

Multimedia Appendix 3. Information-seeking behavior models, Kentucky, October 1, 2013–January 31, 2016

Covariate	<i>Beta</i> <i>(95% confidence interval)</i>			
	Calls	Page views	Visits	Unique visitors
Number of kynect ads	-113.2** (-170.5, -56.0)	-4,222.7 (-9,229.5, 784.0)	-156.7 (-564.6, 251.2)	-62.0 (-312.9, 188.9)
Number of kynect ads x open enrollment period	86.5 (-1.7, 174.8)	12,195.6** (5,285.4, 19,105.8)	546.9* (56.3, 1,037.5)	449.6** (146.7, 752.5)
Number of insurance company ads	-8.7** (-14.9, -2.4)	971.8** (489.6, 1,454.0)	39.7** (15.1, 64.4)	19.1** (5.6, 32.7)
Number of insurance company ads x open enrollment period	21.3* (4.0, 38.5)	-258.0 (-2,165.6, 1,649.6)	-19.3 (-122.8, 84.3)	1.9 (-67.7, 71.4)
Number of healthcare.gov ads	101.2 (-22.5, 224.9)	4,661.5 (-7,084.5, 16,407.4)	77.0 (-472.6, 626.5)	-123.7 (-361.1, 113.8)
Number of healthcare.gov ads x open enrollment period	-118.9 (-245.5, 7.7)	-4,796.0 (-16,727.1, 7,135.0)	-49.4 (-612.9, 514.2)	145.1 (-103.4, 393.6)
Number of insurance agency ads	47.6 (-57.8, 153.0)	-10,825.6** (-17,856.6, -3,794.7)	-137.1 (-725.4, 451.2)	-0.1 (368.4, 368.3)
Number of insurance agency ads x open enrollment period	-86.8 (-216.4, 42.8)	15,471.9** (5,104.7, 25,839.1)	241.9 (-471.5, 955.3)	17.3 (-421.8, 456.3)
Number of nonprofit ads	28.9 (-40.3, 98.0)	-472.5 (-2,161.2, 1,216.2)	-81.7 (-212.2, 48.8)	-35.2 (-113.7, 43.4)
Number of nonprofit ads x open enrollment period	-226.4* (-411.1, 41.8)	-29,589.0* (-56,776.7, -2,401.3)	-890.2 (-2,379.3, 598.8)	1.4 (-1,014.7, 1,017.5)
Number of other state government ads	24.6 (-62.0, 111.3)	1,870.6 (-2,379.7, 6,120.8)	210.1* (14.6, 405.6)	150.9* (37.2, 264.6)
Number of other state government ads x open enrollment period	191.2** (85.2, 297.3)	-2,651.8 (-9,975.0, 4,671.5)	-209.6 (-593.3, 174.1)	-357.1** (-612.6, 101.7)
Open enrollment period	6,353.7* (167.9, 12,539.5)	614,110.9 (-84,740.1, 1,312,962.0)	29,021.2 (-6,820.7, 64,863.1)	10,977.3 (-9,200.2, 31,154.9)

Week of Thanksgiving	-9,058.8** (-14,607.5, -3,510.0)	-774,472.7** (-950,214.9, -598,730.5)	-39,814.8** (-52,318.2, -27,311.3)	-23,955.8** (-31,921.1, -15,990.5)
Week of Christmas	-8,375.9** (-13,893.2, -2,858.7)	-251,521.5 (-1,280,231.0, 777,188.4)	-13,993.2 (-63,518.5, 35,532.2)	-381.9 (-37,288.1, 36,524.2)
Last two weeks before open enrollment	-116.1 (-2,327.3, 2,095.2)	6,629.0 (-194,436.8, 207,694.7)	-4,710.7 (-23,833.6, 14,412.2)	-2,518.2 (-14,564.8, 9,528.4)
First two weeks of open enrollment	1,512.3 (-1,942.6, 4,967.1)	404,244.2 (-44,398.4, 852,886.8)	34,109.6* (6,398.1, 61,821.1)	27,707.9** (8,129.9, 47,285.9)
Last two weeks of open enrollment	4,409.7 (-1,091.7, 9,911.1)	939,001.5** (301,538.1, 1,576,465.0)	40,720.5* (4,544.8, 76,896.3)	21,530.9* (1,342.0, 41,719.8)
Number of days in the reporting period	-3,104.3* (-6,060.5, -148.1)	-240,963.4 (-790,110.5, 308,183.7)	-38,921.5* (-76,014.4, -1,828.7)	-24,430.7 (-50,480.0, 1,618.6)
Number of observations (state-weeks)	122	122	122	122
R ²	0.75	0.81	0.79	0.80

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