

Medicare Supplement Consumer Snapshot¹



Are willing to pay more for brands that:

1. They Trust
2. Make their lives easier
3. Offer hassle-free experience
4. Have an excellent reputation



Activities & hobbies they do more than the average:

- Travel
- Read
- Walk/hike
- Go to gym/workout



69%

received higher education

Mean income: \$82,100

96%

either plan to or are already living a healthy lifestyle



65%

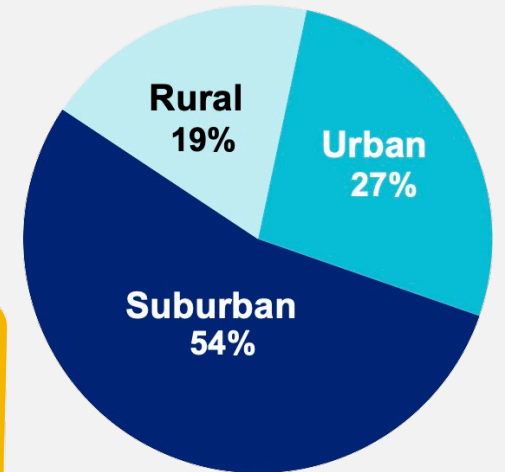
Are comfortable using technology

87%

Own their residence



Location of Residence:



With **93%** regularly using a smartphone

More important than average factors when selecting a plan:

- No network – go to any doctor or hospital
- Use insurance in multiple states



¹March 2024 survey of Medicare supplement plan members, age 60-75, enrolled with several carriers. From a report prepared for UnitedHealthcare by KJT. December 2023. © 2024 United HealthCare Services, Inc. All Rights Reserved.

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