



Health Insurance Is Sexy, According to Most Recent Survey of Consumers Who Buy Their Own Coverage

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The Science Is Shaky, but the Sentiment Is Clear: Love Means Never Having to Say, "I Missed the Obamacare Enrollment Deadline"

MOUNTAIN VIEW, CA -- (Marketwired) -- 02/14/15 -- Uninsured Americans have less than 72 hours to boost their sex appeal by applying for health insurance under the Affordable Care Act. As Valentine's Day looms, a new consumer survey from eHealth.com shows the sex appeal of health insurance is diminishing over time, but nearly half of men and women (49%) are still more attracted to those who are insured.

eHealth, Inc. (NASDAQ: EHTH) is the nation's first and largest private online health insurance exchange where consumers can compare health insurance products from leading insurers, and purchase and enroll in coverage online or over the phone.

Hope for the Dateless and Uninsured

The 2015 open enrollment period for the Affordable Care Act officially ends this Sunday, February 15, the day after Valentine's Day.

Individuals who find themselves dateless and uninsured this Valentine's Day weekend will be encouraged by the results of this eHealth study which finds that roughly half of men (52%) and women (46%) would be more attracted to a potential mate if they knew that he or she had health coverage.

The eHealth survey of over 890 eHealth customers who purchased a new health insurance plan in January of 2015 was conducted between January 28 and February 9, 2015.

Is the Sex Appeal of Health Insurance Declining?

Perhaps surprisingly, the sex appeal of health insurance has declined steadily since 2011.

- 93% in 2011: In 2011, 90% of college students and recent graduates said they would be more attracted to a potential mate if he or she had health insurance, (1) according to a study sponsored by eHealth.
- 65% in 2014: By 2014, only 65% of eHealth customers responding to an email survey said they would find a potential mate more attractive if they knew he or she was insured(2).
- 49% in 2015: In January of 2015, a mere 49% of eHealth customers -- again responding to an email survey -- said they would find a potential mate more attractive if they knew he or she was insured(3).

What Makes Health Insurance Sexy?

While the appeal of having health insurance has slowly diminished over time - perhaps due to the fact that most Americans are now required by law to have coverage - the underlying theme persists that people are attractive when they're financially responsible.

Multiple studies published in 2014 and 2015 indicate that both men and women are more attracted to a person who exhibits responsible financial behavior, and that fiscal responsibility trumps romance in committed relationships.

- In eHealth's new study, 70% of women who said men with health insurance were more attractive listed the man's level of responsibility as their number one reason.
- Similarly, 68% of men in the eHealth study said they'd be more attracted to a woman with health insurance for the same reason: it's a sign of financial responsibility
- A January 2015 study from Citi Double Cash credit card(4) found that 78% of adults in a committed relationship said they'd prefer a partner who is good with money over one who is physically attractive.
- A January 2015 study from AARP(5) found that 85% of Americans age 45 or older have not gone on a romantic getaway for the last 2 years, with cost being one of the primary reasons why.
- The 2014 Stress in America survey(6) conducted by the American Psychological Association found that almost a third of adults with partners (31%) reported that money is a major source of conflict in their relationship.

Notes

(1) For more information, see eHealth's July 7, 2011 press release

(2) For more information, see eHealth's June 23, 2014 press release

(3) For more information, see Survey was conducted by email among over 890 eHealth customers who bought their health insurance in January and February of 2015. Not all respondents completed the survey.

(4) A February 5, 2015 study from the Citi Double Cash Card

(5) AARP Travel Research: Romantic Travel, December 2014: <http://www.aarp.org/about-aarp/press-center/info-01-2015/romantic-getaways.html>

(6) Full report and methodology available at stressinamerica.org

About eHealth

eHealth, Inc. (NASDAQ: EHTH) operates eHealth.com, the Nation's first and largest private health insurance exchange where individuals, families and small businesses can compare health insurance products from leading insurers side by side and purchase and enroll in coverage online. eHealth offers thousands of individual, family and small business health plans underwritten by more than 200 of the nation's leading health insurance companies. eHealth is licensed to sell health insurance in all 50 states and the District of Columbia. eHealth, Inc. also provides powerful online and pharmacy-based tools to help Medicare beneficiaries navigate Medicare health insurance options, choose the right plan and enroll in select plans online through PlanPrescriber.com (www.planprescriber.com) and eHealthMedicare.com (www.eHealthMedicare.com).

For more health insurance news and information, visit the eHealth consumer blog: Get Smart - Get Covered or visit eHealth's Affordable Care Act Resource Center at www.eHealth.com/affordable-care-act.

Image Available: http://www.marketwire.com/library/MwGo/2015/2/14/11G033239/Images/Sex_Appeal_Decline_VDAY-476596192845.jpg

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