



# UnitedHealthcare 2024 Consumer Sentiment Survey



As millions of people make health benefit decisions for 2025, new data from a national Consumer Sentiment Survey provides insights into Americans' knowledge and opinions about health care – including open enrollment, women's health and wellness programs – among consumers with employer-sponsored plans.

## Open enrollment preparedness

**3 in 5**

respondents could not correctly define key health care terms like co-insurance and out-of-pocket maximum

More than

**8 in 10**

said dental and vision coverage are important to them

**1 in 4**

said they feel unprepared to choose the right health plan

**1 in 4**

said they spend less than an hour exploring their health plan options

**37%**  
said a high deductible plan makes them more cautious about seeking needed health care



## Women's health

**3 in 10**

women said they are unclear about their health plan's menopause coverage

**50%**

of women rated their employer's policies, practices, and culture positively in support of women's health

**3 in 5**

caregivers said they were unaware of caregiver support services offered by their health plan or employer

**1 in 5**

caregivers said their caregiving responsibilities negatively affected their mental health

**1 in 4**  
women said they are unclear about their health plan's coverage for chronic conditions



## Wellness programs

**57%**

of those who have participated in a workplace wellness program said it has reduced their stress or anxiety

**50%**

said they have never participated in a workplace wellness program

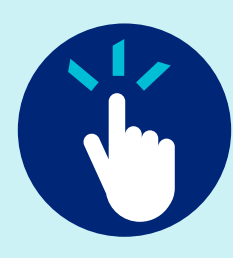
**3 in 4**

said they'd like to participate in a workplace wellness program

**22%**

said they don't know if they have access to a workplace wellness program

## Digital programs



**68%**

said they're likely to use a digital health program like a mental health or nutrition app to enhance their health and wellbeing

## Personalized provider recommendations



**56%**

said they're interested in getting personalized health care provider recommendations with the help of AI

## Wearable technology to manage diabetes



**92%**

of people with type 2 diabetes said they would participate in a program that offered the following at no additional cost to manage and improve their condition:

- Continuous glucose monitors (CGM)
- Personalized support from health care professionals

## Mental and behavioral health



Over  
**8 in 10**

said they feel comfortable talking about mental health with their partners

Source: 2024 UnitedHealthcare Consumer Sentiment Survey. It was conducted in July and August 2024 using Collage's online survey of 1,001 U.S. adults 18-64 with commercial insurance. The margin of error was plus or minus 3% at the 95% confidence level.

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