

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 1

Q6a. On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please tell me to what extent you trust each of the following types of organisation.

- 'NET Trust (7-10)' Summary Table

Base: All aware of sector

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Research-based biopharmaceutical companies	4399 50.5% <b>X</b>	4143 49.1% <b>X</b>	3920 45.5%
Insurance companies	3894 37.5% <b>XY</b>	3532 34.1%	3454 32.9%
Technology companies (e.g. Google, Amazon, Facebook, Twitter)	4840 45.9% <b>XY</b>	4489 42.4%	4475 42.1%
Banking	4668 44.5% <b>XY</b>	4467 42.6% <b>X</b>	4300 40.6%

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 2

Q6a. On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please tell me to what extent you trust each of the following types of organisation.

- 'NET Distrust (0-3)' Summary Table

Base: All aware of sector

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Research-based biopharmaceutical companies	916 10.5%	889 10.5%	872 10.1%
Insurance companies	1715 16.5%	1827 17.6%	2020 19.2%
		<b>Z</b>	<b>YZ</b>
Technology companies (e.g. Google, Amazon, Facebook, Twitter)	1511 14.3%	1805 17.1%	1642 15.5%
Banking	1539 14.7%	1593 15.2%	1746 16.5%
			<b>YZ</b>

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 3

Q6a(a). On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please tell me to what extent you trust each of the following types of organisation.

- Research-based biopharmaceutical companies

Base: All aware of sector

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly disagree (0)	169 1.9%	161 1.9%	143 1.7%
(1)	133 1.5%	131 1.6%	134 1.5%
(2)	227 2.6%	234 2.8%	213 2.5%
(3)	386 4.4%	362 4.3%	382 4.4%
(4)	515 5.9%	492 5.8%	539 6.3%
(5)	1401 16.1%	1402 16.6%	1517 17.6%
			<b>Z</b>
(6)	1057 12.1%	1067 12.6%	1195 13.9%
			<b>YZ</b>
(7)	1303 15.0%	1352 16.0%	1282 14.9%
		<b>X</b>	
(8)	1259 14.5%	1318 15.6%	1251 14.5%
		<b>XZ</b>	
(9)	803 9.2%	645 7.6%	632 7.3%
	<b>XY</b>		

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 3

Q6a(a). On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please tell me to what extent you trust each of the following types of organisation.

- Research-based biopharmaceutical companies

Base: All aware of sector

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Strongly agree (10)	1035 11.9% <b>XY</b>	827 9.8% <b>X</b>	756 8.8%
NET Trust (7-10)	4399 50.5% <b>X</b>	4143 49.1% <b>X</b>	3920 45.5%
NET Distrust (0-3)	916 10.5%	889 10.5%	872 10.1%
Don't know	421 4.8%	447 5.3%	575 6.7% <b>YZ</b>
<b>Mean</b>	<b>5.26</b>	<b>5.36</b>	<b>5.38</b>
<b>Standard deviation</b>	<b>2.83</b>	<b>Z</b>	<b>Z</b>
<b>Standard error</b>	<b>0.03</b>	<b>0.03</b>	<b>0.03</b>

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 4

Q6a(b). On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please tell me to what extent you trust each of the following types of organisation.

- Insurance companies

Base: All aware of sector

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	10383	10384	10515
Weighted Total	10384	10373	10510
Eff. base	9926	10224	10069
Strongly disagree (0)	337 3.2%	354 3.4%	339 3.2%
(1)	252 2.4%	251 2.4%	281 2.7%
(2)	403 3.9%	433 4.2%	515 4.9%
			<b>YZ</b>
(3)	724 7.0%	789 7.6%	886 8.4%
			<b>YZ</b>
(4)	956 9.2%	1051 10.1%	1091 10.4%
		<b>Z</b>	<b>Z</b>
(5)	2100 20.2%	2206 21.3%	2189 20.8%
(6)	1451 14.0%	1500 14.5%	1515 14.4%
(7)	1412 13.6%	1382 13.3%	1474 14.0%
(8)	1110 10.7%	1111 10.7%	1071 10.2%
(9)	561 5.4%	441 4.3%	447 4.3%
	<b>XY</b>		

Proportions/Means: Columns tested (5% risk level) - XYZ

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Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 4

Q6a(b). On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please tell me to what extent you trust each of the following types of organisation.

- Insurance companies

Base: All aware of sector

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	10384	10373	10510
Strongly agree (10)	811 7.8% <b>XY</b>	598 5.8% <b>X</b>	461 4.4%
NET Trust (7-10)	3894 37.5% <b>XY</b>	3532 34.1%	3454 32.9%
NET Distrust (0-3)	1715 16.5%	1827 17.6% <b>Z</b>	2020 19.2% <b>YZ</b>
Don't know	269 2.6%	258 2.5%	240 2.3%
<b>Mean</b>	<b>4.95</b>	<b>4.97</b>	<b>4.99</b>
<b>Standard deviation</b>	<b>2.56</b>	<b>2.44</b>	<b>2.38</b>
<b>Standard error</b>	<b>0.03</b>	<b>0.02</b>	<b>0.02</b>

Proportions/Mean: Columns tested (5% risk level) - XYZ

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## IFPMA Pharma Reputation Year 3 - All Markets

Table 5

Absolutes/col percents

Q6a(c). On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please tell me to what extent you trust each of the following types of organisation.

- Technology companies (e.g. Google, Amazon, Facebook, Twitter)

Base: All aware of sector

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	10538	10578	10626
Weighted Total	10537	10575	10618
Eff. base	10074	10413	10178
Strongly disagree (0)	316 3.0%	360 3.4% <b>X</b>	297 2.8%
(1)	189 1.8%	241 2.3% <b>Z</b>	226 2.1%
(2)	388 3.7%	455 4.3% <b>Z</b>	429 4.0%
(3)	618 5.9%	748 7.1% <b>Z</b>	691 6.5%
(4)	770 7.3%	851 8.0% <b>Z</b>	883 8.3% <b>Z</b>
(5)	1745 16.6%	1846 17.5% <b>Z</b>	1930 18.2% <b>Z</b>
(6)	1433 13.6%	1352 12.8%	1496 14.1% <b>Y</b>
(7)	1505 14.3%	1503 14.2%	1589 15.0%
(8)	1384 13.1% <b>Y</b>	1277 12.1%	1349 12.7%
(9)	751 7.1% <b>X</b>	718 6.8% <b>X</b>	639 6.0%

Proportions/Mean: Columns tested (5% risk level) - XYZ

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Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 5

Q6a(c). On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please tell me to what extent you trust each of the following types of organisation.

- Technology companies (e.g. Google, Amazon, Facebook, Twitter)

Base: All aware of sector

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	10537	10575	10618
Strongly agree (10)	1199 11.4% <b>XY</b>	991 9.4% <b>X</b>	898 8.5%
NET Trust (7-10)	4840 45.9% <b>XY</b>	4489 42.4%	4475 42.1%
NET Distrust (0-3)	1511 14.3%	1805 17.1% <b>XZ</b>	1642 15.5% <b>Z</b>
Don't know	238 2.3% <b>X</b>	232 2.2% <b>X</b>	191 1.8%
<b>Mean</b>	<b>5.01</b>	<b>4.96</b>	<b>5.08</b> <b>Y</b>
<b>Standard deviation</b>	<b>2.78</b>	<b>2.71</b>	<b>2.61</b>
<b>Standard error</b>	<b>0.03</b>	<b>0.03</b>	<b>0.03</b>

Proportions/Means: Columns tested (5% risk level) - XYZ

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## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 6

Q6a(d). On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please tell me to what extent you trust each of the following types of organisation.

- Banking

Base: All aware of sector

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	10483	10490	10600
Weighted Total	10481	10480	10595
Eff. base	10021	10327	10151
Strongly disagree (0)	332 3.2%	327 3.1%	347 3.3%
(1)	201 1.9%	210 2.0%	231 2.2%
(2)	370 3.5%	414 4.0%	447 4.2%
			<b>Z</b>
(3)	636 6.1%	641 6.1%	721 6.8%
			<b>YZ</b>
(4)	777 7.4%	883 8.4%	913 8.6%
		<b>Z</b>	<b>Z</b>
(5)	1888 18.0%	1874 17.9%	1930 18.2%
(6)	1377 13.1%	1426 13.6%	1530 14.4%
			<b>Z</b>
(7)	1523 14.5%	1633 15.6%	1598 15.1%
		<b>Z</b>	
(8)	1376 13.1%	1307 12.5%	1310 12.4%
(9)	747 7.1%	665 6.3%	634 6.0%
	<b>XY</b>		

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 6**

**Q6a(d). On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please tell me to what extent you trust each of the following types of organisation.**

**- Banking**

**Base: All aware of sector**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	10481	10480	10595
Strongly agree (10)	1023 9.8% <b>XY</b>	862 8.2% <b>X</b>	757 7.1%
NET Trust (7-10)	4668 44.5% <b>XY</b>	4467 42.6% <b>X</b>	4300 40.6%
NET Distrust (0-3)	1539 14.7%	1593 15.2%	1746 16.5% <b>YZ</b>
Don't know	233 2.2% <b>X</b>	237 2.3% <b>X</b>	177 1.7%
<b>Mean</b>	<b>5.08</b>	<b>5.10</b>	<b>5.10</b>
<b>Standard deviation</b>	<b>2.71</b>	<b>2.62</b>	<b>2.57</b>
<b>Standard error</b>	<b>0.03</b>	<b>0.03</b>	<b>0.03</b>

**Proportions/Means: Columns tested (5% risk level) - XYZ**

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**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 7

Q7. Which of the statements below best reflects the opinion that you have of each type of organisation?

- 'NET Speak highly' Summary Table

Base: All aware of sector

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Research-based biopharmaceutical companies	3379 38.8% <b>XY</b>	2902 34.4% <b>X</b>	2661 30.9%
Insurance companies	2518 24.2% <b>XY</b>	2173 20.9% <b>X</b>	2085 19.8%
Technology companies (e.g. Google, Amazon, Facebook, Twitter)	4267 40.5% <b>XY</b>	3960 37.5%	3976 37.4%
Banking	3046 29.1% <b>XY</b>	2753 26.3%	2718 25.7%

Proportions/Mean: Columns tested (5% risk level) - XYZ

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## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 8**

**Q7. Which of the statements below best reflects the opinion that you have of each type of organisation?**

**- 'NET Critical' Summary Table**

**Base: All aware of sector**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Research-based biopharmaceutical companies	1184 13.6%	1207 14.3%	1312 15.2%
			<b>Z</b>
Insurance companies	2550 24.6%	2640 25.4%	2952 28.1%
			<b>YZ</b>
Technology companies (e.g. Google, Amazon, Facebook, Twitter)	1872 17.8%	2162 20.4%	2118 19.9%
		<b>Z</b>	<b>Z</b>
Banking	2415 23.0%	2528 24.1%	2736 25.8%
			<b>YZ</b>

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

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**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 9**

**Q7(a). Which of the statements below best reflects the opinion that you have of each type of organisation?**

**- Research-based biopharmaceutical companies**

**Base: All aware of sector**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
I would speak highly of them without being asked (+2)	1051 12.1% <b>XY</b>	791 9.4% <b>X</b>	693 8.0%
I would speak highly of them if asked my opinion (+1)	2328 26.7% <b>XY</b>	2112 25.0% <b>X</b>	1968 22.8%
I would be neutral if asked my opinion (0)	3573 41.0%	3693 43.8% <b>Z</b>	3886 45.1% <b>Z</b>
I would be critical of them if asked my opinion (-1)	908 10.4%	922 10.9%	1047 12.1% <b>YZ</b>
I would be critical of them without being asked (-2)	276 3.2%	285 3.4%	265 3.1%
NET Speak highly	3379 38.8% <b>XY</b>	2902 34.4% <b>X</b>	2661 30.9%
NET Critical	1184 13.6%	1207 14.3%	1312 15.2% <b>Z</b>
Don't know	572 6.6%	638 7.6% <b>Z</b>	759 8.8% <b>YZ</b>

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

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**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 9

Q7(a). Which of the statements below best reflects the opinion that you have of each type of organisation?

- Research-based biopharmaceutical companies

Base: All aware of sector

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	<b>0.37</b> XY	<b>0.28</b> X	<b>0.23</b>
Standard deviation	<b>0.96</b>	<b>0.93</b>	<b>0.91</b>
Standard error	<b>0.01</b>	<b>0.01</b>	<b>0.01</b>

Proportions/Means: Columns tested (5% risk level) - XYZ

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## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 10**

**Q7(b). Which of the statements below best reflects the opinion that you have of each type of organisation?**

**- Insurance companies**

**Base: All aware of sector**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	10383	10384	10515
Weighted Total	10384	10373	10510
Eff. base	9926	10224	10069
I would speak highly of them without being asked (+2)	666 6.4% <b>XY</b>	500 4.8% <b>X</b>	433 4.1%
I would speak highly of them if asked my opinion (+1)	1852 17.8% <b>XY</b>	1673 16.1%	1651 15.7%
I would be neutral if asked my opinion (0)	4922 47.4%	5081 49.0% <b>Z</b>	5060 48.1%
I would be critical of them if asked my opinion (-1)	2009 19.3%	2114 20.4%	2326 22.1% <b>YZ</b>
I would be critical of them without being asked (-2)	541 5.2%	526 5.1%	626 6.0% <b>YZ</b>
NET Speak highly	2518 24.2% <b>XY</b>	2173 20.9% <b>X</b>	2085 19.8%
NET Critical	2550 24.6%	2640 25.4%	2952 28.1% <b>YZ</b>
Don't know	395 3.8%	479 4.6% <b>XZ</b>	413 3.9%

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 10

Q7(b). Which of the statements below best reflects the opinion that you have of each type of organisation?

- Insurance companies

Base: All aware of sector

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	10384	10373	10510
Mean	<b>0.01</b>	<b>-0.05</b>	<b>-0.11</b>
	XY	X	
Standard deviation	<b>0.93</b>	<b>0.89</b>	<b>0.90</b>
Standard error	<b>0.01</b>	<b>0.01</b>	<b>0.01</b>

Proportions/Means: Columns tested (5% risk level) - XYZ

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Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 11

**Q7(c). Which of the statements below best reflects the opinion that you have of each type of organisation?**

**- Technology companies (e.g. Google, Amazon, Facebook, Twitter)**

**Base: All aware of sector**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	10538	10578	10626
Weighted Total	10537	10575	10618
Eff. base	10074	10413	10178
I would speak highly of them without being asked (+2)	1355 12.9% XY	1204 11.4%	1128 10.6%
I would speak highly of them if asked my opinion (+1)	2912 27.6% Y	2757 26.1%	2848 26.8%
I would be neutral if asked my opinion (0)	4039 38.3%	4094 38.7%	4205 39.6%
I would be critical of them if asked my opinion (-1)	1450 13.8%	1646 15.6% Z	1688 15.9% Z
I would be critical of them without being asked (-2)	422 4.0%	516 4.9% XZ	430 4.0%
NET Speak highly	4267 40.5% XY	3960 37.5%	3976 37.4%
NET Critical	1872 17.8%	2162 20.4% Z	2118 19.9% Z
Don't know	358 3.4%	359 3.4%	319 3.0%

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

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**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 11

Q7(c). Which of the statements below best reflects the opinion that you have of each type of organisation?

- Technology companies (e.g. Google, Amazon, Facebook, Twitter)

Base: All aware of sector

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	10537	10575	10618
Mean	<b>0.33</b>	<b>0.24</b>	<b>0.25</b>
	XY		
Standard deviation	1.01	1.02	0.99
Standard error	0.01	0.01	0.01

Proportions/Mean: Columns tested (5% risk level) - XYZ

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## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 12**

**Q7(d). Which of the statements below best reflects the opinion that you have of each type of organisation?**

**- Banking**

**Base: All aware of sector**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	10483	10490	10600
Weighted Total	10481	10480	10595
Eff. base	10021	10327	10151
I would speak highly of them without being asked (+2)	853 8.1% <b>XY</b>	683 6.5%	625 5.9%
I would speak highly of them if asked my opinion (+1)	2192 20.9% <b>XY</b>	2071 19.8%	2093 19.8%
I would be neutral if asked my opinion (0)	4667 44.5%	4785 45.7%	4802 45.3%
I would be critical of them if asked my opinion (-1)	1873 17.9%	1958 18.7%	2130 20.1% <b>YZ</b>
I would be critical of them without being asked (-2)	542 5.2%	570 5.4%	605 5.7%
NET Speak highly	3046 29.1% <b>XY</b>	2753 26.3%	2718 25.7%
NET Critical	2415 23.0%	2528 24.1%	2736 25.8% <b>YZ</b>
Don't know	354 3.4%	413 3.9% <b>XZ</b>	339 3.2%

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 12

Q7(d). Which of the statements below best reflects the opinion that you have of each type of organisation?

- Banking

Base: All aware of sector

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	10481	10480	10595
Mean	<b>0.09</b> XY	<b>0.03</b> X	*
Standard deviation	<b>0.97</b>	<b>0.95</b>	<b>0.94</b>
Standard error	<b>0.01</b>	<b>0.01</b>	<b>0.01</b>

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 13

Absolutes/col percents

**Q9. Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: 'NET Trustworthy' Summary Table**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
The Government	2867 26.1% <b>XY</b>	2694 24.5%	2675 24.3%
The media	2581 23.5% <b>XY</b>	2239 20.3%	2190 19.9%
Public services	3719 33.8% <b>Y</b>	3503 31.8%	3594 32.7%
Regulatory affairs agencies in charge of approving medicines and vaccines	4469 40.6% <b>X</b>	4387 39.9% <b>X</b>	4122 37.5%
Academic institutions	4973 45.2%	4898 44.5%	5097 46.3% <b>Y</b>
Business in general	3132 28.5% <b>XY</b>	2839 25.8%	2807 25.5%
Research-based biopharmaceutical companies	4007 36.4% <b>XY</b>	3705 33.7%	3618 32.9%
NGOs	3695 33.6% <b>XY</b>	3393 30.8% <b>X</b>	- -
The World Health Organisation (WHO)	4802 43.7% <b>XY</b>	4615 41.9% <b>X</b>	- -

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 14**

Absolutes/col percents

**Q9. Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: 'NET Untrustworthy' Summary Table**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
The Government	4380 39.8%	4620 42.0%	4553 41.4%
		<b>Z</b>	<b>Z</b>
The media	4222 38.4%	4727 43.0%	4651 42.3%
		<b>Z</b>	<b>Z</b>
Public services	2469 22.4%	2578 23.4%	2582 23.5%
Regulatory affairs agencies in charge of approving medicines and vaccines	2425 22.0%	2364 21.5%	2311 21.0%
Academic institutions	1820 16.5%	1789 16.3%	1772 16.1%
Business in general	2524 22.9%	2577 23.4%	2539 23.1%
Research-based biopharmaceutical companies	1949 17.7%	1966 17.9%	1948 17.7%
NGOs	2132 19.4%	2168 19.7%	- -
	<b>X</b>	<b>X</b>	
The World Health Organisation (WHO)	2510 22.8%	2507 22.8%	- -
	<b>X</b>	<b>X</b>	

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 15

Q9(a). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: The Government

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	986 9.0% <b>XY</b>	820 7.5% <b>X</b>	717 6.5%
(2)	1880 17.1%	1874 17.0%	1958 17.8%
(3)	3189 29.0%	3131 28.5%	3290 29.9% <b>Y</b>
(4)	2172 19.7%	2300 20.9% <b>Z</b>	2256 20.5%
Very untrustworthy (5)	2208 20.1%	2321 21.1%	2296 20.9%
NET Trustworthy	2867 26.1% <b>XY</b>	2694 24.5%	2675 24.3%
NET Untrustworthy	4380 39.8%	4620 42.0% <b>Z</b>	4553 41.4% <b>Z</b>
Don't know	565 5.1% <b>X</b>	555 5.0% <b>X</b>	488 4.4%

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 15

Q9(a). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: The Government

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	3.26	3.33	3.33
Standard deviation	1.24	1.22	1.20
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 16

**Q9(b). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: The media**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	848 7.7% <b>XY</b>	692 6.3% <b>X</b>	565 5.1%
(2)	1733 15.8% <b>XY</b>	1546 14.1%	1625 14.8%
(3)	3654 33.2% <b>Y</b>	3498 31.8%	3699 33.6% <b>Y</b>
(4)	2378 21.6%	2633 23.9% <b>Z</b>	2634 23.9% <b>Z</b>
Very untrustworthy (5)	1844 16.8%	2094 19.0% <b>Z</b>	2017 18.3% <b>Z</b>
NET Trustworthy	2581 23.5% <b>XY</b>	2239 20.3%	2190 19.9%
NET Untrustworthy	4222 38.4%	4727 43.0% <b>Z</b>	4651 42.3% <b>Z</b>
Don't know	543 4.9% <b>X</b>	538 4.9% <b>X</b>	466 4.2%

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 16

Q9(b). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: The media

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	3.25	3.37	3.37
Standard deviation	1.17	1.15	1.12
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 17

**Q9(c). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: Public services**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	1110 10.1% XY	903 8.2%	862 7.8%
(2)	2609 23.7%	2600 23.6%	2732 24.8% Y
(3)	4145 37.7%	4243 38.6%	4227 38.4%
(4)	1727 15.7%	1789 16.3%	1810 16.4%
Very untrustworthy (5)	742 6.7%	789 7.2%	773 7.0%
NET Trustworthy	3719 33.8% Y	3503 31.8%	3594 32.7%
NET Untrustworthy	2469 22.4%	2578 23.4%	2582 23.5%
Don't know	668 6.1%	677 6.2% X	602 5.5%

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 17

Q9(c). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: Public services

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	2.84	2.90	2.89
Standard deviation	1.05	1.03	1.03
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 18

Absolutes/col percents

**Q9(d). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: Regulatory affairs agencies in charge of approving medicines and vaccines**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	1618 14.7% <b>X</b>	1568 14.3% <b>X</b>	1321 12.0%
(2)	2850 25.9%	2819 25.6%	2801 25.5%
(3)	3220 29.3%	3393 30.8% <b>Z</b>	3622 32.9% <b>YZ</b>
(4)	1607 14.6%	1542 14.0%	1589 14.4%
Very untrustworthy (5)	818 7.4% <b>X</b>	822 7.5% <b>X</b>	722 6.6%
NET Trustworthy	4469 40.6% <b>X</b>	4387 39.9% <b>X</b>	4122 37.5%
NET Untrustworthy	2425 22.0%	2364 21.5%	2311 21.0%
Don't know	886 8.1%	857 7.8%	950 8.6% <b>Y</b>

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 18

Q9(d). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: Regulatory affairs agencies in charge of approving medicines and vaccines

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	2.72	2.73	2.76
Standard deviation	1.15	1.14	1.09
Standard error	0.01	0.01	0.01

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 19**

**Q9(e). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: Academic institutions**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	1733 15.8% XY	1610 14.6%	1577 14.3%
(2)	3240 29.5%	3288 29.9%	3520 32.0% YZ
(3)	3342 30.4%	3409 31.0%	3315 30.1%
(4)	1364 12.4%	1309 11.9%	1353 12.3%
Very untrustworthy (5)	457 4.2%	480 4.4% X	419 3.8%
NET Trustworthy	4973 45.2%	4898 44.5%	5097 46.3% Y
NET Untrustworthy	1820 16.5%	1789 16.3%	1772 16.1%
Don't know	865 7.9%	906 8.2% X	822 7.5%

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 19

Q9(e). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: Academic institutions

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	2.56	2.58	2.56
Standard deviation	1.06	1.05	1.03
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

**Table 20**

Absolutes/col percents

**Q9(f). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: Business in general**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	934 8.5% <b>XY</b>	735 6.7% <b>X</b>	602 5.5%
(2)	2199 20.0%	2104 19.1%	2205 20.0%
(3)	4604 41.9%	4811 43.7% <b>Z</b>	4973 45.2% <b>YZ</b>
(4)	1787 16.2%	1794 16.3%	1834 16.7%
Very untrustworthy (5)	738 6.7%	783 7.1% <b>X</b>	705 6.4%
NET Trustworthy	3132 28.5% <b>XY</b>	2839 25.8%	2807 25.5%
NET Untrustworthy	2524 22.9%	2577 23.4%	2539 23.1%
Don't know	740 6.7%	774 7.0% <b>X</b>	686 6.2%

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 20

Q9(f). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: Business in general

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	2.92	2.98	2.98
Standard deviation	1.02	0.99	0.95
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 21

**Q9(g). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: Research-based biopharmaceutical companies**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	1452 13.2% <b>XY</b>	1171 10.6% <b>X</b>	1039 9.4%
(2)	2555 23.2%	2534 23.0%	2578 23.4%
(3)	3437 31.2%	3536 32.1%	3628 33.0% <b>Z</b>
(4)	1312 11.9%	1370 12.5%	1390 12.6%
Very untrustworthy (5)	637 5.8% <b>X</b>	595 5.4%	559 5.1%
NET Trustworthy	4007 36.4% <b>XY</b>	3705 33.7%	3618 32.9%
NET Untrustworthy	1949 17.7%	1966 17.9%	1948 17.7%
Don't know	1607 14.6%	1794 16.3% <b>Z</b>	1811 16.5% <b>Z</b>

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 21

Q9(g). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: Research-based biopharmaceutical companies

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	2.69	2.75	2.77
Standard deviation	1.10	1.06	1.04
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 22

**Q9(h). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: NGOs**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	-
Weighted Total	11000	11001	-
			**
Eff. base	10510	10829	-
Very trustworthy (1)	1301 11.8%	1071 9.7%	-
	<b>Y</b>		
(2)	2394 21.8%	2323 21.1%	-
(3)	3464 31.5%	3567 32.4%	-
(4)	1426 13.0%	1434 13.0%	-
Very untrustworthy (5)	706 6.4%	734 6.7%	-
NET Trustworthy	3695 33.6%	3393 30.8%	-
	<b>Y</b>		
NET Untrustworthy	2132 19.4%	2168 19.7%	-
Don't know	1709 15.5%	1872 17.0%	-
		<b>Z</b>	

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 22

Q9(h). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: NGOs

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	- **
Mean	2.77	2.83	-
Standard deviation	1.11	1.08	-
Standard error	0.01	0.01	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 23

**Q9(i). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: The World Health Organisation (WHO)**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	-
Weighted Total	11000	11001	-
			**
Eff. base	10510	10829	-
Very trustworthy (1)	2031 18.5%	1823 16.6%	-
	<b>Y</b>		
(2)	2770 25.2%	2792 25.4%	-
(3)	2981 27.1%	3131 28.5%	-
		<b>Z</b>	
(4)	1548 14.1%	1486 13.5%	-
Very untrustworthy (5)	961 8.7%	1021 9.3%	-
NET Trustworthy	4802 43.7%	4615 41.9%	-
	<b>Y</b>		
NET Untrustworthy	2510 22.8%	2507 22.8%	-
Don't know	708 6.4%	748 6.8%	-

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 23

Q9(i). Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy: The World Health Organisation (WHO)

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	- **
Mean	2.67	2.72	-
Standard deviation	1.21	1.20	-
Standard error	0.01	0.01	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

Table 24

Absolutes/col percents

**Q10. In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:**

**- 'NET Trustworthy' Summary Table**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Business Leaders	3030 27.5% XY	2795 25.4%	2780 25.3%
Businesspeople	2686 24.4% XY	2374 21.6%	2352 21.4%
Civil servants	3605 32.8% XY	3352 30.5%	3385 30.8%
Doctors	6634 60.3%	6696 60.9%	6933 63.0% YZ
Government ministers	2324 21.1% XY	2005 18.2%	1924 17.5%
Journalists	2887 26.2% XY	2478 22.5%	2424 22.0%
Judges	4594 41.8% Y	4426 40.2%	4660 42.3% Y
Lawyers	3460 31.5% XY	3240 29.5% X	3098 28.2%
Politicians generally	1918 17.4% XY	1568 14.2% X	1336 12.1%
Public health officials	4433 40.3% Y	4227 38.4%	4429 40.2% Y

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 24

Absolutes/col percents

**Q10. In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:**

**- 'NET Trustworthy' Summary Table**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Scientific experts/academics	5775 52.5%	5796 52.7%	6005 54.6%
		<b>Z</b>	<b>YZ</b>
Nurses and care givers in the community	6762 61.5%	6997 63.6%	7413 67.4%
		<b>Z</b>	<b>YZ</b>
People who work for research-based biopharmaceutical companies	4307 39.2% <b>XY</b>	4117 37.4% <b>X</b>	- - -
CEOs/Chief Executive Officers of research-based biopharmaceutical companies	3306 30.1% <b>XY</b>	2964 26.9% <b>X</b>	- - -
CEOs/Chief Executive Officers	2938 26.7% <b>XY</b>	- -	- -

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 25

Absolutes/col percents

**Q10. In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:**

**- 'NET Untrustworthy' Summary Table**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Business Leaders	2645 24.1%	2742 24.9%	2766 25.1%
Businesspeople	2937 26.7%	3196 29.0%	3191 29.0%
		<b>Z</b>	<b>Z</b>
Civil servants	2401 21.8%	2542 23.1%	2573 23.4%
		<b>Z</b>	<b>Z</b>
Doctors	1335 12.1%	1243 11.3%	1130 10.3%
	<b>X</b>	<b>X</b>	
Government ministers	4741 43.1%	5169 47.0%	5314 48.3%
		<b>Z</b>	<b>Z</b>
Journalists	3732 33.9%	4063 36.9%	4140 37.6%
		<b>Z</b>	<b>Z</b>
Judges	2185 19.9%	2197 20.0%	2236 20.3%
Lawyers	2844 25.9%	3008 27.3%	3065 27.9%
		<b>Z</b>	<b>Z</b>
Politicians generally	5879 53.4%	6335 57.6%	6585 59.8%
		<b>Z</b>	<b>YZ</b>
Public health officials	2121 19.3%	2044 18.6%	2030 18.4%

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 25

**Q10. In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:**

**- 'NET Untrustworthy' Summary Table**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Scientific experts/academics	1565 14.2% <b>X</b>	1485 13.5% <b>X</b>	1336 12.1%
Nurses and care givers in the community	1307 11.9% <b>XY</b>	1145 10.4% <b>X</b>	1004 9.1%
People who work for research-based biopharmaceutical companies	1600 14.5% <b>X</b>	1561 14.2% <b>X</b>	- - -
CEOs/Chief Executive Officers of research-based biopharmaceutical companies	2585 23.5% <b>X</b>	2582 23.5% <b>X</b>	- - -
CEOs/Chief Executive Officers	2717 24.7% <b>XY</b>	- - -	- - -

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 26

Absolutes/col percents

Q10(a). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- Business Leaders

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	875 8.0% <b>XY</b>	658 6.0% <b>X</b>	556 5.1%
(2)	2155 19.6%	2137 19.4%	2224 20.2%
(3)	4578 41.6%	4753 43.2% <b>Z</b>	4873 44.3% <b>Z</b>
(4)	1894 17.2%	1950 17.7%	2027 18.4% <b>Z</b>
Very untrustworthy (5)	752 6.8%	791 7.2%	739 6.7%
NET Trustworthy	3030 27.5% <b>XY</b>	2795 25.4%	2780 25.3%
NET Untrustworthy	2645 24.1%	2742 24.9%	2766 25.1%
Don't know	747 6.8% <b>X</b>	712 6.5% <b>X</b>	586 5.3%

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 26

Q10(a). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- Business Leaders

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	2.95	3.01	3.02
Standard deviation	1.01	0.98	0.95
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 27

**Q10(b). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:**

**- Businesspeople**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	778 7.1% XY	591 5.4% X	485 4.4%
(2)	1908 17.3% Y	1782 16.2%	1866 17.0%
(3)	4650 42.3%	4738 43.1%	4894 44.5% YZ
(4)	2054 18.7%	2233 20.3% Z	2276 20.7% Z
Very untrustworthy (5)	883 8.0%	963 8.7%	915 8.3%
NET Trustworthy	2686 24.4% XY	2374 21.6%	2352 21.4%
NET Untrustworthy	2937 26.7%	3196 29.0% Z	3191 29.0% Z
Don't know	727 6.6% X	693 6.3% X	568 5.2%

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 27

Q10(b). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- Businesspeople

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	3.03	3.12	3.12
Standard deviation	1.02	0.99	0.96
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 28**

**Q10(c). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:**

**- Civil servants**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	1047 9.5% XY	846 7.7% X	746 6.8%
(2)	2559 23.3%	2506 22.8%	2639 24.0% Y
(3)	4252 38.7%	4390 39.9%	4456 40.5% Z
(4)	1641 14.9%	1747 15.9%	1804 16.4% Z
Very untrustworthy (5)	760 6.9%	795 7.2%	769 7.0%
NET Trustworthy	3605 32.8% XY	3352 30.5%	3385 30.8%
NET Untrustworthy	2401 21.8%	2542 23.1% Z	2573 23.4% Z
Don't know	741 6.7% X	717 6.5% X	591 5.4%

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 28

Q10(c). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- Civil servants

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	2.85	2.92	2.92
Standard deviation	1.05	1.02	1.00
Standard error	0.01	0.01	0.01

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 29**

**Q10(d). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:**

**- Doctors**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	2591 23.6%	2519 22.9%	2568 23.3%
(2)	4043 36.8%	4177 38.0%	4365 39.7%
		<b>YZ</b>	
(3)	2536 23.1%	2629 23.9%	2573 23.4%
(4)	939 8.5%	905 8.2%	862 7.8%
Very untrustworthy (5)	396 3.6%	338 3.1%	268 2.4%
	<b>XY</b>	<b>X</b>	
NET Trustworthy	6634 60.3%	6696 60.9%	6933 63.0%
			<b>YZ</b>
NET Untrustworthy	1335 12.1%	1243 11.3%	1130 10.3%
	<b>X</b>	<b>X</b>	
Don't know	495 4.5%	433 3.9%	369 3.4%
	<b>XY</b>	<b>X</b>	

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 29

Q10(d). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- Doctors

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	2.29	2.28	2.24
	X	X	
Standard deviation	1.05	1.02	0.99
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 30**

**Q10(e). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:**

**- Government ministers**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	793 7.2% <b>XY</b>	585 5.3% <b>X</b>	447 4.1%
(2)	1531 13.9% <b>Y</b>	1419 12.9%	1478 13.4%
(3)	3221 29.3%	3149 28.6%	3193 29.0%
(4)	2335 21.2%	2560 23.3% <b>Z</b>	2647 24.1% <b>Z</b>
Very untrustworthy (5)	2407 21.9%	2609 23.7% <b>Z</b>	2667 24.2% <b>Z</b>
NET Trustworthy	2324 21.1% <b>XY</b>	2005 18.2%	1924 17.5%
NET Untrustworthy	4741 43.1%	5169 47.0% <b>Z</b>	5314 48.3% <b>Z</b>
Don't know	714 6.5% <b>X</b>	678 6.2% <b>X</b>	574 5.2%

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 30

Q10(e). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- Government ministers

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	3.39	3.50	3.54
Standard deviation	1.21	1.17	1.14
Standard error	0.01	0.01	0.01

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 31

Absolutes/col percents

Q10(f). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- Journalists

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	853 7.8% <b>XY</b>	653 5.9% <b>X</b>	548 5.0%
(2)	2034 18.5% <b>XY</b>	1826 16.6%	1875 17.0%
(3)	3793 34.5%	3905 35.5%	3962 36.0% <b>Z</b>
(4)	2293 20.8%	2461 22.4% <b>Z</b>	2534 23.0% <b>Z</b>
Very untrustworthy (5)	1438 13.1%	1602 14.6% <b>Z</b>	1605 14.6% <b>Z</b>
NET Trustworthy	2887 26.2% <b>XY</b>	2478 22.5%	2424 22.0%
NET Untrustworthy	3732 33.9%	4063 36.9% <b>Z</b>	4140 37.6% <b>Z</b>
Don't know	588 5.3% <b>X</b>	554 5.0% <b>X</b>	480 4.4%

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 31

Q10(f). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- Journalists

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	3.14	3.24	3.26
Standard deviation	1.13	1.10	1.08
Standard error	0.01	0.01	0.01

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 32

Q10(g). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- Judges

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	1523 13.8% <b>XY</b>	1310 11.9%	1397 12.7%
(2)	3071 27.9%	3116 28.3%	3263 29.6% <b>YZ</b>
(3)	3571 32.5%	3767 34.2% <b>XZ</b>	3588 32.6%
(4)	1432 13.0%	1473 13.4%	1484 13.5%
Very untrustworthy (5)	753 6.8%	724 6.6%	752 6.8%
NET Trustworthy	4594 41.8% <b>Y</b>	4426 40.2%	4660 42.3% <b>Y</b>
NET Untrustworthy	2185 19.9%	2197 20.0%	2236 20.3%
Don't know	649 5.9% <b>X</b>	611 5.6% <b>X</b>	521 4.7%

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 32

Q10(g). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- Judges

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	2.69	2.73	2.71
Standard deviation	1.10	1.07	1.09
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 33

Q10(h). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- Lawyers

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	1020 9.3% <b>XY</b>	844 7.7% <b>X</b>	761 6.9%
(2)	2440 22.2%	2396 21.8%	2337 21.2%
(3)	4056 36.9%	4161 37.8%	4333 39.4% <b>YZ</b>
(4)	1877 17.1%	1978 18.0%	2051 18.6% <b>Z</b>
Very untrustworthy (5)	967 8.8%	1029 9.4%	1015 9.2%
NET Trustworthy	3460 31.5% <b>XY</b>	3240 29.5% <b>X</b>	3098 28.2%
NET Untrustworthy	2844 25.9%	3008 27.3% <b>Z</b>	3065 27.9% <b>Z</b>
Don't know	640 5.8% <b>X</b>	592 5.4% <b>X</b>	508 4.6%

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 33

Q10(h). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- Lawyers

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	2.94	3.00	3.02
Standard deviation	1.09	1.07	1.05
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 34

**Q10(i). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:**

**- Politicians generally**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	691 6.3% <b>XY</b>	484 4.4% <b>X</b>	360 3.3%
(2)	1228 11.2% <b>XY</b>	1084 9.9% <b>X</b>	977 8.9%
(3)	2657 24.2%	2604 23.7%	2663 24.2%
(4)	2586 23.5%	2699 24.5%	2857 26.0% <b>YZ</b>
Very untrustworthy (5)	3293 29.9%	3636 33.1% <b>Z</b>	3728 33.9% <b>Z</b>
NET Trustworthy	1918 17.4% <b>XY</b>	1568 14.2% <b>X</b>	1336 12.1%
NET Untrustworthy	5879 53.4%	6335 57.6% <b>Z</b>	6585 59.8% <b>YZ</b>
Don't know	545 5.0% <b>X</b>	494 4.5% <b>X</b>	420 3.8%

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 34

Q10(i). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- Politicians generally

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	3.63	3.75	3.81
Standard deviation	1.22	1.17	1.12
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 35**

**Q10(j). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:**

**- Public health officials**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	1365 12.4% XY	1181 10.7%	1104 10.0%
(2)	3068 27.9%	3046 27.7%	3325 30.2% YZ
(3)	3715 33.8%	3976 36.1% Z	3948 35.9% Z
(4)	1446 13.1%	1366 12.4%	1447 13.2%
Very untrustworthy (5)	675 6.1% X	678 6.2% X	583 5.3%
NET Trustworthy	4433 40.3% Y	4227 38.4%	4429 40.2% Y
NET Untrustworthy	2121 19.3%	2044 18.6%	2030 18.4%
Don't know	731 6.6% X	753 6.8% X	598 5.4%

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 35

Q10(j). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- Public health officials

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	2.71	2.74	2.72
Standard deviation	1.07	1.04	1.01
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 36

**Q10(k). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:**

**- Scientific experts/academics**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	2154 19.6%	2119 19.3%	2133 19.4%
(2)	3621 32.9%	3677 33.4%	3872 35.2%
			<b>YZ</b>
(3)	2983 27.1%	3056 27.8%	3128 28.4%
			<b>Z</b>
(4)	1100 10.0%	1043 9.5%	1008 9.2%
	<b>X</b>		
Very untrustworthy (5)	465 4.2%	442 4.0%	328 3.0%
	<b>X</b>	<b>X</b>	
NET Trustworthy	5775 52.5%	5796 52.7%	6005 54.6%
			<b>YZ</b>
NET Untrustworthy	1565 14.2%	1485 13.5%	1336 12.1%
	<b>X</b>	<b>X</b>	
Don't know	677 6.2%	664 6.0%	536 4.9%
	<b>X</b>	<b>X</b>	

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 36

Q10(k). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- Scientific experts/academics

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	2.43	2.42	2.38
	X	X	
Standard deviation	1.07	1.05	1.01
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 37

**Q10(I). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:**

**- Nurses and care givers in the community**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	11005
Weighted Total	11000	11001	11005
Eff. base	10510	10829	10545
Very trustworthy (1)	2813 25.6%	2854 25.9%	3241 29.5%
		<b>Z</b>	<b>YZ</b>
(2)	3949 35.9%	4143 37.7%	4172 37.9%
		<b>Z</b>	<b>Z</b>
(3)	2437 22.2%	2379 21.6%	2186 19.9%
	<b>X</b>	<b>X</b>	
(4)	902 8.2%	865 7.9%	721 6.5%
	<b>X</b>	<b>X</b>	
Very untrustworthy (5)	405 3.7%	280 2.5%	284 2.6%
	<b>XY</b>		
NET Trustworthy	6762 61.5%	6997 63.6%	7413 67.4%
		<b>Z</b>	<b>YZ</b>
NET Untrustworthy	1307 11.9%	1145 10.4%	1004 9.1%
	<b>XY</b>	<b>X</b>	
Don't know	493 4.5%	479 4.4%	402 3.6%
	<b>X</b>	<b>X</b>	

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 37

Q10(l). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- Nurses and care givers in the community

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	11005
Mean	2.25 XY	2.20 X	2.12
Standard deviation	1.06	1.01	1.01
Standard error	0.01	0.01	0.01

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 38**

**Q10(m). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:**

**- People who work for research-based biopharmaceutical companies**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	-
Weighted Total	11000	11001	-
			**
Eff. base	10510	10829	-
Very trustworthy (1)	1363 12.4%	1174 10.7%	-
	Y		
(2)	2944 26.8%	2943 26.7%	-
(3)	3636 33.1%	3740 34.0%	-
(4)	1152 10.5%	1107 10.1%	-
Very untrustworthy (5)	448 4.1%	454 4.1%	-
NET Trustworthy	4307 39.2%	4117 37.4%	-
	Y		
NET Untrustworthy	1600 14.5%	1561 14.2%	-
Don't know	1457 13.2%	1583 14.4%	-
		Z	

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 38

Q10(m). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- People who work for research-based biopharmaceutical companies

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	- **
Mean	2.62	2.65	-
Standard deviation	1.02	1.00	-
Standard error	0.01	0.01	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 39**

Absolutes/col percents

**Q10(n). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:**

**- CEOs/Chief Executive Officers of research-based biopharmaceutical companies**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	11001	-
Weighted Total	11000	11001	-
			**
Eff. base	10510	10829	-
Very trustworthy (1)	1118	879	-
	10.2%	8.0%	-
	<b>Y</b>		
(2)	2187	2085	-
	19.9%	19.0%	-
(3)	3665	3858	-
	33.3%	35.1%	-
		<b>Z</b>	
(4)	1692	1682	-
	15.4%	15.3%	-
Very untrustworthy (5)	894	900	-
	8.1%	8.2%	-
NET Trustworthy	3306	2964	-
	30.1%	26.9%	-
	<b>Y</b>		
NET Untrustworthy	2585	2582	-
	23.5%	23.5%	-
Don't know	1444	1597	-
	13.1%	14.5%	-
		<b>Z</b>	

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 39

Q10(n). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:  
 - CEOs/Chief Executive Officers of research-based biopharmaceutical companies

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	11001	- **
Mean	2.90	2.96	-
Standard deviation	1.11	1.08	-
Standard error	0.01	0.01	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 40**

**Q10(o). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:**

**- CEOs/Chief Executive Officers**

**Base: All respondents**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	11000	-	-
Weighted Total	11000	-	-
		**	**
Eff. base	10510	-	-
Very trustworthy (1)	873 7.9%	-	-
(2)	2064 18.8%	-	-
(3)	4288 39.0%	-	-
(4)	1852 16.8%	-	-
Very untrustworthy (5)	864 7.9%	-	-
NET Trustworthy	2938 26.7%	-	-
NET Untrustworthy	2717 24.7%	-	-
Don't know	1058 9.6%	-	-

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 40

Q10(o). In general, do you think each is trustworthy or untrustworthy in (COUNTRY)? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy:

- CEOs/Chief Executive Officers

Base: All respondents

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	11000	- **	- **
Mean	2.98	-	-
Standard deviation	1.05	-	-
Standard error	0.01	-	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 41**

**Q12a. Next, please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies.**

**Research-based biopharmaceutical companies... 'NET Agree' Summary Table**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Develop new medicines and vaccines	6146 70.6%	5214 61.8%	5323 61.8%
	<b>XY</b>		
Contribute to improving health globally	5503 63.2%	5466 64.8%	5687 66.0%
		<b>Z</b>	<b>Z</b>
Listen to patients to understand their needs	3975 45.6%	3808 45.1%	3821 44.3%
Listen to healthcare professionals to understand the needs of their patients	4747 54.5%	4540 53.8%	4697 54.5%
Care about people	4142 47.6%	4001 47.4%	3960 45.9%
	<b>X</b>		
Save lives with the medicines and vaccines they research and manufacture	5967 68.5%	5930 70.3%	6214 72.1%
		<b>Z</b>	<b>YZ</b>
Improve lives with the medicines and vaccines they research and manufacture	5755 66.1%	5766 68.3%	5991 69.5%
		<b>Z</b>	<b>Z</b>
Should provide scientific information about their products (medicines and vaccines) for healthcare professionals to help them meet their patients' needs	6287 72.2%	6129 72.6%	- -
	<b>X</b>	<b>X</b>	

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 41

Q12a. Next, please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies.

Research-based biopharmaceutical companies... 'NET Agree' Summary Table

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Have a leading role in advancing new technologies (such as better, more effective medicines or vaccines that are useful in response to the COVID-19 pandemic)	5942 68.2% XY	- -	- -
Have a leading role in the development of new technologies that could be useful in response to future public health crises, such as pandemics	5806 66.7% XY	- -	- -

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 42**

**Q12a. Next, please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies.**

**Research-based biopharmaceutical companies... 'NET Disagree' Summary Table**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Develop new medicines and vaccines	703 8.1%	699 8.3%	720 8.4%
Contribute to improving health globally	914 10.5% <b>XY</b>	781 9.3% <b>X</b>	694 8.1%
Listen to patients to understand their needs	1541 17.7%	1411 16.7%	1452 16.9%
Listen to healthcare professionals to understand the needs of their patients	1007 11.6% <b>X</b>	907 10.7% <b>X</b>	827 9.6%
Care about people	1568 18.0% <b>Y</b>	1353 16.0%	1498 17.4% <b>Y</b>
Save lives with the medicines and vaccines they research and manufacture	693 8.0% <b>XY</b>	559 6.6% <b>X</b>	497 5.8%
Improve lives with the medicines and vaccines they research and manufacture	721 8.3% <b>XY</b>	626 7.4% <b>X</b>	569 6.6%
Should provide scientific information about their products (medicines and vaccines) for healthcare professionals to help them meet their patients' needs	449 5.2% <b>X</b>	394 4.7% <b>X</b>	- - -

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 42

Q12a. Next, please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies.

Research-based biopharmaceutical companies... 'NET Disagree' Summary Table

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Have a leading role in advancing new technologies (such as better, more effective medicines or vaccines that are useful in response to the COVID-19 pandemic)	631 7.3% XY	-	-
Have a leading role in the development of new technologies that could be useful in response to future public health crises, such as pandemics	588 6.8% XY	-	-

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 43**

Absolutes/col percents

**Q12a(a). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Develop new medicines and vaccines**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	2812 32.3% <b>XY</b>	1957 23.2% <b>X</b>	1750 20.3%
Tend to agree (+1)	3334 38.3%	3257 38.6%	3574 41.5% <b>YZ</b>
Neither agree nor disagree (0)	1491 17.1%	1961 23.2% <b>Z</b>	1935 22.4% <b>Z</b>
Tend to disagree (-1)	460 5.3%	483 5.7%	514 6.0%
Strongly disagree (-2)	242 2.8%	216 2.6%	206 2.4%
NET Agree	6146 70.6% <b>XY</b>	5214 61.8%	5323 61.8%
NET Disagree	703 8.1%	699 8.3%	720 8.4%
Don't know	369 4.2%	567 6.7% <b>Z</b>	641 7.4% <b>Z</b>

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 43

Absolutes/col percents

Q12a(a). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Develop new medicines and vaccines

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	<b>0.96</b>	<b>0.79</b>	<b>0.77</b>
	XY		
Standard deviation	<b>1.00</b>	<b>0.97</b>	<b>0.95</b>
Standard error	<b>0.01</b>	<b>0.01</b>	<b>0.01</b>

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

Table 44

Absolutes/col percents

Q12a(b). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Contribute to improving health globally

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	2193 25.2% <b>X</b>	2033 24.1% <b>X</b>	1864 21.6%
Tend to agree (+1)	3311 38.0%	3433 40.7% <b>Z</b>	3823 44.4% <b>YZ</b>
Neither agree nor disagree (0)	1881 21.6%	1763 20.9%	1801 20.9%
Tend to disagree (-1)	598 6.9% <b>X</b>	531 6.3%	486 5.6%
Strongly disagree (-2)	316 3.6% <b>XY</b>	249 3.0% <b>X</b>	208 2.4%
NET Agree	5503 63.2%	5466 64.8% <b>Z</b>	5687 66.0% <b>Z</b>
NET Disagree	914 10.5% <b>XY</b>	781 9.3% <b>X</b>	694 8.1%
Don't know	411 4.7%	431 5.1%	436 5.1%

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 44

Absolutes/col percents

Q12a(b). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Contribute to improving health globally

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	0.78	0.81	0.81
Standard deviation	1.04	0.99	0.94
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 45

Absolutes/col percents

Q12a(c). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Listen to patients to understand their needs

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	1406 16.1% <b>X</b>	1332 15.8% <b>X</b>	1129 13.1%
Tend to agree (+1)	2570 29.5%	2476 29.3%	2692 31.2% <b>YZ</b>
Neither agree nor disagree (0)	2474 28.4%	2474 29.3%	2503 29.0%
Tend to disagree (-1)	1016 11.7%	961 11.4%	1046 12.1%
Strongly disagree (-2)	526 6.0% <b>XY</b>	450 5.3%	406 4.7%
NET Agree	3975 45.6%	3808 45.1%	3821 44.3%
NET Disagree	1541 17.7%	1411 16.7%	1452 16.9%
Don't know	719 8.3%	748 8.9%	842 9.8% <b>YZ</b>

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 45

Absolutes/col percents

Q12a(c). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Listen to patients to understand their needs

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	0.41	0.43	0.40
Standard deviation	1.12	1.09	1.05
Standard error	0.01	0.01	0.01

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 46**

Absolutes/col percents

**Q12a(d). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Listen to healthcare professionals to understand the needs of their patients**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	1749 20.1% <b>XY</b>	1576 18.7% <b>X</b>	1413 16.4%
Tend to agree (+1)	2999 34.4%	2964 35.1%	3285 38.1% <b>YZ</b>
Neither agree nor disagree (0)	2235 25.7%	2218 26.3%	2257 26.2%
Tend to disagree (-1)	701 8.1%	635 7.5%	627 7.3%
Strongly disagree (-2)	306 3.5% <b>X</b>	271 3.2% <b>X</b>	199 2.3%
NET Agree	4747 54.5%	4540 53.8%	4697 54.5%
NET Disagree	1007 11.6% <b>X</b>	907 10.7% <b>X</b>	827 9.6%
Don't know	719 8.3%	776 9.2% <b>Z</b>	838 9.7% <b>Z</b>

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 46

Absolutes/col percents

Q12a(d). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Listen to healthcare professionals to understand the needs of their patients

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	<b>0.65</b>	<b>0.64</b>	<b>0.65</b>
Standard deviation	<b>1.03</b>	<b>1.01</b>	<b>0.95</b>
Standard error	<b>0.01</b>	<b>0.01</b>	<b>0.01</b>

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 47

Absolutes/col percents

Q12a(e). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Care about people

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	1514 17.4% <b>X</b>	1378 16.3% <b>X</b>	1215 14.1%
Tend to agree (+1)	2628 30.2%	2624 31.1%	2745 31.8% <b>Z</b>
Neither agree nor disagree (0)	2442 28.0%	2533 30.0% <b>Z</b>	2573 29.9% <b>Z</b>
Tend to disagree (-1)	1009 11.6% <b>Y</b>	875 10.4%	1027 11.9% <b>Y</b>
Strongly disagree (-2)	559 6.4% <b>XY</b>	478 5.7%	471 5.5%
NET Agree	4142 47.6% <b>X</b>	4001 47.4%	3960 45.9%
NET Disagree	1568 18.0% <b>Y</b>	1353 16.0%	1498 17.4% <b>Y</b>
Don't know	557 6.4%	553 6.6%	588 6.8%

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 47

Absolutes/col percents

Q12a(e). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Care about people

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	0.43	0.45	0.40
Standard deviation	1.13	1.09	1.07
Standard error	0.01	0.01	0.01

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

**Table 48**

Absolutes/col percents

**Q12a(f). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Save lives with the medicines and vaccines they research and manufacture**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	2611 30.0% <b>X</b>	2500 29.6% <b>X</b>	2341 27.2%
Tend to agree (+1)	3356 38.5%	3431 40.6% <b>Z</b>	3874 44.9% <b>YZ</b>
Neither agree nor disagree (0)	1683 19.3% <b>X</b>	1575 18.7% <b>X</b>	1486 17.2%
Tend to disagree (-1)	444 5.1% <b>XY</b>	371 4.4%	358 4.2%
Strongly disagree (-2)	249 2.9% <b>XY</b>	188 2.2% <b>X</b>	139 1.6%
NET Agree	5967 68.5%	5930 70.3% <b>Z</b>	6214 72.1% <b>YZ</b>
NET Disagree	693 8.0% <b>XY</b>	559 6.6% <b>X</b>	497 5.8%
Don't know	367 4.2%	377 4.5%	421 4.9% <b>Z</b>

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 48

Absolutes/col percents

Q12a(f). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Save lives with the medicines and vaccines they research and manufacture

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	0.92	0.95	0.97
Standard deviation	0.99	0.95	0.89
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 49**

Absolutes/col percents

**Q12a(g). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Improve lives with the medicines and vaccines they research and manufacture**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	2393 27.5% <b>X</b>	2322 27.5% <b>X</b>	2056 23.9%
Tend to agree (+1)	3362 38.6%	3443 40.8% <b>Z</b>	3935 45.7% <b>YZ</b>
Neither agree nor disagree (0)	1846 21.2% <b>XY</b>	1647 19.5%	1641 19.0%
Tend to disagree (-1)	489 5.6% <b>XY</b>	414 4.9%	390 4.5%
Strongly disagree (-2)	232 2.7% <b>X</b>	211 2.5%	179 2.1%
NET Agree	5755 66.1%	5766 68.3% <b>Z</b>	5991 69.5% <b>Z</b>
NET Disagree	721 8.3% <b>XY</b>	626 7.4% <b>X</b>	569 6.6%
Don't know	386 4.4%	402 4.8%	417 4.8%

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 49

Absolutes/col percents

Q12a(g). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...  
 - Improve lives with the medicines and vaccines they research and manufacture

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	0.86	0.90	0.89
Standard deviation	0.99	0.96	0.91
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 50**

Absolutes/col percents

**Q12a(h). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Should provide scientific information about their products (medicines and vaccines) for healthcare professionals to help them meet their patients' needs**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	-
Weighted Total	8709	8441	-
			**
Eff. base	8307	8324	-
Strongly agree (+2)	3000 34.4%	2896 34.3%	-
Tend to agree (+1)	3288 37.7%	3234 38.3%	-
Neither agree nor disagree (0)	1544 17.7%	1455 17.2%	-
Tend to disagree (-1)	318 3.7%	305 3.6%	-
Strongly disagree (-2)	131 1.5%	89 1.1%	-
	<b>Y</b>		
NET Agree	6287 72.2%	6129 72.6%	-
NET Disagree	449 5.2%	394 4.7%	-
Don't know	429 4.9%	462 5.5%	-

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 50

Absolutes/col percents

Q12a(h). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Should provide scientific information about their products (medicines and vaccines) for healthcare professionals to help them meet their patients' needs

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	- **
Mean	1.05	1.07	-
Standard deviation	0.92	0.89	-
Standard error	0.01	0.01	-

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 51

Absolutes/col percents

Q12a(i). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...  
 - Have a leading role in advancing new technologies (such as better, more effective medicines or vaccines that are useful in response to the COVID-19 pandemic)

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	-	-
Weighted Total	8709	-	-
		**	**
Eff. base	8307	-	-
Strongly agree (+2)	2657 30.5%	-	-
Tend to agree (+1)	3285 37.7%	-	-
Neither agree nor disagree (0)	1716 19.7%	-	-
Tend to disagree (-1)	410 4.7%	-	-
Strongly disagree (-2)	221 2.5%	-	-
NET Agree	5942 68.2%	-	-
NET Disagree	631 7.3%	-	-
Don't know	419 4.8%	-	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 51

Absolutes/col percents

Q12a(i). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Have a leading role in advancing new technologies (such as better, more effective medicines or vaccines that are useful in response to the COVID-19 pandemic)

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	- **	- **
Mean	0.93	-	-
Standard deviation	0.98	-	-
Standard error	0.01	-	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

**Table 52**

Absolutes/col percents

**Q12a(j). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Have a leading role in the development of new technologies that could be useful in response to future public health crises, such as pandemics**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	-	-
Weighted Total	8709	-	-
		**	**
Eff. base	8307	-	-
Strongly agree (+2)	2472 28.4%	-	-
Tend to agree (+1)	3334 38.3%	-	-
Neither agree nor disagree (0)	1843 21.2%	-	-
Tend to disagree (-1)	394 4.5%	-	-
Strongly disagree (-2)	194 2.2%	-	-
NET Agree	5806 66.7%	-	-
NET Disagree	588 6.8%	-	-
Don't know	472 5.4%	-	-

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 52

Absolutes/col percents

Q12a(j). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Have a leading role in the development of new technologies that could be useful in response to future public health crises, such as pandemics

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	- **	- **
Mean	0.91	-	-
Standard deviation	0.96	-	-
Standard error	0.01	-	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 53**

**Q12b. Next, please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies.**

**Research-based biopharmaceutical companies... 'NET Agree' Summary Table**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Ensure their new medicines and vaccines are available for as many people as possible, wherever they live and their circumstances	4593 52.7% XY	- - Y	3697 42.9%
Ensure fair and equal availability of their medicines and vaccines in (COUNTRY)	4369 50.2% X	4185 49.6% X	3679 42.7%
Ensure fair and equal availability of their medicines and vaccines worldwide	3770 43.3% XY	3303 39.1% X	3050 35.4%
Work with governments to ensure their medicines and vaccines are available to as many people as possible, worldwide	4855 55.7% XY	4468 52.9% X	- -
Work with international organisations to ensure their medicines and vaccines are available to as many people as possible, worldwide	4881 56.0% XY	- -	- -

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 53**

**Q12b. Next, please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies.**

**Research-based biopharmaceutical companies... 'NET Agree' Summary Table**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Ensure medicines and vaccines are available in times of humanitarian crisis	4737 54.4% <b>X</b>	4552 53.9% <b>X</b>	- - -
Have initiatives to ensure medicines and vaccines are affordable, so they are available to as many people as possible, wherever they live and their circumstances	4343 49.9% <b>XY</b>	3869 45.8% <b>X</b>	- - -

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 54**

**Q12b. Next, please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies.**

**Research-based biopharmaceutical companies... 'NET Disagree' Summary Table**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Ensure their new medicines and vaccines are available for as many people as possible, wherever they live and their circumstances	1373 15.8% Y	- -	2074 24.1% YZ
Ensure fair and equal availability of their medicines and vaccines in (COUNTRY)	1359 15.6%	1323 15.7%	1816 21.1% YZ
Ensure fair and equal availability of their medicines and vaccines worldwide	1948 22.4%	2172 25.7% Z	2426 28.2% YZ
Work with governments to ensure their medicines and vaccines are available to as many people as possible, worldwide	1061 12.2% X	1161 13.8% XZ	- -
Work with international organisations to ensure their medicines and vaccines are available to as many people as possible, worldwide	1050 12.1% XY	- -	- -

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 54

Q12b. Next, please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies.

Research-based biopharmaceutical companies... 'NET Disagree' Summary Table

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Ensure medicines and vaccines are available in times of humanitarian crisis	1144 13.1% <b>X</b>	1109 13.1% <b>X</b>	- - -
Have initiatives to ensure medicines and vaccines are affordable, so they are available to as many people as possible, wherever they live and their circumstances	1521 17.5% <b>X</b>	1724 20.4% <b>XZ</b>	- - -

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 55

Absolutes/col percents

Q12b(a). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Ensure their new medicines and vaccines are available for as many people as possible, wherever they live and their circumstances

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	-	8633
Weighted Total	8709	-	8618
		**	
Eff. base	8307	-	8228
Strongly agree (+2)	1773	-	1243
	20.4%	-	14.4%
	X		
Tend to agree (+1)	2820	-	2455
	32.4%	-	28.5%
	X		
Neither agree nor disagree (0)	2162	-	2177
	24.8%	-	25.3%
Tend to disagree (-1)	923	-	1415
	10.6%	-	16.4%
			Z
Strongly disagree (-2)	450	-	659
	5.2%	-	7.7%
			Z
NET Agree	4593	-	3697
	52.7%	-	42.9%
	X		
NET Disagree	1373	-	2074
	15.8%	-	24.1%
			Z
Don't know	581	-	670
	6.7%	-	7.8%
			Z

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 55

Absolutes/col percents

Q12b(a). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Ensure their new medicines and vaccines are available for as many people as possible, wherever they live and their circumstances

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	- **	8618
Mean	<b>0.56</b>	-	<b>0.28</b>
	X		
Standard deviation	1.11	-	1.17
Standard error	0.01	-	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

Table 56

Absolutes/col percents

Q12b(b). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Ensure fair and equal availability of their medicines and vaccines in (COUNTRY)

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	1556 17.9% <b>X</b>	1436 17.0% <b>X</b>	1128 13.1%
Tend to agree (+1)	2813 32.3% <b>X</b>	2749 32.6% <b>X</b>	2551 29.6%
Neither agree nor disagree (0)	2356 27.1%	2264 26.8%	2380 27.6%
Tend to disagree (-1)	965 11.1%	922 10.9%	1258 14.6% <b>YZ</b>
Strongly disagree (-2)	394 4.5%	400 4.7%	559 6.5% <b>YZ</b>
NET Agree	4369 50.2% <b>X</b>	4185 49.6% <b>X</b>	3679 42.7%
NET Disagree	1359 15.6%	1323 15.7%	1816 21.1% <b>YZ</b>
Don't know	625 7.2%	669 7.9%	743 8.6% <b>Z</b>

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 56

Absolutes/col percents

Q12b(b). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Ensure fair and equal availability of their medicines and vaccines in (COUNTRY)

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	<b>0.52</b>	<b>0.50</b>	<b>0.31</b>
	X	X	
Standard deviation	<b>1.08</b>	<b>1.08</b>	<b>1.12</b>
Standard error	<b>0.01</b>	<b>0.01</b>	<b>0.01</b>

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 57**

Absolutes/col percents

**Q12b(c). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Ensure fair and equal availability of their medicines and vaccines worldwide**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	1422 16.3% XY	1176 13.9% X	956 11.1%
Tend to agree (+1)	2348 27.0% XY	2127 25.2%	2094 24.3%
Neither agree nor disagree (0)	2325 26.7%	2285 27.1%	2381 27.6%
Tend to disagree (-1)	1284 14.7%	1420 16.8% Z	1562 18.1% YZ
Strongly disagree (-2)	664 7.6%	751 8.9% Z	864 10.0% YZ
NET Agree	3770 43.3% XY	3303 39.1% X	3050 35.4%
NET Disagree	1948 22.4%	2172 25.7% Z	2426 28.2% YZ
Don't know	666 7.6%	682 8.1%	761 8.8% Z

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 57

Absolutes/col percents

Q12b(c). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Ensure fair and equal availability of their medicines and vaccines worldwide

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	<b>0.32</b>	<b>0.20</b>	<b>0.09</b>
	XY	X	
Standard deviation	1.18	1.19	1.18
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 58**

Absolutes/col percents

**Q12b(d). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Work with governments to ensure their medicines and vaccines are available to as many people as possible, worldwide**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	-
Weighted Total	8709	8441	-
			**
Eff. base	8307	8324	-
Strongly agree (+2)	1830 21.0%	1575 18.7%	-
	<b>Y</b>		
Tend to agree (+1)	3025 34.7%	2892 34.3%	-
Neither agree nor disagree (0)	2195 25.2%	2135 25.3%	-
Tend to disagree (-1)	747 8.6%	825 9.8%	-
		<b>Z</b>	
Strongly disagree (-2)	314 3.6%	336 4.0%	-
NET Agree	4855 55.7%	4468 52.9%	-
	<b>Y</b>		
NET Disagree	1061 12.2%	1161 13.8%	-
		<b>Z</b>	
Don't know	598 6.9%	677 8.0%	-
		<b>Z</b>	

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 58

Absolutes/col percents

Q12b(d). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Work with governments to ensure their medicines and vaccines are available to as many people as possible, worldwide

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	- **
Mean	0.65	0.59	-
	Y		
Standard deviation	1.05	1.06	-
Standard error	0.01	0.01	-

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 59**

Absolutes/col percents

**Q12b(e). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Work with international organisations to ensure their medicines and vaccines are available to as many people as possible, worldwide**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	-	-
Weighted Total	8709	-	-
		**	**
Eff. base	8307	-	-
Strongly agree (+2)	1877 21.6%	-	-
Tend to agree (+1)	3004 34.5%	-	-
Neither agree nor disagree (0)	2138 24.6%	-	-
Tend to disagree (-1)	751 8.6%	-	-
Strongly disagree (-2)	299 3.4%	-	-
NET Agree	4881 56.0%	-	-
NET Disagree	1050 12.1%	-	-
Don't know	640 7.3%	-	-

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 59

Absolutes/col percents

Q12b(e). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Work with international organisations to ensure their medicines and vaccines are available to as many people as possible, worldwide

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	- **	- **
Mean	0.67	-	-
Standard deviation	1.05	-	-
Standard error	0.01	-	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

**Table 60**

Absolutes/col percents

**Q12b(f).** Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

**- Ensure medicines and vaccines are available in times of humanitarian crisis**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	-
Weighted Total	8709	8441	-
			**
Eff. base	8307	8324	-
Strongly agree (+2)	1683 19.3%	1487 17.6%	-
	<b>Y</b>		
Tend to agree (+1)	3054 35.1%	3065 36.3%	-
Neither agree nor disagree (0)	2232 25.6%	2143 25.4%	-
Tend to disagree (-1)	804 9.2%	767 9.1%	-
Strongly disagree (-2)	339 3.9%	342 4.1%	-
NET Agree	4737 54.4%	4552 53.9%	-
NET Disagree	1144 13.1%	1109 13.1%	-
Don't know	596 6.8%	636 7.5%	-

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 60

Absolutes/col percents

Q12b(f). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Ensure medicines and vaccines are available in times of humanitarian crisis

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	- **
Mean	0.61	0.59	-
Standard deviation	1.05	1.04	-
Standard error	0.01	0.01	-

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 61**

Absolutes/col percents

**Q12b(g). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Have initiatives to ensure medicines and vaccines are affordable, so they are available to as many people as possible, wherever they live and their circumstances**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	-
Weighted Total	8709	8441	-
			**
Eff. base	8307	8324	-
Strongly agree (+2)	1827	1499	-
	21.0%	17.8%	-
	Y		
Tend to agree (+1)	2515	2370	-
	28.9%	28.1%	-
Neither agree nor disagree (0)	2198	2180	-
	25.2%	25.8%	-
Tend to disagree (-1)	977	1129	-
	11.2%	13.4%	-
		Z	
Strongly disagree (-2)	544	595	-
	6.2%	7.1%	-
		Z	
NET Agree	4343	3869	-
	49.9%	45.8%	-
	Y		
NET Disagree	1521	1724	-
	17.5%	20.4%	-
		Z	
Don't know	648	668	-
	7.4%	7.9%	-

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 61

Absolutes/col percents

Q12b(g). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Have initiatives to ensure medicines and vaccines are affordable, so they are available to as many people as possible, wherever they live and their circumstances

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	- **
Mean	0.51	0.39	-
	Y		
Standard deviation	1.16	1.17	-
Standard error	0.01	0.01	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 62**

**Q12bi. Next, please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies.**

**Research-based biopharmaceutical companies... 'NET Agree' Summary Table**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	-
Weighted Total	8709	8441	- **
Eff. base	8307	8324	-
Ensured fair and equal availability of their COVID-19 medicines and vaccines in (COUNTRY)	4932 56.6%	4720 55.9%	-
Ensured fair and equal availability of their COVID-19 medicines and vaccines worldwide	4119 47.3% Y	3703 43.9%	- -
Worked well with governments, intergovernmental org's and other institutions to ensure their COVID-19 medicines and vaccines were available to as many people as possible, worldwide	5102 58.6% Y	4550 53.9%	- -
Introduced initiatives to ensure their COVID-19 medicines and vaccines were affordable, so they were available to as many people as possible wherever they lived and whatever their circumstances	4865 55.9% Y	4293 50.9%	- -

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 62**

**Q12bi. Next, please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies.**

**Research-based biopharmaceutical companies... 'NET Agree' Summary Table**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	- **
Collaborated with other pharmaceutical companies, biotechnology companies and academics to find solutions to the pandemic	5156 59.2% Y	- -	- -
Significantly increased manufacturing capacity to produce the quantity of medicines and vaccines required to tackle the pandemic	5756 66.1% Y	- -	- -

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 63**

**Q12bi. Next, please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies.**

**Research-based biopharmaceutical companies... 'NET Disagree' Summary Table**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	-
Weighted Total	8709	8441	- **
Eff. base	8307	8324	-
Ensured fair and equal availability of their COVID-19 medicines and vaccines in (COUNTRY)	1200 13.8%	1121 13.3%	-
Ensured fair and equal availability of their COVID-19 medicines and vaccines worldwide	1857 21.3%	2020 23.9% <b>Z</b>	- -
Worked well with governments, intergovernmental org's and other institutions to ensure their COVID-19 medicines and vaccines were available to as many people as possible, worldwide	1064 12.2%	1200 14.2% <b>Z</b>	- -
Introduced initiatives to ensure their COVID-19 medicines and vaccines were affordable, so they were available to as many people as possible, wherever they lived and whatever their circumstances	1231 14.1%	1423 16.9% <b>Z</b>	- -

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 63**

**Q12bi. Next, please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies.**

**Research-based biopharmaceutical companies... 'NET Disagree' Summary Table**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	- **
Collaborated with other pharmaceutical companies, biotechnology companies and academics to find solutions to the pandemic	896 10.3% Y	- -	- -
Significantly increased manufacturing capacity to produce the quantity of medicines and vaccines required to tackle the pandemic	717 8.2% Y	- -	- -

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**



## IFPMA Pharma Reputation Year 3 - All Markets

Table 64

Absolutes/col percents

Q12bi(a). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Ensured fair and equal availability of their COVID-19 medicines and vaccines in (COUNTRY)

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	-
Weighted Total	8709	8441	- **
Eff. base	8307	8324	-
Strongly agree (+2)	1797 20.6%	1724 20.4%	- -
Tend to agree (+1)	3135 36.0%	2996 35.5%	- -
Neither agree nor disagree (0)	2063 23.7%	2014 23.9%	- -
Tend to disagree (-1)	841 9.7%	752 8.9%	- -
Strongly disagree (-2)	358 4.1%	369 4.4%	- -
NET Agree	4932 56.6%	4720 55.9%	- -
NET Disagree	1200 13.8%	1121 13.3%	- -
Don't know	515 5.9%	585 6.9%	- -
		<b>Z</b>	

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 64

Absolutes/col percents

Q12bi(a). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Ensured fair and equal availability of their COVID-19 medicines and vaccines in (COUNTRY)

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	- **
Mean	0.63	0.63	-
Standard deviation	1.07	1.07	-
Standard error	0.01	0.01	-

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 65**

Absolutes/col percents

**Q12bi(b). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Ensured fair and equal availability of their COVID-19 medicines and vaccines worldwide**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	-
Weighted Total	8709	8441	-
			**
Eff. base	8307	8324	-
Strongly agree (+2)	1528 17.5%	1360 16.1%	-
	Y		
Tend to agree (+1)	2591 29.8%	2343 27.8%	-
	Y		
Neither agree nor disagree (0)	2127 24.4%	2096 24.8%	-
Tend to disagree (-1)	1254 14.4%	1272 15.1%	-
Strongly disagree (-2)	602 6.9%	748 8.9%	-
		Z	
NET Agree	4119 47.3%	3703 43.9%	-
	Y		
NET Disagree	1857 21.3%	2020 23.9%	-
		Z	
Don't know	606 7.0%	621 7.4%	-

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 65

Absolutes/col percents

Q12bi(b). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Ensured fair and equal availability of their COVID-19 medicines and vaccines worldwide

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	- **
Mean	0.39	0.29	-
	Y		
Standard deviation	1.17	1.21	-
Standard error	0.01	0.01	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 66

Absolutes/col percents

Q12bi(c). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Worked well with governments, intergovernmental org's and other institutions to ensure their COVID-19 medicines and vaccines were available to as many people as possible, worldwide

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	-
Weighted Total	8709	8441	-
			**
Eff. base	8307	8324	-
Strongly agree (+2)	2105 24.2%	1687 20.0%	-
	Y		
Tend to agree (+1)	2997 34.4%	2863 33.9%	-
Neither agree nor disagree (0)	1993 22.9%	2078 24.6%	-
		Z	
Tend to disagree (-1)	742 8.5%	803 9.5%	-
		Z	
Strongly disagree (-2)	322 3.7%	397 4.7%	-
		Z	
NET Agree	5102 58.6%	4550 53.9%	-
	Y		
NET Disagree	1064 12.2%	1200 14.2%	-
		Z	
Don't know	550 6.3%	611 7.2%	-
		Z	

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 66

Absolutes/col percents

Q12bi(c). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Worked well with governments, intergovernmental org's and other institutions to ensure their COVID-19 medicines and vaccines were available to as many people as possible, worldwide

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	- **
Mean	0.71	0.59	-
	Y		
Standard deviation	1.07	1.09	-
Standard error	0.01	0.01	-

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 67

Absolutes/col percents

Q12bi(e). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Introduced initiatives to ensure their COVID-19 medicines and vaccines were affordable, so they were available to as many people as possible, wherever they live and their circumstances

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	-
Weighted Total	8709	8441	- **
Eff. base	8307	8324	-
Strongly agree (+2)	1982 22.8%	1648 19.5%	- -
	<b>Y</b>		
Tend to agree (+1)	2883 33.1%	2644 31.3%	- -
	<b>Y</b>		
Neither agree nor disagree (0)	2032 23.3%	2108 25.0%	- -
		<b>Z</b>	
Tend to disagree (-1)	838 9.6%	925 11.0%	- -
		<b>Z</b>	
Strongly disagree (-2)	393 4.5%	497 5.9%	- -
		<b>Z</b>	
NET Agree	4865 55.9%	4293 50.9%	- -
	<b>Y</b>		
NET Disagree	1231 14.1%	1423 16.9%	- -
		<b>Z</b>	
Don't know	581 6.7%	617 7.3%	- -

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 67

Absolutes/col percents

Q12bi(e). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Introduced initiatives to ensure their COVID-19 medicines and vaccines were affordable, so they were available to as many people as possible, wherever they live and their circumstances

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	- **
Mean	0.64	0.51	-
	Y		
Standard deviation	1.10	1.14	-
Standard error	0.01	0.01	-

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

**Table 68**

Absolutes/col percents

**Q12bi(f). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Collaborated with other pharmaceutical companies, biotechnology companies and academics to find solutions to the pandemic**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	-	-
Weighted Total	8709	-	-
		**	**
Eff. base	8307	-	-
Strongly agree (+2)	1975 22.7%	-	-
Tend to agree (+1)	3181 36.5%	-	-
Neither agree nor disagree (0)	1999 22.9%	-	-
Tend to disagree (-1)	637 7.3%	-	-
Strongly disagree (-2)	259 3.0%	-	-
NET Agree	5156 59.2%	-	-
NET Disagree	896 10.3%	-	-
Don't know	659 7.6%	-	-

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 68

Absolutes/col percents

Q12bi(f). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Collaborated with other pharmaceutical companies, biotechnology companies and academics to find solutions to the pandemic

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	- **	- **
Mean	0.74	-	-
Standard deviation	1.02	-	-
Standard error	0.01	-	-

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 69

Absolutes/col percents

Q12bi(g). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Significantly increased manufacturing capacity to produce the quantity of medicines and vaccines required to tackle the pandemic

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	-	-
Weighted Total	8709	-	-
		**	**
Eff. base	8307	-	-
Strongly agree (+2)	2310 26.5%	-	-
Tend to agree (+1)	3446 39.6%	-	-
Neither agree nor disagree (0)	1721 19.8%	-	-
Tend to disagree (-1)	490 5.6%	-	-
Strongly disagree (-2)	227 2.6%	-	-
NET Agree	5756 66.1%	-	-
NET Disagree	717 8.2%	-	-
Don't know	515 5.9%	-	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 69

Absolutes/col percents

Q12bi(g). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Significantly increased manufacturing capacity to produce the quantity of medicines and vaccines required to tackle the pandemic

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	- **	- **
Mean	<b>0.87</b>	-	-
Standard deviation	<b>0.98</b>	-	-
Standard error	<b>0.01</b>	-	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 70**

**Q12d. Next, please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies.**

**Research-based biopharmaceutical companies... 'NET Agree' Summary Table**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Discover and manufacture safe medicines and vaccines that work	5145 59.1%	5316 63.0% <b>Z</b>	5441 63.1% <b>Z</b>
Invest a lot of money discovering new and innovative treatments or cures	5402 62.0%	5453 64.6% <b>Z</b>	5721 66.4% <b>YZ</b>
Are more effective than governments at discovering new medicines and vaccines	5408 62.1%	5501 65.2% <b>Z</b>	5494 63.7% <b>Z</b>
Support healthcare systems at times of crisis by ensuring the uninterrupted supply of medicines and vaccines	5014 57.6% <b>XY</b>	4532 53.7% <b>X</b>	- - -
Take financial risks to discover, research and develop new medicines and vaccines	4760 54.7% <b>XY</b>	- -	- -
Are not always successful in bringing new medicines and vaccines to the market	4835 55.5% <b>XY</b>	- -	- -

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 71

Q12d. Next, please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies.

Research-based biopharmaceutical companies... 'NET Disagree' Summary Table

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Discover and manufacture safe medicines and vaccines that work	972 11.2% <b>XY</b>	732 8.7% <b>X</b>	627 7.3%
Invest a lot of money discovering new and innovative treatments or cures	788 9.0% <b>XY</b>	642 7.6% <b>X</b>	538 6.2%
Are more effective than governments at discovering new medicines and vaccines	707 8.1% <b>XY</b>	594 7.0%	558 6.5%
Support healthcare systems at times of crisis by ensuring the uninterrupted supply of medicines and vaccines	905 10.4% <b>X</b>	920 10.9% <b>X</b>	- -
Take financial risks to discover, research and develop new medicines and vaccines	1154 13.2% <b>XY</b>	- -	- -
Are not always successful in bringing new medicines and vaccines to the market	935 10.7% <b>XY</b>	- -	- -

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 72

Absolutes/col percents

Q12d(a). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Discover and manufacture safe medicines and vaccines that work

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	1818 20.9% <b>X</b>	1870 22.2% <b>XZ</b>	1611 18.7%
Tend to agree (+1)	3327 38.2%	3445 40.8% <b>Z</b>	3830 44.4% <b>YZ</b>
Neither agree nor disagree (0)	2134 24.5% <b>Y</b>	1941 23.0%	2014 23.4%
Tend to disagree (-1)	665 7.6% <b>XY</b>	494 5.9%	466 5.4%
Strongly disagree (-2)	307 3.5% <b>XY</b>	238 2.8% <b>X</b>	160 1.9%
NET Agree	5145 59.1%	5316 63.0% <b>Z</b>	5441 63.1% <b>Z</b>
NET Disagree	972 11.2% <b>XY</b>	732 8.7% <b>X</b>	627 7.3%
Don't know	458 5.3%	452 5.4%	536 6.2% <b>YZ</b>

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 72

Absolutes/col percents

Q12d(a). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Discover and manufacture safe medicines and vaccines that work

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	0.69	0.78	0.78
Standard deviation	1.02	0.97	0.90
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

Table 73

Absolutes/col percents

Q12d(d). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Invest a lot of money discovering new and innovative treatments or cures

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	2077 23.8%	2062 24.4%	2039 23.7%
Tend to agree (+1)	3326 38.2%	3391 40.2%	3683 42.7%
	<b>X</b>	<b>Z</b>	<b>YZ</b>
Neither agree nor disagree (0)	1944 22.3%	1790 21.2%	1723 20.0%
Tend to disagree (-1)	546 6.3%	463 5.5%	408 4.7%
	<b>XY</b>	<b>X</b>	
Strongly disagree (-2)	242 2.8%	178 2.1%	130 1.5%
	<b>XY</b>	<b>X</b>	
NET Agree	5402 62.0%	5453 64.6%	5721 66.4%
		<b>Z</b>	<b>YZ</b>
NET Disagree	788 9.0%	642 7.6%	538 6.2%
	<b>XY</b>	<b>X</b>	
Don't know	575 6.6%	556 6.6%	636 7.4%
			<b>Y</b>

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 73

Absolutes/col percents

Q12d(d). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Invest a lot of money discovering new and innovative treatments or cures

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	0.79	0.85	0.89
Standard deviation	0.99	0.95	0.90
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 74

Absolutes/col percents

Q12d(g). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Are more effective than governments at discovering new medicines and vaccines

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	2276 26.1%	2370 28.1%	2236 25.9%
		<b>XZ</b>	
Tend to agree (+1)	3132 36.0%	3131 37.1%	3258 37.8%
			<b>Z</b>
Neither agree nor disagree (0)	2052 23.6%	1833 21.7%	1921 22.3%
	<b>Y</b>		
Tend to disagree (-1)	480 5.5%	399 4.7%	426 4.9%
	<b>Y</b>		
Strongly disagree (-2)	227 2.6%	194 2.3%	132 1.5%
	<b>X</b>	<b>X</b>	
NET Agree	5408 62.1%	5501 65.2%	5494 63.7%
		<b>Z</b>	<b>Z</b>
NET Disagree	707 8.1%	594 7.0%	558 6.5%
	<b>XY</b>		
Don't know	542 6.2%	513 6.1%	645 7.5%
			<b>YZ</b>

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 74

Absolutes/col percents

Q12d(g). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Are more effective than governments at discovering new medicines and vaccines

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	0.83	0.89	0.88
Standard deviation	0.99	0.97	0.93
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 75

Absolutes/col percents

Q12d(h). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Support healthcare systems at times of crisis by ensuring the uninterrupted supply of medicines and vaccines

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	-
Weighted Total	8709	8441	-
			**
Eff. base	8307	8324	-
Strongly agree (+2)	1866 21.4%	1505 17.8%	-
	<b>Y</b>		
Tend to agree (+1)	3148 36.1%	3027 35.9%	-
Neither agree nor disagree (0)	2197 25.2%	2326 27.6%	-
		<b>Z</b>	
Tend to disagree (-1)	667 7.7%	637 7.5%	-
Strongly disagree (-2)	239 2.7%	283 3.4%	-
		<b>Z</b>	
NET Agree	5014 57.6%	4532 53.7%	-
	<b>Y</b>		
NET Disagree	905 10.4%	920 10.9%	-
Don't know	593 6.8%	664 7.9%	-
		<b>Z</b>	

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 75

Absolutes/col percents

Q12d(h). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Support healthcare systems at times of crisis by ensuring the uninterrupted supply of medicines and vaccines

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	- **
Mean	0.71	0.62	-
	Y		
Standard deviation	1.00	1.00	-
Standard error	0.01	0.01	-

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 76**

Absolutes/col percents

**Q12d(i). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Take financial risks to discover, research and develop new medicines and vaccines**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	-	-
Weighted Total	8709	-	-
		**	**
Eff. base	8307	-	-
Strongly agree (+2)	1763 20.2%	-	-
Tend to agree (+1)	2997 34.4%	-	-
Neither agree nor disagree (0)	2090 24.0%	-	-
Tend to disagree (-1)	824 9.5%	-	-
Strongly disagree (-2)	330 3.8%	-	-
NET Agree	4760 54.7%	-	-
NET Disagree	1154 13.2%	-	-
Don't know	706 8.1%	-	-

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 76

Absolutes/col percents

Q12d(i). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Take financial risks to discover, research and develop new medicines and vaccines

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	- **	- **
Mean	0.63	-	-
Standard deviation	1.06	-	-
Standard error	0.01	-	-

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

Table 77

Absolutes/col percents

Q12d(j). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Are not always successful in bringing new medicines and vaccines to the market

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	-	-
Weighted Total	8709	-	-
		**	**
Eff. base	8307	-	-
Strongly agree (+2)	1636 18.8%	-	-
Tend to agree (+1)	3199 36.7%	-	-
Neither agree nor disagree (0)	2248 25.8%	-	-
Tend to disagree (-1)	660 7.6%	-	-
Strongly disagree (-2)	275 3.2%	-	-
NET Agree	4835 55.5%	-	-
NET Disagree	935 10.7%	-	-
Don't know	691 7.9%	-	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 77

Absolutes/col percents

Q12d(j). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Are not always successful in bringing new medicines and vaccines to the market

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	- **	- **
Mean	0.66	-	-
Standard deviation	1.00	-	-
Standard error	0.01	-	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 78**

Absolutes/col percents

**Q12e. Next, please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies.**

**Research-based biopharmaceutical companies... 'NET Agree' Summary Table**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Act according to the highest ethical standards	3982 45.7% XY	3551 42.1%	3571 41.4%
Are open and transparent about clinical trial results	3543 40.7% XY	3301 39.1% X	3065 35.6%
Minimise the environmental impact of their operations and products	3488 40.0% XY	3127 37.0% X	3058 35.5%
Make a positive contribution to society	5193 59.6%	5079 60.2%	5105 59.2%
Make a positive contribution to the economy	4793 55.0%	4596 54.4%	4731 54.9%
Collaborate effectively with Government to find solutions to public health issues	4777 54.8% XY	4417 52.3% X	4103 47.6%

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 79**

**Q12e. Next, please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies.**

**Research-based biopharmaceutical companies... 'NET Disagree' Summary Table**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Act according to the highest ethical standards	1514 17.4%	1510 17.9%	1618 18.8%
			<b>Z</b>
Are open and transparent about clinical trial results	2028 23.3%	2050 24.3%	2214 25.7%
			<b>YZ</b>
Minimise the environmental impact of their operations and products	1383 15.9%	1402 16.6%	1579 18.3%
			<b>YZ</b>
Make a positive contribution to society	919 10.5%	823 9.8%	799 9.3%
	<b>X</b>		
Make a positive contribution to the economy	1015 11.7%	919 10.9%	876 10.2%
	<b>X</b>		
Collaborate effectively with Government to find solutions to public health issues	925 10.6%	974 11.5%	1115 12.9%
			<b>YZ</b>

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 80**

Absolutes/col percents

**Q12e(a). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Act according to the highest ethical standards**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	1444 16.6% XY	1173 13.9% X	1103 12.8%
Tend to agree (+1)	2539 29.1%	2378 28.2%	2468 28.6%
Neither agree nor disagree (0)	2458 28.2%	2559 30.3% Z	2574 29.9% Z
Tend to disagree (-1)	977 11.2%	987 11.7%	1097 12.7% YZ
Strongly disagree (-2)	537 6.2%	523 6.2%	521 6.0%
NET Agree	3982 45.7% XY	3551 42.1%	3571 41.4%
NET Disagree	1514 17.4%	1510 17.9%	1618 18.8% Z
Don't know	756 8.7%	822 9.7% Z	855 9.9% Z

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 80**

Absolutes/col percents

**Q12e(a).** Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Act according to the highest ethical standards

**Base:** All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
<b>Mean</b>	<b>0.42</b>	<b>0.35</b>	<b>0.33</b>
	XY		
<b>Standard deviation</b>	<b>1.12</b>	<b>1.10</b>	<b>1.09</b>
<b>Standard error</b>	<b>0.01</b>	<b>0.01</b>	<b>0.01</b>

**Proportions/Means:** Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 81**

Absolutes/col percents

**Q12e(b). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Are open and transparent about clinical trial results**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	1268 14.6% XY	1115 13.2% X	931 10.8%
Tend to agree (+1)	2275 26.1% X	2185 25.9%	2134 24.8%
Neither agree nor disagree (0)	2430 27.9%	2362 28.0%	2490 28.9%
Tend to disagree (-1)	1288 14.8%	1332 15.8%	1559 18.1% YZ
Strongly disagree (-2)	740 8.5% X	719 8.5% X	655 7.6%
NET Agree	3543 40.7% XY	3301 39.1% X	3065 35.6%
NET Disagree	2028 23.3%	2050 24.3%	2214 25.7% YZ
Don't know	708 8.1%	728 8.6%	849 9.8% YZ

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 81

Absolutes/col percents

Q12e(b). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Are open and transparent about clinical trial results

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	0.26	0.21	0.15
	XY	X	
Standard deviation	1.18	1.17	1.13
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

**Table 82**

Absolutes/col percents

**Q12e(c). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Minimise the environmental impact of their operations and products**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	1346 15.5% XY	1060 12.6%	1001 11.6%
Tend to agree (+1)	2142 24.6%	2067 24.5%	2058 23.9%
Neither agree nor disagree (0)	2728 31.3%	2697 31.9%	2729 31.7%
Tend to disagree (-1)	966 11.1%	1003 11.9%	1109 12.9% Z
Strongly disagree (-2)	417 4.8%	399 4.7%	470 5.5% Y
NET Agree	3488 40.0% XY	3127 37.0% X	3058 35.5%
NET Disagree	1383 15.9%	1402 16.6%	1579 18.3% YZ
Don't know	1111 12.8%	1215 14.4% Z	1252 14.5% Z

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 82

Absolutes/col percents

Q12e(c). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Minimise the environmental impact of their operations and products

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	0.40	0.33	0.27
	XY	X	
Standard deviation	1.09	1.06	1.07
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 83**

Absolutes/col percents

**Q12e(d). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...**

**- Make a positive contribution to society**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	1870 21.5% <b>X</b>	1724 20.4% <b>X</b>	1608 18.7%
Tend to agree (+1)	3323 38.2%	3355 39.7% <b>Z</b>	3496 40.6% <b>Z</b>
Neither agree nor disagree (0)	2139 24.6%	2057 24.4%	2189 25.4%
Tend to disagree (-1)	600 6.9%	531 6.3%	552 6.4%
Strongly disagree (-2)	319 3.7% <b>X</b>	292 3.5% <b>X</b>	247 2.9%
NET Agree	5193 59.6%	5079 60.2%	5105 59.2%
NET Disagree	919 10.5% <b>X</b>	823 9.8%	799 9.3%
Don't know	458 5.3%	481 5.7%	526 6.1% <b>Z</b>

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 83

Absolutes/col percents

Q12e(d). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Make a positive contribution to society

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	0.71	0.71	0.70
Standard deviation	1.02	1.00	0.96
Standard error	0.01	0.01	0.01

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 84**

Absolutes/col percents

**Q12e(e).** Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

**- Make a positive contribution to the economy**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	1743 20.0% XY	1470 17.4%	1466 17.0%
Tend to agree (+1)	3050 35.0%	3126 37.0% Z	3265 37.9% Z
Neither agree nor disagree (0)	2289 26.3%	2280 27.0%	2312 26.8%
Tend to disagree (-1)	689 7.9%	610 7.2%	630 7.3%
Strongly disagree (-2)	326 3.7% X	309 3.7% X	246 2.9%
NET Agree	4793 55.0%	4596 54.4%	4731 54.9%
NET Disagree	1015 11.7% X	919 10.9%	876 10.2%
Don't know	612 7.0%	646 7.6%	700 8.1% Z

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 84

Absolutes/col percents

Q12e(e). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Make a positive contribution to the economy

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	<b>0.64</b>	<b>0.62</b>	<b>0.64</b>
Standard deviation	<b>1.04</b>	<b>1.00</b>	<b>0.97</b>
Standard error	<b>0.01</b>	<b>0.01</b>	<b>0.01</b>

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 85**

Absolutes/col percents

**Q12e(f).** Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

**- Collaborate effectively with Government to find solutions to public health issues**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	1717 19.7% <b>XY</b>	1473 17.4% <b>X</b>	1187 13.8%
Tend to agree (+1)	3059 35.1%	2944 34.9%	2916 33.8%
Neither agree nor disagree (0)	2355 27.0%	2373 28.1%	2498 29.0% <b>Z</b>
Tend to disagree (-1)	636 7.3%	687 8.1% <b>Z</b>	845 9.8% <b>YZ</b>
Strongly disagree (-2)	288 3.3%	287 3.4%	270 3.1%
NET Agree	4777 54.8% <b>XY</b>	4417 52.3% <b>X</b>	4103 47.6%
NET Disagree	925 10.6%	974 11.5%	1115 12.9% <b>YZ</b>
Don't know	653 7.5%	677 8.0%	903 10.5% <b>YZ</b>

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 85

Absolutes/col percents

Q12e(f). Please indicate how strongly you agree or disagree with the following statements about research-based biopharmaceutical companies. Research-based biopharmaceutical companies...

- Collaborate effectively with Government to find solutions to public health issues

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	<b>0.66</b> XY	<b>0.60</b> X	<b>0.51</b>
Standard deviation	1.01	1.01	0.99
Standard error	0.01	0.01	0.01

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022



## IFPMA Pharma Reputation Year 3 - All Markets

Table 86

Absolutes/col percents

Q14a. Since the outbreak of the COVID-19 pandemic, have your perceptions of research-based biopharmaceutical companies become more positive, more negative, or stayed the same?

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
More positive	3663 42.1% <b>XY</b>	3378 40.0% <b>X</b>	2654 30.8%
More negative	1354 15.5% <b>XY</b>	1218 14.4% <b>X</b>	1040 12.1%
Stayed the same	3241 37.2%	3418 40.5% <b>Z</b>	4471 51.9% <b>YZ</b>
Don't know	451 5.2%	426 5.0%	453 5.3%

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 87**

**Q15. Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:**

**- 'NET Agree' Summary Table**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Research-based biopharmaceutical companies have supported the healthcare system in (COUNTRY) during the outbreak of COVID-19/ coronavirus	5185 59.5% XY	- - Y	4338 50.3%
Since the outbreak of CV-19 I've become more aware of the importance of research- based biopharma comp's working to develop and manufacture vaccines and medicines against CV-19	5375 61.7% XY	5084 60.2% X	4718 54.7%
I trust research-based biopharmaceutical companies to work with whomever it takes to find ways to tackle the pandemic	4743 54.5%	4783 56.7% Z	4959 57.5% Z
Research-based biopharmaceutical companies are doing all they can to develop solutions to COVID- 19/coronavirus	5377 61.7%	5426 64.3% Z	5833 67.7% YZ

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 87**

**Q15. Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:**

**- 'NET Agree' Summary Table**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Research-based biopharmaceutical companies are using cutting edge scientific and technological innovations to find solutions to the COVID-19 pandemic	5685 65.3%	5582 66.1%	5778 67.0% <b>Z</b>
Research-based biopharmaceutical companies will try to make medicines/ vaccines for COVID-19 available and affordable to everyone	- -	- -	4360 50.6% <b>YZ</b>
Research-based biopharmaceutical companies are able to produce enough doses of COVID-19 vaccines to meet demand worldwide	4926 56.6% <b>XY</b>	4644 55.0% <b>X</b>	- -
Research-based biopharmaceutical companies researched, developed and produced vaccines for COVID- 19 at unprecedented speed	5714 65.6% <b>X</b>	5744 68.1% <b>XZ</b>	- -

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 88**

**Q15. Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:**

**- 'NET Disagree' Summary Table**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Research-based biopharmaceutical companies have supported the healthcare system in (COUNTRY) during the outbreak of COVID-19/ coronavirus	922 10.6% Y	- - Y	953 11.1%
Since the outbreak of CV-19 I've become more aware of the importance of research- based biopharma comp's working to develop and manufacture vaccines and medicines against CV-19	825 9.5%	817 9.7%	978 11.4% YZ
I trust research-based biopharmaceutical companies to work with whomever it takes to find ways to tackle the pandemic	1265 14.5% X	1149 13.6%	1136 13.2%
Research-based biopharmaceutical companies are doing all they can to develop solutions to COVID- 19/coronavirus	945 10.8% XY	767 9.1% X	655 7.6%

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 88**

**Q15. Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:**

**- 'NET Disagree' Summary Table**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Research-based biopharmaceutical companies are using cutting edge scientific and technological innovations to find solutions to the COVID-19 pandemic	694 8.0% <b>XY</b>	578 6.9% <b>X</b>	505 5.9%
Research-based biopharmaceutical companies will try to make medicines/ vaccines for COVID-19 available and affordable to everyone	-	-	1430 16.6% <b>YZ</b>
Research-based biopharmaceutical companies are able to produce enough doses of COVID-19 vaccines to meet demand worldwide	1077 12.4% <b>XY</b>	942 11.2% <b>X</b>	-
Research-based biopharmaceutical companies researched, developed and produced vaccines for COVID- 19 at unprecedented speed	791 9.1% <b>XY</b>	641 7.6% <b>X</b>	-

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 89**

**Q15(a). Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:**

**- Research-based biopharmaceutical companies have supported the healthcare system in (COUNTRY) during the outbreak of COVID-19/coronavirus**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	-	8633
Weighted Total	8709	-	8618
		**	
Eff. base	8307	-	8228
Strongly agree (+2)	2048	-	1438
	23.5%	-	16.7%
	<b>X</b>		
Tend to agree (+1)	3137	-	2900
	36.0%	-	33.6%
	<b>X</b>		
Neither agree nor disagree (0)	1987	-	2252
	22.8%	-	26.1%
			<b>Z</b>
Tend to disagree (-1)	637	-	647
	7.3%	-	7.5%
Strongly disagree (-2)	285	-	306
	3.3%	-	3.5%
NET Agree	5185	-	4338
	59.5%	-	50.3%
	<b>X</b>		
NET Disagree	922	-	953
	10.6%	-	11.1%
Don't know	615	-	1076
	7.1%	-	12.5%
			<b>Z</b>

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 89

Q15(a). Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:

- Research-based biopharmaceutical companies have supported the healthcare system in (COUNTRY) during the outbreak of COVID-19/coronavirus

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	- **	8618
Mean	<b>0.74</b>	-	<b>0.60</b>
	X		
Standard deviation	1.03	-	1.02
Standard error	0.01	-	0.01

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 90**

Absolutes/col percents

**Q15(b). Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:**

**- Since the outbreak of CV-19/coronavirus I've become more aware of the importance of research-based biopharma comp's working to develop and manufacture vaccines and medicines against CV-19**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	2389 27.4% <b>XY</b>	2141 25.4% <b>X</b>	1833 21.3%
Tend to agree (+1)	2987 34.3%	2943 34.9%	2884 33.5%
Neither agree nor disagree (0)	2088 24.0%	2159 25.6% <b>Z</b>	2514 29.2% <b>YZ</b>
Tend to disagree (-1)	541 6.2%	505 6.0%	633 7.3% <b>YZ</b>
Strongly disagree (-2)	284 3.3%	313 3.7%	345 4.0% <b>Z</b>
NET Agree	5375 61.7% <b>XY</b>	5084 60.2% <b>X</b>	4718 54.7%
NET Disagree	825 9.5%	817 9.7%	978 11.4% <b>YZ</b>
Don't know	420 4.8%	380 4.5%	408 4.7%

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**



## IFPMA Pharma Reputation Year 3 - All Markets

Table 90

Absolutes/col percents

Q15(b). Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:

- Since the outbreak of CV-19/coronavirus I've become more aware of the importance of research-based biopharma comp's working to develop and manufacture vaccines and medicines against CV-19

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	<b>0.80</b>	<b>0.76</b>	<b>0.64</b>
	XY	X	
Standard deviation	<b>1.03</b>	<b>1.04</b>	<b>1.04</b>
Standard error	<b>0.01</b>	<b>0.01</b>	<b>0.01</b>

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 91**

Absolutes/col percents

**Q15(c). Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:**

**- I trust research-based biopharmaceutical companies to work with whomever it takes to find ways to tackle the pandemic**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	1750 20.1%	1786 21.2%	1662 19.3%
		<b>X</b>	
Tend to agree (+1)	2993 34.4%	2997 35.5%	3297 38.3%
			<b>YZ</b>
Neither agree nor disagree (0)	2171 24.9%	2032 24.1%	2026 23.5%
	<b>X</b>		
Tend to disagree (-1)	829 9.5%	699 8.3%	769 8.9%
	<b>Y</b>		
Strongly disagree (-2)	436 5.0%	450 5.3%	366 4.2%
	<b>X</b>	<b>X</b>	
NET Agree	4743 54.5%	4783 56.7%	4959 57.5%
		<b>Z</b>	<b>Z</b>
NET Disagree	1265 14.5%	1149 13.6%	1136 13.2%
	<b>X</b>		
Don't know	530 6.1%	477 5.7%	498 5.8%

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 91

Q15(c). Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:

- I trust research-based biopharmaceutical companies to work with whomever it takes to find ways to tackle the pandemic

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	0.59	0.62	0.63
Standard deviation	1.09	1.09	1.05
Standard error	0.01	0.01	0.01

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 92

Absolutes/col percents

Q15(d). Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:

- Research-based biopharmaceutical companies are doing all they can to develop solutions to COVID-19/coronavirus

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	2078 23.9%	2142 25.4%	2223 25.8%
	<b>Z</b>	<b>Z</b>	<b>Z</b>
Tend to agree (+1)	3299 37.9%	3284 38.9%	3610 41.9%
	<b>XY</b>	<b>YZ</b>	<b>YZ</b>
Neither agree nor disagree (0)	1866 21.4%	1776 21.0%	1599 18.6%
	<b>X</b>	<b>X</b>	<b>X</b>
Tend to disagree (-1)	635 7.3%	470 5.6%	429 5.0%
	<b>XY</b>	<b>XY</b>	<b>XY</b>
Strongly disagree (-2)	310 3.6%	297 3.5%	225 2.6%
	<b>X</b>	<b>X</b>	<b>X</b>
NET Agree	5377 61.7%	5426 64.3%	5833 67.7%
	<b>Z</b>	<b>Z</b>	<b>YZ</b>
NET Disagree	945 10.8%	767 9.1%	655 7.6%
	<b>XY</b>	<b>X</b>	<b>X</b>
Don't know	522 6.0%	472 5.6%	531 6.2%

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 92

Q15(d). Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:

- Research-based biopharmaceutical companies are doing all they can to develop solutions to COVID-19/coronavirus

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	0.76	0.82	0.89
Standard deviation	1.04	1.01	0.96
Standard error	0.01	0.01	0.01

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 93

Absolutes/col percents

**Q15(e). Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:**

**- Research-based biopharmaceutical companies are using cutting edge scientific and technological innovations to find solutions to the COVID-19 pandemic**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	8633
Weighted Total	8709	8441	8618
Eff. base	8307	8324	8228
Strongly agree (+2)	2361 27.1% <b>X</b>	2355 27.9% <b>X</b>	2187 25.4%
Tend to agree (+1)	3324 38.2%	3228 38.2%	3591 41.7% <b>YZ</b>
Neither agree nor disagree (0)	1803 20.7% <b>X</b>	1729 20.5%	1676 19.4%
Tend to disagree (-1)	471 5.4% <b>XY</b>	350 4.1%	347 4.0%
Strongly disagree (-2)	223 2.6% <b>X</b>	228 2.7% <b>X</b>	158 1.8%
NET Agree	5685 65.3%	5582 66.1%	5778 67.0% <b>Z</b>
NET Disagree	694 8.0% <b>XY</b>	578 6.9% <b>X</b>	505 5.9%
Don't know	527 6.0%	551 6.5%	659 7.7% <b>YZ</b>

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Table 93

Absolutes/col percents

Q15(e). Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:

- Research-based biopharmaceutical companies are using cutting edge scientific and technological innovations to find solutions to the COVID-19 pandemic

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	8618
Mean	0.87	0.90	0.92
Standard deviation	0.98	0.97	0.91
Standard error	0.01	0.01	0.01

Proportions/Mean: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Table 94

Absolutes/col percents

**Q15(h). Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:**

**- Research-based biopharmaceutical companies are able to produce enough doses of COVID-19 vaccines to meet demand worldwide**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	-
Weighted Total	8709	8441	-
			**
Eff. base	8307	8324	-
Strongly agree (+2)	1861 21.4%	1774 21.0%	-
Tend to agree (+1)	3065 35.2%	2869 34.0%	-
Neither agree nor disagree (0)	2009 23.1%	1963 23.3%	-
Tend to disagree (-1)	779 8.9%	668 7.9%	-
	Y		
Strongly disagree (-2)	298 3.4%	275 3.3%	-
NET Agree	4926 56.6%	4644 55.0%	-
	Y		
NET Disagree	1077 12.4%	942 11.2%	-
	Y		
Don't know	697 8.0%	892 10.6%	-
		Z	

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**



## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 94

Q15(h). Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:

- Research-based biopharmaceutical companies are able to produce enough doses of COVID-19 vaccines to meet demand worldwide

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	- **
Mean	0.68	0.69	-
Standard deviation	1.05	1.04	-
Standard error	0.01	0.01	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

**Table 95**

Absolutes/col percents

**Q15(i). Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:**

**- Research-based biopharmaceutical companies researched, developed and produced vaccines for COVID-19 at unprecedented speed**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	8446	-
Weighted Total	8709	8441	-
			**
Eff. base	8307	8324	-
Strongly agree (+2)	2586 29.7%	2644 31.3%	-
		<b>Z</b>	
Tend to agree (+1)	3128 35.9%	3101 36.7%	-
Neither agree nor disagree (0)	1729 19.9%	1650 19.5%	-
Tend to disagree (-1)	530 6.1%	427 5.1%	-
	<b>Y</b>		
Strongly disagree (-2)	261 3.0%	214 2.5%	-
NET Agree	5714 65.6%	5744 68.1%	-
		<b>Z</b>	
NET Disagree	791 9.1%	641 7.6%	-
	<b>Y</b>		
Don't know	476 5.5%	406 4.8%	-

**Proportions/Mean: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

Table 95

Q15(i). Thinking about the recent COVID-19/ Coronavirus pandemic. Please indicate how strongly you agree or disagree with the following statements:

- Research-based biopharmaceutical companies researched, developed and produced vaccines for COVID-19 at unprecedented speed

Base: All heard of research-based biopharmaceutical companies

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	8441	- **
Mean	0.88	0.94	-
Standard deviation	1.03	0.99	-
Standard error	0.01	0.01	-

Proportions/Means: Columns tested (5% risk level) - XYZ

\* Small base / \*\* Very small base (under 30) ineligible for sig testing

Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 96**  
**QNEW4(d). Still thinking about intellectual property. Please indicate to what extent, if at all, you agree or disagree with each statement:**  
**- The ability to rely on intellectual property enables the introduction of new technology**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Unweighted Total	8679	-	-
Weighted Total	8709	-	-
		**	**
Eff. base	8307	-	-
Strongly disagree (-2)	256 2.9%	-	-
Tend to disagree (-1)	525 6.0%	-	-
Neither agree nor disagree (0)	1772 20.3%	-	-
Tend to agree (+1)	2769 31.8%	-	-
Strongly agree (+2)	2275 26.1%	-	-
NET Disagree	781 9.0%	-	-
NET Agree	5045 57.9%	-	-
Don't know	916 10.5%	-	-
Prefer not to say	195 2.2%	-	-

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022 (Some statements are not shown as they contain commercially sensitive data)**

## IFPMA Pharma Reputation Year 3 - All Markets

Absolutes/col percents

**Table 96**  
**QNEW4(d). Still thinking about intellectual property. Please indicate to what extent, if at all, you agree or disagree with each statement:**  
**- The ability to rely on intellectual property enables the introduction of new technology**

**Base: All heard of research-based biopharmaceutical companies**

	Trend		
	Total 2022 (Z)	Total 2021 (Y)	Total 2020 (X)
Weighted Total	8709	- **	- **
<b>Mean</b>	<b>0.83</b>	-	-
<b>Standard deviation</b>	<b>1.04</b>	-	-
<b>Standard error</b>	<b>0.01</b>	-	-

**Proportions/Means: Columns tested (5% risk level) - XYZ**

**\* Small base / \*\* Very small base (under 30) ineligible for sig testing**

**Source: Ipsos MORI (J22-043155-01) - Fieldwork dates: Sept-Oct 2022 (Some statements are not shown as they contain commercially sensitive data)**