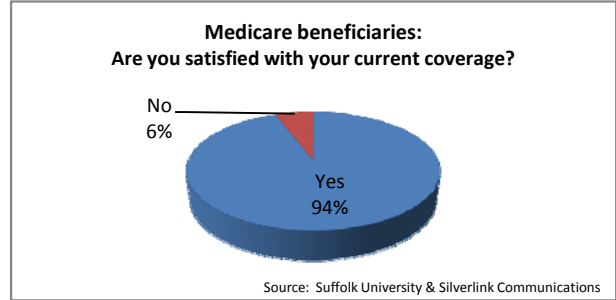


Are you satisfied with your current coverage?

There is an extremely high level of satisfaction among Medicare beneficiaries.

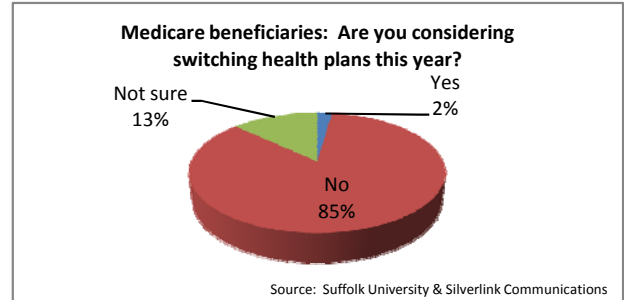
Yes	94.2%
No	5.8%
N =	2,628



Are you considering switching health plans this year?

The vast majority of Medicare beneficiaries we spoke with are currently not considering switching their health plan this year.

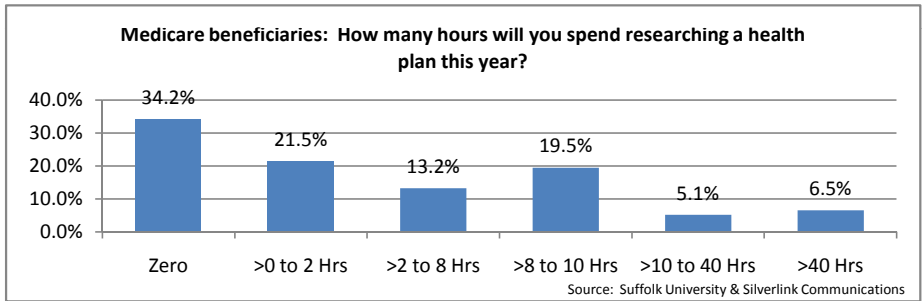
Yes	2.2%
No	84.7%
Not sure	13.1%
N =	2,628



How many hours will you spend researching a Medicare health plan this year?

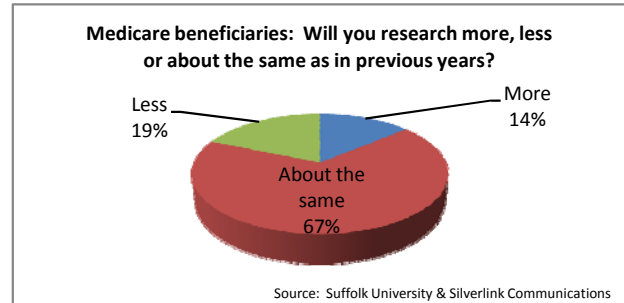
Most Medicare beneficiaries will spend minimal time (2 hours or less) researching their plan.
Median is 2 hours.

Zero	34.2%
>0 to 2 Hrs	21.5%
>2 to 8 Hrs	13.2%
>8 to 10 Hrs	19.5%
>10 to 40 Hrs	5.1%
>40 Hrs	6.5%
N =	2,602



Is this more, less or about the same as in previous years?

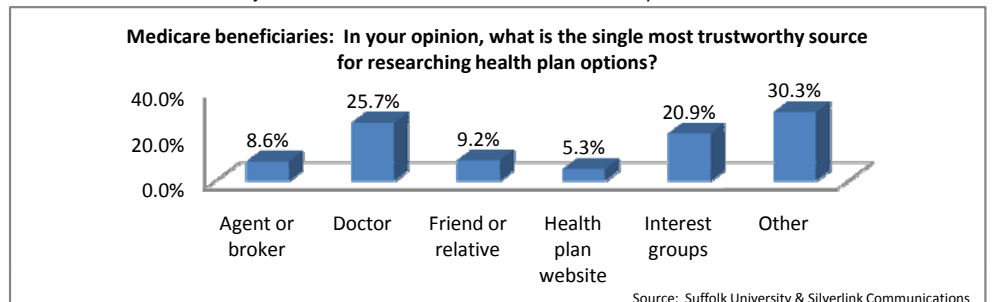
More	13.9%
About the same	67.4%
Less	18.7%
N =	2,628



In your opinion, what is the single most trustworthy source for researching health plan options?

Doctors and interest groups have influence over healthcare consumers as they look for information on Medicare health plans.
The health plan website is not a 'trusted' source.

Agent or broker	8.6%
Doctor	25.7%
Friend or relative	9.2%
Health plan website	5.3%
Interest groups	20.9%
Other	30.3%
N =	2,628

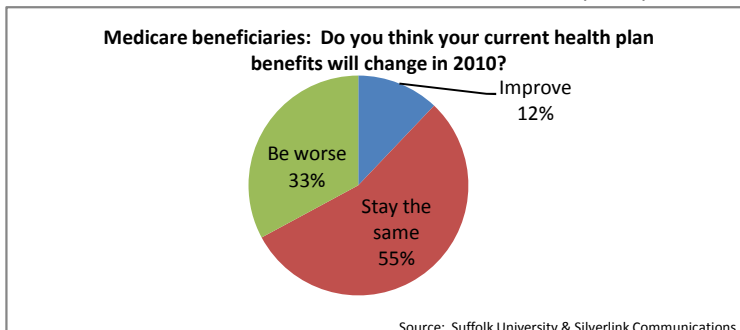


Do you think your current health plan benefits will change in 2010?

A majority of Medicare beneficiaries believe that their health benefits will stay the same in 2010.

Given what we expect relative to changes in premiums, we believe there will be a chaotic 'rush' in 4Q 2009 as consumers research health plan options.

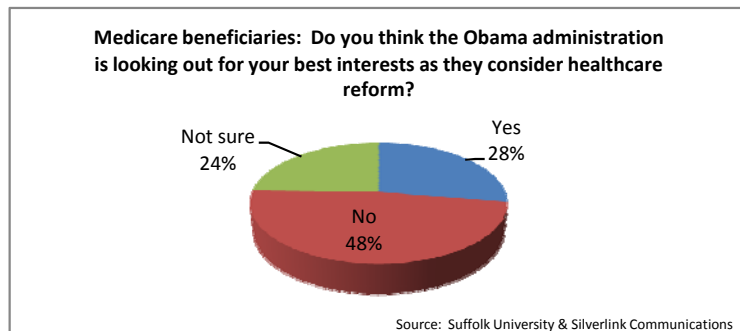
Improve	12.1%
Stay the same	55.1%
Be worse	32.9%
N =	2,628



Do you think the Obama administration is looking out for your best interests as they consider healthcare reform?

Almost half of all Medicare beneficiaries that we surveyed, do not believe that the Obama administration has their best interests at heart.

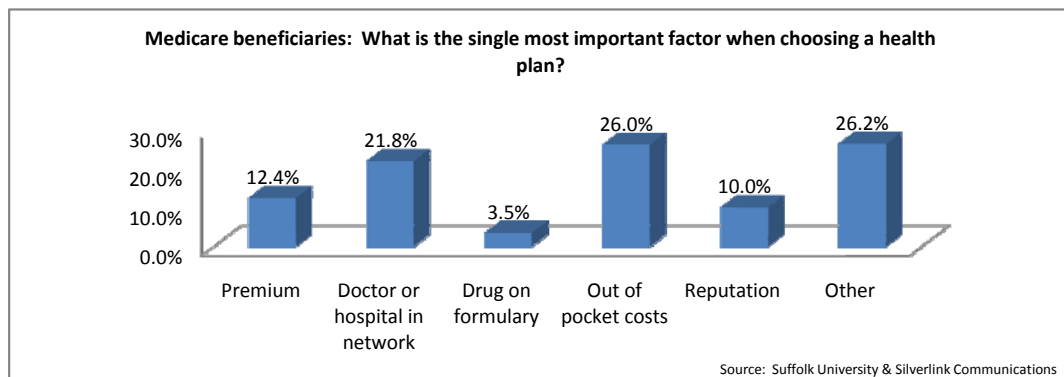
Yes	27.7%
No	47.8%
Not sure	24.6%
N =	2,628



What is the single most important factor when choosing a health plan for next year?

Out of pocket costs and doctor / hospital in network are the two most important factors when choosing a plan.

Premium	12.4%
Doctor or hospital in network	21.8%
Drug on formulary	3.5%
Out of pocket costs	26.0%
Reputation	10.0%
Other	26.2%
N =	2,628



Have you used the Internet to search for health information?

Compared to commercially insured populations, Medicare beneficiaries do not use the Internet as pervasively to search for health information.

Yes	25.6%
No	74.4%
N =	2,628

