

# Impact of Age on Health Insurance Channel Preference

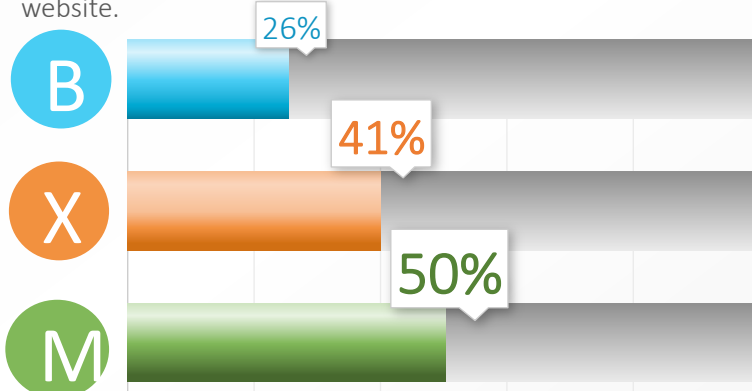
A snapshot from the Zeldis Research study, *The Evolution of the Insurance Channel*, to be presented at the SIR Conference.

Additional data available for other products – auto, homeowners, and health insurance.



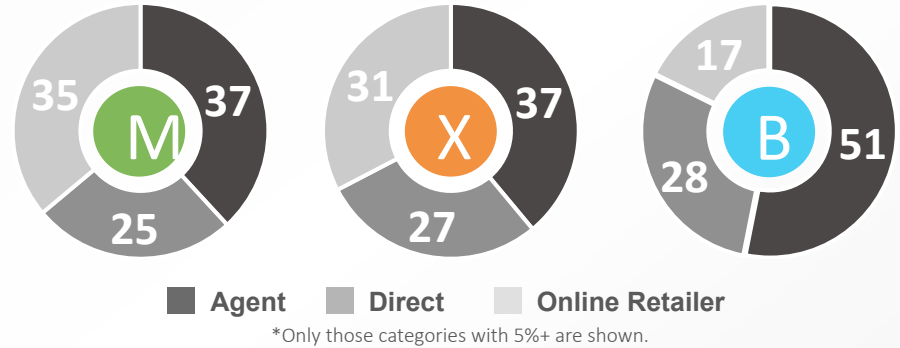
## Likely to Purchase Health Insurance Direct

Half of Millennials and four in ten Gen-Xers are very likely to consider purchasing health insurance directly on a carrier website.



## Which Provides the Best Price?

Boomers clearly believe agents provide the best price, while Millennials and Gen-Xers are nearly as likely to feel online retailers are most price-competitive.



## Emerging Channels for Health Insurance

Of Millennials:



**21 %**

are very likely to consider **online retailers**.

Of Gen-Xers:



**11 %**

are very likely to consider **online retailers**.

Of Boomers:



**4 %**

are very likely to consider **online retailers**.

**19 %**

are very likely to consider **retail stores**.

**8 %**

are very likely to consider **retail stores**.

**4 %**

are very likely to consider **retail stores**.

**25 %**

are very likely to consider **private exchanges**.

**21 %**

are very likely to consider **private exchanges**.

**9 %**

are very likely to consider **private exchanges**.