

## **Global Consumers to the Pharmaceutical Industry: Focus on Innovation, Safety and Affordability**



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**New York, NY** - While their opinions of the pharmaceutical industry differ widely across countries, consumers throughout the world are remarkably unanimous in singling out what pharmaceutical companies can do to better demonstrate their corporate citizenship: develop innovative drugs to fight diseases, ensure the safety of drugs produced in other countries, and develop assistance programs that provide less expensive drugs to low-income families.

This is only one of the findings reported in the latest point of view paper [Reputation Snapshot for the Pharmaceutical Sector](#), issued by the Ipsos Global Reputation Centre based on interviews with over 18,000 adults across 24 countries.

Other key insights:

- While favorable in many emerging markets, the image of the pharmaceutical industry is clearly negative in many markets, including the U.S., Canada, China, Germany, and Spain.
- Negative industry perceptions by consumers are often accompanied by the desire for more regulation, which is particularly strong in France, Russia, and China.
- Attitudes toward leading companies do not always reflect attitudes toward the industry. In the U.S. and China, leading global pharmaceutical companies have succeeded in establishing an image that rises above that of the overall industry. However, this is not the case in many countries, especially in Sweden, France, Italy, and Korea.
- Leading pharmaceutical companies tend to be better perceived when it comes to the quality of their products and their industry leadership than on being good citizens.



Four times a year, the Ipsos Global Reputation Centre conducts research on the issues impacting various business sectors and the reputations of companies in those sectors. The latest installment focuses on the pharmaceutical sector. “This global study provides insight into attitudes toward pharmaceutical companies and the industry as a whole, measures of favorability and trust, consumer appetite for regulation, and corporate social responsibility priorities”, says Nicolas Boyon, Senior Vice President, Ipsos Public Affairs.

Trent Ross, Managing Director, Ipsos Global Reputation Centre adds, “a company’s reputation conditions its ability to attract and retain customers, investors, and employees, and to engage with those who can impact business performance, license to operate and market competitiveness. As seen in a number of countries, it is possible for individual pharmaceutical companies to enjoy a solid reputation that stands out from that of the overall industry.”

The Ipsos Global Reputation Centre provides corporate clients and not-for-profit organizations with highly customized research that allows them to control and build their reputation, plan, manage, and improve strategic and crisis communications, better understand their audiences, and oversee stakeholder relations. For more information, please [click here](#).

To learn more about how to build a strong reputation in the pharmaceutical sector, you can download the full paper [here](#).

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