



Consumerism Segments

BASE: All respondents, n = 1994

Likelihood of Shopping for Health Insurance

		Not likely	Moderately likely	Very likely
Attachment to Current Insurer	Very attached	12%	5%	14%
	Moderately attached	7%	10%	4%
	Not attached	20%	9%	20%

24% Inactive consumers
These Age-ins are both attached to their current insurer and unlikely to shop around for other health plans.

44% Passive consumers
Among passive consumers, the inclination to stick and the inclination to shop balance each other creating uncertainty or lack of self-motivation to be active.

33% Active consumers These Age-ins are both unattached to their current insurer and likely to shop around. They are the most likely group to respond to marketing activity.

BASE: Respondent expecting to have individual coverage , n = 858

Likelihood of Shopping for Health Insurance

		Not likely	Moderately likely	Very likely
Attachment to Current Insurer	Very attached	10%	6%	15%
	Moderately attached	5%	12%	9%
	Not attached	8%	9%	26%

21% Inactive consumers

36% Passive consumers

44% Active consumers