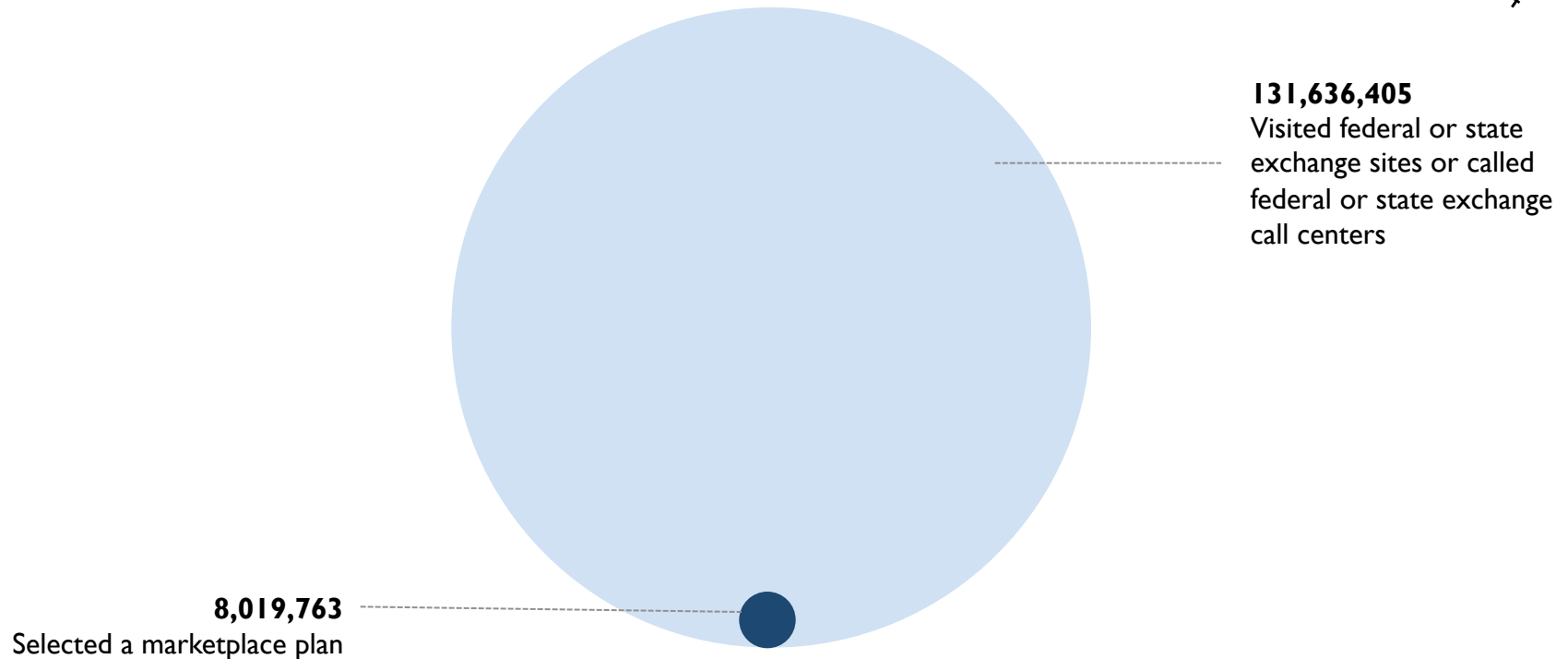


Less Than 7% of Site Visitors, Callers Enrolled in Exchanges

Breakdown of Health Insurance Exchange Enrollment Numbers
Oct. 1 – March 31, 2013

Updated
May 7, 2014



Analysis

- The administration reports 8,019,763 people, or 6.1% of total visitors to exchange websites and callers to exchange call centers, enrolled in health care exchanges that opened on Oct. 1, 2013
- Despite the percentage of enrollees compared to exchange site visitors or callers, total enrollment increased and surpassed the administration's goal