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
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
  – Whist 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

- (A) I always take a medicine as soon as I start to feel unwell
- (B) I usually take a medicine as soon as I start to feel unwell
- (C) I usually wait to see if it gets better before taking medicine
- (D) I never take medicine

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

- Taking medicines can be harmful to your health: 46%
- I would visit the doctor for advice: 17%
- I use other methods of treatment: 15%
- Medicines are too expensive: 6%
- Medicines do not work: 3%
- Access to medicines is too difficult: 1%
- Other: 12%

Source: AC Nielsen 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

- The product is recognisable: 16%
- It is the one I usually use: 23%
- I have confidence in the product: 33%
- It is easy to take: 8%
- I know it works quickly: 31%
- The price: 17%
- I know it works: 41%
- I know it is safe: 43%
- It is value for money: 15%
- A name that I trust: 25%

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

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%.
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

- More advice/support from your doctor: 51%
- Monitoring & diagnostic kits in home: 16%
- More information on the internet: 27%
- More health education: 42%
- More information in books: 13%
- More information on TV/radio/magazines: 17%
- More advice/support from your pharmacist: 27%
- Clearer information on and in the pack of medicine: 38%
- Other: 8%

Excluding “other”, the aggregate of responses is 231%, indicating that respondents, on average, made a choice of 2.31 from the 9 listed options.

Multiple responses permitted, so aggregate exceeds 100%

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

Country Global Average

- 9% Strongly agree
- 22% Agree
- 31% Neither agree or disagree
- 25% Disagree
- 11% Strongly disagree
- 2% Don't know

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

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Europe - (A) I always take a medicine as soon as I start to feel unwell
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
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
Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you? 

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Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?

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<th>Reason</th>
<th>Europe</th>
<th>Average</th>
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<td>Taking medicines can be harmful to your health</td>
<td>44%</td>
<td>23%</td>
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<td>I would visit the doctor for advice</td>
<td>19%</td>
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<td>Medicines do not work</td>
<td>3%</td>
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<td>Medicines are too expensive</td>
<td>5%</td>
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<td>I use other methods of treatment</td>
<td>17%</td>
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<td>Access to medicines is too difficult</td>
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<td>Other</td>
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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
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

- The product is recognisable: 12%
- It is the one I usually use: 25%
- I have confidence in the product: 34%
- It is easy to take: 10%
- I know it works quickly: 30%
- The price: 15%
- I know it works: 48%
- I know it is safe: 36%
- It is value for money: 15%
- A name that I trust: 15%

Multiple responses permitted, so aggregate exceeds 100%

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

Europe – I know it is safe

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

% of respondents choosing this option – more than one option could be chosen
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
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
Q3. When choosing a non-prescription medicine, what factors are important to you?

Europe – I know it works quickly

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 – It is easy to take

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 – I have confidence in the product

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 – It is the one I usually use

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 – The product is recognisable

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

% of respondents choosing this option – more than one option could be chosen
Q4. In the future which of the following would help you to take care of your health and minor ailments?

23 Country Europe Average

- More advice/support from your doctor: 43%
- More advice/support from your pharmacist: 30%
- More information on the internet: 22%
- Clearer information on and in the pack of medicine: 36%
- Monitoring & diagnostic kits in home: 19%
- More information on TV/radio/magazines: 14%
- More health education: 38%
- More information in books: 6%
- More information on the internet: 22%
- More advice/support from your pharmacist: 30%
- Other: 13%

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

Multiple responses permitted, so aggregate exceeds 100%
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

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 support/advice from the pharmacist

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

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

% 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?  
Europe – More information in books
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
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
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

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”?

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

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<td>33%</td>
<td>22%</td>
<td>1%</td>
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<tr>
<td>CZ</td>
<td>6%</td>
<td>11%</td>
<td>29%</td>
<td>30%</td>
<td>22%</td>
<td>2%</td>
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<tr>
<td>HUN</td>
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<td>11%</td>
<td>23%</td>
<td>33%</td>
<td>20%</td>
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<tr>
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<td>LIT</td>
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<td>11%</td>
<td>27%</td>
<td>33%</td>
<td>20%</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Austria

- I use other methods of treatment: 41%
- Taking medicines can be harmful to your health: 30%
- I would visit the doctor for advice: 17%
- Medicines are too expensive: 3%
- Medicines do not work: 1%
- Access to medicines is too difficult: 0%
- Other: 9%

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?

Austria

- The product is recognisable: 2%
- It is the one I usually use: 14%
- I have confidence in the product: 39%
- It is easy to take: 12%
- I know it works quickly: 34%
- The price: 10%
- I know it works: 34%
- I know it is safe: 39%
- It is value for money: 15%
- A name that I trust: 13%

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

Austria

- More advice/support from your doctor: 38%
- More advice/support from your pharmacist: 18%
- More information on the internet: 30%
- Monitoring & diagnostic kits in home: 20%
- More information on TV/radio/magazines: 15%
- More health education: 6%
- More information in books: 15%
- More information on the internet: 15%
- More advice/support from your pharmacist: 23%
- Other: 20%

Multiple responses permitted, so aggregate exceeds 100%

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”?

**Austria**

- Strongly agree: 12%
- Agree: 19%
- Neither agree or disagree: 31%
- Disagree: 19%
- Strongly disagree: 15%
- Don't know: 4%

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?

Belgium

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

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

(C) I usually wait to see if it gets better before taking medicine

(D) I never take medicine

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? Belgium

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?

Belgium

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>The product is recognisable</td>
<td>8%</td>
</tr>
<tr>
<td>It is the one I usually use</td>
<td>34%</td>
</tr>
<tr>
<td>I have confidence in the product</td>
<td>32%</td>
</tr>
<tr>
<td>It is easy to take</td>
<td>8%</td>
</tr>
<tr>
<td>I know it works quickly</td>
<td>33%</td>
</tr>
<tr>
<td>The price</td>
<td>13%</td>
</tr>
<tr>
<td>I know it works</td>
<td>53%</td>
</tr>
<tr>
<td>I know it is safe</td>
<td>31%</td>
</tr>
<tr>
<td>It is value for money</td>
<td>11%</td>
</tr>
<tr>
<td>A name that I trust</td>
<td>18%</td>
</tr>
</tbody>
</table>

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

Belgium

- More advice/support from your doctor: 39%
- Clearer information on and in the pack of medicine: 34%
- Monitoring & diagnostic kits in home: 17%
- More information on TV/radio/magazines: 12%
- More health education: 29%
- More information in books: 5%
- More information on the internet: 15%
- More advice/support from your pharmacist: 38%
- Other: 17%

Multiple responses permitted, so aggregate exceeds 100%

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”?

**Belgium**

- Strongly agree: 2%
- Agree: 12%
- Neither agree or disagree: 20%
- Disagree: 23%
- Strongly disagree: 19%
- Don't know: 24%

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? Czech Republic

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

**Czech Republic**

- **Taking medicines can be harmful to your health**: 39%
- **I use other methods of treatment**: 33%
- **I would visit the doctor for advice**: 13%
- **Medicines are too expensive**: 4%
- **Medicines do not work**: 2%
- **Access to medicines is too difficult**: 0%
- **Other**: 9%

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

The product is recognisable: 2%
It is the one I usually use: 42%
I have confidence in the product: 37%
It is easy to take: 10%
I know it works quickly: 39%
The price: 26%
I know it works: 54%
I know it is safe: 26%
It is value for money: 3%
A name that I trust: 9%

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments? Czech Republic

- More advice/support from your doctor: 45%
- More advice/support from your pharmacist: 36%
- More information on the internet: 33%
- Monitoring & diagnostic kits in home: 18%
- More information on TV/radio/magazines: 17%
- More health education: 35%
- More information in books: 3%
- Other: 8%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Czech Republic

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?

Denmark

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Denmark

- Taking medicines can be harmful to your health: 55%
- I would visit the doctor for advice: 13%
- Medicines are too expensive: 1%
- Medicines do not work: 2%
- I use other methods of treatment: 9%
- Access to medicines is too difficult: 0%
- Other: 21%

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?

Denmark

- The product is recognisable: 10%
- It is the one I usually use: 16%
- I have confidence in the product: 54%
- It is easy to take: 7%
- I know it works quickly: 18%
- The price: 12%
- I know it works: 56%
- I know it is safe: 35%
- It is value for money: 9%
- A name that I trust: 30%

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?

**Denmark**

- More advice/support from your doctor: 48%
- More information on TV/radio/magazines: 26%
- More health education: 21%
- More information in books: 4%
- More information on the internet: 17%
- More advice/support from your pharmacist: 17%
- Monitoring & diagnostic kits in home: 5%
- Clearer information on and in the pack of medicine: 24%
- Other: 28%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Denmark

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?

Estonia

- (A) I always take a medicine as soon as I start to feel unwell
- (B) I usually take a medicine as soon as I start to feel unwell
- (C) I usually wait to see if it gets better before taking medicine
- (D) I never take medicine

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?

Estonia

- Taking medicines can be harmful to your health: 46%
- I use other methods of treatment: 24%
- Medicines are too expensive: 4%
- Medicines do not work: 4%
- I would visit the doctor for advice: 9%
- Access to medicines is too difficult: 1%
- Other: 12%

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

- The product is recognisable: 21%
- It is the one I usually use: 35%
- I have confidence in the product: 38%
- It is easy to take: 11%
- I know it works quickly: 28%
- The price: 16%
- I know it works: 46%
- I know it is safe: 29%
- It is value for money: 20%
- A name that I trust: 11%

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?

**Estonia**

- More advice/support from your doctor: 54%
- More advice/support from your pharmacist: 34%
- More information on the internet: 32%
- Monitoring & diagnostic kits in home: 26%
- More information on TV/radio/magazines: 23%
- More health education: 20%
- More information in books: 8%
- More information on the internet: 32%
- More advice/support from your pharmacist: 34%
- Other: 8%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Estonia

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?

Finland

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Finland

- Taking medicines can be harmful to your health: 41%
- I use other methods of treatment: 22%
- Medicines do not work: 6%
- Medicines are too expensive: 3%
- I would visit the doctor for advice: 8%
- Access to medicines is too difficult: 1%
- Other: 19%

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?

Finland

- The product is recognisable: 27%
- It is the one I usually use: 25%
- I have confidence in the product: 31%
- It is easy to take: 8%
- I know it works quickly: 27%
- The price: 22%
- I know it works: 56%
- I know it is safe: 37%
- It is value for money: 32%
- A name that I trust: 13%

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?

Finland

- More advice/support from your doctor: 44%
- More advice/support from your pharmacist: 33%
- Clearer information on and in the pack of medicine: 33%
- More information on TV/radio/magazines: 33%
- More health education: 23%
- More information in books: 8%
- More information on the internet: 31%
- More advice/support from your pharmacist: 28%
- Monitoring & diagnostic kits in home: 16%
- Other: 19%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Finland

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? France

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

France

- Taking medicines can be harmful to your health: 36%
- I would visit the doctor for advice: 26%
- Medicines are too expensive: 5%
- Medicines do not work: 4%
- I use other methods of treatment: 9%
- Access to medicines is too difficult: 1%
- Other: 18%

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?

**France**

- The product is recognisable: 3%
- It is the one I usually use: 39%
- I have confidence in the product: 29%
- It is easy to take: 9%
- I know it works quickly: 38%
- The price: 13%
- I know it works: 59%
- I know it is safe: 28%
- It is value for money: 12%
- A name that I trust: 10%

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

France

- More advice/support from your doctor: 38%
- More advice/support from your pharmacist: 41%
- More information on the internet: 16%
- More information in books: 5%
- More information on TV/radio/magazines: 12%
- More information on the internet: 12%
- Monitoring & diagnostic kits in home: 20%
- Clearer information on and in the pack of medicine: 34%
- Other: 12%

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

Multiple responses permitted, so aggregate exceeds 100%
Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”? France

![Chart showing percentage responses to the question in France.]

- Strongly agree: 16%
- Agree: 21%
- Neither agree or disagree: 20%
- Disagree: 30%
- Strongly disagree: 2%
- Don't know: 2%

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? Germany

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Germany

- Taking medicines can be harmful to your health: 39%
- I use other methods of treatment: 30%
- I would visit the doctor for advice: 11%
- Medicines are too expensive: 9%
- Medicines do not work: 2%
- Other: 10%
- Access to medicines is too difficult: 0%

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

- The product is recognisable: 1%
- It is the one I usually use: 8%
- I have confidence in the product: 34%
- It is easy to take: 10%
- I know it works quickly: 32%
- The price: 19%
- I know it works: 48%
- I know it is safe: 38%
- It is value for money: 31%
- A name that I trust: 8%

Multiple responses permitted, so aggregate exceeds 100%.

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

Germany

- More advice/support from your doctor: 37%
- More information on TV/radio/magazines: 19%
- More advice/support from your pharmacist: 18%
- More information in books: 4%
- More information on the internet: 19%
- Monitoring & diagnostic kits in home: 11%
- Clearer information on and in the pack of medicine: 33%
- More health education: 36%
- Other: 21%

Multiple responses permitted, so aggregate exceeds 100%

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”?

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

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Greece

- Taking medicines can be harmful to your health: 47%
- I would visit the doctor for advice: 33%
- I use other methods of treatment: 13%
- Medicines are too expensive: 1%
- Medicines do not work: 1%
- Access to medicines is too difficult: 0%
- Other: 4%

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?

**Greece**

- A name that I trust: 13%
- The product is recognisable: 22%
- I have confidence in the product: 27%
- It is the one I usually use: 33%
- I know it works quickly: 25%
- It is easy to take: 5%
- The price: 6%
- I know it is safe: 55%
- It is value for money: 5%

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

**Greece**

- More advice/support from your doctor: 49%
- More advice/support from your pharmacist: 17%
- More information on the internet: 35%
- More health education: 49%
- Monitoring & diagnostic kits in home: 16%
- More information on TV/radio/magazines: 17%
- Clearer information on and in the pack of medicine: 33%
- More information in books: 9%
- Other: 4%

Multiple responses permitted, so aggregate exceeds 100%

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”? 

Greece

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?

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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? 

Hungary

- Taking medicines can be harmful to your health: 47%
- I use other methods of treatment: 26%
- Medicines are too expensive: 8%
- Medicines do not work: 2%
- I would visit the doctor for advice: 6%
- Access to medicines is too difficult: 0%
- Other: 10%

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?

Hungary

- I know it works: 52%
- I know it is safe: 29%
- It is value for money: 21%
- A name that I trust: 18%
- The price: 12%
- I know it works quickly: 27%
- It is easy to take: 2%
- I have confidence in the product: 30%
- It is the one I usually use: 25%
- The product is recognisable: 5%

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?

Hungary

![Bar chart showing responses to the question.

- More advice/support from your doctor: 32%
- Monitoring & diagnostic kits in home: 25%
- Clearer information on and in the pack of medicine: 31%
- More information on TV/radio/magazines: 19%
- More health education: 20%
- More information in books: 6%
- More information on the internet: 30%
- More advice/support from your pharmacist: 18%
- Other: 15%

Multiple responses permitted, so aggregate exceeds 100%

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”?

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

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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? Ireland

- Taking medicines can be harmful to your health: 45%
- I use other methods of treatment: 18%
- I would visit the doctor for advice: 12%
- Medicines are too expensive: 10%
- Medicines do not work: 2%
- Access to medicines is too difficult: 1%
- Other: 13%

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?

Ireland

- The product is recognisable: 16%
- It is the one I usually use: 18%
- I have confidence in the product: 45%
- It is easy to take: 12%
- I know it works quickly: 34%
- The price: 11%
- I know it works: 43%
- I know it is safe: 44%
- It is value for money: 10%
- A name that I trust: 28%

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?

Ireland

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

Multiple responses permitted, so aggregate exceeds 100%
Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?

Ireland

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?

Italy

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Italy

- Taking medicines can be harmful to your health: 59%
- I would visit the doctor for advice: 22%
- Medicines do not work: 1%
- Medicines are too expensive: 3%
- I use other methods of treatment: 8%
- Access to medicines is too difficult: 1%
- Other: 6%

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?

Italy

- The product is recognisable: 14%
- It is the one I usually use: 27%
- I have confidence in the product: 21%
- It is easy to take: 10%
- I know it works quickly: 31%
- The price: 13%
- I know it works: 45%
- I know it is safe: 33%
- It is value for money: 8%
- A name that I trust: 16%

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?

**Italy**

![Bar chart showing the percentages of respondents for each option.](chart)

- More advice/support from your doctor: 50%
- Clearer information on and in the pack of medicine: 35%
- Monitoring & diagnostic kits in home: 19%
- More information on TV/radio/magazines: 16%
- More health education: 56%
- More information in books: 8%
- More information on the internet: 27%
- More advice/support from your pharmacist: 23%
- Other: 3%

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

Multiple responses permitted, so aggregate exceeds 100%
Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”? 

Italy

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?

Latvia

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

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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? Latvia

- Taking medicines can be harmful to your health: 44%
- I use other methods of treatment: 32%
- Medicines do not work: 8%
- Medicines are too expensive: 6%
- I would visit the doctor for advice: 3%
- Access to medicines is too difficult: 1%
- Other: 6%

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?

Latvia

- The product is recognisable: 34%
- It is the one I usually use: 34%
- I have confidence in the product: 39%
- It is easy to take: 9%
- I know it works quickly: 21%
- The price: 15%
- I know it works: 43%
- I know it is safe: 31%
- It is value for money: 7%
- A name that I trust: 17%

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?

Latvia

- More advice/support from your doctor: 46%
- More advice/support from your pharmacist: 29%
- More information on the internet: 33%
- Monitoring & diagnostic kits in home: 23%
- More information on TV/radio/magazines: 16%
- More health education: 29%
- More information in books: 7%
- Other: 8%

Multiple responses permitted, so aggregate exceeds 100%

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”? Latvia

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?

Lithuania

- (A) I always take a medicine as soon as I start to feel unwell
- (B) I usually take a medicine as soon as I start to feel unwell
- (C) I usually wait to see if it gets better before taking medicine
- (D) I never take medicine

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?

**Lithuania**

- Taking medicines can be harmful to your health: 48%
- I use other methods of treatment: 28%
- I would visit the doctor for advice: 14%
- Medicines are too expensive: 2%
- Medicines do not work: 2%
- Access to medicines is too difficult: 1%
- Other: 5%

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?

Lithuania

- The product is recognisable: 23%
- It is the one I usually use: 30%
- I have confidence in the product: 31%
- It is easy to take: 8%
- I know it works quickly: 30%
- The price: 15%
- I know it works: 57%
- I know it is safe: 32%
- It is value for money: 4%
- A name that I trust: 14%

Multiple responses permitted, so aggregate exceeds 100%

Source: ACNielson 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? Lithuania

- More advice/support from your doctor: 39%
- More advice/support from your pharmacist: 28%
- More information on the internet: 38%
- Monitoring & diagnostic kits in home: 29%
- More information on TV/radio/magazines: 20%
- More health education: 30%
- More information in books: 7%
- Clearer information on and in the pack of medicine: 37%
- Other: 8%

Multiple responses permitted, so aggregate exceeds 100%

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”?  

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

Netherlands

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

Source: AC Nielsen 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?

Netherlands

- Taking medicines can be harmful to your health: 42%
- I would visit the doctor for advice: 22%
- I use other methods of treatment: 6%
- Medicines are too expensive: 1%
- Medicines do not work: 4%
- Access to medicines is too difficult: 1%
- Other: 24%

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

- The product is recognisable: 12%
- It is the one I usually use: 28%
- I have confidence in the product: 34%
- It is easy to take: 11%
- I know it works quickly: 30%
- The price: 14%
- I know it works: 42%
- I know it is safe: 36%
- It is value for money: 5%
- A name that I trust: 23%

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?

Netherlands

- More advice/support from your doctor: 35%
- More advice/support from your pharmacist: 26%
- More information on the internet: 26%
- Monitoring & diagnostic kits in home: 14%
- Clearer information on and in the pack of medicine: 32%
- More information on TV/radio/magazines: 11%
- More health education: 8%
- More information in books: 5%
- Other: 28%

Multiple responses permitted, so aggregate exceeds 100%

Source: AC Nielsen 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”?

Netherlands

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? Norway

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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? Norway

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?

Norway

- I know it works quickly: 26%
- I know it is safe: 41%
- It is the one I usually use: 30%
- I have confidence in the product: 42%
- The product is recognisable: 5%
- The price: 15%
- It is easy to take: 11%
- It is value for money: 7%
- A name that I trust: 15%
- I know it works: 15%

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?

Norway

- More advice/support from your doctor: 47%
- More advice/support from your pharmacist: 28%
- More information on the internet: 26%
- More health education: 32%
- More information in books: 5%
- More information on TV/radio/magazines: 18%
- Monitoring & diagnostic kits in home: 4%
- Clearer information on and in the pack of medicine: 22%
- Other: 21%

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

Multiple responses permitted, so aggregate exceeds 100%
Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?

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

- (A) I always take a medicine as soon as I start to feel unwell
- (B) I usually take a medicine as soon as I start to feel unwell
- (C) I usually wait to see if it gets better before taking medicine
- (D) I never take medicine

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? Poland

- Taking medicines can be harmful to your health: 46%
- I would visit the doctor for advice: 23%
- I use other methods of treatment: 16%
- Medicines do not work: 7%
- Medicines are too expensive: 4%
- Access to medicines is too difficult: 0%
- Other: 4%

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?

Poland

The product is recognisable | 10%
---|---
It is the one I usually use | 37%
I have confidence in the product | 39%
It is easy to take | 8%
I know it works quickly | 30%
The price | 22%
I know it works | 42%
I know it is safe | 45%
It is value for money | 10%
A name that I trust | 15%

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?

Poland

- More advice/support from your doctor: 52%
- More advice/support from your pharmacist: 33%
- More information on the internet: 28%
- Monitoring & diagnostic kits in home: 19%
- More health education: 17%
- More information in books: 7%
- More information on TV/radio/magazines: 45%
- Clearer information on and in the pack of medicine: 4%
- Other: 50%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Poland

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?

Portugal

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?

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

- The product is recognisable: 22%
- It is the one I usually use: 29%
- I have confidence in the product: 47%
- It is easy to take: 5%
- I know it works quickly: 19%
- The price: 18%
- I know it works: 33%
- I know it is safe: 36%
- It is value for money: 17%
- A name that I trust: 23%

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

Portugal

- More advice/support from your doctor: 55%
- More advice/support from your pharmacist: 45%
- More information on the internet: 18%
- Monitoring & diagnostic kits in home: 15%
- More health education: 7%
- More information on TV/radio/magazines: 6%
- More information in books: 43%
- Clearer information on and in the pack of medicine: 41%
- Other: 0%

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

Multiple responses permitted, so aggregate exceeds 100%
Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?

Portugal

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?

Russia

<table>
<thead>
<tr>
<th></th>
<th>(A) I always take a medicine as soon as I start to feel unwell</th>
<th>(B) I usually take a medicine as soon as I start to feel unwell</th>
<th>(C) I usually wait to see if it gets better before taking medicine</th>
<th>(D) I never take medicine</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A)</td>
<td>15%</td>
<td>37%</td>
<td>43%</td>
<td>5%</td>
</tr>
<tr>
<td>(B)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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?

Russia

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?

Russia

- The product is recognisable: 46%
- It is the one I usually use: 32%
- I have confidence in the product: 35%
- It is easy to take: 8%
- I know it works quickly: 25%
- The price: 10%
- I know it works: 40%
- I know it is safe: 37%
- It is value for money: 10%
- A name that I trust: 18%

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?

Russia

- More advice/support from your doctor: 47%
- Monitoring & diagnostic kits in home: 38%
- More information on the internet: 31%
- More health education: 37%
- More information in books: 7%
- More information on TV/radio/magazines: 18%
- Clearer information on and in the pack of medicine: 50%
- Other: 4%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Russia

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?

Spain

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Spain

- Taking medicines can be harmful to your health: 33%
- I would visit the doctor for advice: 48%
- Medicines do not work: 1%
- Medicines are too expensive: 0%
- I use other methods of treatment: 10%
- Access to medicines is too difficult: 0%
- Other: 8%

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?

Spain

- The product is recognisable: 6%
- It is the one I usually use: 36%
- I have confidence in the product: 34%
- It is easy to take: 8%
- I know it works quickly: 23%
- The price: 4%
- I know it works: 54%
- I know it is safe: 43%
- It is value for money: 3%
- A name that I trust: 7%

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

Spain

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clearer information on and in the pack of medicine</td>
<td>36%</td>
</tr>
<tr>
<td>Monitoring &amp; diagnostic kits in home</td>
<td>14%</td>
</tr>
<tr>
<td>More information on TV/radio/magazines</td>
<td>9%</td>
</tr>
<tr>
<td>More health education</td>
<td>47%</td>
</tr>
<tr>
<td>More information in books</td>
<td>5%</td>
</tr>
<tr>
<td>More information on the internet</td>
<td>10%</td>
</tr>
<tr>
<td>More advice/support from your pharmacist</td>
<td>44%</td>
</tr>
<tr>
<td>More advice/support from your doctor</td>
<td>60%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

Multiple responses permitted, so aggregate exceeds 100%

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”?

Spain

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?

Sweden

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Sweden

- Taking medicines can be harmful to your health: 42%
- Medicines are too expensive: 4%
- Medicines do not work: 3%
- I would visit the doctor for advice: 10%
- I use other methods of treatment: 11%
- Access to medicines is too difficult: 1%
- Other: 29%

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?

Sweden

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

**Sweden**

- More advice/support from your doctor: 44%
- Monitoring & diagnostic kits in home: 16%
- More information on TV/radio/magazines: 20%
- More health education: 33%
- More information in books: 4%
- More information on the internet: 18%
- More advice/support from your pharmacist: 27%
- Other: 20%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Sweden

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

[Pie chart showing the distribution of responses]
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

![Bar chart showing reasons for not taking medicine in Switzerland.](chart.png)

- Taking medicines can be harmful to your health: 37%
- I use other methods of treatment: 33%
- I would visit the doctor for advice: 10%
- Medicines are too expensive: 3%
- Medicines do not work: 2%
- Access to medicines is too difficult: 1%
- Other: 15%

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

- The product is recognisable: 2%
- It is the one I usually use: 27%
- I have confidence in the product: 35%
- It is easy to take: 13%
- I know it works quickly: 35%
- The price: 11%
- I know it works: 53%
- I know it is safe: 30%
- It is value for money: 18%
- A name that I trust: 14%

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

Switzerland

- More health education: 39%
- More advice/support from your pharmacist: 26%
- Monitoring & diagnostic kits in home: 18%
- More information on TV/radio/magazines: 15%
- More information on the internet: 17%
- Clearer information on and in the pack of medicine: 29%
- More advice/support from your doctor: 22%
- Other: 21%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Switzerland

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?

United Kingdom

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

United Kingdom

- Taking medicines can be harmful to your health: 39%
- I would visit the doctor for advice: 13%
- I use other methods of treatment: 11%
- Medicines are too expensive: 6%
- Medicines do not work: 9%
- Access to medicines is too difficult: 1%
- Other: 21%

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

- A name that I trust: 22%
- The product is recognisable: 11%
- It is the one I usually use: 15%
- I have confidence in the product: 39%
- It is easy to take: 16%
- I know it works quickly: 32%
- The price: 21%
- I know it works: 45%
- I know it is safe: 39%
- It is value for money: 18%
- A name that I trust: 22%

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

- More advice/support from your doctor: 39%
- More advice/support from your pharmacist: 38%
- More information on the internet: 36%
- Monitoring & diagnostic kits in home: 20%
- More information on TV/radio/magazines: 11%
- More health education: 30%
- More information in books: 7%
- More information on the internet: 24%
- Other: 14%

Multiple responses permitted, so aggregate exceeds 100%

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”?

United Kingdom

Source: AC Nielsen 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?

15 Country Asia Pacific Average

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) I always take medicine as soon as I start to feel unwell</td>
<td>9%</td>
</tr>
<tr>
<td>(B) I usually take a medicine as soon as I start to feel unwell</td>
<td>22%</td>
</tr>
<tr>
<td>(C) I usually wait to see if it gets better before taking medicine</td>
<td>65%</td>
</tr>
<tr>
<td>(D) I never take medicine</td>
<td>4%</td>
</tr>
</tbody>
</table>

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

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

% of respondents choosing this option – only one option permitted
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
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
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
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

- Taking medicines can be harmful to your health: 55%
- I would visit the doctor for advice: 12%
- I use other methods of treatment: 13%
- Medicines are too expensive: 4%
- Medicines do not work: 3%
- Access to medicines is too difficult: 1%
- Other: 12%

Source: AC Nielsen 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

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

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

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

% 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?

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

- The product is recognisable: 16%
- It is the one I usually use: 26%
- I have confidence in the product: 28%
- It is easy to take: 7%
- I know it works quickly: 32%
- The price: 14%
- I know it works: 37%
- I know it is safe: 49%
- It is value for money: 11%
- A name that I trust: 34%

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?

Asia Pacific – A name that I trust

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

% of respondents choosing this option – more than one option could be chosen
Q3. When choosing a non-prescription medicine, what factors are important to you?

Asia Pacific – It is value for money

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 – I know it is safe

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

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

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 – I know it works

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

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

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 – The price

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

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 – I know it works quickly

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

% of respondents choosing this option – more than one option could be chosen
Q3. When choosing a non-prescription medicine, what factors are important to you?

Asia Pacific – It is easy to take

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

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

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 – 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
Q3. When choosing a non-prescription medicine, what factors are important to you?
Asia Pacific – It is the one I usually use

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

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

- More advice/support from your doctor: 57%
- Monitoring & diagnostic kits in home: 15%
- More information on TV/radio/magazines: 21%
- More health education: 44%
- More information in books: 20%
- More information on the internet: 31%
- More advice/support from your pharmacist: 28%
- Clearer information on and in the pack of medicine: 36%
- Other: 3%

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?

Asia Pacific – More support/advice from the doctor

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?

Asia Pacific – More support/advice from the pharmacist

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

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

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

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

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

% 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?

Asia Pacific – More information on TV/radio/magazines

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

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

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?

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

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

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

Australia

- Taking medicines can be harmful to your health: 36%
- I would visit the doctor for advice: 16%
- I use other methods of treatment: 22%
- Medicines are too expensive: 7%
- Medicines do not work: 2%
- Access to medicines is too difficult: 1%
- Other: 16%

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

- The product is recognisable: 13%
- It is the one I usually use: 20%
- I have confidence in the product: 42%
- It is easy to take: 8%
- I know it works quickly: 28%
- The price: 20%
- I know it works: 49%
- I know it is safe: 43%
- It is value for money: 20%
- A name that I trust: 21%

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?

Australia

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More advice/support from your doctor</td>
<td>44%</td>
</tr>
<tr>
<td>More advice/support from your pharmacist</td>
<td>40%</td>
</tr>
<tr>
<td>More information on TV/radio/magazines</td>
<td>35%</td>
</tr>
<tr>
<td>More information in books</td>
<td>24%</td>
</tr>
<tr>
<td>Monitoring &amp; diagnostic kits in home</td>
<td>16%</td>
</tr>
<tr>
<td>More information on the internet</td>
<td>15%</td>
</tr>
<tr>
<td>Clearer information on and in the pack of medicine</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
</tbody>
</table>

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

Multiple responses permitted, so aggregate exceeds 100%
Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?

**Australia**

<table>
<thead>
<tr>
<th>Agreement Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>13%</td>
</tr>
<tr>
<td>Agree</td>
<td>22%</td>
</tr>
<tr>
<td>Neither agree or disagree</td>
<td>27%</td>
</tr>
<tr>
<td>Disagree</td>
<td>30%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>2%</td>
</tr>
<tr>
<td>Don't know</td>
<td>6%</td>
</tr>
</tbody>
</table>

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?

New Zealand

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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? New Zealand

- Taking medicines can be harmful to your health: 28%
- Medicines are too expensive: 18%
- Medicines do not work: 4%
- I would visit the doctor for advice: 12%
- I use other methods of treatment: 20%
- Access to medicines is too difficult: 1%
- Other: 17%

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

- It is value for money: 40%
- The product is recognisable: 13%
- I have confidence in the product: 40%
- I know it works quickly: 29%
- It is easy to take: 11%
- The price: 22%
- I know it works: 46%
- I know it is safe: 40%
- It is value for money: 15%
- A name that I trust: 24%

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

New Zealand

- More advice/support from your doctor: 38%
- More advice/support from your pharmacist: 39%
- More information on the internet: 24%
- Monitoring & diagnostic kits in home: 14%
- More information on TV/radio/magazines: 15%
- More health education: 33%
- More information in books: 7%
- More information on the pack of medicine: 33%
- Other: 15%

Multiple responses permitted, so aggregate exceeds 100%

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”?

New Zealand

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?

**China**

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

China

- Taking medicines can be harmful to your health: 67%
- I use other methods of treatment: 11%
- I would visit the doctor for advice: 7%
- Medicines are too expensive: 4%
- Medicines do not work: 3%
- Access to medicines is too difficult: 2%
- Other: 7%

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?

China

- The product is recognisable: 7%
- It is the one I usually use: 28%
- I have confidence in the product: 17%
- It is easy to take: 7%
- I know it works quickly: 46%
- The price: 10%
- I know it works: 29%
- I know it is safe: 47%
- It is value for money: 14%
- A name that I trust: 48%

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?

China

- More advice/support from your doctor: 56%
- More advice/support from your pharmacist: 16%
- More information on TV/radio/magazines: 15%
- More health education: 59%
- More information in books: 25%
- More information on the internet: 25%
- Clearer information on and in the pack of medicine: 38%
- Monitoring & diagnostic kits in home: 16%
- Other: 1%

Multiple responses permitted, so aggregate exceeds 100%

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”?

China

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?

Hong Kong

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Hong Kong

- Taking medicines can be harmful to your health: 31%
- I would visit the doctor for advice: 35%
- Medicines do not work: 6%
- Medicines are too expensive: 5%
- I use other methods of treatment: 10%
- Access to medicines is too difficult: 1%
- Other: 12%

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?

**Hong Kong**

- The product is recognisable: 39%
- It is the one I usually use: 19%
- I have confidence in the product: 38%
- It is easy to take: 5%
- I know it works quickly: 40%
- The price: 10%
- I know it works: 39%
- I know it is safe: 55%
- It is value for money: 2%
- A name that I trust: 31%

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

**Hong Kong**

- More advice/support from your doctor: 70%
- More information on TV/radio/magazines: 33%
- More information on the internet: 27%
- More advice/support from your pharmacist: 26%
- More information in books: 24%
- More health education: 31%
- Monitoring & diagnostic kits in home: 14%
- Clearer information on and in the pack of medicine: 35%
- Other: 2%

Multiple responses permitted, so aggregate exceeds 100%

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”?

**Hong Kong**

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?

Indonesia

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

**Indonesia**

- **Taking medicines can be harmful to your health**: 45%
- **I would visit the doctor for advice**: 12%
- **I use other methods of treatment**: 20%
- **Medicines are too expensive**: 4%
- **Medicines do not work**: 6%
- **Other**: 13%
- **Access to medicines is too difficult**: 0%

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?

Indonesia

- The product is recognisable: 12%
- It is the one I usually use: 35%
- I have confidence in the product: 39%
- It is easy to take: 5%
- I know it works quickly: 18%
- The price: 12%
- I know it works: 42%
- I know it is safe: 55%
- It is value for money: 4%
- A name that I trust: 38%

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

**Indonesia**

- More advice/support from your doctor: 43%
- More information on TV/radio/magazines: 45%
- More health education: 46%
- More information on the internet: 41%
- More information in books: 30%
- Clearer information on and in the pack of medicine: 36%
- Monitoring & diagnostic kits in home: 15%
- Other: 3%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Indonesia

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?

India

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

India

- Taking medicines can be harmful to your health: 50%
- I would visit the doctor for advice: 21%
- I use other methods of treatment: 19%
- Medicines are too expensive: 1%
- Medicines do not work: 1%
- Access to medicines is too difficult: 0%
- Other: 8%

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?

India

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

India

- More advice/support from your doctor: 56%
- More information on TV/radio/magazines: 32%
- Monitoring & diagnostic kits in home: 20%
- More health education: 55%
- More information in books: 14%
- More information on the internet: 32%
- More advice/support from your pharmacist: 19%
- Clearer information on and in the pack of medicine: 36%
- Other: 3%

Multiple responses permitted, so aggregate exceeds 100%

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”?

India

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?

Pakistan

![Bar chart showing percentages for different responses to Q1:]

- (A) I always take a medicine as soon as I start to feel unwell: 14%
- (B) I usually take a medicine as soon as I start to feel unwell: 18%
- (C) I usually wait to see if it gets better before taking medicine: 63%
- (D) I never take medicine: 5%

Source: AC Nielsen 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? Pakistan

- Taking medicines can be harmful to your health: 50%
- I would visit the doctor for advice: 23%
- I use other methods of treatment: 14%
- Medicines are too expensive: 1%
- Medicines do not work: 2%
- Access to medicines is too difficult: 2%
- Other: 8%

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

- A name that I trust: 33%
- I know it works quickly: 25%
- I have confidence in the product: 31%
- It is easy to take: 9%
- It is the one I usually use: 31%
- The product is recognisable: 25%
- The price: 5%
- I know it works: 31%
- I know it is safe: 44%
- It is value for money: 3%

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?

**Pakistan**

- More advice/support from your doctor: 51%
- More advice/support from your pharmacist: 33%
- More information on the internet: 30%
- More health education: 51%
- More information in books: 12%
- More information on TV/radio/magazines: 33%
- Monitoring & diagnostic kits in home: 17%
- Clearer information on and in the pack of medicine: 31%
- Other: 4%

Multiple responses permitted, so aggregate exceeds 100%

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”? 

Pakistan

Source: AC Nielsen 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?  

- Japan

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

**Japan**

- Taking medicines can be harmful to your health: 43%
- Medicines do not work: 13%
- Medicines are too expensive: 8%
- I would visit the doctor for advice: 5%
- I use other methods of treatment: 6%
- Access to medicines is too difficult: 1%
- Other: 25%

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?

![Bar chart showing factors that are important when choosing a non-prescription medicine in Japan]

- The product is recognisable: 7%
- It is the one I usually use: 14%
- I have confidence in the product: 41%
- It is easy to take: 9%
- I know it works quickly: 18%
- The price: 33%
- I know it works: 52%
- I know it is safe: 47%
- It is value for money: 15%
- A name that I trust: 12%

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?  

- Japan

- More advice/support from your doctor: 60%
- More advice/support from your pharmacist: 40%
- More information on the internet: 42%
- More information on TV/radio/magazines: 16%
- More information in books: 14%
- More health education: 6%
- Monitoring & diagnostic kits in home: 7%
- Clearer information on and in the pack of medicine: 30%
- Other: 6%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Japan

[Pie chart showing the distribution of responses]

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 Korea

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?  

South Korea

- **Taking medicines can be harmful to your health**: 67%
- **Access to medicines is too difficult**: 2%
- **I use other methods of treatment**: 8%
- **I would visit the doctor for advice**: 5%
- **Medicines are too expensive**: 2%
- **Medicines do not work**: 2%
- **Other**: 14%

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

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?

**South Korea**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More advice/support from your doctor</td>
<td>69%</td>
</tr>
<tr>
<td>More advice/support from your pharmacist</td>
<td>39%</td>
</tr>
<tr>
<td>More information on the internet</td>
<td>35%</td>
</tr>
<tr>
<td>More information on TV/radio/magazines</td>
<td>30%</td>
</tr>
<tr>
<td>More information in books</td>
<td>20%</td>
</tr>
<tr>
<td>More health education</td>
<td>20%</td>
</tr>
<tr>
<td>Monitoring &amp; diagnostic kits in home</td>
<td>15%</td>
</tr>
<tr>
<td>Clearer information on and in the pack of medicine</td>
<td>30%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

Multiple responses permitted, so aggregate exceeds 100%

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”? South Korea

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?

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Malaysia

![Bar chart showing reasons for not taking medicine in Malaysia]

- Taking medicines can be harmful to your health: 53%
- I use other methods of treatment: 17%
- I would visit the doctor for advice: 14%
- Medicines are too expensive: 3%
- Medicines do not work: 2%
- Access to medicines is too difficult: 1%
- Other: 10%

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**

- The product is recognisable: 31%
- It is the one I usually use: 34%
- I have confidence in the product: 47%
- It is easy to take: 8%
- I know it works quickly: 17%
- The price: 7%
- I know it works: 37%
- I know it is safe: 59%
- It is value for money: 8%
- A name that I trust: 35%

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

*Multiple responses permitted, so aggregate exceeds 100%*
Q4. In the future which of the following would help you to take care of your health and minor ailments?

**Malaysia**

- More advice/support from your doctor: 52%
- More advice/support from your pharmacist: 37%
- More information on the internet: 38%
- Monitoring & diagnostic kits in home: 14%
- More information on TV/radio/magazines: 34%
- More health education: 51%
- More information in books: 20%
- Clearer information on and in the pack of medicine: 36%
- Other: 1%

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

Multiple responses permitted, so aggregate exceeds 100%
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
Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you? Philippines

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Philippines

- Taking medicines can be harmful to your health: 33%
- I use other methods of treatment: 28%
- I would visit the doctor for advice: 16%
- Medicines are too expensive: 14%
- Medicines do not work: 1%
- Access to medicines is too difficult: 2%
- Other: 6%

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**

- The product is recognisable: 17%
- It is the one I usually use: 21%
- I have confidence in the product: 33%
- It is easy to take: 2%
- I know it works quickly: 24%
- The price: 21%
- I know it works: 38%
- I know it is safe: 62%
- It is value for money: 17%
- A name that I trust: 32%

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?

**Philippines**

- More advice/support from your doctor: 68%
- Clearer information on and in the pack of medicine: 42%
- Monitoring & diagnostic kits in home: 20%
- More information on TV/radio/magazines: 29%
- More health education: 63%
- More information in books: 13%
- More information on the internet: 29%
- More advice/support from your pharmacist: 17%

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

Multiple responses permitted, so aggregate exceeds 100%
Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?

Philippines

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?

Singapore

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Singapore

- **Taking medicines can be harmful to your health**: 50%
- **I would visit the doctor for advice**: 16%
- **I use other methods of treatment**: 12%
- **Medicines are too expensive**: 4%
- **Medicines do not work**: 2%
- **Access to medicines is too difficult**: 1%
- **Other**: 14%

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

- The product is recognisable: 22%
- It is the one I usually use: 32%
- I have confidence in the product: 39%
- It is easy to take: 8%
- I know it works quickly: 26%
- The price: 7%
- I know it works: 43%
- I know it is safe: 62%
- It is value for money: 8%
- A name that I trust: 32%

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?

Singapore

- More advice/support from your doctor: 53%
- More advice/support from your pharmacist: 38%
- More information on the internet: 28%
- More health education: 45%
- More information in books: 18%
- More information on TV/radio/magazines: 44%
- Monitoring & diagnostic kits in home: 13%
- Clearer information on and in the pack of medicine: 30%
- Other: 2%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Singapore

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? Taiwan

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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? **Taiwan**

- Taking medicines can be harmful to your health: 53%
- I would visit the doctor for advice: 20%
- I use other methods of treatment: 13%
- Medicines are too expensive: 4%
- Medicines do not work: 2%
- Access to medicines is too difficult: 0%
- Other: 7%

Source: AC Nielsen 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?

Taiwan

- The product is recognisable: 44%
- It is the one I usually use: 19%
- I have confidence in the product: 28%
- It is easy to take: 4%
- I know it works quickly: 17%
- The price: 11%
- I know it works: 40%
- I know it is safe: 55%
- It is value for money: 4%
- A name that I trust: 34%

Multiple responses permitted, so aggregate exceeds 100%

Source: AC Nielsen 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?

Taiwan

- More advice/support from your doctor: 66%
- More information on TV/radio/magazines: 41%
- More information in books: 30%
- More information on the internet: 29%
- More advice/support from your pharmacist: 24%
- More health education: 16%
- Monitoring & diagnostic kits in home: 7%
- Clearer information on and in the pack of medicine: 2%
- Other: 2%

Multiple responses permitted, so aggregate exceeds 100%

Source: AC Nielsen 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”?

Taiwan

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?

Thailand

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Thailand

- Taking medicines can be harmful to your health: 50%
- I use other methods of treatment: 23%
- I would visit the doctor for advice: 13%
- Medicines are too expensive: 2%
- Medicines do not work: 3%
- Access to medicines is too difficult: 1%
- Other: 8%

Source: AC Nielsen 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

- The product is recognisable: 39%
- It is the one I usually use: 51%
- I have confidence in the product: 39%
- It is easy to take: 10%
- I know it works quickly: 13%
- The price: 6%
- I know it works: 25%
- I know it is safe: 45%
- It is value for money: 6%
- A name that I trust: 22%

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?  

**Thailand**

- More advice/support from your doctor: 48%
- Monitoring & diagnostic kits in home: 8%
- More information in books: 18%
- More information on TV/radio/magazines: 21%
- More information on the internet: 33%
- More health education: 59%
- More advice/support from your pharmacist: 36%
- Clearer information on and in the pack of medicine: 46%
- Other: 2%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Thailand

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? **Vietnam**

- **(A)** I always take a medicine as soon as I start to feel unwell
- **(B)** I usually take a medicine as soon as I start to feel unwell
- **(C)** I usually wait to see if it gets better before taking medicine
- **(D)** I never take medicine

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?

Vietnam

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Taking medicines can be harmful to your health</td>
<td>27%</td>
</tr>
<tr>
<td>I would visit the doctor for advice</td>
<td>29%</td>
</tr>
<tr>
<td>Medicines do not work</td>
<td>6%</td>
</tr>
<tr>
<td>Medicines are too expensive</td>
<td>3%</td>
</tr>
<tr>
<td>I use other methods of treatment</td>
<td>19%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
</tr>
<tr>
<td>Access to medicines is too difficult</td>
<td>0%</td>
</tr>
</tbody>
</table>

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?

**Vietnam**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>The product is recognisable</td>
<td>50%</td>
</tr>
<tr>
<td>It is the one I usually use</td>
<td>25%</td>
</tr>
<tr>
<td>I have confidence in the product</td>
<td>15%</td>
</tr>
<tr>
<td>It is easy to take</td>
<td>4%</td>
</tr>
<tr>
<td>I know it works quickly</td>
<td>23%</td>
</tr>
<tr>
<td>The price</td>
<td>9%</td>
</tr>
<tr>
<td>I know it works</td>
<td>39%</td>
</tr>
<tr>
<td>I know it is safe</td>
<td>52%</td>
</tr>
<tr>
<td>It is value for money</td>
<td>6%</td>
</tr>
<tr>
<td>A name that I trust</td>
<td>29%</td>
</tr>
</tbody>
</table>

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?

Vietnam

- More advice/support from your doctor: 59%
- More health education: 46%
- More information on the internet: 33%
- Monitoring & diagnostic kits in home: 25%
- More information on TV/radio/magazines: 33%
- More information in books: 15%
- More advice/support from your pharmacist: 30%
- Clearer information on and in the pack of medicine: 34%
- Other: 1%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Vietnam

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 Average

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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

6% Canada
9% USA

% 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 - (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

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

% of respondents choosing this option – only one option permitted
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
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

- Taking medicines can be harmful to your health: 34%
- I use other methods of treatment: 17%
- I would visit the doctor for advice: 12%
- Medicines are too expensive: 13%
- Medicines do not work: 3%
- Access to medicines is too difficult: 2%
- Other: 19%

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

Source: AC Nielsen 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

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

% of respondents choosing this option – only one option permitted

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>4%</td>
</tr>
<tr>
<td>USA</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

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

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

% 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

- The product is recognisable: 6%
- It is the one I usually use: 13%
- I have confidence in the product: 36%
- It is easy to take: 10%
- I know it works quickly: 31%
- The price: 29%
- I know it works: 49%
- I know it is safe: 42%
- It is value for money: 25%
- A name that I trust: 21%

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

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 – It is value for money

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

% of respondents choosing this option – more than one option could be chosen
Q3. When choosing a non-prescription medicine, what factors are important to you?

North America – I know it is safe

- Canada: 39%
- USA: 42%

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 – I know it works

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

North America – It is easy to take

Canada: 9%
USA: 10%

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

% of respondents choosing this option – more than one option could be chosen
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
Q3. When choosing a non-prescription medicine, what factors are important to you?
North America – It is the one I usually use

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

% of respondents choosing this option – more than one option could be chosen
Q3. When choosing a non-prescription medicine, what factors are important to you?
North America – The product is recognisable

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

% 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?

North America Average

- More advice/support from your doctor: 43%
- More advice/support from your pharmacist: 37%
- More information on the internet: 26%
- Clearer information on and in the pack of medicine: 27%
- More health education: 33%
- Monitoring & diagnostic kits in home: 15%
- More information in books: 8%
- More information on TV/radio/magazines: 9%
- Other: 17%

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

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

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

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

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

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

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

Canada: 21%
USA: 27%
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

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

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

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

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

- Canada: 20%
- USA: 14%

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 – Clearer information on and in the pack of medicine

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 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

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Canada

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?

Canada

- The product is recognisable: 5%
- It is the one I usually use: 19%
- I have confidence in the product: 40%
- It is easy to take: 9%
- I know it works quickly: 37%
- The price: 20%
- I know it works: 40%
- I know it is safe: 39%
- It is value for money: 17%
- A name that I trust: 20%

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

Canada

- More advice/support from your doctor: 40%
- More advice/support from your pharmacist: 39%
- More information on the internet: 34%
- Monitoring & diagnostic kits in home: 21%
- More information on TV/radio/magazines: 11%
- More health education: 10%
- More information in books: 7%
- More information on the internet: 21%
- More advice/support from your pharmacist: 39%
- Monitoring & diagnostic kits in home: 20%
- Clearer information on and in the pack of medicine: 41%
- Other: 13%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Canada

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?

United States Of America

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

United States Of America

- Taking medicines can be harmful to your health: 34%
- Medicines are too expensive: 14%
- Medicines do not work: 3%
- I would visit the doctor for advice: 11%
- I use other methods of treatment: 17%
- Access to medicines is too difficult: 2%
- Other: 19%

Source: AC Nielsen 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

- A name that I trust: 21%
- It is easy to take: 10%
- I have confidence in the product: 35%
- I know it works quickly: 30%
- The price: 30%
- I know it works: 50%
- I know it is safe: 42%
- It is value for money: 25%
- The product is recognisable: 7%
- It is the one I usually use: 12%

Multiple responses permitted, so aggregate exceeds 100%

Source: AC Nielsen 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 States Of America

- More advice/support from your doctor: 44%
- More advice/support from your pharmacist: 36%
- More information on the internet: 27%
- Clearer information on and in the pack of medicine: 17%
- Monitoring & diagnostic kits in home: 14%
- More information on TV/radio/magazines: 9%
- More health education: 9%
- More information in books: 9%
- More information on the internet: 5%
- Other: 17%

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

Multiple responses permitted, so aggregate exceeds 100%
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

Source: ACNielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide
Latin America:
Mexico
Brazil
Argentina
Chile
Colombia
Venezuela
Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

6 Country Latin America Average

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

Source: AC Nielsen 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

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?

**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

- **Brazil**: 18%
- **Argentina**: 26%
- **Chile**: 21%
- **Mexico**: 24%
- **Colombia**: 21%
- **Venezuela**: 20%

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? Latin America - (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

% of respondents choosing this option – only one option permitted
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: AC Nielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide
Q2. If you “usually wait to see” or “never take medicine” (Q1), what is the main reason that you would not take medicine?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Country</th>
<th>Latin America</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taking medicines can be harmful to your health</td>
<td>38%</td>
<td>35%</td>
<td>38%</td>
</tr>
<tr>
<td>I would visit the doctor for advice</td>
<td>12%</td>
<td>12%</td>
<td>35%</td>
</tr>
<tr>
<td>Medicines are too expensive</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
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<tr>
<td>Medicines do not work</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>I use other methods of treatment</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Access to medicines is too difficult</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>48%</td>
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<tr>
<td>Argentina</td>
<td>32%</td>
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<tr>
<td>Chile</td>
<td>44%</td>
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<tr>
<td>Mexico</td>
<td>41%</td>
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<tr>
<td>Colombia</td>
<td>34%</td>
</tr>
<tr>
<td>Venezuela</td>
<td>30%</td>
</tr>
</tbody>
</table>

% 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**

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

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

% of respondents choosing this option – only one option permitted
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

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

% of respondents choosing this option – only one option permitted
Q3. When choosing a non-prescription medicine, what factors are important to you?

6 Country Latin America Average

- The product is recognisable: 38%
- It is the one I usually use: 24%
- I have confidence in the product: 40%
- It is easy to take: 6%
- I know it works quickly: 29%
- The price: 15%
- I know it works: 28%
- I know it is safe: 39%
- It is value for money: 12%
- A name that I trust: 19%

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?  
Latin America – A name that I trust

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 – It is value for money**

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

% of respondents choosing this option – more than one option could be chosen
Q3. When choosing a non-prescription medicine, what factors are important to you?
Latin America – I know it is safe

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

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

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

Latin America – The price

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

% of respondents choosing this option – more than one option could be chosen
Q3. When choosing a non-prescription medicine, what factors are important to you?
Latin America – I know it works quickly

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

% of respondents choosing this option – more than one option could be chosen
Q3. When choosing a non-prescription medicine, what factors are important to you?

Latin America – It is easy to take

<table>
<thead>
<tr>
<th>Country</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>3%</td>
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<tr>
<td>Argentina</td>
<td>5%</td>
</tr>
<tr>
<td>Chile</td>
<td>5%</td>
</tr>
<tr>
<td>Mexico</td>
<td>6%</td>
</tr>
<tr>
<td>Colombia</td>
<td>6%</td>
</tr>
<tr>
<td>Venezuela</td>
<td>10%</td>
</tr>
</tbody>
</table>

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

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 – I have confidence in the product

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 – It is the one I usually use

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

% of respondents choosing this option – more than one option could be chosen
Q3. When choosing a non-prescription medicine, what factors are important to you?

Latin America – The product is recognisable

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

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

- More advice/support from your doctor: 54%
- More advice/support from your pharmacist: 47%
- More information on the internet: 24%
- Monitoring & diagnostic kits in home: 18%
- Clearer information on and in the pack of medicine: 22%
- More health education: 58%
- More information in books: 9%
- More information on TV/radio/magazines: 20%
- More advice/support from your doctor: 3%
- Other: 10%

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

Multiple responses permitted, so aggregate exceeds 100%
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

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

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

- Brazil: 21%
- Argentina: 20%
- Chile: 26%
- Mexico: 16%
- Colombia: 15%
- Venezuela: 27%

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 on the internet

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>18%</td>
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<tr>
<td>Argentina</td>
<td>19%</td>
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<tr>
<td>Chile</td>
<td>24%</td>
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<tr>
<td>Mexico</td>
<td>26%</td>
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<tr>
<td>Colombia</td>
<td>23%</td>
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<tr>
<td>Venezuela</td>
<td>25%</td>
</tr>
</tbody>
</table>

Source: AC Nielsen 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

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

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

Brazil: 7%
Argentina: 9%
Chile: 8%
Mexico: 12%
Colombia: 11%
Venezuela: 8%
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

<table>
<thead>
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<th>Country</th>
<th>Percentage</th>
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<tr>
<td>Brazil</td>
<td>52%</td>
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<tr>
<td>Argentina</td>
<td>64%</td>
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<tr>
<td>Chile</td>
<td>61%</td>
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<tr>
<td>Mexico</td>
<td>66%</td>
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<td>Colombia</td>
<td>58%</td>
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<tr>
<td>Venezuela</td>
<td>58%</td>
</tr>
</tbody>
</table>

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

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

23% in Brazil
25% in Argentina
25% in Chile
24% in Mexico
24% in Colombia
24% in Venezuela

% 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 – Monitoring & diagnostic kits in home

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

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

- Brazil: 26%
- Argentina: 15%
- Chile: 11%
- Mexico: 15%
- Colombia: 19%
- Venezuela: 15%

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 – Clearer information on and in the pack of medicine**

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

- Brazil: 55%
- Argentina: 38%
- Chile: 49%
- Mexico: 46%
- Colombia: 40%
- Venezuela: 49%

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”?

6 Country Latin America Average

- Strongly agree: 16%
- Agree: 17%
- Neither agree or disagree: 33%
- Disagree: 25%
- Strongly disagree: 8%
- Don't know: 1%

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

- (A) I always take a medicine as soon as I start to feel unwell
- (B) I usually take a medicine as soon as I start to feel unwell
- (C) I usually wait to see if it gets better before taking medicine
- (D) I never take medicine

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?

Brazil

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?

Brazil

- The product is recognisable: 22%
- It is the one I usually use: 31%
- I have confidence in the product: 43%
- It is easy to take: 3%
- I know it works quickly: 25%
- The price: 12%
- I know it works: 32%
- I know it is safe: 53%
- It is value for money: 15%
- A name that I trust: 18%

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

**Brazil**

- More advice/support from your doctor: 55%
- More advice/support from your pharmacist: 23%
- More information on the internet: 26%
- More health education: 3%
- More information in books: 7%
- More information on TV/radio/magazines: 21%
- Monitoring & diagnostic kits in home: 52%
- Clearer information on and in the pack of medicine: 55%
- Other: 3%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Brazil

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?

- Argentina

- (A) I always take a medicine as soon as I start to feel unwell
- (B) I usually take a medicine as soon as I start to feel unwell
- (C) I usually wait to see if it gets better before taking medicine
- (D) I never take medicine

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?

Argentina

- Taking medicines can be harmful to your health: 32%
- I would visit the doctor for advice: 46%
- I use other methods of treatment: 11%
- Medicines are too expensive: 3%
- Medicines do not work: 1%
- Access to medicines is too difficult: 0%
- Other: 9%

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

- The product is recognisable: 41%
- It is the one I usually use: 25%
- I have confidence in the product: 39%
- It is easy to take: 5%
- I know it works quickly: 30%
- The price: 14%
- I know it works: 29%
- I know it is safe: 34%
- It is value for money: 9%
- A name that I trust: 23%

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?

Argentina

- More advice/support from your doctor: 53%
- More advice/support from your pharmacist: 64%
- More information on TV/radio/magazines: 38%
- Monitoring & diagnostic kits in home: 15%
- More health education: 6%
- More information in books: 9%
- More information on the internet: 19%
- More advice/support from your pharmacist: 20%
- Other: 3%

Multiple responses permitted, so aggregate exceeds 100%

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”?

**Argentina**

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree or disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
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<tr>
<td>2%</td>
<td>11%</td>
<td>24%</td>
<td>31%</td>
<td>24%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*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?

Chile

- (A) I always take a medicine as soon as I start to feel unwell
- (B) I usually take a medicine as soon as I start to feel unwell
- (C) I usually wait to see if it gets better before taking medicine
- (D) I never take medicine

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?

**Chile**

![Graph showing reasons for not taking medicine in Chile](chart)

- Taking medicines can be harmful to your health: 44%
- I would visit the doctor for advice: 26%
- Medicines are too expensive: 6%
- Medicines do not work: 2%
- I use other methods of treatment: 11%
- Access to medicines is too difficult: 1%
- Other: 10%

*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

- The product is recognisable: 40%
- It is the one I usually use: 28%
- I have confidence in the product: 36%
- It is easy to take: 5%
- I know it works quickly: 30%
- The price: 25%
- I know it works: 30%
- I know it is safe: 35%
- It is value for money: 17%
- A name that I trust: 14%

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

Chile

- More advice/support from your doctor: 45%
- More advice/support from your pharmacist: 26%
- More information on the internet: 25%
- Monitoring & diagnostic kits in home: 11%
- More information in books: 8%
- More information on TV/radio/magazines: 24%
- Clearer information on and in the pack of medicine: 49%
- More health education: 61%
- Other: 5%

Multiple responses permitted, so aggregate exceeds 100%

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”?

**Chile**

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?  

Mexico

- (A) I always take a medicine as soon as I start to feel unwell  
- (B) I usually take a medicine as soon as I start to feel unwell  
- (C) I usually wait to see if it gets better before taking medicine  
- (D) I never take medicine  

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?

Mexico

- Taking medicines can be harmful to your health: 41%
- I would visit the doctor for advice: 37%
- I use other methods of treatment: 12%
- Medicines are too expensive: 4%
- Medicines do not work: 1%
- Access to medicines is too difficult: 0%
- Other: 6%

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

- The product is recognisable: 34%
- It is the one I usually use: 20%
- I have confidence in the product: 43%
- It is easy to take: 6%
- I know it works quickly: 31%
- The price: 20%
- I know it works: 31%
- I know it is safe: 41%
- It is value for money: 14%
- A name that I trust: 14%

Multiple responses permitted, so aggregate exceeds 100%

Source: AC Nielsen 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

- More advice/support from your doctor: 52%
- Monitoring & diagnostic kits in home: 15%
- More information on TV/radio/magazines: 24%
- More health education: 66%
- More information in books: 12%
- More information on the internet: 26%
- More advice/support from your pharmacist: 16%
- Clearer information on and in the pack of medicine: 46%
- Other: 2%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Mexico

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?

Colombia

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Colombia

- Taking medicines can be harmful to your health: 34%
- I would visit the doctor for advice: 37%
- Medicines do not work: 4%
- Medicines are too expensive: 3%
- I use other methods of treatment: 11%
- Access to medicines is too difficult: 1%
- Other: 9%

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

- The product is recognisable: 47%
- It is the one I usually use: 22%
- I have confidence in the product: 38%
- It is easy to take: 6%
- I know it works quickly: 31%
- The price: 13%
- I know it works: 22%
- I know it is safe: 36%
- It is value for money: 6%
- A name that I trust: 25%

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?

Colombia

- More advice/support from your doctor: 60%
- More advice/support from your pharmacist: 24%
- More information on the internet: 23%
- More information on TV/radio/magazines: 24%
- Monitoring & diagnostic kits in home: 19%
- More information in books: 11%
- More health education: 58%
- Clearer information on and in the pack of medicine: 40%
- Other: 3%

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

Multiple responses permitted, so aggregate exceeds 100%
Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”?

Colombia

Source: AC Nielsen 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?

Venezuela

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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?

Venezuela

- Taking medicines can be harmful to your health (30%)
- I would visit the doctor for advice (40%)
- Medicines are too expensive (4%)
- Medicines do not work (4%)
- I use other methods of treatment (10%)
- Access to medicines is too difficult (3%)
- Other (10%)

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

- The product is recognisable: 46%
- It is the one I usually use: 22%
- I have confidence in the product: 40%
- It is easy to take: 10%
- I know it works quickly: 30%
- The price: 16%
- I know it works: 27%
- I know it is safe: 29%
- It is value for money: 13%
- A name that I trust: 17%

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?

Venezuela

- More advice/support from your doctor: 50%
- More advice/support from your pharmacist: 27%
- More information on the internet: 25%
- Monitoring & diagnostic kits in home: 15%
- Clearer information on and in the pack of medicine: 49%
- More health education: 58%
- More information in books: 8%
- More information on TV/radio/magazines: 24%
- Other: 3%

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

Multiple responses permitted, so aggregate exceeds 100%
Q5. To what extent do you agree or disagree with the statement: “more medicines should be available without a prescription from the doctor”? 

Venezuela
Middle East & Africa:
Turkey
Israel
Egypt
UAE
South Africa
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

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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

<table>
<thead>
<tr>
<th>Region</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Africa</td>
<td>10%</td>
</tr>
<tr>
<td>Turkey</td>
<td>3%</td>
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<tr>
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<td>Israel</td>
<td>6%</td>
</tr>
<tr>
<td>Egypt</td>
<td>14%</td>
</tr>
</tbody>
</table>

% 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? 

ME & Africa - (B) I usually take a medicine as soon as I start to feel unwell
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
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

- South Africa: 3%
- Turkey: 8%
- UAE: 8%
- Israel: 8%
- Egypt: 7%

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

- Taking medicines can be harmful to your health: 53%
- I would visit the doctor for advice: 19%
- I use other methods of treatment: 15%
- Medicines are too expensive: 4%
- Medicines do not work: 2%
- Other: 7%
- Access to medicines is too difficult: 0%

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
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

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

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

% of respondents choosing this option – only one option permitted

- South Africa: 15%
- Turkey: 21%
- UAE: 16%
- Israel: 13%
- Egypt: 18%
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

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

% of respondents choosing this option – only one option permitted

South Africa: 17%
Turkey: 11%
UAE: 21%
Israel: 22%
Egypt: 17%

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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 – 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

- The product is recognisable: 16%
- It is the one I usually use: 37%
- I have confidence in the product: 26%
- It is easy to take: 5%
- I know it works quickly: 28%
- The price: 11%
- I know it works: 41%
- I know it is safe: 54%
- It is value for money: 7%
- A name that I trust: 25%

Multiple responses permitted, so aggregate exceeds 100%

Source: AC Nielsen Global On-Line Omnibus May 2007: 28,000 respondents worldwide
Q3. When choosing a non-prescription medicine, what factors are important to you?
ME & Africa – A name that I trust

<table>
<thead>
<tr>
<th>Country</th>
<th>% of Respondents</th>
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<tbody>
<tr>
<td>South Africa</td>
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<tr>
<td>Turkey</td>
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</tr>
<tr>
<td>Egypt</td>
<td>25%</td>
</tr>
</tbody>
</table>

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

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?
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
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

- South Africa: 53%
- Turkey: 54%
- UAE: 56%
- Israel: 45%
- Egypt: 60%

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?  
**ME & Africa – I know it works**

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<th>% of Respondents</th>
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<tr>
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<tr>
<td>Israel</td>
<td>44%</td>
</tr>
<tr>
<td>Egypt</td>
<td>40%</td>
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</tbody>
</table>

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? 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

South Africa: 21%
Turkey: 8%
UAE: 9%
Israel: 9%
Egypt: 10%
Q3. When choosing a non-prescription medicine, what factors are important to you?
ME & Africa – I know it works quickly

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?
ME & Africa – It is easy to take

<table>
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<tr>
<td>Turkey</td>
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<tr>
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<td>6%</td>
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<td>Israel</td>
<td>7%</td>
</tr>
<tr>
<td>Egypt</td>
<td>4%</td>
</tr>
</tbody>
</table>

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

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?
ME & Africa – I have confidence in the product

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

% of respondents choosing this option – more than one option could be chosen
Q3. When choosing a non-prescription medicine, what factors are important to you?

ME & Africa – It is the one I usually use

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

% of respondents choosing this option – more than one option could be chosen
Q3. When choosing a non-prescription medicine, what factors are important to you?
ME & Africa – The product is recognisable

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

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

- South Africa: 15%
- Turkey: 16%
- UAE: 22%
- Israel: 17%
- Egypt: 14%
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

- More advice/support from your doctor: 55%
- More advice/support from your pharmacist: 42%
- More information on the internet: 39%
- Monitoring & diagnostic kits in home: 15%
- More information on TV/radio/magazines: 23%
- More health education: 35%
- More information in books: 12%
- Clearer information on and in the pack of medicine: 39%
- Other: 4%

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

Multiple responses permitted, so aggregate exceeds 100%
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
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

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

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

- South Africa: 45%
- Turkey: 23%
- UAE: 29%
- Israel: 21%
- Egypt: 25%

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?

ME & Africa – More information on the internet

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

% 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? ME & Africa – More information in books

<table>
<thead>
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<td>11%</td>
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<tr>
<td>Israel</td>
<td>10%</td>
</tr>
<tr>
<td>Egypt</td>
<td>14%</td>
</tr>
</tbody>
</table>

% 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? ME & Africa – More health education

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

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

- South Africa: 43%
- Turkey: 38%
- UAE: 52%
- Israel: 39%
- Egypt: 53%

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?

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
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
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
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

- Strongly agree: 2%
- Agree: 6%
- Neither agree or disagree: 21%
- Disagree: 33%
- Strongly disagree: 2%
- Don't know: 15%

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”? – 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
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

- Taking medicines can be harmful to your health: 41%
- I use other methods of treatment: 17%
- I would visit the doctor for advice: 15%
- Medicines are too expensive: 15%
- Medicines do not work: 2%
- Access to medicines is too difficult: 1%
- Other: 9%

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

- A name that I trust: 30%
- It is value for money: 14%
- It is the one I usually use: 22%
- I know it works: 33%
- The price: 21%
- I know it is safe: 53%
- I have confidence in the product: 28%
- It is easy to take: 6%
- The product is recognisable: 15%
- It works quickly: 48%

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

South Africa

- More advice/support from your doctor: 38%
- More advice/support from your pharmacist: 45%
- More information on the internet: 25%
- More information on TV/radio/magazines: 22%
- Monitoring & diagnostic kits in home: 21%
- More information in books: 15%
- More health education: 43%
- Clearer information on and in the pack of medicine: 46%
- Other: 4%

Multiple responses permitted, so aggregate exceeds 100%

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”?

South Africa

Source: AC Nielsen 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?

**Turkey**

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

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

(C) I usually wait to see if it gets better before taking medicine

(D) I never take medicine

Source: AC Nielsen 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?

Turkey

- Taking medicines can be harmful to your health: 59%
- I would visit the doctor for advice: 21%
- I use other methods of treatment: 11%
- Medicines do not work: 2%
- Medicines are too expensive: 0%
- Access to medicines is too difficult: 0%
- Other: 6%

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?

**Turkey**

- The product is recognisable: 16%
- It is the one I usually use: 43%
- I have confidence in the product: 24%
- It is easy to take: 5%
- I know it works quickly: 25%
- The price: 8%
- I know it works: 40%
- I know it is safe: 54%
- It is value for money: 5%
- A name that I trust: 22%

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?

**Turkey**

- More advice/support from your doctor: 64%
- More information on the internet: 37%
- More information in books: 10%
- More information on TV/radio/magazines: 21%
- More health education: 38%
- Monitoring & diagnostic kits in home: 13%
- Clearer information on and in the pack of medicine: 39%
- Other: 3%

Multiple responses permitted, so aggregate exceeds 100%.

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”?

Turkey

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? United Arab Emirates

- (A) I always take a medicine as soon as I start to feel unwell
- (B) I usually take a medicine as soon as I start to feel unwell
- (C) I usually wait to see if it gets better before taking medicine
- (D) I never take medicine

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? United Arab Emirates

- Taking medicines can be harmful to your health: 46%
- I would visit the doctor for advice: 16%
- I use other methods of treatment: 21%
- Medicines are too expensive: 3%
- Medicines do not work: 3%
- Access to medicines is too difficult: 0%
- Other: 10%

Source: AC Nielsen 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

- A name that I trust: 37%
- It is value for money: 7%
- I know it works: 33%
- I know it is safe: 56%
- It is easy to take: 6%
- The price: 9%
- I know it works quickly: 28%
- The product is recognisable: 22%
- It is the one I usually use: 27%
- I have confidence in the product: 33%

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

Multiple responses permitted, so aggregate exceeds 100%
Q4. In the future which of the following would help you to take care of your health and minor ailments?

United Arab Emirates

- More advice/support from your doctor: 50%
- More advice/support from your pharmacist: 29%
- More information on the internet: 32%
- Monitoring & diagnostic kits in home: 19%
- More information on TV/radio/magazines: 25%
- More health education: 52%
- More information in books: 11%
- More information on the internet: 32%
- Other: 4%

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

Multiple responses permitted, so aggregate exceeds 100%
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
Q1. When you feel the first signs of a minor ailment starting, which of the following applies to you?

Israel

(A) I always take a medicine as soon as I start to feel unwell
(B) I usually take a medicine as soon as I start to feel unwell
(C) I usually wait to see if it gets better before taking medicine
(D) I never take medicine

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? Israel

- Taking medicines can be harmful to your health: 50%
- I use other methods of treatment: 22%
- I would visit the doctor for advice: 13%
- Medicines do not work: 3%
- Medicines are too expensive: 1%
- Access to medicines is too difficult: 1%
- Other: 10%

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?

Israel

- The product is recognisable: 17%
- It is the one I usually use: 35%
- I have confidence in the product: 39%
- It is easy to take: 7%
- I know it works quickly: 23%
- The price: 9%
- I know it works: 44%
- I know it is safe: 45%
- It is value for money: 7%
- A name that I trust: 24%

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?

Israel

- More advice/support from your doctor: 48%
- More information on the internet: 39%
- Other: 8%
- More advice/support from your pharmacist: 21%
- Monitoring & diagnostic kits in home: 19%
- More health education: 39%
- More information on TV/radio/magazines: 19%
- More information in books: 10%
- More information on the pack of medicine: 34%

Multiple responses permitted, so aggregate exceeds 100%

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”?

Israel

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?

**Egypt**

- (A) I always take a medicine as soon as I start to feel unwell
- (B) I usually take a medicine as soon as I start to feel unwell
- (C) I usually wait to see if it gets better before taking medicine
- (D) I never take medicine

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? 

**Egypt**

- **Taking medicines can be harmful to your health**: 49%
- **I would visit the doctor for advice**: 18%
- **I use other methods of treatment**: 17%
- **Medicines are too expensive**: 4%
- **Medicines do not work**: 3%
- **Access to medicines is too difficult**: 1%
- **Other**: 8%

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?

**Egypt**

- The product is recognisable: 14%
- It is the one I usually use: 38%
- I have confidence in the product: 20%
- It is easy to take: 4%
- I know it works quickly: 33%
- The price: 10%
- I know it works: 40%
- I know it is safe: 60%
- It is value for money: 8%
- A name that I trust: 25%

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?

Egypt

- More advice/support from your doctor: 50%
- More information on TV/radio/magazines: 39%
- Monitoring & diagnostic kits in home: 34%
- More information in books: 25%
- More advice/support from your pharmacist: 25%
- More health education: 30%
- More information on the internet: 14%

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

Multiple responses permitted, so aggregate exceeds 100%
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