## YEAR TWO
### ENROLLMENT SUMMARY
(November 2014 – April 2015)

<table>
<thead>
<tr>
<th>Location</th>
<th>Households Served</th>
<th>Individuals Enrolled/Likely to Enroll</th>
<th># of Zip Codes Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highland Mall</td>
<td>6,191</td>
<td>2,286</td>
<td>168</td>
</tr>
<tr>
<td>South Austin</td>
<td>2,882</td>
<td>1,205</td>
<td>108</td>
</tr>
<tr>
<td>Round Rock</td>
<td>593</td>
<td>337</td>
<td>56</td>
</tr>
<tr>
<td>Lifeworks East Campus</td>
<td>500</td>
<td>182</td>
<td>42</td>
</tr>
<tr>
<td>South East Health &amp; Wellness Center</td>
<td>341</td>
<td>126</td>
<td>37</td>
</tr>
<tr>
<td>Special Events</td>
<td>171</td>
<td>91</td>
<td>46</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>10,678</strong></td>
<td><strong>5,911</strong></td>
<td><strong>209</strong></td>
</tr>
</tbody>
</table>

### Our Customers
- 64% speak a language other than English
- 55% speak Spanish
- 90% have household income below 250% FPL
- 40 is the average age of person enrolled

### Reaching the Uninsured
- 69% of families enrolled had at least one uninsured adult, and 49% of those had been uninsured for over 5 years.

### Cumulative Impact since Oct 2013
- **11,848** enrolled in health insurance
- **$30,468,005** claimed in Premium Tax Credits (includes enrolled + likely to enroll)
Enrollment Overview

$14,551,865 claimed Premium Tax Credits (annualized enrolled & likely enroll)

$335/month average amount of tax credits for a family

96% received Premium Tax Credits

80% received subsidized deductible and out-of-pocket maximum

85% selected a silver plan

10% selected a bronze or catastrophic plan

1% selected a gold or platinum plan

Top Zip Codes Served:
78753, 78745, 78744, 78741, 78758

Top Counties Served:
10% Williamson
81% Travis
4% Hays
3% Bastrop
1% Caldwell

27 Counties Served

102 volunteers donated 3,377 hours serving as Certified Application Counselors and intake specialists.

How Customers Heard About Us

18% Television
17% Referrals from friends and family
14% Referrals from other organizations
11% Returning from last year
11% Internet or healthcare.gov
7% Walked or drove by and saw sign
7% Radio
6% 2-1-1
3% Newspaper

Top Referring Organizations:
Foundation Communities
HAAM/SIMS
Seton/Seton Clinics