



## **HealthMarkets Insurance Agency Small Business Survey**

HealthMarkets Insurance Agency is the d/b/a or assumed name of Insphere Insurance Solutions, Inc. which is licensed as an insurance agency in all 50 states and the District of Columbia.

## Table of Contents

The Small Business Landscape.....	2
Survey Methods.....	2
Top Overall Claims.....	3
Favorable Claims by Comparison .....	3
Businesses that Have Used HealthMarkets.....	4
Businesses with Fewer than 50 Employees.....	4
Businesses that Prefer Subsidies .....	5
Businesses with Individual Coverage.....	5
Businesses with Group Coverage .....	6
Businesses that Have Used Agents.....	7

## THE SMALL BUSINESS LANDSCAPE

It is important for the viewers of this data to understand the significance of small business owners in the overall workforce. This 2012 US Census information puts our claims about small business owners into perspective to show how many US citizens will be affected by these choices.

- According to the 2012 US Census, there are 28 million small businesses in the United States
- Of those 28 million, 5.1 million small businesses have less than 20 employees
- Small businesses are directly tied to the economic health of the United States, as they make up more than half of the total workforce: a staggering sum of 52.6 million employees.

## SURVEY METHODS

We surveyed 540 small business owners from across the country and received a total of 393 completed responses.

- Gender split was 31% male and 69% female
- Surveyed online between November 8 and 10, 2014
- +/- 5% margin of error

## TOP OVERALL CLAIMS

- More than one third of all small businesses would switch to individual coverage with the provision of subsidies
- Businesses that have used HealthMarkets are 12% more confident in their understanding of the ACA than businesses that have not used HealthMarkets
- More than one third of businesses with fewer than 50 employees would consider getting individual coverage with the provision of subsidies
- Nearly one third of businesses with fewer than 50 employees are planning on shopping for health insurance coverage this enrollment season
- Of the small businesses that plan on shopping for health insurance this enrollment season, half believe subsidies would make individual coverage more appealing
- Nearly half of businesses with fewer than 50 employees believe there are not enough resources about the ACA for small businesses
- Nearly one third of businesses currently using individual coverage believe the ACA will help or significantly help their business
- More than one third of businesses currently using individual coverage believe the ACA will either save them or their employees money
- 69% of businesses currently using individual coverage feel confident in their understanding of the ACA
- More than half of business currently using group coverage indicated that health insurance costs them too much money
- Nearly half of businesses currently using group coverage indicated that it costs their employees too much money
- More than half of businesses that have utilized the help of insurance agents feel confident in their understanding of the ACA

## FAVORABLE CLAIMS BY COMPARISON

**Nearly half** of businesses currently using **individual coverage** indicate government subsidies would make **individual coverage** even more appealing, and **nearly half** of businesses that currently provide **group coverage** would **switch to individual coverage** for government subsidies.

**Nearly half** of businesses with **group coverage** and **nearly half** of businesses with **individual coverage will shop** for health insurance coverage this enrollment season.

**62%** of businesses that **have utilized insurance agents** feel somewhat **confident in their understanding of the ACA**, although **nearly half** of them believe there are **not enough resources on the ACA** available to small businesses.

**More than one third** of businesses currently using **individual coverage** believe the **ACA will either save them or their employees** more money, while **more than half** of businesses currently using **group coverage** believe the **ACA will either cost them or their employees** more money.

**63%** of businesses with **individual coverage will continue offering** individual coverage in 2015, while **1 out of 10** businesses currently with **group coverage will switch to individual coverage**.

**73%** of businesses with **group coverage** believe the **health insurance process is complicated**. However, **businesses that have used HealthMarkets are 36% less likely to find the health insurance process complicated**.

**More than half** of businesses with **group coverage** indicated that **health insurance costs them too much money**. However, **businesses that have used HealthMarkets are 26% less likely to find the health insurance process expensive**.

## BUSINESSES THAT HAVE USED HEALTHMARKETS

Nearly half of businesses that have used HealthMarkets believe that the ACA will help their business.

- 48% believe the ACA will help or significantly help their business

More than half of businesses that have used HealthMarkets believe the ACA has either saved them or their employees money.

- 22% believe the ACA has saved them money
- 31% believe the ACA has saved their employees money

Businesses that have used HealthMarkets are 5% more likely to find the health insurance process helpful than businesses that have not used HealthMarkets.

- 21% believe the health insurance process is helpful

Businesses that have used HealthMarkets are 36% less likely to find the health insurance process complicated than businesses that have not used HealthMarkets.

- 39% believe the health insurance process is complicated

Businesses that have used HealthMarkets are 26% less likely to find the health insurance process expensive than businesses that have not used HealthMarkets.

- 31% believe that the health insurance process is expensive

Businesses that have used Health Markets are 12% more confident in their understanding of the ACA than businesses that have not used HealthMarkets

- 39% believe the health insurance process is complicated

## BUSINESSES WITH FEWER THAN 50 EMPLOYEES

More than one third of businesses with fewer than 50 employees would consider getting individual coverage with the provision of subsidies

- 36% say subsidies make individual health insurance more appealing

88% of businesses with fewer than 50 employees think health insurance is necessary

- 12% say they don't think health insurance is necessary

Nearly one third of businesses with fewer than 50 employees are planning on shopping for health insurance coverage this enrollment season

- 31% will definitely or probably shop for health insurance coverage this enrollment season

Nearly half of businesses with fewer than 50 employees will provide health insurance coverage even though they aren't required to

Almost half of businesses with fewer than 50 employees plan on offering individual health insurance to their employees

- 45% will offer either group or individual health insurance to their employees

Nearly one third of businesses with fewer than 50 employees believe the ACA has either saved them or their employees money

- 15% believe the ACA has saved them money
- 15% believe the ACA has save their employees money

Nearly half of businesses with fewer than 50 employees believe there are not enough resources on the ACA for small businesses

- 46% don't believe there are enough resources about the ACA

## **BUSINESSES THAT PREFER SUBSIDIES**

Almost half of businesses that currently provide group coverage would switch to individual coverage for subsidies

- 44% of businesses that currently provide group coverage indicated subsidies would make individual coverage more appealing

More than one third of all small businesses would switch to individual coverage for subsidies

- 35% of small businesses indicated subsidies would make individual coverage more appealing

More than half of businesses that have utilized insurance carriers would switch to individual coverage for subsidies

- Of businesses that would consider individual coverage with subsidies, 51% have used individual insurance carriers

Of the small businesses that plan on shopping for health insurance this enrollment season, half believe subsidies would make individual coverage more appealing

- 21% believe the ACA has saved them money
- 26% believe the ACA has save their employees money

76% of businesses that would prefer subsidies feel somewhat or very confident in their understanding of the ACA

- 23% are very confident in their understanding of the ACA
- 53% are somewhat confident in their understanding of the ACA

## **BUSINESSES WITH INDIVIDUAL COVERAGE**

Of businesses with individual coverage, nearly half will shop for health insurance this enrollment season

- 48% will probably or definitely shop for health insurance this enrollment season

Nearly one third of businesses currently using individual coverage believe the ACA will help their business

- 31% believe the ACA will help or significantly help their business

More than one third of businesses currently using individual coverage believe the ACA will either save them or their employees money

- 18% believe the ACA has saved them money
- 19% believe the ACA has saved their employees money

69% of businesses currently using individual coverage feel somewhat or very confident in their understanding of the ACA

## BUSINESSES WITH GROUP COVERAGE

More than half of businesses currently using group coverage indicated that health insurance costs them too much money

- 55% indicated that it costs them too much money

Nearly half of businesses currently using group coverage indicated that it costs their employees too much money

- 48% indicated that it costs their employees too much money

Nearly half of businesses currently using group coverage will shop for health insurance coverage this enrollment season

- 48% will definitely or probably shop for health insurance this enrollment season

Nearly one in ten businesses using group coverage plan to switch to individual coverage for 2015

- 8% will offer individual health insurance options

More than half of businesses currently using group coverage believe the ACA will either cost them or their employees more money

- 30% believe the ACA will cost them more money
- 29% believe the ACA will cost their employees more money

73% of business currently using group coverage believe the health insurance process is complicated

## BUSINESSES THAT HAVE USED AGENTS

More than one third of businesses that have used agents plan on shopping for health insurance this enrollment season

- 27% will definitely shop for health insurance this enrollment season
- 7% will probably shop for health insurance this enrollment season

More than half of businesses that have used agents feel confident in their understanding of the ACA

- 22% are very confident in their understanding of the ACA
- 40% are somewhat confident in their understanding of the ACA

Nearly half of businesses that have used agents believe there are not enough resources about the ACA available to small businesses

- 48% believe there are not enough resources about the ACA available to small businesses

One in five businesses that have used agents currently provide individual health insurance coverage

- 19% believe there are not enough resources about the ACA available to small businesses