

Motrin
**MAKE IT HAPPEN
 WEEKENDS**

TO FIND OUT MORE ABOUT HOW WOMEN "MAKE IT HAPPEN" IN THEIR HOMES, THE MAKERS OF MOTRIN® POLLED WOMEN ABOUT THEIR DIY ("DO IT YOURSELF") HABITS. HERE'S WHAT THE SURVEY REVEALED:

80%
 agree that working on home improvement projects with their significant other strengthens their relationship

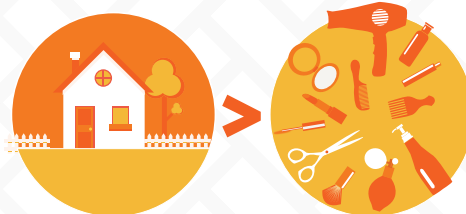
62%
 frequently include their children when working on DIY projects at home



62%
 would find completing a DIY project more satisfying than binge-watching their favorite tv show



75%
 would find a home makeover more satisfying than a beauty makeover



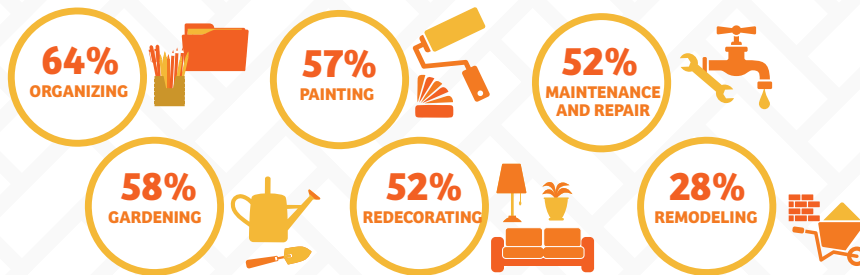
81%
 do NOT stretch or warm up before working on DIY projects



76%
 of women lead DIY projects in their household



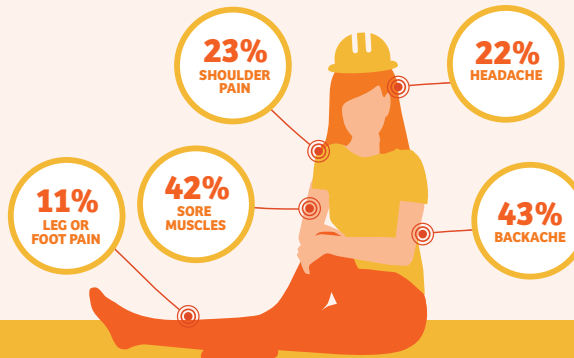
Projects planned among women who will do DIY this spring



73%
 of women plan to do DIY projects this spring



Percentage of aches experienced as a result of doing a DIY project at home



46%
 avoid doing certain DIY Projects because they cause aches and pains



52%
 agree that they often take on too many DIY projects at one time



FOR MORE INFORMATION AND TIPS & TRICKS FOR YOUR MOTRIN® MAKE IT HAPPEN WEEKENDS, VISIT: WWW.FACEBOOK.COM/MOTRIN

The MOTRIN® DIY Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 nationally representative U.S. women ages 25-49, between February 24th and March 3rd, 2015, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. women ages 25-49.

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.

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