

# Over the Past 12 Years, Consumer Awareness of Acetaminophen Safe Use Remains High



First conducted in 2010, the latest nationwide tri-annual survey reveals that pain medicine users consistently understand how to use their medicines safely and remain aware of the risks—specifically when it comes to acetaminophen, a common drug ingredient found in more than 600 prescription (Rx) and over-the-counter (OTC) medicines.



## Understanding risk:

More know that "exceeding the daily dose of acetaminophen may cause liver damage."

2019

88%

2022

89%



## Paying attention to dosing instructions:

More agree they "carefully consider how many acetaminophen pills or doses to take."

2019

89%

2022

91%



## Reading the label:

More say they "always check the label of products containing acetaminophen to find out the maximum daily dose."

2019

85%

2022

88%



## Avoiding "doubling up":

More say that "two different medicines with acetaminophen should never be taken together."

2019

56%

2022

64%



## Ongoing education is critical to continued success:

Educational initiatives such as the Know Your Dose campaign educate consumers on the safe use of acetaminophen, pushing for continued progress and working to ensure these numbers remain high.

For acetaminophen safe use tips and resources, visit:

[KnowYourDose.org](https://www.knowyourdose.org)  
Acetaminophen Awareness Coalition

Surveys conducted by David Binder Research for Consumer Healthcare Products Association. Data collected in April 2019 and April 2022 using online survey methodology. Data collected among 1,250 U.S. consumers who had taken an OTC or Rx pain medicine with acetaminophen in the last 6 months. Margin of error for each study is  $\pm 3.1$ .