

Multimedia Appendix 4. Enrollment activity models, Kentucky, October 1, 2013–January 31, 2016

<i>Beta</i> (95% confidence interval)			
Covariate	Online applications	Total applications	Enrollment
Number of kynect ads	19.0 (-51.0, 88.9)	29.0 (-25.9, 83.9)	108.9 (-17.5, 235.3)
Number of kynect ads <i>x</i> open enrollment period	42.4 (-49.1, 134.0)	26.8 (-48.6, 102.3)	-128.9 (-272.9, 15.2)
Number of insurance company ads	1.5 (-11.0, 14.1)	-4.0 (-12.1, 4.0)	6.0 (-0.9, 12.9)
Number of insurance company ads <i>x</i> open enrollment period	-18.2 (-45.4, 8.9)	-4.1 (-25.0, 16.8)	12.3 (-13.1, 37.7)
Number of healthcare.gov ads	51.5 (-95.5, 198.4)	-26.1 (-123.5, 71.3)	72.1 (-18.6, 162.8)
Number of healthcare.gov ads <i>x</i> open enrollment period	-39.5 (-189.2, 110.3)	34.2 (-66.2, 134.5)	-72.4 (-163.2, 18.5)
Number of insurance agency ads	-107.3 (-327.1, 112.5)	-1.7 (-166.7, 163.3)	-150.8 (-327.9, 26.3)
Number of insurance agency ads <i>x</i> open enrollment period	218.7 (-19.3, 456.6)	78.0 (-105.5, 261.5)	105.6 (-78.8, 290.0)
Number of nonprofit ads	-61.7** (-90.5, -32.9)	-27.7 (-60.5, 5.1)	26.1 (-16.7, 68.9)
Number of nonprofit ads <i>x</i> open enrollment period	-63.9 (-340.9, 213.1)	-208.5 (-450.0, 33.0)	-98.0 (-394.4, 198.5)
Number of other state government ads	-116.3** (-179.3, -53.2)	-59.7* (-115.0, -4.4)	-46.6 (-104.2, 11.0)
Number of other state government ads <i>x</i> open enrollment period	-6.5 (-99.3, 86.3)	-22.4 (-103.2, 58.3)	18.0 (-98.7, 134.7)
Open enrollment period	3,307.5 (-5,673.5, 12,288.5)	3,851.8 (-3,368.4, 11,072.1)	4,447.0 (-2,833.5, 11,727.3)

Week of Thanksgiving	-3,434.1*	-4,523.4**	-7,897.1
	(-6,464.3, -404.0)	(-6,958.5, -2,088.3)	(-21,204.2, 5,410.0)
Week of Christmas	-1,057.4	-2,669.1	-1,390.8
	(-8,622.7, 6,507.8)	(-10,054.2, 4,715.9)	(-4,857.0, 2,075.4)
Last two weeks before open enrollment	-604.6	-990.2	-122.9
	(-3,486.6, 2,277.3)	(-3,125.7, 1,145.2)	(-5,603.2, 5,357.4)
First two weeks of open enrollment	814.1	537.5	17,592.3
	(-2,969.1, 4,597.2)	(-4,240.1, 5,315.1)	(-3,502.8, 38,687.4)
Last two weeks of open enrollment	4,266.3	5,364.9	214.0
	(-3,009.5, 11,542.1)	(-643.3, 11,373.0)	(-5,254.9, 5,682.9)
Number of days in the reporting period	-835.6	-35.8	15,295.2
	(-4,682.4, 3,011.1)	(-5,057.5, 4,985.9)	(-1,127.1, 31,717.5)
Number of observations (state-weeks)	122	122	122
R ²	0.56	0.58	0.56

* P<.05, ** P<.01