

# Health Insurance Rankings 2022: United States

YouGov®

**Rankings Report**

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# Introduction

## About the rankings

With the Open Enrollment period for 2023 coverage wrapping up, this report ranks the top health insurance brands being considered by most Americans, with additional targeted analyses of key customer segments including those over 65.

YouGov analyzed survey data from hundreds of thousands of respondents between Dec. 1, 2021 and Nov. 30, 2022, comparing against the preceding year to gauge trends.

This report sheds light on the health insurers considered by Americans who are choosing plans through healthcare.gov and State healthcare marketplaces, rather than receiving coverage through an employer.

By connecting brand health data from [\*\*YouGov BrandIndex\*\*](#) and unrivaled audience intelligence data from [\*\*YouGov Profiles\*\*](#), we're able to consistently and accurately measure changing consumer attitudes towards health insurance brands.





YouGov BrandIndex

# Here are America's Top Considered Health Insurers for 2022

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## The top 5 considered health insurance brands by **All Americans**

### US General Population

#### Health Insurance Consideration

All 5 of the top considered health insurance brands overall saw an increase in brand consideration scores in 2022.

UnitedHealthcare saw the largest increase, closing the gap with leader Blue Cross Blue Shield.

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#### Most considered Health Insurers – US General Population

Rank	Brand	Consideration	Change in Annual Score
1	Blue Cross Blue Shield	18.6%	+ 0.2
2	UnitedHealthcare	12.5%	+ 0.8
3	Humana	9.1%	+ 0.7
4	Aetna	8.9%	+ 0.6
5	Anthem Blue Cross	6.7%	+ 0.4

*YouGov BrandIndex - Brands ranked based on Consideration score between December 1, 2021 and November 30, 2022; Change in Annual Score measured between that time and the previous twelve months. Medicare-specific plans have been excluded from the overall analysis.*

## The top 5 considered health insurance brands compared by household income

### US General Population

#### Health Insurance Consideration

In our household income analysis, top ranked health insurance brands hold even greater sway among higher earners.

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Most considered Health Insurers – Americans by Household Income

Rank	Brand	Consideration: Up to \$50k	Consideration: \$50-100k	Consideration: \$100-200k	Consideration: \$200k +
1	Blue Cross Blue Shield	16.1%	21.1%	21.6%	22.5%
2	UnitedHealthcare	11.7%	13.8%	14.0%	15.9%
3	Humana	9.0%	10.4%	8.8%	12.1%
4	Aetna	7.3%	10.1%	12.1%	14.1%
5	Anthem Blue Cross	5.7%	7.6%	8.1%	10.1%

YouGov BrandIndex - Brands ranked based on Consideration score between December 1, 2021 and November 30, 2022; Change in Annual Score measured between that time and the previous twelve months. Medicare-specific plans have been excluded from the overall analysis.

# Americans Aged 26-44

## Health Insurance Consideration

Blue Cross Blue Shield and UnitedHealthcare remain the most considered brands among younger Americans.

However, Aetna beats out Humana for third place in our 2022 ranking, and Cigna cracks the top five

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## Top 5 considered healthcare insurance brands among Americans aged 26-44

Most considered Health Insurers – Americans by Age		
Rank	Brand	Consideration: Aged 26-44
1	Blue Cross Blue Shield	18.1%
2	UnitedHealthcare	11.2%
3	Aetna	8.1%
4	Humana	7.9%
5	Cigna	7.5%

*YouGov BrandIndex - Brands ranked based on Consideration score between December 1, 2021 and November 30, 2022, with additional filters by connecting YouGov Profiles metrics on age.*

# Americans Aged 45-64

## Health Insurance Consideration

Blue Cross Blue Shield extends its lead as the most considered brand among the 45-64 cohort.

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## Top 5 considered healthcare insurance brands among **Americans aged 45-64**

Most considered Health Insurers – Americans by Age		
Rank	Brand	Consideration: Aged 45-64
1	Blue Cross Blue Shield	20.7%
2	UnitedHealthcare	12.5%
3	Aetna	8.7%
4	Humana	8.1%
5	Anthem Blue Cross	7.1%

*YouGov BrandIndex - Brands ranked based on Consideration score between December 1, 2021 and November 30, 2022, with additional filters by connecting YouGov Profiles metrics on age.*

## Americans Aged 65+ Health Insurance Consideration

AARP Medicare Plans from UnitedHealthcare ranks third among the most considered brands for Americans over 65.

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## Top 5 considered healthcare insurance brands among Americans aged 65+

Most considered Health Insurers – Americans by Age		
Rank	Brand	Consideration: Aged 65+
1	Blue Cross Blue Shield	16.6%
2	UnitedHealthcare	13.9%
3	AARP Medicare Plans from UnitedHealthcare	12.8%
4	Humana	10.6%
5	Aetna	9.5%

YouGov BrandIndex - Brands ranked based on Consideration score between December 1, 2021 and November 30, 2022, with additional filters by connecting YouGov Profiles metrics on age.



## Top considered healthcare insurance brands among Medicare eligible demographic

**65+ with Household Income Under \$50k**

### Health Insurance Consideration

Older Americans with lower household incomes (who typically qualify for Medicare) have significantly higher consideration for AARP plans.

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#### Most considered Health Insurers – Americans with annual income under 50k

Rank	Brand	Consideration (aged 65+)	Consideration (All Ages)
1	Blue Cross Blue Shield	14.0%	16.1%
2	UnitedHealthcare	13.9%	11.7%
3	AARP Medicare Plans from United Healthcare	13.1%	8.3%
4	Humana	10.9%	9.0%
5	Aetna	8.6%	7.3%

*YouGov BrandIndex - Brands ranked based on Consideration score between December 1, 2021 and November 30, 2022, with additional filters by connecting YouGov Profiles metrics on age and annual gross household income.*

# Blue Cross Blue Shield

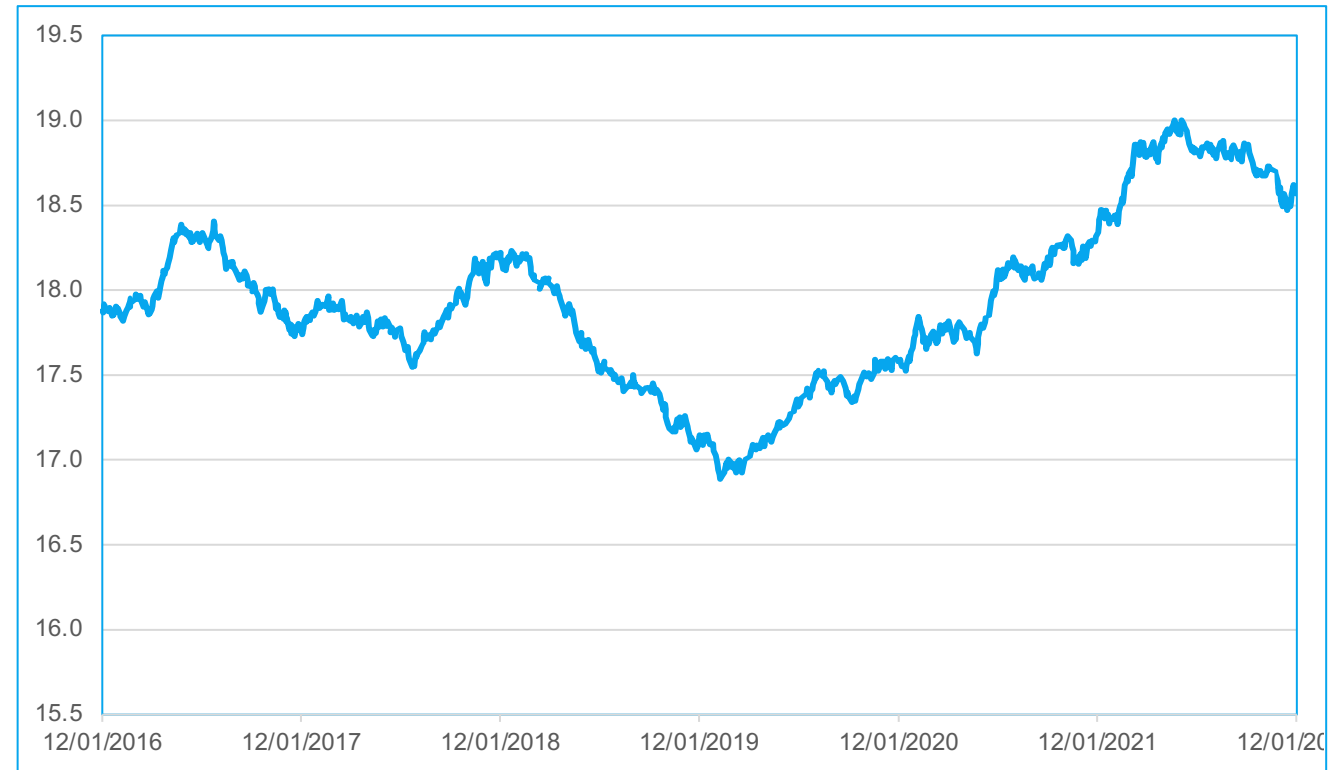
**Average Consideration: 17.9%**

**Average Ad Awareness: 10.8%**

**Average Consideration (65+): 15.9%**

**Average Ad Awareness (65+): 15%**

## Consideration of **Blue Cross Blue Shield** among **All Americans** since **December 2016**



■ Consideration

**Learn more about your brand.**

[Explore now >](#)

*YouGov BrandIndex data on Consideration score between December 1, 2016 and November 30, 2022, Ad Awareness measured on the same timeframe. 65+ data available via YouGov Profiles connection*

# Want a deeper analysis?

**YouGov BrandIndex** tracks 16 influential brand health metrics including:

- Customer Satisfaction
- Quality
- Aided Awareness
- Ad Awareness

**YouGov Profiles** can segment your analysis by:

- Region
- Employment status
- Consumer attitudes
- And much more



**Get in touch.**

## **The data behind this mini-report**

**YouGov publishes brand rankings yearly based on the data from our always-on brand tracker, YouGov BrandIndex.**

**Instead of just taking the views of a general population, we zoomed in on how those brands resonate with Americans at various ages and incomes by segmenting brand views with unparalleled audience intelligence platform YouGov Profiles.**

**[Learn more about your customers.](#)**



# Thank you

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