



2017 GLOBAL PAIN INDEX

Better for Everyone

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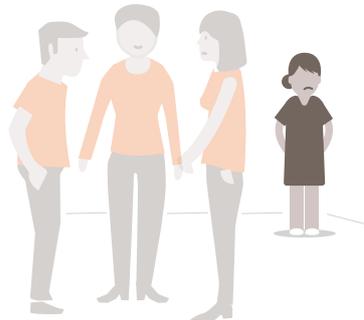
GPI Australia Report 2017

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GPI At A Glance

59%

say they fade into the background at group events when they experience pain



60%

say pain makes them feel older than they are



45%

say pain affects their ability to interact with others



64%

Two thirds (67%) of people agree they could be a better parent without pain

Almost half

of people (48%) say their work is a cause of their body and head pain



Around a quarter

of people (24%) believe body or head pain has had a negative impact on their career progression



Sick leave due to body pain alone has cost the Australian economy an estimated

\$10.6

billion AUD in the last year

All references sourced from the 2017 Global Pain Index based on Q32, 34, 36, 39, 41.1, 42 & 42.2. Further details available upon request.

Executive Summary

The 2017 Global Pain Index (GPI) is a global study into the impact of pain across the world. Globally and in Australia, body pain is the most commonly experienced pain, impacting nearly seven in ten (68%) Australians weekly.¹ This puts Australia at the highest rate of weekly body pain of all 32 countries surveyed. Head pain is experienced weekly by over a quarter (27%) of Australians, just above the global average (23%), placing Australia in the top 10 countries suffering from head pain weekly.

Concerningly, this high frequency is decreasing our quality of life; from personal relationships and mood, to performance at work and family life. Pain is restricting our ability to enjoy everyday moments with family and friends, and to be the best version of ourselves.

There are the physically missed occasions, with the average worker taking 3.3 sick days in the past 12 months because of body pain alone,² costing the economy an estimated AUD \$10.6 billion.³ Then there are moments when we are disengaged, with more than half (57%) of workers regularly working through their body pain,⁴ and four in ten (43%) regularly working through their head pain,⁵ directly impacting their performance.⁶

The GPI has revealed that when we get home from work, pain is also harming our relationships with loved ones, as nearly half (45%) of sufferers say their pain impacts their ability to interact with others⁷ and six in ten (64%) parents of children aged 12 and under say they could be a better parent without pain.⁸

While it may not stop us from going about our day-to-day lives, pain has a significant physical and emotional impact on sufferers, with more than two-thirds (68%) of body pain sufferers and over half (56%) of head pain sufferers saying that their pain decreases their quality of life.⁹ With a better understanding of pain, comes the ability to better manage it.

Pain Is Everywhere In Australia

Pain is common in Australia, with most (90%) experiencing both head and body pain in their lifetime.¹⁰ One in four (25%) experience both head and body pain on a weekly basis,¹¹ negatively impacting almost every aspect of their lives.



Australia is in the top 10 countries suffering from head pain weekly, affecting two in ten Australians.

Head Pain

Head pain is almost as prevalent as body pain, with nine in ten (92%) experiencing it in their lifetime.¹⁴ Head pain is experienced weekly by more than a quarter (27%), just above the global average (23%), placing Australia in the top 10 countries suffering from head pain weekly. Tension-type headaches are experienced by over

Body Pain

The vast majority (96%) experience body pain in their lifetime,¹ with seven in ten (68%) experiencing their body pain on a weekly basis.¹² Of the 32 countries surveyed, Australia had the highest prevalence of weekly body pain (68% vs. 56% globally).¹ Weekly body pain sufferers most commonly experienced pain in their back (38%), lower back (38%), and neck (30%).¹³

Australia has the highest rate of weekly body pain globally.

a quarter (27%) of Australians on a weekly basis,¹⁵ whilst nearly one in 10 (7%) experience weekly migraines.¹⁶ Weekly head pain is less prevalent among older sufferers, with only one in six (16%) of those aged 55+ saying they suffer from weekly head pain (vs. 36% for 18-34 year olds, and 33% for 35-54 year olds).¹⁷

Pain Is Making Us Poorer Professionals

Workers are regularly suffering from, and working through, their pain. Two thirds (67%) of workers suffer from weekly body pain,¹⁸ and 30% suffer from weekly head pain.¹⁹ This pain has a negative economic impact, both at a national level and on individual workers.

As A Nation

In Australia, nearly three in ten (38%) workers reported taking time off work due to their body pain in the past 12 months.²⁰ Similarly, head pain is responsible for over three in ten (35%) workers taking time off work in the past 12 months.²¹

On average, workers took 3.3 sick days for body pain, compared with 1.4 days for head pain.²² The forced absence due to body pain alone has cost the Australian economy an estimated AUD \$10.6 billion in the last year.²³

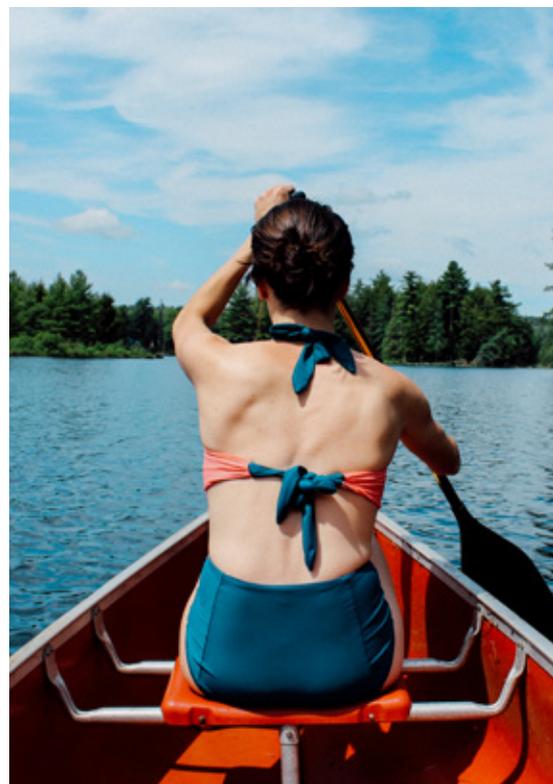
Body pain alone has cost the Australian economy an estimated AUD 10.6 billion in the last year each year.

As An Individual

Pain also has a negative impact on individual workers in Australia. Nearly half of workers believe their work environment is a cause of their head or body pain (48% for both head and body pain).²⁴ Further, over half of workers (57%) regularly work through their body pain,²⁵ and more than four in ten (43%) regularly work through their head pain.²⁶

A third of pain sufferers feel that their pain is negatively impacting their careers.

Three in ten (30%) of workers with body pain regularly struggle to concentrate at work,²⁷ and another three in ten (30%) regularly lose motivation because of their pain.²⁸ One in four (24%) workers feel their body pain is negatively impacting their career progression,²⁹ and a similar proportion (28%) feel that their head pain is doing the same.³⁰



Pain Is Isolating

Nearly seven in ten body pain sufferers (68%) say that their pain has a negative impact on their quality of life,³¹ and over half (56%) of head pain sufferers say the same about their head pain.³² Head pain sufferers aged 18-34 are most likely to say their head pain negatively impacts their quality of life (66% vs. 59% 35-54 and 43% 55+).³³

Emotionally

Despite the negative impact of head and body pain on their lives, sufferers are more likely to be worried (55%) than anxious (29%) because of their body pain.³⁴ Similarly, head pain sufferers are twice as likely to be worried than anxious when it comes to their head pain (50% vs. 26%).³⁵ While people in Australia do not experience high levels of anxiety because of their pain, they nonetheless recognise its impact on their mood. Half (50%) of sufferers say their body pain negatively impacts their mood, and similarly over half (56%) say their head pain does the same.³⁶

In addition to the worry and impact on mood, pain is impacting sufferer's self-perceptions. Six in ten (60%) say their pain makes them feel older than their true age³⁷ and nearly half (45%) said they do not feel attractive when they are in pain,³⁸ particularly women (51% vs. 38% men).³⁹

Socially

Sufferers' pain has a negative impact on their social life, with nearly half (45%) saying their pain impacts their ability to interact with others, which is a particular issue among the younger sufferers (18-34 year old 55% vs. 35-54 45% and 55+ 35%).⁴⁰ Also over half (59%) think they tend to fade into the background at group events because of their pain.⁴¹



50% of sufferers say their body pain negatively impacts their mood, and similarly over half (56%) say their head pain does the same

From Family Life

Pain has a negative impact on family lives: half (50%) say they have trouble enjoying time with their family because of their pain, especially among 35-54 year olds (58% vs. 49% 18-34, 43% 55+)⁴². Nearly seven in ten sufferers (68%) say they sometimes hide their pain from their family, a figure that rises to 75% in weekly body pain sufferers and 78% in weekly head pain sufferers.⁴³

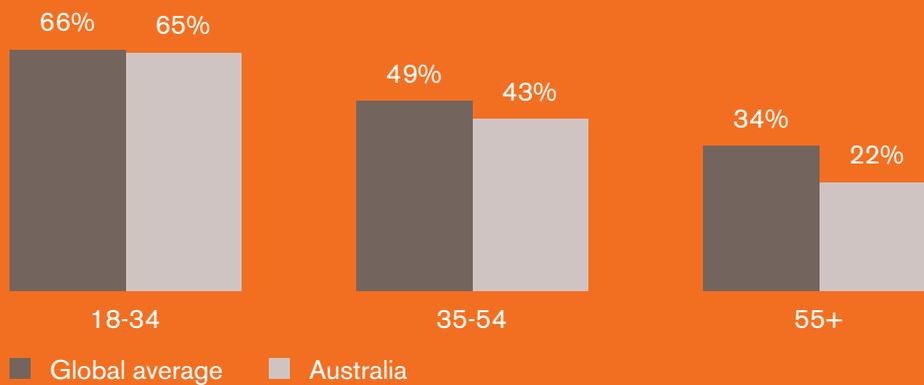
As A Parent

Parents with children aged 12 and under also recognise the negative impact of their pain on their children. Despite the majority (69%) trying to hide their pain from their children,⁴⁴ seven in ten (69%) say they have less patience with their children when they are in pain.⁴⁵ Six in ten (64%) parents say they could be a better parent without pain.⁴⁶

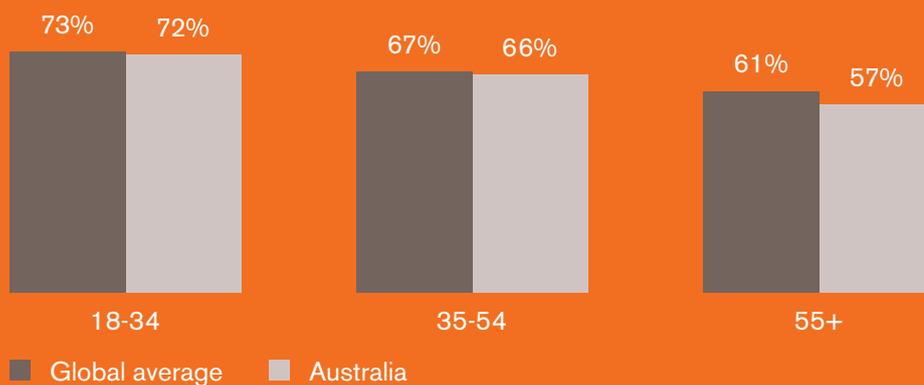
We Continue To Ignore Pain

In Australia, nearly all body pain sufferers (94%) and most head pain sufferers (79%), say they know the cause of their pain.^{49,47/50/48} Among those who say they know the cause of their pain, over half of body pain sufferers (58%) have had the cause of their pain diagnosed by a healthcare professional.⁴⁸ However, more than four in ten (42%) say they have self-diagnosed the cause of their body pain.⁴⁹ Of those who say they know the cause of their head pain, self-diagnosis is even more common, with two-thirds (66%) saying they self-diagnosed their pain.⁵⁰ Both globally and in Australia, there is a trend towards self-diagnosis of pain, particularly in younger sufferers compared with their older counterparts.⁵¹

Those who have self-diagnosed the cause of their body pain



Those who have self-diagnosed the cause of their head pain



New Pain

When experiencing new, medium- to high-intensity pain that will not go away, the most likely scenarios that would push people to seek advice from a healthcare professional are the pain getting worse (body pain, 58%; head pain, 48%), becoming unbearable (body pain, 55%; head pain, 47%), or not going away after a while (body pain, 54%; head pain, 45%).⁵²

To address a new type of body pain of this type in the past, sufferers primarily visited a doctor (73%) or took medication they already had at home (41%).⁵³ More people visited a doctor than a pharmacy (73% vs. 40%) when new body pain occurred.⁵⁴ With new head pain, sufferers similarly rely on doctors. More than half (54%) visited a doctor when experiencing a new type of head pain.⁵⁵ However, many also visited a pharmacy (42%) or took medication they already had at home (41%).⁵⁶



Sufferers were nearly twice as likely to visit a doctor as they were to visit a pharmacy when new body pain struck (73% vs. 40%)

Existing Pain

In Australia, six in ten (59%) of people with head pain and half (53%) of those with body pain stay silent about their pain.⁵⁷ Men are more likely than women to stay silent about both their head and their body pain (67% vs. 52% for head pain; 60% vs. 47% for body pain).⁵⁸ Only four in ten (41%) of sufferers immediately take action when they experience body pain, and two in ten (20%) ignore the pain completely in the hope it will go away.⁵⁹ Head pain is acted on much more quickly, with nearly seven in ten (68%) of sufferers taking action within a few hours.⁶⁰

Consequently, in Australia the majority of head pain incidents are treated with non-prescription pain relievers (7.3 occasions in 10), while only 1.4 in ten occasions were treated with medicine prescribed by GPs/medical doctors.⁶¹ Similarly, in nearly six times out of ten (5.9), body pain sufferers treated their pain using only non-prescription pain relievers.⁶² For both head and body pain, Australians express a preference for non-prescription medication for treating their pain (63% for head pain, 48% for body pain)⁶³. This preference, which is higher than the global average

for preference of non-prescription medicines (52% for head pain; 36% for body pain),⁶⁴ is concerning given for the frequency of self-diagnosis and low levels of knowledge about key aspects of their medication

Pain sufferers in Australia have low proportions of people saying they are very or extremely knowledgeable about several aspects of their medication, including ingredients (21%), how their pain treatments may interact with other medications (27%), and how their medication compares with other pain medications (27%).⁶⁵ This lack of knowledge is especially worrying in head pain sufferers, with over six in ten (66%) self-diagnosing their pain.⁶⁶

Over half of pain medication users are, however, interested in learning more about potential risks (53%) and potential side effects (55%) associated with the use of their medication,⁶⁷ providing an opportunity to introduce more information covering these topics to consumers.

Trust In Sources Of Information

Both globally and in Australia, healthcare professionals are highly trusted for dependable information about pain, with most saying they trust doctors (94%) and pharmacists (86%).⁶⁸ However, Australian pain sufferers are much less likely than their global counterparts to trust medical charities (39% vs. 53% globally) and online patient forums (39% vs. 48% globally) as a source of information.⁶⁹

Appendix: About Global Pain Index

We talked to more than 19,000 individuals aged 18+ across 32 countries to capture their personal, physical, and emotional experience with both body and head pain to better understand the true impact it has on their lives as well as on society.

Fieldwork dates

14th September 2016 –
2nd November 2016

Survey length

30 minutes

Method

Online

Sample

On average 1,000 interviews in US, UK, Germany, Sweden, Australia and 500 interviews in Belgium, Brazil, Canada, China, Colombia, Denmark, Finland, France, Greece, India, Indonesia, Italy, Japan, Kenya, Malaysia, Mexico, Nigeria, Norway, Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Singapore, South Africa and Spain. Sample is representative of the online population in each country based on age, gender, and region.

Definition of “body pain”

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

Definition of “head pain”

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

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

Within the Australia report, the sample sizes referred to are as follows:

- Australia (total sample): n=1,077
- Women: n=546
- Men: n=531
- Head pain sufferers: n=1,013
- Those with head pain who know the cause of their pain: n=805
- Body pain sufferers: n=1,054
- Those with body pain who know the cause of their pain: n=991
- 18-34 years old: n=315
- 35-54 years old: n=408
- Over 55s: n=354
- Workers: n=558
- Workers with head pain: n=541
- Workers with body pain: n=543
- Parents with children 12 and under: n=245
- Global workers: n=11,427

- 1 Extrapolation data based on: Q2. Where on your body and at what frequency do you experience body pain? [TOP 2 BOX Regularly experience] [NET Any body pain] // Base: All respondents DATA REF: BP PREVALENCE CALCS
- 2 Extrapolation data based on: Q39. Can you now estimate the number of sick days or 'forced holidays' you have had to take off, in the past year, due to the following types of pain? - Number of sick days - Your own body/head pain. // Base: Those with head/body pain DATA REF: SICK LEAVE – Q39 REBASED
- 3 Extrapolation data // Base: All workers. DATA REF: EXTRAPOLATION DATA – COST
- 4 Q40. A) Thinking about the impact your body pain can have on your professional life, how regularly do any of the following situations occur? // Base: All who work and have body pain DATA REF: AUSTRALIA TABLES
- 5 Q40. B) Thinking about the impact your head pain can have on your professional life, how regularly do any of the following situations occur? // Base: All who work and have head pain DATA REF: AUSTRALIA TABLES
- 6 Q40.a) Thinking about the impact your body pain can have on your professional life, how regularly do any of the following situations occur? – working through the pain // Base: All who work and have body pain DATA REF: AUSTRALIA TABLES
Q40.b) Thinking about the impact your head pain can have on your professional life, how regularly do any of the following situations occur? – working through the pain // Base: All who work and have head pain DATA REF: AUSTRALIA TABLES
- 7 Q34. Thinking about the impact your pain can have on your social life, do you agree with these statements? // Base: All respondents DATA REF: AUSTRALIA TABLES
- 8 Q32. Now thinking about the impact your pain can have on your family life with your children, do you agree with these statements? // Base: Parents with children under 16 living at home DATA REF: AUSTRALIA TABLES
- 9 Q21. In your opinion, does your quality of life decrease when you are suffering from the following types of pain? // Base: Those with head/body pain DATA REF: AUSTRALIA TABLES
- 10 Extrapolation data based on: Q2. Where on your body and at what frequency do you experience body pain? [TOP 2 BOX Regularly experience] [NET Any body pain] & Q4. Can you tell us at what frequency you experience the following types of head pain? [TOP 2 BOX Regularly experience] [NET Any head pain] // Base: All respondents DATA REF: BP + HP PREVALENCE CALCS
- 11 Extrapolation data based on: Q2. Where on your body and at what frequency do you experience body pain? [TOP 2 BOX Regularly experience] [NET Any body pain] & Q4. Can you tell us at what frequency you experience the following types of head pain? [TOP 2 BOX Regularly experience] [NET Any head pain] // Base: All respondents DATA REF: BP + HP PREVALENCE CALCS
- 12 Extrapolation data based on: Q2. Where on your body and at what frequency do you experience body pain? [TOP 2 BOX Regularly experience] [NET Any body pain] // Base: All respondents DATA REF: BP PREVALENCE CALCS
- 13 Q2. Where on your body and at what frequency do you experience body pain? [TOP 2 BOX Regularly experience] Base: All respondents DATA REF: AUSTRALIA TABLES
- 14 Extrapolation data based on: Q4. Can you tell us at what frequency you experience the following types of head pain? [TOP 2 BOX Regularly experience] [NET Any head pain] // Base: All respondents DATA REF: HP PREVALENCE CALCS
- 15 Q4. Can you tell us at what frequency you experience the following types of head pain? [TOP 2 BOX Regularly experience] // Base: All respondents DATA REF: Q4 NET TENSION-TYPE HEADACHE
- 16 Q4. Can you tell us at what frequency you experience the following types of head pain? [TOP 2 BOX Regularly experience] // Base: All respondents DATA REF: AUSTRALIA TABLES
- 17 Q4. Can you tell us at what frequency you experience the following types of head pain? [TOP 2 BOX Regularly experience] // Base: All respondents DATA REF: AUSTRALIA TABLES
- 18 Q2. Where on your body and at what frequency do you experience body pain? [TOP 2 BOX Regularly experience] Base: All respondents DATA REF: AUSTRALIA TABLES
- 19 Q4. Can you tell us at what frequency you experience the following types of head pain? [TOP 2 BOX Regularly experience] // Base: All respondents DATA REF: AUSTRALIA TABLES
- 20 Q39. Can you now estimate the number of sick days or 'forced holidays' you have had to take off, in the past year, due to the following types of pain? - Number of sick days - Your own body/head pain. [NET Any time off] // Base: Workers DATA REF: SICK LEAVE – Q39 - REBASED
- 21 Q39. Can you now estimate the number of sick days or 'forced holidays' you have had to take off, in the past year, due to the following types of pain? - Number of sick days - Your own body/head pain. [NET Any time off] // Base: Workers DATA REF: SICK LEAVE – Q39 - REBASED
- 22 Q39. Can you now estimate the number of sick days or 'forced holidays' you have had to take off, in the past year, due to the following types of pain? - Number of sick days - Your own body/head pain. [Mean number of days off] // Base: Workers DATA REF: SICK LEAVE – Q39 - REBASED
- 23 Extrapolation data based on: Q39. Can you now estimate the number of sick days or 'forced holidays' you have had to take off, in the past year, due to the following types of pain? - Number of sick days - Your own body/head pain. // Base: Those with head/body pain DATA REF: EXTRAPOLATIONS - COST
- 24 Q42.1 Do you feel your work/ work environment causes you either of the types of pain we have been speaking about? - Body pain /Q42.2 Do you feel your work/ work environment causes you either of the types of pain we have been speaking about? - Head pain // Base: Workers who experience head or body pain DATA REF: AUSTRALIA TABLES
- 25 Q40. A) Thinking about the impact your body pain can have on your professional life, how regularly do any of the following situations occur? // Base: All who work and have body pain DATA REF: AUSTRALIA TABLES
- 26 Q40. B) Thinking about the impact your head pain can have on your professional life, how regularly do any of the following situations occur? // Base: All who work and have head pain DATA REF: AUSTRALIA TABLES
- 27 Q40. A) Thinking about the impact your body pain can have on your professional life, how regularly do any of the following situations occur? // Base: All who work and have body pain DATA REF: AUSTRALIA TABLES
- 28 Q40. A) Thinking about the impact your body pain can have on your professional life, how regularly do any of the following situations occur? // Base: All who work and have body pain DATA REF: AUSTRALIA TABLES
- 29 Q41.1 And do you agree or disagree with the following statement? - Body pain - My pain has had a negative impact on my career progression // Base: All who work and have body pain DATA REF: AUSTRALIA TABLES
- 30 Q41.2 And do you agree or disagree with the following statement? - Head pain - My pain has had a negative impact on my career progression // Base: All who work and have head pain DATA REF: AUSTRALIA TABLES
- 31 Q21. In your opinion, does your quality of life decrease when you are suffering from the following types of pain? // Base: Those with

	head/body pain DATA REF: AUSTRALIA TABLES	DATA REF: AUSTRALIA TABLES	have you done? // Base: All respondents excluding those who have never suffered from a new type of body pain DATA REF: AUSTRALIA TABLES
32	Q21. In your opinion, does your quality of life decrease when you are suffering from the following types of pain? // Base: Those with head/body pain DATA REF: AUSTRALIA TABLES	44 Q32. Now thinking about the impact your pain can have on your family life with your children, do you agree with these statements? // Base: Parents with children under 12 living at home DATA REF: AUSTRALIA TABLES	55 Q50. Thinking about when you have suffered from the following type of head pain as described below, which of the following have you done? // Base: All respondents excluding those who have never suffered from a new type of head pain DATA REF: AUSTRALIA TABLES
33	Q21. In your opinion, does your quality of life decrease when you are suffering from the following types of pain? // Base: Those with head/body pain DATA REF: AUSTRALIA TABLES	45 Q32. Now thinking about the impact your pain can have on your family life with your children, do you agree with these statements? // Base: Parents with children under 12 living at home DATA REF: AUSTRALIA TABLES	56 Q50. Thinking about when you have suffered from the following type of head pain as described below, which of the following have you done? // Base: All respondents excluding those who have never suffered from a new type of head pain DATA REF: AUSTRALIA TABLES
34	Q18. Which of the below best describe how your pain makes you feel when you are suffering from the following types of pain? [NET worried OR anxious] // Base: Those with head/body pain DATA REF: AUSTRALIA TABLES	46 Q32. Now thinking about the impact your pain can have on your family life with your children, do you agree with these statements? // Base: Parents with children under 12 living at home DATA REF: AUSTRALIA TABLES	57 Q19. How vocal are you about your pain? [NET silent] // Base: Those with head/body pain DATA REF: AUSTRALIA TABLES
35	Q18. Which of the below best describe how your pain makes you feel when you are suffering from the following types of pain? [NET worried OR anxious] // Base: Those with head/body pain DATA REF: AUSTRALIA TABLES	47 Q8. What is the main cause of the body pain you experience most regularly/chronically? // Base: Those with body pain DATA REF: AUSTRALIA TABLES	58 Q19. How vocal are you about your pain? [NET silent] // Base: Those with head/body pain DATA REF: AUSTRALIA TABLES
36	Q22. Can you tell us which, if any, of the following aspects of everyday life are negatively impacted by the different types of pain? // Base: Those with head/body pain DATA REF: AUSTRALIA TABLES	48 Q9. How do you know what is causing your body pain? // Base: Those with body pain DATA REF: AUSTRALIA TABLES	59 Q7. Thinking again about the type of body pain you experience most regularly or chronically, how long do you typically wait before you decide to do something about it (e.g. consult a health care professional, take pain relief). // Base: Those with head/body pain DATA REF: AUSTRALIA TABLES
37	Q36. Thinking about the impact your pain can have on your general capacity, do you agree with these statements? // Base: All respondents DATA REF: AUSTRALIA TABLES	49 Q14. What is the main cause of the head pain you experience most regularly/chronically? // Base: Those with body pain DATA REF: AUSTRALIA TABLES	60 Q13. Thinking again about the type of head pain you experience most regularly or chronically, how long do you typically wait before you decide to do something about it? // Base: Those with head/body pain DATA REF: AUSTRALIA TABLES
38	Q35. Thinking about the impact your pain can have on your romantic/love life, do you agree with these statements? // Base: All respondents DATA REF: AUSTRALIA TABLES	50 Q15. How do you know what is causing your head pain? // Base: Those with head pain DATA REF: AUSTRALIA TABLES	61 Q24a/b Out of 10 pain occasions, how often would you use these types of drugs to treat your body/head pain? With a combination of medicine prescribed by a medical doctor and non-prescription pain relievers, taken at different times / Medicine prescribed by GPs/ medical doctors only / With non-prescription pain relievers only. // Base: Those suffering from head/body pain DATA REF: AUSTRALIA TABLES
39	Q35. Thinking about the impact your pain can have on your romantic/love life, do you agree with these statements? // Base: All respondents DATA REF: AUSTRALIA TABLES	51 Q9. How do you know what is causing your body pain? Q15. How do you know what is causing your head pain? // Base: Those with head pain // Base: Those with body/head pain DATA REF: GLOBAL TABLES, AUSTRALIA TABLES	62 Q24a/b Out of 10 pain occasions, how often would you use these types of drugs to treat your body/head pain? With a combination of medicine prescribed by a medical doctor and non-prescription pain relievers, taken at different times / Medicine prescribed by GPs/ medical doctors only / With non-prescription pain relievers only // Base: Those suffering from head/body pain DATA REF: AUSTRALIA TABLES
40	Q34. Thinking about the impact your pain can have on your social life, do you agree with these statements? // Base: All respondents DATA REF: AUSTRALIA TABLES	52 Q46. When suffering from a new type of body pain, which, if any, of the following would make you decide to seek advice from a health care professional (e.g. GP/doctor, pharmacist)? / Q49. When suffering from a new type of head pain, which, if any, of the following would make you decide to seek advice from a health care professional (e.g. GP/doctor, pharmacist)? // Base: All respondents DATA REF: AUSTRALIA TABLES	63 Q28. Which of the following do you prefer to treat your pain? Body pain / Head pain [Non-prescription pain relievers] Base: Those who suffer from body/head pain DATA REF: AUSTRALIA TABLES
41	Q31. Thinking about the impact your pain can have on your family life, do you agree with these statements? // Base: All respondents DATA REF: AUSTRALIA TABLES	53 Q47. Thinking about when you have suffered from the following types of body pain as described below, which of the following have you done? // Base: All respondents excluding those who have never suffered from a new type of body pain DATA REF: AUSTRALIA TABLES	
42	Q31. Thinking about the impact your pain can have on your family life, do you agree with these statements? // Base: All respondents DATA REF: AUSTRALIA TABLES	54 Q47. Thinking about when you have suffered from the following types of body pain as described below, which of the following	
43	Q31. Thinking about the impact your pain can have on your family life, do you agree with these statements? // Base: All respondents		

64 Q28. Which of the following do you prefer to treat your pain? Body pain / Head pain [Non-prescription pain relievers] Base: Those who suffer from body/head pain DATA REF: GLOBAL TABLES

65 Q25. Thinking about the pain medication you take most often (this can be either over the counter medication or prescription medication), how knowledgeable are you about the following areas? [NET Not very knowledgeable] [NET very knowledgeable] // Base: All respondents DATA REF: AUSTRALIA TABLES

66 Q9/Q15. How do you know what is causing your body/head pain? // Base: Those with body/head pain DATA REF: AUSTRALIA TABLES

67 Q25 How interested would you be in finding out more about the following areas? // Base: All respondents DATA REF: AUSTRALIA TABLES

68 Q45. To what degree do you trust the following sources to have quality and dependable information on the topic of your pain? [TOP 4 BOX Trust] EXCLUDING DON'T KNOW // Base: All respondents DATA REF: AUSTRALIA TABLES

69 Q45. To what degree do you trust the following sources to have quality and dependable information on the topic of your pain? [TOP 4 BOX Trust] EXCLUDING DON'T KNOW // Base: All respondents DATA REF: GLOBAL TABLES