AGENDA

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KEY RESEARCH QUESTIONS

1. What is the true impact that migraine has on the personal and professional lives of people diagnosed with migraine?

2. What are the disconnects between the public’s perception of migraine impact on people’s lives, jobs, families, etc., and what people diagnosed with migraine actually experience?
## METHODOLOGY & SAMPLE

### Methodology

15-minute, online, quantitative opinion survey conducted by Nielsen on behalf of Eli Lilly and Company in May 2017

### Recruitment

Respondents were recruited via email invitation from online panels, according to breakout shown below.

<table>
<thead>
<tr>
<th>People diagnosed with migraine</th>
<th>Knows someone with migraine</th>
<th>Community (Does not know someone with migraine)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample size</td>
<td>518</td>
<td>200</td>
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</tbody>
</table>
| Qualification criteria         | • Diagnosed with migraine by an HCP (self-reported)  
|                                | • Number of migraines per month, with sub-quotas for: 4+, 4-8, 9-14, 15+ | • Knows someone with migraine               | • Does not fall into either group  
|                                |                             | • Either a close relationship (spouse, child, roommate, other family member) or is a friend or colleague who has seen the impact of migraine  
|                                |                             | • Has not experienced undiagnosed migraine  | • Has not experienced undiagnosed migraine |
SUMMARY OF KEY FINDINGS

- People who do not have migraine often underestimate the pain and average duration of migraine
- Migraine adds stress and may result in less time with family
- Migraine may impact a person’s career potential
- Most respondents diagnosed with migraine agreed they wish they could do more to manage their disease
PEOPLE WHO DO NOT HAVE MIGRAINE OFTEN UNDERESTIMATE THE PAIN AND AVERAGE DURATION OF MIGRAINE
NOTABLY, THE WORST MIGRAINE PAIN RANKED HIGHER THAN THAT OF CHILDBIRTH AMONG THOSE SURVEYED WHO HAD EXPERIENCED BOTH

Among women diagnosed with migraine who have experienced childbirth (n=244)

Base: Experienced both childbirth and migraine (n=244)
Q11n. For each experience below, please select a point on the pain scale to indicate the level of pain.
RESPONDENTS DIAGNOSED WITH MIGRAINE ON AVERAGE RATED THE WORST MIGRAINE PAIN SIMILARLY TO THAT OF THE “MOST PAINFUL THING I HAVE EVER EXPERIENCED”

Average Rating on a 10-Point Pain Scale

- A TYPICAL MIGRAINE: 7.1
- BROKEN BONE: 7.0
- KIDNEY STONES: 8.3
- THE WORST MIGRAINE PAIN: 8.6
- THE MOST PAINFUL THING EVER EXPERIENCED: 8.7

Base: Migraine (n=518)
Q11n. For each experience below, please select a point on the pain scale to indicate the level of pain. For those which you have not personally experienced, please select the pain level you think people experience. (A typical migraine)
PEOPLE WHO DO NOT HAVE MIGRAINE UNDERESTIMATE THE SEVERITY OF THE DISEASE

People who do not have migraine underestimate level of pain

A TYPICAL MIGRAINE: 6.2  6.9C  7.1C
THE WORST MIGRAINE PAIN: 7.4  8.0C  8.6KC

...And the average duration of a migraine

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<thead>
<tr>
<th></th>
<th>Migraine</th>
<th>Knows Migraine</th>
<th>Community</th>
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<tbody>
<tr>
<td>Less than 6 hours</td>
<td>10%</td>
<td>14%</td>
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<td>6-12 hours</td>
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<td>13-24 hours</td>
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<tr>
<td>1-3 days</td>
<td>22%</td>
<td>24%</td>
<td>55MK</td>
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<tr>
<td>3+ days</td>
<td>35%</td>
<td>38%</td>
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<tr>
<td>4%</td>
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<td>12%</td>
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Base: Migraine (n=518), Knows Someone with Migraine (n=200), Community (n=300); Statistical testing conducted at the 95% confidence level. Superscript indicates statistical significance; Q6. How long does a migraine typically last? How long do you think a migraine typically lasts? Please think about all migraine symptoms, including anything that may come before or after head pain.; Q11n. For each experience below, please select a point on the pain scale to indicate the level of pain.
NEARLY ALL RESPONDENTS DIAGNOSED WITH MIGRAINE (91 PERCENT) AGREED THOSE WHO DO NOT SUFFER FROM MIGRAINE DO NOT UNDERSTAND THE SEVERITY OF THE DISEASE

% Agree Top 3 Box

People who don't suffer from migraines don't truly understand the severity of the disease 91%

It has been difficult to explain migraines and the impact they have on my life to others 75%

Base: Migraine (n=518); agree is top box agreement on a 6 point scale
Q11./Q21. Using the scale shown below, please indicate how much you agree or disagree with the following statements. Top 3 Box on 6 point scale
ALTHOUGH PEOPLE WHO DO NOT HAVE MIGRAINE ARE AWARE THAT MIGRAINE IS NOT JUST A HEADACHE, THEY ARE LESS LIKELY TO KNOW IT’S A NEUROLOGICAL DISEASE

Most people who do not have migraine are aware that migraine is not just a headache…

<table>
<thead>
<tr>
<th>Statement</th>
<th>Migraine (n=518)</th>
<th>Knows Someone with Migraine (n=200)</th>
<th>Community (n=300)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Migraine headaches are different from other headaches</td>
<td>94%</td>
<td>91%</td>
<td>83%</td>
</tr>
<tr>
<td>Migraine treatment should be managed by a doctor or healthcare professional</td>
<td>95%</td>
<td>93%</td>
<td>73%</td>
</tr>
<tr>
<td>Migraine is not just a headache</td>
<td>91%</td>
<td>88%</td>
<td>80%</td>
</tr>
<tr>
<td>Migraine is one of the top 10 most disabling diseases</td>
<td>78%</td>
<td>73%</td>
<td>53%</td>
</tr>
<tr>
<td>Migraine is a neurological disease</td>
<td>79%</td>
<td>69%</td>
<td>46%</td>
</tr>
</tbody>
</table>

But they’re less likely to know the specifics.

Base: Migraine (n=518), Knows Someone with Migraine (n=200), Community (n=300); Statistical testing conducted at the 95% confidence level. Superscript indicates statistical significance.

Q3. Using the scale shown below, please indicate how much you agree or disagree with the following statements. Top 3 Box Summary.
MIGRAINE FREQUENTLY ADDS STRESS AND MAY RESULT IN LESS TIME WITH FAMILY
RESPONDENTS DIAGNOSED WITH MIGRAINE EXPERIENCED ON AVERAGE 15.4 COMPLETELY PAIN-FREE DAYS OVER PREVIOUS 30 DAYS

People diagnosed with migraine haven't been able to do what they want for 6.9 days over the previous 30 days…

# of days haven’t been able to do what you want

…and have had even more days with some kind of pain over the previous 30 days

# of days completely pain-free

Base: Migraine (n=518); *MHD=‘migraine headache days’ or days with migraine pain or symptoms in of the previous 30 days

Q17B. In the past 30 days, how many days have you not been able to do what you want because of migraines?

Q17C. In the past 30 days, how many days have you been completely pain-free?
Events or Plans Missed Because of Migraine

Work or school event
Regular days of work, big presentation or meeting, a raise, test or final exam, school presentation

Big event
Graduation, wedding, holiday gathering, vacation or trip

Casual plans
Party, dinner reservations, celebration

Kids’ event
School play, sporting event, birthday party

Average important events missed in the previous year

7.4

Base: Migraine (n=518); *MHD=‘migraine headache days’ or days with migraine pain or symptoms in of the previous 30 days
Q16. Have you ever missed any of the following because of migraines? Yes Summary? Q18. In the past year, how many important events (major work events, weddings, holiday gatherings, parties, vacations/trips, kids’ events, etc.) have you missed because of migraines?
82 PERCENT OF PEOPLE DIAGNOSED WITH MIGRAINE AGREED IT IS STRESSFUL TO HAVE AN UNPREDICTABLE DISEASE LIKE MIGRAINE

% Agree Top 3 Box

**Stress from Unpredictability**
- It's stressful to have an unpredictable disease like migraine: 82%
- Thinking about migraines and whether I will get a migraine adds stress to my daily life: 55%

**Worry about Attacks**
- I worry about the effect that migraines may have on my day, if I get one: 74%

**Avoiding and Managing Triggers**
- Trying to avoid getting a migraine adds stress to my daily life: 54%
- Even when I don't have a migraine, my life is affected because I am thinking about possible triggers: 53%

Base: Migraine (n=518)
Q23. Using the scale shown below, please indicate how much you agree or disagree with the following statements.
Agreement Scale: '(6) Strongly agree ' (5) Mostly agree ' (4) Somewhat agree ' (3) Somewhat disagree ' (2) Mostly disagree ' (1) Strongly disagree
70 PERCENT OF PEOPLE DIAGNOSED WITH MIGRAINE AGREED THEY’VE AVOIDED MAKING PLANS BECAUSE OF MIGRAINE

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Agree</th>
</tr>
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<tbody>
<tr>
<td>I’ve avoided making plans because of migraines</td>
<td>70%</td>
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<tr>
<td>I avoid making plans when I think it’s likely I’m going to get a migraine</td>
<td>60%</td>
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<tr>
<td>When I’m making plans, I’m always thinking about the possibility of migraines interfering</td>
<td>52%</td>
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<tr>
<td>I have been invited to fewer activities or events because of my migraines</td>
<td>31%</td>
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</table>

Base: Migraine ; (n=518), agree is top 3 box on a 6 point scale
Q15. Using the scale shown below, please indicate how much you agree or disagree with the following statements.
## MIGRAINE MAY RESULT IN LESS TIME WITH FAMILY

% Agree Top 3 Box

Among people diagnosed with migraine who have children under 13…

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>77%</td>
<td>Agreed they’re not able to <strong>interact with their kids</strong> as much as they would like to because of migraines</td>
</tr>
<tr>
<td>80%</td>
<td>Agreed their kids have <strong>more screen time</strong> than they want them to when they are suffering from a migraine</td>
</tr>
<tr>
<td>79%</td>
<td>Agreed their migraines impact the <strong>ability to take care</strong> of their family</td>
</tr>
</tbody>
</table>

63% of people diagnosed with migraine who have children of any age

53% of people diagnosed with migraine who have children of any age

72% for **all people diagnosed with migraine**

Base: Migraine with children (n=334) and children under 13 (n=201) for first two statements; All People diagnosed with migraine (n=518) for third statement; Q15. Using the scale shown below, please indicate how much you agree or disagree with the following statements. Q10. Thinking about the overall impact migraines have had on your life, to what extent do you believe that migraines have negatively affected your…
MIGRAINE MAY IMPACT A PERSON’S CAREER POTENTIAL
MORE THAN HALF OF PEOPLE DIAGNOSED WITH MIGRAINE AGREED THEY TRY TO HIDE THE TRUE IMPACT OF THE DISEASE

% Agree Top 3 Box

- My co-workers, bosses and other people at work do not understand the true impact of my migraines: 68%
- I worry that my coworkers think I'm faking or exaggerating when I have a migraine: 58%
- I sometimes feel like my job is in jeopardy because of migraines: 29%

62% Agreed they try to hide the true impact of their migraines from people at work or school.

Base: Migraine (n=518); Agree is top 3 box on 6 point scale
Q11./Q13./Q15./Q23. Using the scale shown below, please indicate how much you agree or disagree with the following statements.
39 PERCENT OF PEOPLE DIAGNOSED WITH MIGRAINE AGREED THEY’VE MISSED OPPORTUNITIES DUE TO MIGRAINE

Among employed respondents diagnosed with migraine, seven out of 10 (68 percent) agreed they have been less productive at work due to migraine:

% Agree Top 3 Box

- Missed out on opportunities at work (promotions, etc.): 39%
- Missed out on additional earning potential at work: 38%
- Chose to turn down opportunities at work (promotions, etc.): 32%
- Changed jobs to minimize the likelihood of getting a migraine: 29%

55% agreed migraines have impacted career goals

Base: People diagnosed with migraine who work (n=227); total Migraine for changed job and career goals (n=518) agree is top 3 box agreement on a 6 point scale; Q15. Using the scale shown below, please indicate how much you agree or disagree with the following statements. Q10. Thinking about the overall impact migraines have had on your life, to what extent do you believe that migraines have negatively impacted your…
MOST RESPONDENTS DIAGNOSED WITH MIGRAINE AGREED THEY WISH THEY COULD DO MORE TO MANAGE THEIR DISEASE
NEARLY ALL THOSE SURVEYED WHO HAVE A FAMILY MEMBER WITH MIGRAINE (90 PERCENT) AGREED THEY FEEL “HELPLESS” WHEN THEIR LOVED ONE HAS A MIGRAINE

% Agree Top 3 Box: Knows Someone with Migraine

- I feel helpless when my [relationship] has a migraine*: 92%
- My [relationship] doesn’t seem like themselves when they have a migraine*: 84%
- His/her entire life is put on hold when my [relationship] has a migraine*: 82%
- I admire the way my [relationship] copes with their migraines*: 84%

Base: Knows Someone with Migraine (n=200)
Q12. Using the scale shown below, please indicate how much you agree or disagree with the following statements.

I wish my [relationship] would seek better care or treatment for their migraines*
…AND ABOUT HALF OF PEOPLE DIAGNOSED WITH MIGRAINE AGREED THEY SOMETIMES FEEL GUILTY AND BLAME THEMSELVES FOR CONTINUED MIGRAINES

% Agree Top 3 Box

48%
Agreed they sometimes feel guilty about their migraines because they feel like they might be able to do more to prevent them

46%
Agreed they sometimes blame themselves for migraines

Base: Migraine (n=518); Top 3 box agreement on a 6 point scale
Q12. Using the scale shown below, please indicate how much you agree or disagree with the following statements.
THOUGH PEOPLE DIAGNOSED WITH MIGRAINE AGREED THEY ARE MOSTLY SATISFIED WITH THEIR MEDICAL CARE, MOST AGREED THEY WISH THERE WAS MORE THEY COULD DO TO MANAGE MIGRAINE

% Agree Top 3 Box

- My doctor listens to and acknowledges me when I talk about the impact of my migraines: 79%
- I am happy with the care my doctor provides for my migraines: 71%
- Challenge in talking to doctor about migraine: Other health concerns take priority: 46%
- My doctor isn’t effectively managing my migraines: 35%
- My doctor or other healthcare provider has said that I just have to deal with my migraines: 30%
- I feel like I’m being judged when I go to my doctor or other healthcare provider’s office for migraines: 30%
- When it comes to discussing and treating my migraines, I have felt dismissed by my doctor: 30%

Base: Migraine (n=518); top 3 box on 6 point scale
Q21. Using the scale shown below, please indicate how much you agree or disagree with the following statements.
APPENDIX
DEMOGRAPHICS: PEOPLE DIAGNOSED WITH MIGRAINE

Gender
- 26% male
- 74% female

Age
- 43

Household income
- Less than $25,000
- $25,000 to $49,999
- $50,000 to $99,999
- $100,000 to $149,999
- $150,000 to $199,999
- $200,000 to $249,999
- $250,000 or more

Education
- High school or less
- Job-specific training
- Some college, but no degree
- Associate Degree
- College (such as B.A., B.S.)
- Some grad school, but no degree
- Graduate degree

Employment status
- Employed full-time
- Employed part-time
- Student
- Not employed

- 32%
- 11%
- 53%

- 15%
- 24%
- 23%
- 18%
- 5%
- 10%
**DEMOGRAPHICS: PEOPLE DIAGNOSED WITH MIGRAINE**

- **MHD per month**
  - 0-3 days: 33%
  - 4-8 days: 26%
  - 9-14 days: 14%
  - 15+ days: 27%

- **Age diagnosed with migraine**
  - 24

- **Have a significant other/romantic partner**: 76%
  - and
  - **Live with that person**: 87%

- **Have children**: 65%
  - % who have children of age...
    - Infant to 4 years: 38%
    - 5-12 years: 62%
    - 13-17 years: 34%

- **Number of days migraine medication was taken in previous month**
  - 11

- **Comorbidities**
  - Depression: 50%
  - Hypertension: 27%
  - Diabetes: 9%
  - RA: 8%
  - Psoriasis: 6%
  - Crohn’s Disease: 1%
DEMOGRAPHICS: KNOWS SOMEONE WITH MIGRAINE

Gender
- Male: 42%
- Female: 58%

Age
- 44 years

Employment status
- Employed full-time: 15%
- Employed part-time: 15%
- Student: 4%
- Not employed: 66%

Household income
- Less than $25,000: 10%
- $25,000 to $49,999: 15%
- $50,000 to $99,999: 20%
- $100,000 to $149,999: 21%
- $150,000 to $199,999: 25%
- $200,000 to $249,999: 3%
- $250,000 or more: 4%

Education
- High school or less: 16%
- Job-specific training: 4%
- Some college, but no degree: 19%
- Associate Degree: 12%
- College (such as B.A., B.S.): 21%
- Some grad school, but no degree: 3%
- Graduate degree: 2%
DEMOGRAPHICS: COMMUNITY (DOES NOT KNOW SOMEONE WITH MIGRAINE)

Gender

- 45% male
- 55% female

Age

- 48 years

Household income

- Less than $25,000: 7%
- $25,000 to $49,999: 22%
- $50,000 to $99,999: 16%
- $100,000 to $149,999: 20%
- $150,000 to $199,999: 4%
- $200,000 to $249,999: 4%
- $250,000 or more: 3%

Education

- High school or less: 19%
- Job-specific training: 4%
- Some college, but no degree: 16%
- Associate Degree: 21%
- College (such as B.A., B.S.): 25%
- Some grad school, but no degree: 12%
- Graduate degree: 3%

Employment status

- Employed full-time: 21%
- Employed part-time: 18%
- Student: 58%
- Not employed: 3%

Gender:

- 45% male
- 55% female

Age:

- 48 years
# CONDITION AWARENESS

**Awareness of Conditions**

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<td>Asthma</td>
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<td>Rheumatoid Arthritis</td>
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Base: All respondents; Migraine (n=518), Knows Someone with Migraine (n=200), Community (n=300)
Q2a. How would you describe your level of awareness about each of the following conditions?

- I have heard of this condition, and I know a lot about it
- I have heard of this condition, but I only know a little about it
- I have heard of this condition, but I don't know anything about it
- I have not heard of this condition
MIGRAINE AWARENESS

% Agree Top 3 Box

Migraine headaches are different from other headaches
- Diagnosed with Migraine: 94%
- Knows Someone with Migraine: 83%
- Community: 91%

Migraine treatment should be managed by a doctor or healthcare professional
- Diagnosed with Migraine: 95%
- Knows Someone with Migraine: 93%
- Community: 93%

Migraine is not just a headache
- Diagnosed with Migraine: 88%
- Knows Someone with Migraine: 81%
- Community: 91%

Migraine is one of the top 10 most disabling diseases
- Diagnosed with Migraine: 73%
- Knows Someone with Migraine: 78%
- Community: 73%

Migraine is a neurological disease
- Diagnosed with Migraine: 46%
- Knows Someone with Migraine: 69%
- Community: 79%

Migraines can be adequately treated with over the counter medications
- Diagnosed with Migraine: 37%
- Knows Someone with Migraine: 33%
- Community: 40%

There’s nothing that can be done about migraines. ... have to “just live with them.”
- Diagnosed with Migraine: 21%
- Knows Someone with Migraine: 35%
- Community: 35%

Migraines have little impact on people’s everyday lives
- Diagnosed with Migraine: 14%
- Knows Someone with Migraine: 12%
- Community: 15%

Migraine is not a real medical concern
- Diagnosed with Migraine: 8%
- Knows Someone with Migraine: 9%
- Community: 10%

Base: All respondents; Migraine (n=518), Knows Someone with Migraine (n=200), Community (n=300)
Q3. Using the scale shown below, please indicate how much you agree or disagree with the following statements.
Understanding Cause of Migraine

- **Diagnosed with Migraine**
  - Migraine has specific biological causes: 38%
  - Migraine is caused by lifestyle and habits: 28%
  - The underlying cause of migraine is unknown: 34%

- **Knows Someone with Migraine**
  - Migraine has specific biological causes: 35%
  - Migraine is caused by lifestyle and habits: 30%
  - The underlying cause of migraine is unknown: 35%

- **Community**
  - Migraine has specific biological causes: 35%
  - Migraine is caused by lifestyle and habits: 27%
  - The underlying cause of migraine is unknown: 38%

Base: All respondents; Diagnosed with migraine (n=518), Knows Someone with Migraine (n=200), Community (n=300)
Q3b. Which of the following best matches your understanding of the underlying cause of migraine?
# MIGRAINE SYMPTOMS

<table>
<thead>
<tr>
<th>Symptoms Experienced During Migraine</th>
<th>Symptoms People Think May Be Associated With Migraine</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>People Diagnosed with Migraine</strong></td>
<td><strong>Knows Someone with Migraine</strong></td>
</tr>
<tr>
<td>Head pain</td>
<td>98%</td>
</tr>
<tr>
<td>Throbbing pain</td>
<td>94%</td>
</tr>
<tr>
<td>Body or neck aches</td>
<td>78%</td>
</tr>
<tr>
<td>Nausea</td>
<td>80%</td>
</tr>
<tr>
<td>Vomiting</td>
<td>49%</td>
</tr>
<tr>
<td>Sensitivity to light</td>
<td>91%</td>
</tr>
<tr>
<td>Sensitivity to sound</td>
<td>85%</td>
</tr>
<tr>
<td>Visual effects and/or aura</td>
<td>79%</td>
</tr>
<tr>
<td>Numbness or tingling in the hands, arms, feet, legs or face</td>
<td>45%</td>
</tr>
<tr>
<td>Fatigue</td>
<td>86%</td>
</tr>
<tr>
<td>Brain fog, inability to focus</td>
<td>84%</td>
</tr>
<tr>
<td>Dizziness/ light-headedness</td>
<td>79%</td>
</tr>
</tbody>
</table>

**Average Number of Symptoms**

- **People Diagnosed with Migraine**: 9.5
- **Knows Someone with Migraine**: 10.4
- **Community**: 9.3

Base: All respondents; Migraine (n=518), Knows Someone with Migraine (n=200), Community (n=300)

Q4. Do you experience any of the following symptoms when you have a migraine? When answering, consider symptoms that you may only have some of the time. Please indicate which of the following symptoms you think may be associated with a migraine.
Agreement with “Sometimes, other migraine symptoms (like nausea/vomiting, sensitivity to light/sound, visual effects/aura, or numbness and tingling) can be worse than the head pain”
Duration of a Typical Migraine, in Hours

- Diagnosed with Migraine: 31.0 hours
- Knows Someone with Migraine: 25.9 hours
- Community: 17.1 hours

Base: All respondents; Diagnosed with Migraine (n=518), Knows Someone with Migraine (n=200), Community (n=300)

Q6. How long does a migraine typically last? / How long do you think a migraine typically lasts? Please think about all migraine symptoms, including anything that may come before or after head pain.
IMPACT ON...

% Agree Top 3 Box: Knows Someone with Migraine

- Mood: 90%
- Energy level: 87%
- Participation in physical activities: 87%
- Sleep: 82%
- General overall health: 82%
- Hobbies/leisure activities: 80%
- Day-to-day life: 78%
- Ability to keep up with household chores: 75%
- Ability to go to work/school: 74%
- Ability to take care of family: 72%
- Social life: 69%
- Relationships with family: 59%
- Sex life: 56%
- Career goals: 55%
- Romantic relationships: 53%
- Self-confidence: 51%
- Friendships: 48%
- Financial situation: 46%

Base: All respondents; Migraine (n=518), Knows Someone with Migraine (n=200), Community (n=300)

Q10. Thinking about the overall impact migraines have had on your / ...’s life, on peoples’ lives, to what extent do you believe that migraines have negatively affected your / ...’s... / negatively affect sufferer’s...
AGREEMENT STATEMENTS: PEOPLE DIAGNOSED WITH MIGRAINE

% Agree Top 3 Box: People Diagnosed with Migraine

I don’t feel like myself when I have a migraine: 96%
Even once a migraine is over, I still have to play catch-up to make up for lost time: 85%
I’ve had to miss going out with friends/family because of migraines: 84%
My entire life is put on hold when I have a migraine: 81%
I’ve had to isolate myself from others because of migraines: 81%
My professors and/or advisors do not understand the true impact of my migraines: 78%
It has been difficult to explain migraines and the impact they have on my life to others: 75%
I’ve avoided making plans because of migraines: 70%
My co-workers, bosses and other people at work do not understand the true impact of my migraines: 68%
I try to hide the true impact of my migraines from people at work or school: 62%
I try to hide the true impact of my migraines from my friends and family: 61%
I’ve driven in a way that is unsafe (because I’m having visual impairment, nausea, vomiting or pain) because of migraine: 50%
Managing migraines has caused a financial burden on my family: 43%
My spouse/partner does not understand the true impact of my migraines: 40%

Q11. Using the scale shown below, please indicate how much you agree or disagree with the following statements.
<table>
<thead>
<tr>
<th>Statement</th>
<th>Agreement (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel helpless when my [relationship] has a migraine</td>
<td>92%</td>
</tr>
<tr>
<td>My [relationship] doesn’t seem like themselves when they have a migraine</td>
<td>84%</td>
</tr>
<tr>
<td>I admire the way my [relationship] copes with their migraines</td>
<td>84%</td>
</tr>
<tr>
<td>His/her entire life is put on hold when my [relationship] has a migraine</td>
<td>82%</td>
</tr>
<tr>
<td>I wish my [relationship] would seek better care or treatment for their migraines</td>
<td>74%</td>
</tr>
<tr>
<td>My [relationship]’s co-workers, bosses or teachers do not understand the true impact of their migraines</td>
<td>71%</td>
</tr>
<tr>
<td>It has been difficult to explain migraines and the impact they have on my [relationship]’s life to others</td>
<td>70%</td>
</tr>
<tr>
<td>My [relationship] is more isolated because of their migraines</td>
<td>61%</td>
</tr>
<tr>
<td>It can be difficult to explain the impact my [relationship]’s migraines on me</td>
<td>60%</td>
</tr>
<tr>
<td>I have had to explain migraines to my children</td>
<td>59%</td>
</tr>
<tr>
<td>I don’t think I understand the true impact of my [relationship]’s migraines on his/her life</td>
<td>57%</td>
</tr>
<tr>
<td>I’ve avoided making plans because of my [relationship]’s migraines</td>
<td>53%</td>
</tr>
<tr>
<td>I feel less important to my [relationship] because of their migraines</td>
<td>36%</td>
</tr>
<tr>
<td>I feel ignored by my [relationship] because of their migraines</td>
<td>33%</td>
</tr>
</tbody>
</table>
My partner has had to change plans or routines because of my migraines

I worry that my coworkers think I'm faking or exaggerating when I have a migraine

I worry that my family sometimes thinks I'm faking or exaggerating migraines to get out of household chores

I worry that I will not be invited back to social events if I cancel too much because of migraines

I worry that my partner sometimes thinks I'm faking or exaggerating migraines to get out of having sex

Migraines have ruined a romantic relationship of mine

Base: All respondents; Migraine (Base Varies)

Q13. Using the scale below, please indicate how much you agree or disagree with the following statements.
AGREEMENT STATEMENTS

% Agree Top 3 Box

1. Migraines are a significant burden on my/my ...'s life/Migraines are a significant burden on the lives of people who have them
   - Diagnosed with Migraine: 78%
   - Knows Someone with Migraine: 77%
   - Community: 90%

2. My partner has to pick up the slack around the house when I have a migraine / I have to pick up the slack around the house when ... has a migraine
   - Diagnosed with Migraine: 76%
   - Knows Someone with Migraine: 77%

3. Migraines have negatively impacted intimacy in my relationship
   - Diagnosed with Migraine: 48%
   - Knows Someone with Migraine: 68%

4. I have had to change my plans or routines because of my partner's migraines
   - Knows Someone with Migraine: 83%

Base: All respondents; Migraine (Base Varies), Knows Someone with Migraine (Base Varies), Community (Base Varies)

Q13. Using the scale below, please indicate how much you agree or disagree with the following statements.
EMOTIONS FELT DUE TO MIGRAINE

How Often Migraines Make You/People Feel…. % Top 2 Box Always/Often

Frustrated: 82% 38%
Isolated: 75% 76%
Anxious: 76% 76%
Depressed: 79% 75%
Misunderstood: 71% 76%
Angry: 67% 74%
Desperate: 71% 73%
Resentful: 59%
Guilty: 46%

Diagnosed with Migraine
Knows Someone with Migraine
Community

Base: All respondents; Migraine (n=518), Knows Someone with Migraine (n=200), Community (n=300)
Q14. How often do your/you think migraines make people feel...? Please think of how migraines make you/people feel overall, not just how you feel during a migraine.
I/ People have been less productive at work due to migraines

I/ People have missed out on additional earning potential at work due to migraines

I/ People have missed out on opportunities at work (promotions, etc.) due to migraines

I have/ My ... has been invited to fewer activities or events because of my/their migraines

I/ People have chosen to turn down opportunities at work (promotions, etc.) due to migraines

Base: All respondents; Migraine (Base Varies), Knows Someone with Migraine (Base Varies), Community (Base Varies)

Q15. Using the scale shown below, please indicate how much you agree or disagree with the following statements.
I have been less productive at school due to migraines - 28%
I have not been able to adequately prepare for exams, presentations, finals, etc. due to migraines - 57%
I'm not able to interact with my kid(s) as much as I would like to because of migraines - 63%
My kids have more screen time than I want them to when I am suffering from a migraine - 53%
When I'm making plans, I'm always thinking about the possibility of migraines interfering - 52%
I avoid making plans when I think it's likely I'm going to get a migraine - 60%
I sometimes feel like I'm missing out on life because of migraines - 67%
EVENTS MISSED DUE TO MIGRAINE

Events Missed Due to Migraine: People diagnosed with migraine

<table>
<thead>
<tr>
<th>Event</th>
<th>Missed Due to Migraine</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular days of work</td>
<td></td>
<td>82%</td>
</tr>
<tr>
<td>Test or final exam</td>
<td></td>
<td>35%</td>
</tr>
<tr>
<td>Big meeting at work</td>
<td></td>
<td>32%</td>
</tr>
<tr>
<td>School presentation</td>
<td></td>
<td>32%</td>
</tr>
<tr>
<td>Big presentation at work</td>
<td></td>
<td>15%</td>
</tr>
<tr>
<td>A raise</td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>Holiday gathering</td>
<td></td>
<td>58%</td>
</tr>
<tr>
<td>Vacation or trip</td>
<td></td>
<td>27%</td>
</tr>
<tr>
<td>Wedding</td>
<td></td>
<td>23%</td>
</tr>
<tr>
<td>Graduation</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>Party</td>
<td></td>
<td>71%</td>
</tr>
<tr>
<td>Celebration</td>
<td></td>
<td>62%</td>
</tr>
<tr>
<td>Dinner reservations</td>
<td></td>
<td>60%</td>
</tr>
<tr>
<td>Kid’s sporting event</td>
<td></td>
<td>40%</td>
</tr>
<tr>
<td>Kid’s birthday party</td>
<td></td>
<td>31%</td>
</tr>
<tr>
<td>School play</td>
<td></td>
<td>19%</td>
</tr>
</tbody>
</table>

Base: Migraine (n=399)
Q16. Have you ever missed any of the following because of migraines?
LEVEL OF SUPPORT

Level of Support

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Not Applicable</th>
<th>Not supportive at all</th>
<th>Sometimes supportive</th>
<th>Always supportive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spouse/partner (n=518)</td>
<td>23%</td>
<td>1%</td>
<td>19%</td>
<td>57%</td>
</tr>
<tr>
<td>Parents (n=518)</td>
<td>26%</td>
<td>6%</td>
<td>20%</td>
<td>48%</td>
</tr>
<tr>
<td>Children (n=324)</td>
<td>10%</td>
<td>1%</td>
<td>31%</td>
<td>58%</td>
</tr>
<tr>
<td>Friends (n=518)</td>
<td>9%</td>
<td>4%</td>
<td>41%</td>
<td>46%</td>
</tr>
<tr>
<td>Co-workers (n=165)</td>
<td>10%</td>
<td>7%</td>
<td>59%</td>
<td>24%</td>
</tr>
<tr>
<td>Employer (n=165)</td>
<td>8%</td>
<td>11%</td>
<td>58%</td>
<td>23%</td>
</tr>
<tr>
<td>Doctor/HCP (n=518)</td>
<td>5%</td>
<td>4%</td>
<td>26%</td>
<td>65%</td>
</tr>
<tr>
<td>Online communities (n=518)</td>
<td>71%</td>
<td>5%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Professors (n=8*)</td>
<td>22%</td>
<td>7%</td>
<td>50%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Base: Migraine (n=518)
Q19. How supportive are each of the following people when it comes to migraines and the effects they have on your life?
### AGREEMENT STATEMENTS: PEOPLE DIAGNOSED WITH MIGRAINE

#### % Agree Top 3 Box

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>My doctor listens to and acknowledges me when I talk about the impact of my migraines</td>
<td>79%</td>
</tr>
<tr>
<td>I am happy with the care my doctor provides for my migraines</td>
<td>71%</td>
</tr>
<tr>
<td>I have a migraine treatment that works</td>
<td>69%</td>
</tr>
<tr>
<td>My doctor isn’t effectively managing my migraines</td>
<td>35%</td>
</tr>
<tr>
<td>I trust other sources for information on migraines (online communities, friends/family, etc.) more than my doctor</td>
<td>35%</td>
</tr>
<tr>
<td>My doctor or other healthcare provider has said that I just have to deal with my migraines</td>
<td>30%</td>
</tr>
<tr>
<td>I feel like I’m being judged when I go to my doctor or other healthcare provider’s office for migraines</td>
<td>30%</td>
</tr>
<tr>
<td>When it comes to discussing and treating my migraines, I have felt dismissed by my doctor</td>
<td>30%</td>
</tr>
</tbody>
</table>

Base: Migraine (n=518)
Q21. Using the scale shown below, please indicate how much you agree or disagree with the following statements.
RELATIONSHIP WITH DOCTOR

Average Doctors/ HCPs Seen for Treatment of Migraine, Since Diagnosis

3.6

Last Time Talked to Doctor About Migraine

<table>
<thead>
<tr>
<th>Time</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within the past 3 months</td>
<td>40%</td>
</tr>
<tr>
<td>4-6 months ago</td>
<td>16%</td>
</tr>
<tr>
<td>7-12 months ago</td>
<td>17%</td>
</tr>
<tr>
<td>1-2 years ago</td>
<td>14%</td>
</tr>
<tr>
<td>3-5 years ago</td>
<td>7%</td>
</tr>
<tr>
<td>Longer than 5 years ago</td>
<td>7%</td>
</tr>
</tbody>
</table>

Type of Doctor Most Recently Seen for Migraine

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>PCP</td>
<td>61%</td>
</tr>
<tr>
<td>Internist</td>
<td>3%</td>
</tr>
<tr>
<td>Neurologist</td>
<td>29%</td>
</tr>
<tr>
<td>Pain Specialist</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

Base: Migraine (n=518)
Q22. How many doctors or healthcare providers have you seen for the treatment of your migraine, since your diagnosis of migraines?
Q22b. When is the last time you talked to a doctor about your migraines?
Q22bn. What type of doctor have you most recently talked to about your migraines?
DOCTOR CHALLENGES

Challenges Around Talking to Doctor About Migraine: People diagnosed with migraine

- Other health concerns take priority: 46%
- My doctor doesn't ask about migraine: 25%
- None of the treatments my doctor has prescribed in the past have worked very well, so I don't bother anymore: 24%
- Not enough time during appointments: 23%
- I don't think I see the appropriate type of doctor: 20%
- My doctor doesn't seem to understand migraine: 19%
- My doctor lacks empathy about my migraine: 19%
- I'm managing well enough with over-the-counter medications that I don't need to talk to a doctor: 18%
- I don't want to bother my doctor with my migraine: 16%
- Other: 6%

Base: Migraine (n=518)
Q22c. Do you have any of the following challenges around talking to your doctor about migraine?
I do everything I can to best manage migraines 92%
Regardless of identifying and avoiding my triggers, I still suffer from migraines 87%
Managing my lifestyle helps to prevent migraines 64%
No matter how much I try, I don’t feel like I can manage migraines 54%
I sometimes blame myself for migraines 46%
I think I could fully prevent migraines if I avoided all of my triggers 35%
I’ve changed jobs to minimize the likelihood of getting a migraine 29%
People who don’t suffer from migraines don’t truly understand the severity of the disease

I wish there was more I could do to manage my migraines

I am always looking for signs that I might have a migraine attack

I feel equipped with the tools I need to manage migraines

I am often overwhelmed with managing migraines

Whenever I make big plans, I worry that I might miss them because of a migraine

I am hesitant to make plans because of my migraines
Some things that cause migraines are out of the control of the person with migraine

If people would manage their lives better, they wouldn’t have migraine pain

Part of me feels that people with migraines exaggerate their condition

Base: All respondents; Knows Someone with Migraine (n=200), Community (n=300)

Q21n. Using the scale shown below, please indicate how much you agree or disagree with the following statements.
It's stressful to have an unpredictable disease like migraines 82%
I always have to have my medications with me in case I get a migraine attack 77%
I worry about the effect that migraines may have on my day, if I get one 74%
I feel comfortable talking to others about migraines 73%
If a migraine attack starts while I'm not home, I worry about getting home or somewhere else safe in time 71%
Thinking about migraines and whether I will get a migraine adds stress to my daily life 55%
Trying to avoid getting a migraine attack adds stress to my daily life 54%
I worry that people think I'm lazy because of the impact migraines have on my life and ability to perform tasks 54%
Even when I don't have a migraine attack, my life is affected because I am thinking about possible triggers 53%
When I am looking forward to a big event, I worry that I may have a migraine attack 53%
I sometimes feel guilty about my migraines because I feel like I might be able to do more to prevent them 48%
It can be hard to be a man with migraines since they're more common among women 44%
I have been told to “get over it” when I am suffering from a migraine attack 40%
I feel more comfortable talking with other migraine sufferers in online communities than I do with my family and friends 36%
I sometimes feel like my job is in jeopardy because of migraines 29%
I have been made fun of for having migranes 28%

Base: Migraine (Base Varies)
Q23. Using the scale shown below, please indicate how much you agree or disagree with the following statements.
Awareness of Migraine Treatments

AWARENESS OF MIGRAINE TREATMENTS

Base: All respondents; Migraine (n=518), Knows Someone with Migraine (n=200), Community (n=300)
Q26. Which of the following types of migraine treatments are you aware of?
Sources Used to Look for Information About Migraine and Migraine Treatments: People diagnosed with migraine

- My doctor or other healthcare provider: 92%
- General health sites like WebMD: 46%
- General internet searches: 37%
- Specific sites about migraine, like the migraine research foundation or migraine.com: 37%
- Friends and family: 32%
- Social media or online groups: 17%
- Other: 1%

Base: Migraine (n=518)
Q27. What sources do you use when looking for information about migraine and migraine treatments?
FOR MORE INFORMATION

For more details about the 2017 Migraine Impact Report, please click here [INSERT HYPERLINK TO Multimedia News Release]. For more information about migraine and resources available for patients, such as finding a doctor in your area, visit the American Migraine Foundation [website].

About the 2017 Migraine Impact Report
The 2017 Migraine Impact Report is a 15-minute, online, quantitative opinion survey conducted by Nielsen on behalf of Eli Lilly and Company in May 2017. The survey was completed by 1,018 U.S. adults, including 518 people who have been diagnosed with migraine by a healthcare provider, 200 people who know a family member with migraine, and 300 community members who do not know someone with migraine. Data for both people diagnosed with migraine and the general population were weighted to ensure representation from each group. Survey respondents were not restricted based on frequency or severity of migraine.

About the American Migraine Foundation
The American Migraine Foundation is a nonprofit foundation supported by the American Headache Society and generous donors dedicated to the advancement of migraine research. Its mission is to support innovative research that will lead to improvement in the lives of those who suffer from migraine and other disabling headaches. www.americanmigrainefoundation.org is the companion website to the American Headache Society (www.americanheadachesociety.org), the professional services organization for the world's foremost clinicians and researchers working in migraine.

About Lilly in Migraine
Lilly has been committed to helping people suffering from migraine for over 25 years, investigating more than a dozen different compounds for the treatment of headache disorders. These research programs have accelerated understanding of this disease and advanced the development of Lilly’s comprehensive late-stage development programs studying potential treatments for the acute and preventive treatment of migraine. Our goal is to make life better for people diagnosed with migraine by offering comprehensive solutions to prevent or stop this disabling disease. The combined clinical, academic and professional experience of our experts helps us to build our research portfolio, identify challenges for healthcare providers and pinpoint the needs of patients living with migraine and cluster headache.

About Eli Lilly and Company
Lilly is a global healthcare leader that unites caring with discovery to make life better for people around the world. We were founded more than a century ago by a man committed to creating high-quality medicines that meet real needs, and today we remain true to that mission in all our work. Across the globe, Lilly employees work to discover and bring life-changing medicines to those who need them, improve the understanding and management of disease, and give back to communities through philanthropy and volunteerism. To learn more about Lilly, please visit us at www.lilly.com and www.lilly.com/newsroom/social-channels.