Bankrate: Survey: Many Still Ask, 'What is Obamacare?'

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Bankrate's Jay MacDonald spoke to Assistant Professor of Marketing Janet Schwartz, an expert on the consumer experience of health care, for her reaction to a new survey on Obamacare.

> Schwartz believes some of the bewilderment with the health care law stems from America's employer-based health care system, which allows most people to avoid understanding the basics of health insurance.
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> "Purchasing health care turns out to be one of our biggest expenses, and yet it is very intangible," Schwartz says. "If you purchase homeowners or car or life insurance, you know exactly what you're getting, but with health insurance, it's not clear. For most people, their employer plan has provided this huge buffer."

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http://www.bankrate.com/finance/insurance/health-insurance-poll-0913.aspx