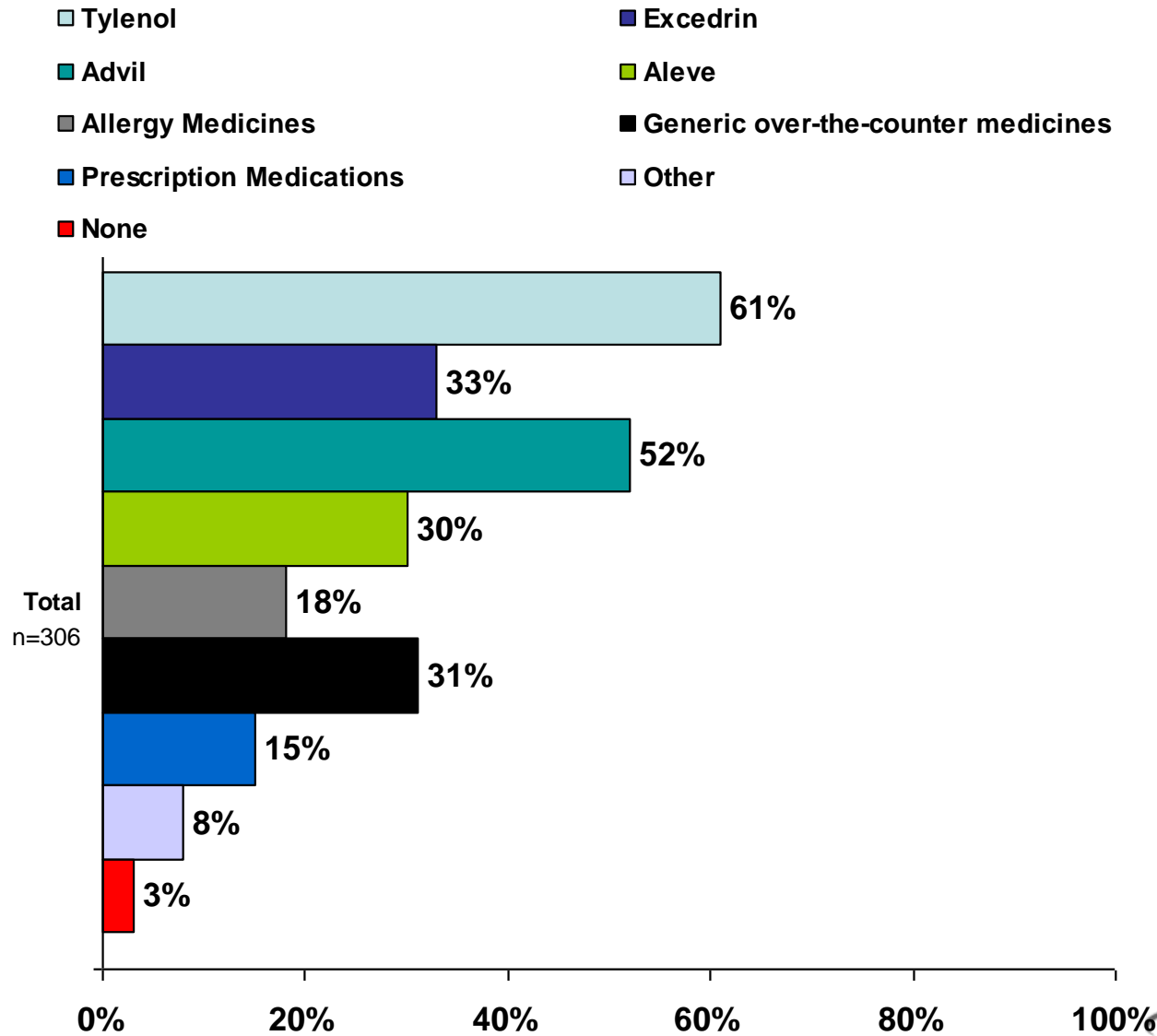


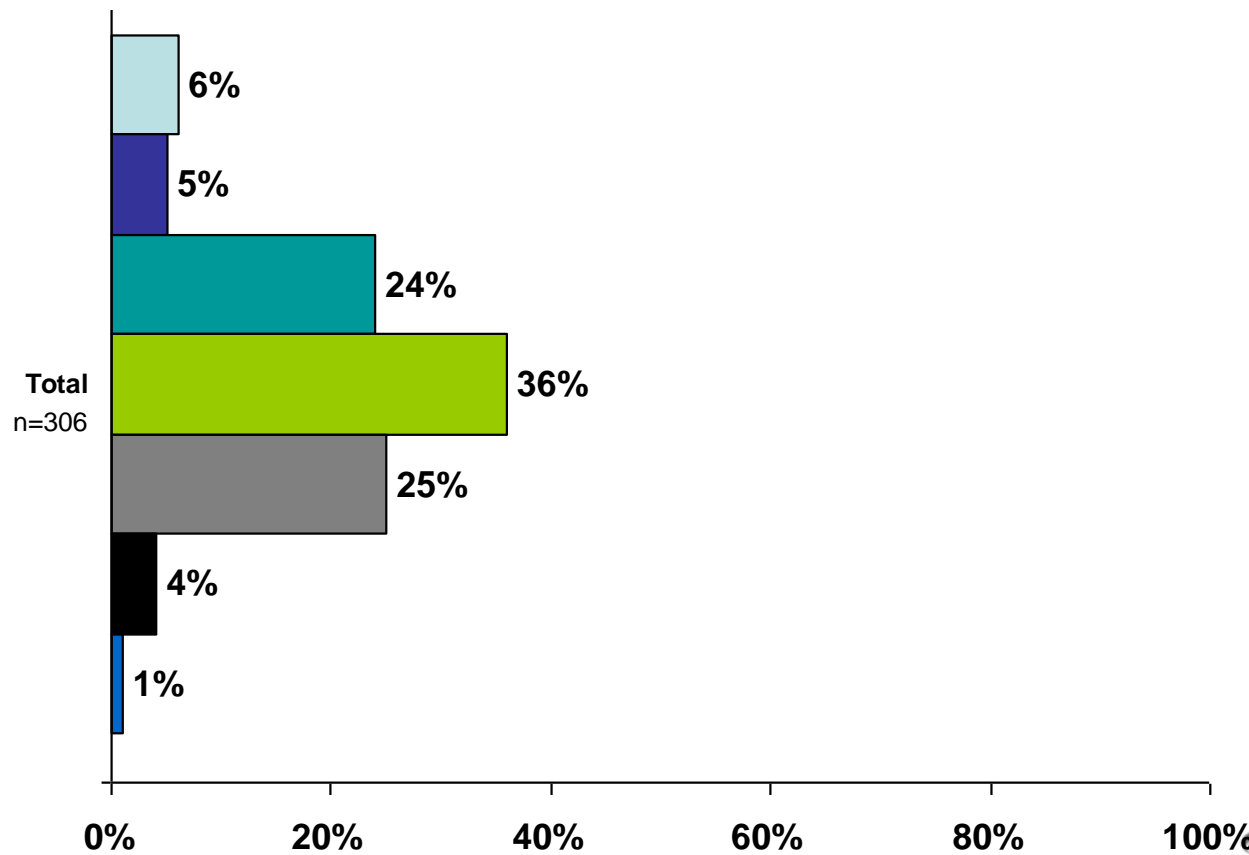
Please select all the medicines that you take to treat headaches. Please select all that apply.



Percentages may not equal 100 due to rounding

Please select the response that best describes how frequently you experience headaches.

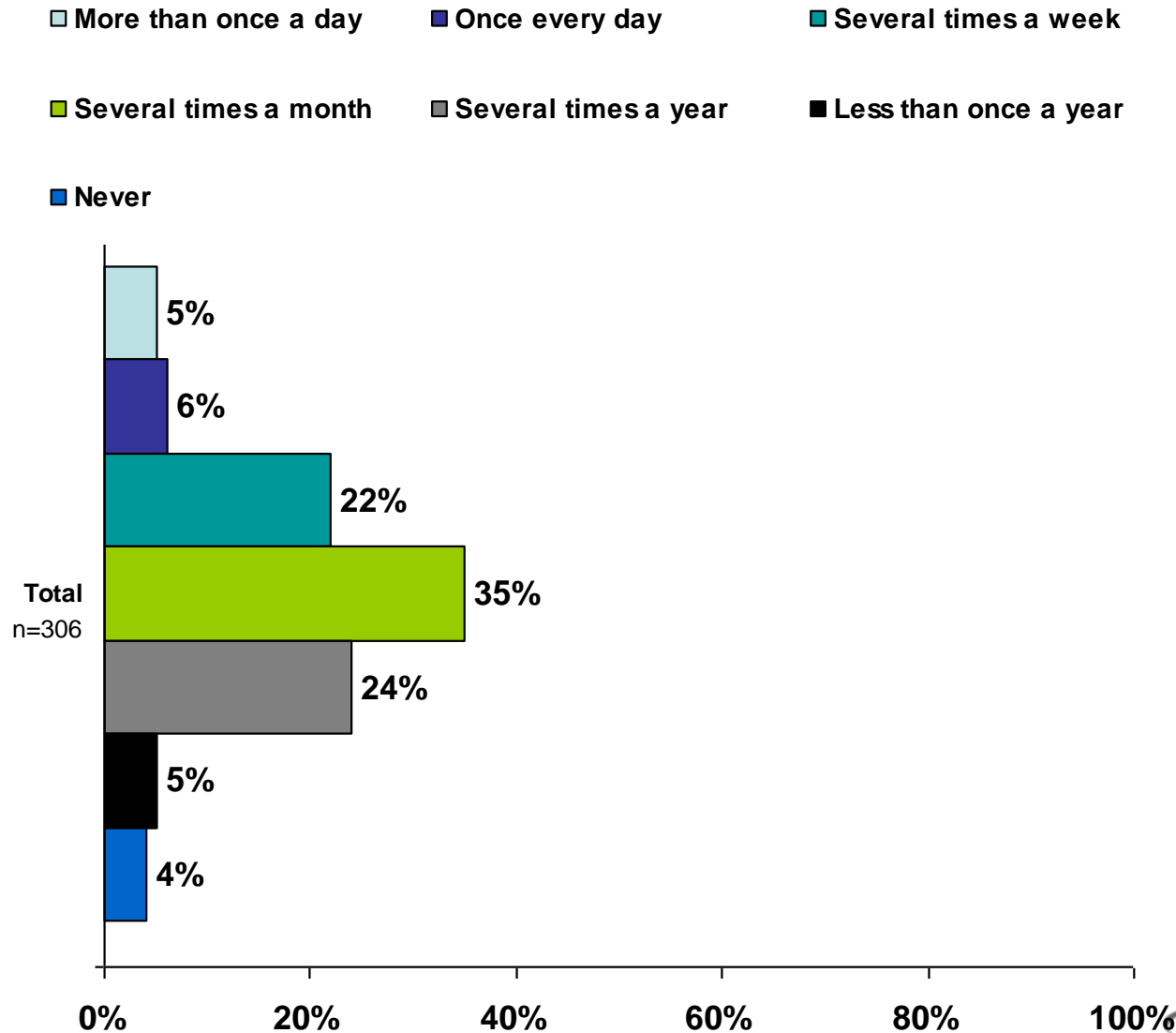
- More than once a day
- Once every day
- Several times a week
- Several times a month
- Several times a year
- Less than once a year
- Never



Total
n=306

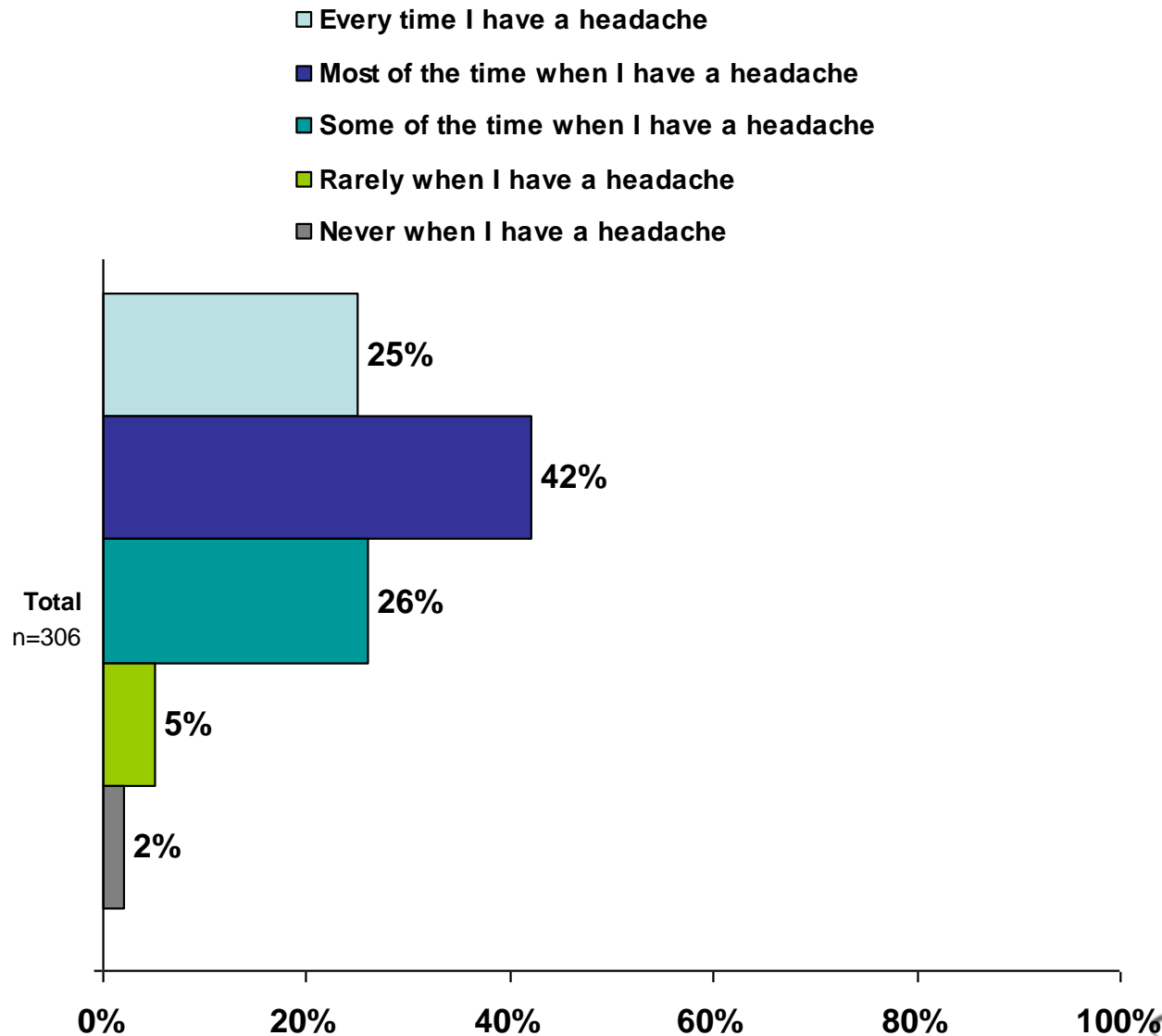
Percentages may not equal 100 due to rounding

Please select the response that best describes how frequently you take over-the-counter medicine for headaches.



Percentages may not equal 100 due to rounding

When you experience a headache, how often do you take medicine to help treat the headache?

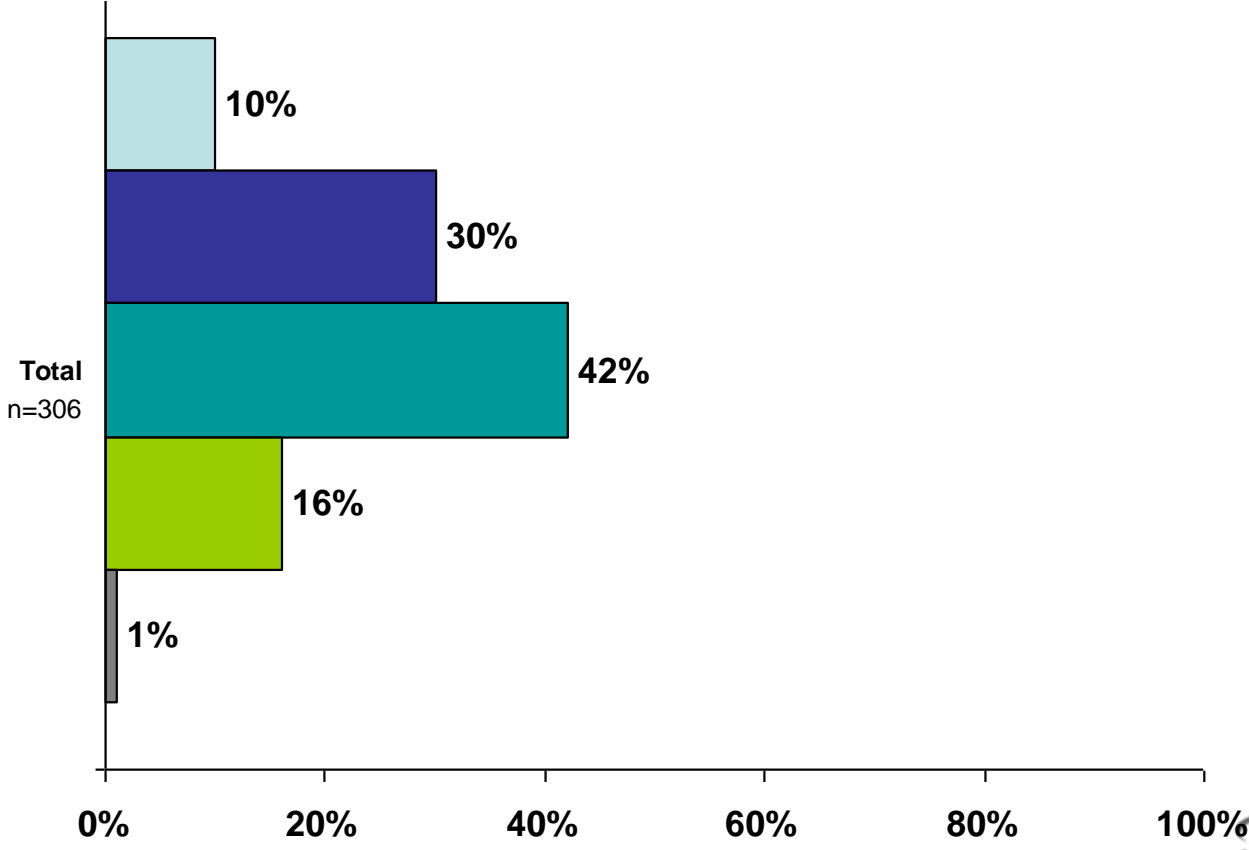


Total
n=306

Percentages may not equal 100 due to rounding

After viewing this video, how often do you think you will take medicine to help treat the headache when you experience a headache?

- Every time I have a headache
- Most of the time when I have a headache
- Some of the time when I have a headache
- Rarely when I have a headache
- Never when I have a headache



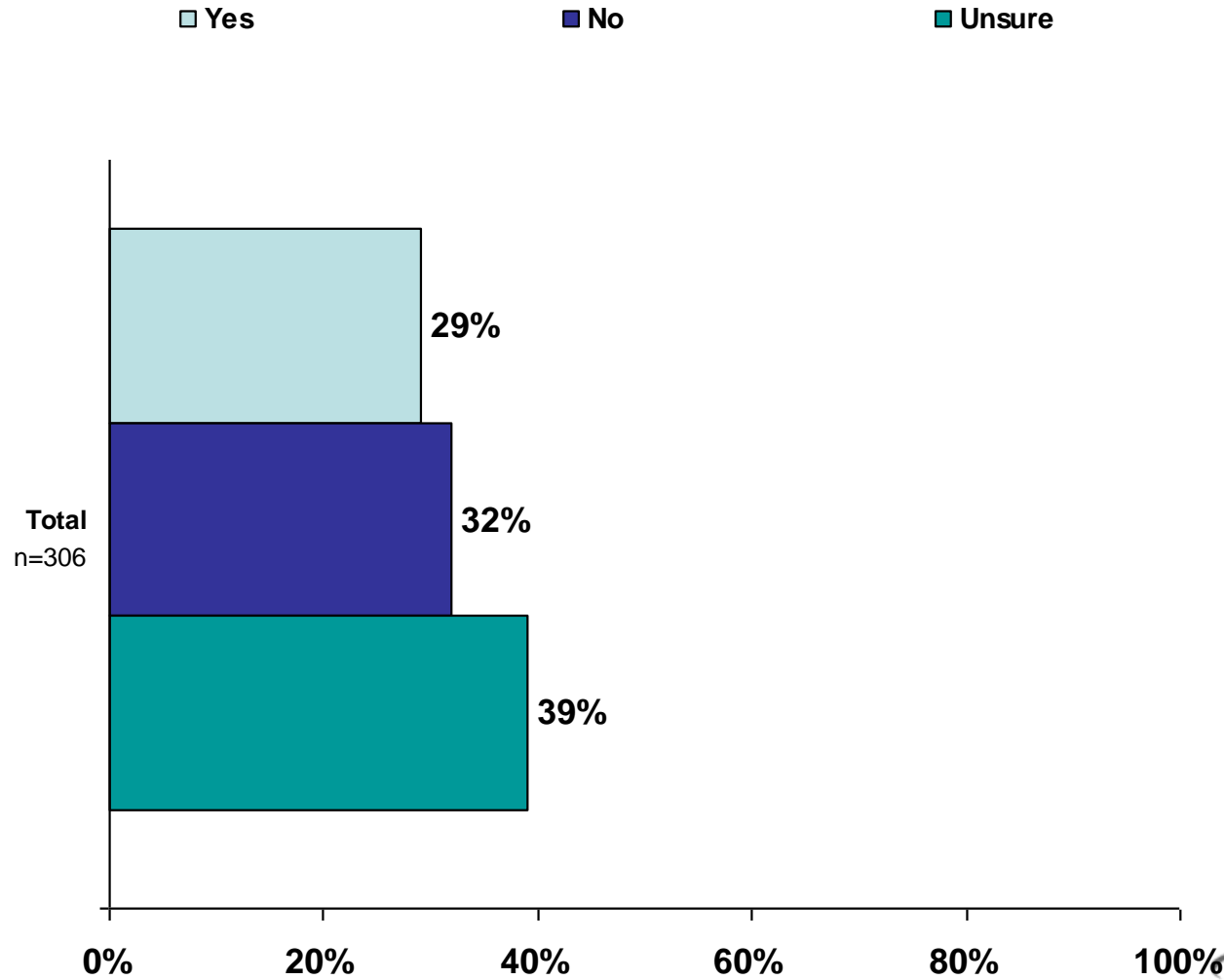
Percentages may not equal 100 due to rounding

Please indicate the likelihood that you will take medicine if you experience a headache using a 7-point scale, where 1 represents “Not At All Likely” and 7 represents “Extremely Likely. ”

	Before Video (n=306)	After Video (n=306)
Mean	5.7	4.9

Percentages may not equal 100 due to rounding

Do you believe it is possible to get headaches from taking headache medicines too often?



Total
n=306

29%

32%

39%

0%

20%

40%

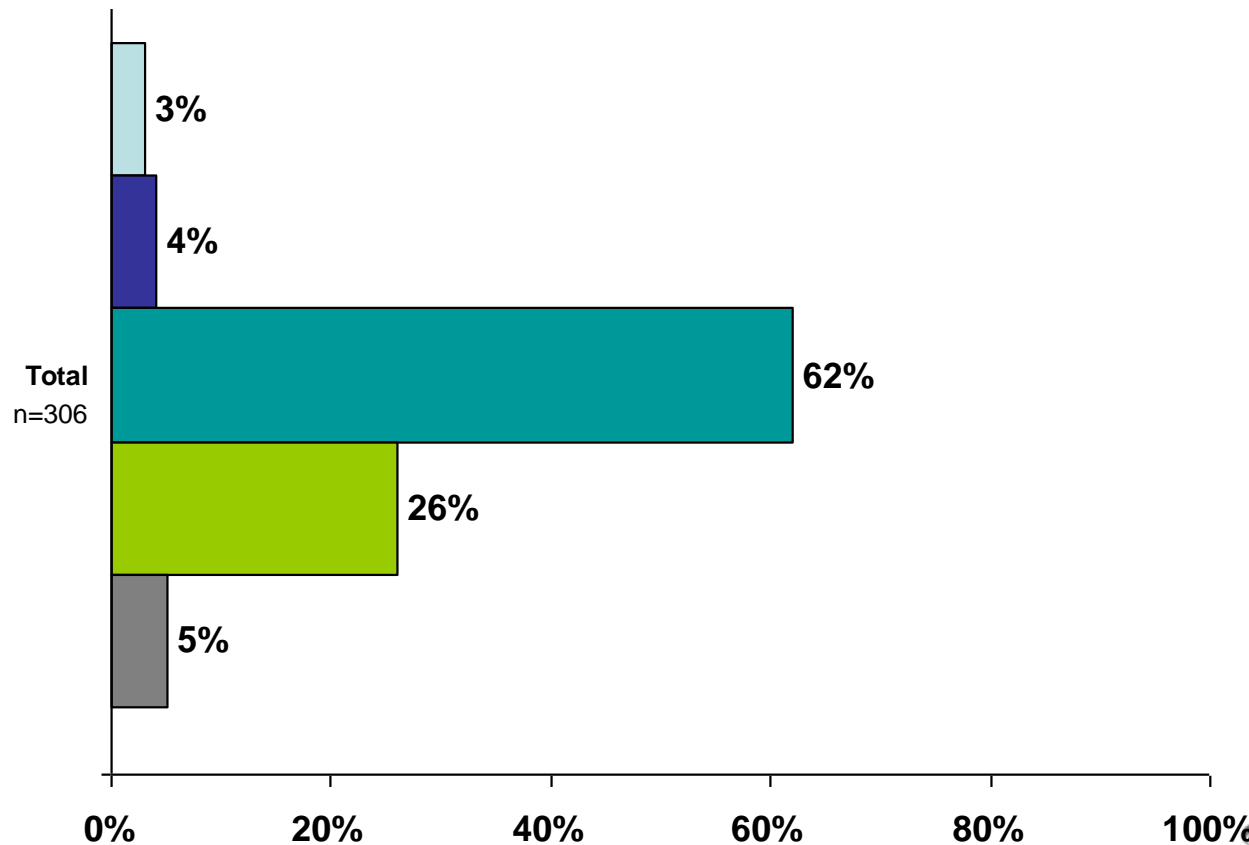
60%

80%

100%

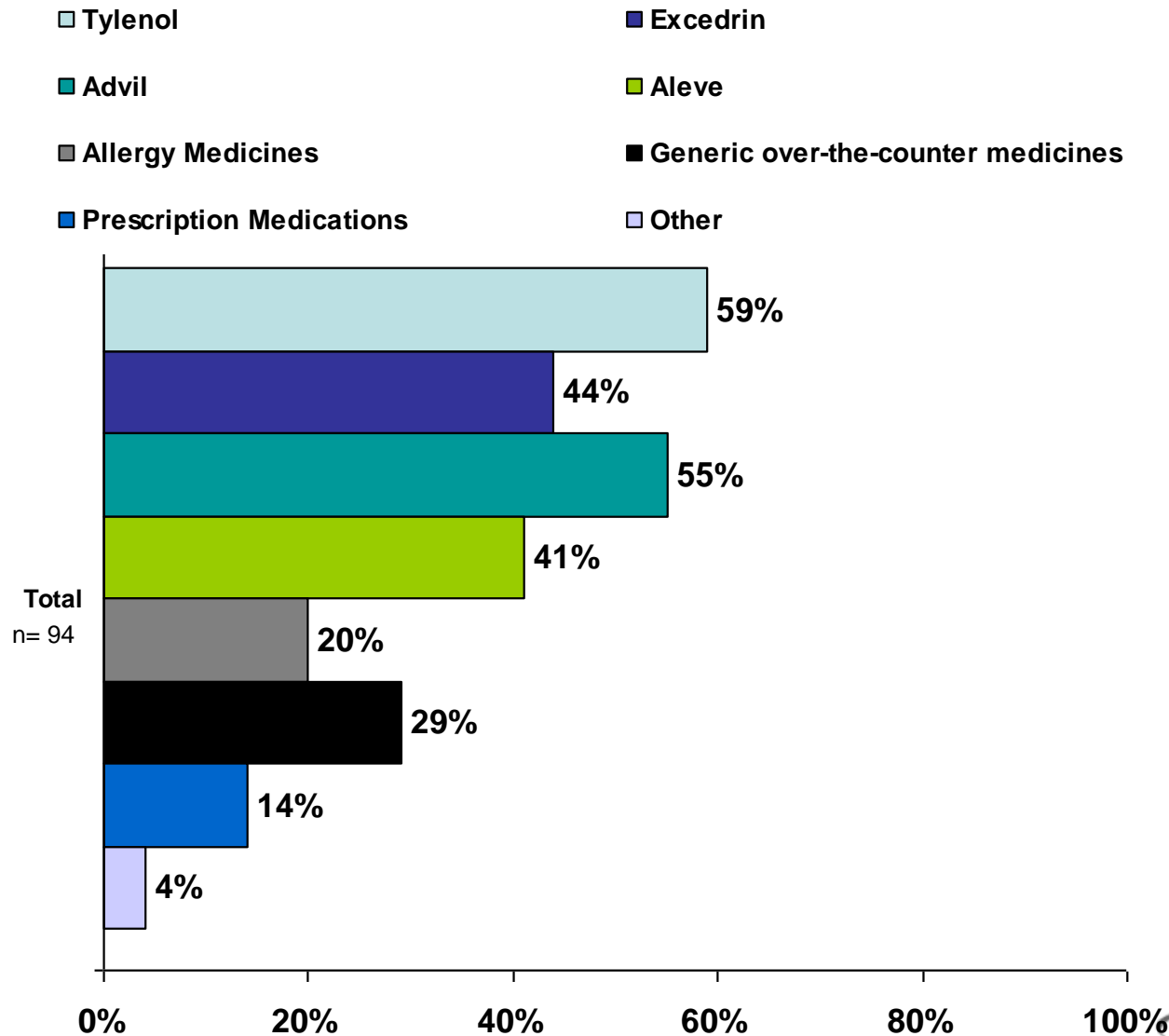
How has this video influenced your likelihood of buying over-the-counter medicine to treat headaches?

- I am much more likely to buy medicine for headaches
- I am more likely to buy medicine for headaches
- I am just as likely to buy medicine for headaches
- I am less likely to buy medicine for headaches
- I am much less likely to buy medicine for headaches



Percentages may not equal 100 due to rounding

Please select all the medicines that you are less likely to purchase after viewing the video. Please select all that apply.



Total
n= 94

Percentages may not equal 100 due to rounding