



# GSK Global Pain Index 2017 Global Research Report

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# 1 Foreword

An overwhelming amount of the global population (85 percent) have experienced both head and body pain in their lifetime preventing them from living their lives to the full, impacting their ability to parent, affecting their careers and social lives.<sup>1</sup> Whilst significant progress has been made globally to improve access to healthcare medication and education on how to effectively manage physical pain, GSK believes more can be done. Our company mission is to help people do more, feel better and live longer, and with 50 years' leadership in pain relief, we are uniquely positioned to help drive the right access to pain relief products, bring new product solutions to market and help people understand how to best manage, control and ultimately even prevent their pain.

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<sup>1</sup> Extrapolation based on Q2/Q4. We would now like to ask you about specific types of pain that you might experience. Where on your body and at what frequency do you experience body pain?. Q4. Can you tell us at what frequency you experience the following types of head pain? Base: all respondents 19,008.



**Through GSK's Global Pain Index (GPI), we want to raise awareness of this hidden epidemic by looking at how body and head pain affects people worldwide at a macroeconomic level, but also at a social and emotional level. By truly understanding the scale of the issue and how it impacts people living with it, we can then look at how our commitment to enabling people to do more, feel better and live longer can make a difference through the activities and innovations of our brands Excedrin<sup>®</sup>, Panadol<sup>®</sup>, Fenbid<sup>®</sup> and Voltaren<sup>®</sup>.**

The GPI is our unique research project designed to look at the impact pain has on society over time. The scope of the 2017 report has been extended from our first study which was conducted last year. The GPI now covers 32 countries (up from 14 last year) and considers the impact of body and head pain to give us highly detailed information on the impact of pain around the world. The findings reveal the huge cost of pain on the global economy, with at least \$245 billion USD lost every year in missed work days.<sup>2</sup> But pain isn't just a problem for business and industry; it also takes an emotional toll on us, affecting our relationships with family and friends and preventing us from fully engaging with and enjoying life.

In the next five years, the GPI findings will be exacerbated by huge cultural shifts that will transform the way we live. 900 million more people will be using mobile technology changing the way they interact with companies and workplaces and manage their healthcare needs.<sup>3</sup>

One in six people globally will be over the age of 60 by 2021<sup>4</sup>, looking to live life to the fullest without pain getting in the way. By 2025, over 40 percent of children under 14 will be from just four countries – India, Indonesia, Nigeria and China – requiring quality, yet affordable, paediatric pain and fever solutions.<sup>5</sup>

As a pharmaceutical company we know now is the time to make bold choices and take big decisions that support our belief that no one should have to suffer - often in silence - with pain that can be prevented through lifestyle changes or prompt and appropriate treatment.

The starting point is the in depth understanding of the broader effects of pain provided by the GPI. Now we have a clear awareness of the scale of the problem, and the impact not only on the individual but those around them and society at large, it is time to use our position as world-leading experts in pain relief to become part of the solution.

That is why we are announcing our ambition to make the world *Better, for Everyone* and a platform that brings together existing initiatives from global pain relief brands Excedrin<sup>®</sup>, Panadol<sup>®</sup>, Fenbid<sup>®</sup> and Voltaren<sup>®</sup> under a unifying commitment to reduce the impact of physical pain for a further 4.3 million people by 2021.

<sup>2</sup> See extrapolation data calculations, estimated cost for all countries surveyed except Kenya.

<sup>3</sup> GSMA Mobile Economy 2016. Available at: <http://www.gsma.com/mobileeconomy/>. Last accessed December 2016.

<sup>4</sup> United Nations World Population Ageing 2016. Available at: [http://www.un.org/en/development/desa/population/publications/pdf/ageing/WPA2015\\_Highlights.pdf](http://www.un.org/en/development/desa/population/publications/pdf/ageing/WPA2015_Highlights.pdf). Last accessed December 2016.

<sup>5</sup> Index Mundi. Available at: [http://www.indexmundi.com/world/age\\_structure.html](http://www.indexmundi.com/world/age_structure.html) (25 percent of the population is under 14 i.e. 25 percent of 7.4 billion or 1.85 billion). Last accessed December 2016 and GeoHive. Available at: [http://www.geohive.com/earth/population\\_age\\_1.aspx](http://www.geohive.com/earth/population_age_1.aspx) (India = South Central Asia; China = eAstern Asia; Nigeria = West Africa; Indonesia = South East Asia); When we add these sub-regions, it adds up to 1.15 billion of the total population of 1.85 billion or 60 percent; Adjusted with total population of IN, CN, ID and Nigeria vs. these respective sub-regions to get to 50 percent. Last accessed December 2016.



Over the next four years we will use our global footprint and unique partnerships with retailers, advocacy groups, doctors, pharmacists, policy makers, regulators and more, to drive change within communities.

We have already begun this work through our brands Excedrin®, Panadol®, Fenbid® and Voltaren®; but with *Better, For Everyone*, we will grow and expand this work to ensure it makes a genuine difference on how we manage and treat pain and help relieve the social economic impact of pain.

*Better, for Everyone* will focus on three key areas:

- We are committed to providing access to the widest available range of everyday pain medication by expanding our geographic reach and achieving greater flexibility around our product offering, format and price to include those consumers who may have been left behind.
- We will continue to help inform and support people, including doctors and pharmacists, so they can better manage their pain and the pain of those around them. This extends from education around the appropriate use of medicine for both consumers and healthcare experts, to holistic programming offering advice on how to prevent and manage pain, to community initiatives which address societal challenges related to pain.
- We will drive innovation of a continued pipeline of new, scientifically differentiated products to continue to help people avoid and relieve pain, accelerating the journey back to normal life.

Our work through the GPI and *Better, For Everyone*, combine to help us both understand the impact of pain and find solutions that enable people to live free from its negative effects.

**Laura Boros,**  
Senior Vice President Global Category  
at GlaxoSmithKline Consumer Healthcare



## 2

# Introduction to GSK Global Pain Index 2017

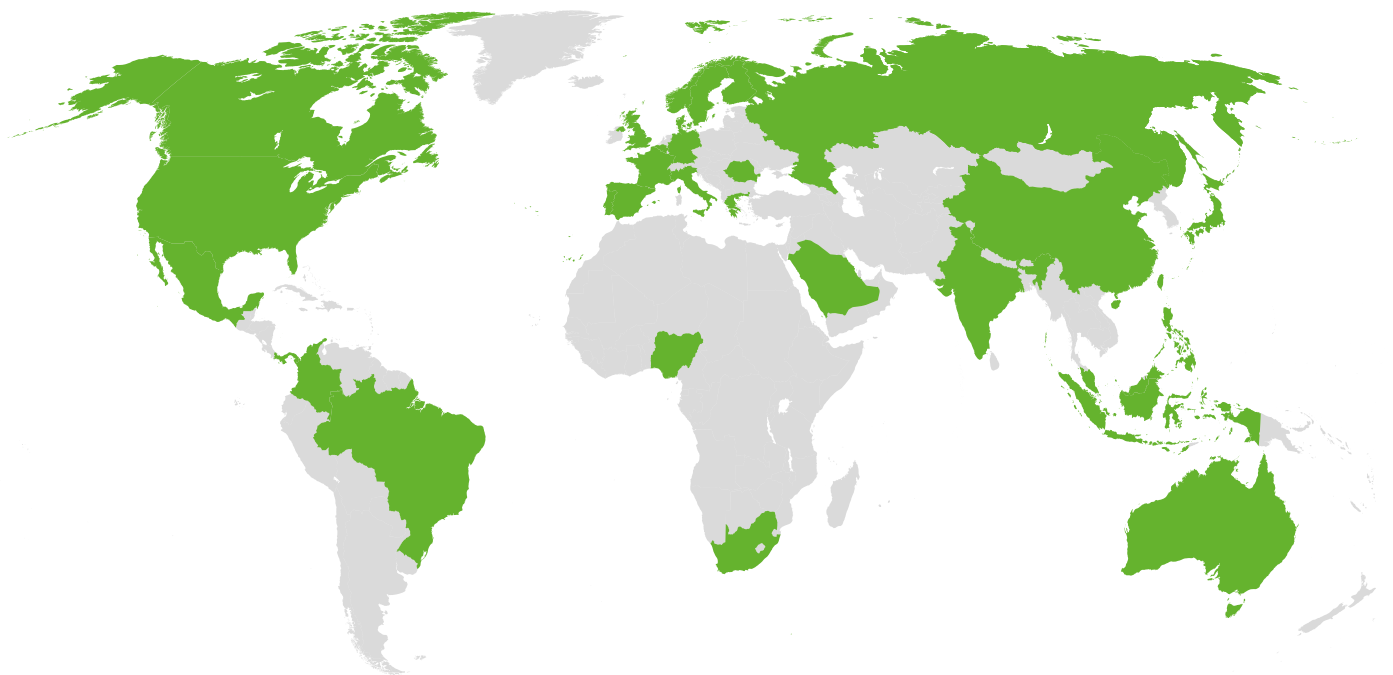
The GSK **Global Pain Index** (GPI) 2017 is an in-depth global study looking into attitudes towards physical pain, and the impact that physical pain has on people's lives around the world. In its second iteration, the study has now expanded its scope to look at both body pain and head pain in 32 countries across the globe, and this year reveals that pain is everywhere: globally, more than 9 in 10 adults (aged 18+) claim to have experienced body pain at some time in their lives (95%)<sup>7</sup> as have more than 8 in 10 also experiencing head pain (86%).<sup>8</sup>

<sup>7</sup> Extrapolation based on Q2. We would now like to ask you about specific types of pain that you might experience. Where on your body and at what frequency do you experience body pain? Body pain includes pain experienced in muscles, tendons, ligaments and joints (e.g. back pain, neck pain, shoulder pain and osteoarthritis). Total base All respondents n=19,008.

<sup>8</sup> Extrapolation based on Q4. Can you tell us at what frequency you experience the following types of head pain? Head pain refers to headaches, tension headaches and migraines. Total base All respondents n=19,008.

The GPI 2017 was commissioned by GSK Consumer Healthcare, on behalf of Voltaren®, Panadol® and Excedrin®. The research was conducted through online interviews in 32 countries, across six continents, with people aged 18 and over. The individuals in the study were selected to represent the distribution of the online population of gender, age, and region in each country through online panels, and had to have experienced body or head pain at least once throughout their lifetime. The research captures people's personal, physical and emotional experiences with both their body and head pain to better understand the true impact it has on their lives as well as on society. This year, in addition to revealing the differences in how people approach, try to understand and treat their body and head pain, the research also provides a perspective on the economic impact of pain, revealing the global cost of pain.

Over 19,000 people  
in 32 markets





# 3

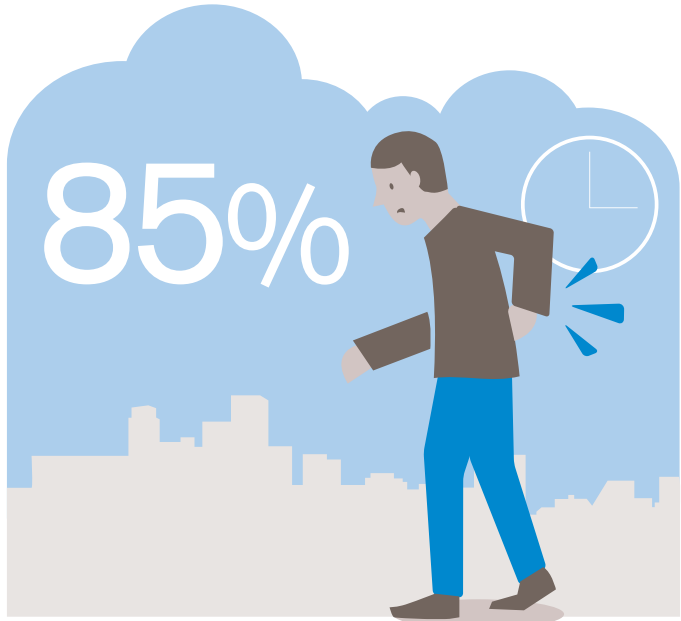
## Key findings

- <sup>9</sup> Extrapolation based on Q2/Q4. We would now like to ask you about specific types of pain that you might experience. Where on your body and at what frequency do you experience body pain?. Q4. Can you tell us at what frequency you experience the following types of head pain? Base: all respondents 19,008.
- <sup>10</sup> Extrapolation based on Q2. We would now like to ask you about specific types of pain that you might experience. Where on your body and at what frequency do you experience body pain?. Base: all respondents 19,008.
- <sup>11</sup> Extrapolation based on Q4. Can you tell us at what frequency you experience the following types of head pain?
- <sup>12</sup> Q39. Can you now estimate the number of sick days or 'forced holidays' you have had to take off, in the past year, due to the following types of pain? Body pain. Total base all respondents: 11,427. See appendix for country totals.
- <sup>13</sup> See extrapolation data calculations, estimated cost for all countries surveyed except Kenya.
- <sup>14</sup> Q41.1 / Q41.2 And do you agree or disagree with the following statement...? "*My pain has had a negative impact on my career progression*" Total: those with body pain who work n=11,238, those with head pain who work n=10,563. See appendix for country totals.
- <sup>15</sup> Q21. In your opinion, does your quality of life decrease when you are suffering from the following types of pain? YES. Total base: All with body pain n=18,686, all with head pain n=17,018. See appendix for country totals.
- <sup>16</sup> Q18. Which of the below best describe how your pain makes you feel when you are suffering from the following types of pain? Total base all respondents: body pain = 18,686, head pain = 17,018. See appendix for country total.
- <sup>17</sup> Q22.1/Q22.2 Can you tell us which, if any, of the following aspects of everyday life are negatively impacted by the different types of pain? Head pain / body pain "*My mood*". Total base all respondents: body pain = 18,686, head pain = 17,018. See appendix for country total.
- <sup>18</sup> Q7. Thinking again about the type of body pain you experience most regularly or chronically, how long do you typically wait before you decide to do something about it (e.g. consult a health care professional, take pain relief)? NET FEW HOURS/FEW MINUTES. Q13. Thinking again about the type of head pain you experience most regularly or chronically, how long do you typically wait before you decide to do something about it (e.g. consult a health care professional, take pain relief)? NET FEW HOURS/FEW MINUTES. Total base: those with body pain n=18,686, those with head pain n=17,018.
- <sup>19</sup> Q9. How do you know what is causing your body pain? Total base: Those with body pain who know the cause of their pain n=17,431, those with head pain who know the cause of their pain n=14,568. For country totals, please see appendix. Q15. How do you know what is causing your head pain? Total base: those with head pain who know the cause of their pain n=14,568.
- <sup>20</sup> Q25. Thinking about the pain medication you take most often (this can be either over the counter medication or prescription medication), how knowledgeable are you about the following areas? NET very / extremely knowledgeable Total base: All respondents n=19,008. For individual country base size, please see appendix.



### Pain remains commonplace and its impact cannot be ignored

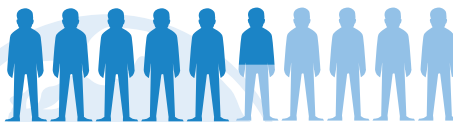
Pain continues to be suffered by nearly everyone all over the world. 85 percent of people claim to have suffered from both body and head pain at some point in their lives<sup>9</sup>.



### Body pain is more regularly experienced, but head pain has still impacted the majority of adults

Body pain has been experienced at least weekly by more than half of people globally (56 percent).<sup>10</sup> While weekly head pain only impacts one in four (23 percent), it has been experienced by 86 percent of people overall.<sup>11</sup>

# 56% Body pain



# Head pain 1/4



### The cost of pain to both economies and individuals is too high

The average worker takes at least 2.6 days off sick each year because of their body pain,<sup>12</sup> which costs an estimated \$245 billion USD annually across all the countries surveyed<sup>13</sup>. In addition, more than two in ten individuals feel their own career progression has been negatively impacted by their pain.<sup>17</sup>

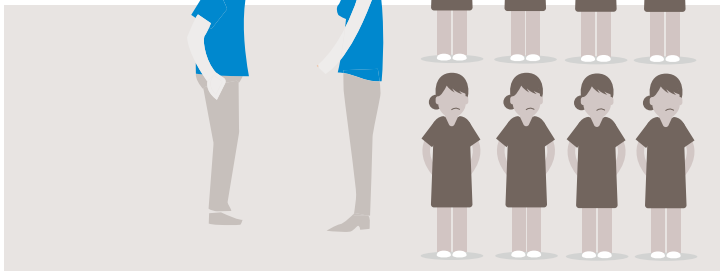


# 2.6 days off sick



### Pain impacts everyday life for the sufferer and those closest to them

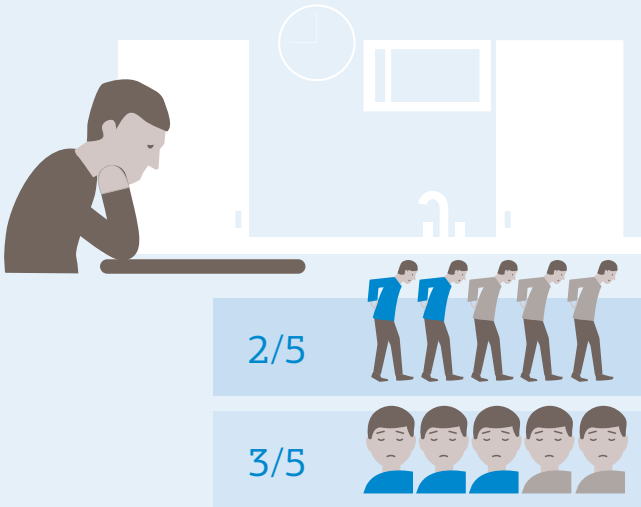
Eight in ten weekly pain sufferers say their quality of life decreases when they are in pain.<sup>15</sup> It makes eight in ten anxious or worried<sup>16</sup>, and can impact mood,<sup>17</sup> particularly for head pain sufferers. Sufferers also recognise the impact pain is having on their friends, loved ones and even their children.





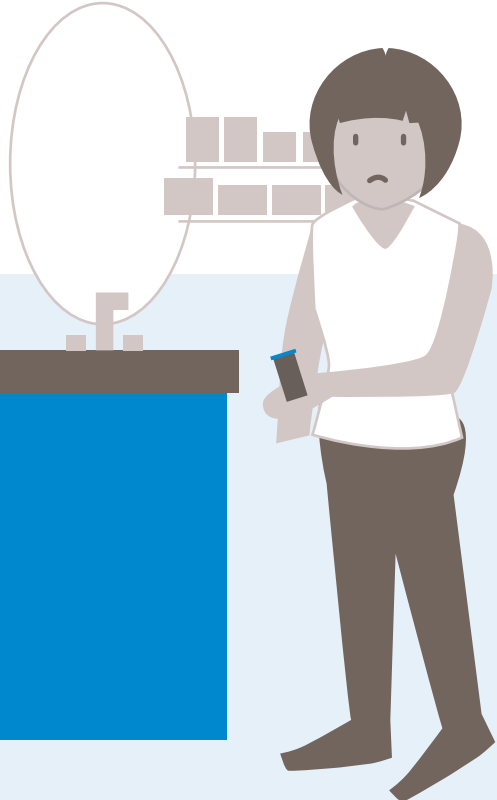
### Body pain sufferers are slower to act at the onset of pain

Only two in five body pain sufferers (39 percent) will act on their pain within hours compared to over three in five (65 percent) head pain sufferers.<sup>18</sup> For both body and head pain, around one in five will simply wait for their pain to disappear.<sup>18</sup>



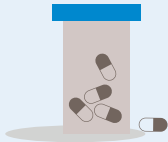
### Self-diagnosis is the most common approach to understanding the cause of their pain

More than eight in ten know the cause of their body or head pain (body: 94 percent; head: 87 percent), and for the majority, the cause is known through self-diagnosis rather than visiting a healthcare professional.<sup>19</sup> Self-diagnosis is particularly common amongst 18-34 year olds.<sup>19</sup>



### Knowledge of medication is low

Worryingly, people's knowledge of the medication they take most often to treat their pain is relatively low, especially amongst those who self-diagnose, which could lead to ill-informed, potentially dangerous behaviours.<sup>20</sup>





## 4

# Pain impacts everyone

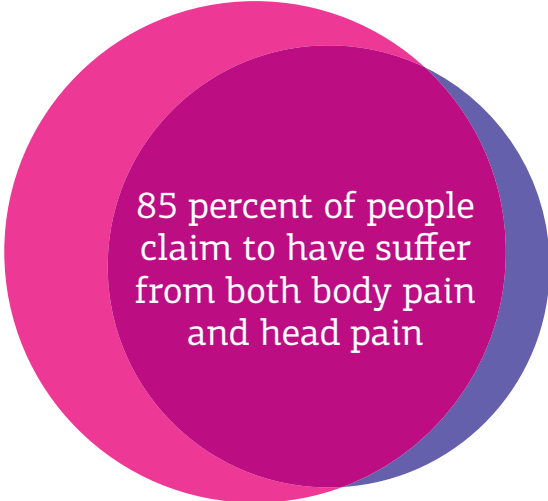
The vast majority of people globally claim to have experienced body pain (95 percent)<sup>21</sup> and head pain (86 percent)<sup>22</sup> at some point in their lives, with over eight in ten (85 percent) claiming to have experienced both.<sup>23</sup>

<sup>21</sup> Extrapolation based on Q2. We would now like to ask you about specific types of pain that you might experience. Where on your body and at what frequency do you experience body pain? Total base All respondents n=19,008.

<sup>22</sup> Extrapolation based on Q4. Can you tell us at what frequency you experience the following types of head pain? NET ANY SUMMARY. Total base All respondents n=19,008.

<sup>23</sup> Extrapolation based on Q2. We would now like to ask you about specific types of pain that you might experience. Where on your body and at what frequency do you experience body pain? Total base All respondents n=19,008. Q4. Can you tell us at what frequency you experience the following types of head pain? NET ANY SUMMARY. Total base All respondents n=19,008.

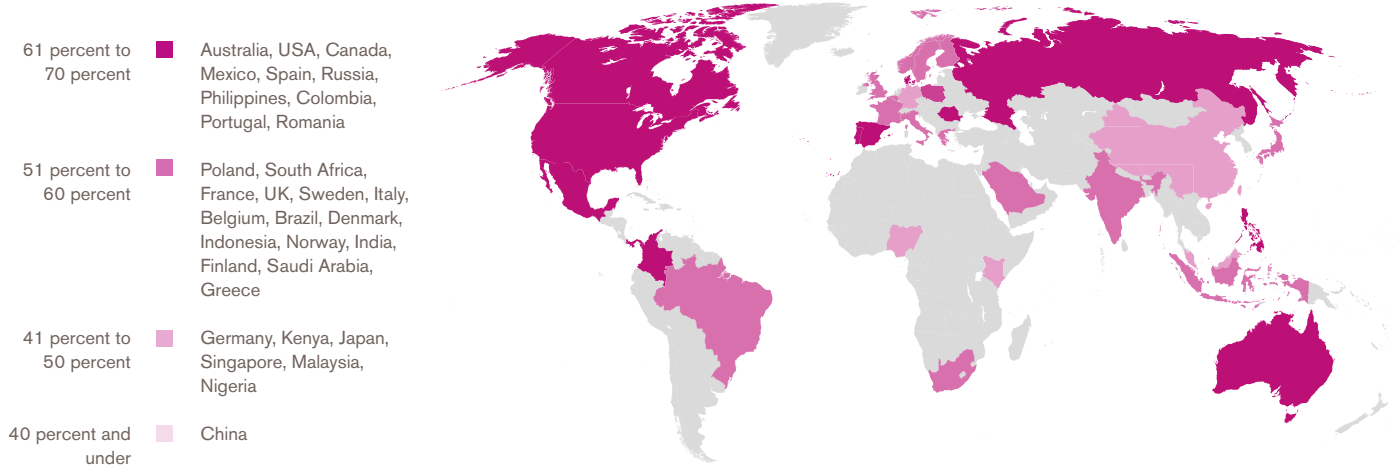
95 percent of people globally claim to have suffered from body pain



86 percent of people globally claim to have suffered from head pain

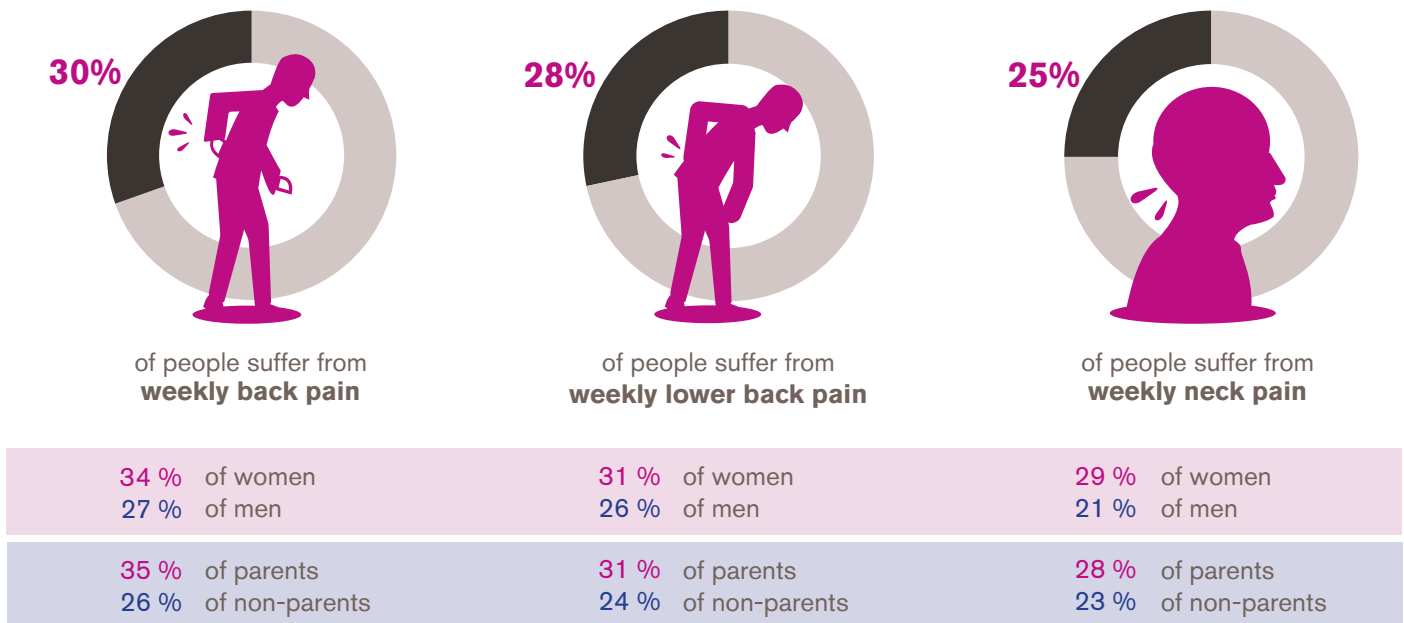
## i. Prevalence of body pain

Globally, more than half of people claim to have experienced body pain on a weekly basis (56 percent). It is most prevalent in Australia, the US, Mexico, Canada, Romania, Russia, the Philippines, Spain, Colombia and Portugal (all average 61 percent or over).<sup>24</sup>



Regular (weekly) sufferers most commonly experience body pain in their back (30 percent), lower back (28 percent) and neck (25 percent), with increased prevalence amongst women and parents of children 12 and under (see below).<sup>25</sup>

Most types of body pain location globally and cut by gender and parents



While body pain prevalence is consistent across age groups, the type of pain experienced varies. For 18-34s, muscular pain is the most prevalent type of body pain whereas for over 55's joint pain / osteoarthritis afflicts a higher proportion of the global population.<sup>26</sup>

<sup>24</sup> Extrapolation based on Q2. We would now like to ask you about specific types of pain that you might experience. Where on your body and at what frequency do you experience body pain? NET REGULAR SUMMARY. Total base all respondents: 19,008. See appendix for country totals.

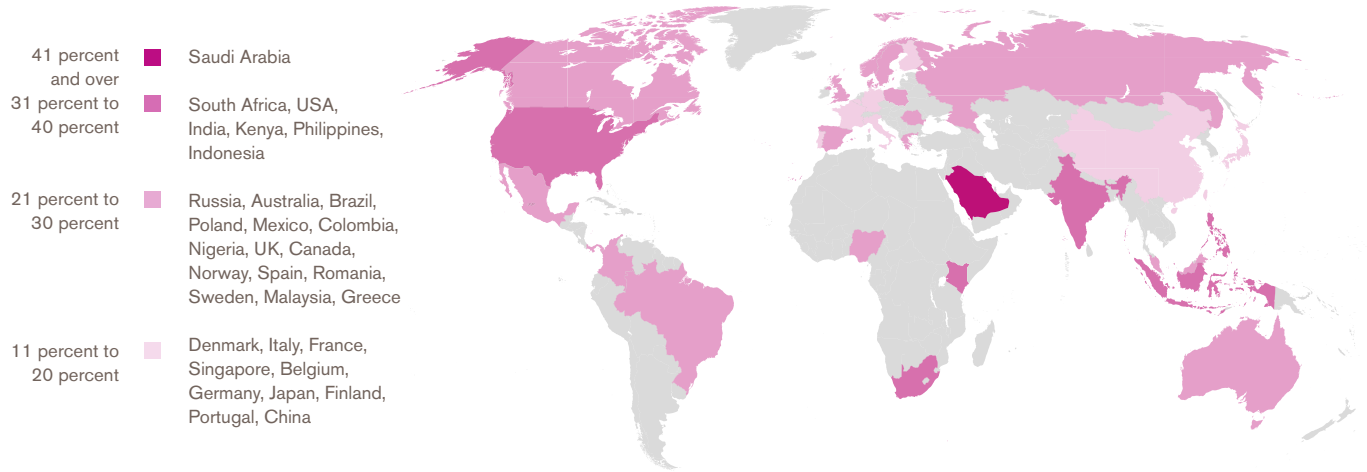
<sup>25</sup> Q2. We would now like to ask you about specific types of pain that you might experience. Where on your body and at what frequency do you experience body pain? NET REGULAR SUMMARY. Total base all respondents: 19,008. See appendix for country totals.

<sup>26</sup> Q3. And what type(s) of pain do you experience? Total base n = 18,686.



## ii. Prevalence of head pain

Globally, 86 percent of people claim to have experienced head pain (either tension-type headache or migraine) at some point in their life, with a quarter (23 percent) experiencing head pain on a weekly basis. Saudi Arabia, South Africa, the USA, India, the Philippines, Indonesia and Kenya have the highest prevalence of regular (weekly) head pain (31 percent or over).<sup>27</sup>



Two in ten people claim to experience tension-type headaches weekly (22 percent). Weekly tension-type headaches are more prevalent amongst women (26 percent) and parents of children aged 12 and under (28 percent).<sup>28</sup>

Most types of head pain location globally and cut by gender and parents



**26%** of women  
**18%** of men

**12%** of women  
**8%** of men

**28%** of parents  
**21%** of non-parents

**16%** of parents  
**9%** of non-parents

<sup>27</sup> Extrapolation data based on Q4. Can you tell us at what frequency you experience the following types of head pain? NET ANY SUMMARY. Total base all respondents: 19008. See appendix for country totals.

<sup>28</sup> Q4. Can you tell us at what frequency you experience the following types of head pain? NET REGULAR SUMMARY. Total base all respondents: 19008. See appendix for country totals.

# 5

## The economic impact of pain

Workers are regularly suffering from, and working through their pain. With six in ten (58 percent)<sup>29</sup> regularly experiencing body pain and a quarter (26 percent)<sup>30</sup> regularly suffering from head pain which is undoubtedly having:

### 1

#### A global economic impact

In the past 12 months, the average worker lost 2.6 days at work due to body pain alone<sup>31</sup>, which is estimated to have cost the global economy more than **\$245 billion dollars USD annually**<sup>32</sup>

### 2

#### An individual economic impact

For two in ten, pain is seen to be hurting their career progression.<sup>33</sup> Globally nearly half of workers claim to regularly work through their pain<sup>34</sup> which is directly impacting their performance<sup>35</sup>

<sup>29</sup> Q2. We would now like to ask you about specific types of pain that you might experience. Where on your body and at what frequency do you experience body pain? NET REGULAR SUMMARY. Total base all respondents: 19,008. See appendix for country totals.

<sup>30</sup> Q4. Can you tell us at what frequency you experience the following types of head pain? NET REGULAR SUMMARY. Total base all respondents: 19,008. See appendix for country totals.

<sup>31</sup> Q39.1 / q39.2 Can you now estimate the number of sick days or 'forced holidays' you have had to take off, in the past year, due to the following types of pain? Body pain / Head pain. Total base all respondents: 11,427. See appendix for country totals.

<sup>32</sup> See extrapolation data calculations, estimated cost for all countries surveyed except Kenya.

<sup>33</sup> Q41.1 / Q41.2 And do you agree or disagree with the following statement...? "My pain has had a negative impact on my career progression" Total base all respondents: 11,427. See appendix for country totals.

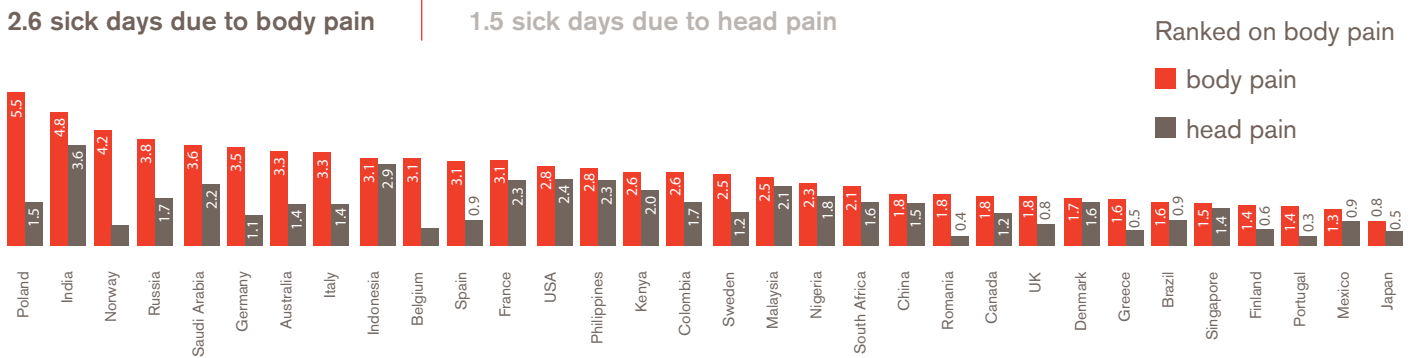
<sup>34</sup> Q40. A) Thinking about the impact your body pain can have on your professional life, how regularly do any of the following situations occur? B) Thinking about the impact your head pain can have on your professional life, how regularly do any of the following situations occur? *Work through your pain* Total base all respondents: 11,427. See appendix for country totals.

<sup>35</sup> Q22.1 / Q22.2 Can you tell us which, if any, of the following aspects of everyday life are negatively impacted by the different types of pain? Performance at work Total base: those with body pain n=18,686; those with head pain n=17,018. For country bases see appendix.

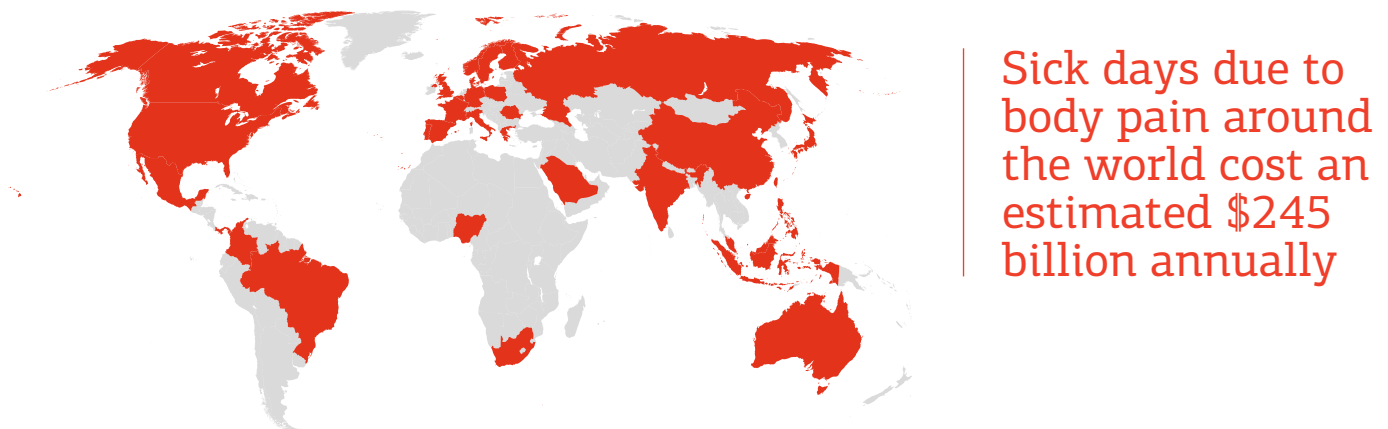
## i. Impact 1: A global impact of pain

Globally, at least one in three workers have taken time off due to their head or body pain in the past 12 months.<sup>31</sup> With regular body pain more prevalent, it is perhaps unsurprising that **body pain accounts for a higher proportion of sick days**, with an average of 2.6 days taken off sick due to body pain, compared to 1.5 days for head pain.<sup>31</sup>

Poland (5.5 days), India (4.8 days) and Norway (4.2 days) have the highest average number of sick days taken on account of body pain.<sup>31</sup> India (3.6 days) and Indonesia (2.9 days) have the highest average number of sick days taken because head pain.<sup>31</sup>



This forced absence is estimated to be costing the economies in the markets surveyed at least \$245 billion USD per year.<sup>36</sup>



Workers in over a third of countries surveyed average over 3 days off sick due to body pain (Poland, India, Norway, Russia, Saudi Arabia, Germany, Australia, Italy, Indonesia, Belgium, Spain and France) with only Japanese workers averaging under 1 day off on account of their body pain in the past 12 months.<sup>37</sup>

With weekly head pain less prevalent generally, only Indian workers average more than 3 days off sick due to head pain in the last 12 months. While, a quarter of countries surveyed average less than 1 day off sick leave due to head pain (Norway, Belgium, UK, Romania, Greece, Finland, Portugal, Spain, Brazil and Japan).<sup>37</sup>

<sup>36</sup> See extrapolation data calculations, estimated cost for all countries surveyed except Kenya.

<sup>37</sup> Q39.1/Q39.2 Can you now estimate the number of sick days or 'forced holidays' you have had to take off, in the past year, due to the following types of pain? Body pain / Head pain Total base all respondents: 11,427. See appendix for country totals.

## Impact 2: An individual economic impact

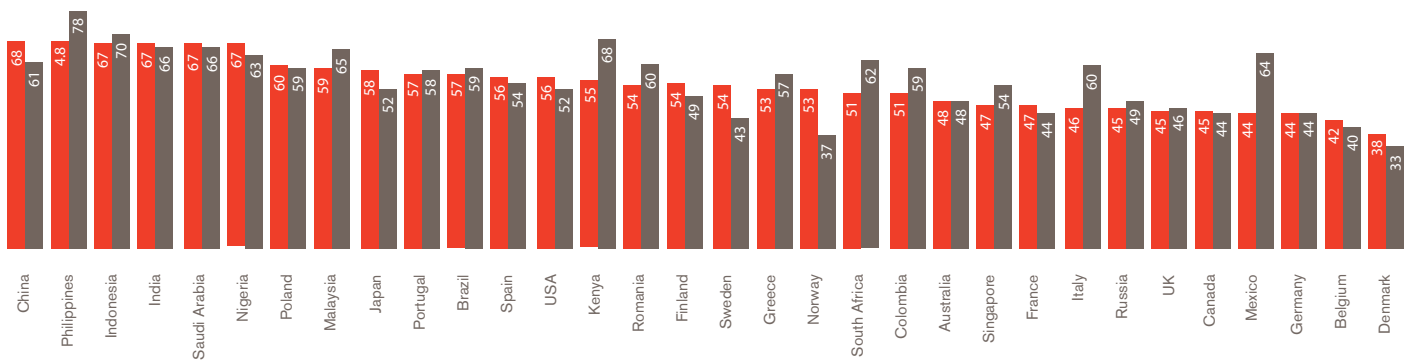
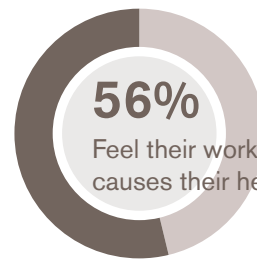
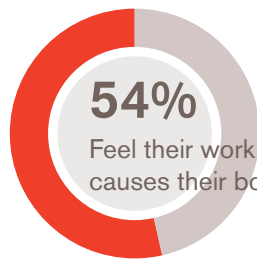
From an individual's perspective, more than half of workers feel that their **work is a cause of their body or head pain** (54% body pain sufferers, 56% head pain sufferers).<sup>38</sup> We see a stronger association between work and pain in developing markets for both body and head pain.

### Percent of workers who feel their work environment causes their body or head pain - by country

Ranked on body pain

■ body pain

■ head pain



Nearly half of workers are forced to **regularly work through their body and head pain**, negatively impacting their performance; nearly 3 in 10 **regularly struggle to concentrate**; 2 in 10 claim they **regularly underperform**; one in ten say that their body / head pain can regularly force them to **leave work early** (see below for details).<sup>39</sup>

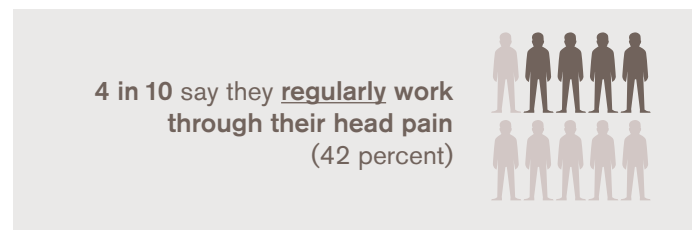
The culmination of negative impacts such as these leaves more than two in ten feeling that their pain has had a **negative impact on their overall career progression** (body pain – 24%, head pain – 27%).<sup>40</sup>

Workers **try to limit the impact of pain** on their personal lives...

#### Amongst body pain sufferers...



#### Amongst head pain sufferers...

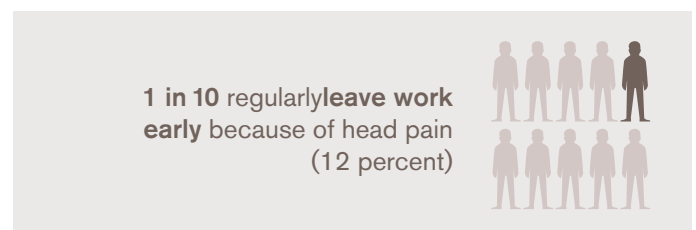
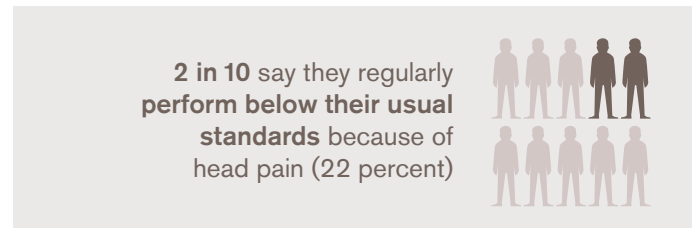
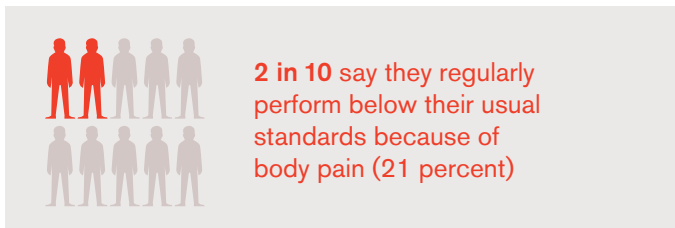
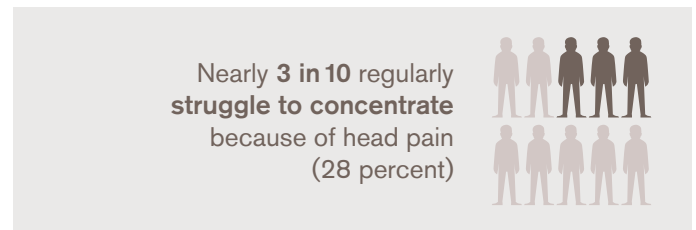
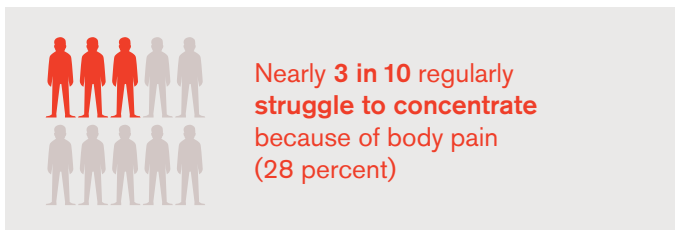


<sup>38</sup> Q42.1 / Q42.2 Do you feel your work/ work environment causes you either of the types of pain we have been speaking about? Body pain / Head pain Total base: workers with body pain = 11,238, workers with head pain = 10,563. See appendix for country totals.

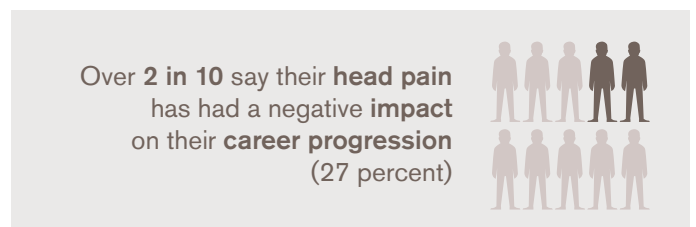
<sup>39</sup> Q40. A) Thinking about the impact your body pain can have on your professional life, how regularly do any of the following situations occur? B) Thinking about the impact your head pain can have on your professional life, how regularly do any of the following situations occur? Struggle to concentrate / perform below their usual standards / leave work early. Total base: those with body pain who work = 11,238, those with head pain who work n=10,563. See appendix for country totals.

<sup>40</sup> Q41.1 / Q41.2 And do you agree or disagree with the following statement...? "My pain has had a negative impact on my career progression" Body pain / Head pain Total: those with body pain who work n=11,238, those with head pain who work n=10,563. See appendix for country totals.

...but their pain is having a direct impact on their performance



And ultimately their progression.





## 6

# The societal impact of pain

Beyond its economic impact, pain touches almost every aspect of people's lives and is acknowledged by approximately eight in ten weekly sufferers to have an **impact on their daily routines** (body – 82%, head – 87%)<sup>41</sup>, as well as **decrease sufferers' quality of life** when they are in pain (body – 78%, head – 81%).<sup>42</sup>

<sup>41</sup> Q20. How much of your routine do you have to alter as a result of your pain? NET IMPACT Total base all respondents: body pain = 18,686, head pain = 17,018. See appendix for country totals.

<sup>42</sup> Q21. In your opinion, does your quality of life decrease when you are suffering from the following types of pain? YES. Total base: All with body pain n=18,686, all with head pain n=17,018. See appendix for country totals.

Percent who believe their quality of life decreases as a result of their body or head pain.

**78%**  
Weekly body pain sufferers

**69%**  
All body pain sufferers

believe various dimensions of their **quality of life decrease** as a result of their body pain

**81%**  
Weekly head pain sufferers

**64%**  
All head pain sufferers

Emotional wellbeing



Social life



Family life



Parenting



Across all aspects of everyday life, **pain is negatively impacting the lives of both the sufferer and those closest to them**, from damaging self-perception and negatively impacting time spent with friends and families, through to having a detrimental impact on parenting abilities.

### i. Emotional impact

People's pain, and especially their head pain, is acknowledged to be having a negative impact on their mood.<sup>43</sup> In all markets, head pain is impacting a larger proportion of sufferers' moods than body pain, especially in some developing markets such as the Philippines, Brazil, Mexico and Colombia<sup>43</sup>.



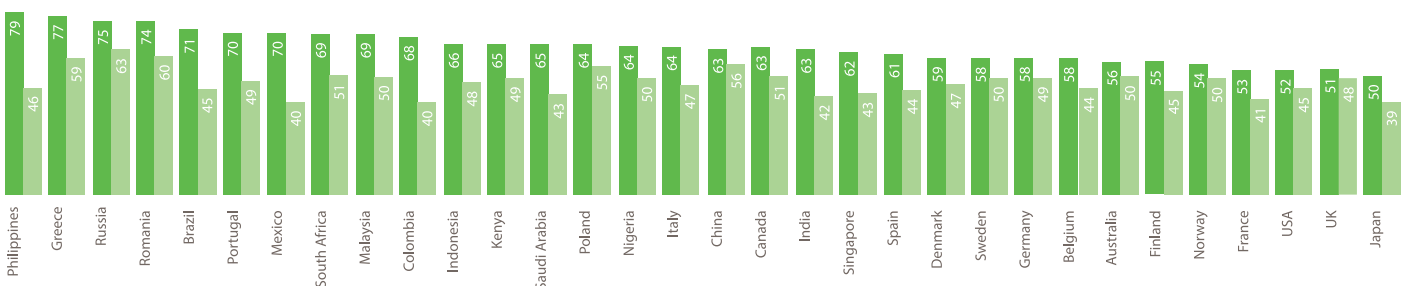
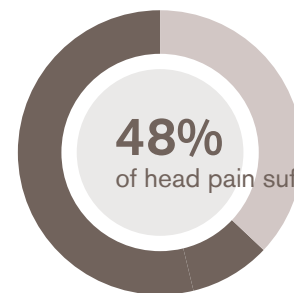
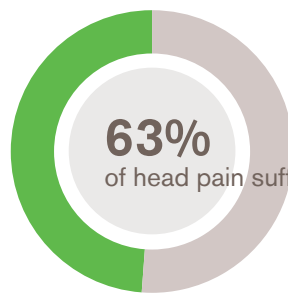
Percent of body/head pain sufferers who agree with the statement below – by country.

“My body/head pain negatively impacts *my mood*”

Ranked on head pain

■ body pain

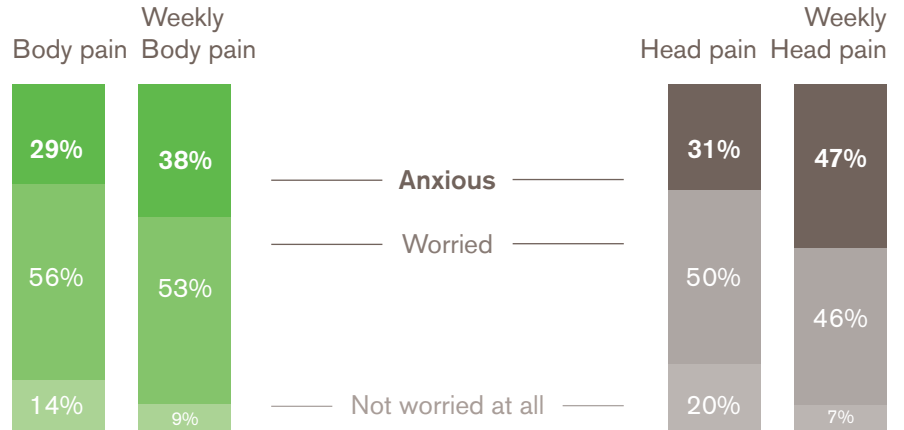
■ head pain



<sup>43</sup> Q22. Can you tell us which, if any, of the following aspects of everyday life are negatively impacted by the different types of pain? “My mood”. Total base all respondents: body pain = 18,686, head pain = 17,018. See appendix for country total.

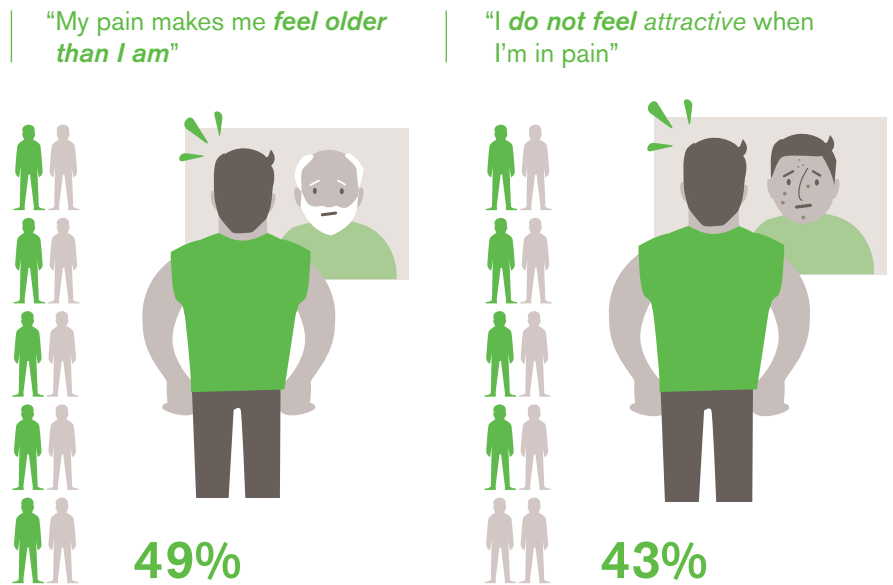
Furthermore, the vast majority of sufferers are concerned by their pain to some extent, causing either worry or anxiety (NET worried or anxious: body – 85 percent, NET worried or anxious: head – 81 percent).<sup>44</sup>

**Percent who are worried/anxious about their body/head pain globally and by weekly body/head pain sufferers**



While it is generally more common for people to worry about their pain than be anxious about it, for regular (weekly) sufferers, head pain is more likely to elicit this heightened feeling of anxiety.<sup>44</sup> Globally 47 percent of regular (weekly) head pain sufferers are anxious about their head pain, with much higher levels of anxiousness seen in Japan (66 percent), Spain (70 percent), India (73 percent) and Indonesia (75 percent).<sup>44</sup>

In addition to the worry/anxiety and impact on mood, pain is impacting sufferer's self-perceptions, with five in ten (49 percent) agreeing their pain makes them feel older than they are<sup>45</sup>, and over four in ten (43 percent) agreeing that they do not feel attractive when they are in pain.<sup>46</sup>



<sup>44</sup> Q18. Which of the below best describe how your pain makes you feel when you are suffering from the following types of pain? Total base all respondents: body pain = 18,686, head pain = 17,018. See appendix for country total.

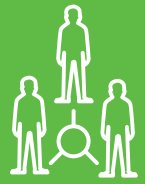
<sup>45</sup> Q36. Thinking about the impact your pain can have on your general capacity, do you agree with these statements? "My pain makes me feel older than I am". Yes/No. Total base all respondents: body pain = 18,686, head pain = 17,018. See appendix for country total.

<sup>46</sup> Q35. Thinking about the impact your pain can have on your romantic/love life, do you agree with these statements? "I do not feel attractive when I am in pain". Yes/No. Total base all respondents: 19,008.

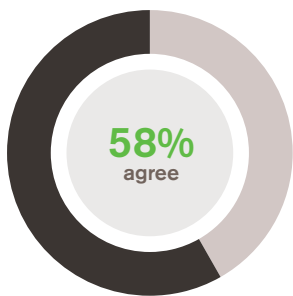
## ii. Social life

Pain is affecting people's abilities to interact with others (46 percent globally).<sup>47</sup> This is accentuated in some developing markets; Philippines (68 percent), Indonesia (67 percent), Saudi Arabia (66 percent) and India (63 percent).<sup>47</sup>

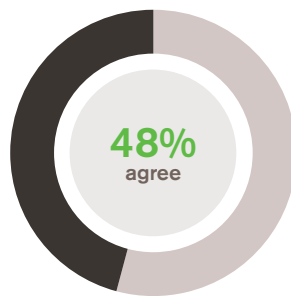
Additionally, it can negatively impact those attending group events, causing them to fade into the background (58 percent)<sup>48</sup> and can, for half of people globally, prevent people going out with their friends (48 percent).<sup>49</sup>



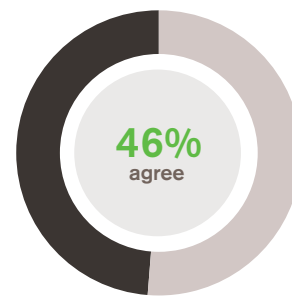
Percent of body/head pain sufferers who agree with statements below.



"I tend to fade into **the background at group** events when I experience pain"



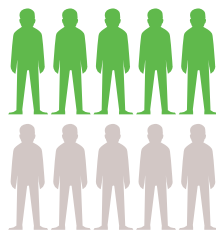
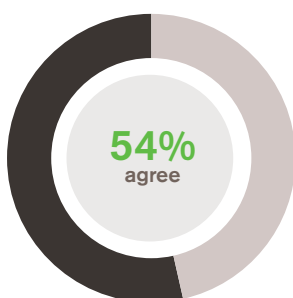
"My pain prevents me from **going out with my friends**"



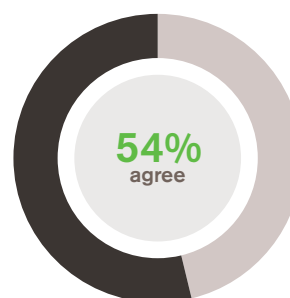
"My pain affects my ability to **interact with others**"

## iii. Family life

Pain is impacting people's abilities to enjoy time with their families for more than half of people globally (54 percent).<sup>50</sup> Pain can also cause people to miss activities with their family for more than half of people globally impacted (54 percent).<sup>51</sup>



"I have **trouble enjoying time with my family** because of my pain"



"I sometimes have to **miss activities with my family** when I am in pain"

<sup>47</sup> Q34. Thinking about the impact your pain can have on your social life, do you agree with these statements? "My pain affects my ability to interact with others". Total base: All respondents n=19,008. For country base sizes, please see the appendix.

<sup>48</sup> Q31. Thinking about the impact your pain can have on your family life, do you agree with these statements? "I tend to fade into the background at group events when I experience pain". Total base: All respondents n=19,008. For country base sizes, please see the appendix.

<sup>49</sup> Q34. Thinking about the impact your pain can have on your social life, do you agree with these statements? "My pain prevents me from going out with my friends" Total base: All respondents n=19,008. For country base sizes, please see the appendix.

<sup>50</sup> Q31. Thinking about the impact your pain can have on your family life, do you agree with these statements? "I have trouble enjoying time with my family because of my pain" Total base size all respondents = 19,008. For country base sizes, please see the appendix.

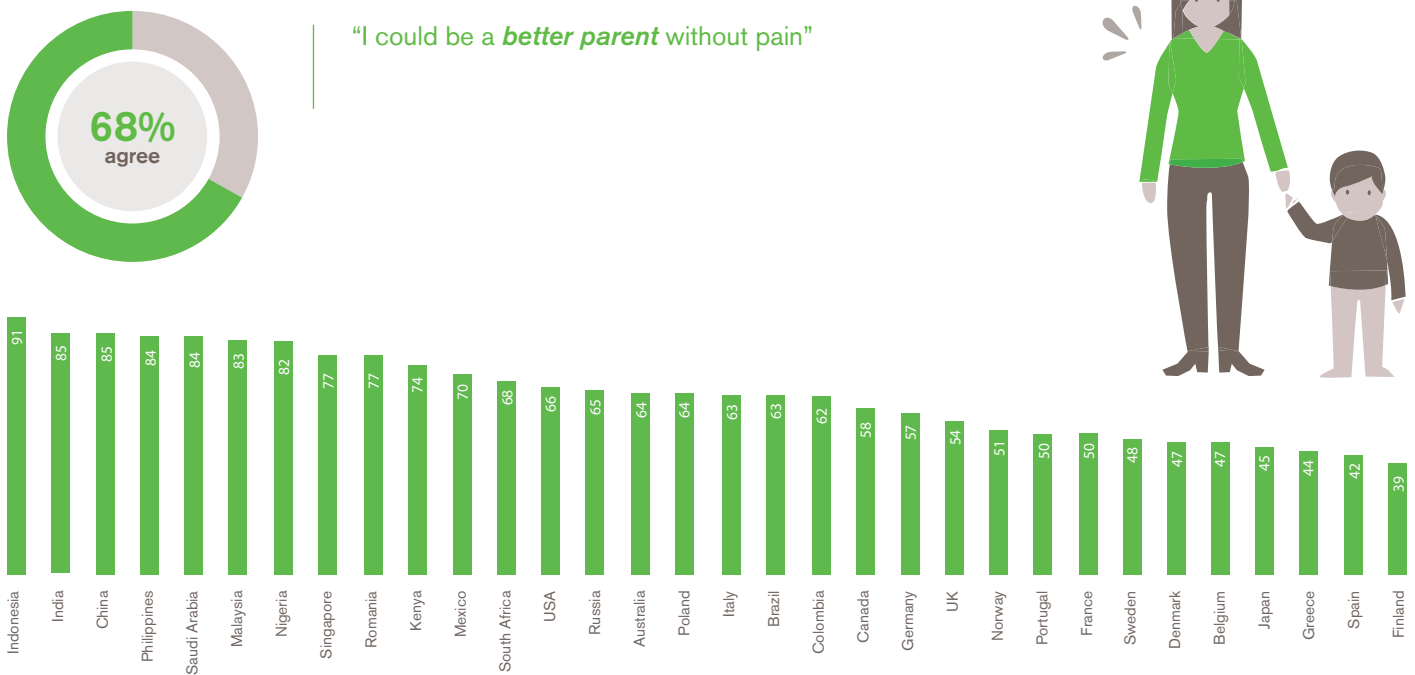
<sup>51</sup> Q31. Thinking about the impact your pain can have on your family life, do you agree with these statements? "I sometimes have to miss activities with my family when I am in pain" Total base size all respondents = 19,008. For country base sizes, please see the appendix.

## iv. Parenting

Parents with children aged 12 and under recognise the impact pain has on their parenting abilities with two-thirds (68 percent) believing they could be better parents without pain.<sup>52</sup> There is a certain level of polarisation globally, with parents in developing markets more likely to be impacted.<sup>52</sup>



Percent of body/head pain sufferers who agree with statement below – by country



Most commonly, pain is causing parents to have less patience with their children (67 percent), which is more commonplace for Mums (73 percent vs. 61 percent Dads),<sup>53</sup> and many are forced to spend less time playing with their children (63 percent).<sup>54</sup>

<sup>52</sup> Q32. Now thinking about the impact your pain can have on your family life with your children, do you agree with these statements? “I could be a better parent without pain” Total base: All parents with children aged 12 or under n=5,138. For individual country bases, see appendix.

<sup>53</sup> Q32. Now thinking about the impact your pain can have on your family life with your children, do you agree with these statements? “I have less patience with my child / children when I am suffering with pain” All parents with children aged 12 or under n=6,512. For individual country bases, see appendix.

<sup>54</sup> Q32. Now thinking about the impact your pain can have on your family life with your children, do you agree with these statements? “I cannot spend as much time as I want playing with my child” All parents with children aged 12 or under n=6,512. For individual country bases, see appendix.



# 7

## Diagnosing Pain

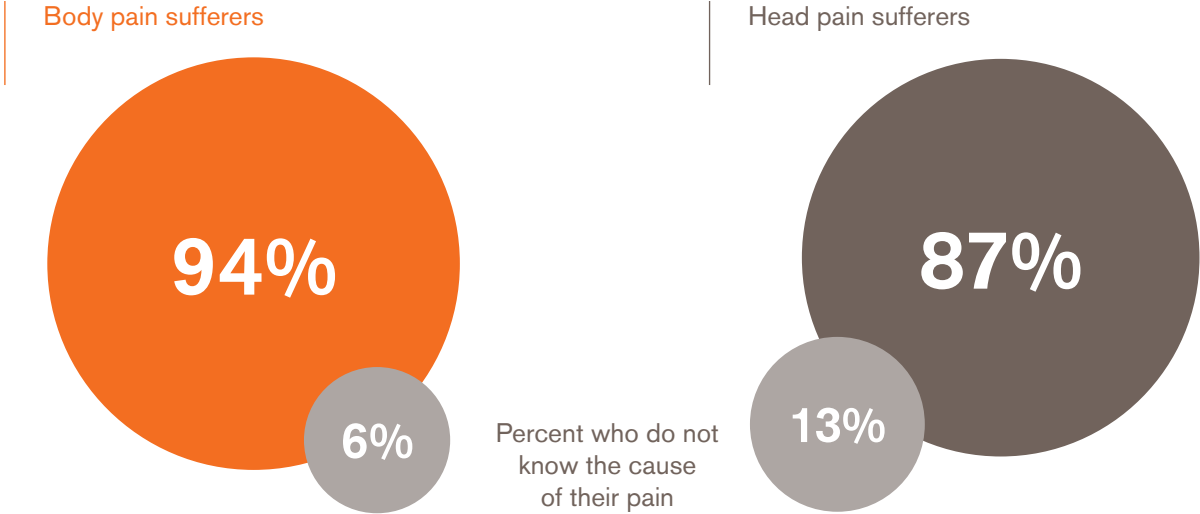
The large majority of pain sufferers claim to know the cause of their pain with only 6 percent of body pain sufferers<sup>55</sup> and 13 percent head pain sufferers<sup>56</sup> claiming not to know the main cause.

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<sup>55</sup> Q8. What is the main cause of the body pain you experience most regularly or chronically? Total base: those with body pain n=18,686, those with head pain n=17,018. For individual country base sizes, please see appendix.

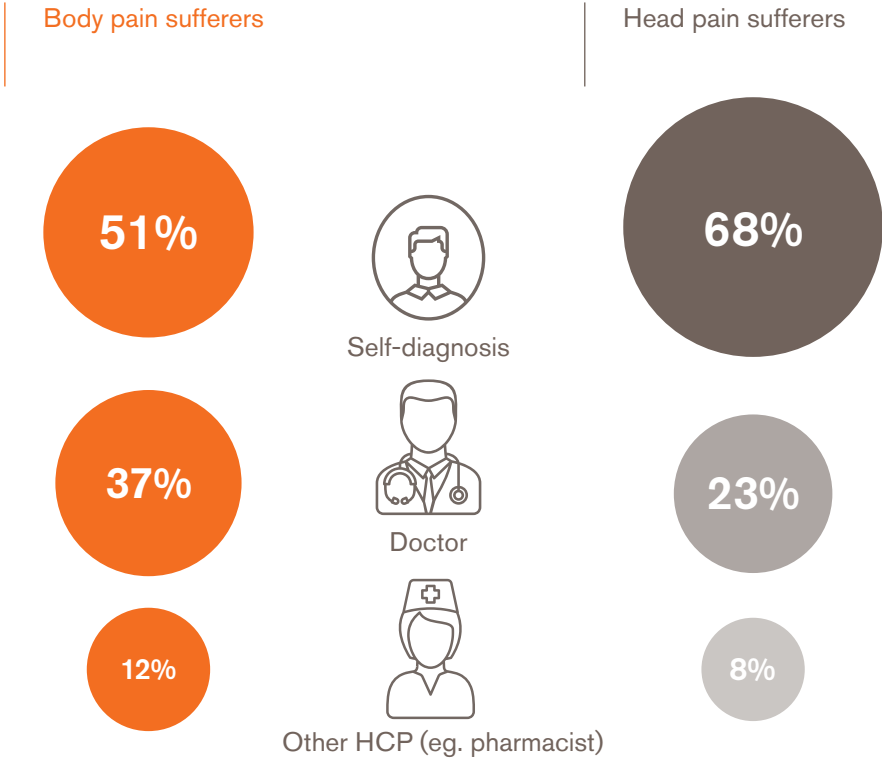
<sup>56</sup> Q14. What is the main cause of the head pain you experience most regularly or chronically? Total base: those with body pain n=18,686, those with head pain n=17,018. For individual country base sizes, please see appendix.

Percent of people who know the cause of their pain



Amongst those who claim to know the cause of their pain, the majority have used self-diagnosis (51 percent body pain<sup>57</sup> and 68 percent head pain sufferers).<sup>58</sup> While diagnosis through a doctor is more common amongst body pain sufferers, it is still comparatively low vs. self-diagnosis.<sup>57</sup>

Method used to identify cause of pain



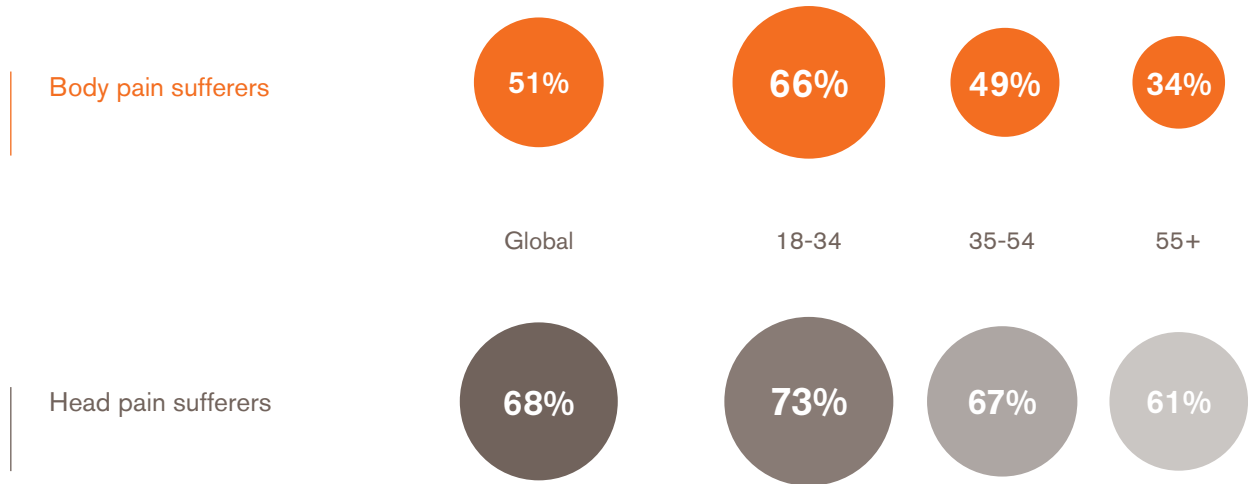
<sup>57</sup> Q9. How do you know what is causing your body pain? Total base: Those with body pain who know the cause of their pain n=17,431, those with head pain who know the cause of their pain n=14,568. For country totals, please see appendix.

<sup>58</sup> Q15. How do you know what is causing your head pain? Total base: those with head pain who know the cause of their pain n=14,568.

Self-diagnosis is most common amongst 18-34 year old pain sufferers, with a greater polarisation across age groups seen when it comes to body pain (see below).<sup>59</sup>



**Percent of people who have diagnosed the cause of their body/head pain through self-diagnosis**



**A growing preference for self diagnosis?**

The most common self-diagnosis approach is through individuals testing different triggers themselves, this is done by 23% of body pain sufferers and 36% of head pain sufferers who know the cause of their pain.<sup>60</sup> Around two in ten HCP conduct their own research (body – 19%, head – 21%)<sup>61</sup>; around one in ten would diagnose their pain through help from their friends and family (body -9%, head – 11%).<sup>62</sup>

When suffering from a new type of body or head pain, people are most likely to seek the advice of a HCP (e.g. medical doctor, pharmacist) when pain worsens (body pain – 49 %, head pain 43%) or fails to disappear (body pain – 47%, head pain – 40%).<sup>63</sup>

<sup>59</sup> Q9. How do you know what is causing your body pain? Q15. How do you know what is causing your head pain? Net: Self-diagnosed Total base: Those with body pain who know the cause of their pain n=17,431, those with head pain who know the cause of their pain n=14,568. For country totals, please see appendix.

<sup>60</sup> Q9. How do you know what is causing your body pain? Q15. How do you know what is causing your head pain? I identified the cause of my pain by testing different triggers myself Total base: Those with body pain who know the cause of their pain n=17,431, those with head pain who know the cause of their pain n=14,568. For country totals, please see appendix.

<sup>61</sup> Q9. How do you know what is causing your body pain? Q15. How do you know what is causing your head pain? I identified the cause of my pain myself by conducting some research myself (e.g. through internet searches) Total base: Those with body pain who know the cause of their pain n=17,431, those with head pain who know the cause of their pain n=14,568. For country totals, please see appendix.

<sup>62</sup> Q9. How do you know what is causing your body pain? Q15. How do you know what is causing your head pain? I identified the cause of my pain with the help of friends/family members Total base: Those with body pain who know the cause of their pain n=17,431, those with head pain who know the cause of their pain n=14,568. For country totals, please see appendix.

<sup>63</sup> Q46 / Q49. When suffering from a new type of body pain / head pain, which, if any, of the following would make you decide to seek advice from a health care professional (e.g. GP/doctor, pharmacist)? Base: All respondents n=19,008.

# 8

## Trusted sources of information

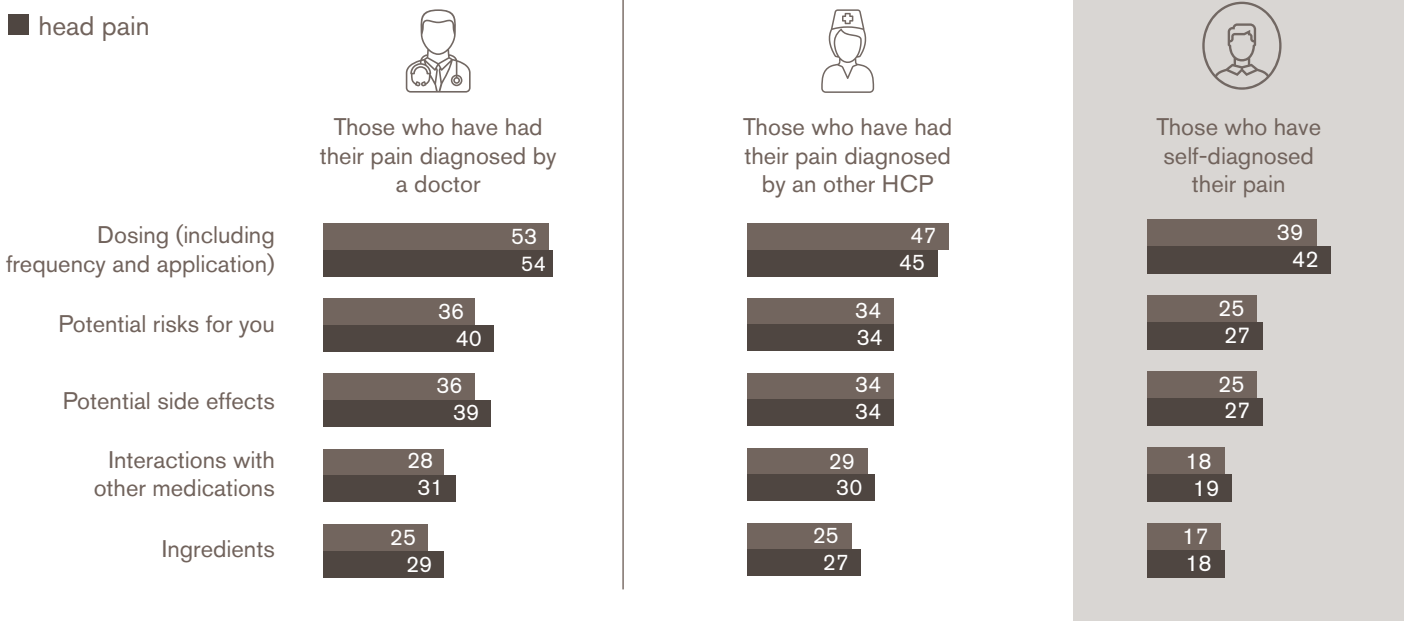
Generally, there is a perceived low level of knowledge around the pain medication individuals take most often, especially amongst those who self-diagnose (see below), where only one in four feel very or extremely knowledgeable about the medication's potential risks (25 percent body pain, 27 percent head pain) or potential side-effects (25 percent body, 27 percent head) and one in five understand how their drugs interact with other medications (18 percent body, 19 percent head).<sup>64</sup>

<sup>64</sup> Q25. Thinking about the pain medication you take most often (this can be either over the counter medication or prescription medication), how knowledgeable are you about the following areas? NET: very / extremely knowledgeable Total base: All respondents n=19,008. For individual country base size, please see appendix.

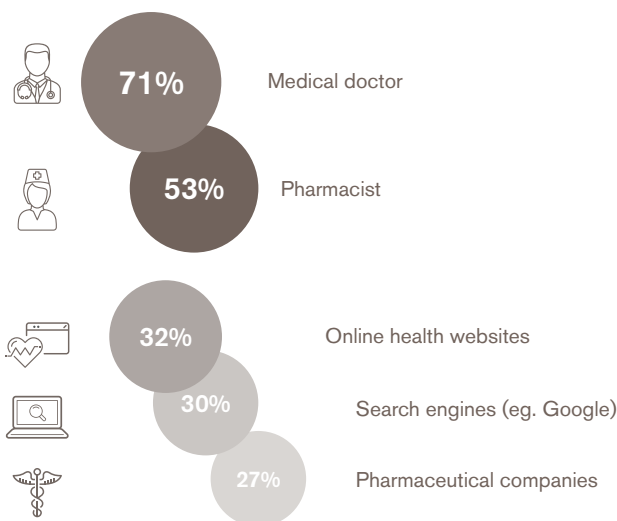
Percent of people with high levels of knowledge of the pain medication they take most often - by diagnosis method

Ranked on body pain

- body pain
- head pain



Low levels of knowledge combined with high levels of self-diagnosis is a potential concern. Providing education in an accessible and comprehensible format could be key to minimising any potential risk. Positively, interest in learning more about pain medication is relatively high for all, with more than six in ten interested in learning more about potential risks (68 percent), potential side-effects (68 percent), dosing (64 percent) and interactions with other medicines (63 percent)<sup>65</sup>. Globally, the preference would be for this information to come from doctors (71 percent) or pharmacists (53 percent)<sup>66</sup>. Additionally, a third would like this information to come from online health websites (32 percent), search engines (30 percent) and pharmaceutical companies (27 percent) (see below)<sup>66</sup>.



|                                    |     |                                   |     |
|------------------------------------|-----|-----------------------------------|-----|
| Other healthcare work (e.g. nurse) | 22% | Health insurer                    | 10% |
| Friends/family                     | 21% | Patient groups                    | 9%  |
| Industry experts                   | 20% | Global/national medical charities | 8%  |
| Patient online forums              | 14% | Traditional healer                | 7%  |
| Government body/regulator          | 14% | Lifestyle bloggers                | 7%  |

<sup>65</sup> Q26. How interested would you be in finding out more about the following areas? Total base: All respondents n=19,008.

<sup>66</sup> Q27. Who would you want to receive this information from? Total base: All interested in learning more n=18,127. For individual country base size, please see appendix.



## 8.1 *Harnessing the license to speak*

Almost three in ten people (27 percent) globally want to receive information about pain medication from pharmaceutical companies, placing pharma in the top cluster of non-HCP sources. However, despite this openness from the general public, pharmaceutical companies are not top of mind as only 10 percent would consult pharmaceutical companies when searching for information or advice about pain.<sup>68</sup>

With so many people reporting have a low knowledge of the pain medications they use, pharmaceutical companies can help fill the knowledge gap by harnessing individuals' willingness to receive information from them and promoting much needed information through consumer-friendly channels.

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67 Q27. Who would you want to receive this information from? Total base: All interested in learning more n=18,127. For individual country base size, please see appendix.

68 Q44.(EXCLUDING NONE) When searching for information or advice about your pain, which of the following sources would you consult? Total base: 18,099.

# 9

## Treating pain

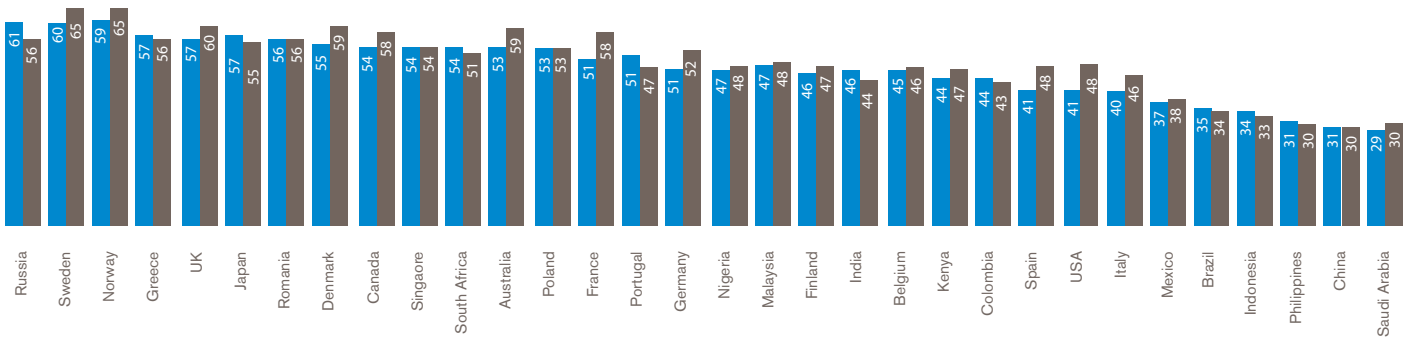
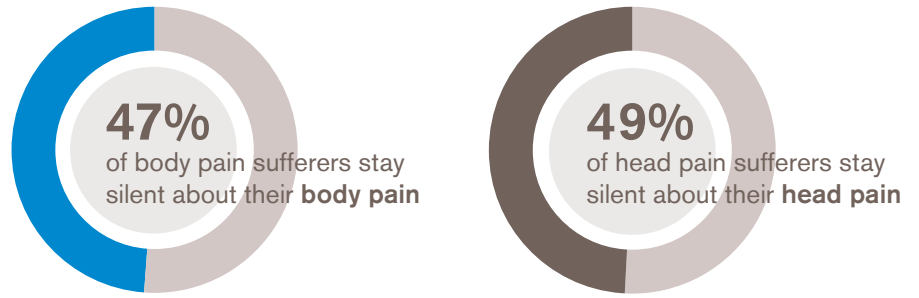
When asked how vocal they are about their pain, one in two people globally claim to **keep silent** about their pain (body or head), however there is a large variance observed globally which will be impacted by each country's social norms around pain and suffering (see below).<sup>69</sup> For example, in countries such as Russia, Sweden and Norway, double the proportion of people are choosing to stay silent about their pain when compared to sufferers in the Philippines, China and Saudi Arabia.<sup>69</sup>

<sup>69</sup> Q19.1 / Q19.2 How vocal are you about your pain? Body pain / Head pain Total base: those with body pain n=18,686, those with head pain n=17,018. For country totals, please see appendix.

Percent who stay silent about their pain – body / head pain by country

Ranked on body pain

- body pain
- head pain



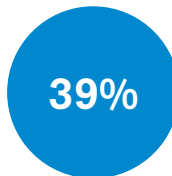
At the onset of pain two in five (39 percent) body pain sufferers will action on their pain within hours<sup>70</sup> compared to over three in five (65 percent) head pain sufferers.<sup>71</sup> Approximately one in five sufferers of either body (20 percent)<sup>70</sup> or head pain (17 percent)<sup>71</sup> will ignore their pain until it goes away (see below).

Time waited before acting on onset of pain

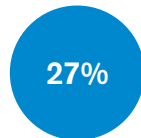
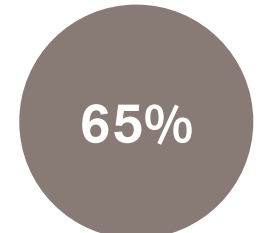
Body pain sufferers



Head pain sufferers



% acting within a few minutes/hours



% acting within a few days



% acting after longer than a few days (weeks/months/years)



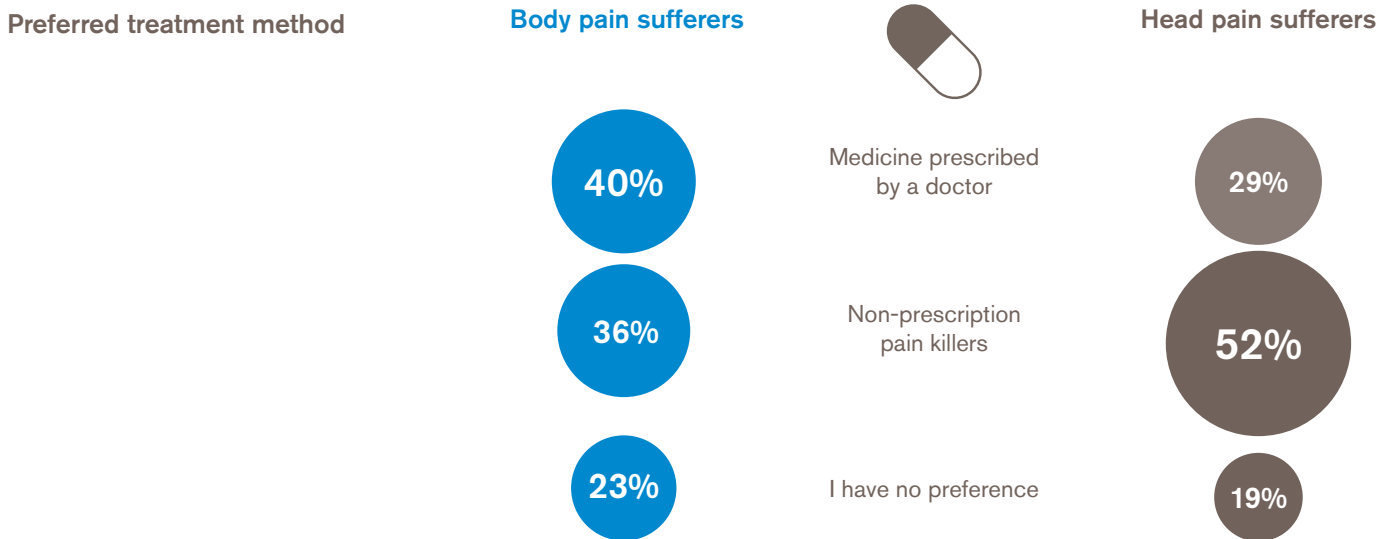
% ignoring the pain until it goes away



<sup>70</sup> Q7. Thinking again about the type of body pain you experience most regularly or chronically, how long do you typically wait before you decide to do something about it (e.g. consult a health care professional, take pain relief)? NET FEW HOURS/FEW MINUTES. Total base: those with body pain n=18,686, those with head pain n=17,018.

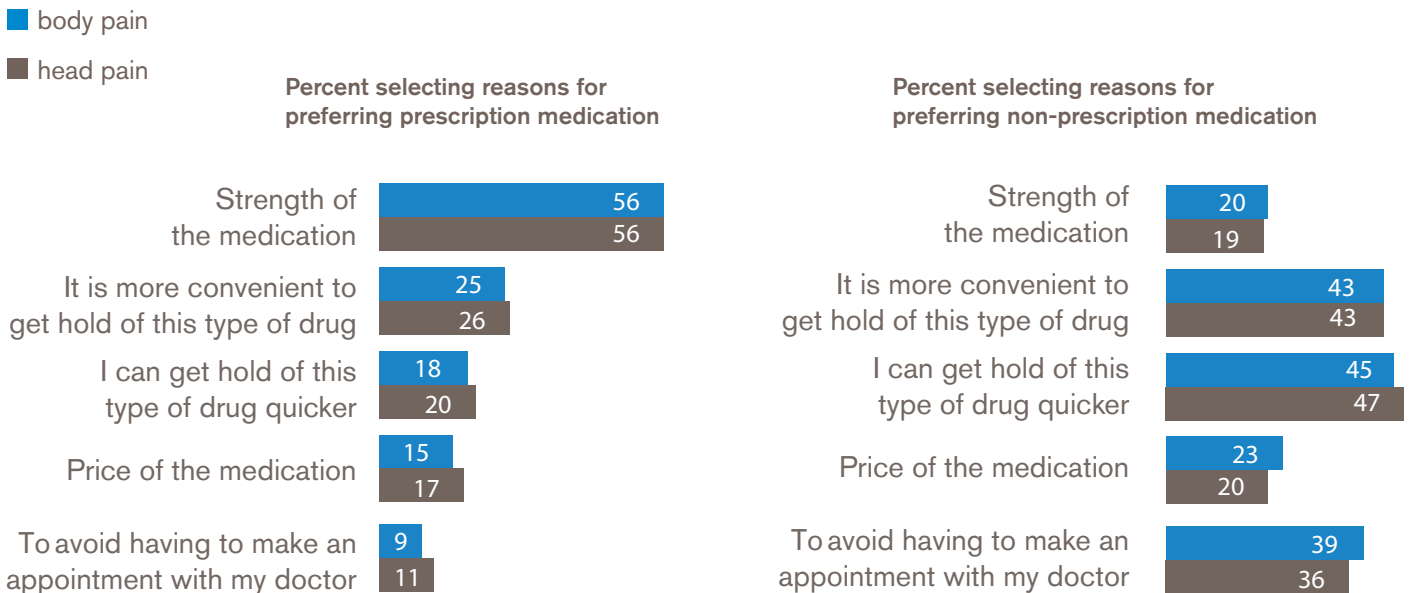
<sup>71</sup> Q13. Thinking again about the type of head pain you experience most regularly or chronically, how long do you typically wait before you decide to do something about it? NET FEW HOURS/FEW MINUTES. Total base: those with head pain n=17,018. For country totals, please see appendix.

Over half of head pain sufferers state a preference for non-prescription medication (52 percent).<sup>72</sup> This preference is more pronounced than for either prescription or non-prescription drugs amongst body pain sufferers (see below).<sup>72</sup>



Those that prefer non-prescription drugs for either their body or head pain, state that the reasons for preference are because they can access this type of drug quicker (body – 47 percent, head – 45 percent) and feel it is more convenient to secure this type of drug (body – 43 percent, head – 43 percent).<sup>73</sup>

For people who prefer prescription medication, the strength of medication is the key reason for this preference (body – 56 percent, head – 56 percent).<sup>73</sup>



<sup>72</sup> Q28. Which of the following do you prefer to treat your pain? Head pain. Total base: those with head pain n=17,018. For individual country base sizes, please see appendix.

<sup>73</sup> Q29. A) And can you tell us why you prefer [Non-prescription/prescription pain relievers] to treat your body pain? B) And can you tell us why you prefer [Non-prescription/prescription pain relievers] to treat your head pain? Total base: those with body pain n=18,686.

# 10

## Detailed methodology

Fieldwork dates: 14<sup>th</sup> September 2016 – 2<sup>nd</sup> November 2016

Method: Online survey

Survey length: 30 minutes

Sample: Individuals aged over 18 representing the country's general population through age, gender, and region quotas. 500 interviews in all countries except in US, UK, Germany, Sweden and Australia (1,000 interviews).



## Ensuring a robust process

**Ensuring samples were representative:** Respondents were selected to form a representative sample of the online population through online panels in the countries surveyed through their distribution of age, gender and region and had to have experienced body or head pain at least once throughout their lifetime.

**Ensuring translations were appropriate:** The survey was translated by native speakers.

**Ensuring respondents focused on body pain:** A succinct definition of body pain was reiterated throughout the survey to ensure respondents were aware of what type of pain they were being questioned on:

### Body pain



“By body pain, we mean pain you experience in your muscles, tendons, ligaments and joints (e.g. back pain, neck pain, shoulder pain and osteoarthritis).”

**Ensuring respondents focused on head pain:** A succinct definition of head pain was reiterated throughout the survey to ensure respondents were aware of what type of pain they were being questioned on. For the purpose of accurate reporting of prevalence, headache and tension headache were netted together under the classification ‘tension-type headache’:

### Head pain



“By head pain, we mean headache, migraine or tension headache.”

**Ensuring consistent answers:** Flow and order of the questionnaire was optimised to ensure consistency. Additionally, data was quality checked to prevent ‘flat-liners’ and ‘speeders’ (respondents who just click through the survey without reading the text).

**Minimizing bias in answers:** Questions were written by expert MRS certified research practitioners to ensure neutrality.

## Calculating the cost of pain

### Cost of pain methodology at a glance

- The global cost of pain calculation combines data from the GPI 2017 research study and secondary data from specialist sources in specific topic areas (e.g. official census data).

### Secondary sources selection criteria:

- Secondary data sources have been selected based on the following criteria: credibility of the source, date of release and number of countries available.

| Criteria                      | Selection variable   |
|-------------------------------|--|
| Credibility of the source     | Data should come from official census sources  |
| Date of release               | Most recent data have been selected  |
| Number of countries available | International institutions have been favoured to avoid discrepancies and unnecessary bias in data collection methods |

### GPI data selection:

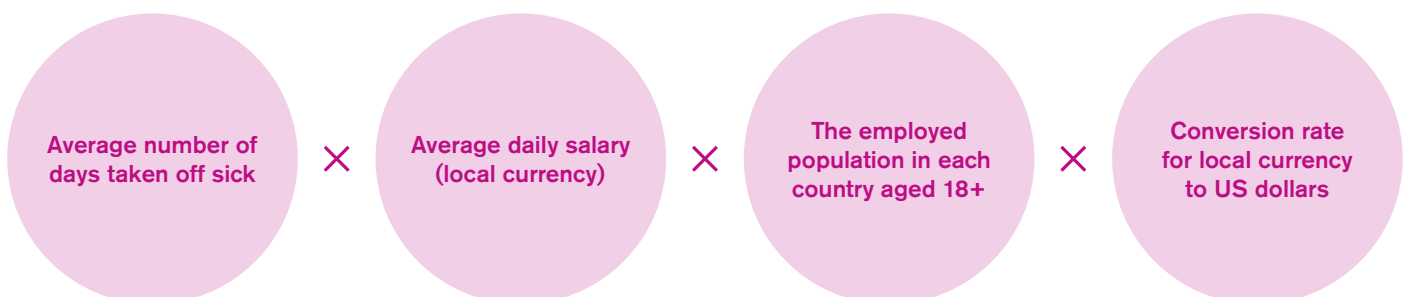
- A cost of illness (COI) method has been used to calculate the cost of pain providing an outcome in local currency or USD. In that case, the outcome is directly attributed to the number of sick day workers have taken off due to either head or body pain from the GPI. Indirect factors such as reduced productivity have not been incorporated into the COI calculation.

### Method of calculation

- A bottom up approach has been used to calculate the global cost of body and head and is described below:

### Bottom up calculation of the cost of pain:

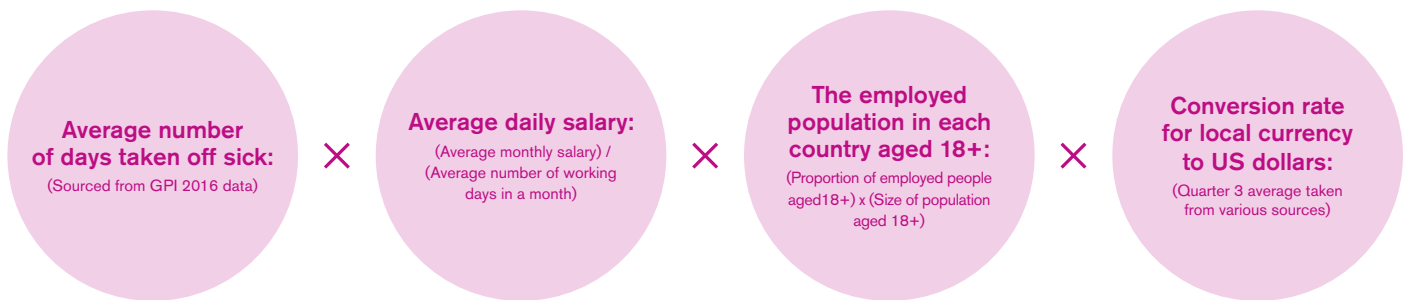
(calculated for each country)



**Scope and currency:**

- All calculations have been conducted at a country level and in local currency. These costs were then converted to US dollars (\$) for universal consistency and aggregated to provide our global cost of pain scores.
- Markets included in the calculations are; Australia, Belgium, Brazil, Canada, China, Colombia, Denmark, Finland, France, Germany, Greece, India, Indonesia, Italy, Japan, Kenya, Malaysia, Mexico, Nigeria, Norway, Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, UK, USA.
- Kenya has been omitted from all calculations due to the lack of reliable data referring to this market outside of the GPI.

**Specific Calculations (outlined in this document):**



## Differences between GSK GPI 2014 and GSK GPI 2017

The first iteration of the Global Pain Index (2014) focused exclusively on body pain, with Voltaren® as the key targeted brand, and the study provided a single metric (Index) to assess body pain through a global, intelligent, multifaceted and holistic view.

The GSK GPI 2017 did not undertake an index calculation, instead the aim was to expand the study both in terms of scale (from 14 to 32 countries) and pain type with the addition of questions

around head pain in order to get a more holistic view of everyday pain globally, with three types of head pain specifically explored: headache, tension headache and migraine.

The inclusion of head pain enables GSK to gather data points for its Panadol® and Excedrin® brands as well as draw parallels between people's attitudes towards head pain and body pain.

## About

### Voltaren®

Voltaren®, part of GSK Consumer Healthcare, is an over the counter anti-inflammatory pain reliever. The Voltaren® portfolio contains topical and systemic products such as gels, patches and tablets, providing patients with the first-class treatment and guidance for regaining the Joy of Movement. Voltaren® is available in more than 130 countries worldwide. Diclofenac, the active ingredient is one of the world's most widely-used pain-relieving and anti-inflammatory medicines. It has been used effectively since the discovery of the agent in Switzerland 40 years ago. To learn more about pain and how to relieve pain effectively, go to [www.global-pain-index.com](http://www.global-pain-index.com).

### Excedrin®

Excedrin® is a doctor-recommended safe and effective OTC migraine treatment. In clinical studies, patients with moderate to severe migraines experienced effective relief with just one dose. Excedrin® contains acetaminophen, aspirin, and analgesic adjuvant caffeine.

### Panadol®

Panadol is one of the world's leading paracetamol-based pain relievers. It is sold in more than 85 countries, including India, where it is called Crocin® and Colombia where it is marketed as Dolex®. The range includes various strengths, products for infants and babies as well as multi-symptom cold relief products.

### GSK Consumer Healthcare

GSK Consumer Healthcare is one of the world's largest consumer healthcare companies. Our purpose is to help more people around the world to do more, feel better and live longer with everyday healthcare products. We have a heritage that goes back over 160 years. We own some of the world's best loved healthcare brands including Sensodyne, Voltaren, Theraflu, Parodontax, Panadol, Polident,

Otrivin, Horlicks and Physiogel. These brands are successful in over 100 countries around the world because they all show our passion for quality, guaranteed by science. They are inspired by the real wants and needs of the millions of people all over the world who walk into pharmacies, supermarkets and market stalls, or go online and choose us first. Our goal is to build a global, growing business

we call a Fast Moving Consumer Healthcare (FMCH) company, dedicated to everyday healthcare with the scientific expertise and quality that guarantee we meet the demands of consumers, while at the same time working at the speed and with the genuine consumer understanding the modern world expects.

## *Edelman Intelligence*

Edelman Intelligence (EI), is a global insight and analytics consultancy, and the strategic research arm of Edelman. We have 150+ experts, consultants and analysts working across the Edelman network from 11 EI offices actively working in over 60 markets and collaborating with some of the largest and most admired companies in the world. We work side by side with our Edelman colleagues, supplementing their zeitgeist and cultural trends, as well as their expertise in creative, digital, planning, and influencer management with our expertise in quantitative, qualitative, and secondary research, media analysis, behavioural economics, social-listening, and digital and business analytics to solve the issues facing our clients.

# 11 Appendix

## Q2. Where on your body and at what frequency do you experience body pain? [TOP 2 BOX Regularly experience] [NET Any body pain]

Total base All respondents n=19,008.

ALL RESPONDENTS: Individual country base sizes - BE n=544, DK n=521, FI n=523, FR n=552, DE n=1,024, GR n=500, IT n=517, NO n=523, PL n=514, PO n=500, RO n=500, RU n=500, SP n= 537, SE n=1,011, UK n=1,044, CA n=523, USA n=1,010, BR n=503, CO n=500, MX n=518, KE n=500, NI n=512, ZA n=518, KSA n=506, AU n=1,077, CH n=500, IN n=506, ID n=500, JP n=525, MY n=500, PH n=500, SG n=500

THOSE WHO WORK: Individual country base sizes - Those who work: BE n=258, DK n=235, FI n=211, FR n=284, DE n=585, GR n=262, IT n=279, NO n=266, PL n=316, PO n=286, RO n=317, RU n=362, SP n=313, SE n=471, UK n=598, CA n=305, USA n=608, BR n=350, CO n=311, MX n=412, KE n=319, NI n=372, ZA n=378, KSA n=310, AU n=558, China n=406, IN n=386, ID n=397, JP n=232, MY n=371, PH n=345, SG n=378

## Q3. And what types of pain do you experience?

Total base n= 18,686

ALL RESPONDENTS: Individual country base sizes - BE n=533, DK n=510, FI n=519, FR n=546, DE n=5006 GR n=494, IT n=512, NO n=518, PL n=513, PO n=497, RO n=498, RU n=497, SP n= 533, SE n=985, UK n=1,023, CA n=517, USA n=996, BR n=497, CO n=499, MX n=516, KE n=476, NI n=500, ZA n=507, KSA n=485, AU n=1,054, CH n=488, IN n=599, ID n=490, JP n=500, MY n=488, PH n=497, SG n=493

## Q4. Can you tell us at what frequency you experience the following types of head pain? [TOP 2 BOX Regularly experience] [NET Any head pain].

Total base All respondents n=19,008

ALL RESPONDENTS: Individual country base sizes - BE n=544, DK n=521, FI n=523, FR n=552, DE n=1,024, GR n=500, IT n=517, NO n=523, PL n=514, PO n=500, RO n=500, RU n=500, SP n= 537, SE n=1,011, UK n=1,044, CA n=523, USA n=1,010, BR n=503, CO n=500, MX n=518, KE n=500, NI n=512, ZA n=518, KSA n=506, AU n=1,077, CH n=500, IN n=506, ID n=500, JP n=525, MY n=500, PH n=500, SG n=500

THOSE WITH HEAD PAIN: Individual country base sizes - Those with head pain: BE n=446, DK n=461, FI n=477, FR n=444, DE n=886, GR n=447, IT n=437, NO n=477, PL n=475, PO n=414, RO n=455, RU n=469, SP n=423, SE n=903, UK n=978, CA n=459, USA n=940, BR n=429, CO n=399, MX n=432, KE n=460, NI n=500, ZA n=495, KSA n=493, AU n=1,013, China n=437, IN n=473, ID n=479, JP n=410, MY n=482, PH n=488, SG n=448

THOSE WITH REGULAR HEAD PAIN: Individual country base sizes - Those with regular head pain: BE n=90, DK n=109, FI n=68, FR n=100, DE n=168, GR n=xxx, IT n=102, NO n=117, PL n=129, PO n=82, RO n=106 RU n=146, SP n=117, SE n=219, UK n=235, CA n=118, USA n=362, BR n=136, CO n=113, MX n=126, KE n=160, NI n=117, ZA n=182, KSA n=223, AU n=302, CH n=59, IN n=168, ID n=155, JP n=95, MY n=112, PH n=156, SG n=89

## Q7: Thinking again about the type of body / head pain you experience most regularly or chronically, how long do you typically wait before you decide to do something about it (e.g. consult a health care professional, take pain relief)?

Total base: those with body pain n=18,686, those with head pain n=17,018

THOSE WITH BODY PAIN: Individual country base sizes - Those with body pain: BE n=533, DK n=510, FI n=519, FR n=546, DE n=1,006, GR n=494, IT n=512, NO n=518, PL n=513, PO n=497, RO n=498, RU n=497, SP n=533, SE n=985, UK n=1,023, CA n=517, USA n=996, BR n=497, CO n=499, MX n=516, KE n=476, NI n=500, ZA n=507, KSA n=485, AU n=1,054, China n=488, IN n=499, ID n=490, JP n=500, MY n=488, PH n=497, SG n=493



**Q8. What is the main cause of the body pain you experience most regularly or chronically?**

Total base: those with body pain n=18,686, those with head pain n=17,018.

THOSE WITH BODY PAIN: Individual country base sizes - Those with body pain: BE n=533, DK n=510, FI n=519, FR n=546, DE n=1,006, GR n=494, IT n=512, NO n=518, PL n=513, PO n=497, RO n=498, RU n=497, SP n=533, SE n=985, UK n=1,023, CA n=517, USA n=996, BR n=497, CO n=499, MX n=516, KE n=476, NI n=500, ZA n=507, KSA n=485, AU n=1,054, China n=488, IN n=499, ID n=490, JP n=500, MY n=488, PH n=497, SG n=493

THOSE WITH HEAD PAIN: Individual country base sizes - Those with head pain: BE n=446, DK n=461, FI n=477, FR n=444, DE n=886, GR n=447, IT n=437, NO n=477, PL n=475, PO n=414, RO n=455, RU n=469, SP n=423, SE n=903, UK n=978, CA n=459, USA n=940, BR n=429, CO n=399, MX n=432, KE n=460, NI n=500, ZA n=495, KSA n=493, AU n=1,013, China n=437, IN n=473, ID n=479, JP n=410, MY n=482, PH n=488, SG n=448

**Q9. How do you know what is causing your body pain?**

Total base: Those with body pain who know the cause of their pain n=17,431, those with head pain who know the cause of their pain n=14,568

THOSE WITH BODY PAIN WHO KNOW THE CAUSE OF THEIR PAIN: Individual country base sizes: BE n=484, DK n=467, FI n=464, FR n=508, DE n=921, GR n=467, IT n=489, NO n=476, PL n=495, PO n=472, RO n=482, RU n=469, SP n=497, SE n=864, UK n=938, CA n=475, USA n=935, BR n=481, CO n=484, MX n=500, KE n=420, NI n=460, ZA n=468, KSA n=448, AU n=991, China n=468, IN n=479, ID n=478, JP n=449, MY n=456, PH n=484, SG n=462

**Q13. Thinking again about the type of head pain you experience most regularly or chronically, how long do you typically wait before you decide to do something about it?**

Total base: those with head pain n=17,018

THOSE WITH HEAD PAIN: Individual country base sizes - Those with head pain: BE n=446, DK n=461, FI n=477, FR n=444, DE n=886, GR n=447, IT n=437, NO n=477, PL n=475, PO n=414, RO n=455, RU n=469, SP n=423, SE n=903, UK n=978, CA n=459, USA n=940, BR n=429, CO n=399, MX n=432, KE n=460, NI n=500, ZA n=495, KSA n=493, AU n=1,013, China n=437, IN n=473, ID n=479, JP n=410, MY n=482, PH n=488, SG n=448

**Q14. What is the main cause of the head pain you experience most regularly or chronically?**

Total base: those with head pain n=17,018

THOSE WITH HEAD PAIN: Individual country base sizes - Those with head pain: BE n=446, DK n=461, FI n=477, FR n=444, DE n=886, GR n=447, IT n=437, NO n=477, PL n=475, PO n=414, RO n=455, RU n=469, SP n=423, SE n=903, UK n=978, CA n=459, USA n=940, BR n=429, CO n=399, MX n=432, KE n=460, NI n=500, ZA n=495, KSA n=493, AU n=1,013, China n=437, IN n=473, ID n=479, JP n=410, MY n=482, PH n=488, SG n=448

**Q15. How do you know what is causing your body/head pain?**

Total base: those with head pain who know the cause of their pain n=14,568.

THOSE WITH HEAD PAIN WHO KNOW THE CAUSE OF THEIR PAIN: Individual country base sizes: BE n=348, DK n=344, FI n=391, FR n=356, DE n=712, GR n=380, IT n=381, NO n=386, PL n=405, PO n=353, RO n=415, RU n=418, SP n=361, SE n=672, UK n=790, CA n=369, USA n=805, BR n=402, CO n=367, MX n=405, KE n=418, NI n=463, ZA n=441, KSA n=440, AU n=805, China n=404, IN n=458, ID n=462, JP n=312, MY n=451, PH n=465, SG n=389

**Q18. Which of the below best describe how your pain makes you feel when you are suffering from the following types of pain? [NET percent (worried + anxious)]**

Total base: those with body pain n=18,686, head pain n = 17,018

THOSE WITH BODY PAIN: Individual country base sizes - Those with body pain: BE n=533, DK n=510, FI n=519, FR n=546, DE n=1,006, GR n=494, IT n=512, NO n=518, PL n=513, PO n=497, RO n=498, RU n=497, SP n=533, SE n=985, UK n=1,023, CA n=517, USA n=996, BR n=497, CO n=499, MX n=516, KE n=476, NI n=500, ZA n=507, KSA n=485, AU n=1,054, China n=488, IN n=499, ID n=490, JP n=500, MY n=488, PH n=497, SG n=493

THOSE WITH HEAD PAIN: Individual country base sizes - Those with head pain: BE n=446, DK n=461, FI n=477, FR n=444, DE n=886, GR n=447, IT n=437, NO n=477, PL n=475, PO n=414, RO n=455, RU n=469, SP n=423, SE n=903, UK n=978, CA n=459, USA n=940, BR n=429, CO n=399, MX n=432, KE n=460, NI n=500, ZA n=495, KSA n=493, AU n=1,013, China n=437, IN n=473, ID n=479, JP n=410, MY n=482, PH n=488, SG n=448

THOSE WITH REGULAR BODY PAIN: Individual country base sizes - Those with regular body pain: BE n=331, DK n=318, FI n=282, FR n=348, DE n=524, GR n=270, IT n=305, NO n=305, PL n=315, PO n=317, RO n=311, RU n=317, SP n=350, SE n=617, UK n=633, CA n=352, USA n=693, BR n=296, CO n=314, MX n=338, KE n=238, NI n=218, ZA n=316, KSA n=319, AU n=750, China n=181, IN n=287, ID n=289, JP n=297, MY n=213, PH n=316, SG n=219

THOSE WITH REGULAR HEAD PAIN: Individual country base sizes - Those with regular head pain: BE n=90, DK n=109, FI n=68, FR n=100, DE n=168, GR n=110, IT n=102, NO n=117, PL n=129, PO n=82, RO n=106, RU n=146, SP n=117, SE n=219, UK n=235, CA n=118, USA n=362, BR n=136, CO n=113, MX n=126, KE n=160, NI n=117, ZA n=182, KSA n=223, AU n=302, China n=59, IN n=168, ID n=155, JP n=95, MY n=112, PH n=156, SG n=89

**Q19. How vocal are you about your pain?**

Total base: those with body pain n=18,686, those with head pain n=17,018

THOSE WITH BODY PAIN: Individual country base sizes - Those with body pain: BE n=533, DK n=510, FI n=519, FR n=546, DE n=1,006, GR n=494, IT n=512, NO n=518, PL n=513, PO n=497, RO n=498, RU n=497, SP n=533, SE n=985, UK n=1,023, CA n=517, USA n=996, BR n=497, CO n=499, MX n=516, KE n=476, NI n=500, ZA n=507, KSA n=485, AU n=1,054, China n=488, IN n=499, ID n=490, JP n=500, MY n=488, PH n=497, SG n=493

THOSE WITH HEAD PAIN: Individual country base sizes - Those with head pain: BE n=446, DK n=461, FI n=477, FR n=444, DE n=886, GR n=447, IT n=437, NO n=477, PL n=475, PO n=414, RO n=455, RU n=469, SP n=423, SE n=903, UK n=978, CA n=459, USA n=940, BR n=429, CO n=399, MX n=432, KE n=460, NI n=500, ZA n=495, KSA n=493, AU n=1,013, China n=437, IN n=473, ID n=479, JP n=410, MY n=482, PH n=488, SG n=448

**Q20. How much of your routine do you have to alter as a result of your pain? - Body pain & head pain. [NET Impact (critical, significant, limited)]**

Total base: those with body pain n=18,686. For individual country base sizes, please see notes.

THOSE WITH BODY PAIN: Individual country base sizes - Those with body pain: BE n=533, DK n=510, FI n=519, FR n=546, DE n=1,006, GR n=494, IT n=512, NO n=518, PL n=513, PO n=497, RO n=498, RU n=497, SP n=533, SE n=985, UK n=1,023, CA n=517, USA n=996, BR n=497, CO n=499, MX n=516, KE n=476, NI n=500, ZA n=507, KSA n=485, AU n=1,054, China n=488, IN n=499, ID n=490, JP n=500, MY n=488, PH n=497, SG n=493

**Q21. In your opinion, does your quality of life decrease when you are suffering from the following types of pain?**

Total base: All with body pain n=18,686, all with head pain n=17,018

THOSE WITH BODY PAIN: Individual country base sizes - Those with body pain: BE n=533, DK n=510, FI n=519, FR n=546, DE n=1,006, GR n=494, IT n=512, NO n=518, PL n=513, PO n=497, RO n=498, RU n=497, SP n=533, SE n=985, UK n=1,023, CA n=517, USA n=996, BR n=497, CO n=499, MX n=516, KE n=476, NI n=500, ZA n=507, KSA n=485, AU n=1,054, China n=488, IN n=499, ID n=490, JP n=500, MY n=488, PH n=497, SG n=493

THOSE WITH HEAD PAIN: Individual country base sizes - Those with head pain: BE n=446, DK n=461, FI n=477, FR n=444, DE n=886, GR n=447, IT n=437, NO n=477, PL n=475, PO n=414, RO n=455, RU n=469, SP n=423, SE n=903, UK n=978, CA n=459, USA n=940, BR n=429, CO n=399, MX n=432, KE n=460, NI n=500, ZA n=495, KSA n=493, AU n=1,013, China n=437, IN n=473, ID n=479, JP n=410, MY n=482, PH n=488, SG n=448

**Q22. Can you tell us which, if any, of the following aspects of everyday life are negatively impacted by the different types of pain?**

Total base: those with body pain n=18,686; those with head pain n=17,018

THOSE WITH BODY PAIN: Individual country base sizes - Those with body pain: BE n=533, DK n=510, FI n=519, FR n=546, DE n=1,006, GR n=494, IT n=512, NO n=518, PL n=513, PO n=497, RO n=498, RU n=497, SP n=533, SE n=985, UK n=1,023, CA n=517, USA n=996, BR n=497, CO n=499, MX n=516, KE n=476, NI n=500, ZA n=507, KSA n=485, AU n=1,054, China n=488, IN n=499, ID n=490, JP n=500, MY n=488, PH n=497, SG n=493

THOSE WITH HEAD PAIN: Individual country base sizes - Those with head pain: BE n=446, DK n=461, FI n=477, FR n=444, DE n=886, GR n=447, IT n=437, NO n=477, PL n=475, PO n=414, RO n=455, RU n=469, SP n=423, SE n=903, UK n=978, CA n=459, USA n=940, BR n=429, CO n=399, MX n=432, KE n=460, NI n=500, ZA n=495, KSA n=493, AU n=1,013, China n=437, IN n=473, ID n=479, JP n=410, MY n=482, PH n=488, SG n=448

THOSE WITH REGULAR BODY PAIN: Individual country base sizes - Those with regular body pain: BE n=331, DK n=318, FI n=282, FR n=348, DE n=524, GR n=270, IT n=305, NO n=305, PL n=315, PO n=317, RO n=311, RU n=317, SP n=350, SE n=617, UK n=633, CA n=352, USA n=693, BR n=296, CO n=314, MX n=338, KE n=238, NI n=218, ZA n=316, KSA n=319, AU n=750, China n=181, IN n=287, ID n=289, JP n=297, MY n=213, PH n=316, SG n=219

THOSE WITH REGULAR HEAD PAIN: Individual country base sizes - Those with regular head pain: BE n=90, DK n=109, FI n=68, FR n=100, DE n=168, GR n=110, IT n=102, NO n=117, PL n=129, PO n=82, RO n=106, RU n=146, SP n=117, SE n=219, UK n=235, CA n=118, USA n=362, BR n=136, CO n=113, MX n=126, KE n=160, NI n=117, ZA n=182, KSA n=223, AU n=302, China n=59, IN n=168, ID n=155, JP n=95, MY n=112, PH n=156, SG n=89

THOSE WHO WORK: Individual country base sizes - Those who work: BE n=258, DK n=235, FI n=211, FR n=284, DE n=585, GR n=262, IT n=279, NO n=266, PL n=316, PO n=286, RO n=317, RU n=362, SP n=313, SE n=471, UK n=598, CA n=305, USA n=608, BR n=350, CO n=311, MX n=412, KE n=319, NI n=372, ZA n=378, KSA n=310, AU n=558, China n=406, IN n=386, ID n=397, JP n=232, MY n=371, PH n=345, SG n=378

**Q23.1 How can your pain be controlled?**

Total base: those with head pain n=17,018

THOSE WITH HEAD PAIN: Individual country base sizes - Those with head pain: BE n=446, DK n=461, FI n=477, FR n=444, DE n=886, GR n=447, IT n=437, NO n=477, PL n=475, PO n=414, RO n=455, RU n=469, SP n=423, SE n=903, UK n=978, CA n=459, USA n=940, BR n=429, CO n=399, MX n=432, KE n=460, NI n=500, ZA n=495, KSA n=493, AU n=1,013, China n=437, IN n=473, ID n=479, JP n=410, MY n=482, PH n=488, SG n=448

**Q24a/b Out of 10 pain occasions, how often would you use these types of drugs to treat your body/head pain? With a combination of medicine prescribed by a medical doctor and non-prescription pain relievers, taken at different times / Medicine prescribed by GPs/ medical doctors only / With non-prescription pain relievers only**

Total base: those with body pain n=18,686, those with head pain n=17,018. For individual country base sizes, please see notes.

THOSE WITH BODY PAIN: Individual country base sizes - Those with body pain: BE n=533, DK n=510, FI n=519, FR n=546, DE n=1,006, GR n=494, IT n=512, NO n=518, PL n=513, PO n=497, RO n=498, RU n=497, SP n=533, SE n=985, UK n=1,023, CA n=517, USA n=996, BR n=497, CO n=499, MX n=516, KE n=476, NI n=500, ZA n=507, KSA n=485, AU n=1,054, China n=488, IN n=499, ID n=490, JP n=500, MY n=488, PH n=497, SG n=493

THOSE WITH HEAD PAIN: Individual country base sizes - Those with head pain: BE n=446, DK n=461, FI n=477, FR n=444, DE n=886, GR n=447, IT n=437, NO n=477, PL n=475, PO n=414, RO n=455, RU n=469, SP n=423, SE n=903, UK n=978, CA n=459, USA n=940, BR n=429, CO n=399, MX n=432, KE n=460, NI n=500, ZA n=495, KSA n=493, AU n=1,013, China n=437, IN n=473, ID n=479, JP n=410, MY n=482, PH n=488, SG n=448

**Q25. Thinking about the pain medication you take most often (this can be either over the counter medication or prescription medication), how knowledgeable are you about the following areas?**

Total base: All respondents n=19,008.

ALL RESPONDENTS: Individual country base sizes - BE n=544, DK n=521, FI n=523, FR n=552, DE n=1,024, GR n=500, IT n=517, NO n=523, PL n=514, PO n=500, RO n=500, RU n=500, SP n= 537, SE n=1,011, UK n=1,044, CA n=523, USA n=1,010, BR n=503, CO n=500, MX n=518, KE n=500, NI n=512, ZA n=518, KSA n=506, AU n=1,077, China n=500, IN n=506, ID n=500, JP n=525, MY n=500, PH n=500, SG n=500

**Q26. How interested would you be in finding out more about the following areas?**

Total base: All respondents n=19,008.

ALL RESPONDENTS: Individual country base sizes - BE n=544, DK n=521, FI n=523, FR n=552, DE n=1,024, GR n=500, IT n=517, NO n=523, PL n=514, PO n=500, RO n=500, RU n=500, SP n= 537, SE n=1,011, UK n=1,044, CA n=523, USA n=1,010, BR n=503, CO n=500, MX n=518, KE n=500, NI n=512, ZA n=518, KSA n=506, AU n=1,077, China n=500, IN n=506, ID n=500, JP n=525, MY n=500, PH n=500, SG n=500

**Q27. Who would you want to receive this information from?**

Total base: those interested in receiving more information n=18,127.

THOSE INTERESTED IN RECEIVING MORE INFORMATION: Individual country base sizes: BE n=523, DK n=462, FI n=485, FR n=516, DE n=951, GR n=488, IT n=500, NO n=468, PL n=493, PO n=489, RO n=490, RU n=487, SP n=529, SE n=931, UK n=948, CA n=489, USA n=957, BR n=498, CO n=491, MX n=513, KE n=497, NI n=505, ZA n=502, KSA n=491, AU n=987, China n=487, IN n=495, ID n=487, JP n=495, MY n=489, PH n=494, SG n=490

**Q28. Which of the following do you prefer to treat your pain? - Body pain/ head pain**

**Total base: those with body pain n=18,686, those with head pain n=17,018.**

THOSE WITH BODY PAIN: Individual country base sizes - Those with body pain: BE n=533, DK n=510, FI n=519, FR n=546, DE n=1,006, GR n=494, IT n=512, NO n=518, PL n=513, PO n=497, RO n=498, RU n=497, SP n=533, SE n=985, UK n=1,023, CA n=517, USA n=996, BR n=497, CO n=499, MX n=516, KE n=476, NI n=500, ZA n=507, KSA n=485, AU n=1,054, China n=488, IN n=499, ID n=490, JP n=500, MY n=488, PH n=497, SG n=493

THOSE WITH HEAD PAIN: Individual country base sizes - Those with head pain: BE n=446, DK n=461, FI n=477, FR n=444, DE n=886, GR n=447, IT n=437, NO n=477, PL n=475, PO n=414, RO n=455, RU n=469, SP n=423, SE

**Q24a/b Out of 10 pain occasions, how often would you use these types of drugs to treat your body/head pain? With a combination of medicine prescribed by a medical doctor and non-prescription pain relievers, taken at different times / Medicine prescribed by GPs/ medical doctors only / With non-prescription pain relievers only**

Total base: those with body pain n=18,686, those with head pain n=17,018. For individual country base sizes, please see notes.

THOSE WITH BODY PAIN: Individual country base sizes - Those with body pain: BE n=533, DK n=510, FI n=519, FR n=546, DE n=1,006, GR n=494, IT n=512, NO n=518, PL n=513, PO n=497, RO n=498, RU n=497, SP n=533, SE n=985, UK n=1,023, CA n=517, USA n=996, BR n=497, CO n=499, MX n=516, KE n=476, NI n=500, ZA n=507, KSA n=485, AU n=1,054, China n=488, IN n=499, ID n=490, JP n=500, MY n=488, PH n=497, SG n=493

THOSE WITH HEAD PAIN: Individual country base sizes - Those with head pain: BE n=446, DK n=461, FI n=477, FR n=444, DE n=886, GR n=447, IT n=437, NO n=477, PL n=475, PO n=414, RO n=455, RU n=469, SP n=423, SE n=903, UK n=978, CA n=459, USA n=940, BR n=429, CO n=399, MX n=432, KE n=460, NI n=500, ZA n=495, KSA n=493, AU n=1,013, China n=437, IN n=473, ID n=479, JP n=410, MY n=482, PH n=488, SG n=448

**Q25. Thinking about the pain medication you take most often (this can be either over the counter medication or prescription medication), how knowledgeable are you about the following areas?**

Total base: All respondents n=19,008.

ALL RESPONDENTS: Individual country base sizes - BE n=544, DK n=521, FI n=523, FR n=552, DE n=1,024, GR n=500, IT n=517, NO n=523, PL n=514, PO n=500, RO n=500, RU n=500, SP n=537, SE n=1,011, UK n=1,044, CA n=523, USA n=1,010, BR n=503, CO n=500, MX n=518, KE n=500, NI n=512, ZA n=518, KSA n=506, AU n=1,077, China n=500, IN n=506, ID n=500, JP n=525, MY n=500, PH n=500, SG n=500

**Q26. How interested would you be in finding out more about the following areas?**

Total base: All respondents n=19,008.

ALL RESPONDENTS: Individual country base sizes - BE n=544, DK n=521, FI n=523, FR n=552, DE n=1,024, GR n=500, IT n=517, NO n=523, PL n=514, PO n=500, RO n=500, RU n=500, SP n=537, SE n=1,011, UK n=1,044, CA n=523, USA n=1,010, BR n=503, CO n=500, MX n=518, KE n=500, NI n=512, ZA n=518, KSA n=506, AU n=1,077, China n=500, IN n=506, ID n=500, JP n=525, MY n=500, PH n=500, SG n=500

**Q27. Who would you want to receive this information from?**

Total base: those interested in receiving more information n=18,127.

THOSE INTERESTED IN RECEIVING MORE INFORMATION: Individual country base sizes: BE n=523, DK n=462, FI n=485, FR n=516, DE n=951, GR n=488, IT n=500, NO n=468, PL n=493, PO n=489, RO n=490, RU n=487, SP n=529, SE n=931, UK n=948, CA n=489, USA n=957, BR n=498, CO n=491, MX n=513, KE n=497, NI n=505, ZA n=502, KSA n=491, AU n=987, China n=487, IN n=495, ID n=487, JP n=495, MY n=489, PH n=494, SG n=490

**Q28. Which of the following do you prefer to treat your pain? - Body pain/ head pain**

**Total base: those with body pain n=18,686, those with head pain n=17,018.**

THOSE WITH BODY PAIN: Individual country base sizes - Those with body pain: BE n=533, DK n=510, FI n=519, FR n=546, DE n=1,006, GR n=494, IT n=512, NO n=518, PL n=513, PO n=497, RO n=498, RU n=497, SP n=533, SE n=985, UK n=1,023, CA n=517, USA n=996, BR n=497, CO n=499, MX n=516, KE n=476, NI n=500, ZA n=507, KSA n=485, AU n=1,054, China n=488, IN n=499, ID n=490, JP n=500, MY n=488, PH n=497, SG n=493

THOSE WITH HEAD PAIN: Individual country base sizes - Those with head pain: BE n=446, DK n=461, FI n=477, FR n=444, DE n=886, GR n=447, IT n=437, NO n=477, PL n=475, PO n=414, RO n=455, RU n=469, SP n=423, SE n=903, UK n=978, CA n=459, USA n=940, BR n=429, CO n=399, MX n=432, KE n=460, NI n=500, ZA n=495, KSA n=493, AU n=1,013, China n=437, IN n=473, ID n=479, JP n=410, MY n=482, PH n=488, SG n=448

**Q29a/b. And can you tell us why you prefer to treat your body/head pain with...?**

Total base: those with body pain who prefer medicine prescribed by a medical doctor n=7,294, those with head pain who prefer medicine prescribed by a medical doctor n=4,603

THOSE WITH BODY PAIN WHO PREFER MEDICINE PRESCRIBED BY A DOCTOR: Individual country base sizes: BE n=226, DK n=190, FI n=186, FR n=261, DE n=365, GR n=180, IT n=215, NO n=175, PL n=182, PO n=257, RO n=284, RU n=118, SP n=310, SE n=288, UK n=308, CA n=114, USA n=328, BR n=209, CO n=224, MX n=214, KE n=269, NI n=307, ZA n=145, KSA n=211, AU n=291, China n=152, IN n=295, ID n=205, JP n=141, MY n=236, PH n=248, SG n=160

THOSE WITH HEAD PAIN WHO PREFER MEDICINE PRESCRIBED BY A DOCTOR: Individual country base sizes: BE n=100, DK n=91, FI n=103, FR n=150, DE n=159, GR n=63, IT n=100, NO n=87, PL n=70, PO n=146, RO n=158, RU n=70, SP n=138, SE n=151, UK n=154, CA n=59, USA n=239, BR n=119, CO n=123, MX n=129, KE n=202, NI n=291, ZA n=106, KSA n=127, AU n=163, China n=149, IN n=233, ID n=177, JP n=93, MY n=219, PH n=237, SG n=152

**Q31. Thinking about the impact your pain can have on your family life, do you agree with these statements?**

Total base size all respondents = 19,008

ALL RESPONDENTS: Individual country base sizes - BE n=544, DK n=521, FI n=523, FR n=552, DE n=1,024, GR n=500, IT n=517, NO n=523, PL n=514, PO n=500, RO n=500, RU n=500, SP n=537, SE n=1,011, UK n=1,044, CA n=523, USA n=1,010, BR n=503, CO n=500, MX n=518, KE n=500, NI n=512, ZA n=518, KSA n=506, AU n=1,077, China n=500, IN n=506, ID n=500, JP n=525, MY n=500, PH n=500, SG n=500

THOSE WITH REGULAR BODY PAIN: Individual country base sizes - Those with regular body pain: BE n=331, DK n=318, FI n=282, FR n=348, DE n=524, GR n=270, IT n=305, NO n=305, PL n=315, PO n=317, RO n=311, RU n=317, SP n=350, SE n=617, UK n=633, CA n=352, USA n=693, BR n=296, CO n=314, MX n=338, KE n=238, NI n=218, ZA n=316, KSA n=319, AU n=750, China n=181, IN n=287, ID n=289, JP n=297, MY n=213, PH n=316, SG n=219

THOSE WITH REGULAR HEAD PAIN: Individual country base sizes - Those with regular head pain: BE n=90, DK n=109, FI n=68, FR n=100, DE n=168, GR n=110, IT n=102, NO n=117, PL n=129, PO n=82, RO n=106, RU n=146, SP n=117, SE n=219, UK n=235, CA n=118, USA n=362, BR n=136, CO n=113, MX n=126, KE n=160, NI n=117, ZA n=182, KSA n=223, AU n=302, China n=59, IN n=168, ID n=155, JP n=95, MY n=112, PH n=156, SG n=89

**Q32. Now thinking about the impact your pain can have on your family life with your children, do you agree with these statements?**

Total base: All parents with children under 12 n=5,138

PARENTS WITH CHILDREN UNDER 12: Individual country base sizes - Parents with children under 12: BE n=99, DK n=78, FI n=61, FR n=128, DE n=152, GR n=105, IT n=116, NO n=79, PL n=149, PO n=133, RO n=93, RU n=153, SP n=159, SE n=165, UK n=229, CA n=99, USA n=358, BR n=166, CO n=186, MX n=215, KE n=, NI n=, ZA n=, KSA n=255, AU n=245, China n=181, IN n=189, ID n=226, JP n=49, MY n=206, PH n=211, SG n=103



**Q34. Thinking about the impact your pain can have on your social life, do you agree with these statements? Q31. Thinking about the impact your pain can have on your family life, do you agree with these statements?**

Total base: All respondents n=19,008, those with regular body pain n=11,188, those with regular head pain n=4573.

**Q35. Thinking about the impact your pain can have on your romantic/love life, do you agree with these statements?**

Total base all respondents: 19,008

ALL RESPONDENTS: Individual country base sizes - BE n=544, DK n=521, FI n=523, FR n=552, DE n=1,024, GR n=500, IT n=517, NO n=523, PL n=514, PO n=500, RO n=500, RU n=500, SP n= 537, SE n=1,011, UK n=1,044, CA n=523, USA n=1,010, BR n=503, CO n=500, MX n=518, KE n=500, NI n=512, ZA n=518, KSA n=506, AU n=1,077, China n=500, IN n=506, ID n=500, JP n=525, MY n=500, PH n=500, SG n=500

**Q36. Thinking about the impact your pain can have on your general capacity, do you agree with these statements?**

Total base: All respondents n=19,008

ALL RESPONDENTS: Individual country base sizes - BE n=544, DK n=521, FI n=523, FR n=552, DE n=1,024, GR n=500, IT n=517, NO n=523, PL n=514, PO n=500, RO n=500, RU n=500, SP n= 537, SE n=1,011, UK n=1,044, CA n=523, USA n=1,010, BR n=503, CO n=500, MX n=518, KE n=500, NI n=512, ZA n=518, KSA n=506, AU n=1,077, China n=500, IN n=506, ID n=500, JP n=525, MY n=500, PH n=500, SG n=500

THOSE WITH REGULAR BODY PAIN: Individual country base sizes - Those with regular body pain: BE n=331, DK n=318, FI n=282, FR n=348, DE n=524, GR n=270, IT n=305, NO n=305, PL n=315, PO n=317, RO n=311, RU n=317, SP n=350, SE n=617, UK n=633, CA n=352, USA n=693, BR n=296, CO n=314, MX n=338, KE n=238, NI n=218, ZA n=316, KSA n=319, AU n=750, China n=181, IN n=287, ID n=289, JP n=297, MY n=213, PH n=316, SG n=219

THOSE WITH REGULAR HEAD PAIN: Individual country base sizes - Those with regular head pain: BE n=90, DK n=109, FI n=68, FR n=100, DE n=168, GR n=110, IT n=102, NO n=117, PL n=129, PO n=82, RO n=106, RU n=146, SP n=117, SE n=219, UK n=235, CA n=118, USA n=362, BR n=136, CO n=113, MX n=126, KE n=160, NI n=117, ZA n=182, KSA n=223, AU n=302, China n=59, IN n=168, ID n=155, JP n=95, MY n=112, PH n=156, SG n=89

WOMEN: Individual country base sizes: Women - BE n=285, DK n=266, FI n=273, FR n=266, DE n=492, GR n=258, IT n=249, NO n=253, PL n=268, PO n=260, RO n=254, RU n=260, SP n=276, SE n=525, UK n=542, CA n=260, USA n=520, BR n=264, CO n=255, MX n=264, KE n=249, NI n=150, ZA n=257, KSA n=222, AU n=546, China n=240, IN n=242, ID n=252, JP n=272, MY n=248, PH n=253, SG n=255

MEN: Individual country base sizes: Men - BE n=259, DK n=255, FI n=250, FR n=286, DE n=532, GR n=242, IT n=268, NO n=270, PL n=246, PO n=240, RO n=251, RU n=240, SP n=261, SE n=486, UK n=502, CA n=263, USA n=490, BR n=239, CO n=245, MX n=254, KE n=251, NI n=362, ZA n=261, KSA n=284, AU n=531, China n=267, IN n=264, ID n=248, JP n=253, MY n=252, PH n=247, SG n=245

**Q39 Can you now estimate the number of sick days or 'forced holidays' you have had to take off, in the past year, due to the following types of pain? – Average number of sick days - Your own body pain.**

Total base: those who work: 11,427

THOSE WHO WORK: Individual country base sizes - Those who work: BE n=258, DK n=235, FI n=211, FR n=284, DE n=585, GR n=262, IT n=279, NO n=266, PL n=316, PO n=286, RO n=317, RU n=362, SP n=313, SE n=471, UK n=598, CA n=305, USA n=608, BR n=350, CO n=311, MX n=412, KE n=319, NI n=372, ZA n=378, KSA n=310, AU n=558, China n=406, IN n=386, ID n=397, JP n=232, MY n=371, PH n=345, SG n=378



**Q40.a) Thinking about the impact your body pain can have on your professional life, how regularly do any of the following situations occur? Work through your pain. [TOP 2 BOX Regular]. Q40.b) Thinking about the impact your head pain can have on your professional life, how regularly do any of the following situations occur? Work through your pain. [TOP 2 BOX Regular]**

Total base: those who work: 11,427, those with body pain who work n=11,238, those with head pain who work n=10,563

THOSE WHO WORK: Individual country base sizes - Those who work: BE n=258, DK n=235, FI n=211, FR n=284, DE n=585, GR n=262, IT n=279, NO n=266, PL n=316, PO n=286, RO n=317, RU n=362, SP n=313, SE n=471, UK n=598, CA n=305, USA n=608, BR n=350, CO n=311, MX n=412, KE n=319, NI n=372, ZA n=378, KSA n=310, AU n=558, China n=406, IN n=386, ID n=397, JP n=232, MY n=371, PH n=345, SG n=378

THOSE WHO WORK WITH BODY PAIN: Individual country base sizes - Those who work: BE n=252, DK n=228, FI n=211, FR n=281, DE n=576, GR n=258, IT n=278, NO n=263, PL n=316, PO n=283, RO n=286, RU n=360, SP n=312, SE n=459, UK n=587, CA n=301, USA n=598, BR n=347, CO n=310, MX n=410, KE n=303, NI n=363, ZA n=370, KSA n=295, AU n=543, China n=372, IN n=382, ID n=390, JP n=224, MY n=364, PH n=344, SG n=372

THOSE WHO WORK WITH HEAD PAIN: Individual country base sizes - Those who work: BE n=225, DK n=219, FI n=195, FR n=240, DE n=537, GR n=241, IT n=255, NO n=246, PL n=304, PO n=249, RO n=268, RU n=343, SP n=270, SE n=442, UK n=575, CA n=279, USA n=580, BR n=313, CO n=260, MX n=351, KE n=291, NI n=363, ZA n=363, KSA n=301, AU n=541, China n=336, IN n=364, ID n=379, JP n=193, MY n=360, PH n=338, SG n=342

**Q41.1 And do you agree or disagree with the following statement? - Body pain - My pain has had a negative impact on my career progression**

**Q41.2 And do you agree or disagree with the following statement? - Head pain - My pain has had a negative impact on my career progression**

Total base: those who work: 11,427, those with body pain who work n=11,238, those with head pain who work n=10,563.

THOSE WHO WORK: Individual country base sizes - Those who work: BE n=258, DK n=235, FI n=211, FR n=284, DE n=585, GR n=262, IT n=279, NO n=266, PL n=316, PO n=286, RO n=317, RU n=362, SP n=313, SE n=471, UK n=598, CA n=305, USA n=608, BR n=350, CO n=311, MX n=412, KE n=319, NI n=372, ZA n=378, KSA n=310, AU n=558, China n=406, IN n=386, ID n=397, JP n=232, MY n=371, PH n=345, SG n=378

THOSE WHO WORK WITH BODY PAIN: Individual country base sizes - Those who work: BE n=252, DK n=228, FI n=211, FR n=281, DE n=576, GR n=258, IT n=278, NO n=263, PL n=316, PO n=283, RO n=286, RU n=360, SP n=312, SE n=459, UK n=587, CA n=301, USA n=598, BR n=347, CO n=310, MX n=410, KE n=303, NI n=363, ZA n=370, KSA n=295, AU n=543, China n=372, IN n=382, ID n=390, JP n=224, MY n=364, PH n=344, SG n=372

THOSE WHO WORK WITH HEAD PAIN: Individual country base sizes - Those who work: BE n=225, DK n=219, FI n=195, FR n=240, DE n=537, GR n=241, IT n=255, NO n=246, PL n=304, PO n=249, RO n=268, RU n=343, SP n=270, SE n=442, UK n=575, CA n=279, USA n=580, BR n=313, CO n=260, MX n=351, KE n=291, NI n=363, ZA n=363, KSA n=301, AU n=541, China n=336, IN n=364, ID n=379, JP n=193, MY n=360, PH n=338, SG n=342

**Q42.1 Do you feel your work/ work environment causes you either of the types of pain we have been speaking about?**

THOSE WHO WORK: Individual country base sizes - Those who work: BE n=258, DK n=235, FI n=211, FR n=284, DE n=585, GR n=262, IT n=279, NO n=266, PL n=316, PO n=286, RO n=317, RU n=362, SP n=313, SE n=471, UK n=598, CA n=305, USA n=608, BR n=350, CO n=311, MX n=412, KE n=319, NI n=372, ZA n=378, KSA n=310, AU n=558, China n=406, IN n=386, ID n=397, JP n=232, MY n=371, PH n=345, SG n=378

**THOSE WHO WORK WITH BODY PAIN:** Individual country base sizes - Those who work: BE n=252, DK n=228, FI n=211, FR n=281, DE n=576, GR n=258, IT n=278, NO n=263, PL n=316, PO n=283, RO n=286, RU n=360, SP n=312, SE n=459, UK n=587, CA n=301, USA n=598, BR n=347, CO n=310, MX n=410, KE n=303, NI n=363, ZA n=370, KSA n=295, AU n=543, China n=372, IN n=382, ID n=390, JP n=224, MY n=364, PH n=344, SG n=372

**THOSE WHO WORK WITH HEAD PAIN:** Individual country base sizes - Those who work: BE n=225, DK n=219, FI n=195, FR n=240, DE n=537, GR n=241, IT n=255, NO n=246, PL n=304, PO n=249, RO n=268, RU n=343, SP n=270, SE n=442, UK n=575, CA n=279, USA n=580, BR n=313, CO n=260, MX n=351, KE n=291, NI n=363, ZA n=363, KSA n=301, AU n=541, China n=336, IN n=364, ID n=379, JP n=193, MY n=360, PH n=338, SG n=342

**Q45. To what degree do you trust the following sources to have quality and dependable information on the topic of your pain?**

Total base: All respondents n=19,008

**ALL RESPONDENTS:** Individual country base sizes - BE n=544, DK n=521, FI n=523, FR n=552, DE n=1,024, GR n=500, IT n=517, NO n=523, PL n=514, PO n=500, RO n=500, RU n=500, SP n= 537, SE n=1,011, UK n=1,044, CA n=523, USA n=1,010, BR n=503, CO n=500, MX n=518, KE n=500, NI n=512, ZA n=518, KSA n=506, AU n=1,077, China n=500, IN n=506, ID n=500, JP n=525, MY n=500, PH n=500, SG n=500

**Q46. When suffering from a new type of body pain, which, if any, of the following would make you decide to seek advice from a health care professional (e.g. GP/doctor, pharmacist)?**

Total base: All respondents n=19,008, those with body pain n=18,686, those with head pain n=17,018

**Q47. Thinking about when you have suffered from the following types of body pain as described below, which of the following have you done?**

Base: All respondents excluding those who have never suffered from a new type of body pain n=17,720

**ALL RESPONDENTS:** Individual country base sizes - BE n=544, DK n=521, FI n=523, FR n=552, DE n=1,024, GR n=500, IT n=517, NO n=523, PL n=514, PO n=500, RO n=500, RU n=500, SP n= 537, SE n=1,011, UK n=1,044, CA n=523, USA n=1,010, BR n=503, CO n=500, MX n=518, KE n=500, NI n=512, ZA n=518, KSA n=506, AU n=1,077, China n=500, IN n=506, ID n=500, JP n=525, MY n=500, PH n=500, SG n=500

**ALL WITH BODY PAIN WHO DID NOT CONSULT A PHARMACIST WHEN THEY EXPERIENCED NEW BODY PAIN:** Individual country base sizes - BE n=413, DK n=393, FI n=378, FR n=408, DE n=808, GR n=300, IT n=348, NO n=372, PL n=289, PO n=294, RO n=252, RU n=232, SP n=334, SE n=678, UK n=696, CA n=336, USA n=701, BR n=329, CO n=253, MX n=305, KE n=234, NI n=239, ZA n=202, KSA n=312, AU n=678, China n=311, IN n=318, ID n=264, JP n=364, MY n=315, PH n=293, SG n=364

**Q49. When suffering from a new type of head pain, which, if any, of the following would make you decide to seek advice from a health care professional (e.g. GP/doctor, pharmacist)?**

Total base: All respondents n=19,008, those with body pain n=18,686, those with head pain n=17,018

**Q50. Thinking about when you have suffered from the following type of head pain as described below, which of the following have you done?**

Base: All respondents excluding those who have never suffered from a new type of head pain n=16,598

**ALL WITH HEAD PAIN WHO DID NOT CONSULT A PHARMACIST WHEN THEY EXPERIENCED NEW HEAD PAIN:** Individual country base sizes - BE n=426, DK n=400, FI n=400, FR n=420, DE n=782, GR n=328, IT n=380, NO n=406, PL n=283, PO n=322, RO n=282, RU n=272, SP n=361, SE n=714, UK n=710, CA n=361, USA n=740, BR n=357, CO n=267, MX n=350, KE n=233, NI n=264, ZA n=221, KSA n=301, AU n=696, China n=354, IN n=346, ID n=284, JP n=406, MY n=320, PH n=319, SG n=375