

Impact of Age on Health Insurance Channel Preference

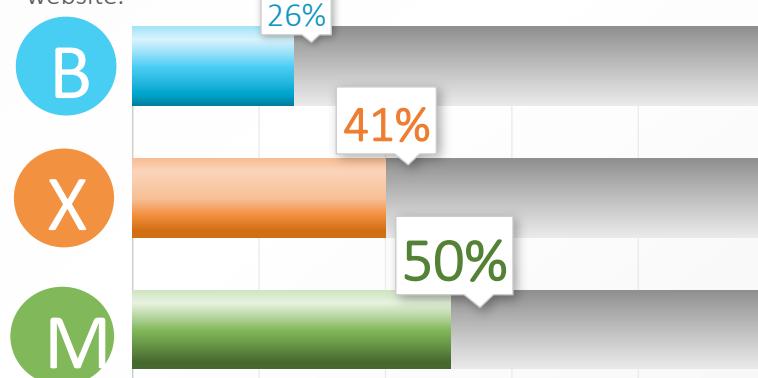
A snapshot from the Zeldis Research study, *The Evolution of the Insurance Channel*, to be presented at the SIR Conference.

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



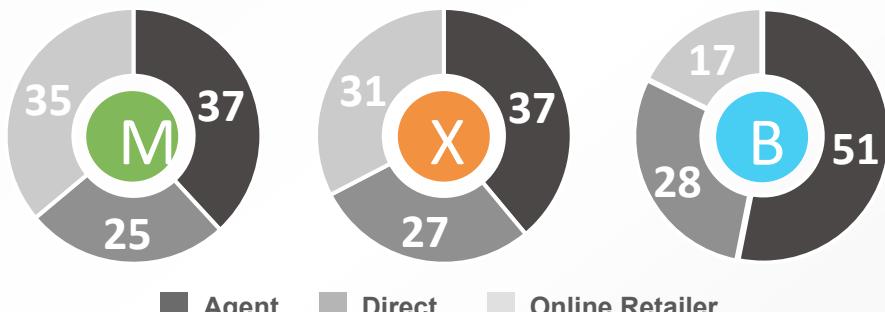
Likely to Purchase Health Insurance Direct

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.



*Only those categories with 5%+ are shown.

Emerging Channels for Health Insurance

Of Millennials:



21 %

are very likely to consider online retailers.



11 %

are very likely to consider online retailers.



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.