

How To Drive Growth In Self Care

– A Multi-Country Study Undertaken for AESGP

Online Survey In 51 Countries
Fieldwork April/May 2008



Research Objective

- The Nielsen Company has partnered with The Association Of The European Self-Medication Industry (AESGP) in a global research project with the objective of better understanding consumer attitudes towards key aspects of self-care
 - Willingness to self-medicate when feeling the onset of a minor ailment
 - Barriers to routine self-medication when feeling the onset of a minor ailment
 - Factors influencing product choice of non-prescription medicines
 - From what sources are consumers expecting to get information in the future to help them take care of their health and minor ailments
 - To what extent do consumers agree or disagree with the concept of more prescription medicines being available without doctor involvement
- Questions were devised by a sub-group of the AESGP Economic Affairs/PR Committee

Research Scope & Method

- Online questionnaire in 51 countries
 - Reflects internet-connected population: key to bear this in mind when interpreting results from countries with relatively low internet household penetration
 - Note: definition of “internet-connected” is all those who have access to the internet at home and/or at work
 - Questionnaire put forward in local language (not English) where relevant
- Sample sizes
 - Approximately 500 for all countries except.....
 - 1000 in France, Germany, UK, USA and China
 - Over 28,000 respondents globally
- Sample representation
 - Structured around gender and age (15+) of internet-connected population by country
 - At a global level for gender representation: male 55%, female 45%
 - At a global level for age representation: skewed to younger age groups (54% of respondents aged 15-34)
- Global and regional averages are “weighted” for internet population and are not “numeric” averages
 - See map for participating countries and regional groupings

Europe

Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom, Poland, Russia, Czech Republic, Hungary, Estonia, Latvia, Lithuania

North America:

Canada
USA

Latin America:

Mexico
Brazil
Argentina
Chile
Colombia
Venezuela

Middle East & Africa:

Turkey
Israel
Egypt
UAE
South Africa

Asia Pacific

Australia
New Zealand
China
Hong Kong
India
Pakistan
Indonesia
Japan
South Korea
Malaysia

Philippines
Singapore
Thailand
Taiwan

Vietnam

Analysis Commentary – Issues To Consider When Interpreting Results

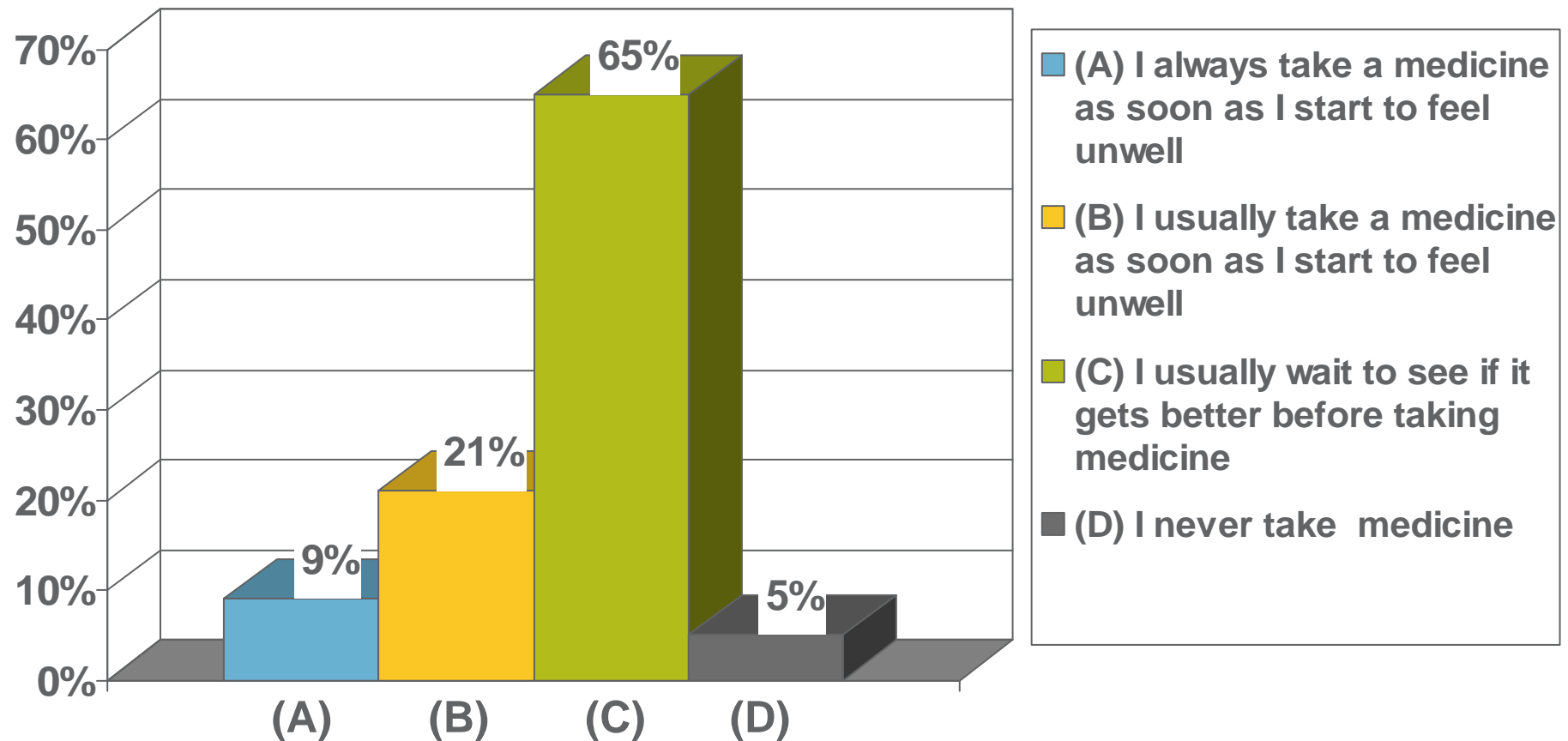
- All interviews were undertaken on-line, with respondents self-completing the questionnaire
 - Respondents reflect the internet-connected population by country, and samples are determined by age and gender demographics
- No prompting was given to respondents – questions were answered in the way that respondents understood them
- No guidance was given to respondents about.....
 - The definition of a minor ailment (question 1)
 - The definition of a “non-prescription medicine” (question 3)
 - How many responses to give on questions 3 and 4, where multiple responses were allowed
- On the following slides, the global aggregate data is provided with interpretation to act as a framework for data users
 - Whilst it is understood that data interpretation has some degree of subjectivity, it is recommended that all results are viewed as indicative of consumer sentiment and evaluated in good faith and not used as definitive proof in support of a particular issue

Executive Summary – Main Findings From Global Results

- When feeling the first signs of a “minor ailment”, 30% of all respondents globally indicated that they would “always” or “usually” take a medicine as soon as they started to feel unwell.
- 95% of respondents are open to the concept of taking medicines to treat minor ailments.
- Of those who usually wait to see if a minor ailment gets better before taking a medicine or never take a medicine, 45% consider that taking medication can be harmful. This perception may be a barrier to self care; it also indicates, however, that there is a high level of awareness of the importance of using all medication safely and with respect for the instructions.
- Only a small number of those who usually wait to see if a minor ailment gets better before taking a medicine or never take a medicine, consider access, price or efficacy to be a reason for not taking a medicine.
- Safety and efficacy are the most important attributes consumers need for their non-prescription medicines.
- Respondents are willing to take some personal responsibility for enhancing their self-care, but there is still a high expectation on government and healthcare professionals to provide a lead in the future.
- A large segment of respondents are neutral about the prospect of more medicines becoming available without prescription.

Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

51 Country Global Average



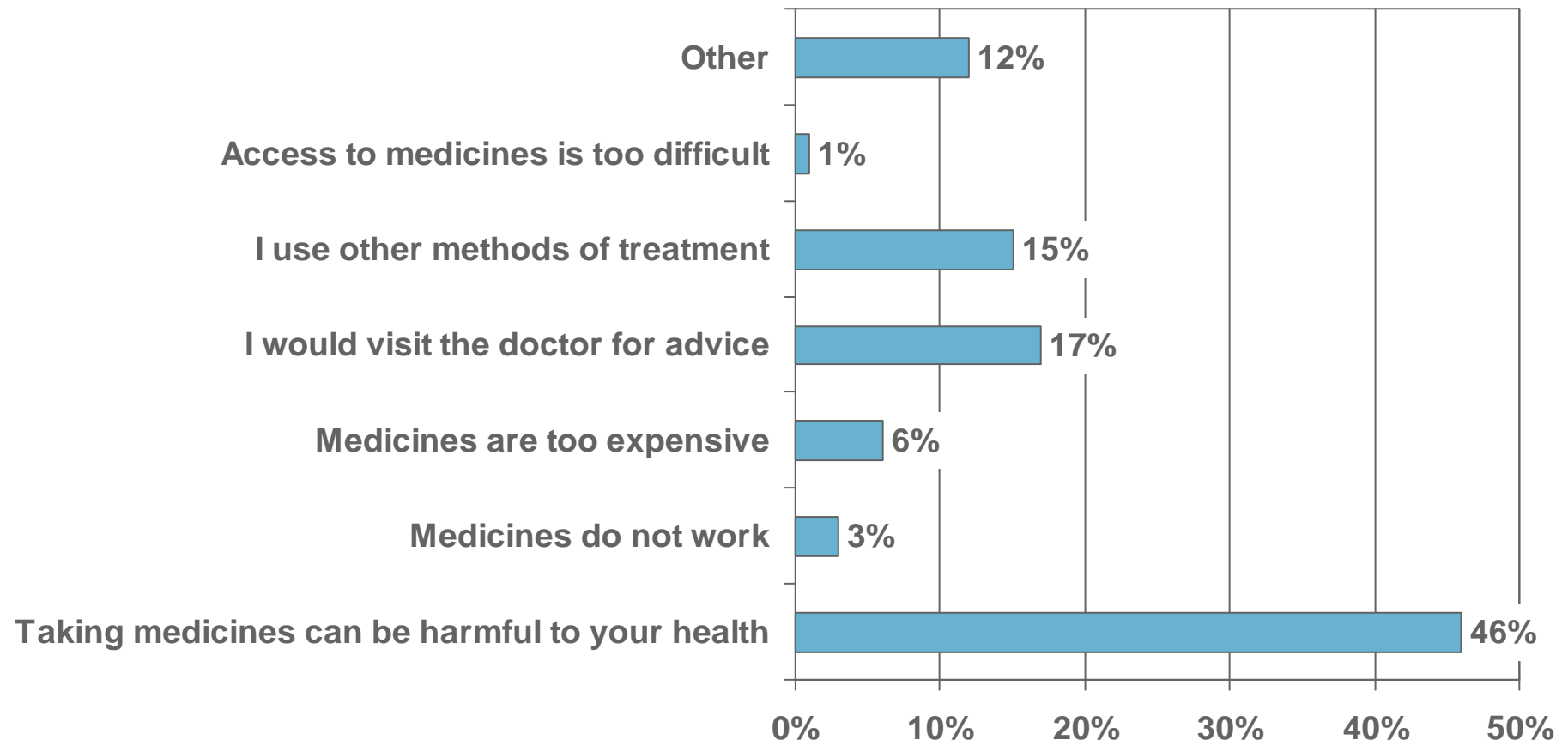
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

Analysis Commentary – Global Results

Question One

- When feeling the first signs of a “minor ailment”, 30% of all respondents globally indicated that they would “always” or “usually” take a medicine as soon as they started to feel unwell.
- Irrespective of what the product is that respondents would take, they perceive it to be a “medicine” and as such the data gives a good indication as to the level of “routine” self-care, as opposed to the converse concept of “usually wait and see if the ailment got better”, or “never take a medicine”.
- Whilst 65% of respondents indicated that they would “usually wait and see if the ailment got better before taking medicine”, the data does not indicate how many of these respondents actually undertake self-care.
- With 5% of respondents globally indicating that they would “never take medicine”, this indicates that 95% of respondents are open to the concept of taking medicines.

Q2. If you “usually wait to see” or “never take medicine” (Q1),
what is the main reason that you would not take medicine?
51 Country Global Average



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Analysis Commentary – Global Results

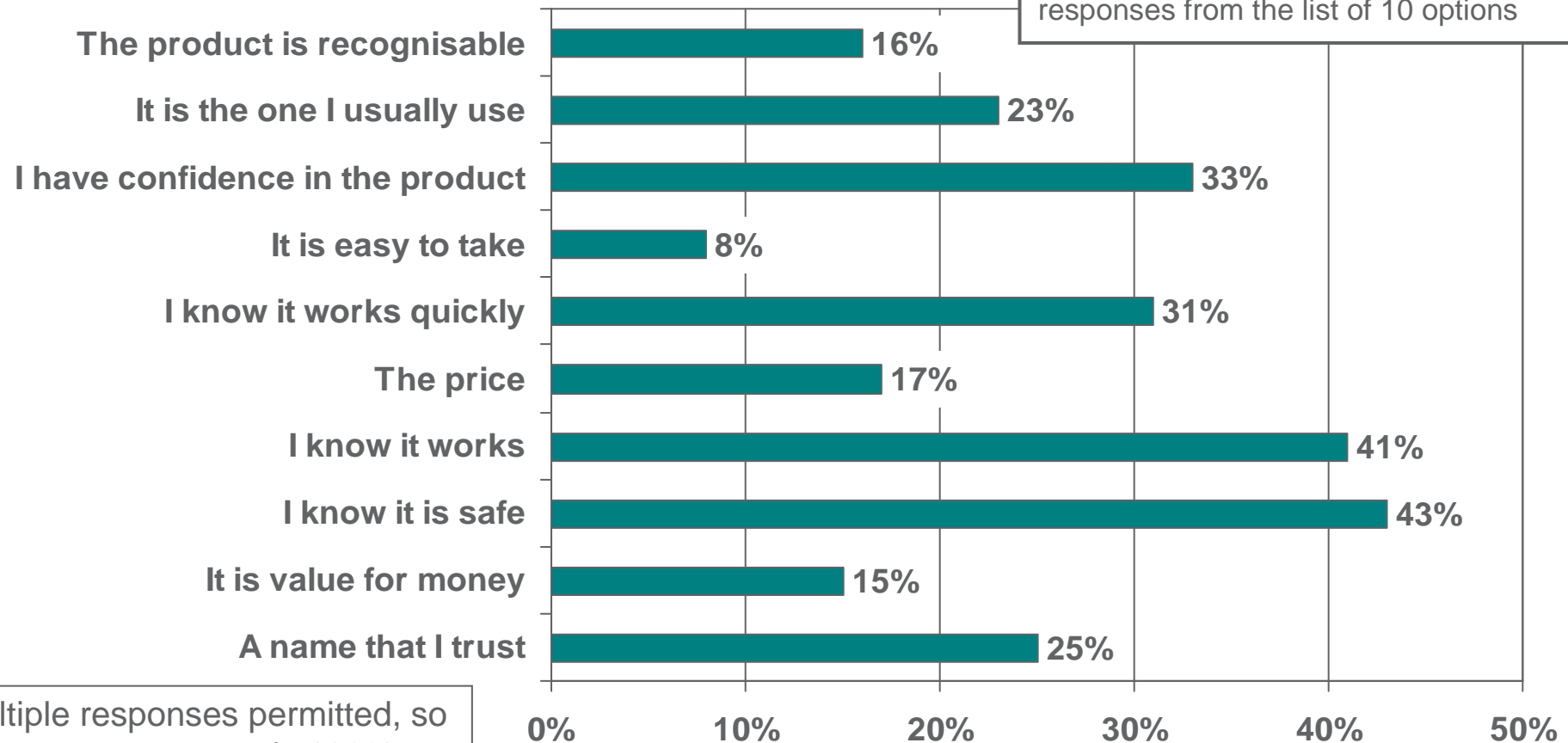
Question Two

- Question Two was answered only by those that had previously responded with answer (C) or (D) from Question One (i.e. those who “usually wait and see” or who “never take a medicine”)
 - The intention of this process was to get an understanding of why respondents did not undertake self-care as a matter of routine
- Respondents chose the answer that most reflected their reason for not undertaking self-care as a matter of routine
 - Whilst it is possible that more than one of the options presented was relevant to the respondent, they could choose only one
- The most popular response given for question two was “taking medicines can be harmful for your health” – 45% of all respondents who do not undertake self-care as a matter of routine have an awareness that medicines have the potential to be harmful. This perception may be a barrier to self-care; it also indicates, however, that there is a high level of awareness of the importance of using all medication safely and with respect for the instructions.
 - Note: Whilst it is possible that this attitude is also understood by those that do undertake self-care as a matter of routine, their primary behaviour is to undertake self-care
- Only a small number of those who usually wait to see if a minor ailment gets better before taking a medicine or never take a medicine consider access, price or efficacy to be a reason for not taking a medicine.
- The response option “other” was provided for those respondents where the listed options did not cover their own reason for not undertaking self-care as a matter of routine. No further analysis of this response base is possible.

Q3. When choosing a non-prescription medicine, what factors are important to you?

51 Country Global Average

Aggregate of responses is 251% indicating that, on average, respondents chose 2.51 responses from the list of 10 options



Multiple responses permitted, so aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Analysis Commentary – Global Results

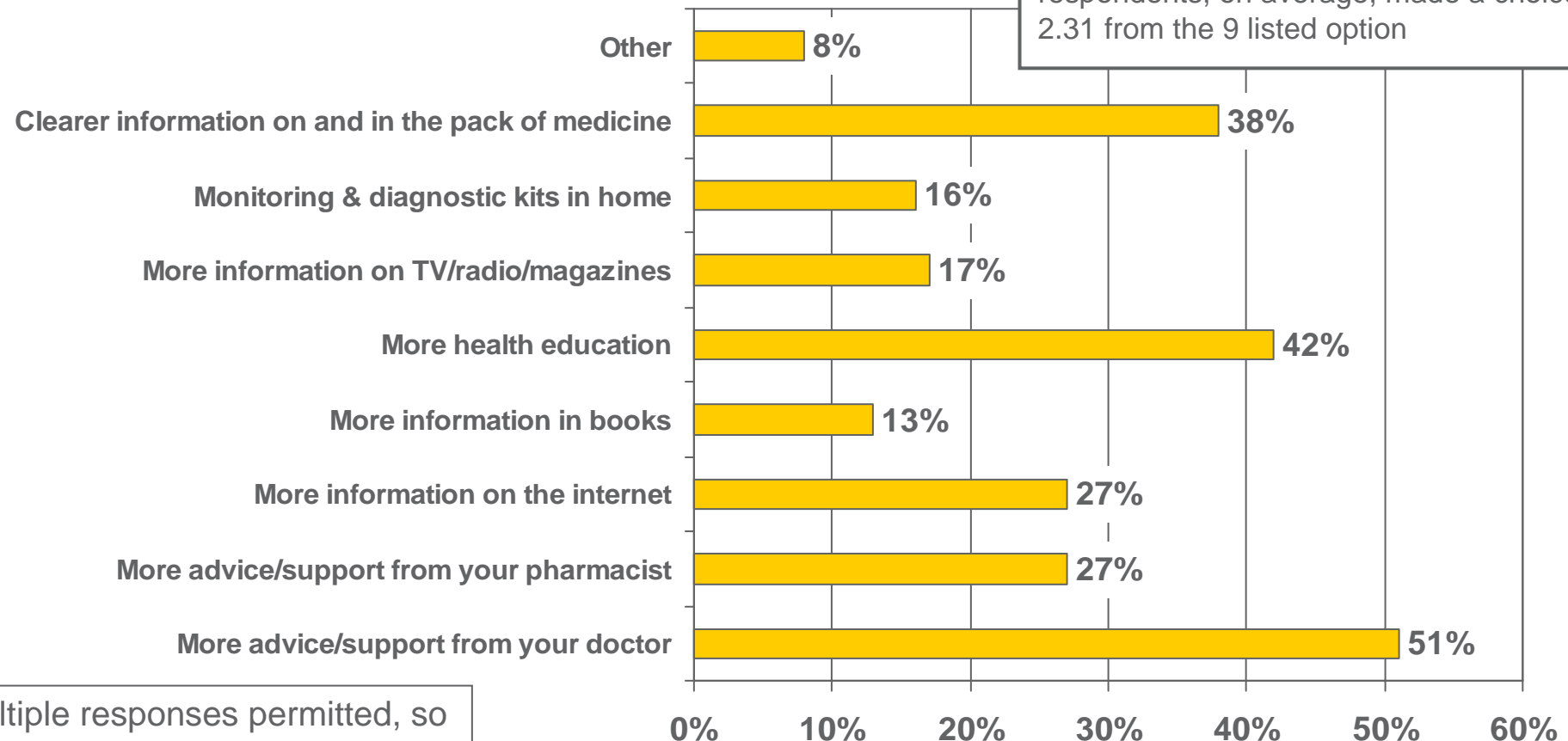
Question Three

- Respondents were able to make multiple choices from the listed answer options
 - It is not possible, though, to determine what options were most commonly linked and chosen together
- The question is designed to establish the key drivers of choice for the purchase of non-prescription medicines
 - A broad but closed range of options is provided to respondents, and there is no option for “other”
- Data indicates that, from the list provided, safety and efficacy are the most important attributes that consumers need from their non-prescription medicines
- Speed of action from the medicine and the level of confidence respondents have in the product are also highly rated options
- From the listed options, “it is easy to take” is the least popular response

Q4. In the future which of the following would help you to take care of your health and minor ailments?

51 Country Global Average

Excluding "other", the aggregate of responses is 231%, indicating that respondents, on average, made a choice of 2.31 from the 9 listed option



Multiple responses permitted, so aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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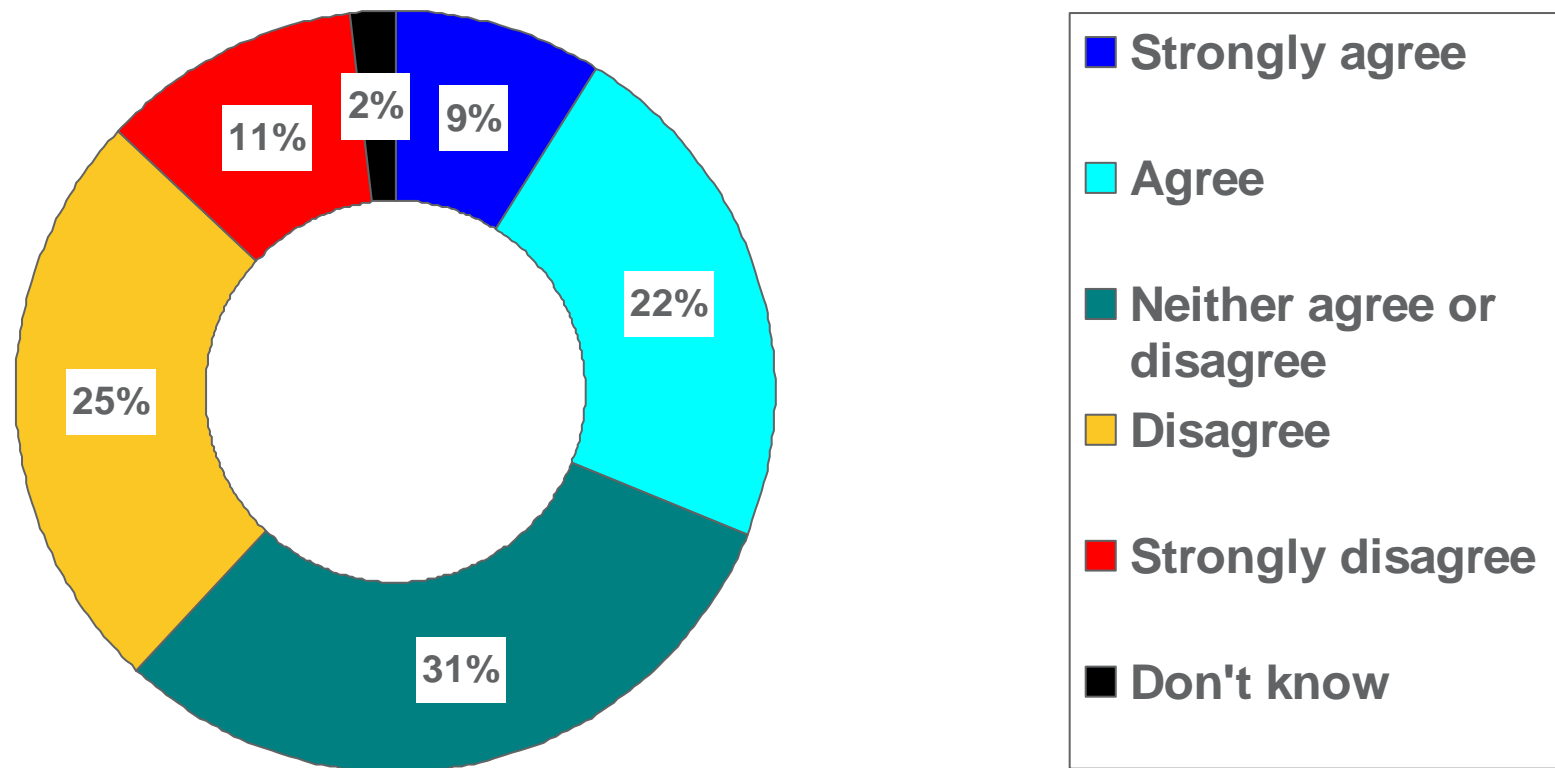
Analysis Commentary – Global Results

Question Four

- Respondents were able to make multiple choices from the listed answer options
 - It is not possible, though, to determine what options were most commonly linked and chosen together
- Question is designed to provide an understanding of what means and methods respondents will look to in the future when it comes to helping them take care of their health and minor ailments
 - A broad range of options is provided to respondents, including the option to state “none of the above” (other)
- Data indicates that, from the list provided, “more advice/support from your doctor” is the clear preference/expectation for respondents, being chosen by over 51%
 - “More health education” and “clearer information on and in the pack of medicine” were also highly rated by respondents
- The mix of responses indicates that respondents are willing to take some personal responsibility for enhancing their self-care, but that there is still a high expectation on government and healthcare professionals to provide a lead
- The role of the doctor versus the role of the pharmacist is interesting to explore on a country level, but on a global basis, the expectation of respondents is clearly with the doctor in providing the help to enable them to take care of their health and minor ailments.

Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?

51 Country Global Average



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Analysis Commentary – Global Results

Question Five

- The question is designed to uncover respondent attitudes towards the deregulation of medicines from prescription-only to over-the-counter availability
- The issue of medicine deregulation is complex, and includes issues around product payment that some respondents may have built into their thinking when responding to the question
- Whilst it is easy to interpret the responses that were overtly agreeing or disagreeing with the statement, it is harder to discern the interpretation of those who were “neither agree nor disagree”
 - Because the issue is complex, there is merit in the view that those responding “neither agree nor disagree” have a sense that it depends on the specifics of how this would be achieved
 - Given that this opinion reflected over 30% of responses globally, interpretation of the data should be driven by a comparison of those agreeing versus those disagreeing

Analysis Commentary – Regional & local country data

Regional and local country data

- All assessment and analysis of regional and local country results should be made within a similar framework to that laid out for the global results
- It is understood that data interpretation has some degree of subjectivity, but it is recommended that all results are viewed as indicative of consumer sentiment and evaluated in good faith and not used as definitive proof in support of a particular issue
- For questions relating to this research, please contact The Nielsen Company
 - robert.buckeldee@nielsen.com

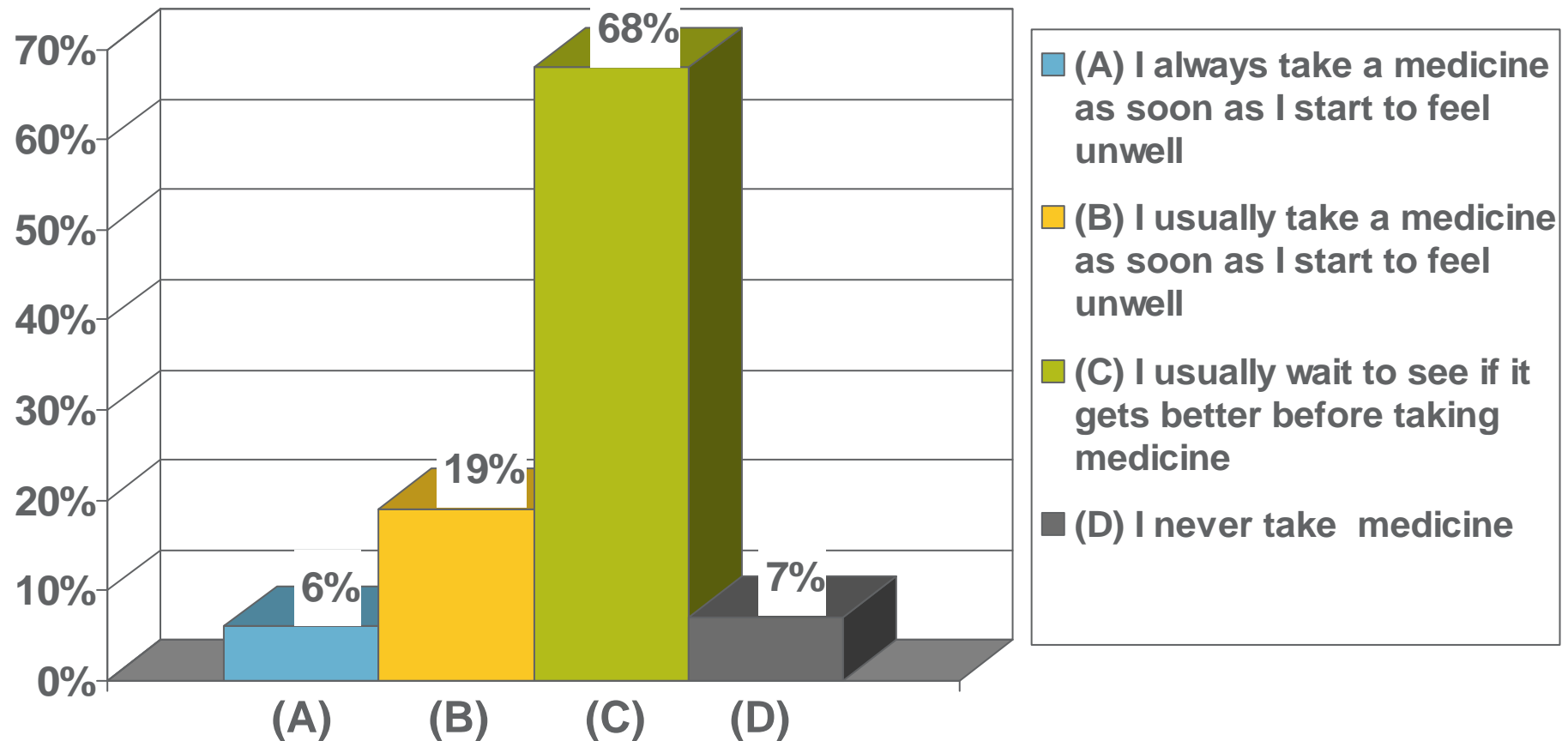
Europe

Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom, Poland, Russia, Czech Republic, Hungary, Estonia, Latvia, Lithuania



Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

23 Country Europe Average



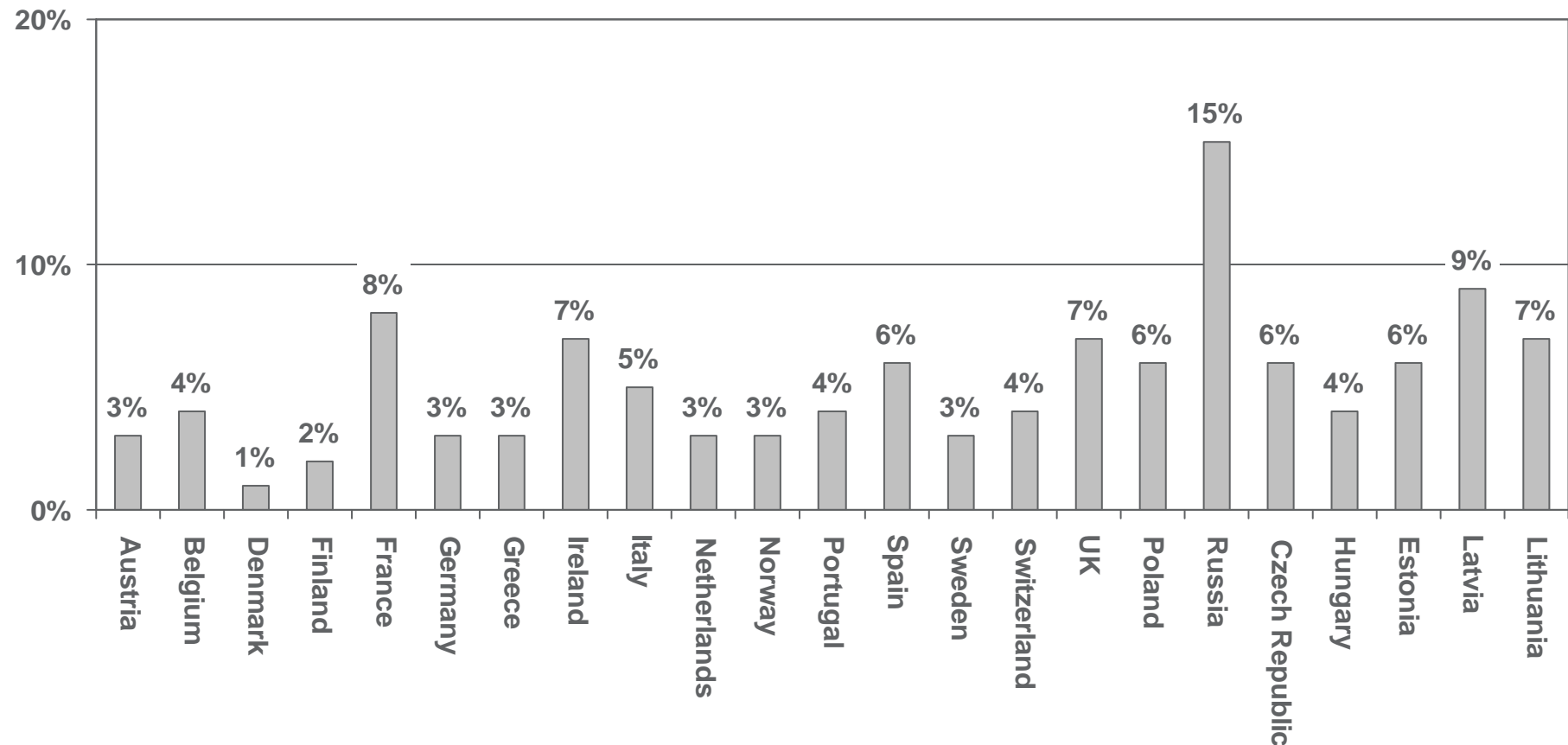
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

Europe - (A) I always take a medicine as soon as I start to feel unwell



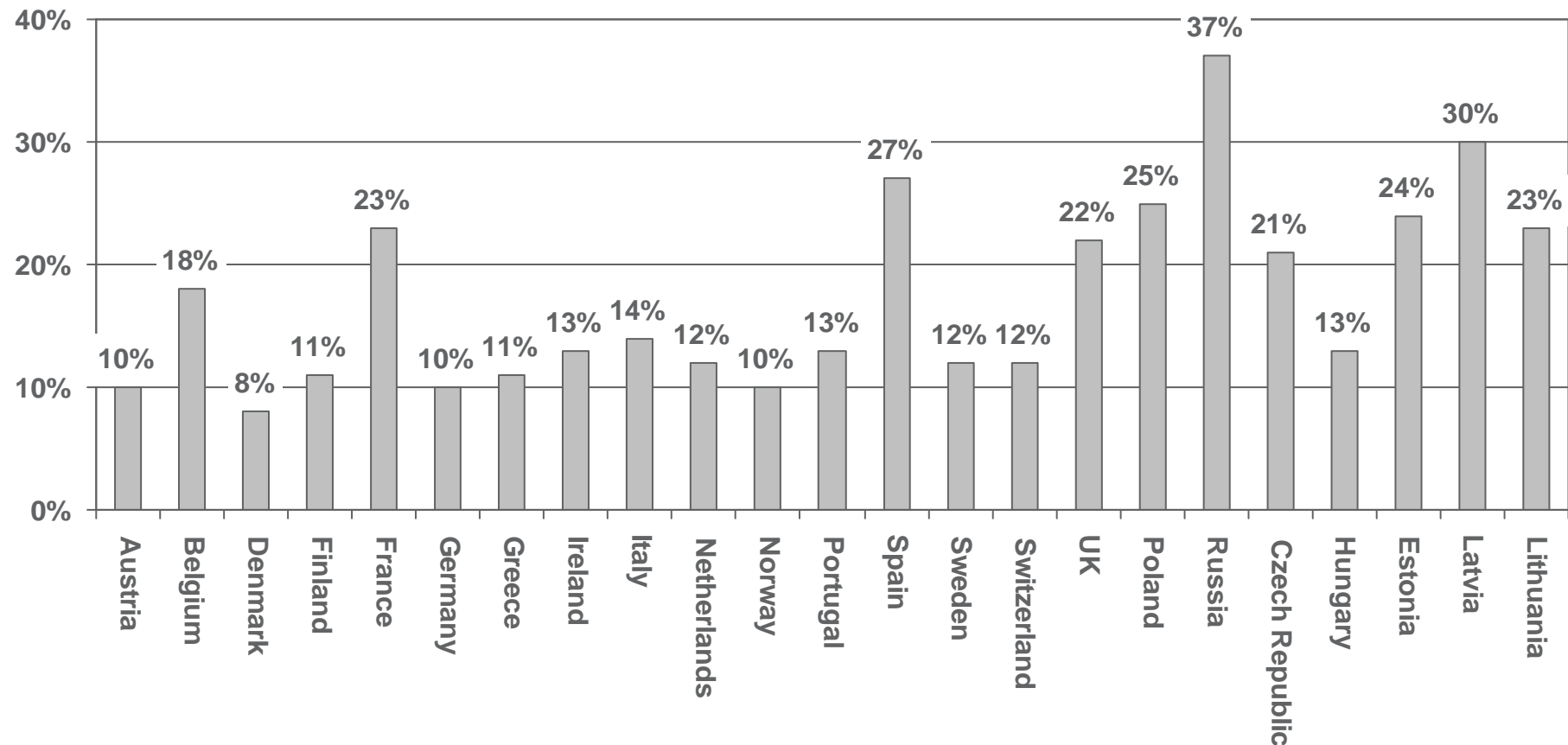
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

Europe - (B) I usually take a medicine as soon as I start to feel unwell



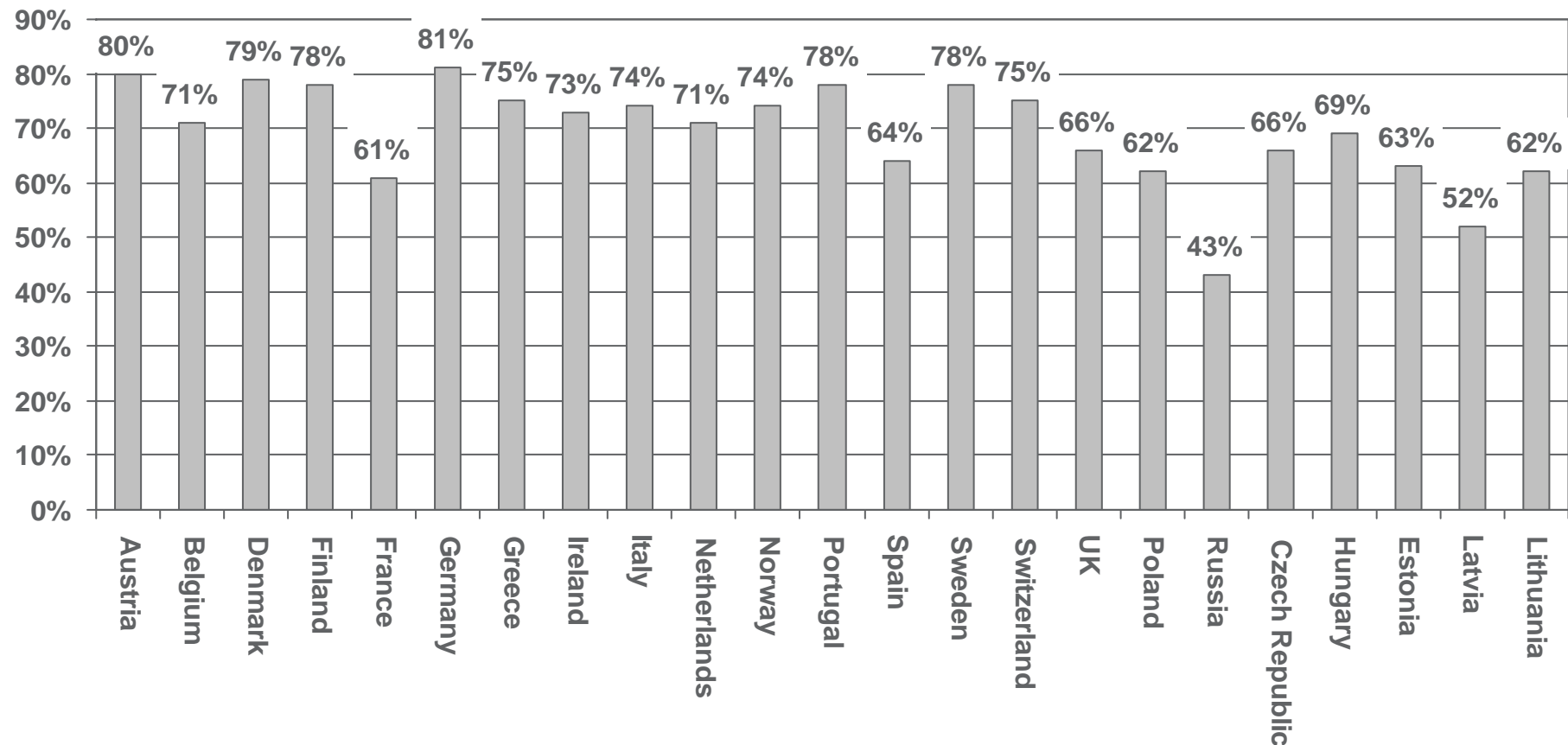
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

Europe - (C) I usually wait and see if it gets better before taking medicine



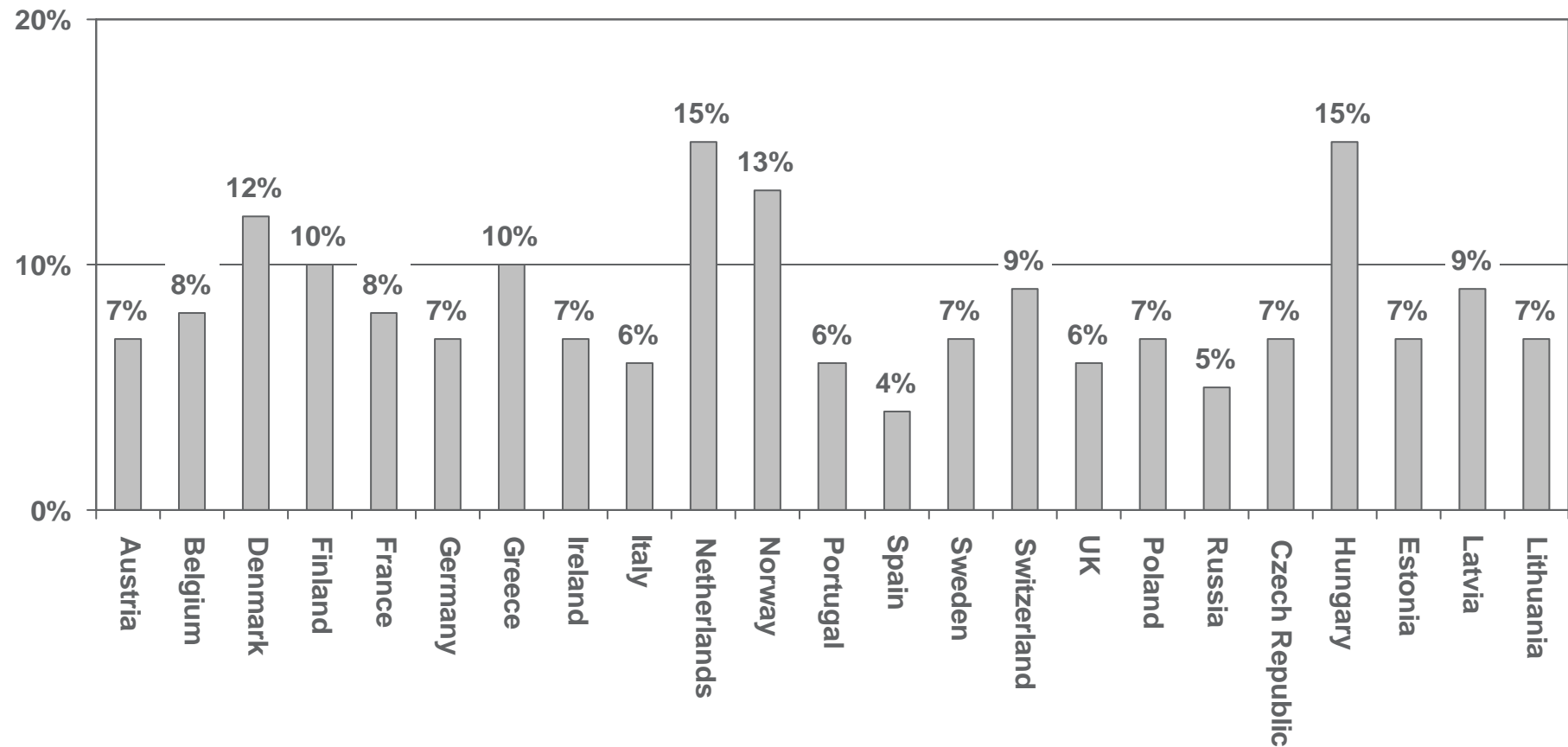
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

Europe - (D) I never take medicines

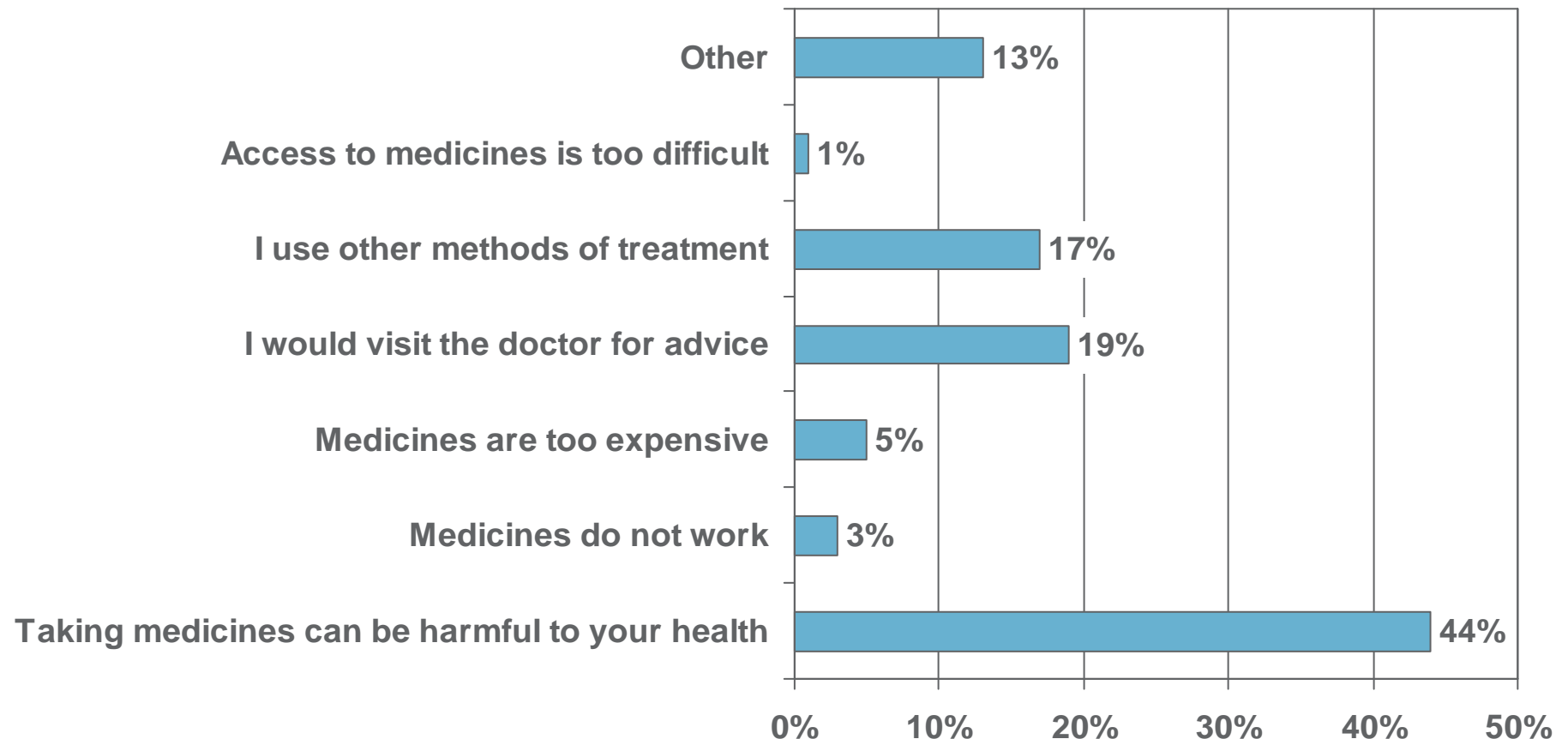


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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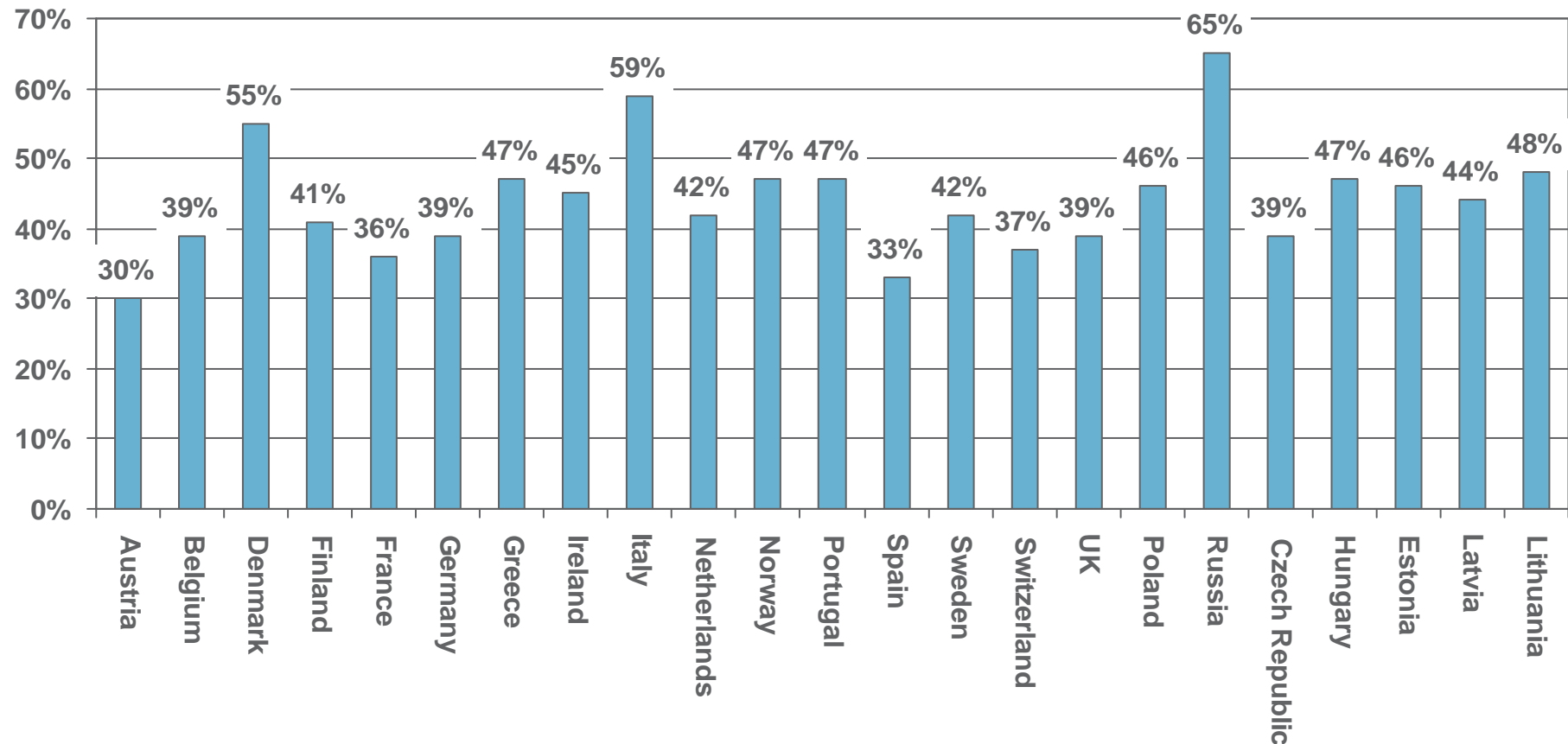
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Q2. If you “usually wait to see” or “never take medicine” (Q1),
what is the main reason that you would not take medicine?
23 Country Europe Average



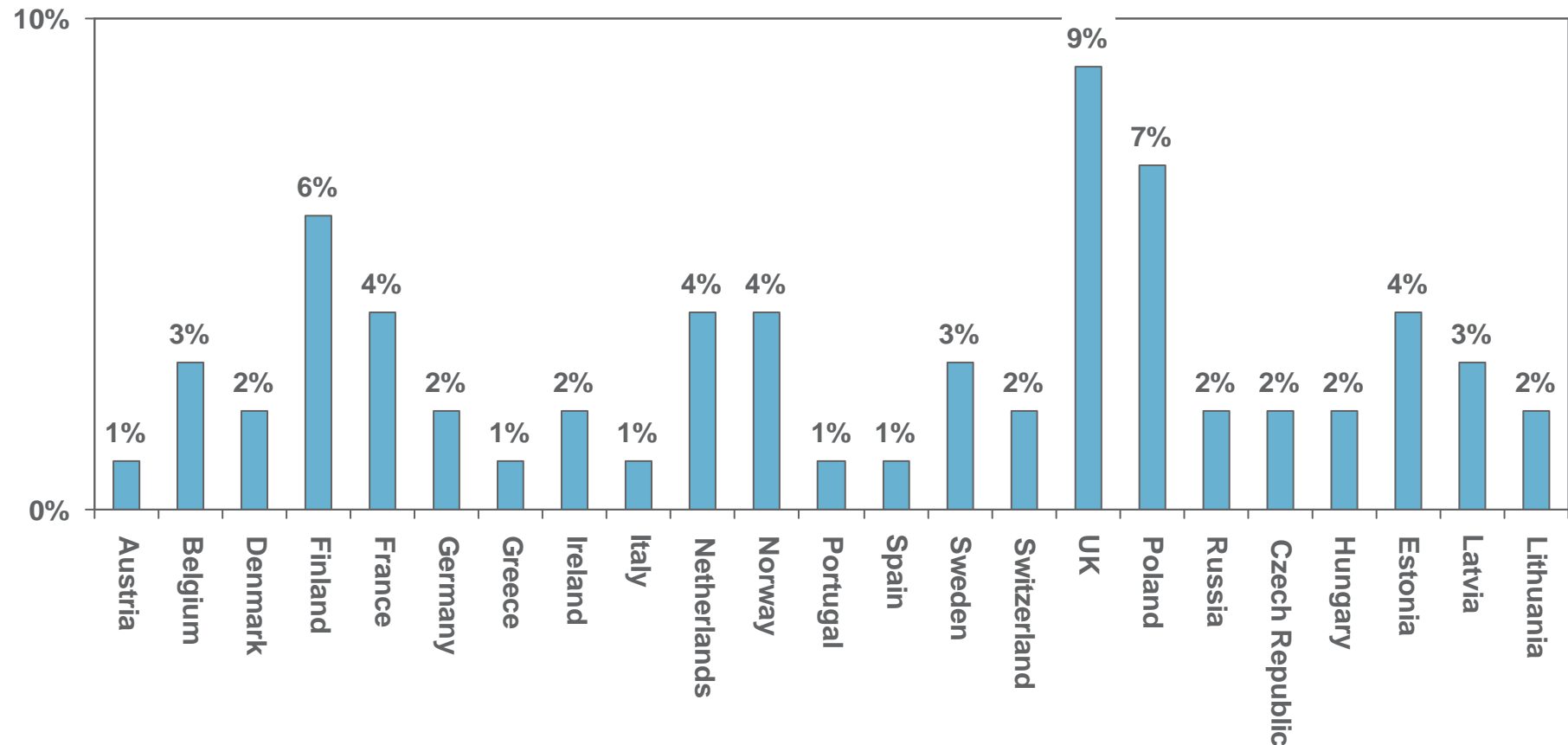
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
Europe – Taking medicines can be harmful to your health



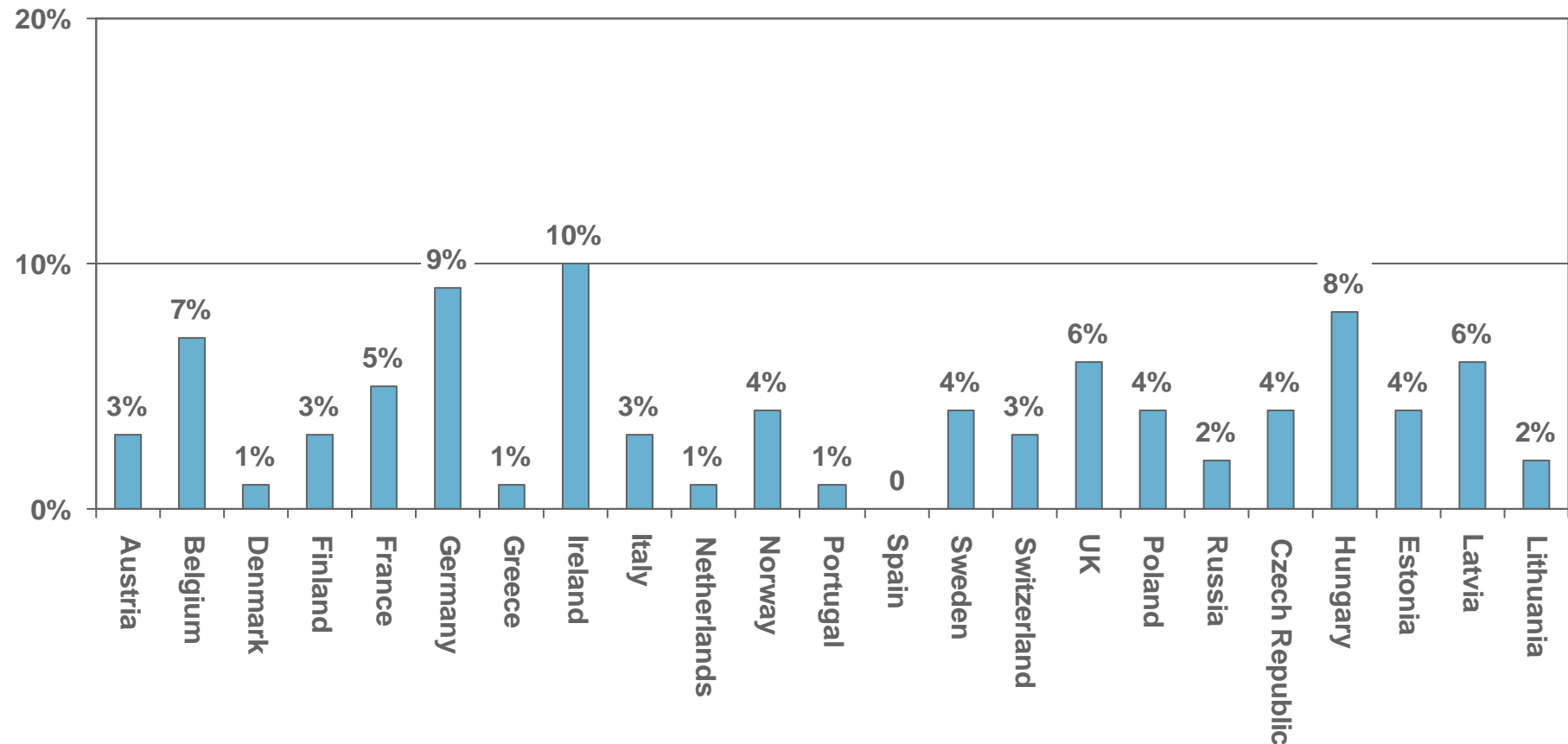
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine? Europe – Medicines do not work



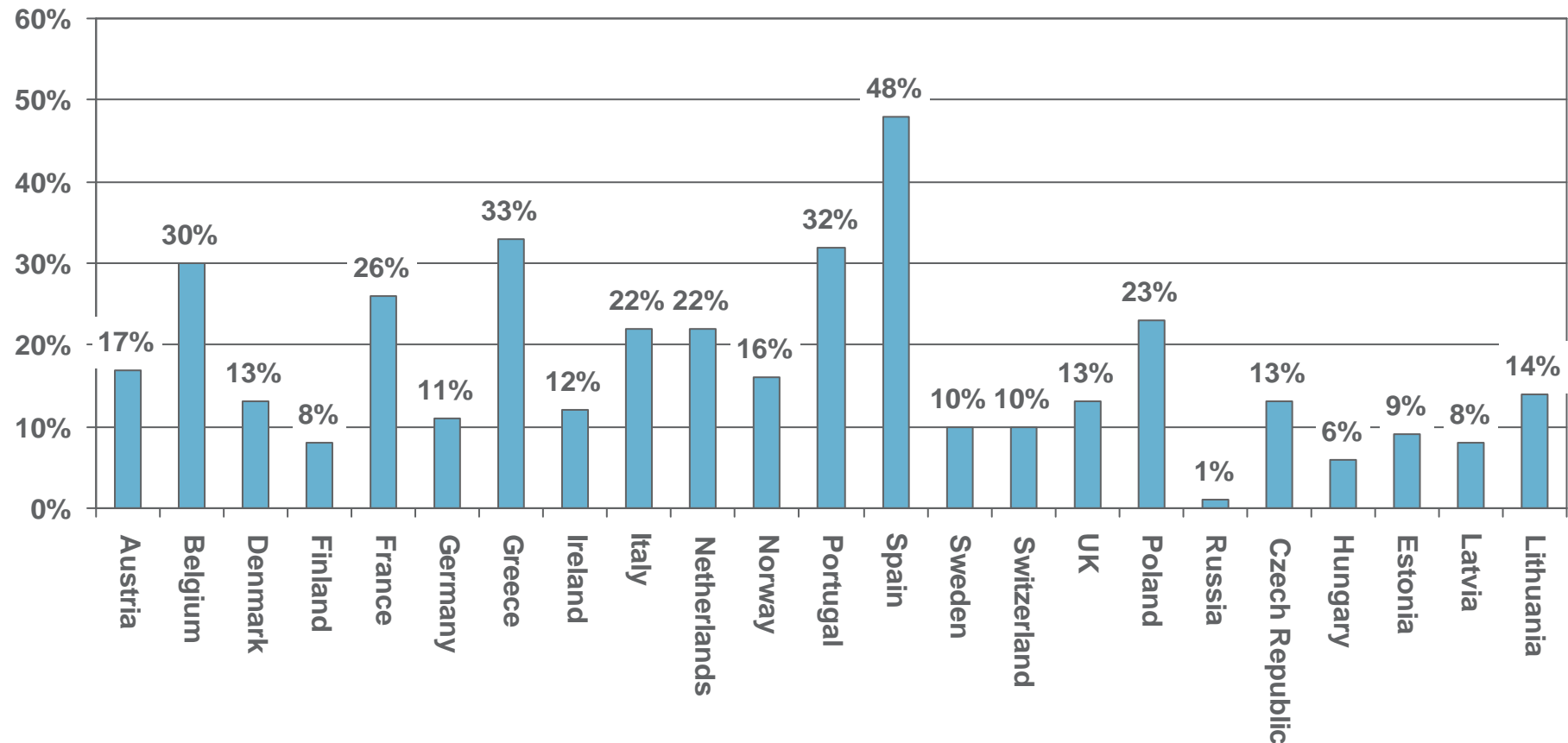
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
Europe – Medicines are too expensive



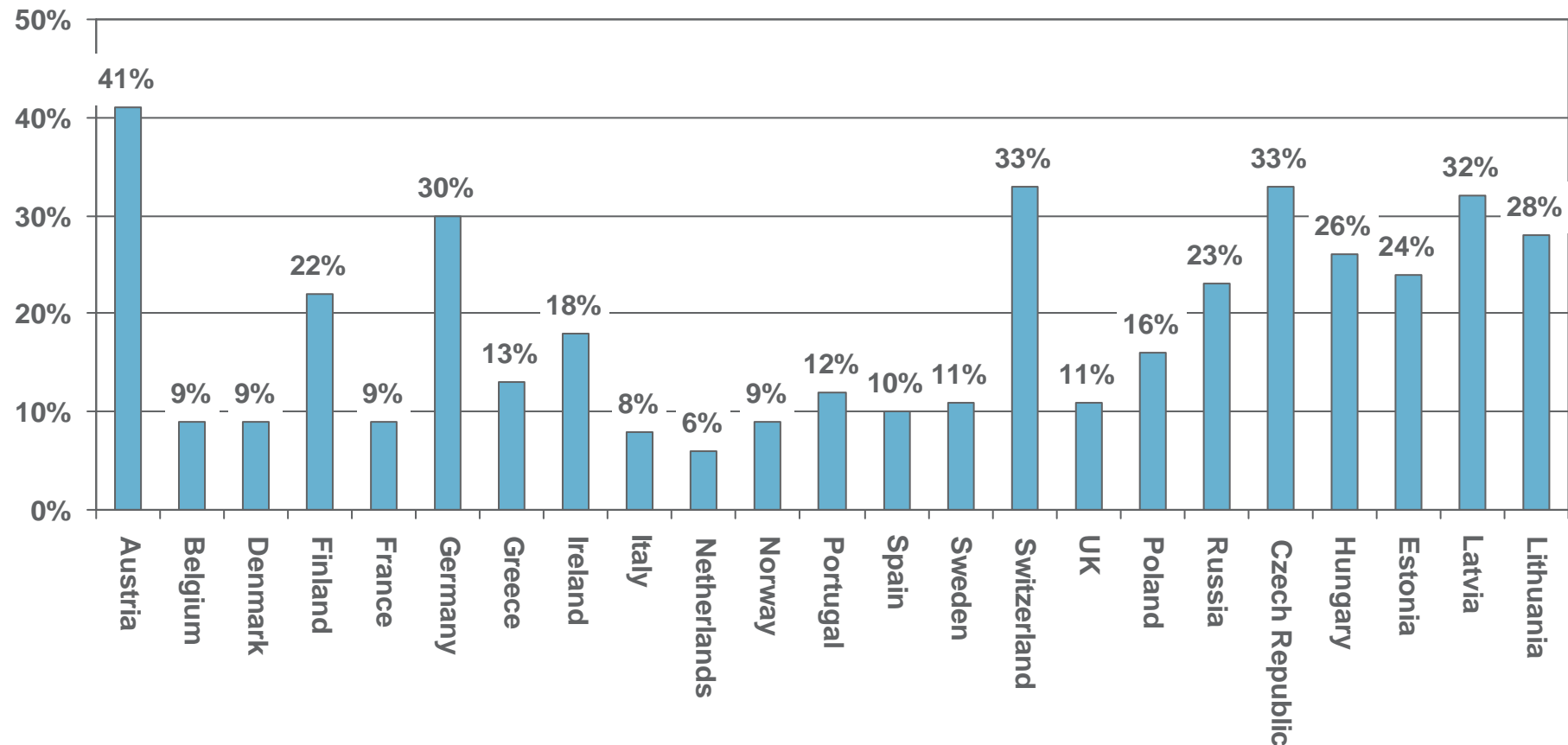
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
Europe – I would visit the doctor for advice



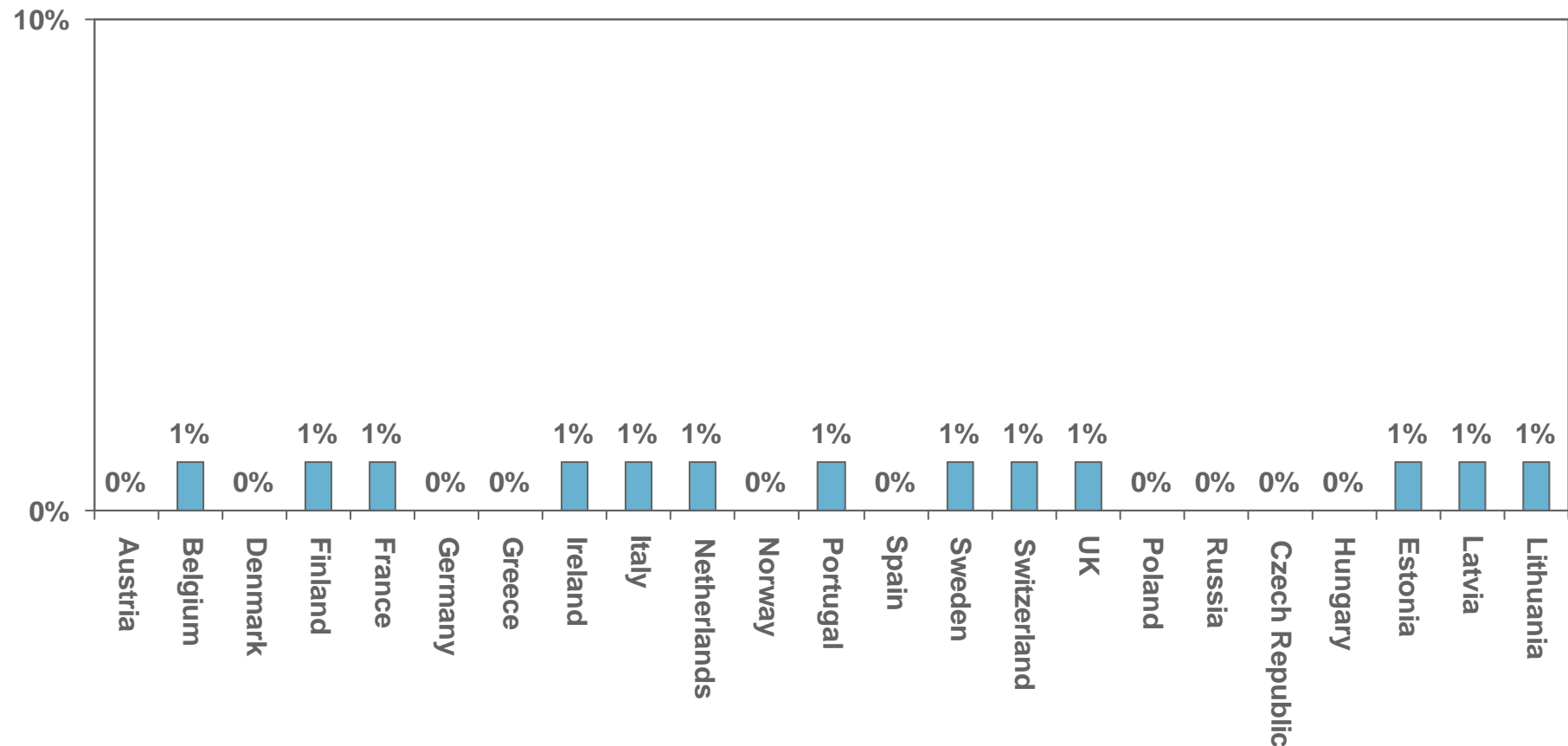
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q2. If you “usually wait to see” or “never take medicine” (Q1),
what is the main reason that you would not take medicine?
Europe – I would use other methods of treatment



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

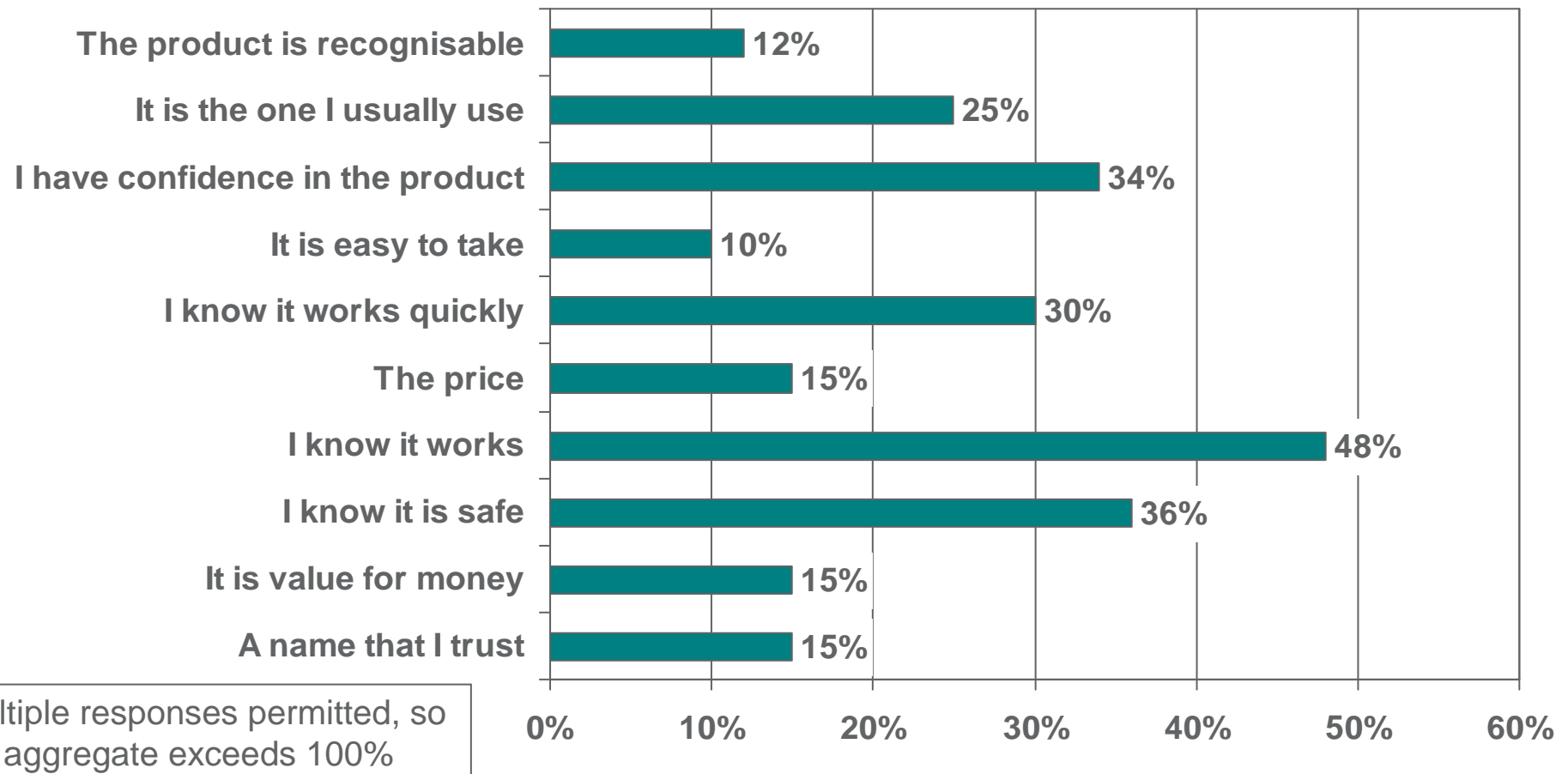
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
Europe – Access to medicines is too difficult



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?

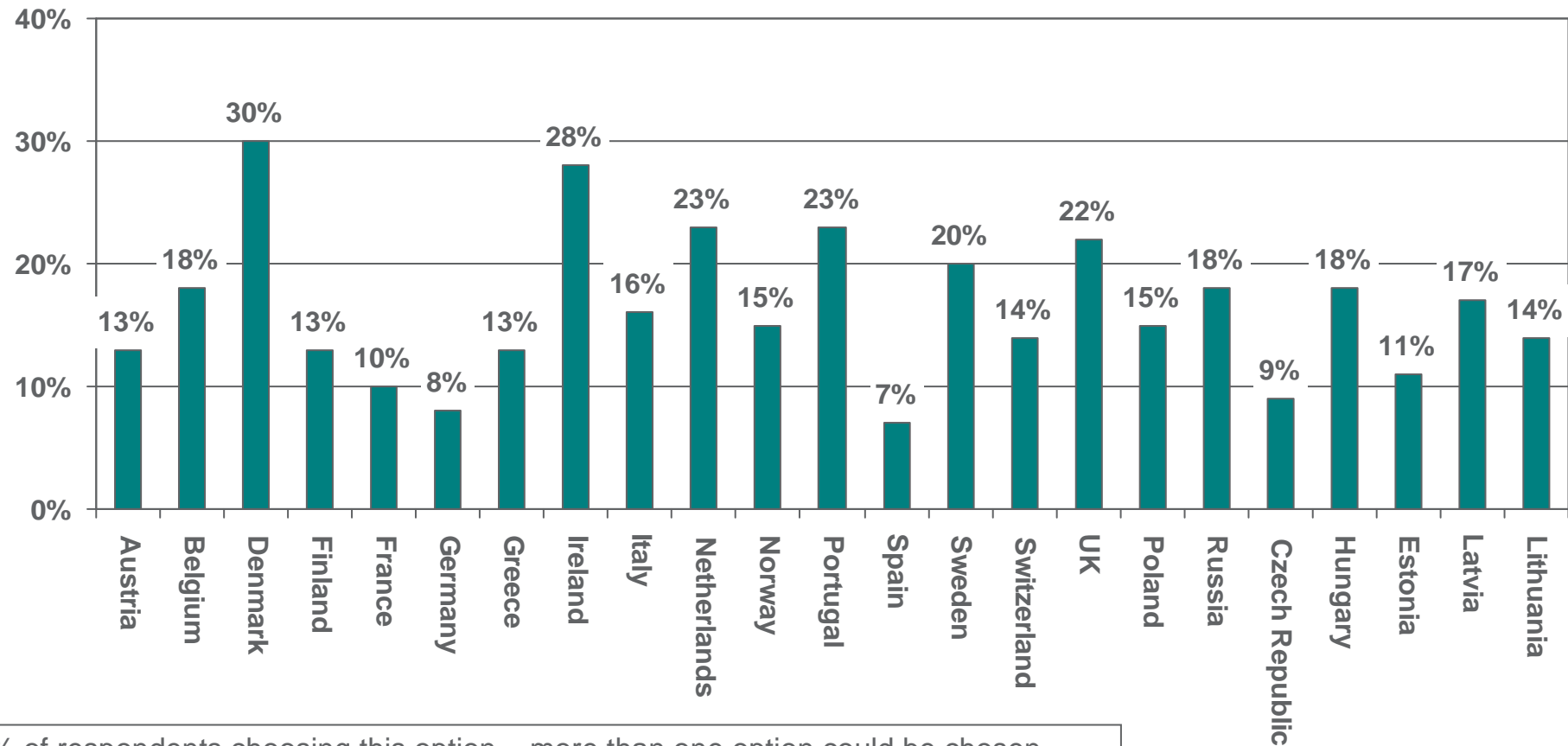
23 Country Europe Average



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q3. When choosing a non-prescription medicine, what factors are important to you?

Europe – A name that I trust



% of respondents choosing this option – more than one option could be chosen

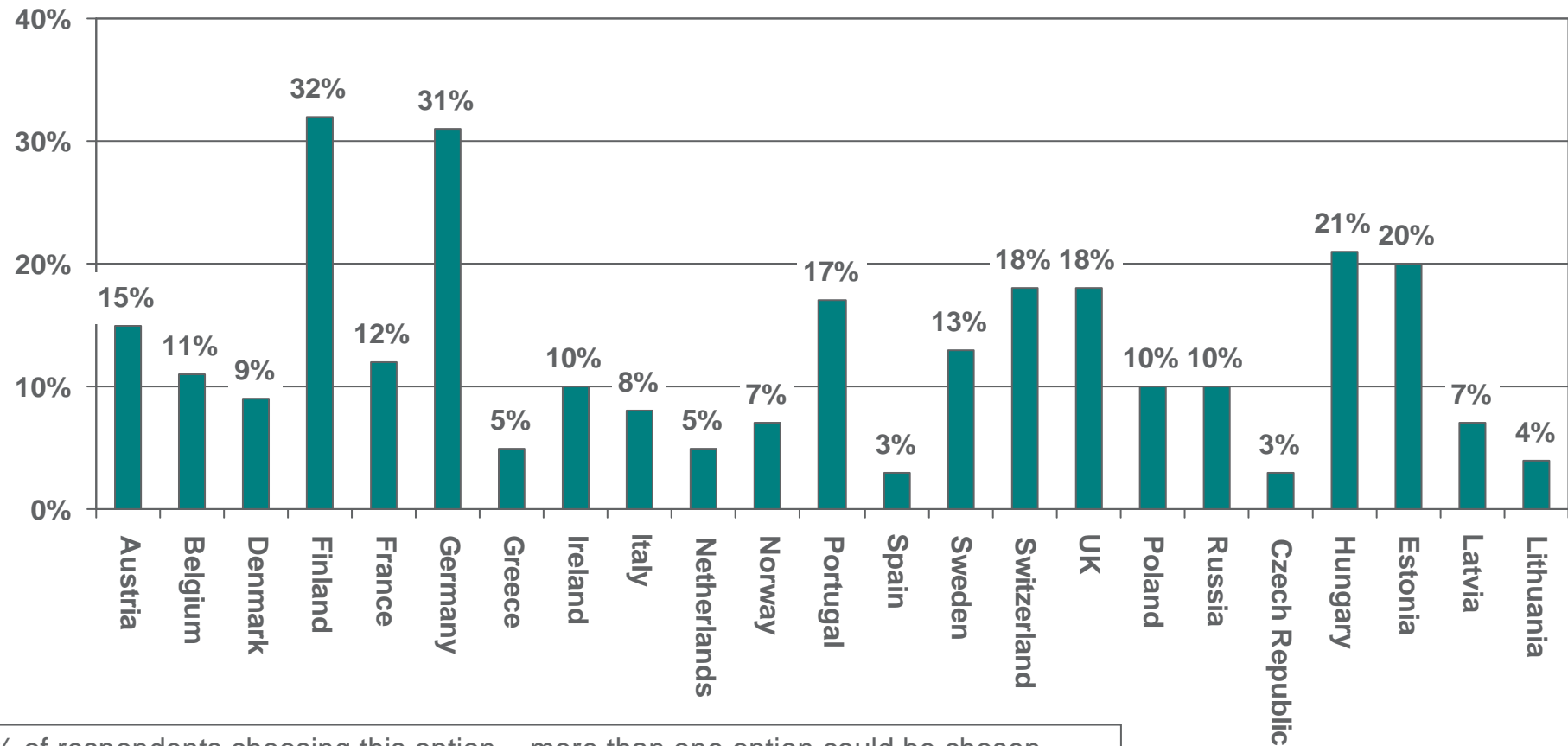
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Europe – It is value for money



% of respondents choosing this option – more than one option could be chosen

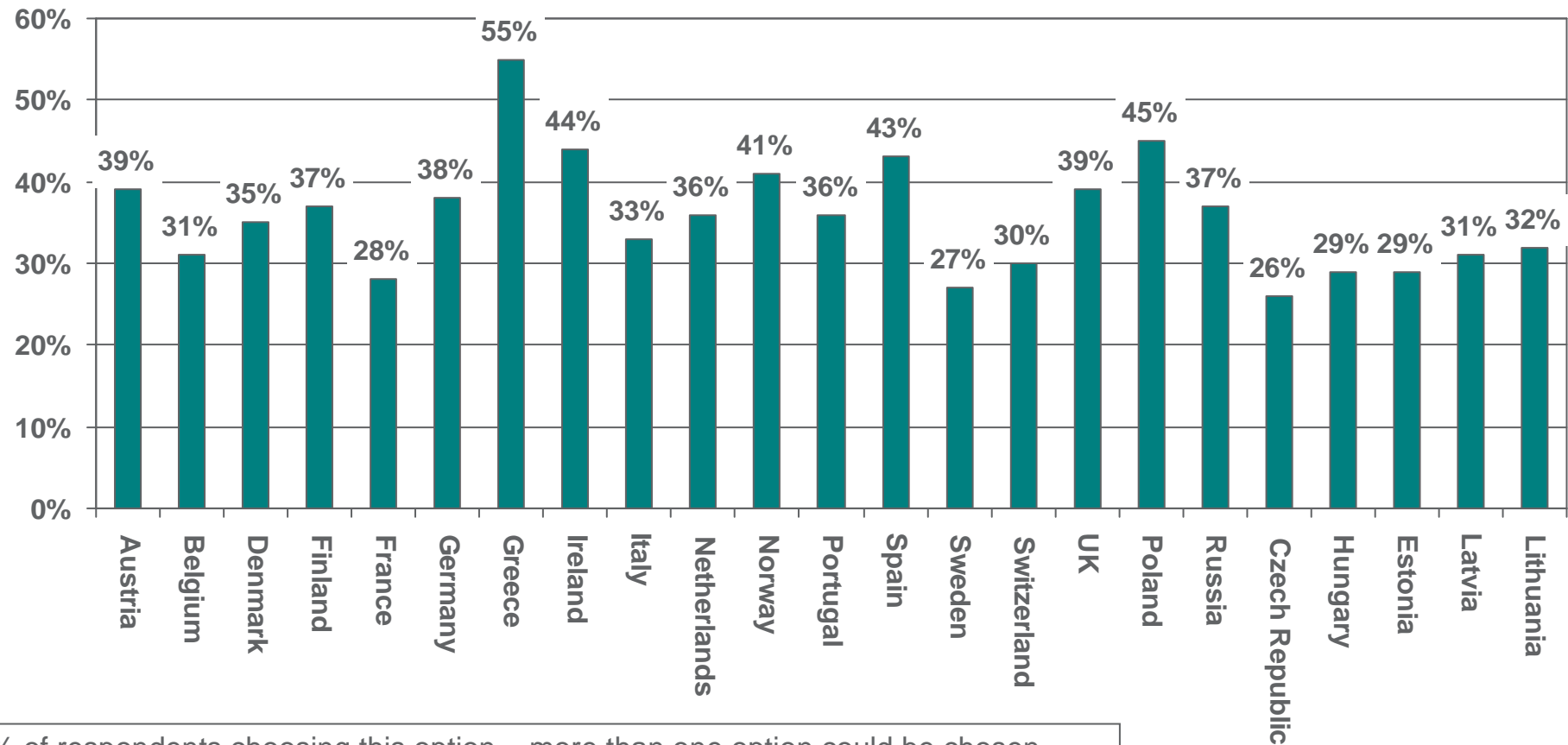
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Europe – I know it is safe



% of respondents choosing this option – more than one option could be chosen

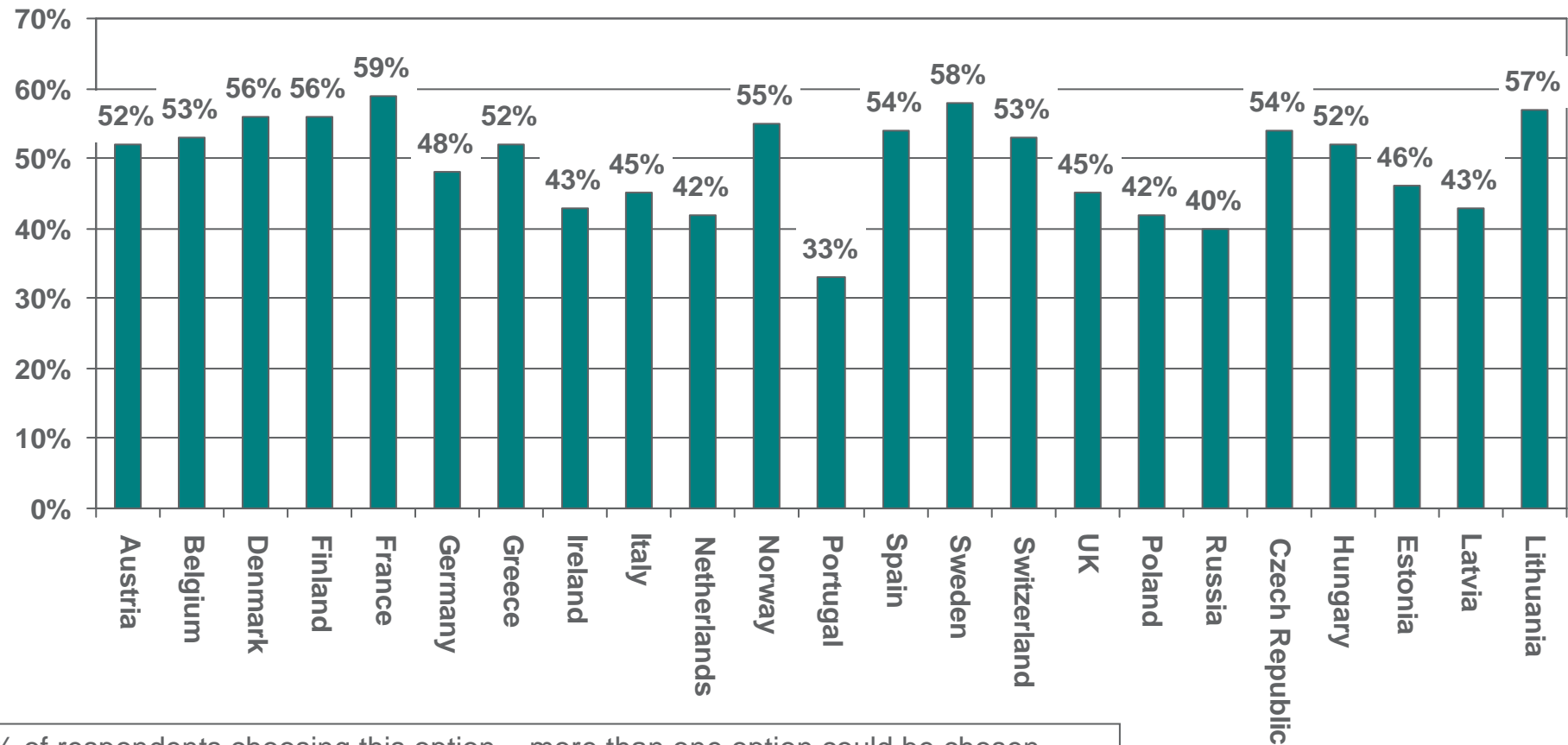
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Europe – I know it works



% of respondents choosing this option – more than one option could be chosen

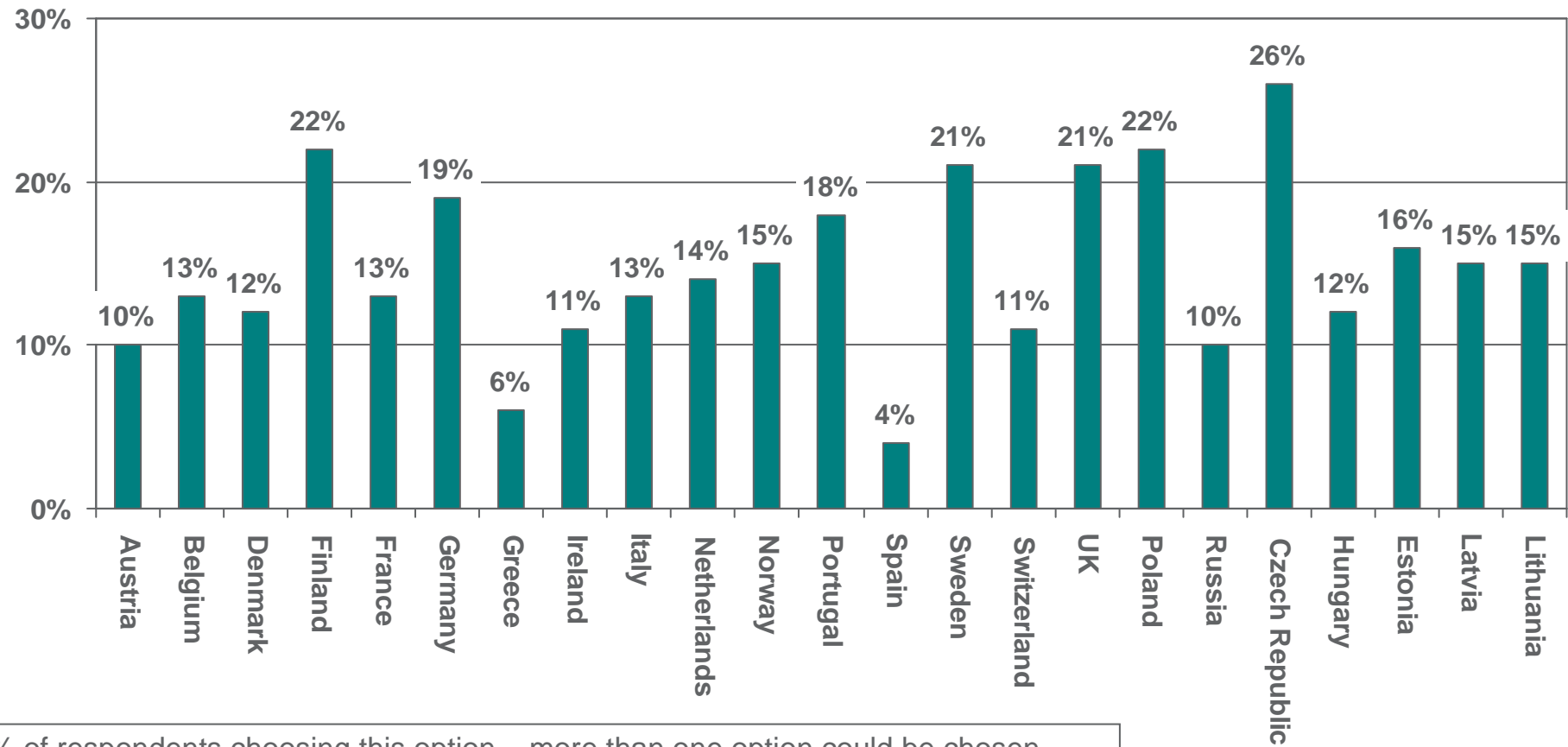
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Europe – The price



% of respondents choosing this option – more than one option could be chosen

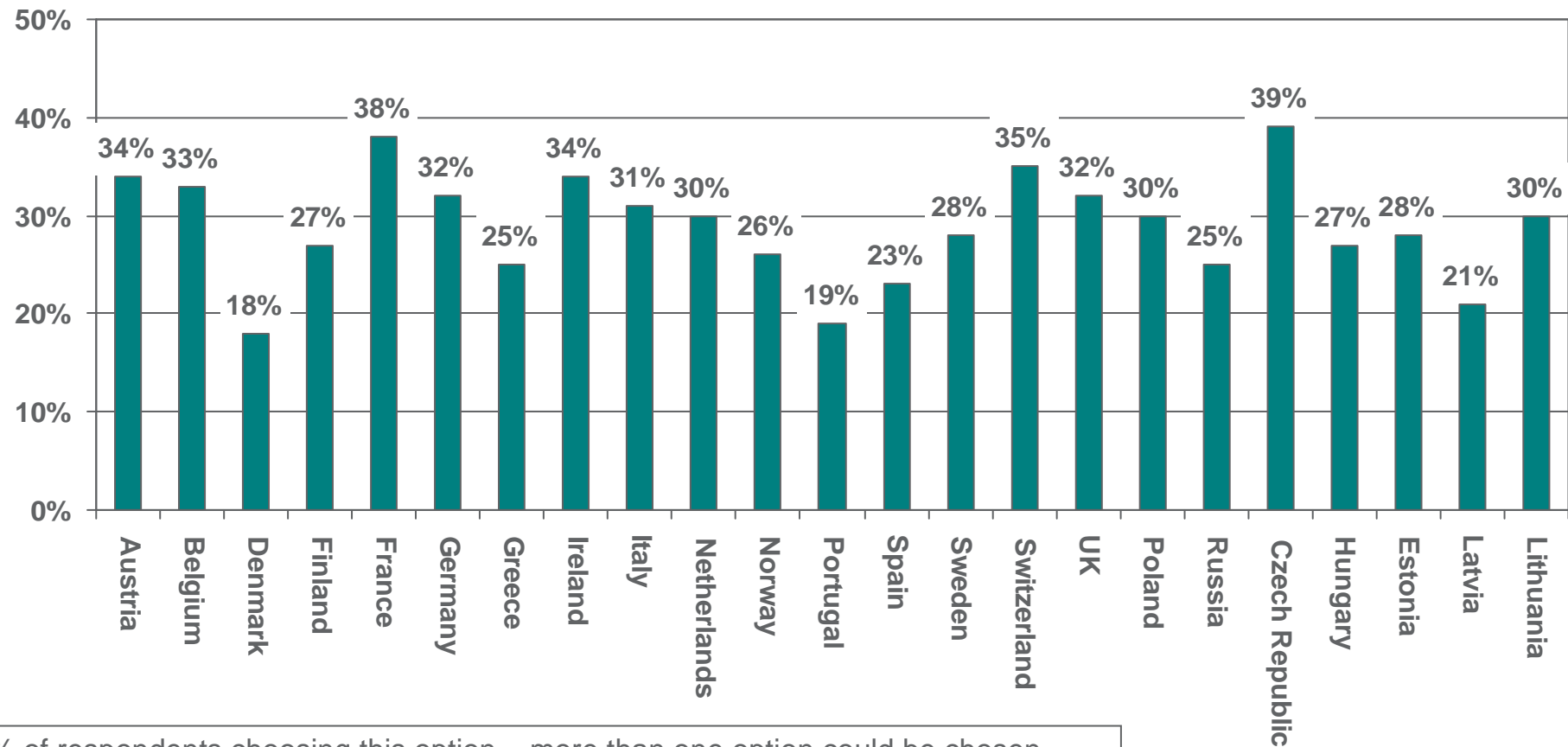
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Europe – I know it works quickly



% of respondents choosing this option – more than one option could be chosen

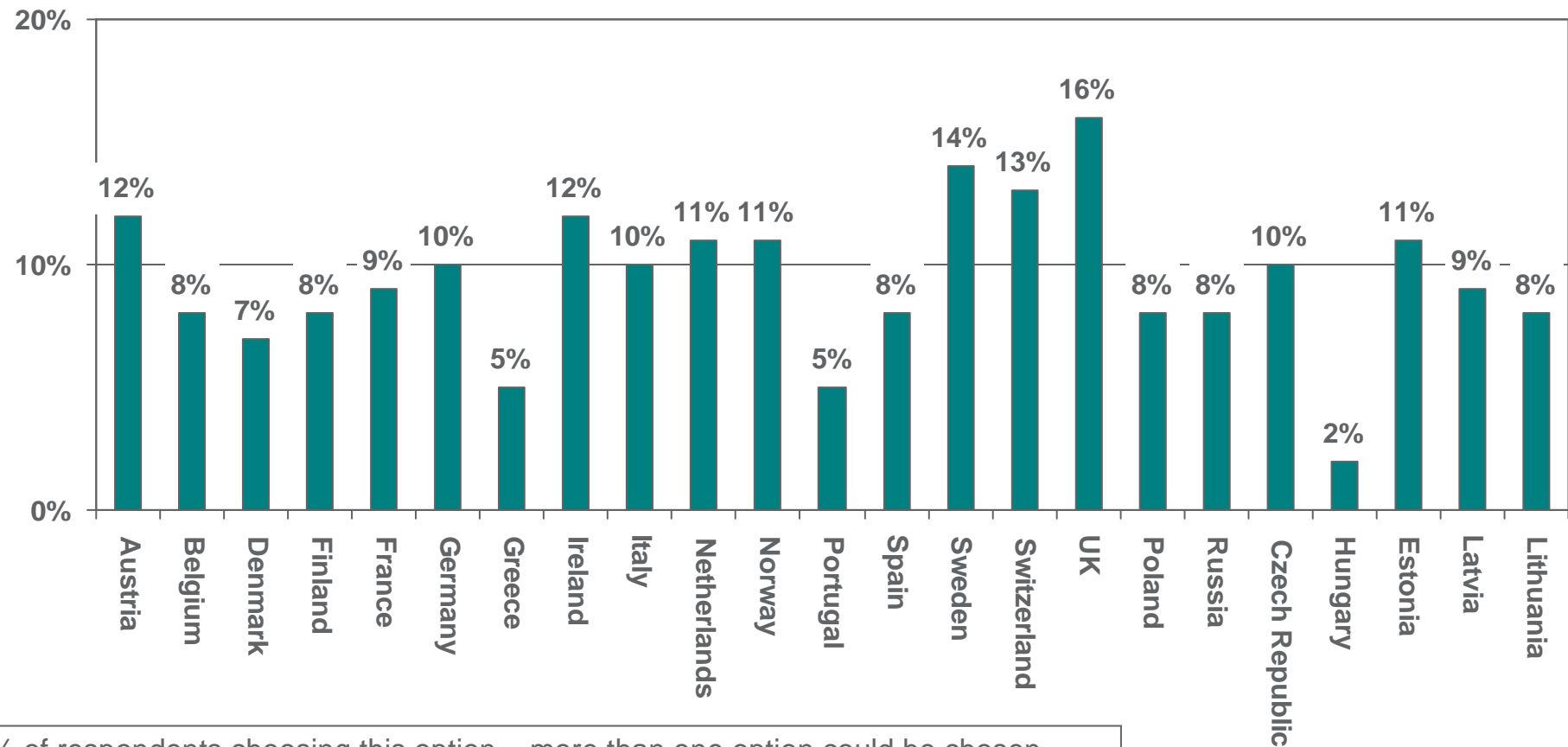
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Europe – It is easy to take



% of respondents choosing this option – more than one option could be chosen

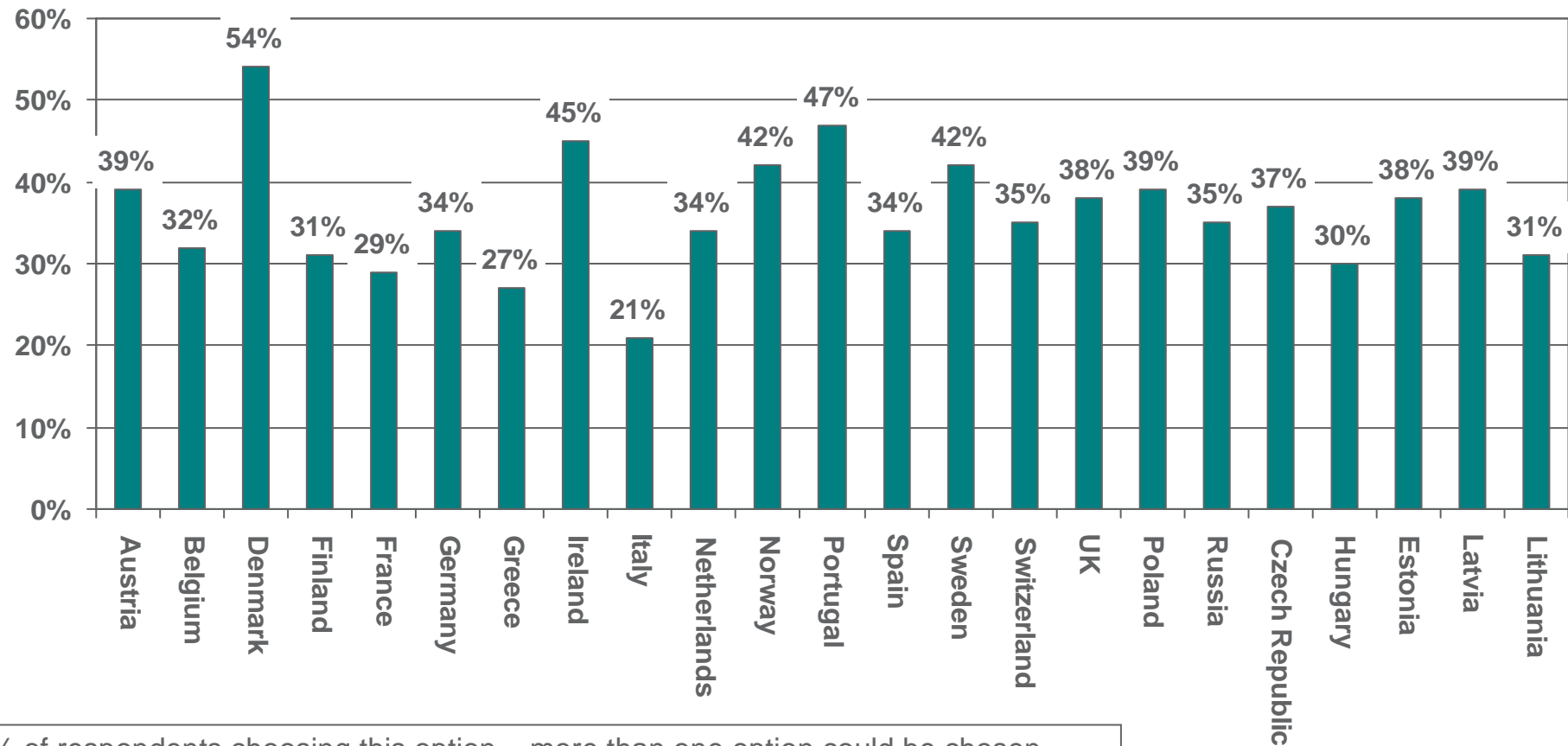
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Europe – I have confidence in the product



% of respondents choosing this option – more than one option could be chosen

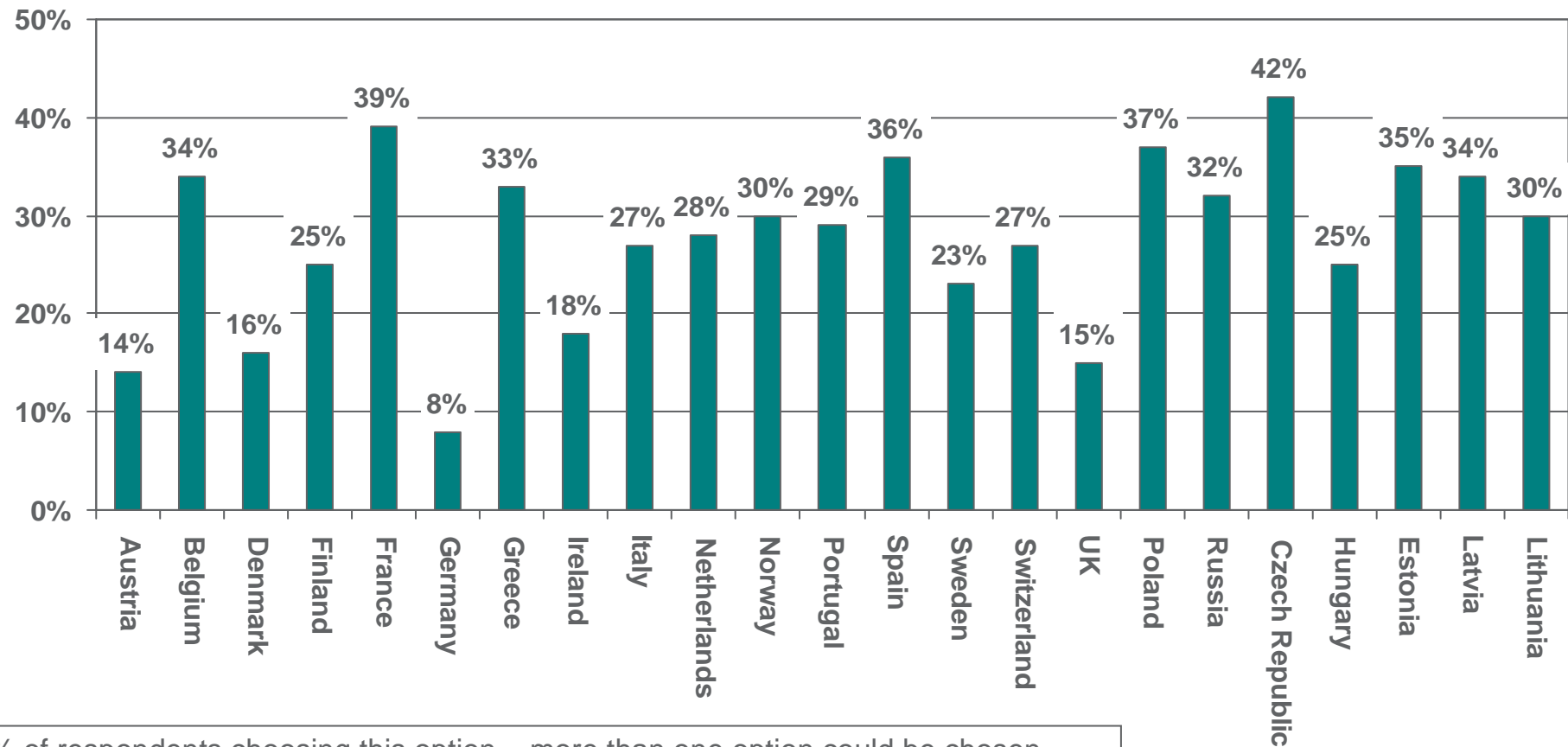
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Europe – It is the one I usually use



% of respondents choosing this option – more than one option could be chosen

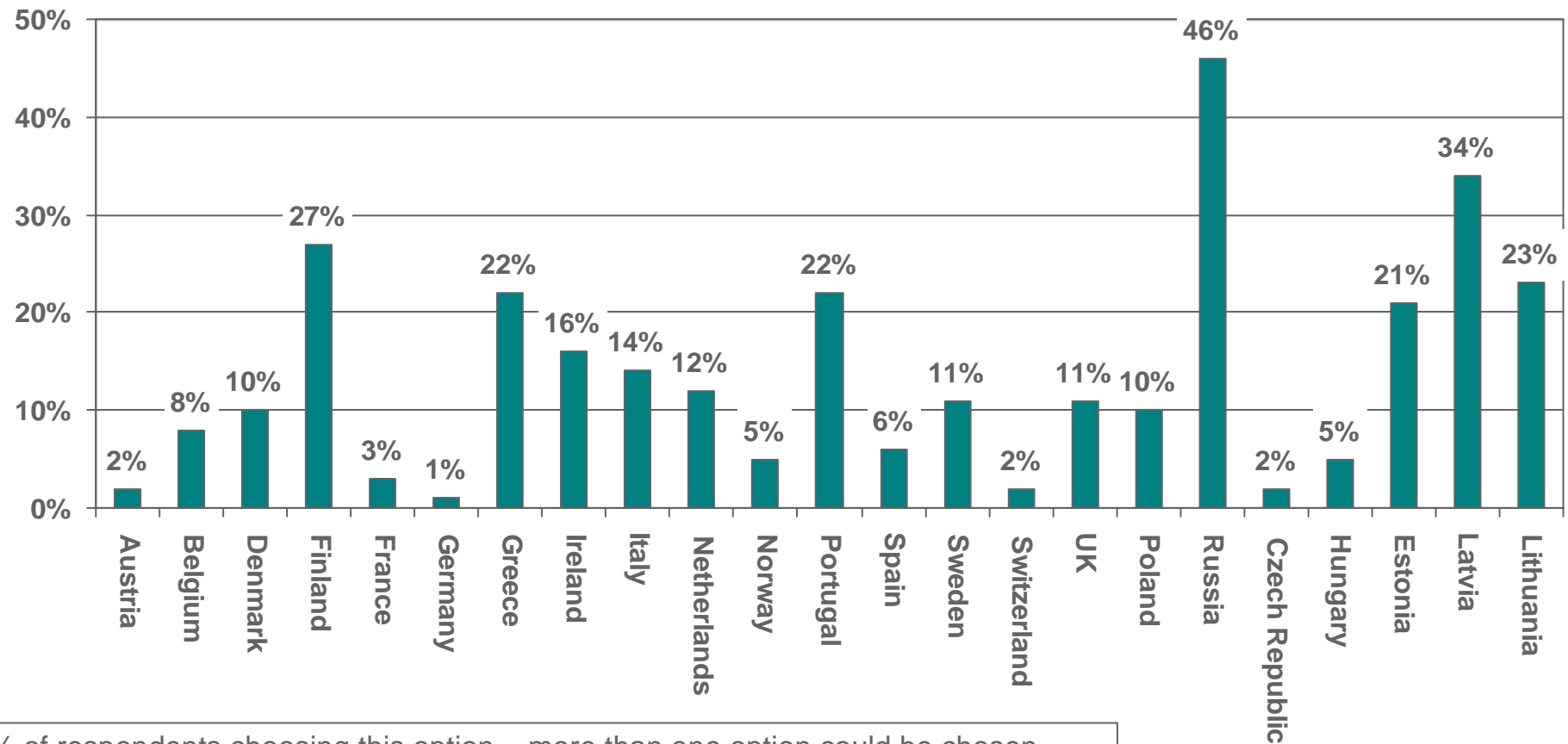
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Europe – The product is recognisable



% of respondents choosing this option – more than one option could be chosen

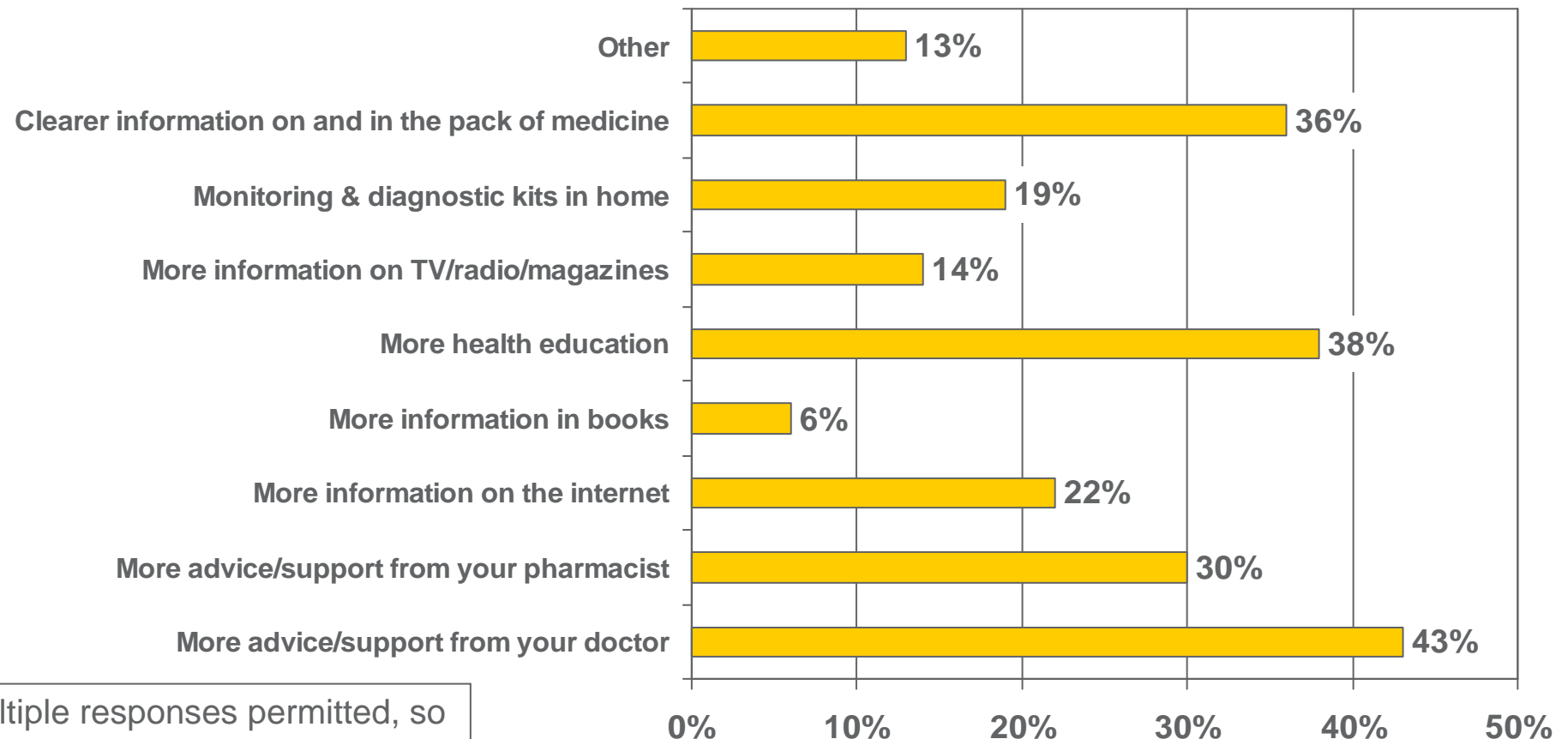
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

23 Country Europe Average



Multiple responses permitted, so
aggregate exceeds 100%

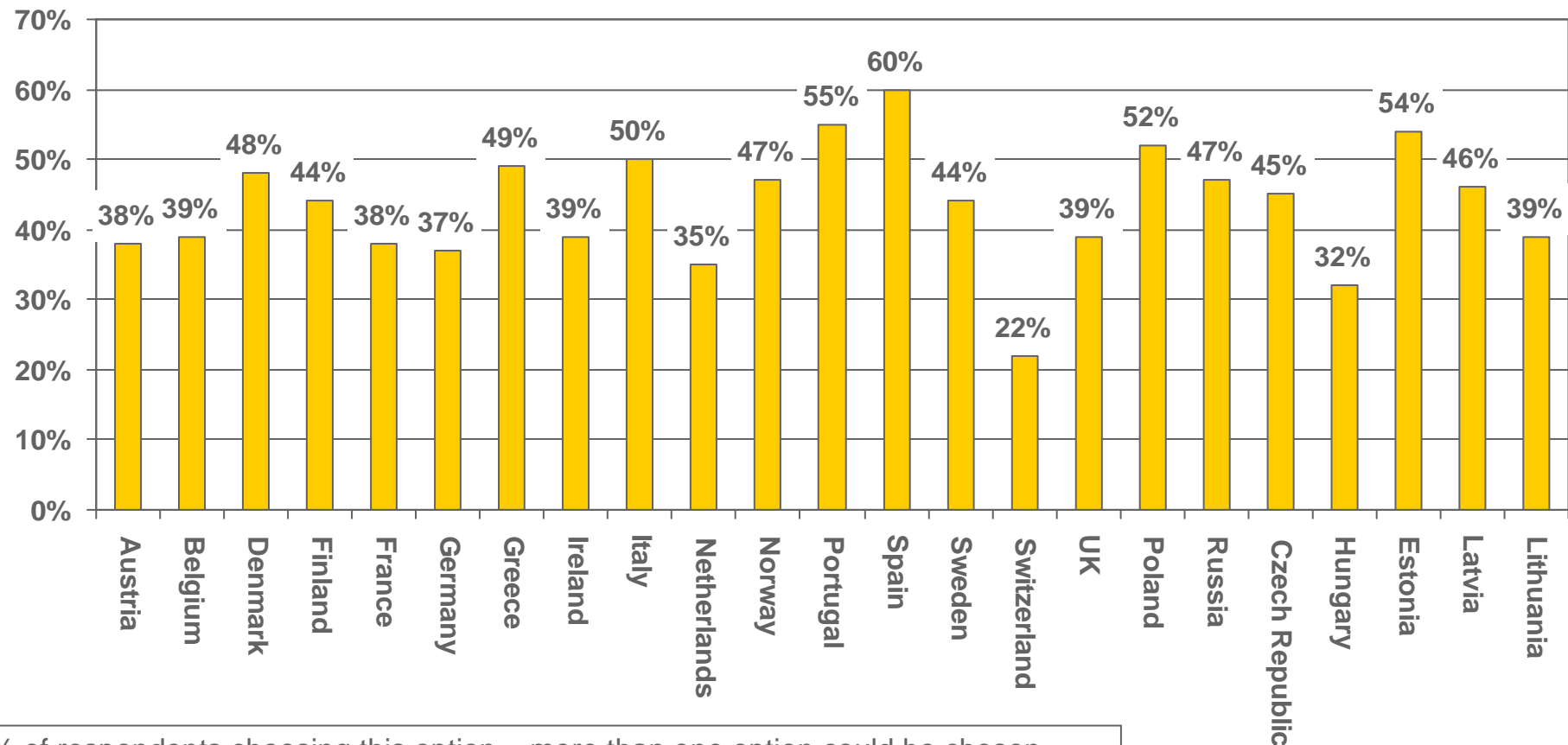
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Europe – More support/advice from the doctor



% of respondents choosing this option – more than one option could be chosen

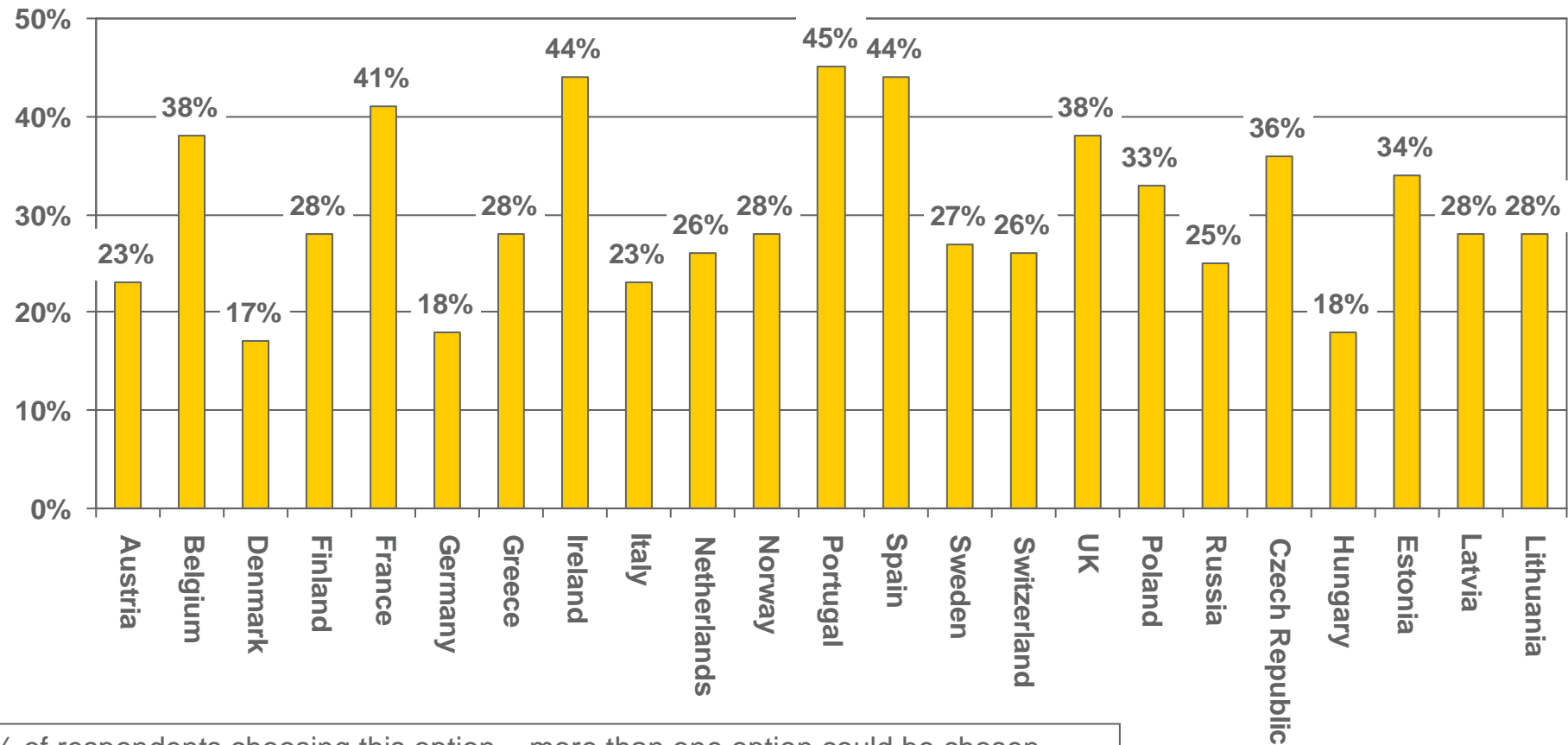
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Europe – More support/advice from the pharmacist



% of respondents choosing this option – more than one option could be chosen

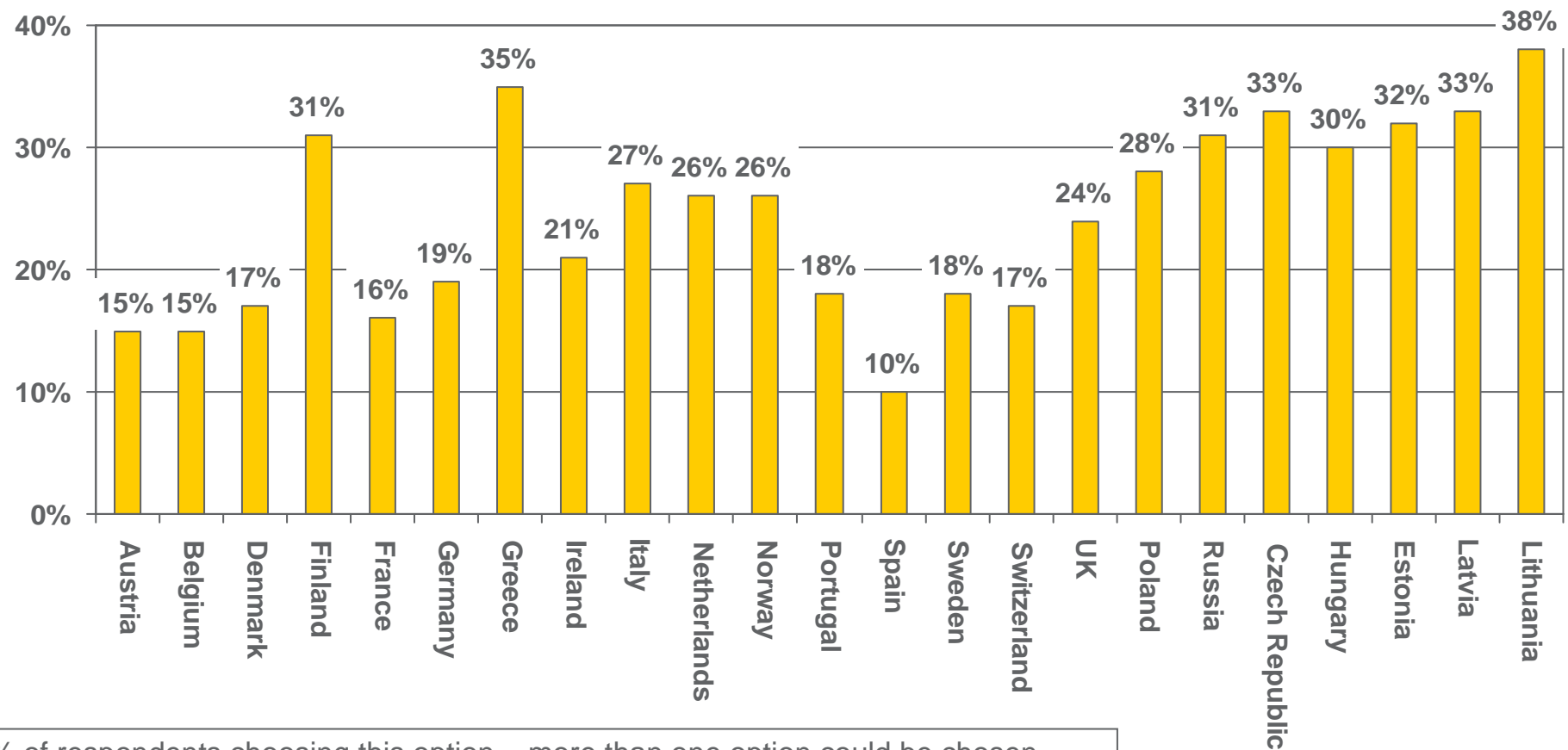
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

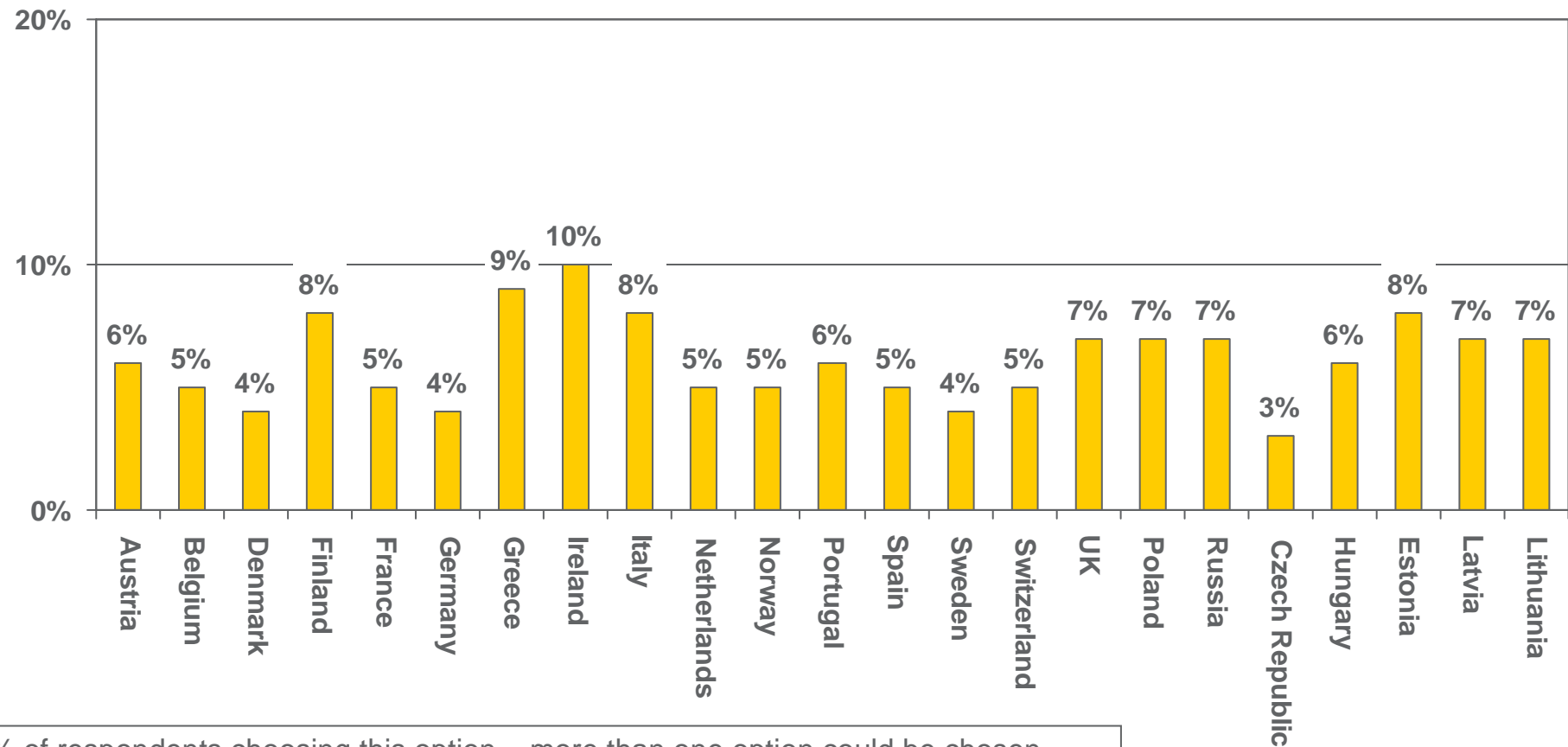
Europe – More information on the internet



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?

Europe – More information in books



% of respondents choosing this option – more than one option could be chosen

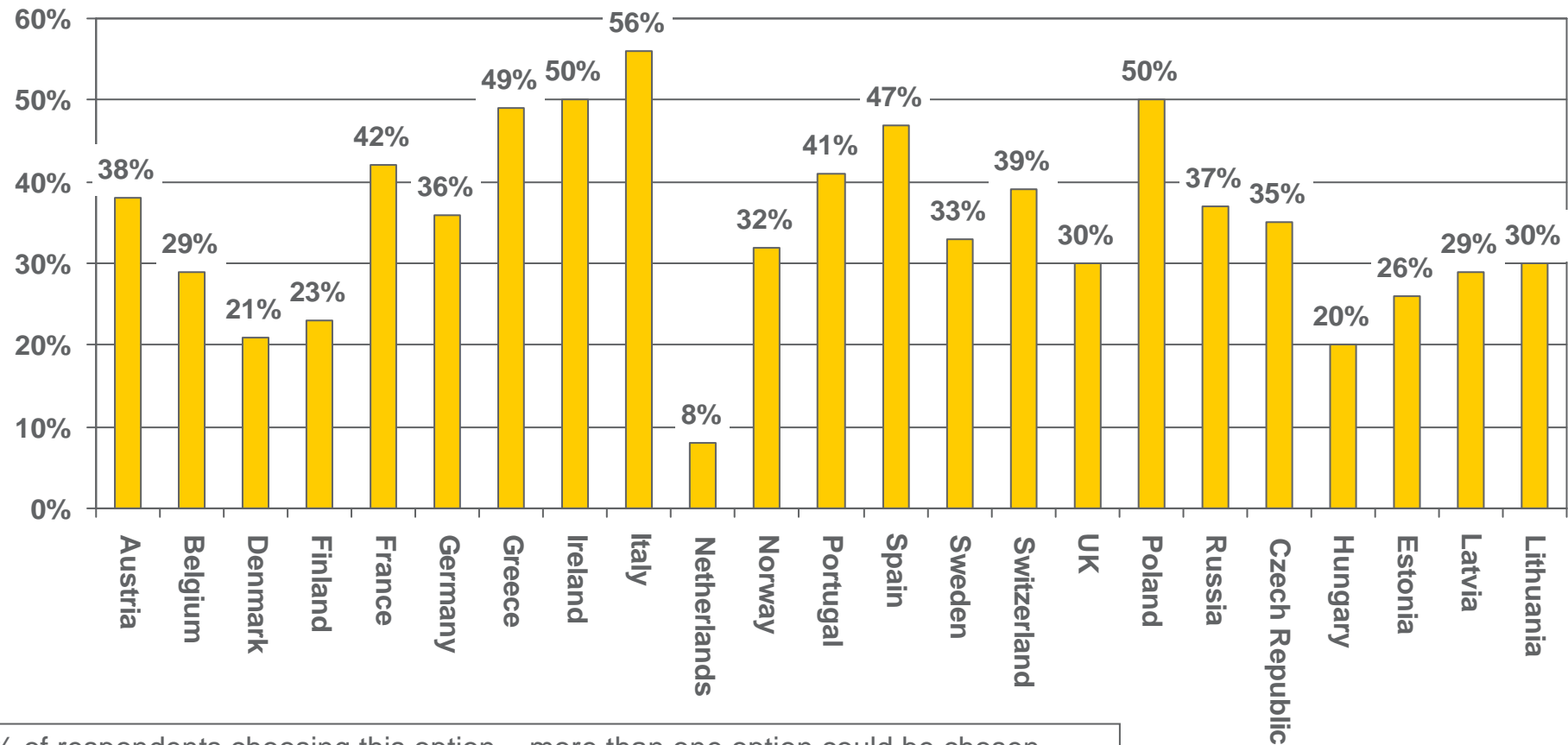
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

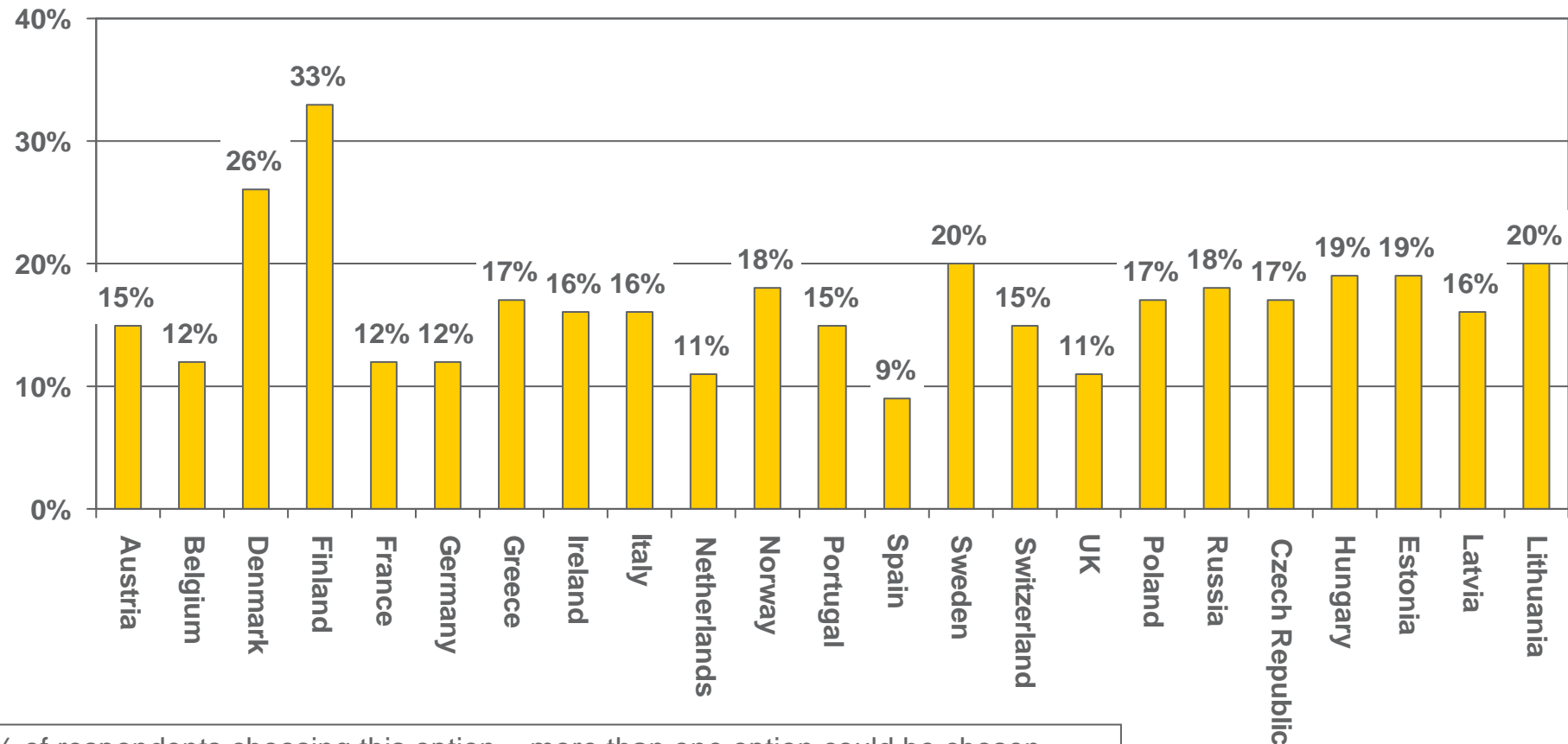
Europe – More health education



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?

Europe – More information on TV/radio/magazines



% of respondents choosing this option – more than one option could be chosen

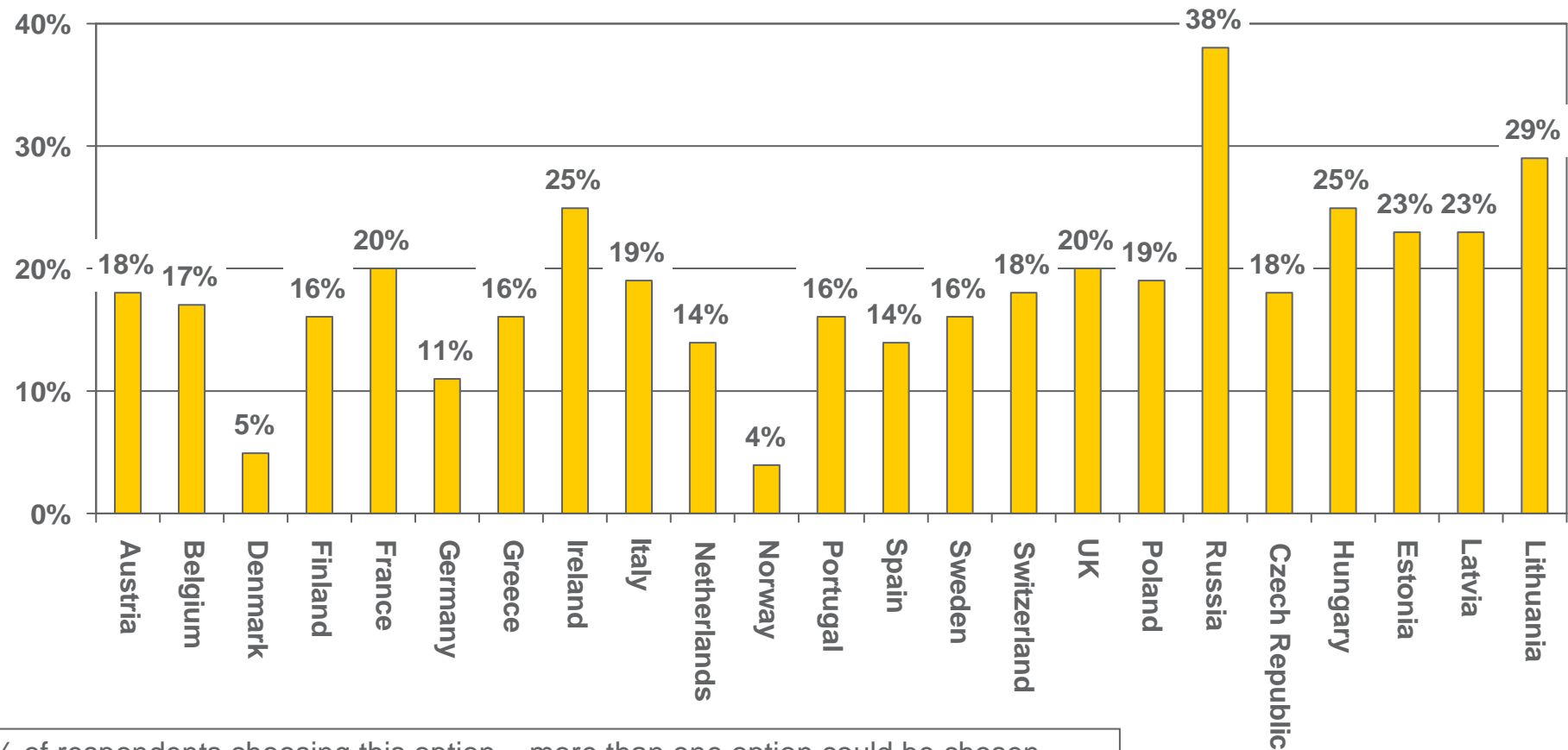
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Europe – Monitoring & diagnostic kits in home



% of respondents choosing this option – more than one option could be chosen

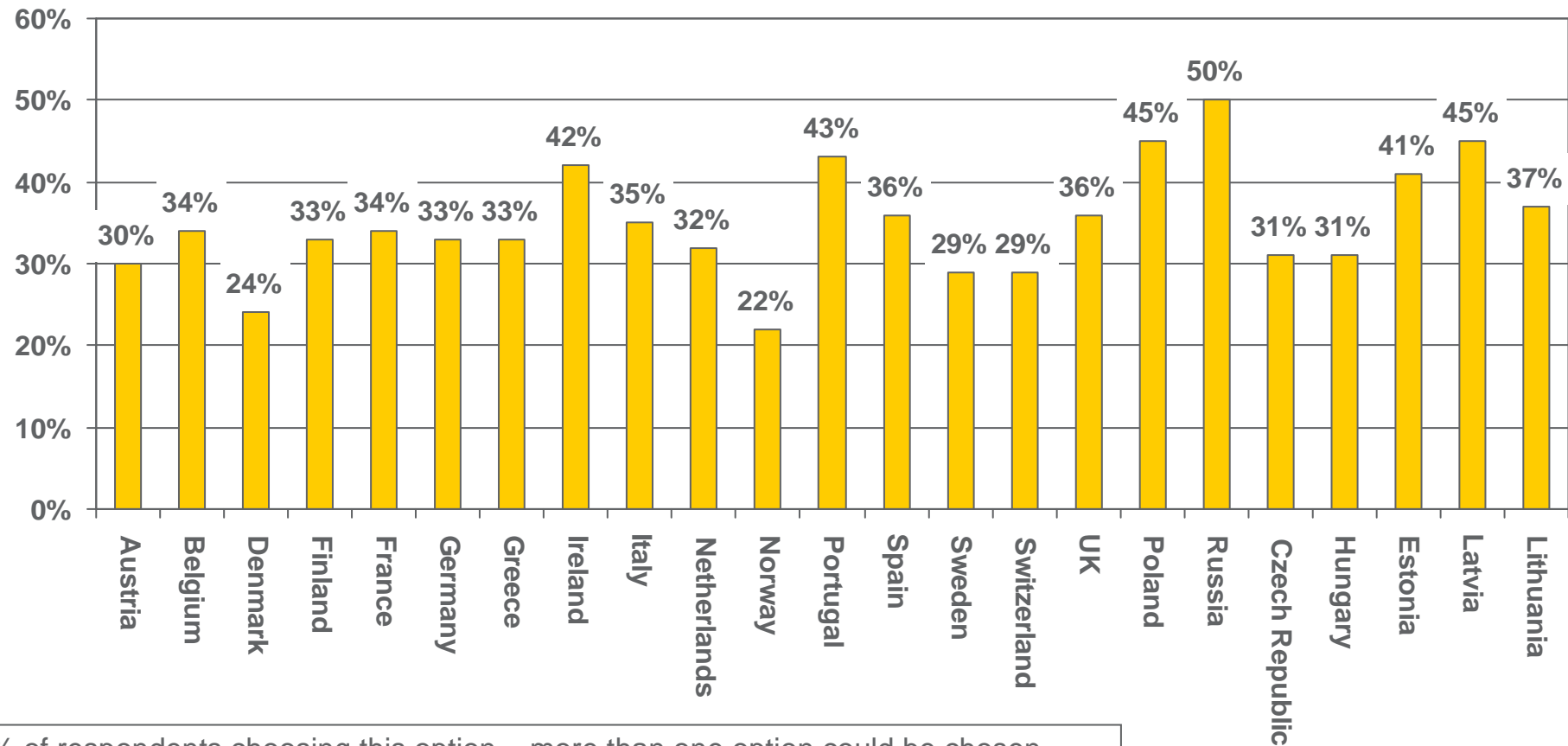
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Europe – Clearer information on and in the pack of medicine



% of respondents choosing this option – more than one option could be chosen

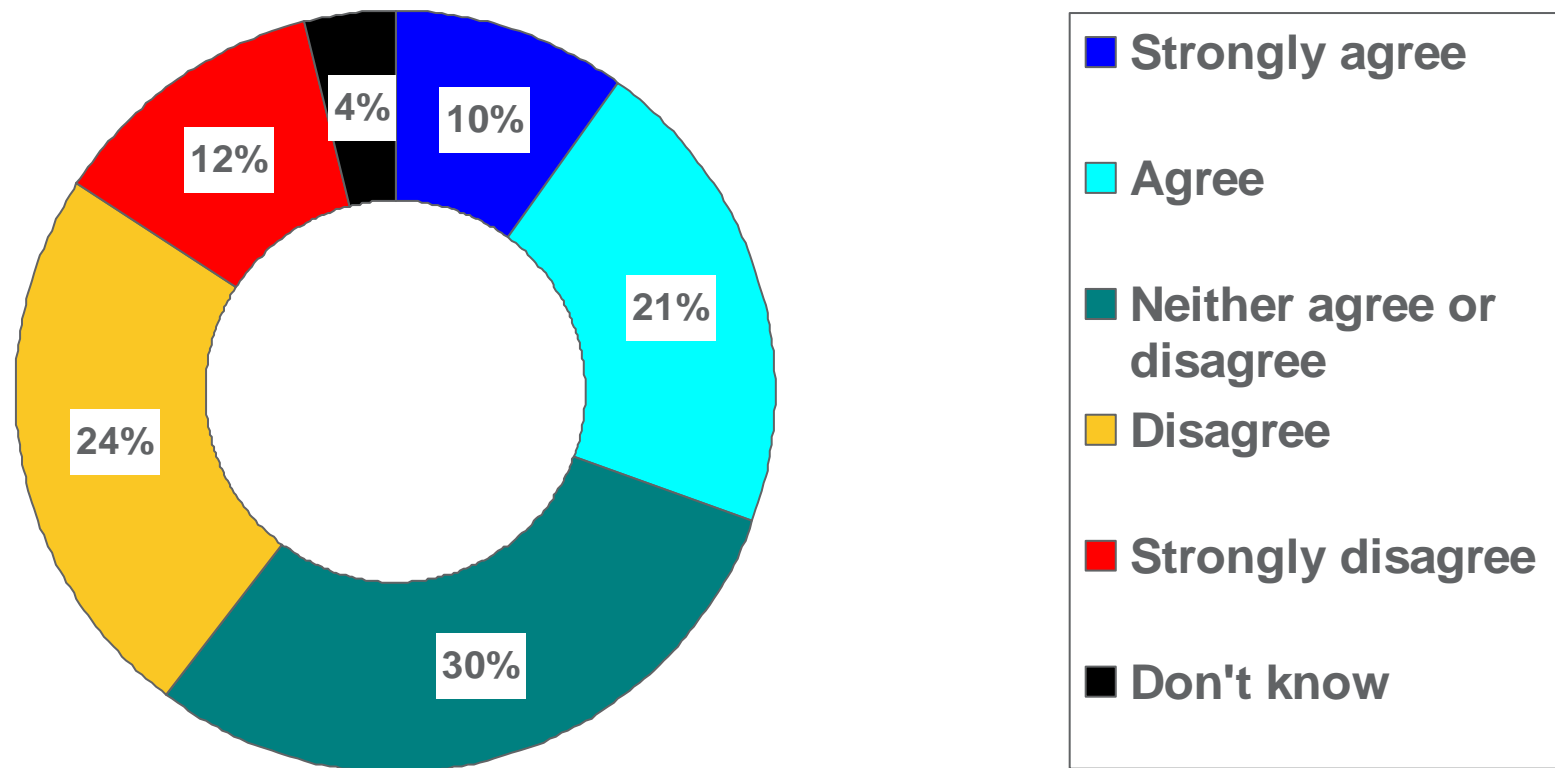
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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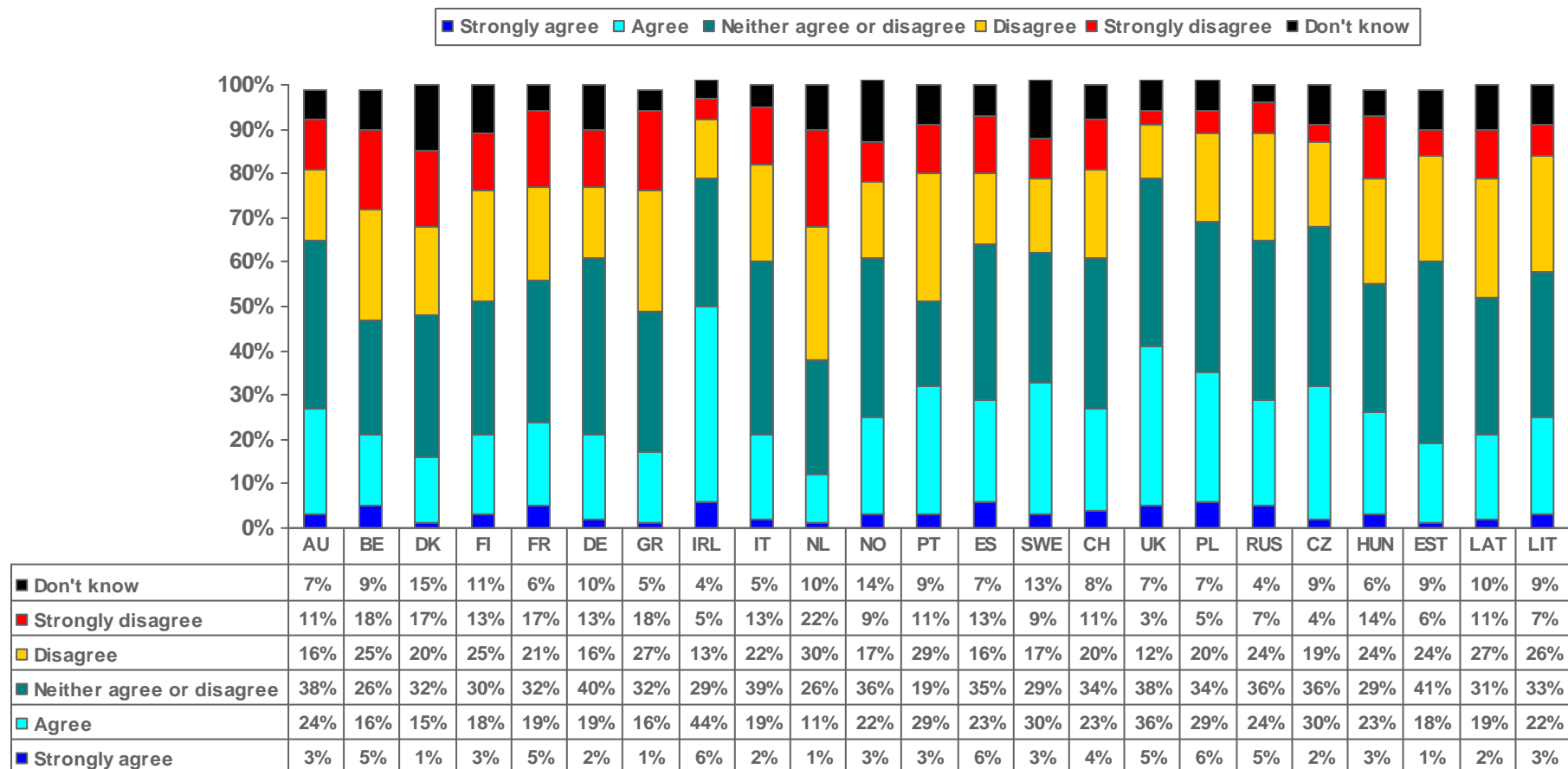
Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?

23 Country Europe Average



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”? - Europe

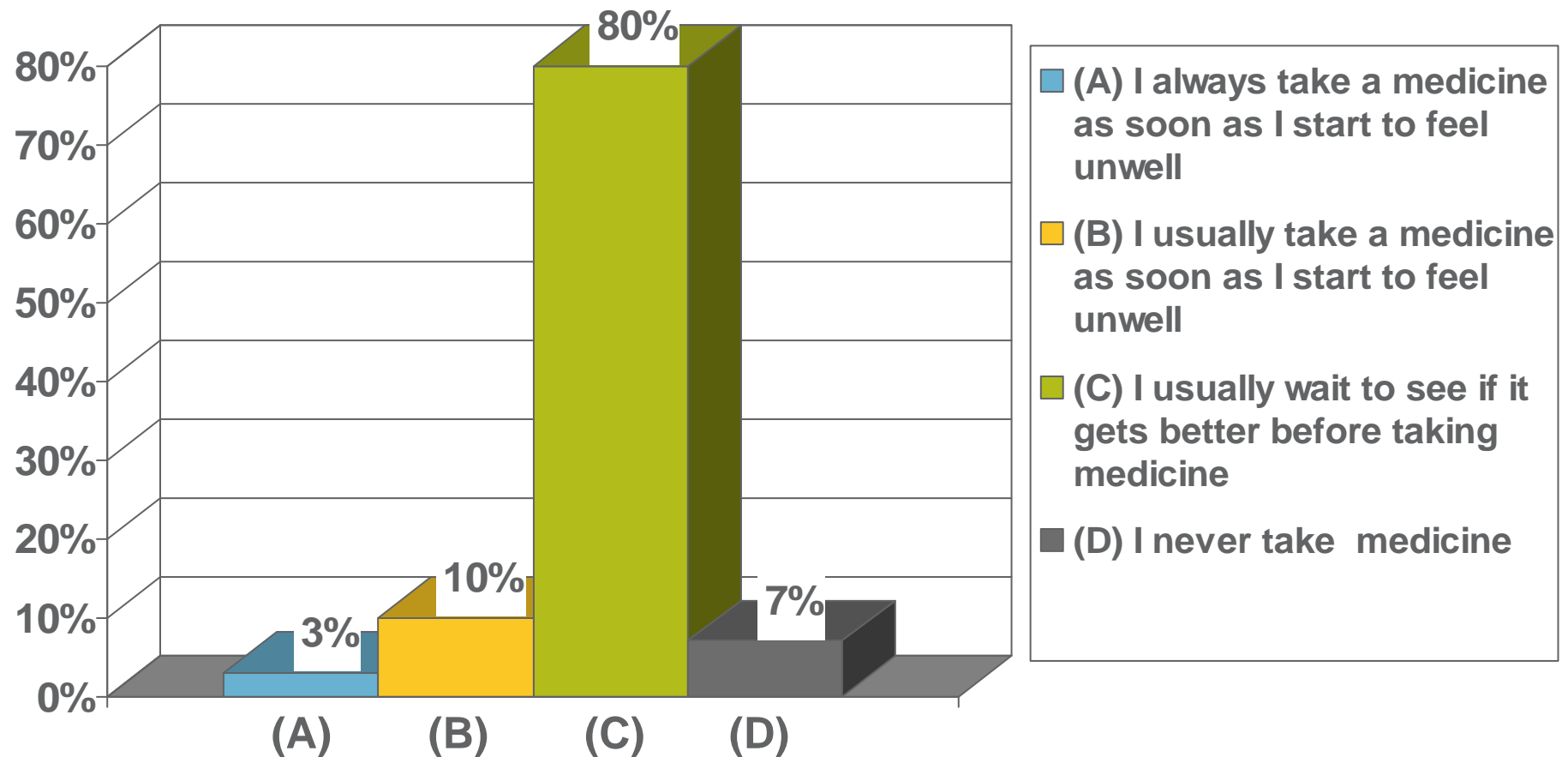


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Austria



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

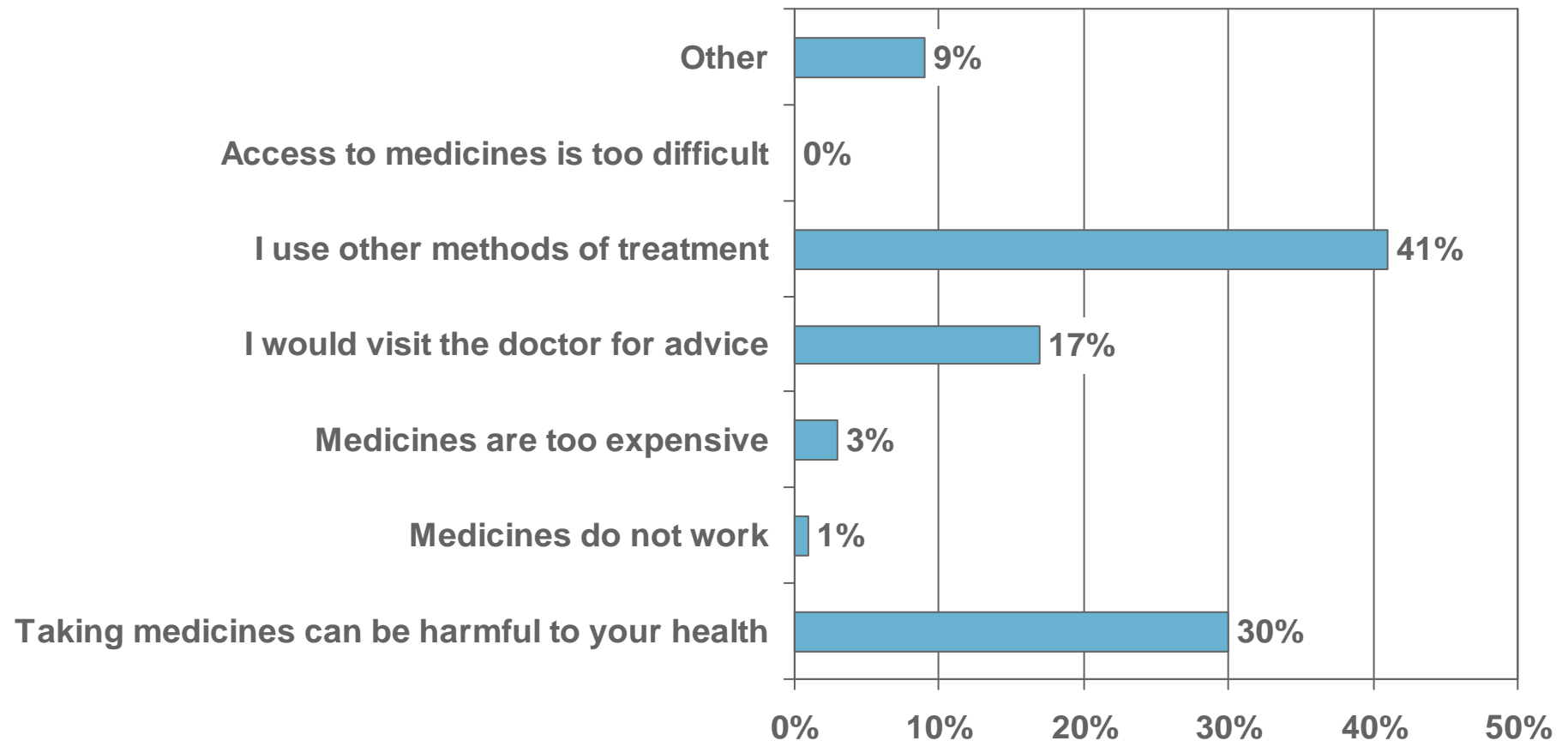
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Austria



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

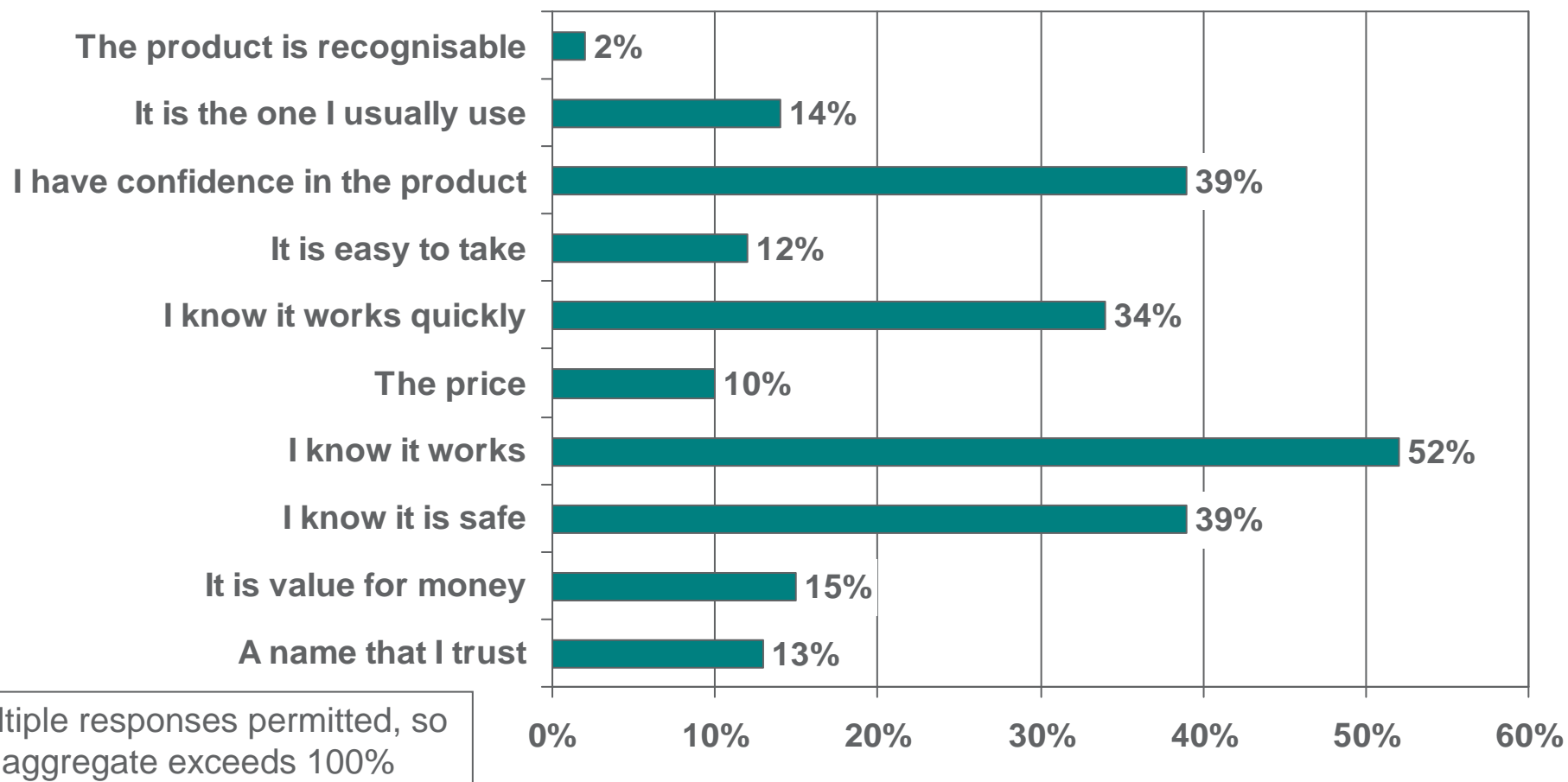
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Austria

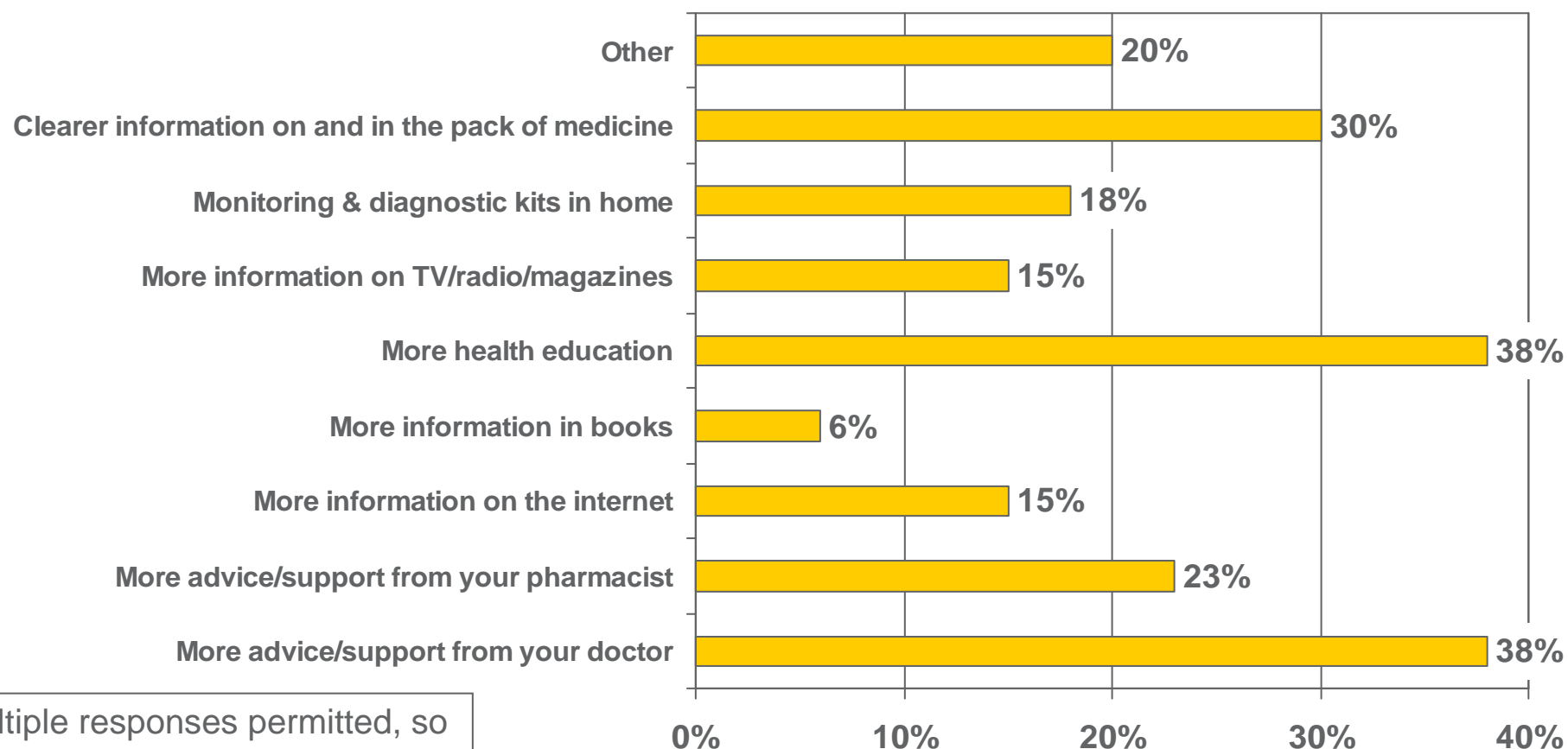


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?



Austria



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

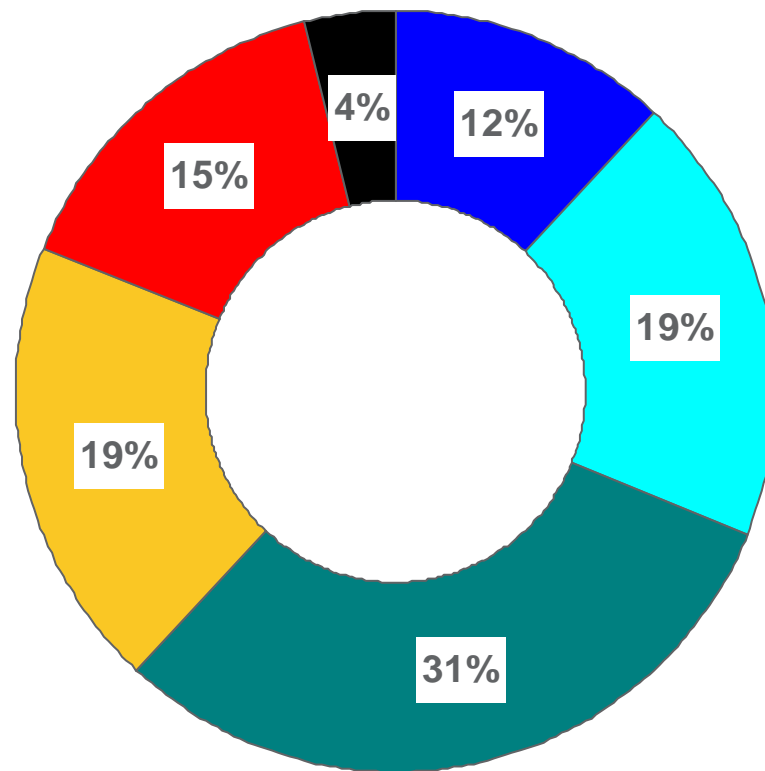
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Austria



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

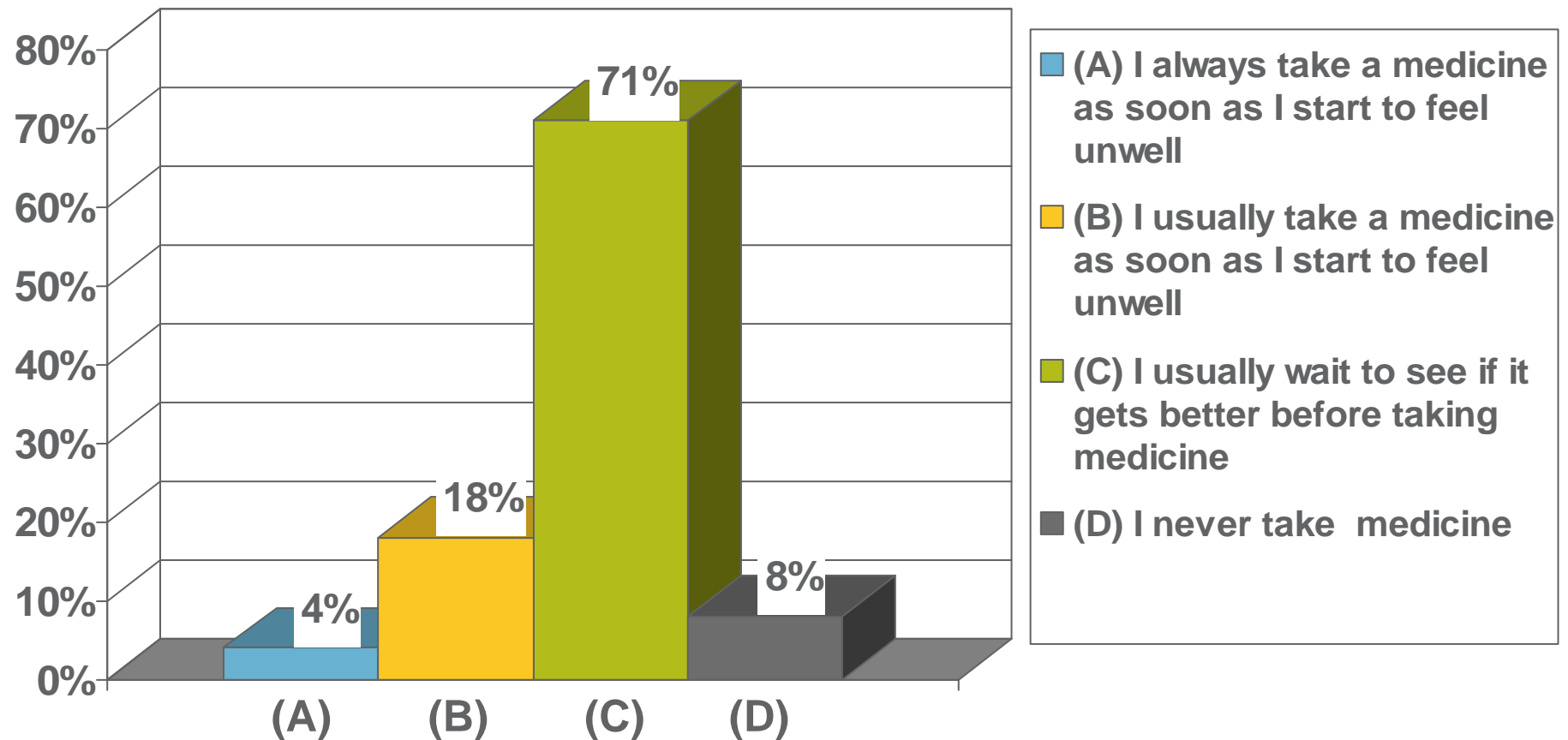
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Belgium



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

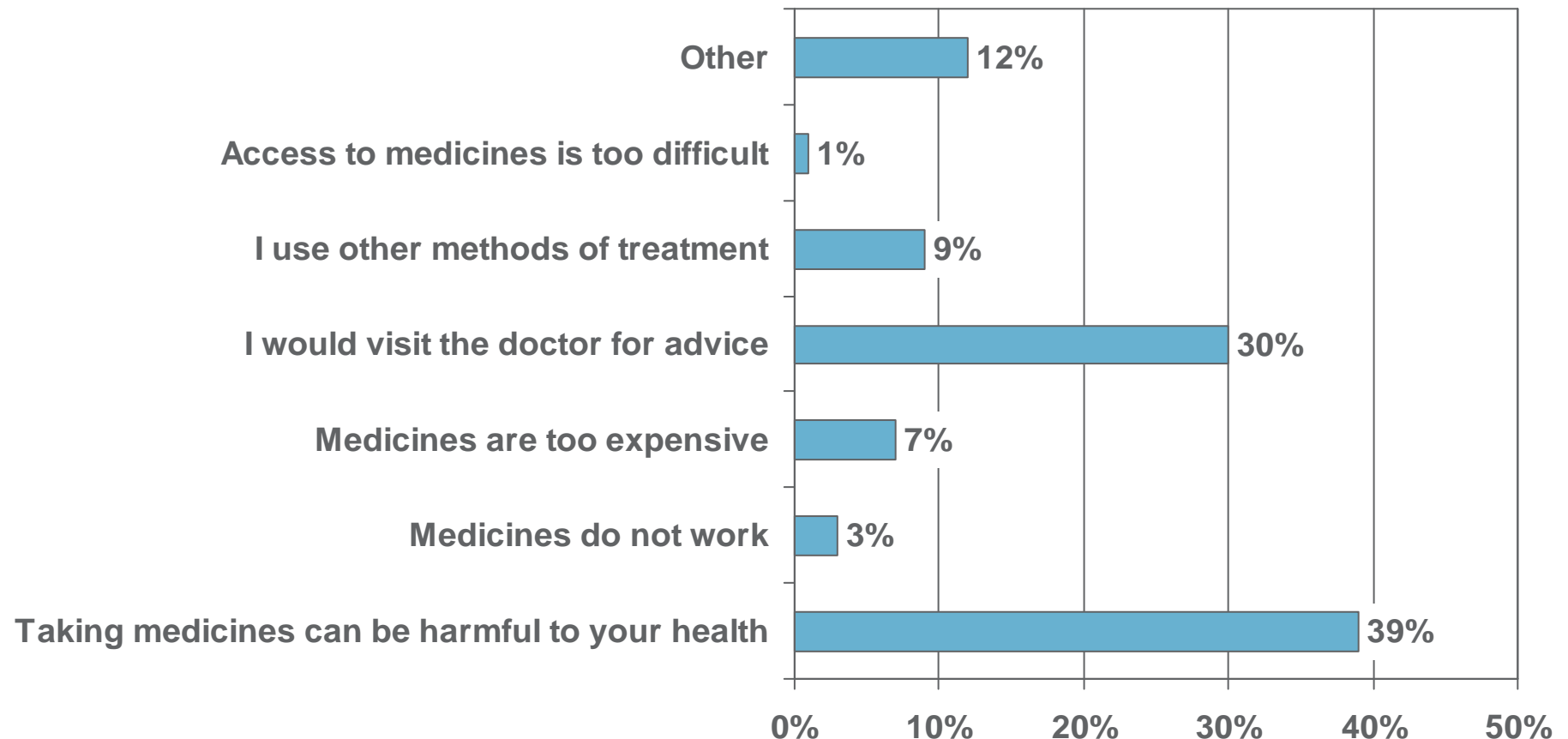
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Belgium



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

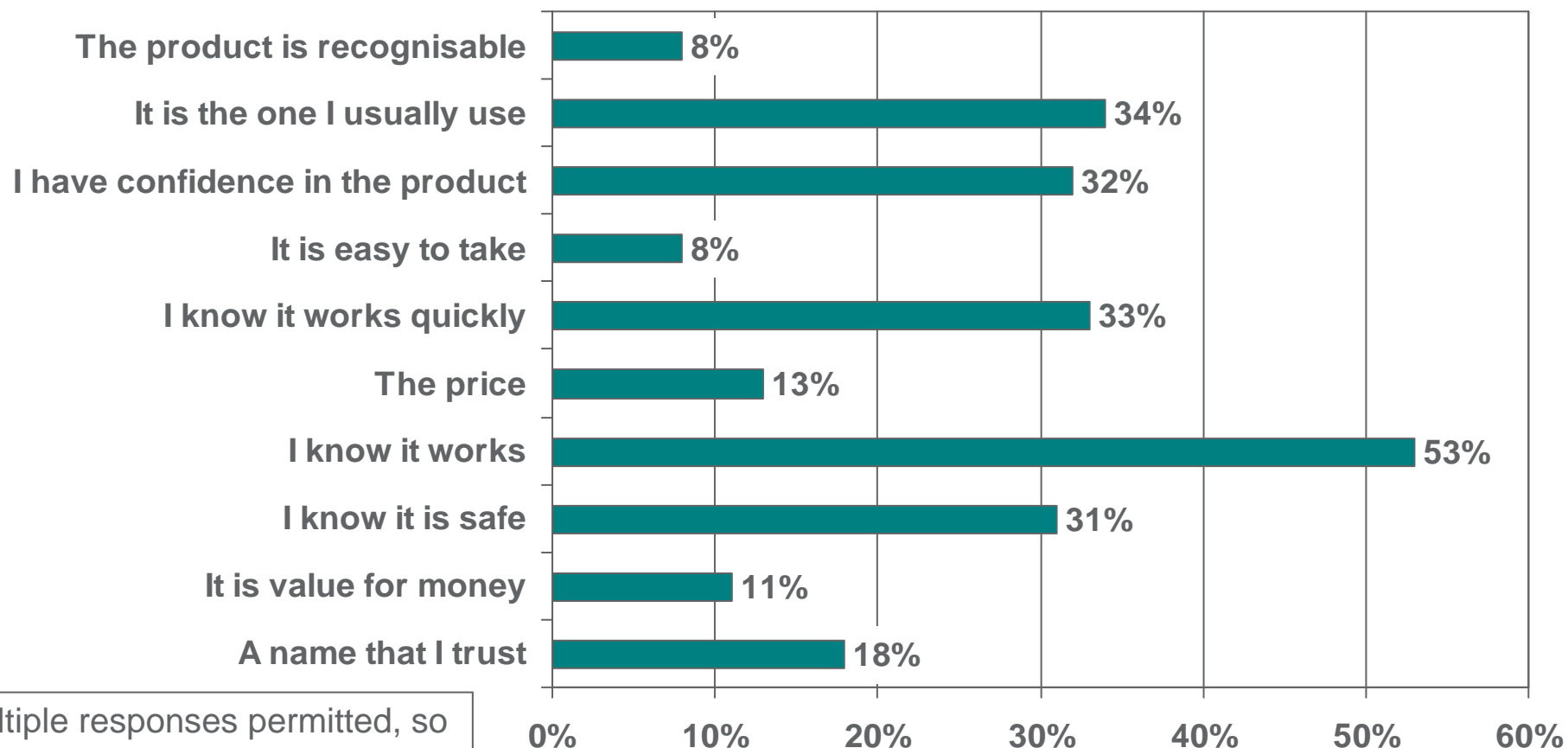
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Belgium



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

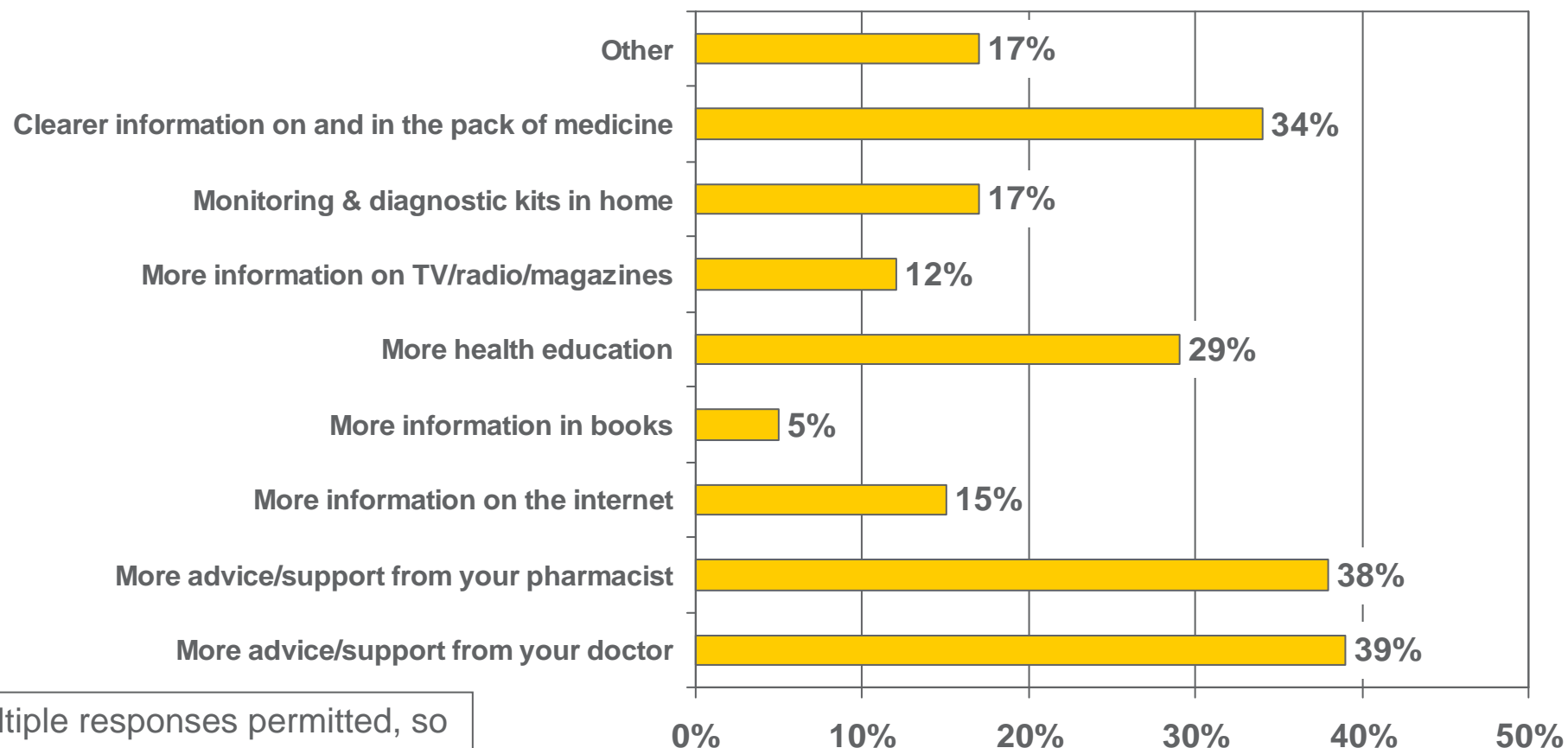
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Belgium



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

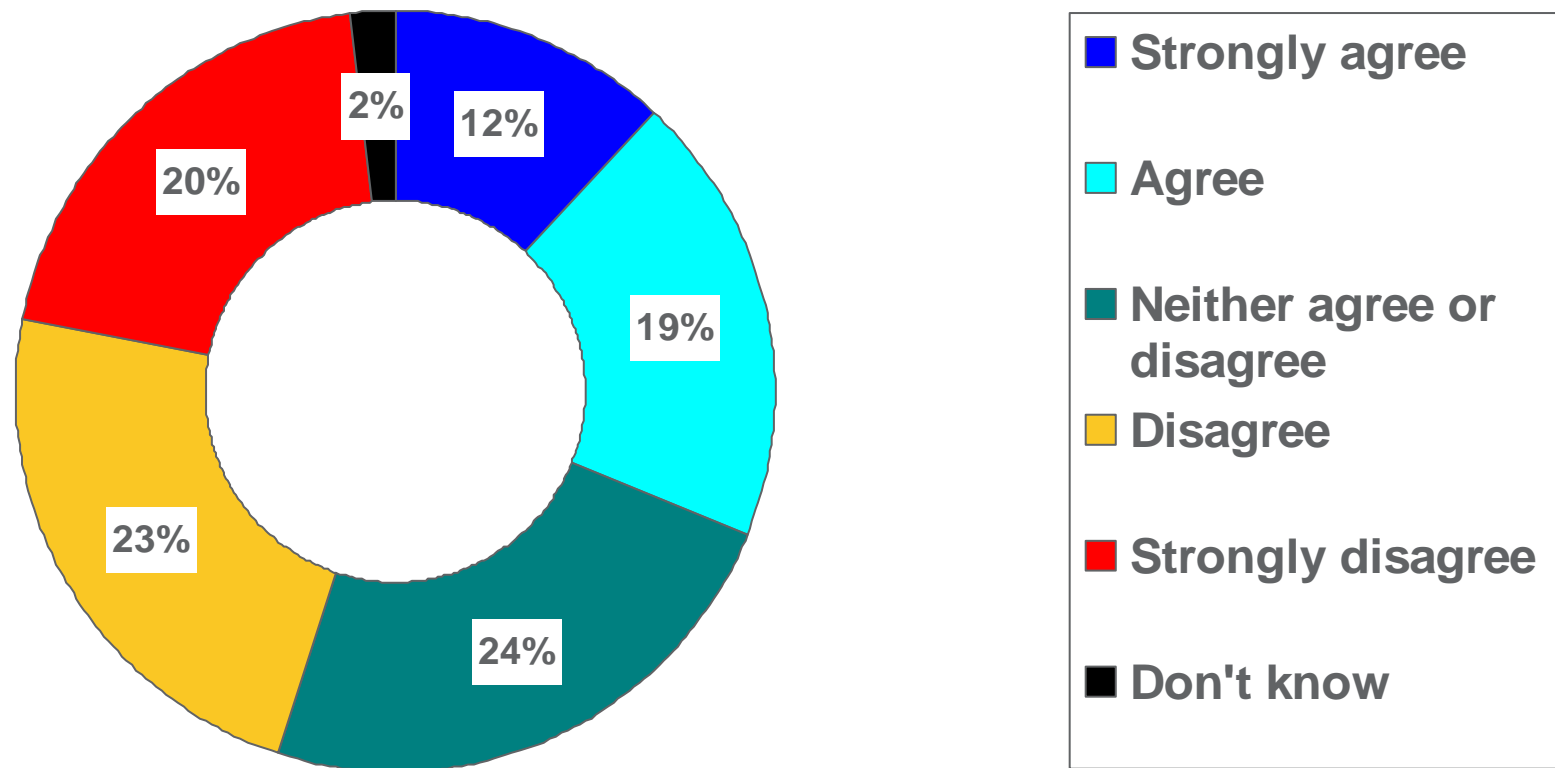
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Belgium



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

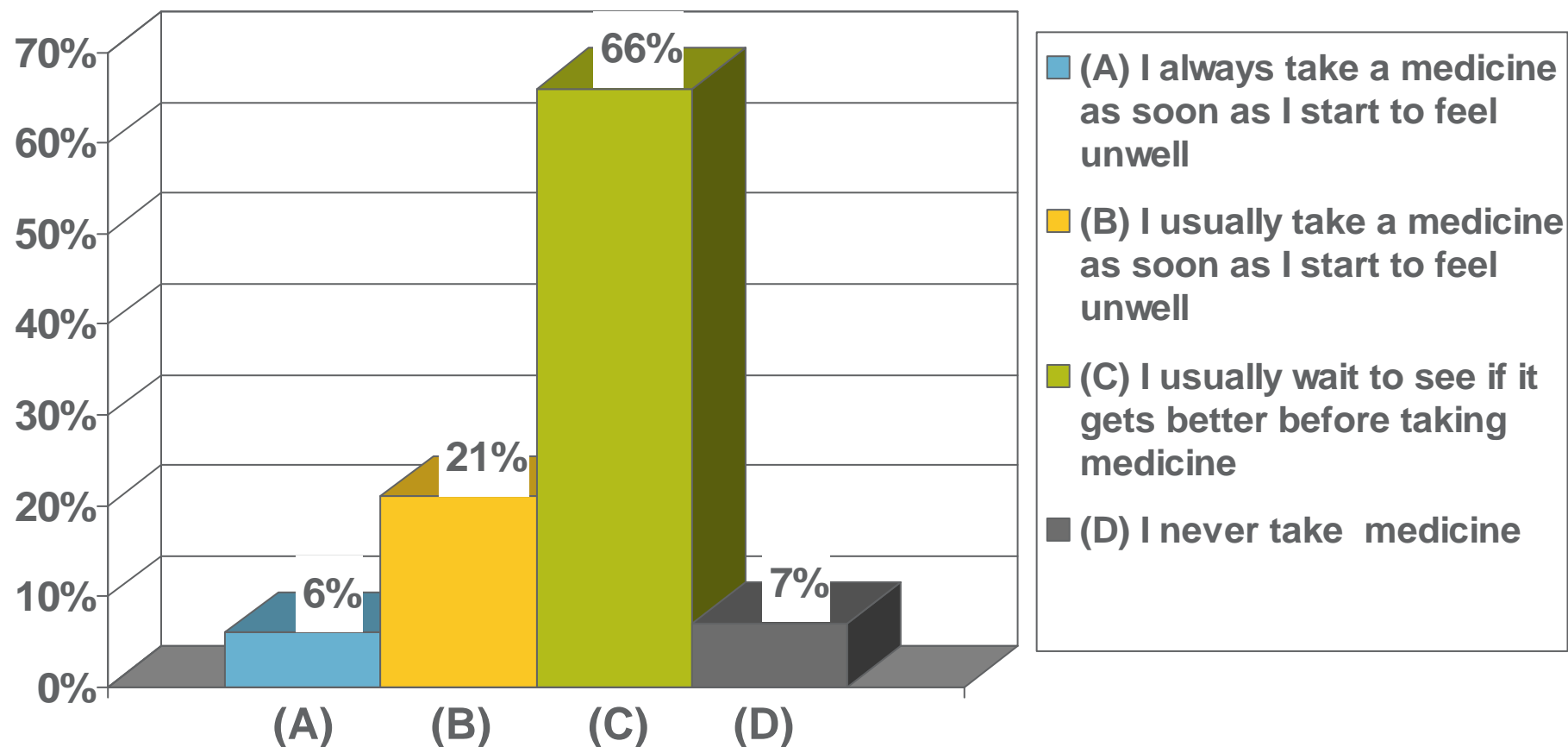
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Czech Republic



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

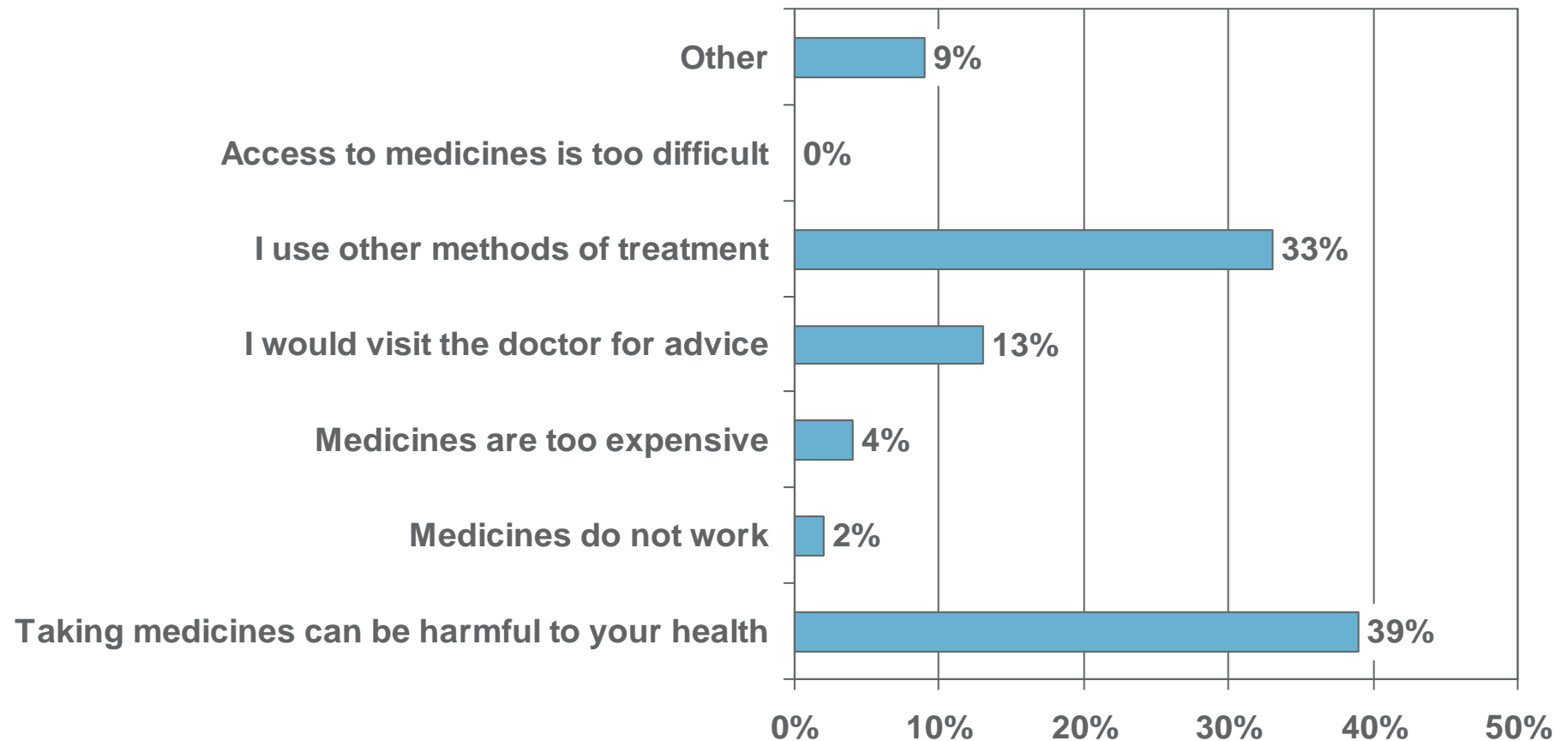
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Czech Republic

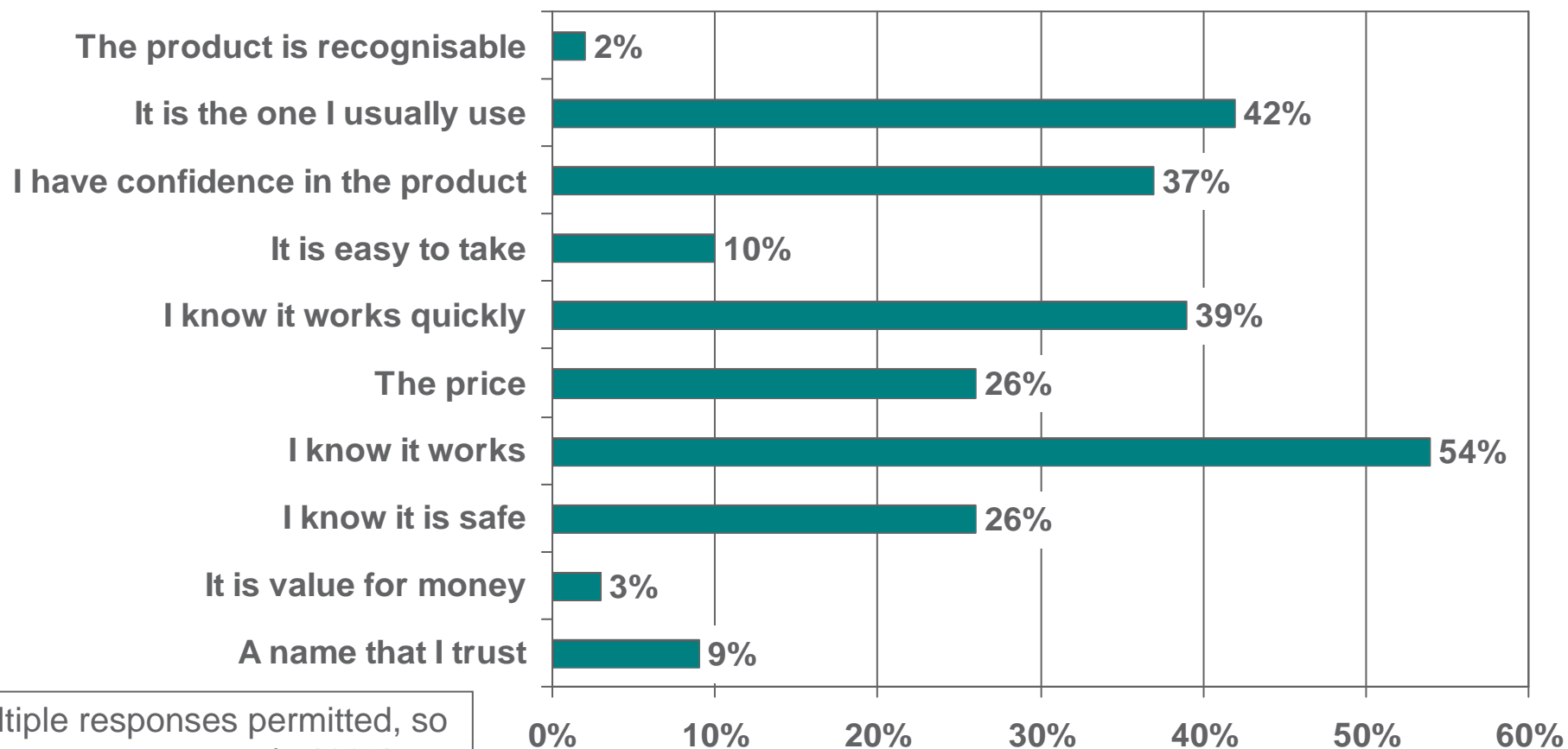


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Czech Republic



Multiple responses permitted, so aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

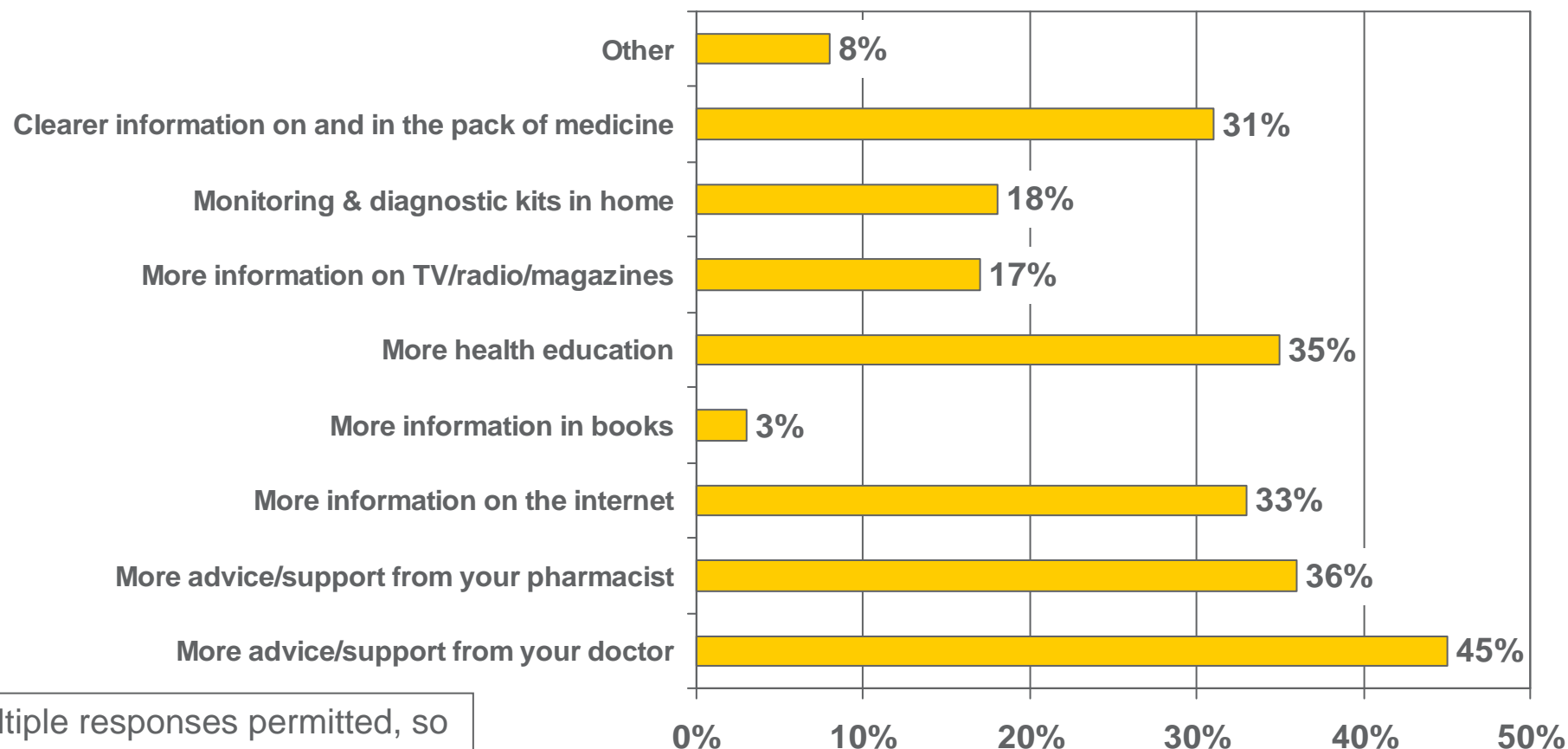
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Czech Republic



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

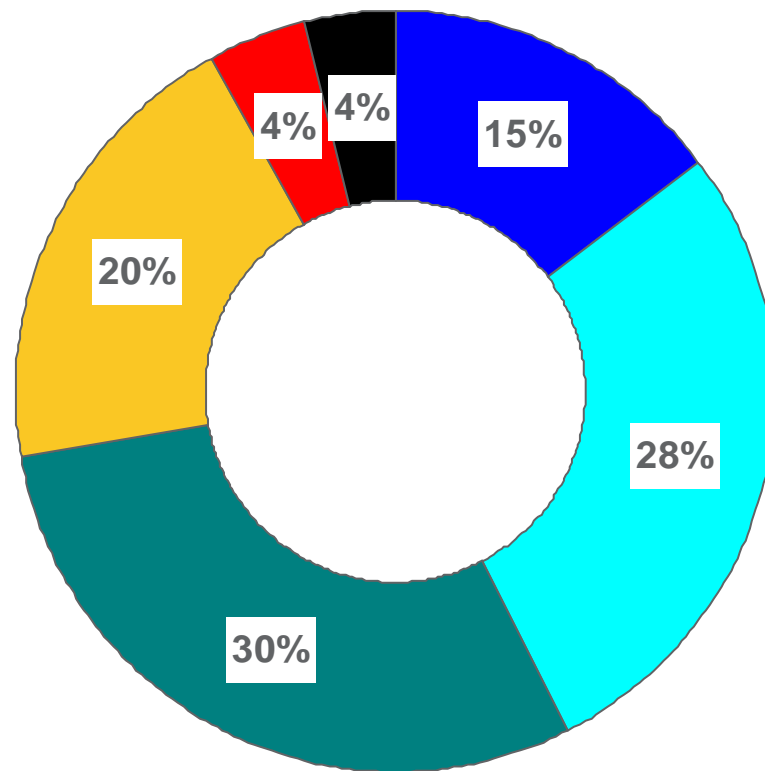
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Czech Republic



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

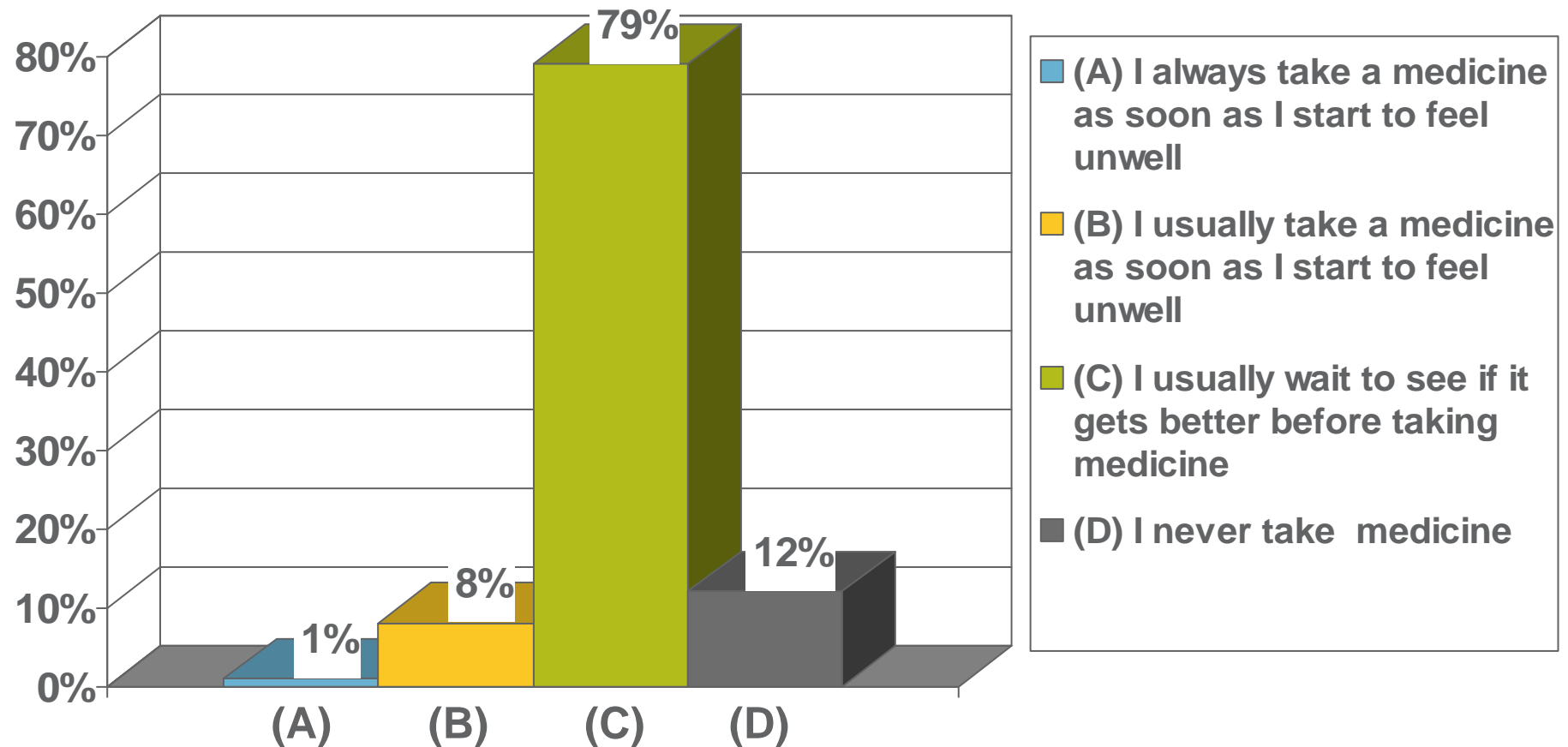
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Denmark



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

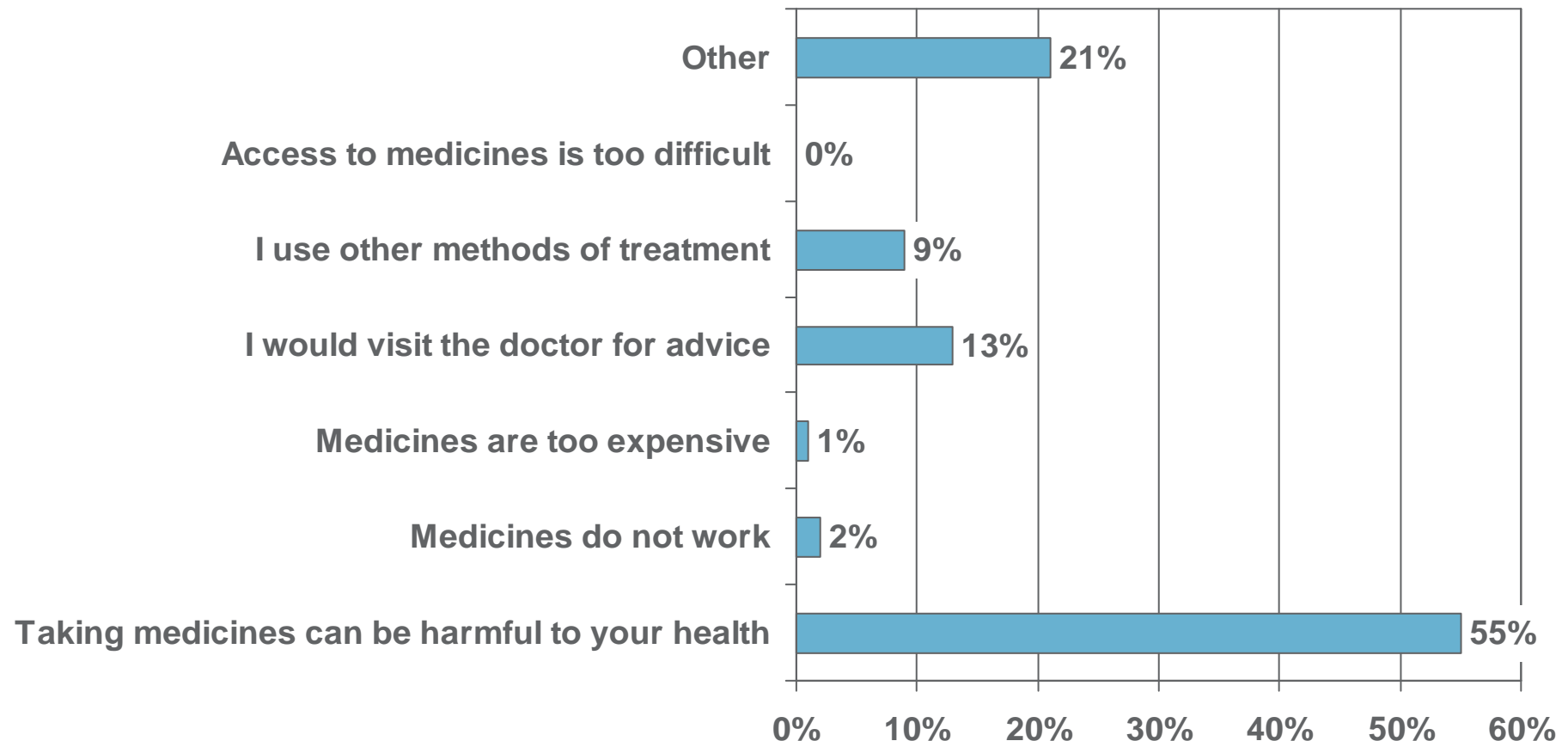
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Denmark



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

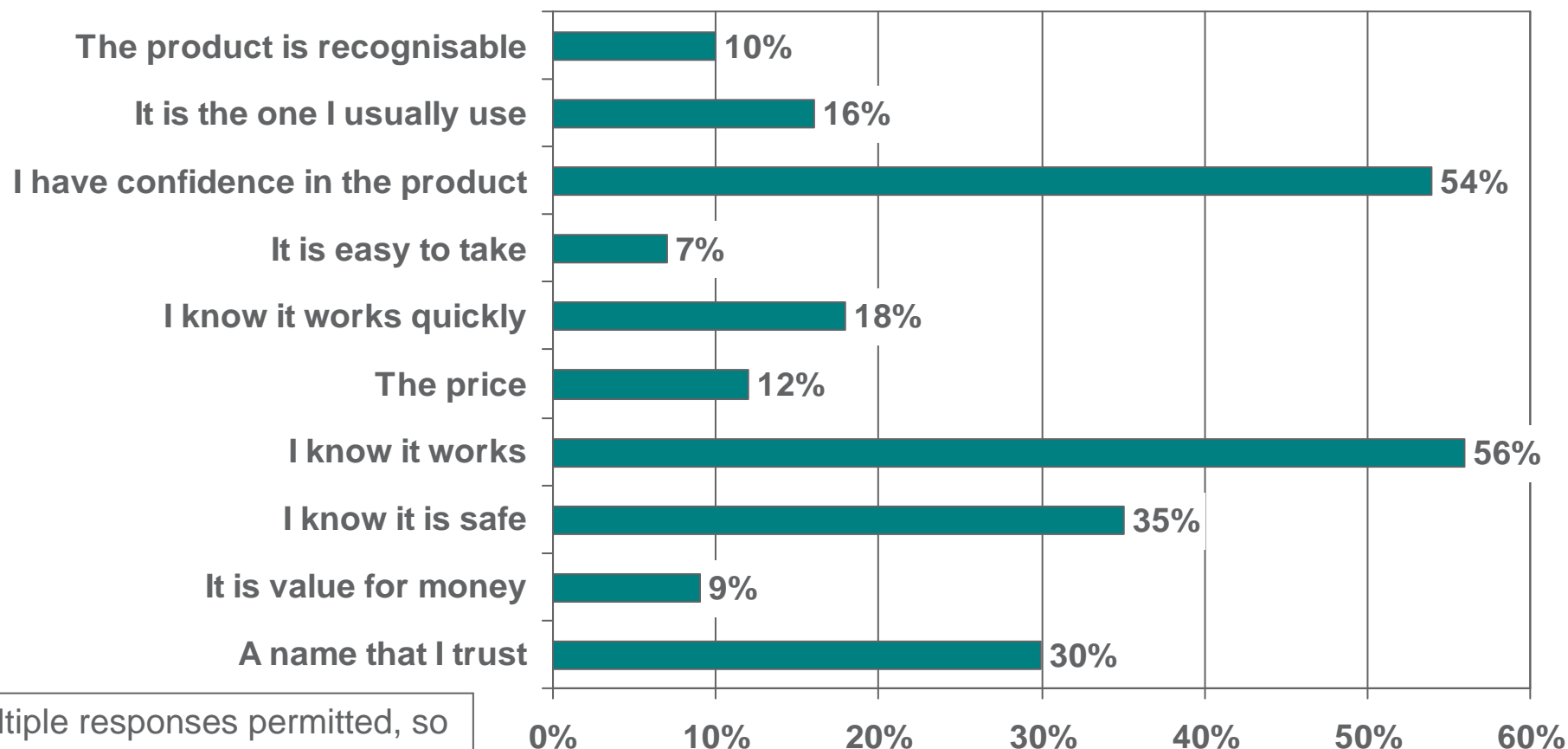
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Denmark



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

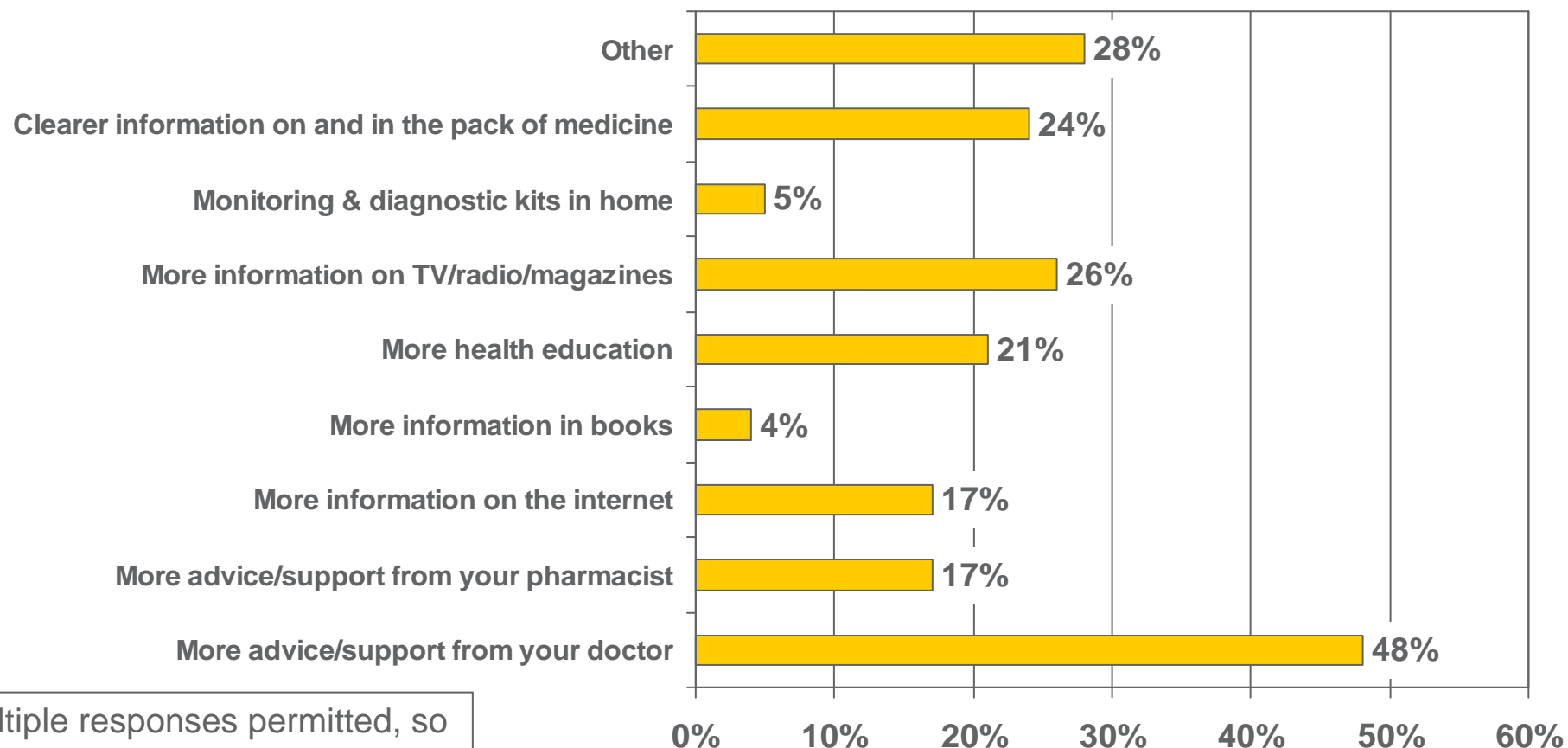
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Denmark



Multiple responses permitted, so
aggregate exceeds 100%

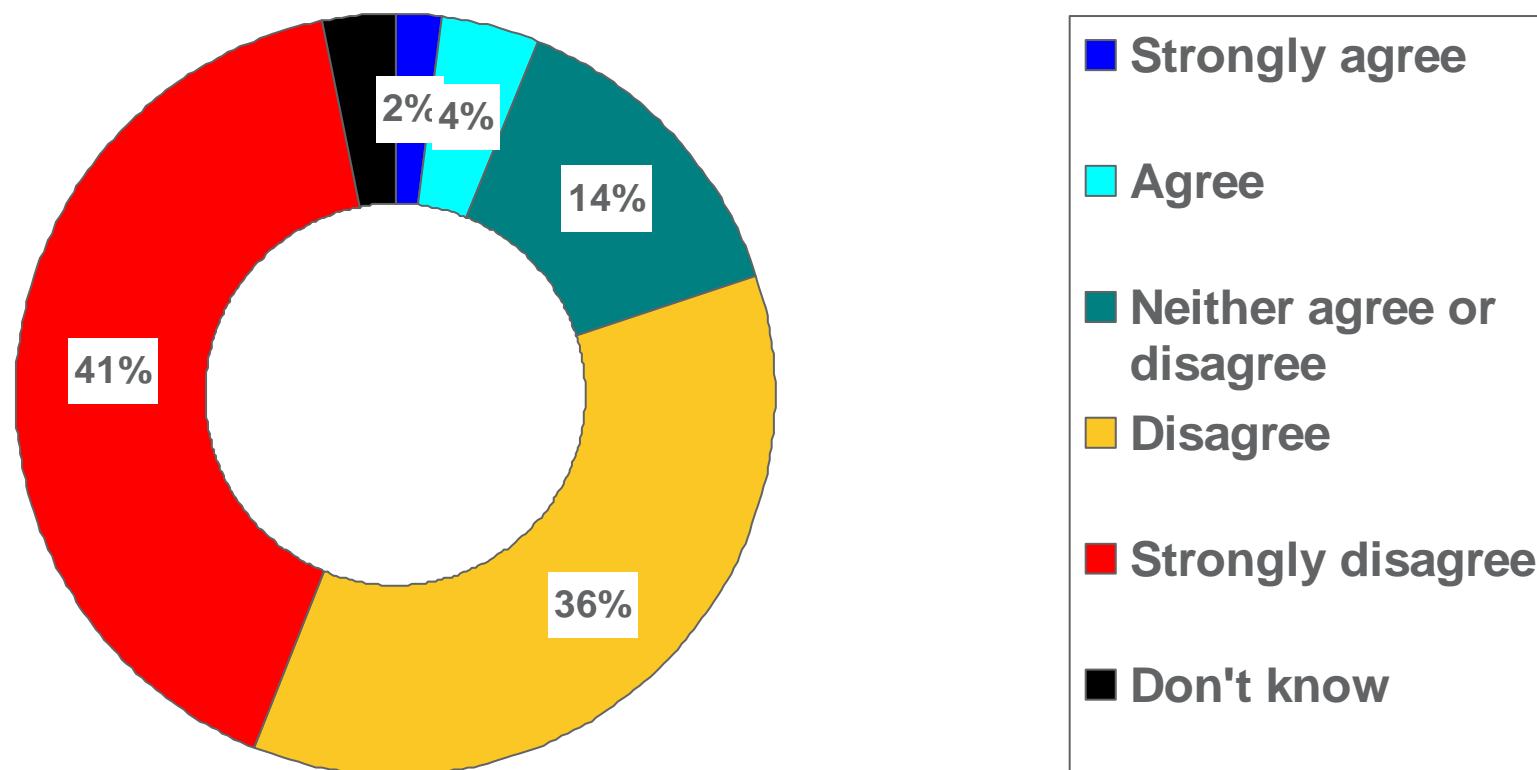
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?

 Denmark



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

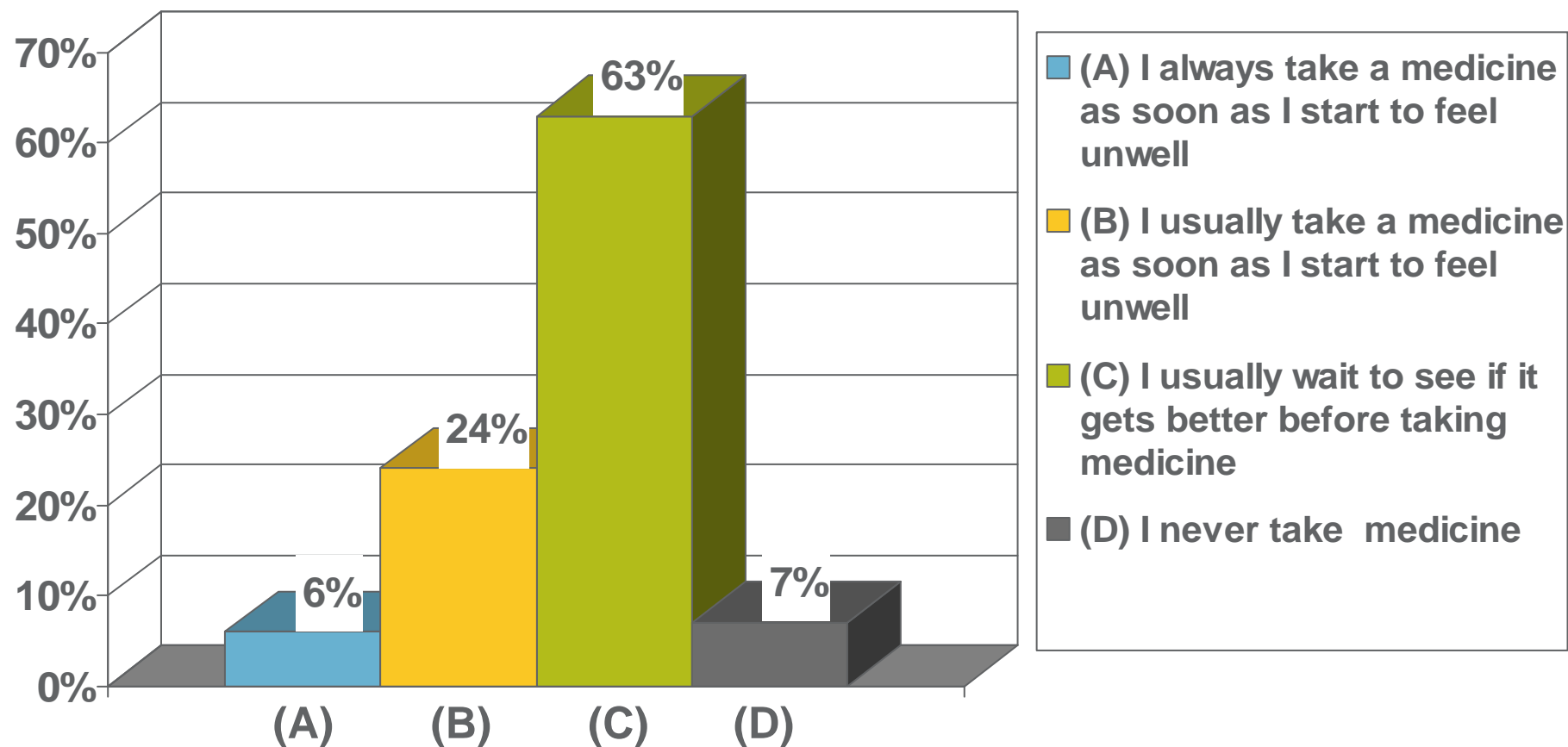
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Estonia



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

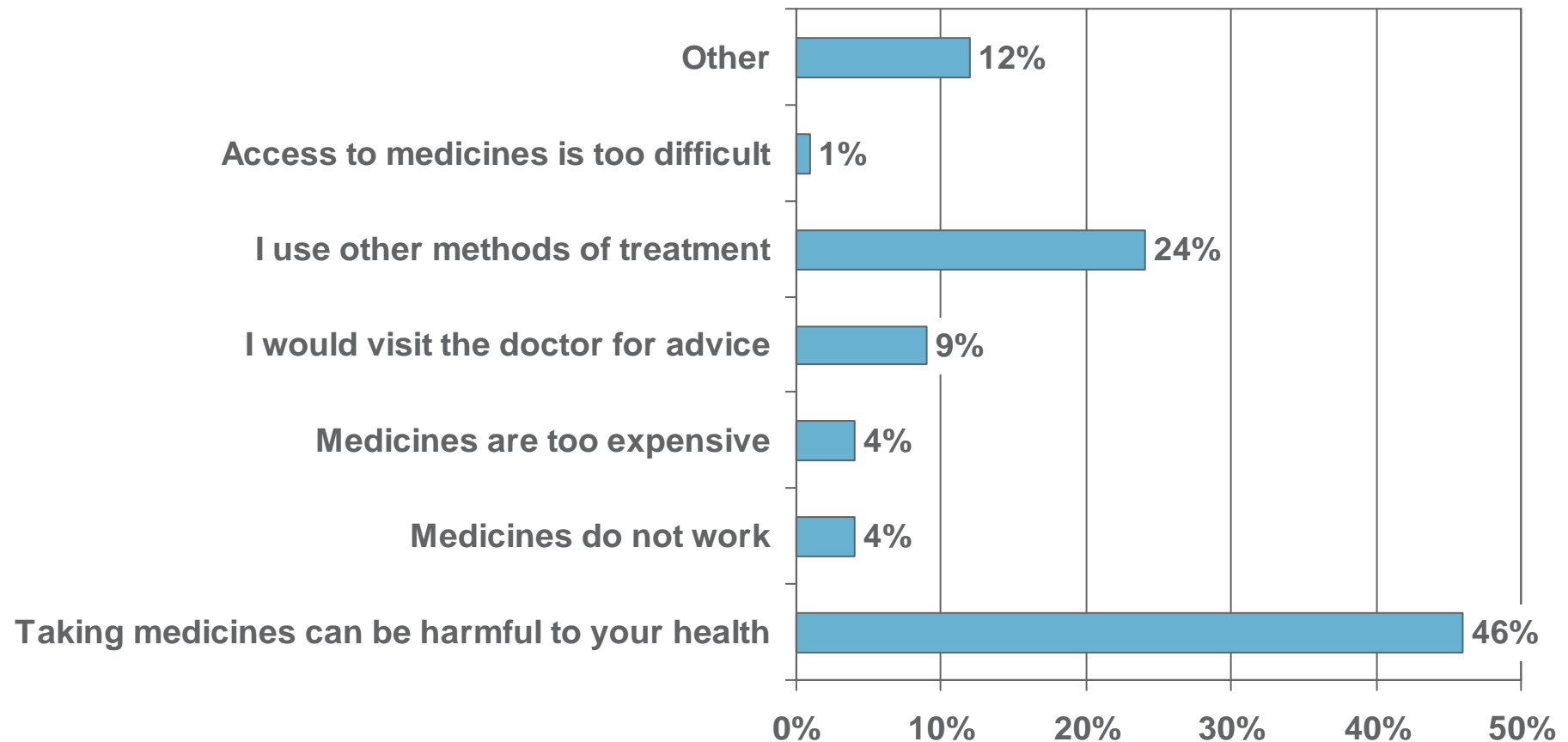
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Estonia

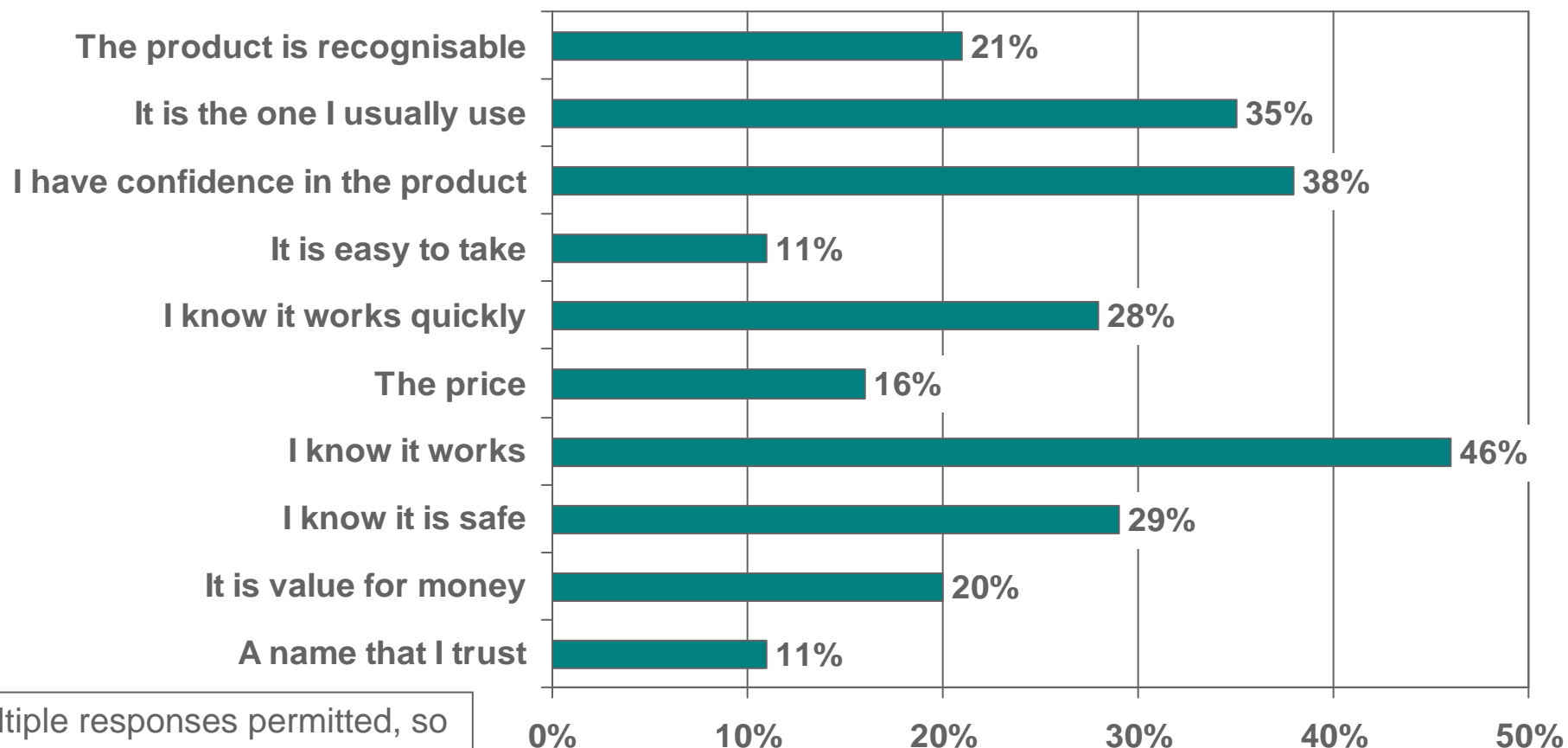


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Estonia



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

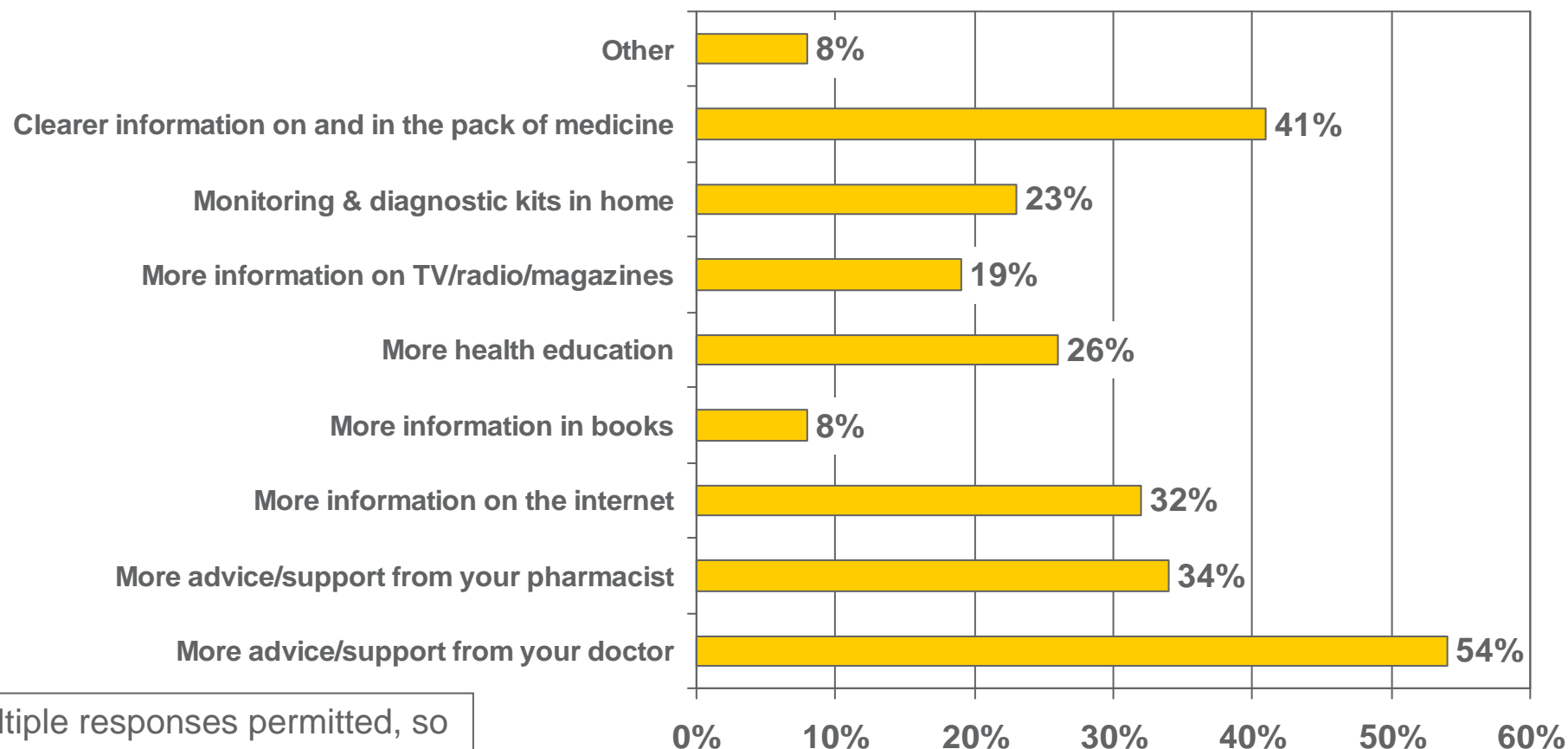
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Estonia



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

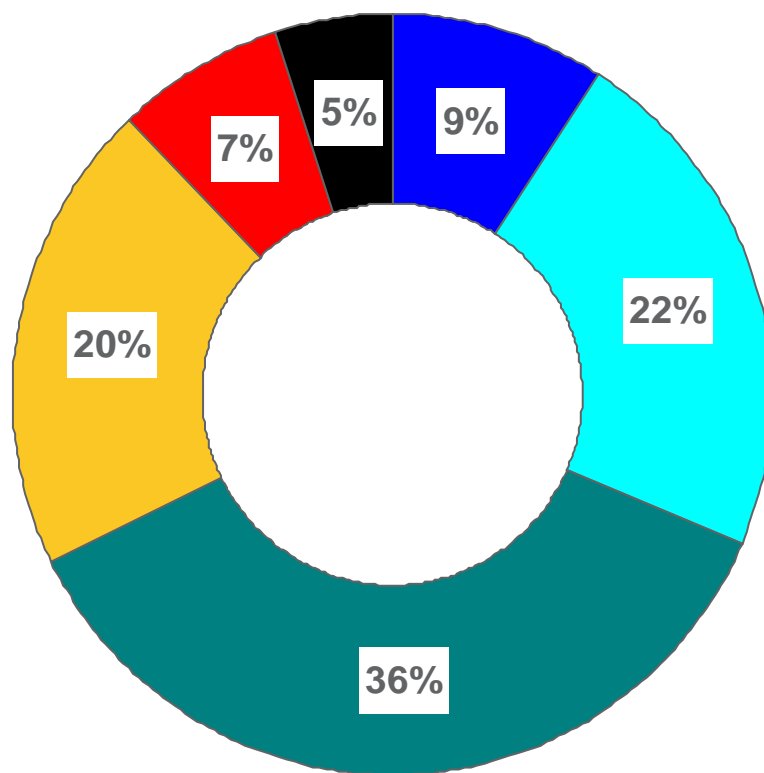
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Estonia



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

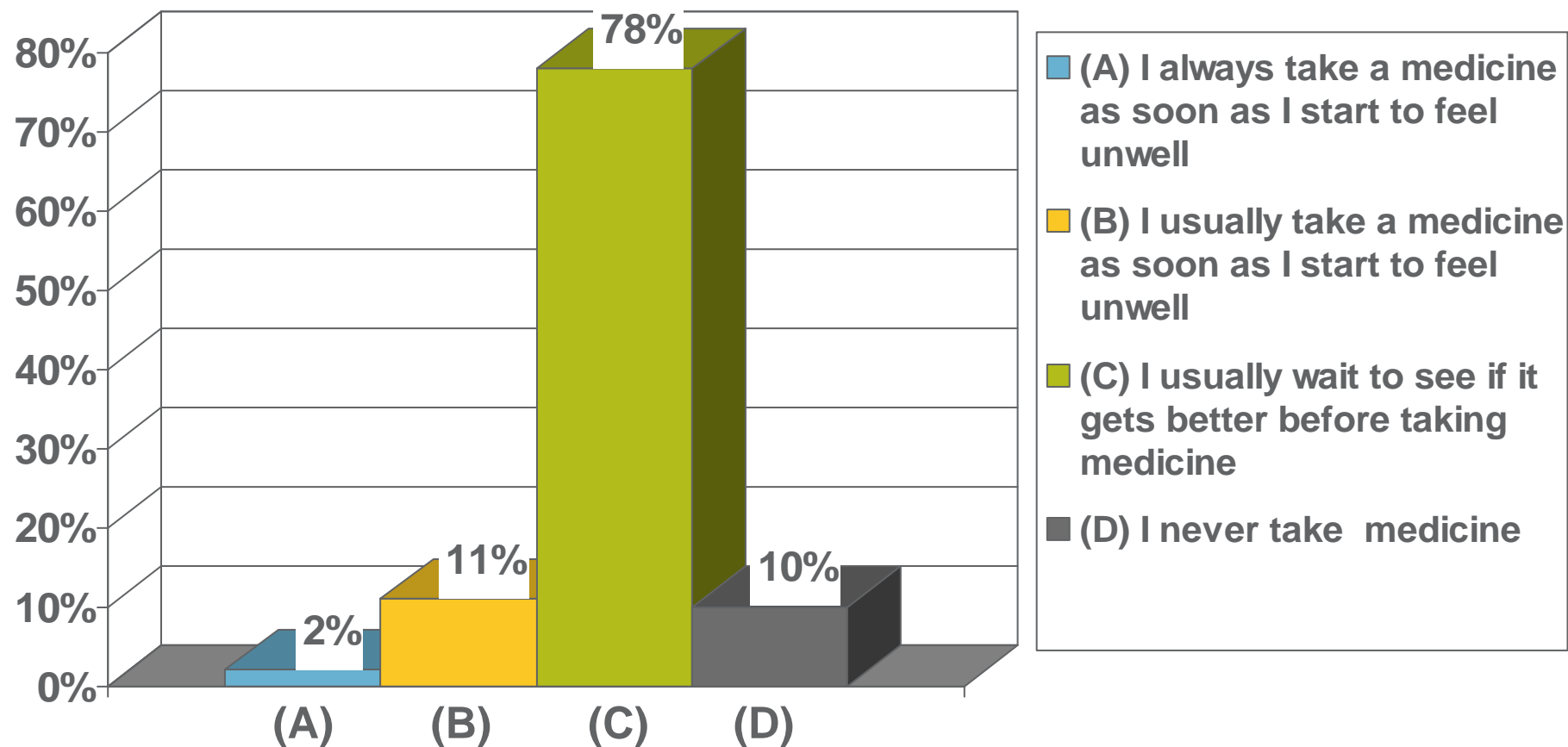
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Finland



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

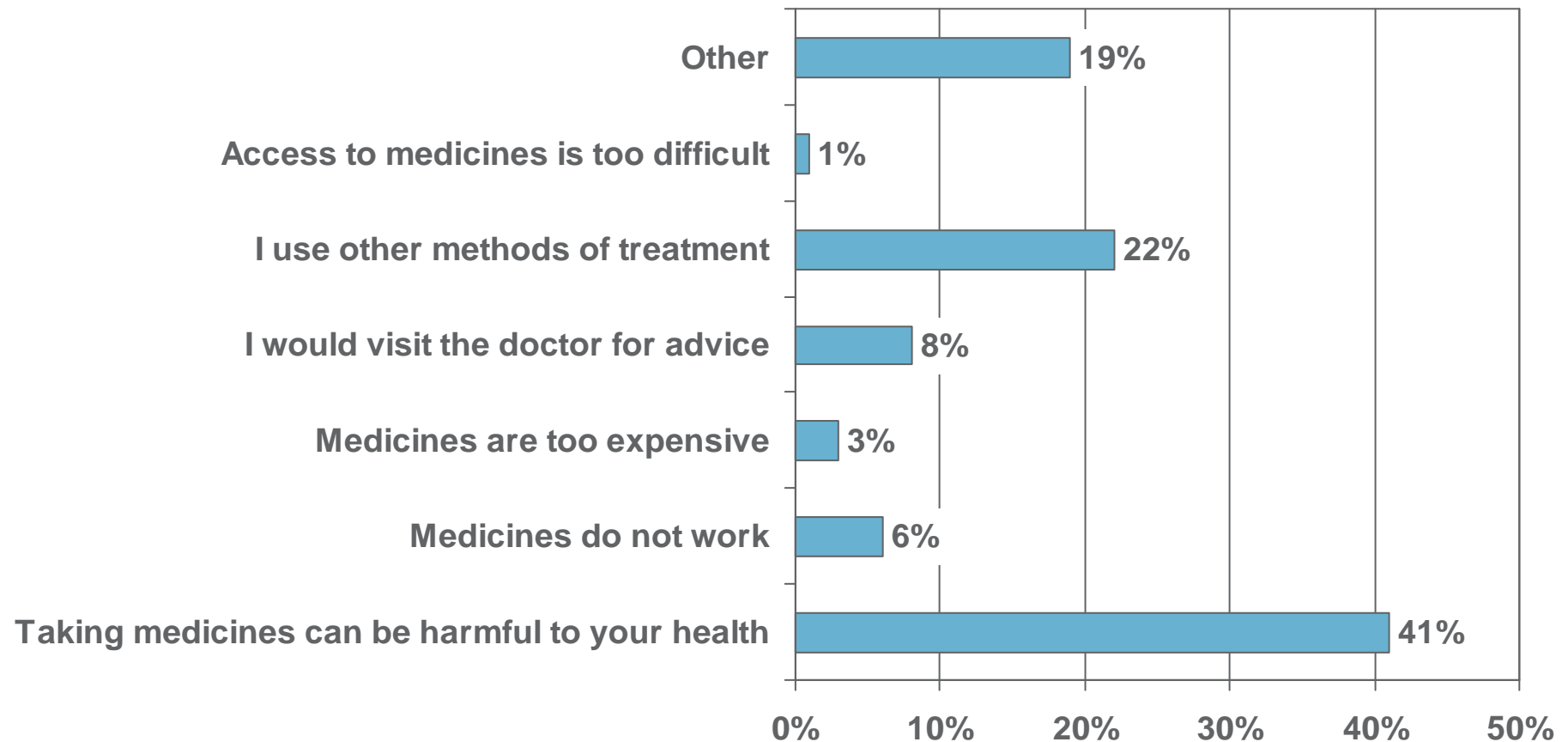
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Finland



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

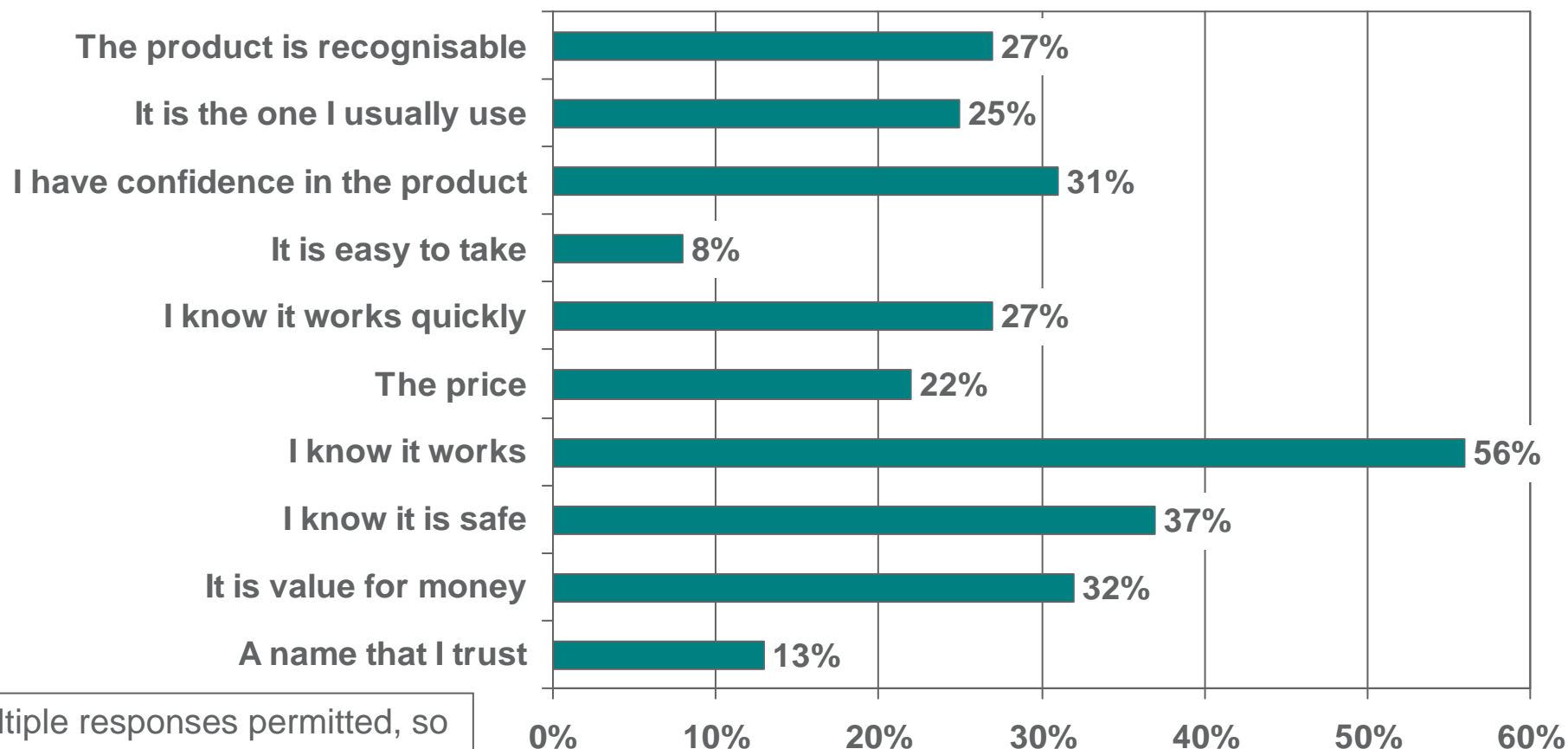
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Finland



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

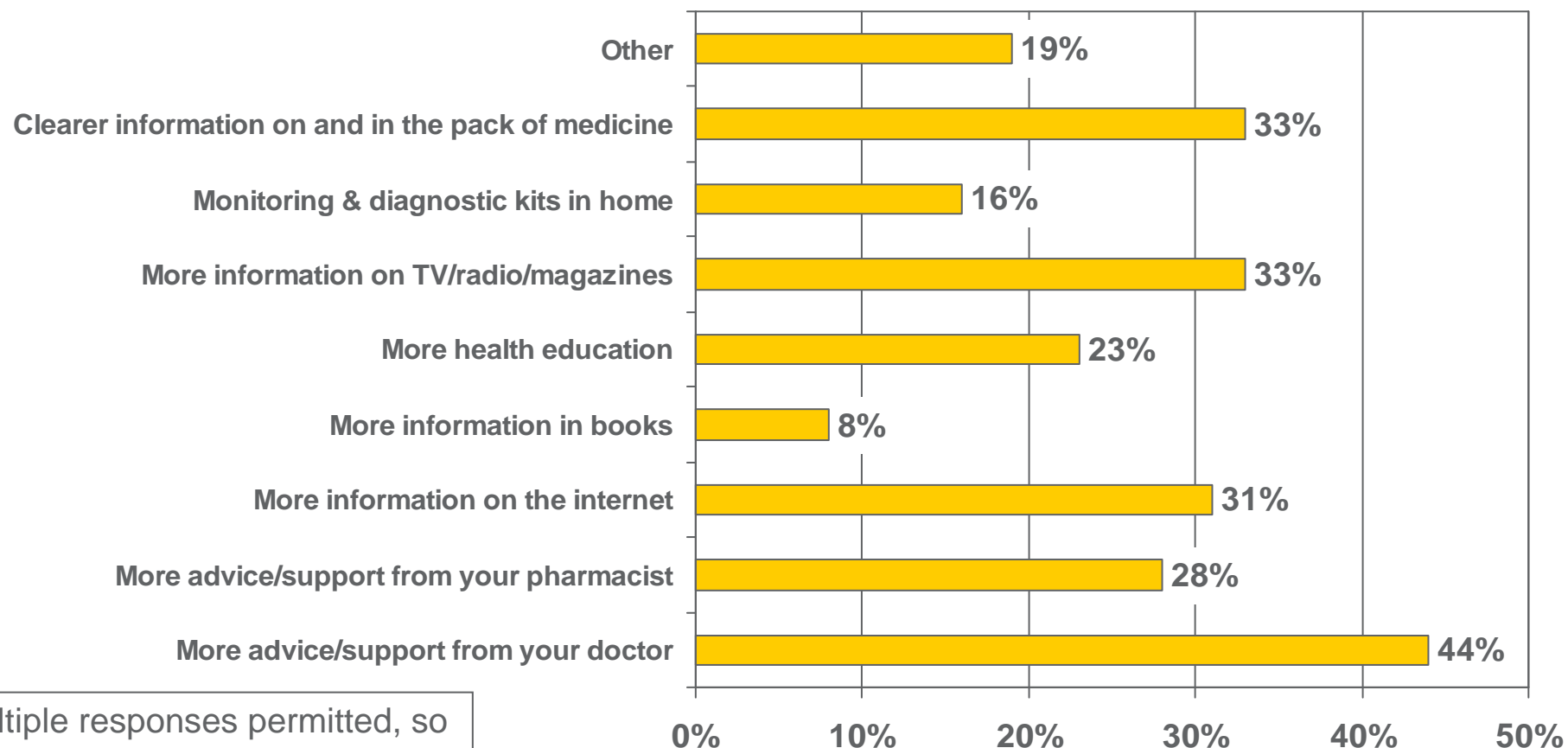
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Finland



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

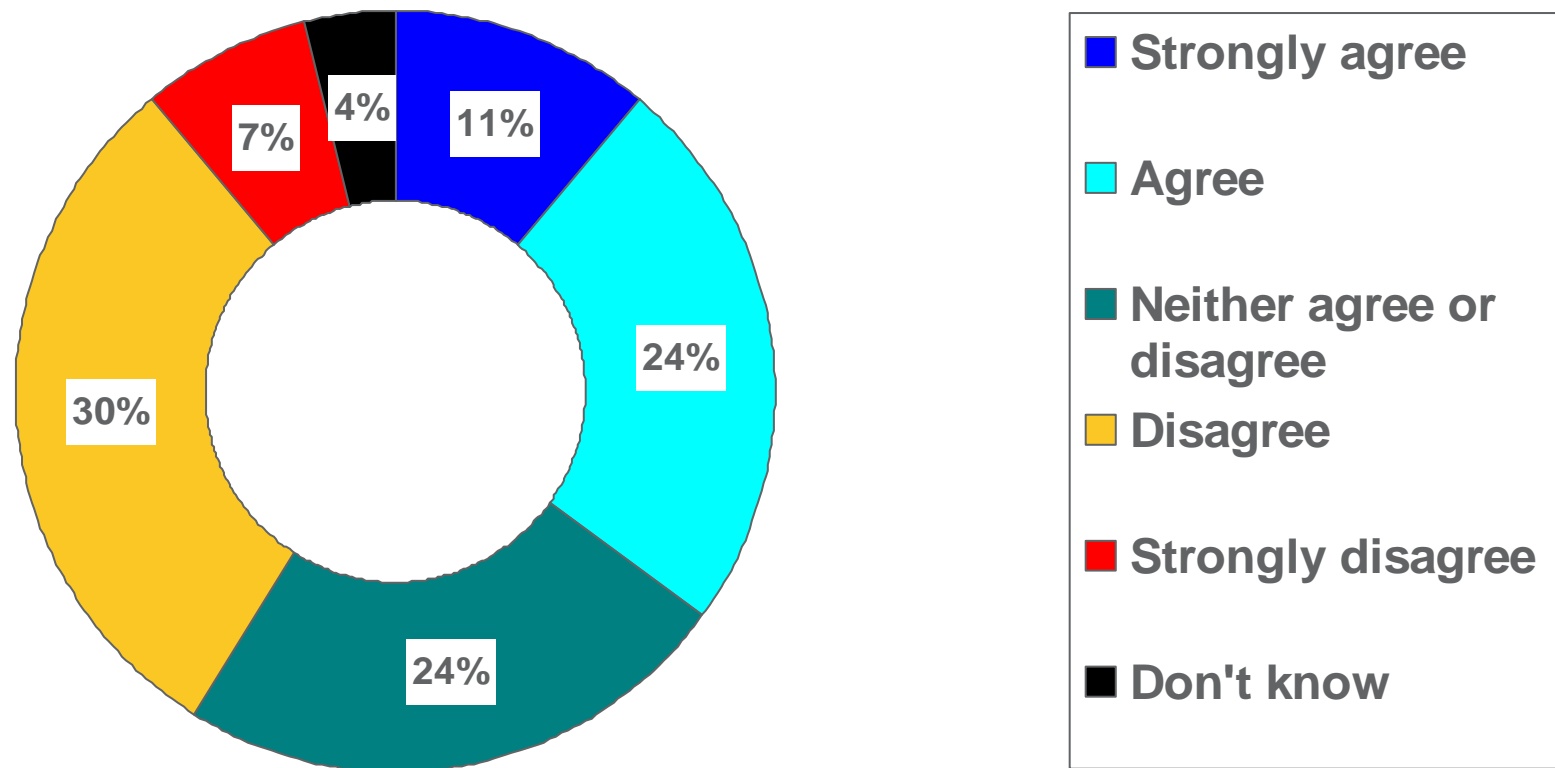
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Finland



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

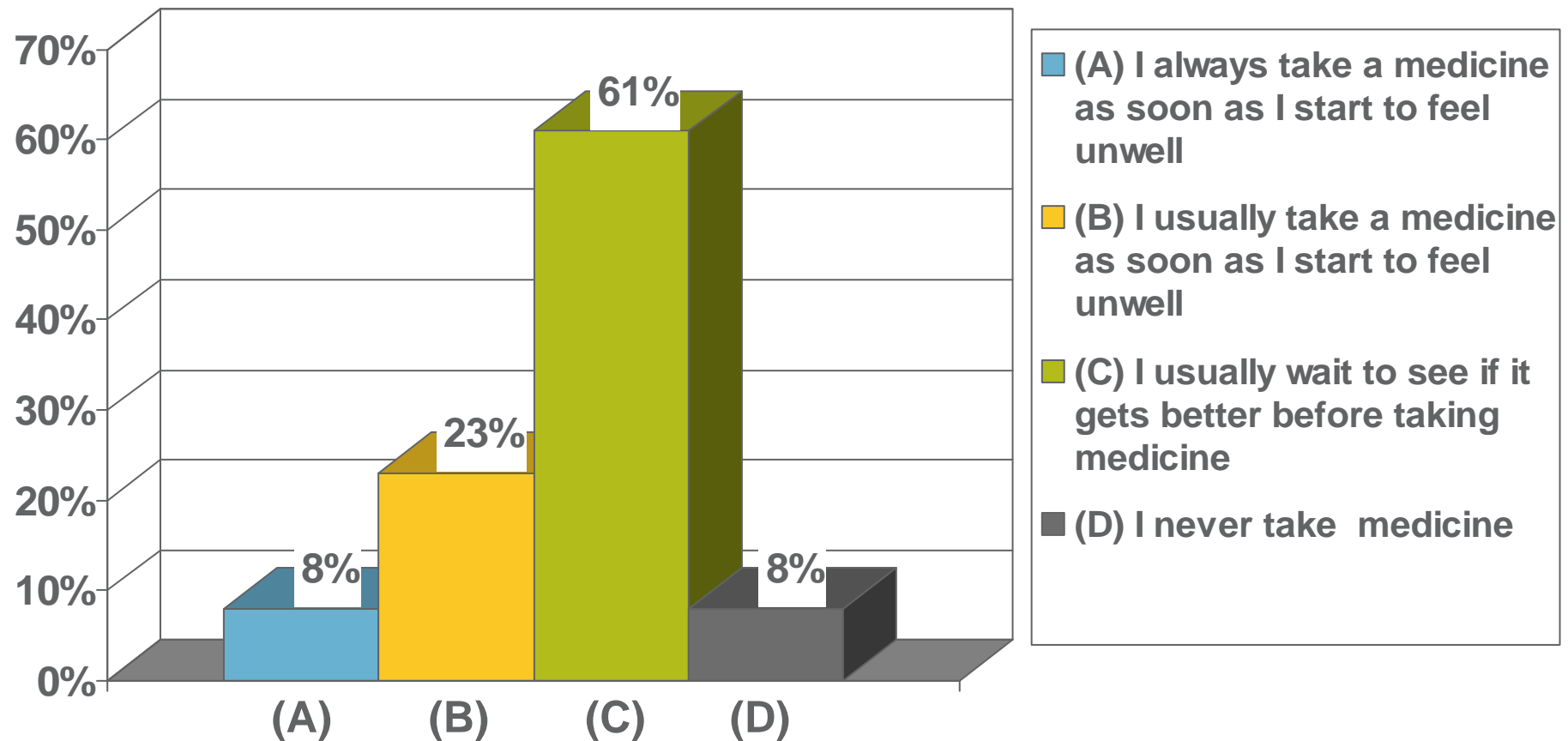
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



France



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

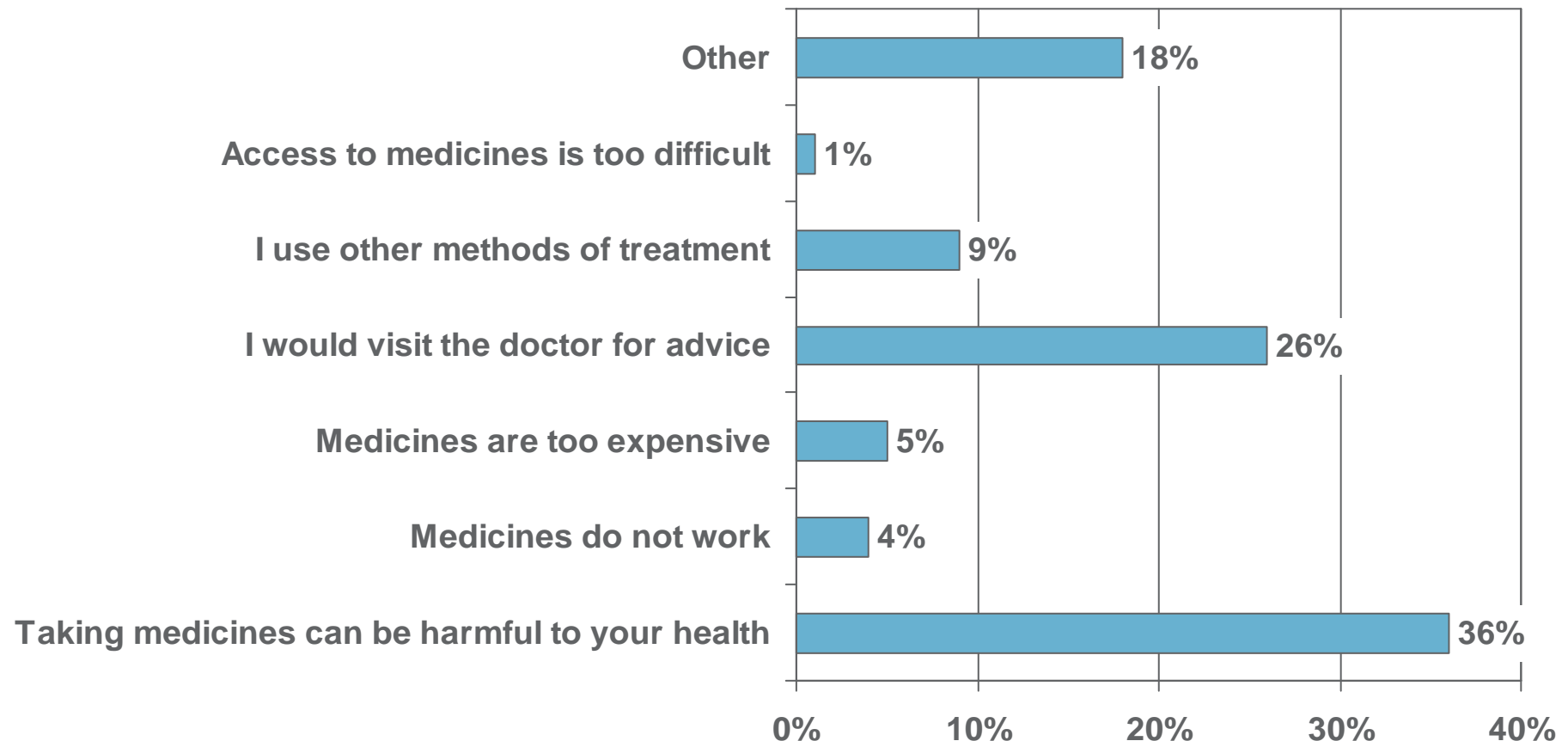
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



France



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

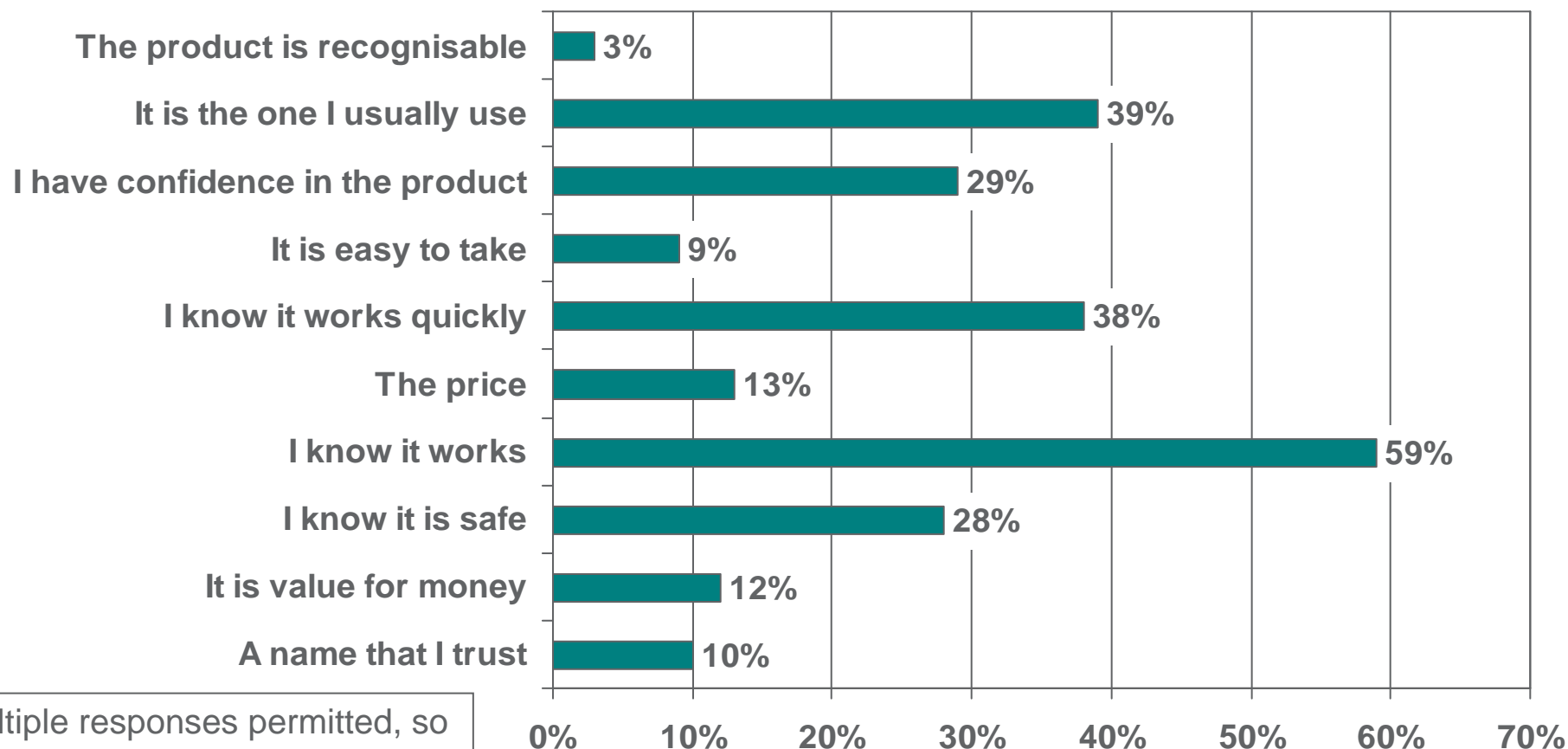
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Q3. When choosing a non-prescription medicine, what factors are important to you?



France



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

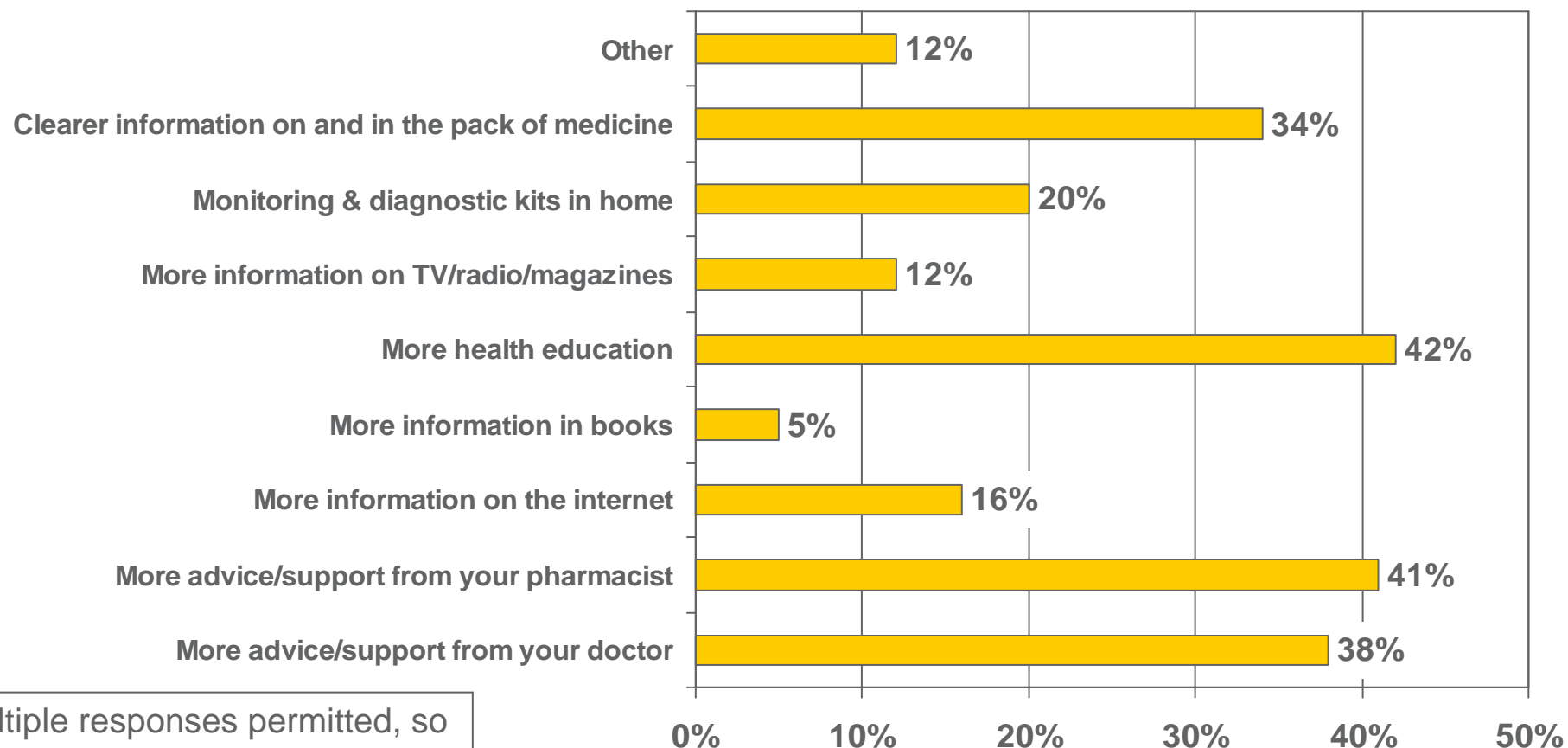
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



France



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

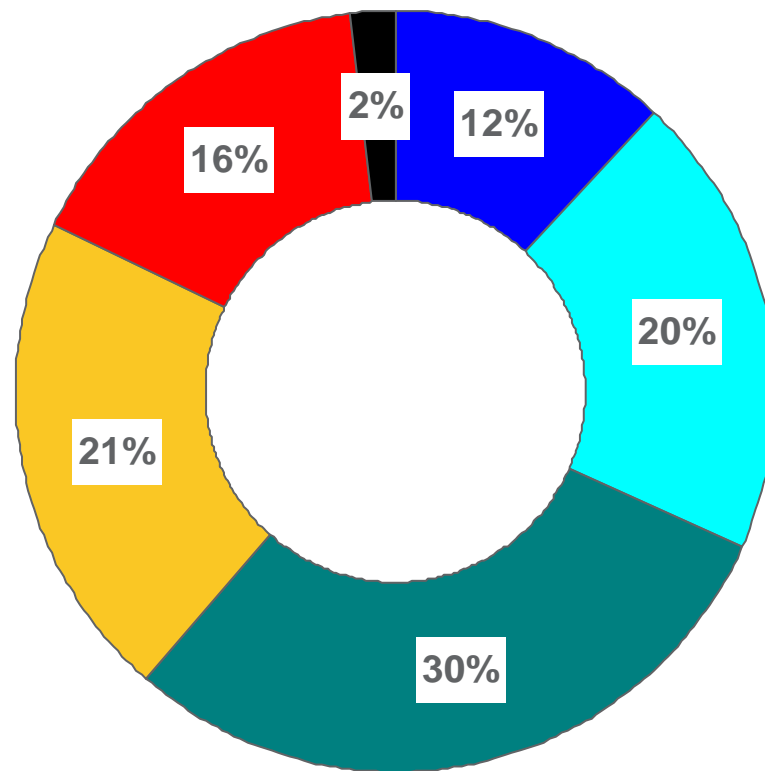
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



France



- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree
- Don't know

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

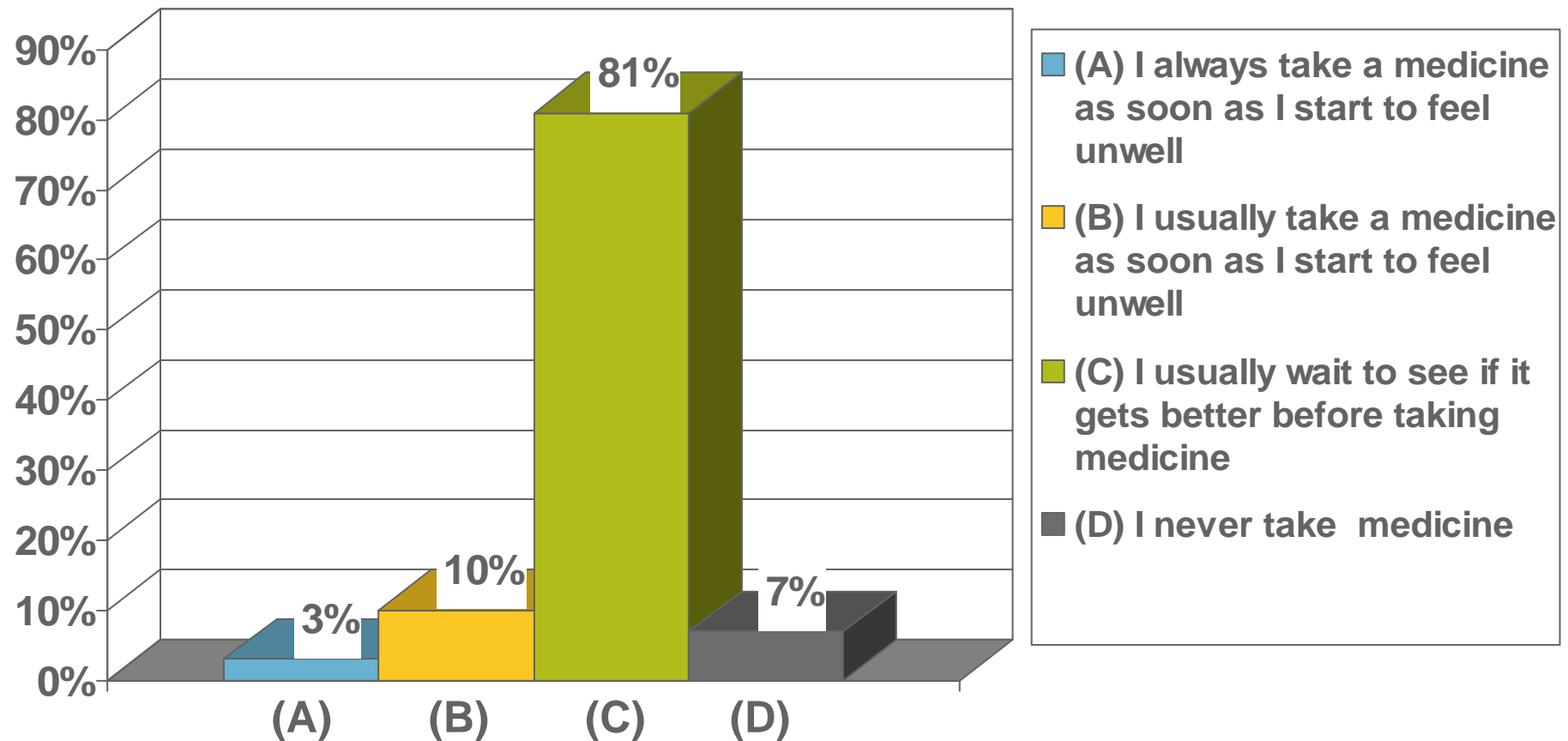
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Germany



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

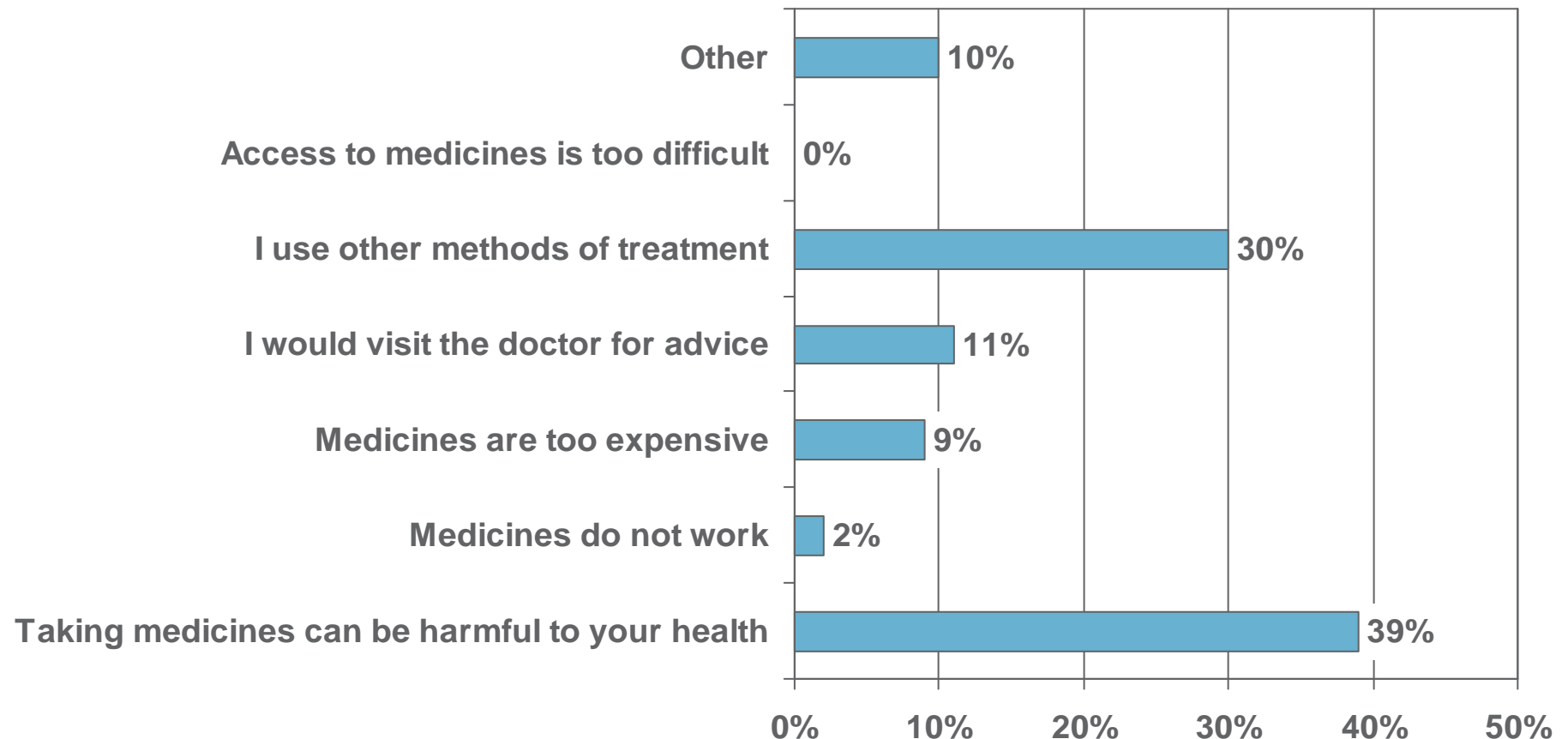
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Germany

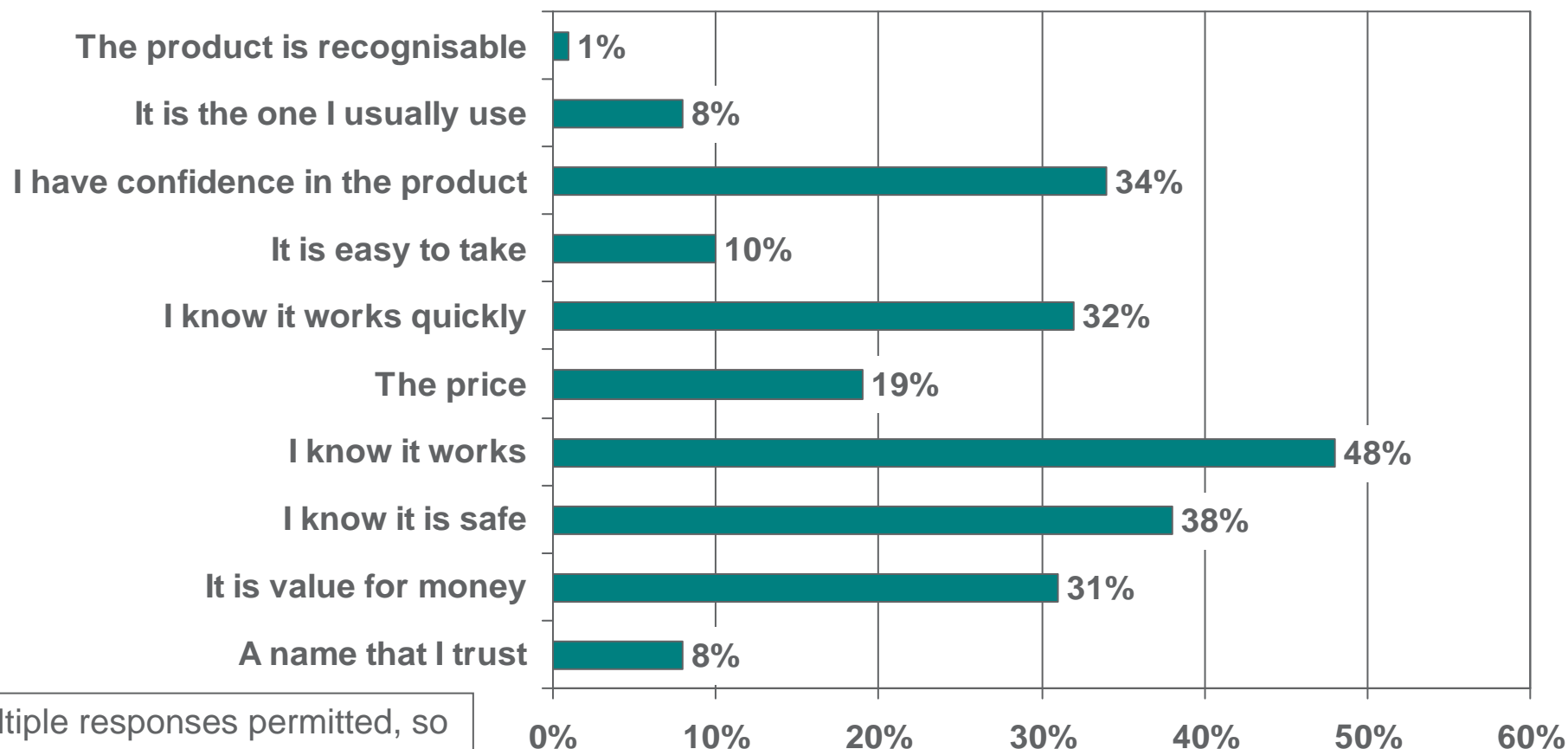


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Germany



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

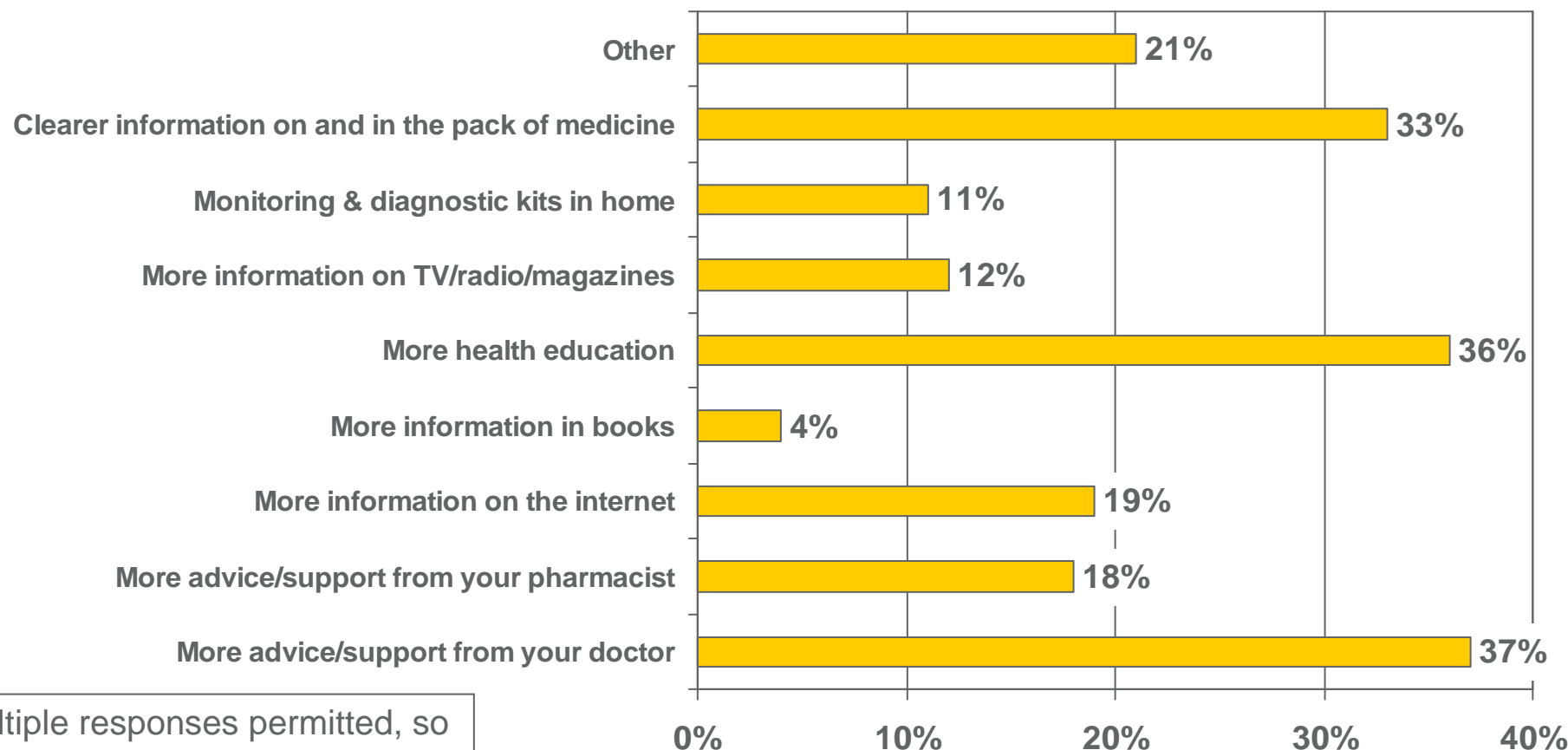
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Germany



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

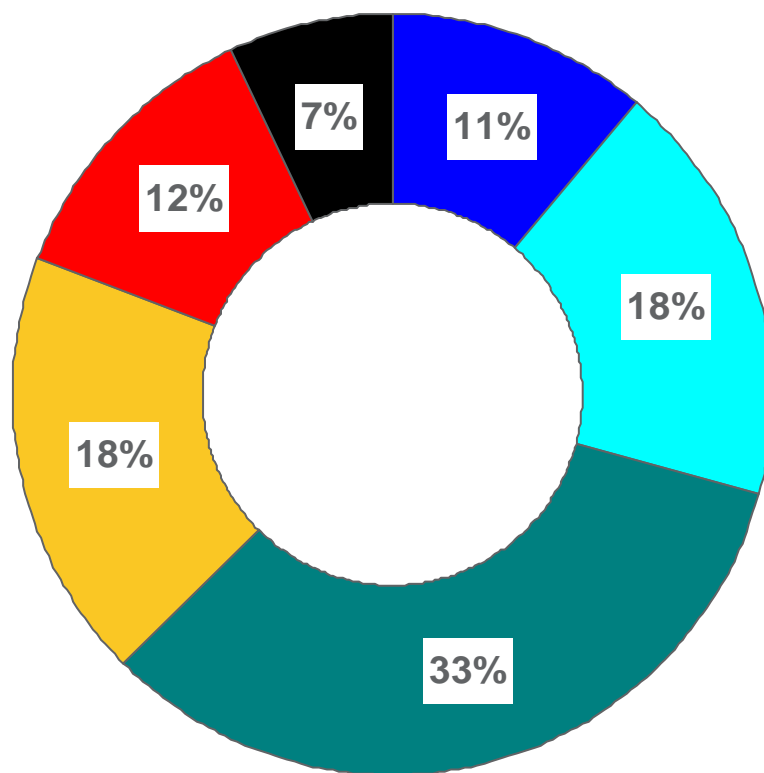
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Germany



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

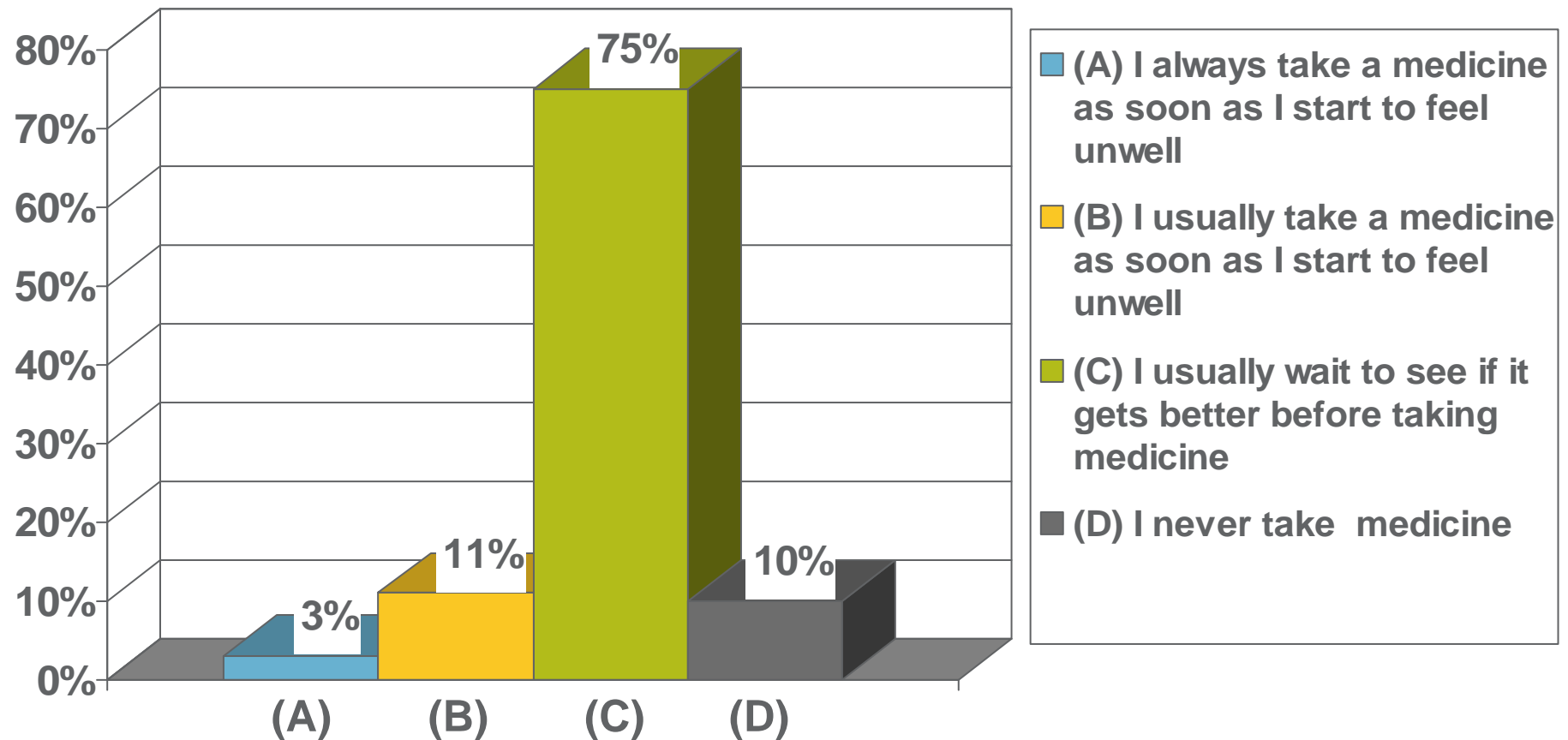
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Greece



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

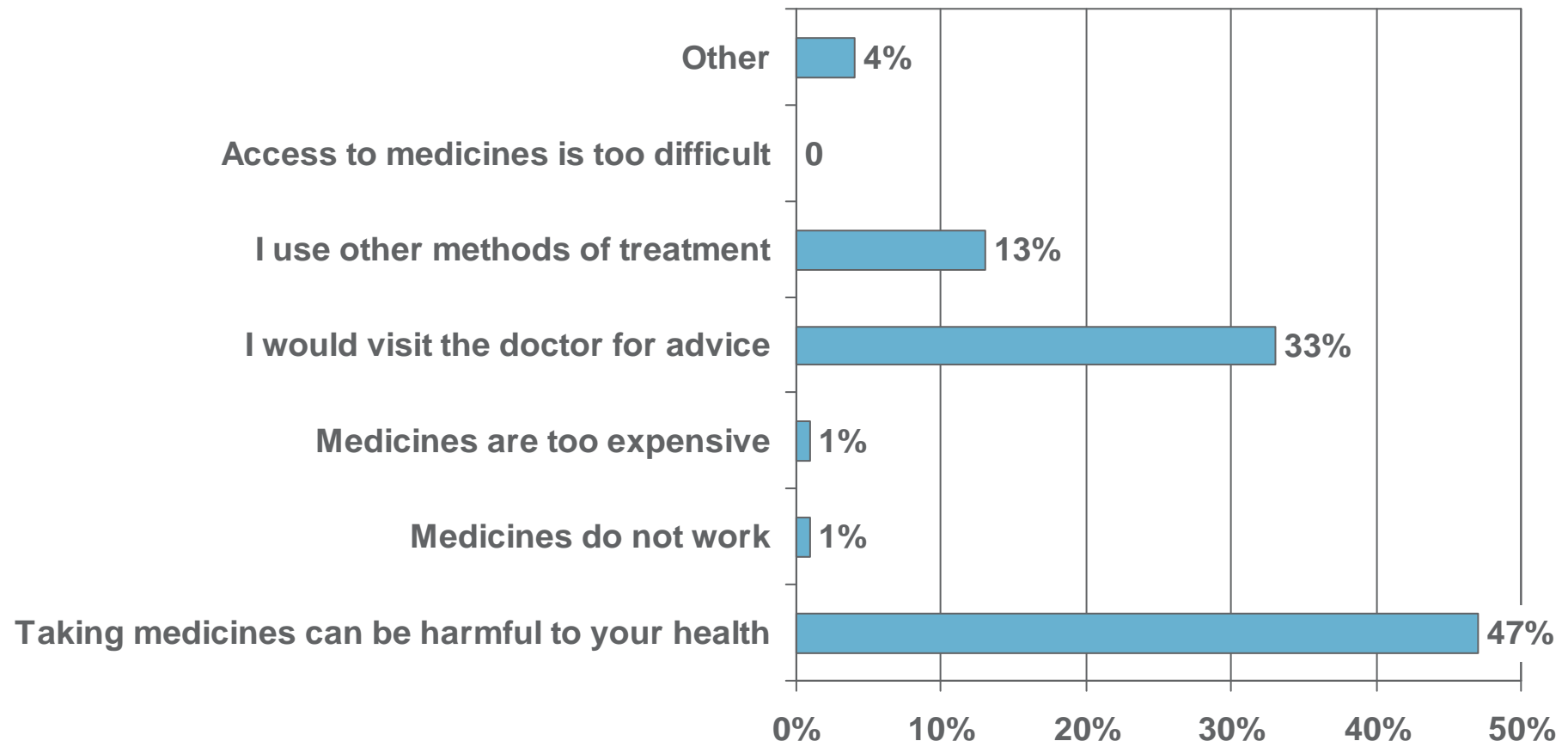
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Greece



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

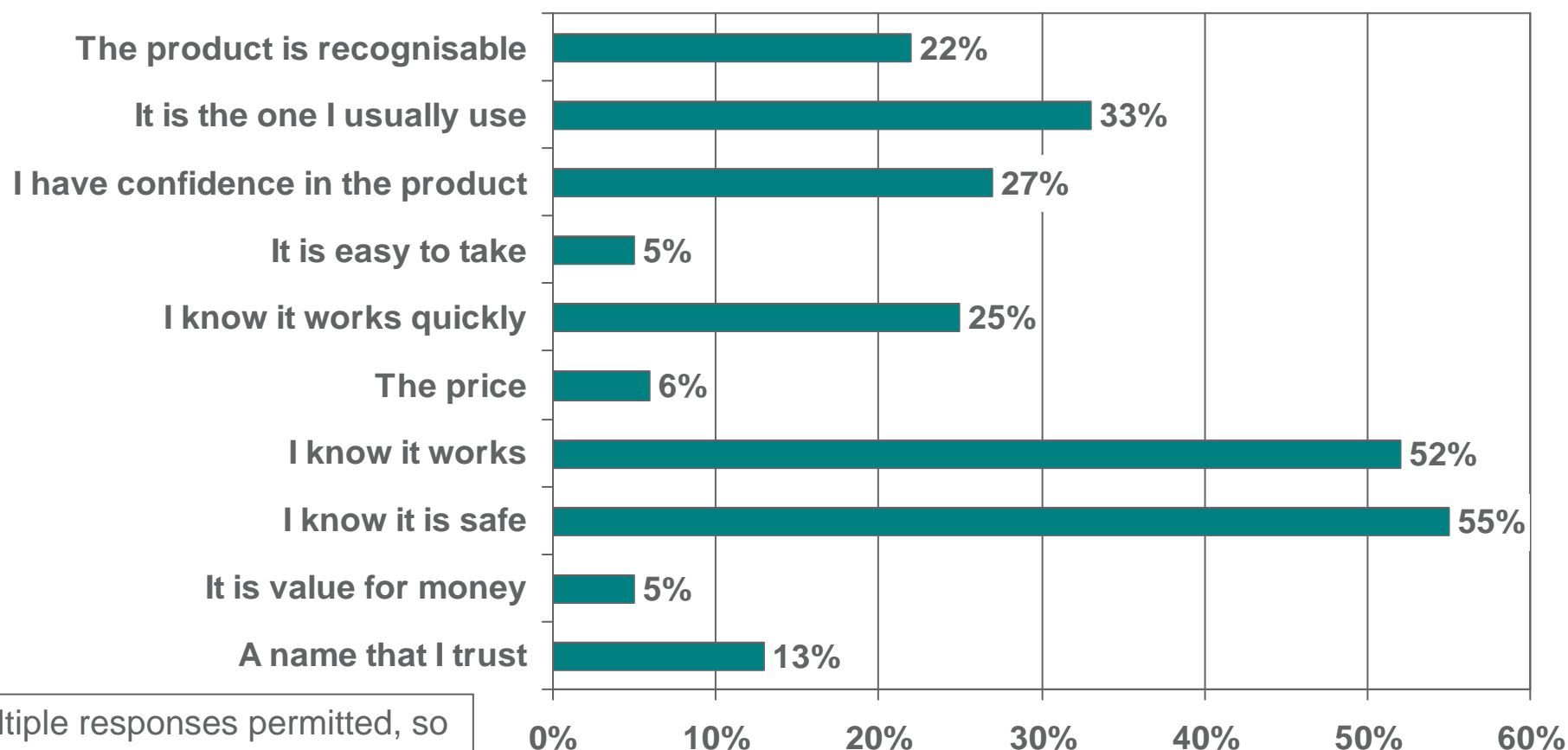
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Greece



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

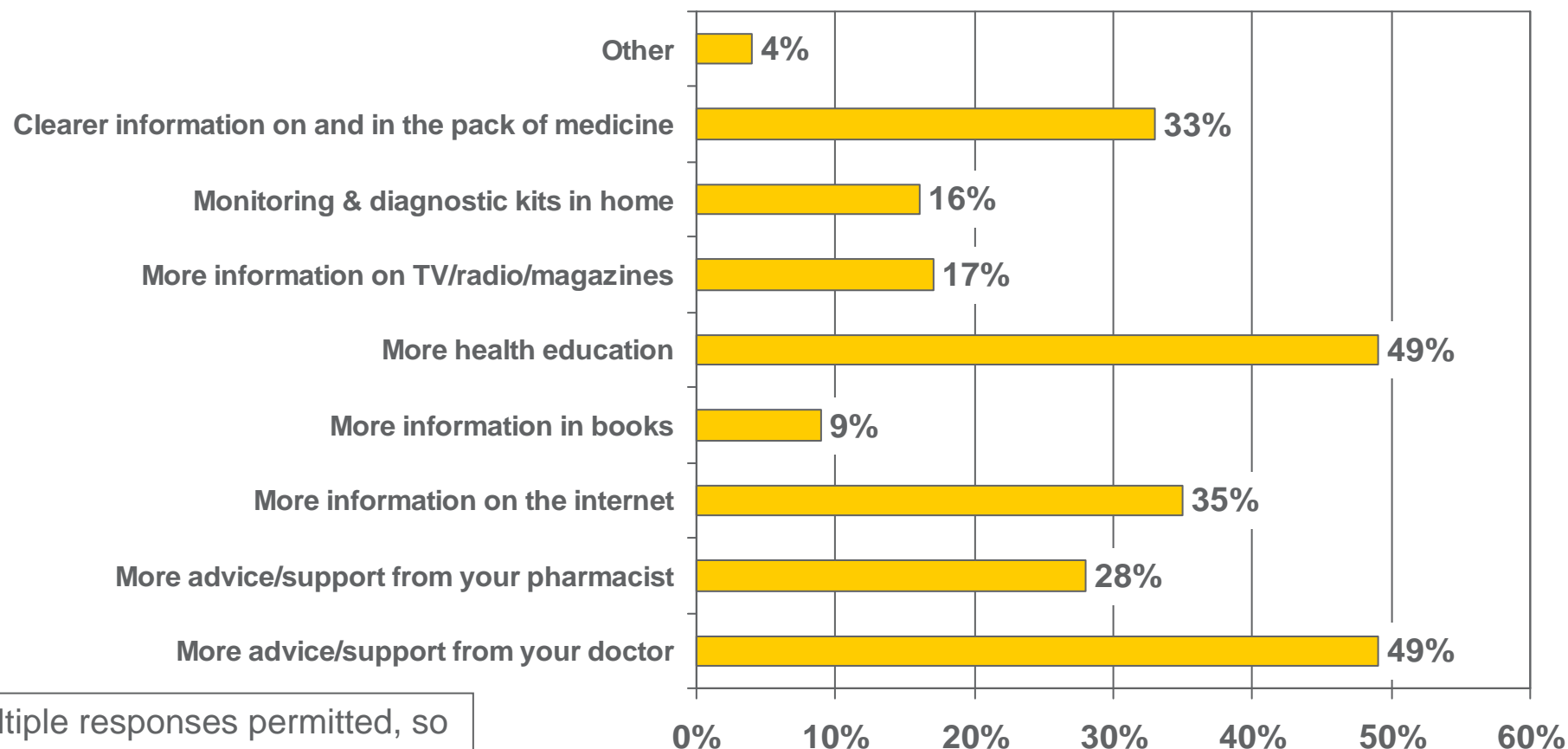
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Greece



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

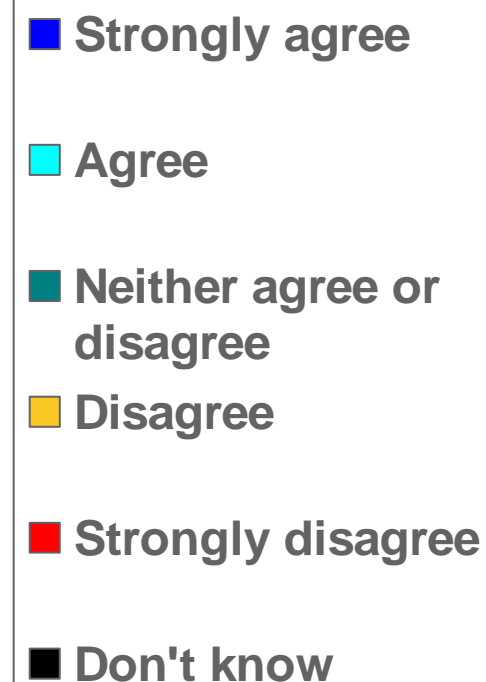
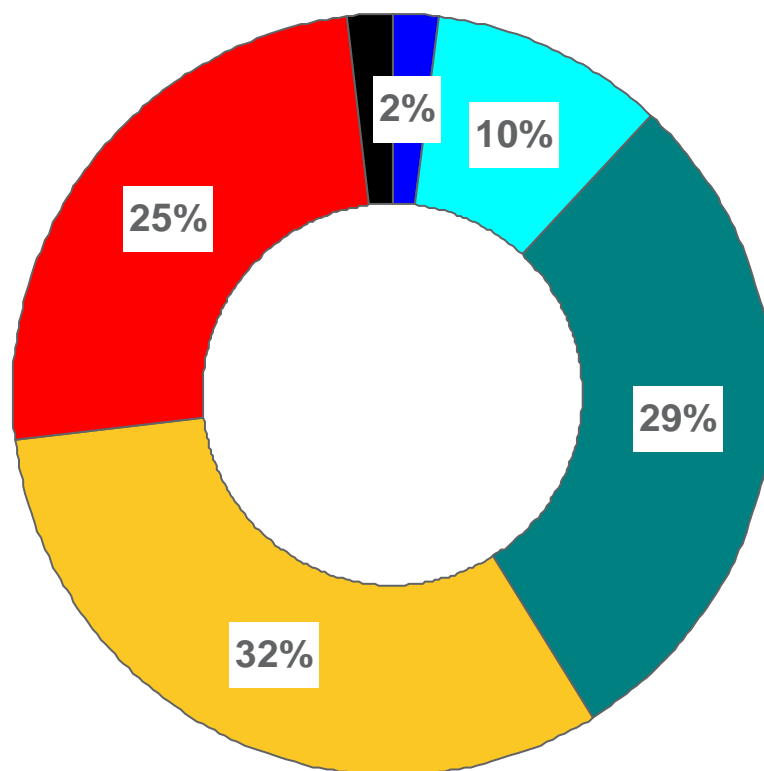
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Greece



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

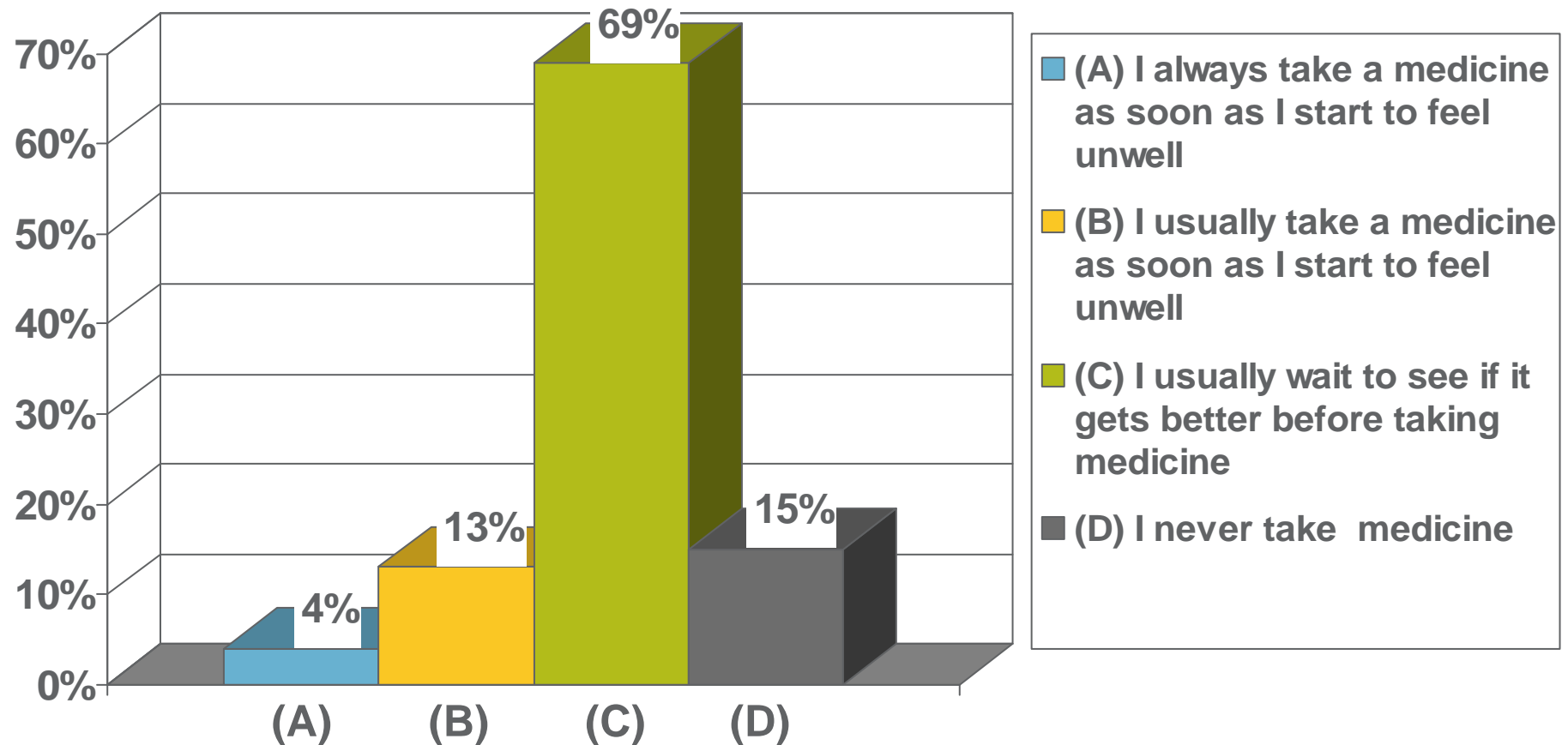
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Hungary



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

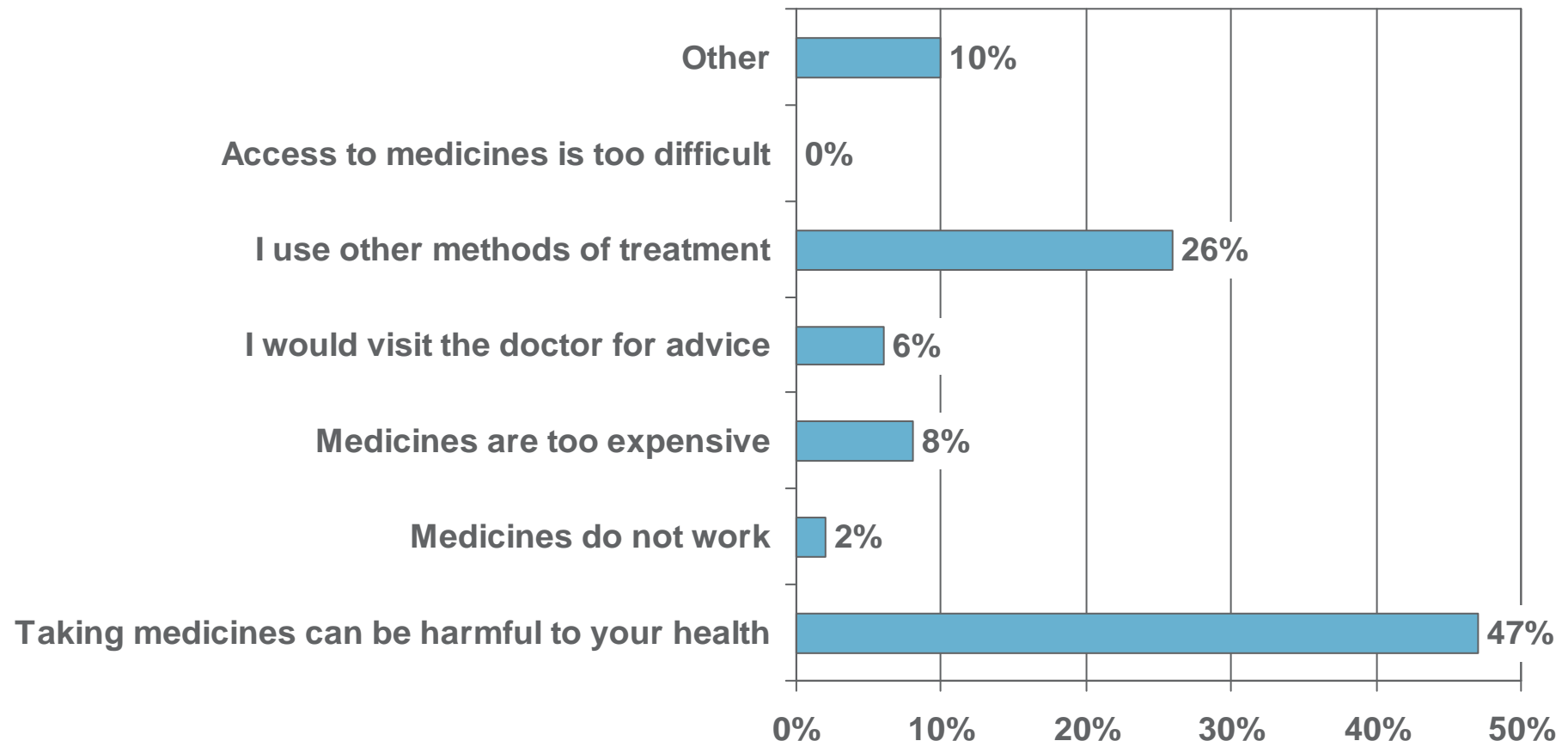
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Hungary



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

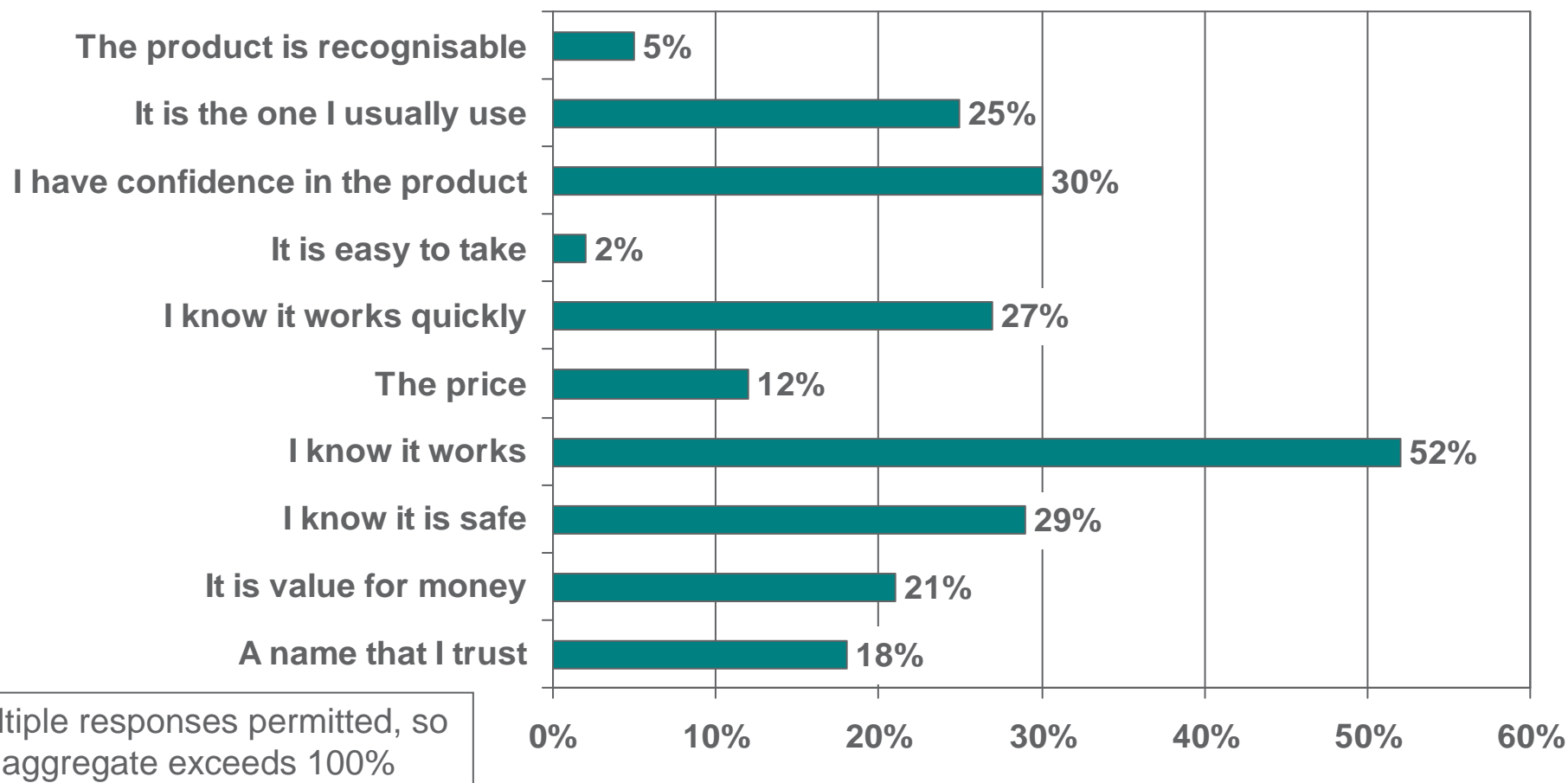
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Hungary



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

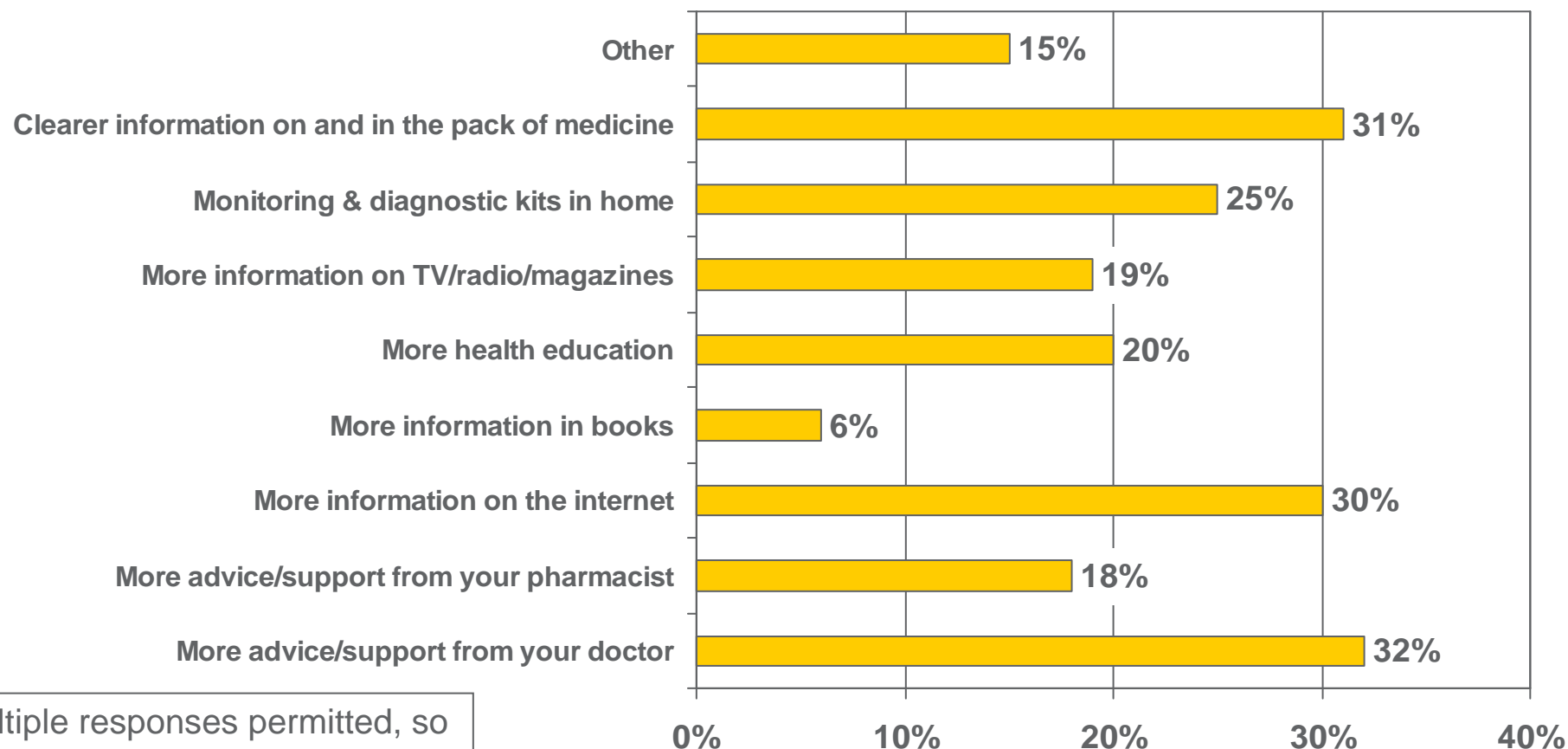
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Hungary



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

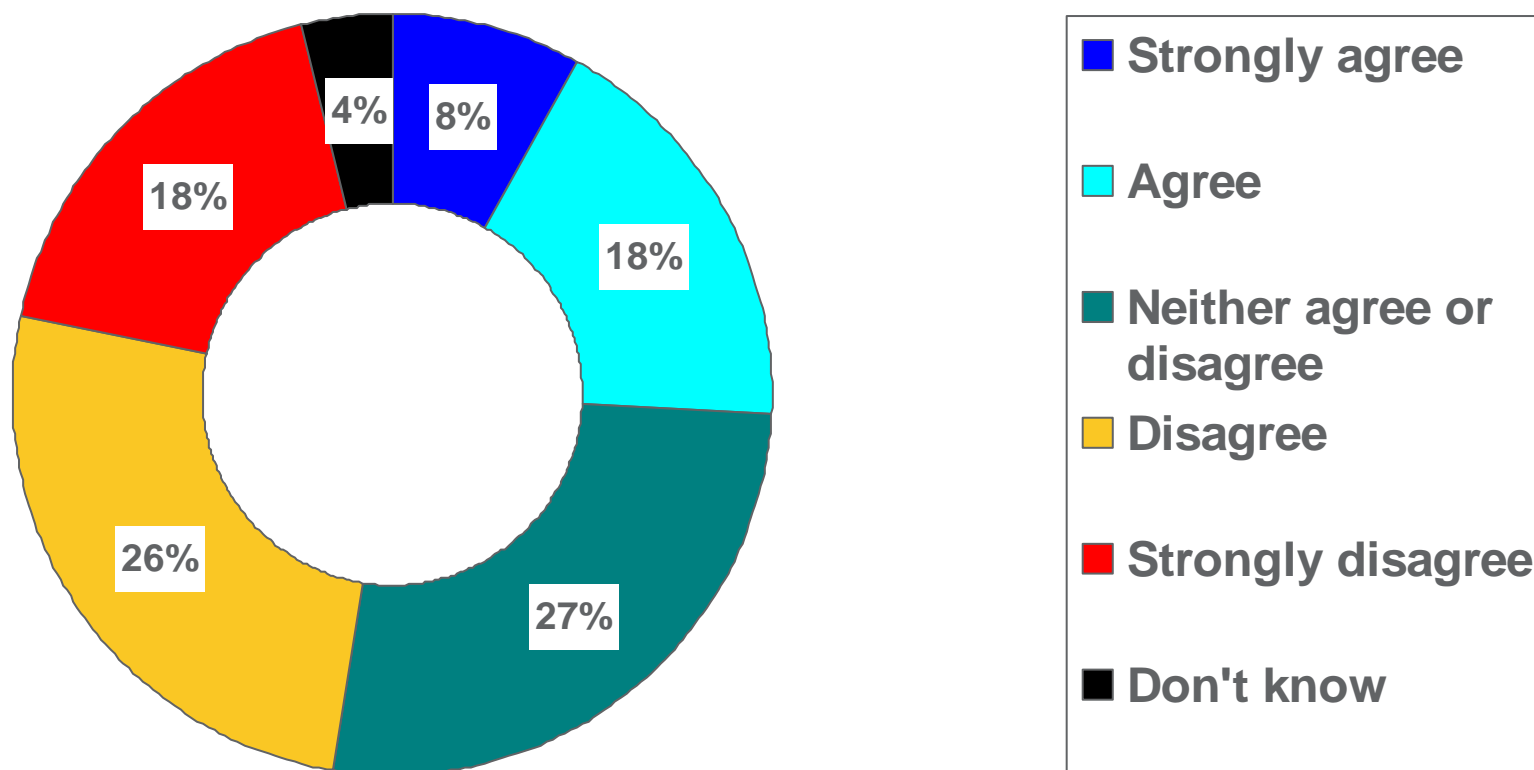
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Hungary



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

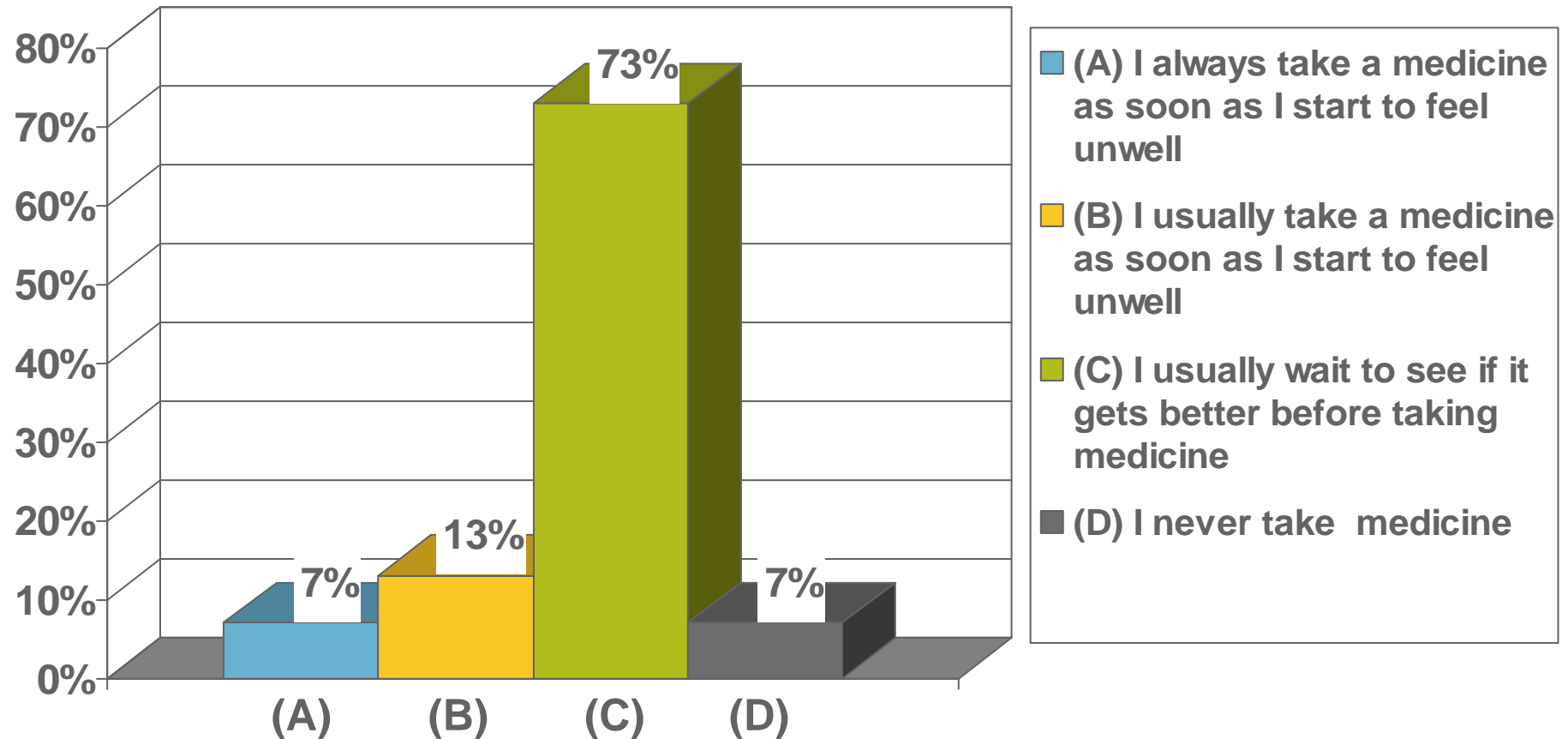
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Ireland



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

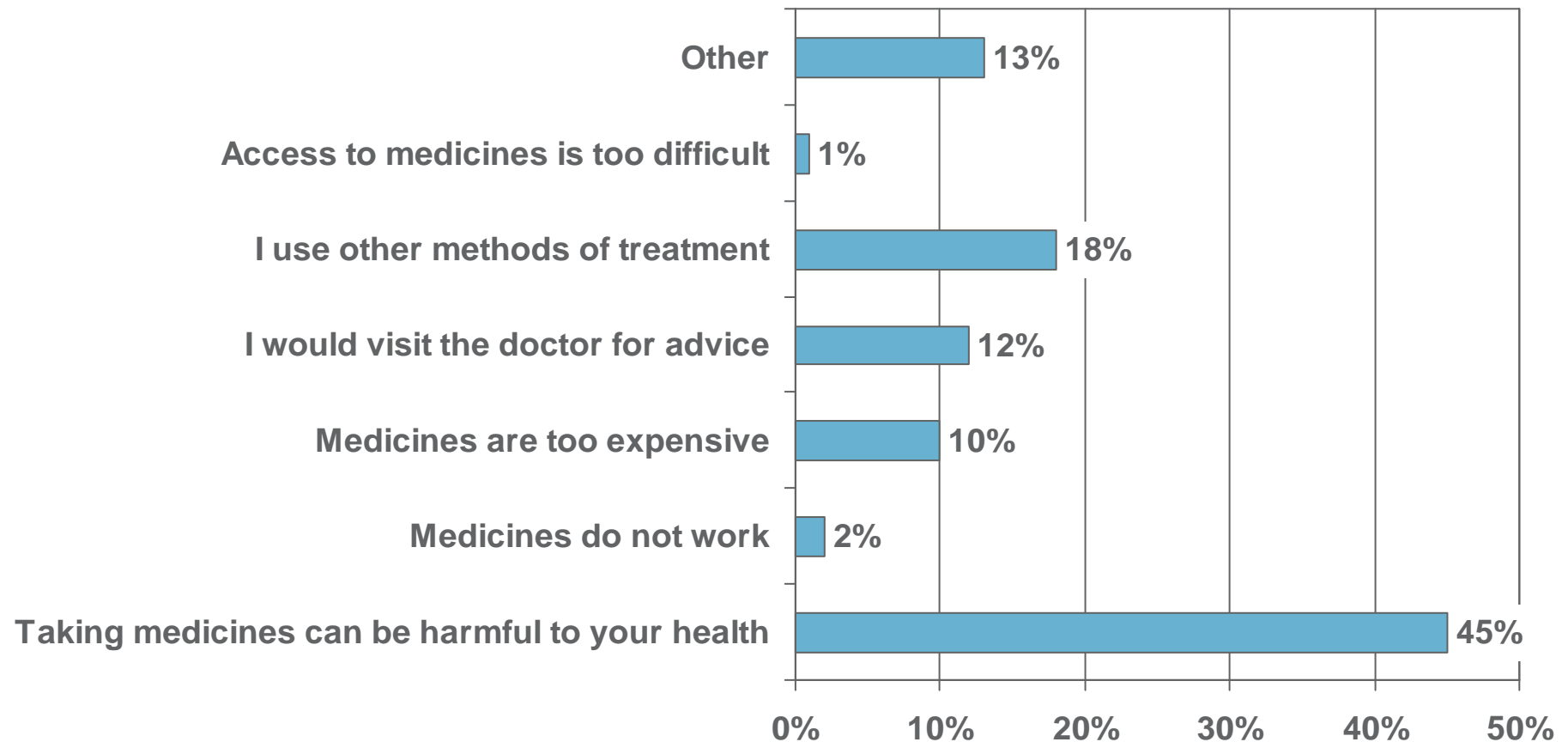
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Ireland



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

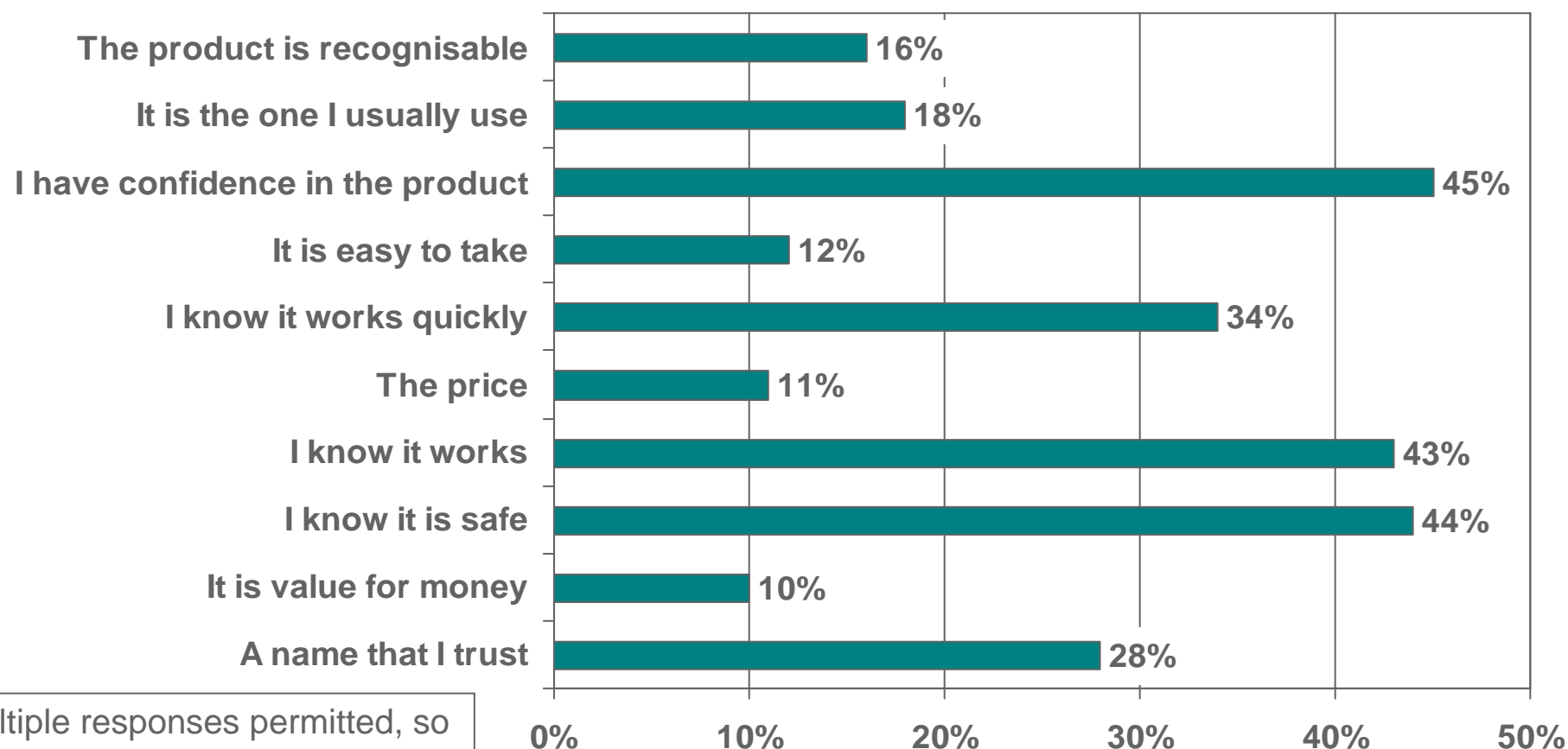
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Ireland



Multiple responses permitted, so
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Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

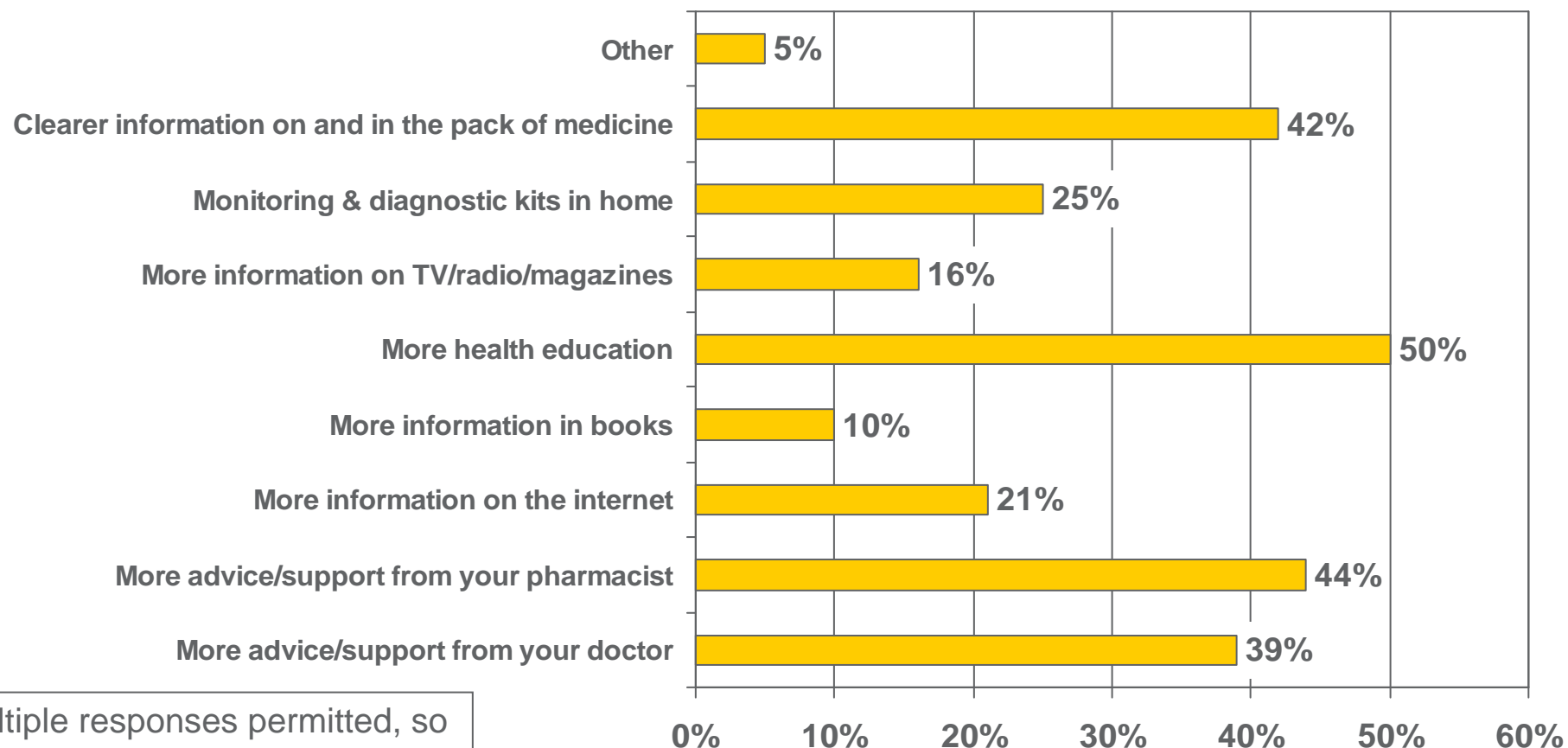
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Ireland



Multiple responses permitted, so
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Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

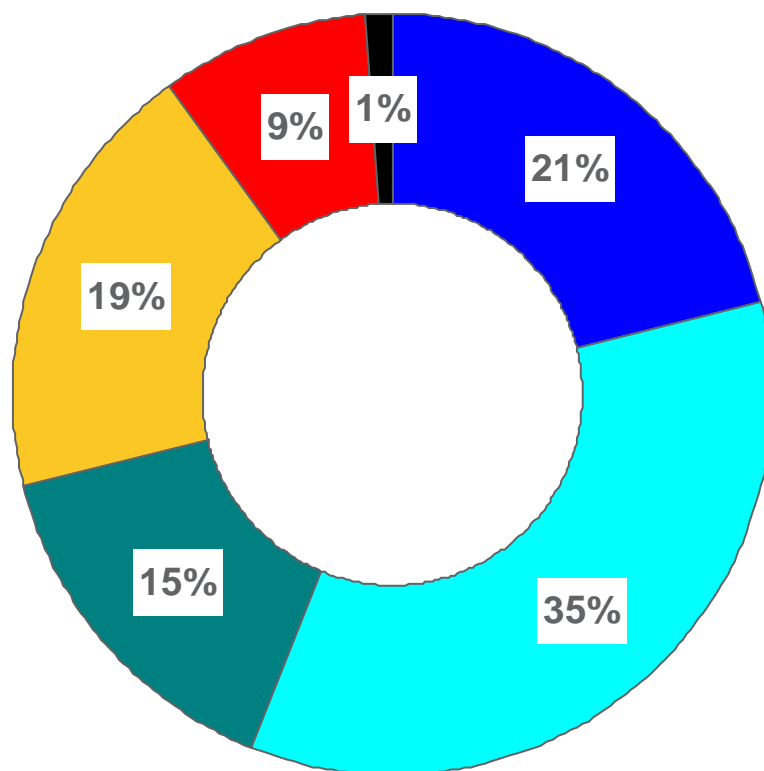
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Ireland



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

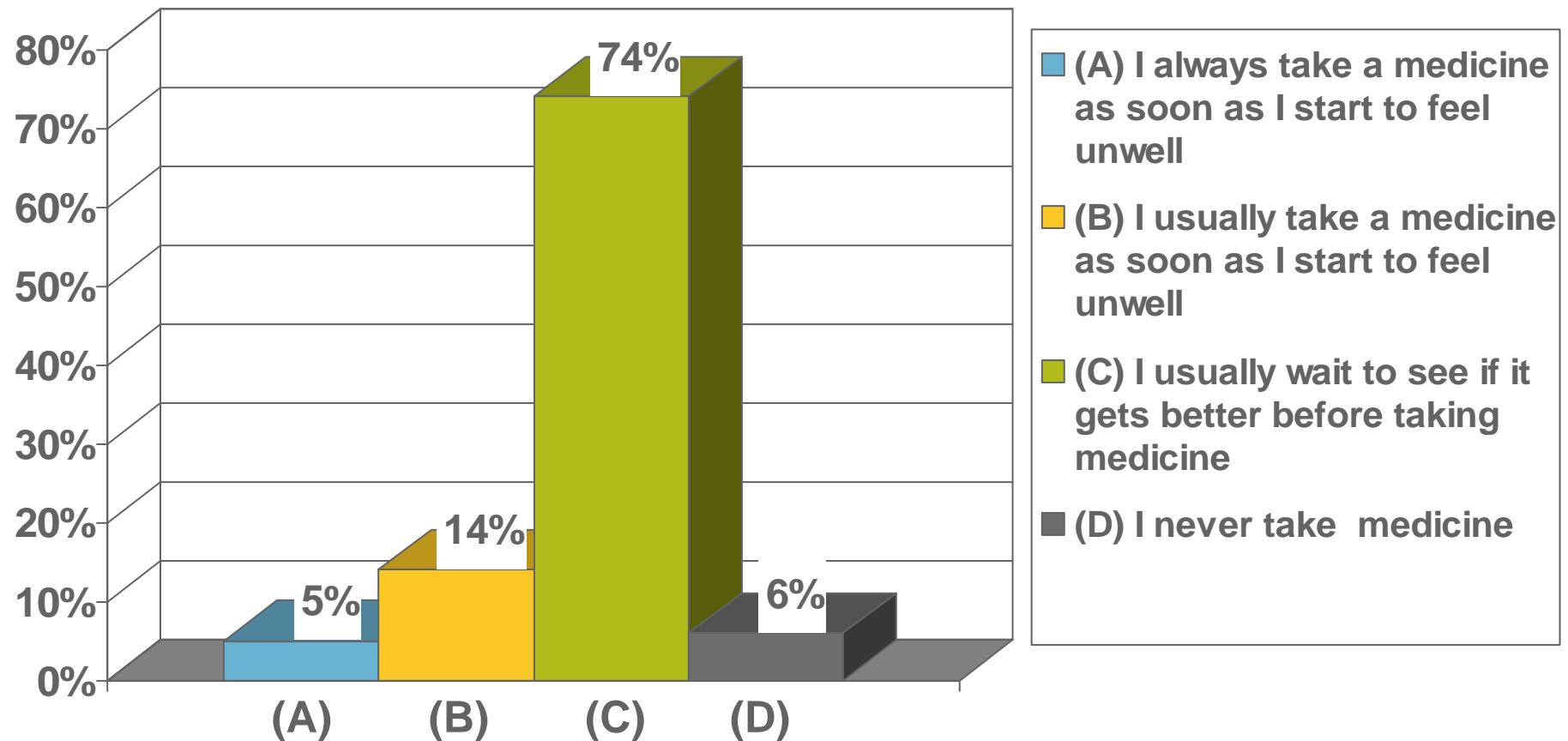
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Italy



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

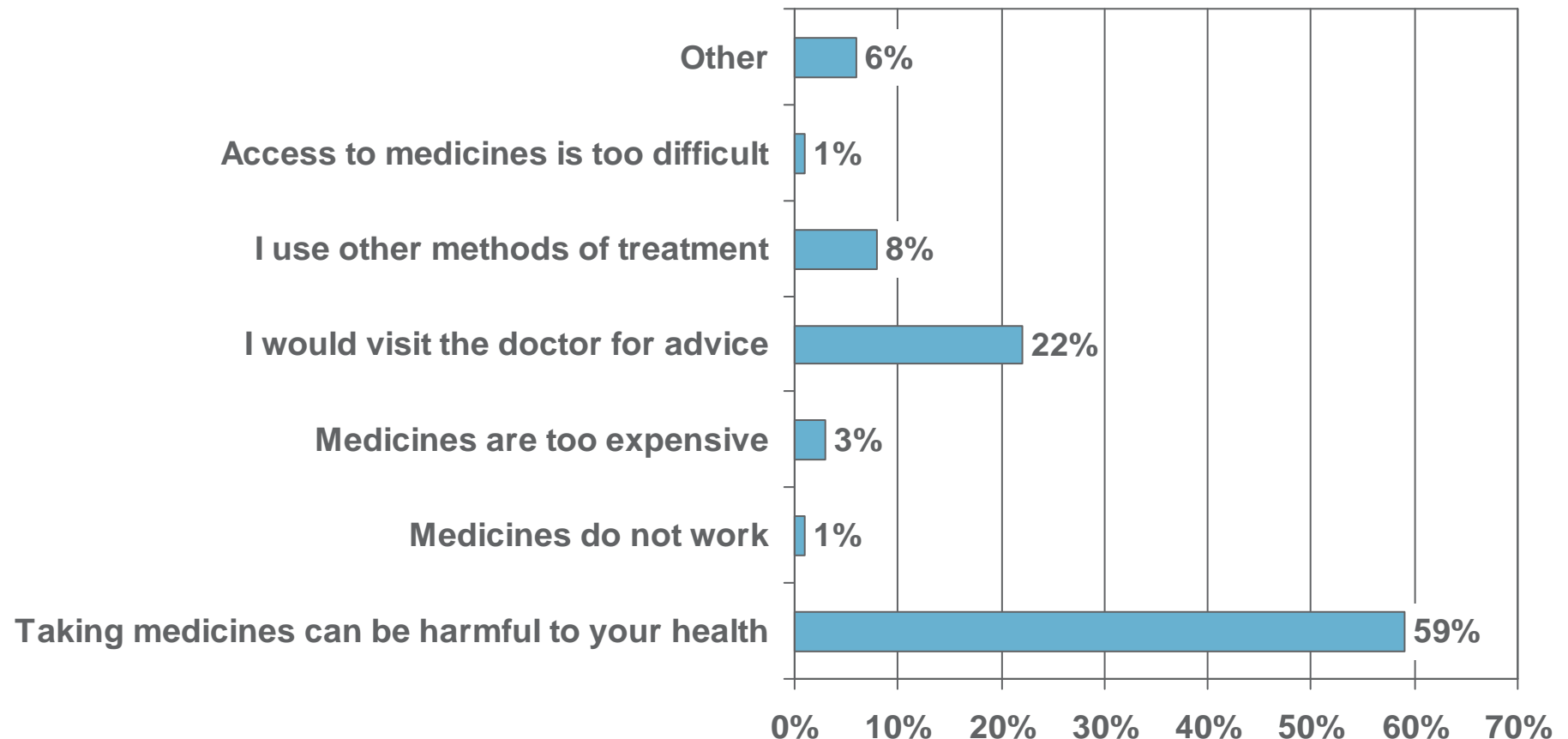
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Italy



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

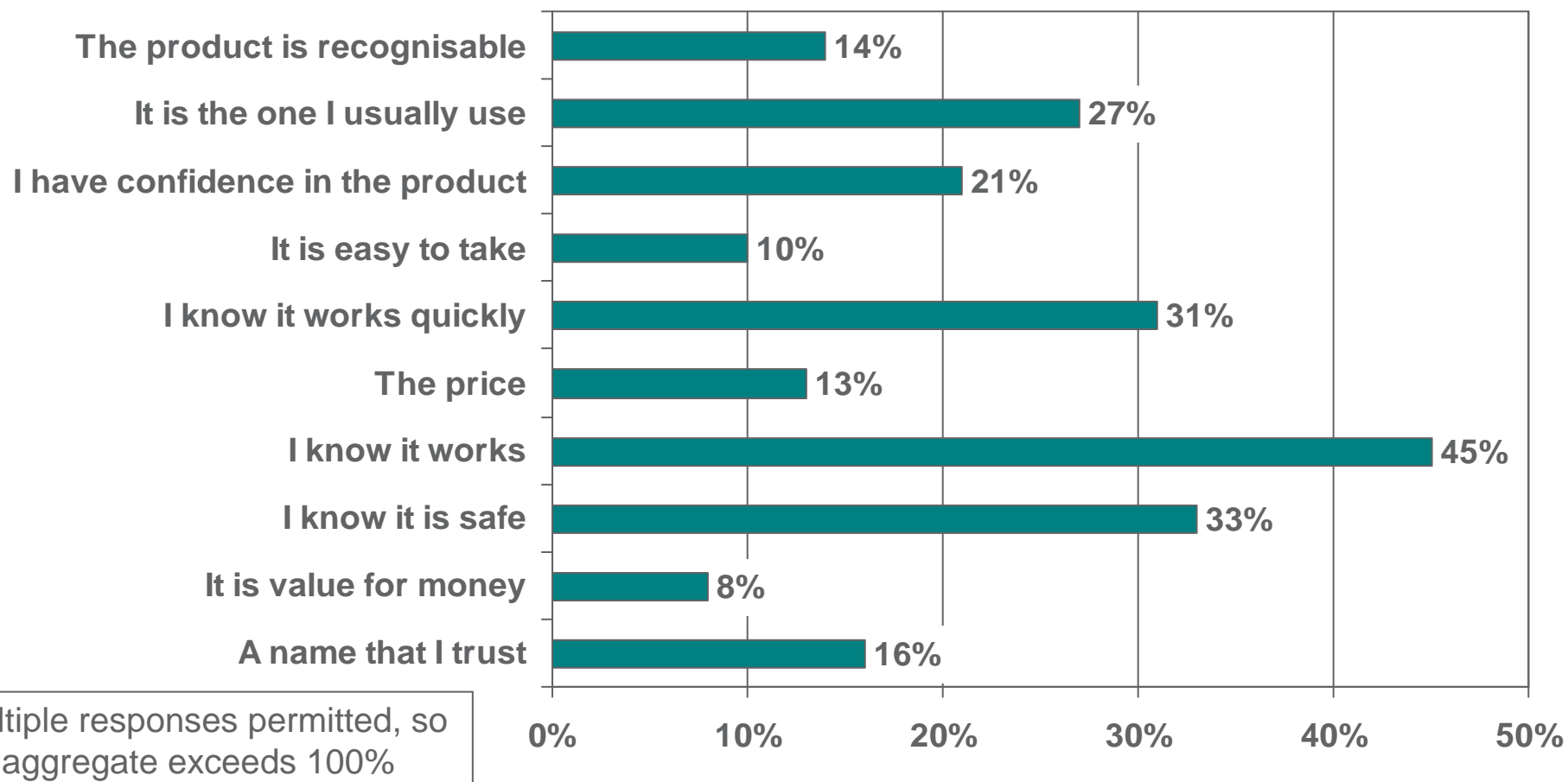
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Italy



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

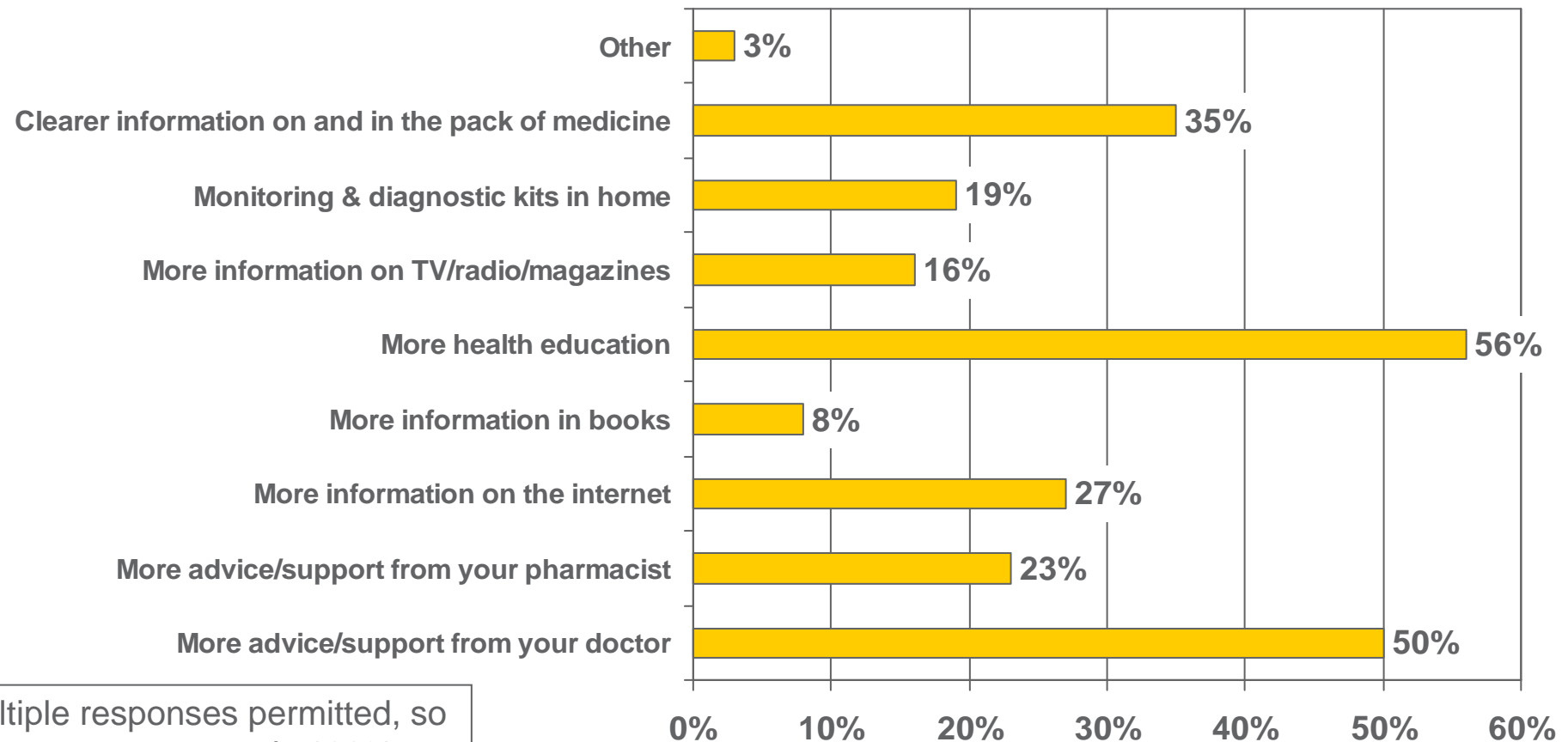
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Italy



Multiple responses permitted, so
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Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

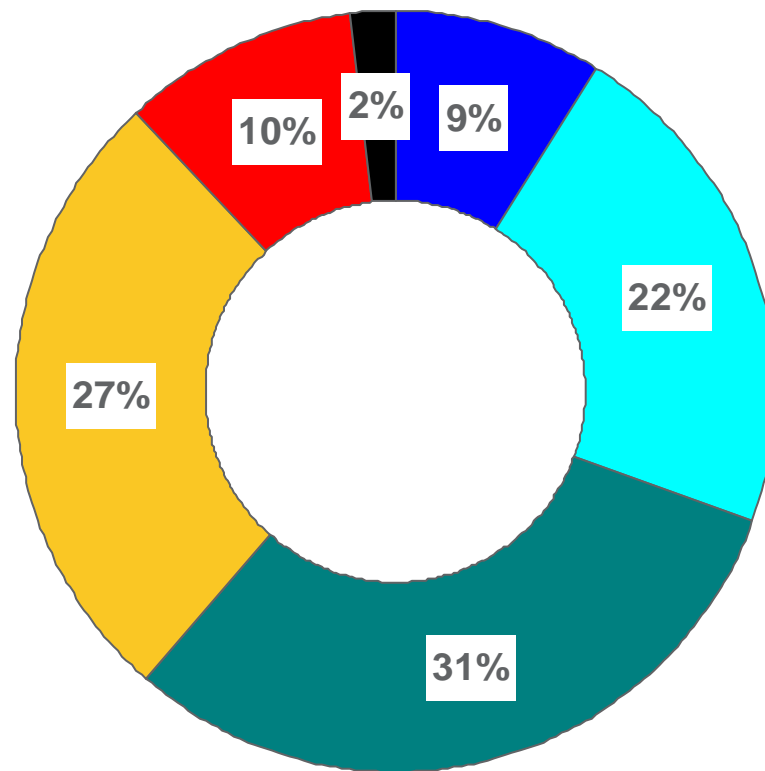
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Italy



- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree
- Don't know

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

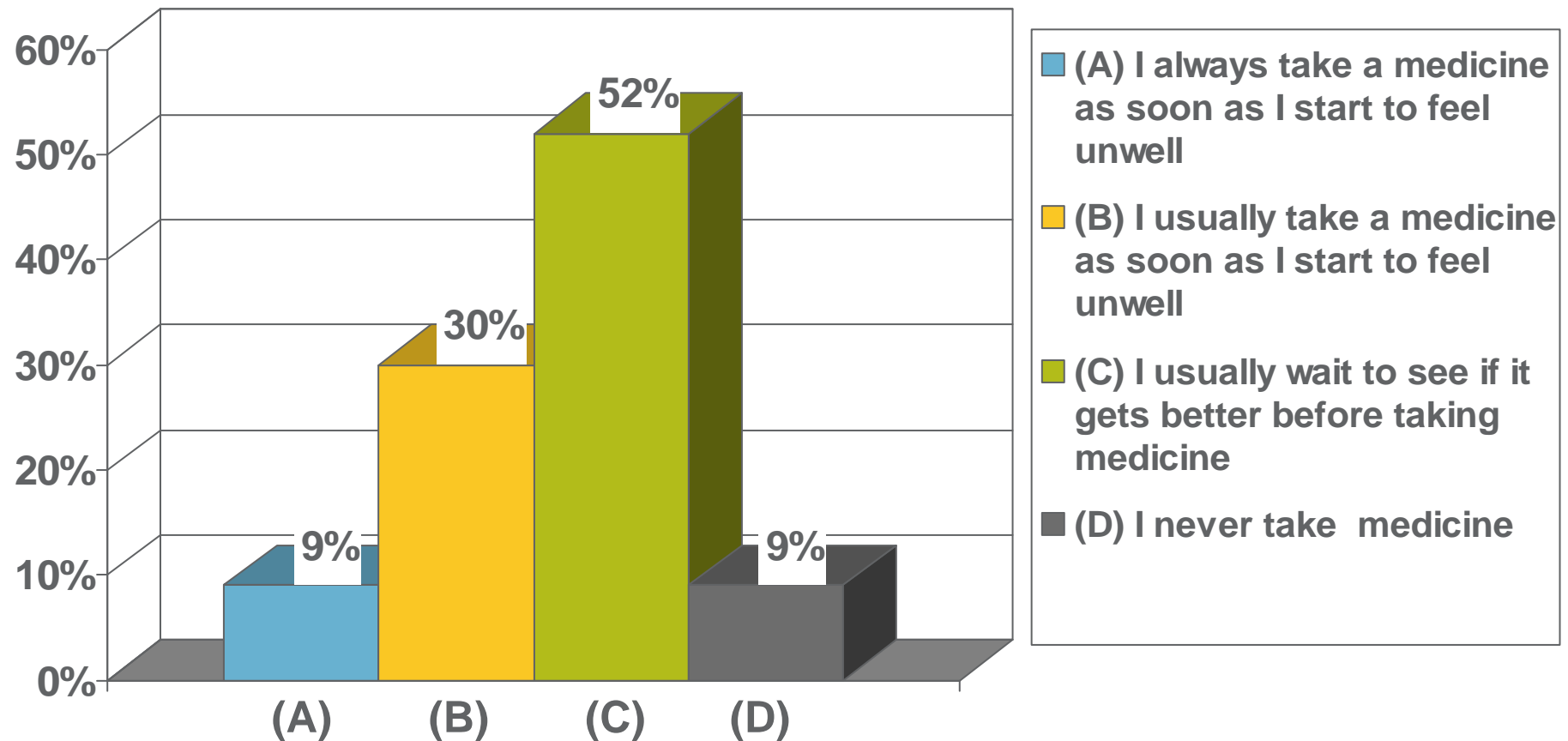
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Latvia



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

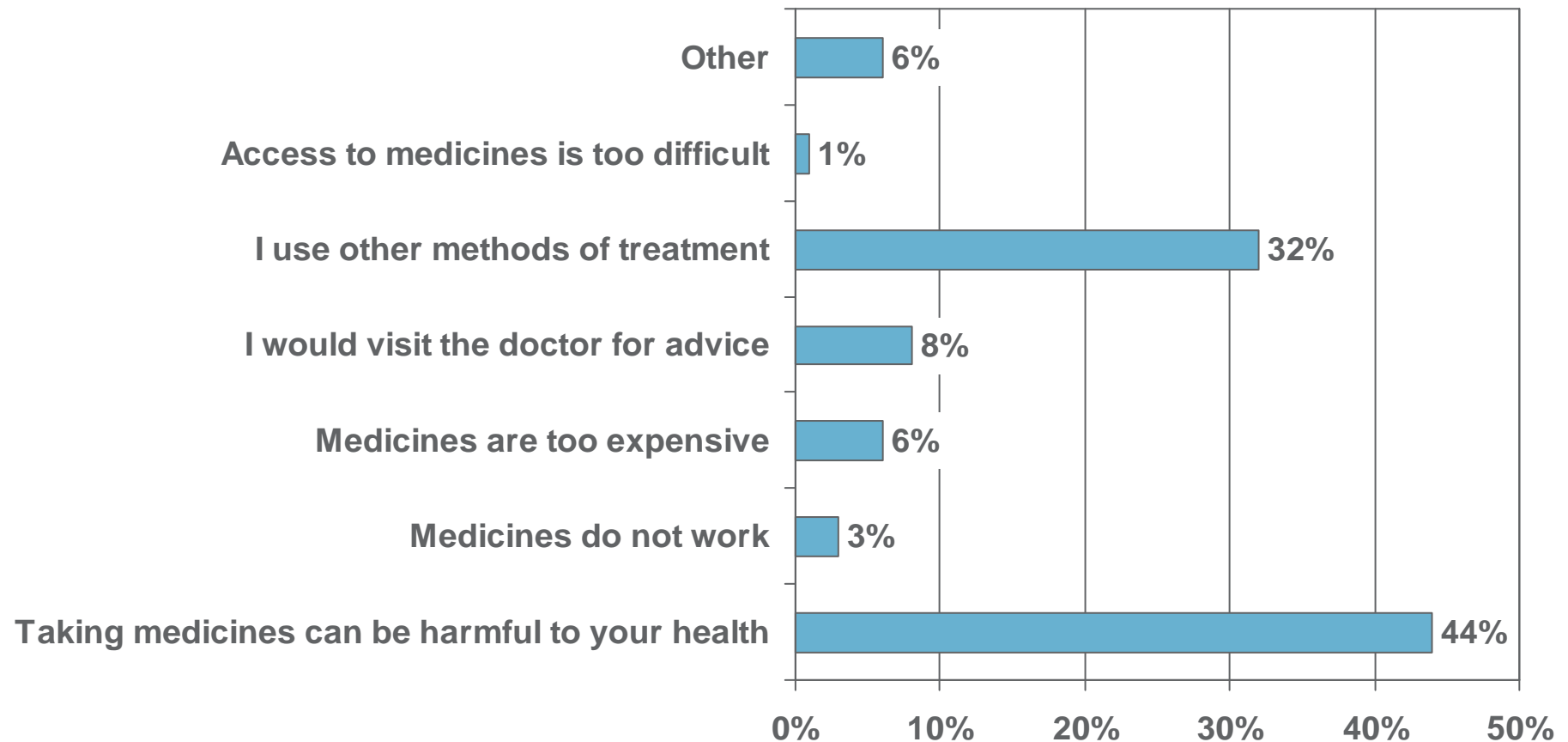
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Latvia

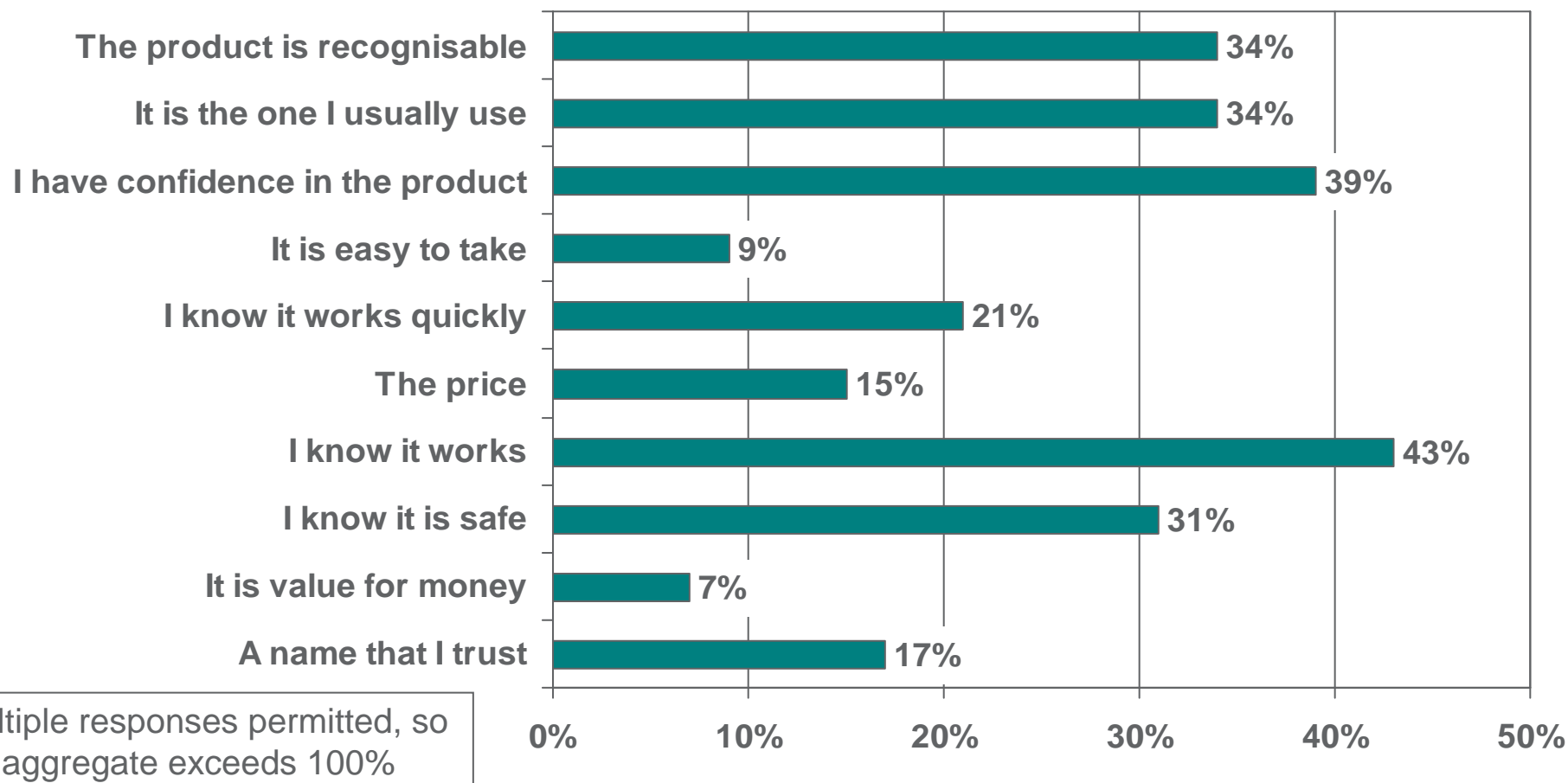


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

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Latvia



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

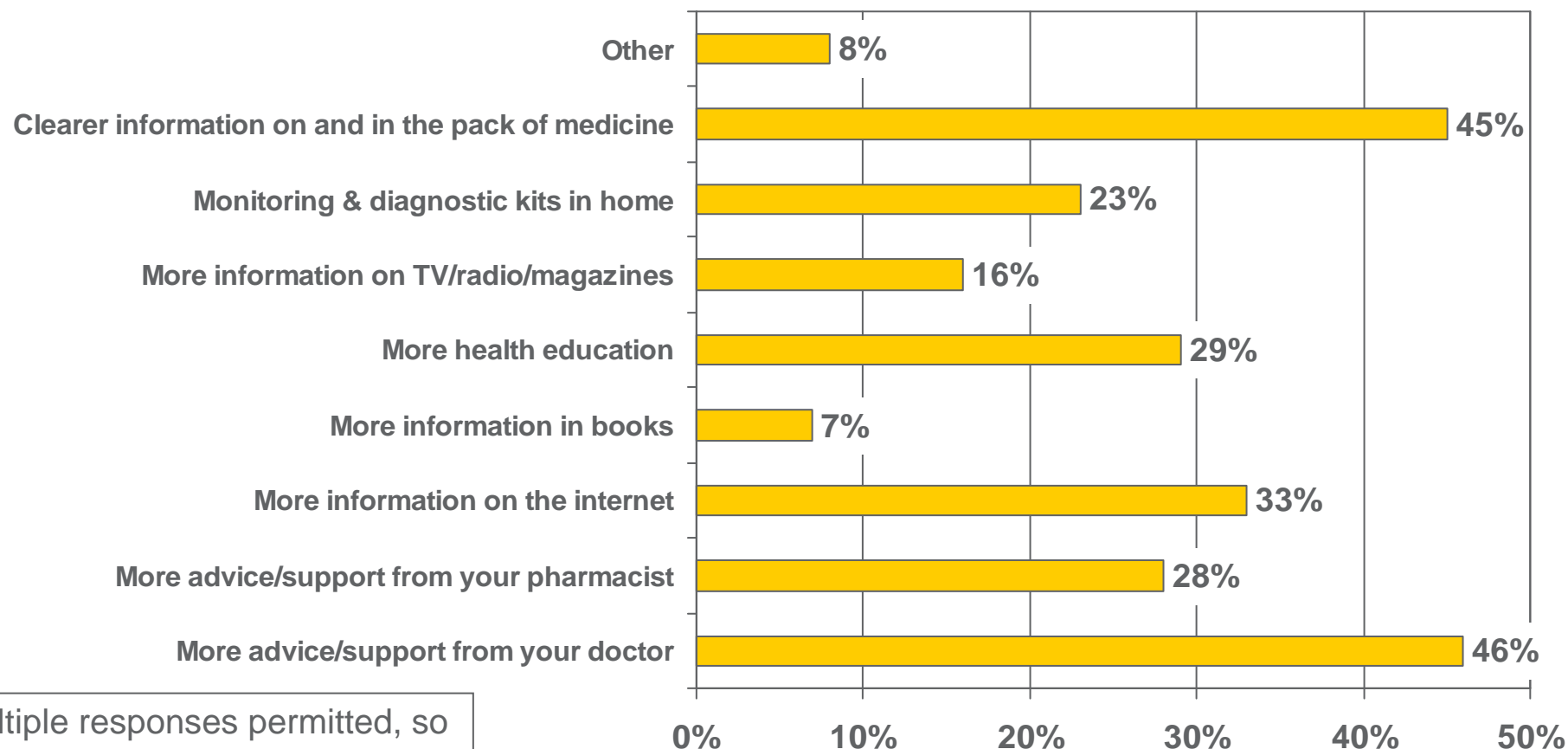
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Latvia



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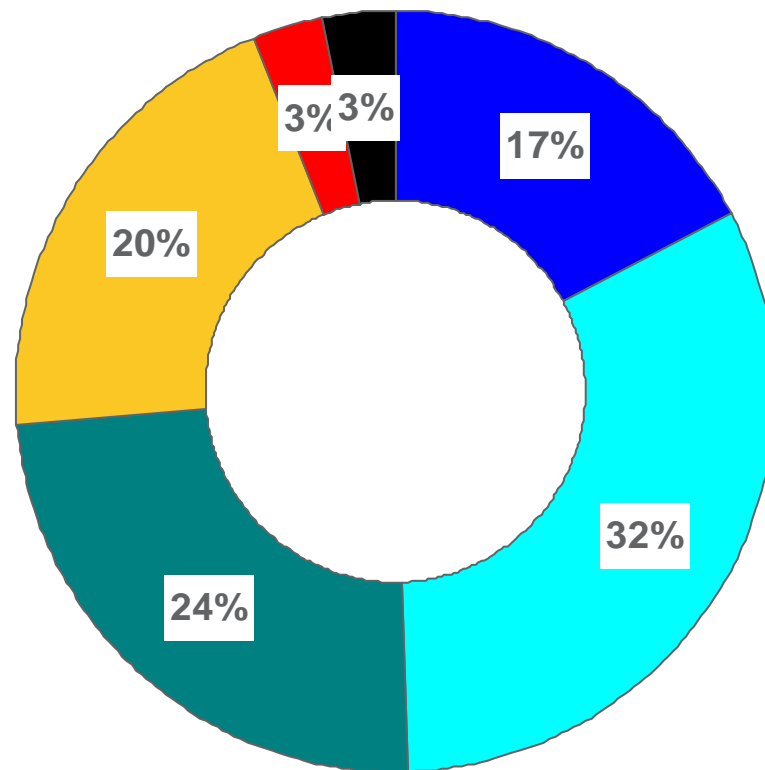
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Latvia



- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree
- Don't know

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

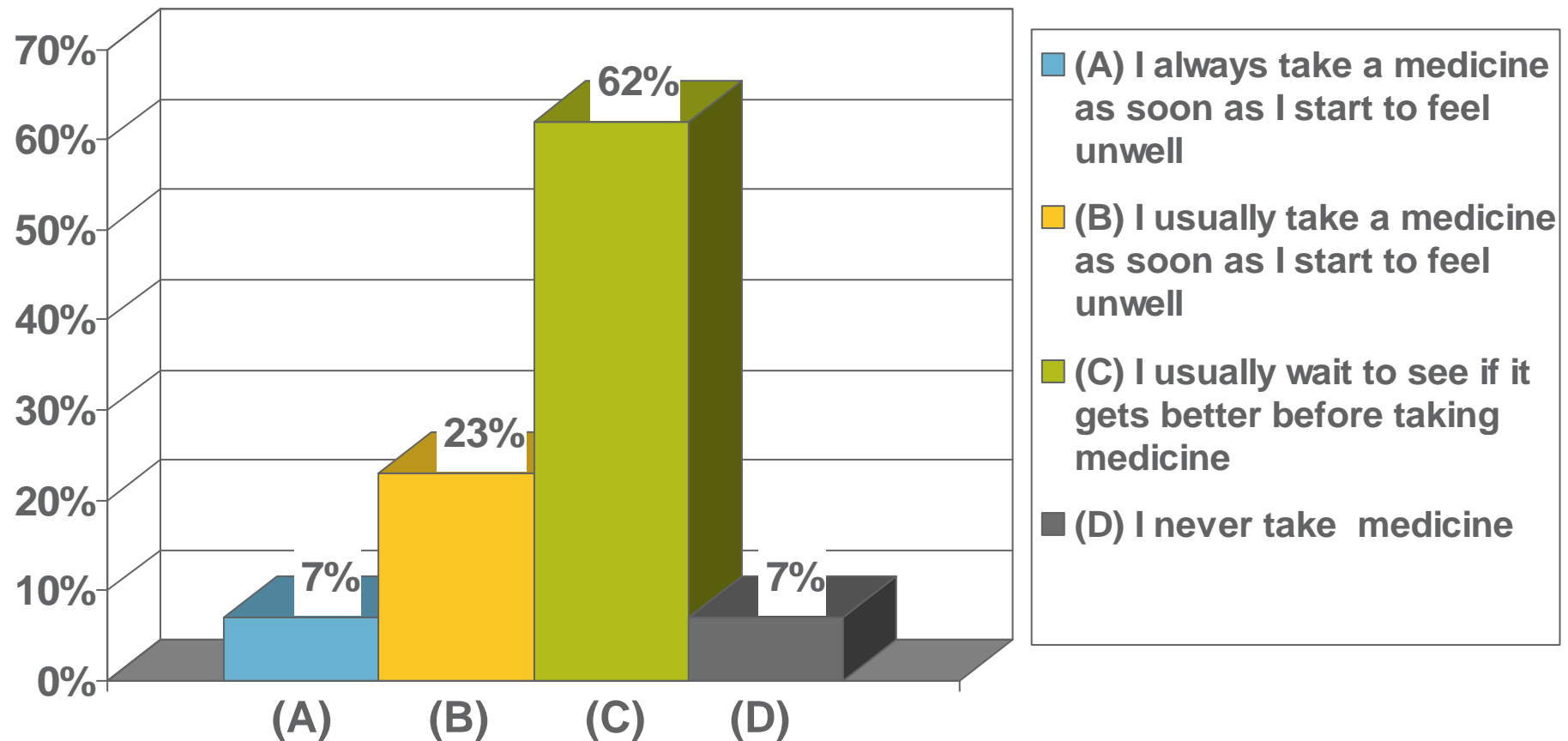
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Lithuania



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

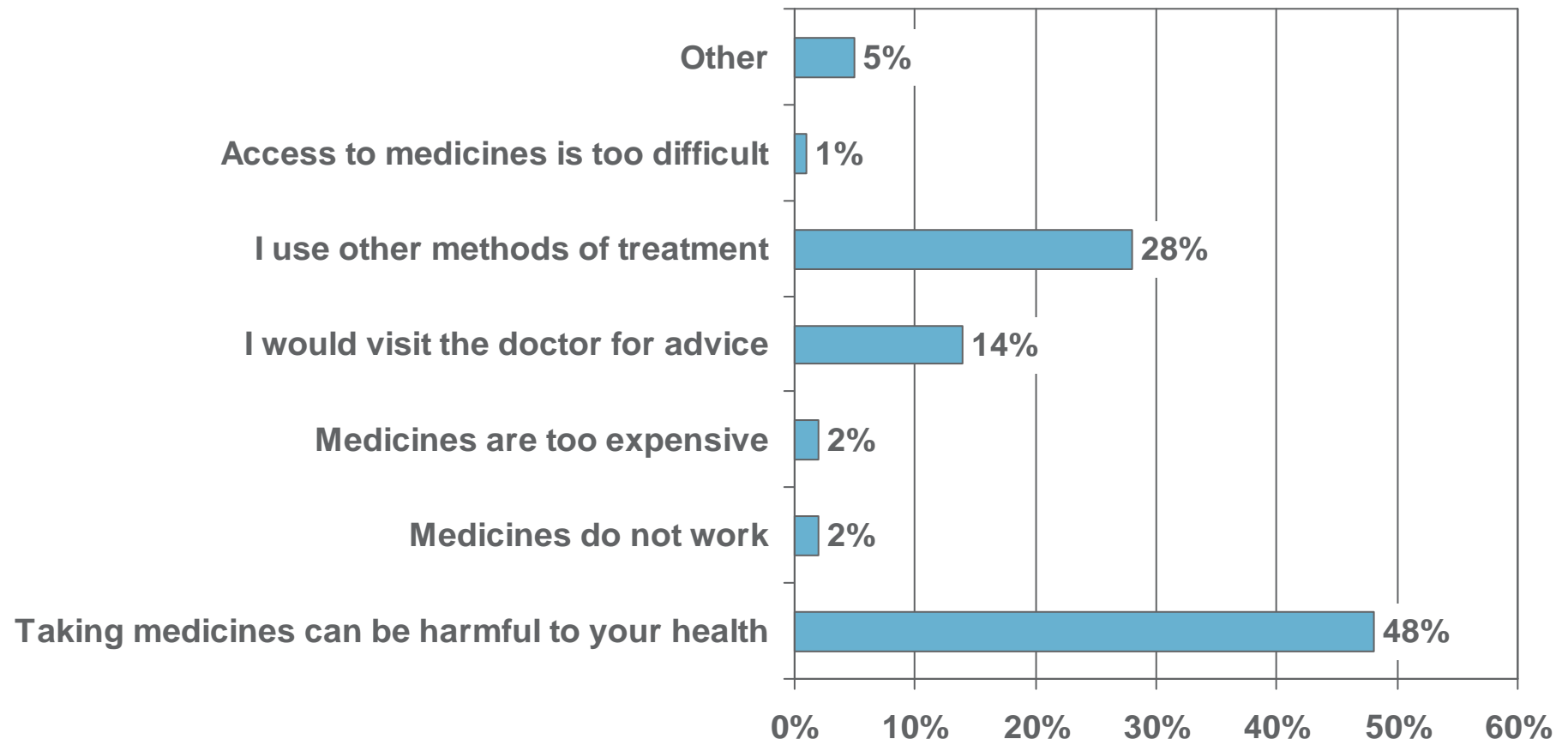
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Lithuania



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

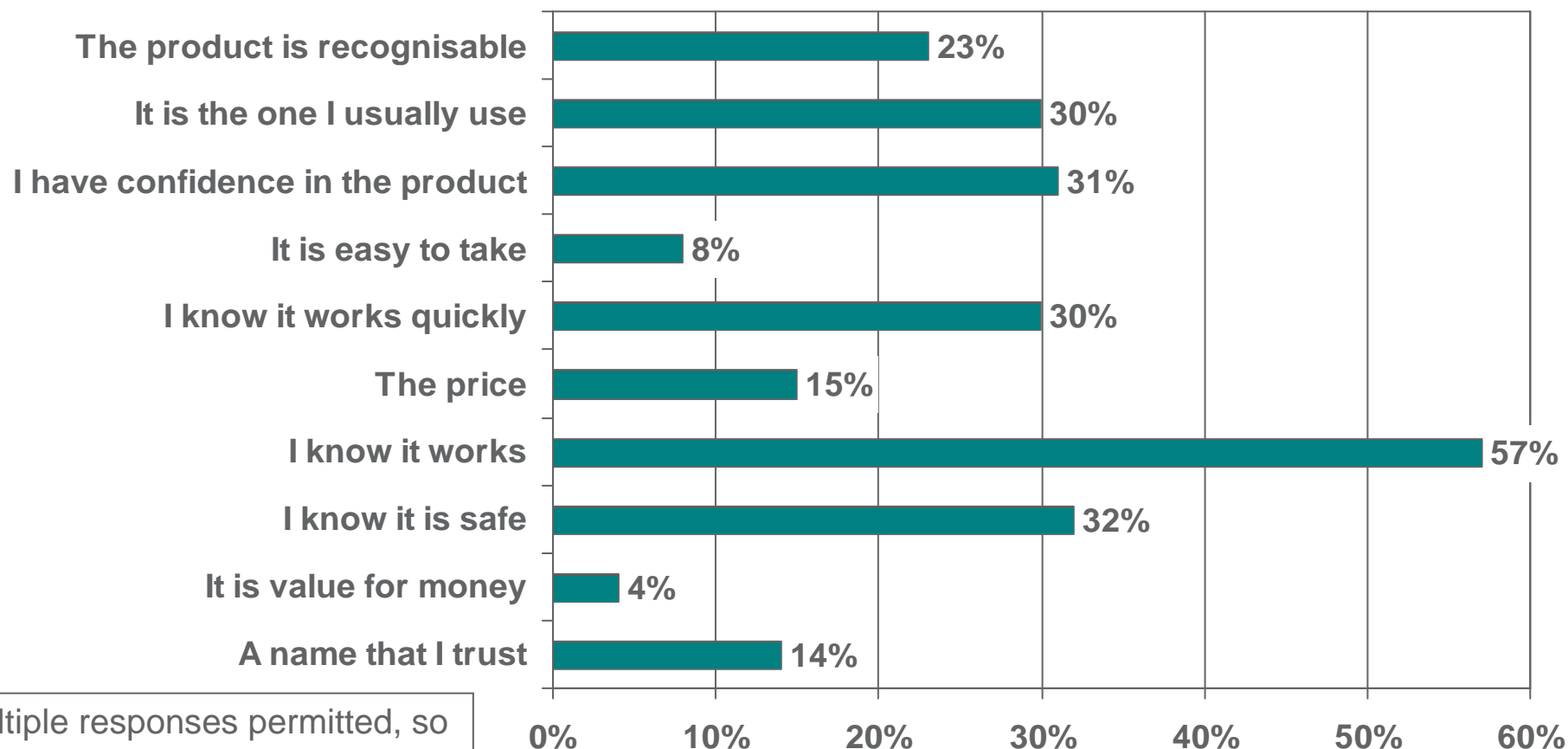
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Lithuania



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

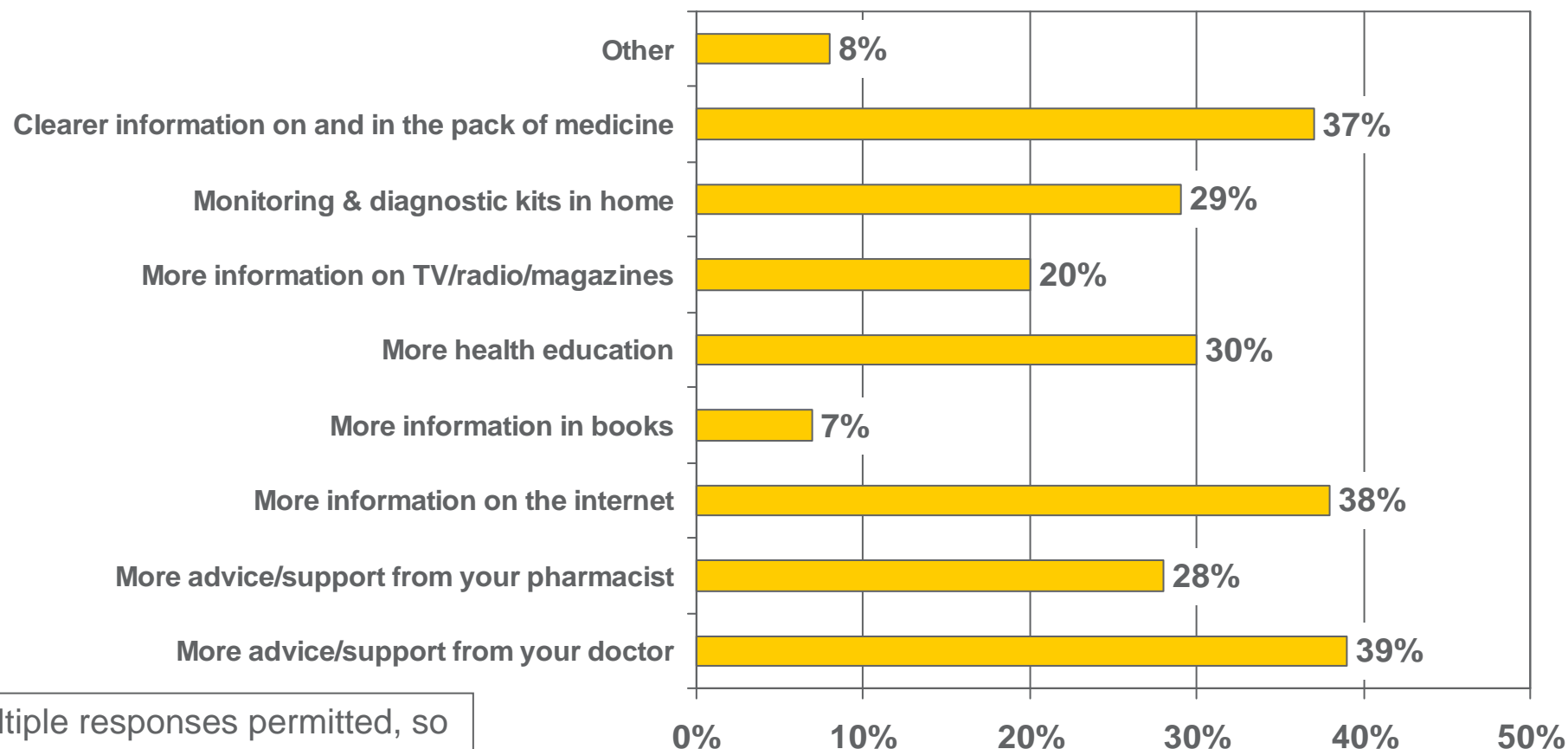
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Lithuania



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

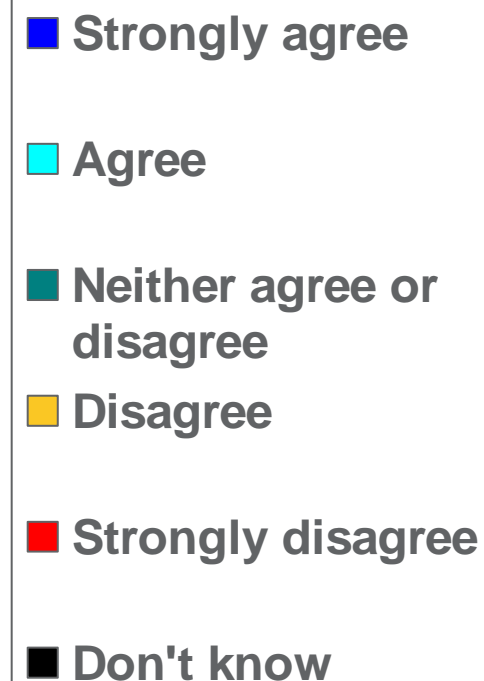
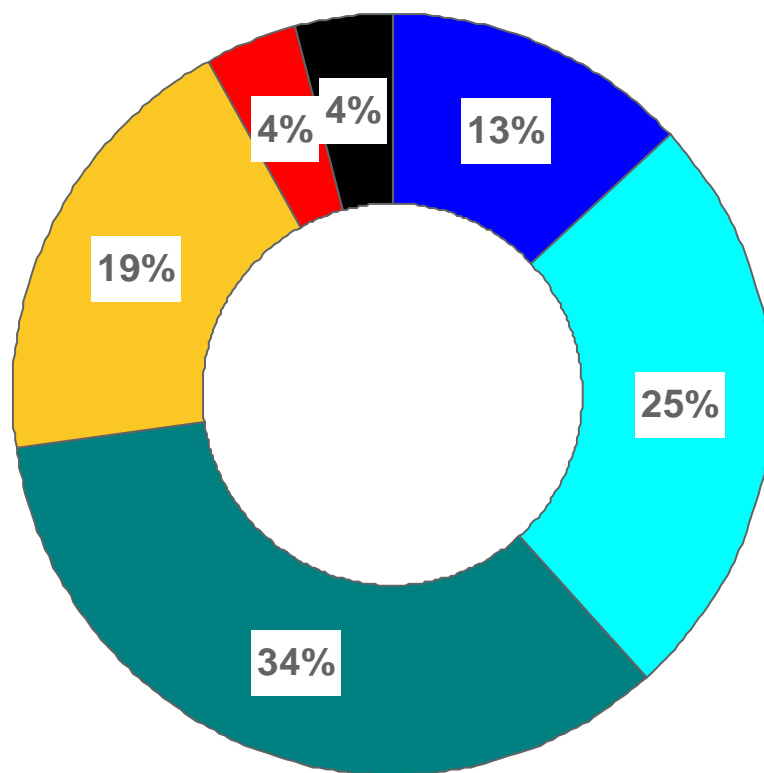
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Lithuania



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

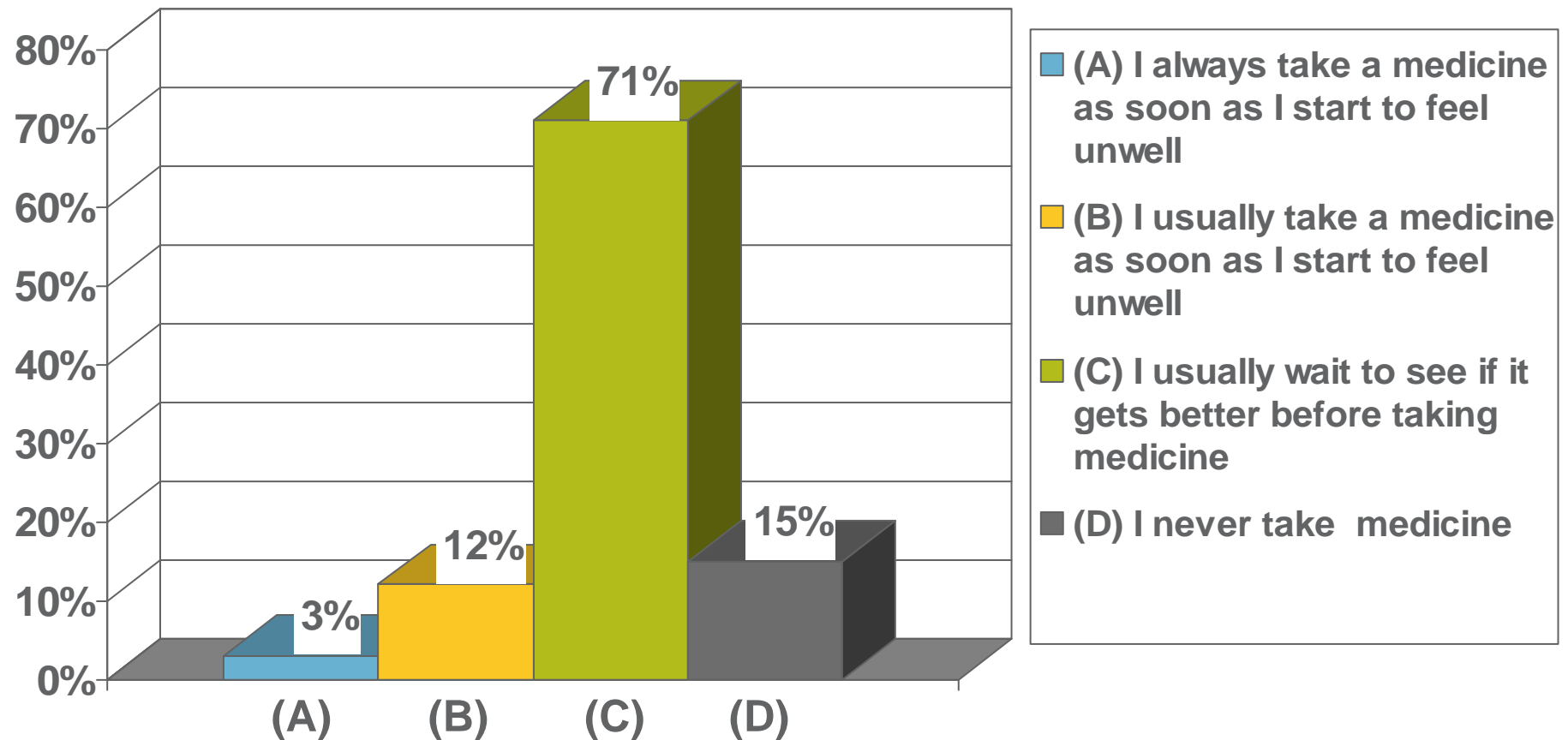
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Netherlands



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

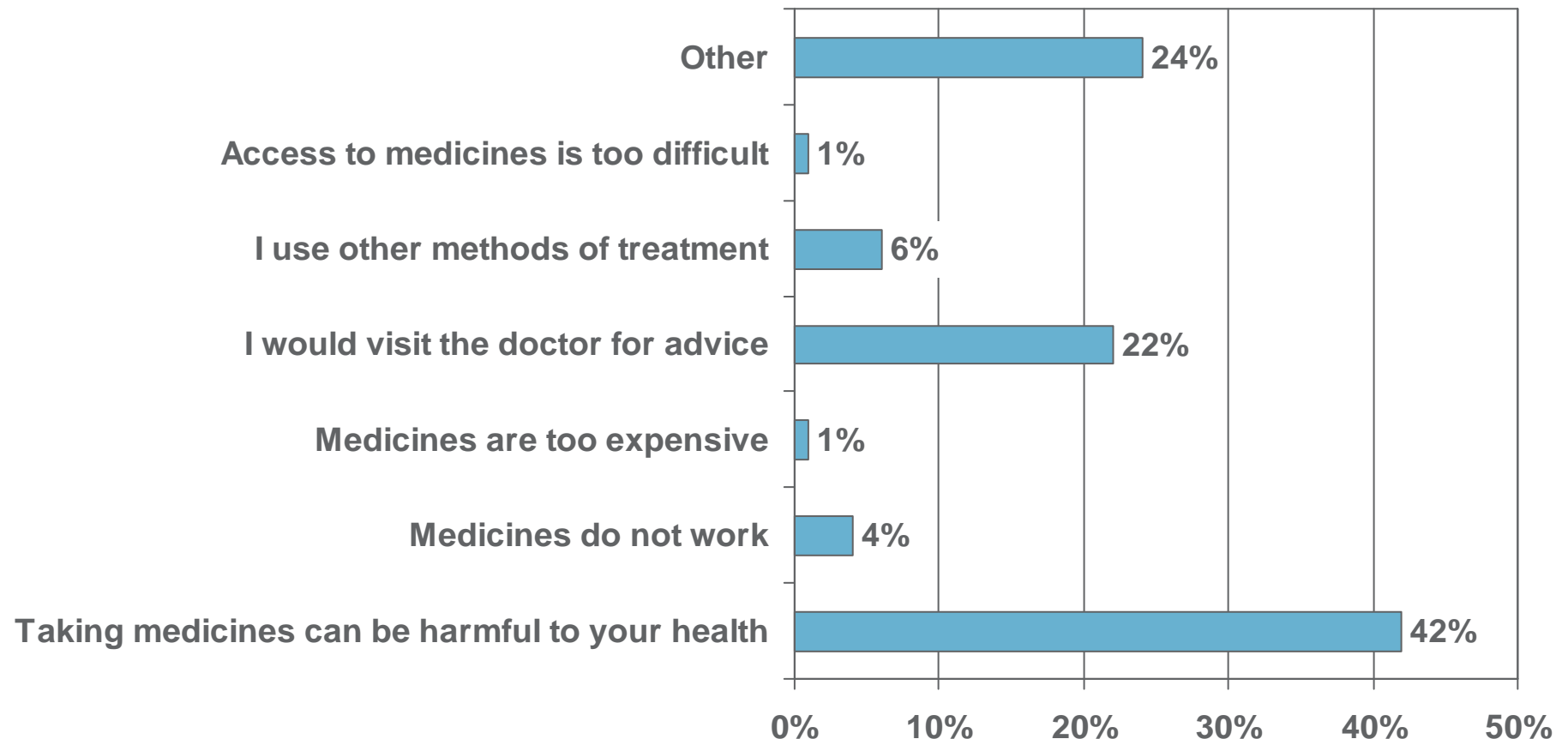
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Netherlands

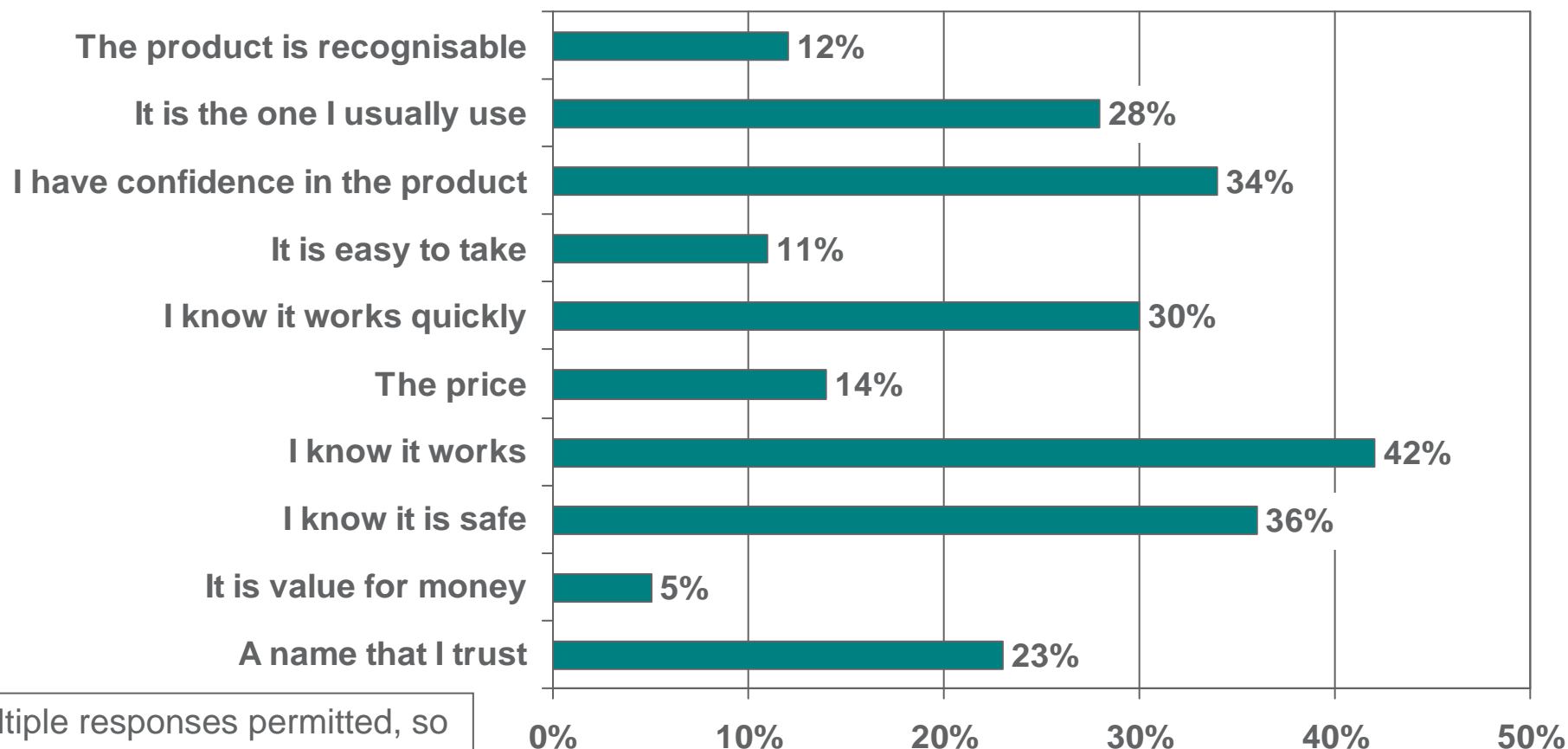


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Netherlands



Multiple responses permitted, so
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Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

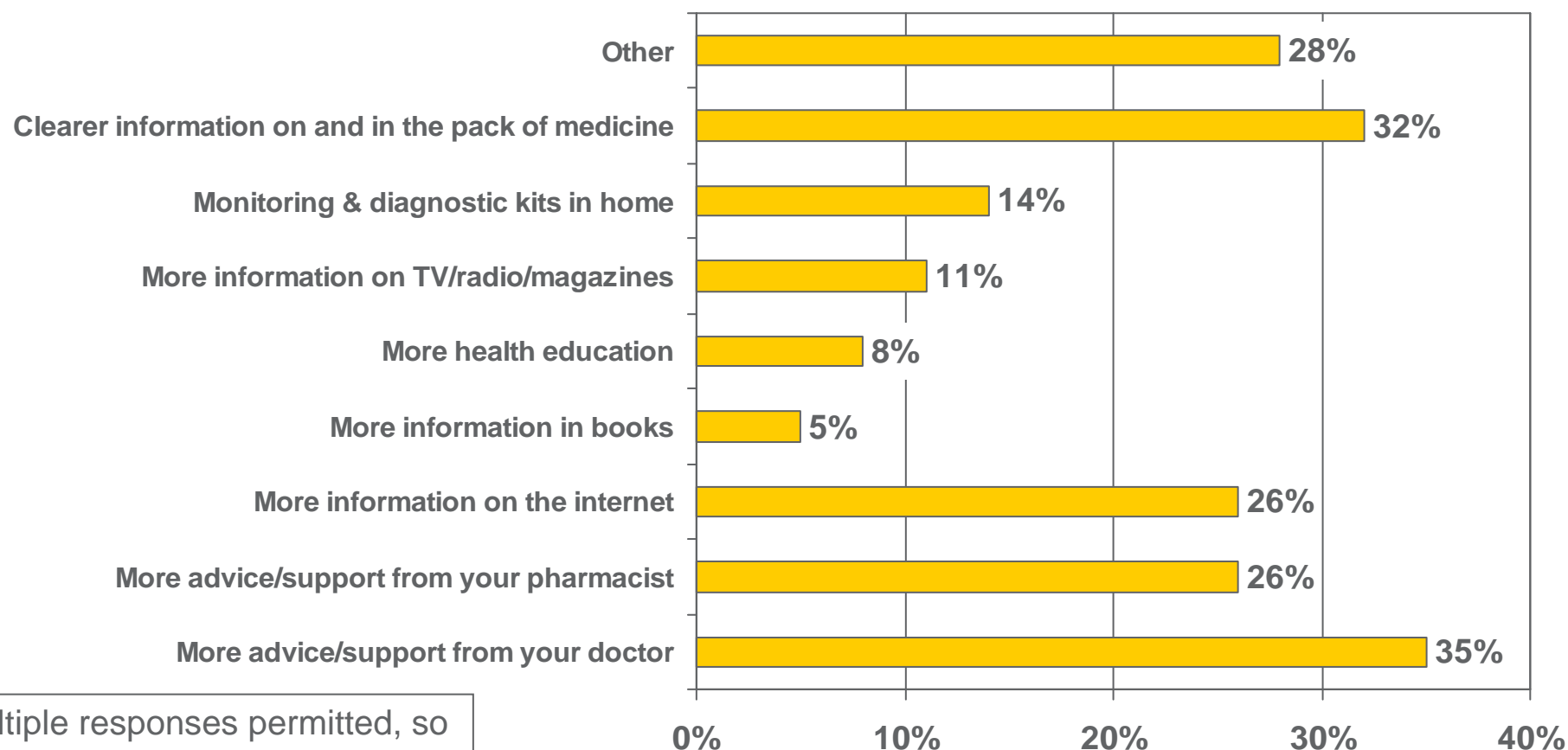
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Netherlands



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

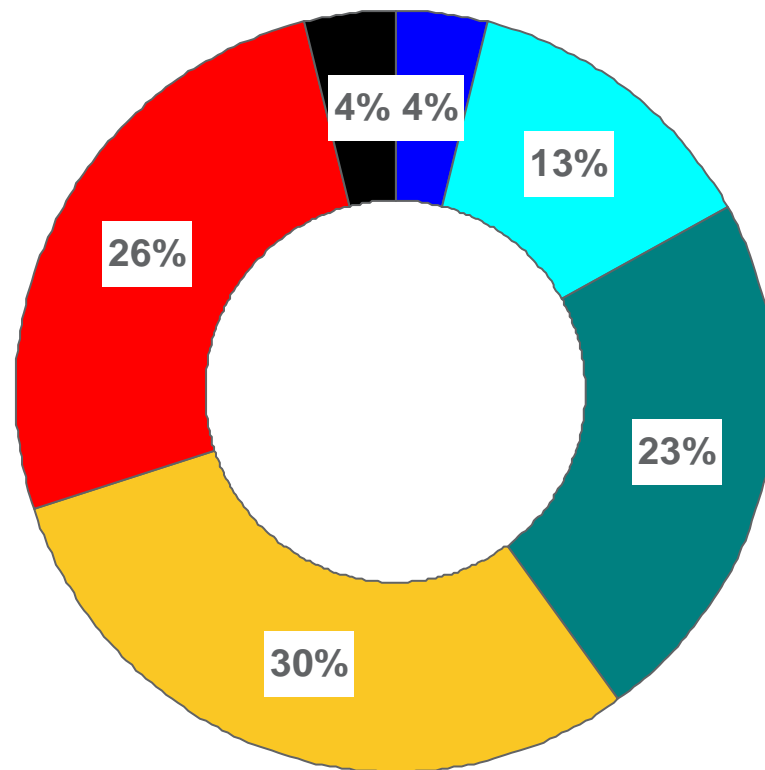
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Netherlands



- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree
- Don't know

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

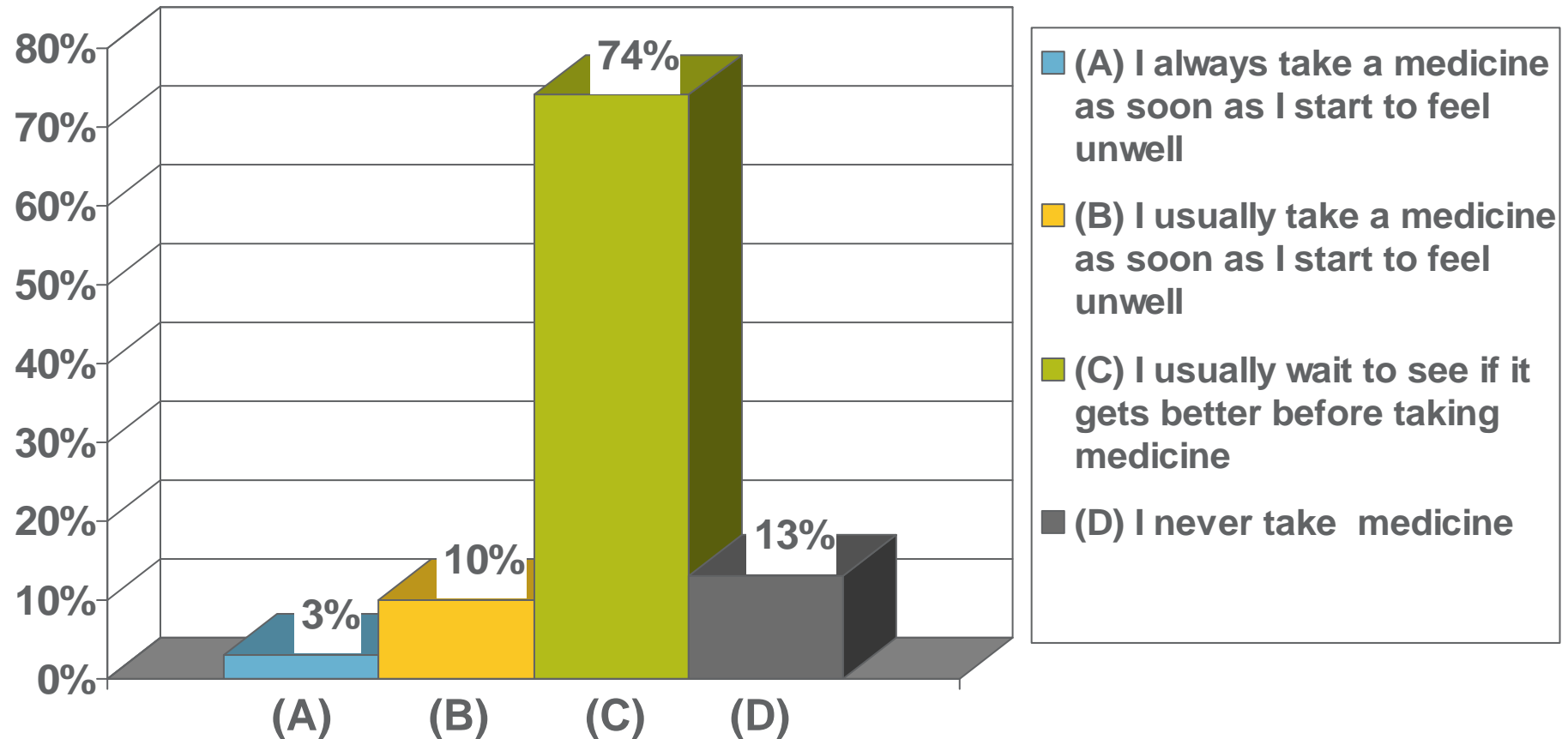
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Norway



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

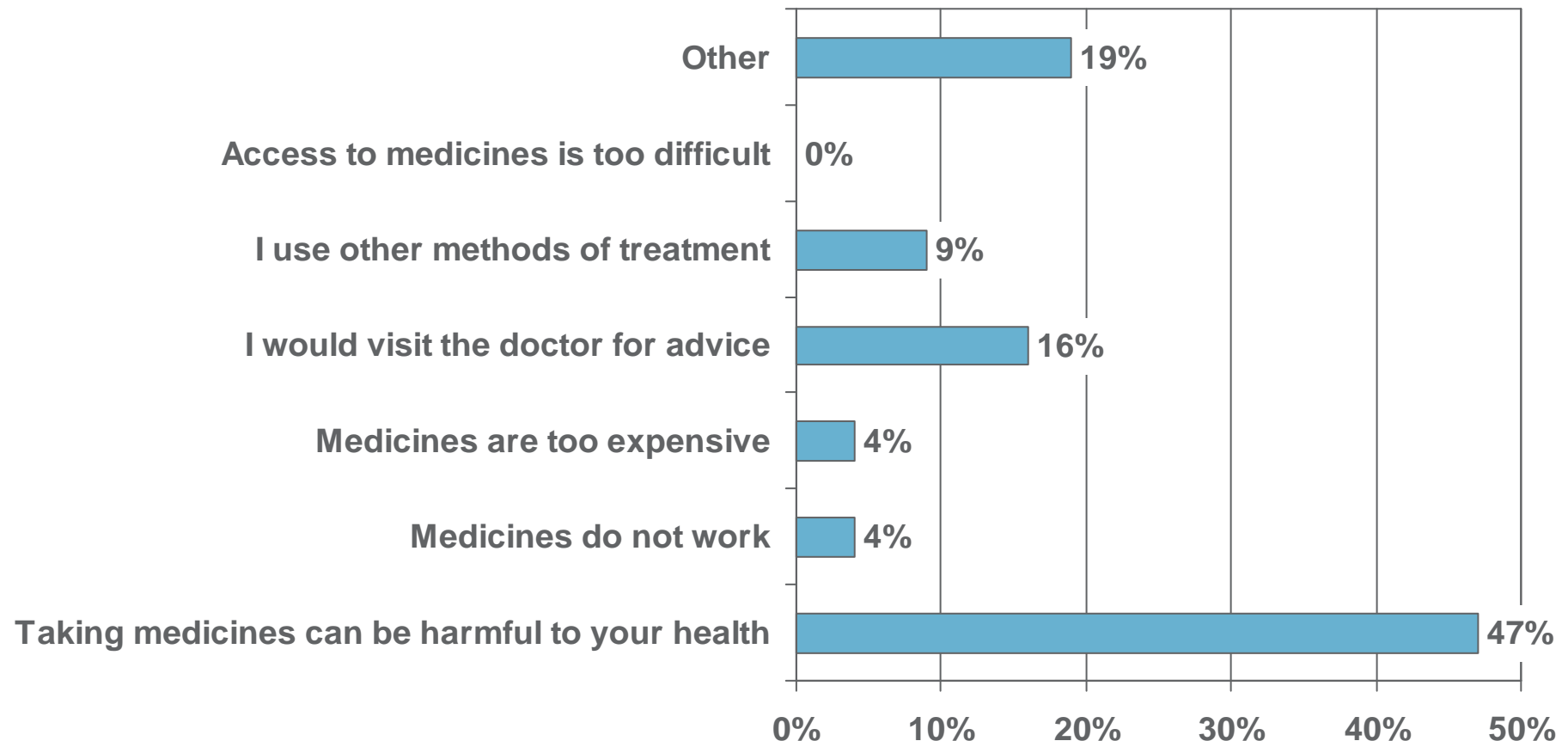
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Norway



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

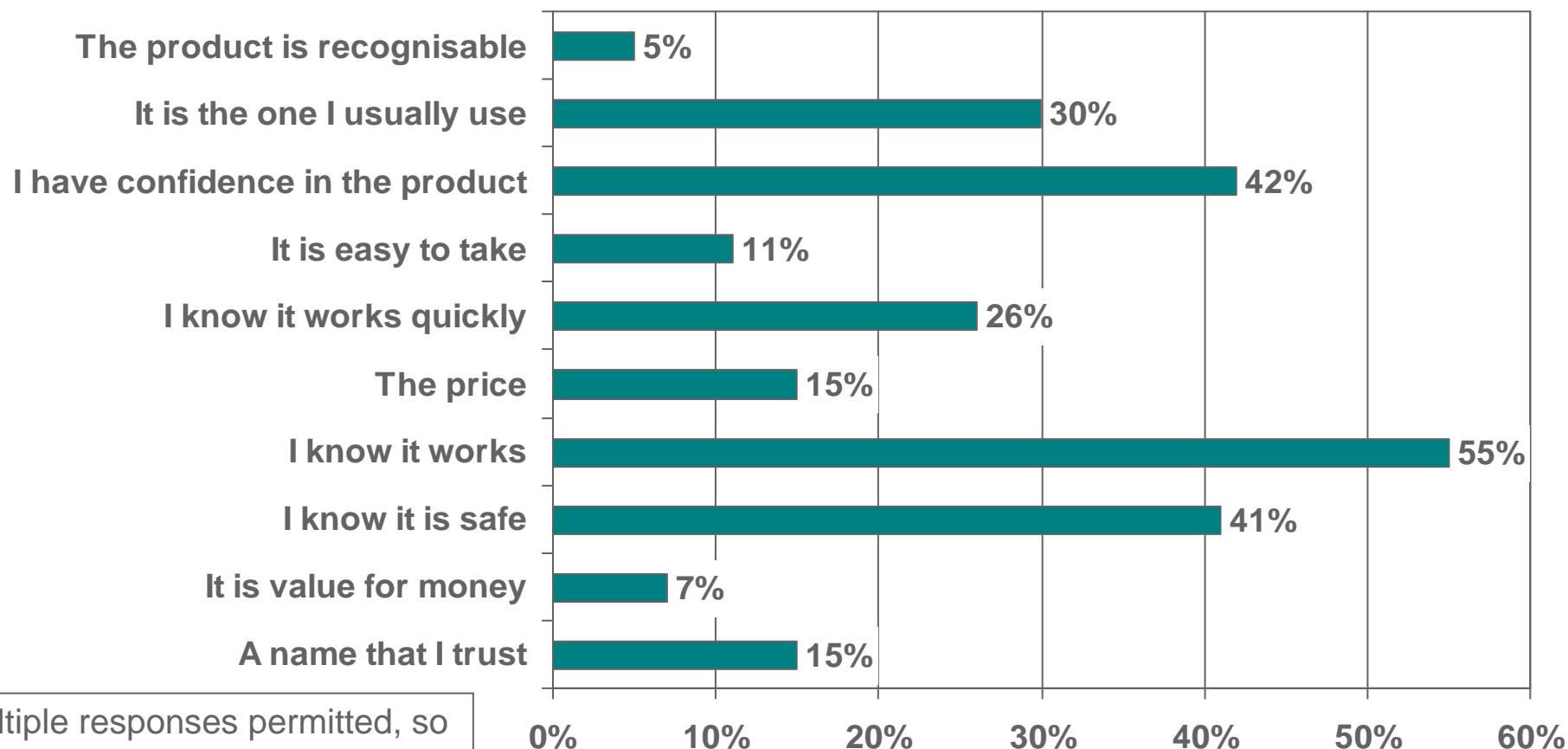
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Norway



Multiple responses permitted, so
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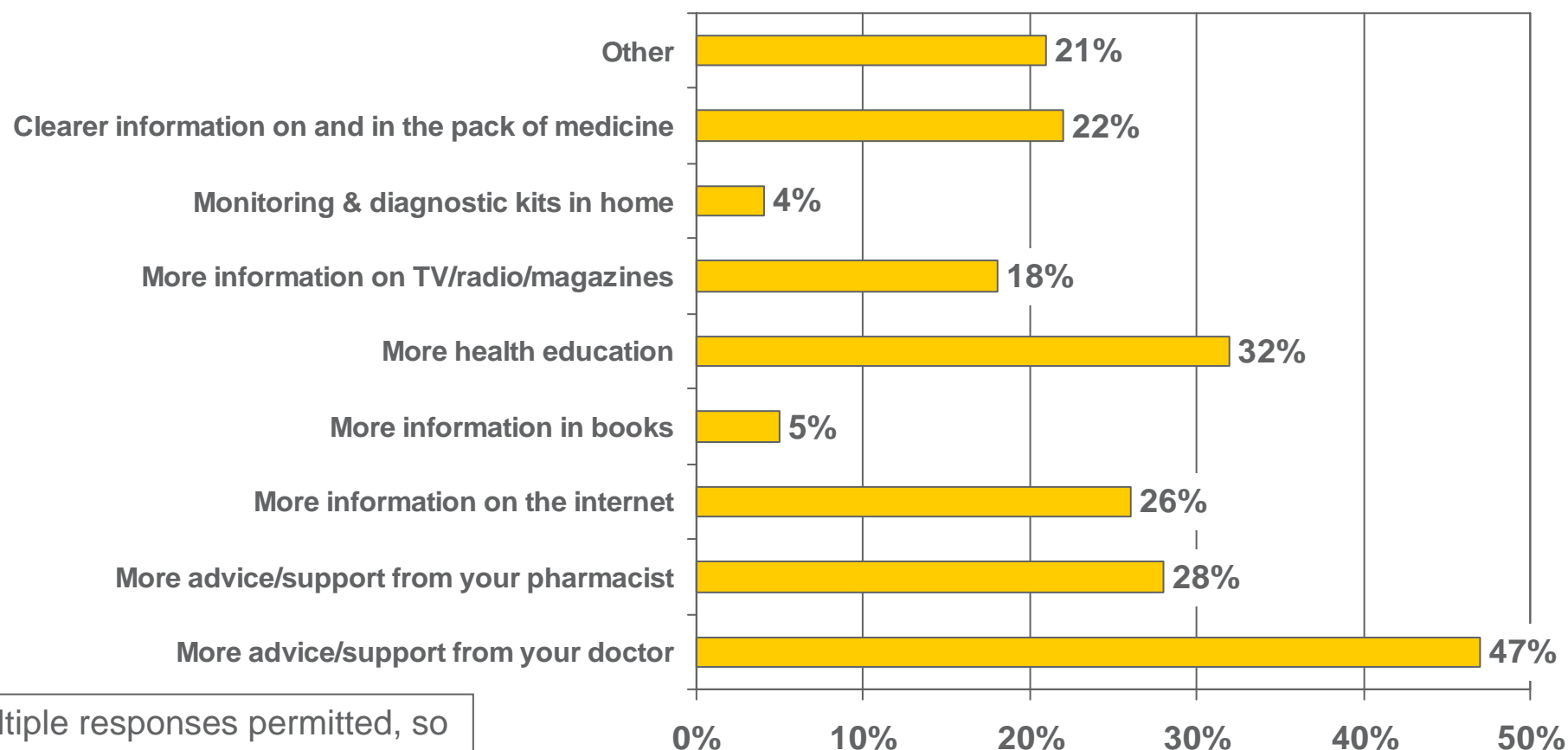
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Norway



Multiple responses permitted, so
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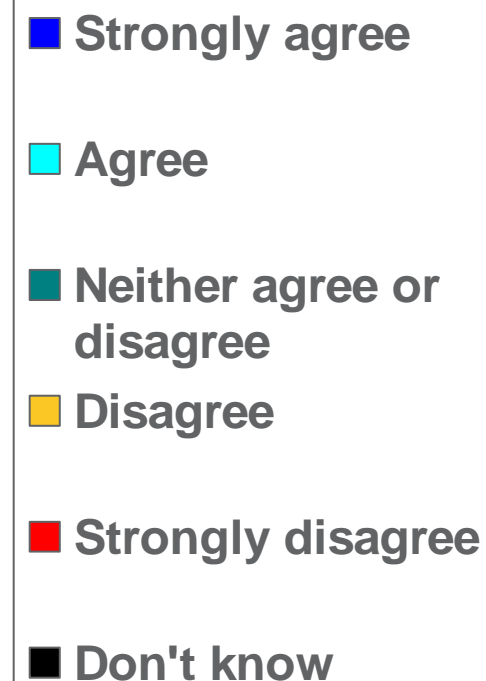
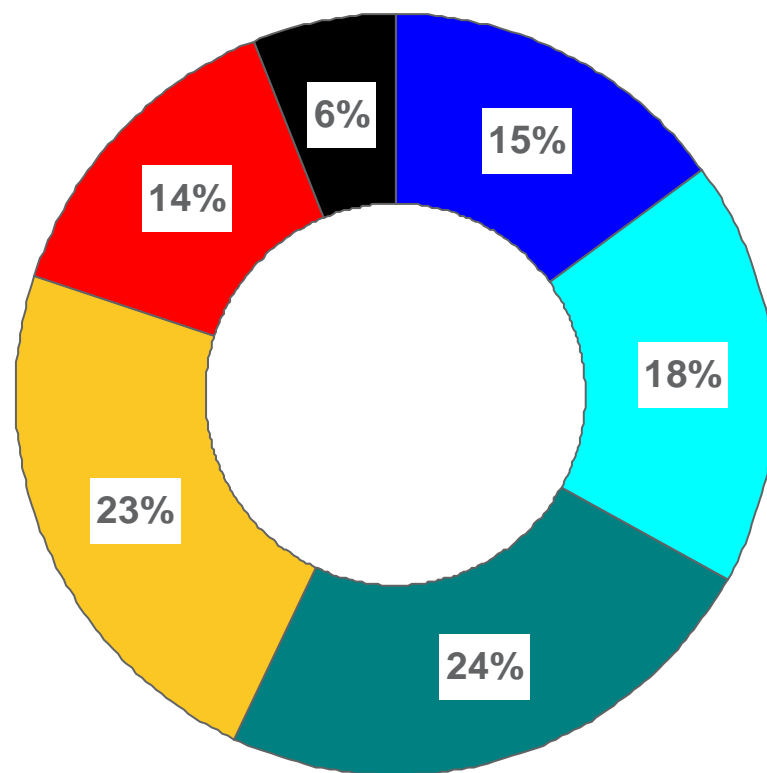
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Norway



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

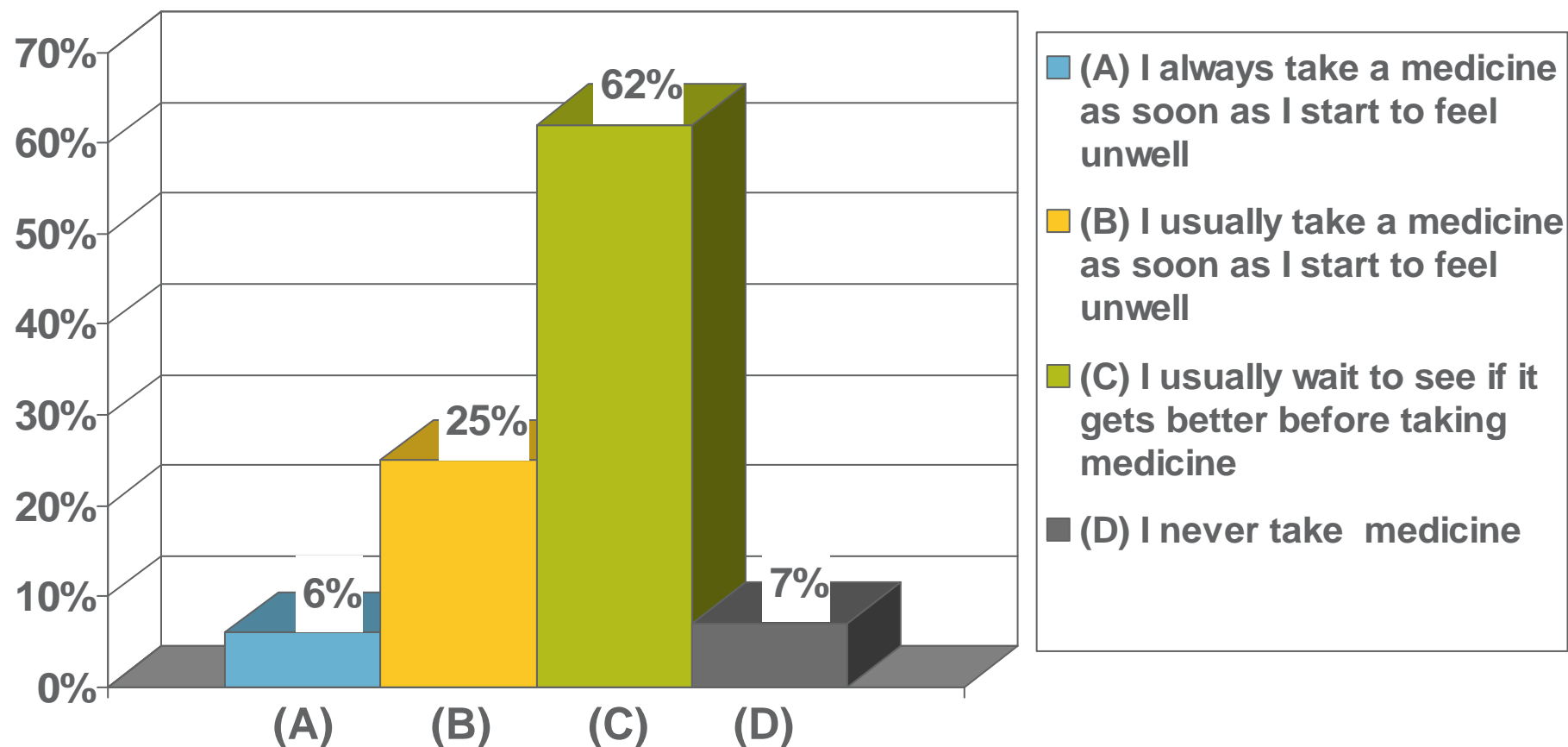
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Poland



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

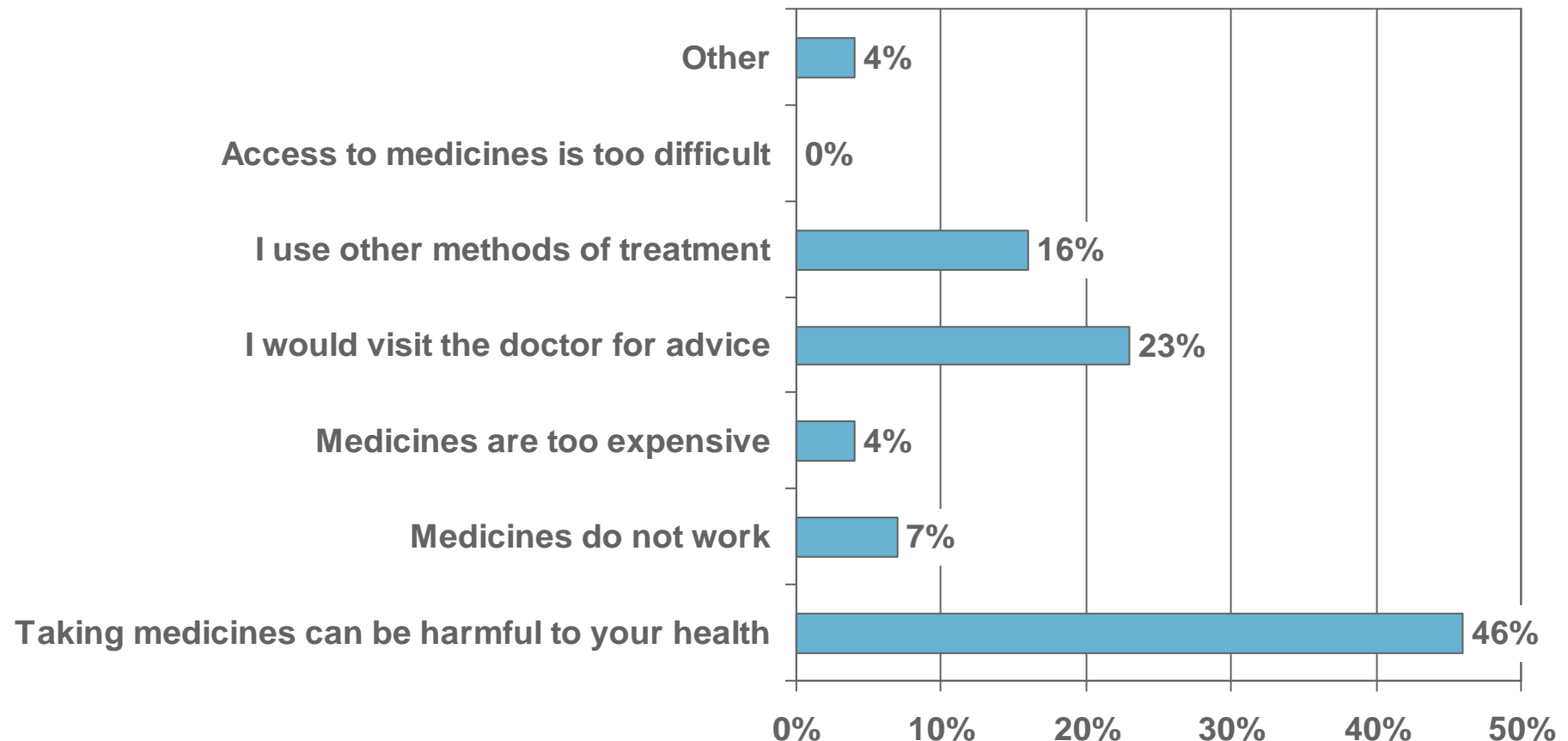
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Poland



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

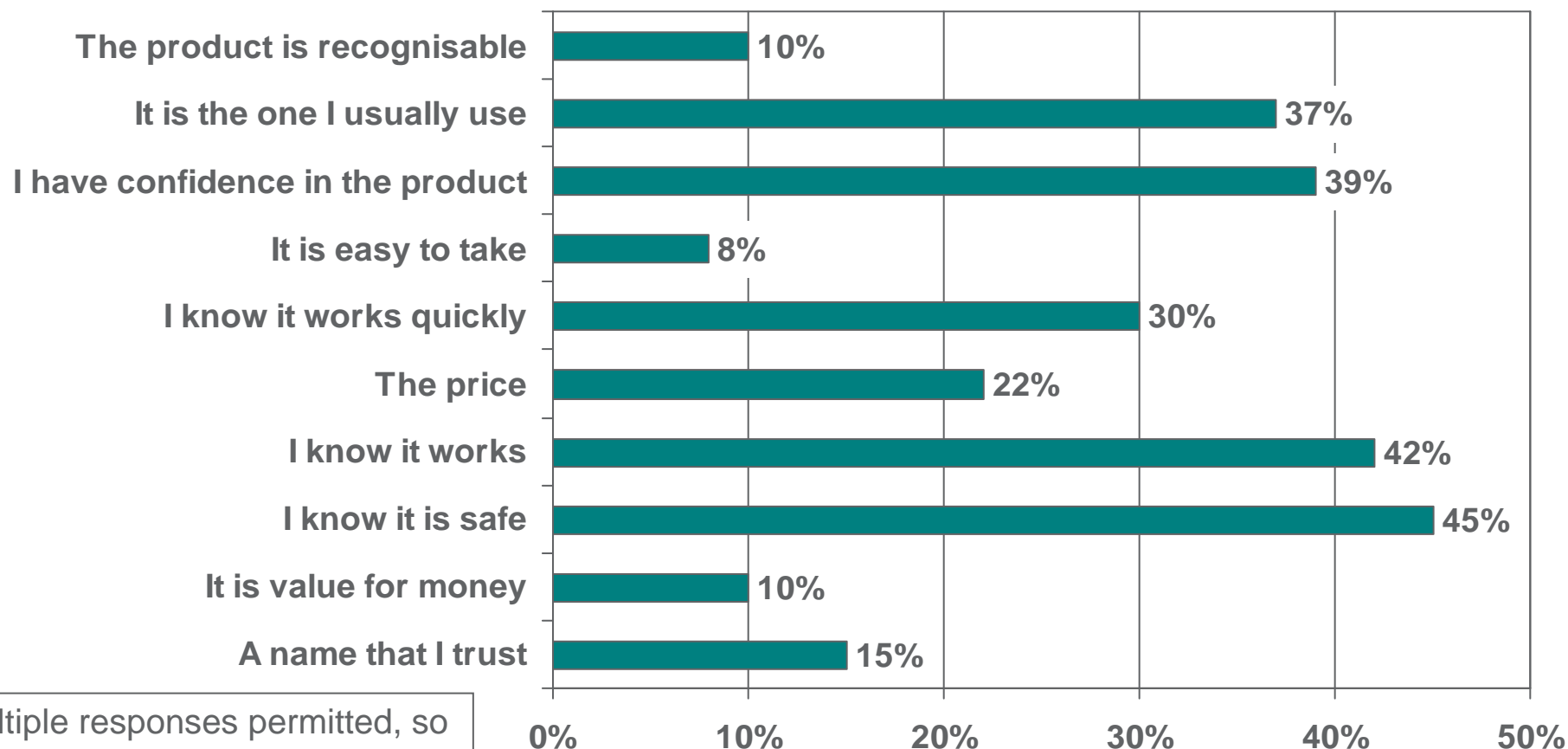
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Poland



Multiple responses permitted, so
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Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

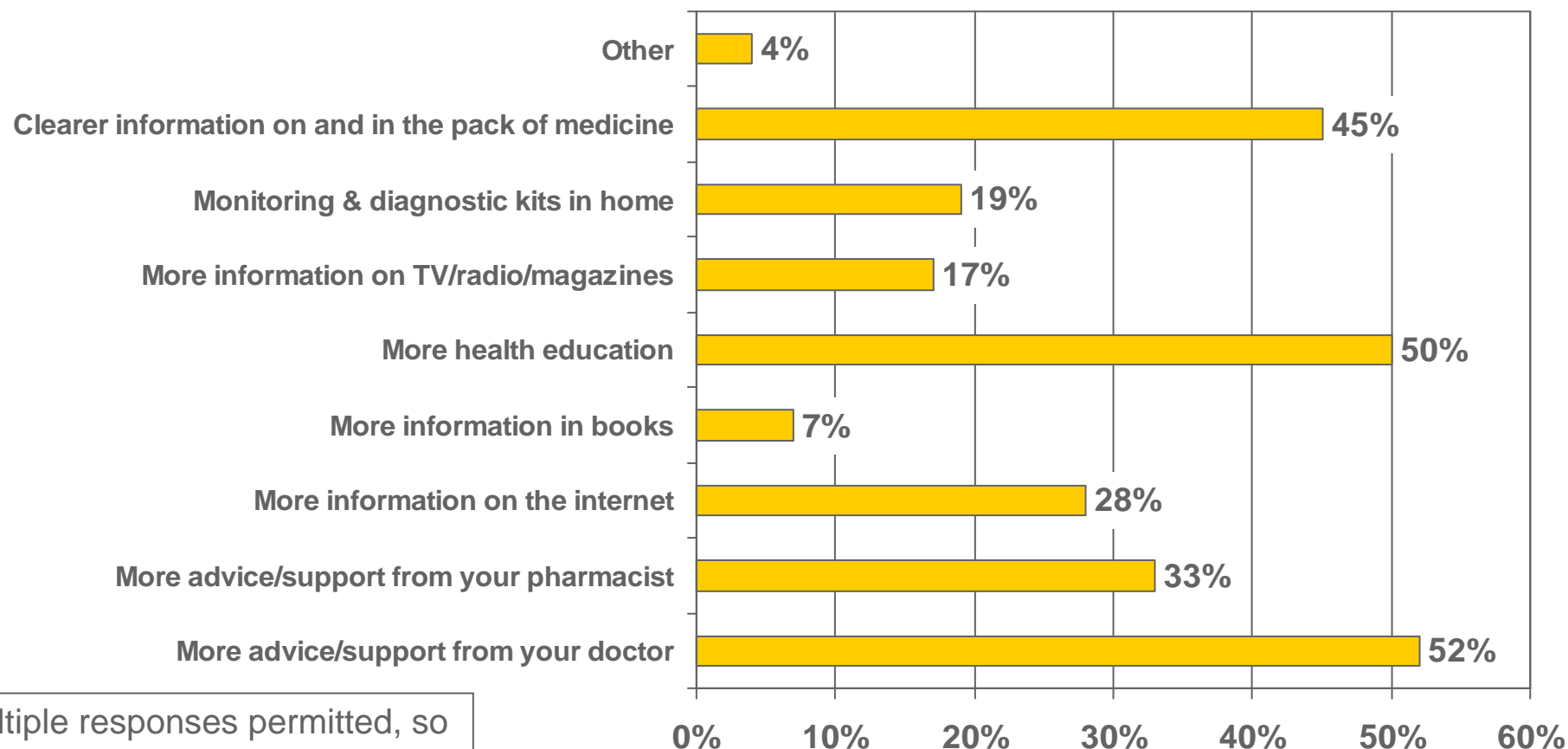
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Poland



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

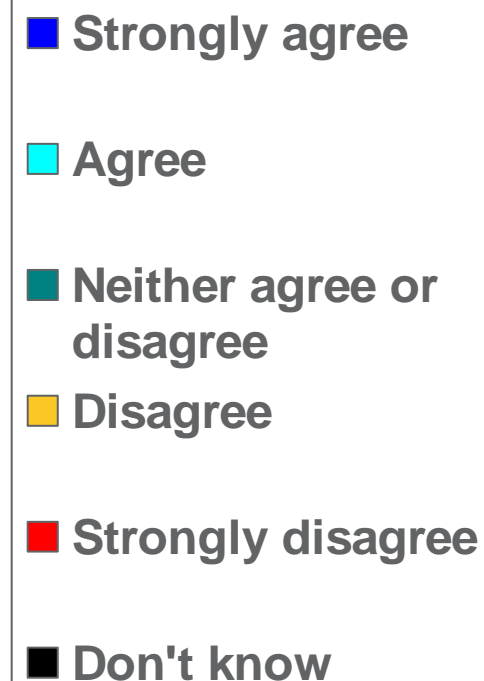
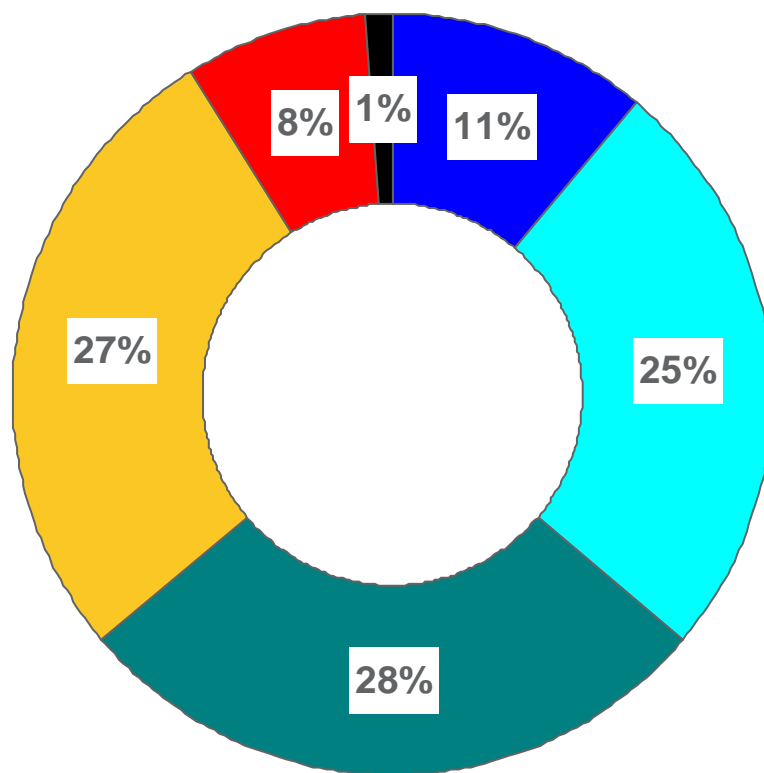
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Poland



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

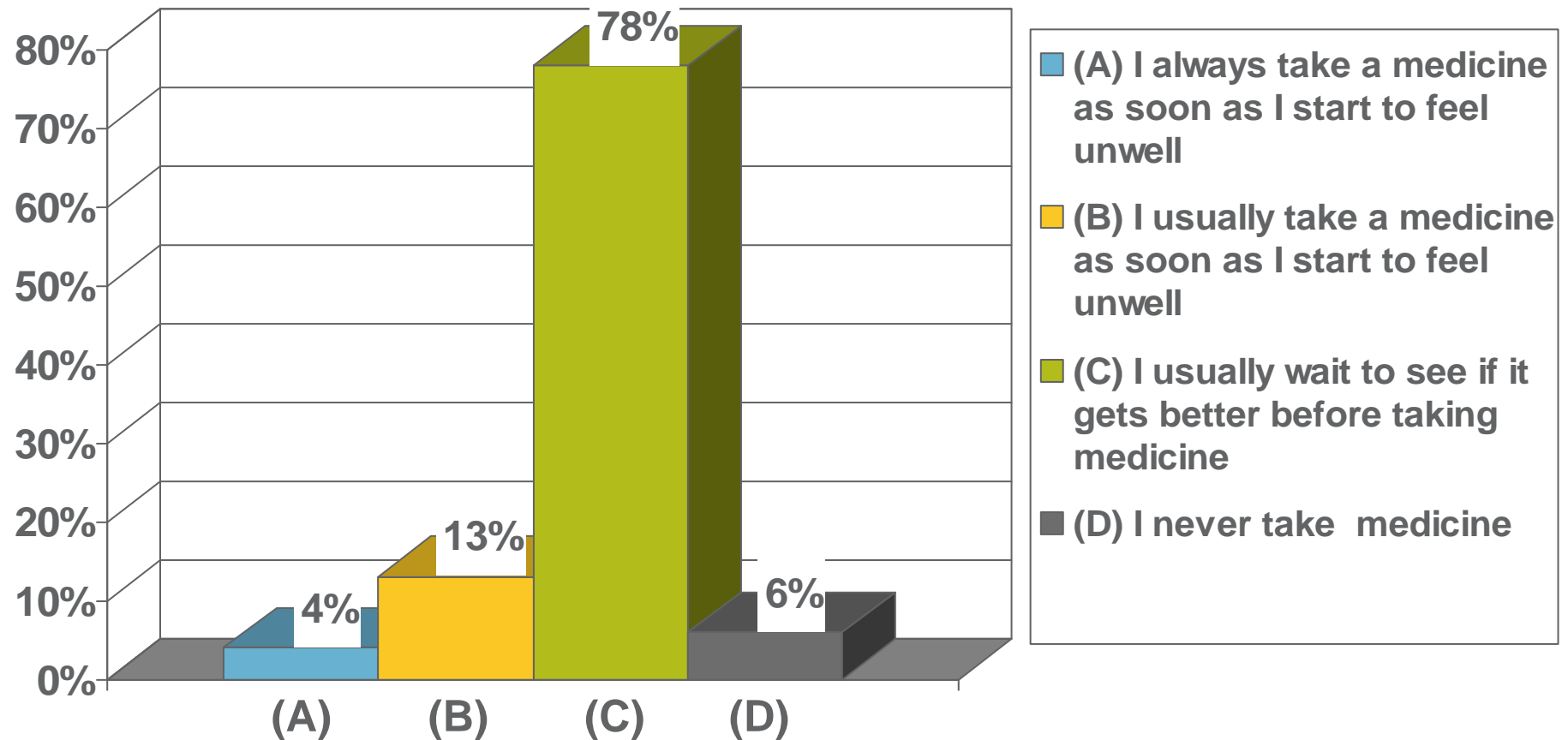
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Portugal



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

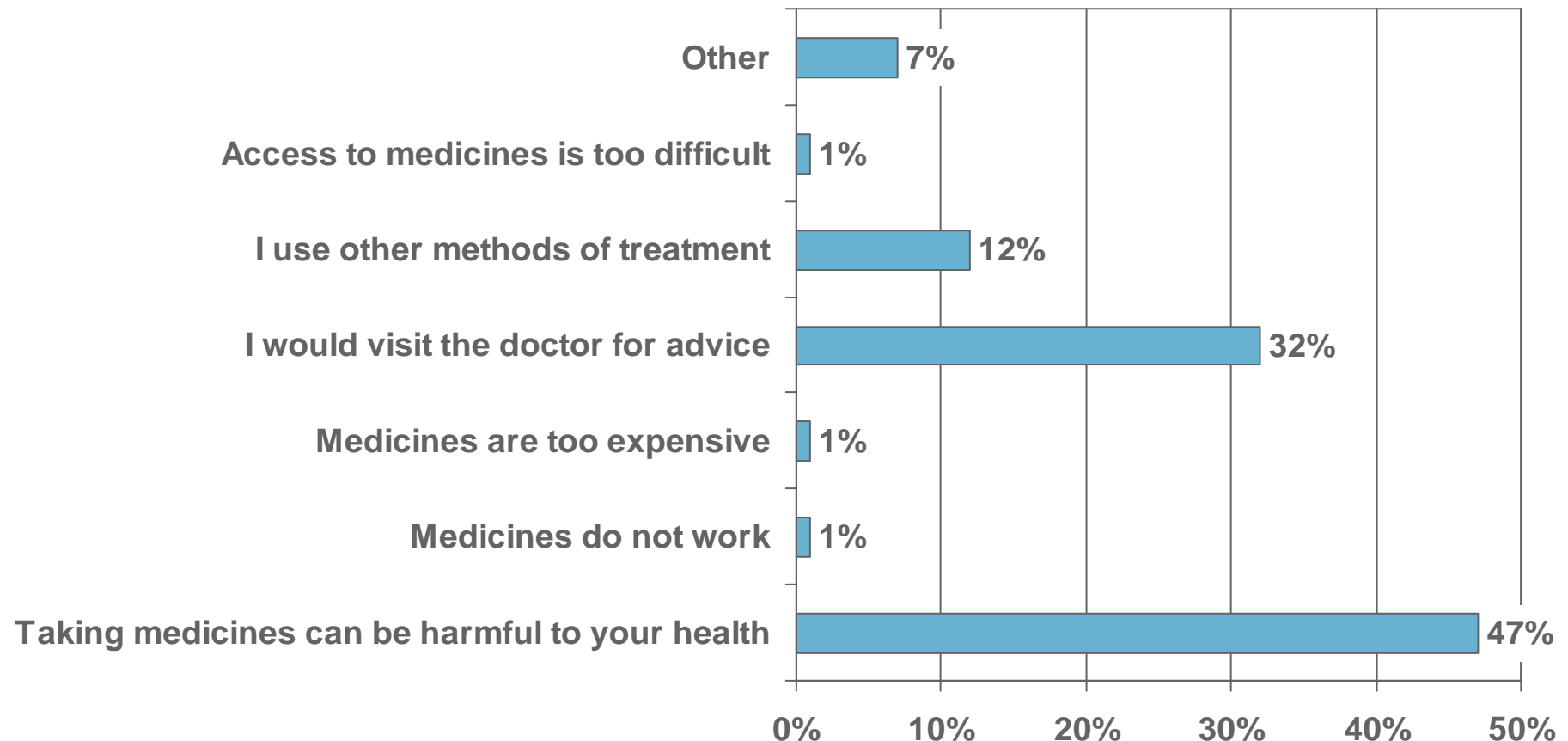
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Portugal

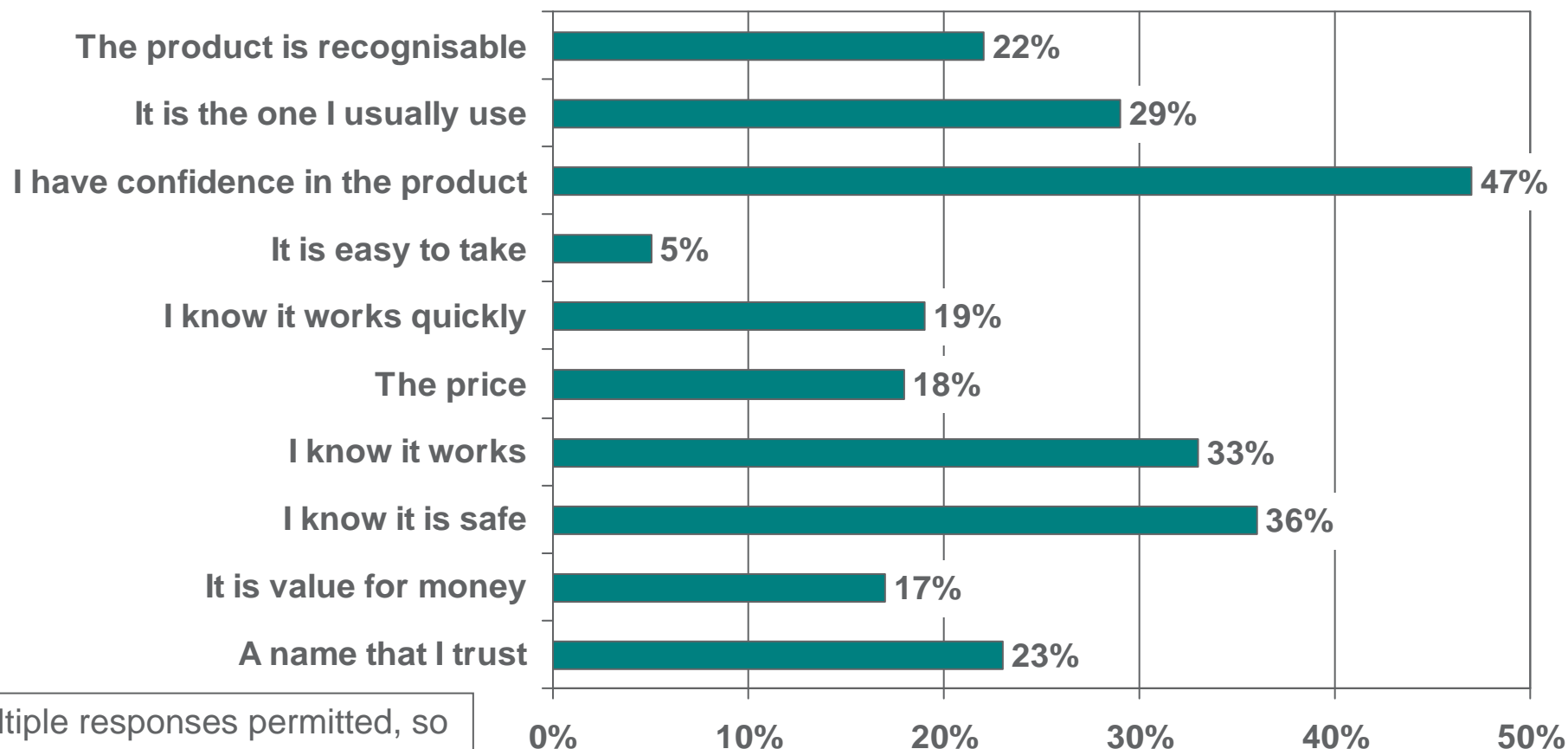


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Portugal



Multiple responses permitted, so aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

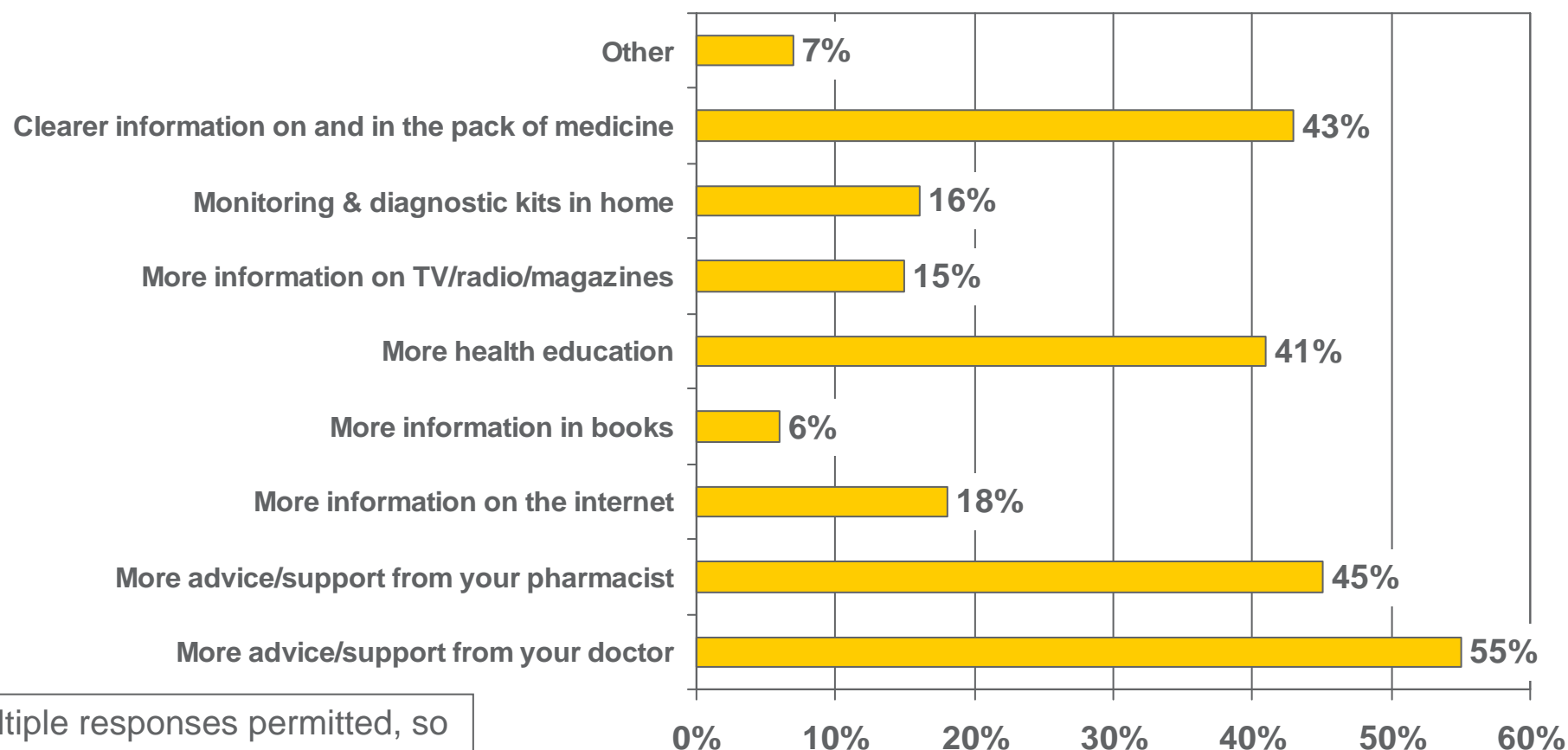
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Portugal



Multiple responses permitted, so
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Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

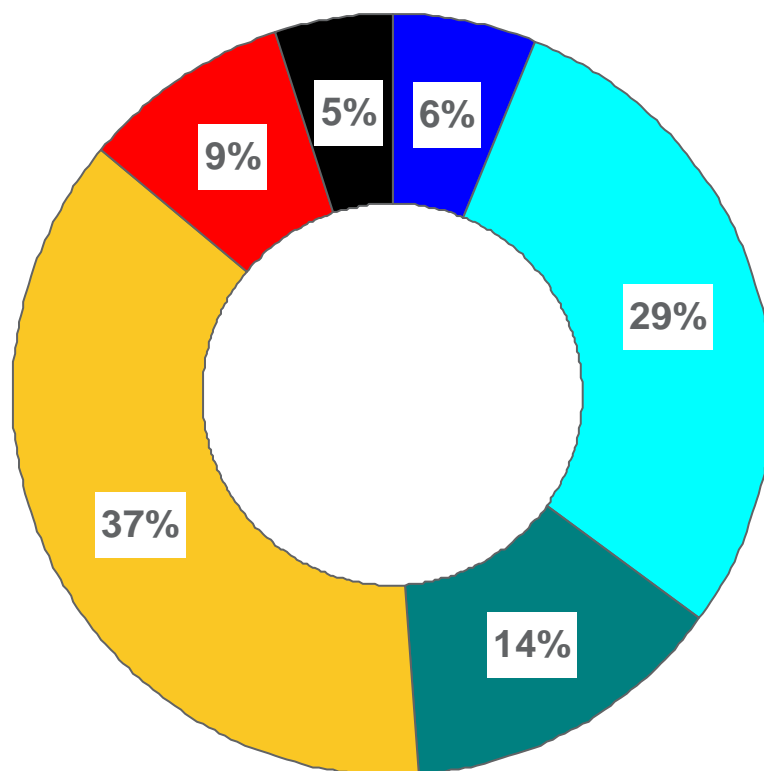
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Portugal



- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree
- Don't know

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

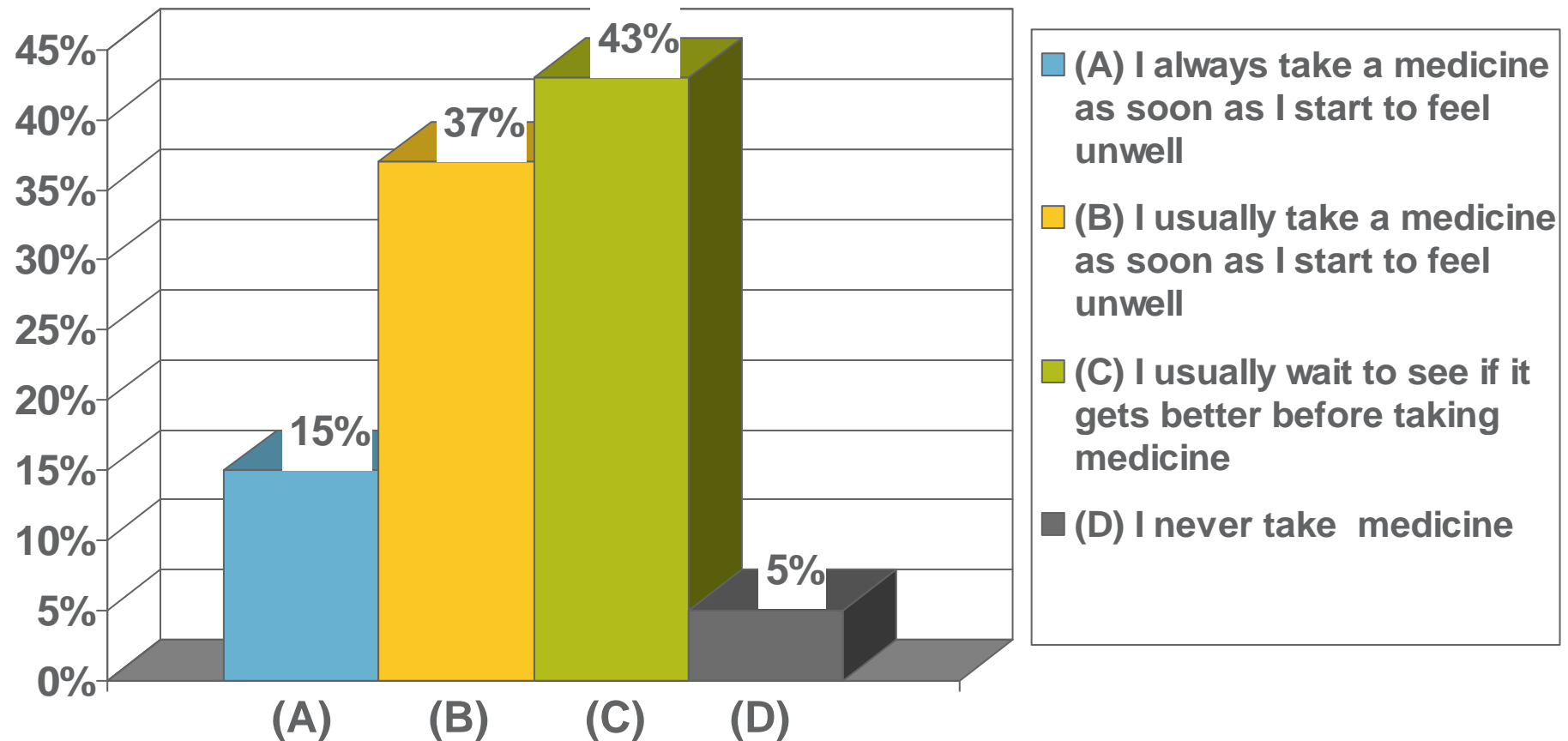
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Russia



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

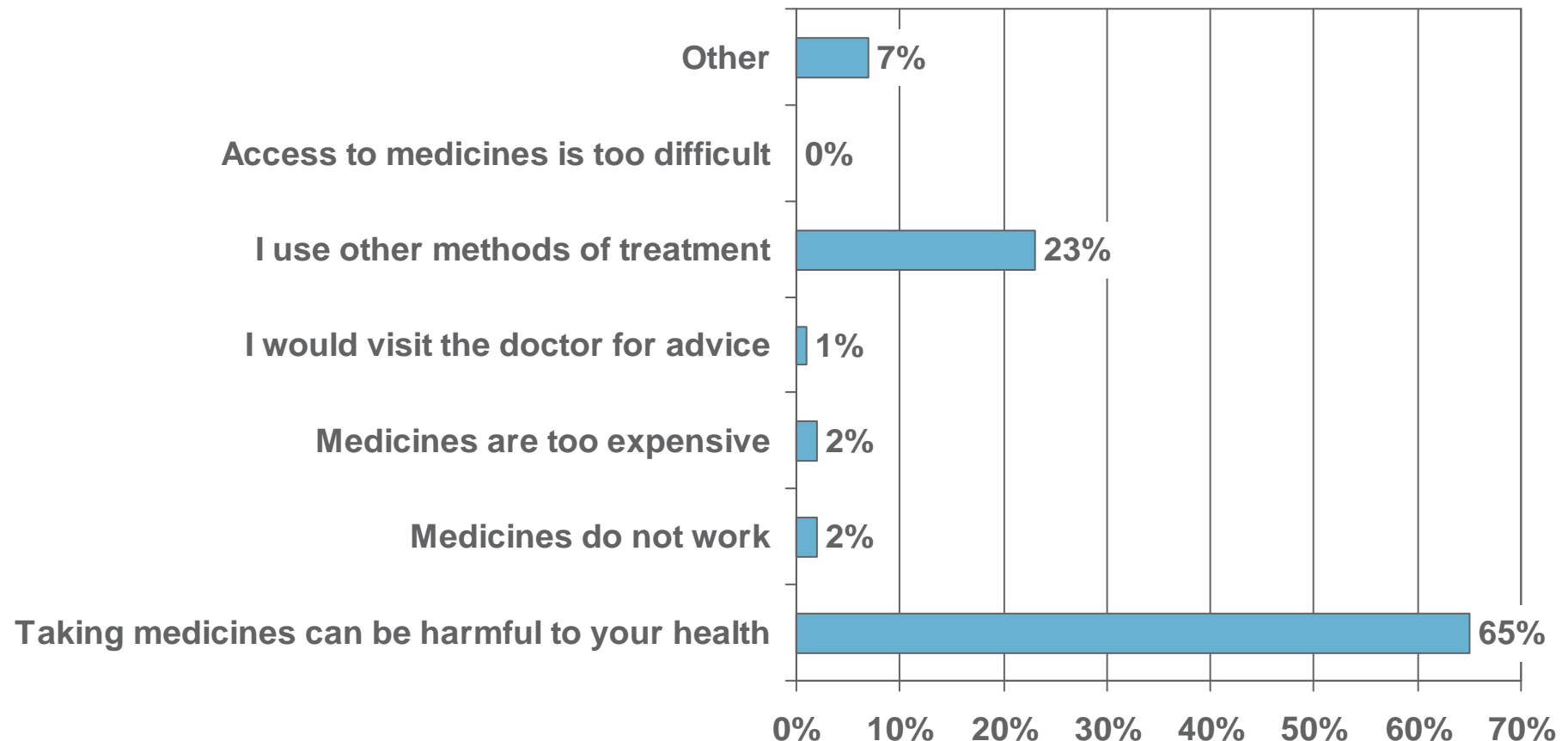
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Russia



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

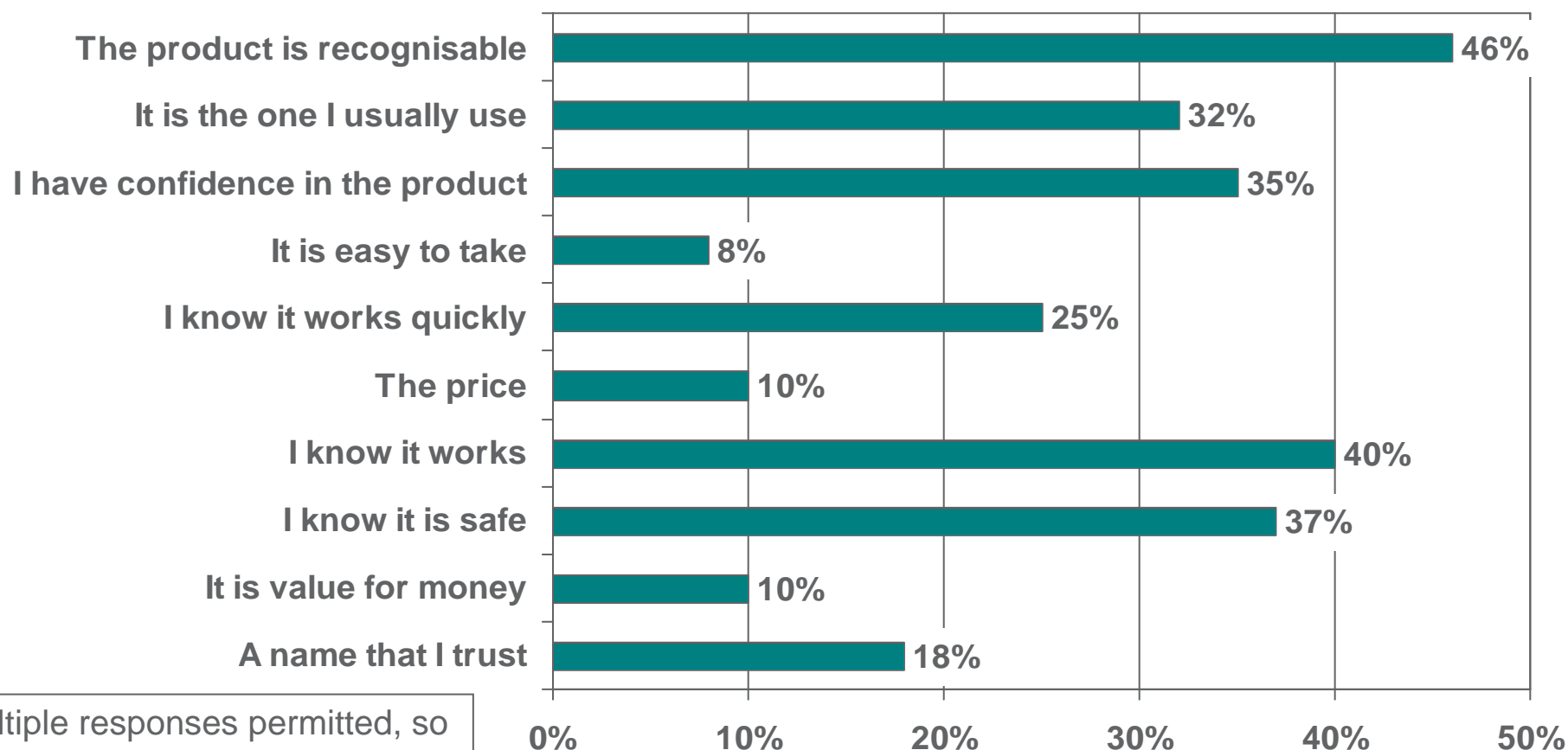
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Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

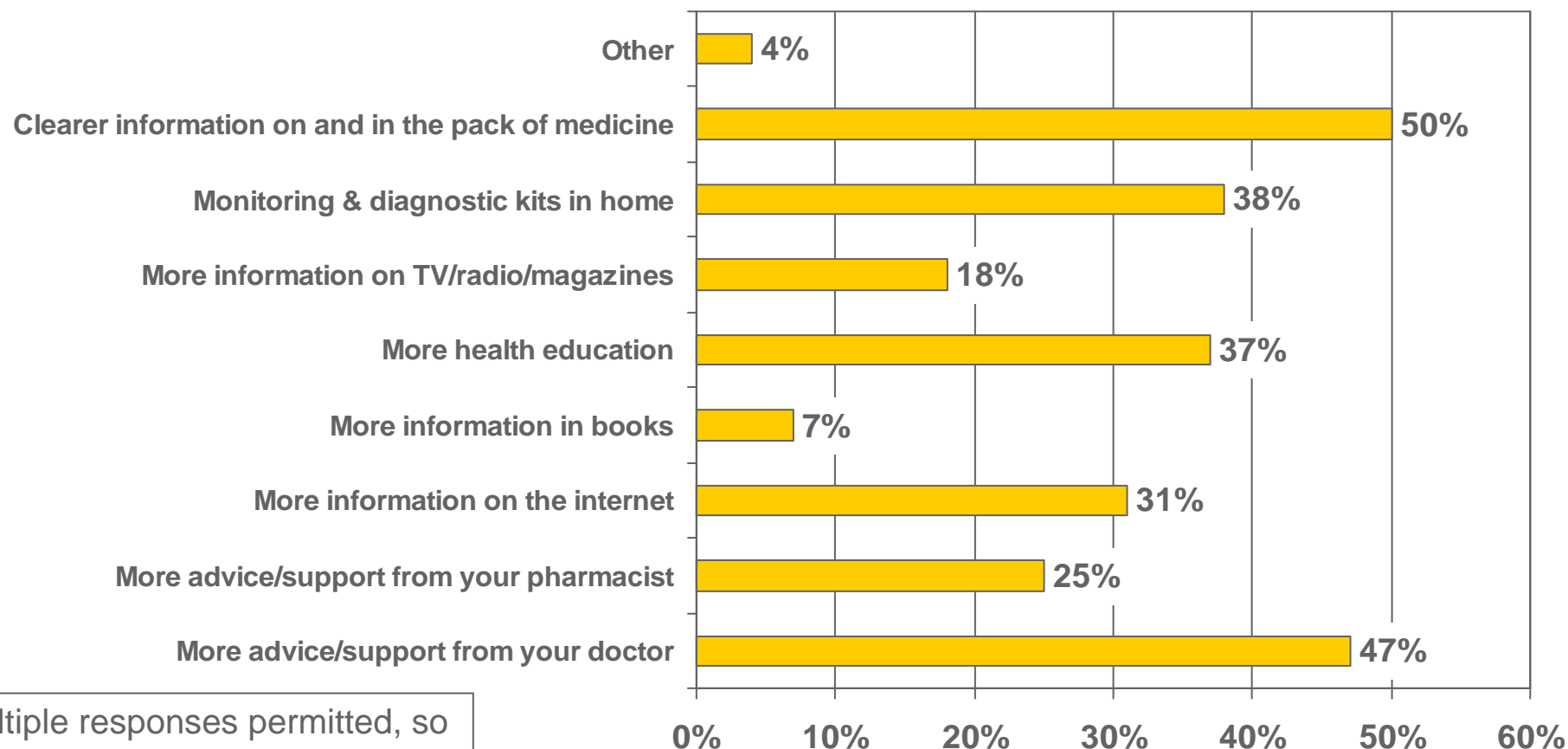
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Russia



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

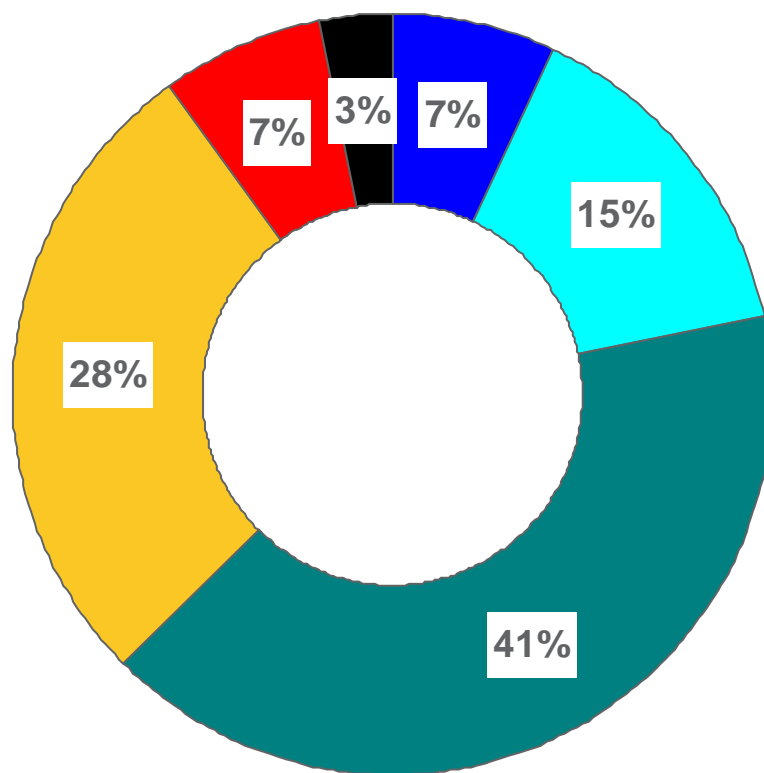
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Russia



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

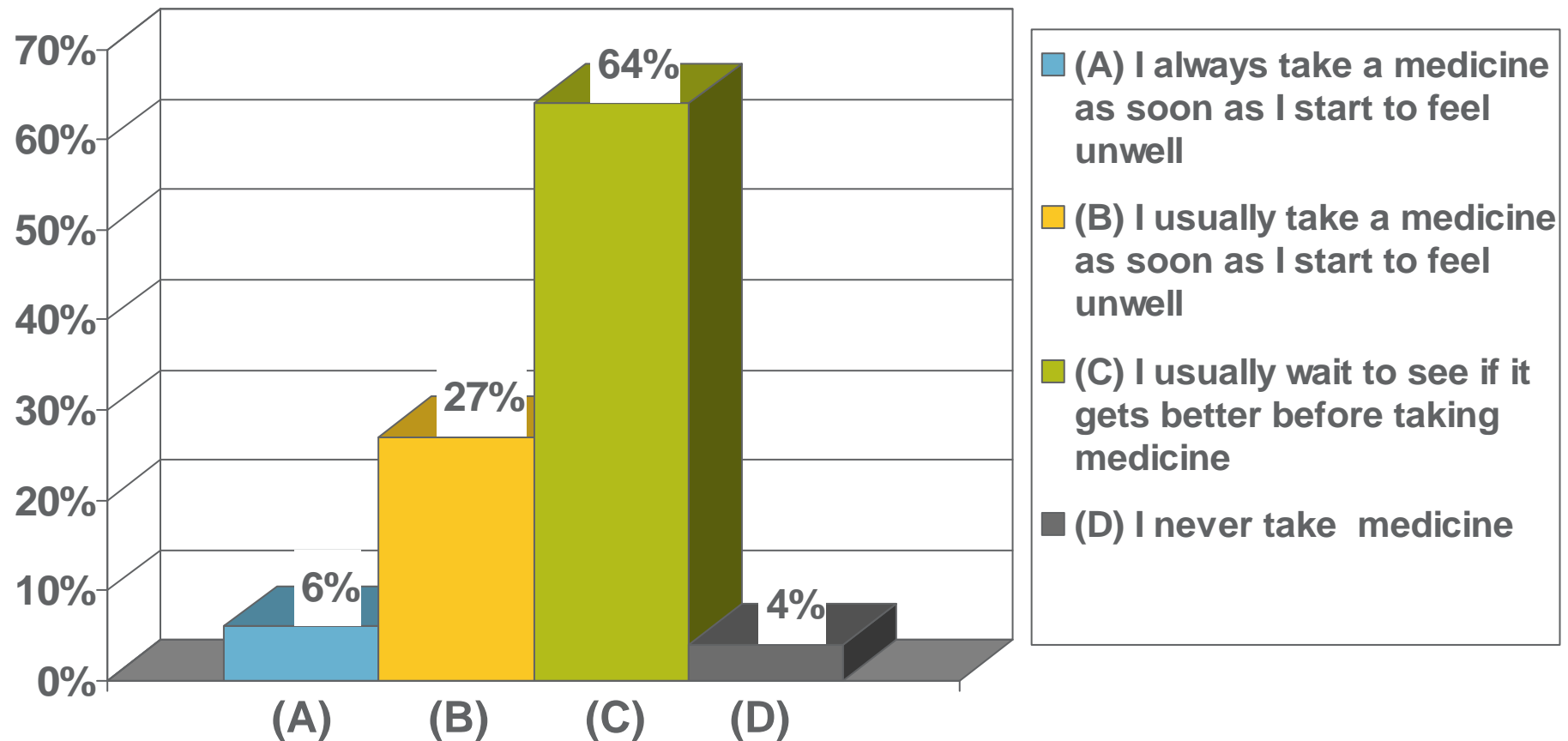
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Spain



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

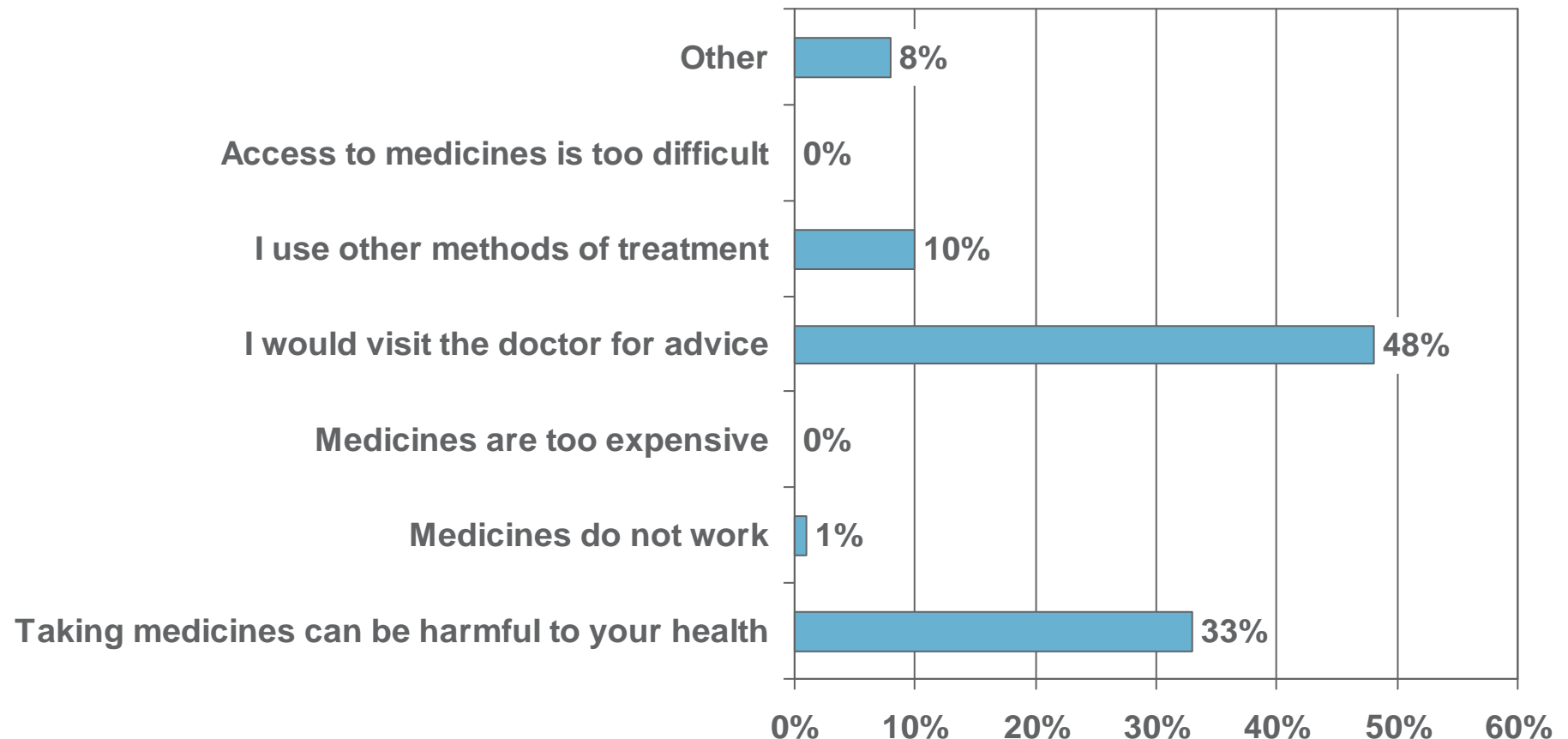
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Spain



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

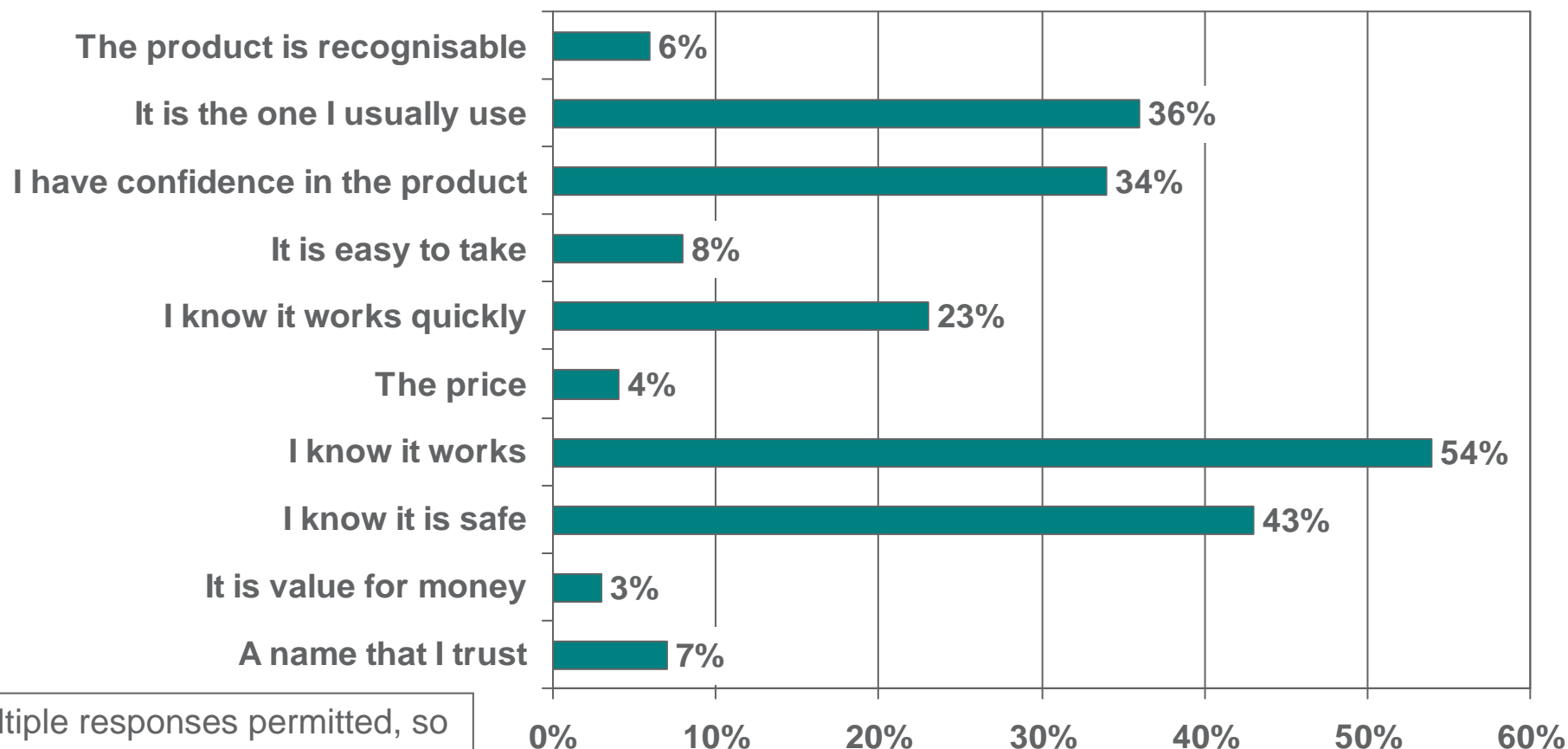
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Spain



Multiple responses permitted, so aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

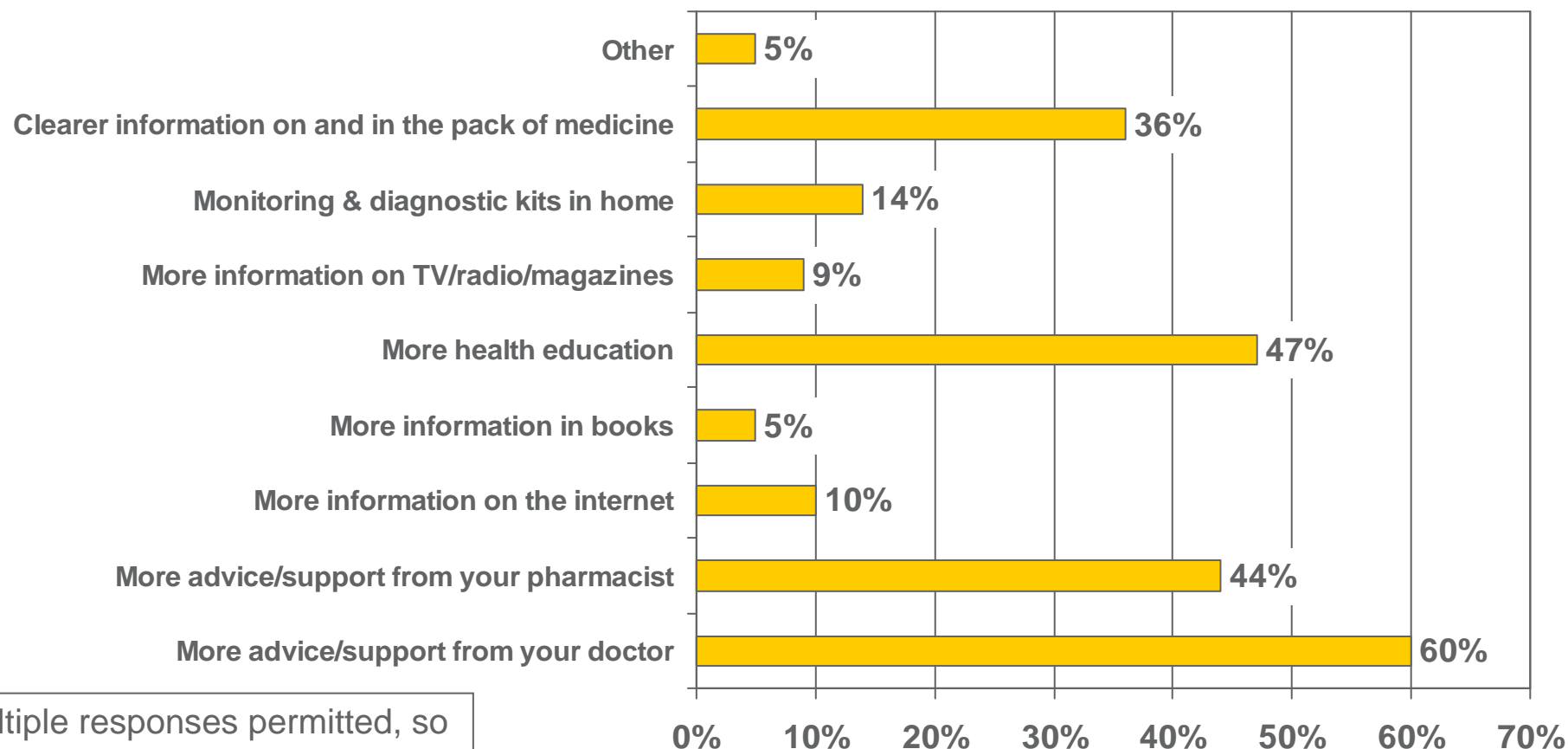
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Spain



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

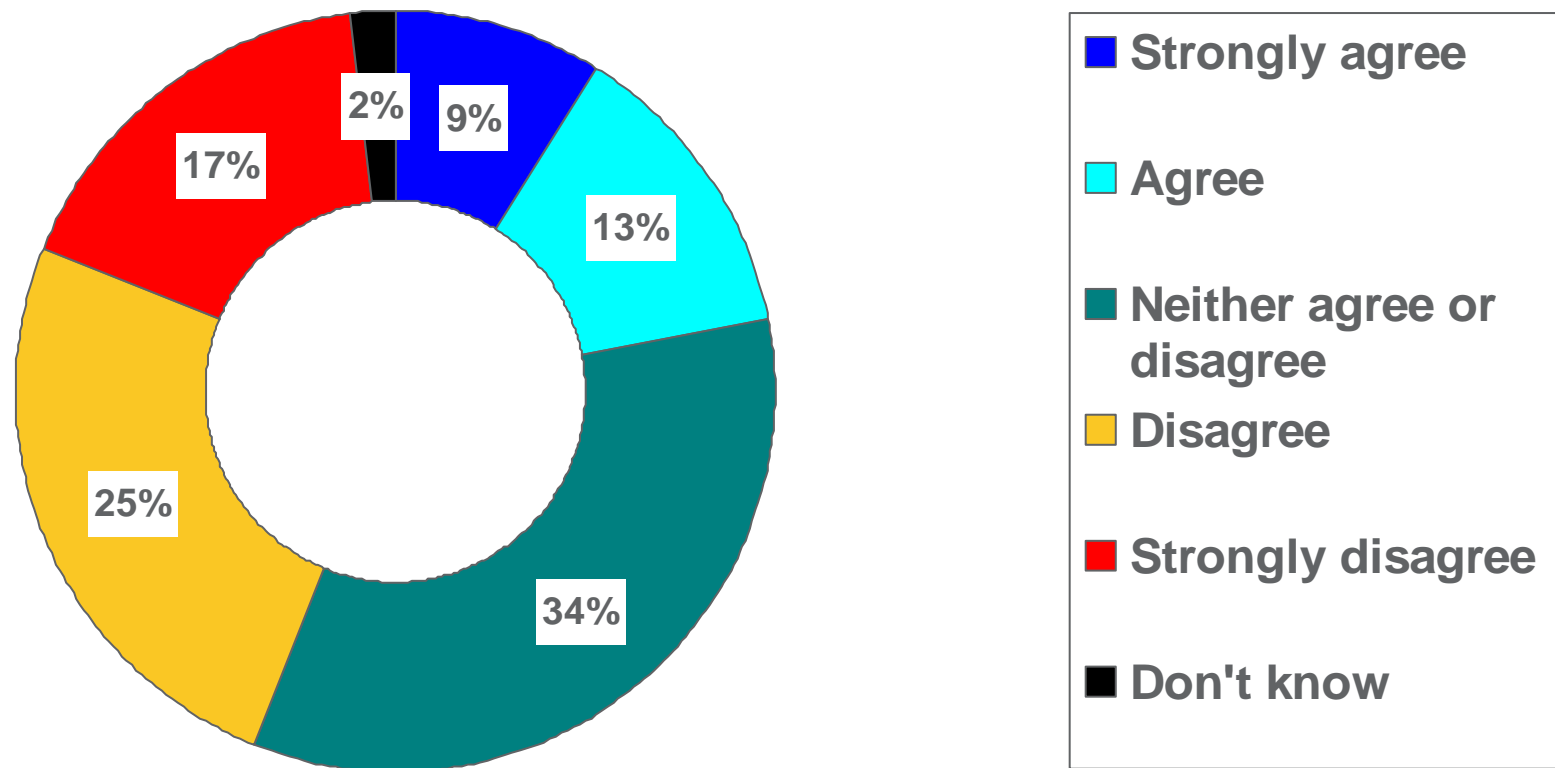
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Spain



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

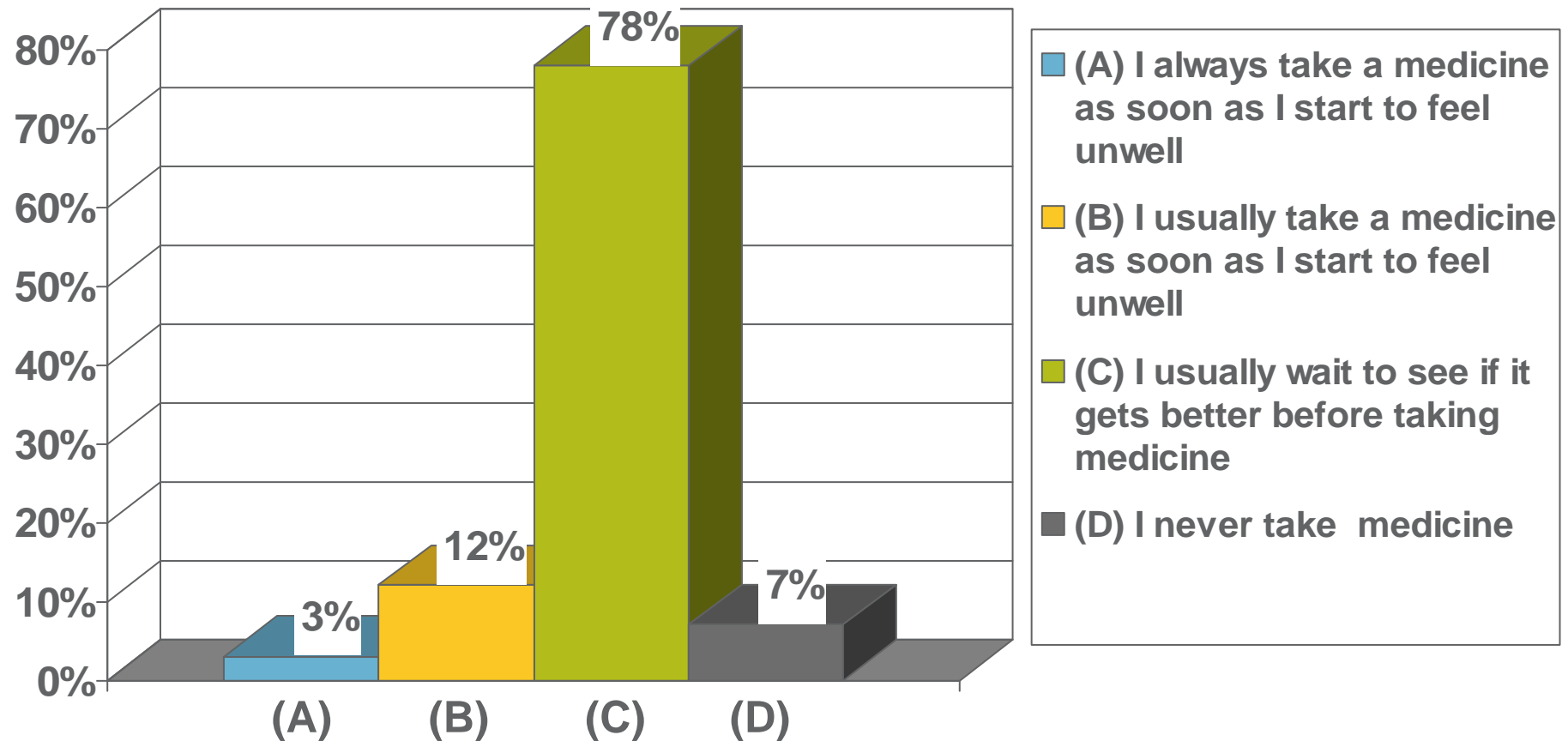
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Sweden



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

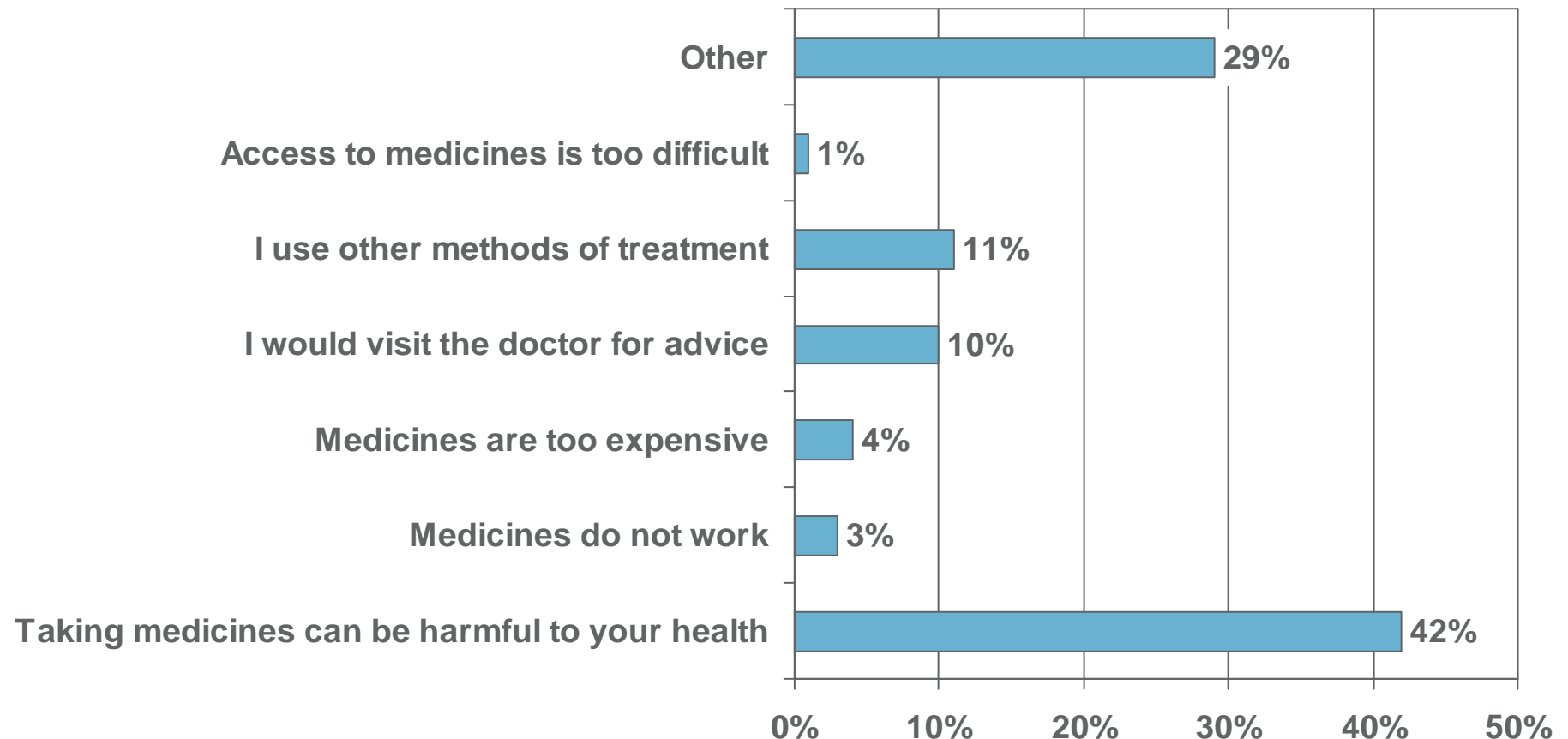
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Sweden



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

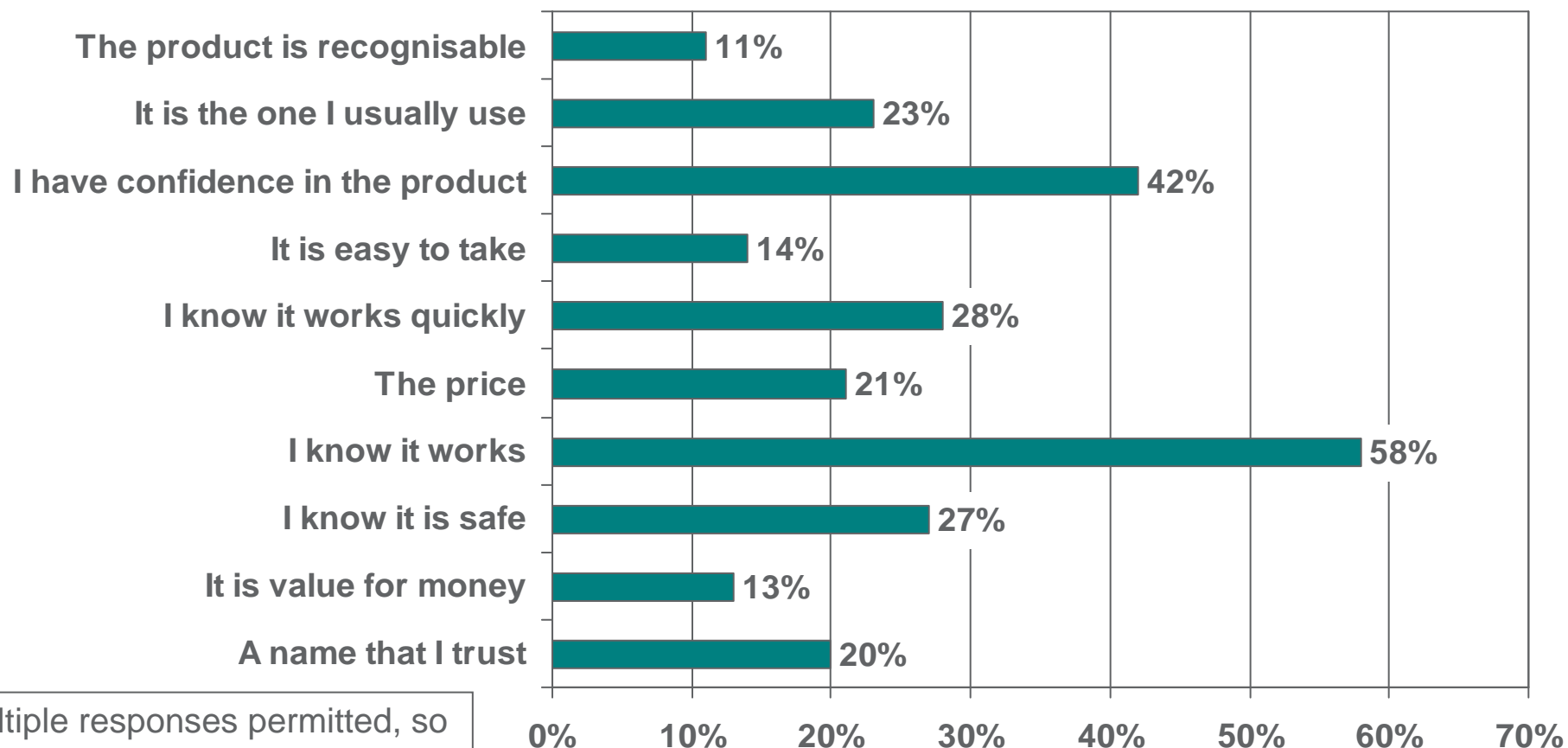
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Sweden



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

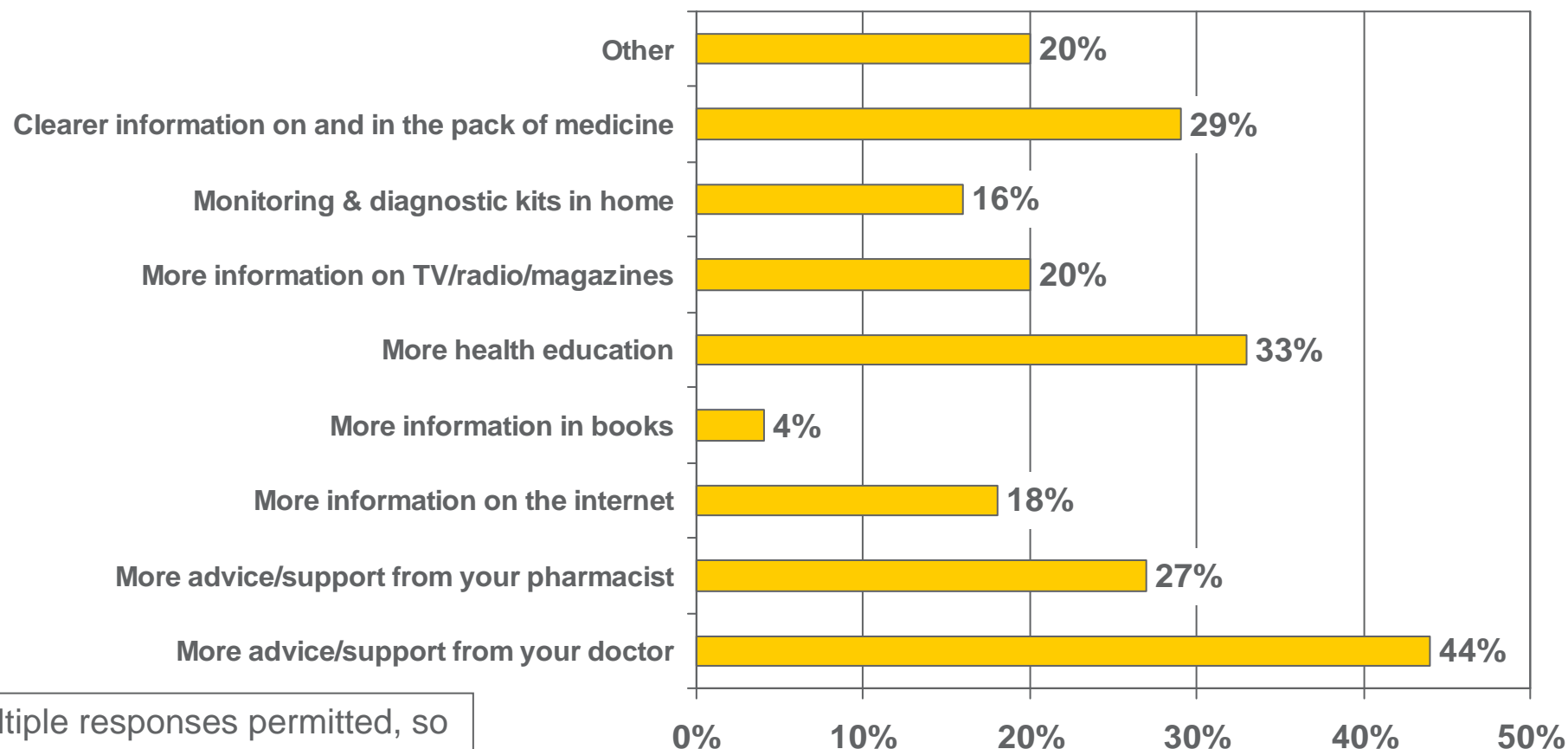
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Sweden



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

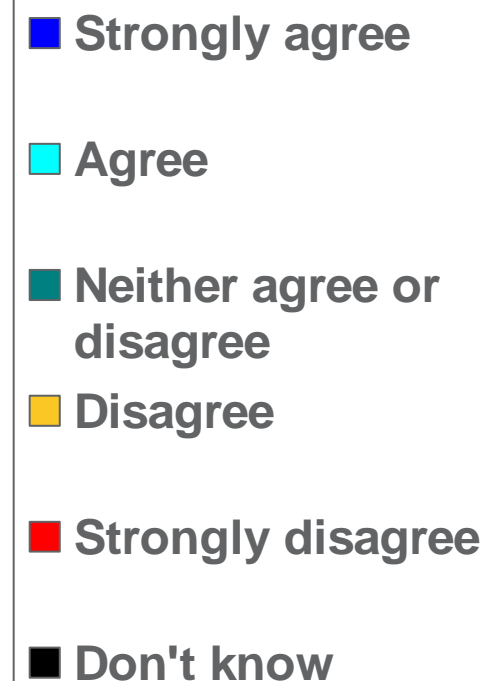
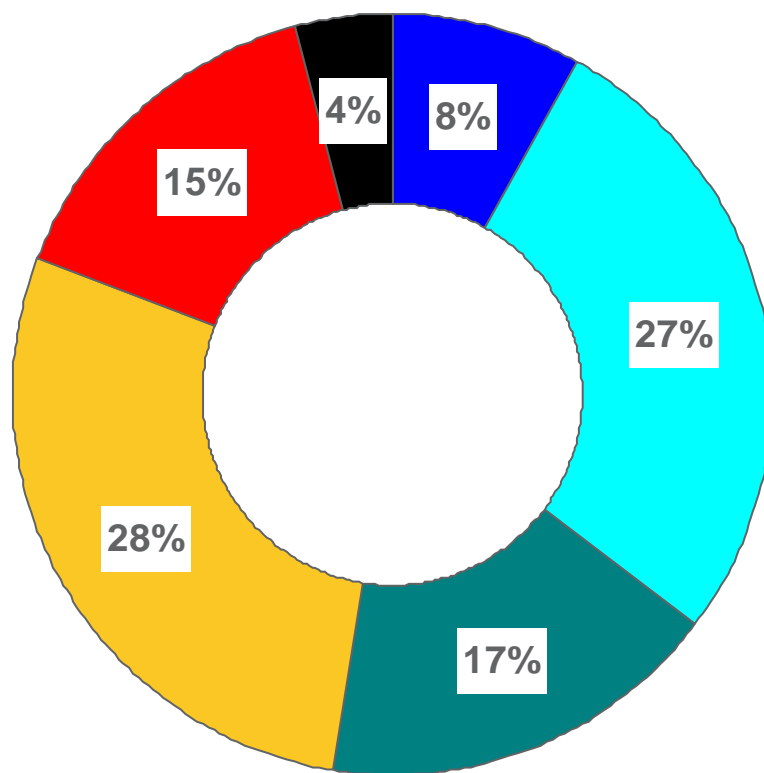
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Sweden



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

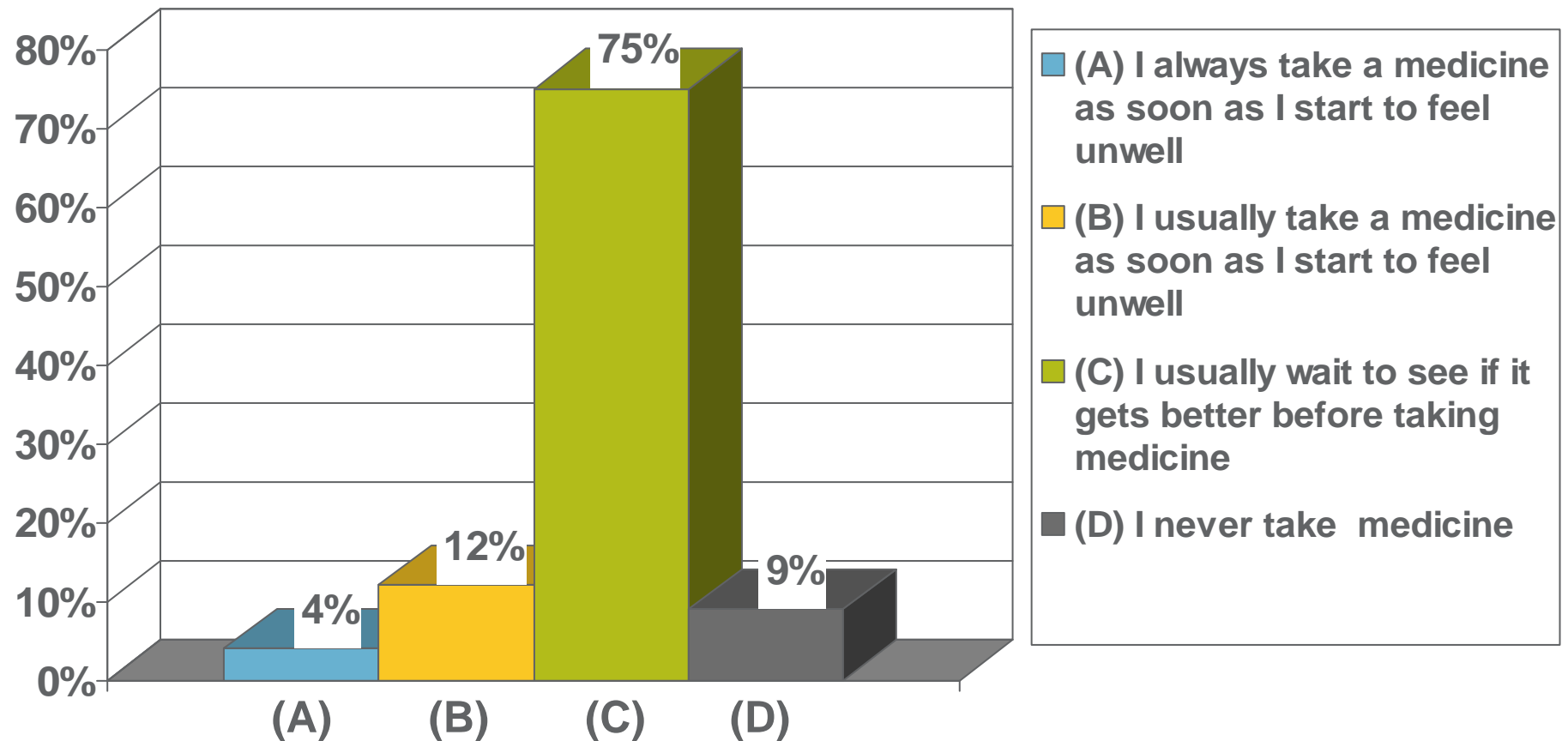
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Switzerland

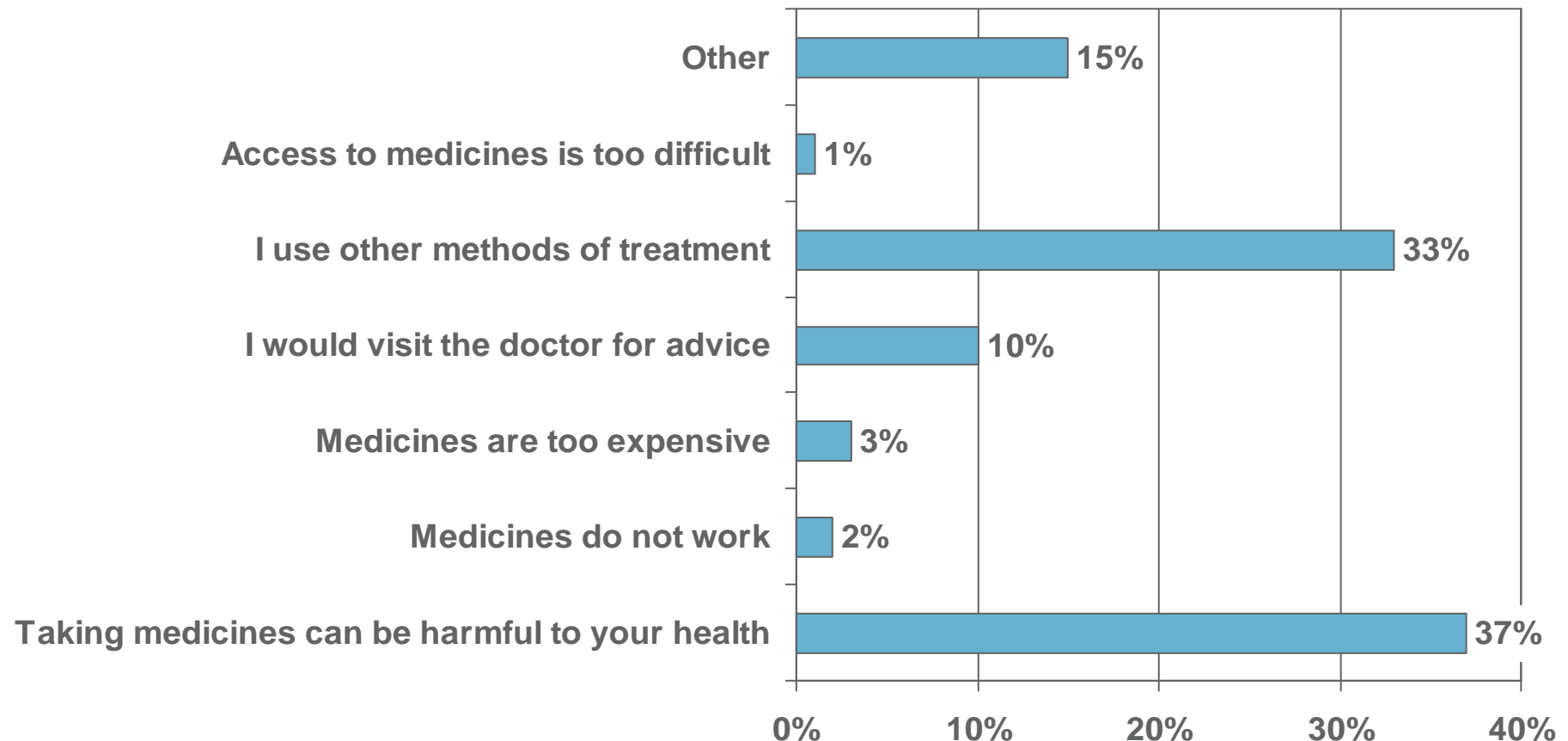


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Switzerland

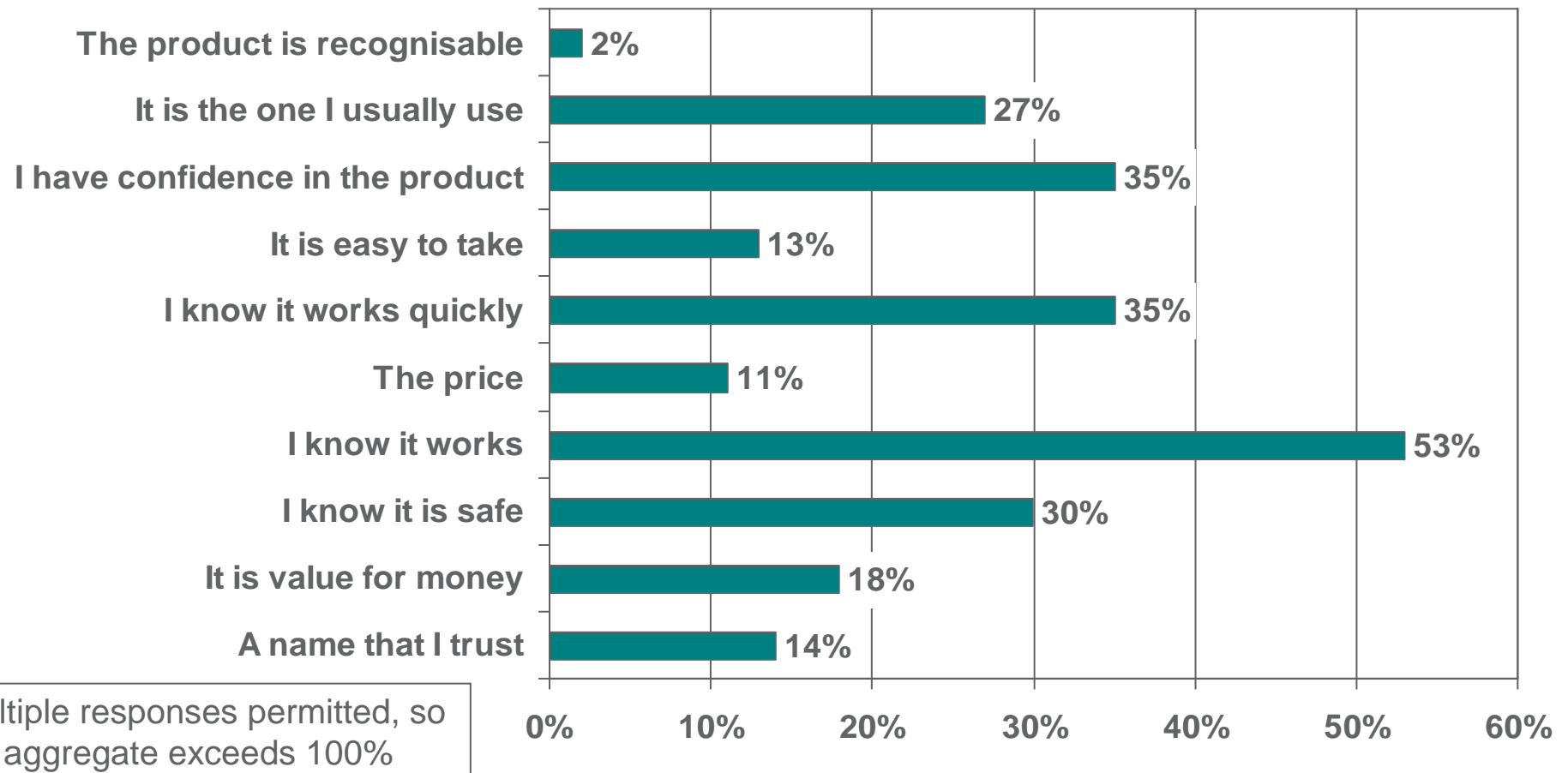


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Switzerland

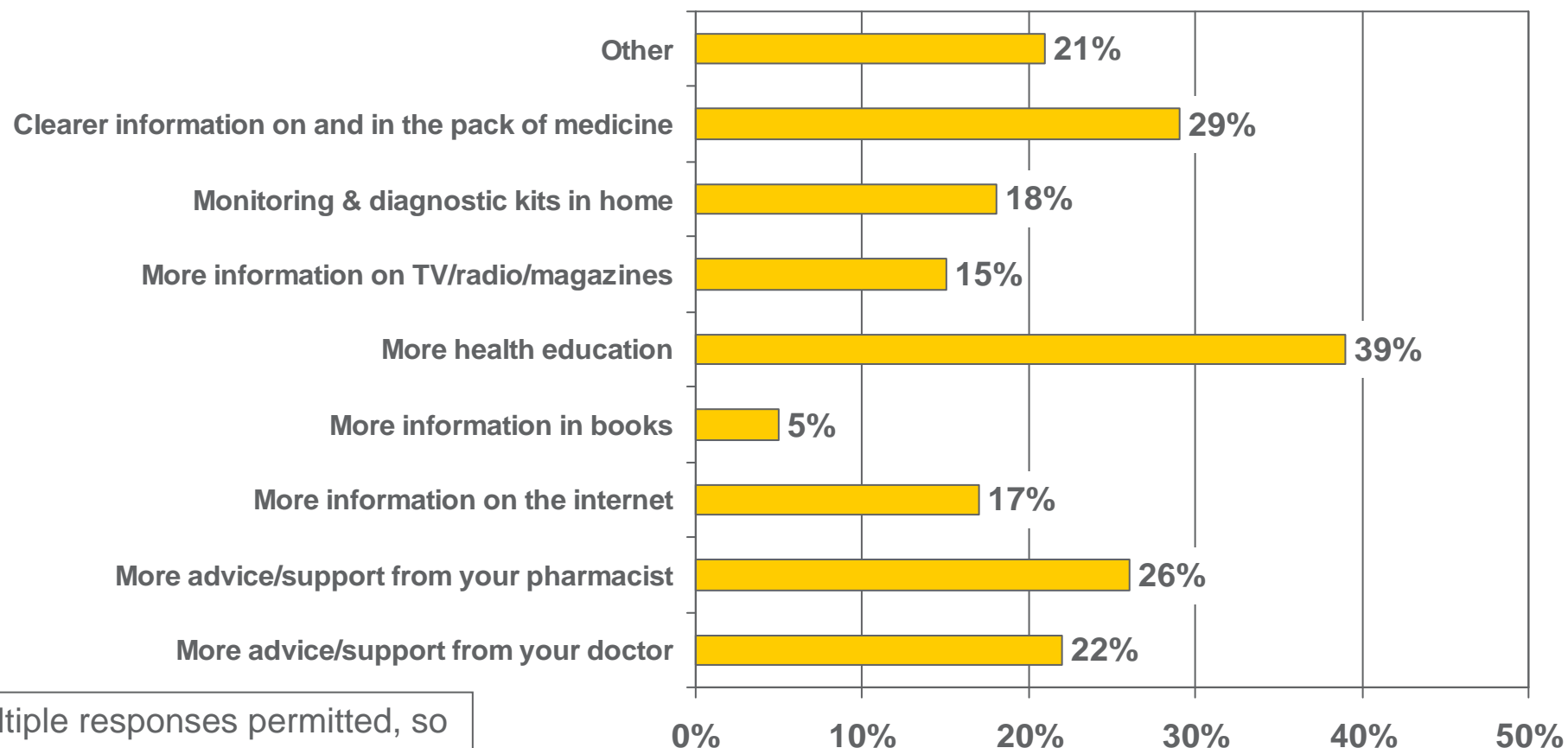


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?



Switzerland



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

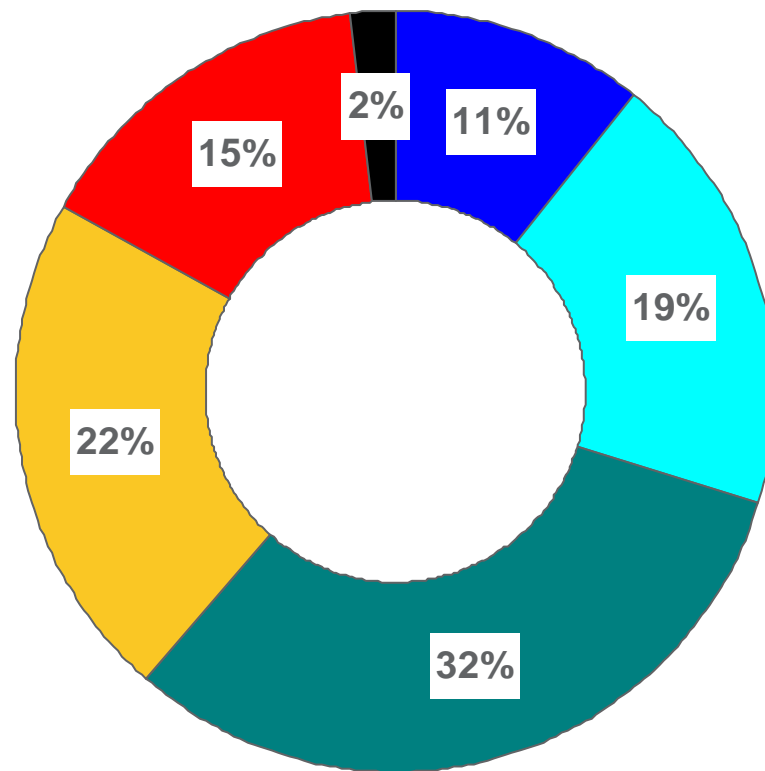
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Switzerland



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

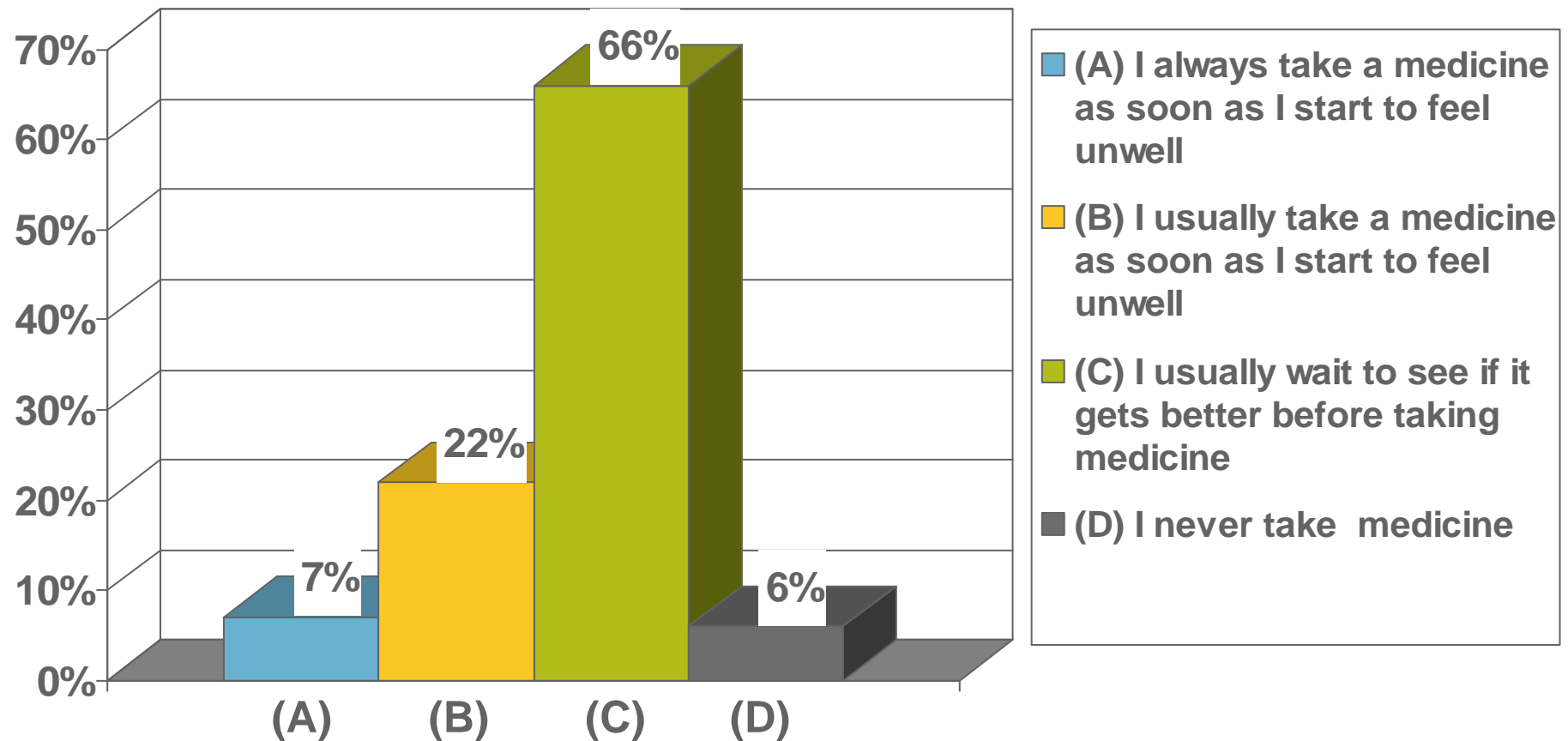
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



United Kingdom



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

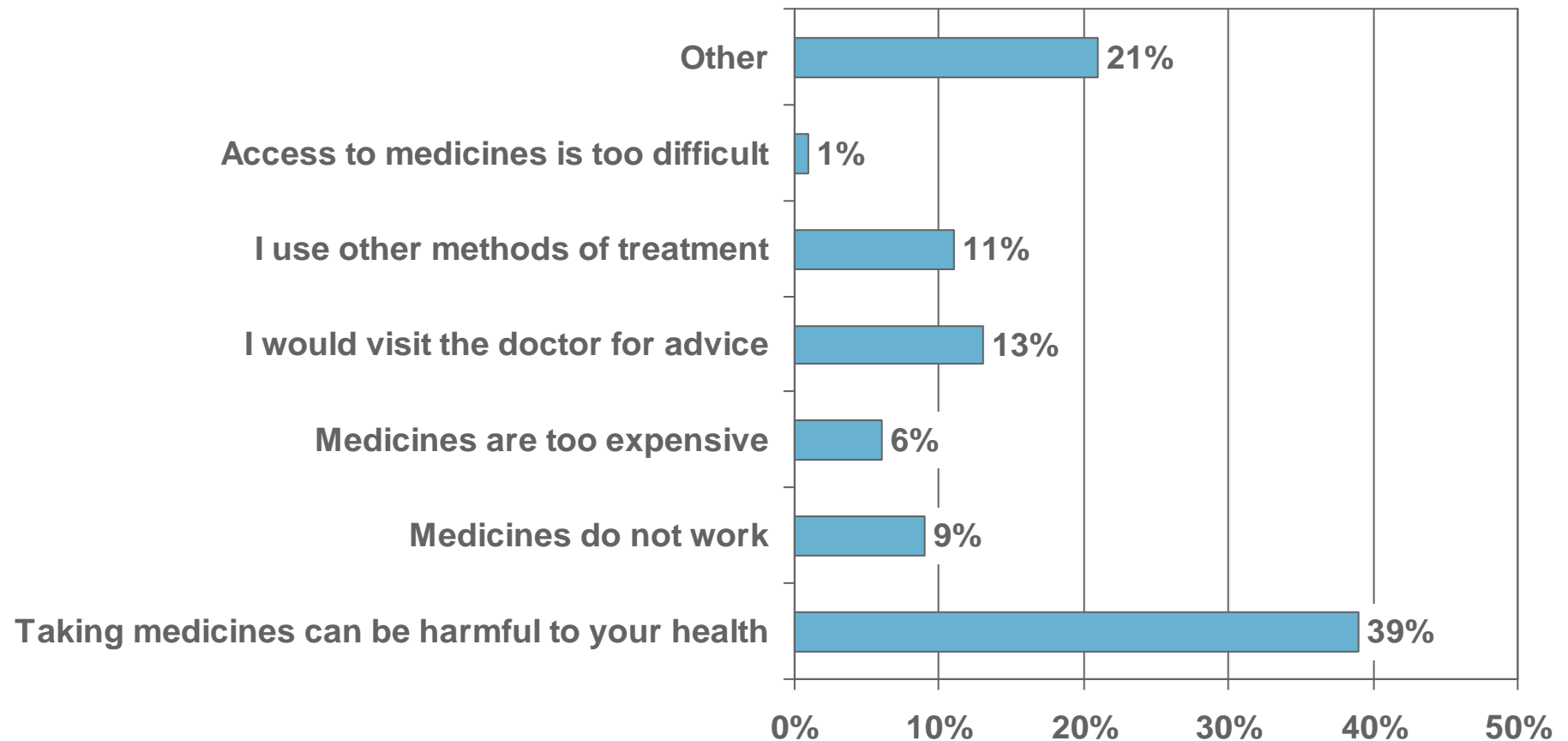
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



United Kingdom

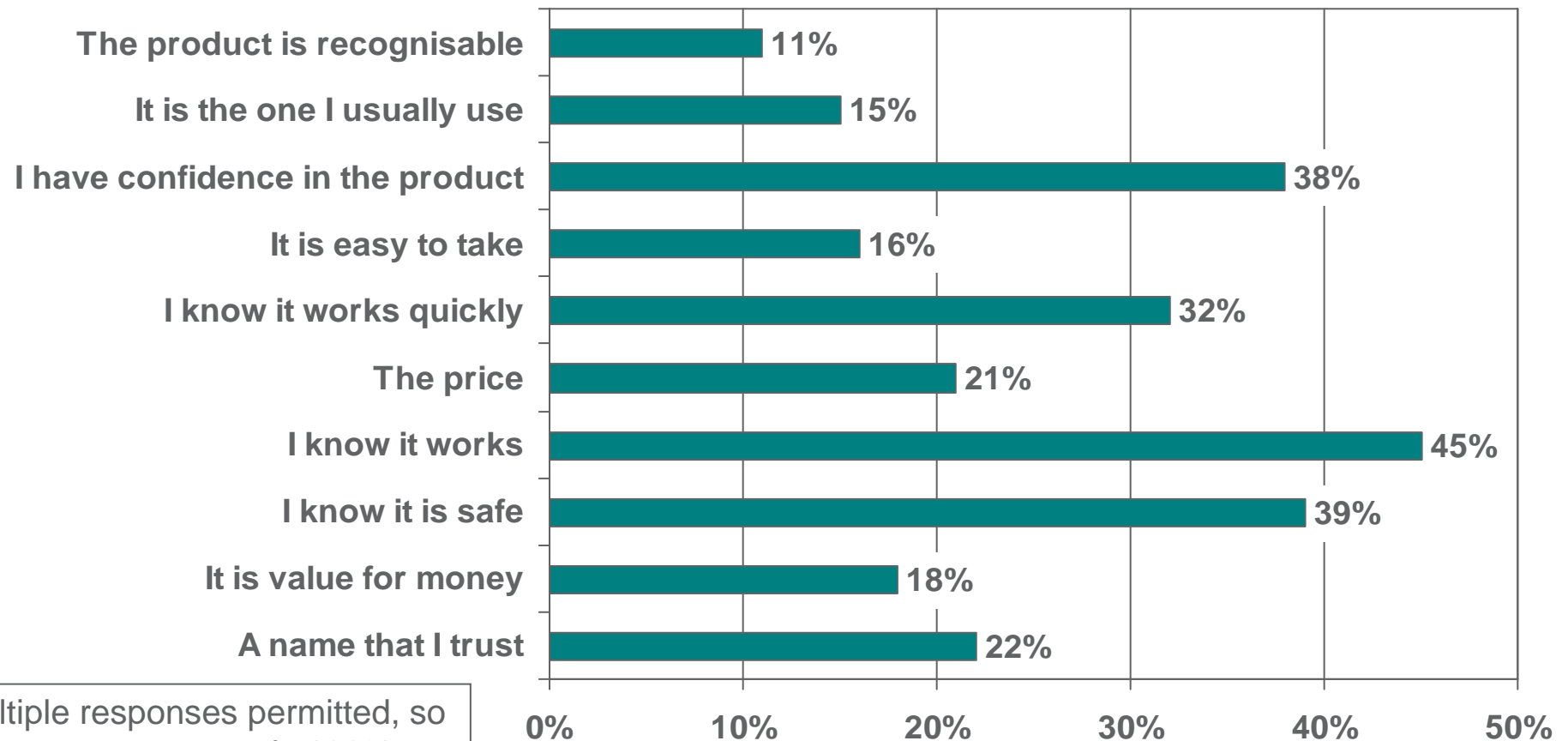


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



United Kingdom



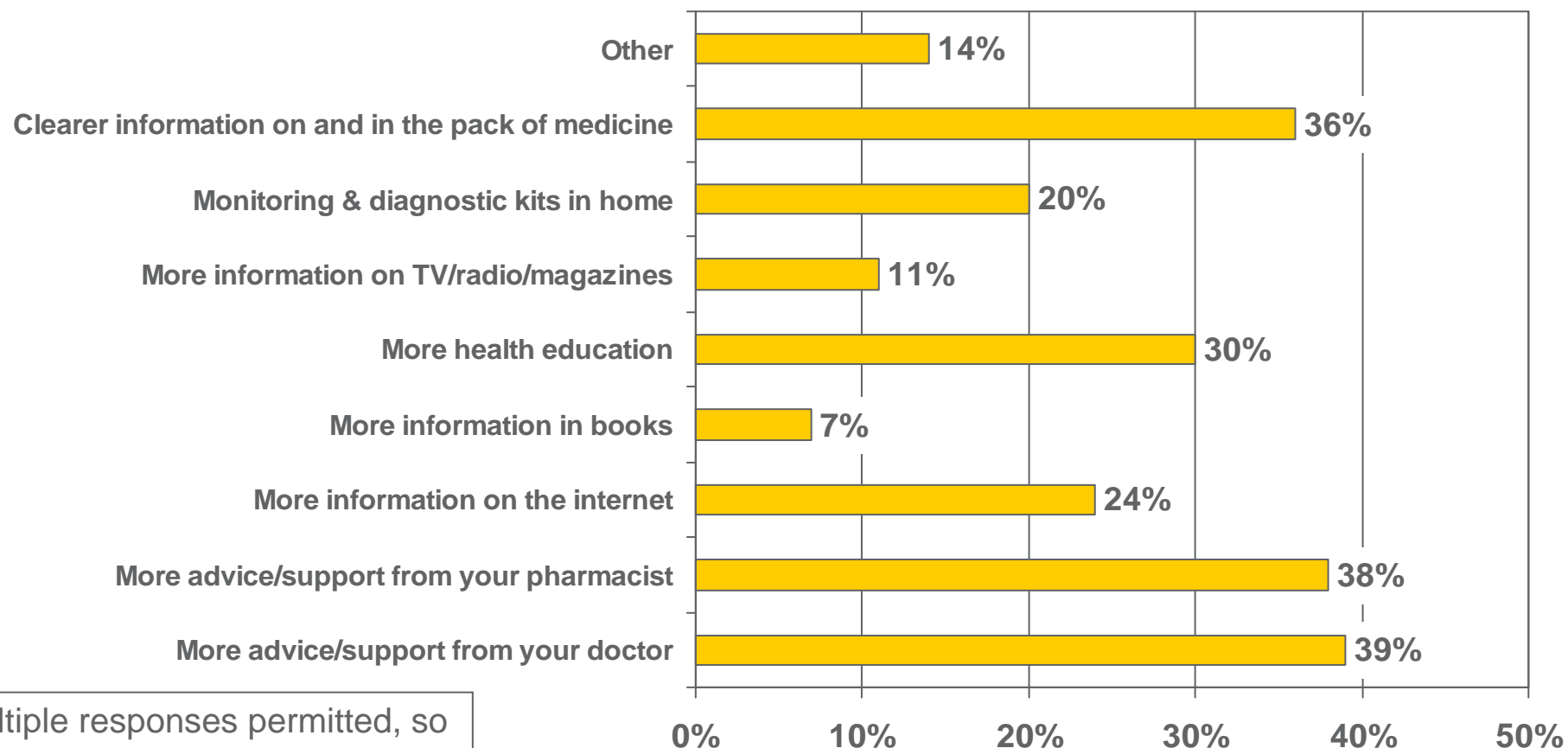
Multiple responses permitted, so aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?



United Kingdom



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

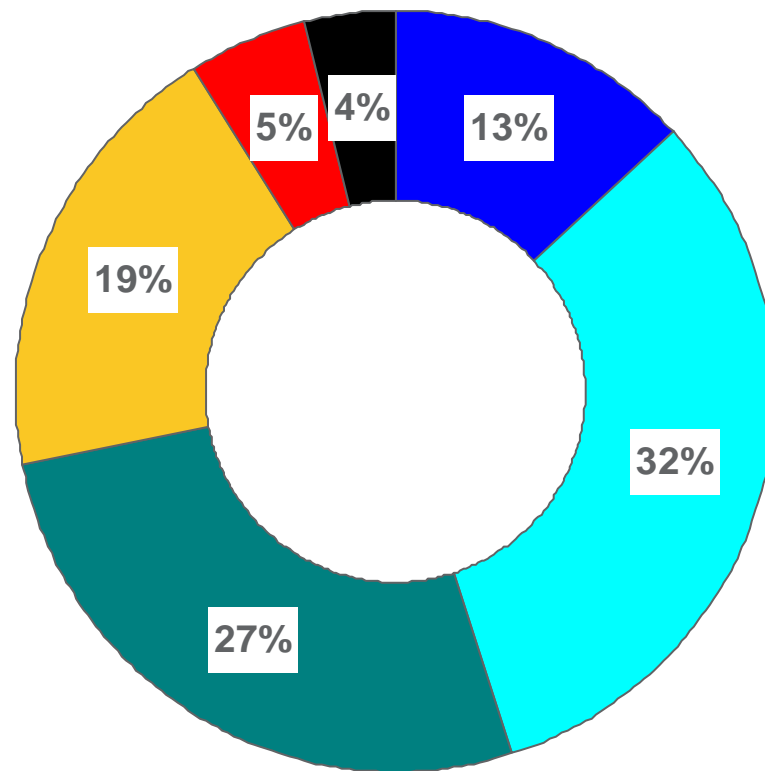
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



United Kingdom



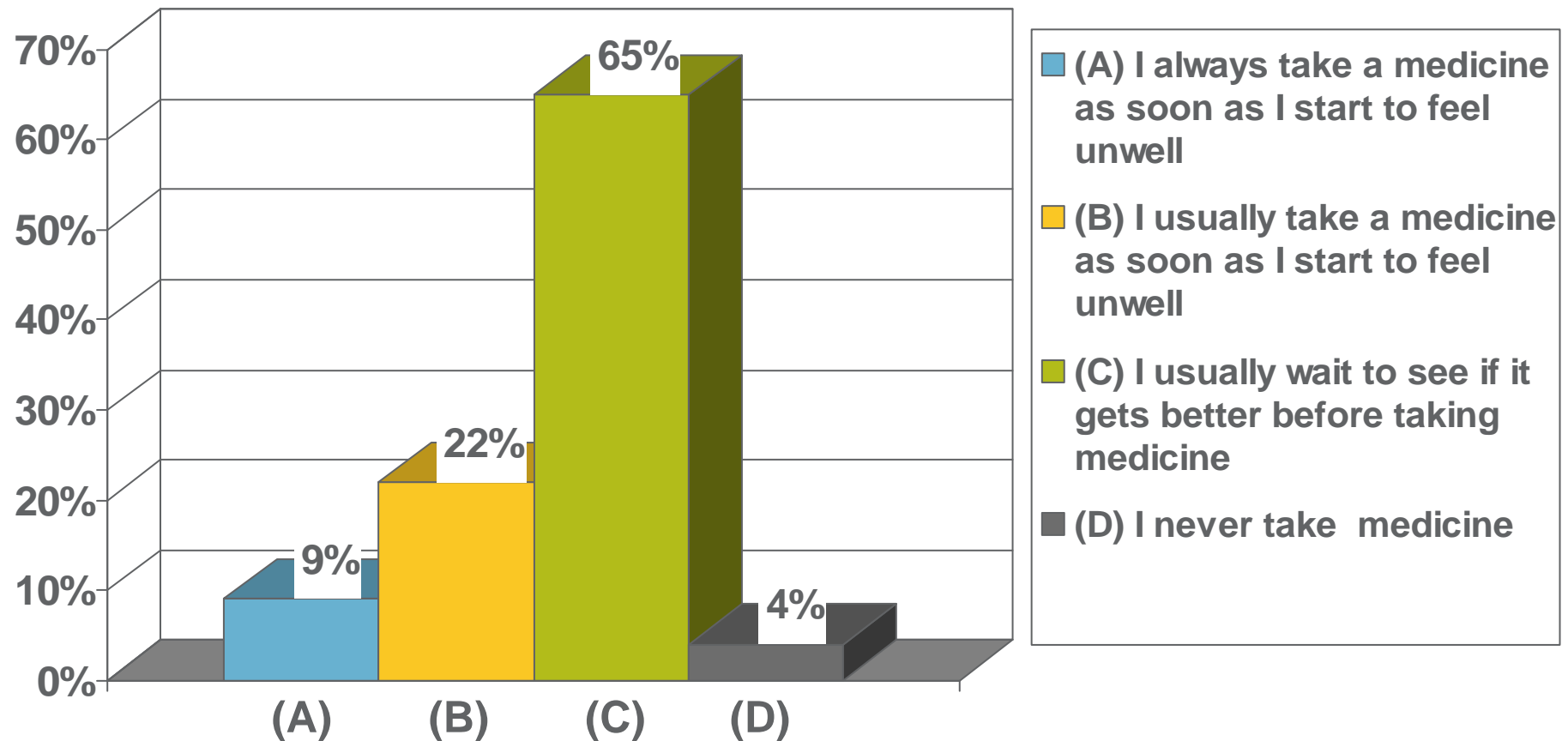
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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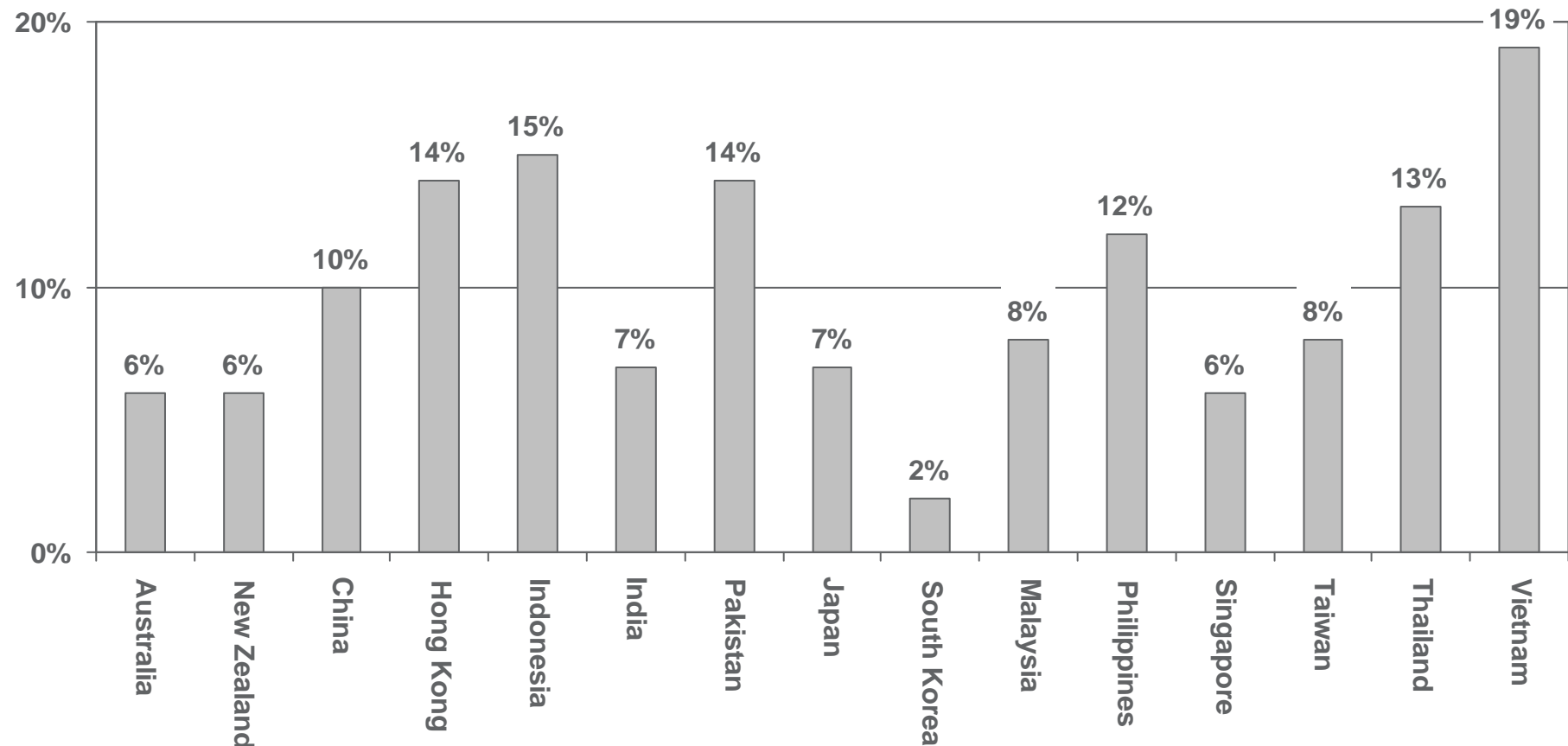
Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?
15 Country Asia Pacific Average



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

Asia Pacific - (A) I always take a medicine as soon as I start to feel unwell



% of respondents choosing this option – only one option permitted

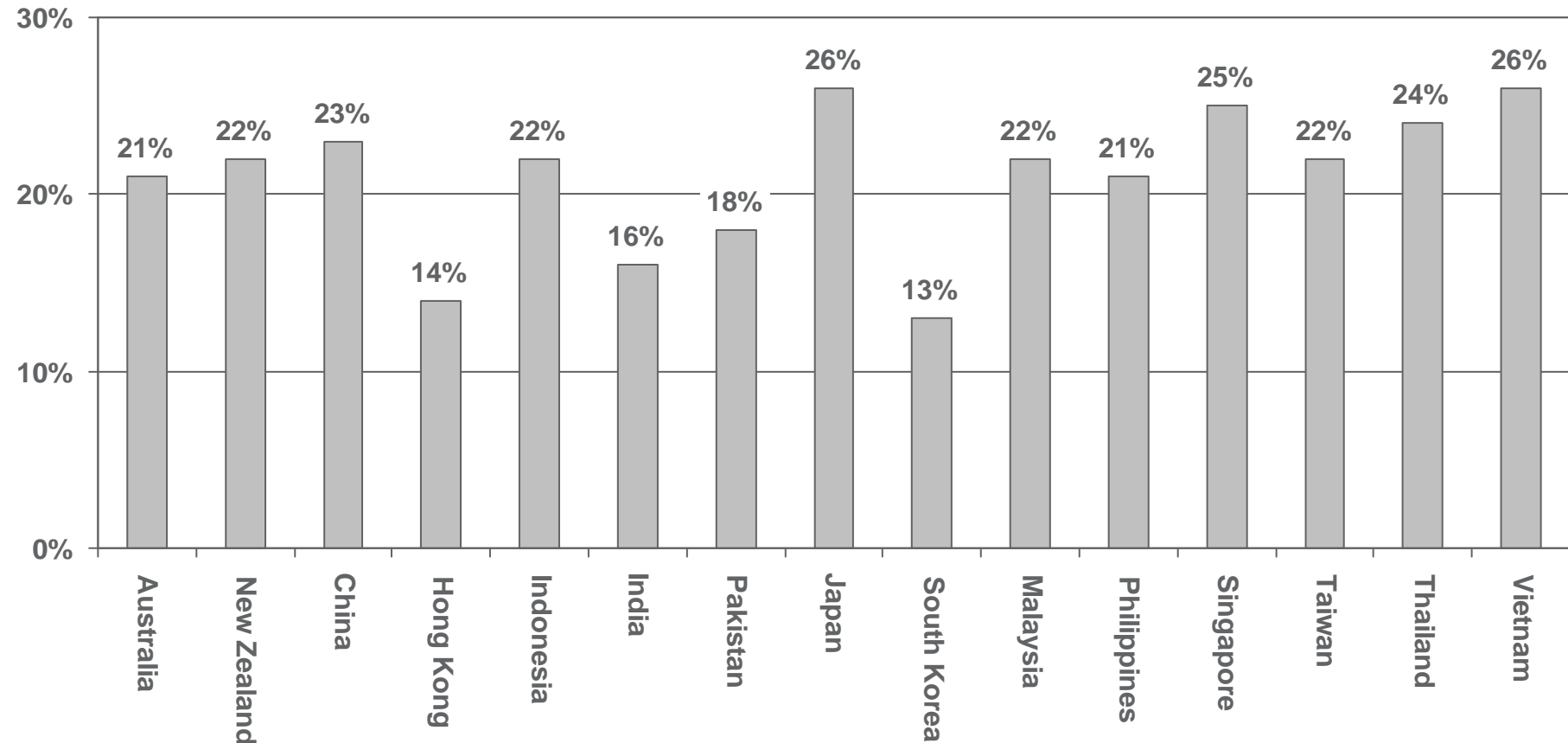
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

Asia Pacific - (B) I usually take a medicine as soon as I start to feel unwell



% of respondents choosing this option – only one option permitted

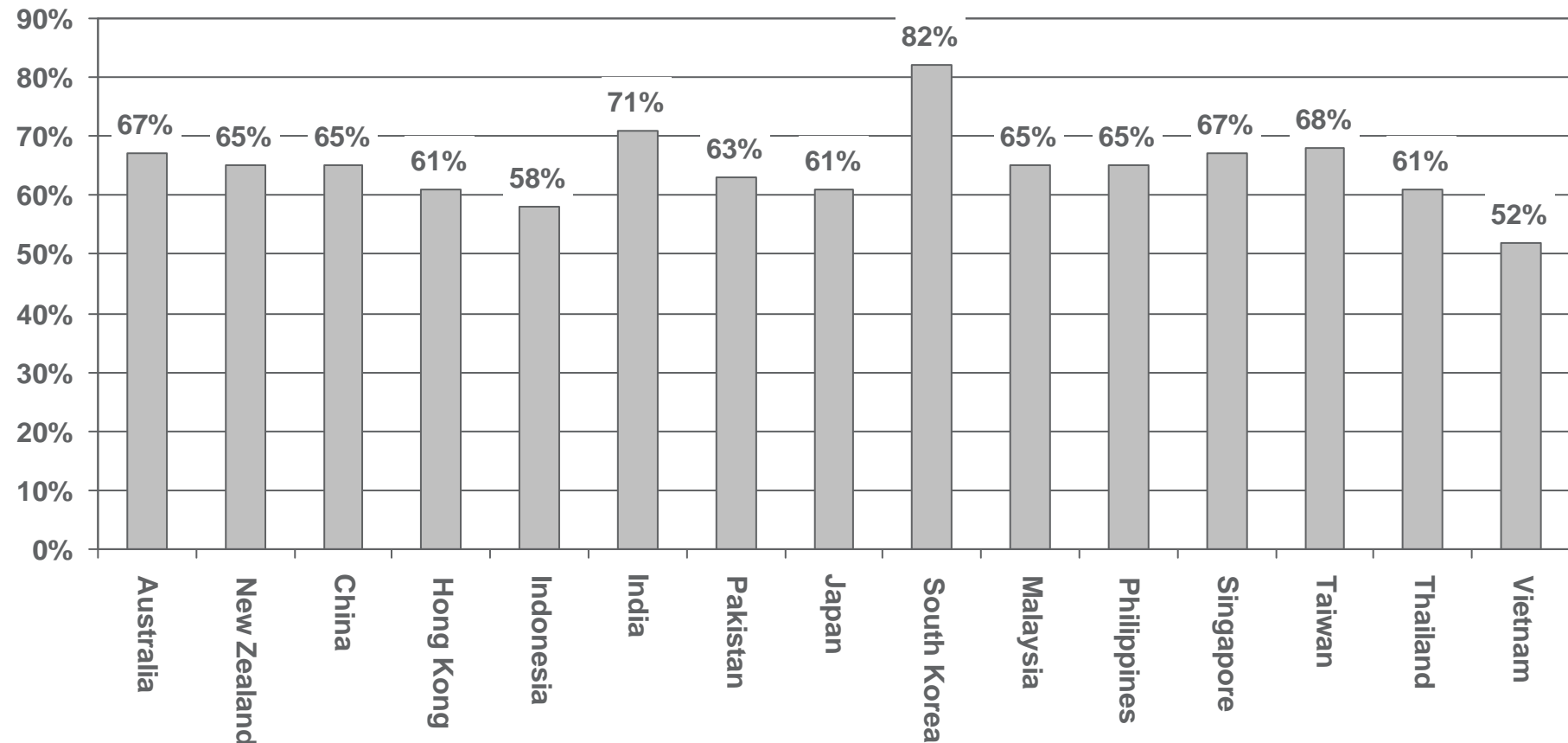
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

Asia Pacific - (C) I usually wait and see if it gets better before taking medicine



% of respondents choosing this option – only one option permitted

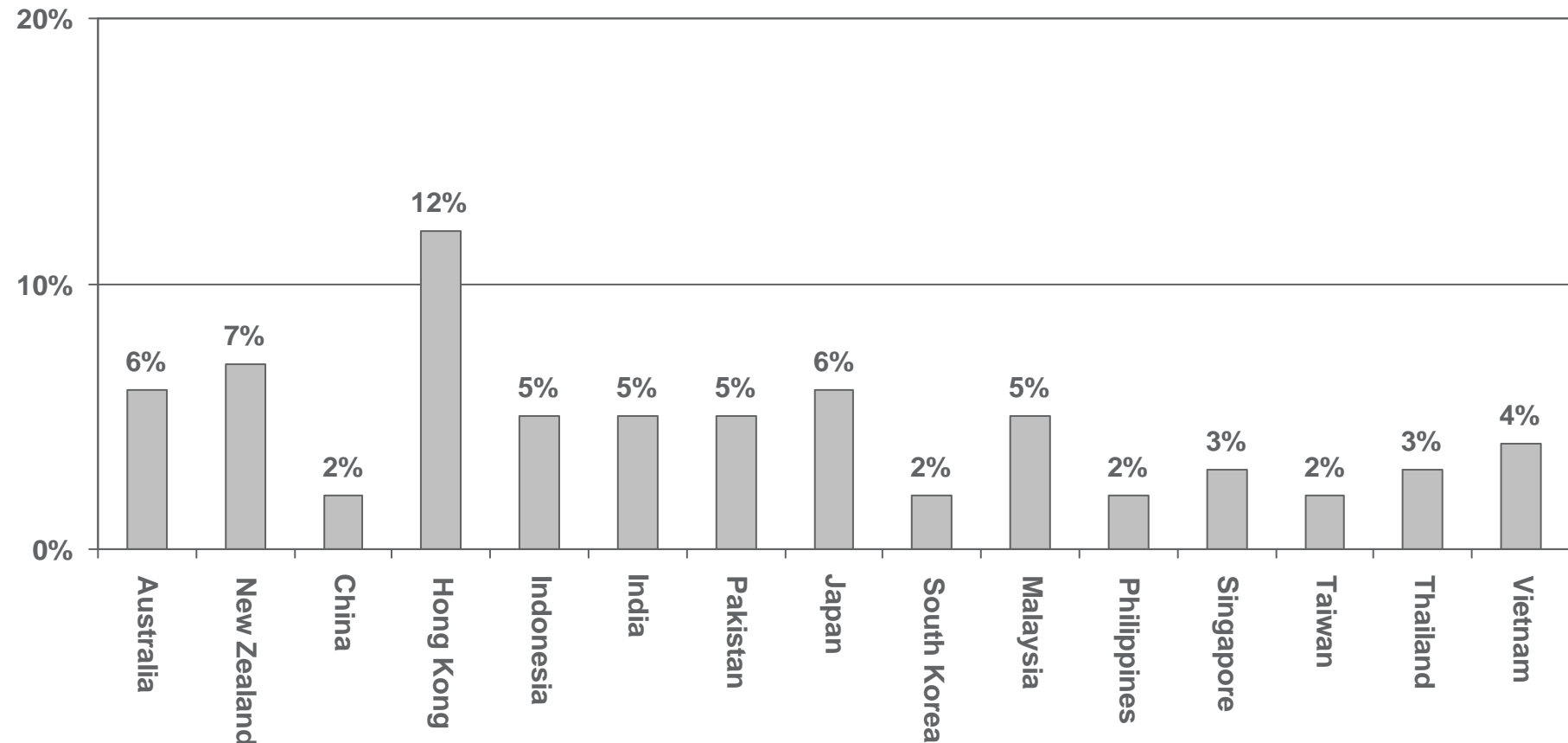
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

Asia Pacific - (D) I never take medicines



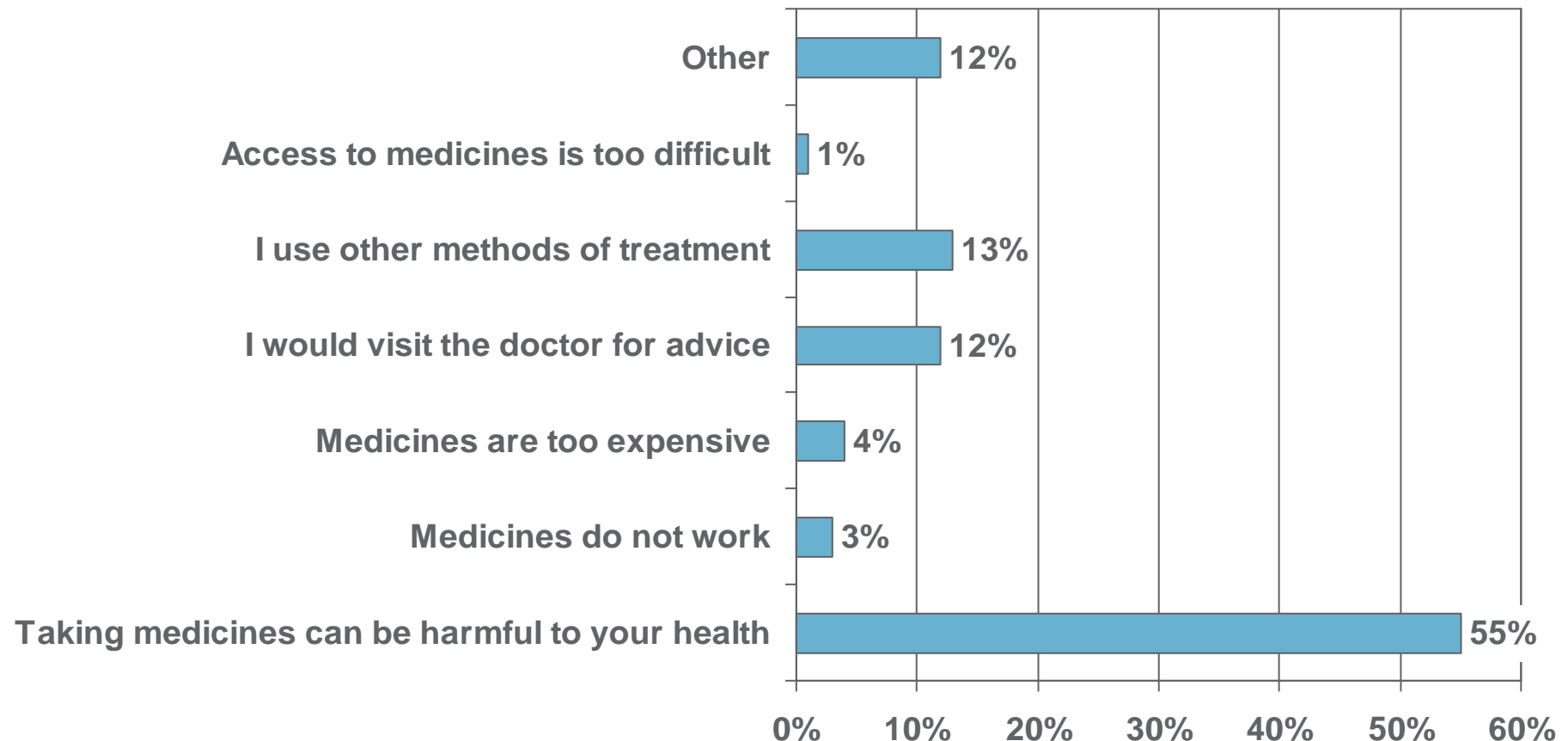
% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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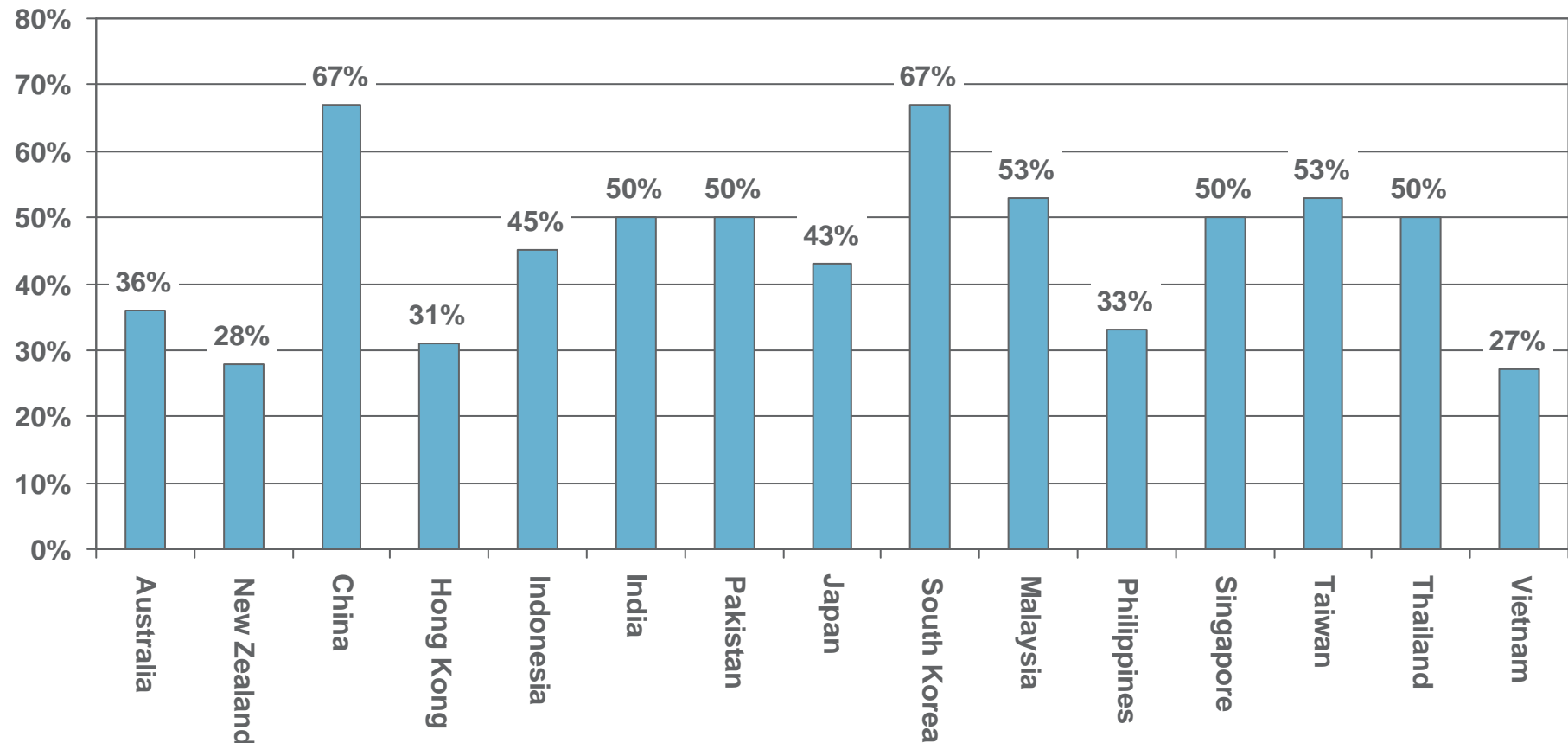
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
15 Country Asia Pacific Average



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

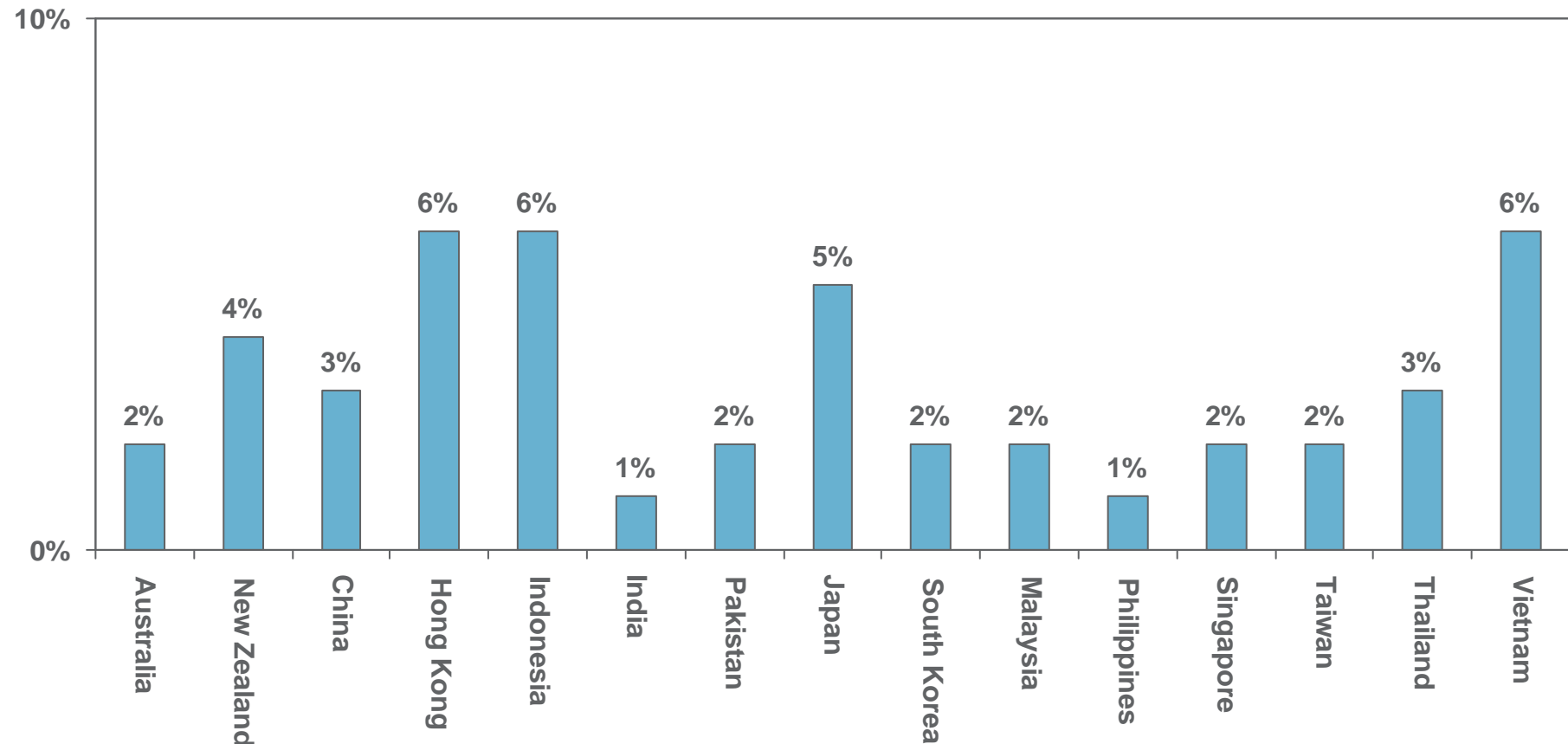
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
Asia Pacific – Taking medicines can be harmful to your health



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

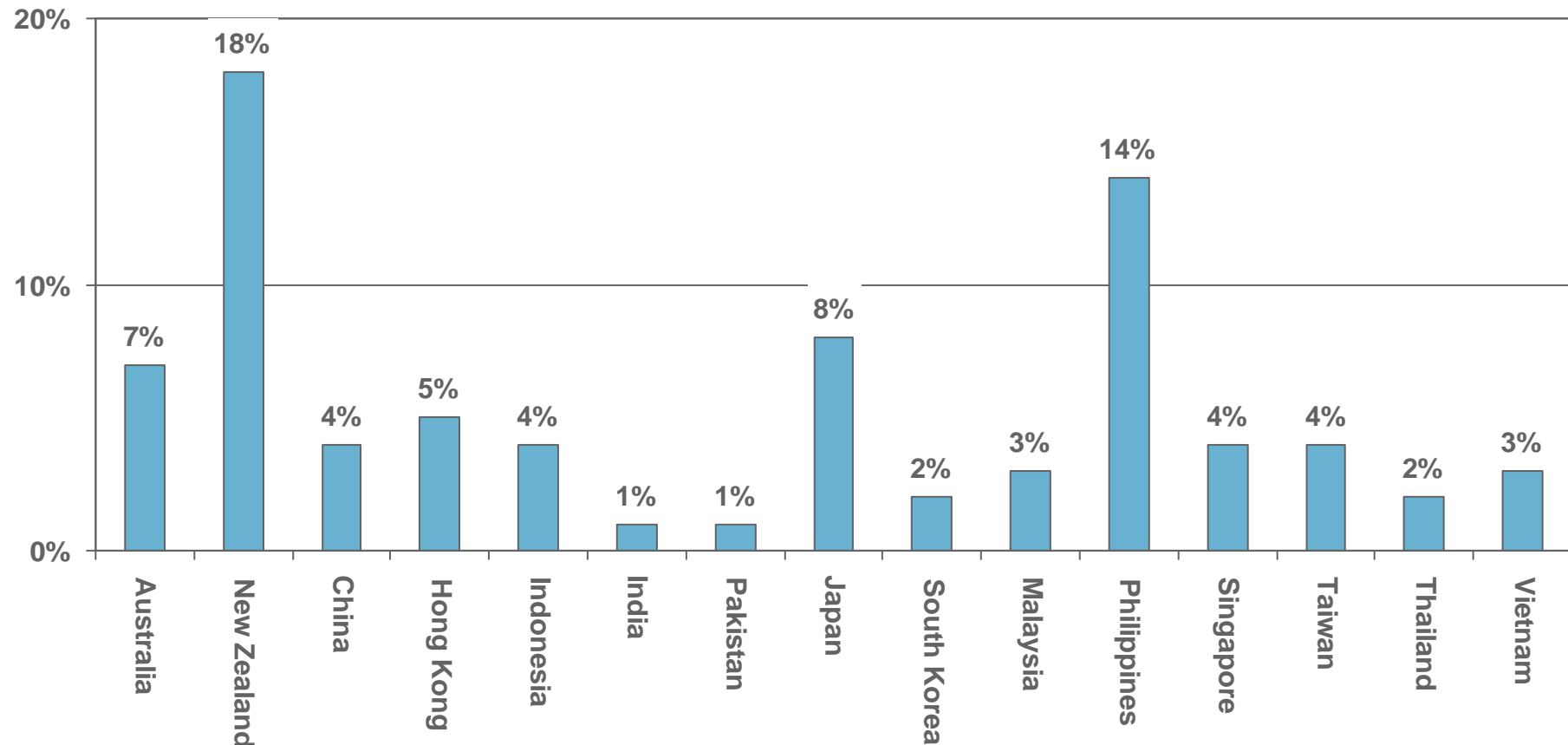
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine? Asia Pacific – Medicines do not work



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

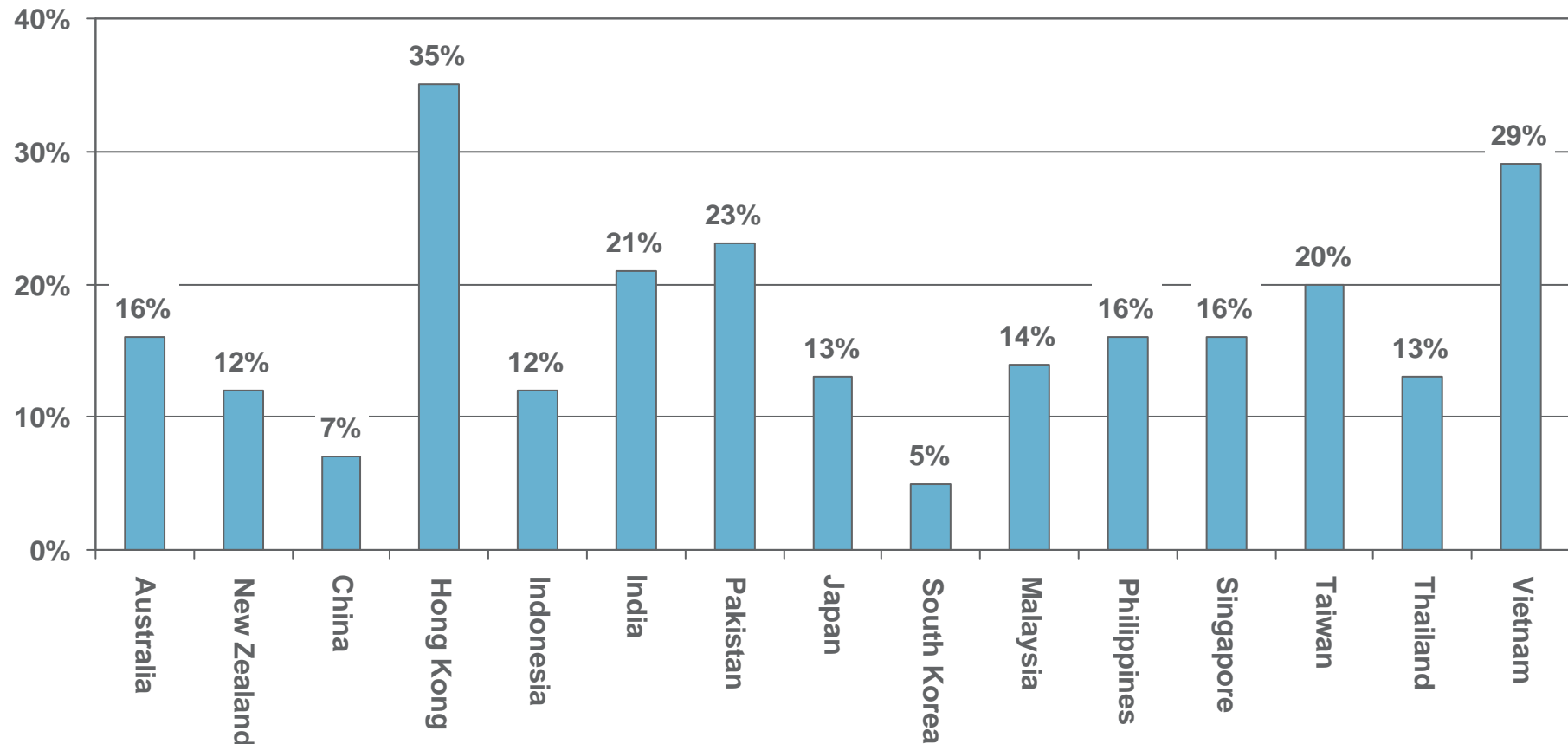
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine? Asia Pacific – Medicines are too expensive



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

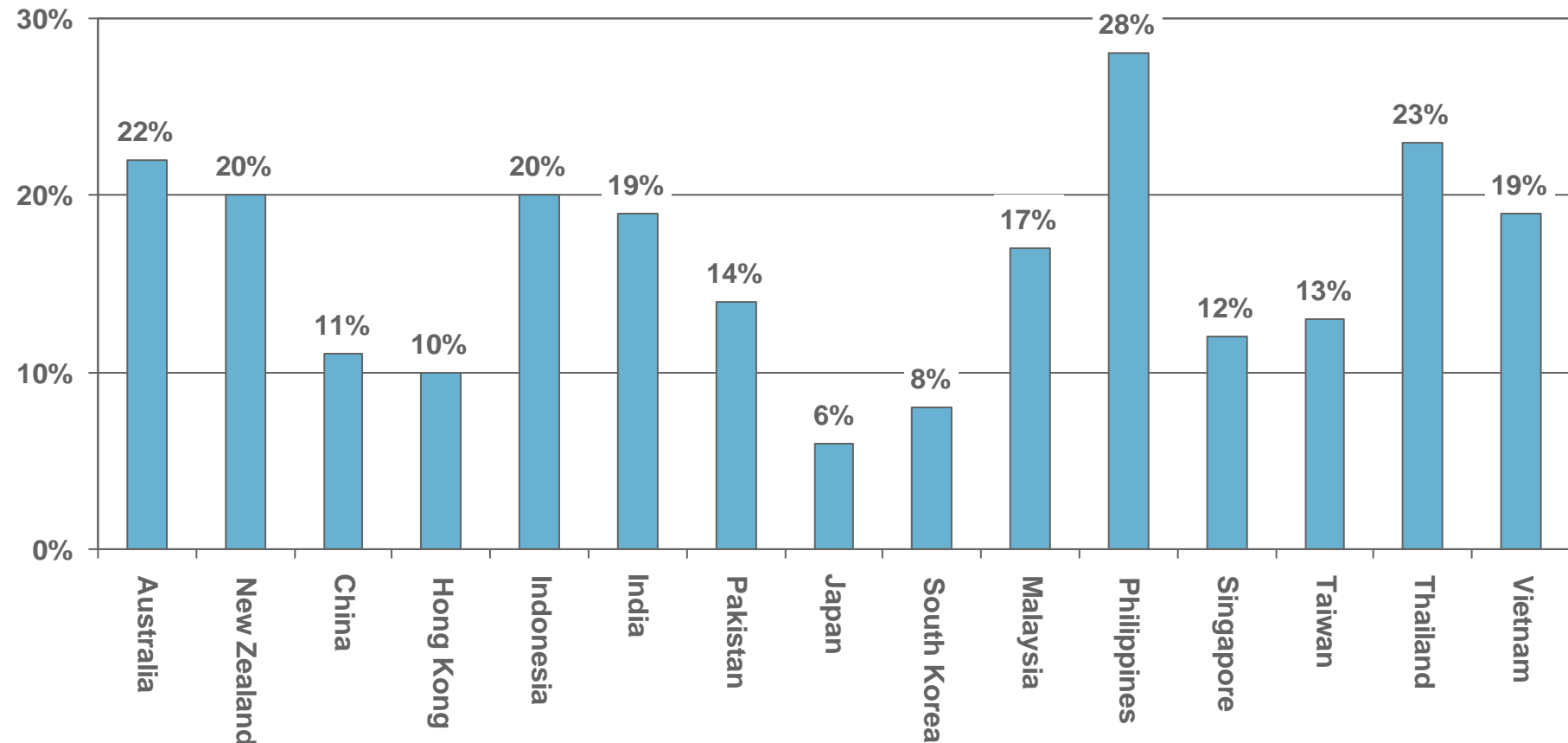
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
Asia Pacific – I would visit the doctor for advice



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

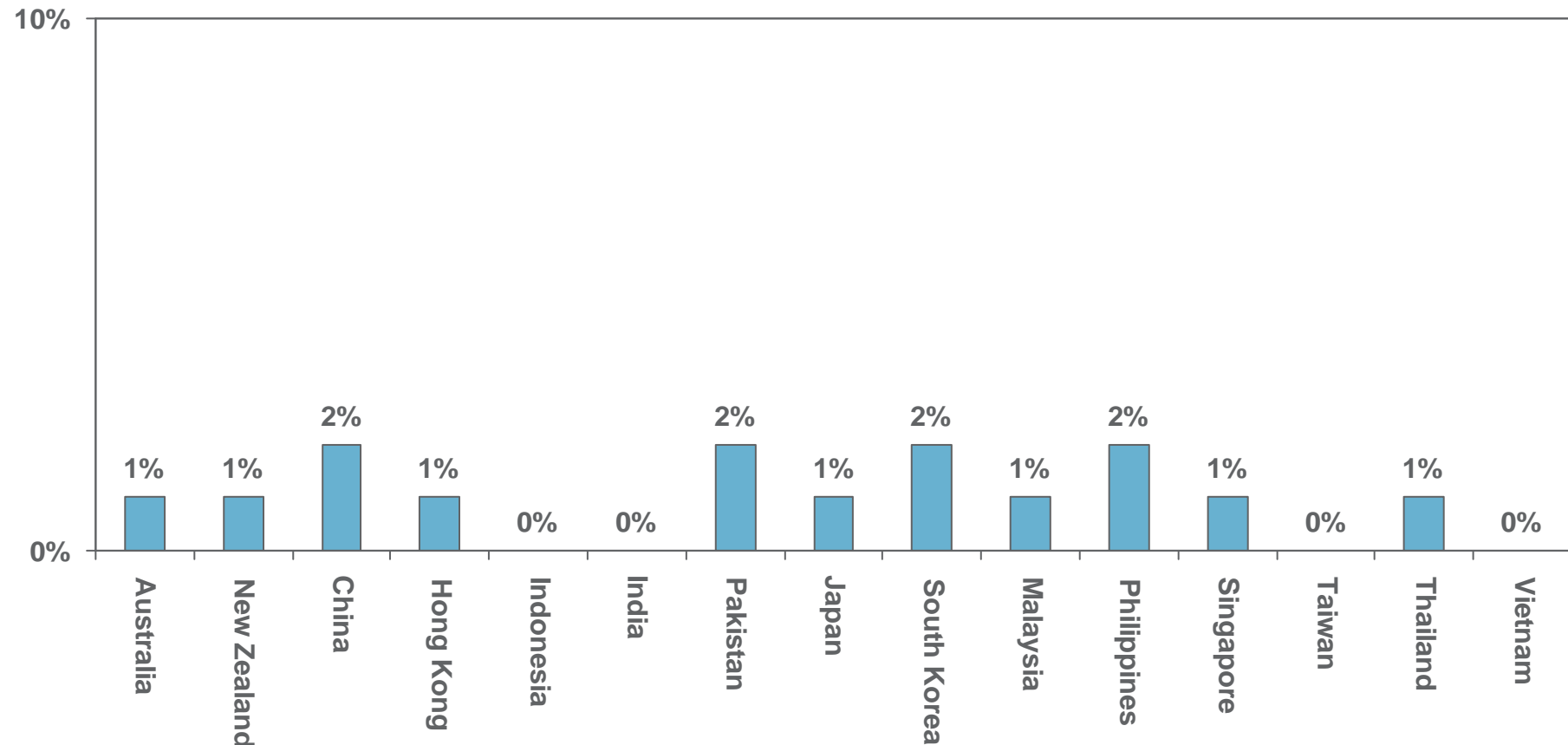
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine? Asia Pacific – I would use other methods of treatment



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
Asia Pacific – Access to medicines is too difficult

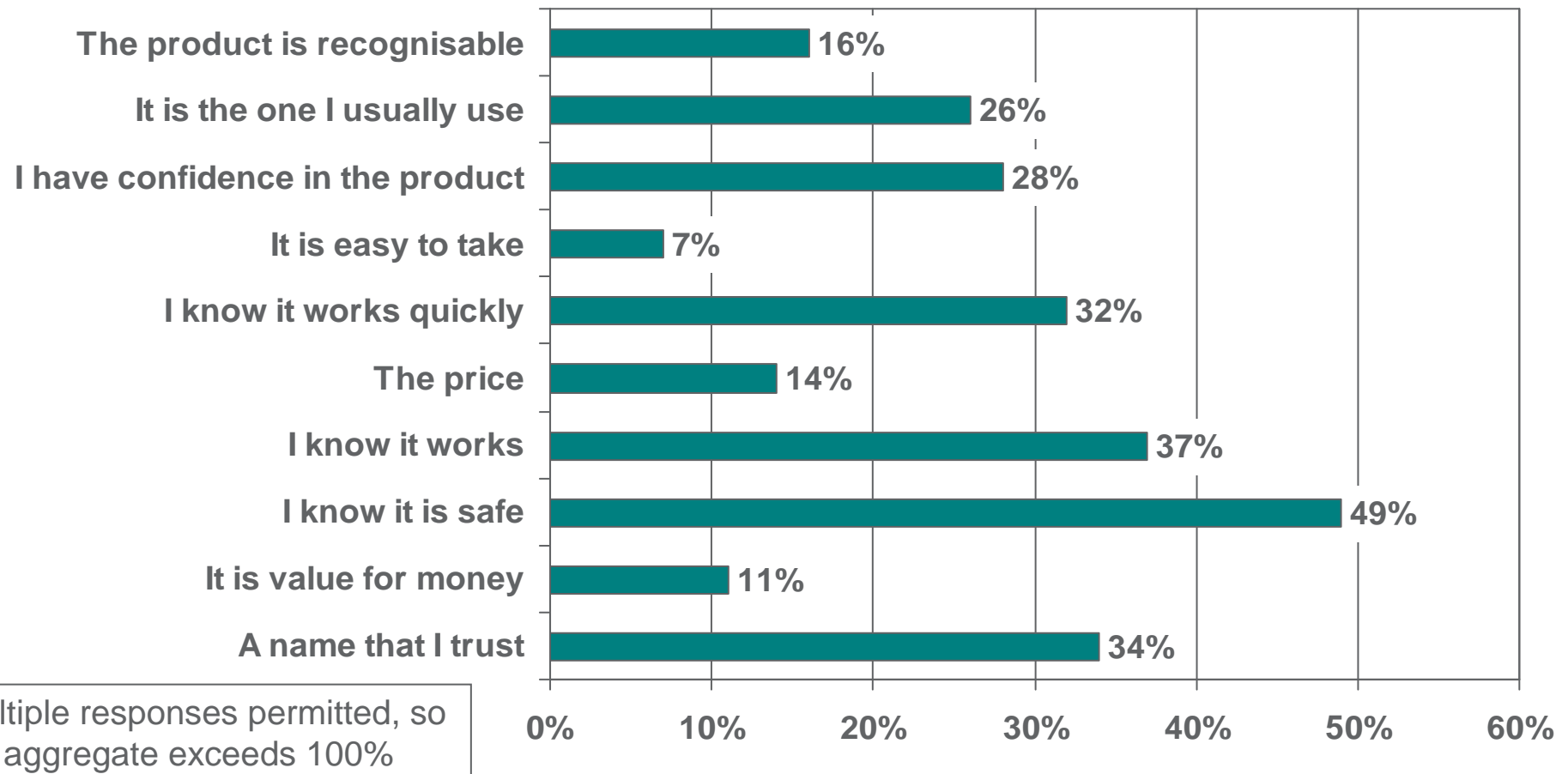


% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?

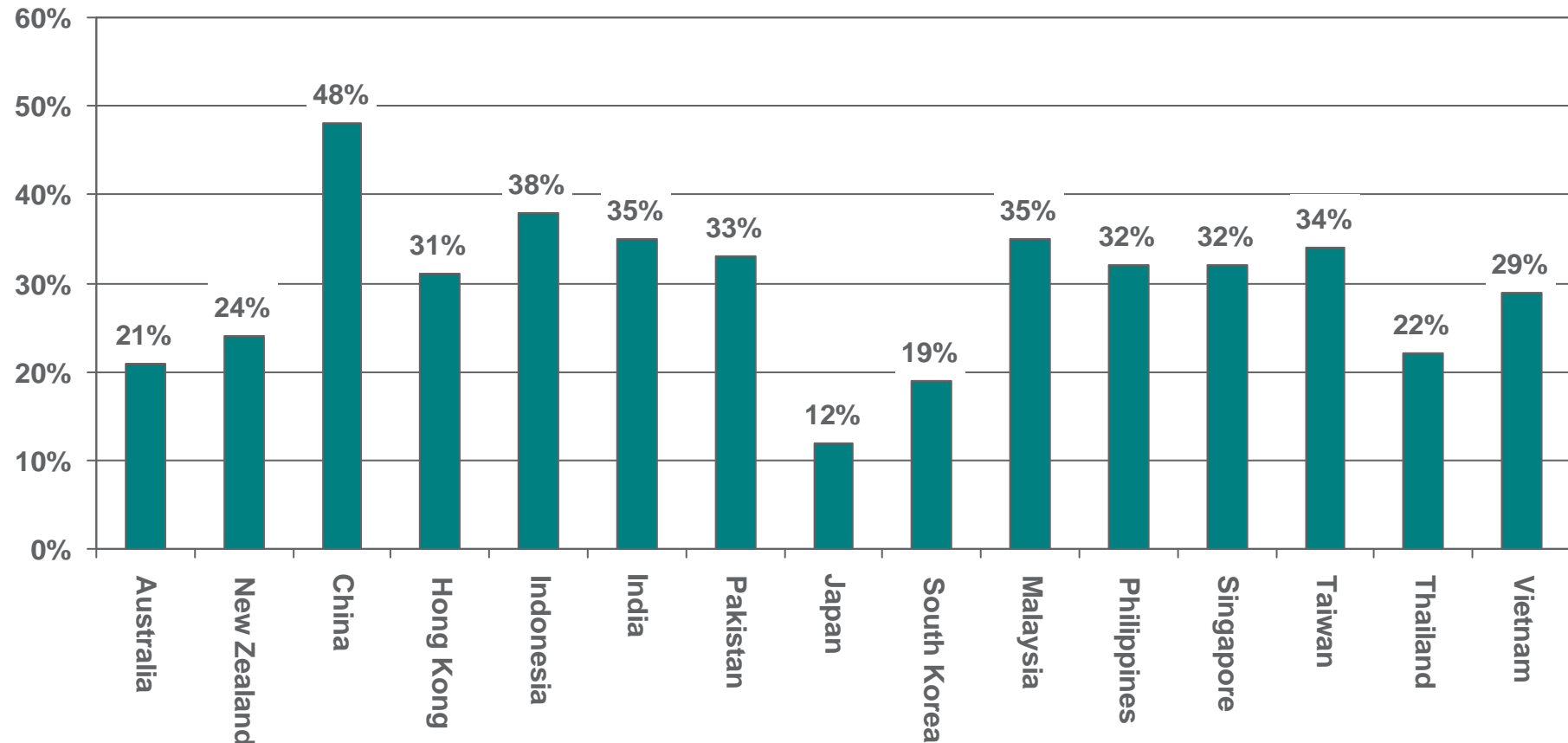
15 Country Asia Pacific Average



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q3. When choosing a non-prescription medicine, what factors are important to you?

Asia Pacific – A name that I trust



% of respondents choosing this option – more than one option could be chosen

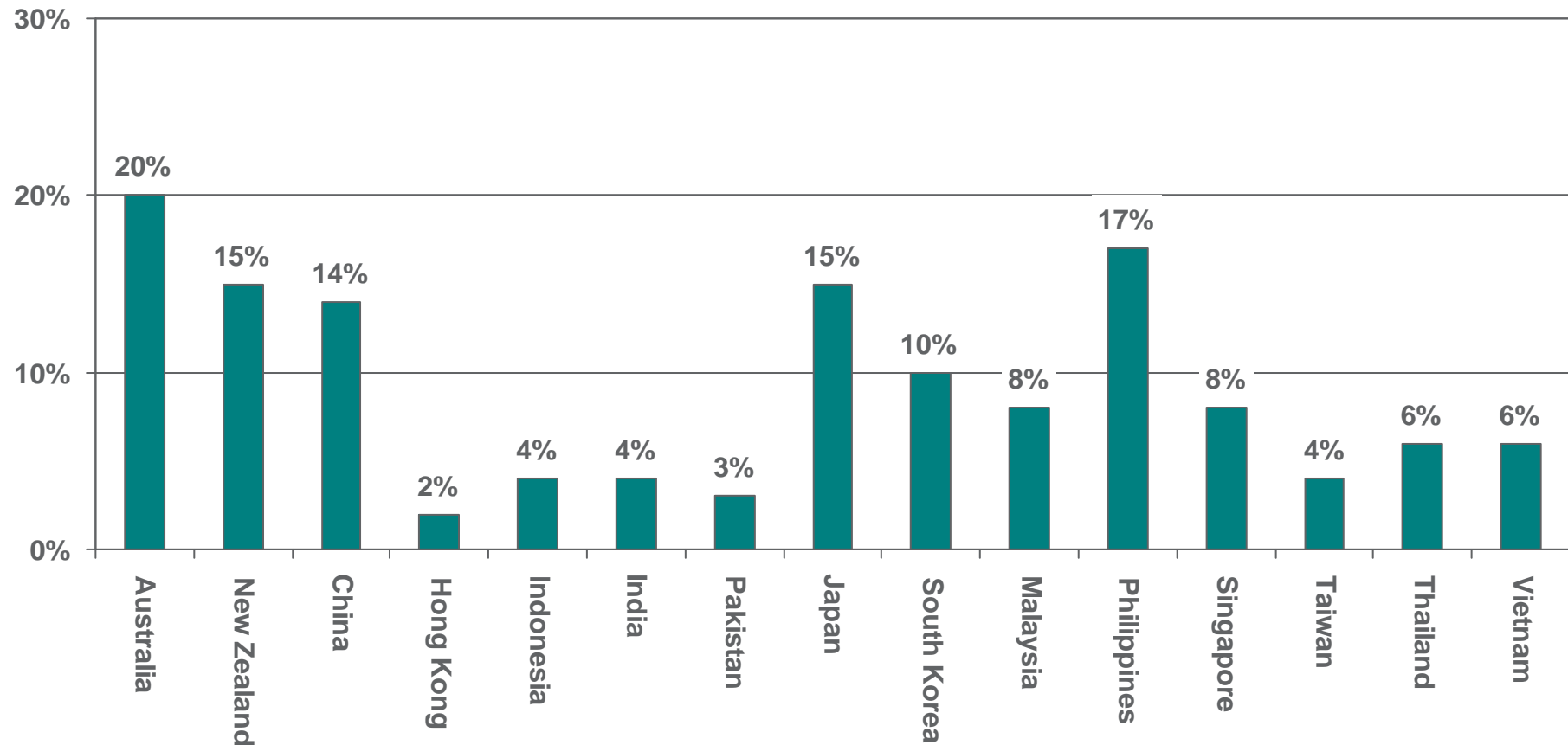
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Asia Pacific – It is value for money



% of respondents choosing this option – more than one option could be chosen

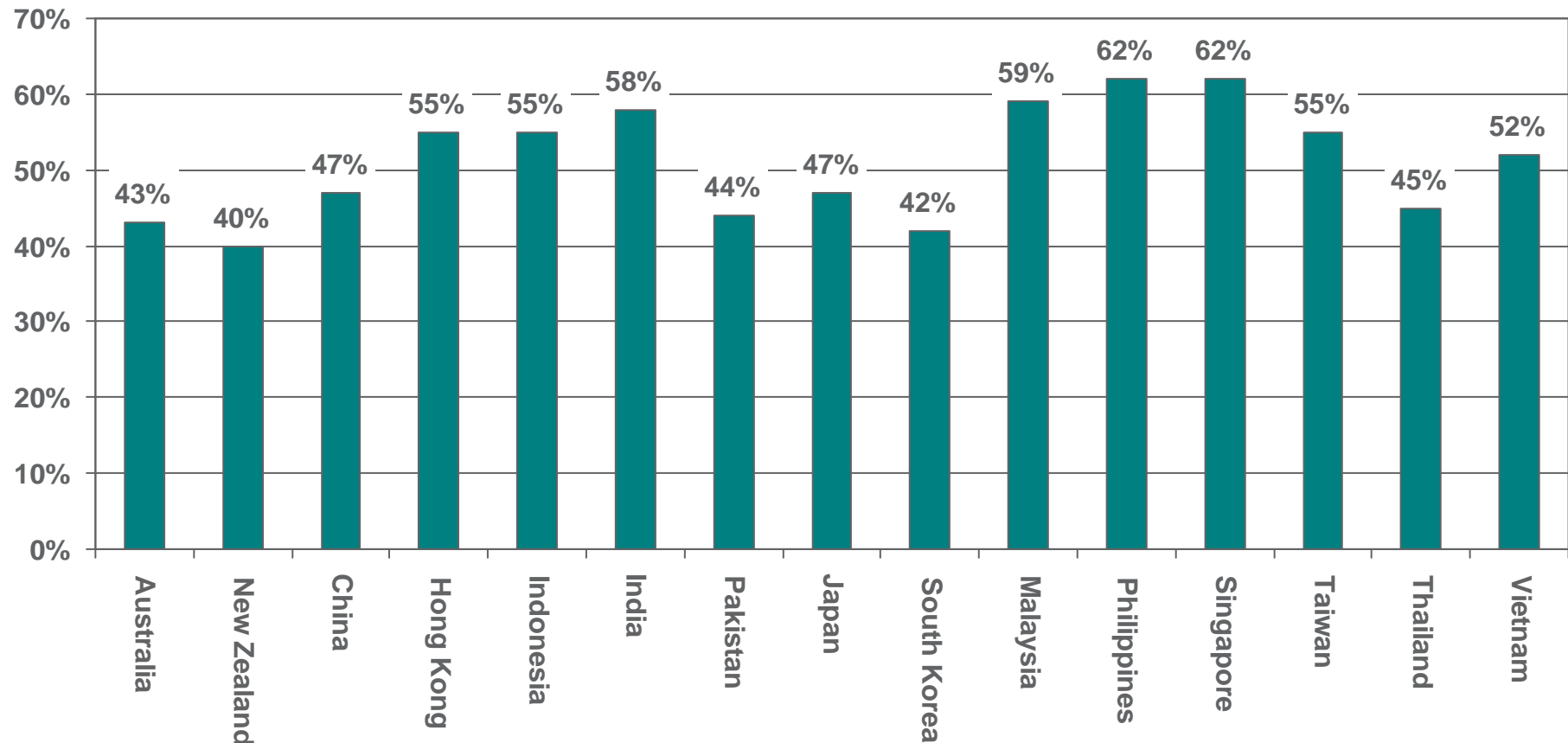
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Asia Pacific – I know it is safe



% of respondents choosing this option – more than one option could be chosen

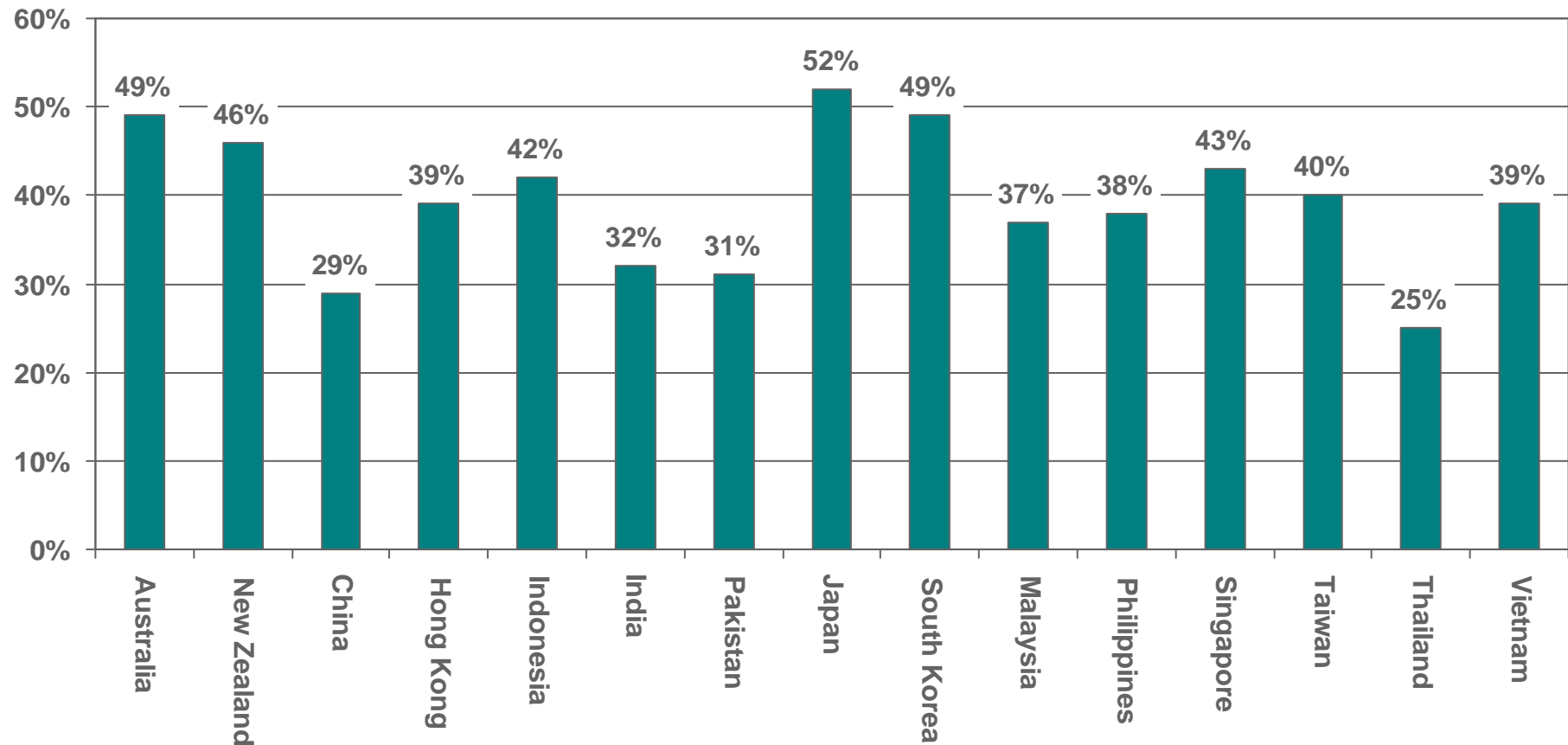
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Asia Pacific – I know it works



% of respondents choosing this option – more than one option could be chosen

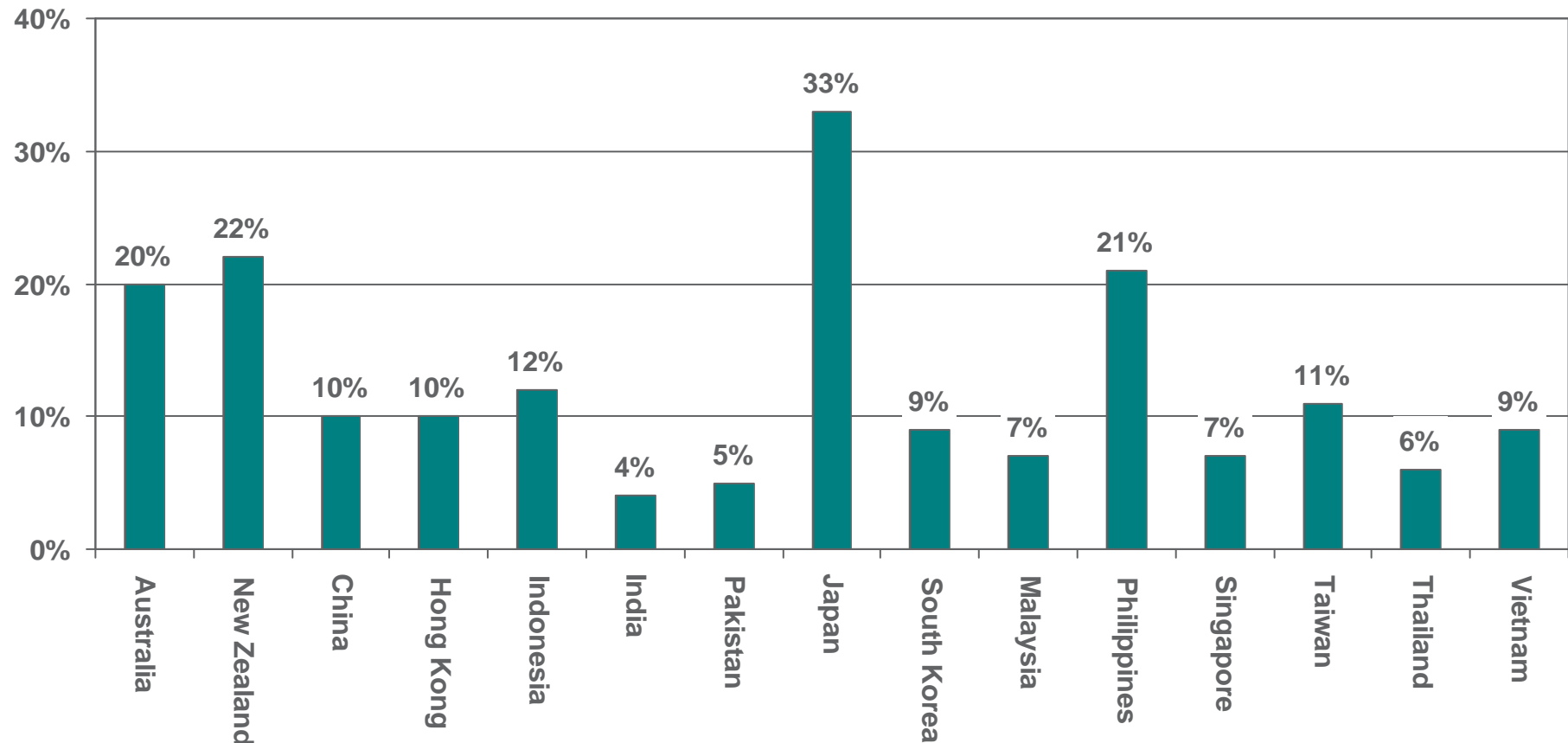
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Asia Pacific – The price



% of respondents choosing this option – more than one option could be chosen

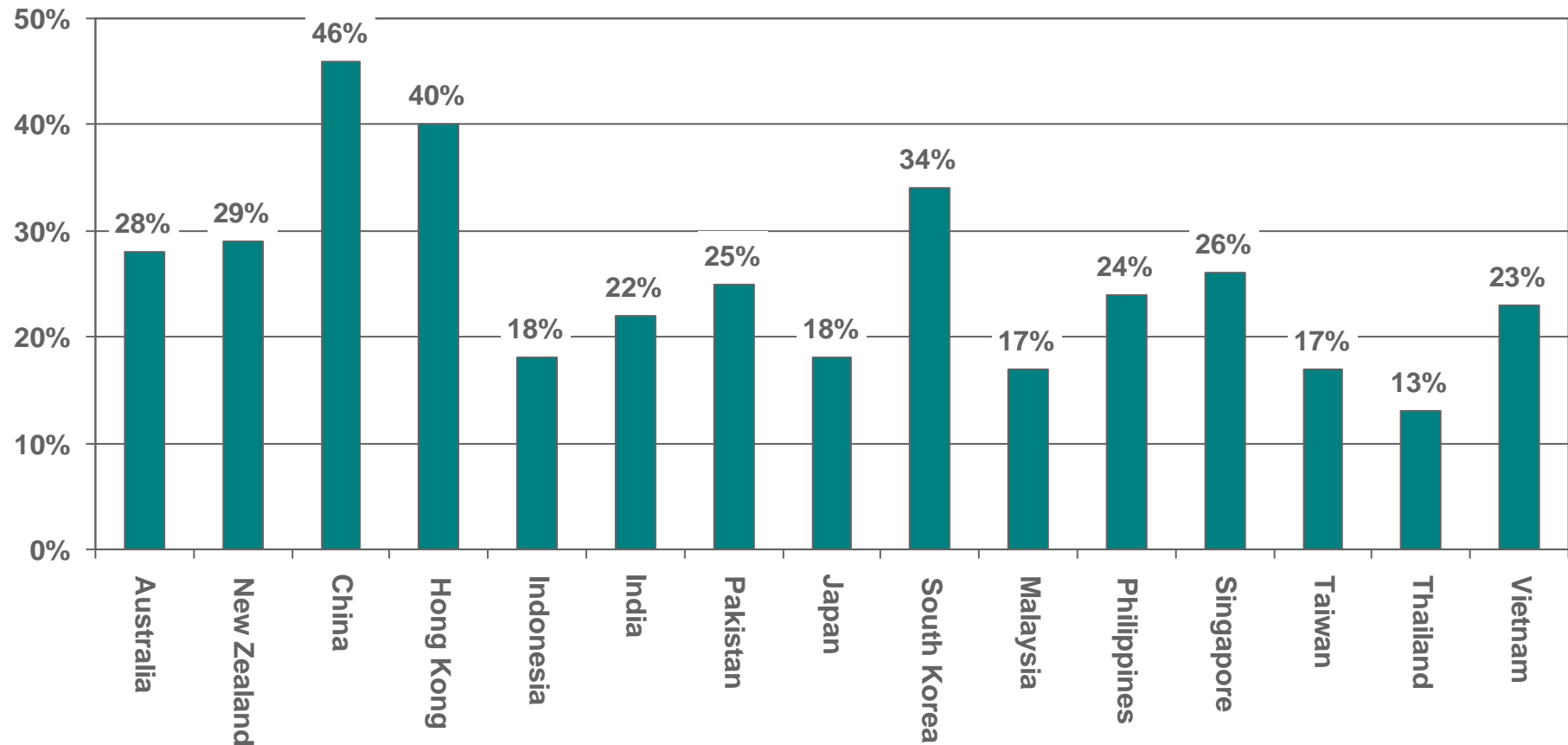
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Asia Pacific – I know it works quickly



% of respondents choosing this option – more than one option could be chosen

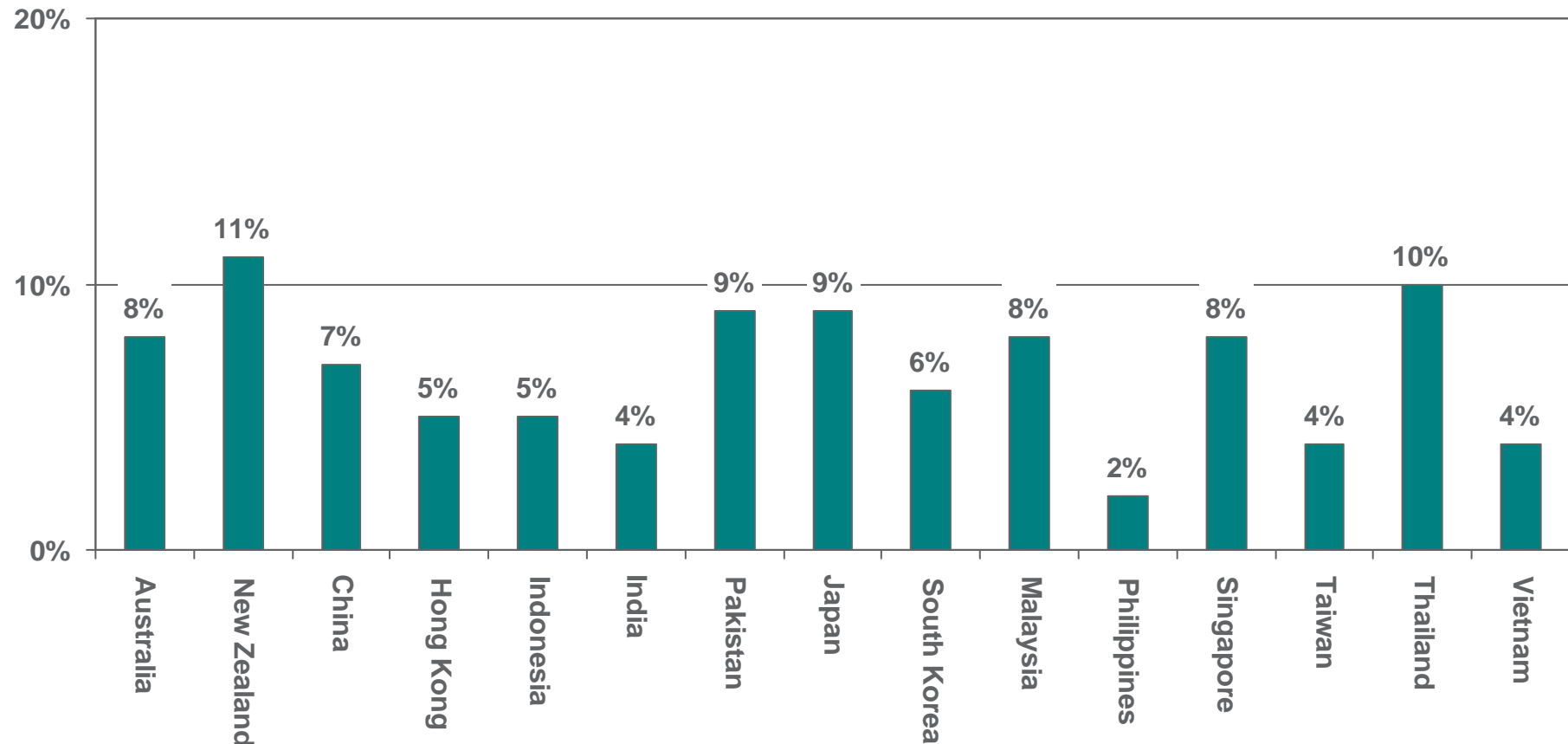
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Asia Pacific – It is easy to take



% of respondents choosing this option – more than one option could be chosen

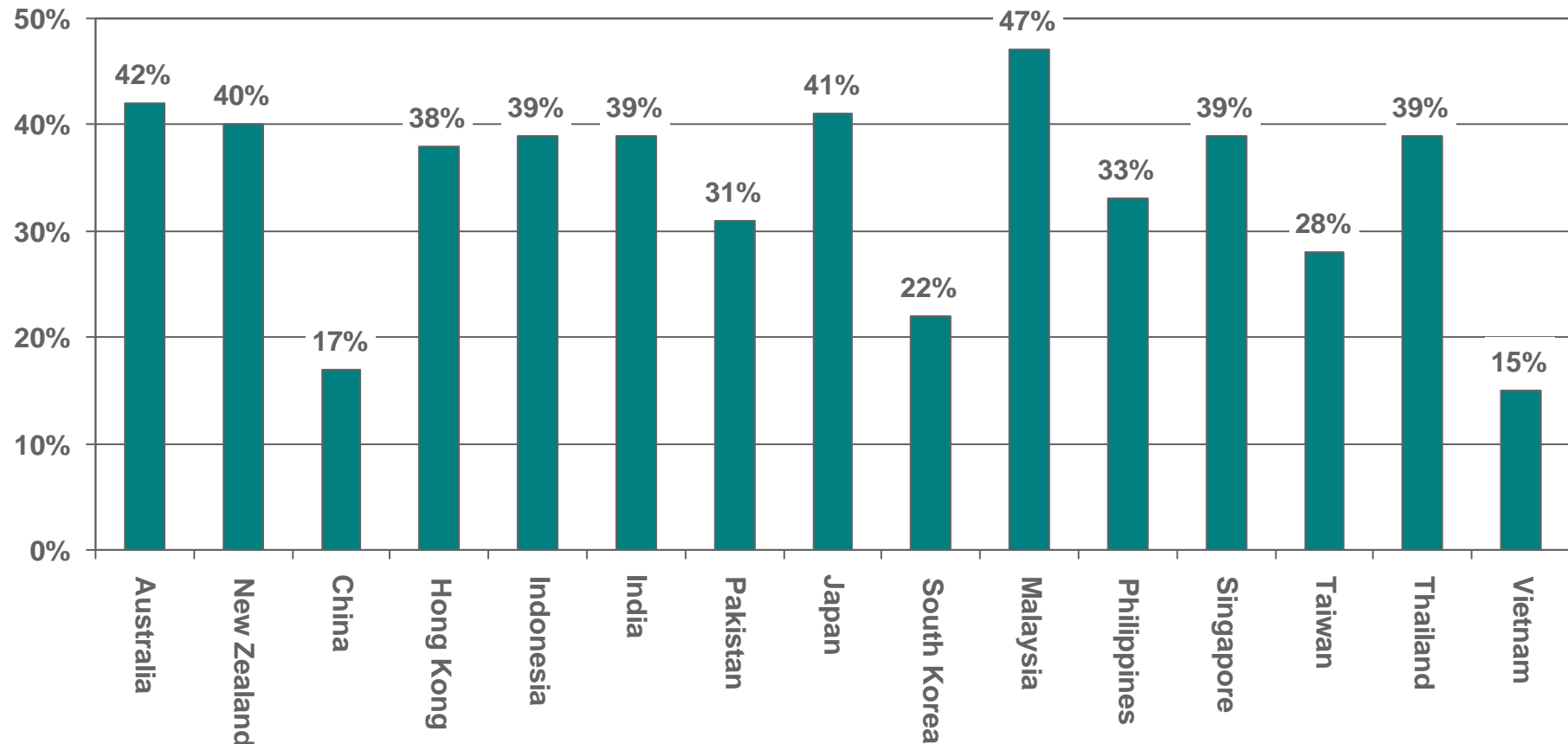
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Asia Pacific – I have confidence in the product



% of respondents choosing this option – more than one option could be chosen

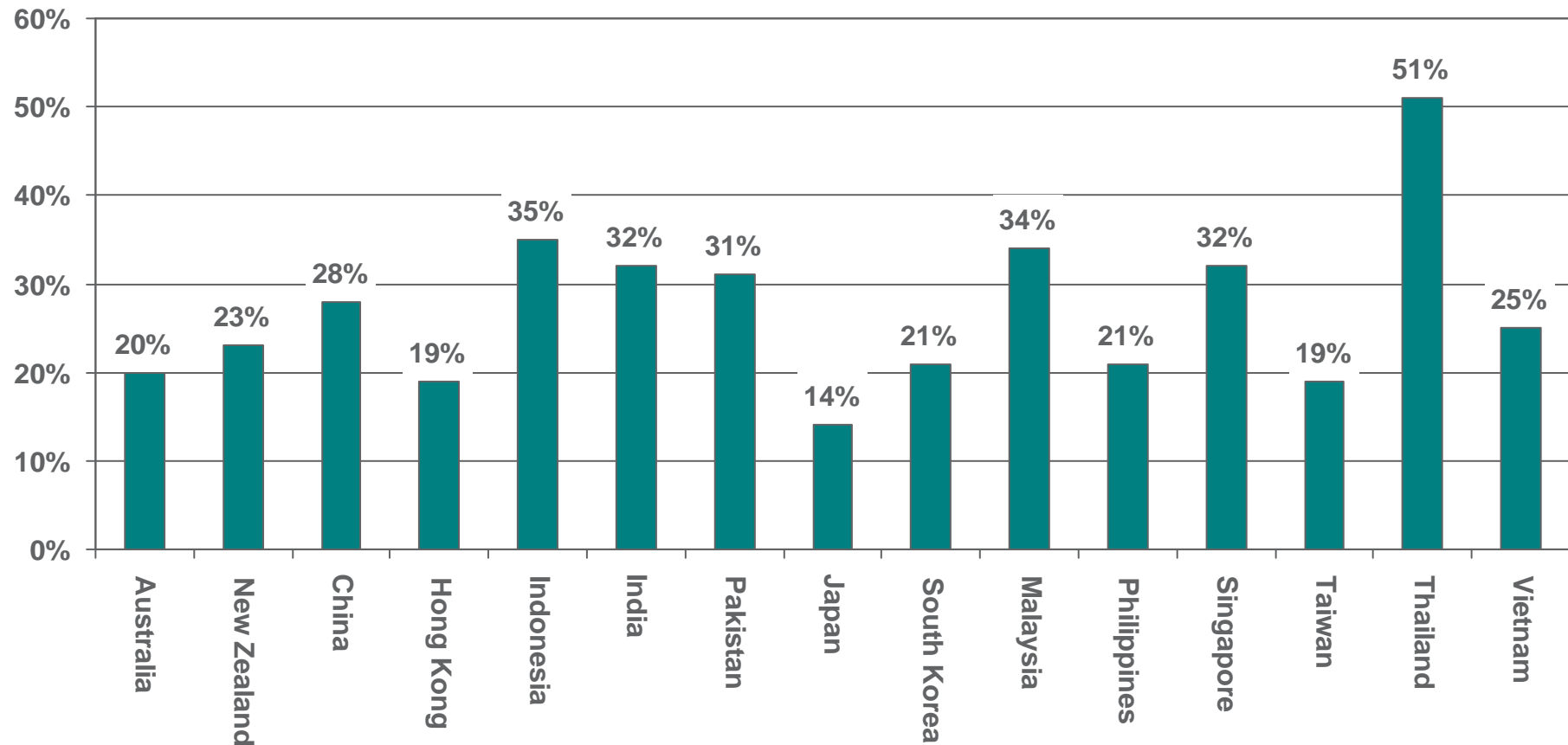
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Asia Pacific – It is the one I usually use



% of respondents choosing this option – more than one option could be chosen

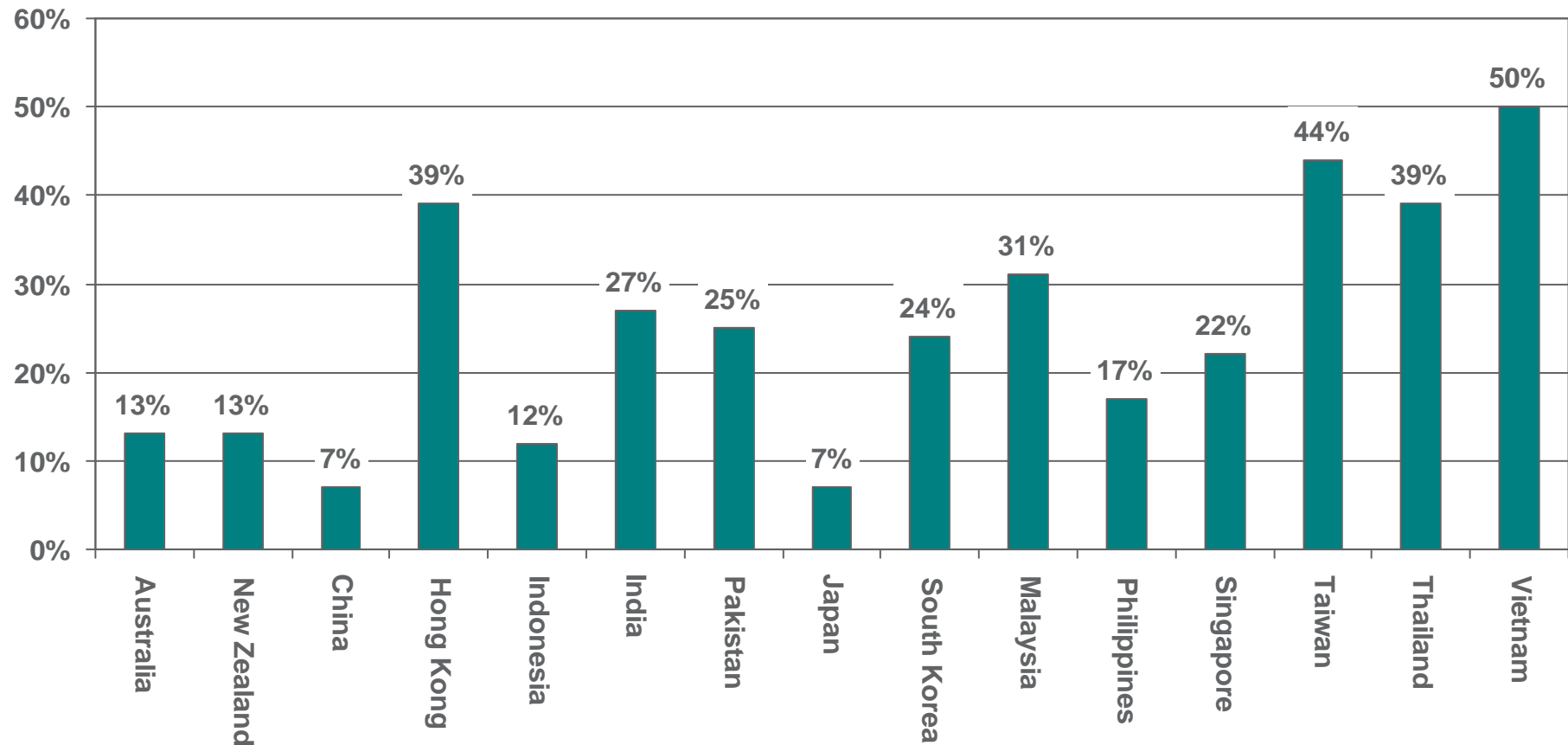
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Asia Pacific – The product is recognisable



% of respondents choosing this option – more than one option could be chosen

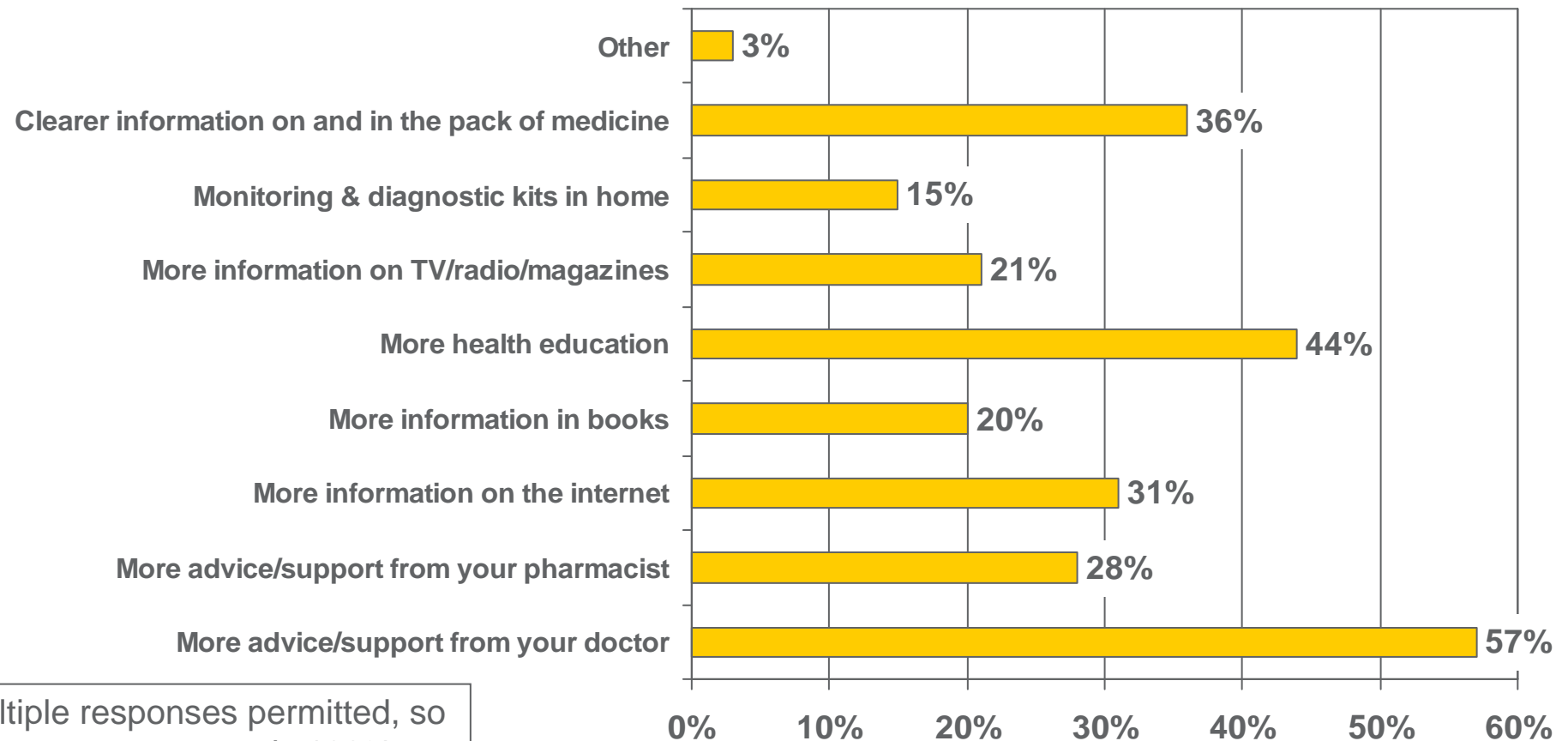
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

15 Country Asia Pacific Average



Multiple responses permitted, so
aggregate exceeds 100%

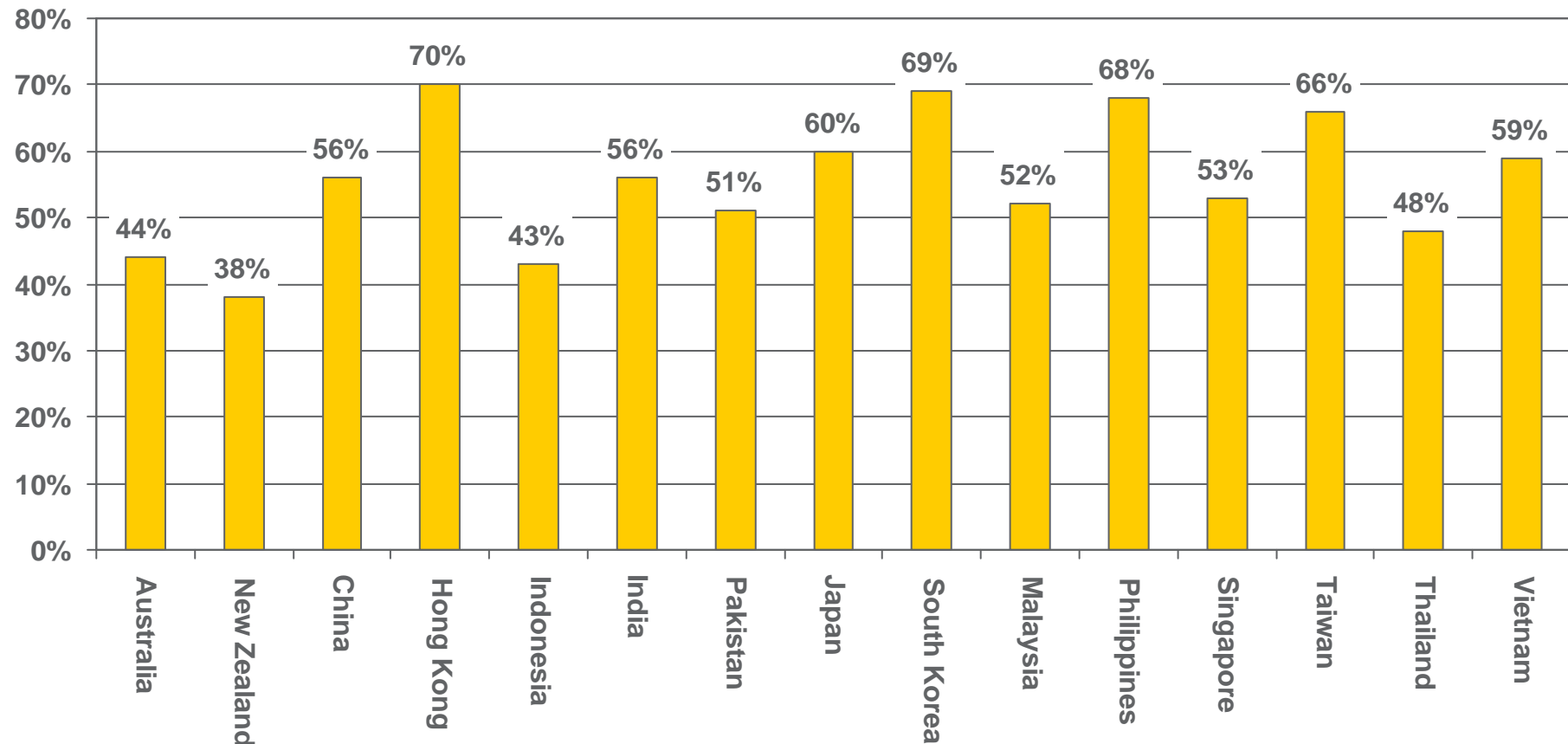
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Asia Pacific – More support/advice from the doctor



% of respondents choosing this option – more than one option could be chosen

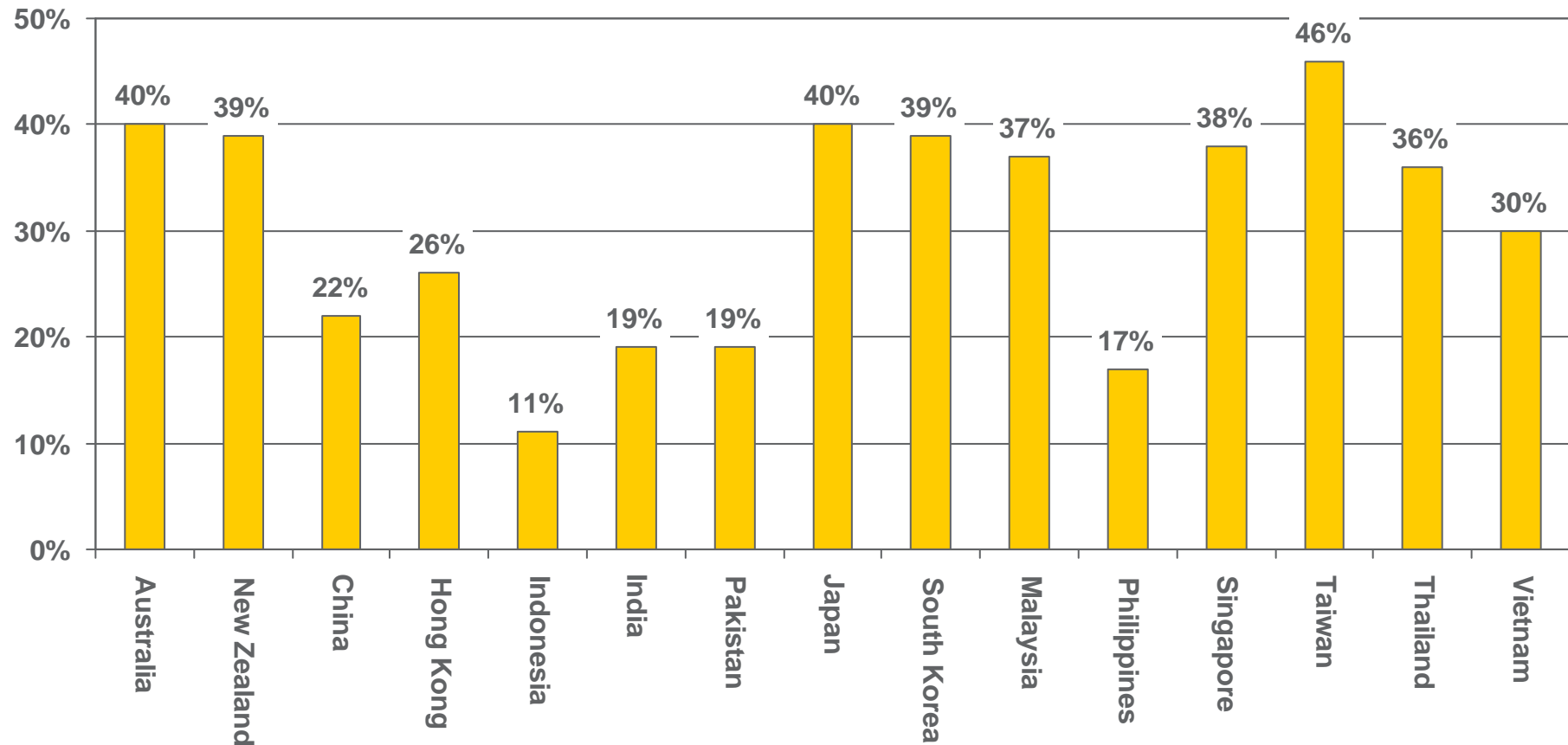
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Asia Pacific – More support/advice from the pharmacist



% of respondents choosing this option – more than one option could be chosen

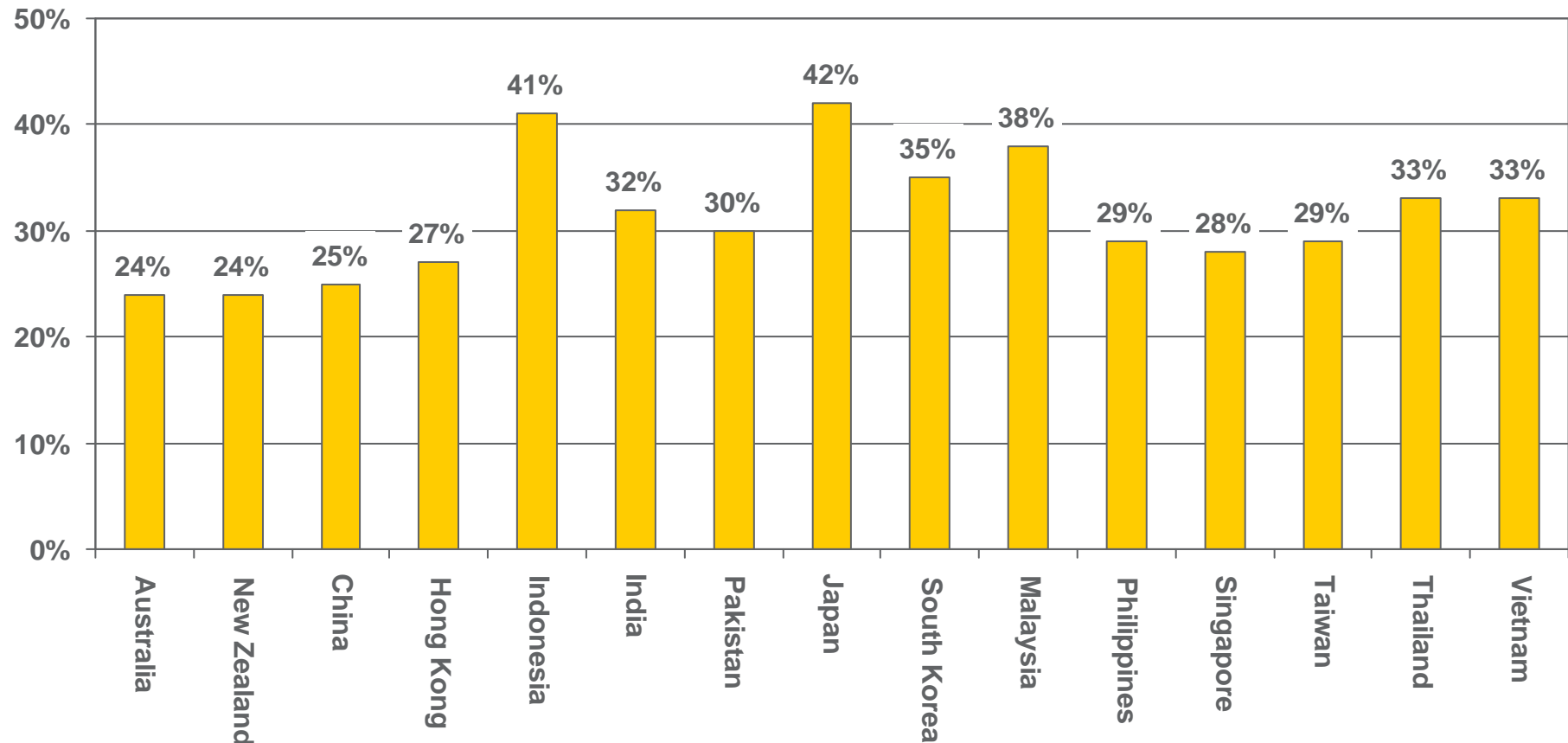
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Asia Pacific – More information on the internet



% of respondents choosing this option – more than one option could be chosen

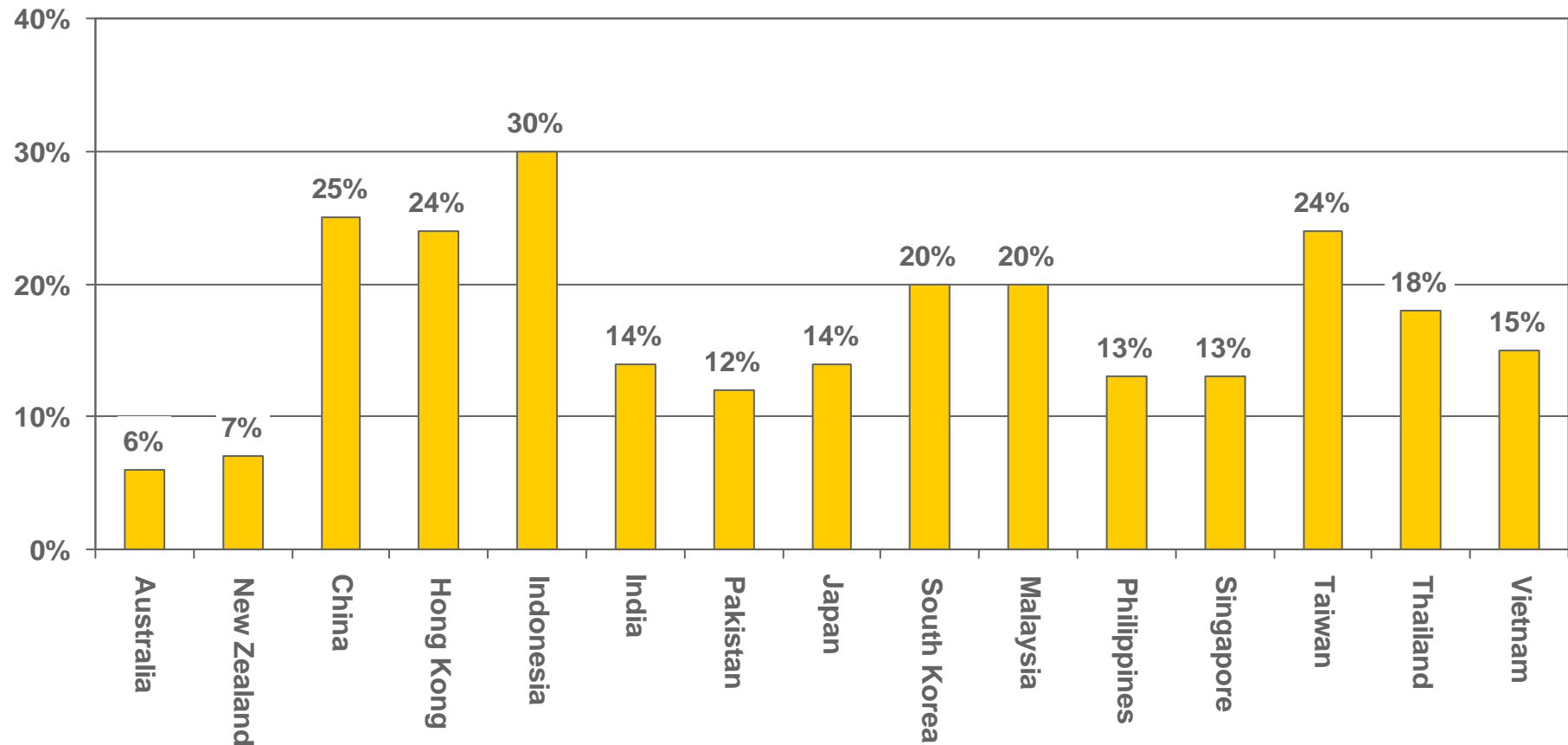
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Asia Pacific – More information in books



% of respondents choosing this option – more than one option could be chosen

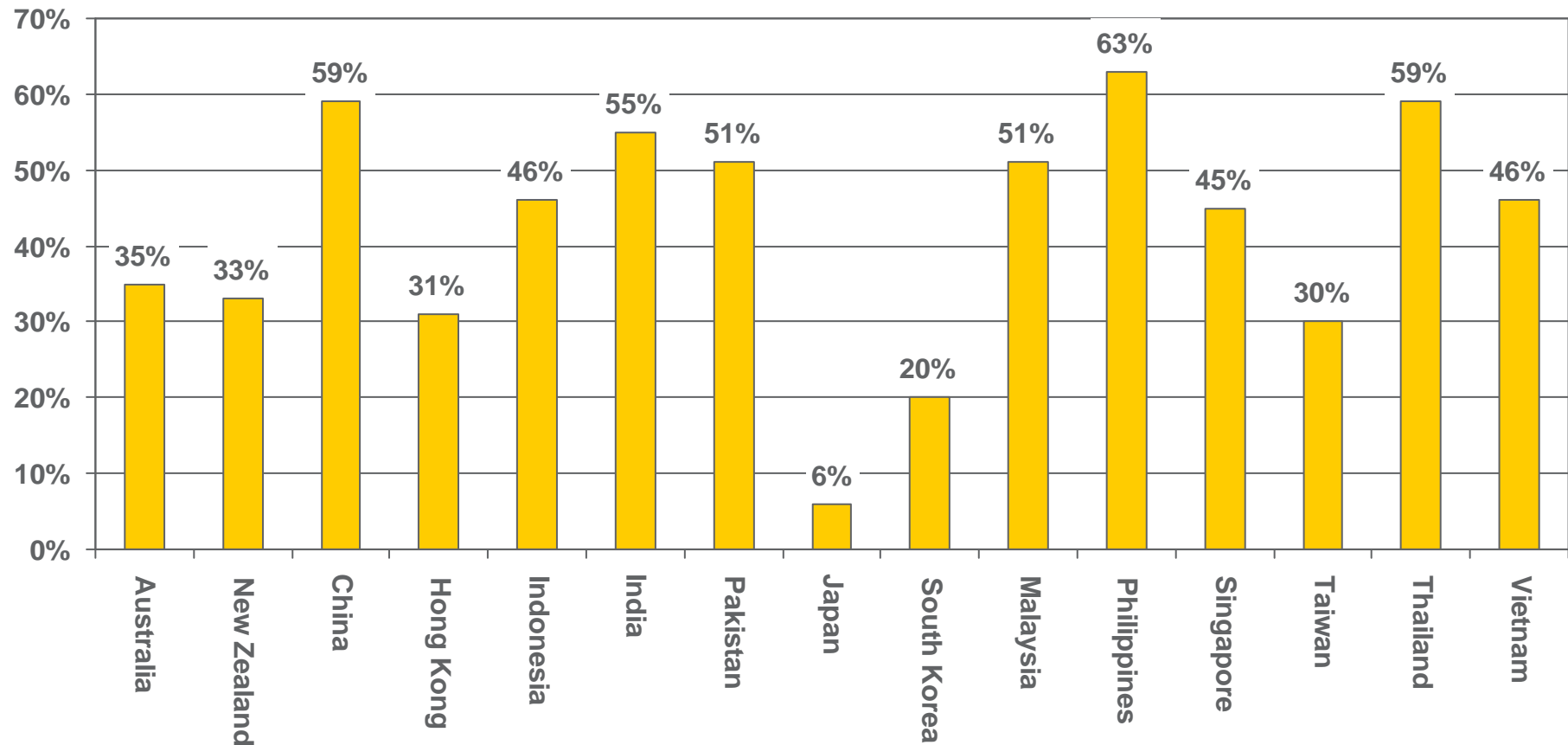
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Asia Pacific – More health education



% of respondents choosing this option – more than one option could be chosen

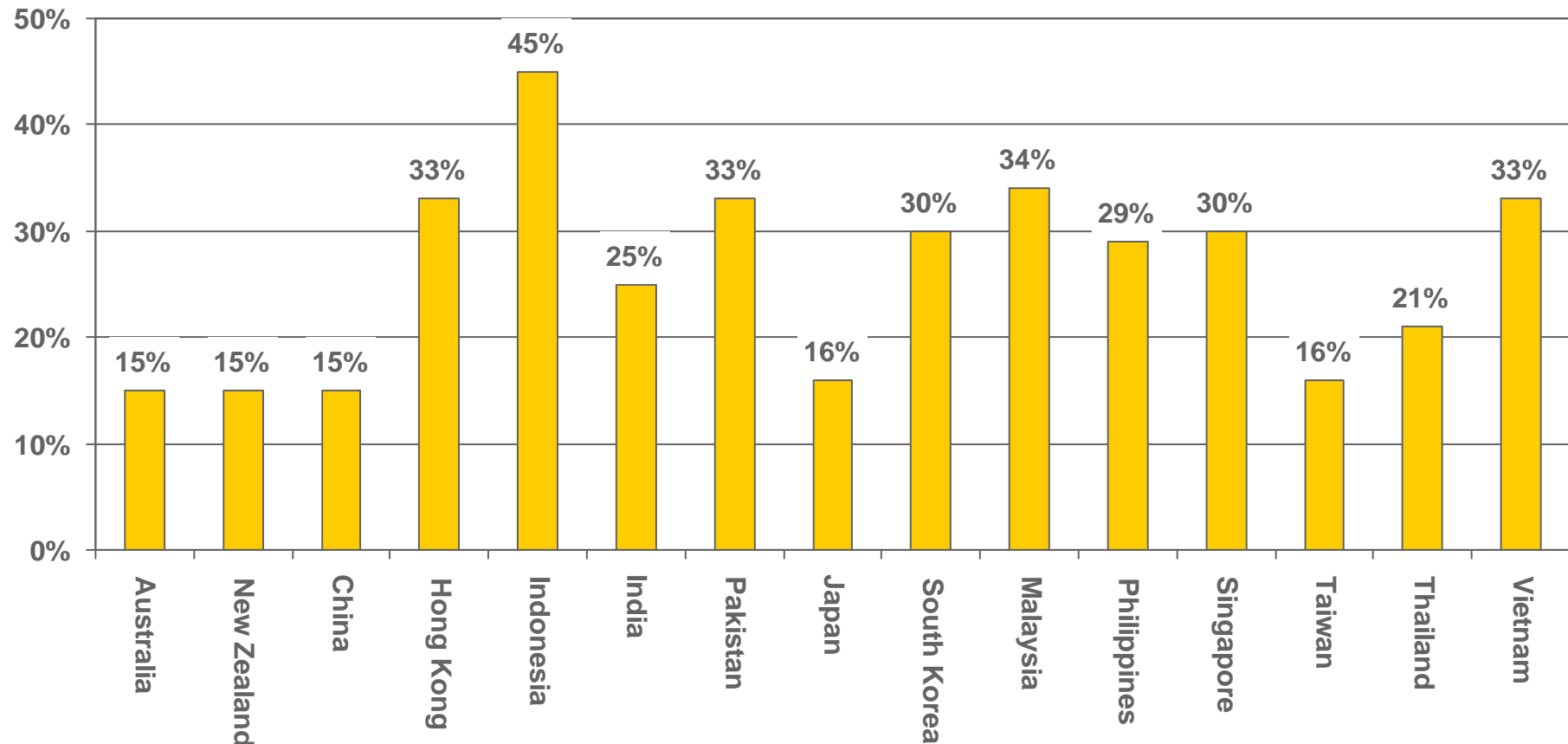
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Asia Pacific – More information on TV/radio/magazines



% of respondents choosing this option – more than one option could be chosen

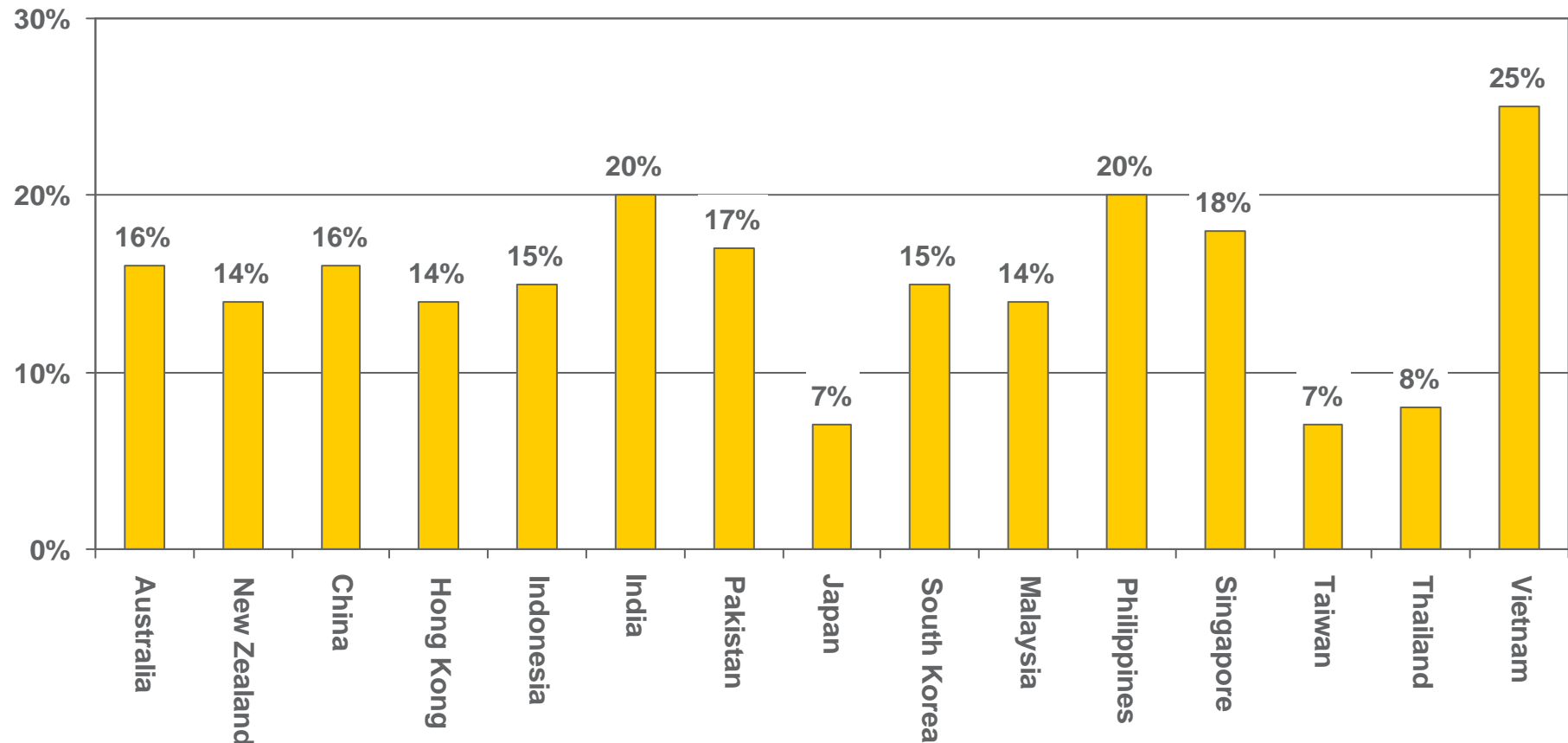
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Asia Pacific – Monitoring & diagnostic kits in home



% of respondents choosing this option – more than one option could be chosen

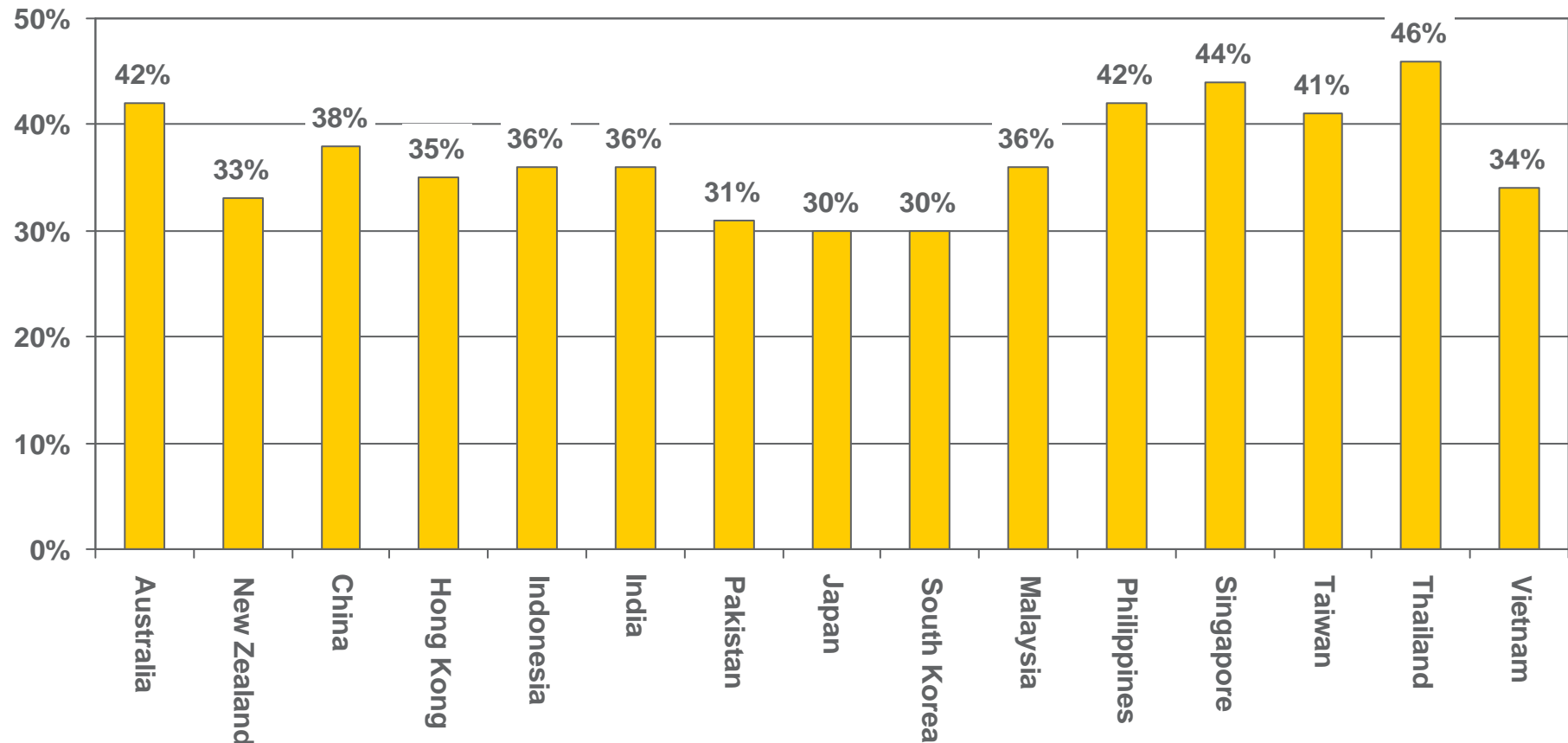
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Asia Pacific – Clearer information on and in the pack of medicine



% of respondents choosing this option – more than one option could be chosen

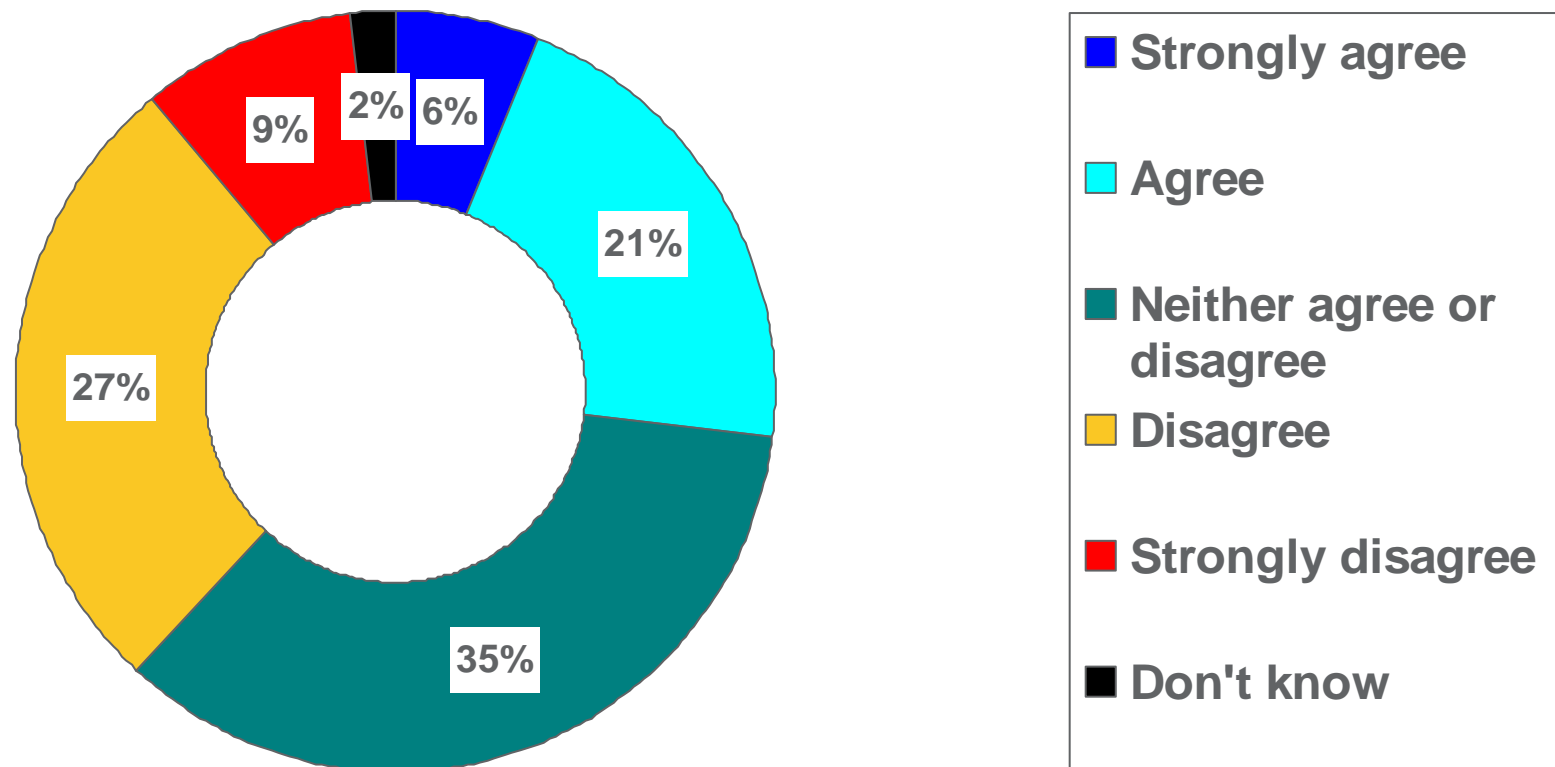
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?

15 Country Asia Pacific Average

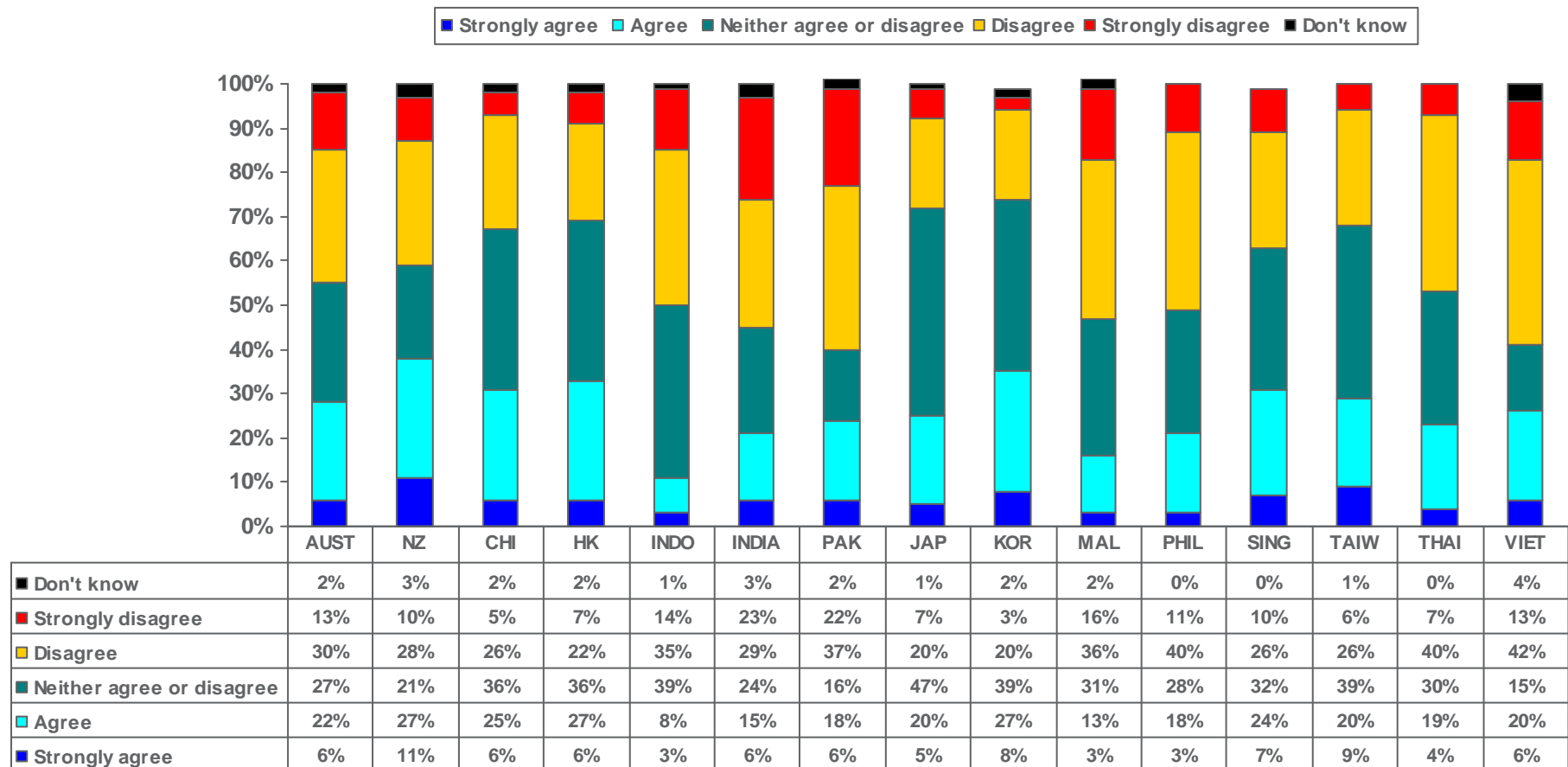


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”? – Asia Pacific

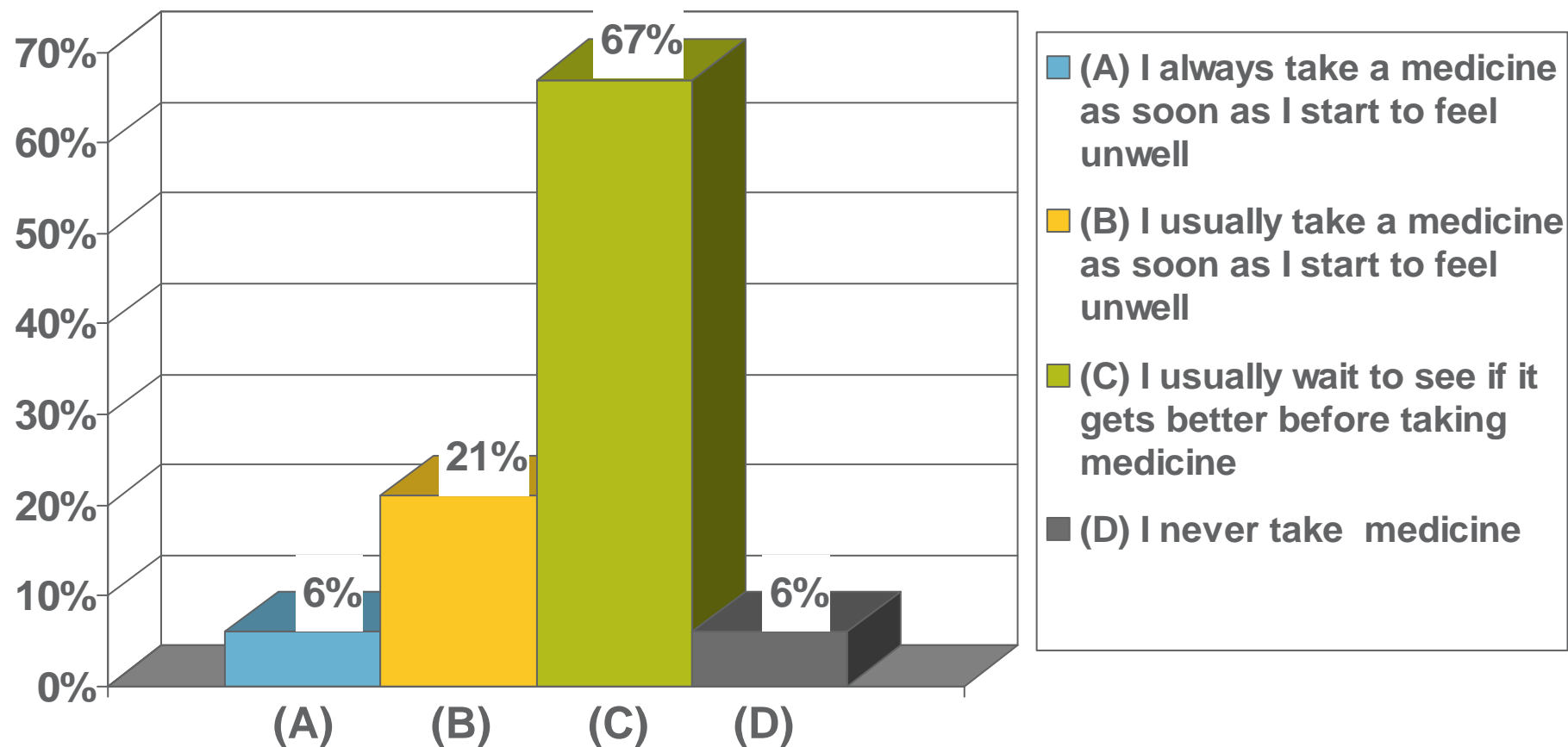


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Australia



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

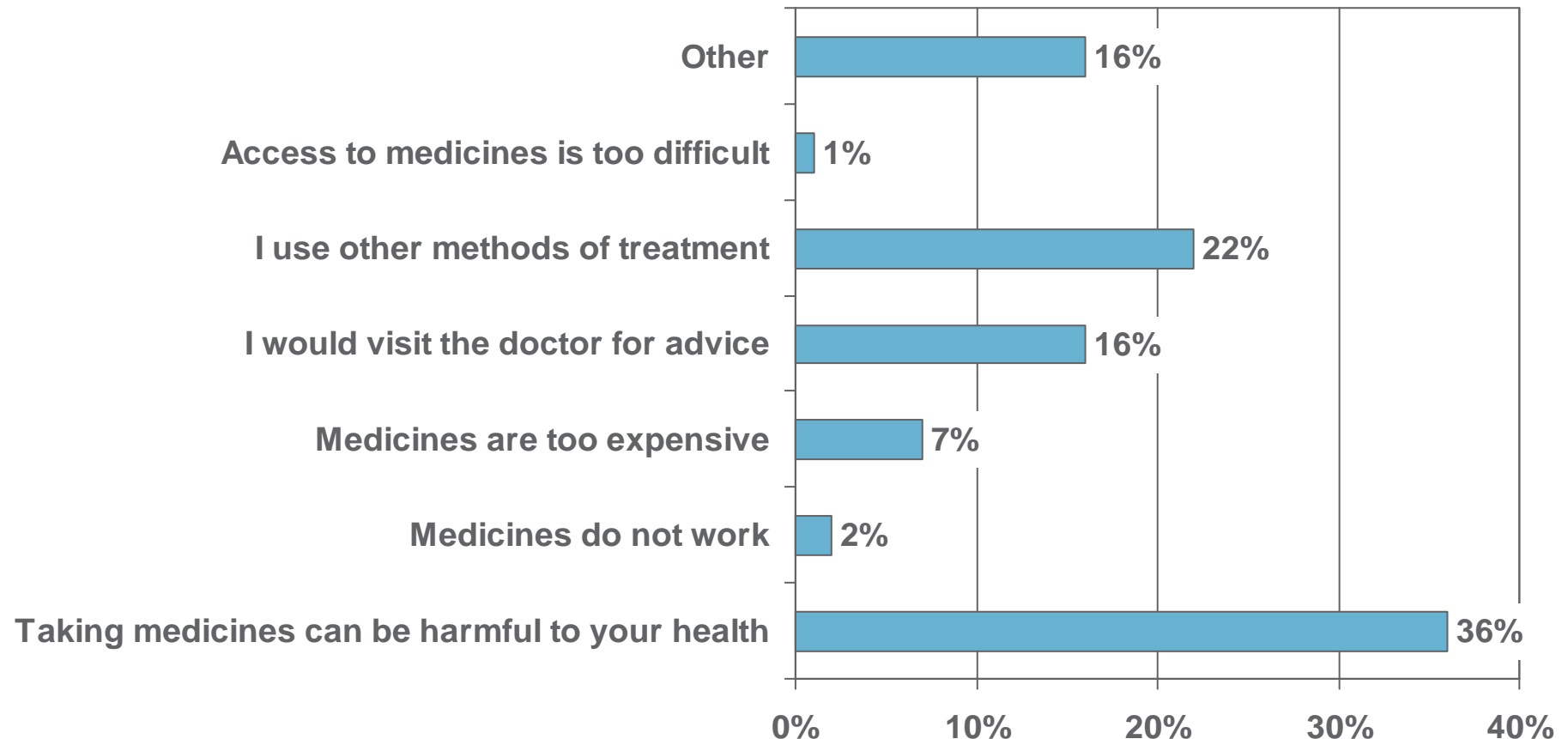
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Australia

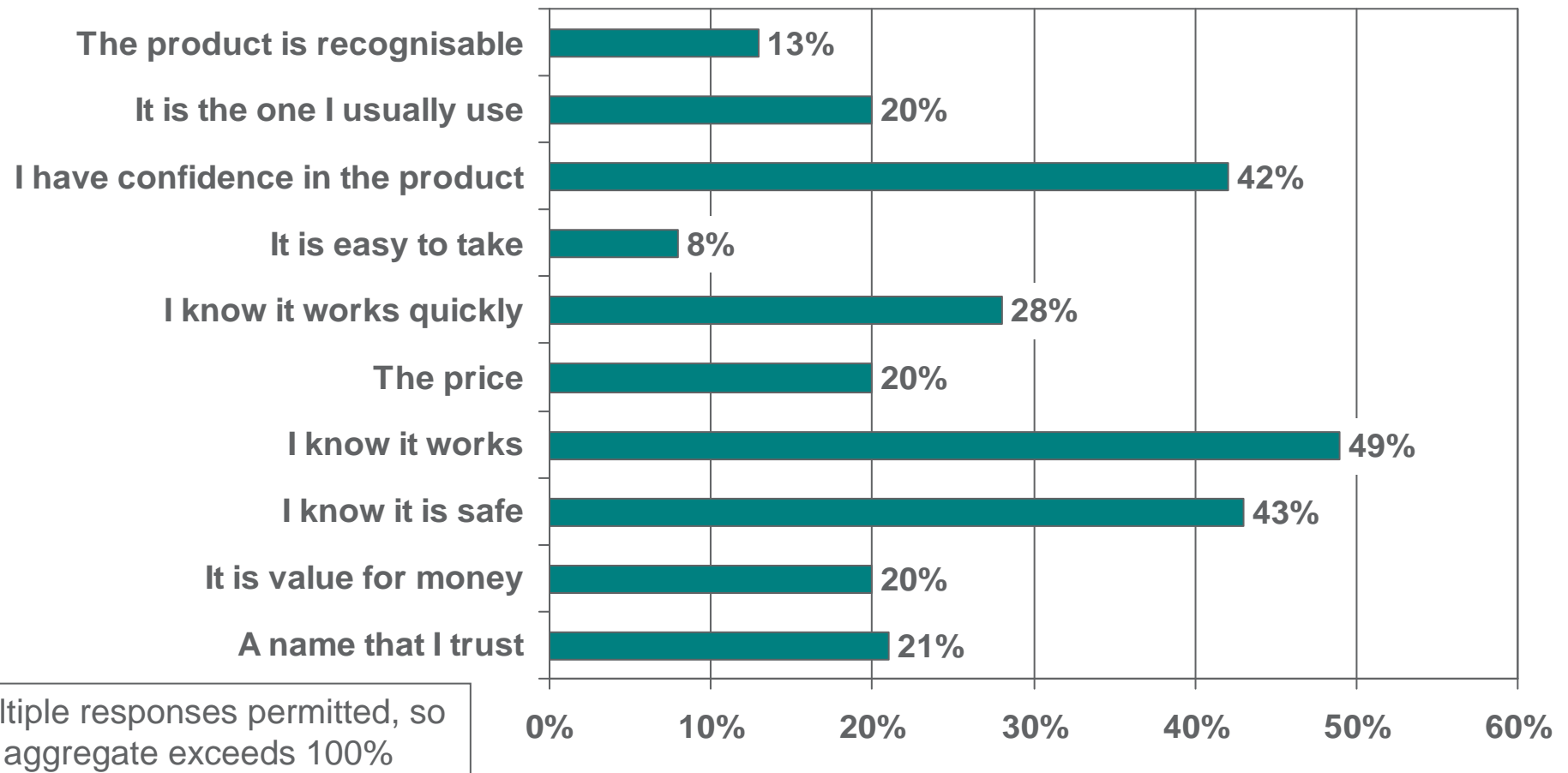


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Australia

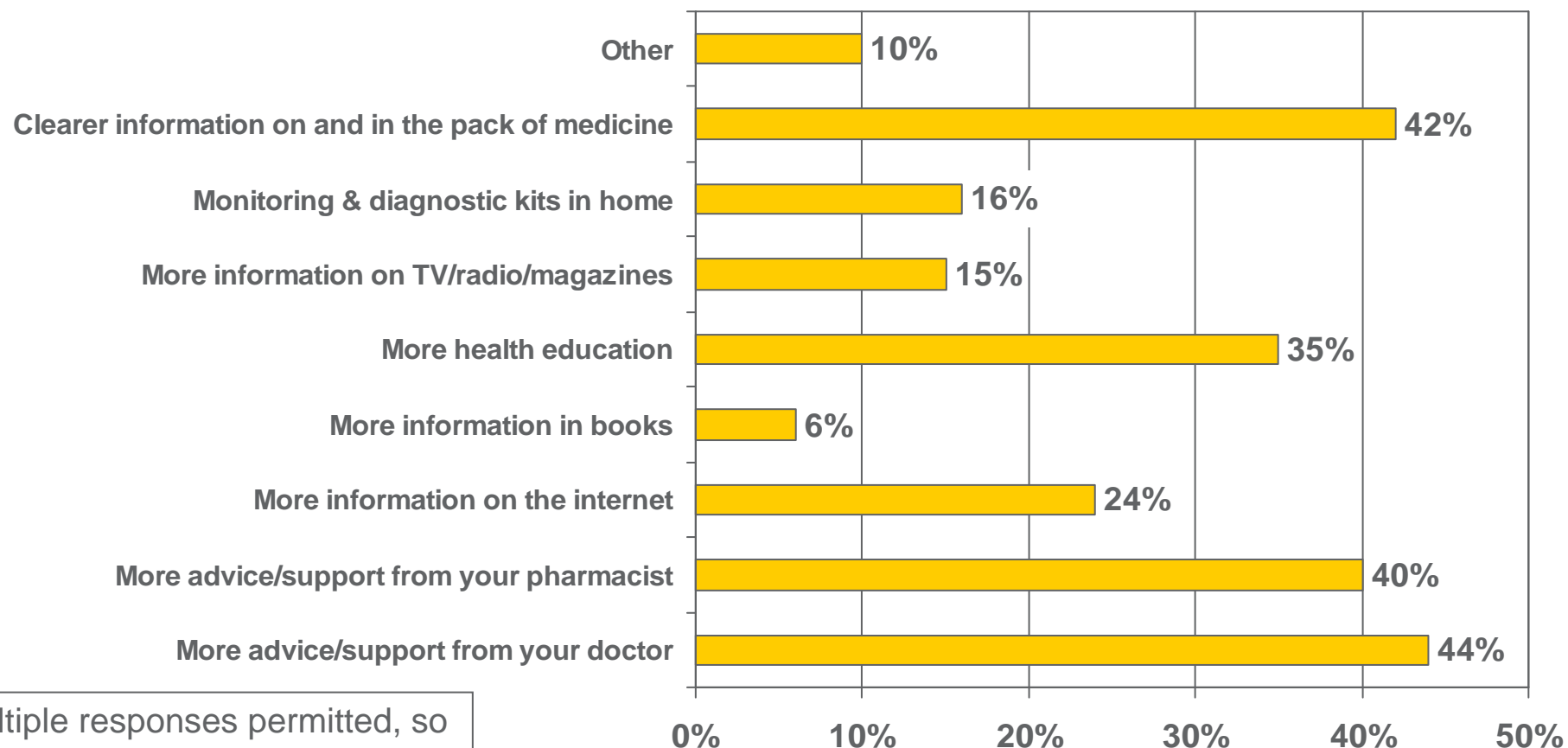


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?



Australia



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

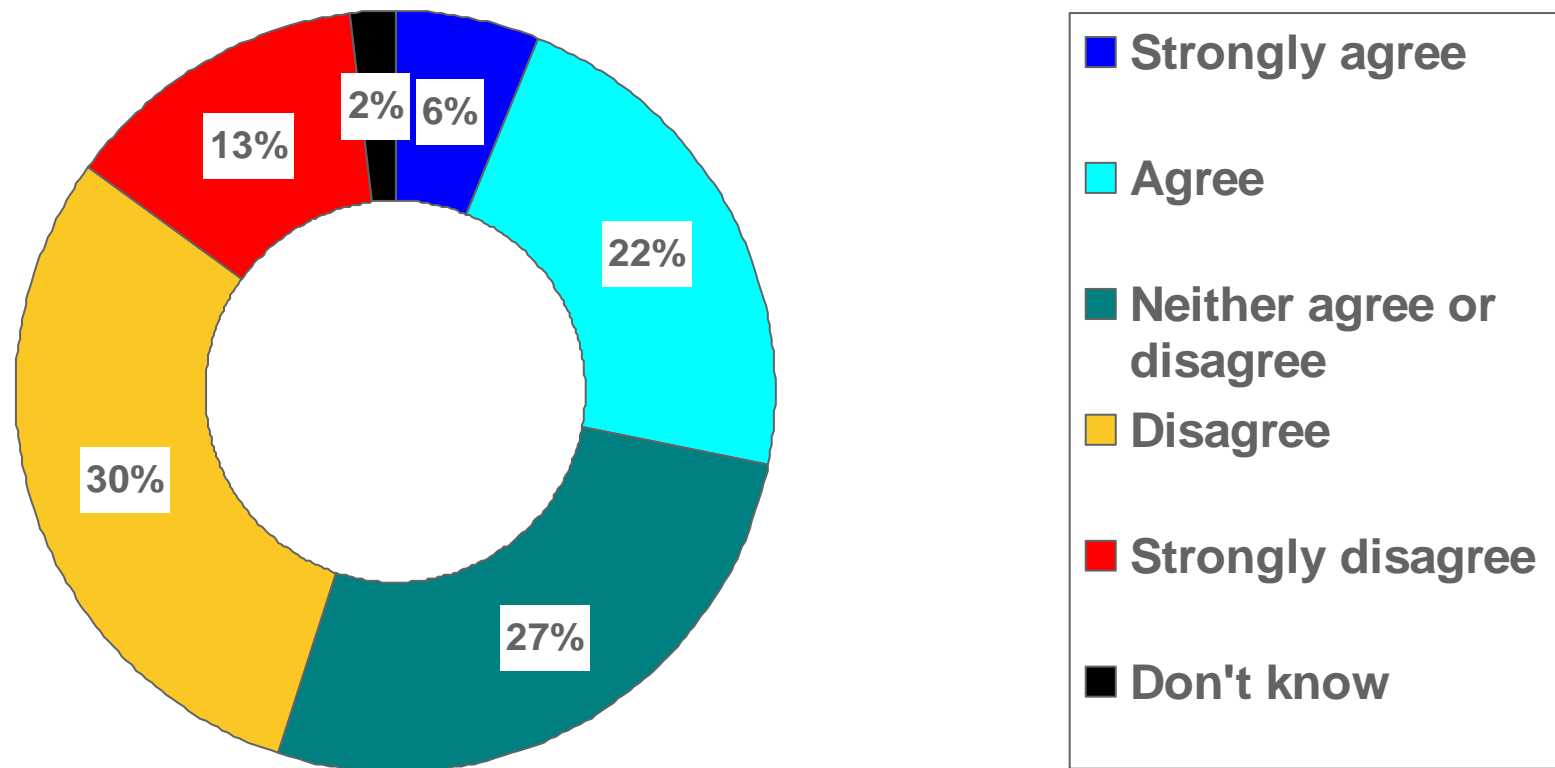
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Australia



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

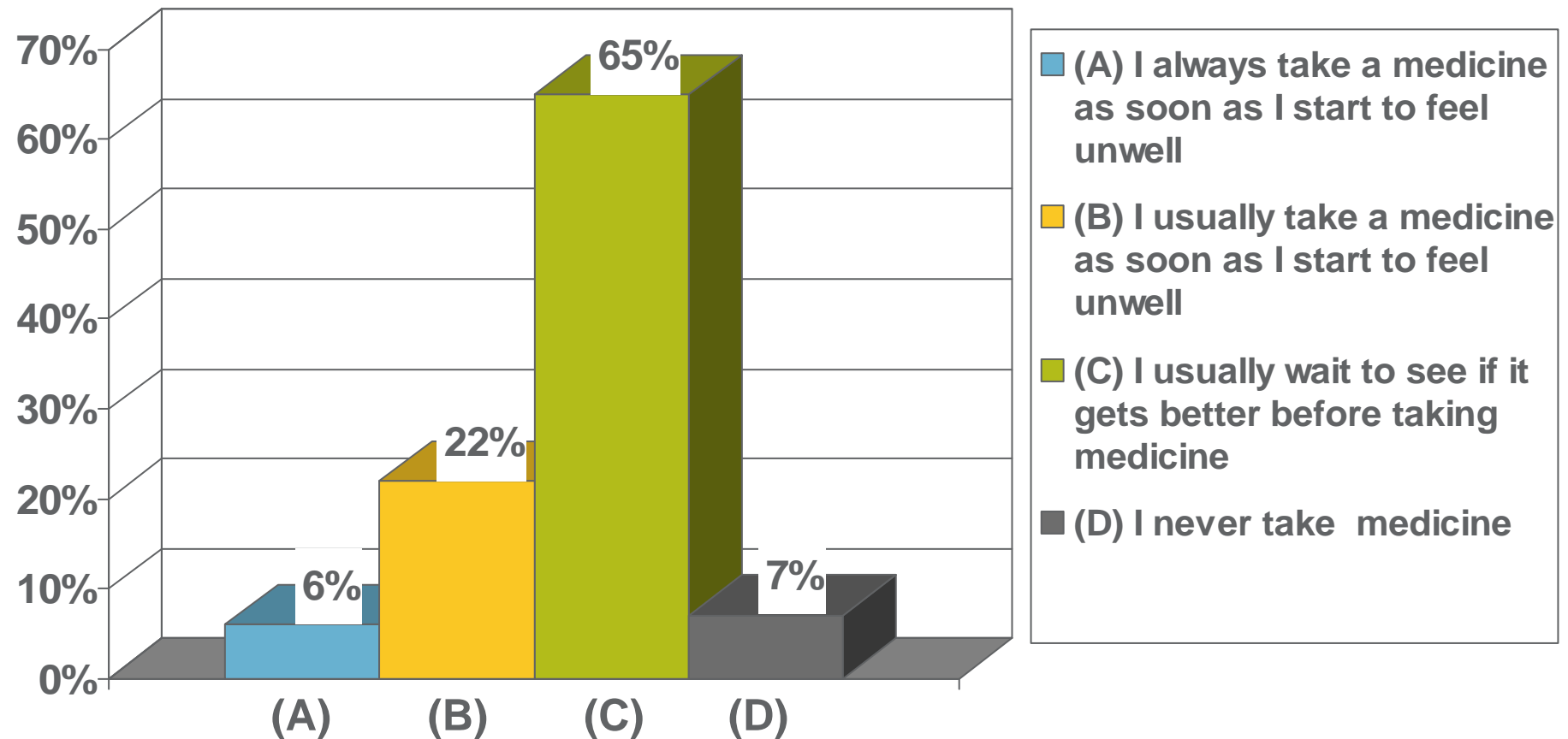
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



New Zealand



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

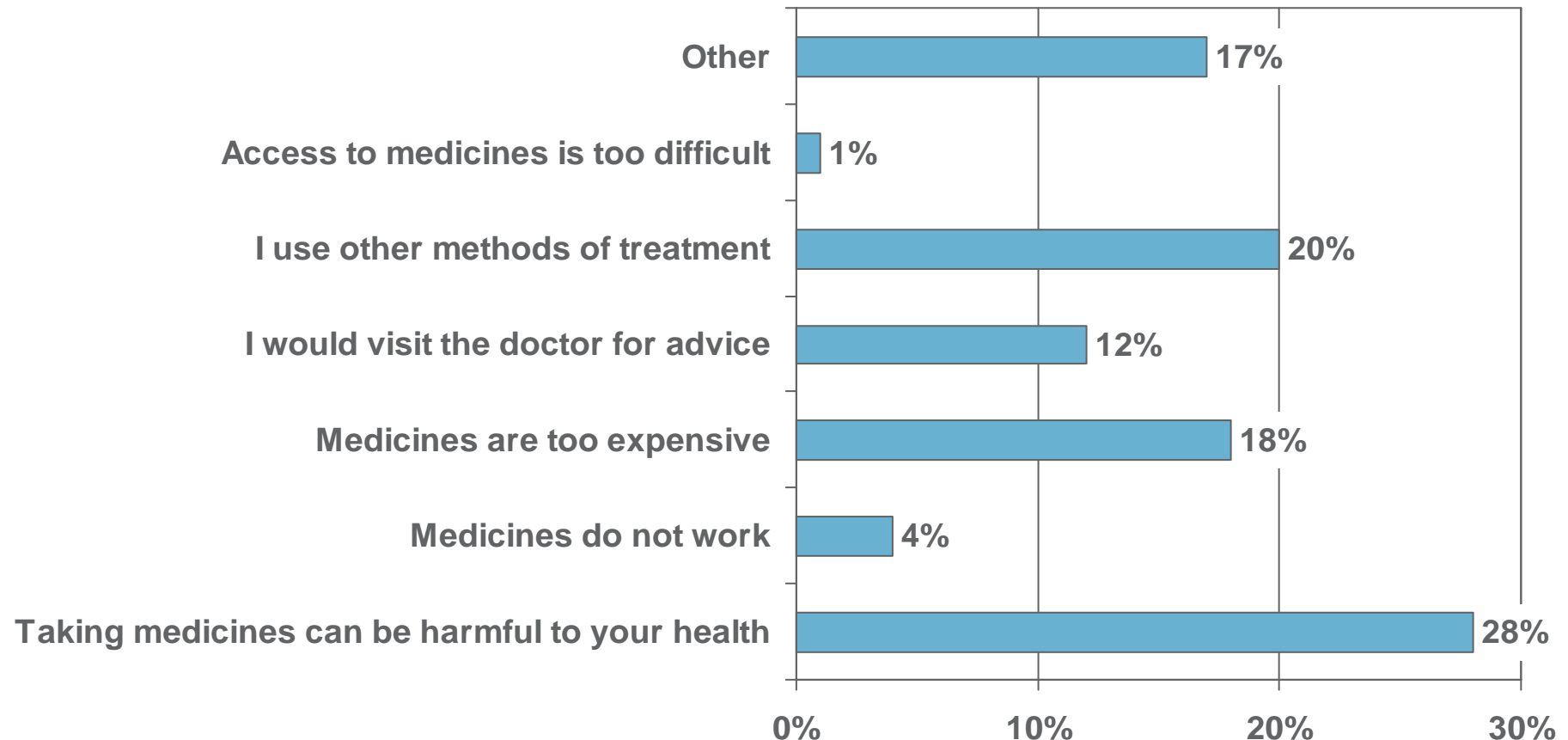
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



New Zealand

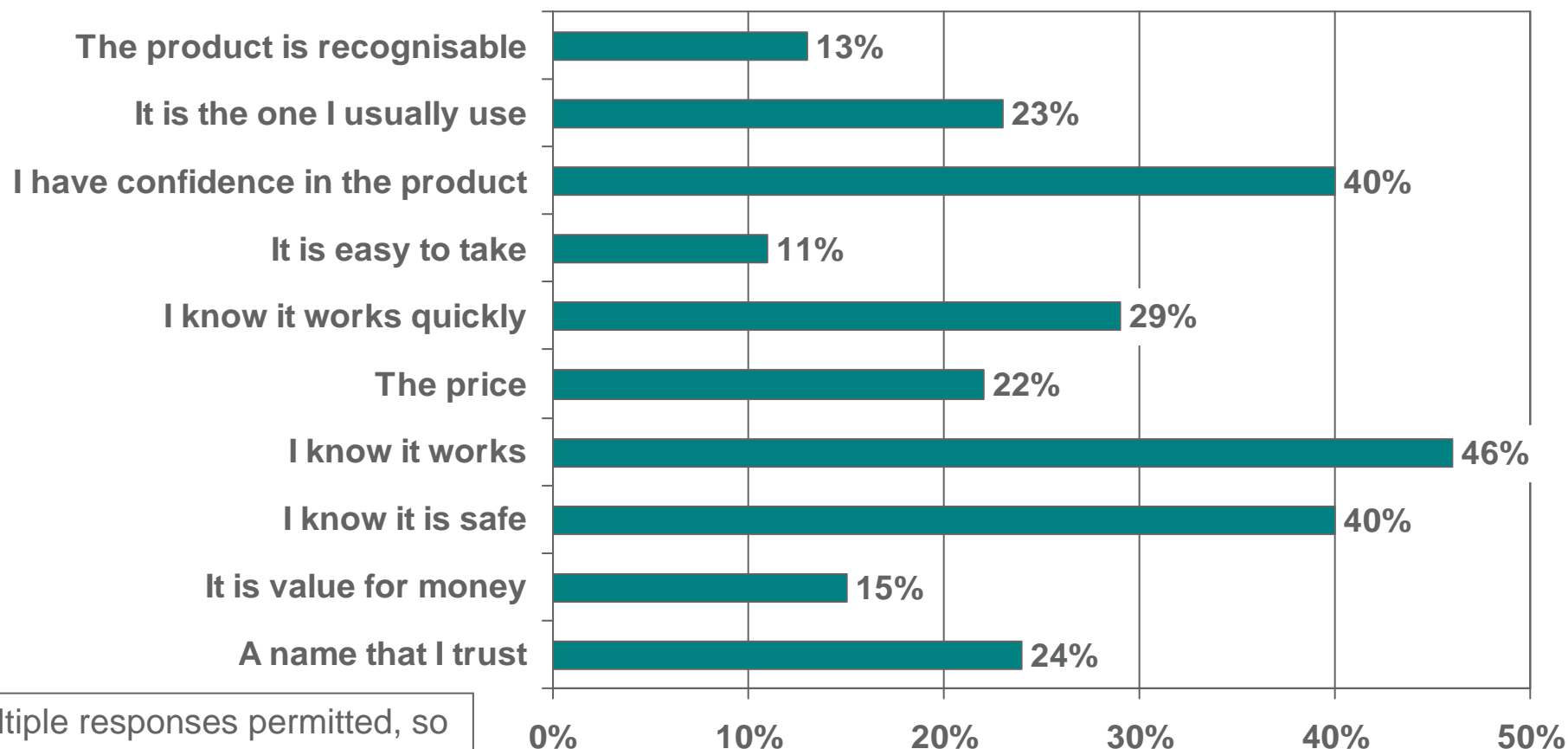


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



New Zealand



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

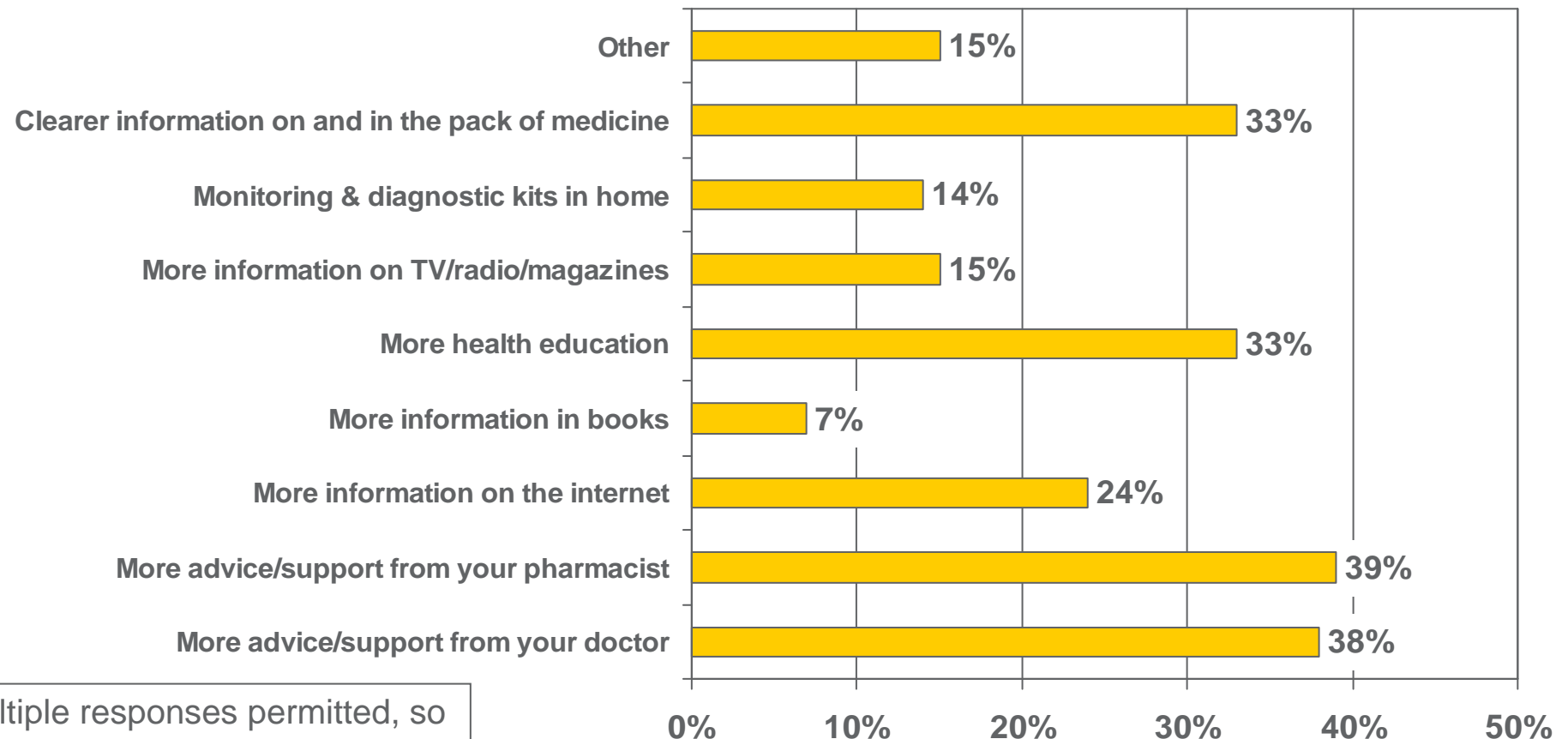
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



New Zealand



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

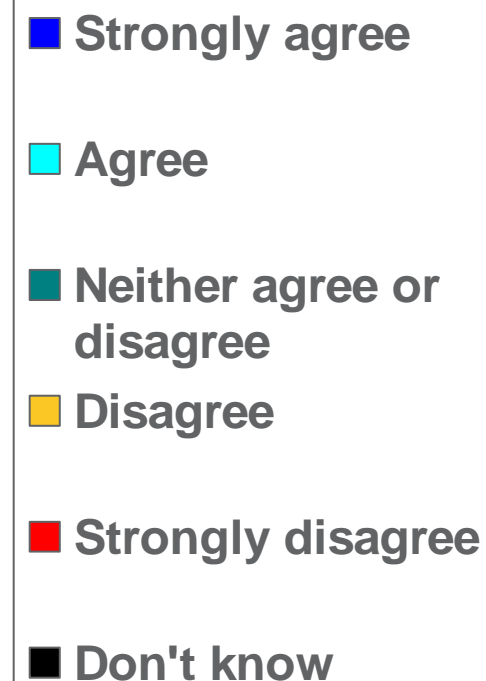
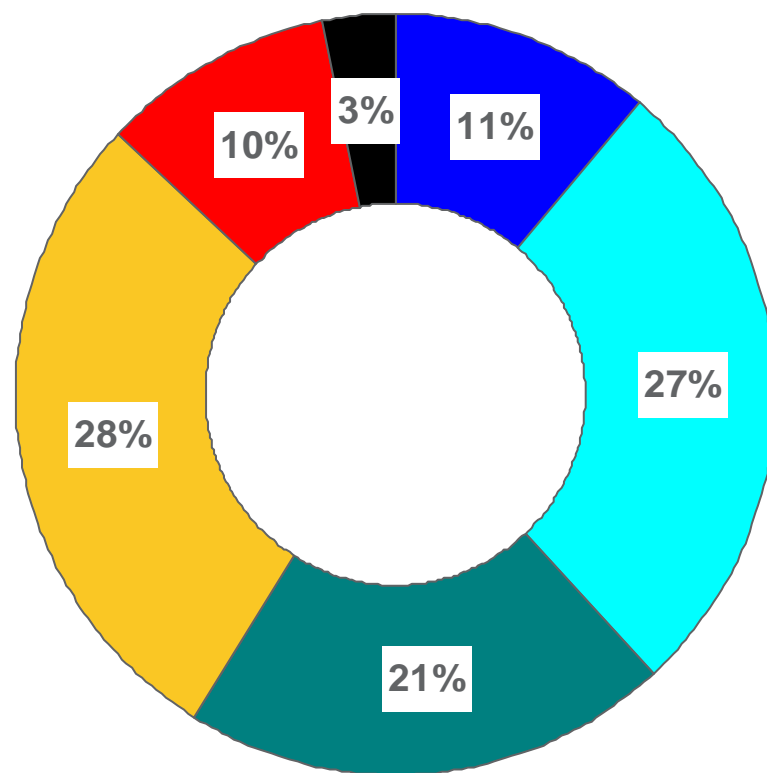
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



New Zealand



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

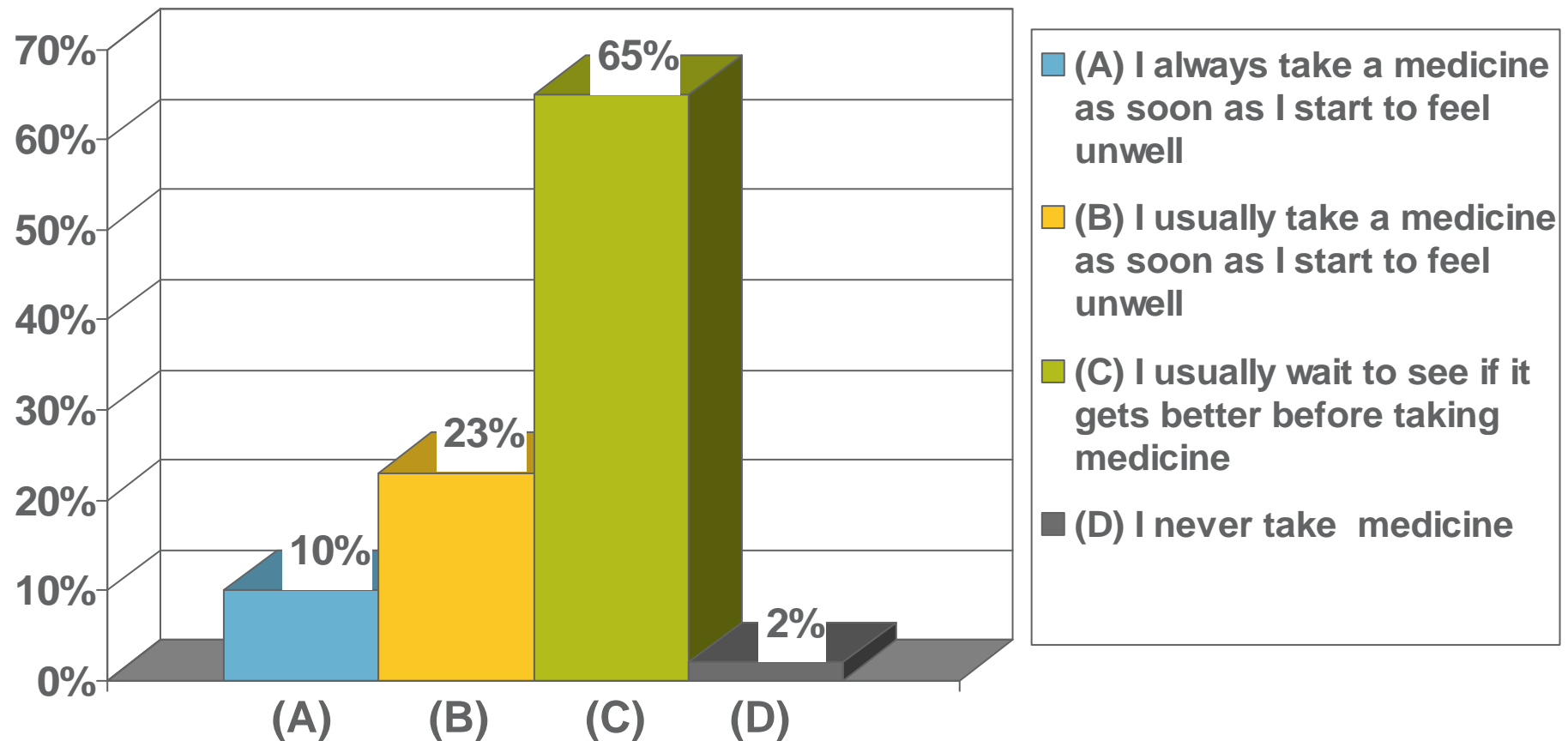
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



China



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

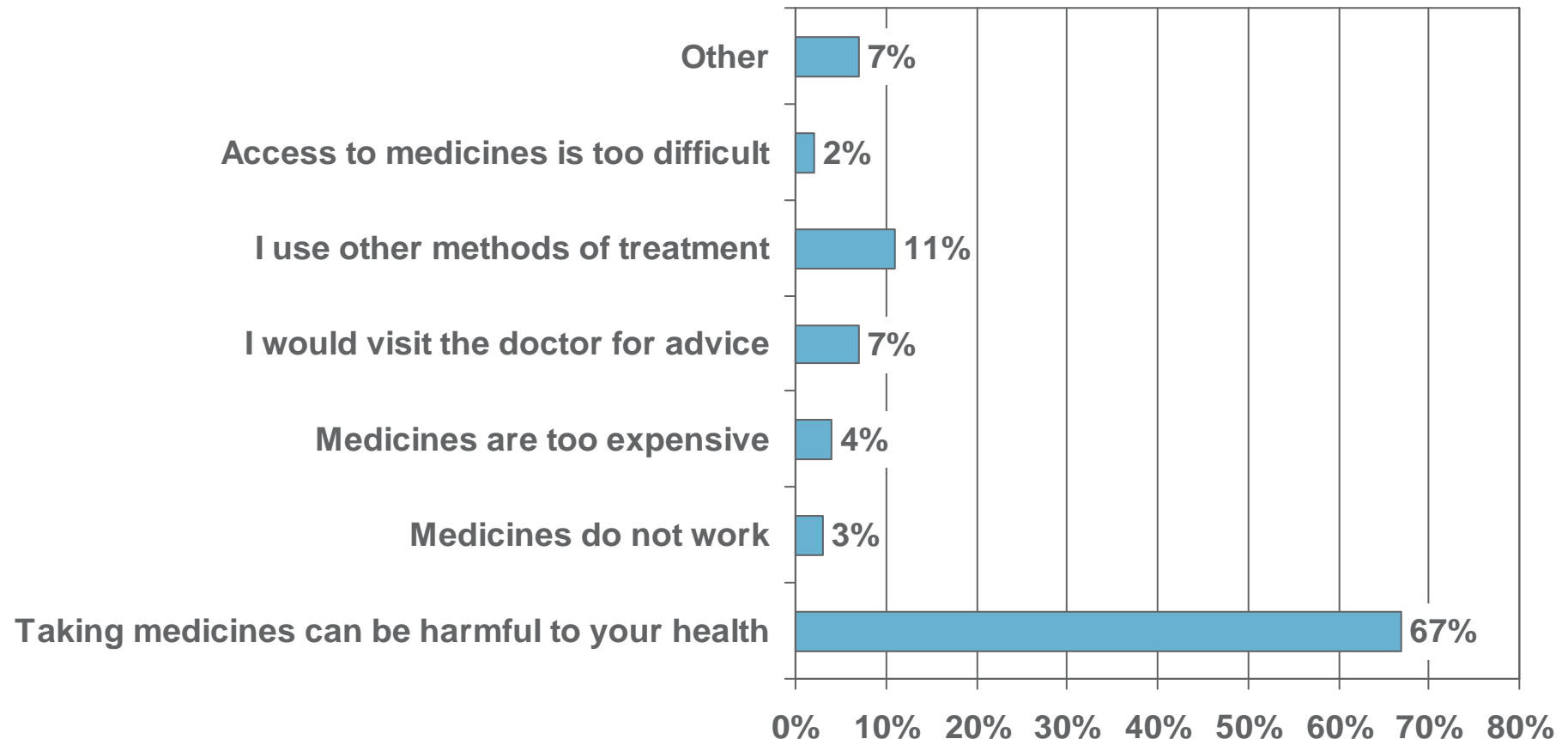
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



China



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

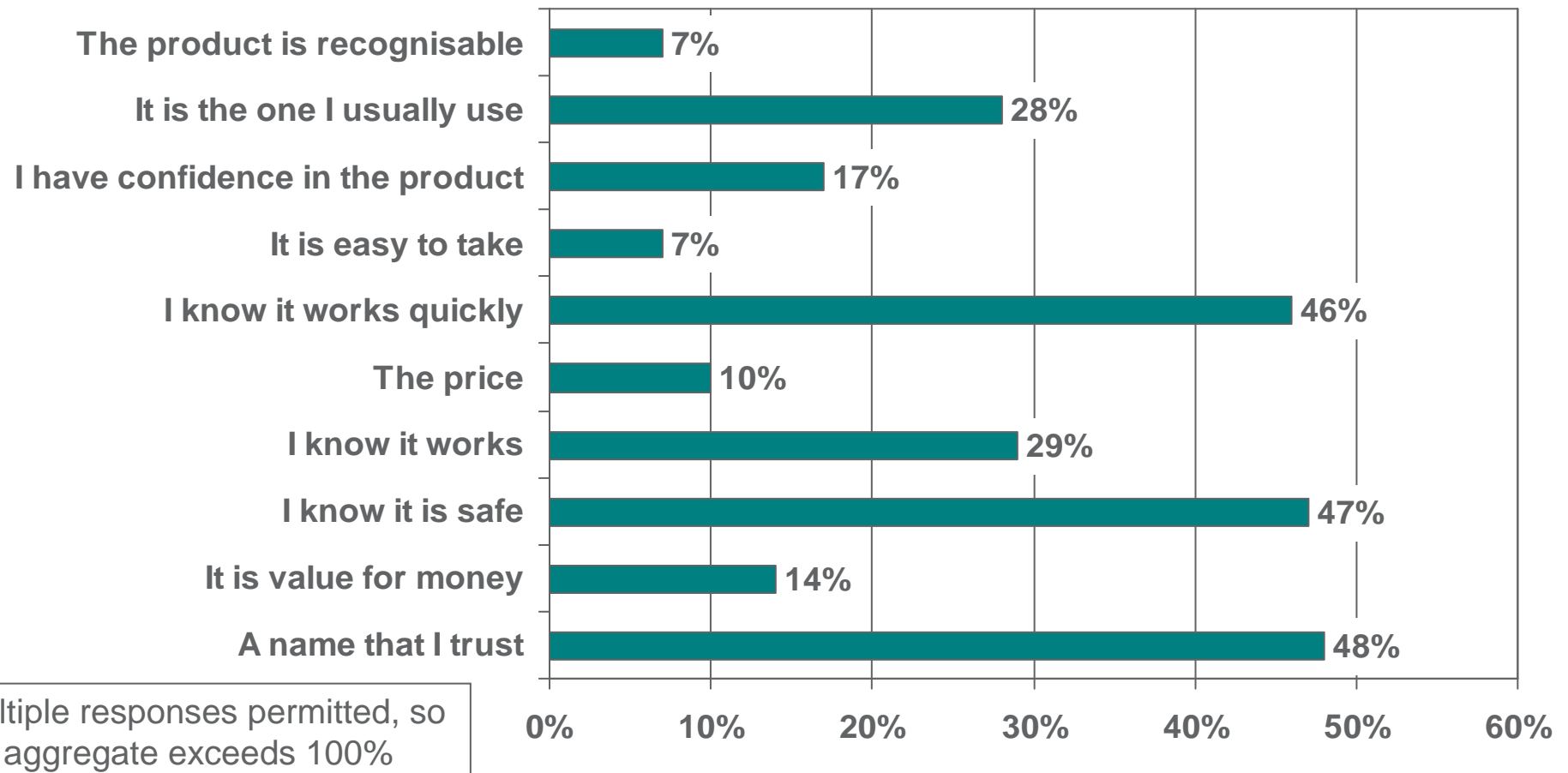
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Q3. When choosing a non-prescription medicine, what factors are important to you?



China

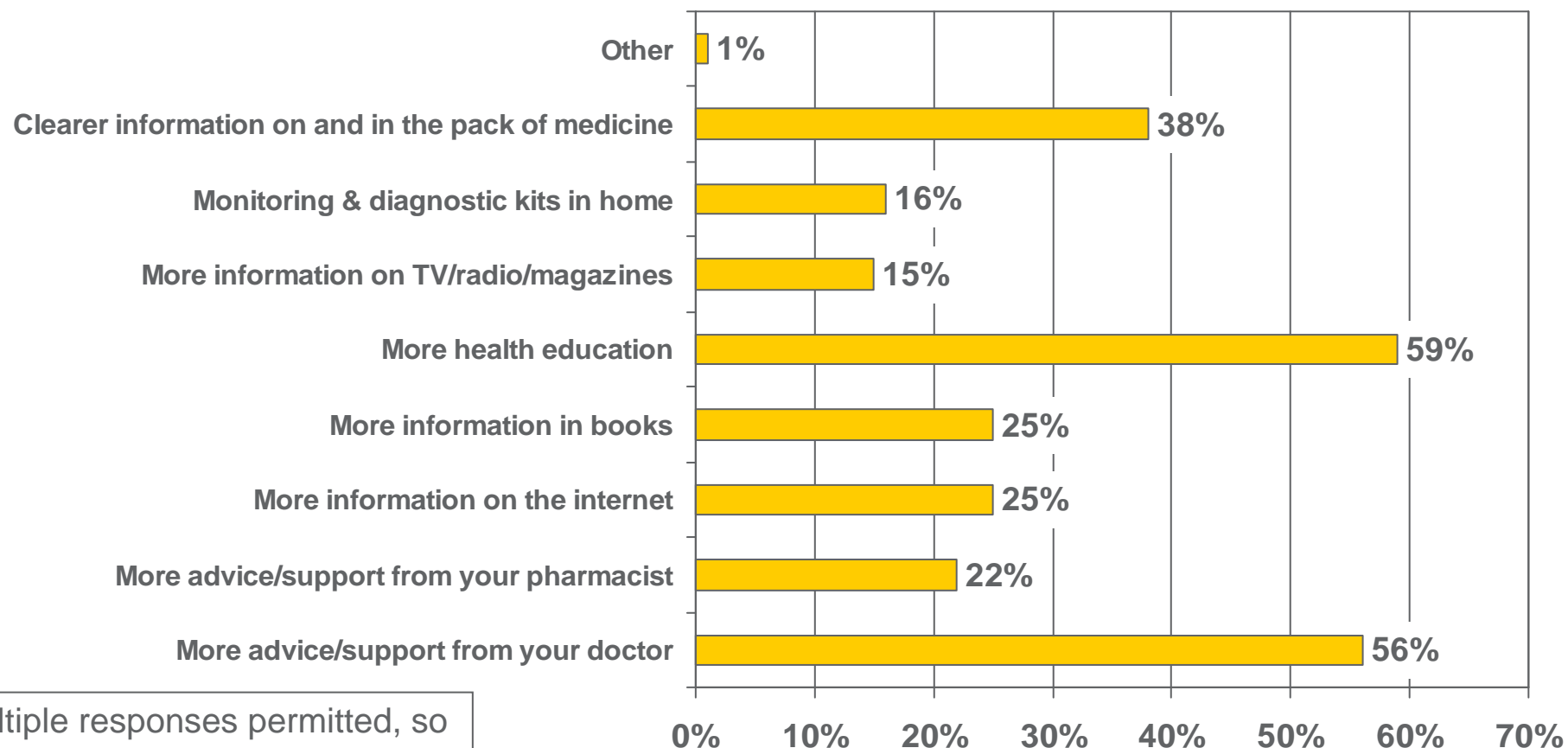


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?



China



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

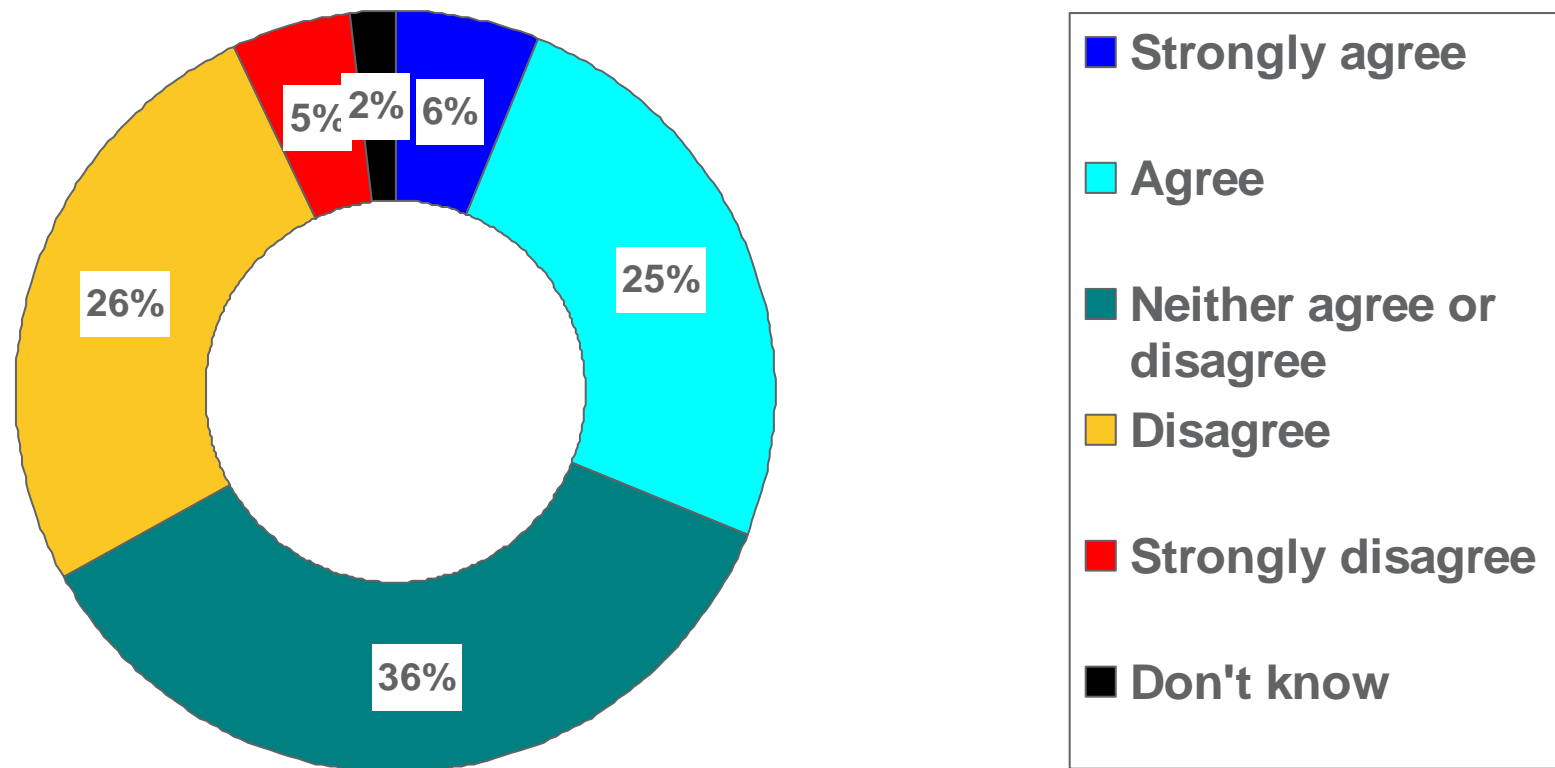
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



China



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

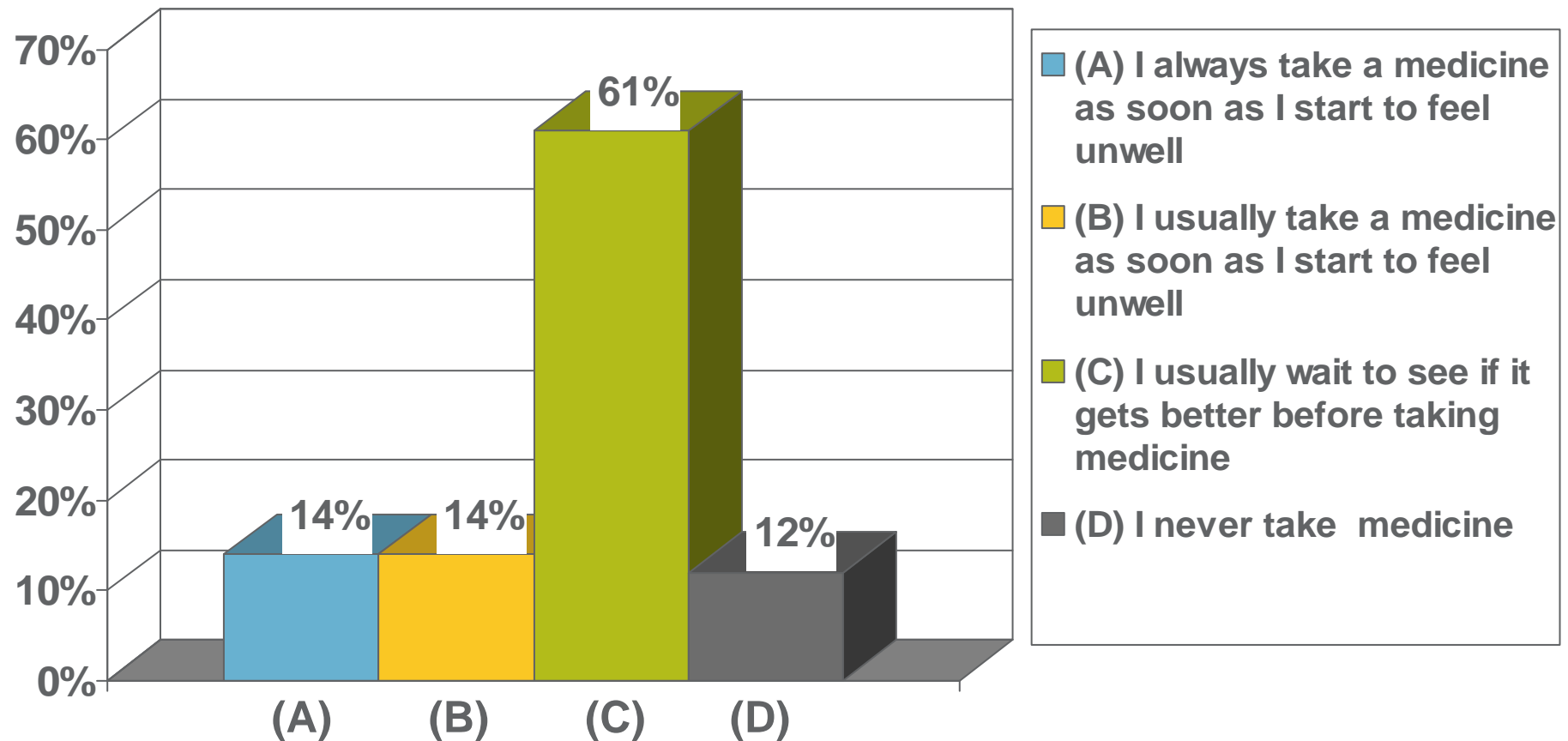
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Hong Kong



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

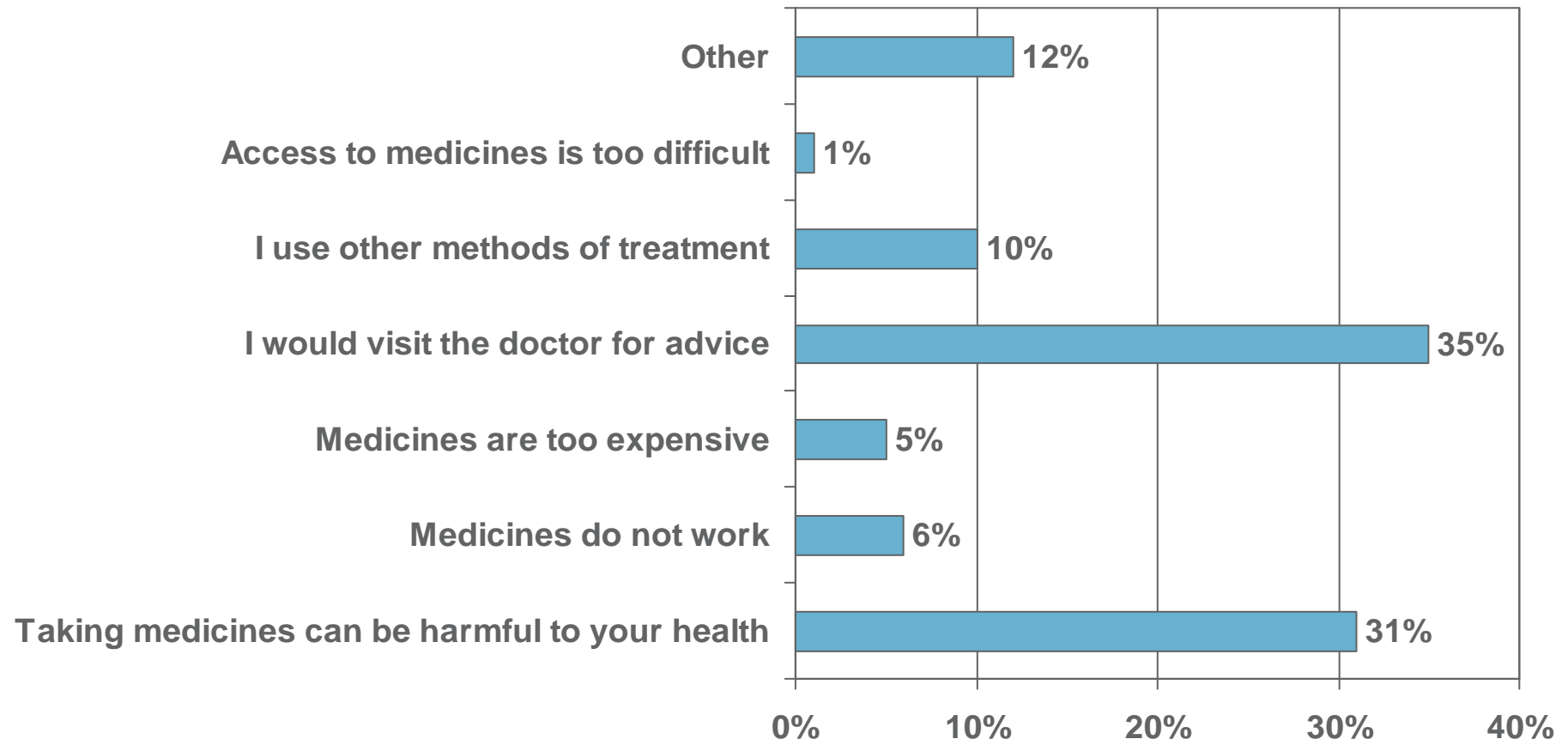
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Hong Kong



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

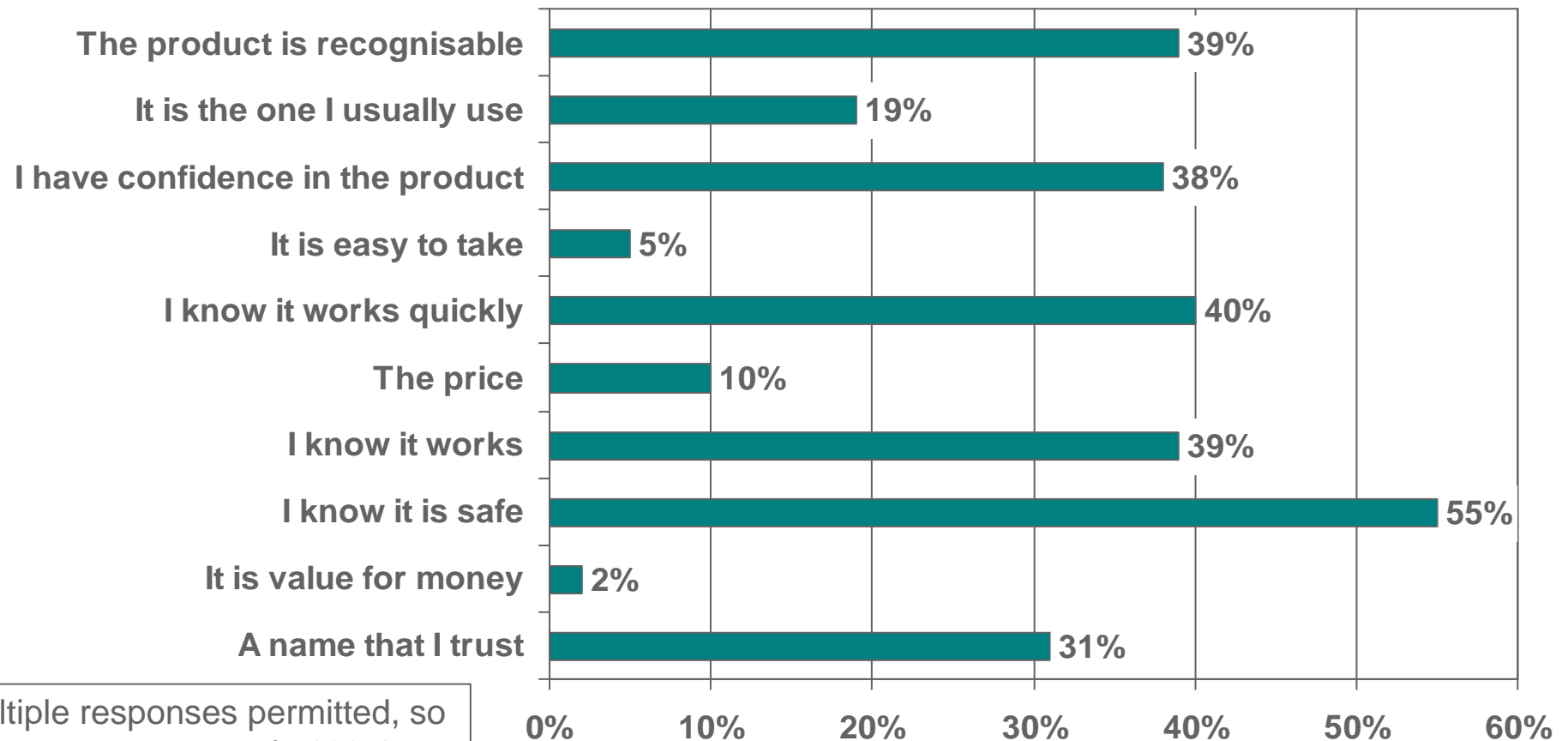
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Hong Kong



Multiple responses permitted, so aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

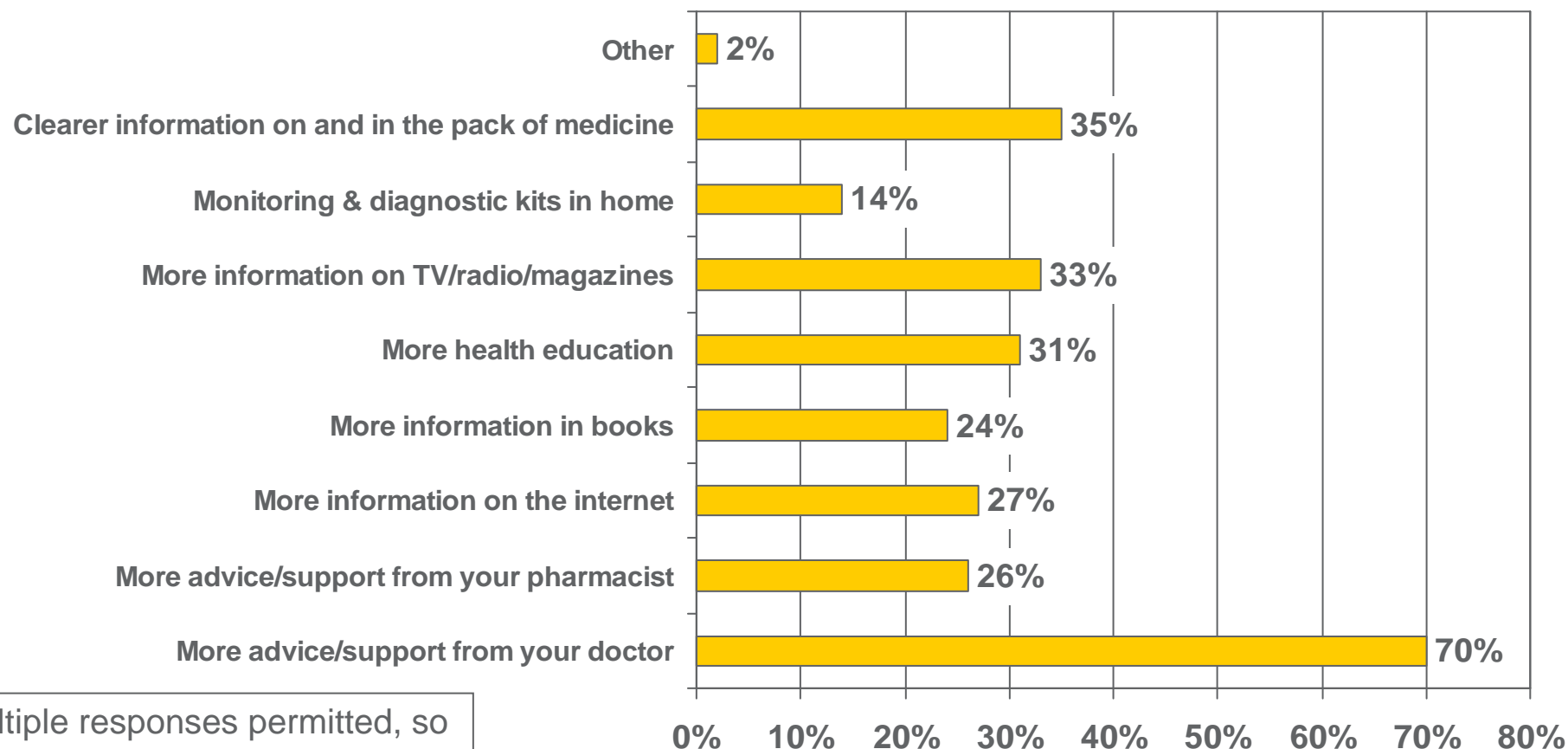
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Hong Kong



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

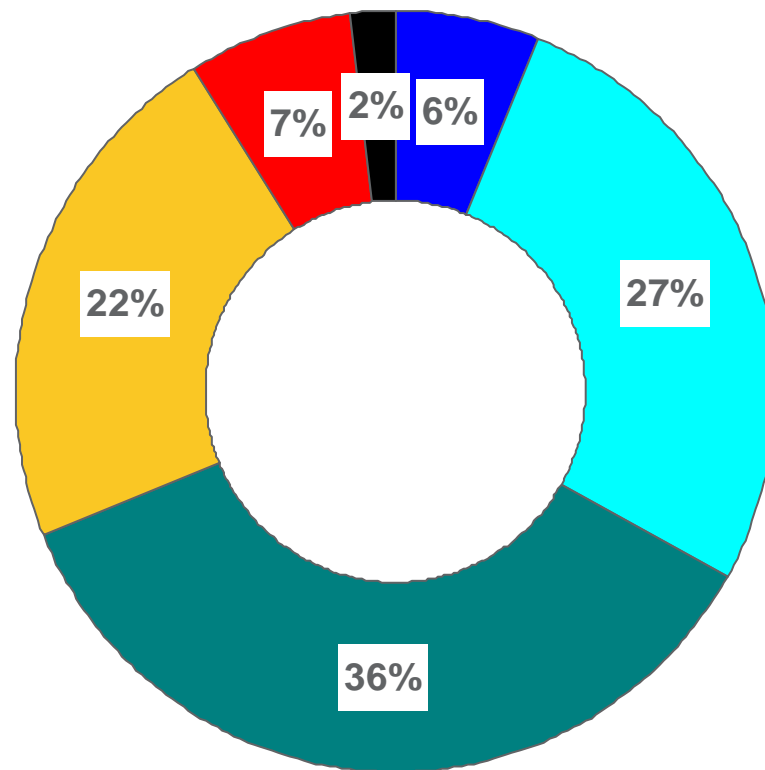
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Hong Kong



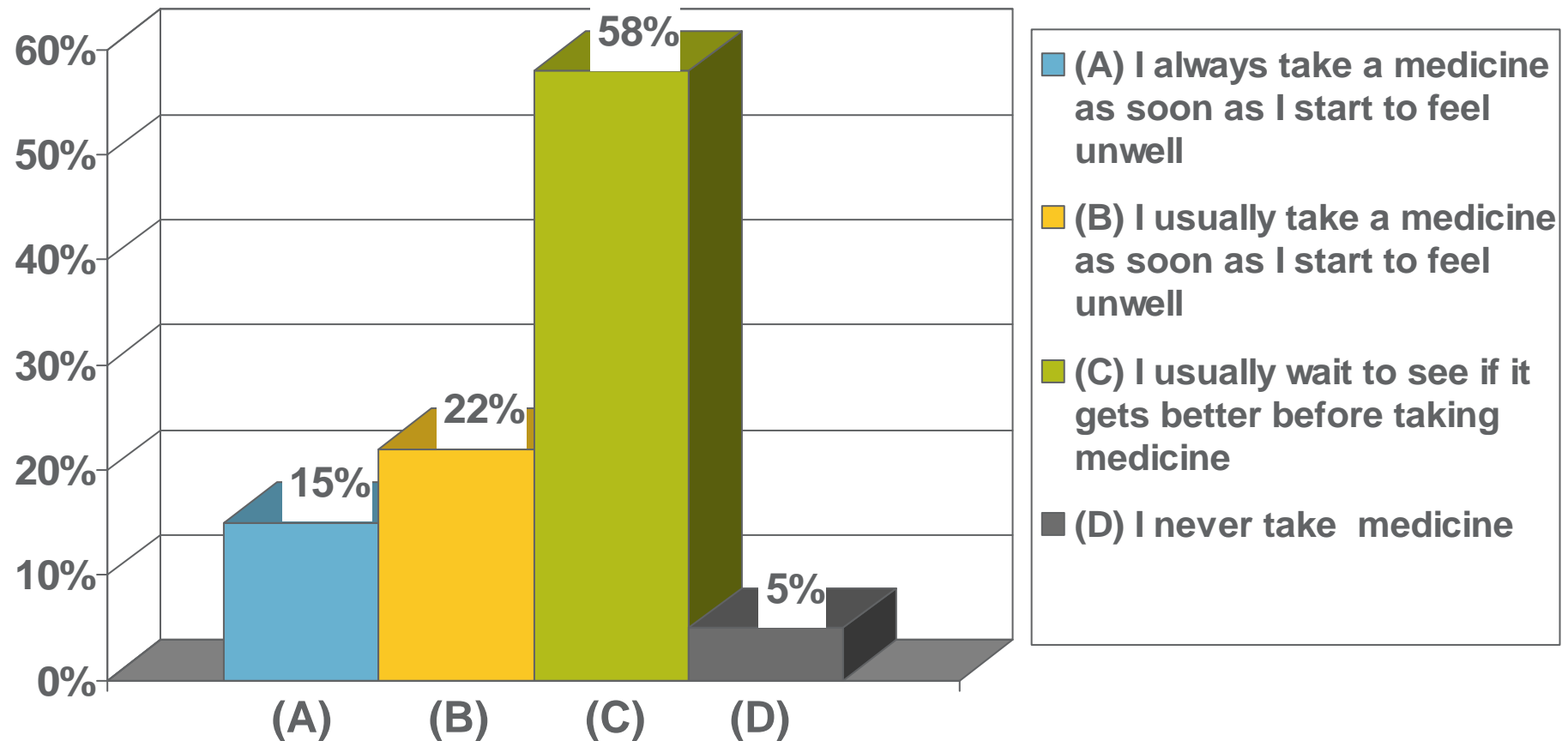
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

 Indonesia



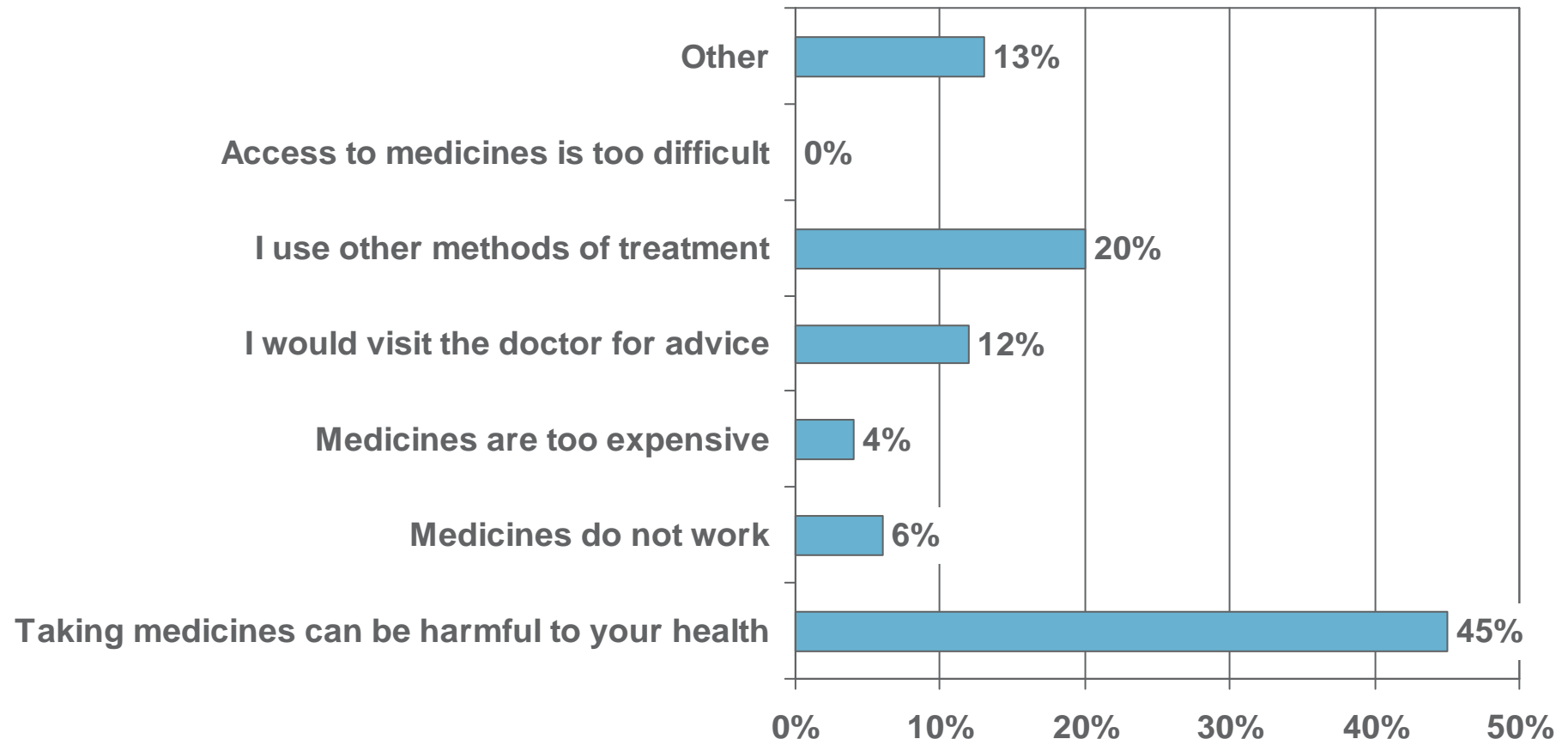
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?

 Indonesia



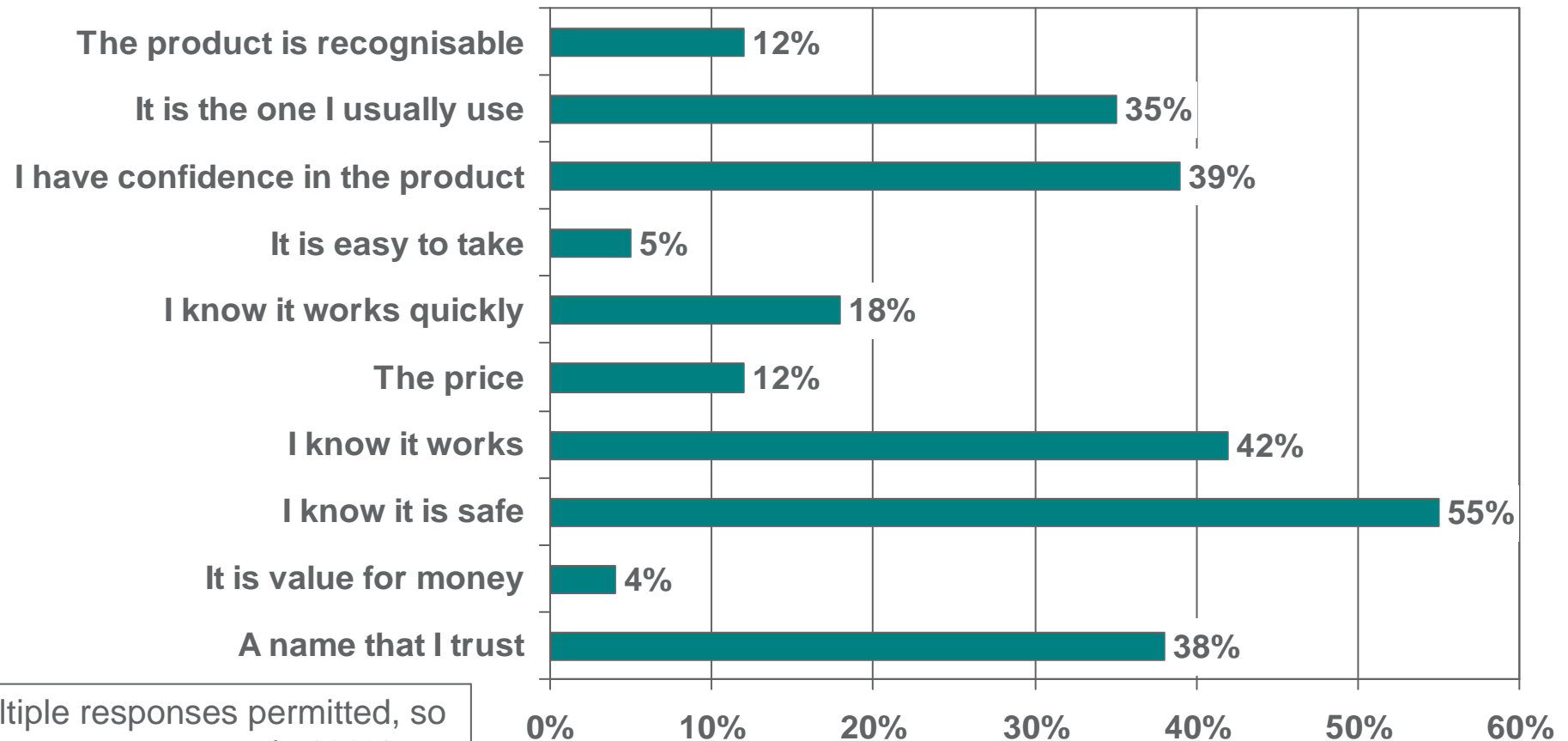
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

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Q3. When choosing a non-prescription medicine, what factors are important to you?

 Indonesia



Multiple responses permitted, so
aggregate exceeds 100%

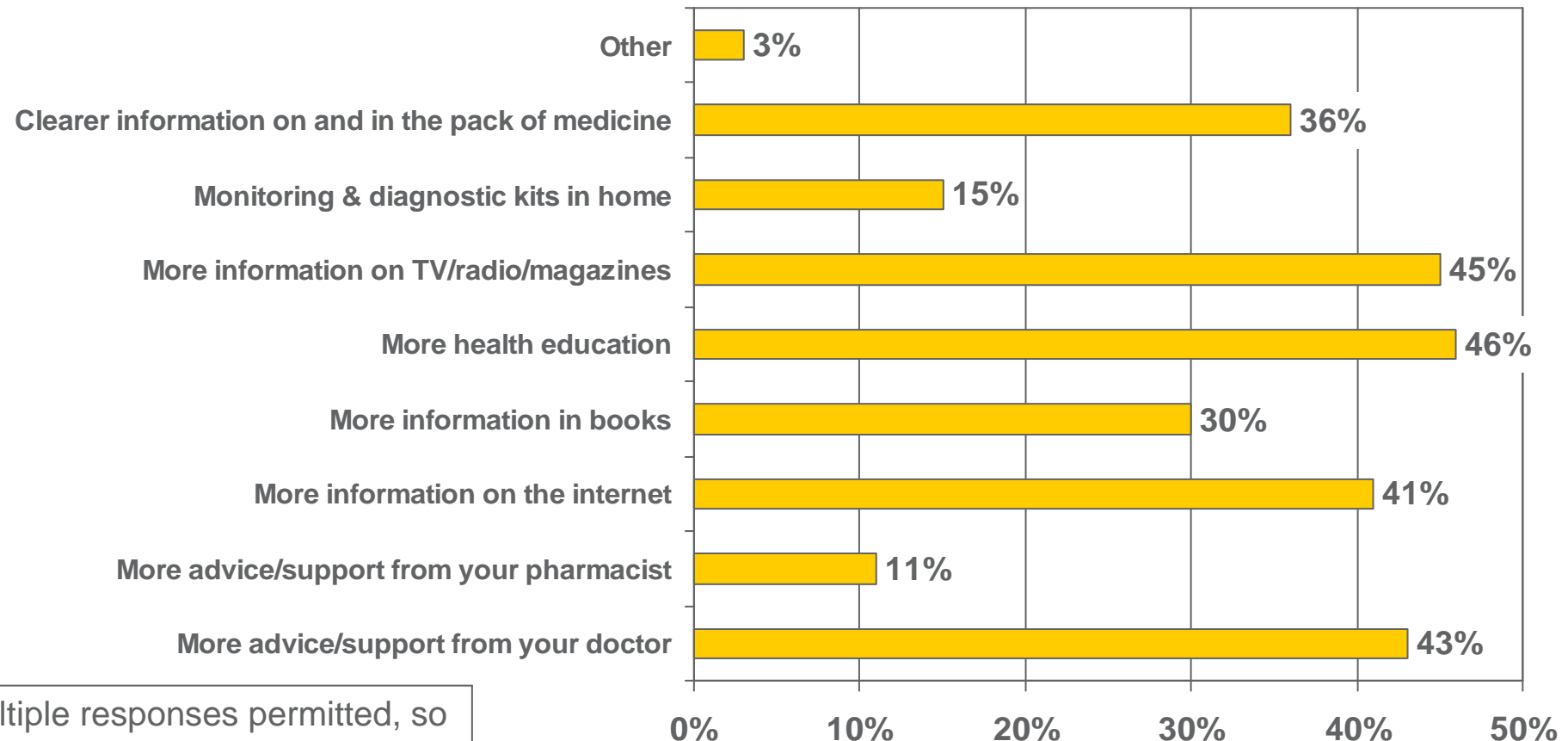
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

 Indonesia



Multiple responses permitted, so
aggregate exceeds 100%

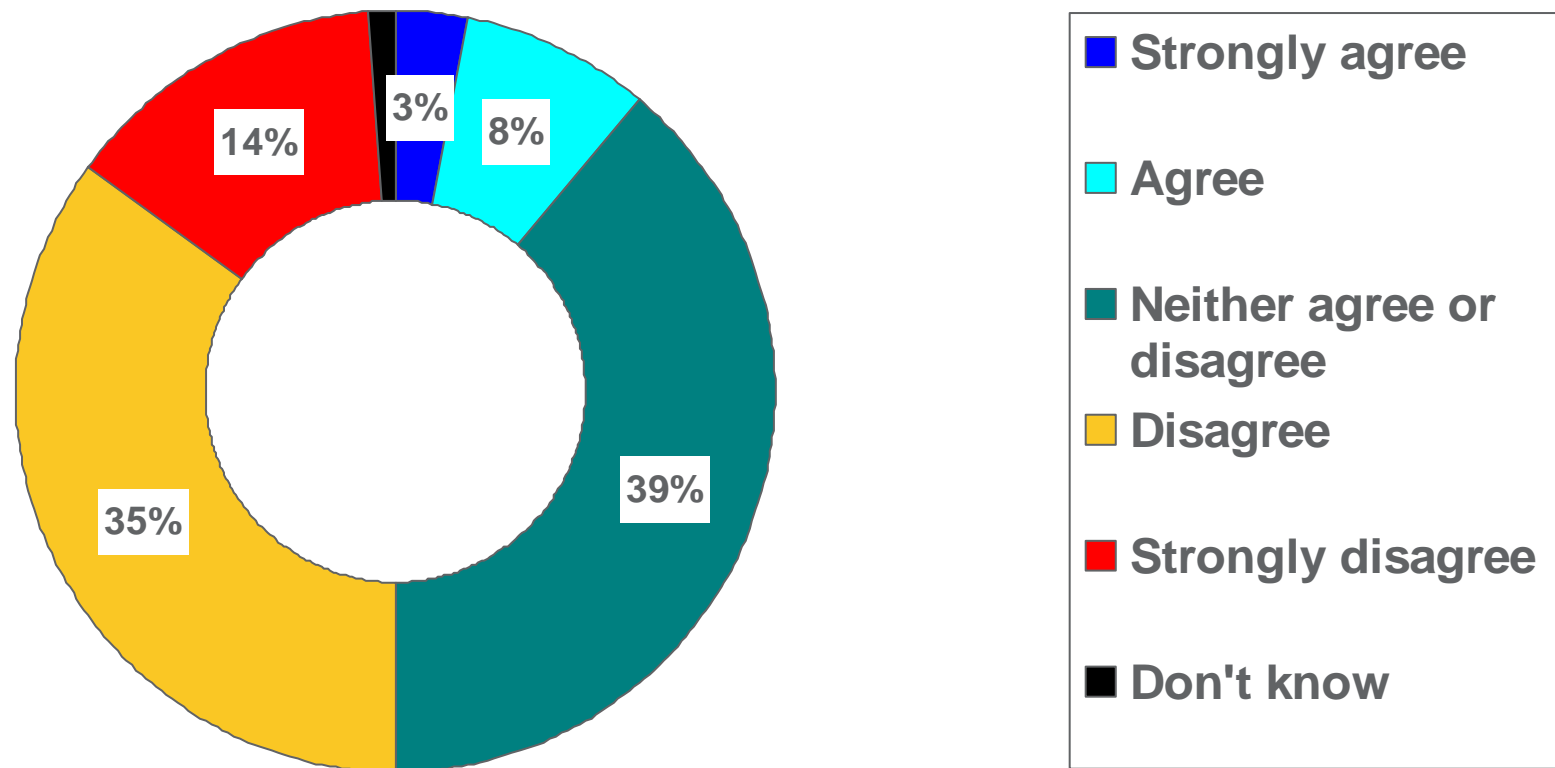
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?

 Indonesia



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

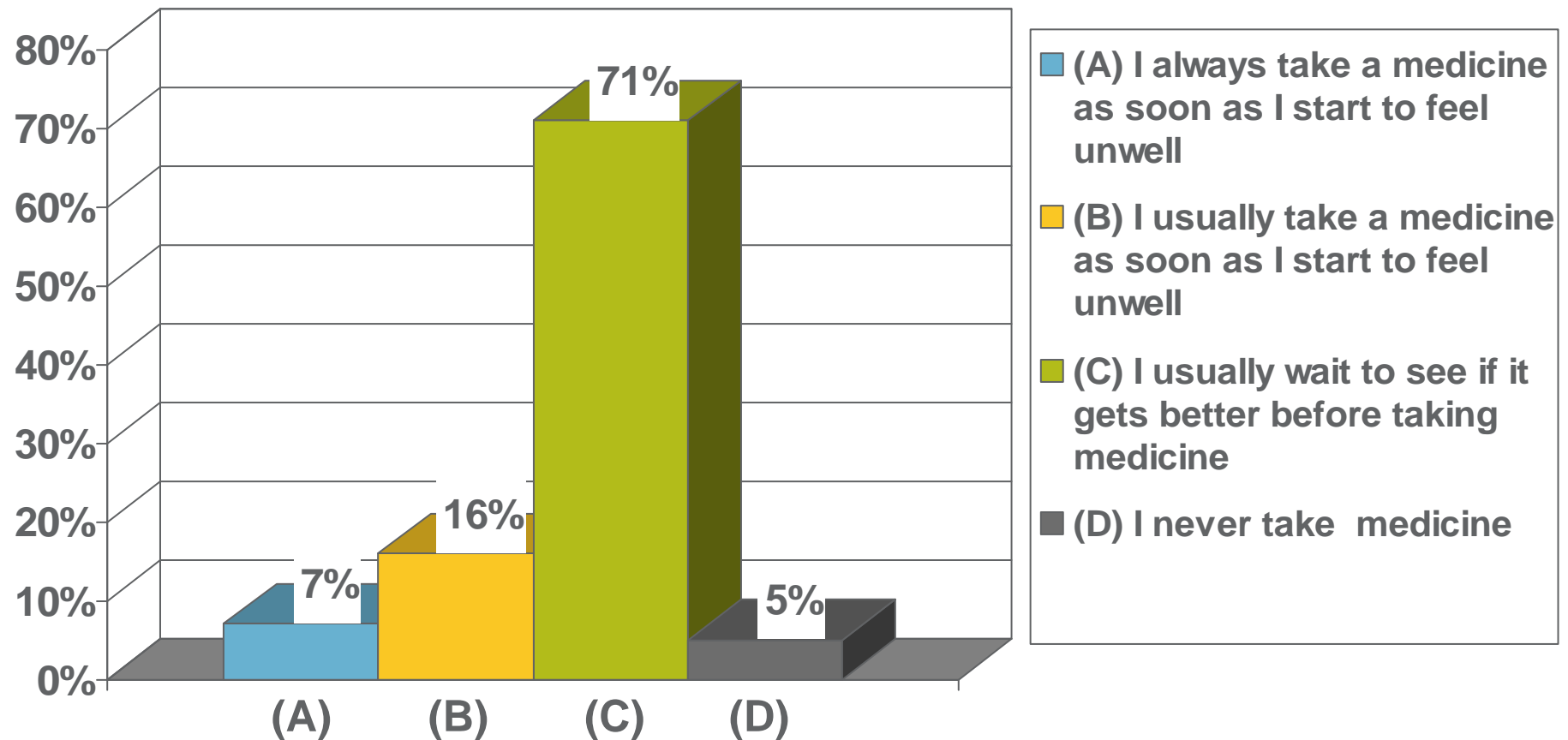
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



India



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

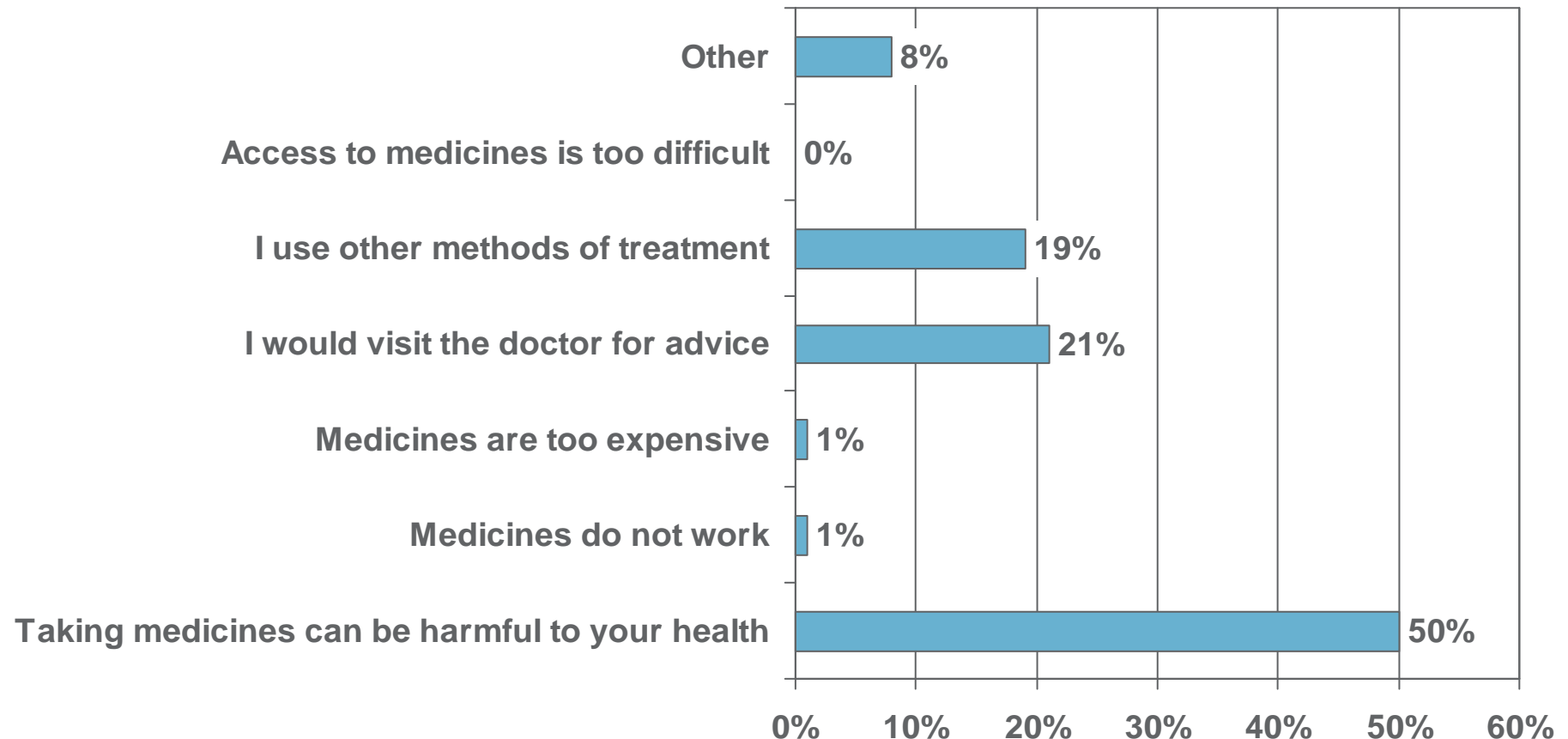
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



India



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

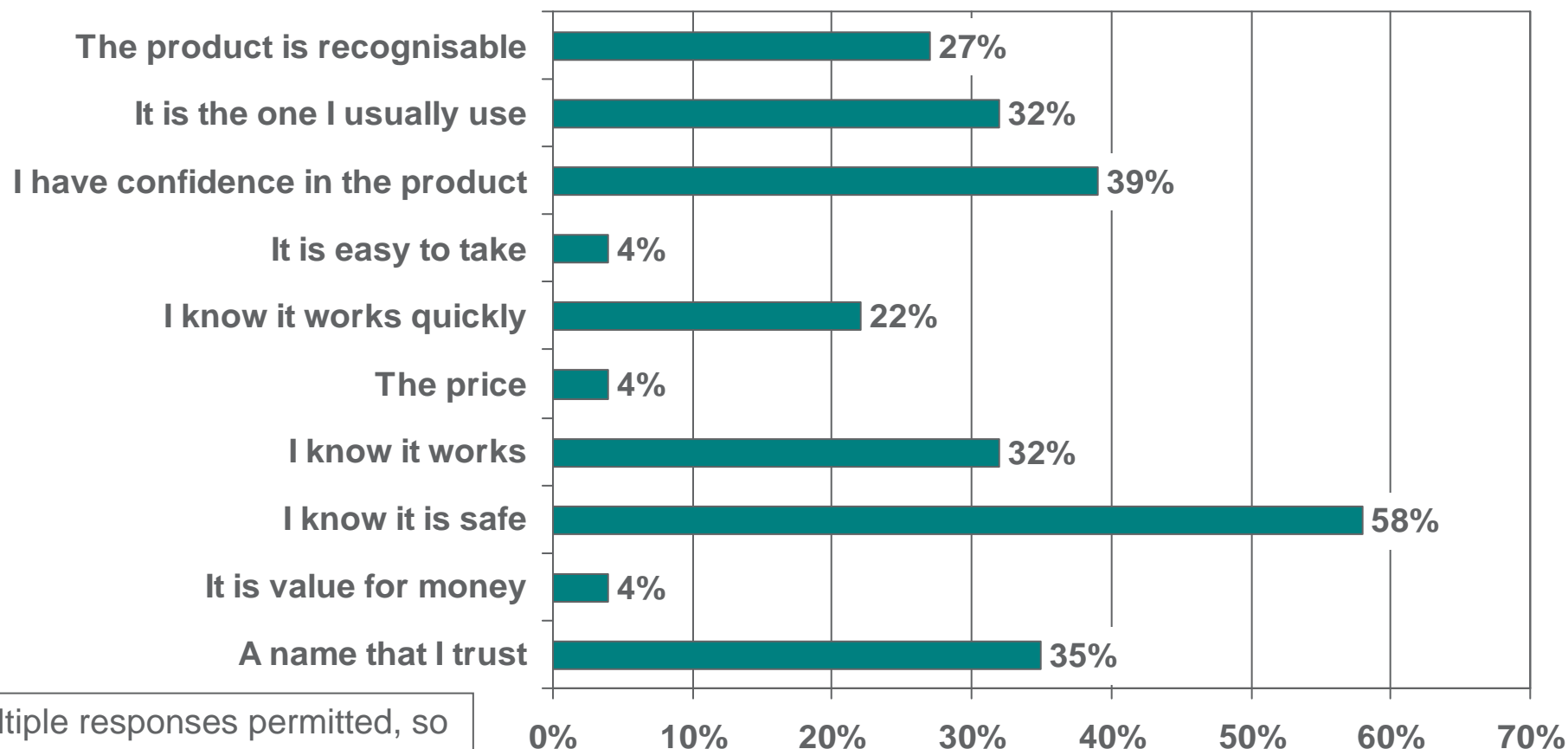
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Q3. When choosing a non-prescription medicine, what factors are important to you?



India



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

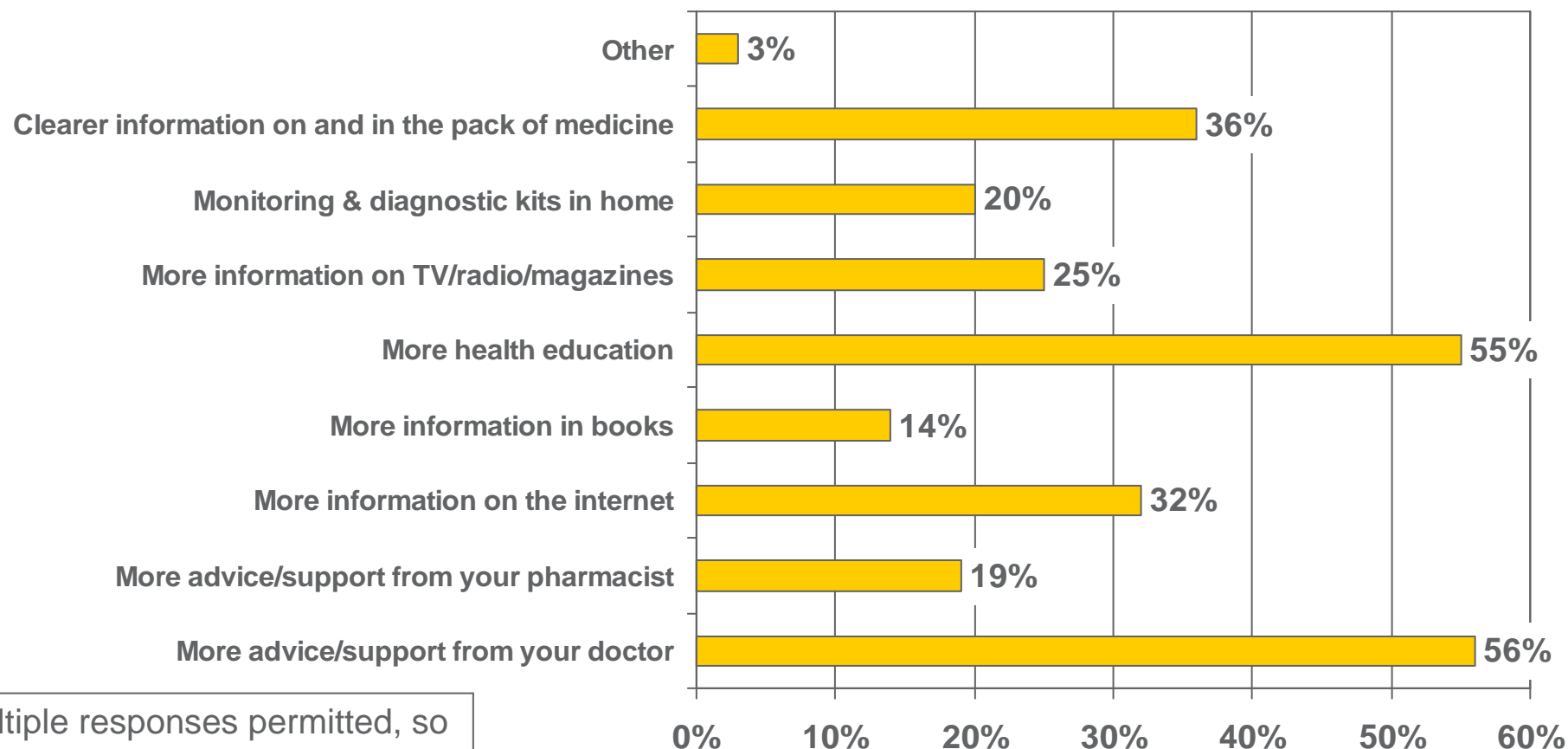
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



India



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

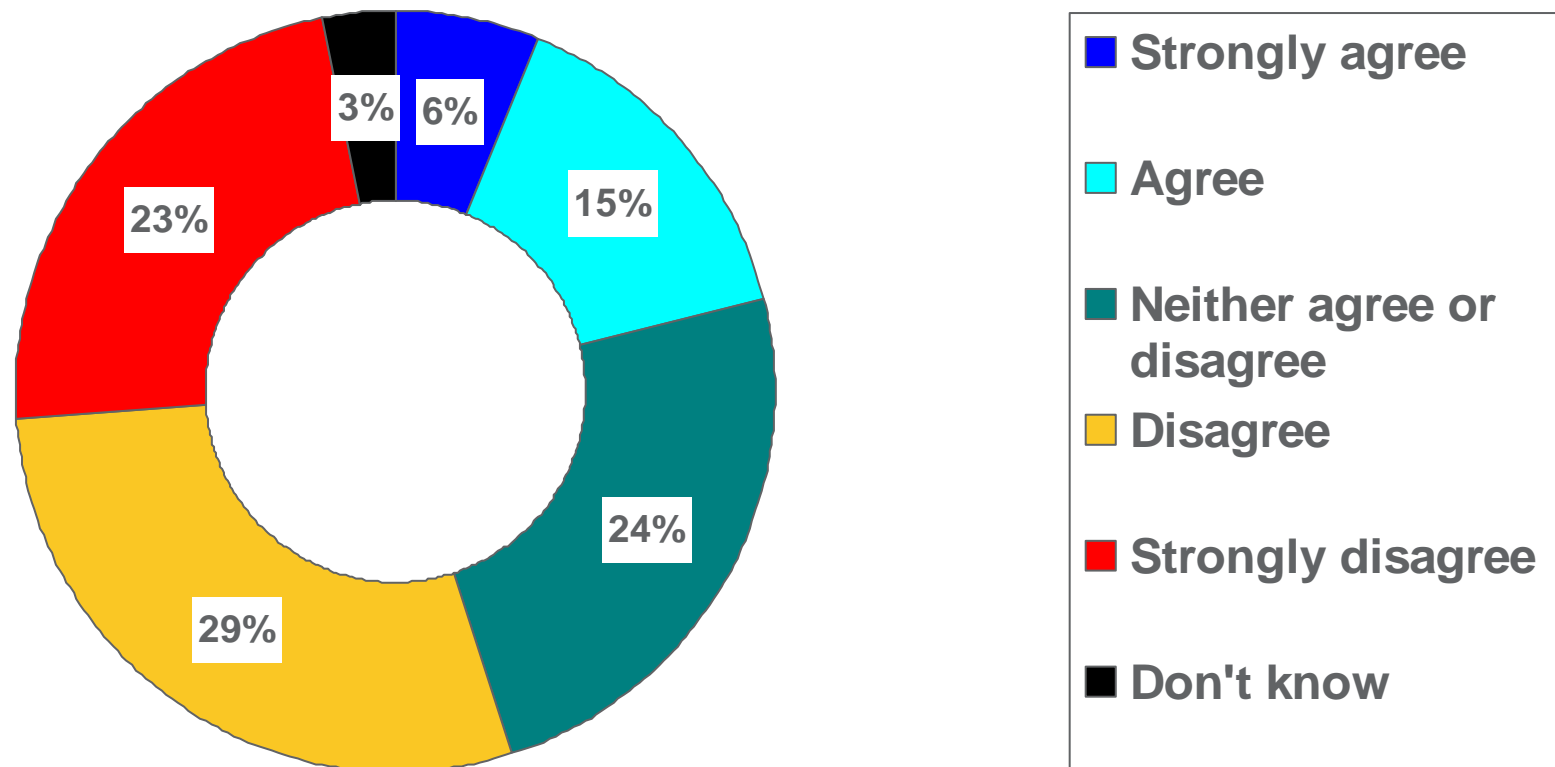
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



India



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

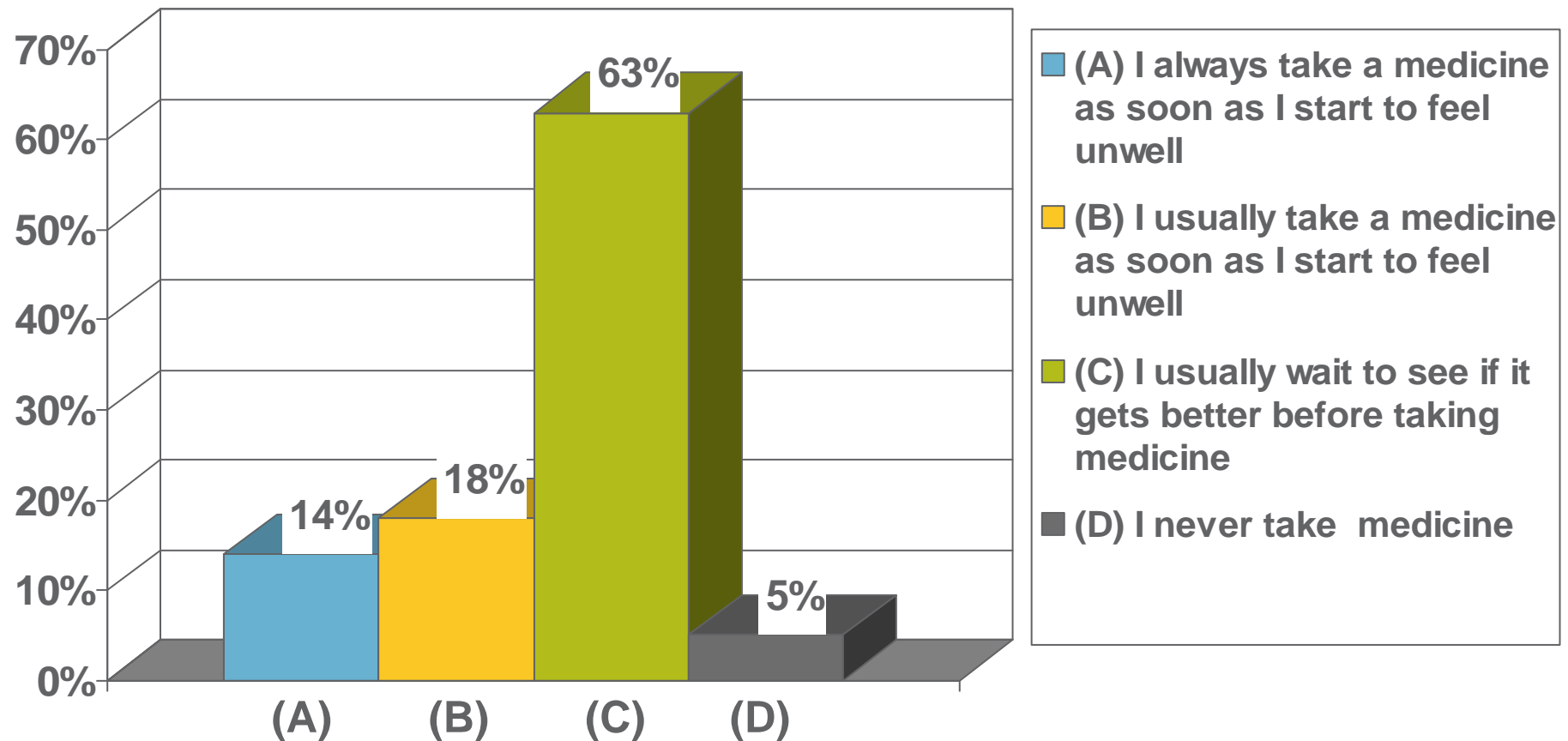
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Pakistan



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

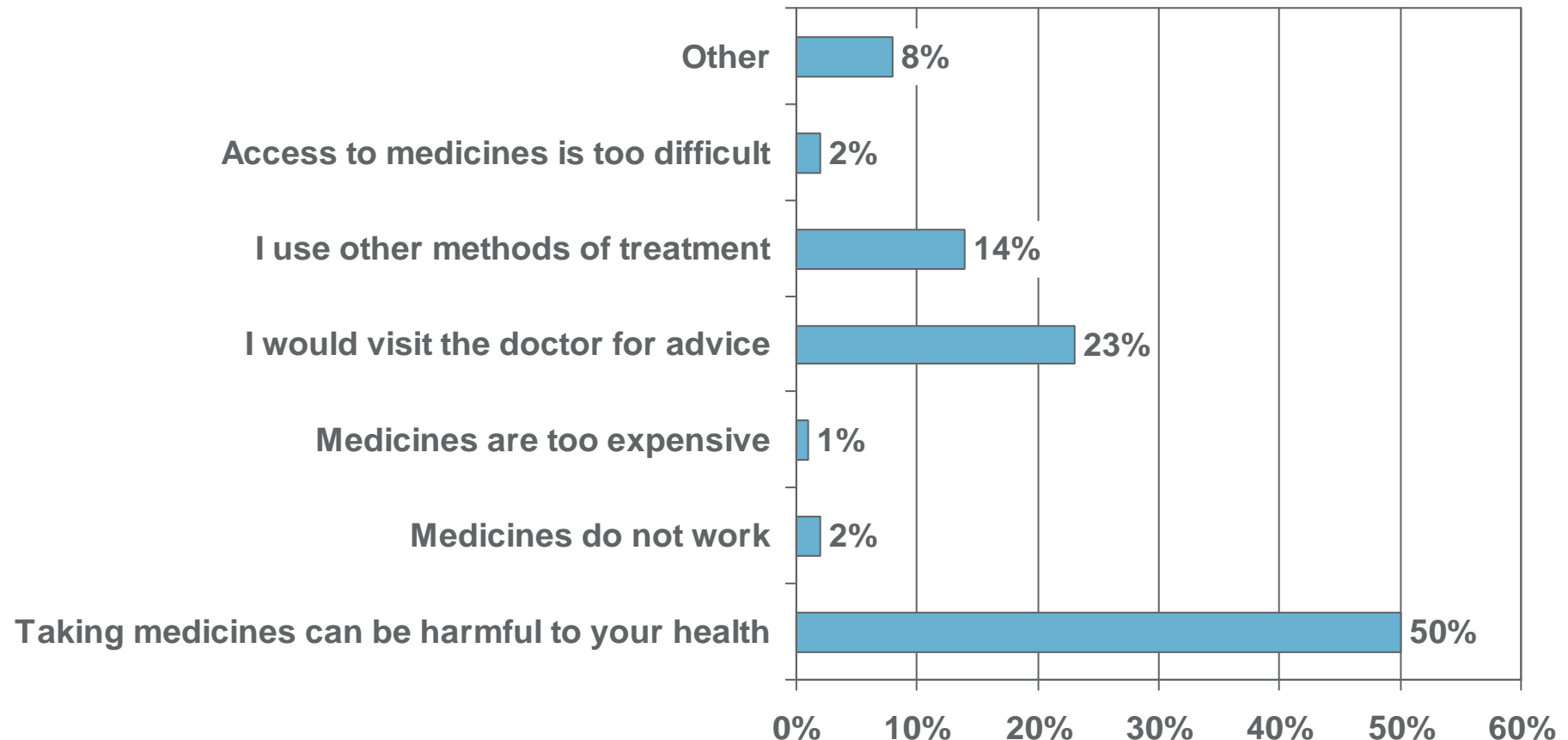
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Pakistan

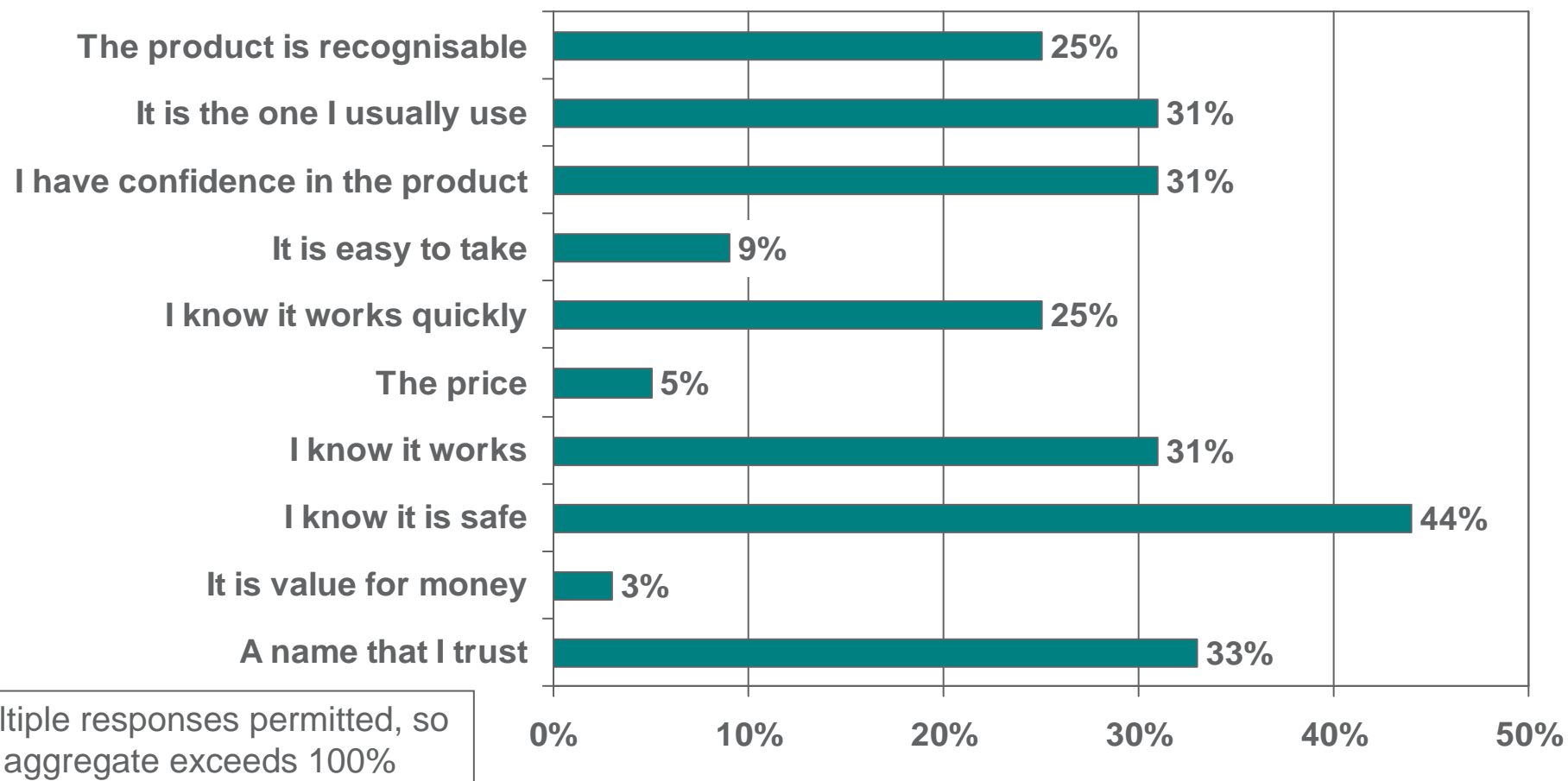


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Pakistan

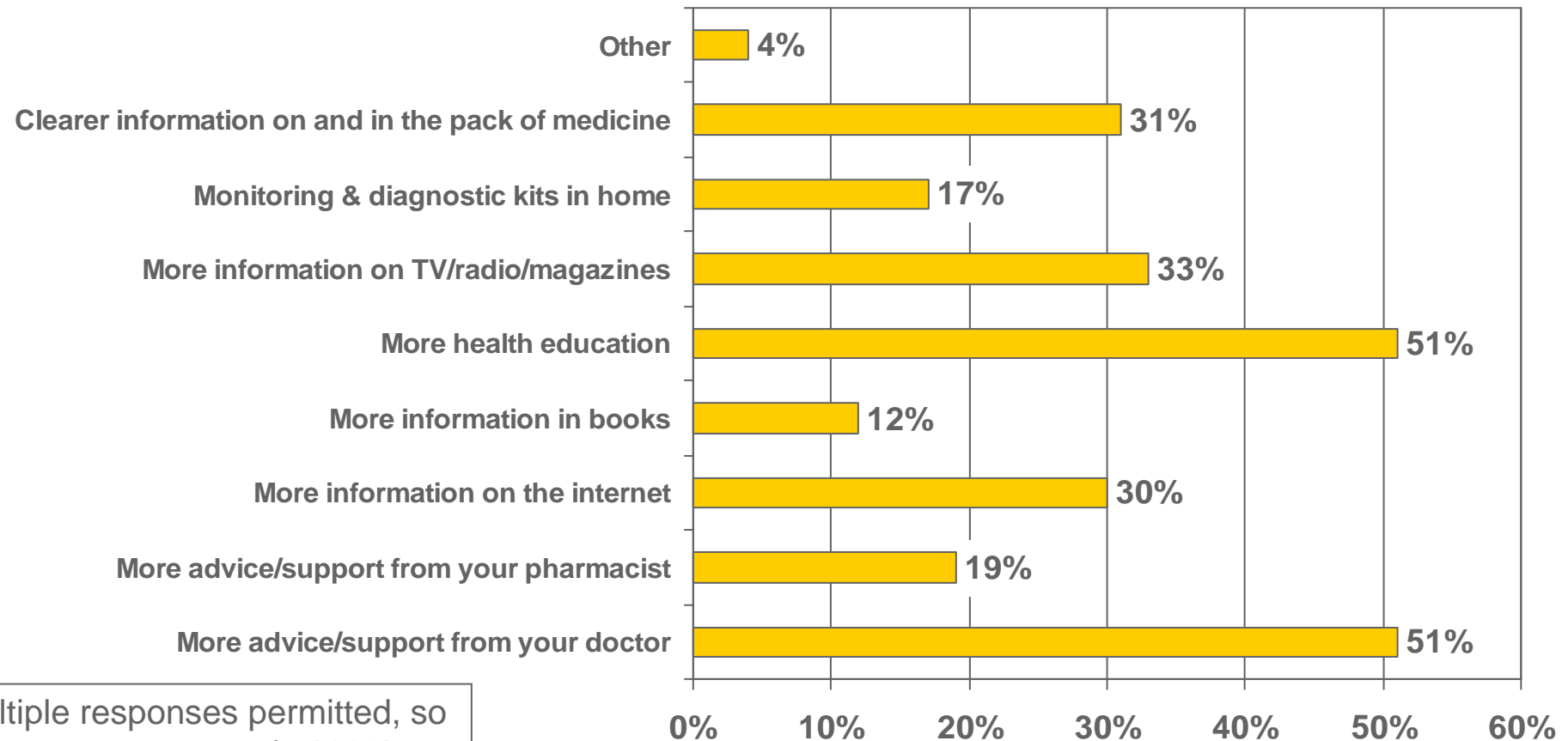


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?



Pakistan



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

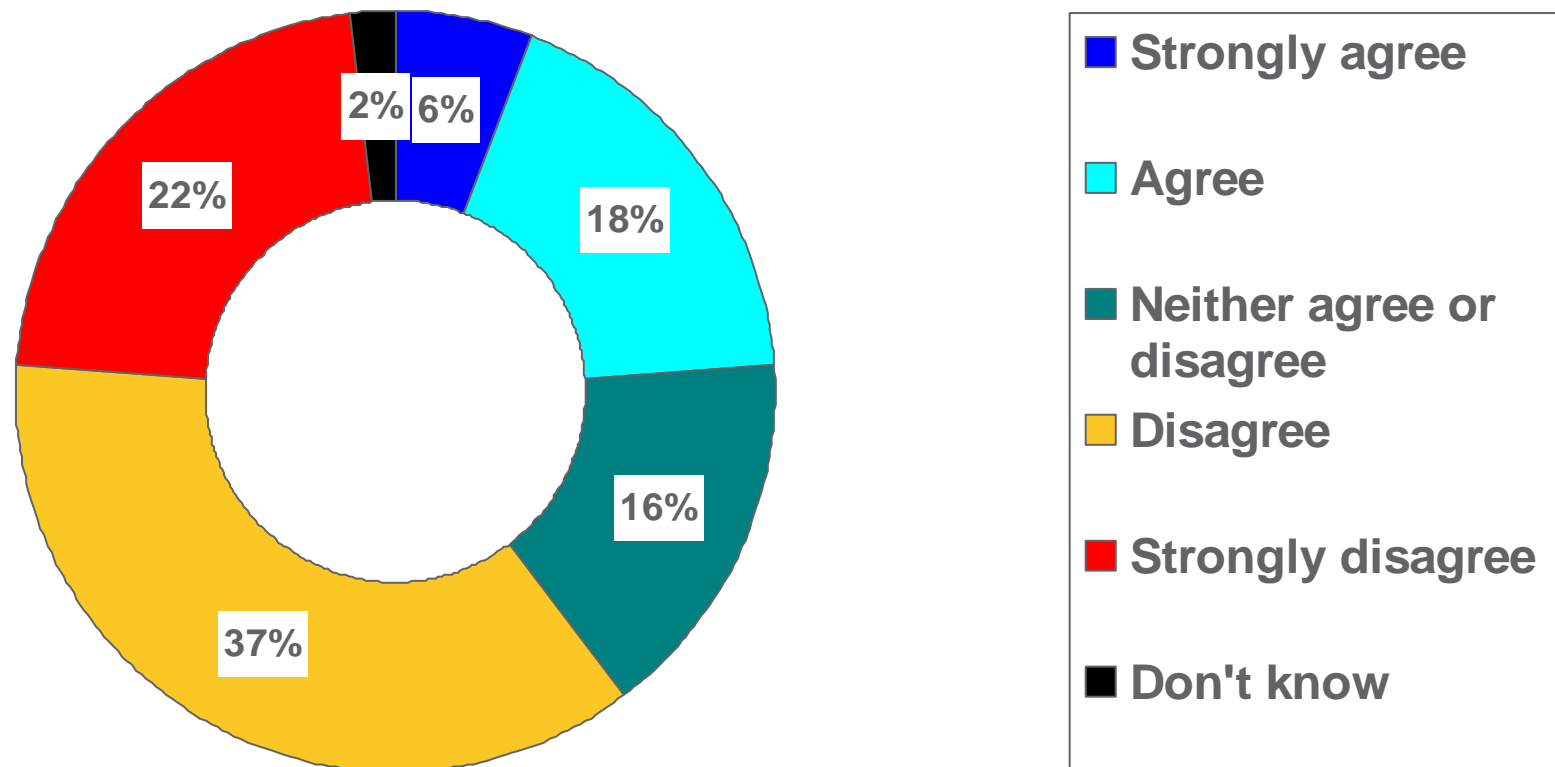
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Pakistan



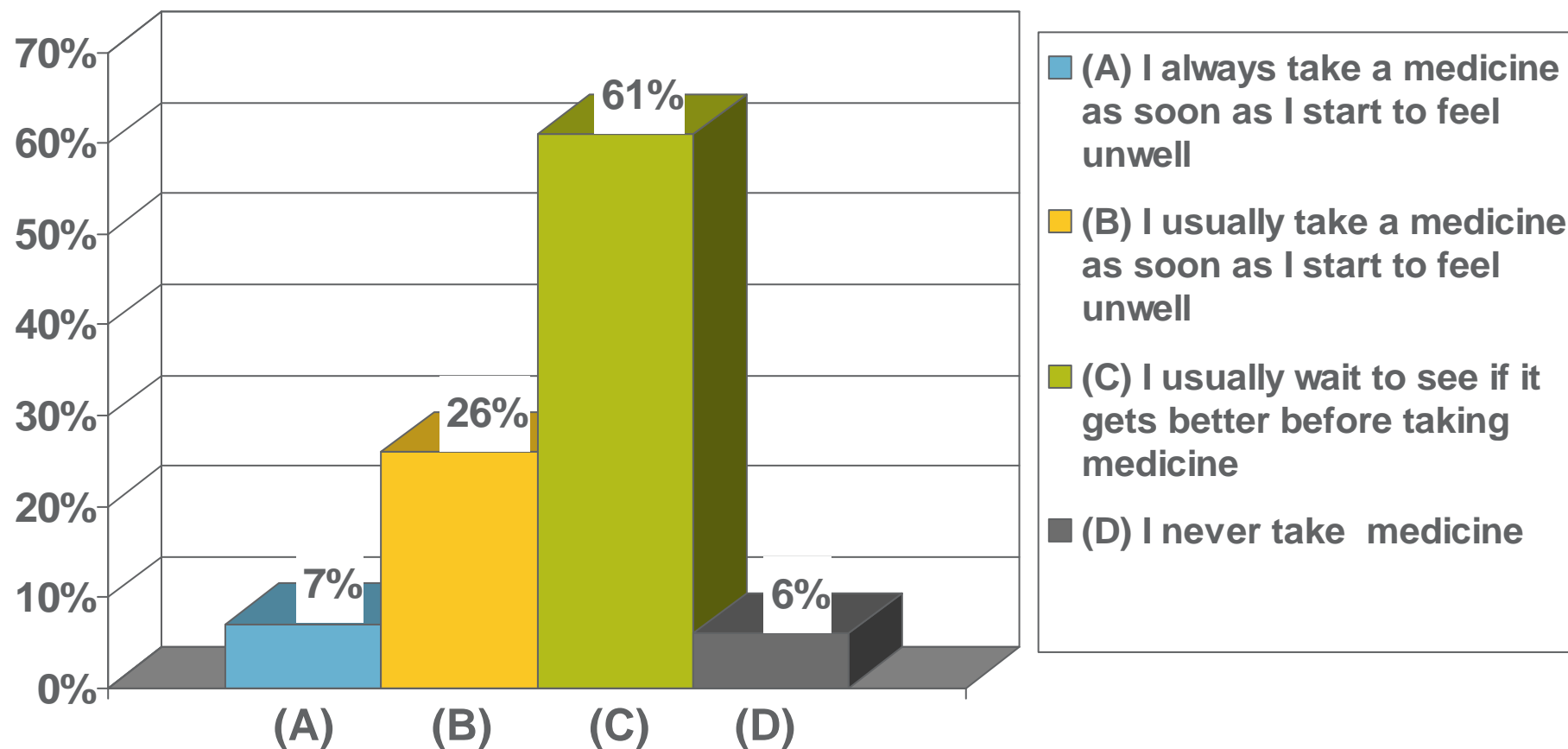
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

 Japan



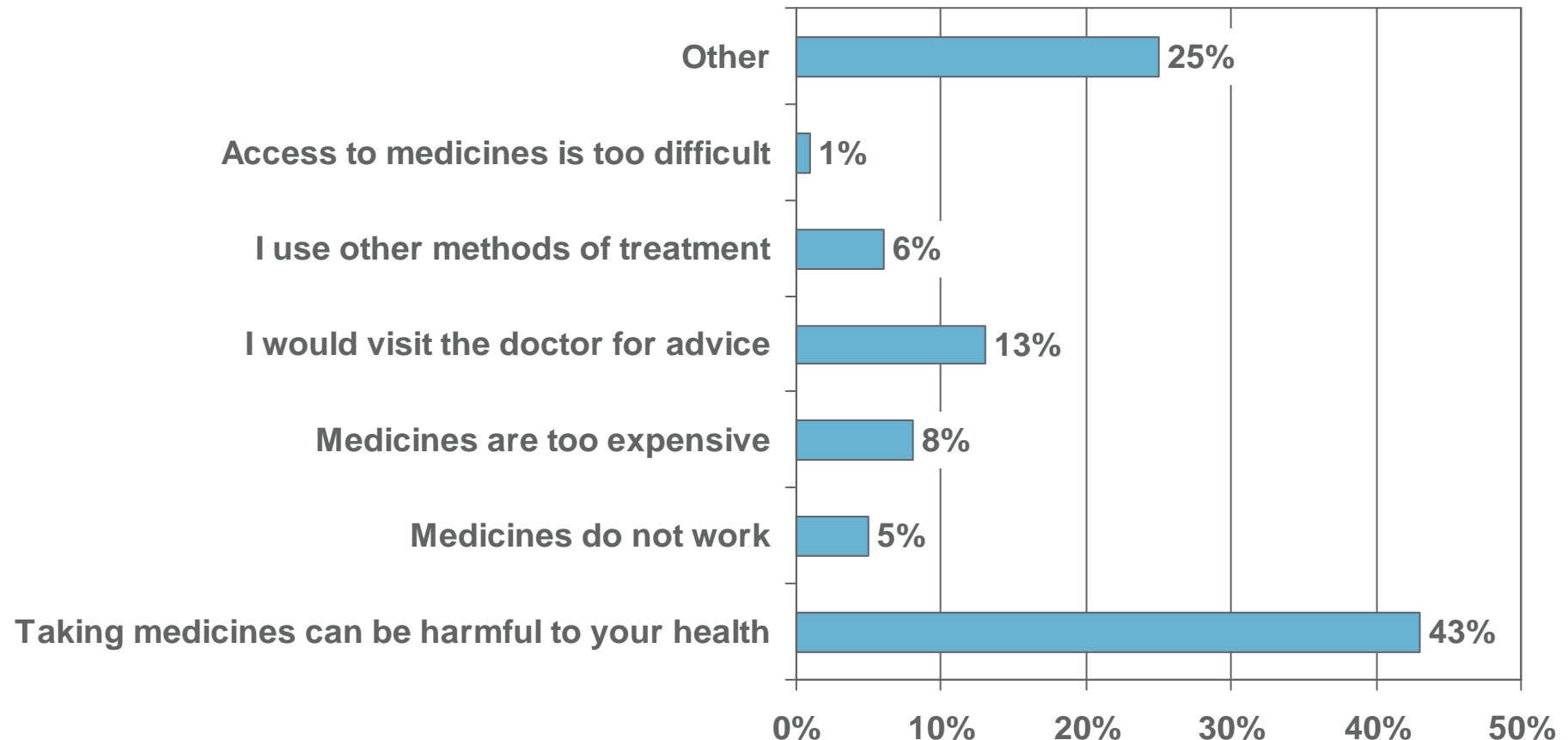
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?

 Japan



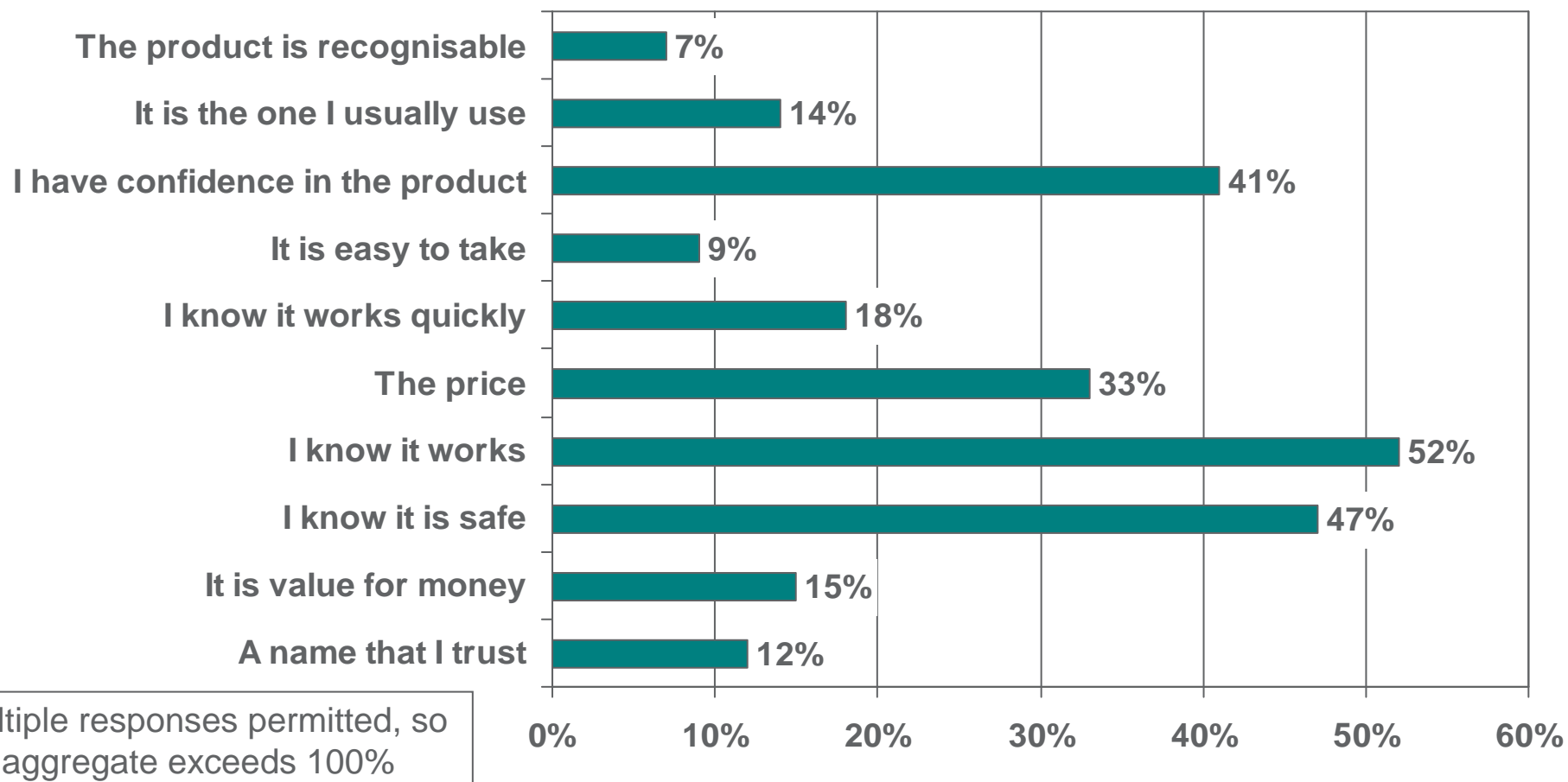
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

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Q3. When choosing a non-prescription medicine, what factors are important to you?

 Japan



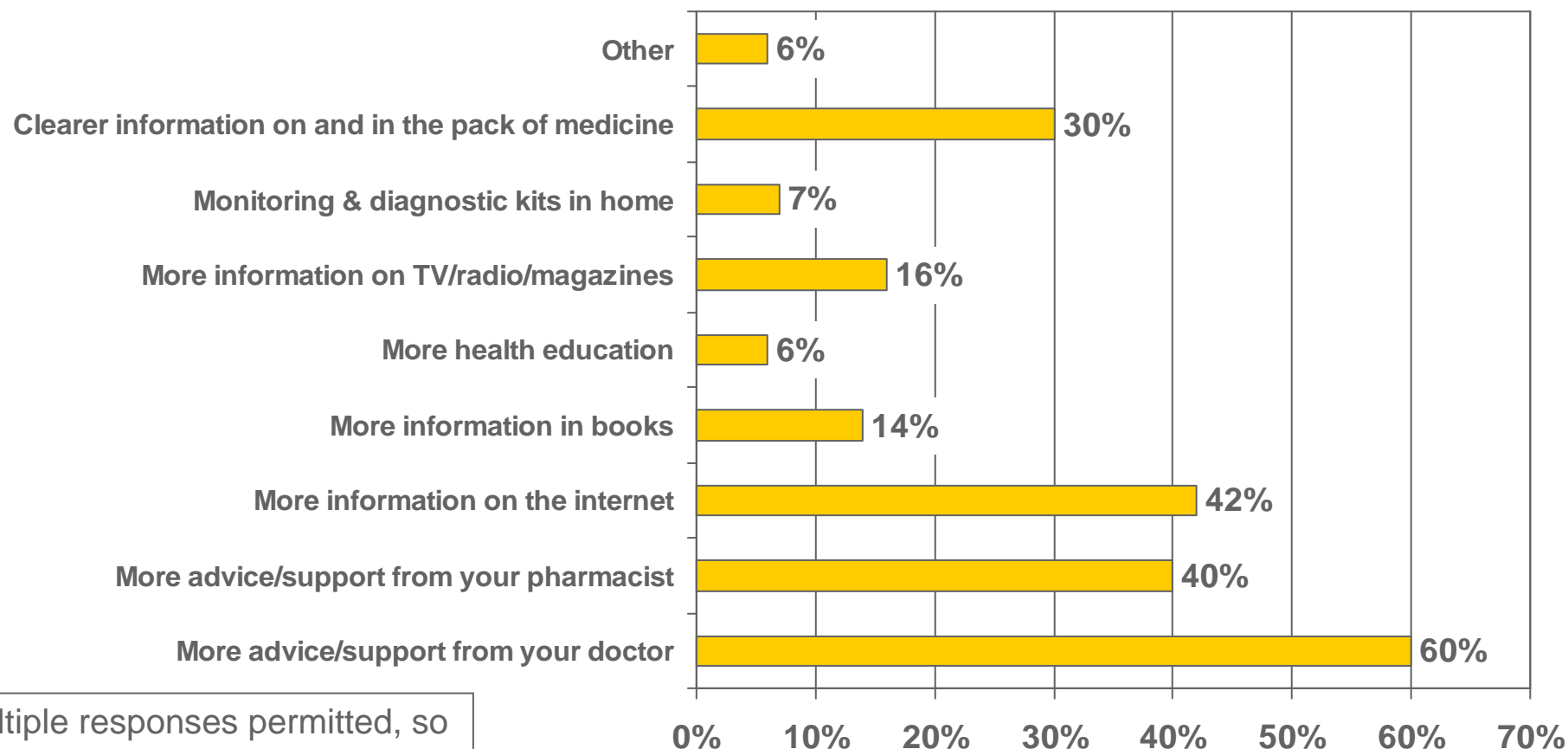
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

 Japan



Multiple responses permitted, so
aggregate exceeds 100%

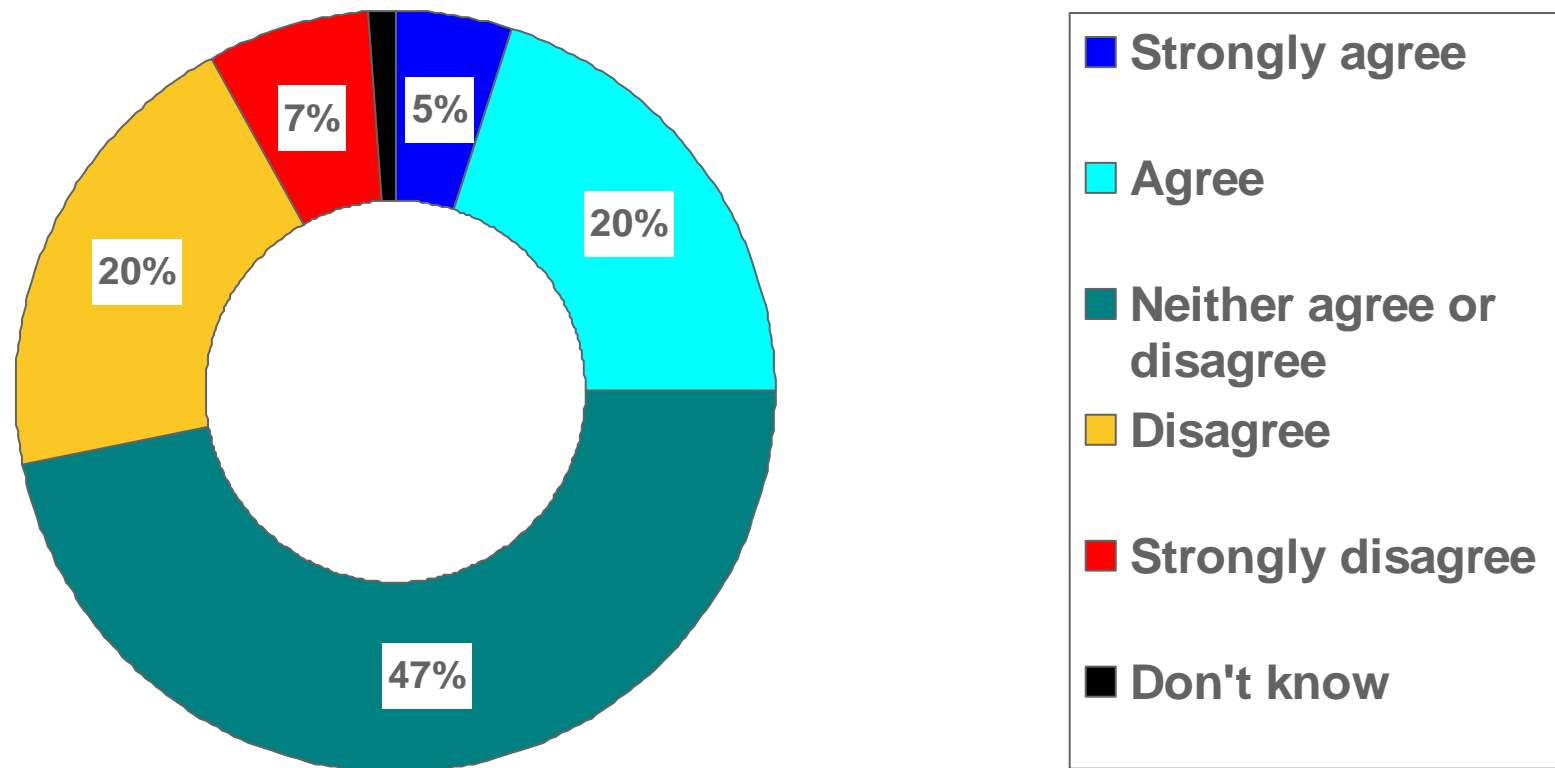
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?

 Japan



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

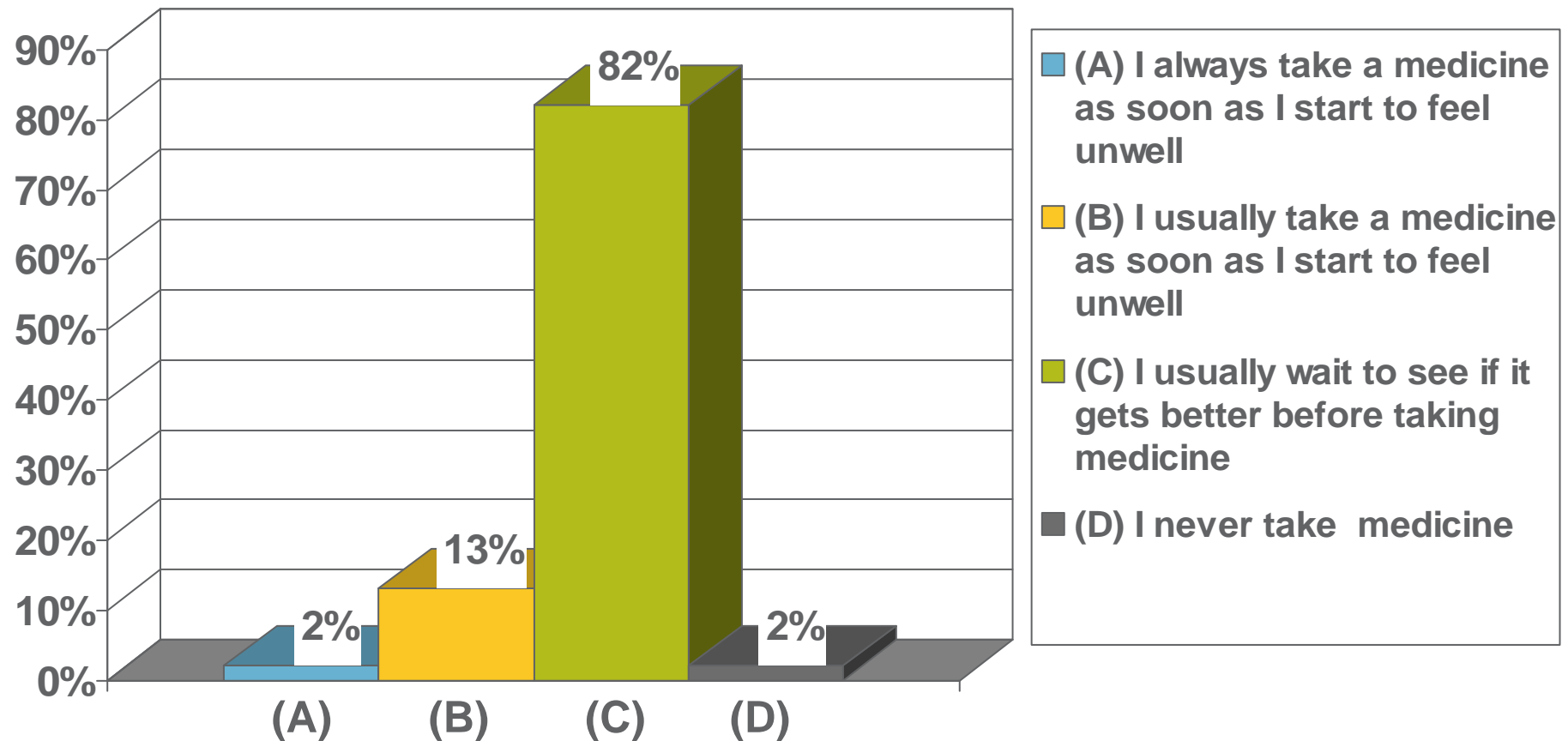
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



South Korea



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

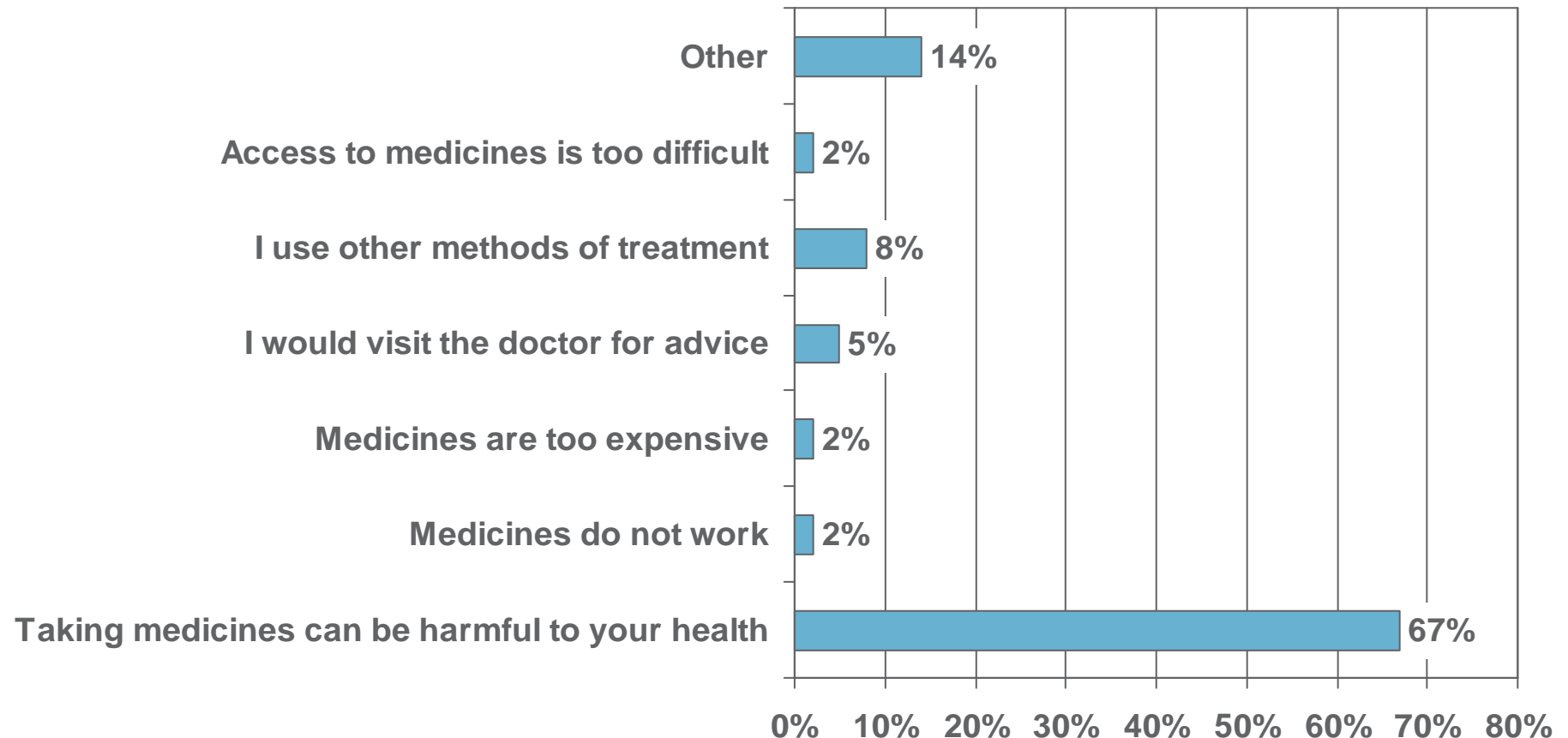
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



South Korea

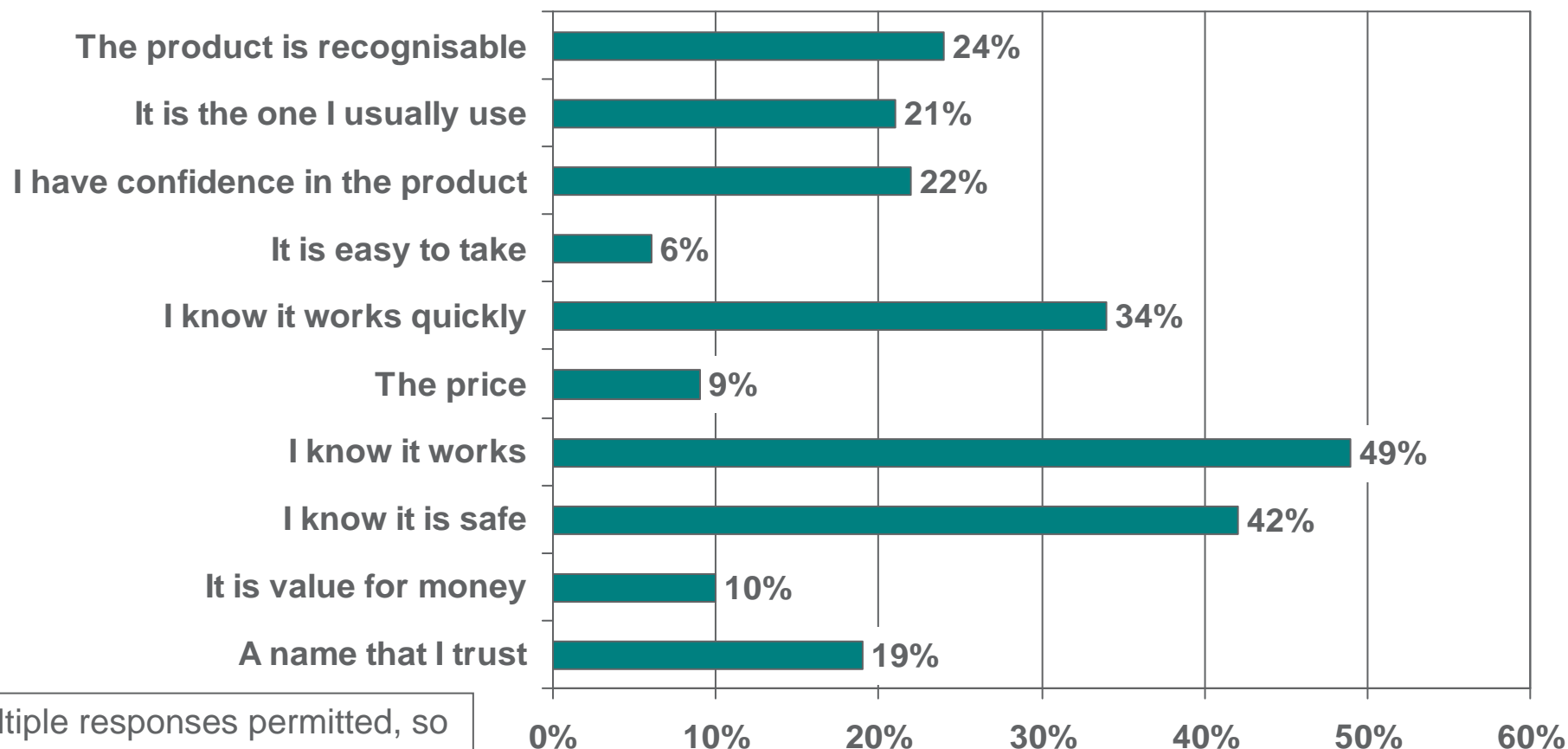


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



South Korea



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

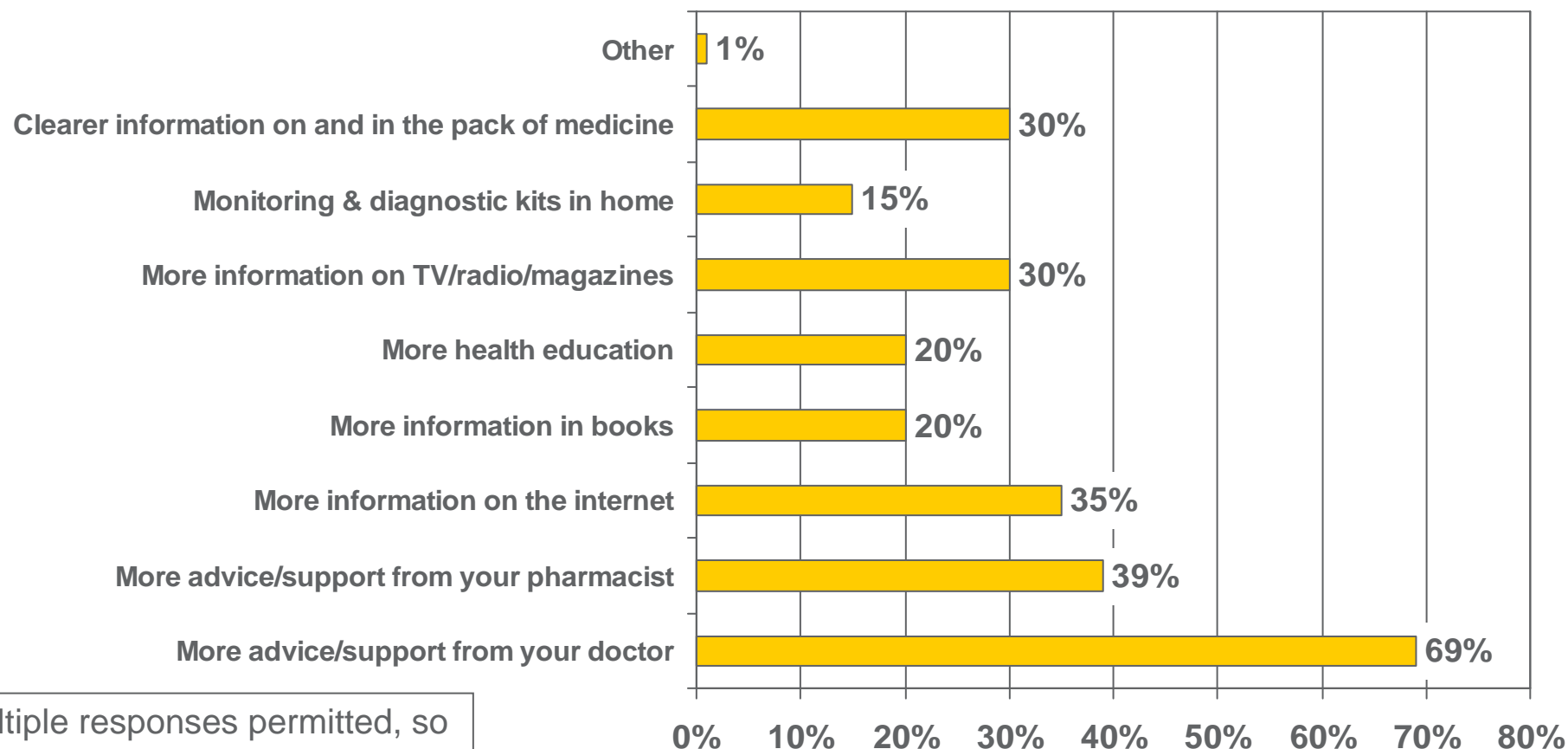
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



South Korea



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

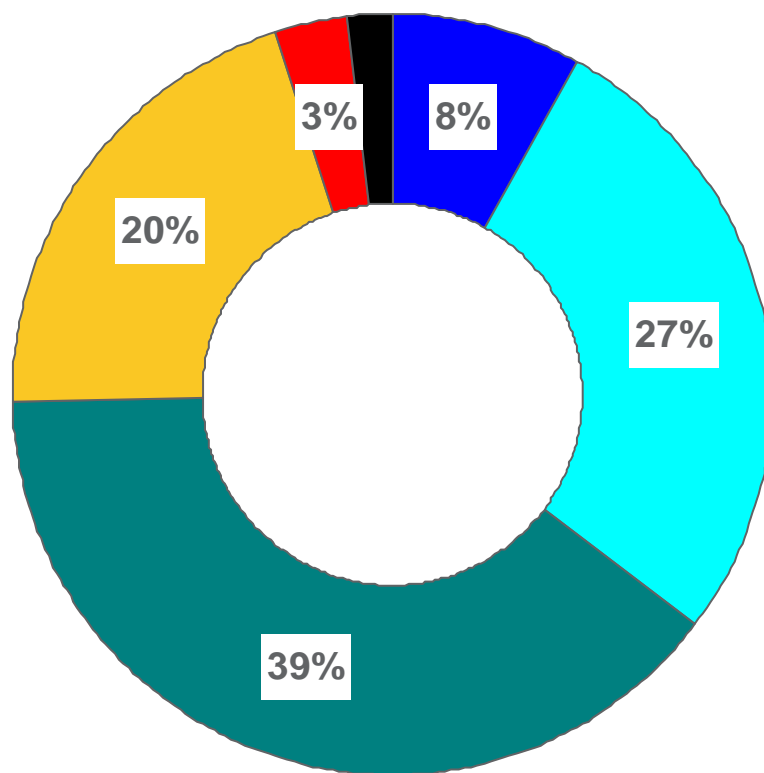
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



South Korea



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

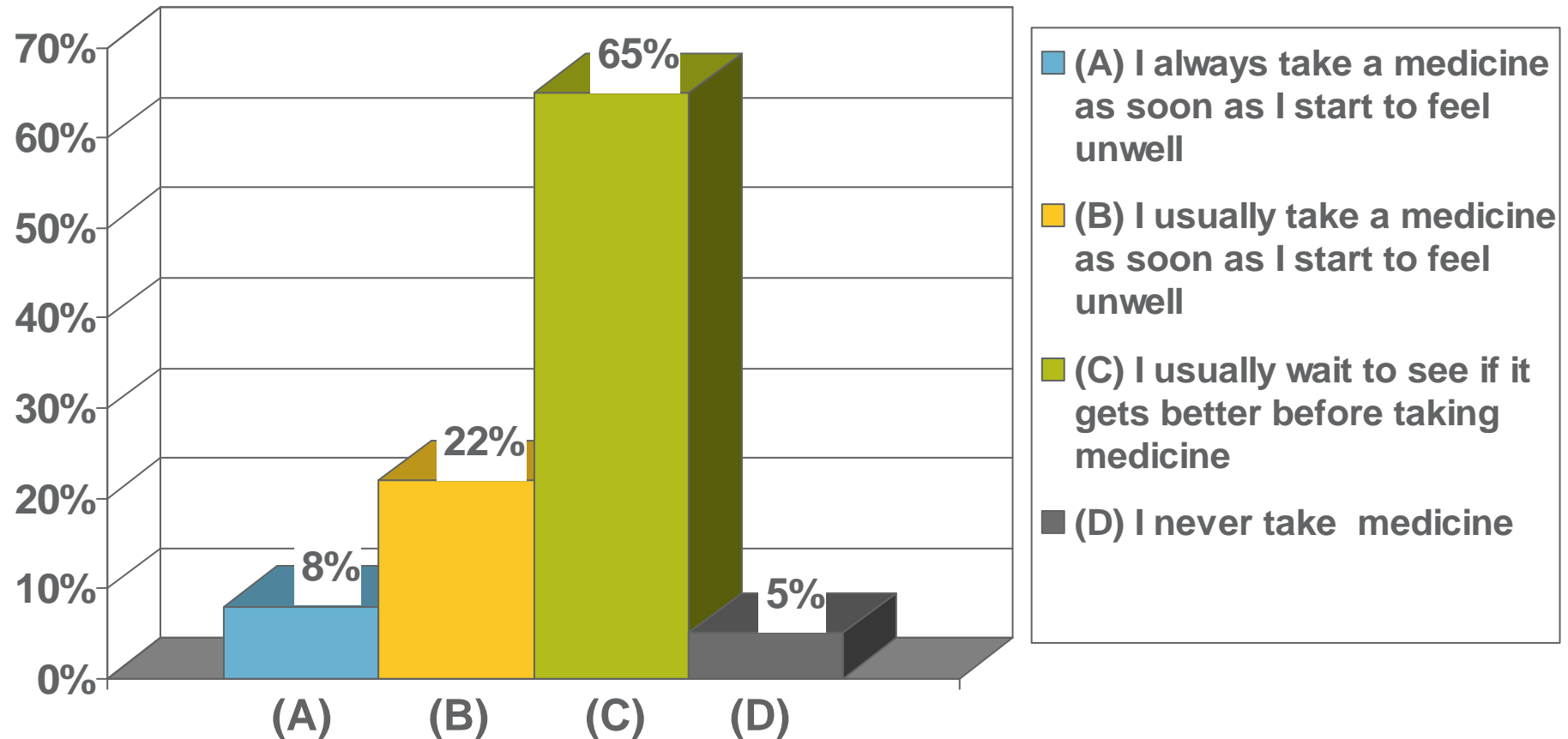
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Malaysia



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

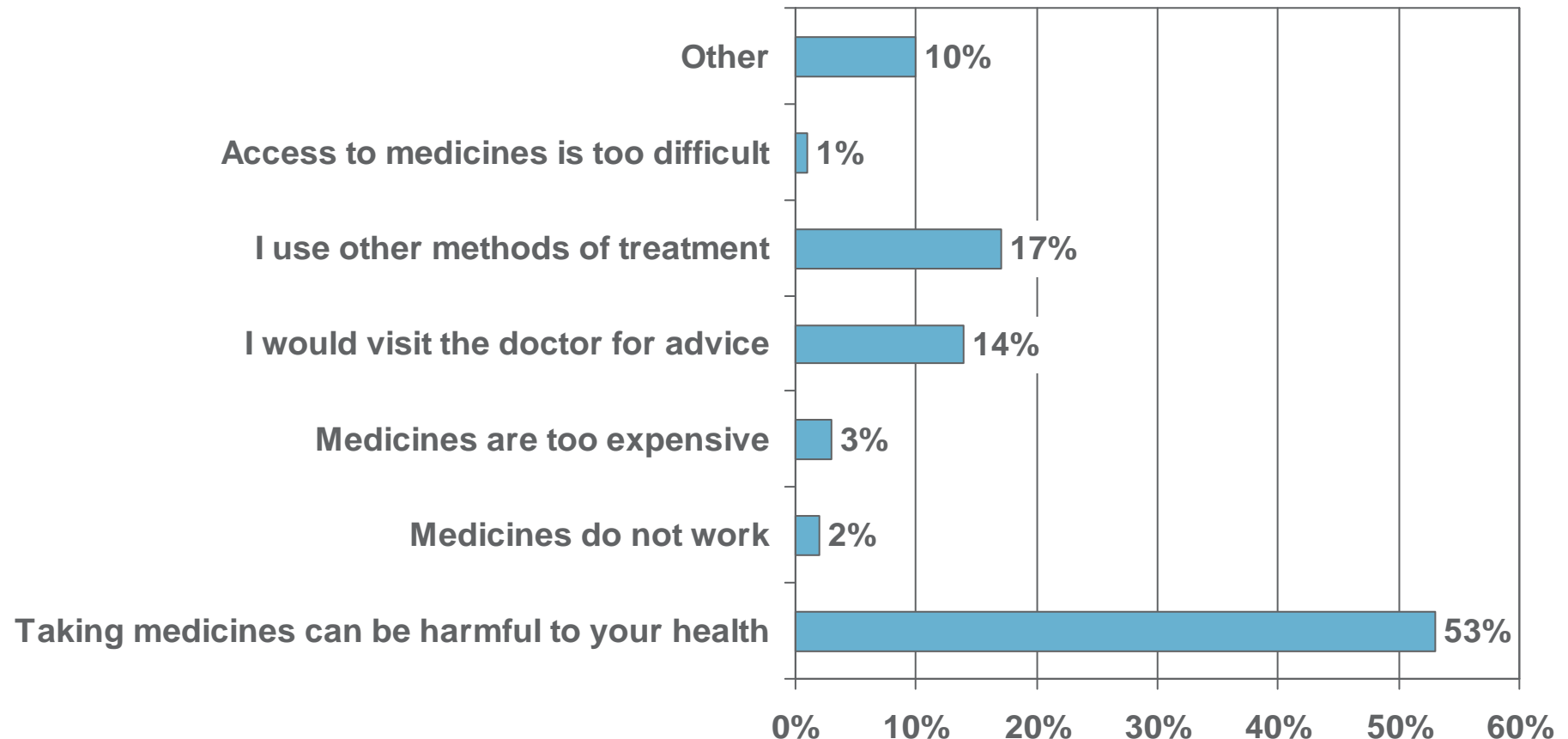
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Malaysia

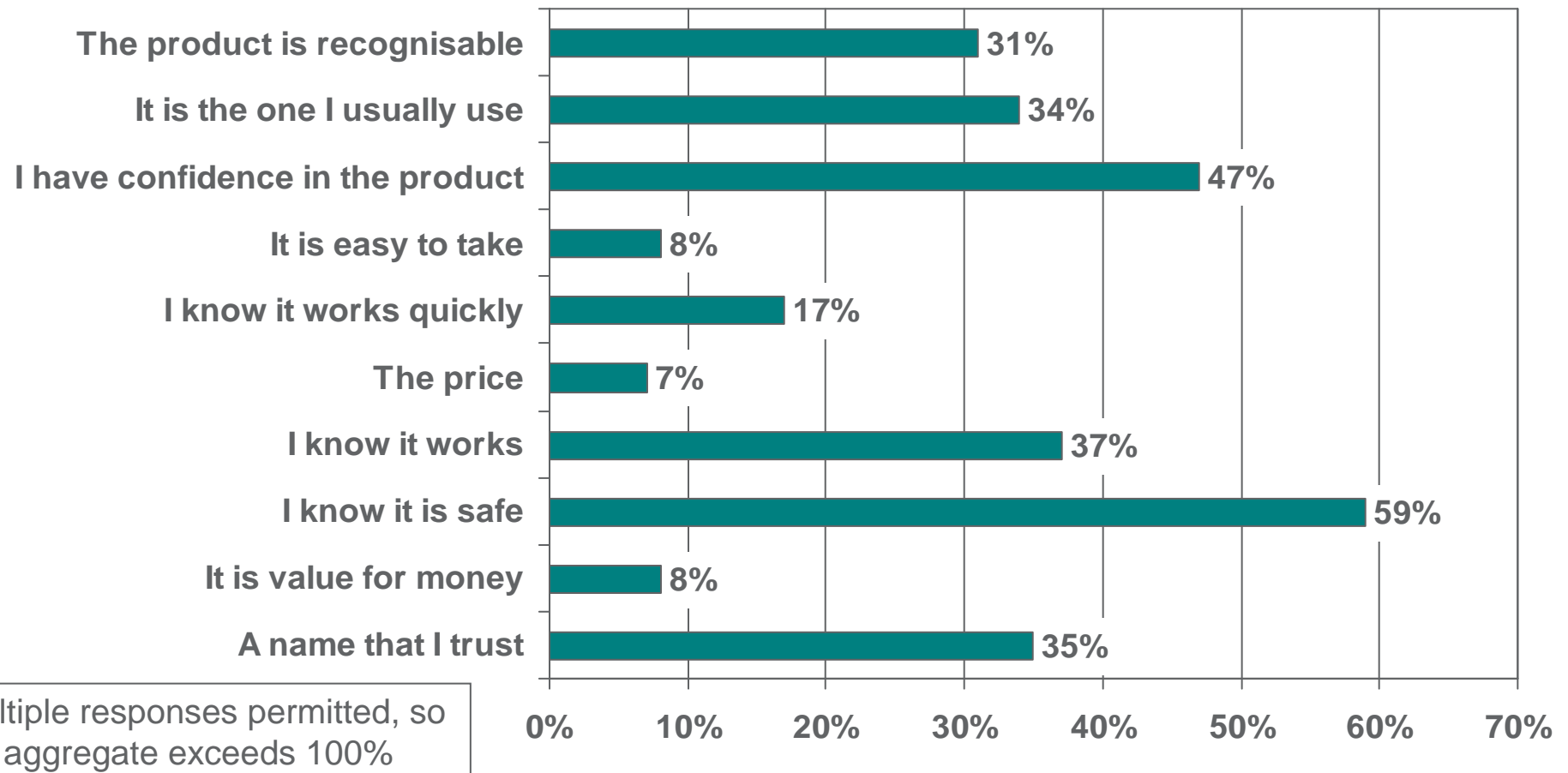


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Malaysia

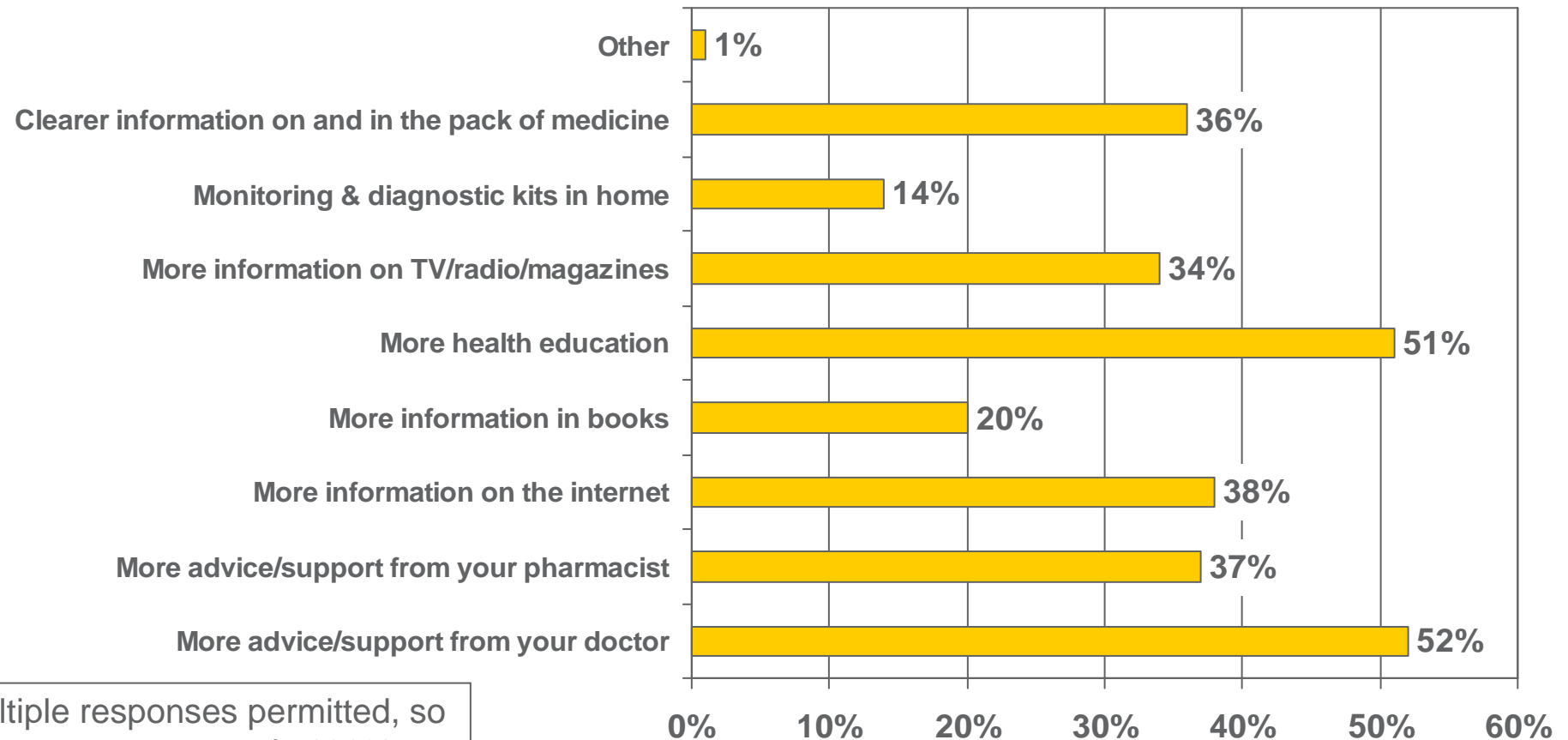


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?



Malaysia



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

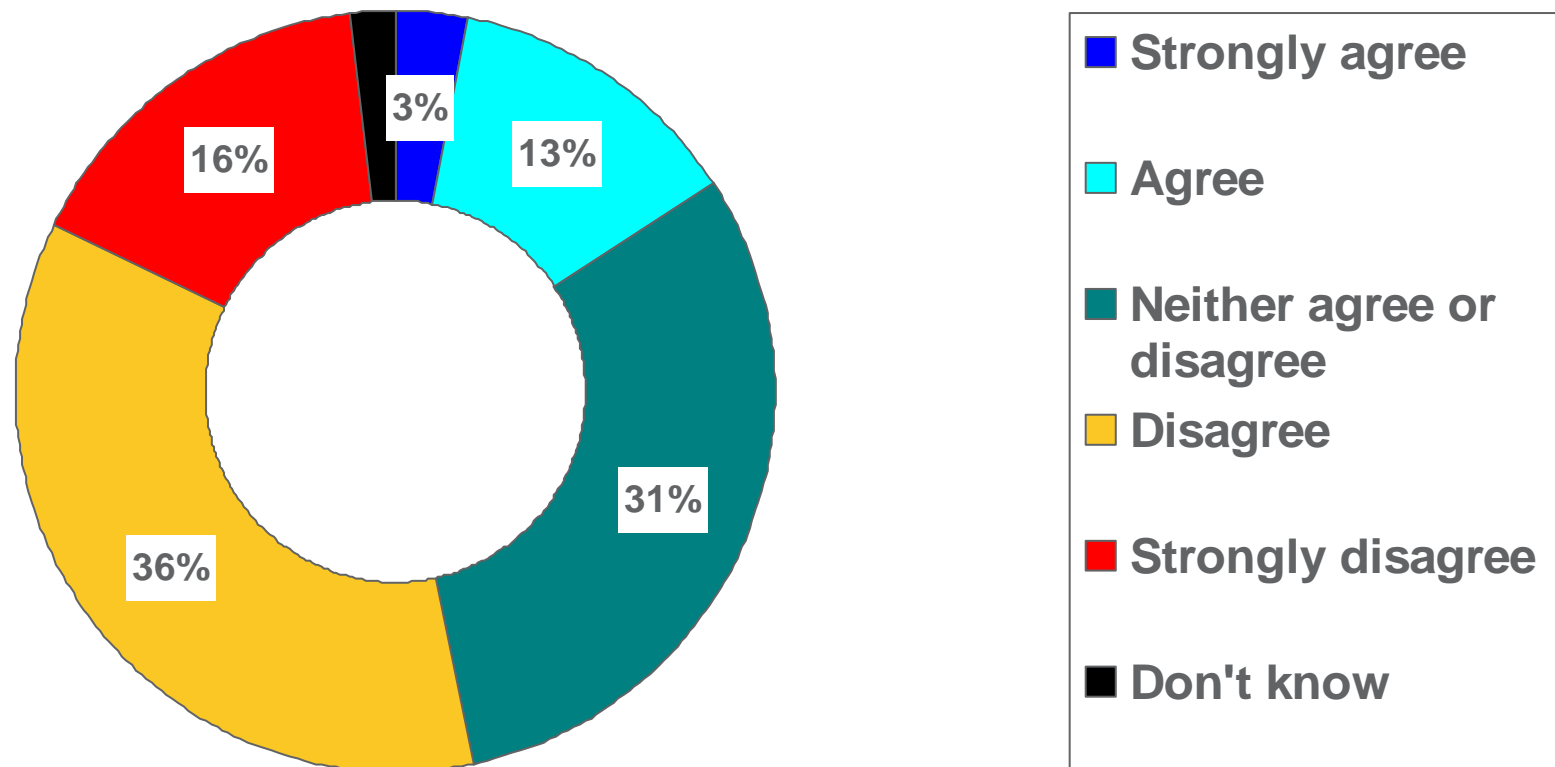
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Malaysia



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

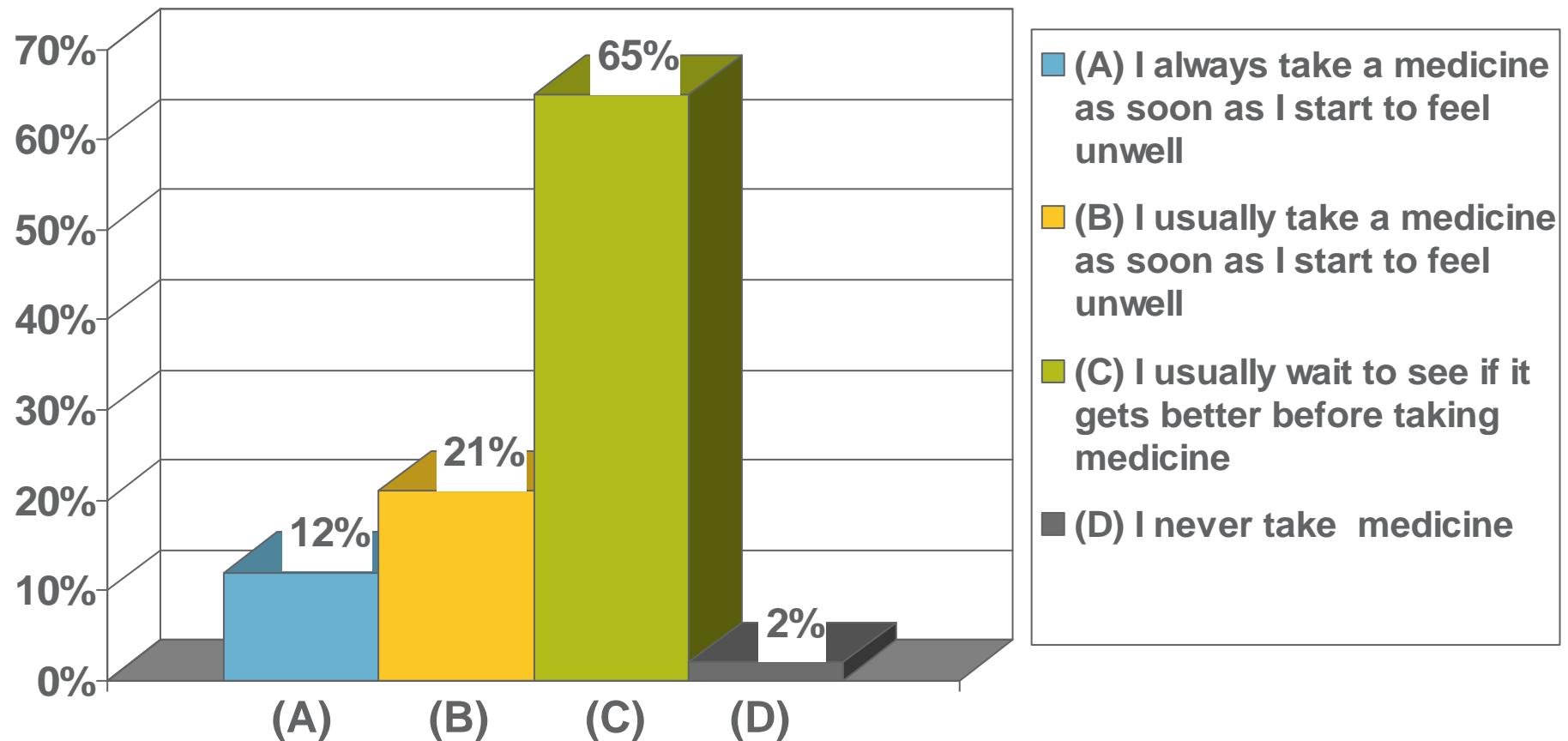
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Philippines



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

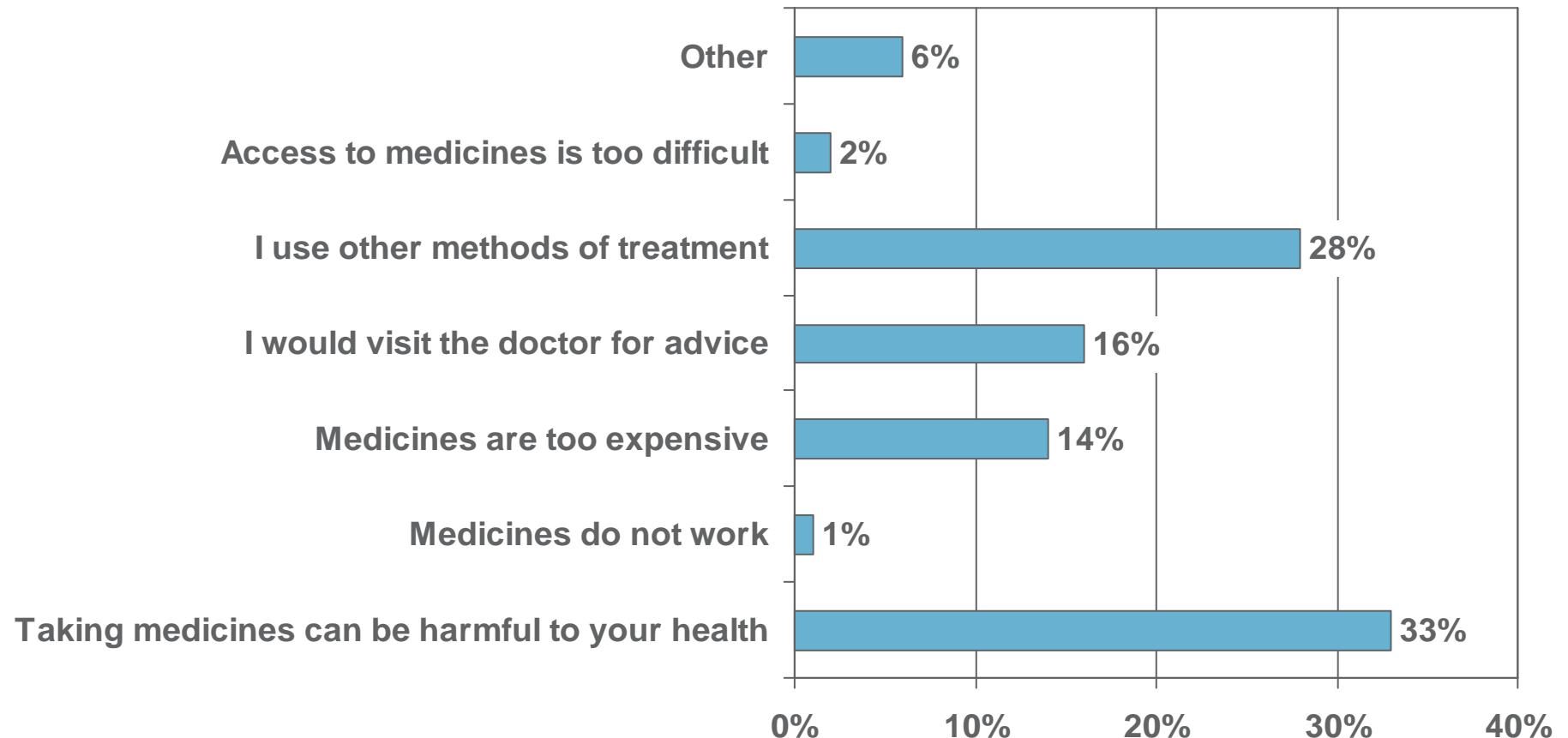
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Philippines

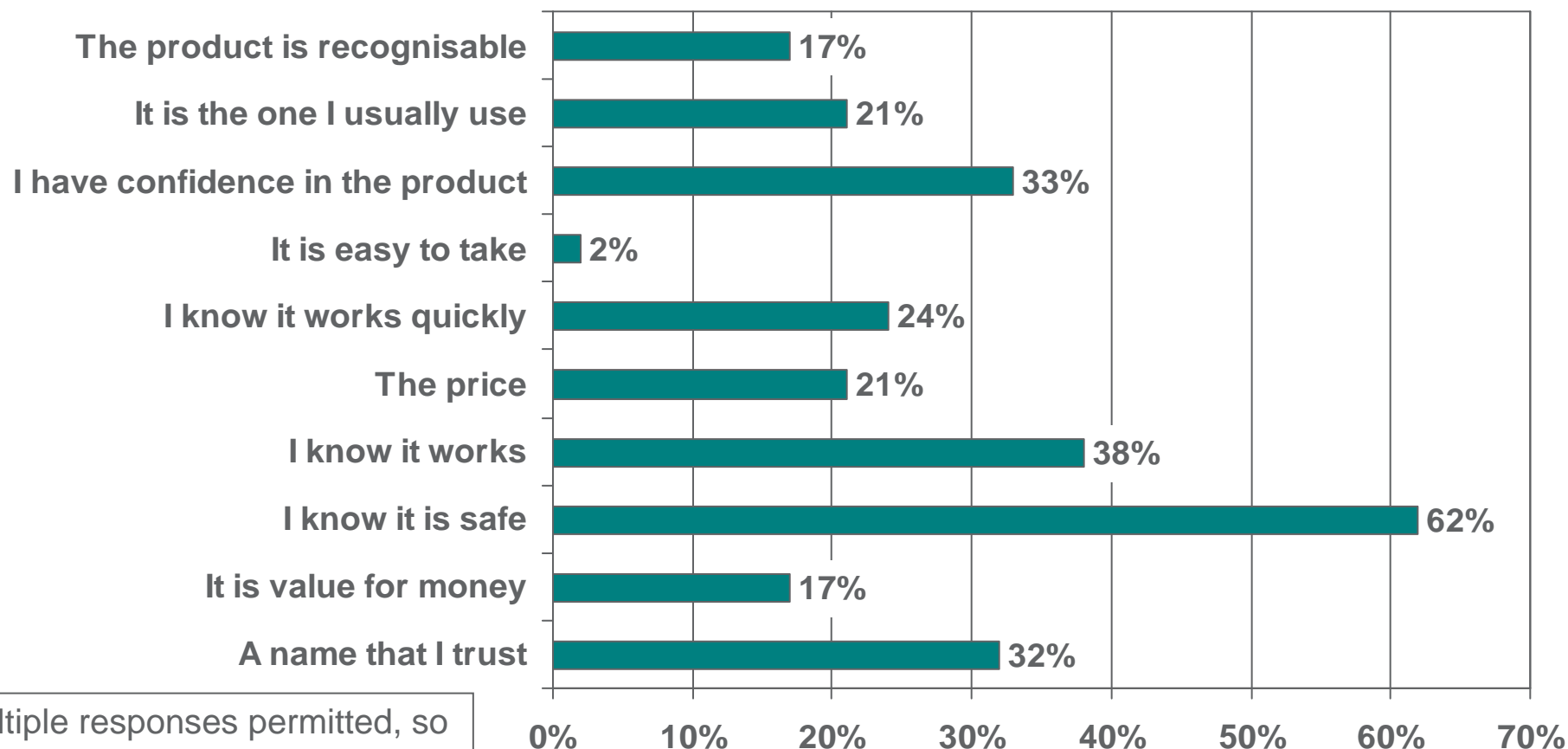


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Philippines



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

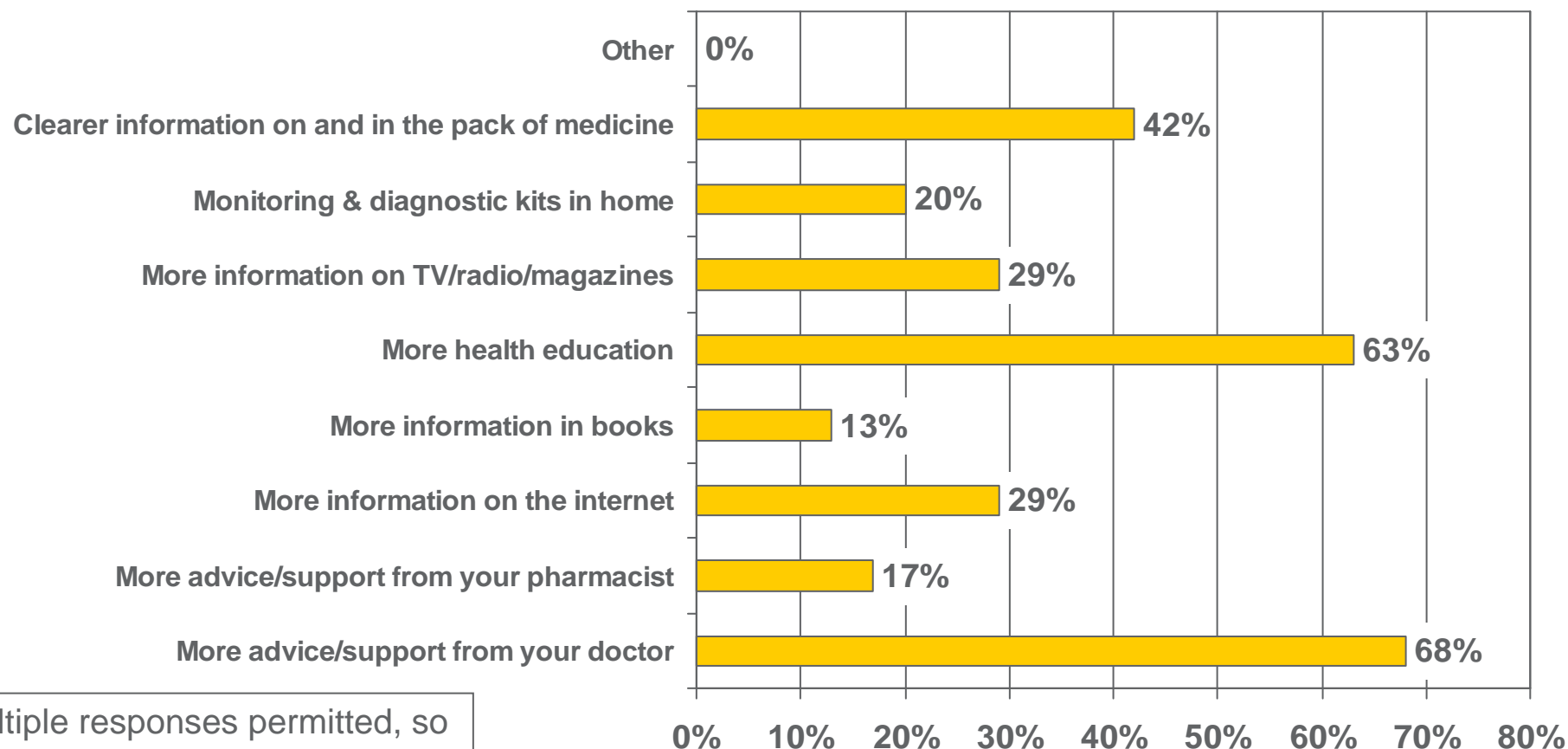
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.....

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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Philippines



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

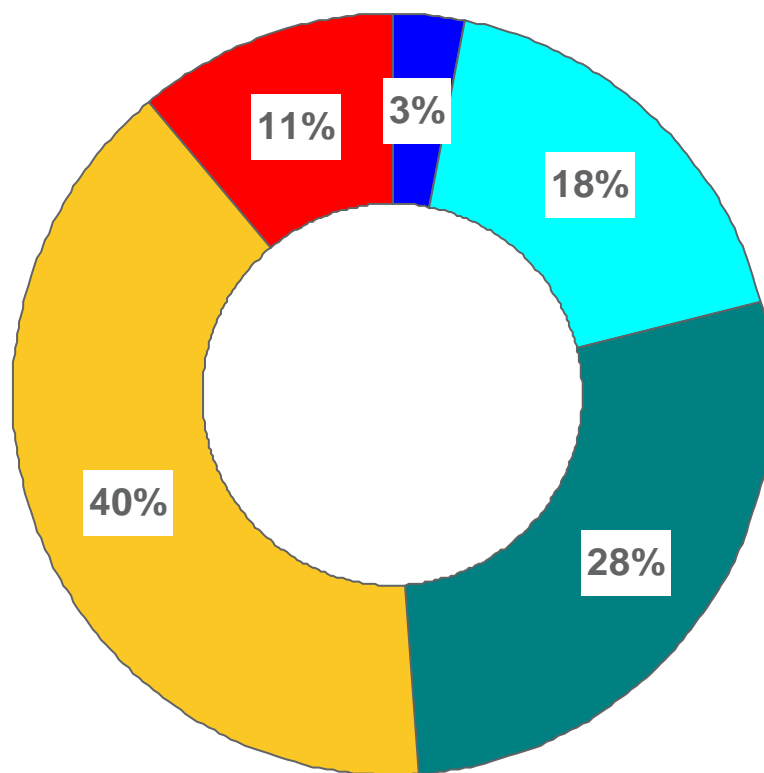
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Philippines



- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree
- Don't know

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

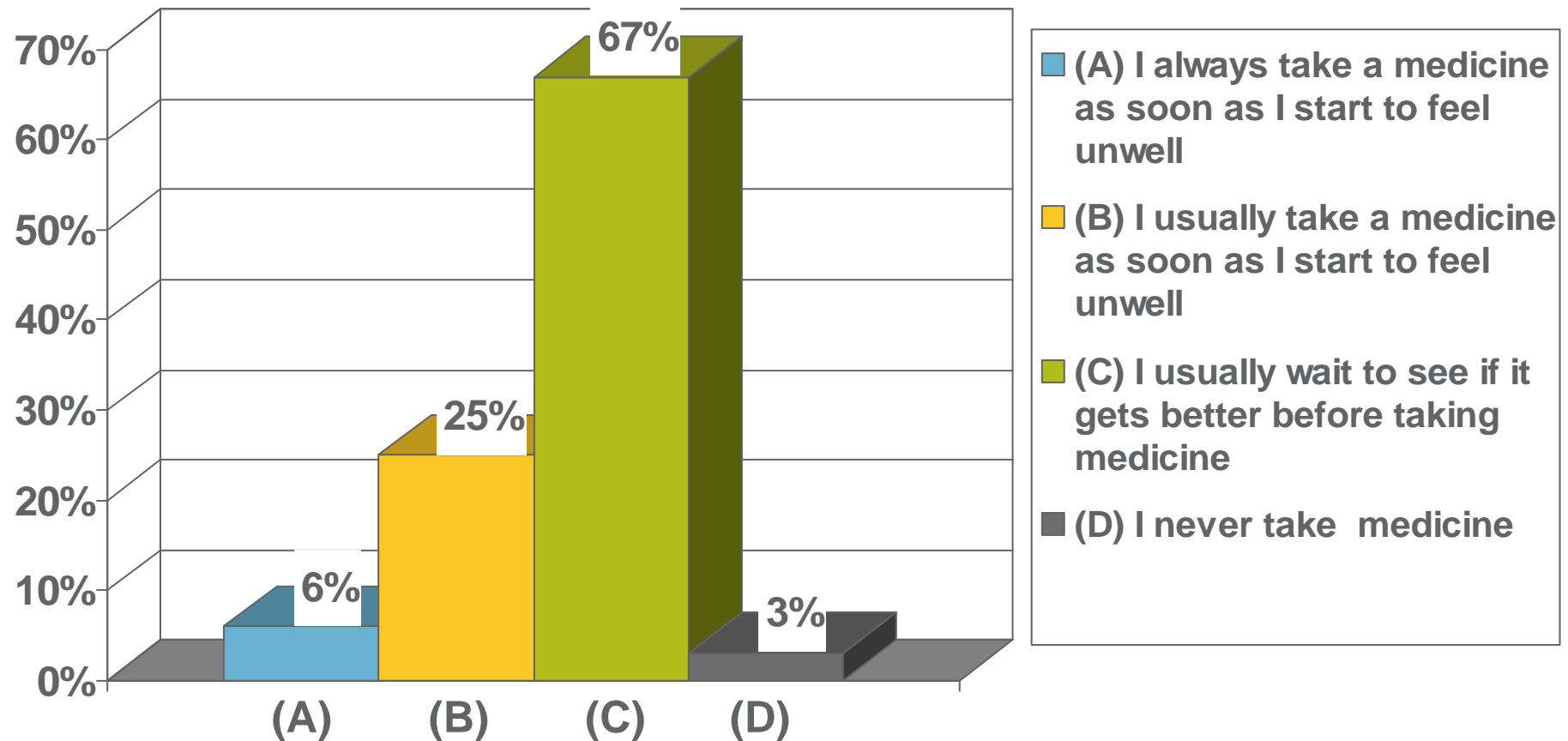
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Singapore



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

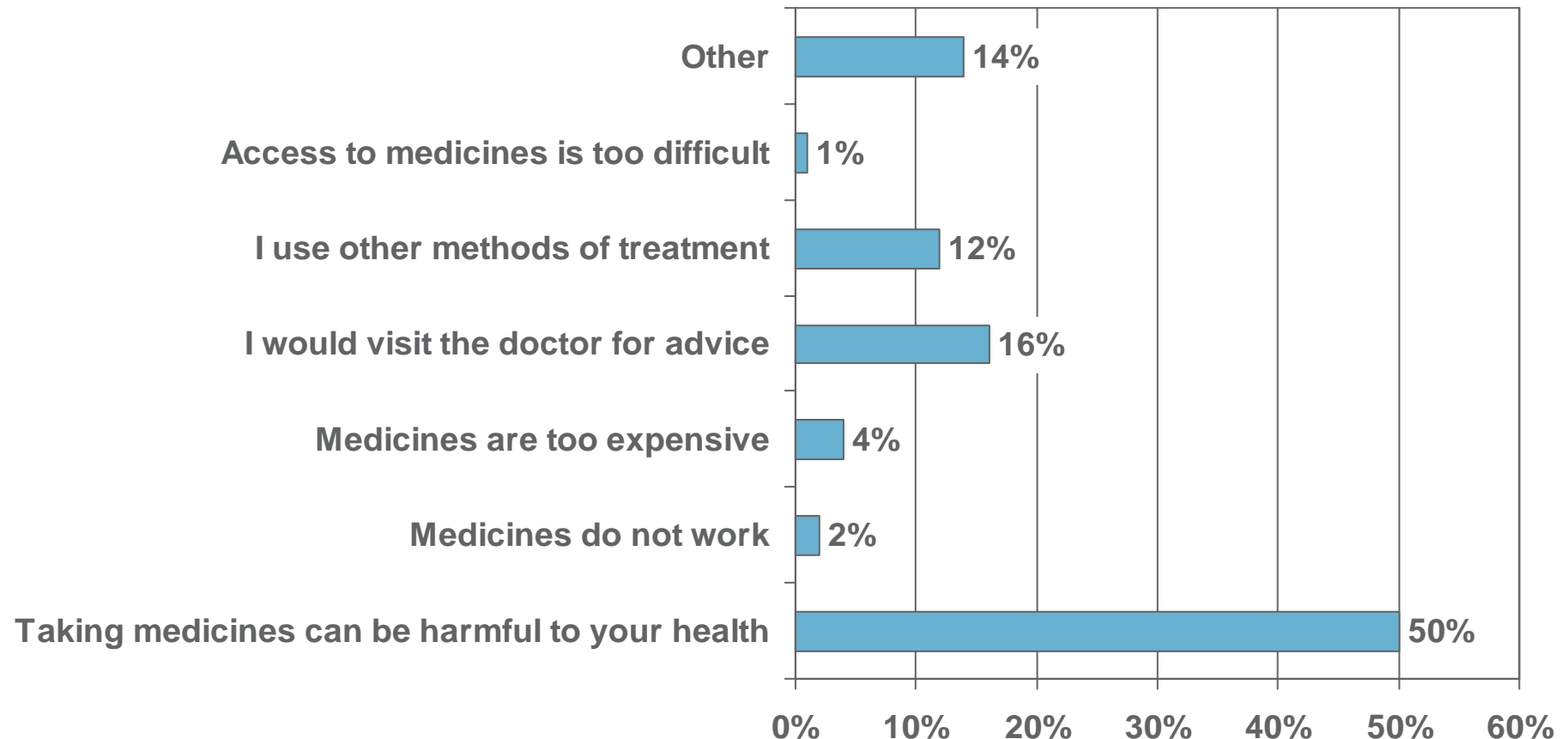
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Singapore

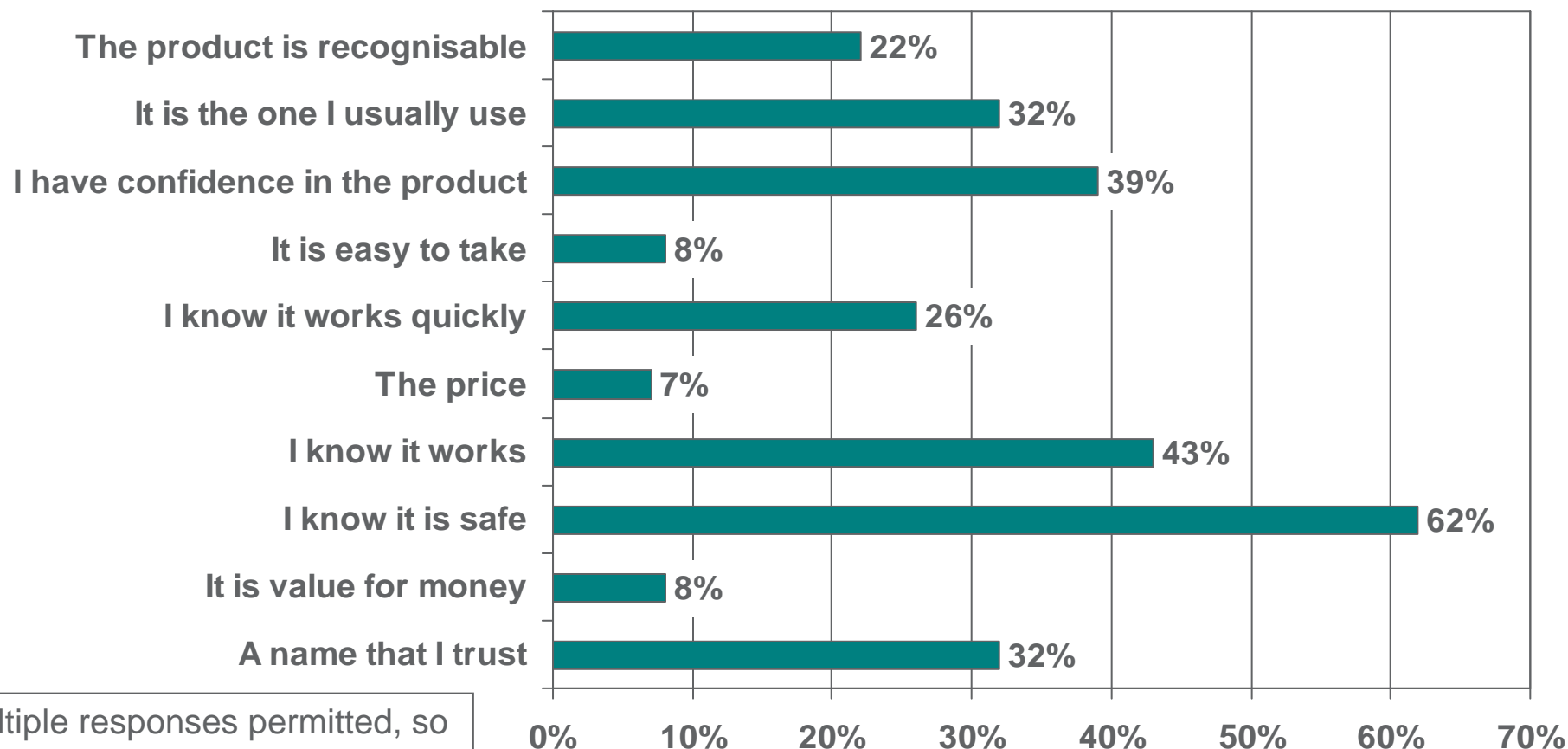


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Singapore



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

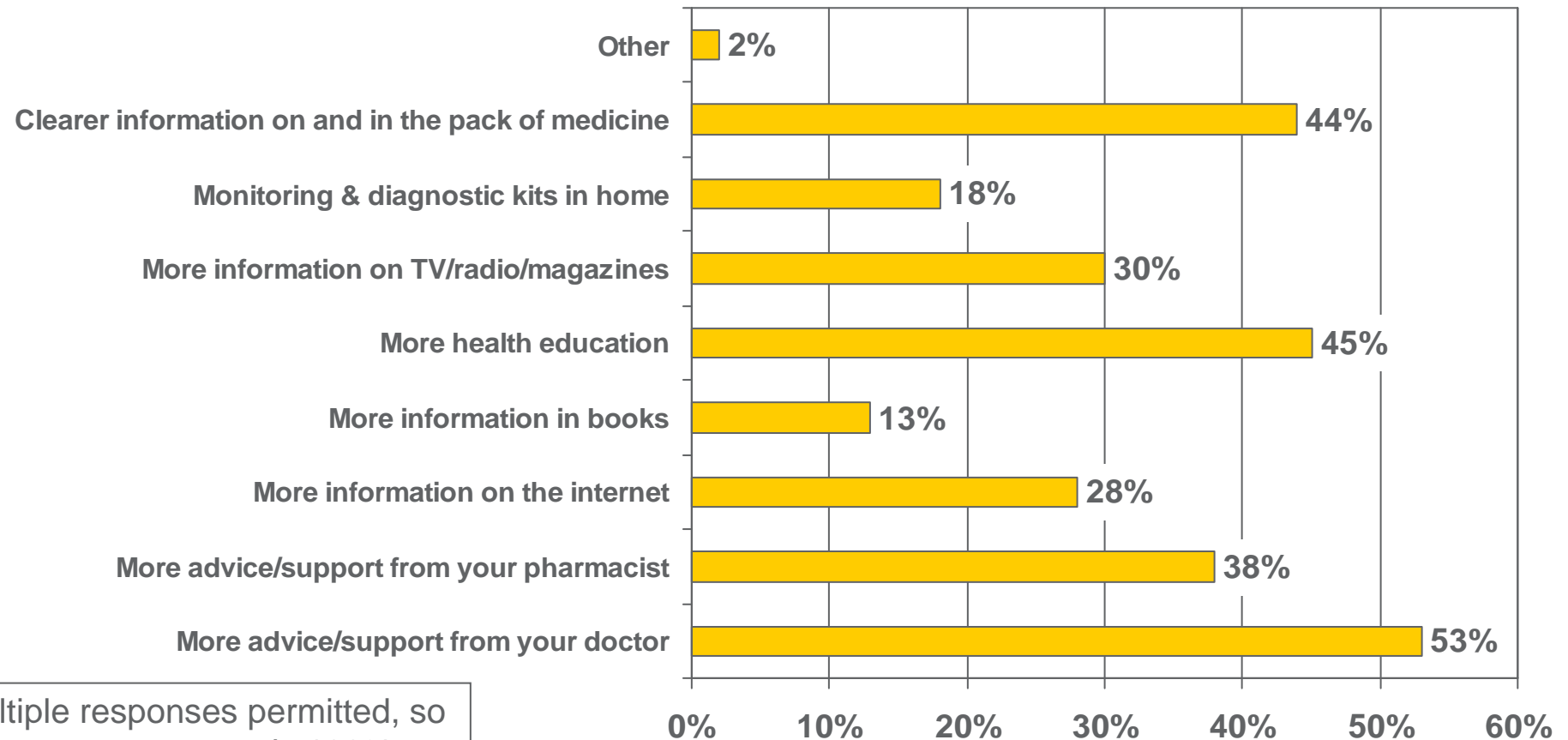
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Singapore



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

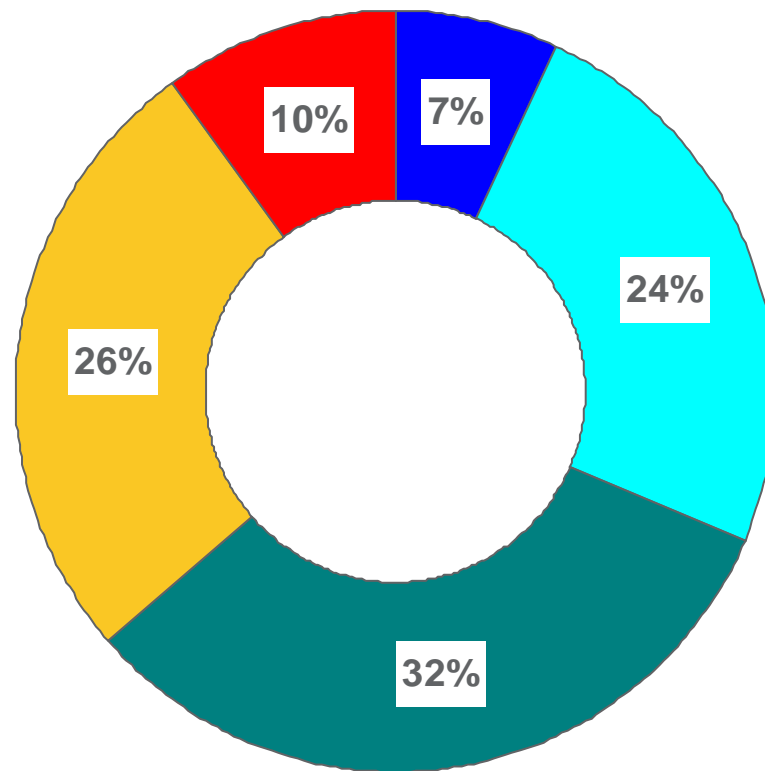
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Singapore



- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree
- Don't know

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

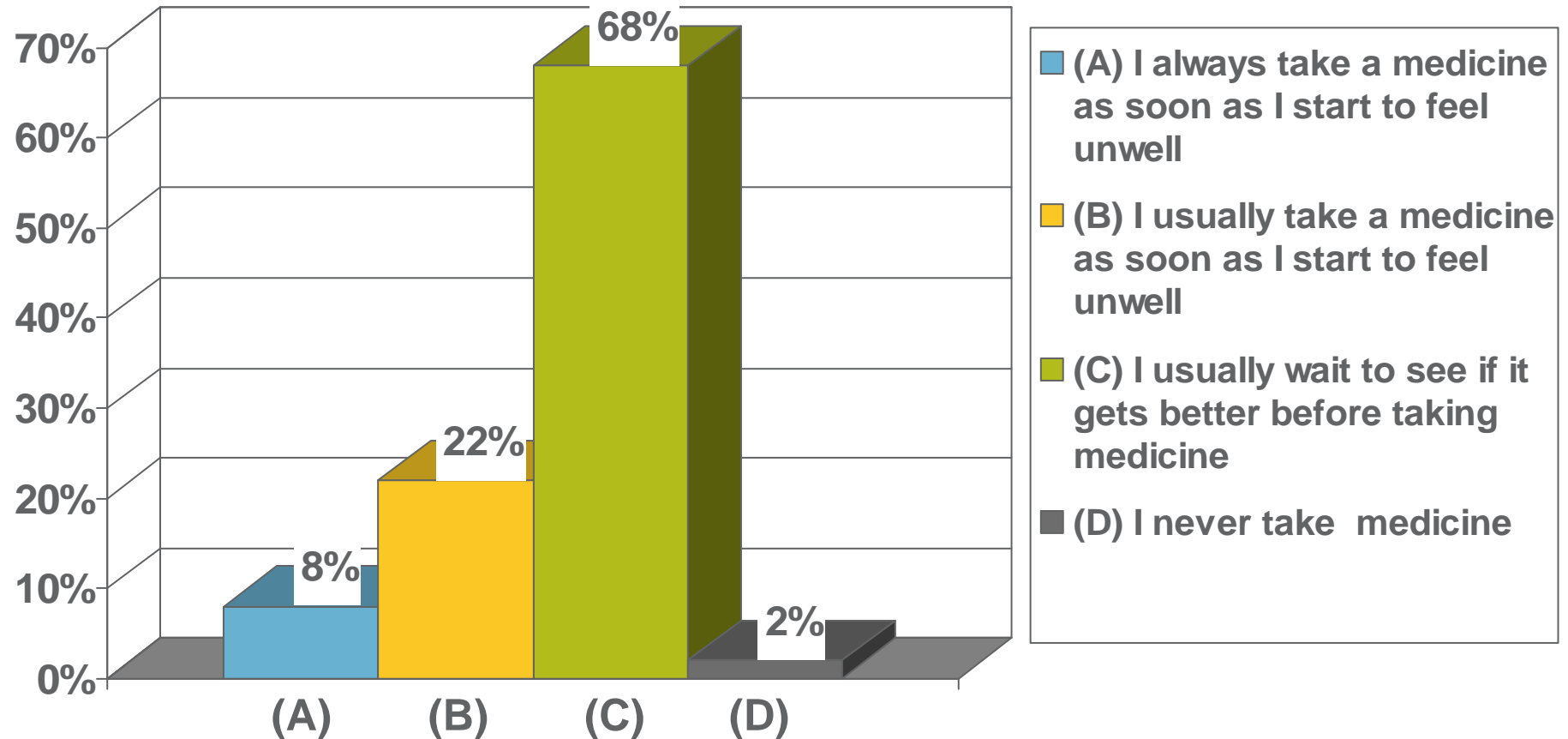
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Taiwan



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

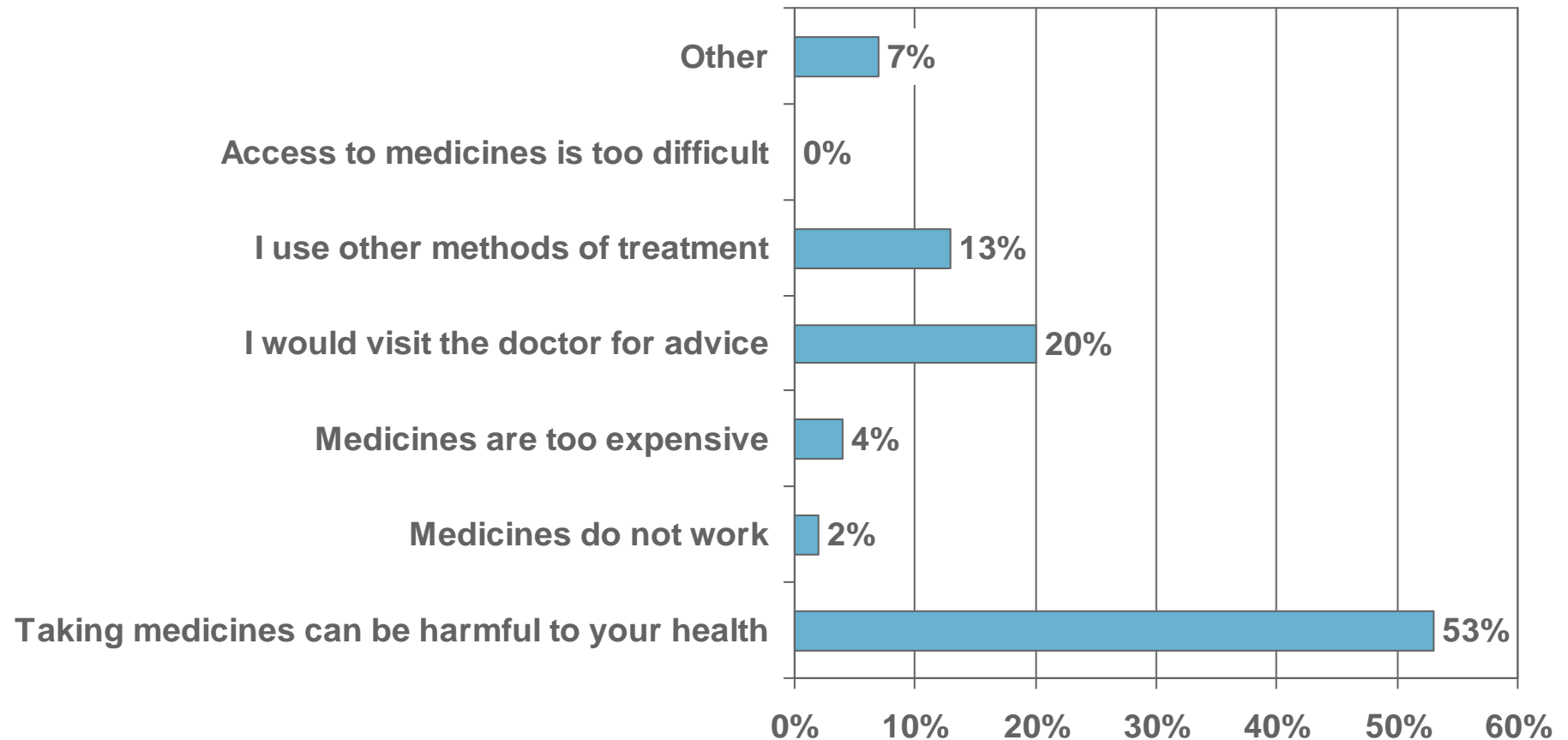
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Taiwan



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

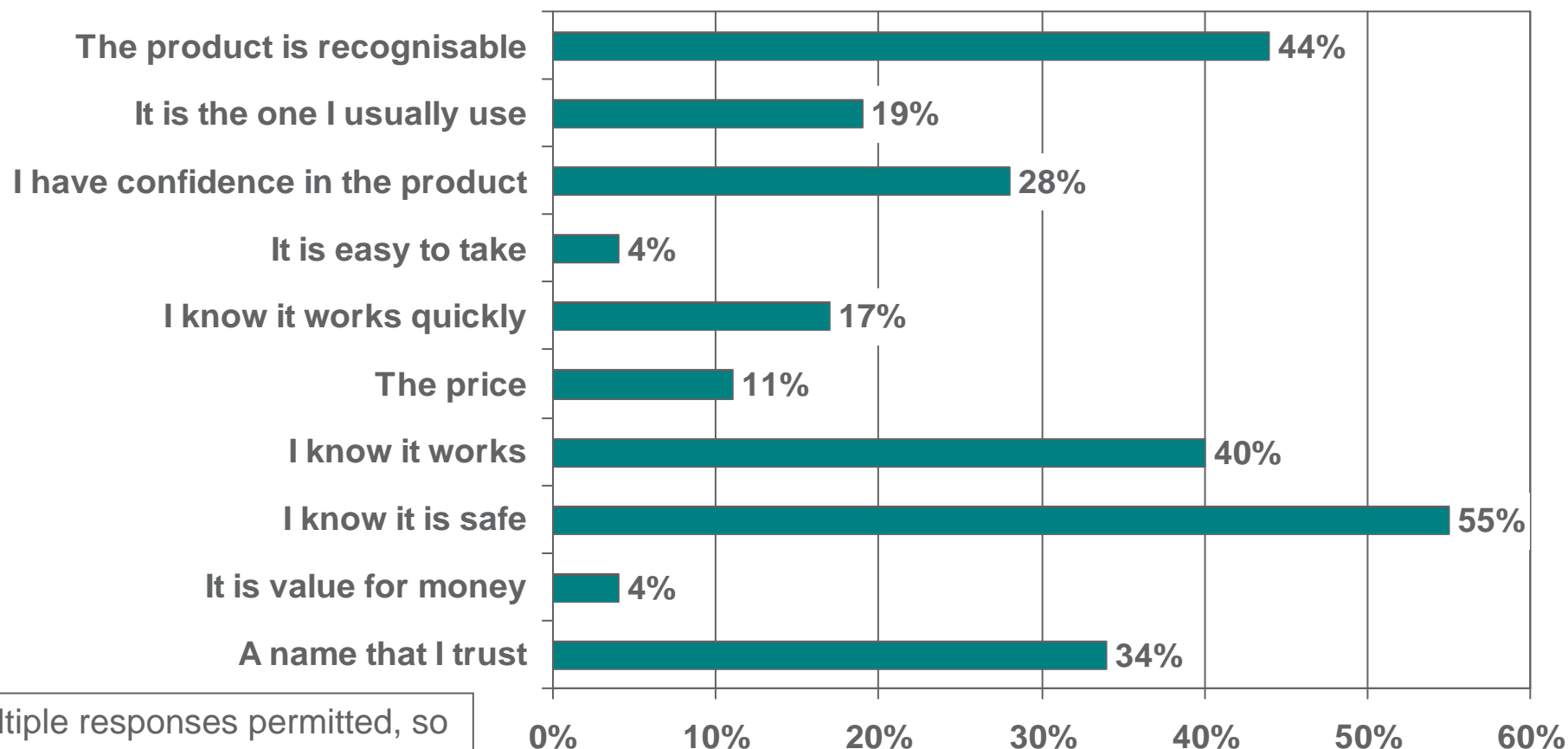
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Taiwan



Multiple responses permitted, so aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

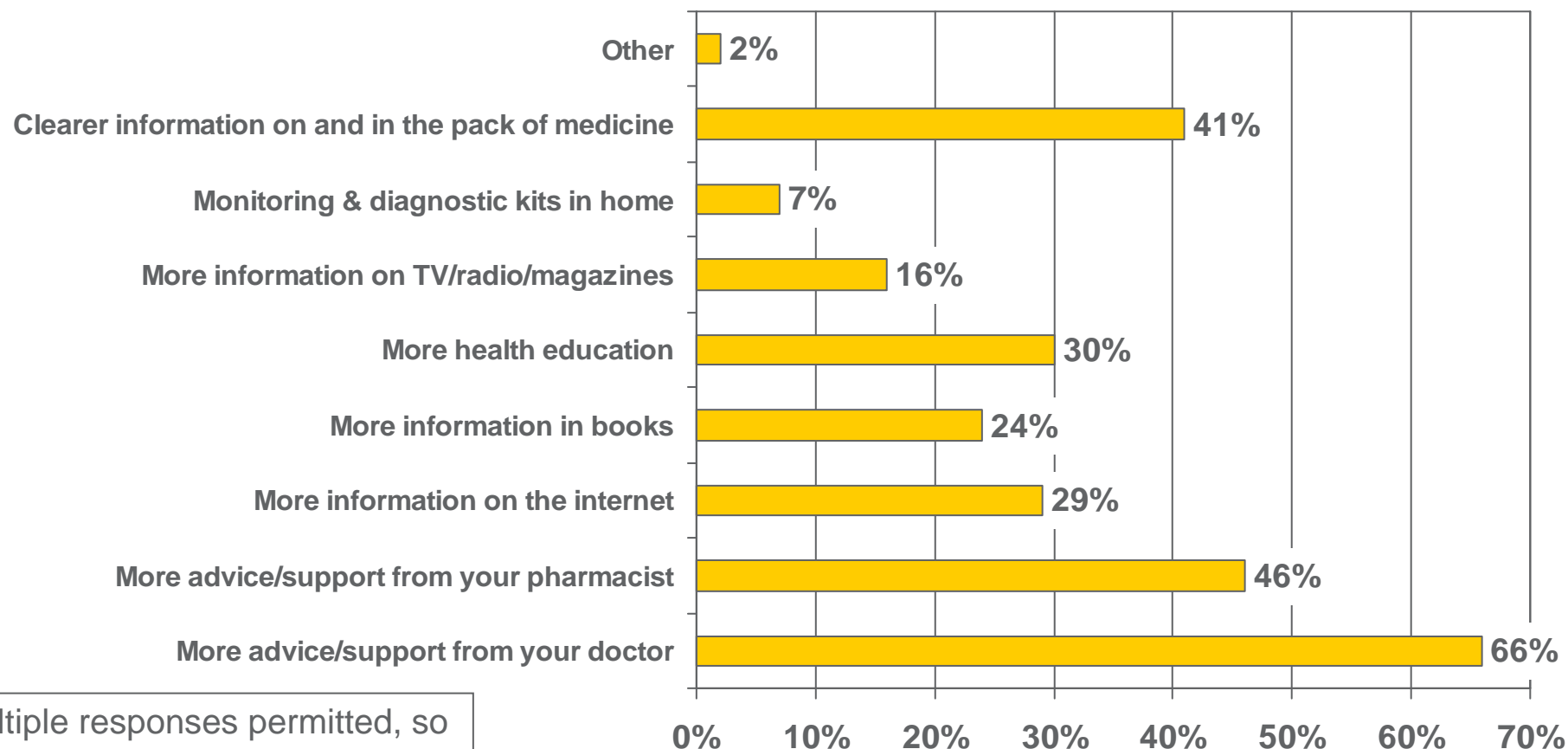
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Taiwan



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

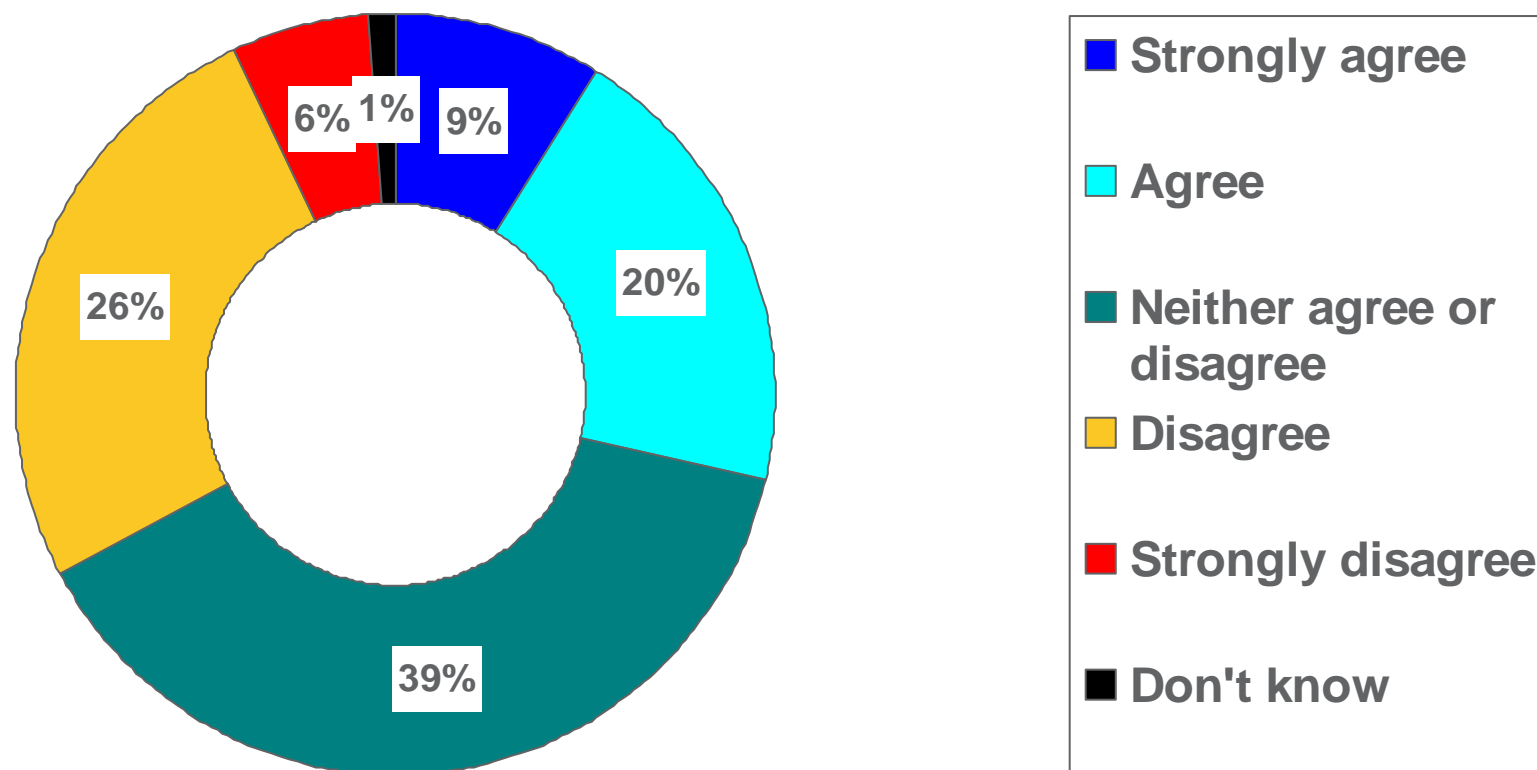
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Taiwan



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

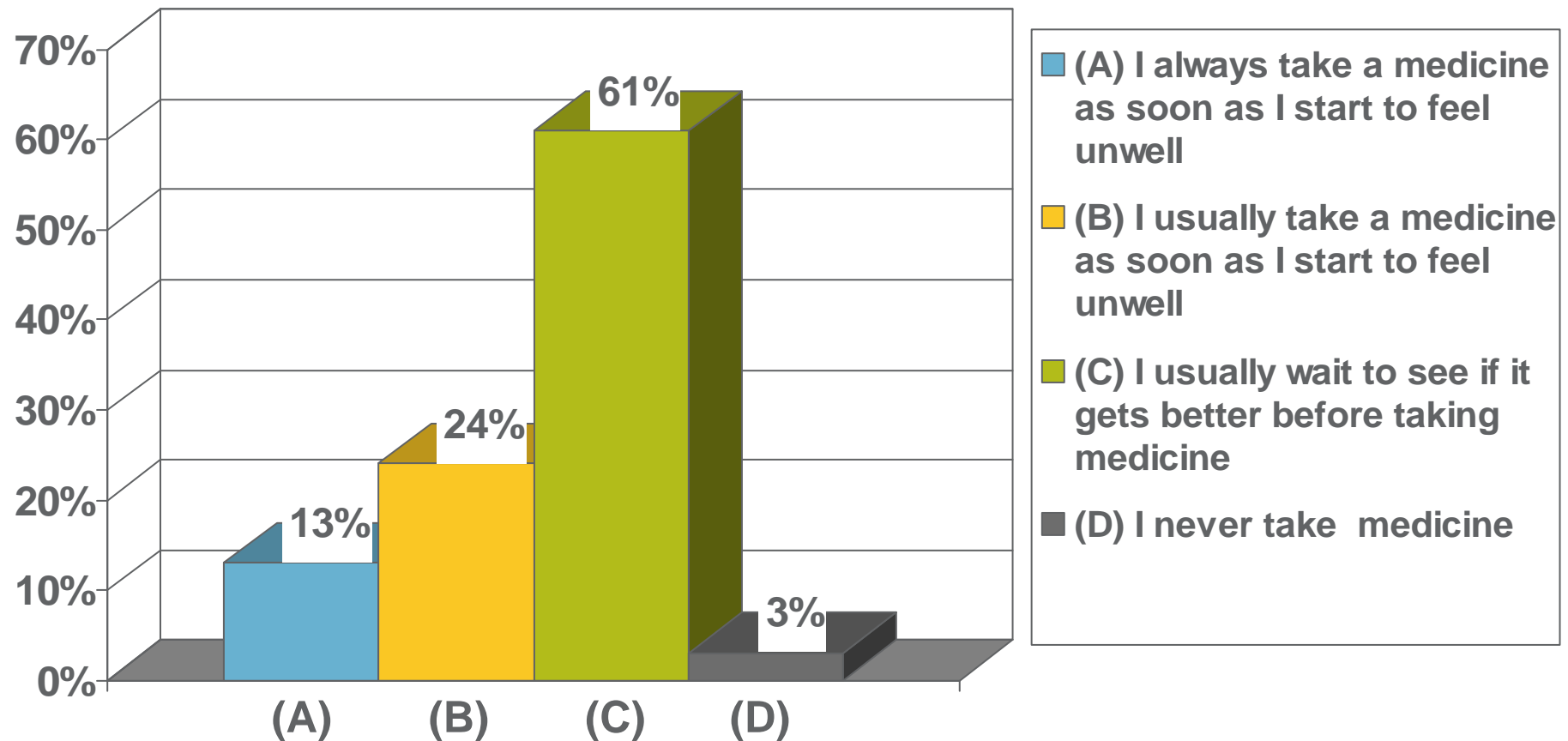
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Thailand



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

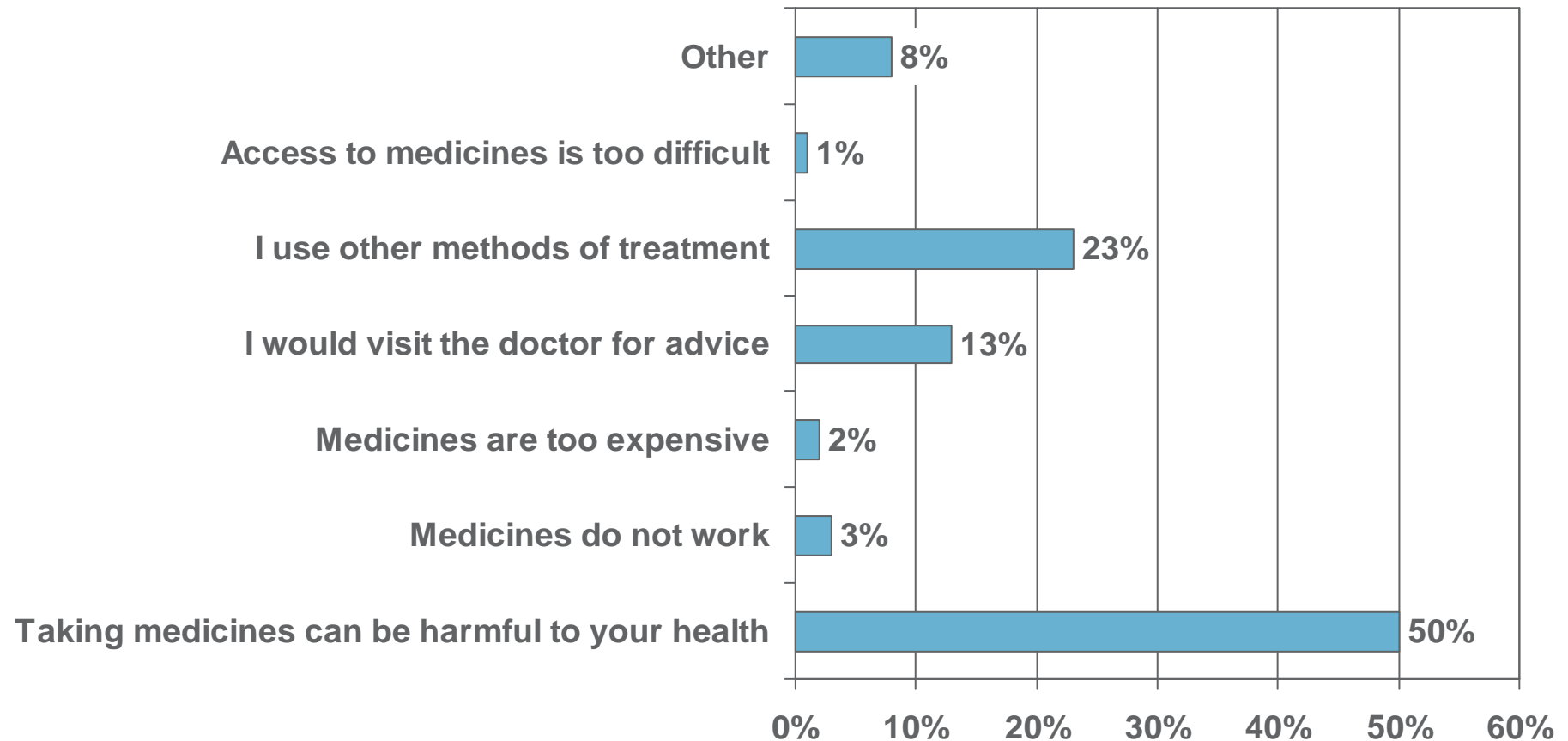
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Thailand

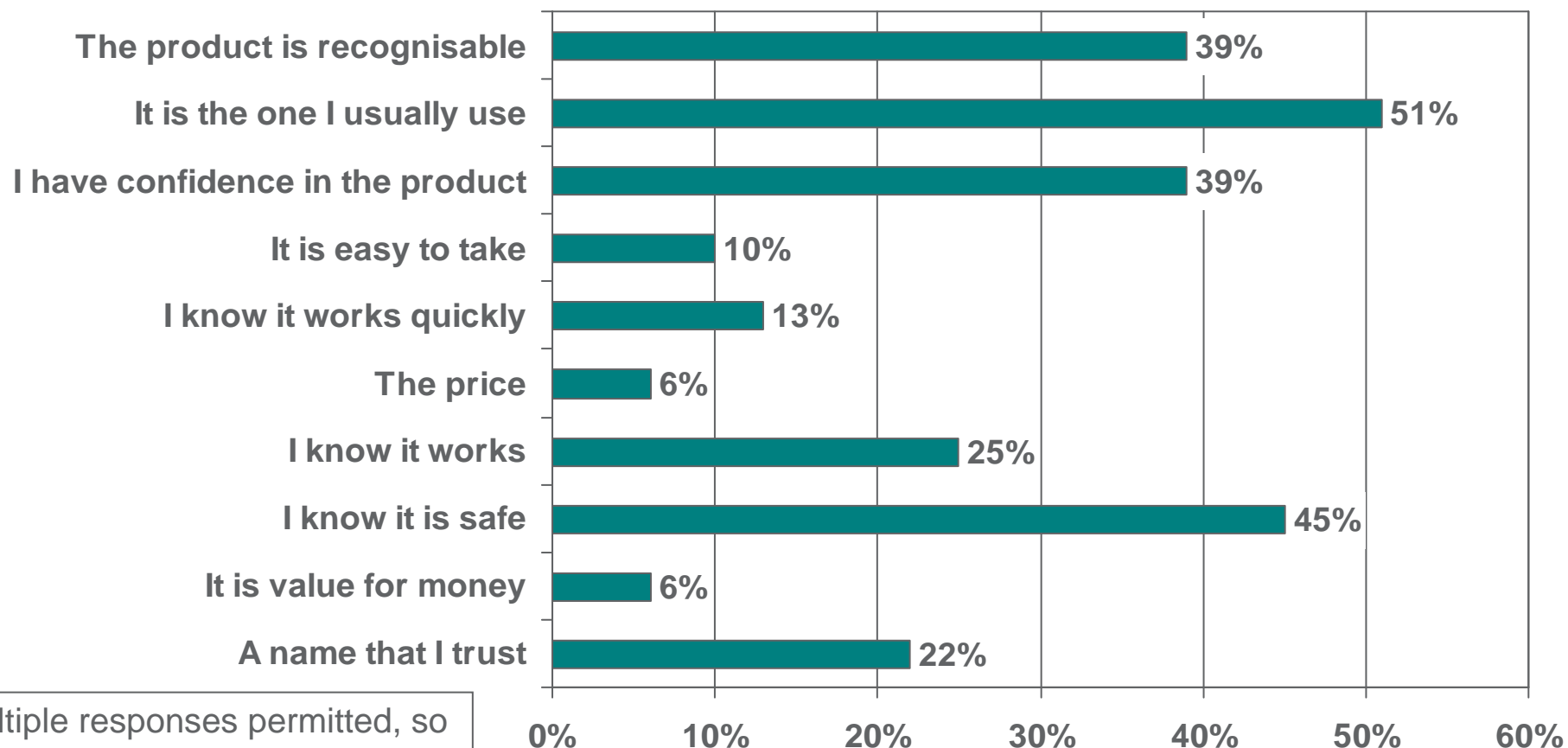


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Thailand



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

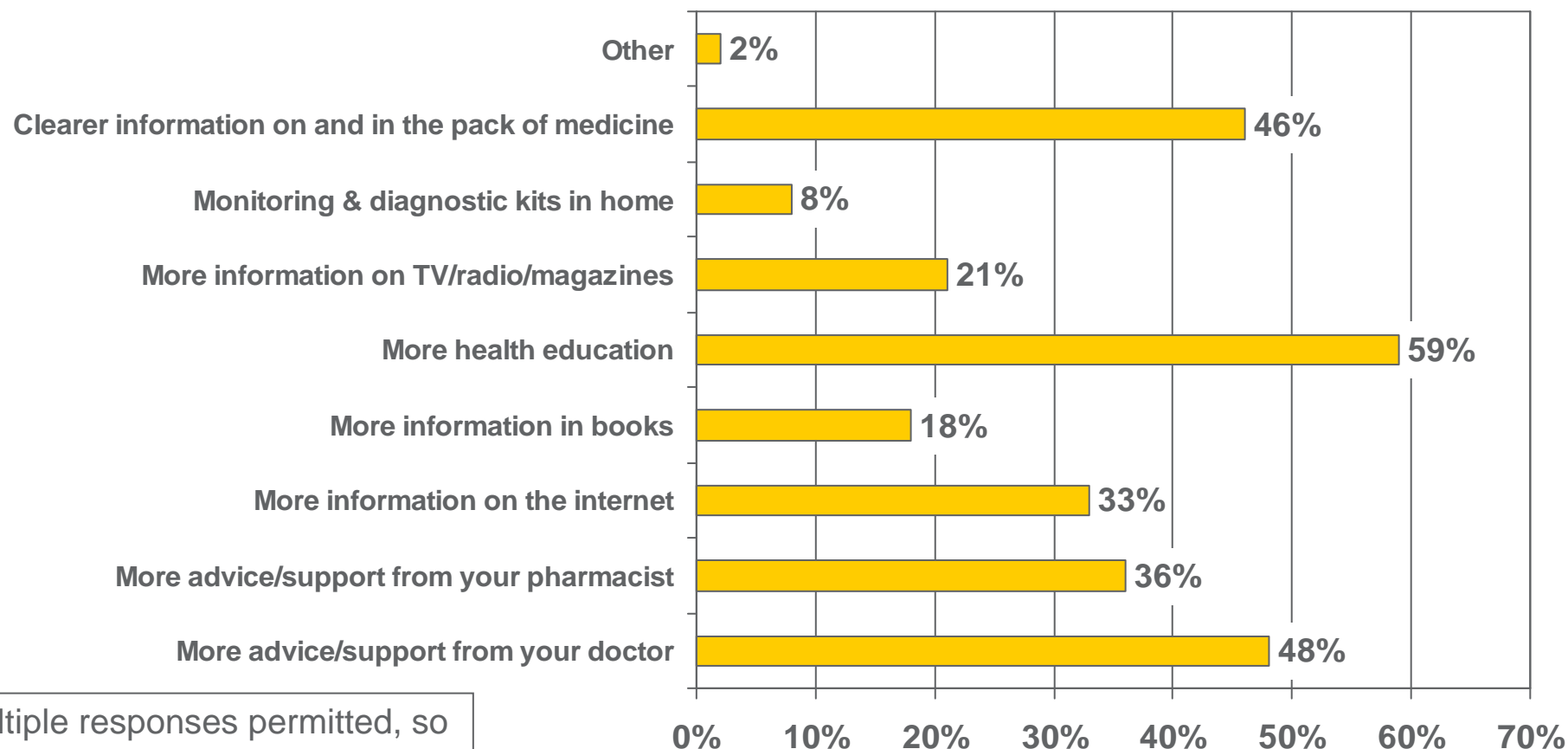
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Thailand



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

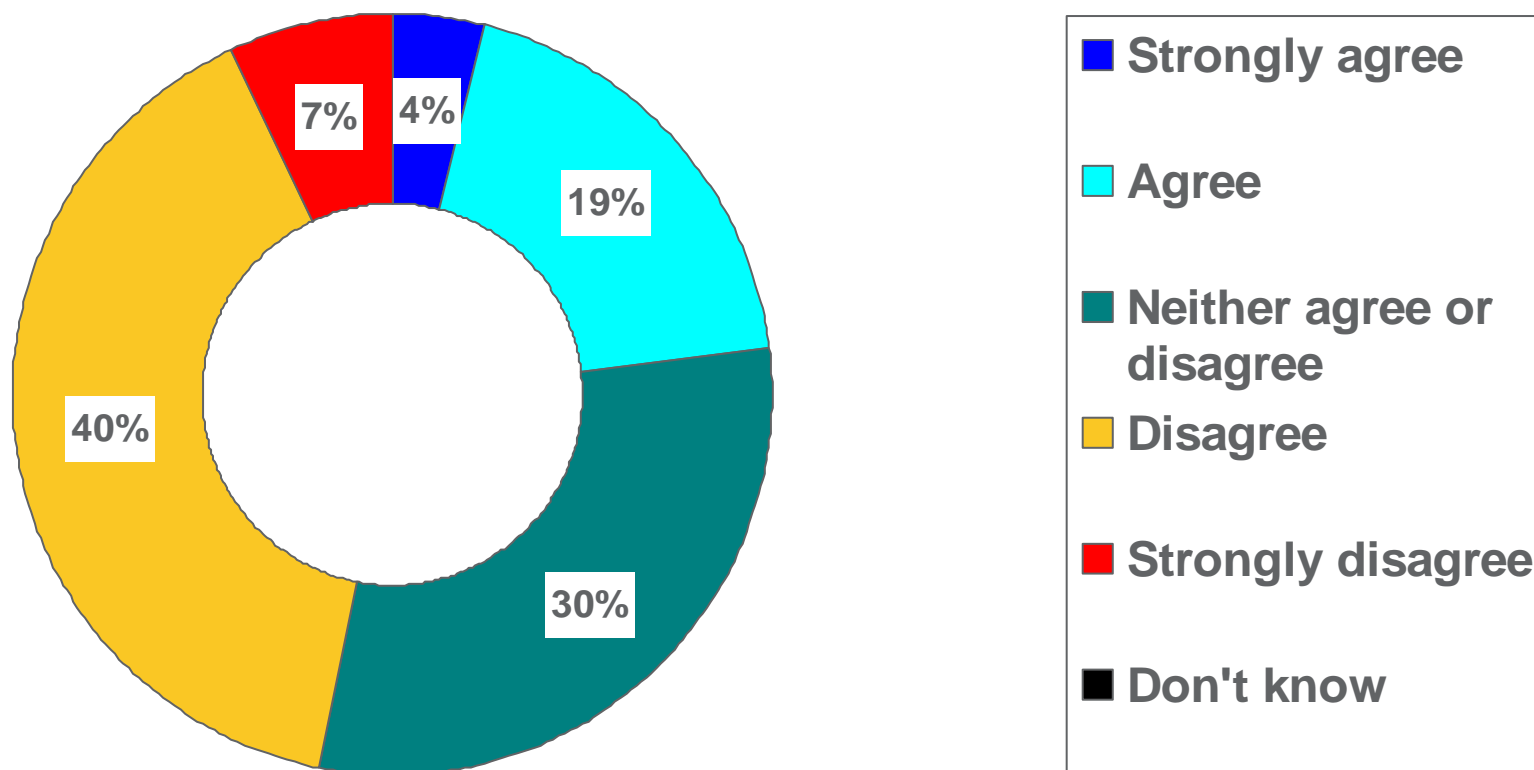
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Thailand



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

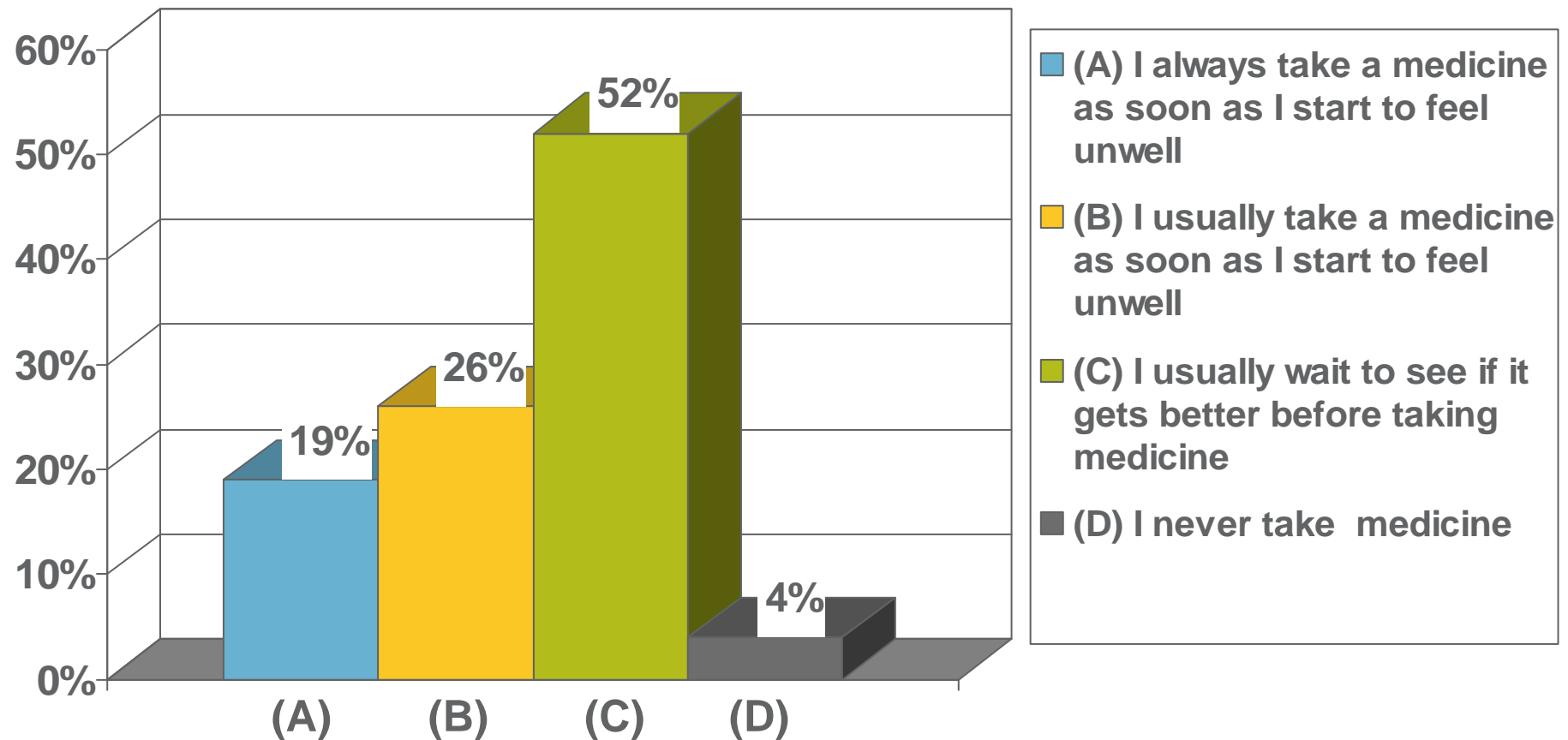
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Vietnam



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

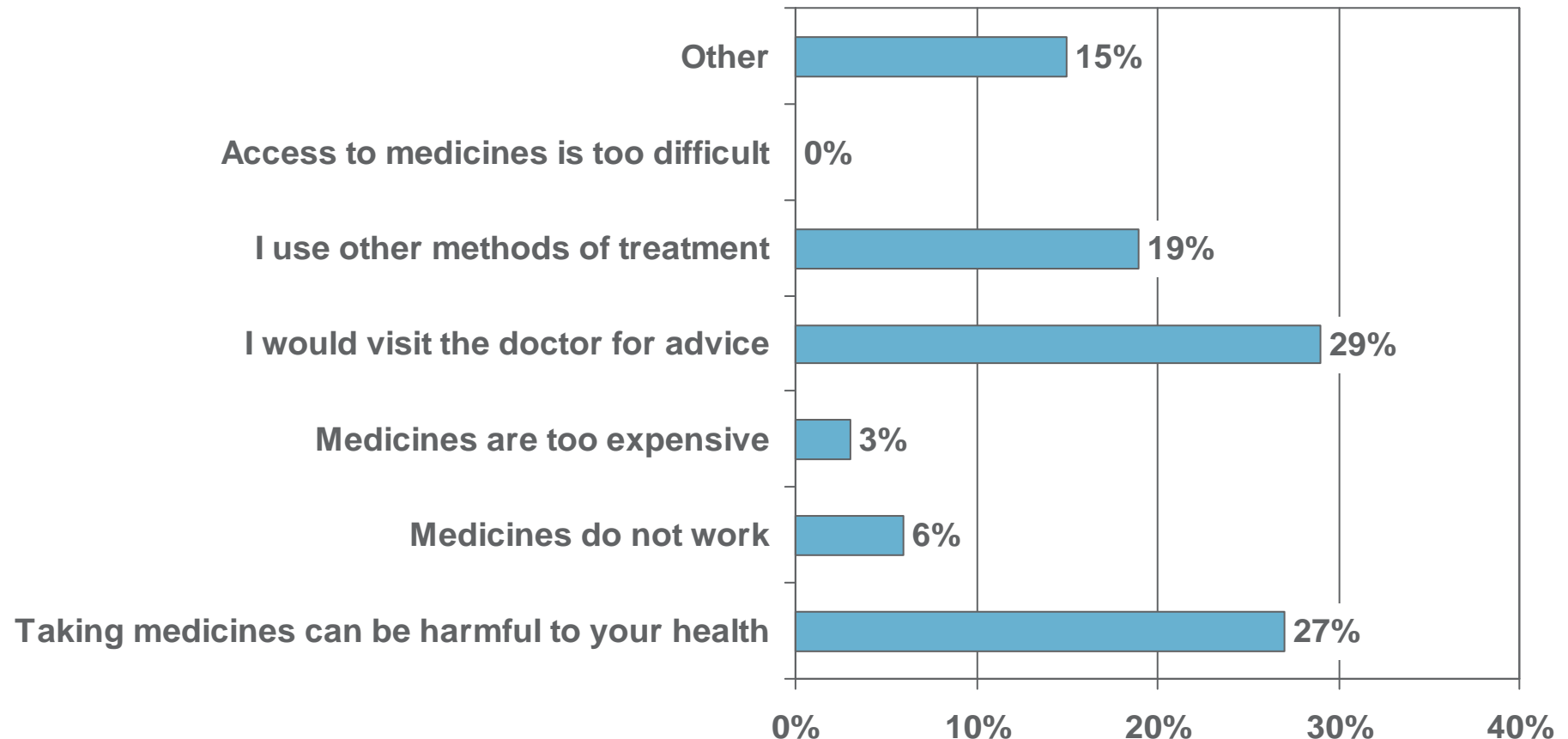
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Vietnam



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

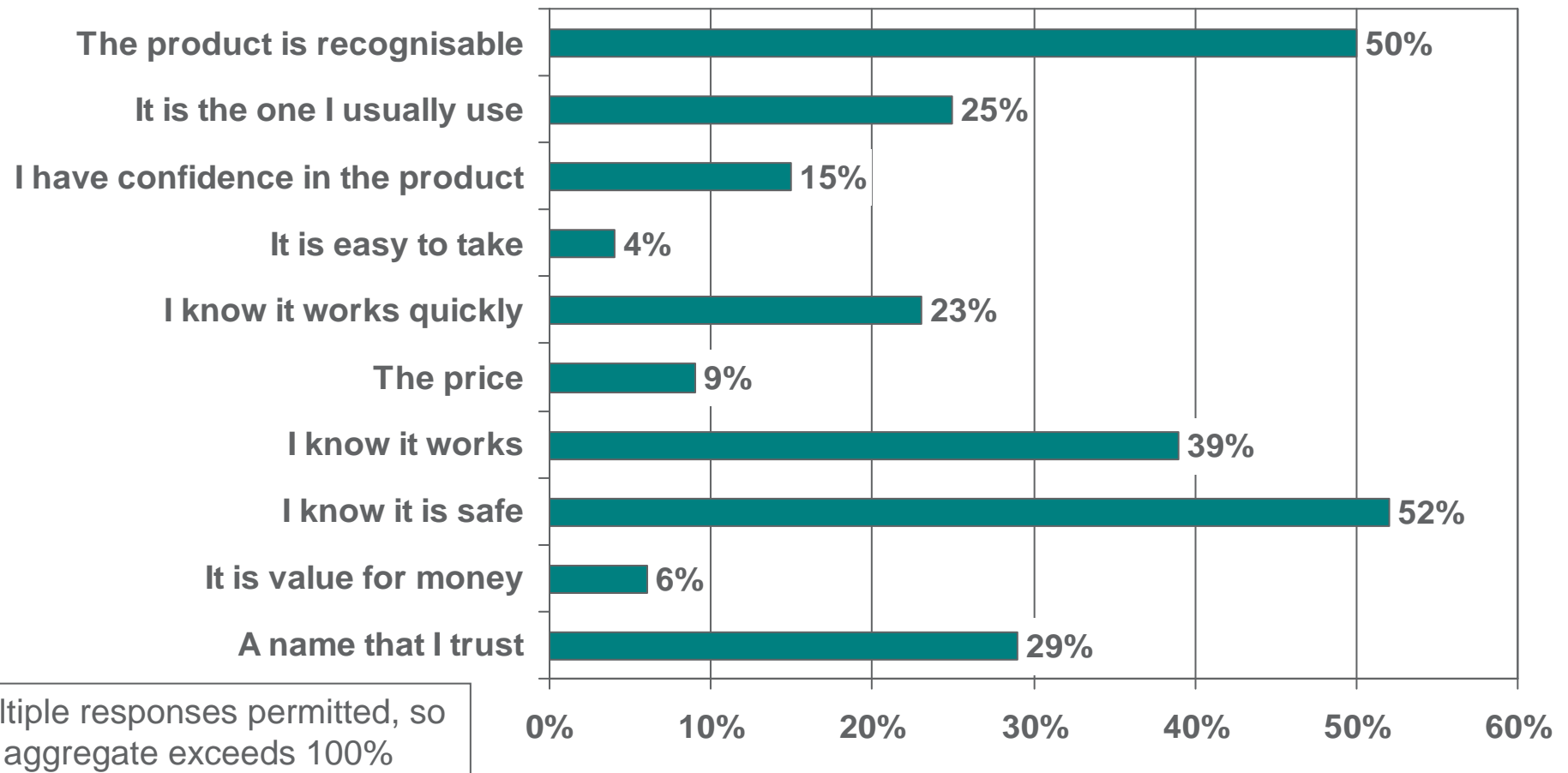
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Vietnam

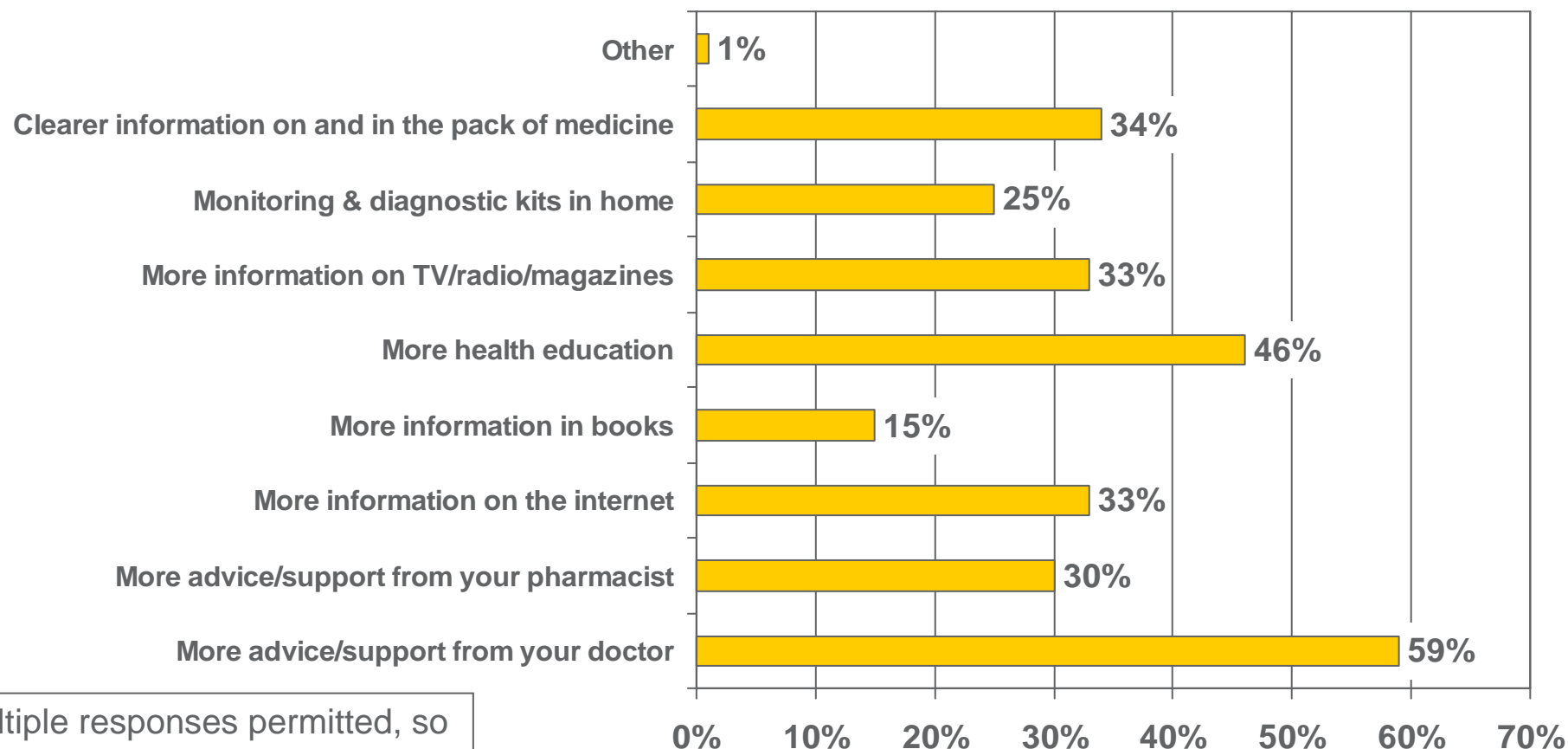


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?



Vietnam



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

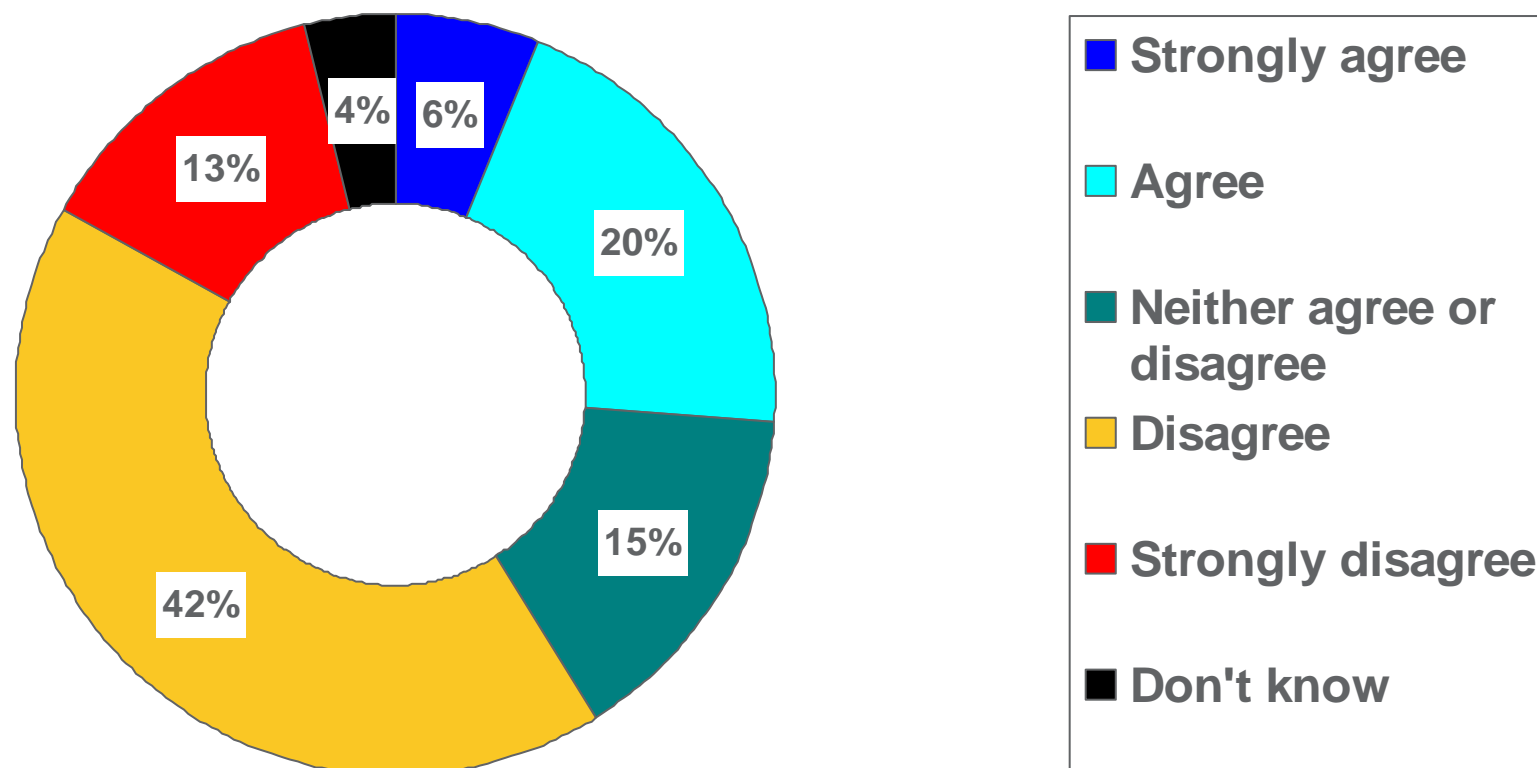
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Vietnam



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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North America:

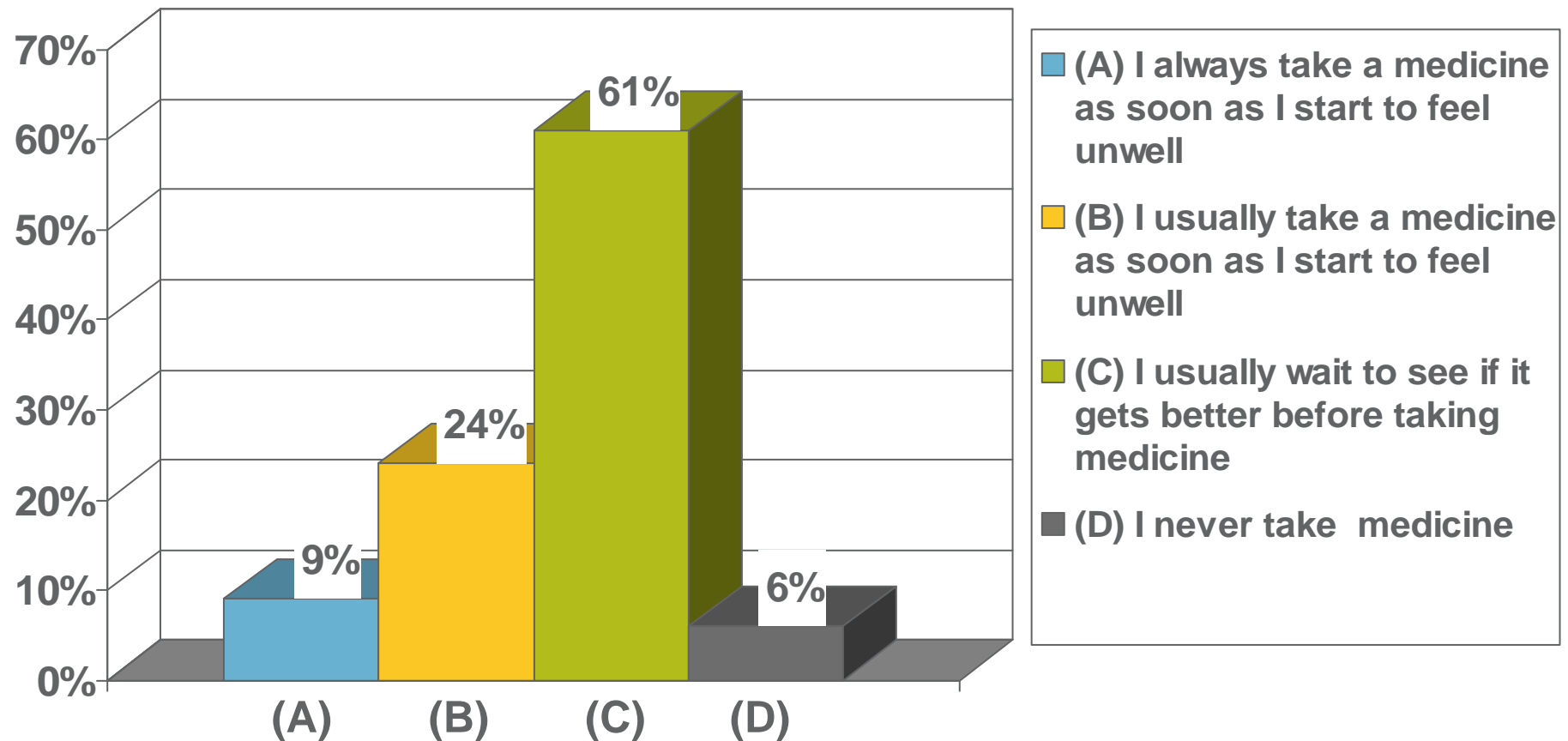
Canada

USA



Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

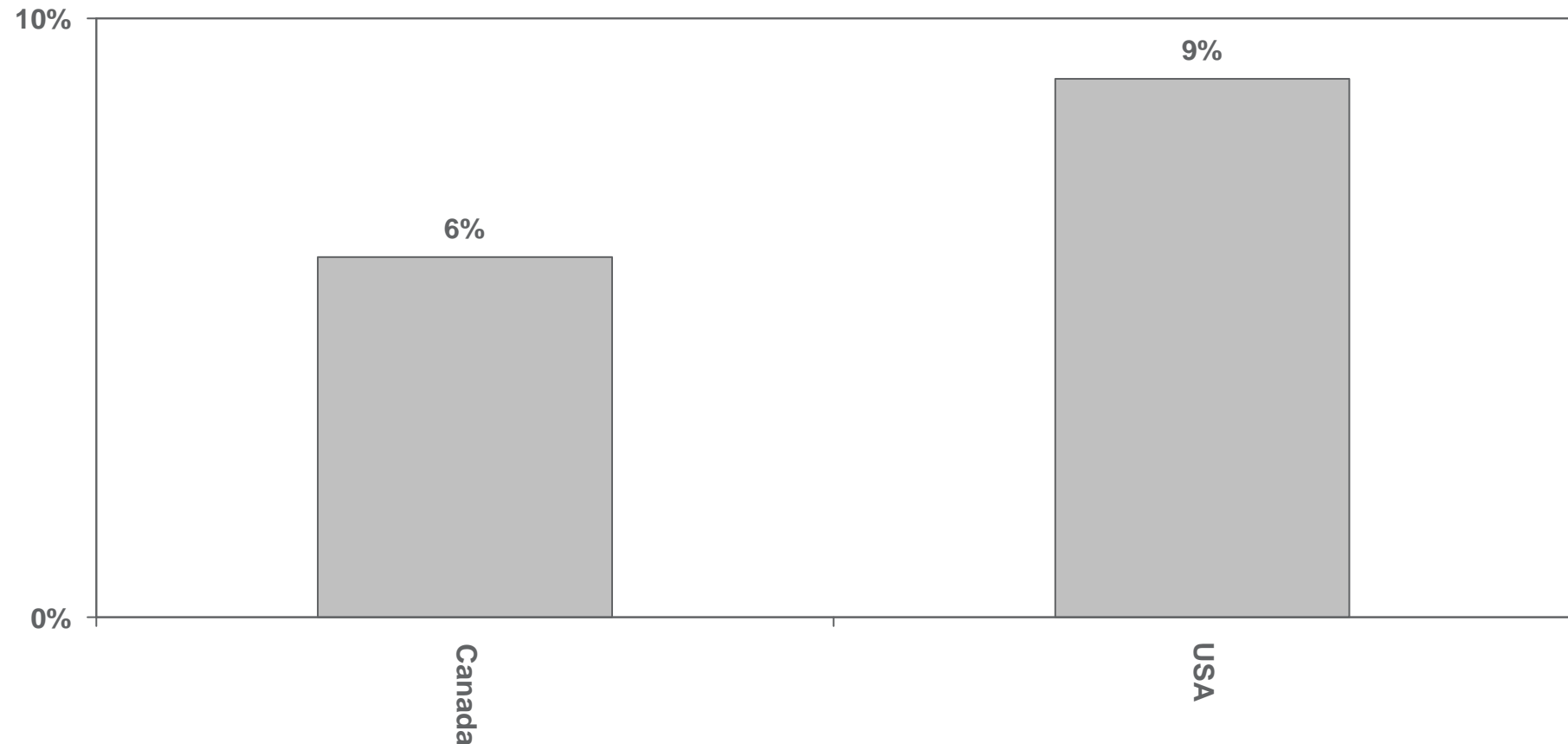
North America Average



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

North America - (A) I always take a medicine as soon as I start to feel unwell



% of respondents choosing this option – only one option permitted

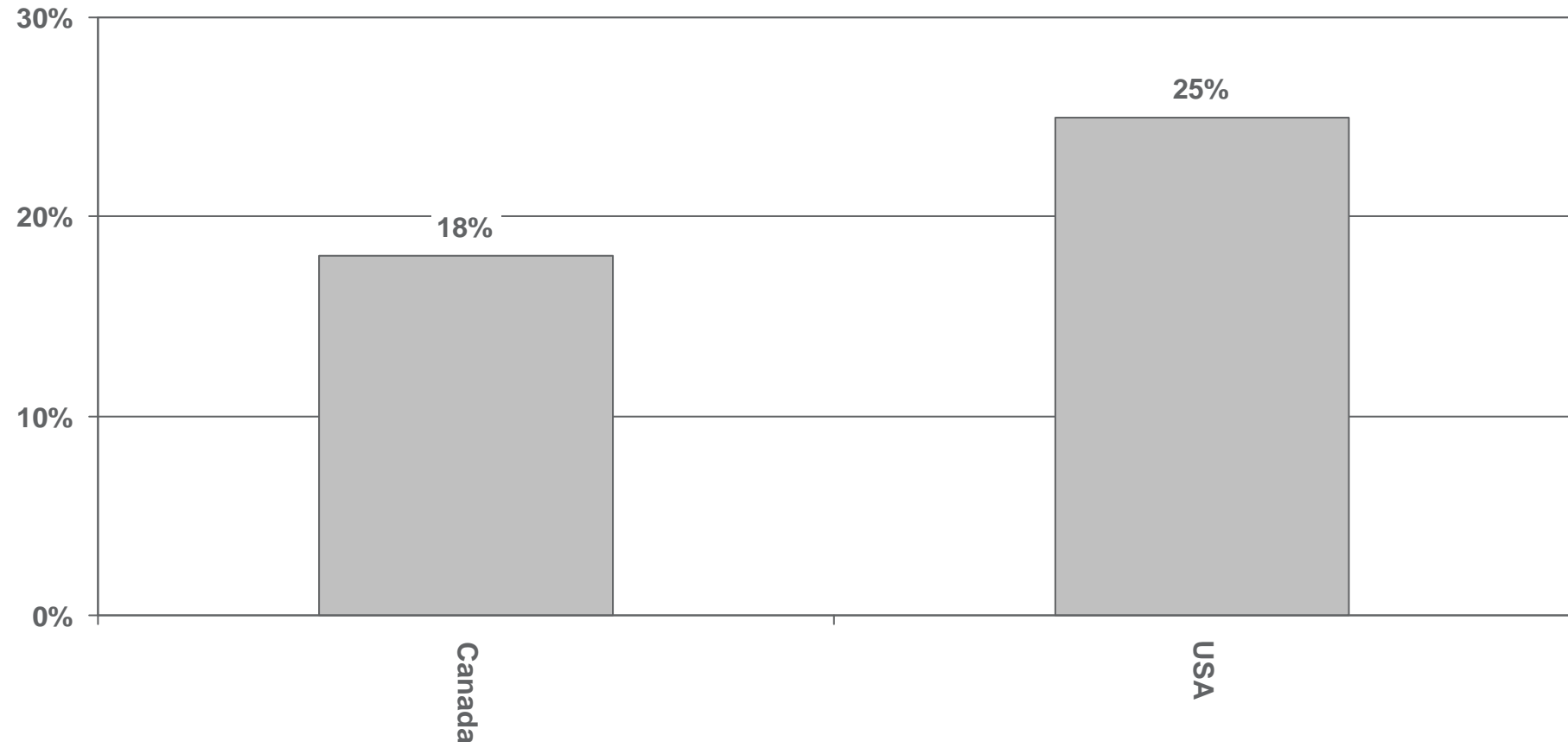
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

North America - (B) I usually take a medicine as soon as I start to feel unwell

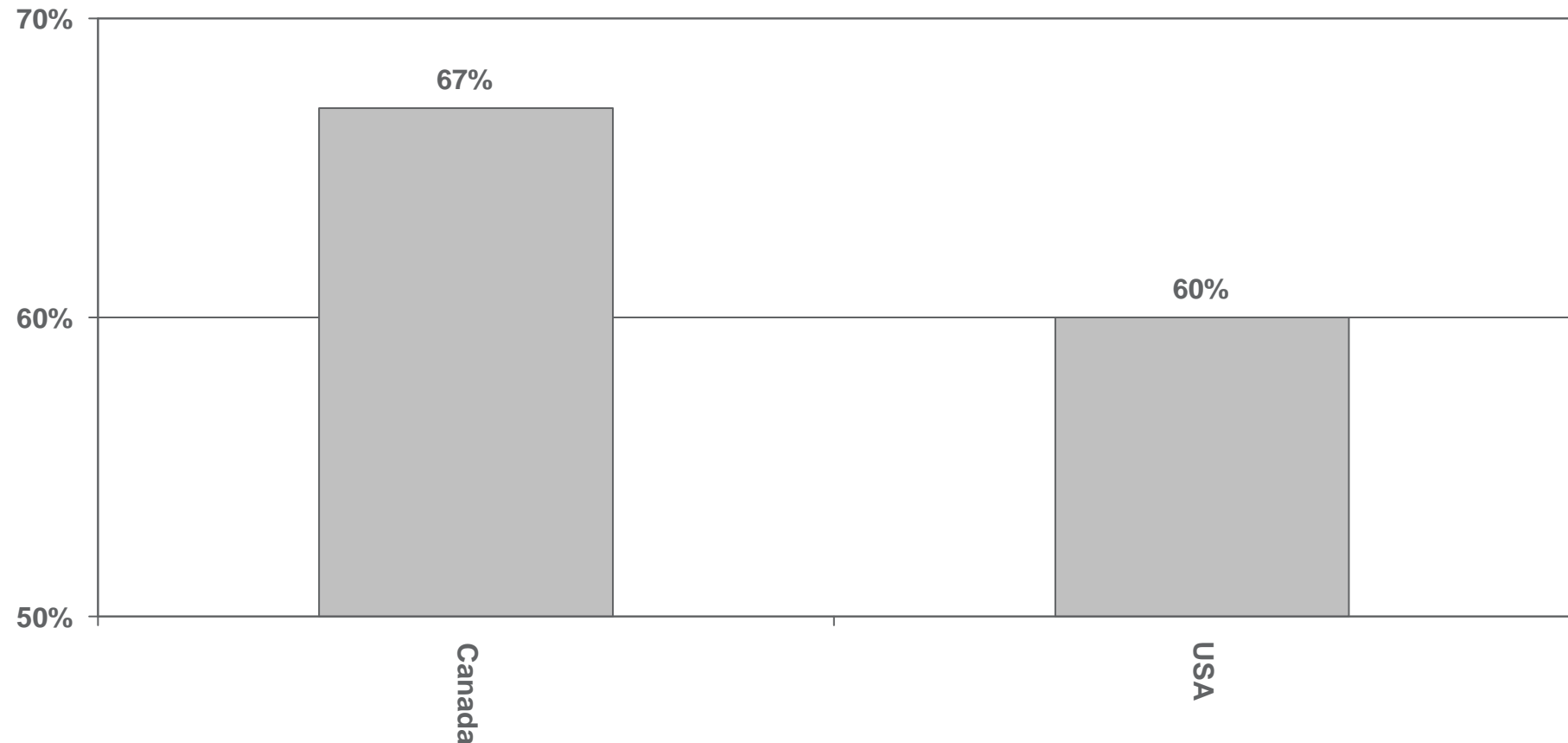


% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

North America - (C) I usually wait and see if it gets better before taking medicine



% of respondents choosing this option – only one option permitted

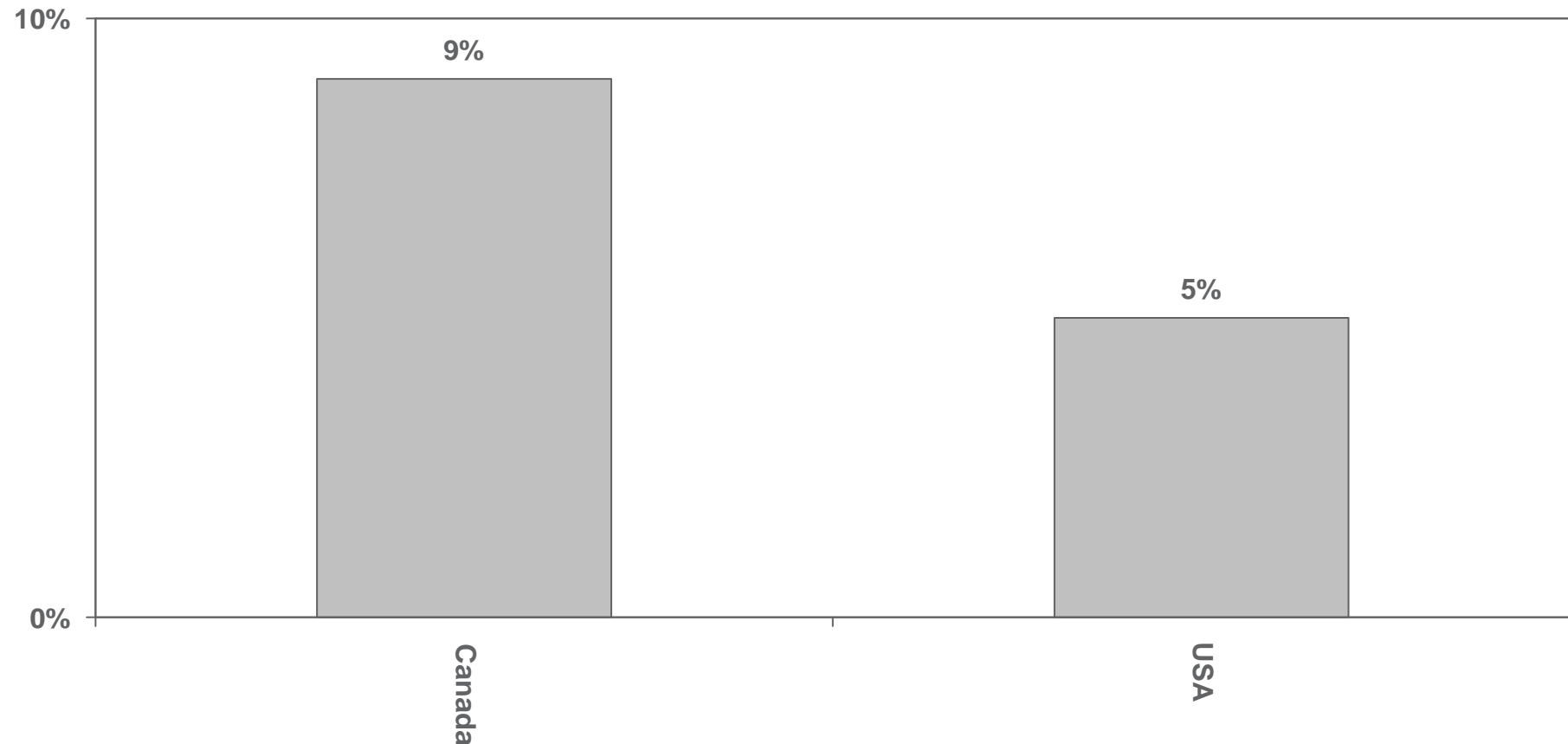
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

North America - (D) I never take medicines



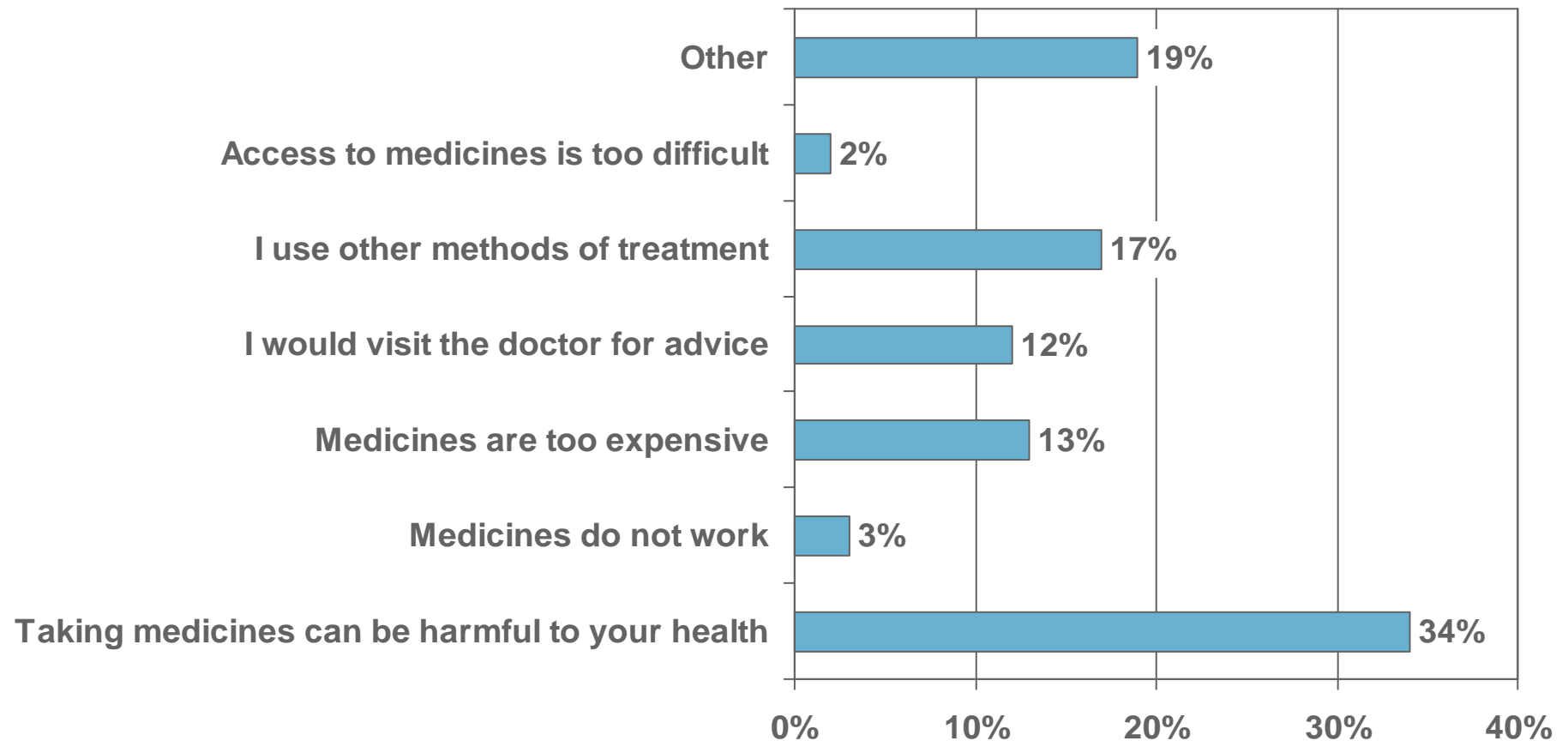
% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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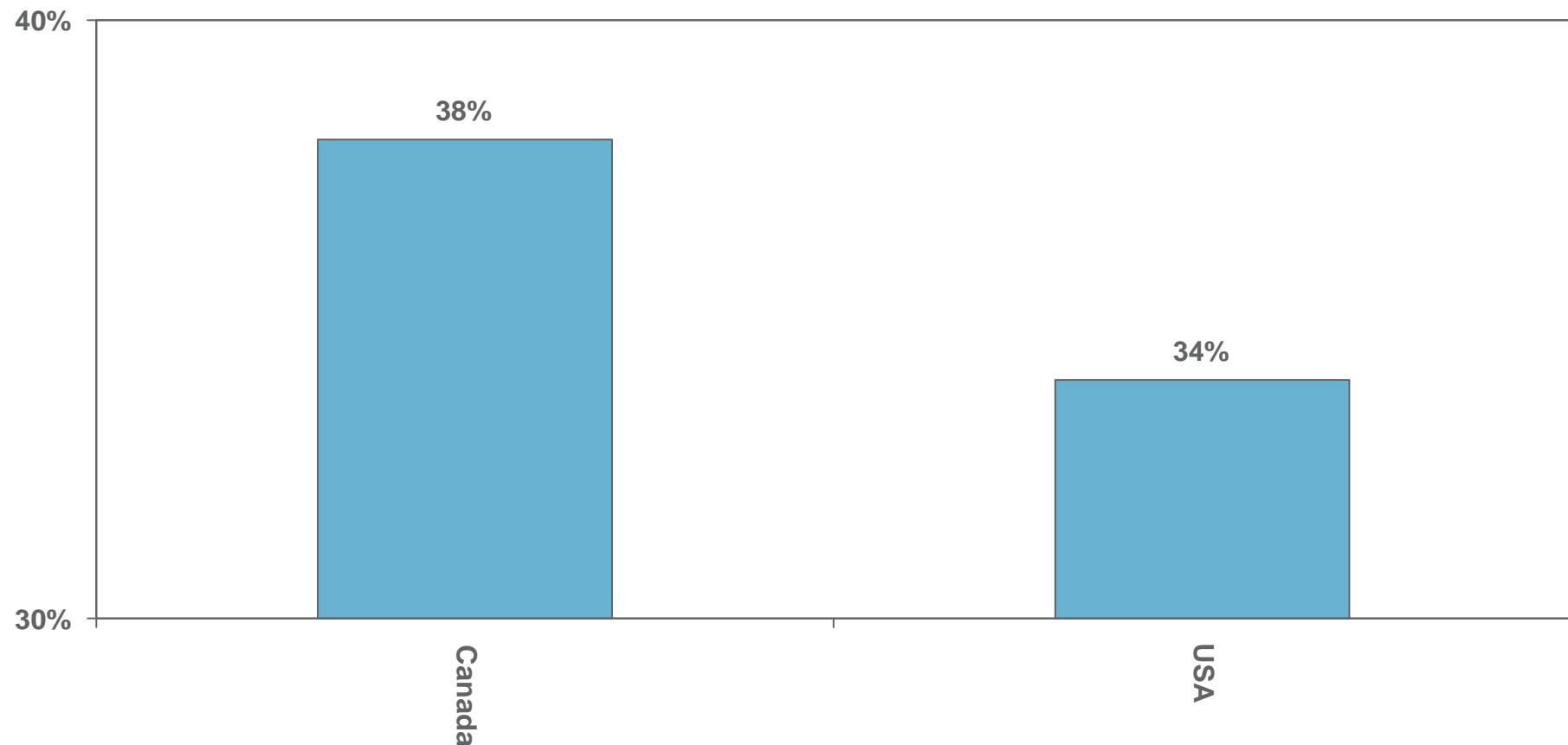
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
North America Average



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

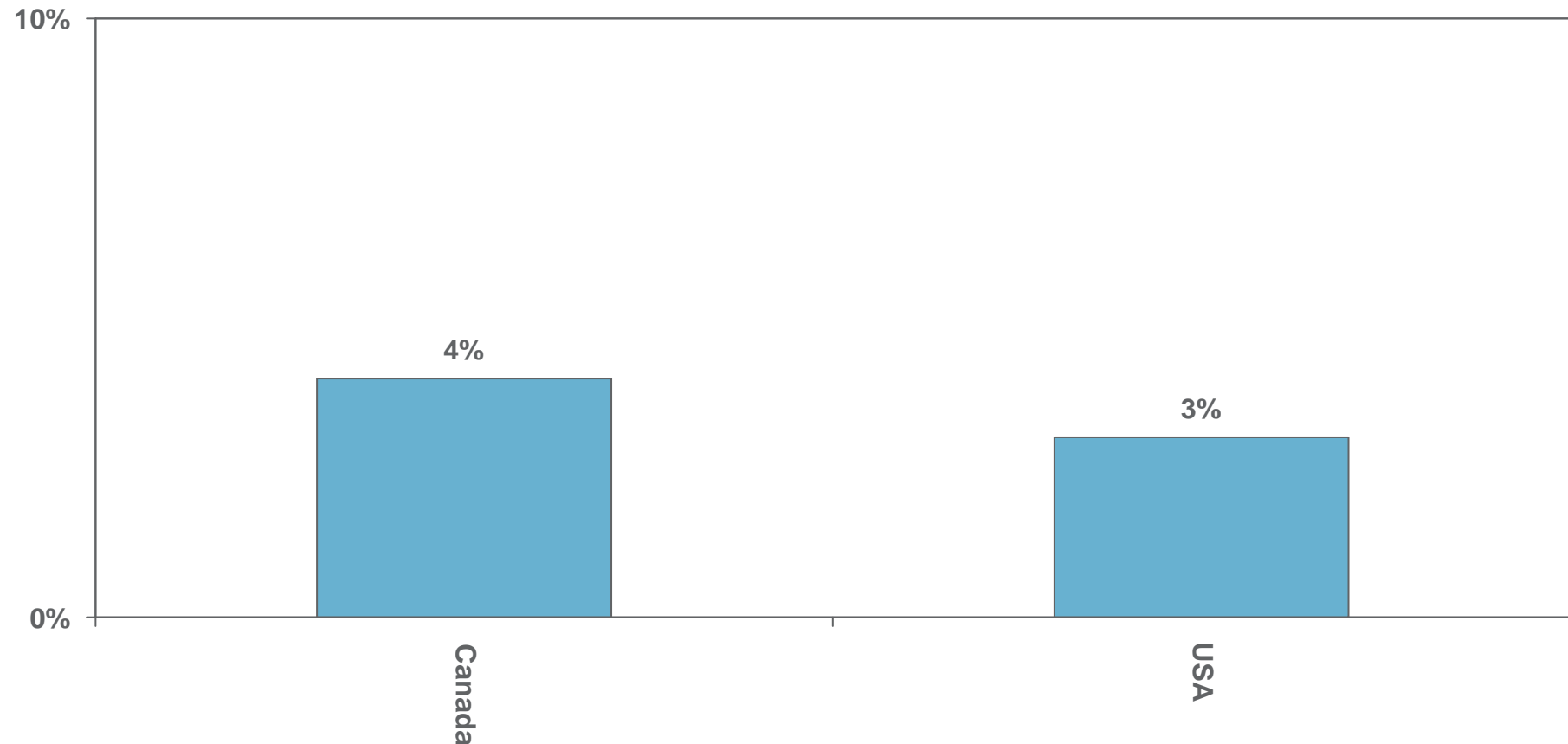
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
North America – Taking medicines can be harmful to your health



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

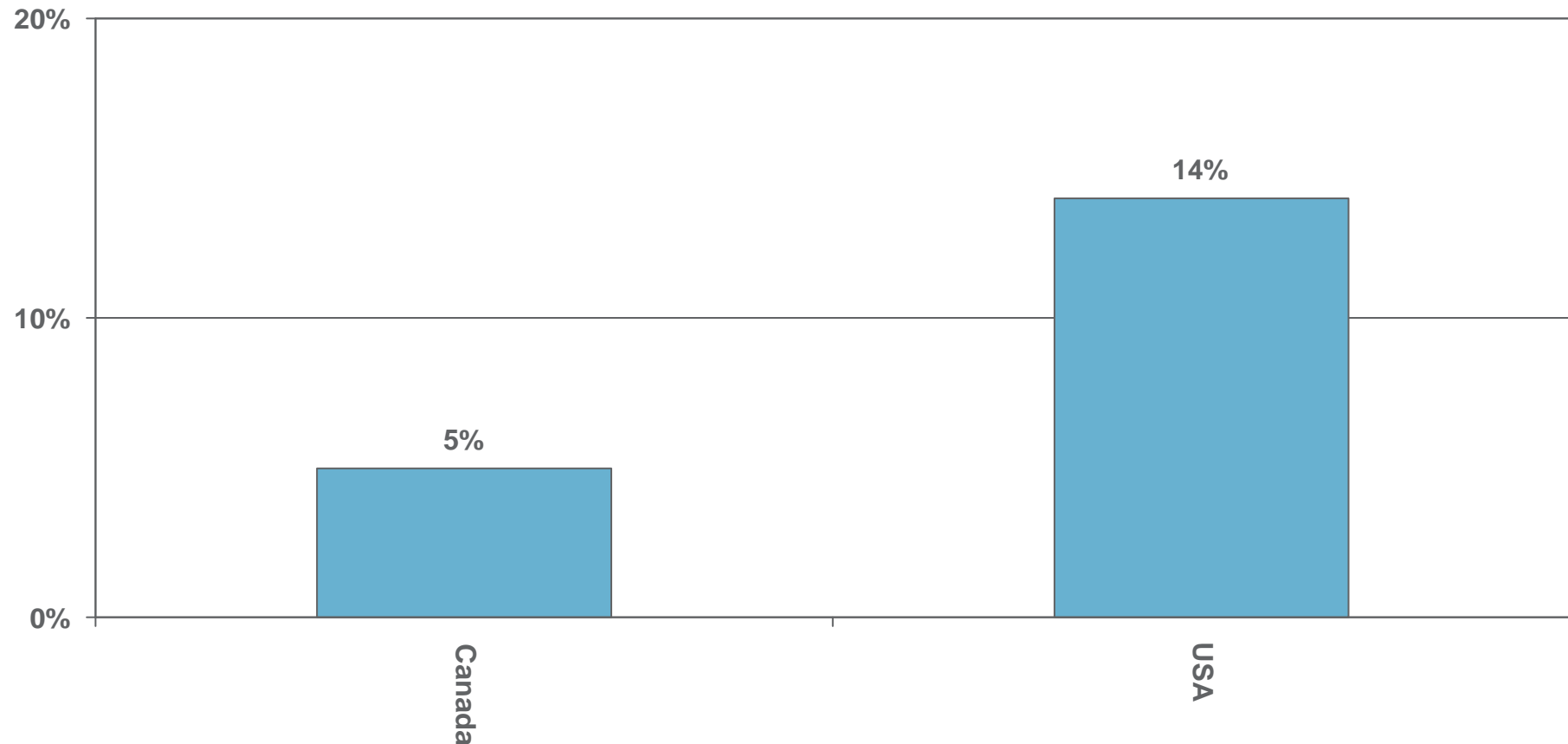
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
North America – Medicines do not work



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

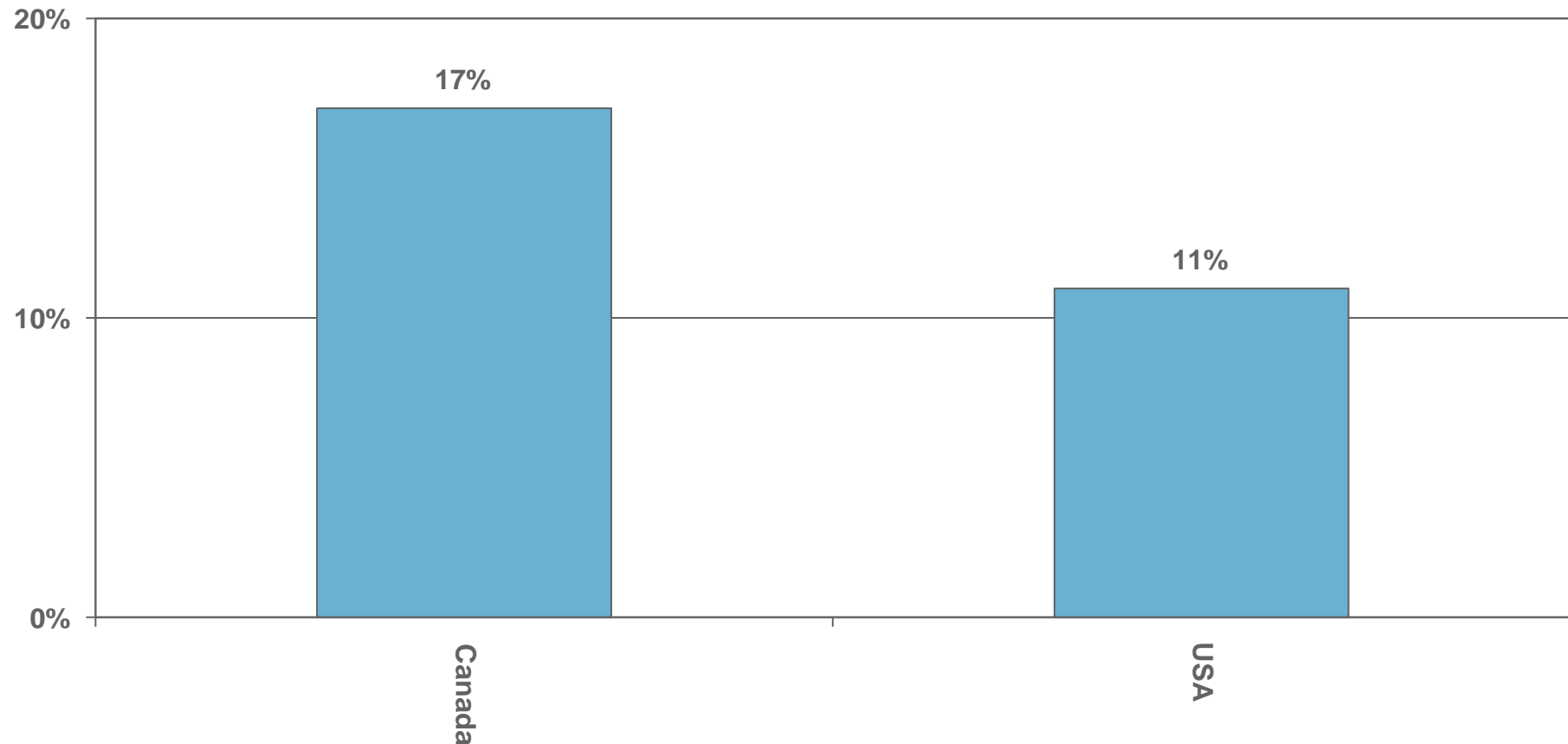
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
North America – Medicines are too expensive



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

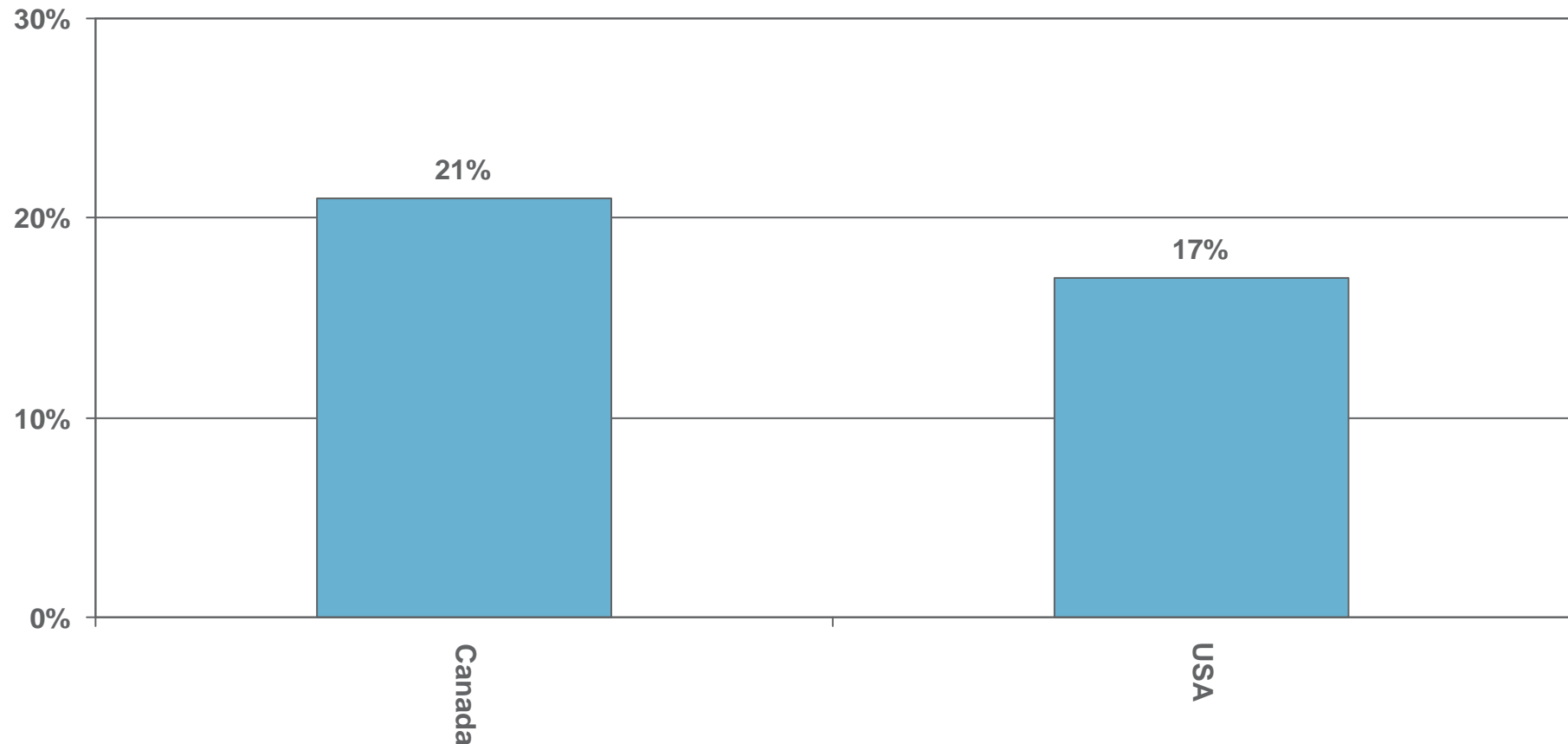
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
North America – I would visit the doctor for advice



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

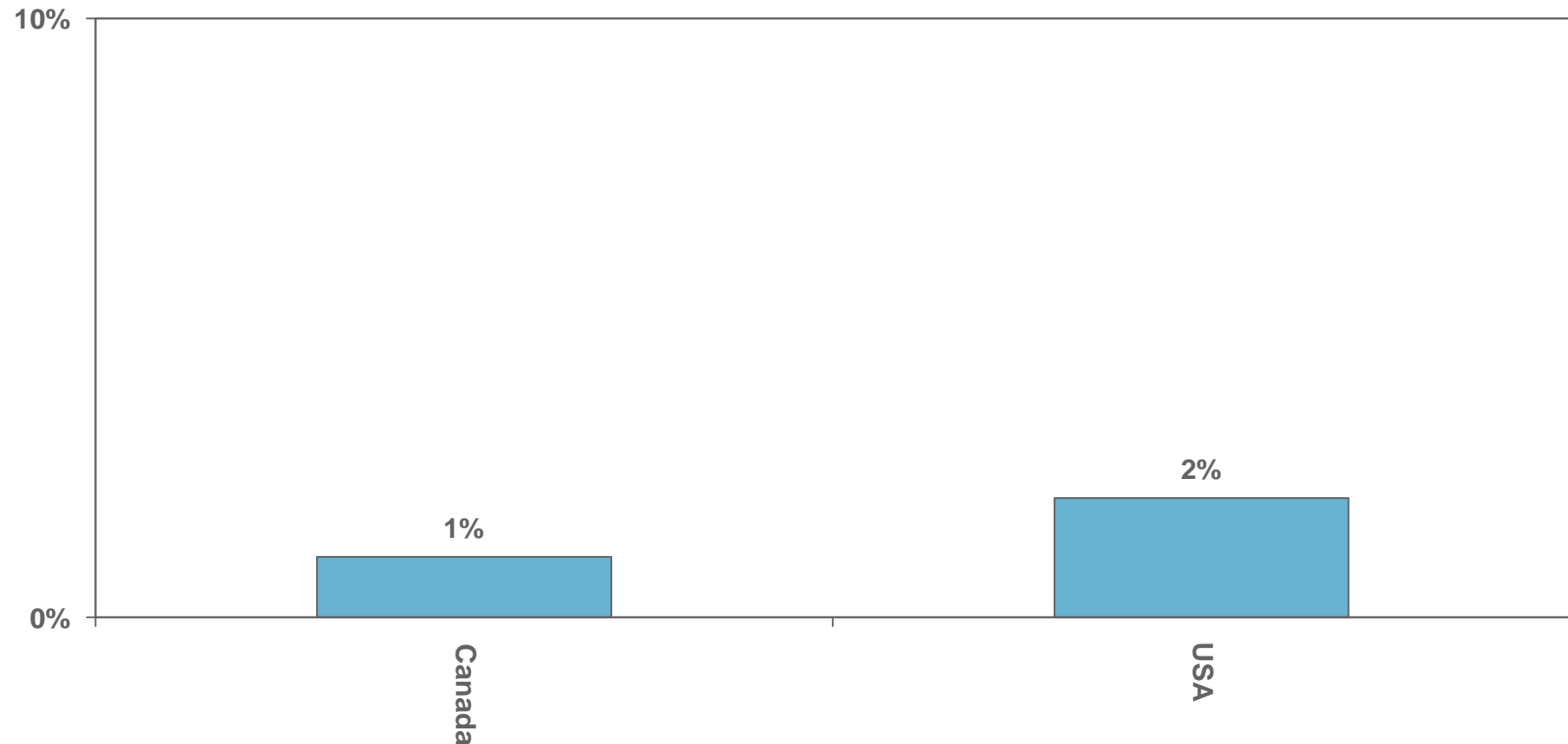
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
North America – I would use other methods of treatment



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
North America – Access to medicines is too difficult

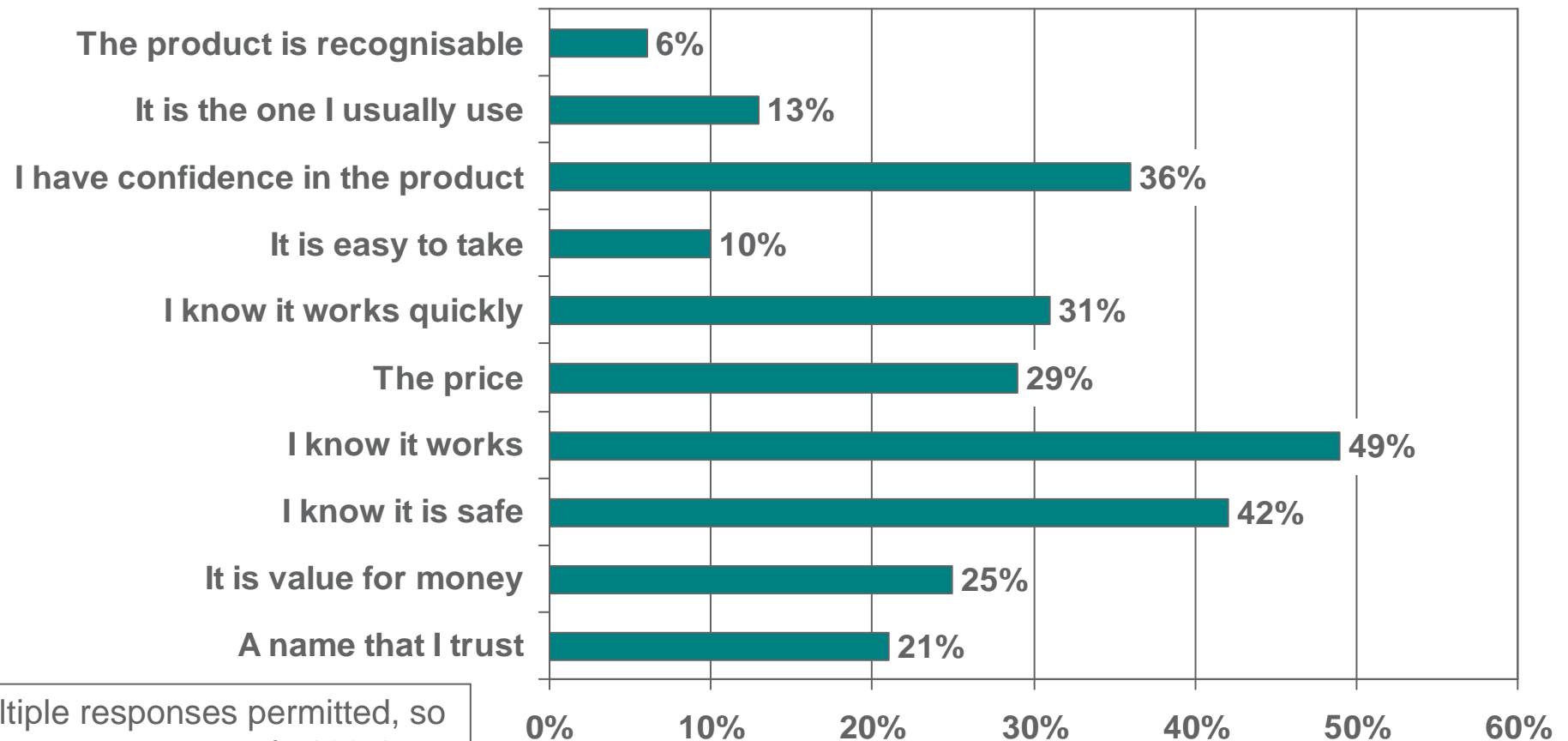


% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?

North America Average

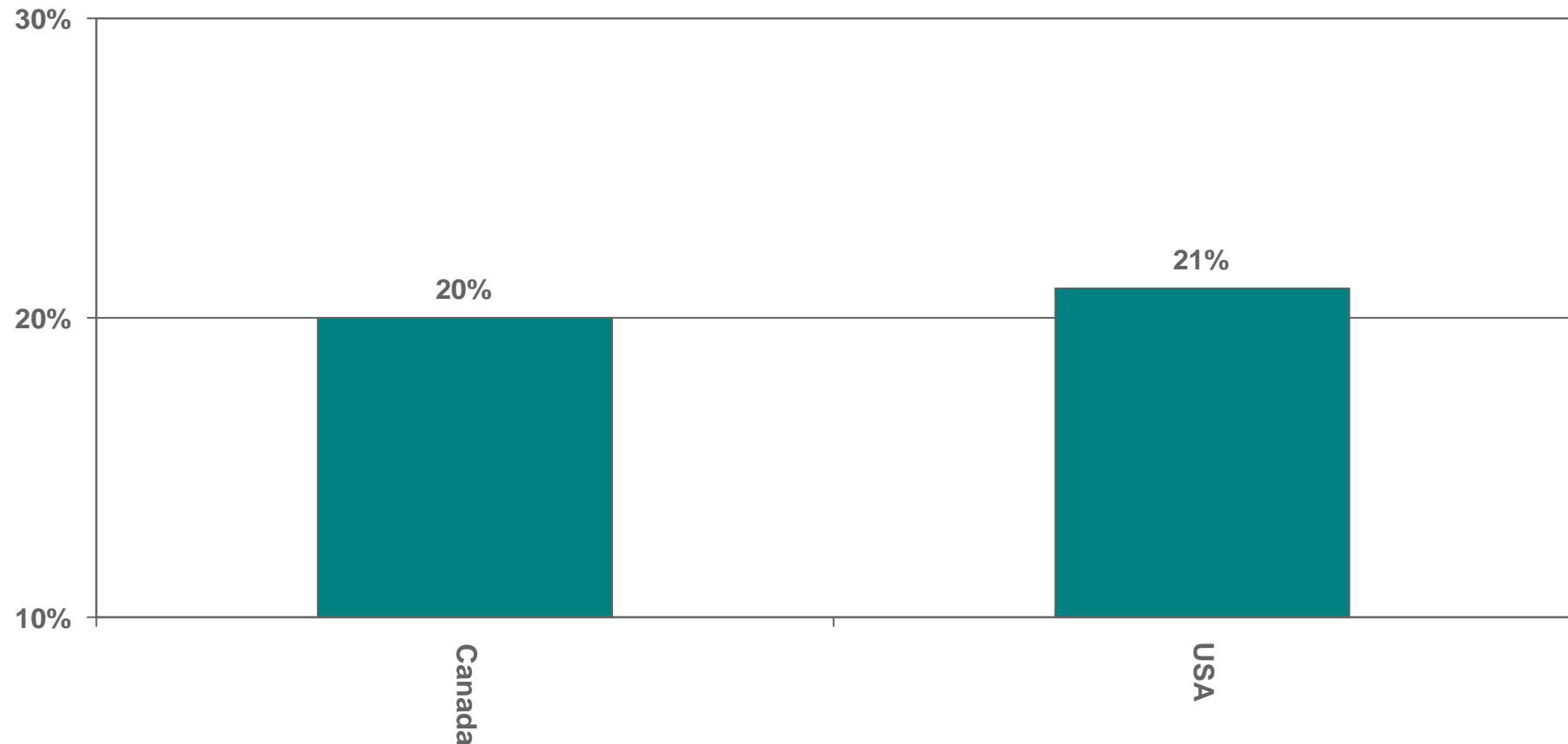


Multiple responses permitted, so aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q3. When choosing a non-prescription medicine, what factors are important to you?

North America – A name that I trust



% of respondents choosing this option – more than one option could be chosen

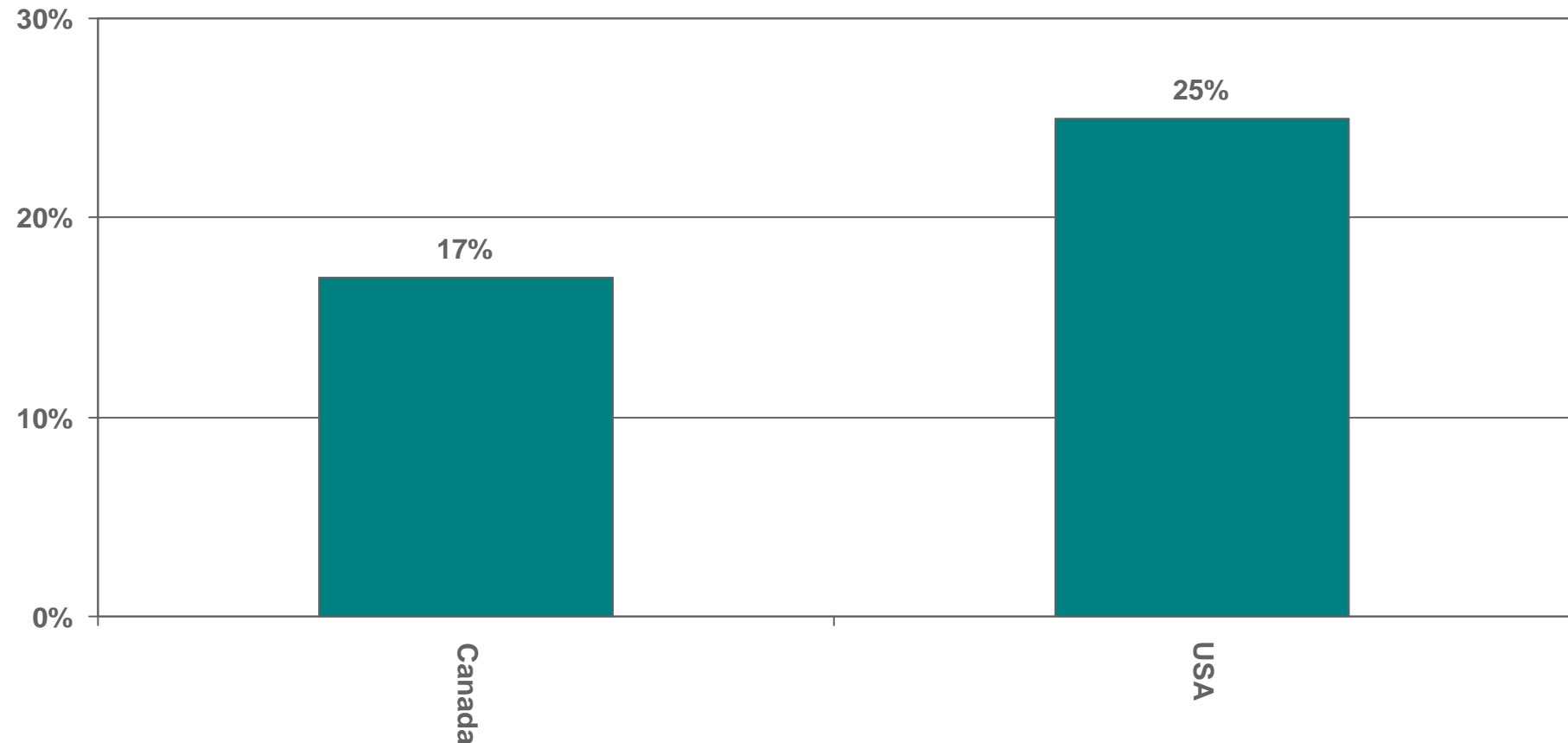
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

North America – It is value for money



% of respondents choosing this option – more than one option could be chosen

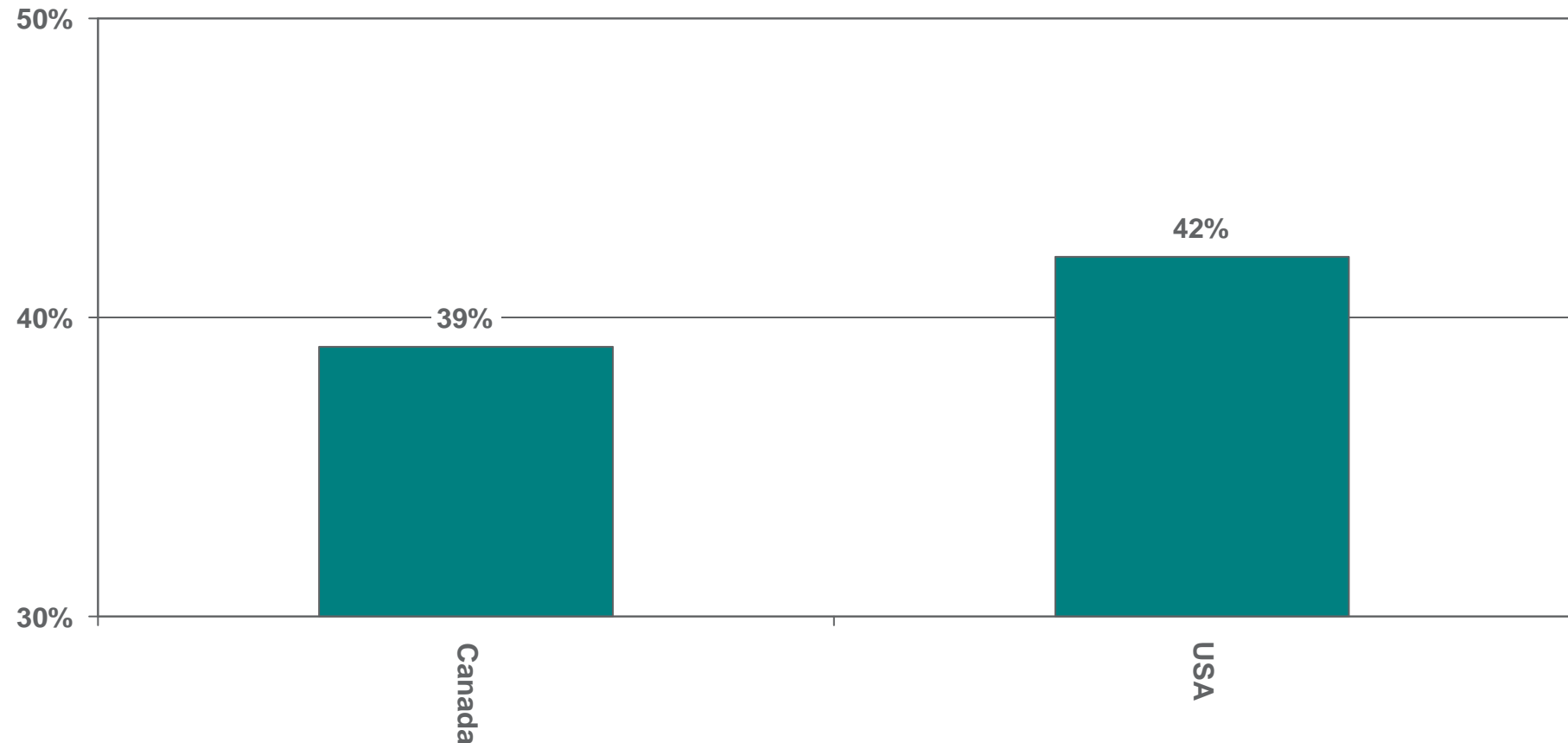
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

North America – I know it is safe



% of respondents choosing this option – more than one option could be chosen

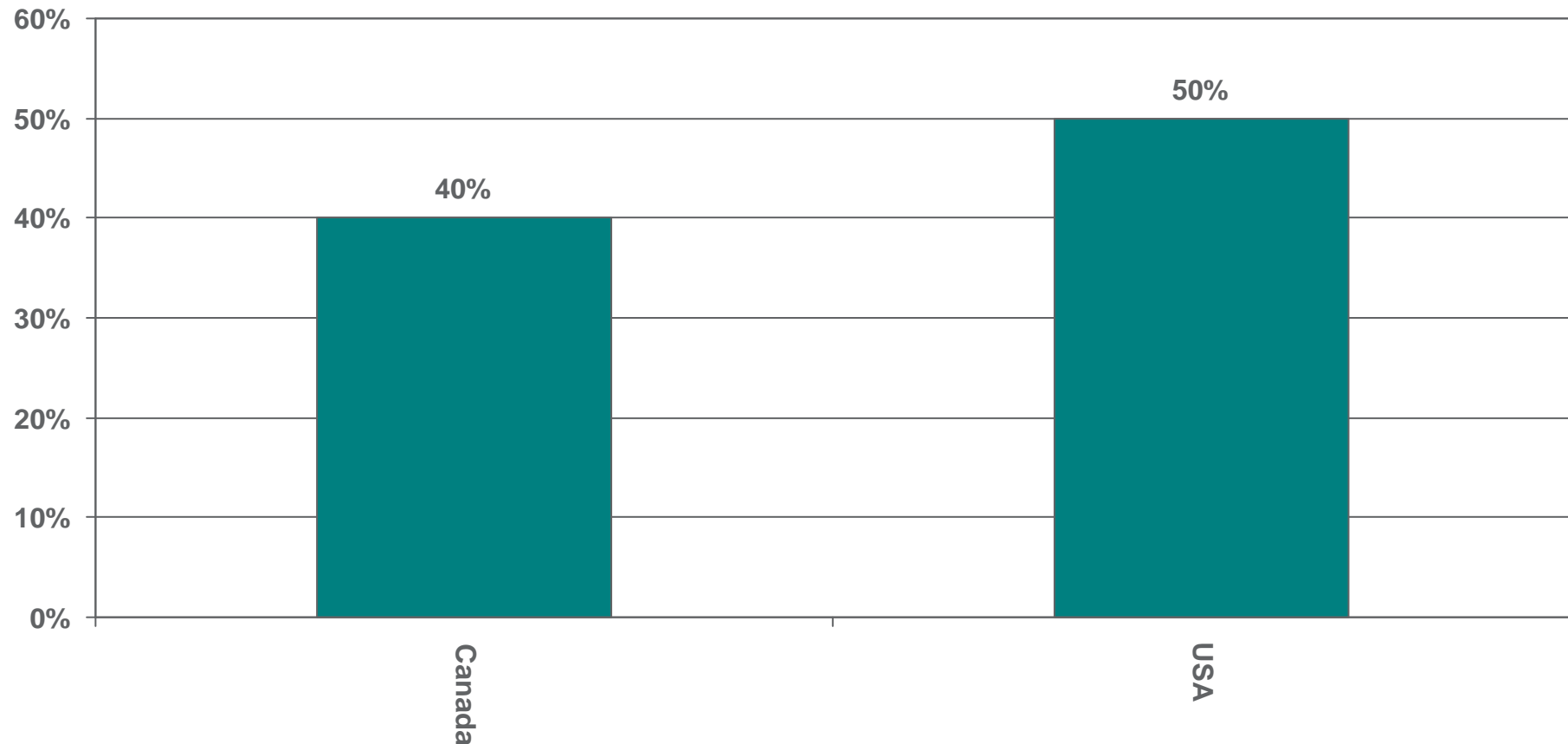
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

North America – I know it works



% of respondents choosing this option – more than one option could be chosen

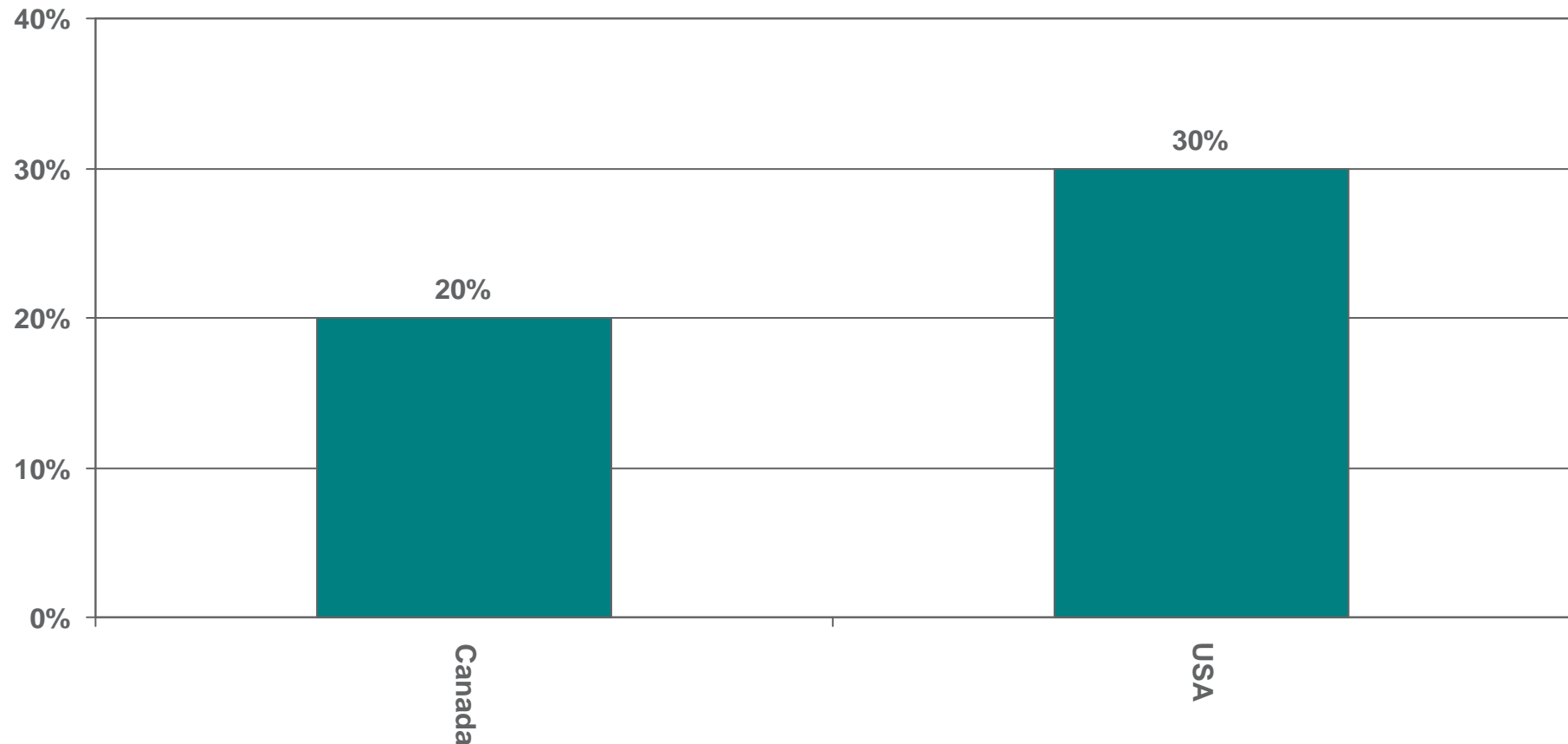
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

North America – The price



% of respondents choosing this option – more than one option could be chosen

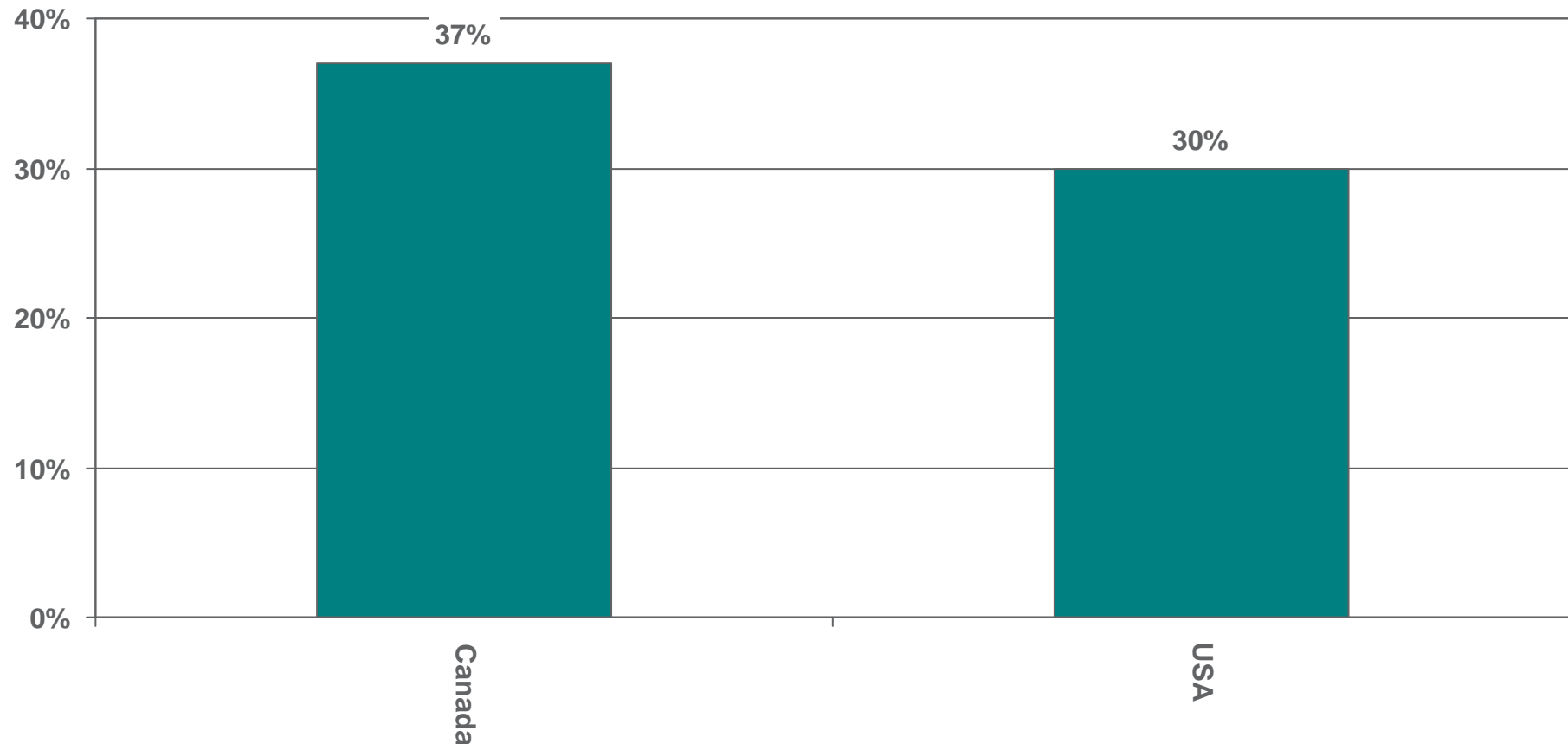
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

North America – I know it works quickly



% of respondents choosing this option – more than one option could be chosen

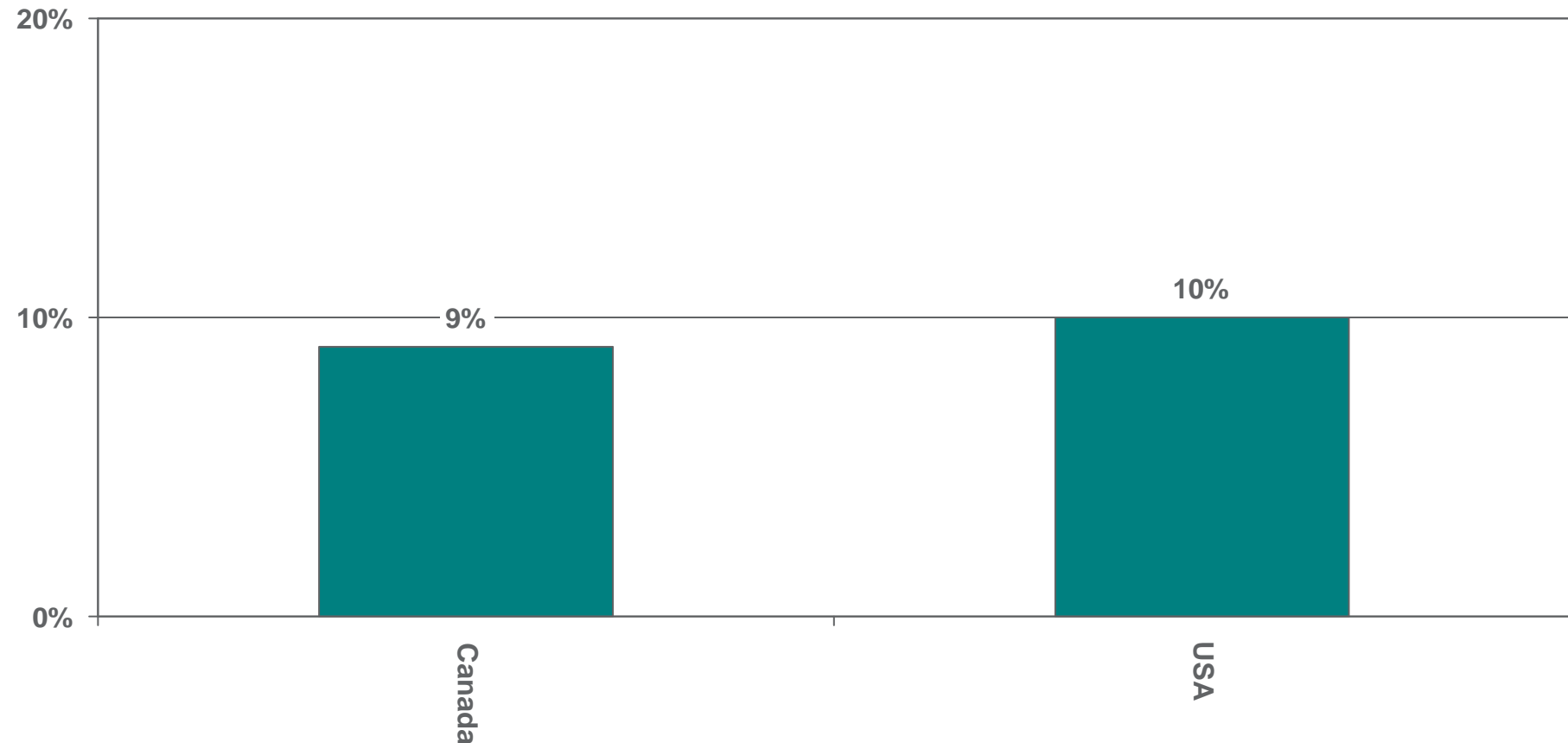
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

North America – It is easy to take



% of respondents choosing this option – more than one option could be chosen

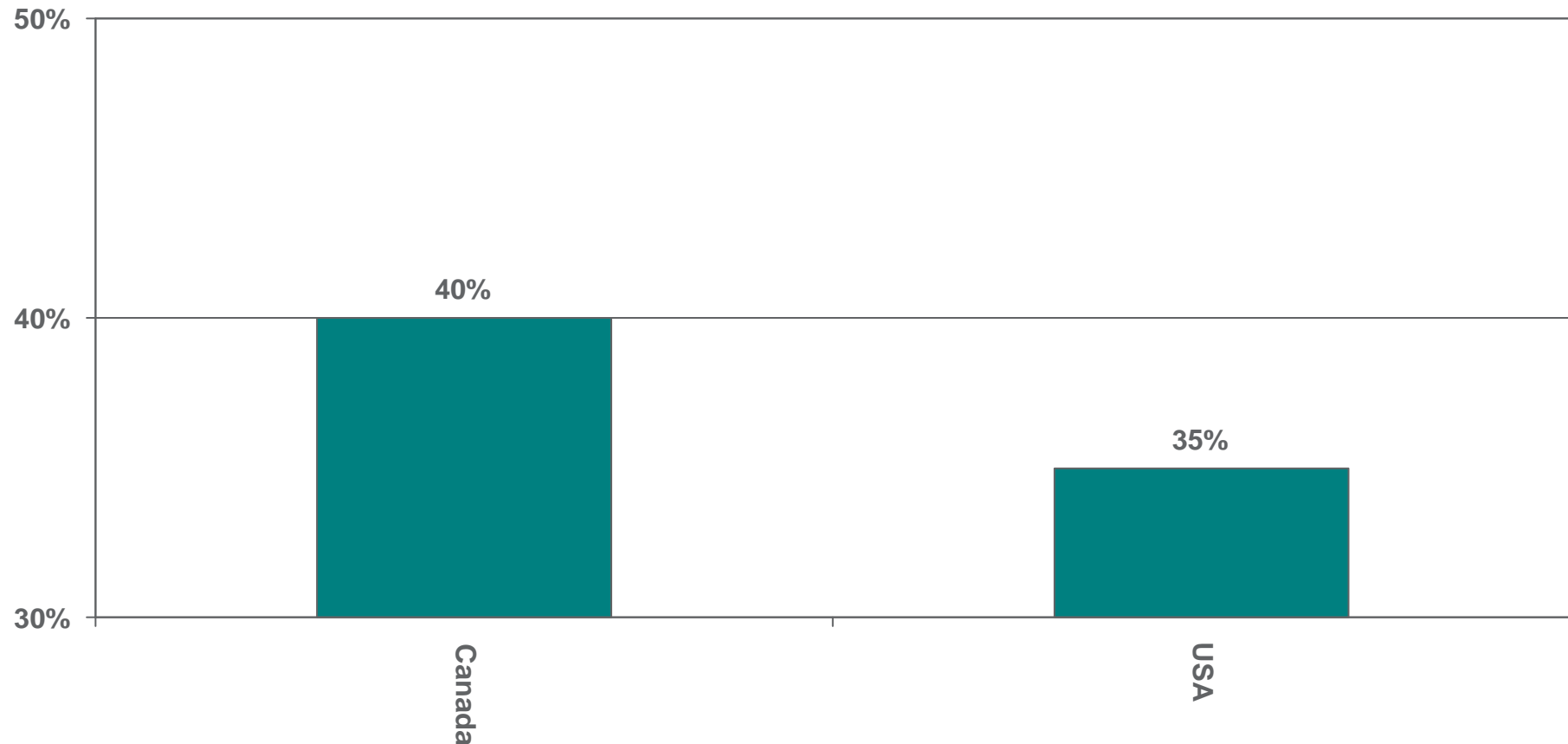
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

North America – I have confidence in the product



% of respondents choosing this option – more than one option could be chosen

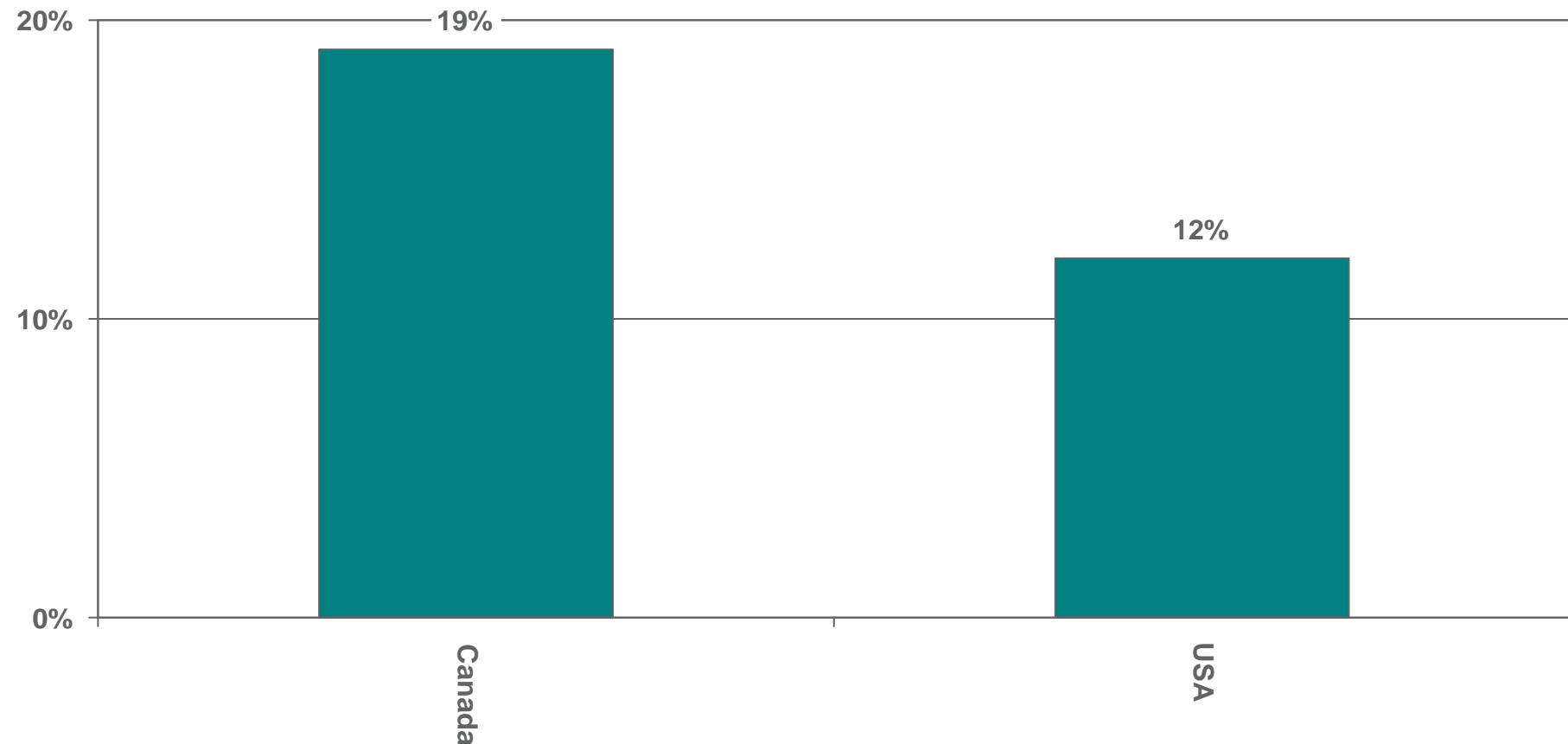
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

North America – It is the one I usually use



% of respondents choosing this option – more than one option could be chosen

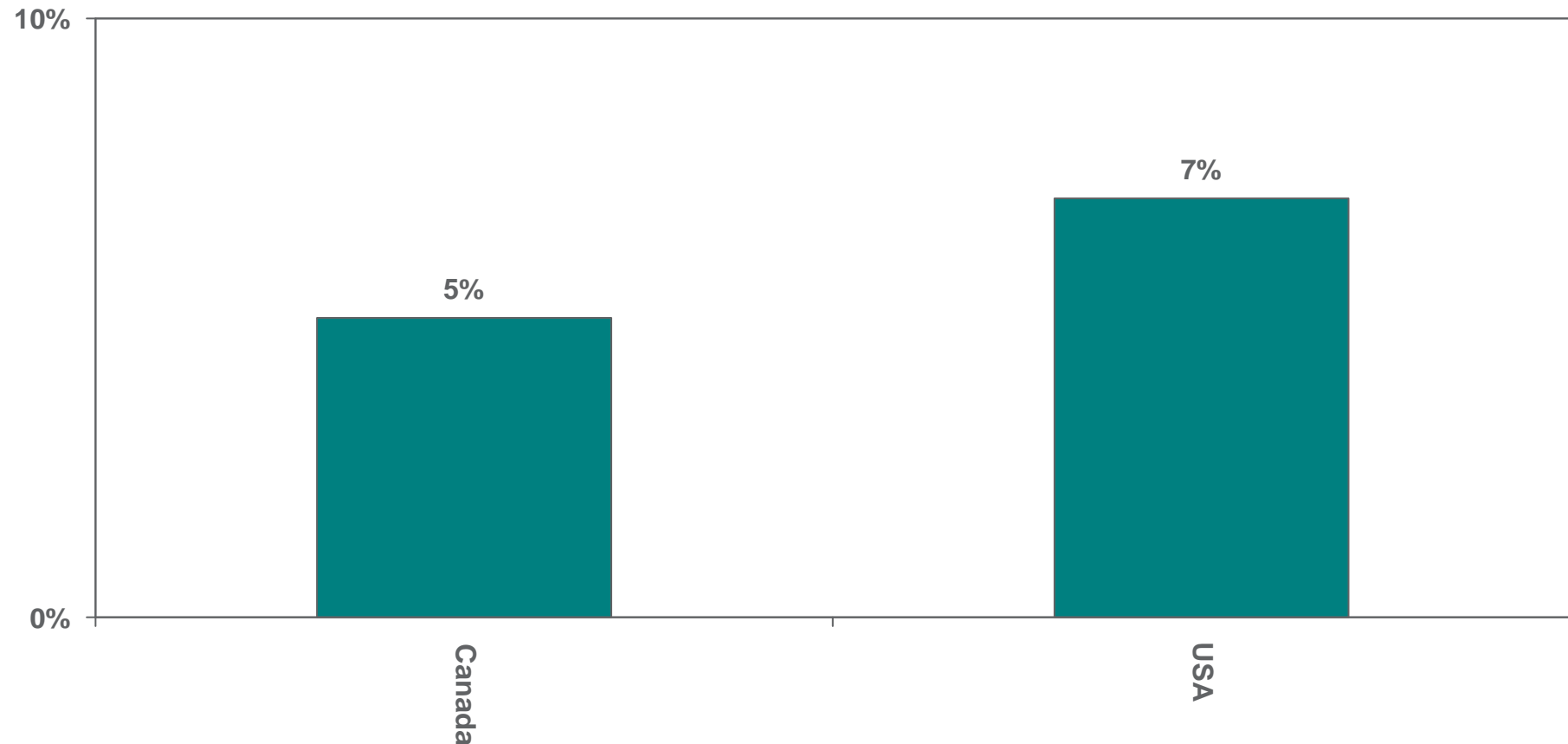
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

North America – The product is recognisable



% of respondents choosing this option – more than one option could be chosen

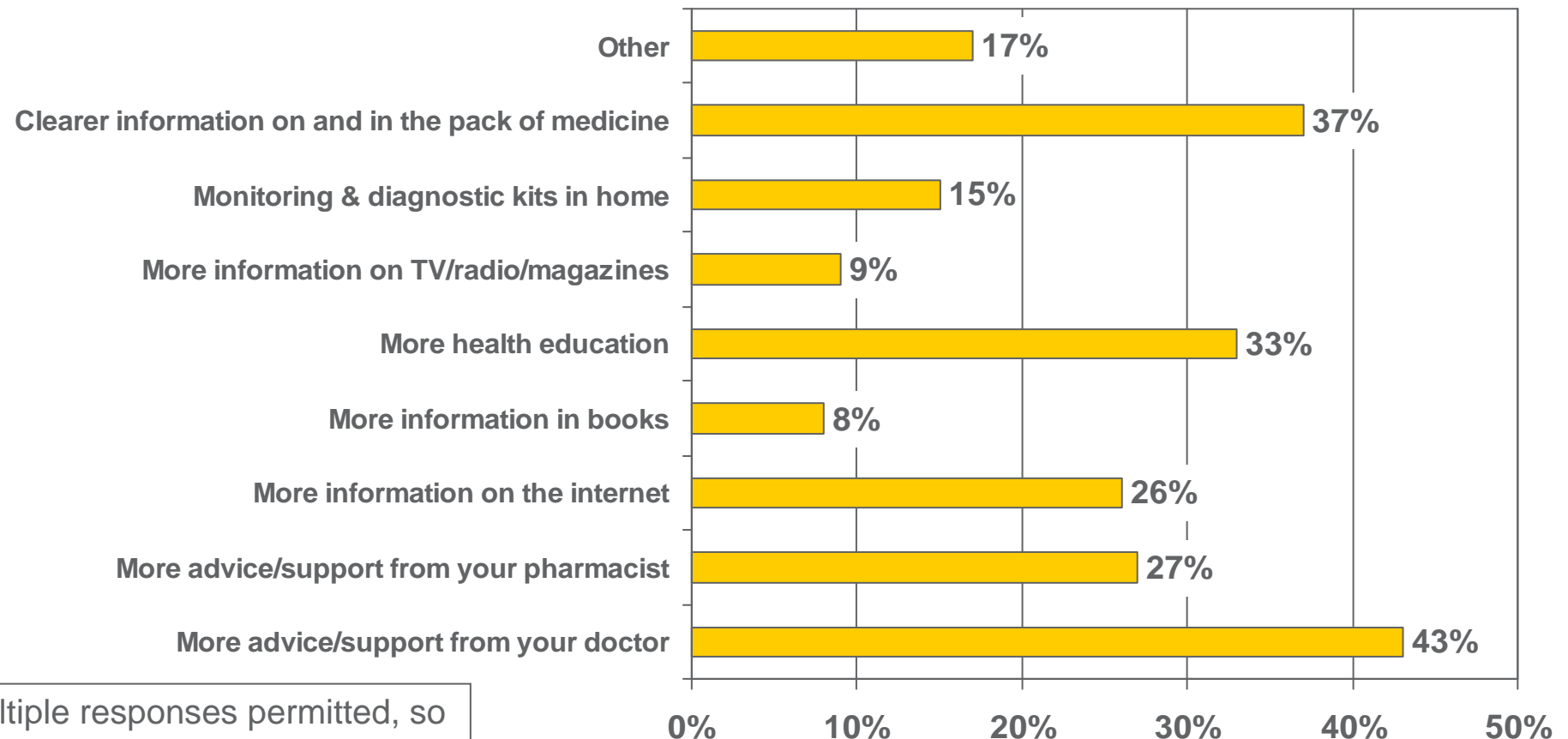
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

North America Average

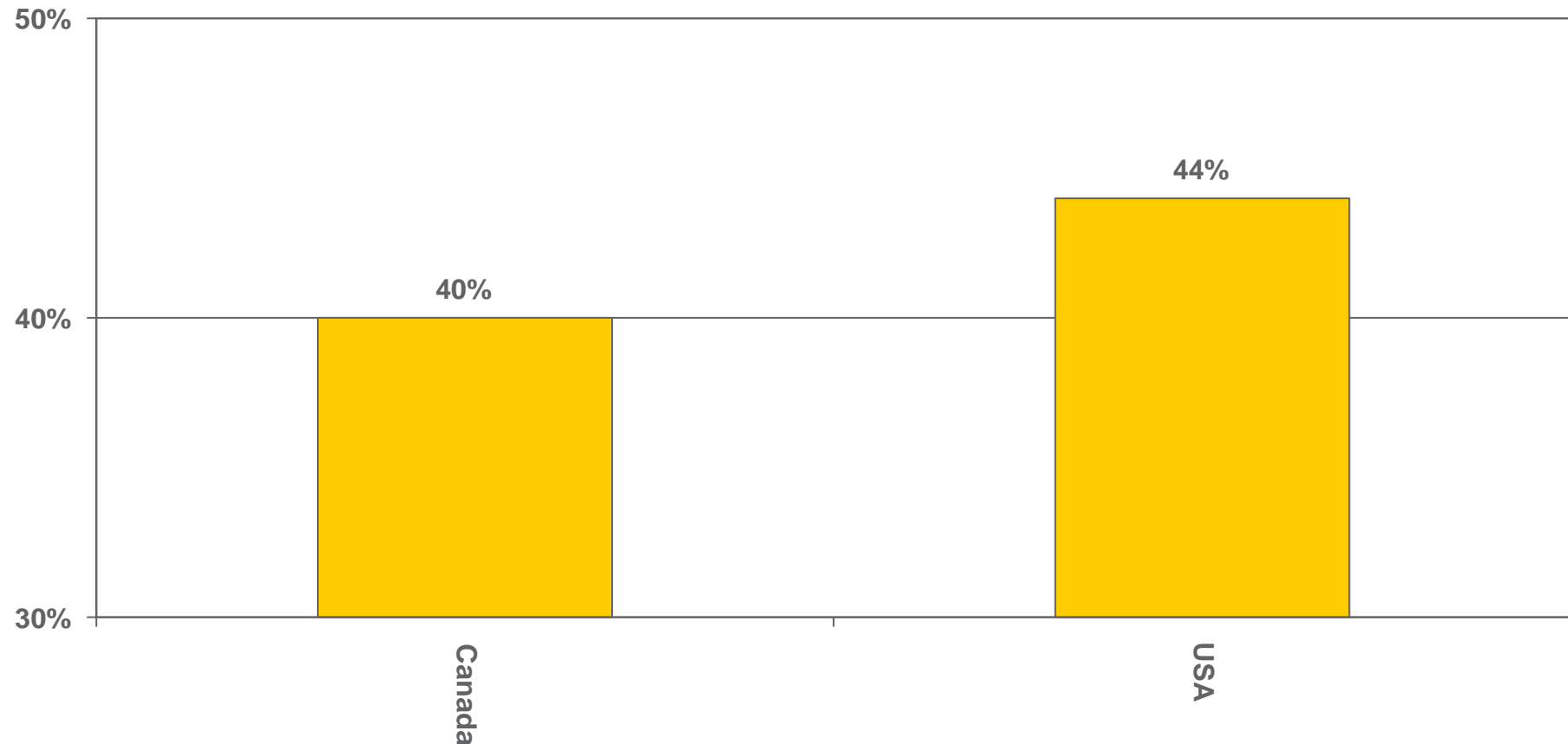


Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?

North America – More support/advice from the doctor



% of respondents choosing this option – more than one option could be chosen

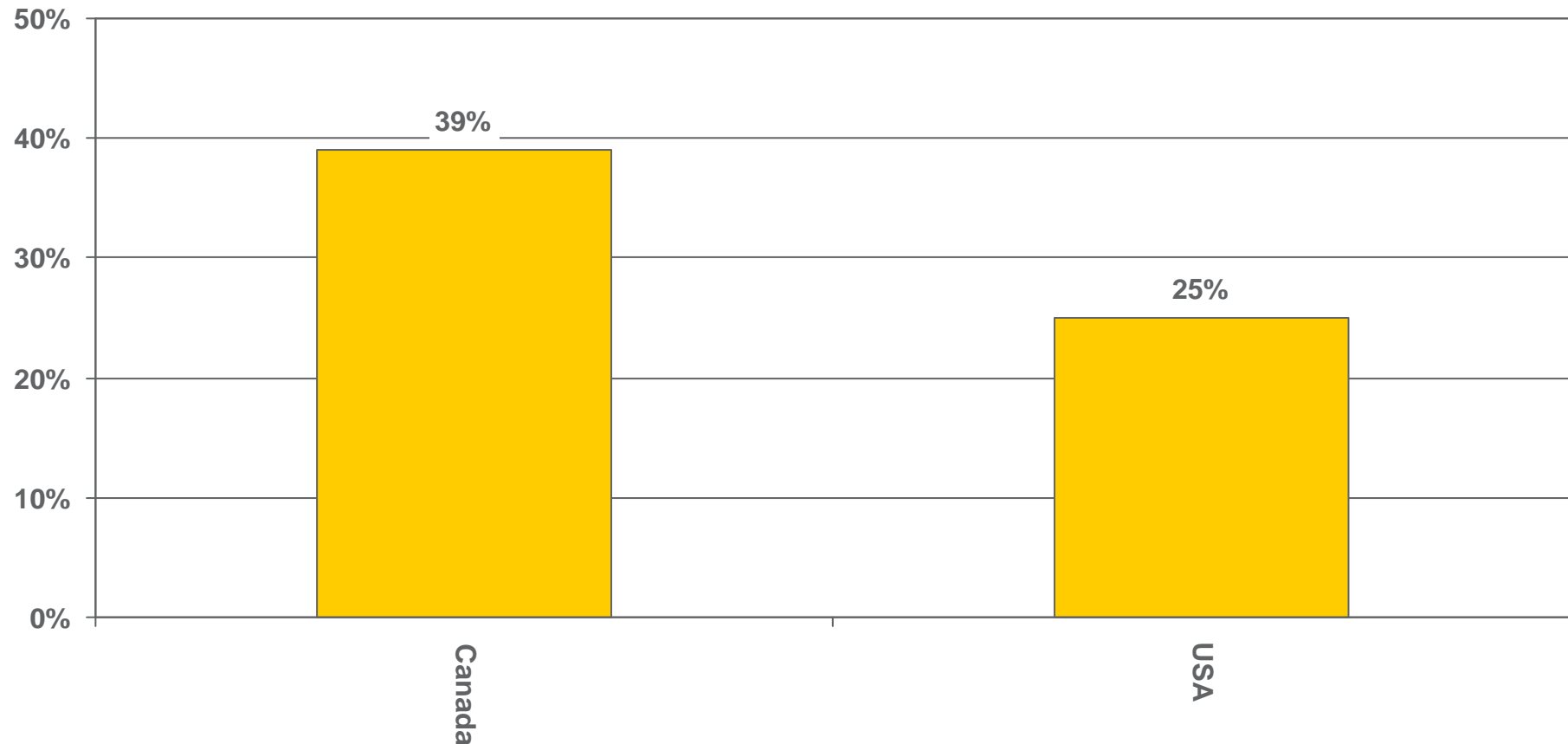
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

North America – More support/advice from the pharmacist



% of respondents choosing this option – more than one option could be chosen

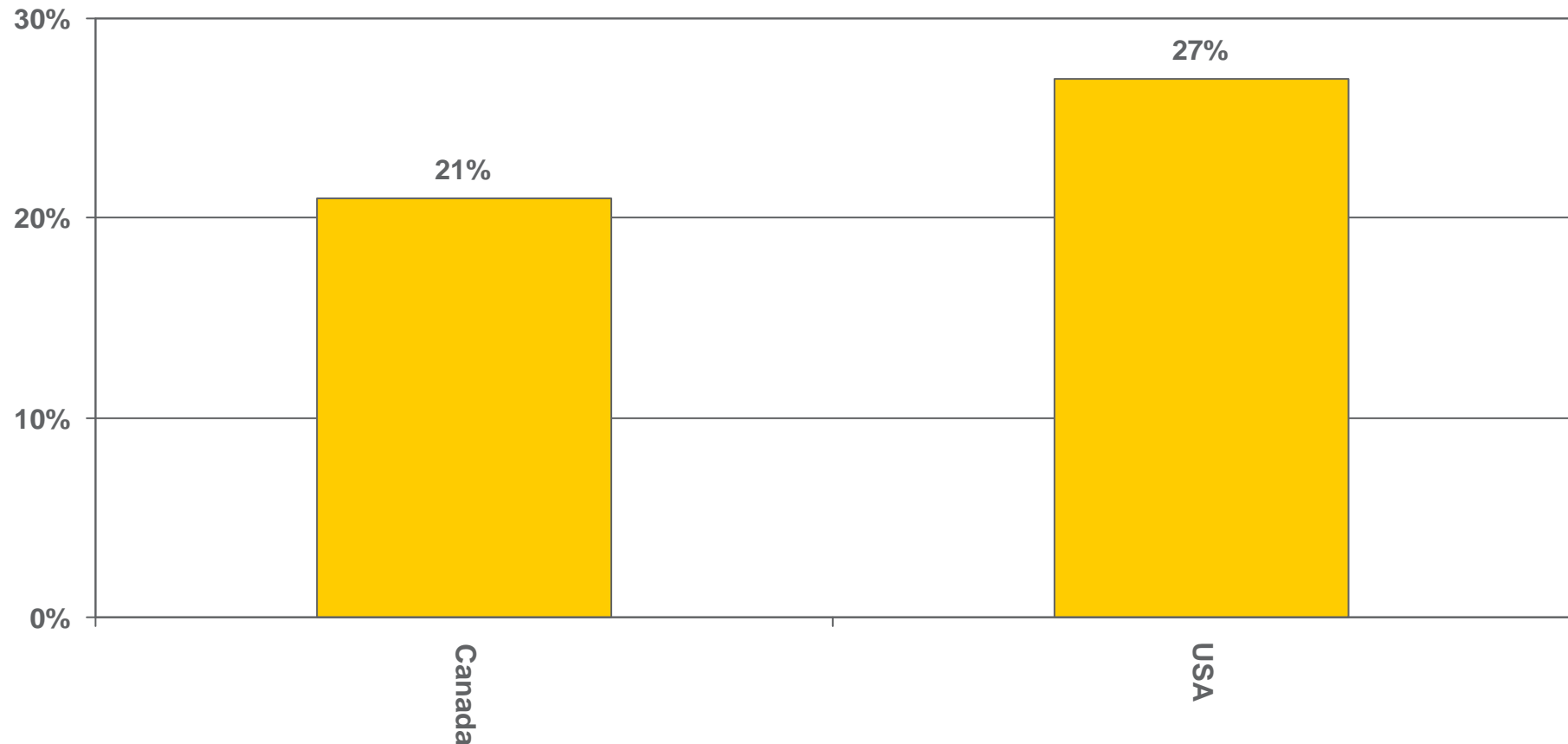
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

North America – More information on the internet



% of respondents choosing this option – more than one option could be chosen

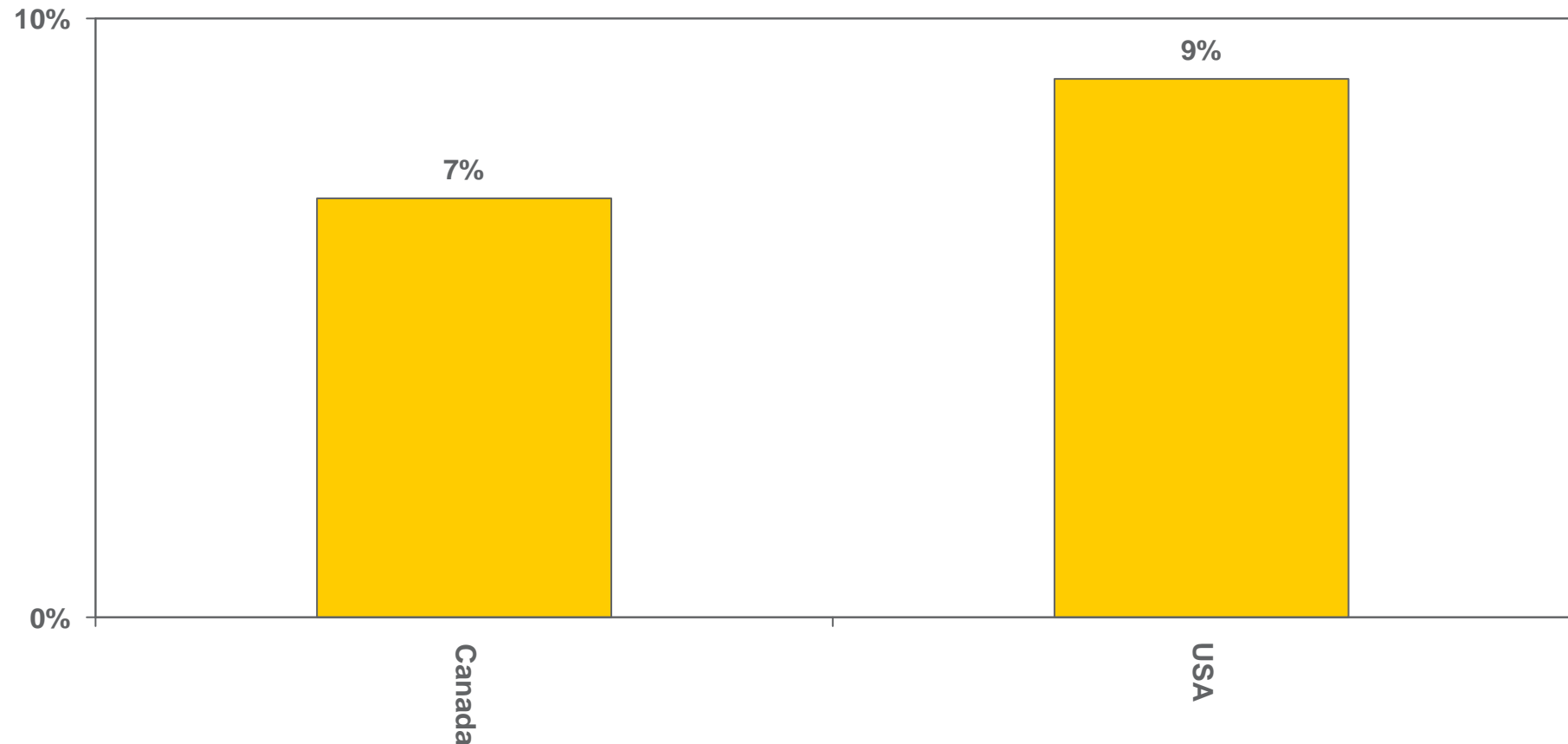
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

North America – More information in books



% of respondents choosing this option – more than one option could be chosen

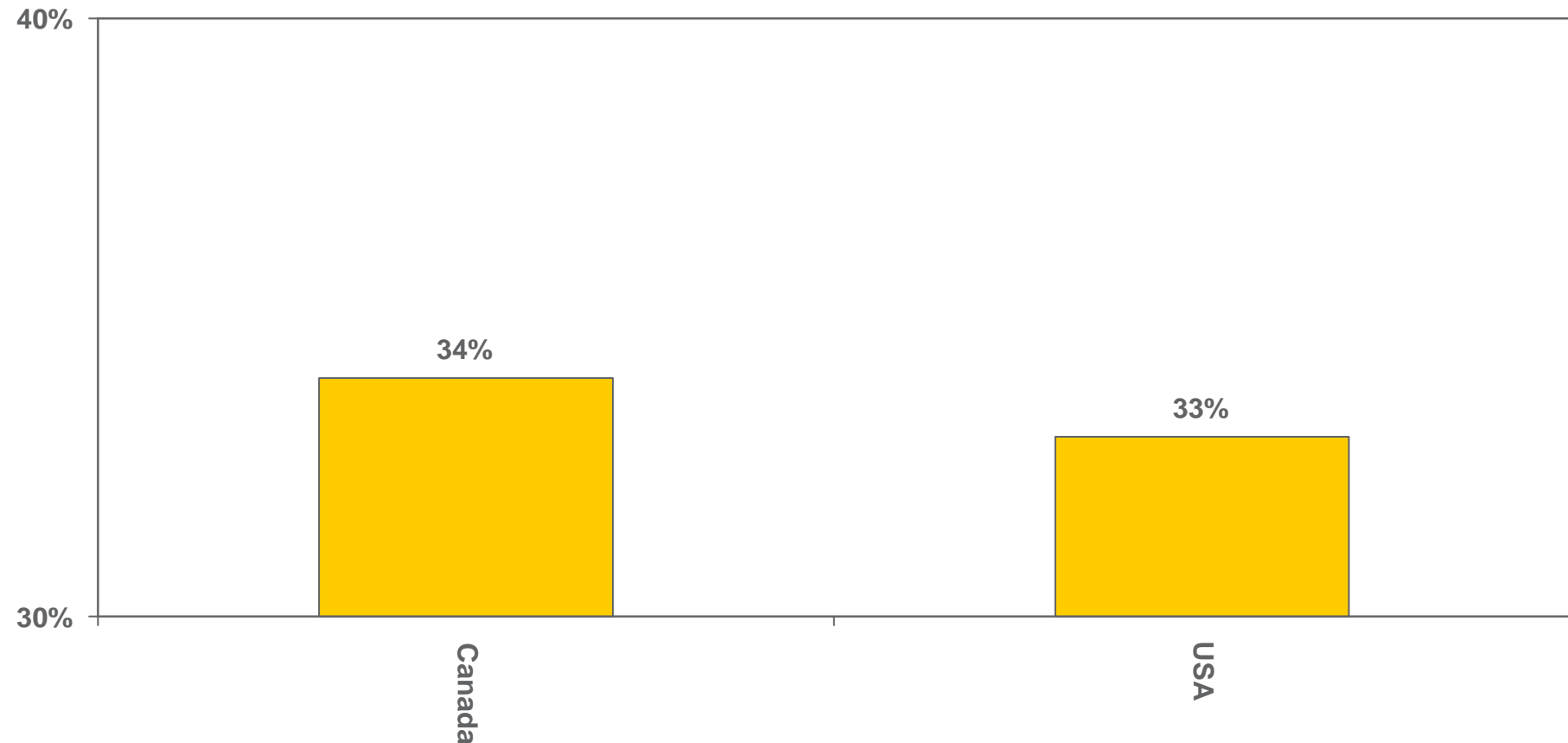
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

North America – More health education



% of respondents choosing this option – more than one option could be chosen

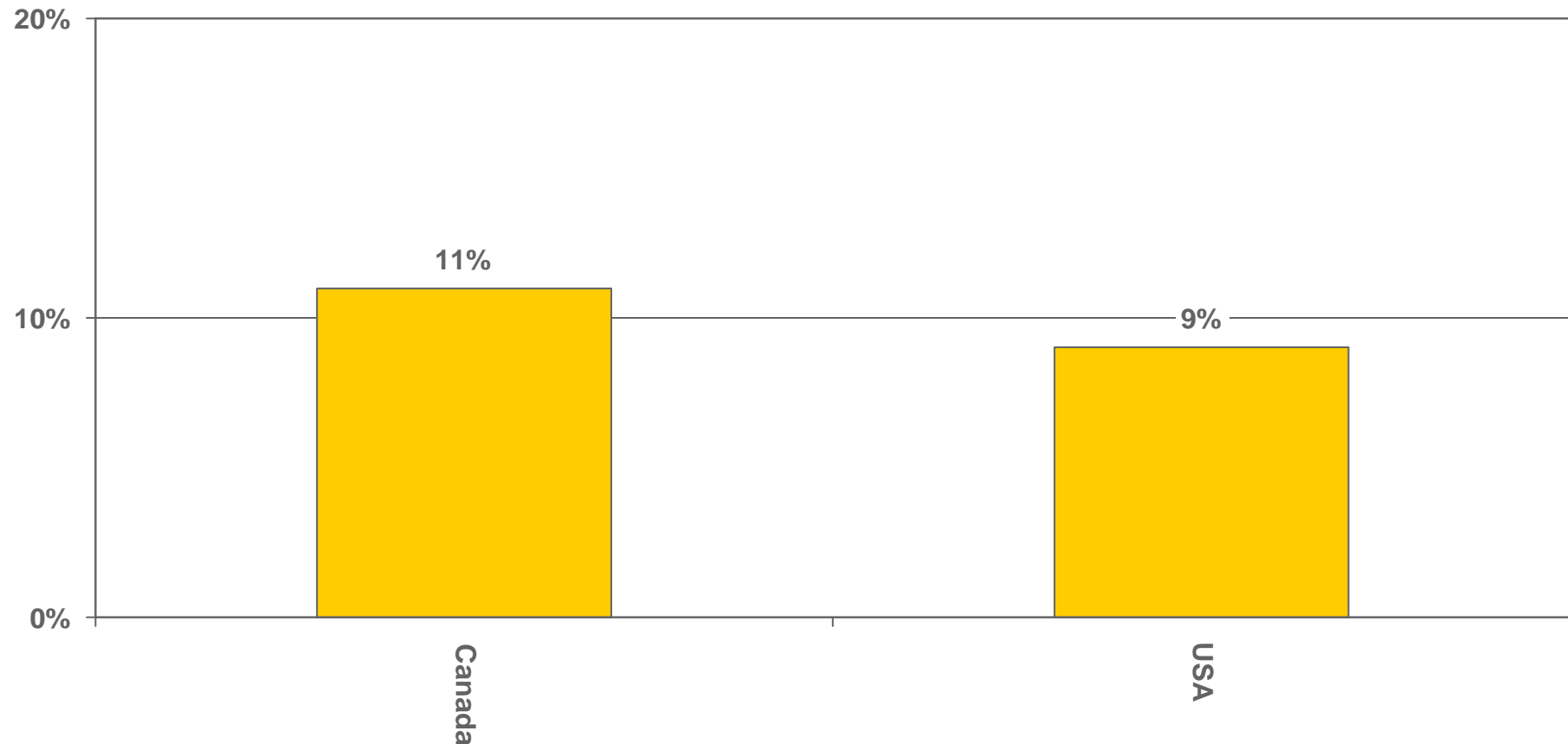
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

North America – More information on TV/radio/magazines



% of respondents choosing this option – more than one option could be chosen

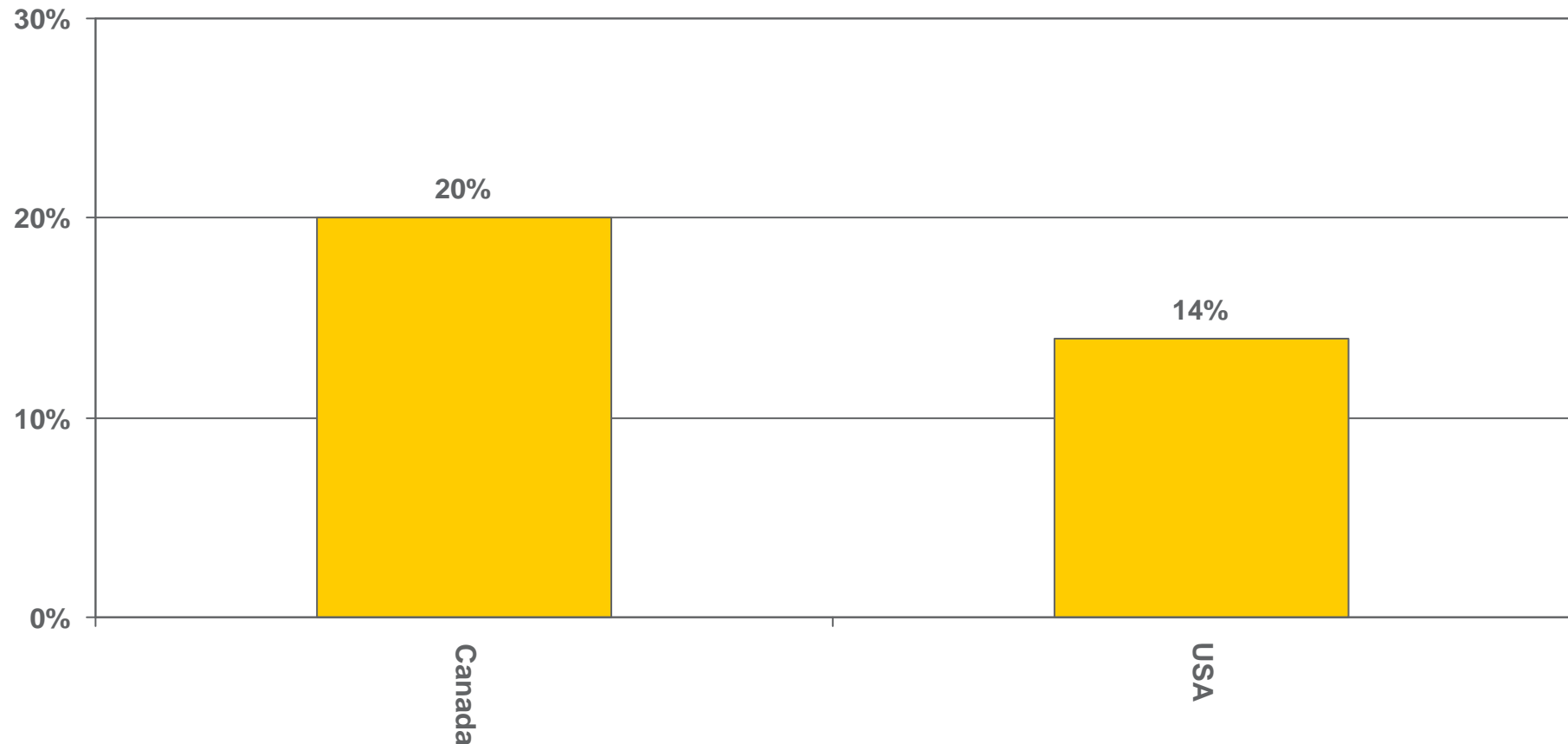
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

North America – Monitoring & diagnostic kits in home



% of respondents choosing this option – more than one option could be chosen

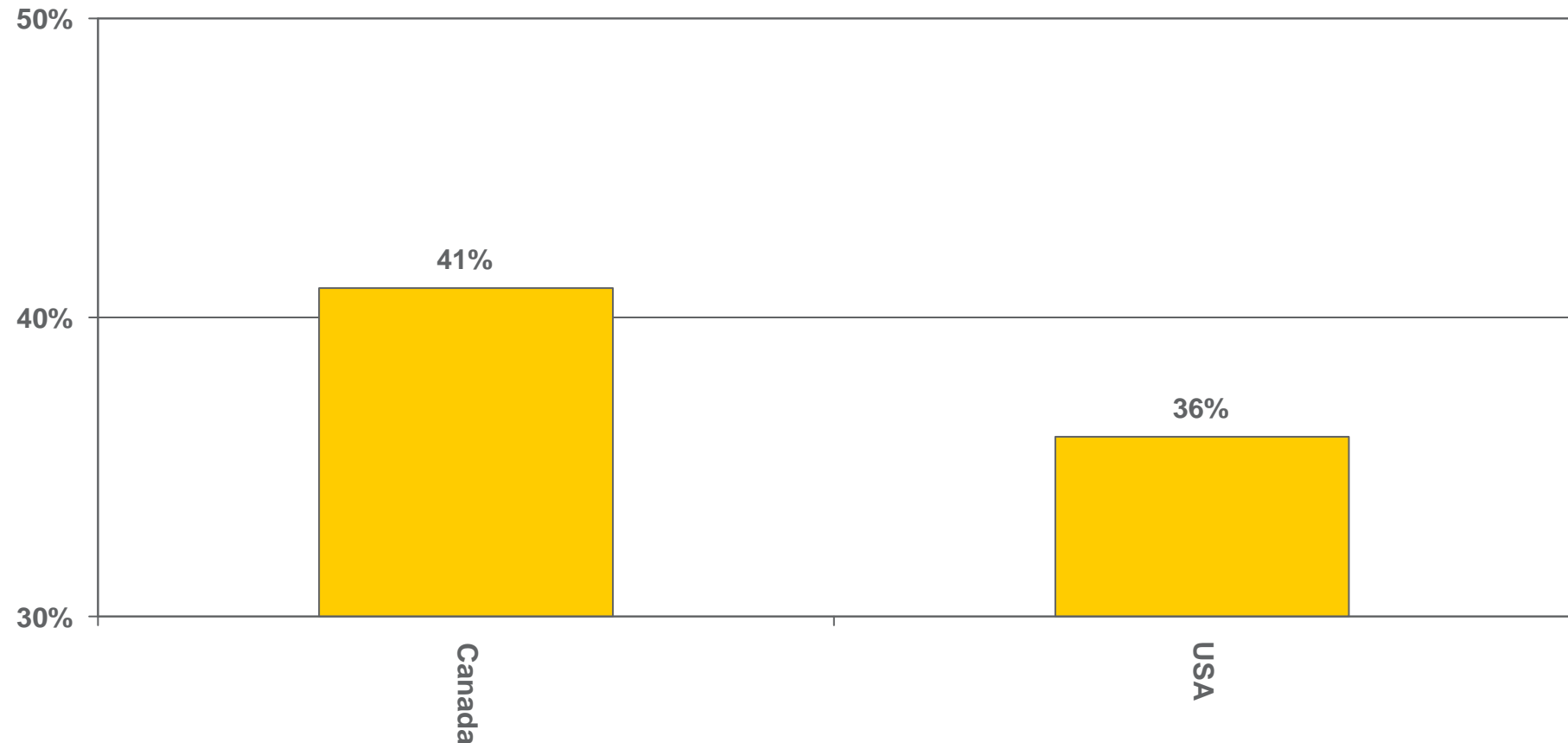
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

North America – Clearer information on and in the pack of medicine



% of respondents choosing this option – more than one option could be chosen

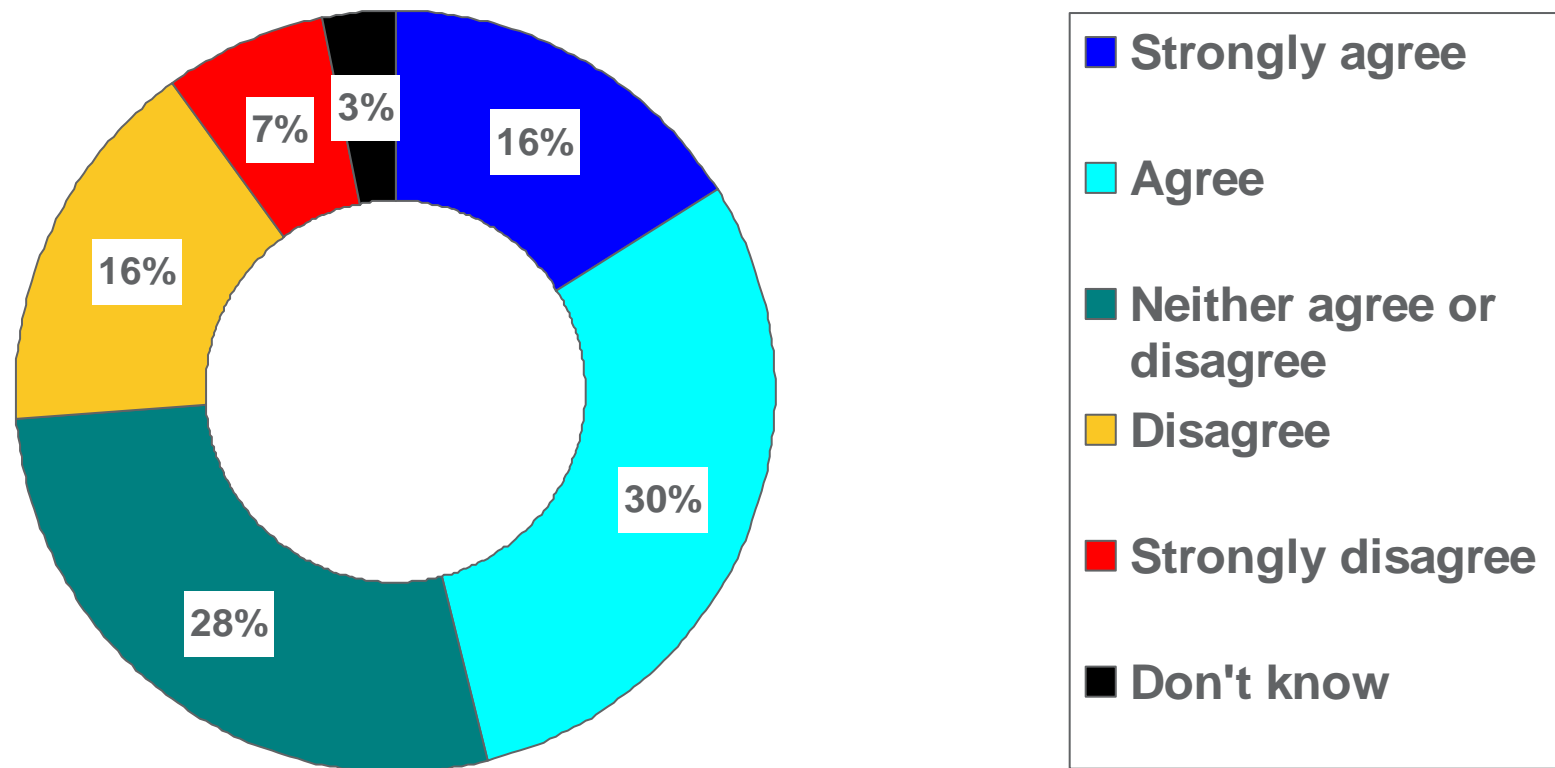
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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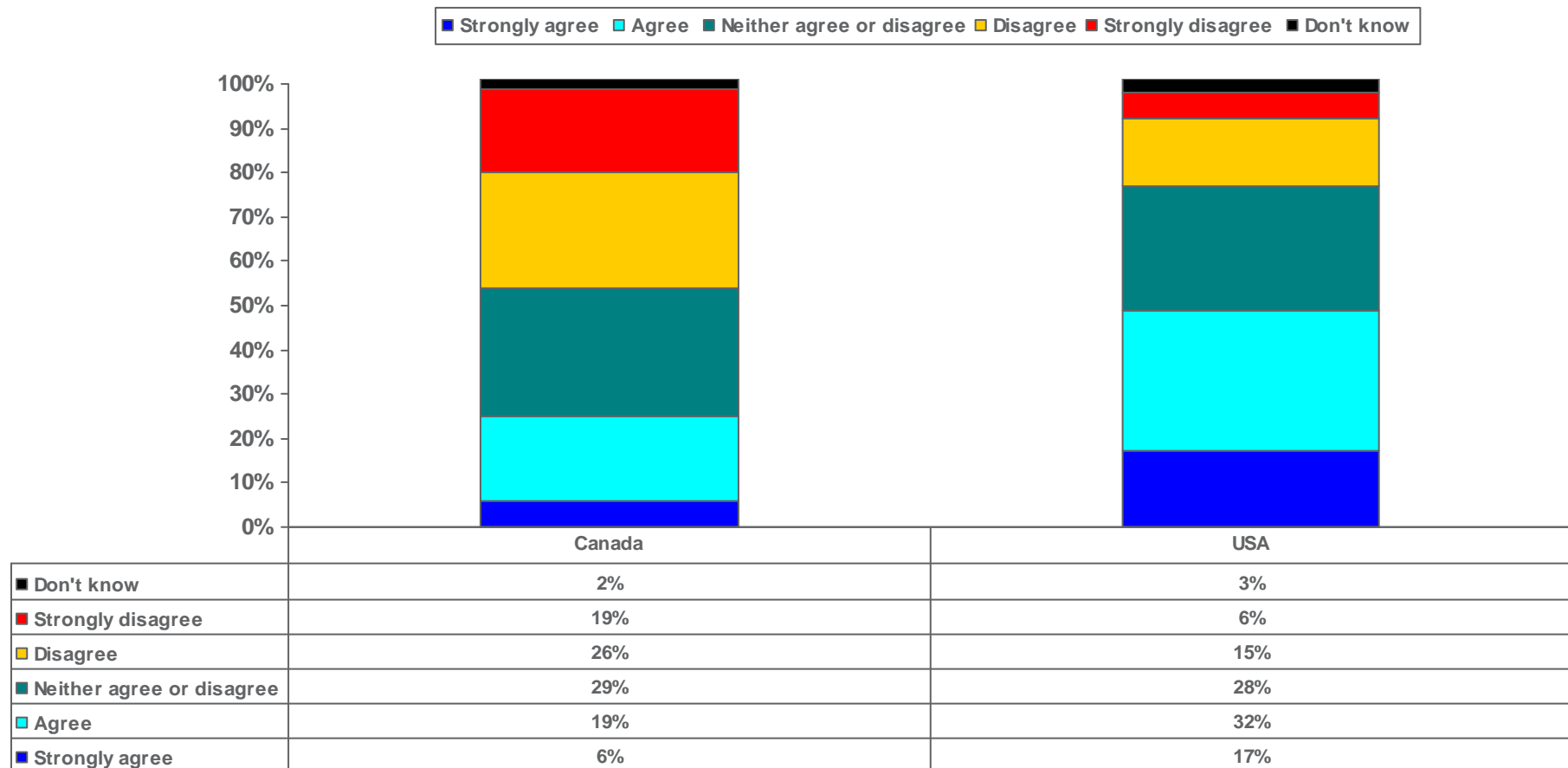
Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?

North America Average



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”? – North America

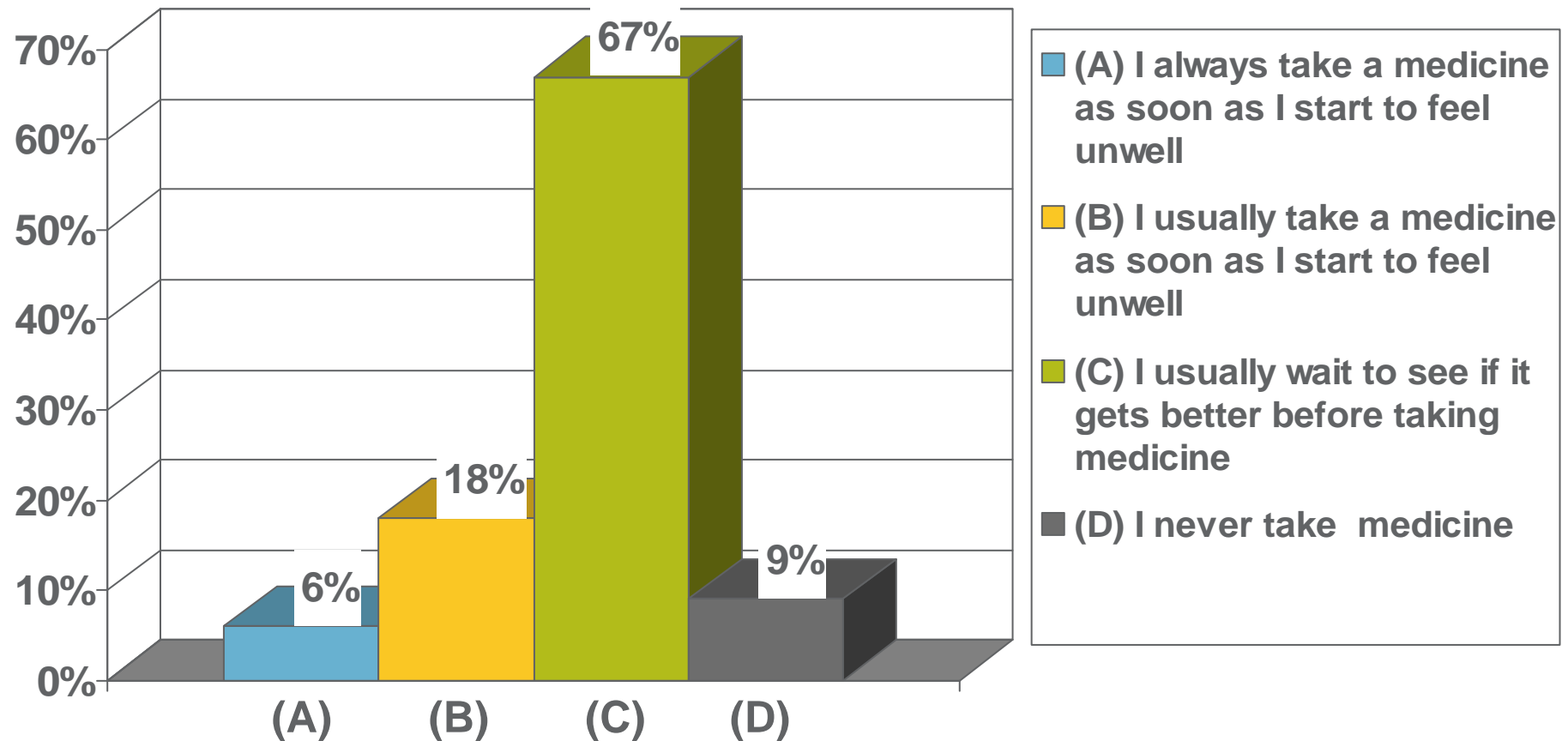


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Canada



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

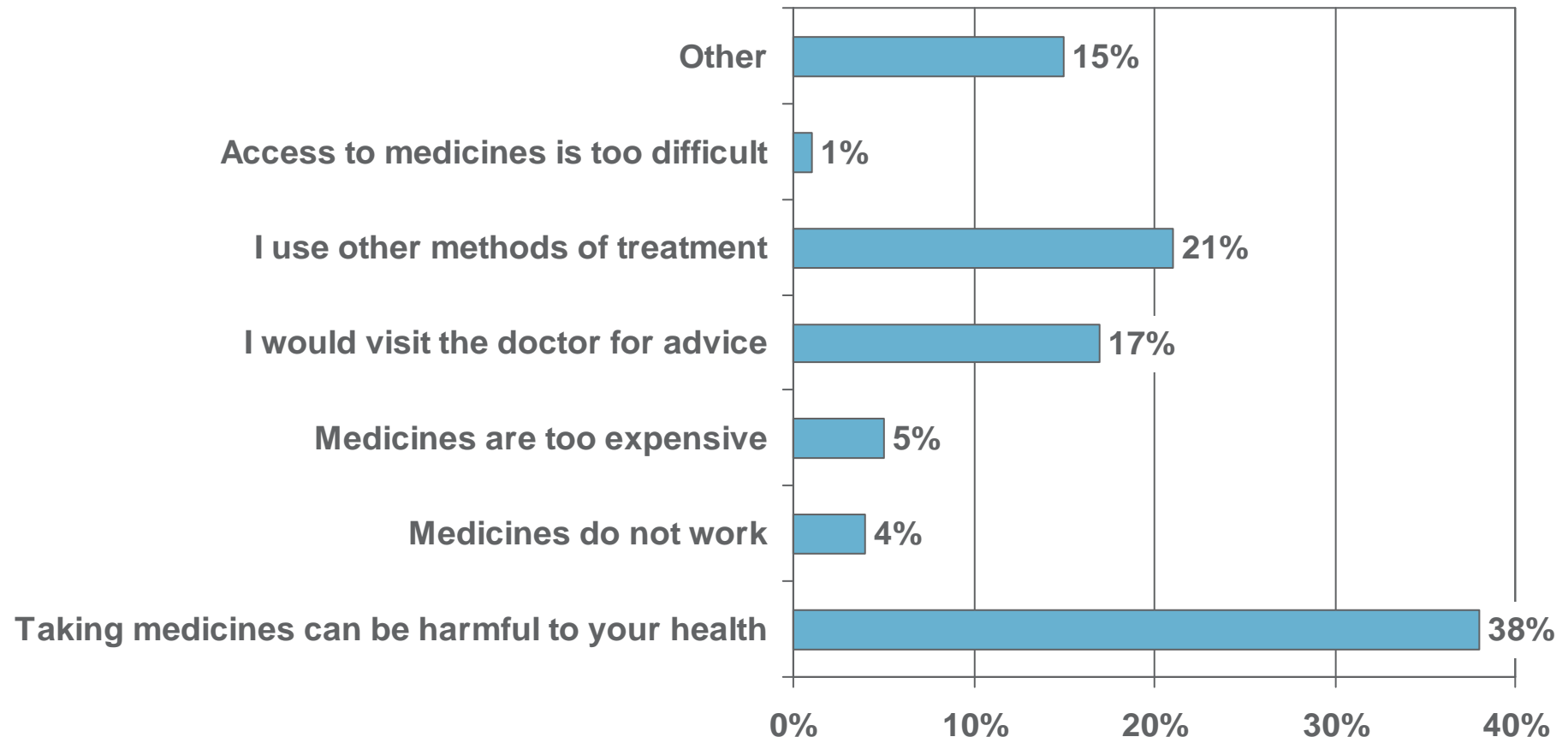
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Canada



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

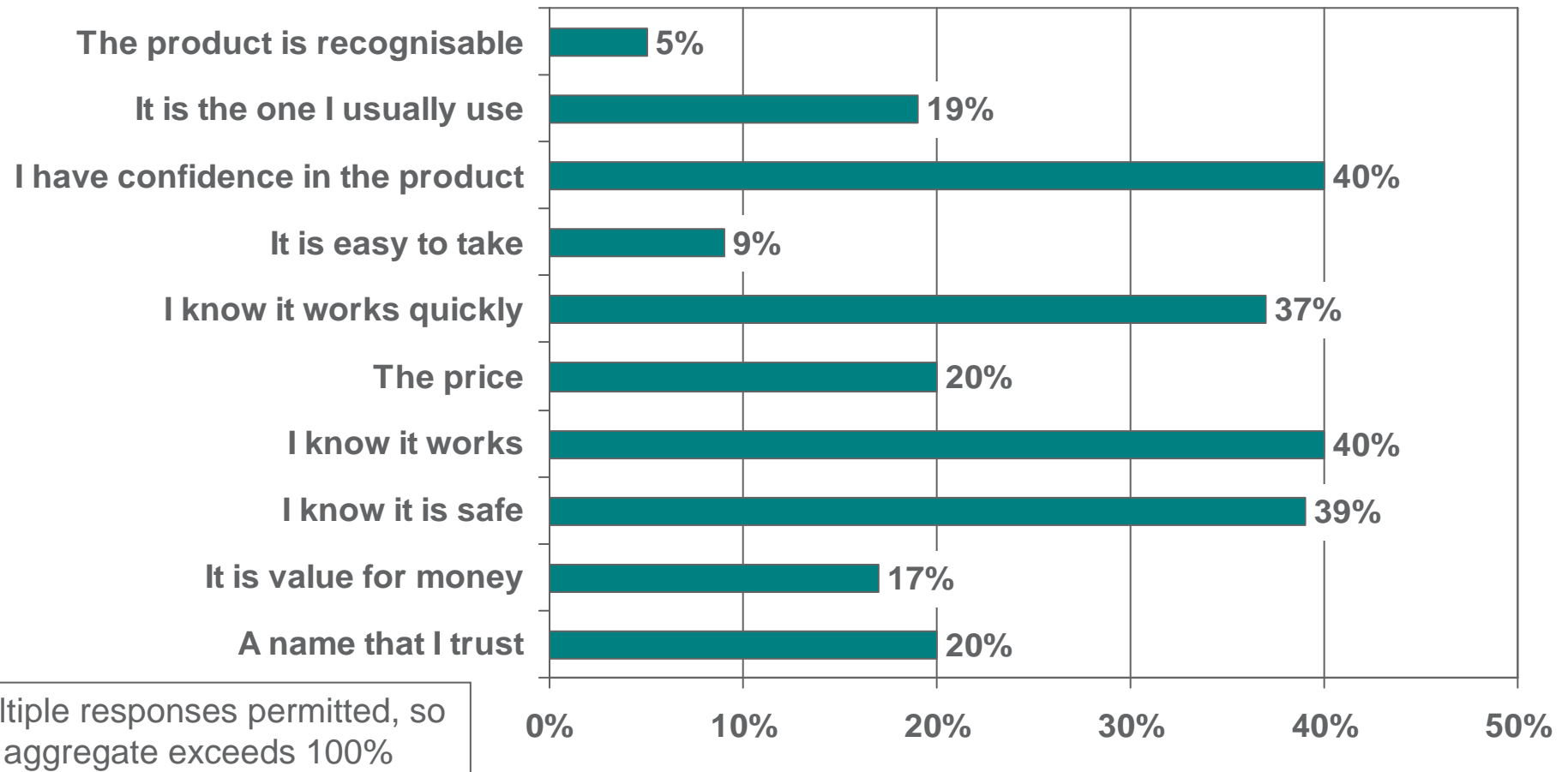
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Canada

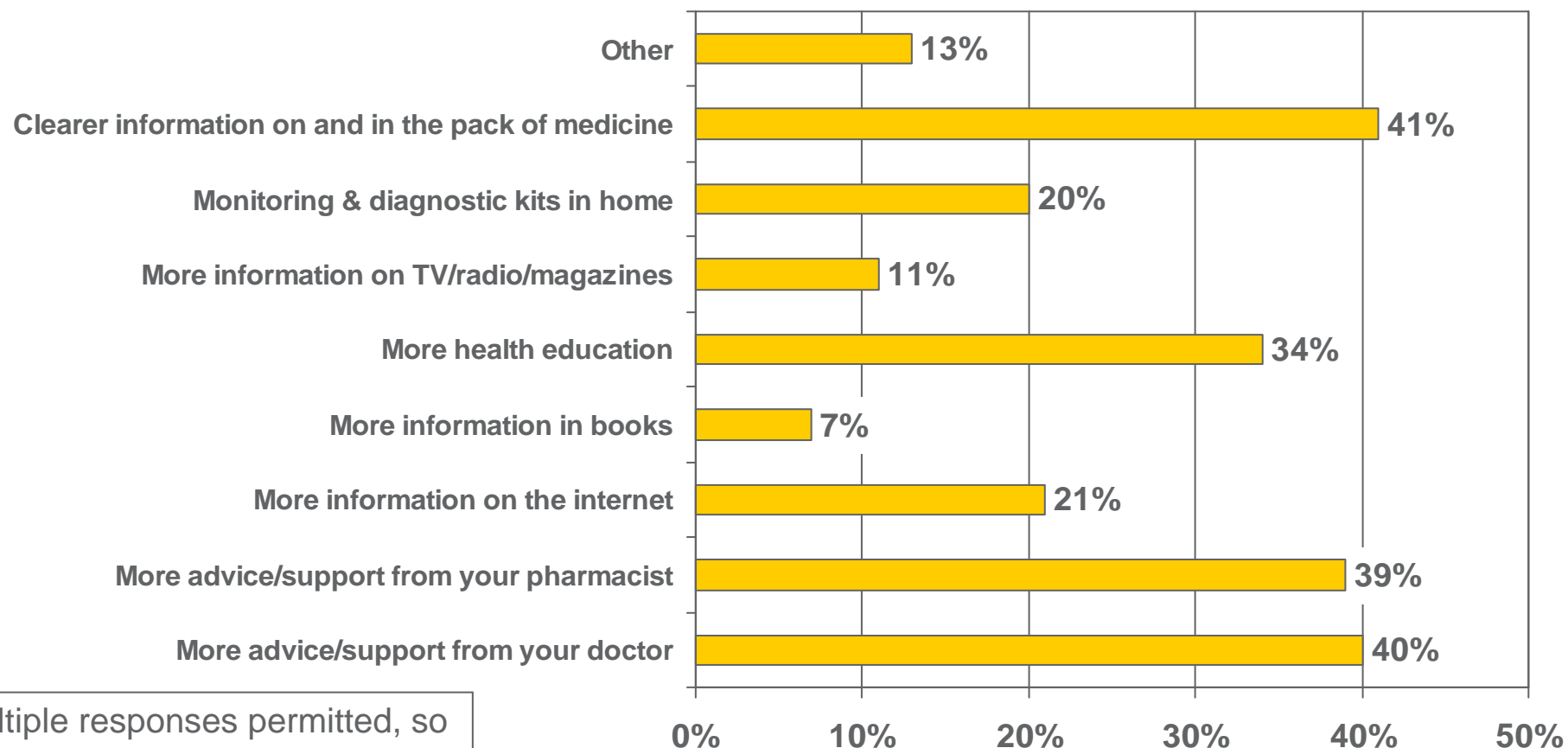


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?



Canada



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

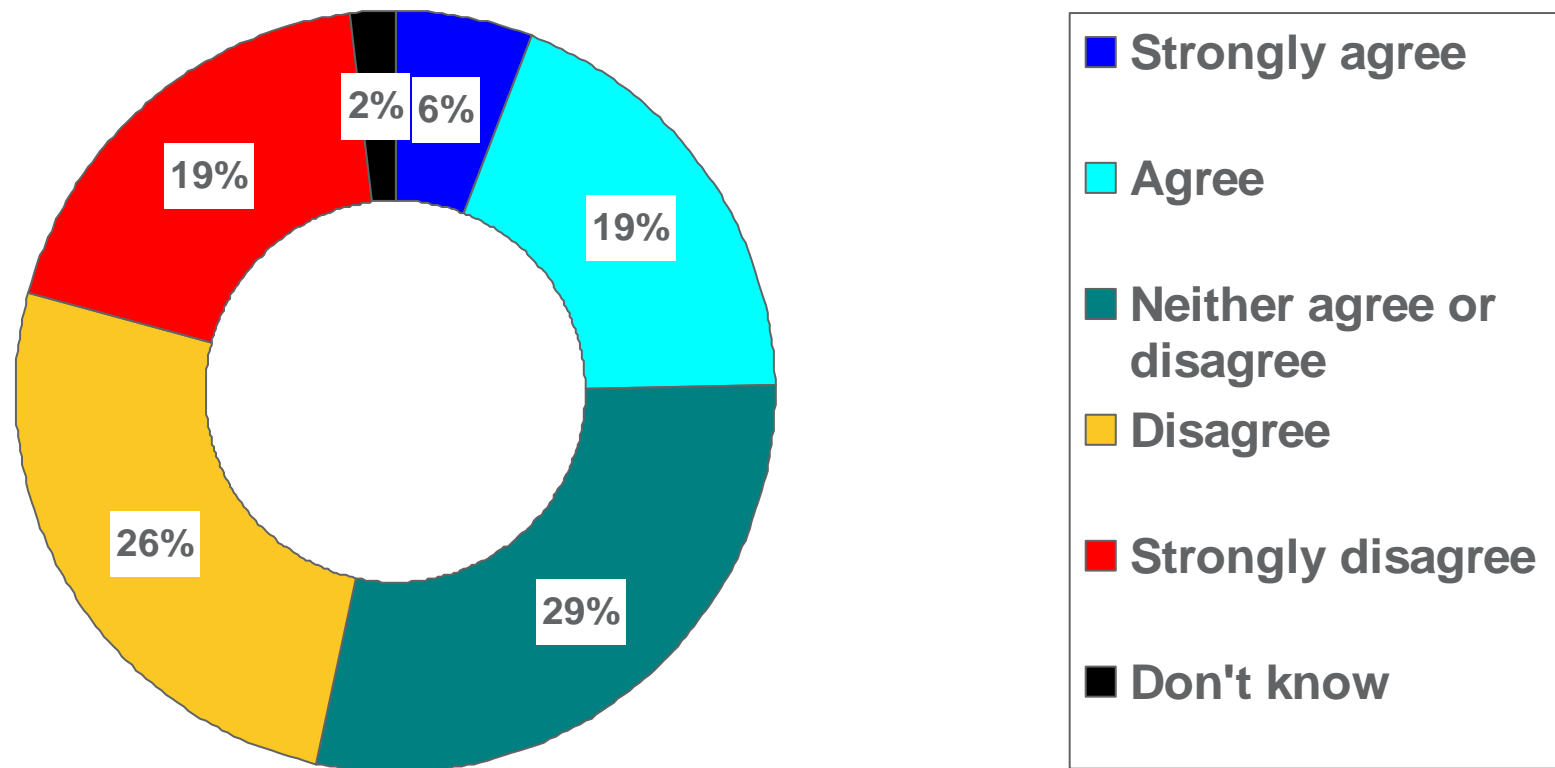
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Canada



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

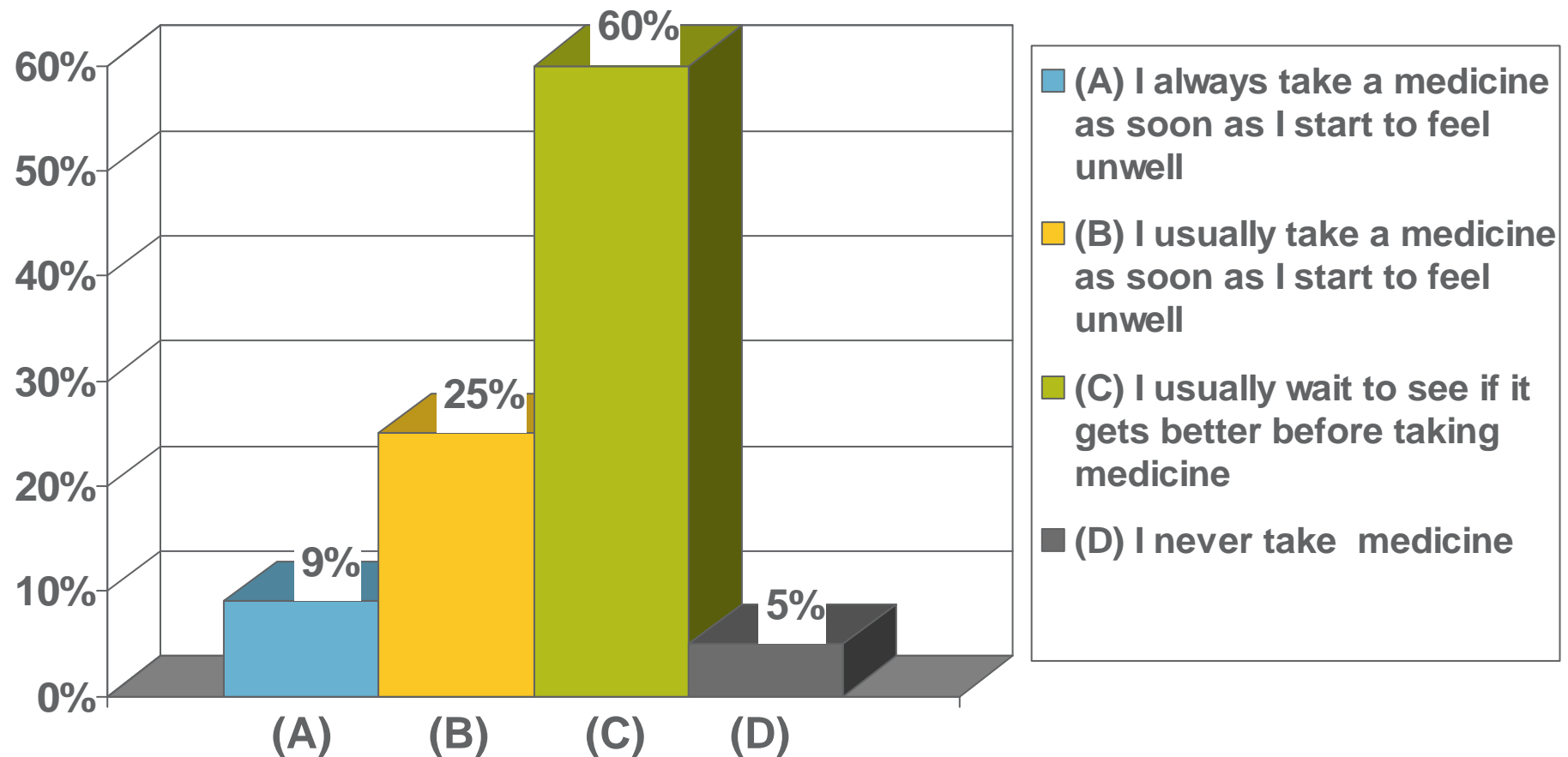
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



United States Of America



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

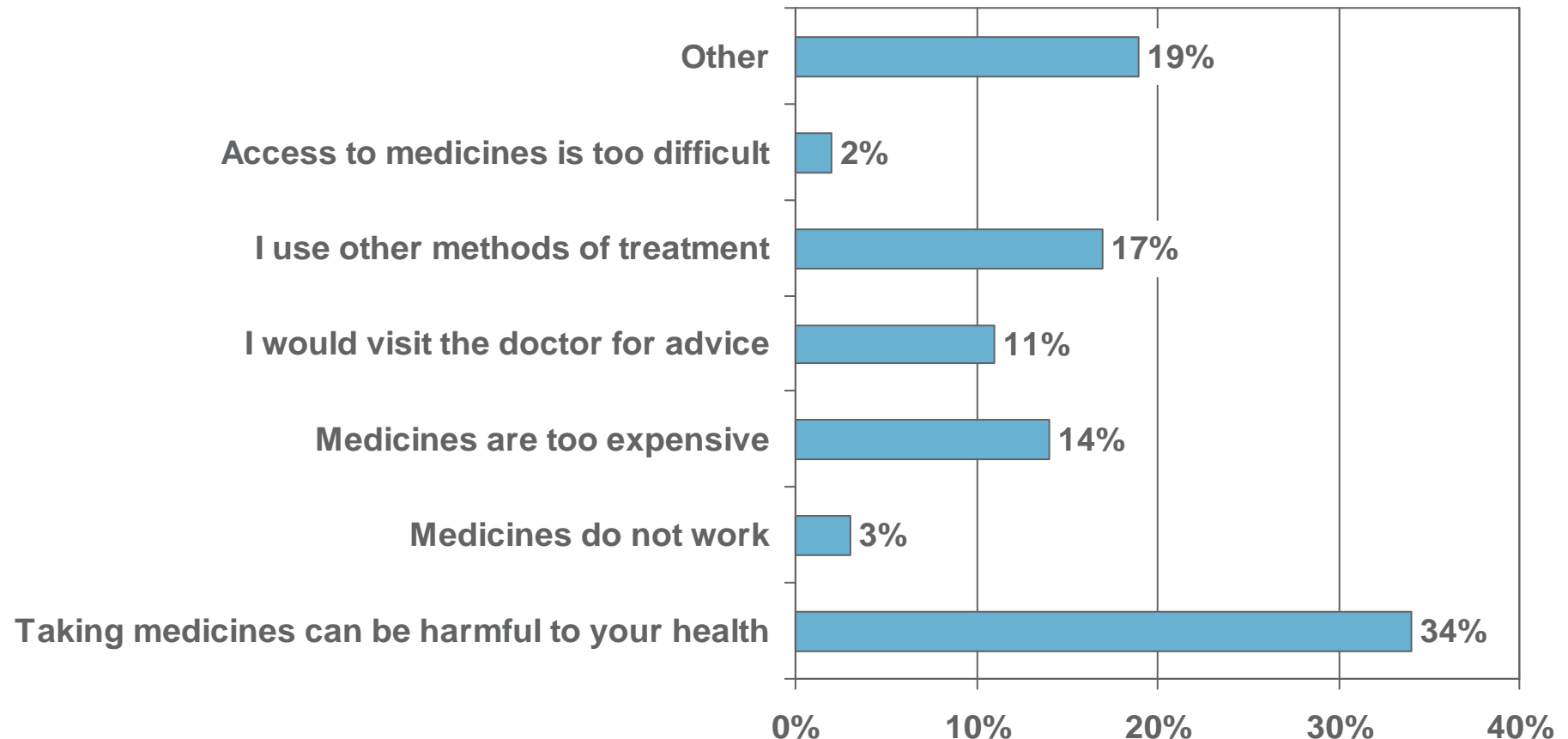
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



United States Of America

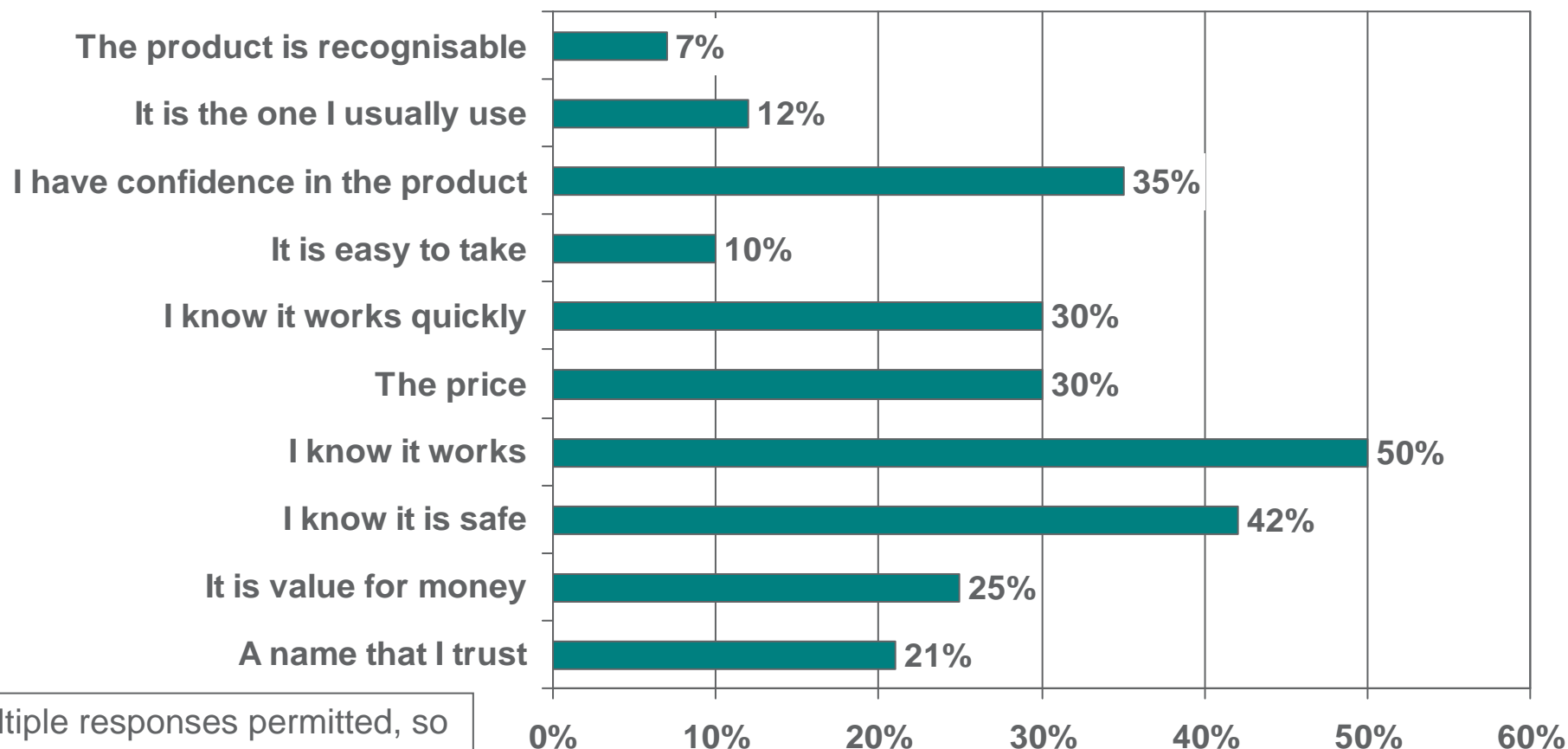


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



United States Of America



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

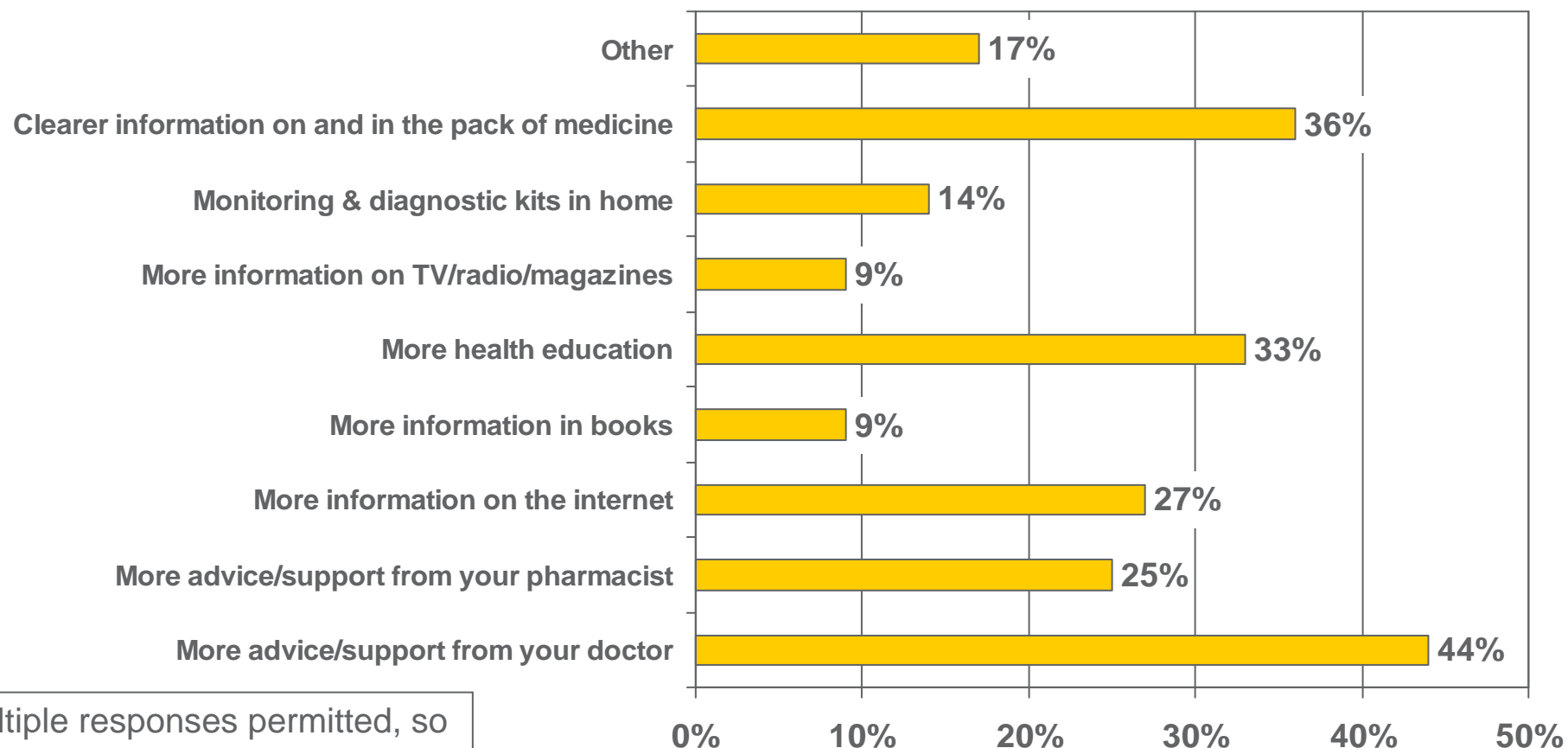
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



United States Of America



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

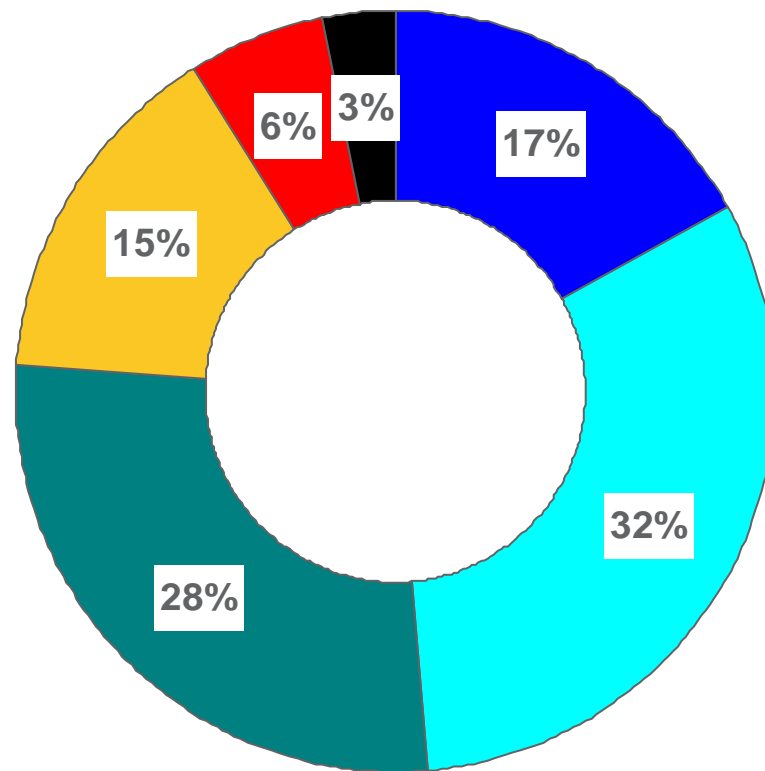
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



United States Of America



- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree
- Don't know

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Latin America:

Mexico

Brazil

Argentina

Chile

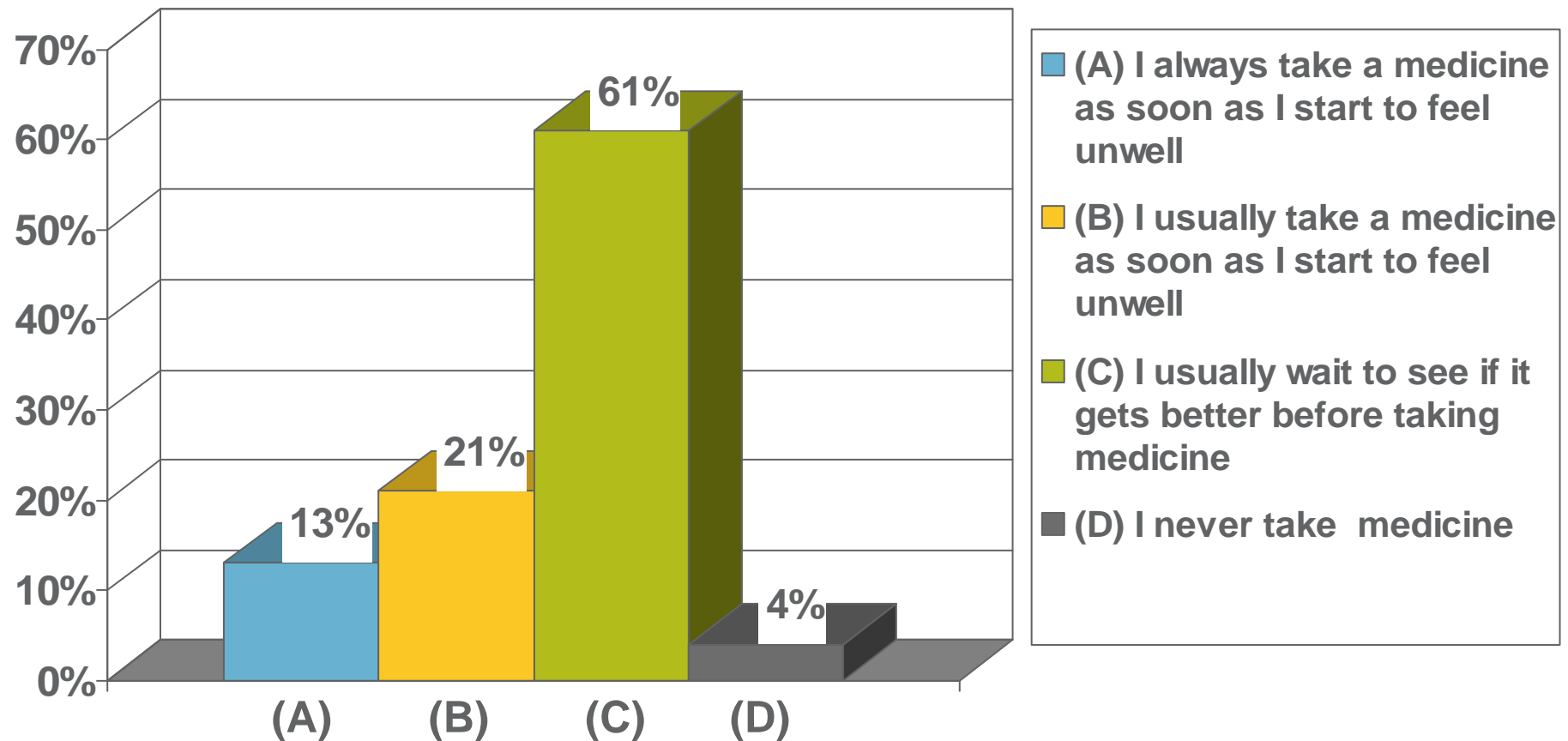
Colombia

Venezuela

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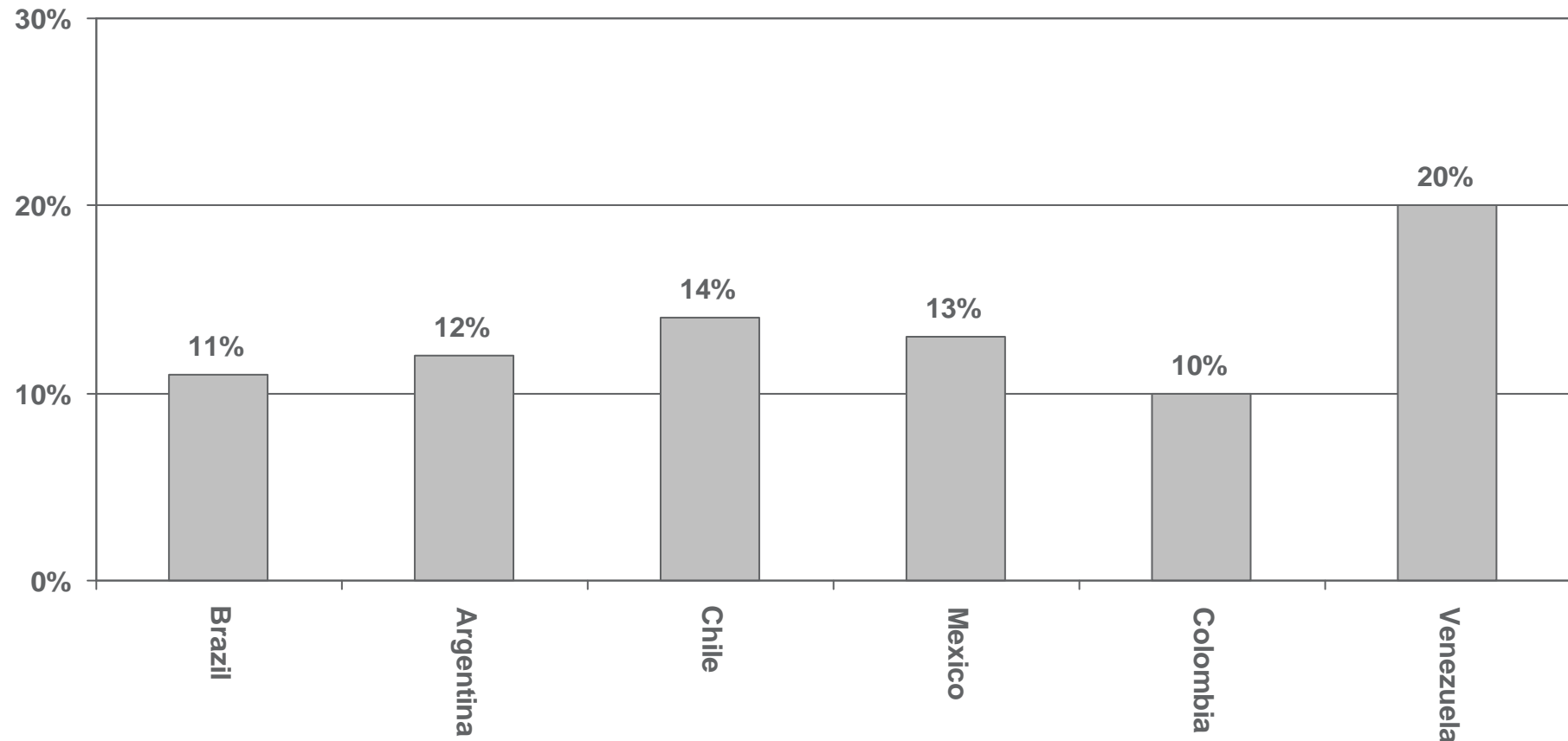
Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?
6 Country Latin America Average



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

Latin America - (A) I always take a medicine as soon as I start to feel unwell



% of respondents choosing this option – only one option permitted

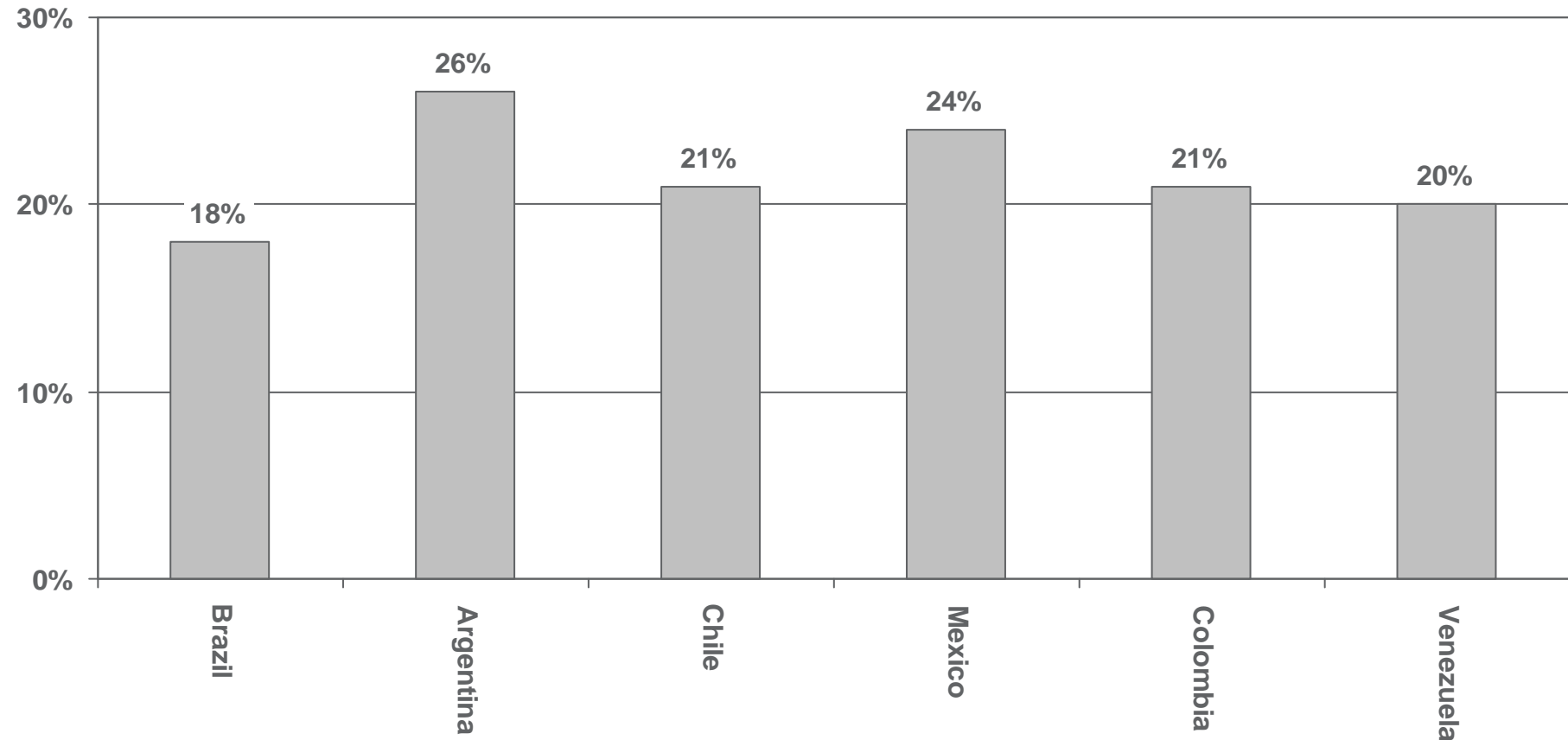
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

Latin America - (B) I usually take a medicine as soon as I start to feel unwell



% of respondents choosing this option – only one option permitted

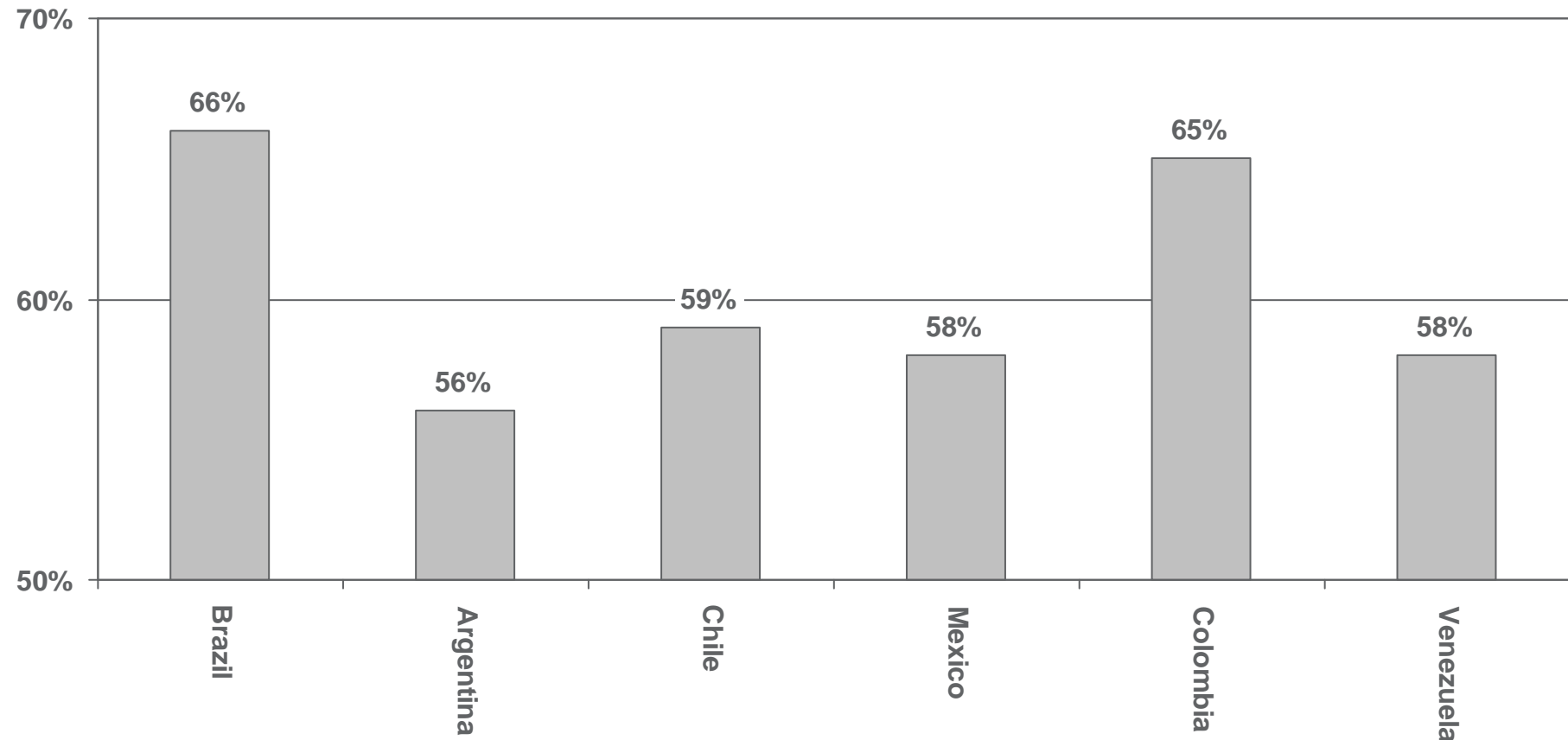
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

Latin America - (C) I usually wait and see if it gets better before taking medicine



% of respondents choosing this option – only one option permitted

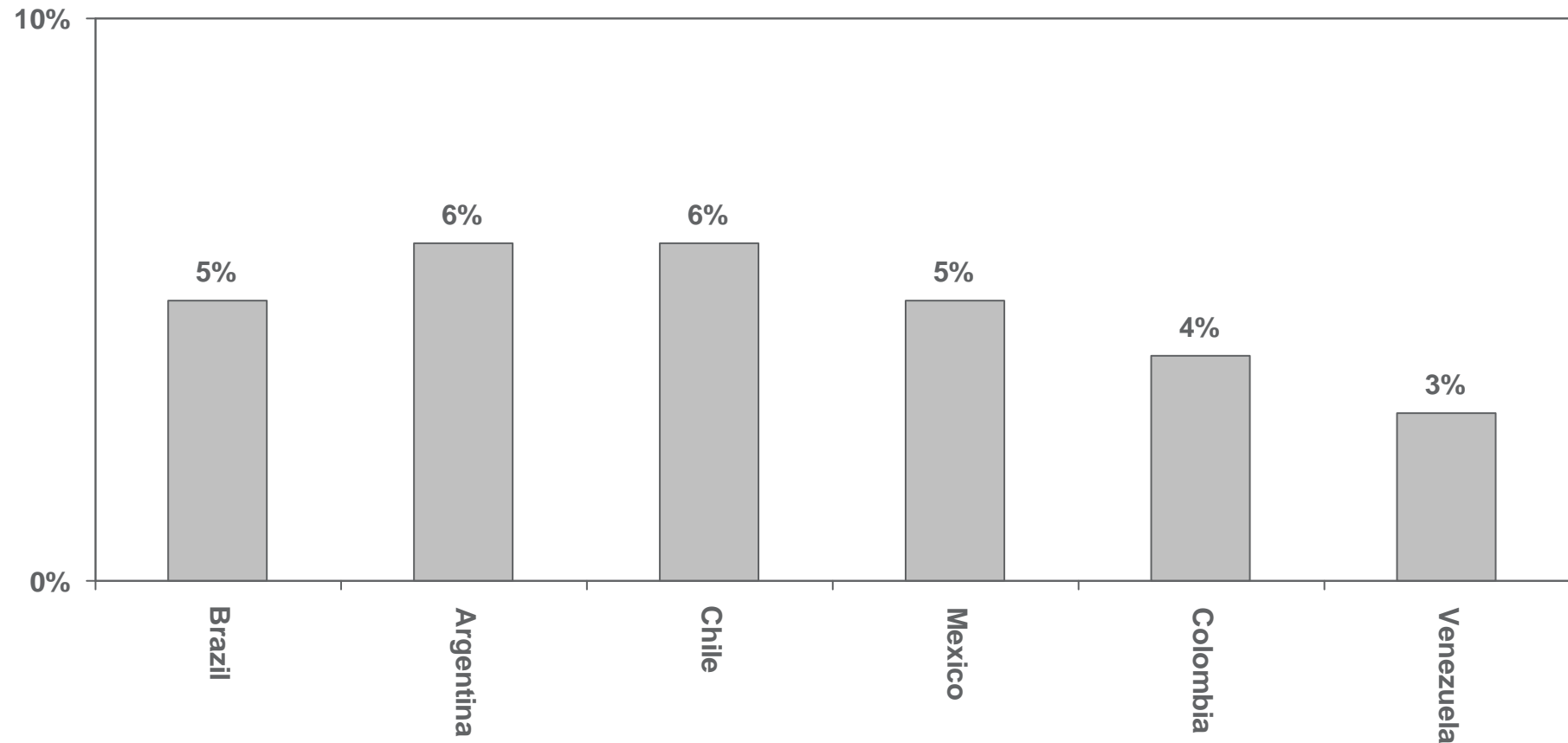
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

Latin America - (D) I never take medicines



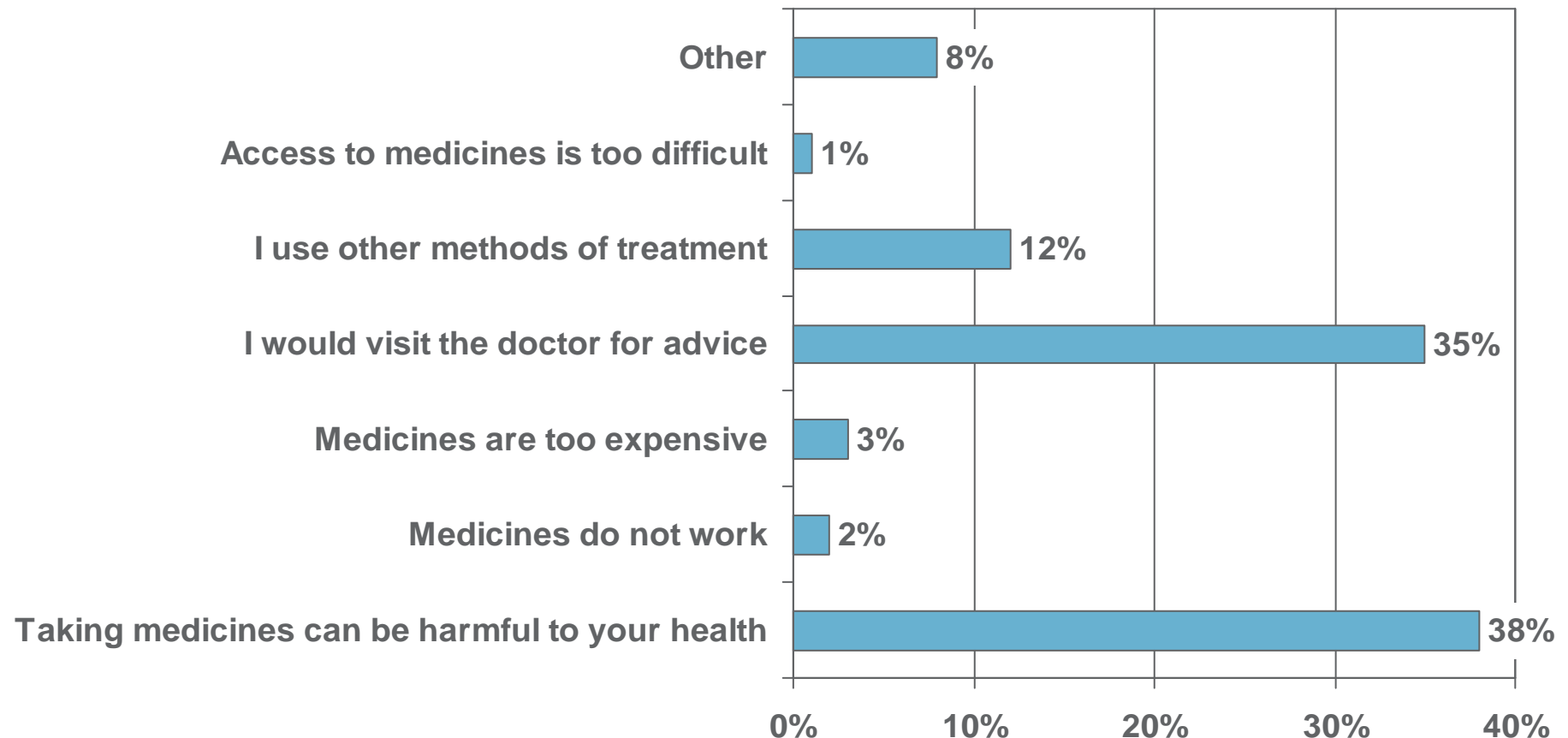
% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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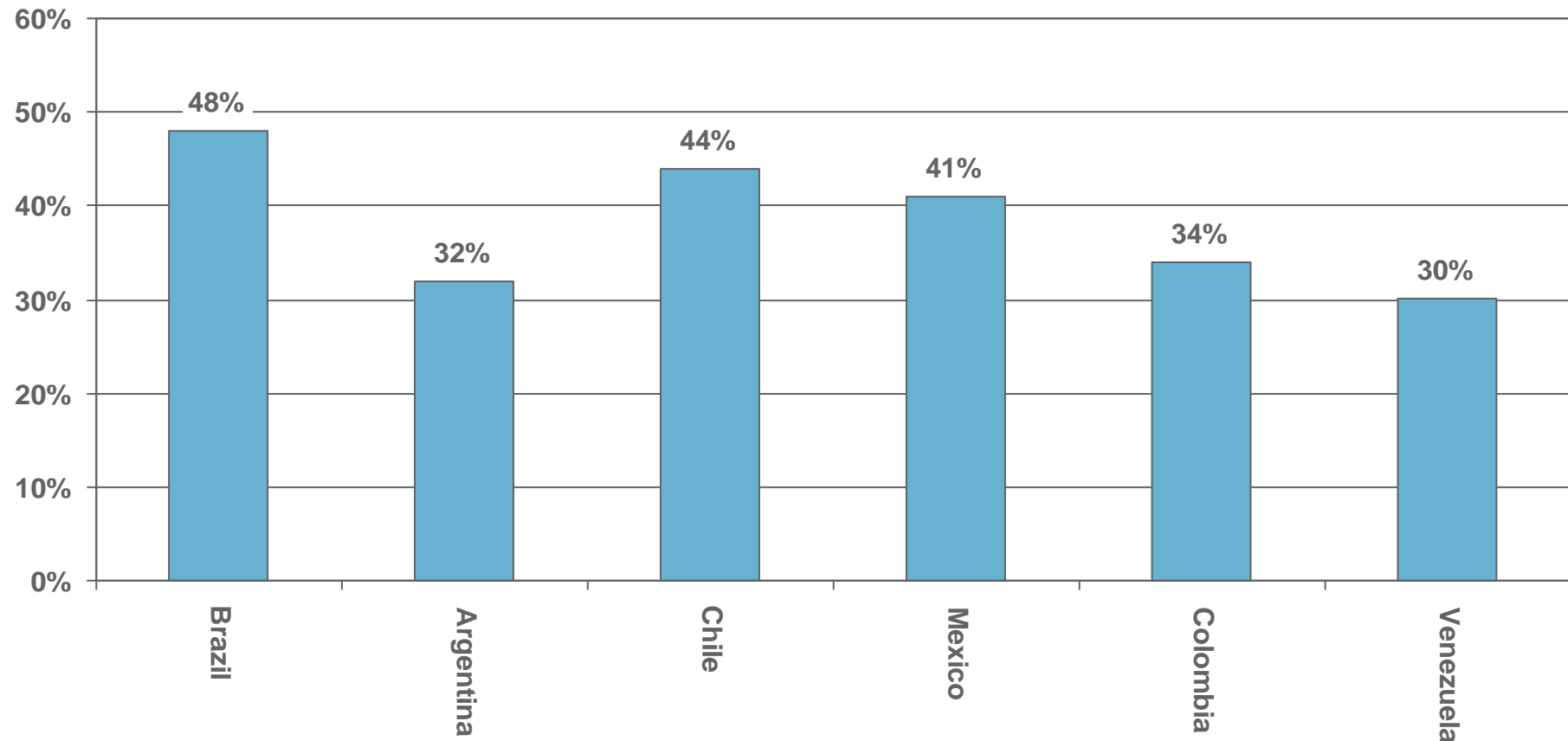
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
6 Country Latin America Average



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

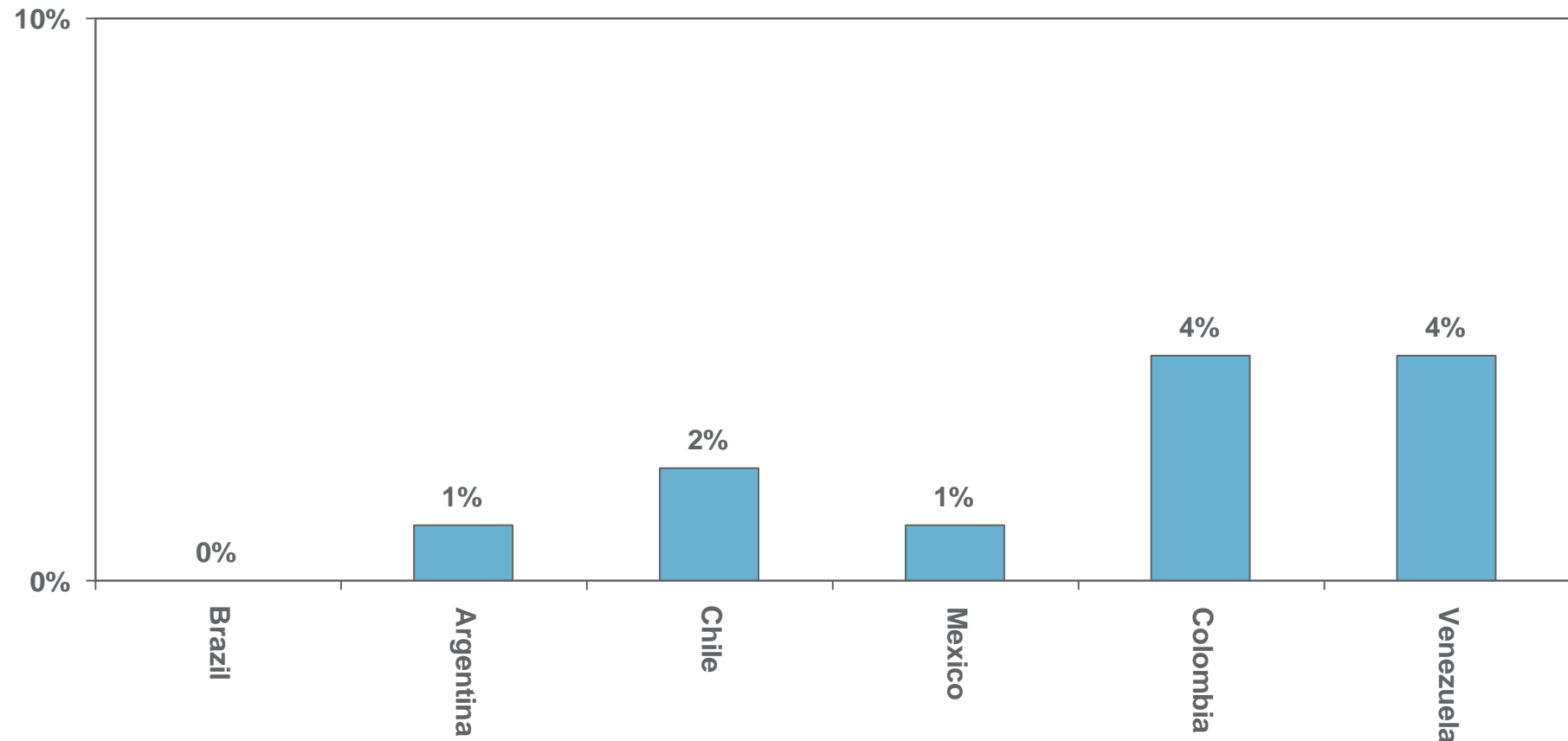
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
Latin America – Taking medicines can be harmful to your health



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

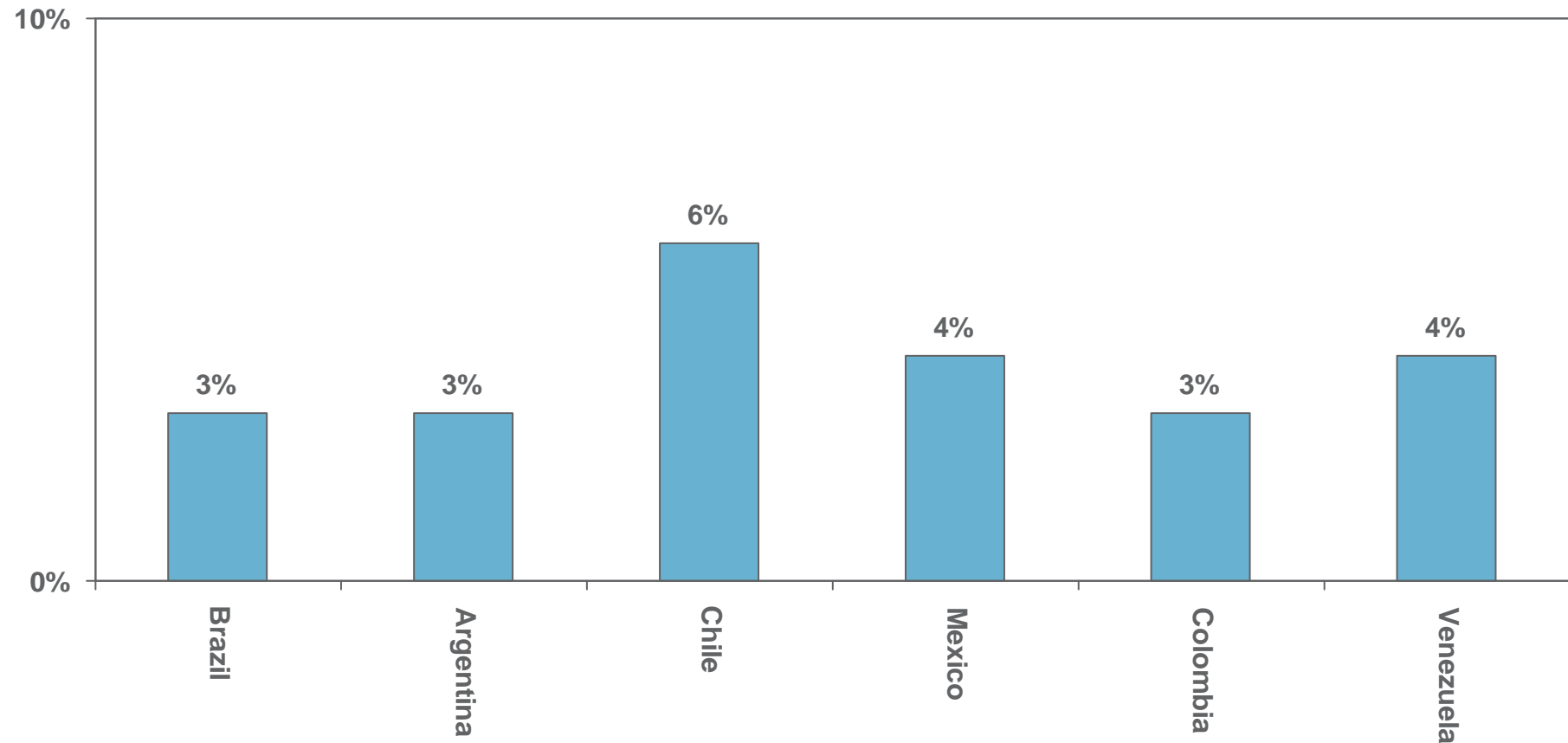
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
Latin America – Medicines do not work



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

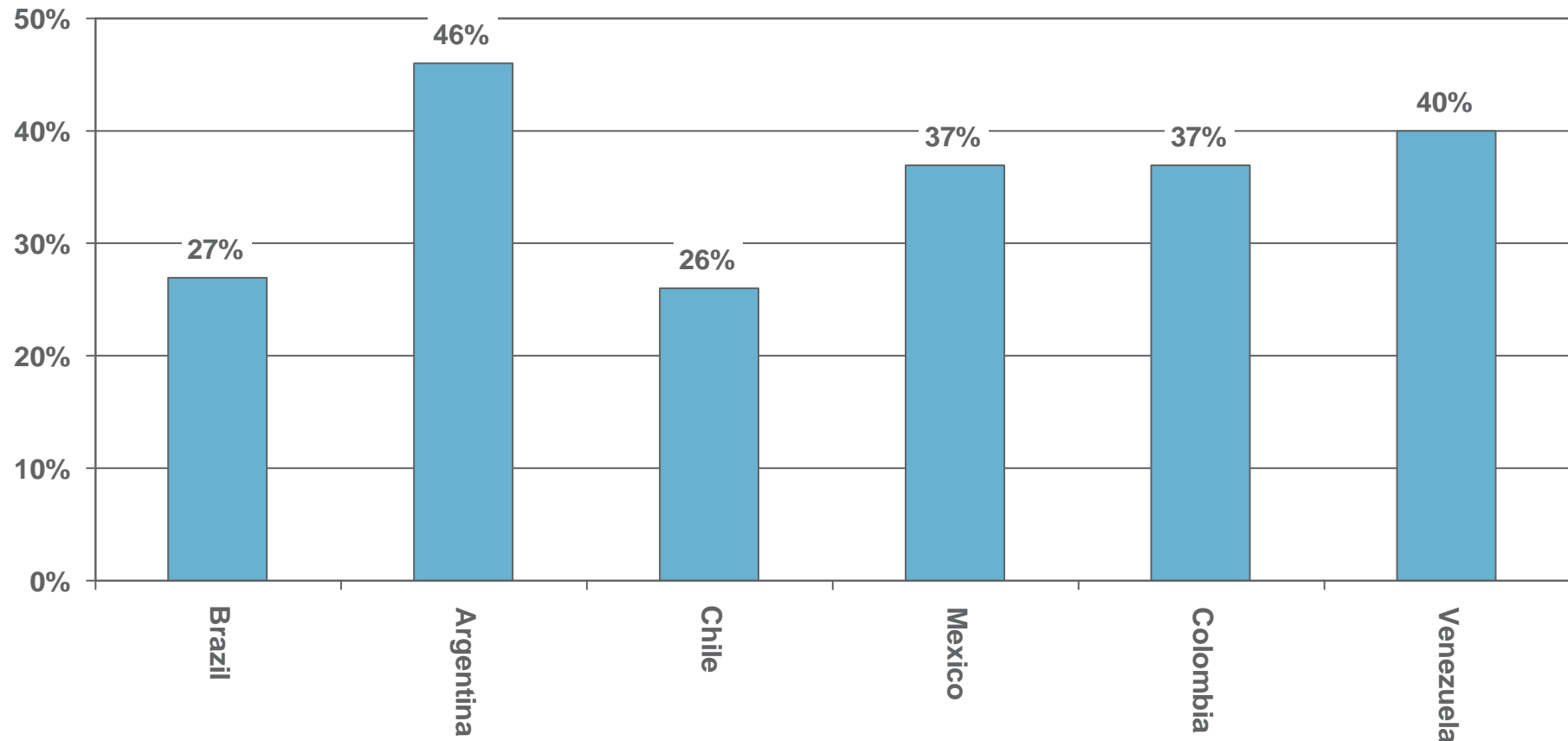
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
Latin America – Medicines are too expensive



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

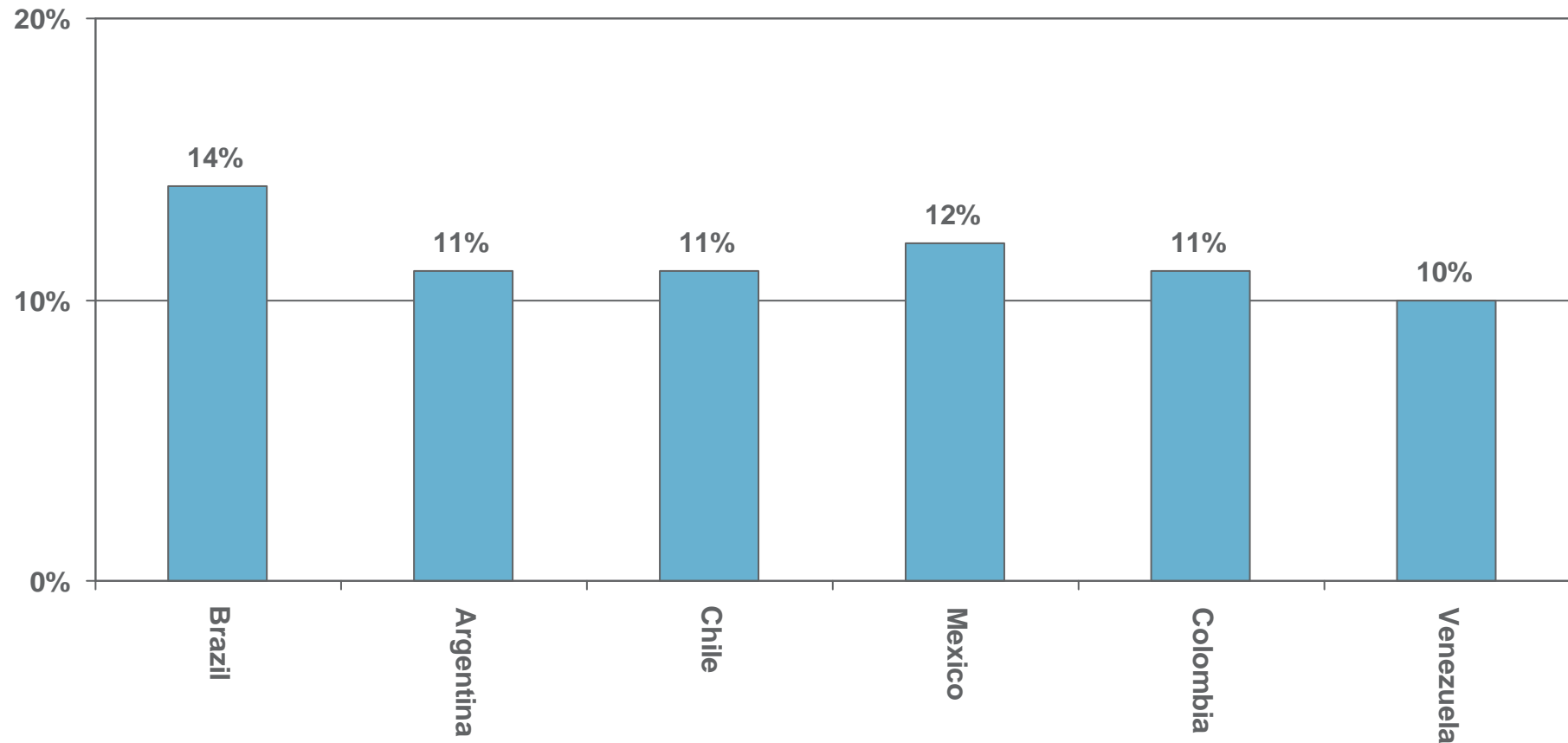
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
Latin America – I would visit the doctor for advice



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

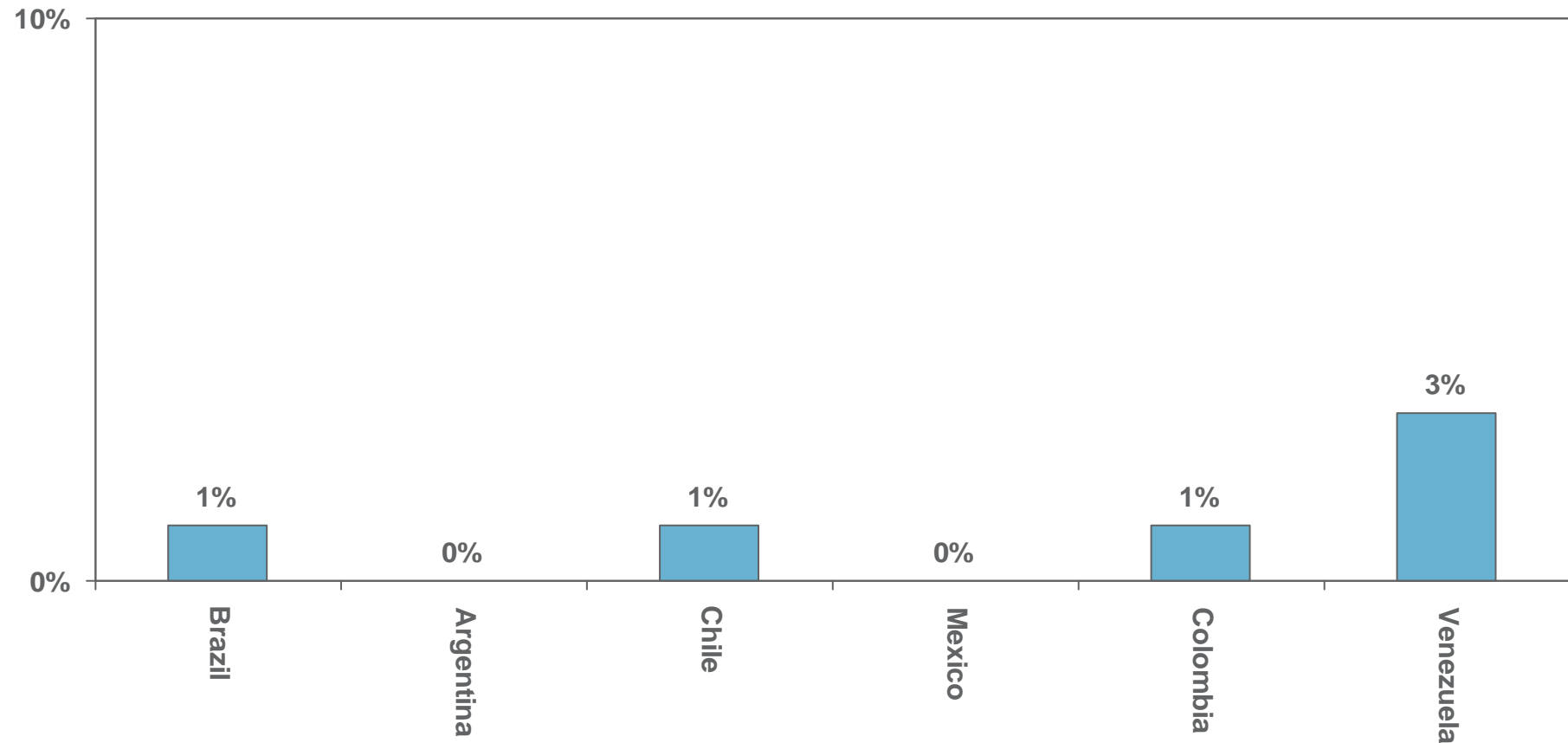
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
North America – I would use other methods of treatment



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
Latin America – Access to medicines is too difficult

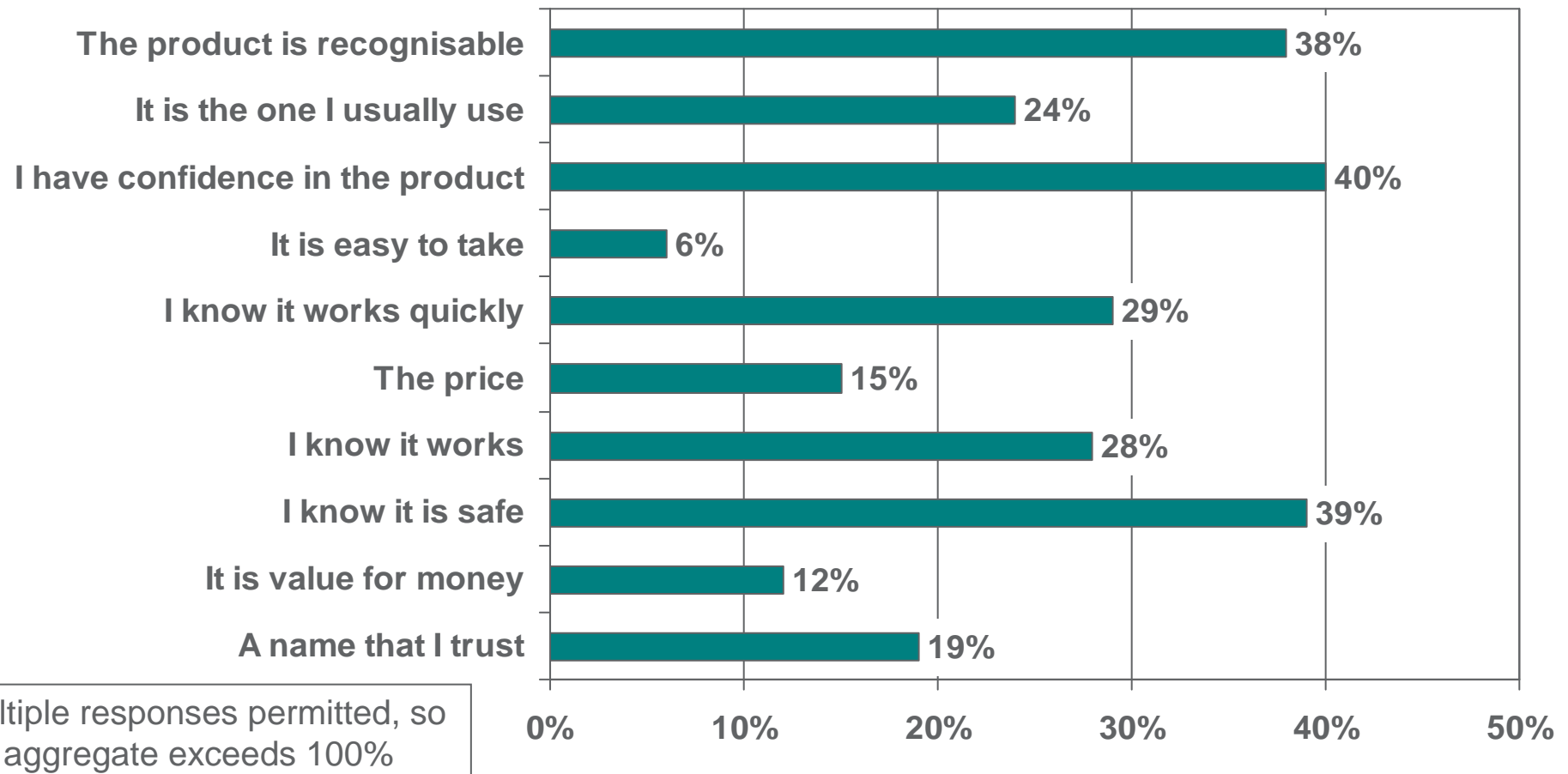


% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?

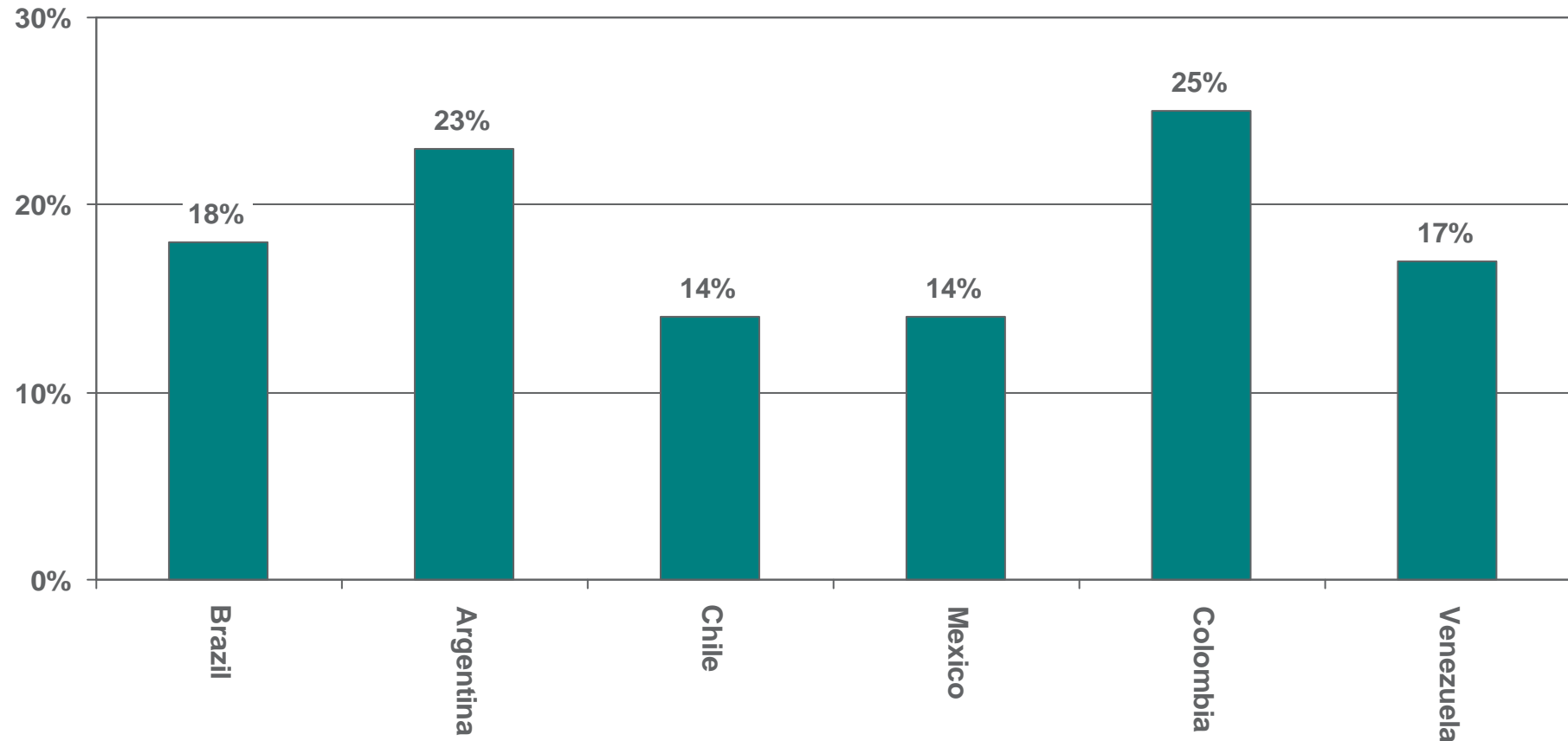
6 Country Latin America Average



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q3. When choosing a non-prescription medicine, what factors are important to you?

Latin America – A name that I trust



% of respondents choosing this option – more than one option could be chosen

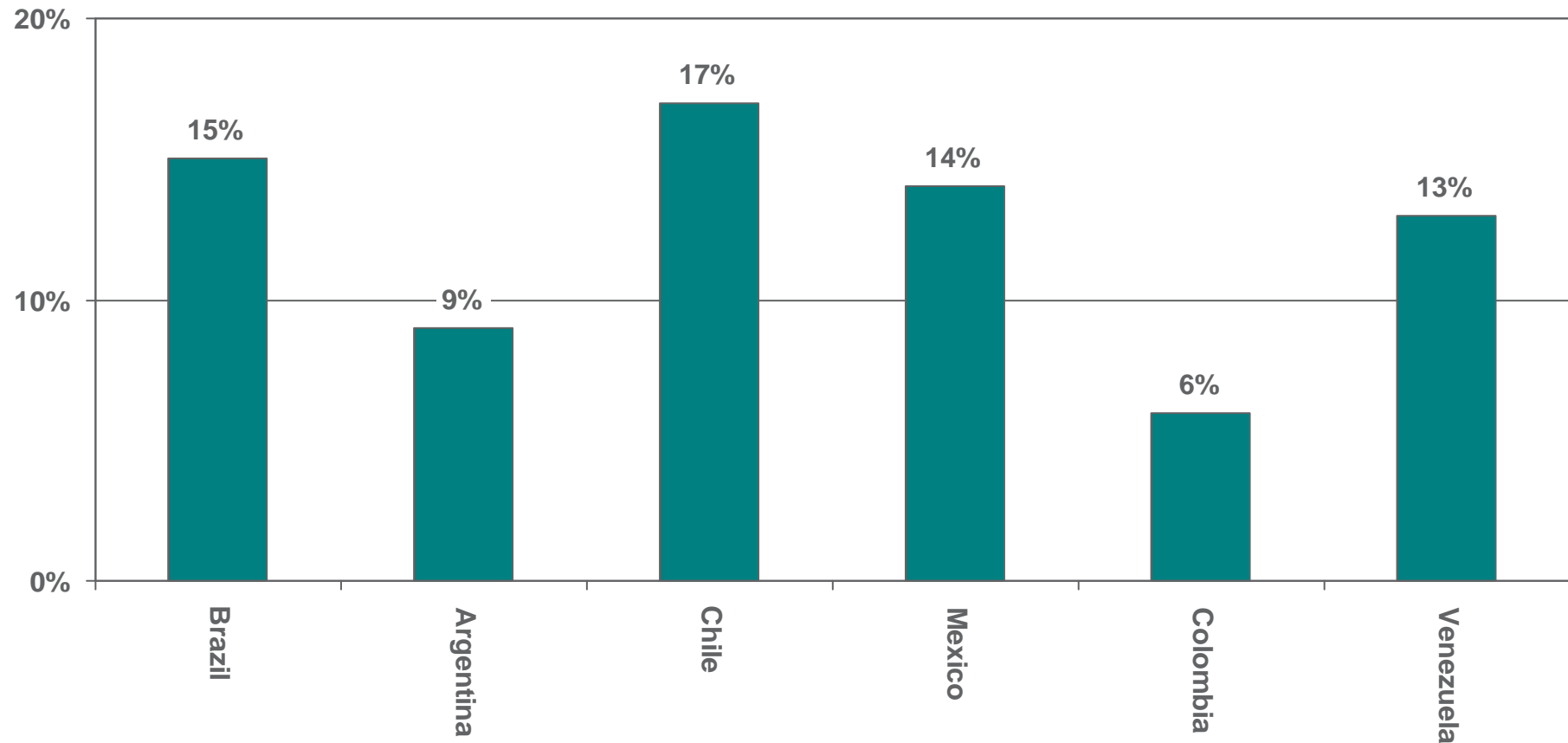
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Q3. When choosing a non-prescription medicine, what factors are important to you?

Latin America – It is value for money



% of respondents choosing this option – more than one option could be chosen

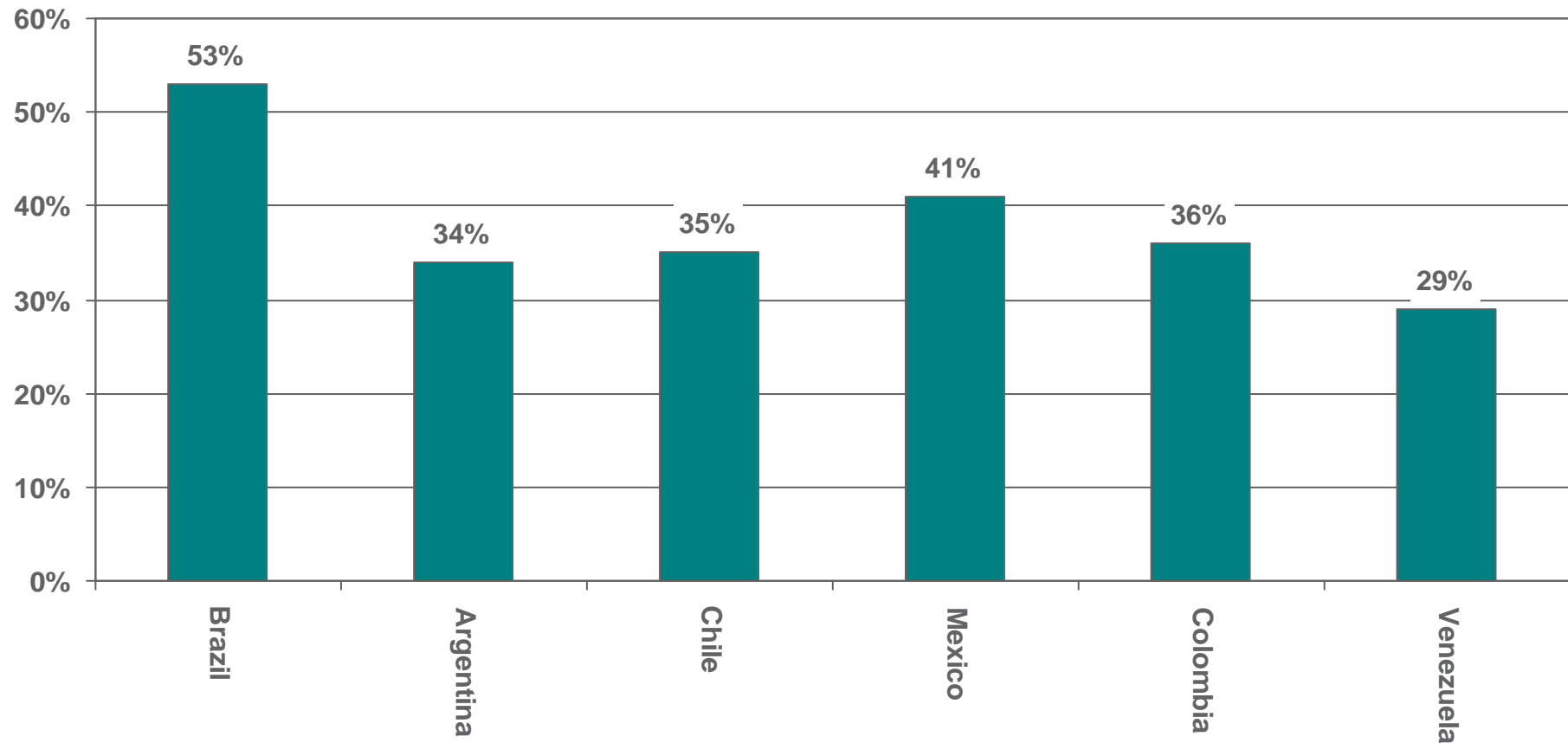
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Latin America – I know it is safe



% of respondents choosing this option – more than one option could be chosen

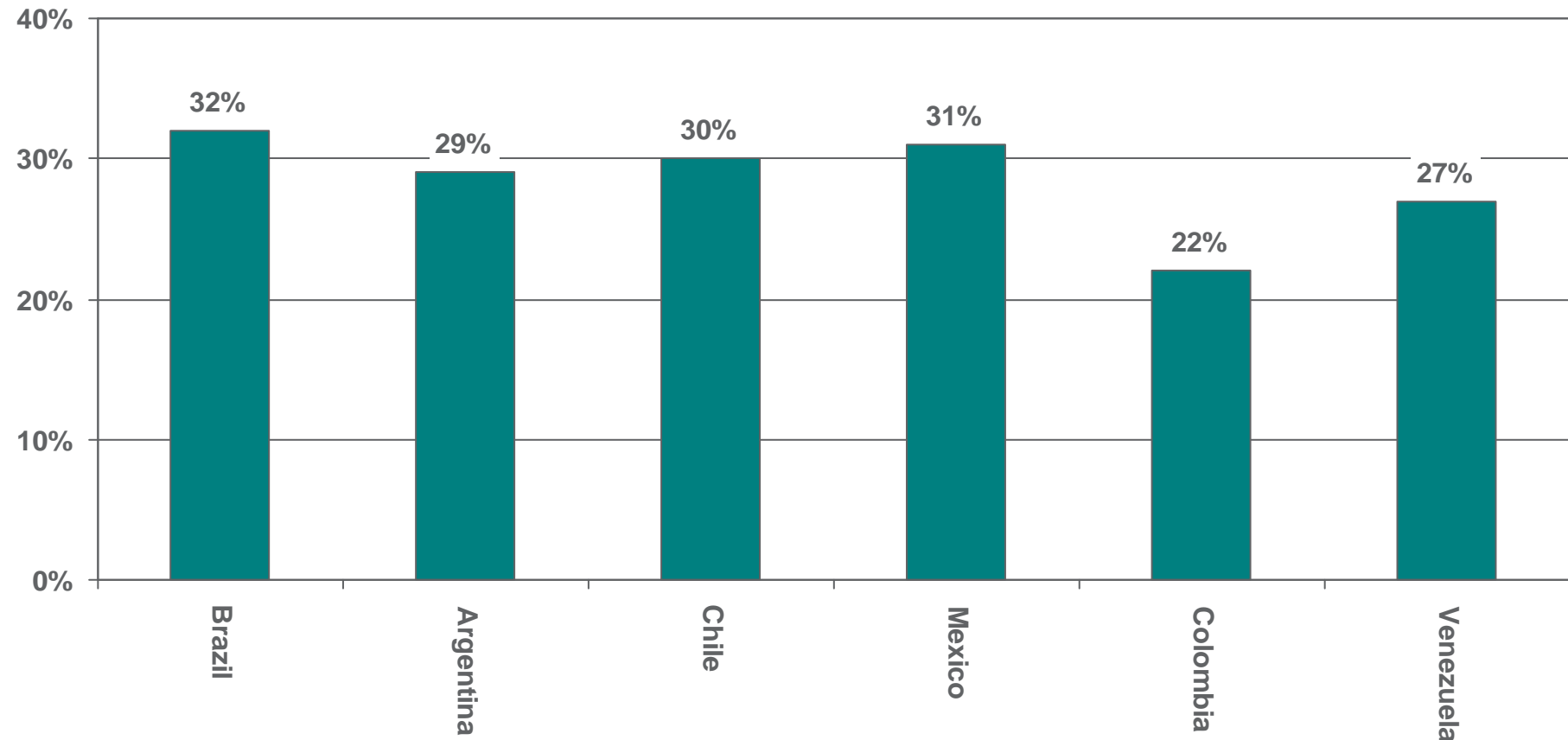
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Latin America – I know it works



% of respondents choosing this option – more than one option could be chosen

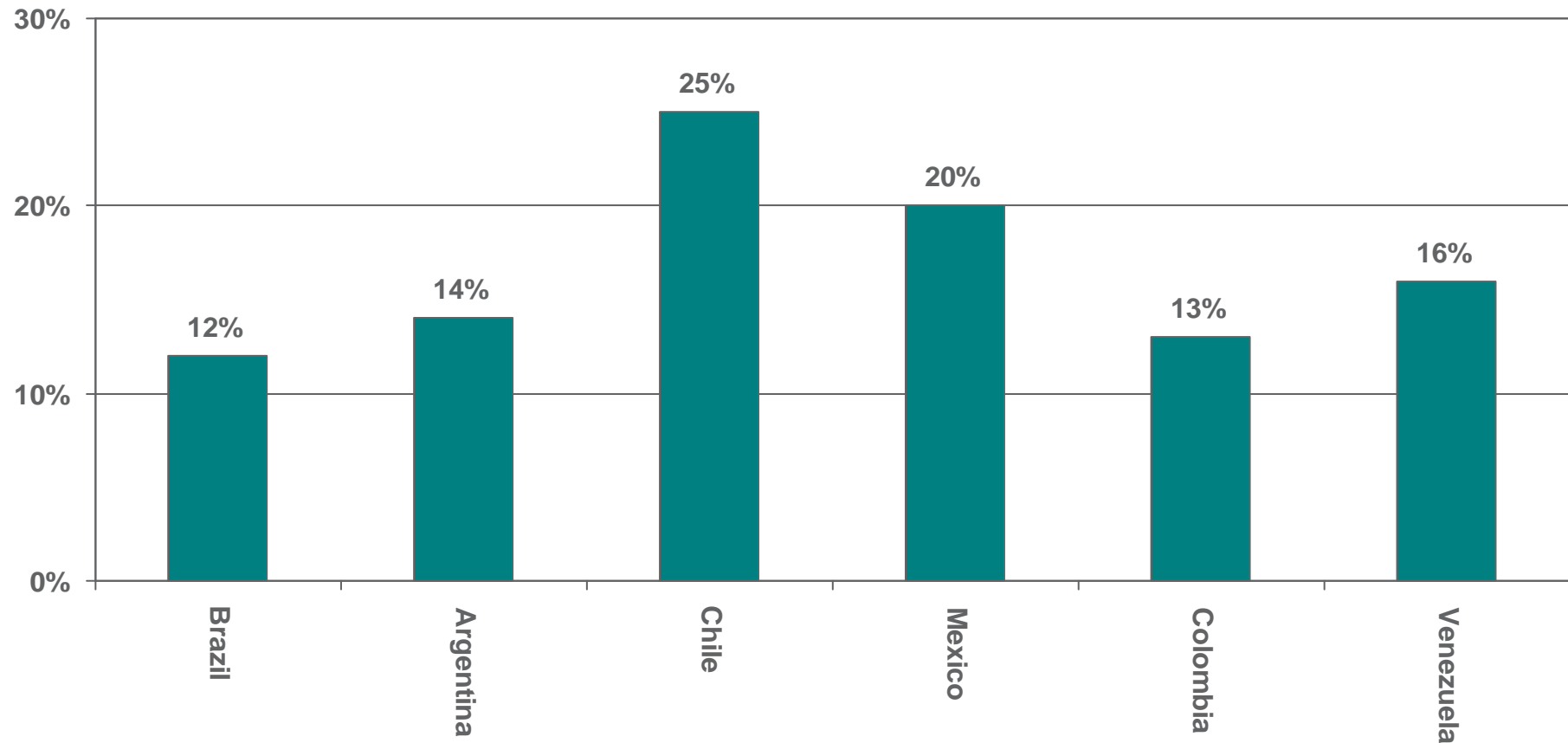
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Latin America – The price



% of respondents choosing this option – more than one option could be chosen

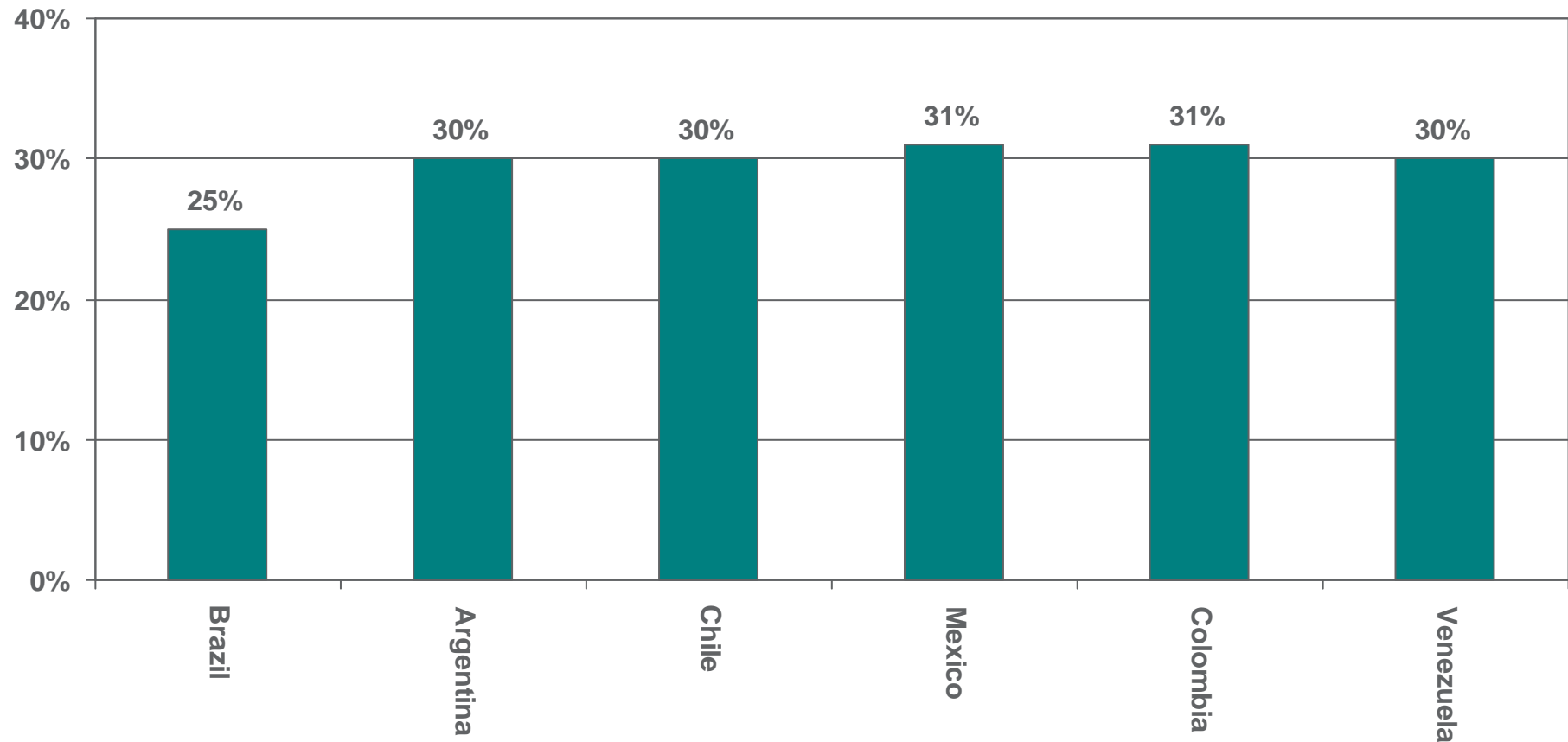
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Latin America – I know it works quickly



% of respondents choosing this option – more than one option could be chosen

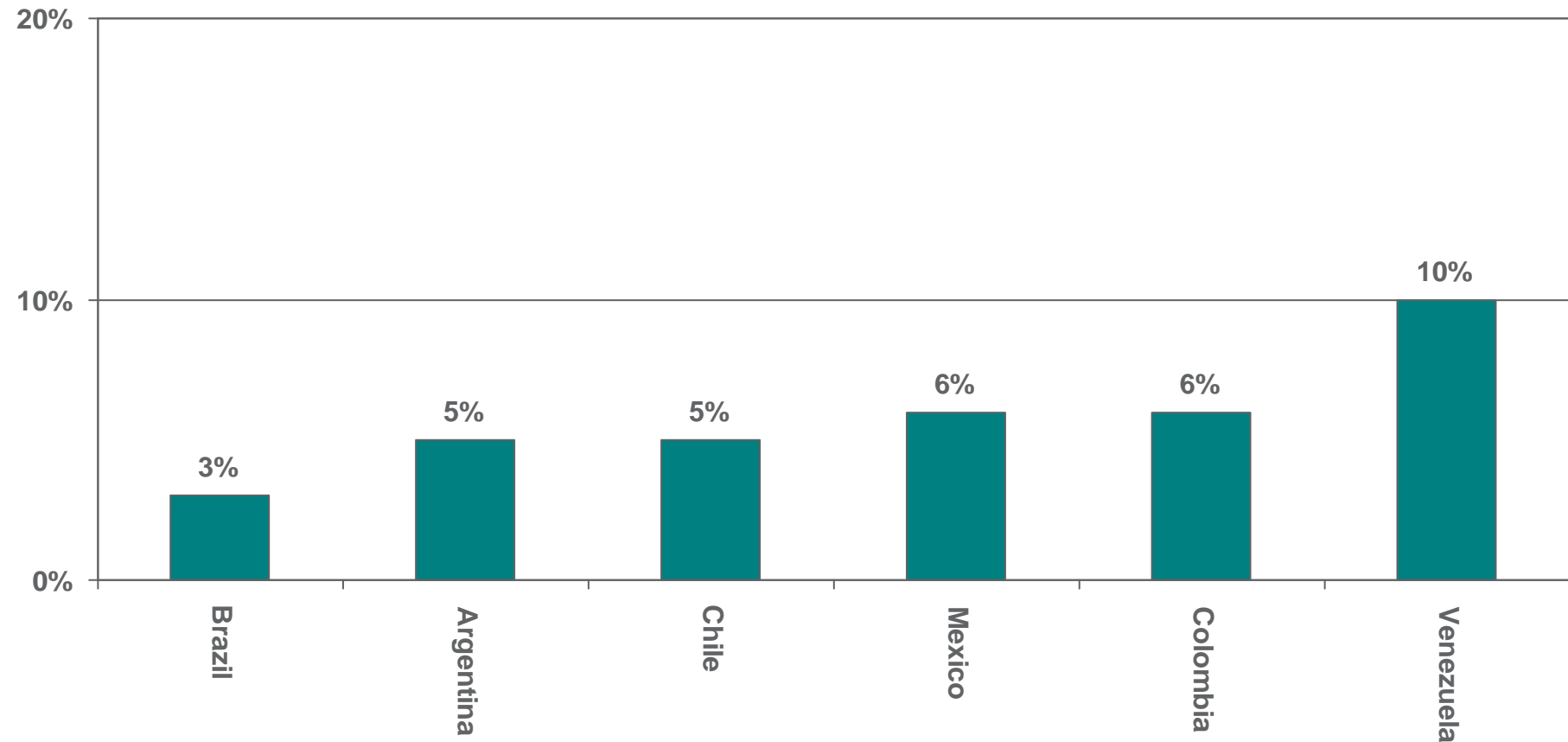
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Latin America – It is easy to take



% of respondents choosing this option – more than one option could be chosen

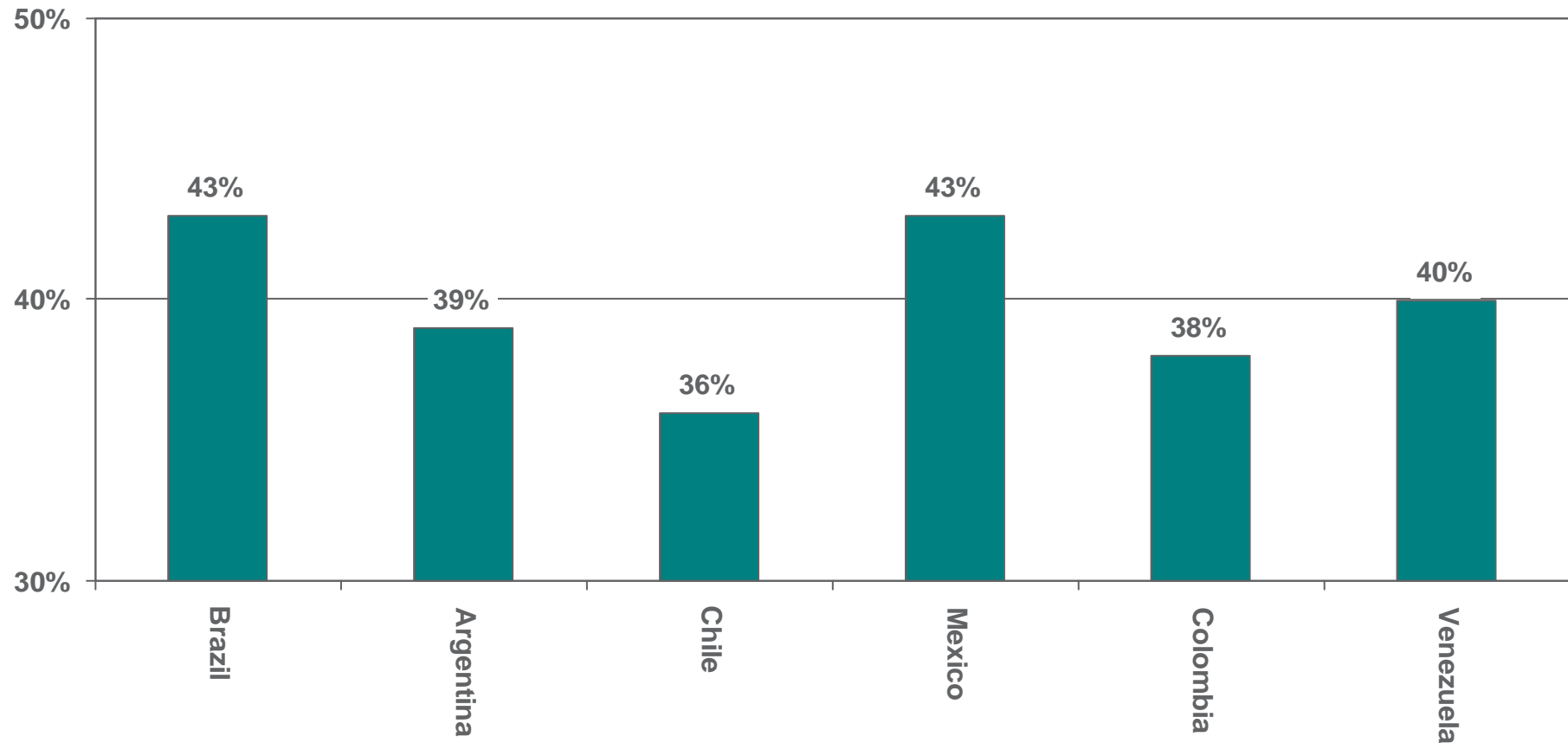
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Latin America – I have confidence in the product



% of respondents choosing this option – more than one option could be chosen

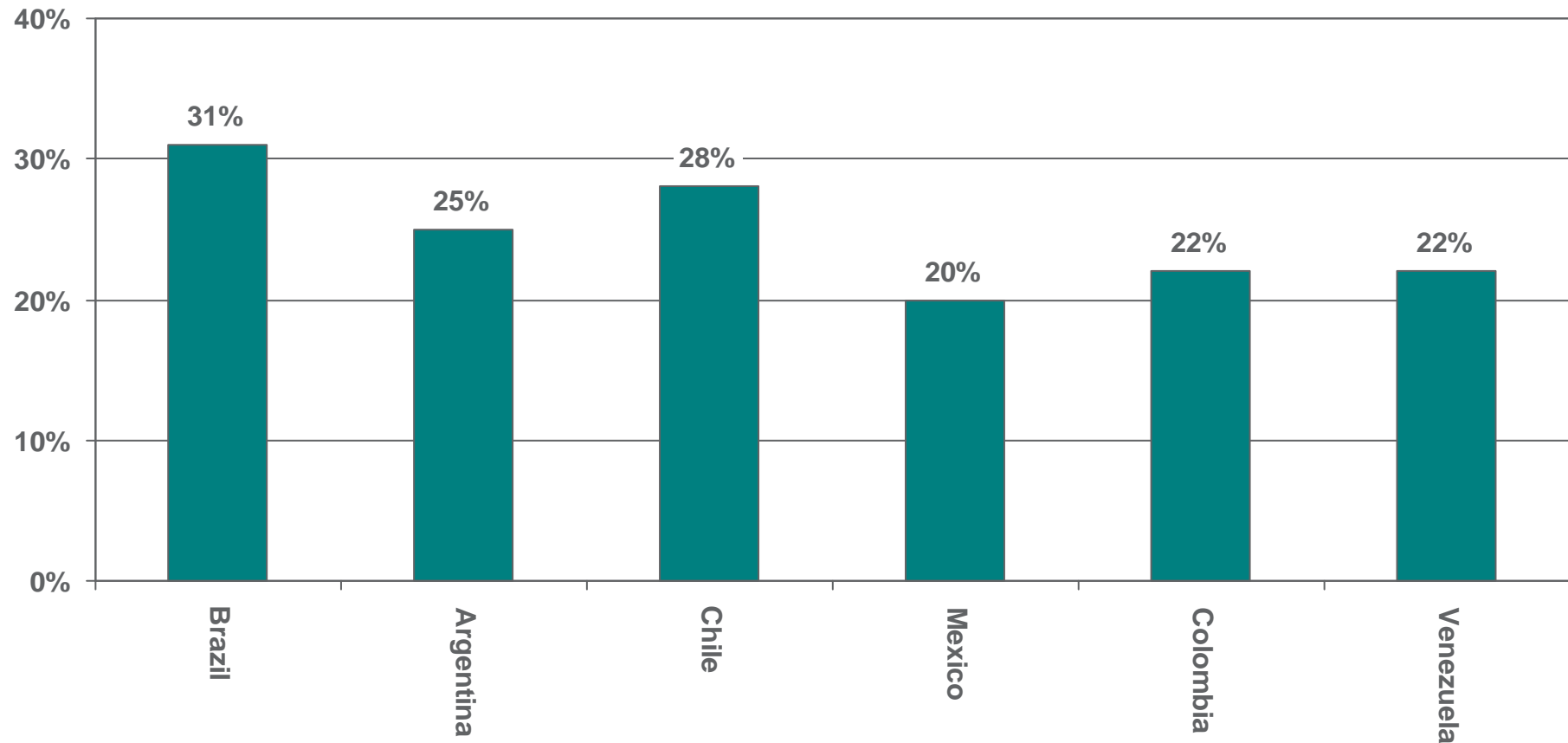
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Latin America – It is the one I usually use



% of respondents choosing this option – more than one option could be chosen

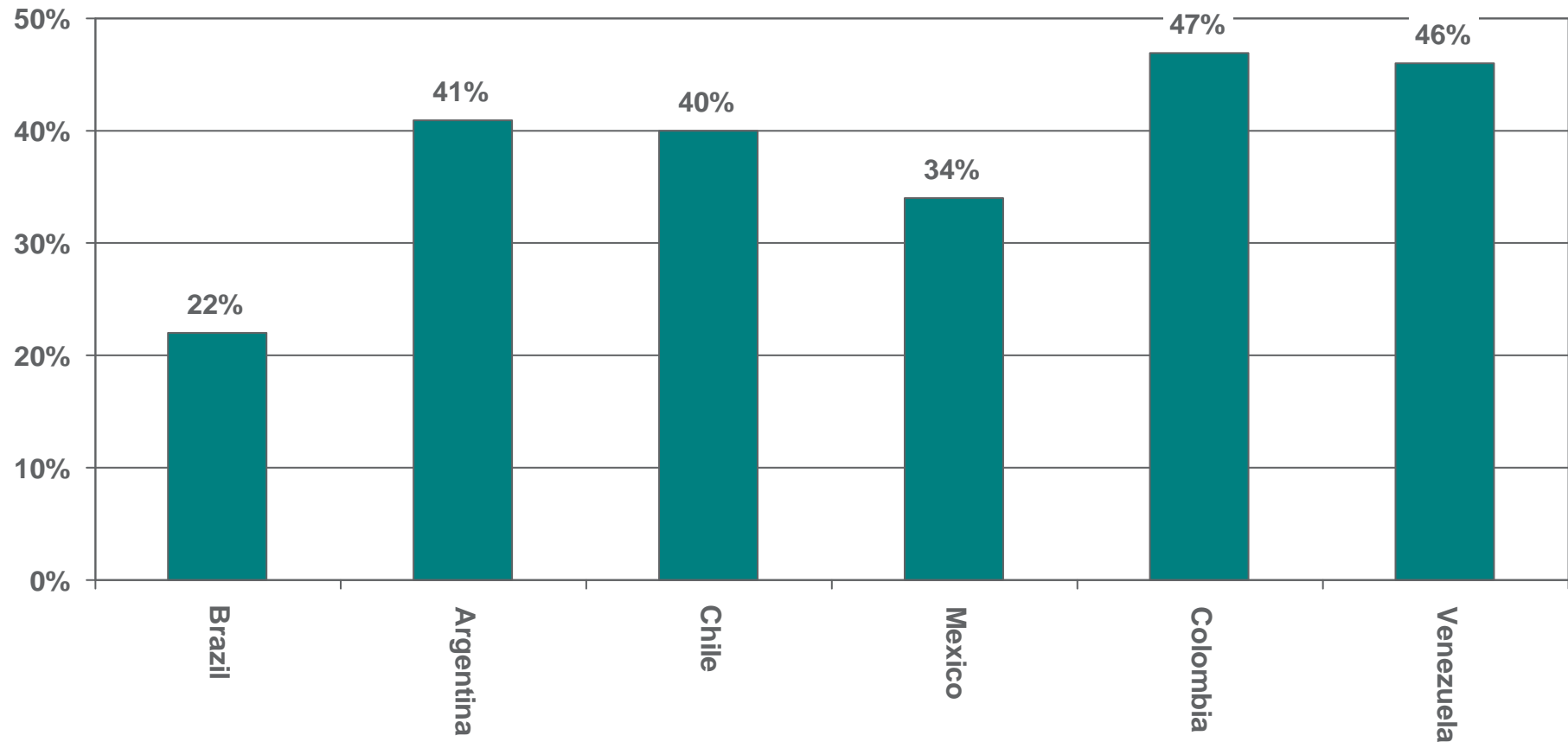
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

Latin America – The product is recognisable



% of respondents choosing this option – more than one option could be chosen

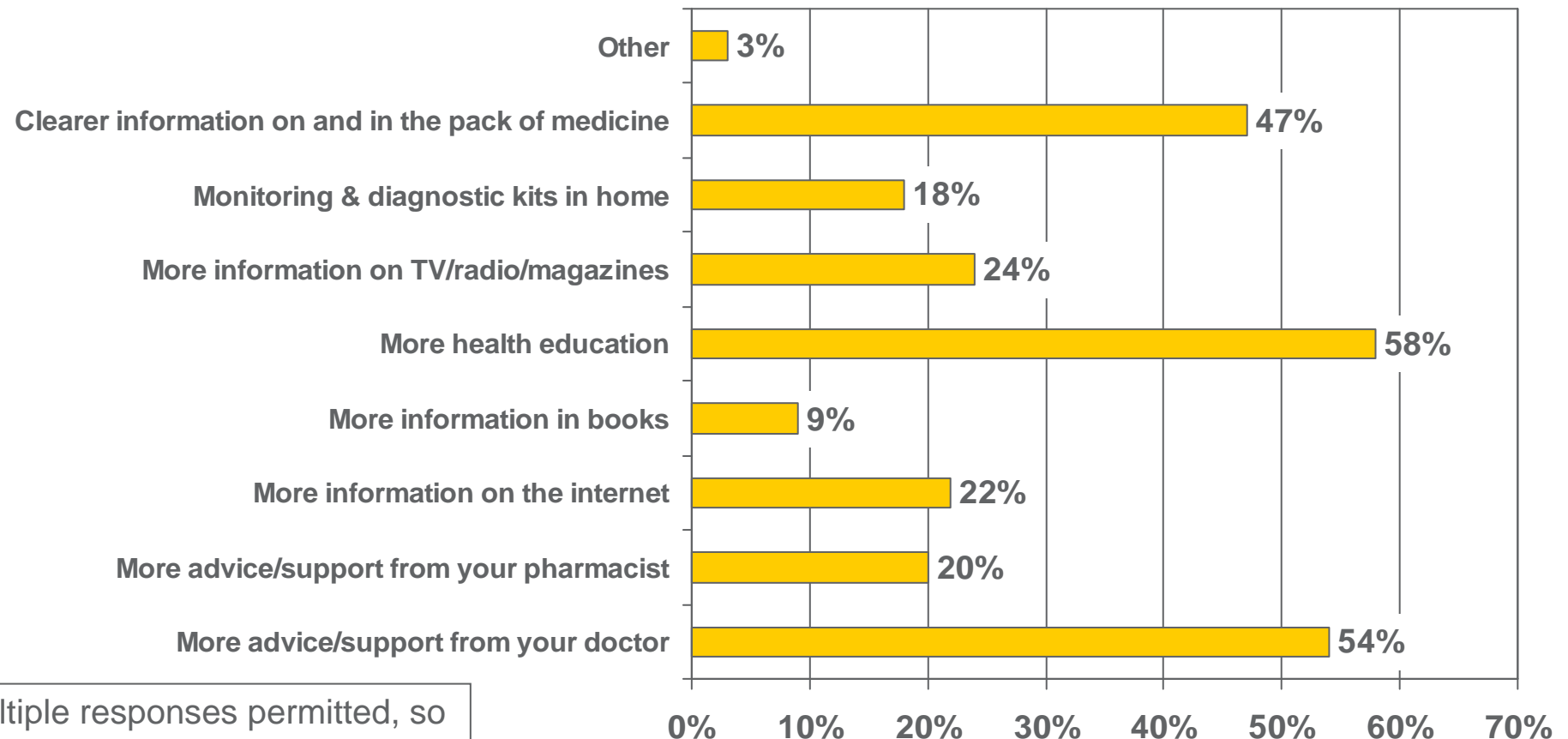
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

6 Country Latin America Average



Multiple responses permitted, so
aggregate exceeds 100%

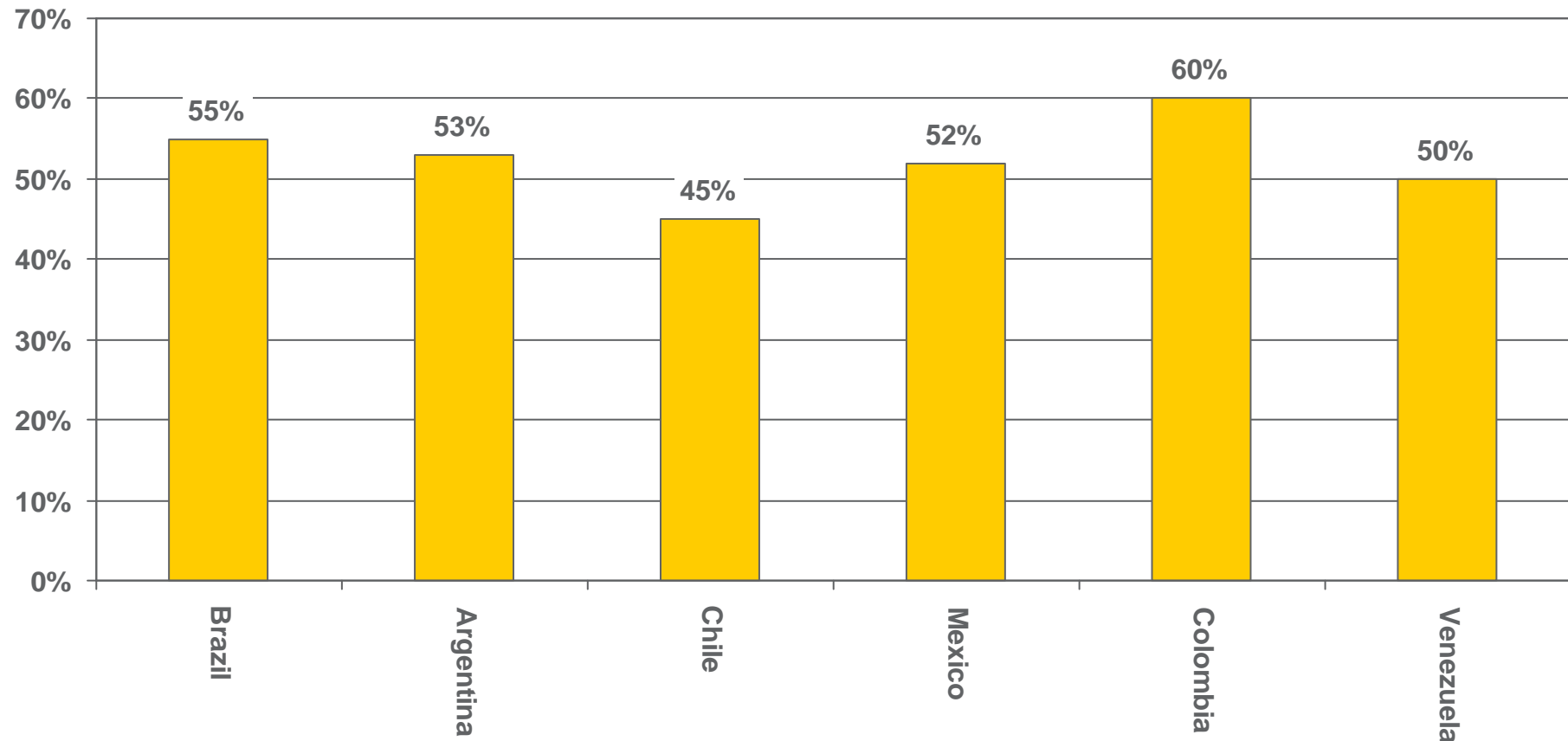
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Latin America – More support/advice from the doctor



% of respondents choosing this option – more than one option could be chosen

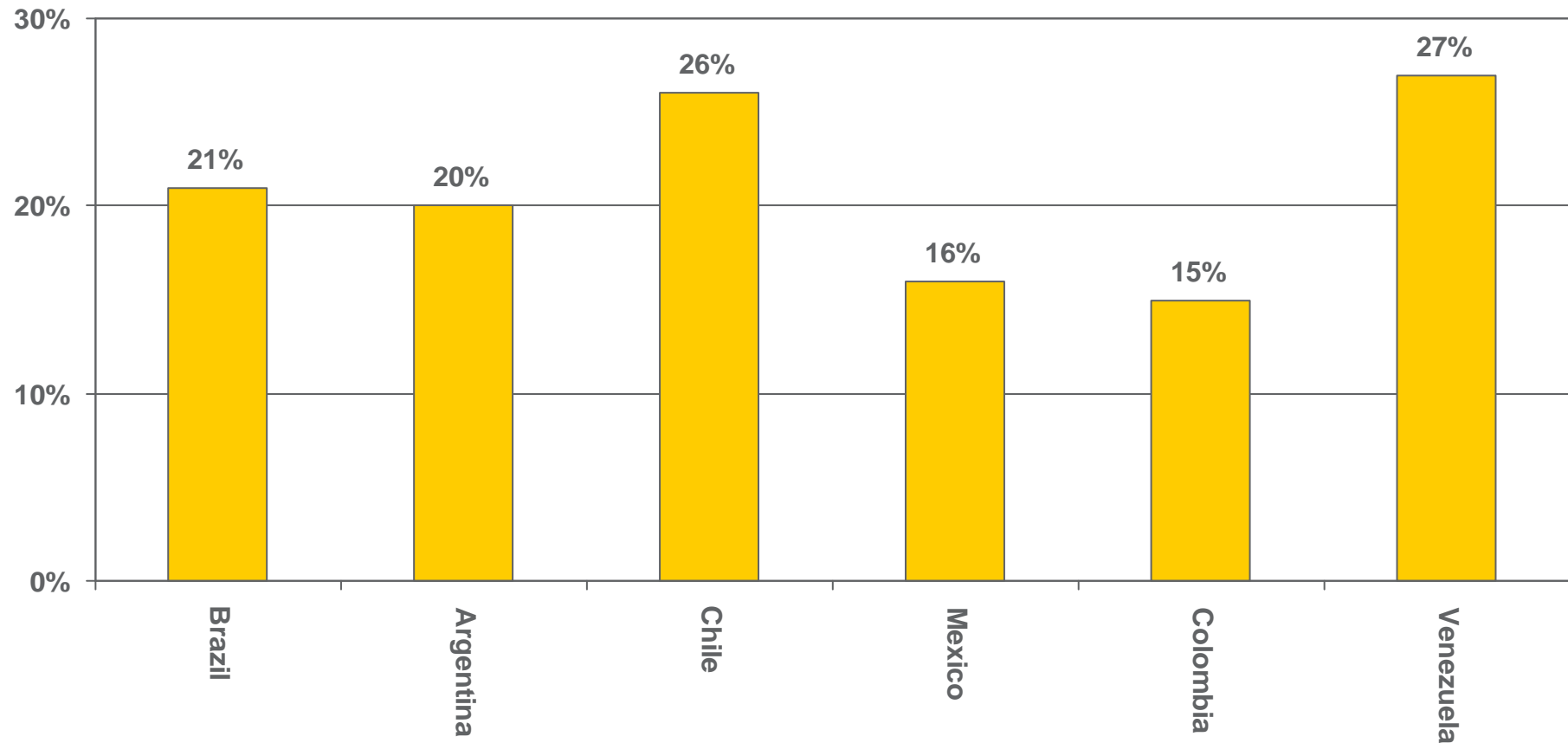
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Latin America – More support/advice from the pharmacist



% of respondents choosing this option – more than one option could be chosen

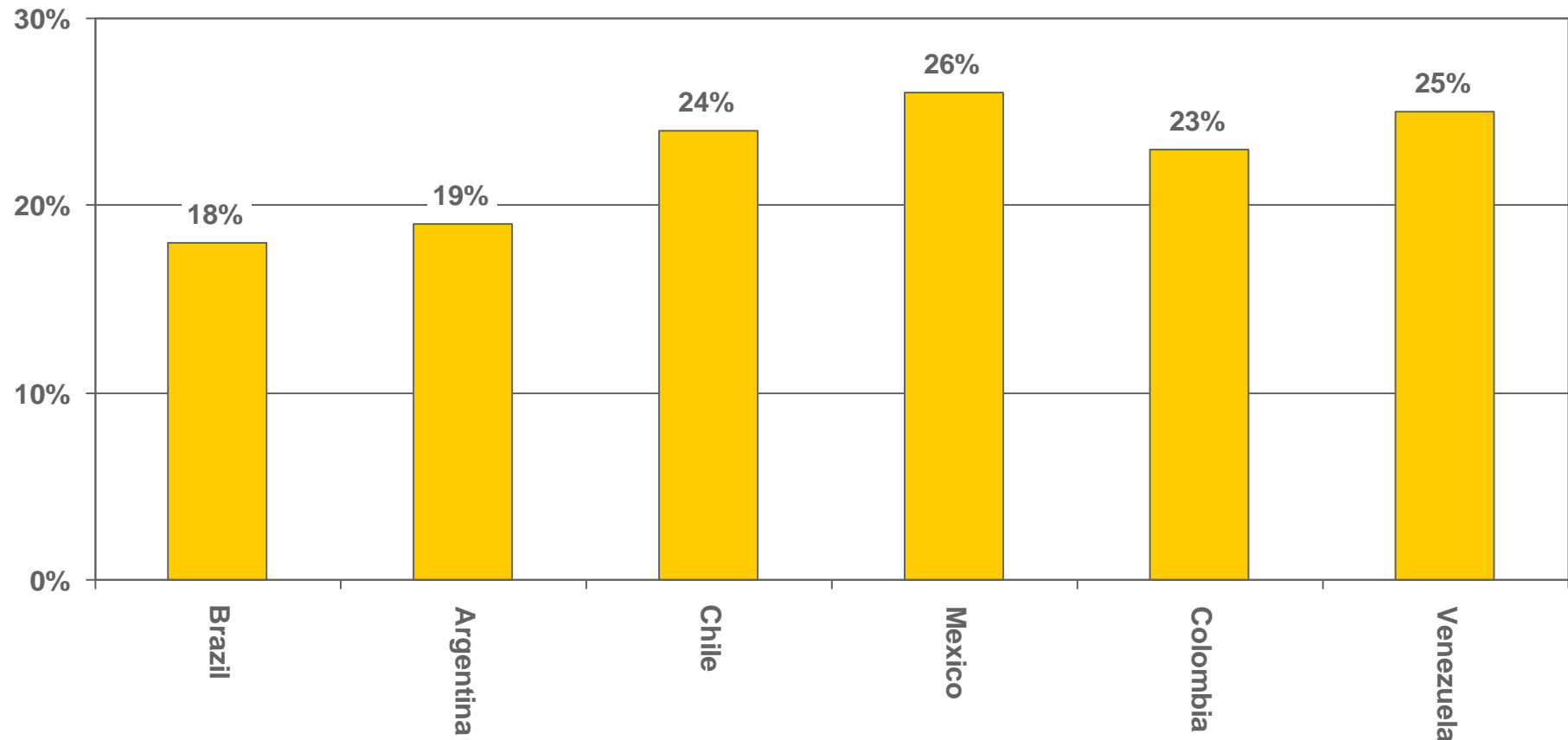
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Latin America – More information on the internet

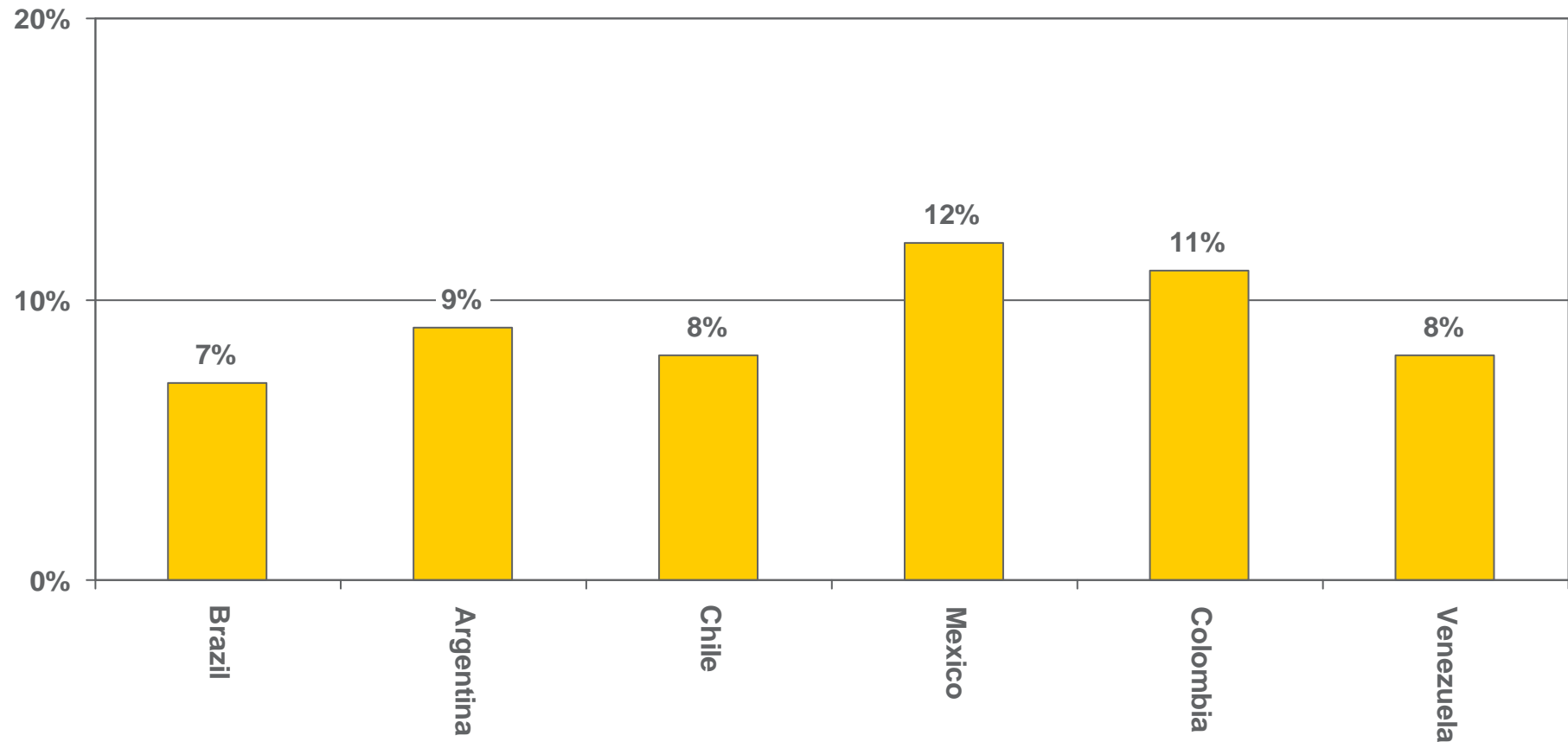


% of respondents choosing this option – more than one option could be chosen

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?

Latin America – More information in books



% of respondents choosing this option – more than one option could be chosen

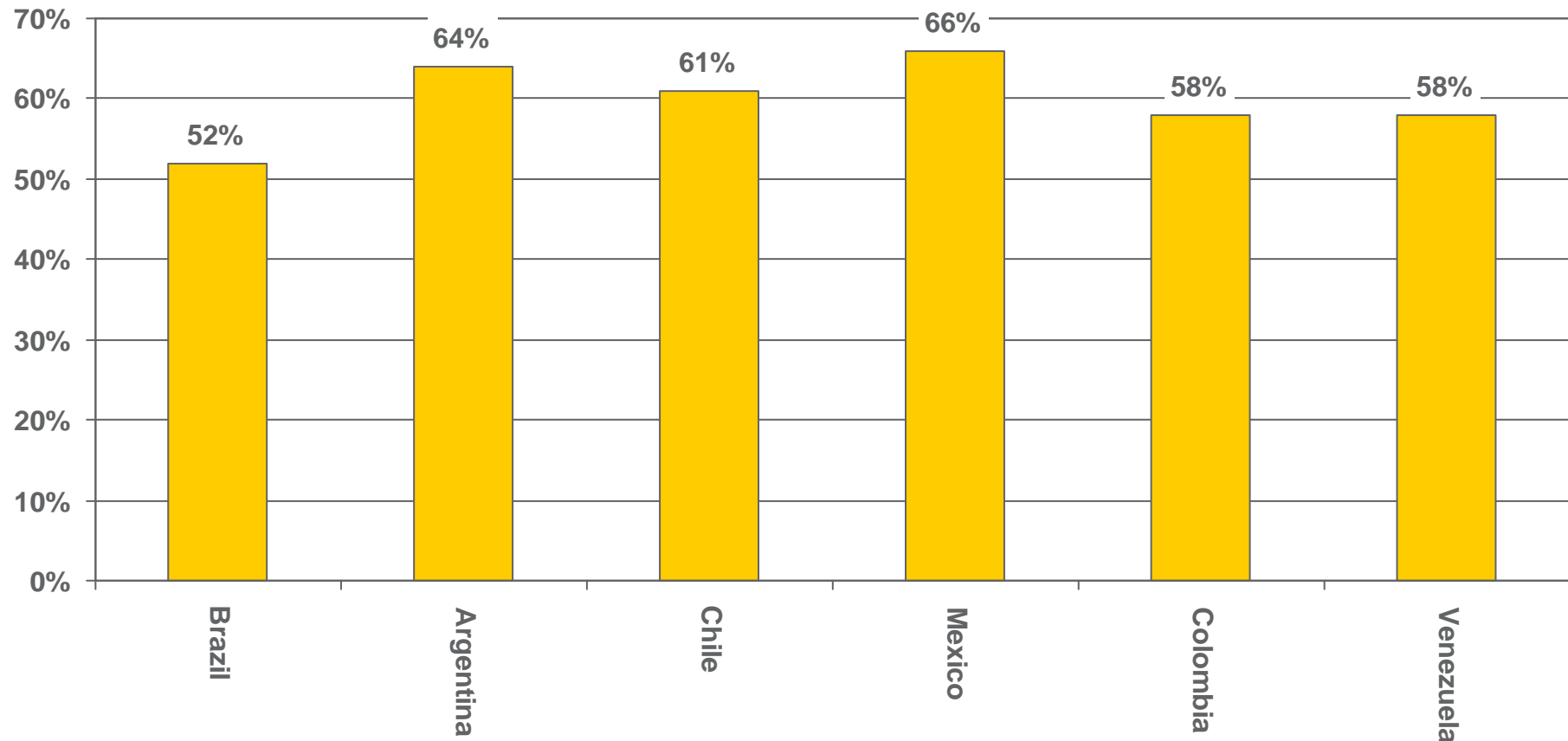
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Latin America – More health education



% of respondents choosing this option – more than one option could be chosen

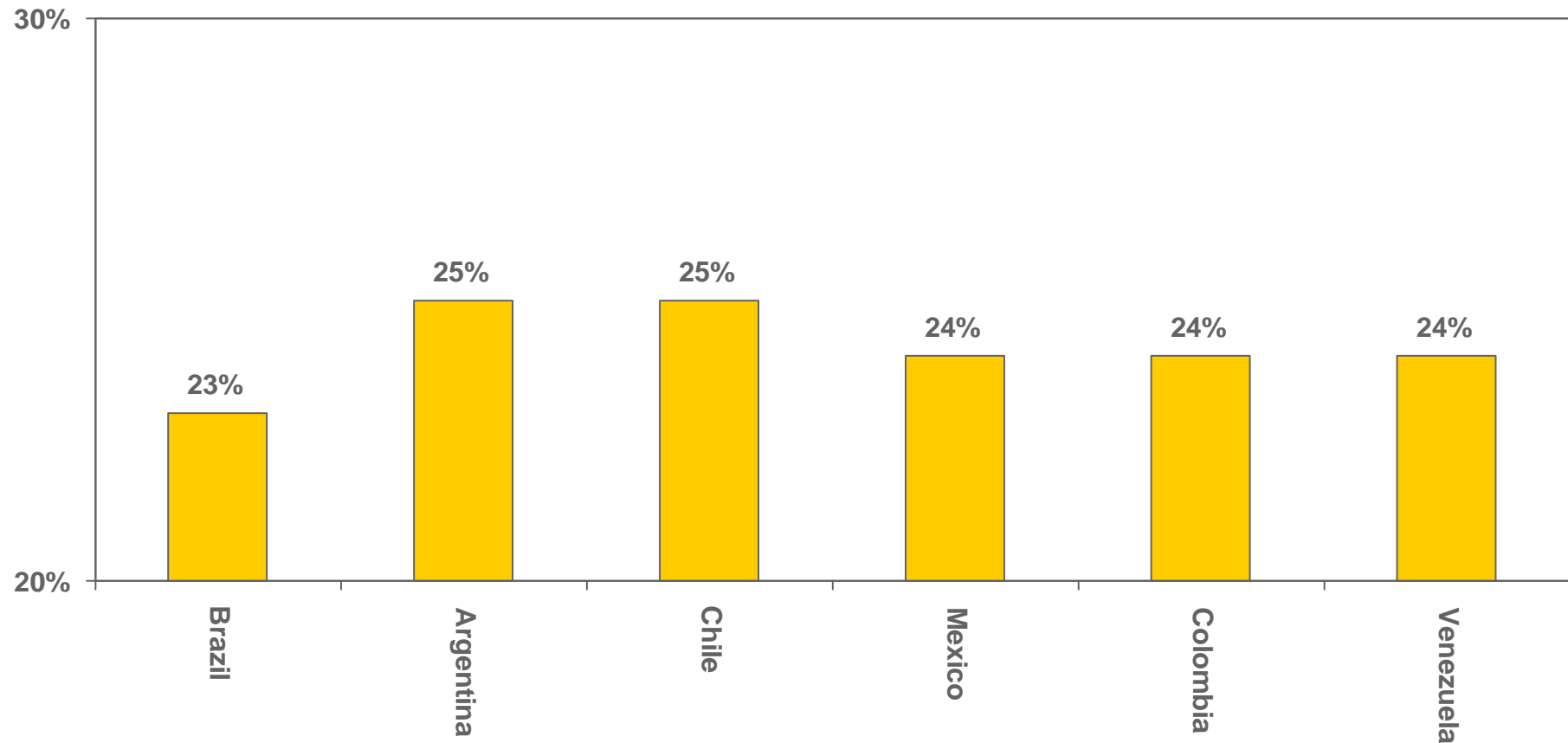
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Latin America – More information on TV/radio/magazines



% of respondents choosing this option – more than one option could be chosen

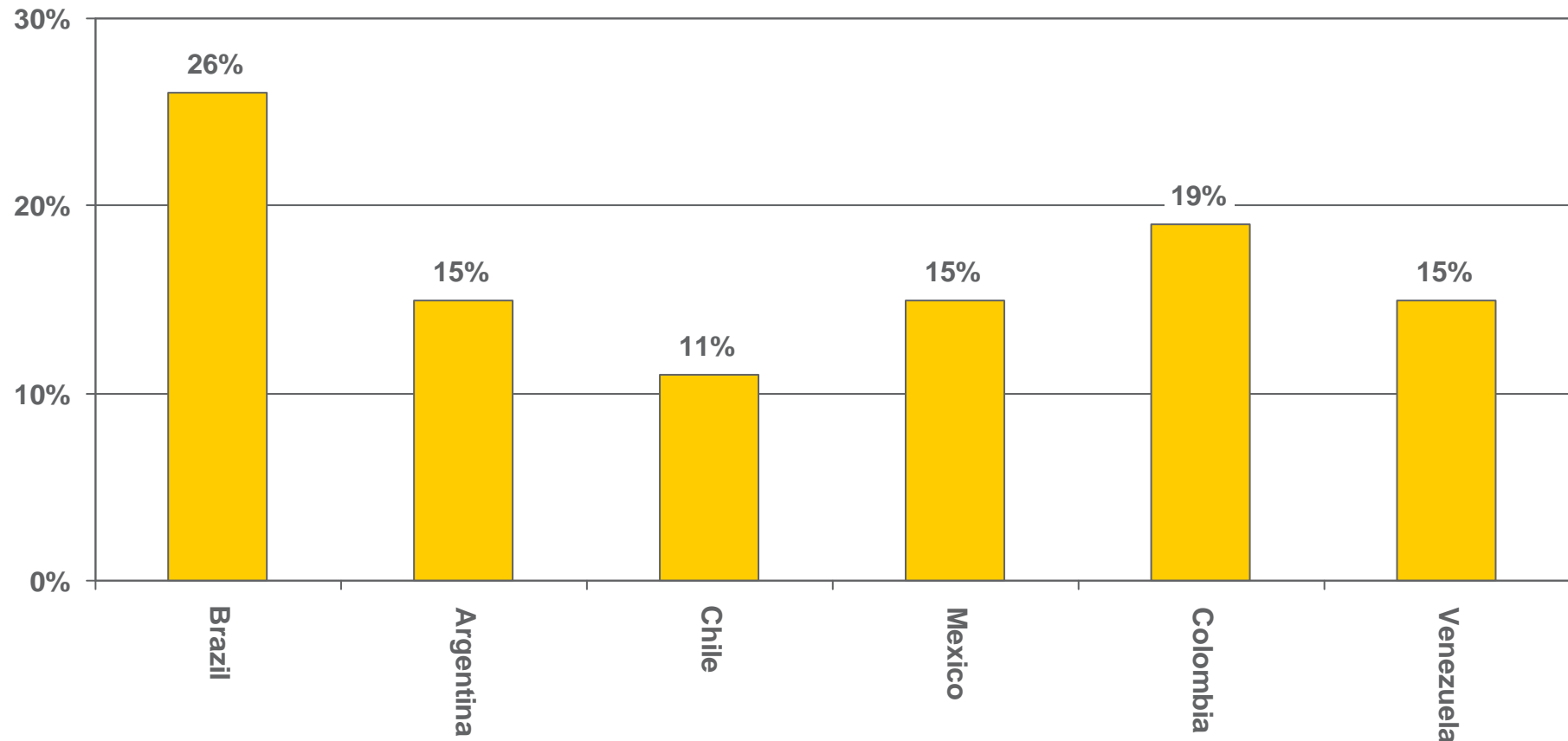
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Latin America – Monitoring & diagnostic kits in home



% of respondents choosing this option – more than one option could be chosen

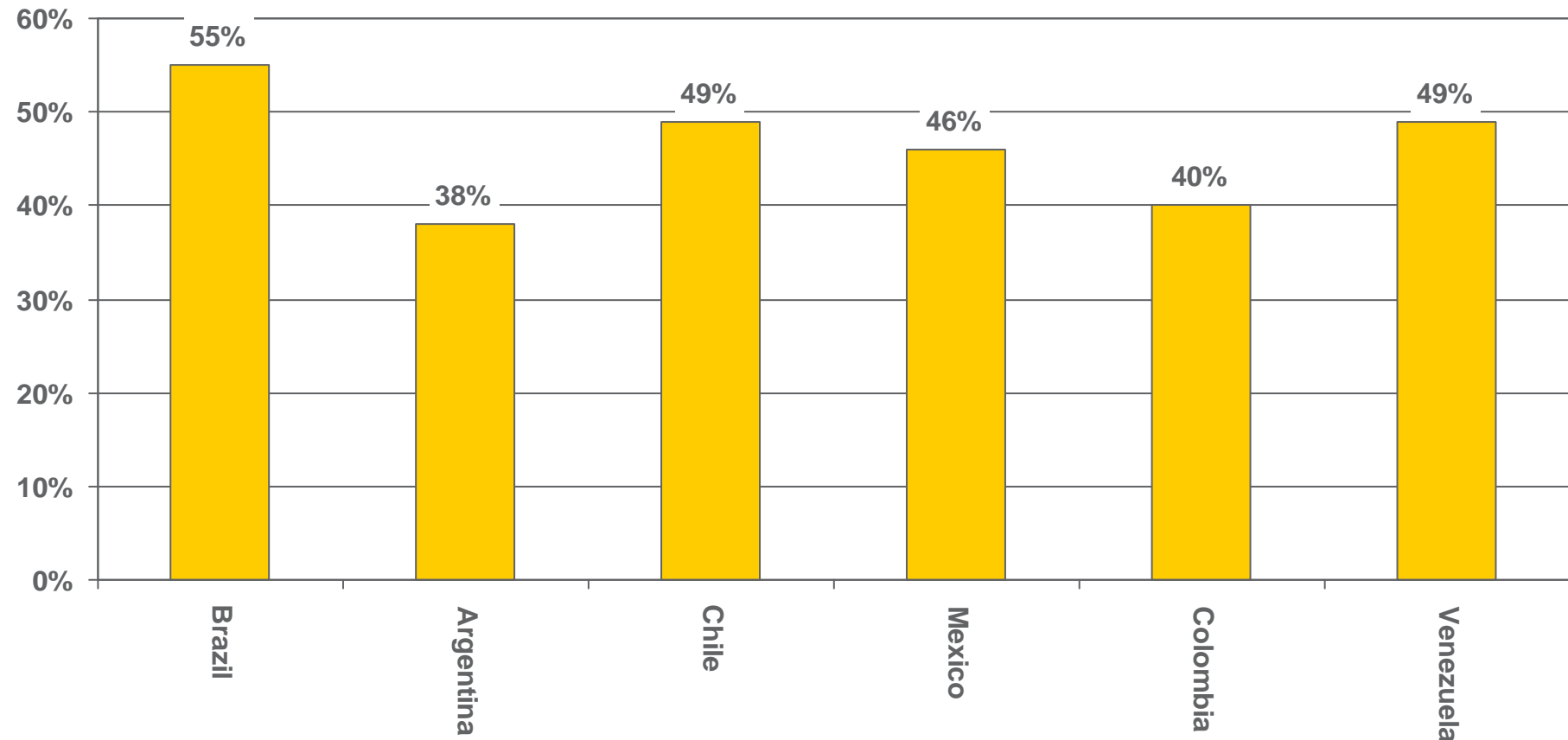
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

Latin America – Clearer information on and in the pack of medicine



% of respondents choosing this option – more than one option could be chosen

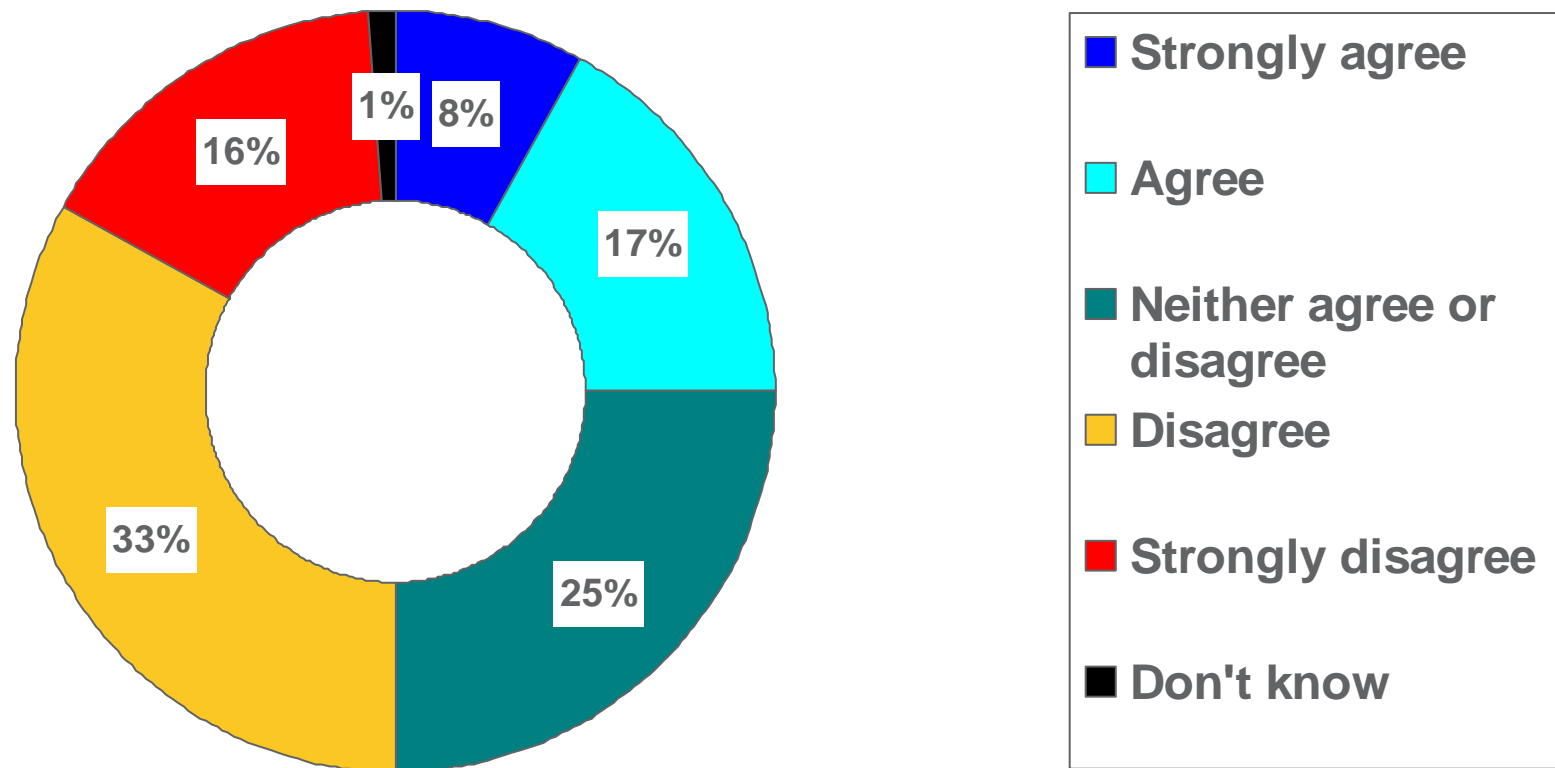
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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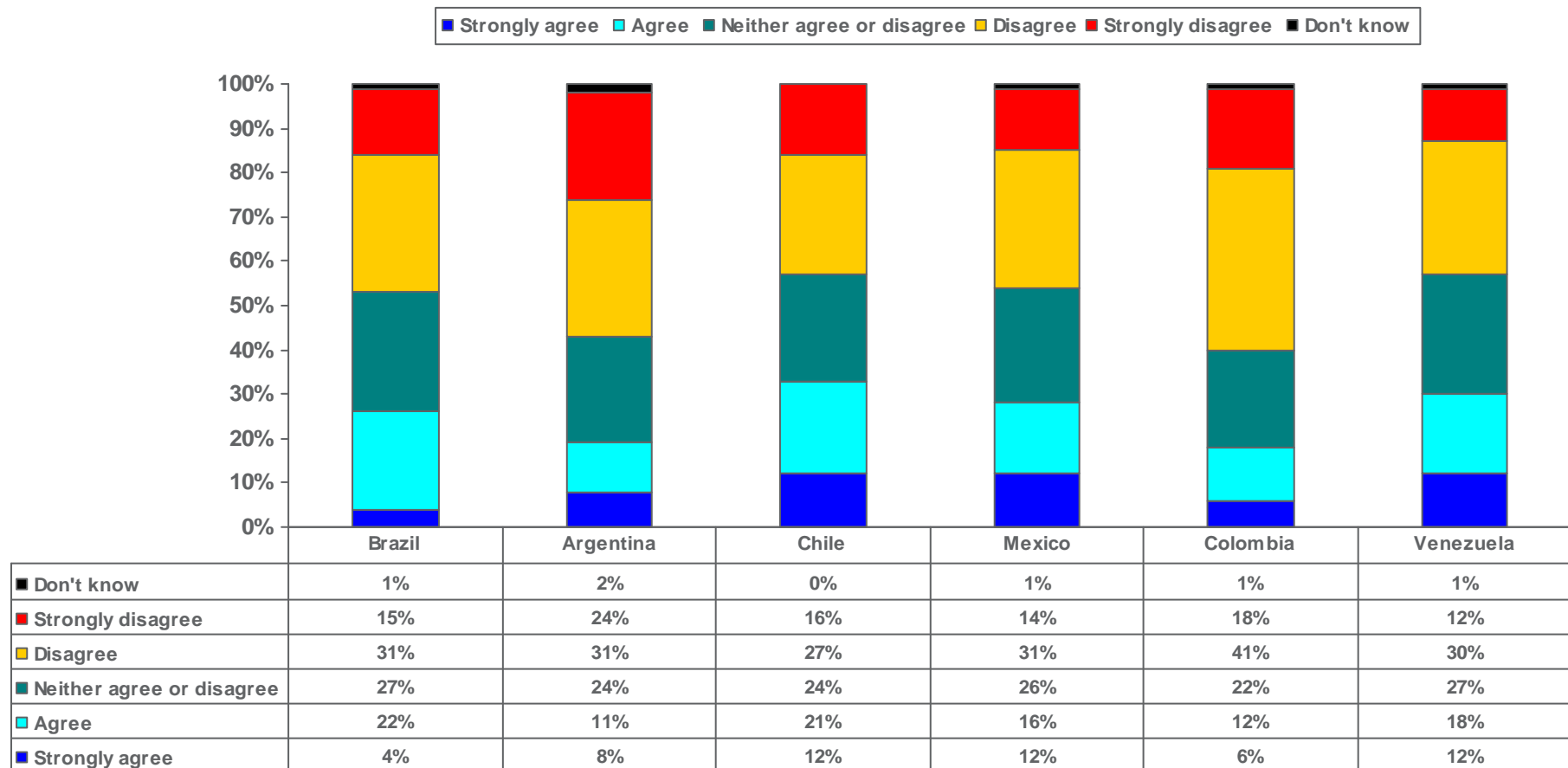
Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?

6 Country Latin America Average



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”? – Latin America

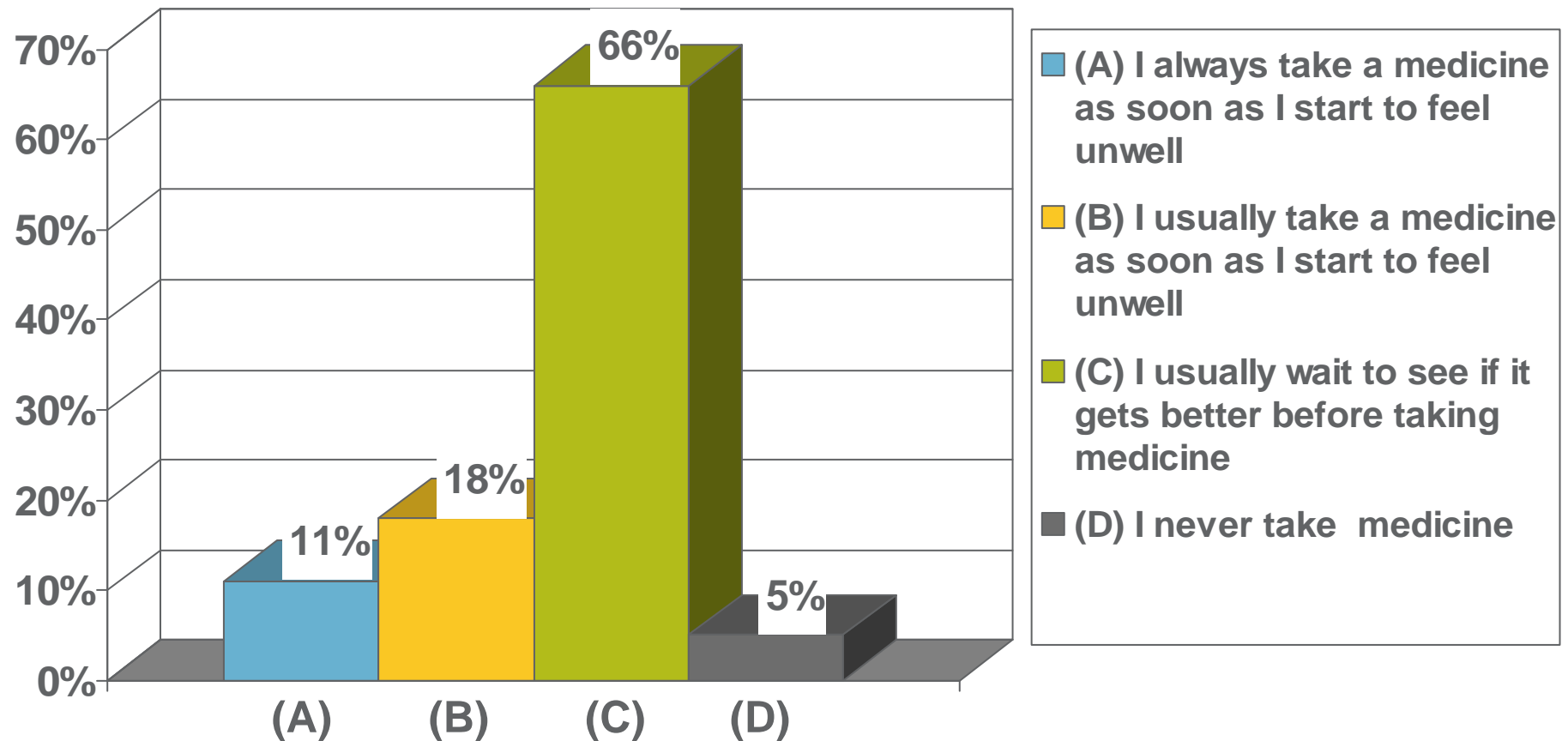


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Brazil



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

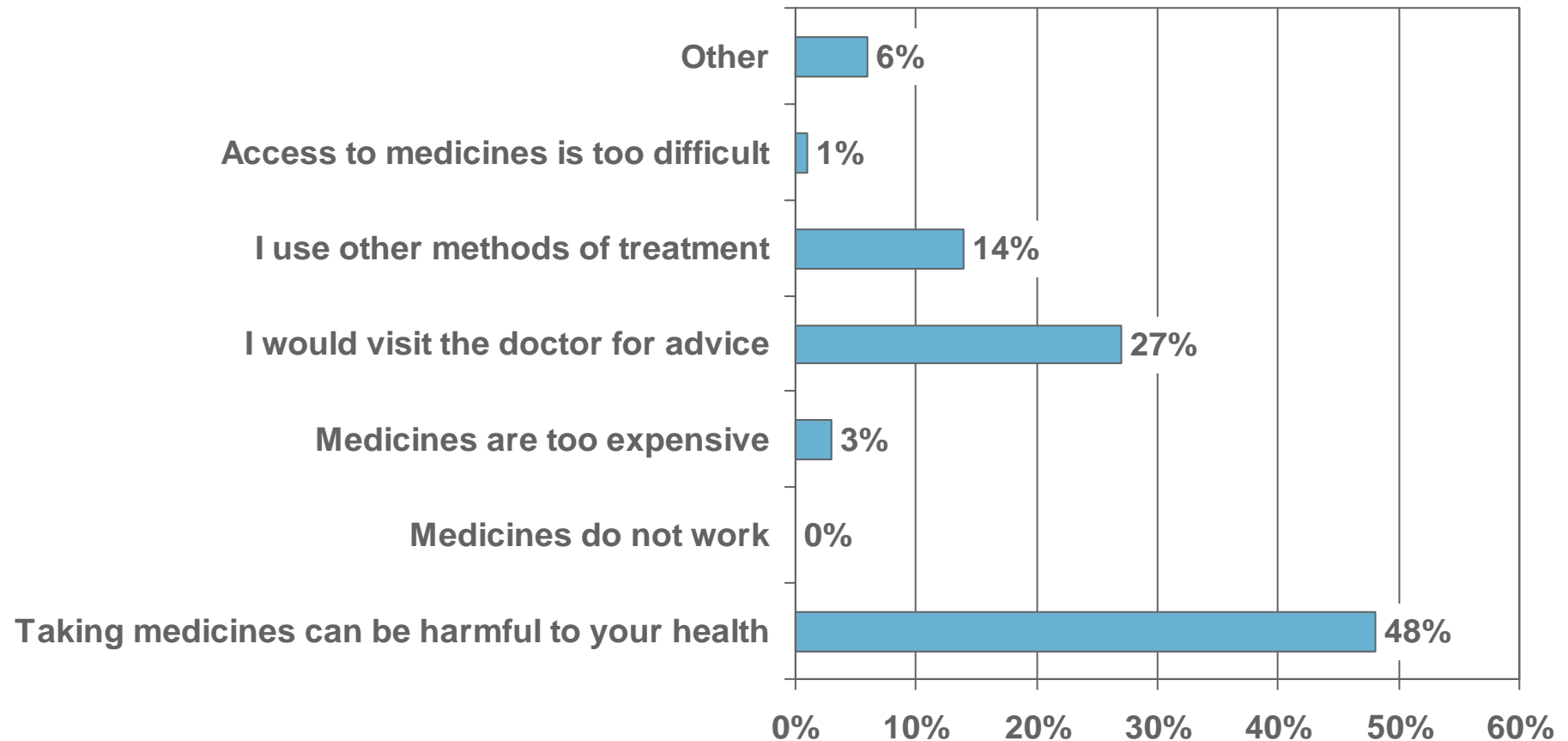
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Brazil



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

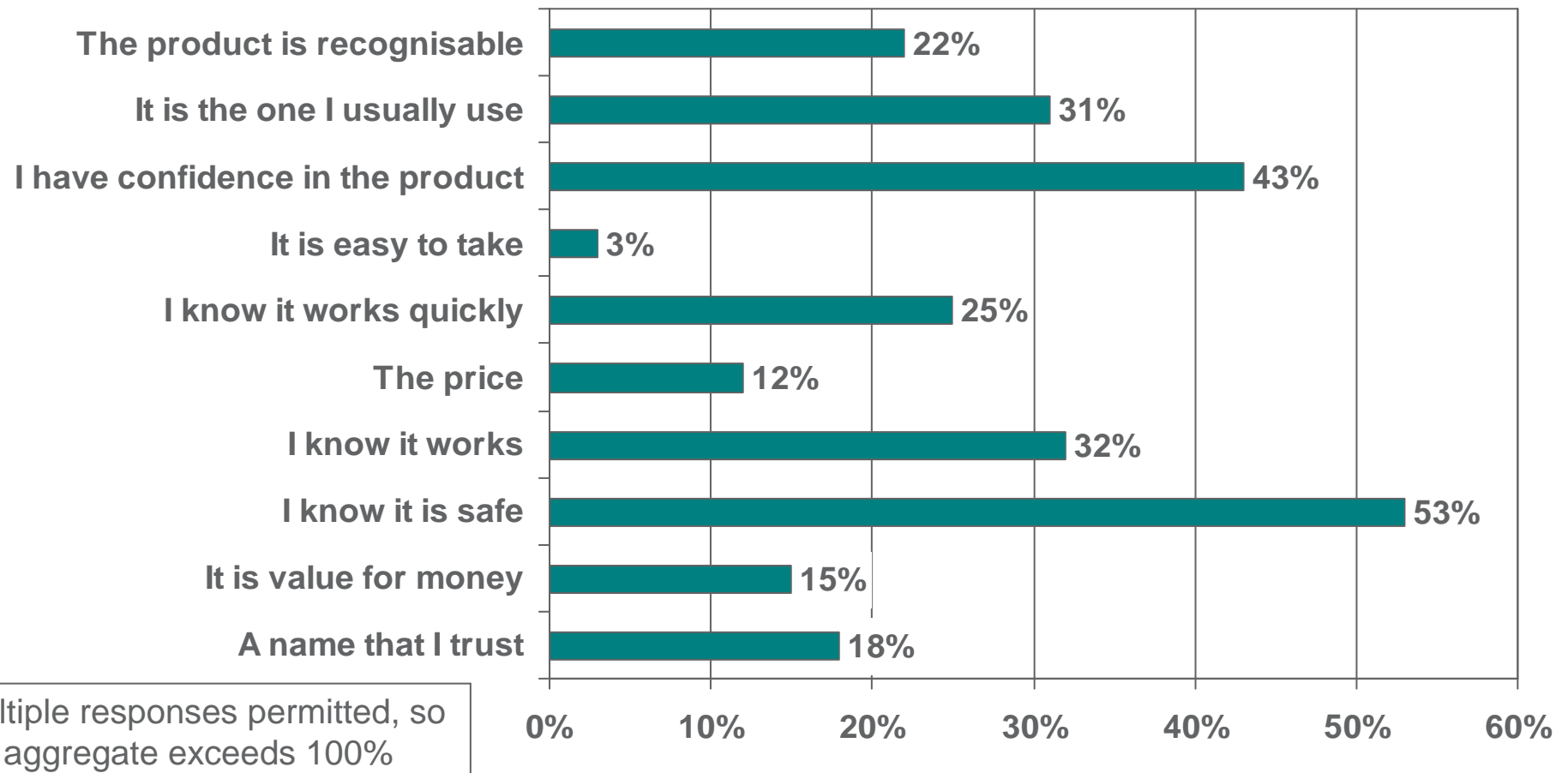
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Brazil

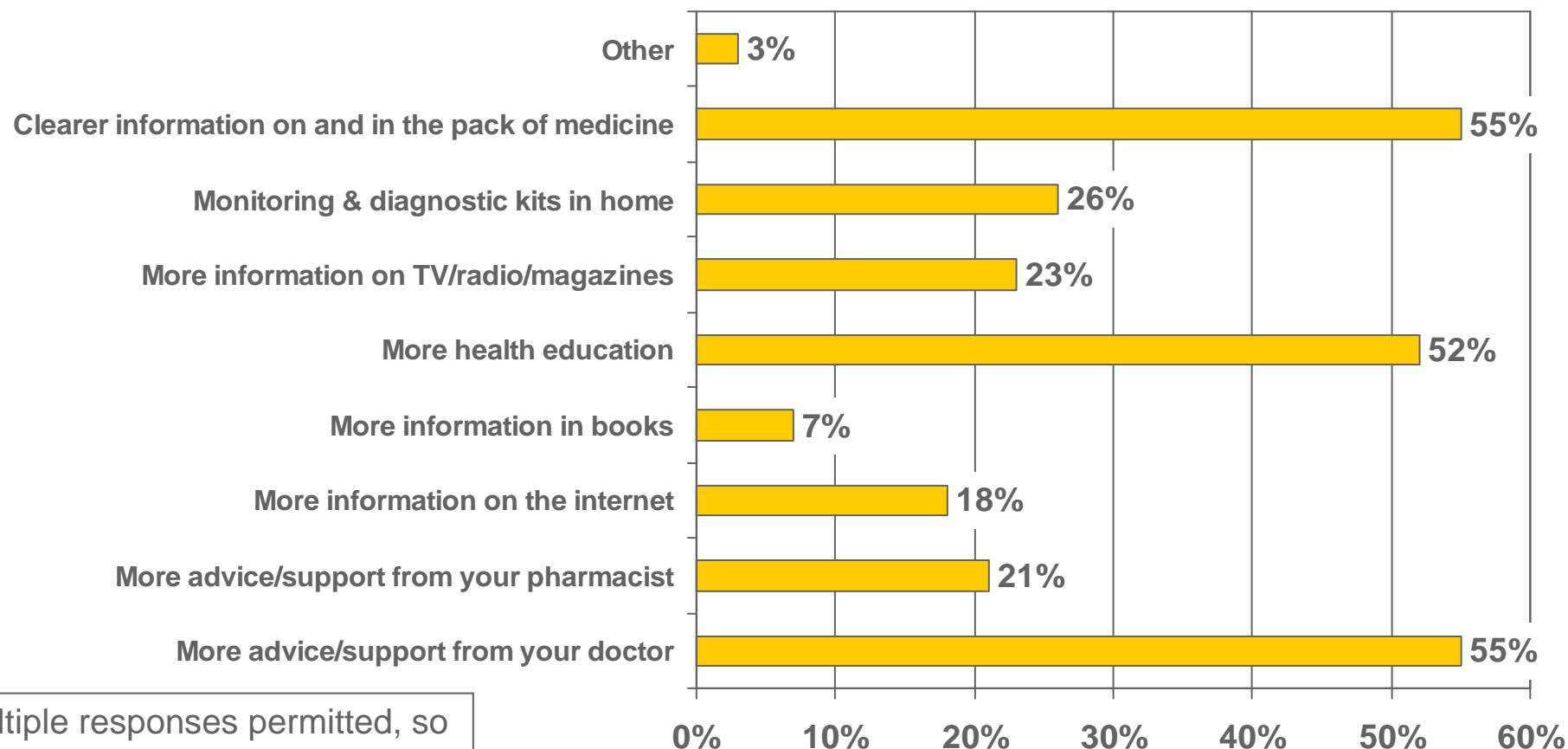


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?



Brazil



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

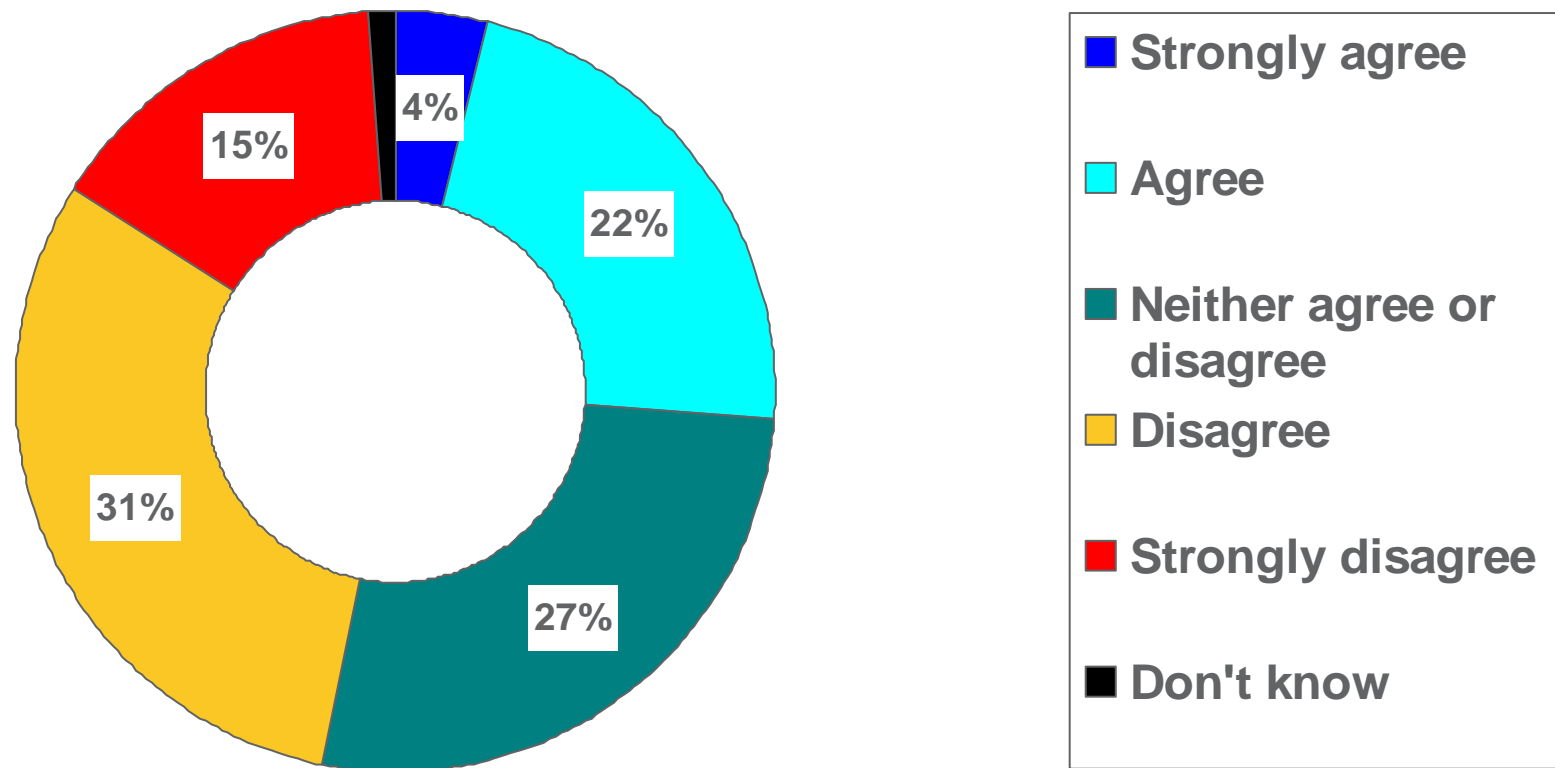
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Brazil



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

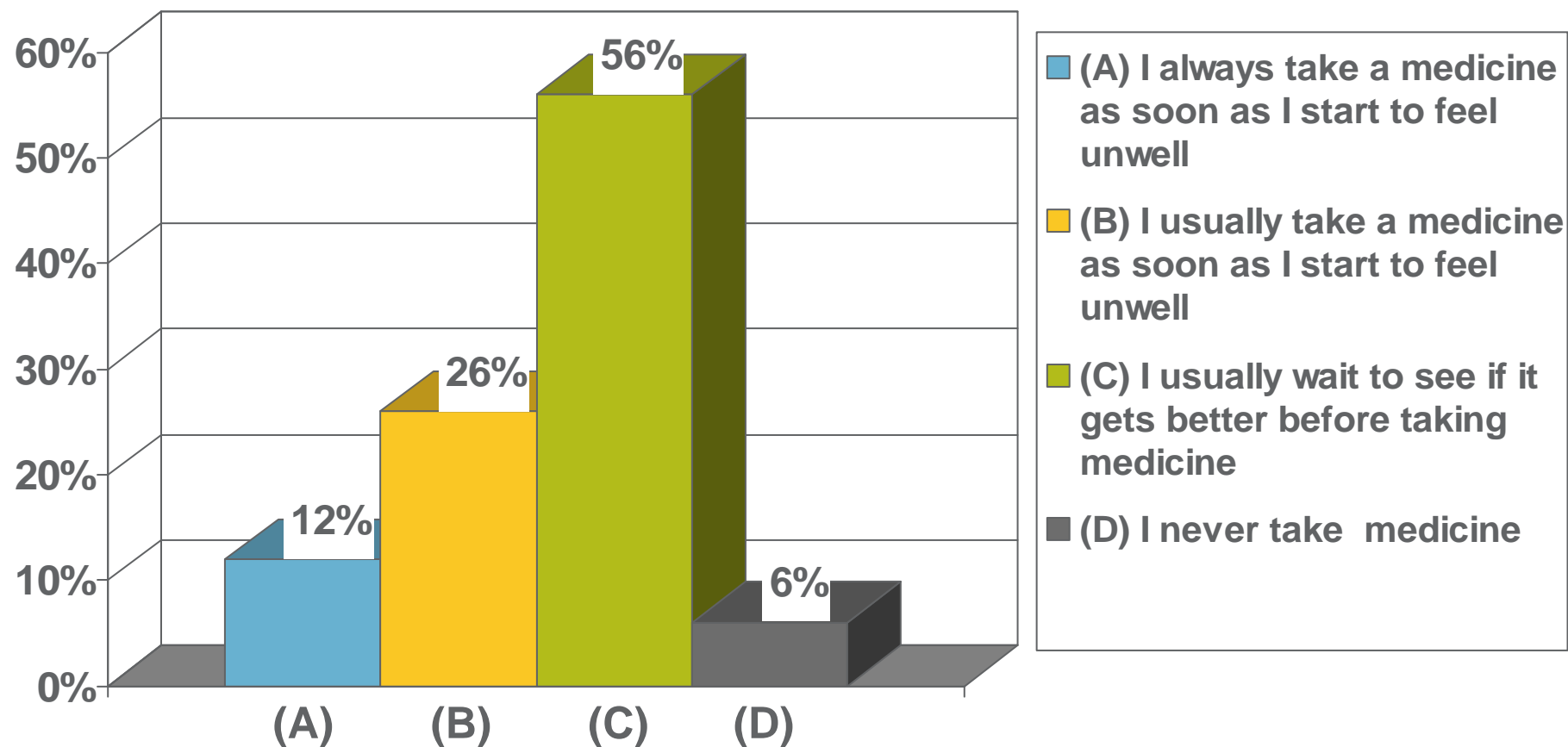
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Argentina



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

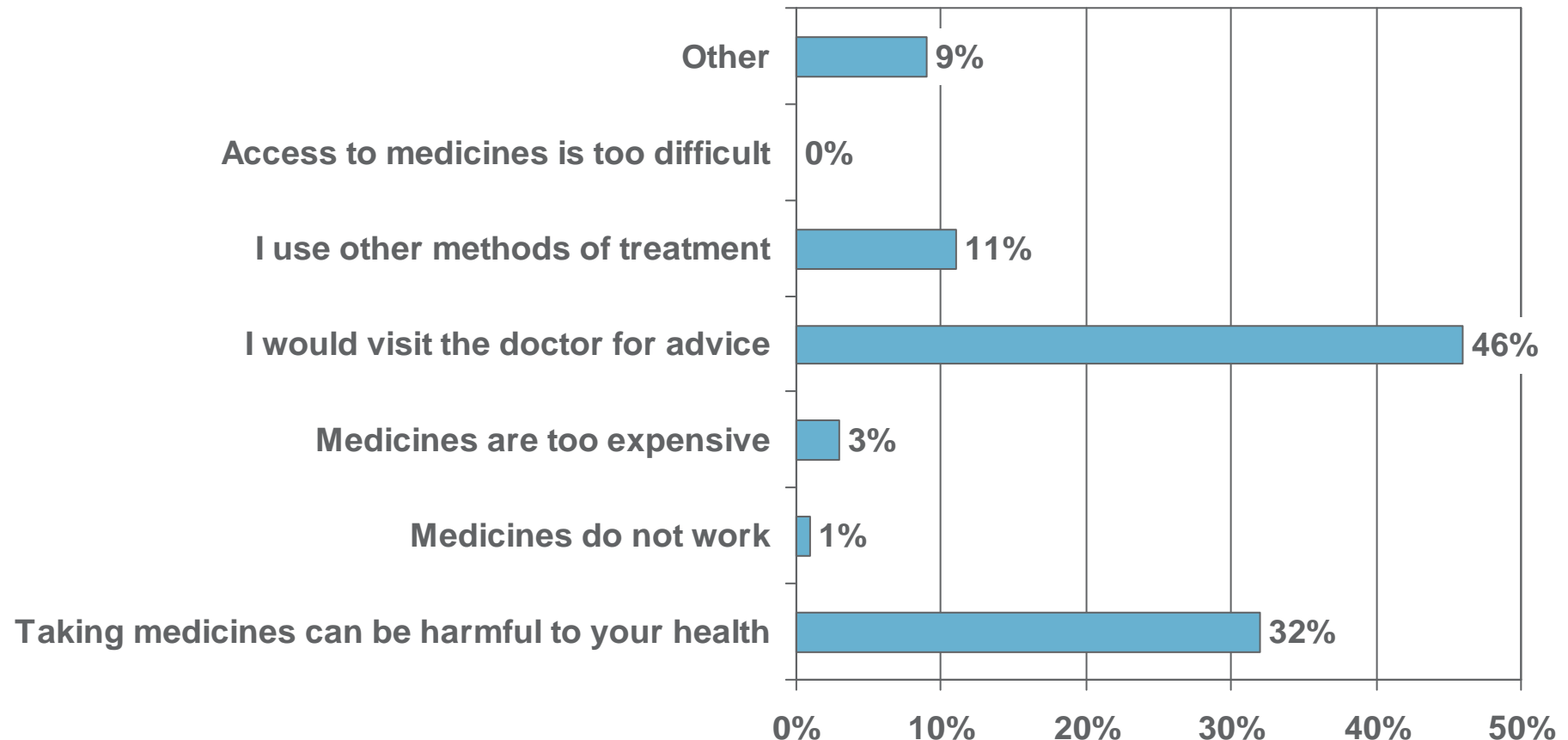
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Argentina

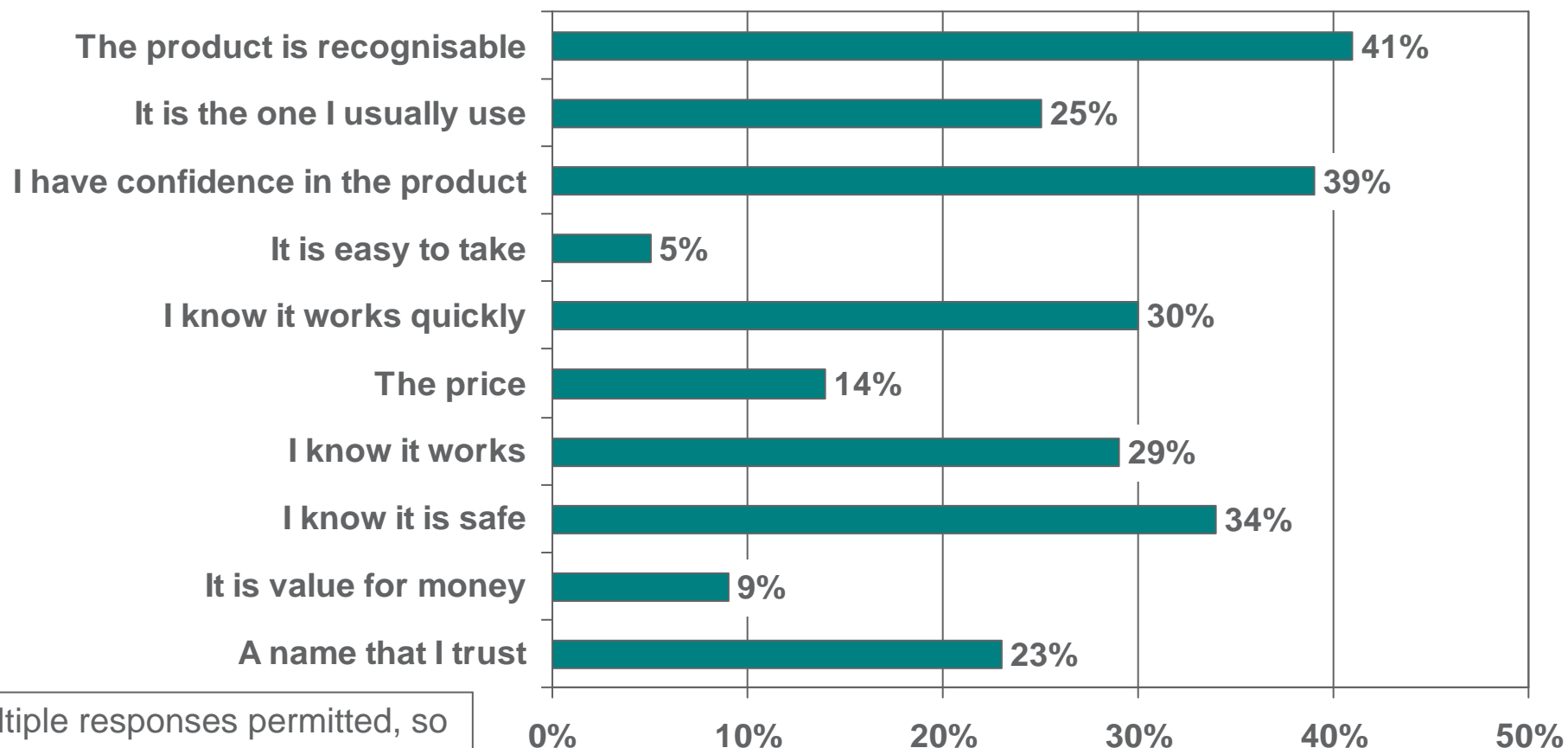


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Argentina



Multiple responses permitted, so aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

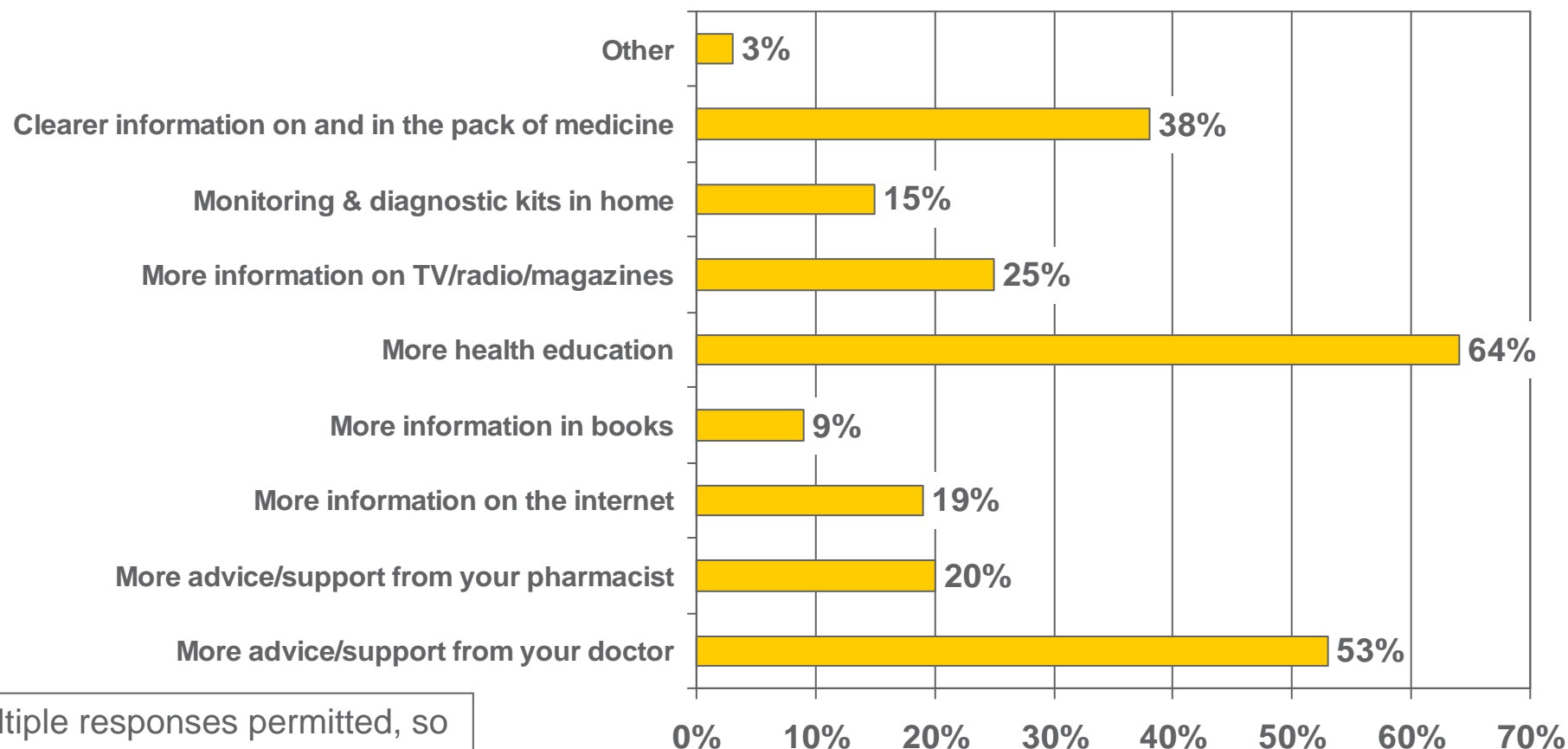
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Argentina



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

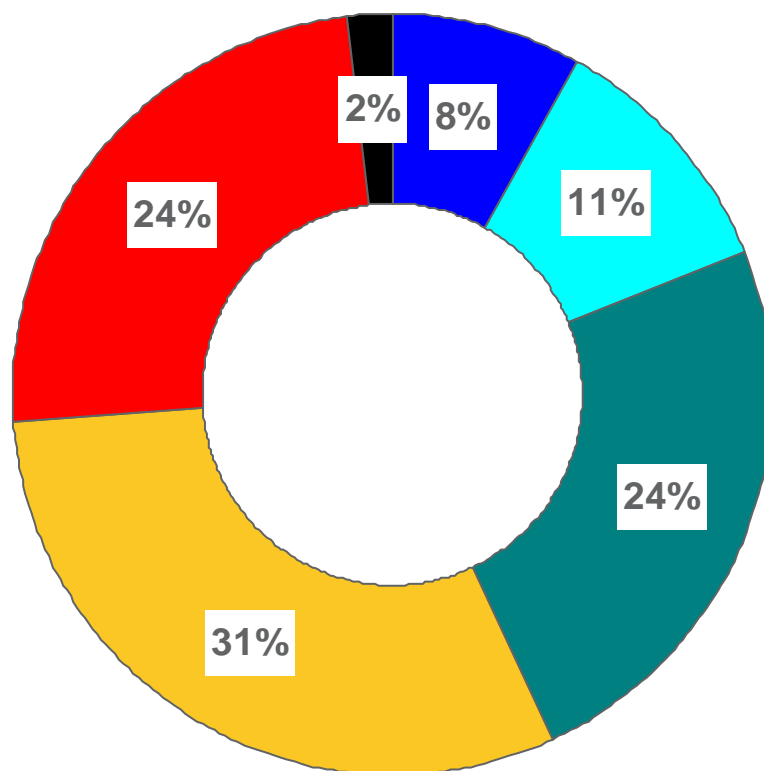
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Argentina



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

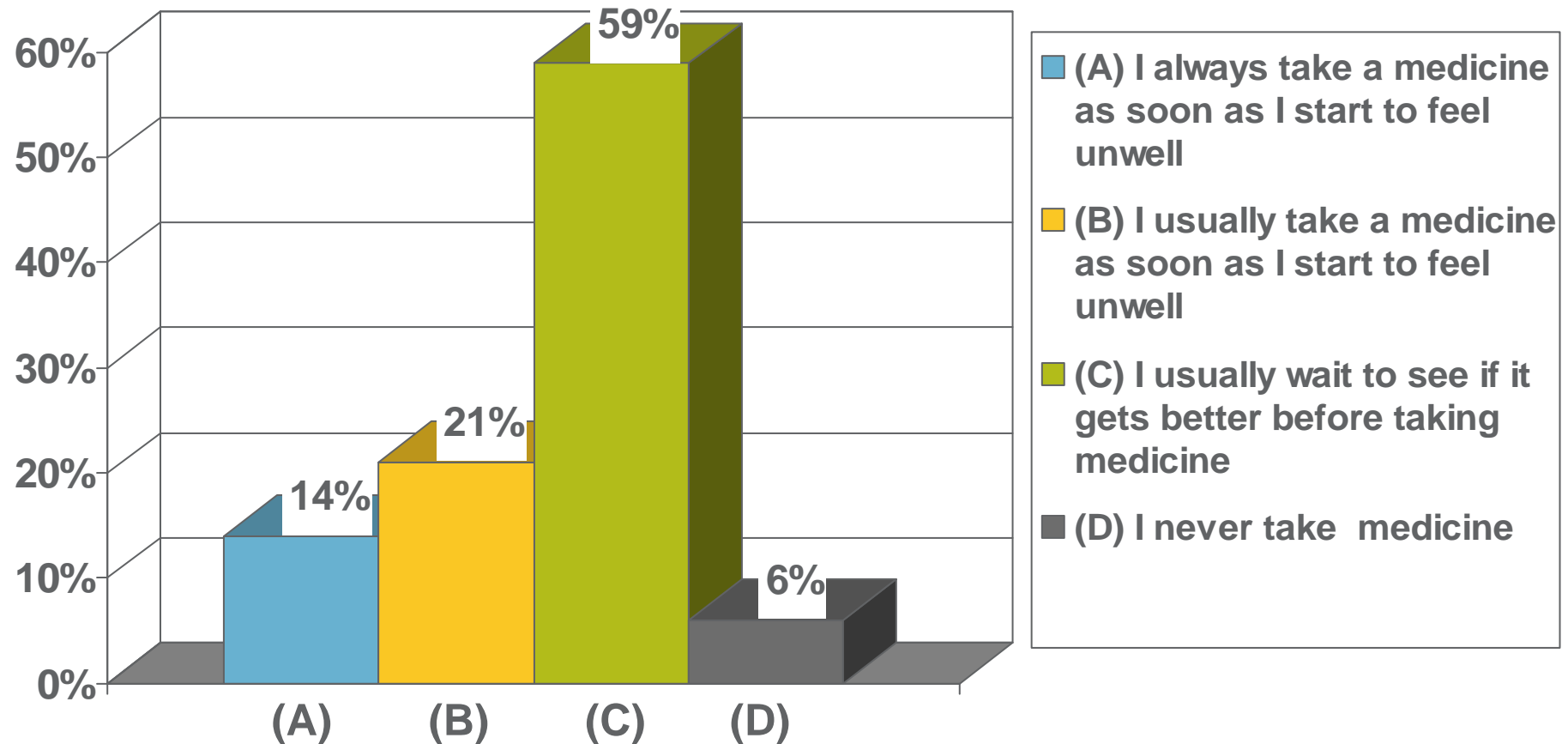
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Chile



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

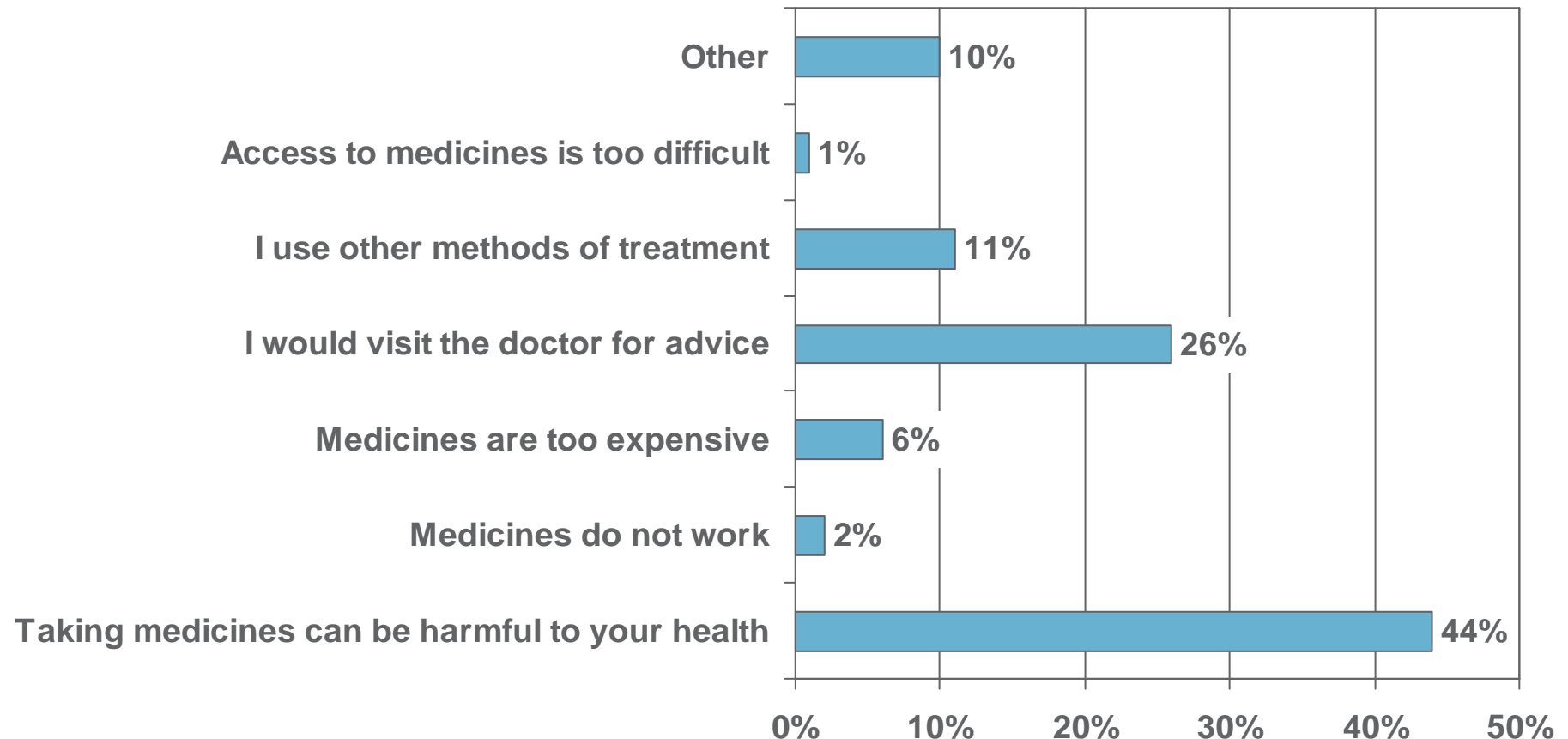
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Chile

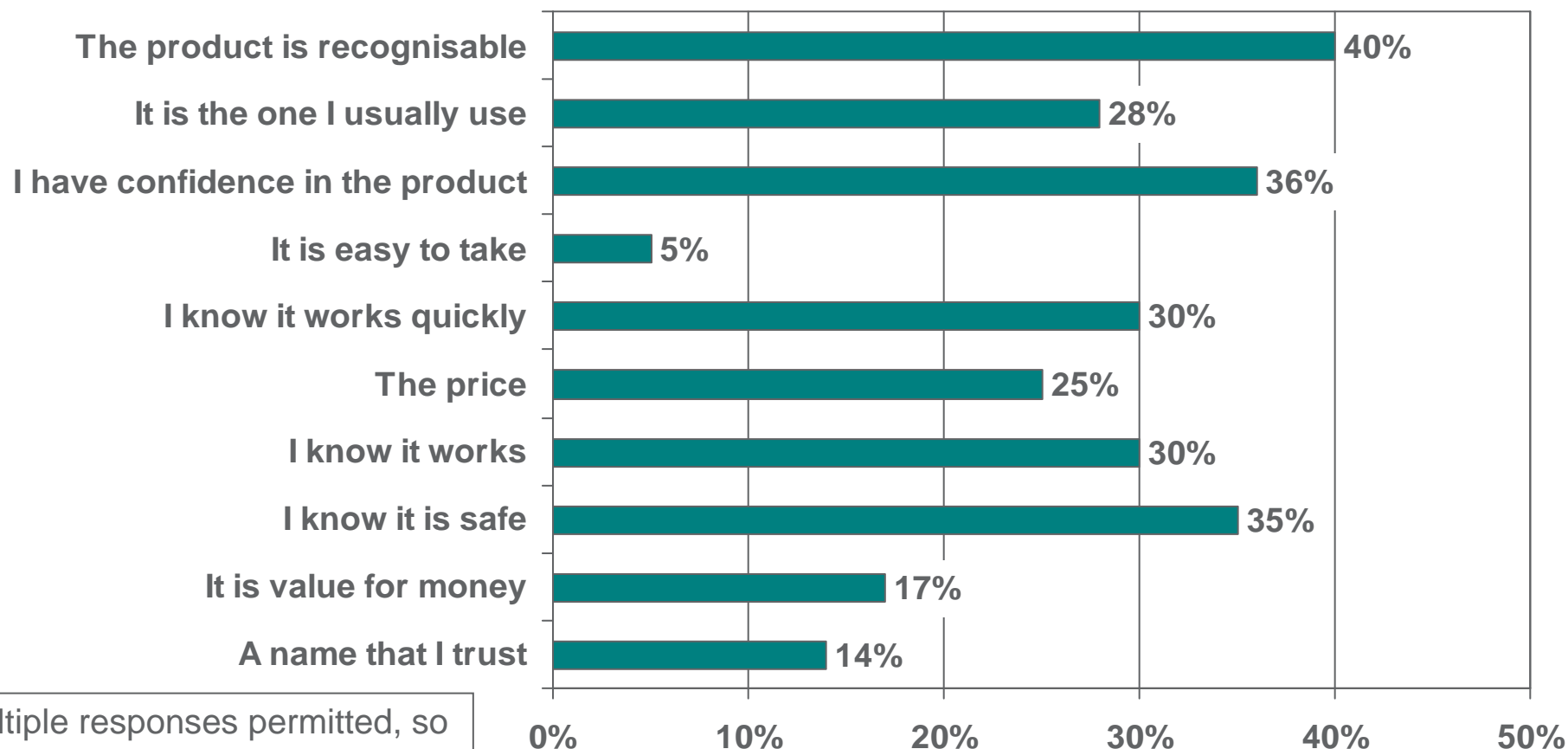


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Chile



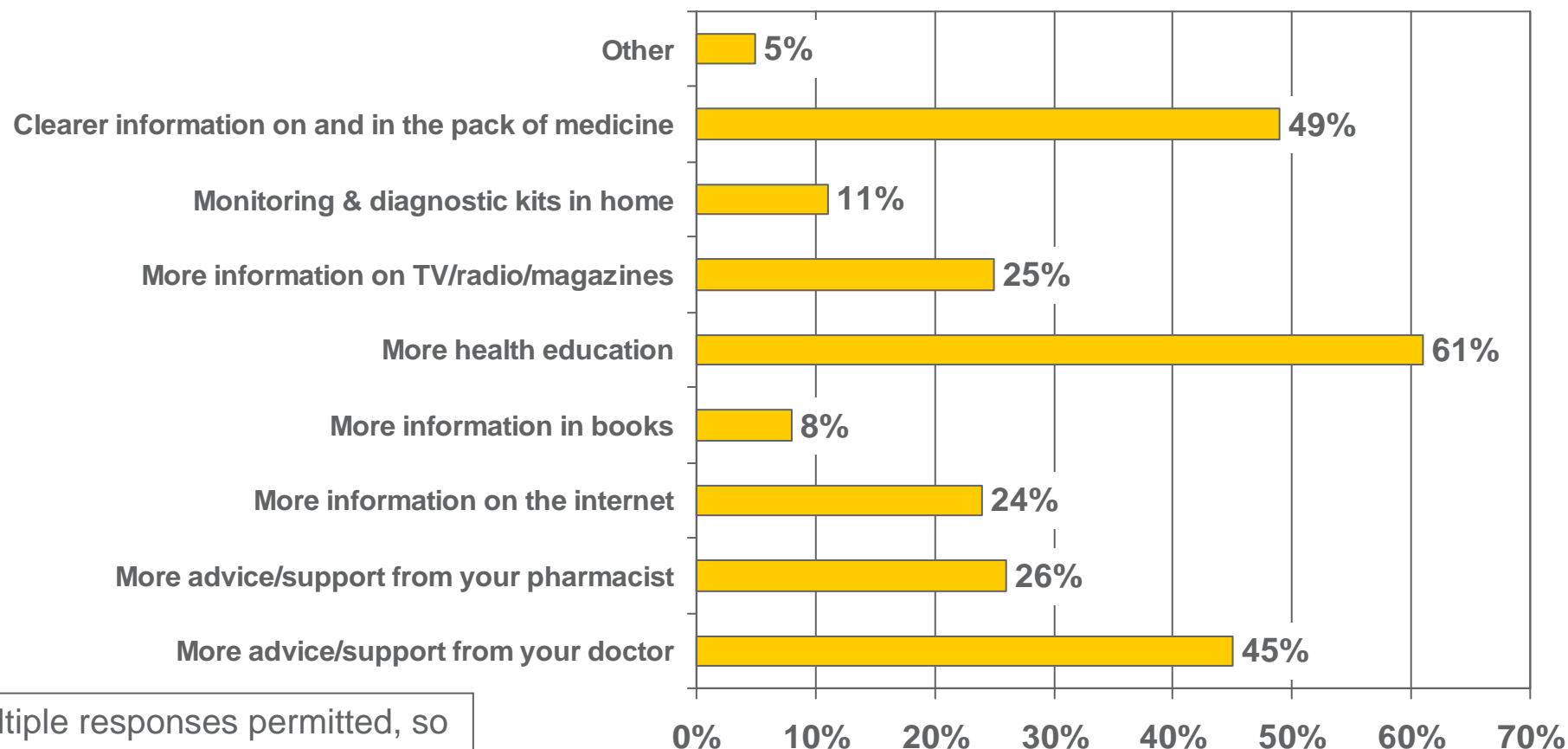
Multiple responses permitted, so aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?



Chile



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

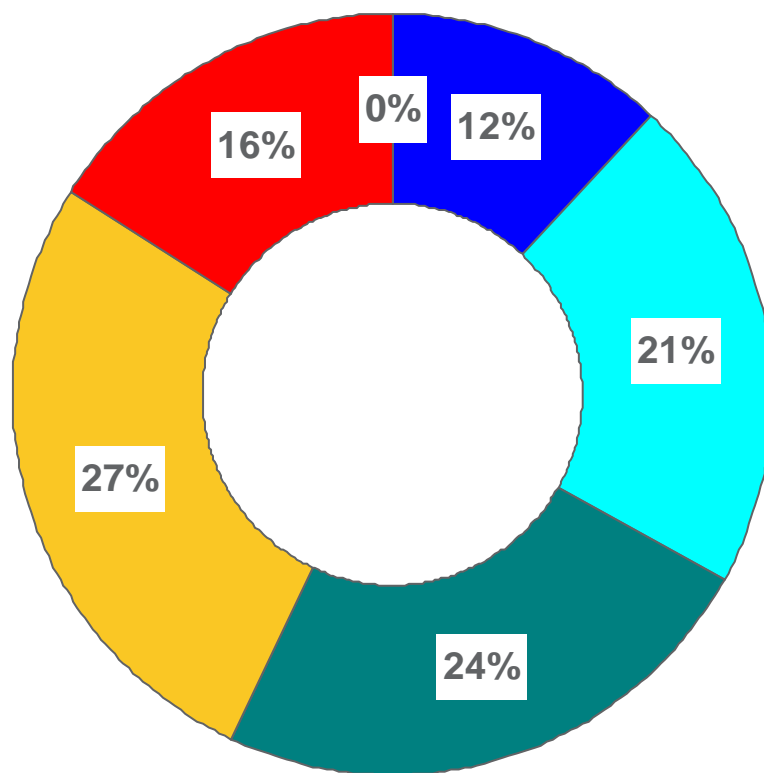
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Chile



- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree
- Don't know

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

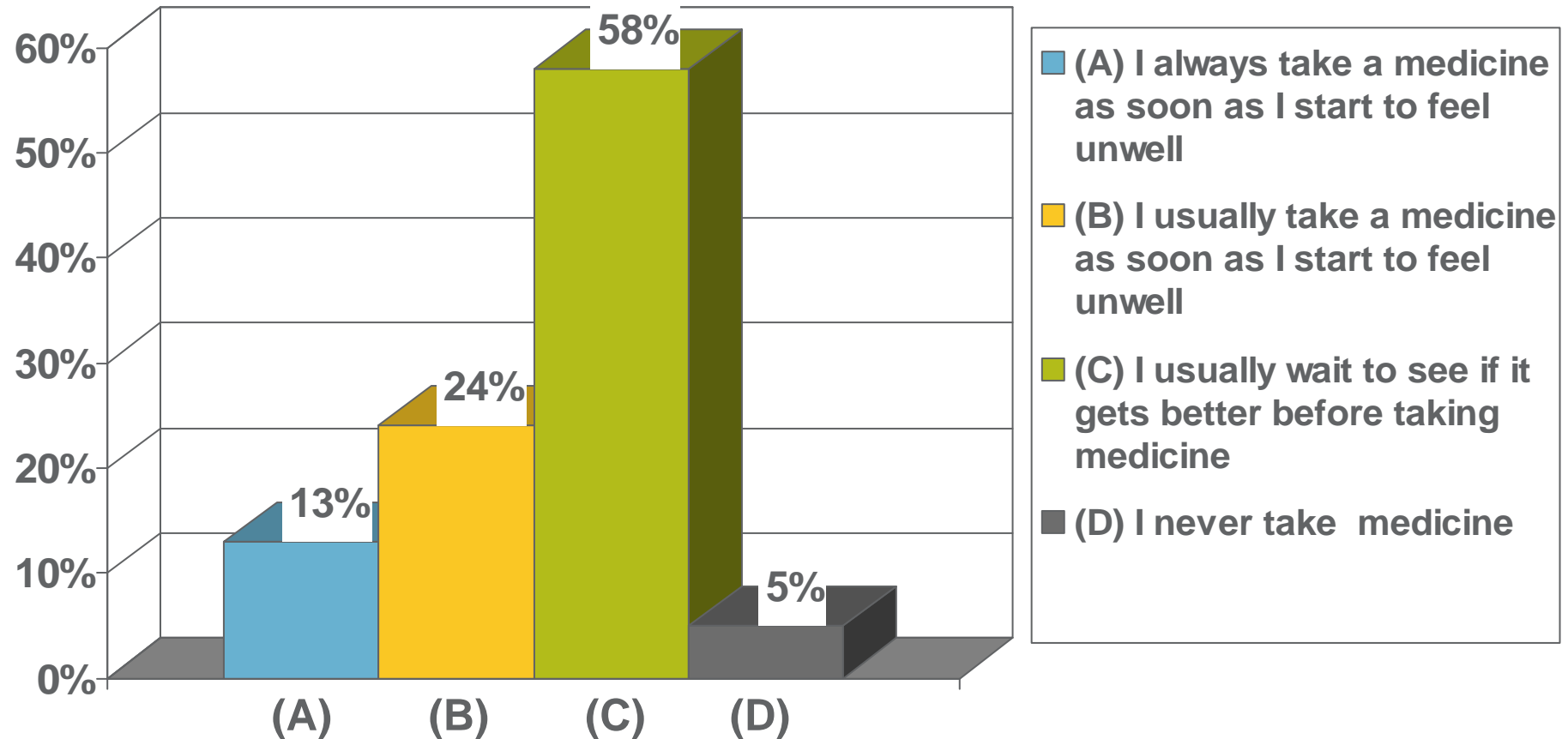
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Mexico



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

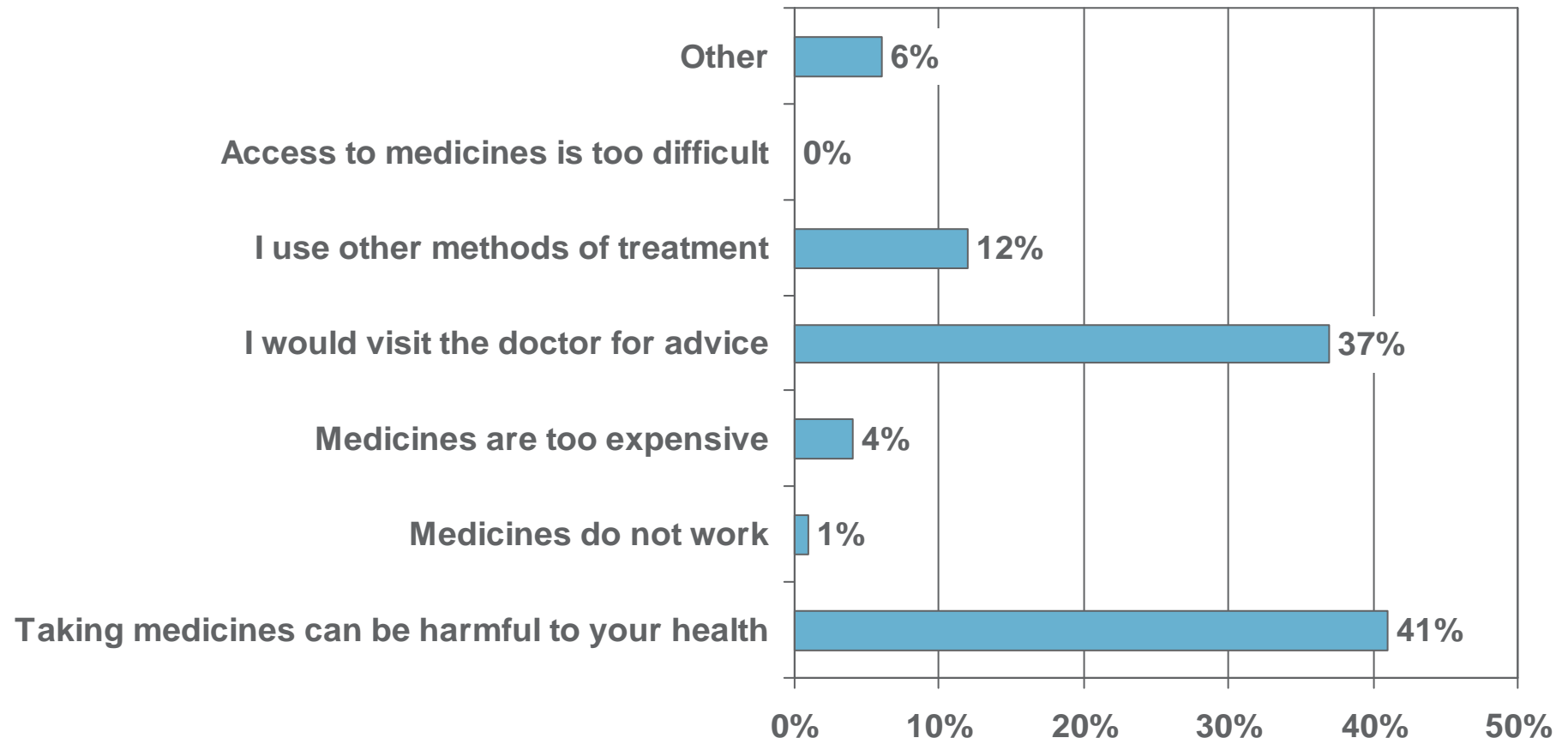
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Mexico

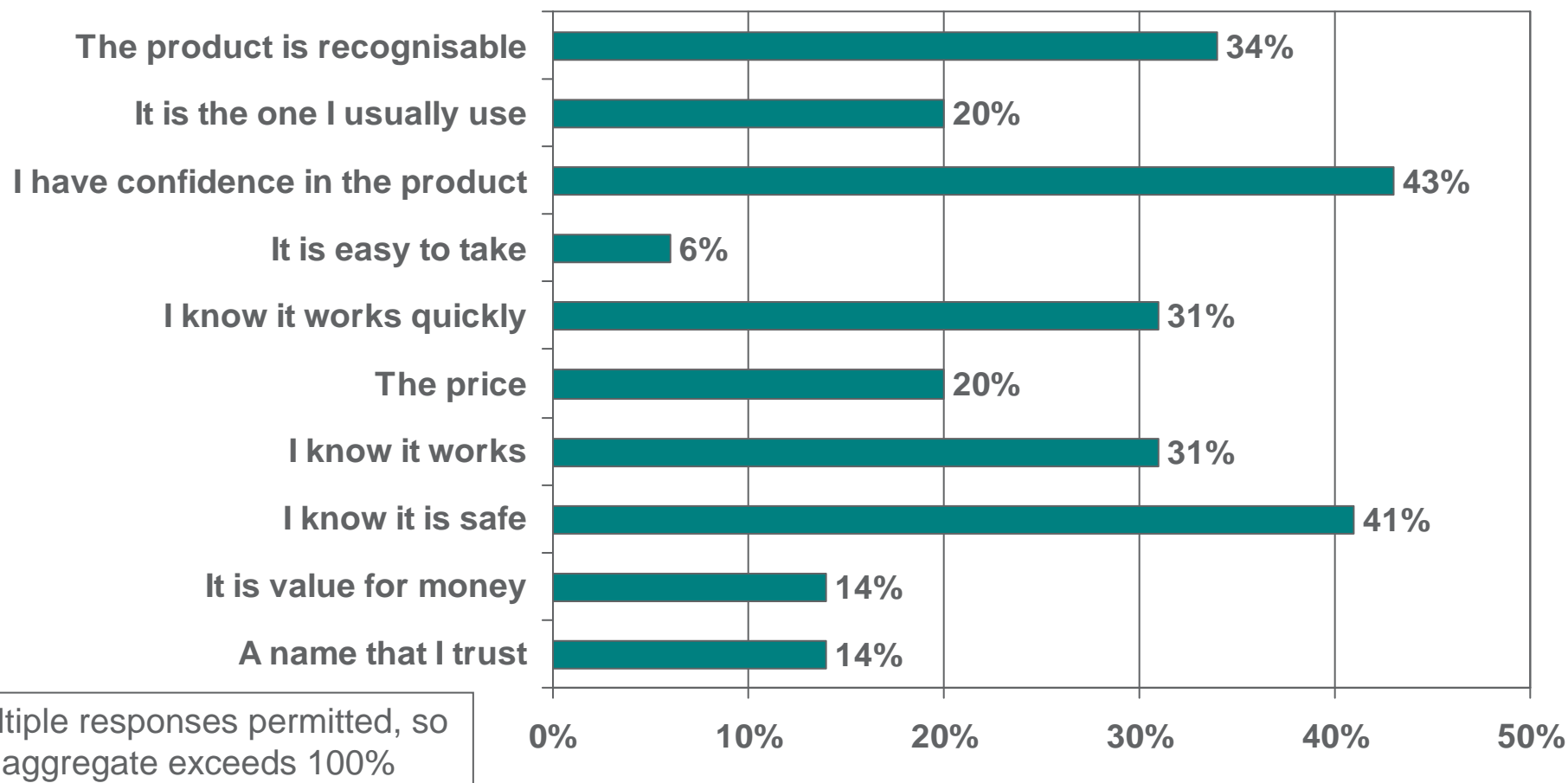


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Mexico

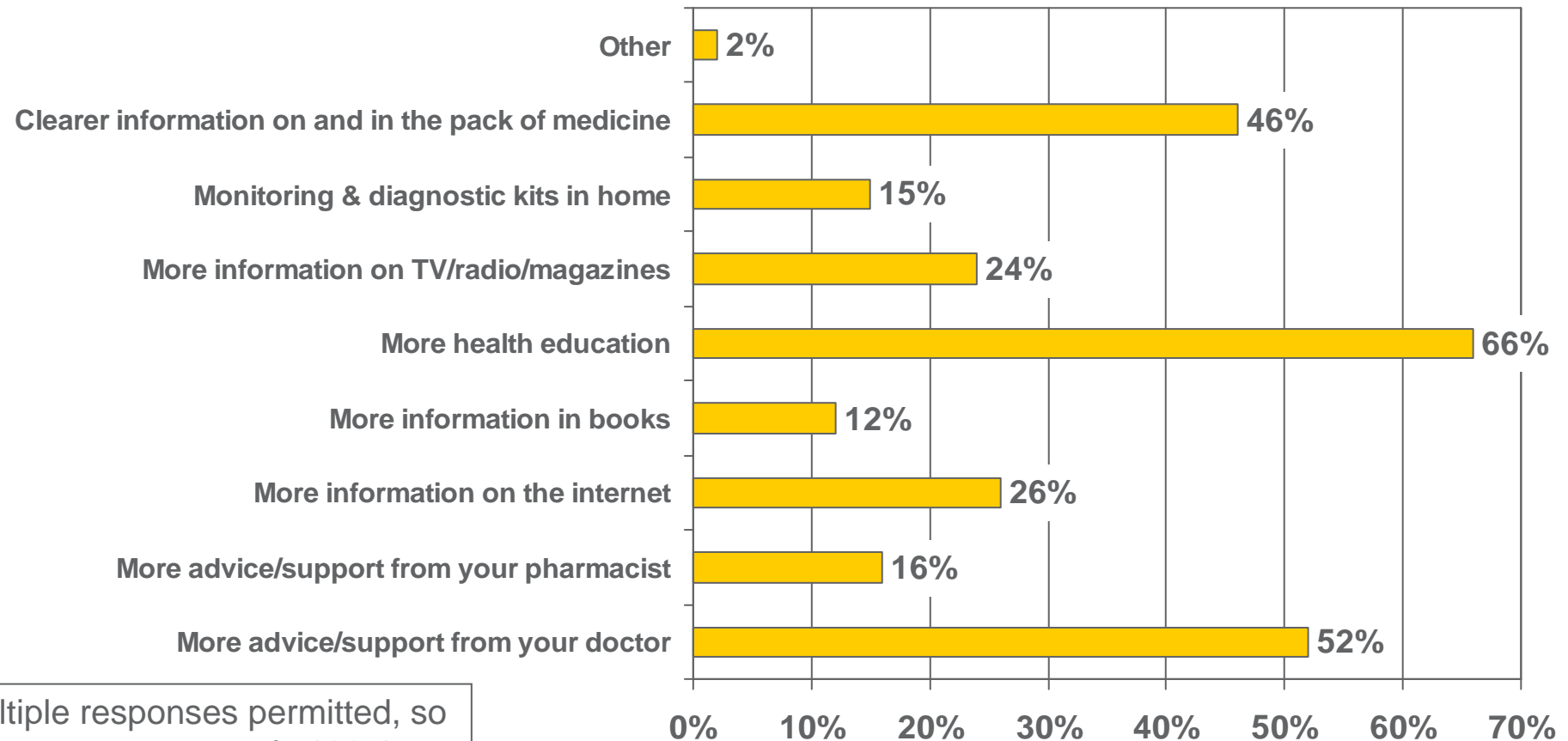


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?



Mexico



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

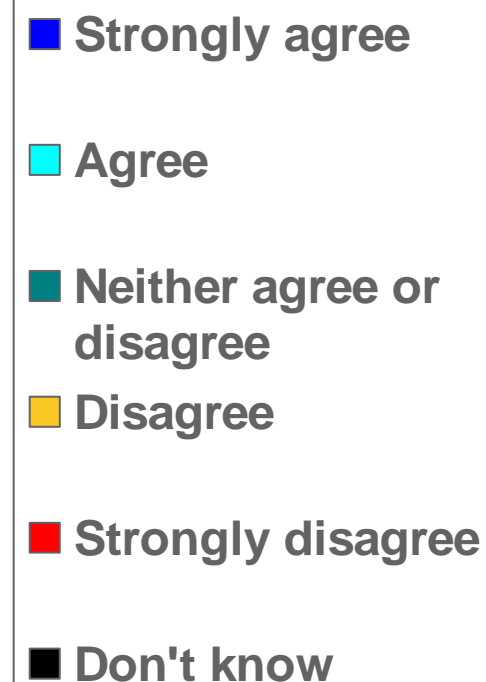
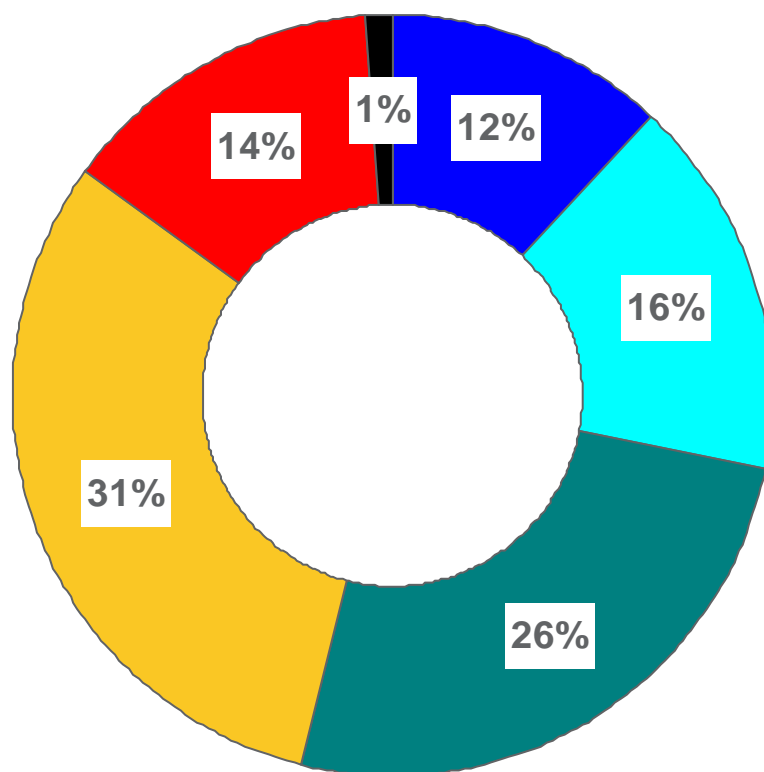
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Mexico



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

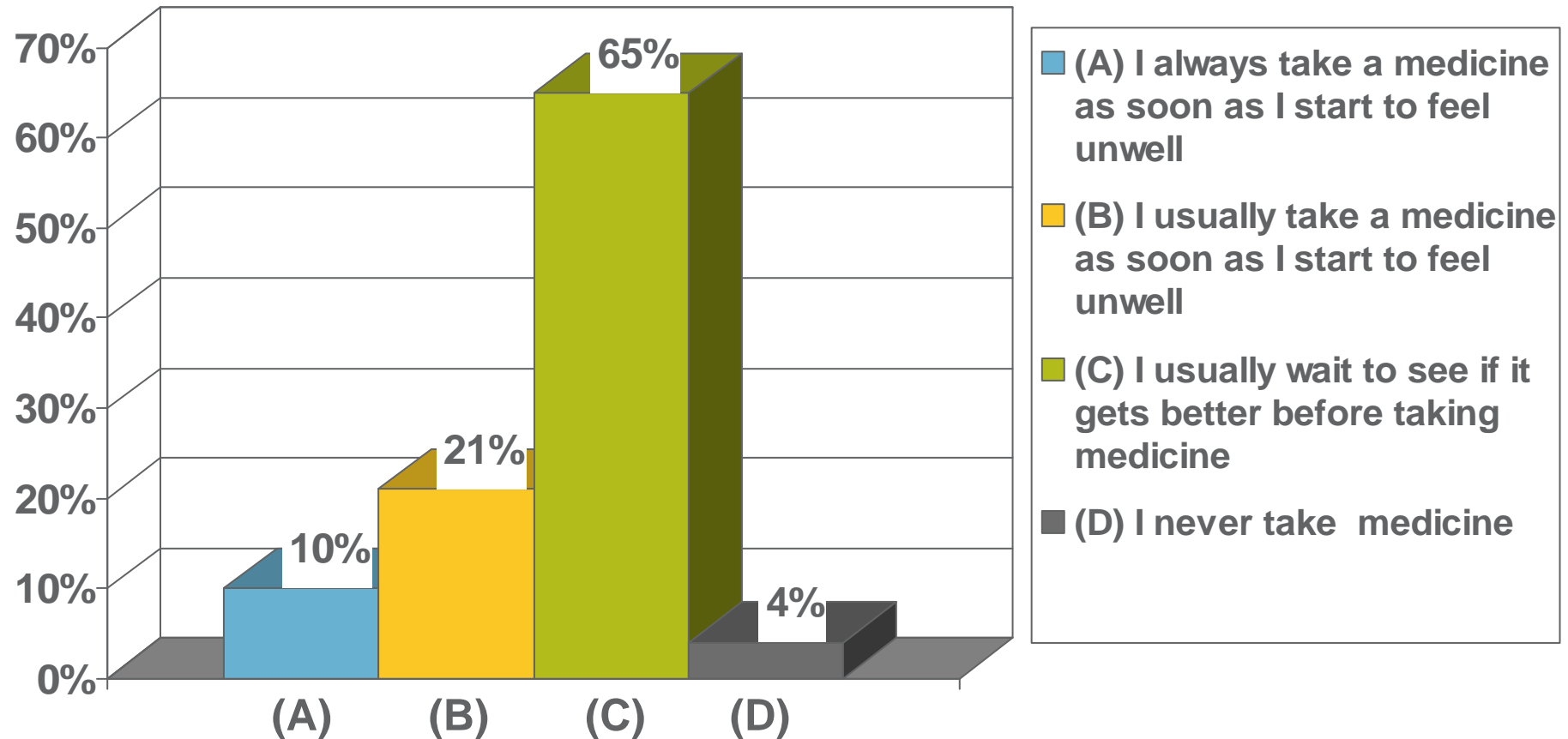
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Colombia



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

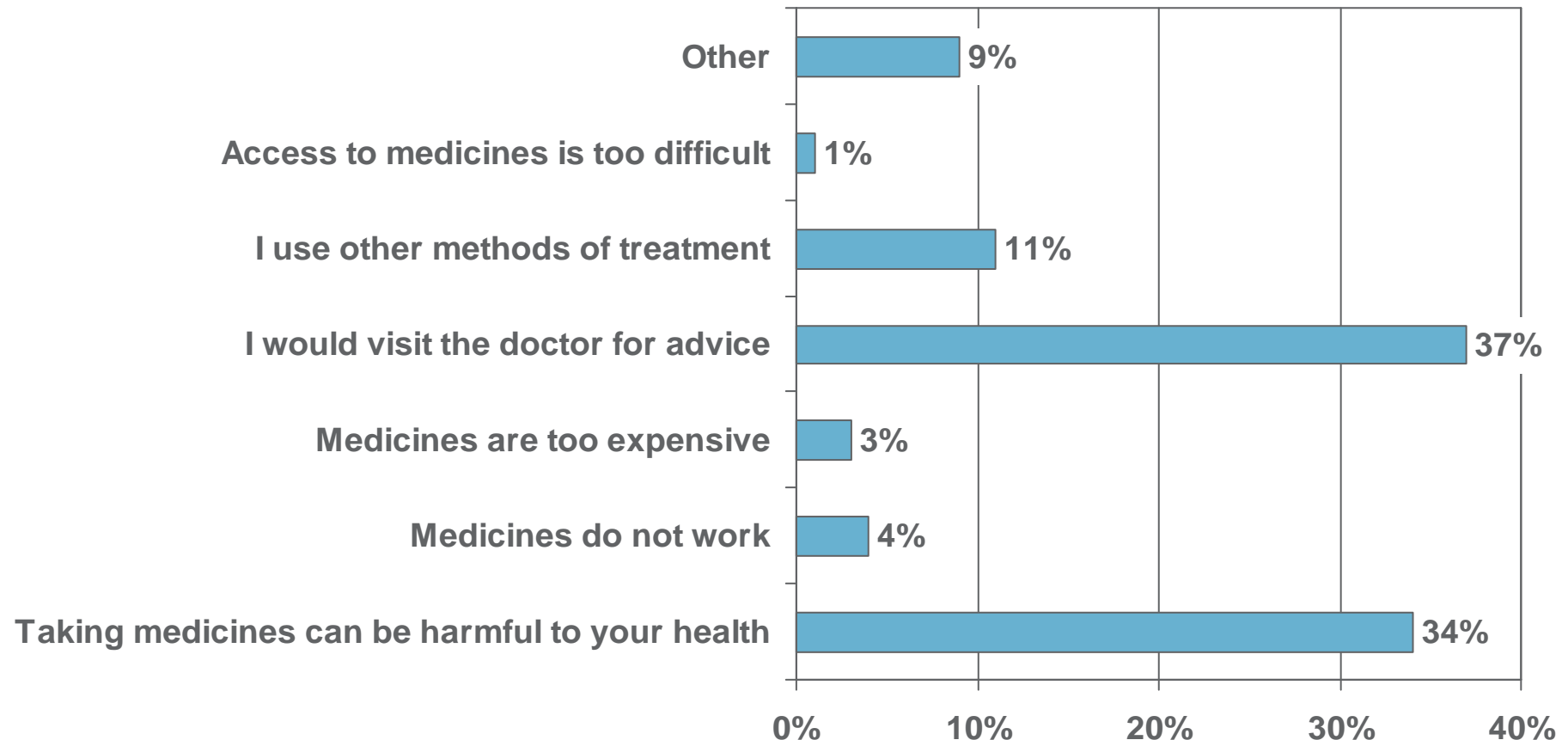
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Colombia

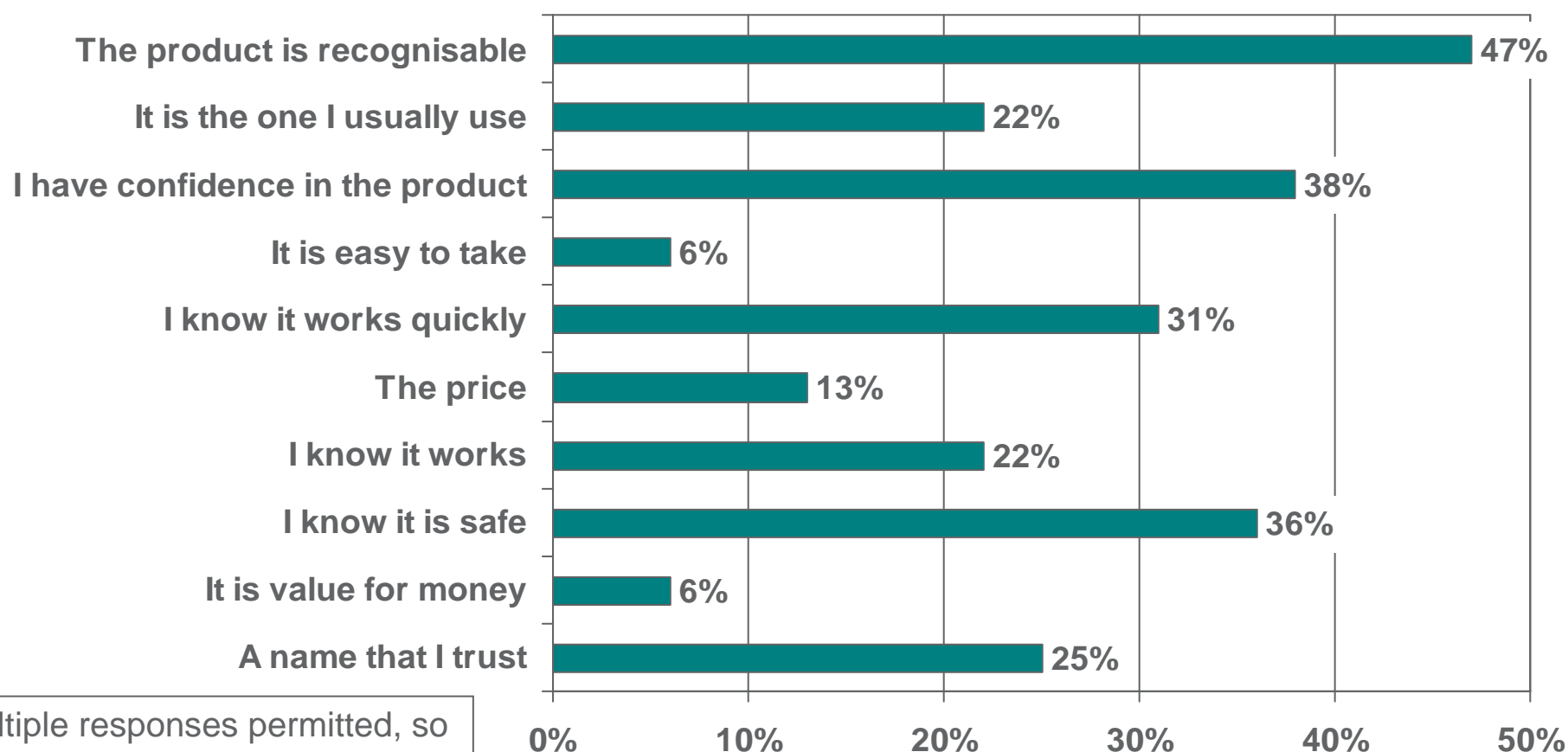


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Colombia



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

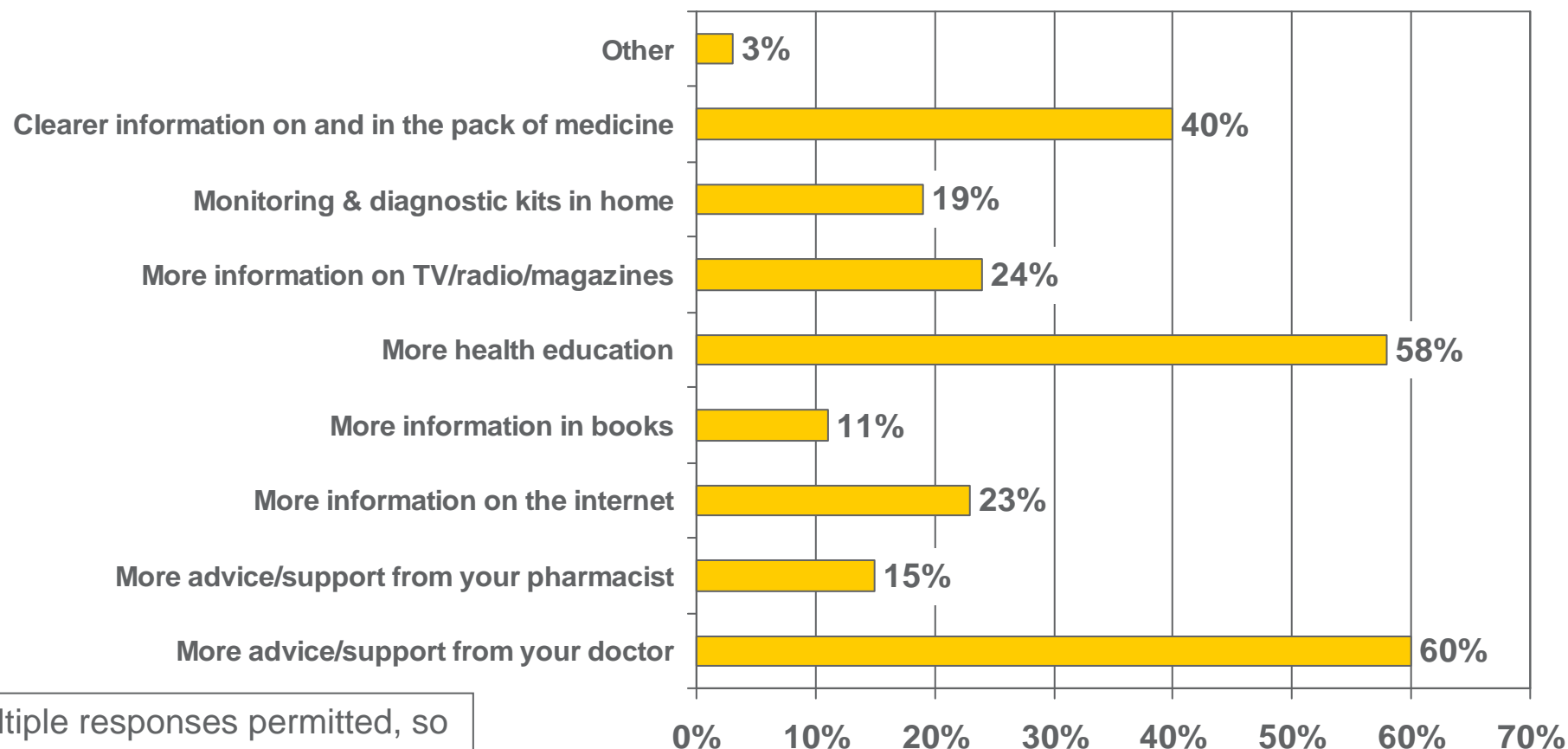
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Colombia



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

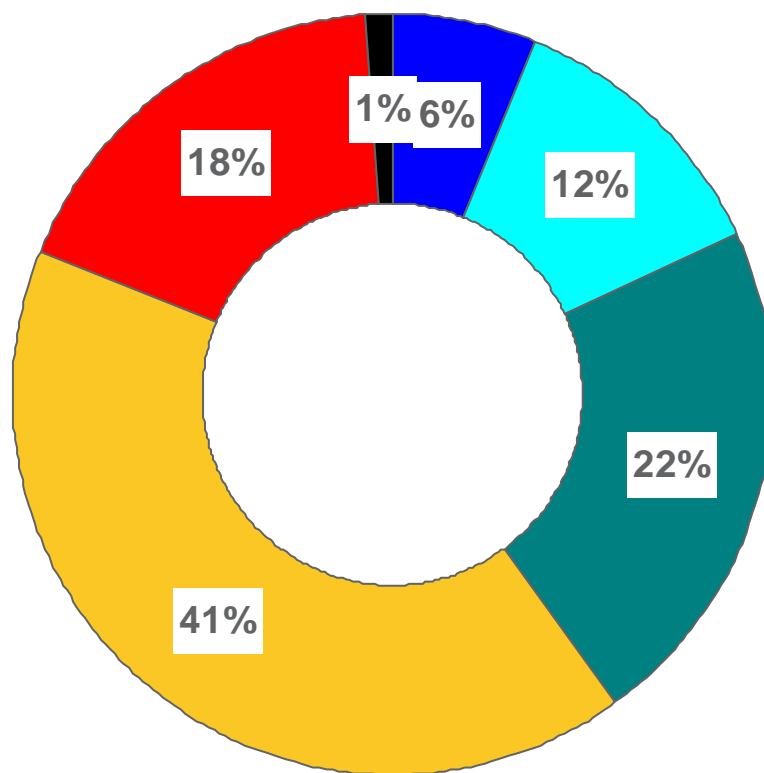
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Colombia



- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree
- Don't know

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

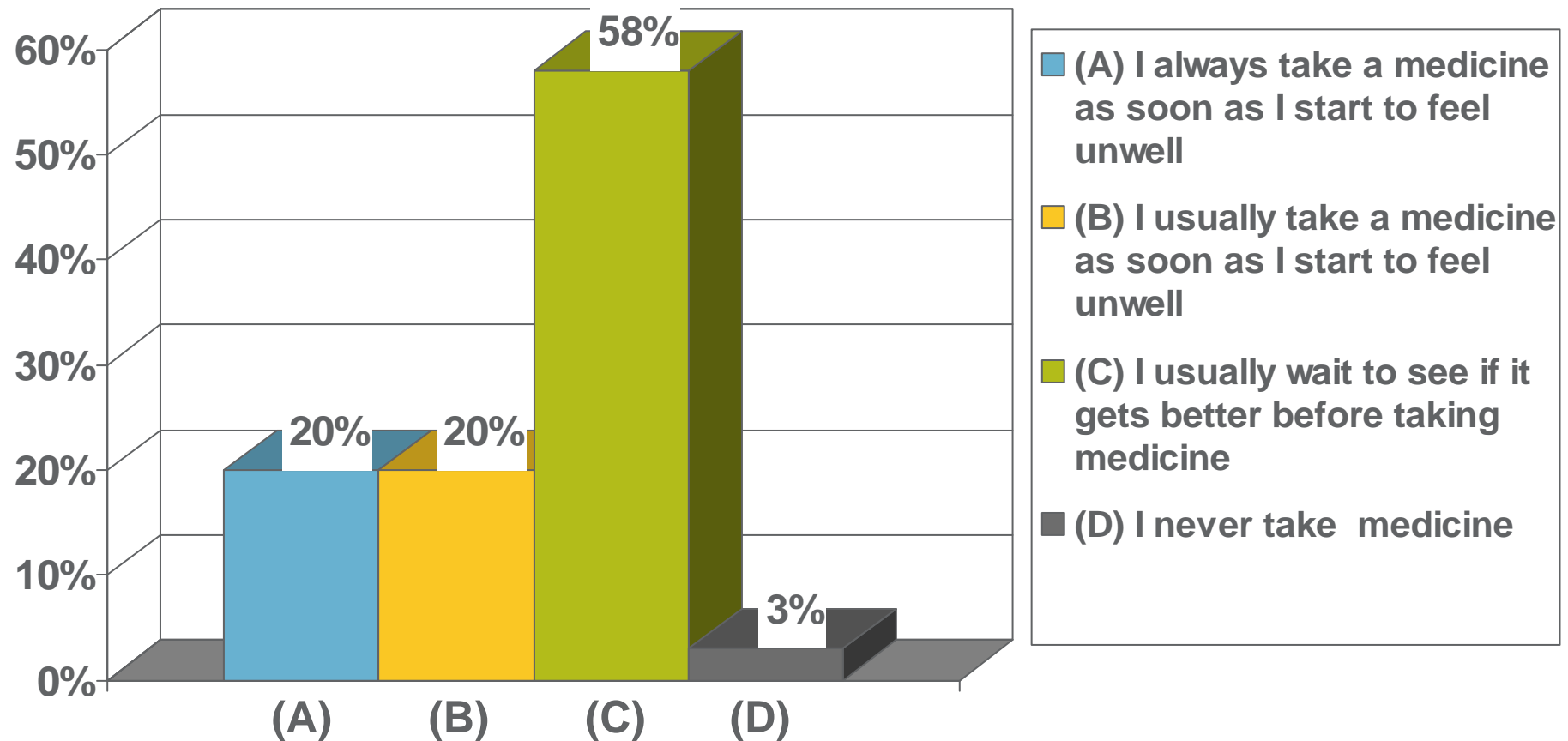
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Venezuela



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

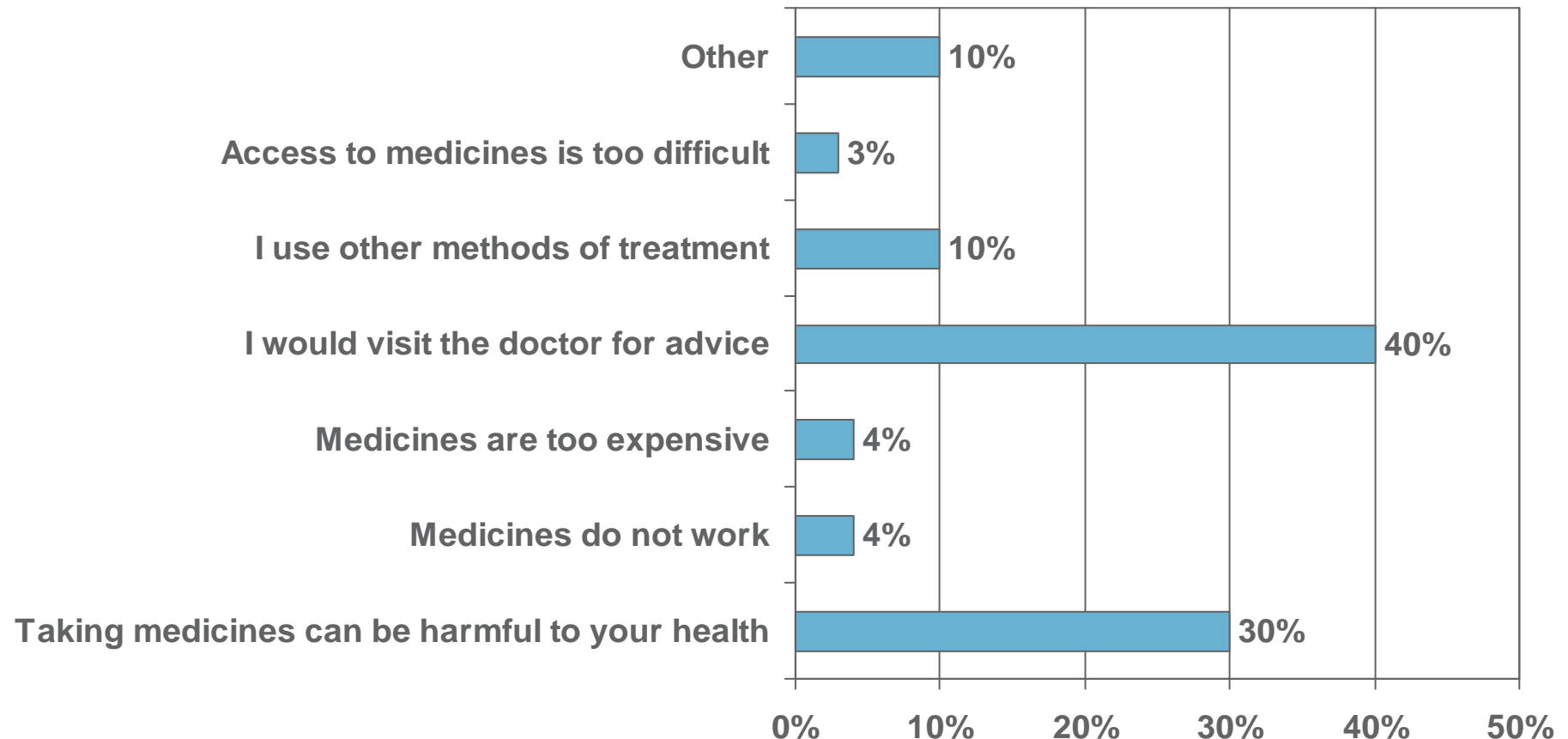
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Venezuela

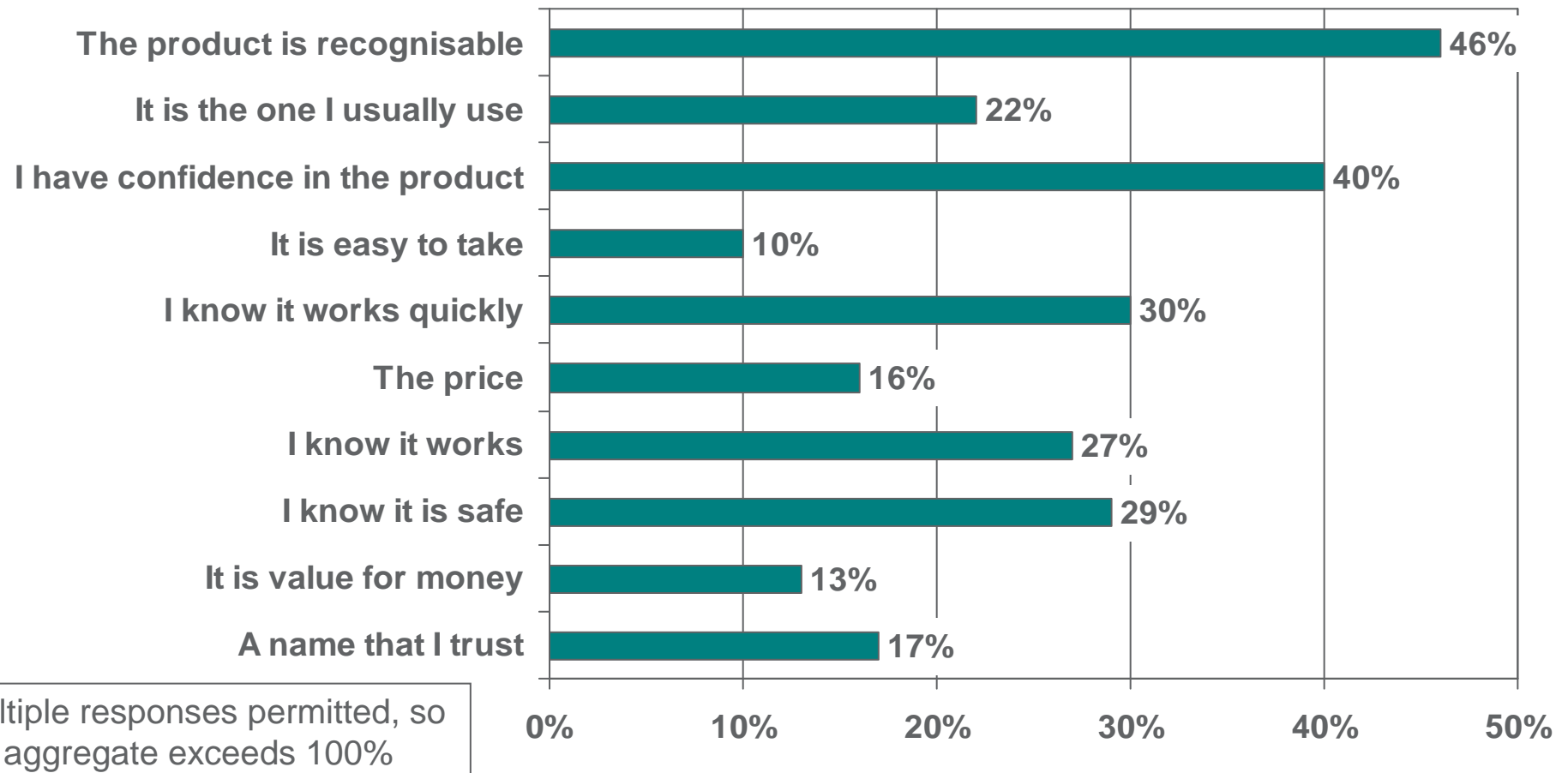


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



Venezuela

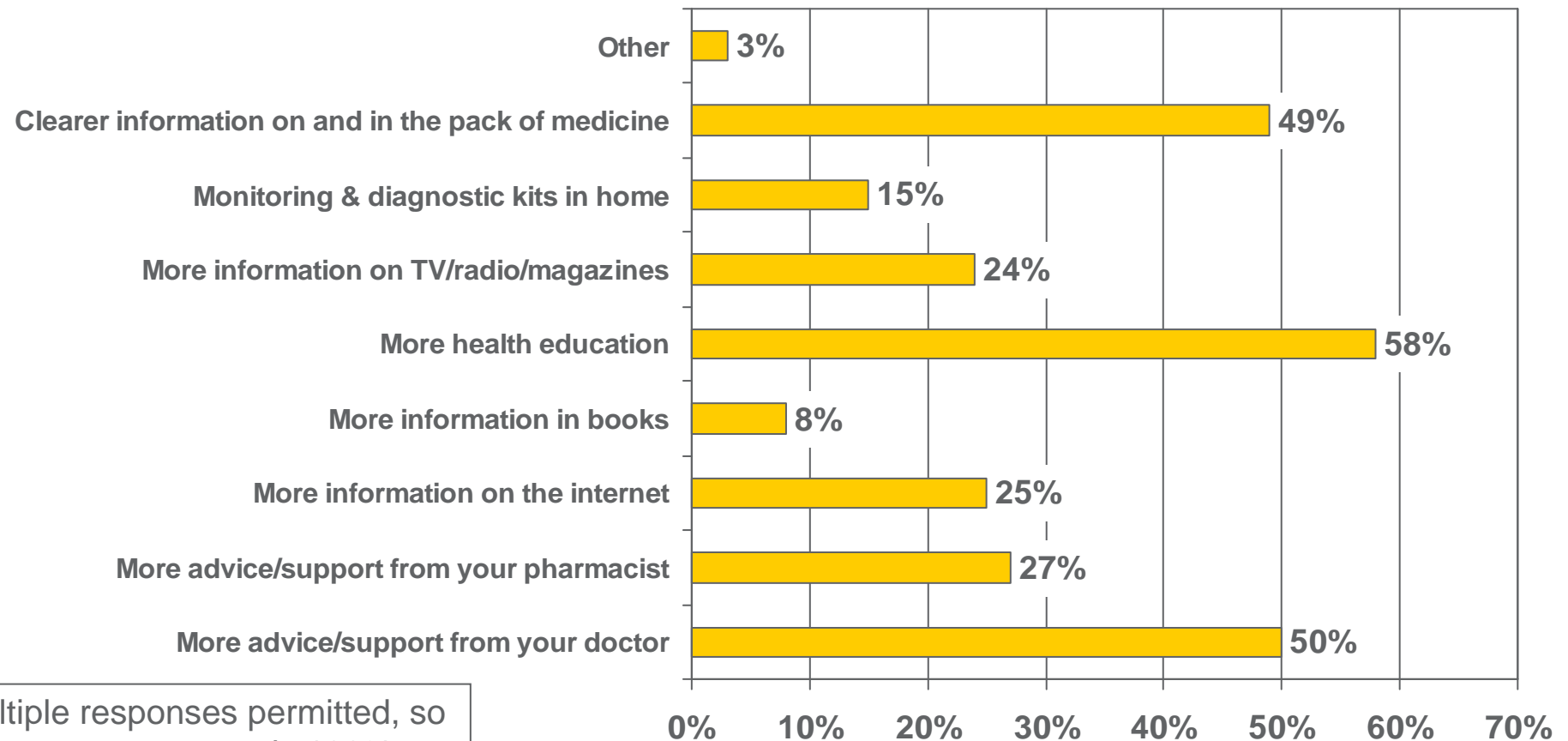


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q4. In the future which of the following would help you to take care of your health and minor ailments?



Venezuela



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

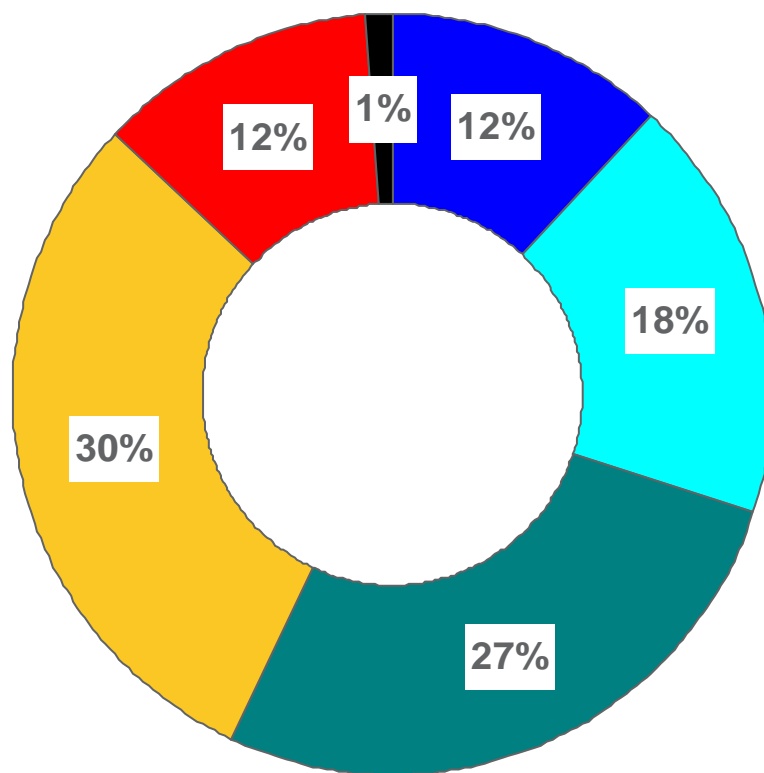
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Venezuela



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

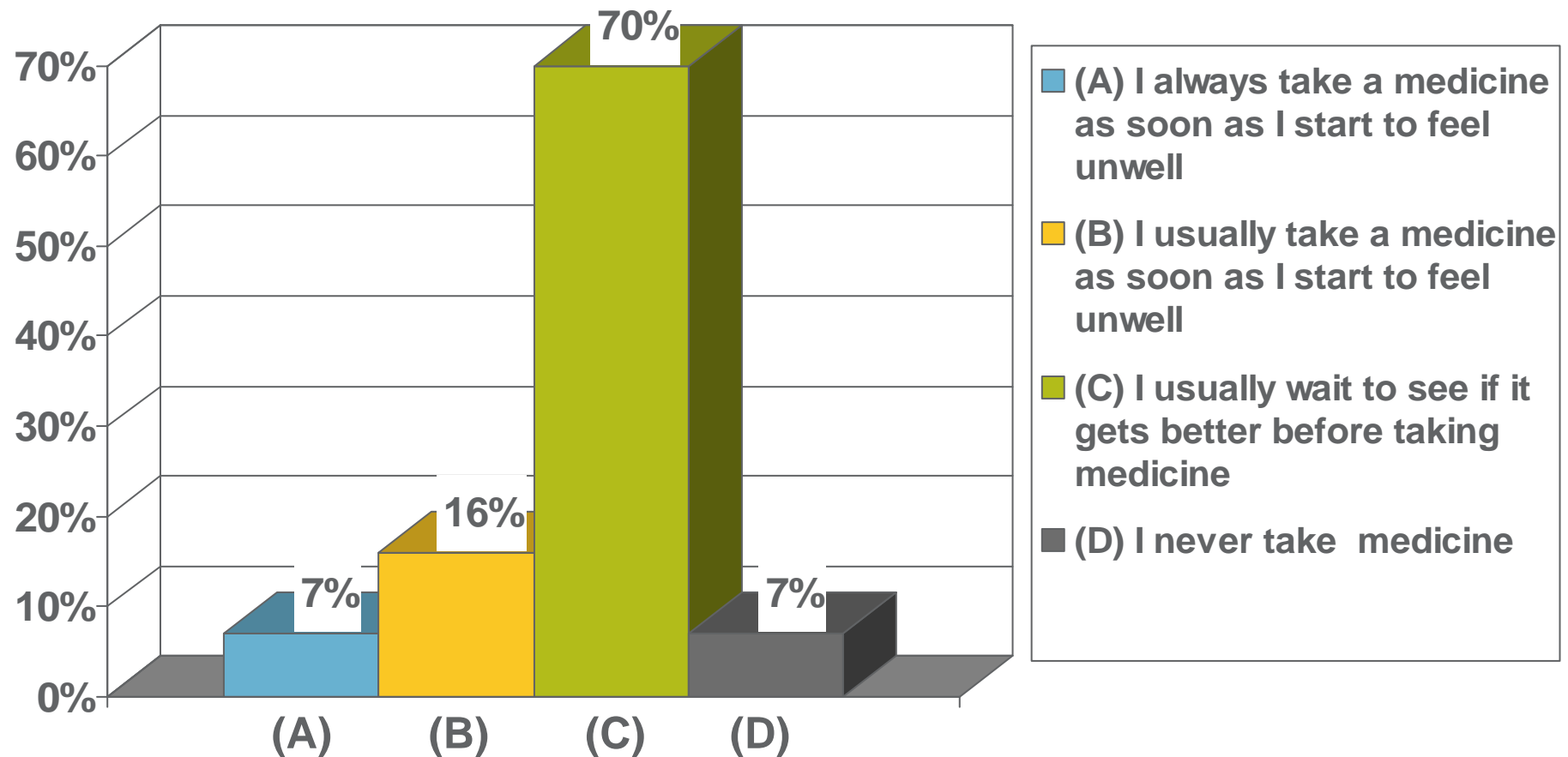
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

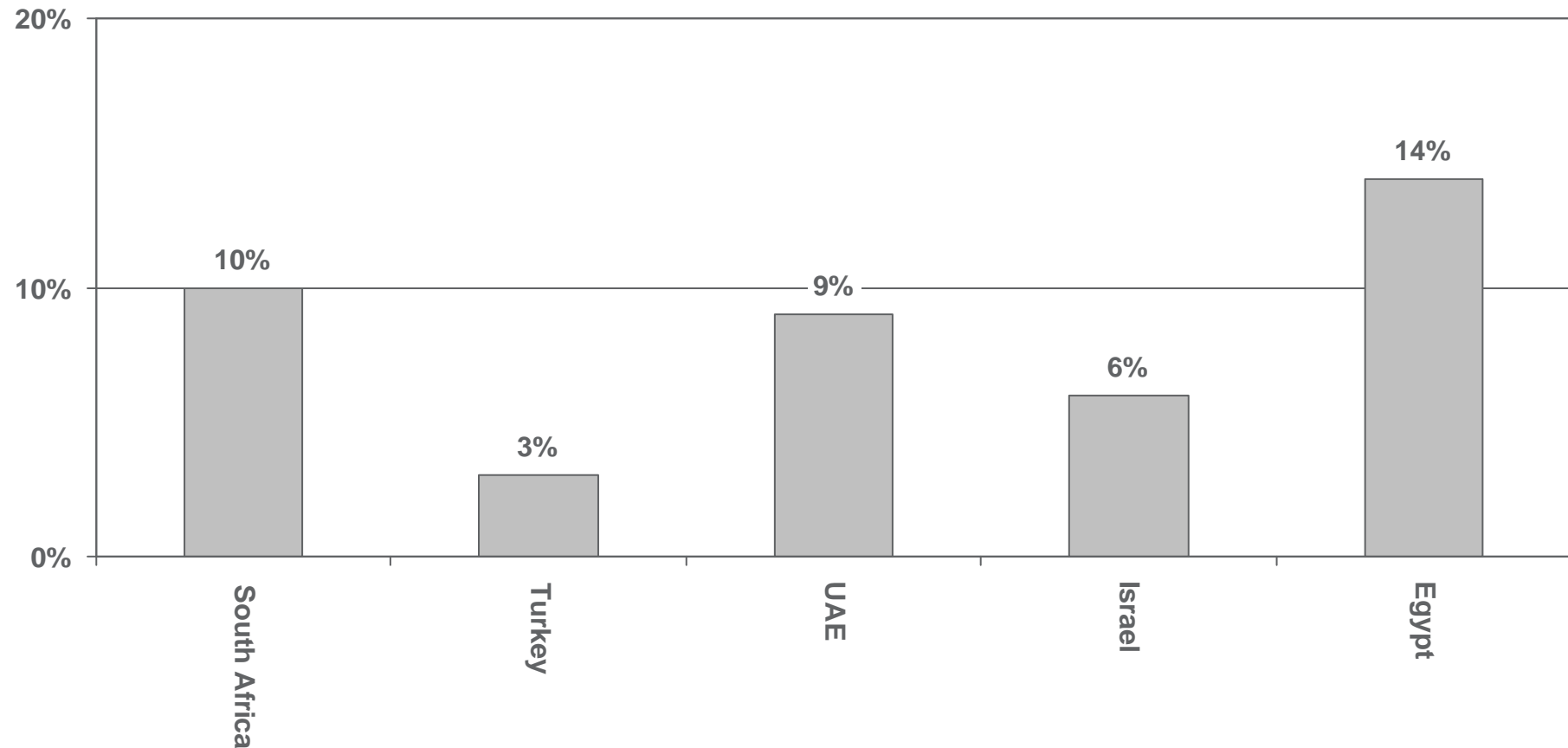
5 Country Middle East & Africa Average



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

ME & Africa - (A) I always take a medicine as soon as I start to feel unwell



% of respondents choosing this option – only one option permitted

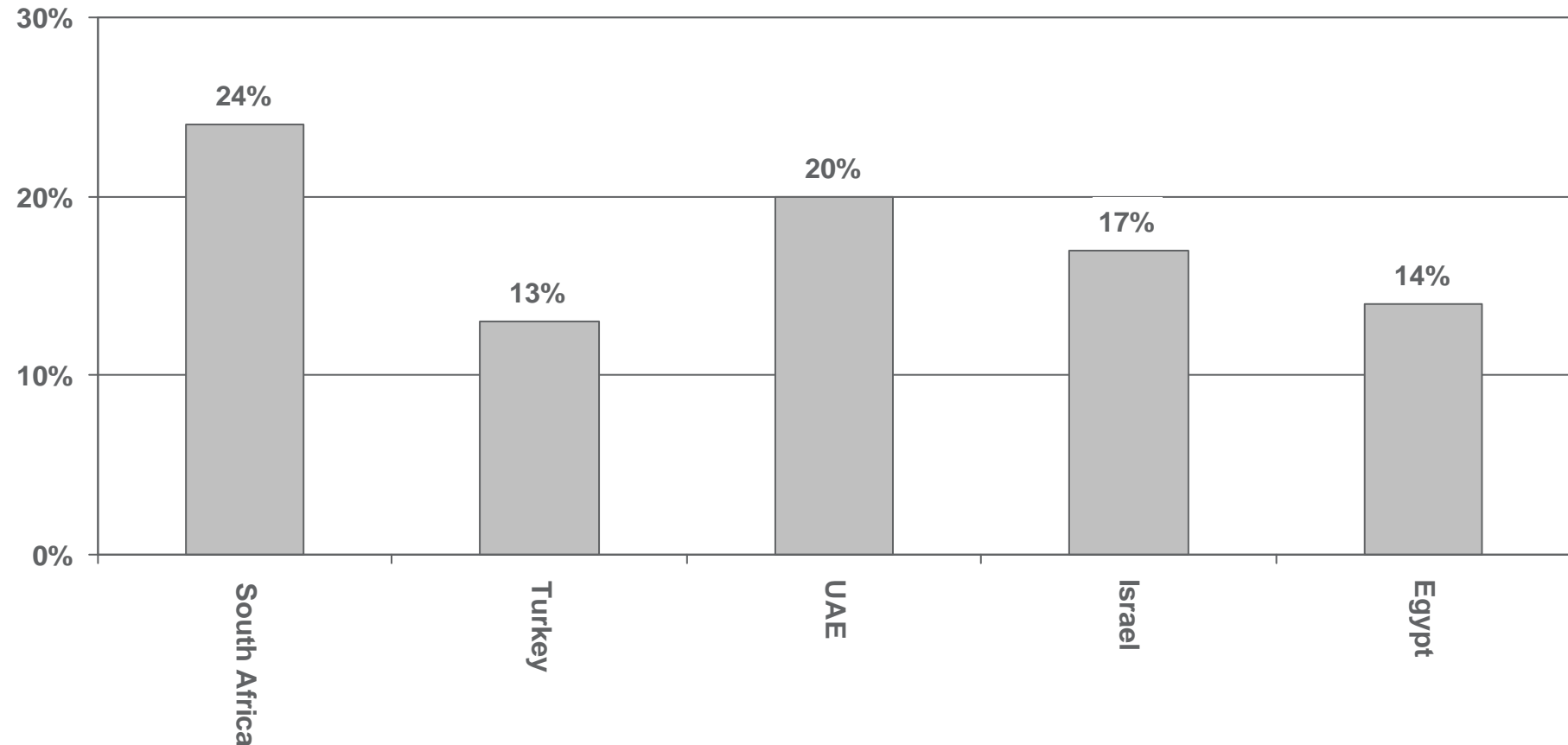
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

ME & Africa - (B) I usually take a medicine as soon as I start to feel unwell



% of respondents choosing this option – only one option permitted

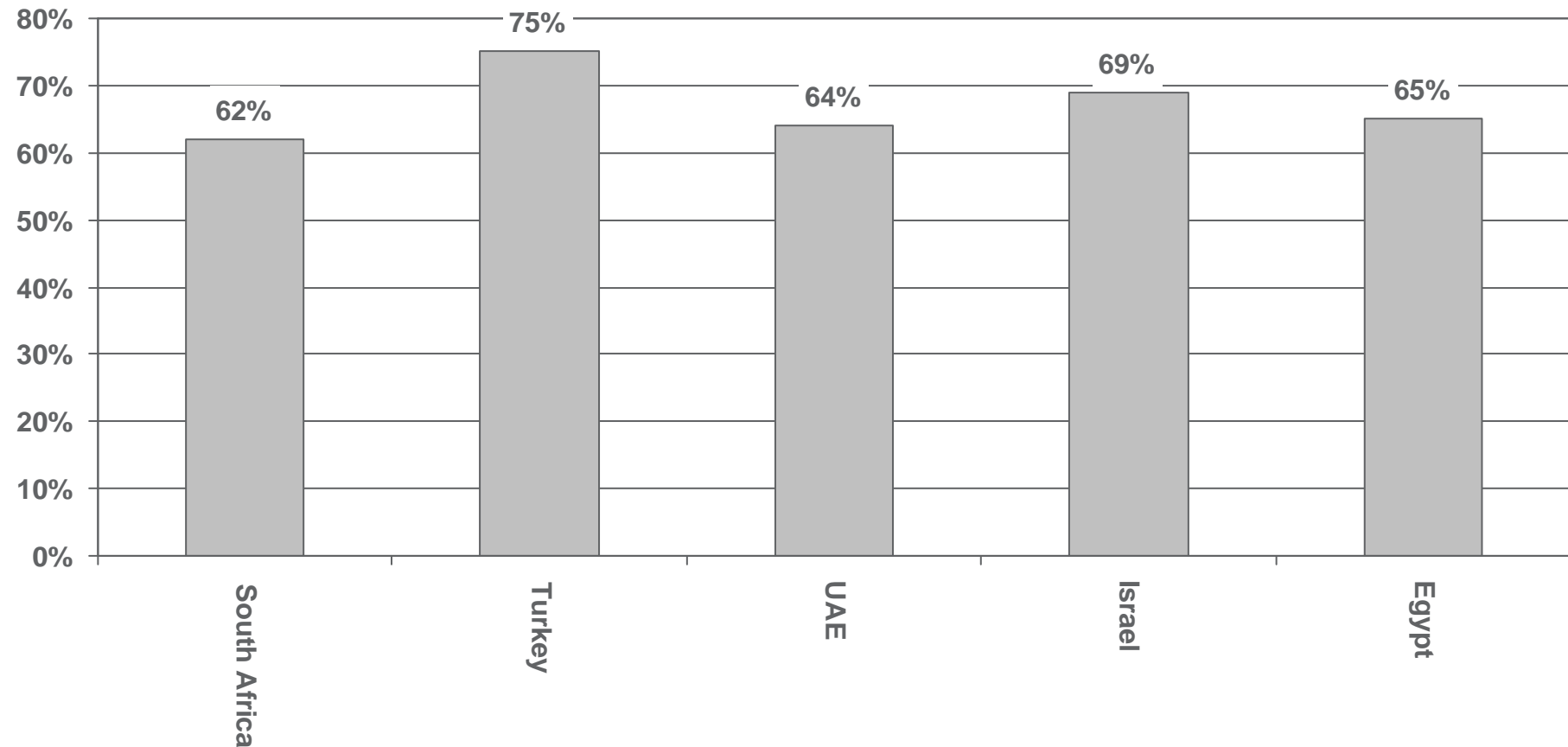
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

ME & Africa - (C) I usually wait and see if it gets better before taking medicine



% of respondents choosing this option – only one option permitted

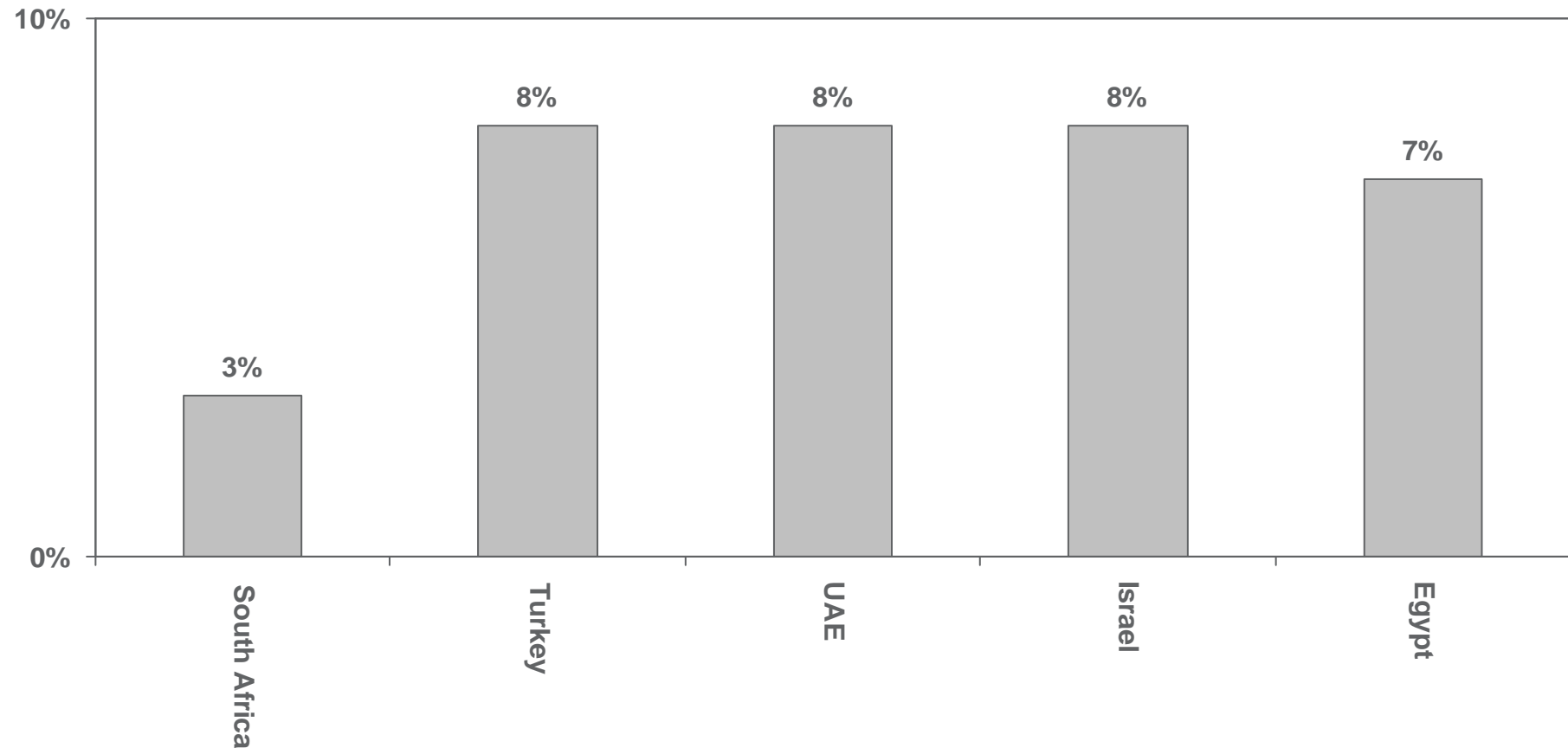
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

ME & Africa - (D) I never take medicines



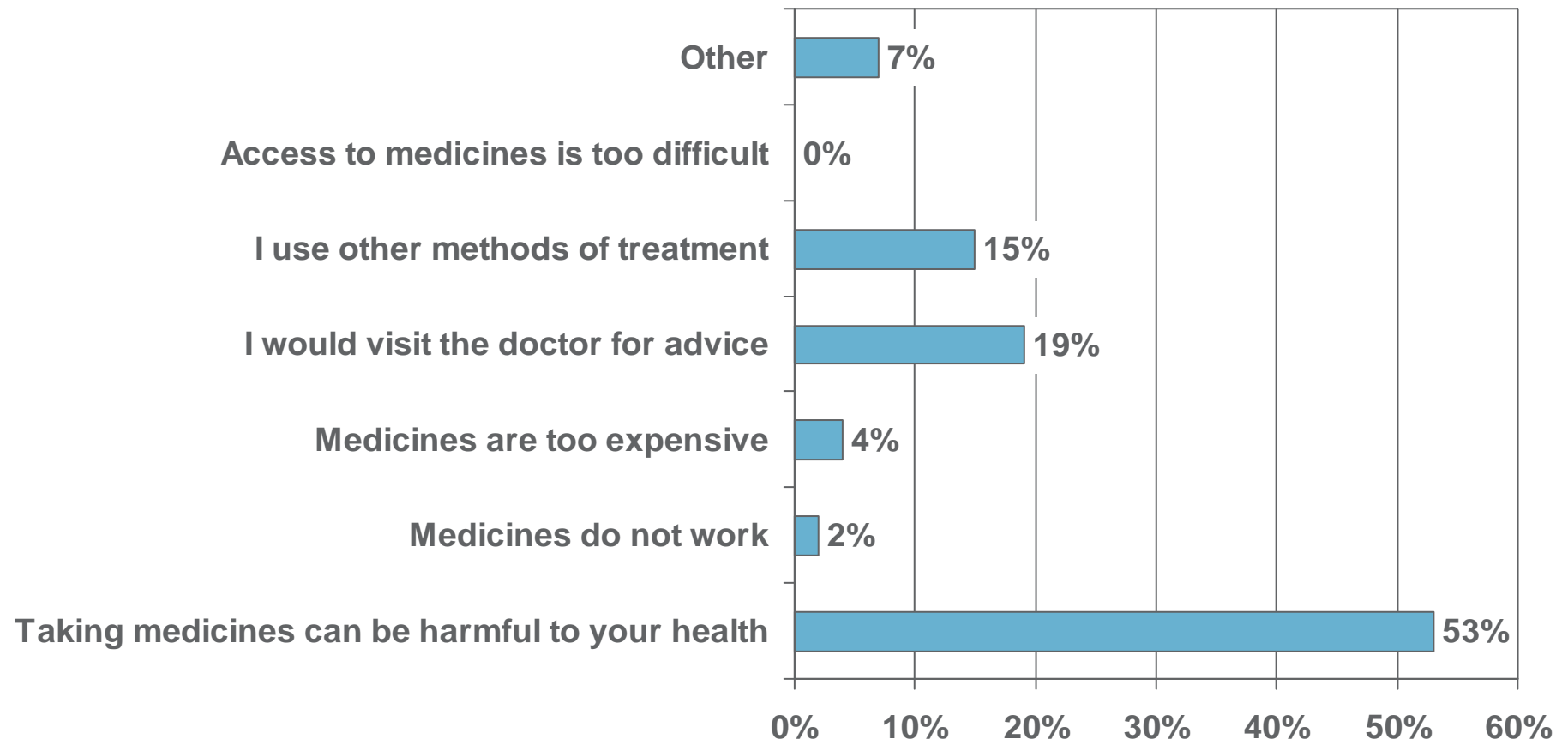
% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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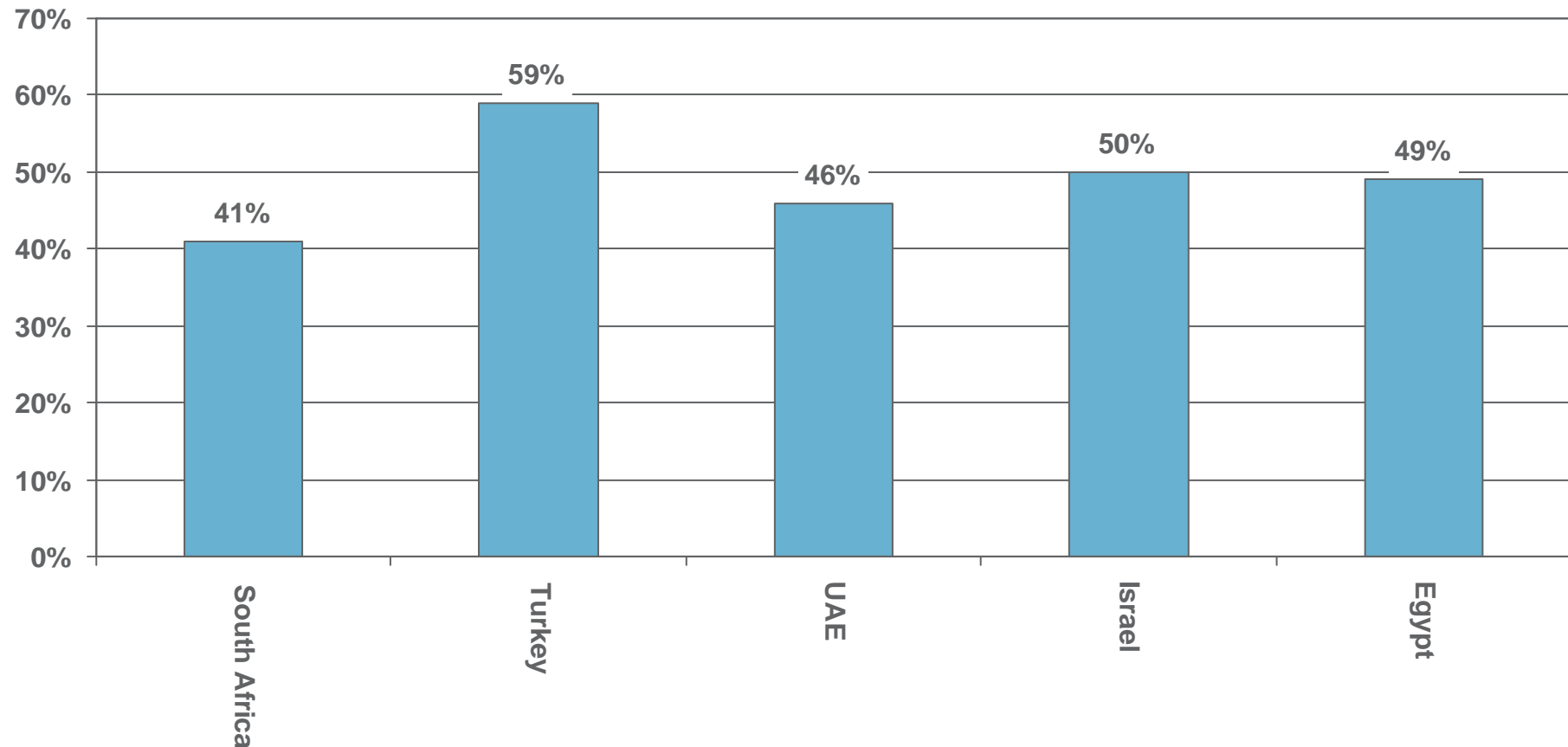
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
5 Country Middle East & Africa Average



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?

ME & Africa – Taking medicines can be harmful to your health



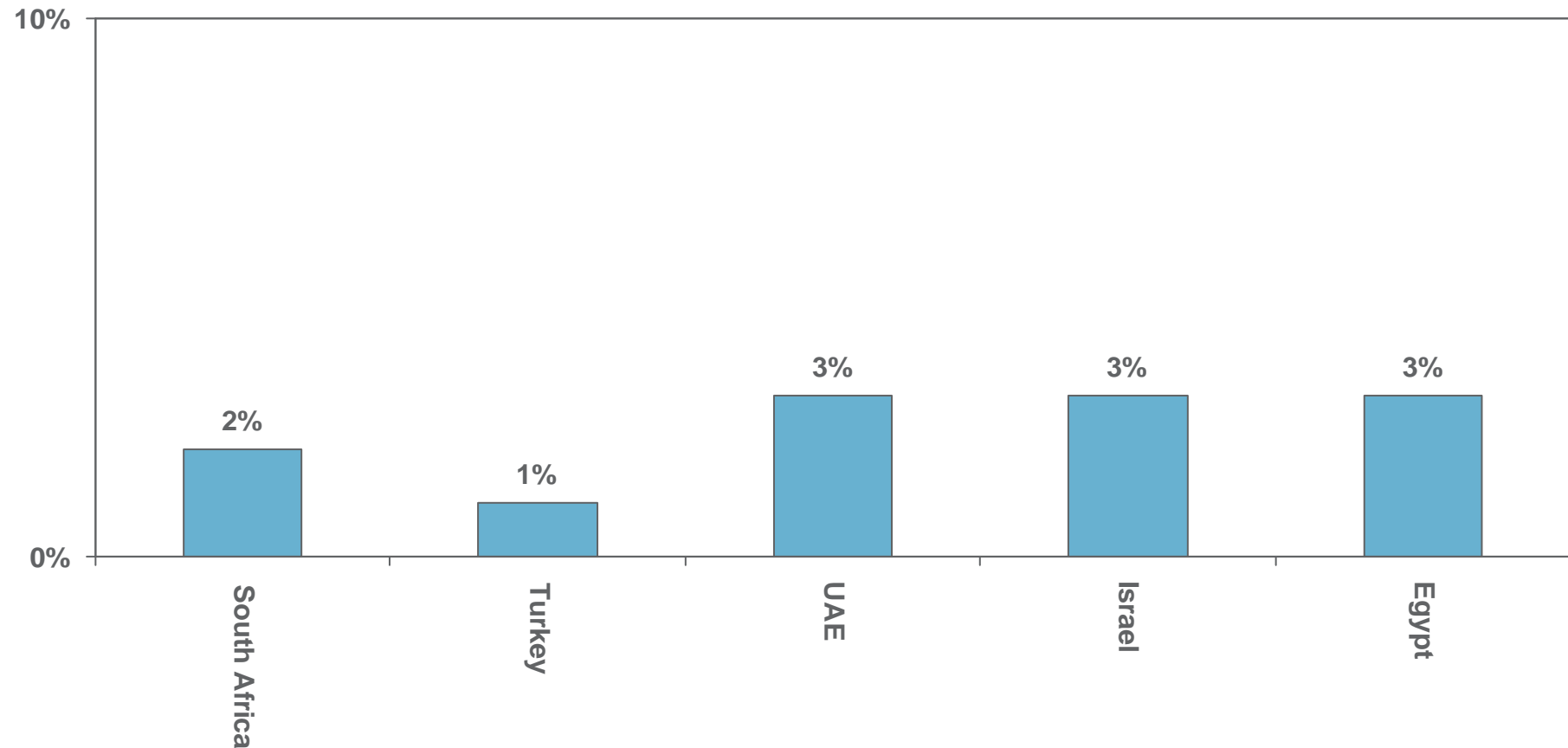
% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

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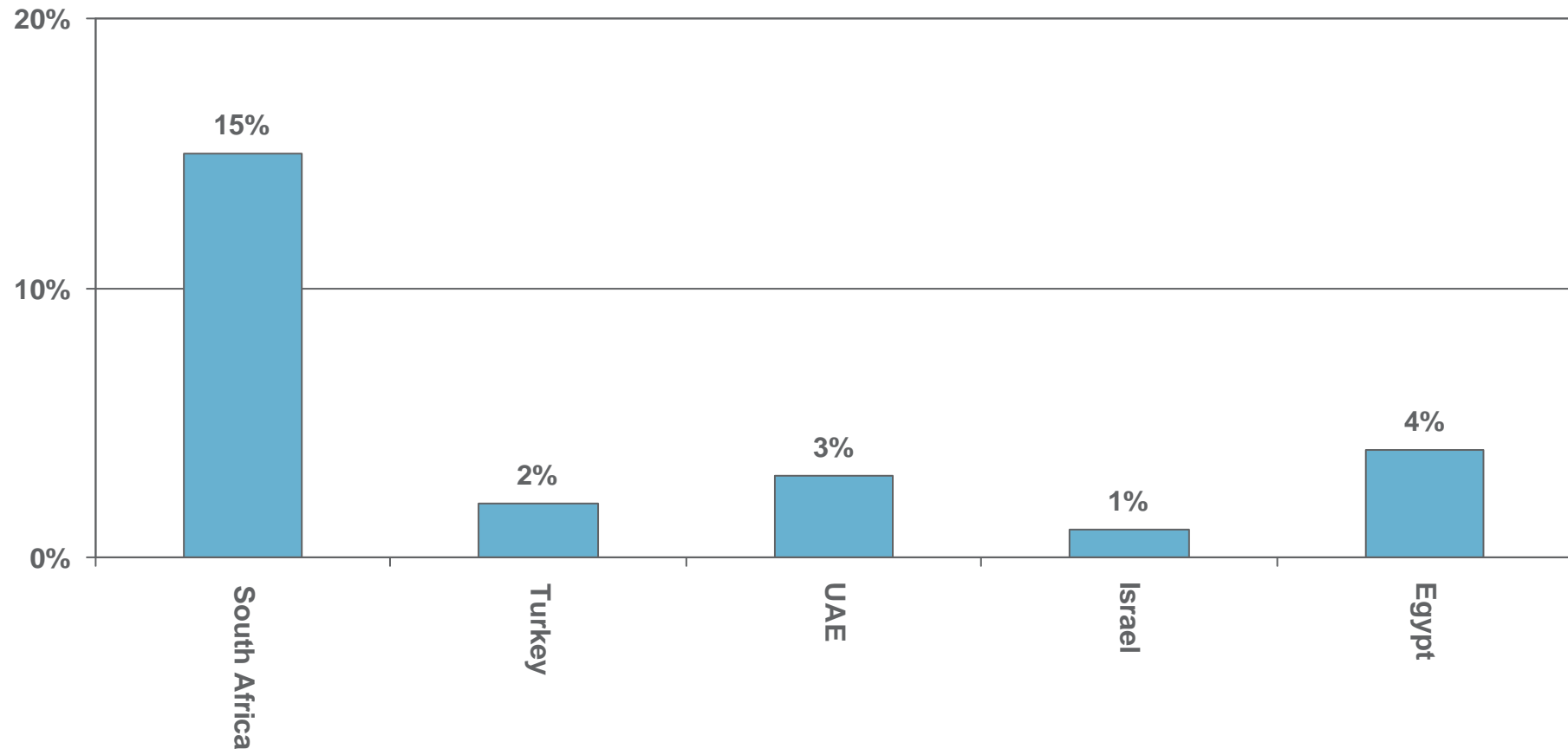
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
ME & Africa – Medicines do not work



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

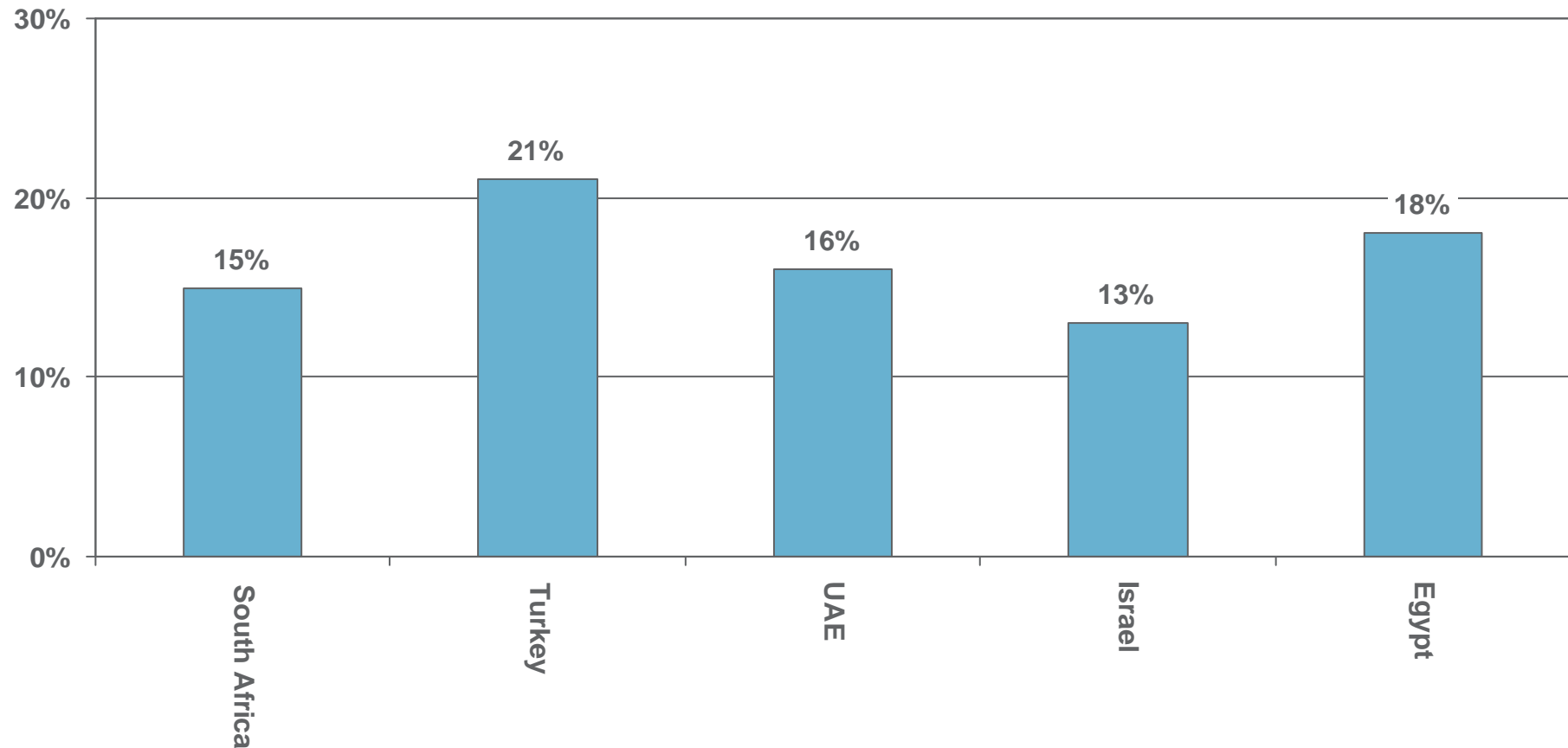
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
ME & Africa – Medicines are too expensive



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

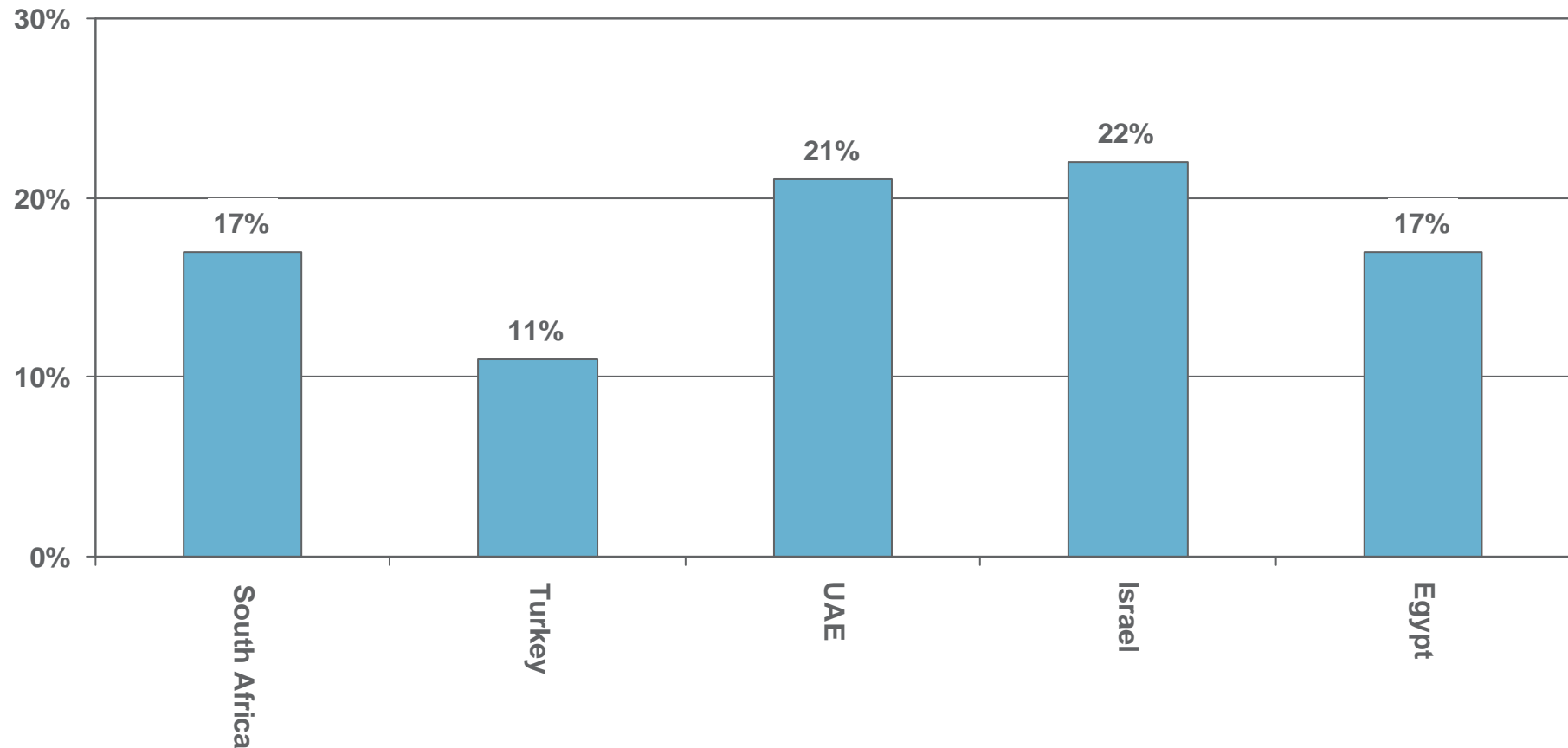
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
ME & Africa – I would visit the doctor for advice



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

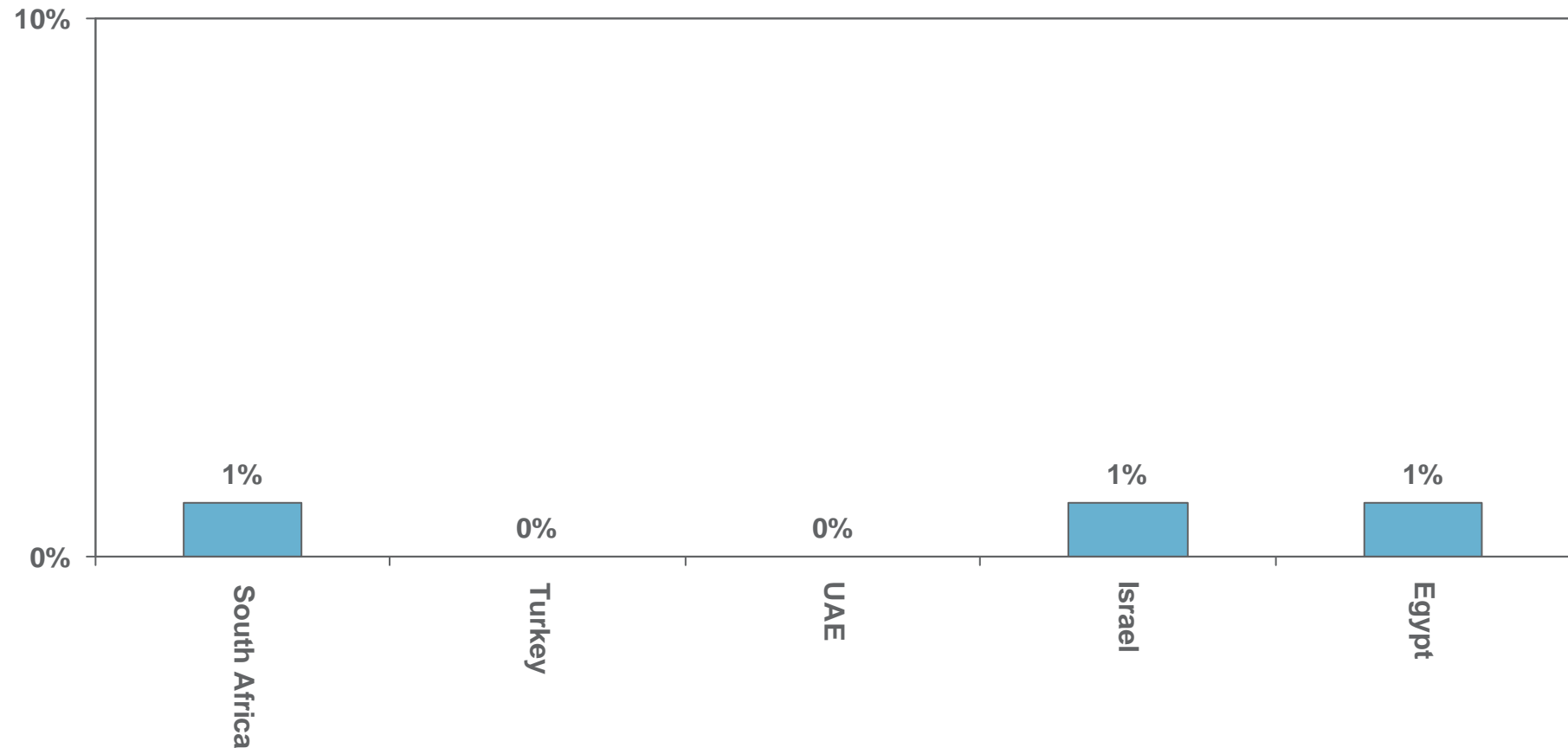
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
ME & Africa – I would use other methods of treatment



% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?
ME & Africa – Access to medicines is too difficult

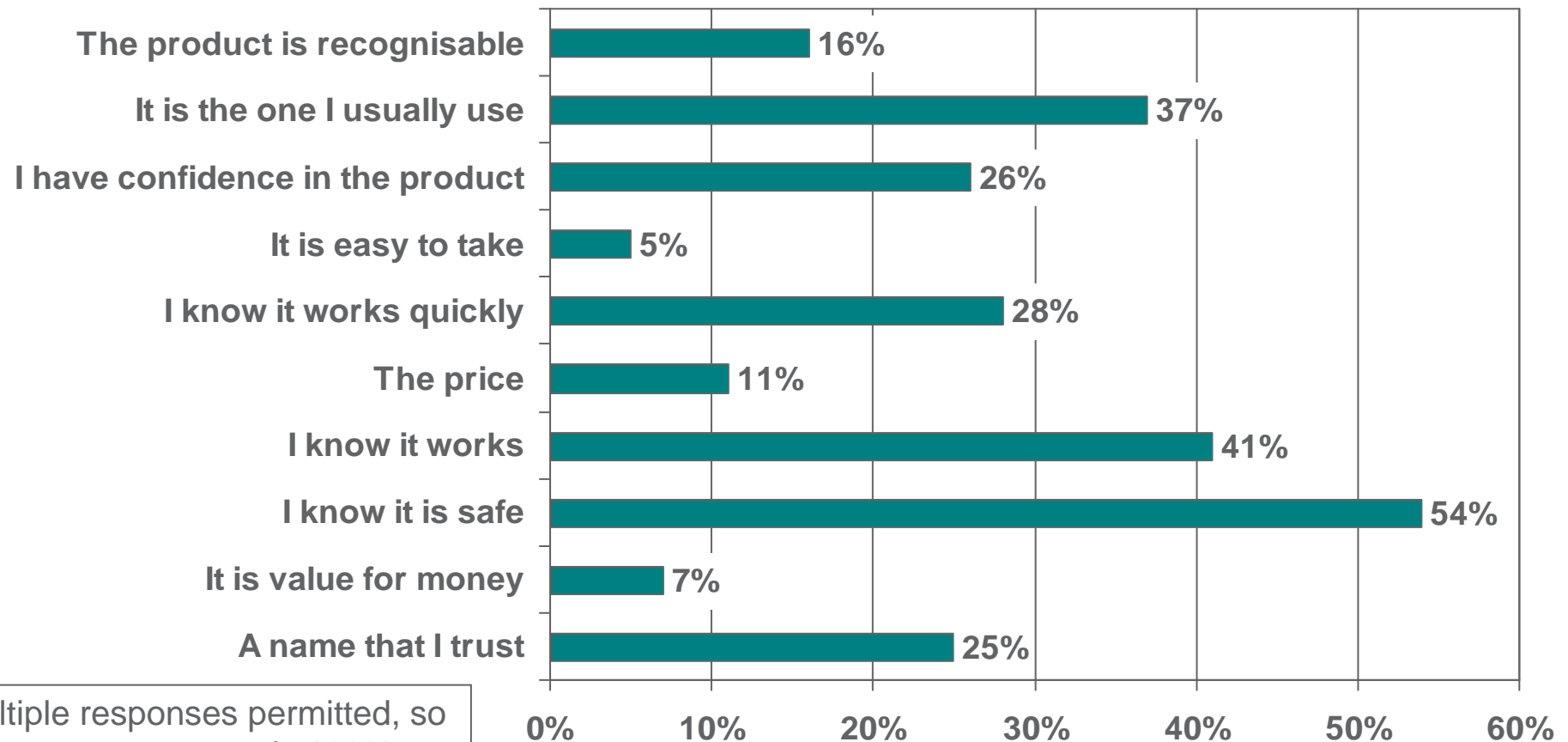


% of respondents choosing this option – only one option permitted

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?

5 Country Middle East & Africa Average



Multiple responses permitted, so aggregate exceeds 100%

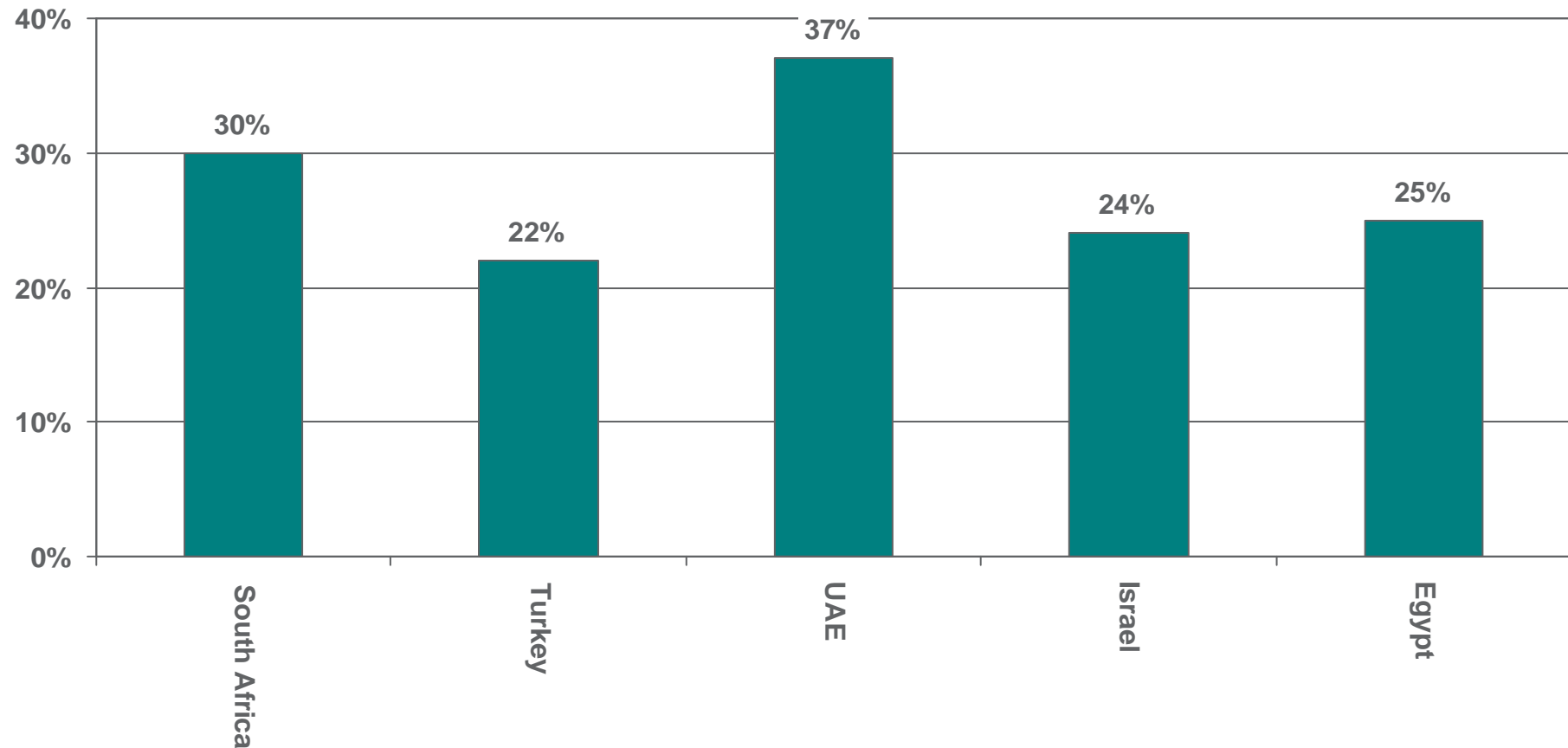
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

ME & Africa – A name that I trust



% of respondents choosing this option – more than one option could be chosen

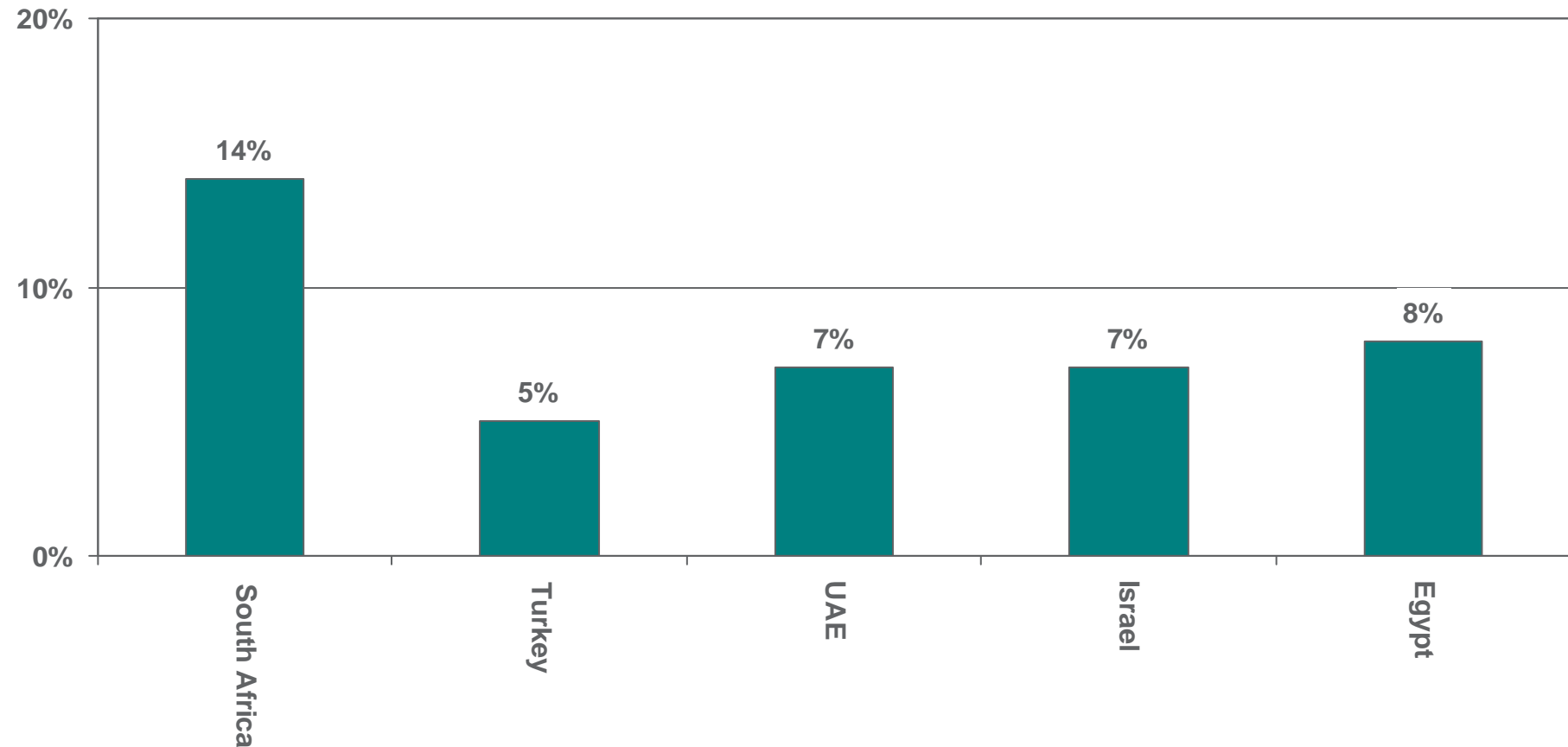
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

ME & Africa – It is value for money



% of respondents choosing this option – more than one option could be chosen

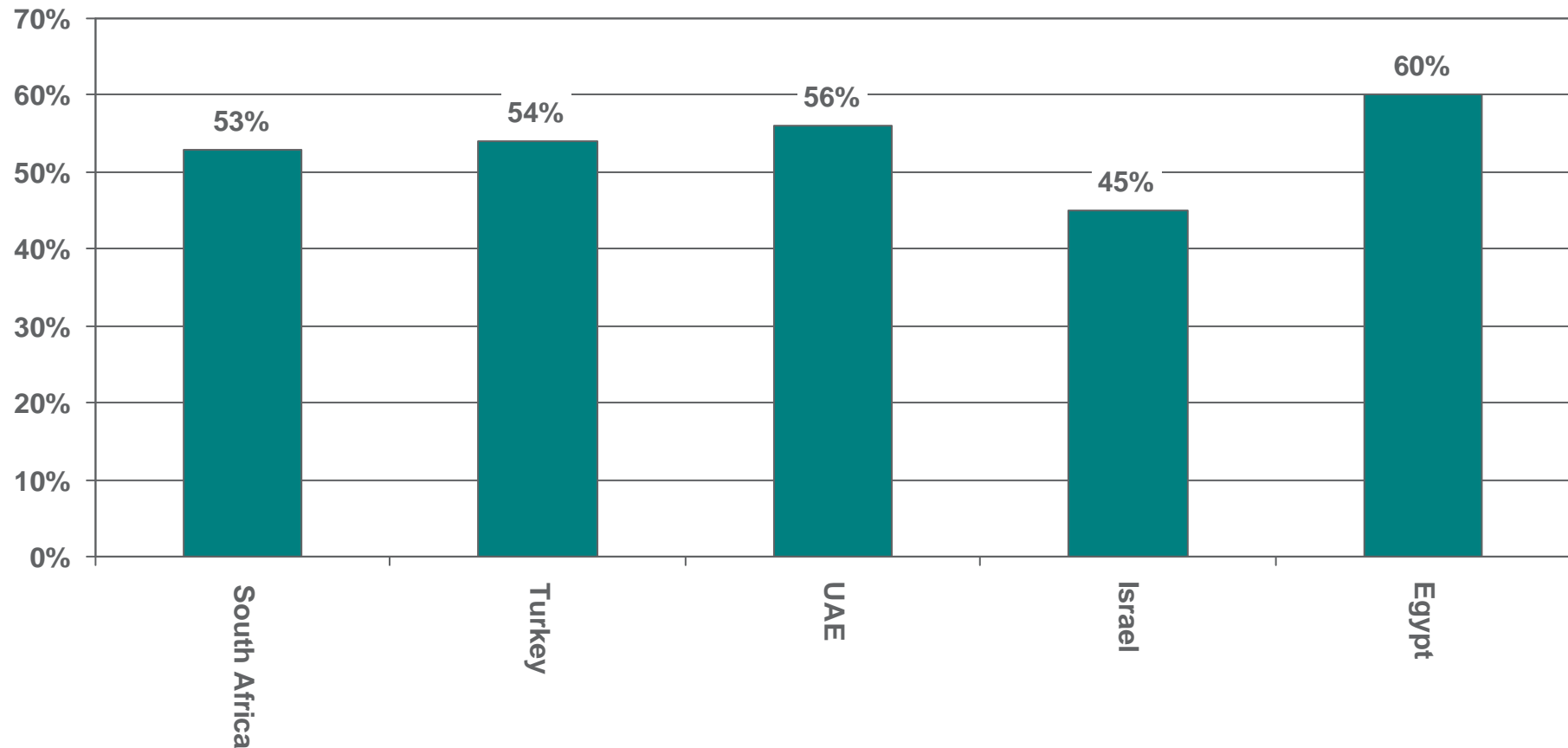
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

ME & Africa – I know it is safe



% of respondents choosing this option – more than one option could be chosen

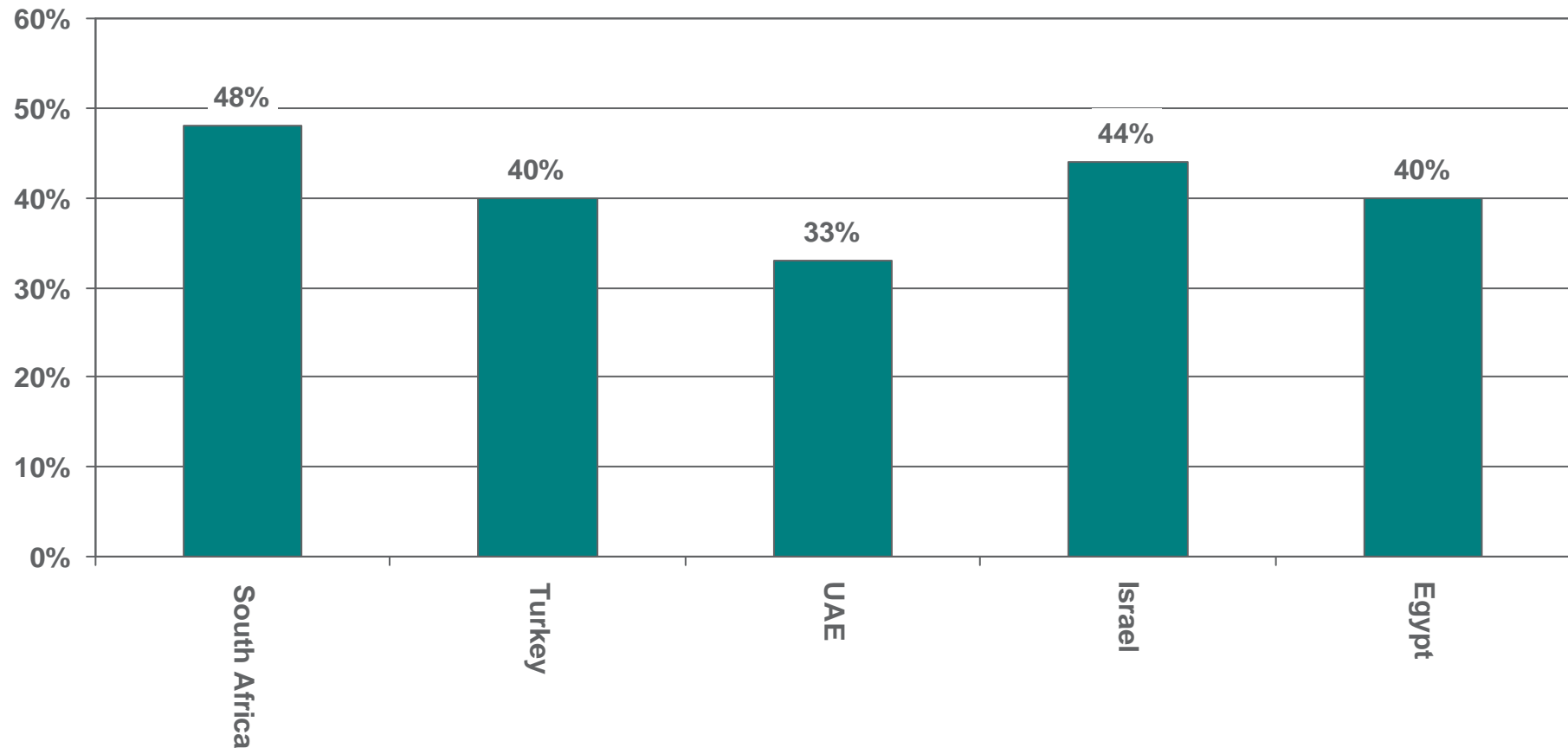
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

ME & Africa – I know it works



% of respondents choosing this option – more than one option could be chosen

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

ME & Africa – The price



% of respondents choosing this option – more than one option could be chosen

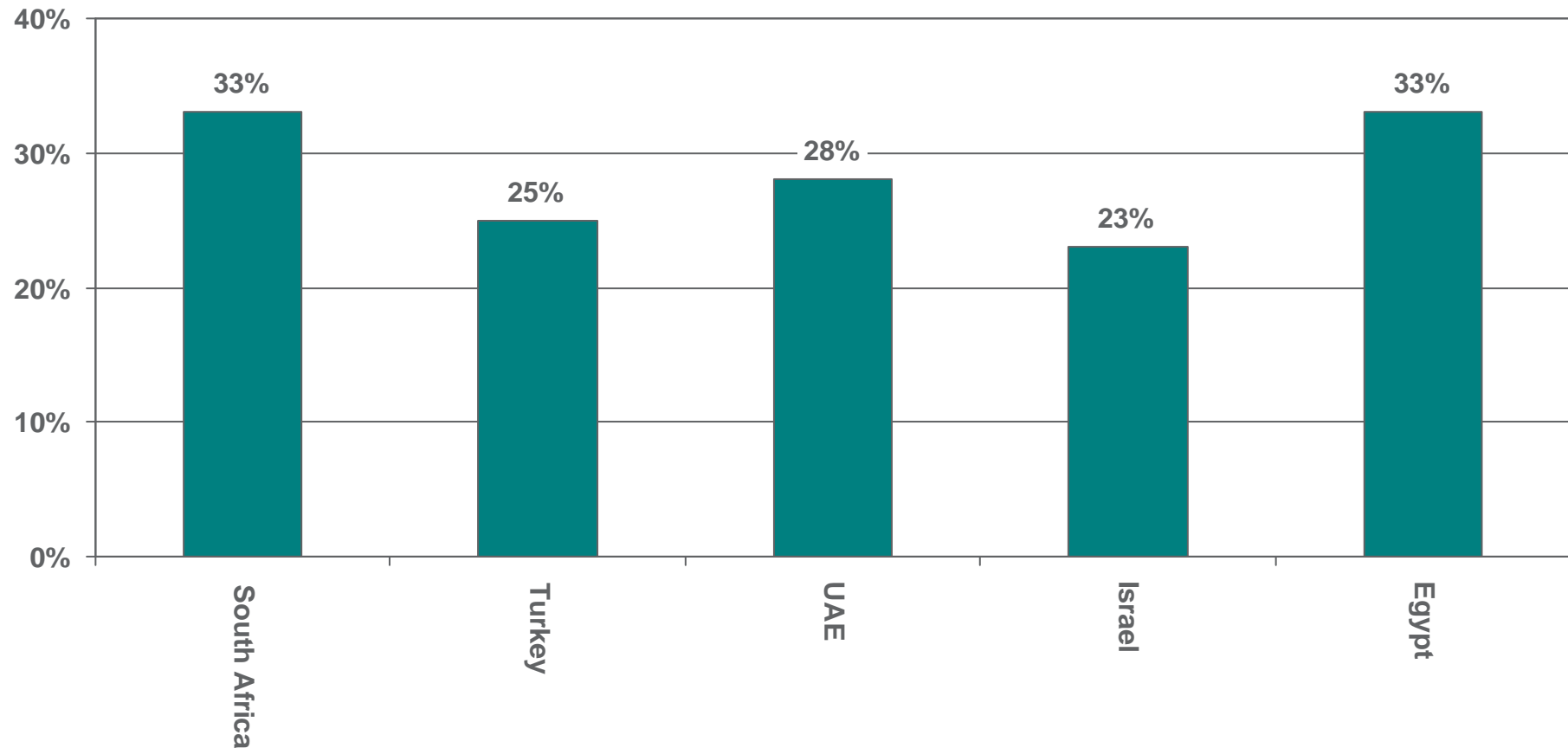
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

ME & Africa – I know it works quickly



% of respondents choosing this option – more than one option could be chosen

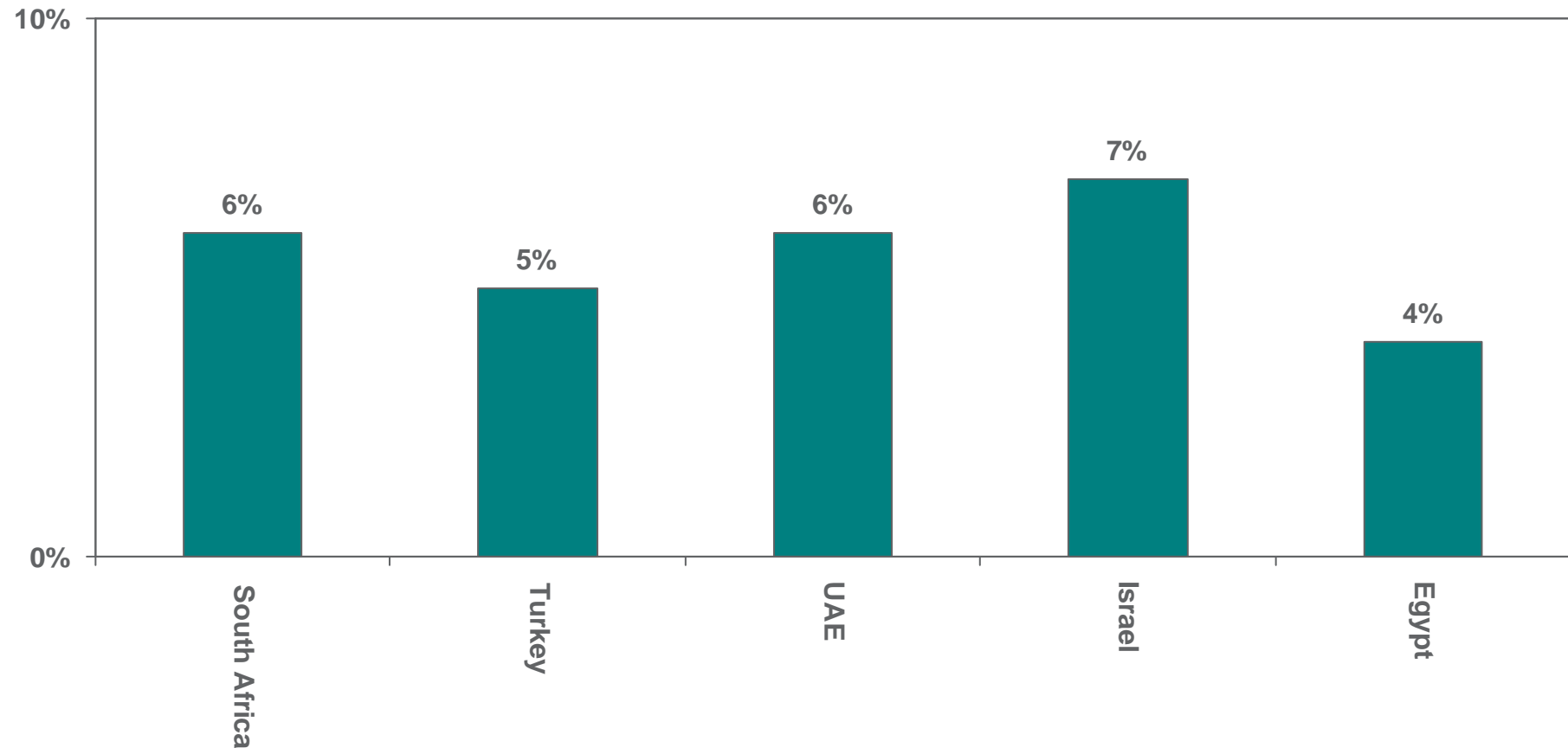
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

ME & Africa – It is easy to take



% of respondents choosing this option – more than one option could be chosen

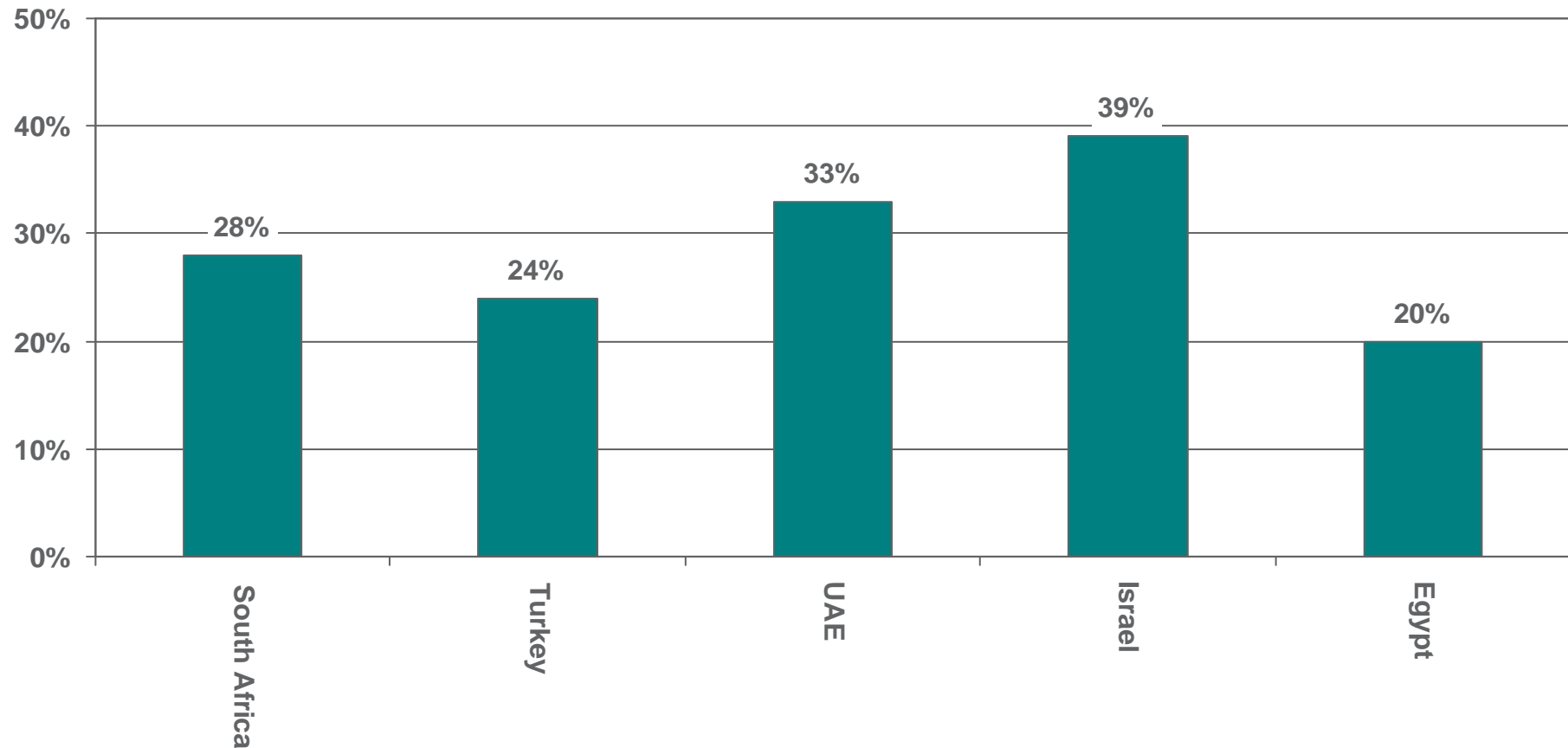
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

ME & Africa – I have confidence in the product



% of respondents choosing this option – more than one option could be chosen

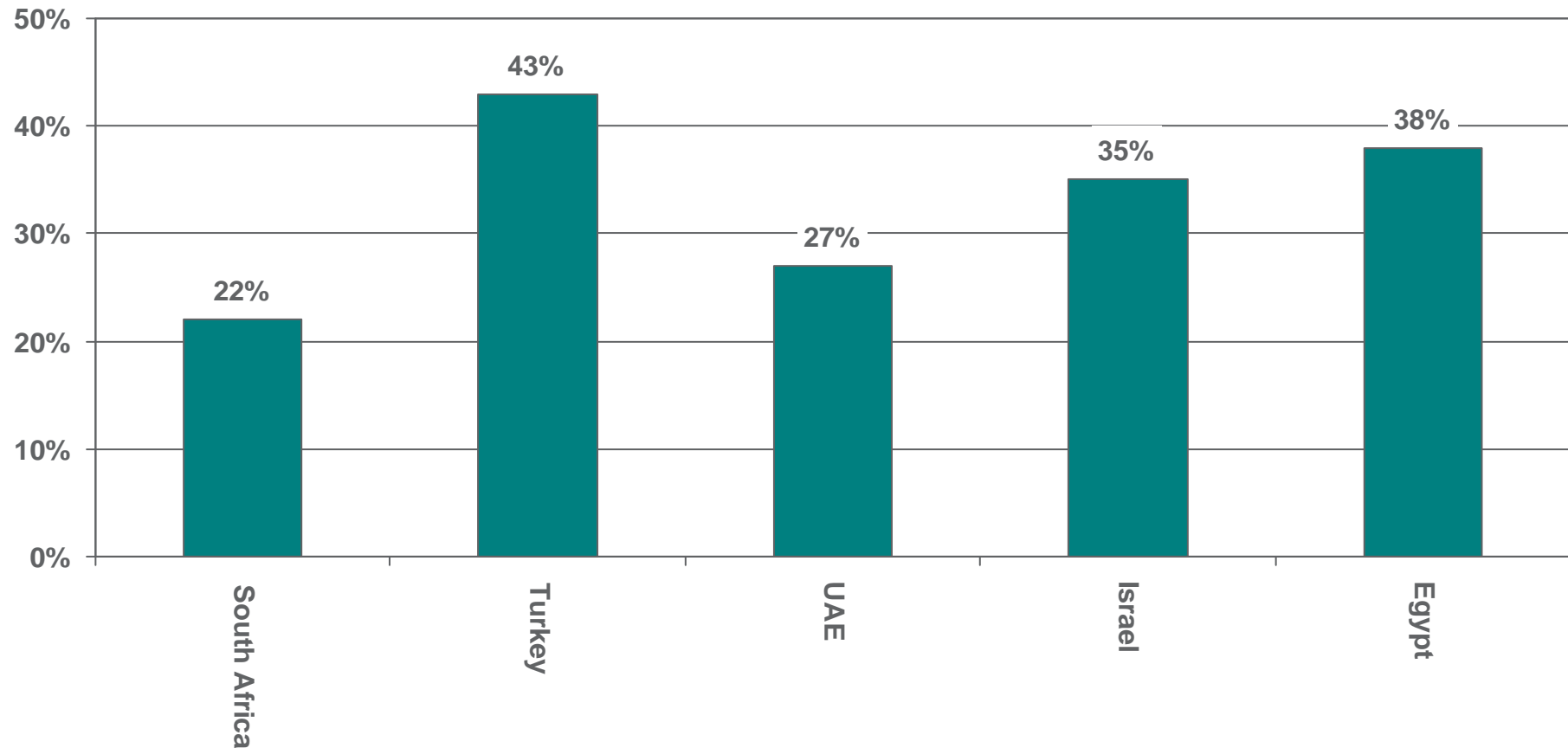
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

ME & Africa – It is the one I usually use



% of respondents choosing this option – more than one option could be chosen

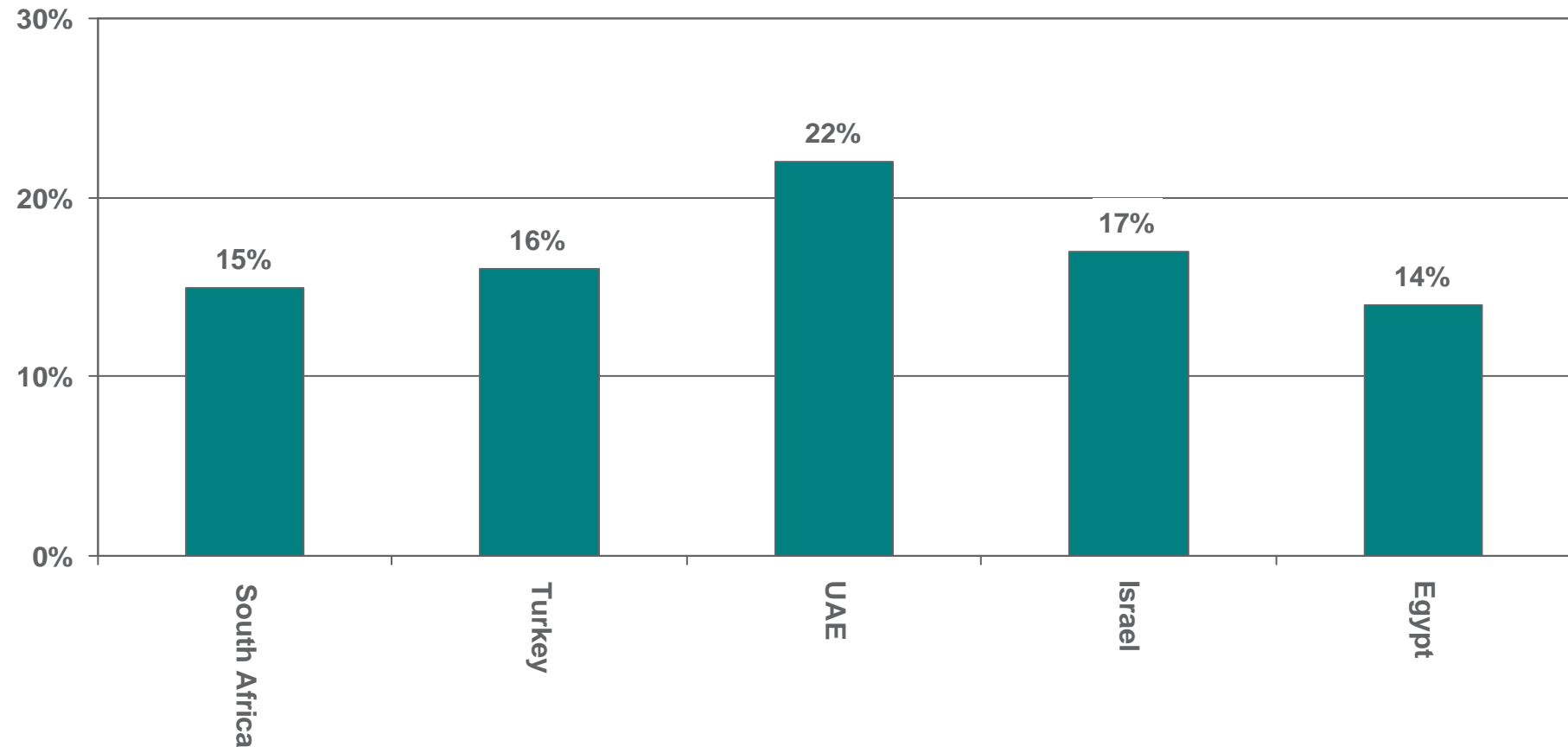
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q3. When choosing a non-prescription medicine, what factors are important to you?

ME & Africa – The product is recognisable



% of respondents choosing this option – more than one option could be chosen

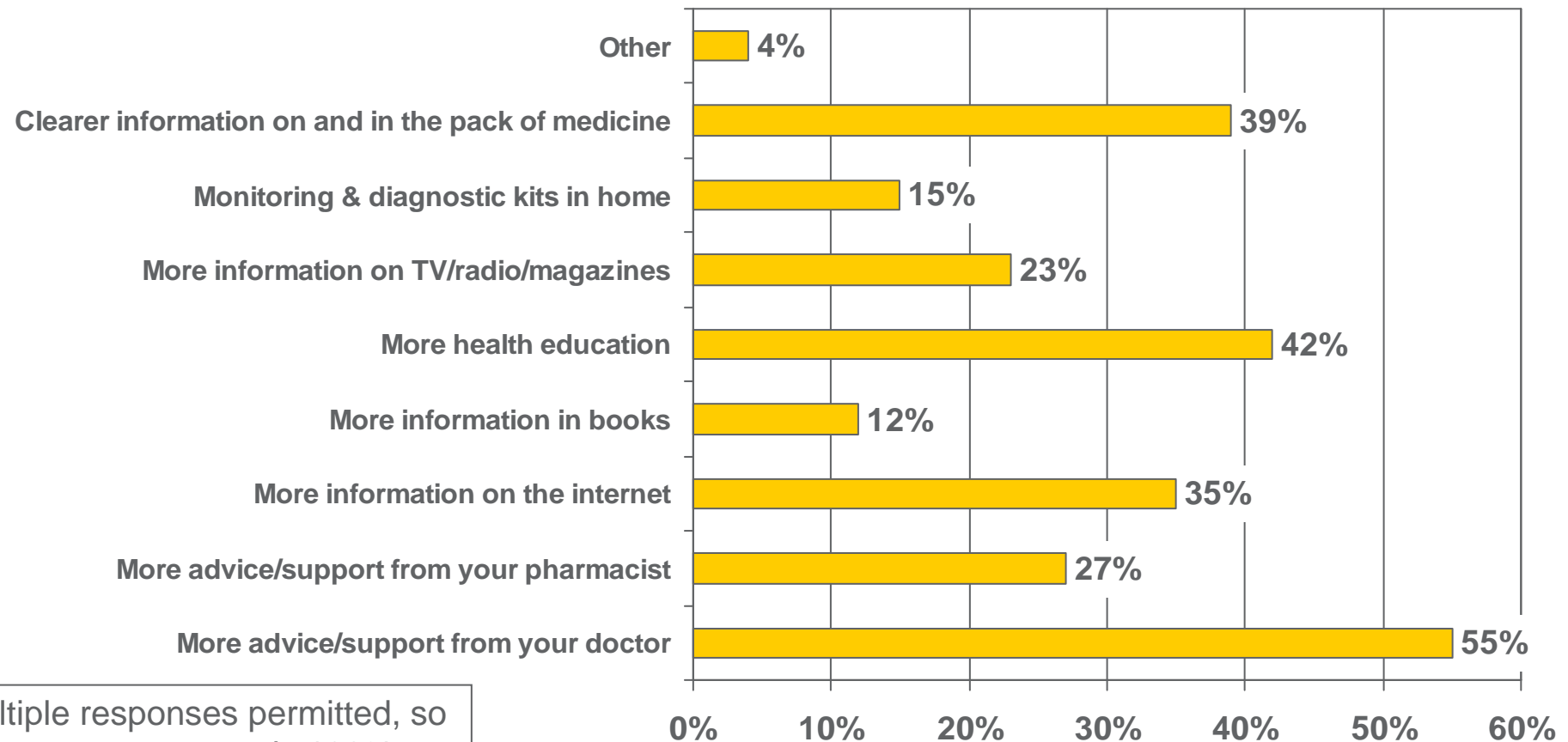
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

5 Country Middle East & Africa Average



Multiple responses permitted, so
aggregate exceeds 100%

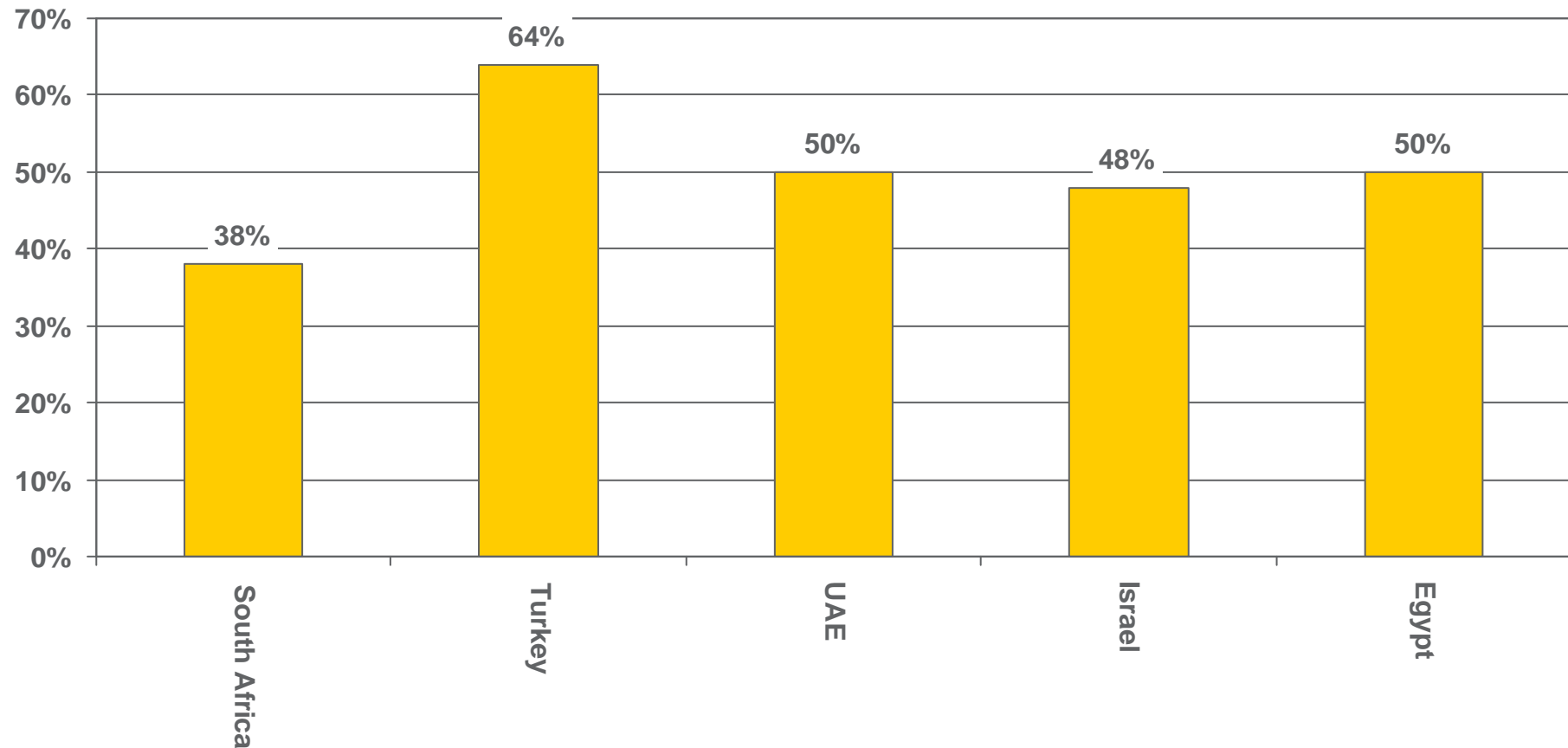
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

ME & Africa – More support/advice from the doctor



% of respondents choosing this option – more than one option could be chosen

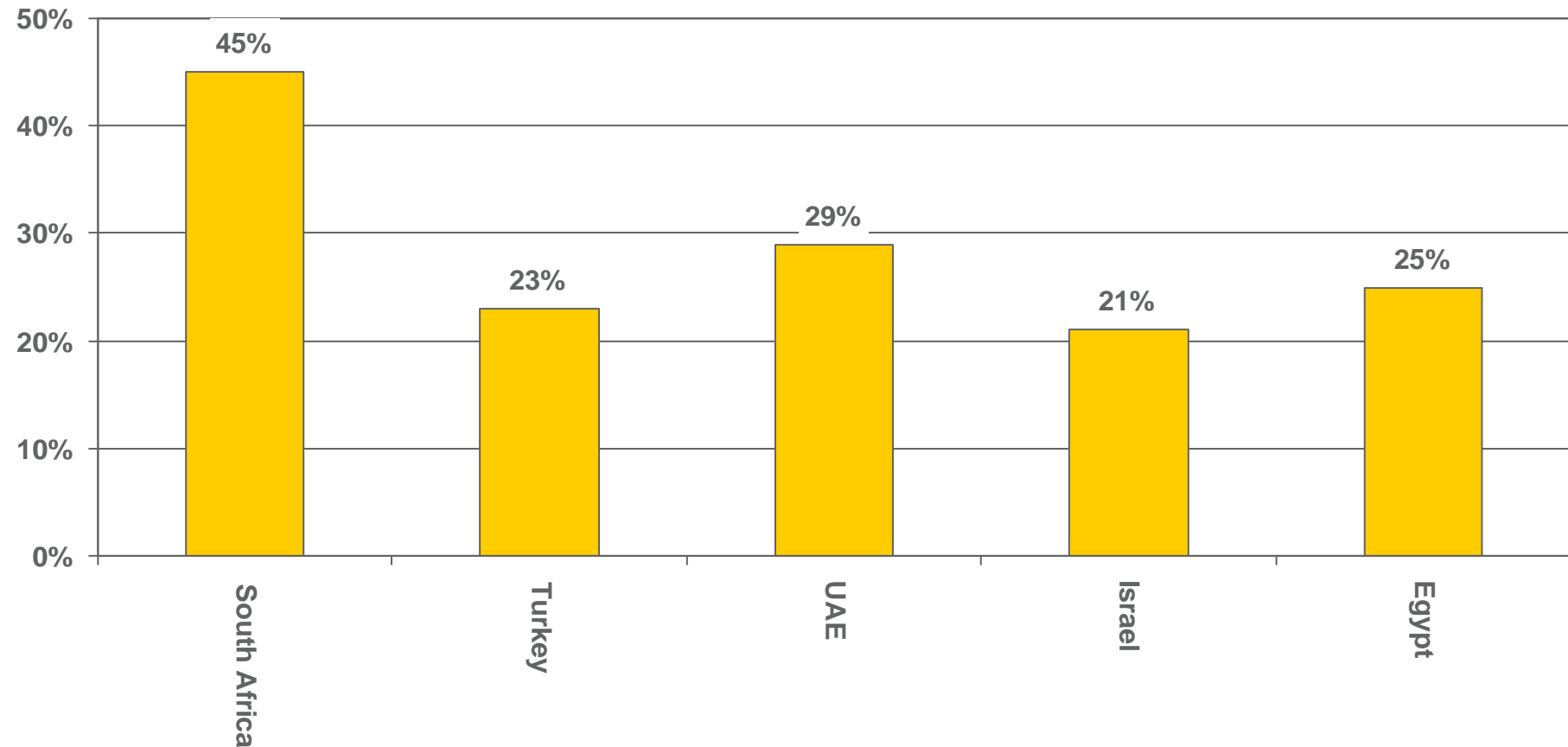
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

ME & Africa – More support/advice from the pharmacist



% of respondents choosing this option – more than one option could be chosen

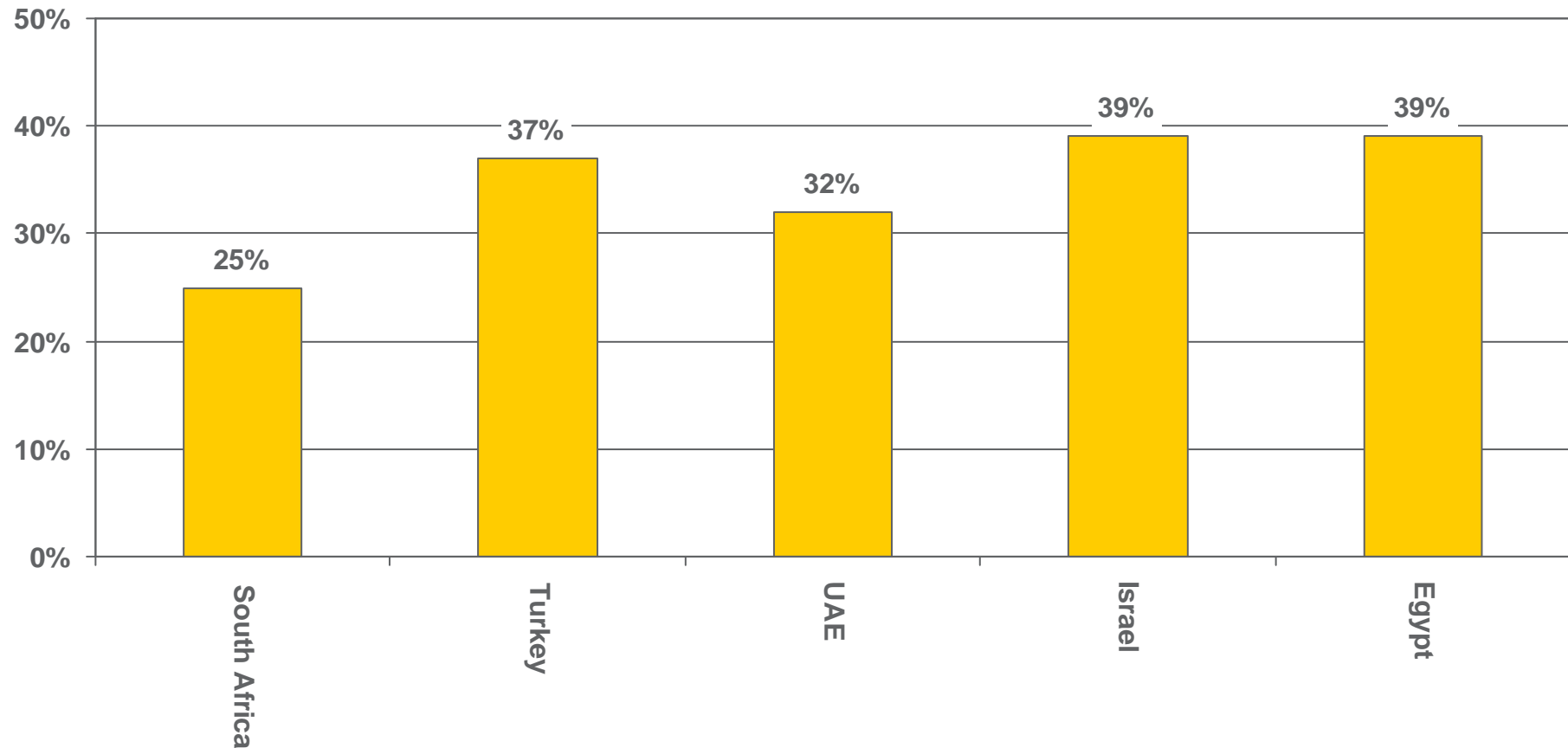
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

ME & Africa – More information on the internet



% of respondents choosing this option – more than one option could be chosen

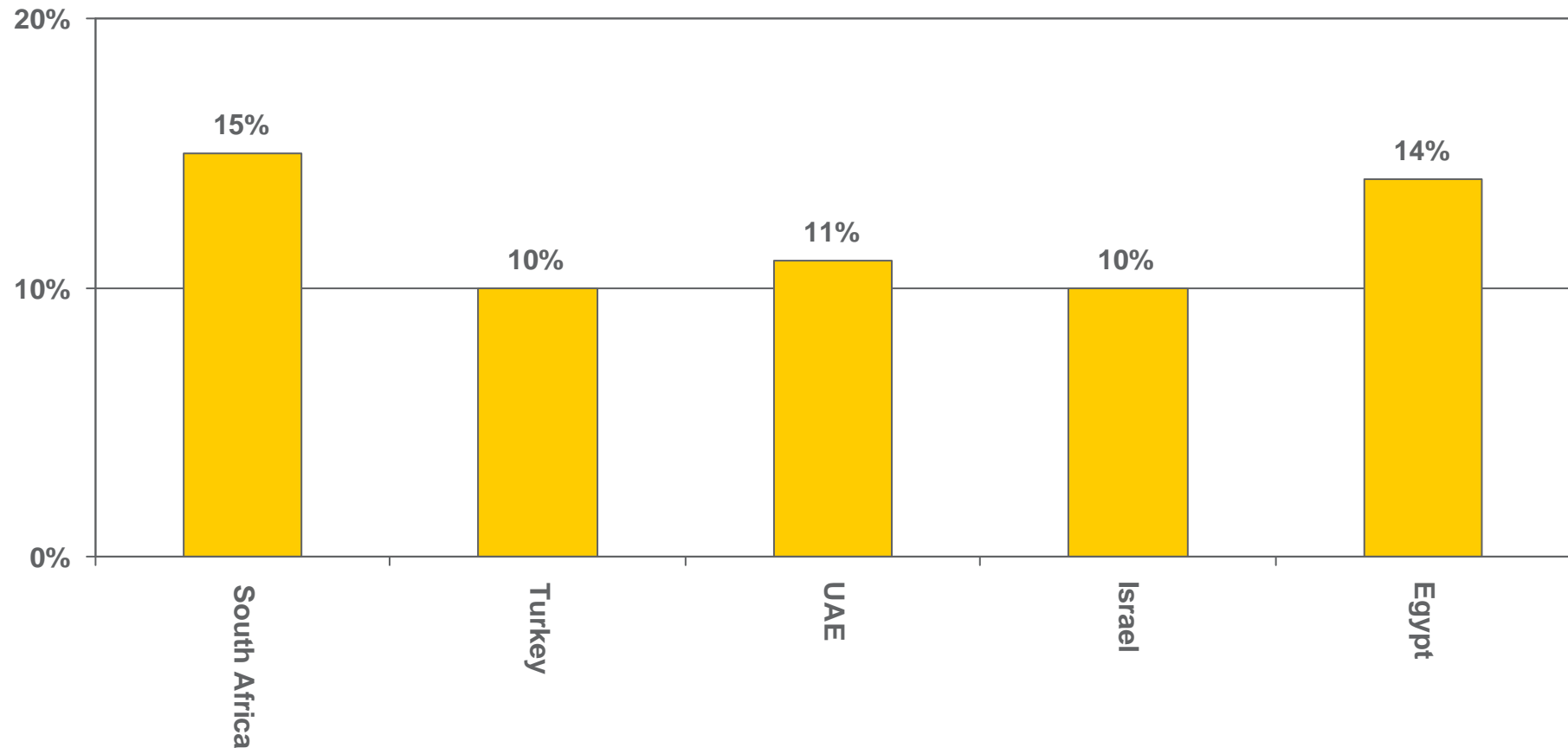
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

ME & Africa – More information in books



% of respondents choosing this option – more than one option could be chosen

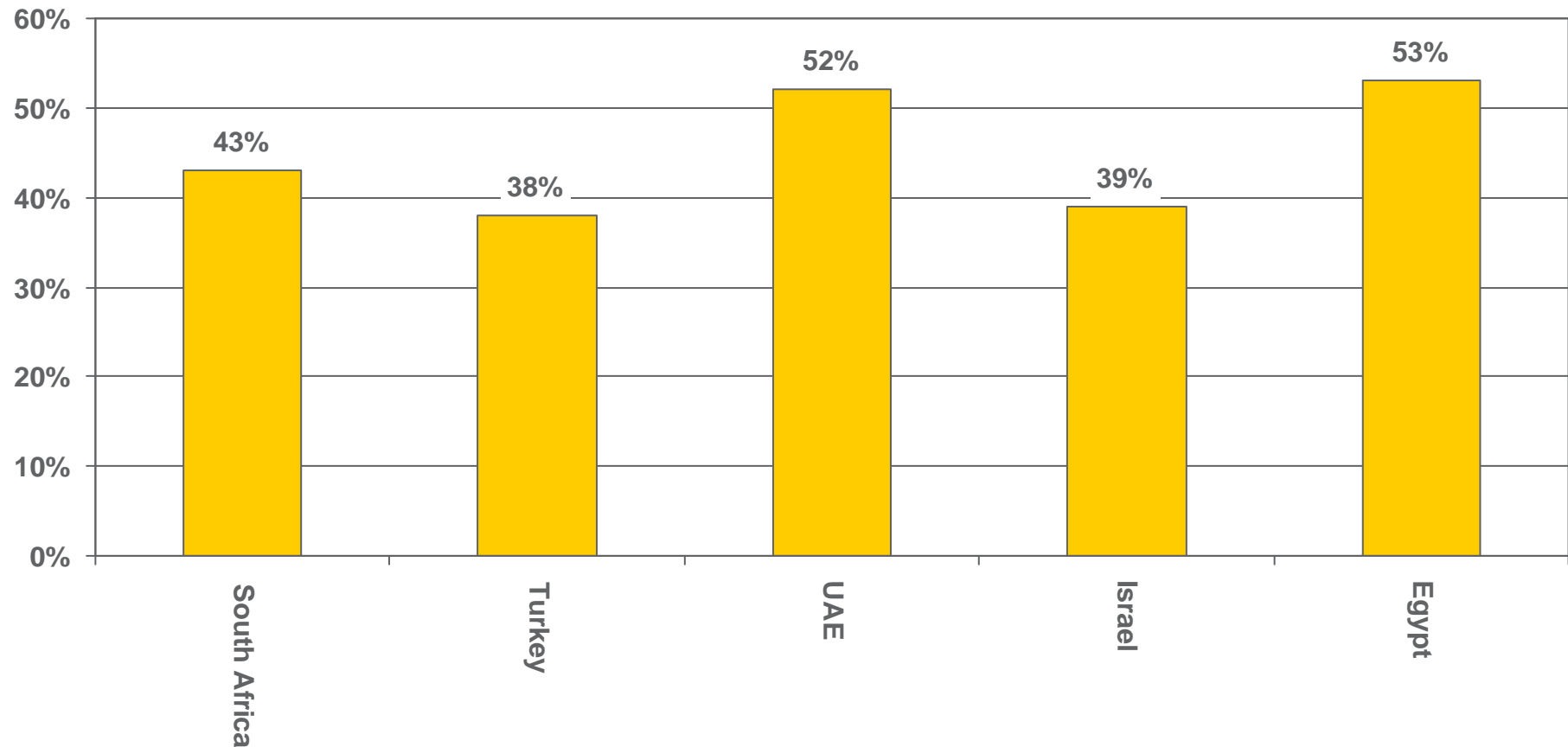
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

ME & Africa – More health education



% of respondents choosing this option – more than one option could be chosen

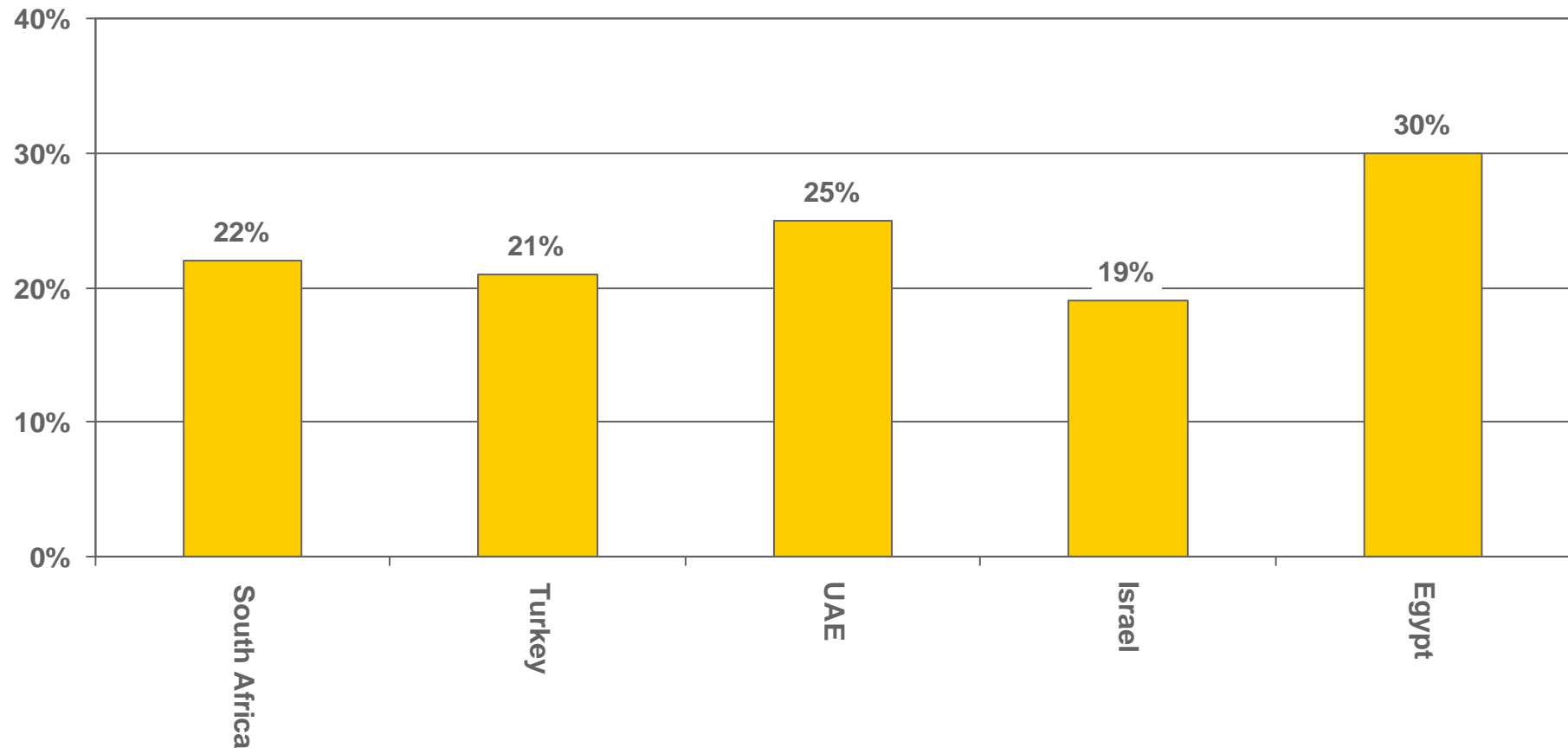
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

ME & Africa – More information on TV/radio/magazines



% of respondents choosing this option – more than one option could be chosen

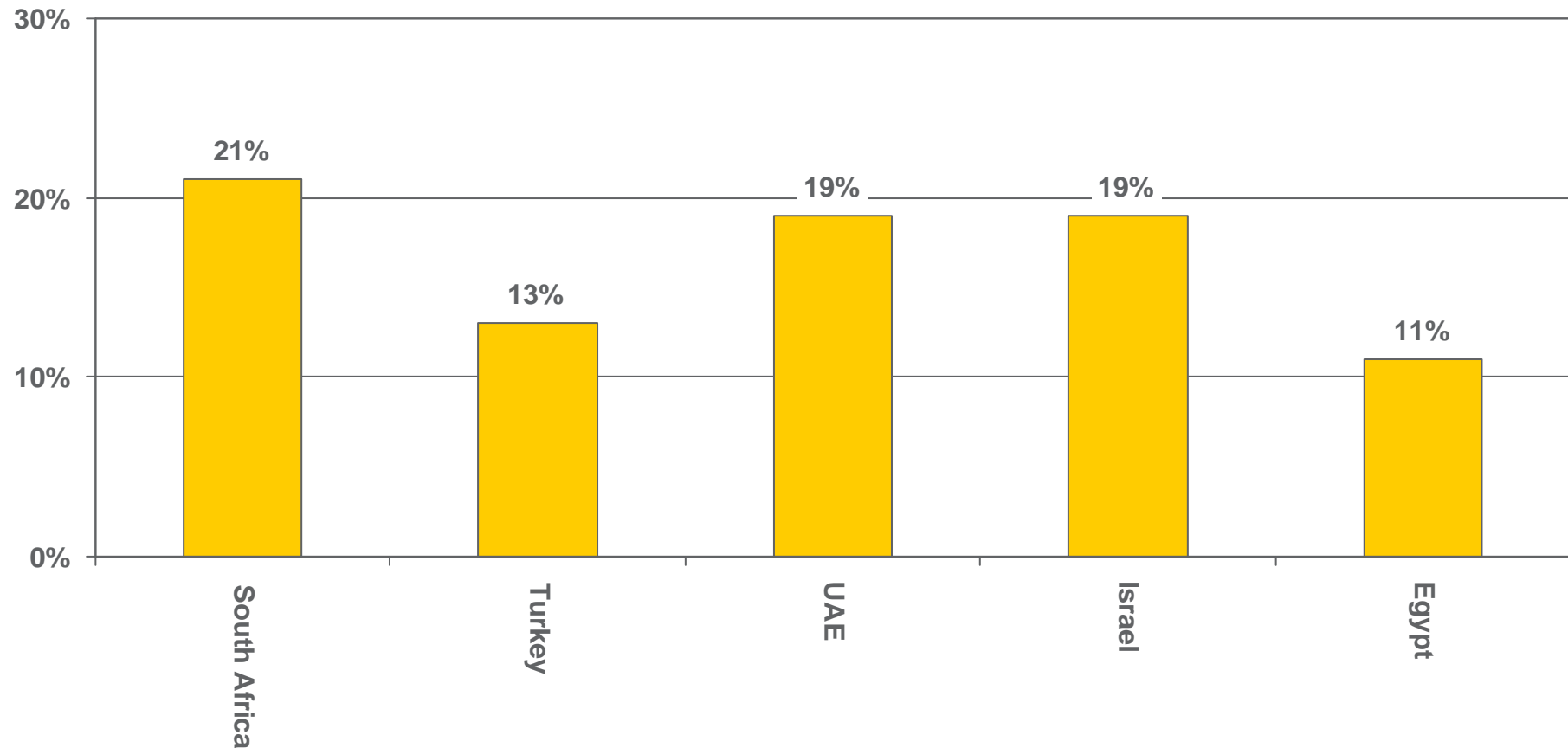
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

ME & Africa – Monitoring & diagnostic kits in home



% of respondents choosing this option – more than one option could be chosen

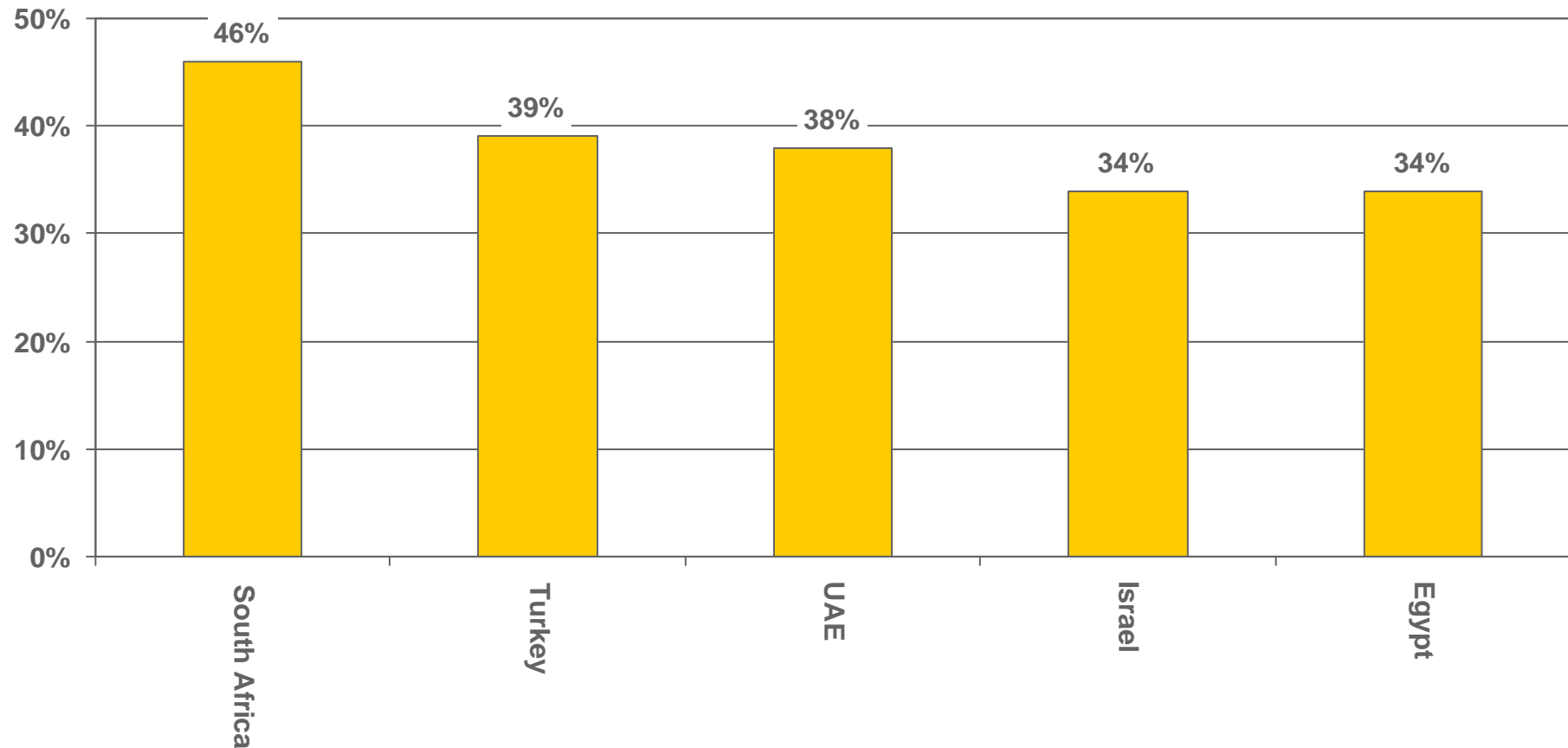
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q4. In the future which of the following would help you to take care of your health and minor ailments?

ME & Africa – Clearer information on and in the pack of medicine



% of respondents choosing this option – more than one option could be chosen

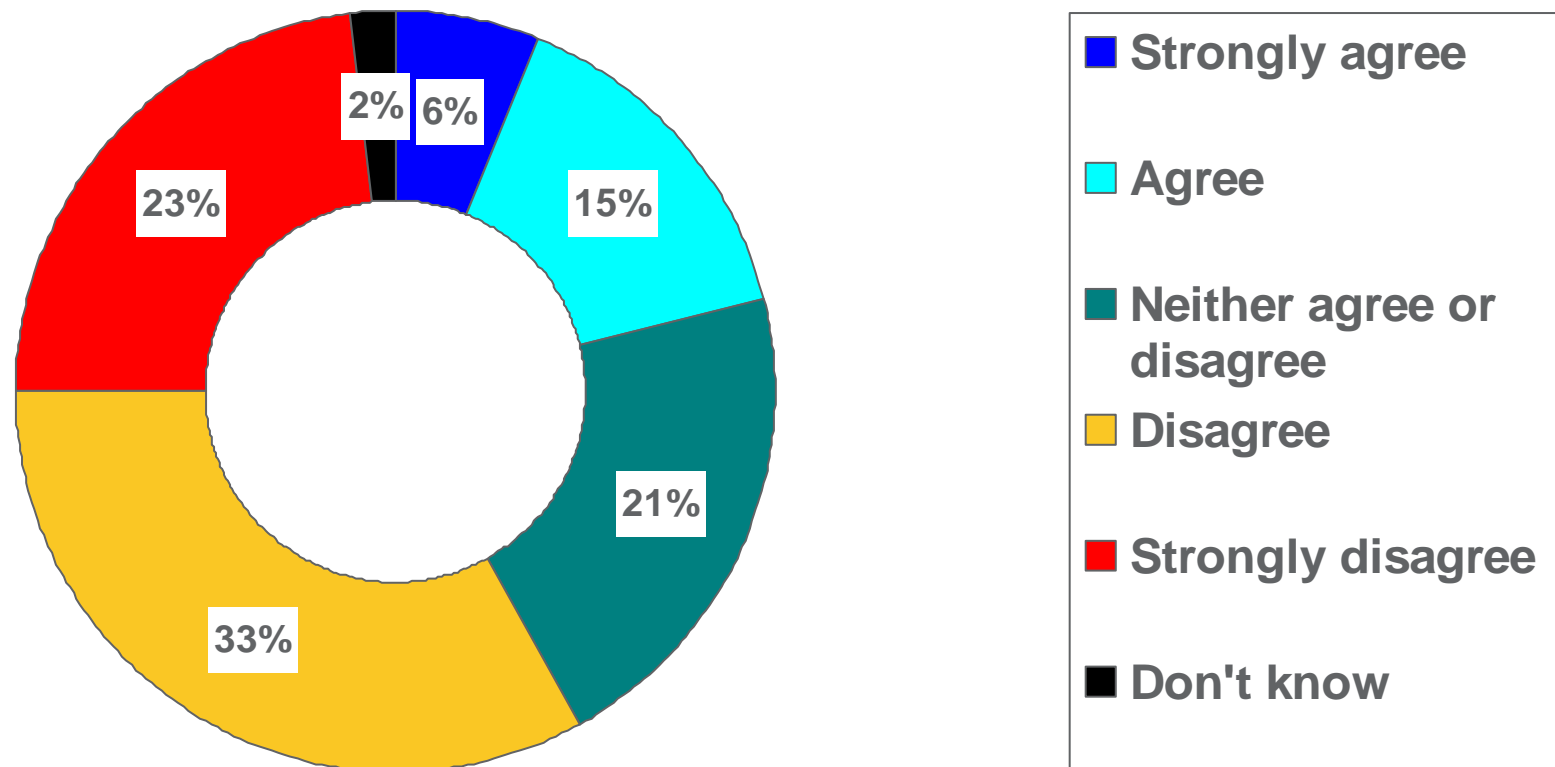
Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?

5 Country Middle East & Africa Average

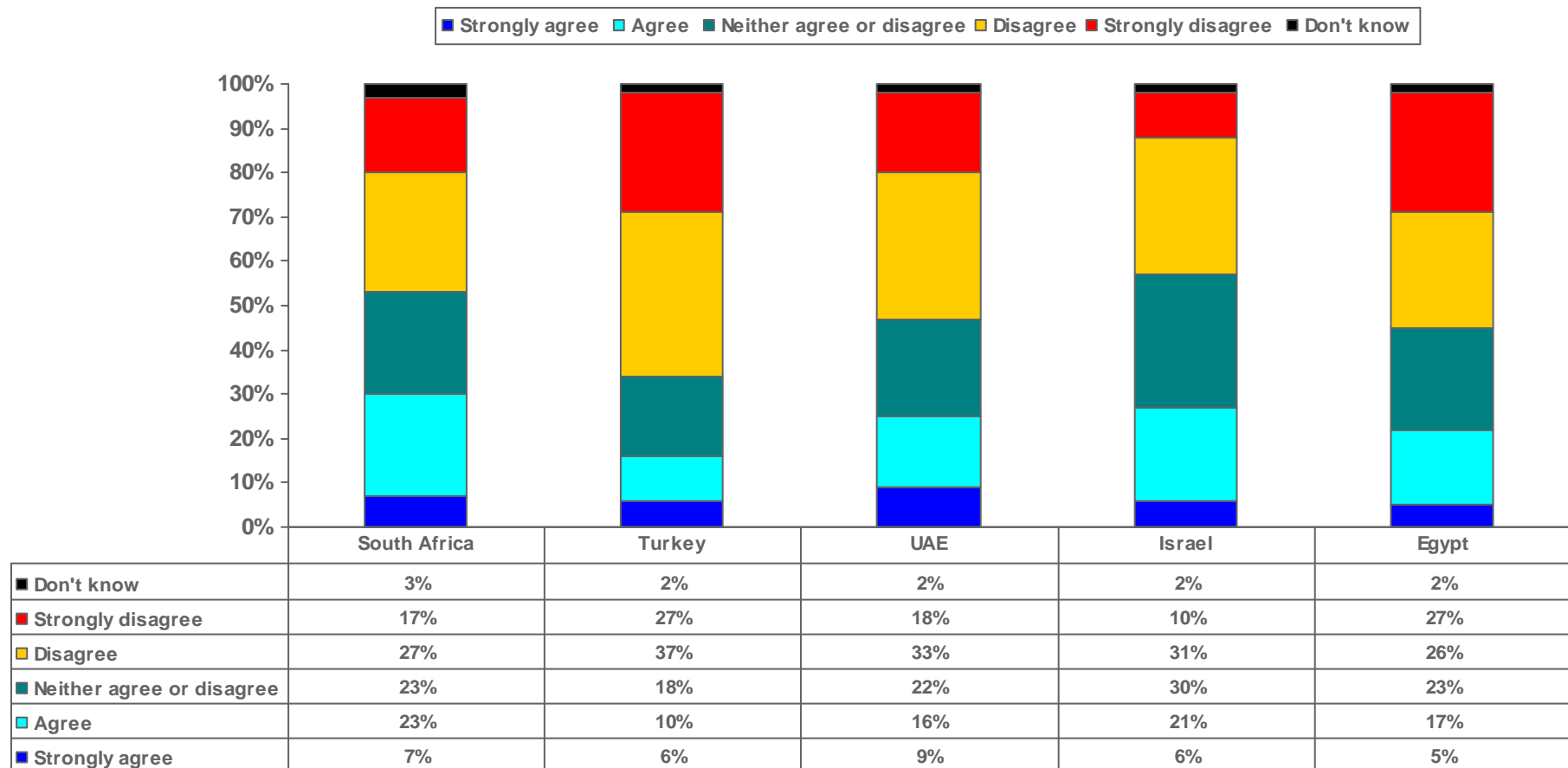


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”? – ME & Africa

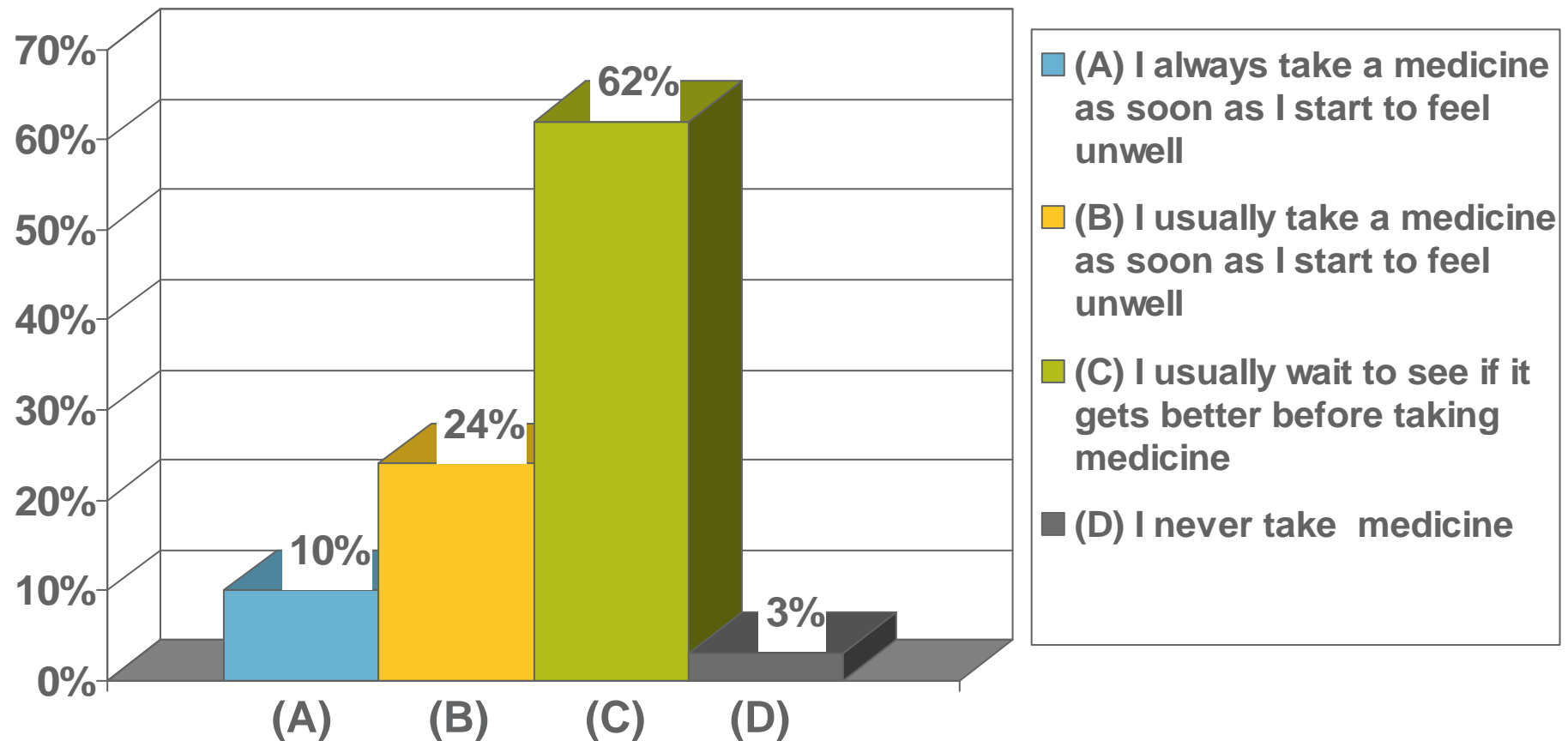


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



South Africa



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

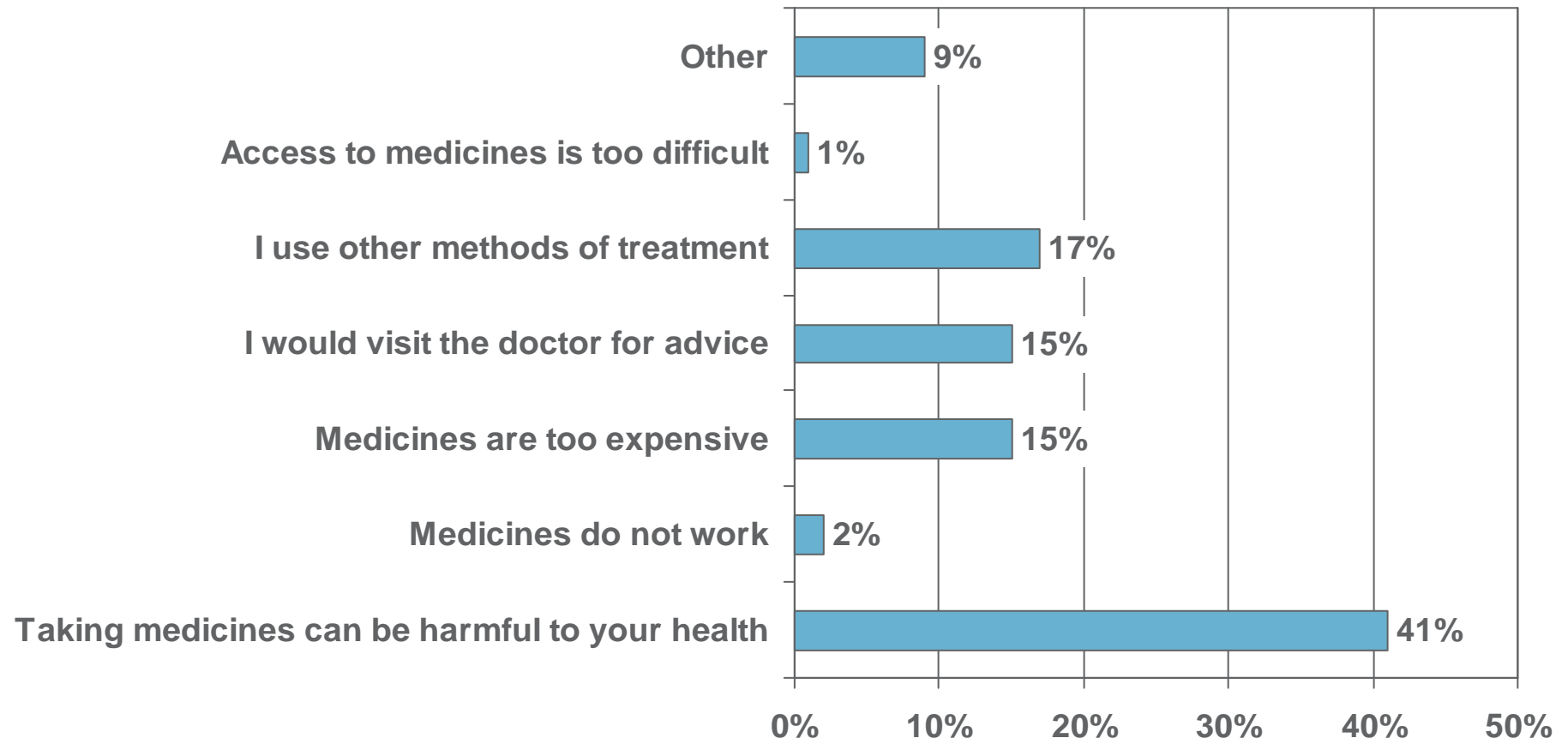
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



South Africa

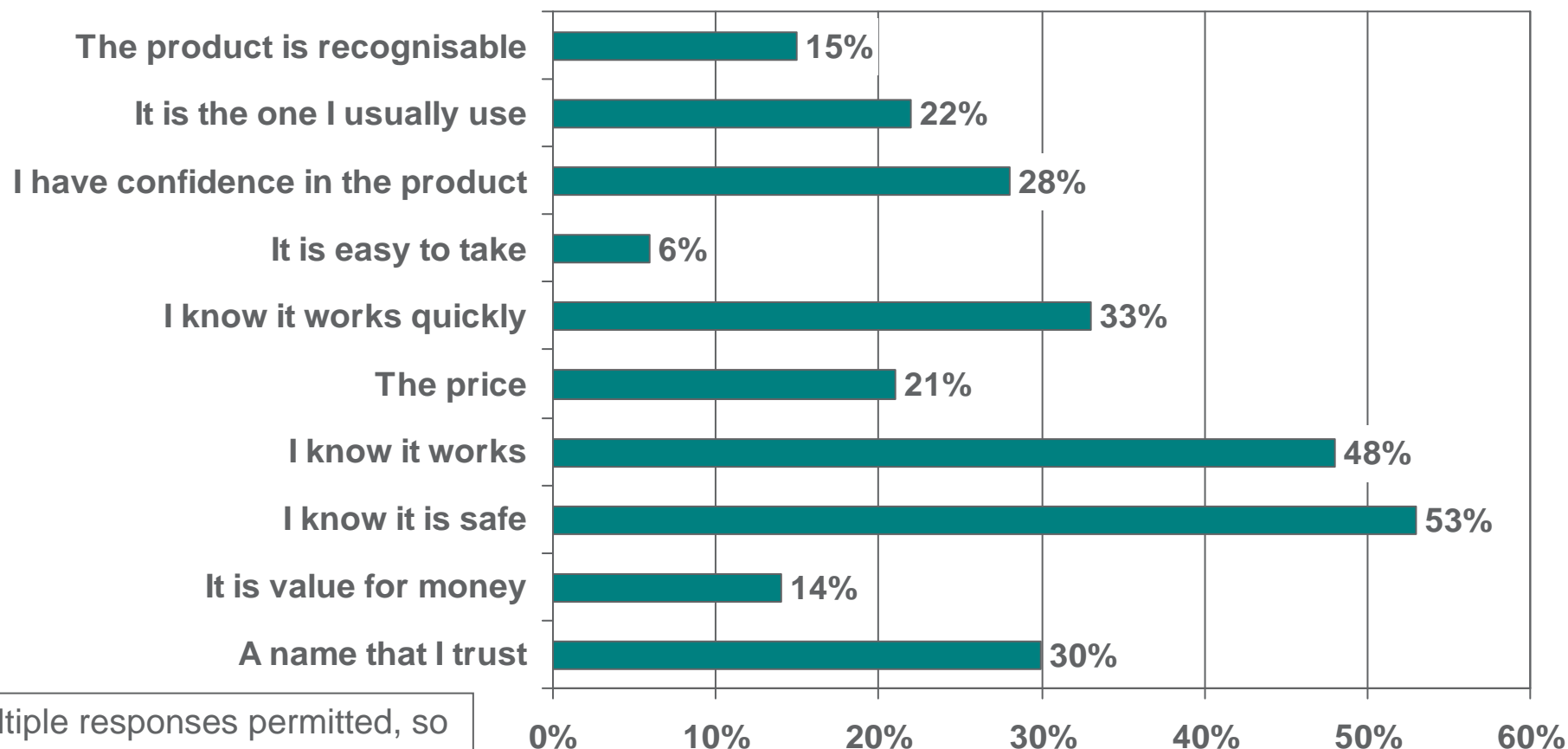


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



South Africa



Multiple responses permitted, so aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

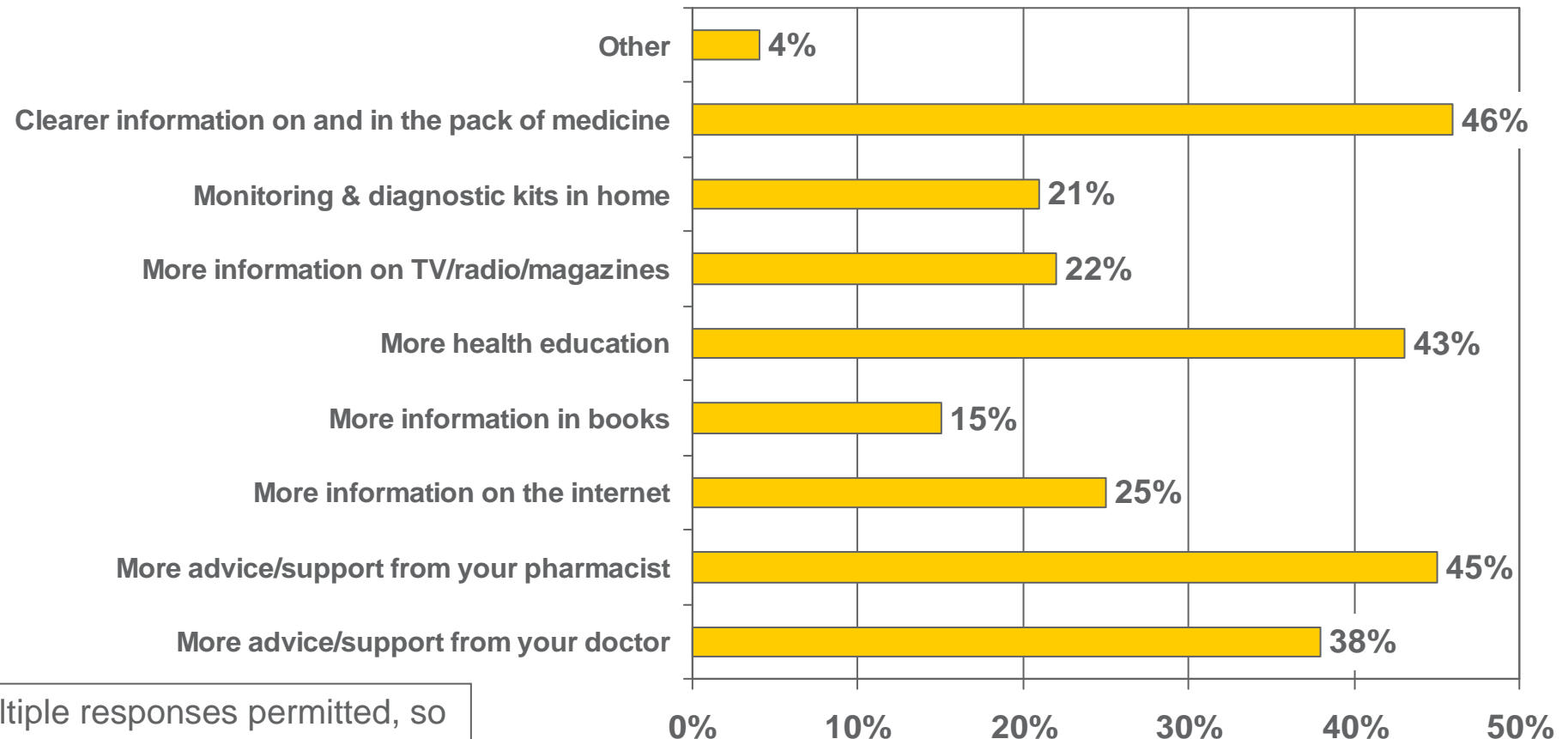
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



South Africa



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

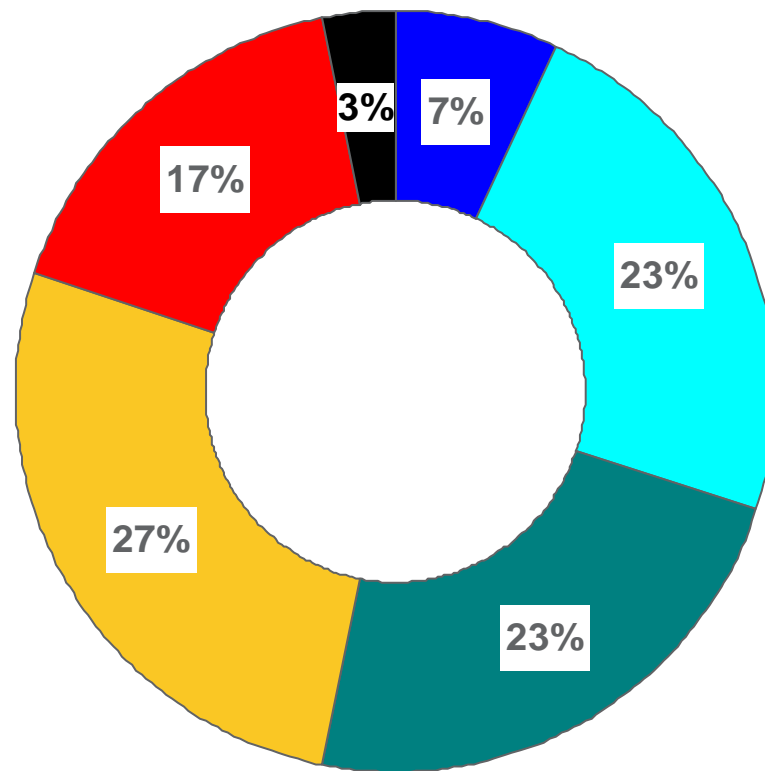
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



South Africa



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

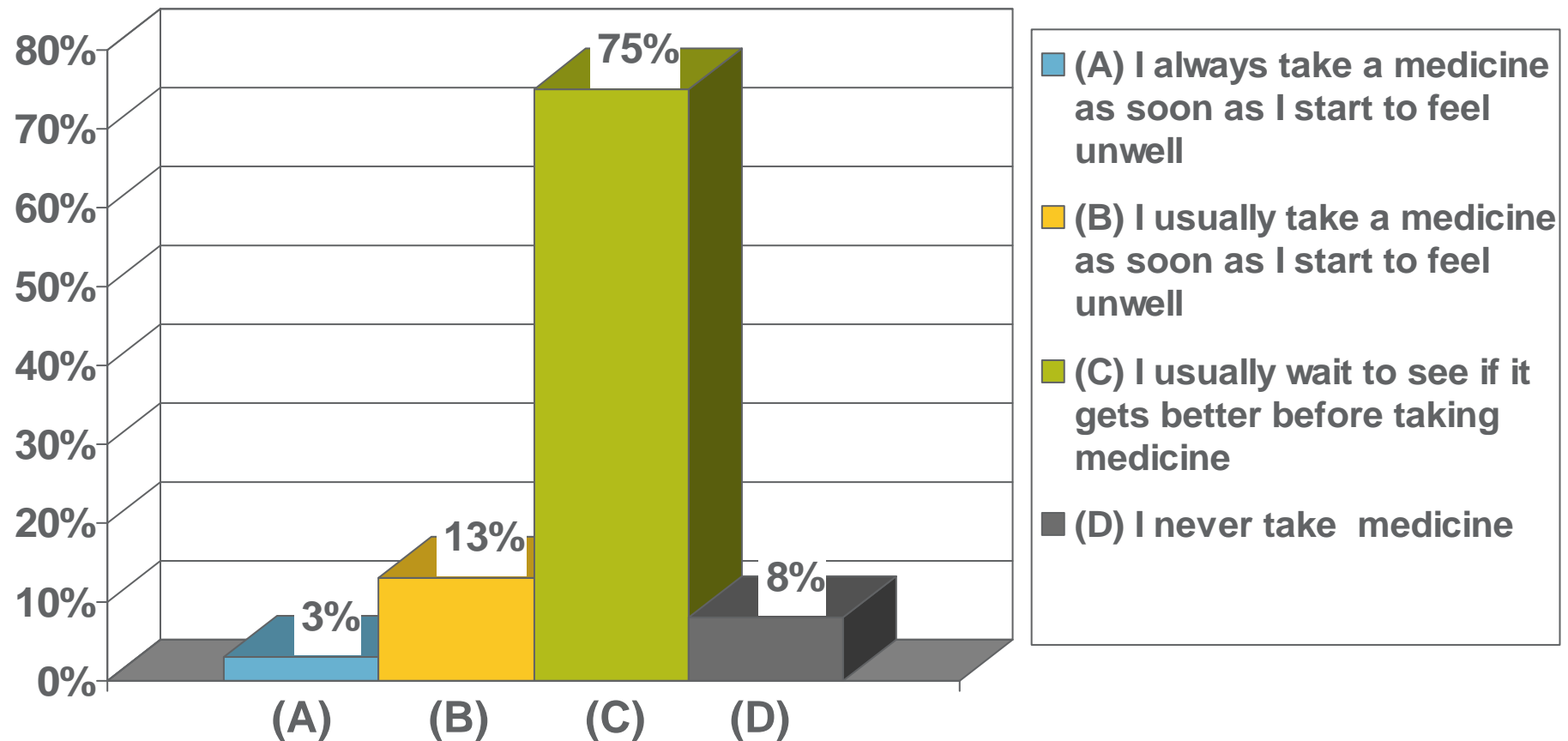
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Turkey



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

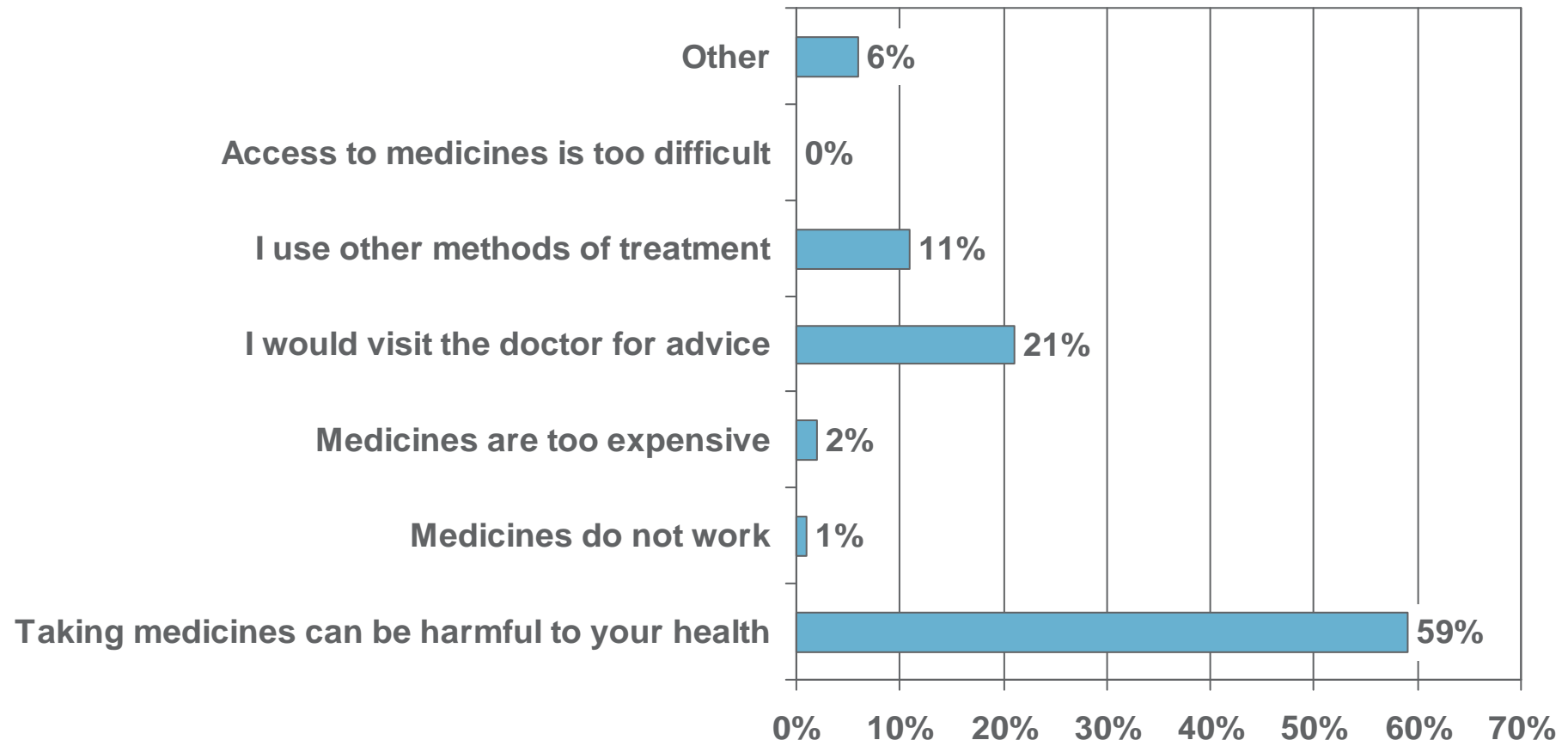
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Turkey



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

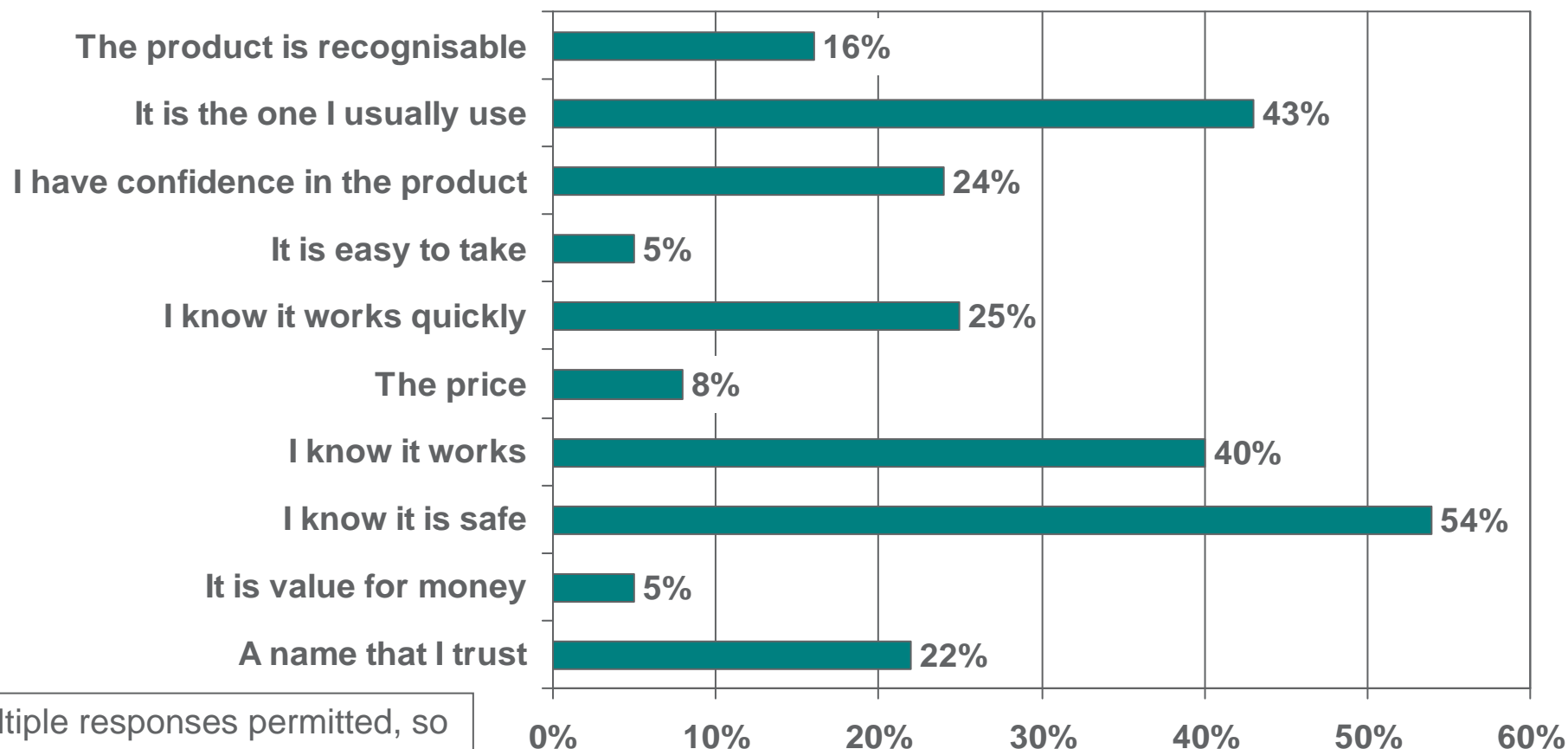
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Turkey



Multiple responses permitted, so aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

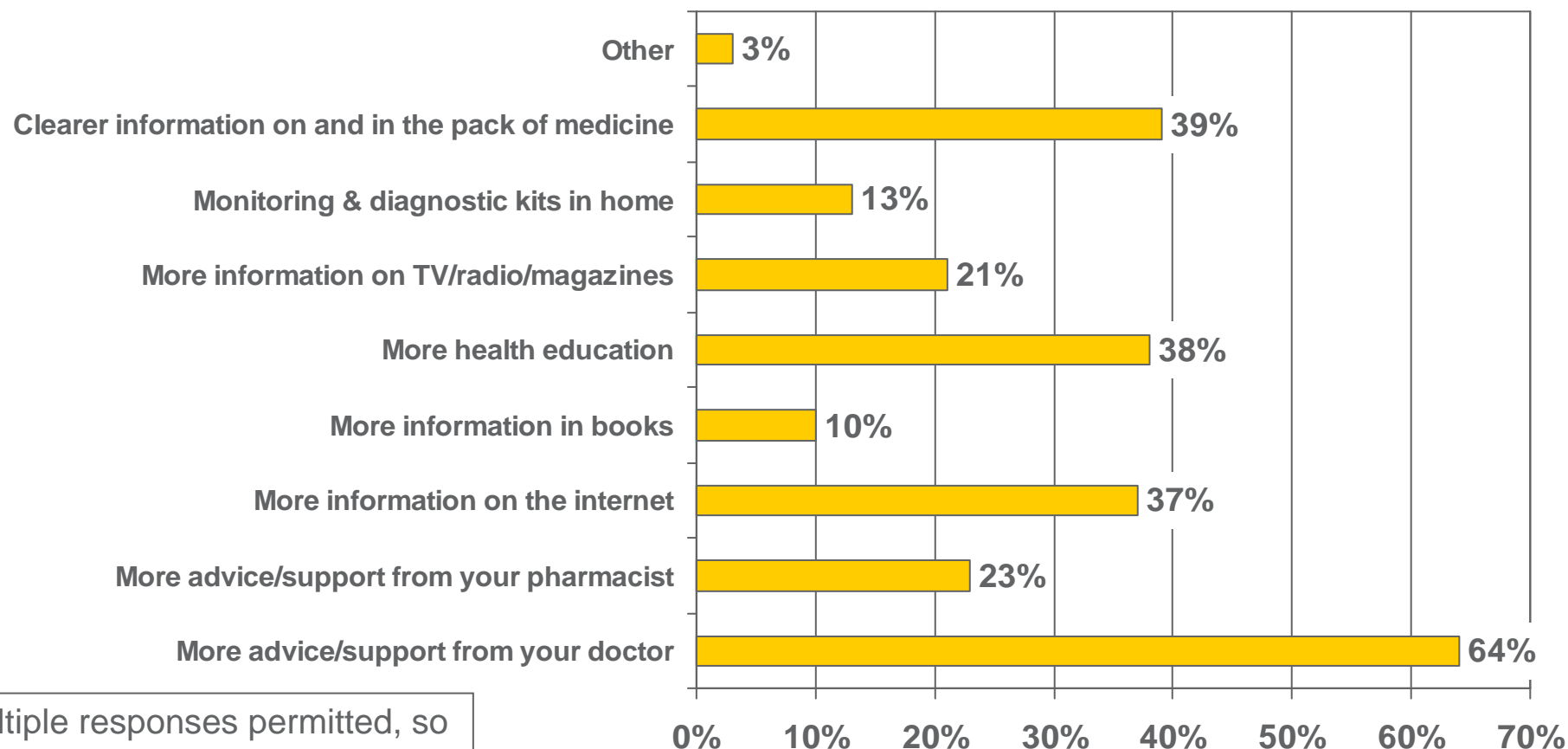
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Turkey



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

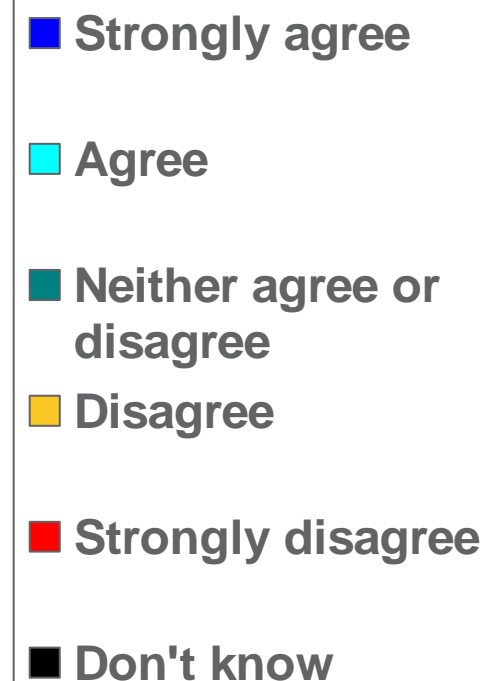
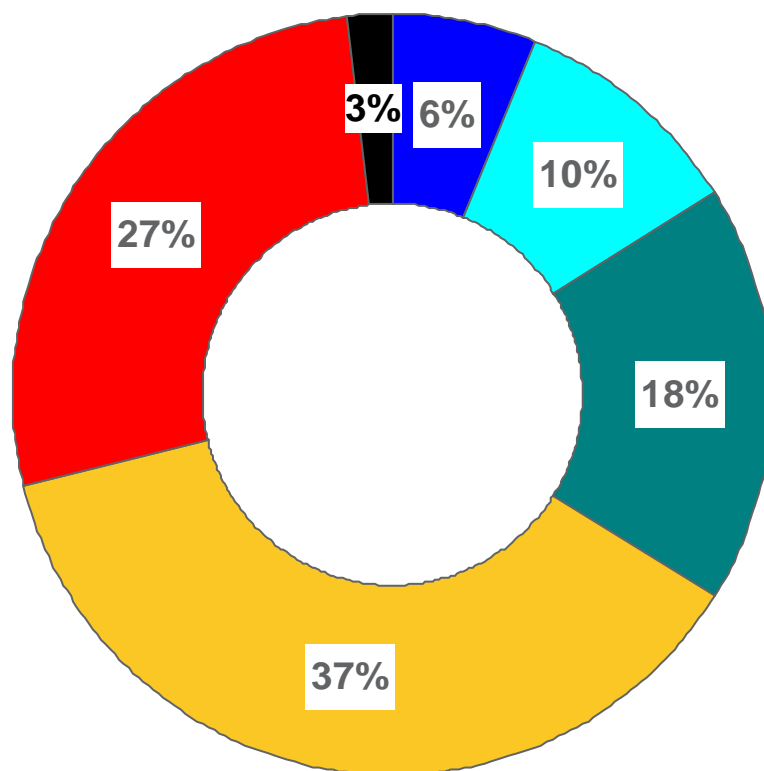
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Turkey



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

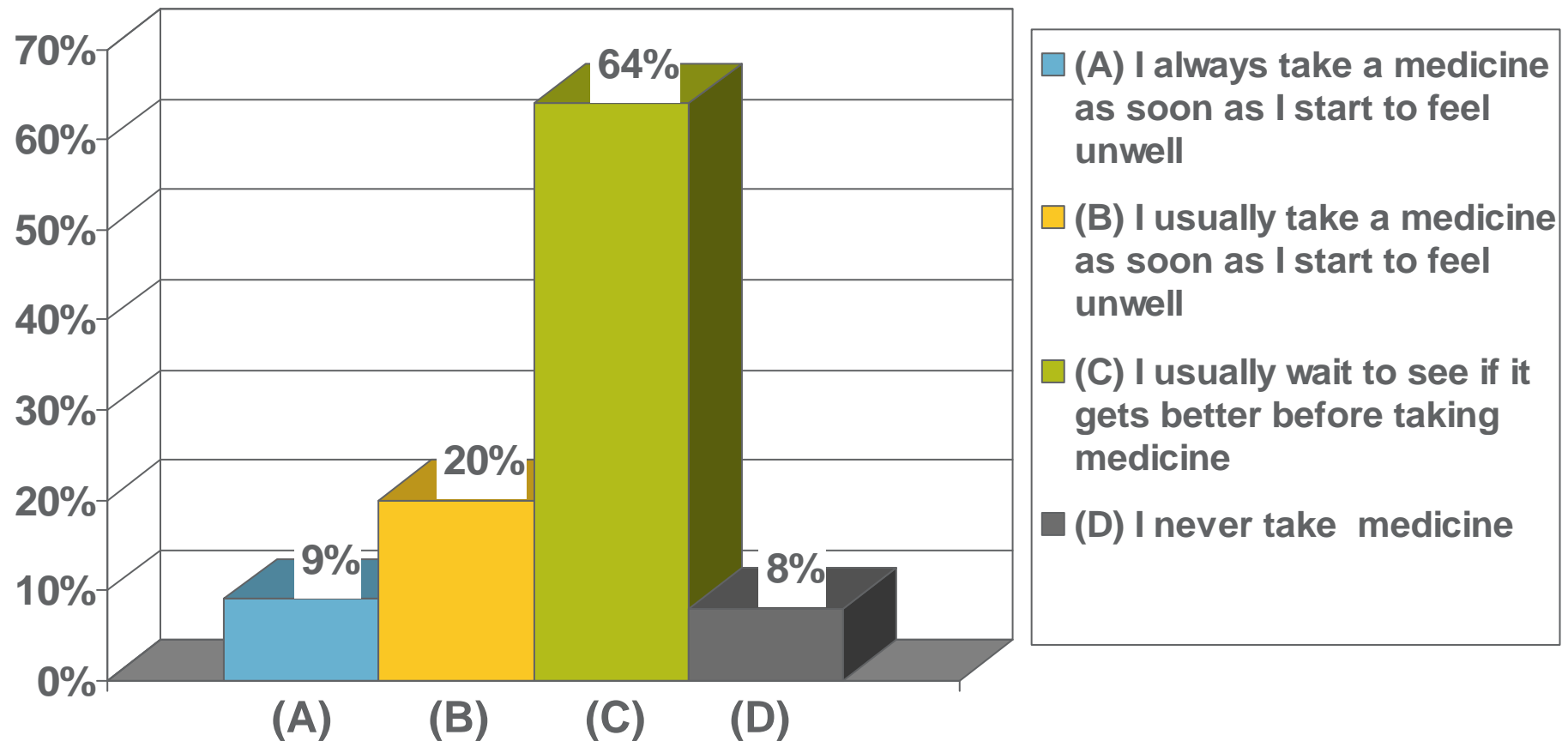
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



United Arab Emirates



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

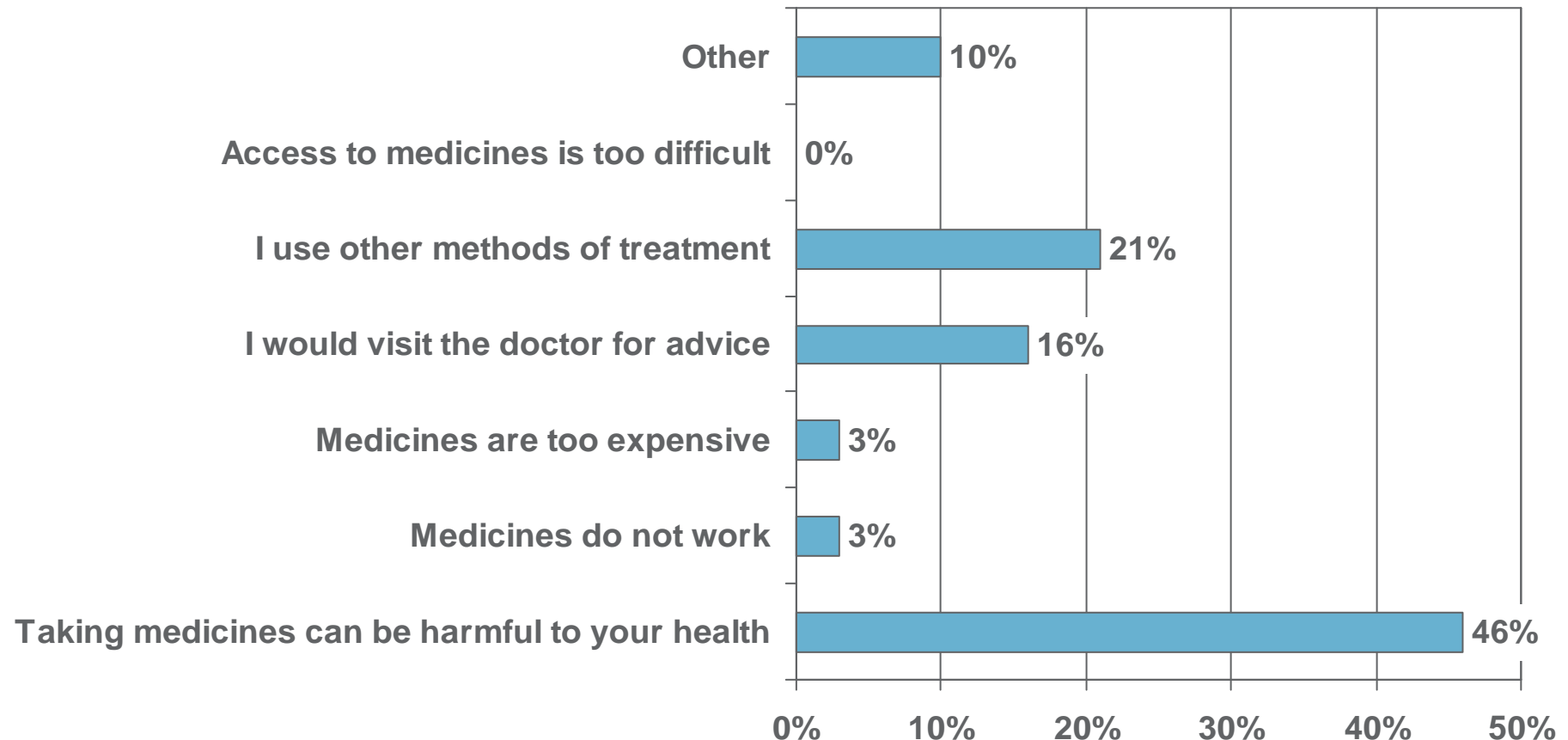
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



United Arab Emirates

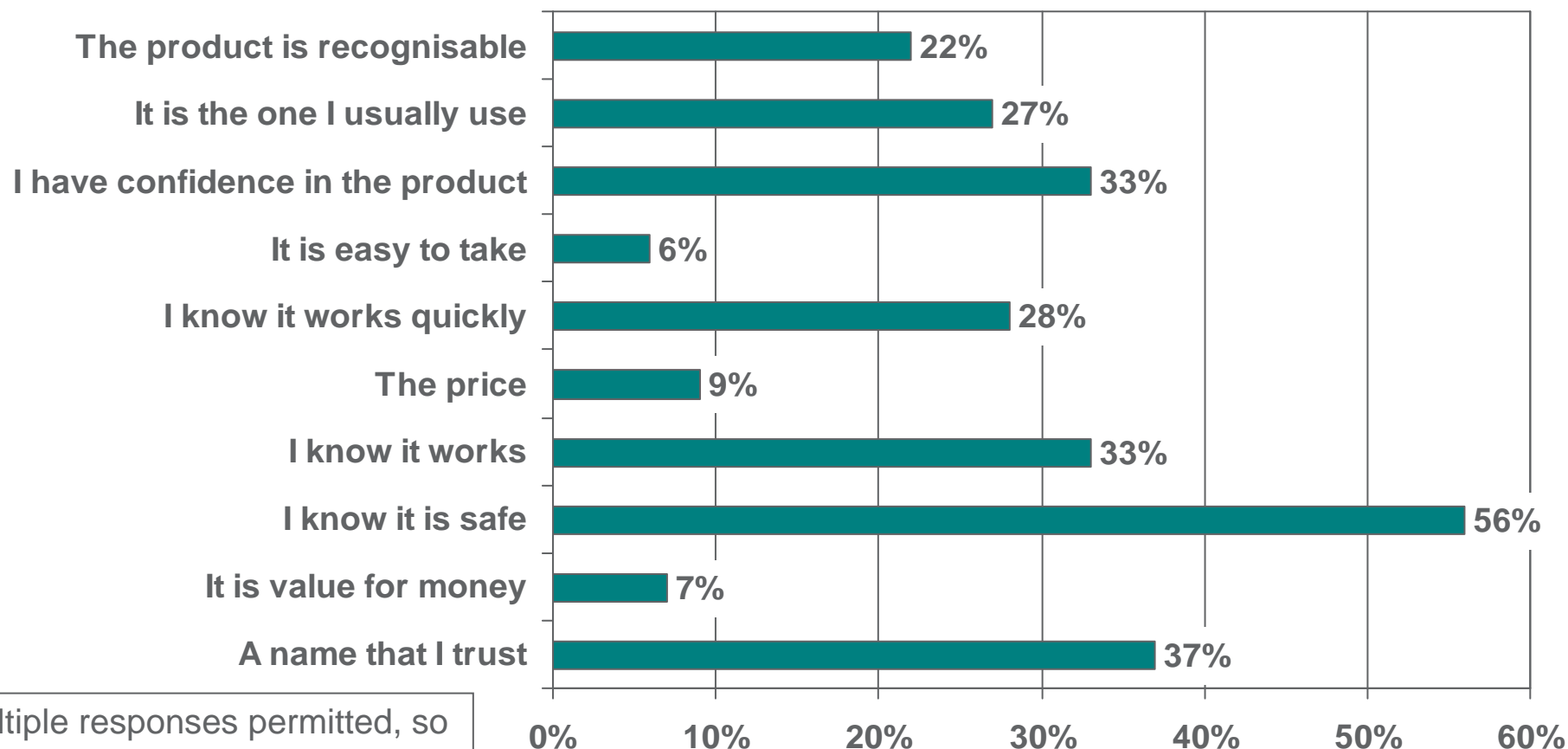


Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

Q3. When choosing a non-prescription medicine, what factors are important to you?



United Arab Emirates



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

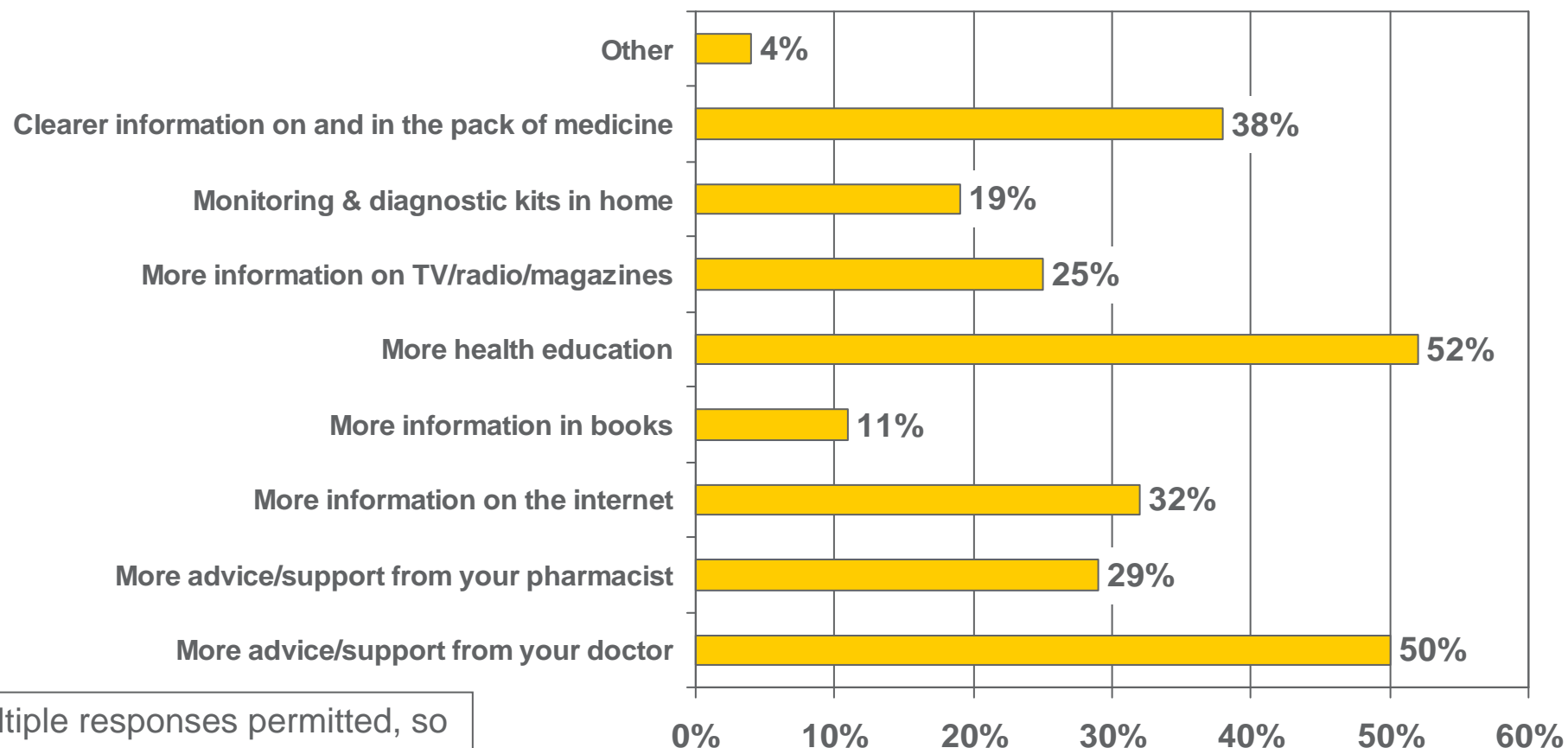
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



United Arab Emirates



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

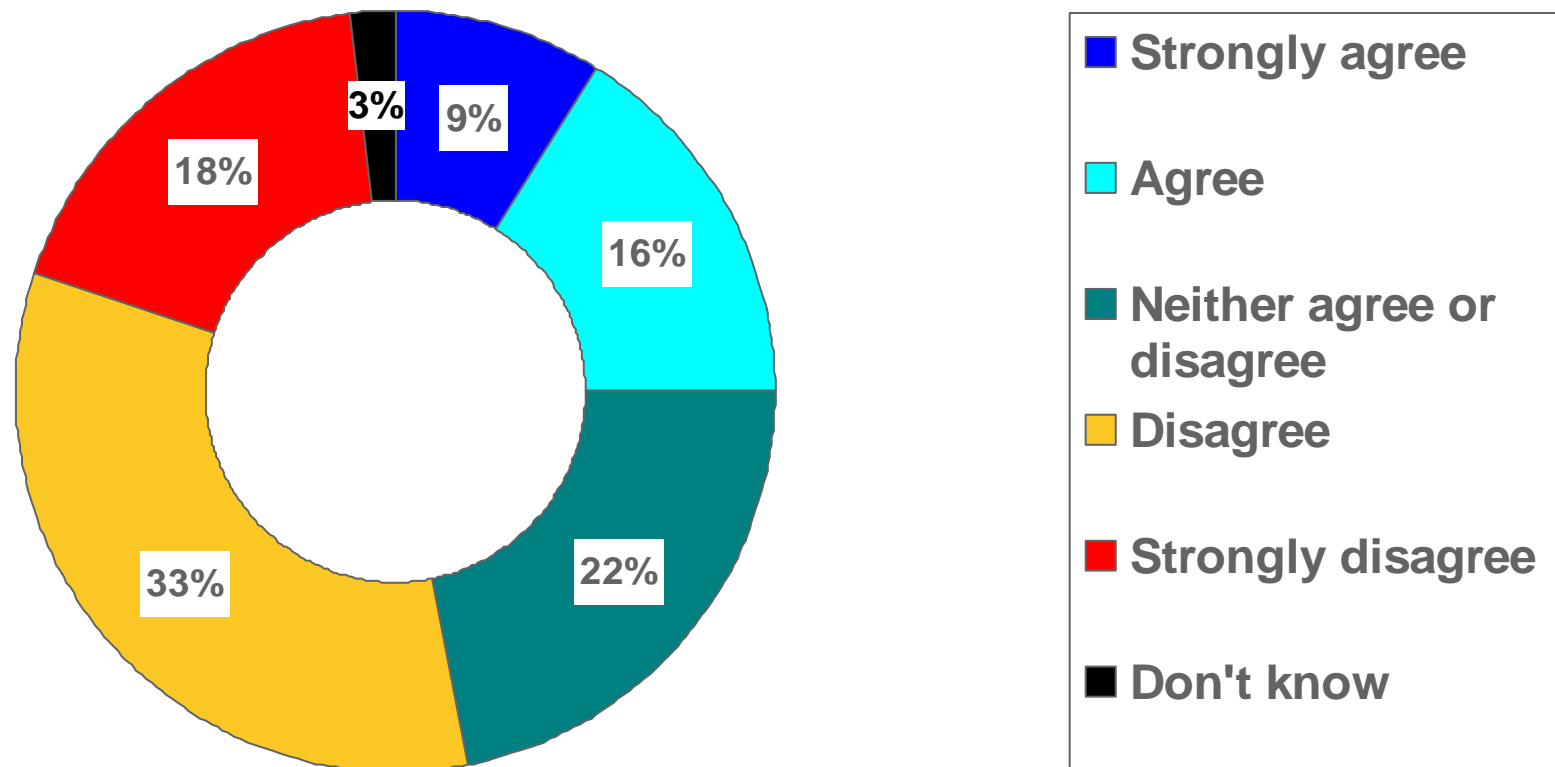
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



United Arab Emirates



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

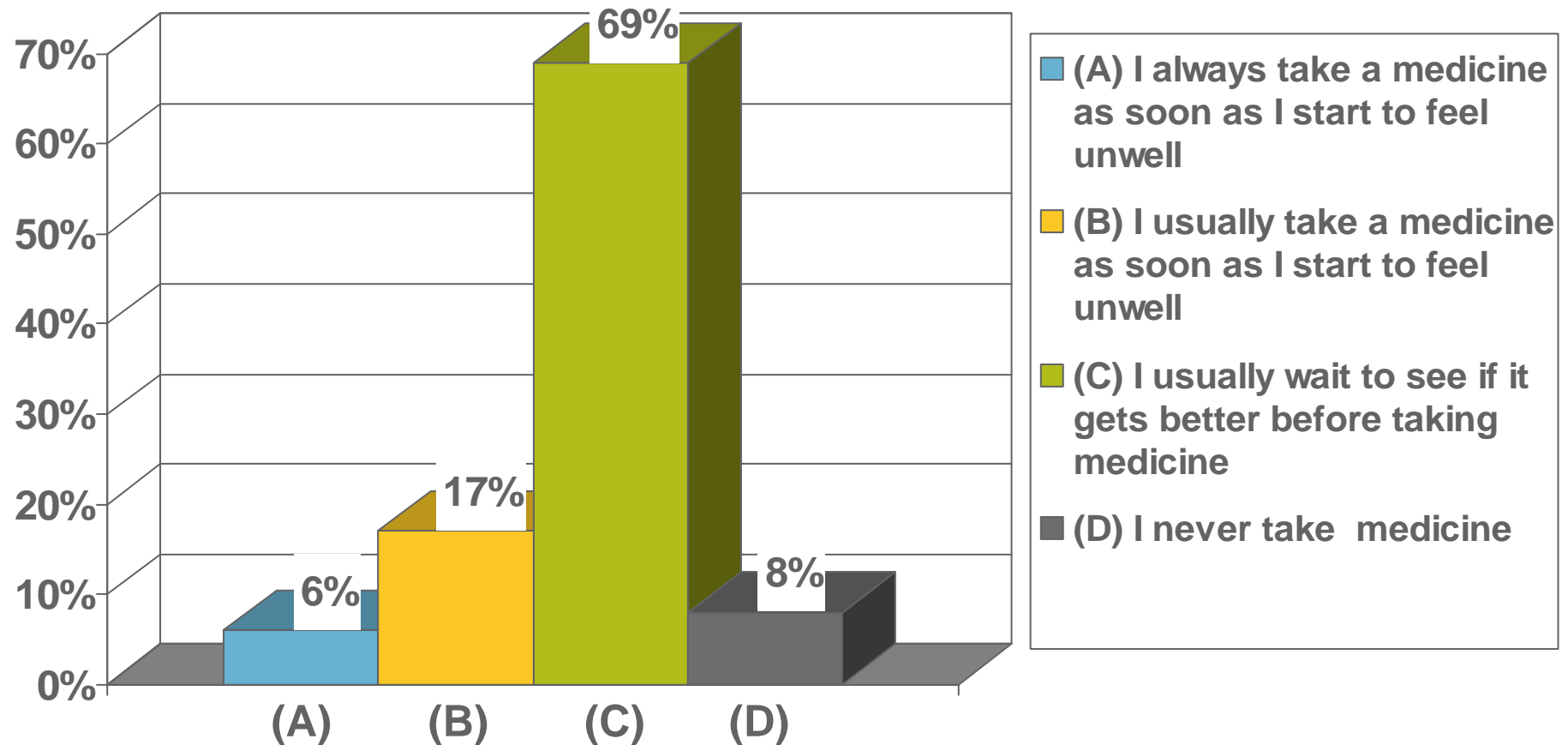
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Israel



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

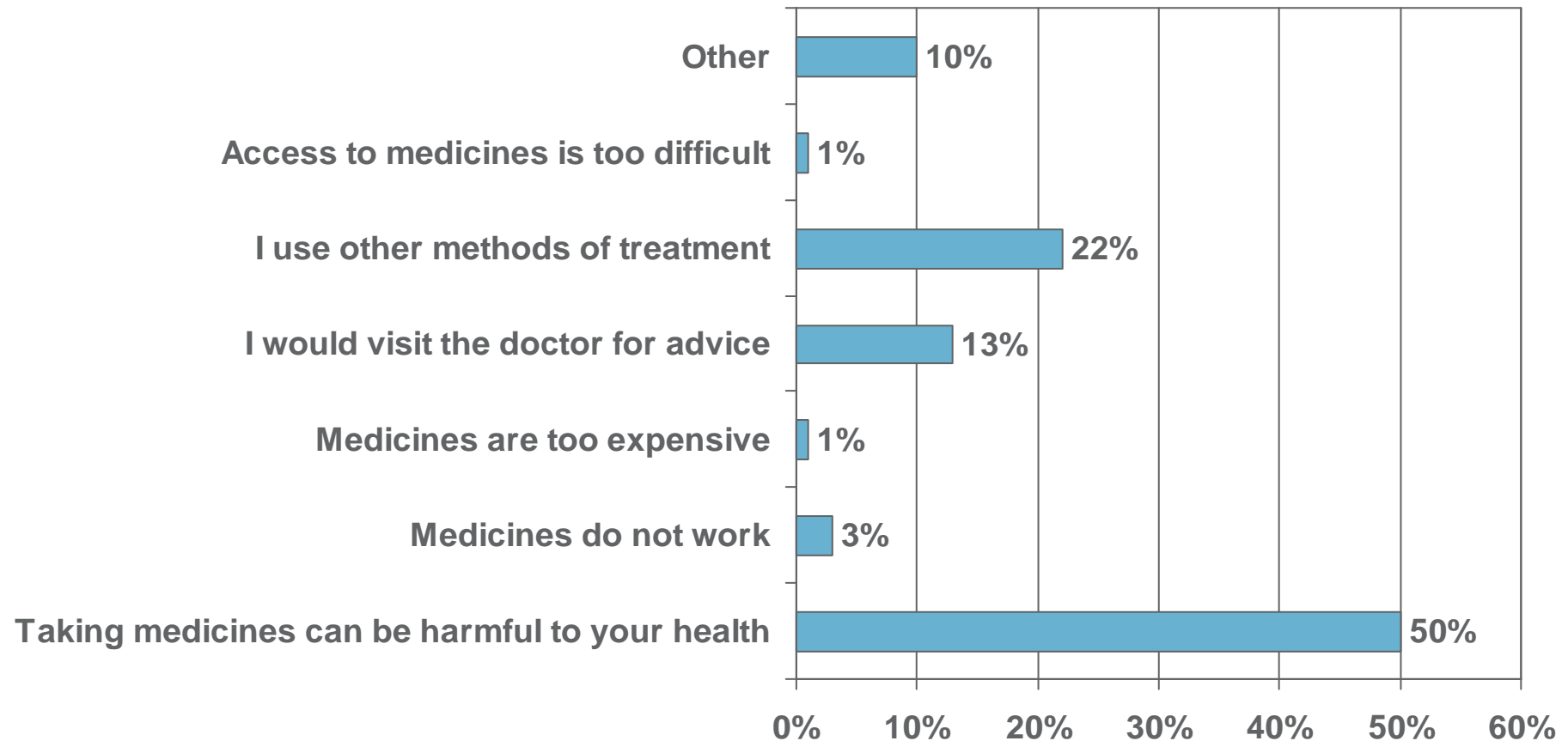
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Israel



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

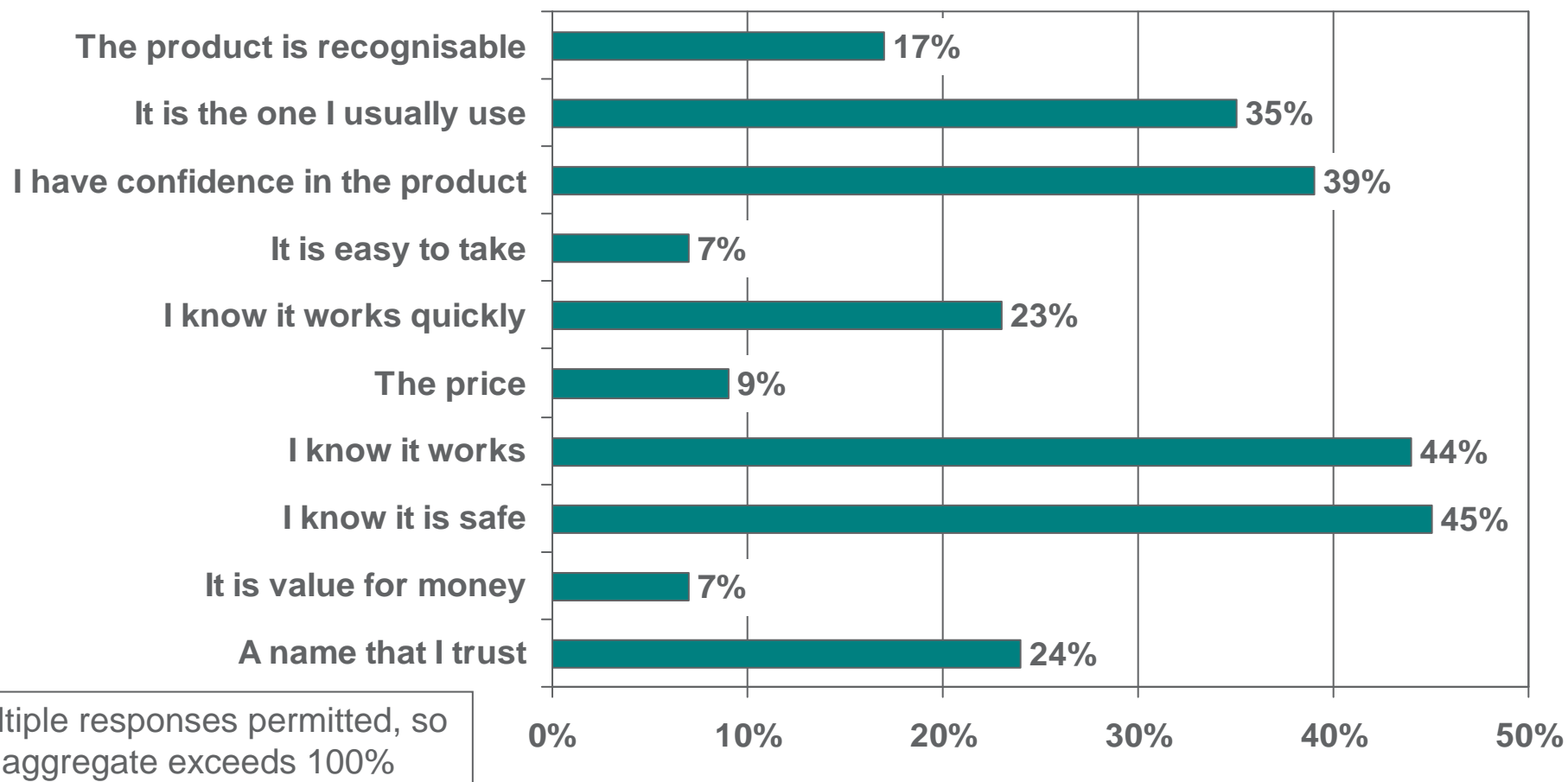
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Israel



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

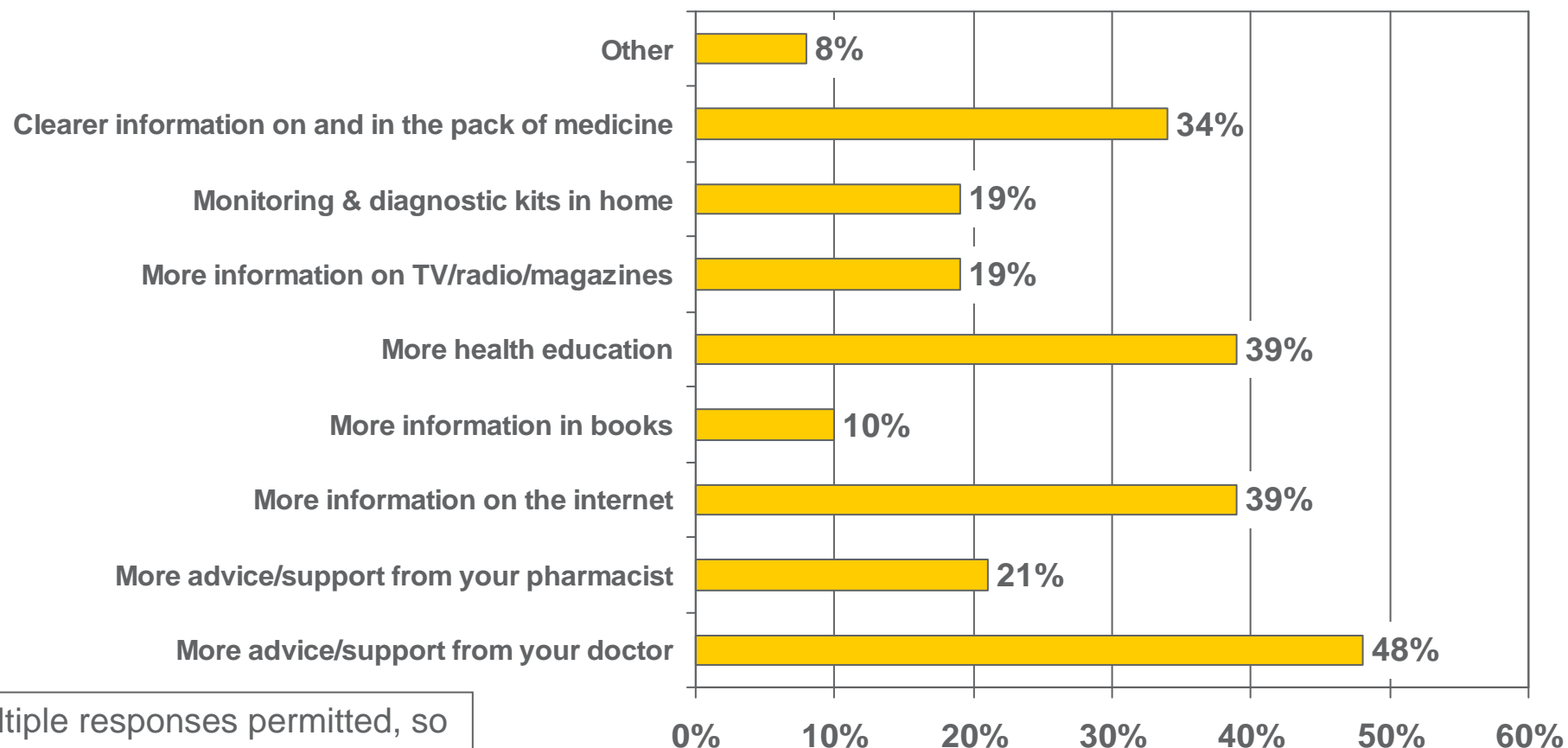
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Israel



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

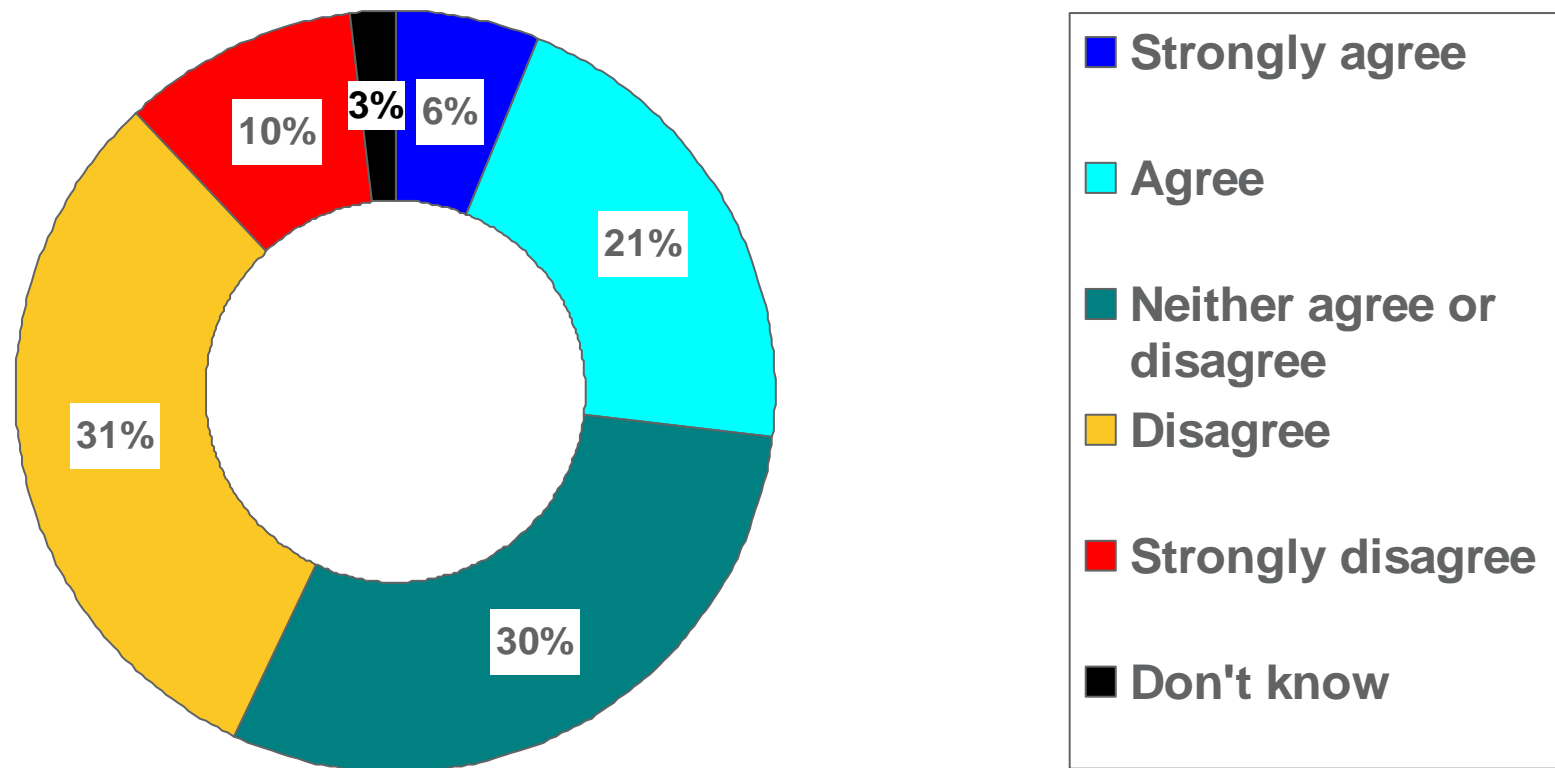
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Israel



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

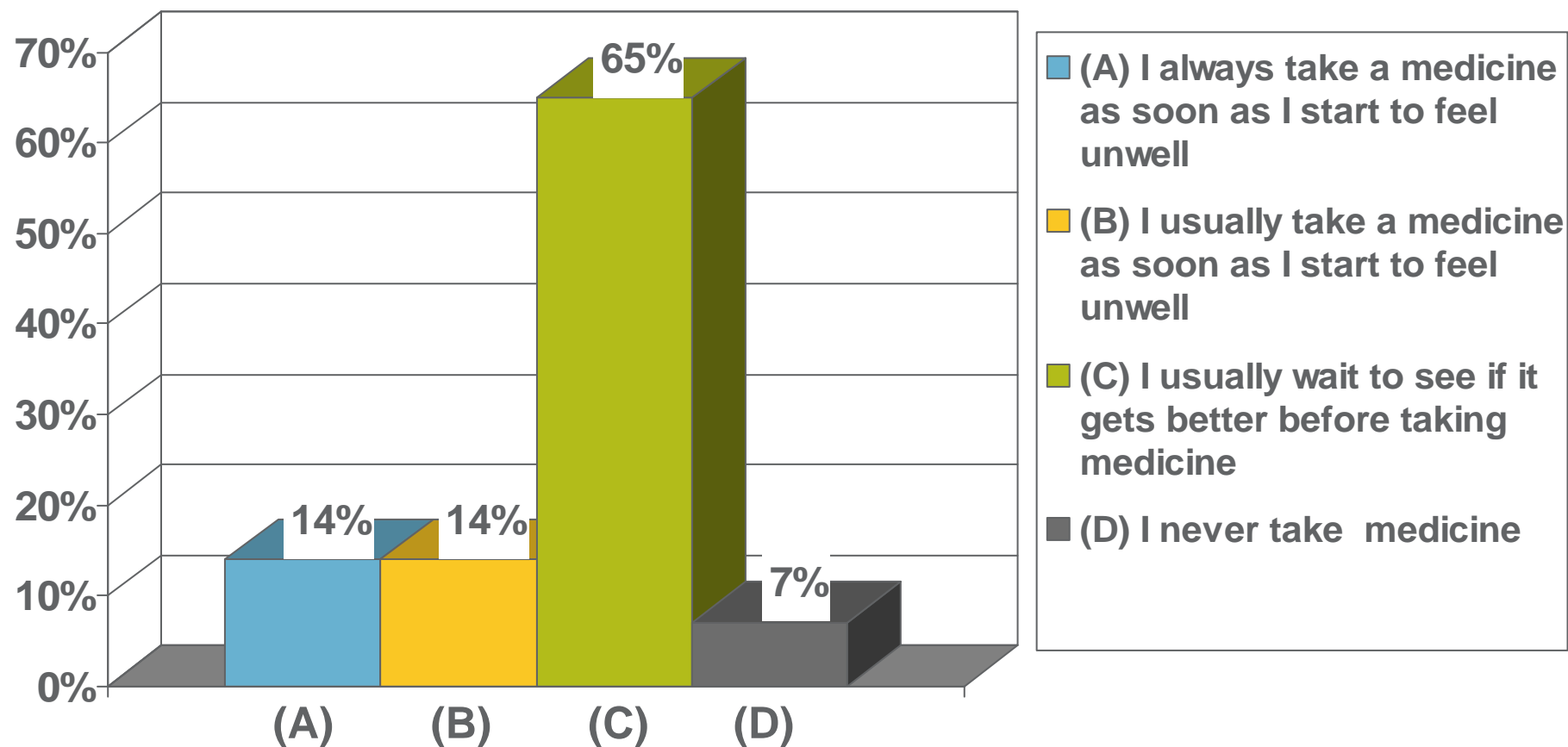
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Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?



Egypt



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents globally

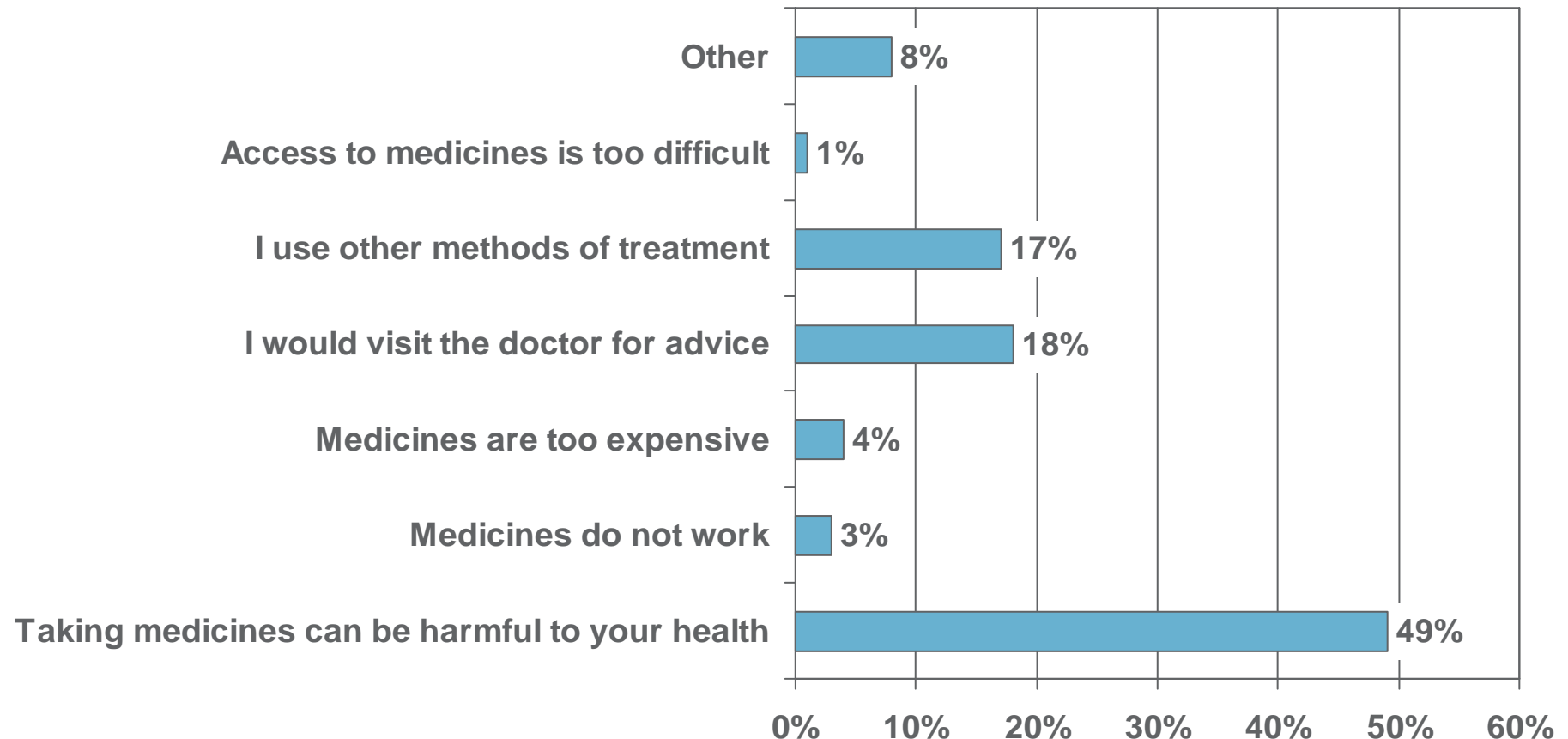
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Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?



Egypt



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide - asked only to those who responded (C) & (D) for question 1

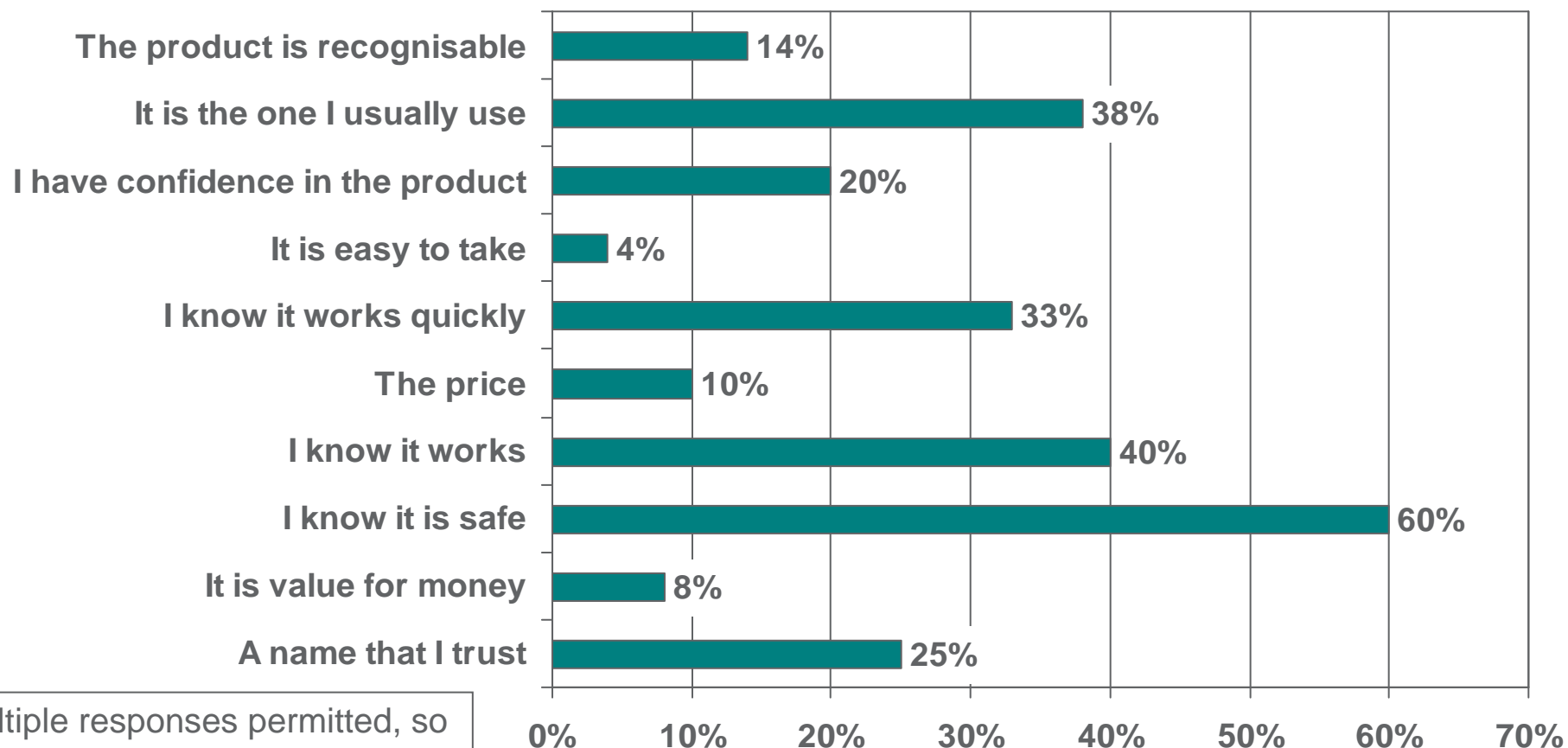
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Q3. When choosing a non-prescription medicine, what factors are important to you?



Egypt



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

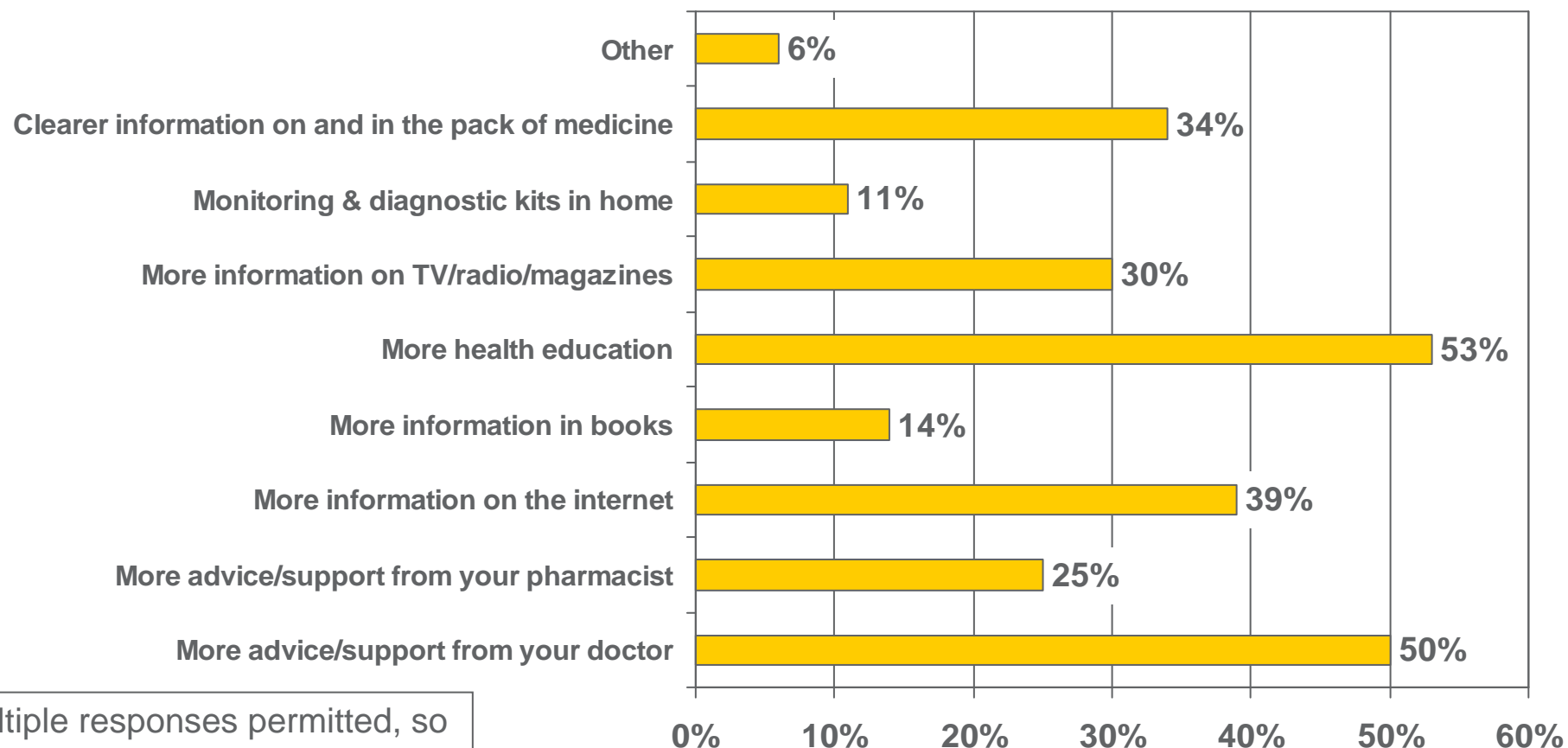
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Q4. In the future which of the following would help you to take care of your health and minor ailments?



Egypt



Multiple responses permitted, so
aggregate exceeds 100%

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

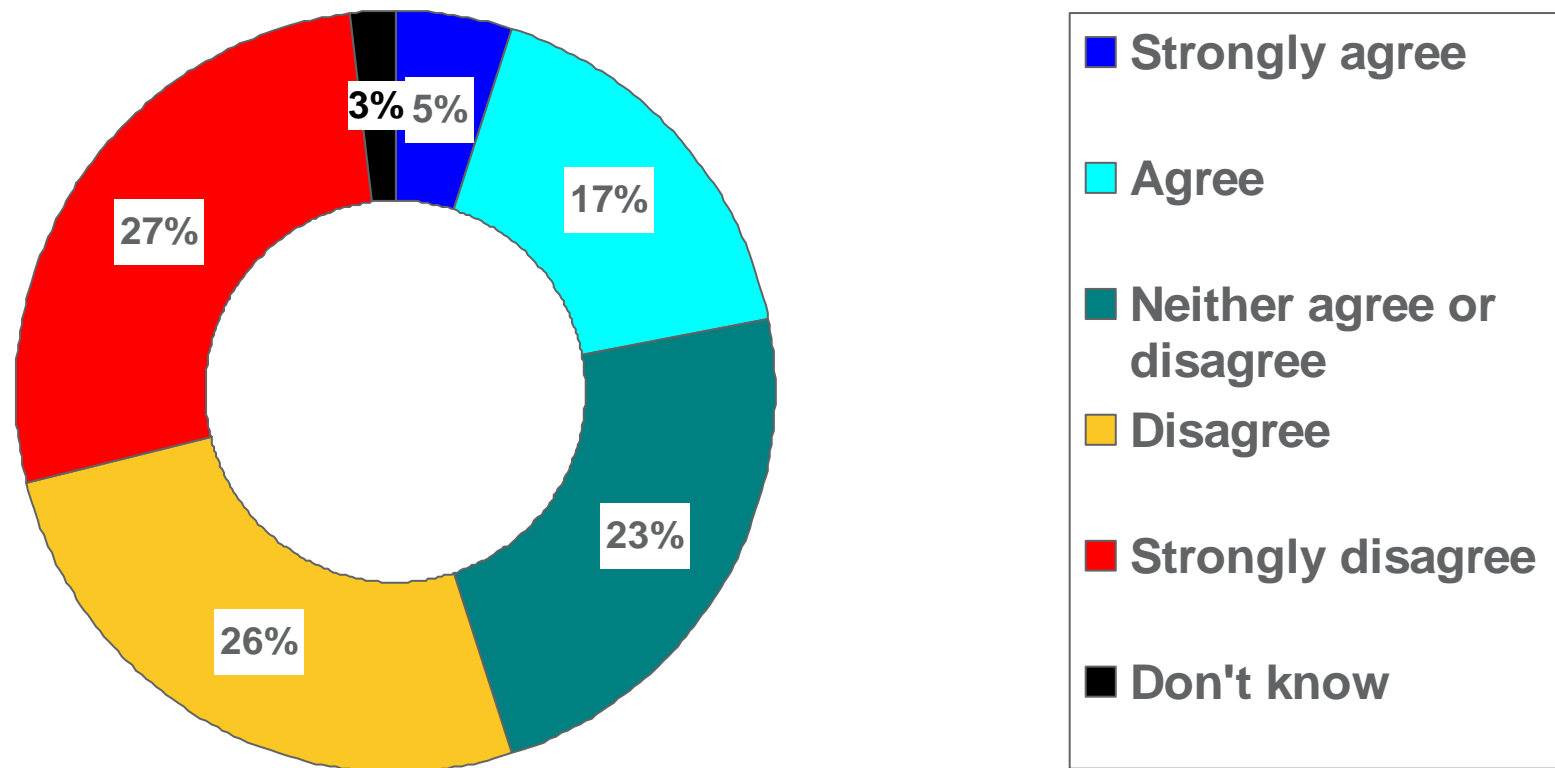
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Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?



Egypt



Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide

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