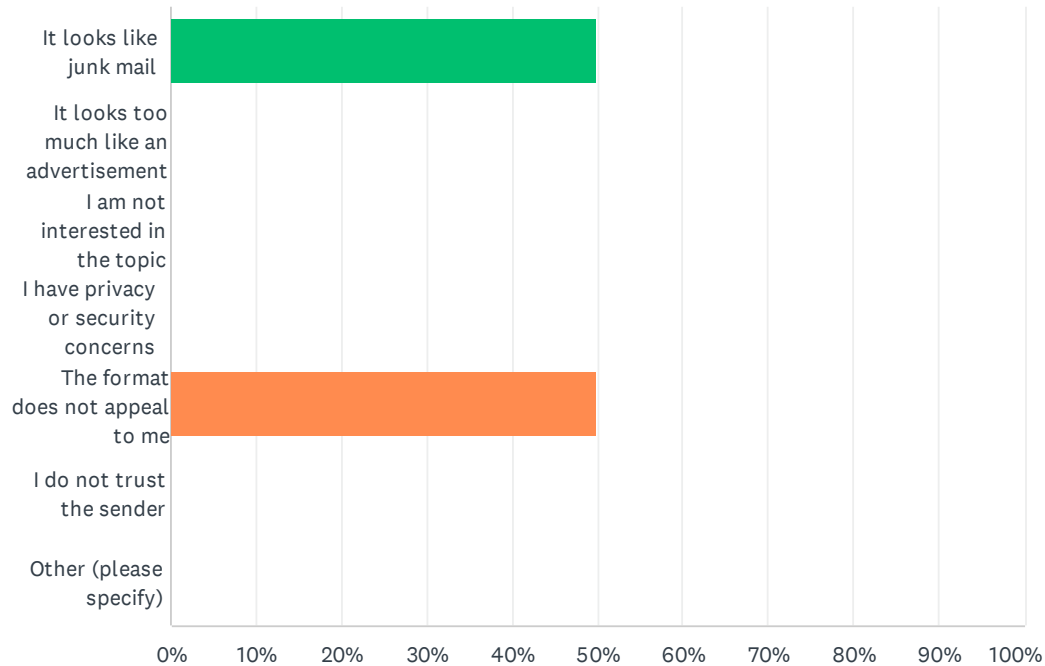
Answered: 3 Skipped: 3



ANSWER CHOICES	RESPONSES	
The urgent/important messaging	66.67%	2
It was personalized with my name	33.33%	1
It looks like an official document	66.67%	2
The topic (Healthcare/Medicare) is relevant to me	33.33%	1
The unique format caught my attention	0.00%	0
I trust the sender, ABC Health Care	0.00%	0
Other (please specify)	0.00%	0
Total Respondents: 3		

Q8 If You indicated you would be unlikely to open it. What are the primary reasons for this? (Please select all that apply)

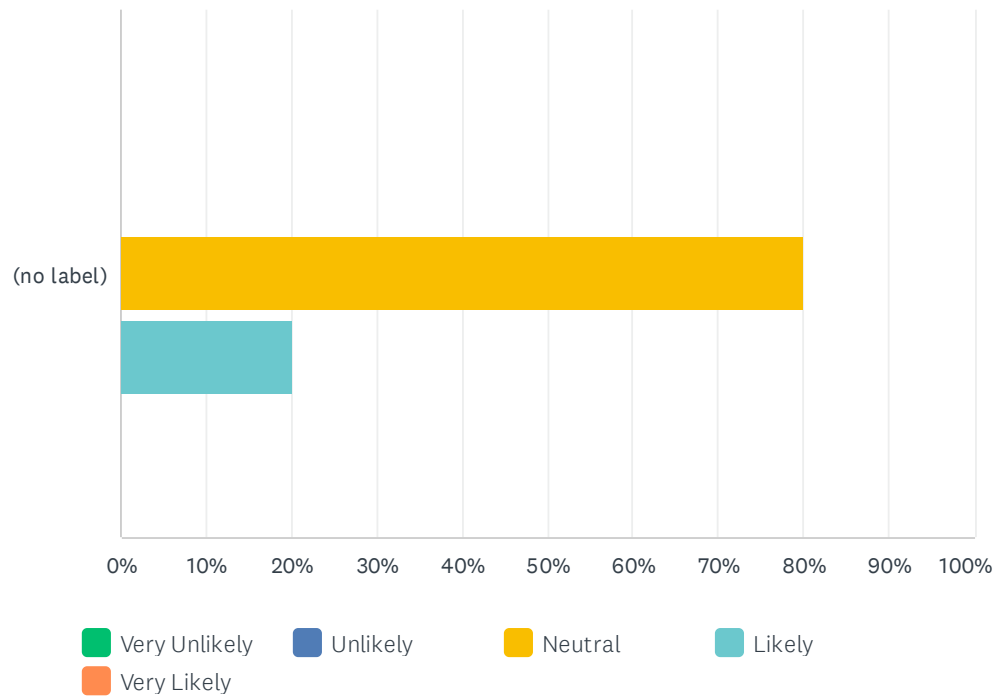
Answered: 2 Skipped: 4



ANSWER CHOICES	RESPONSES	
It looks like junk mail	50.00%	1
It looks too much like an advertisement	0.00%	0
I am not interested in the topic	0.00%	0
I have privacy or security concerns	0.00%	0
The format does not appeal to me	50.00%	1
I do not trust the sender	0.00%	0
Other (please specify)	0.00%	0
Total Respondents: 2		

Q9 After reviewing the full content of the piece, how likely would you be to take the next step (e.g., call the provided number, visit the website, or otherwise contact the company)?

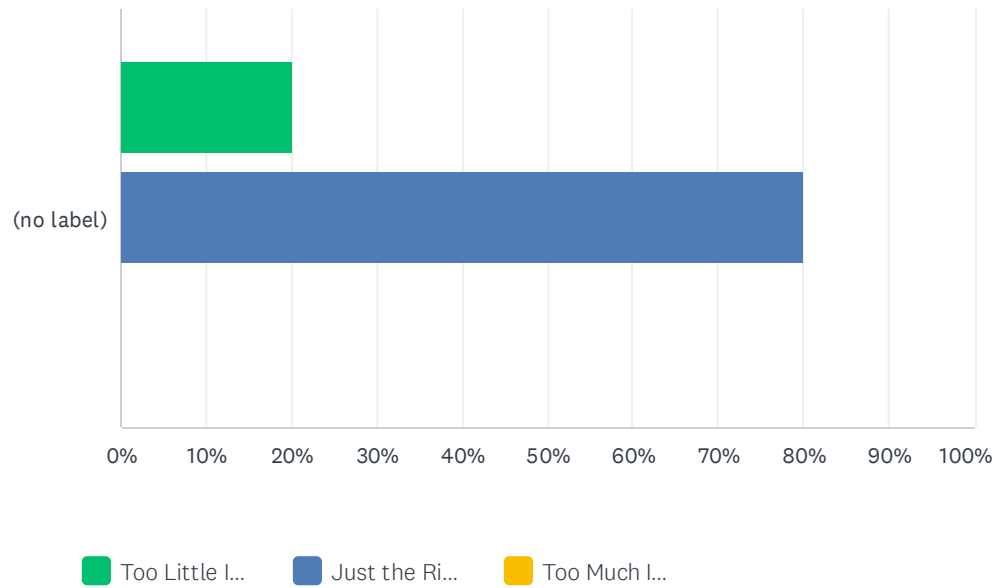
Answered: 5 Skipped: 1



	VERY UNLIKELY	UNLIKELY	NEUTRAL	LIKELY	VERY LIKELY	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	0.00%	80.00%	20.00%	0.00%	5	3.20
	0	0	4	1	0		

Q10 Please rate the amount of information provided in mail piece.

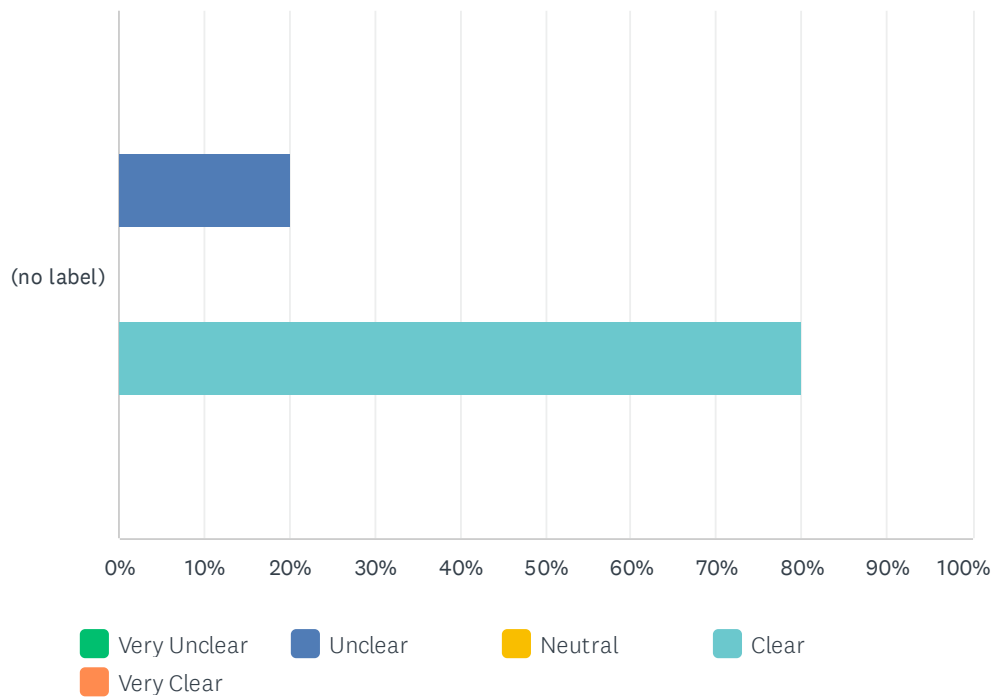
Answered: 5 Skipped: 1



	TOO LITTLE INFORMATION	JUST THE RIGHT AMOUNT OF INFORMATION	TOO MUCH INFORMATION	TOTAL	WEIGHTED AVERAGE
(no label)	20.00% 1	80.00% 4	0.00% 0	5	1.80

Q11 How clear and easy to understand is the information presented in the piece?

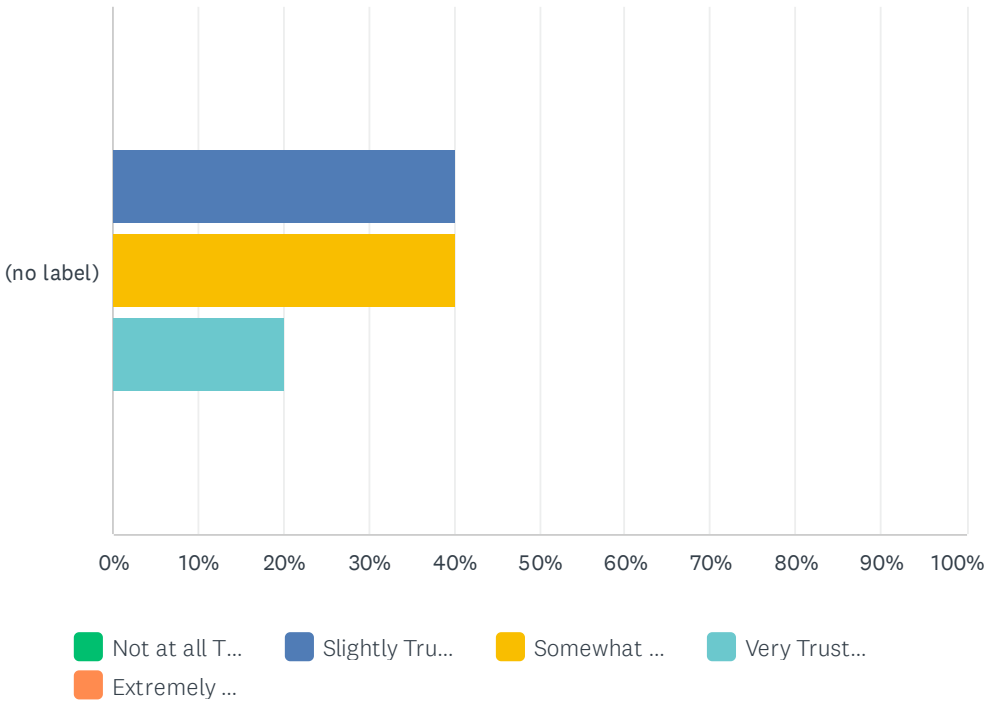
Answered: 5 Skipped: 1



	VERY UNCLEAR	UNCLEAR	NEUTRAL	CLEAR	VERY CLEAR	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	20.00%	0.00%	80.00%	0.00%	5	3.60
	0	1	0	4	0		

Q12 How trustworthy and credible does the mail piece appear to you?

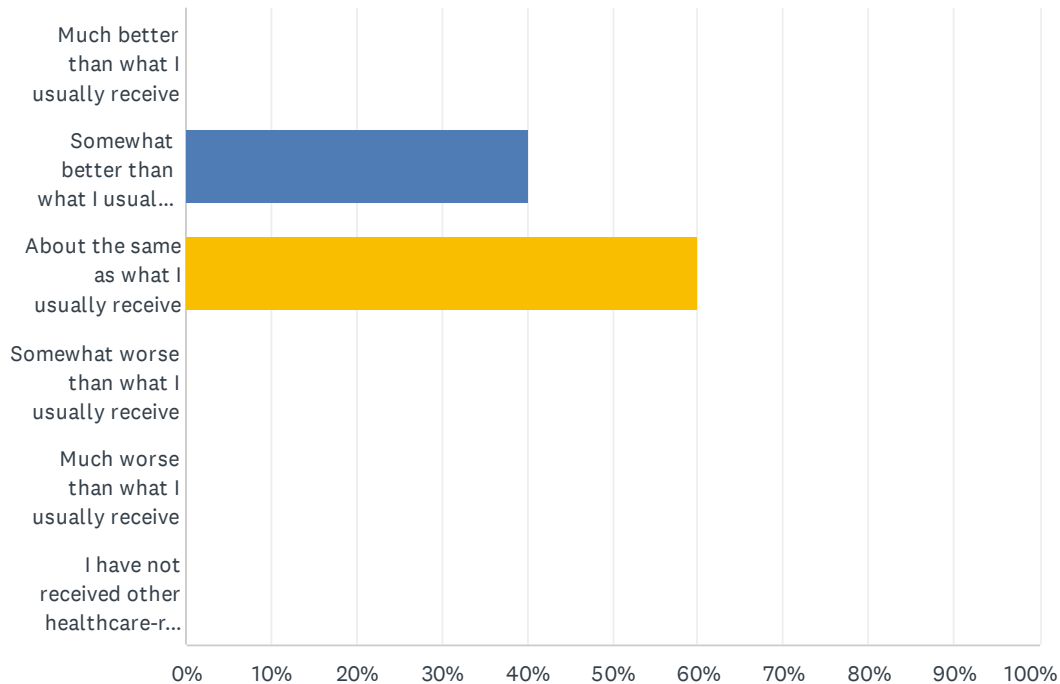
Answered: 5 Skipped: 1



	NOT AT ALL TRUSTWORTHY	SLIGHTLY TRUSTWORTHY	SOMEWHAT TRUSTWORTHY	VERY TRUSTWORTHY	EXTREMELY TRUSTWORTHY	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	40.00% 2	40.00% 2	20.00% 1	0.00% 0	5	2.80

Q13 Compared to other mail you have received from healthcare organizations (like insurers, hospitals, or clinics), how would you rate this piece overall?

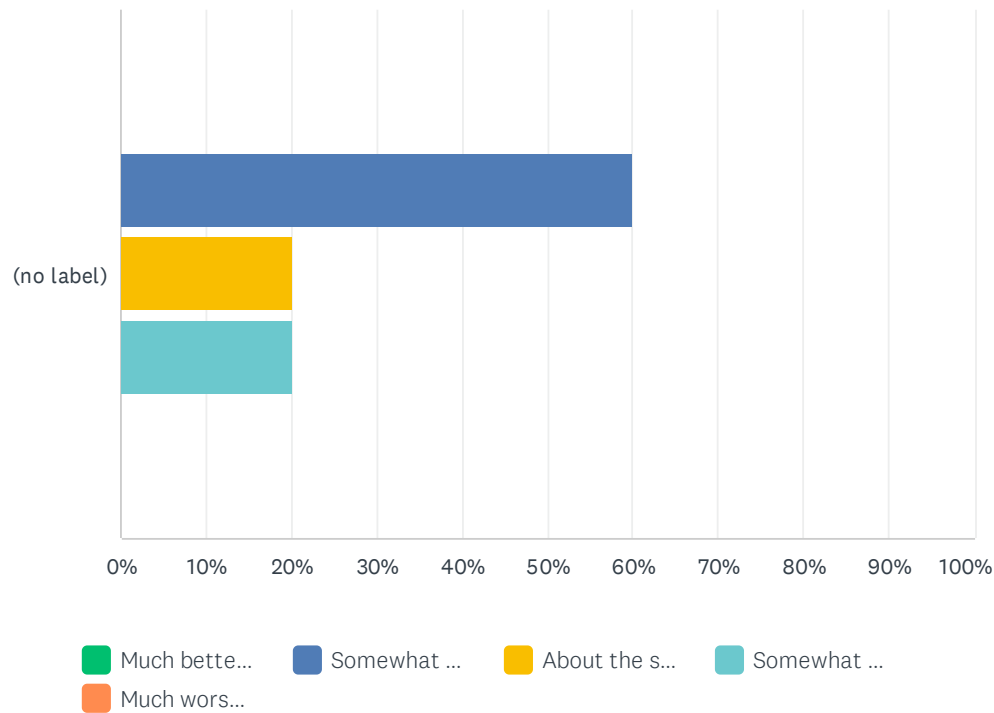
Answered: 5 Skipped: 1



ANSWER CHOICES	RESPONSES	
Much better than what I usually receive	0.00%	0
Somewhat better than what I usually receive	40.00%	2
About the same as what I usually receive	60.00%	3
Somewhat worse than what I usually receive	0.00%	0
Much worse than what I usually receive	0.00%	0
I have not received other healthcare-related mail	0.00%	0
TOTAL		5

Q14 Now, thinking more broadly, compared to mail you have received from other businesses (e.g., banks, insurance companies, credit card offers), how would you rate this piece?

Answered: 5 Skipped: 1



	MUCH BETTER THAN WHAT I USUALLY RECEIVE	SOMEWHAT BETTER THAN WHAT I USUALLY RECEIVE	ABOUT THE SAME AS WHAT I USUALLY RECEIVE	SOMEWHAT WORSE THAN WHAT I USUALLY RECEIVE	MUCH WORSE THAN WHAT I USUALLY RECEIVE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	60.00% 3	20.00% 1	20.00% 1	0.00% 0	5	2.60

Q15 Please share any final thoughts or suggestions you have about this mail piece. For instance, what did you like most, what did you dislike, or how could they be improved?

Answered: 0 Skipped: 6