

## YouGov Survey Results

Sample Size: 1774 GB Adults  
Fieldwork: 17th - 18th July 2012

| Weighted Sample   |       | Gender |        | Age   |       |       |     | Social grade |      | Region |               |                  |       |          |
|-------------------|-------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
|                   | Total | Male   | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|                   | 1774  | 862    | 912    | 215   | 452   | 607   | 500 | 1011         | 763  | 227    | 577           | 380              | 436   | 154      |
|                   | 1774  | 859    | 915    | 77    | 451   | 693   | 553 | 1203         | 571  | 284    | 642           | 339              | 385   | 124      |
|                   | %     | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |
| Unweighted Sample |       |        |        |       |       |       |     |              |      |        |               |                  |       |          |

Which, if any, of the following over-the-counter painkillers do you most commonly use when you have a headache or other pain?

|                                                       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Paracetamol                                           | 47 | 42 | 51 | 34 | 47 | 48 | 50 | 45 | 48 | 44 | 48 | 47 | 49 | 38 |
| Ibuprofen                                             | 26 | 27 | 25 | 30 | 33 | 27 | 16 | 28 | 23 | 28 | 26 | 21 | 28 | 31 |
| Paracetamol & Codine                                  | 9  | 9  | 8  | 9  | 7  | 7  | 12 | 8  | 10 | 11 | 9  | 6  | 10 | 8  |
| Aspirin                                               | 3  | 4  | 2  | 0  | 2  | 3  | 4  | 3  | 3  | 3  | 2  | 4  | 2  | 3  |
| Another medicine                                      | 4  | 3  | 5  | 2  | 1  | 4  | 7  | 3  | 5  | 3  | 5  | 3  | 3  | 6  |
| Alternative medicines (e.g. homeopathy)               | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 1  | 0  | 1  | 1  | 0  | 0  | 1  |
| None of these - I never take any painkillers          | 7  | 10 | 5  | 17 | 6  | 6  | 6  | 8  | 6  | 6  | 6  | 11 | 6  | 8  |
| Not applicable - I never get headaches or other pains | 2  | 3  | 1  | 1  | 2  | 2  | 4  | 3  | 1  | 2  | 2  | 4  | 2  | 4  |
| Don't know                                            | 2  | 1  | 3  | 6  | 2  | 1  | 1  | 2  | 2  | 0  | 2  | 5  | 1  | 1  |