

# ***KS&R ONLINE CONSUMER PANEL***



## **Prescription Drugs Survey** *Select Highlights of Survey Results*

January 2004

# *Preface*

- This data reflects KS&R's on-going examination of the baby boomer generation.
  - ➔ The data presented in these select highlights relate to the next generation's behaviors and opinions with regard to prescription drugs.
  - ➔ Baby boomers are defined as consumers born between 1945 and 1965.
  - ➔ Survey was conducted between November 7 and November 17, 2003.
  
- The full report from this survey as well as other related reports on baby boomer preferences and reactions are available by contacting [hq@ksrinc.com](mailto:hq@ksrinc.com) or by calling Brian Jones at (315) 470-1350.

## *Select Highlights*

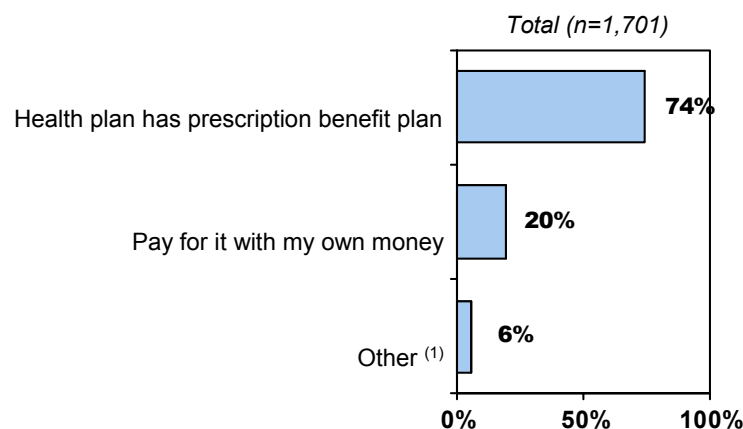
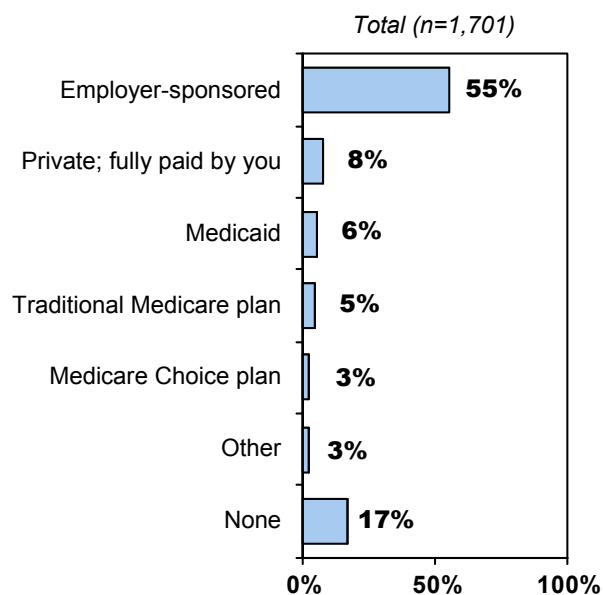
- 1) Baby boomers currently rely heavily on employer-sponsored healthcare plans with prescription benefits (74%).
- 2) Nearly one-third (29%) of baby boomers indicate taking four or more prescription drugs for chronic conditions. The most commonly mentioned medical conditions include hypertension (31%), arthritis (23%), mental health problems (23%), respiratory problems (17%), and diabetes (12%).
- 3) 7% of baby boomers purchase prescription drugs from outside of the U.S. However, a majority of this group purchases less than one-quarter of their prescription drugs from sources outside of the U.S.
- 4) 58% of baby boomers agree that prescription benefit plans should cover both prescription drugs and the cost of over-the-counter medications, even if it costs more.

# Current Behavior: Health Care and Prescription Benefit Coverage

**BABY BOOMERS**

“What primary healthcare coverage do you have?”

“How do you pay for your prescriptions?”



- ✓ Higher income baby-boomers much more likely to have a health plan with prescription benefits.
- ✓ Baby-boomers using fewer drugs more likely to pay with their own money.

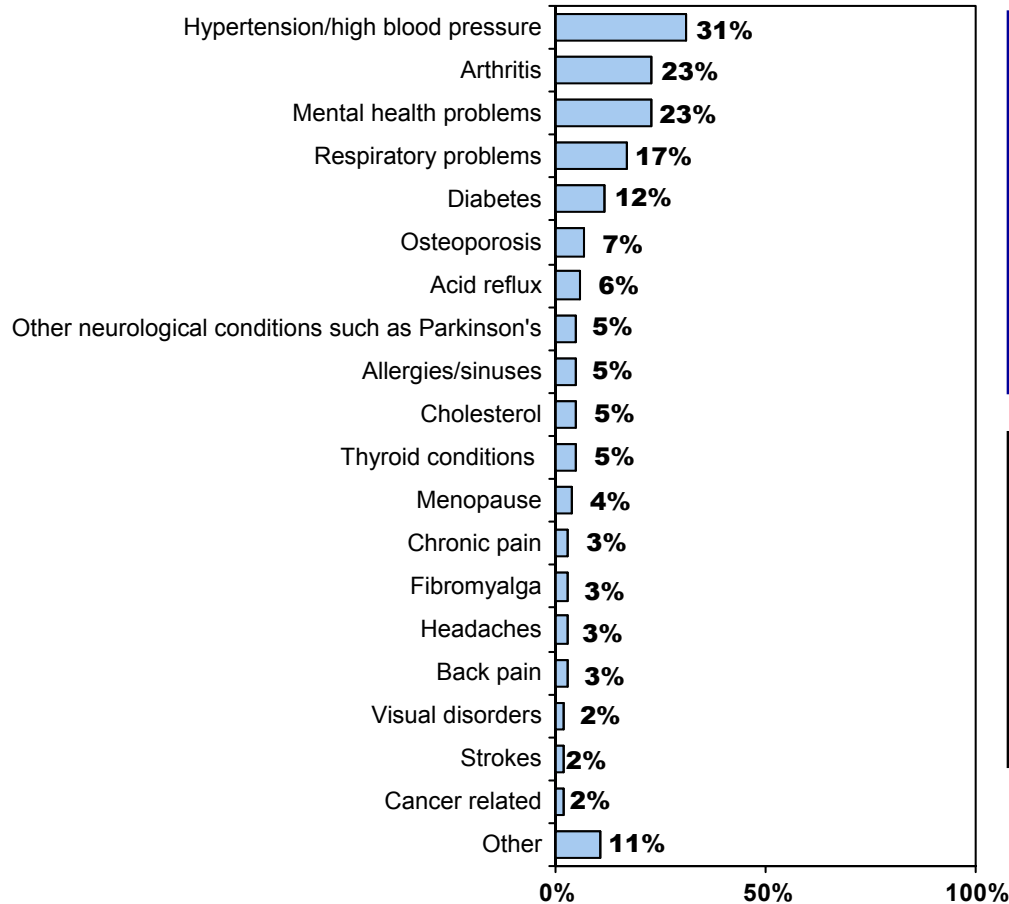
(1) Other Includes: Prescription plan separate from healthcare plan, state sponsored program, discount card from pharmaceutical company, discount card from AARP, other discount plan, don't use prescription drugs, Veterans/military plan.

# Current Behavior: Conditions and Prescription Drug Use

## BABY BOOMERS

“Are you currently taking any prescription drugs for the following medical conditions?”

Total (n=1,444)  
(Does not include 15% non-response)



- ✓ Baby-boomers with lower incomes are being prescribed more drugs for hypertension, heart disease, diabetes, respiratory problems, osteoporosis, arthritis, mental health problems and other conditions.
- ✓ Male baby boomers are being prescribed more drugs for heart disease, diabetes and cholesterol.
- ✓ Female baby boomers are being prescribed more drugs for respiratory problems, osteoporosis, mental health problems, acid reflux, fibromyalgia, thyroid conditions and headaches.

### Number of Prescriptions for Treatment of Chronic Conditions

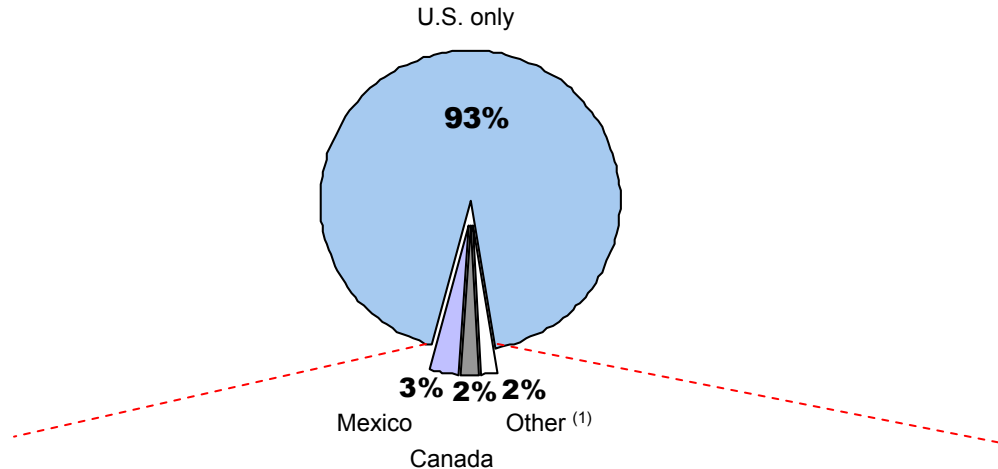
- None: 28%
- One: 15%
- Two: 15%
- Three: 13%
- Four or More: 29%

# Current Behavior: Non-U.S. Drug Purchases Behavior

**BABY BOOMERS**

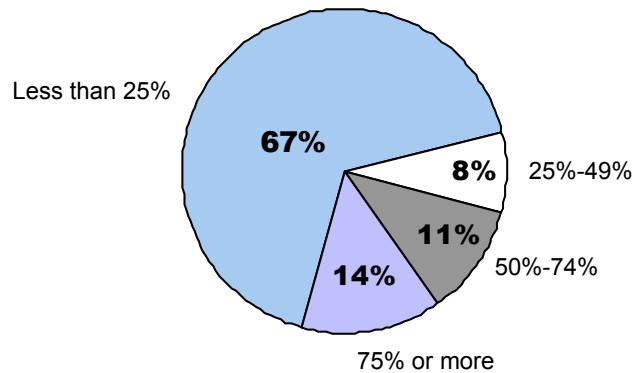
## Purchase of Prescriptions Outside the U.S.

Total (n=1,701)



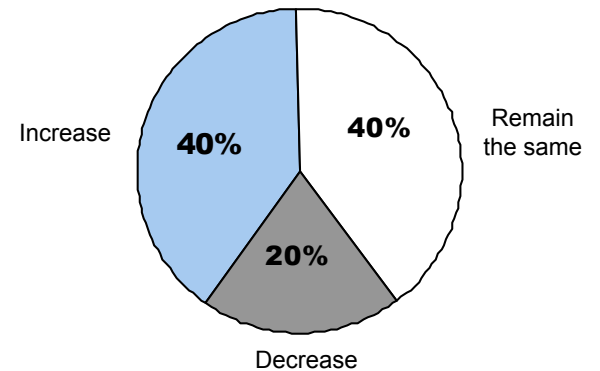
## Percent of Prescriptions Purchased Outside the U.S.

Purchases Outside the U.S. (n=114)



## Expectation for Change in Non-U.S. Prescription Drug Purchases Over Next 2-3 Years

Purchases Outside the U.S. (n=114)



(1) Other Includes: Europe/Asia/Central/South America

# Consumer Opinion: Reaction to Increase in OTC Drugs

**BABY BOOMERS**

*“Many former prescription drugs are now being offered to the public as over-the-counter drugs. Please indicate how strongly you agree or disagree with the following statements.”*

