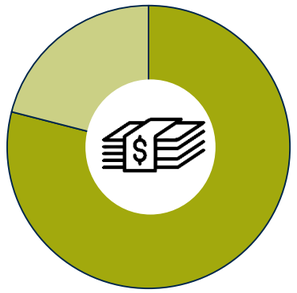
CHRT

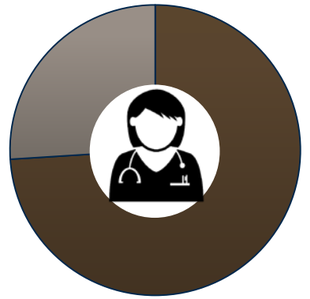
WHAT FACTORS MATTER MOST WHEN MICHIGAN CONSUMERS CHOOSE A PLAN?

UNIVERSITY OF MICHIGAN



79%
of insured considered
cost
very important

CHRT's *Cover Michigan Survey* found that cost was the top consideration, followed by physician choice.



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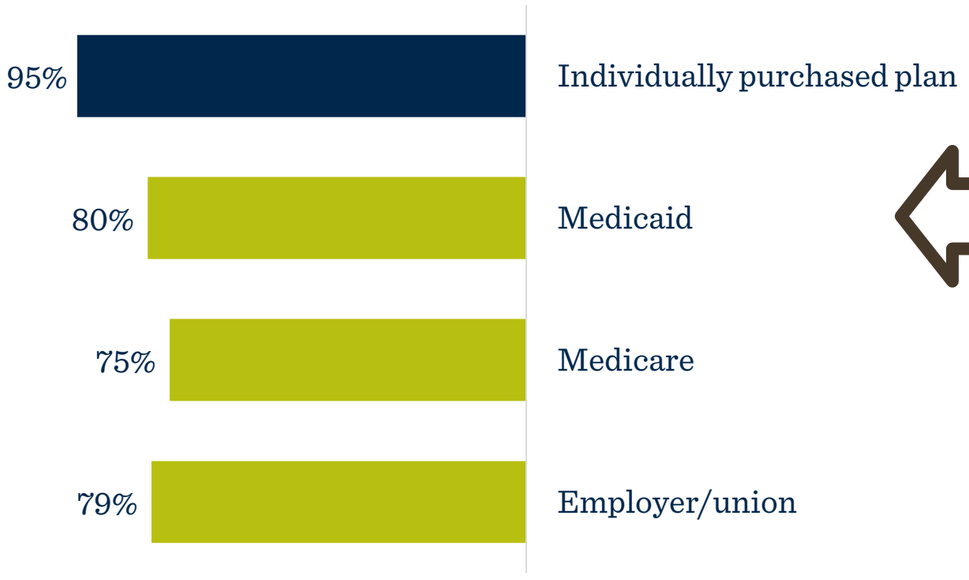

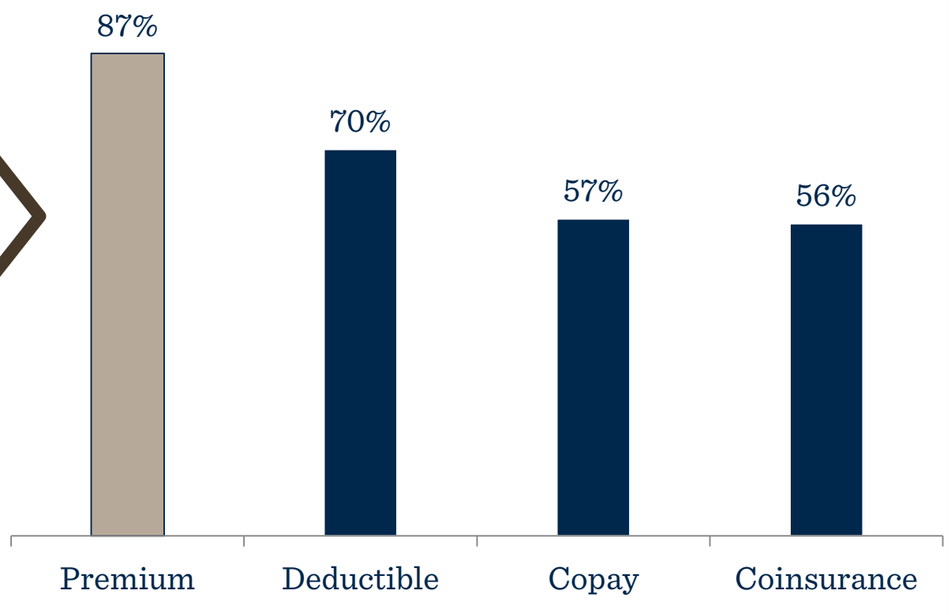

Cost was a very important consideration for everyone. It mattered most to people who bought individual health plans.

For people with **individual health plans**, premium cost was the most important consideration.