

HOW HAS THE COVID CRISIS IMPACTED THE IMAGE OF PHARMACEUTICAL COMPANIES?

leem
les entreprises
du médicament

Ipsos

A survey was conducted by Ipsos for Leem in September and October 2021 to measure the reputation of pharmaceutical companies among a range of different audiences.

600 healthcare professionals
(200 general practitioners, 200 hospital-based specialists and 200 pharmacists)

2,000 members of the French general public, with particular focus on young people

211 national and local elected representatives

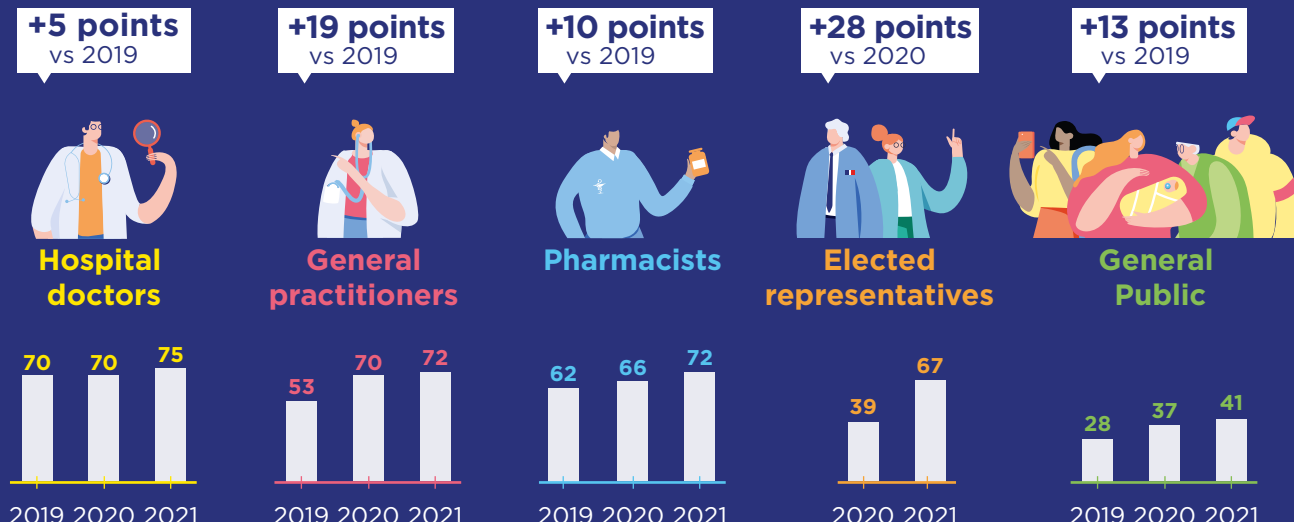
1,017 pharmaceutical company employees



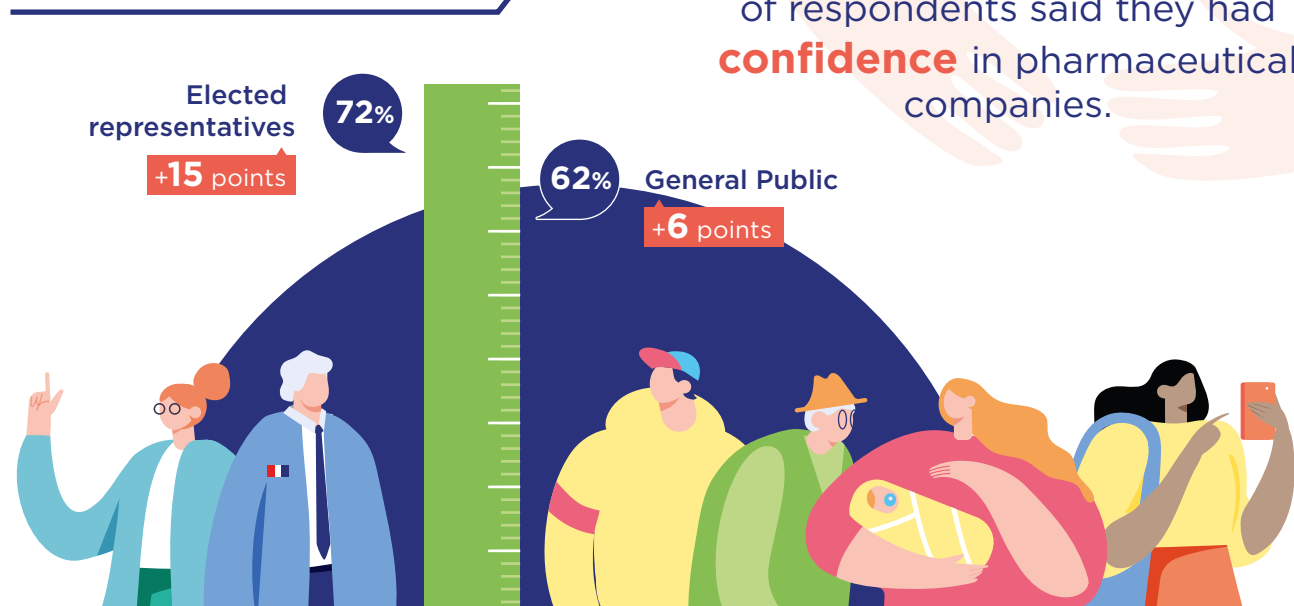
AN IMAGE THAT IMPROVED DURING THE HEALTH CRISIS

The image of pharmaceutical companies

Is your image of pharmaceutical companies good or bad?
% good image (very good + fairly good)



Confidence:
THE 2 LARGEST INCREASES OVER 2020

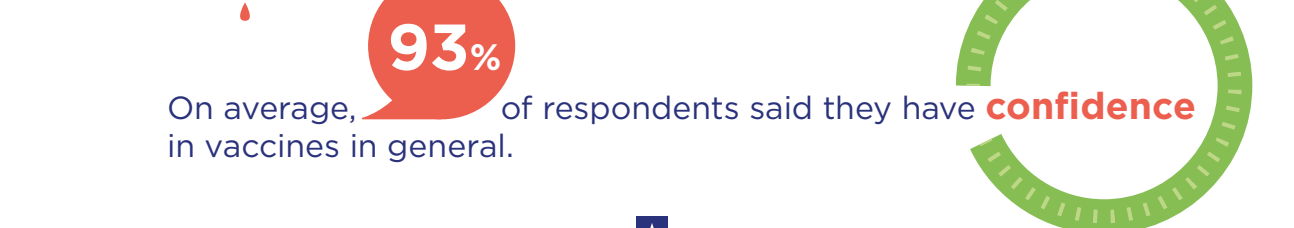


On average, of respondents said they thought that pharmaceutical companies were **useful**, with **69%** of those saying "extremely or very useful"

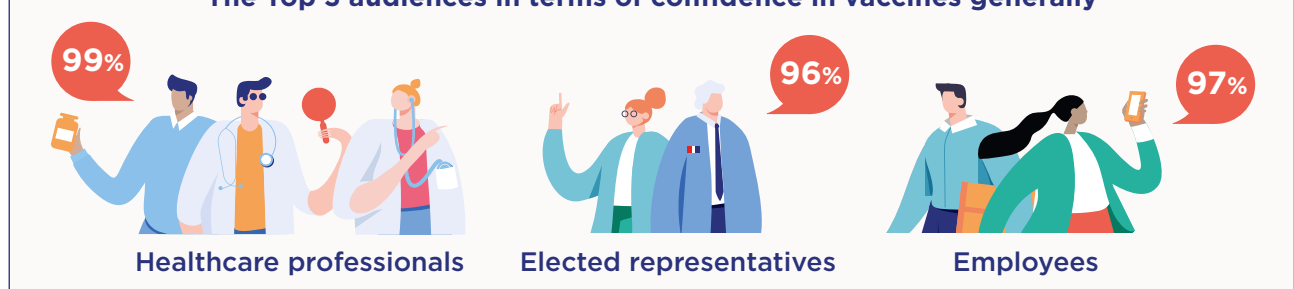
Usefulness:
THE 2 LARGEST INCREASES
% "extremely useful"



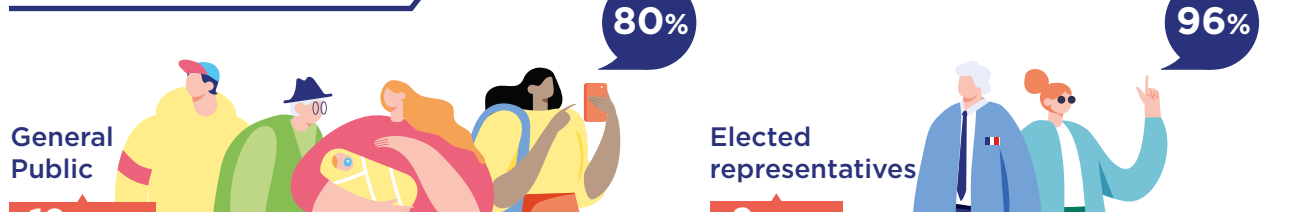
INCREASED CONFIDENCE IN VACCINATION GENERALLY, AND AGAINST COVID IN PARTICULAR



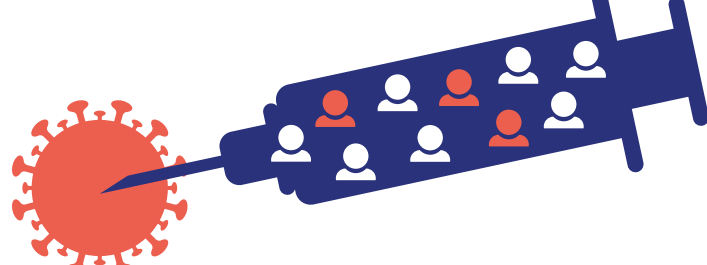
The Top 3 audiences in terms of confidence in vaccines generally



Confidence in vaccines generally:
THE 2 LARGEST INCREASES

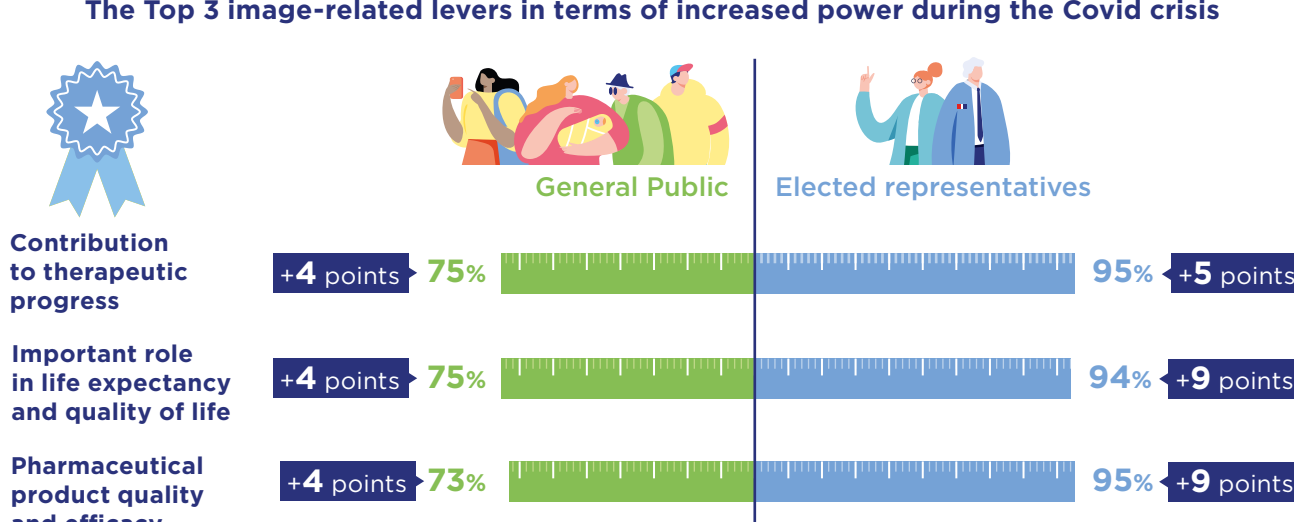


7 out of 10 French people trust Covid-19 vaccines



POWERFUL IMAGE-RELATED LEVERS

The Top 3 image-related levers in terms of increased power during the Covid crisis



90% of all audiences said they thought **vaccine production** was achieved **very rapidly**.

87% of healthcare professionals and **92%** of industry employees have confidence in the ability of pharmaceutical companies to **find effective treatments for Covid-19**.
But only **61%** of the general public (and 54% of young people).

WEAKNESSES REVEALED BY THE CRISIS

Only **1/4** of respondents thought that France is **investing in the pharmaceutical industry** at the level needed to cope with any future health crises.

On average, of respondents were unaware of **France's dependency** on other countries for its pharmaceutical supplies before the Covid-19 crisis.