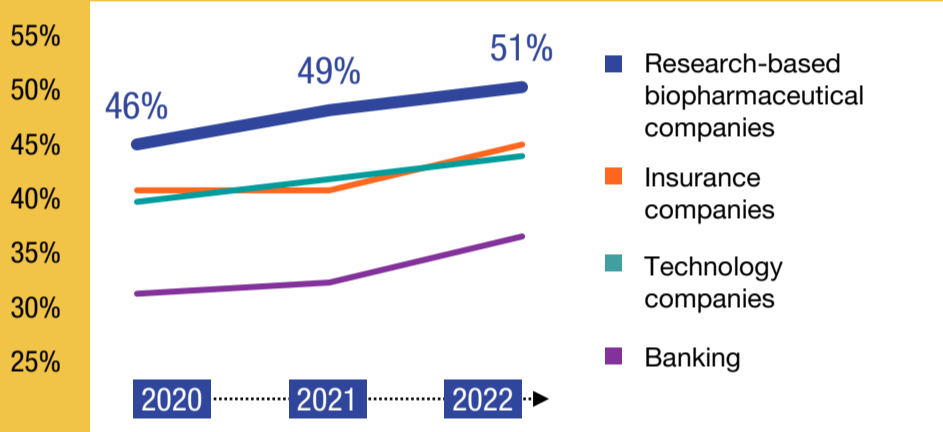
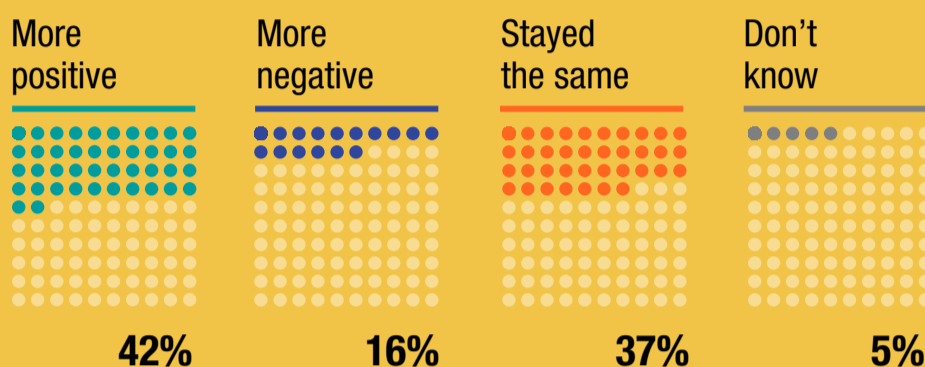


# IMPROVEMENT SEEN IN RESEARCH-BASED PHARMA INDUSTRY REPUTATION

Survey underlines that industry's unprecedented response to COVID-19 contributed to a positive trend in terms of reputation. The public is highly positive about the sector's ongoing pandemic response, with more than half of respondents considering that the pharmaceutical industry works well with governments, international organisations and other institutions to make their vaccines, medicines and treatments available to as many people as possible, worldwide. The public has an expectation that industry will continue to innovate against COVID-19, and have faith it will prepare, respond and deliver during future pandemics.

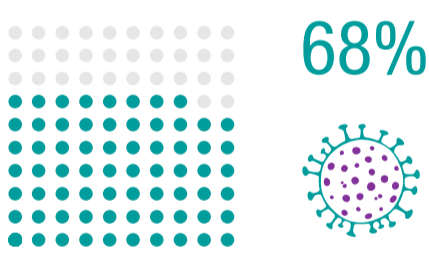
## Views of research-based biopharmaceutical companies during the COVID-19 pandemic

The research-based pharmaceutical industry has garnered a positive reputation, with its pandemic response and the impact of its innovations seen as key strengths by the general public.

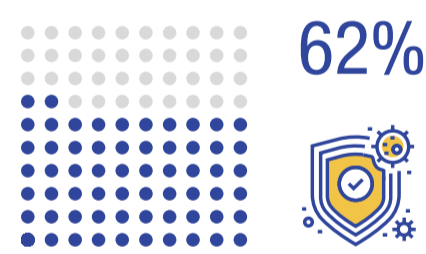


## % agree that research-based pharmaceutical companies ...

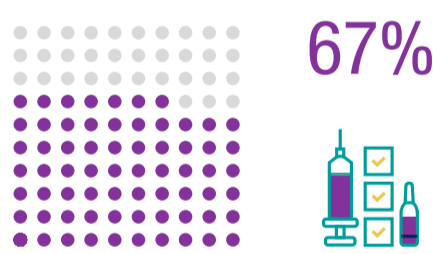
... have a leading role in advancing new technologies, such as better, more effective medicines or vaccines that are useful in response to the COVID-19 pandemic



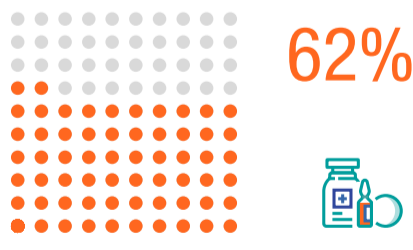
... are doing all they can to develop solutions against COVID-19



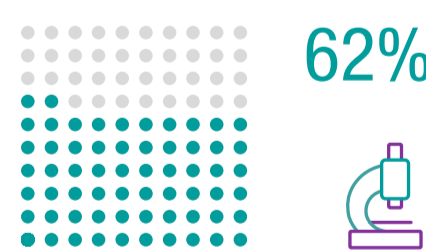
... have a leading role in the development of new technologies that could be useful in response to future public health crises, such as pandemics



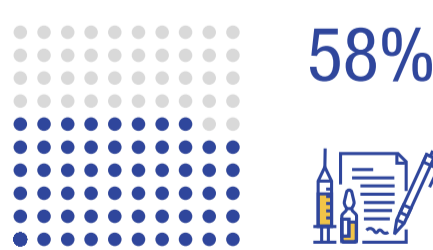
... invest a lot of money discovering new and innovative treatments or cures



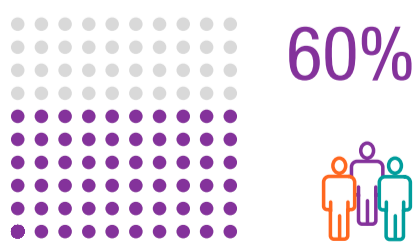
... are more effective than governments at discovering new medicines and vaccines



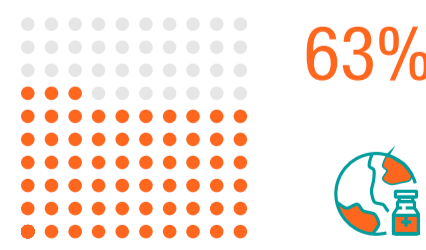
... agree that the ability to rely on intellectual property enables the introduction of new technology



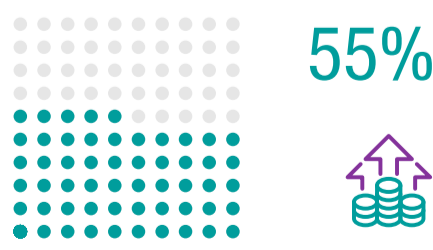
... make a positive contribution to society



... contribute to improving health globally



... make a positive contribution to the economy



n=11,000 Online interviews in 11 Countries (n=1,000 per country): <https://www.ipsos.com/en-uk/improvement-seen-research-based-pharma-industry-reputation>



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