



# THE NEXT GENERATION PAIN REPORT

PRESENTED BY ADVIL DUAL ACTION

**Advil**  
**DUAL ACTION**  
WITH Acetaminophen

# INTRODUCTION

**PAIN IS COMPLEX. PAIN IS PERSONAL.  
PAIN IS MORE COMMON THAN YOU THINK.**

Pain is unique to every individual and comes in many forms. It can be severe or dull, temporary or ongoing, physical or emotional. In fact, everyday pain is so prevalent that it has become a category all its own, and people are seeking relief in numerous ways—taking over-the-counter (OTC) medications, adopting significant lifestyle changes and even stopping some of their favorite activities altogether.

Yet, few are finding real, comprehensive relief.

**A vast majority (95%) of U.S. adults ages 25 to 65 report feeling “everyday” aches and pains, according to a survey conducted by Advil, in partnership with Wakefield Research.** Nearly three-quarters (72%) experience these pains once a week or more.

Despite many people turning to OTC solutions, four out of five pain sufferers feel that these medications are insufficient in treating their symptoms. In fact, they have begun making lifestyle adaptations to compensate for the pain they feel—like stretching (54%), practicing yoga or meditation (27%), using homeopathic remedies (25%) or wearing a brace or orthopedic footwear (25%)—in hopes of alleviating their most urgent symptoms.

What makes our relationship with pain so complex and difficult to pinpoint? Not only do we lack the tools to holistically treat it, but we also lack the language to properly identify and describe it.

**62%** of U.S. adults feel that they aren't able to effectively communicate the everyday pain they experience—to their friends, partners and even their doctors.

Without the ability to communicate, understand and treat everyday pain, many people who suffer from it are forced to “get by” with partial and piecemealed remedies.

We should not accept this as pinnacle of pain relief. At Advil, we believe the pain category has so much more potential. For more than half a century, Advil has been a leader on the frontlines of the fight against acute pain—helping to develop and commercialize some of the most significant innovations in the OTC pain category to-date in the U.S., accounting for three of the six largest product launches in the space for more than 20 years. Advil has also developed a series of OTC firsts, such as Advil Liqui-Gels and Advil Liqui-Gel minis. But we recognize this category has so much more potential.

We believe it's time to reinvent the way we talk about and treat everyday pain.

In the following pages of *The Next Generation Pain Report*, we explore consumer insights and emerging trends surrounding the modern-day experiences of physical pain. We take a comprehensive and close look at pain and examine the existing gaps and opportunities to create a fuller pain picture from various cultural, social and demographic perspectives.

The world has never been more uncertain, and we want to help pain sufferers find meaningful relief. We want to provide them a clearer view of their own pain—as well as the pain of others. We want to create a future in which pain does not limit potential and allows us all to reclaim life's possibilities.

Together, let's reinvent the pain category.

\*The statistics included throughout *The Next Generation Pain Report* come from a survey of 1,000 nationally-representative US adults ages 25 to 65, between July 16th. and July 22nd, 2020, conducted by Wakefield Research.  
\*\*Advil is used for the treatment of acute pain. Advil advises that people speak directly with their doctor or healthcare provider regarding individual treatment needs.

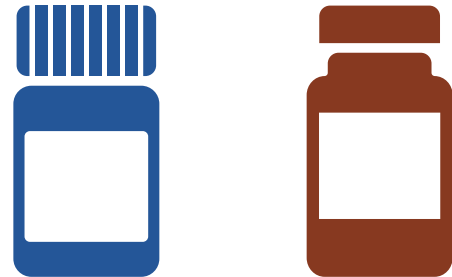
# KEY INSIGHTS

At Advil, we recognize there is so much more potential within the pain relief category, and that starts with gaining a comprehensive understanding of people’s pain. The Next Generation Pain Report explores consumer insights around modern-day experiences of pain. A survey of one thousand U.S. adults revealed the following key findings:



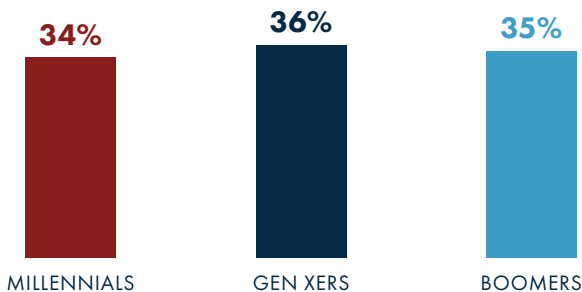
## NO PAIN IS THE SAME

Nearly three-quarters (**72%**) of U.S. adults experience what they would consider “multidimensional pain”—getting different types of body pain at different times—in addition to the physical sensation of pain, psychological, social and cultural factors all contribute to an individual’s pain experience.



## OVER-THE-COUNTER PAIN MEDICATIONS ARE MISUNDERSTOOD

When presented with both true and false statements about the effects of ibuprofen and acetaminophen, **81%** answered at least one question incorrectly about the effects of these medications.



## AGE IS JUST A NUMBER

Younger people report experiencing just as much pain as older generations. One-third (**34%**) of Millennials report experiencing pain every day, nearly equal to that of Gen Xers (**36%**) and Boomers (**35%**).

# 62%

## A LOSS FOR WORDS

**62%** of U.S. adults feel they aren’t able to effectively communicate the everyday pain they experience—to their friends, partners and even their doctors.

# RESEARCH FINDINGS

## SURVEY SAYS: NO PAIN IS THE SAME

We surveyed a thousand U.S. adults ages 25 to 65 to understand their relationship with pain: how they experience it, how frequently, how they treat it, and even how they describe it to others.

The results were clear: There is no singular, universal experience surrounding pain. There are, however, some unique emerging trends that point to current gaps and opportunities for us to understand, address and treat everyday pain.

### FOR MANY, PAIN-FREE DAYS STICK OUT LIKE A SORE THUMB

Nearly three-quarters of U.S. adults are regular sufferers of everyday pain. When asked how long people had gone a full month without experiencing everyday aches or pain requiring OTC medication, on average, the answer was **7 years**.

Aches and pains don't fade away with time, either. **Boomers have gone an average of 9 years without a pain-free month, and Gen Xers and Millennials have gone an average of 7 and 5 years, respectively.**

All of this to say: everyday pain is something many U.S. adults have simply accepted as their new normal. In fact, everyday pain is something many U.S. adults have simply accepted as their new normal. For cultural context: **31%** of U.S. adults have not had a pain-free month since 2011, when Game of Thrones first premiered (2011). For **18%**, it's been since 2007, when the Blu-ray vs. DVD format war was raging. For **17%**, it's been since 2006, when Beyoncé was still in Destiny's Child.

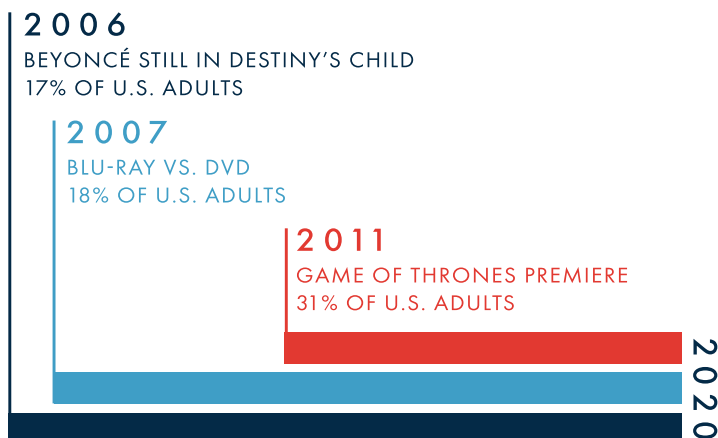
### AGE IS JUST A NUMBER

Unsurprisingly, members of every generation experience everyday pain. What might come as a shock: younger people are experiencing everyday pain on-par with—and even more than—their older counterparts. Younger generations' wear and tear from digital use is a relatively new area of exploration and not yet fully understood in how it correlates to trends in generational pain.

**Nonetheless, one-third (34%) of Millennials report experiencing pain every day, nearly equal to that of Gen Xers (36%) and Boomers (35%).**

Perception of pain can play a big role in one's self-image and self-identification. Increasingly, aches and pains are being viewed as milestones of aging. Nearly a third (**31%**) of adults first noticed an increase in everyday body pain in their 20s, compared to those in their 30s (**28%**) and 40s or later (**32%**). On average, U.S. adults who experience everyday aches and pains first noticed an increase in everyday body pain at age 36. A vast majority (**71%**) say that everyday body pain makes them feel older than finding gray hairs.

### WHEN WAS THE LAST TIME YOU HAD A FULLY PAIN-FREE MONTH?



## TRUTH HURTS: MILLENNIALS ARE EXITING THEIR JOBS DUE TO PAIN

Younger people are significantly more likely than their older counterparts to consider changing jobs or careers due to work-related pain.

**In total, nearly 2 in 3 adults say aches and pains have impacted them at work.** Moreover, more than half (**56%**) of U.S. adults have either changed jobs or considered changing jobs due to the pains or aches associated with the job they had, including **71%** of Millennials, **53%** of Gen Xers and **39%** of Boomers.

But young people are not just thinking about making changes—they are taking the leap. **44%** of Millennials have actually changed jobs due to aches and pains, compared to **31%** of Gen Xers and **17%** of Boomers.

Though younger generations may be less willing to stay at a job that they perceive to be negatively impacting their health and wellbeing, they are also making daily changes to cope—which may be leading to missed career opportunities. **39%** of Millennials have taken days off due to their aches and pains, **30%** have taken on fewer responsibilities and **21%** feel their aches and pains led to strained relationships with their co-workers or bosses.

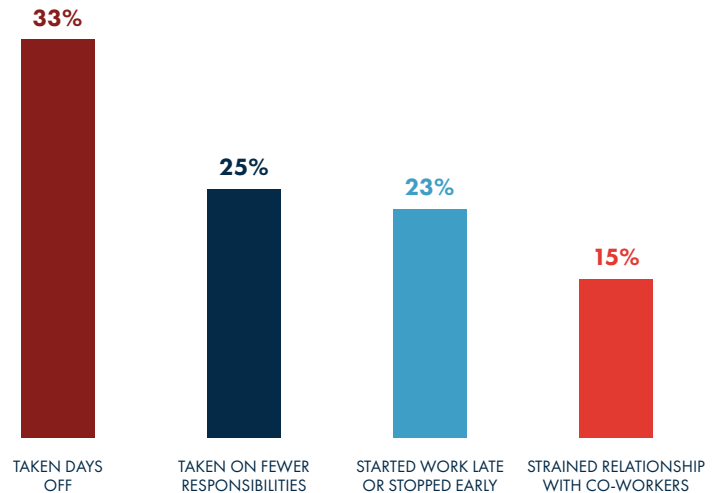
## MANY ARE MANAGING THEIR LIVES AROUND PAIN

Pain is something that many people are simply pushing through. They are adjusting their lifestyles and daily habits in response to pain—unfortunately, in some cases, to no avail.

**77% of people have decreased or completely stopped doing an activity, such as exercising, home repairs, and socializing with friends, because of everyday aches and pains.** In the past year, **45%** of respondents have reduced their amount of exercise due to pain.

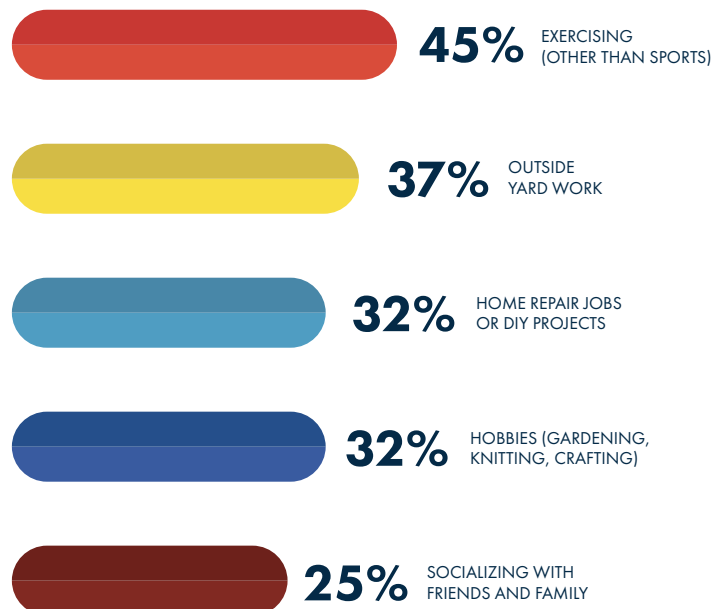
However, changes to their routines could possibly be the source of their aches and pains. Those who experience aches and pains noticed an increase in everyday aches and pains after they changed how they slept (**46%**), started exercising or changed their workout routine (**44%**), stopped exercising as much (**30%**).

## THE REGULAR GRIND TOP WAYS ACHES & PAINS HAVE IMPACTED AMERICANS AT WORK\*



\*Asked among 1,000 nationally representative U.S. Adults ages 25-65

## PAIN GETTING IN THE WAY TOP ACTIVITIES AMERICANS HAVE STOPPED OR DONE LESS OF DUE TO ACHES AND PAINS\*

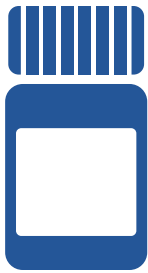


\*Asked among 1,000 nationally representative U.S. Adults ages 25-65

## OTC MEDICATIONS AREN'T GETTING THE JOB DONE

A vast majority of U.S. adults (**97%**) keep over-the-counter pain medication on-hand or easily accessible in their homes, offices or when they're on-the-go. Unfortunately, frequent pain sufferers are being let down by their over-the-counter medications. **93%** of people who experience pain every day say they aren't finding full relief in OTC medications, compared to **65%** of people who experience pain once a week or less.

What's more: the differing effects of OTC pain medications are frequently misunderstood. Our survey respondents were presented both true and false statements about the effects of the active ingredients in both of these commonly-used pain fighters, **81%** answered at least one question incorrectly about the effects of these medications.



### IBUPROFEN

Ibuprofen is a nonsteroidal anti-inflammatory (NSAID) that temporarily reduces the production of prostaglandins, reducing the pain signals and targeting your pain at the source.

VS



### ACETAMINOPHEN

Acetaminophen is a pain reliever that blocks the transmission of pain signals to the brain.

## A LOSS FOR WORDS

Pain is complex and difficult for many to describe. Physical, psychological, social and cultural factors all contribute to an individual's pain experience.

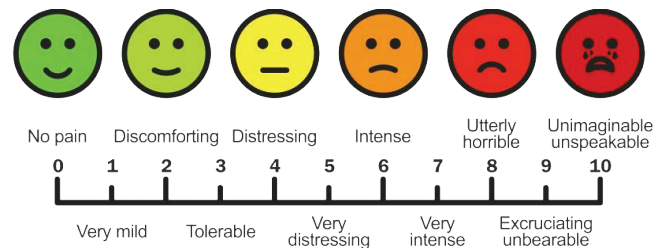
In fact, nearly three-quarters **72%**

of U.S. adults experience what they would consider "multidimensional pain" (experiencing different types of body pain at different times).

However, our tools for assessing and verbalizing pain remain outdated and insufficient. The most widely used pain scale was created nearly 40 years ago for children to describe their pain and leaves much to be desired.

**Less than a quarter of U.S. adults use this 1-10 scale to describe the body pain they experience. 62%** find it difficult to explain their pain—and this varies by generation. Millennials (**76%**) and Gen Xers (**59%**) are more likely to have a difficult time describing their pain to others than Boomers (**48%**).

Yet dealing with frequent aches and pains certainly does not help the sufferer make someone else understand their situation. Those who experience pain every day (**76%**) and several times a week (**63%**) are more likely to have difficulty describing their pain to others than those who experience pain once a week or less (**50%**).



# REIMAGINING THE PAIN SCALE ...WITH EMOJIS



Burning



Intensifying



Nagging



Shooting



Stabbing



Splitting



Aching



Nauseating

In order to more holistically identify and address peoples' everyday pain, Advil has created a modern and culturally relevant way to talk about it. No longer will a rigid sad-to-happy-face scale guide how we describe our pain. Instead our modernized scale will expand our pain lexicon with the common symbols we already use every day: **emojis**.

The majority of adults favor putting a digital-era spin on the traditional graphic scale that was developed for use with children.

# 53%

More than half (53%) say an emoji chart with multiple types of pain better represents the pain they feel from a body pain than a sad-to-happy face scale.

We challenge you to use the pain emoji you most relate to as you talk about your pain with family, friends, physicians, and on social, using #AdvilDualAction. We hope that this report serves as a starting point for creating a clearer and more empathetic conversation around pain.

[Advil.com](https://www.advil.com) | Twitter: [@AdvilRelief](https://twitter.com/AdvilRelief) | Facebook: [@Advil](https://www.facebook.com/Advil) | IG: [@AdvilRelief](https://www.instagram.com/AdvilRelief)

The Advil Survey was conducted by Wakefield Research ([www.wakefieldresearch.com](https://www.wakefieldresearch.com)) among 1,000 nationally representative US adults ages 25-65, between July 16th and July 22nd, 2020, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the US adult population ages 25-65.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.