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



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



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



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

211 national and local



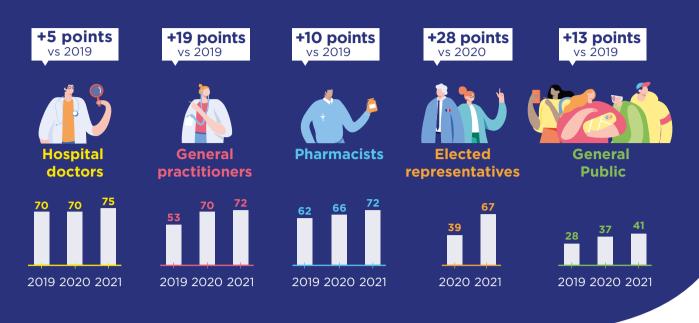
1,017 pharmaceutical company employees



## AN IMAGE THAT IMPROVED **DURING THE HEALTH CRISIS**

## The image of pharmaceutical companies

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





72%

Elected

representatives

On average, of respondents said they had confidence in pharmaceutical companies.

83%



97% On average, of respondents said they thought that pharmaceutical companies were **useful**, with **69**% of those saying "extremely or very useful"





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



87% of healthcare professionals and 92% of industry employees have confidence in the ability of pharmaceutical companies to find effective treatments for Covid-19.

But only 61% of the general public (and 54% of young people).





Only  $\frac{1}{4}$  of respondents thought that France is investing in the pharmaceutical industry at the level needed to cope with any future health crises.

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

