

Pfizer Finland Migraine Survey, Sep 2025: Participation Rate, Prevalence, and Demographic Profile

Survey Response Rate: 12% – Reported overall migraine Prevalence: 15% among Women, 5% among Men – Female Representation at Pfizer Finland: 68% of employees.

Question/Topic	Responses
What do you typically do when you get a headache attack?	Take painkillers / take medicine combo at first signs / after stress, poor sleep, hot weather, hard workout / take painkillers and go to a dark room / close curtains & dark & take medicine / take migraine medicine with water, rest for about an hour lying down if severe / take medicine, go to a dark or darkened room to sleep / preceded by a few days of rush, little sleep
Can you recognize symptoms that precede a migraine attack?	90% Yes: pressure behind the eye, craving for sweets, stabbing sensation in nasal passage, changes in visual field, recognizing triggers (not always possible), sensitivity to light, nausea, more brain fog than usual, aura symptoms, one side of face hot/red/numb, increased sensitivity to smell/taste, eyes sensitive to light, craving for sweets, pressure in neck, tense shoulders, pain around both ears. 10% No
Can you prepare for a migraine attack in advance?	70% Yes: medicate in time, strong caffeine, chili (capsaicin), dark room, sometimes try to calm calendar, preventive medication, drink water, stretch, light exercise, silence, use sunglasses, keep migraine medicine with me. 30% No / sometimes, but rarely
Have you noticed certain work environment or lifestyle factors that worsen your migraine?	100% Yes: strong smells (perfume, aftershave), irregular meals, dehydration, alcohol, staying up late, stress, traveling (especially by plane), too bright lights, too much screen time, lack of sleep, sun, hot weather, hormonal changes, certain drinks (wine), flashing lights, prolonged stress, early wake-ups (travel), colleagues' fragrances, workplace lighting, noise, strong bright light (sunlight), weather (low pressure, thunder), more stress or red wine, bad pillow, drop in blood sugar, alcohol on empty stomach, irregular eating rhythm. 0% No
Do you use any tools to manage migraines (headache diary, app, wearable device, etc.)?	40% Yes: Brain Twin, Headache Diary, Brain Twin 60% No
How could your individual needs be considered in the tool's functionality?	Hormonal cycle, stress (heart rate/rest?), sleep points, recovery (HRV), screen time, nutrition, exercise, steps; ease of use (phone or activity tracker); app should consider overall daily load (work, commuting, sleep, exercise)

Would you find it useful if the tool warned you about a possible upcoming migraine attack?	90% Yes 10% No
Which technologies do you think would be best for this purpose – mobile app, wearable device, or something else?	Mobile app x9, activity watch, connection to Oura, smartwatch or ring x2
What features would you consider most important in a tool that predicts migraine attacks?	Ease of use x2, alert feature, integrations with data sources, tips for calming pace and anticipation, reminders about stretching/mobility, weather (bright light, low pressure), fast and easy background data collection and entry
What kind of user interface and notification system would help users recognize symptoms and react easily?	Push notification to phone or activity tracker, easy to use (self-explanatory), mobile-first, agile, push notifications, widget possibility, ease of use, alert feature
Could the tool have a peer support community where users can share experiences and tips?	80% Yes 20% No
Could the tool be part of a broader wellness ecosystem, such as calendar or workplace apps?	90% Yes 10% No
Could the tool also track your screen time and mobile device usage times?	90% Yes 10% No
Do you have a smart device that collects sleep, heart rate, and physical activity data (watch, ring)?	90% Yes 10% No
Would you be willing to share data collected by smart devices for use in a migraine prediction tool?	100% Yes 0% No
Would you be willing to change your habits based on the data to prevent migraines?	100% Yes 0% No
Would you be willing to share predictive app data for research purposes?	90% Yes 10% No
Would you be willing to keep a headache diary, and if so, for how long?	20% Yes, a few weeks 20% Yes, 1–3 months 50% Yes, several months 10% No
Would you be willing to record other lifestyle deviations, e.g. skipped lunch, night out, work stress, personal challenge, etc.?	80% Yes 20% No