

# AFT Pharmaceuticals June Omnibus 2010



Partial report only



# Methodology



- The Nielsen Online Omnibus was used to conduct this survey:
  - Fieldwork was conducted 3-9 June 2010 using Nielsen's Online YourVoice Research Panel
  - A sample of 704 New Zealanders aged 15 years+ were surveyed
    - At the total sample level, the margin of error was 3.7 per cent (at the 95% confidence level)
  - The survey results were weighted against the general adult population (aged 15 years old or older) to ensure representativeness of results
  - The survey asked five questions, this report contains the results for two of these questions

## Executive summary

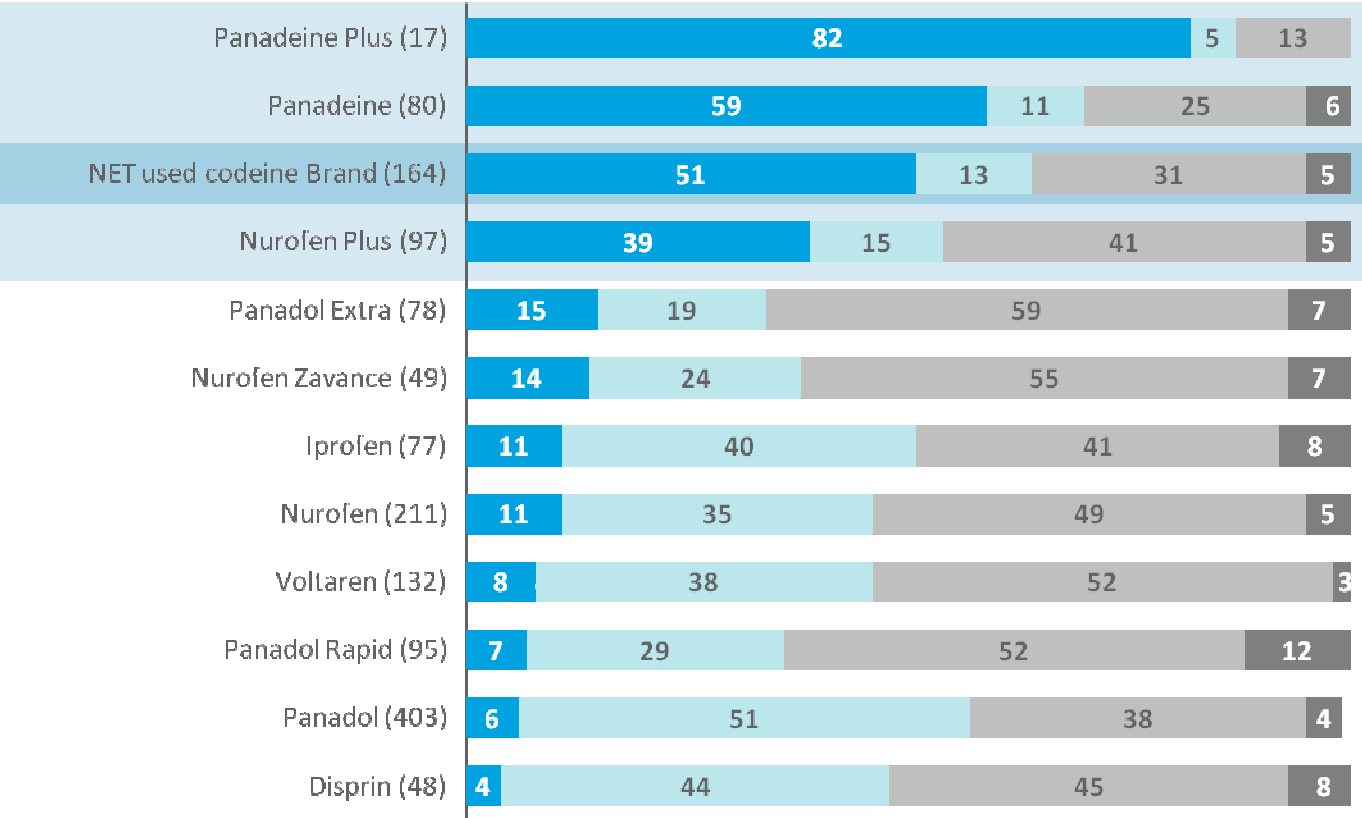


- Just under a quarter of New Zealanders (24%) have used pain relief that contains codeine in the past 3 months
- One third of the population is unsure whether codeine can be addictive, 6% wrongly say it is not addictive and 4% do not know what codeine is. The remaining 56% are aware that codeine can be addictive
- Half of those who have used a codeine containing pain killer in the past 3 months were not aware it contained codeine



In general, only half of those who have used a codeine pain killer were aware that it contained codeine. Only 2 in 5 who used Nurofen Plus were aware it contained codeine.

Q: You said you have taken the following oral pain relief medication(s) in the past 3 months. To your knowledge, do you know whether they contain codeine as an active ingredient?



**Those significantly more likely to correctly say their pain killers contain codeine:**

- Those who live in the lower North Island
- Those who know codeine can be addictive

%  
 ■ Yes ■ No ■ Unsure ■ Don't know what codeine is  
 Base: Those who have used the featured brands in the last 3 months, brands with very low sample size are excluded

■ Brand contains codeine

# Results by key demographics



Q: You said you have taken the following **oral pain relief** medication(s) in the past 3 months. To your knowledge, do you know whether they contain **codeine** as an active ingredient?

| Those who used a codeine Brand (NET)       |             |           |             |              |            |            |            |          |               |            |              |            |
|--|-------------|-----------|-------------|--------------|------------|------------|------------|----------|---------------|------------|--------------|------------|
|  |             | Gender    |             | Age          |            |            |            |          | Region        |            |              |            |
|  | Total (164) | Male (81) | Female (83) | 15- 17 (1)** | 18-24 (27) | 25-39 (51) | 40-54 (51) | 55+ (33) | Auckland (48) | North (39) | Central (35) | South (42) |
| Yes - contains codeine                     | 51          | 45        | 57          |              | 42         | 46         | 55         | 58       | 44            | 56         | 63           | 44         |
| No - does not contain codeine              | 13          | 15        | 11          |              | 5          | 22         | 9          | 9        | 16            | 10         | 9            | 16         |
| I don't know                               | 32          | 38        | 26          |              | 40         | 28         | 35         | 26       | 30            | 34         | 26           | 38         |
| I can't say - I don't know what codeine is | 5           | 3         | 6           |              | 13         | 4          | -          | 7        | 10            | -          | 2            | 2          |

%

Base: Those who have used a codeine brand

■ Indicatively high result

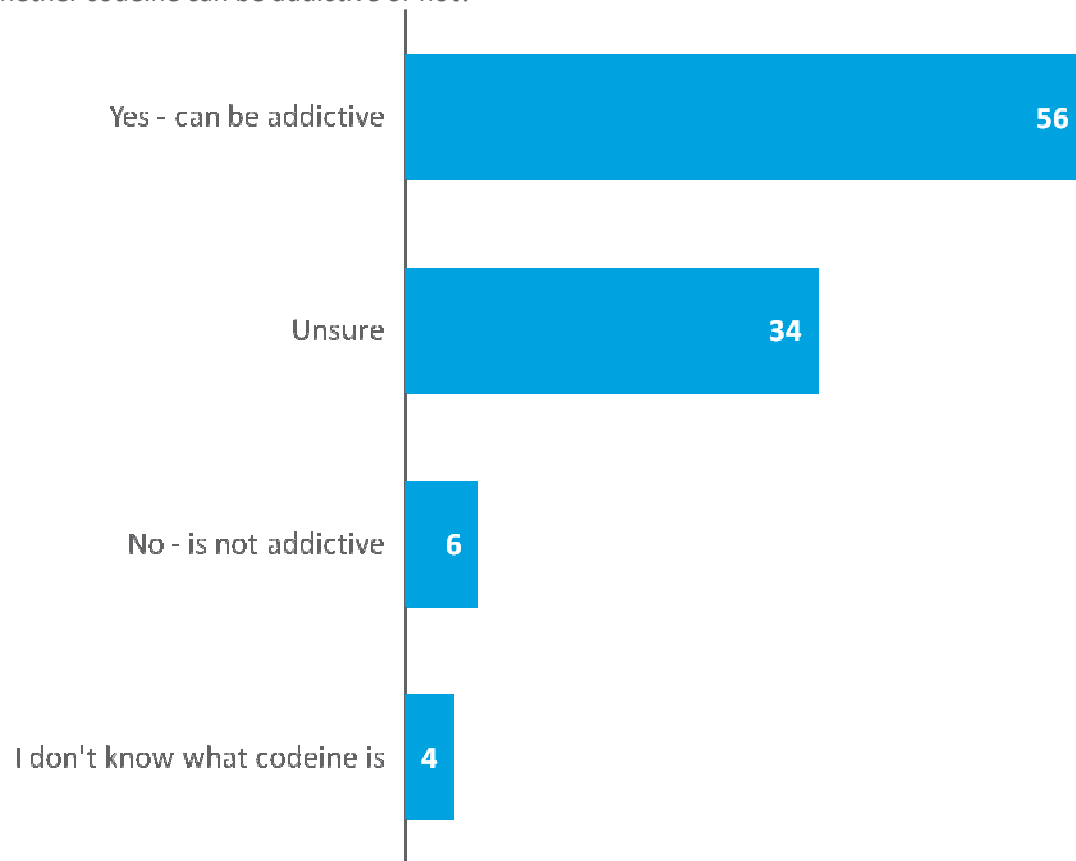
■ Indicatively low result

\*\* Sample size too small for analysis



Just over half of the population say that codeine can be addictive. A third of New Zealanders are unsure about its addictive properties.

Q: Codeine is an ingredient found in some **oral pain relief** medications that are available **without a prescription**. To your knowledge, do you know whether codeine can be addictive or not?



**Those significantly more likely to say codeine is addictive:**

- Household income is \$100K+
- Those with professional occupations
- Those who classify their occupation as 'home duties'

**Those significantly more likely to say they do not know what codeine is:**

- Those aged 18-24

%

Base: All respondents, n=704

# Results by key demographics



Q: Codeine is an ingredient found in some **oral pain relief** medications that are available **without a prescription**. To your knowledge, do you know whether codeine can be addictive or not?

|                              | Gender      |            |              | Age         |             |             |             |           | Region         |             |               |             |
|------------------------------|-------------|------------|--------------|-------------|-------------|-------------|-------------|-----------|----------------|-------------|---------------|-------------|
|                              | Total (704) | Male (342) | Female (362) | 15-17 (5)** | 18-24 (139) | 25-39 (192) | 40-54 (191) | 55+ (177) | Auckland (178) | North (179) | Central (158) | South (189) |
| Yes – can be addictive       | 56          | 52         | 60           |             | 44          | 59          | 58          | 61        | 46             | 63          | 56            | 62          |
| No – is not addictive        | 6           | 5          | 7            |             | 5           | 7           | 6           | 6         | 9              | 4           | 3             | 7           |
| Unsure                       | 34          | 40         | 30           |             | 42          | 31          | 35          | 32        | 40             | 29          | 39            | 29          |
| I don't know what codeine is | 4           | 3          | 4            |             | 10          | 4           | 1           | 1         | 5              | 4           | 3             | 2           |

%

Base: All respondents, n=704

■ Indicatively high result

■ Indicatively low result

\*\* Sample size too small for analysis

# Results by key demographics



Q: Codeine is an ingredient found in some **oral pain relief** medications that are available **without a prescription**. To your knowledge, do you know whether codeine can be addictive or not?

|                              | Household Life Cycle |                       |                        |                   |                        |                       |                |               | Used codeine |             |
|------------------------------|----------------------|-----------------------|------------------------|-------------------|------------------------|-----------------------|----------------|---------------|--------------|-------------|
|                              | Total<br>(704)       | Child under 5<br>(97) | Child 5 to 15<br>(129) | Child 16+<br>(98) | Young no child<br>(47) | Old no child<br>(172) | Single<br>(64) | Other<br>(97) | Yes<br>(173) | No<br>(455) |
| Yes – can be addictive       | 56                   | 59                    | 52                     | 52                | 57                     | 57                    | 67             | 54            | 63           | 55          |
| No – is not addictive        | 6                    | 6                     | 3                      | 7                 | 4                      | 9                     | 7              | 3             | 9            | 5           |
| Unsure                       | 34                   | 31                    | 39                     | 36                | 34                     | 34                    | 23             | 38            | 27           | 36          |
| I don't know what codeine is | 4                    | 5                     | 6                      | 4                 | 5                      | 1                     | 3              | 4             | 1            | 4           |

%

Base: All respondents, n=704

■ Indicatively high result

■ Indicatively low result

