

Uninsured Marylanders Dashboard

Smarter data. Stronger outreach. Better reach.

Board Meeting · July 2026

Maryland Health Benefit Exchange

6.3% (382,503)

Uninsured Marylanders

The questions we all ask.

Where are the uninsured?

What does that community look like?

What barriers do they face?

How do we reach them?

The answer:

10+

sources to search across

Hours

of manual work to piece it together

Still

no single, complete picture

So we went looking for answers.

Where the data comes from

U.S. Census Bureau American Community Survey 5-Year Estimates (2020–2024)

The ACS is the most detailed ongoing government survey of how Americans live, covering income, employment, housing, health coverage, and more.



What we extracted

A complete community portrait of every uninsured Marylander, organized into 6 themes



Demographics

Age, race & ethnicity, sex



Socioeconomic Status

Income, poverty level, employment, education, industry



Health Coverage

Insurance type, coverage status



Social Factors

Disability, citizenship, nativity, language



Housing

Household composition, housing tenure



Vulnerability

Social Vulnerability Index (SVI)*

* Social Vulnerability Index: a CDC measure of how hard a community is to reach. Currently in the companion community tool.

6

thematic categories

150+

variables

30+

data tables

[illegible]

We compiled it all into one place.

A first-of-its-kind tool for Maryland

The Uninsured Marylanders Dashboard brings together community profile data to help anyone here understand who is uninsured in Maryland and where.



Statewide picture

See uninsured rates across Maryland by county, region, and demographic group — all in one view.



Rich demographics

Explore by age, race, income, employment, disability, and more.



Downloadable tables

Export data tables to dig deeper, share with partners, or use in your own analysis.

Live Dashboard Demo

Presented by the Reporting Team

- Summary view: statewide/regional uninsured snapshot
- Explore the profile variables
- Download a data table for your own use

marylandhbe.com/uninsured-marylanders-dashboard

The same data. Different needs.



Outreach & Marketing

The situation

Planning enrollment campaigns, deciding where to focus outreach time and resources.

What you can do

See which communities have the highest uninsured rates.

Show up where the need is greatest.



Grant-Making & Funding

The situation

Deciding where to direct grant funding and needing to justify those decisions with evidence of community need.

What you can do

Pull uninsured rates by county, race, income, or disability. Download a clean data table to support funding decisions.

Make evidence-based funding decisions, and show your work.



Policy Briefs & Planning

The situation

Preparing a legislative brief or strategic plan that needs to show where uninsured populations are concentrated.

What you can do

Compare uninsured rates across region and demographic groups.

Bring concrete, current evidence to leadership and lawmakers.

More detail, by ZIP code

For people that need ZIP code-level exploration, we also have the Maryland Community and Uninsured Profile tool. Inspired by tool from Minnesota, it was built to help us understand uninsured rates and community characteristics at a very granular level.

What the tool includes

- Uninsured rates by ZIP code
- Social Vulnerability Index (SVI), a CDC measure of how hard a community is to reach
- Detailed community demographic profiles
- Side-by-side comparison across geographies

What is SVI?

The CDC's Social Vulnerability Index rates communities on social and economic factors, things like poverty, language barriers, and housing instability, that affect how hard they are to reach and serve. A key lens for equity-centered outreach.

Enter or select your area of interest—ZIP Code, County Name,
Legislative District, Senate District, Congressional District, or
"Maryland"
HERE 
Maryland

Community of Interest	ZIP Name	County	Region	Level of Social Vulnerability
state	NA	NA	24	N/A

The information in this profile can be interpreted as follows:

Row 14 shows:	Row 17 shows:
The total population for this community is 6,079,418 people. 6.2% of people in this community (375,321 individuals) are uninsured.	13.6% of people in this community (820,045 individuals) have incomes below 138% of the poverty threshold, which approximates Medicaid eligibility. 12.5% of people in this community (102,139 individuals) that have incomes below 138% of the poverty threshold, are uninsured. This is 27.6% of the total number of uninsured individuals in this community.

Community and Uninsured Profile	All Persons		Uninsured Persons		Difference in Percentage Point (PP)	Community Uninsured Rate
	Count	Percent	Count	Percent		
SEX						
Male	2,938,305	48.3%	209,736	55.9%	7.5 PP	7.1%
Female	3,141,113	51.7%	165,585	44.1%	-7.5 PP	5.3%
Total	6,079,418	100.0%	375,321	100.0%		
DISABILITY STATUS						
With a disability	690,463	11.4%	22,662	6.0%	-5.3 PP	3.3%
No disability	5,388,955	88.6%	352,659	94.0%	5.3 PP	6.5%
Total	6,079,418	100.0%	375,321	100.0%		
EDUCATIONAL ATTAINMENT (26 years and over)						
Less than high school graduate	365,549	8.9%	77,896	29.1%	20.2 PP	21.3%
High school graduate (includes equivalency)	971,435	23.6%	86,553	32.3%	8.8 PP	8.9%
Some college or associate's degree	1,008,872	24.5%	53,962	20.2%	-4.3 PP	5.3%
Bachelor's degree or higher	1,775,646	43.1%	49,149	18.4%	-24.7 PP	2.8%
Total	4,121,502	100.0%	267,560	100.0%		
EMPLOYMENT STATUS (19 to 64 years old)						
Not in labor force	655,474	18.0%	71,301	23.4%	5.4 PP	10.9%
In labor force	2,988,772	82.0%	233,387	76.6%	-5.4 PP	7.8%
Employed	2,845,806	78.1%	208,047	68.3%	-9.8 PP	7.3%
Unemployed	142,966	3.9%	25,340	8.3%	4.4 PP	17.7%
Total	3,644,246	100.0%	304,688	100.0%		
WORK EXPERIENCE (19 to 64 years old)						
Worked full-time, year round in the past 12 months	2,216,520	60.8%	142,520	46.8%	-14.0 PP	6.4%
Worked less than full-time, year round in the past 12 months	818,750	22.5%	91,912	30.2%	7.7 PP	11.2%
Did not work	608,976	16.7%	70,256	23.1%	6.3 PP	11.5%
Total	3,644,246	100.0%	304,688	100.0%		

The dashboard is live and evolving

We're currently updating the dashboard with zip-code level data and improving responsiveness so it can be used across multiple devices. Here's what we are planning to work toward:

01

ZIP code data

Bringing the detail of the community tool directly into the public dashboard, so anyone can explore uninsured rates at the ZIP code level without a separate tool.

02

Social vulnerability layer

Adding the CDC's Social Vulnerability Index to the dashboard, so users can see not just where people are uninsured, but how hard those communities are to reach.

03

Outreach event overlay

Layer our outreach events and connector sites on top of the data, identifying opportunities to further tailor outreach.

Your feedback will help shape what comes next.

The data is there.

The communities are waiting.

Now we have the tool to connect them.

Explore the Dashboard

marylandhbe.com/uninsured-marylanders-dashboard

Questions about the dashboard or the community tool?

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