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"The health insurance industry is facing many challenges due to questions about the future of the Affordable Care Act (ACA). In addition, consumers' satisfaction with their coverage is not very high. As the debate about health care continues, the environment will continue to be in flux, and is not likely to settle down until these many challenges are met and overcome."

- Robyn Kaiserman, Sr Financial Services Analyst

## This report looks at the following areas:

- Uncertainty about the ACA
- Fewer than half are satisfied with their plan
- Most don't know what their plan covers
- Few research their options

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This report is part of a series of reports, produced to provide you with a more holistic view of this market



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Consumer survey data

Direct marketing creative

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Abbreviations

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