

Pharmaceutical Industry Report | 2014

IN A FAST-CHANGING WORLD, CONTEXT IS EVERYTHING.



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2014

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For more information, contact:

Chris Coulter

CEO

+1 226 338 6350

Chris.Coulter@GlobeScan.com

Tove Malmqvist

Research Manager

Tove.Malmqvist@GlobeScan.com

www.GlobeScan.com

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GlobeScan Incorporated
145 Front Street East, Suite 102
Toronto, Canada M5A 1E3

tel: +1 416.962.0707

fax: +1 416.920.3510



Methodology and Participating Countries



Representative samples of 1,000 adults per country in 24 countries
Some urban-only surveying in certain developing countries
Face-to-face and telephone interviewing (online in Israel) between December 2013 and April 2014
Within-country sample error of +/- 2.8 to 4.9 per cent, 19 times out of 20.
All figures in the charts are expressed in percentages, unless otherwise noted

Key Findings

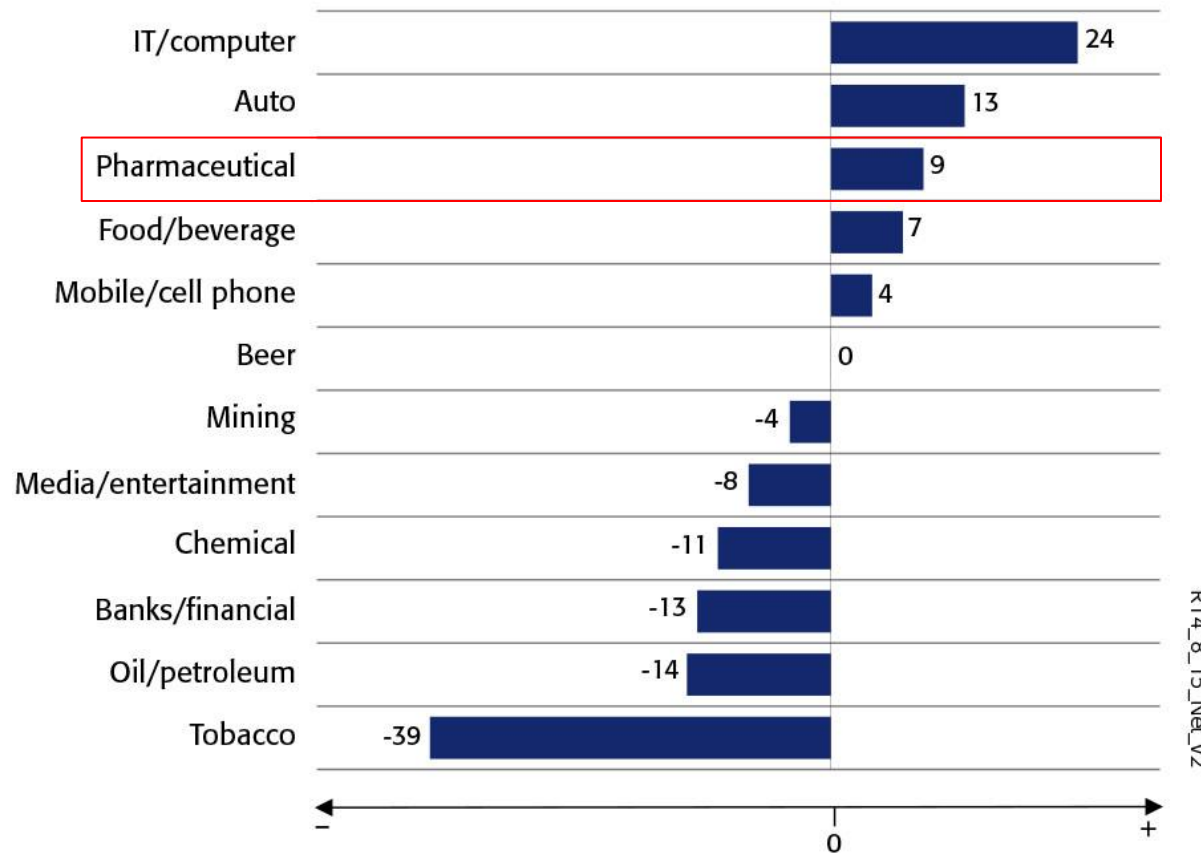


- The pharmaceutical industry is among the most trusted industry sectors. Trust in this industry is particularly high in Africa and Indonesia, but low in North America, Chile, and Greece.
- Regulatory pressure for the pharmaceutical sector is relatively low compared to a number of other sectors. It is highest in developed countries and China. Regulatory pressure has been increasing since 2010, with a notable increase in China since 2012.
- Where trust is high, regulatory pressure tends to be low, such as in mainly developing countries.
- Affordability and product safety (the latter especially in developing countries) are the most important issues the public wants the industry to address. Product safety is considered more important than in 2012 but remains less so than in 2011.

Pharmaceutical companies are among the most trusted

Net Trust* in Industry Sectors

Average of 24 Countries, 2014



The pharmaceutical industry is one of the most trusted of the industries tested and enjoys a net positive rating globally as people are more likely to trust than to distrust pharmaceutical companies.

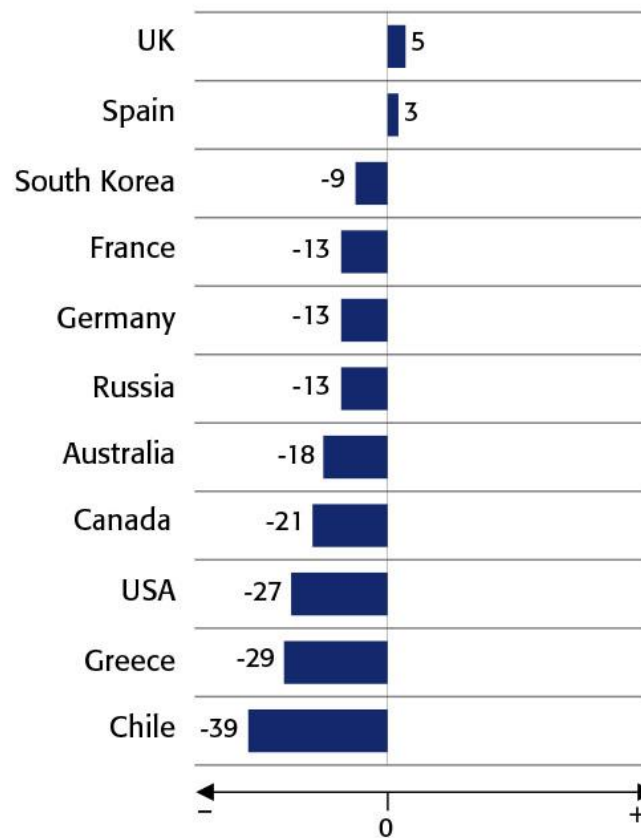
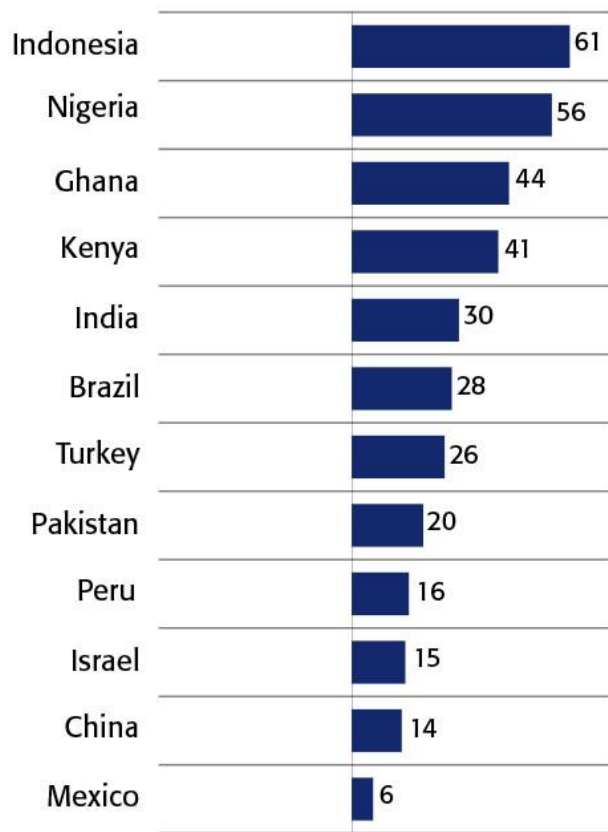
*"A lot of trust" and "Some trust" minus "Not much trust" and "No trust at all"

Developing countries generally have higher trust in the pharmaceutical sector; North Americans are among the least trusting



Trust in Pharmaceutical Companies

Net Ratings,* by Country, 2014



Indonesia and the African countries surveyed have very high trust in the pharmaceutical sector.

Consumers in Chile have significantly lower trust in this industry than do those in all other countries surveyed. North Americans and Australians are also particularly distrustful of the sector.

*"A lot of trust" (4+5) minus "No trust" (1+2)

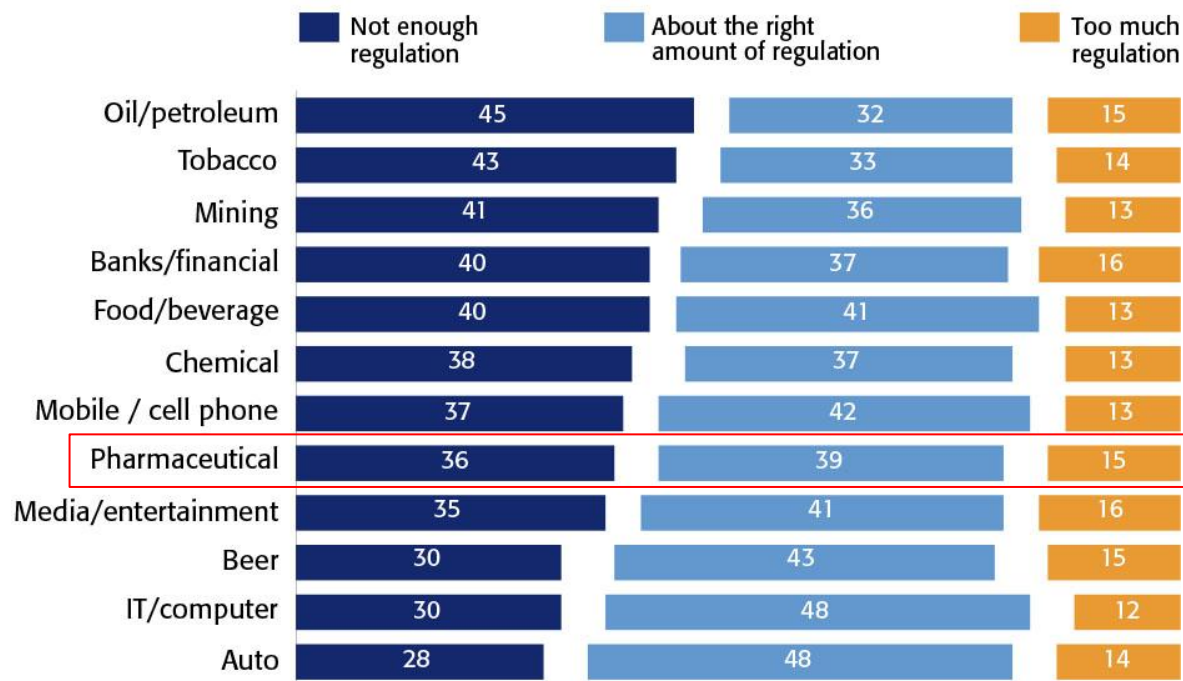
R14_15t_net_pharma

Calls for greater regulation of the pharma sector are less acute than for most other sectors—but the public would not like reduced regulation



Assessment of Government Regulation of Industry Sectors

Average of 20 Countries,* 2014



R14_9_16_likert

A majority of respondents is either satisfied with regulation of pharmaceutical sector or would like to see less regulation. Fewer than four in ten consumers feel there is “not enough” regulation here. Regulatory pressure for the pharmaceutical industry at the global level is similar to that for the mobile/cell phone and media/entertainment sectors.

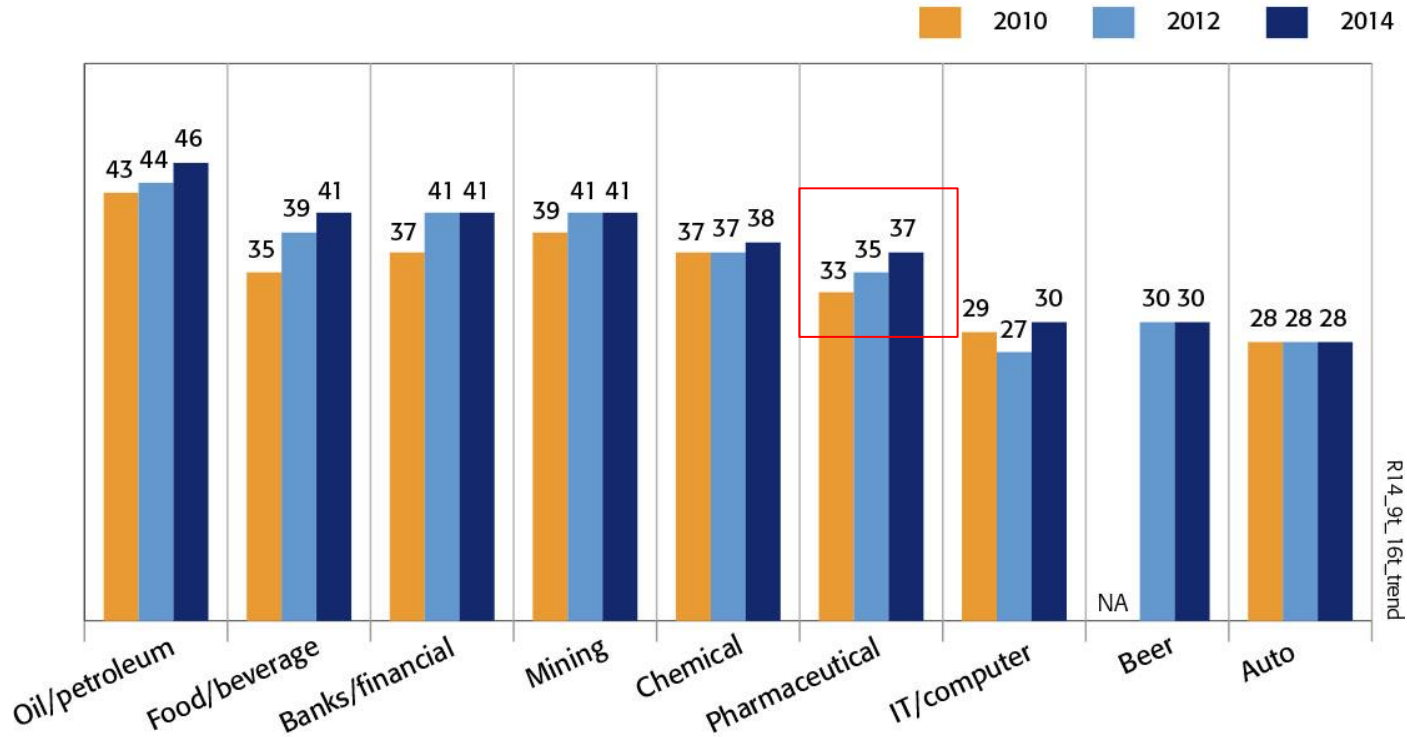
*Includes Argentina, Australia, Canada, Chile, China, France, Germany, Ghana, India, Indonesia, Kenya, Mexico, Nigeria, Pakistan, Peru, Russia, Spain, Turkey, UK, and USA

The white space in this chart represents “DK/NA.”

Regulatory pressure for the pharmaceutical industry has increased

“Not Enough” Regulation of Industry Sectors

Average of 20 Countries,* 2014



Similar to several other sectors, pressure for increased health and safety regulation of pharmaceutical companies has increased incrementally over the past four years.

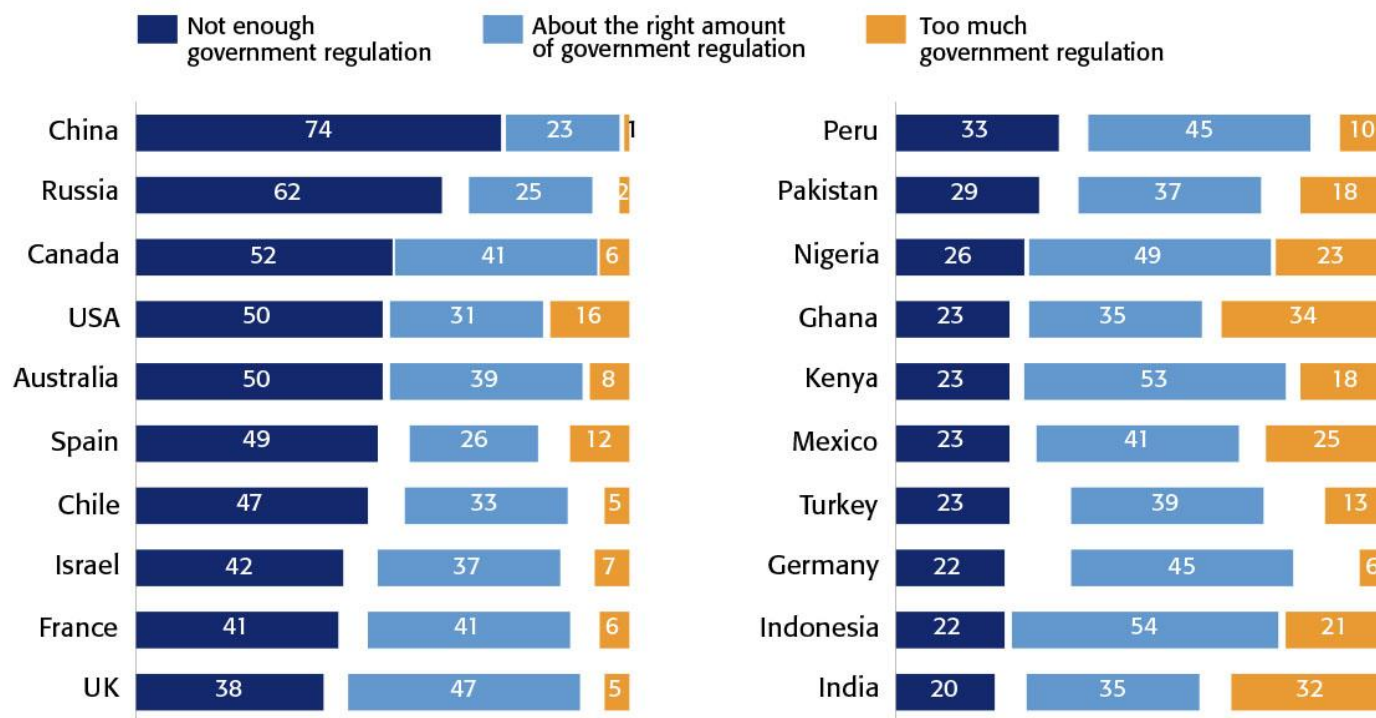
*Includes Argentina, Australia, Canada, Chile, China, France, Germany, Ghana, India, Indonesia, Kenya, Mexico, Nigeria, Pakistan, Peru, Russia, Spain, Turkey, UK, and USA

Regulatory pressure for the pharmaceutical sector is highest in developed countries and China



Assessment of Government Regulation of Pharmaceutical Companies

By Country, 2014



R14_16t_Pharma

The pharmaceutical industry is under the greatest pressure to increase regulation in China and mainly developed countries. Ghana and India are notable for the relatively large proportions of citizens who view current regulation as excessive.

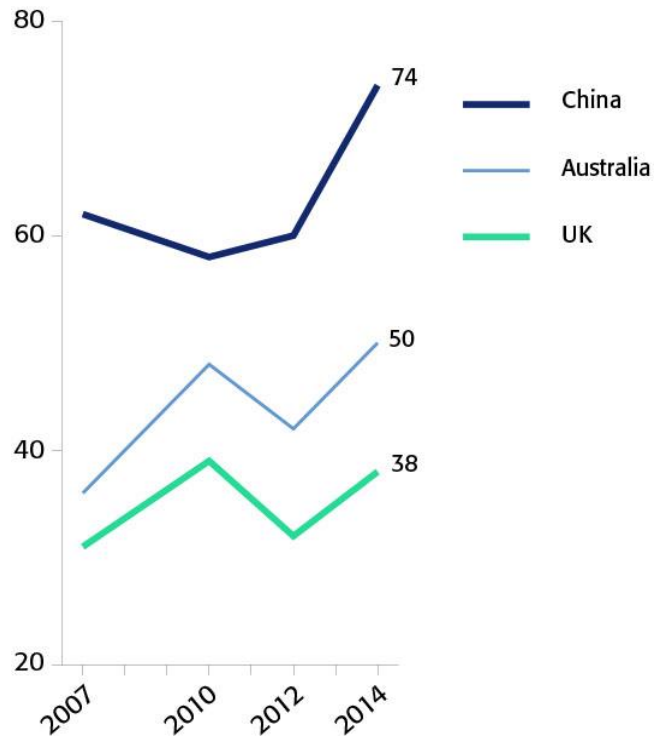
The white space in this chart represents "DK/NA."

Large increase in regulatory pressure in China since 2012

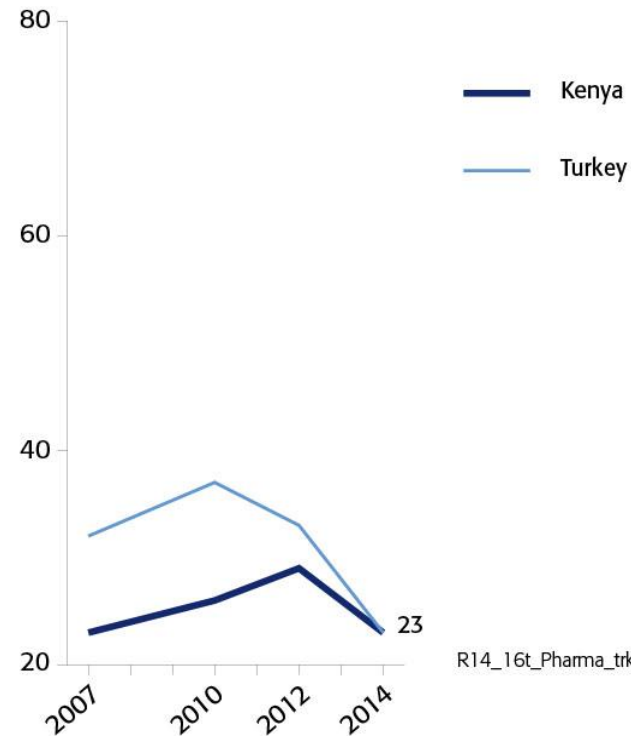
Attitudes toward Regulation of Pharmaceutical Companies

“Not Enough,” By Country, 2012–2014

Increases



Decreases



R14_16t_Pharma_trk

Pressure for health and safety regulation of the pharmaceutical industry in China has increased significantly. This may be explained, at least in part, by recent controversies within the industry such as the corruption scandal involving GSK.

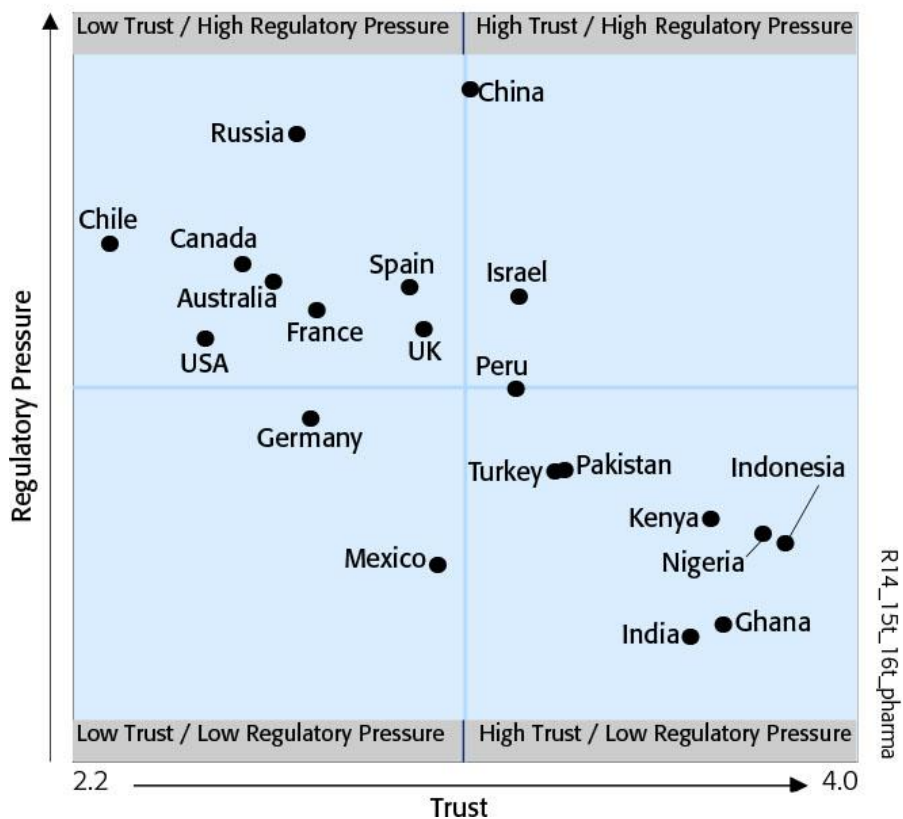
Pressure for regulation has increased in the UK and Australia after a relaxing of pressure between 2010 and 2012.

Where trust is high, regulatory pressure tends to be low, such as in mainly developing countries



Trust vs Regulatory Pressure

Pharmaceutical Companies, 2014



Countries where consumers have low trust in the pharmaceutical industry tend to have the highest levels of regulatory pressure, and vice versa.

China stands out as having the highest regulatory pressure but average levels of trust in the industry.

The countries with both high trust and low regulatory pressure for the pharmaceutical industry are all developing countries.

Q15t. Please tell me how much you trust each of the following types of companies

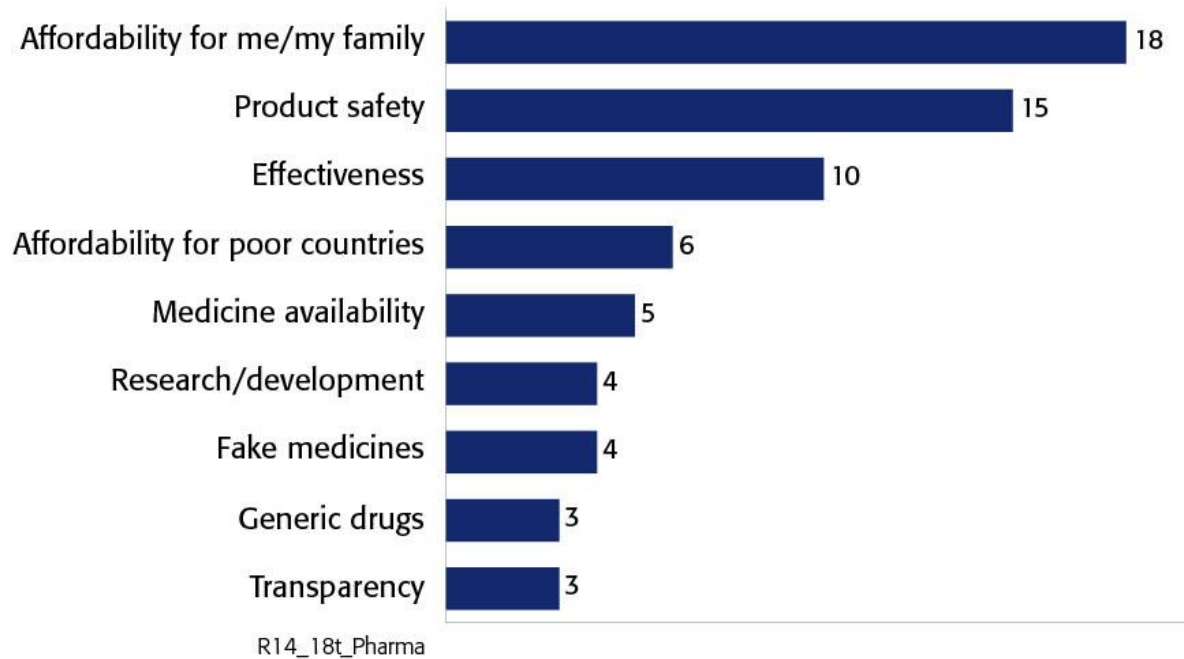
Q16t. For each of the following types of companies, please tell me if you think our government does too much, about the right amount, or not enough in regulating their activities to ensure the health and safety of society.

Personal affordability is the most cited concern for pharmaceutical companies to address



Most Important Issue the Pharmaceutical Industry Needs to Address

Unprompted, Top Mentions, Average of 20 Countries*, 2014



Affordability of pharmaceuticals for respondents and their families is regarded as the most important issue for the industry to address, followed by product safety. Citizens also recognize the importance of affordability in poor countries. Effectiveness of medicines is also a key concern for consumers globally.

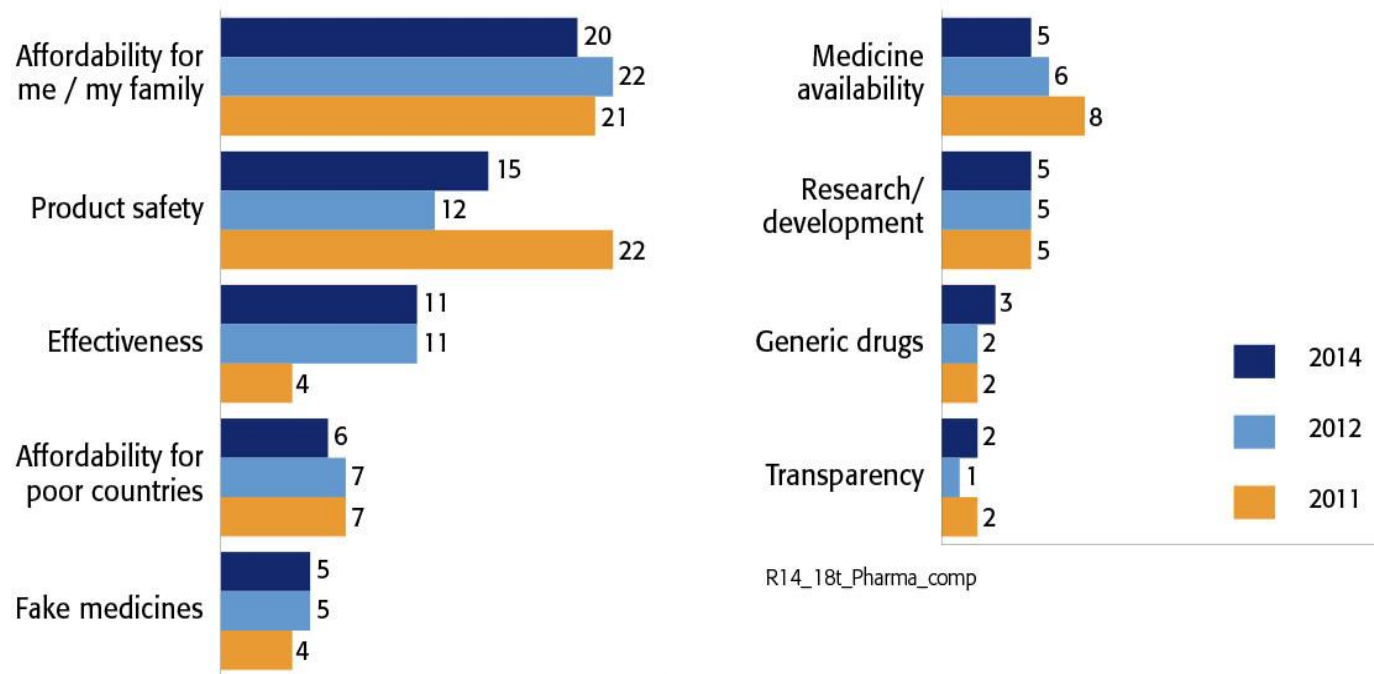
*Not asked in Argentina and South Korea

Product safety is considered more important than in 2012 but remains well below 2011



Most Important Issue the Pharmaceutical Industry Needs to Address

Unprompted, Top Mentions, Average of 14 Countries*, 2011–2014



Product safety has rebounded slightly from 2012 but is still far below perceived importance in 2011. The importance of effectiveness remains well above 2011.

R14_18t_Pharma_comp

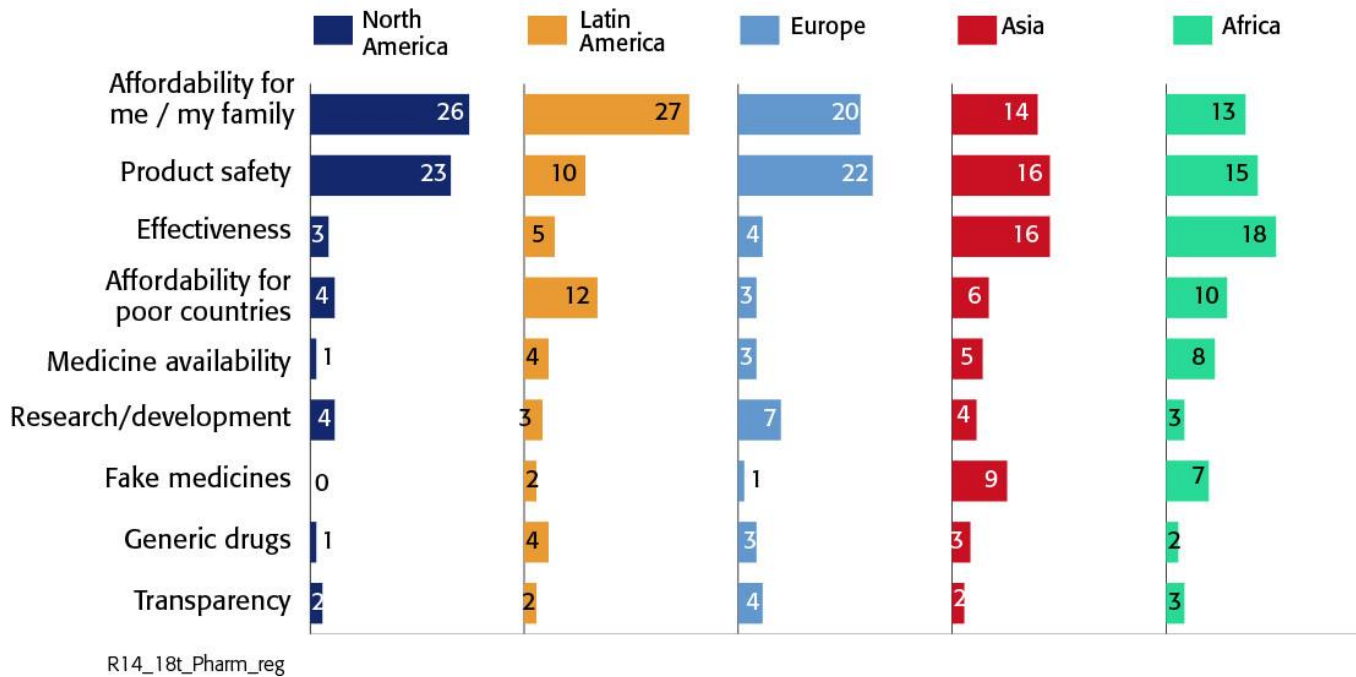
*Includes Brazil, China, Germany, India, Indonesia, Kenya, Mexico, Nigeria, Pakistan, Peru, Spain, Turkey, UK, and USA.

Affordability is a priority for consumers in the Americas



Most Important Issue the Pharmaceutical Industry Needs to Address

Unprompted, Top Mentions, by Region, 2014



The most important issue for North American and Latin American consumers is affordability. Europeans prioritize product safety as well as affordability. Asians and Africans tend to call for both increased effectiveness and product safety. They mention fake medicines more than consumers in other regions do.

Affordability or product safety is the top concern across all countries



Most Important Issue the Pharmaceutical Industry Needs to Address

Unprompted, Selected Countries, 2014

	Australia	Brazil	Canada	China	Germany	India	Indonesia
1st	Affordability for me / my family (19%)	Affordability for me / my family (26%)	Affordability for me / my family (21%)	Product safety (29%)	Affordability for me / my family (24%)	Product safety (13%)	Product safety (23%)
2nd	Product safety (12%)	Affordability for poor countries (16%)	Product safety (20%)	Effectiveness (14%)	Animal testing (9%)	Affordability for me / my family & Effectiveness (10%)	Affordability for me / my family (19%)
3rd	Medicine availability (4%)	Generic drugs (9%)	Affordability for poor countries (4%)	Fake medicines (9%)	Research/development (6%)	Fake medicines (9%)	Effectiveness (11%)

	Kenya	Mexico	Nigeria	Turkey	UK	USA
1st	Affordability for me / my family (15%)	Affordability for me / my family (22%)	Product safety (22%)	Affordability for me / my family (15%)	Product safety (15%)	Affordability for me / my family (31%)
2nd	Effectiveness (14%)	Product safety (14%)	Effectiveness (21%)	Product safety (13%)	Affordability for me / my family (12%)	Product safety (27%)
3rd	Product safety & Medicine availability (10%)	Affordability for poor countries (7%)	Fake medicines (11%)	Fake medicines (11%)	Research/development (6%)	Research/development (4%)

R14_18t_Pharma_table

Affordability is an issue that cuts across both developed and developing countries, and is the most important issue in several markets.

Product safety is of greatest concern in a number of emerging markets, including China and India. Similarly, product effectiveness is a greater issue in developing countries where citizens appear to be less confident in the products themselves.



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