

Rx Drug Insurance Coverage by Consumer Segments

Annual 1998

Annual 2003

Total Population

No Insurance – Full Price Payment for Rx	22%	15%
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Insurance Coverage/Co-Pay	78%	85%
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Baby Boomers 40 – 59

No Insurance – Full Price Payment for Rx	16%	11%
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Insurance Coverage/Co-Pay	84%	89%
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Seniors 65+

No Insurance – Full Price Payment for Rx	32%	23%
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Insurance Coverage/Co-Pay	68%	77%
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Seniors 65+ with Income <\$20,000

No Insurance – Full Price Payment for Rx	37%	27%
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Insurance Coverage/Co-Pay	63%	73%
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Source: Ipsos PharmTrends® Ipsos-Insight 2004